

City of Oklahoma City Resident Survey

Findings Report

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2020

Submitted to the City of Oklahoma City, OK

by:
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2020 City of Oklahoma City Resident Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Oklahoma City during the summer of 2020. The previous *DirectionFinder*® surveys were previously administered in 2005, 2007, 2008, 2009, 2011, and every year since 2014. 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 seven-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 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. This goal was far exceeded, with a total of 1,500 residents completing the survey. The overall results for the sample of 1,500 households have a precision of at least +/-2.5% 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 2018, 2019 and 2020 resident surveys,
- benchmarking data that show 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 (91%), quality of city trash services (83%), quality of ambulance service (82%), quality of police service (71%), and the quality of City water utilities (69%). The top three City services that should receive the most emphasis over the next two years, were: the condition of City streets (76%), the quality of police service (41%), and flow of traffic and the ease of getting around town (38%). 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 (84%), as a place to work (81%), and as a place to raise children (77%). Ratings of the City as a place to live was 33% above the national average for large cities in the U.S. (84% Oklahoma City versus 51% 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: quality of life in the City (70%), the quality of Downtown (68%), and the quality of services provided by the City (67%). The quality of Downtown was 35% above the national average for large cities in the U.S. (68% Oklahoma City versus 33% Large U.S. City Average). The quality of services provided by the City was 25% above the national average for large cities in the U.S. (67% Oklahoma City versus 42% Large U.S. City Average).

Satisfaction with Specific City Services

- **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: fire protection in neighborhoods (85%), police services in neighborhoods (66%), and fire safety information and public education programs (63%). Ratings for police services in neighborhoods ranked 24% above the national average for large cities in the U.S. (66% Oklahoma City versus 42% Large U.S. City Average). Residents were given four different situations and asked to rate how safe they feel; forty-six percent (49%) of respondents feel “very safe” when walking in their neighborhood during the day and 38% 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: quality of animal control services (51%), the enforcement of yard parking regulations in neighborhoods (51%), and enforcing sign regulations (46%). 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 (59%) and enforcing mowing and cutting of weeds and grass on private property (50%).
- **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 (85%), and curbside recycling services (85%). Ratings of residential trash collection services was 22% above the national average for large cities in the U.S. (91% Oklahoma City versus 69% Large U.S. City Average).
- **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 Civic Center Music Hall experience (74%), Martin Park Nature Center experience (72%), accessibility to City parks (73%), and Will Rogers Gardens experience (72%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years, were: the maintenance of City parks (43%), the quality of City parks near neighborhoods (37%), and accessibility to walking/biking trails (29%).
 - 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-four percent (34%) of respondents indicated they had done so “less than 5 times” in the past year and 16% indicated they had done so “5-10 times”. Fourteen percent (14%) of respondents specified they had been to a City park and/or participated in a program “more than twenty times” in the past year.

- Eighty-eight percent (88%) of respondents indicated they had participated in some sort of physical activity and/or exercise in the past month; 39% specified they had “3+ times a week (often)” and 27% specified they had “1-3 times a week (regularly)”.
- **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 (61%), snow removal on snow routes during the past year (56%), and the condition of landscaping or streetscaping in medians and along City streets (49%). 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 (65%) and the condition of streets in neighborhoods (47%).
- **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 (75%), the City’s website as a source of information (64%), and the availability of news and information about the City (62%). The availability of news and information about the City ranked 31% above the national average for large cities in the U.S. (62% Oklahoma City versus 31% 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 (60%), television news (58%), and the City website (40%).

Additional Findings

- 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 (73%), overall quality of the neighborhood (71%) and neighborhood appearance (69%).
- Thirty-five percent (35%) of residents indicated they had contacted the City of Oklahoma City within the past year. Respondents who had done so 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 (71%), the accuracy of information given (66%), and how quickly City staff responded to the request (65%).
- 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 (58%).



- Ninety-six percent (96%) of respondents have a working smoke alarm in their household.
- Twenty-two percent (22%) of residents surveyed indicated that stray dogs are a problem in their neighborhood at least once a week; 26% responded that stray cats are a problem at least once a week.
- Fifty-seven percent (57%) of respondents are aware that the city has a Household Hazardous Waste disposal facility.
- Forty-three percent (43%) 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; 38% responded that they would prefer to go online at okc.gov, and 33% indicated they would prefer to call the department.
- Residents were asked to indicate what bus service characteristics are the most important to them when considering whether to use public transit. Thirty-seven percent (37%) responded that routes to more places is most important to them; 36% indicated that how often a bus comes by their stop, and 29% indicated the time it takes to make a trip are most important to them when considering whether to use public transit.



Trends Since 2019

From 2019 to 2020, satisfaction ratings have stayed the same or increased in 71 of the 79 areas that were assessed. There have been significant increases (3% or more) in satisfaction in 40 of these areas. The areas that have shown significant increases since 2019 are listed below.

Service	2020	2019	Difference	Category
Flow of traffic & ease of getting around town	48%	35%	13%	Major Categories of City Service
Effectiveness of city communication with public	56%	48%	8%	Major Categories of City Service
Condition of major City streets	28%	20%	8%	City Maintenance
Enforcing mowing & cutting of weeds & grass on private property	45%	38%	7%	Code Enforcement
Condition of City streets	18%	11%	7%	Major Categories of City Service
Quality of parks & recreation programs/facilities	68%	62%	6%	Major Categories of City Service
Quality of ambulance service	82%	76%	6%	Major Categories of City Service
Quality of City water utilities	69%	63%	6%	Major Categories of City Service
How well your issue was handled	62%	56%	6%	Customer Service
Quality of City's public transit system	41%	36%	5%	Major Categories of City Service
Quality of animal control services	51%	46%	5%	Code Enforcement
Enforcing exterior maintenance of residential property	43%	38%	5%	Code Enforcement
Feeling of safety in City	57%	52%	5%	Perceptions of the City
How helpful City staff was when you called	71%	66%	5%	Customer Service
Quality of customer service from city employees	63%	59%	4%	Major Categories of City Service
Walking in your neighborhood during the day	87%	83%	4%	Perceptions of Safety and Security
Enforcing sign regulations	46%	42%	4%	Code Enforcement
Condition of pavement markings on City streets	39%	35%	4%	City Maintenance
Condition of streets in your neighborhood	34%	30%	4%	City Maintenance
Enforcement of City codes & ordinances	43%	39%	4%	Major Categories of City Service
Enforcing clean-up of junk & debris on private property	47%	43%	4%	Code Enforcement
Condition of landscaping or streetscaping in medians and along City streets	49%	45%	4%	City Maintenance
Condition of bicycle infrastructure	36%	32%	4%	City Maintenance
Appearance of City	60%	56%	4%	Perceptions of the City
Enforcement of local traffic laws	58%	54%	4%	Public Safety
Walking in your neighborhood after dark	57%	53%	4%	Perceptions of Safety and Security
Quality of services provided by City	67%	64%	3%	Perceptions of the City
Fire protection in your neighborhood	85%	82%	3%	Public Safety
Availability of info about police programs/activities	44%	41%	3%	Public Safety
City efforts to remove abandoned or inoperative vehicles	44%	41%	3%	Code Enforcement
Speed of service	67%	64%	3%	City Utility Services
Cleanliness of stormwater drains in your neighborhood	46%	43%	3%	City Maintenance
City's website as a source of information	64%	61%	3%	Communication
Services & information provided by the City's Action Center	53%	50%	3%	Communication
Safety of the neighborhood	73%	70%	3%	Satisfaction With Aspects of the Neighborhood
Property maintenance in the neighborhood	64%	61%	3%	Satisfaction With Aspects of the Neighborhood
Cleanliness of City streets & other public areas	41%	38%	3%	City Maintenance
Safety in your neighborhood schools	58%	55%	3%	Schools
Quality of customer service	71%	68%	3%	City Utility Services
Overall quality of the neighborhood	71%	68%	3%	Satisfaction With Aspects of the Neighborhood



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:

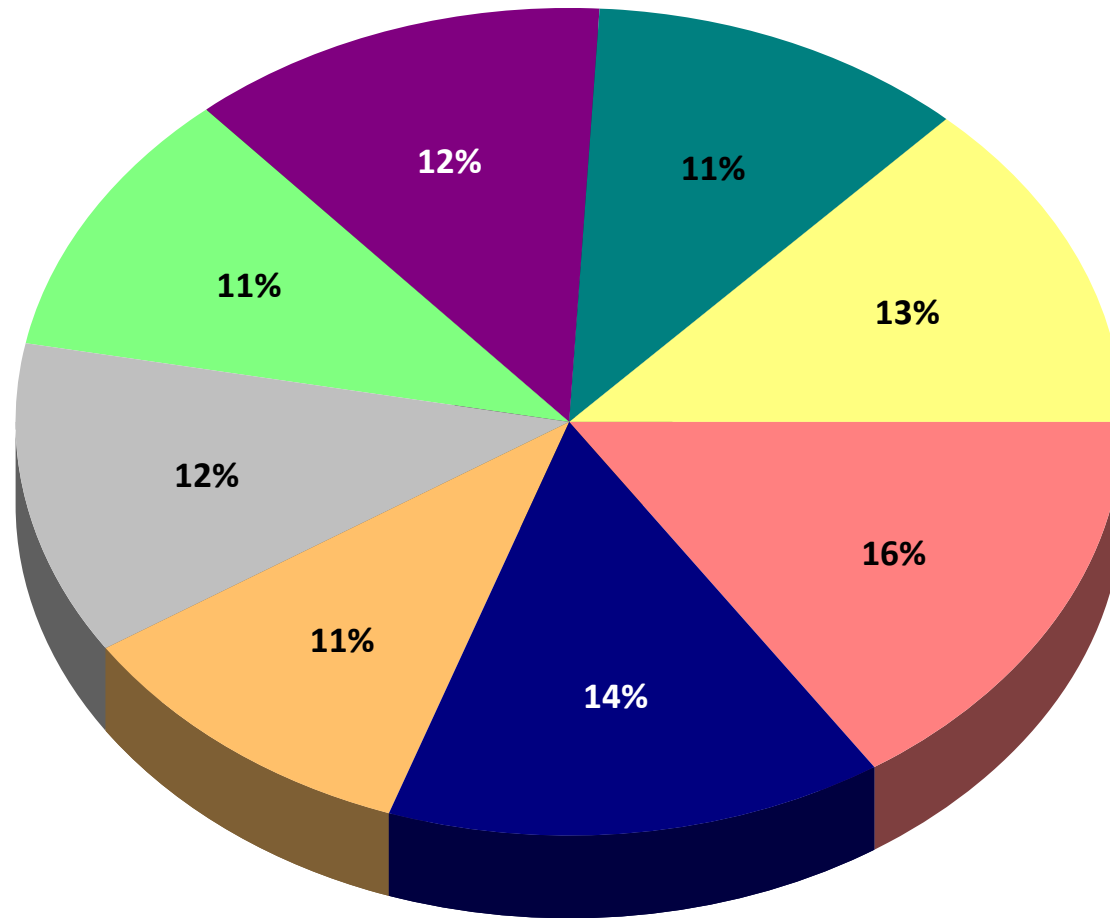
- Condition of city streets (IS Rating = 0.6232)
- Flow of traffic and ease of getting around town (IS Rating = 0.1981)

The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

2020 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 High Priority (IS >.20)						
Condition of city streets	76%	1	18%	12	0.6232	1
High Priority (IS .10-.20)						
Flow of traffic and ease of getting around town	38%	3	48%	9	0.1981	2
Quality of police service	41%	2	71%	4	0.1189	3
Enforcement of city codes and ordinances	20%	5	43%	10	0.1123	4
Medium Priority (IS <.10)						
Overall quality of city's public transit system	15%	7	41%	11	0.0873	5
Quality of parks & recreation programs/facilities	23%	4	68%	6	0.0730	6
Effectiveness of city communication with public	15%	6	56%	8	0.0660	7
Quality of city water utilities	10%	9	69%	5	0.0304	8
Quality of customer service from city employees	8%	10	63%	7	0.0300	9
Quality of ambulance service	6%	11	82%	3	0.0108	10
Quality of fire service	11%	8	91%	1	0.0095	11
Quality of city trash services	5%	12	83%	2	0.0085	12

Section 1
Charts and Graphs

Ward Representation

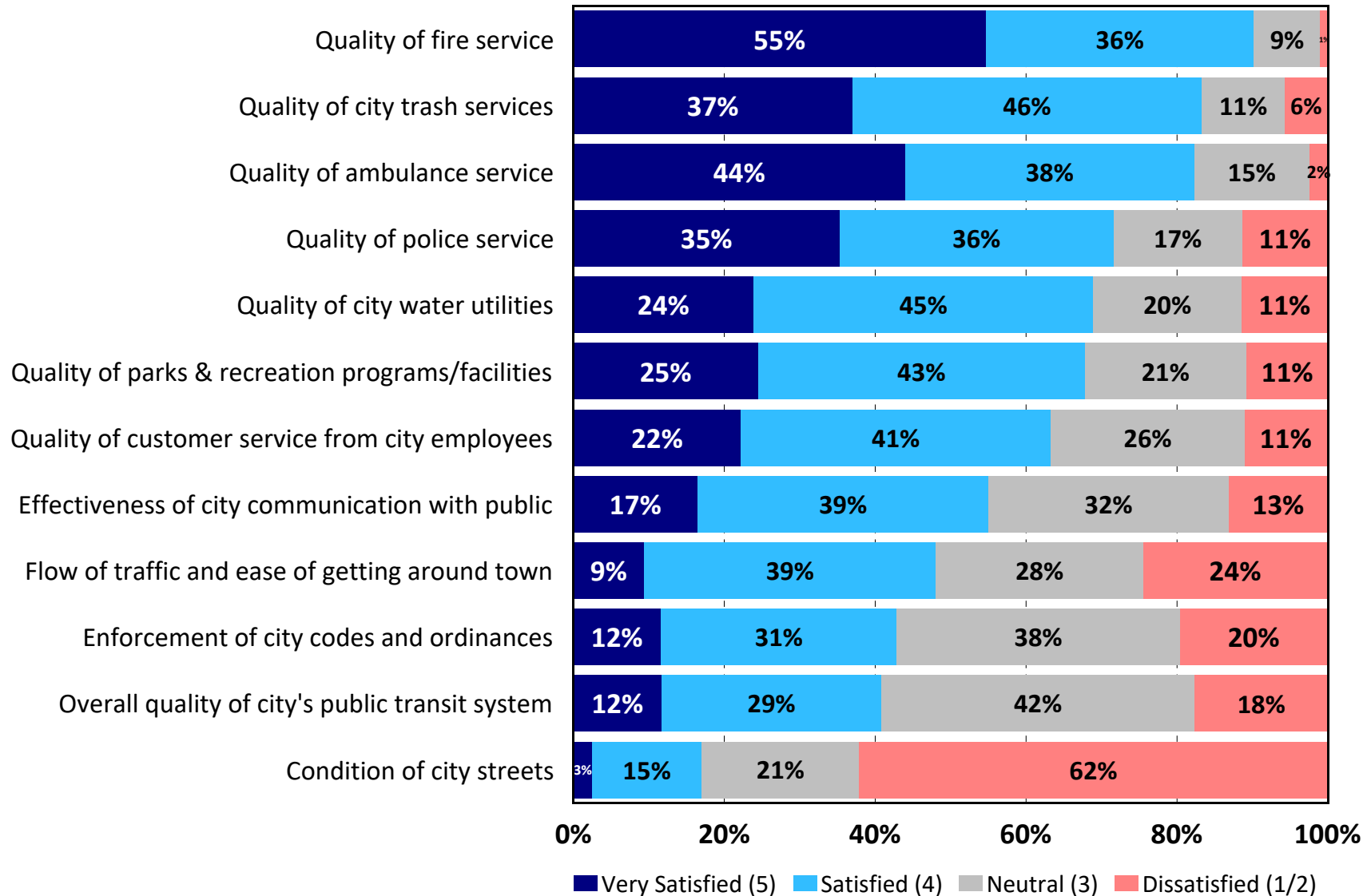


Ward 1 Ward 2 Ward 3 Ward 4 Ward 5 Ward 6 Ward 7 Ward 8

Source: ETC Institute (2020 - Oklahoma City, OK)

Q1. Overall Satisfaction With City Services by Major Category

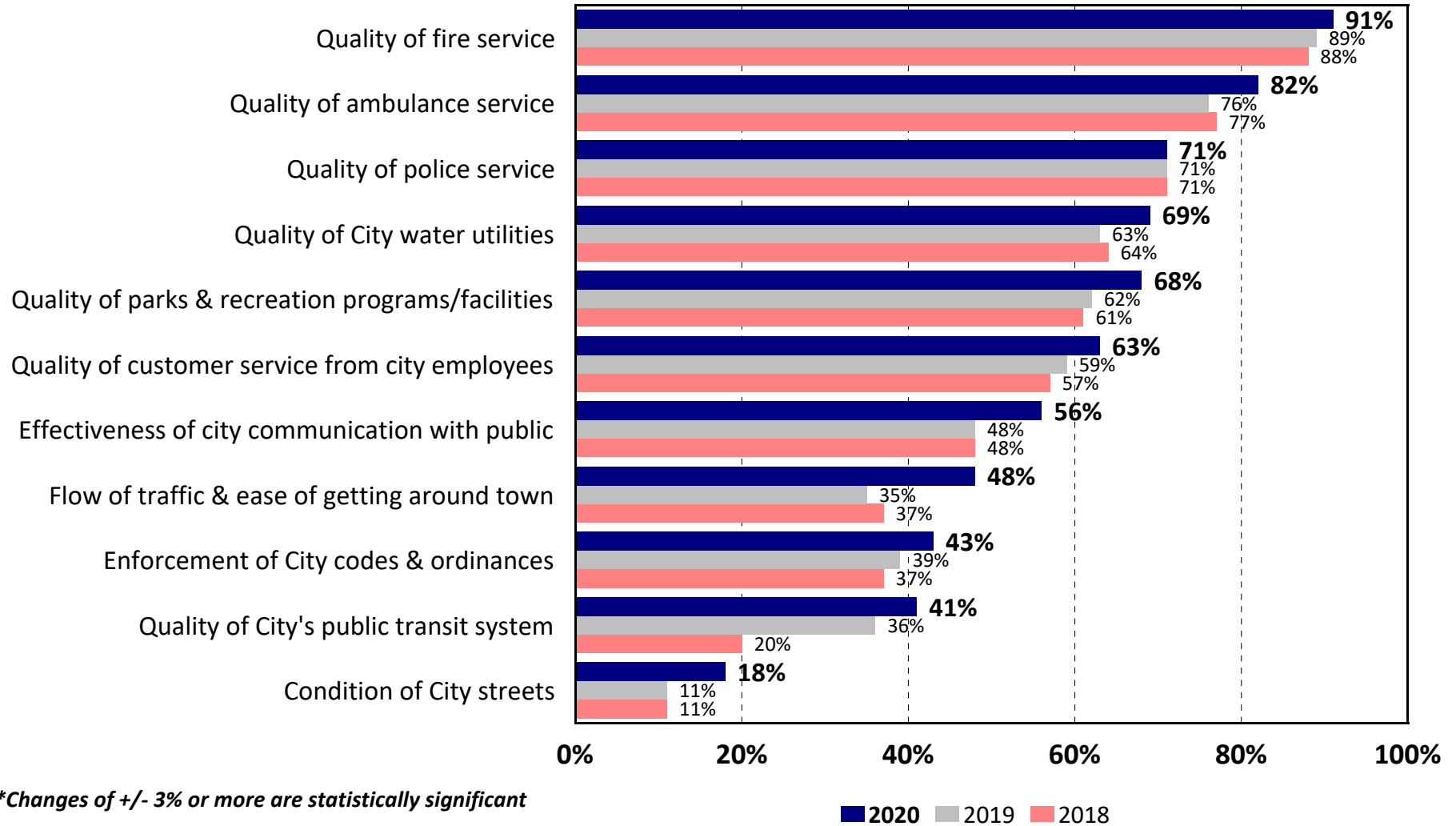
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Overall Satisfaction With City Services by Major Category 2020 vs. 2019 vs. 2018

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

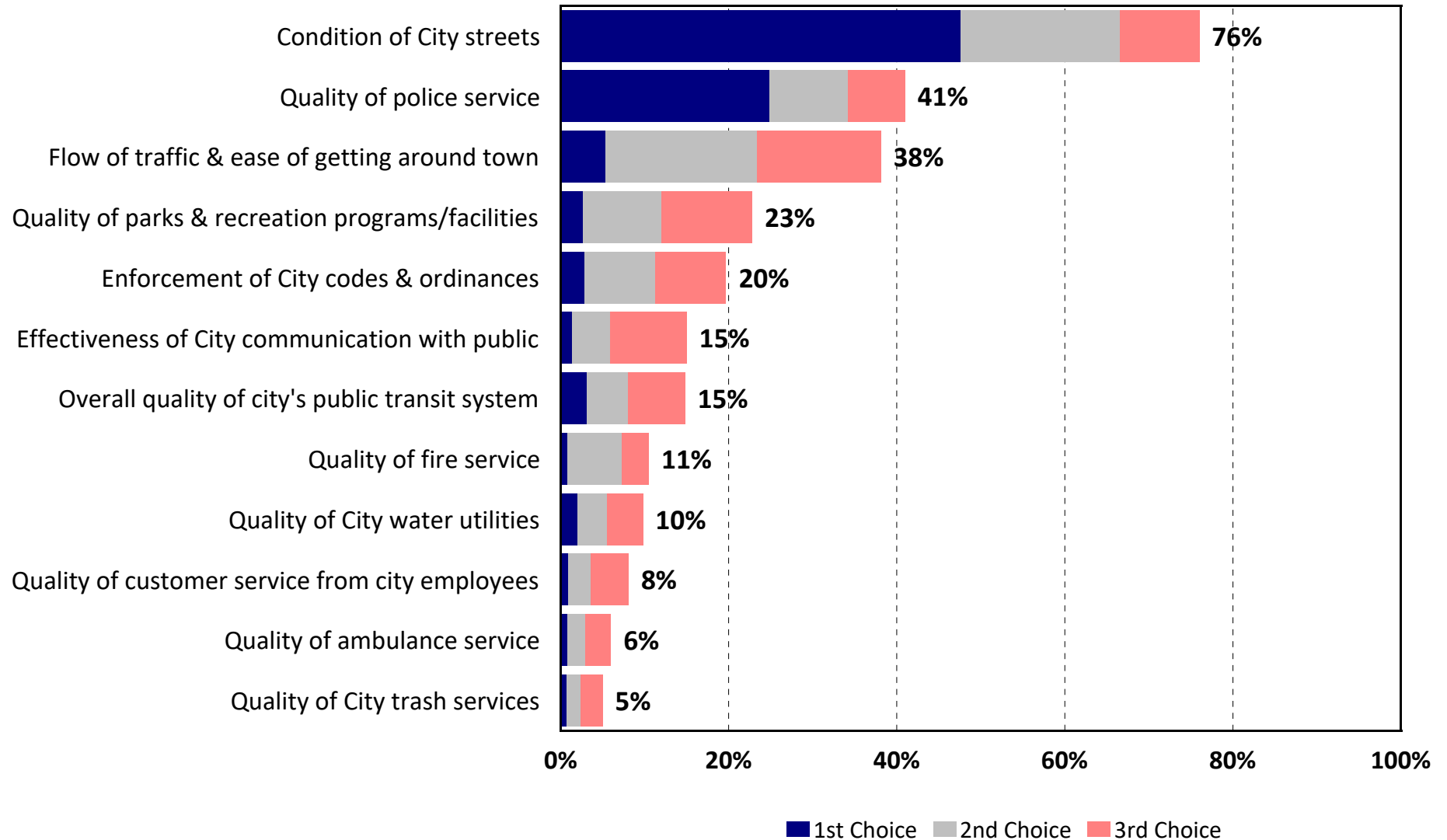


Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

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

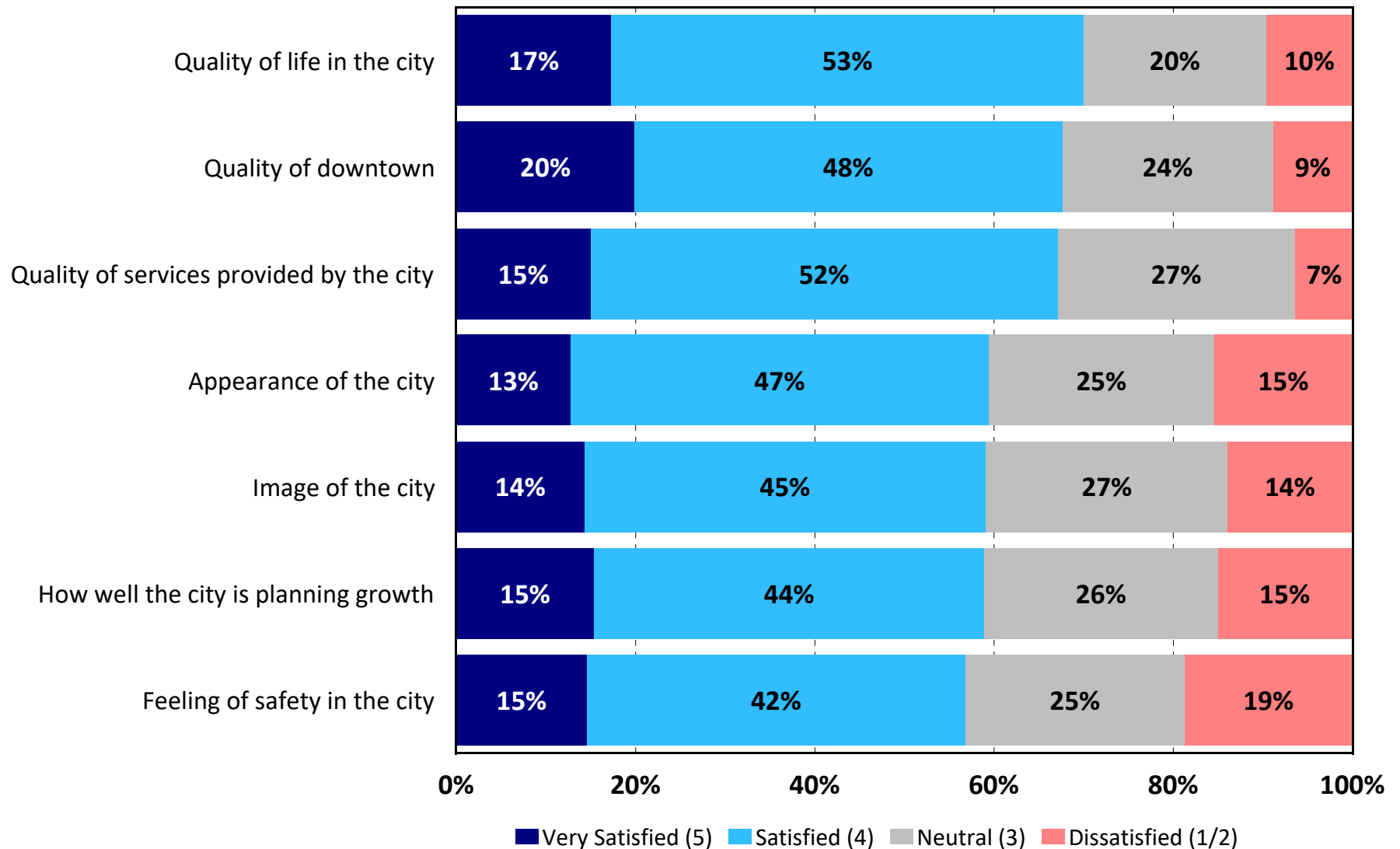
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Oklahoma City, OK)

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

by percentage of respondents (excluding “don't know”)

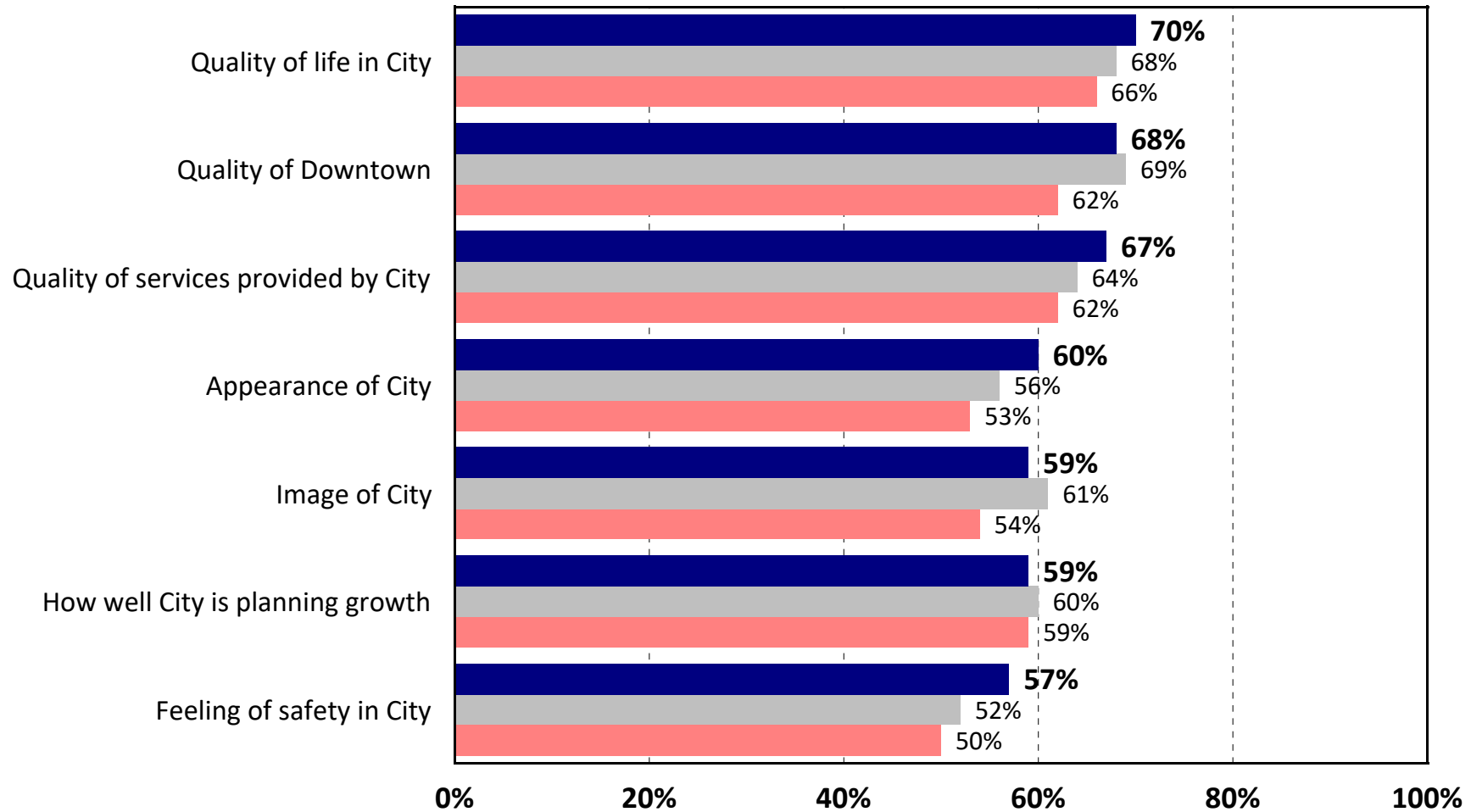


Source: ETC Institute (2020 - Oklahoma City, OK)

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

2020 vs. 2019 vs. 2018

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*

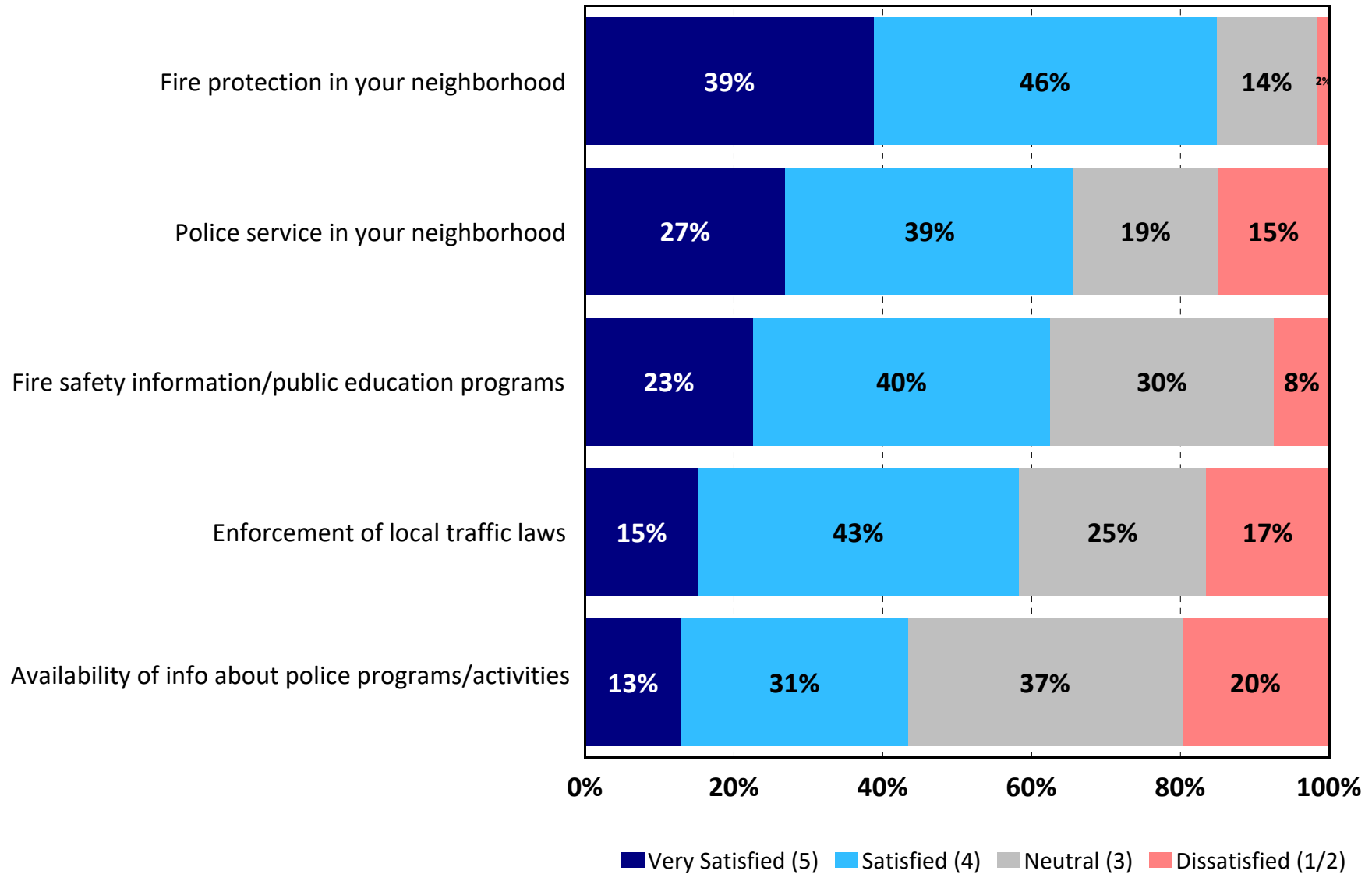
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q4. Satisfaction with Public Safety

by percentage of respondents (excluding “don't know”)

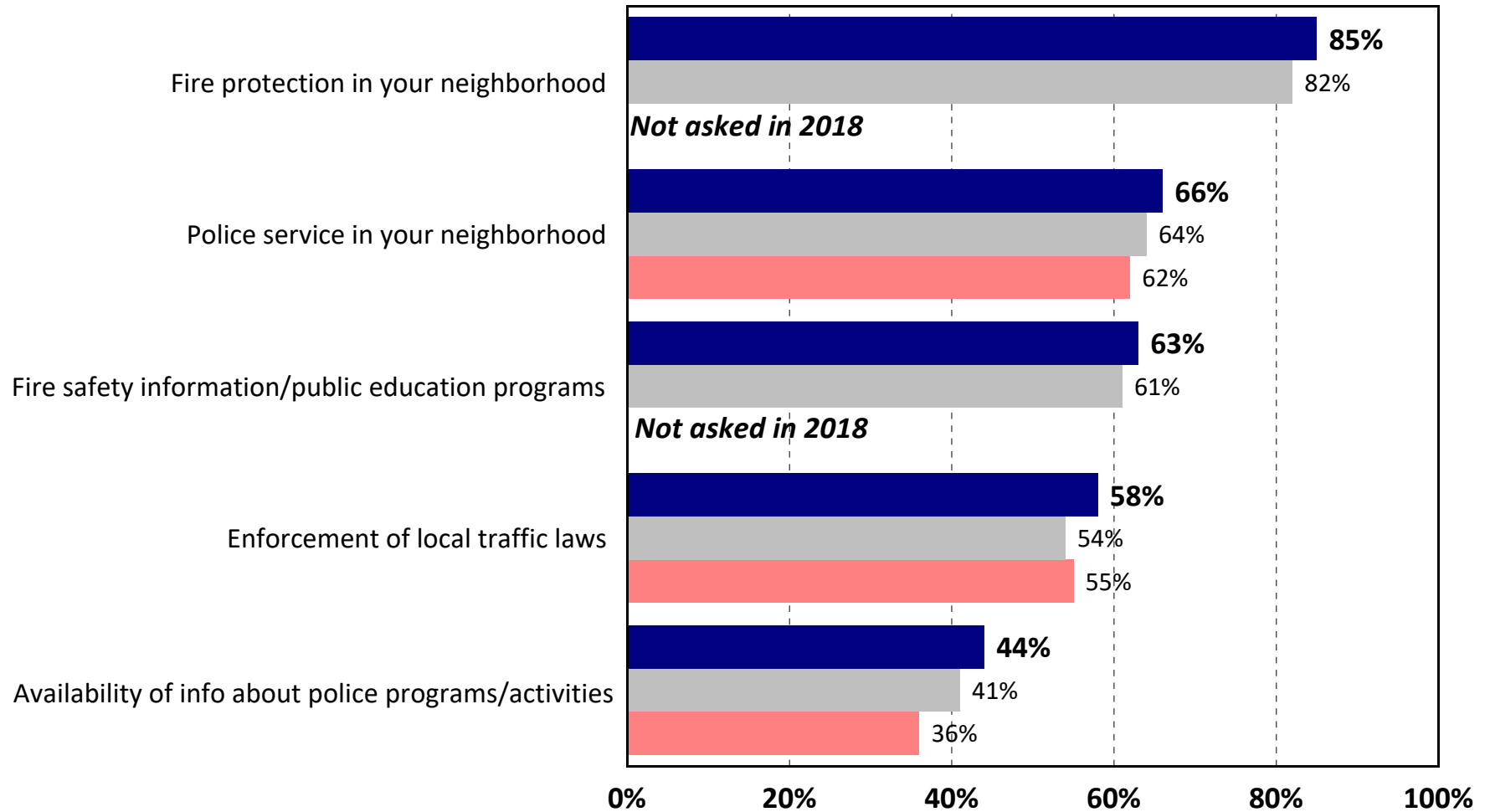


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with Public Safety

2020 vs. 2019 vs. 2018

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

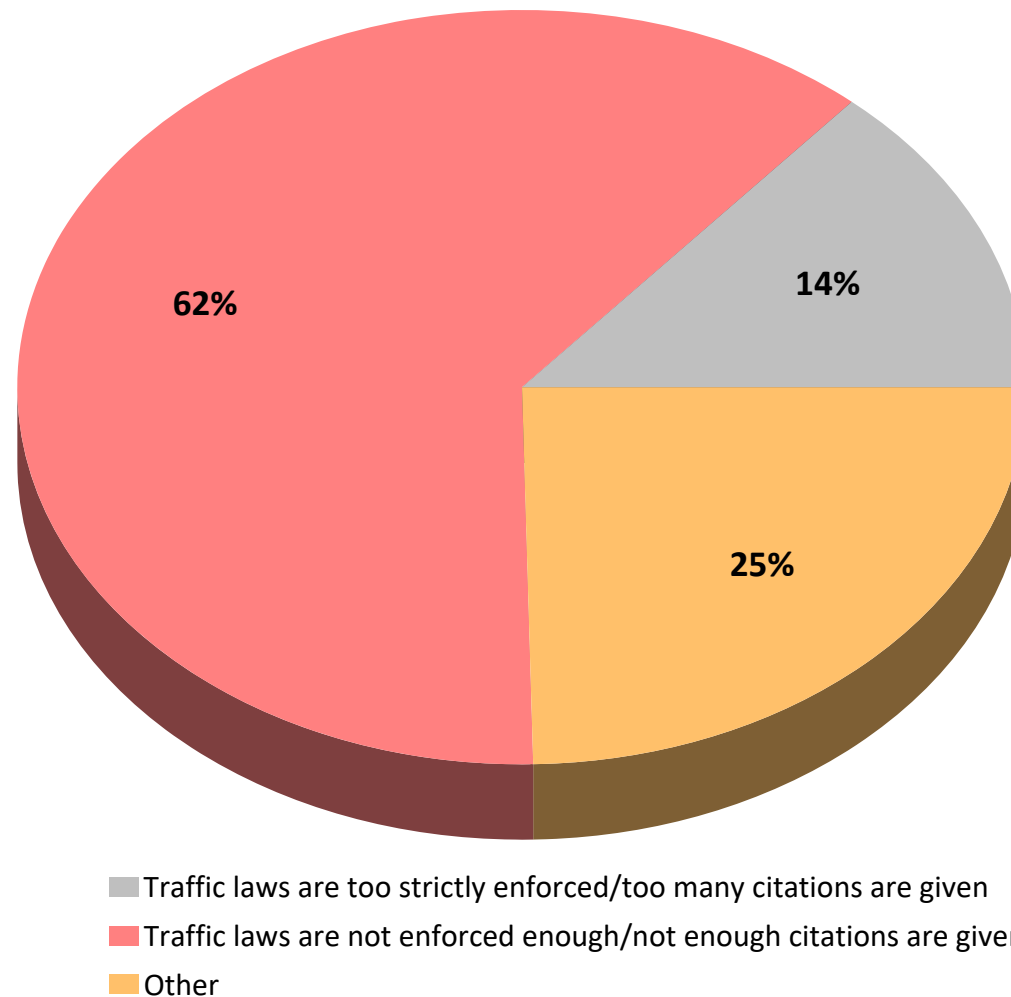
Source: ETC Institute (2020 - Oklahoma City, OK)

■ 2020 ■ 2019 ■ 2018

TRENDS

Q4a. Why are you dissatisfied with the enforcement of local traffic laws?

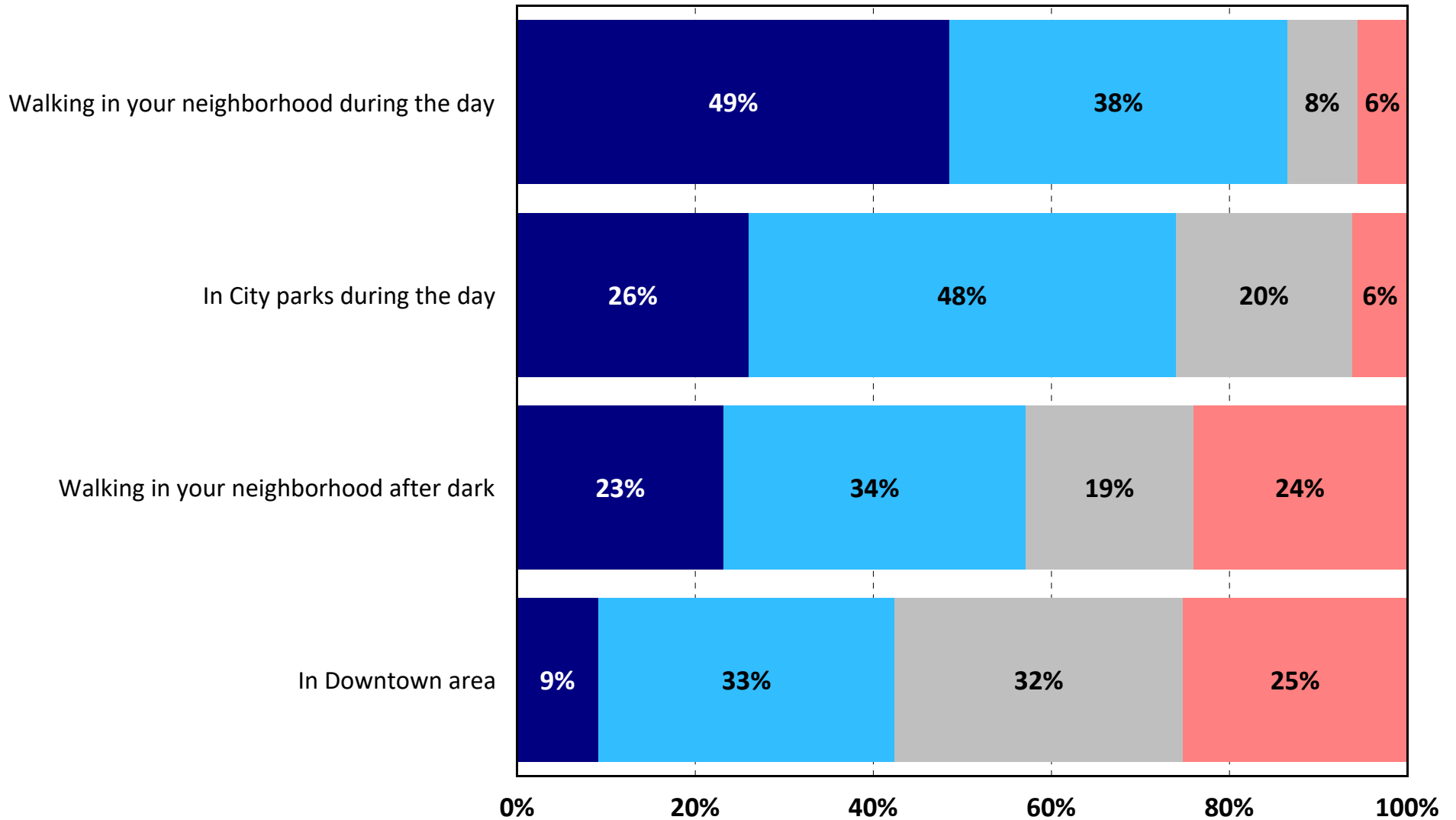
by percentage of respondents who answered “dissatisfied” or “very dissatisfied” with the enforcement of local traffic laws on Question 4 (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q5. Perceptions of Safety and Security

by percentage of respondents (excluding “don't know”)



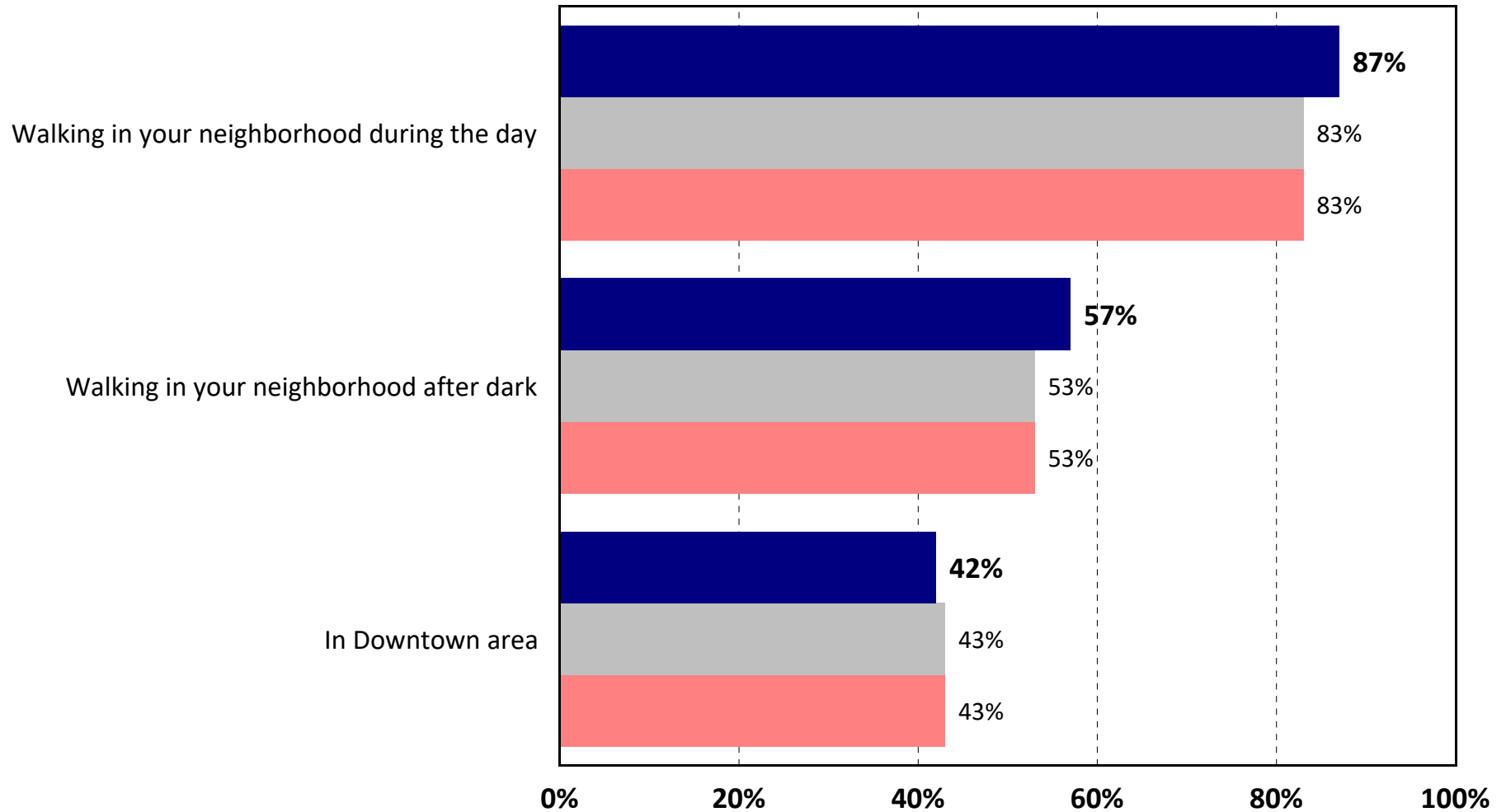
Source: ETC Institute (2020 - Oklahoma City, OK)

Very Safe (5) Safe (4) Neutral (3) Unsafe (1/2)

Perceptions of Safety and Security

2020 vs. 2019 vs. 2018

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*

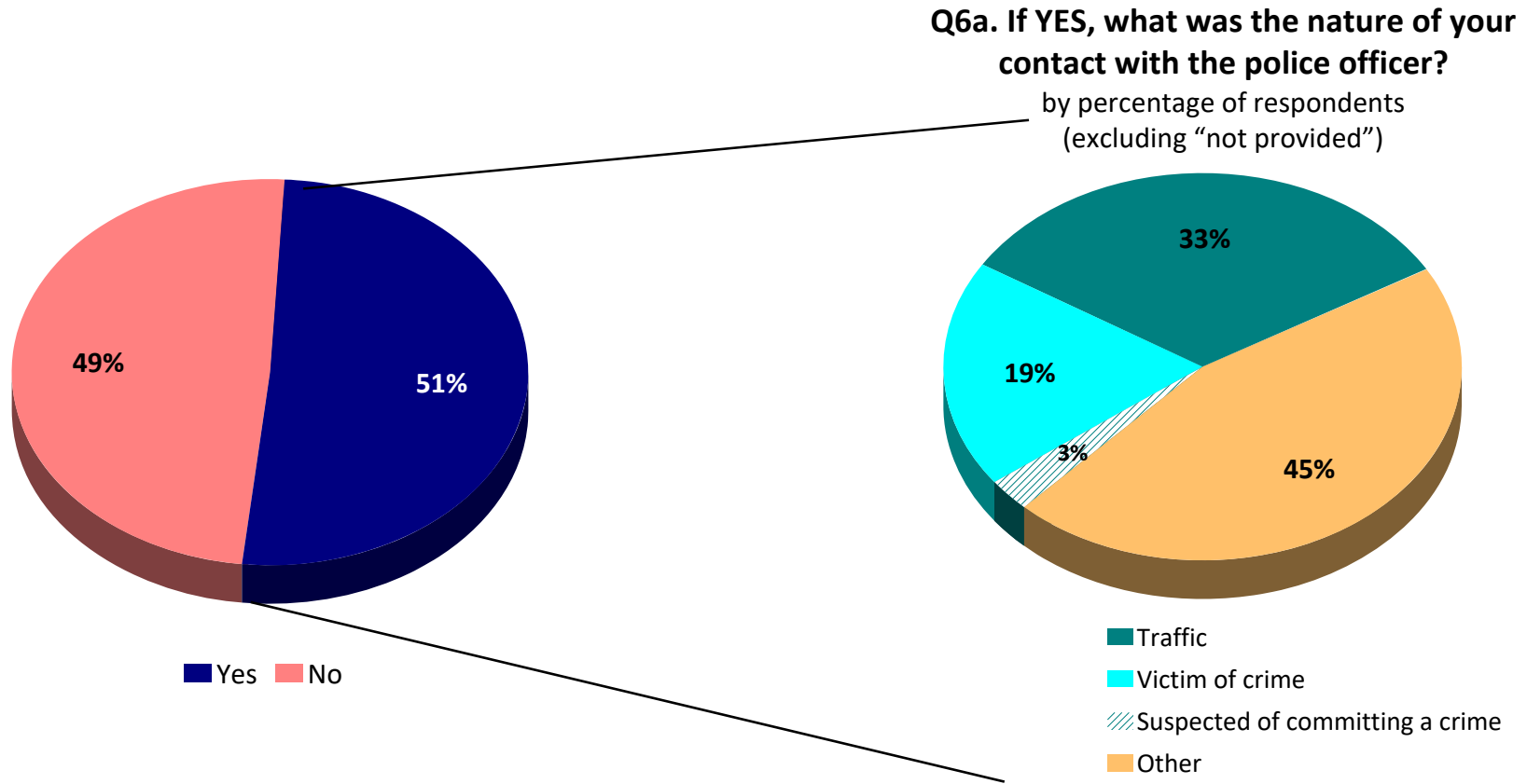
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q6. Have you had contact with a City of Oklahoma City police officer in the last three years?

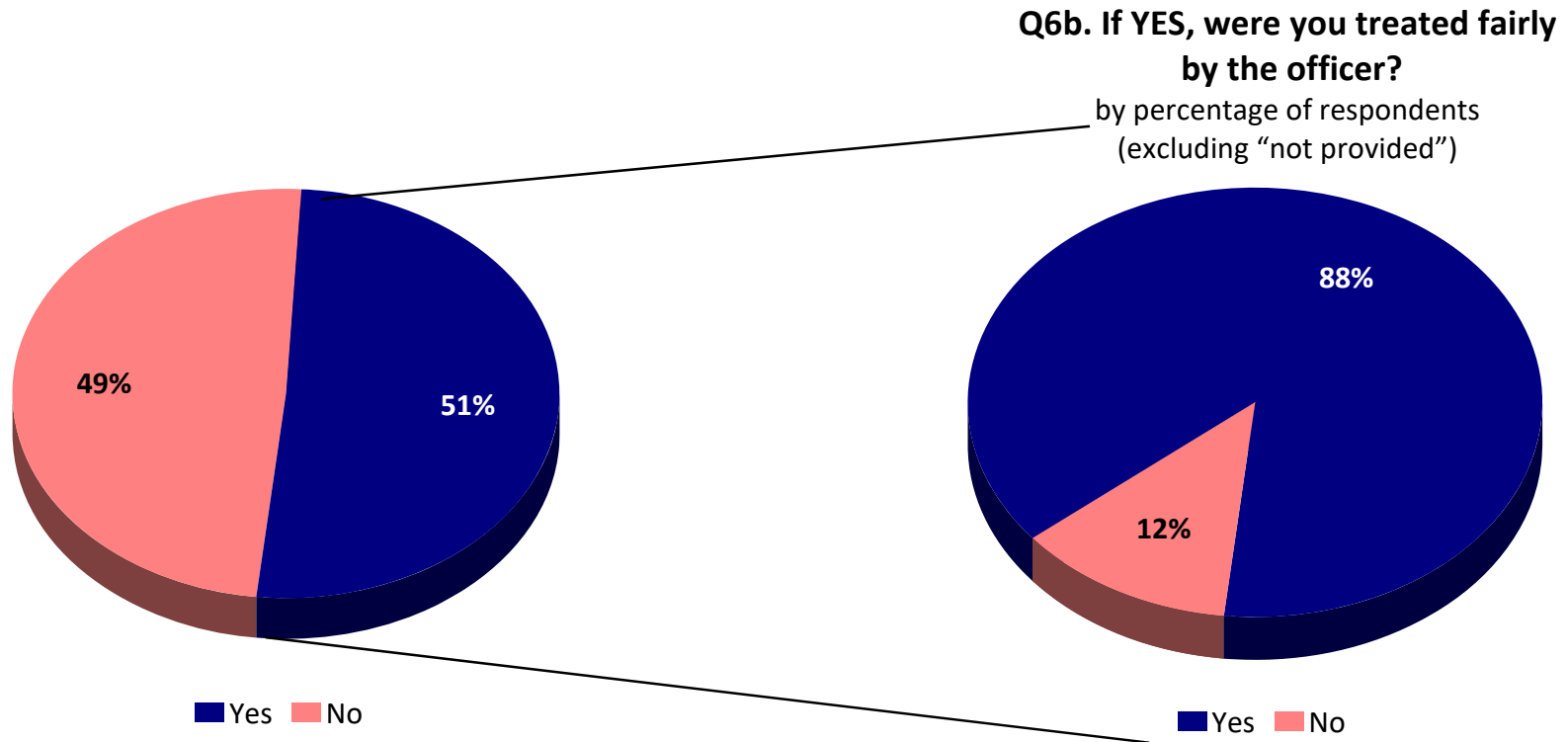
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020 - Oklahoma City, OK)

Q6. Have you had contact with a City of Oklahoma City police officer in the last three years?

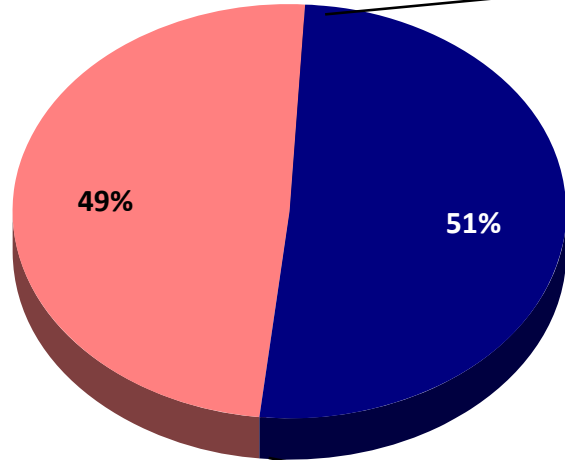
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020 - Oklahoma City, OK)

Q6. Have you had contact with a City of Oklahoma City police officer in the last three years?

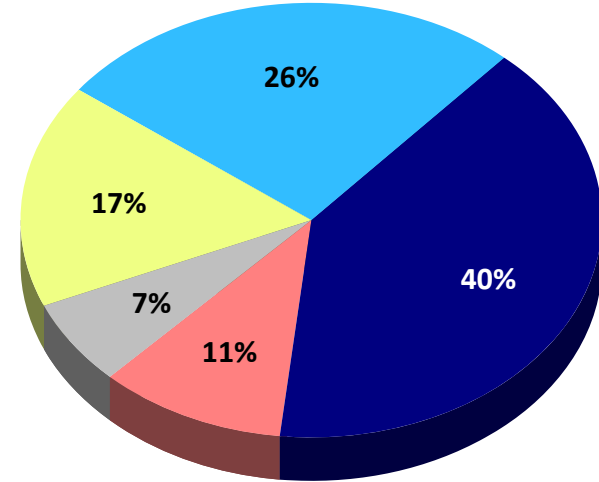
by percentage of respondents (excluding "not provided")



■ Yes ■ No

Q6c. If YES, how would you rate the response time of the officer?

by percentage of respondents (excluding "not provided")

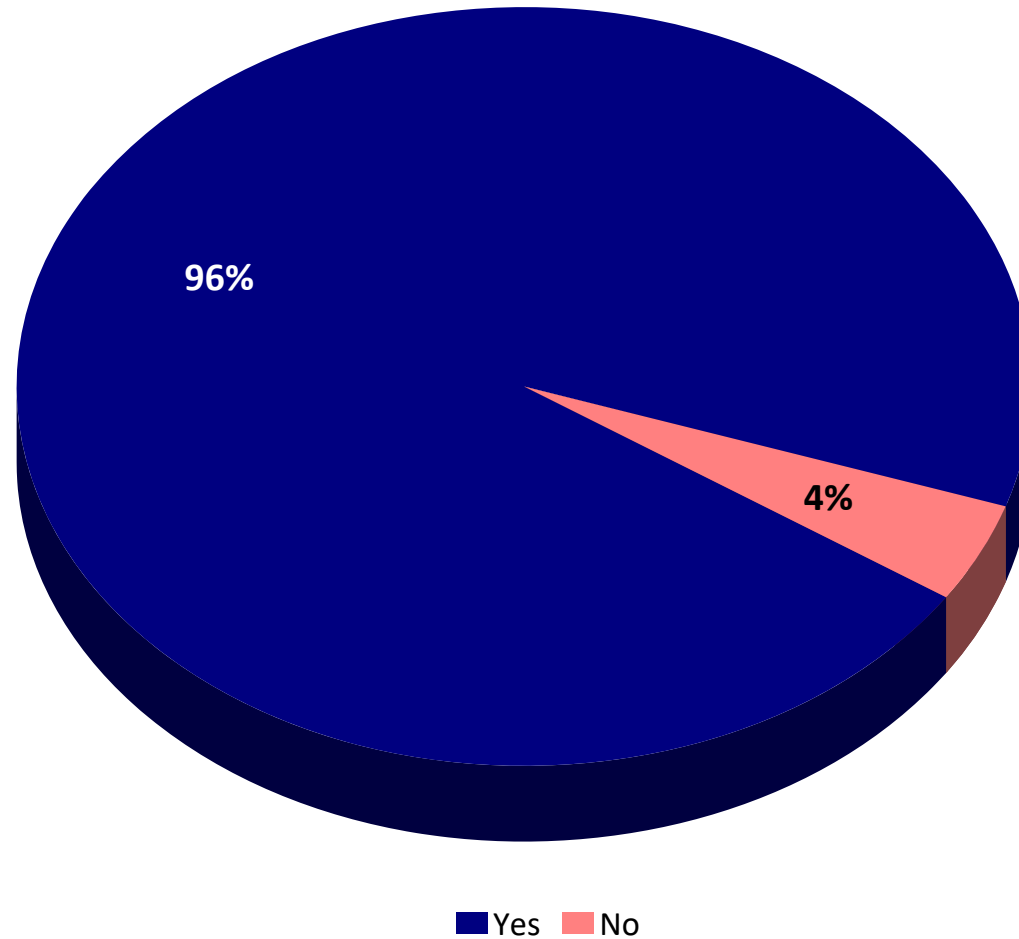


■ Excellent ■ Good ■ Neutral
■ Acceptable ■ Poor

Source: ETC Institute (2020 - Oklahoma City, OK)

Q8. Do you have a working smoke alarm in your home?

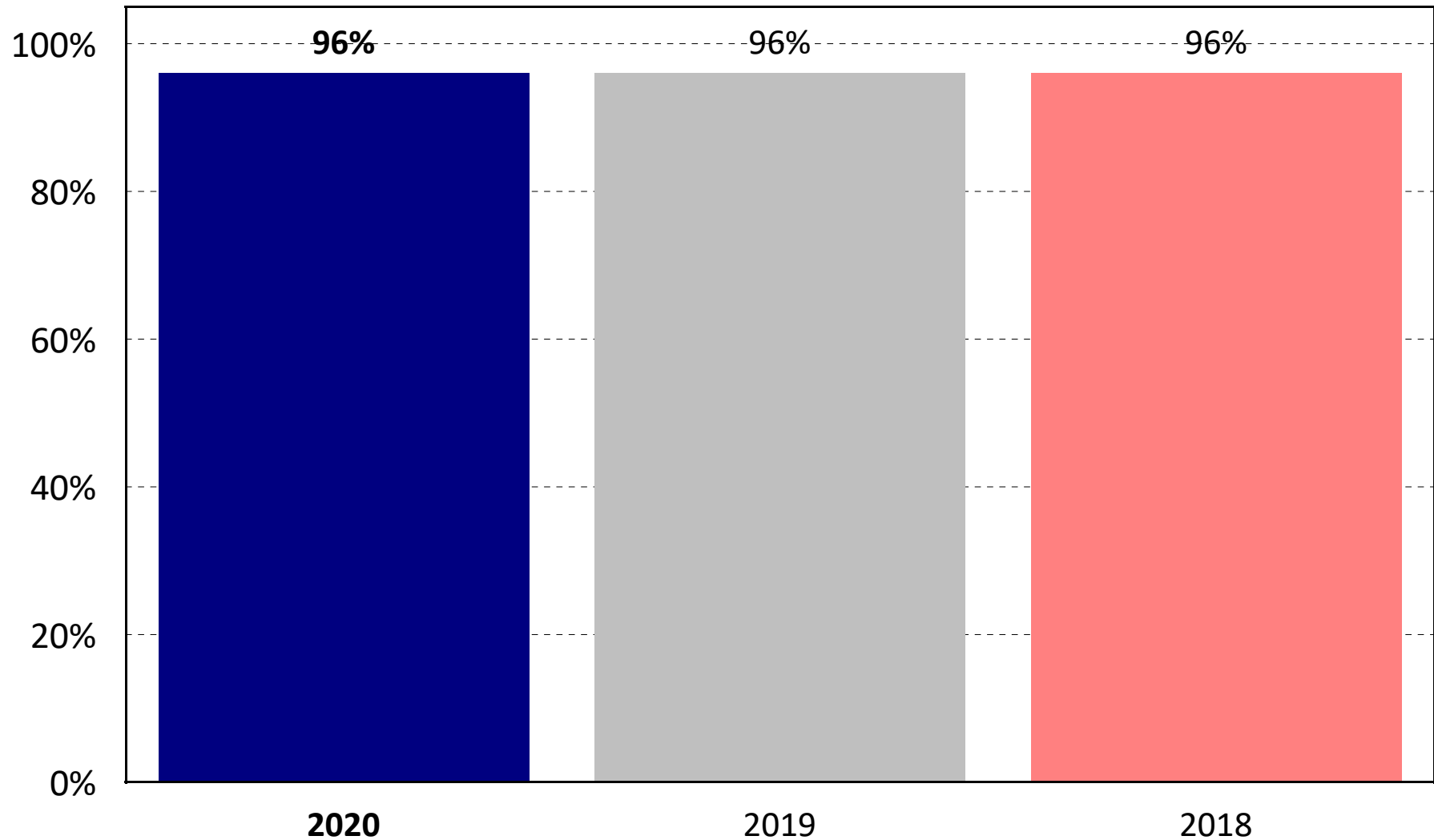
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Do you have a working smoke alarm in your home? 2020 vs. 2019 vs. 2018

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

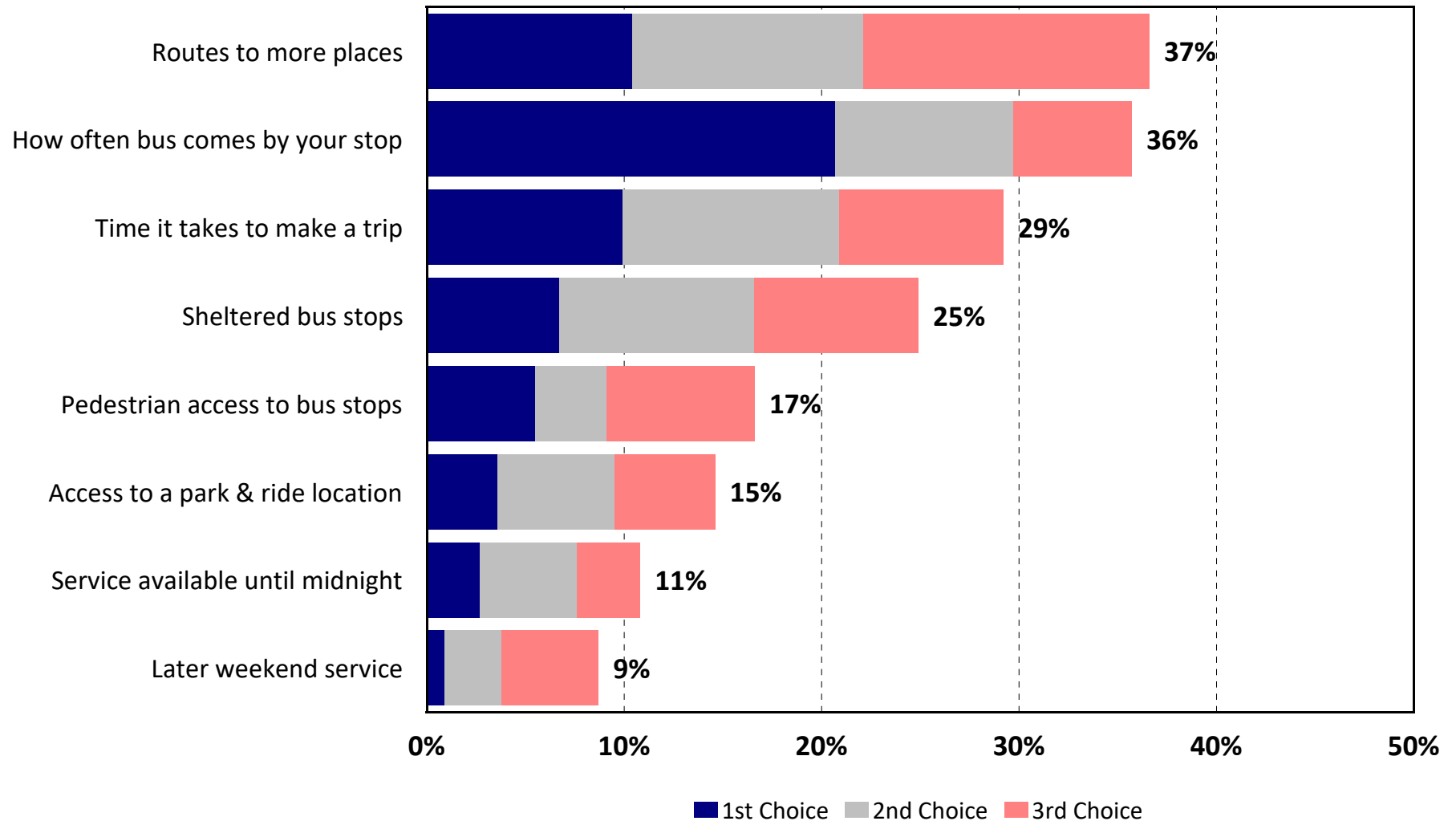


Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q9. Bus Service Characteristics Most Important to Residents When Considering Whether or Not to Use Public Transit

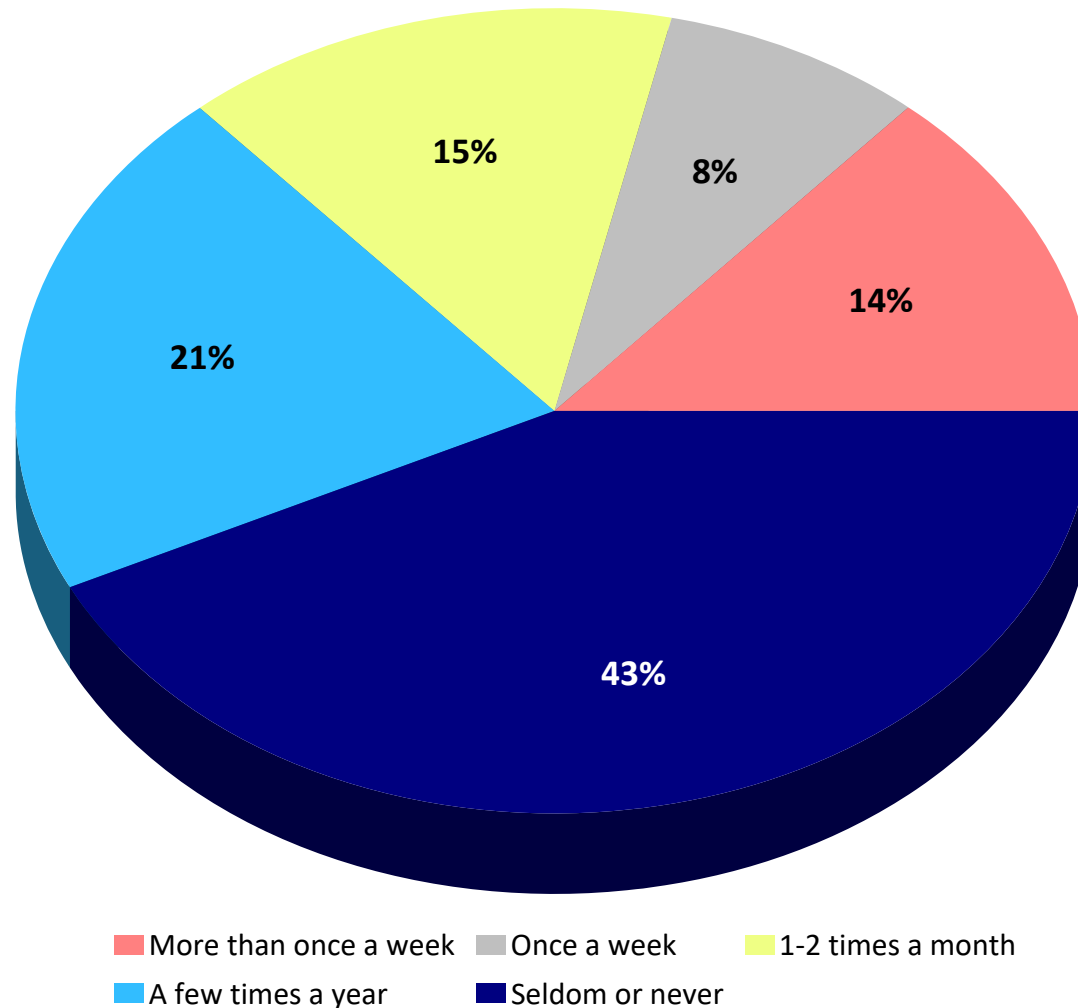
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Oklahoma City, OK)

Q10. How often would you say stray dogs are a problem in your neighborhood?

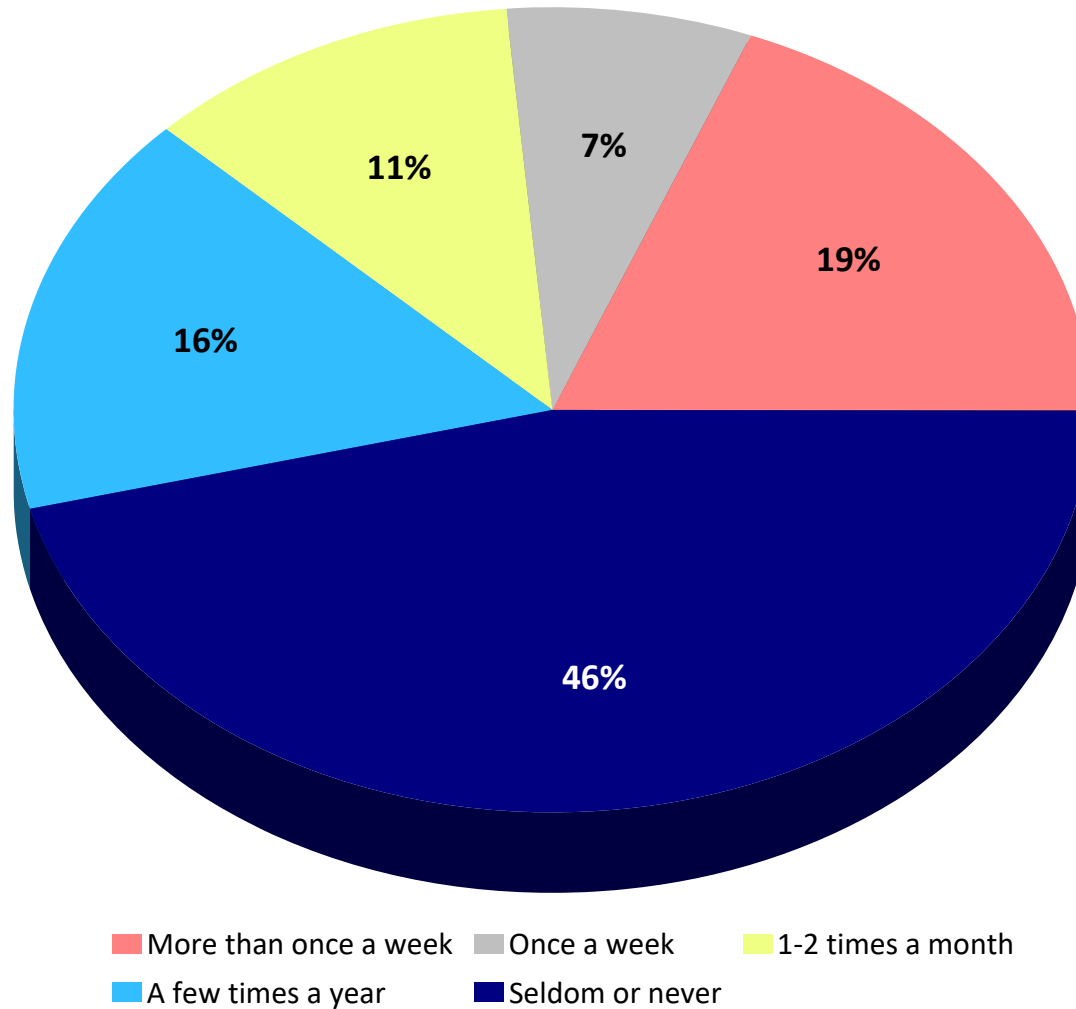
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q11. How often would you say stray cats are a problem in your neighborhood?

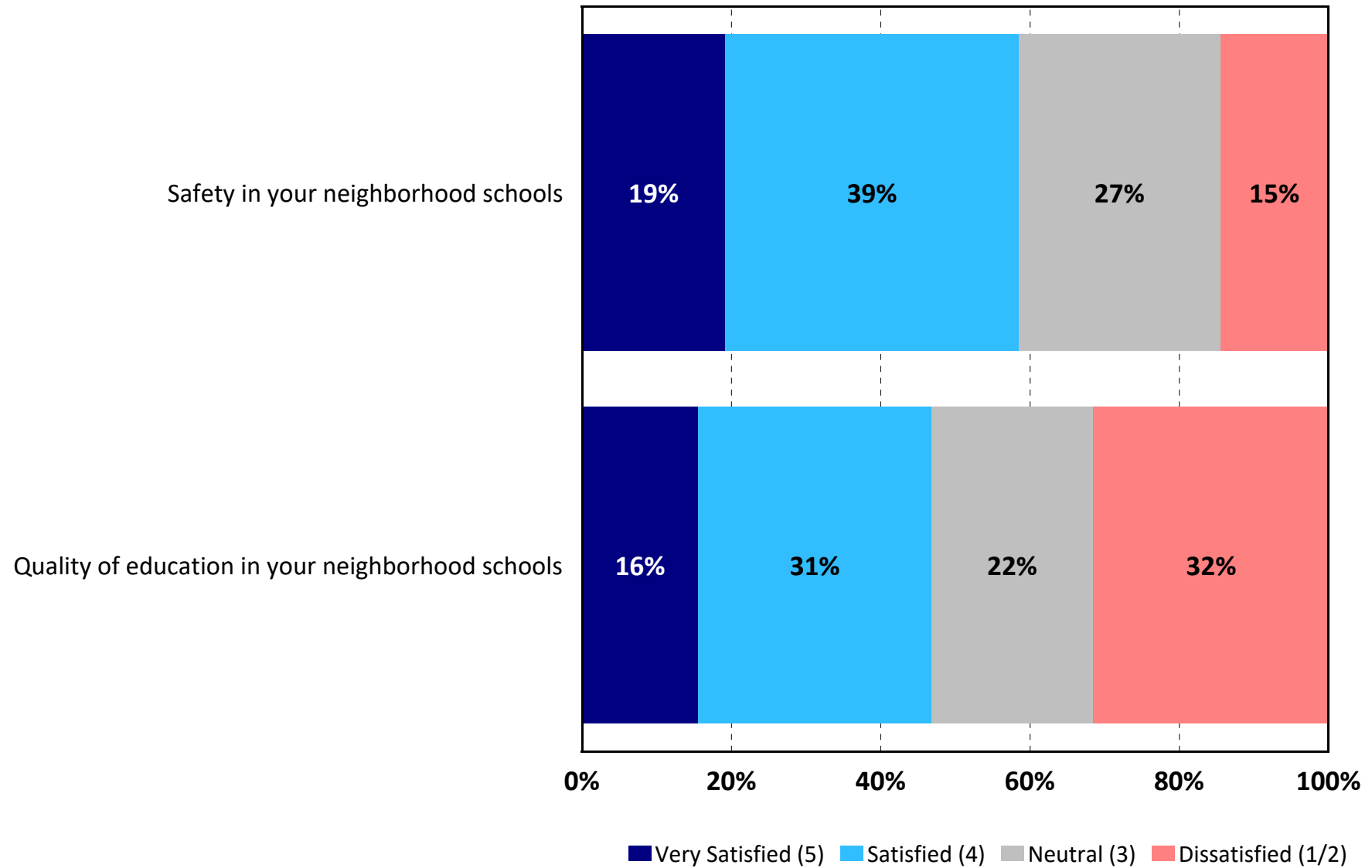
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q12. Satisfaction with Schools

by percentage of respondents (excluding “don't know”)

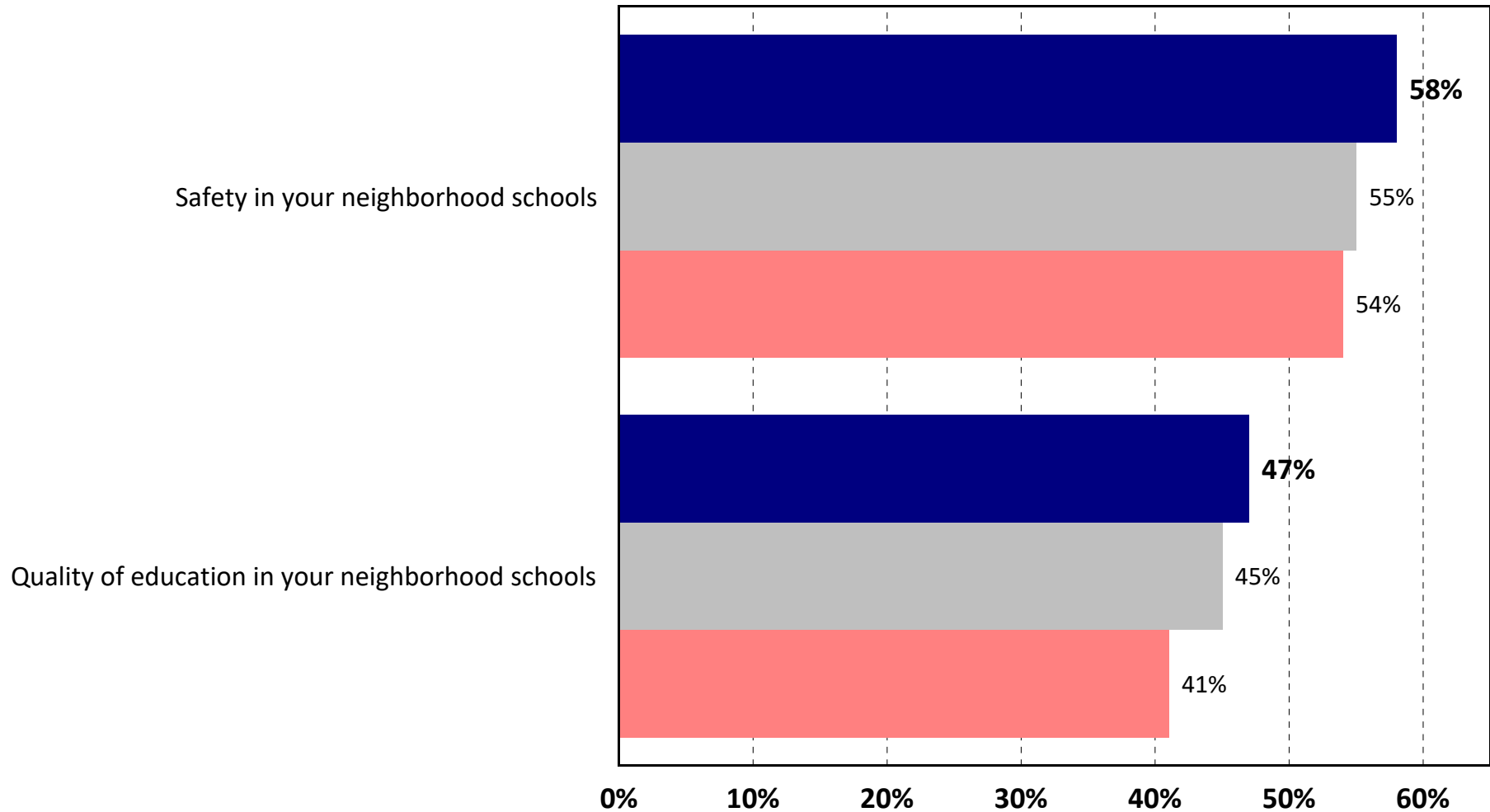


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with Schools

2020 vs. 2019 vs. 2018

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*

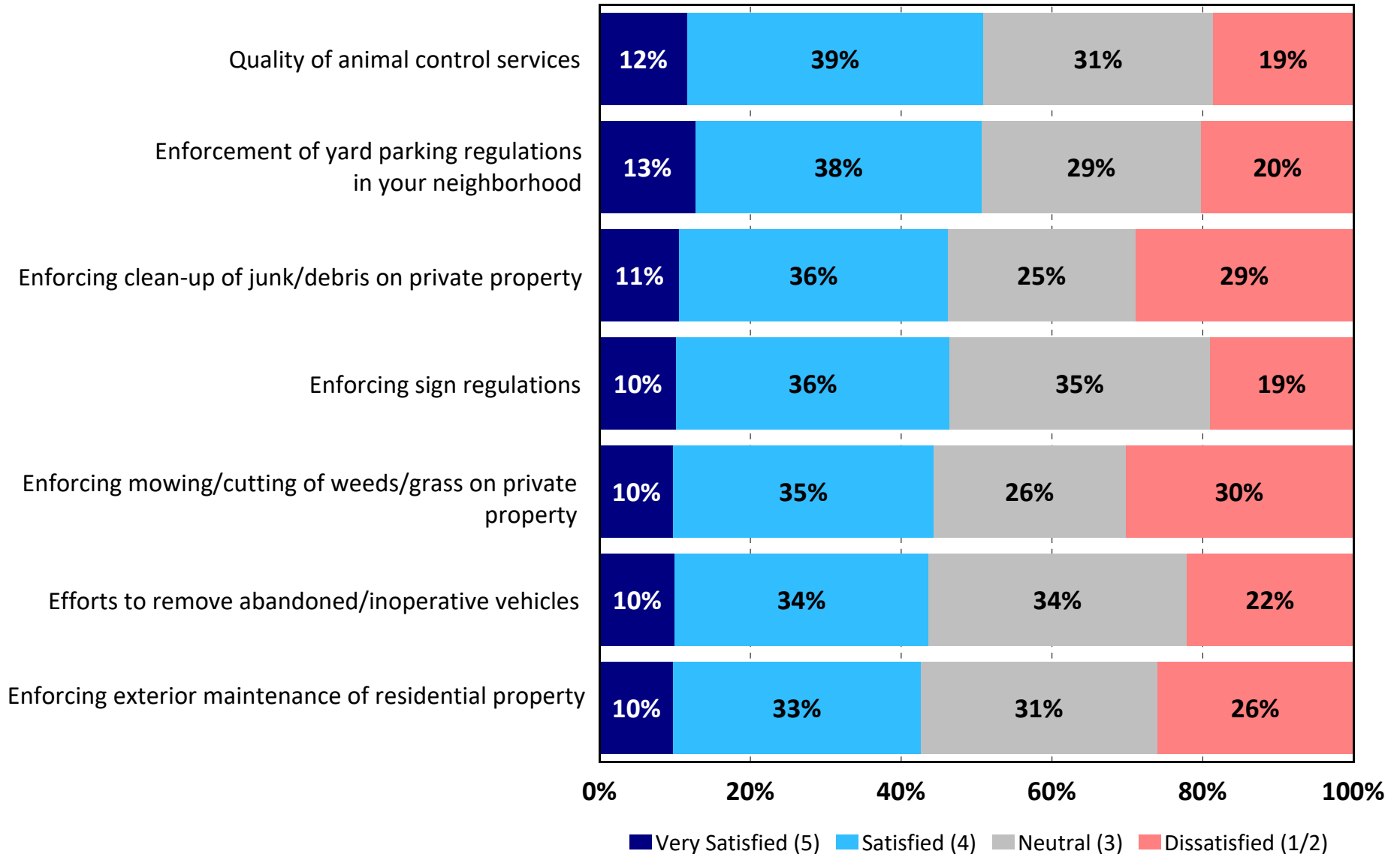
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q13. Satisfaction with Code Enforcement

by percentage of respondents (excluding “don't know”)

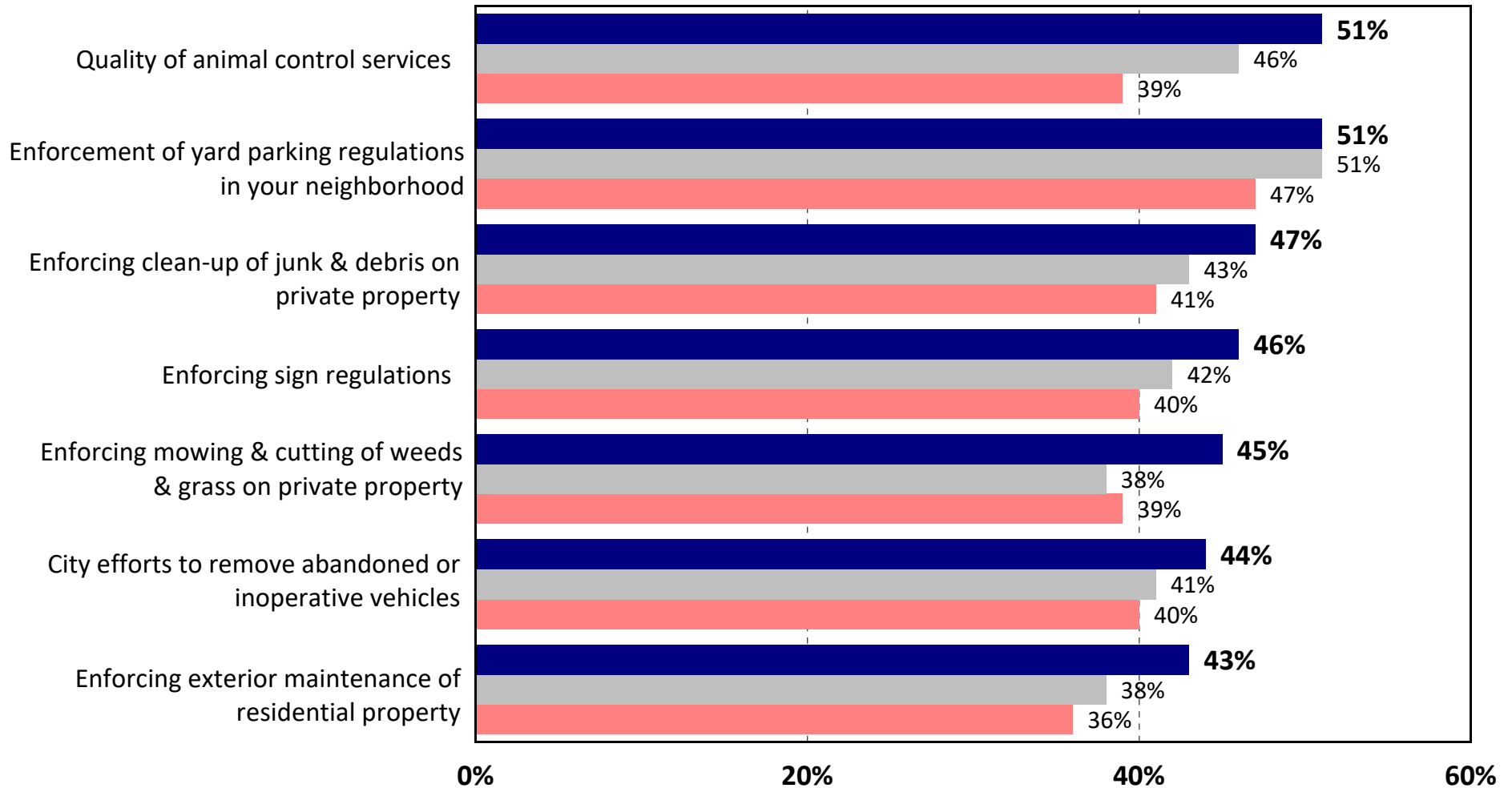


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with Code Enforcement

2020 vs. 2019 vs. 2018

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*

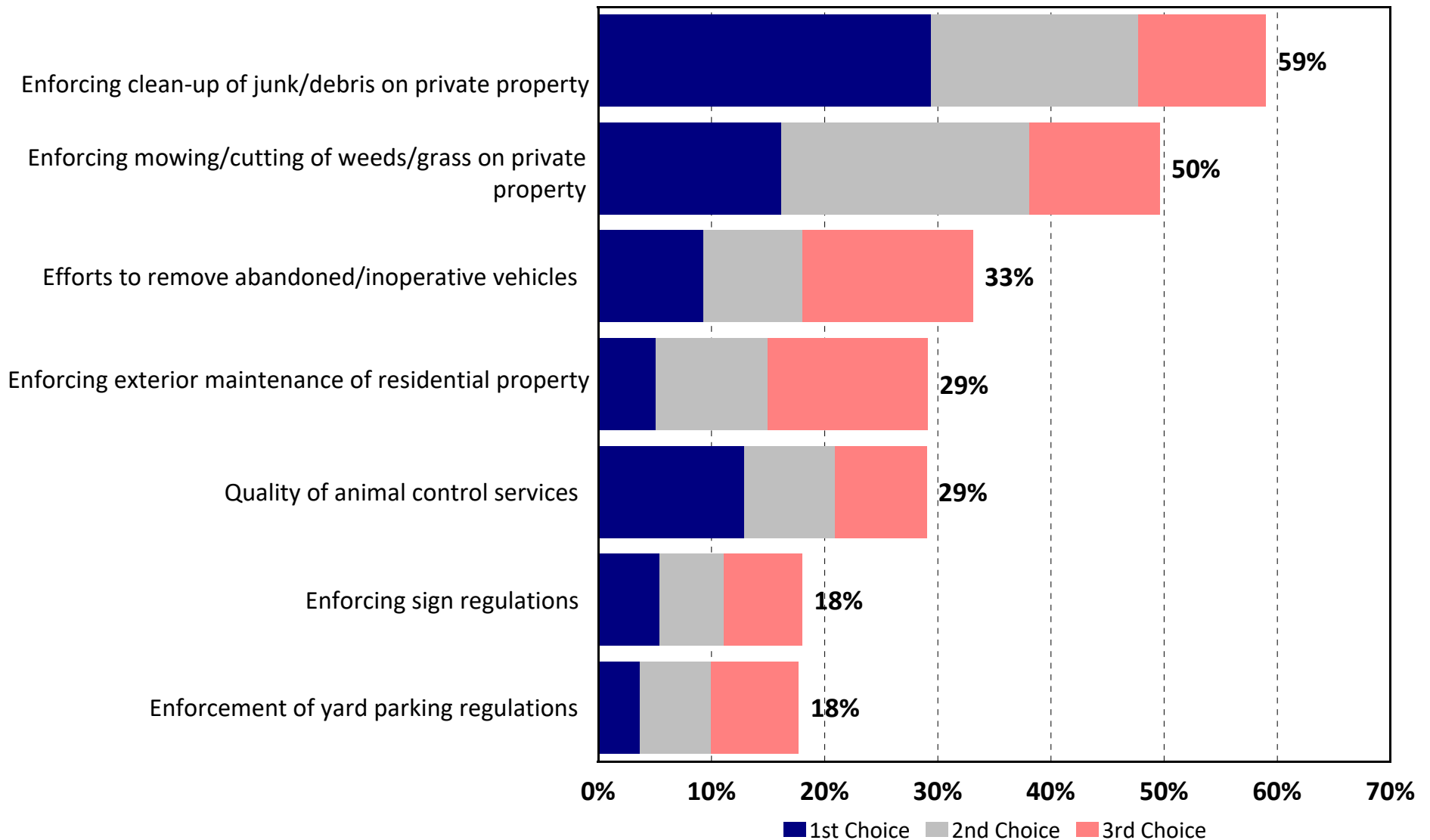
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q14. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

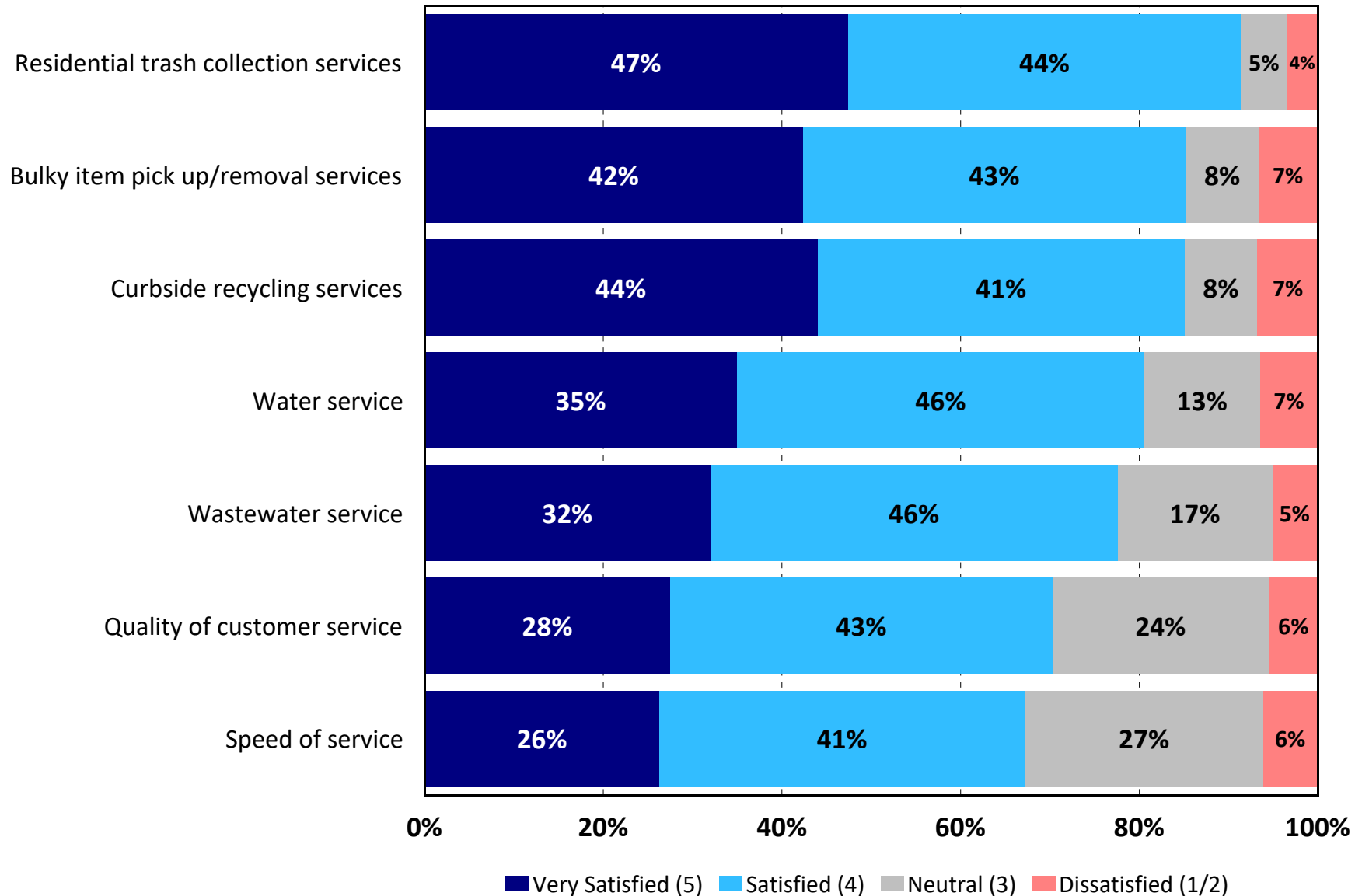
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Oklahoma City, OK)

Q15. Satisfaction with City Utility Services

by percentage of respondents (excluding “don't know”)

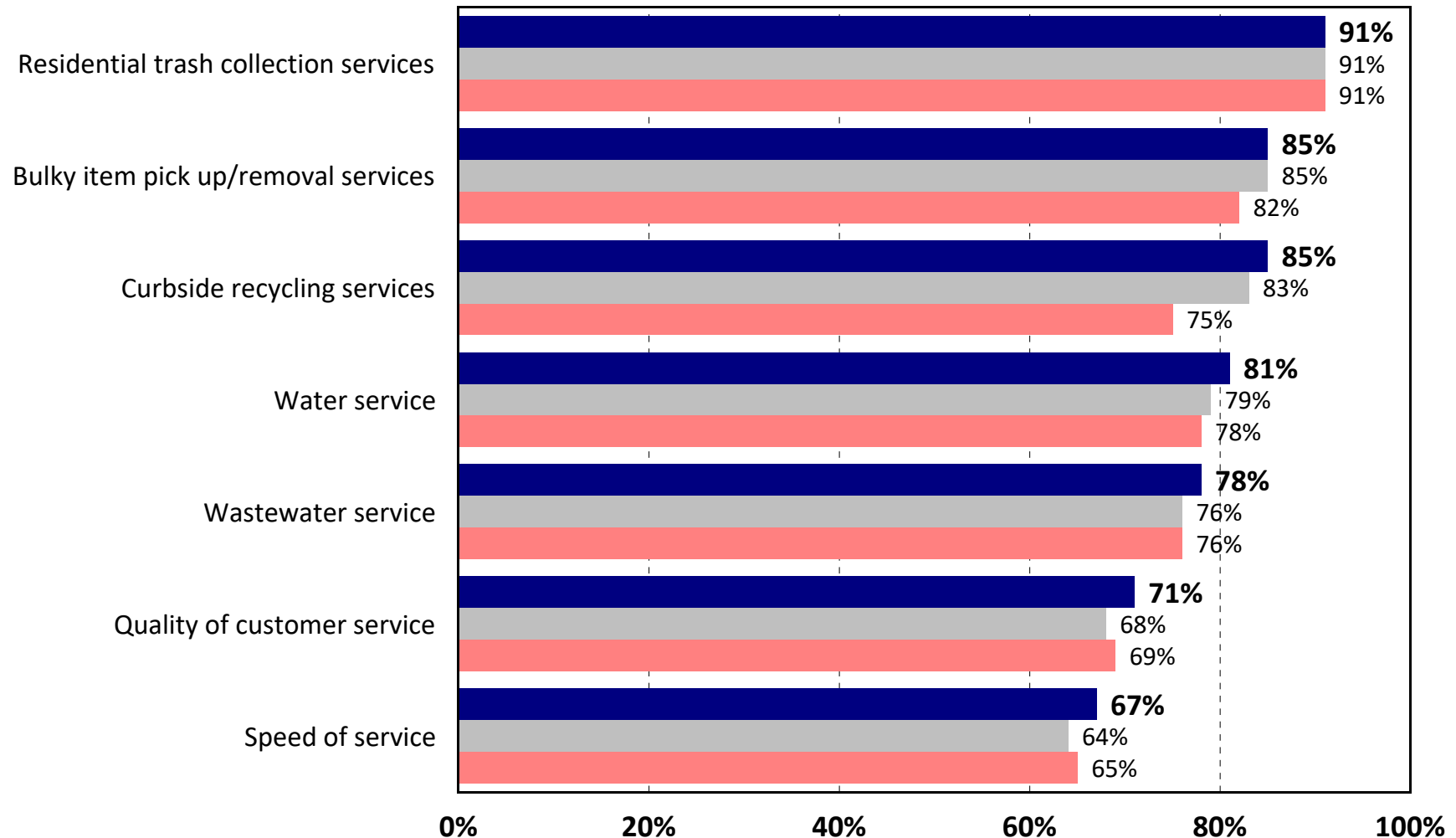


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with City Utility Services

2020 vs. 2019 vs. 2018

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

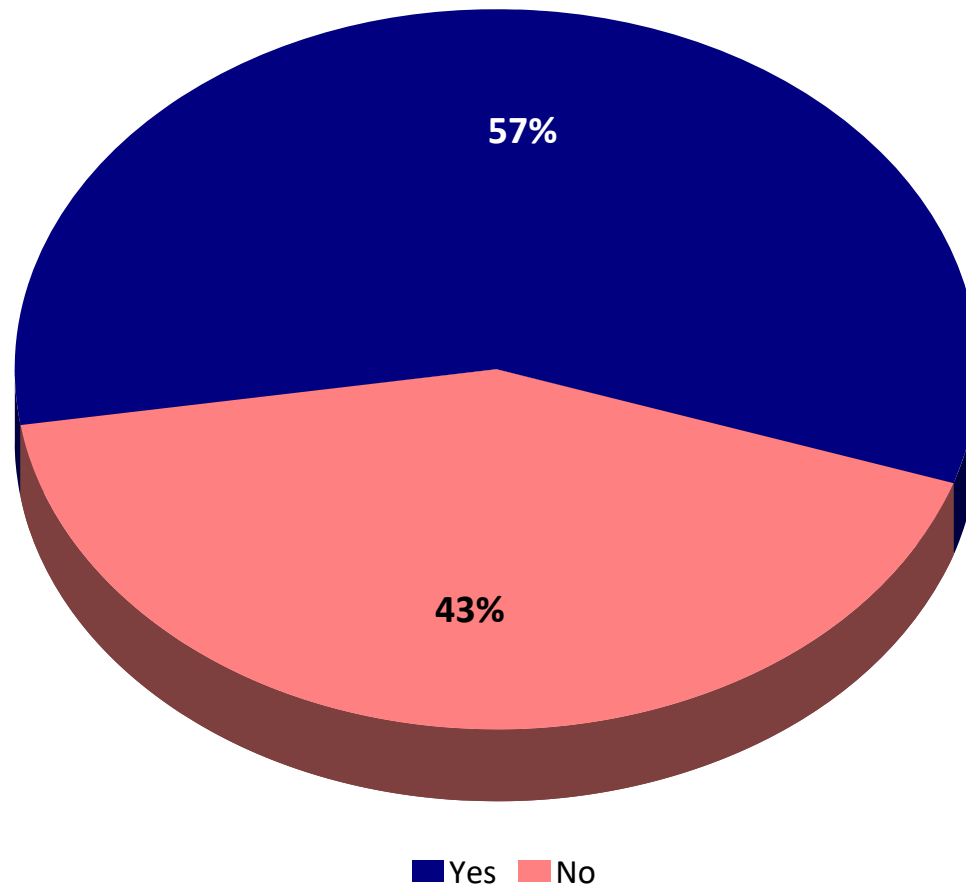
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q16. 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?

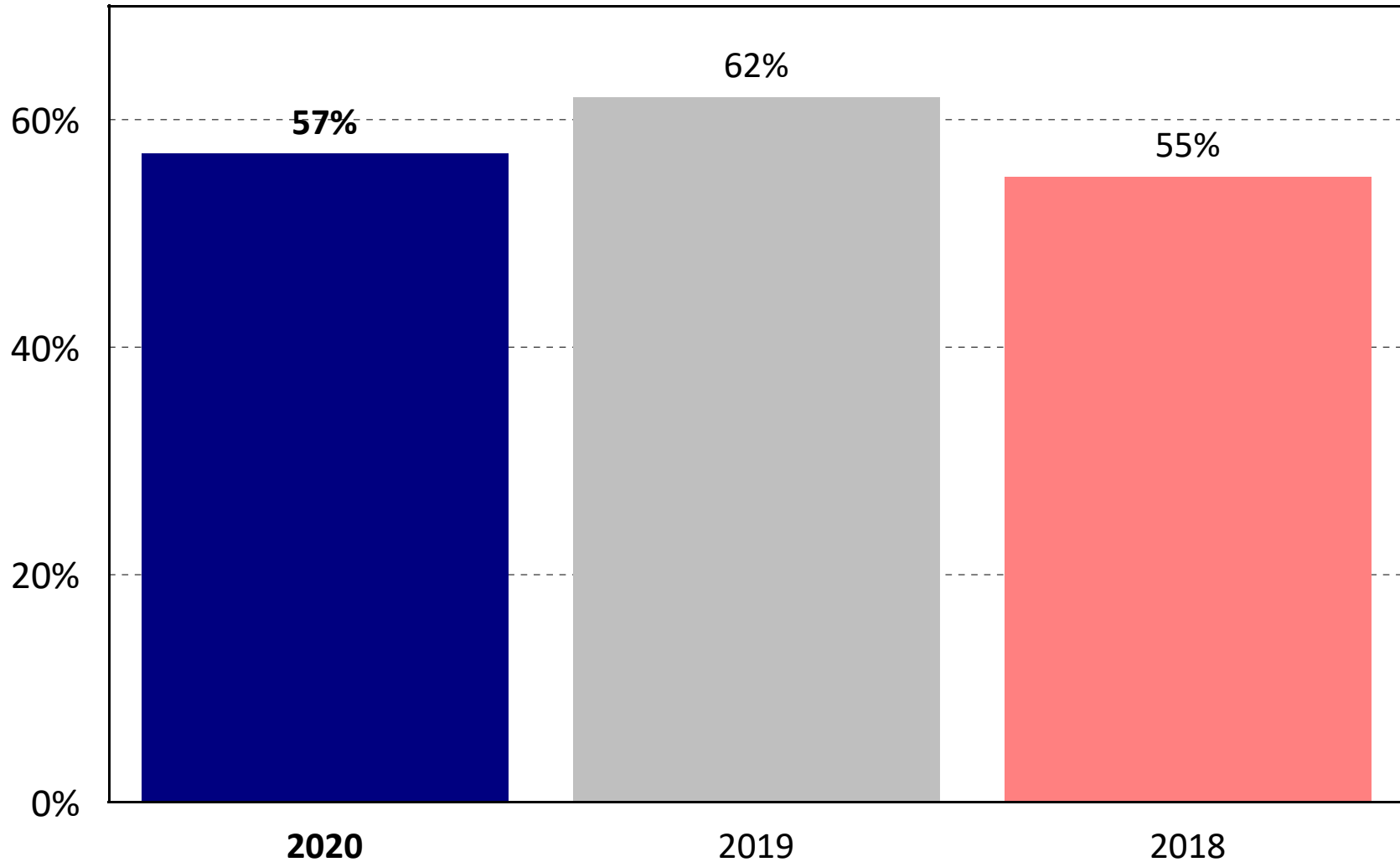
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

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 who responded "yes"

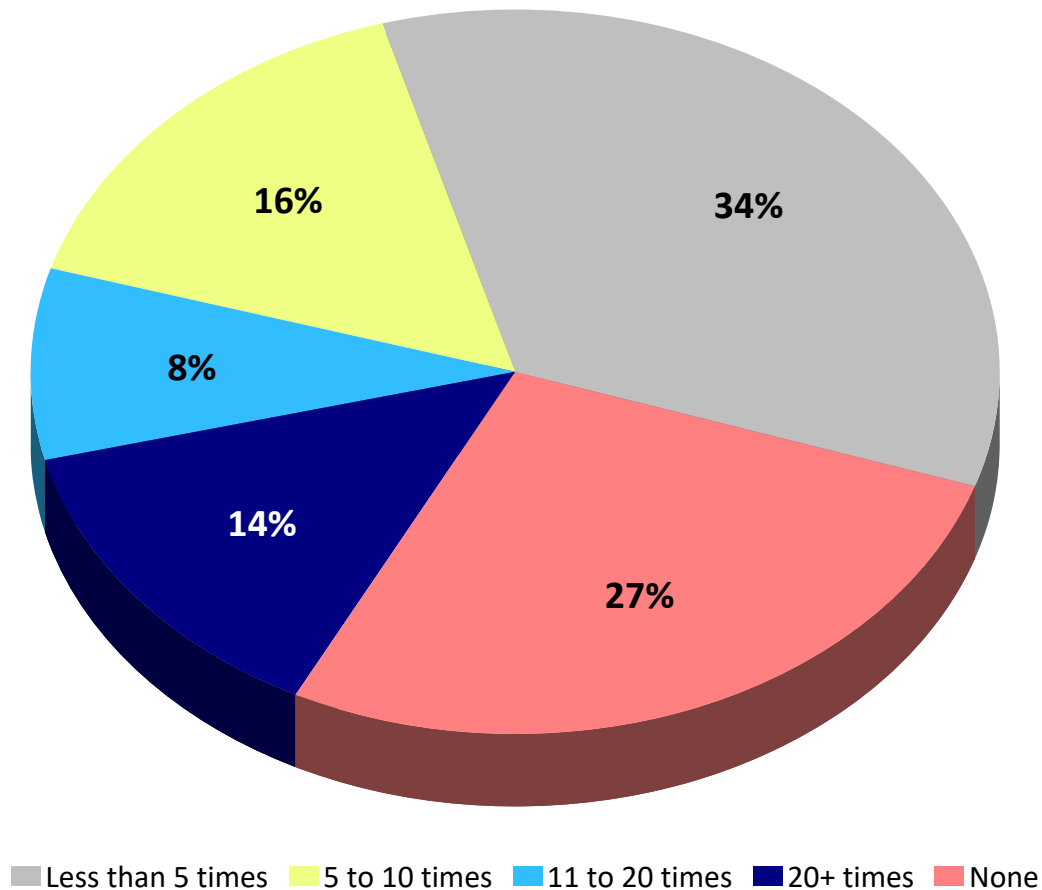


Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q17. 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?

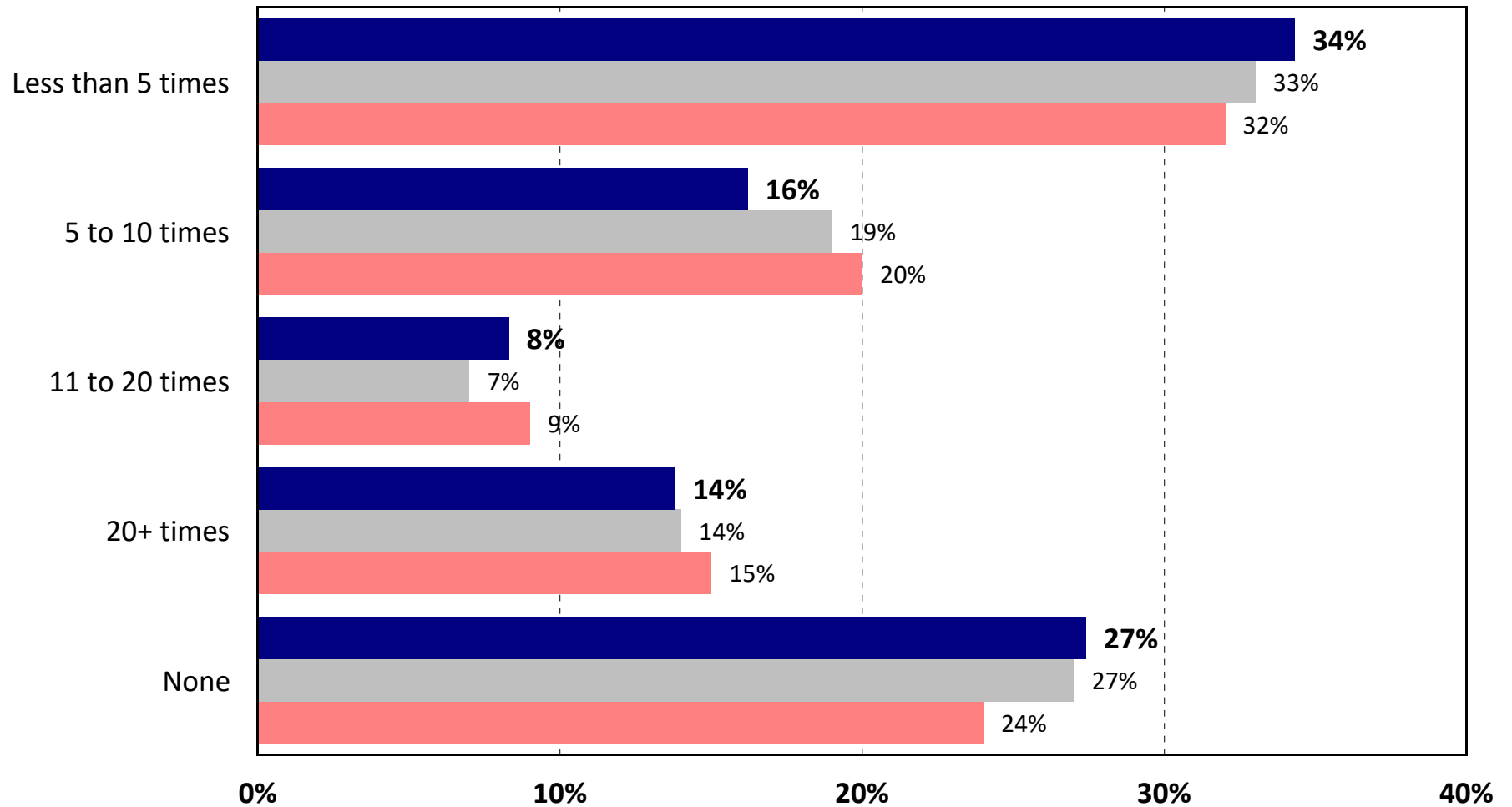
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2020 - 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*

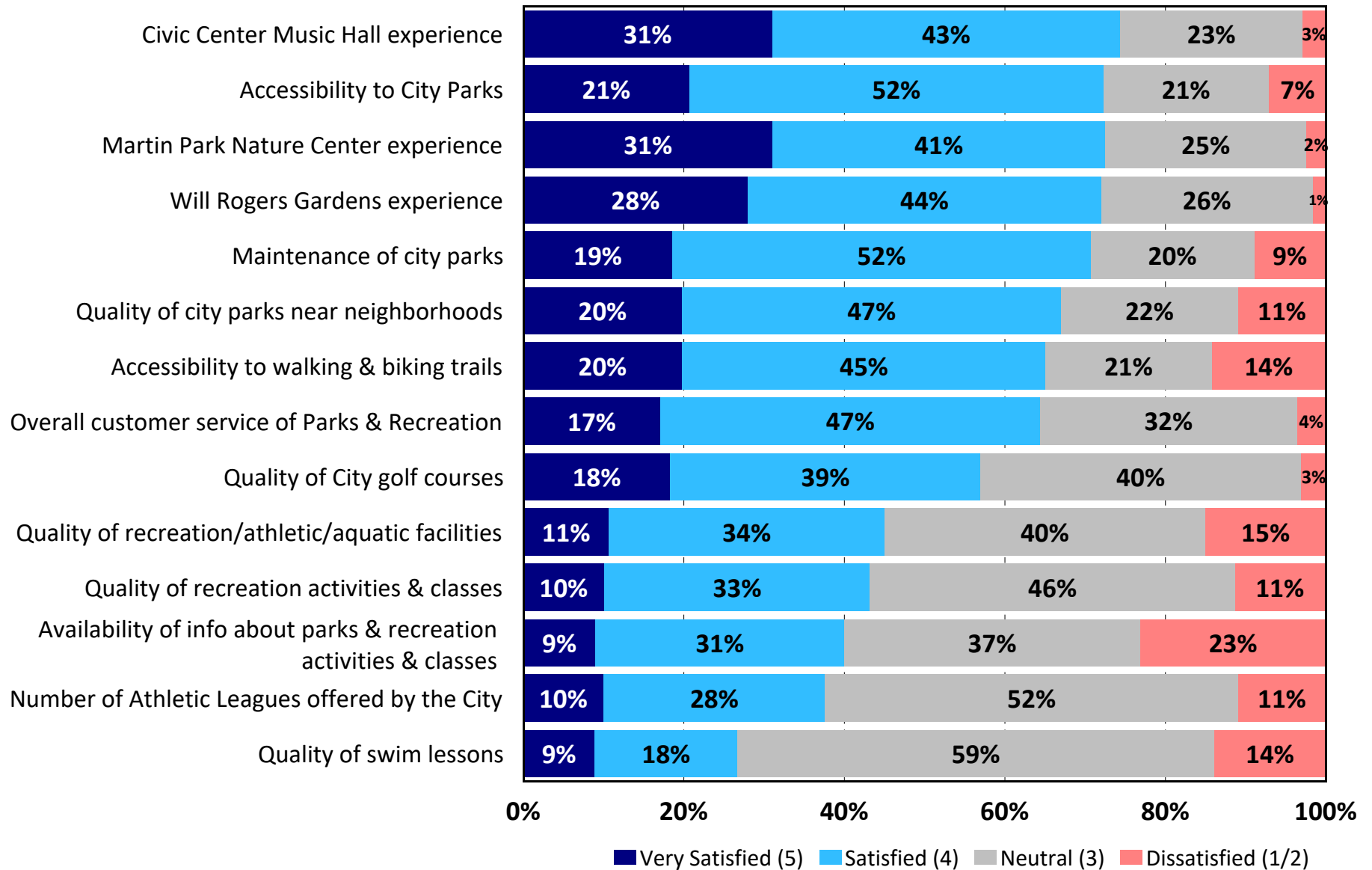
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q18. Satisfaction with Parks and Recreation

by percentage of respondents (excluding “don't know”)

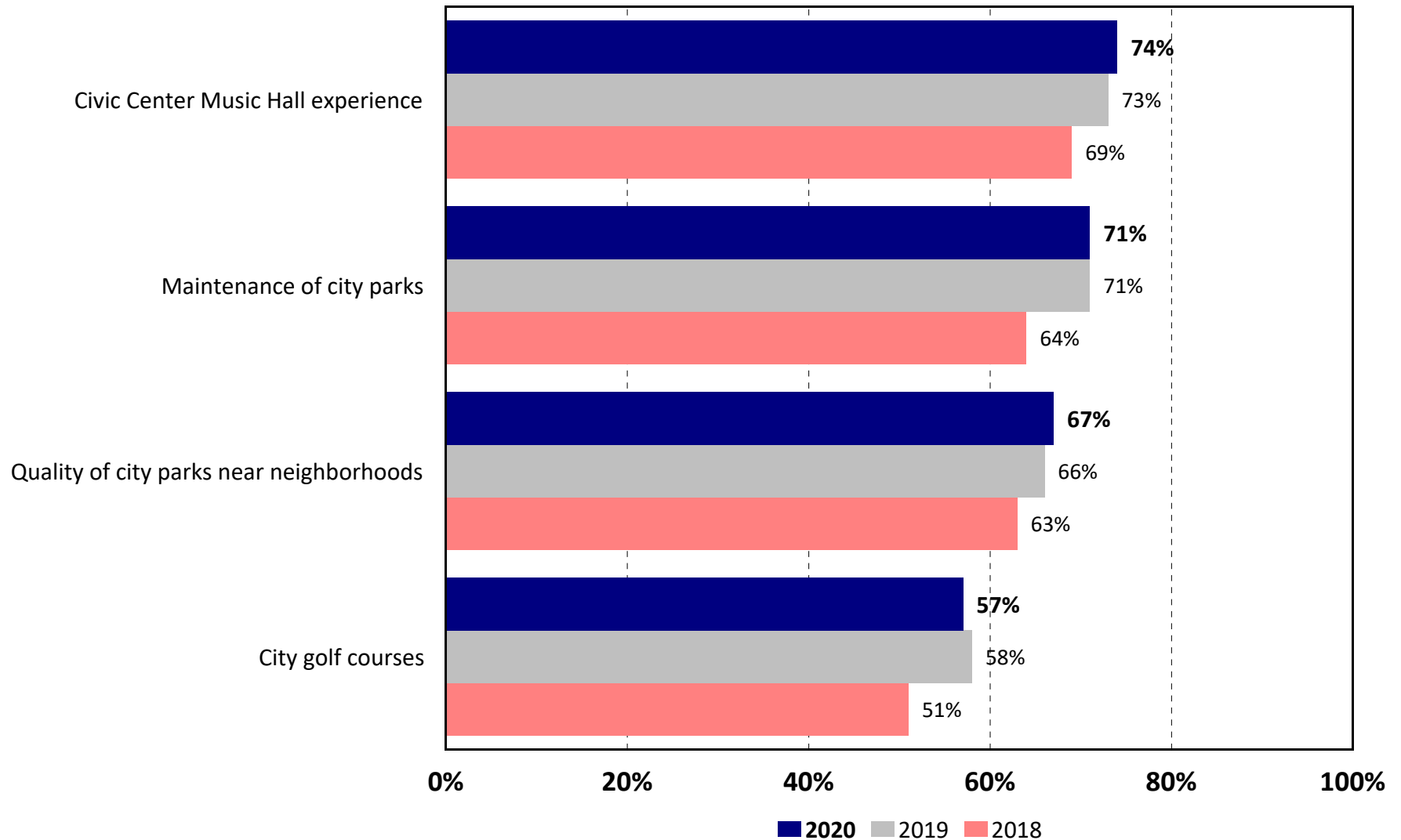


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with Parks and Recreation

2020 vs. 2019 vs. 2018

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



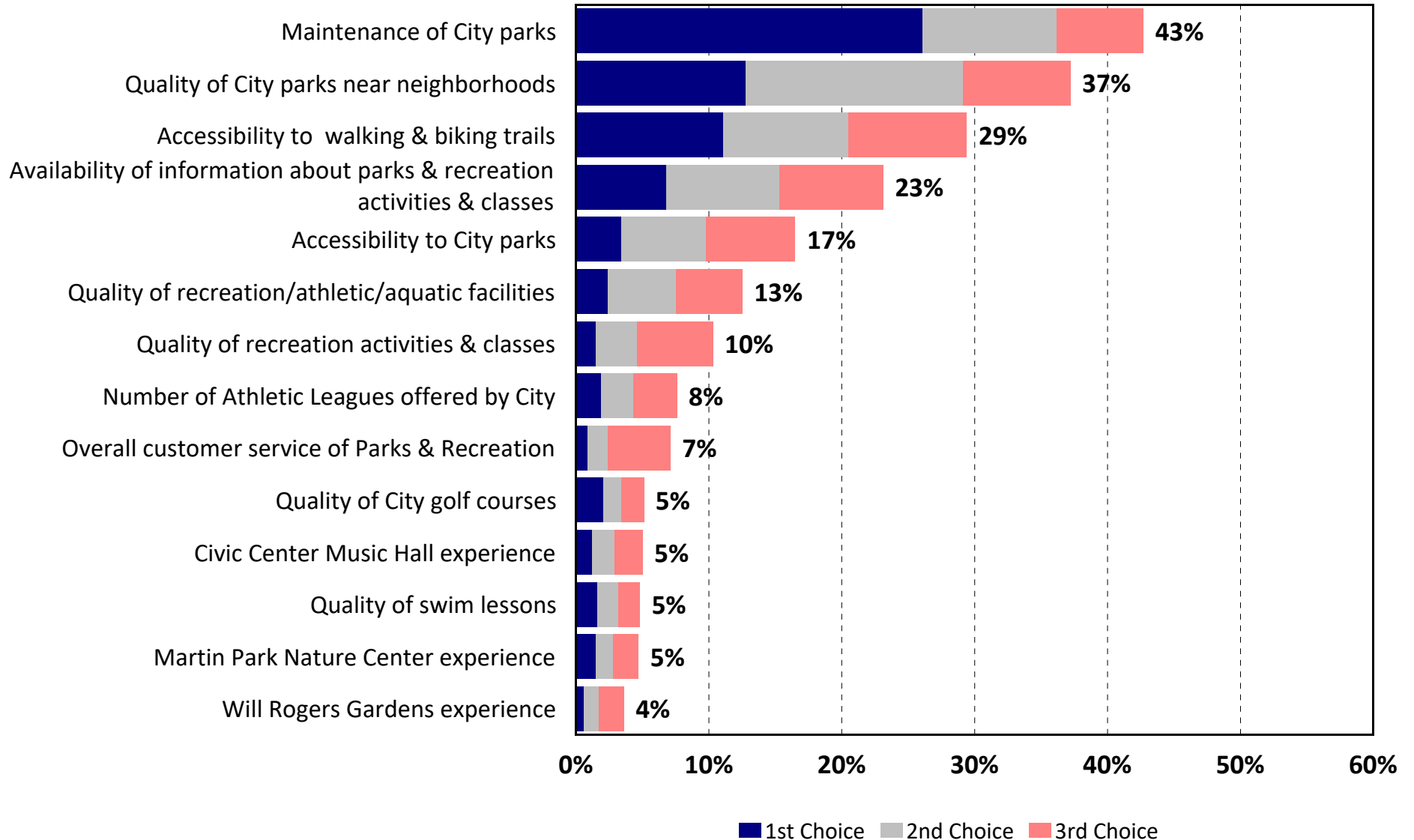
*Changes of +/- 3% or more are statistically significant

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q19. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

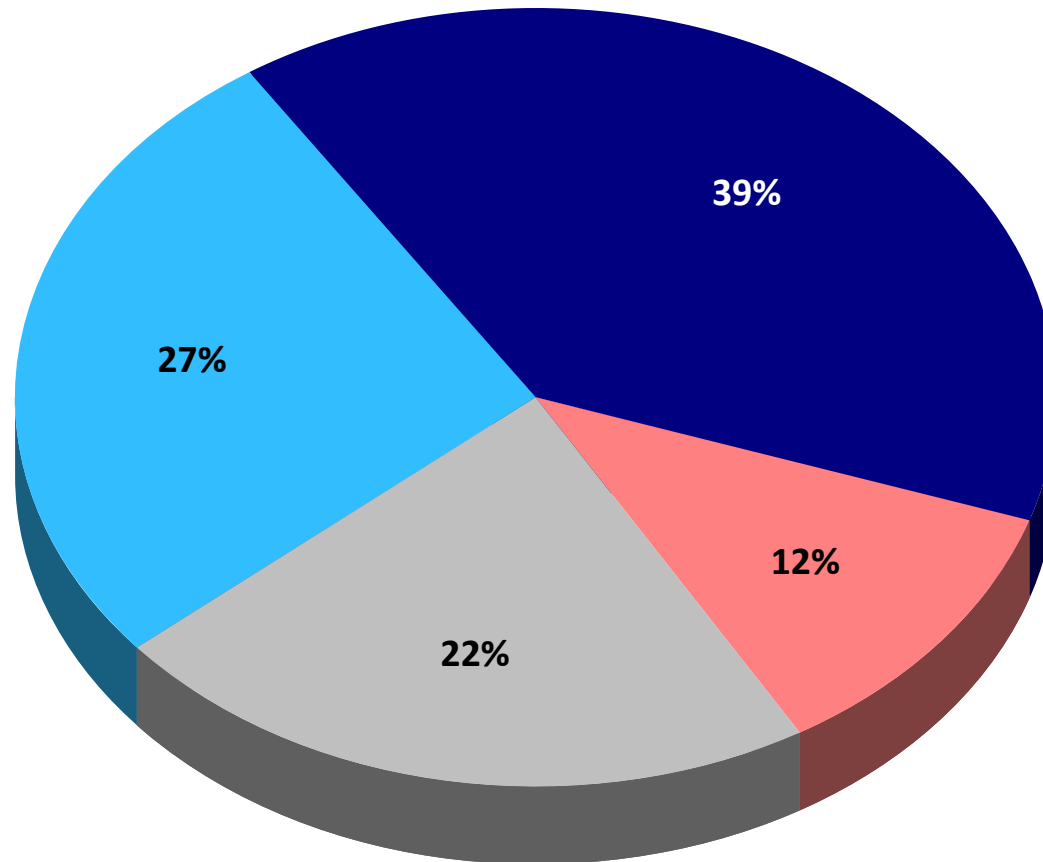
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Oklahoma City, OK)

Q20. Not counting activity at work, how often did you participate in any physical activity or exercise in the past month?

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

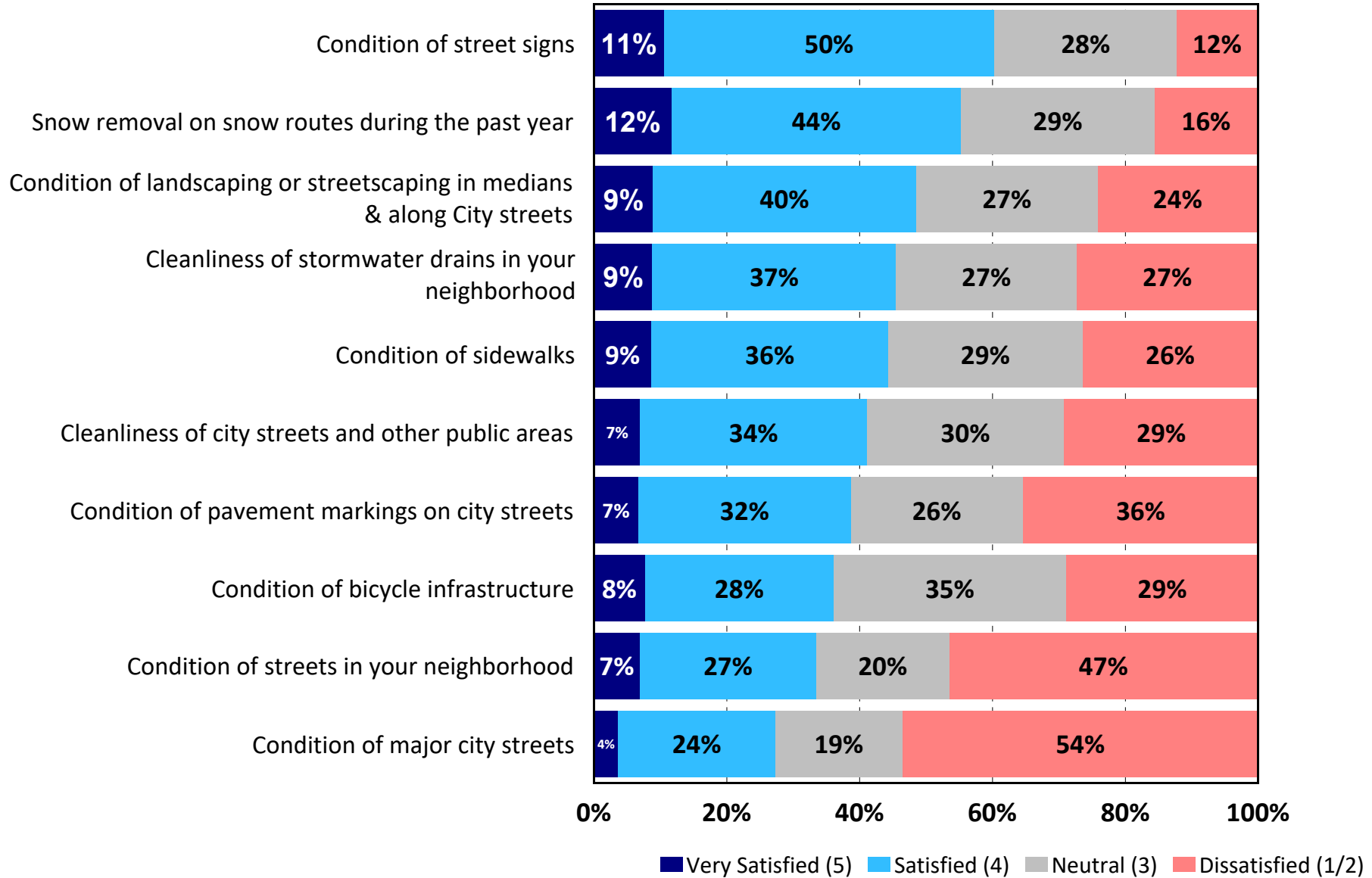


■ 3+ times a week ■ 1-3 times a week ■ 1-3 times a month ■ 0 times last month

Source: ETC Institute (2020 - Oklahoma City, OK)

Q21. Satisfaction with City Maintenance

by percentage of respondents (excluding “don't know”)

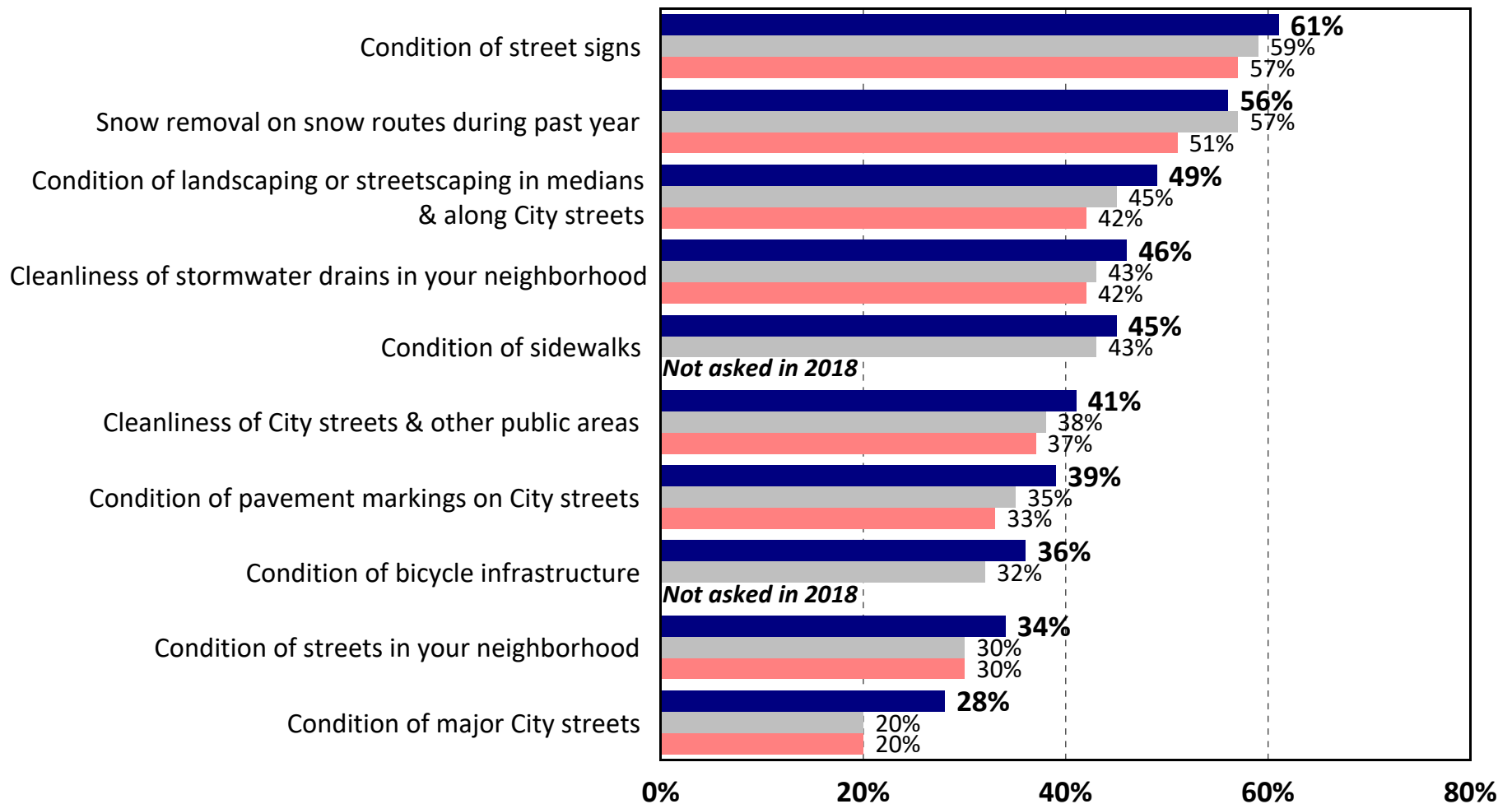


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with City Maintenance

2020 vs. 2019 vs. 2018

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

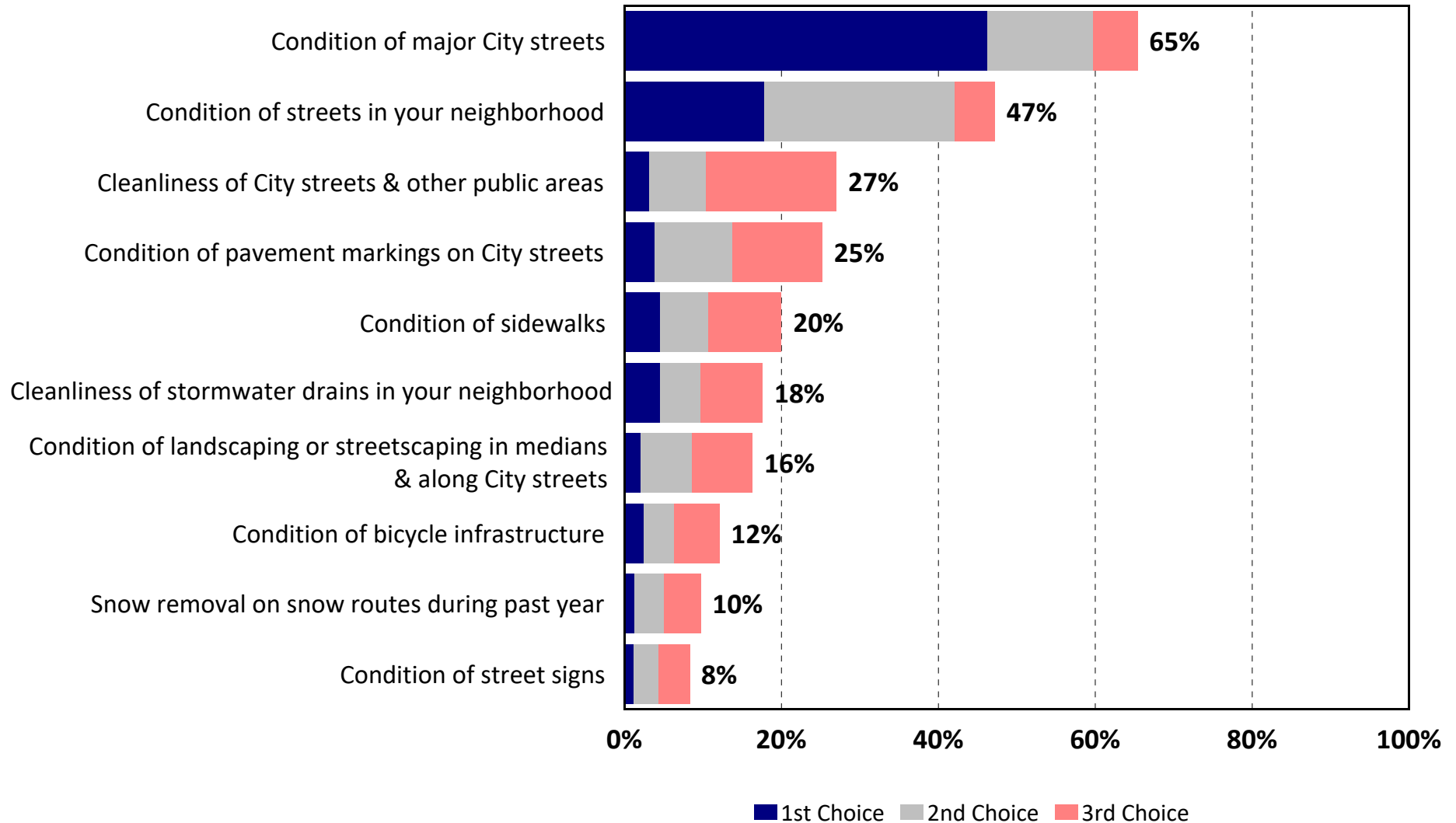
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q22. City Maintenance Items That Should Receive the Most Emphasis Over the Next Two Years

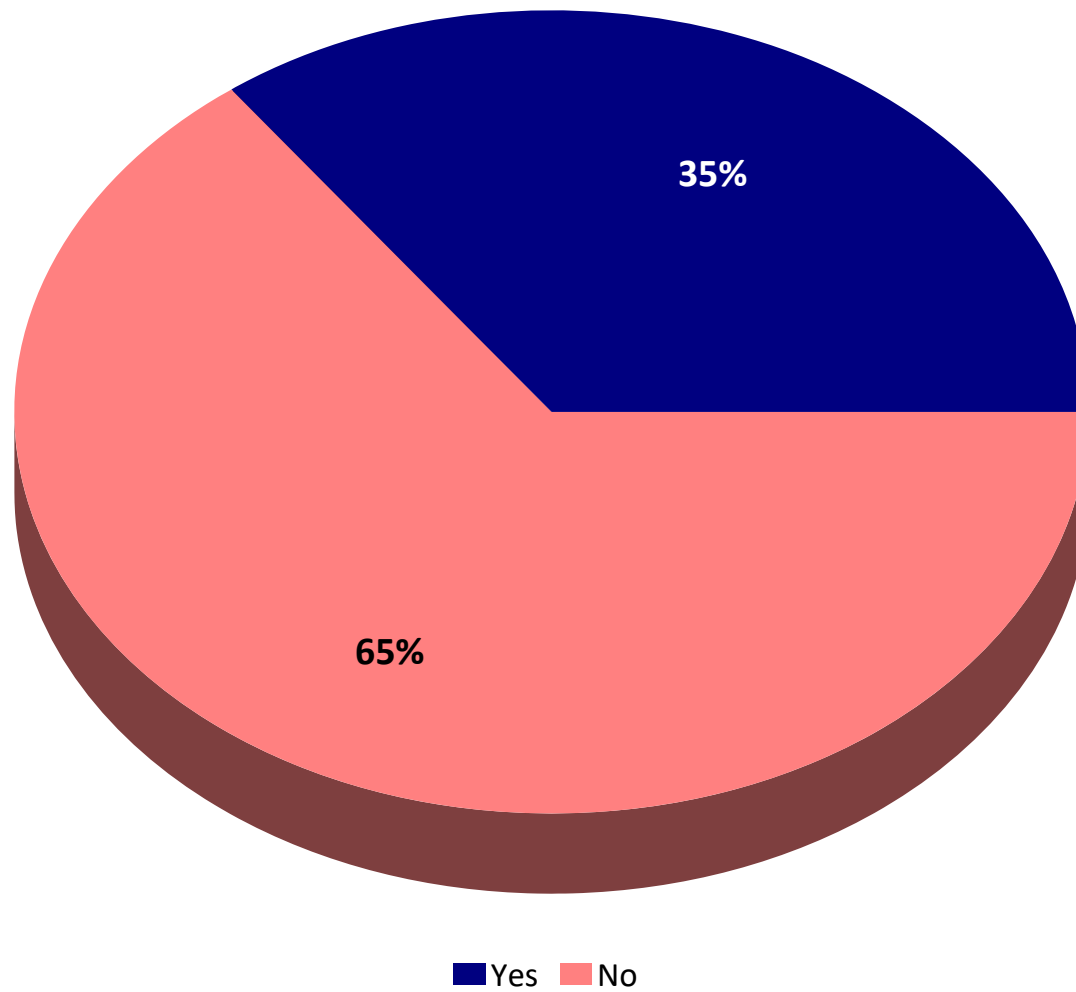
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020 - Oklahoma City, OK)

Q23. Have you contacted the City of Oklahoma City during the past year?

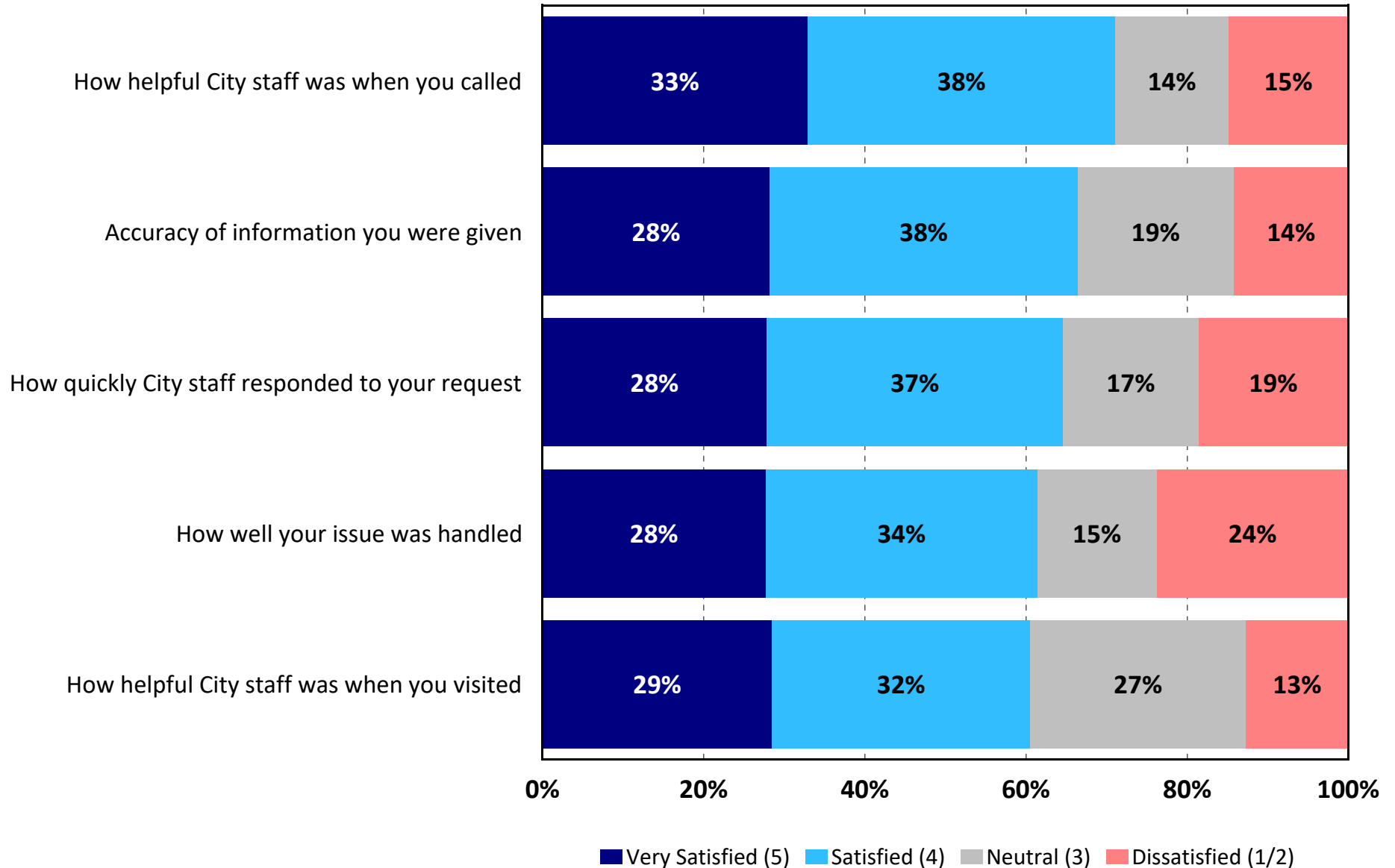
by percentage of respondents



Source: ETC Institute (2020 - Oklahoma City, OK)

Q23a. Satisfaction with City Employees Contacted

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

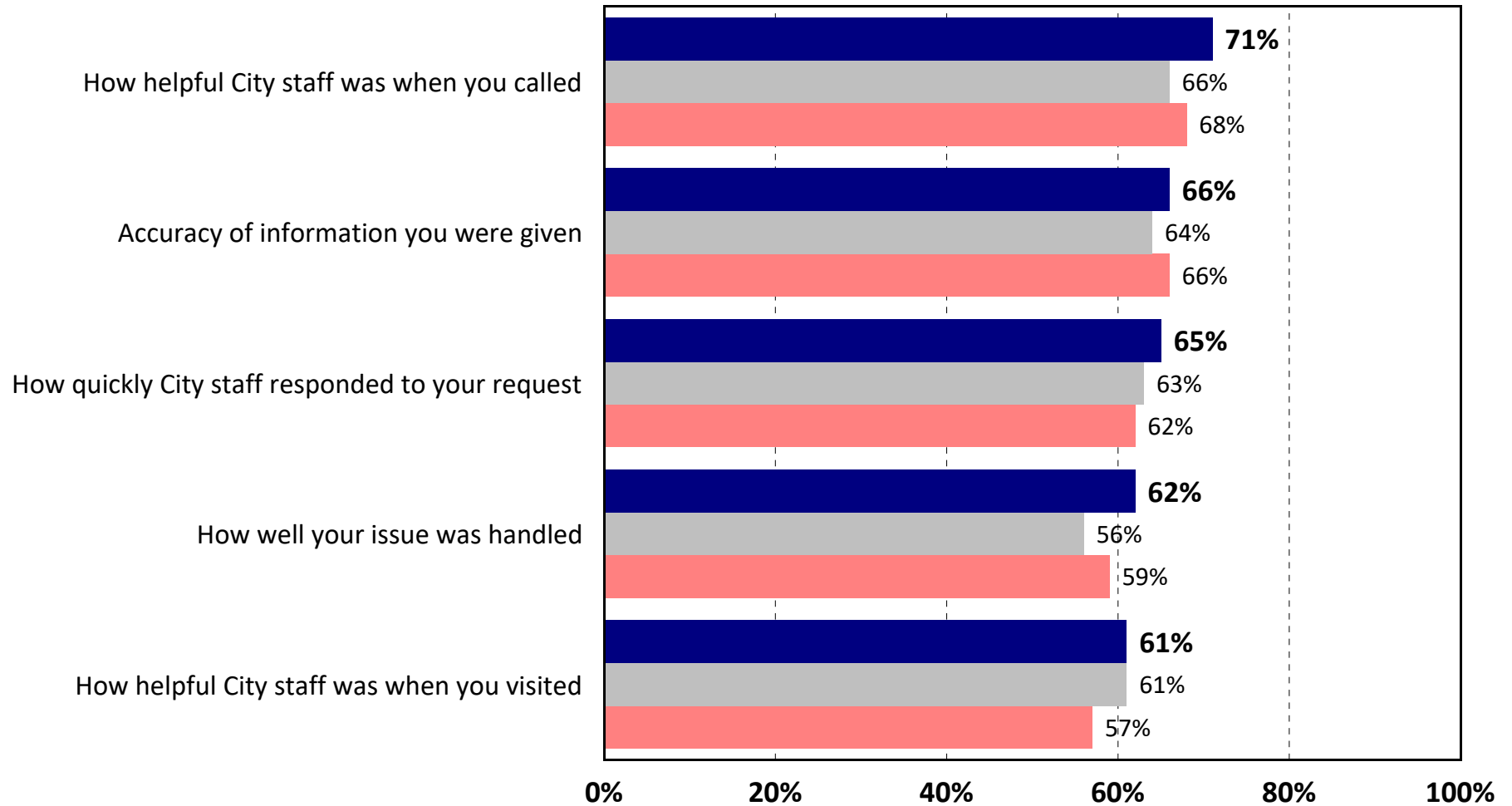


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with City Employees Contacted

2020 vs. 2019 vs. 2018

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*

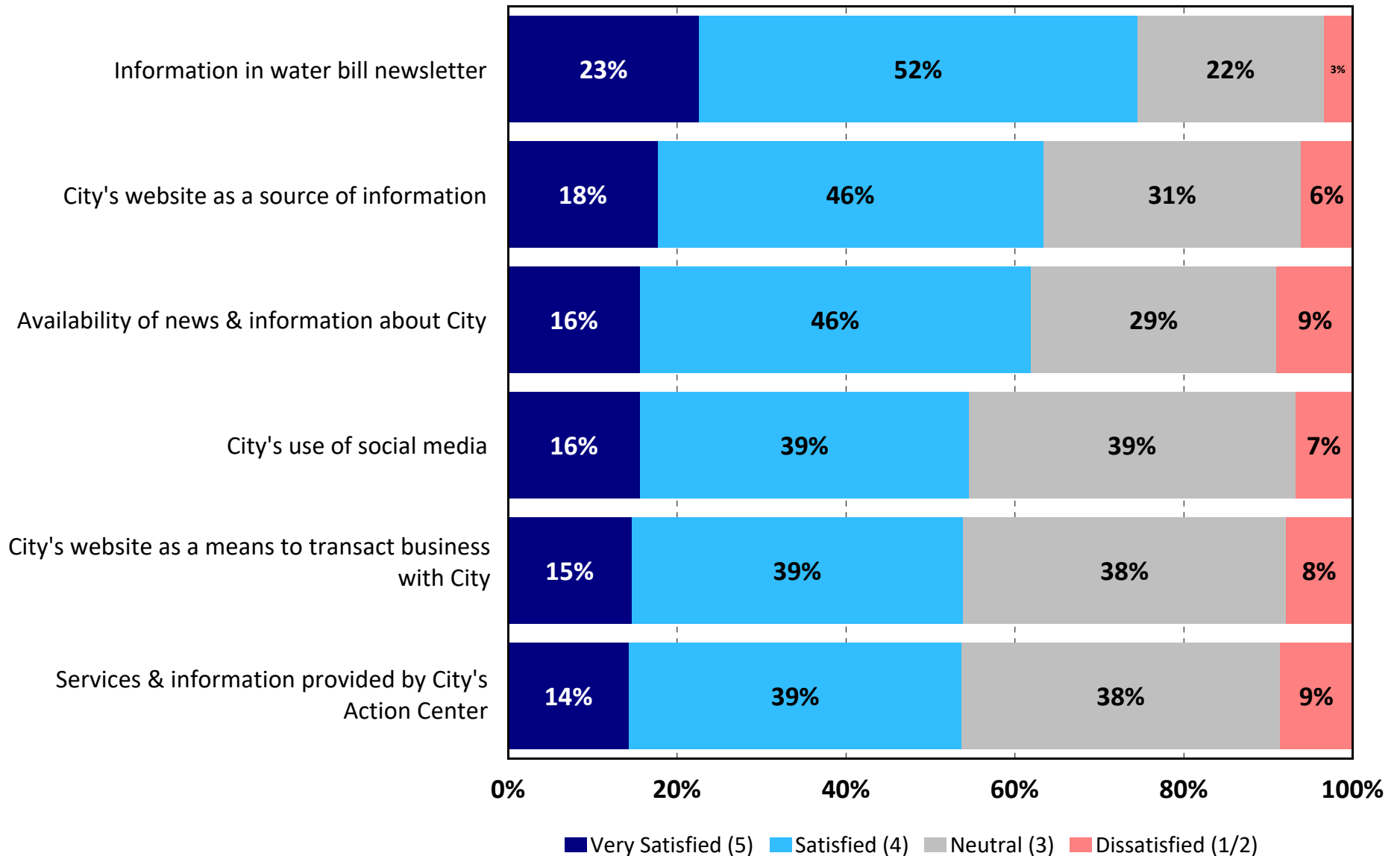
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q24. Satisfaction with Communication

by percentage of respondents (excluding “don't know”)

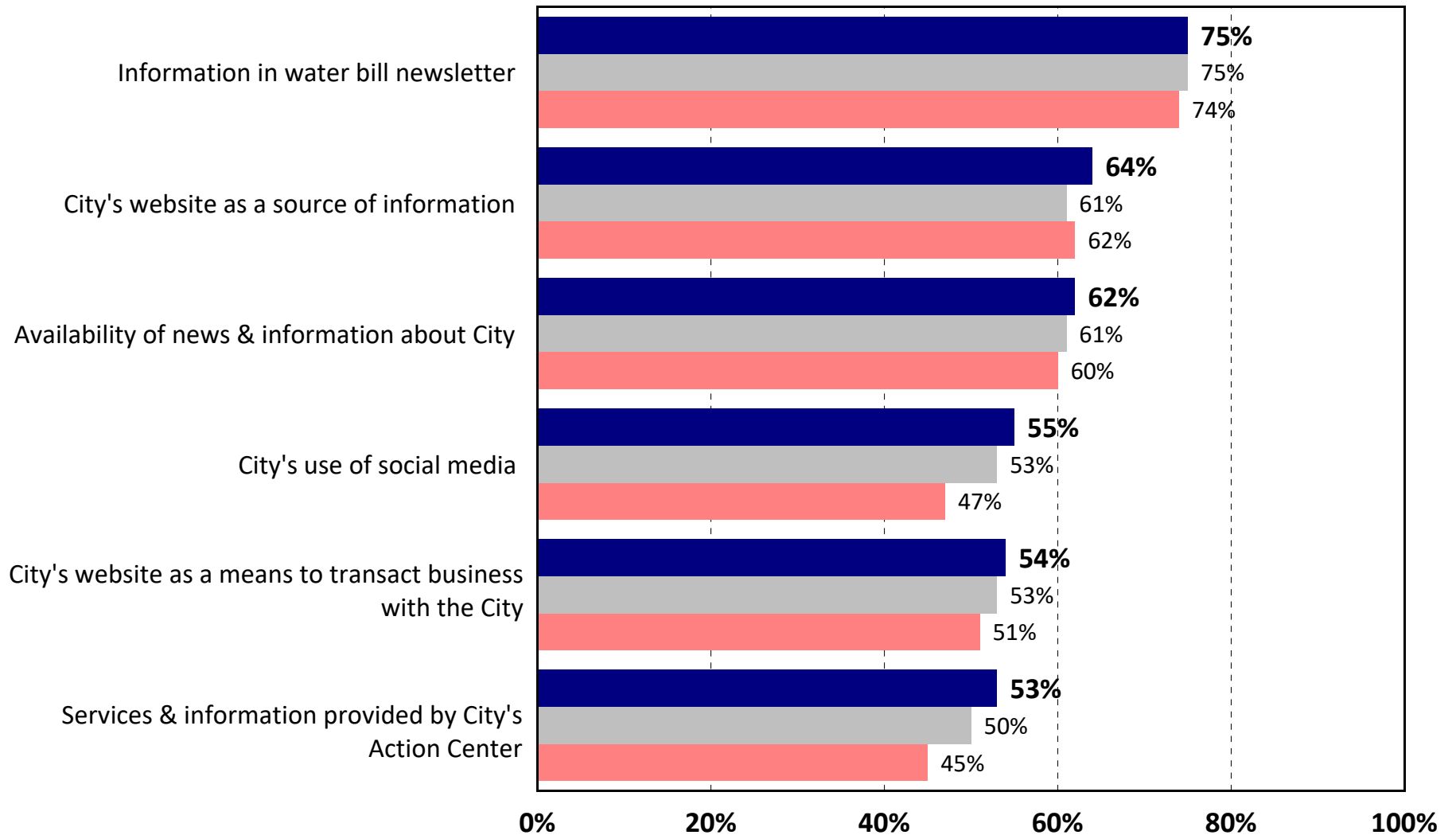


Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with Communication

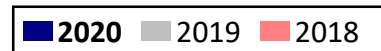
2020 vs. 2019 vs. 2018

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

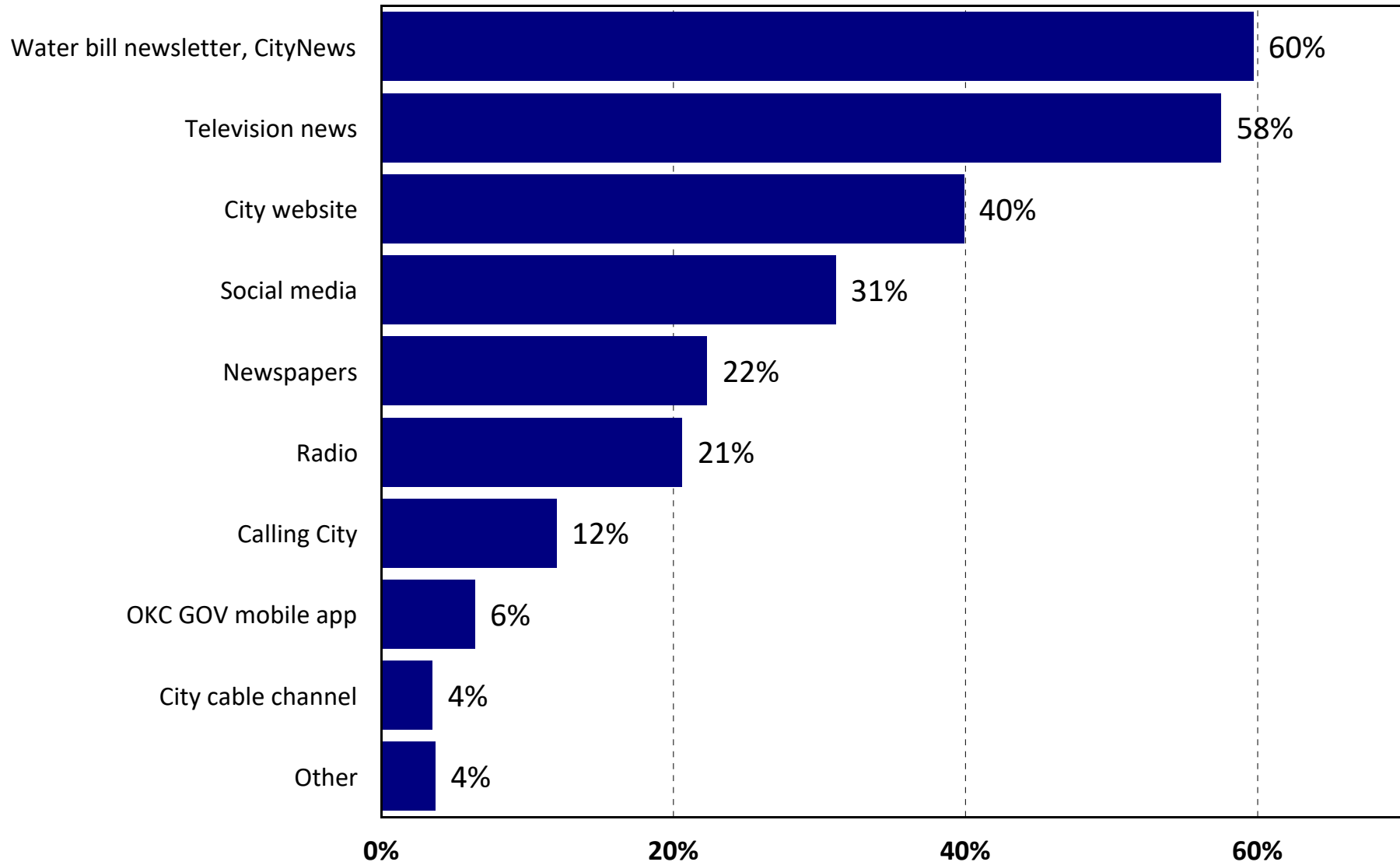
Source: ETC Institute (2020 - Oklahoma City, OK)



TRENDS

Q25. 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)

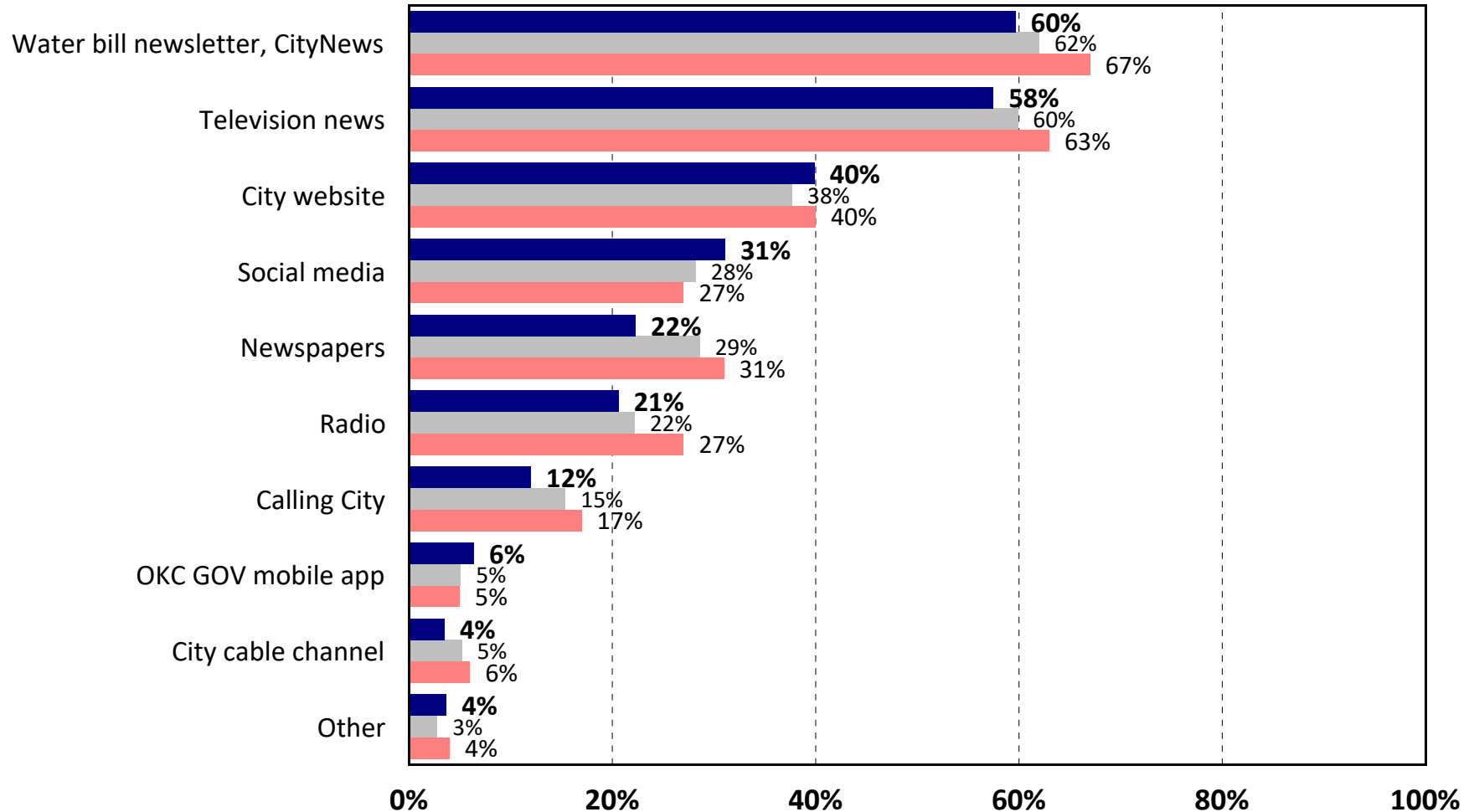


Source: ETC Institute (2020 - Oklahoma City, OK)

Sources Residents Currently Use to Get Information About the City

2020 vs. 2019 vs. 2018

by percentage of respondents (multiple choices could be made)



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

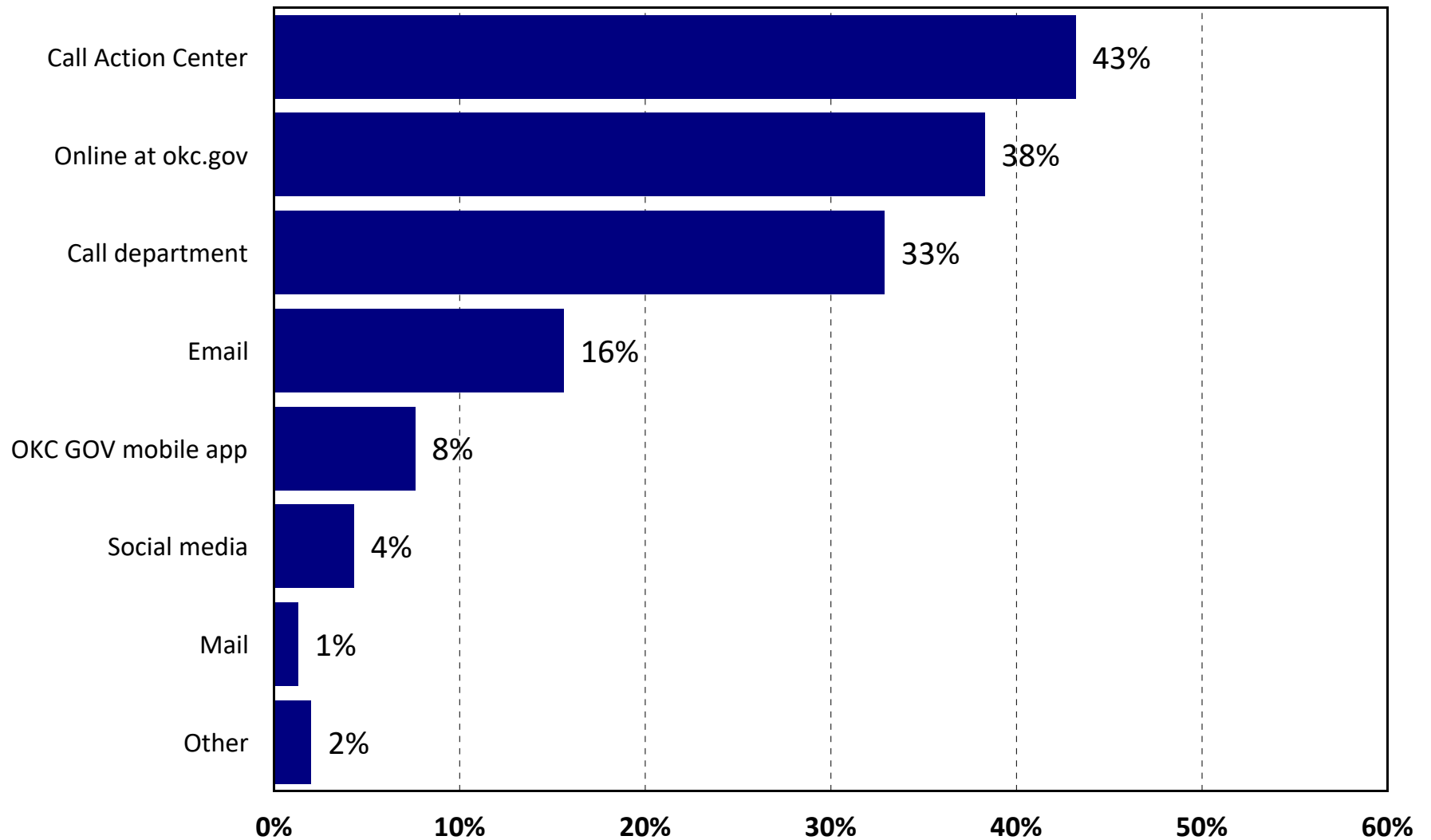
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q26. How do you prefer to report code violations and non-emergency problems or request a city service?

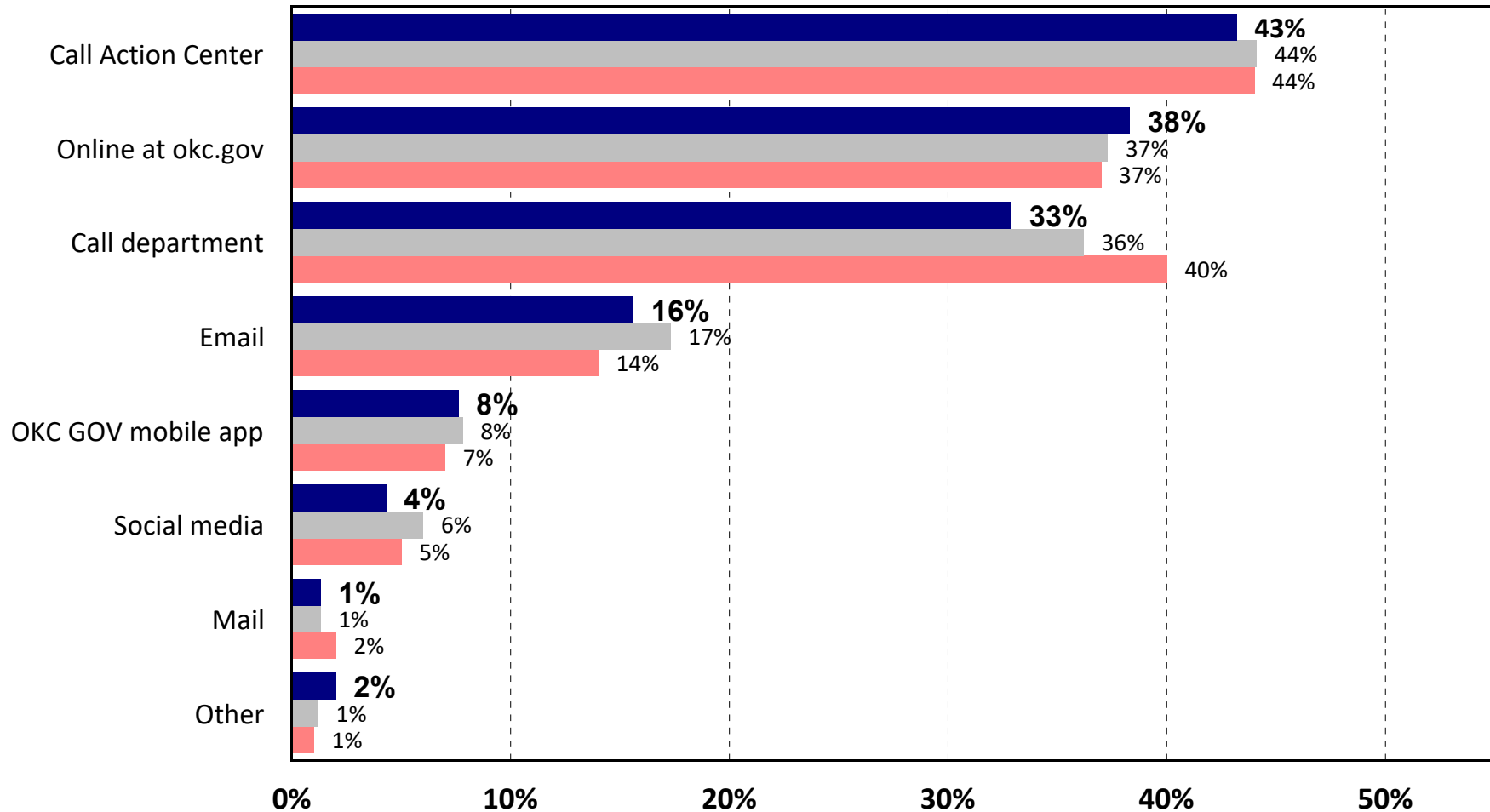
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020 - Oklahoma City, OK)

How do you prefer to report code violations and non-emergency problems or request a City service? 2020 vs. 2019 vs. 2018

by percentage of respondents (multiple choices could be made)



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

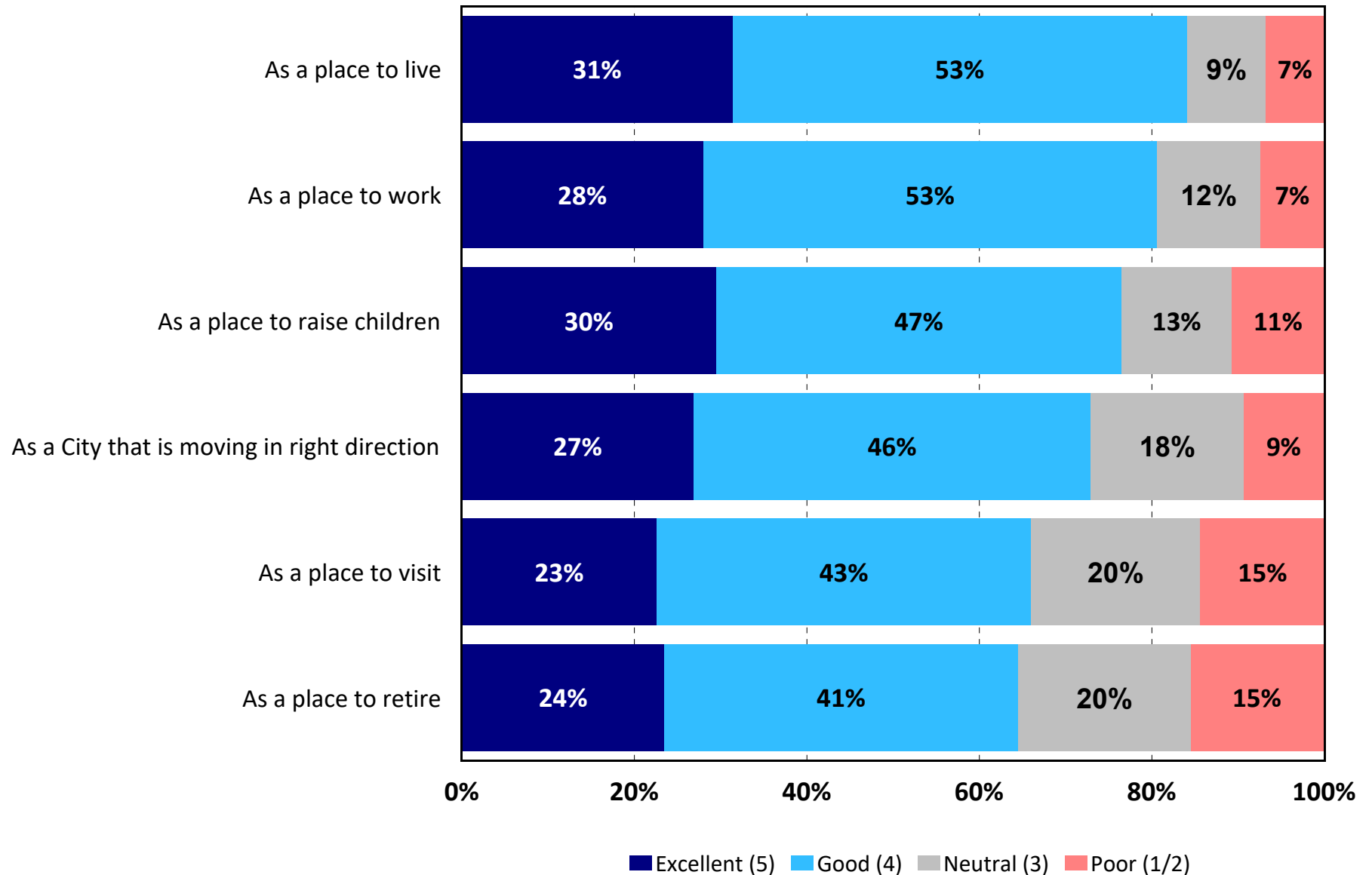
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q27. Overall Ratings of Oklahoma City

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

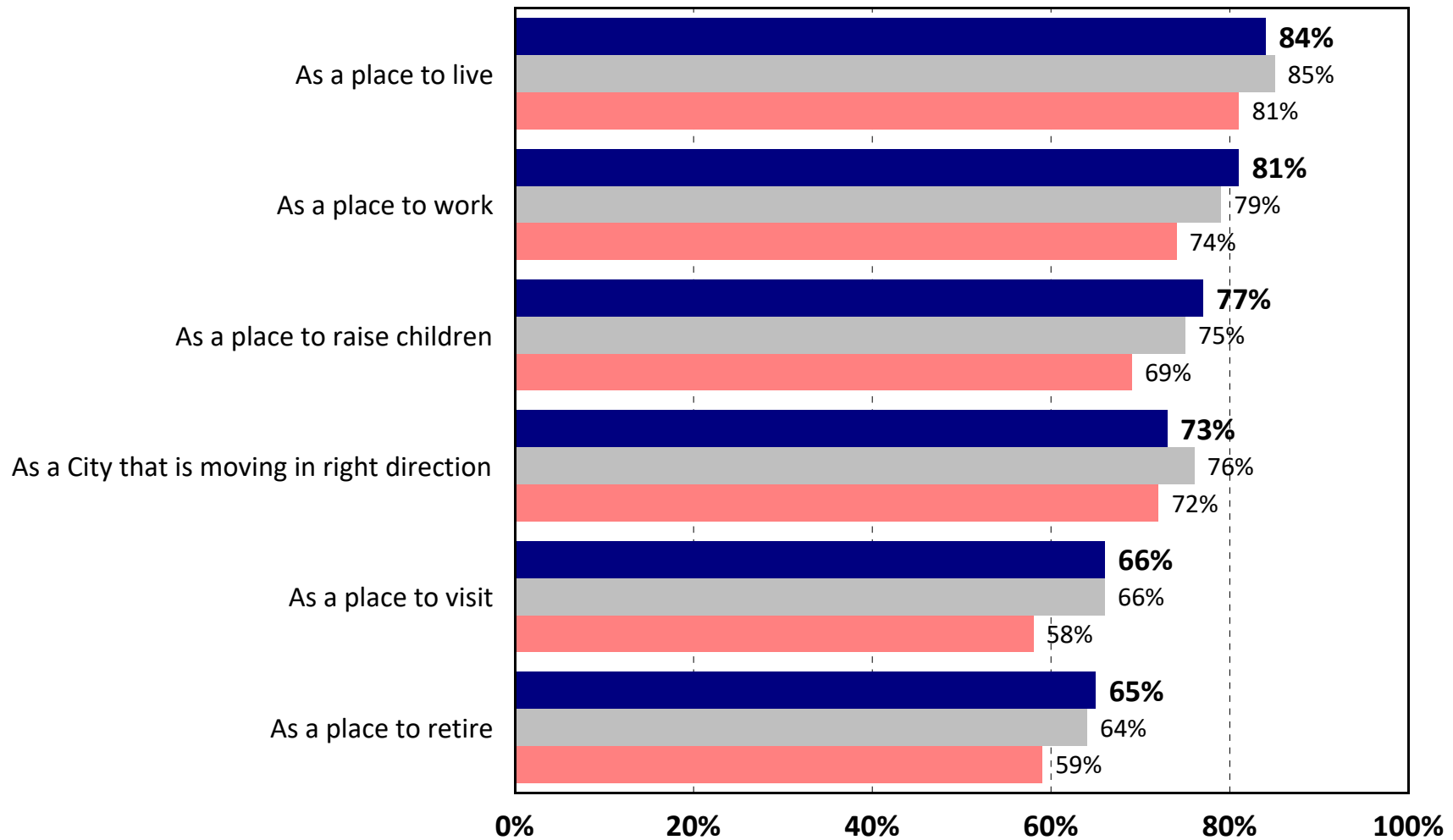


Source: ETC Institute (2020 - Oklahoma City, OK)

Overall Ratings of Oklahoma City

2020 vs. 2019 vs. 2018

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

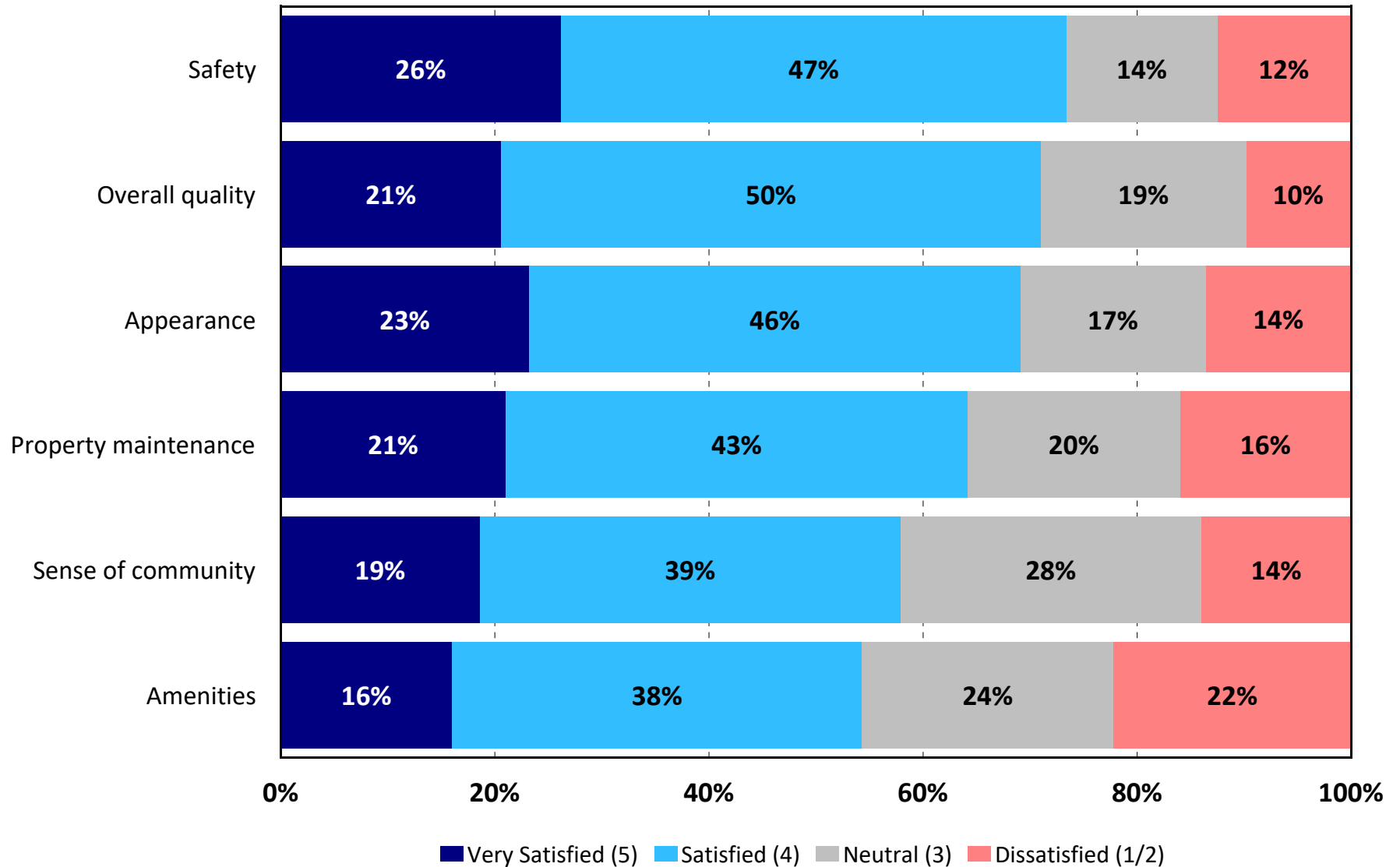
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q28. Satisfaction with the Various Aspects of the Neighborhood

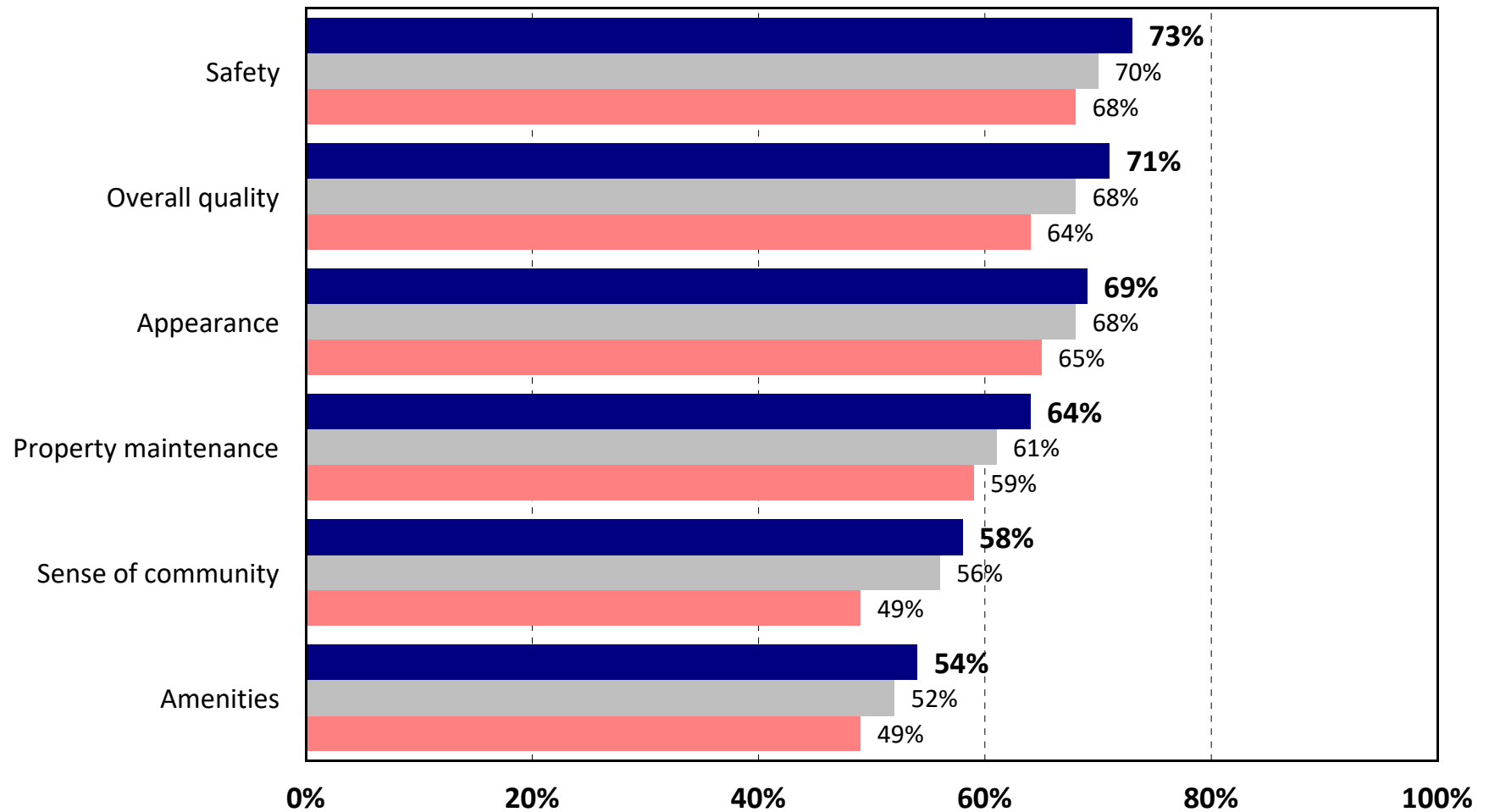
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020 - Oklahoma City, OK)

Satisfaction with the Various Aspects of the Neighborhood 2020 vs. 2019 vs. 2018

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

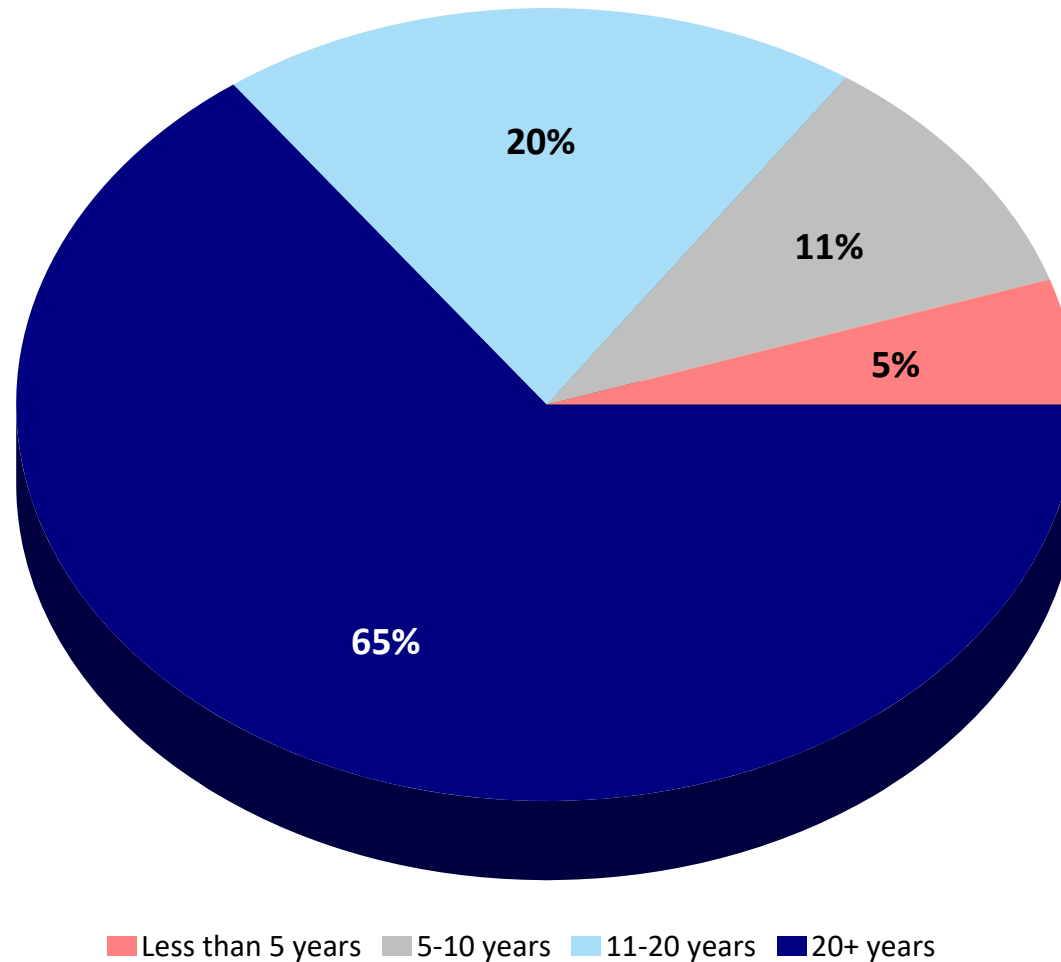
■ 2020 ■ 2019 ■ 2018

Source: ETC Institute (2020 - Oklahoma City, OK)

TRENDS

Q29. Approximately how many years have you lived in Oklahoma City?

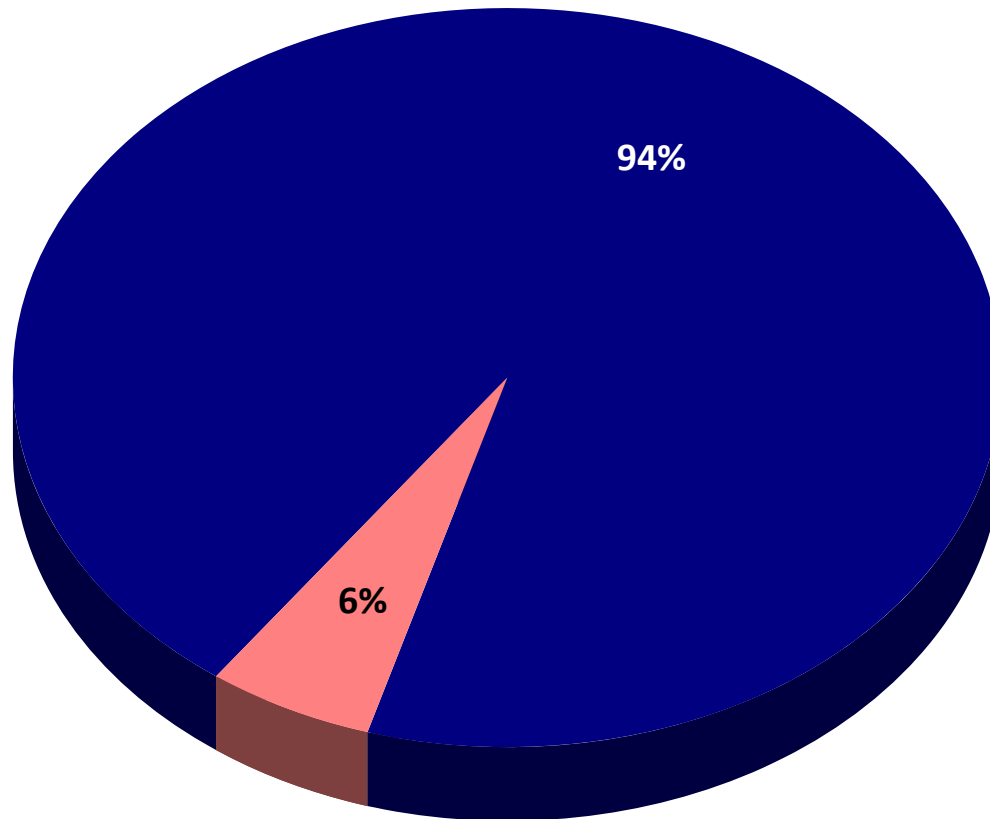
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020 - Oklahoma City, OK)

Q30. Are you registered to vote?

by percentage of respondents (excluding "not provided")

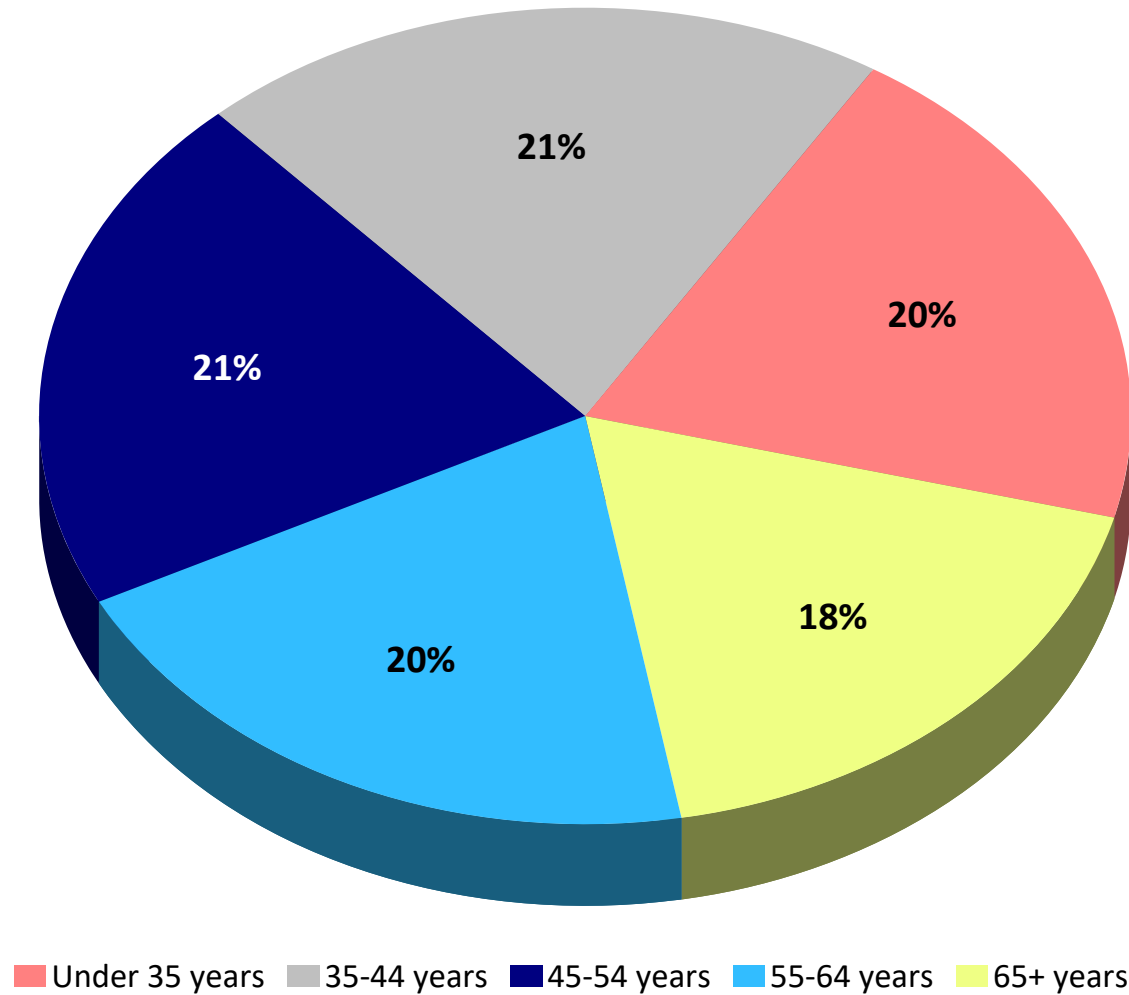


■ Yes ■ No

Source: ETC Institute (2020 - Oklahoma City, OK)

Q31. Age of Respondents

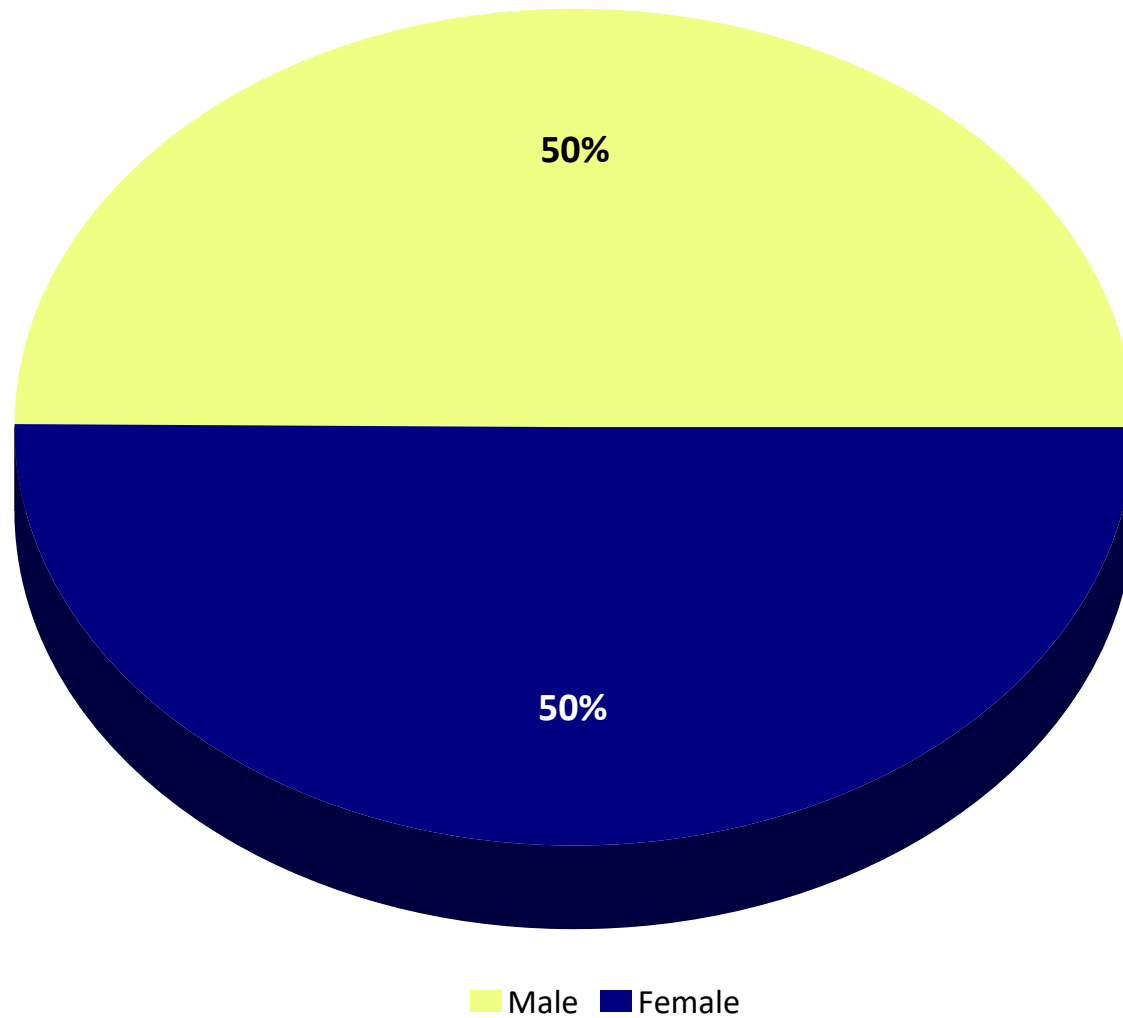
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q32. Gender

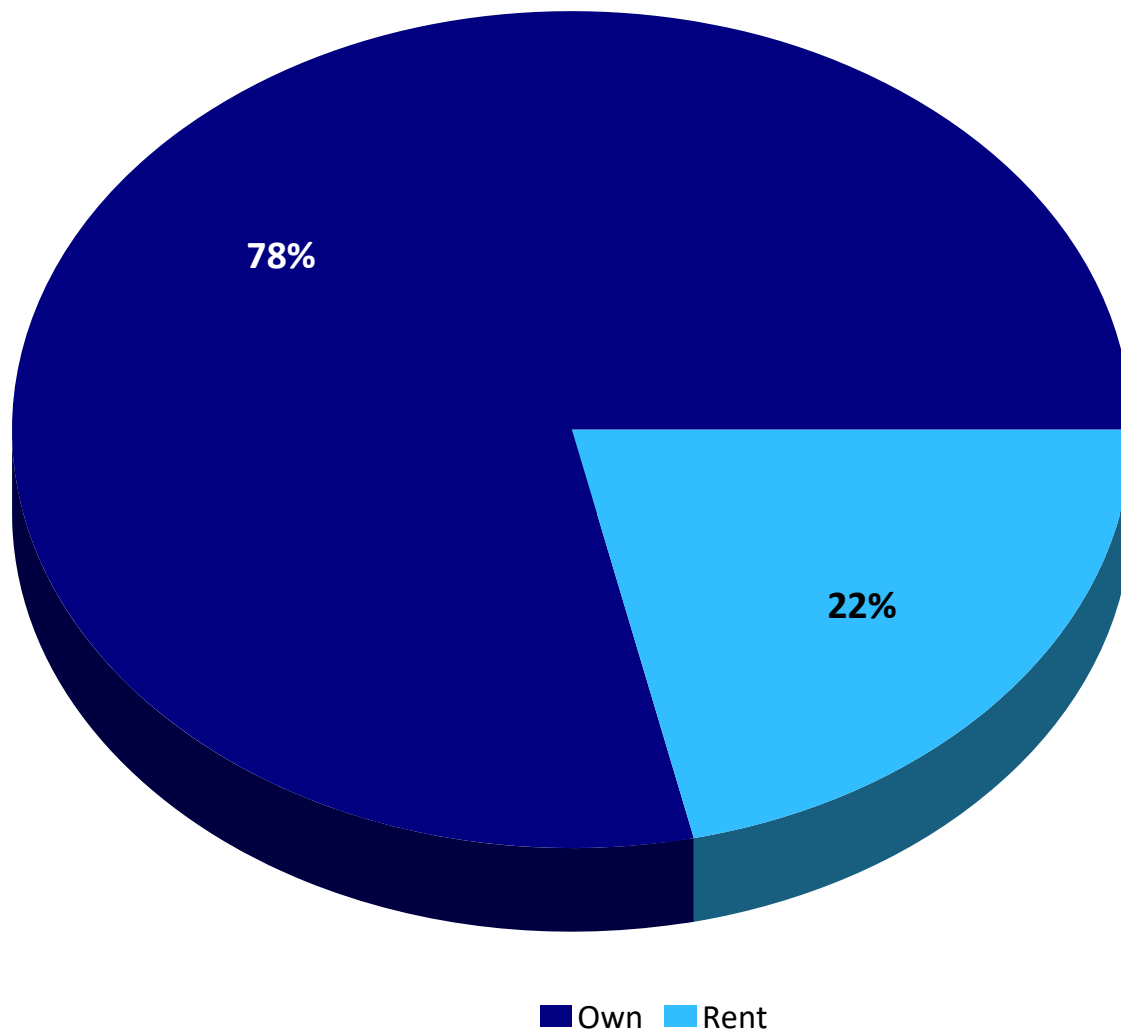
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q33. Do you own or rent your current address?

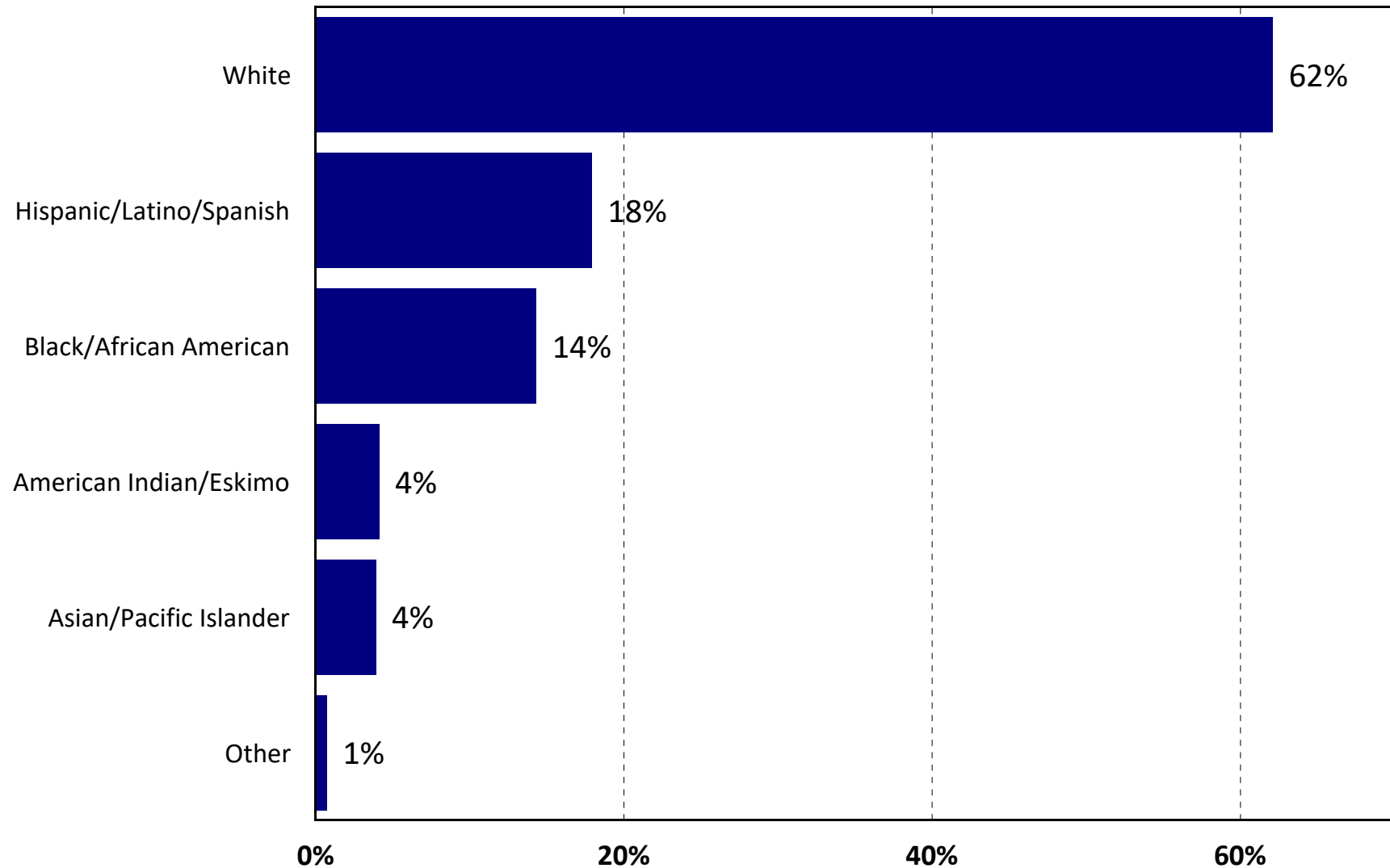
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q34. Which of the following best describes your race/ethnicity?

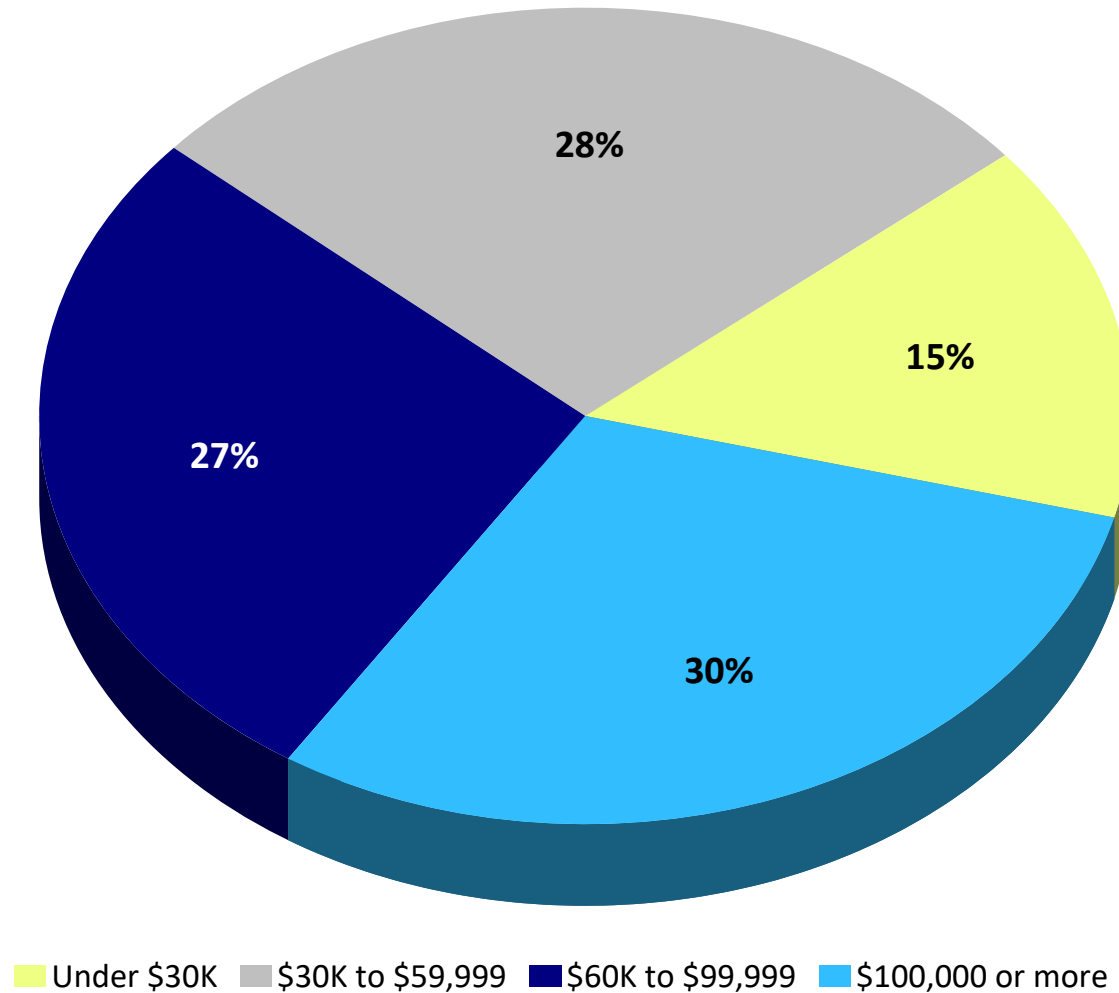
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q35. Annual Household Income

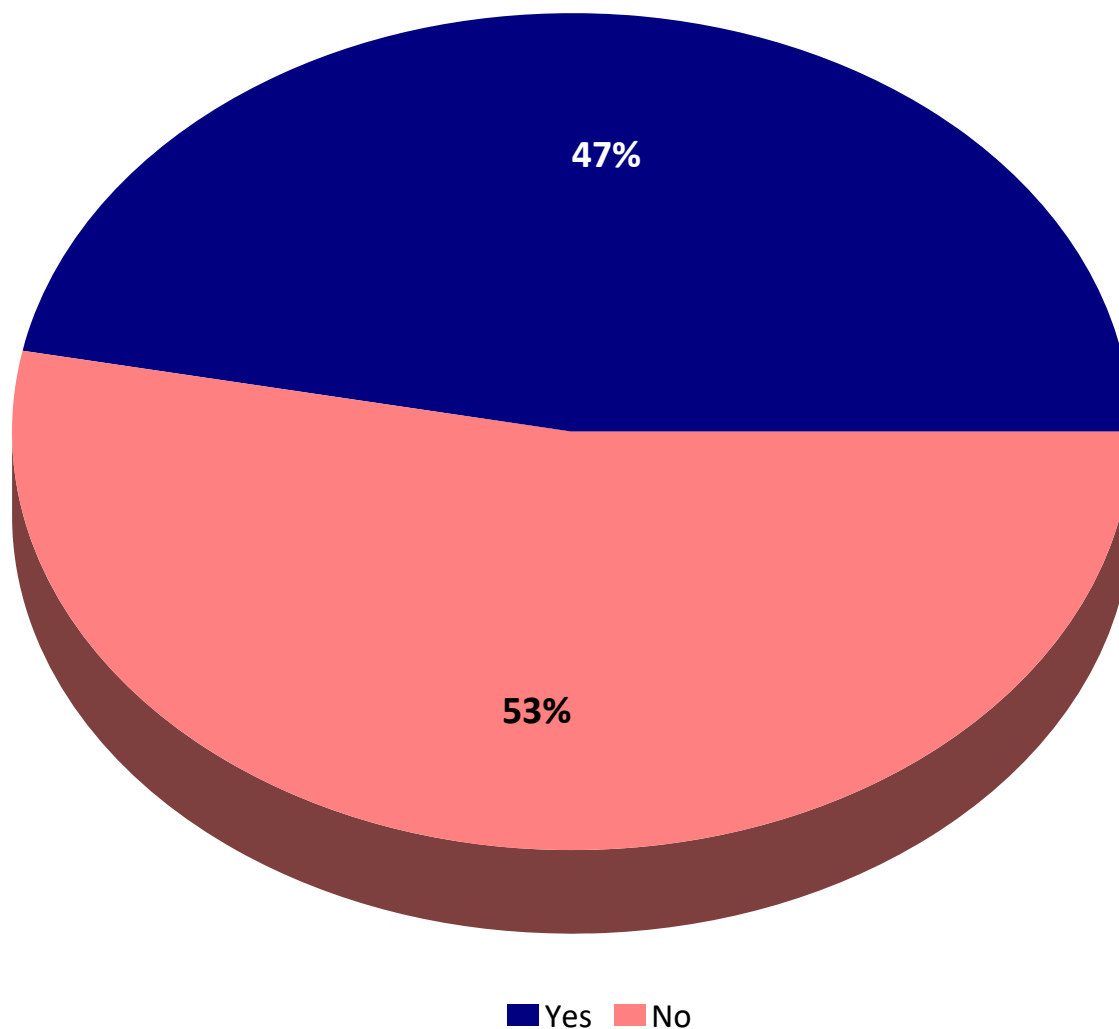
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020 - Oklahoma City, OK)

Q36. Would you be willing to participate in future surveys or focus groups sponsored by the City?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020 - 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 two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States and (2) from individual community surveys that were administered in 16 large-sized cities (population of 250,000 or more) between August 2018 and August 2020. The “Large U.S. City Average” shown in the performance range charts is the average rating of the 16 cities listed below:

- Austin, Texas
- Dallas, Texas
- Durham, North Carolina
- El Paso, Texas
- Fort Worth, Texas
- Henderson, Nevada
- Johnson County, Kansas
- Kansas City, Missouri
- Las Vegas, Nevada
- Mecklenburg County, North Carolina
- Miami, Florida
- Nashville, Tennessee
- Plano, Texas
- Raleigh, North Carolina
- San Antonio, Texas
- San Diego, California



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 August 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 large community 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 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 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.

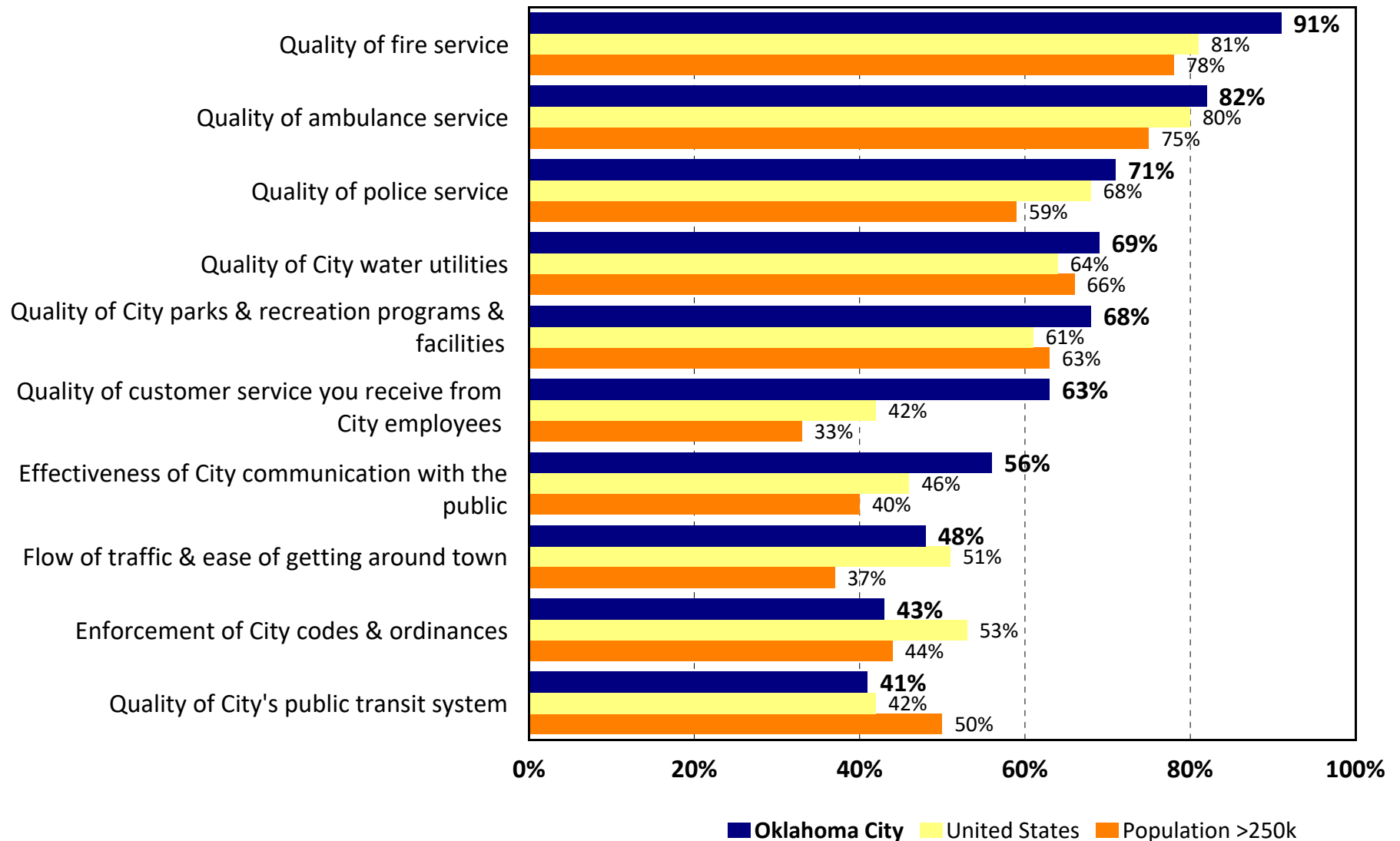
Benchmarking Communities

- Austin, TX
- Dallas, TX
- Durham, NC
- El Paso, TX
- Fort Worth, TX
- Henderson, NV
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami, FL
- Nashville, TN
- Plano, TX
- Raleigh, NC
- San Antonio, TX
- San Diego, CA

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")

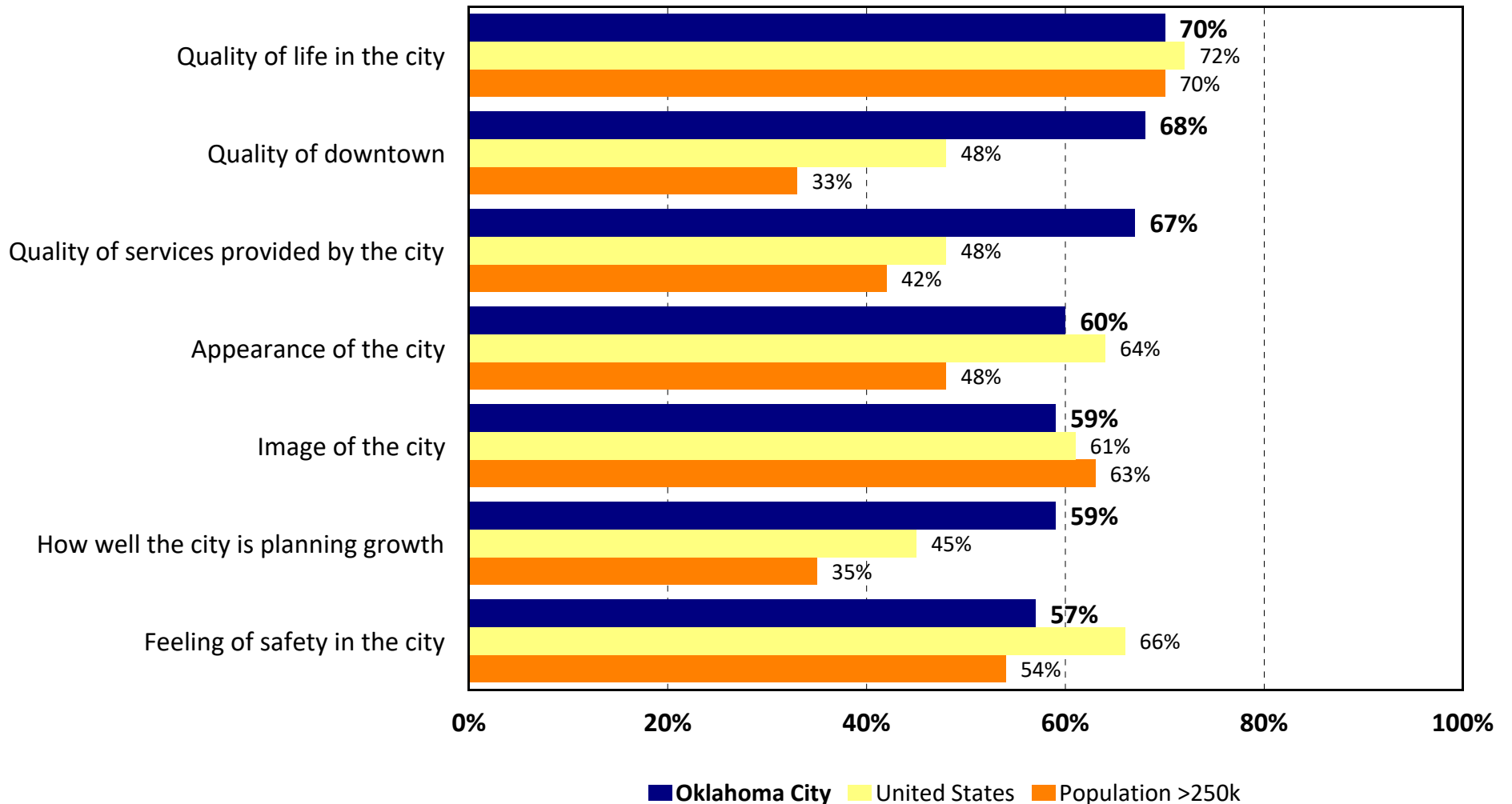


Source: 2020 ETC Institute

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")

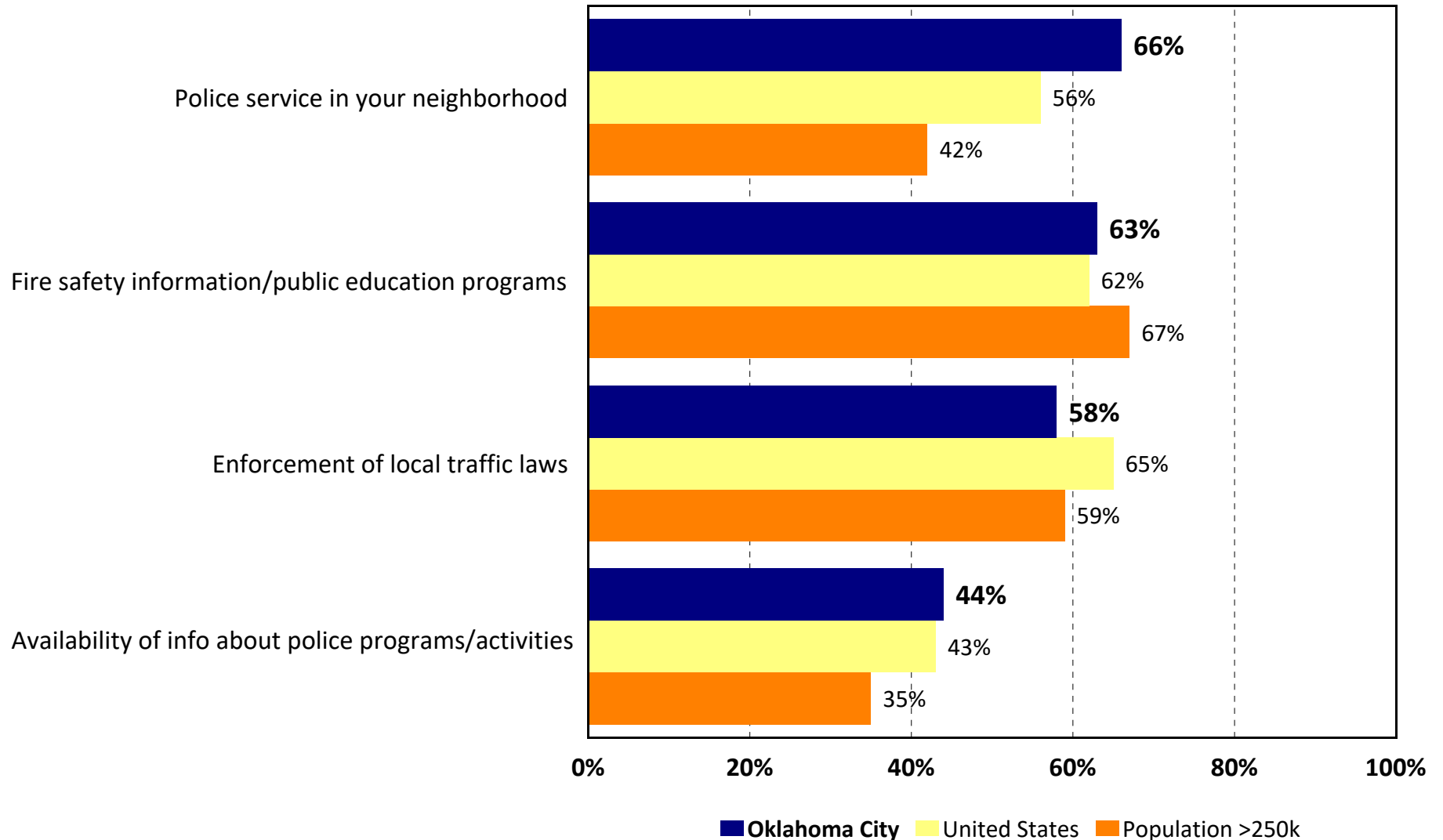


Source: 2020 ETC Institute

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")

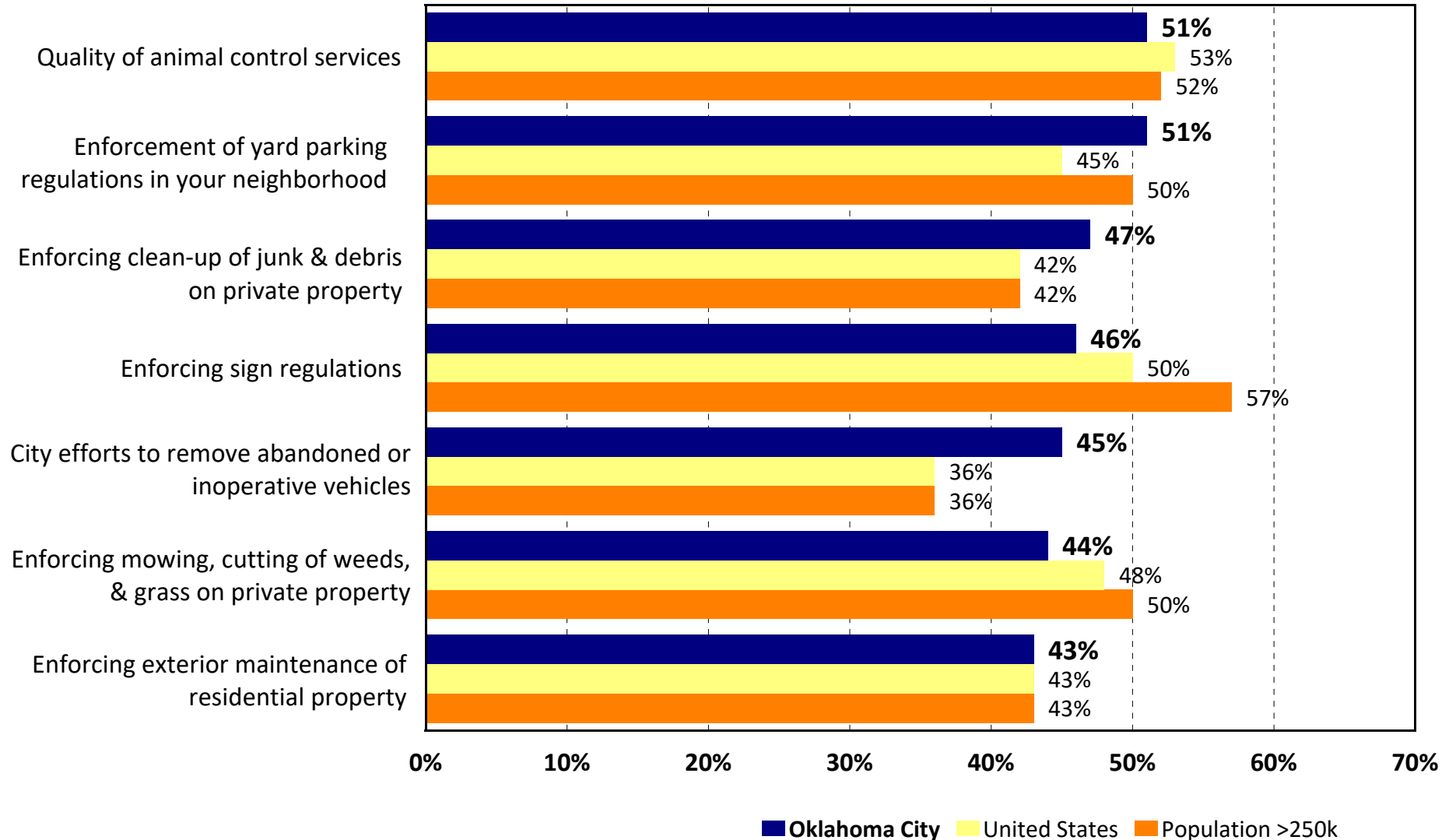


Source: 2020 ETC Institute

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")

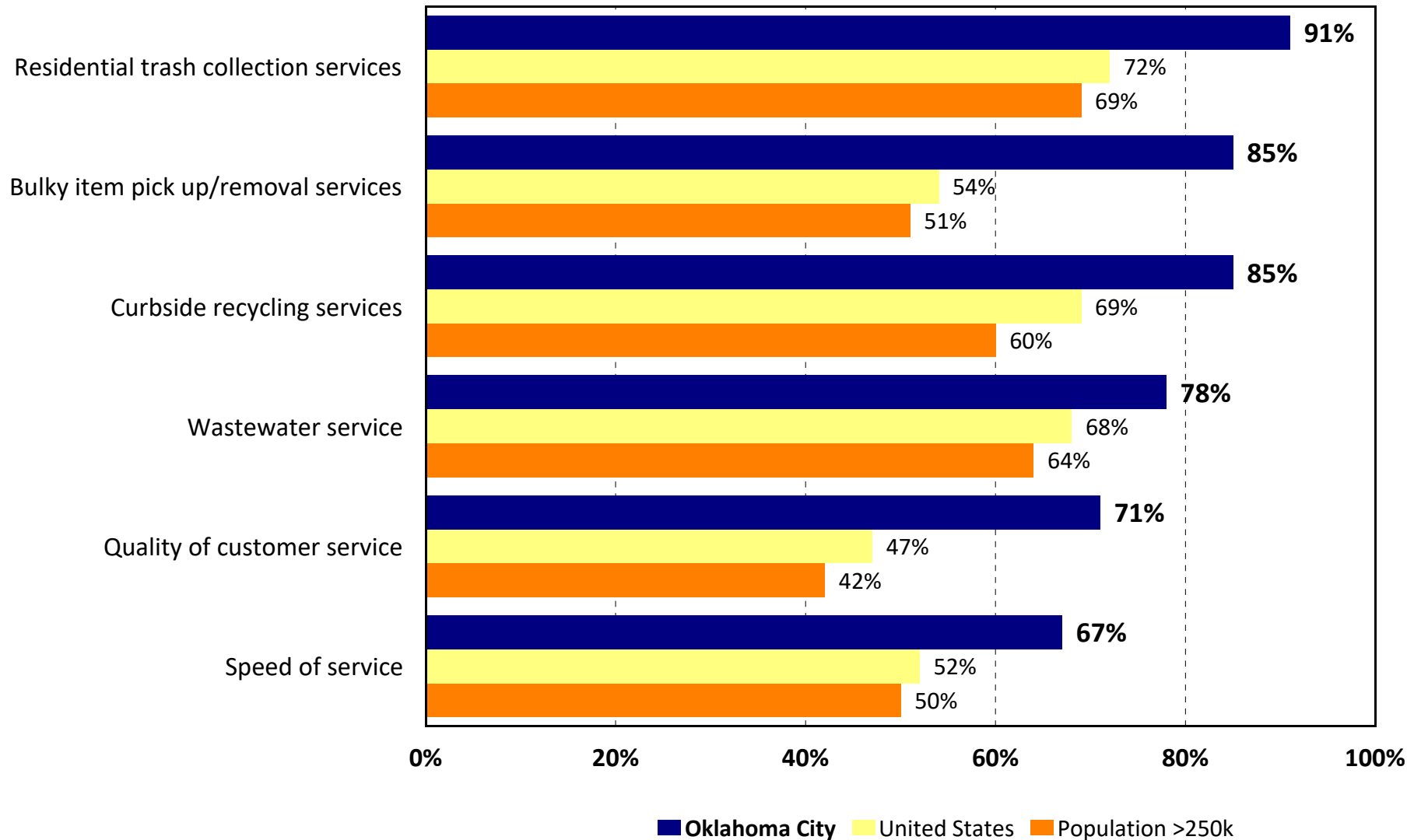


Source: 2020 ETC Institute

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")

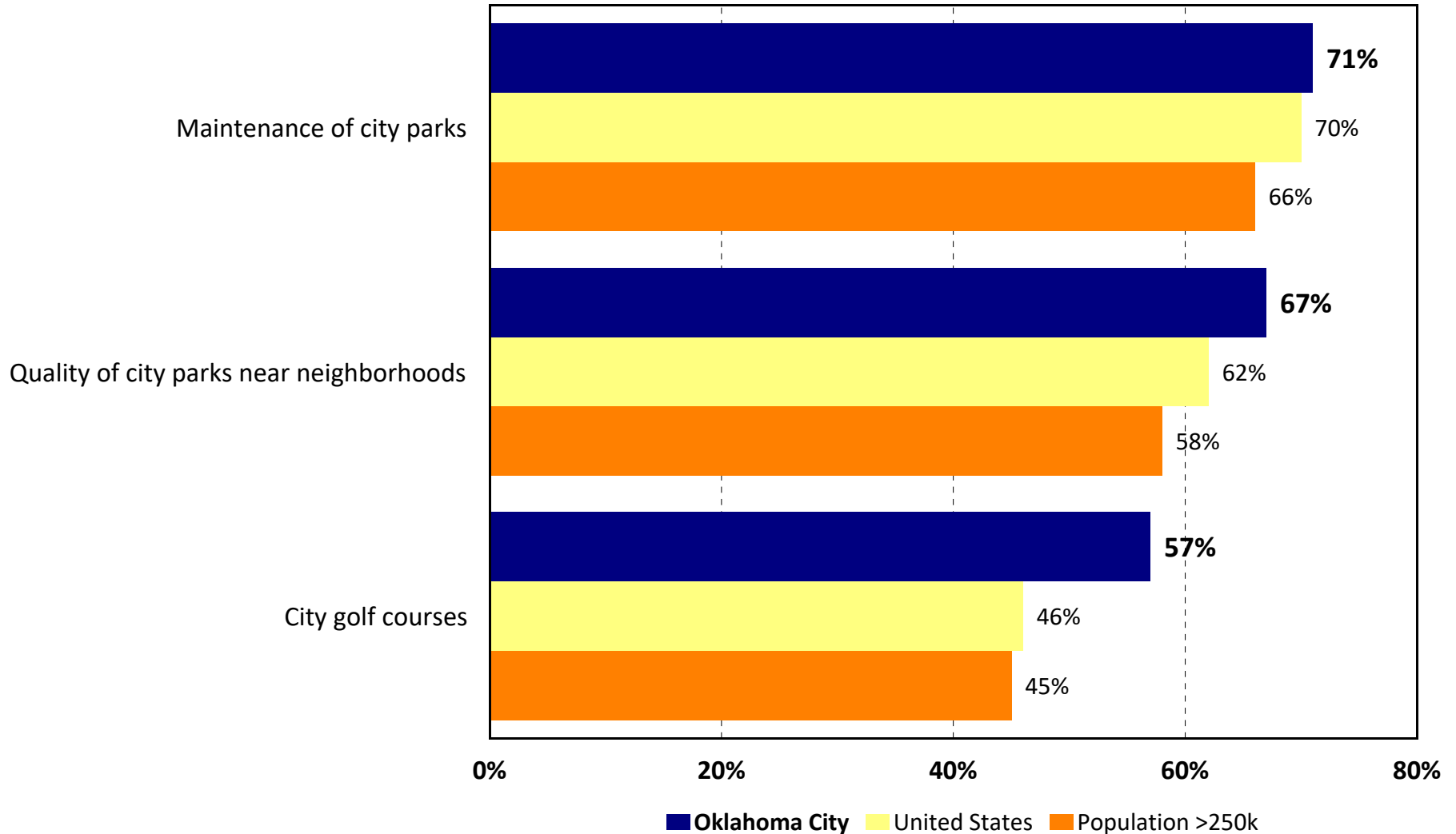


Source: 2020 ETC Institute

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")

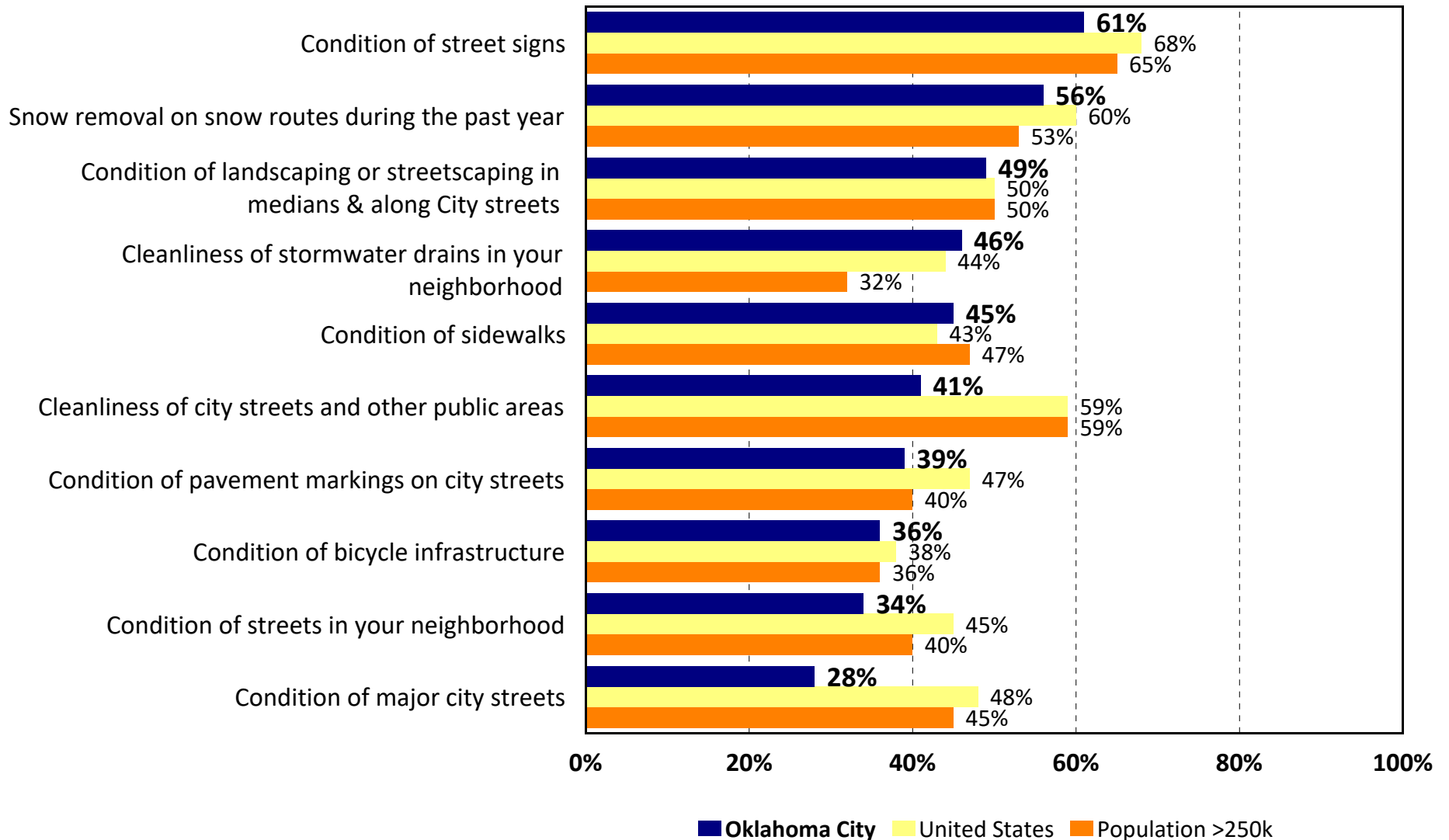


Source: 2020 ETC Institute

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")

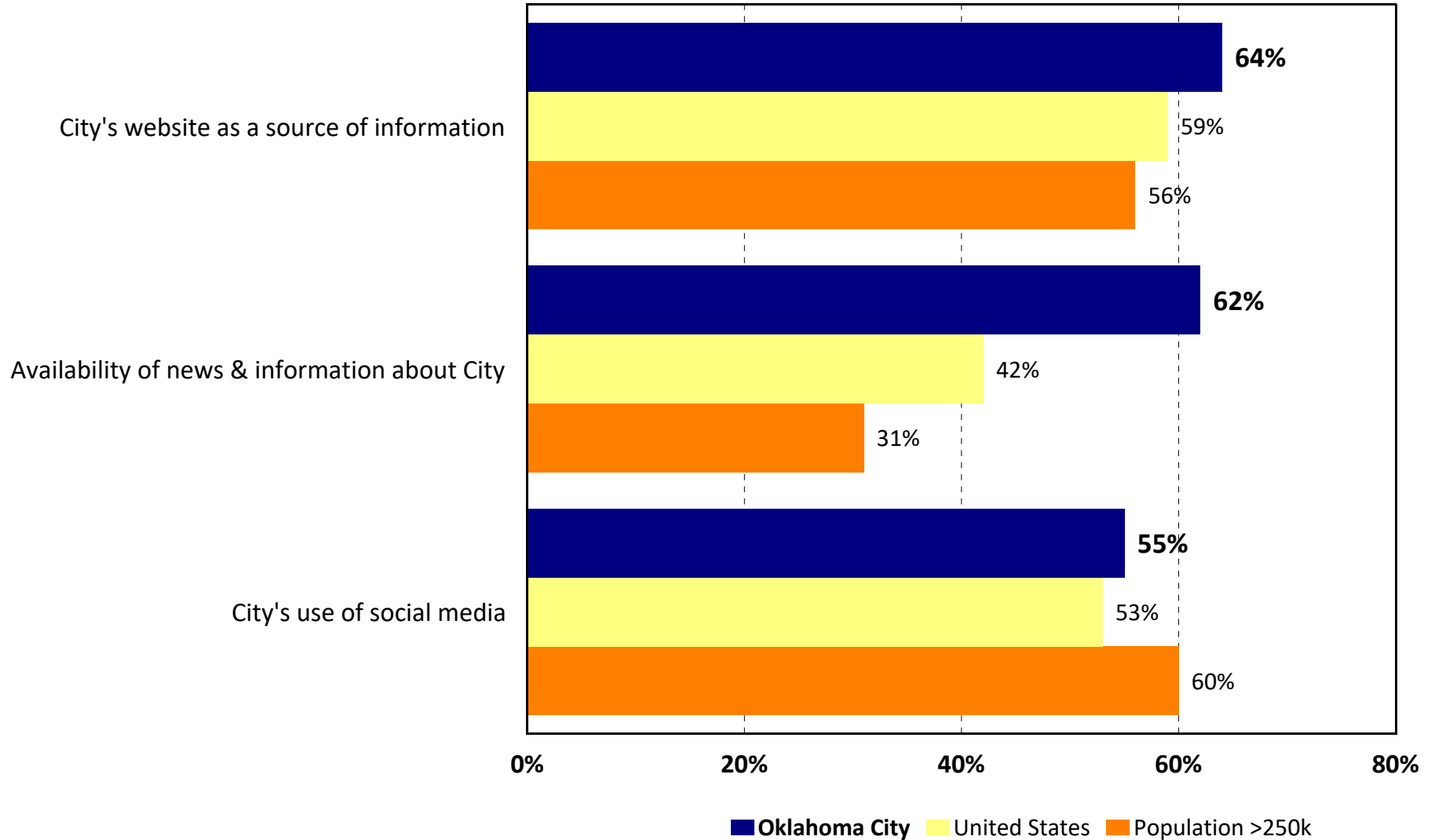


Source: 2020 ETC Institute

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")

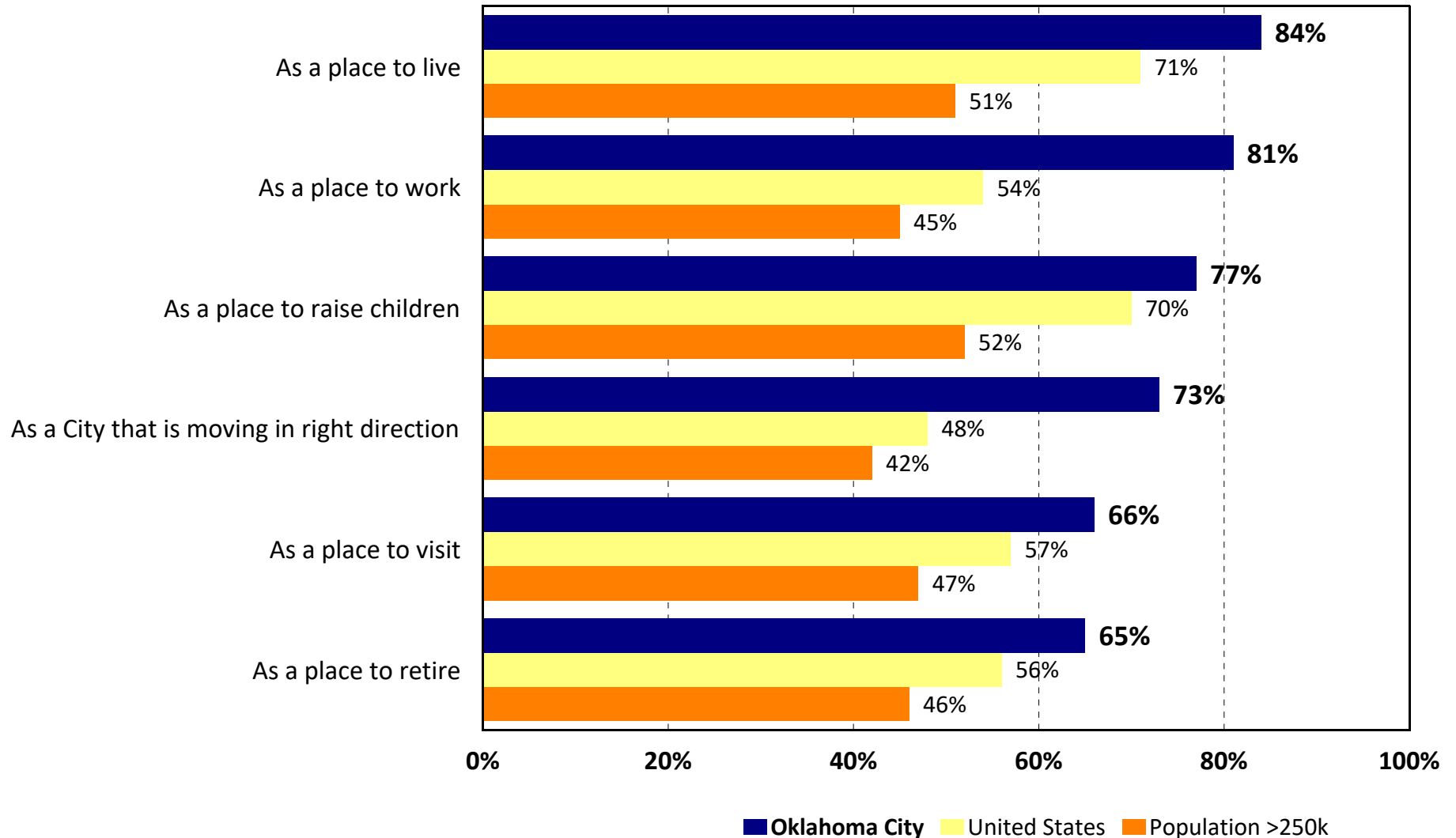


Source: 2020 ETC Institute

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")



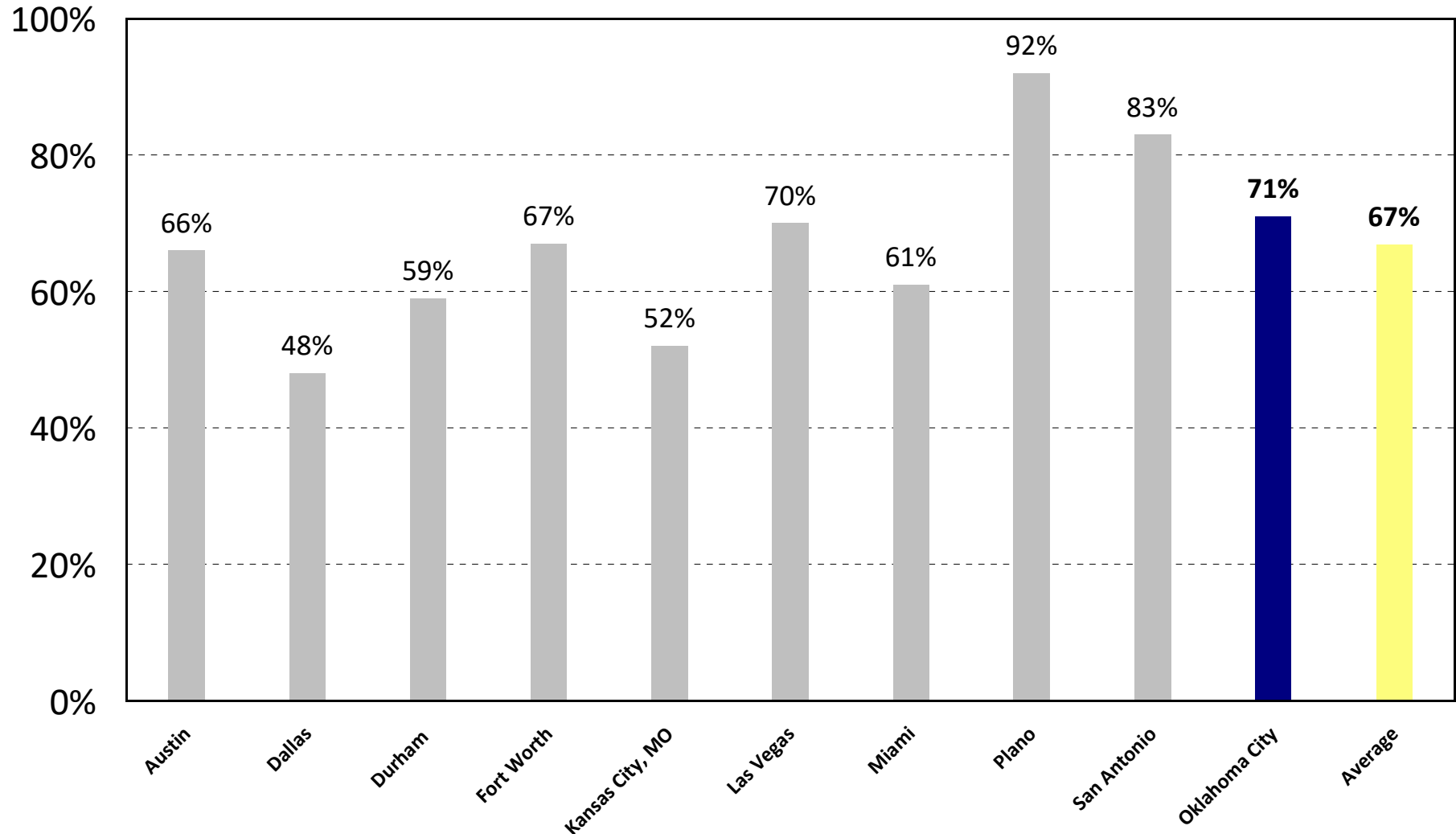
Source: 2020 ETC Institute

Selected Head-to-Head Comparisons

Overall Satisfaction With Police Services - 2020

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

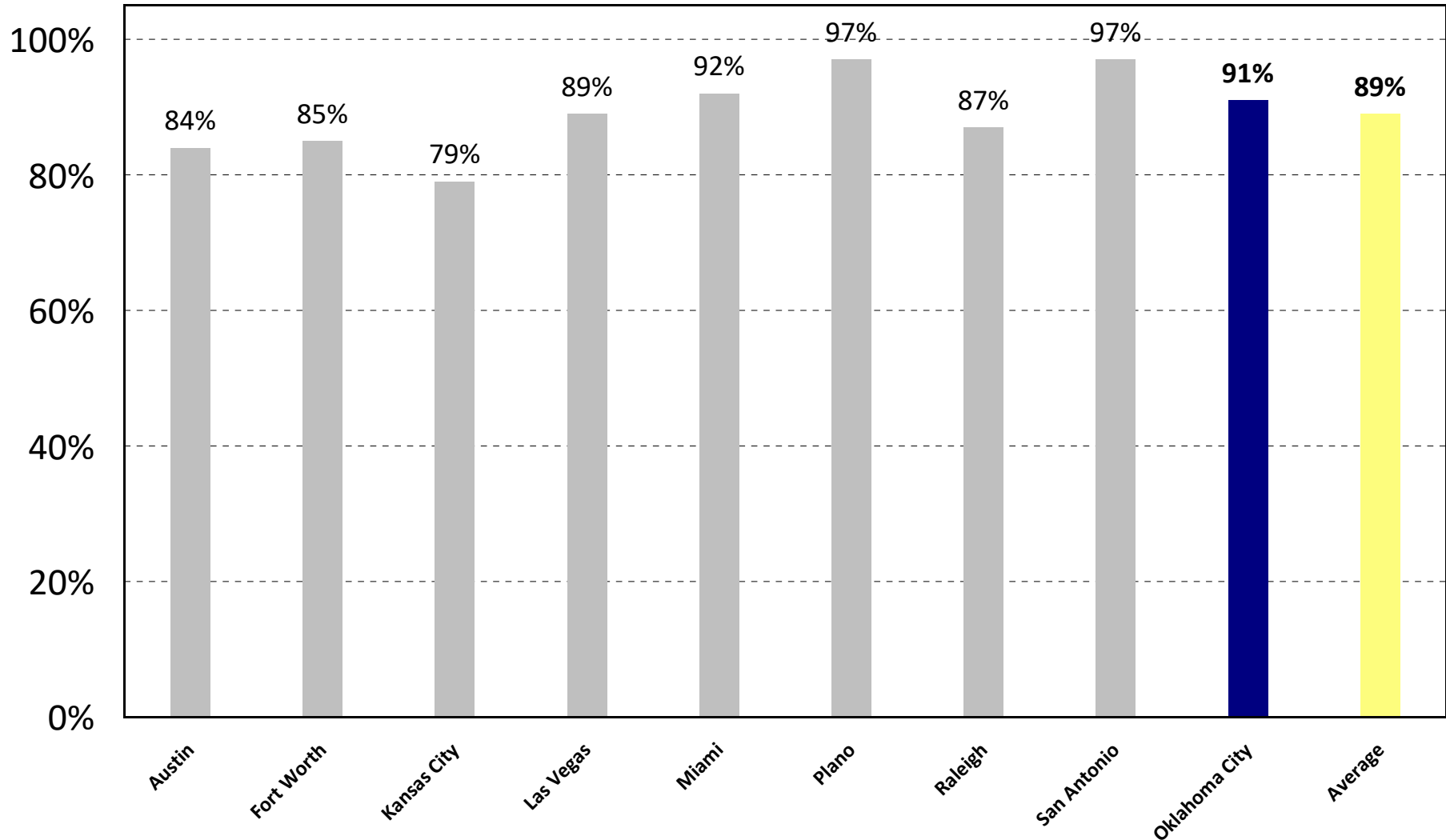


Source: 2020 ETC Institute

Overall Satisfaction With Fire Protection & Rescue Services - 2020

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

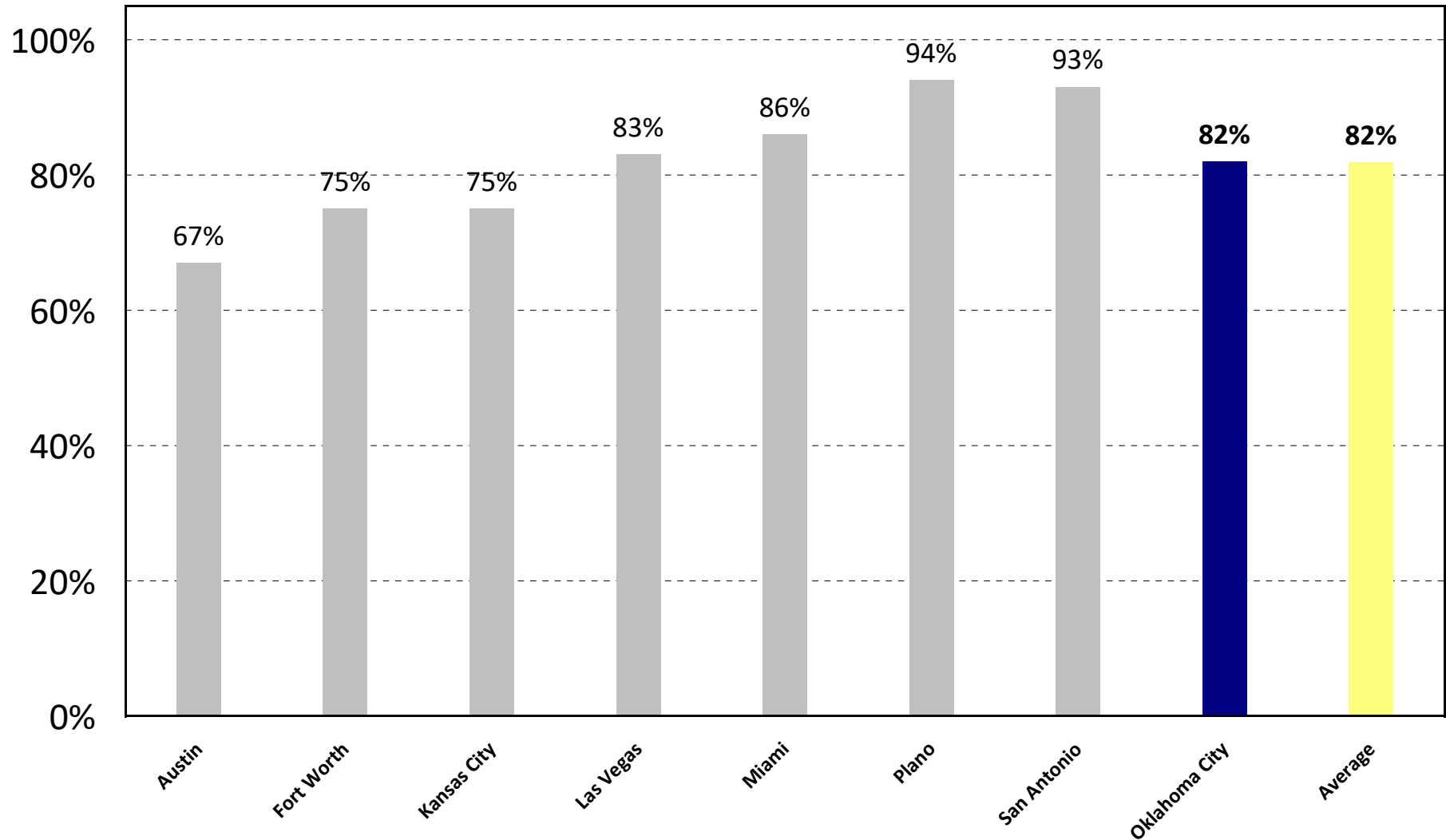


Source: 2020 ETC Institute

Overall Satisfaction With Ambulance Services - 2020

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

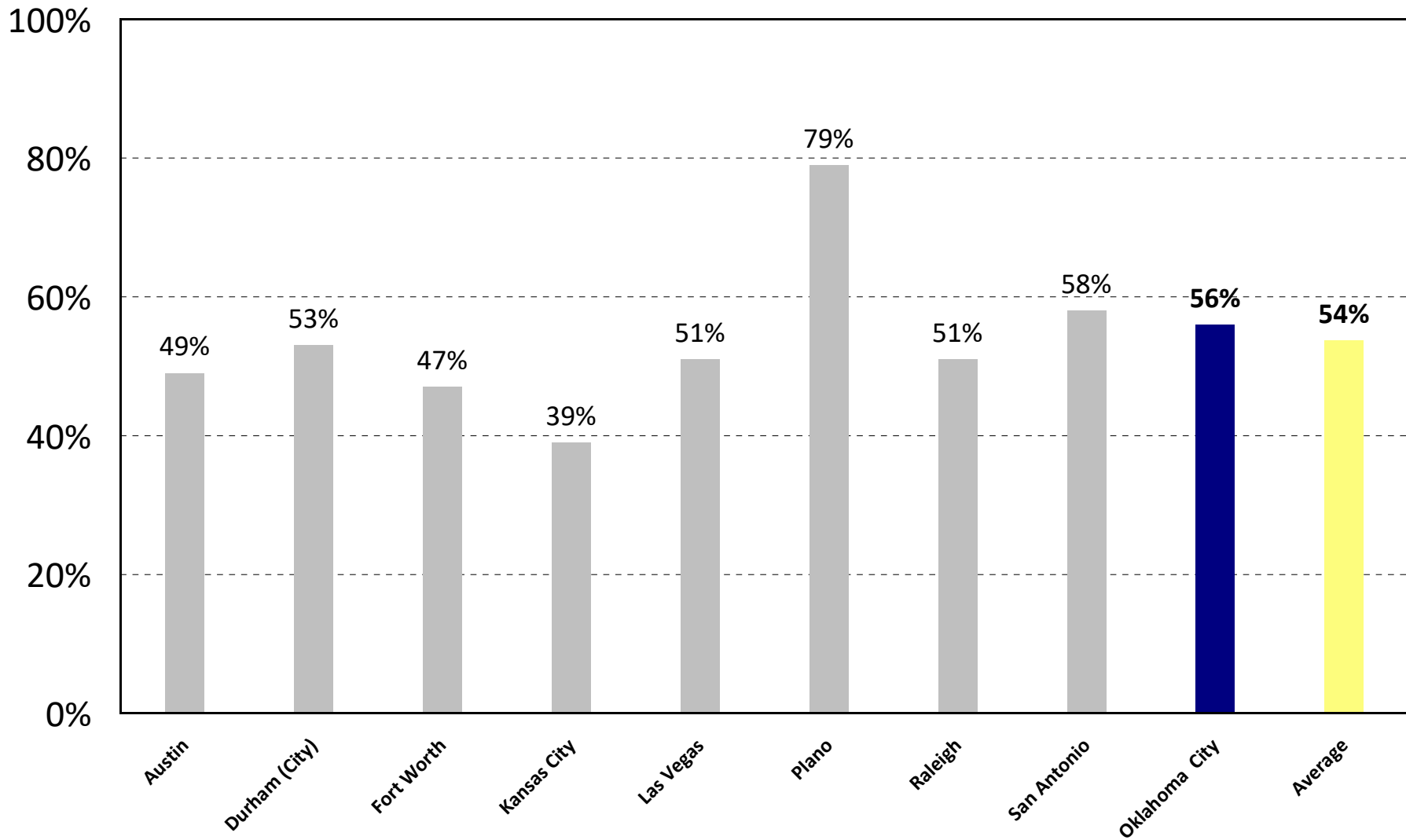


Source: 2020 ETC Institute

Overall Satisfaction With City Communications - 2020

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

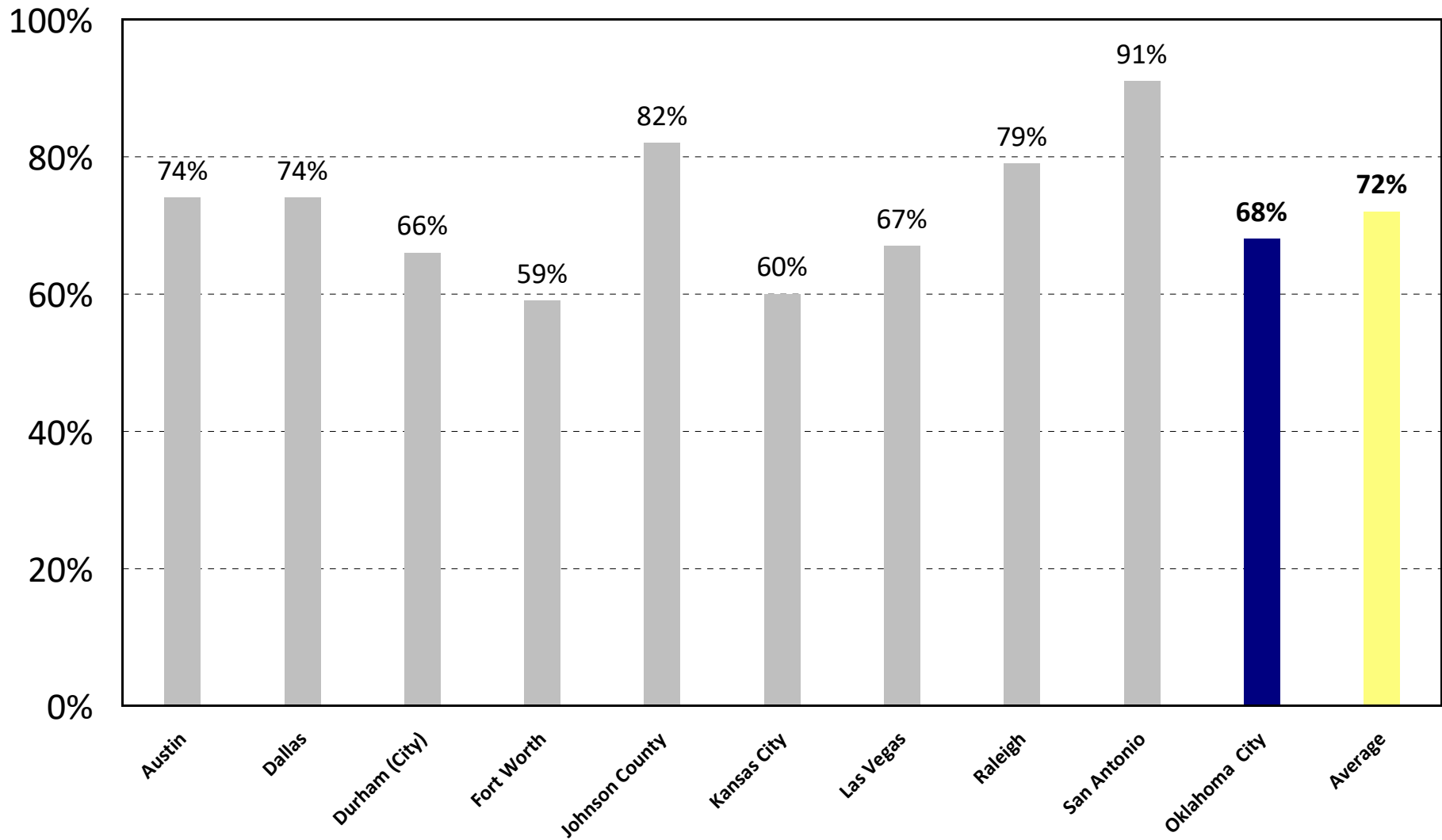


Source: 2020 ETC Institute

Overall Satisfaction With Parks and Recreation - 2020

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

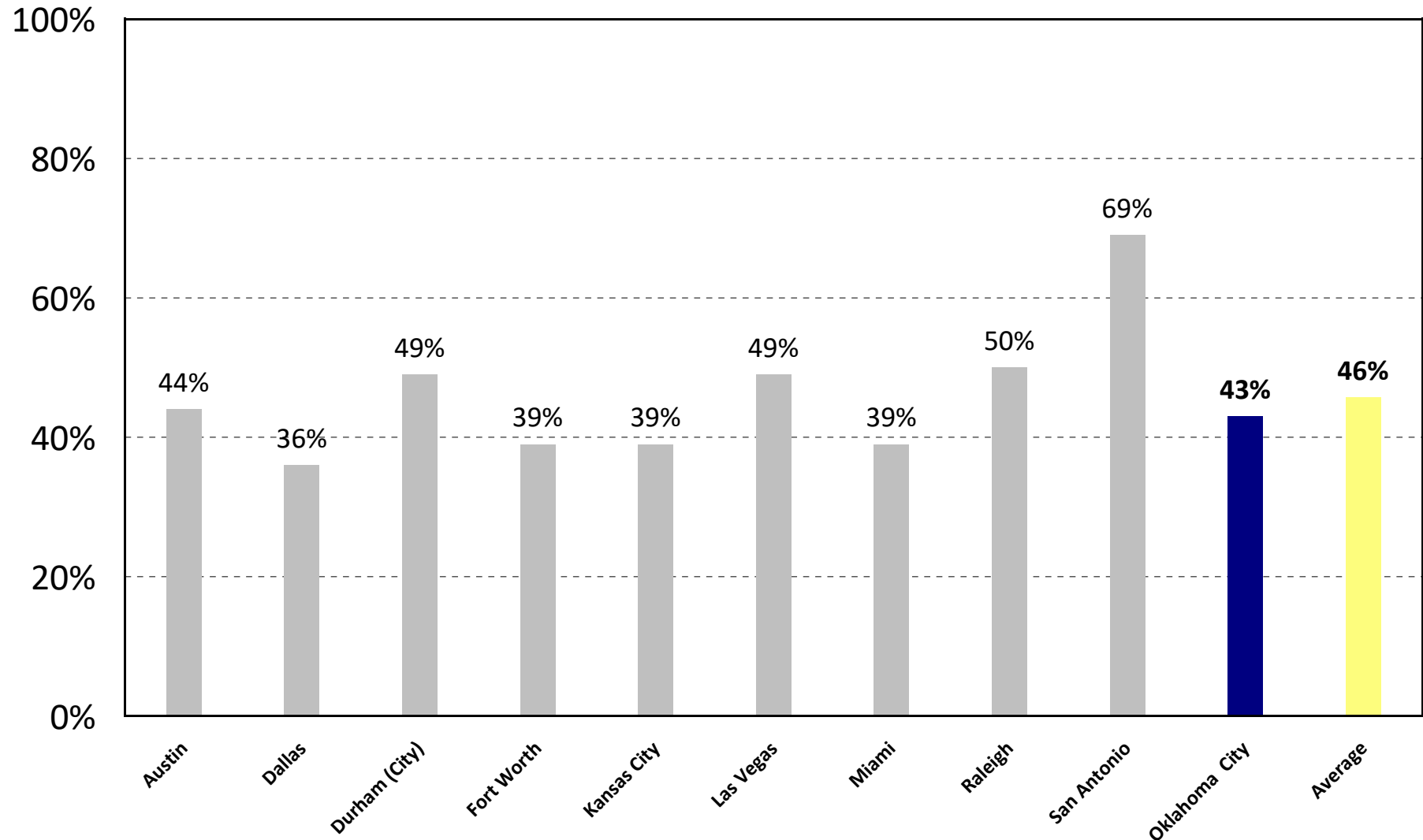


Source: 2020 ETC Institute

Overall Satisfaction With Code Enforcement - 2020

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: 2020 ETC Institute

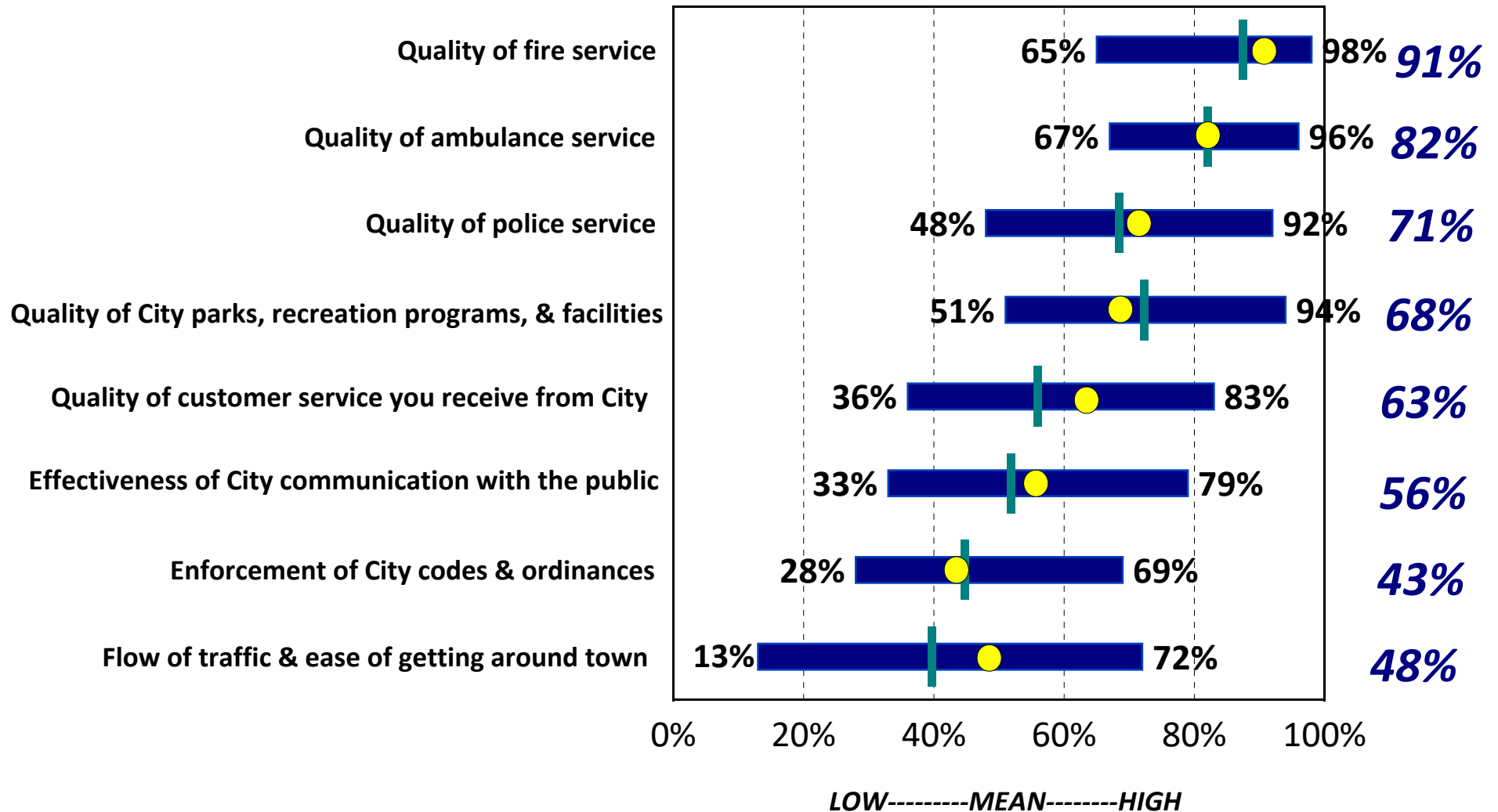
Comparison to a Range of Performance

Satisfaction with Major Categories of Services - 2020

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



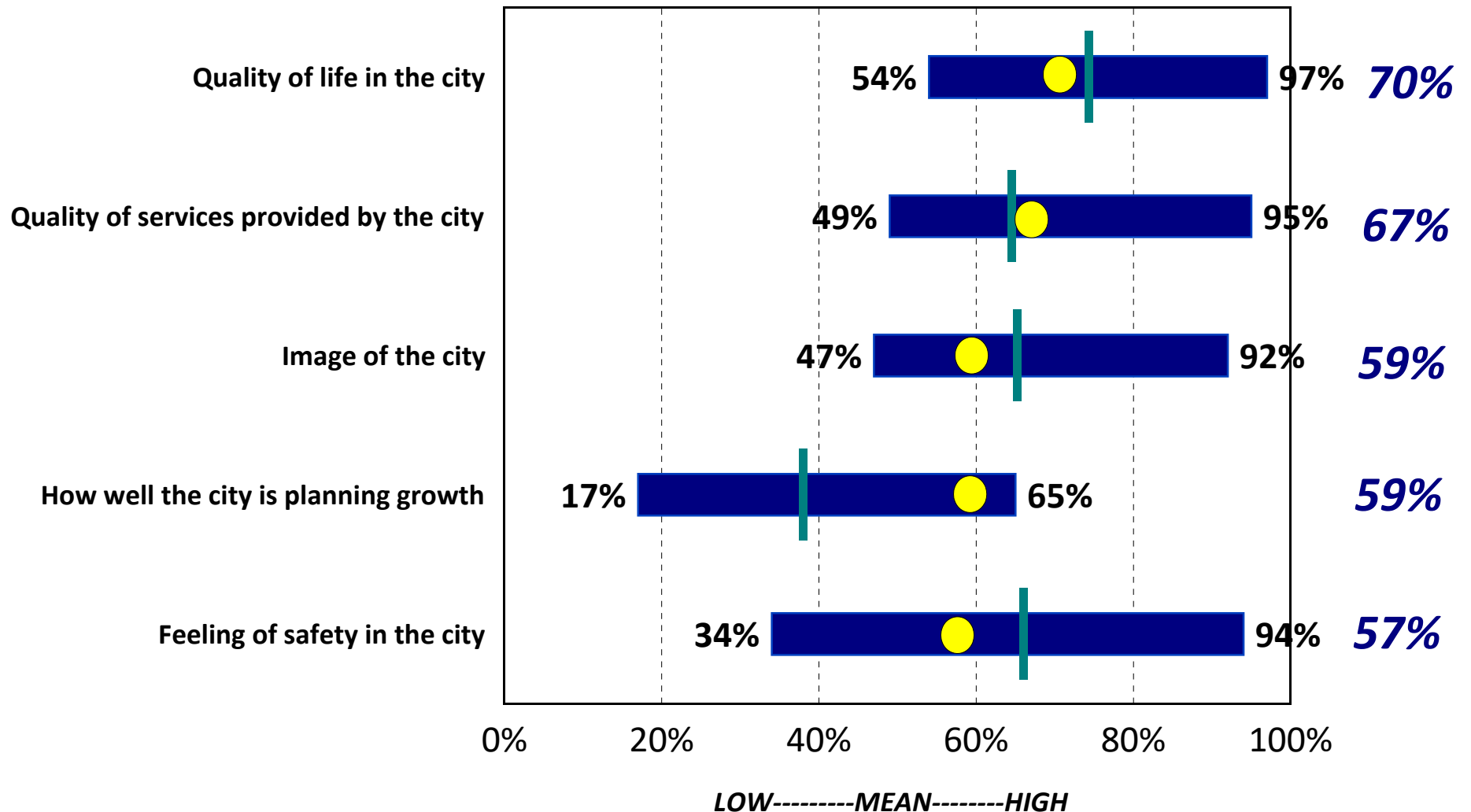
Source: 2020 ETC Institute

Perceptions Residents Have of the City in Which They Live - 2020

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



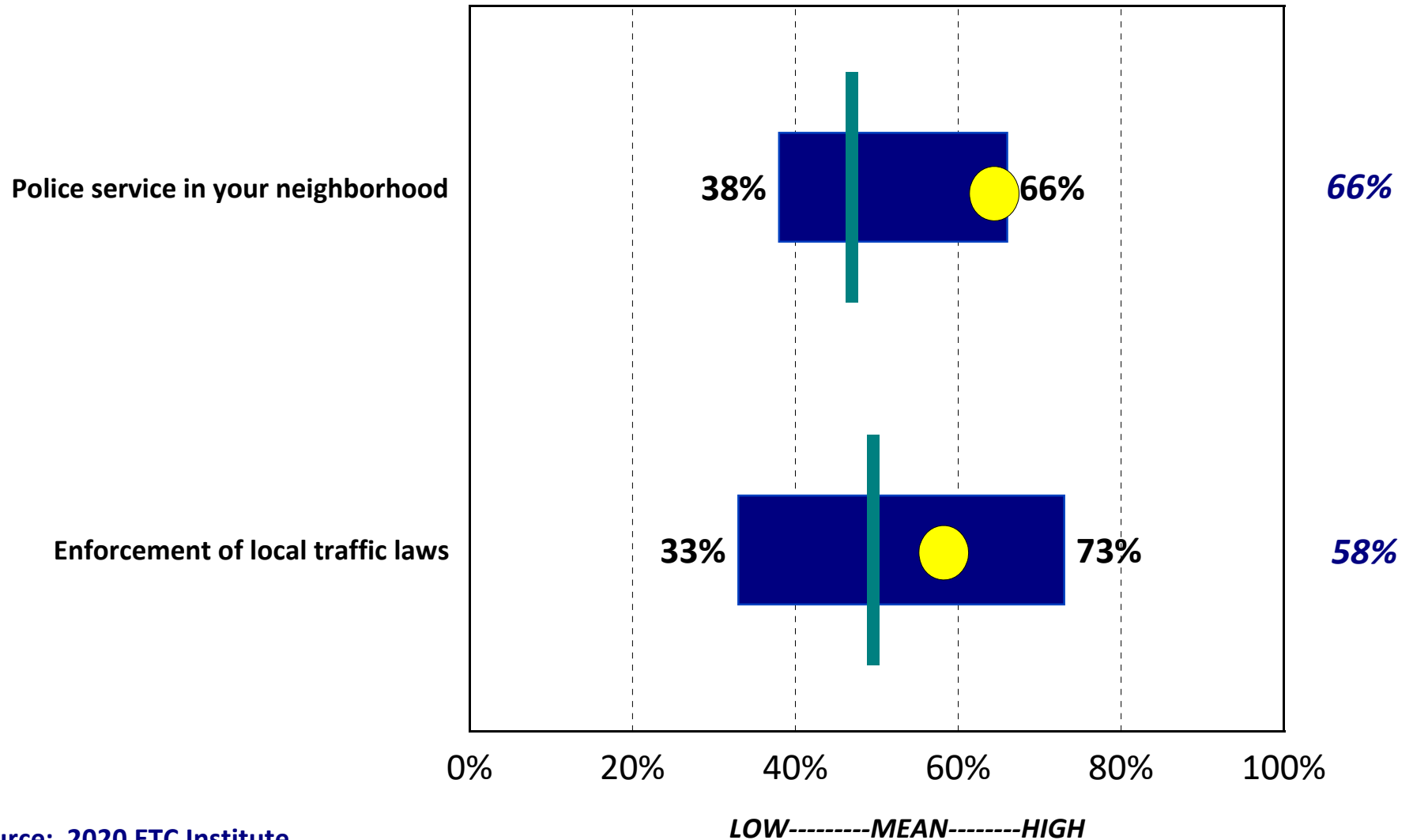
Source: 2020 ETC Institute

Satisfaction with Public Safety Services - 2020

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



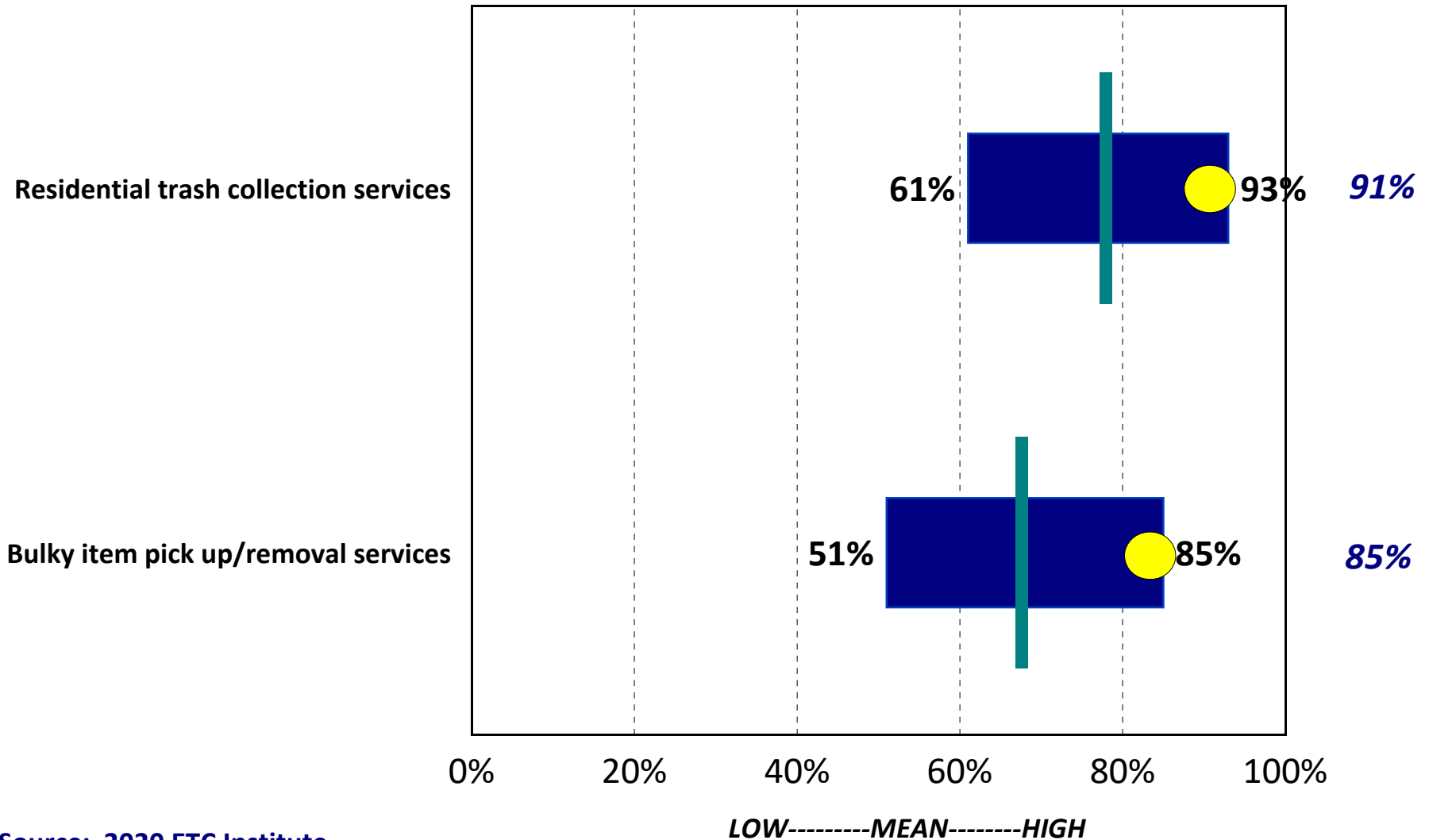
Source: 2020 ETC Institute

Satisfaction with Utility Services - 2020

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**



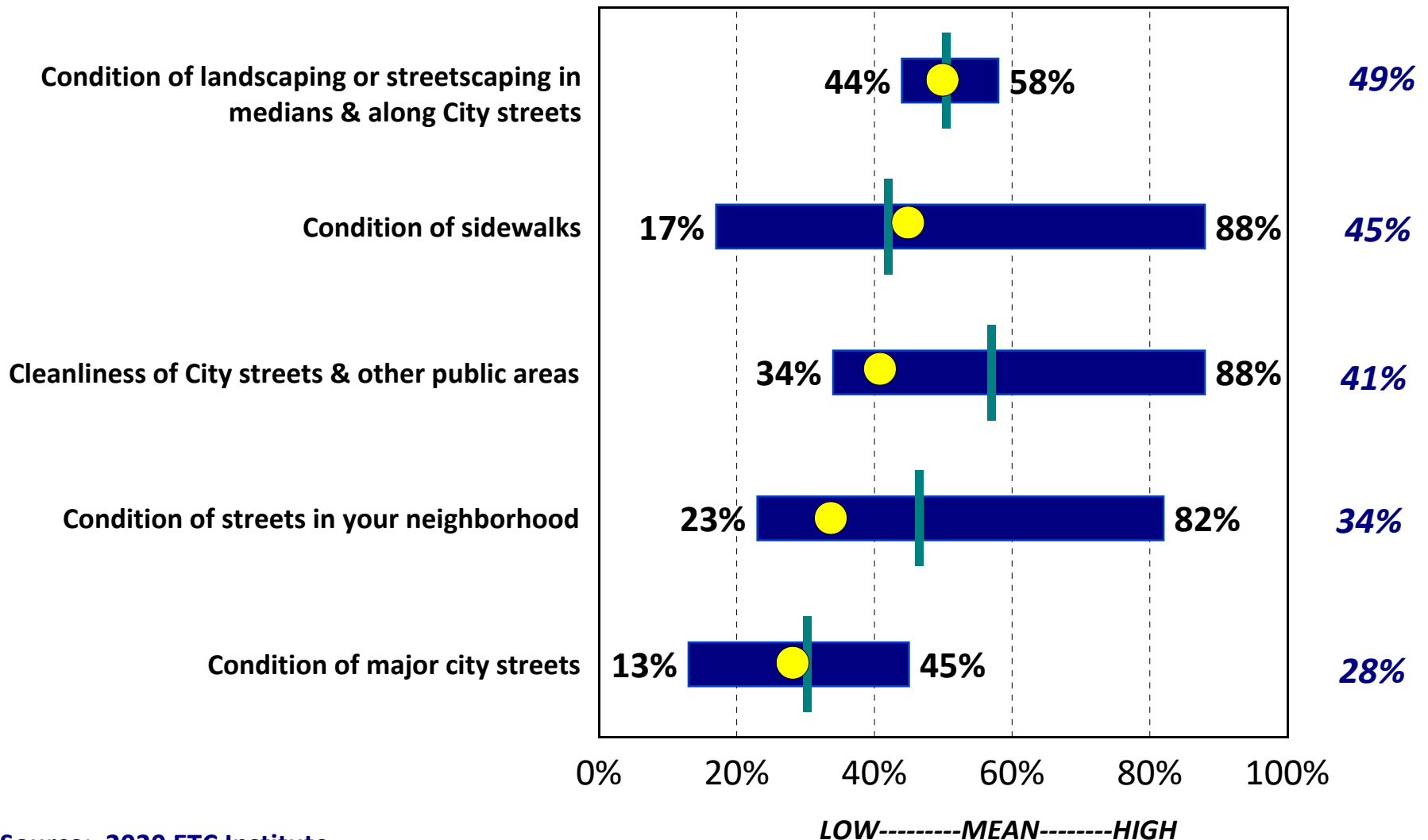
Source: 2020 ETC Institute

Satisfaction with Maintenance Services - 2020

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**



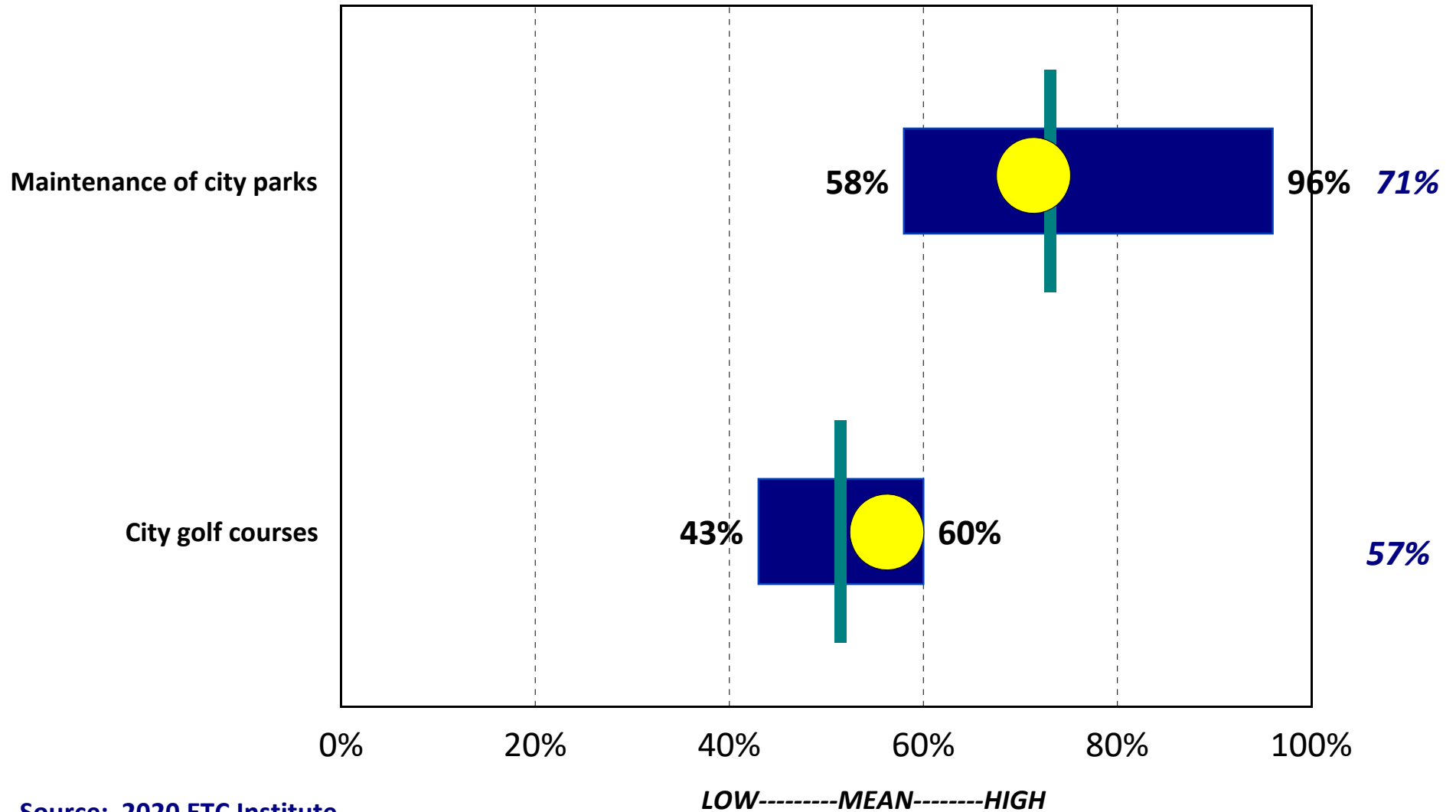
Source: 2020 ETC Institute

Satisfaction with Parks and Recreation Services - 2020

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**



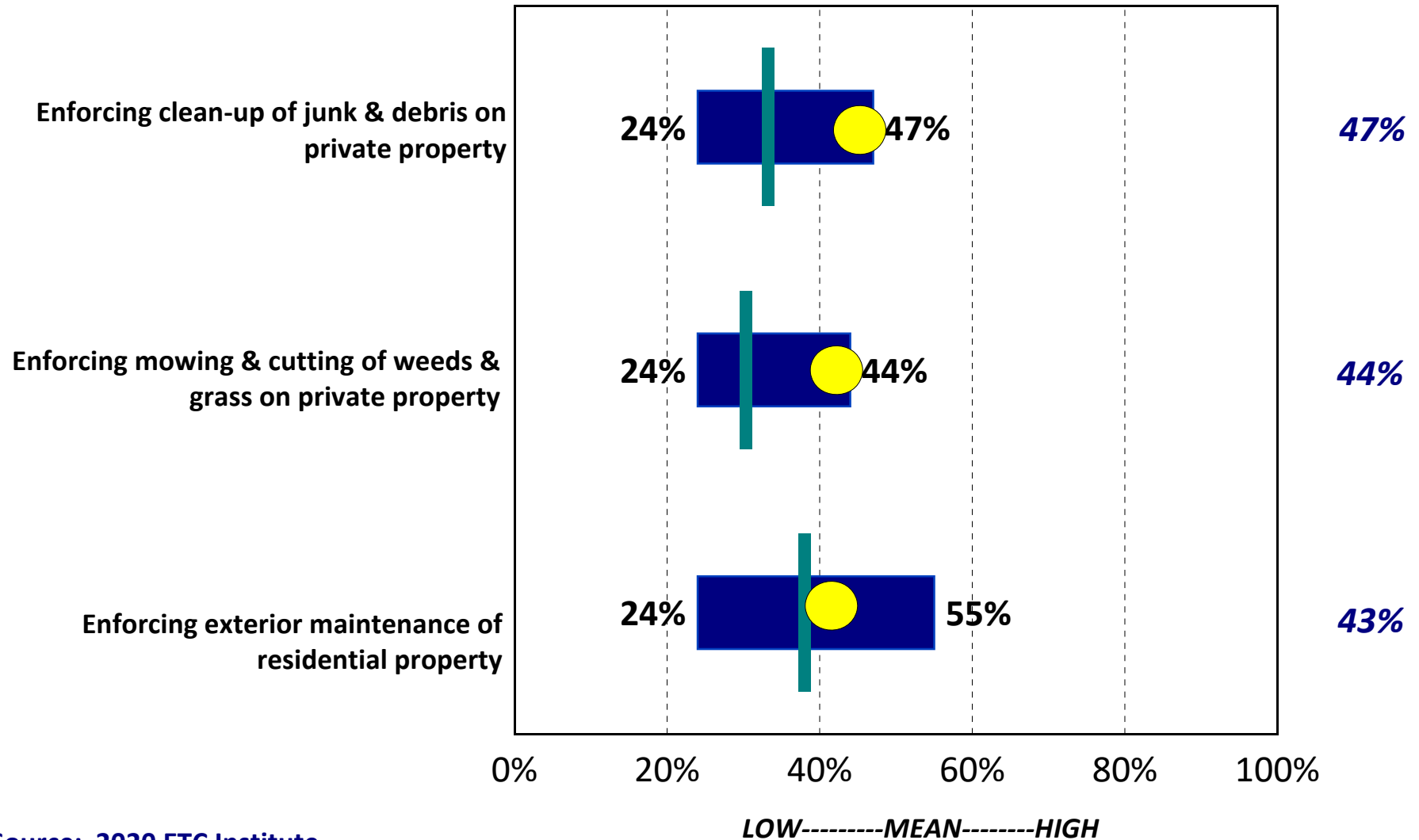
Source: 2020 ETC Institute

Satisfaction with Code Enforcement - 2020

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



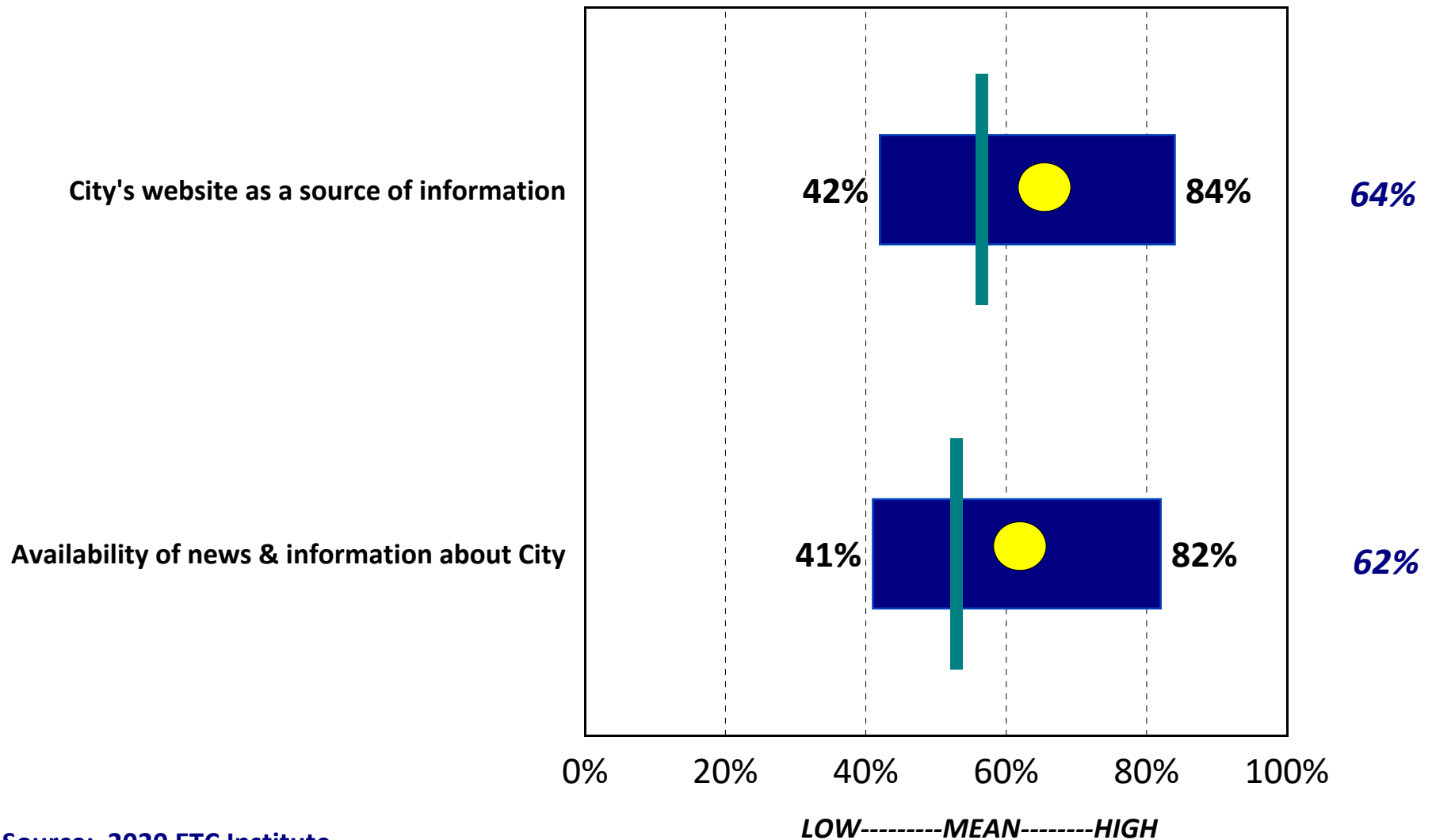
Source: 2020 ETC Institute

Satisfaction with Communication - 2020

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**



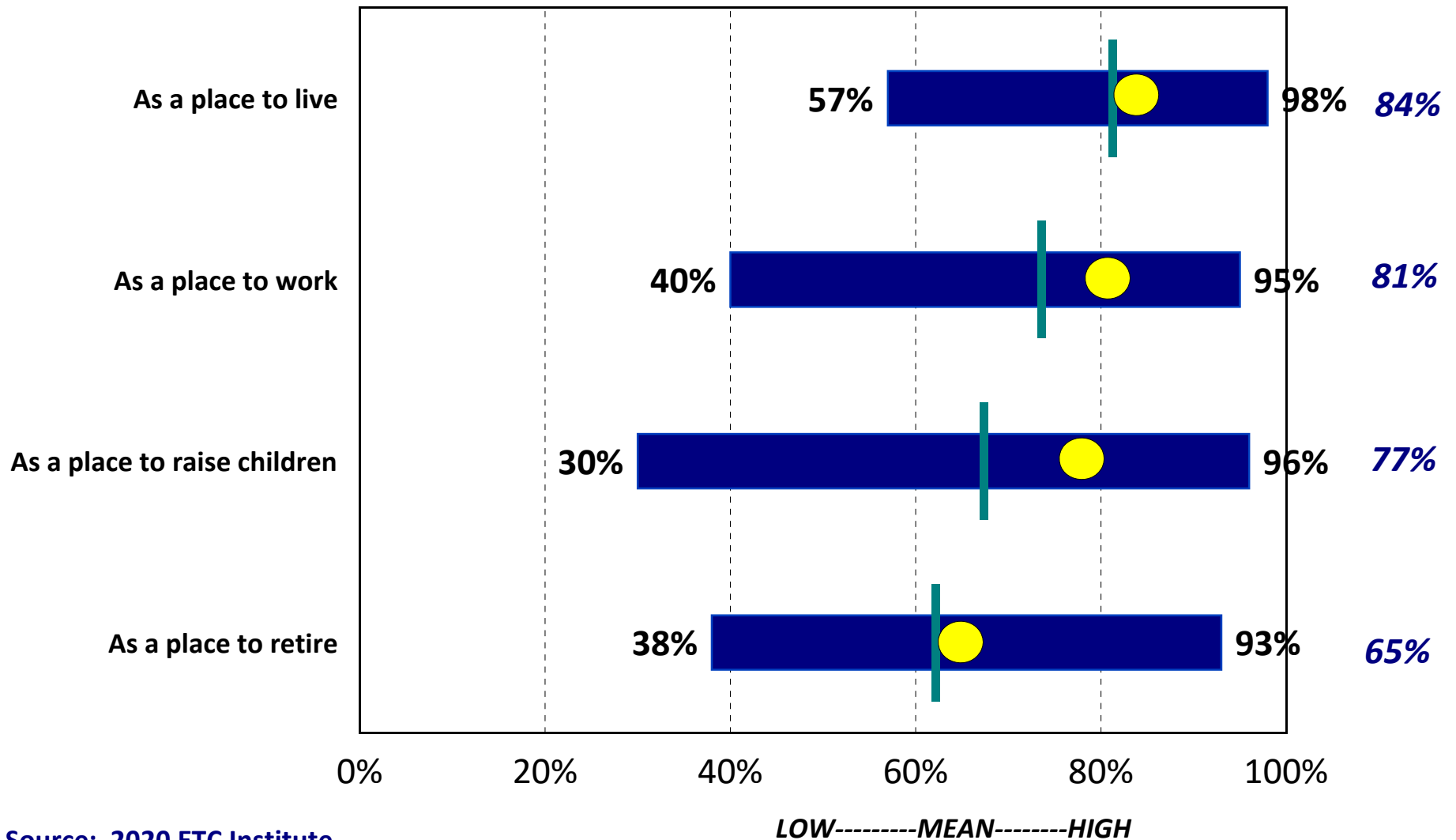
Source: 2020 ETC Institute

Overall Ratings of the City - 2020

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: 2020 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. Seventy-six percent (76%) of respondents selected *condition of city streets*, as one of the most important services for the City to provide.

With regard to satisfaction, 18% of respondents surveyed rated 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 was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 76% was multiplied by 82% (1-0.18). This calculation yielded an I-S rating of 0.6232, which ranked first out of 12 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.

2020 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
<u>Very High Priority (IS >.20)</u>						
Condition of city streets	76%	1	18%	12	0.6232	1
<u>High Priority (IS .10-.20)</u>						
Flow of traffic and ease of getting around town	38%	3	48%	9	0.1981	2
Quality of police service	41%	2	71%	4	0.1189	3
Enforcement of city codes and ordinances	20%	5	43%	10	0.1123	4
<u>Medium Priority (IS <.10)</u>						
Overall quality of city's public transit system	15%	7	41%	11	0.0873	5
Quality of parks & recreation programs/facilities	23%	4	68%	6	0.0730	6
Effectiveness of city communication with public	15%	6	56%	8	0.0660	7
Quality of city water utilities	10%	9	69%	5	0.0304	8
Quality of customer service from city employees	8%	10	63%	7	0.0300	9
Quality of ambulance service	6%	11	82%	3	0.0108	10
Quality of fire service	11%	8	91%	1	0.0095	11
Quality of city trash services	5%	12	83%	2	0.0085	12

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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2020 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 High Priority (IS >.20)						
Enforcing clean up of junk/debris on private property	59%	1	47%	3	0.3127	1
Enforcing the mowing of grass on private property	50%	2	45%	5	0.2728	2
High Priority (IS .10-.20)						
Efforts to remove abandoned/inoperative vehicles	33%	3	44%	6	0.1854	3
Enforcing exterior maintenance of residential property	29%	4	43%	7	0.1659	4
Quality of animal control services	29%	5	51%	1	0.1421	5
Medium Priority (IS <.10)						
Enforcing sign regulations	18%	6	46%	4	0.0972	6
Enforcement of yard parking regulations	18%	7	51%	2	0.0867	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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2020 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)						
Availability of info about parks & recreation activities/classes	23%	4	40%	12	0.1386	1
Maintenance of city parks	43%	1	71%	5	0.1238	2
Quality of city parks near neighborhoods	37%	2	67%	6	0.1228	3
Accessibility to walking & biking trails	29%	3	65%	7	0.1029	4
Medium Priority (IS <.10)						
Quality of recreation/athletic/aquatic facilities	13%	6	45%	10	0.0688	5
Quality of recreation activities & classes	10%	7	43%	11	0.0587	6
Number of Athletic Leagues offered by the City	8%	8	38%	13	0.0471	7
Accessibility to City Parks	17%	5	73%	2	0.0446	8
Quality of swim lessons	5%	12	27%	14	0.0350	9
Overall customer service of Parks & Recreation	7%	9	64%	8	0.0256	10
Quality of City golf courses	5%	10	57%	9	0.0219	11
Martin Park Nature Center experience	5%	13	72%	3	0.0132	12
Civic Center Music Hall experience	5%	11	74%	1	0.0130	13
Will Rogers Gardens experience	4%	14	72%	4	0.0101	14

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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2020 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 High Priority (IS >.20)						
Condition of major city streets	65%	1	28%	10	0.4709	1
Condition of streets in your neighborhood	47%	2	34%	9	0.3115	2
High Priority (IS .10-.20)						
Cleanliness of city streets and other public areas	27%	3	41%	6	0.1593	3
Condition of pavement markings on city streets	25%	4	39%	7	0.1537	4
Condition of sidewalks	20%	5	45%	5	0.1100	5
Medium Priority (IS <.10)						
Cleanliness of stormwater drains in your neighborhood	18%	6	46%	4	0.0950	6
Condition of landscaping or streetscaping in medians & along City streets	16%	7	49%	3	0.0831	7
Condition of bicycle infrastructure	12%	8	36%	8	0.0774	8
Snow removal on snow routes during the past year	10%	9	56%	2	0.0427	9
Condition of street signs	8%	10	61%	1	0.0324	10

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.

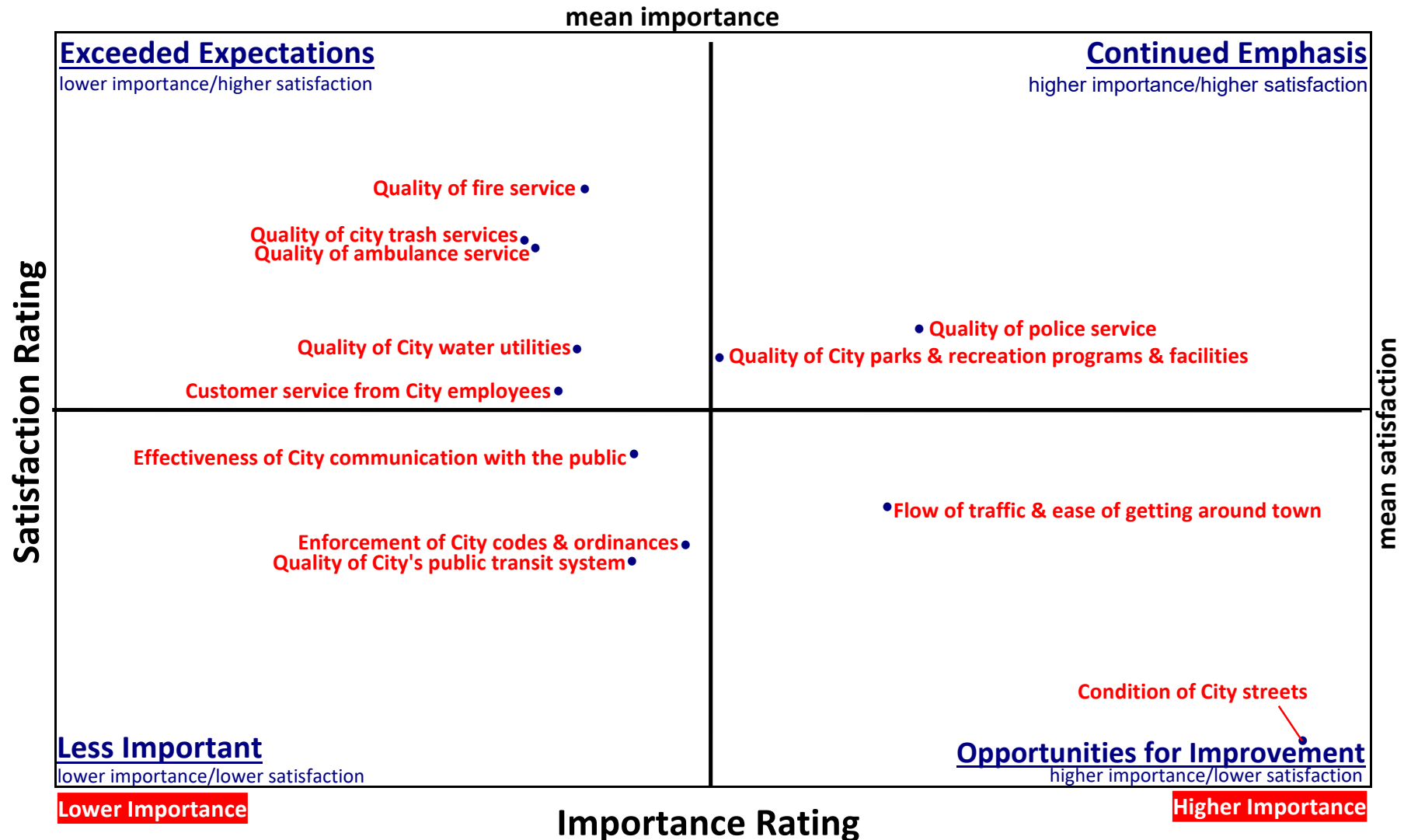
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2020 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)

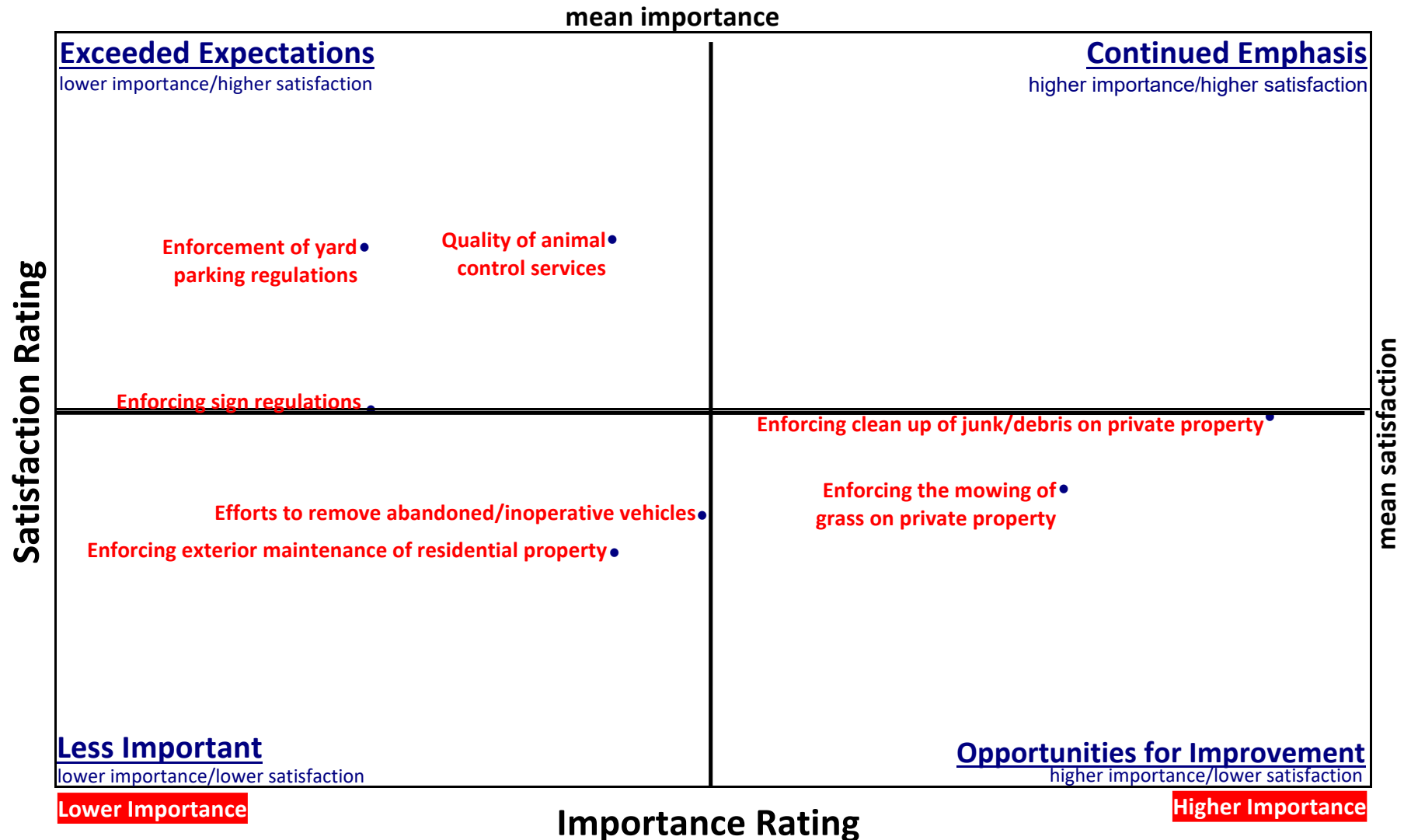


Source: ETC Institute (2020)

2020 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)

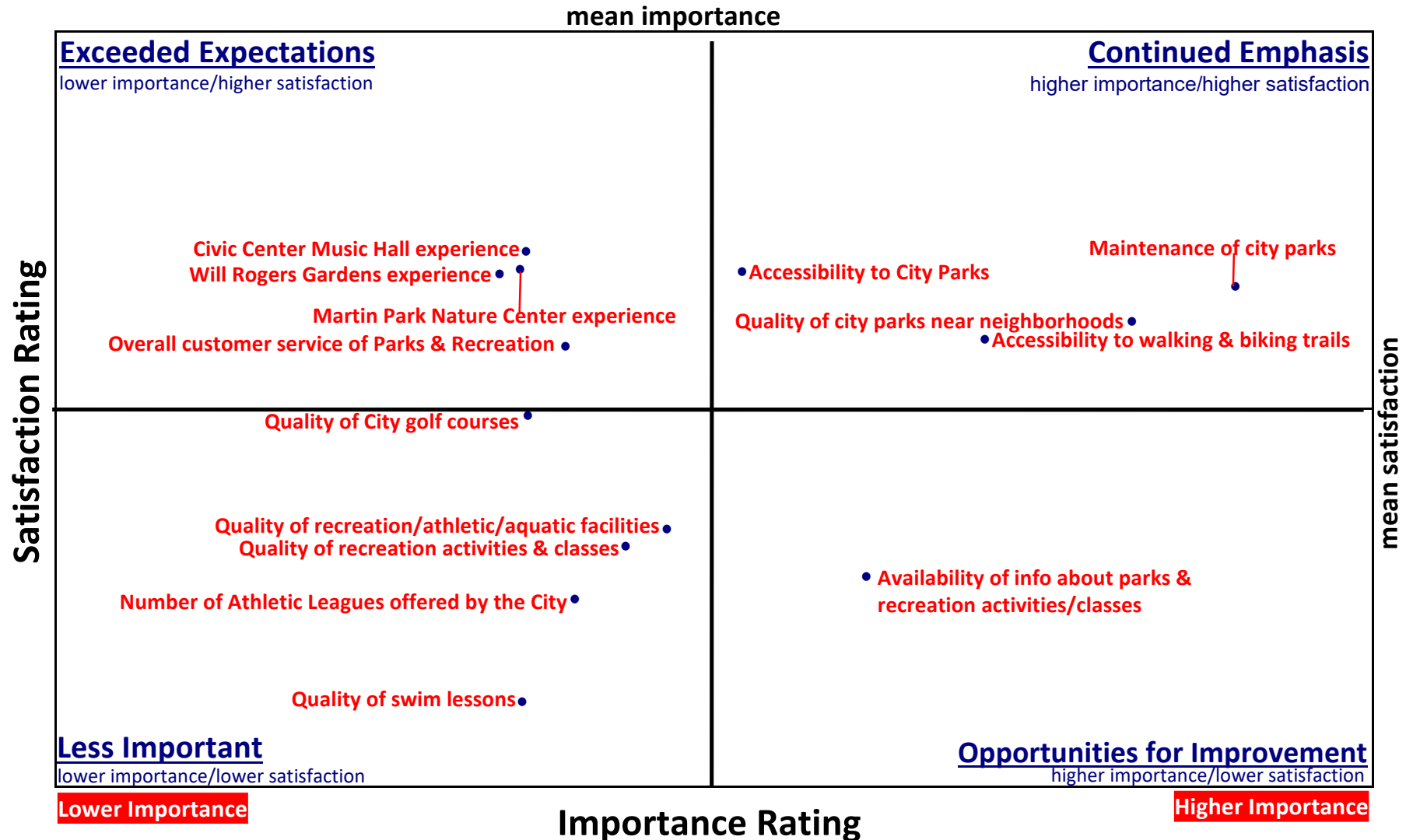


Source: ETC Institute (2020)

2020 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)

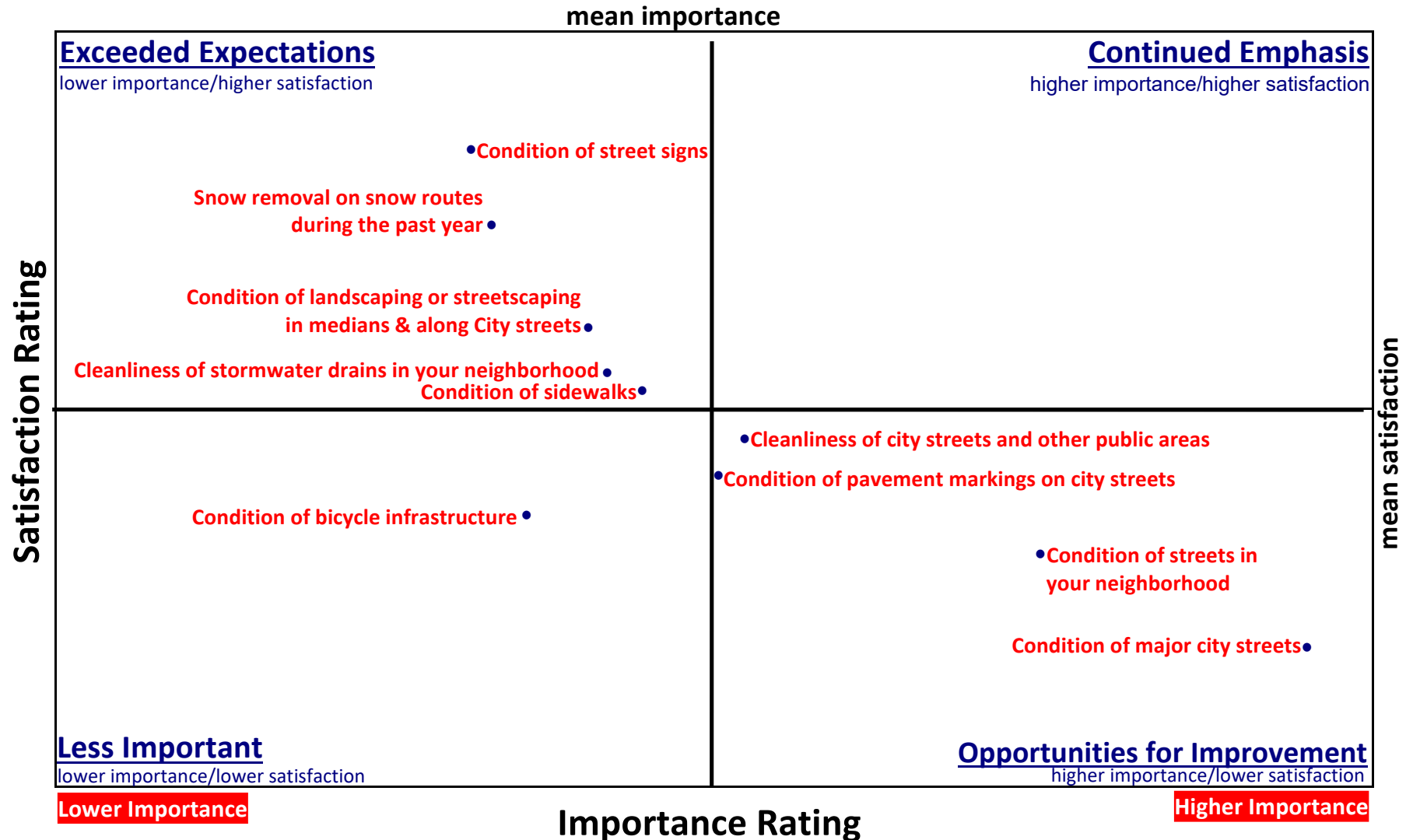


Source: ETC Institute (2020)

2020 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 (2020)

Section 4
Tabular Data

Q1. Perception of the City. Major categories of services provided by the City of Oklahoma City are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of police service	32.8%	33.7%	15.9%	6.3%	4.1%	7.2%
Q1-2. Quality of fire service	48.8%	31.7%	7.9%	0.6%	0.3%	10.7%
Q1-3. Quality of ambulance service	35.5%	30.9%	12.3%	1.4%	0.5%	19.3%
Q1-4. Quality of City parks & recreation programs & facilities	22.1%	39.1%	19.3%	7.5%	2.3%	9.8%
Q1-5. Condition of City streets	2.5%	14.2%	20.5%	37.5%	23.6%	1.7%
Q1-6. Quality of City water utilities	22.3%	41.9%	18.4%	7.9%	2.7%	6.7%
Q1-7. Quality of City trash services	36.2%	45.3%	10.8%	3.8%	1.7%	2.1%
Q1-8. Enforcement of City codes & ordinances	10.2%	27.5%	32.9%	11.3%	5.9%	12.2%
Q1-9. Quality of customer service you receive from City employees	18.9%	35.1%	21.9%	6.3%	3.1%	14.7%
Q1-10. Effectiveness of City communication with the public	15.3%	35.5%	29.5%	8.5%	3.6%	7.7%
Q1-11. Flow of traffic & ease of getting around town	9.2%	37.7%	27.0%	17.3%	6.5%	2.3%
Q1-12. Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	7.2%	18.0%	25.7%	5.7%	5.1%	38.2%

WITHOUT "DON'T KNOW"

Q1. Perception of the City. Major categories of services provided by the City of Oklahoma City are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of police service	35.3%	36.3%	17.1%	6.8%	4.5%
Q1-2. Quality of fire service	54.7%	35.5%	8.8%	0.7%	0.4%
Q1-3. Quality of ambulance service	44.0%	38.3%	15.3%	1.7%	0.7%
Q1-4. Quality of City parks & recreation programs & facilities	24.5%	43.3%	21.4%	8.3%	2.6%
Q1-5. Condition of City streets	2.5%	14.5%	20.9%	38.1%	24.0%
Q1-6. Quality of City water utilities	23.9%	45.0%	19.7%	8.5%	2.9%
Q1-7. Quality of City trash services	37.0%	46.3%	11.0%	3.9%	1.8%
Q1-8. Enforcement of City codes & ordinances	11.6%	31.3%	37.5%	12.9%	6.7%
Q1-9. Quality of customer service you receive from City employees	22.2%	41.1%	25.7%	7.3%	3.6%
Q1-10. Effectiveness of City communication with the public	16.5%	38.5%	31.9%	9.2%	3.9%
Q1-11. Flow of traffic & ease of getting around town	9.4%	38.6%	27.6%	17.7%	6.6%
Q1-12. Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	11.7%	29.1%	41.6%	9.3%	8.3%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Quality of police service	374	24.9 %
Quality of fire service	12	0.8 %
Quality of ambulance service	12	0.8 %
Quality of City parks & recreation programs & facilities	40	2.7 %
Condition of City streets	714	47.6 %
Quality of City water utilities	30	2.0 %
Quality of City trash services	11	0.7 %
Enforcement of City codes & ordinances	42	2.8 %
Quality of customer service you receive from City employees	13	0.9 %
Effectiveness of City communication with the public	21	1.4 %
Flow of traffic & ease of getting around town	80	5.3 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	46	3.1 %
None chosen	105	7.0 %
Total	1500	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Quality of police service	139	9.3 %
Quality of fire service	97	6.5 %
Quality of ambulance service	33	2.2 %
Quality of City parks & recreation programs & facilities	140	9.3 %
Condition of City streets	284	18.9 %
Quality of City water utilities	53	3.5 %
Quality of City trash services	26	1.7 %
Enforcement of City codes & ordinances	127	8.5 %
Quality of customer service you receive from City employees	40	2.7 %
Effectiveness of City communication with the public	67	4.5 %
Flow of traffic & ease of getting around town	272	18.1 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	73	4.9 %
None chosen	149	9.9 %
Total	1500	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Quality of police service	102	6.8 %
Quality of fire service	48	3.2 %
Quality of ambulance service	45	3.0 %
Quality of City parks & recreation programs & facilities	162	10.8 %
Condition of City streets	142	9.5 %
Quality of City water utilities	64	4.3 %
Quality of City trash services	39	2.6 %
Enforcement of City codes & ordinances	126	8.4 %
Quality of customer service you receive from City employees	67	4.5 %
Effectiveness of City communication with the public	137	9.1 %
Flow of traffic & ease of getting around town	220	14.7 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	102	6.8 %
None chosen	246	16.4 %
Total	1500	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	615	41.0 %
Quality of fire service	157	10.5 %
Quality of ambulance service	90	6.0 %
Quality of City parks & recreation programs & facilities	342	22.8 %
Condition of City streets	1140	76.0 %
Quality of City water utilities	147	9.8 %
Quality of City trash services	76	5.1 %
Enforcement of City codes & ordinances	295	19.7 %
Quality of customer service you receive from City employees	120	8.0 %
Effectiveness of City communication with the public	225	15.0 %
Flow of traffic & ease of getting around town	572	38.1 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	221	14.7 %
None chosen	105	7.0 %
Total	4105	

Q3. Items that may influence your perception of the City of Oklahoma City are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Quality of services provided by City	14.1%	48.8%	24.8%	4.6%	1.5%	6.3%
Q3-2. Appearance of City	12.4%	45.3%	24.5%	12.3%	2.7%	2.9%
Q3-3. Image of City	13.9%	43.5%	26.3%	11.1%	2.4%	2.7%
Q3-4. How well City is planning growth	14.3%	40.4%	24.2%	10.8%	3.1%	7.2%
Q3-5. Quality of life in City	16.7%	50.7%	19.7%	6.8%	2.4%	3.7%
Q3-6. Feeling of safety in City	14.1%	40.9%	23.8%	13.7%	4.5%	3.0%
Q3-7. Quality of Downtown	18.5%	44.3%	21.9%	6.6%	1.6%	7.1%

WITHOUT "DON'T KNOW"

Q3. Items that may influence your perception of the City of Oklahoma City are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Quality of services provided by City	15.0%	52.1%	26.5%	4.9%	1.6%
Q3-2. Appearance of City	12.8%	46.6%	25.2%	12.7%	2.7%
Q3-3. Image of City	14.3%	44.8%	27.0%	11.4%	2.5%
Q3-4. How well City is planning growth	15.4%	43.5%	26.1%	11.6%	3.3%
Q3-5. Quality of life in City	17.3%	52.7%	20.4%	7.1%	2.5%
Q3-6. Feeling of safety in City	14.6%	42.2%	24.5%	14.1%	4.6%
Q3-7. Quality of Downtown	19.9%	47.7%	23.6%	7.1%	1.7%

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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Police service in your neighborhood	25.0%	36.1%	17.9%	9.4%	4.7%	6.9%
Q4-2. Enforcement of local traffic laws	14.5%	41.0%	23.9%	11.3%	4.3%	4.9%
Q4-3. Availability of information about police programs & activities	11.1%	26.2%	31.7%	12.5%	4.4%	14.2%
Q4-4. Fire protection in your neighborhood	35.3%	42.0%	12.3%	1.1%	0.3%	8.9%
Q4-5. Fire safety information & public education programs	18.7%	33.0%	24.9%	5.1%	1.1%	17.3%

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." (without "don't know")

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Police service in your neighborhood	26.9%	38.8%	19.3%	10.1%	5.0%
Q4-2. Enforcement of local traffic laws	15.2%	43.1%	25.2%	11.9%	4.6%
Q4-3. Availability of information about police programs & activities	12.9%	30.5%	36.9%	14.5%	5.1%
Q4-4. Fire protection in your neighborhood	38.8%	46.1%	13.5%	1.2%	0.4%
Q4-5. Fire safety information & public education programs	22.6%	39.9%	30.1%	6.1%	1.4%

Q4a. If you were dissatisfied with Item 2 in Question 4, why are you dissatisfied with the enforcement of local traffic laws?

Q4a. Why are you dissatisfied with enforcement of traffic laws	Number	Percent
Traffic laws are too strictly enforced/too many citations are given	31	13.2 %
Traffic laws are not enforced enough/not enough citations are given	140	59.6 %
Other	56	23.8 %
Not provided	8	3.4 %
Total	235	100.0 %

WITHOUT "NOT PROVIDED"

Q4a. If you were dissatisfied with Item 2 in Question 4, why are you dissatisfied with the enforcement of local traffic laws? (without "not provided")

Q4a. Why are you dissatisfied with enforcement of traffic laws	Number	Percent
Traffic laws are too strictly enforced/too many citations are given	31	13.7 %
Traffic laws are not enforced enough/not enough citations are given	140	61.7 %
Other	56	24.7 %
Total	227	100.0 %

Q5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=1500)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q5-1. Walking in your neighborhood during the day	47.5%	37.0%	7.7%	4.1%	1.3%	2.3%
Q5-2. Walking in your neighborhood after dark	22.3%	32.5%	18.1%	15.3%	7.7%	4.2%
Q5-3. In Downtown area	7.9%	29.1%	28.3%	15.6%	6.4%	12.7%
Q5-4. In City parks during the day	23.9%	44.2%	18.2%	4.7%	1.1%	7.9%

WITHOUT "DON'T KNOW"

Q5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=1500)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking in your neighborhood during the day	48.6%	37.9%	7.9%	4.2%	1.4%
Q5-2. Walking in your neighborhood after dark	23.2%	33.9%	18.9%	15.9%	8.0%
Q5-3. In Downtown area	9.1%	33.3%	32.4%	17.9%	7.3%
Q5-4. In City parks during the day	26.0%	48.0%	19.8%	5.1%	1.2%

Q6. Have you had contact with a City of Oklahoma City police officer in the last three years?

Q6. Have you had contact with a City police officer in last three years	Number	Percent
Yes	761	50.7 %
No	736	49.1 %
Not provided	3	0.2 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"

Q6. Have you had contact with a City of Oklahoma City police officer in the last three years? (without "not provided")

Q6. Have you had contact with a City police officer in last three years	Number	Percent
Yes	761	50.8 %
No	736	49.2 %
Total	1497	100.0 %

Q6a. (If YES to Question 6) What was the nature of your contact with the police officer?

Q6a. What was the nature of your contact with police officer	Number	Percent
Traffic	248	32.6 %
Victim of crime	142	18.7 %
Suspected of committing a crime	21	2.8 %
Other	342	44.9 %
Not provided	8	1.1 %
Total	761	100.0 %

WITHOUT "NOT PROVIDED"

Q6a. (If YES to Question 6) What was the nature of your contact with the police officer? (without "not provided")

Q6a. What was the nature of your contact with police officer	Number	Percent
Traffic	248	32.9 %
Victim of crime	142	18.9 %
Suspected of committing a crime	21	2.8 %
Other	342	45.4 %
Total	753	100.0 %

Q6b. (If YES to Question 6) Were you treated fairly by the officer?

Q6b. Were you treated fairly by the officer	Number	Percent
Yes	652	85.7 %
No	93	12.2 %
Not provided	16	2.1 %
Total	761	100.0 %

WITHOUT "NOT PROVIDED"

Q6b. (If YES to Question 6) Were you treated fairly by the officer? (without "not provided")

Q6b. Were you treated fairly by the officer	Number	Percent
Yes	652	87.5 %
No	93	12.5 %
Total	745	100.0 %

Q6c. (If YES to Question 6) How would you rate response time of the officer?

Q6c. How would you rate response time of the officer	Number	Percent
Excellent	282	37.1 %
Good	185	24.3 %
Neutral	116	15.2 %
Acceptable	46	6.0 %
Poor	74	9.7 %
Not provided	58	7.6 %
Total	761	100.0 %

WITHOUT "NOT PROVIDED"

Q6c. (If YES to Question 6) How would you rate response time of the officer? (without "not provided")

Q6c. How would you rate response time of the officer	Number	Percent
Excellent	282	40.1 %
Good	185	26.3 %
Neutral	116	16.5 %
Acceptable	46	6.5 %
Poor	74	10.5 %
Total	703	100.0 %

Q8. Do you have a working smoke alarm in your home?

<u>Q8. Do you have a working smoke alarm in your home</u>	<u>Number</u>	<u>Percent</u>
Yes	1410	94.0 %
No	63	4.2 %
Not provided	27	1.8 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"

Q8. Do you have a working smoke alarm in your home? (without "not provided")

<u>Q8. Do you have a working smoke alarm in your home</u>	<u>Number</u>	<u>Percent</u>
Yes	1410	95.7 %
No	63	4.3 %
Total	1473	100.0 %

Q9. Which THREE of the following bus service characteristics are MOST IMPORTANT to you when considering whether or not to use public transit?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
How often bus comes by your stop	311	20.7 %
Service available until midnight	40	2.7 %
Sheltered bus stops	100	6.7 %
Time it takes to make a trip	149	9.9 %
Later weekend service	14	0.9 %
Access to a park & ride location	54	3.6 %
Routes to more places	156	10.4 %
Pedestrian access to bus stops	82	5.5 %
None chosen	594	39.6 %
Total	1500	100.0 %

Q9. Which THREE of the following bus service characteristics are MOST IMPORTANT to you when considering whether or not to use public transit?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
How often bus comes by your stop	135	9.0 %
Service available until midnight	73	4.9 %
Sheltered bus stops	148	9.9 %
Time it takes to make a trip	165	11.0 %
Later weekend service	44	2.9 %
Access to a park & ride location	88	5.9 %
Routes to more places	175	11.7 %
Pedestrian access to bus stops	54	3.6 %
None chosen	618	41.2 %
Total	1500	100.0 %

Q9. Which THREE of the following bus service characteristics are MOST IMPORTANT to you when considering whether or not to use public transit?

Q9. 3rd choice	Number	Percent
How often bus comes by your stop	90	6.0 %
Service available until midnight	48	3.2 %
Sheltered bus stops	124	8.3 %
Time it takes to make a trip	124	8.3 %
Later weekend service	73	4.9 %
Access to a park & ride location	77	5.1 %
Routes to more places	217	14.5 %
Pedestrian access to bus stops	112	7.5 %
None chosen	635	42.3 %
Total	1500	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the following bus service characteristics are MOST IMPORTANT to you when considering whether or not to use public transit? (top 3)

Q9. Sum of top 3 choices	Number	Percent
How often bus comes by your stop	536	35.7 %
Service available until midnight	161	10.7 %
Sheltered bus stops	372	24.8 %
Time it takes to make a trip	438	29.2 %
Later weekend service	131	8.7 %
Access to a park & ride location	219	14.6 %
Routes to more places	548	36.5 %
Pedestrian access to bus stops	248	16.5 %
None chosen	594	39.6 %
Total	3247	

Q10. How often would you say stray dogs are a problem in your neighborhood?

Q10. How often would you say stray dogs are a problem in your neighborhood	Number	Percent
More than once a week	191	12.7 %
Once a week	113	7.5 %
1-2 times per month	208	13.9 %
A few times per year	291	19.4 %
Seldom or never	604	40.3 %
Don't know	93	6.2 %
Total	1500	100.0 %

WITHOUT "DON'T KNOW"

Q10. How often would you say stray dogs are a problem in your neighborhood? (without "don't know")

Q10. How often would you say stray dogs are a problem in your neighborhood	Number	Percent
More than once a week	191	13.6 %
Once a week	113	8.0 %
1-2 times per month	208	14.8 %
A few times per year	291	20.7 %
Seldom or never	604	42.9 %
Total	1407	100.0 %

Q11. How often would you say stray cats are a problem in your neighborhood?

Q11. How often would you say stray cats are a problem in your neighborhood	Number	Percent
More than once a week	261	17.4 %
Once a week	98	6.5 %
1-2 times per month	155	10.3 %
A few times per year	220	14.7 %
Seldom or never	629	41.9 %
Don't know	137	9.1 %
Total	1500	100.0 %

WITHOUT "DON'T KNOW"

Q11. How often would you say stray cats are a problem in your neighborhood? (without "don't know")

Q11. How often would you say stray cats are a problem in your neighborhood	Number	Percent
More than once a week	261	19.1 %
Once a week	98	7.2 %
1-2 times per month	155	11.4 %
A few times per year	220	16.1 %
Seldom or never	629	46.1 %
Total	1363	100.0 %

Q12. Schools. While the City does not operate public schools, 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Safety in your neighborhood schools	14.4%	29.5%	20.3%	7.5%	3.4%	25.0%
Q12-2. Quality of education in your neighborhood schools	11.9%	23.8%	16.5%	14.5%	9.6%	23.7%

WITHOUT "DON'T KNOW"

Q12. Schools. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Safety in your neighborhood schools	19.2%	39.3%	27.0%	10.0%	4.5%
Q12-2. Quality of education in your neighborhood schools	15.6%	31.2%	21.7%	19.0%	12.6%

Q13. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Enforcing clean-up of junk & debris on private property	9.5%	31.9%	22.3%	16.9%	9.0%	10.4%
Q13-2. Enforcing mowing & cutting of weeds & grass on private property	8.9%	31.2%	23.1%	18.7%	8.5%	9.7%
Q13-3. Enforcing exterior maintenance of residential property	8.7%	29.1%	27.9%	16.5%	6.7%	11.1%
Q13-4. Enforcing sign regulations	8.6%	30.5%	29.1%	11.0%	5.0%	15.7%
Q13-5. Quality of animal control services	9.9%	33.5%	26.1%	9.6%	6.3%	14.6%
Q13-6. Enforcement of yard parking regulations in your neighborhood	10.7%	31.9%	24.5%	9.8%	7.2%	15.9%
Q13-7. City efforts to remove abandoned or inoperative vehicles	7.9%	26.5%	27.0%	10.1%	7.2%	21.3%

WITHOUT "DON'T KNOW"

Q13. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing clean-up of junk & debris on private property	10.6%	35.6%	24.9%	18.9%	10.0%
Q13-2. Enforcing mowing & cutting of weeds & grass on private property	9.8%	34.5%	25.5%	20.7%	9.4%
Q13-3. Enforcing exterior maintenance of residential property	9.8%	32.8%	31.4%	18.5%	7.5%
Q13-4. Enforcing sign regulations	10.2%	36.2%	34.6%	13.1%	5.9%
Q13-5. Quality of animal control services	11.6%	39.3%	30.5%	11.2%	7.4%
Q13-6. Enforcement of yard parking regulations in your neighborhood	12.7%	38.0%	29.1%	11.7%	8.6%
Q13-7. City efforts to remove abandoned or inoperative vehicles	10.0%	33.6%	34.3%	12.9%	9.2%

Q14. Which THREE code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of junk & debris on private property	441	29.4 %
Enforcing mowing & cutting of weeds & grass on private property	243	16.2 %
Enforcing exterior maintenance of residential property	77	5.1 %
Enforcing sign regulations	81	5.4 %
Quality of animal control services	193	12.9 %
Enforcement of yard parking regulations in your neighborhood	56	3.7 %
City efforts to remove abandoned or inoperative vehicles	140	9.3 %
None chosen	269	17.9 %
Total	1500	100.0 %

Q14. Which THREE code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of junk & debris on private property	275	18.3 %
Enforcing mowing & cutting of weeds & grass on private property	328	21.9 %
Enforcing exterior maintenance of residential property	149	9.9 %
Enforcing sign regulations	86	5.7 %
Quality of animal control services	120	8.0 %
Enforcement of yard parking regulations in your neighborhood	95	6.3 %
City efforts to remove abandoned or inoperative vehicles	130	8.7 %
None chosen	317	21.1 %
Total	1500	100.0 %

Q14. Which THREE code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 3rd choice	Number	Percent
Enforcing clean-up of junk & debris on private property	170	11.3 %
Enforcing mowing & cutting of weeds & grass on private property	173	11.5 %
Enforcing exterior maintenance of residential property	211	14.1 %
Enforcing sign regulations	104	6.9 %
Quality of animal control services	121	8.1 %
Enforcement of yard parking regulations in your neighborhood	115	7.7 %
City efforts to remove abandoned or inoperative vehicles	227	15.1 %
None chosen	379	25.3 %
Total	1500	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q14. Sum of top 3 choices	Number	Percent
Enforcing clean-up of junk & debris on private property	886	59.1 %
Enforcing mowing & cutting of weeds & grass on private property	744	49.6 %
Enforcing exterior maintenance of residential property	437	29.1 %
Enforcing sign regulations	271	18.1 %
Quality of animal control services	434	28.9 %
Enforcement of yard parking regulations in your neighborhood	266	17.7 %
City efforts to remove abandoned or inoperative vehicles	497	33.1 %
None chosen	269	17.9 %
Total	3804	

Q15. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Residential trash collection services	46.3%	42.9%	4.9%	2.5%	0.9%	2.5%
Q15-2. Curbside recycling services	41.1%	38.4%	7.5%	3.6%	2.9%	6.5%
Q15-3. Bulky item pick up/ removal services (e.g. old furniture, appliances)	40.8%	41.3%	7.9%	4.3%	2.1%	3.7%
Q15-4. Water service	32.0%	41.7%	11.8%	3.7%	2.3%	8.5%
Q15-5. Wastewater services	27.1%	38.5%	14.6%	2.1%	2.1%	15.5%
Q15-6. Speed of service (e.g. repairs, starting service)	21.3%	33.2%	21.7%	3.2%	1.7%	18.9%
Q15-7. Quality of customer service	23.9%	37.1%	20.9%	2.9%	1.9%	13.3%

WITHOUT "DON'T KNOW"

Q15. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Residential trash collection services	47.4%	44.0%	5.1%	2.6%	0.9%
Q15-2. Curbside recycling services	44.0%	41.1%	8.1%	3.8%	3.1%
Q15-3. Bulky item pick up/removal services (e.g. old furniture, appliances)	42.4%	42.8%	8.2%	4.4%	2.1%
Q15-4. Water service	35.0%	45.6%	12.9%	4.0%	2.5%
Q15-5. Wastewater services	32.0%	45.6%	17.3%	2.5%	2.5%
Q15-6. Speed of service (e.g. repairs, starting service)	26.3%	40.9%	26.7%	3.9%	2.1%
Q15-7. Quality of customer service	27.5%	42.8%	24.2%	3.3%	2.2%

Q16. 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?

Q16. Are you aware that City has a Household Hazardous Waste disposal facility at 1621 S. Portland

	Number	Percent
Yes	850	56.7 %
No	631	42.1 %
Not provided	19	1.3 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"

Q16. 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? (without "not provided")

Q16. Are you aware that City has a Household Hazardous Waste disposal facility at 1621 S. Portland

	Number	Percent
Yes	850	57.4 %
No	631	42.6 %
Total	1481	100.0 %

Q17. 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?

Q17. How many times in past 12 months did you visit an Oklahoma City park and/or participate in an Oklahoma City Parks & Recreation program

	Number	Percent
None	396	26.4 %
Less than 5 times	495	33.0 %
5 to 10 times	234	15.6 %
11 to 20 times	120	8.0 %
20+ times	199	13.3 %
Don't know	56	3.7 %
Total	1500	100.0 %

WITHOUT "DON'T KNOW"

Q17. 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? (without "don't know")

Q17. How many times in past 12 months did you visit an Oklahoma City park and/or participate in an Oklahoma City Parks & Recreation program

	Number	Percent
None	396	27.4 %
Less than 5 times	495	34.3 %
5 to 10 times	234	16.2 %
11 to 20 times	120	8.3 %
20+ times	199	13.8 %
Total	1444	100.0 %

Q18. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Maintenance of City parks	15.9%	44.4%	17.4%	6.5%	1.0%	14.8%
Q18-2. Quality of City parks near neighborhoods	16.9%	40.4%	18.9%	7.4%	1.9%	14.5%
Q18-3. Accessibility to walking & biking trails	17.0%	38.9%	17.8%	9.7%	2.5%	14.1%
Q18-4. Accessibility to City parks	18.1%	45.0%	17.9%	5.1%	1.2%	12.7%
Q18-5. Quality of swim lessons	3.3%	6.7%	22.3%	3.4%	1.8%	62.5%
Q18-6. Quality of City golf courses	8.5%	17.9%	18.5%	1.0%	0.5%	53.7%
Q18-7. Number of Athletic Leagues offered by City	4.1%	11.3%	21.1%	3.5%	0.9%	59.1%
Q18-8. Quality of recreation, athletic & aquatic facilities	5.7%	18.1%	21.1%	5.7%	2.2%	47.1%
Q18-9. Availability of information about parks & recreation activities & classes	6.1%	20.9%	24.9%	11.3%	4.3%	32.5%
Q18-10. Quality of recreation activities & classes	5.1%	16.5%	22.7%	4.3%	1.3%	50.1%
Q18-11. Civic Center Music Hall experience	20.6%	28.9%	15.1%	1.4%	0.5%	33.5%
Q18-12. Martin Park Nature Center experience	17.9%	23.9%	14.5%	1.1%	0.3%	42.3%
Q18-13. Will Rogers Gardens experience	16.5%	25.9%	15.5%	0.7%	0.2%	41.3%
Q18-14. Overall customer service of Parks & Recreation	12.5%	34.5%	23.3%	1.9%	0.7%	27.2%

WITHOUT "DON'T KNOW"

Q18. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Maintenance of City parks	18.6%	52.1%	20.4%	7.7%	1.2%
Q18-2. Quality of City parks near neighborhoods	19.8%	47.2%	22.1%	8.7%	2.2%
Q18-3. Accessibility to walking & biking trails	19.8%	45.3%	20.7%	11.3%	2.9%
Q18-4. Accessibility to City parks	20.7%	51.6%	20.6%	5.8%	1.4%
Q18-5. Quality of swim lessons	8.9%	17.8%	59.4%	9.1%	4.8%
Q18-6. Quality of City golf courses	18.3%	38.7%	39.9%	2.2%	1.0%
Q18-7. Number of Athletic Leagues offered by City	10.0%	27.6%	51.5%	8.6%	2.3%
Q18-8. Quality of recreation, athletic & aquatic facilities	10.7%	34.3%	40.0%	10.8%	4.2%
Q18-9. Availability of information about parks & recreation activities & classes	9.0%	31.0%	36.9%	16.8%	6.3%
Q18-10. Quality of recreation activities & classes	10.1%	33.1%	45.5%	8.5%	2.7%
Q18-11. Civic Center Music Hall experience	31.0%	43.4%	22.7%	2.1%	0.8%
Q18-12. Martin Park Nature Center experience	31.1%	41.4%	25.1%	1.8%	0.6%
Q18-13. Will Rogers Gardens experience	28.0%	44.0%	26.4%	1.1%	0.3%
Q18-14. Overall customer service of Parks & Recreation	17.1%	47.3%	32.0%	2.7%	0.9%

Q19. Which THREE of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. Top choice	Number	Percent
Maintenance of City parks	391	26.1 %
Quality of City parks near neighborhoods	192	12.8 %
Accessibility to walking & biking trails	167	11.1 %
Accessibility to City parks	51	3.4 %
Quality of swim lessons	24	1.6 %
Quality of City golf courses	31	2.1 %
Number of Athletic Leagues offered by City	28	1.9 %
Quality of recreation, athletic & aquatic facilities	36	2.4 %
Availability of information about parks & recreation activities & classes	102	6.8 %
Quality of recreation activities & classes	22	1.5 %
Civic Center Music Hall experience	18	1.2 %
Martin Park Nature Center experience	22	1.5 %
Will Rogers Gardens experience	9	0.6 %
Overall customer service of Parks & Recreation	14	0.9 %
None chosen	393	26.2 %
Total	1500	100.0 %

Q19. Which THREE of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. 2nd choice	Number	Percent
Maintenance of City parks	151	10.1 %
Quality of City parks near neighborhoods	244	16.3 %
Accessibility to walking & biking trails	141	9.4 %
Accessibility to City parks	96	6.4 %
Quality of swim lessons	24	1.6 %
Quality of City golf courses	20	1.3 %
Number of Athletic Leagues offered by City	36	2.4 %
Quality of recreation, athletic & aquatic facilities	76	5.1 %
Availability of information about parks & recreation activities & classes	127	8.5 %
Quality of recreation activities & classes	46	3.1 %
Civic Center Music Hall experience	26	1.7 %
Martin Park Nature Center experience	19	1.3 %
Will Rogers Gardens experience	17	1.1 %
Overall customer service of Parks & Recreation	22	1.5 %
None chosen	455	30.3 %
Total	1500	100.0 %

Q19. Which THREE of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. 3rd choice	Number	Percent
Maintenance of City parks	98	6.5 %
Quality of City parks near neighborhoods	121	8.1 %
Accessibility to walking & biking trails	134	8.9 %
Accessibility to City parks	101	6.7 %
Quality of swim lessons	24	1.6 %
Quality of City golf courses	25	1.7 %
Number of Athletic Leagues offered by City	50	3.3 %
Quality of recreation, athletic & aquatic facilities	75	5.0 %
Availability of information about parks & recreation activities & classes	117	7.8 %
Quality of recreation activities & classes	86	5.7 %
Civic Center Music Hall experience	32	2.1 %
Martin Park Nature Center experience	28	1.9 %
Will Rogers Gardens experience	29	1.9 %
Overall customer service of Parks & Recreation	70	4.7 %
None chosen	510	34.0 %
Total	1500	100.0 %

SUM OF TOP 3 CHOICES

Q19. Which THREE of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q19. Sum of top 3 choices	Number	Percent
Maintenance of City parks	640	42.7 %
Quality of City parks near neighborhoods	557	37.1 %
Accessibility to walking & biking trails	442	29.5 %
Accessibility to City parks	248	16.5 %
Quality of swim lessons	72	4.8 %
Quality of City golf courses	76	5.1 %
Number of Athletic Leagues offered by City	114	7.6 %
Quality of recreation, athletic & aquatic facilities	187	12.5 %
Availability of information about parks & recreation activities & classes	346	23.1 %
Quality of recreation activities & classes	154	10.3 %
Civic Center Music Hall experience	76	5.1 %
Martin Park Nature Center experience	69	4.6 %
Will Rogers Gardens experience	55	3.7 %
Overall customer service of Parks & Recreation	106	7.1 %
None chosen	393	26.2 %
Total	3535	

Q20. Physical Activity. Not counting activity at work, how often did you participate in any physical activity or exercise such as running, golfing, gardening, walking, cycling or calisthenics in the past month?

Q20. How often did you participate in any physical activity or exercise in past month

	Number	Percent
3+ times a week (often)	555	37.0 %
1-3 times a week (regularly)	381	25.4 %
1-3 times a month (occasionally)	316	21.1 %
0 times last month (never)	164	10.9 %
Don't know	84	5.6 %
Total	1500	100.0 %

WITHOUT "DON'T KNOW"

Q20. Physical Activity. Not counting activity at work, how often did you participate in any physical activity or exercise such as running, golfing, gardening, walking, cycling or calisthenics in the past month? (without "don't know")

Q20. How often did you participate in any physical activity or exercise in past month

	Number	Percent
3+ times a week (often)	555	39.2 %
1-3 times a week (regularly)	381	26.9 %
1-3 times a month (occasionally)	316	22.3 %
0 times last month (never)	164	11.6 %
Total	1416	100.0 %

Q21. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Condition of major City streets	3.7%	23.1%	18.7%	33.7%	18.7%	2.2%
Q21-2. Condition of streets in your neighborhood	6.8%	26.1%	19.6%	27.7%	17.9%	1.9%
Q21-3. Condition of street signs	10.2%	48.5%	26.8%	9.0%	2.9%	2.6%
Q21-4. Condition of pavement markings on City streets	6.5%	30.8%	25.0%	23.9%	10.3%	3.6%
Q21-5. Snow removal on snow routes during past year	10.1%	37.4%	24.9%	8.7%	4.6%	14.3%
Q21-6. Condition of landscaping or streetscaping in medians & along City streets	8.5%	37.5%	26.0%	16.1%	6.7%	5.2%
Q21-7. Condition of sidewalks	8.1%	33.0%	27.1%	16.6%	7.9%	7.3%
Q21-8. Condition of bicycle infrastructure	5.6%	20.5%	25.3%	13.0%	7.9%	27.6%
Q21-9. Cleanliness of City streets & other public areas	6.7%	32.3%	28.1%	19.3%	8.4%	5.1%
Q21-10. Cleanliness of stormwater drains in your neighborhood	7.7%	32.3%	23.9%	14.7%	9.3%	12.0%

WITHOUT "DON'T KNOW"

Q21. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Condition of major City streets	3.7%	23.6%	19.2%	34.4%	19.1%
Q21-2. Condition of streets in your neighborhood	6.9%	26.6%	20.0%	28.2%	18.3%
Q21-3. Condition of street signs	10.5%	49.8%	27.5%	9.2%	2.9%
Q21-4. Condition of pavement markings on City streets	6.7%	32.0%	25.9%	24.8%	10.7%
Q21-5. Snow removal on snow routes during past year	11.7%	43.6%	29.1%	10.2%	5.4%
Q21-6. Condition of landscaping or streetscaping in medians & along City streets	8.9%	39.6%	27.4%	17.0%	7.0%
Q21-7. Condition of sidewalks	8.7%	35.6%	29.3%	17.9%	8.5%
Q21-8. Condition of bicycle infrastructure	7.7%	28.4%	35.0%	18.0%	11.0%
Q21-9. Cleanliness of City streets & other public areas	7.0%	34.1%	29.7%	20.4%	8.9%
Q21-10. Cleanliness of stormwater drains in your neighborhood	8.8%	36.7%	27.2%	16.7%	10.6%

Q22. Which THREE of the maintenance items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	694	46.3 %
Condition of streets in your neighborhood	267	17.8 %
Condition of street signs	18	1.2 %
Condition of pavement markings on City streets	57	3.8 %
Snow removal on snow routes during past year	19	1.3 %
Condition of landscaping or streetscaping in medians & along City streets	31	2.1 %
Condition of sidewalks	67	4.5 %
Condition of bicycle infrastructure	37	2.5 %
Cleanliness of City streets & other public areas	46	3.1 %
Cleanliness of stormwater drains in your neighborhood	67	4.5 %
None chosen	197	13.1 %
Total	1500	100.0 %

Q22. Which THREE of the maintenance items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	201	13.4 %
Condition of streets in your neighborhood	365	24.3 %
Condition of street signs	47	3.1 %
Condition of pavement markings on City streets	149	9.9 %
Snow removal on snow routes during past year	56	3.7 %
Condition of landscaping or streetscaping in medians & along City streets	97	6.5 %
Condition of sidewalks	93	6.2 %
Condition of bicycle infrastructure	57	3.8 %
Cleanliness of City streets & other public areas	109	7.3 %
Cleanliness of stormwater drains in your neighborhood	78	5.2 %
None chosen	248	16.5 %
Total	1500	100.0 %

Q22. Which THREE of the maintenance items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	85	5.7 %
Condition of streets in your neighborhood	76	5.1 %
Condition of street signs	60	4.0 %
Condition of pavement markings on City streets	173	11.5 %
Snow removal on snow routes during past year	71	4.7 %
Condition of landscaping or streetscaping in medians & along City streets	115	7.7 %
Condition of sidewalks	139	9.3 %
Condition of bicycle infrastructure	87	5.8 %
Cleanliness of City streets & other public areas	249	16.6 %
Cleanliness of stormwater drains in your neighborhood	119	7.9 %
None chosen	326	21.7 %
Total	1500	100.0 %

SUM OF TOP 3 CHOICES

Q22. Which THREE of the maintenance items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q22. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	980	65.3 %
Condition of streets in your neighborhood	708	47.2 %
Condition of street signs	125	8.3 %
Condition of pavement markings on City streets	379	25.3 %
Snow removal on snow routes during past year	146	9.7 %
Condition of landscaping or streetscaping in medians & along City streets	243	16.2 %
Condition of sidewalks	299	19.9 %
Condition of bicycle infrastructure	181	12.1 %
Cleanliness of City streets & other public areas	404	26.9 %
Cleanliness of stormwater drains in your neighborhood	264	17.6 %
None chosen	197	13.1 %
Total	3926	

Q23. Have you contacted the City of Oklahoma City during the past year?

<u>Q23. Have you contacted City during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	527	35.1 %
No	973	64.9 %
Total	1500	100.0 %

Q23a. (If YES to Question 23) Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following.

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23a-1. How helpful City staff was when you called	32.1%	37.2%	13.7%	8.9%	5.5%	2.7%
Q23a-2. How helpful City staff was when you visited	19.5%	22.0%	18.4%	4.7%	4.0%	31.3%
Q23a-3. Accuracy of information you were given	26.8%	36.2%	18.4%	8.2%	5.3%	5.1%
Q23a-4. How quickly City staff responded to your request	26.9%	35.7%	16.3%	9.9%	8.2%	3.0%
Q23a-5. How well your issue was handled	26.9%	32.8%	14.4%	11.0%	12.1%	2.7%

WITHOUT "DON'T KNOW"

Q23a. (If YES to Question 23) Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following. (without "don't know")

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. How helpful City staff was when you called	32.9%	38.2%	14.0%	9.2%	5.7%
Q23a-2. How helpful City staff was when you visited	28.5%	32.0%	26.8%	6.9%	5.8%
Q23a-3. Accuracy of information you were given	28.2%	38.2%	19.4%	8.6%	5.6%
Q23a-4. How quickly City staff responded to your request	27.8%	36.8%	16.8%	10.2%	8.4%
Q23a-5. How well your issue was handled	27.7%	33.7%	14.8%	11.3%	12.5%

Q24. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Availability of news & information about City	14.1%	41.9%	26.3%	6.6%	1.6%	9.4%
Q24-2. Information in water bill newsletter	19.4%	44.5%	18.9%	1.7%	1.2%	14.3%
Q24-3. City's website (okc.gov) as a source of information	14.3%	36.8%	24.6%	3.2%	1.7%	19.5%
Q24-4. City's use of social media	10.9%	27.3%	27.1%	3.4%	1.3%	29.9%
Q24-5. City's website as a means to transact business with City	10.0%	26.9%	26.1%	3.5%	1.9%	31.5%
Q24-6. Services & information provided by City's Action Center	8.5%	23.4%	22.4%	3.4%	1.7%	40.6%

WITHOUT "DON'T KNOW"

Q24. 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=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Availability of news & information about City	15.6%	46.3%	29.1%	7.3%	1.8%
Q24-2. Information in water bill newsletter	22.6%	51.9%	22.1%	1.9%	1.4%
Q24-3. City's website (okc.gov) as a source of information	17.7%	45.7%	30.5%	4.0%	2.1%
Q24-4. City's use of social media	15.6%	39.0%	38.6%	4.9%	1.9%
Q24-5. City's website as a means to transact business with City	14.6%	39.3%	38.2%	5.1%	2.8%
Q24-6. Services & information provided by City's Action Center	14.3%	39.4%	37.7%	5.7%	2.9%

Q25. Which of the following do you use to get information about the City of Oklahoma City?

Q25. Which following do you use to get City information	Number	Percent
Water bill newsletter, CityNews	895	59.7 %
Newspapers	335	22.3 %
Radio	309	20.6 %
Television news	863	57.5 %
City website (okc.gov)	598	39.9 %
City cable channel (Channel 20)	52	3.5 %
Calling City	180	12.0 %
Social media	466	31.1 %
OKC GOV mobile app	96	6.4 %
Other	55	3.7 %
Total	3849	

Q26. How do you prefer to report code violations and non-emergency problems or request a City service?

Q26. How do you prefer to report code violations & non-emergency problems or request a City service	Number	Percent
Call Action Center (297-2535)	648	43.2 %
Online at okc.gov	574	38.3 %
Social media	65	4.3 %
OKC GOV mobile app	114	7.6 %
Call the department	494	32.9 %
Email	234	15.6 %
Mail	20	1.3 %
Other	30	2.0 %
Total	2179	

Q27. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Oklahoma City with regard to the following.

(N=1500)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q27-1. As a place to live	30.9%	52.0%	9.0%	5.3%	1.3%	1.4%
Q27-2. As a place to raise children	27.6%	44.0%	12.0%	7.1%	2.9%	6.5%
Q27-3. As a place to work	27.1%	50.9%	11.6%	5.3%	1.9%	3.3%
Q27-4. As a place to retire	22.4%	39.0%	19.1%	9.4%	5.3%	4.9%
Q27-5. As a place to visit	21.8%	41.9%	18.9%	10.0%	3.9%	3.5%
Q27-6. As a City that is moving in right direction	26.1%	44.5%	17.3%	5.3%	3.6%	3.3%

WITHOUT "DON'T KNOW"

Q27. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Oklahoma City with regard to the following. (without "don't know")

(N=1500)

	Excellent	Good	Neutral	Below average	Poor
Q27-1. As a place to live	31.4%	52.7%	9.1%	5.4%	1.4%
Q27-2. As a place to raise children	29.5%	47.0%	12.8%	7.6%	3.1%
Q27-3. As a place to work	28.0%	52.6%	12.0%	5.5%	1.9%
Q27-4. As a place to retire	23.5%	41.0%	20.0%	9.9%	5.5%
Q27-5. As a place to visit	22.6%	43.4%	19.6%	10.4%	4.1%
Q27-6. As a City that is moving in right direction	26.9%	46.0%	17.8%	5.5%	3.7%

Q28. How satisfied are you with the various aspects of your neighborhood? Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Safety	25.6%	46.1%	13.8%	9.2%	2.9%	2.3%
Q28-2. Appearance	22.5%	44.7%	16.9%	10.7%	2.5%	2.7%
Q28-3. Property maintenance	20.3%	41.9%	19.2%	12.5%	3.0%	3.1%
Q28-4. Sense of community	17.5%	37.0%	26.4%	9.8%	3.4%	5.9%
Q28-5. Amenities (e.g. sidewalks, parks, shopping, trees)	15.2%	36.5%	22.3%	13.8%	7.3%	4.9%
Q28-6. Overall quality	19.9%	48.8%	18.5%	7.4%	2.1%	3.3%

WITHOUT "DON'T KNOW"

Q28. How satisfied are you with the various aspects of your neighborhood? Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Safety	26.2%	47.2%	14.1%	9.4%	3.0%
Q28-2. Appearance	23.2%	45.9%	17.3%	11.0%	2.6%
Q28-3. Property maintenance	21.0%	43.2%	19.8%	12.9%	3.1%
Q28-4. Sense of community	18.6%	39.3%	28.1%	10.4%	3.6%
Q28-5. Amenities (e.g. sidewalks, parks, shopping, trees)	16.0%	38.3%	23.5%	14.5%	7.7%
Q28-6. Overall quality	20.6%	50.4%	19.2%	7.6%	2.1%

Q29. Approximately how many years have you lived in Oklahoma City?

Q29. How many years have you lived in Oklahoma City	Number	Percent
Less than 5 years	73	4.9 %
5-10 years	152	10.1 %
11-20 years	284	18.9 %
20+ years	944	62.9 %
Not provided	47	3.1 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Approximately how many years have you lived in Oklahoma City? (without "not provided")**

Q29. How many years have you lived in Oklahoma City	Number	Percent
Less than 5 years	73	5.0 %
5-10 years	152	10.5 %
11-20 years	284	19.5 %
20+ years	944	65.0 %
Total	1453	100.0 %

Q30. Are you registered to vote?

Q30. Are you registered to vote	Number	Percent
Yes	1382	92.1 %
No	81	5.4 %
Not provided	37	2.5 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Are you registered to vote? (without "not provided")**

Q30. Are you registered to vote	Number	Percent
Yes	1382	94.5 %
No	81	5.5 %
Total	1463	100.0 %

Q31. What is your age?

Q31. Your age	Number	Percent
Under 35 years	297	19.8 %
35-44 years	302	20.1 %
45-54 years	305	20.3 %
55-64 years	300	20.0 %
65+ years	272	18.1 %
Not provided	24	1.6 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"**Q31. What is your age? (without "not provided")**

Q31. Your age	Number	Percent
Under 35 years	297	20.1 %
35-44 years	302	20.5 %
45-54 years	305	20.7 %
55-64 years	300	20.3 %
65+ years	272	18.4 %
Total	1476	100.0 %

Q32. What is your gender?

Q32. Your gender	Number	Percent
Male	747	49.8 %
Female	749	49.9 %
Not provided	4	0.3 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"**Q32. What is your gender? (without "not provided")**

Q32. Your gender	Number	Percent
Male	747	49.9 %
Female	749	50.1 %
Total	1496	100.0 %

Q33. Do you own or rent your current residence?

Q33. Do you own or rent your current residence	Number	Percent
Own	1169	77.9 %
Rent	322	21.5 %
Not provided	9	0.6 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Do you own or rent your current residence? (without "not provided")

Q33. Do you own or rent your current residence	Number	Percent
Own	1169	78.4 %
Rent	322	21.6 %
Total	1491	100.0 %

Q34. Which of the following best describes your race/ethnicity?

Q34. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	59	3.9 %
White	931	62.1 %
American Indian/Eskimo	62	4.1 %
Black/African American	215	14.3 %
Hispanic/Latino/Spanish	268	17.9 %
Other	11	0.7 %
Total	1546	

Q34-6. Other

Q34-6. Other	Number	Percent
MIXED	3	27.3 %
European American	1	9.1 %
Mediterranean American	1	9.1 %
IRISH IMMIGRANT	1	9.1 %
SOMALI	1	9.1 %
MEXICAN AMERICAN	1	9.1 %
Italian, Native American	1	9.1 %
European, White	1	9.1 %
Czech heritage	1	9.1 %
Total	11	100.0 %

Q35. Would you say your total annual household income is...

Q35. Your total annual household income	Number	Percent
Under \$30K	198	13.2 %
\$30K to \$59,999	367	24.5 %
\$60K to \$99,999	362	24.1 %
\$100K+	401	26.7 %
Not provided	172	11.5 %
Total	1500	100.0 %

WITHOUT "NOT PROVIDED"

Q35. Would you say your total annual household income is... (without "not provided")

Q35. Your total annual household income	Number	Percent
Under \$30K	198	14.9 %
\$30K to \$59,999	367	27.6 %
\$60K to \$99,999	362	27.3 %
\$100K+	401	30.2 %
Total	1328	100.0 %

Q36. Would you be willing to participate in future surveys or focus groups sponsored by the City?

Q36. Would you be willing to participate in future surveys or focus groups sponsored by City	Number	Percent
Yes	705	47.0 %
No	795	53.0 %
Total	1500	100.0 %

Ward

Ward	Number	Percent
1	196	13.1 %
2	166	11.1 %
3	183	12.2 %
4	160	10.7 %
5	182	12.1 %
6	160	10.7 %
7	216	14.4 %
8	237	15.8 %
Total	1500	100.0 %

Section 5
Survey Instrument



The City of
OKLAHOMA CITY

July 2020

Dear Neighbor:

Every year, your Mayor and Council send a representative group of residents this scientific survey you are now holding in your hands. Today is your lucky day, because this year you are a member of that group.

Your input on the enclosed survey is extremely important. Over the course of the next year, we will make decisions regarding a wide range of City services, including public safety, streets, transit, 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 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 our community.

Please return your survey sometime during the next week. Your responses will remain confidential. Your survey can be returned in the enclosed postage-paid envelope or complete it on-line at www.OKCitySurvey.org.

If you have any questions about this survey, please call the City's Action Center at 297-2535.

Again, please return your survey and thank you for your time. For us to continue our forward progress as "#1OKC," your voice must be heard.

Sincerely,

A handwritten signature in black ink that reads "David Holt".

David Holt
Mayor

2020 City of Oklahoma City Resident 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 resident concerns. If you have questions, please call the city's Action Center at 297-2535. You may also complete the survey on-line by going to OKCitySurvey.org.

- 1. Perception of the City. Major categories of services provided by the City of Oklahoma City are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police service	5	4	3	2	1	9
02. Quality of fire service	5	4	3	2	1	9
03. Quality of ambulance service	5	4	3	2	1	9
04. Quality of city parks and recreation programs and facilities	5	4	3	2	1	9
05. Condition of city streets	5	4	3	2	1	9
06. Quality of city water utilities	5	4	3	2	1	9
07. Quality of city trash services	5	4	3	2	1	9
08. Enforcement of city codes and ordinances	5	4	3	2	1	9
09. Quality of customer service you receive from city employees	5	4	3	2	1	9
10. Effectiveness of city communication with the public	5	4	3	2	1	9
11. Flow of traffic and the ease of getting around town	5	4	3	2	1	9
12. Overall quality of the city's public transit system (Bus, Ferry, Bike Share, Streetcar)	5	4	3	2	1	9

- 2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]**

1st: ____ 2nd: ____ 3rd: ____

- 3. Items that may influence your perception of the City of Oklahoma City are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of services provided by the city	5	4	3	2	1	9
2. Appearance of the city	5	4	3	2	1	9
3. Image of the city	5	4	3	2	1	9
4. How well the city is planning growth	5	4	3	2	1	9
5. Quality of life in the city	5	4	3	2	1	9
6. Feeling of safety in the city	5	4	3	2	1	9
7. Quality of downtown	5	4	3	2	1	9

- 3a. If you are dissatisfied with #6 above, what is your greatest concern about public safety?**

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".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Police service in your neighborhood	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. Availability of information about police programs and activities	5	4	3	2	1	9
4. Fire protection in your neighborhood	5	4	3	2	1	9
5. Fire safety information and public education programs	5	4	3	2	1	9

4a. **If you were dissatisfied with #2 above, why are you dissatisfied with the enforcement of traffic laws?**

- ___(1) Traffic laws are too strictly enforced/too many citations are given
- ___(2) Traffic laws are not enforced enough/not enough citations are given
- ___(3) Other: _____

5. **Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations.**

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Walking in your neighborhood during the day	5	4	3	2	1	9
2. Walking in your neighborhood after dark	5	4	3	2	1	9
3. In the downtown area	5	4	3	2	1	9
4. In city parks during the day	5	4	3	2	1	9

6. **Have you had contact with a City of Oklahoma City police officer in the last three years?**

- ___(1) Yes [Answer Q6a-c.]
- ___(2) No [Skip to Q8.]

6a. **What was the nature of your contact with the police officer?**

- ___(1) Traffic
- ___(2) Victim of Crime
- ___(3) Suspected of committing a crime
- ___(4) Other: _____

6b. **Were you treated fairly by the officer?**

- ___(1) Yes
- ___(2) No

6c. **How would you rate response time of the officer?**

- ___(1) Excellent
- ___(2) Good
- ___(3) Neutral
- ___(4) Acceptable
- ___(5) Poor

7. **Do you have any recommendations or suggestions for improvement for the Police Department?**
[You can also make suggestions at www.okc.gov.]

8. **Do you have a working smoke alarm in your home?** ___(1) Yes ___(2) No

If you cannot afford a smoke alarm, don't know how/can't install or check your smoke alarm, please call 316-BEEP, visit SmokeAlarmsOKC.com or GratisAlarms.com online, or stop by any OKC fire station.

9. Which **THREE** of the following bus service characteristics are **MOST IMPORTANT** to you when considering whether or not to use public transit? [Write in your answers using the numbers from the list below.]

- 1. How often the bus comes by your stop
- 2. Service available until midnight
- 3. Sheltered bus stops
- 4. The time it takes to make a trip
- 5. Later weekend service
- 6. Access to a park & ride location
- 7. Routes to more places
- 8. Pedestrian access to bus stops

1st: ____ 2nd: ____ 3rd: ____

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

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

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

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

12. **Schools.** While the City does not operate public schools, 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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Safety in your neighborhood schools	5	4	3	2	1	9
2. The quality of education in your neighborhood schools	5	4	3	2	1	9

13. **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".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the clean-up of junk and debris on private property	5	4	3	2	1	9
2. Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
3. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcing sign regulations	5	4	3	2	1	9
5. Quality of animal control services	5	4	3	2	1	9
6. Enforcement of yard parking regulations in your neighborhood	5	4	3	2	1	9
7. City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

14. Which **THREE** code enforcement items listed in Question 13 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 13.]

1st: ____ 2nd: ____ 3rd: ____

15. **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".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Bulky item pick up/removal services (e.g. old furniture, appliances)	5	4	3	2	1	9
4. Water service	5	4	3	2	1	9
5. Wastewater services	5	4	3	2	1	9
6. Speed of service (e.g. repairs, starting service)	5	4	3	2	1	9
7. Quality of customer service	5	4	3	2	1	9

16. **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

17. **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?**

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

18. **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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of city parks	5	4	3	2	1	9
02. Quality of city parks near neighborhoods	5	4	3	2	1	9
03. Accessibility to walking and biking trails	5	4	3	2	1	9
04. Accessibility to city parks	5	4	3	2	1	9
05. Quality of swim lessons	5	4	3	2	1	9
06. Quality of city golf courses	5	4	3	2	1	9
07. Number of Athletic Leagues offered by the city	5	4	3	2	1	9
08. Quality of recreation, athletic and aquatic facilities	5	4	3	2	1	9
09. Availability of information about parks and recreation activities and classes	5	4	3	2	1	9
10. Quality of recreation activities and classes	5	4	3	2	1	9
11. Civic Center Music Hall experience	5	4	3	2	1	9
12. Martin Park Nature Center experience	5	4	3	2	1	9
13. Will Rogers Gardens experience	5	4	3	2	1	9
14. Overall customer service of Parks and Recreation	5	4	3	2	1	9

19. **Which THREE of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 18.]**

1st: ____ 2nd: ____ 3rd: ____

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

____(1) More than 3 times a week (often) ____ (3) 1-3 times a month (occasionally) ____ (9) Don't know
 ____ (2) 1-3 times a week (regularly) ____ (4) 0 times last month (never)

21. **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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Condition of major city streets	5	4	3	2	1	9
02. Condition of streets in your neighborhood	5	4	3	2	1	9
03. Condition of street signs	5	4	3	2	1	9
04. Condition of pavement markings on city streets	5	4	3	2	1	9
05. Snow removal on snow routes during the past year	5	4	3	2	1	9
06. Condition of landscaping or streetscaping in medians and along city streets	5	4	3	2	1	9
07. Condition of sidewalks	5	4	3	2	1	9
08. Condition of bicycle infrastructure	5	4	3	2	1	9
09. Cleanliness of city streets and other public areas	5	4	3	2	1	9
10. Cleanliness of stormwater drains in your neighborhood	5	4	3	2	1	9

22. Which THREE of the maintenance items listed in Question 21 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 21.]

1st: ____ 2nd: ____ 3rd: ____

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

____(1) Yes [Answer Q23a.] ____ (2) No [Skip to Q24.]

23a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with the city employees you have contacted with regard to the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How helpful city staff was when you called	5	4	3	2	1	9
2. How helpful city staff was when you visited	5	4	3	2	1	9
3. The accuracy of the information you were given	5	4	3	2	1	9
4. How quickly city staff responded to your request	5	4	3	2	1	9
5. How well your issue was handled	5	4	3	2	1	9

24. **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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of news and information about the city	5	4	3	2	1	9
2. The information in the water bill newsletter	5	4	3	2	1	9
3. The city's website (okc.gov) as a source of information	5	4	3	2	1	9
4. The city's use of social media	5	4	3	2	1	9
5. The city's website as a means to transact business with the city	5	4	3	2	1	9
6. Services and information provided by the city's Action Center	5	4	3	2	1	9

25. Which of the following do you use to get information about the City of Oklahoma City? [Check all that apply.]

- (01) Water bill newsletter, CityNews (06) City cable channel (Channel 20)
 (02) Newspapers (07) Calling the city
 (03) Radio (08) Social media
 (04) Television news (09) OKC GOV Mobile App
 (05) City website (okc.gov) (10) Other: _____

26. 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) (4) OKC GOV Mobile App (7) Mail
 (2) Online at okc.gov (5) Call the department (8) Other: _____
 (3) Social media (6) Email

27. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate Oklahoma City with regard to the following.

How would you rate the City of Oklahoma City...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a city that is moving in the right direction	5	4	3	2	1	9

28. How satisfied are you with the various aspects of your neighborhood? Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Safety	5	4	3	2	1	9
2. Appearance	5	4	3	2	1	9
3. Property maintenance	5	4	3	2	1	9
4. Sense of community	5	4	3	2	1	9
5. Amenities (e.g. sidewalks, parks, shopping, trees)	5	4	3	2	1	9
6. Overall quality	5	4	3	2	1	9

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

- (1) Less than 5 years (2) 5-10 years (3) 11-20 years (4) More than 20 years

30. Are you registered to vote? (1) Yes (2) No

31. What is your age?

- (1) Under 25 years (3) 35-44 years (5) 55-64 years (7) 75+ years
 (2) 25-34 years (4) 45-54 years (6) 65-74 years

32. What is your gender? (1) Male (2) Female

33. Do you own or rent your current residence? (1) Own (2) Rent

34. Which of the following best describes your race/ethnicity? [Check all that apply.]

- (1) Asian/Pacific Islander (3) American Indian/Eskimo (5) Hispanic/Latino/Spanish
 (2) White (4) Black/African American (6) Other: _____

35. Would you say your total annual household income is...

- (1) Under \$30,000 (2) \$30,000 to \$59,999 (3) \$60,000 to \$99,999 (4) \$100,000 or more

36. Would you be willing to participate in future surveys or focus groups sponsored by the city?

- (1) Yes [Answer Q36a.] (2) No

36a. Please provide your contact information below.

Name: _____

Phone Number: _____

Email: _____

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to.
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. Thank you.