

2015 Citizen Survey Findings Report

Presented to



The City of Oklahoma City

By

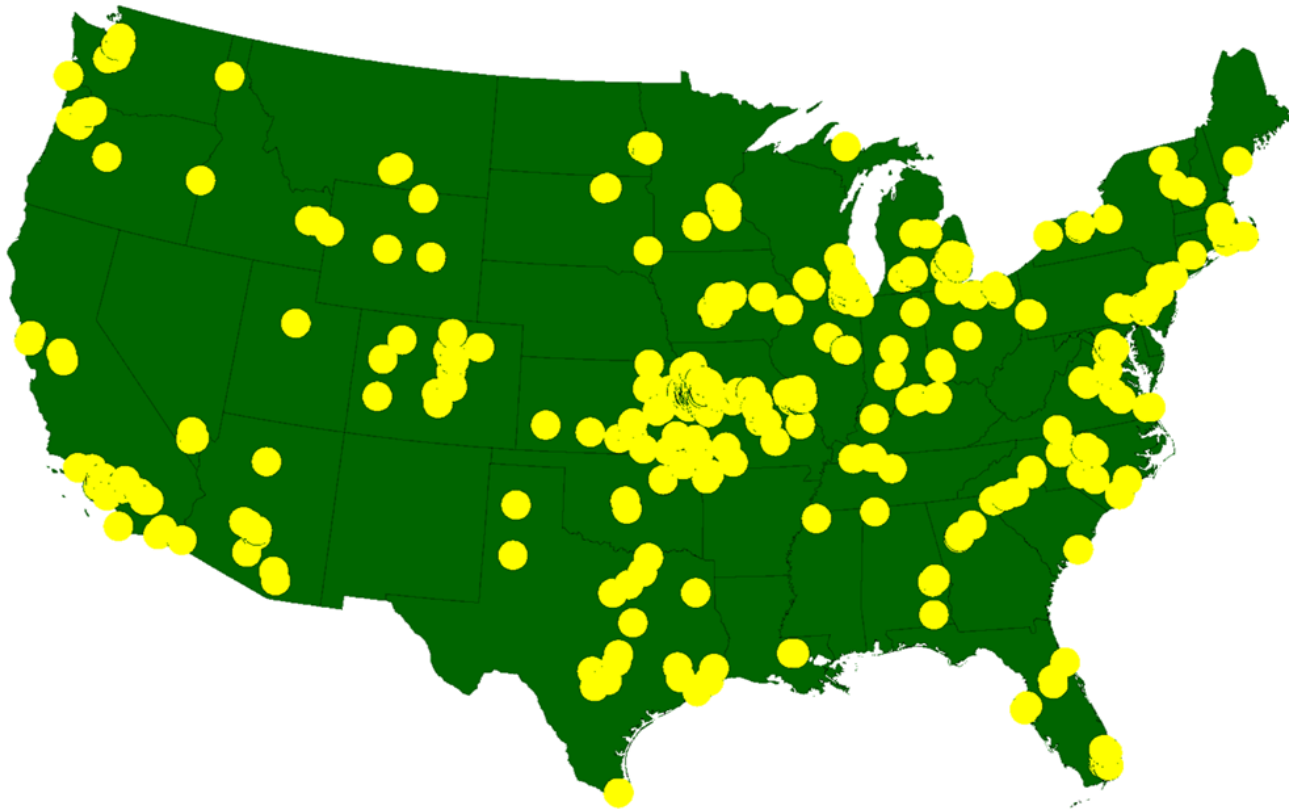
ETC Institute



July 2015

A National Leader in Market Research for Local Governmental Organizations

**...helping city and county governments gather and use survey data to enhance
organizational performance for more than 30 years**



**More than 2,050,000 Persons Surveyed Since 2006
for more than 850 cities in 49 States**

Benchmarking Communities

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

Agenda

- **Purpose**
- **Methodology**
- **Bottom Line Up Front**
- **Major Findings**
- **Summary**
- **Questions**

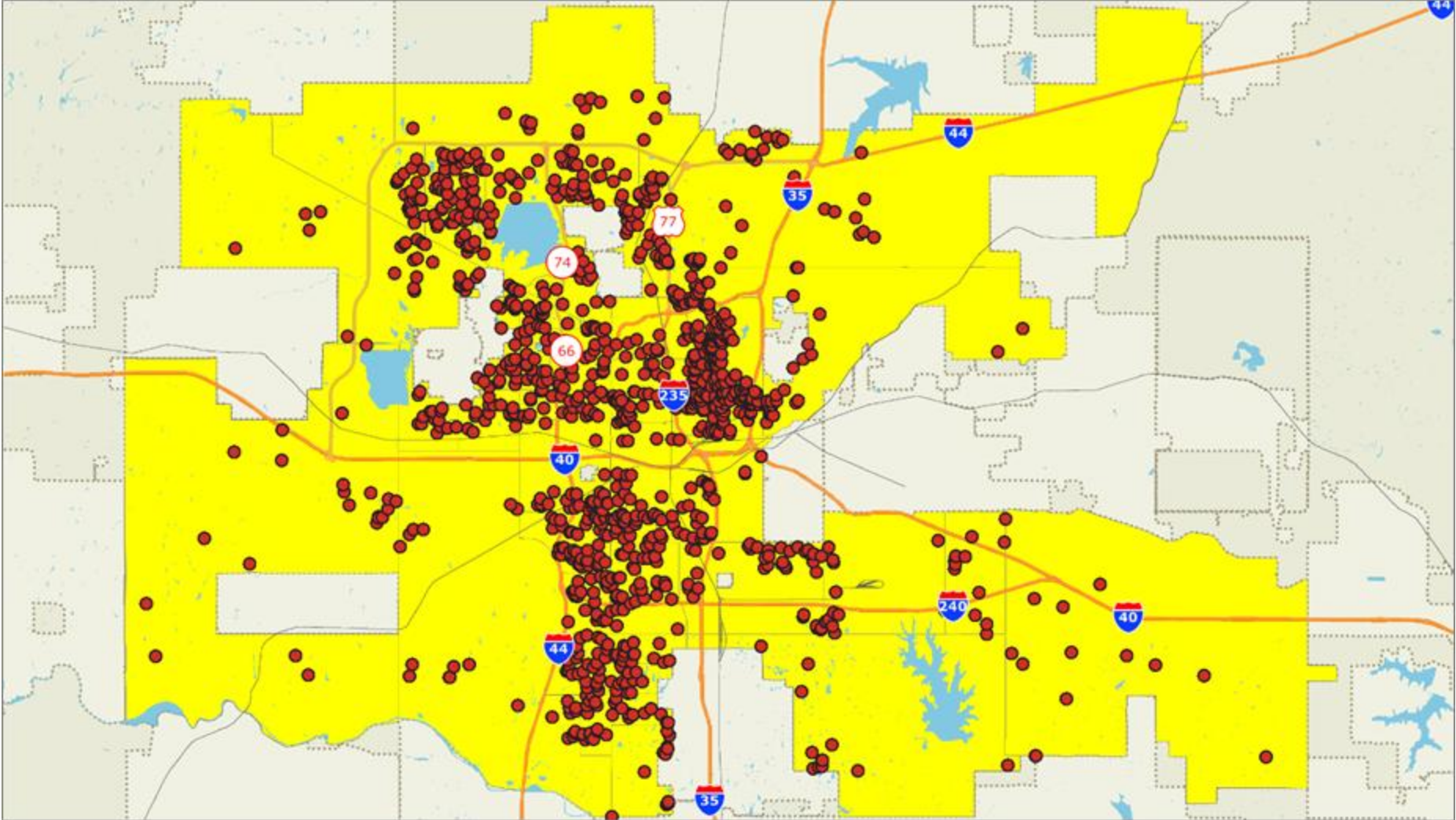
Purpose of the Survey

- **Assess satisfaction with the delivery of major city services**
- **Identify ways to improve the overall quality of services provided by the City**
- **To help determine priorities for the community as part of the City's ongoing planning process**
- **Measure success over time**

Methodology

- **Survey Description:**
 - survey was 6 pages long
 - took 15-20 minutes to complete
- **Method of Administration:**
 - by mail with follow-up by phone
 - randomly selected sample of households
 - Cell phones were captured in the sample
- **Sample size: 1,370 completed surveys**
- **Accuracy: +/-2.6% at the 95% level of confidence**
- **Demographic Composition of the Sample: mirrors the most recent Census estimates**
- **GIS Mapping**

Location of Survey Respondents



2015 City of Oklahoma City Citizen Survey

Bottom Line Up Front

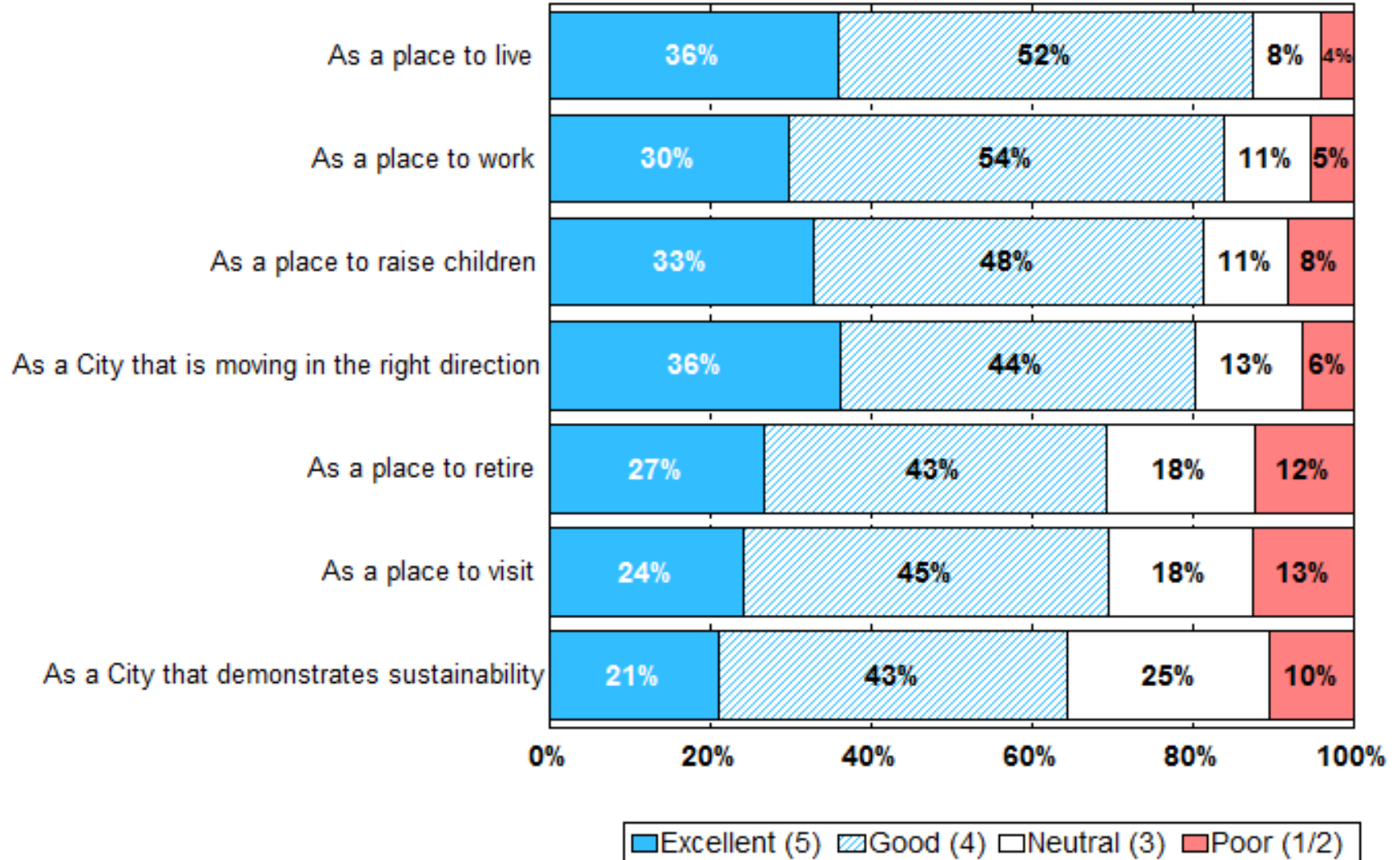
- Among large U.S. cities, Oklahoma City's rating for the "overall quality of city services" is one of the very best (19% above the national average)
- Satisfaction with City services declined in some areas from 2014, but ratings of the City as a place to live, raise children and work have improved
- The City continues to do a good job of equitably providing city services to residents in all areas of the City
- The top priority for residents continues to be the Maintenance of City Streets

Major Findings:

**Residents Have a Very Positive
Perception of the City**

Q27. Overall Ratings of Oklahoma City

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

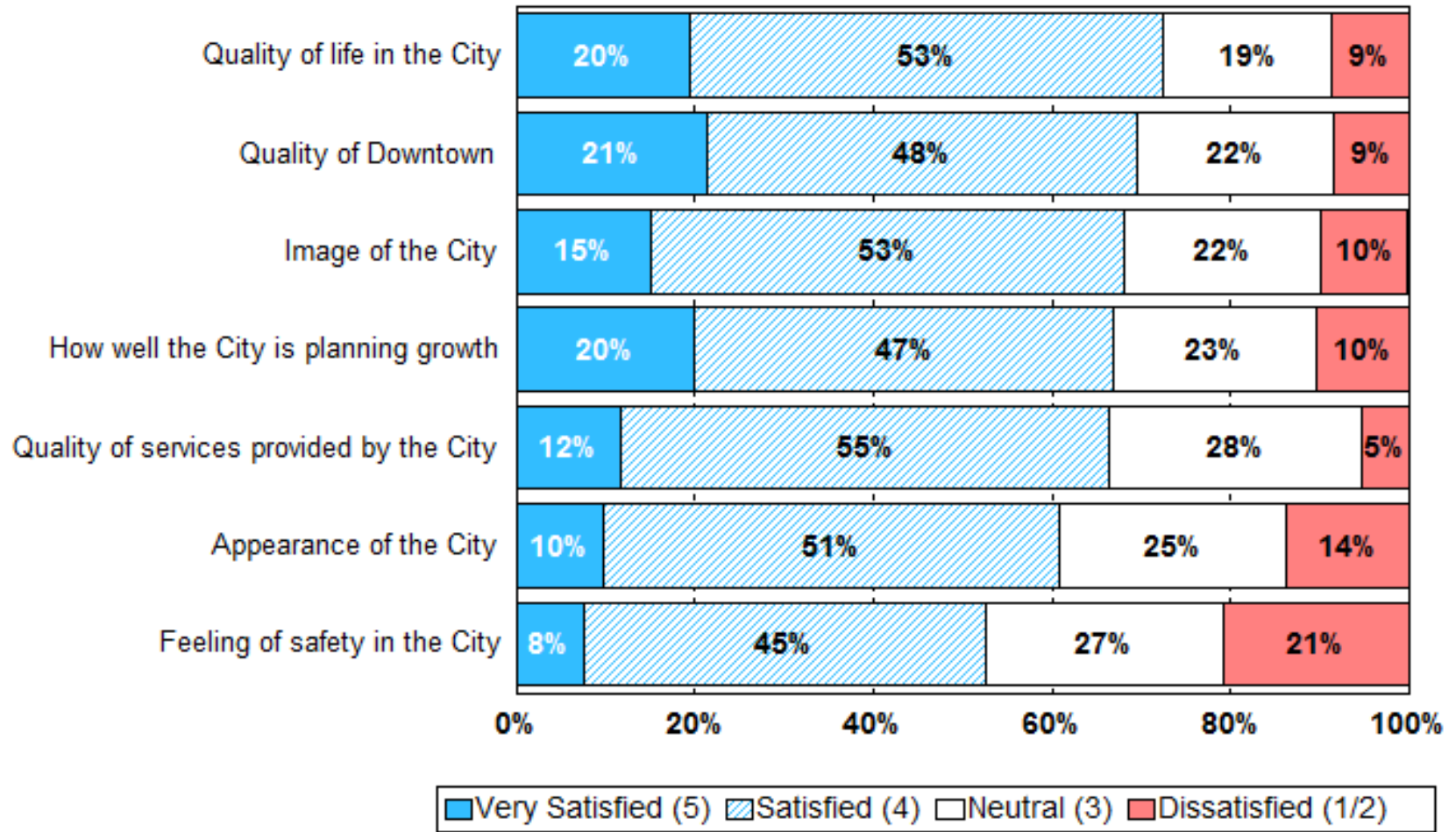


Source: ETC Institute (2015 - Oklahoma City, OK)

Most Residents Have a Very Positive Perception of the City

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

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

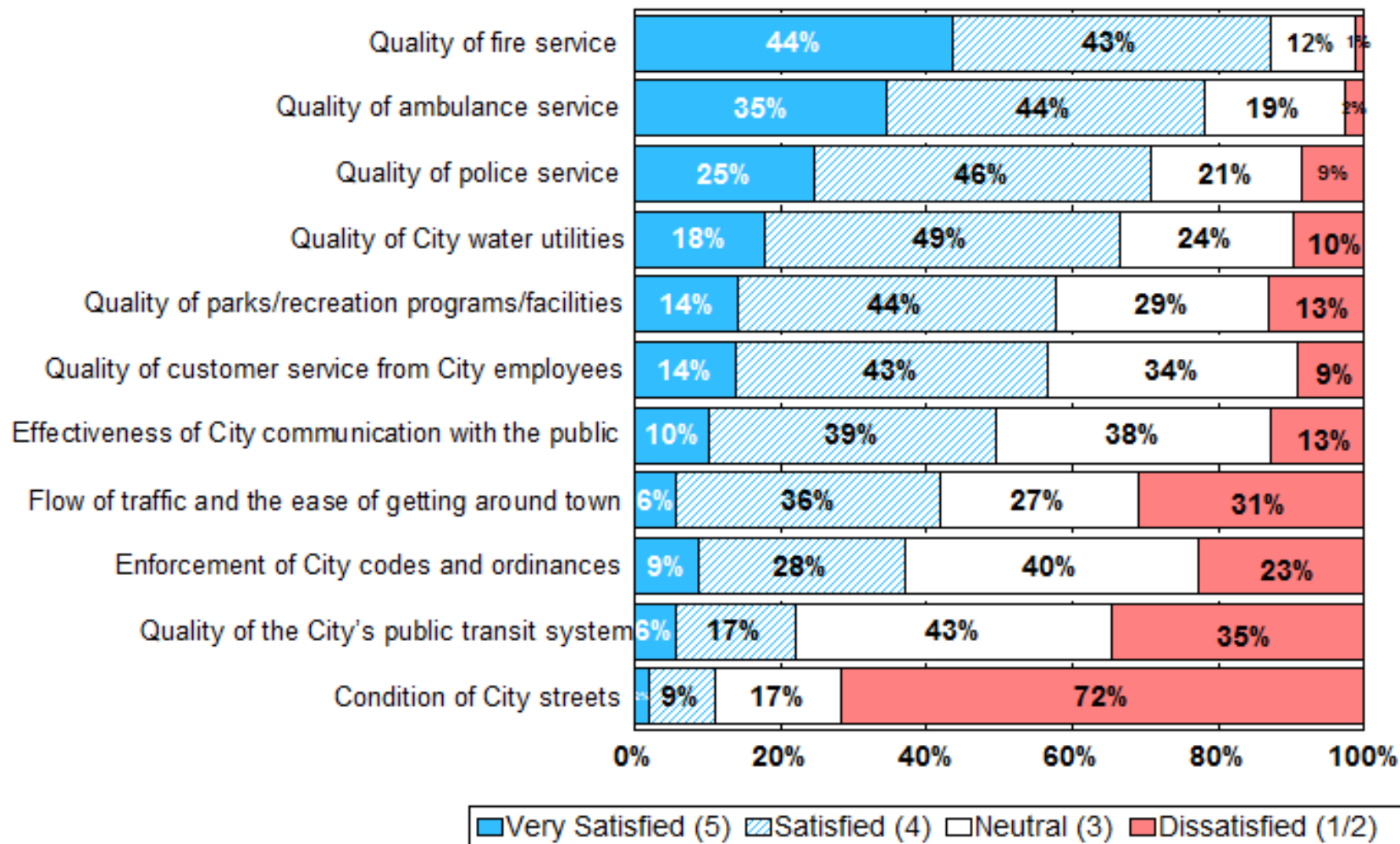


Source: ETC Institute (2015 - Oklahoma City, OK)

Only 5% of Residents Were Dissatisfied With the Overall Quality of Services Provided by the City 11

Q1. Overall Satisfaction With City Services by Major Category

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



Source: ETC Institute (2015 - Oklahoma City, OK)

Residents Were Most Satisfied With Fire, Ambulance and Police Services

Residents Were Most Dissatisfied With the Maintenance of City Streets and the Public Transit System

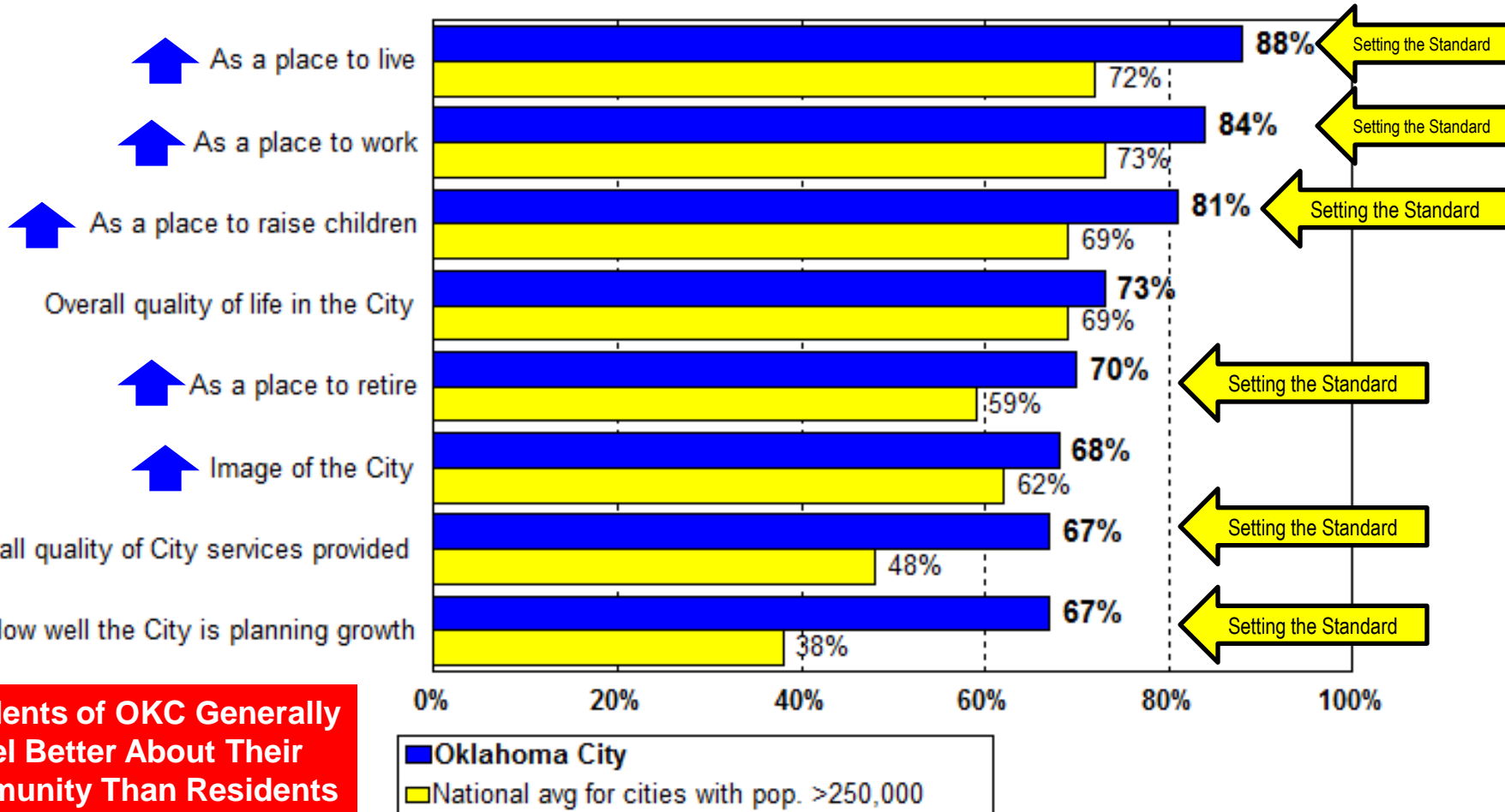
Major Findings:

**Satisfaction with the Overall
Quality of City Services Is
Among the Best in the Nation**

Satisfaction with Issues that Influence Perceptions of the City

Oklahoma City vs. Large U.S. Cities

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



Residents of OKC Generally Feel Better About Their Community Than Residents of Other Large Cities

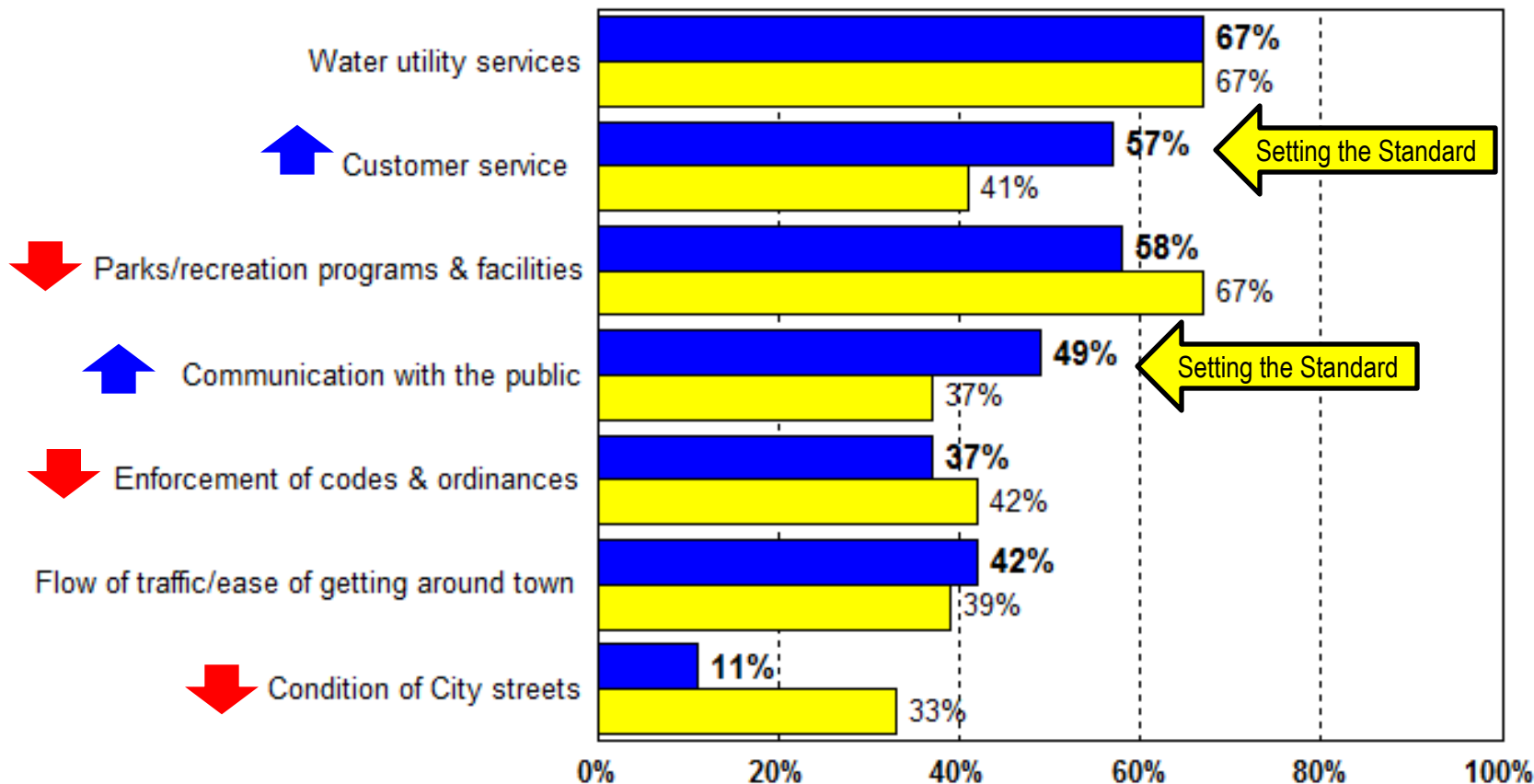
Significantly Higher: ↑

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Overall Satisfaction with Major Categories of City Services

Oklahoma City vs. Large U.S. Cities

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



OKC Is Setting the Standard for Customer Service and Communication

■ Oklahoma City
■ National avg for cities with pop. >250,000

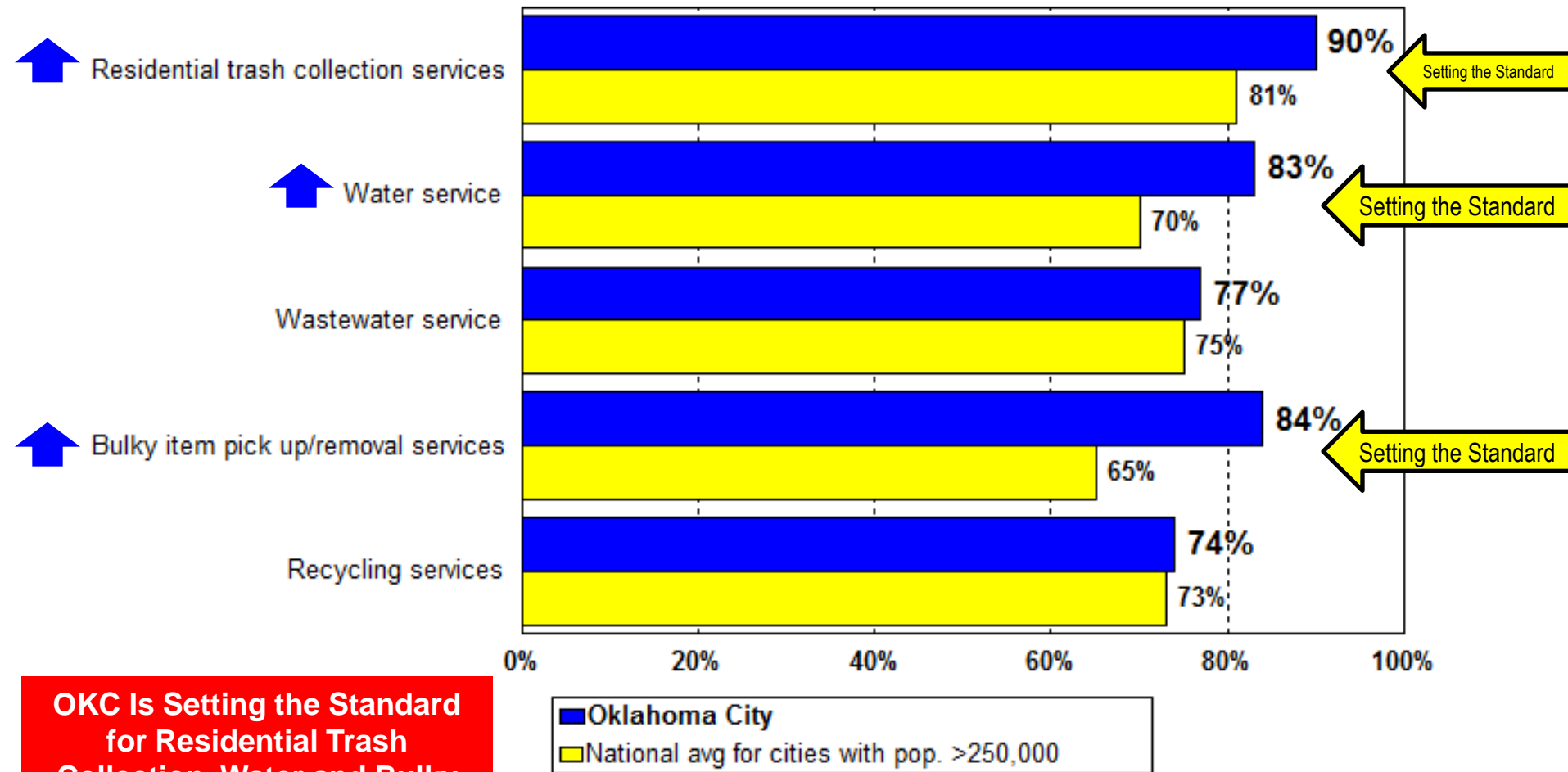
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Overall Satisfaction with City Utility Services

Oklahoma City vs. Large U.S. Cities

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



OKC Is Setting the Standard for Residential Trash Collection, Water and Bulky Item Pick-up Services

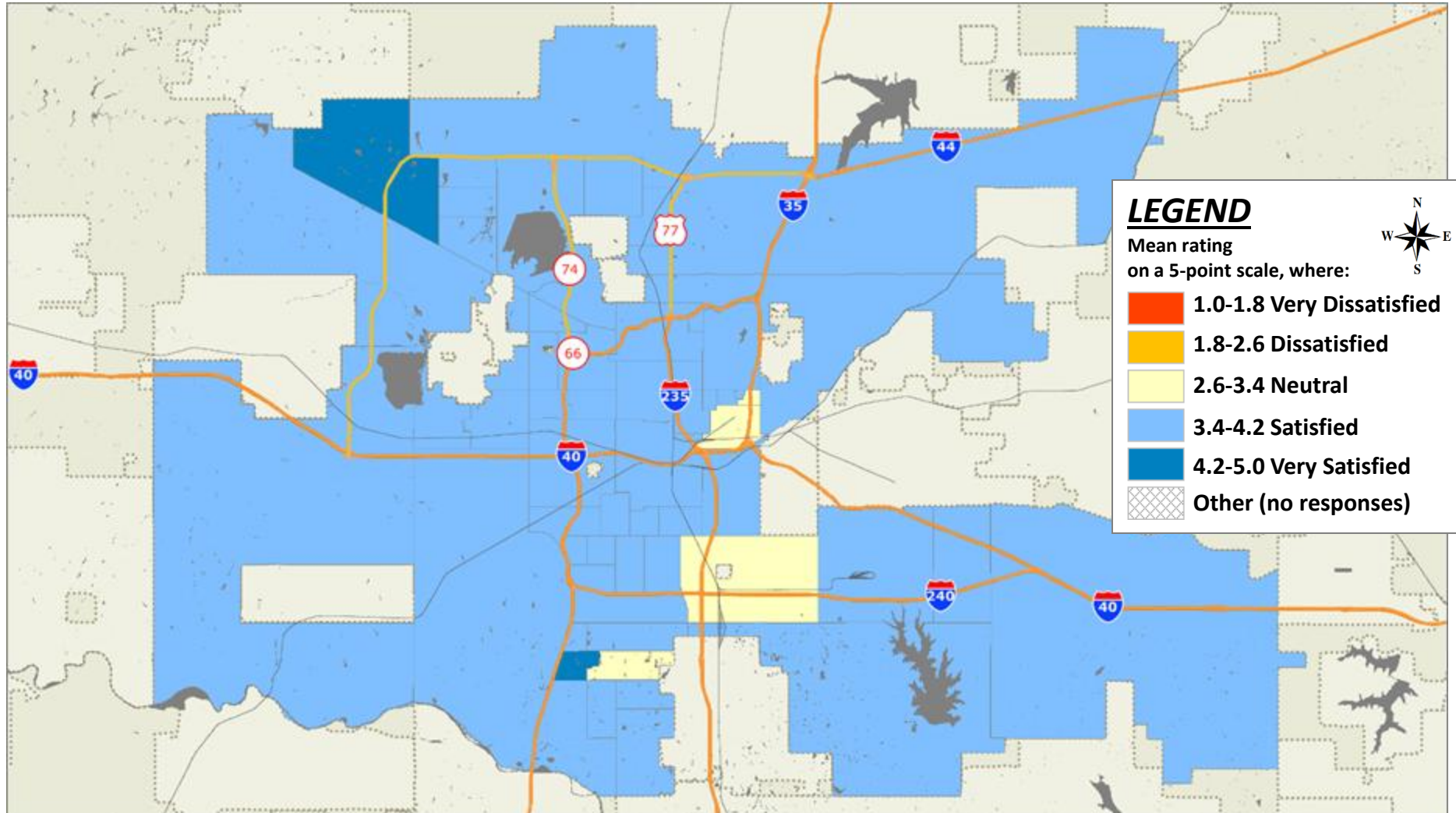
Significantly Higher: ↑

Significantly Lower: ↓

Major Findings:

**The City is Doing a Good Job
of Equitably Providing City
Services**

Satisfaction with the Overall Quality of Services Provided by the City



While There Are Some Differences for Specific Services, Overall Satisfaction With City Services is Generally High in Most Parts of the City

Major Findings:

**Despite Some Notable
Decreases Over the Past Year,
the City Continues to Move in
the Right Direction**

Short-Term Trends from 2014

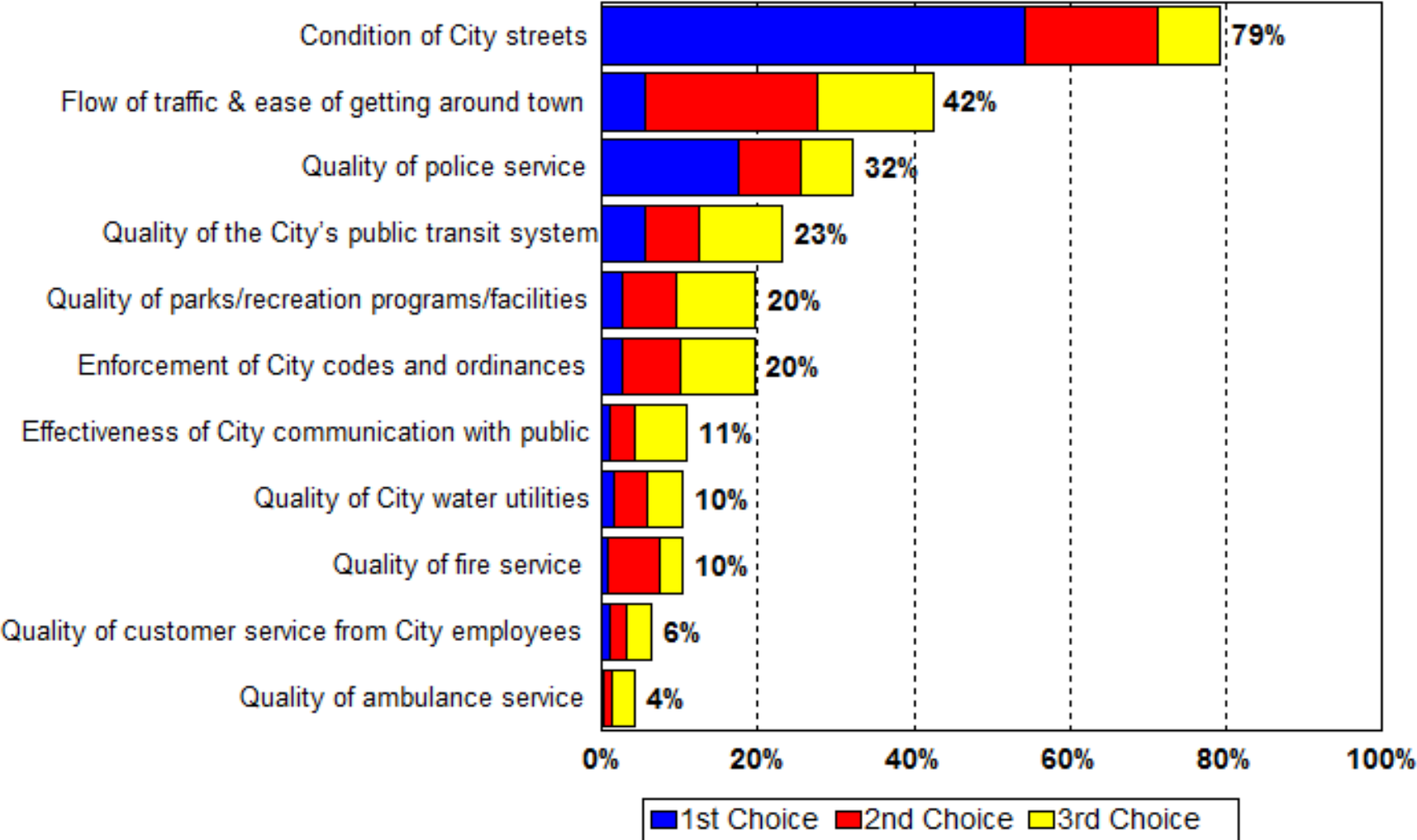
- Most Significant increases
 1. Availability of information about City services/programs
 2. The City's website as a way to transact business with the City
 3. Oklahoma City as a place to work
 4. Oklahoma City as a place to raise children
 5. Oklahoma City as a place to live

- Most Significant decreases
 1. Maintenance of City parks
 2. Enforcing sign regulations
 3. Condition of major City streets
 4. City efforts to remove inoperable vehicles
 5. Enforcement of City codes and ordinances

Major Findings:
**The Top Priority for
Improvement Among Residents
Continues to Be City Streets**

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 (2015 - Oklahoma City, OK)

Importance-Satisfaction Rating

Oklahoma City - 2015

Overall

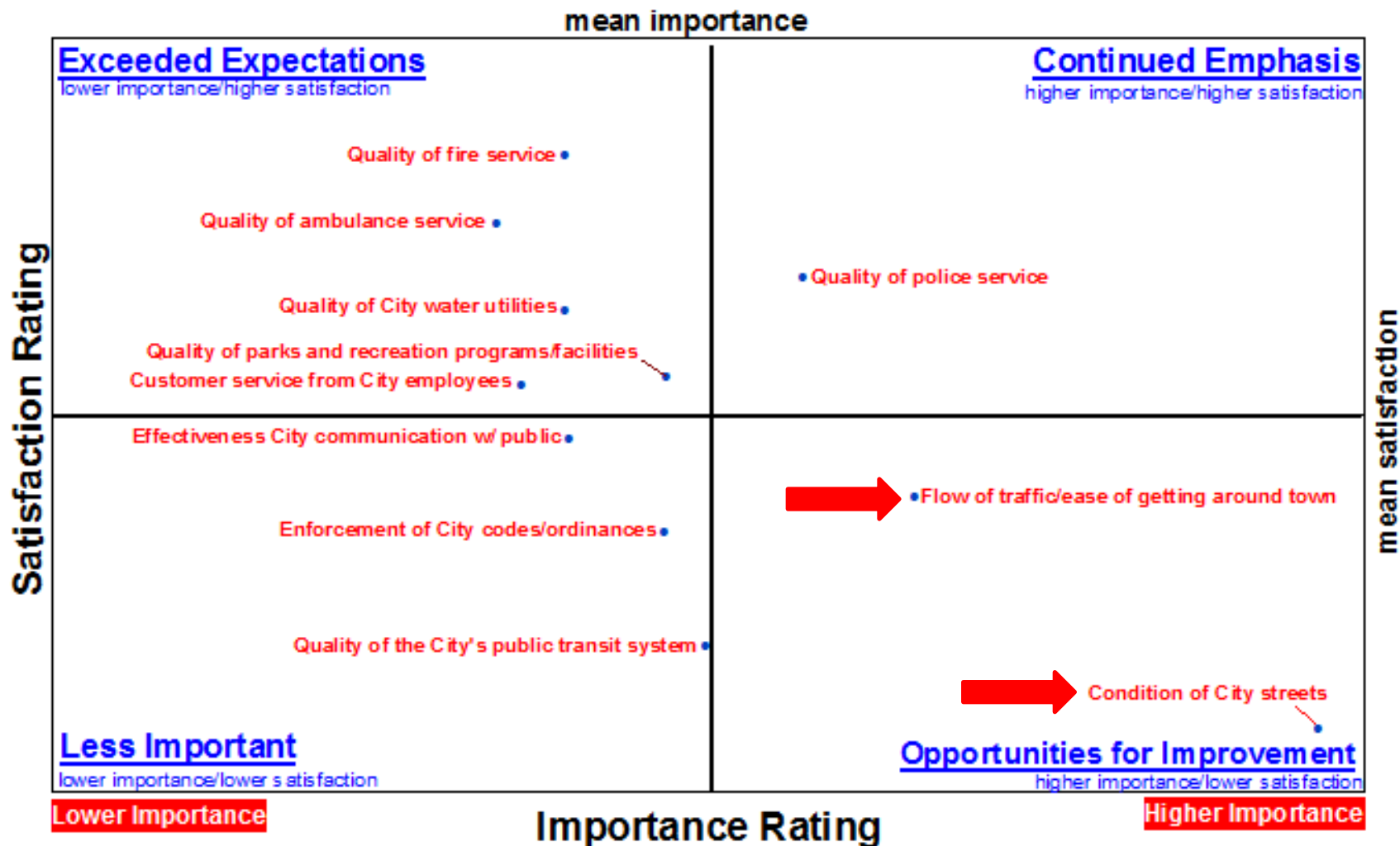
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Condition of City streets	79%	1	11%	11	0.7041	1
Flow of traffic and the ease of getting around town	42%	2	42%	8	0.2463	2
<u>High Priority (IS .10-.20)</u>						
Quality of the City's public transit system	23%	4	22%	10	0.1807	3
Enforcement of City codes and ordinances	20%	6	37%	9	0.1229	4
<u>Medium Priority (IS < .10)</u>						
Quality of police service	32%	3	71%	3	0.0937	5
Quality of parks/recreation programs/facilities	20%	5	58%	5	0.0829	6
Effectiveness of City communication with the public	11%	7	49%	7	0.0546	7
Quality of City water utilities	10%	9	66%	4	0.0346	8
Quality of customer service from City employees	6%	10	57%	6	0.0277	9
Quality of fire service	10%	8	87%	1	0.0133	10
Quality of ambulance service	4%	11	78%	2	0.0092	11

Highest Priorities: 

2015 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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



Top Priorities

- Overall: Condition of City Streets
- Within Major Categories:
 - Code Enforcement:
 - Enforcing the clean-up of debris, mowing and trimming of grass on private property, and enforcing exterior upkeep of residential property
 - Maintenance:
 - Maintenance of major streets and neighborhood streets
 - Parks and Recreation:
 - Walking and biking trails in the City and maintenance of City parks

Summary

- Among large U.S. cities, Oklahoma City's rating for the "overall quality of city services" is one of the very best (19% above the national average)
- Satisfaction with City services declined in some areas from 2014, but ratings of the City as a place to live, raise children and work have improved
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Questions ???