

2017 Citizen Survey Findings Report

Presented to



The City of Oklahoma City

By

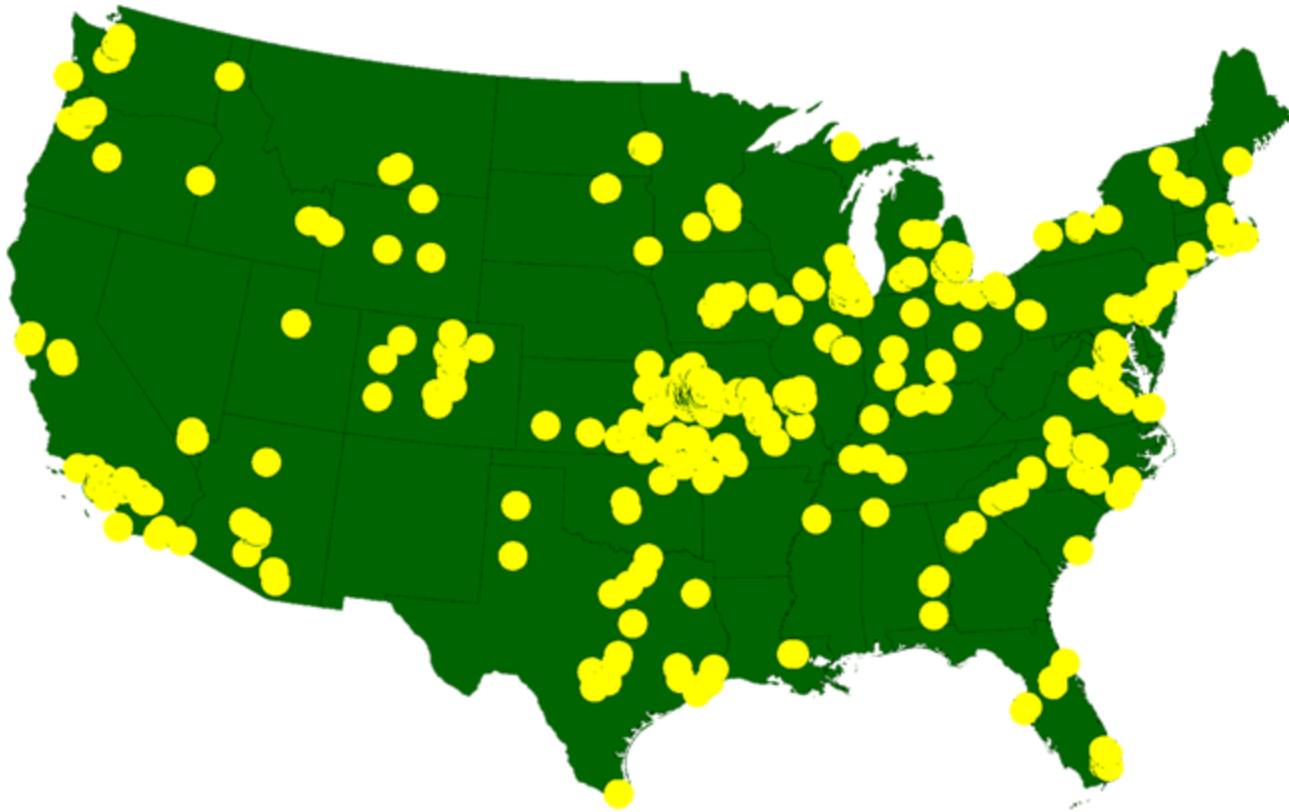
ETC Institute



July 2017

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**More than 2,100,000 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 7 pages long
 - took 15-20 minutes to complete
- Sample size: 1,285 completed surveys, with a minimum of 150 surveys completed in each of the City's eight Wards
- Method of Administration:
 - by mail and online, with follow-up by phone
 - randomly selected sample of households
 - cell phones and e-mail addresses were captured in the sample
- Accuracy: +/-2.7% at the 95% level of confidence
- Demographic Composition of the Sample: mirrors the most recent Census estimates
- GIS Mapping

Bottom Line Up Front

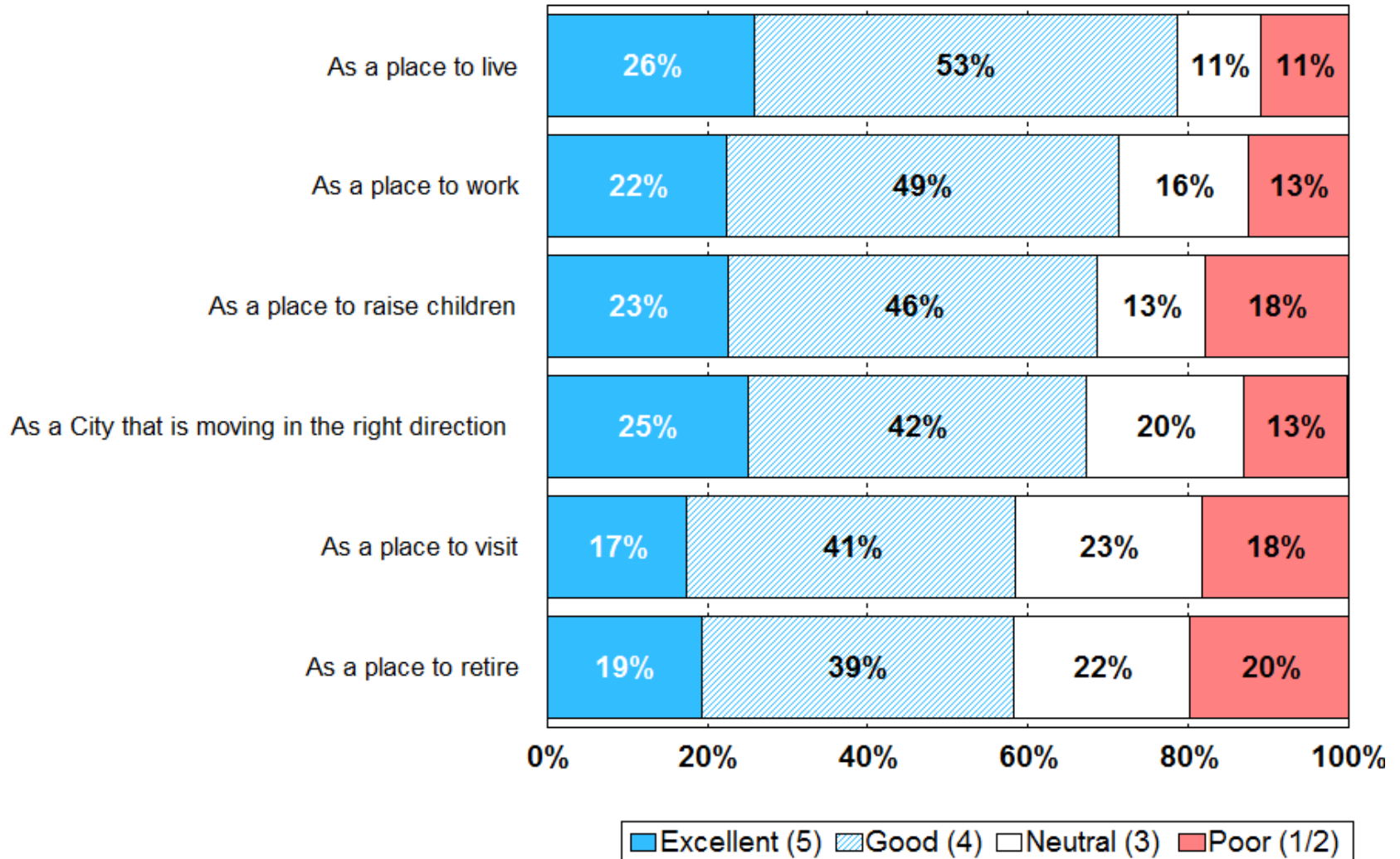
- Among large U.S. cities, Oklahoma City's rating for the overall quality of city services and customer service are among the best
- The City's police, fire and ambulance services continue to maintain high levels of satisfaction
- The City continues to do a good job of equitably providing services throughout the City
- The top priority for residents continues to be the Maintenance of City Streets

Major Findings:

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

Q23. Overall Ratings of Oklahoma City

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

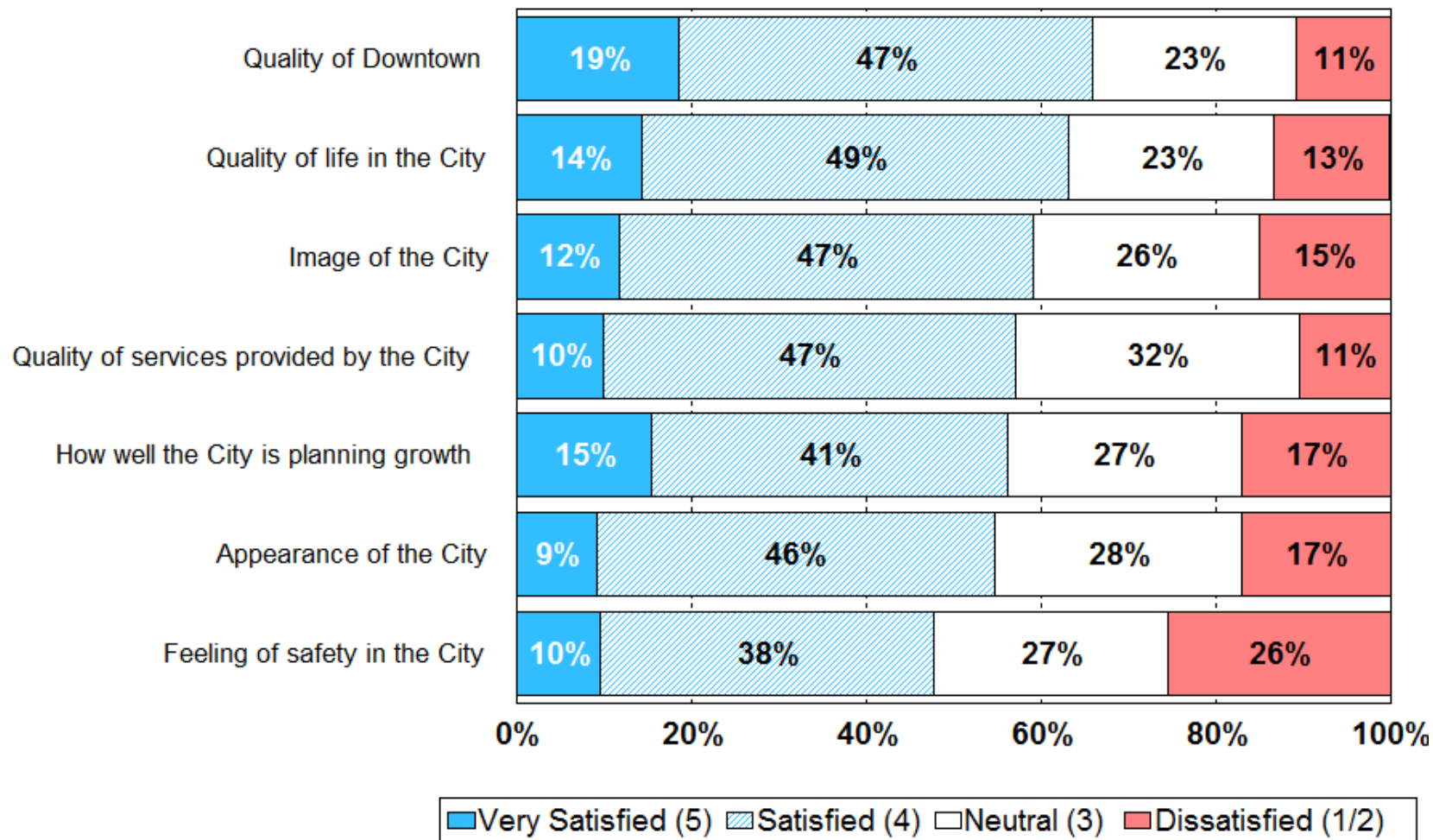


Source: ETC Institute (2017 - Oklahoma City, OK)

Most Residents Have a 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")

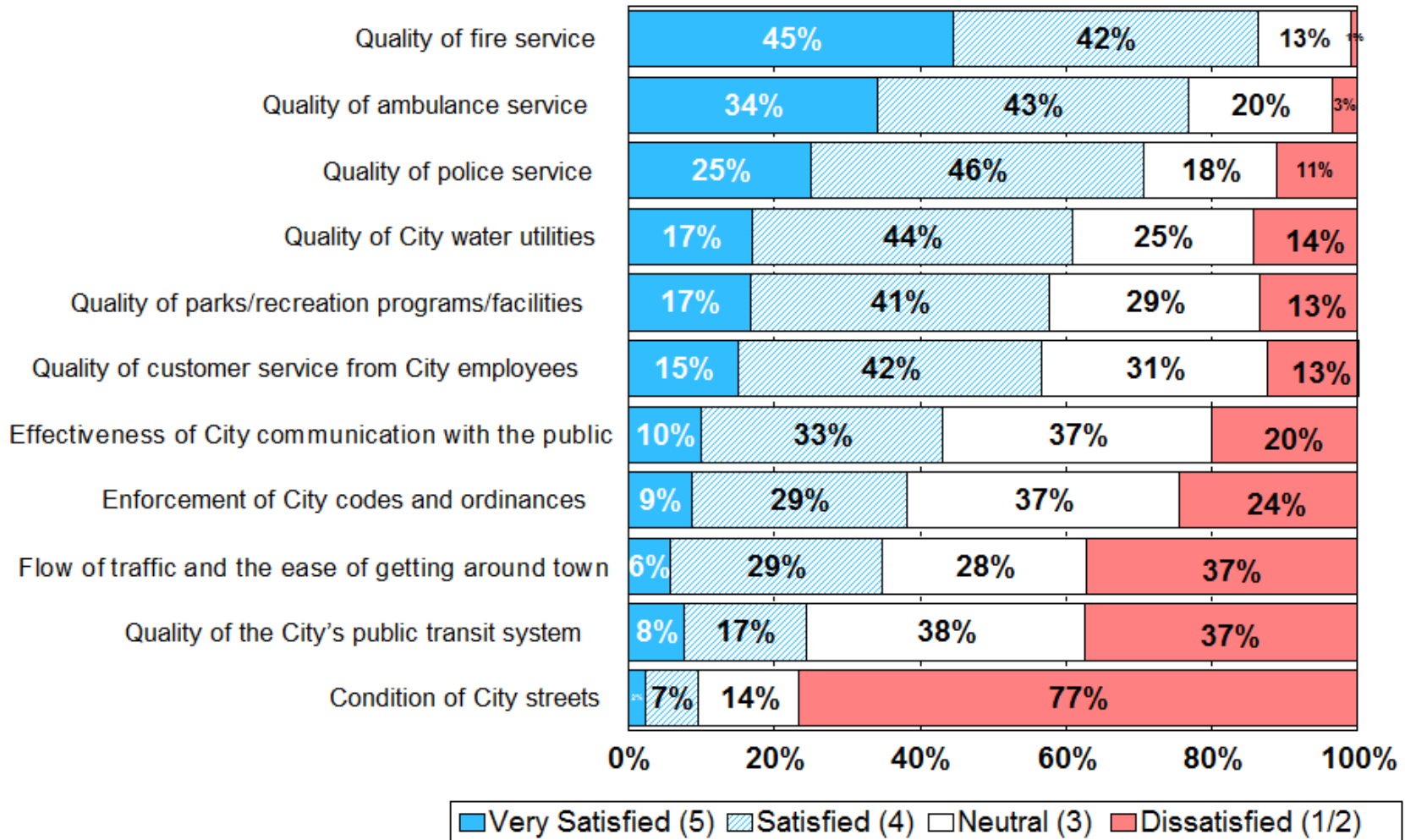


Source: ETC Institute (2017 - Oklahoma City, OK)

Only 11% of Residents Were Dissatisfied With the Overall Quality of Services Provided by the City 10

Q1. Overall Satisfaction With City Services by Major Category

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



Source: ETC Institute (2017 - Oklahoma City, OK)

Residents Were Most Satisfied With Fire, Ambulance and Police Services
Residents Were Most Dissatisfied With the Condition of City Streets

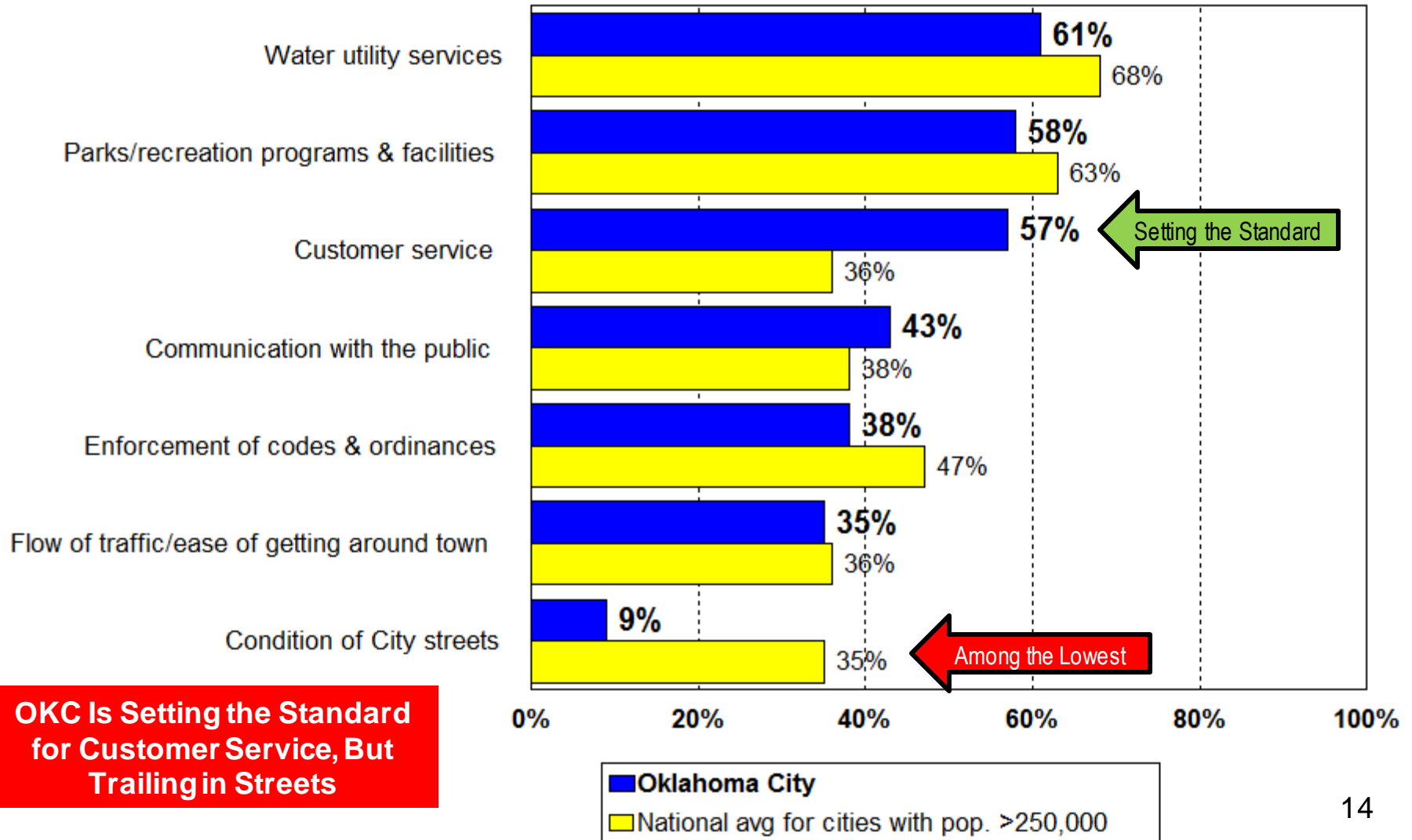
Major Findings:

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

Overall Satisfaction with Major Categories of City Services

Oklahoma City vs. Large U.S. Cities

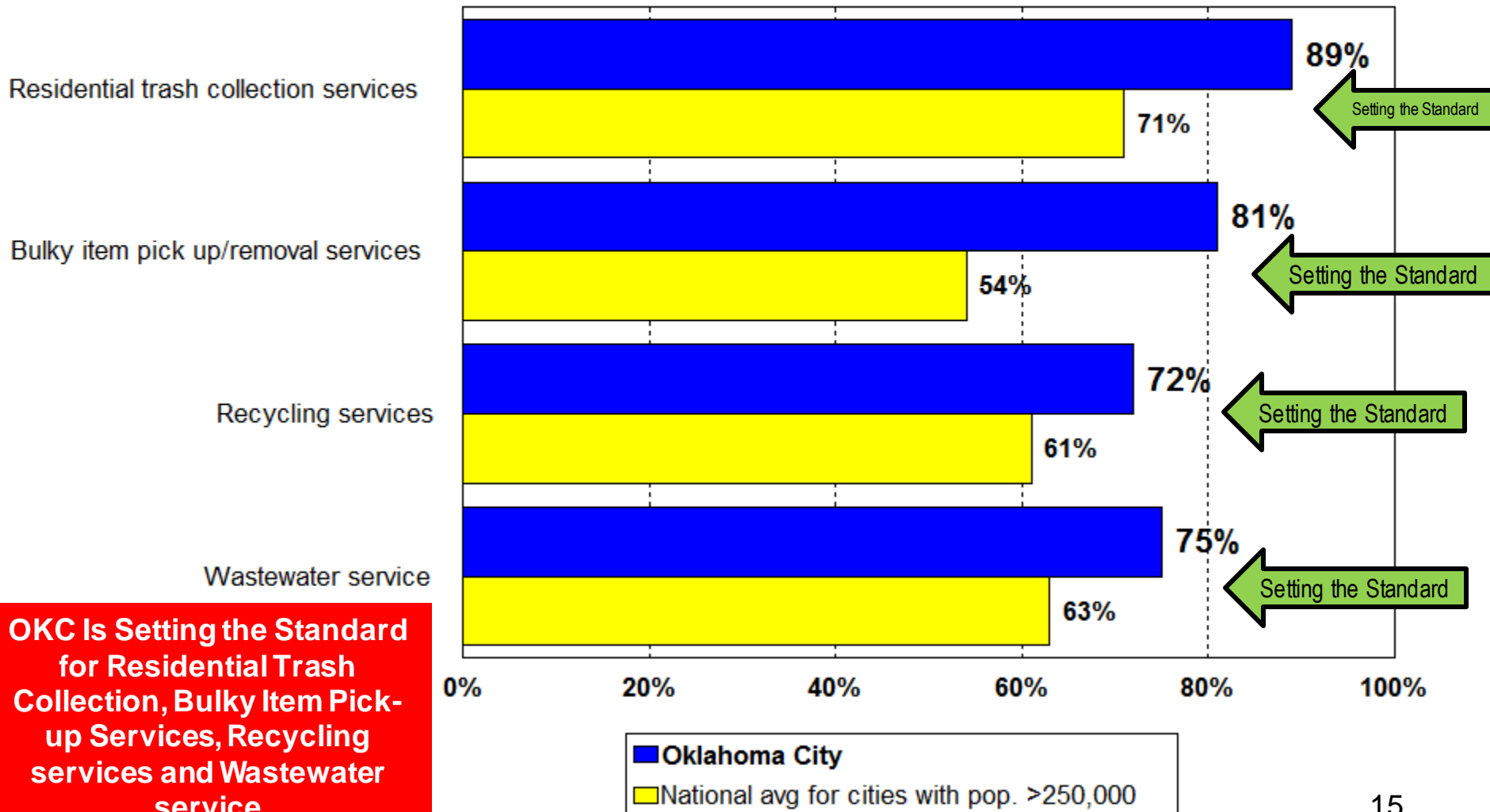
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Overall Satisfaction with City Utility Services

Oklahoma City vs. Large U.S. Cities

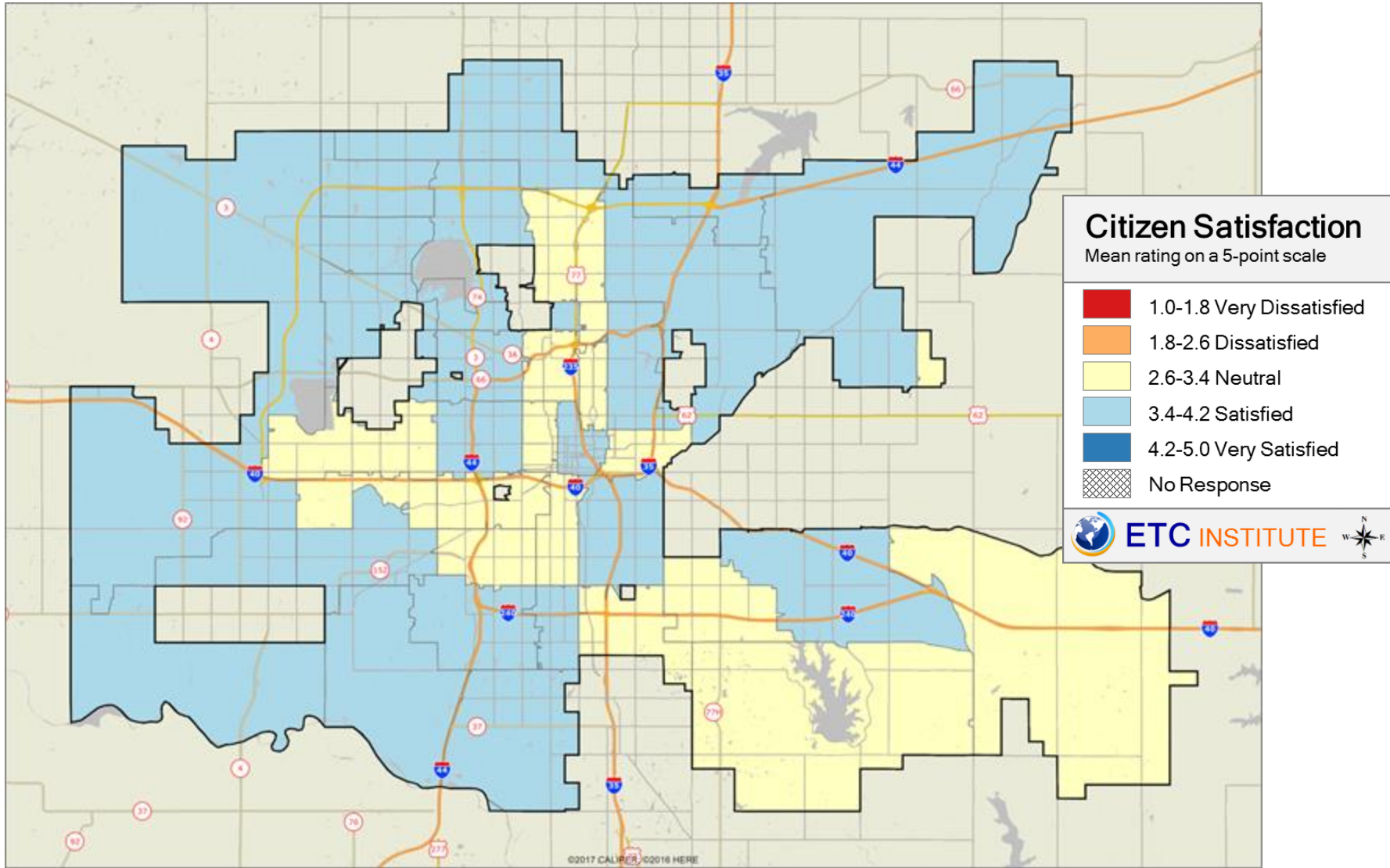
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Major Findings:

**In Most Areas, the City is
Equitably Providing
City Services**

Satisfaction with the Overall Quality of Services Provided by the City



Residents Are Generally Satisfied With the Overall Quality of City Services, but Satisfaction is Slightly Lower in the Central and Southeastern Parts of the City

Major Findings:
Trends from 2016 to 2017

Short-Term Trends from 2016

Overall, there were not many significant changes from 2016 to 2017.
Only 6 items increased or decreased by 5% or more.

- Notable increases

1. Feeling of safety walking in the neighborhood after dark (+6%)
2. Enforcement of local traffic laws (+5%)
3. Availability of information about Police programs/activities (+5%)

**The Largest Increases
Were All in Public
Safety**

- Notable decreases

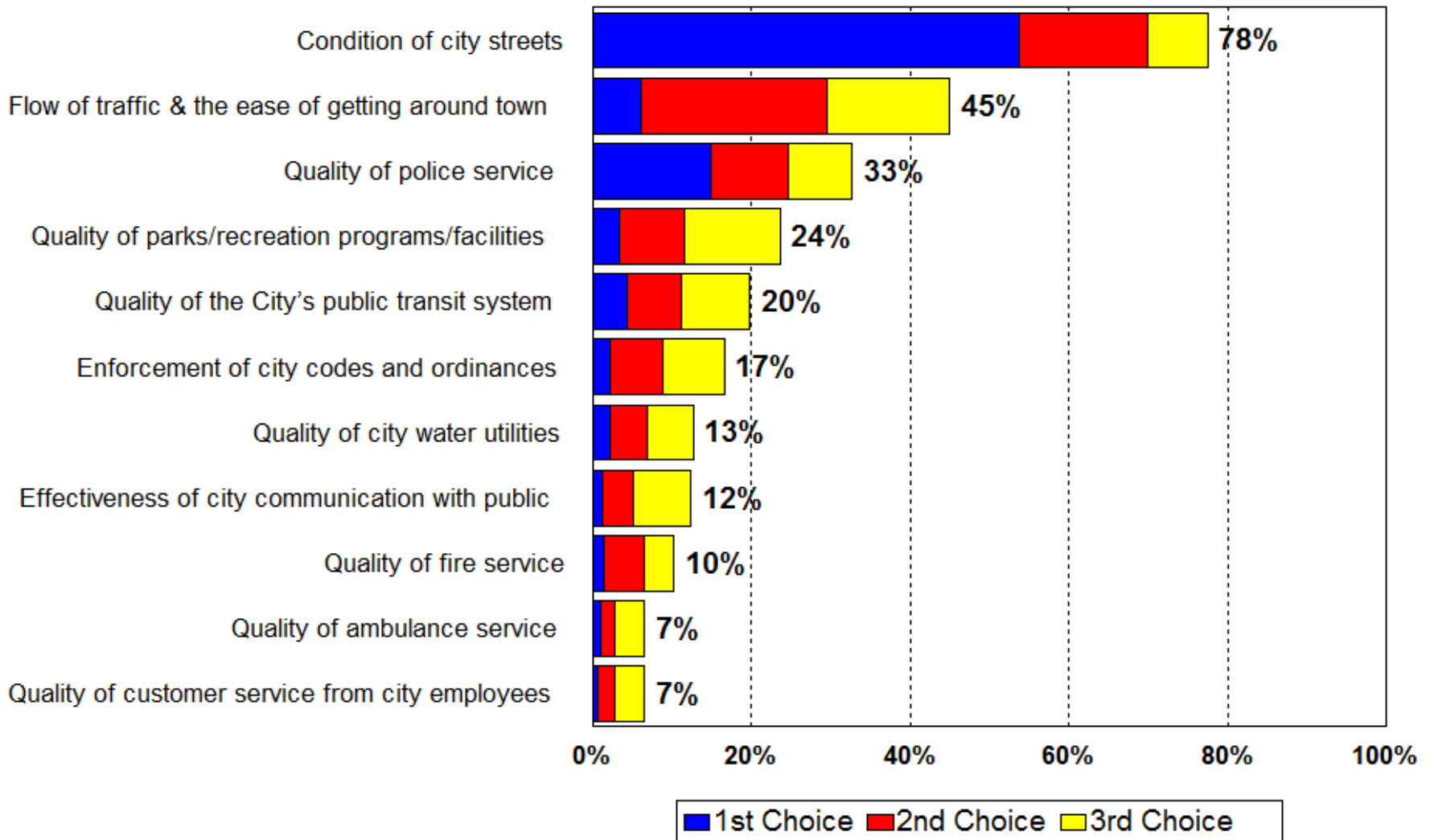
1. Flow of traffic and ease of getting around town (-6%)
2. Availability of information about parks and recreation programs (-6%)
3. City aquatic facilities and programs (-6%)

**The Largest
Decreases Were
in Traffic Flow and
Parks and Recreation**

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



Importance-Satisfaction Rating

Oklahoma City - 2017

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	78%	1	9%	11	0.7053	1
Flow of traffic and ease of getting around town	45%	2	35%	9	0.2925	2
<u>High Priority (IS .10-.20)</u>						
Quality of the City's public transit system	20%	5	25%	10	0.1485	3
Enforcement of City codes/ordinances	17%	6	38%	8	0.1029	4
<u>Medium Priority (IS <.10)</u>						
Quality of parks/rec. programs/facilities	24%	4	58%	5	0.0991	5
Quality of police service	33%	3	71%	3	0.0948	6
Effectiveness of City communication w/ public	12%	8	43%	7	0.0707	7
Quality of City water utilities	13%	7	61%	4	0.0495	8
Quality of customer service from City employees	7%	11	57%	6	0.0284	9
Quality of ambulance service	7%	10	77%	2	0.0152	10
Quality of fire service	10%	9	87%	1	0.0134	11

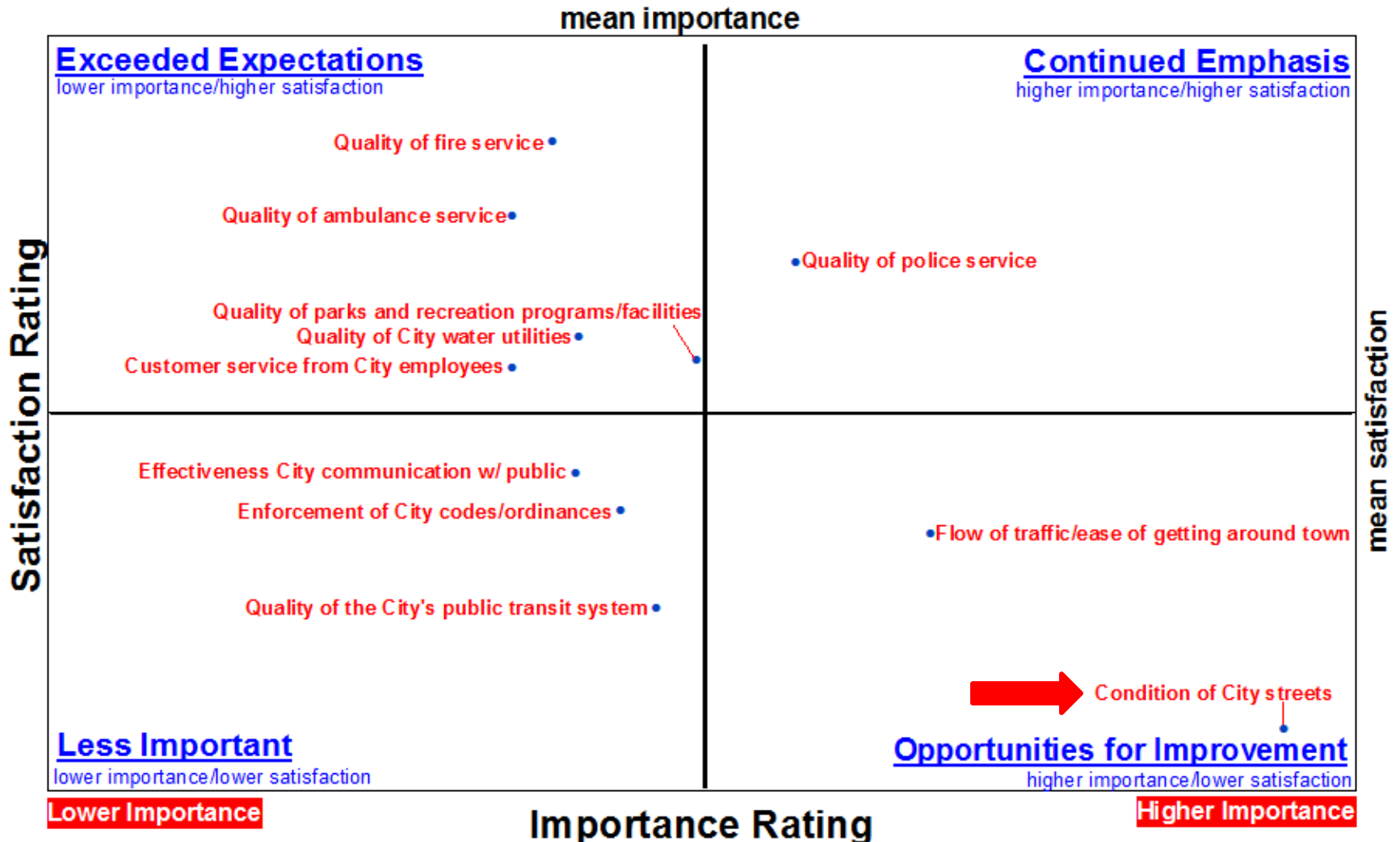
Top Priority:



2017 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 clean up of junk/debris on private property, enforcing the mowing/cutting of weeds/grass on private property, and enforcing exterior maintenance of residential property
 - Maintenance:
 - Condition of major City streets, condition of neighborhood streets, and condition of pavement markings on city streets
 - Parks and Recreation:
 - Walking & biking trails in the City, quality of City parks near neighborhoods, maintenance of City parks, and availability of information about parks & rec programs

Summary

- Among large U.S. cities, Oklahoma City's rating for the overall quality of city services and customer service are among the best
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Questions ???