



2013 City of Oklahoma City DirectionFinder® Survey

Final Report

Submitted to

The City of Oklahoma City, OK



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Contents

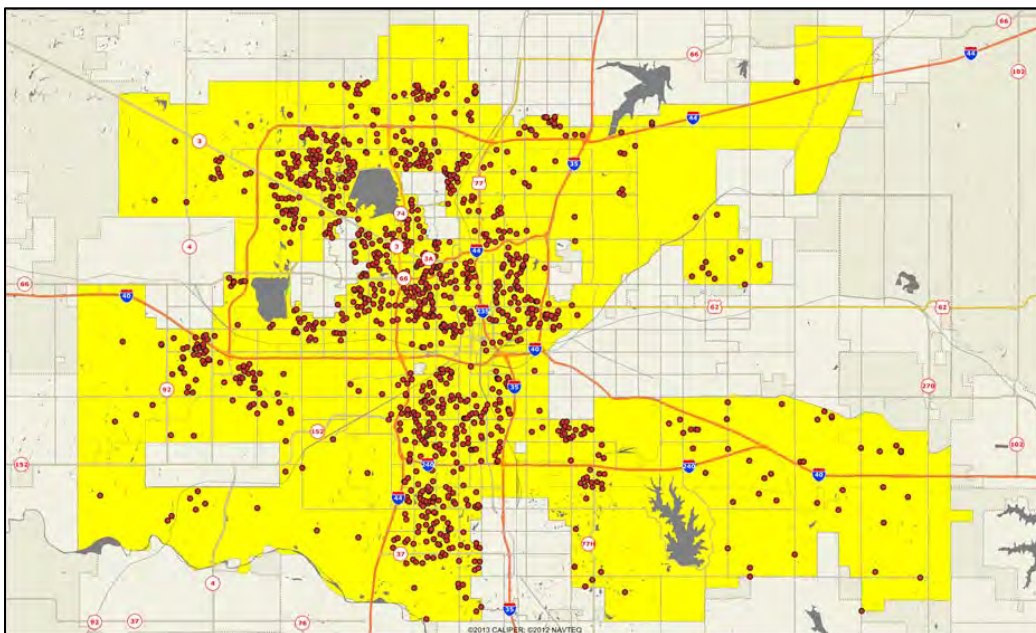
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2013 DirectionFinder® Survey Executive Summary Report

Overview and Methodology

During the summer of 2013, ETC Institute administered its seventh DirectionFinder® survey on behalf of the City of Oklahoma City. The previous DirectionFinder® surveys were conducted in 2005, 2007, 2008, 2009, 2011 and 2012. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process.

The six-page survey was mailed to a random sample of 3,000 households in the City of Oklahoma City. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 1,236 households completed the survey. The results for the random sample of 1,236 households have a 95% level of confidence with a precision of at least +/- 2.8%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Oklahoma City with the results from other communities in ETC Institute’s DirectionFinder® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This summary report contains:

- A summary of the methodology for administering the survey and major findings
- Charts showing the overall results for most questions on the survey
- Benchmarking data that shows how the results for Oklahoma City compare to other cities
- GIS maps that show the results of selected questions
- Importance-satisfaction analysis
- Tabular data that show the results for each question on the survey
- A copy of the survey instrument.

Trends

Satisfaction ratings improved or stayed the same in 49 of the 65 City services that were rated in 2012 and 2013 and decreased in 16 areas. The 26 areas that showed **significant increases** (increases of 3% or more) in satisfaction or positive ratings from 2012 to 2013 are listed below:

- Quality of ambulance service (+7)
- Enforcing sign regulations (+7)
- Recreation opportunities along the Oklahoma River (+7)
- Quality of City water utilities (+6)
- Snow removal on major city street (+6)
- Cleanliness of stormwater drains in your neighborhood (+6)
- City golf courses (+6)
- Feeling of safety in the City (+5)
- Quality of animal control services (+5)
- Enforcing neighborhood yard parking regulations (+5)
- City efforts to remove inoperable vehicles (+5)
- Cleanliness of City streets and other public areas (+5)
- City's website as way to transact business w/City (+5)
- Quality of fire service (+4)
- Quality of parks and recreation programs/facilities (+4)
- Quality of customer service from City employees (+4)
- Quality of Downtown (+4)

- Adequacy of City street lighting (+4)
- The City's use of social media (+4)
- As a place to retire (+4)
- Quality of life in the City (+3)
- Location of City parks (+3)
- Availability of City recreation centers (+3)
- Swimming pools, spraygrounds and aquatic programs (+3)
- Athletic programs (+3)
- City's website (www.okc.gov) as a source of information (+3)

The 6 areas that showed **significant decreases** (decreases of 3% or more) in satisfaction or positive ratings from 2012 to 2013 are listed below:

- Bulky item pick up/removal services (-7)
- Condition of City streets (-6)
- Curbside recycling services (-5)
- How well the City is planning for growth (-4)
- Condition of streets in your neighborhood (-4)
- Availability of information about City services and programs (-4)

Major Findings

- **Overall Satisfaction with City Services.** Sixty-eight percent (68%) of the residents surveyed who had an opinion, were satisfied with the overall quality of services provided by the City. This was 19% higher than the national average for large cities in the U.S. (68% Oklahoma City versus 49% Large U.S. City Average). Overall satisfaction with the quality of City services increased 2% from 66% in 2012 to 68% in 2013.
- **Ratings of Oklahoma City as a Place to Live, Work and Raise Children.** Most of the residents surveyed who had an opinion, rated the City of Oklahoma as an “excellent” or “good” place to live (88%), work (82%) and raise children (81%). Ratings for all of these items were significantly above the national average for large U.S. cities: ratings of the City as place to live was 13% above the national average for large U.S. cities (88% Oklahoma City versus 75% Large U.S. City Average), ratings of the City as a place to work was 9% above the national average for large U.S. cities (82% Oklahoma City versus 73% Large U.S. City Average) and ratings of the City as a place to raise children was 12% above the national average for large U.S. cities (81% Oklahoma City versus 69% Large U.S. City Average).
- **Satisfaction with the Image of Oklahoma City.** Seventy-one percent (71%) of the residents surveyed who had an opinion, were satisfied with the image of the City. This was 8% higher than the national average for large cities in the U.S. (71% Oklahoma City versus 63% Large U.S. City Average).

- **Satisfaction with How Well the City is Planning Growth.** Sixty-seven percent (67%) of the residents surveyed who had an opinion, were satisfied with how well the City is planning growth. This was 29% higher than the national average for large cities in the U.S. (67% Oklahoma City versus 38% Large U.S. City Average).
- **Satisfaction with Major Categories of City Services.** Most of the residents surveyed who had an opinion, were satisfied with the quality of fire services (92%), quality of ambulance services (82%), and the quality of police services (70%). Residents were least satisfied with the condition of City streets (19%). The major City service that residents thought was most important for the City to emphasize over the next two years was the condition of City streets. Residents also felt the flow of traffic/ease of getting around town and the quality of police services were important for the City to emphasize over the next two years.
- **Utility Services.** The highest levels of satisfaction with City utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection services (87%), water service (83%) and wastewater services (79%). Residents were least satisfied with the speed of services such as repairs and starting of service (66%).
- **Codes and Ordinances.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the enforcement of yard parking regulations in neighborhoods (51%) and the enforcement of sign regulations (48%).
- **Maintenance.** The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: snow removal on major City streets during the past 2 years (67%) and the condition of street signs (66%). Residents were least satisfied with the condition of major City streets (32%).
- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the location of City parks (66%), maintenance of City parks (65%), recreation opportunities along the Oklahoma River (63%) and City golf courses (60%).
- **Communication.** The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the information in the water bill newsletter (76%) and the City’s website as a source of information (63%).

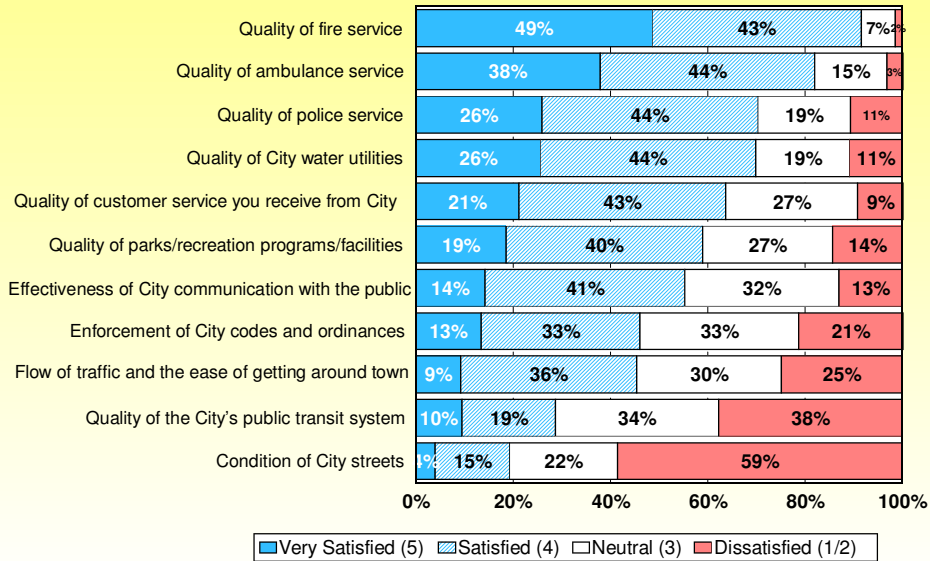
The sources of information residents used most to get information about the City were: the Water bill newsletter (64%), the television news (63%), local newspapers (43%) and the City website (35%). Residents were also asked to indicate the areas they would like the City to provide more information; the top areas selected by residents were: festivals/events (55%), parks programs (45%) and street projects (44%).

- **Other Findings.** Some of the other major findings from the survey are provided below:
 - Residents were asked to select the two items they felt were the most important purposes of the Oklahoma City Zoo. The top two items selected by residents were: 1) education and 2) recreation/entertainment.
 - Seventy-one percent (71%) of the residents surveyed agreed that their neighborhood is a great place to live; 16% were neutral, 12% disagreed and 1% did not know.
 - The neighborhood areas that residents visited most often for shopping, dining, entertaining and events, based upon the percentage of residents who had visited the area at least once during the past year, were: Western Avenue (67%), the I-240 shopping areas (64%), Uptown 23rd (58%) and Stockyards City Main Street (57%).
 - Seventy-three percent (73%) of the residents surveyed agreed that it is important for the City to support redevelopment of the cultural and commercial areas where they live; 15% were neutral, 6% disagreed and 6% did not know.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

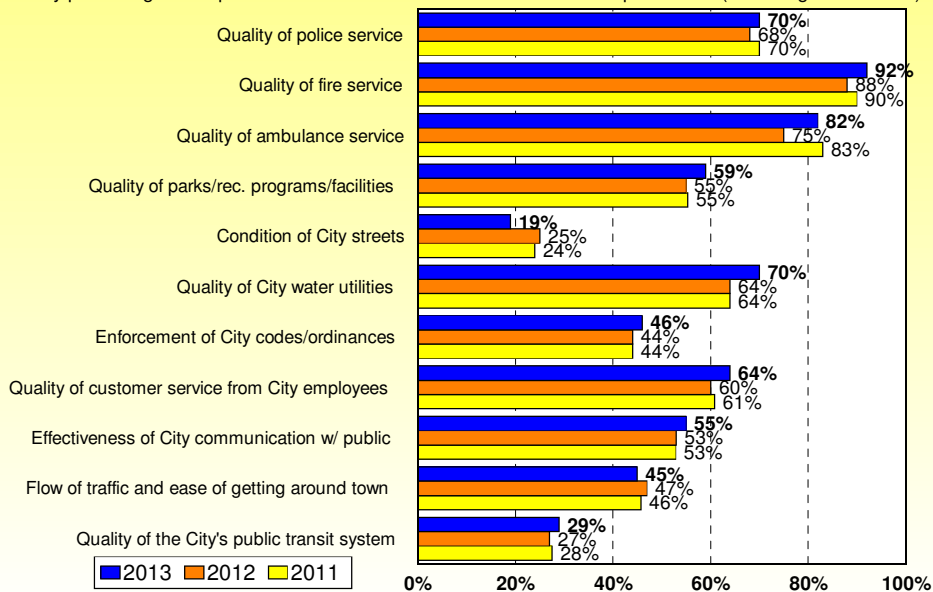
by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

Overall Satisfaction With City Services by Major Category 2011 - 2013

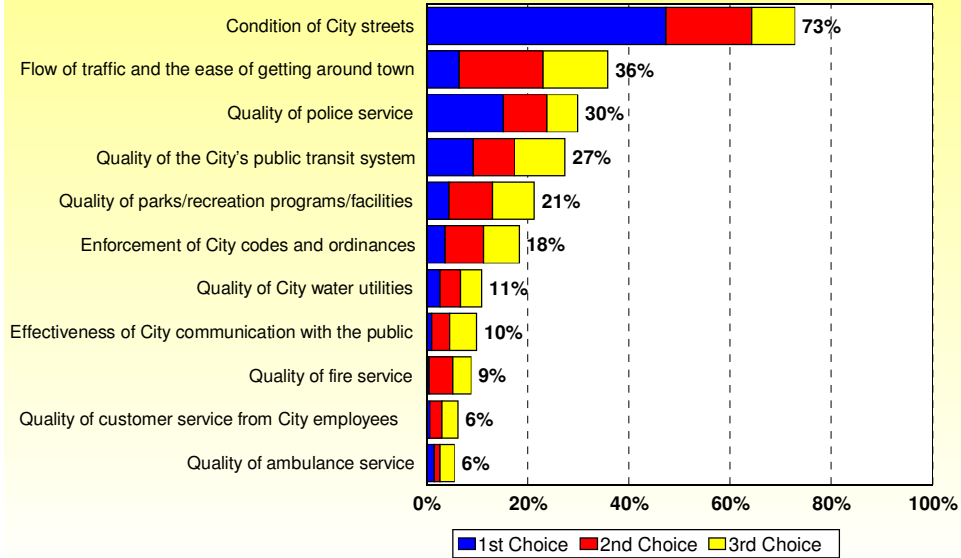
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013) **TRENDS**

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

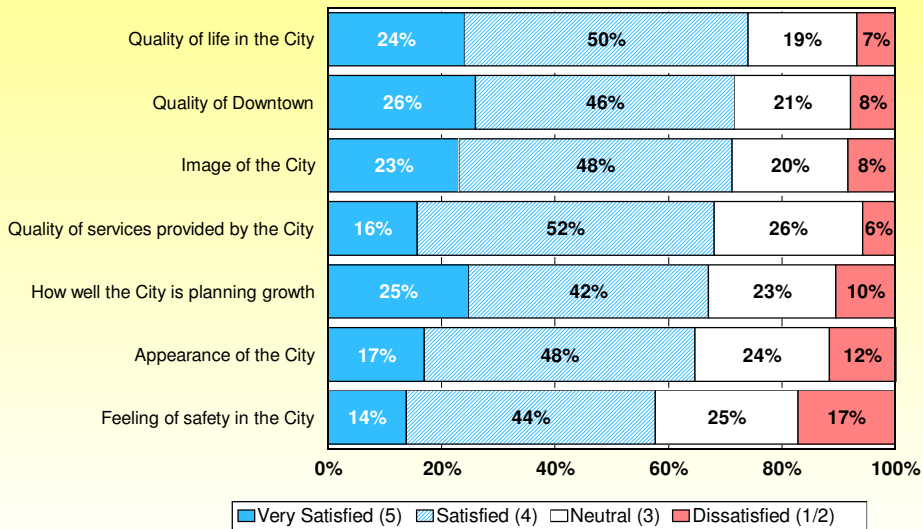
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2013)

Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

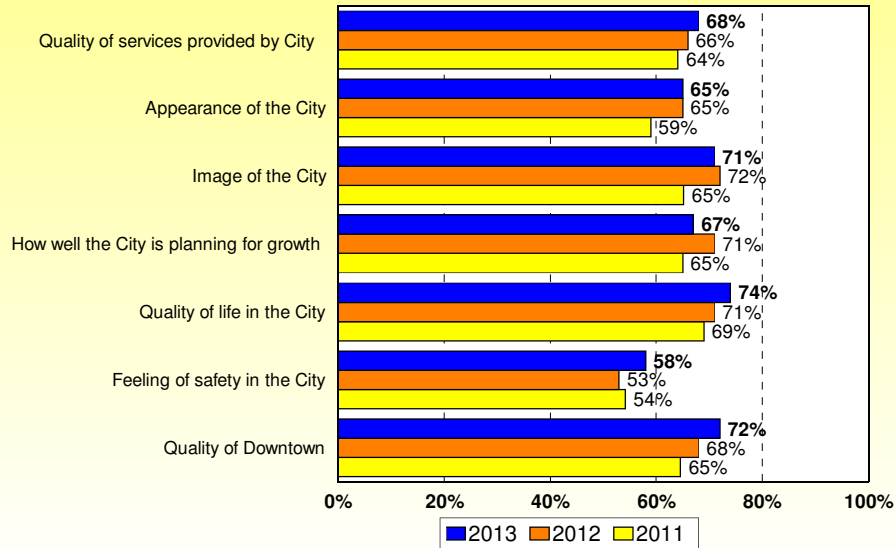
by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

Satisfaction With Items That Influence the Perception Residents Have of the City 2011 - 2013

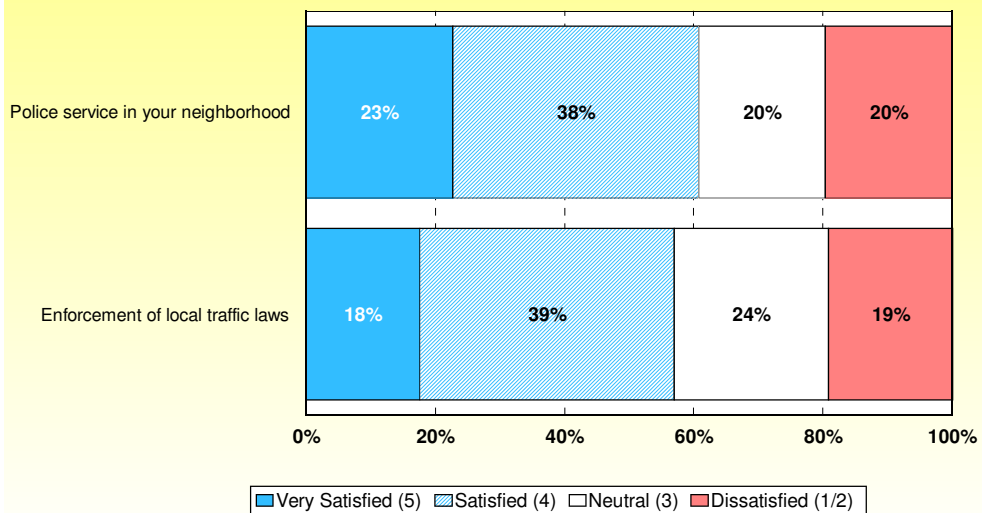
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



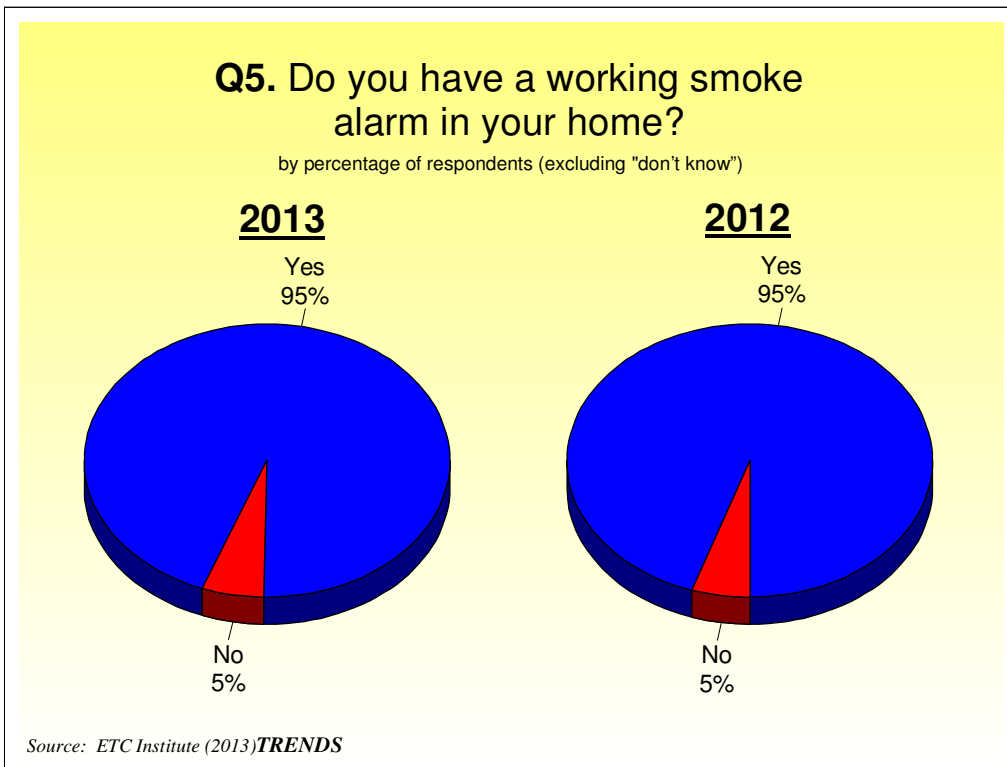
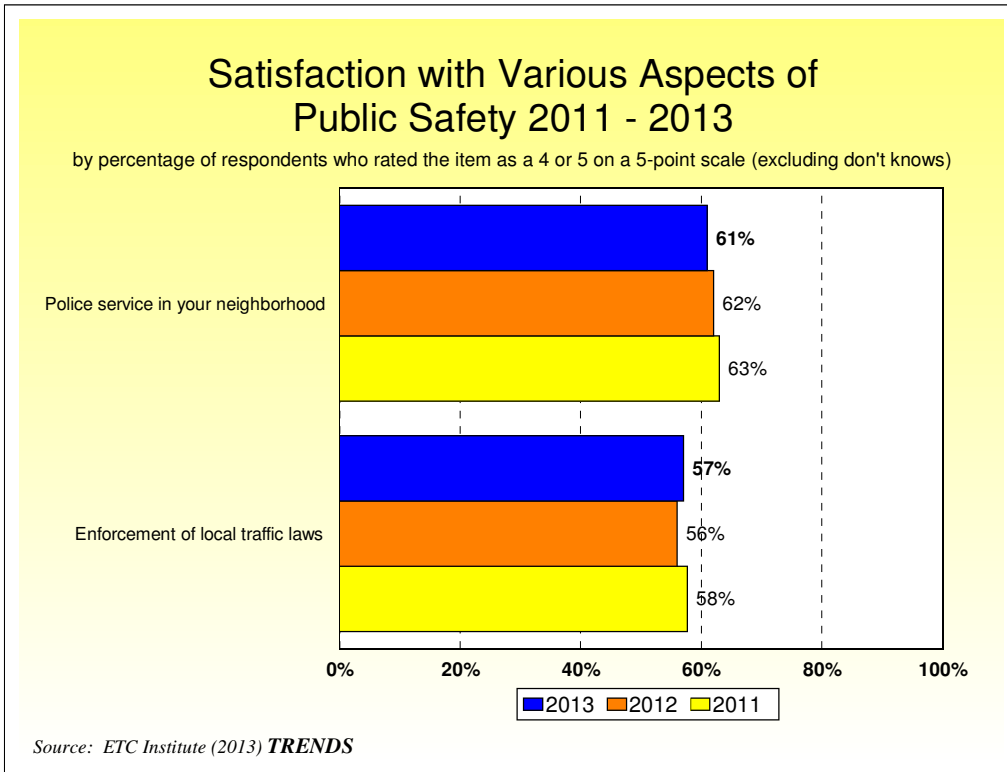
Source: ETC Institute (2013) **TRENDS**

Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)

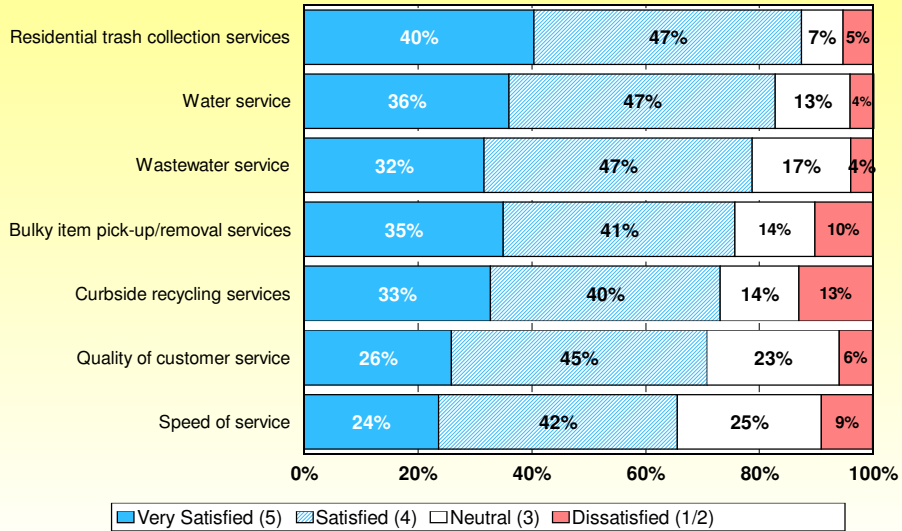


Source: ETC Institute (2013)



Q6. Satisfaction with Various Aspects of City Utility Services by Major Category

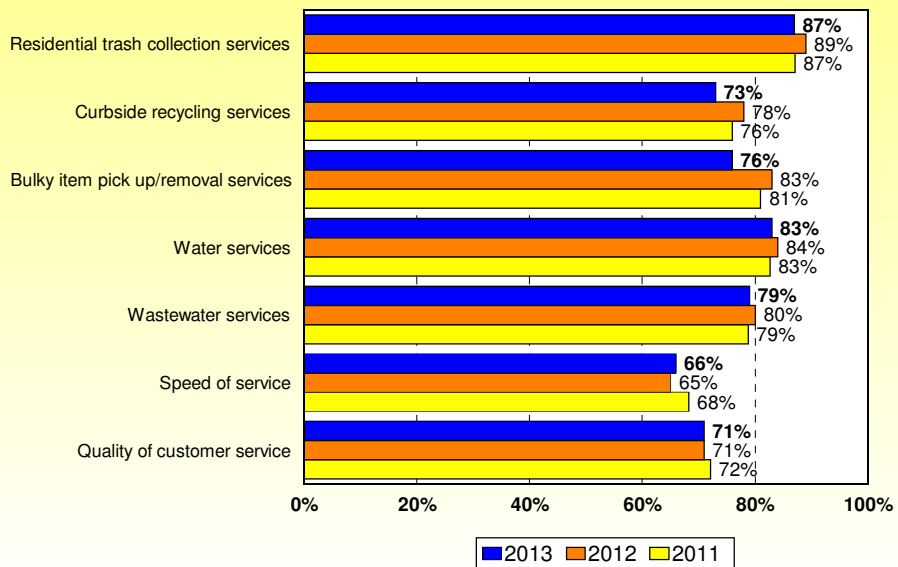
by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

Satisfaction with Various Aspects of City Utility Services by Major Category 2011 - 2013

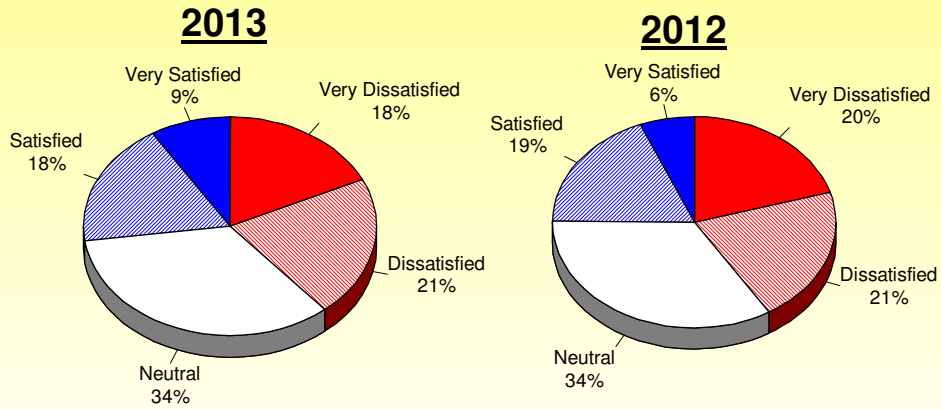
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013) **TRENDS**

Q7. Overall, how satisfied are you with the convenience of public transportation in Oklahoma City?

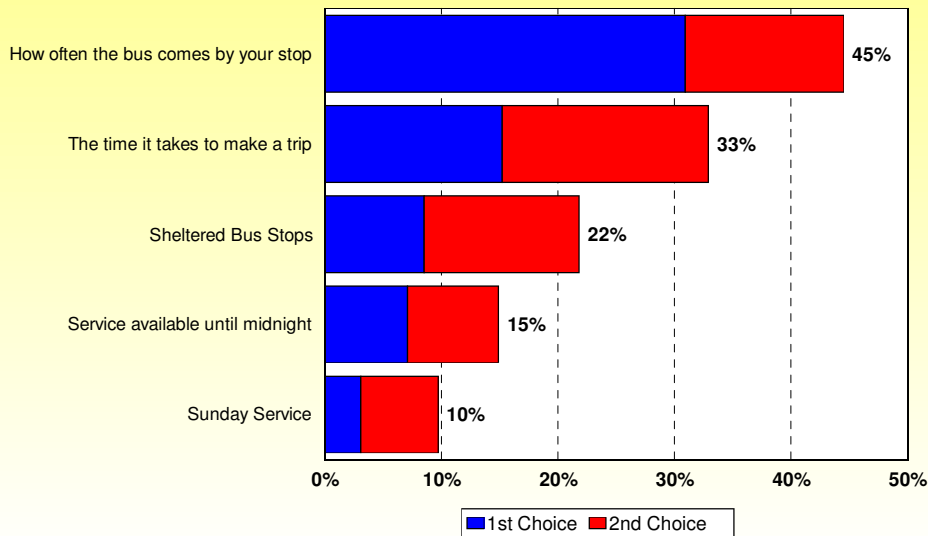
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013) **TRENDS**

Q8. Bus Service Characteristics Most Important to Residents When Considering Whether or Not to Use Public Transit

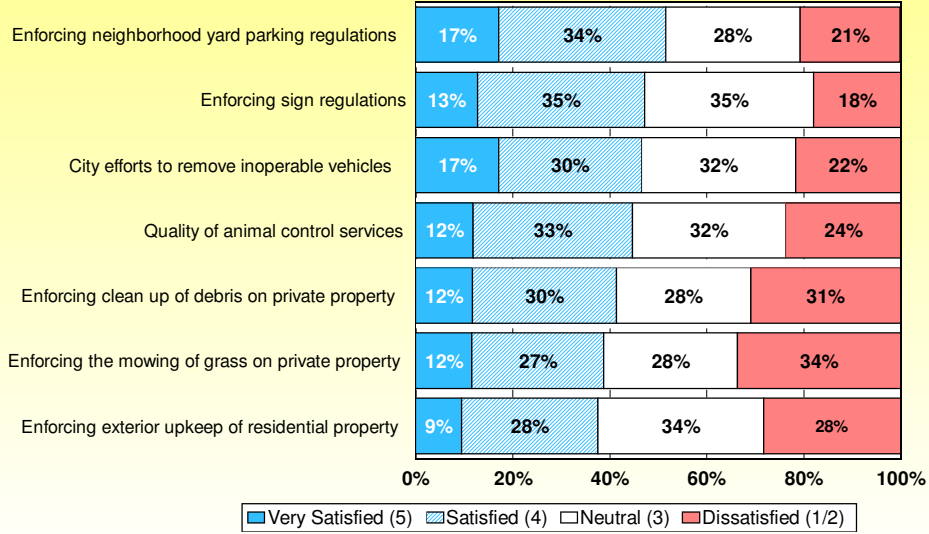
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2013)

Q10. Satisfaction with Various Aspects of Code Enforcement by Major Category

by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

Satisfaction with Various Aspects of Code Enforcement by Major Category 2011 - 2013

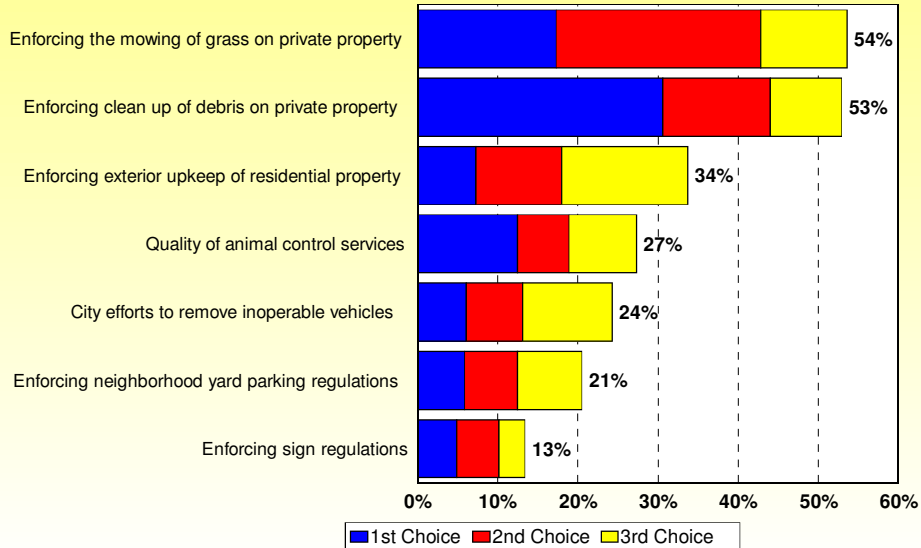
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013) **TRENDS**

Q11. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

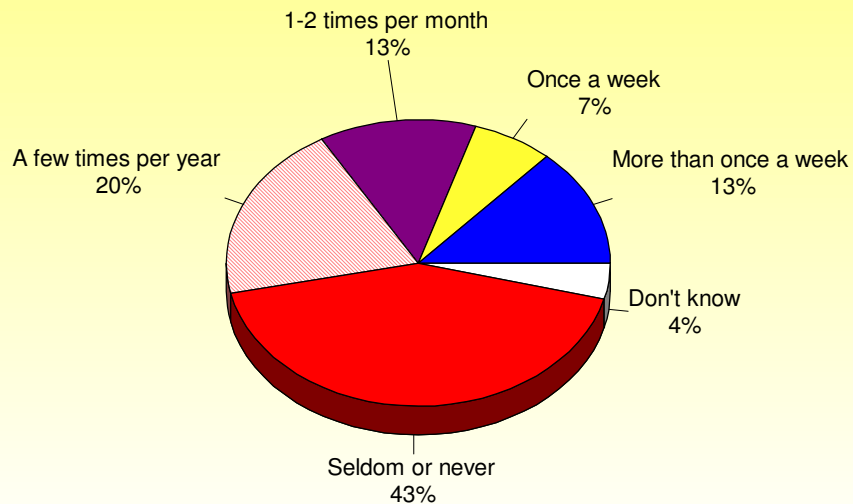
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2013)

Q12. How often would you say stray dogs are a problem in your neighborhood?

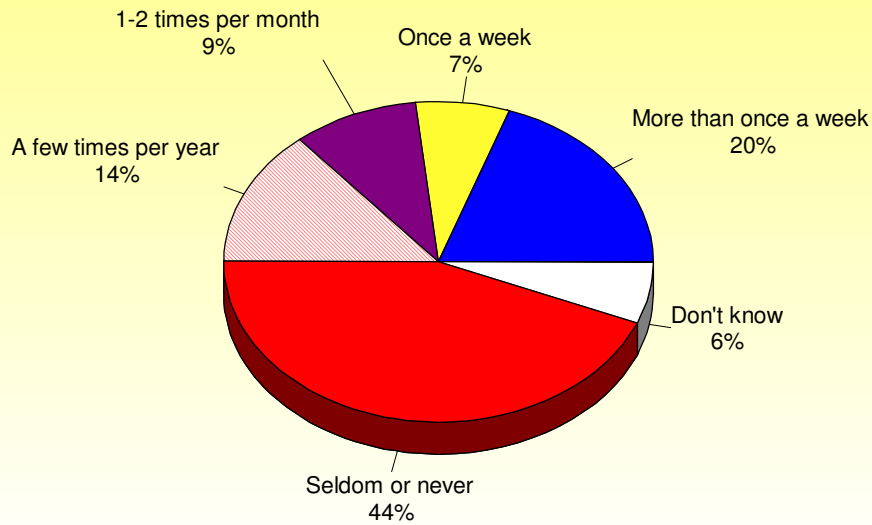
by percentage of respondents



Source: ETC Institute (2013)

Q13. How often would you say stray cats are a problem in your neighborhood?

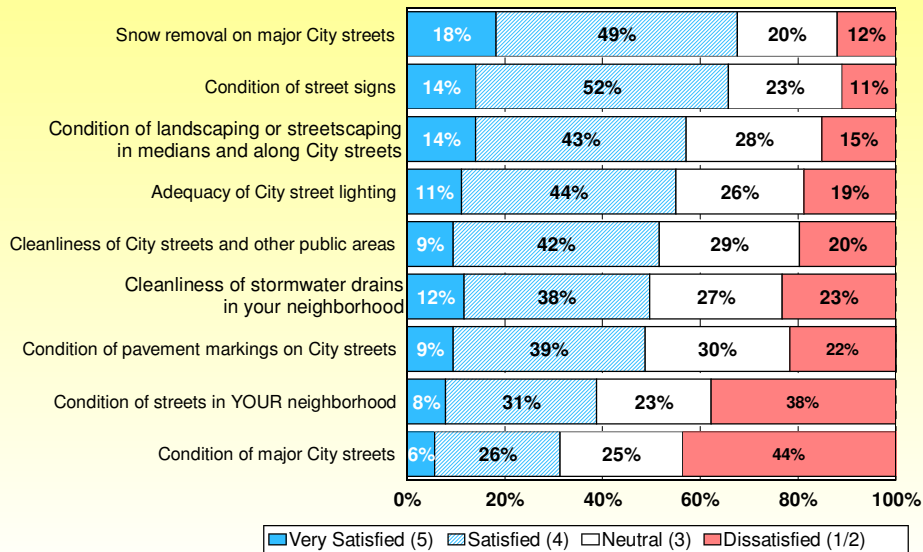
by percentage of respondents



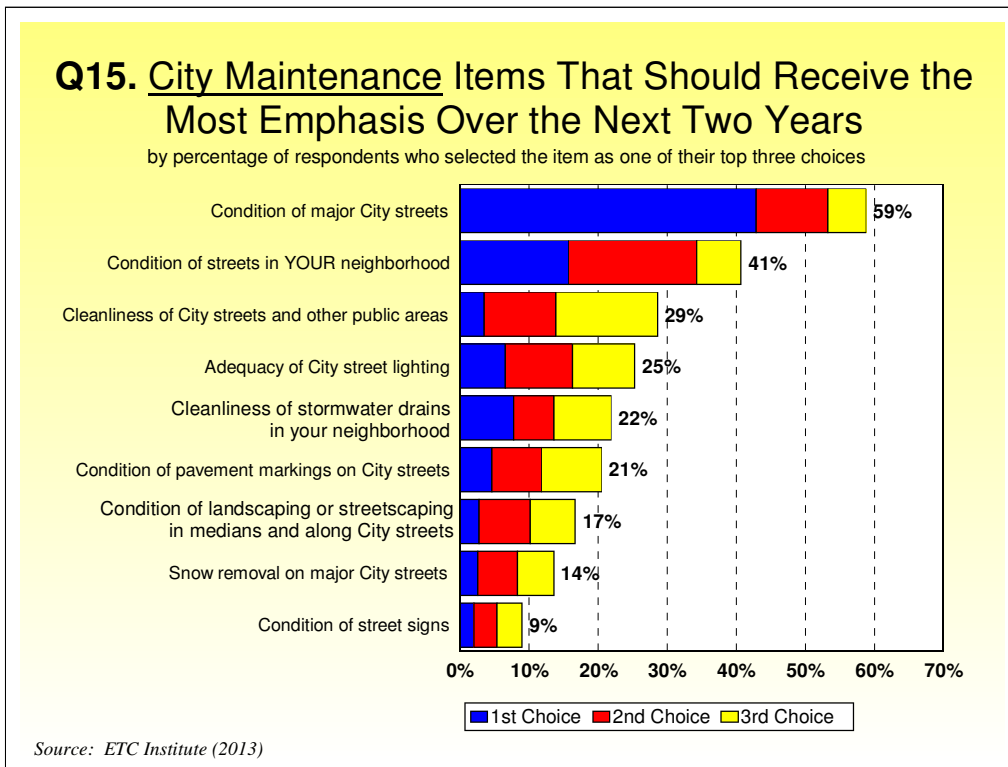
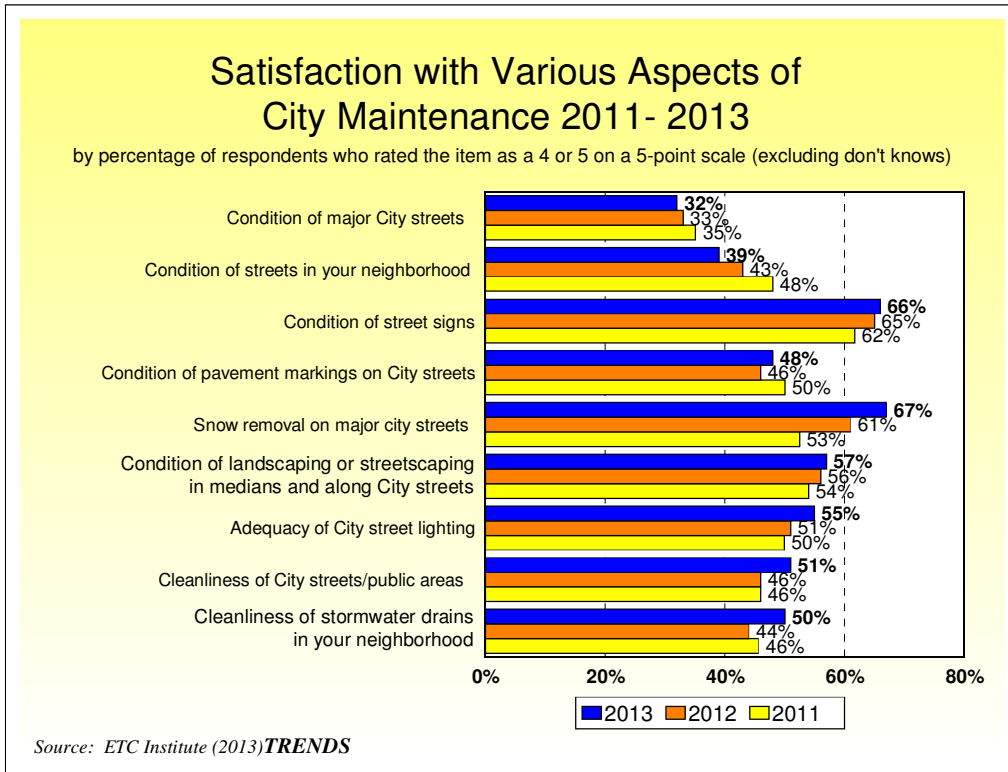
Source: ETC Institute (2013)

Q14. Satisfaction with Various Aspects of City Maintenance

by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)

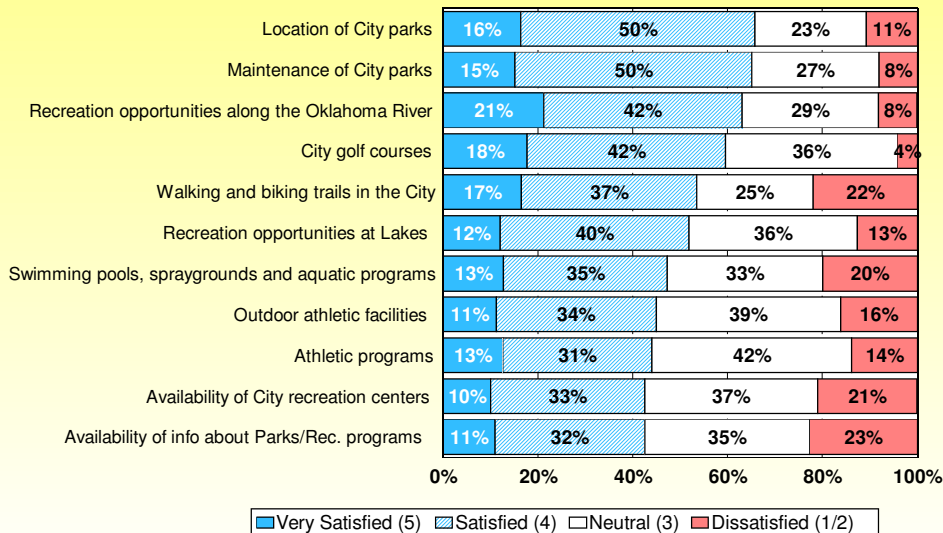


Source: ETC Institute (2013)



Q16. Satisfaction with Various Aspects of Parks and Recreation

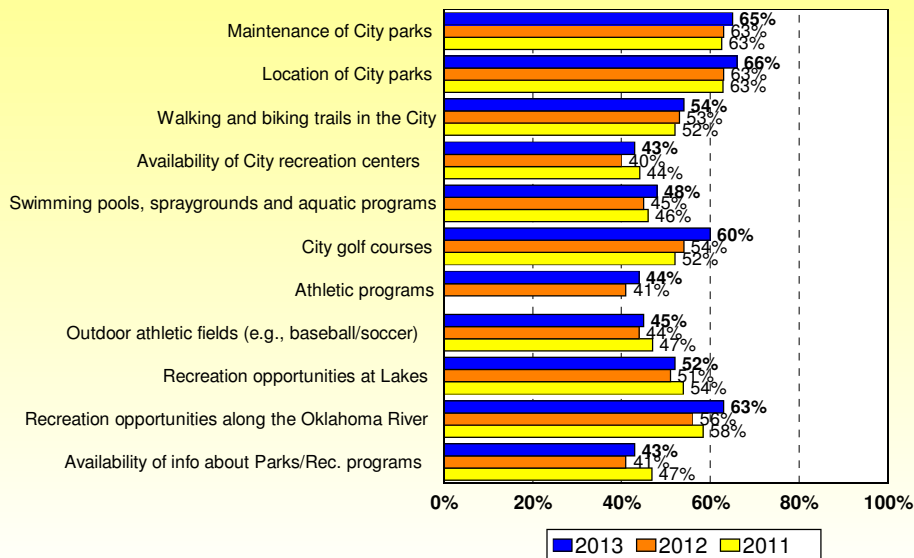
by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

Satisfaction with Various Aspects of Parks and Recreation 2011 - 2013

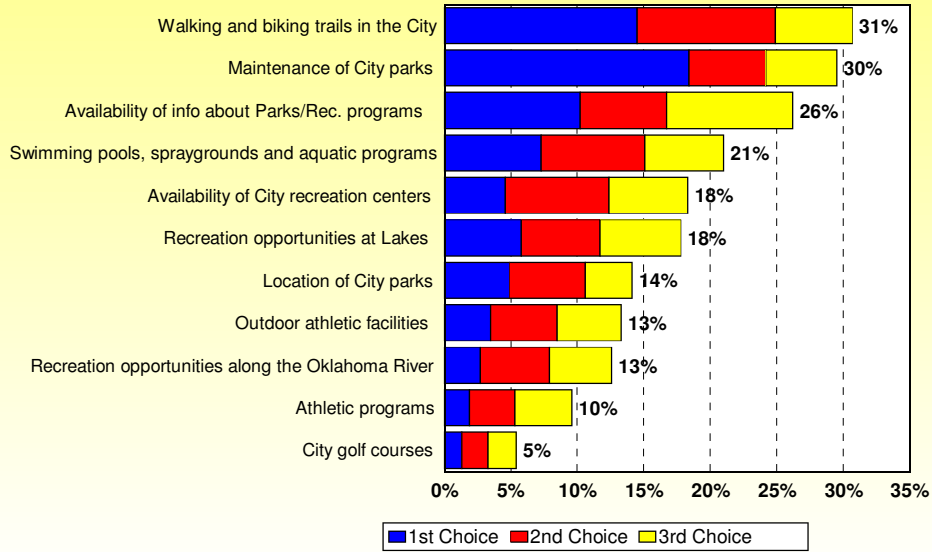
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013) TRENDS

Q17. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

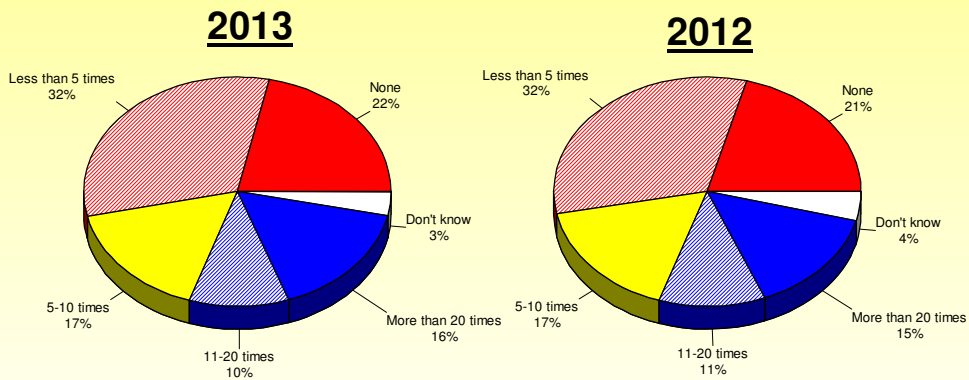
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2013)

Q18. How many times in the past 12 months did you or a member of your family visit an Oklahoma City park and/or participate in an Oklahoma City park program?

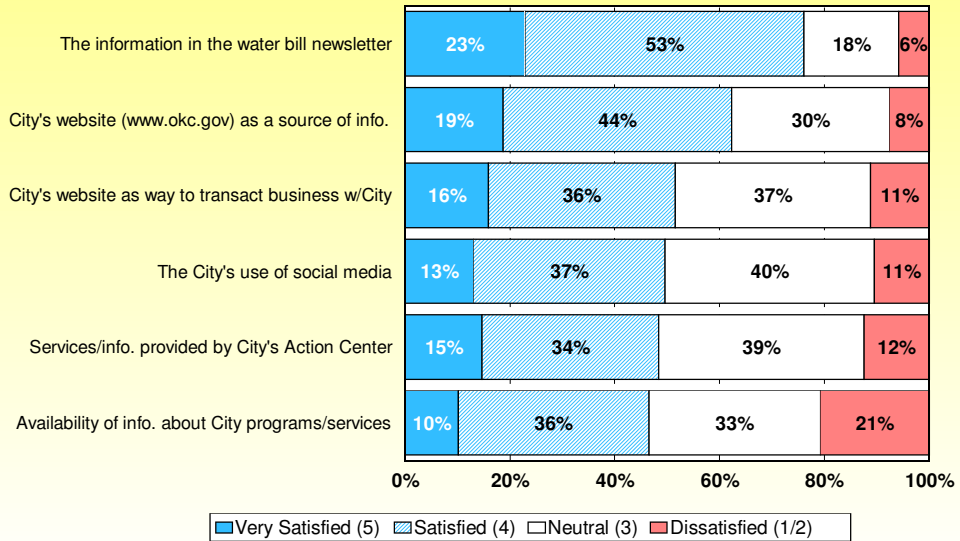
by percentage of respondents



Source: ETC Institute (2013) **TRENDS**

Q19. Satisfaction with Various Aspects of Communication

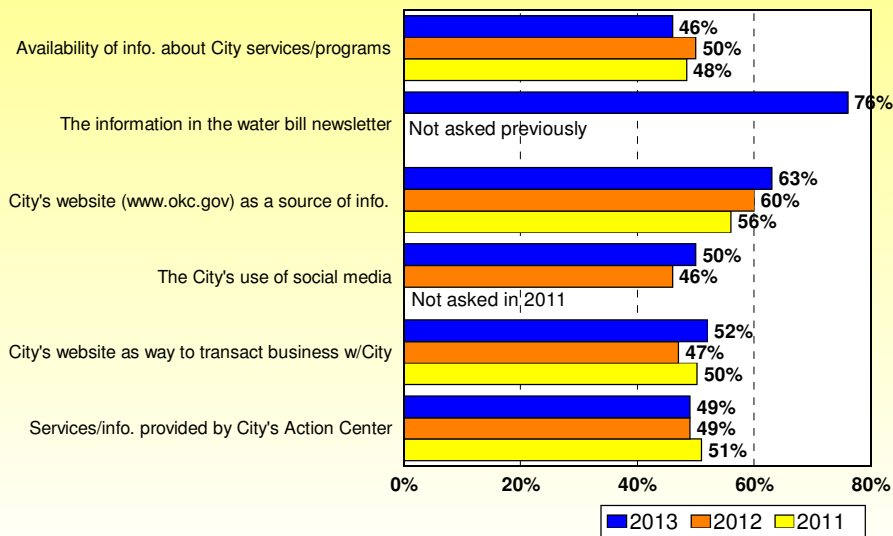
by percentage of respondents who rated the item on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

Satisfaction with Various Aspects of Communication 2011 - 2013

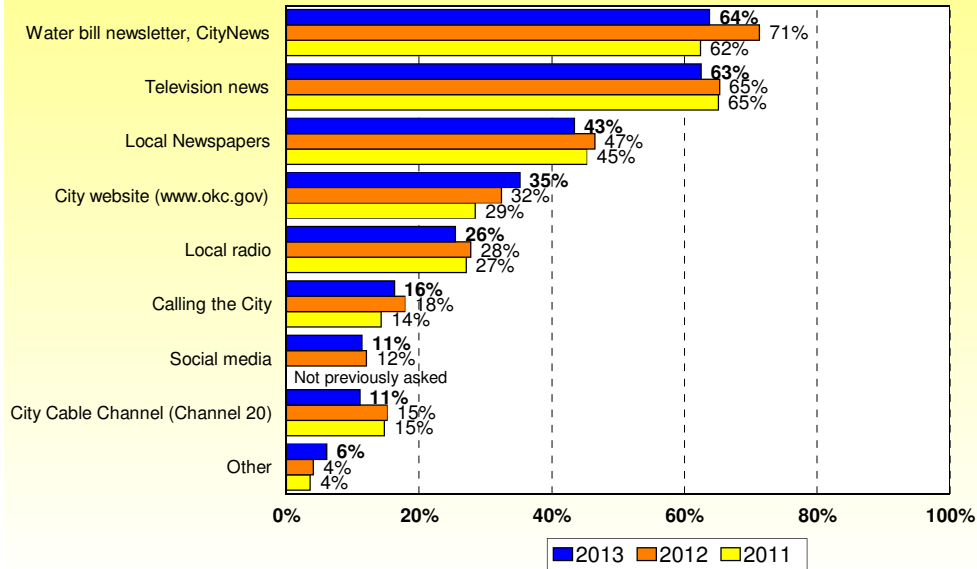
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013) **TRENDS**

Q20. Sources of Information Residents Currently Use to Get Information About the City 2011 - 2013

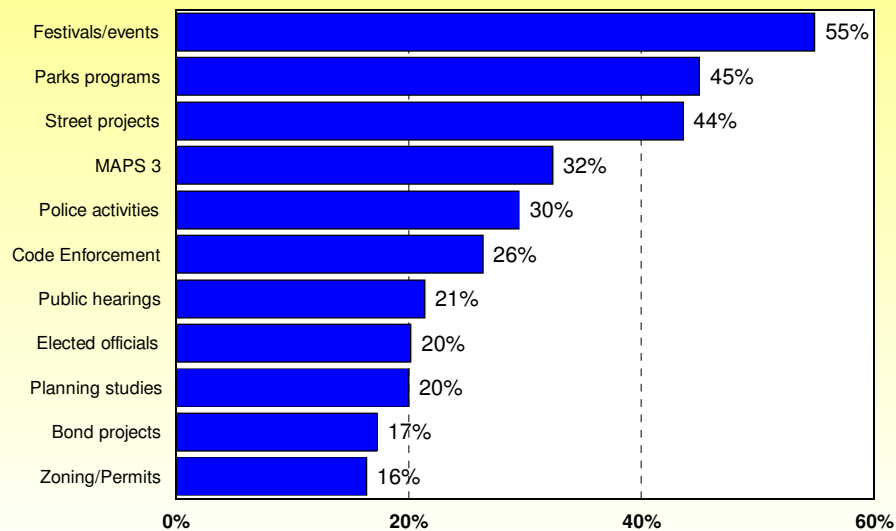
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2013) **TRENDS**

Q21. In which of the following areas would you like the City to provide more information?

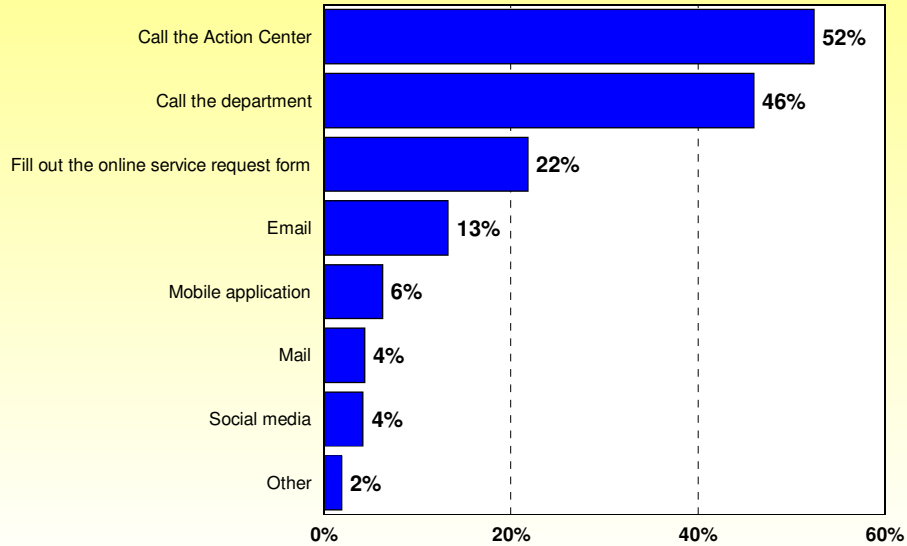
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2013)

Q22. How do you prefer to report code violations and non-emergency problems or request a City service?

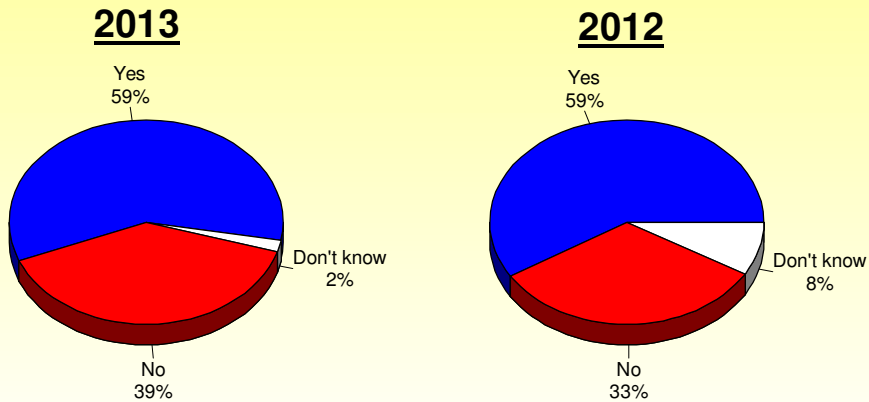
by percentage of respondents (multiple choices could be made)



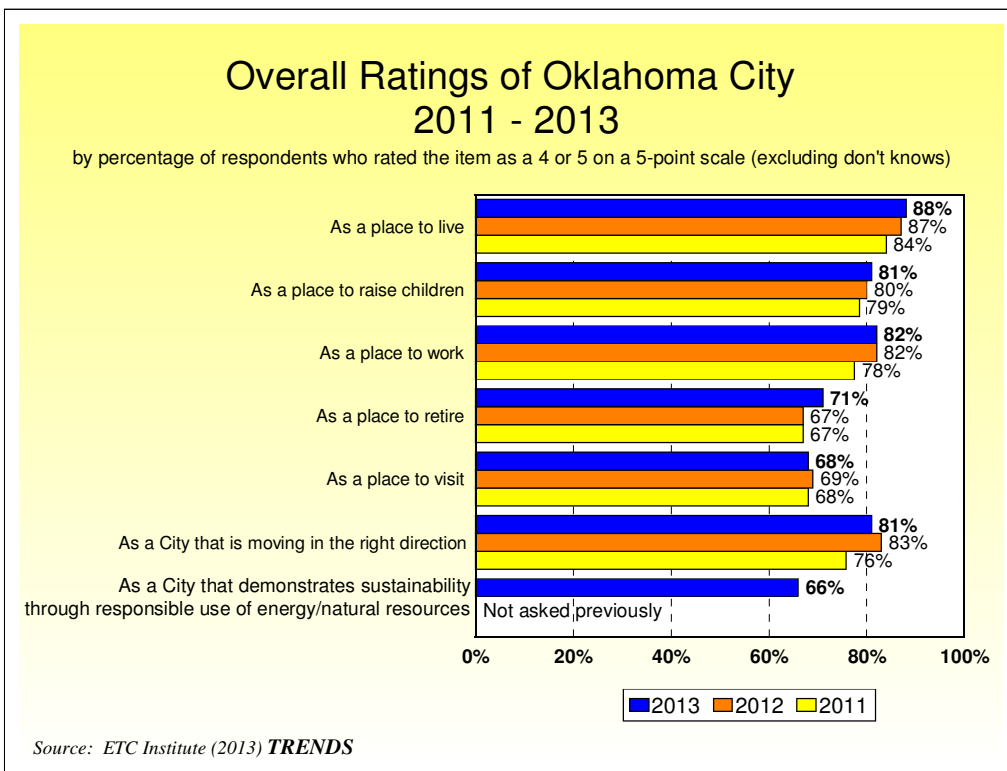
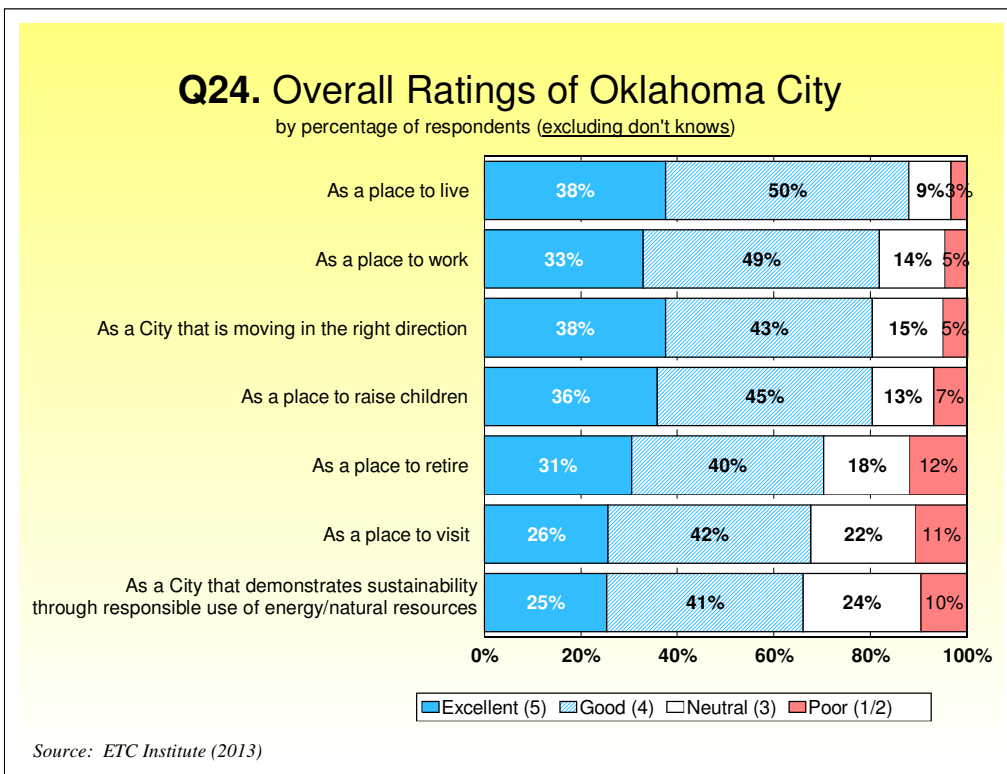
Source: ETC Institute (2013)

Q23. Are you aware that the City has a Household Hazardous Waste disposal facility at 1621 S. Portland where residents can dispose of paint, insecticides, motor oil, etc. free of charge?

by percentage of respondents

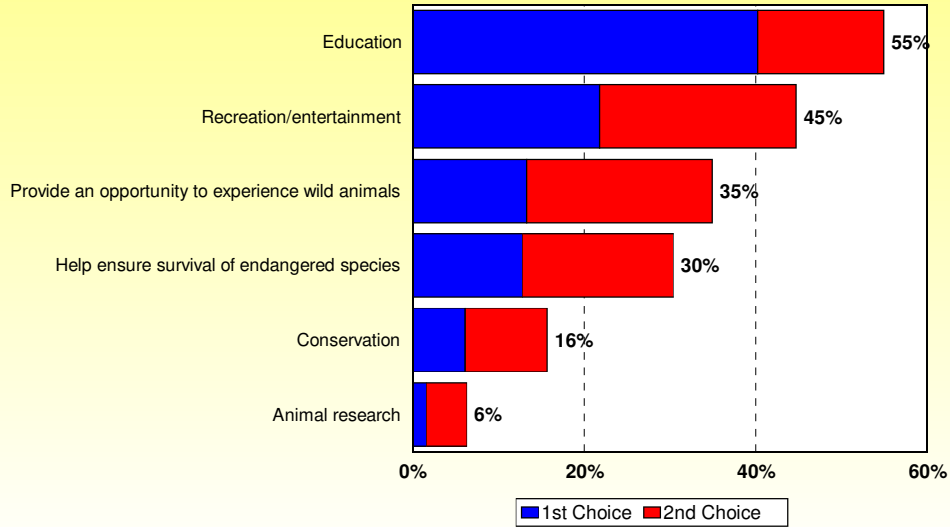


Source: ETC Institute (2013) **TRENDS**



Q25. Items Residents Felt Were Most Important Concerning the Oklahoma City Zoo

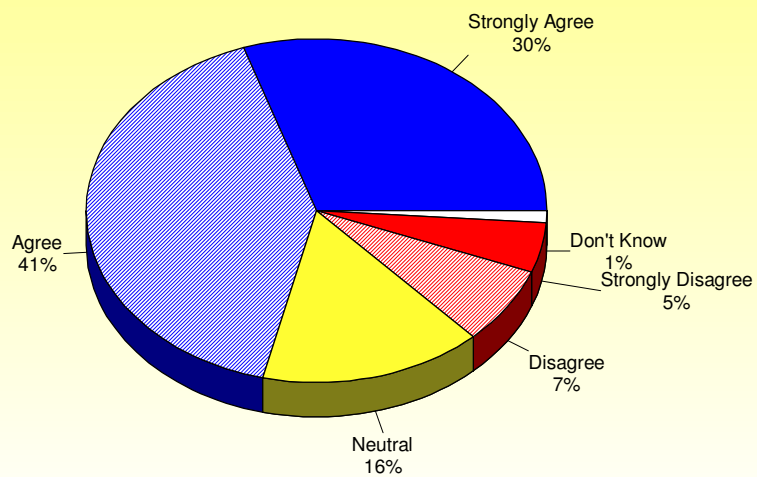
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2013)

Q26. Agreement With the Statement: "My Neighborhood is a Great Place to Live"

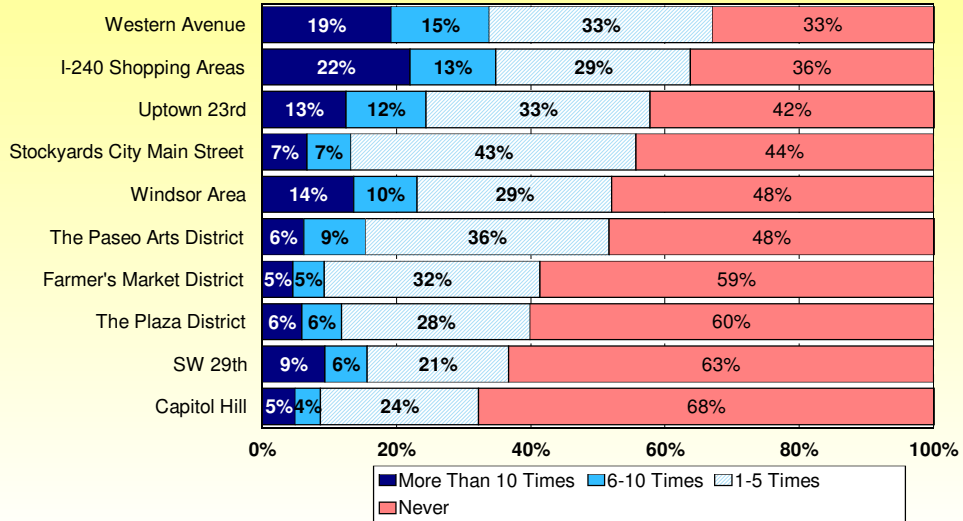
by percentage of respondents



Source: ETC Institute (2013)

Q27. How Often Residents Visited Various Neighborhood Areas for Shopping, Dining, Entertaining and Events During the Past Year

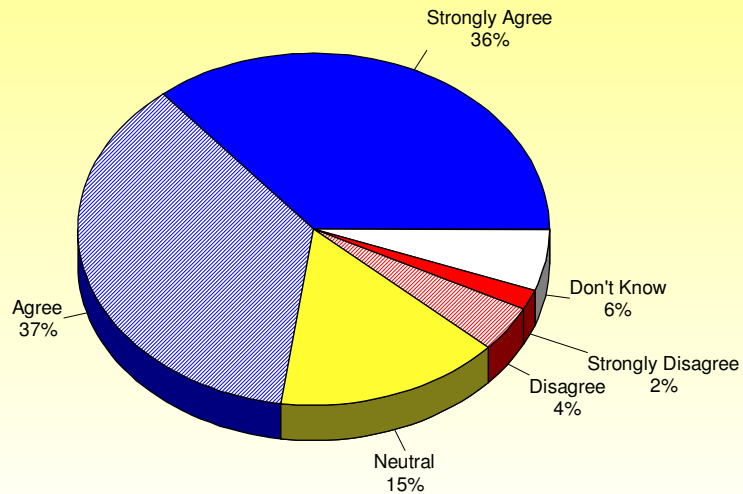
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2013)

Q28. Agreement With the Statement: "It is Important for the City to Support Redevelopment of the Cultural and Commercial Areas Near Where you Live"

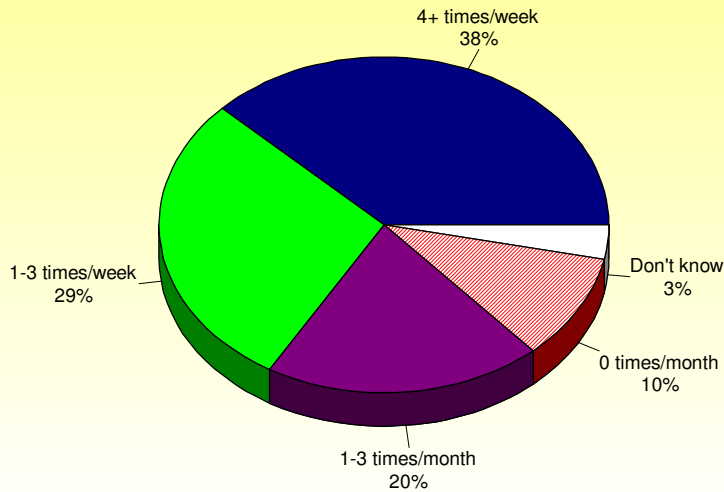
by percentage of respondents



Source: ETC Institute (2013)

Q29. Not counting activity at work, how often did you participate in any physical activities or exercises such as running, golfing, gardening, walking, cycling or calisthenics during the past month?

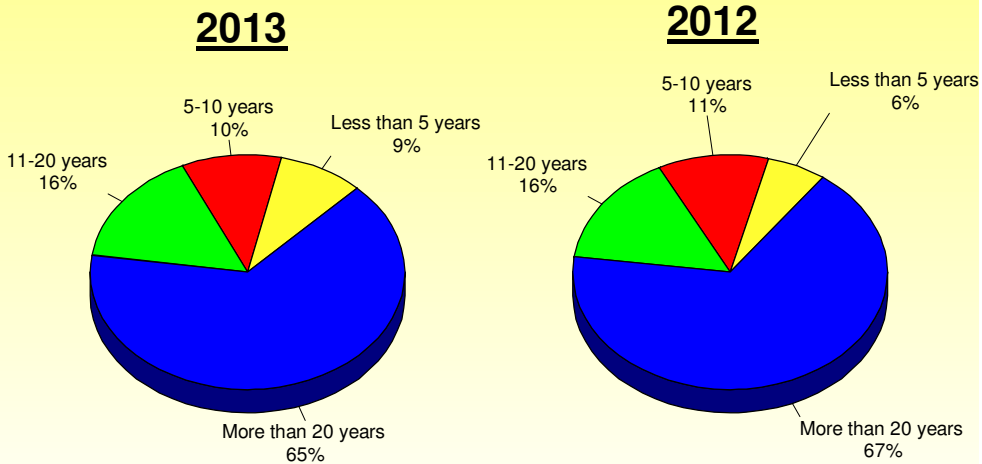
by percentage of respondents



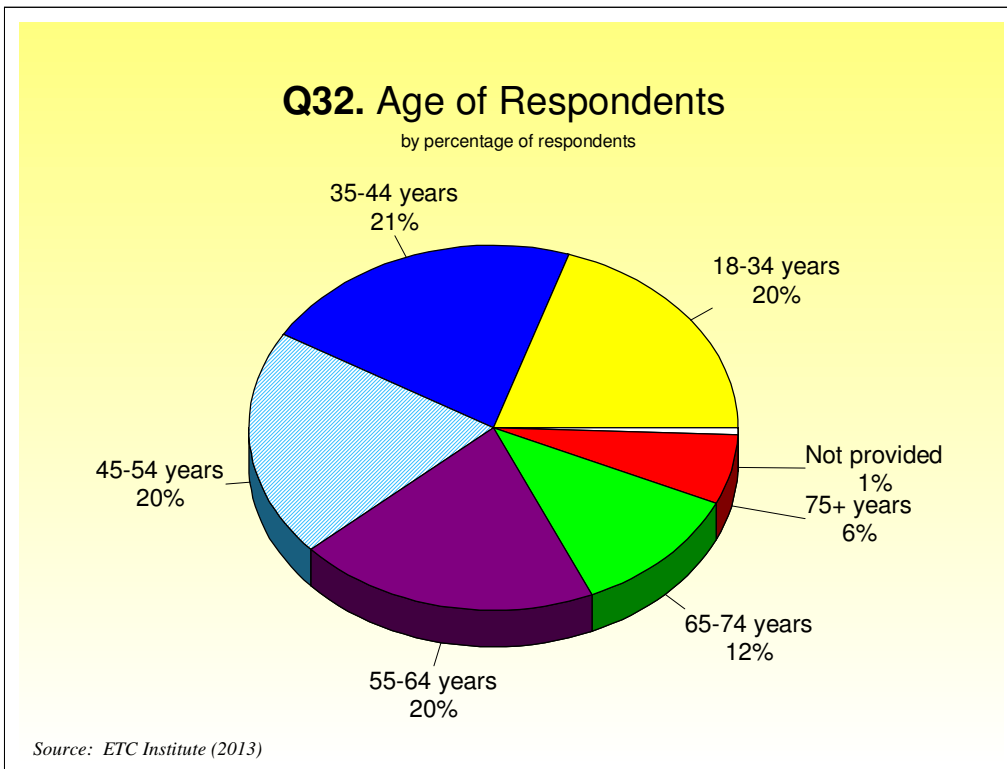
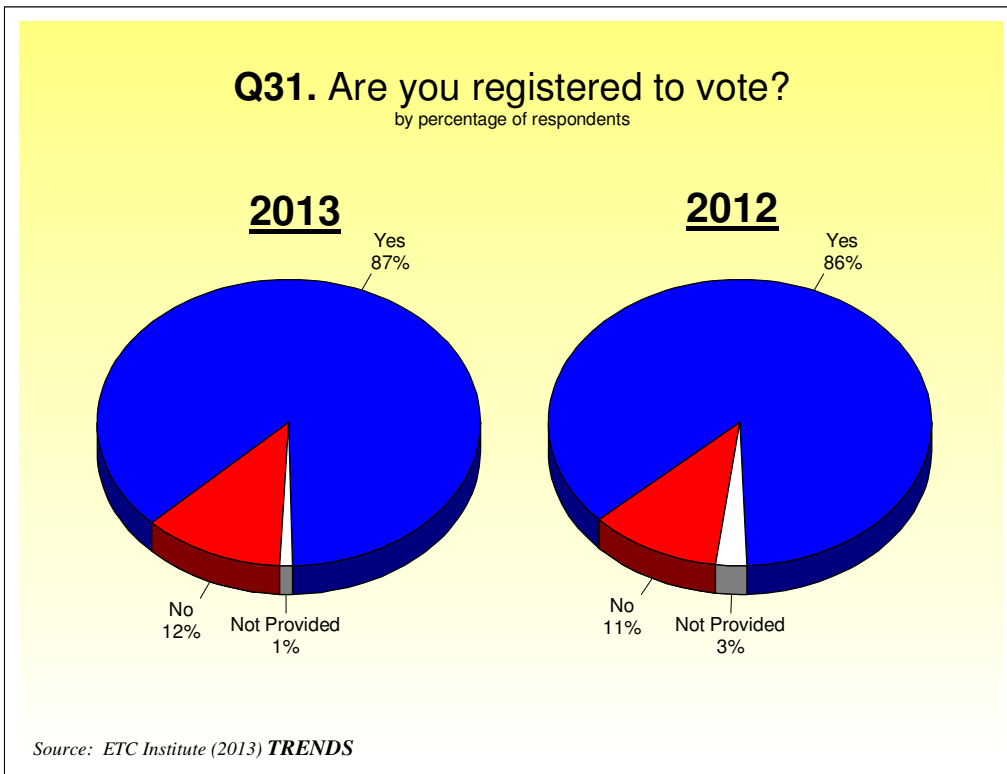
Source: ETC Institute (2013)

Q30. Approximately How Many Years Have You Lived in Oklahoma City?

by percentage of respondents (excluding "don't know")

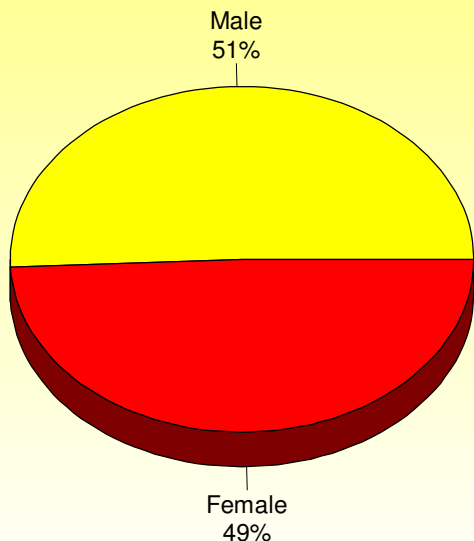


Source: ETC Institute (2013) **TRENDS**



Q33. Gender of the Respondents

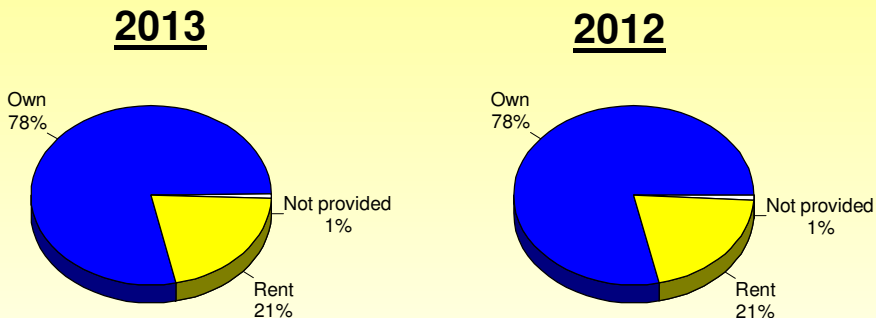
by percentage of respondents



Source: ETC Institute (2013)

Q34. Do You Own Or Rent Current Residence?

by percentage of respondents



Source: ETC Institute (2013) **TRENDS**

Section 2: **Benchmarking Data**



DirectionFinder® Survey

Year 2013 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in nearly 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during July 2012 to a random sample of 329 residents in the continental United States living in cities with a population of 250,000 or more and (2) survey results from 30 large communities (population of 200,000 or more) where the DirectionFinder® survey was administered between May 2009 and July 2013. The national survey results were used as the basis for the average performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance and head-to-head comparisons. The communities included in the performance comparisons that are shown in this report are listed below:

- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, Texas
- Providence, RI
- San Antonio, TX
- San Bernardino County, CA
- San Diego, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ

There are three sets of charts in this report:

- The **first set** shows the results for the City of Oklahoma City compare to the national average for residents who live in cities with more than 250,000 residents.
- The **second set** shows head-to-head comparisons to other large cities in the central United States.
- The **third set** shows how the City of Oklahoma City compares to a range of performance in several specific areas. The mean rating on the third type of charts is shown as a vertical line. The actual ratings for Oklahoma City are listed to the right of each chart. The dot on each bar shows how the results for Oklahoma City compare to the other communities where the DirectionFinder® survey has been administered.

Significantly Above Average. There were 13 areas in which Oklahoma City rated significantly above the national average (more than 5% above the national average). These areas are listed below:

- How well the City is planning growth (+29%)
- Customer service received from City employees (+23%)
- Overall quality of City services provided (+19%)
- Oklahoma City communication with the public(15%)
- Oklahoma City as a place to live (+13%)
- Water service (+13%)
- Oklahoma City as a place to raise children (+12%)
- Oklahoma City as a place to retire (+12%)
- Bulky item pick up/removal services (+11%)
- Oklahoma City as a place to work (+9%)
- Image of the City (+8%)
- Flow of traffic and ease of getting around town (+6%)
- Residential trash collection services (+6%)

Significantly Below Average. There were 8 areas in which Oklahoma City rated significantly below the national average (more than 5% below the national average). Those areas are listed below:

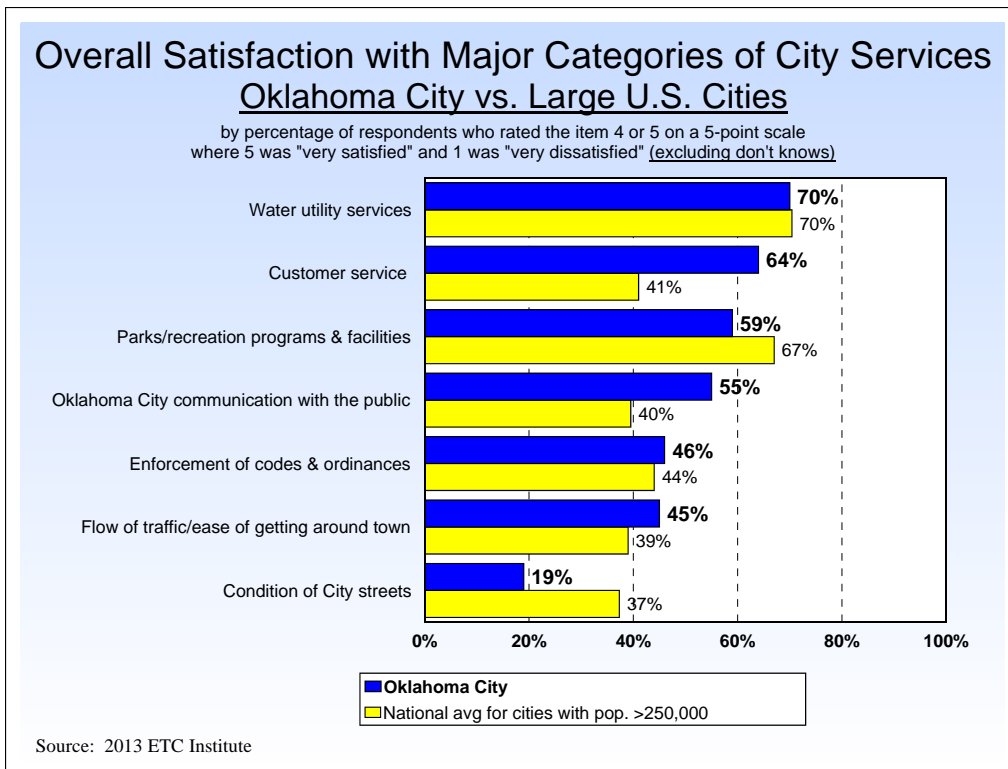
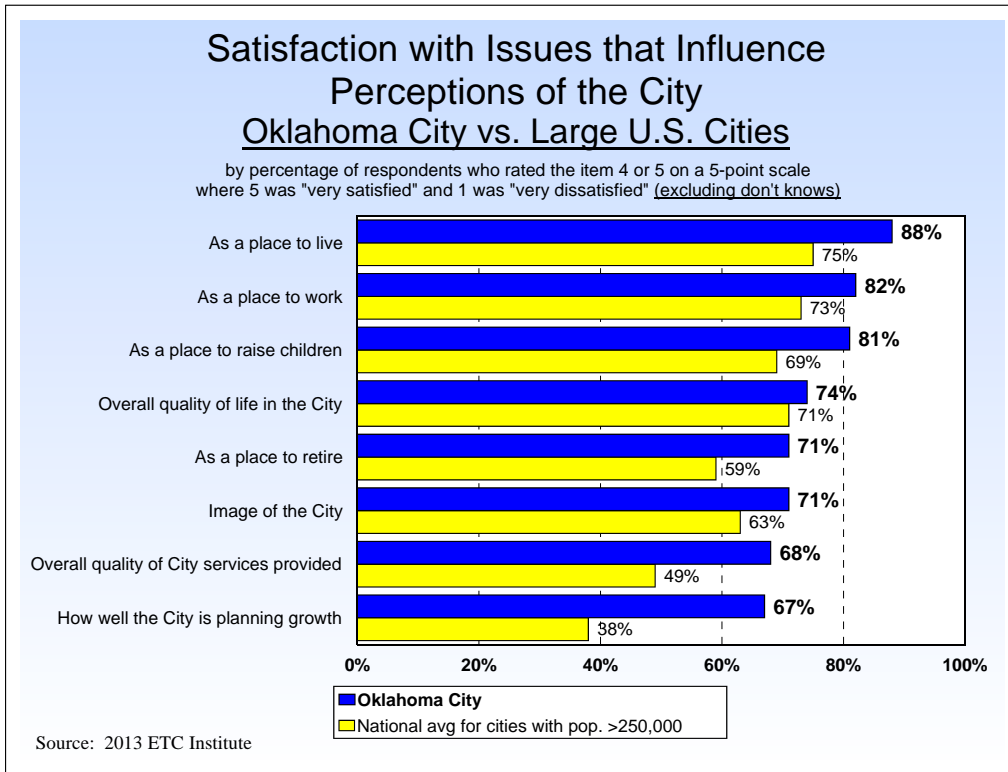
- Condition of City streets (-18%)
- Condition of major City streets (-15%)
- Outdoor athletic facilities (-15%)
- Parks and recreation programs and facilities (-8%)
- Cleanliness of City streets and other public areas (-7%)
- Aquatic facilities/programs: swimming pools, spraygrounds and aquatic programs (-7%)
- Condition of neighborhood streets (-6%)
- Walking and biking trails in the City (-5%)

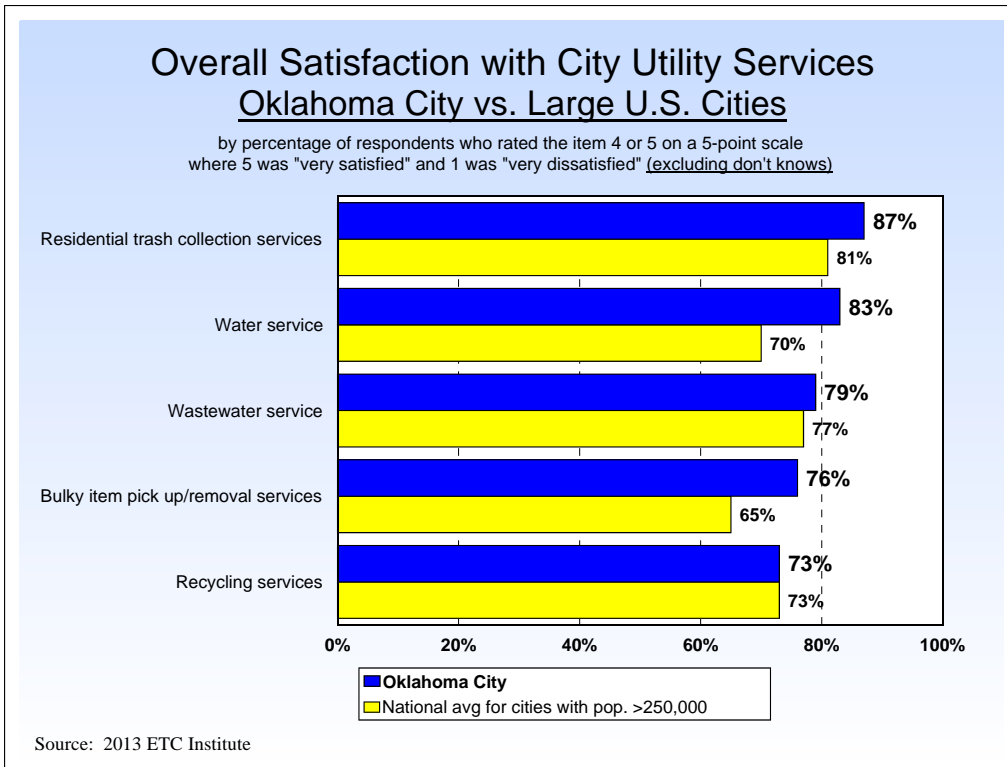
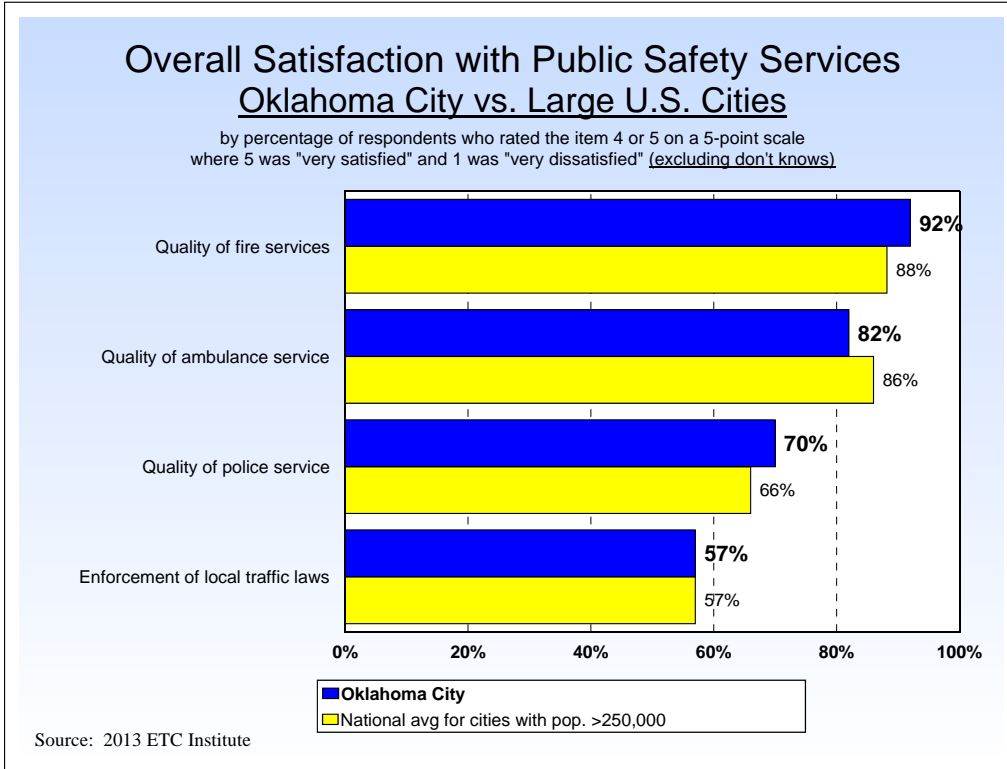
National Benchmarks

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Benchmarking Communities

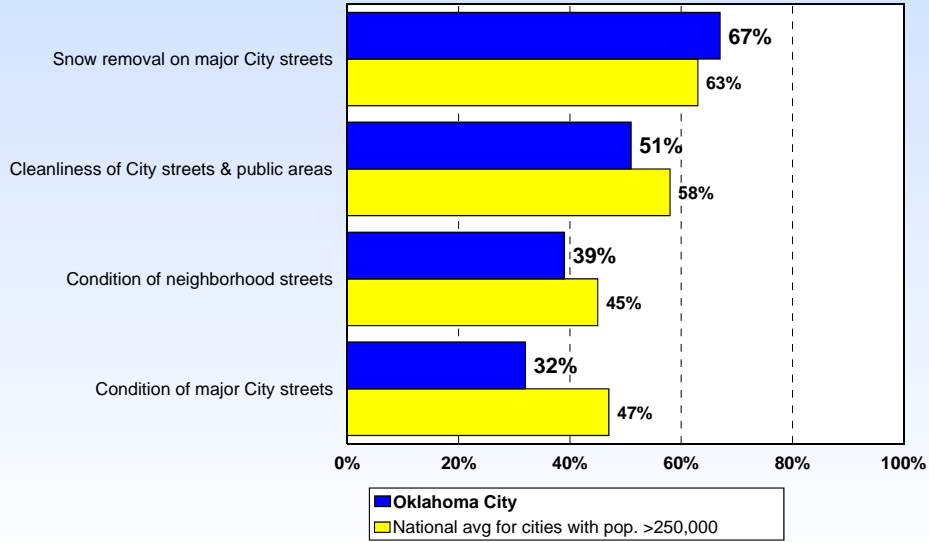
- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, Texas
- Providence, RI
- San Antonio, TX
- San Bernardino County, CA
- San Diego, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ





Overall Satisfaction with City Maintenance Oklahoma City vs. Large U.S. Cities

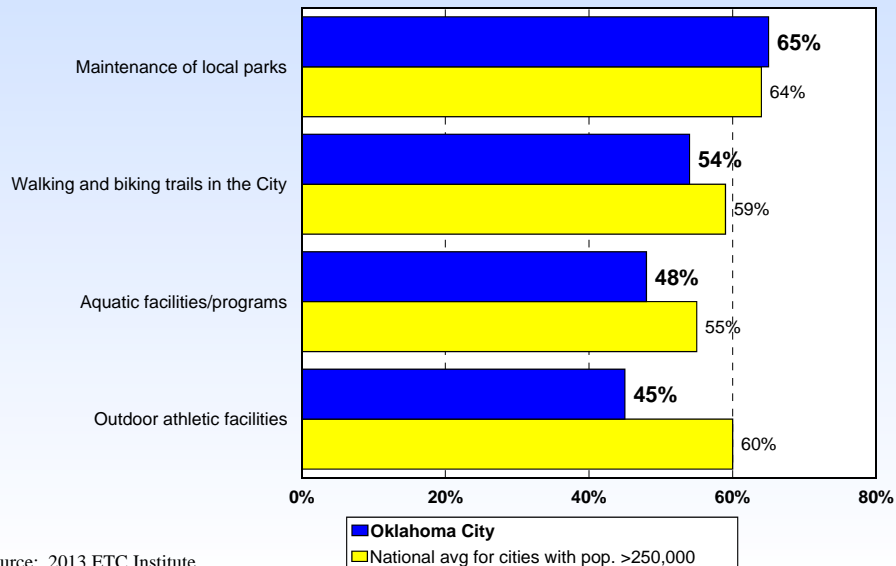
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

Overall Satisfaction with Parks and Recreation Oklahoma City vs. Large U.S. Cities

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



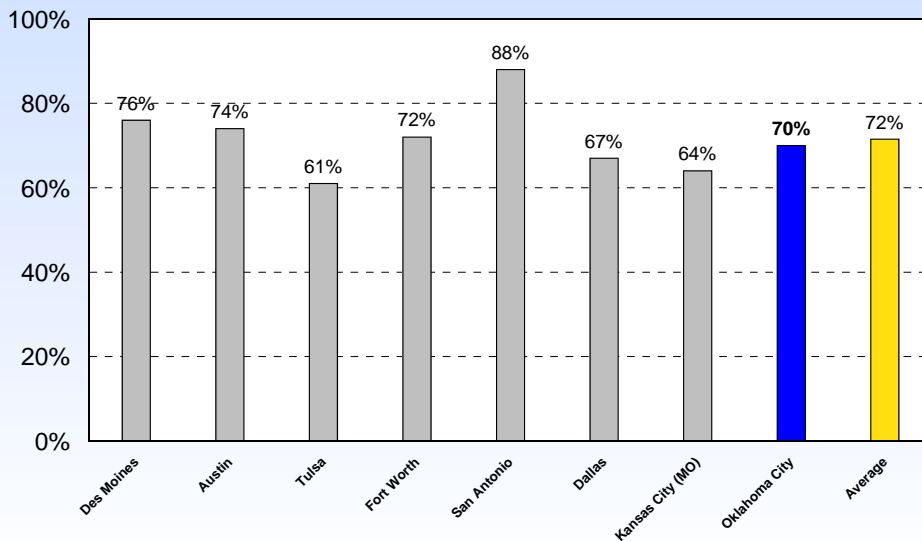
Source: 2013 ETC Institute

Selected Head-to-Head Comparisons

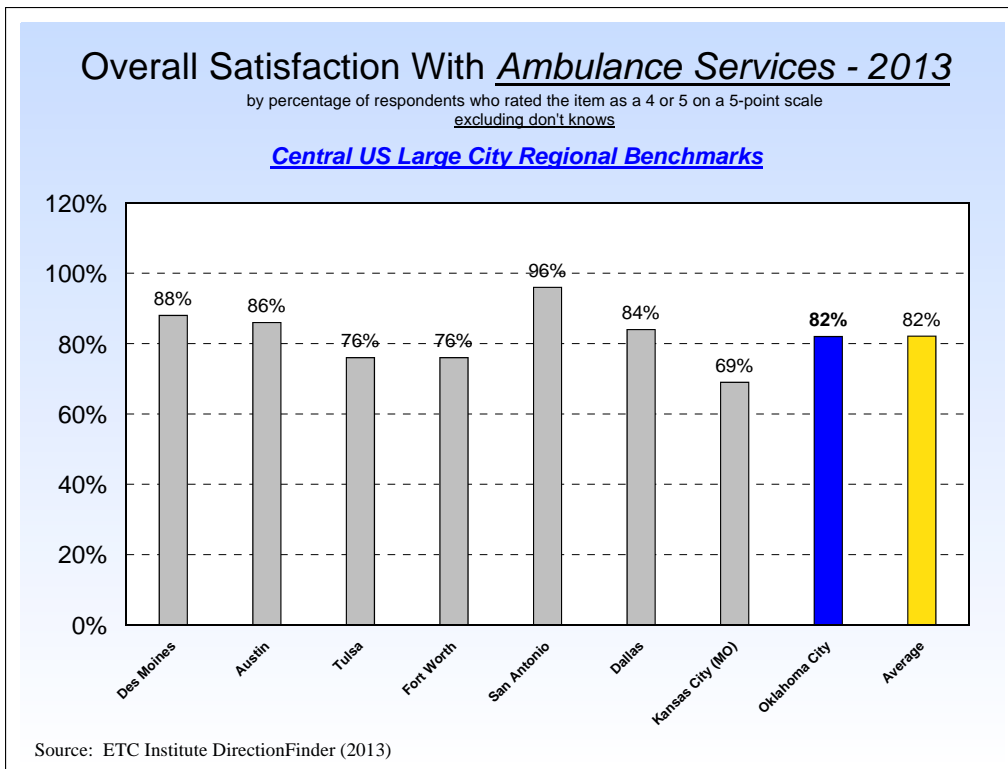
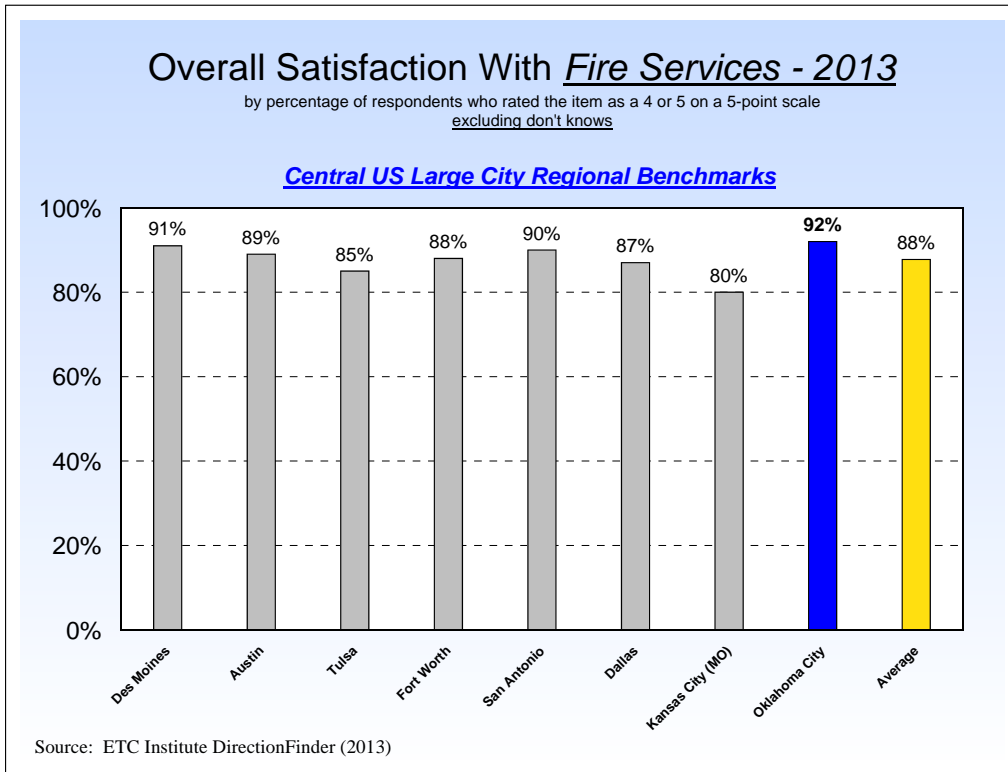
Overall Satisfaction With *Police Services* - 2013

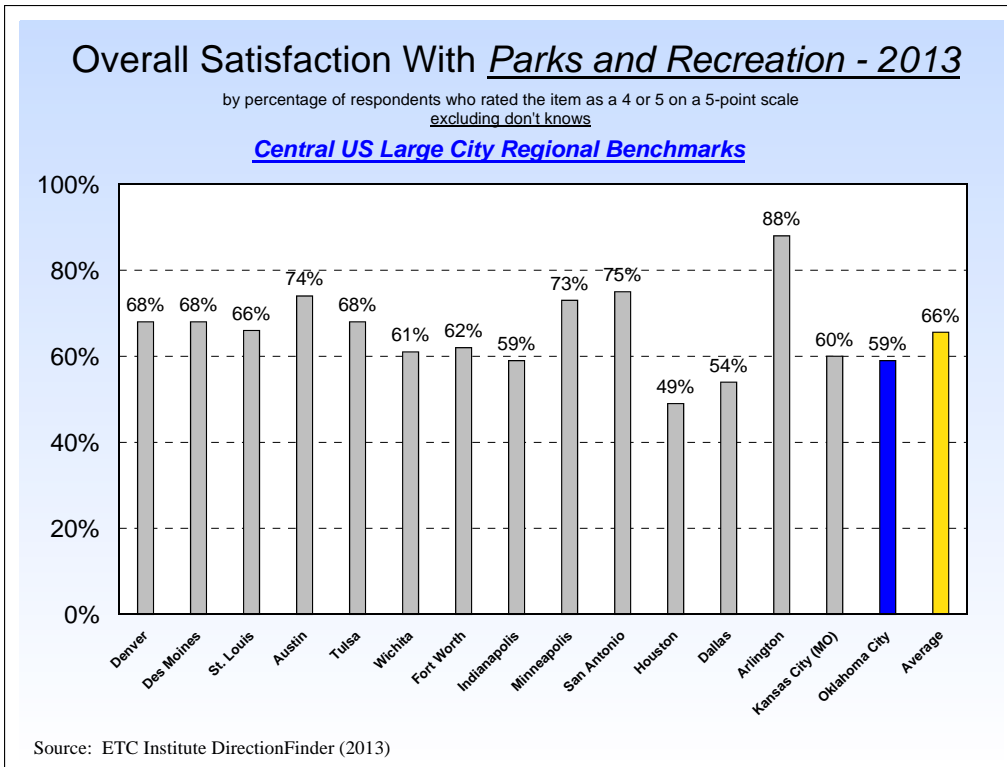
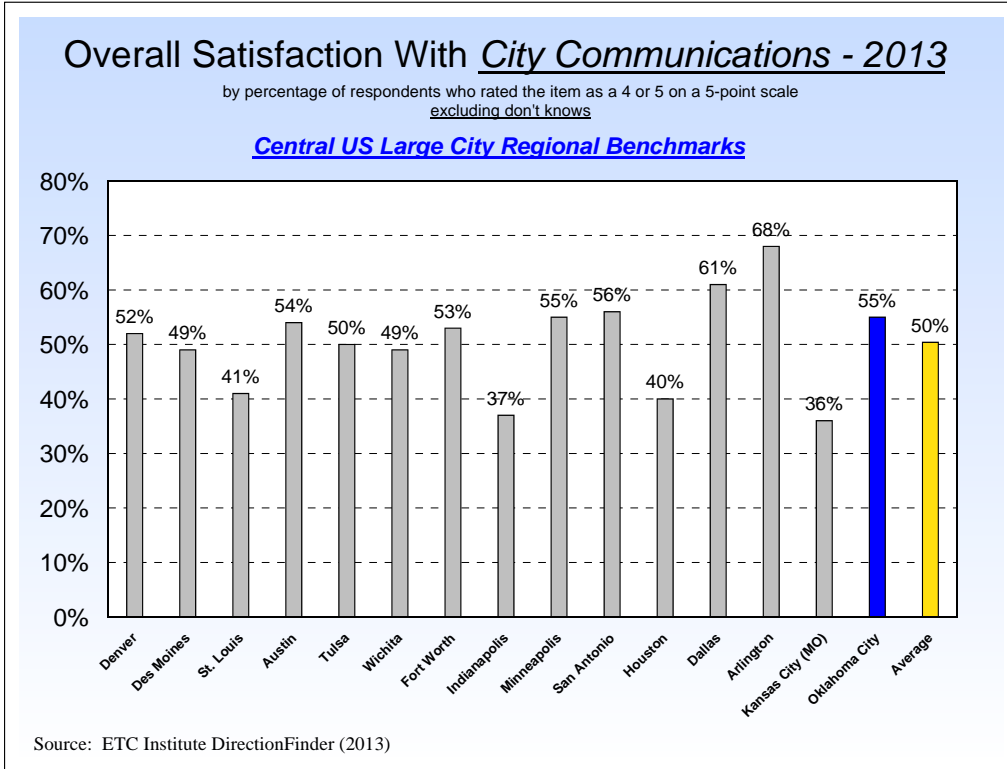
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

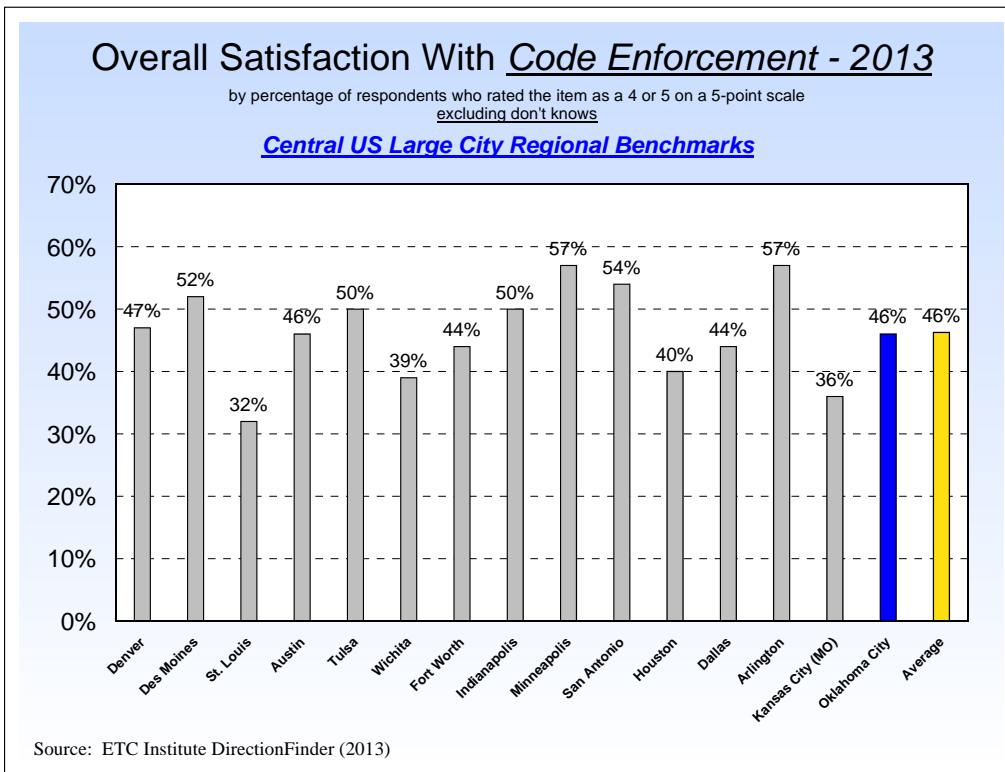
Central US Large City Regional Benchmarks



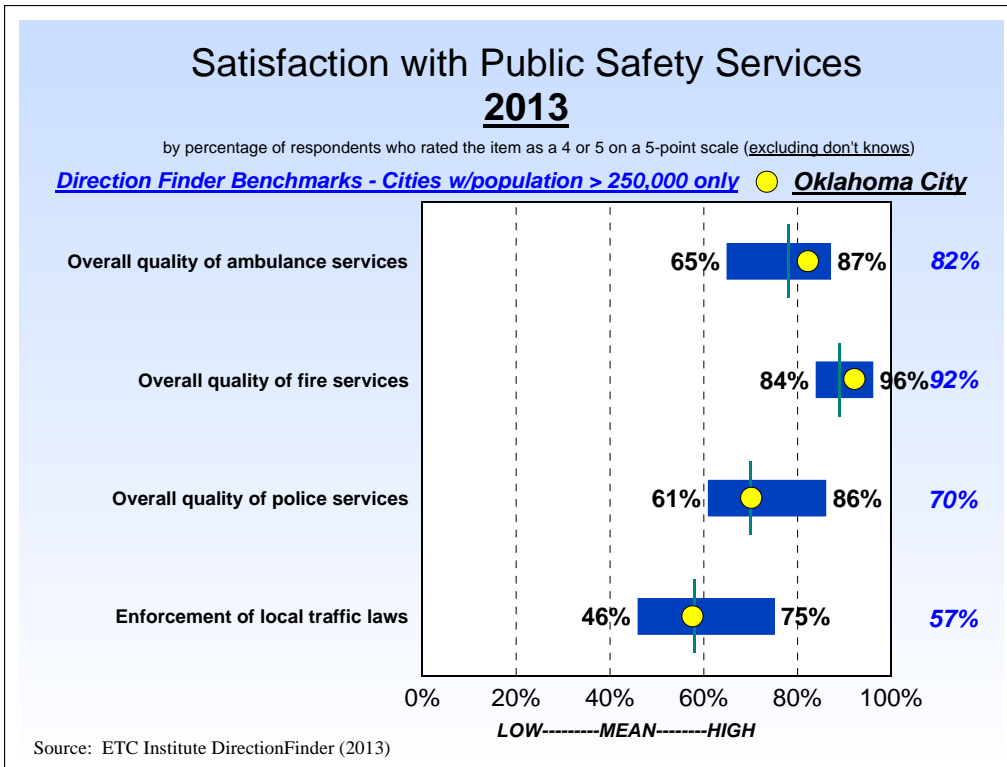
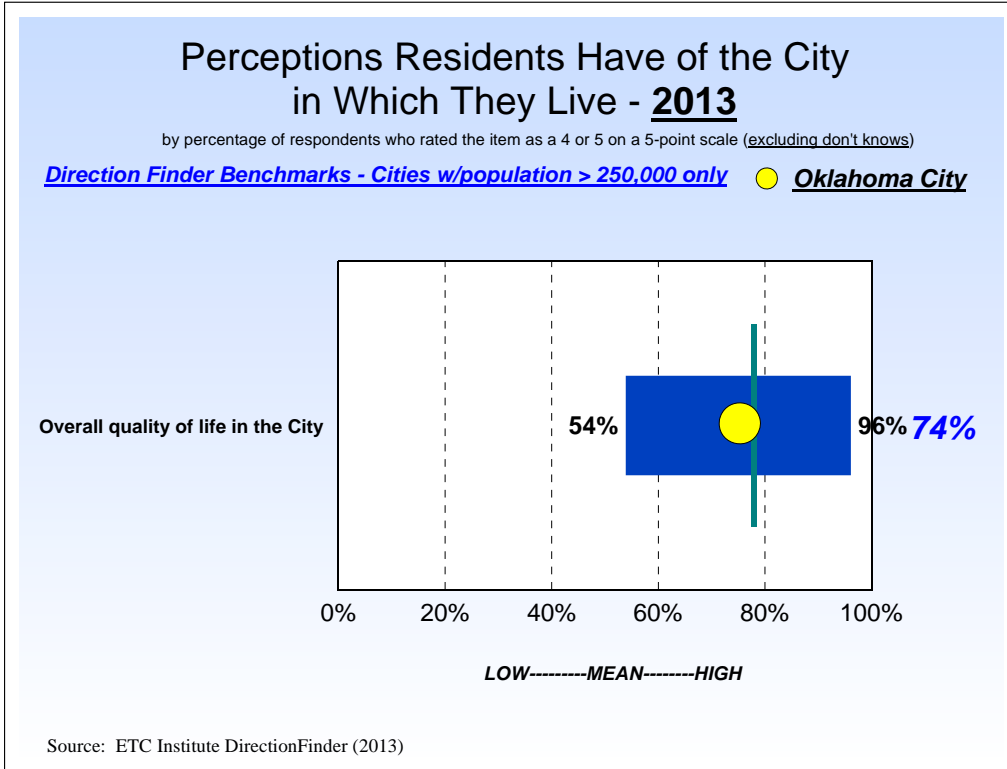
Source: ETC Institute DirectionFinder (2013)

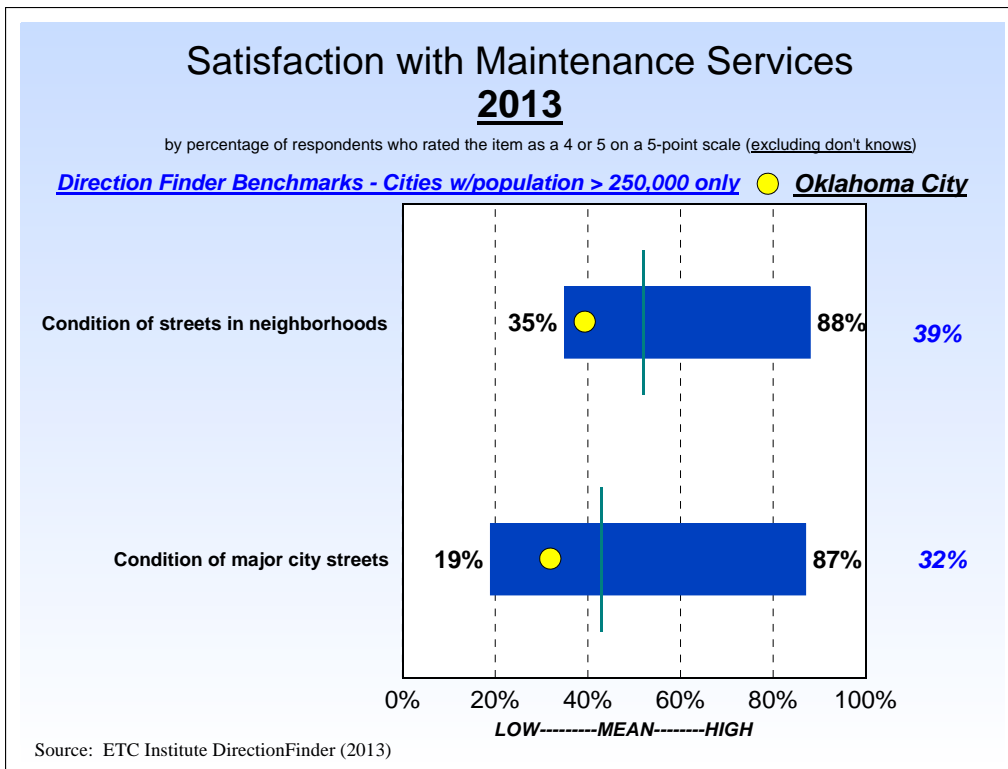
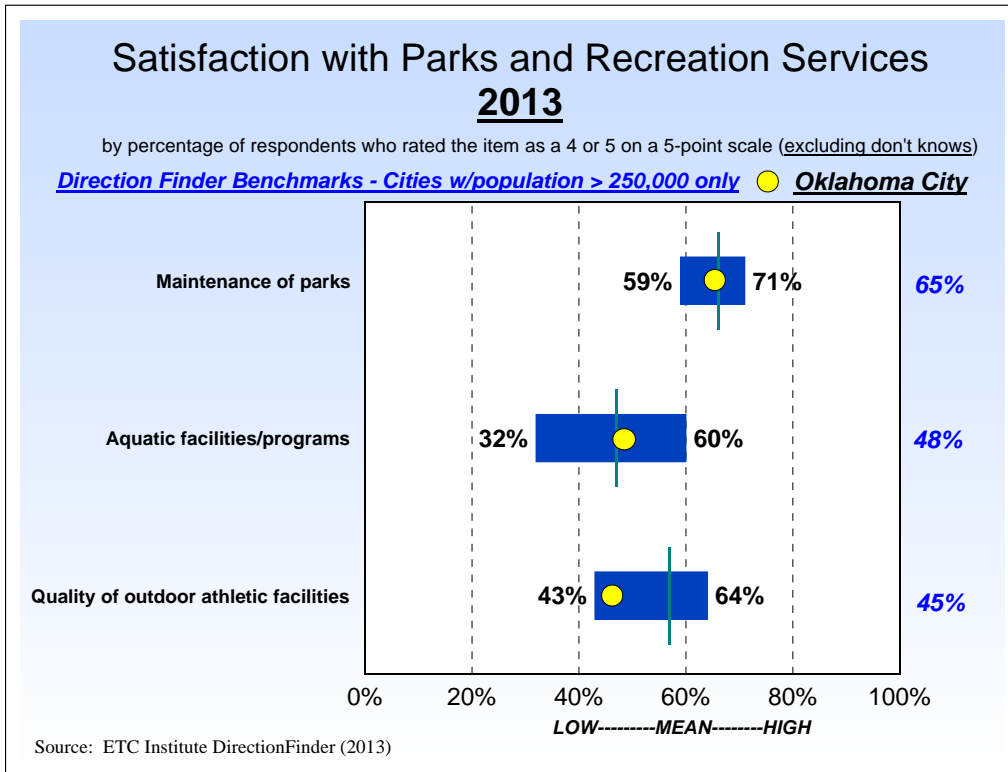






Comparison to a Range of Performance





Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Oklahoma City, Oklahoma

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis from City leaders over the next two years. Seventy-three percent (72.8%) ranked the "Condition of City Streets" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, the “Condition of City Streets” was ranked eleventh overall with 19.3% rating the “Condition of City Streets” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for the “Condition of City Streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 72.8% was multiplied by 80.7% (1-0.193). This calculation yielded an I-S rating of 0.5875, which was ranked first out of eleven major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Oklahoma City are provided on the following pages.

Importance-Satisfaction Rating

Oklahoma City - 2013

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Condition of City streets	73%	1	19%	11	0.5875	1
<u>High Priority (IS .10-.20)</u>						
Flow of traffic and the ease of getting around town	36%	2	45%	9	0.1955	2
Quality of the City's public transit system	27%	4	29%	10	0.1946	3
<u>Medium Priority (IS < .10)</u>						
Enforcement of City codes and ordinances	18%	6	46%	8	0.0986	4
Quality of police service	30%	3	70%	3	0.0888	5
Quality of parks/recreation programs/facilities	21%	5	59%	6	0.0875	6
Effectiveness of City communication with the public	10%	8	55%	7	0.0443	7
Quality of City water utilities	11%	7	70%	4	0.0329	8
Quality of customer service you receive from City employees	6%	10	64%	5	0.0225	9
Quality of ambulance service	6%	11	82%	2	0.0100	10
Quality of fire service	9%	9	92%	1	0.0075	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Oklahoma City - 2013

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Enforcing the mowing/cutting of weeds/grass on private property	54%	1	39%	6	0.3280	1
Enforcing clean up of junk/debris on private property	53%	2	42%	5	0.3068	2
Enforcing exterior maintenance of residential property	34%	3	37%	7	0.2123	3
<u>High Priority (IS .10-.20)</u>						
Quality of animal control services	27%	4	45%	4	0.1510	4
City efforts to remove inoperable vehicles	24%	5	47%	3	0.1298	5
Enforcing neighborhood yard parking regulations	21%	6	51%	1	0.1005	6
<u>Medium Priority (IS < .10)</u>						
Enforcing sign regulations	13%	7	48%	2	0.0697	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Oklahoma City - 2013

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Condition of major City streets	59%	1	32%	9	0.3998	1
Condition of streets in YOUR neighborhood	41%	2	39%	8	0.2491	2
<u>High Priority (IS .10-.20)</u>						
Cleanliness of City streets and other public areas	29%	3	51%	5	0.1401	3
Adequacy of City street lighting	25%	4	55%	4	0.1139	4
Cleanliness of stormwater drains in your neighborhood	22%	5	50%	6	0.1104	5
Condition of pavement markings on City streets	21%	6	48%	7	0.1066	6
<u>Medium Priority (IS < .10)</u>						
Condition of landscaping or streetscaping in medians and along City streets	17%	7	57%	3	0.0716	7
Snow removal on major City streets during the past 2 years	14%	8	67%	1	0.0449	8
Condition of street signs	9%	9	66%	2	0.0309	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating
Oklahoma City - 2013
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of information about Parks/Recreation programs	26%	3	43%	10	0.1507	1
Walking and biking trails in the City	31%	1	54%	5	0.1428	2
City swimming pools, spraygrounds and aquatic programs	21%	4	48%	7	0.1092	3
Availability of City recreation centers	18%	5	43%	11	0.1052	4
Maintenance of City parks	30%	2	65%	2	0.1030	5
Medium Priority (IS <.10)						
Recreation opportunities at Lakes	18%	6	52%	6	0.0856	6
Outdoor athletic facilities	13%	8	45%	8	0.0733	7
Athletic programs	10%	10	44%	9	0.0538	8
Location of City parks	14%	7	66%	1	0.0482	9
Recreation opportunities along the Oklahoma River	13%	9	63%	3	0.0466	10
City golf courses	5%	11	60%	4	0.0219	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

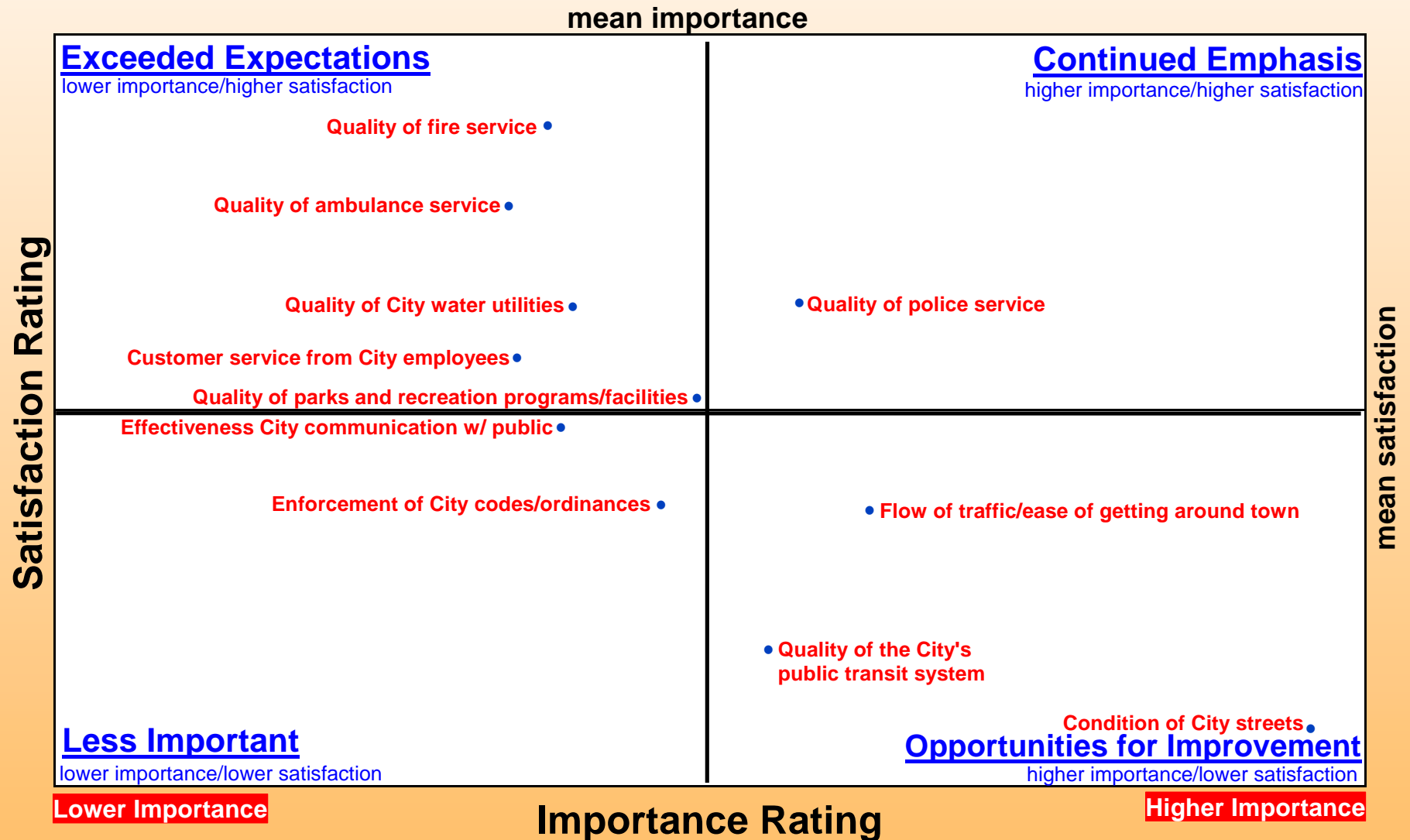
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the Oklahoma City are provided on the following pages.

2013 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

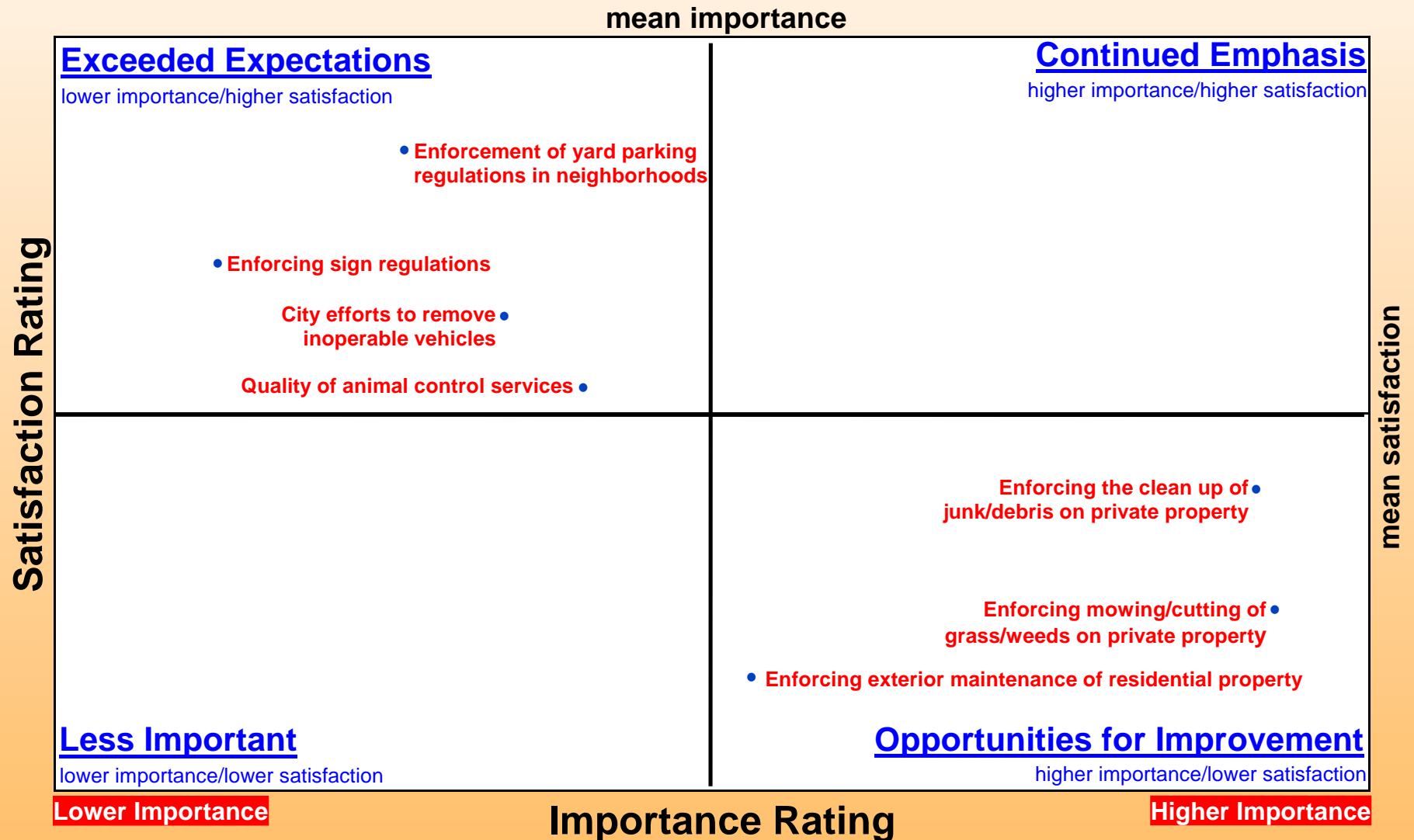
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

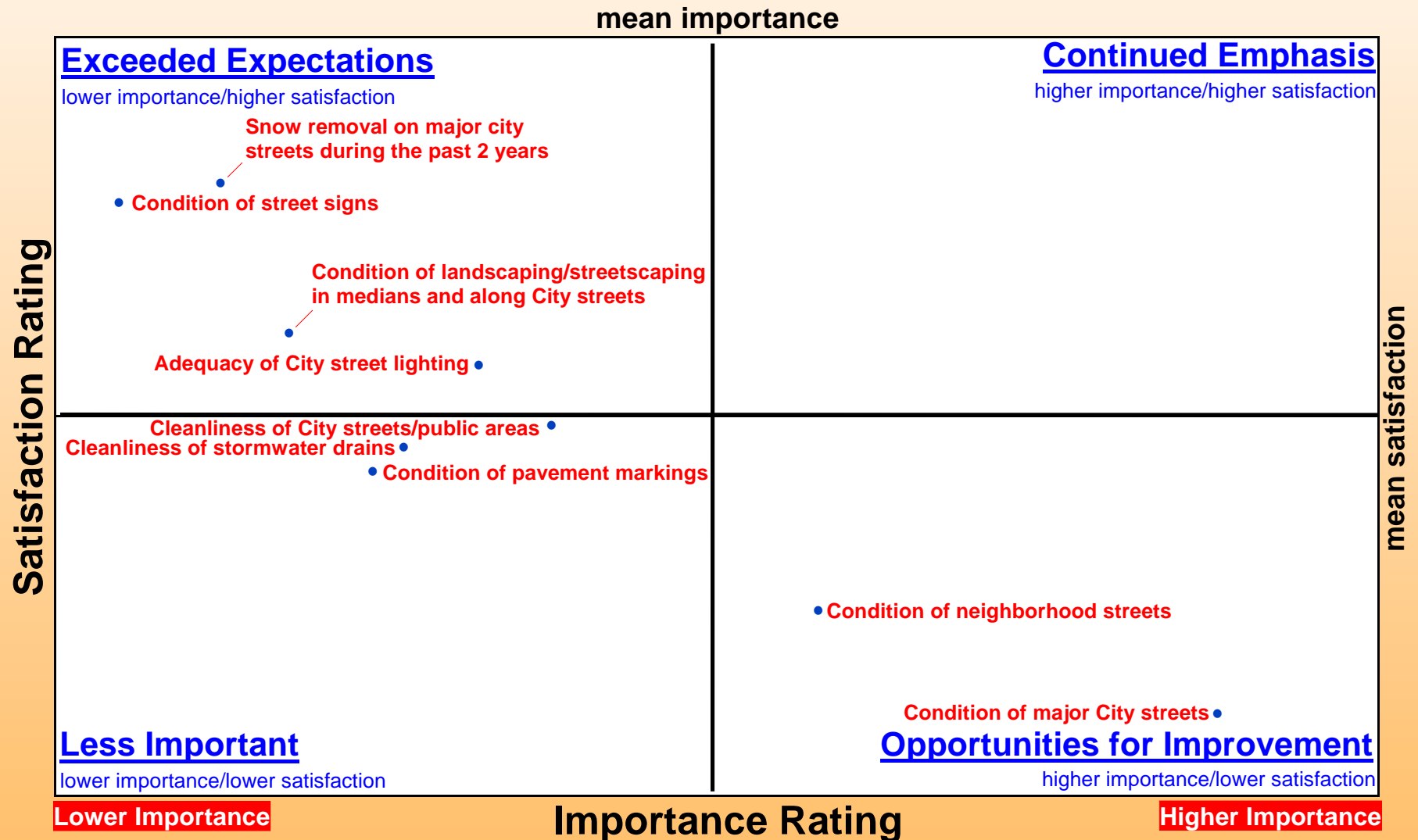
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-City Maintenance-

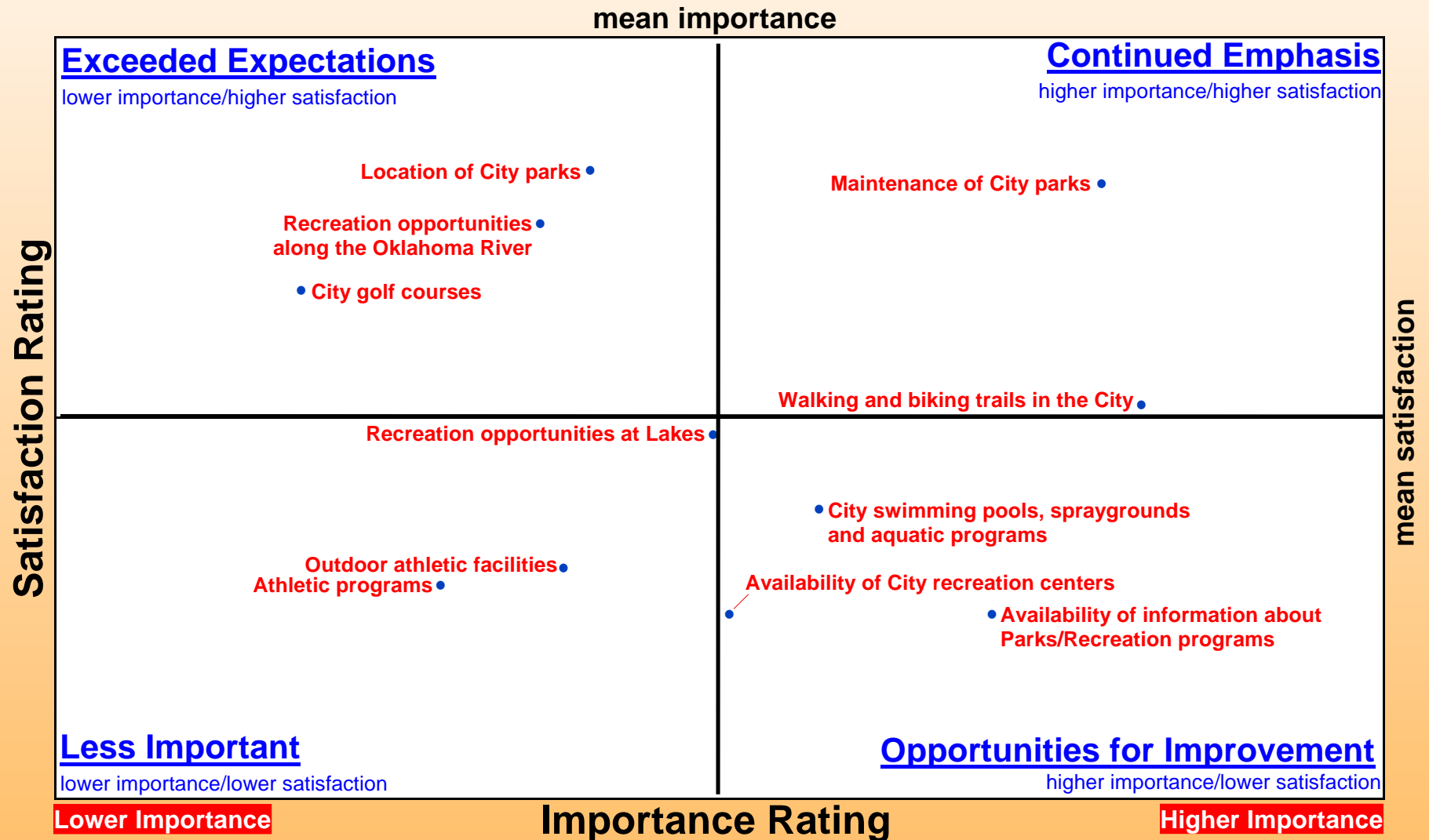
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Section 4:

GIS Maps

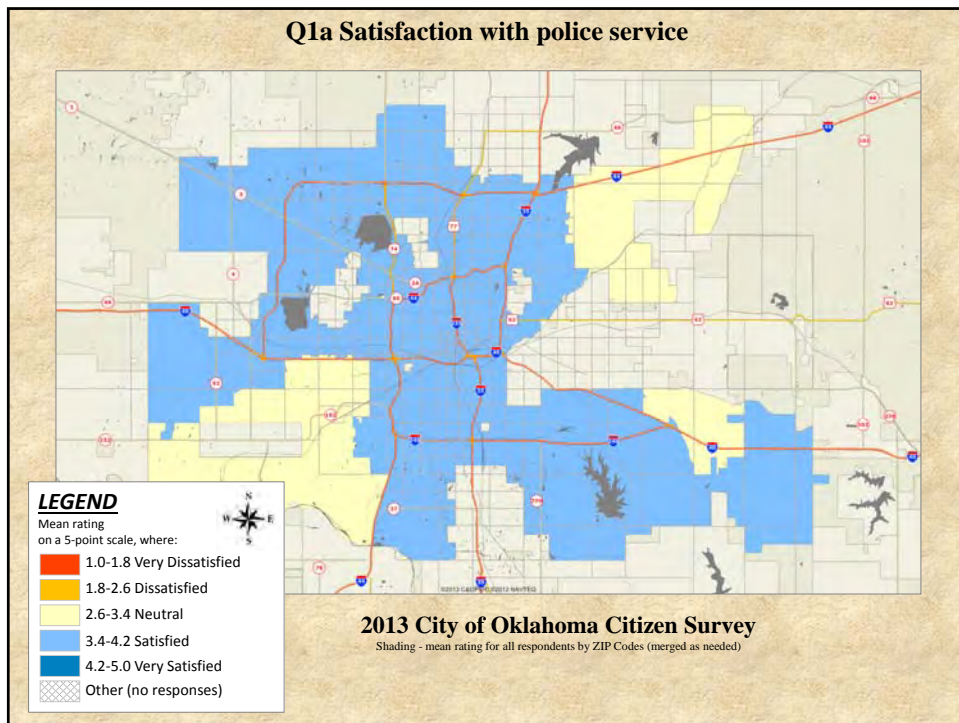
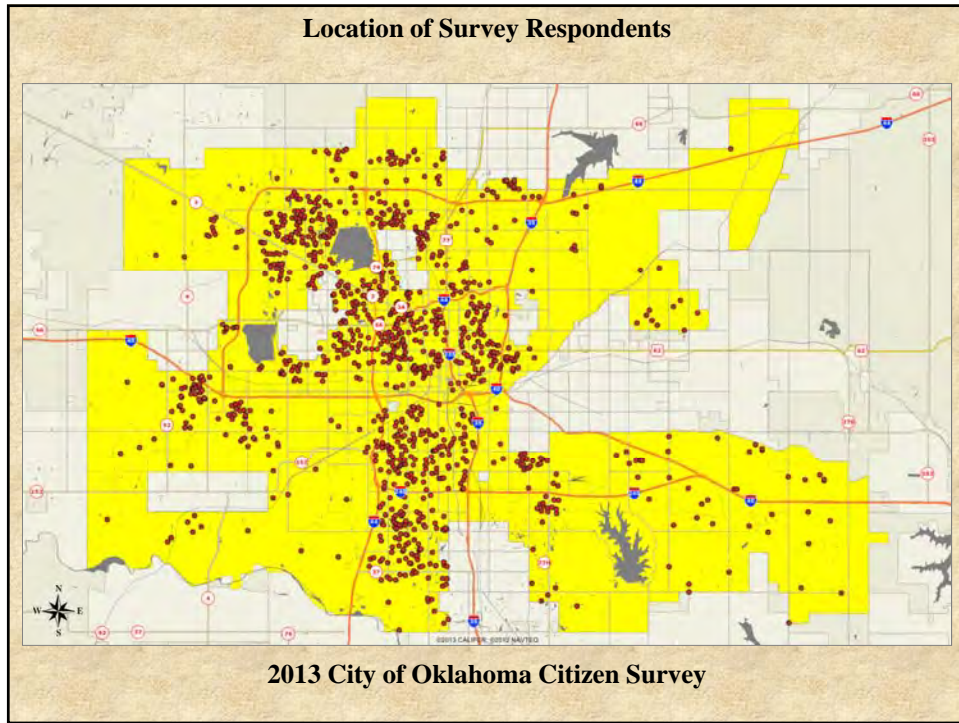
Interpreting the Maps

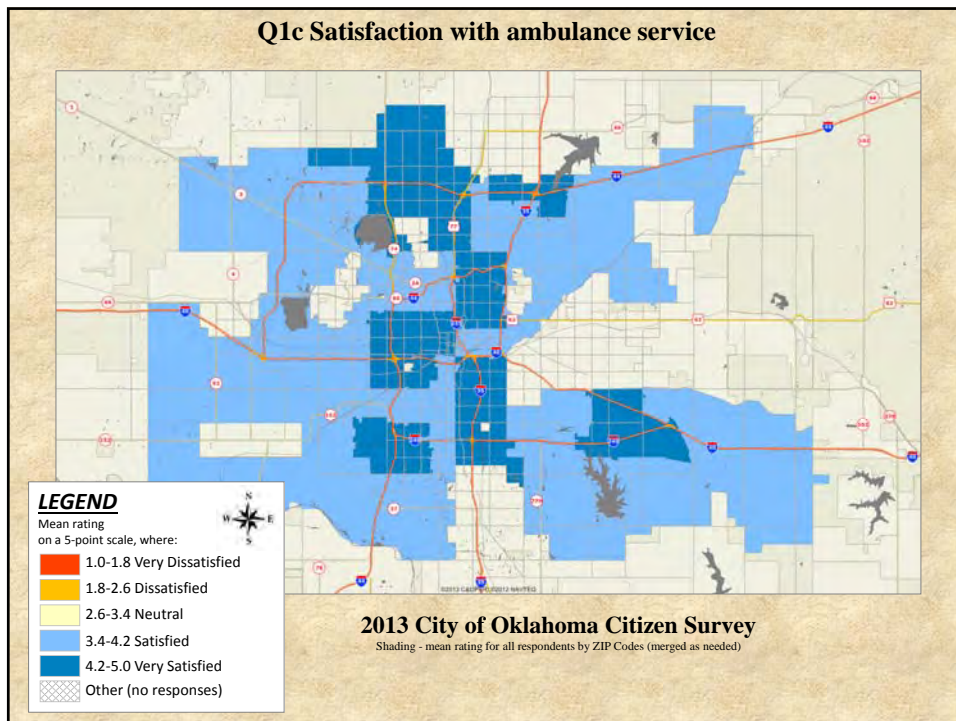
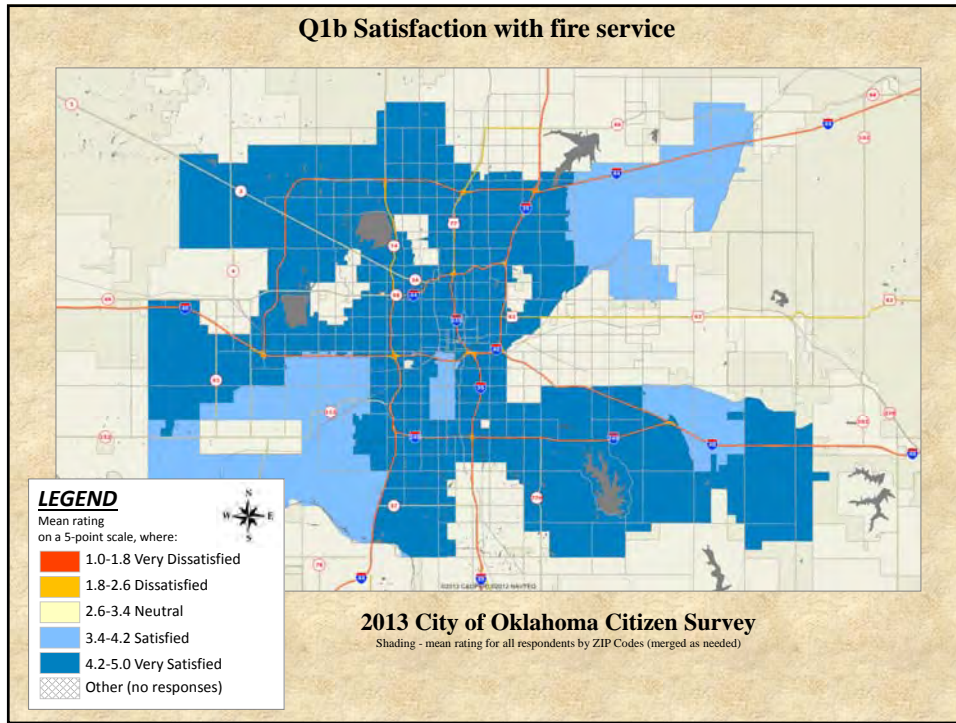
The maps on the following pages show the mean ratings for several questions by zip code within the city limits of Oklahoma City.

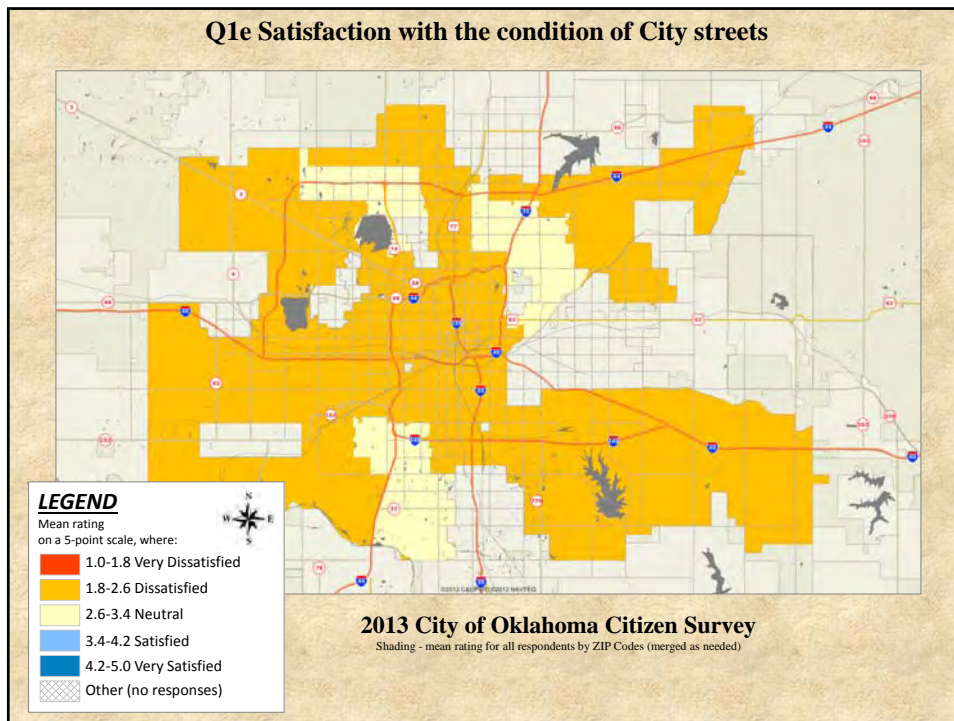
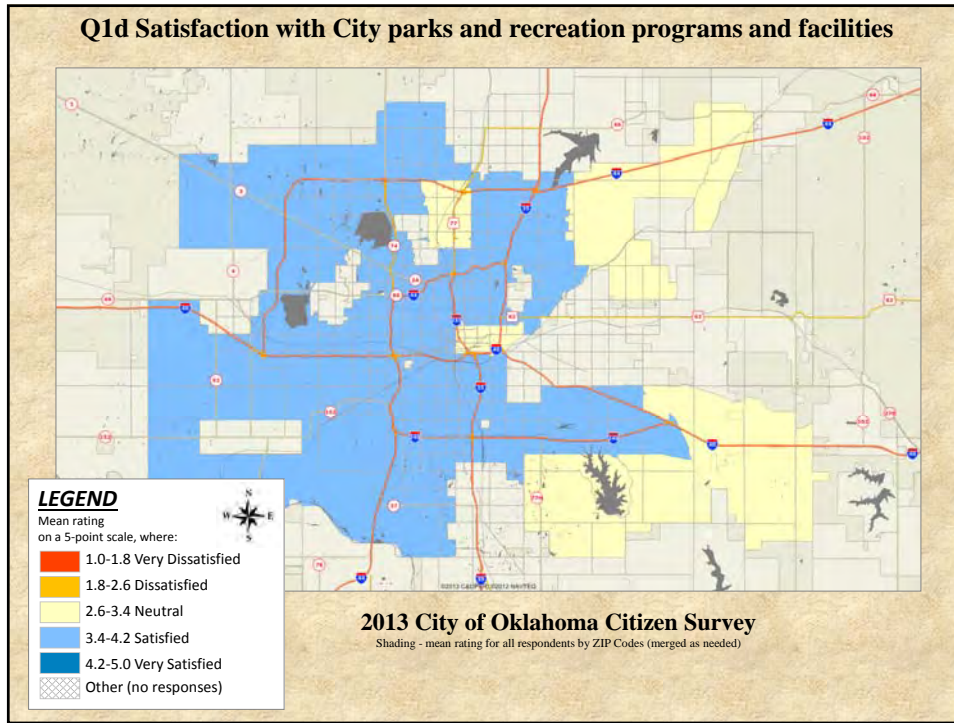
If all zip codes on a map are the same color, then most residents in the community generally feel the same about that issue.

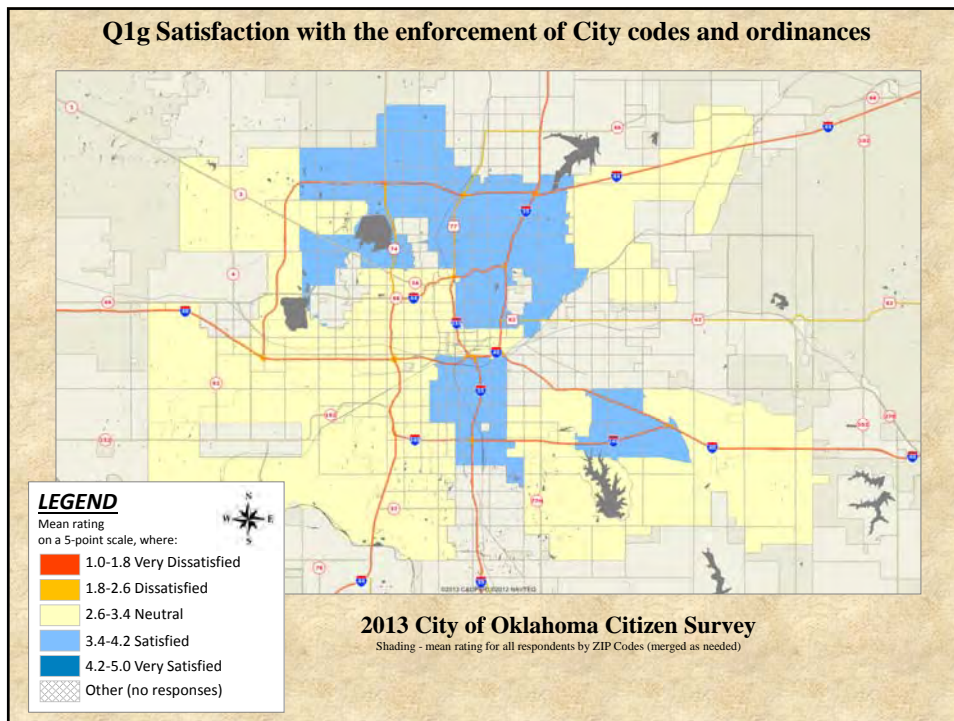
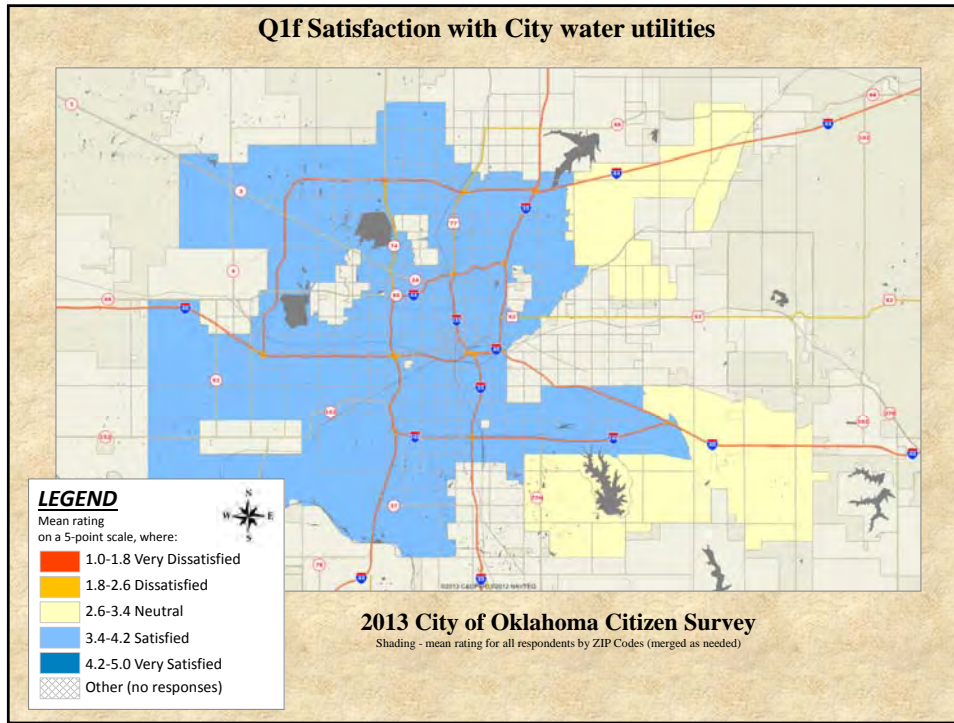
When reading the maps, please use the following color scheme as a guide:

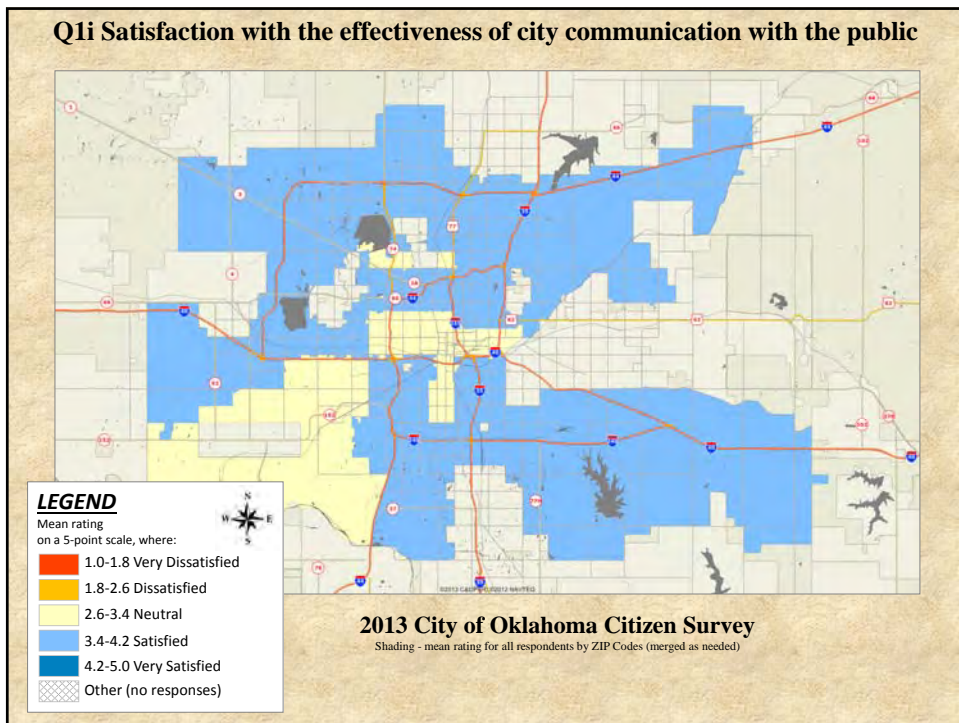
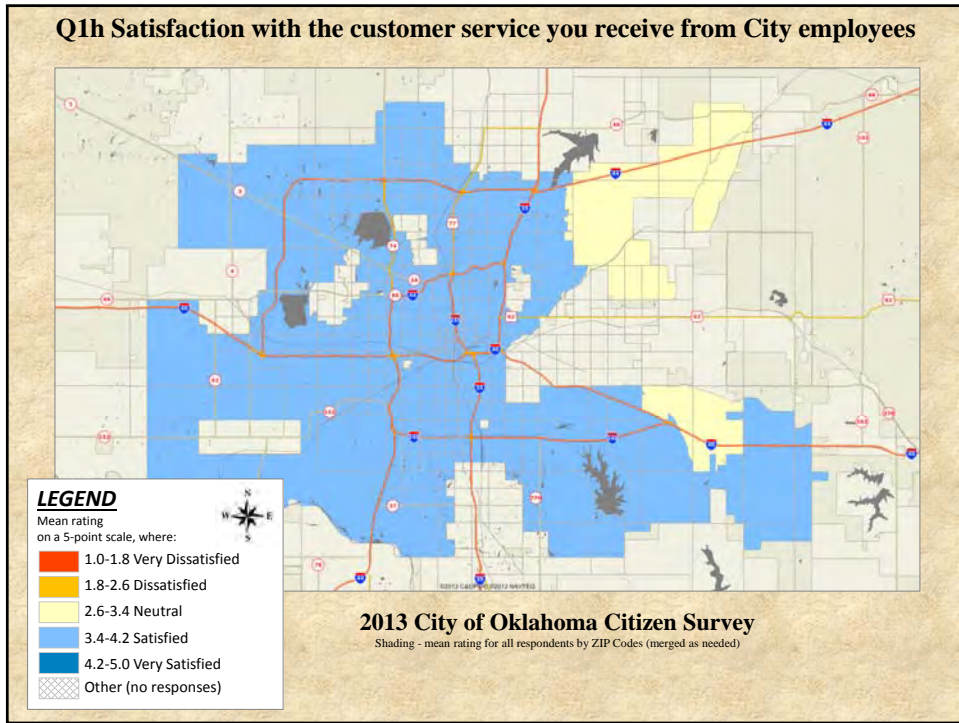
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

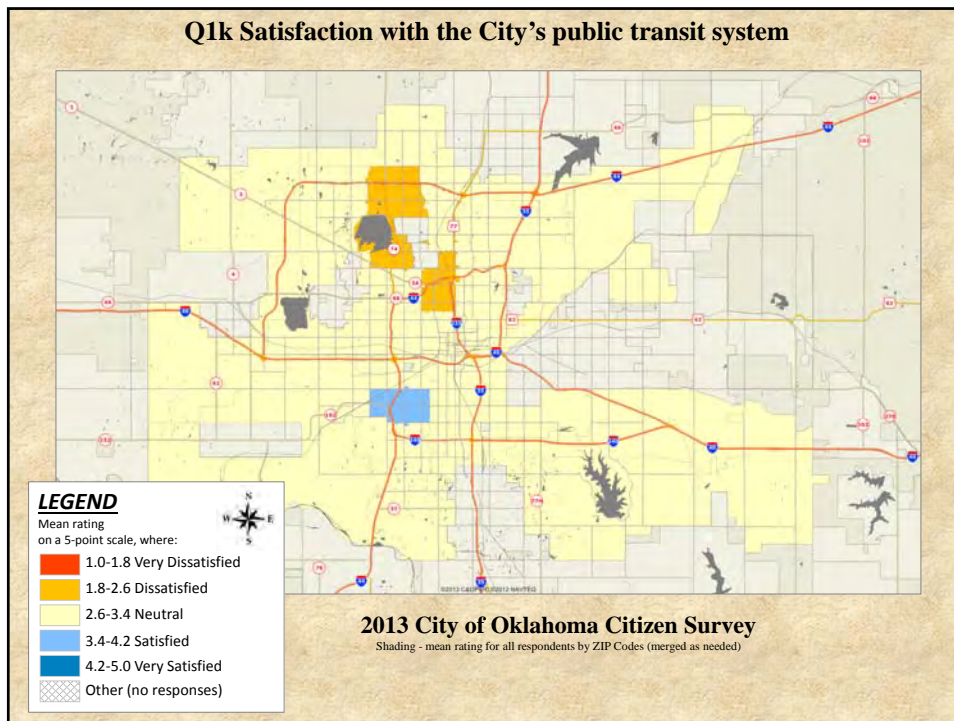
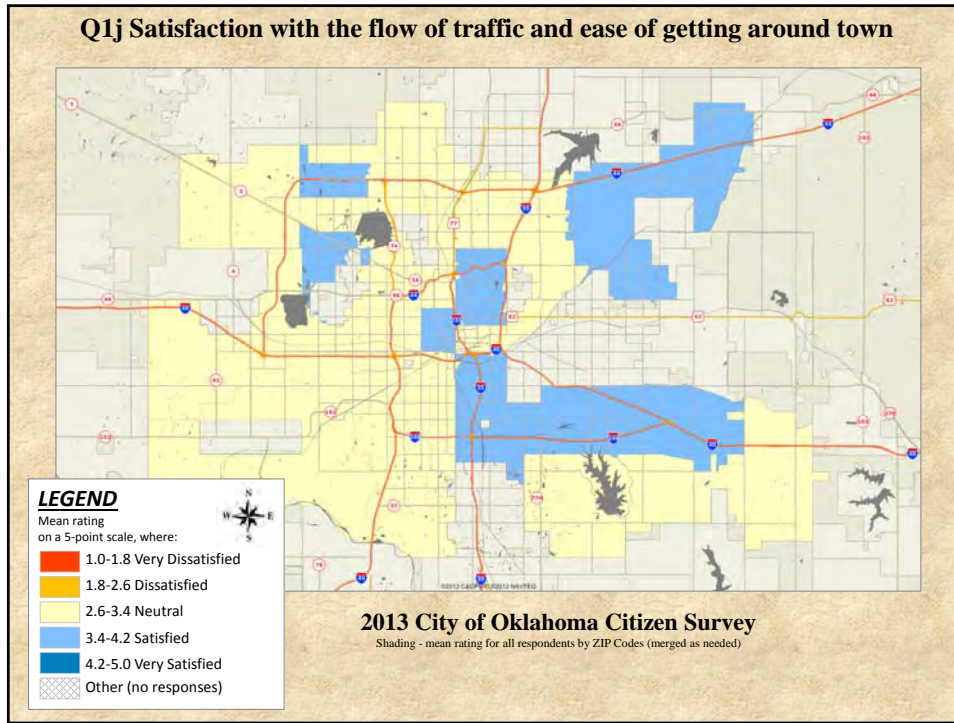


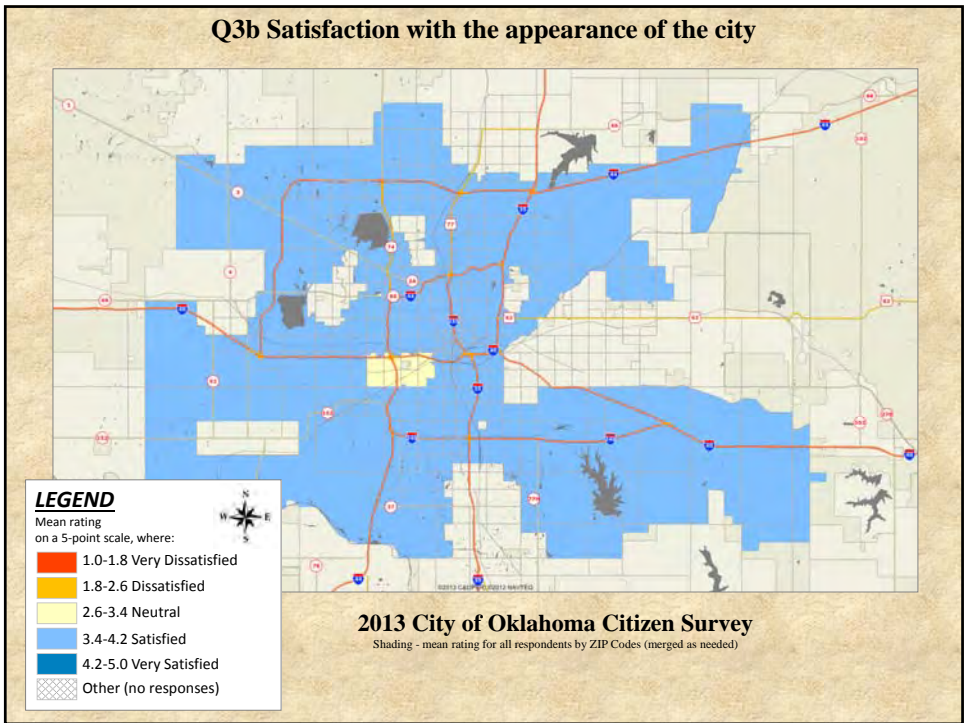
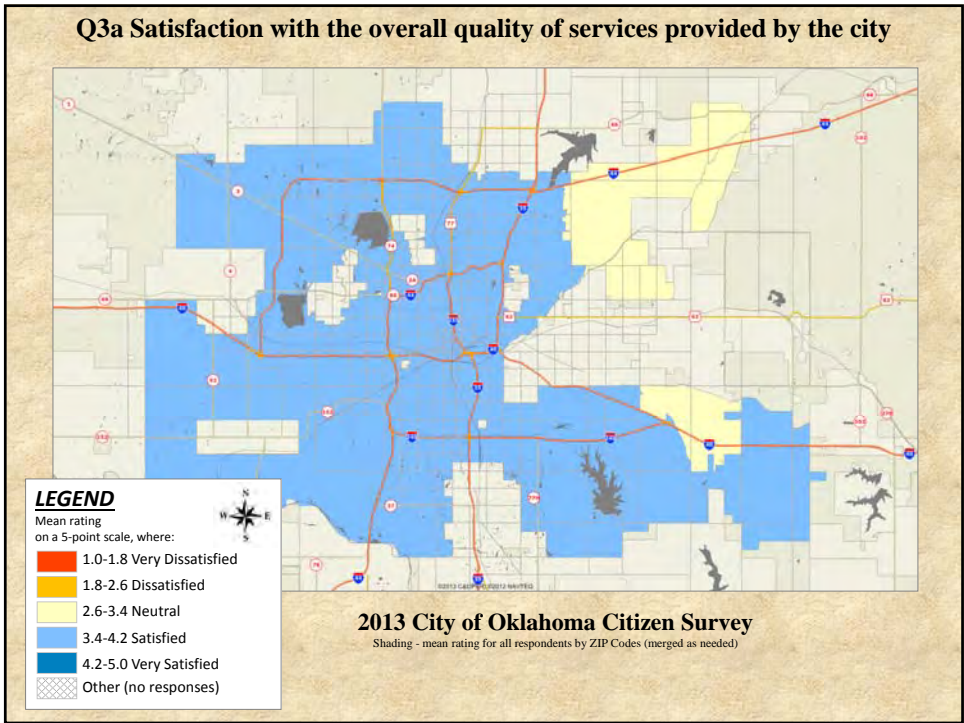


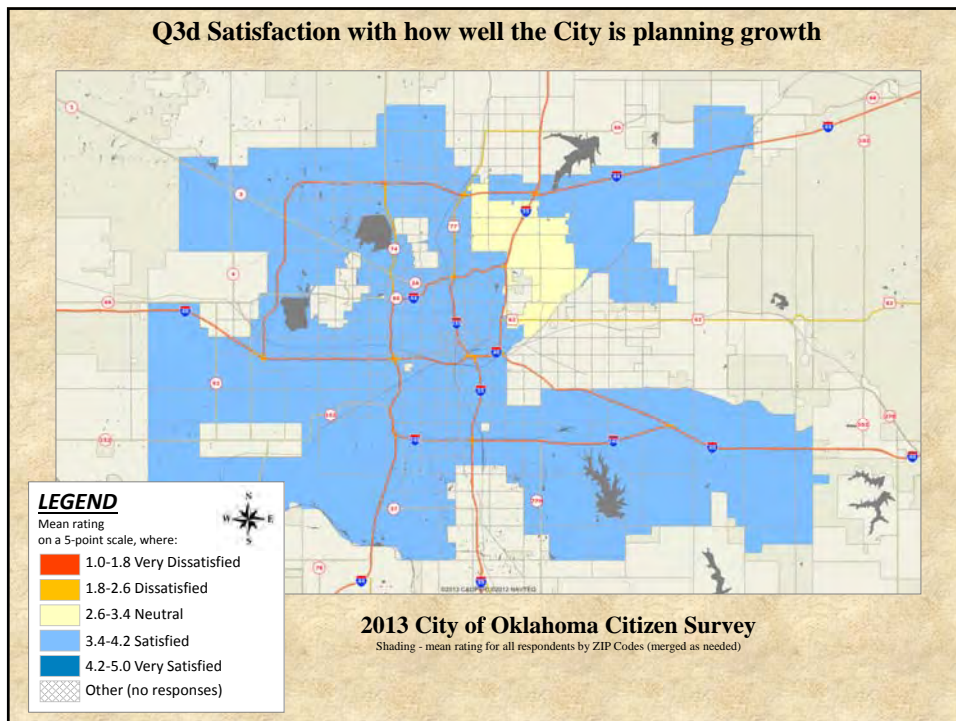
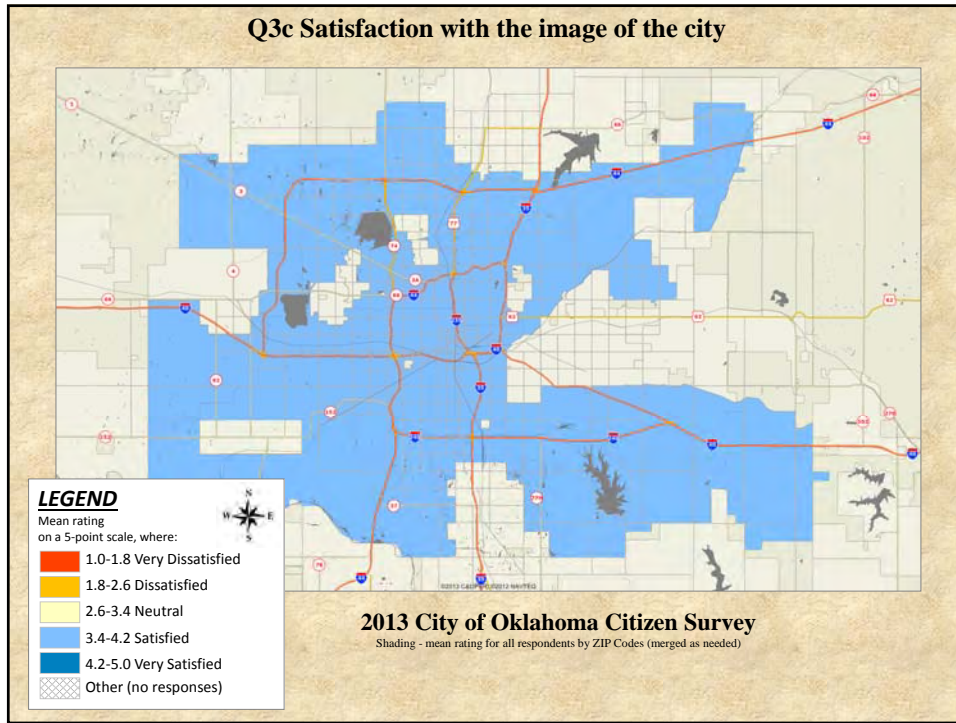


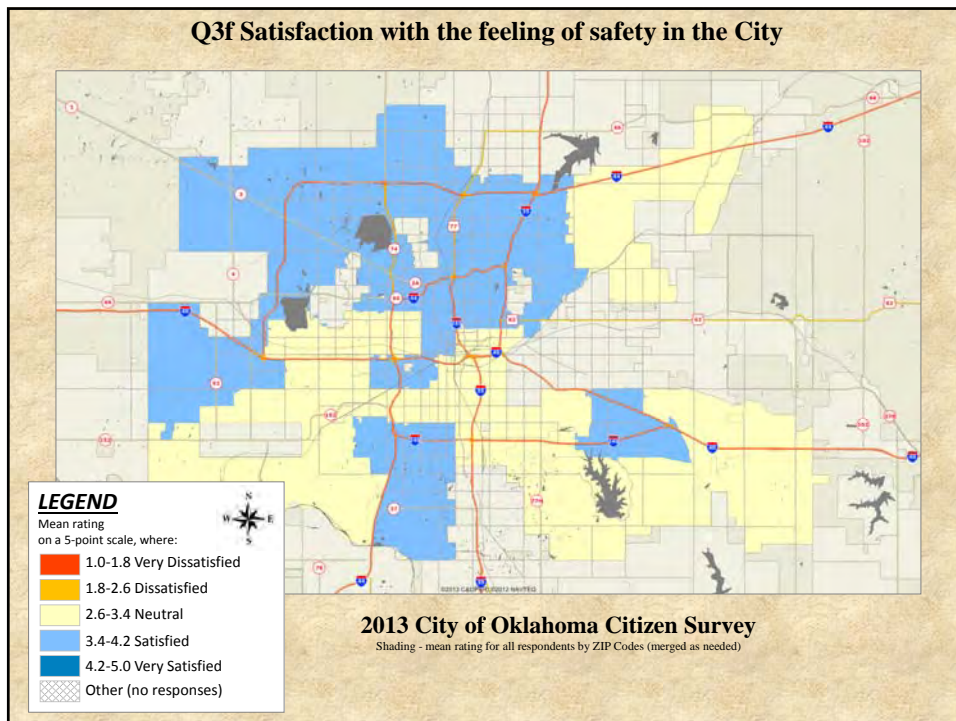
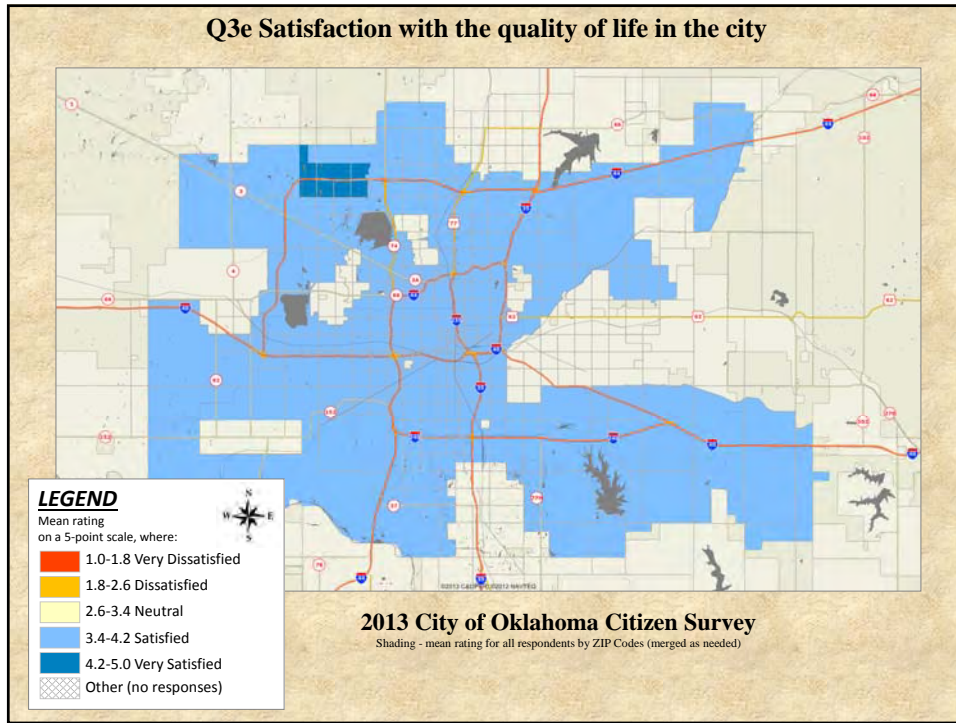


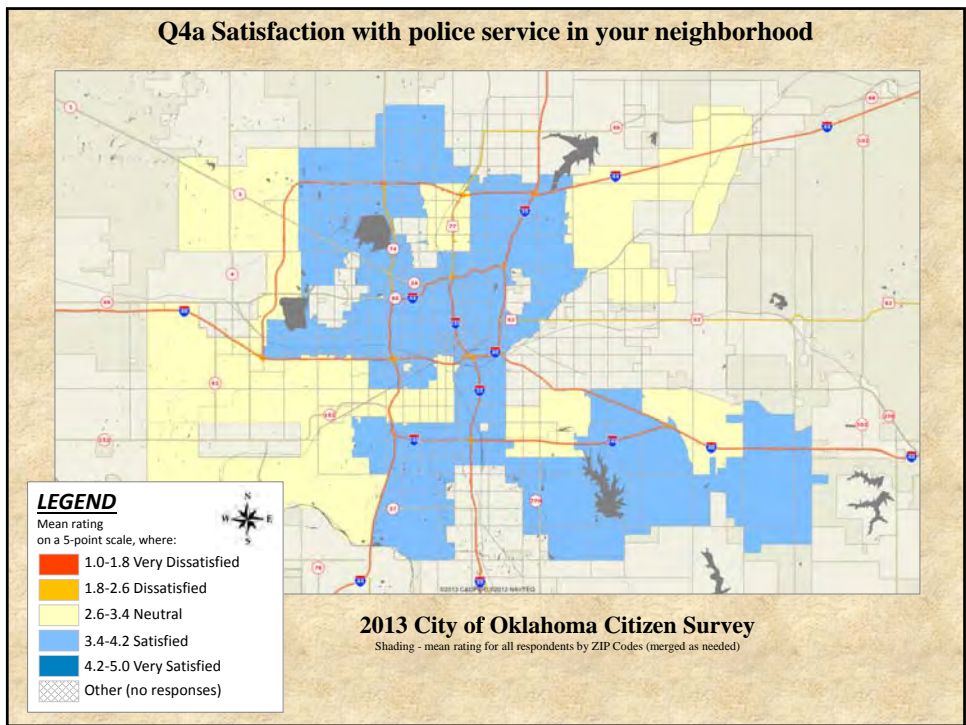
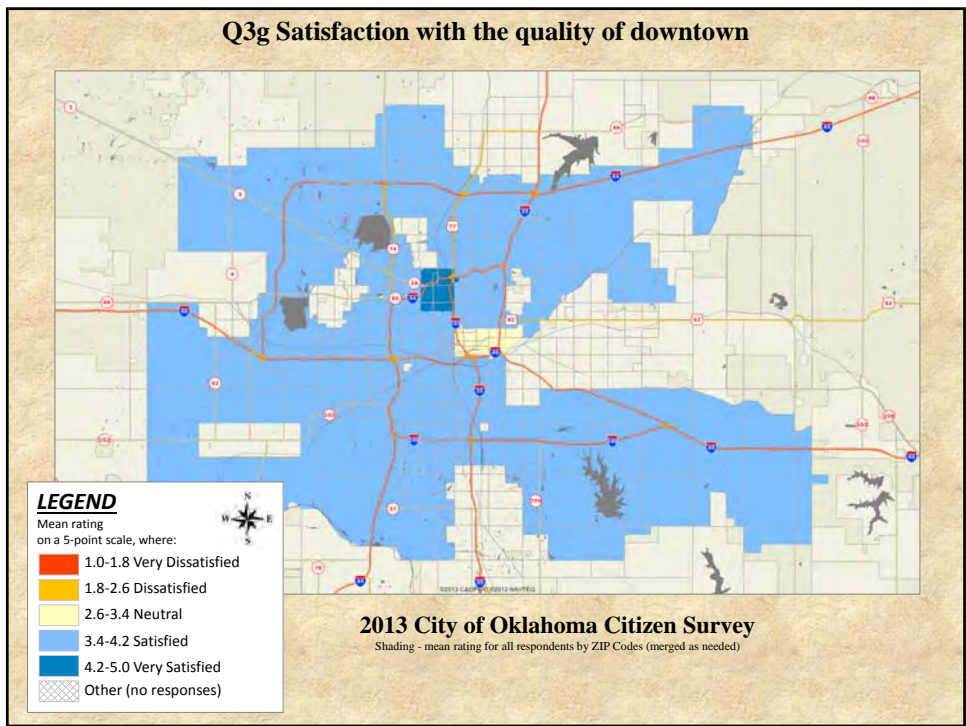


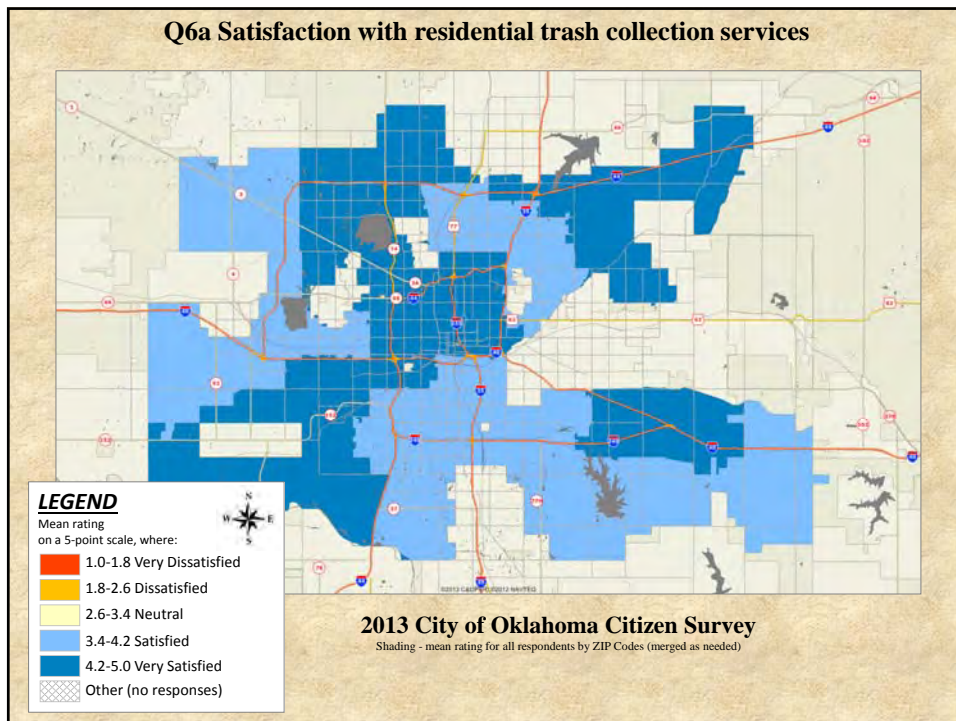
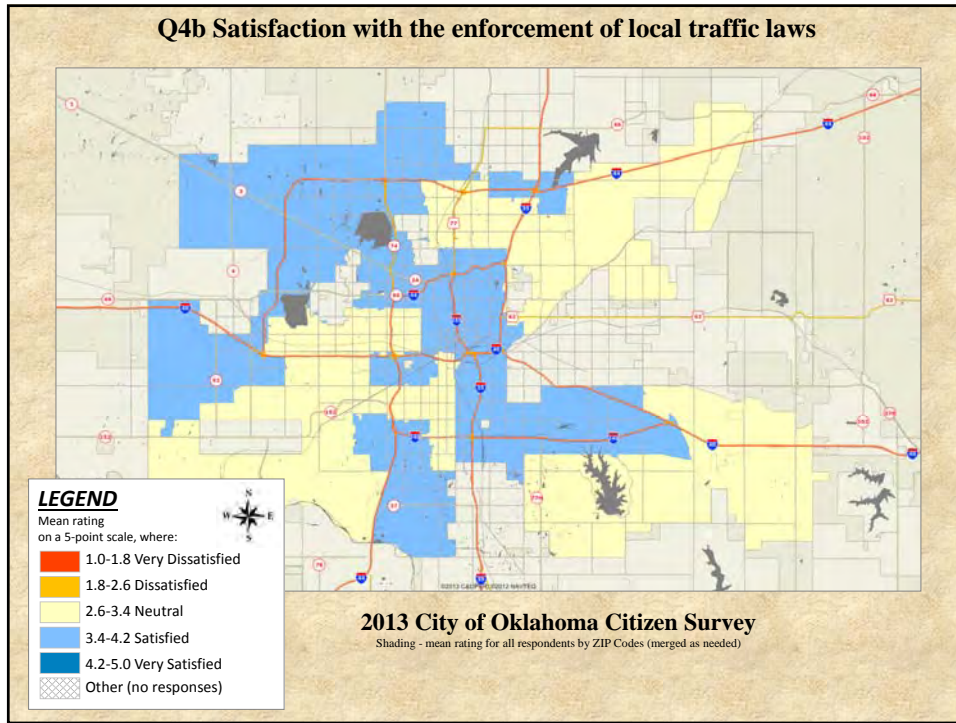


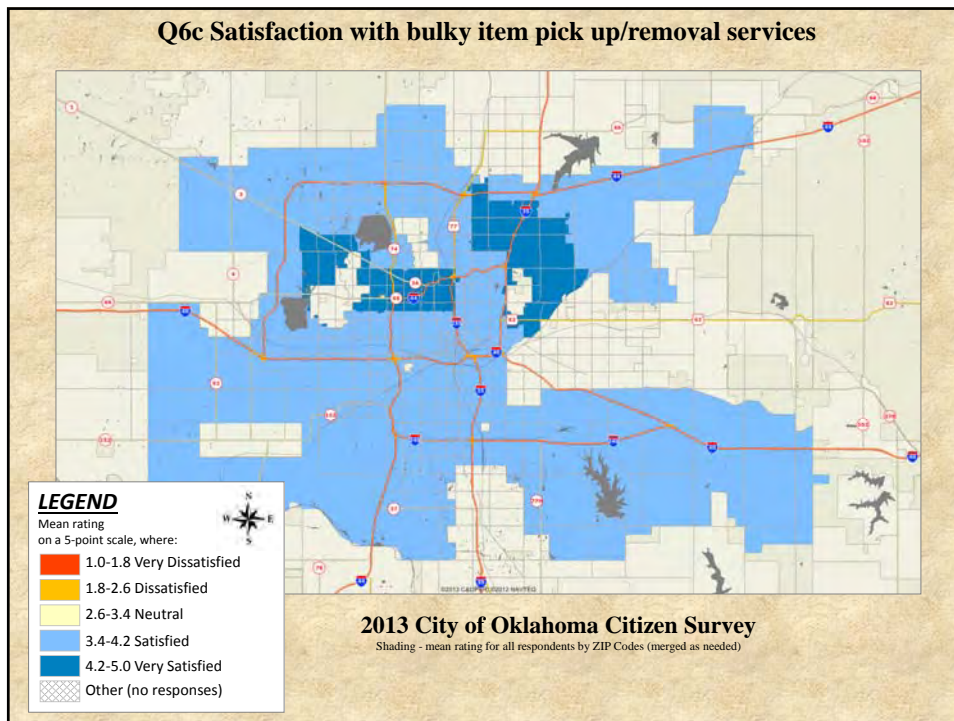
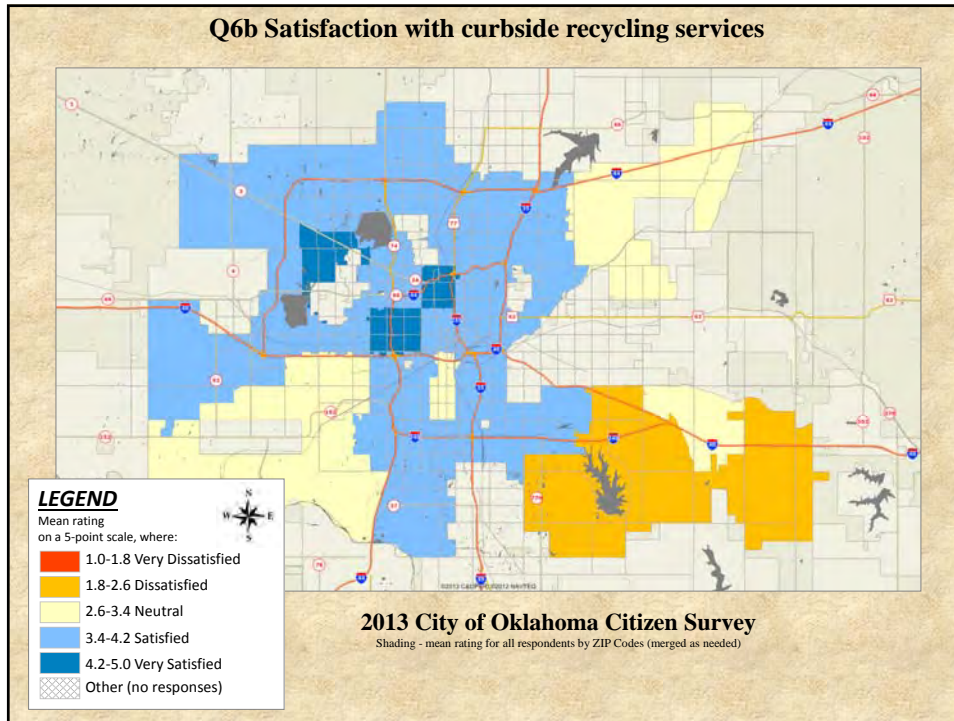


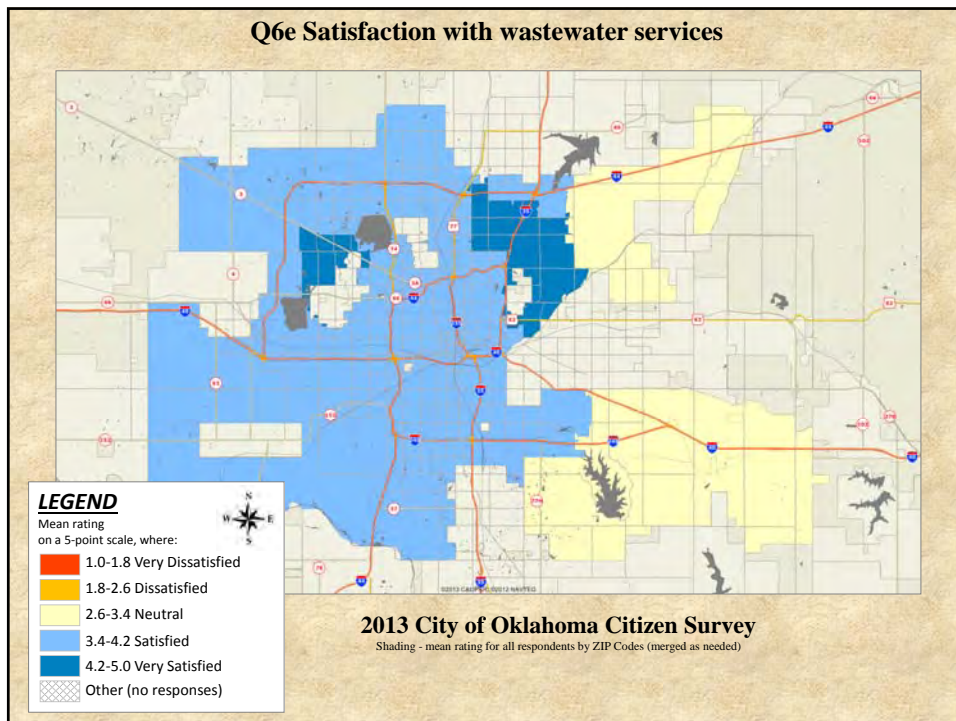
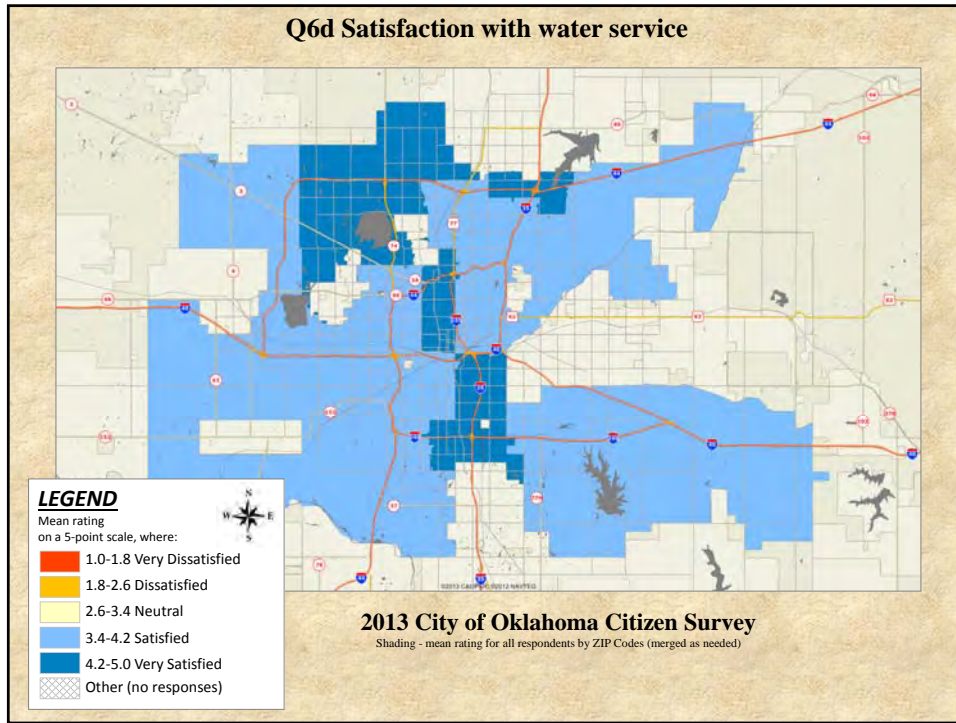


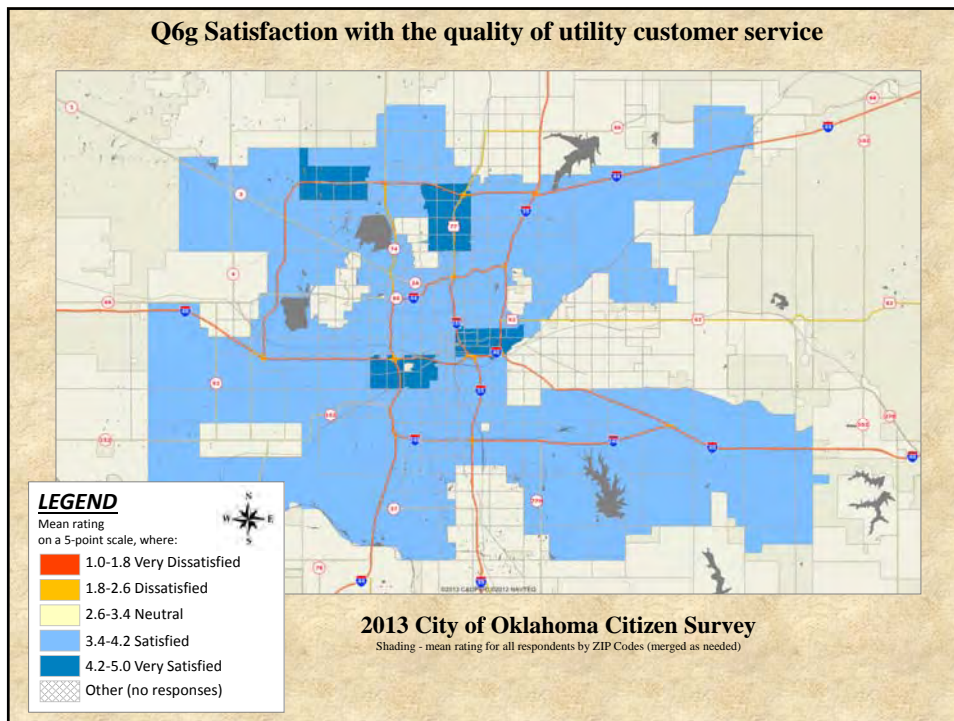
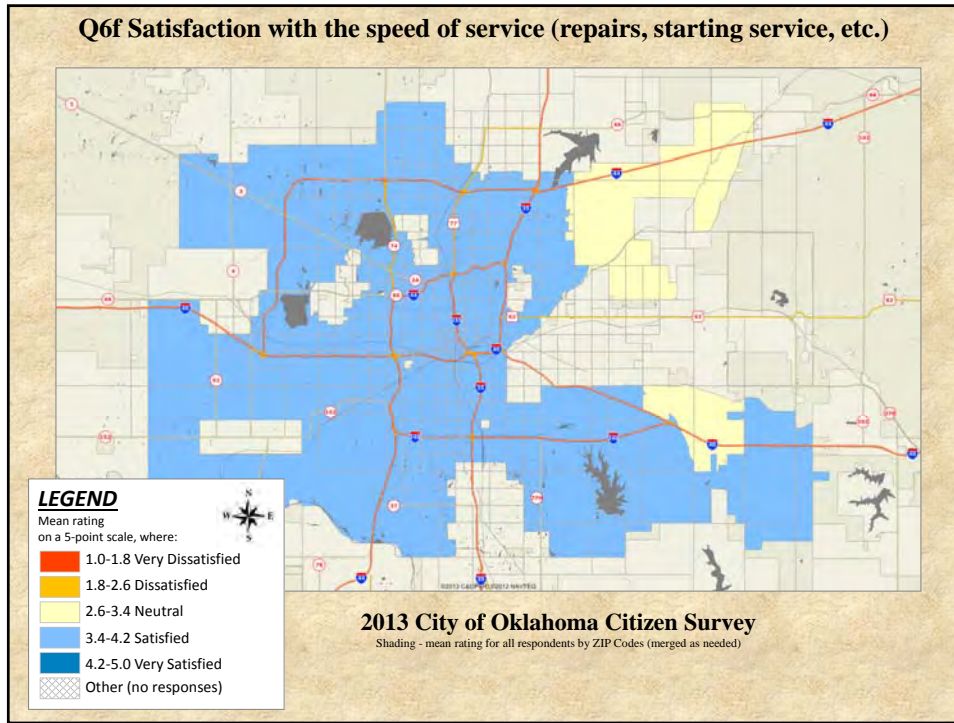




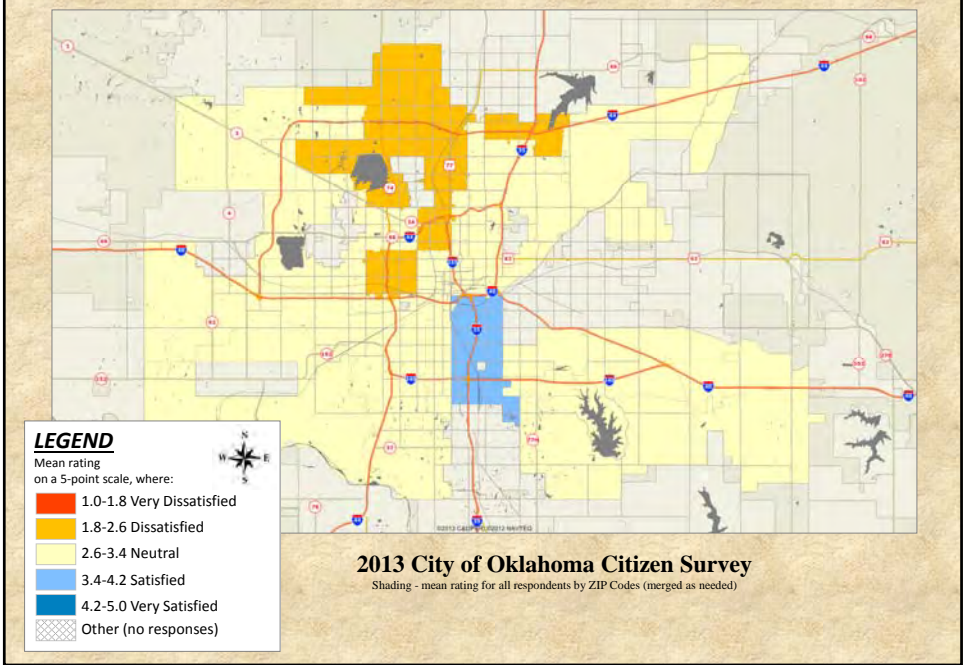




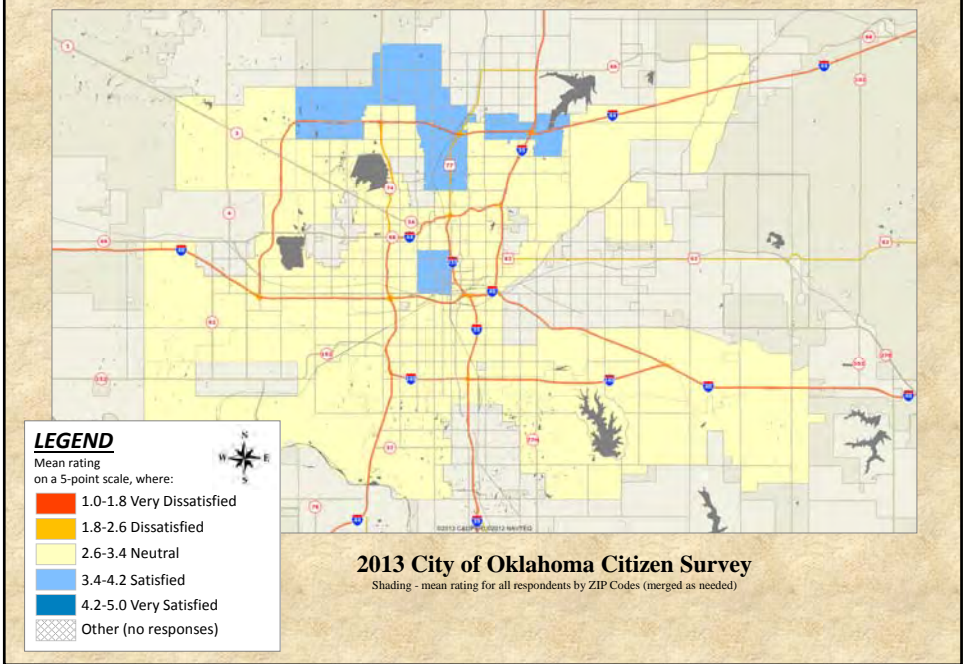


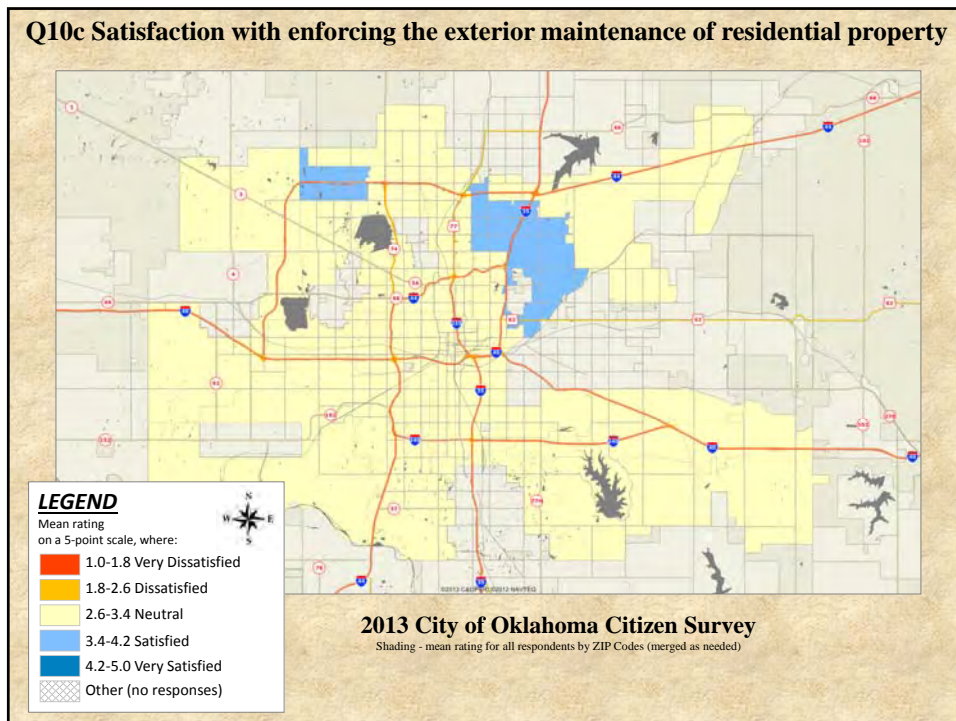
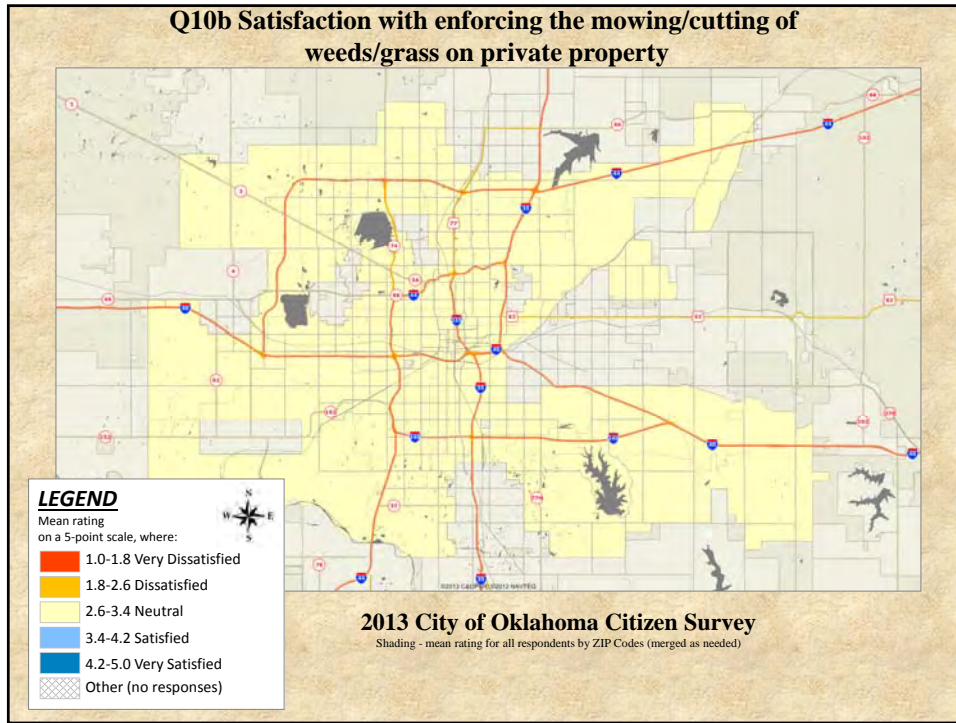


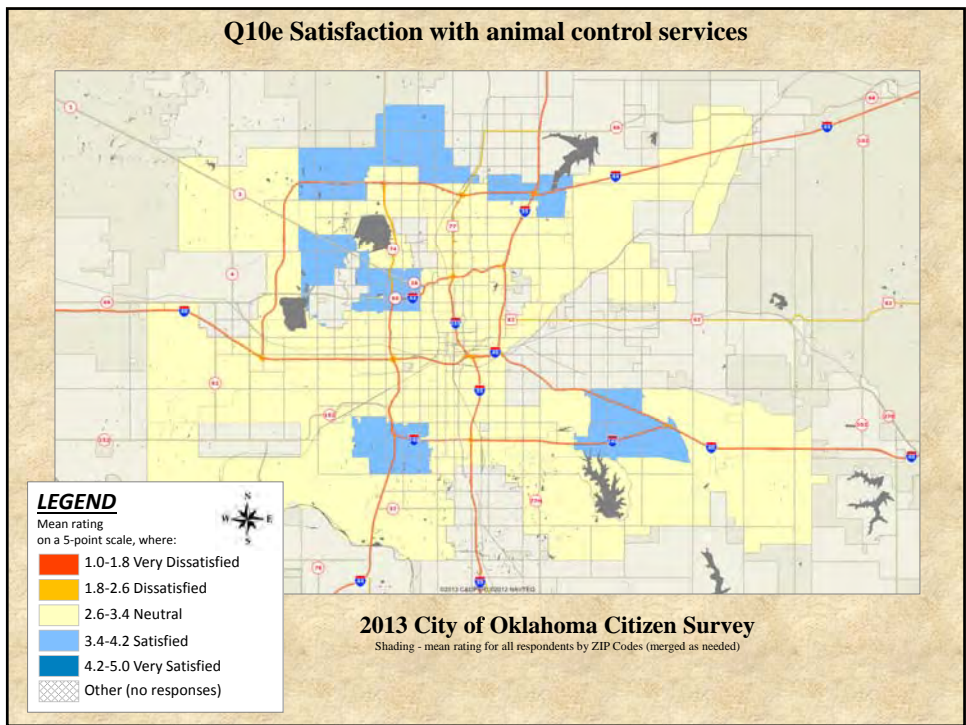
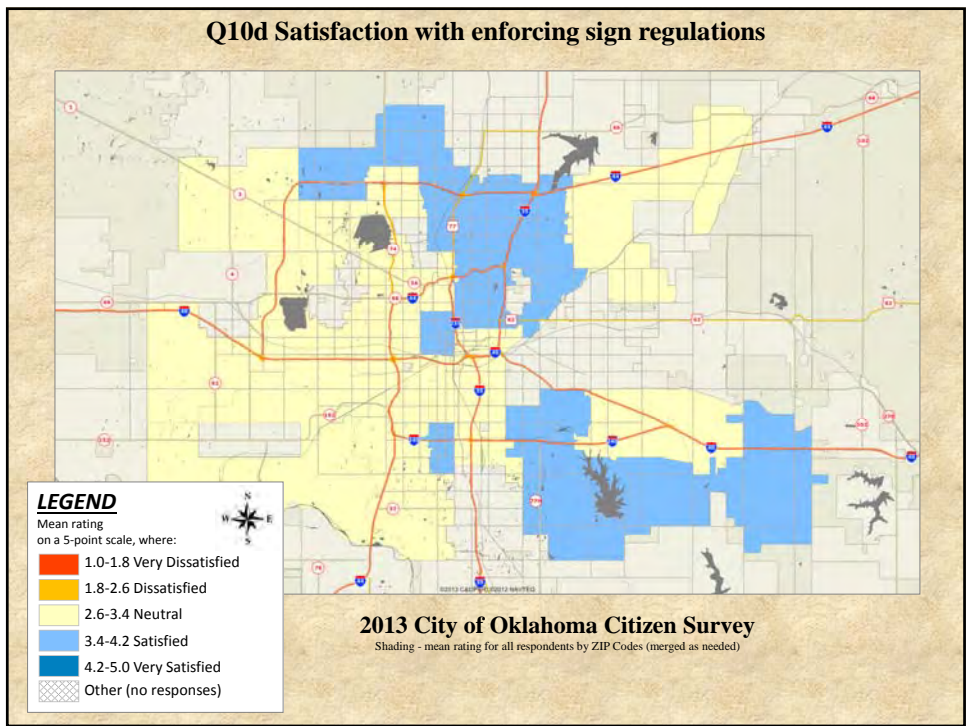
Q7 Overall satisfaction with the convenience of public transportation in the City

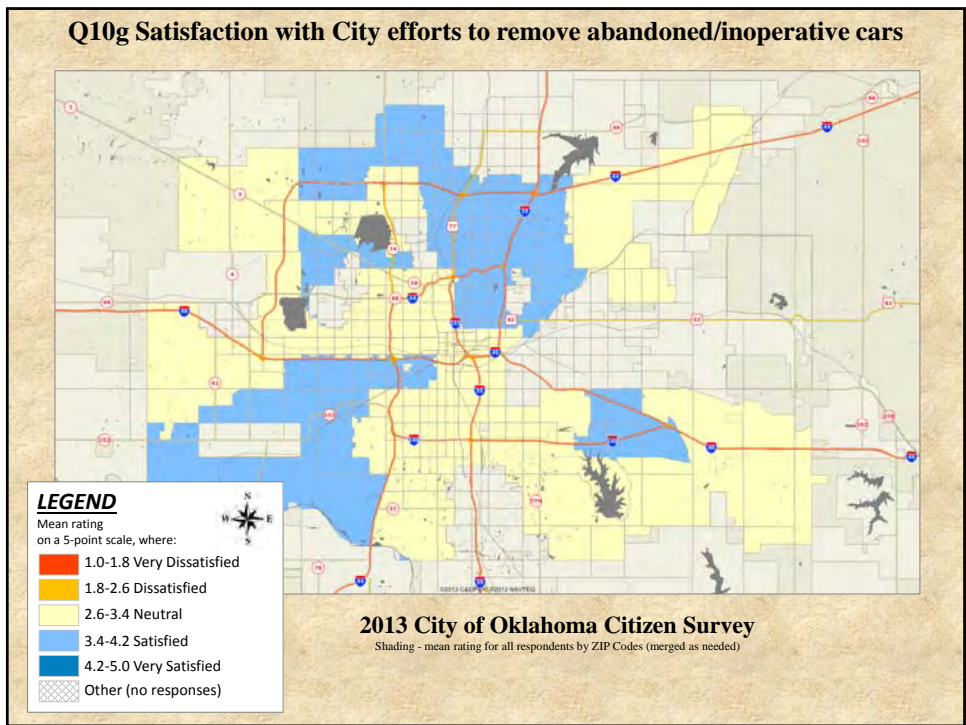
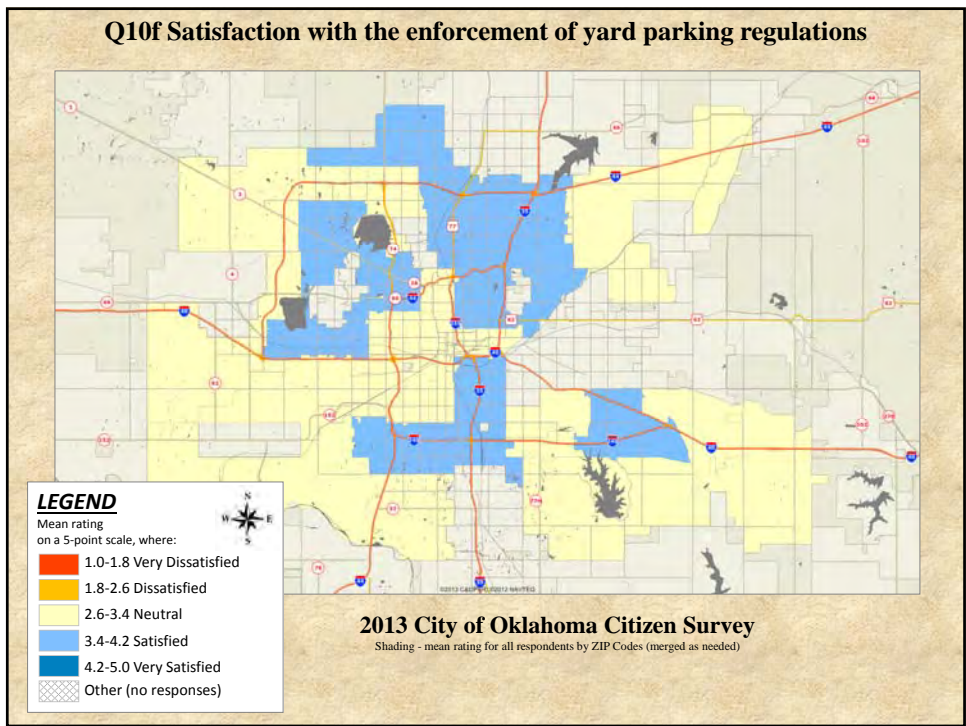


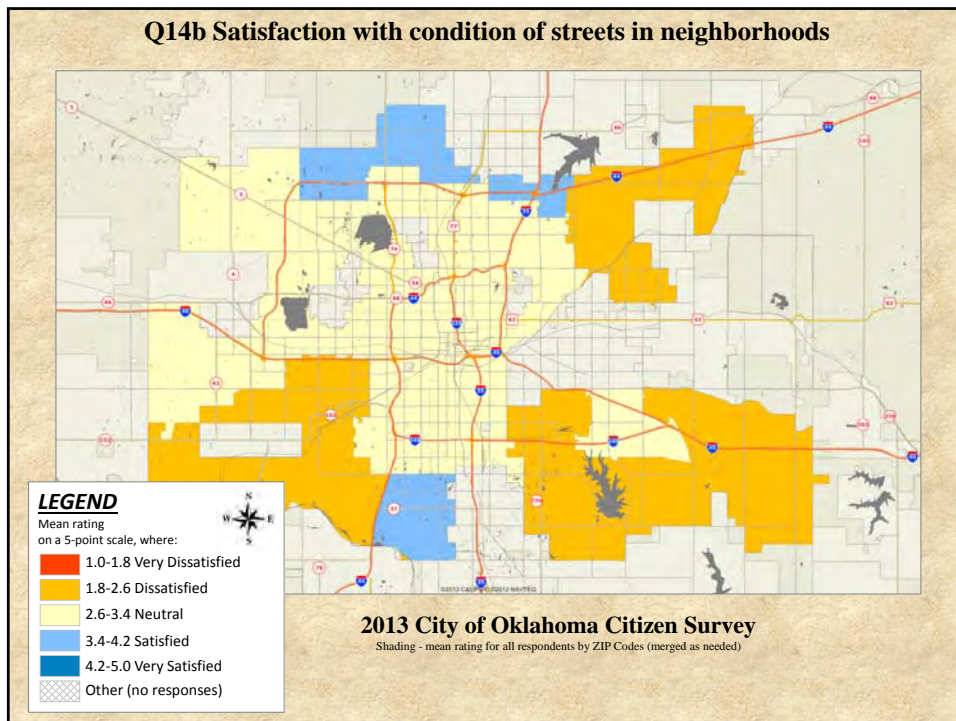
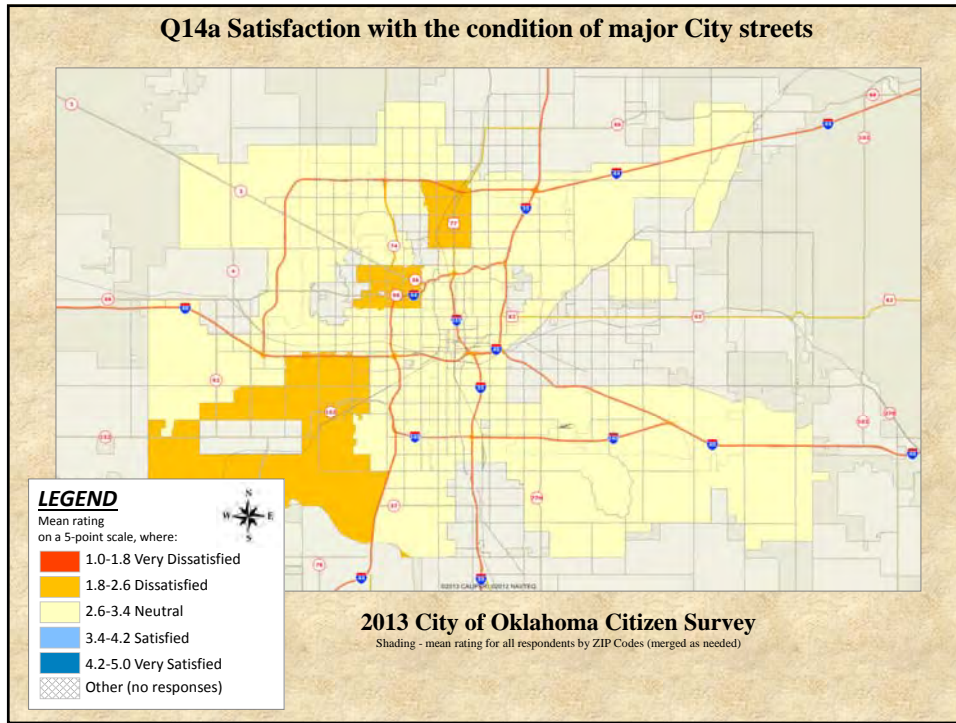
Q10a Satisfaction with enforcing the clean up of junk/debris on private property

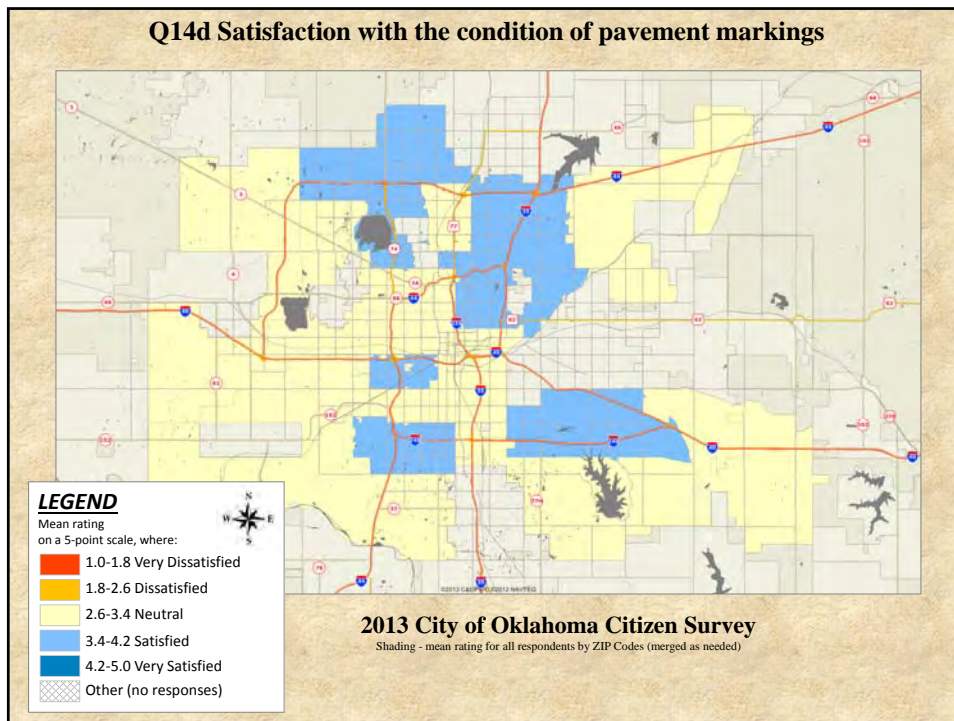
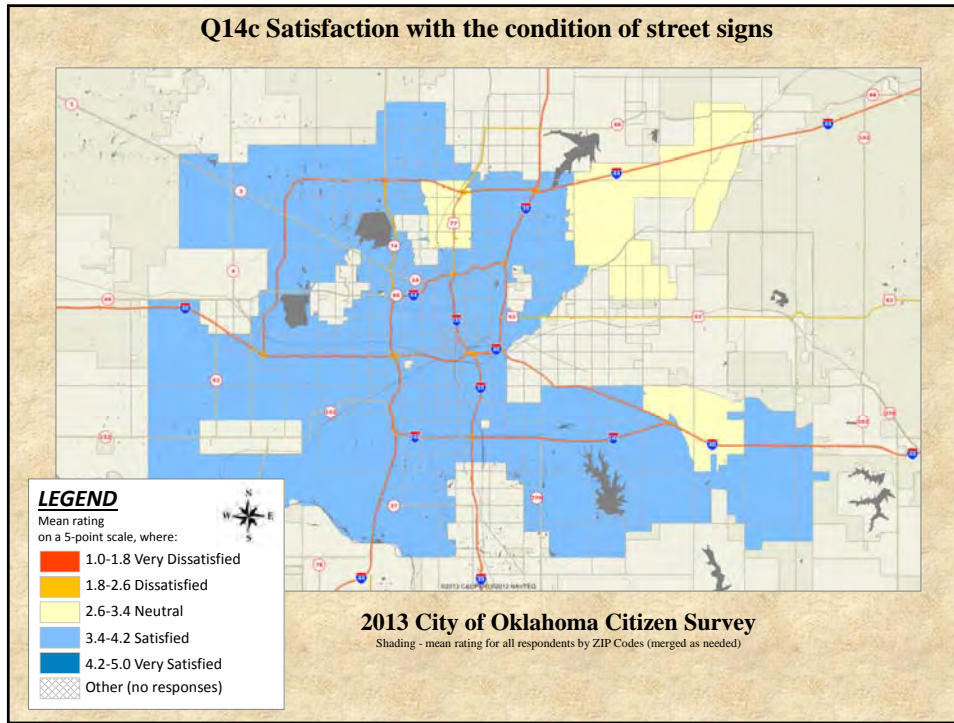




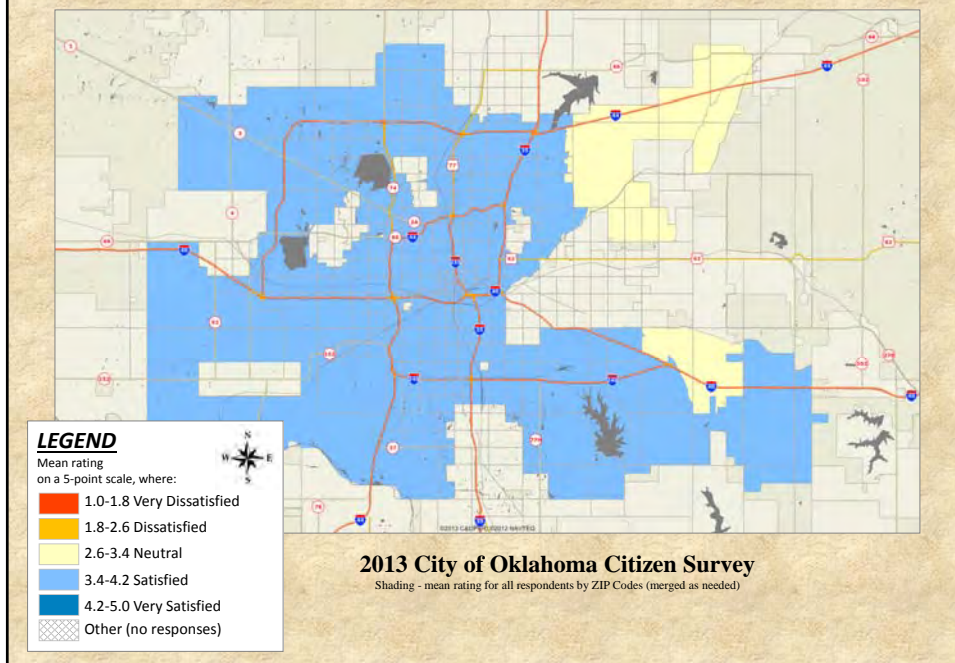




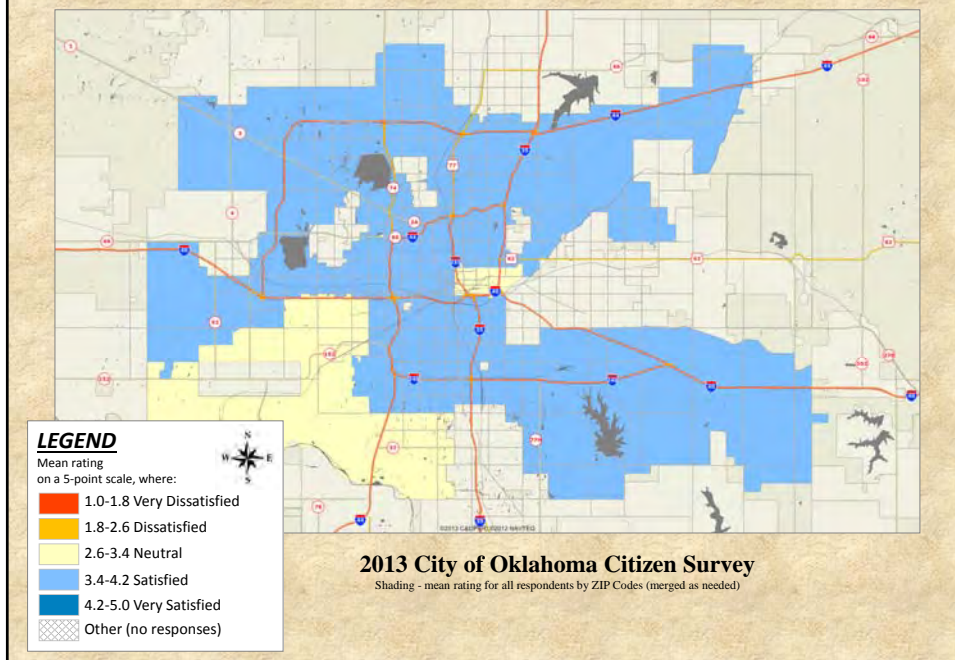


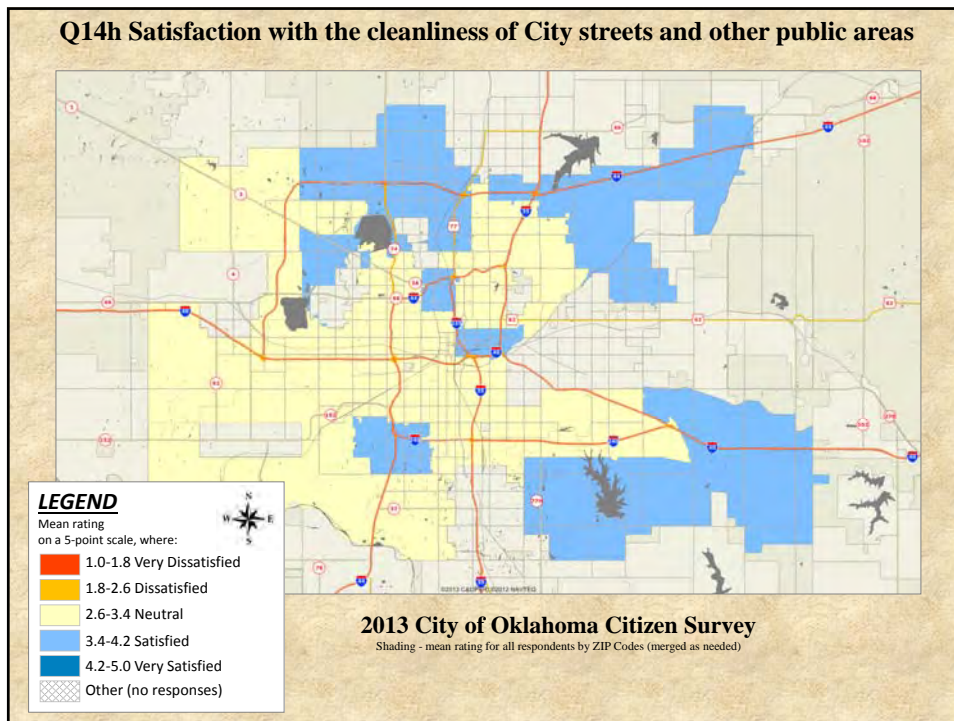
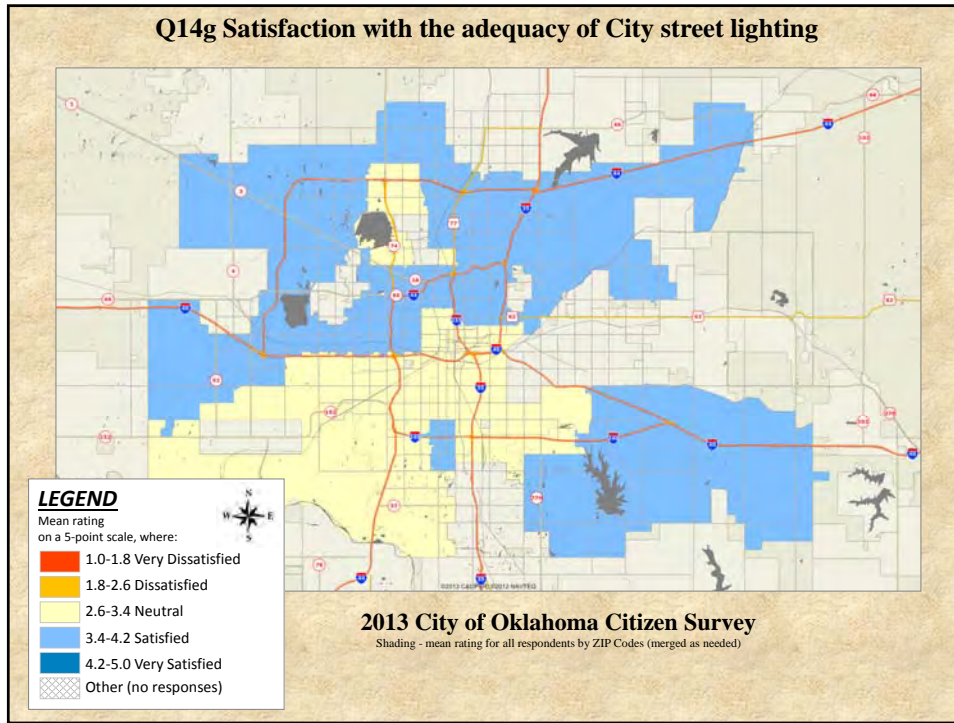


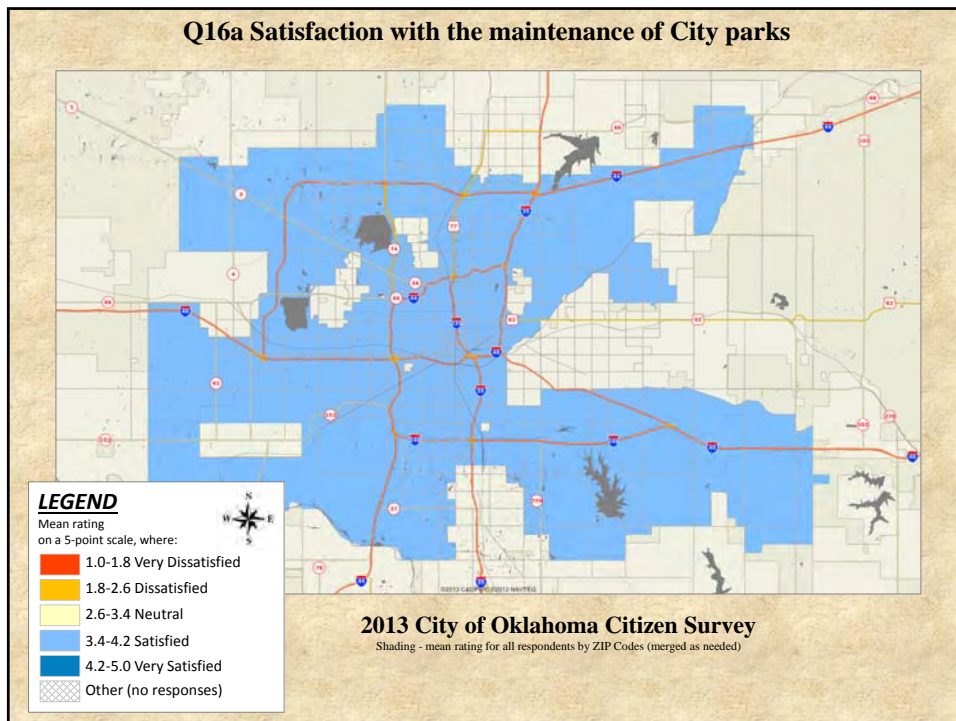
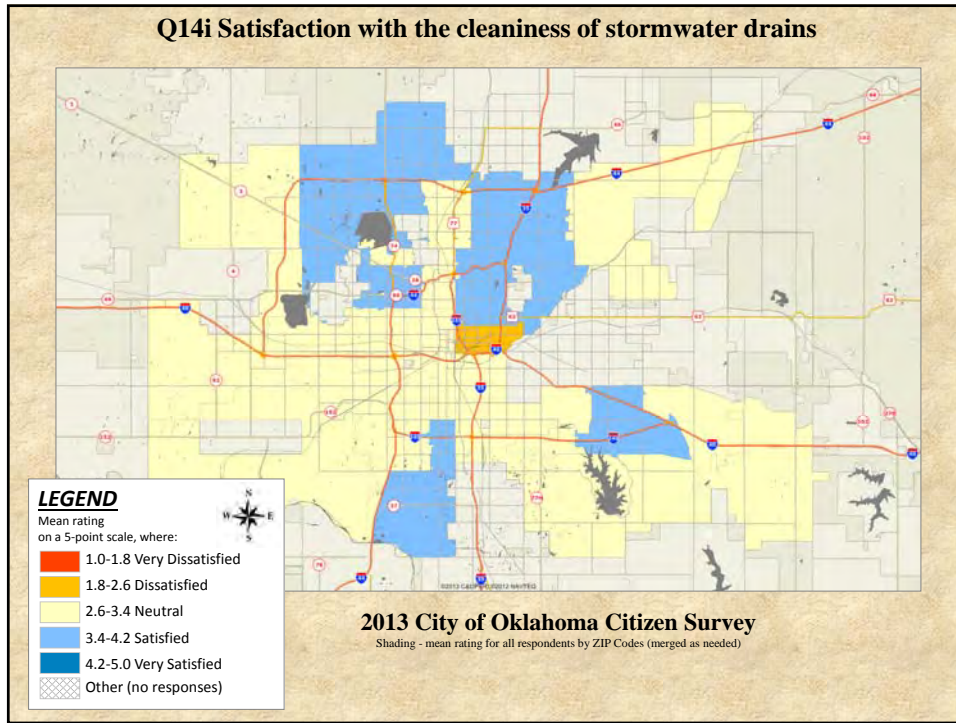
Q14e Satisfaction with snow removal on major city streets during the past 2 years

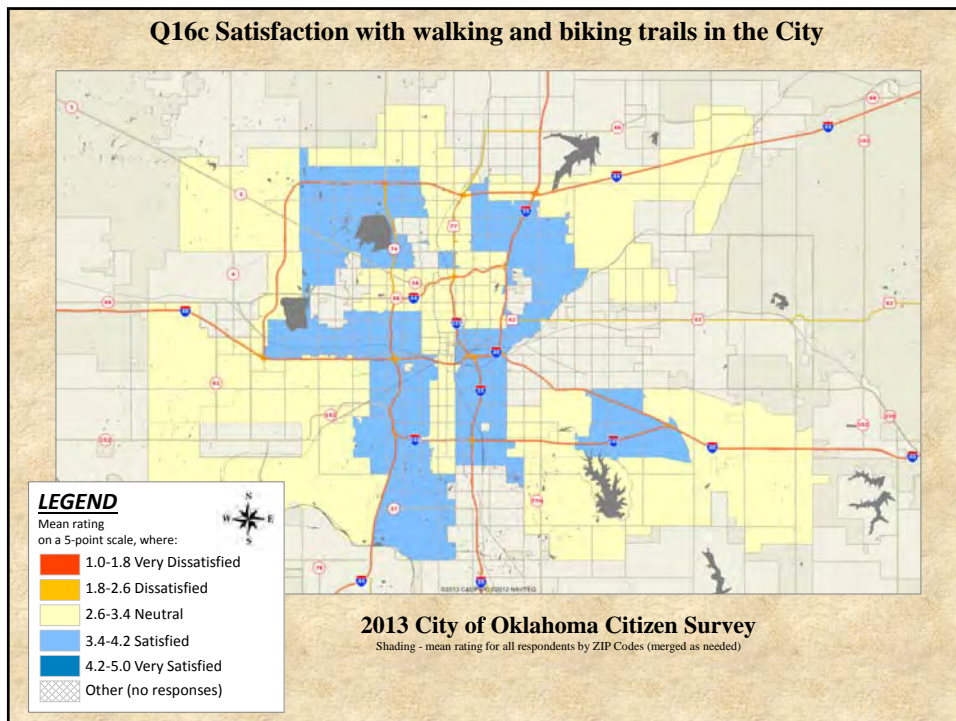
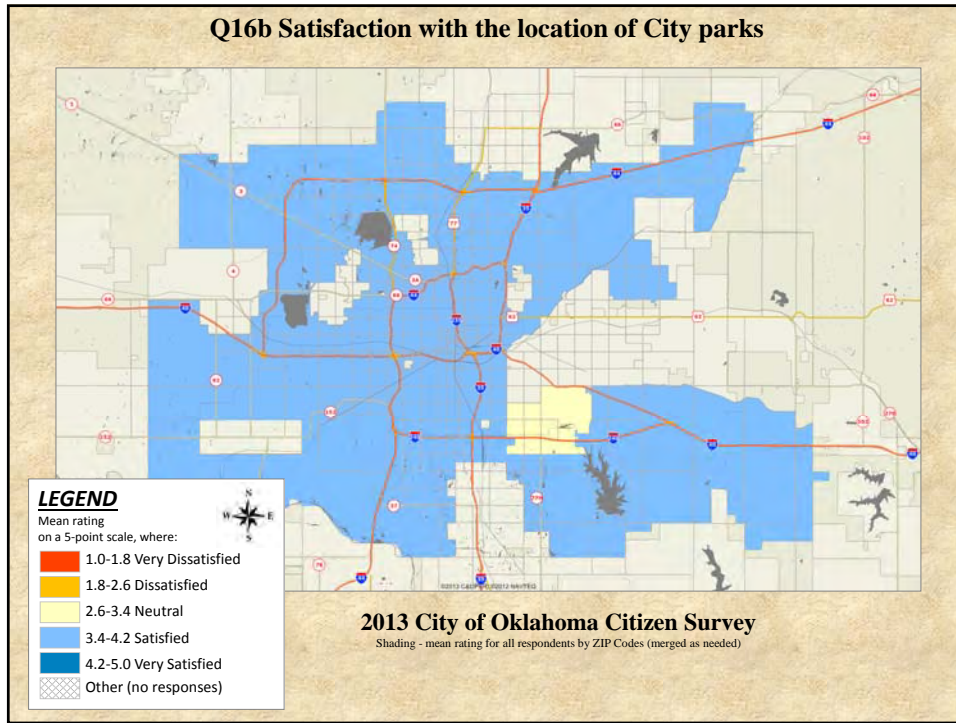


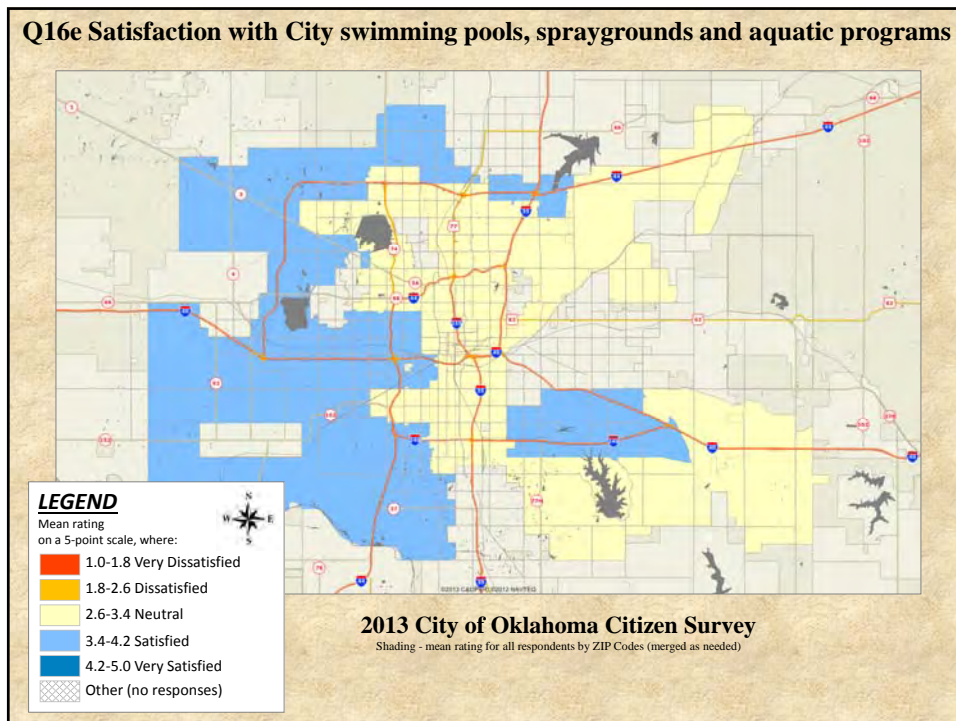
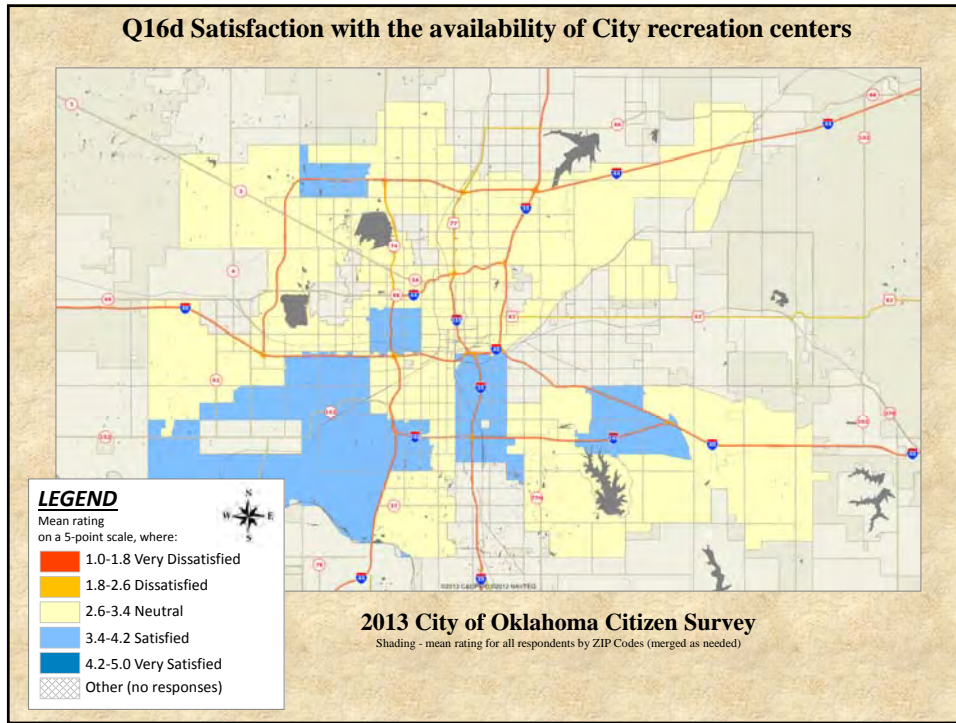
Q14f Satisfaction with the landscaping/streetscaping in medians & along City streets

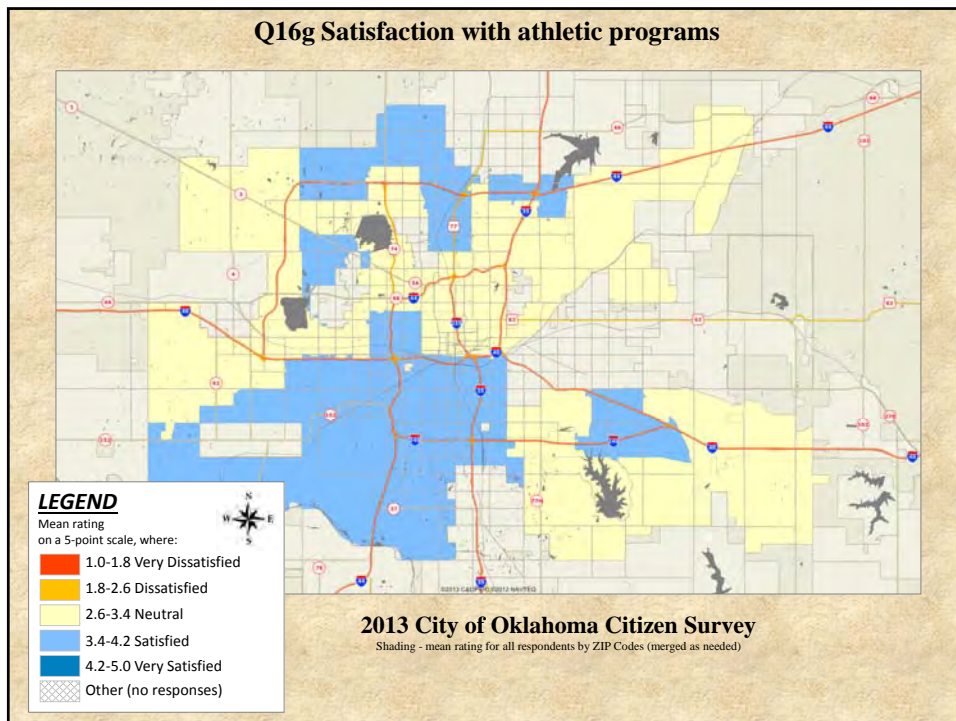
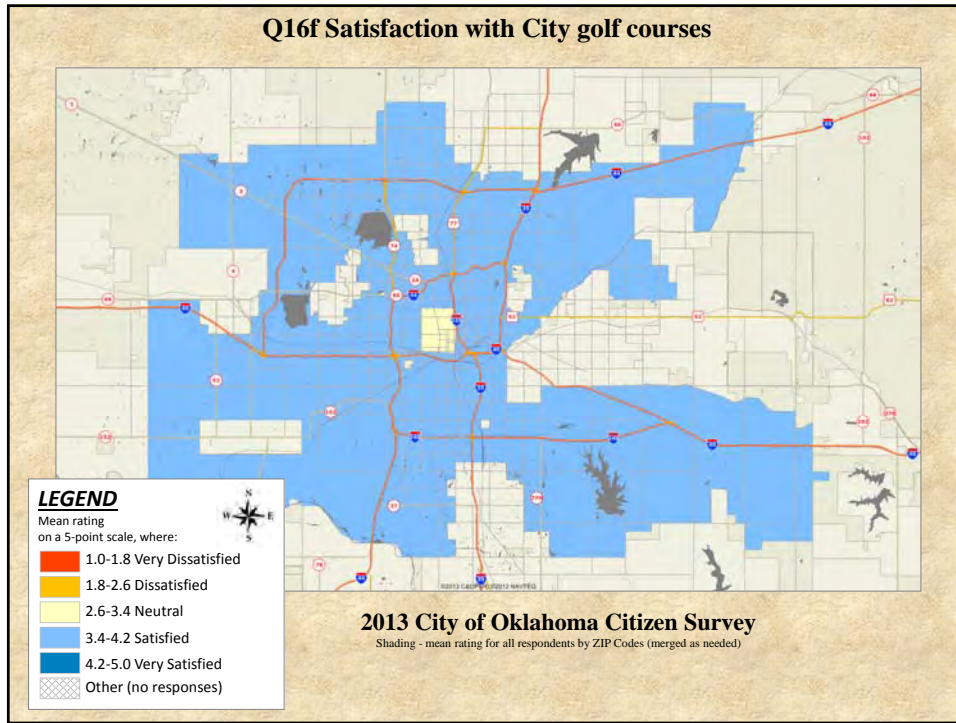


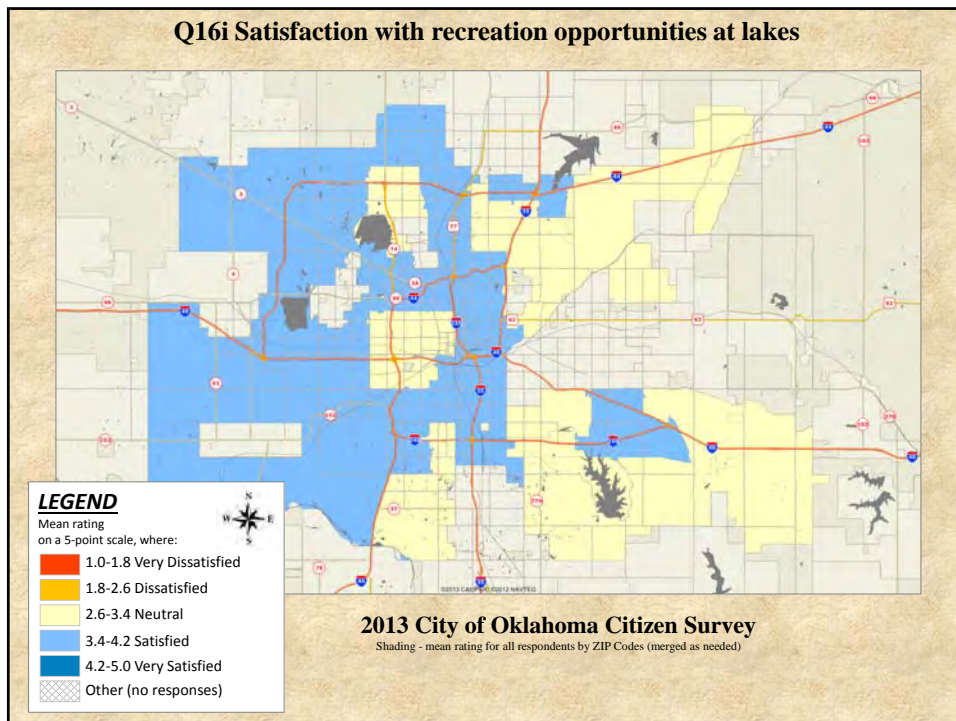
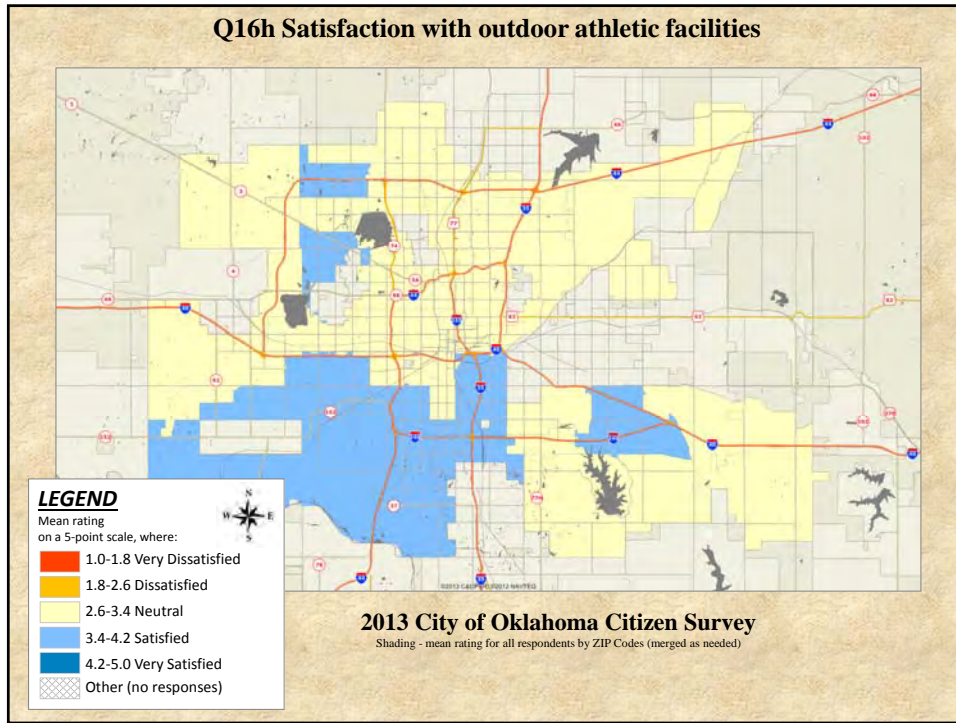


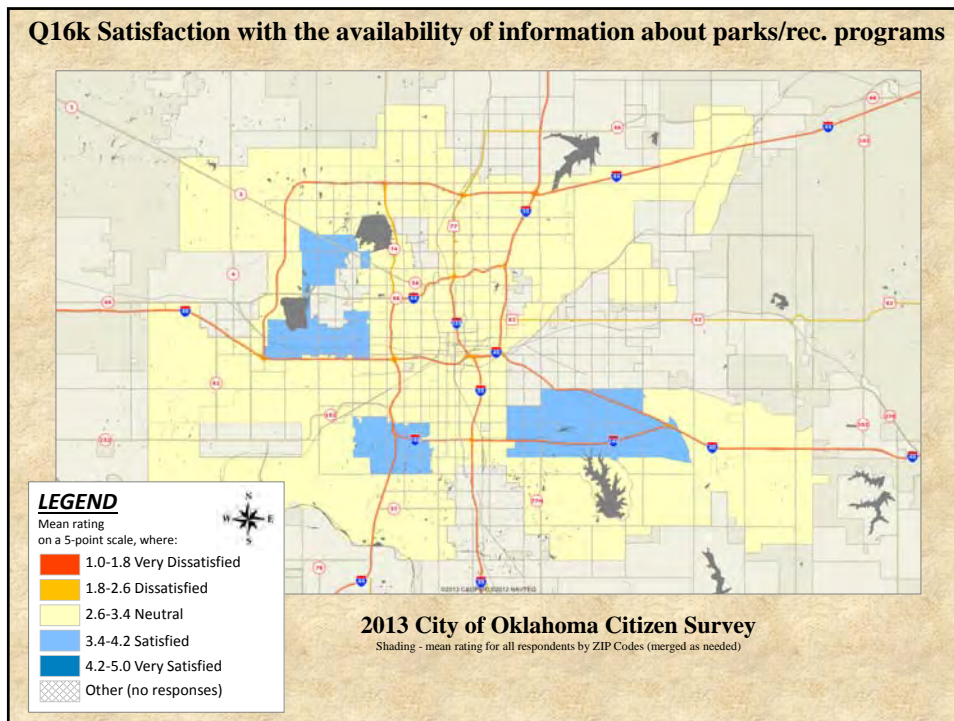
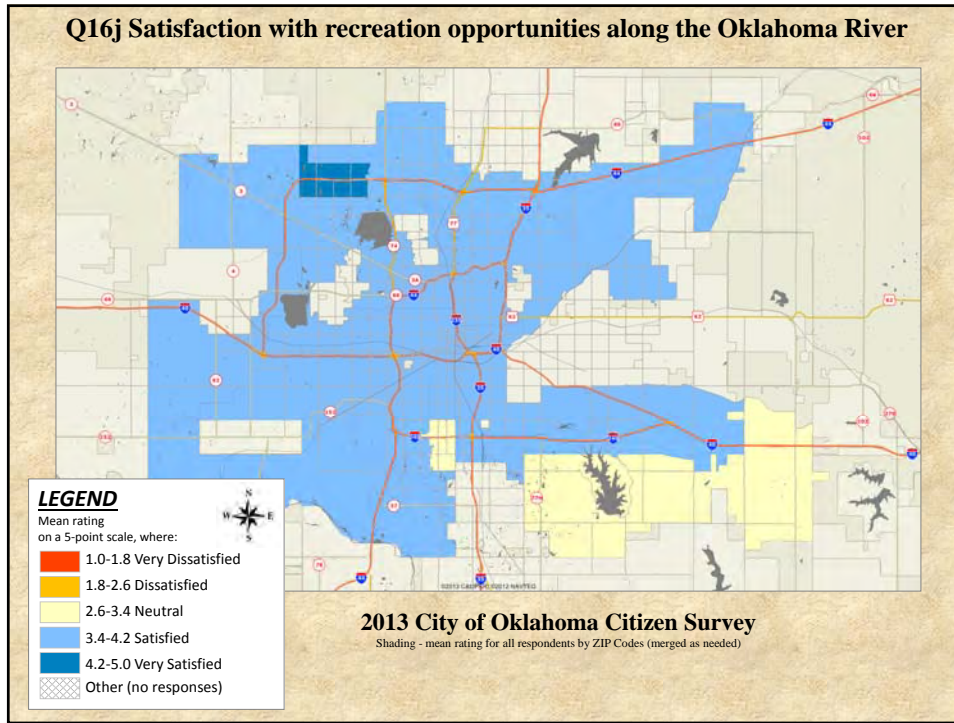


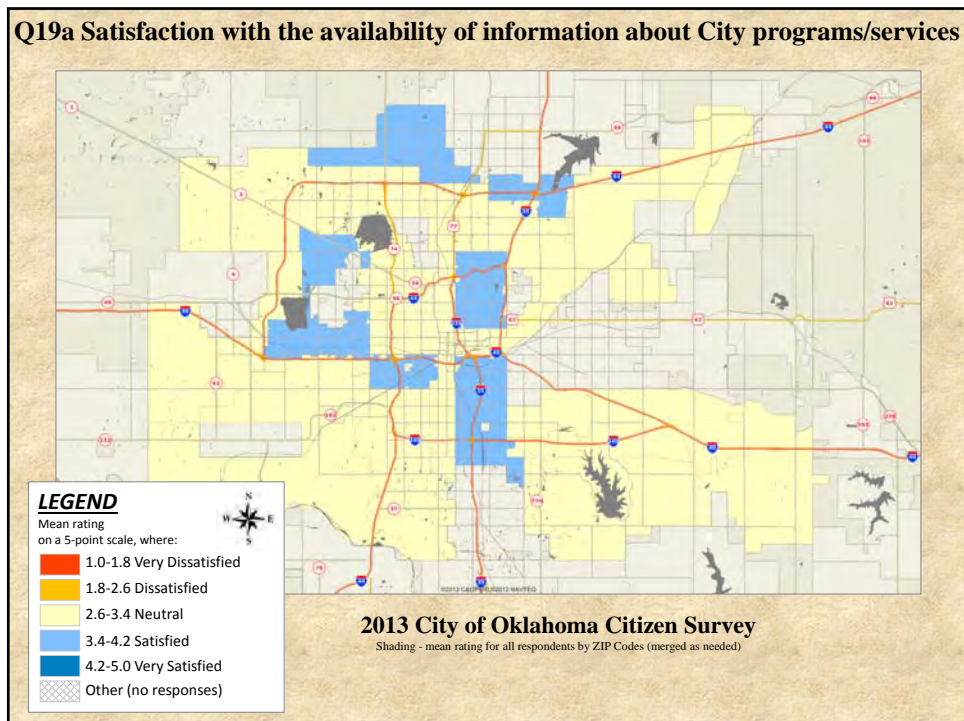
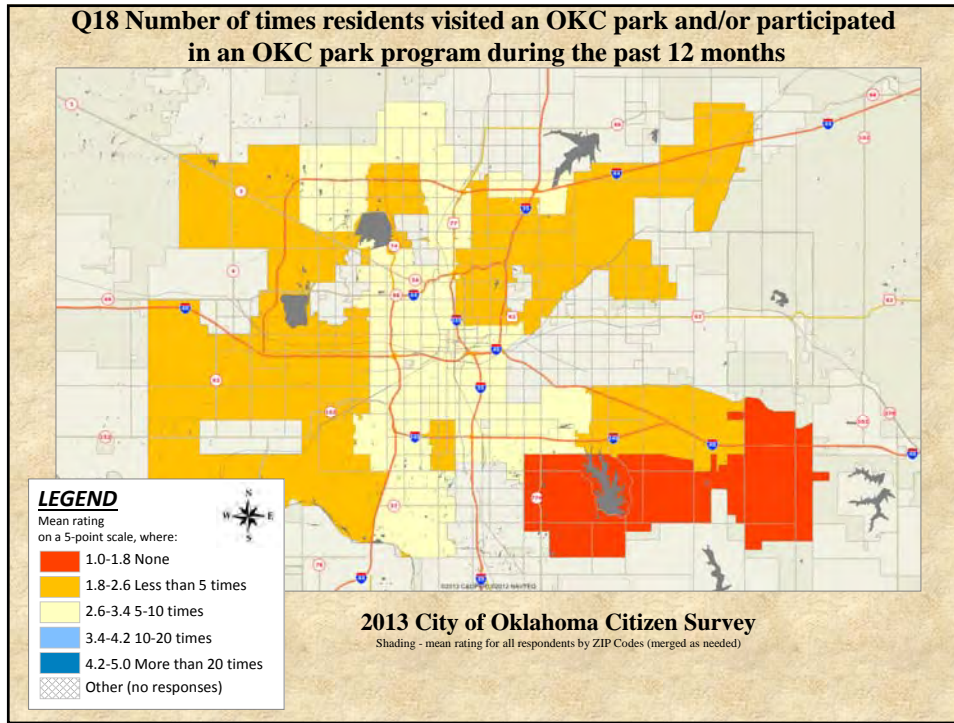


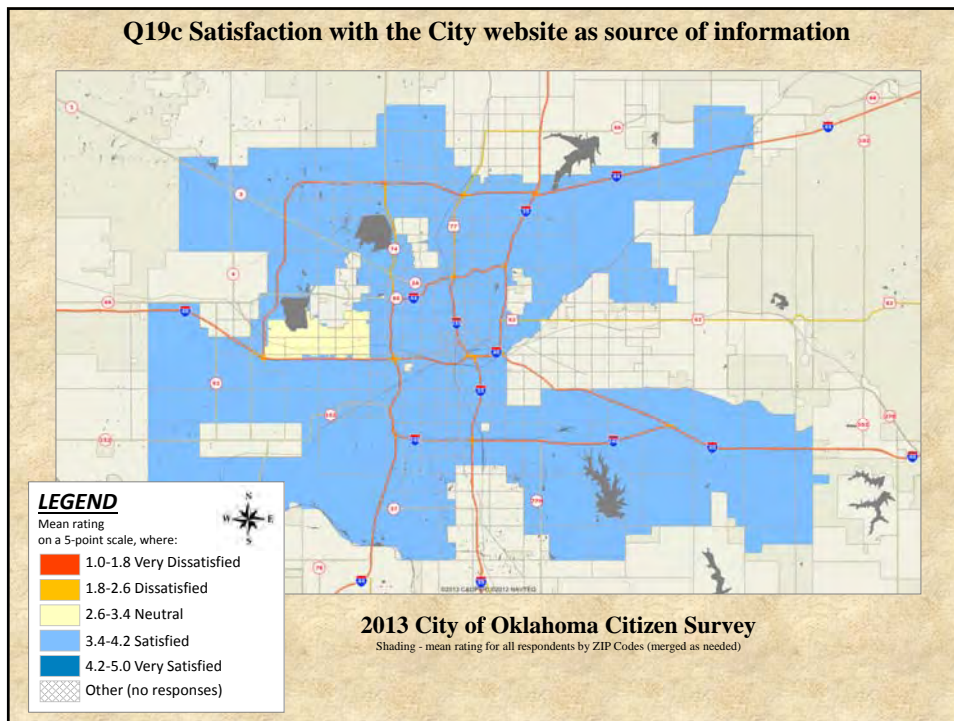
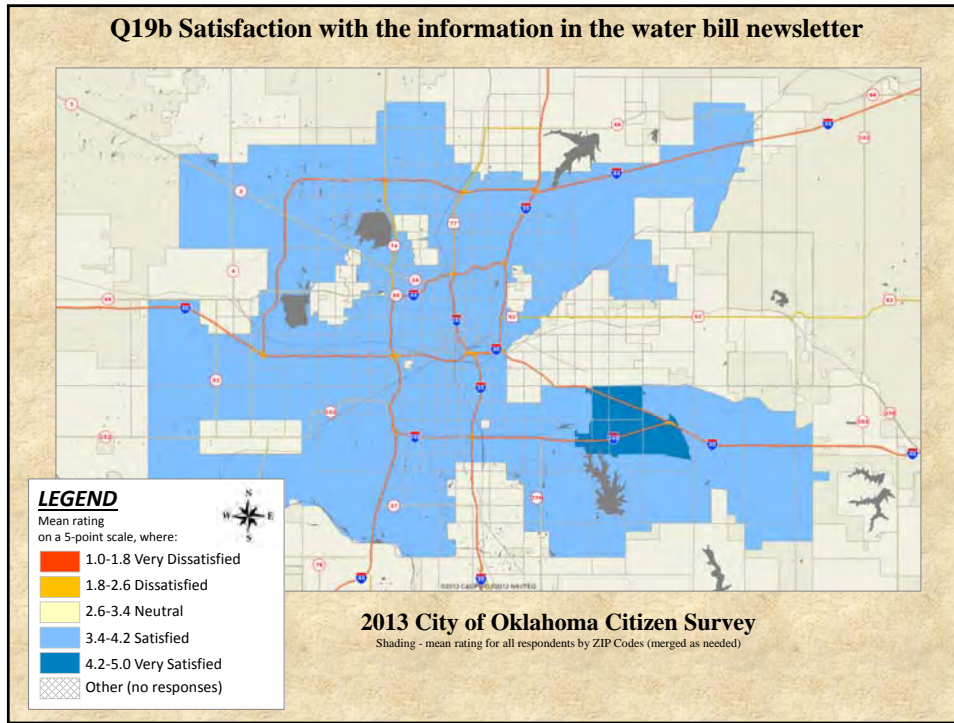


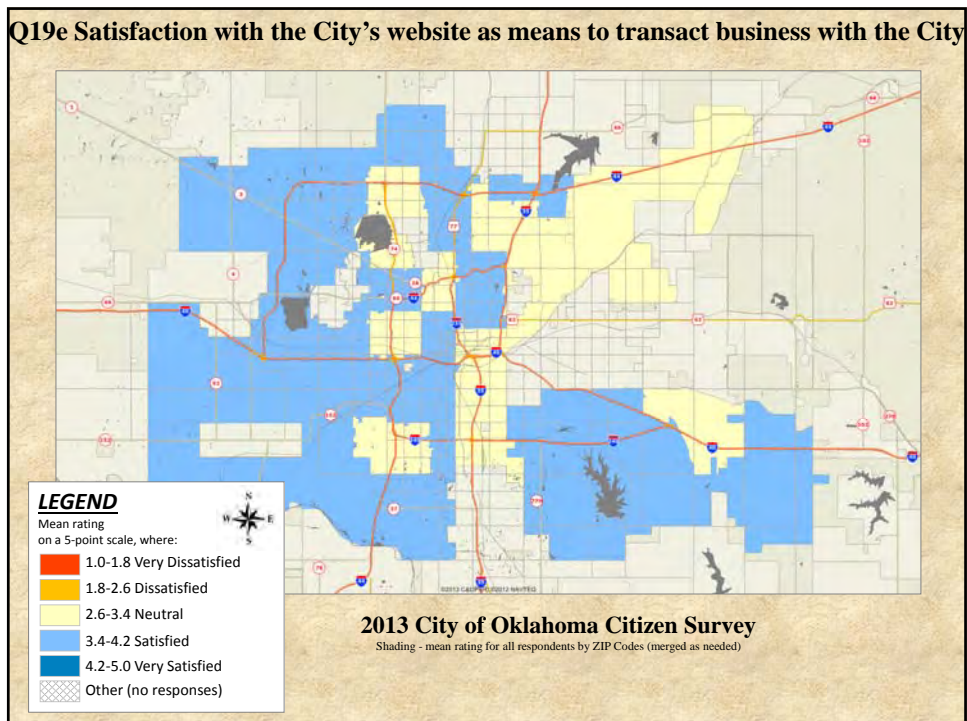
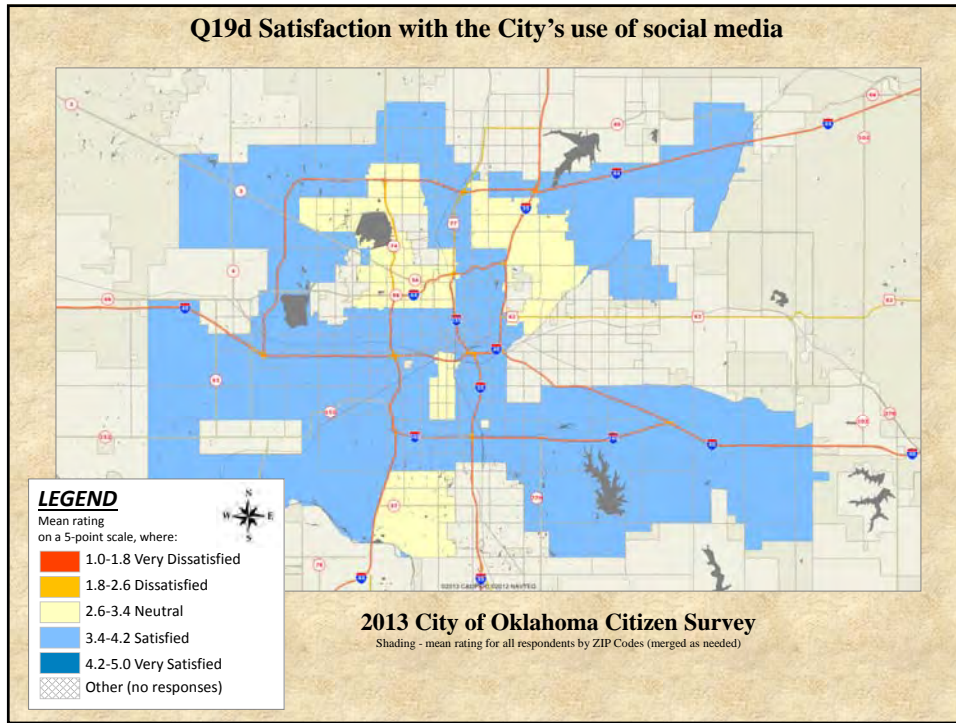




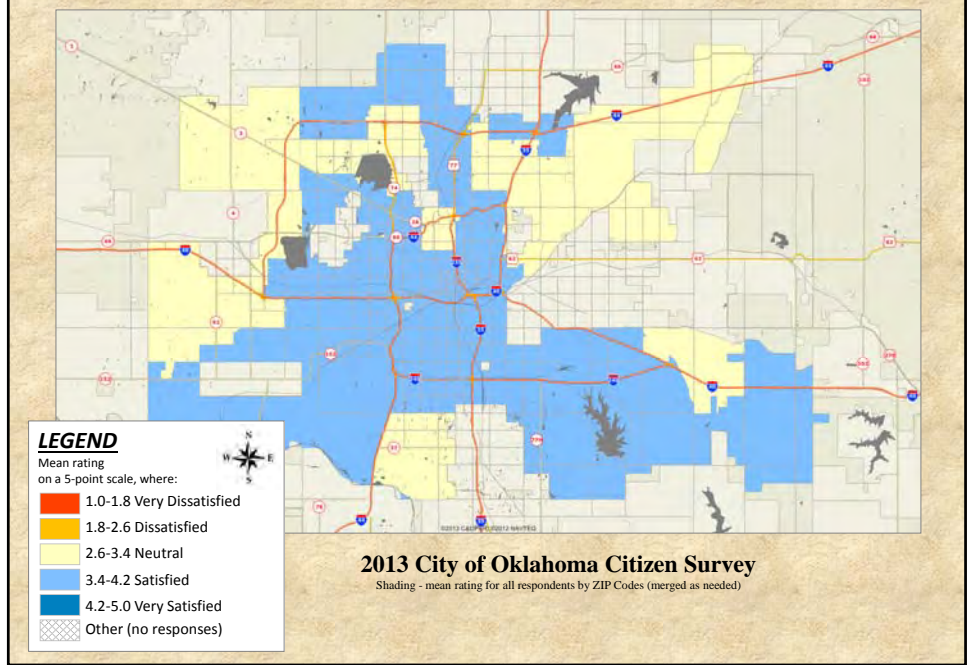




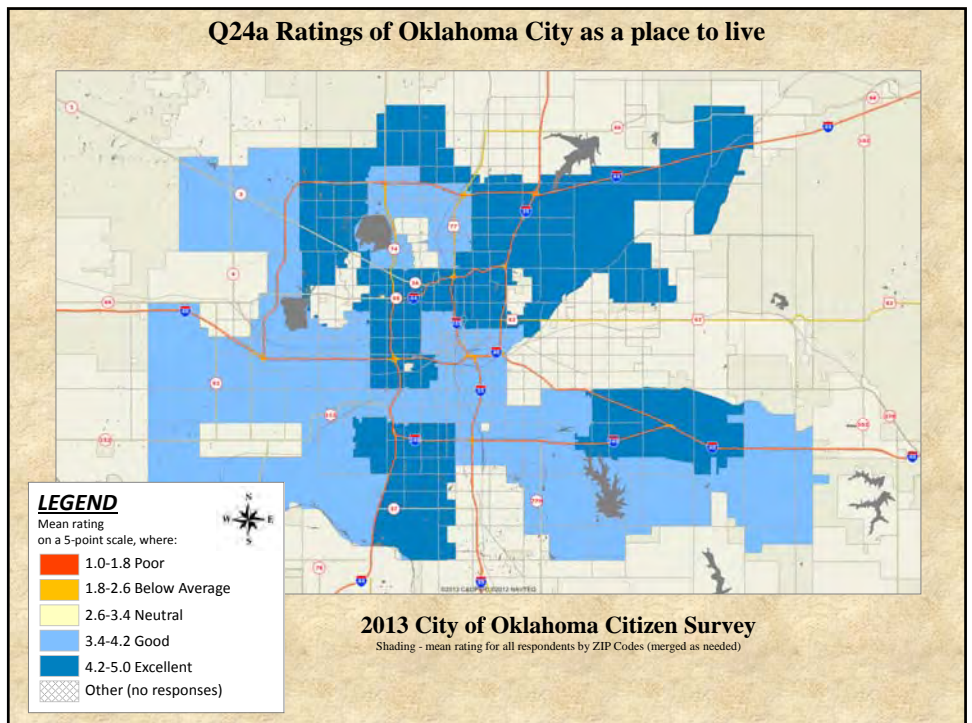


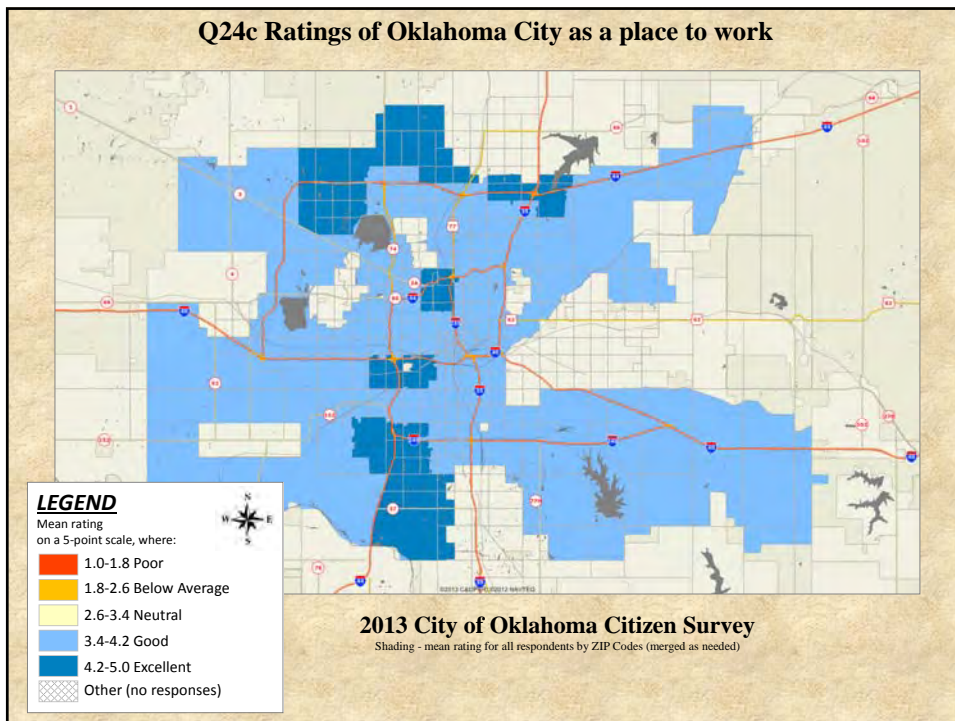
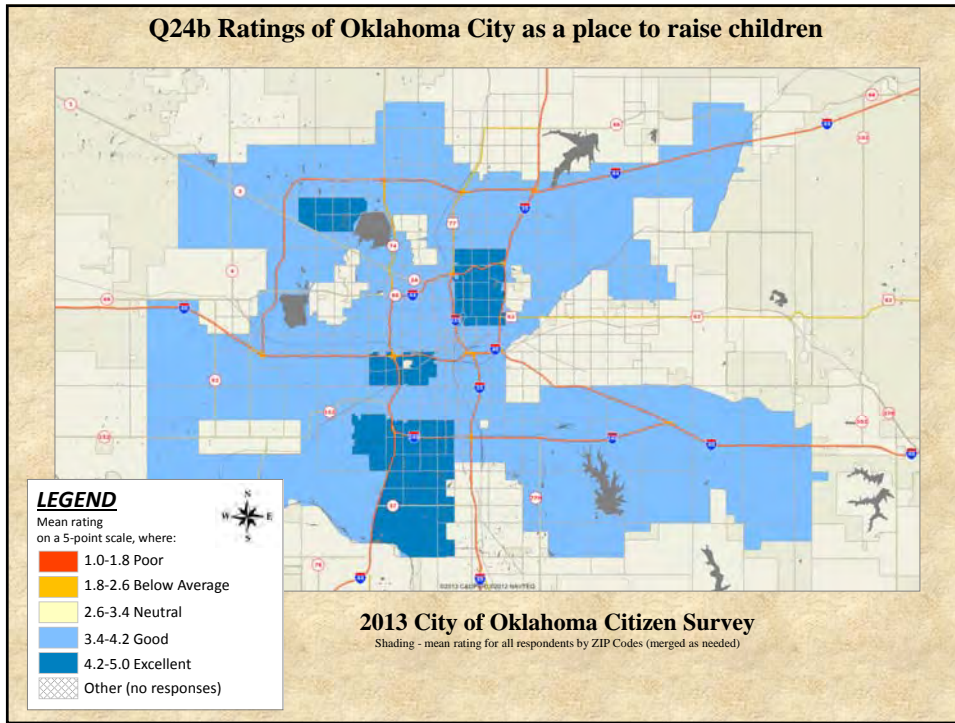


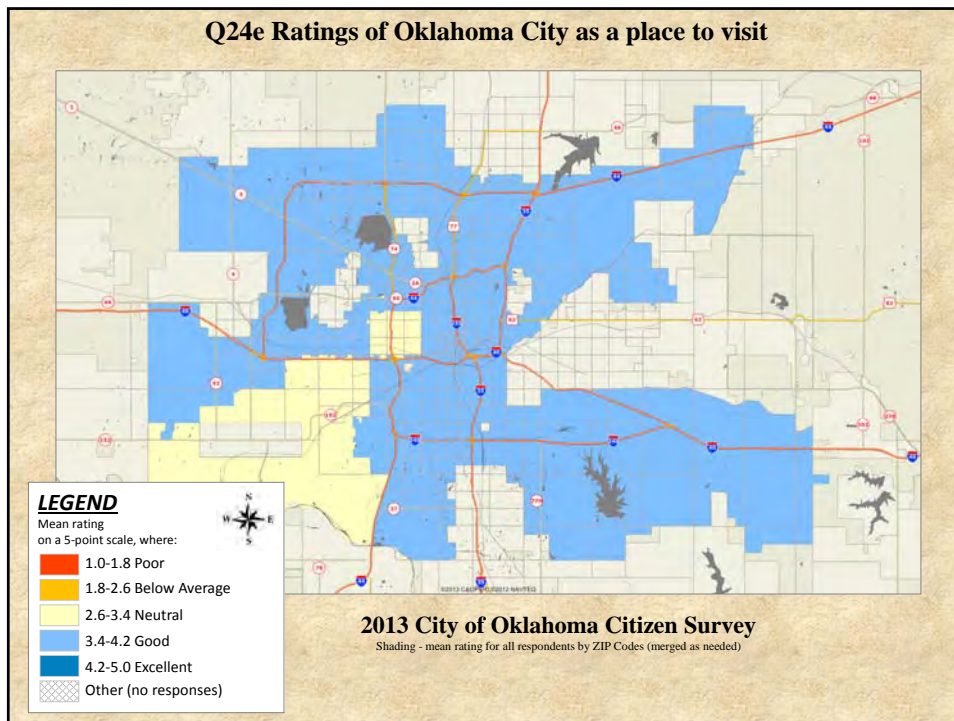
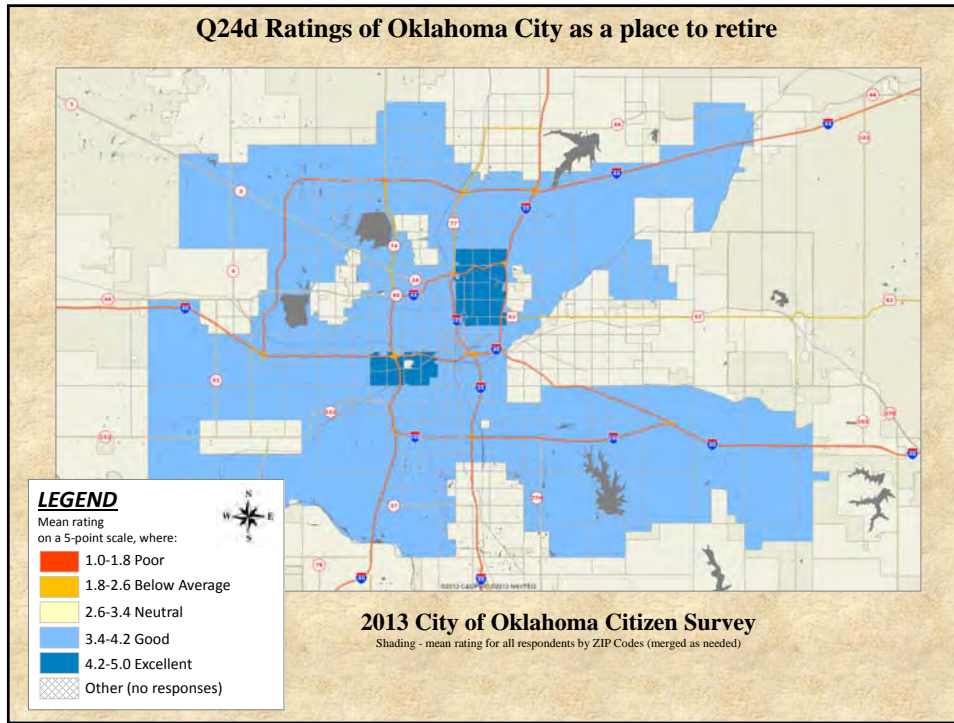
Q19f Satisfaction with the services/information provided by the City's Action Center

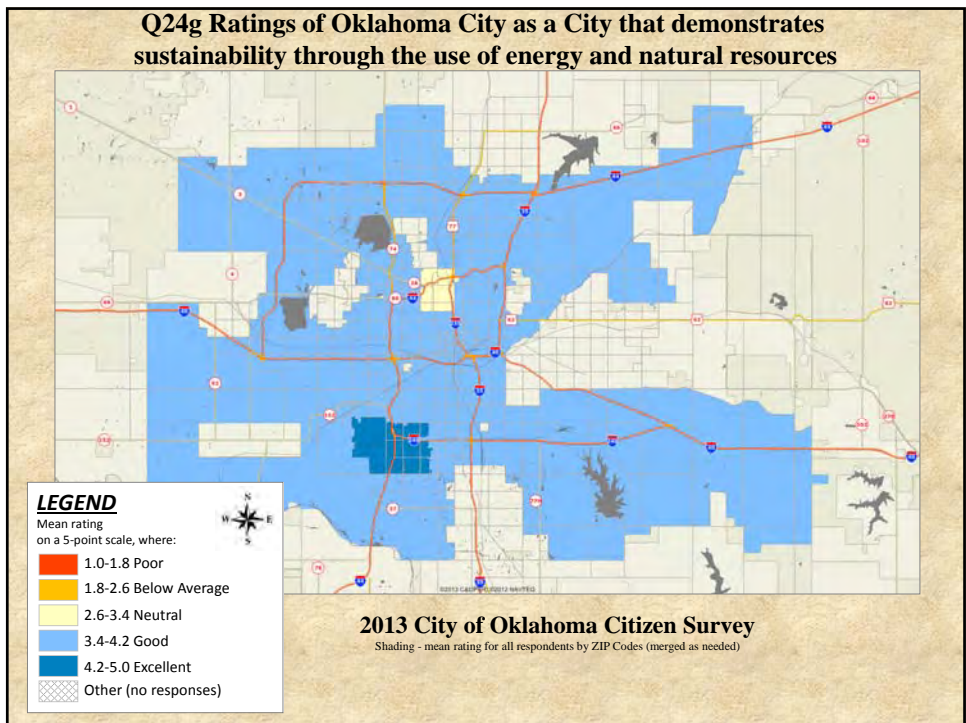
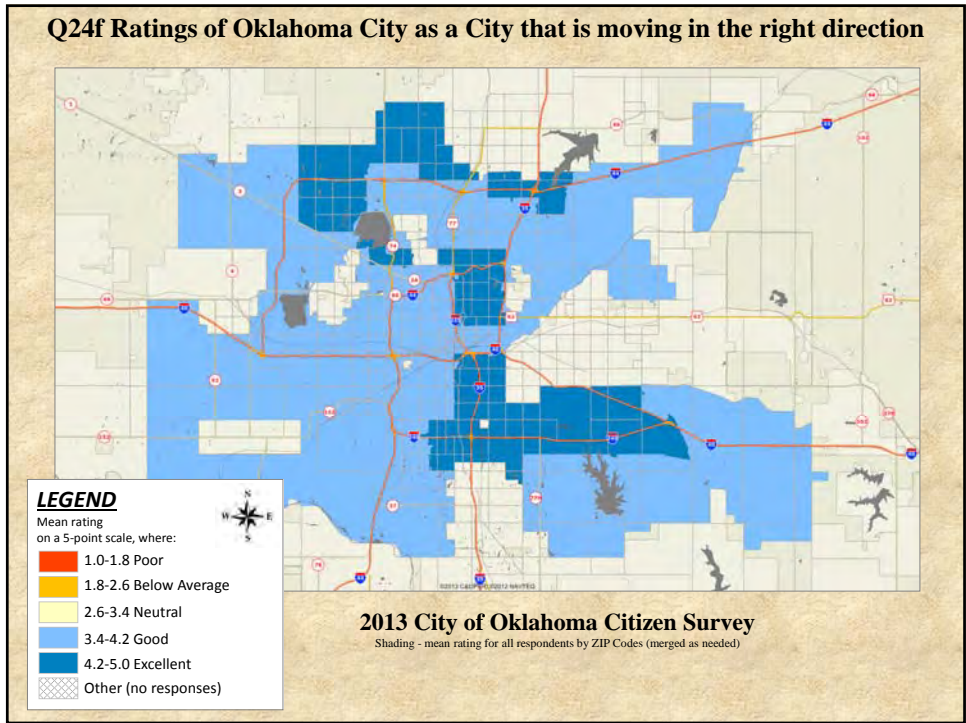


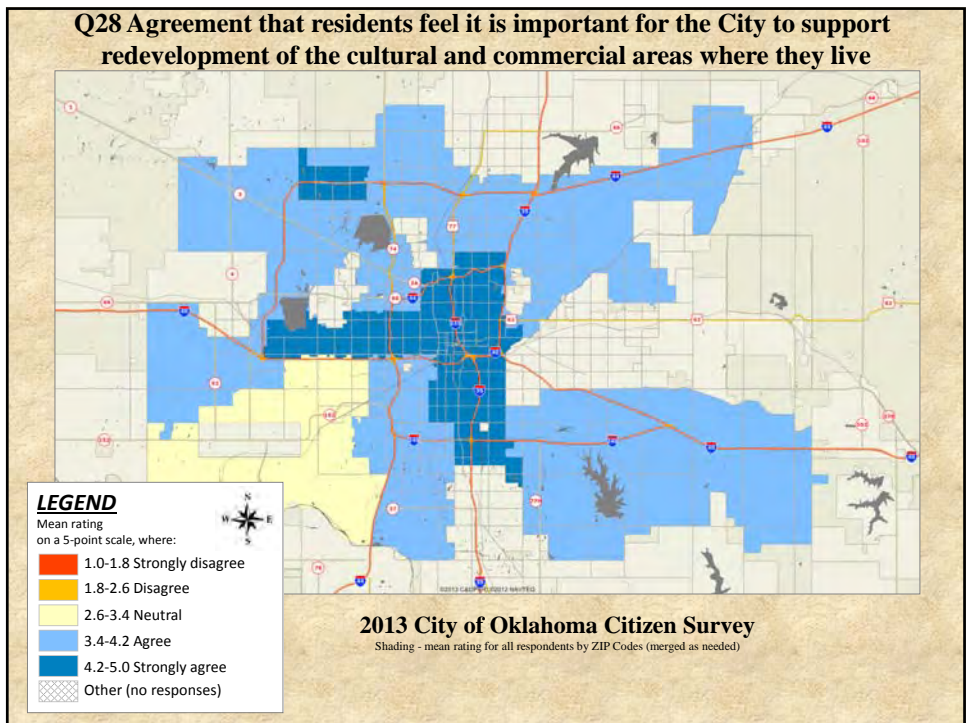
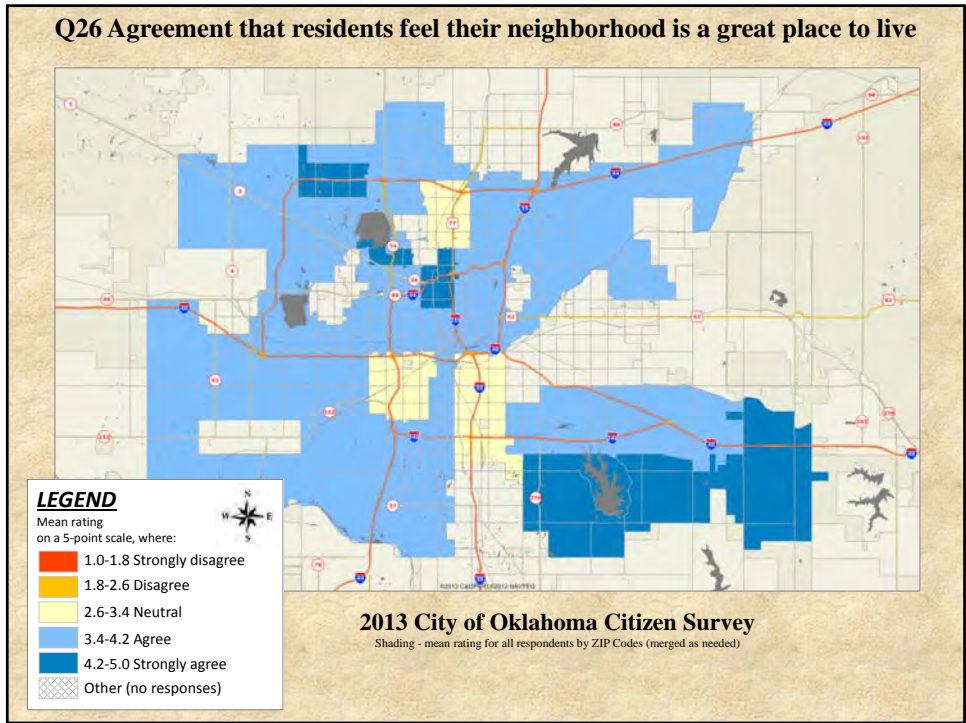
Q24a Ratings of Oklahoma City as a place to live











Section 5:
Tabular Data
and Survey Instrument

Q1. Major categories of services provided by the City of Oklahoma City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Quality of police service	24.1%	41.3%	17.7%	6.6%	3.3%	6.9%
Q1b. Quality of fire service	43.2%	38.1%	6.2%	0.9%	0.4%	11.2%
Q1c. Quality of ambulance	31.0%	35.9%	12.1%	1.9%	0.8%	18.3%
Q1d. Quality of City parks and recreation programs and facilities	16.7%	36.1%	23.9%	9.9%	3.0%	10.4%
Q1e. Condition of City Streets	4.0%	15.0%	21.8%	34.5%	23.4%	1.4%
Q1f. Quality of City water utilities	24.0%	41.5%	18.1%	7.0%	3.3%	6.0%
Q1g. Enforcement of City codes and ordinances	11.7%	28.6%	28.6%	13.3%	5.4%	12.3%
Q1h. Quality of customer service you receive from City employees	19.0%	38.1%	24.3%	5.2%	3.2%	10.3%
Q1i. Effectiveness of City communication with the public	13.3%	38.7%	29.8%	8.8%	3.5%	5.9%
Q1j. Flow of traffic and the ease of getting around town	9.1%	35.6%	29.2%	18.1%	6.4%	1.6%
Q1k. Quality of the City's public transit system	5.8%	11.8%	20.7%	11.7%	11.7%	38.3%

WITHOUT DON'T KNOW

Q1. Major categories of services provided by the City of Oklahoma City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Quality of police service	25.9%	44.4%	19.0%	7.1%	3.6%
Q1b. Quality of fire service	48.6%	42.9%	7.0%	1.0%	0.5%
Q1c. Quality of ambulance	37.9%	44.0%	14.9%	2.3%	1.0%
Q1d. Quality of City parks and recreation programs and facilities	18.6%	40.3%	26.7%	11.0%	3.3%
Q1e. Condition of City Streets	4.0%	15.3%	22.1%	34.9%	23.7%
Q1f. Quality of City water utilities	25.6%	44.2%	19.3%	7.4%	3.5%
Q1g. Enforcement of City codes and ordinances	13.4%	32.7%	32.6%	15.2%	6.2%
Q1h. Quality of customer service you receive from City employees	21.2%	42.5%	27.1%	5.8%	3.5%
Q1i. Effectiveness of City communication with the public	14.2%	41.1%	31.6%	9.4%	3.7%
Q1j. Flow of traffic and the ease of getting around town	9.2%	36.2%	29.7%	18.4%	6.5%
Q1k. Quality of the City's public transit system	9.5%	19.2%	33.5%	18.9%	18.9%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 1st Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	188	15.2 %
Quality of fire service	6	0.5 %
Quality of ambulance service	18	1.5 %
Quality of City parks and recreation programs and facilities	55	4.4 %
Condition of City streets	585	47.3 %
Quality of City water utilities	33	2.7 %
Enforcement of City codes and ordinances	46	3.7 %
Quality of customer service you receive from City employees	9	0.7 %
Effectiveness of City communication with the public	12	1.0 %
Flow of traffic and the ease of getting around town	79	6.4 %
Quality of the City's public transit system	114	9.2 %
None chosen	91	7.4 %
Total	1236	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	106	8.6 %
Quality of fire service	58	4.7 %
Quality of ambulance service	15	1.2 %
Quality of City parks and recreation programs and facilities	106	8.6 %
Condition of City streets	210	17.0 %
Quality of City water utilities	50	4.0 %
Enforcement of City codes and ordinances	94	7.6 %
Quality of customer service you receive from City employees	28	2.3 %
Effectiveness of City communication with the public	44	3.6 %
Flow of traffic and the ease of getting around town	205	16.6 %
Quality of the City's public transit system	101	8.2 %
None chosen	219	17.7 %
Total	1236	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 3rd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	76	6.1 %
Quality of fire service	45	3.6 %
Quality of ambulance service	35	2.8 %
Quality of City parks and recreation programs and facilities	103	8.3 %
Condition of City streets	105	8.5 %
Quality of City water utilities	52	4.2 %
Enforcement of City codes and ordinances	86	7.0 %
Quality of customer service you receive from City employees	39	3.2 %
Effectiveness of City communication with the public	65	5.3 %
Flow of traffic and the ease of getting around town	158	12.8 %
Quality of the City's public transit system	122	9.9 %
None chosen	350	28.3 %
Total	1236	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? (Sum of Top Three Choices)

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	370	29.9 %
Quality of fire service	109	8.8 %
Quality of ambulance service	68	5.5 %
Quality of City parks and recreation programs and facilities	264	21.4 %
Condition of City streets	900	72.8 %
Quality of City water utilities	135	10.9 %
Enforcement of City codes and ordinances	226	18.3 %
Quality of customer service you receive from City employees	76	6.1 %
Effectiveness of City communication with the public	121	9.8 %
Flow of traffic and the ease of getting around town	442	35.8 %
Quality of the City's public transit system	337	27.3 %
None chosen	289	23.4 %
Total	3337	

Q3. Items that may influence your perception of the City of Oklahoma City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a. Quality of services provided by the City	14.8%	49.3%	24.7%	3.9%	1.5%	5.7%
Q3b. Appearance of the City	16.7%	47.1%	23.3%	10.2%	1.5%	1.2%
Q3c. Image of the City	22.7%	47.2%	20.0%	6.7%	1.6%	1.9%
Q3d. How well the City is planning growth	23.1%	39.2%	21.0%	7.3%	2.4%	7.0%
Q3e. Quality of life in the City	23.6%	49.1%	18.9%	5.5%	1.1%	1.9%
Q3f. Feeling of safety in the City	13.6%	43.1%	24.7%	12.5%	4.3%	1.9%
Q3g. Quality of Downtown	24.5%	43.0%	19.4%	5.6%	1.8%	5.7%

WITHOUT DON'T KNOW

Q3. Items that may influence your perception of the City of Oklahoma City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a. Quality of services provided by the City	15.7%	52.3%	26.2%	4.1%	1.6%
Q3b. Appearance of the City	17.0%	47.7%	23.6%	10.3%	1.5%
Q3c. Image of the City	23.1%	48.1%	20.4%	6.8%	1.6%
Q3d. How well the City is planning growth	24.8%	42.2%	22.5%	7.8%	2.6%
Q3e. Quality of life in the City	24.0%	50.0%	19.2%	5.6%	1.2%
Q3f. Feeling of safety in the City	13.8%	43.9%	25.1%	12.7%	4.4%
Q3g. Quality of Downtown	26.0%	45.6%	20.5%	6.0%	1.9%

Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Police service in your neighborhood	21.4%	35.9%	18.4%	11.8%	6.7%	5.7%
Q4b. Enforcement of local traffic laws	16.8%	37.7%	22.9%	12.4%	6.0%	4.1%

WITHOUT DON'T KNOW

Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Police service in your neighborhood	22.7%	38.1%	19.6%	12.5%	7.1%
Q4b. Enforcement of local traffic laws	17.6%	39.4%	23.9%	12.9%	6.3%

Q5. Do you have a working smoke alarm in your home?

Q5. Do you have a working smoke alarm in your home?	Number	Percent
Yes	1096	88.7 %
No	62	5.0 %
Don't Know	78	6.3 %
Total	1236	100.0 %

Q6. City Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6a. Residential trash collection services	40.2%	46.8%	7.3%	3.6%	1.5%	0.6%
Q6b. Curbside recycling services	29.2%	36.1%	12.4%	6.9%	4.9%	10.6%
Q6c. Bulky item pick-up/removal services (old furniture, appliances. etc.)	33.6%	39.1%	13.4%	6.5%	3.4%	4.0%
Q6d. Water service	33.3%	43.4%	12.1%	2.4%	1.5%	7.3%
Q6e. Water service	27.4%	40.8%	15.0%	2.3%	1.1%	13.5%
Q6f. Speed of service (Repairs, starting service, etc.)	19.9%	35.4%	21.4%	5.6%	2.0%	15.7%
Q6g. Quality of customer service	23.2%	40.3%	20.8%	4.1%	1.3%	10.4%

WITHOUT DON'T KNOW

Q6. City Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6a. Residential trash collection services	40.4%	47.0%	7.3%	3.7%	1.5%
Q6b. Curbside recycling services	32.7%	40.4%	13.8%	7.7%	5.4%
Q6c. Bulky item pick-up/removal services (old furniture, appliances. etc.)	35.0%	40.7%	14.0%	6.7%	3.5%
Q6d. Water service	36.0%	46.8%	13.1%	2.6%	1.6%
Q6e. Water service	31.6%	47.1%	17.3%	2.6%	1.3%
Q6f. Speed of service (Repairs, starting service, etc.)	23.6%	42.0%	25.3%	6.6%	2.4%
Q6g. Quality of customer service	25.9%	44.9%	23.2%	4.5%	1.4%

Q7. Overall, how satisfied are you with the convenience of public transportation in the City of Oklahoma City?

Q7. Overall, how satisfied are you with the convenience of public transportation?	Number	Percent
Very satisfied	63	5.1 %
Satisfied	129	10.4 %
Neutral	246	19.9 %
Dissatisfied	147	11.9 %
Very dissatisfied	128	10.4 %
Don't know	523	42.3 %
Total	1236	100.0 %

WITHOUT DON'T KNOW

Q7. Overall, how satisfied are you with the convenience of public transportation in the City of Oklahoma City? (Without "Don't Know")

Q7. Overall, how satisfied are you with the convenience of public transportation?	Number	Percent
Very satisfied	63	8.8 %
Satisfied	129	18.1 %
Neutral	246	34.5 %
Dissatisfied	147	20.6 %
Very dissatisfied	128	18.0 %
Total	713	100.0 %

Q8. Which TWO (2) of the following bus service characteristics are most important to you when considering whether or not to use public transit?

Q8. 1st Most Important	Number	Percent
How often the bus comes by your stop	382	30.9 %
Service available until midnight	88	7.1 %
Sheltered Bus Stops	105	8.5 %
The time it takes to make a trip	188	15.2 %
Sunday Service	38	3.1 %
None Chosen	435	35.2 %
Total	1236	100.0 %

Q8. Which TWO (2) of the following bus service characteristics are most important to you when considering whether or not to use public transit?

Q8. 2nd Most Important	Number	Percent
How often the bus comes by your stop	168	13.6 %
Service available until midnight	96	7.8 %
Sheltered Bus Stops	165	13.3 %
The time it takes to make a trip	219	17.7 %
Sunday Service	82	6.6 %
None Chosen	506	40.9 %
Total	1236	100.0 %

Q8. Which TWO (2) of the following bus service characteristics are most important to you when considering whether or not to use public transit? (Sum of Top Two Choices)

Q8. Sum of Top Two Choices	Number	Percent
How often the bus comes by your stop	550	44.5 %
Service available until midnight	184	14.9 %
Sheltered Bus Stops	270	21.8 %
The time it takes to make a trip	407	32.9 %
Sunday Service	120	9.7 %
None Chosen	548	44.3 %
Total	2079	

Q10. Code Enforcement: Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10a. Enforcing the clean up of junk and debris on private property	10.7%	27.0%	25.2%	19.3%	8.8%	8.9%
Q10b. Enforcing the mowing and cutting of weeds and grass on private property	10.8%	25.2%	25.5%	21.4%	9.9%	7.2%
Q10c. Enforcing the exterior maintenance of residential property	8.5%	25.4%	30.7%	17.2%	8.3%	10.0%
Q10d. Enforcing sign regulations	11.0%	29.9%	30.3%	11.1%	4.4%	13.3%
Q10e. Quality of animal control services	10.7%	29.9%	28.7%	14.1%	7.5%	9.1%
Q10f. Enforcement of yard parking regulations in your neighborhood	15.2%	30.6%	24.7%	10.5%	7.9%	11.0%
Q10g. City efforts to remove abandoned or inoperative vehicles	14.1%	24.2%	26.1%	11.7%	6.2%	17.7%

WITHOUT DON'T KNOW

Q10. Code Enforcement: Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10a. Enforcing the clean up of junk and debris on private property	11.7%	29.7%	27.7%	21.2%	9.7%
Q10b. Enforcing the mowing and cutting of weeds and grass on private property	11.6%	27.2%	27.5%	23.1%	10.6%
Q10c. Enforcing the exterior maintenance of residential property	9.4%	28.2%	34.1%	19.1%	9.2%
Q10d. Enforcing sign regulations	12.7%	34.5%	34.9%	12.8%	5.1%
Q10e. Quality of animal control services	11.8%	32.9%	31.6%	15.5%	8.3%
Q10f. Enforcement of yard parking regulations in your neighborhood	17.1%	34.4%	27.8%	11.7%	8.9%
Q10g. City efforts to remove abandoned or inoperative vehicles	17.1%	29.5%	31.7%	14.2%	7.5%

Q11. Which THREE code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q11. 1st Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean up of junk and debris on private property	378	30.6 %
Enforcing the mowing and cutting of weeds and grass on private property	214	17.3 %
Enforcing the exterior maintenance of residential property	90	7.3 %
Enforcing sign regulations	61	4.9 %
Quality of animal control services	154	12.5 %
Enforcement of yard parking regulations in your neighborhood	73	5.9 %
City efforts to remove abandoned or inoperative vehicles	75	6.1 %
None Chosen	191	15.5 %
Total	1236	100.0 %

Q11. Which THREE code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q11. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean up of junk and debris on private property	166	13.4 %
Enforcing the mowing and cutting of weeds and grass on private property	315	25.5 %
Enforcing the exterior maintenance of residential property	132	10.7 %
Enforcing sign regulations	65	5.3 %
Quality of animal control services	79	6.4 %
Enforcement of yard parking regulations in your neighborhood	81	6.6 %
City efforts to remove abandoned or inoperative vehicles	86	7.0 %
None Chosen	312	25.2 %
Total	1236	100.0 %

Q11. Which THREE code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q11. 3rd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean up of junk and debris on private property	110	8.9 %
Enforcing the mowing and cutting of weeds and grass on private property	133	10.8 %
Enforcing the exterior maintenance of residential property	194	15.7 %
Enforcing sign regulations	39	3.2 %
Quality of animal control services	104	8.4 %
Enforcement of yard parking regulations in your neighborhood	99	8.0 %
City efforts to remove abandoned or inoperative vehicles	139	11.2 %
None Chosen	418	33.8 %
Total	1236	100.0 %

Q11. Which THREE code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years? (Sum of Top Three Choices)

<u>Q11. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean up of junk and debris on private property	654	52.9 %
Enforcing the mowing and cutting of weeds and grass on private property	662	53.6 %
Enforcing the exterior maintenance of residential property	416	33.7 %
Enforcing sign regulations	165	13.3 %
Quality of animal control services	337	27.3 %
Enforcement of yard parking regulations in your neighborhood	253	20.5 %
City efforts to remove abandoned or inoperative vehicles	300	24.3 %
None Chosen	406	32.8 %
Total	3193	

Q12. How often would you say stray dogs are a problem in your neighborhood?

Q12. How often would you say stray dogs are a problem in your neighborhood?	Number	Percent
More than once per week	166	13.4 %
Once a week	86	7.0 %
1-2 times per month	162	13.1 %
A few times per year	248	20.1 %
Seldom or never	525	42.5 %
Don't know	49	4.0 %
Total	1236	100.0 %

Q13. How often would you say stray cats are a problem in your neighborhood?

Q13. How often would you say stray cats are a problem in your neighborhood?	Number	Percent
More than once per week	245	19.8 %
Once a week	85	6.9 %
1-2 times per month	117	9.5 %
A few times per year	170	13.8 %
Seldom or never	544	44.0 %
Don't know	75	6.1 %
Total	1236	100.0 %

Q14. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14a. Condition of major City streets	5.6%	25.2%	24.7%	28.5%	14.3%	1.7%
Q14b. Condition of streets in YOUR neighborhood	7.8%	30.6%	23.2%	23.2%	14.3%	1.1%
Q14c. Condition of street signs	13.8%	50.8%	23.0%	8.6%	2.3%	1.5%
Q14d. Condition of pavement markings on City streets	9.1%	38.2%	28.8%	14.6%	6.5%	2.8%
Q14e. Snow removal on major City streets during the past 2 years	17.4%	47.2%	19.5%	8.0%	3.5%	4.4%
Q14f. Landscaping/streetscaping	13.8%	42.3%	27.3%	10.9%	3.9%	1.9%
Q14g. Adequacy of City street lighting	11.0%	42.9%	25.7%	13.9%	4.5%	1.9%
Q14h. Cleanliness of City streets and other public areas	9.3%	41.7%	28.3%	15.1%	4.5%	1.1%
Q14i. Cleanliness of stormwater drains in your neighborhood	10.6%	34.3%	24.7%	14.3%	6.7%	9.4%

WITHOUT DON'T KNOW

Q14. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14a. Condition of major City streets	5.7%	25.6%	25.1%	29.0%	14.6%
Q14b. Condition of streets in YOUR neighborhood	7.9%	30.9%	23.4%	23.4%	14.4%
Q14c. Condition of street signs	14.1%	51.6%	23.3%	8.7%	2.3%
Q14d. Condition of pavement markings on City streets	9.4%	39.3%	29.6%	15.1%	6.7%
Q14e. Snow removal on major City streets during the past 2 years	18.2%	49.4%	20.4%	8.4%	3.6%
Q14f. Landscaping/streetscaping	14.0%	43.1%	27.8%	11.1%	4.0%
Q14g. Adequacy of City street lighting	11.2%	43.8%	26.2%	14.2%	4.6%
Q14h. Cleanliness of City streets and other public areas	9.4%	42.2%	28.7%	15.2%	4.5%
Q14i. Cleanliness of stormwater drains in your neighborhood	11.7%	37.9%	27.2%	15.8%	7.4%

Q15. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q15. 1st Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	530	42.9 %
Condition of streets in YOUR neighborhood	194	15.7 %
Condition of street signs	25	2.0 %
Condition of pavement markings on City streets	57	4.6 %
Snow removal on major City streets during the past 2 years	32	2.6 %
Condition of landscaping or streetscaping in medians and along City streets	35	2.8 %
Adequacy of City street lighting	81	6.6 %
Cleanliness of City streets and other public areas	43	3.5 %
Cleanliness of stormwater drains in your neighborhood	97	7.8 %
None Chosen	142	11.5 %
Total	1236	100.0 %

Q15. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q15. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	128	10.4 %
Condition of streets in YOUR neighborhood	230	18.6 %
Condition of street signs	42	3.4 %
Condition of pavement markings on City streets	89	7.2 %
Snow removal on major City streets during the past 2 years	70	5.7 %
Condition of landscaping or streetscaping in medians and along City streets	91	7.4 %
Adequacy of City street lighting	120	9.7 %
Cleanliness of City streets and other public areas	129	10.4 %
Cleanliness of stormwater drains in your neighborhood	72	5.8 %
None Chosen	265	21.4 %
Total	1236	100.0 %

Q15. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q15. 3rd Most Emphasis	Number	Percent
Condition of major City streets	68	5.5 %
Condition of streets in YOUR neighborhood	79	6.4 %
Condition of street signs	44	3.6 %
Condition of pavement markings on City streets	108	8.7 %
Snow removal on major City streets during the past 2 years	65	5.3 %
Condition of landscaping or streetscaping in medians and along City streets	80	6.5 %
Adequacy of City street lighting	111	9.0 %
Cleanliness of City streets and other public areas	182	14.7 %
Cleanliness of stormwater drains in your neighborhood	103	8.3 %
None Chosen	396	32.0 %
Total	1236	100.0 %

Q15. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? (Sum of Top Three Choices)

Q15. Sum of Top Three Choices	Number	Percent
Condition of major City streets	726	58.7 %
Condition of streets in YOUR neighborhood	503	40.7 %
Condition of street signs	111	9.0 %
Condition of pavement markings on City streets	254	20.6 %
Snow removal on major City streets during the past 2 years	167	13.5 %
Condition of landscaping or streetscaping in medians and along City streets	206	16.7 %
Adequacy of City street lighting	312	25.2 %
Cleanliness of City streets and other public areas	354	28.6 %
Cleanliness of stormwater drains in your neighborhood	272	22.0 %
None Chosen	358	29.0 %
Total	3263	

Q16. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16a. Maintenance of City parks	13.0%	43.1%	23.2%	5.5%	1.5%	13.7%
Q16b. Location of City parks	14.2%	43.2%	20.4%	7.4%	2.1%	12.7%
Q16c. Walking and biking trails in the City	13.8%	31.1%	20.6%	13.3%	5.2%	16.1%
Q16d. Availability of City recreation centers	7.5%	24.4%	27.4%	11.4%	4.3%	25.0%
Q16e. City swimming pools, spraygrounds and aquatic programs	9.5%	25.7%	24.5%	9.7%	5.2%	25.4%
Q16f. City golf courses	11.1%	26.2%	22.7%	1.7%	1.0%	37.3%
Q16g. Athletic programs	8.0%	19.9%	26.8%	6.2%	2.6%	36.5%
Q16h. Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	7.9%	24.0%	27.7%	8.4%	3.1%	28.9%
Q16i Rec opportunities at Lake Draper	9.0%	29.8%	26.5%	7.0%	2.4%	25.4%
Q16j. Recreation opportunities along the Oklahoma River	15.4%	30.3%	20.9%	3.7%	2.2%	27.5%
Q16k. Availability of information about parks and recreation programs	8.7%	25.2%	27.7%	12.4%	5.7%	20.2%

WITHOUT DON'T KNOW

Q16. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16a. Maintenance of City parks	15.1%	50.0%	26.9%	6.4%	1.7%
Q16b. Location of City parks	16.3%	49.5%	23.4%	8.4%	2.4%
Q16c. Walking and biking trails in the City	16.5%	37.0%	24.5%	15.8%	6.2%
Q16d. Availability of City recreation centers	10.0%	32.5%	36.5%	15.2%	5.7%
Q16e. City swimming pools, spraygrounds and aquatic programs	12.7%	34.5%	32.9%	13.0%	6.9%
Q16f. City golf courses	17.7%	41.8%	36.3%	2.7%	1.5%
Q16g. Athletic programs	12.6%	31.4%	42.2%	9.7%	4.1%
Q16h. Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	11.2%	33.7%	39.0%	11.8%	4.3%
Q16i Rec opportunities at Lake Draper	12.0%	39.9%	35.5%	9.3%	3.3%
Q16j. Recreation opportunities along the Oklahoma River	21.2%	41.8%	28.8%	5.1%	3.0%
Q16k. Availability of information about parks and recreation programs	10.9%	31.6%	34.8%	15.6%	7.1%

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q17. 1st Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	228	18.4 %
Location of City parks	61	4.9 %
Walking and biking trails in the City	179	14.5 %
Availability of City recreation centers	57	4.6 %
City swimming pools, spraygrounds and aquatic programs	90	7.3 %
City golf courses	16	1.3 %
Athletic programs	24	1.9 %
Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	43	3.5 %
Recreation opportunities at Lakes Draper, Hefner, and Overholser	72	5.8 %
Recreation opportunities along the Oklahoma River	33	2.7 %
Availability of information about parks and recreation programs	126	10.2 %
None Chosen	307	24.8 %
Total	1236	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q17. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	72	5.8 %
Location of City parks	70	5.7 %
Walking and biking trails in the City	128	10.4 %
Availability of City recreation centers	97	7.8 %
City swimming pools, spraygrounds and aquatic programs	96	7.8 %
City golf courses	25	2.0 %
Athletic programs	42	3.4 %
Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	62	5.0 %
Recreation opportunities at Lakes Draper, Hefner, and Overholser	73	5.9 %
Recreation opportunities along the Oklahoma River	64	5.2 %
Availability of information about parks and recreation programs	80	6.5 %
None Chosen	427	34.5 %
Total	1236	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q17. 3rd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	66	5.3 %
Location of City parks	43	3.5 %
Walking and biking trails in the City	72	5.8 %
Availability of City recreation centers	73	5.9 %
City swimming pools, spraygrounds and aquatic programs	73	5.9 %
City golf courses	26	2.1 %
Athletic programs	53	4.3 %
Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	59	4.8 %
Recreation opportunities at Lakes Draper, Hefner, and Overholser	75	6.1 %
Recreation opportunities along the Oklahoma River	58	4.7 %
Availability of information about parks and recreation programs	117	9.5 %
None Chosen	521	42.2 %
Total	1236	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? (Sum of Top Three Choices)

<u>Q17. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	366	29.6 %
Location of City parks	174	14.1 %
Walking and biking trails in the City	379	30.7 %
Availability of City recreation centers	227	18.4 %
City swimming pools, spraygrounds and aquatic programs	259	21.0 %
City golf courses	67	5.4 %
Athletic programs	119	9.6 %
Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	164	13.3 %
Recreation opportunities at Lakes Draper, Hefner, and Overholser	220	17.8 %
Recreation opportunities along the Oklahoma River	155	12.5 %
Availability of information about parks and recreation programs	323	26.1 %
None Chosen	547	44.3 %
Total	3000	

Q18. How many times in the past 12 months did you or a member of your family visit an Oklahoma City park and/or participate in an Oklahoma City park program?

Q18. How many times in the past 12 months did you or a member of your family visit or participate ?	Number	Percent
None	269	21.8 %
Less than 5 times	390	31.6 %
5 to 10 times	207	16.7 %
11 to 20 times	127	10.3 %
More than 20 times	204	16.5 %
Don't know	39	3.2 %
Total	1236	100.0 %

Q19. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19a. The availability of information about City programs and services	9.1%	33.1%	29.8%	14.4%	4.5%	9.1%
Q19b. The information in the water bill newsletter	20.9%	48.5%	16.5%	3.7%	1.5%	9.0%
Q19c. The City's website (www.okc.gov) as a source of information	13.8%	32.1%	22.2%	3.4%	2.2%	26.3%
Q19d. The City's use of social media	8.3%	23.2%	25.3%	4.9%	1.8%	36.6%
Q19e. The City's website as a means to transact business with the City	10.3%	23.0%	24.1%	5.2%	2.0%	35.4%
Q19f. Services and information provided by the City's Action Center	9.3%	21.4%	24.9%	4.7%	3.2%	36.4%

WITHOUT DON'T KNOW

Q19. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1236)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a. The availability of information about City programs and services	10.1%	36.4%	32.7%	15.8%	5.0%
Q19b. The information in the water bill newsletter	22.9%	53.2%	18.1%	4.1%	1.6%
Q19c. The City's website (www.okc.gov) as a source of information	18.7%	43.6%	30.1%	4.6%	3.0%
Q19d. The City's use of social media	13.0%	36.6%	39.9%	7.7%	2.8%
Q19e. The City's website as a means to transact business with the City	15.9%	35.6%	37.3%	8.0%	3.1%
Q19f. Services and information provided by the City's Action Center	14.7%	33.7%	39.2%	7.4%	5.0%

Q20. Which of the following do you use to get information about the City of Oklahoma City?

Q20. Which of the following do you use to get information?	Number	Percent
Water bill newsletter, CityNews	788	63.8 %
Newspapers	537	43.4 %
Radio	315	25.5 %
Television news	772	62.5 %
City website (www.okc.gov)	435	35.2 %
City cable channel (Channel 20)	137	11.1 %
Calling the City	201	16.3 %
Social media	141	11.4 %
Other	76	6.1 %
None Chosen	219	17.7 %
Total	3621	

Q21. In which of the following areas would you like the City to provide more information?

Q21. In which of the following areas would you like the City to provide more information?	Number	Percent
Zoning/Permits	203	16.4 %
Street projects	539	43.6 %
MAPS 3	400	32.4 %
Planning studies	247	20.0 %
Elected officials	250	20.2 %
Public hearings	264	21.4 %
Bond projects	214	17.3 %
Festivals/events	678	54.9 %
Police activities	365	29.5 %
Code Enforcement	326	26.4 %
Parks programs	556	45.0 %
Other	68	5.5 %
None Chosen	448	36.2 %
Total	4558	

Q22. How do you prefer to report code violations and non-emergency problems or request a City service?

Q22. How do you prefer to report code violations and non-emergency problems or request a City service?	Number	Percent
Call the Action Center (297-2535)	648	52.4 %
Fill out the online service request form on www.okc.gov	270	21.8 %
Social media	52	4.2 %
Mobile application	78	6.3 %
Call the department	568	46.0 %
Email	165	13.3 %
Mail	55	4.4 %
Other	24	1.9 %
None Chosen	284	23.0 %
Total	2144	

Q23. Are you aware that the City has a Household Hazardous Waste disposal facility at 1621 S. Portland where residents can dispose of paint, insecticides, motor oil, etc. free of charge?

Q23. Are you aware that the City has a Household Hazardous Waste disposal facility	Number	Percent
Yes	727	58.8 %
No	487	39.4 %
Don't know	22	1.8 %
Total	1236	100.0 %

Q24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Oklahoma City with regard to the following:

(N=1236)

	Excellent	Good	Neutral	Below average	Poor	Don't Know
Q24a. As a place to live	37.4%	50.0%	8.7%	2.3%	1.0%	0.6%
Q24b. As a place to raise children	35.0%	43.5%	12.5%	5.0%	1.6%	2.3%
Q24c. As a place to work	32.2%	47.9%	13.3%	3.1%	1.5%	2.0%
Q24d. As a place to retire	29.2%	38.1%	17.1%	7.8%	3.6%	4.3%
Q24e. As a place to visit	25.2%	41.3%	21.4%	7.4%	3.2%	1.7%
Q24f. As a City that is moving in the right direction	36.8%	41.9%	14.3%	2.4%	2.5%	2.1%
Q24g. As a City that demonstrates sustainability through the responsible use of energy and natural resources	23.0%	36.7%	22.1%	5.7%	3.0%	9.6%

WITHOUT DON'T KNOW

Q24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Oklahoma City with regard to the following:(Without "Don't know")

(N=1236)

	Excellent	Good	Neutral	Below average	Poor
Q24a. As a place to live	37.6%	50.3%	8.8%	2.3%	1.0%
Q24b. As a place to raise children	35.8%	44.5%	12.8%	5.1%	1.7%
Q24c. As a place to work	32.9%	48.9%	13.6%	3.1%	1.5%
Q24d. As a place to retire	30.5%	39.8%	17.8%	8.1%	3.7%
Q24e. As a place to visit	25.6%	42.0%	21.7%	7.5%	3.2%
Q24f. As a City that is moving in the right direction	37.6%	42.8%	14.6%	2.5%	2.6%
Q24g. As a City that demonstrates sustainability through the responsible use of energy and natural resources	25.4%	40.6%	24.4%	6.3%	3.3%

Q25. The Oklahoma City Zoo. Listed below are various purposes of the Oklahoma City Zoo. Please select the TWO items you feel are most important by using the letters located to the left of each option.

<u>Q25. 1st Most Important</u>	<u>Number</u>	<u>Percent</u>
Education	497	40.2 %
Conservation	76	6.1 %
Recreation/entertainment	269	21.8 %
Provide an opportunity to experience wild animals	164	13.3 %
Animal research	20	1.6 %
Help ensure survival of endangered species	158	12.8 %
None Chosen	52	4.2 %
Total	1236	100.0 %

Q25. The Oklahoma City Zoo. Listed below are various purposes of the Oklahoma City Zoo. Please select the TWO items you feel are most important by using the letters located to the left of each option.

<u>Q25. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
Education	182	14.7 %
Conservation	119	9.6 %
Recreation/entertainment	283	22.9 %
Provide an opportunity to experience wild animals	267	21.6 %
Animal research	58	4.7 %
Help ensure survival of endangered species	218	17.6 %
None Chosen	109	8.8 %
Total	1236	100.0 %

Q25. The Oklahoma City Zoo. Listed below are various purposes of the Oklahoma City Zoo. Please select the TWO items you feel are most important by using the letters located to the left of each option. (Sum of Top Two Choices)

<u>Q25. Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Education	679	54.9 %
Conservation	195	15.8 %
Recreation/entertainment	552	44.7 %
Provide an opportunity to experience wild animals	431	34.9 %
Animal research	78	6.3 %
Help ensure survival of endangered species	376	30.4 %
None Chosen	161	13.0 %
Total	2472	

Q26. Your Neighborhood. Please rate your level of agreement with the following statement: "My neighborhood is a great place to live."

Q26. "My neighborhood is a great place to live."	Number	Percent
Strongly Agree	371	30.0 %
Agree	511	41.3 %
Neutral	191	15.5 %
Disagree	92	7.4 %
Strongly Disagree	57	4.6 %
Don't Know	14	1.1 %
Total	1236	100.0 %

Q27. City Neighborhoods. How often have you visited these local neighborhood areas for shopping, dining, entertainment, and events during the past year?

(N=1236)

	More Than 10 Times	6-10 Times	1-5 Times	Never	Don't Know
Q27a. Capitol Hill (SW 25th & Hudson)	4.5%	3.6%	22.0%	63.5%	6.5%
Q27b. Farmer's Market District (SW3rd & Klein)	4.3%	4.3%	30.2%	55.0%	6.2%
Q27c. I-240 Shopping Areas	20.9%	12.1%	27.5%	34.4%	5.0%
Q27d. SW 29th (Shields to May)	8.7%	5.9%	19.7%	59.3%	6.3%
Q27e. Stockyards City Main Street (SW 15th & Exchange)	6.4%	6.2%	40.5%	42.2%	4.7%
Q27f. The Paseo Arts District (NW 28th & Walker)	5.8%	8.7%	34.3%	45.8%	5.3%
Q27g. The Plaza District (NW 16th & Gatewood)	5.4%	5.5%	26.0%	55.8%	7.2%
Q27h. Uptown 23rd (NW 23rd from Broadway to Western)	11.8%	11.3%	31.6%	40.1%	5.2%
Q27i. Western Avenue (NW 36th - NW 50th)	18.2%	13.9%	31.7%	31.4%	4.9%
Q27j. Windsor Area (NW 23rd - Portland to MacArthur)	12.7%	8.9%	27.0%	44.7%	6.6%

WITHOUT DON'T KNOW**Q27. City Neighborhoods. How often have you visited these local neighborhood areas for shopping, dining, entertainment, and events during the past year?(Without "Don't Know")**

(N=1236)

	More Than 10 Times	6-10 Times	1-5 Times	Never
Q27a. Capitol Hill (SW 25th & Hudson)	4.9%	3.8%	23.5%	67.9%
Q27b. Farmer's Market District (SW3rd & Klein)	4.6%	4.6%	32.2%	58.6%
Q27c. I-240 Shopping Areas	22.0%	12.8%	29.0%	36.2%
Q27d. SW 29th (Shields to May)	9.3%	6.3%	21.1%	63.3%
Q27e. Stockyards City Main Street (SW 15th & Exchange)	6.7%	6.5%	42.5%	44.3%
Q27f. The Paseo Arts District (NW 28th & Walker)	6.2%	9.2%	36.3%	48.4%
Q27g. The Plaza District (NW 16th & Gatewood)	5.9%	5.9%	28.1%	60.1%
Q27h. Uptown 23rd (NW 23rd from Broadway to Western)	12.5%	11.9%	33.4%	42.3%
Q27i. Western Avenue (NW 36th - NW 50th)	19.2%	14.6%	33.3%	33.0%
Q27j. Windsor Area (NW 23rd - Portland to MacArthur)	13.6%	9.5%	29.0%	47.9%

Q28. Please rate your level of agreement with the following statement: "It is important for the City to support redevelopment of the cultural and commercial areas near where you live."

Q28. It is important for the City to support redevelopment of the cultural and commercial areas near where you live."

	Number	Percent
Strongly Agree	445	36.0 %
Agree	456	36.9 %
Neutral	190	15.4 %
Disagree	53	4.3 %
Strongly Disagree	24	1.9 %
Don't Know	68	5.5 %
Total	1236	100.0 %

Q29. Physical Activity. Not counting activity at work, how often did you participate in any physical activities or exercises such as running, golfing, gardening, walking, cycling or calisthenics during the past month?

Q29. How often did you participate in any physical activities or exercises?

	Number	Percent
More than 3 times a week (Often)	462	37.4 %
1-3 times a week (Regularly)	359	29.0 %
1-3 times a month (Occasionally)	247	20.0 %
0 times last month (Never)	128	10.4 %
Don't know	40	3.2 %
Total	1236	100.0 %

Q30. Approximately how many years have you lived in Oklahoma City?

Q30. Approximately how many years have you lived in Oklahoma City?	Number	Percent
Less than 5 years	109	8.8 %
5-10years	124	10.0 %
11-20 years	197	15.9 %
More than 20 years	800	64.7 %
Don't Know	6	0.5 %
Total	1236	100.0 %

Q31. Are you registered to vote?

Q31. Are you registered to vote?	Number	Percent
Yes	1070	86.6 %
No	147	11.9 %
Not provided	19	1.5 %
Total	1236	100.0 %

Q32. What is your age?

Q32. What is your age?	Number	Percent
18-34 years	248	20.1 %
35-44 years	264	21.4 %
45-54 years	248	20.1 %
55-64 years	246	19.9 %
65-74 years	146	11.8 %
75 or More years	76	6.1 %
Not provided	8	0.6 %
Total	1236	100.0 %

Q33. What is your gender?

Q33. What is your gender?	Number	Percent
Male	627	50.7 %
Female	609	49.3 %
Total	1236	100.0 %

Q34. Do you own or rent your current residence?

<u>Q34. Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	963	77.9 %
Rent	263	21.3 %
Not provided	10	0.8 %
Total	1236	100.0 %

Q35. Which of the following best describes your race/ethnicity?

<u>Q35. Which of the following best describes your race/ethnicity?</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	32	2.6 %
White	827	66.9 %
American Indian/Eskimo	60	4.9 %
Black/African American	196	15.9 %
Hispanic/Latino/Spanish	173	14.0 %
Other	17	1.4 %
Not provided	5	0.4 %
Total	1310	

Q36. Would you say your total annual household income is:

<u>Q36. Would you say your total annual household income is:</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	308	24.9 %
\$30,000 - \$59,999	314	25.4 %
\$60,000 - \$99,999	287	23.2 %
\$100,000 or More	227	18.4 %
Not provided	100	8.1 %
Total	1236	100.0 %



The City of
OKLAHOMA CITY

June 2013

Dear Oklahoma City Resident:

Your input on the enclosed survey is extremely important.

During the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, code enforcement, and others. To ensure that the City's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence dozens of decisions that will be made about the City's future. Your responses will also allow City leaders to identify and address the many opportunities and challenges facing the community.

Please return your survey sometime during the next week. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope.

If you have any questions, please call the City's Action Center at 297-2535. Thanks again for taking the time to better our community.

Sincerely,

A handwritten signature in cursive script that reads "Mick Cornett".

Mick Cornett
Mayor

2013 City of Oklahoma City Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns. If you have questions, please call the City's Action Center at 297-2535.



1. Major categories of services provided by the City of Oklahoma City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Quality of police service	5	4	3	2	1	9
B. Quality of fire service	5	4	3	2	1	9
C. Quality of ambulance service	5	4	3	2	1	9
D. Quality of City parks and recreation programs and facilities	5	4	3	2	1	9
E. Condition of City streets	5	4	3	2	1	9
F. Quality of City water utilities	5	4	3	2	1	9
G. Enforcement of City codes and ordinances	5	4	3	2	1	9
H. Quality of customer service you receive from City employees	5	4	3	2	1	9
I. Effectiveness of City communication with the public	5	4	3	2	1	9
J. Flow of traffic and the ease of getting around town	5	4	3	2	1	9
K. Quality of the City's public transit system	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1st.____ 2nd.____ 3rd.____

3. Items that may influence your perception of the City of Oklahoma City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Quality of services provided by the City	5	4	3	2	1	9
B. Appearance of the City	5	4	3	2	1	9
C. Image of the City	5	4	3	2	1	9
D. How well the City is planning growth	5	4	3	2	1	9
E. Quality of life in the City	5	4	3	2	1	9
F. Feeling of safety in the City	5	4	3	2	1	9
G. Quality of Downtown	5	4	3	2	1	9

4. **Public Safety.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Police service in your neighborhood	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9

5. Do you have a working smoke alarm in your home? ___ (1) Yes ___ (2) No
 (If you cannot afford a smoke alarm or if you don't know how or cannot install or check your smoke alarm, please call 297-3584 or stop by any OKC fire station).

6. **City Utility Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Residential trash collection services	5	4	3	2	1	9
B. Curbside recycling services	5	4	3	2	1	9
C. Bulky item pick up/removal services (old furniture, appliances. etc.)	5	4	3	2	1	9
D. Water service	5	4	3	2	1	9
E. Wastewater services	5	4	3	2	1	9
F. Speed of service (Repairs, starting service, etc.)	5	4	3	2	1	9
G. Quality of customer service	5	4	3	2	1	9

7. **Overall, how satisfied are you with the convenience of public transportation in the City of Oklahoma City?**

___ (5) Very Satisfied ___ (3) Neutral ___ (1) Very Dissatisfied
 ___ (4) Satisfied ___ (2) Dissatisfied ___ (9) Don't Know

8. **Which TWO (2) of the following bus service characteristics are most important to you when considering whether or not to use public transit?**

- A. How often the bus comes by your stop
- B. Service available until midnight
- C. Sheltered Bus Stops
- D. The time it takes to make a trip
- E. Sunday Service

1st. _____ 2nd. _____

9. **Do you have any suggestions for improving public transportation in Oklahoma City?**

10. **Code Enforcement:** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Enforcing the clean up of junk and debris on private property	5	4	3	2	1	9
B. Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D. Enforcing sign regulations	5	4	3	2	1	9
E. Quality of animal control services	5	4	3	2	1	9
F. Enforcement of yard parking regulations in your neighborhood	5	4	3	2	1	9
G. City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

11. **Which THREE code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?** [Write in the letters below using the letters from the list in Question 10 above].

1st. _____ 2nd. _____ 3rd. _____

12. **How often would you say stray dogs are a problem in your neighborhood?**

___ (1) More than once per week ___ (4) A few times per year
 ___ (2) Once a week ___ (5) Seldom or never
 ___ (3) 1-2 times per month ___ (9) Don't know

13. How often would you say stray cats are a problem in your neighborhood?

- (1) More than once per week (4) A few times per year
 (2) Once a week (5) Seldom or never
 (3) 1-2 times per month (9) Don't Know

14. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Condition of street signs	5	4	3	2	1	9
D.	Condition of pavement markings on City streets	5	4	3	2	1	9
E.	Snow removal on major City streets during the past 2 years	5	4	3	2	1	9
F.	Condition of landscaping or streetscaping in medians and along City streets	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
I.	Cleanliness of stormwater drains in your neighborhood	5	4	3	2	1	9

15. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 14 above].

1st. _____ 2nd. _____ 3rd. _____

16. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Location of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	Availability of City recreation centers	5	4	3	2	1	9
E.	City swimming pools, spraygrounds and aquatic programs	5	4	3	2	1	9
F.	City golf courses	5	4	3	2	1	9
G.	Athletic programs	5	4	3	2	1	9
H.	Outdoor athletic facilities (e.g., tennis, baseball, soccer, and football)	5	4	3	2	1	9
I.	Recreation opportunities at Lakes Draper, Hefner, and Overholser	5	4	3	2	1	9
J.	Recreation opportunities along the Oklahoma River	5	4	3	2	1	9
K.	Availability of information about parks and recreation programs	5	4	3	2	1	9

17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 16 above].

1st. _____ 2nd. _____ 3rd. _____

18. How many times in the past 12 months did you or a member of your family visit an Oklahoma City park and/or participate in an Oklahoma City park program?

- (1) None
- (2) Less than 5 times
- (3) 5 to 10 times
- (4) 11 to 20 times
- (5) More than 20 times
- (9) Don't know

19. **Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	The information in the water bill newsletter	5	4	3	2	1	9
C.	The City's website (www.okc.gov) as a source of information	5	4	3	2	1	9
D.	The City's use of social media	5	4	3	2	1	9
E.	The City's website as a means to transact business with the City	5	4	3	2	1	9
F.	Services and information provided by the City's Action Center	5	4	3	2	1	9

20. Which of the following do you use to get information about the City of Oklahoma City? (check all that apply)

- (1) Water bill newsletter, *CityNews*
- (2) Newspapers
- (3) Radio
- (4) Television news
- (5) City website (www.okc.gov)
- (6) City cable channel (Channel 20)
- (7) Calling the City
- (8) Social media
- (9) Other: _____

21. In which of the following areas would you like the City to provide more information? (check all that apply)

- (01) Zoning/Permits
- (02) Street projects
- (03) MAPS 3
- (04) Planning studies
- (05) Elected officials
- (06) Public hearings
- (07) Bond projects
- (08) Festivals/events
- (09) Police activities
- (10) Code Enforcement
- (11) Parks programs
- (12) Other: _____

22. How do you prefer to report code violations and non-emergency problems or request a City service?

- (check all that apply)
- (1) Call the Action Center (297-2535)
 - (2) Fill out the online service request form on www.okc.gov
 - (3) Social media
 - (4) Mobile application
 - (5) Call the department
 - (6) Email
 - (7) Mail
 - (8) Other: _____

23. Are you aware that the City has a Household Hazardous Waste disposal facility at 1621 S. Portland where residents can dispose of paint, insecticides, motor oil, etc. free of charge?

- (1) Yes
- (2) No

24. **Overall Ratings of the City.** Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate the City of Oklahoma City with regard to the following:

How would you rate the City of Oklahoma City:		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City that is moving in the right direction	5	4	3	2	1	9
G.	As a City that demonstrates sustainability through the responsible use of energy and natural resources	5	4	3	2	1	9

25. **The Oklahoma City Zoo.** Listed below are various purposes of the Oklahoma City Zoo. Please select the **TWO** items you feel are most important by using the letters located to the left of each option.

- | | |
|-----------------------------|--|
| A. Education | D. Provide an opportunity to experience wild animals |
| B. Conservation | E. Animal research |
| C. Recreation/entertainment | F. Help ensure survival of endangered species |

1st Choice: _____ 2nd Choice: _____

26. **Your Neighborhood.** Please rate your level of agreement with the following statement: “My neighborhood is a great place to live.”

- | | | |
|------------------------|------------------|---------------------------|
| ___ (5) Strongly Agree | ___ (3) Neutral | ___ (1) Strongly Disagree |
| ___ (4) Agree | ___ (2) Disagree | ___ (9) Don't Know |

27. **City Neighborhoods.** How often have you visited these local neighborhood areas for shopping, dining, entertainment, and events during the past year?

	<i>More Than 10 Times</i>	<i>6-10 Times</i>	<i>1-5 Times</i>	<i>Never</i>	<i>Don't Know</i>
A. Capitol Hill (SW 25th & Hudson)	4	3	2	1	9
B. Farmer's Market District (SW3rd & Klein)	4	3	2	1	9
C. I-240 Shopping Areas	4	3	2	1	9
D. SW 29th (Shields to May)	4	3	2	1	9
E. Stockyards City Main Street (SW 15th & Exchange)	4	3	2	1	9
F. The Paseo Arts District (NW 28th & Walker)	4	3	2	1	9
G. The Plaza District (NW 16th & Gatewood)	4	3	2	1	9
H. Uptown 23rd (NW 23rd from Broadway to Western)	4	3	2	1	9
I. Western Avenue (NW 36th – NW 50th)	4	3	2	1	9
J. Windsor Area (NW 23rd – Portland to MacArthur)	4	3	2	1	9

28. Please rate your level of agreement with the following statement: “It is important for the City to support redevelopment of the cultural and commercial areas near where you live.”

- | | | |
|------------------------|------------------|---------------------------|
| ___ (5) Strongly Agree | ___ (3) Neutral | ___ (1) Strongly Disagree |
| ___ (4) Agree | ___ (2) Disagree | ___ (9) Don't Know |

29. **Physical Activity.** Not counting activity at work, how often did you participate in any physical activities or exercises such as running, golfing, gardening, walking, cycling or calisthenics during the past month?
 ___ (4) More than 3 times a week (Often) ___ (2) 1-3 times a month (Occasionally) ___ (9) Don't Know
 ___ (3) 1-3 times a week (Regularly) ___ (1) 0 times last month (Never)
30. **Approximately how many years have you lived in Oklahoma City?**
 ___ (1) Less than 5 years ___ (3) 11-20 years
 ___ (2) 5-10 years ___ (4) More than 20 years
31. **Are you registered to vote?**
 ___ (1) Yes
 ___ (2) No
32. **What is your age?**
 ___ (1) Under 25 years ___ (5) 55-64 years
 ___ (2) 25-35 years ___ (6) 65-74 years
 ___ (3) 35-44 years ___ (7) 75+ years
 ___ (4) 45-54 years
33. **What is your gender?**
 ___ (1) Male
 ___ (2) Female
34. **Do you own or rent your current residence?**
 ___ (1) Own
 ___ (2) Rent
35. **Which of the following best describes your race/ethnicity?** (check all that apply)
 ___ (1) Asian/Pacific Islander ___ (4) Black/African American
 ___ (2) White ___ (5) Hispanic/Latino/Spanish
 ___ (3) American Indian/Eskimo ___ (6) Other: _____
36. **Would you say your total annual household income is:**
 ___ (1) Under \$30,000 ___ (3) \$60,000 to \$99,999
 ___ (2) \$30,000 to \$59,999 ___ (4) \$100,000 or more
36. **What is your home zip code?** _____

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.