

City of Oklahoma City Citizen Survey

Findings Report

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2018

Submitted to the City of Oklahoma City

By:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

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2018 City of Oklahoma City Citizen Survey Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Oklahoma City during the summer of 2018. The previous *DirectionFinder*® surveys were previously administered in 2005, 2007, 2008, 2009, 2011, 2014, 2015, 2016, and 2017. The purpose of the survey was to assess citizen satisfaction with major city services and to help the City ensure that its priorities continue to match the needs and desires of its residents.

The six-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in the City of Oklahoma City. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Oklahoma City from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 1,200 residents. The goal was exceeded with a total of 1,325 residents completing the survey. The overall results for the sample of 1,325 households have a precision of at least +/-2.7% at the 95% level of confidence.

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 reflect the utilization and awareness of city services, the percentage of “don’t know” responses have 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 report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2015, 2017 and 2018 citizen surveys,
- benchmarking data that shows how the results for Oklahoma City compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Satisfaction with Major Categories of City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of fire service (88%), quality of ambulance service (77%), quality of police service (71%), and the quality of City water utilities (64%). The top three City services that should receive the most emphasis over the next two years, were: the condition of City streets (81%), flow of traffic and the ease of getting around town (47%), and the quality of police service (30%). The City of Oklahoma City’s quality of police service ranked 12% above the national average for large cities in the U.S. (71% Oklahoma City versus 59% Large U.S. City Average).

Overall Ratings of the City

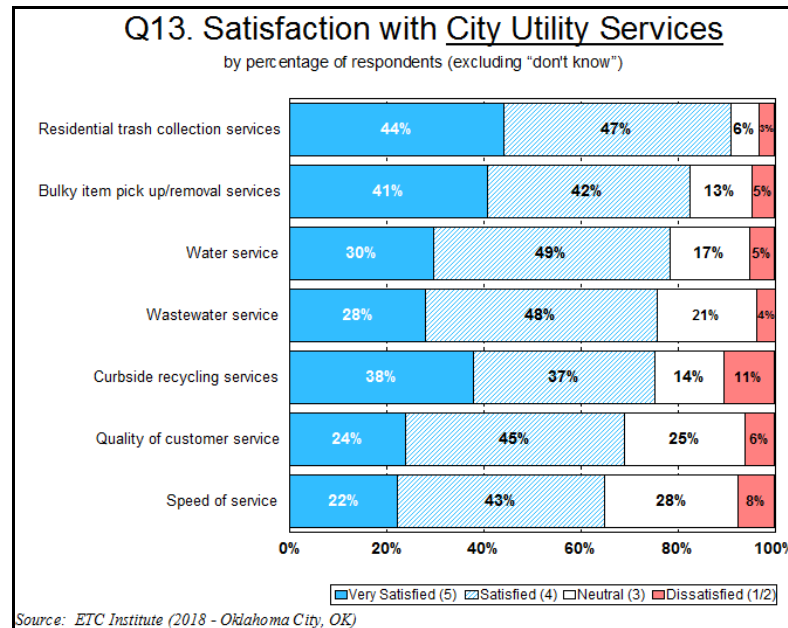
Residents were asked to rate the City of Oklahoma City as a place to live, work, and raise children. Based upon the combined percentage of “excellent” and “good” responses among respondents *who had an opinion*, the highest ratings for the City, were: as a place to live (82%), as a place to work (74%), and as a City that is moving in the right direction (72%). Ratings of the City as a place to live was 27% above the national average for large cities in the U.S. (81% Oklahoma City versus 54% Large U.S. City Average).

Overall Satisfaction with the Perception of the City

The items that influence the perception residents have of the City 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 quality of life in the City (66%), quality of Downtown (63%), and the quality of services provided by the City (62%). Ratings for the quality of services provided by the City and quality of Downtown both ranked above the national average for large cities in the U.S. The quality of services provided by the City was 17% above the national average for large cities in the U.S. (62% Oklahoma City versus 45% Large U.S. City Average). The quality of Downtown was 25% above the national average for large cities in the U.S. (62% Oklahoma City versus 37% Large U.S. City Average).

Satisfaction with Specific City Services

- City 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 (91%), bulky item pick up and removal services (83%), and water service (79%). The satisfaction with the speed of service performed by City utility services trended upward 4% from 61% in 2015 to 65% in 2018. Ratings of residential trash collection services was 20% above the national average for large cities in the U.S. (91% Oklahoma City versus 71% Large U.S. City Average).



- City Maintenance.** The highest levels of satisfaction with City maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs (57%), snow removal on snow routes during the past year (51%), and the condition of landscaping or streetscaping in medians and along City streets (41%). The top two City maintenance items respondents feel should receive the most emphasis over the next two years, were: the condition of major City streets (74%) and the condition of streets in neighborhoods (52%).
- Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the experience of the Civic Center Music Hall experience (69%), maintenance of City parks (64%), and the quality of City parks near neighborhoods (62%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years, were: the maintenance of City parks (44%), the quality of City parks near neighborhoods (40%), and walking/biking trails in the City (39%). Satisfaction with the maintenance of City parks trended upward 4% from 60% in 2015 to 64% in 2018.

- Residents were asked to indicate how many times in the past year they, or a member of their household, visited an Oklahoma City park and/or participated in a Parks and Recreation program. Thirty-two percent (32%) of respondents indicated they have “less than 5 times” in the past year and 20% indicated they had “5-10 times”. Fifteen percent (15%) of respondents specified they have been to a City park and/or participated in a program “more than twenty times” in the past year; this was a 3% increase in frequency of participation (from 12% in 2015 to 15% in 2018).
 - Seventy percent (70%) of respondents indicated they had participated in some sort of physical activity and/or exercise in the past month; 40% specified they had “more than 3 times a week (often)” and 30% specified they had “1-3 times a week (regularly)”.
- **City Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the information in water bill newsletter (74%), the City’s website as a source of information (62%), and the availability of news and information about the City (60%). The availability of news and information about the City ranked 27% above the national average for large cities in the U.S. (60% Oklahoma City versus 33% Large U.S. City Average).
 - Respondents were asked to indicate what sources they use to get information about the City of Oklahoma City. The most selected sources were: the water bill newsletter, City News (67%), television news (63%), and the City website (40%). Using the City website as a source to get information about the City has increased 5% from 35% in 2015 to 40% in 2018.
- **Public Safety.** The highest levels of satisfaction with City public safety, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the fire protection in neighborhoods (75%), police services in neighborhoods (62%), and the enforcement of local traffic laws (55%). Ratings for police services in neighborhoods ranked 19% above the national average for large cities in the U.S. (62% Oklahoma City versus 43% Large U.S. City Average). Residents were given four different situations and asked to rate how safe they feel; forty-four percent (44%) of respondents feel “very safe” when walking in their neighborhood during the day and 40% feel “safe” when walking in their neighborhood during the day.
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, 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 (47%), enforcing clean-up of junk/debris on private property (41%), and enforcing sign regulations (40%). The top two code enforcement items that should receive the most emphasis over the next two years, were: enforcing clean-up of junk/debris on private property (61%) and enforcing mowing and cutting of weeds and grass on private property (54%).

Additional Findings and Recommendations

- The respondents' highest levels of satisfaction with various aspects of their neighborhood, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: neighborhood safety (69%), neighborhood appearance (65%), and overall quality of the neighborhood (64%).
- Forty-four percent (44%) of residents indicated they had contacted the City of Oklahoma City within the past year and respondents who had, were asked to indicate their level of satisfaction with the customer service they had received. The highest levels of satisfaction with customer service received from City employees, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: how helpful City staff was (68%), the accuracy of information given (65%), and how quickly City staff responded to the request (62%). The level of satisfaction on how well the issue was handled ranked 21% above the national average for large cities in the U.S. (59% Oklahoma City versus 38% Large U.S. City Average).
- The highest item of satisfaction, regarding City schools, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, was safety in neighborhood schools (54%).
- Ninety-six percent (96%) of respondents have a working smoke alarm in their household.
- Ten percent (10%) of residents surveyed indicated that stray dogs are a problem in their neighborhood at least once a week; 8% responded that stray cats are a problem at least once a week.
- Fifty-five percent (55%) of respondents are aware that the city has a Household Hazardous Waste disposal facility.
- Twelve percent (12%) of residents surveyed indicated they are familiar with the "Better Streets, Safer City" program.
- Forty-four percent (44%) of residents surveyed indicated they prefer to call the Action Center when needed to report code violations, non-emergency problems, or request a city service, 40% indicated they would prefer to call the department, and 37% responded that they would prefer to go online at okc.gov.
- Residents were asked to indicate what bus service characteristics are the most important to them when considering whether to use public transit; fifty-three percent (53%) responded that how often the bus comes by a particular stop is most important to them. Forty-five percent (45%) indicated the time it takes to make a trip and 32% indicated that sheltered bus stops are most important to them when considering whether to use public transit.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

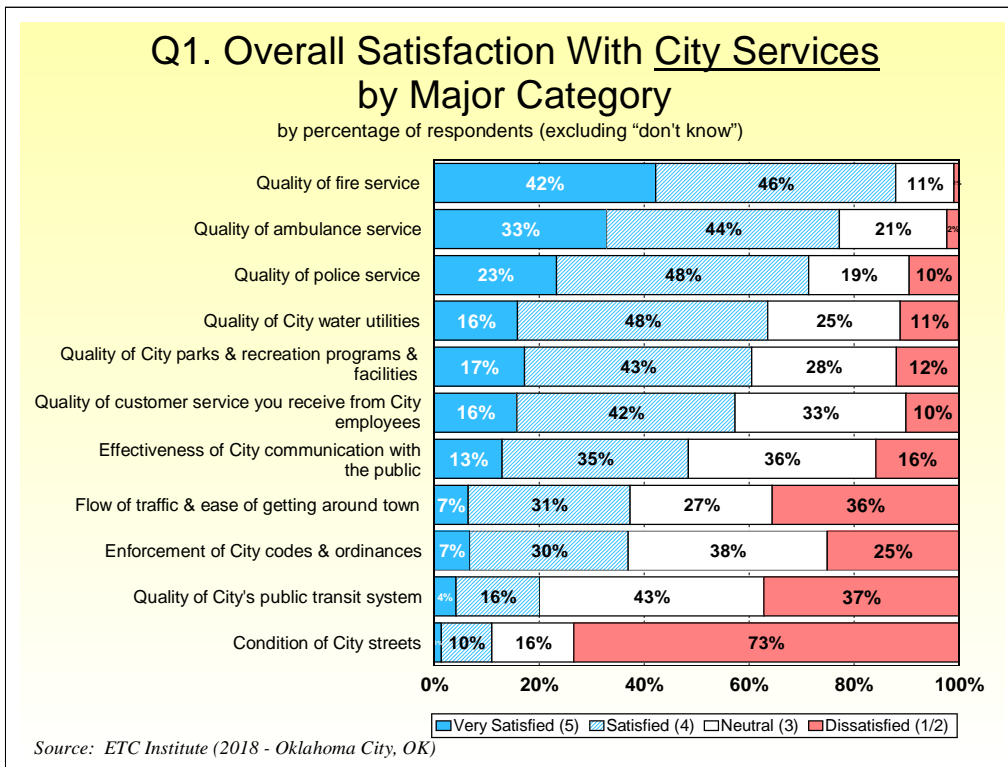
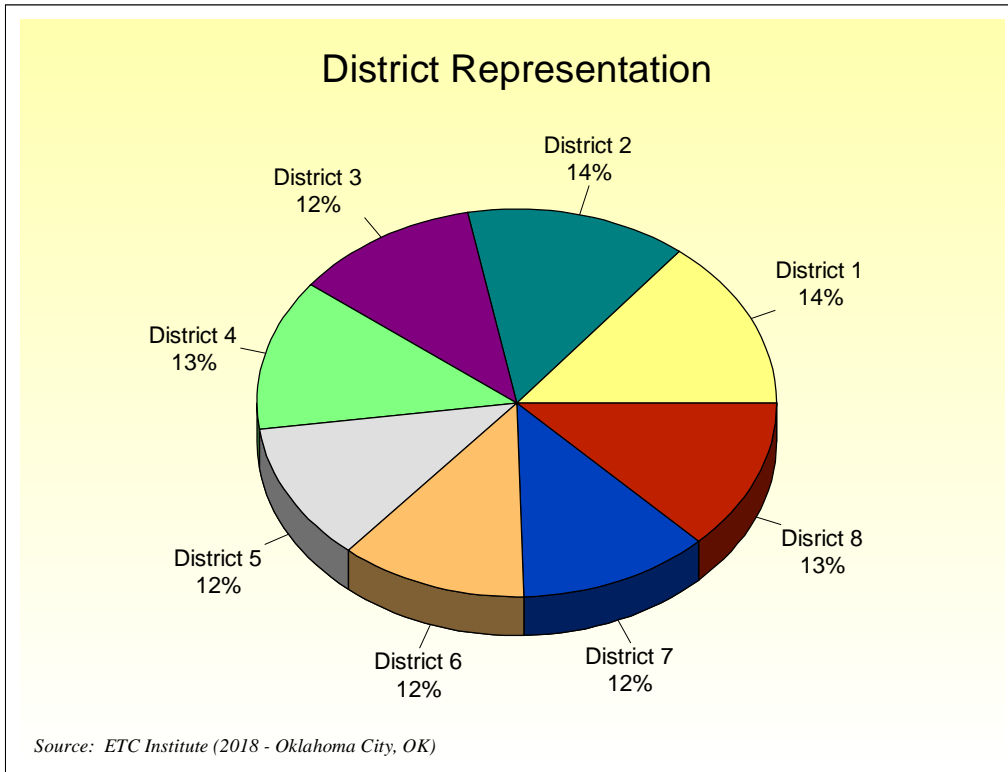
- Condition of City streets (IS Rating = 0.7218)
- Flow of traffic & ease of getting around town (IS Rating = 0.2911)

The table below shows the importance-satisfaction rating for all 11 major categories of City services that were rated.

2018 Importance-Satisfaction Rating Oklahoma City, Oklahoma Major Categories of Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Condition of City streets	81%	1	11%	11	0.7218	1
Flow of traffic & ease of getting around town	47%	2	37%	8	0.2911	2
High Priority (IS .10-.20)						
Quality of City's public transit system	24%	4	20%	10	0.1942	3
Enforcement of City codes & ordinances	21%	6	37%	9	0.1348	4
Medium Priority (IS <.10)						
Quality of City parks & recreation programs & facilities	24%	5	61%	5	0.0948	5
Quality of police service	30%	3	71%	3	0.0852	6
Effectiveness of City communication with the public	12%	7	48%	7	0.0619	7
Quality of City water utilities	12%	8	64%	4	0.0430	8
Quality of customer service you receive from City employees	7%	11	57%	6	0.0302	9
Quality of ambulance service	7%	10	77%	2	0.0164	10
Quality of fire service	9%	9	88%	1	0.0107	11

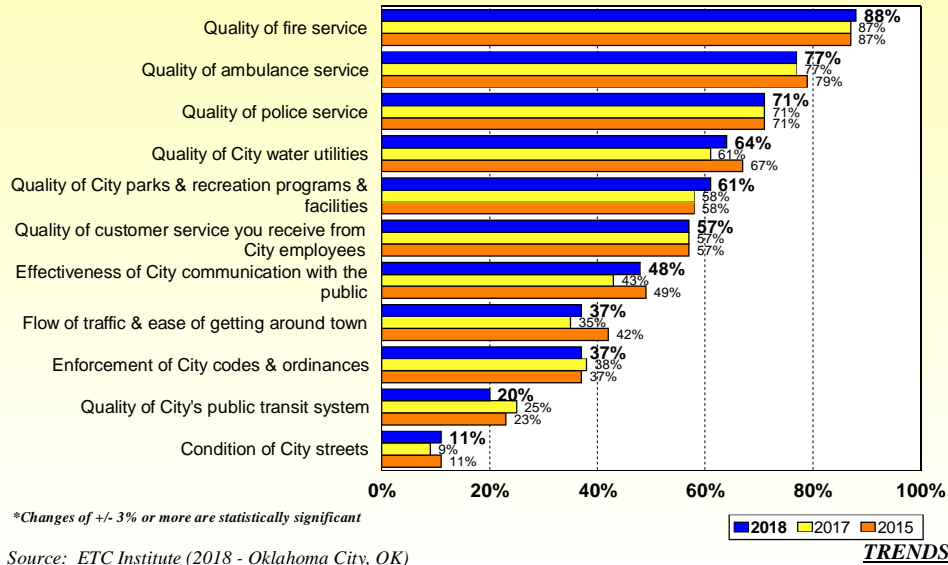
Section 1

Charts and Graphs



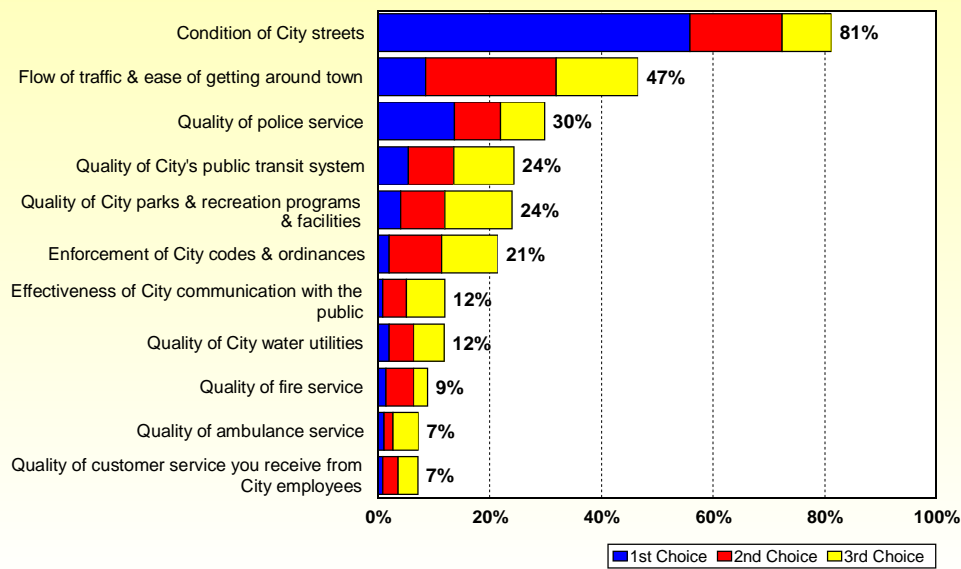
Overall Satisfaction With City Services by Major Category 2018 vs. 2017 vs. 2015

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



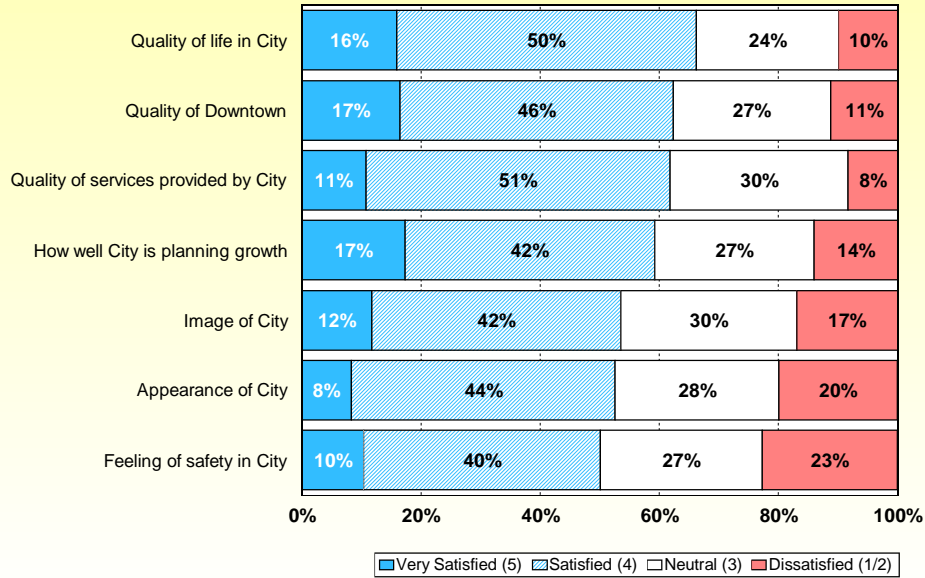
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



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

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

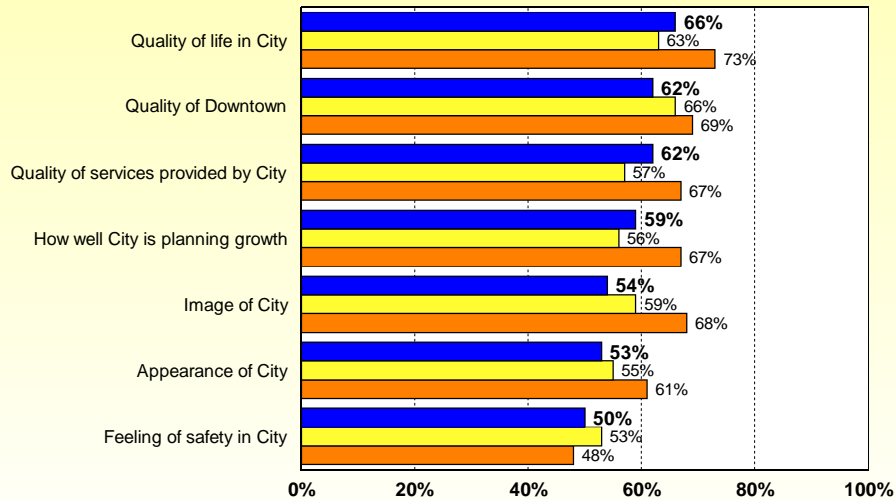


Source: ETC Institute (2018 - Oklahoma City, OK)

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

2018 vs. 2017 vs. 2015

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

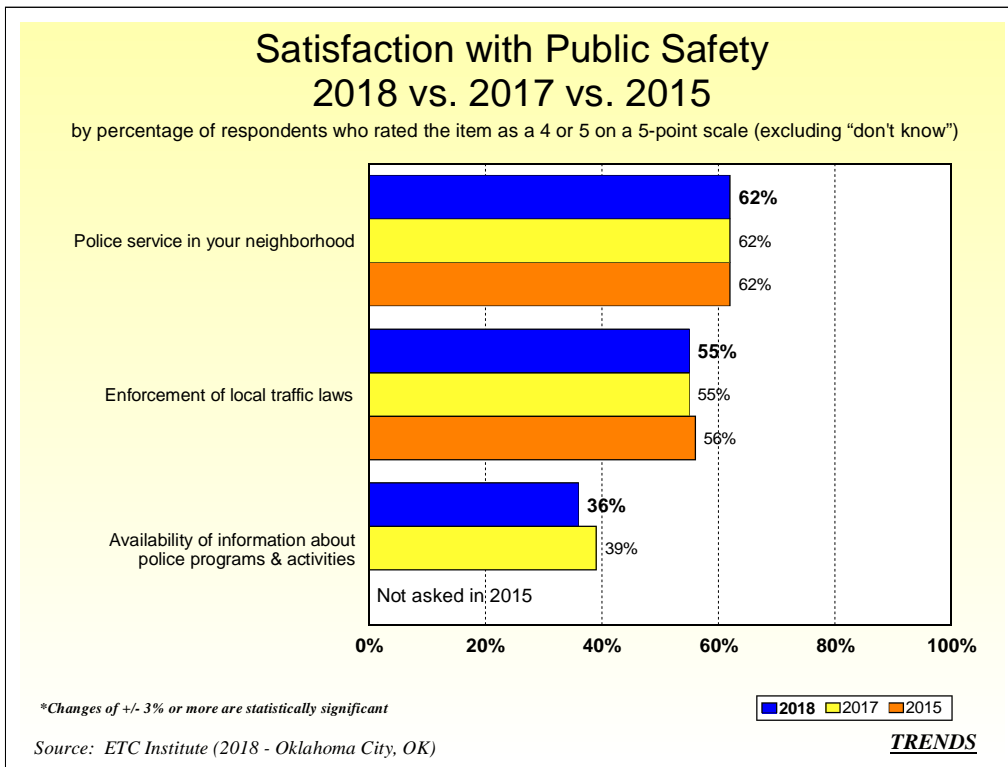
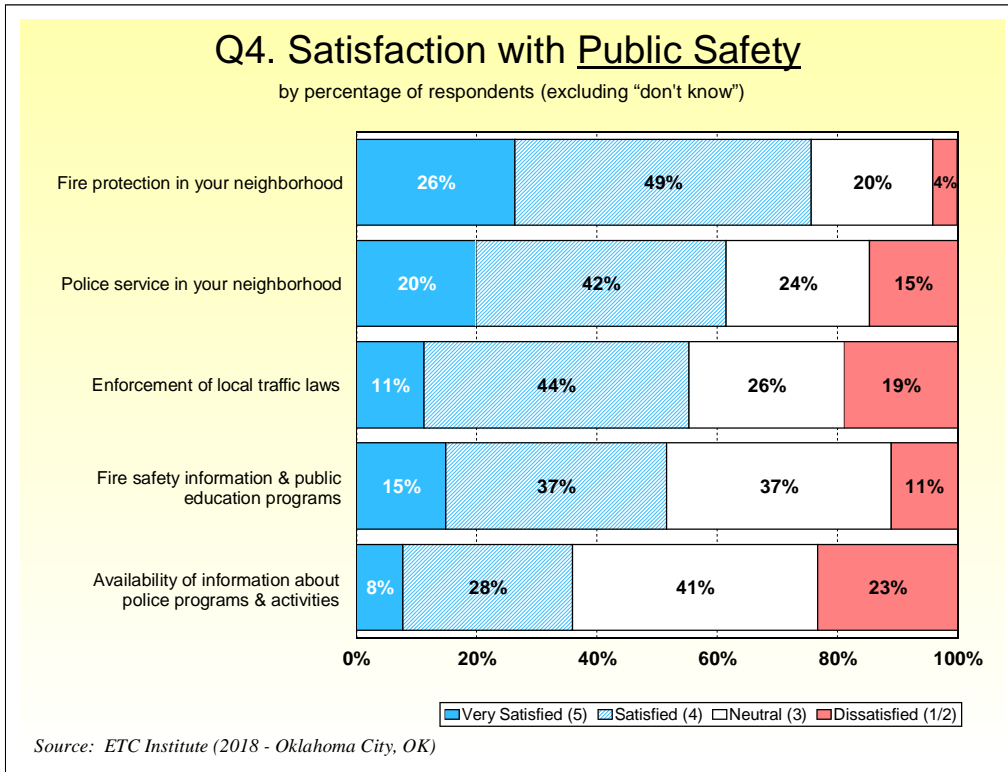


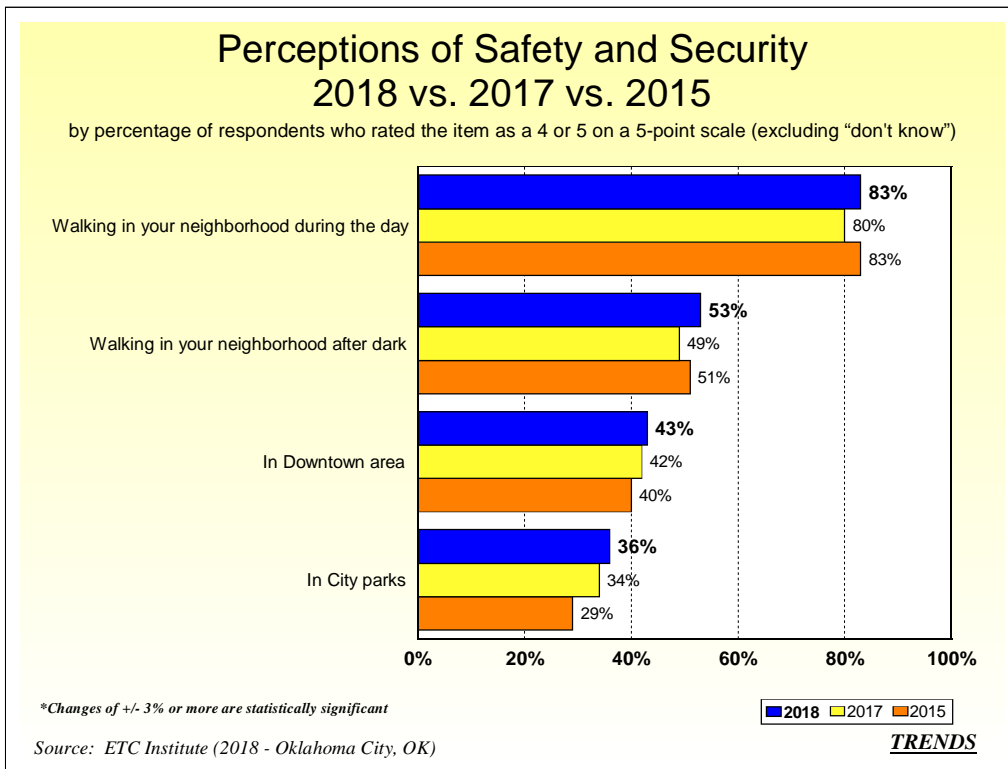
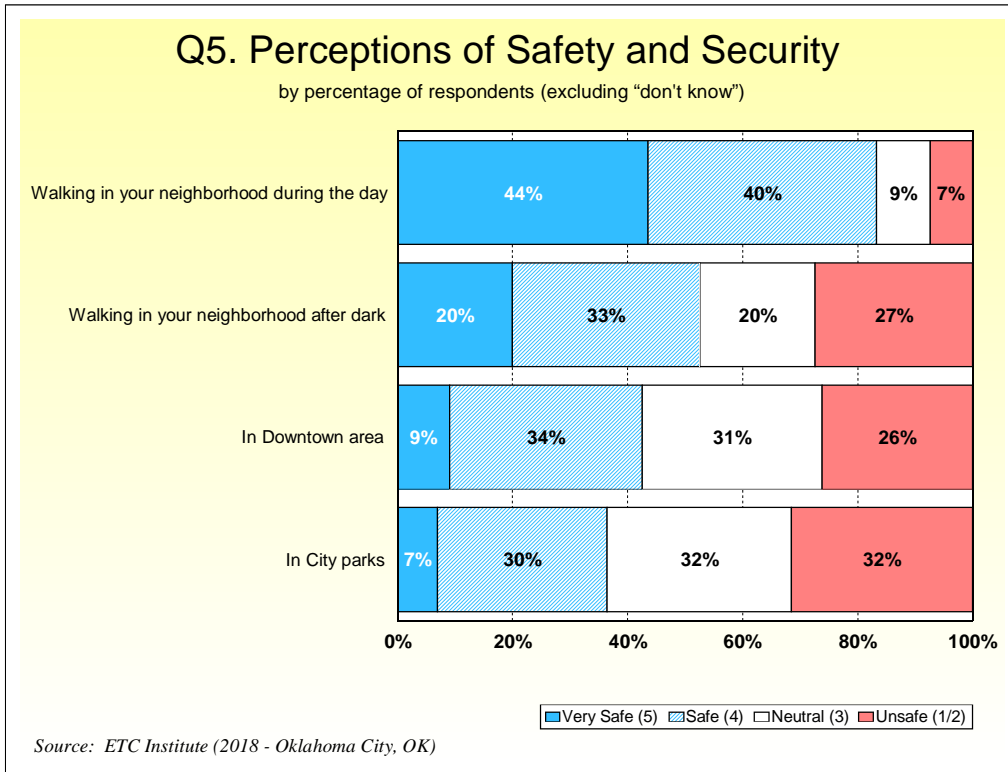
*Changes of +/- 3% or more are statistically significant

Source: ETC Institute (2018 - Oklahoma City, OK)

■ 2018 ■ 2017 ■ 2015

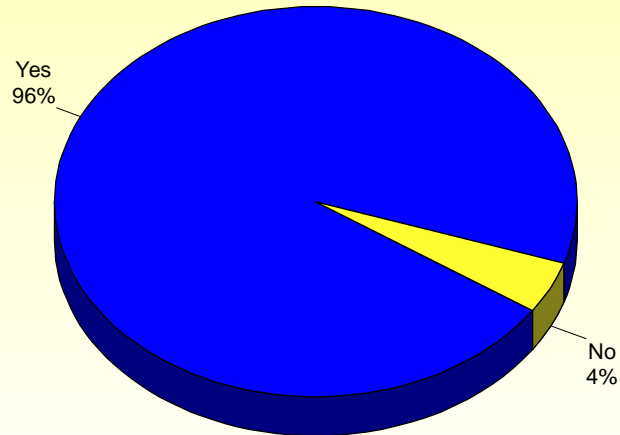
TRENDS





Q6. Do you have a working smoke alarm in your home?

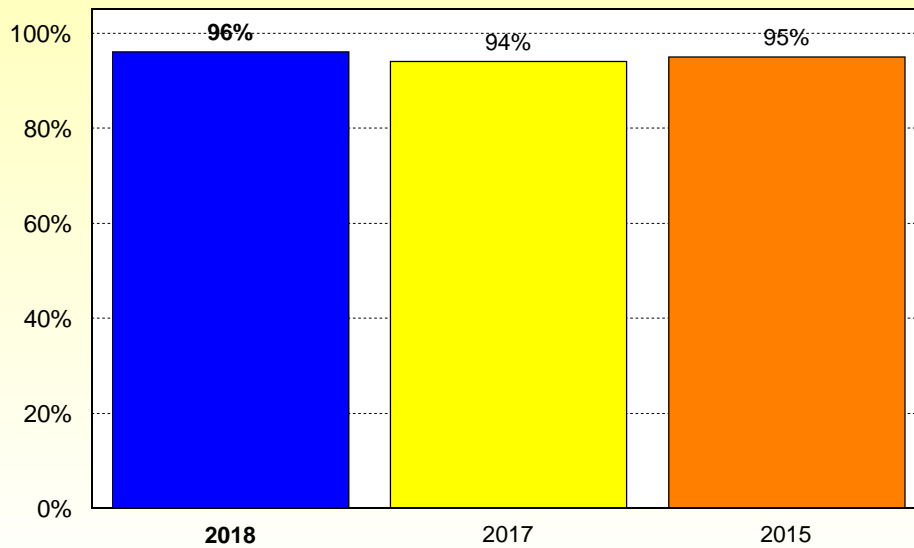
by percentage of respondents



Source: ETC Institute (2018 - Oklahoma City, OK)

Do you have a working smoke alarm in your home? 2018 vs. 2017 vs. 2015

by percentage of respondents who responded "yes"
(excluding "not provided")

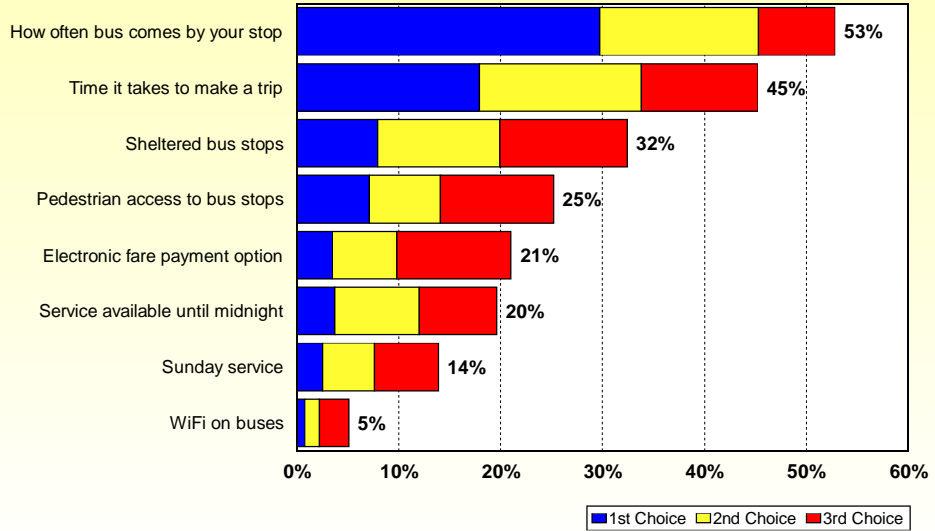


Source: ETC Institute (2018 - Oklahoma City, OK)

TRENDS

Q7. Bus Service Characteristics Most Important to Residents When Considering Whether or Not to Use Public Transit

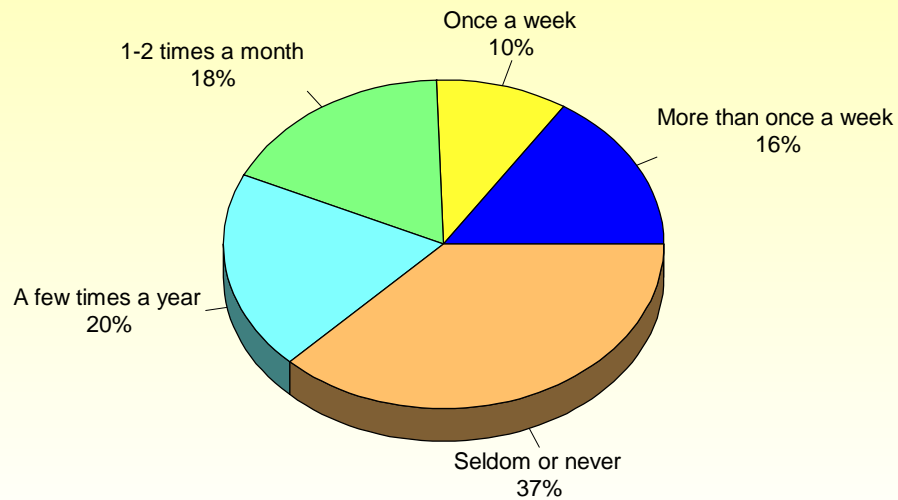
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018 - Oklahoma City, OK)

Q8. How often would you say stray dogs are a problem in your neighborhood?

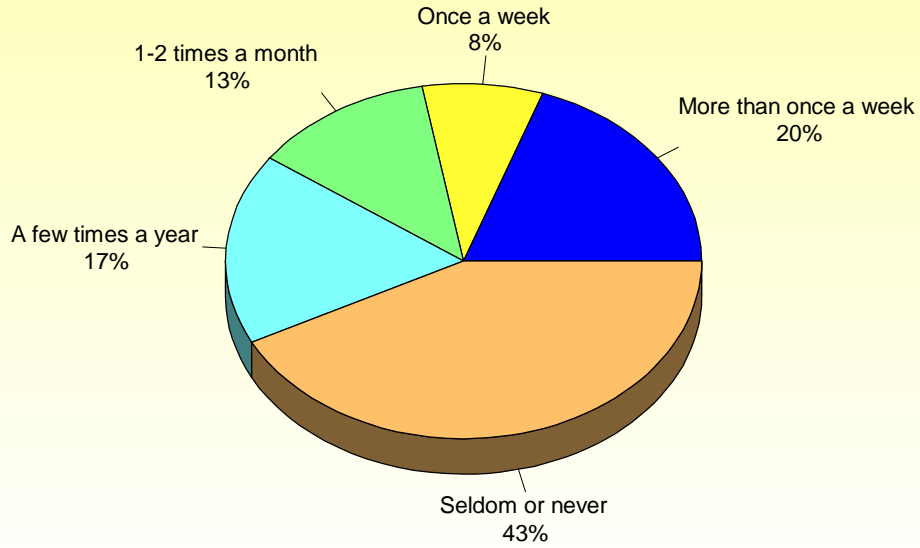
by percentage of respondents



Source: ETC Institute (2018 - Oklahoma City, OK)

Q9. How often would you say stray cats are a problem in your neighborhood?

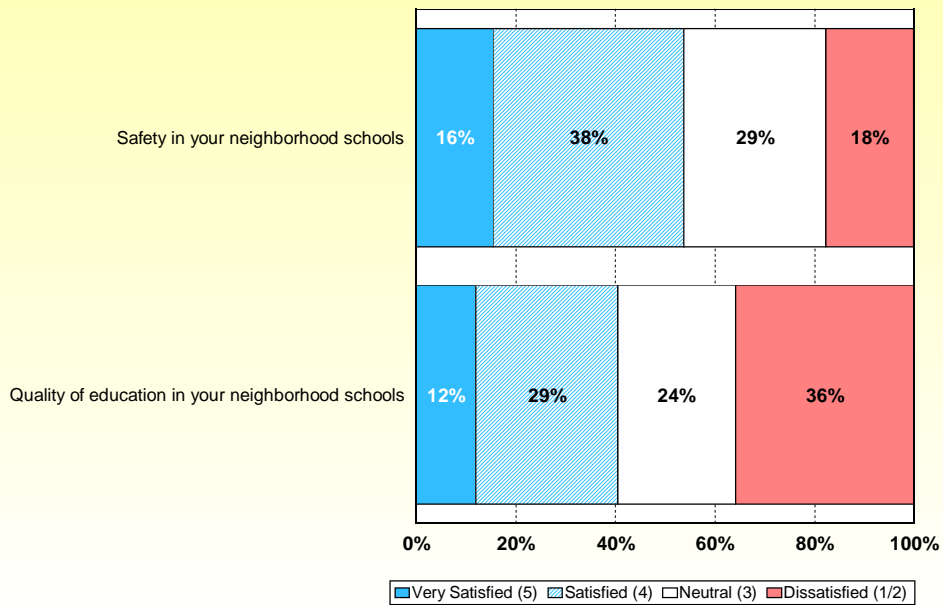
by percentage of respondents



Source: ETC Institute (2018 - Oklahoma City, OK)

Q10. Satisfaction with Schools

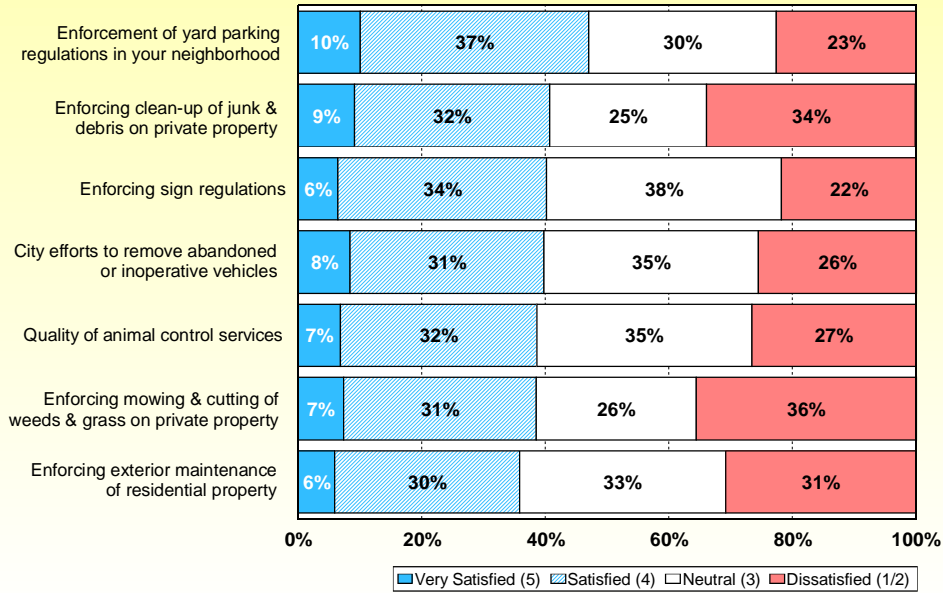
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2018 - Oklahoma City, OK)

Q11. Satisfaction with Code Enforcement

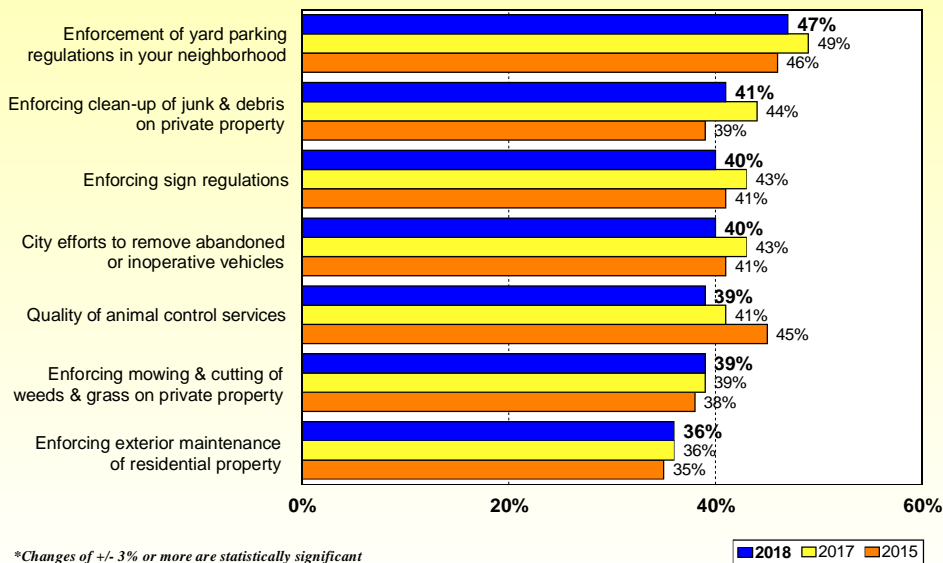
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2018 - Oklahoma City, OK)

Satisfaction with Code Enforcement 2018 vs. 2017 vs. 2015

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



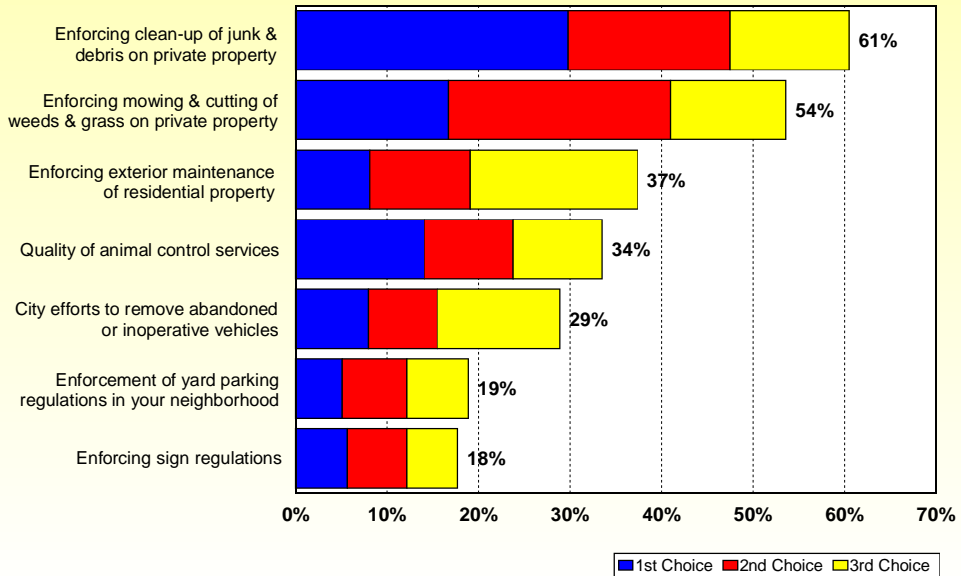
*Changes of +/- 3% or more are statistically significant

Source: ETC Institute (2018 - Oklahoma City, OK)

TRENDS

Q12. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

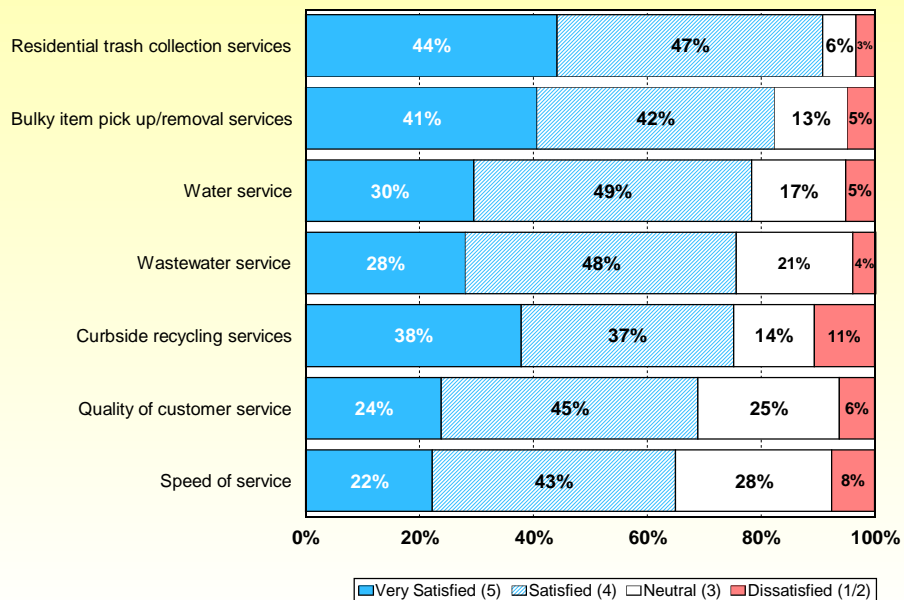
by percentage of respondents who selected the item as one of their top three choices



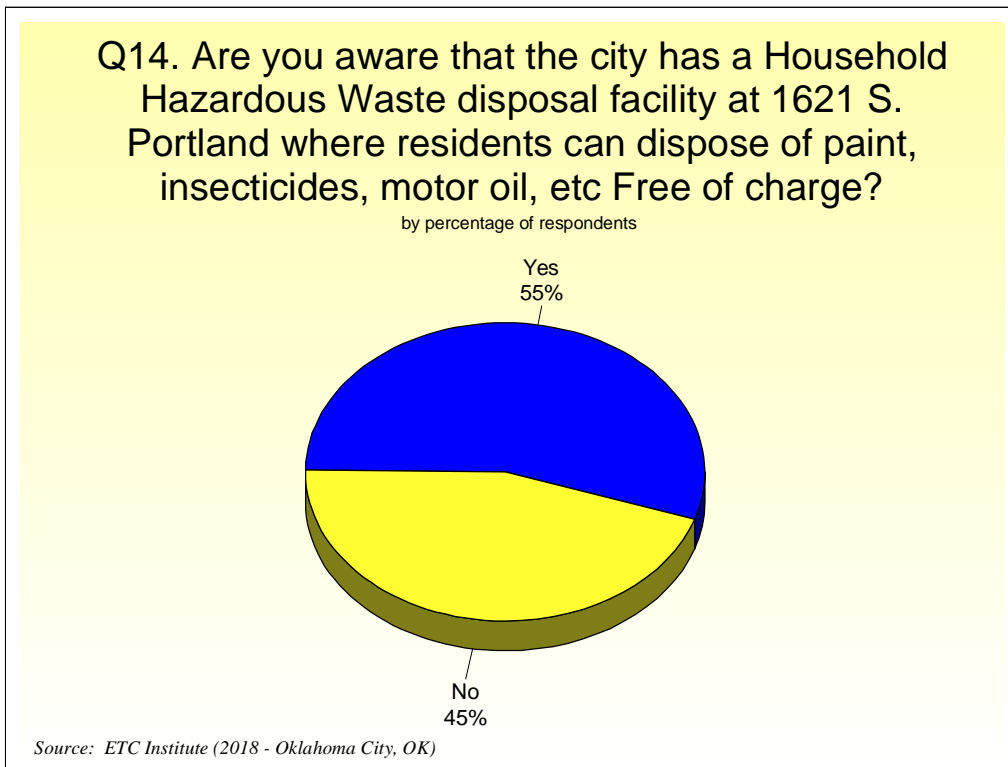
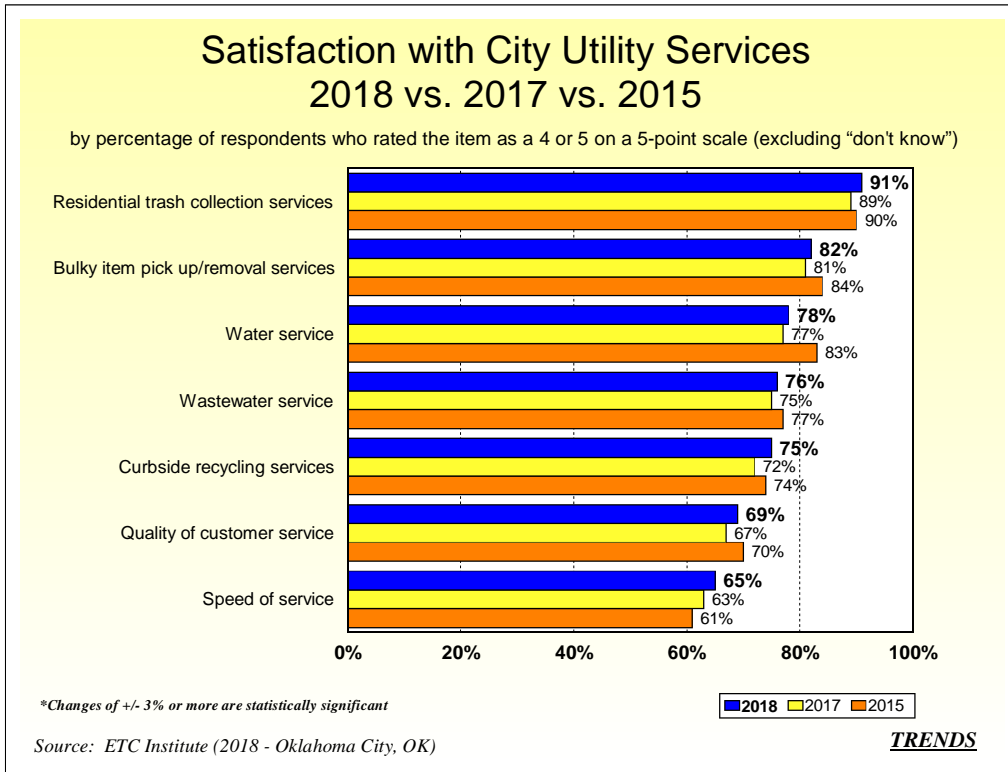
Source: ETC Institute (2018 - Oklahoma City, OK)

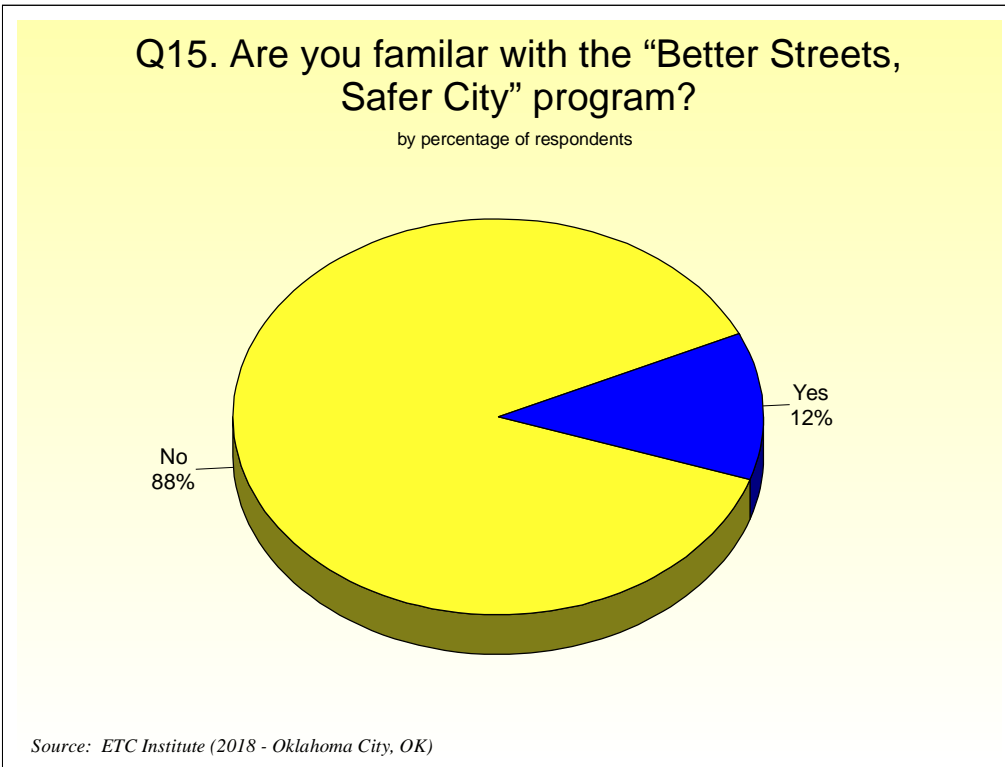
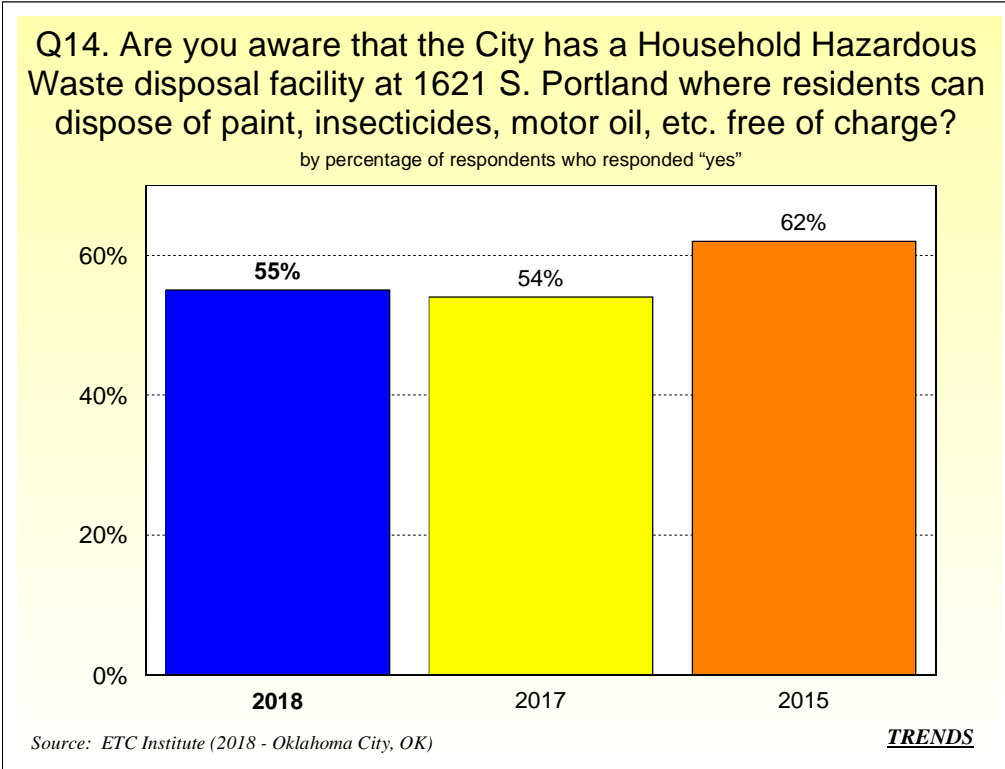
Q13. Satisfaction with City Utility Services

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



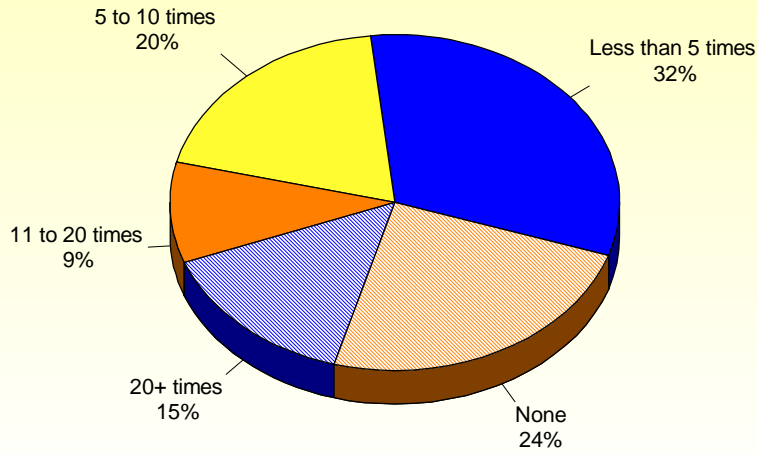
Source: ETC Institute (2018 - Oklahoma City, OK)





Q16. 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 Parks and Recreation program?

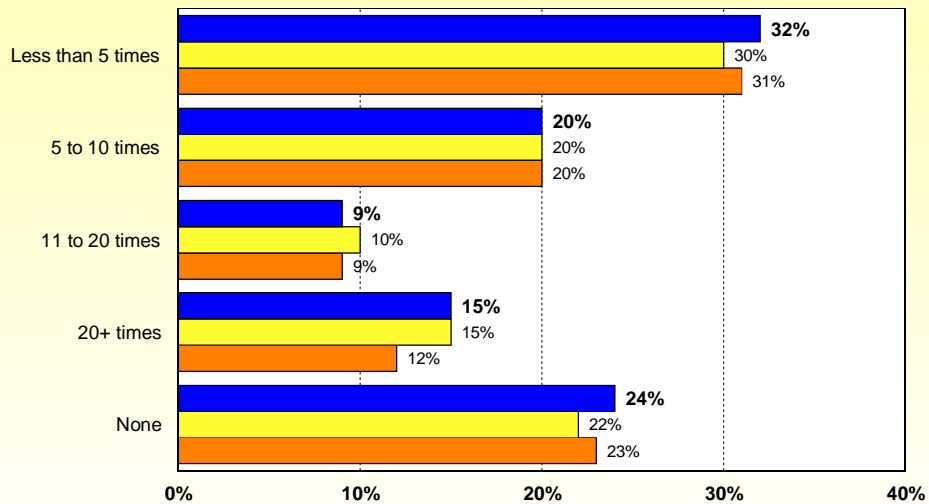
by percentage of respondents



Source: ETC Institute (2018 - Oklahoma City, OK)

How many times in the past 12 months did you or a member of your family visit an Oklahoma City park or participate in an Oklahoma City Parks & Recreation program?

by percentage of respondents



*Changes of +/- 3% or more are statistically significant

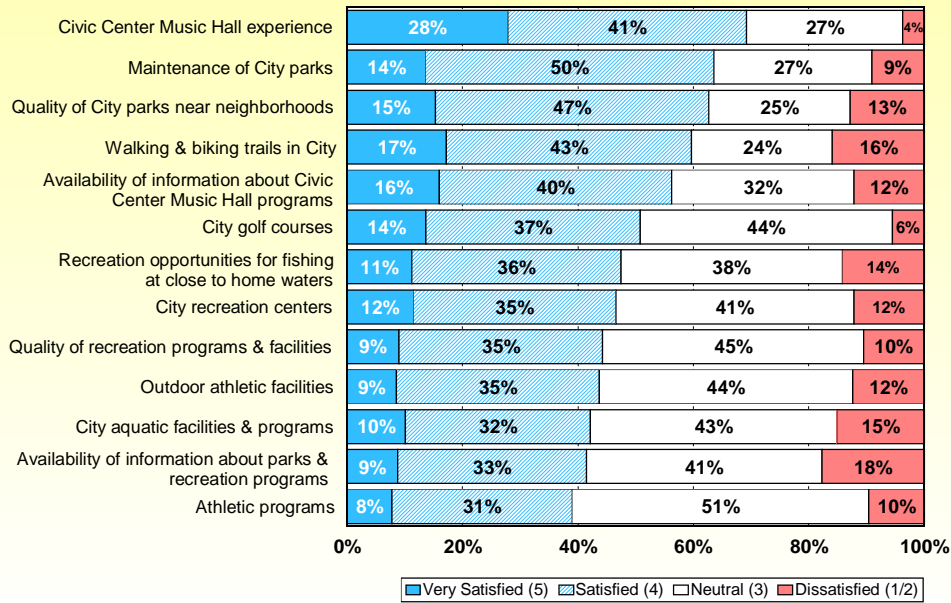
Source: ETC Institute (2018 - Oklahoma City, OK)

■ 2018 ■ 2017 ■ 2015

TRENDS

Q17. Satisfaction with Parks and Recreation

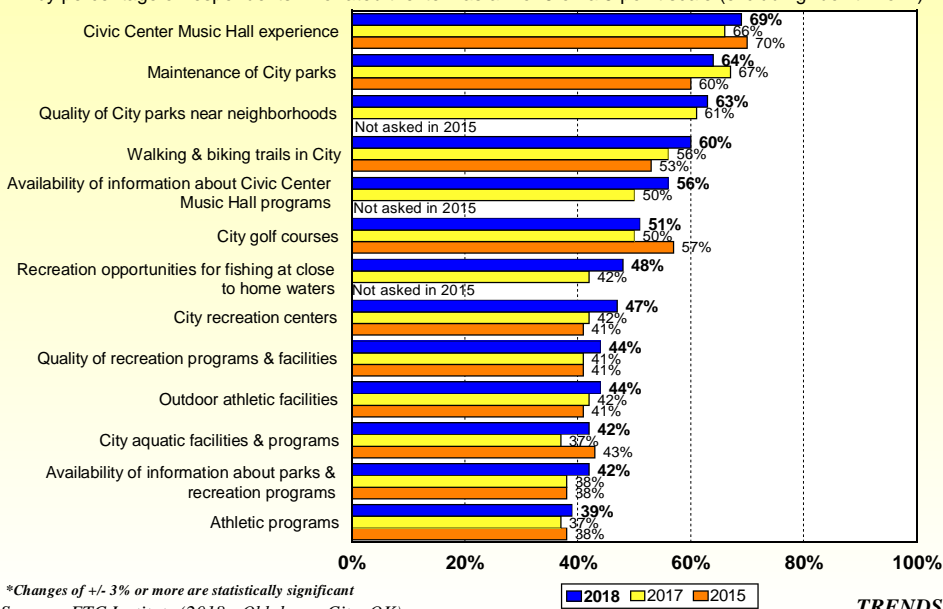
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2018 - Oklahoma City, OK)

Satisfaction with Parks and Recreation 2018 vs. 2017 vs. 2015

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

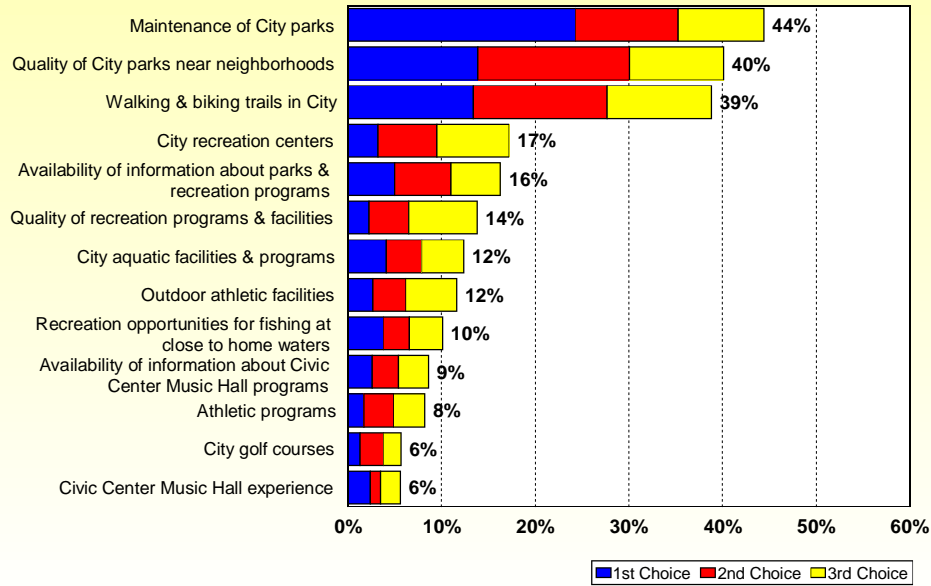


*Changes of +/- 3% or more are statistically significant
Source: ETC Institute (2018 - Oklahoma City, OK)

TRENDS

Q18. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

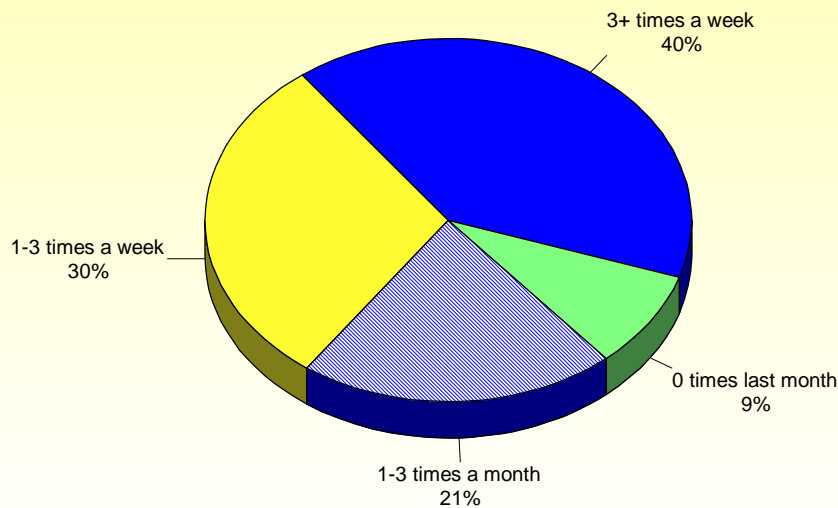
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018 - Oklahoma City, OK)

Q19. Not counting activity at work, how often did you participate in any physical activity or exercise in the past month?

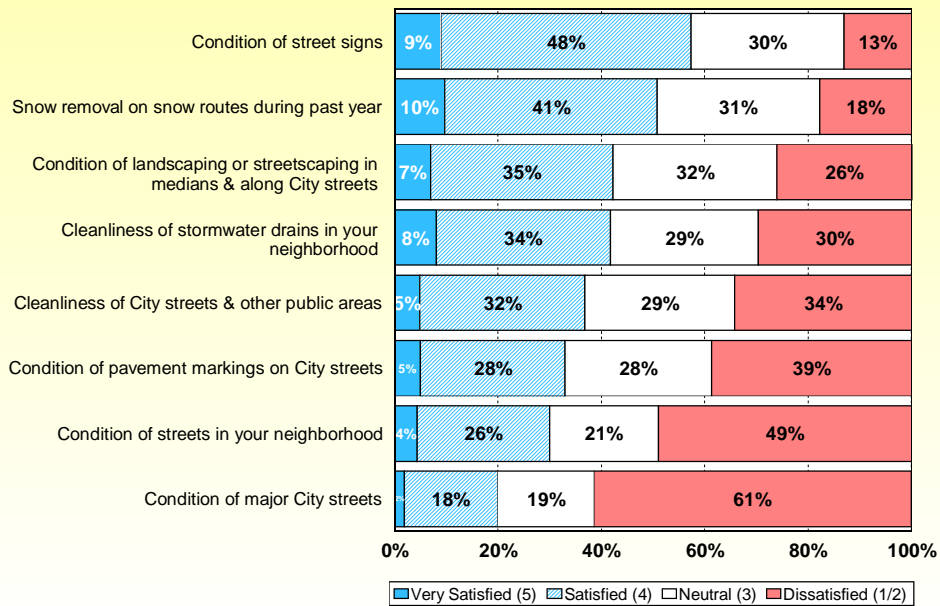
by percentage of respondents



Source: ETC Institute (2018 - Oklahoma City, OK)

Q20. Satisfaction with City Maintenance

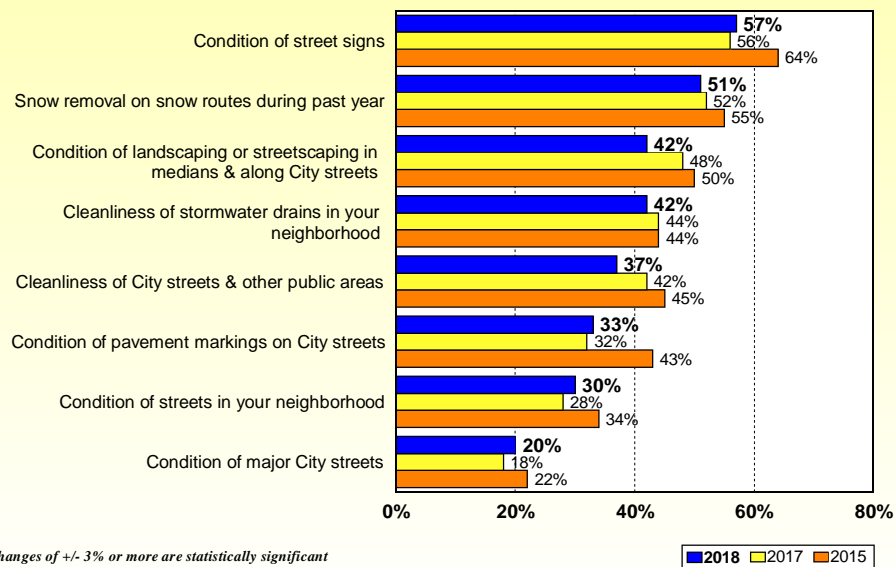
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2018 - Oklahoma City, OK)

Satisfaction with City Maintenance 2018 vs. 2017 vs. 2015

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



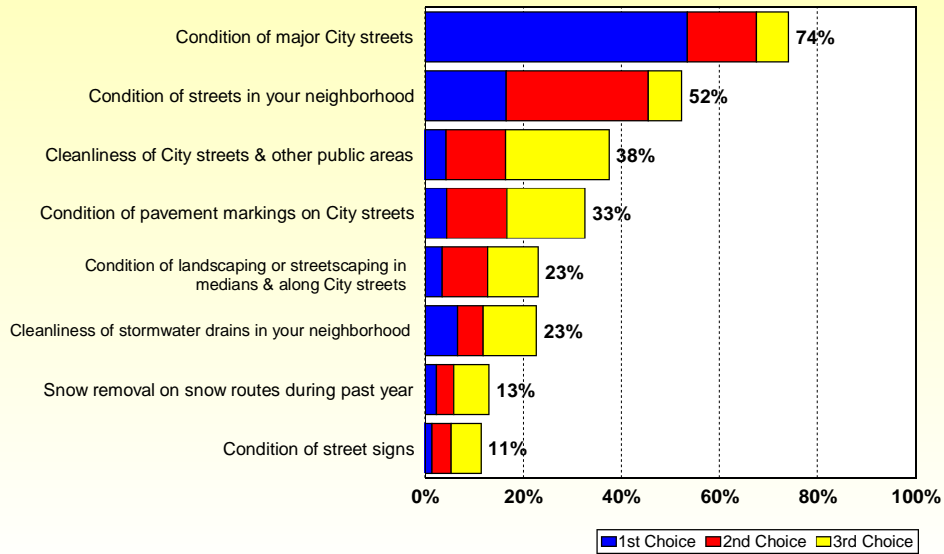
*Changes of +/- 3% or more are statistically significant

Source: ETC Institute (2018 - Oklahoma City, OK)

TRENDS

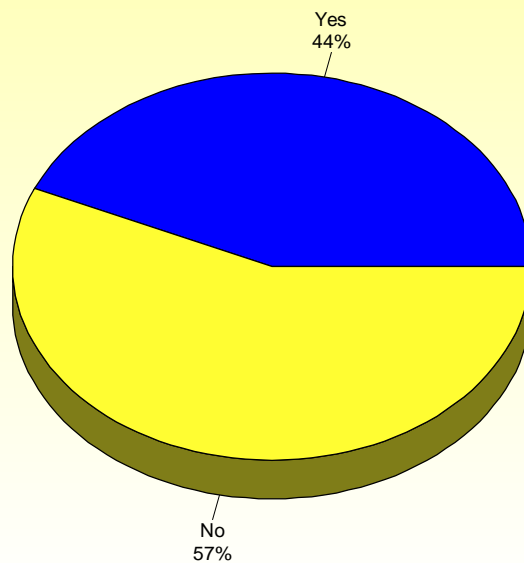
Q21. City Maintenance Items That Should Receive the Most Emphasis Over the Next Two Years

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



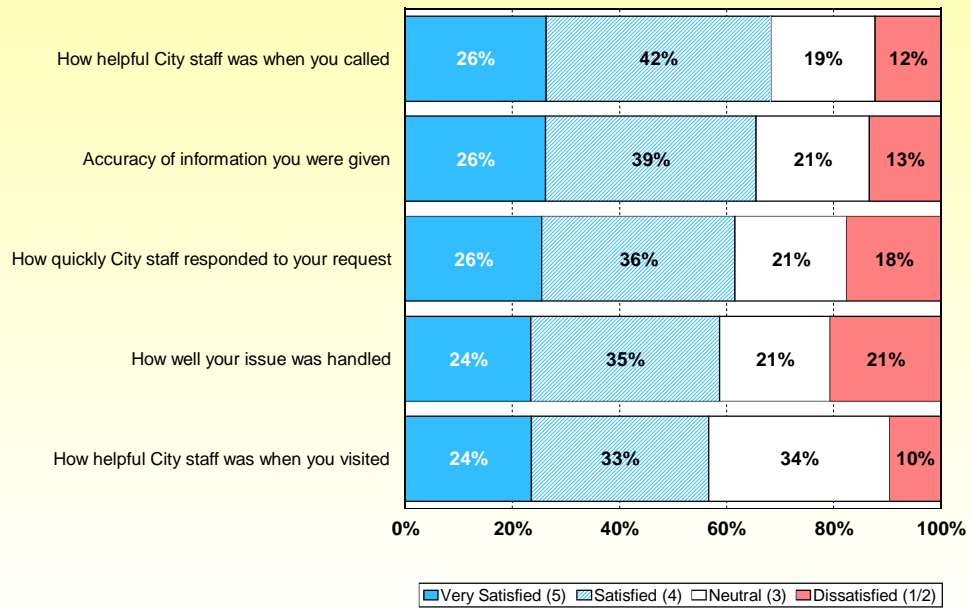
Q22. Have you contacted the City of Oklahoma City during the past year?

by percentage of respondents



Q22a. Satisfaction with City Employees Contacted

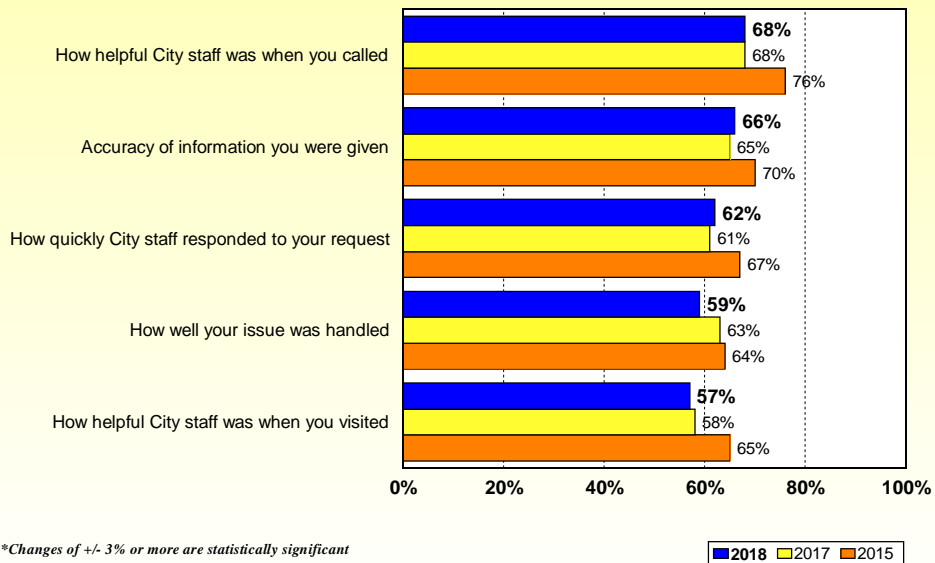
by percentage of respondents who contacted the City during the past year (excluding "don't know")



Source: ETC Institute (2018 - Oklahoma City, OK)

Satisfaction with City Employees Contacted 2018 vs. 2017 vs. 2015

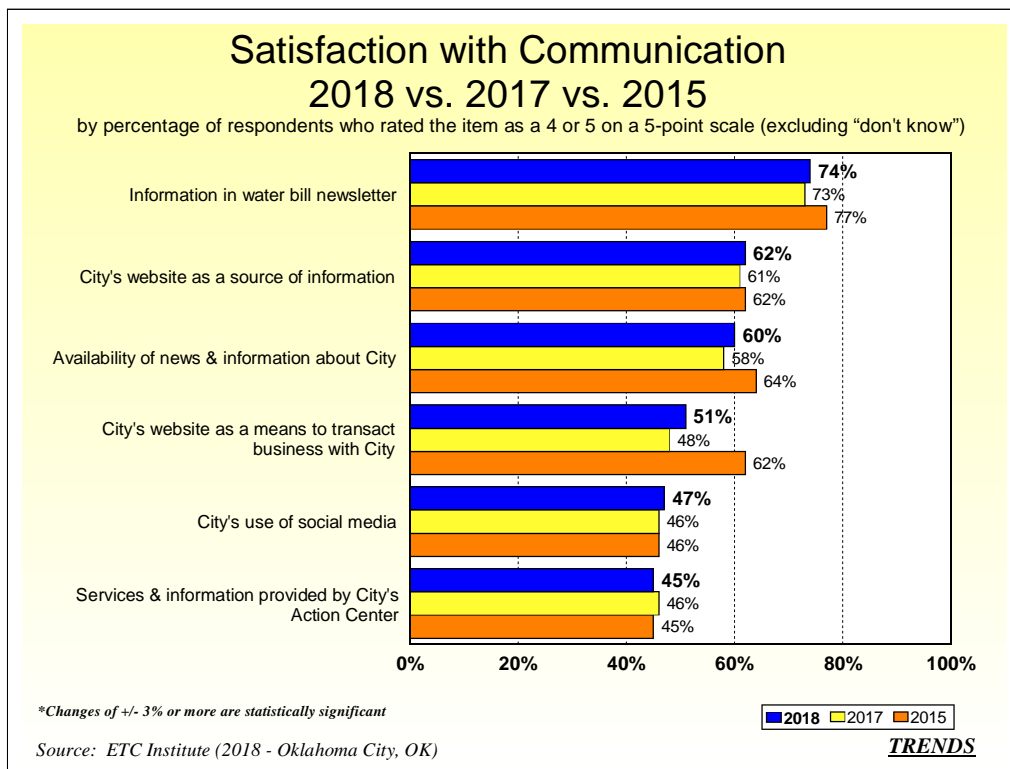
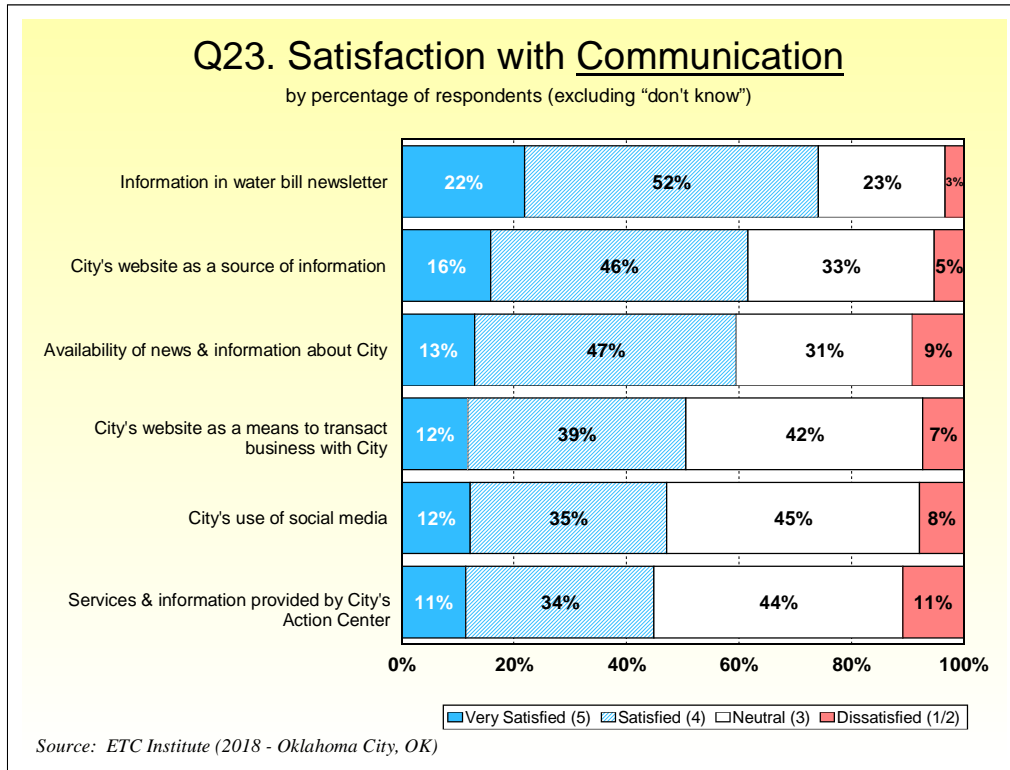
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



*Changes of +/- 3% or more are statistically significant

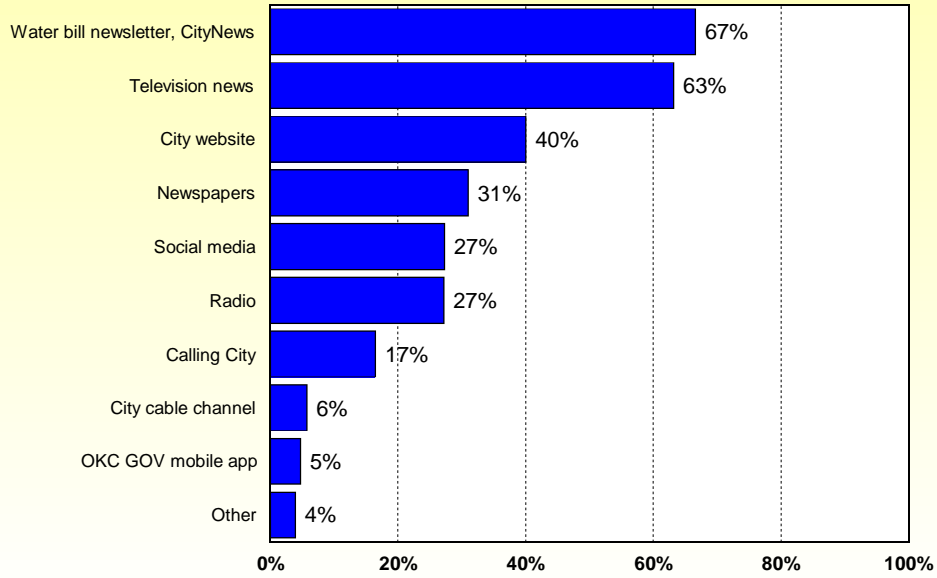
Source: ETC Institute (2018 - Oklahoma City, OK)

TRENDS



Q24. Which of the following do you use to get information about the City of Oklahoma City?

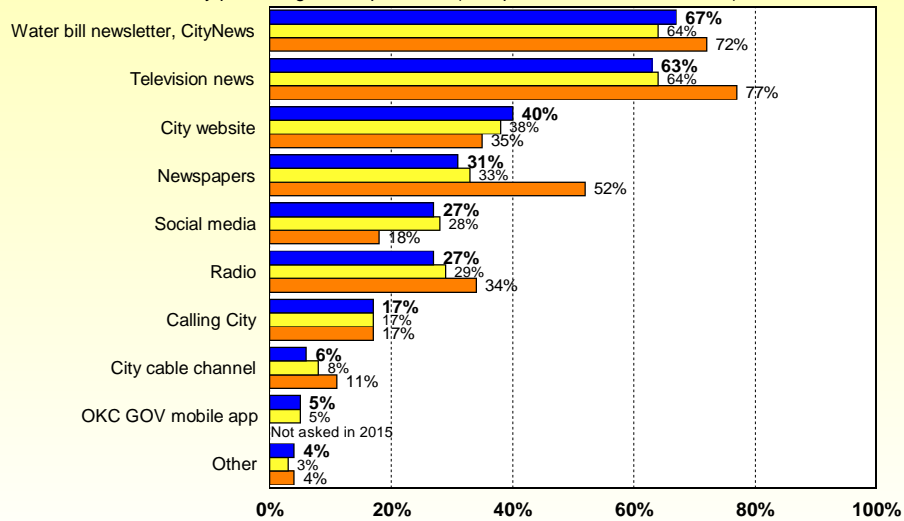
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018 - Oklahoma City, OK)

Q24. Sources Residents Currently Use to Get Information About the City 2018 vs. 2017 vs. 2015

by percentage of respondents (multiple choices could be made)



*Changes of +/- 3% or more are statistically significant

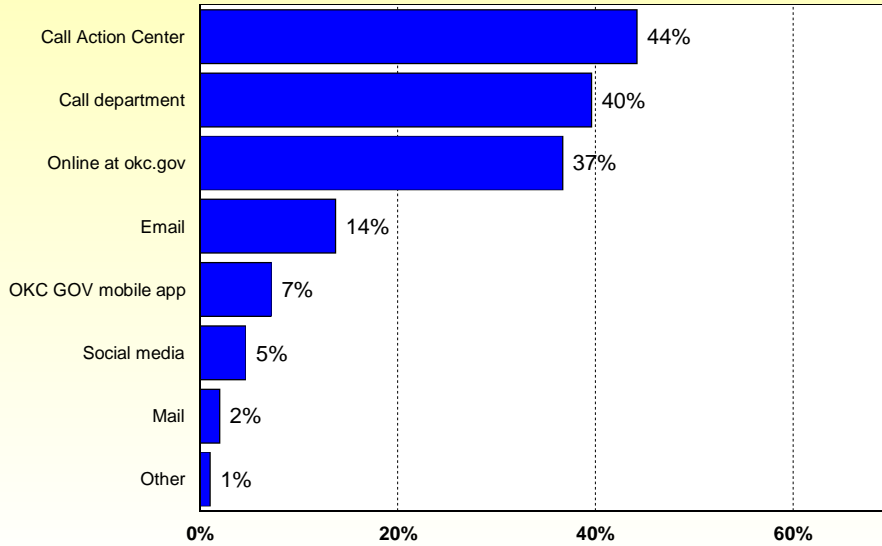
Source: ETC Institute (2018 - Oklahoma City, OK)

■ 2018 ■ 2017 ■ 2015

TRENDS

Q25. How do you prefer to report code violations and non-emergency problems or request a city service?

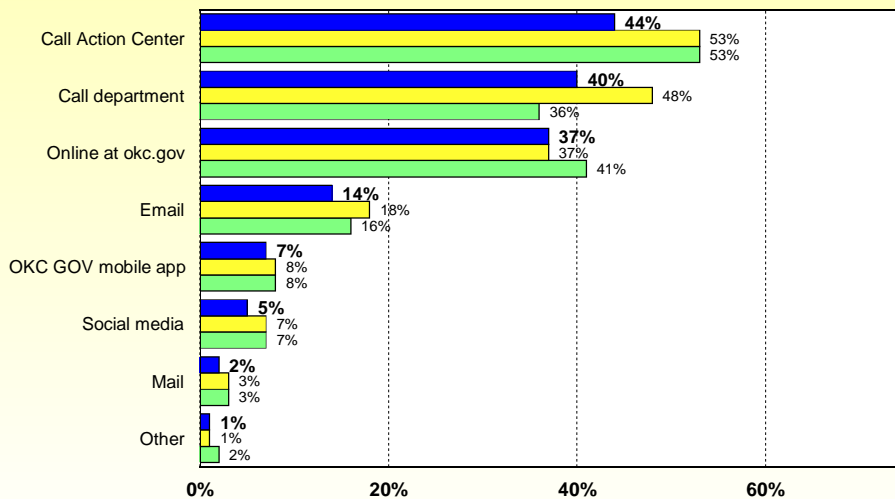
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018 - Oklahoma City, OK)

Q25. How do you prefer to report code violations and non-emergency problems or request a City service? 2018 vs. 2017 vs. 2016

by percentage of respondents (multiple choices could be made)



*Changes of +/- 3% or more are statistically significant

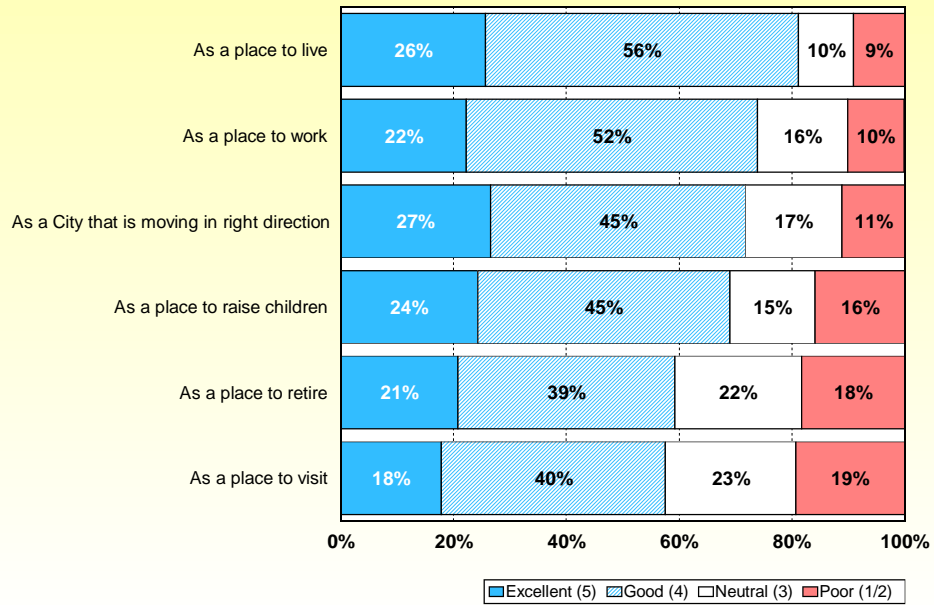
Source: ETC Institute (2018 - Oklahoma City, OK)

■ 2018 ■ 2017 ■ 2016

TRENDS

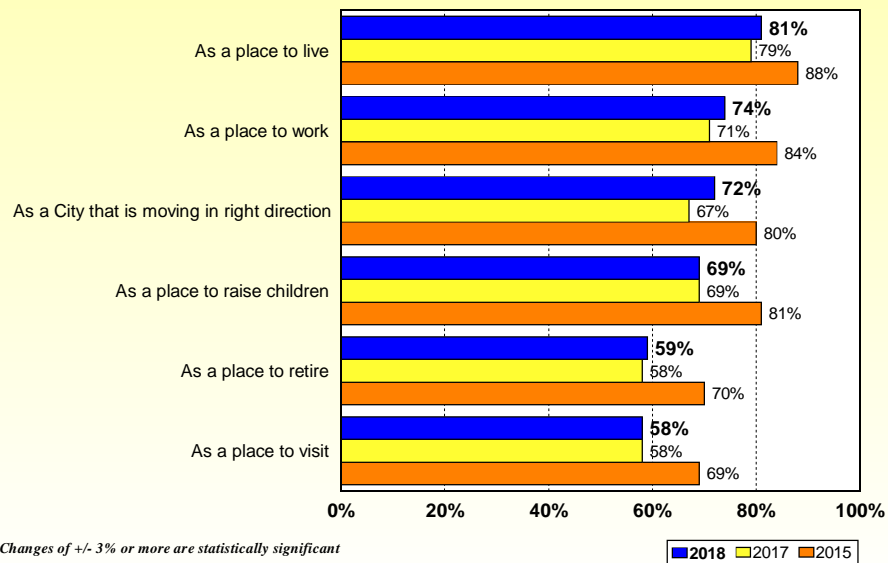
Q26. Overall Ratings of Oklahoma City

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



Overall Ratings of Oklahoma City 2018 vs. 2017 vs. 2015

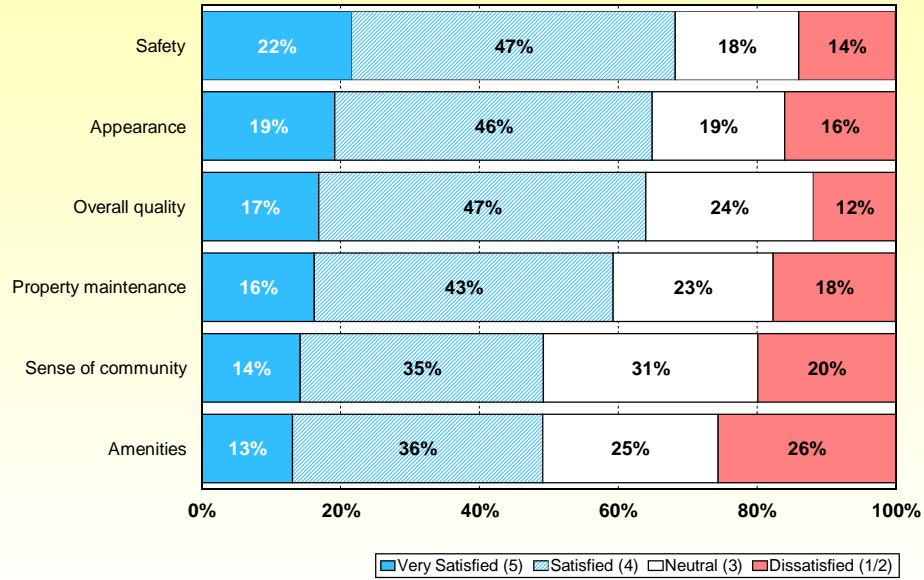
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



TRENDS

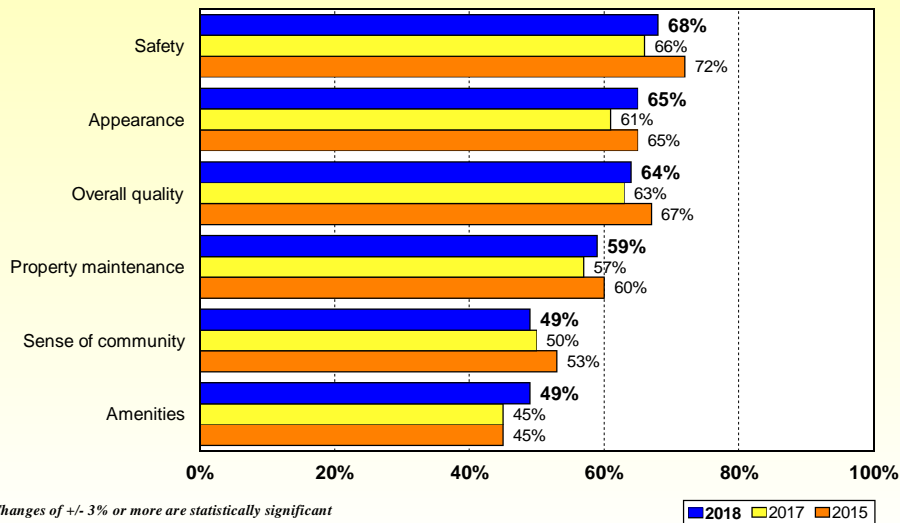
Q27. Satisfaction with the Various Aspects of the Neighborhood

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



Satisfaction with the Various Aspects of the Neighborhood 2018 vs. 2017 vs. 2015

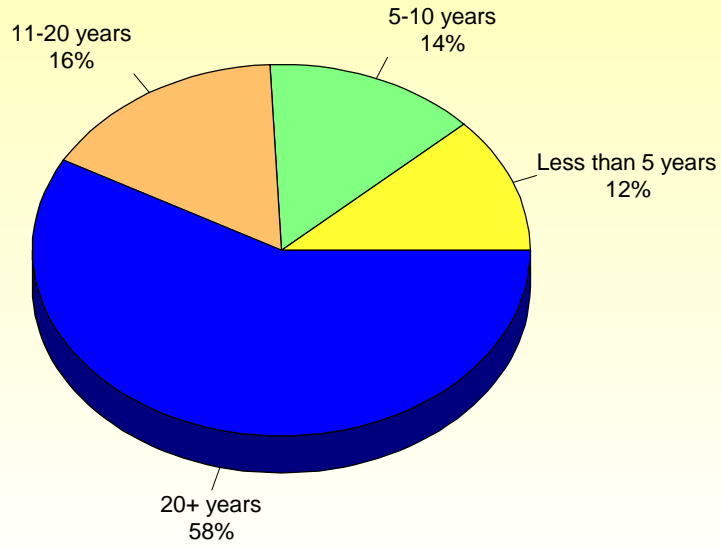
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



TRENDS

Q28. Approximately how many years have you lived in Oklahoma City?

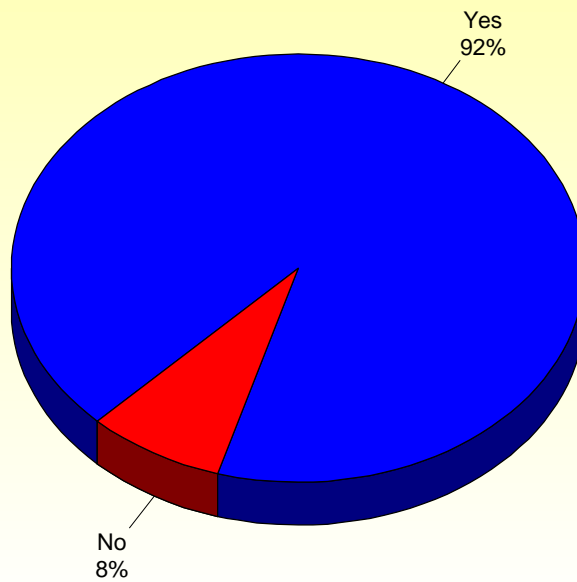
by percentage of respondents (excluding "not provided")



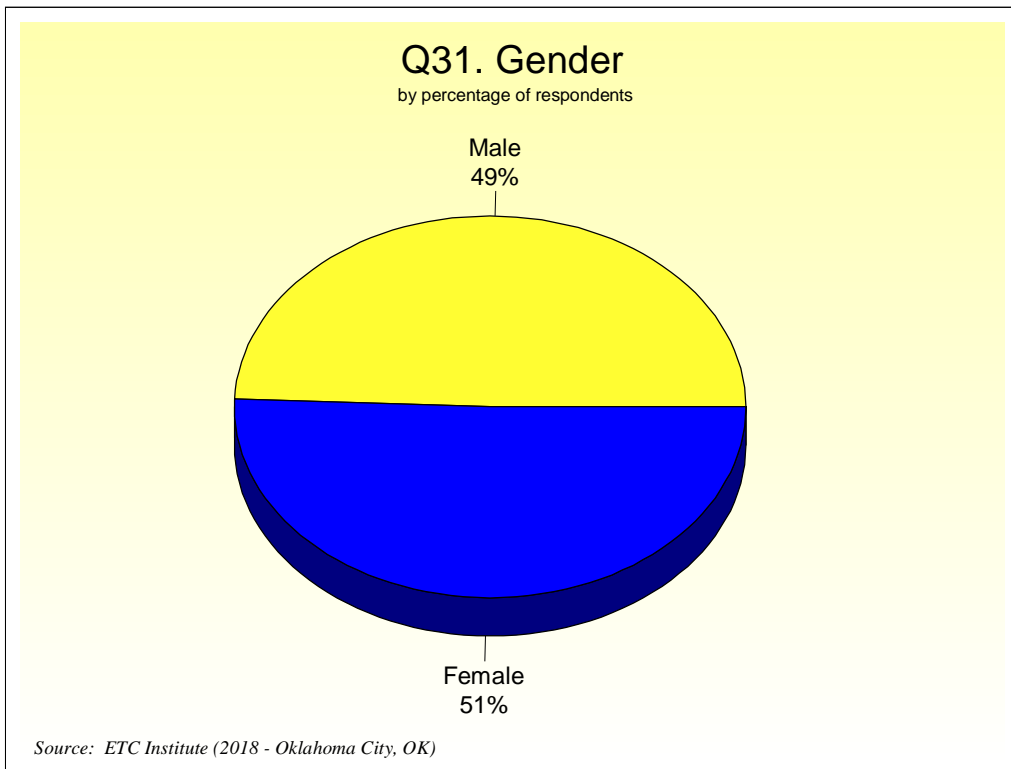
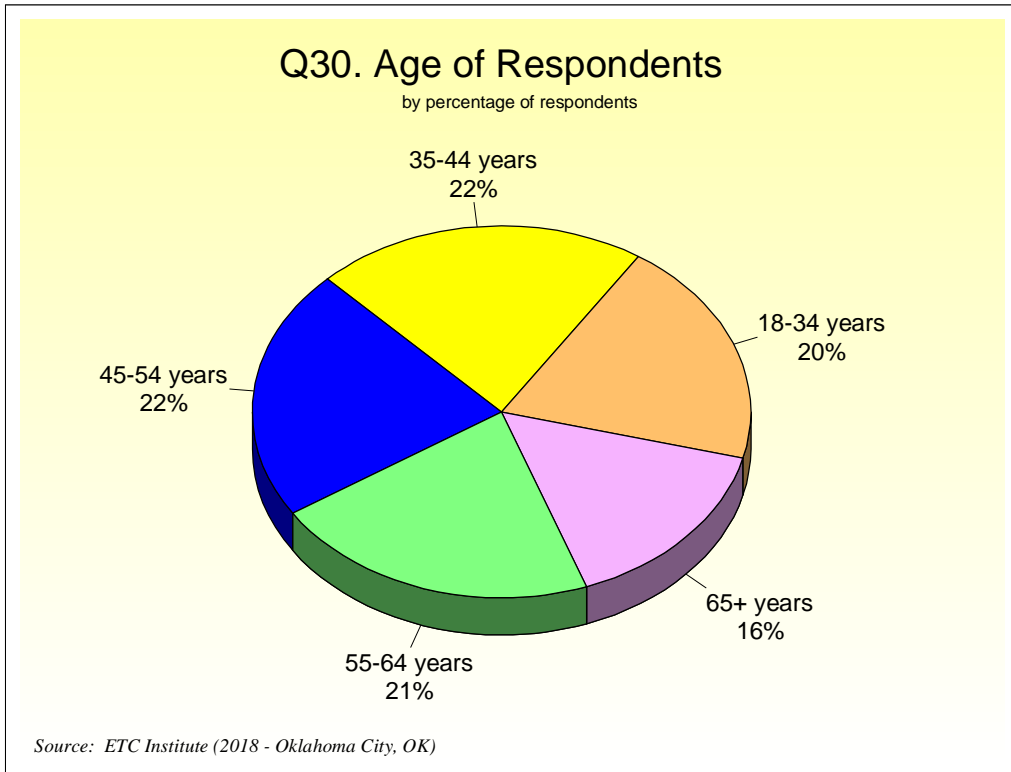
Source: ETC Institute (2018 - Oklahoma City, OK)

Q29. Are you registered to vote?

by percentage of respondents (excluding "not provided")

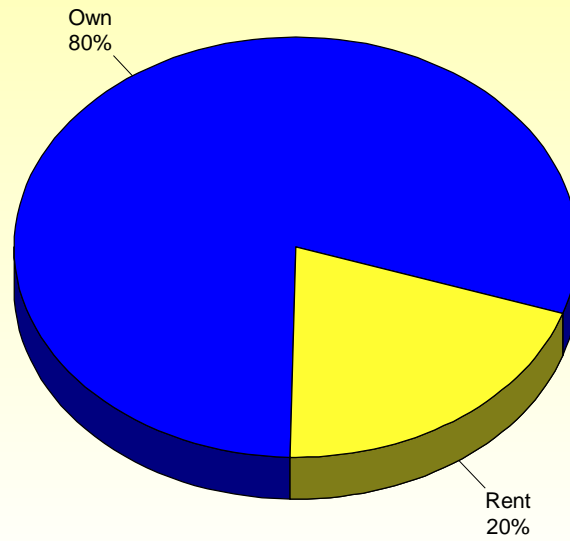


Source: ETC Institute (2018 - Oklahoma City, OK)



Q32. Do you own or rent your current residence?

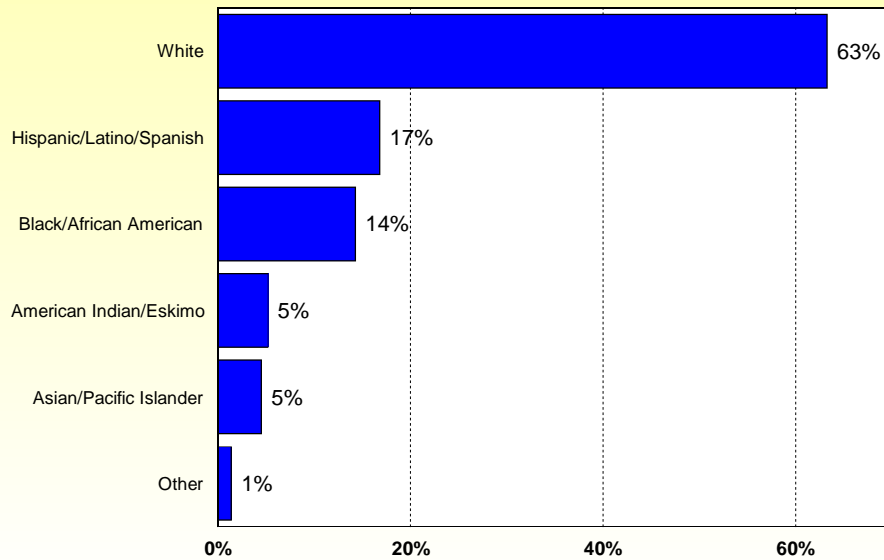
by percentage of respondents



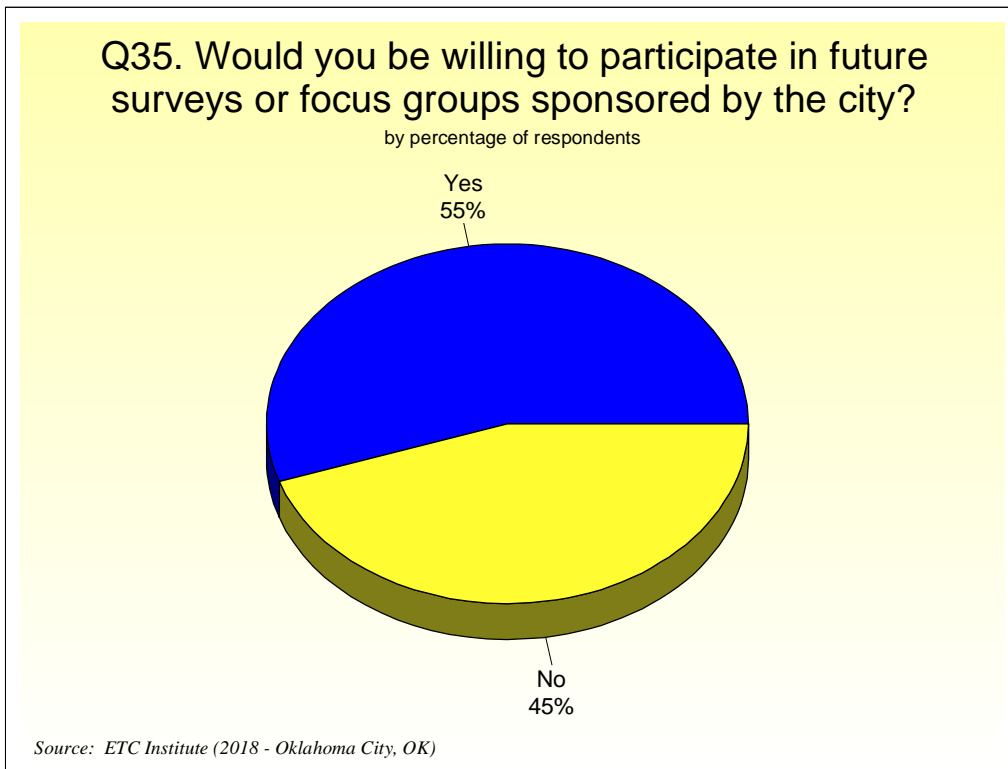
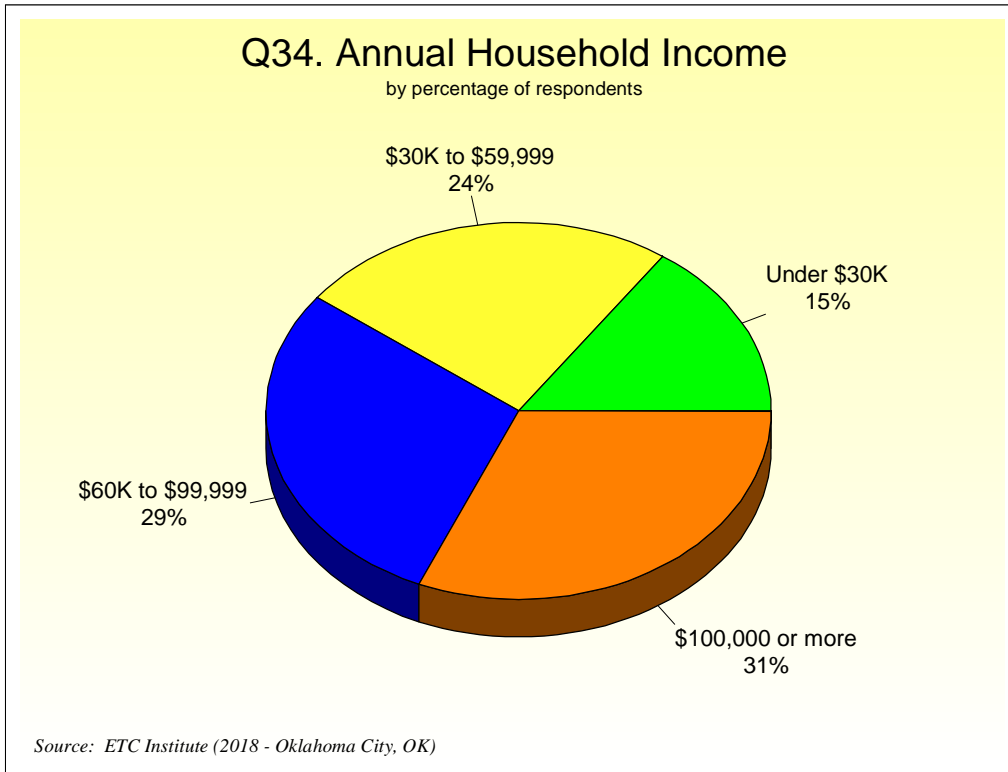
Source: ETC Institute (2018 - Oklahoma City, OK)

Q33. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018 - Oklahoma City, OK)



Section 2

Benchmarking Analysis



Benchmarking Summary Report City of Oklahoma City, Oklahoma

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2017 to a random sample of more than 4,000 residents across the United States, (2) a survey administered by ETC Institute in the fall of 2017 to over 350 residents living in the South Region, and (3) from individual community surveys that were administered in 17 large-sized cities (population of 250,000 or more) between January 2016 and August 2017. The “Large U.S. City Average” shown in the performance range charts is the average rating of the 17 cities listed below:

- Austin, Texas
- Dallas, Texas
- Des Moines, Iowa
- Durham, North Carolina
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Johnson County, Kansas
- Kansas City, Missouri
- Las Vegas, Nevada
- Mecklenburg County, North Carolina
- Miami, Florida
- Overland Park, Kansas
- Plano, Texas
- Raleigh, North Carolina
- San Antonio, Texas
- Tempe, Arizona
- Vancouver, Washington



Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall ratings for Oklahoma City compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. The blue bar shows the ratings for Oklahoma City, the yellow bar for the United States, and the orange bar for communities with a population of 250,000 or more.

Head-to-Head Comparisons. The second set of charts show head-to-head comparisons to other large cities in the United States.

Performance Range Charts. The third set of charts comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in mid-size communities that have participated in the DirectionFinder® Survey since January 2018. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Oklahoma City compare to the medium community size national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Oklahoma City rated above the large-size community national average. If the yellow dot is located to the left of the vertical dash, the City of Oklahoma City rated below the large-size community national average.

National Benchmarks

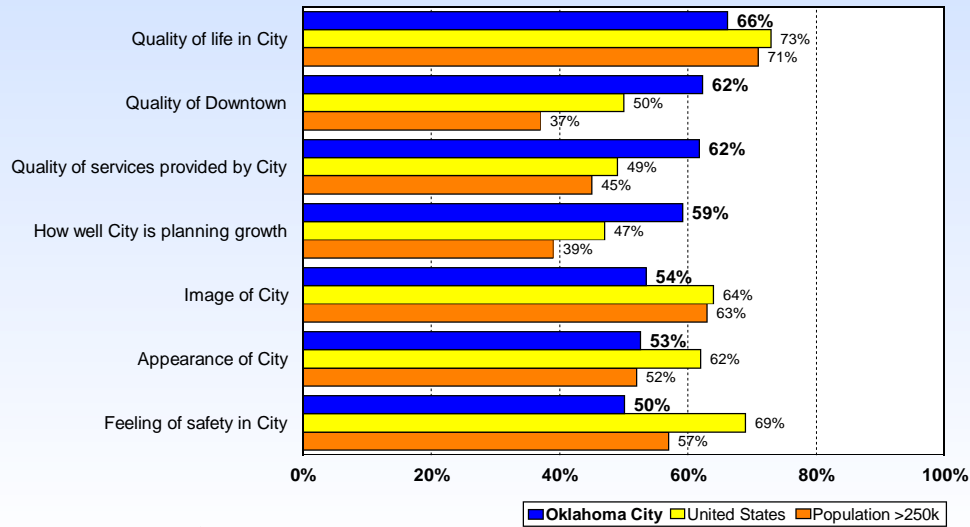
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Oklahoma City is not authorized without written consent from ETC Institute.

Benchmarking Communities

- Austin, TX
- Dallas, TX
- Des Moines, IA
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami, FL
- Overland Park, KS
- Plano, TX
- Raleigh, NC
- San Antonio, TX
- Tempe, AZ
- Vancouver, WA

Satisfaction with Issues that Influence Perceptions of the City Oklahoma City vs. United States vs. Large U.S. Cities

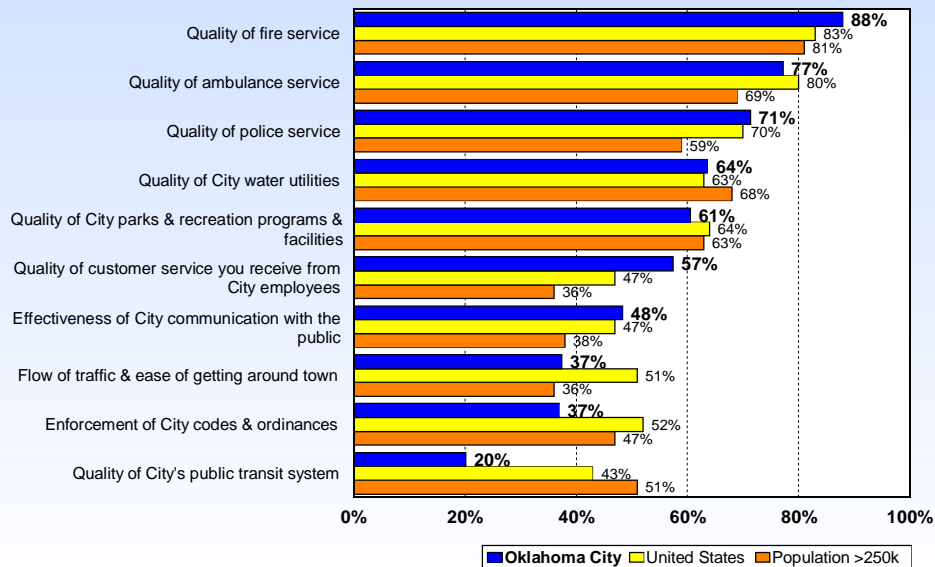
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2018 ETC Institute

Overall Satisfaction with Major Categories of City Services Oklahoma City vs. United States vs. Large U.S. Cities

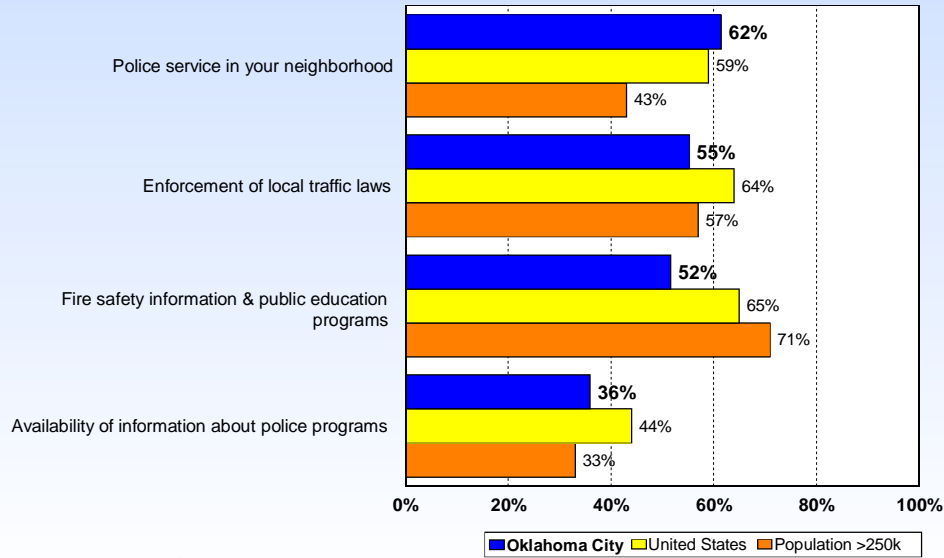
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2018 ETC Institute

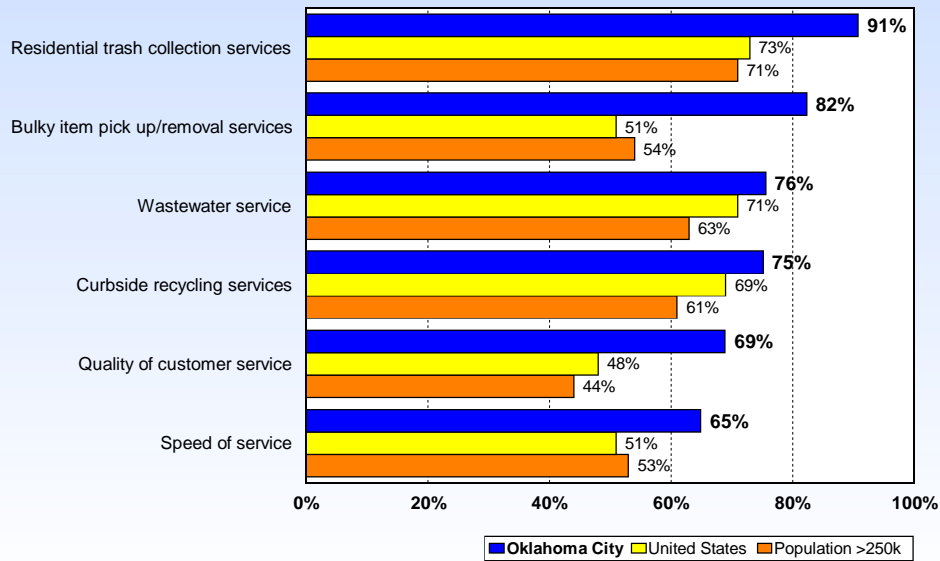
Overall Satisfaction with Public Safety Services Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



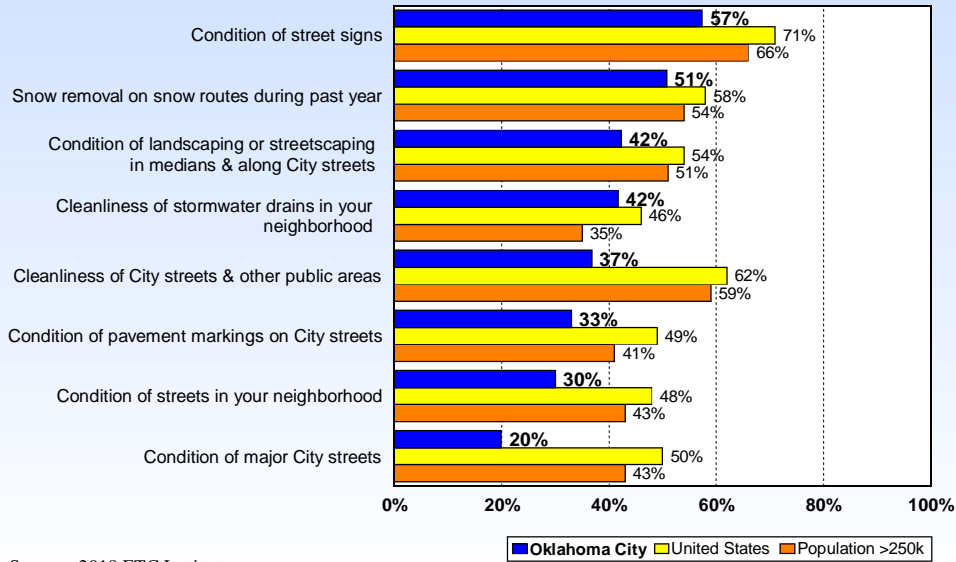
Overall Satisfaction with City Utility Services Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



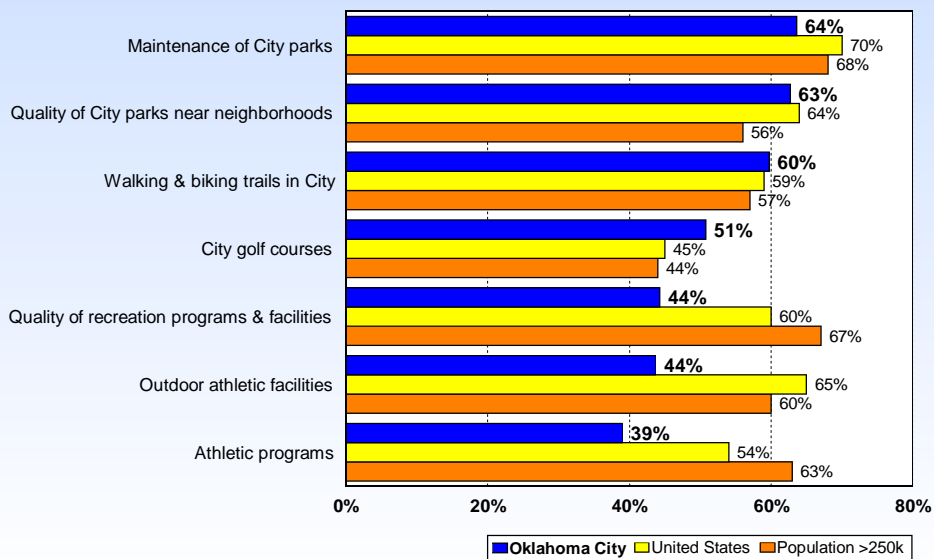
Overall Satisfaction with City Maintenance Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



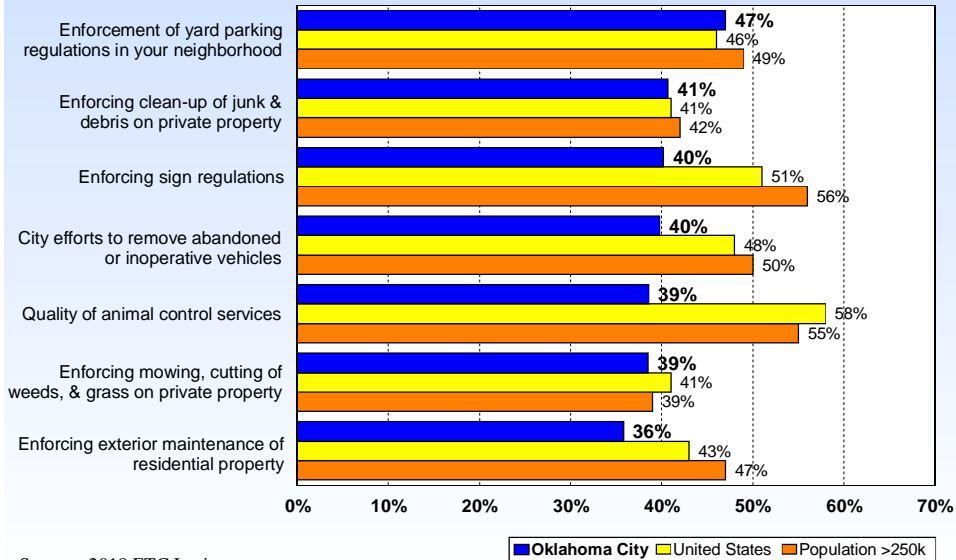
Overall Satisfaction with Parks and Recreation Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



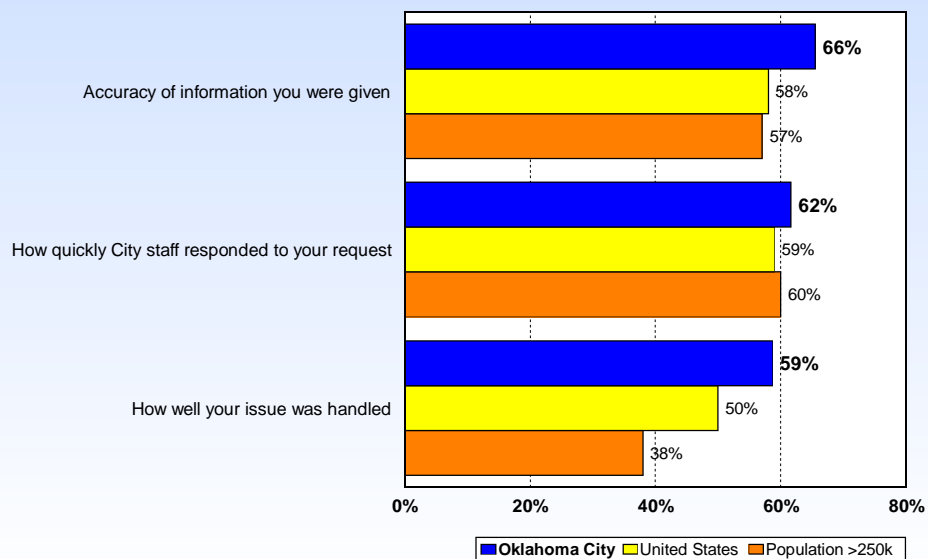
Overall Satisfaction with Code Enforcement Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



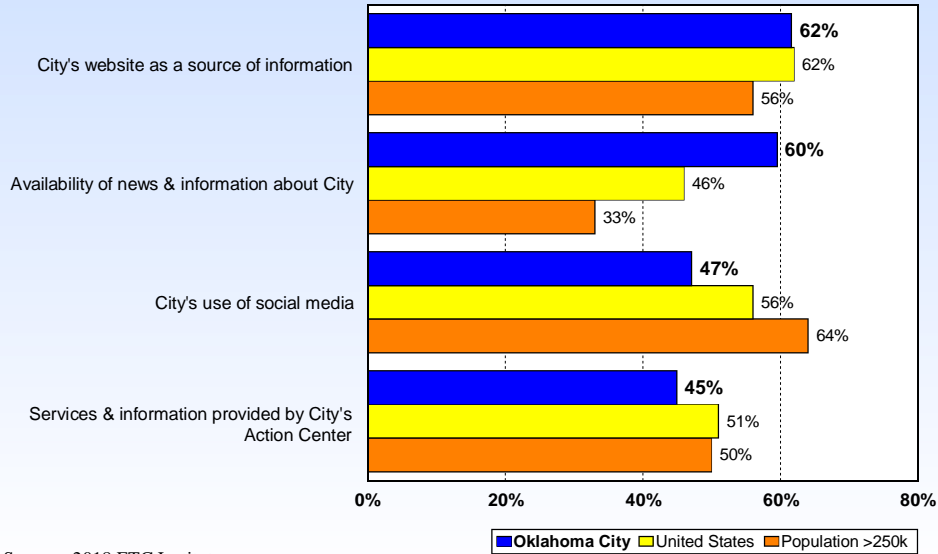
Overall Satisfaction with Customer Service Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



Overall Satisfaction with Communication Oklahoma City vs. United States vs. Large U.S. Cities

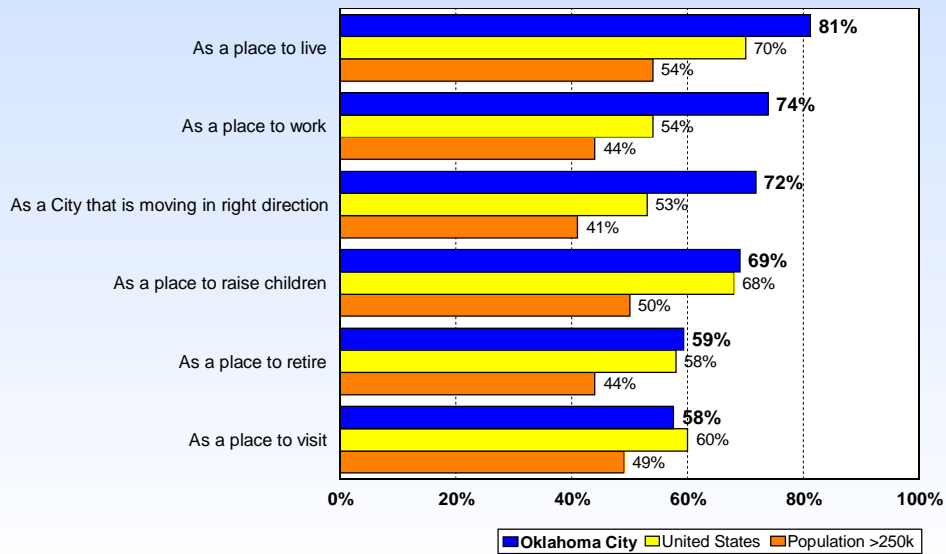
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2018 ETC Institute

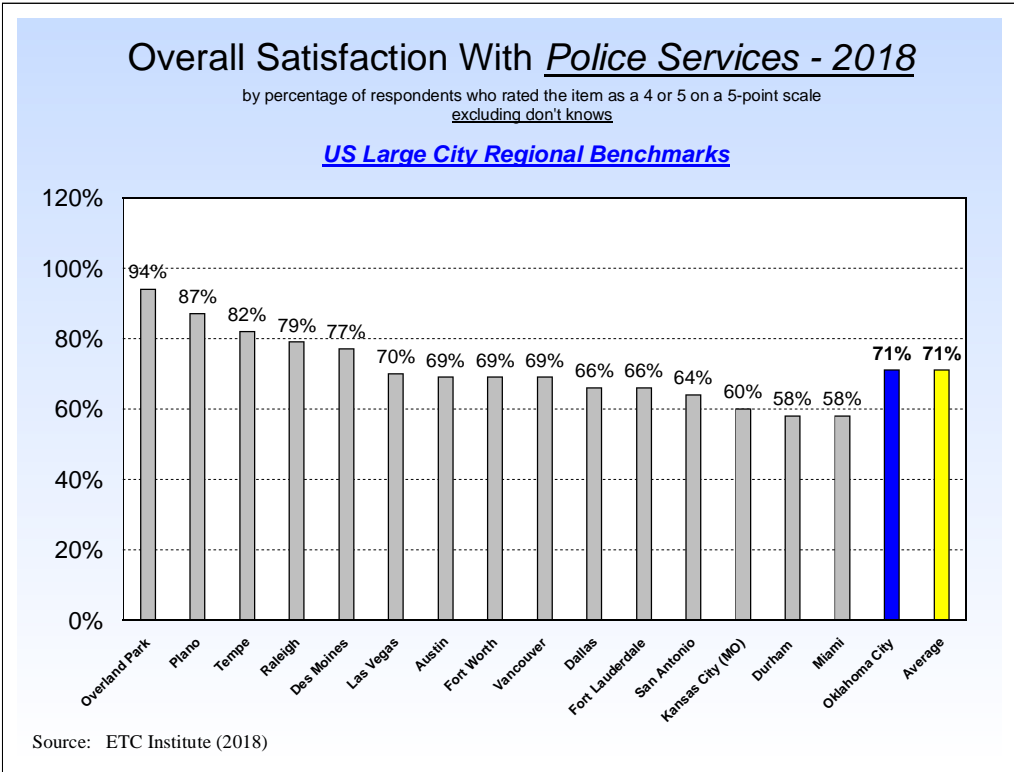
Overall Ratings of the City Oklahoma City vs. United States vs. Large U.S. Cities

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 know")



Source: 2018 ETC Institute

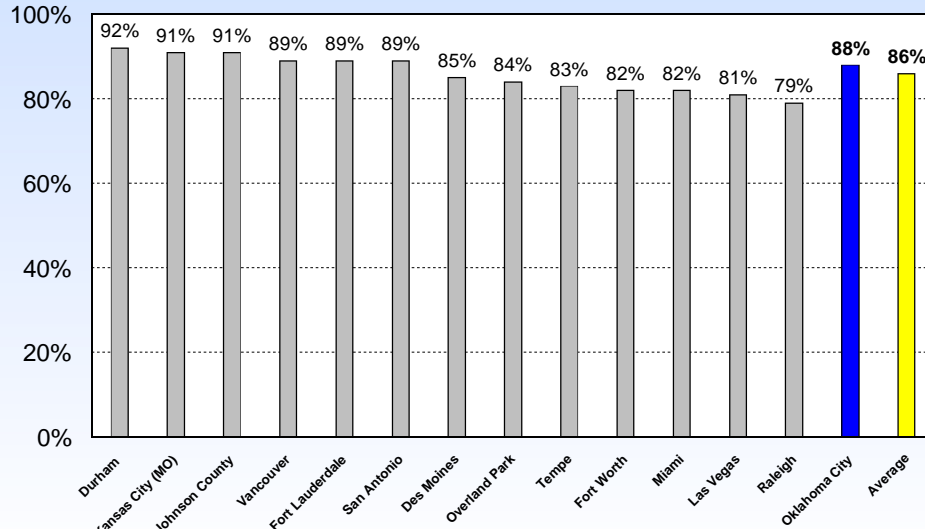
Selected Head-to-Head Comparisons



Overall Satisfaction With Fire Protection & Rescue Services - 2018

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

Large City Regional Benchmarks

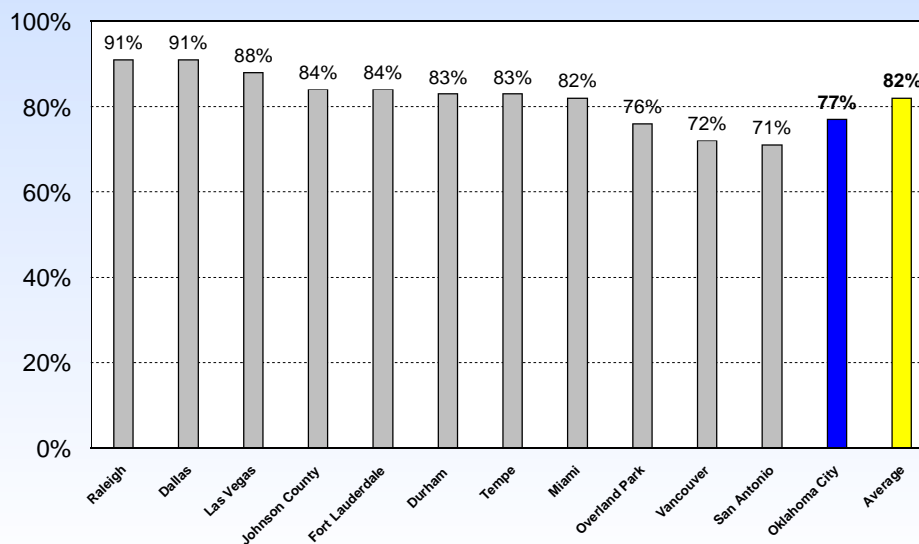


Source: ETC Institute (2018)

Overall Satisfaction With Ambulance Services - 2018

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

US Large City Regional Benchmarks

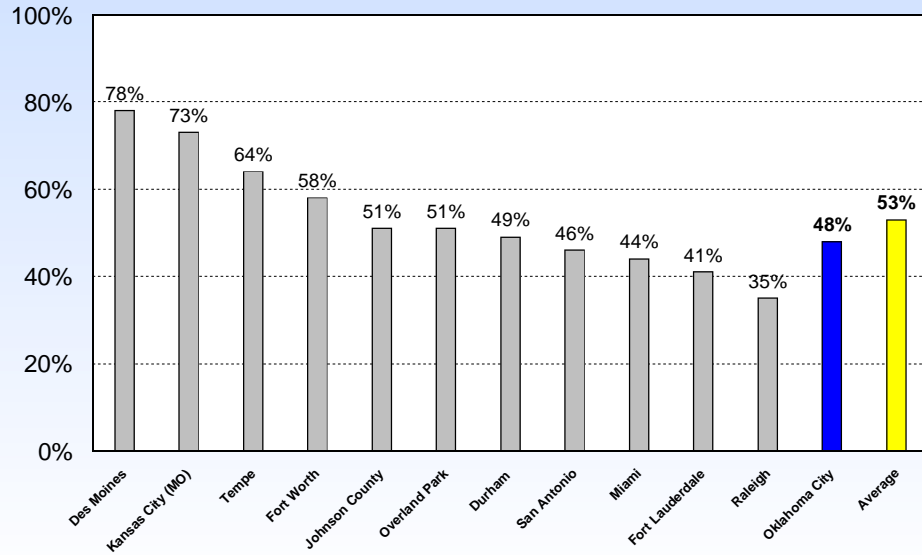


Source: ETC Institute (2018)

Overall Satisfaction With *City Communications* - 2018

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

US Large City Regional Benchmarks

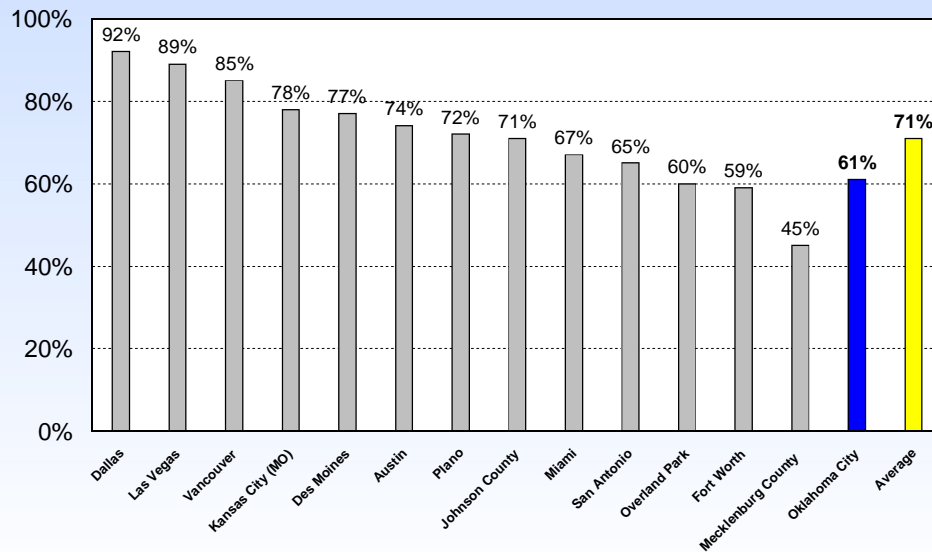


Source: ETC Institute (2018)

Overall Satisfaction With *Parks and Recreation* - 2018

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

US Large City Regional Benchmarks

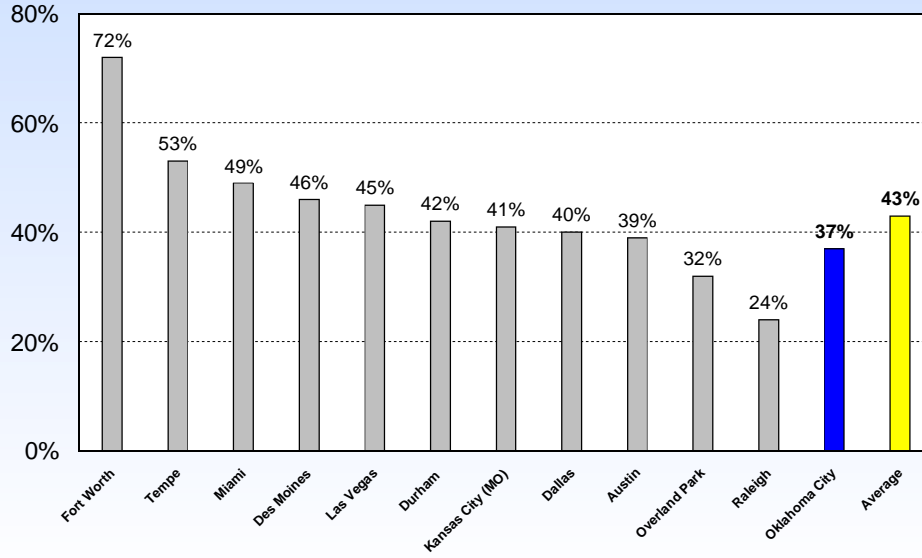


Source: ETC Institute (2018)

Overall Satisfaction With Code Enforcement - 2018

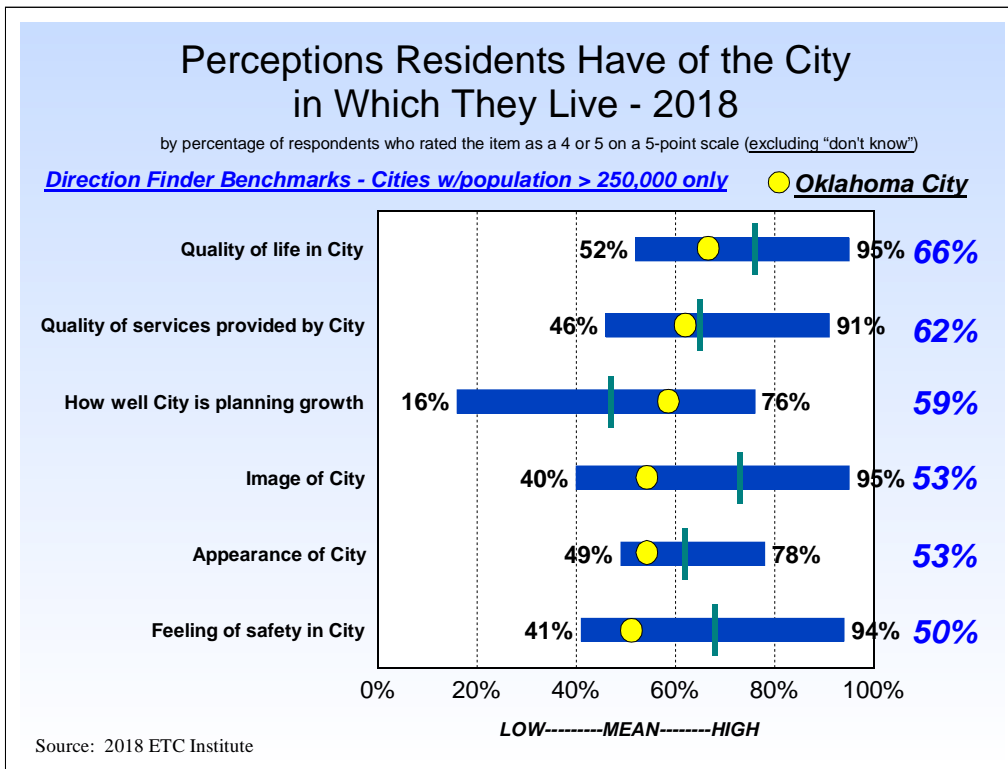
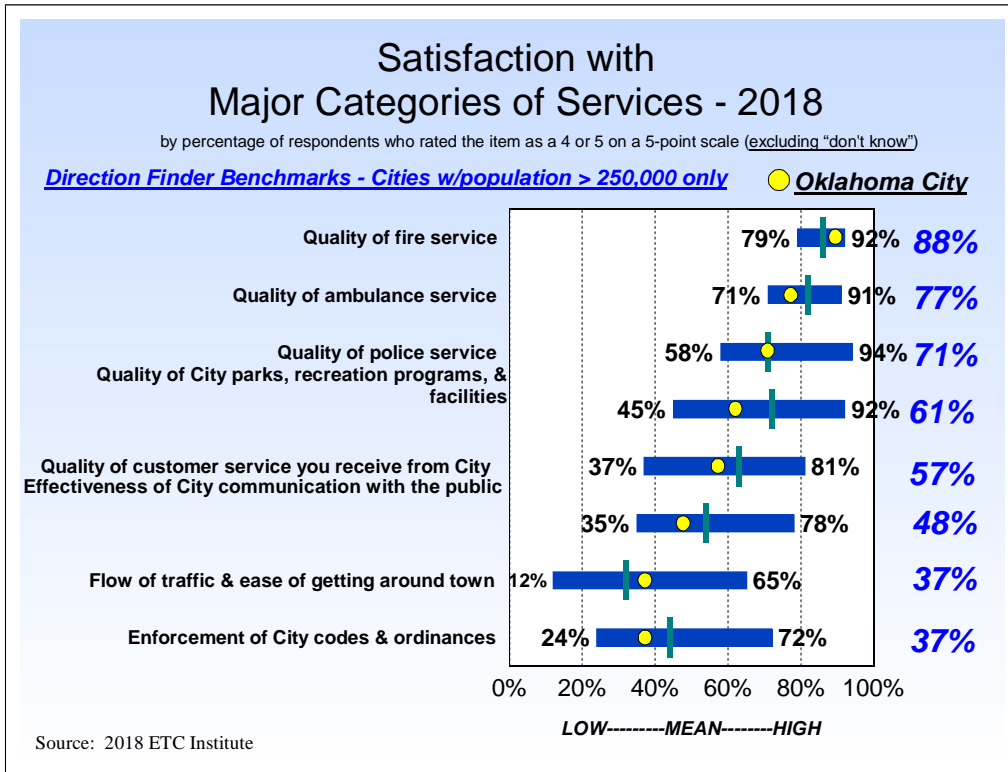
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
 excluding don't knows

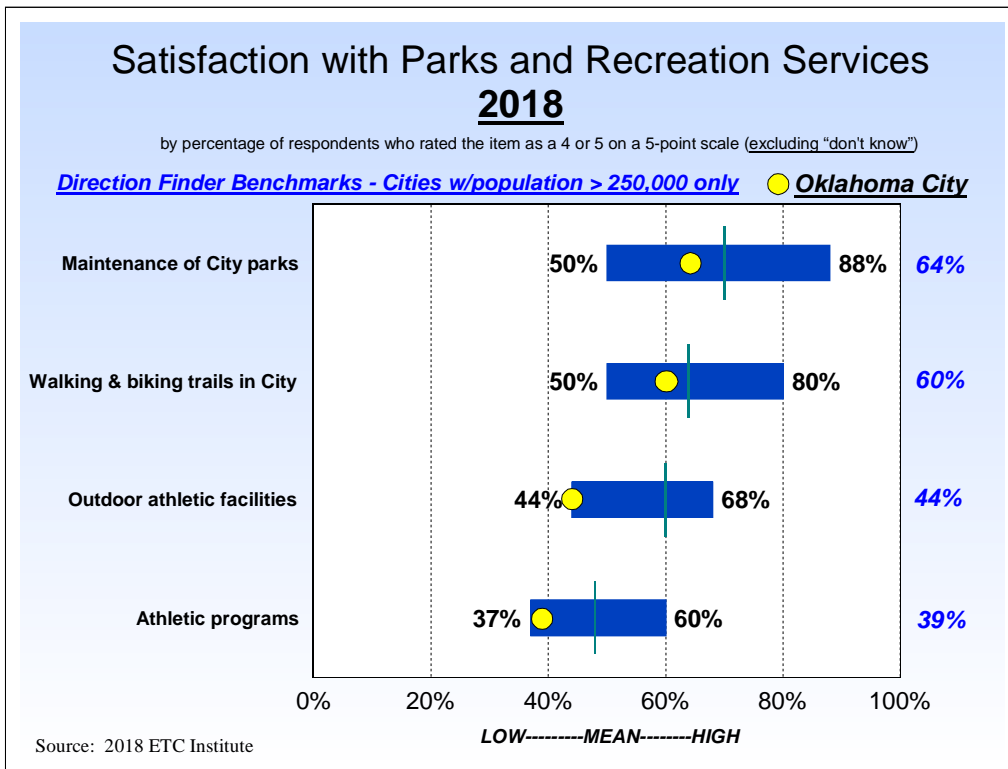
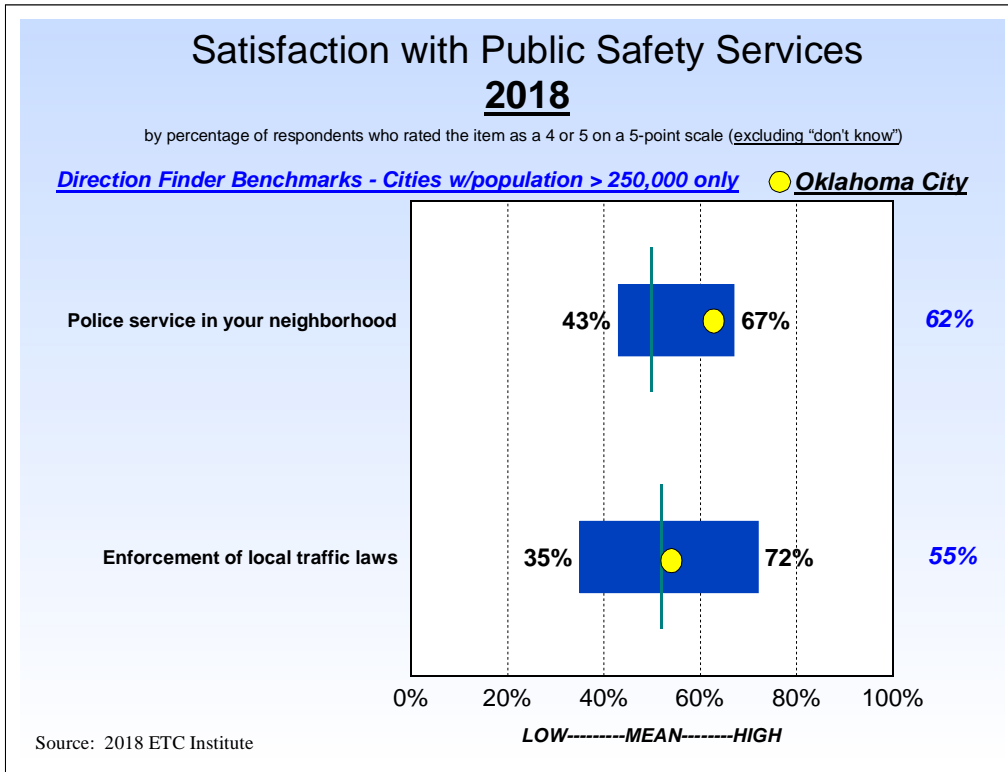
US Large City Regional Benchmarks



Source: ETC Institute (2018)

Comparison to a Range of Performance

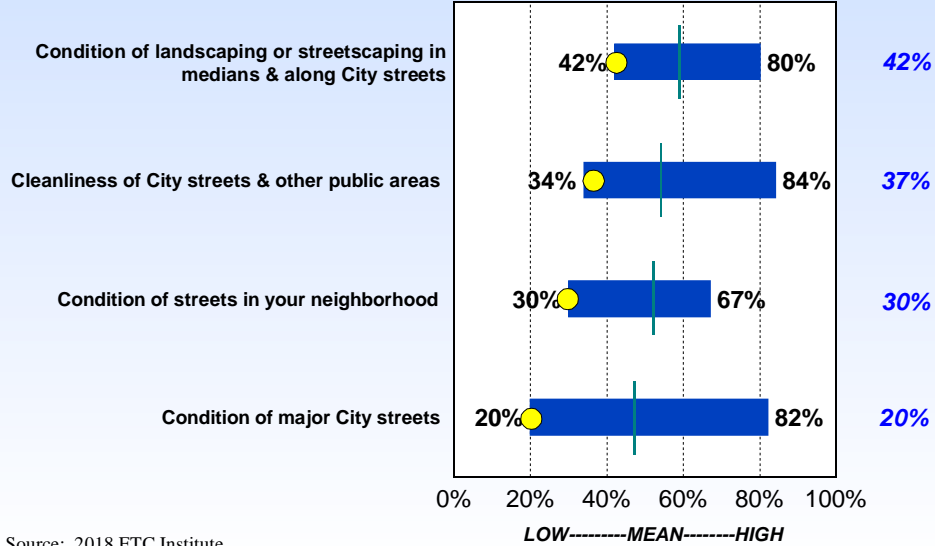




Satisfaction with Maintenance Services 2018

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

Direction Finder Benchmarks - Cities w/population > 250,000 only ● **Oklahoma City**

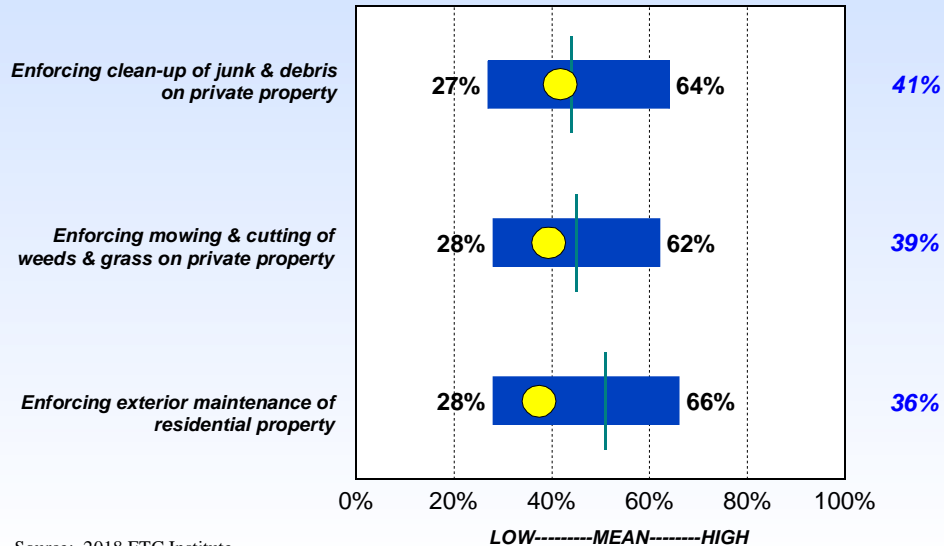


Source: 2018 ETC Institute

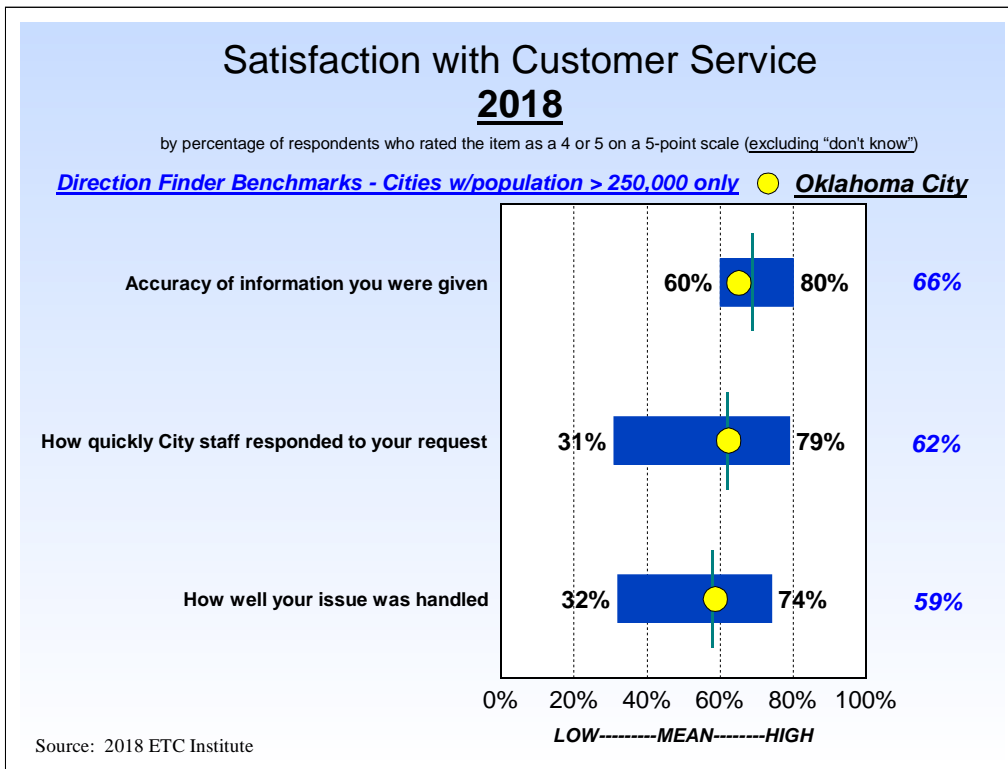
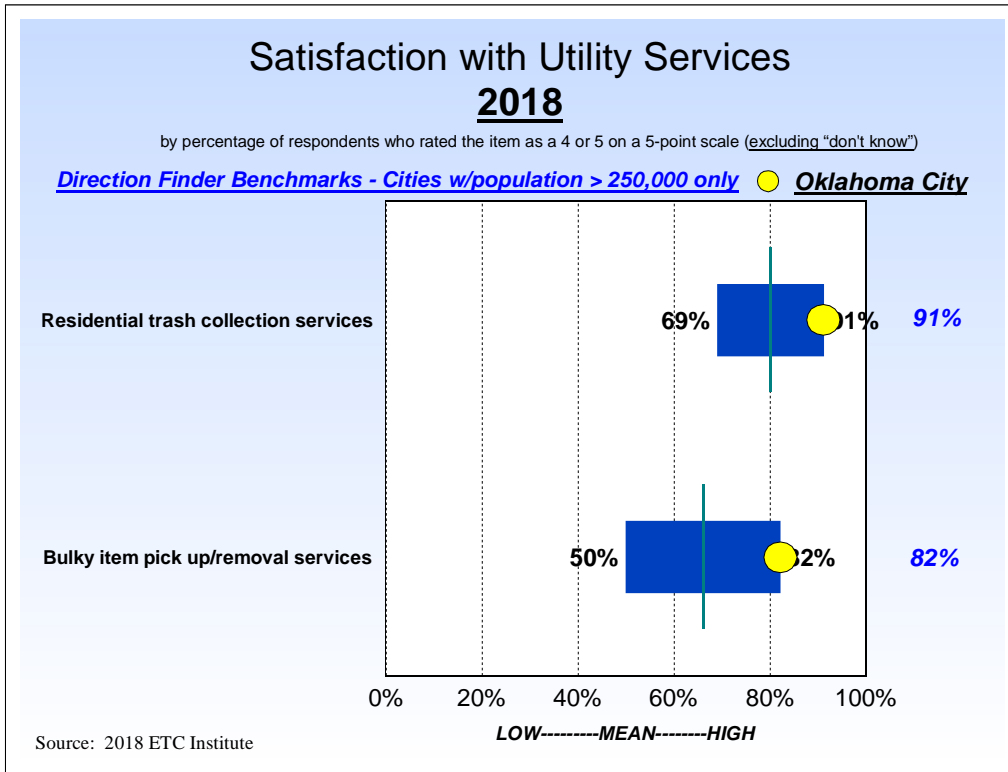
Satisfaction with Code Enforcement 2018

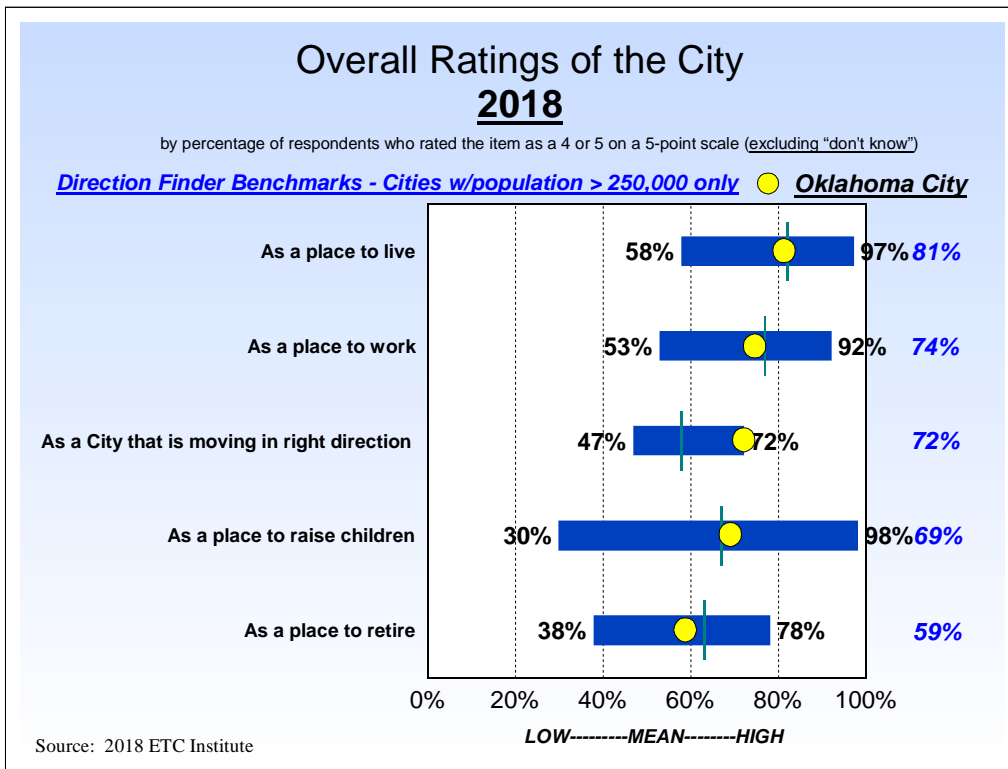
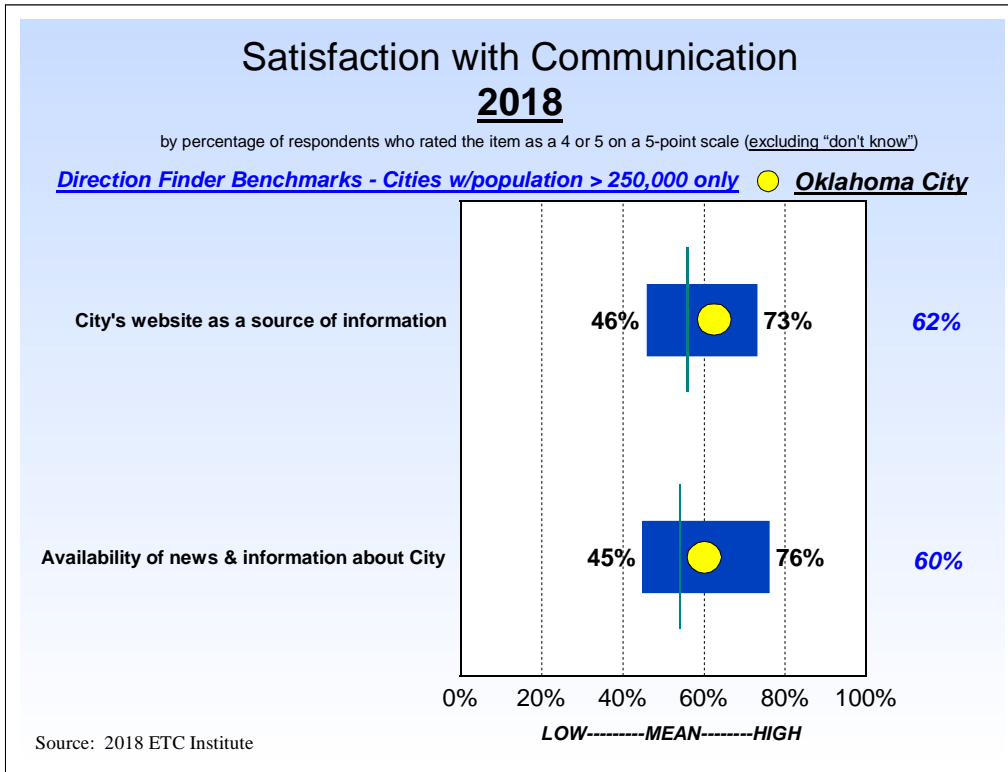
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

Direction Finder Benchmarks - Cities w/population > 250,000 only ● **Oklahoma City**



Source: 2018 ETC Institute





Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of 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 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.

Overview

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Eighty-one percent (81%) of respondents selected *condition of City streets*, as one of the most important services for the City to provide.

With regard to satisfaction, 11% of respondents surveyed rated the City's overall performance in the *condition of City streets*, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *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 81% was multiplied by 89% (1-0.11). This calculation yielded an I-S rating of 0.7218 which ranked first out of 11 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 they are positively satisfied with the delivery of the service.



The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of Oklahoma City are provided on the following pages.

2018 Importance-Satisfaction Rating

Oklahoma City, Oklahoma

Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Condition of City streets	81%	1	11%	11	0.7218	1
Flow of traffic & ease of getting around town	47%	2	37%	8	0.2911	2
High Priority (IS .10-.20)						
Quality of City's public transit system	24%	4	20%	10	0.1942	3
Enforcement of City codes & ordinances	21%	6	37%	9	0.1348	4
Medium Priority (IS <.10)						
Quality of City parks & recreation programs & facilities	24%	5	61%	5	0.0948	5
Quality of police service	30%	3	71%	3	0.0852	6
Effectiveness of City communication with the public	12%	7	48%	7	0.0619	7
Quality of City water utilities	12%	8	64%	4	0.0430	8
Quality of customer service you receive from City employees	7%	11	57%	6	0.0302	9
Quality of ambulance service	7%	10	77%	2	0.0164	10
Quality of fire service	9%	9	88%	1	0.0107	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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Oklahoma City, Oklahoma

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Enforcing clean-up of junk & debris on private property	61%	1	41%	2	0.3588	1
Enforcing mowing & cutting of weeds & grass on private property	54%	2	39%	6	0.3296	2
Enforcing exterior maintenance of residential property	37%	3	36%	7	0.2401	3
Quality of animal control services	34%	4	39%	5	0.2057	4
High Priority (IS .10-.20)						
City efforts to remove abandoned or inoperative vehicles	29%	5	40%	4	0.1740	5
Enforcing sign regulations	18%	7	40%	3	0.1058	6
Enforcement of yard parking regulations in your neighborhood	19%	6	47%	1	0.1002	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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Oklahoma City, Oklahoma

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)						
Maintenance of City parks	44%	1	64%	2	0.1616	1
Walking & biking trails in City	39%	3	60%	4	0.1564	2
Quality of City parks near neighborhoods	40%	2	63%	3	0.1496	3
Medium Priority (IS <.10)						
Availability of information about parks & recreation programs	16%	5	42%	12	0.0954	4
City recreation centers	17%	4	47%	8	0.0918	5
Quality of recreation programs & facilities	14%	6	44%	9	0.0769	6
City aquatic facilities & programs	12%	7	42%	11	0.0717	7
Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	12%	8	44%	10	0.0653	8
Recreation opportunities for fishing at close to home waters	10%	9	48%	7	0.0530	9
Athletic programs	8%	11	39%	13	0.0500	10
Availability of information about Civic Center Music Hall programs	9%	10	56%	5	0.0377	11
City golf courses	6%	12	51%	6	0.0280	12
Civic Center Music Hall experience	6%	13	69%	1	0.0172	13

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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating Oklahoma City, Oklahoma Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Condition of major City streets	74%	1	20%	8	0.5935	1
Condition of streets in your neighborhood	52%	2	30%	7	0.3661	2
Cleanliness of City streets & other public areas	38%	3	37%	5	0.2370	3
Condition of pavement markings on City streets	33%	4	33%	6	0.2184	4
High Priority (IS .10-.20)						
Condition of landscaping or streetscaping in medians & along City streets	23%	5	42%	3	0.1327	5
Cleanliness of stormwater drains in your neighborhood	23%	6	42%	4	0.1323	6
Medium Priority (IS <.10)						
Snow removal on snow routes during past year	13%	7	51%	2	0.0640	7
Condition of street signs	11%	8	57%	1	0.0486	8

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 be the City's top priorities.

Satisfaction %:

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

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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.

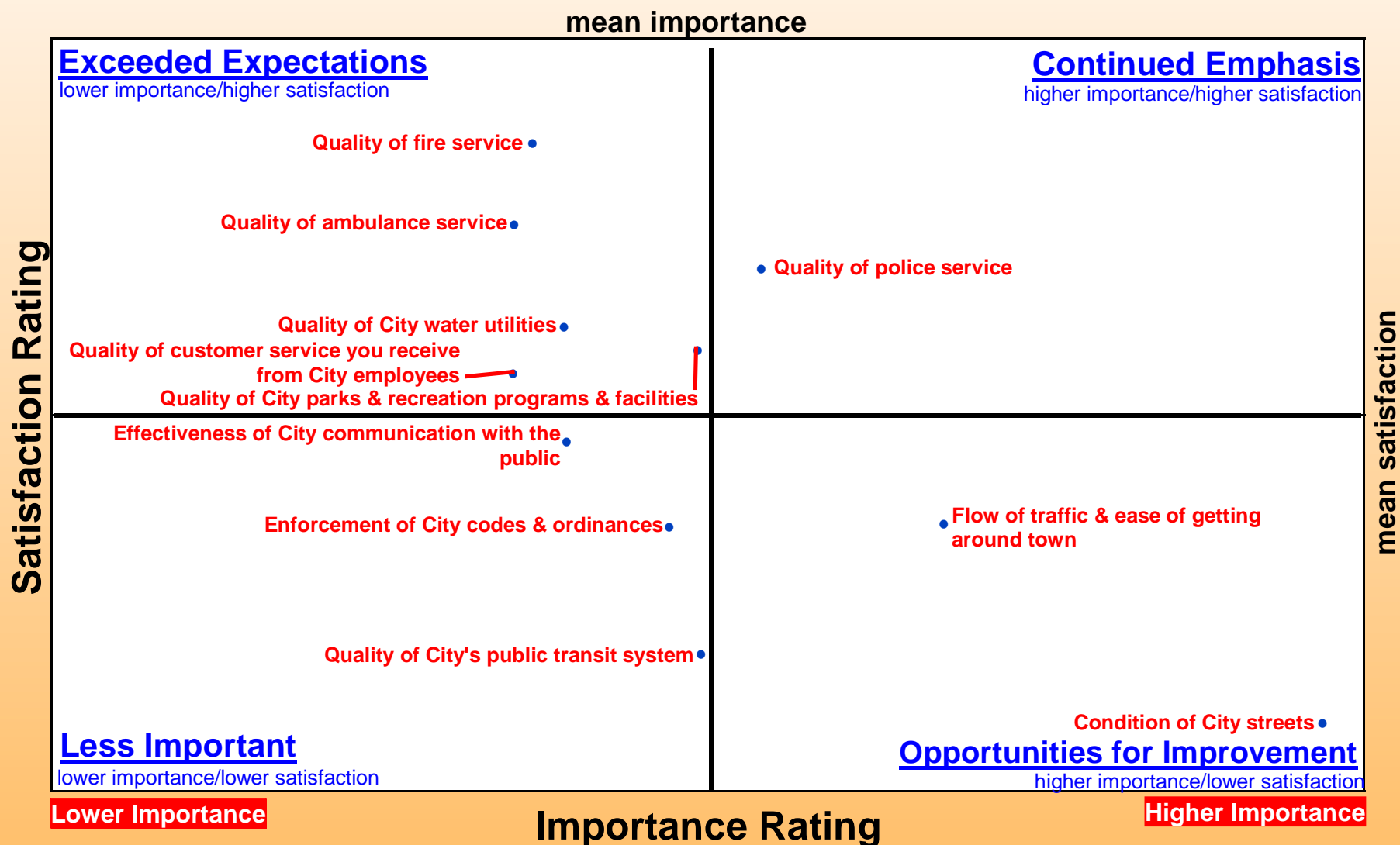
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 Oklahoma City are provided on the following pages.

2018 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Major Categories of Service-

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

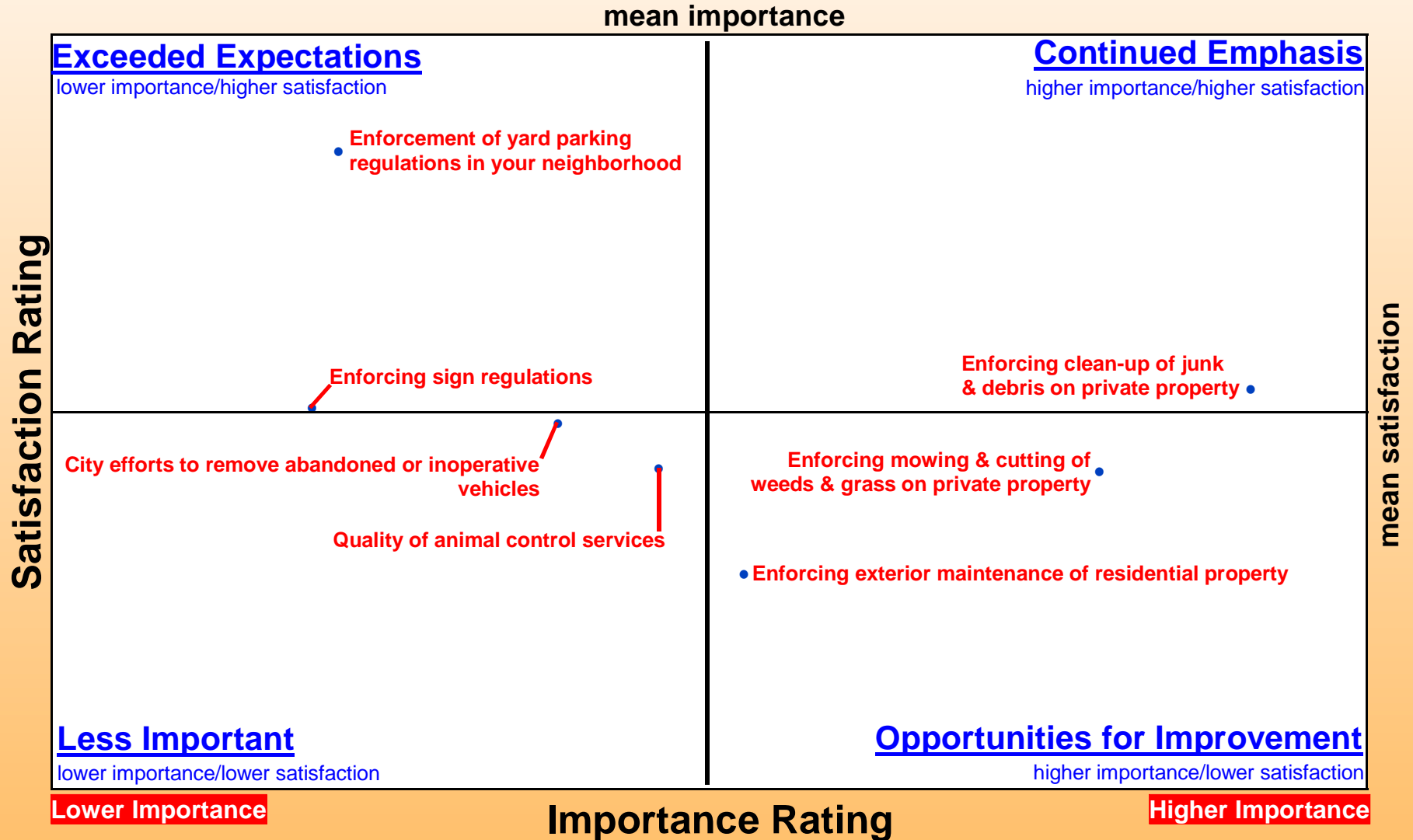


Source: ETC Institute (2018)

2018 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)

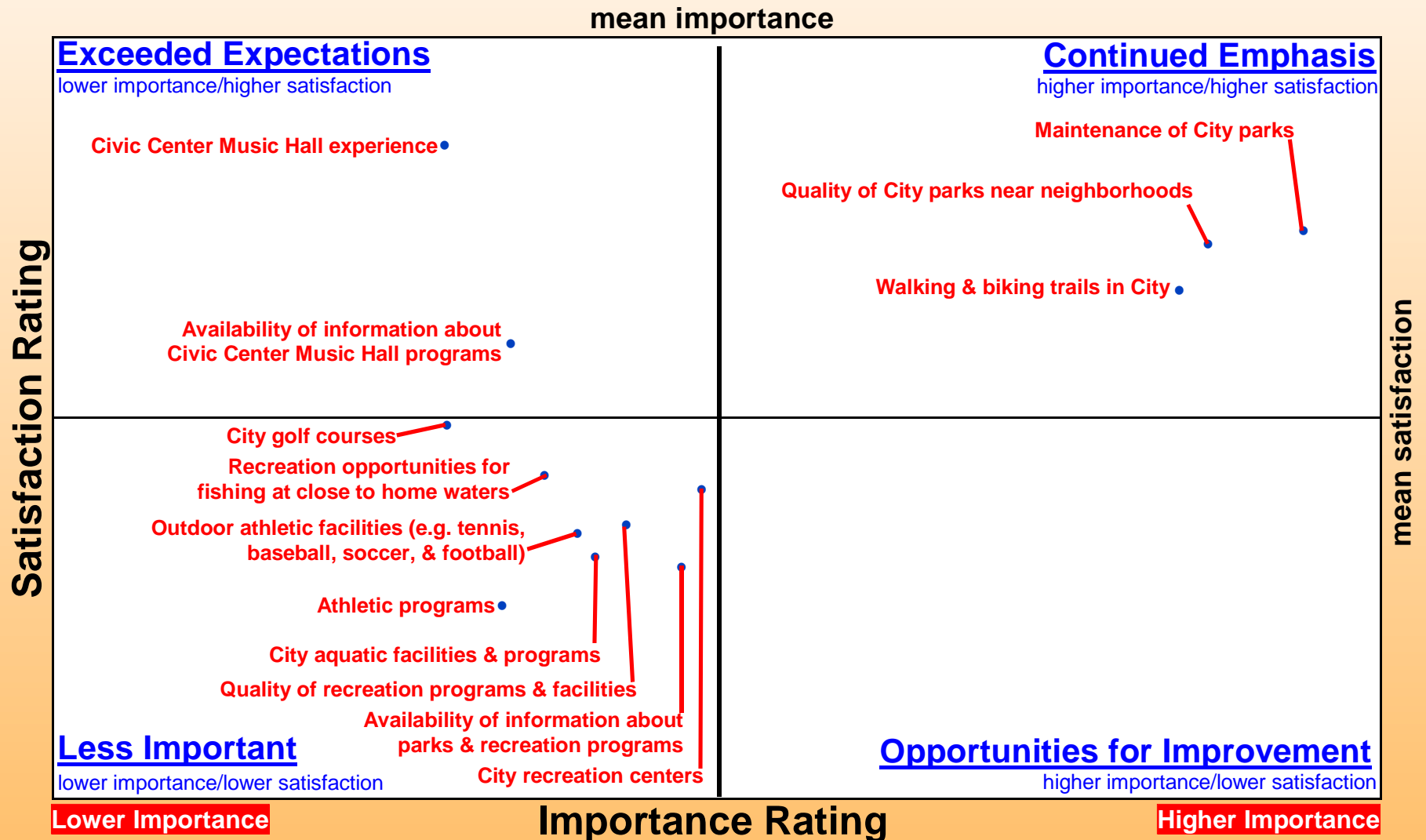


Source: ETC Institute (2018)

2018 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

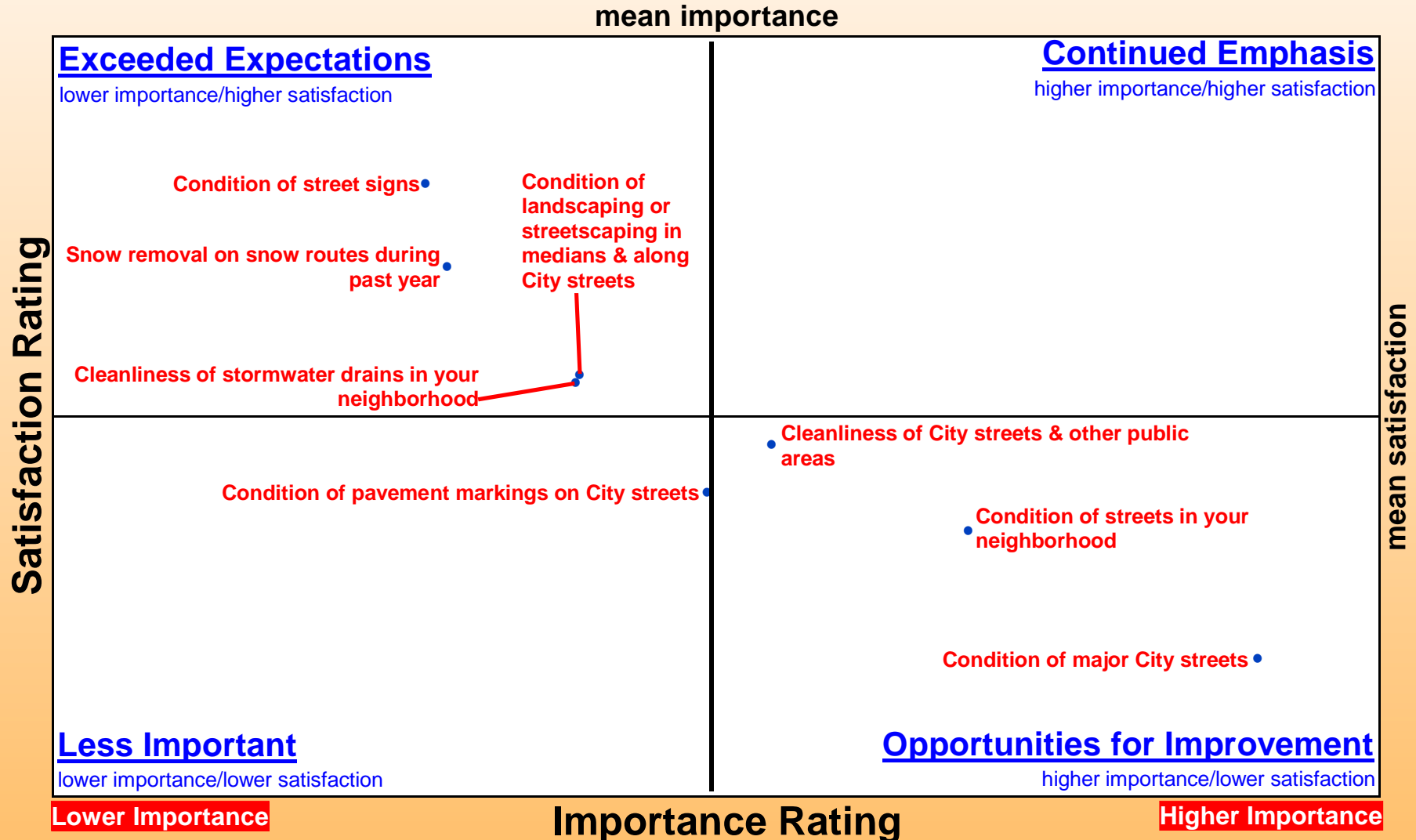
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 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)



Source: ETC Institute (2018)