

# City Manager's Office

FY17 Actual

FY18 Actual

FY19 Projection

FY19 Target

FY20 Target

## Long-Term Issue - Promote Safe, Secure and Thriving Neighborhoods

*The increasing need to satisfy resident expectations for safe, vibrant, and diverse neighborhoods, if not addressed, will result in:*

- *Greater loss of life and property*
- *Population migration to other cities*
- *Decreased resident confidence*
- *Widening gap between code enforcement requests and response*
- *Neighborhoods and businesses being developed in outlying areas with inadequate infrastructure*
- *Inability to meet the demand for infrastructure*
- *Inefficient delivery of core services*

### Strategies to address the Long-Term Issue

- *Continue the use of overtime programs in the Police Department to address high crime areas, traffic enforcement and increased presence in entertainment districts.*
- *Continue to improve Intelligence-Led policing.*
- *Continue the planning and construction of new fire stations authorized as General Obligation Bond projects.*
- *Monitor the health indices related to cardiac outcomes.*
- *Monitor the number of times the availability of EMSA resources is at level zero.*
- *Promote inner-city residential and business development and redevelopment through the use of incentives, design review consultations and coordination with other City agencies and the development community.*
- *Strategically concentrate neighborhood revitalization efforts in the Strong Neighborhoods Initiative area to reverse neighborhood decline early and leverage private investment.*
- *Stabilize at risk neighborhoods through the Strong Neighborhood Initiative to make neighborhoods more attractive for single family residential development.*
- *Implement the Neighborhood Stabilization Program to purchase and rehabilitate foreclosed single-family bank owned properties for the benefit of low/moderate/medium income families.*
- *Reduce the number of abandoned buildings by increasing the number of property maintenance citations*



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## Long-Term Issue - Promote Safe, Secure and Thriving Neighborhoods

### Strategic Result(s) to measure annual progress on Long-Term Issue

Progress on this issue will be measured by results from other sources as listed below:

- By 2018, 55% or more residents citywide will report they feel safe.
- By 2018, 80% or more of Police life threatening calls (Priority 1) will be responded to within 9 minutes 30 seconds from the time a 911 call is answered to officer arrival.
- By 2018, 5% reduction in aggravated assaults citywide.
- Annually, the citizens of Oklahoma City, even anticipating growth in outlying areas, will receive emergency responses within 7 minutes 70% of the time in order to protect lives, assess and treat medical emergencies, and limit damage to property and the environment.
- Annually, 100% of rezoning decisions by Council will be consistent with the Comprehensive Plan.
- Annually, 65% of residents surveyed will be satisfied with the overall quality of their neighborhood
- Annually, 80% of designated proactive area properties will be proactively inspected at least once per month.
- Annually, 95% of service requests received through the Action Center acted upon within 10 working days.

147		% of residents reporting they feel safe	48%	48%	48%	55%	55%
148		% of Police life threatening calls (priority 1) responded to within 9 minutes and 30 seconds from the time a 911 call is answered to officer arrival	72%	73%	73%	80%	80%
149		% reduction in aggravated assaults citywide	-9%	-2%	4%	5%	5%
150		% of emergencies responded to within 7 minutes	65%	65%	65%	70%	70%
151		% of rezoning decisions by Council that are consistent with the Comprehensive Plan	97%	97%	99%	100%	100%
152		% of residents satisfied with the overall quality of their neighborhood	61%	63%	64%	65%	65%
153		% of designated proactive area properties inspected at least once per month	91%	89%	80%	90%	90%
154		% of service requests acted upon within 10 working days	96%	96%	94%	96%	96%



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## Long-Term Issue - Encourage a strong local economy

An increase in ecommerce, demand for more quality jobs in diverse industries, and continued decline in public education performance, if not addressed, will result in:

- Residents moving to suburban areas to pursue better education opportunities
- Lack of job growth in Oklahoma City
- Decline in availability in quality of City services
- Decline in quality of life
- Missed opportunities for residents to experience professional growth
- Missed opportunities to attract new businesses


### Strategies to address the Long-Term Issue

- Continued partnerships with the Alliance for Economic Development, Greater Oklahoma City Chamber of Commerce and other economic development partners to recruit diverse businesses to Oklahoma City to help grow the City's job base and develop revenue to keep pace with resident expectations.
- Maintain relationships with Myriad Gardens Foundation, MAPS Park Foundation, Downtown Oklahoma City, Inc. to enhance and promote local quality of life aspects for corporate recruitments.
- Educate the public regarding the benefits of shopping local.
- Work to improve performance of the Oklahoma City Public Schools through the Joint Education Task Force and the Oklahoma City Public Schools Compact.
- Pursue legislative changes to expand the sales tax base.

### Strategic Result(s) to measure annual progress on Long-Term Issue





Progress on this issue will be measured by results from other sources as listed below:

- By 2020, satisfaction with the City being a good place to work will be above 75%
- By 2020, satisfaction with the City being a good place to raise children will be above 75%
- By 2020, 16,000 jobs will be created
- By 2020, 35% of new jobs created will pay above the Oklahoma City MSA average wage
- By 2020, the OKC MSA average annual income will increase by 8%

155	% of residents who feel the City is a good place to work	72%	71%	74%	75%	75%
156	% of residents who feel the City is a good place to raise children	66%	69%	69%	75%	75%
157	 # of jobs created	1,768	9,496	9,496	2,500	2,500
158	% of new jobs paying above the Oklahoma City MSA average wage	29%	53%	53%	35%	35%



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<b>Long-Term Issue - Encourage a strong local economy</b>						
159	 % change in the OKC MSA average annual income	N/A	N/A	0%	2%	2%
<b>Long-Term Issue - Financial Management</b>						
<i>The continuing challenge to maintain diversified and adequate revenues to support expenses for City operations and the need to preserve resident confidence for voter approved initiatives, if not addressed, will result in:</i>						
<ul style="list-style-type: none"> <li>▪ Diminished capacity to provide core services and address community needs</li> <li>▪ Inability to meet new, increased, or changing resident expectations</li> <li>▪ Difficulty in securing financing for city projects and services</li> </ul>						
<b>Strategies to address the Long-Term Issue</b>						
<ul style="list-style-type: none"> <li>▪ Work with the Greater Oklahoma City Chamber and other economic development partners in the community to help grow the City's job base and develop revenue to keep pace with resident expectations.</li> <li>▪ Address the increasing need to find innovative solutions to provide efficient public service delivery by working to create regional partnerships in the metro area.</li> <li>▪ Continue to support and explore ways to diversify City revenue sources.</li> <li>▪ Continue to support the Marketplace Fairness Act.</li> </ul>						
<b>Strategic Result(s) to measure annual progress on Long-Term Issue</b>						
<i>Progress on this issue will be measured by results from other sources as listed below:</i>						
<ul style="list-style-type: none"> <li>▪ The City will maintain the highest ratings for G.O. Bonds.</li> <li>▪ Personnel related expenses will remain at or below 70% of total operating expenses.-</li> <li>▪ General Fund unbudgeted reserves will be maintained in the range of 8-15% of the General Fund budget.</li> <li>▪ By 2020, the percentage of General Fund revenue from sales tax will be below 50% due to greater diversification of revenue sources</li> </ul>						
160	 General Obligation Bond Ratings	AAA / Aaa	AAA / Aaa	AAA / Aaa	AAA / Aaa	AAA / Aaa
161	% of total operating expenses for payroll expenses	70%	70%	70%	70%	70%
162	 % of general fund budget maintained in unbudgeted reserve	16%	19%	22%	17%	17%
163	 % of General Fund revenue from Sales Tax	53%	54%	56%	56%	56%



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## Long-Term Issue - Transportation System

Continued deterioration of many City streets coupled with increasing expectations from residents to provide a better public transportation system and more alternative mobility options such as sidewalks, bike lanes and trails, if not addressed, will result in:

- Resident dissatisfaction with the condition of city streets
- Mobility options for residents that lag other cities
- Inability to promote and develop the city center
- Negative environmental impacts
- Limitations in the growth of the economy



### Strategies to address the Long-Term Issue

- Educate the public in the benefits of regional public transportation so they will be responsive to efforts to provide a funding source.
- Establish impact fees for transportation.
- Continue to provide efficient street maintenance and new construction to improve the overall condition of city streets.
- Implement the recommendations of the Nelson Nygaard study to add transit services.

### Strategic Result(s) to measure annual progress on Long-Term Issue

Progress on this issue will be measured by results from other sources as listed below:

- By 2018, 40% of residents will be satisfied with the condition the City's arterial streets.
- By 2020, 40% of residents will be satisfied with the City's public transportation system.
- By 2019, Bus passengers per service hour will be at or above 20.
- By 2020, 260 miles of new trails, sidewalks and bike lanes will be constructed.

164		% of citizens satisfied with the condition of the City's arterial streets	18%	18%	20%	40%	40%
165		% of residents satisfied with the City's public transportation system	22%	25%	20%	40%	40%
166		# of passengers per weekday service hour	17.41	16.66	16.35	17.33	15.74
167		# of miles of new trails, sidewalks and bike lanes constructed	N/A	N/A	N/A	N/A	N/A



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## Long-Term Issue - Recreation and Community Wellness

The ongoing need to maintain and improve recreational opportunities for residents along with consistently low rankings nationally in the areas of health and wellness, if not addressed, will result in:

- Decreased resident satisfaction with parks and recreation opportunities
- Increasing obesity and other public health issues




### Strategies to address the Long-Term Issue

- Continue to construct sidewalks and trails city wide
- Addressing recreational needs for changes in demographics and demands
- Support efforts to increase after-school recreation programs
- Improve park maintenance

### Strategic Result(s) to measure annual progress on Long-Term Issue

Progress on this issue will be measured by results from other sources as listed below:

- By 2024, 65% of residents will live within ½ mile of a recreation facility, trail, or park.
- By 2020, 70% of residents will report regular leisure time physical activity.
- By 2020, 75% of residents satisfied with the maintenance of City parks.
- By 2020, 35% of residents that report using an Oklahoma City park or attending a park program more than 10 times per year.
- Improvement in the next City County Health Department average wellness score, indicated by a 1.5% change.

168		% of citizens within a half mile of a recreation facility, trail or park	65%	65%	64%	71%	71%
169		% of residents reporting regular leisure time physical activity	64%	39%	70%	70%	70%
170		% of residents who feel the City is a good place to work	72%	71%	74%	75%	75%
171		% of residents attending a park or park program more than 10 times per year	50%	25%	24%	35%	35%
172		% change in Wellness Score in the 20% of zip codes with the lowest scores (updated every 3 years)	30%	-2%	-2%	3%	3%



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## Long-Term Issue - Uphold high standards for all City services

Higher customer expectations for quality City services, combined with a growing and increasingly diversified population, if not addressed will result in:

- Decreased resident satisfaction
- Dampening of private investment in economic development
- Eroding voter support for future initiatives


### Strategies to address the Long-Term Issue

- Continue to do resident survey.
- Support departmental efforts to pursue accreditation and adopt best practices.
- Support opportunities for employee development.

### Strategic Result(s) to measure annual progress on Long-Term Issue

Progress on this issue will be measured by results from other sources as listed below:

- By 2020, 70% of residents will be satisfied with the quality of services provided by the City
- By 2020, 65% of residents will be satisfied with the quality of customer service from City employees
- By 2020, 80% of residents surveyed will feel the City is heading in the right direction

173	 % of citizens surveyed who are satisfied with City services	57%	57%	62%	75%	75%
174	% of residents satisfied with the quality of customer service from City employees	67%	67%	69%	65%	65%
175	% of Citizens surveyed who are satisfied the City is heading in the right direction	70%	67%	72%	85%	85%



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## Long-Term Issue - Continue social justice reforms to recreate our criminal justice system

The increased public scrutiny of law enforcement, decreased availability of mental health/substance abuse services, and continued jail and prison overcrowding, if not addressed will result in:

- Decreased resident confidence in the criminal justice system
- Increase in civil disobedience and public unrest
- Decline in recruitment and retention of police officers
- Decrease in the perception of safety of City employees and residents
- Increase in civil litigation




### Strategies to address the Long-Term Issue

- Increase in police de-escalation training.
- Continue programs in the Municipal Courts that reduce the rate of incarceration for municipal charges, such as the Marshal Assist Program.
- Refer offenders to criminal justice diversion programs.

### Strategic Result(s) to measure annual progress on Long-Term Issue

Progress on this issue will be measured by results from other sources as listed below:

- By 2018, 55% of residents will report they feel safe in the City
- By 2018, 72% or more of residents will report they are satisfied with quality of police services citywide
- By 2020, there will be a 15% decline in the number of people incarcerated for municipal charges (from a baseline established in 2015)
- By 2018, 100% of officers will be trained in the Procedural Justice concept of de-escalation using scenario based training and critical decision making skills

176		% of residents reporting they feel safe	48%	48%	48%	55%	55%
177		% of residents satisfied with the quality of police service	69%	69%	69%	72%	72%
178		% change in the number of people incarcerated for municipal charges	-26%	-42%	-47%	-15%	-15%
179		% of officers who have received training in the Procedural Justice concept of de-escalation using scenario-based training and critical decision-making skills	98%	100%	100%	100%	100%





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## Long-Term Issue - Communication

The increasing diversity within the community and evolving technology challenges the City's ability to effectively communicate with residents and deliver services.

### Strategies to address the Long-Term Issue

- Continue to improve OKC.gov to be better organized, provide more information, integrate social media, increase transparency and allow people to conduct more business and access more City services online.
- Increase outreach efforts to engage and educate diverse populations about City government.
- Work with departments to improve timeliness of response to residents' concerns.
- Improve residents' ability to conduct business online.


### Strategic Result(s) to measure annual progress on Long-Term Issue

Progress on this issue will be measured by results from other sources as listed below:


- By 2020, 70% of residents will be satisfied with the availability of information about City services and programs

180	% of citizens who are satisfied with the availability of information about City programs and services	59%	58%	58%	60%	60%
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## Administrative - Executive Leadership









181	 % of key measures achieved	34%	41%	40%	75%	75%
182	% of full-time equivalent employees without an on the job injury (OJI) in the current fiscal year	95%	99%	100%	91%	91%
183	% of performance evaluations completed by the review date	49%	50%	52%	95%	95%
184	% of terminations submitted to the Personnel Department within 3 days of the termination date	80%	80%	100%	95%	95%
185	# of full-time employees supported	52	49	48	56	56
186	Dollar amount of operating expenditures managed	8,654,971	8,488,291	9,244,276	10,082,648	10,082,648

## Community Enhancement - Community Development

187	 \$ value of private investment per \$ value of TIF investment	N/A	3.09	3.51	5.00	5.00
188	# of new residential units built and occupied in downtown	571	208	208	373	373
189	# of new square feet of retail space built and occupied in downtown	25,650	51,981	51,981	40,000	40,000
190	# of TIF investments	5	11	13	5	5







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<b>Community Enhancement - Community Development</b>						
191	\$ of TIF investments	78,620,000	251,960,000	256,760,000	11,500,000	11,500,000
<b>Community Enhancement - Economic Development</b>						
192	 % above the Oklahoma City MSA average wage for new jobs created through incentives	N/A	23%	43%	5%	5%
193	% of new jobs paying above the Oklahoma City MSA average wage	29%	53%	53%	35%	35%
194	# of companies receiving incentives	3	9	9	5	5
195	 # of jobs created	1,768	9,496	9,496	2,500	2,500
196	# of jobs created through incentives	563	1,906	1,906	1,500	1,500
197	\$ of private investment	56,845,000	507,084,000	507,084,000	150,000,000	150,000,000
<b>Community Enhancement - Tourism Development</b>						
198	 \$ combined direct spending generated per square foot of privately operated City event facilities	439.93	454.72	505.48	458.56	458.56
199	# of hotel room nights generated by Convention and Visitors Bureau	393,524	408,104	384,854	376,250	376,250
<b>MAPS - MAPS 3</b>						
200	 % of MAPS 3 projects completed	N/A	0%	38%	38%	63%
201	 % of residents who are satisfied with the Quality of Life in the City	64%	63%	66%	80%	80%
202	% of MAPS 3 construction contracts awarded at or below budget	N/A	100%	100%	N/A	100%
203	% of original \$777 million anticipated sales tax collected	N/A	103.35%	103.35%	100.00%	100.00%
<b>Policy and Executive Leadership - City Manager's Office</b>						
204	 % of Citizens surveyed who are satisfied the City is heading in the right direction	70%	67%	72%	85%	85%
205	  % of citizens surveyed who are satisfied with City services	57%	57%	62%	75%	75%






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<b>Policy and Executive Leadership - City Manager's Office</b>						
206	% of City Council who are satisfied with the quality of information they are provided to establish policies, priorities and strategic goals	87%	87%	80%	89%	89%
207	% of management accepted City Auditor audit recommendations implemented within the specified time	74%	73%	73%	75%	75%
208	% of Strategic Results identified in LFR Strategic Business Plans achieved	52%	52%	52%	75%	75%
209	# of City Manager reports provided	169	145	162	112	112
210	# of Council agenda items approved	4,001	3,771	3,735	3,751	3,751
<b>Policy and Executive Leadership - Legislative</b>						
211	 % of legislative agenda items accomplished resulting in favorable changes in legislative rules and regulations	83%	75%	75%	71%	71%
212	% of Council reporting that they are satisfied with the information they receive to make an effective legislative agenda	83%	83%	100%	89%	89%
213	# of legislative contacts	158	219	143	125	125
214	# of legislative issues accomplished	5	6	6	5	5
215	# of legislative status reports and briefings provided	36	65	32	30	30
<b>Policy and Executive Leadership - Office of City Council</b>						
216	 % of citizens surveyed who are satisfied the City is heading in the right direction	70%	67%	72%	85%	85%
217	 % of City Council who are satisfied with the quality and timeliness of information they are provided to identify and establish policy, priorities and strategic goals	N/A	N/A	0%	89%	89%
218	# of events, education sessions and programs facilitated	19	N/A	N/A	20	40
<b>Policy and Executive Leadership - Mayor's Office</b>						
219	 % of citizens surveyed who are satisfied with City services	57%	57%	62%	75%	75%



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<b>Policy and Executive Leadership - Mayor's Office</b>						
220	% of Citizens surveyed who are satisfied the City is heading in the right direction	70%	67%	72%	85%	85%
221	# of written information responses provided	34,800	34,800	34,800	30,000	30,000
<b>Public Information and Marketing - Employee Communication</b>						
222	# of employee events held	4	6	4	4	4
223	# of employee special communication projects managed	N/A	15	15	11	13
224	# of employees recognized	1,090	252	12	130	130
225	# of Facebook posts on City of OKC Employees page	N/A	N/A	114	100	100
226	# of InsideOKC updates	N/A	202	191	190	200
227	# of News To Know produced	N/A	37	35	45	42
<b>Public Information and Marketing - Print Shop</b>						
228	 % of employees who report being satisfied with print shop services	97%	97%	98%	97%	98%
229	% of print jobs completed by the due date	N/A	100%	100%	99%	100%
230	# of impressions produced	4,514,116	6,104,855	5,670,861	6,100,000	6,100,000
231	# of US mail pieces stamped	372,318	385,039	403,728	375,000	385,000
<b>Public Information and Marketing - Public Information</b>						
232	 % of citizens who are satisfied with the availability of information about City programs and services	59%	58%	58%	60%	60%
233	 % of service requests acted upon within 10 working days	96%	96%	94%	96%	96%
234	# of media contacts provided	591	683	786	600	650
235	# of new video segments produced	135	64	59	85	85
236	# of social media interactions	2,511	2,940	2,593	2,400	2,500
237	# of special event permits processed	485	477	519	525	500
238	# of web pages updated	2,919	1,882	2,245	1,800	2,000

