City of Oklahoma City Resident Survey

Findings Report

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2019

Submitted to the City of Oklahoma City

by:
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ETC Institute

Contents

2019 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 2019. 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 six-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in the City of Oklahoma City. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

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

The goal was to obtain completed surveys from at least 1,200 residents. The goal was exceeded, with a total of 1,264 residents completing the survey. The overall results for the sample of 1,264 households have a precision of at least +/-2.7% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Oklahoma City with the results from other communities in ETC Institute's *DirectionFinder®* database. Since the number of "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2017, 2018 and 2019 resident surveys,
- benchmarking data that shows how the results for Oklahoma City compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Satisfaction with Major Categories of City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the quality of fire service (89%), quality of ambulance service (76%), quality of police service (71%), and the quality of City water utilities (63%). The top three City services that should receive the most emphasis over the next two years, were: the condition of City streets (83%), flow of traffic and the ease of getting around town (50%), and the quality of police service (30%). The City of Oklahoma City's quality of police service ranked 12% above the national average for large cities in the U.S. (71% Oklahoma City versus 59% Large U.S. City Average).

Overall Ratings of the City

Residents were asked to rate the City of Oklahoma City as a place to live, work, and raise children. Based upon the combined percentage of "excellent" and "good" responses among respondents *who had an opinion*, the highest ratings for the City, were: as a place to live (85%), as a place to work (79%), and as a City that is moving in the right direction (76%). Ratings of the City as a place to live was 34% above the national average for large cities in the U.S. (85% 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 Downtown (69%), the quality of life in the City (68%), and the quality of services provided by the City (64%). Ratings for the quality of services provided by the City and quality of Downtown both ranked above the national average for large cities in the U.S. The quality of services provided by the City was 22% above the national average for large cities in the U.S. (64% Oklahoma City verses 42% Large U.S. City Average). The quality of Downtown was 36% above the national average for large cities in the U.S. (69% Oklahoma City verses 33% Large U.S. City Average).

Satisfaction with Specific City Services

- **City Utility Services.** The highest levels of satisfaction with City utility services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: residential trash collection services (91%), bulky item pick up and removal services (85%), and curbside recycling services (83%). 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).

- **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 (59%), snow removal on snow routes during the past year (57%), and the condition of landscaping or streetscaping in medians and along City streets (45%). 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 (70%) and the condition of streets in neighborhoods (50%).

- **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 (73%), maintenance of City parks (71%), and the quality of City parks near neighborhoods (66%). 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 (41%), and walking/biking trails in the City (38%). Satisfaction with all parks and recreation services trended upward from 2018 to 2019.

  o 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-three percent (33%) of respondents indicated they had "less than 5 times" in the past year and 19% indicated they had "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.

  o Sixty-five percent (65%) of respondents indicated they had participated in some sort of physical activity and/or exercise in the past month; 37% specified they had "more than 3 times a week (often)" and 28% specified they had "1-3 times a week (regularly)".

- **City Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the information in water bill newsletter (75%), the City's website as a source of information (61%), and the availability of news and information about the City (61%). The availability of news and information about the City ranked 30% above the national average for large cities in the U.S. (61% Oklahoma City versus 31% Large U.S. City Average).

o 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 (62%), television news (60%), and the City website (38%).

- **Public Safety.** The highest levels of satisfaction with City public safety, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the fire protection in neighborhoods (82%), police services in neighborhoods (64%), and fire safety information and public education programs (61%). Ratings for police services in neighborhoods ranked 22% above the national average for large cities in the U.S. (64% Oklahoma City verses 42% Large U.S. City Average). Residents were given four different situations and asked to rate how safe they feel; forty-six percent (46%) of respondents feel "very safe" when walking in their neighborhood during the day and 37% feel "safe" when walking in their neighborhood during the day.

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the enforcement of yard parking regulations in neighborhoods (51%), quality of animal control services (46%), and enforcing clean-up of junk/debris on private property (43%). 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 (60%) and enforcing mowing and cutting of weeds and grass on private property (56%).

Additional Findings and Recommendations

➢ The respondents' highest levels of satisfaction with various aspects of their neighborhood, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: neighborhood safety (70%), overall quality of the neighborhood (68%) and neighborhood appearance (68%).

➢ Forty-two percent (42%) of residents indicated they had contacted the City of Oklahoma City within the past year, and respondents who had were asked to indicate their level of satisfaction with the customer service they had received. The highest levels of satisfaction with customer service received from City employees, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: how helpful City staff was (66%), the accuracy of information given (64%), and how quickly City staff responded to the request (63%). The level of satisfaction on how well the issue was handled ranked 19% above the national average for large cities in the U.S. (56% Oklahoma City versus 37% Large U.S. City Average).

➢ The highest item of satisfaction regarding City schools, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, was safety in neighborhood schools (55%).

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- Ninety-six percent (96%) of respondents have a working smoke alarm in their household.

- Twenty-three percent (23%) 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.

- Sixty-two percent (62%) of respondents are aware that the city has a Household Hazardous Waste disposal facility.

- Forty-four percent (44%) of residents surveyed indicated they prefer to call the Action Center when needed to report code violations, non-emergency problems, or request a city service, 37% responded that they would prefer to go online at okc.gov, and 36% 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; forty-three percent (43%) responded that routes to more places is most important to them. Thirty-seven percent (37%) indicated that how often a bus comes by their stop and 33% indicated the time it takes to make a trip are most important to them when considering whether to use public transit.

Investment Priorities

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

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

- o   Condition of City streets (IS Rating = 0.7385)
- o   Flow of traffic & ease of getting around town (IS Rating = 0.3262)

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

2019 Importance-Satisfaction Rating
Oklahoma City, Oklahoma
Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Condition of City streets	83%	1	11%	11	0.7385	1
Flow of traffic & ease of getting around town	50%	2	35%	10	0.3262	2
High Priority (IS .10-.20)						
Enforcement of City codes & ordinances	24%	4	39%	8	0.1435	3
Quality of City's public transit system	20%	6	36%	9	0.1250	4
Medium Priority (IS <.10)						
Quality of parks/rec. programs/facilities	23%	5	62%	5	0.0879	5
Quality of police service	30%	3	71%	3	0.0876	6
Effectiveness of City communication w/ public	12%	8	47%	7	0.0652	7
Quality of City water utilities	13%	7	63%	4	0.0499	8
Quality of customer service from City employees	8%	10	58%	6	0.0330	9
Quality of ambulance service	5%	11	77%	2	0.0106	10
Quality of fire service	8%	9	89%	1	0.0086	11

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Section 1
Charts and Graphs

Ward Representation
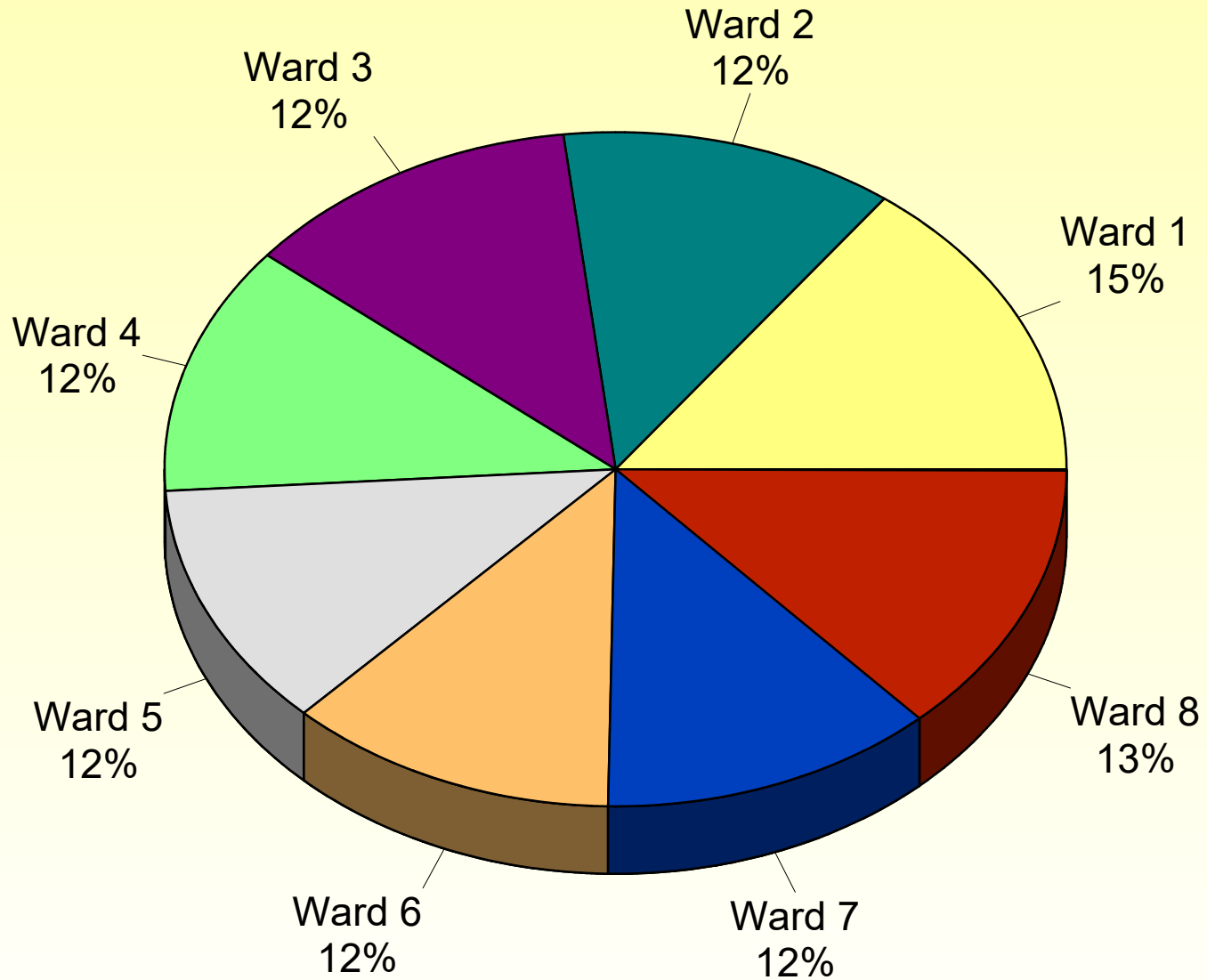
Source: ETC Institute (2019 - Oklahoma City, OK)

Q1. Overall Satisfaction With <u>City Services</u> by Major Category

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

Category	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Quality of fire service	49%	40%	10%	
Quality of ambulance service	37%	39%	20%	4%
Quality of police service	29%	42%	19%	10%
Quality of city water utilities	20%	43%	24%	14%
Quality of city parks and rec programs/facilities	19%	43%	24%	14%
Quality of customer service from city employees	20%	39%	30%	11%
Effectiveness of city communication with public	13%	35%	36%	17%
Enforcement of city codes and ordinances	9%	30%	36%	25%
Overall quality of city's public transit system	9%	27%	39%	25%
Flow of traffic and ease of getting around town	6%	29%	26%	39%
Condition of city streets	3%	8%	17%	73%

Legend: ■ Very Satisfied (5) ▨ Satisfied (4) □ Neutral (3) ▦ Dissatisfied (1/2)

Source: ETC Institute (2019 - Oklahoma City, OK)

Overall Satisfaction With City Services
by Major Category
2019 vs. 2018 vs. 2017

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

Quality of fire service
89%
88%
87%

Quality of ambulance service
76%
77%
77%

Quality of police service
71%
71%
71%

Quality of City water utilities
63%
64%
61%

Quality of City parks & recreation programs & facilities
62%
61%
58%

Quality of customer service you receive from City employees
59%
57%
57%

Effectiveness of City communication with the public
48%
48%
43%

Enforcement of City codes & ordinances
39%
37%
38%

Quality of City's public transit system
36%
20%
25%

Flow of traffic & ease of getting around town
35%
37%
35%

Condition of City streets
11%
11%
9%

0%   20%   40%   60%   80%   100%

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

■**2019** □2018 ■2017
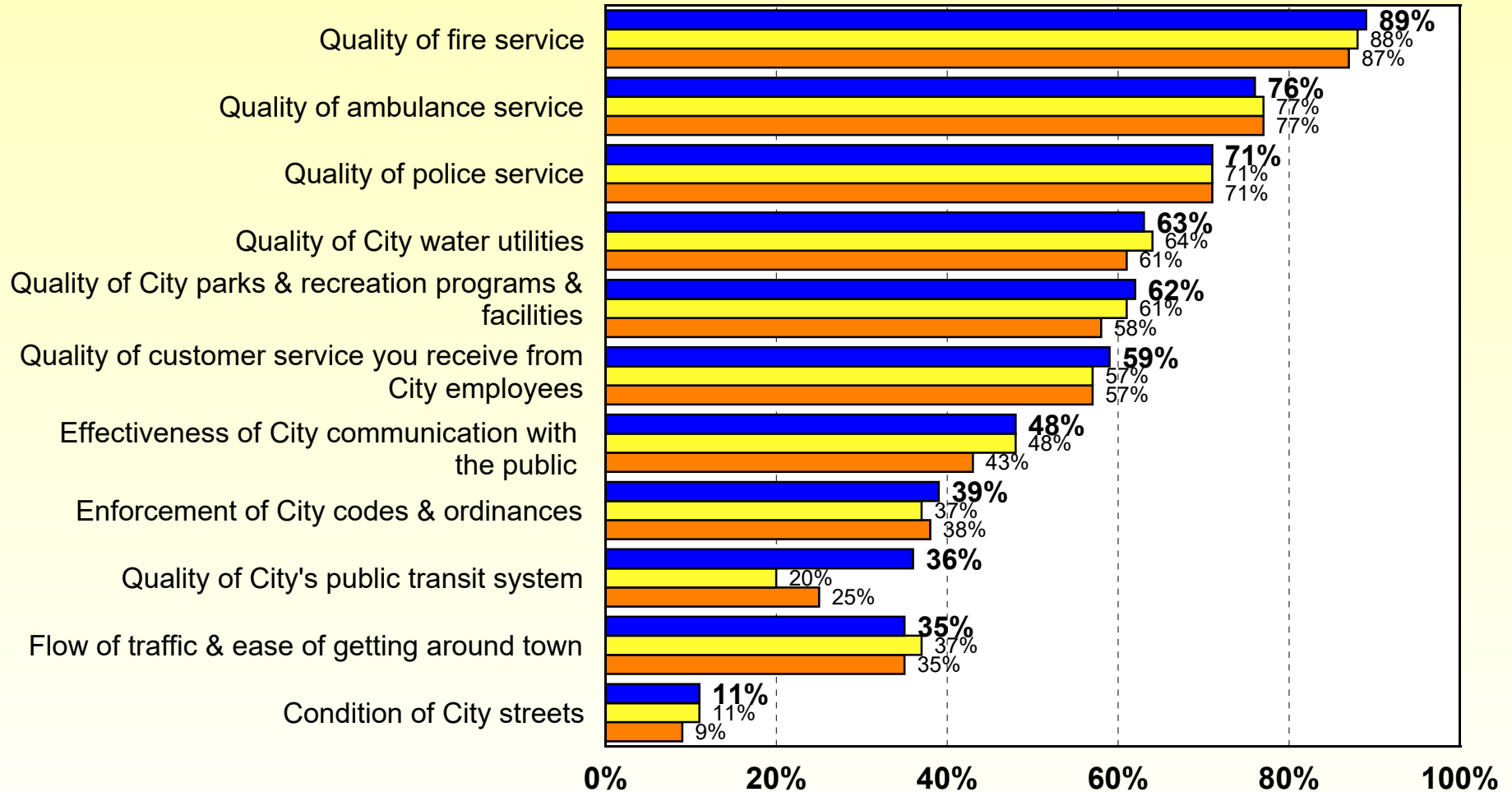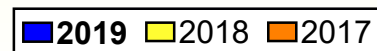
Source: ETC Institute (2019 - Oklahoma City, OK)

<u>**TRENDS**</u>

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

| | 1st Choice | 2nd Choice | 3rd Choice |

- Condition of city streets — 83%
- Flow of traffic and ease of getting around town — 50%
- Quality of police service — 30%
- Enforcement of city codes and ordinances — 24%
- Quality of city parks and rec programs/facilities — 23%
- Overall quality of city's public transit system — 20%
- Quality of city water utilities — 13%
- Effectiveness of city communication with public — 12%
- Quality of fire service — 8%
- Quality of customer service from city employees — 8%
- Quality of ambulance service — 5%

Source: ETC Institute (2019 - Oklahoma City, OK)

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

by percentage of respondents (excluding "don't know")
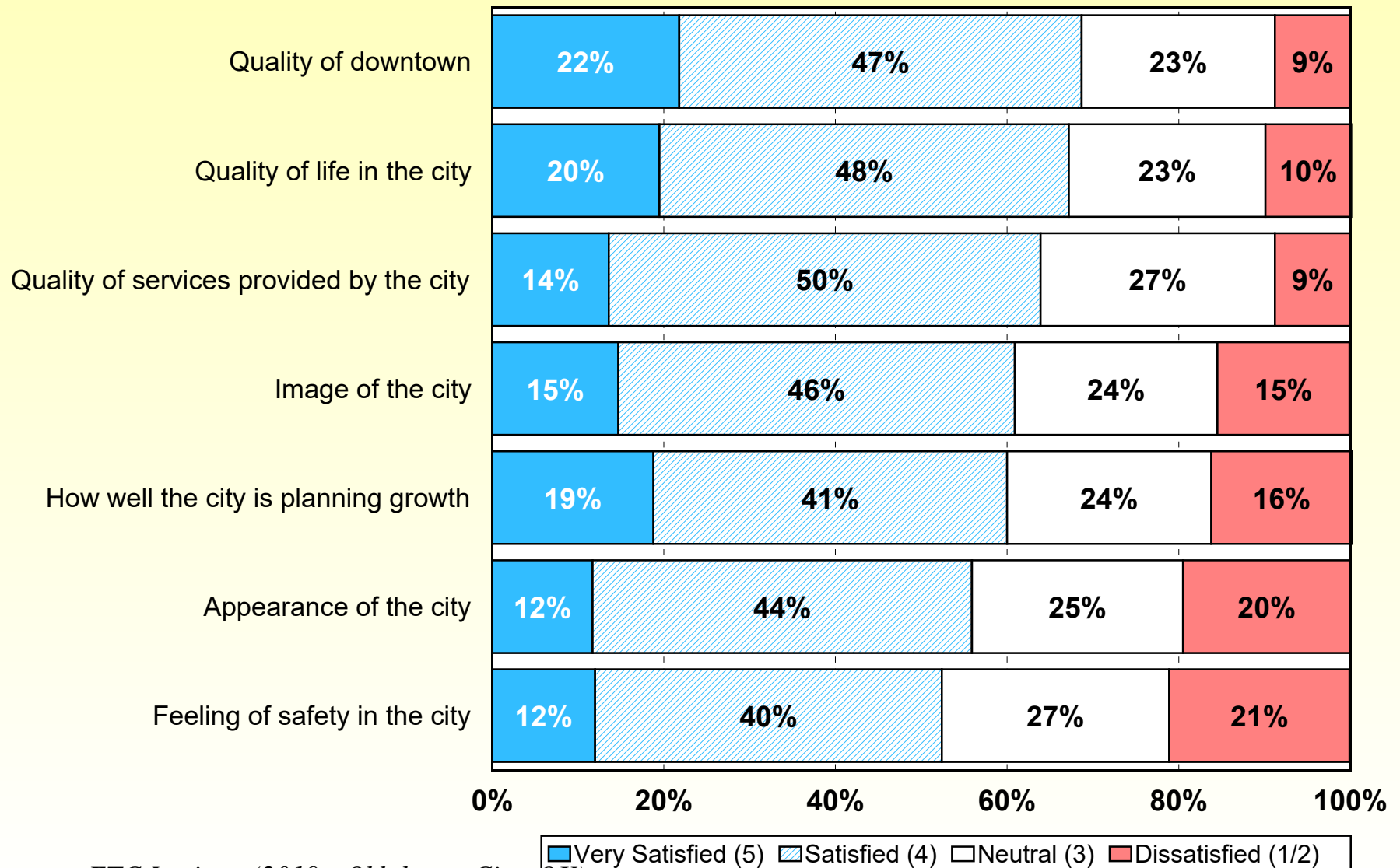
Item	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Quality of downtown	22%	47%	23%	9%
Quality of life in the city	20%	48%	23%	10%
Quality of services provided by the city	14%	50%	27%	9%
Image of the city	15%	46%	24%	15%
How well the city is planning growth	19%	41%	24%	16%
Appearance of the city	12%	44%	25%	20%
Feeling of safety in the city	12%	40%	27%	21%

Legend: ■Very Satisfied (5) ▨Satisfied (4) □Neutral (3) ■Dissatisfied (1/2)

Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction With Items That Influence the Perception Residents Have of the City
2019 vs. 2018 vs. 2017
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

Item	2019	2018	2017
Quality of Downtown	69%	62%	66%
Quality of life in City	68%	66%	63%
Quality of services provided by City	64%	62%	57%
Image of City	61%	54%	59%
How well City is planning growth	60%	59%	56%
Appearance of City	56%	53%	55%
Feeling of safety in City	52%	50%	53%

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

Legend: **2019** 2018 2017
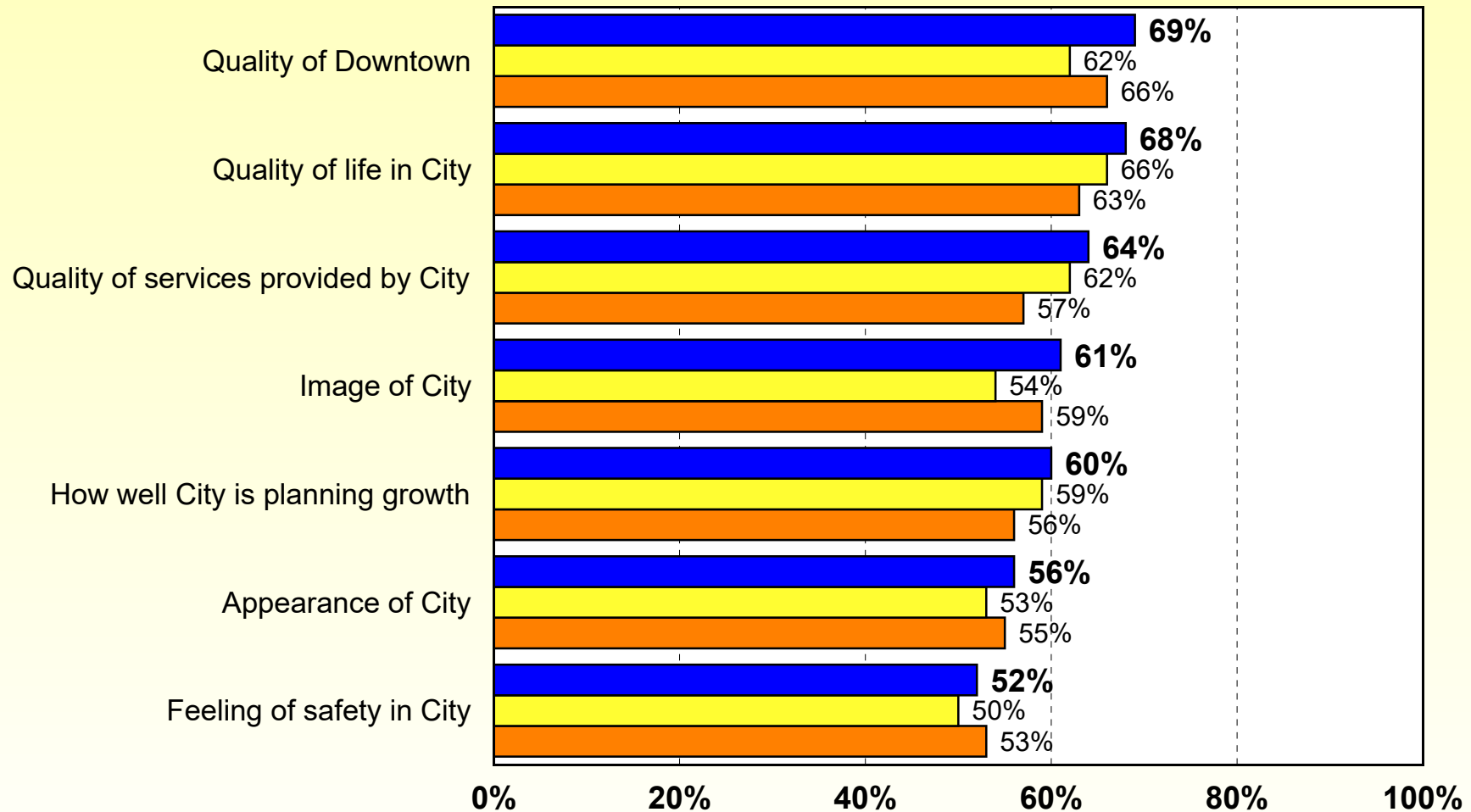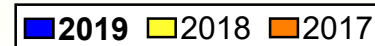
Source: ETC Institute (2019 - Oklahoma City, OK)

<u>**TRENDS**</u>

Q4. Satisfaction with Public Safety

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Fire protection in your neighborhood	34%	48%	16%	2%
Police service in your neighborhood	23%	41%	21%	15%
Fire safety information/public education programs	21%	40%	31%	8%
Enforcement of local traffic laws	14%	40%	26%	20%
Availability of info about police programs/activities	11%	30%	39%	19%
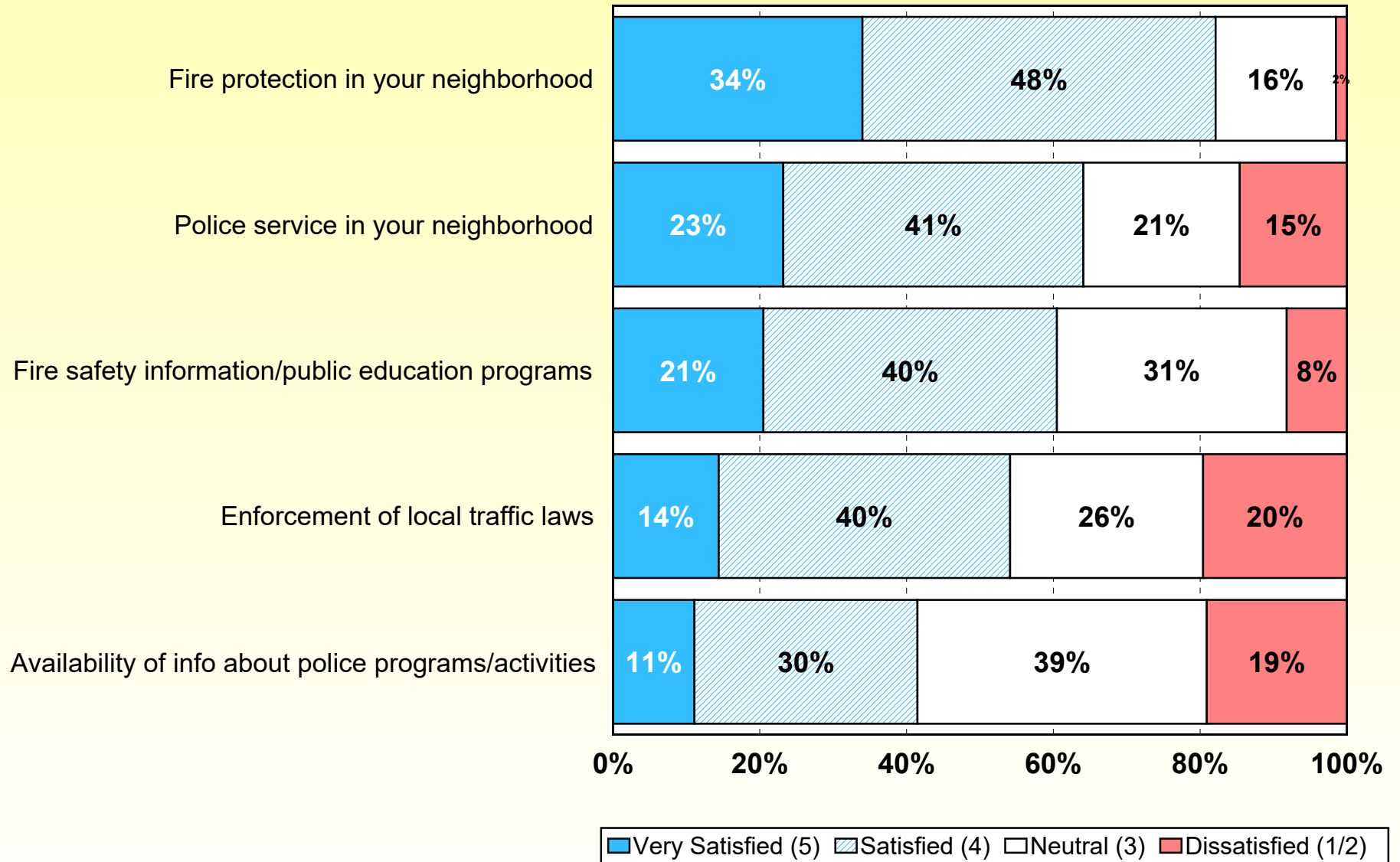
Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction with Public Safety
2019 vs. 2018 vs. 2017

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

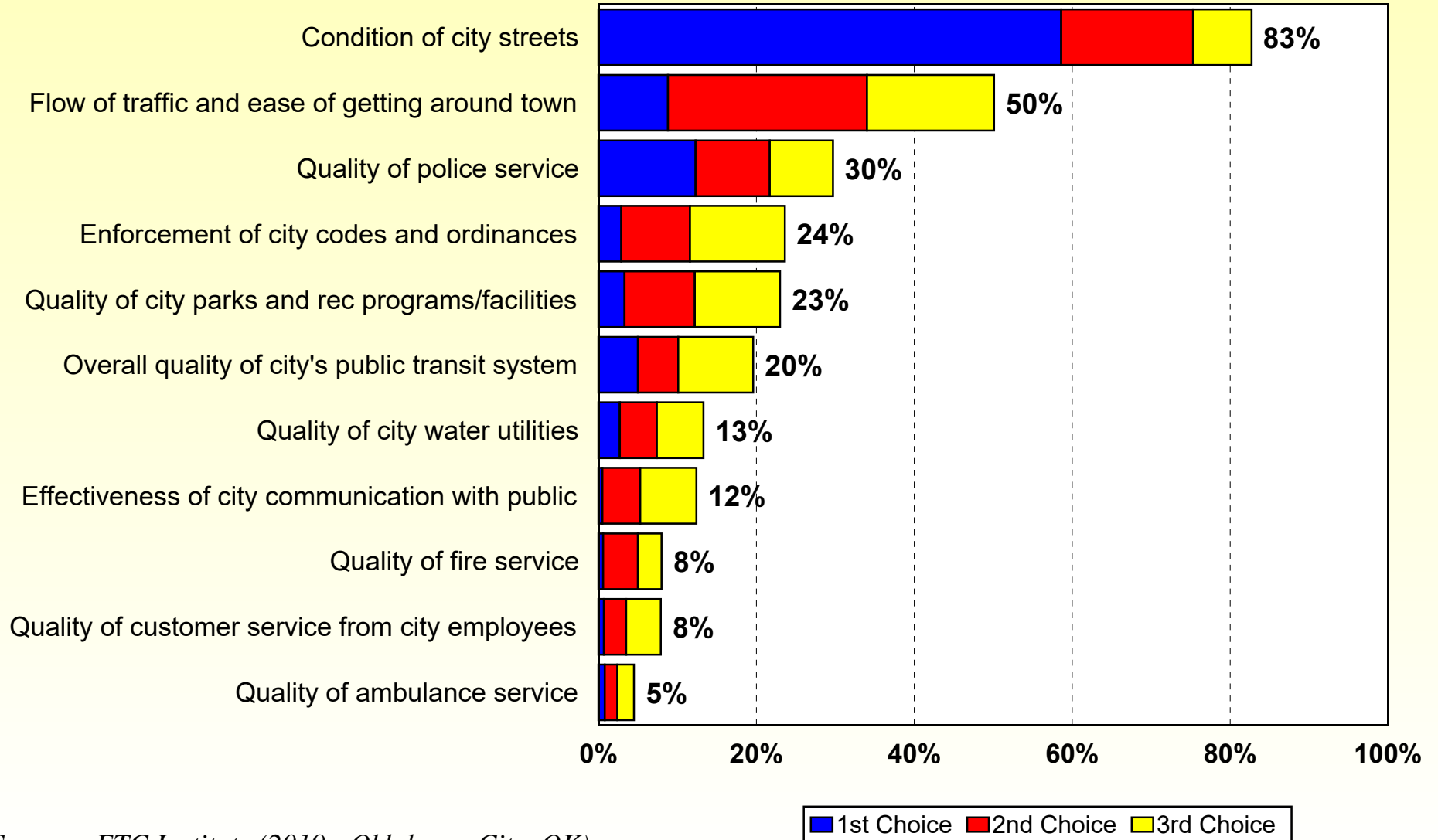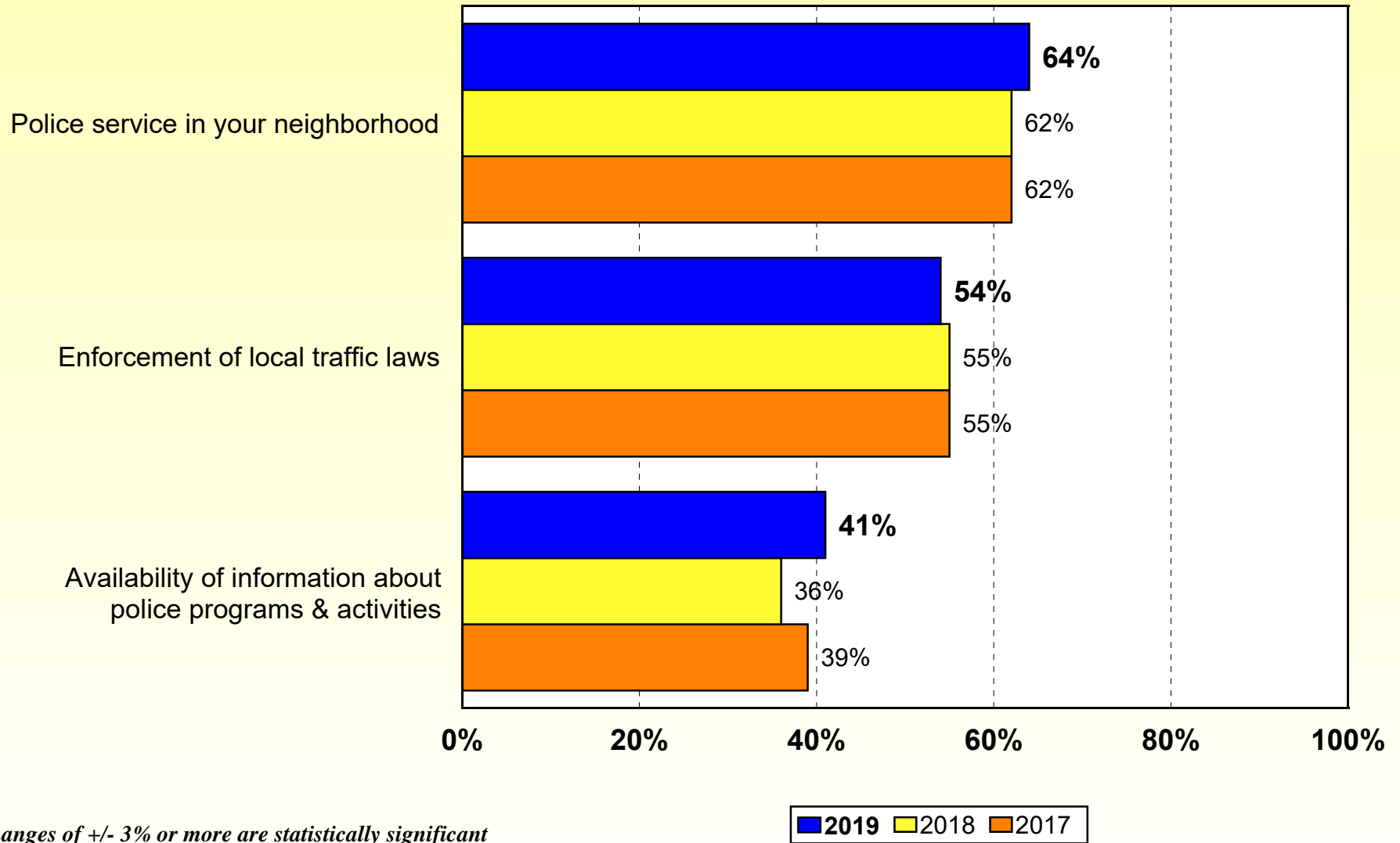*Changes of +/- 3% or more are statistically significant*

Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q5. Perceptions of Safety and Security

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

| | Very Safe (5) | Safe (4) | Neutral (3) | Unsafe (1/2) |
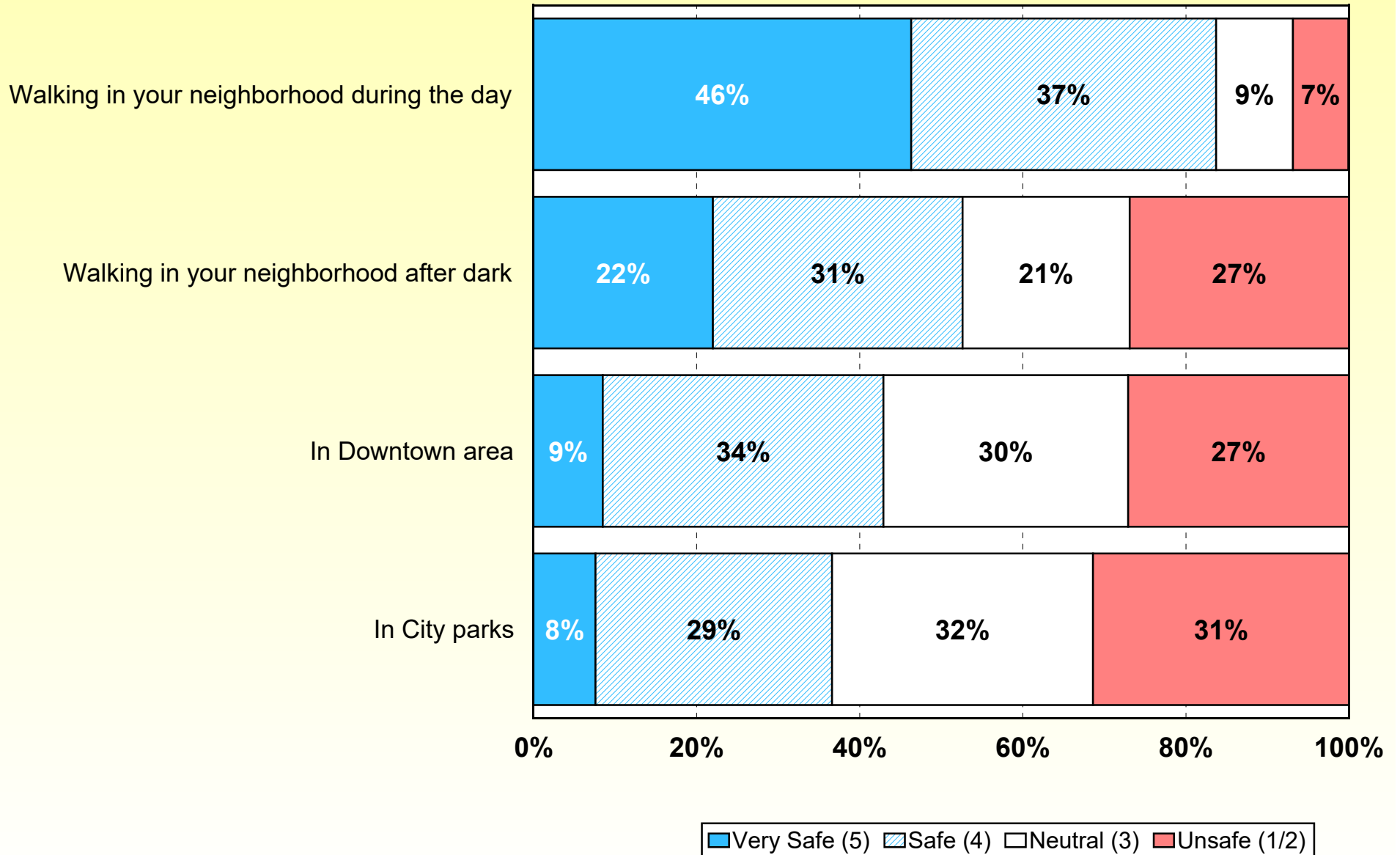
Source: ETC Institute (2019 - Oklahoma City, OK)

Perceptions of Safety and Security
2019 vs. 2018 vs. 2017

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

	2019	2018	2017
Walking in your neighborhood during the day	83%	83%	80%
Walking in your neighborhood after dark	53%	53%	49%
In Downtown area	43%	43%	42%
In City parks	37%	36%	34%

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

■ **2019** □ 2018 □ 2017
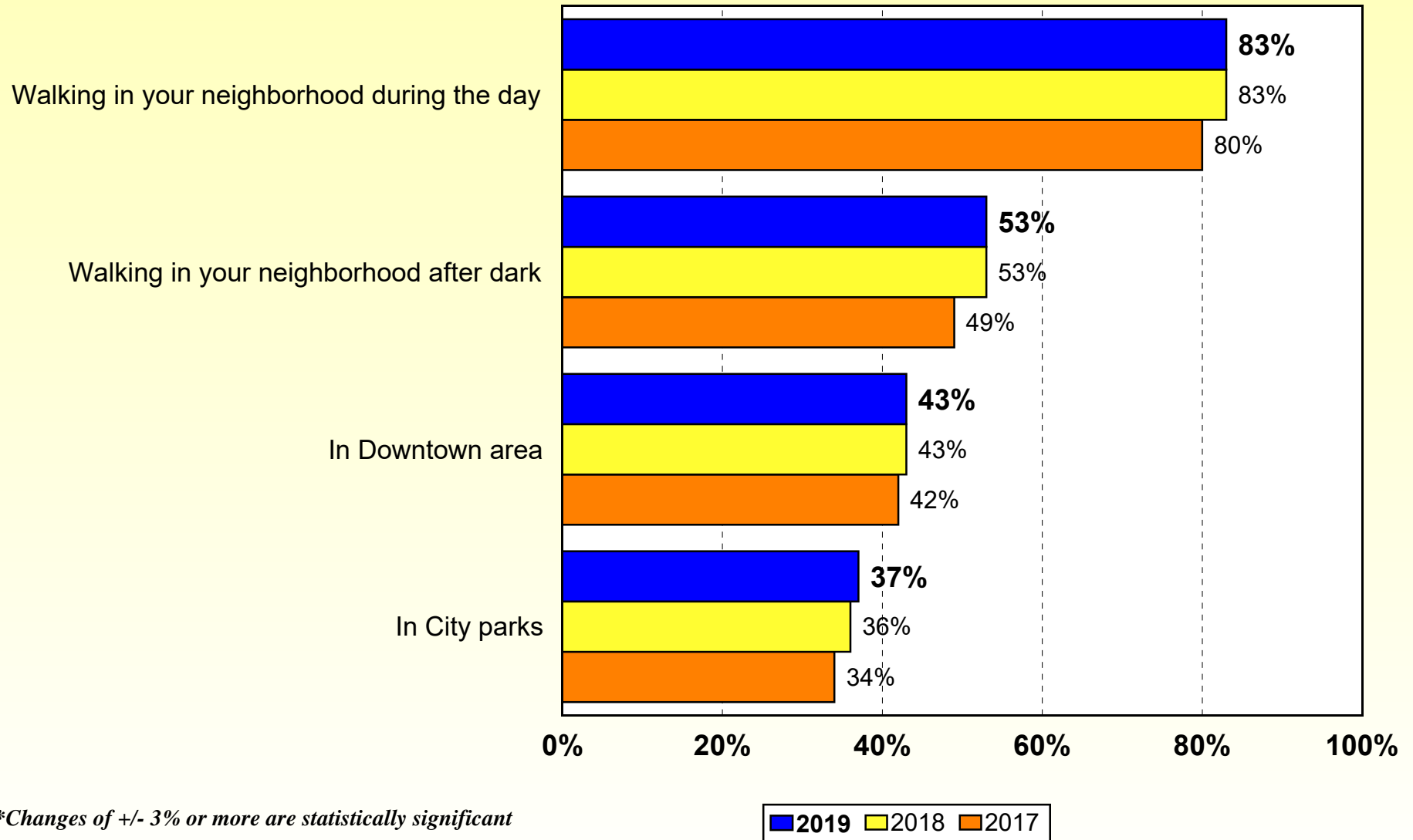
Source: ETC Institute (2019 - Oklahoma City, OK)

__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")

Q6a. If YES, what was the nature of your contact with the police officer?
by percentage of respondents
(excluding "not provided")
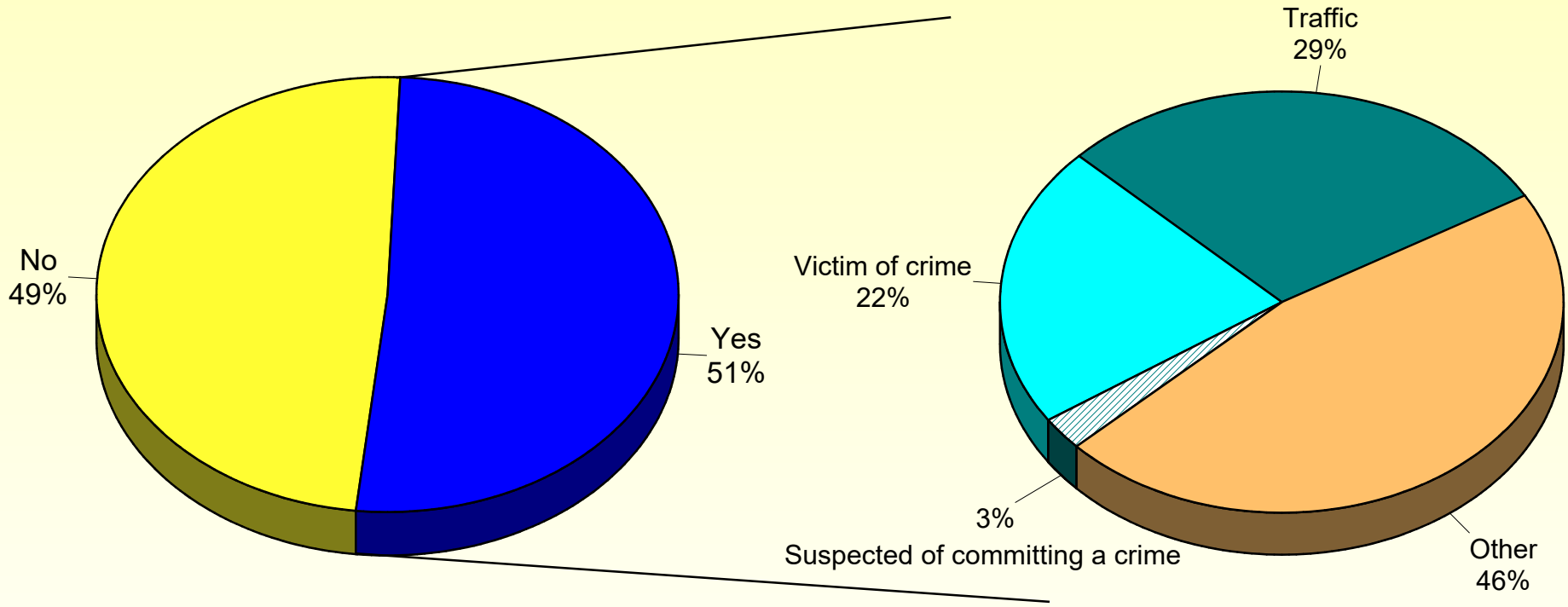
No
49%

Yes
51%

Traffic
29%

Victim of crime
22%

3%
Suspected of committing a crime

Other
46%

Source: ETC Institute (2019 - 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")

Q6b. If YES, were you treated fairly by the officer?
by percentage of respondents (excluding "not provided")
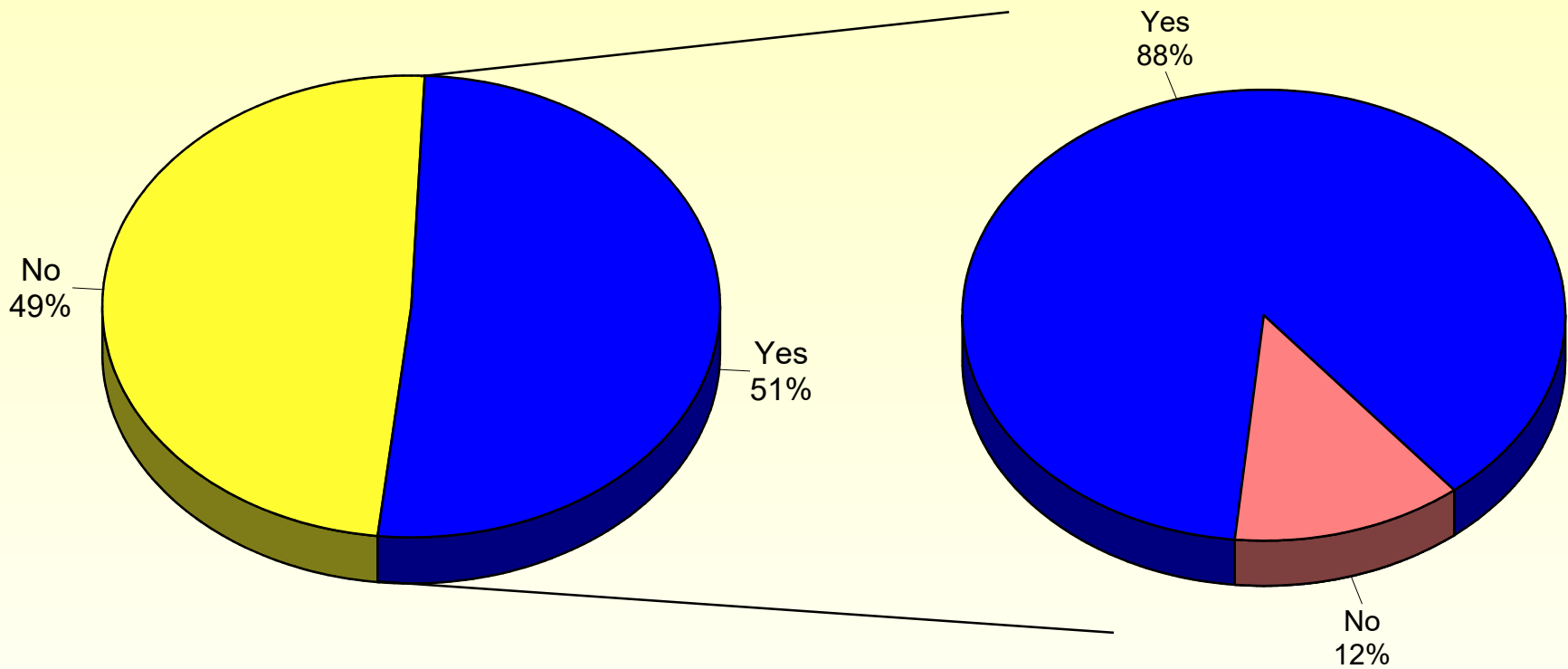
No
49%

Yes
51%

Yes
88%

No
12%

Source: ETC Institute (2019 - 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")

Q6c. If YES, how would you rate the response time of the officer?
by percentage of respondents
(excluding "not provided")

No
49%

Yes
51%

Good
33%

Excellent
32%

Neutral
17%

Acceptable
9%

Poor
9%
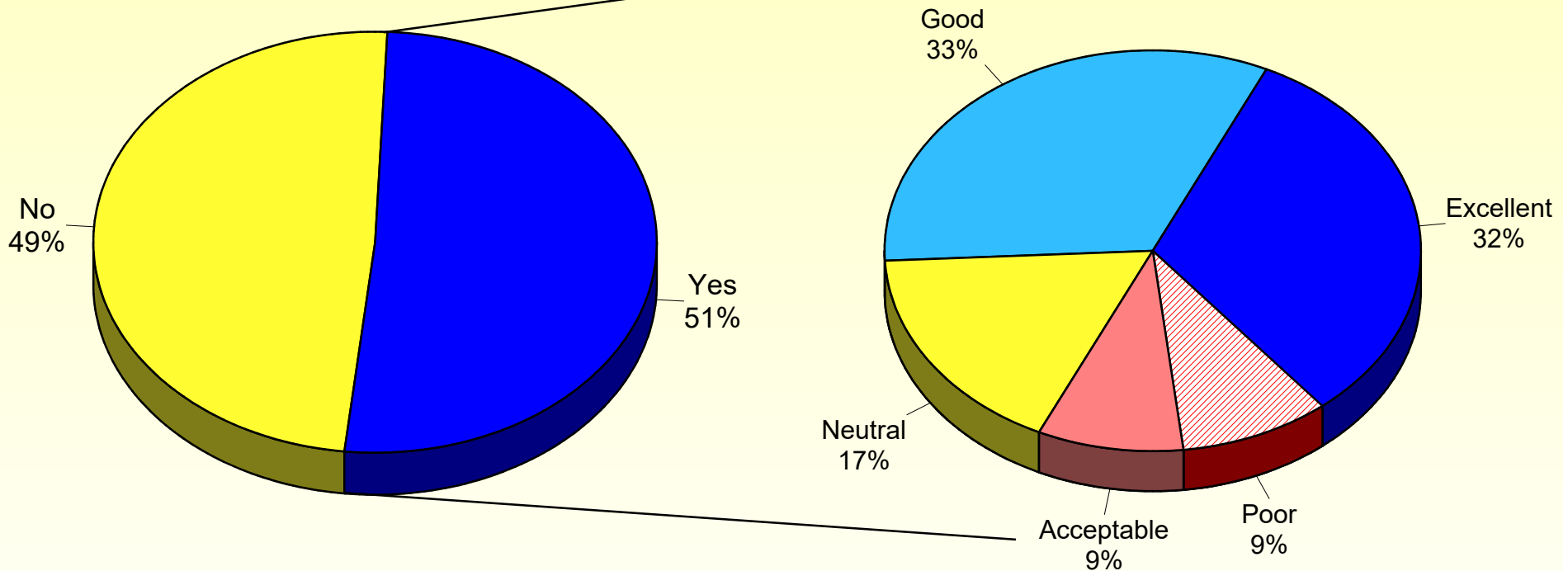
Source: ETC Institute (2019 - Oklahoma City, OK)

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

by percentage of respondents (excluding "not provided")

Yes
96%

No
4%
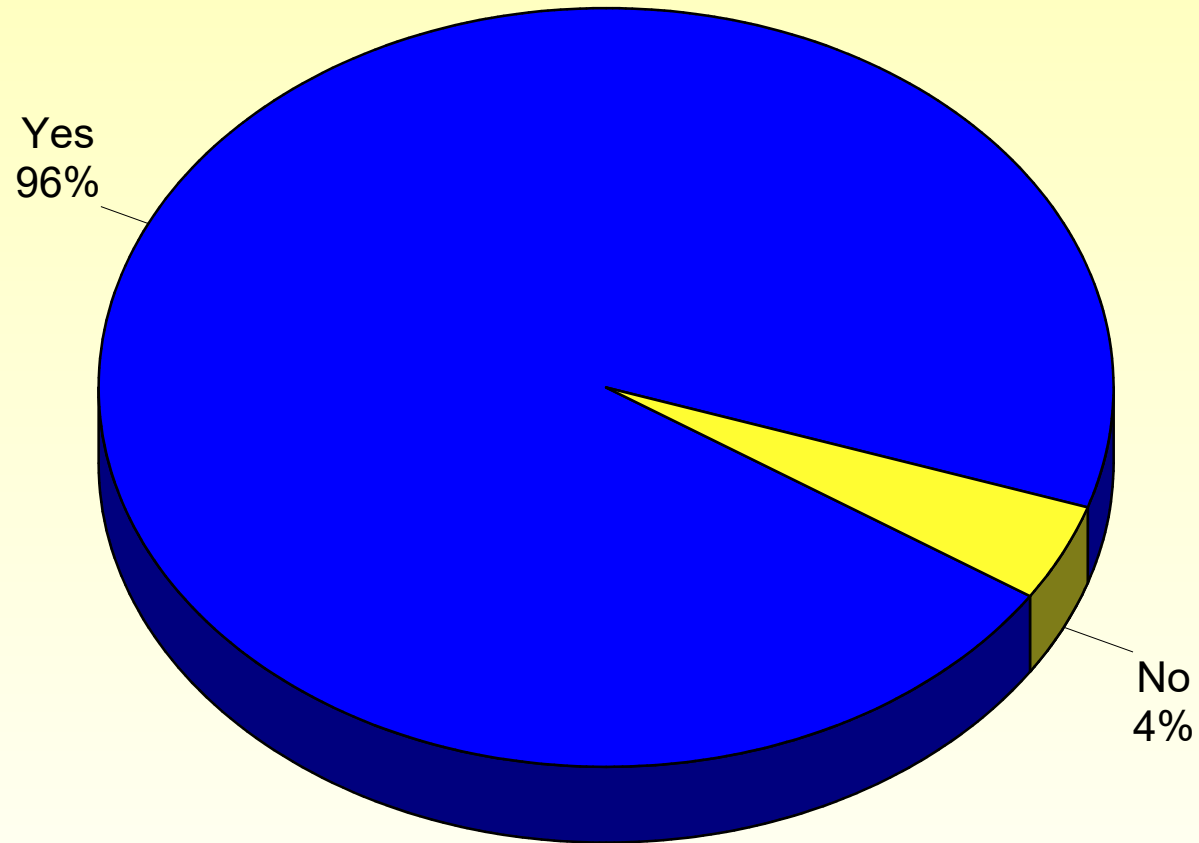
Source: ETC Institute (2019 - Oklahoma City, OK)

Do you have a working smoke alarm in your home? 2019 vs. 2018 vs. 2017

by percentage of respondents who responded "yes"
(excluding "not provided")
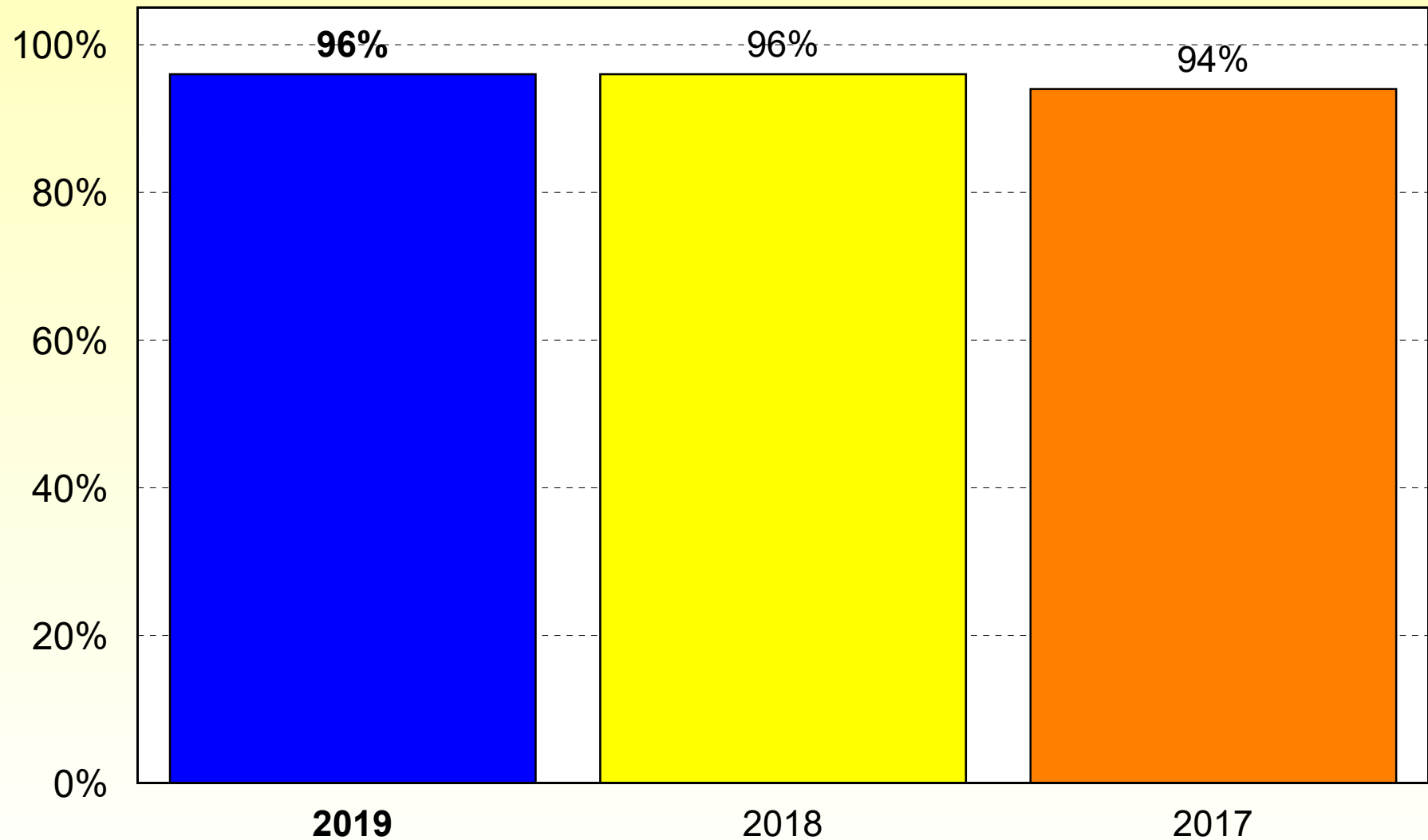
Source: ETC Institute (2019 - Oklahoma City, OK)

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

Routes to more places — **43%**

How often bus comes by your stop — **37%**

Time it takes to make a trip — **33%**

Sheltered bus stops — **27%**

Pedestrian access to bus stops — **18%**

Access to a park & ride location — **15%**

Service available until midnight — **13%**

Later weekend service — **11%**

0%   10%   20%   30%   40%   50%

■1st Choice □2nd Choice ■3rd Choice
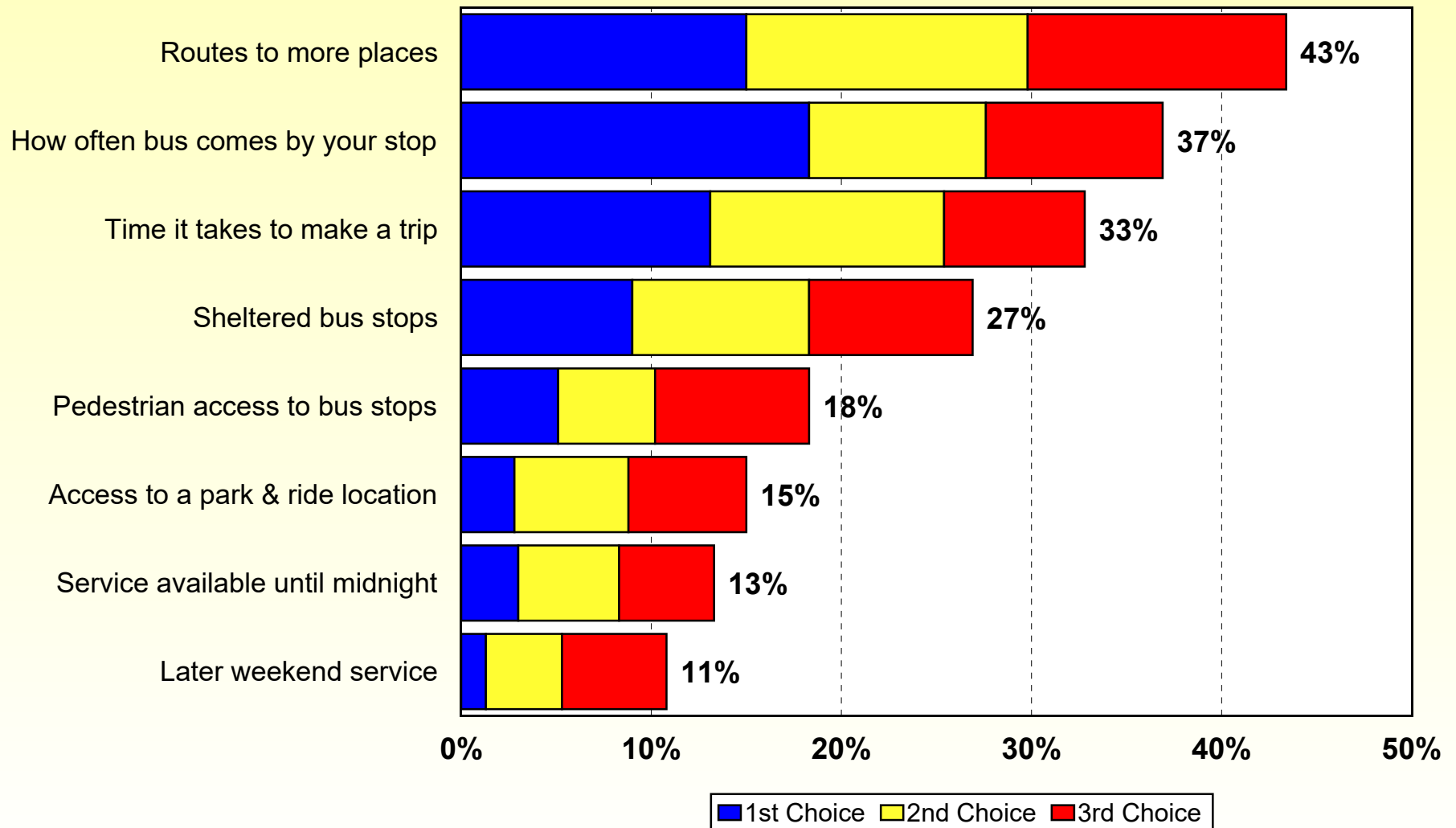
Source: ETC Institute (2019 - Oklahoma City, OK)

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

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

1-2 times a month
16%

Once a week
8%

More than once a week
15%

A few times a year
21%

Seldom or never
41%

Source: ETC Institute (2019 - 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")

Once a week
7%

1-2 times a month
10%

More than once a week
19%

A few times a year
18%

Seldom or never
46%
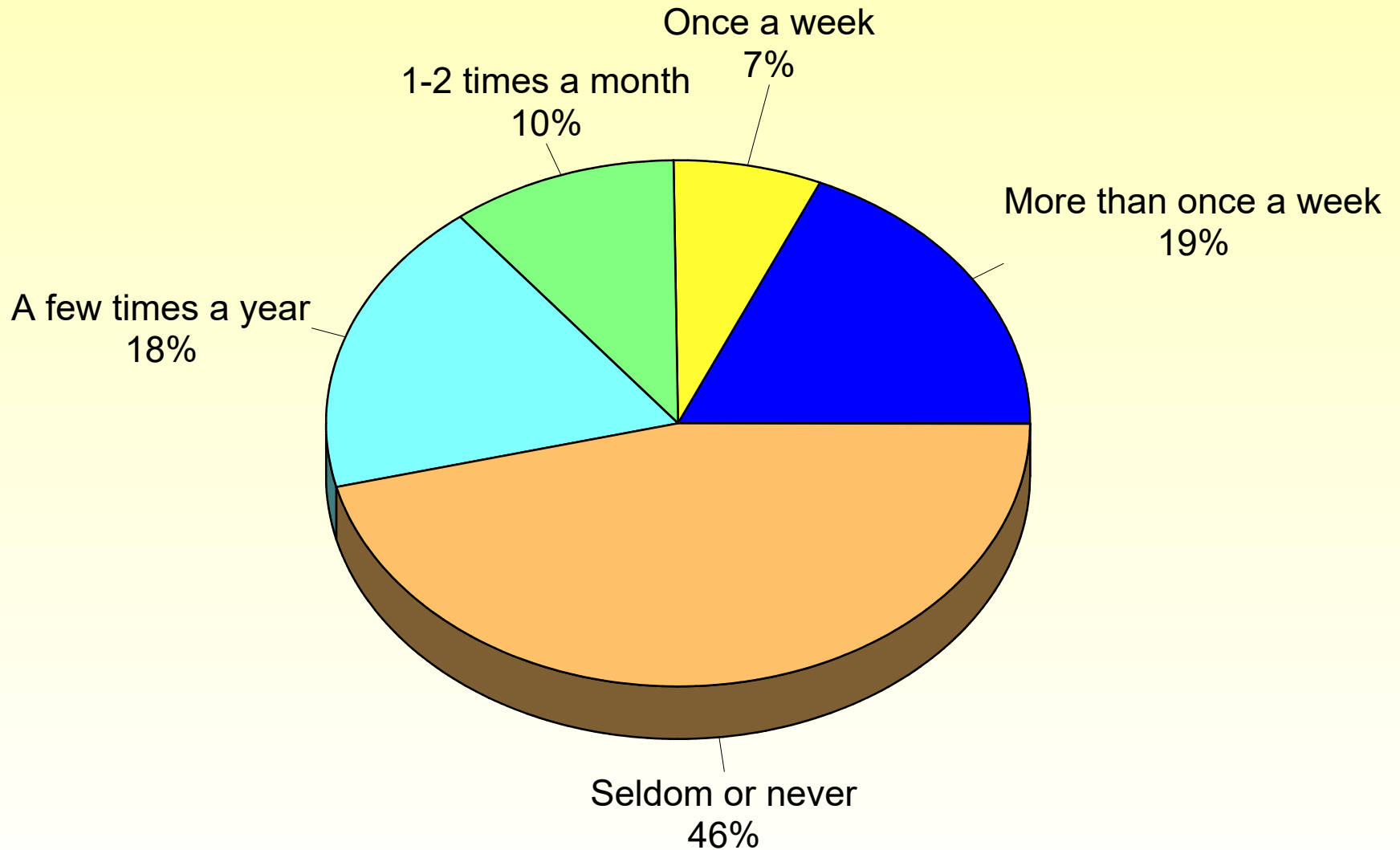
Source: ETC Institute (2019 - Oklahoma City, OK)

Q12. Satisfaction with <u>Schools</u>

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Safety in your neighborhood schools	15%	40%	25%	19%
Quality of education in your neighborhood schools	15%	30%	22%	33%
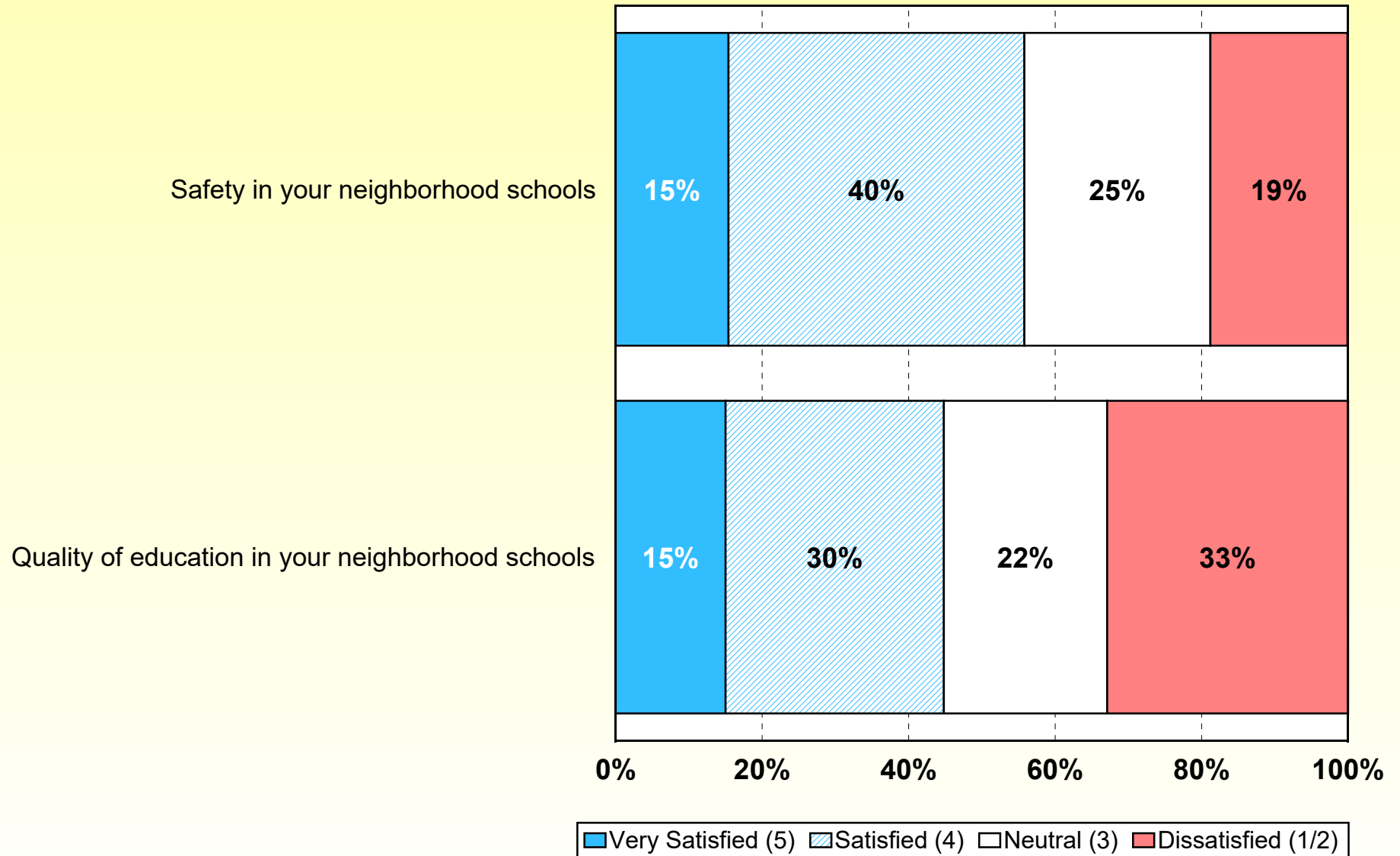
Source: ETC Institute (2019 - Oklahoma City, OK)

ETC Institute (2019)

Q13. Satisfaction with <u>Code Enforcement</u>

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Enforcement of yard parking regulations	14%	37%	30%	20%
Quality of animal control services	10%	36%	33%	21%
Enforcing clean-up of junk/debris on private property	10%	33%	27%	30%
Enforcing sign regulations	8%	34%	38%	20%
Efforts to remove abandoned/inoperative vehicles	9%	32%	35%	24%
Enforcing mowing/cutting of weeds/grass on private property	7%	31%	35%	27%
Enforcing exterior maintenance of residential property	7%	31%	27%	35%

■ Very Satisfied (5) ▨ Satisfied (4) □ Neutral (3) ■ Dissatisfied (1/2)

Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction with Code Enforcement
2019 vs. 2018 vs. 2017

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

Legend: **2019** ☐2018 ☐2017
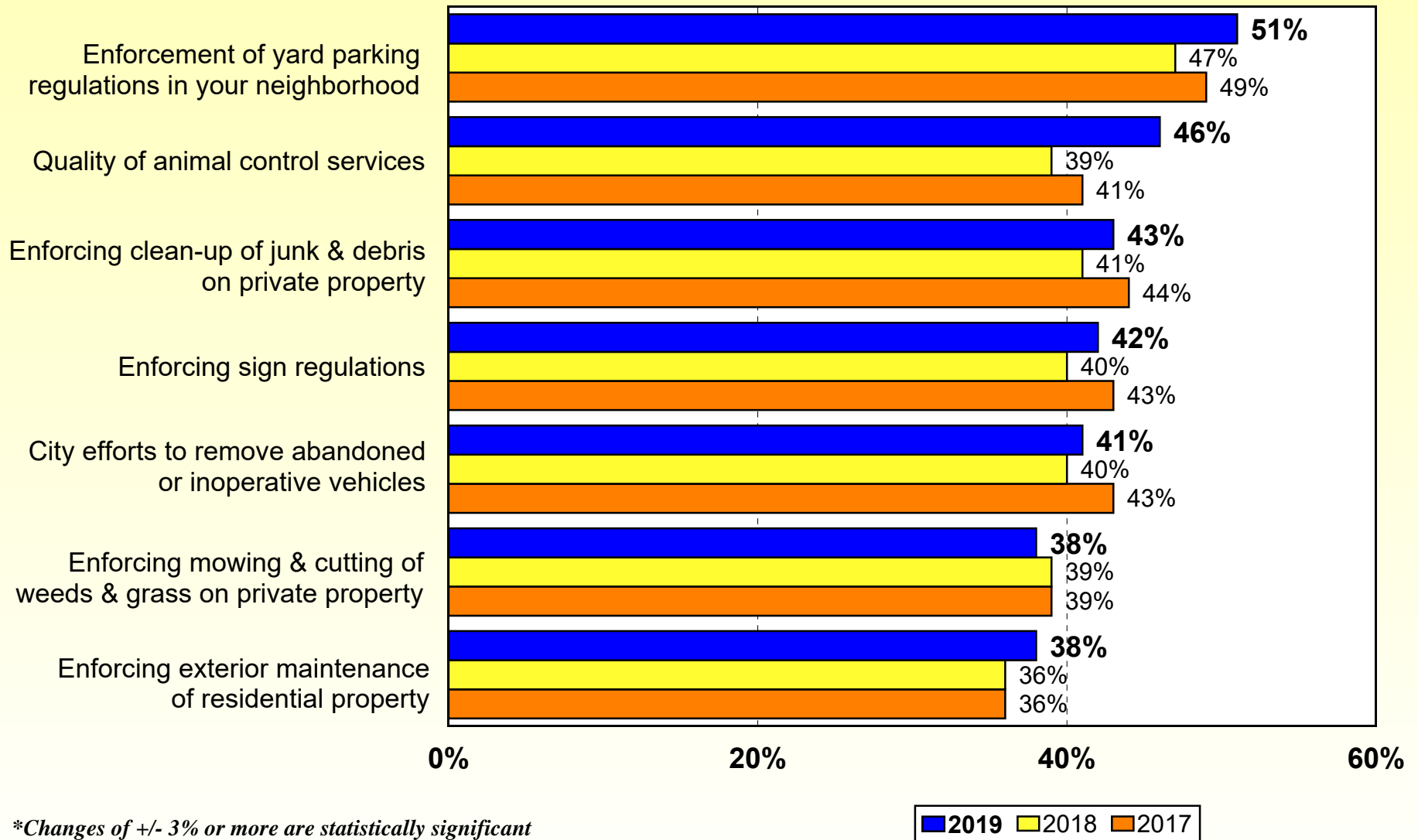
Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q14. <u>Code Enforcement</u> 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

Enforcing clean-up of junk/debris on private property — **60%**

Enforcing mowing/cutting of weeds/grass on private property — **56%**

Enforcing exterior maintenance of residential property — **35%**

Efforts to remove abandoned/inoperative vehicles — **31%**

Quality of animal control services — **30%**

Enforcing sign regulations — **19%**

Enforcement of yard parking regulations — **18%**
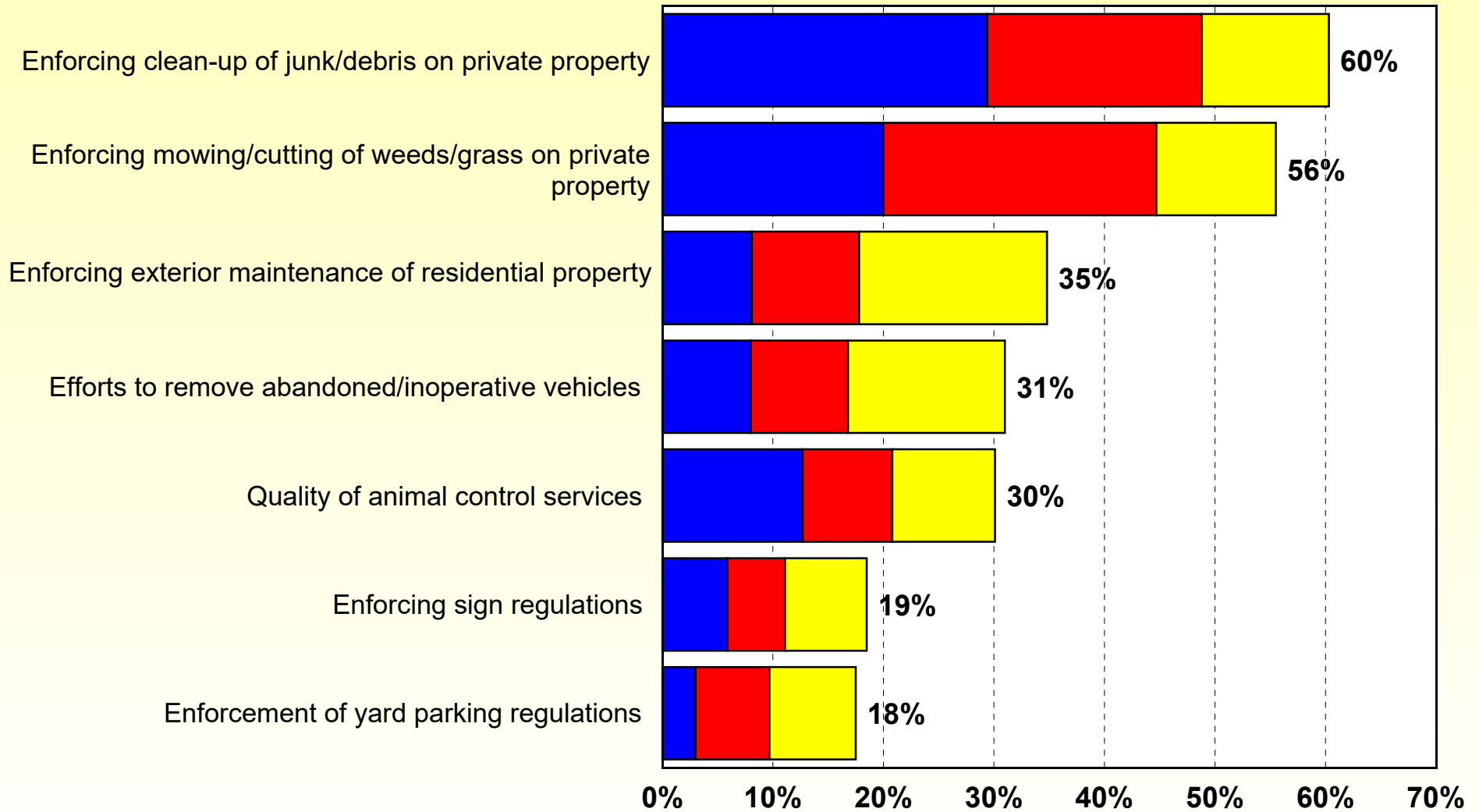
Legend: ■ 1st Choice ■ 2nd Choice □ 3rd Choice

Source: ETC Institute (2019 - Oklahoma City, OK)

Q15. Satisfaction with <u>City Utility Services</u>

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

Service	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Residential trash collection services	48%	43%	5%	4%
Bulky item pick up/removal services	43%	42%	10%	6%
Curbside recycling services	44%	39%	9%	8%
Water service	34%	45%	14%	8%
Wastewater service	32%	44%	19%	6%
Quality of customer service	27%	41%	25%	7%
Speed of service	24%	40%	28%	8%

■ Very Satisfied (5) ▨ Satisfied (4) □ Neutral (3) ■ Dissatisfied (1/2)
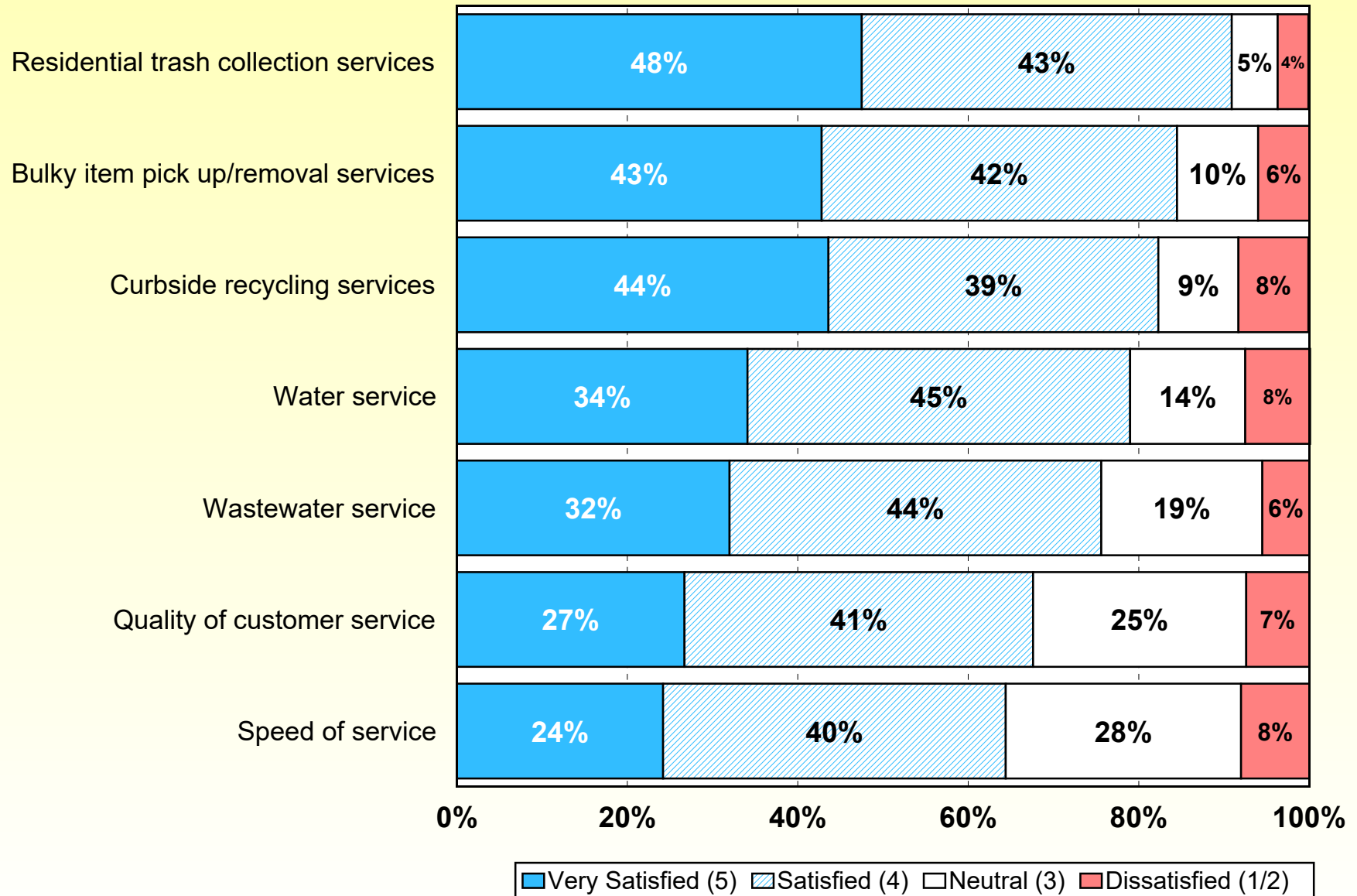
Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction with City Utility Services
2019 vs. 2018 vs. 2017

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

Residential trash collection services
- **91%**
- 91%
- 89%

Bulky item pick up/removal services
- **85%**
- 82%
- 81%

Curbside recycling services
- **83%**
- 75%
- 72%

Water service
- **79%**
- 78%
- 77%

Wastewater service
- **76%**
- 76%
- 75%

Quality of customer service
- **68%**
- 69%
- 67%

Speed of service
- **64%**
- 65%
- 63%

0% 20% 40% 60% 80% 100%

2019 2018 2017

Changes of +/- 3% or more are statistically significant
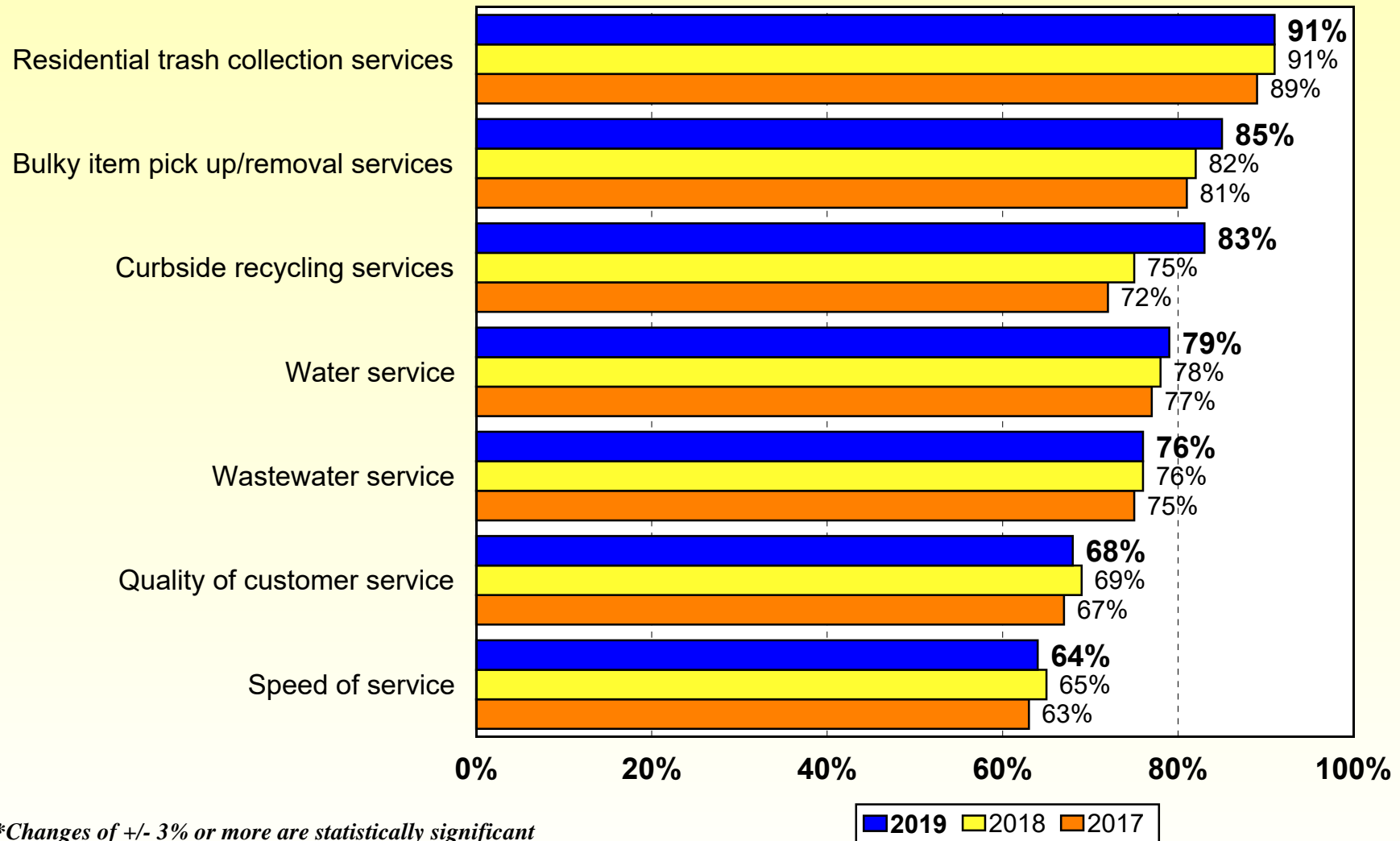
Source: ETC Institute (2019 - Oklahoma City, OK)

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")

Yes
62%

No
38%
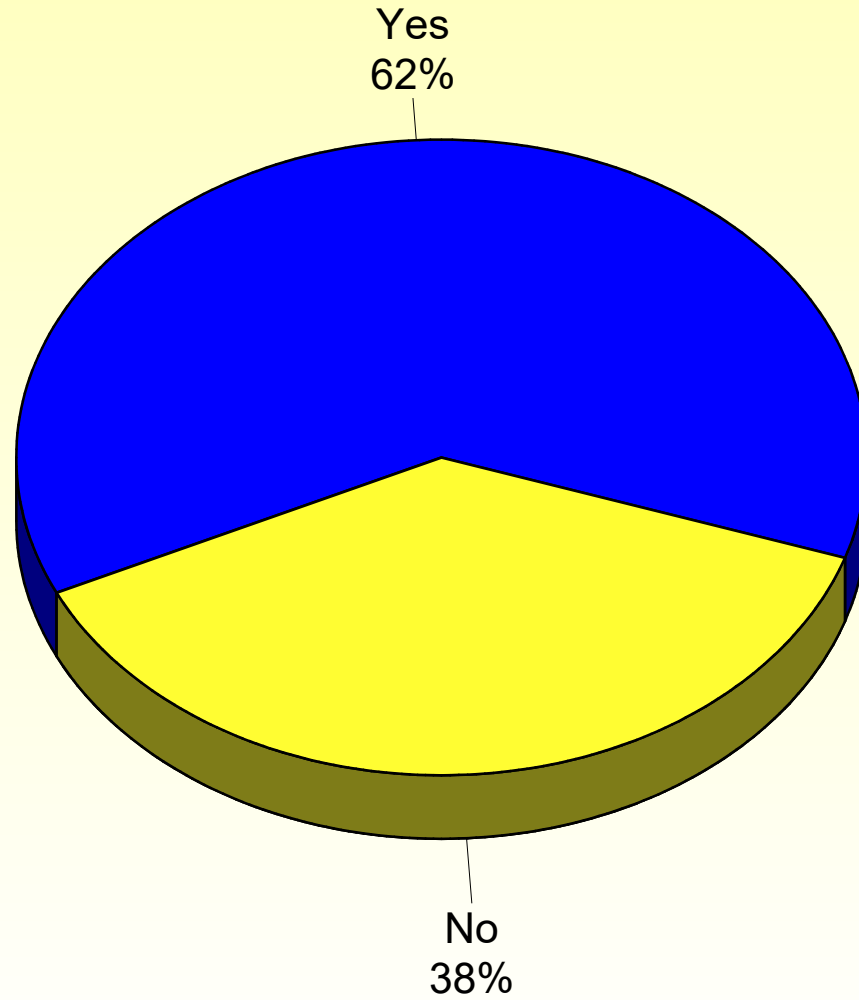
Source: ETC Institute (2019 - Oklahoma City, OK)

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"

62% — 2019

55% — 2018

54% — 2017
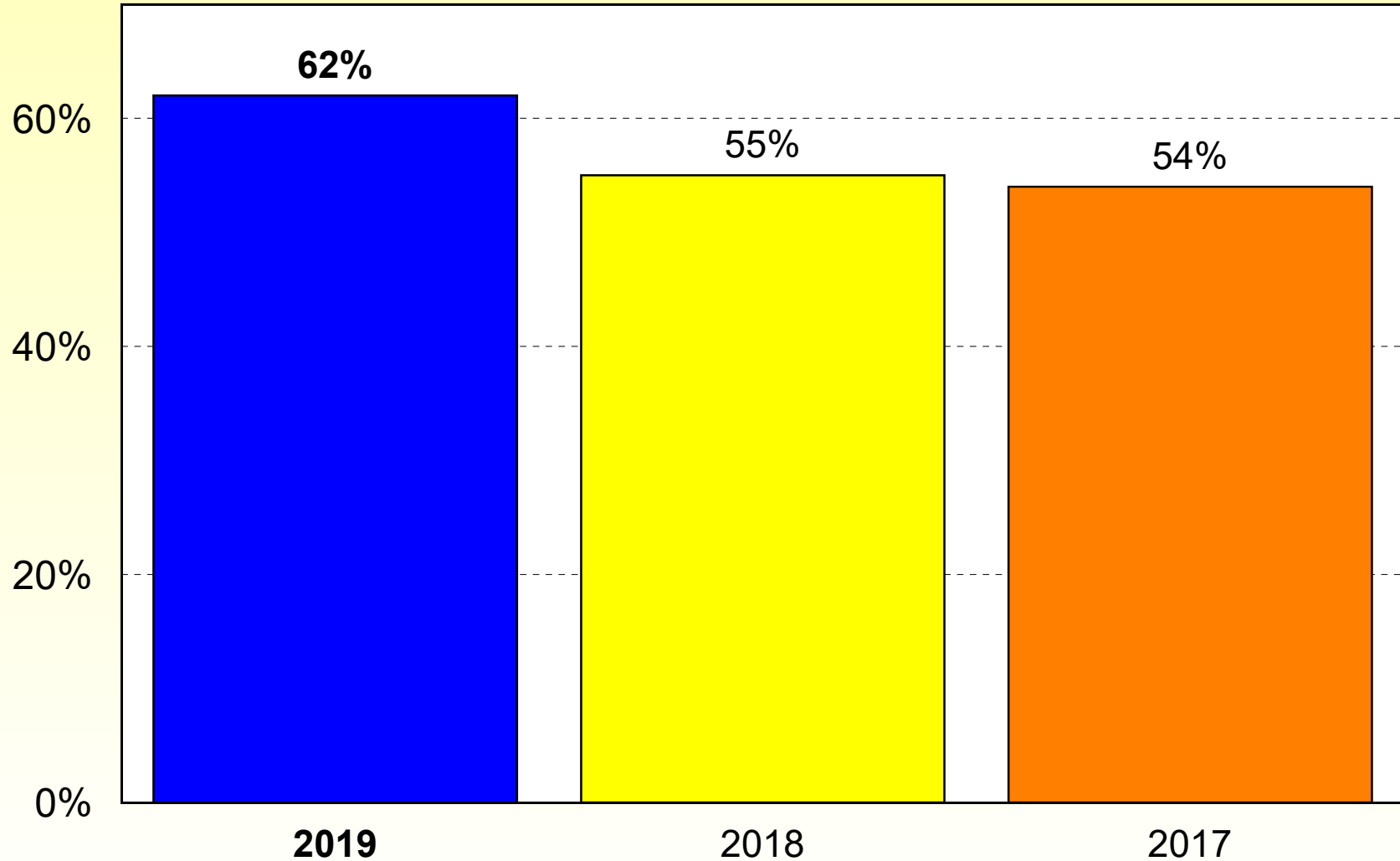
Source: ETC Institute (2019 - Oklahoma City, OK)

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")

5 to 10 times
19%

Less than 5 times
33%

11 to 20 times
7%

20+ times
14%

None
27%
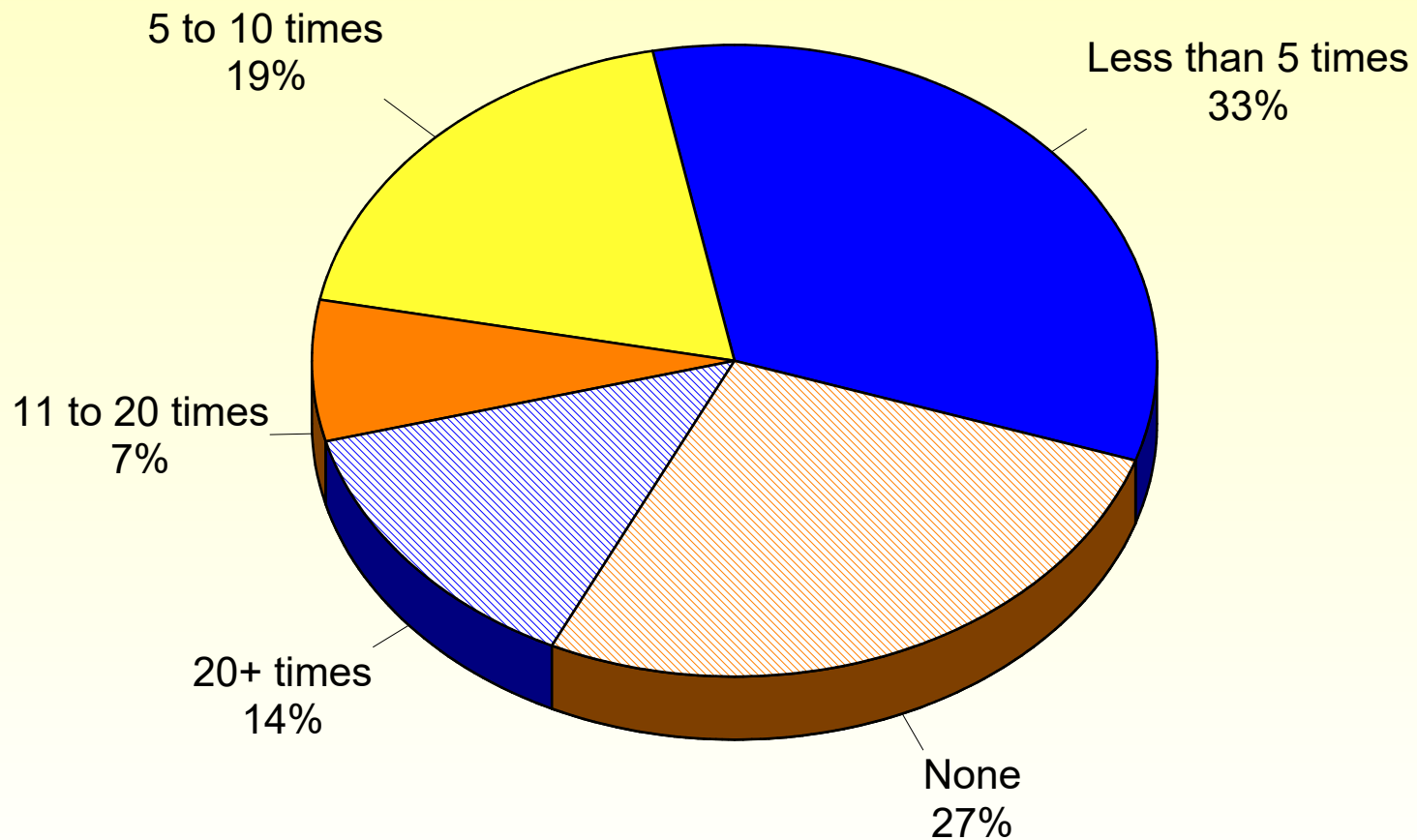
Source: ETC Institute (2019 - Oklahoma City, OK)

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

Less than 5 times
- 2019: **33%**
- 2018: 32%
- 2017: 30%

5 to 10 times
- 2019: **19%**
- 2018: 20%
- 2017: 20%

11 to 20 times
- 2019: **7%**
- 2018: 9%
- 2017: 10%

20+ times
- 2019: **14%**
- 2018: 15%
- 2017: 15%

None
- 2019: **27%**
- 2018: 24%
- 2017: 22%

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

Legend: **2019** 2018 2017
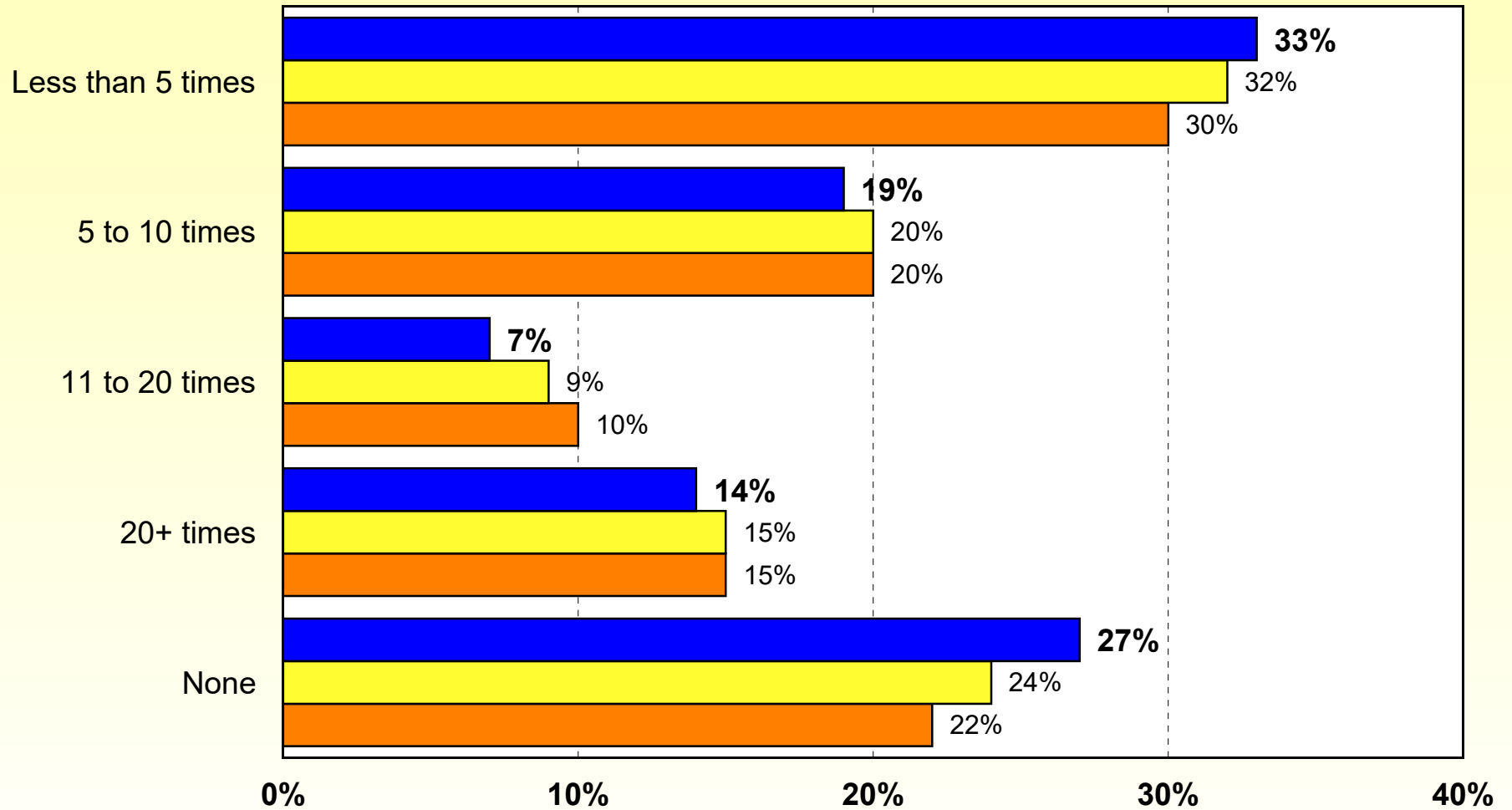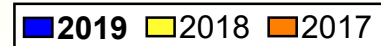
Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q18. Satisfaction with <u>Parks and Recreation</u>

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

Category	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Civic Center Music Hall experience	35%	38%	24%	4%
Maintenance of city parks	17%	54%	21%	9%
Accessibility of City Parks	20%	51%	22%	7%
Quality of city parks near neighborhoods	17%	49%	22%	12%
Walking and biking trails in the city	18%	43%	24%	15%
Availability of info about Civic Center Music Hall programs	18%	41%	30%	11%
City golf courses	18%	40%	39%	4%
Quality of recreation programs and facilities	12%	37%	39%	12%
Recreation opportunities for fishing at close to home waters	14%	35%	36%	15%
Outdoor athletic facilities	12%	36%	38%	14%
Availability of info about parks & recreation programs	11%	36%	35%	18%
Athletic programs	13%	34%	45%	9%
City aquatic facilities and programs	11%	33%	37%	19%

■ Very Satisfied (5) ▨ Satisfied (4) ☐ Neutral (3) ■ Dissatisfied (1/2)

Source: ETC Institute (2019 - Oklahoma City, OK)

ETC Institute (2019)

Satisfaction with Parks and Recreation
2019 vs. 2018 vs. 2017

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

| Category	2019	2018	2017
Civic Center Music Hall experience	73%	69%	66%
Maintenance of city parks	71%	64%	67%
Quality of city parks near neighborhoods	66%	63%	61%
Walking and biking trails in the city	61%	60%	56%
Availability of information about Civic Center Music Hall programs	59%	56%	50%
City golf courses	58%	51%	50%
Quality of recreation programs and facilities	49%	44%	41%
Recreation opportunities for fishing at close to home waters	49%	48%	42%
Outdoor athletic facilities	48%	44%	42%
Availability of information about parks & recreation programs	47%	42%	38%
Athletic programs	47%	39%	37%
City aquatic facilities and programs	44%	42%	37%

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

Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q19. <u>Parks and Recreation</u> 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

Item	Percentage
Maintenance of City parks	43%
Quality of City parks near neighborhoods	41%
Walking & biking trails in City	38%
Availability of info about parks & recreation programs	17%
City aquatic facilities & programs	15%
Accessibility of City parks	14%
Quality of recreation programs & facilities	14%
Recreation opportunities for fishing at close to home waters	12%
Outdoor athletic facilities	11%
Athletic programs	8%
Availability of info about Civic Center Music Hall	7%
Civic Center Music Hall experience	7%
City golf courses	5%

■ 1st Choice ■ 2nd Choice □ 3rd Choice

Source: ETC Institute (2019 - 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
37%

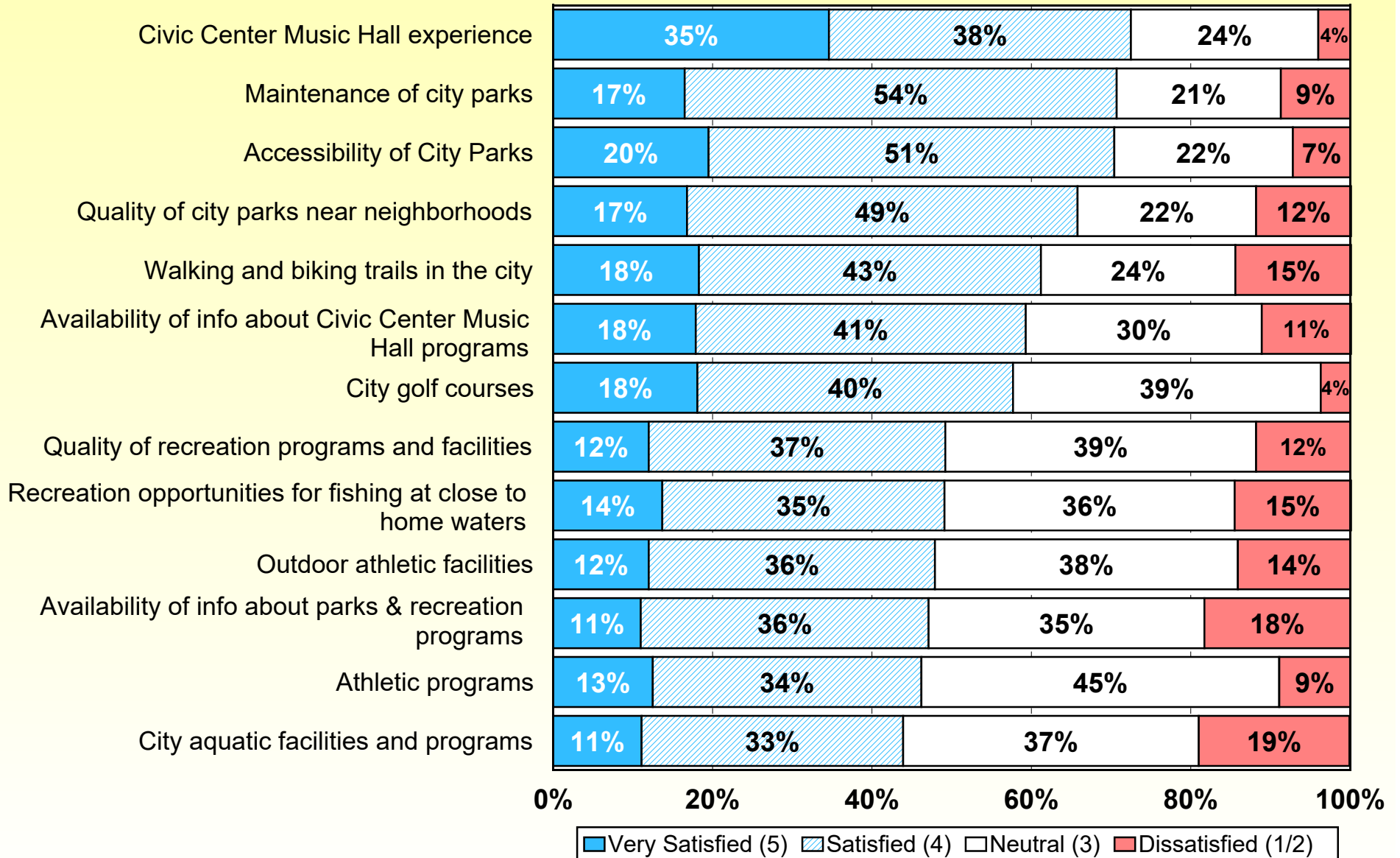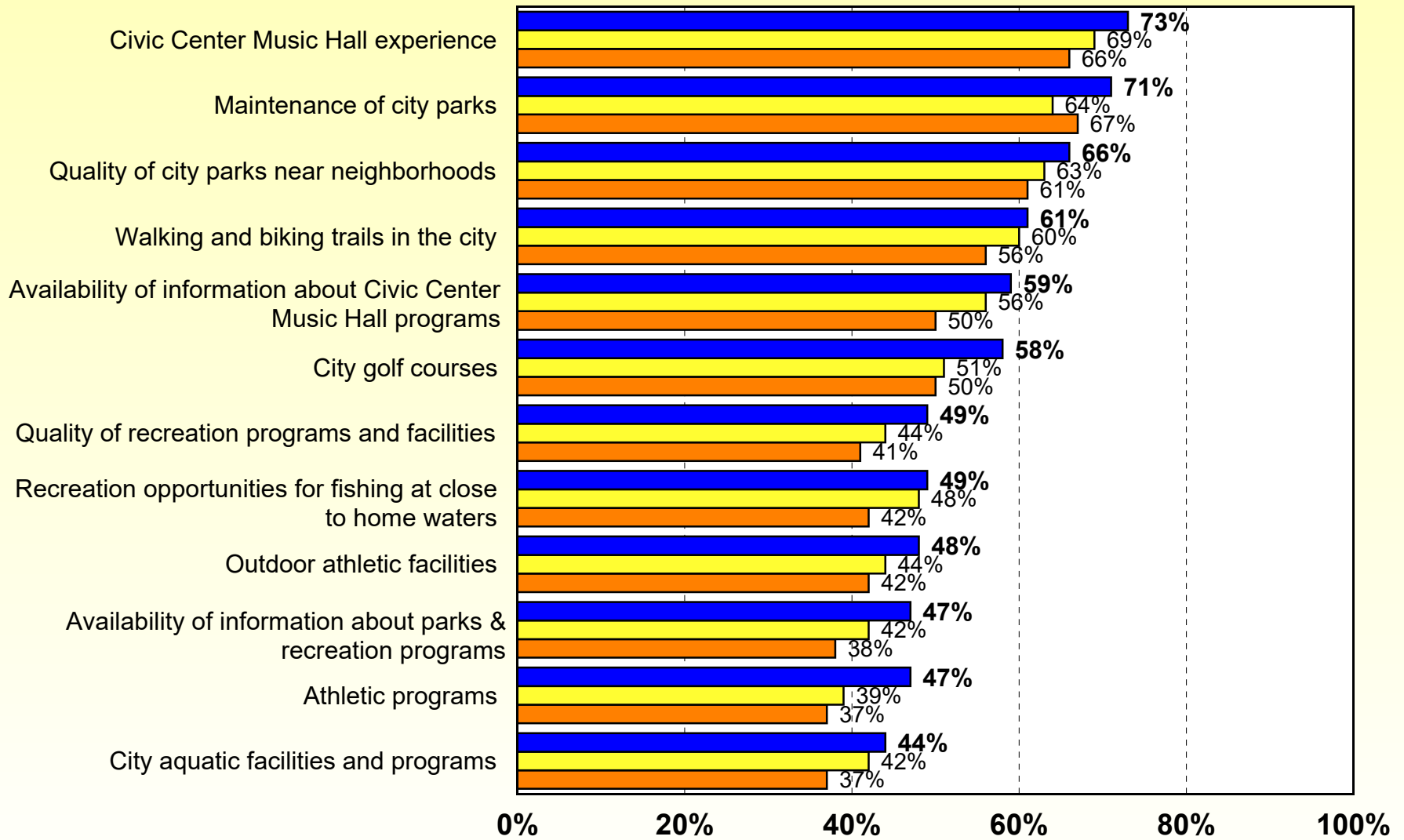1-3 times a week
28%

0 times last month
11%

1-3 times a month
23%
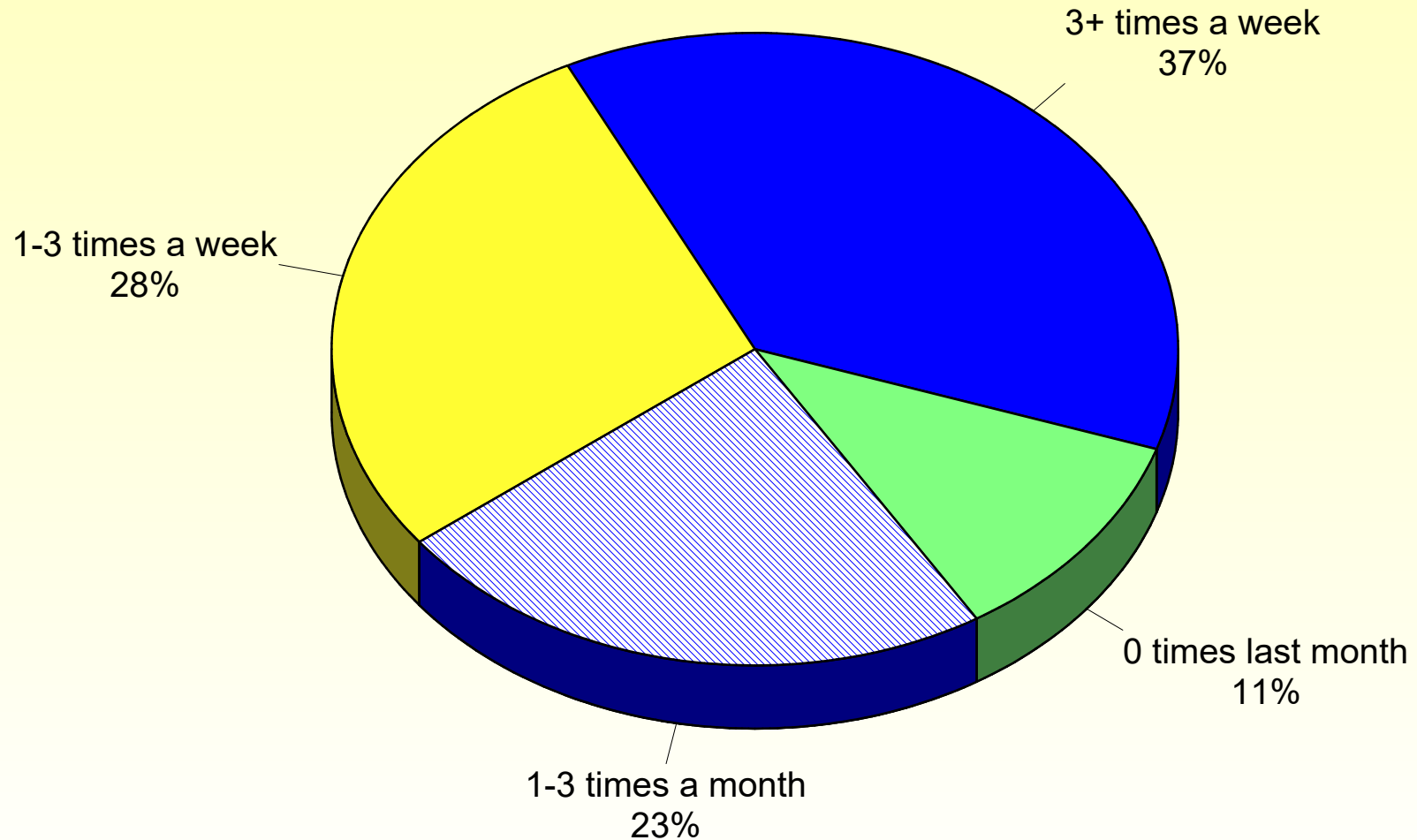
Source: ETC Institute (2019 - Oklahoma City, OK)

Q21. Satisfaction with City Maintenance
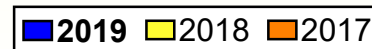
by percentage of respondents (excluding "don't know")

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Condition of street signs	11%	48%	29%	13%
Snow removal on snow routes during the past year	13%	44%	28%	16%
Condition of landscaping or streetscaping in medians & along City streets	8%	37%	28%	27%
Cleanliness of stormwater drains in your neighborhood	8%	35%	26%	31%
Condition of sidewalks	8%	35%	28%	30%
Cleanliness of city streets and other public areas	5%	33%	32%	31%
Condition of pavement markings on city streets	6%	29%	27%	39%
Condition of bicycle infrastructure	6%	26%	36%	32%
Condition of streets in your neighborhood	6%	24%	18%	52%
Condition of major city streets	3%	17%	17%	63%

Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction with City Maintenance
2019 vs. 2018 vs. 2017

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

Condition of street signs
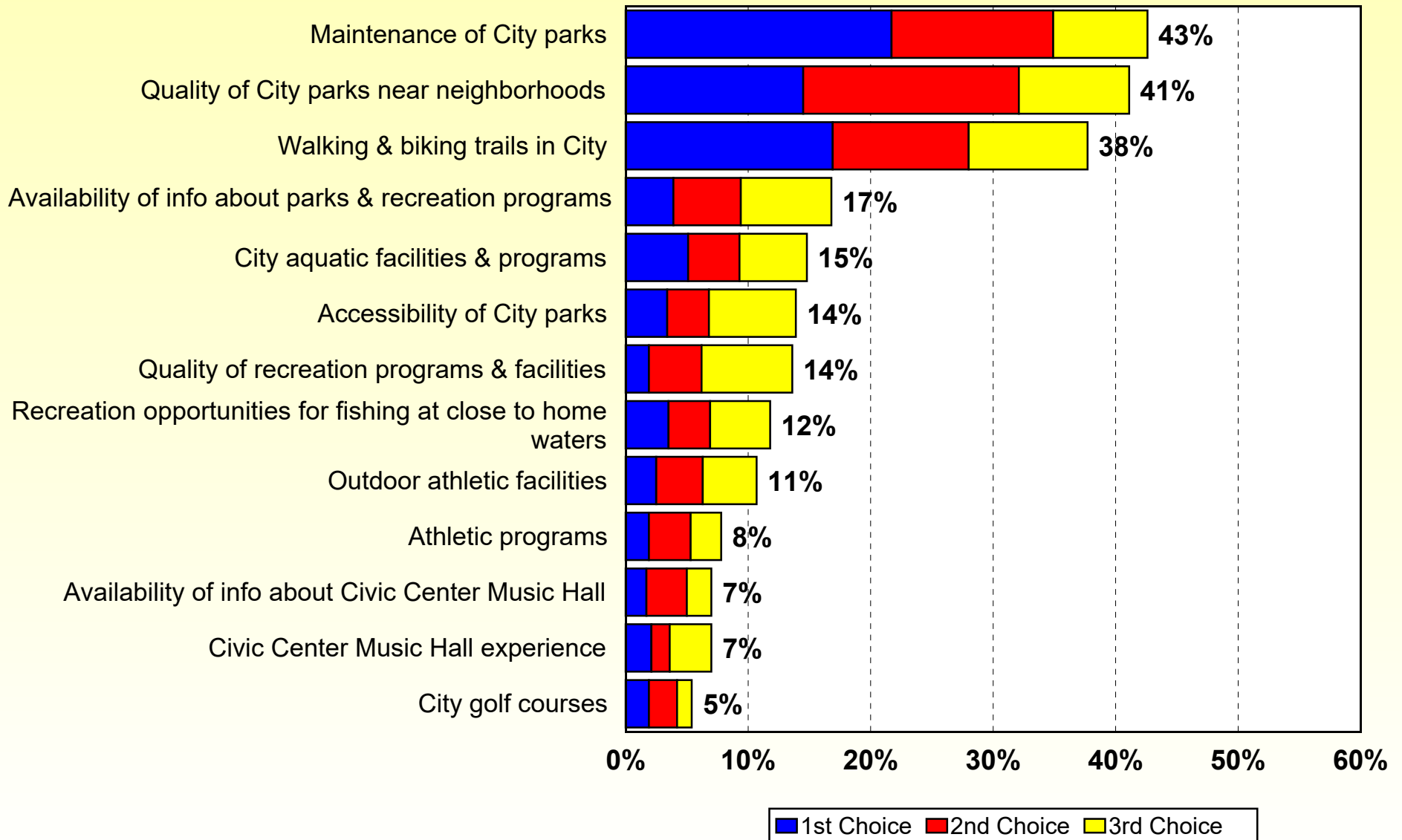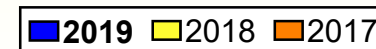- 2019: **59%**
- 2018: 57%
- 2017: 56%

Snow removal on snow routes during past year
- 2019: **57%**
- 2018: 51%
- 2017: 52%

Condition of landscaping or streetscaping in medians & along City streets
- 2019: **45%**
- 2018: 42%
- 2017: 48%

Cleanliness of stormwater drains in your neighborhood
- 2019: **43%**
- 2018: 42%
- 2017: 44%

Cleanliness of City streets & other public areas
- 2019: **38%**
- 2018: 37%
- 2017: 42%

Condition of pavement markings on City streets
- 2019: **35%**
- 2018: 33%
- 2017: 32%

Condition of streets in your neighborhood
- 2019: **30%**
- 2018: 30%
- 2017: 28%

Condition of major City streets
- 2019: **20%**
- 2018: 20%
- 2017: 18%

X-axis: 0% 20% 40% 60% 80%

Changes of +/- 3% or more are statistically significant
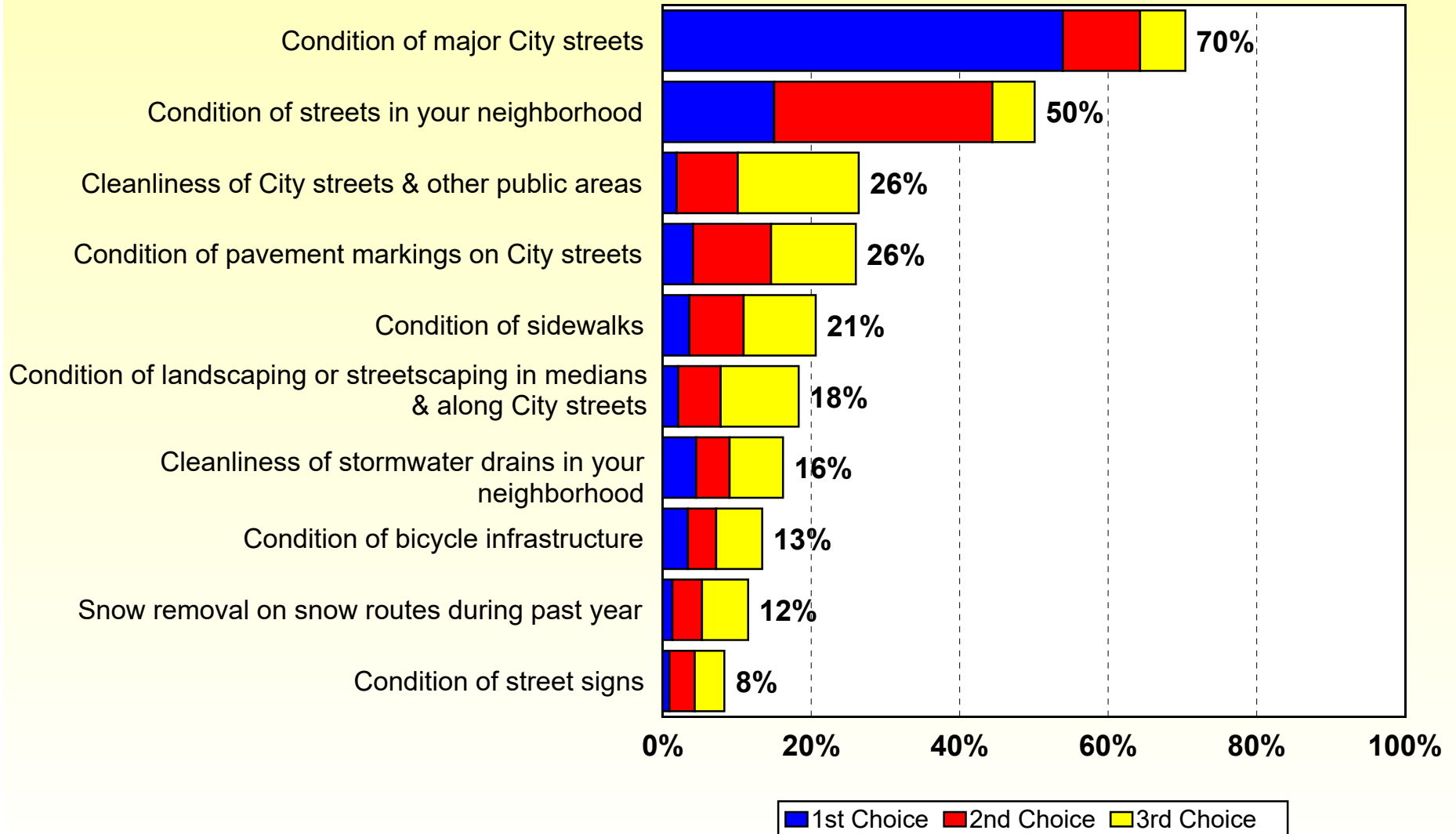
Legend: **2019** 2018 2017

Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q22. <u>City Maintenance</u> 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

Item	Percentage
Condition of major City streets	70%
Condition of streets in your neighborhood	50%
Cleanliness of City streets & other public areas	26%
Condition of pavement markings on City streets	26%
Condition of sidewalks	21%
Condition of landscaping or streetscaping in medians & along City streets	18%
Cleanliness of stormwater drains in your neighborhood	16%
Condition of bicycle infrastructure	13%
Snow removal on snow routes during past year	12%
Condition of street signs	8%

Legend: ■ 1st Choice ■ 2nd Choice ■ 3rd Choice

Source: ETC Institute (2019 - Oklahoma City, OK)

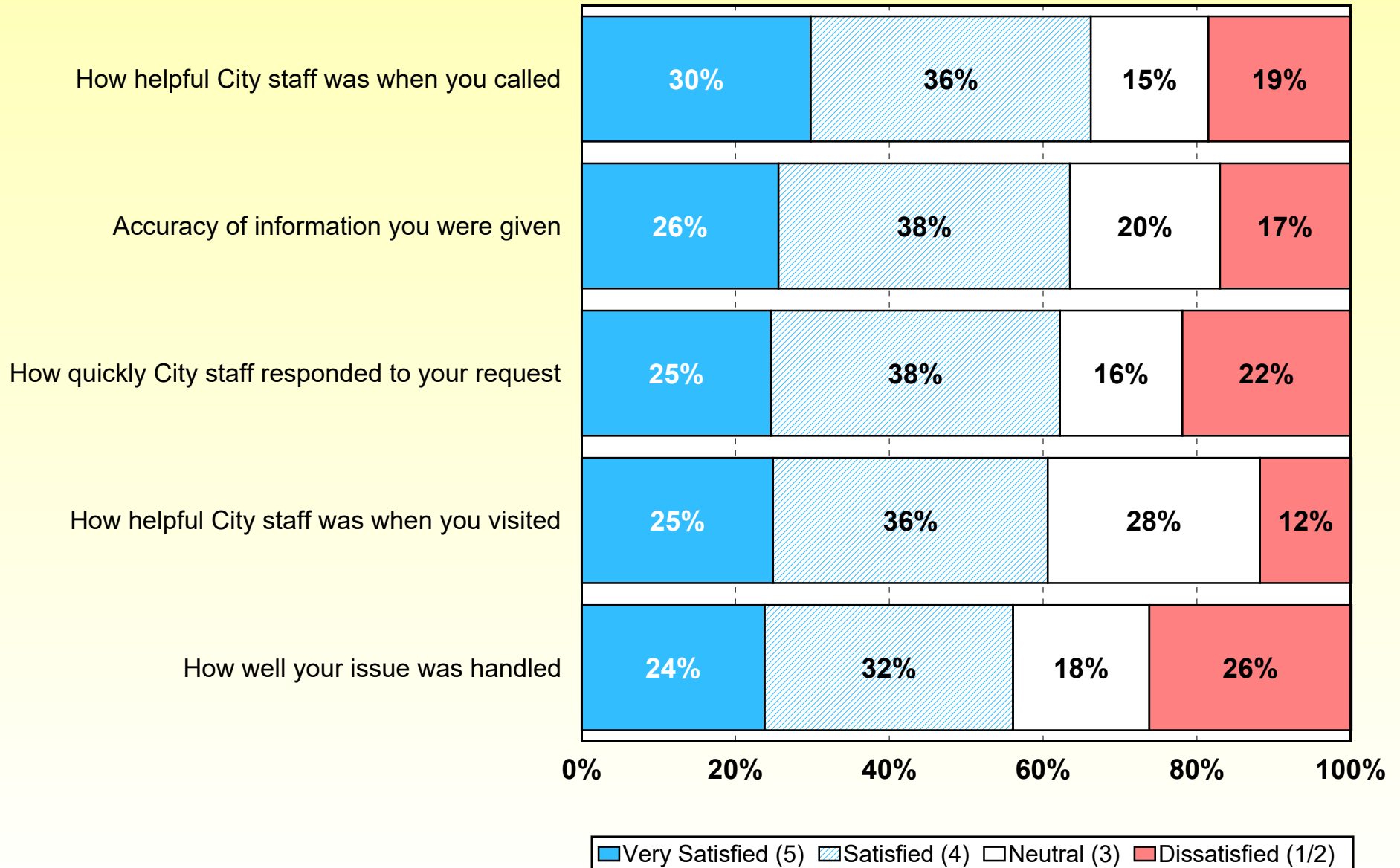# Q23. Have you contacted the City of Oklahoma City during the past year?

by percentage of respondents

Yes
42%

No
58%
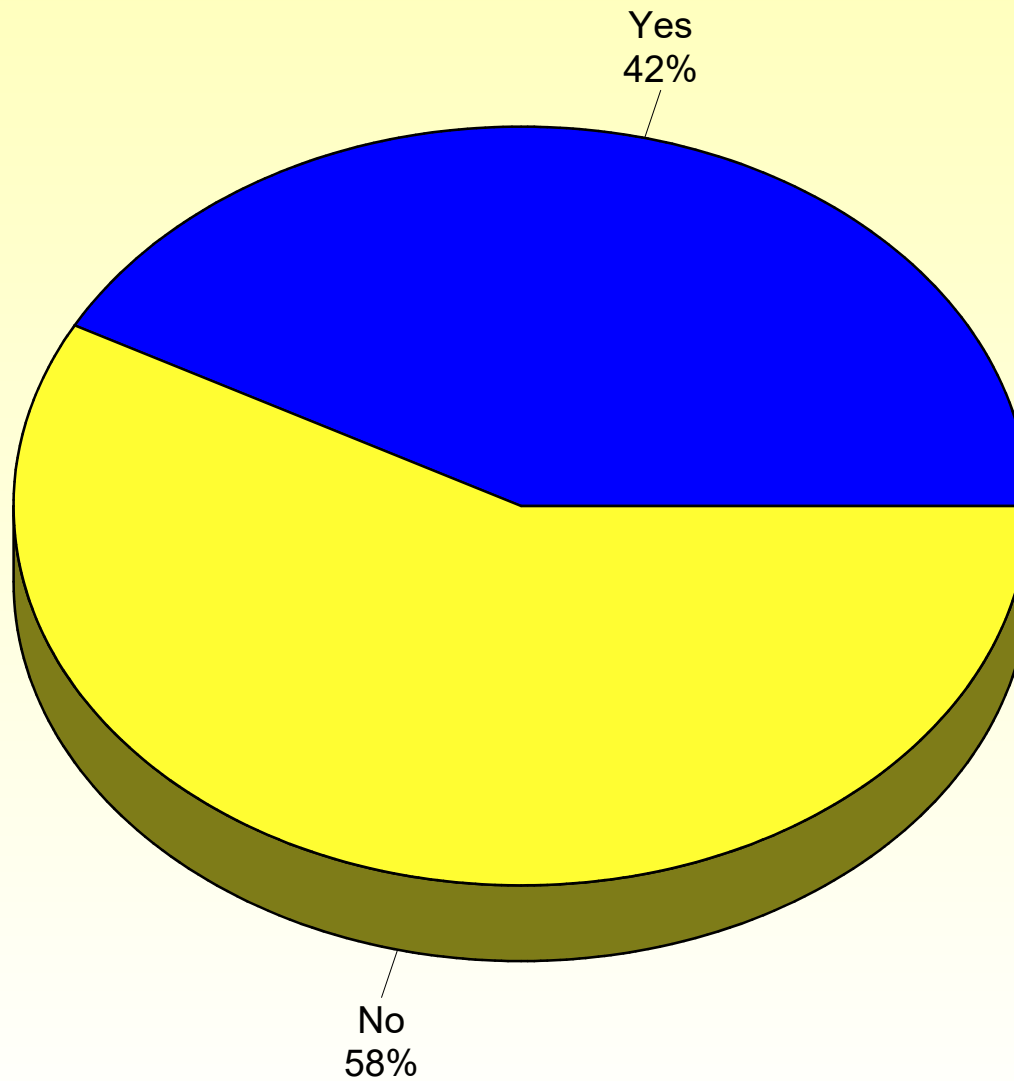
Source: ETC Institute (2019 - Oklahoma City, OK)

Q23a. Satisfaction with City Employees Contacted

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
How helpful City staff was when you called	30%	36%	15%	19%
Accuracy of information you were given	26%	38%	20%	17%
How quickly City staff responded to your request	25%	38%	16%	22%
How helpful City staff was when you visited	25%	36%	28%	12%
How well your issue was handled	24%	32%	18%	26%

Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction with City Employees Contacted
2019 vs. 2018 vs. 2017

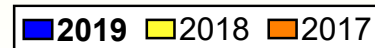by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

How helpful City staff was when you called — **66%** (2019), 68% (2018), 68% (2017)

Accuracy of information you were given — **64%** (2019), 66% (2018), 65% (2017)

How quickly City staff responded to your request — **63%** (2019), 62% (2018), 61% (2017)

How helpful City staff was when you visited — **61%** (2019), 57% (2018), 58% (2017)

How well your issue was handled — **56%** (2019), 59% (2018), 63% (2017)

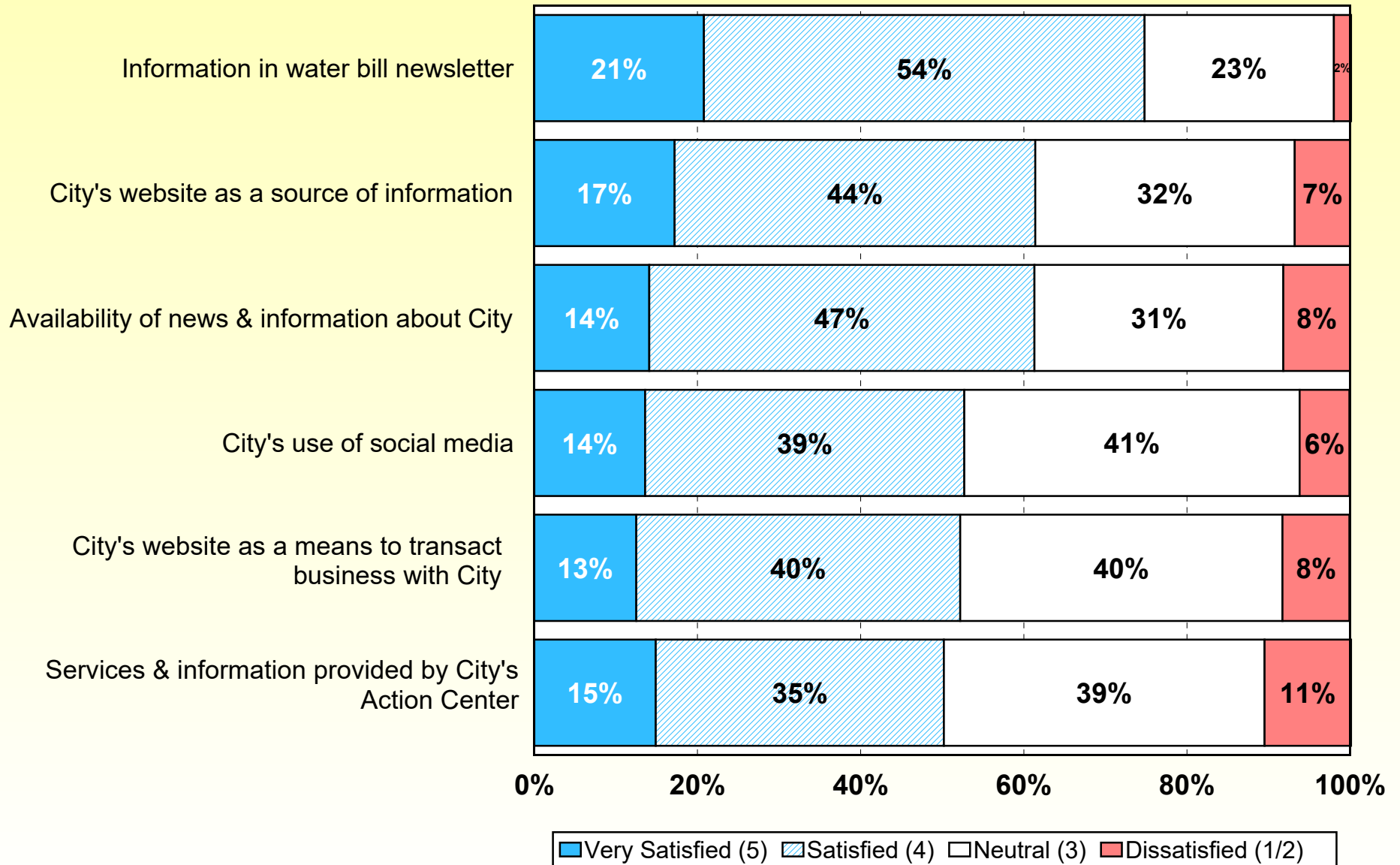*Changes of +/- 3% or more are statistically significant*

Legend: **2019** 2018 2017
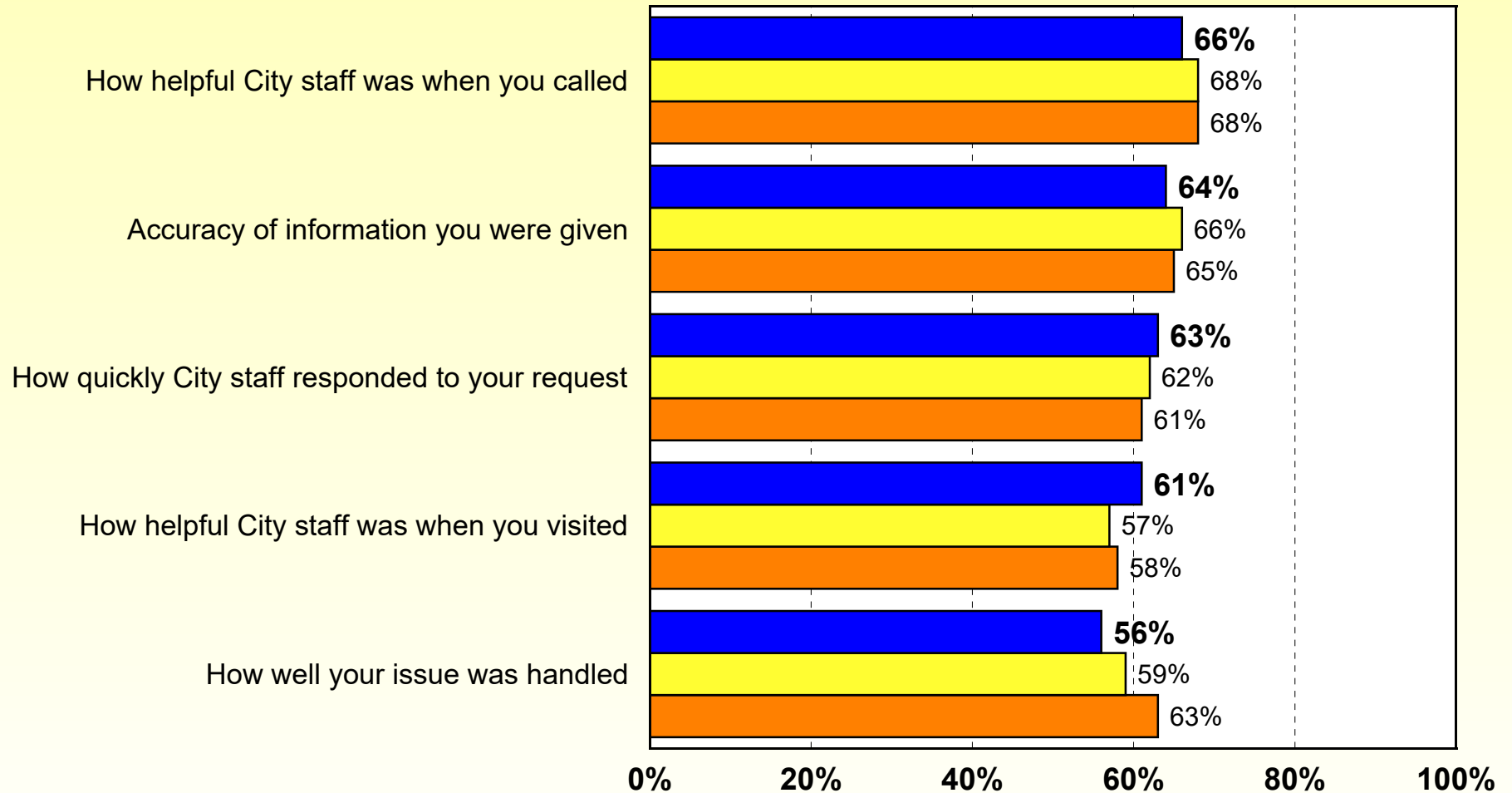
Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q24. Satisfaction with <u>Communication</u>

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

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Information in water bill newsletter	21%	54%	23%	2%
City's website as a source of information	17%	44%	32%	7%
Availability of news & information about City	14%	47%	31%	8%
City's use of social media	14%	39%	41%	6%
City's website as a means to transact business with City	13%	40%	40%	8%
Services & information provided by City's Action Center	15%	35%	39%	11%

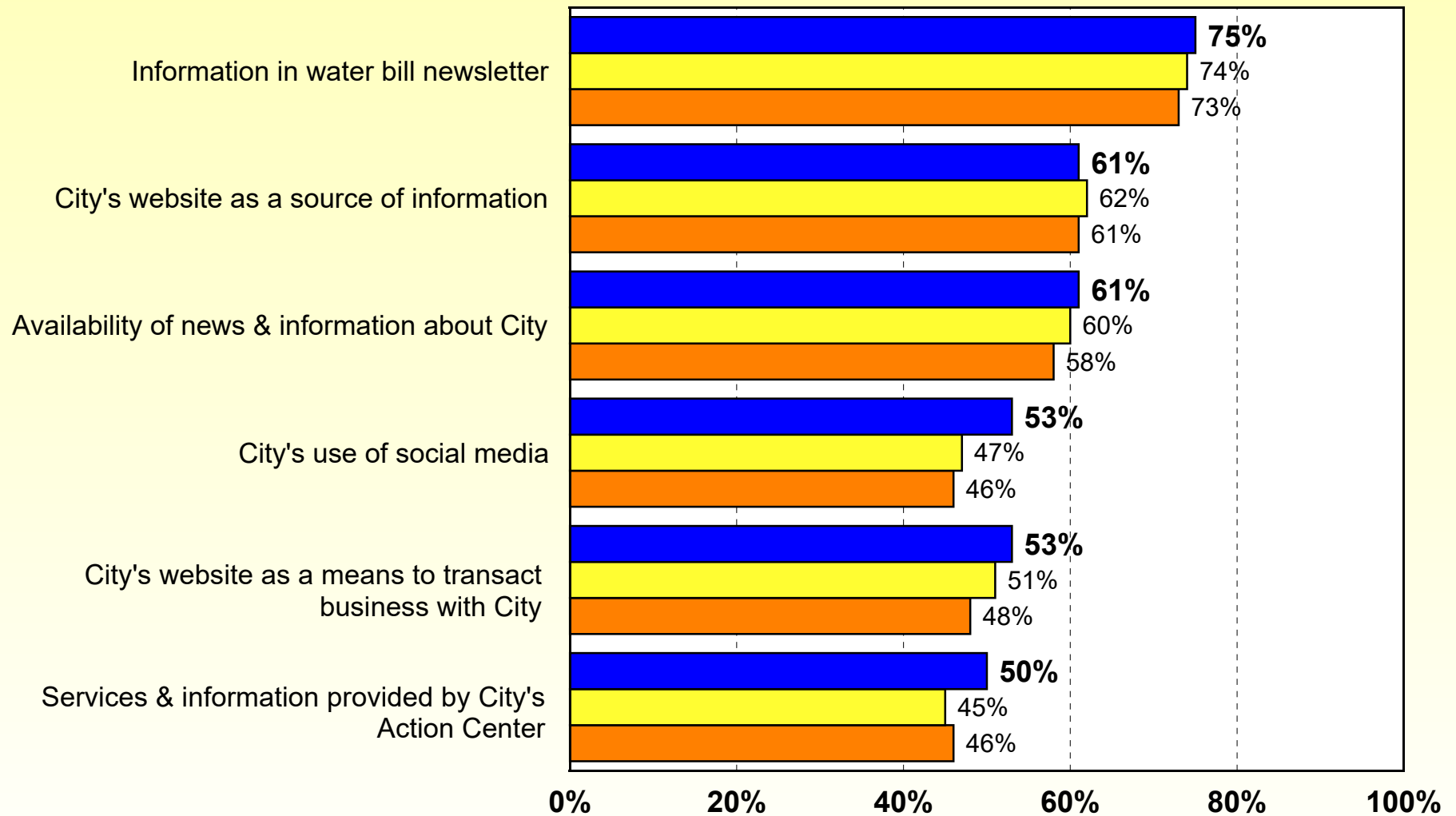■ Very Satisfied (5) ▨ Satisfied (4) □ Neutral (3) ■ Dissatisfied (1/2)

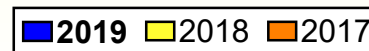*Source: ETC Institute (2019 - Oklahoma City, OK)*

Satisfaction with Communication
2019 vs. 2018 vs. 2017
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

Item	2019	2018	2017
Information in water bill newsletter	75%	74%	73%
City's website as a source of information	61%	62%	61%
Availability of news & information about City	61%	60%	58%
City's use of social media	53%	47%	46%
City's website as a means to transact business with City	53%	51%	48%
Services & information provided by City's Action Center	50%	45%	46%

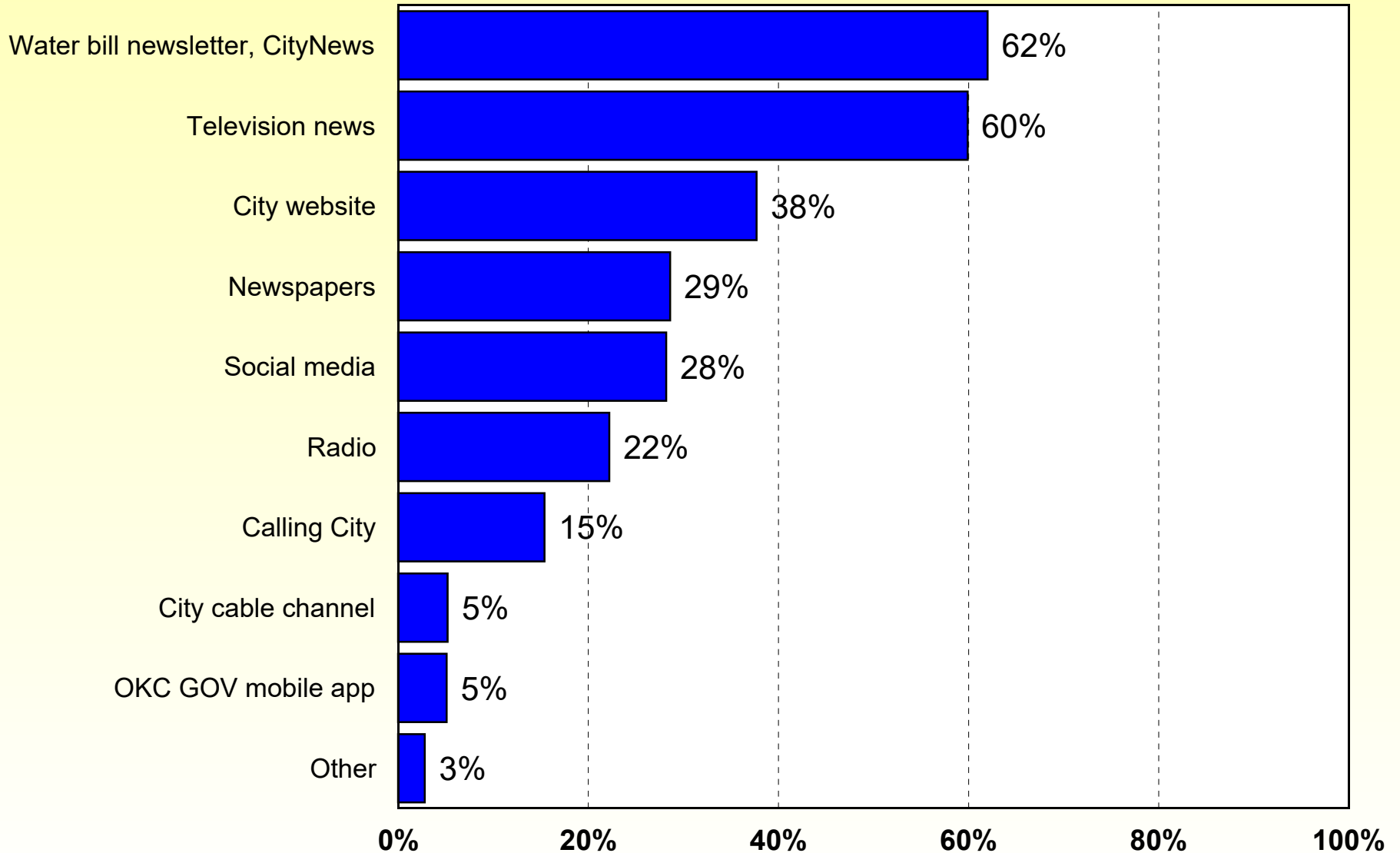*Changes of +/- 3% or more are statistically significant*

Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

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

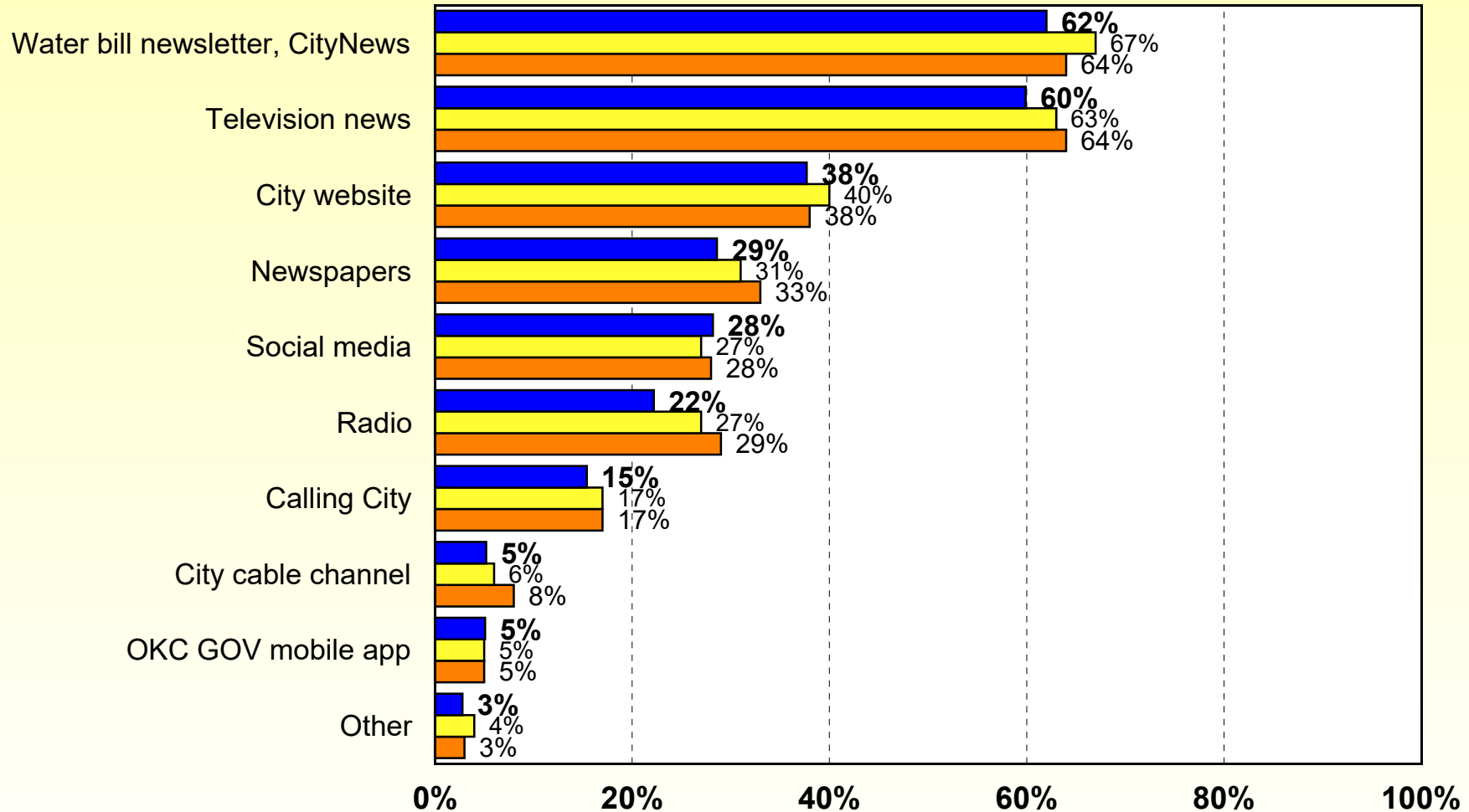by percentage of respondents (multiple choices could be made)

Category	Percentage
Water bill newsletter, CityNews	62%
Television news	60%
City website	38%
Newspapers	29%
Social media	28%
Radio	22%
Calling City	15%
City cable channel	5%
OKC GOV mobile app	5%
Other	3%

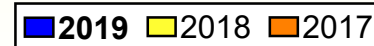*Source: ETC Institute (2019 - Oklahoma City, OK)*

Sources Residents Currently Use to Get Information About the City
2019 vs. 2018 vs. 2017
by percentage of respondents (multiple choices could be made)

Source	2019	2018	2017
Water bill newsletter, CityNews	62%	67%	64%
Television news	60%	63%	64%
City website	38%	40%	38%
Newspapers	29%	31%	33%
Social media	28%	27%	28%
Radio	22%	27%	29%
Calling City	15%	17%	17%
City cable channel	5%	6%	8%
OKC GOV mobile app	5%	5%	5%
Other	3%	4%	3%

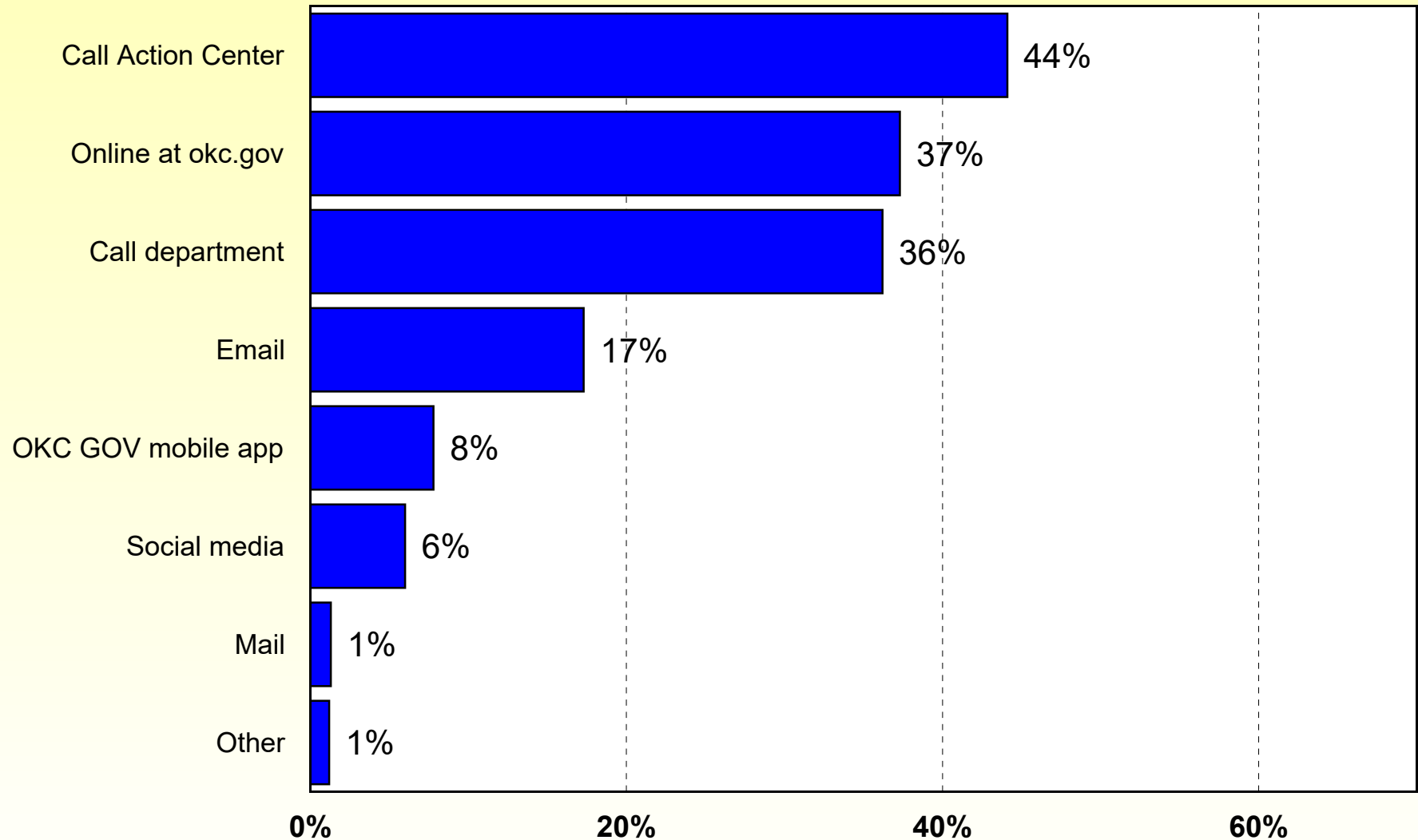*Changes of +/- 3% or more are statistically significant*

Source: ETC Institute (2019 - 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)

Category	Percentage
Call Action Center	44%
Online at okc.gov	37%
Call department	36%
Email	17%
OKC GOV mobile app	8%
Social media	6%
Mail	1%
Other	1%

Source: ETC Institute (2019 - Oklahoma City, OK)

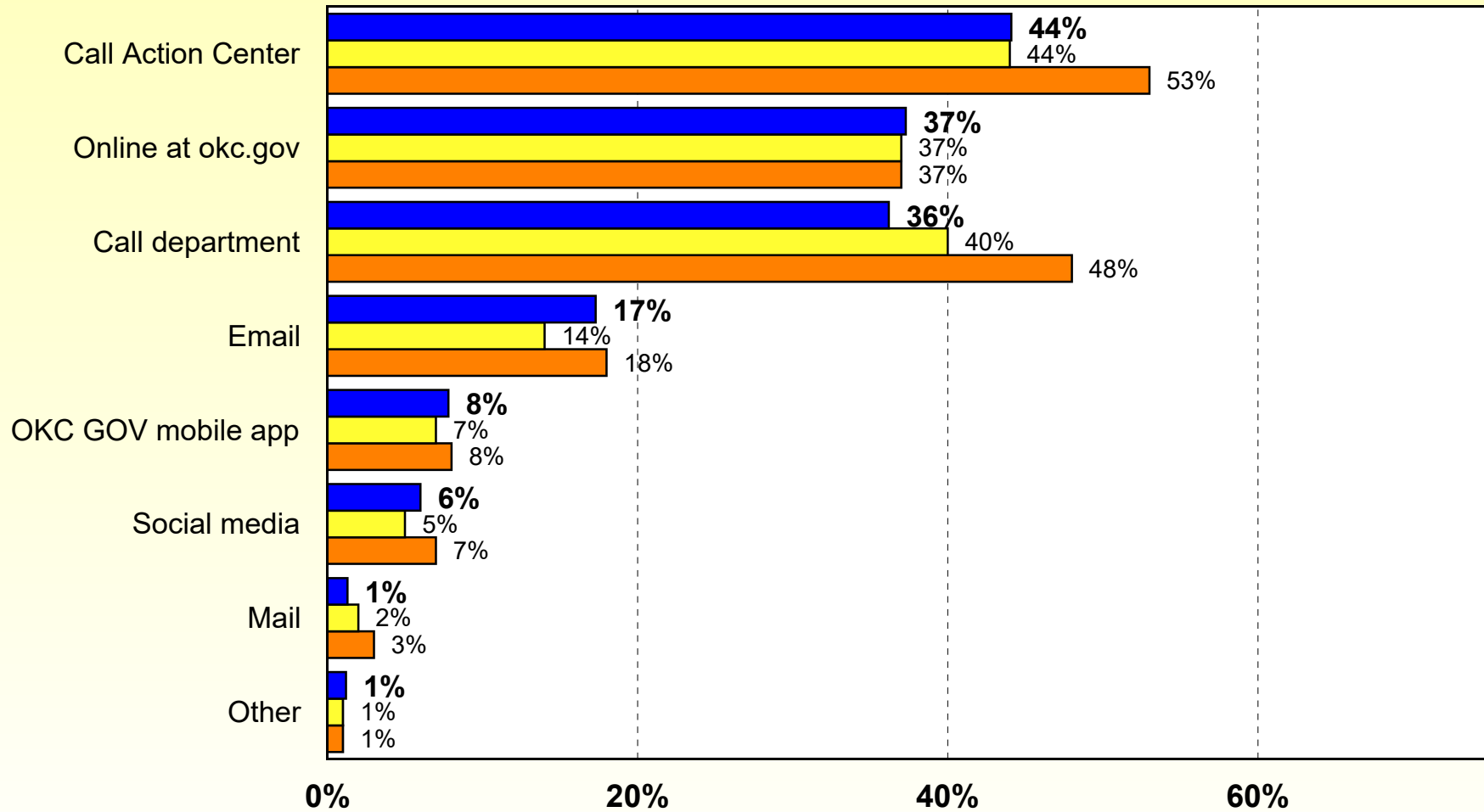# How do you prefer to report code violations and non-emergency problems or request a City service?
2019 vs. 2018 vs. 2017

by percentage of respondents (multiple choices could be made)

Call Action Center
- 2019: **44%**
- 2018: 44%
- 2017: 53%

Online at okc.gov
- 2019: **37%**
- 2018: 37%
- 2017: 37%

Call department
- 2019: **36%**
- 2018: 40%
- 2017: 48%

Email
- 2019: **17%**
- 2018: 14%
- 2017: 18%

OKC GOV mobile app
- 2019: **8%**
- 2018: 7%
- 2017: 8%

Social media
- 2019: **6%**
- 2018: 5%
- 2017: 7%

Mail
- 2019: **1%**
- 2018: 2%
- 2017: 3%

Other
- 2019: **1%**
- 2018: 1%
- 2017: 1%

0%   20%   40%   60%

Changes of +/- 3% or more are statistically significant
Source: ETC Institute (2019 - Oklahoma City, OK)

■**2019** □2018 □2017
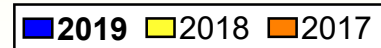
TRENDS

Q27. Overall Ratings of Oklahoma City

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

	Excellent (5)	Good (4)	Neutral (3)	Poor (1/2)
As a place to live	31%	54%	9%	6%
As a place to work	28%	51%	14%	7%
As a City that is moving in right direction	32%	44%	17%	8%
As a place to raise children	28%	47%	14%	11%
As a place to visit	22%	44%	20%	15%
As a place to retire	23%	41%	20%	16%

Legend: ■ Excellent (5) ▨ Good (4) □ Neutral (3) ■ Poor (1/2)
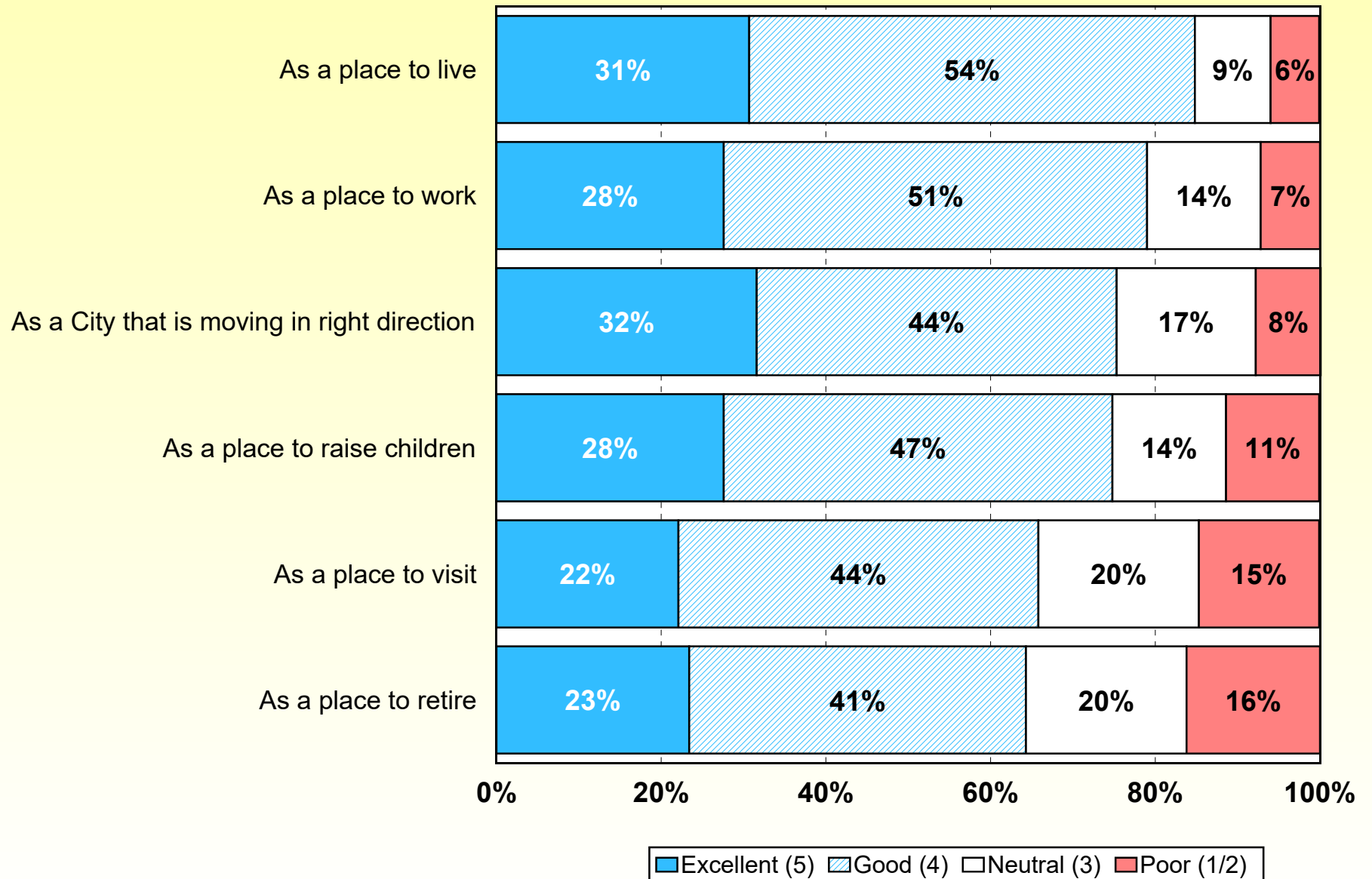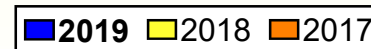
Source: ETC Institute (2019 - Oklahoma City, OK)

Overall Ratings of Oklahoma City
2019 vs. 2018 vs. 2017

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

As a place to live
- **85%** (2019)
- 81% (2018)
- 79% (2017)

As a place to work
- **79%** (2019)
- 74% (2018)
- 71% (2017)

As a City that is moving in right direction
- **76%** (2019)
- 72% (2018)
- 67% (2017)

As a place to raise children
- **75%** (2019)
- 69% (2018)
- 69% (2017)

As a place to visit
- **66%** (2019)
- 58% (2018)
- 58% (2017)

As a place to retire
- **64%** (2019)
- 59% (2018)
- 58% (2017)

Changes of +/- 3% or more are statistically significant
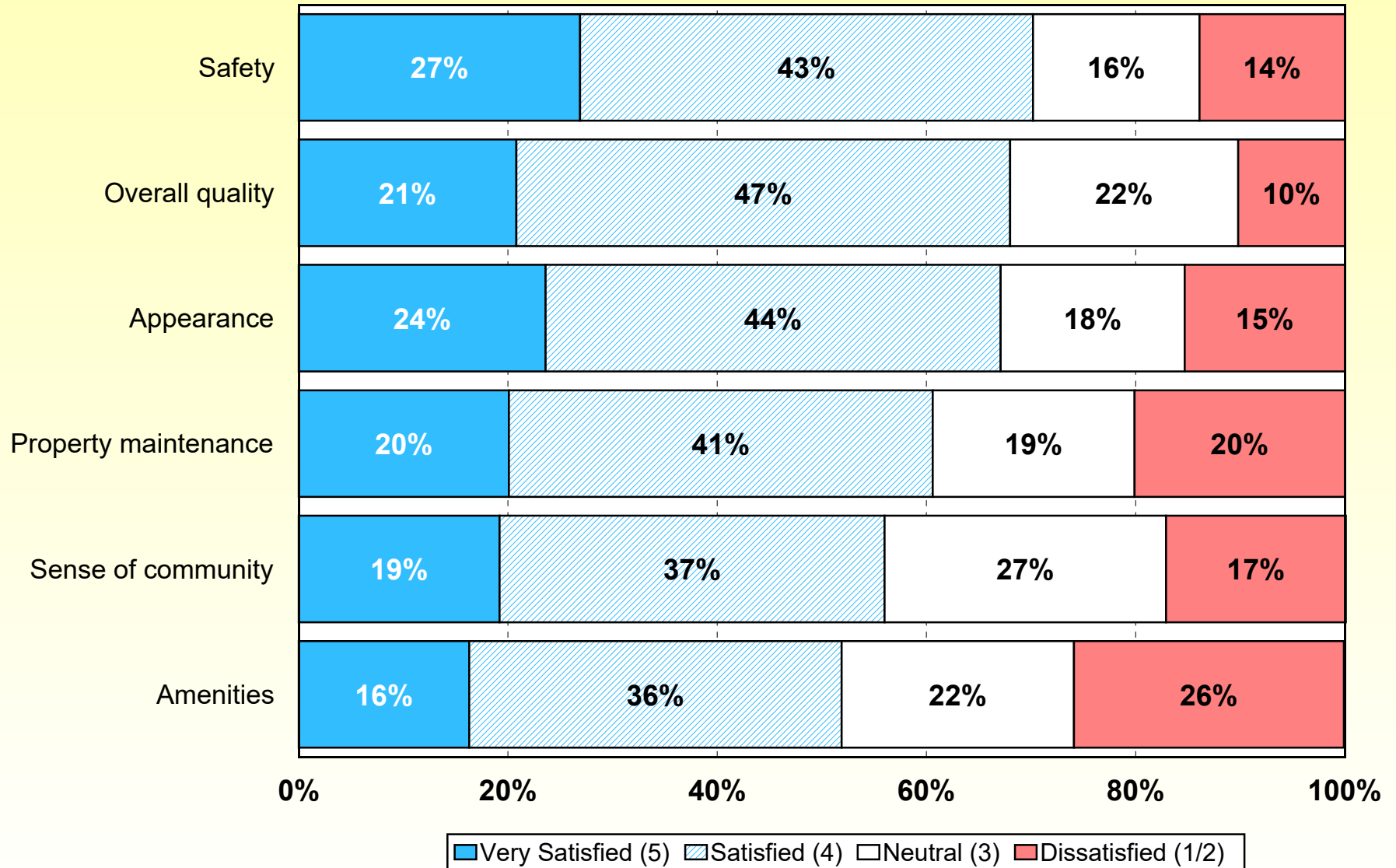
Legend: **2019** ▢2018 ▢2017
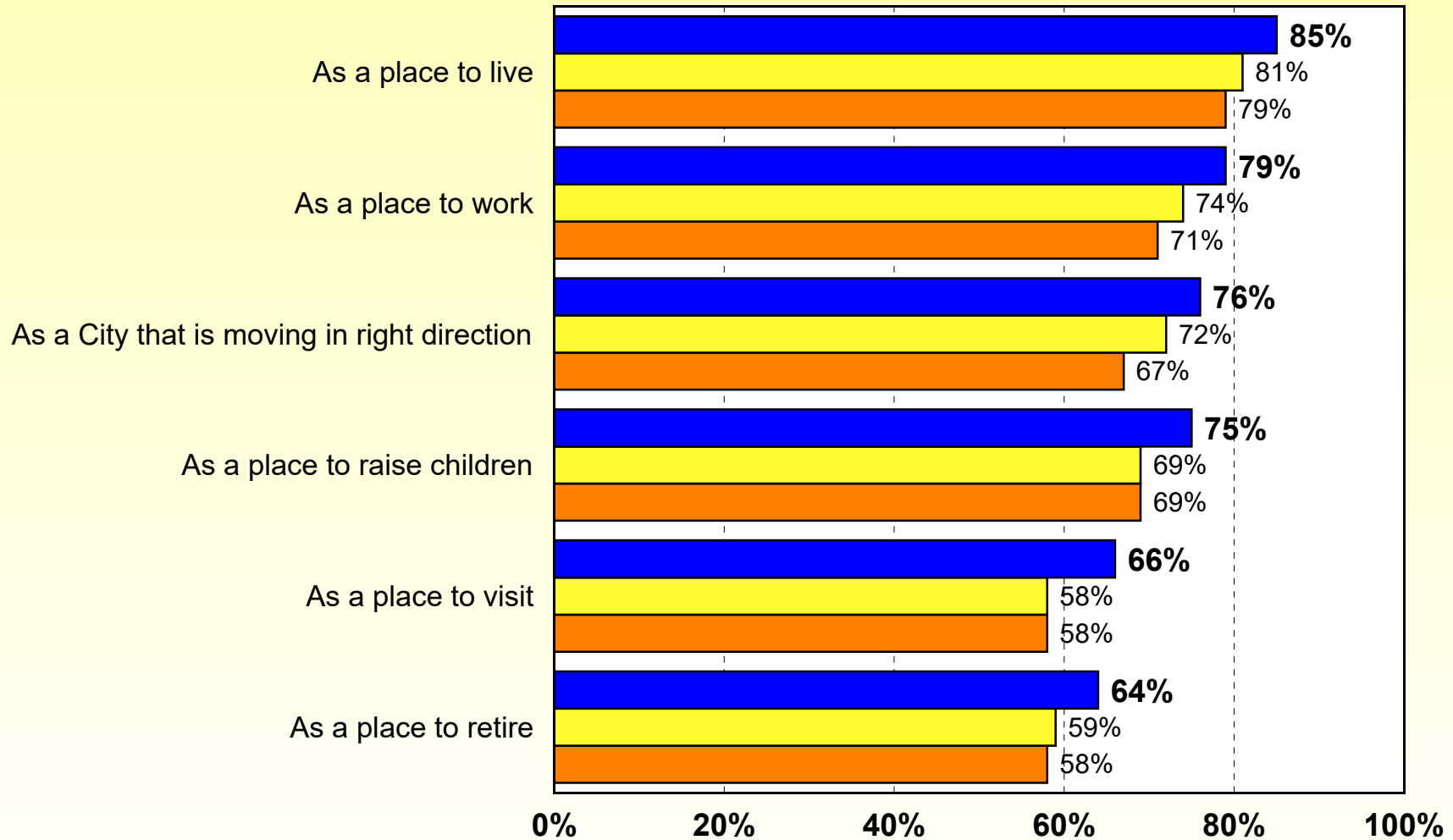
Source: ETC Institute (2019 - Oklahoma City, OK)

TRENDS

Q28. Satisfaction with the Various Aspects of the <u>Neighborhood</u>

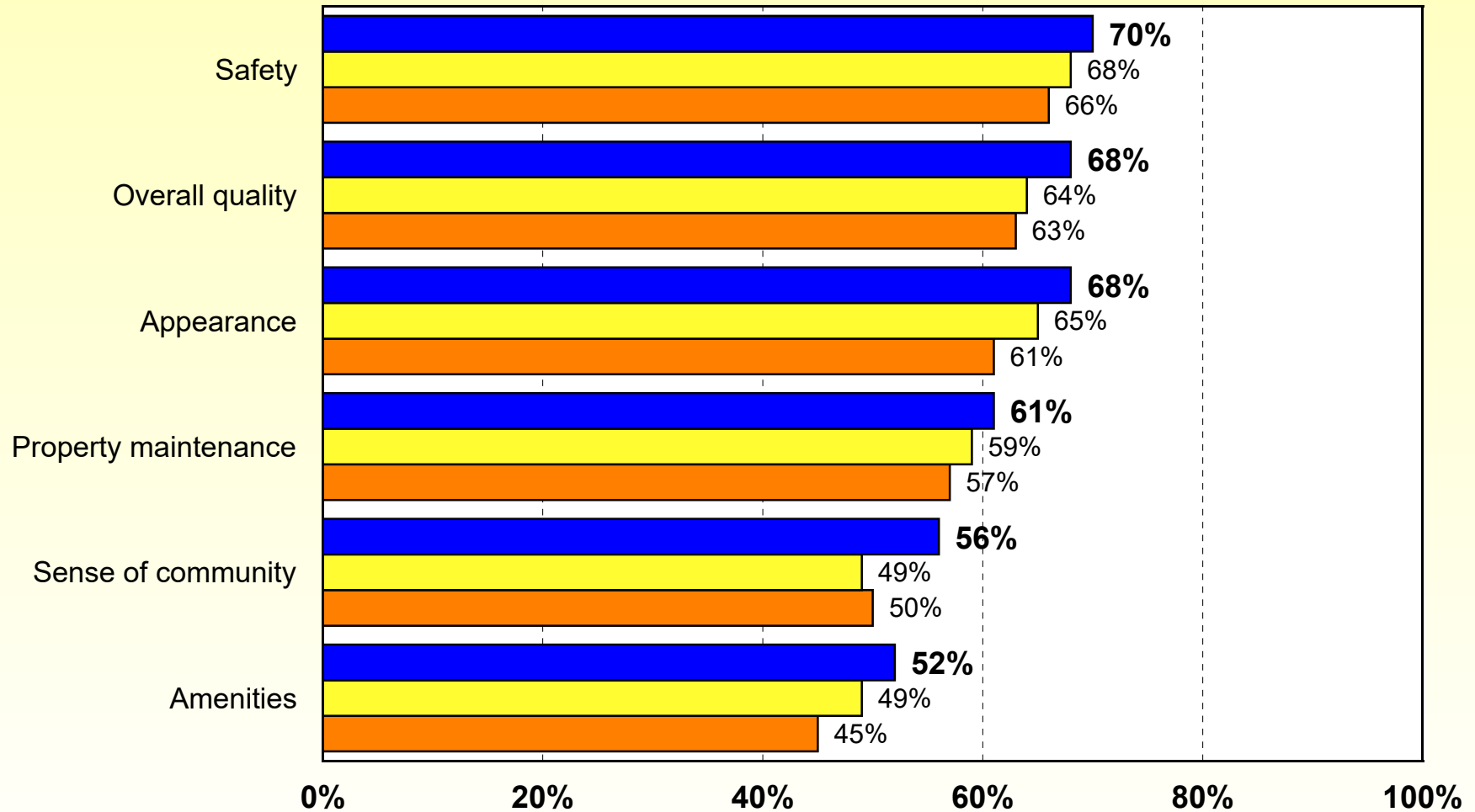by percentage of respondents (excluding "don't know")

|	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Safety	27%	43%	16%	14%
Overall quality	21%	47%	22%	10%
Appearance	24%	44%	18%	15%
Property maintenance	20%	41%	19%	20%
Sense of community	19%	37%	27%	17%
Amenities	16%	36%	22%	26%

Source: ETC Institute (2019 - Oklahoma City, OK)

Satisfaction with the Various Aspects of the <u>Neighborhood</u> 2019 vs. 2018 vs. 2017

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

Legend: **2019** 2018 2017
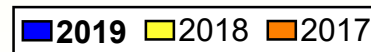
Source: ETC Institute (2019 - Oklahoma City, OK)

<u>**TRENDS**</u>

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

by percentage of respondents (excluding "not provided")

11-20 years
18%

5-10 years
10%

Less than 5 years
5%

20+ years
67%

Source: ETC Institute (2019 - Oklahoma City, OK)

Q30. Are you registered to vote?

by percentage of respondents (excluding "not provided")

Yes
95%

No
5%

Source: ETC Institute (2019 - Oklahoma City, OK)

Q31. Age of Respondents
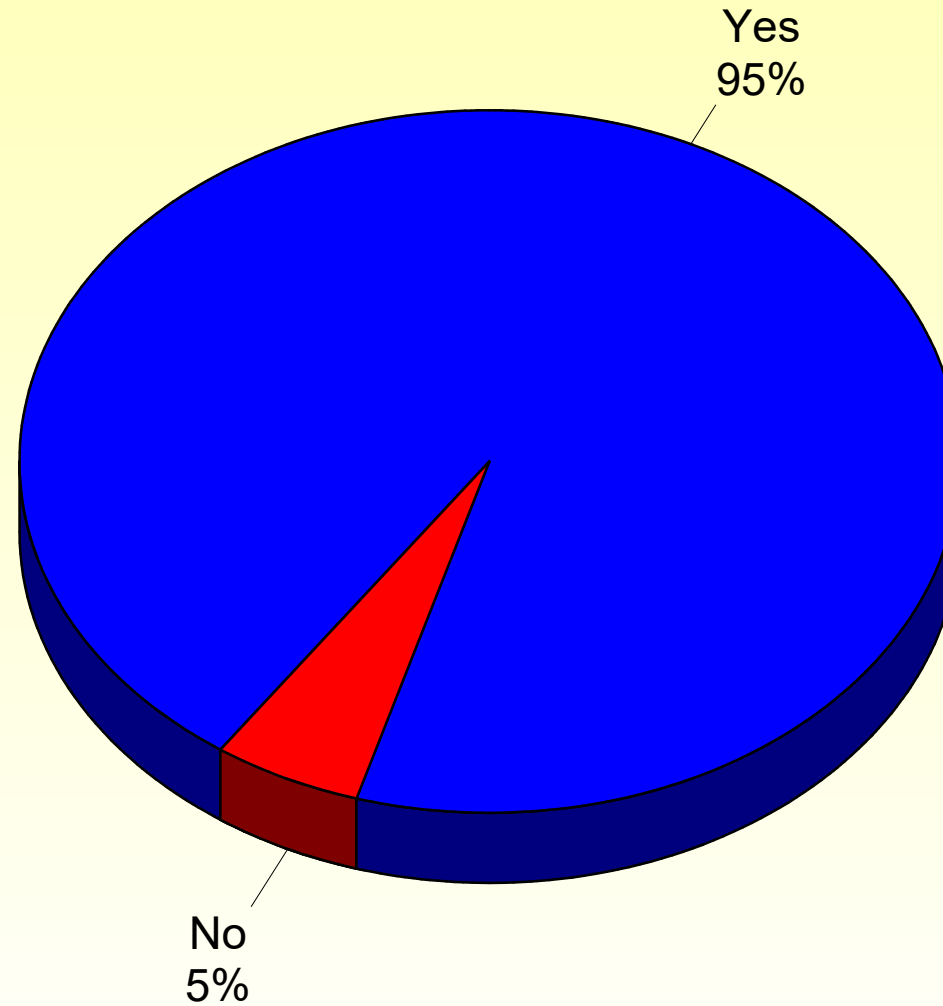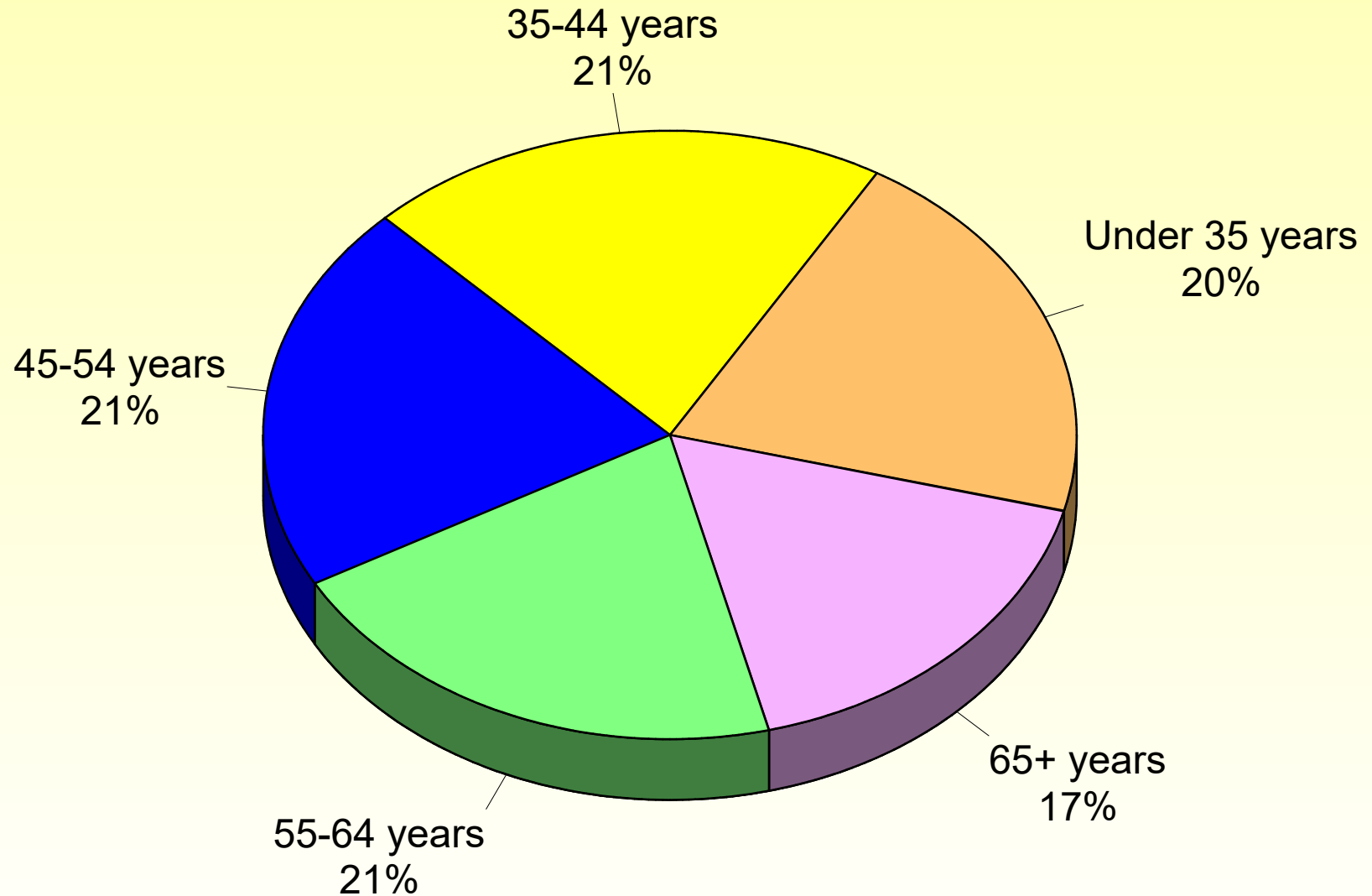by percentage of respondents (excluding "not provided")

Source: ETC Institute (2019 - Oklahoma City, OK)

Q32. Gender

by percentage of respondents (excluding "not provided")

Male
50%

Female
50%
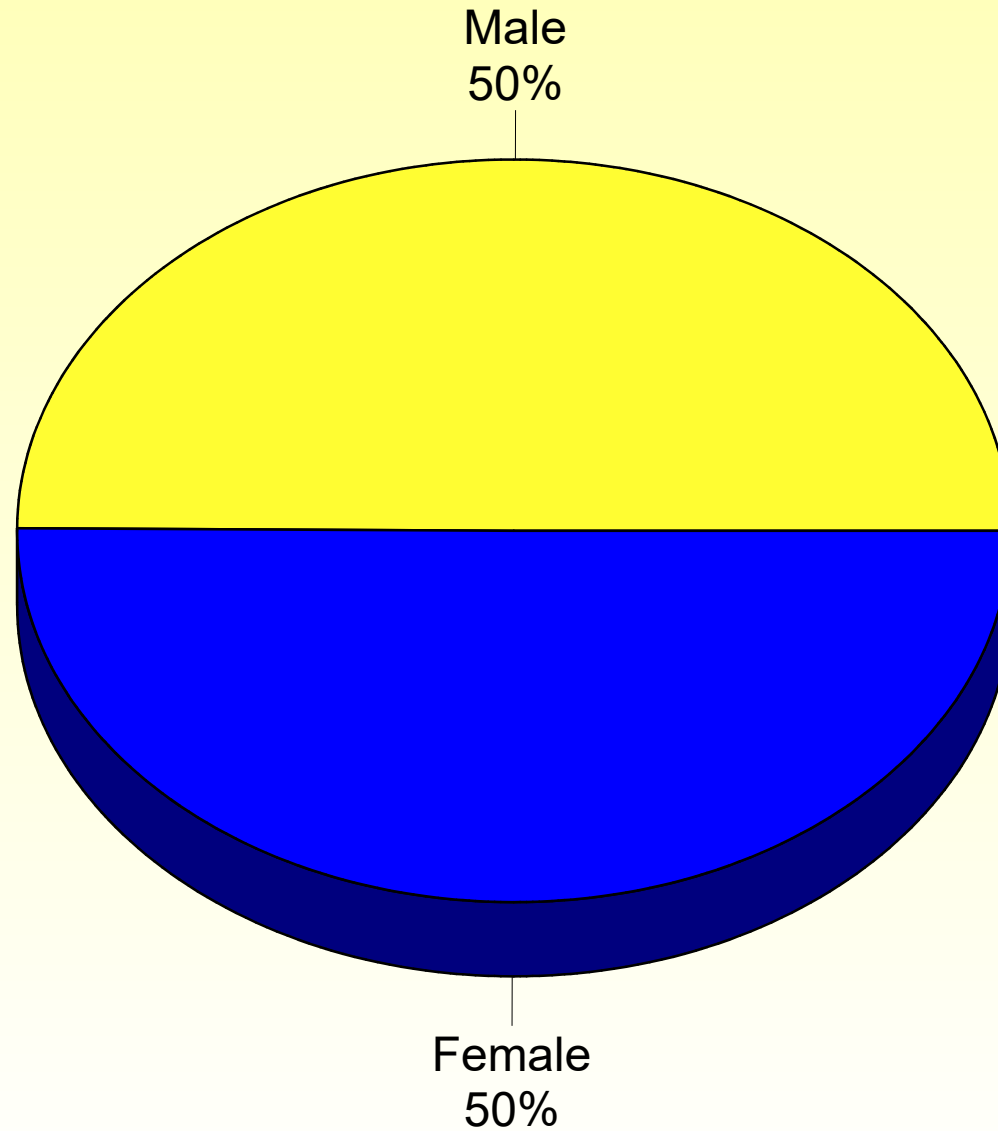
Source: ETC Institute (2019 - Oklahoma City, OK)

Q33. Do you own or rent your current residence?

by percentage of respondents (excluding "not provided")

Own
78%

Rent
22%
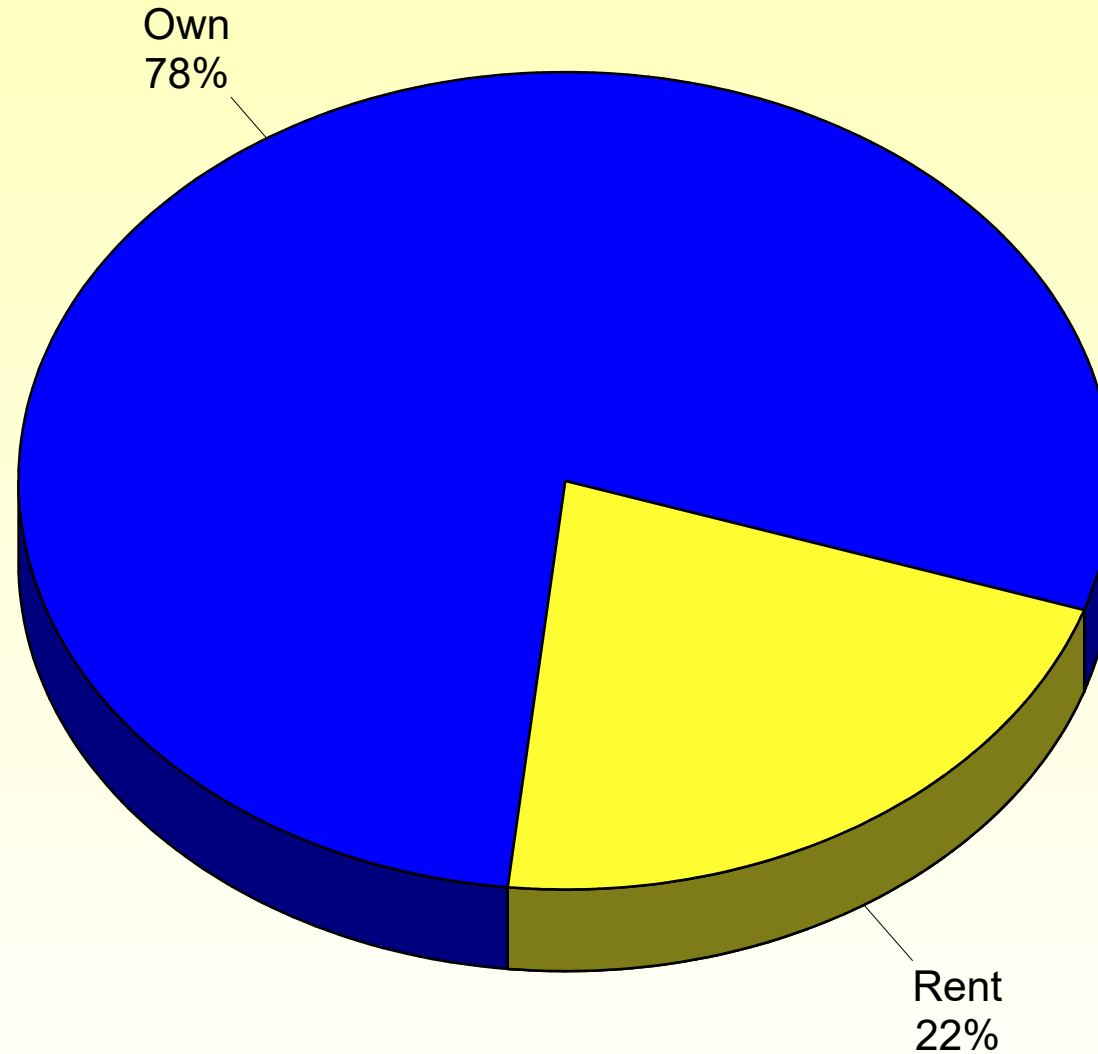
Source: ETC Institute (2019 - Oklahoma City, OK)

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

by percentage of respondents (multiple choices could be made)

Category	Percentage
White	62%
Hispanic/Latino/Spanish	18%
Black/African American	14%
American Indian/Eskimo	5%
Asian/Pacific Islander	4%
Other	1%
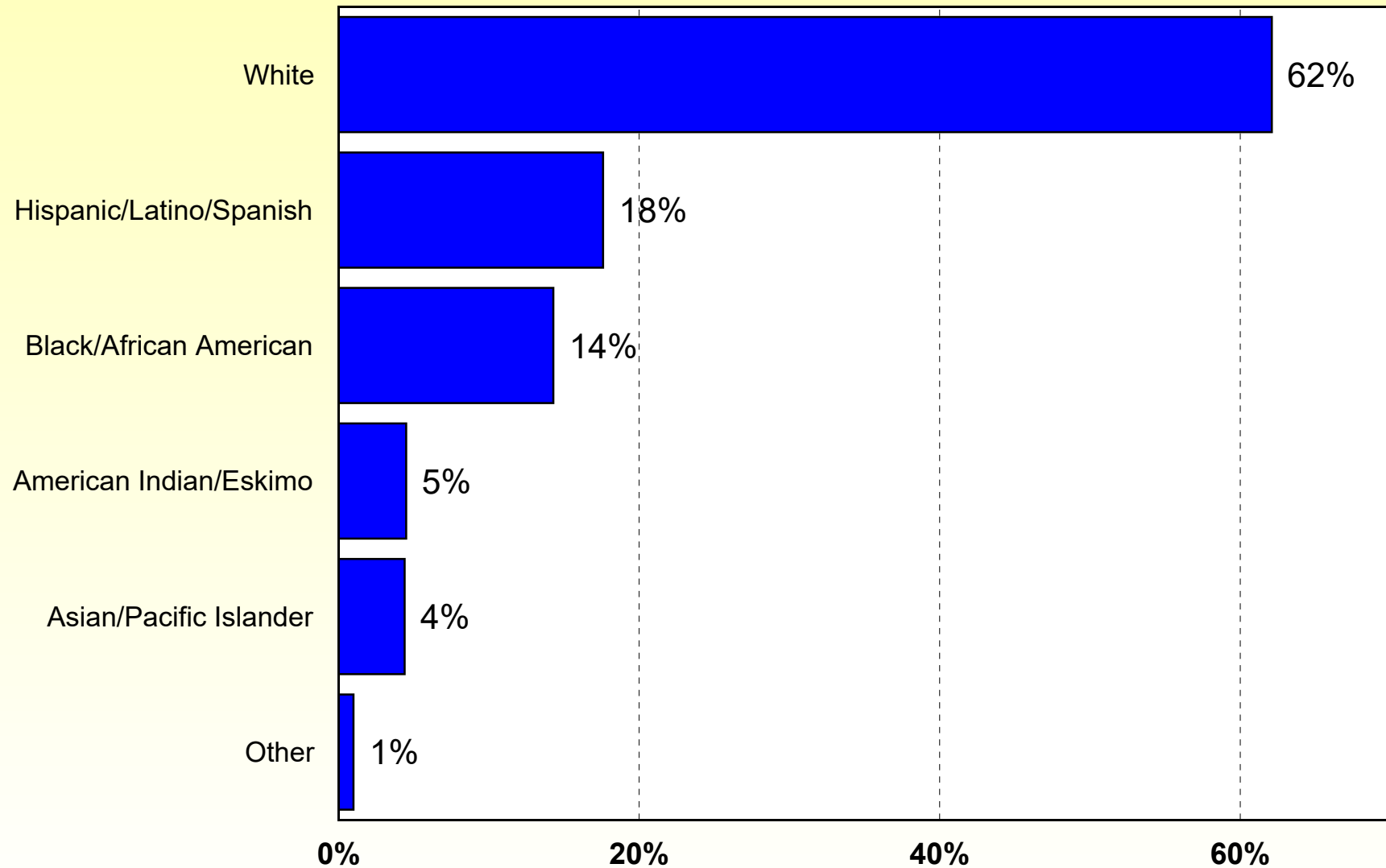
Source: ETC Institute (2019 - Oklahoma City, OK)

Q35. Annual Household Income

by percentage of respondents

$30K to $59,999
24%

Under $30K
15%

$60K to $99,999
29%

$100,000 or more
31%
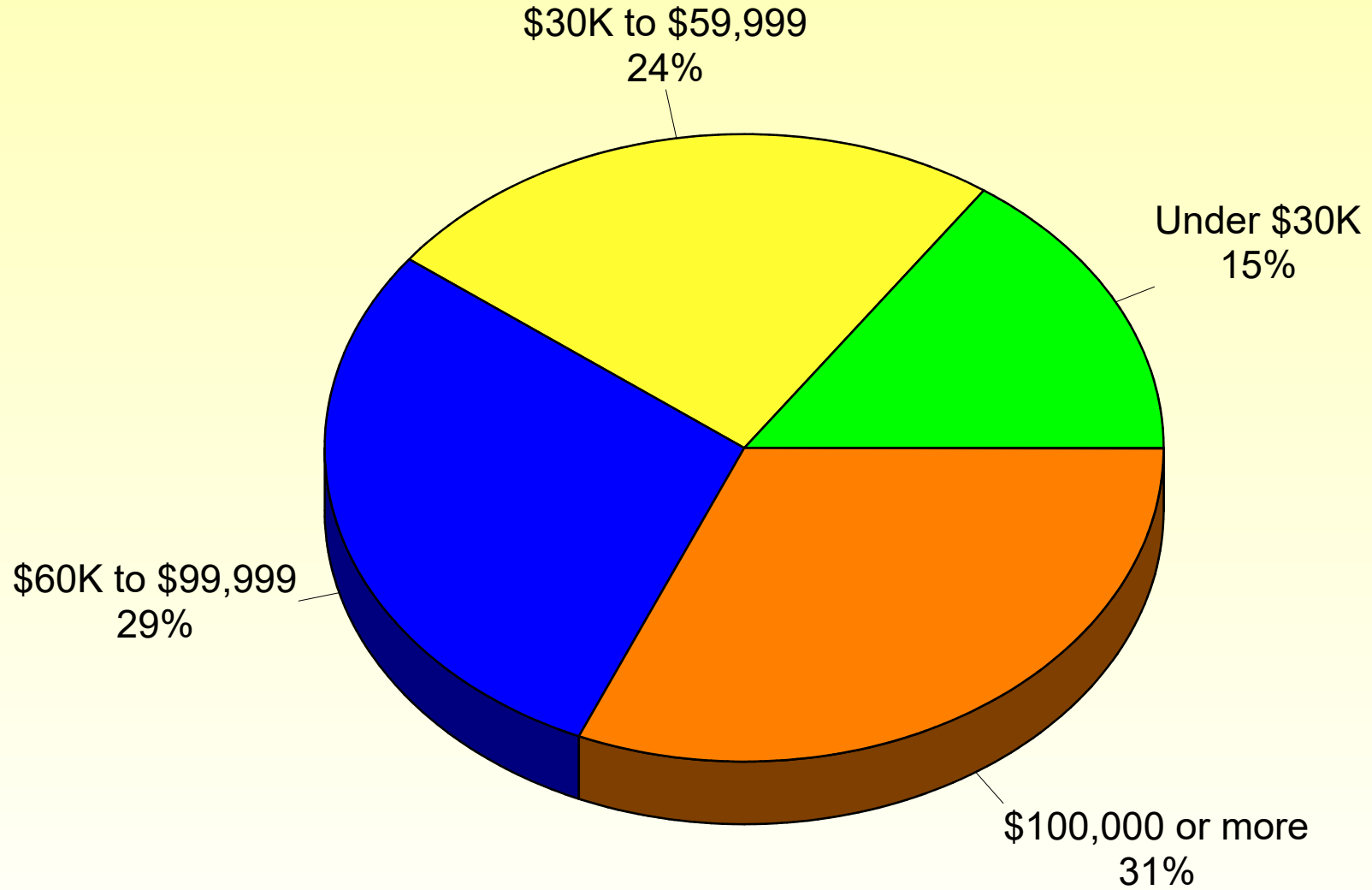
Source: ETC Institute (2019 - Oklahoma City, OK)

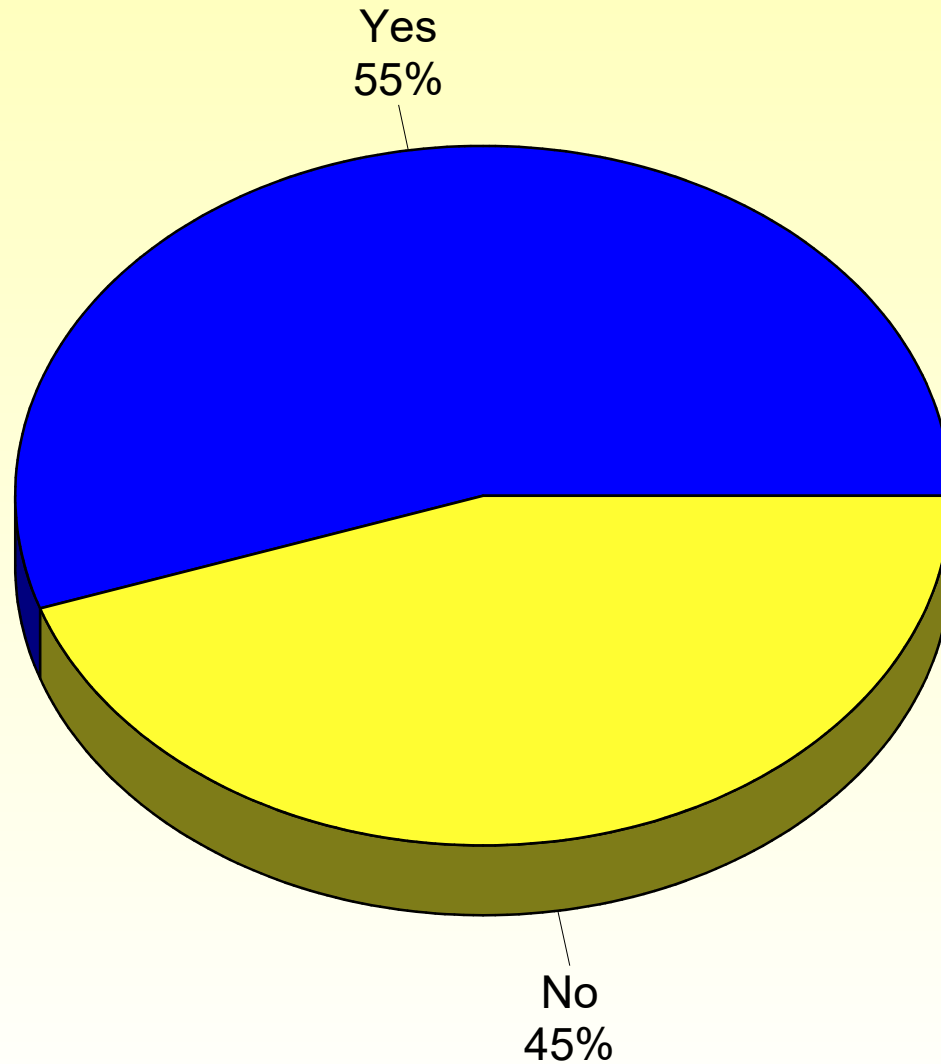# Q36. Would you be willing to participate in future surveys or focus groups sponsored by the city?

by percentage of respondents

Yes
55%

No
45%

Source: ETC Institute (2019 - Oklahoma City, OK)

Section 2
Benchmarking Analysis

Benchmarking Summary Report
City of Oklahoma City, Oklahoma

Overview

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

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States, (2) a survey administered by ETC Institute in the summer of 2019 to over 300 residents living in the South Region, and (3) from individual community surveys that were administered in 12 large-sized cities (population of 250,000 or more) between August 2017 and August 2019. The "Large U.S. City Average" shown in the performance range charts is the average rating of the 12 cities listed below:

- Austin, Texas
- Dallas, Texas
- Durham, North Carolina
- Fort Worth, Texas
- Johnson County, Kansas
- Kansas City, Missouri

- Las Vegas, Nevada
- Mecklenburg County, North Carolina
- Miami, Florida
- Plano, Texas
- Raleigh, North Carolina
- San Antonio, Texas

Interpreting the Charts

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

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

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

National Benchmarks

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

Benchmarking Communities

- Austin, TX
- Dallas, TX
- Durham, NC
- Fort Worth, TX
- Johnson County, KS
- Kansas City, MO

- Las Vegas, NV
- Mecklenburg County, NC
- Miami, FL
- Plano, TX
- Raleigh, NC
- San Antonio, TX

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")

Quality of fire service — 89%, 81%, 78%

Quality of ambulance service — 76%, 80%, 75%

Quality of police service — 71%, 68%, 59%

Quality of City water utilities — 63%, 64%, 66%

Quality of City parks & recreation programs & facilities — 62%, 61%, 63%

Quality of customer service you receive from City employees — 59%, 42%, 33%

Effectiveness of City communication with the public — 48%, 46%, 40%

Enforcement of City codes & ordinances — 39%, 53%, 44%

Quality of City's public transit system — 36%, 42%, 50%

Flow of traffic & ease of getting around town — 35%, 51%, 37%

Legend: ■ Oklahoma City ■ United States ■ Population >250k
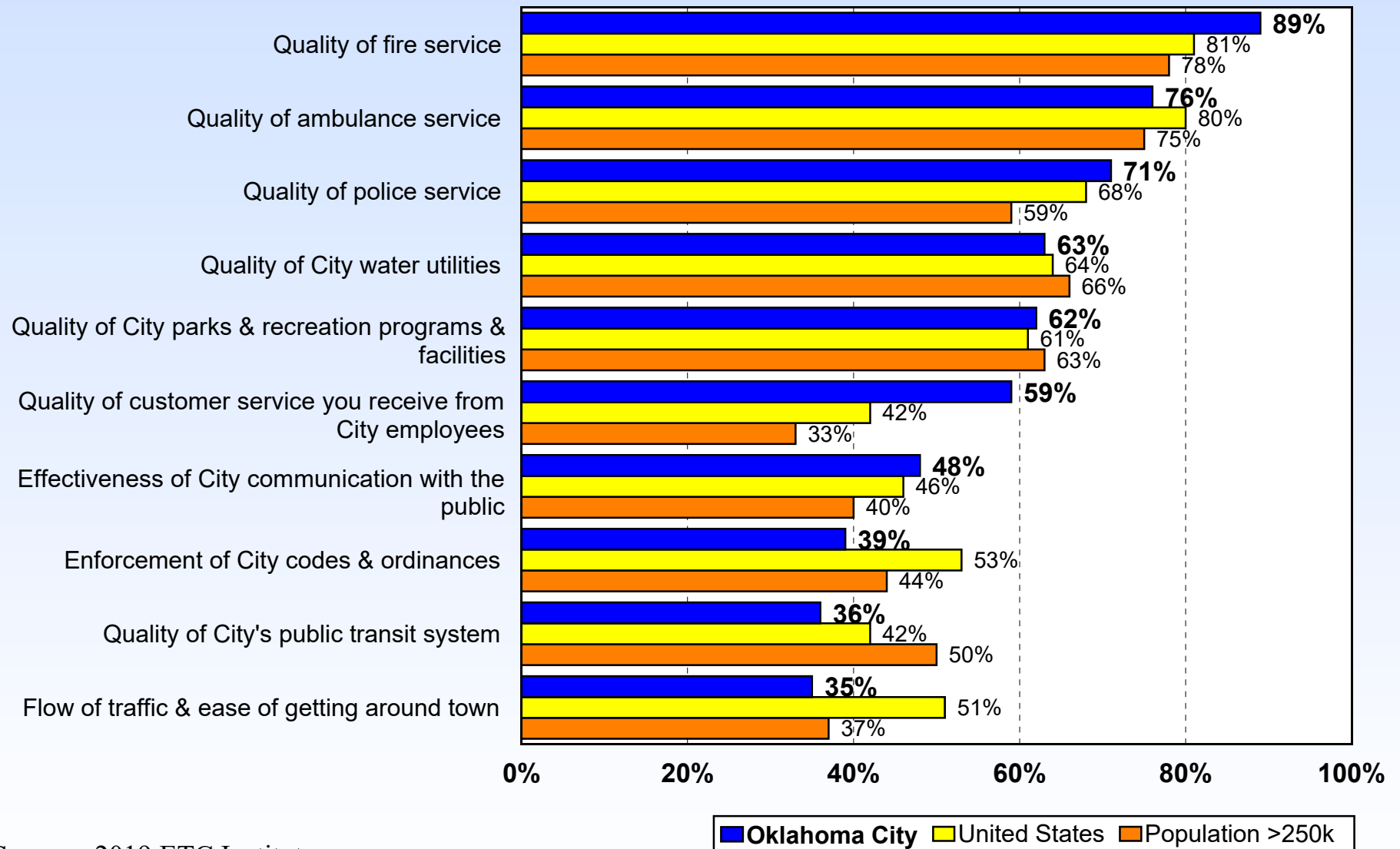
Source: 2019 ETC Institute

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

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" (<u>excluding "don't know"</u>)

Quality of downtown
- Oklahoma City: **69%**
- United States: 48%
- Population >250k: 33%

Quality of life in the city
- Oklahoma City: **68%**
- United States: 72%
- Population >250k: 70%

Quality of services provided by the city
- Oklahoma City: **64%**
- United States: 48%
- Population >250k: 42%

Image of the city
- Oklahoma City: **61%**
- United States: 61%
- Population >250k: 63%

How well the city is planning growth
- Oklahoma City: **60%**
- United States: 45%
- Population >250k: 35%

Appearance of the city
- Oklahoma City: **56%**
- United States: 64%
- Population >250k: 48%

Feeling of safety in the city
- Oklahoma City: **52%**
- United States: 66%
- Population >250k: 54%

Legend: ■ Oklahoma City ■ United States ■ Population >250k

Source: 2019 ETC Institute

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

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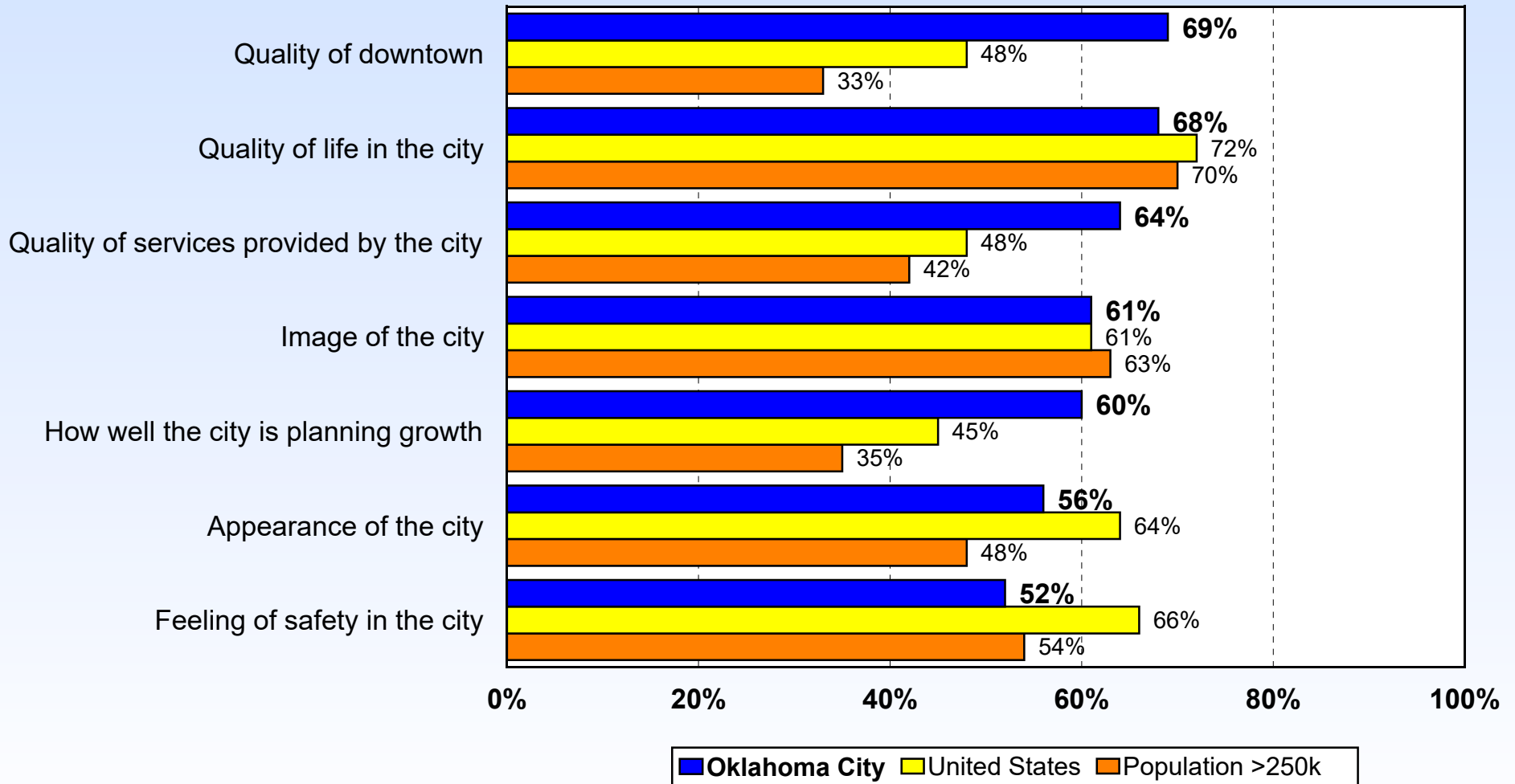where 5 was "very satisfied" and 1 was "very dissatisfied" <u>(excluding "don't know")</u>

Police service in your neighborhood
- Oklahoma City: **64%**
- United States: 56%
- Population >250k: 42%

Fire safety information/public education programs
- Oklahoma City: **61%**
- United States: 62%
- Population >250k: 67%

Enforcement of local traffic laws
- Oklahoma City: **54%**
- United States: 65%
- Population >250k: 59%

Availability of info about police programs/activities
- Oklahoma City: **41%**
- United States: 43%
- Population >250k: 35%

Legend: **Oklahoma City** | United States | Population >250k

Source: 2019 ETC Institute

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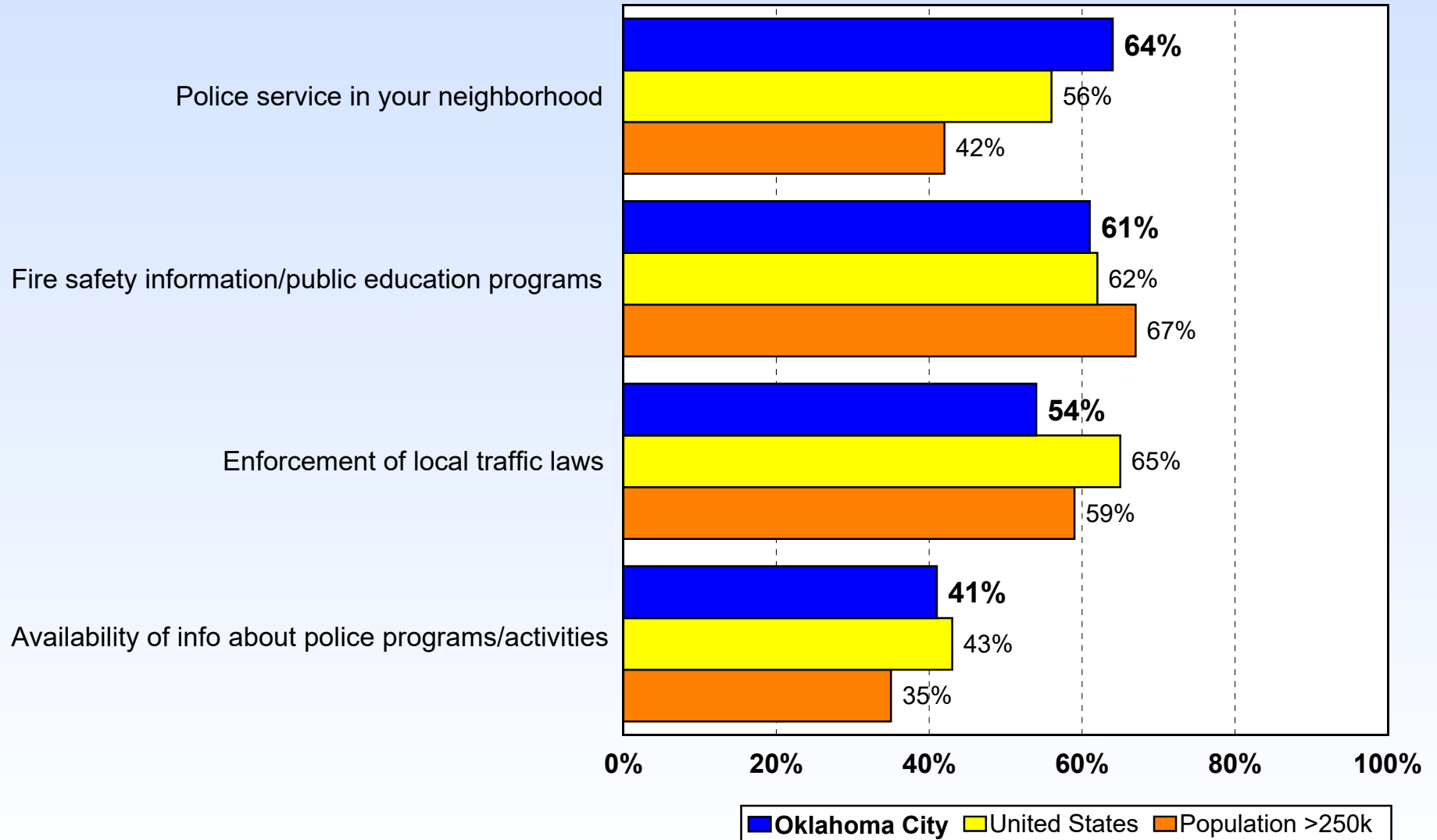## Oklahoma City vs. United States vs. Large U.S. Cities

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")

Service	Oklahoma City	United States	Population >250k
Residential trash collection services	91%	72%	69%
Bulky item pick up/removal services	85%	54%	51%
Curbside recycling services	83%	69%	60%
Wastewater service	76%	68%	64%
Quality of customer service	68%	47%	42%
Speed of service	64%	52%	50%

Oklahoma City □ United States ■ Population >250k

Source: 2019 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
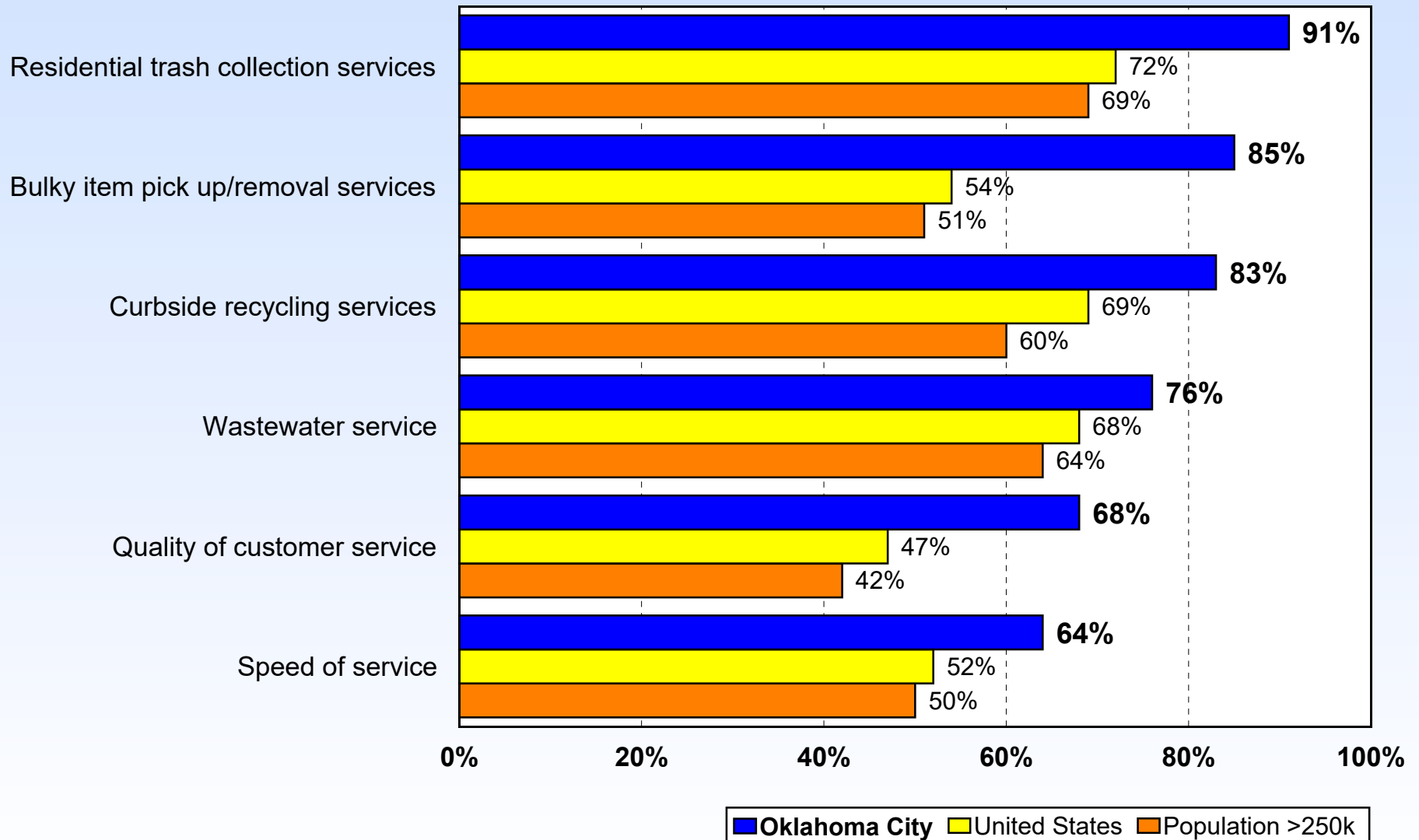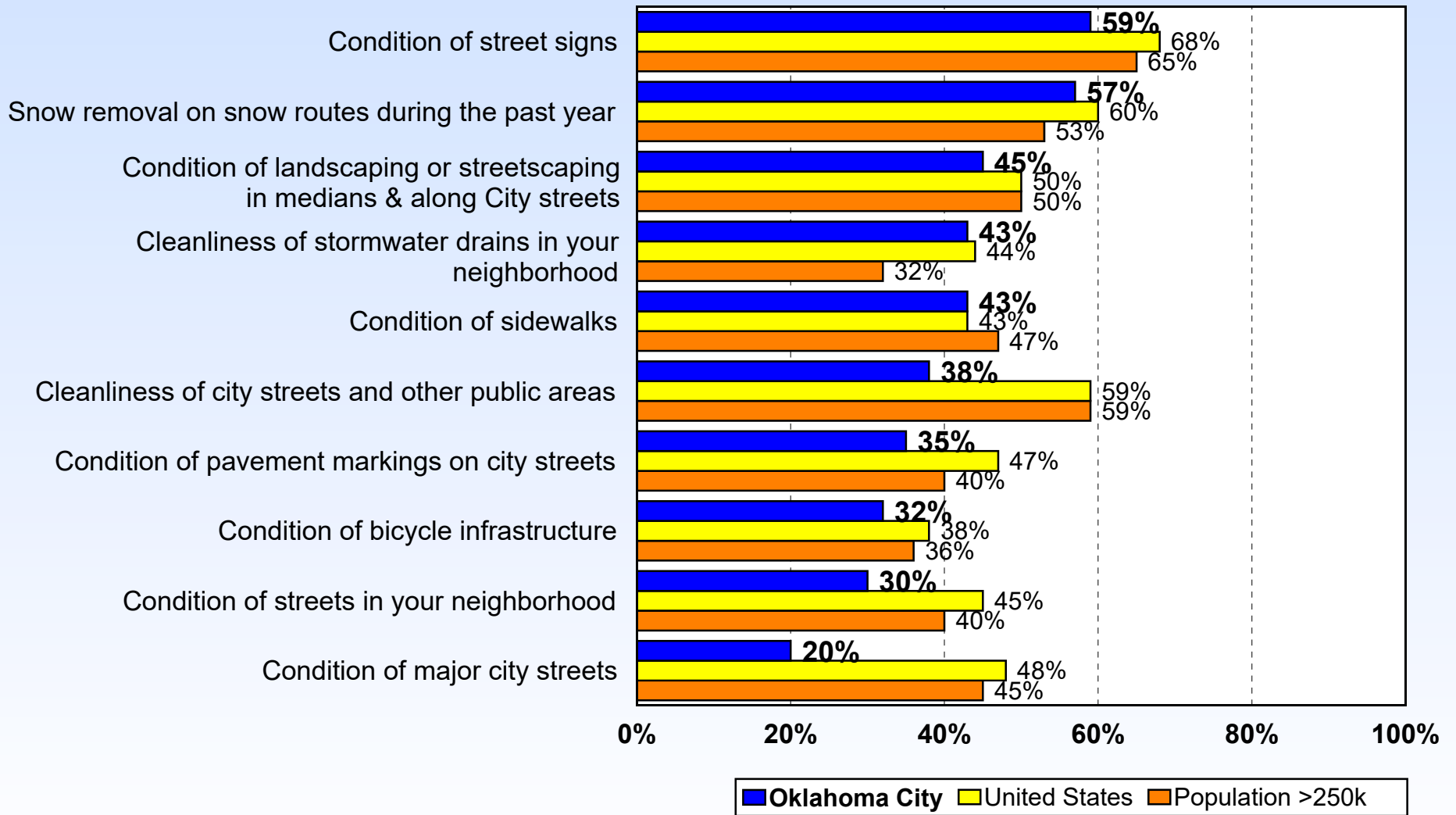where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

	Oklahoma City	United States	Population >250k
Condition of street signs	**59%**	68%	65%
Snow removal on snow routes during the past year	**57%**	60%	53%
Condition of landscaping or streetscaping in medians & along City streets	**45%**	50%	50%
Cleanliness of stormwater drains in your neighborhood	**43%**	44%	32%
Condition of sidewalks	**43%**	43%	47%
Cleanliness of city streets and other public areas	**38%**	59%	59%
Condition of pavement markings on city streets	**35%**	47%	40%
Condition of bicycle infrastructure	**32%**	38%	36%
Condition of streets in your neighborhood	**30%**	45%	40%
Condition of major city streets	**20%**	48%	45%

0%   20%   40%   60%   80%   100%

Oklahoma City ☐ United States ☐ Population >250k

Source: 2019 ETC Institute

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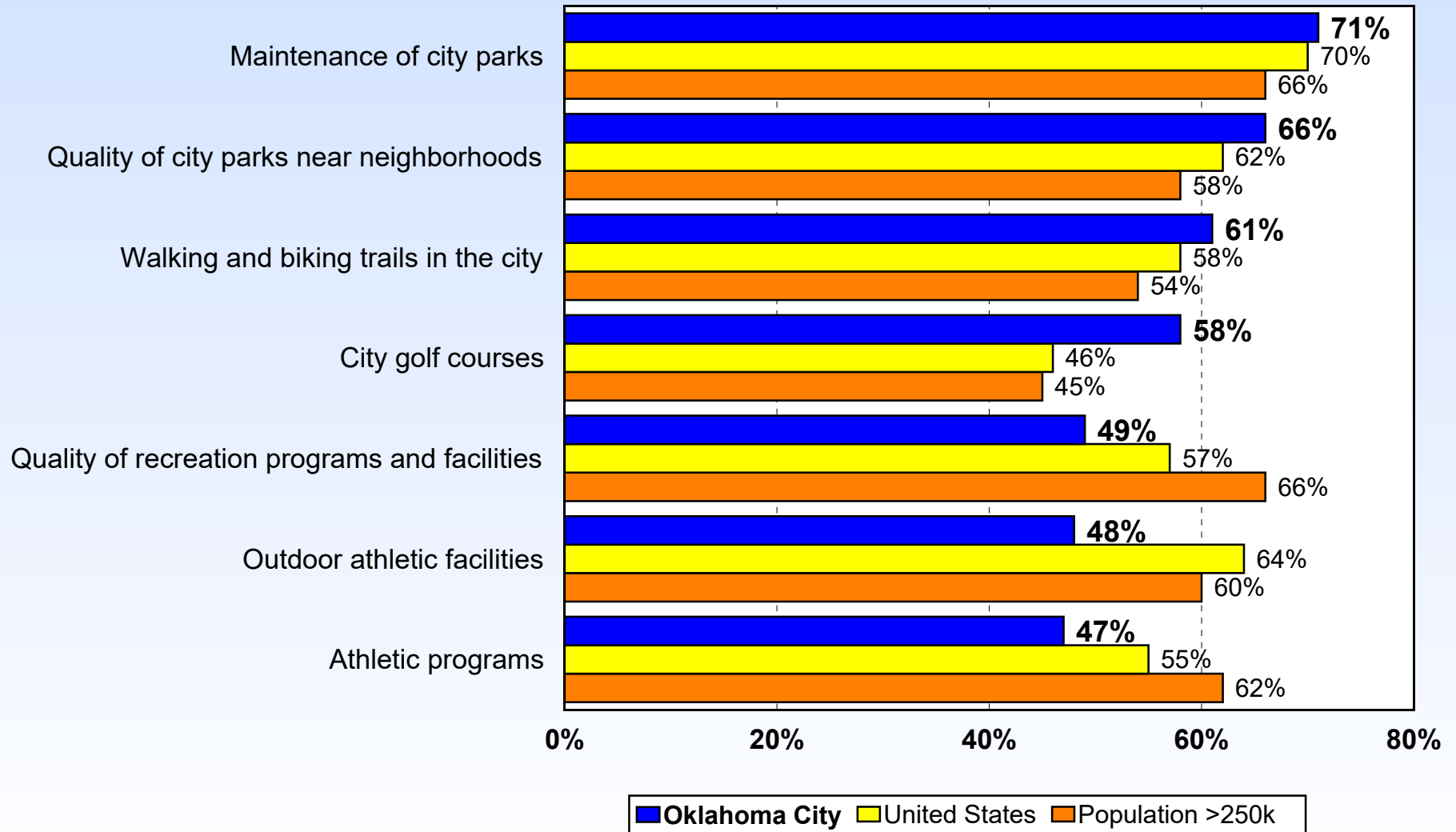## Oklahoma City vs. United States vs. Large U.S. Cities

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")
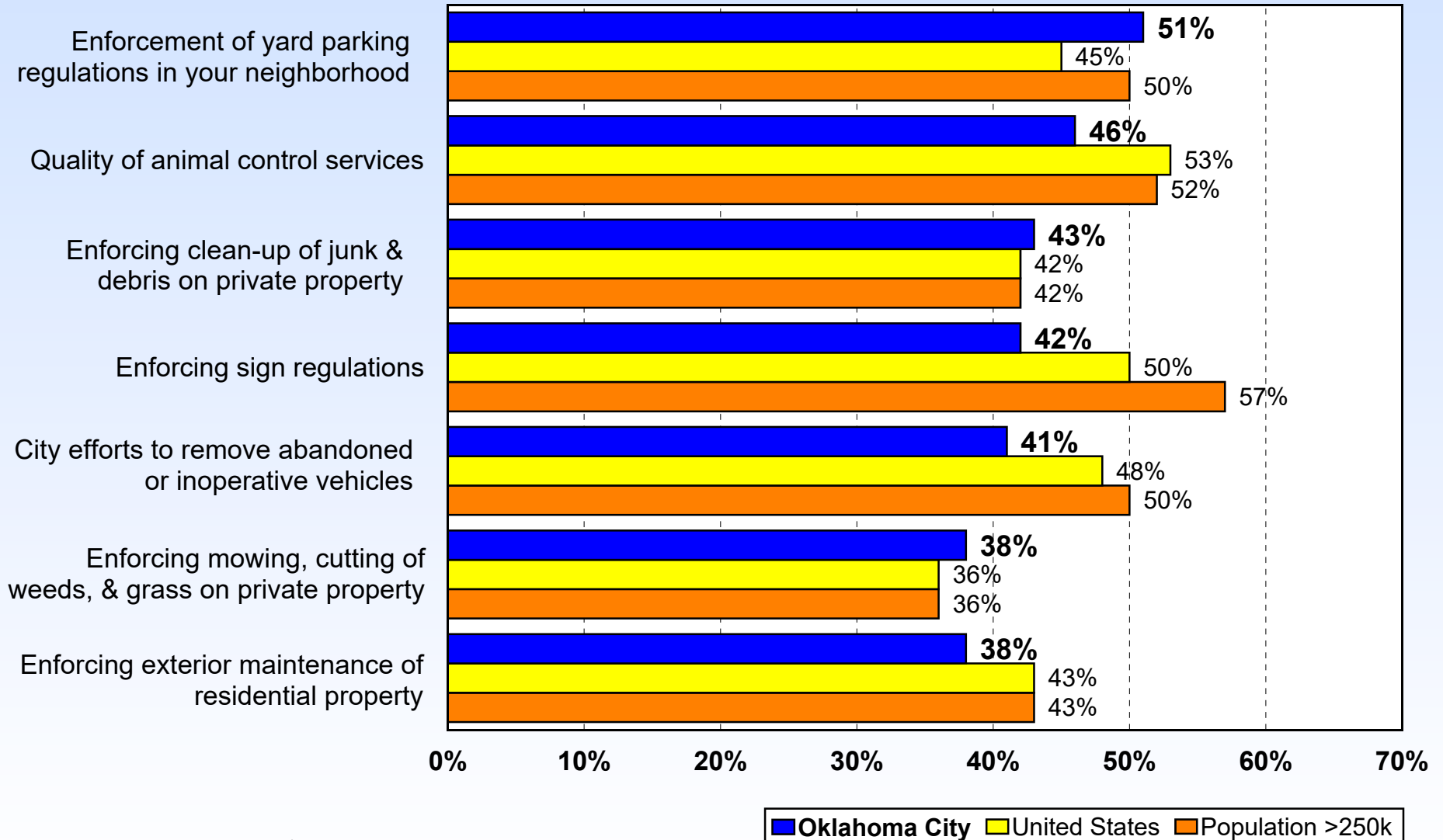

Maintenance of city parks
- Oklahoma City: **71%**
- United States: 70%
- Population >250k: 66%

Quality of city parks near neighborhoods
- Oklahoma City: **66%**
- United States: 62%
- Population >250k: 58%

Walking and biking trails in the city
- Oklahoma City: **61%**
- United States: 58%
- Population >250k: 54%

City golf courses
- Oklahoma City: **58%**
- United States: 46%
- Population >250k: 45%

Quality of recreation programs and facilities
- Oklahoma City: **49%**
- United States: 57%
- Population >250k: 66%

Outdoor athletic facilities
- Oklahoma City: **48%**
- United States: 64%
- Population >250k: 60%

Athletic programs
- Oklahoma City: **47%**
- United States: 55%
- Population >250k: 62%

Legend: ■ Oklahoma City □ United States ■ Population >250k

Source: 2019 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
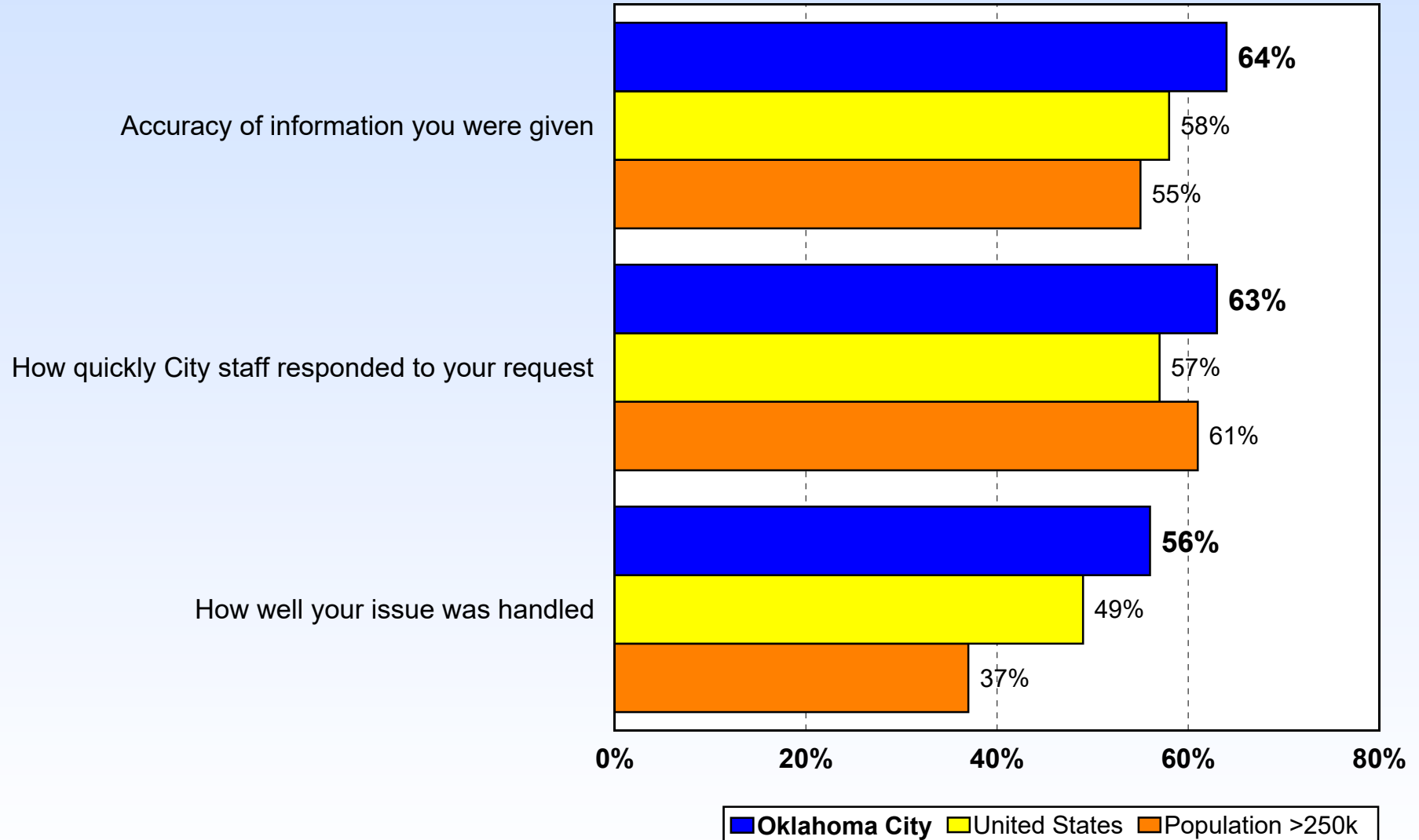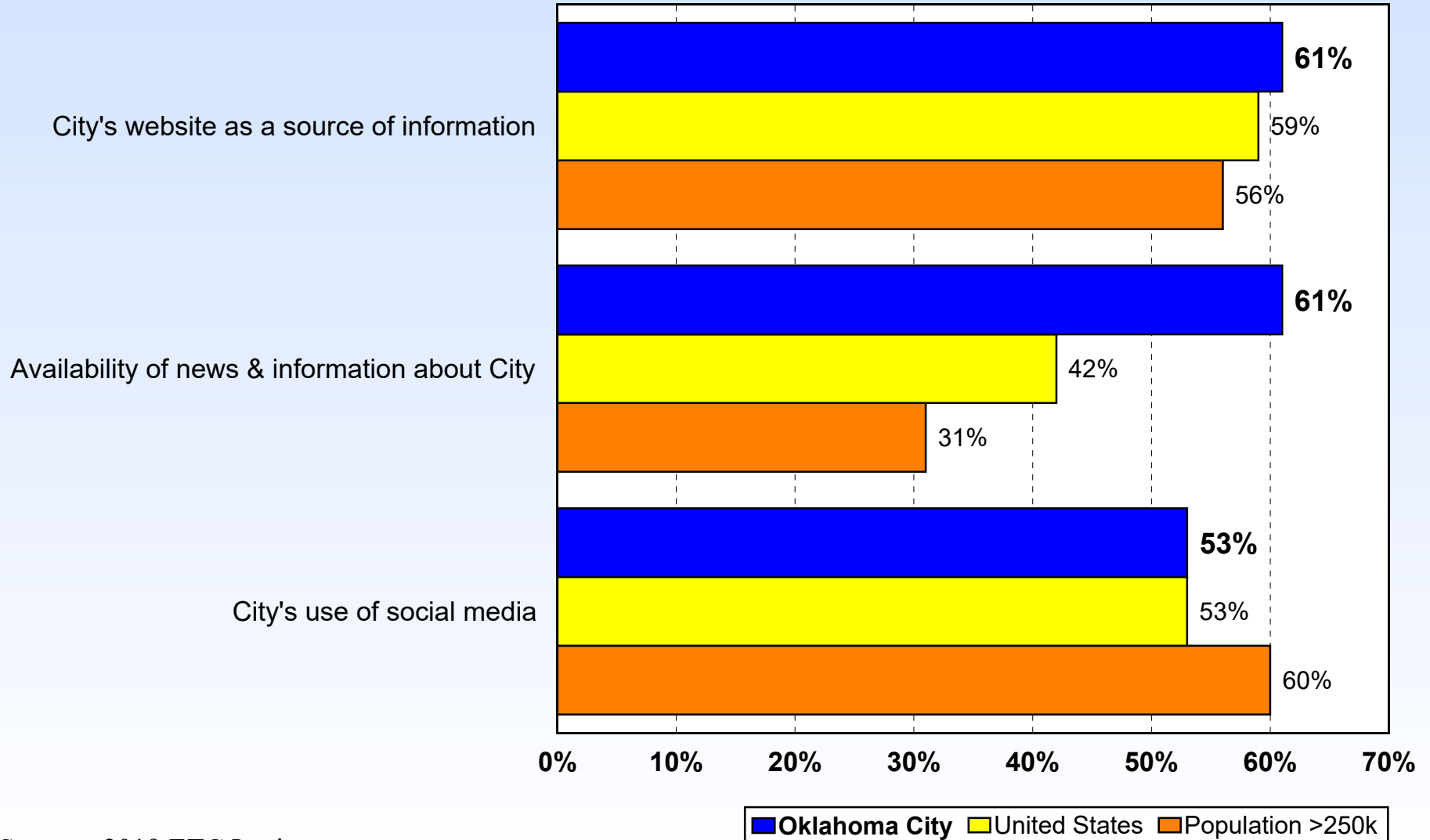where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

Enforcement of yard parking regulations in your neighborhood
- Oklahoma City: **51%**
- United States: 45%
- Population >250k: 50%

Quality of animal control services
- Oklahoma City: **46%**
- United States: 53%
- Population >250k: 52%

Enforcing clean-up of junk & debris on private property
- Oklahoma City: **43%**
- United States: 42%
- Population >250k: 42%

Enforcing sign regulations
- Oklahoma City: **42%**
- United States: 50%
- Population >250k: 57%

City efforts to remove abandoned or inoperative vehicles
- Oklahoma City: **41%**
- United States: 48%
- Population >250k: 50%

Enforcing mowing, cutting of weeds, & grass on private property
- Oklahoma City: **38%**
- United States: 36%
- Population >250k: 36%

Enforcing exterior maintenance of residential property
- Oklahoma City: **38%**
- United States: 43%
- Population >250k: 43%

Legend: Oklahoma City | United States | Population >250k

Source: 2019 ETC Institute

Overall Satisfaction with Customer Service
<u>Oklahoma City vs. United States vs. Large U.S. Cities</u>

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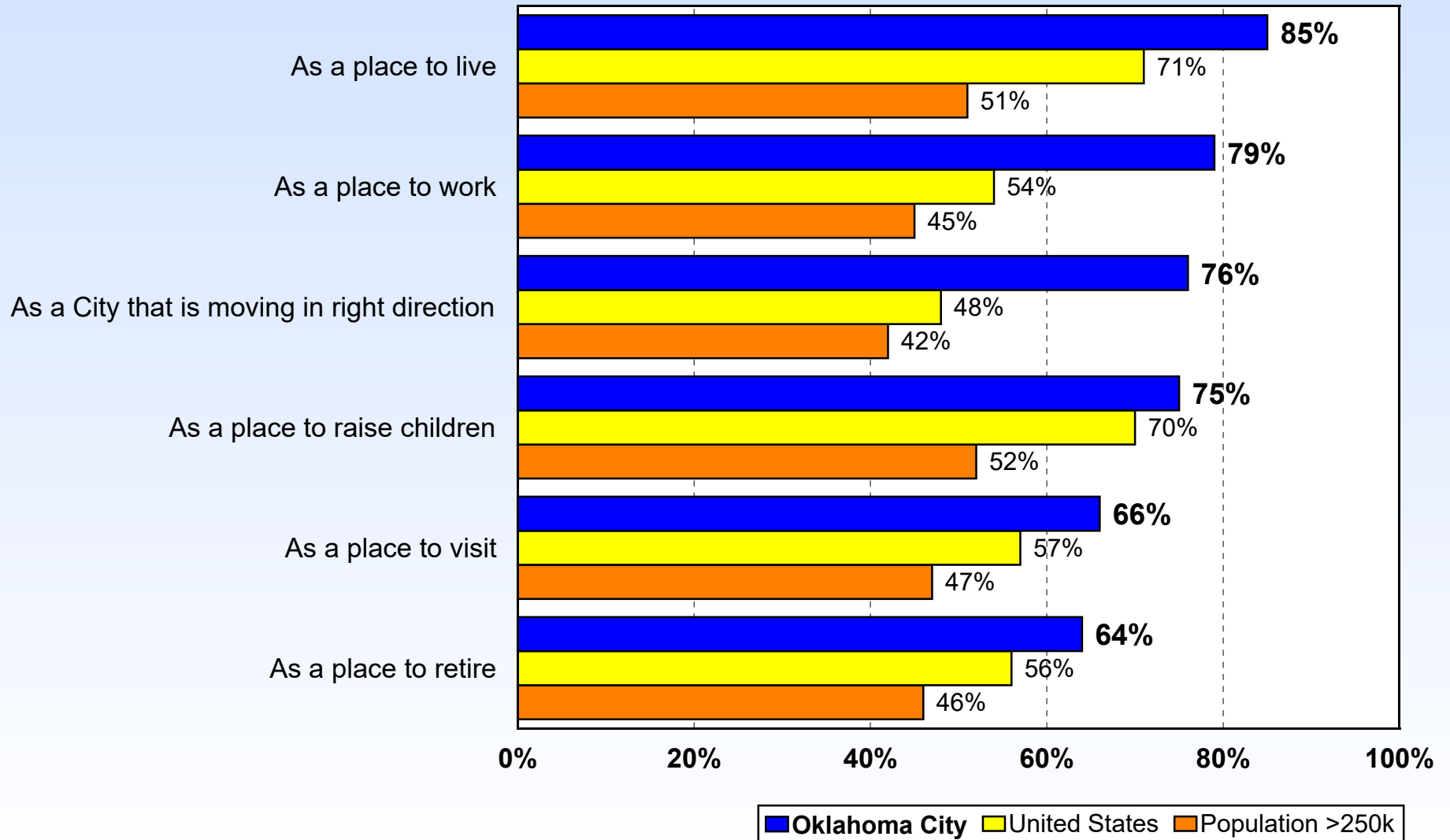where 5 was "very satisfied" and 1 was "very dissatisfied" <u>(excluding "don't know")</u>

Accuracy of information you were given
- Oklahoma City: **64%**
- United States: 58%
- Population >250k: 55%

How quickly City staff responded to your request
- Oklahoma City: **63%**
- United States: 57%
- Population >250k: 61%

How well your issue was handled
- Oklahoma City: **56%**
- United States: 49%
- Population >250k: 37%

Legend: ■ **Oklahoma City** ■ United States ■ Population >250k

Source: 2019 ETC Institute

Overall Satisfaction with Communication
<u>Oklahoma City vs. United States vs. Large U.S. Cities</u>

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" <u>(excluding "don't know")</u>
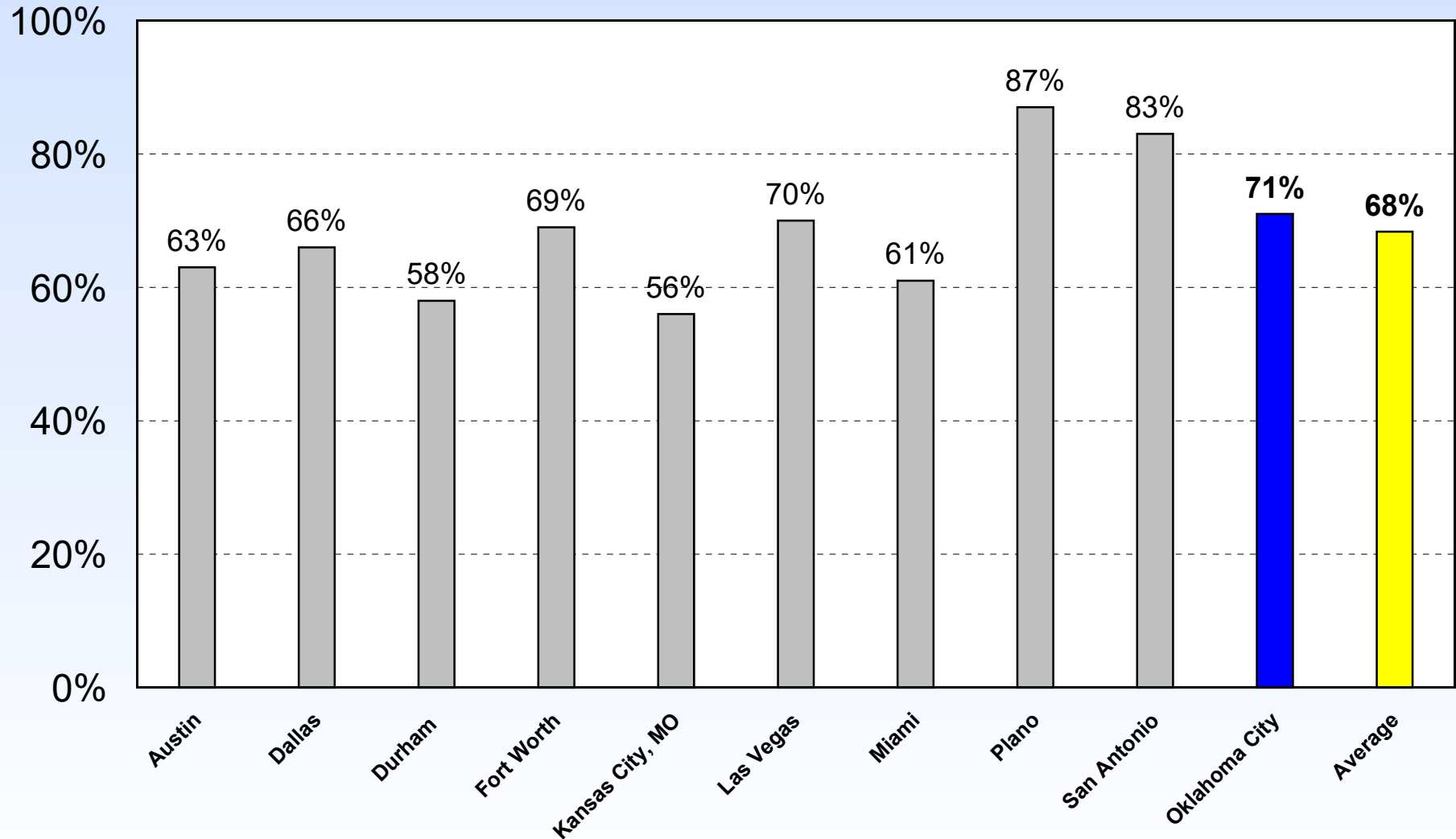

City's website as a source of information
- Oklahoma City: **61%**
- United States: 59%
- Population >250k: 56%

Availability of news & information about City
- Oklahoma City: **61%**
- United States: 42%
- Population >250k: 31%

City's use of social media
- Oklahoma City: **53%**
- United States: 53%
- Population >250k: 60%

Legend: ■ **Oklahoma City** ■ United States ■ Population >250k

Source: 2019 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")

	Oklahoma City	United States	Population >250k
As a place to live	85%	71%	51%
As a place to work	79%	54%	45%
As a City that is moving in right direction	76%	48%	42%
As a place to raise children	75%	70%	52%
As a place to visit	66%	57%	47%
As a place to retire	64%	56%	46%

Legend: ■ Oklahoma City ☐ United States ■ Population >250k

Source: 2019 ETC Institute

Selected Head-to-Head Comparisons

Overall Satisfaction With *Police Services - 2019*

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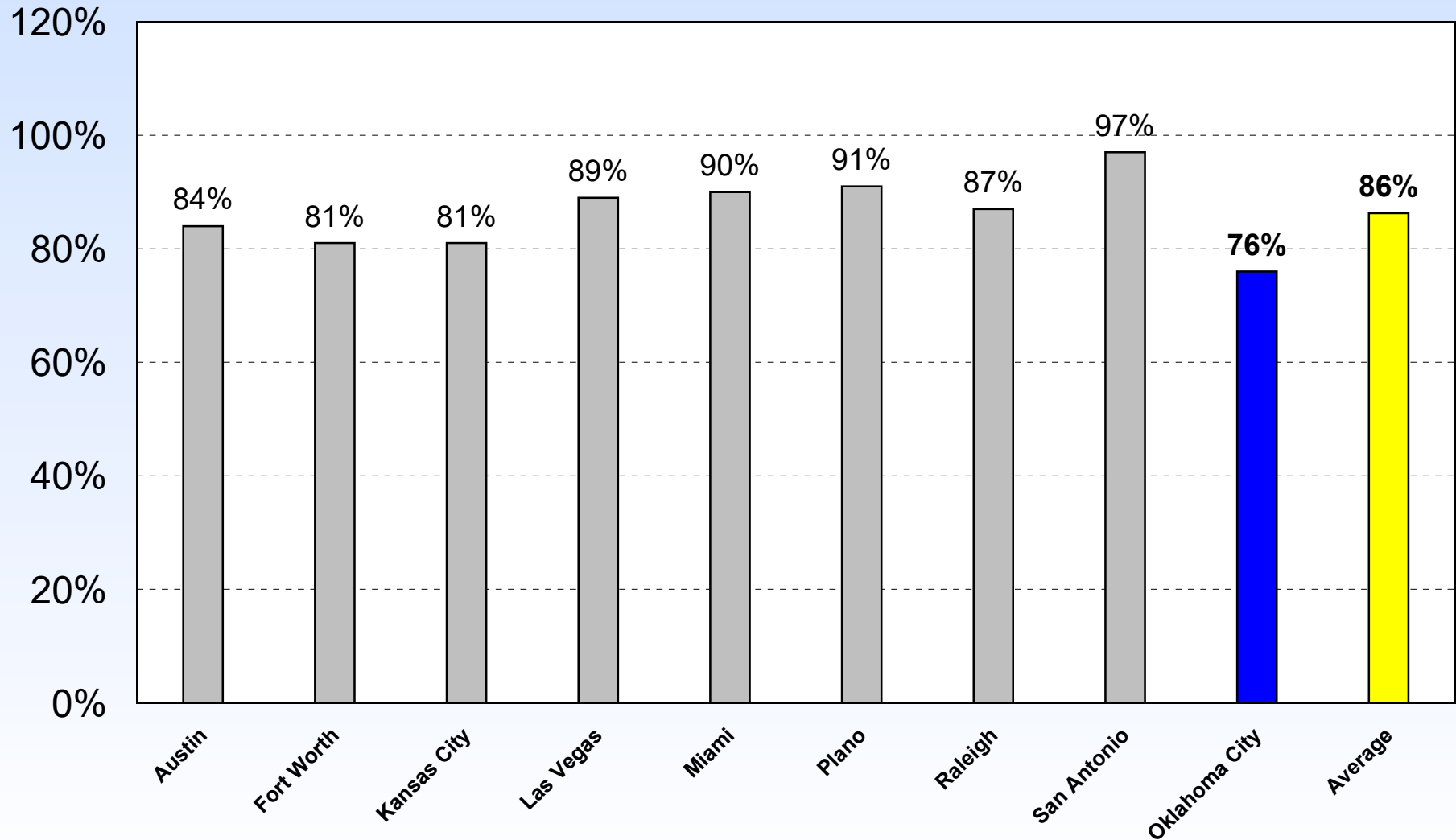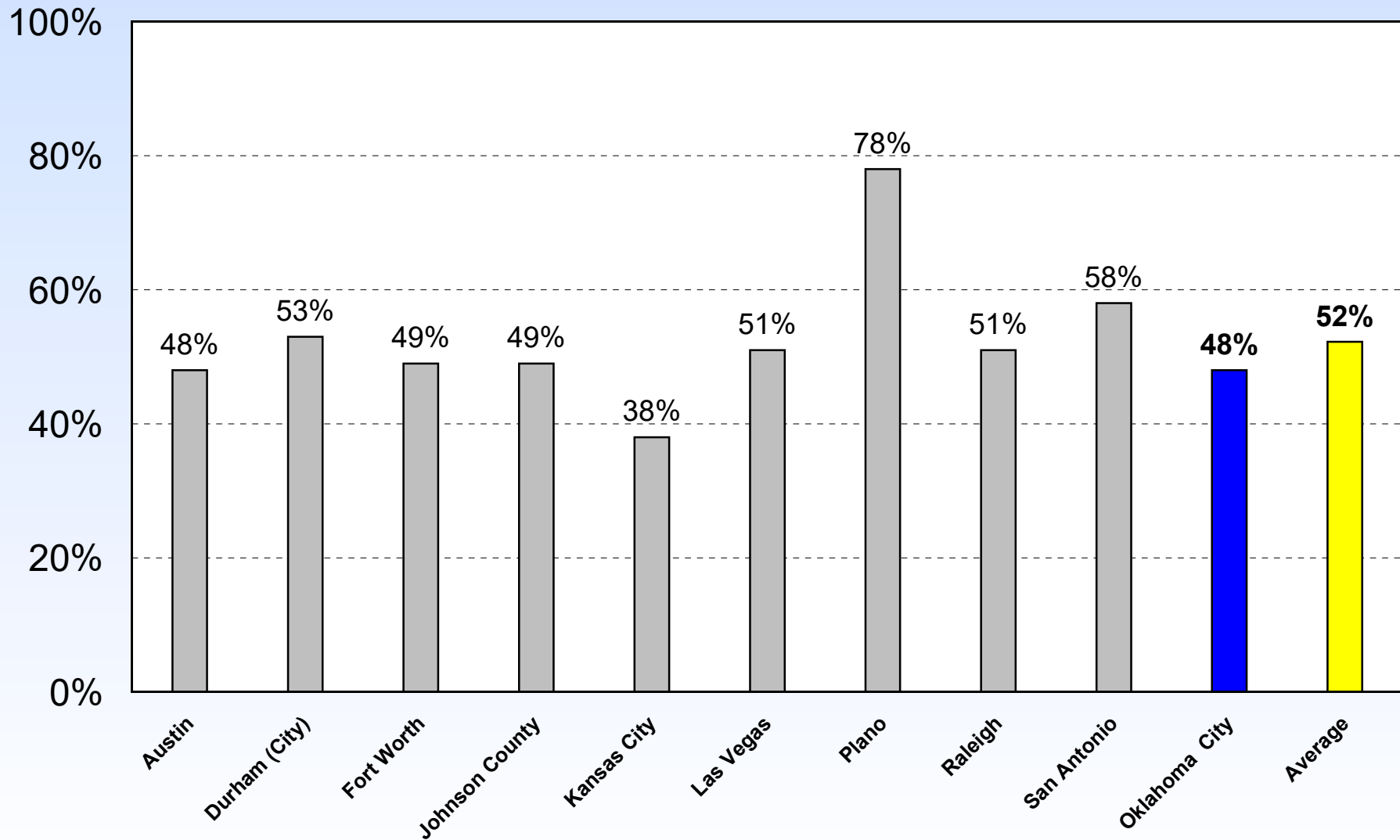
US Large City Regional Benchmarks

City	Satisfaction
Austin	63%
Dallas	66%
Durham	58%
Fort Worth	69%
Kansas City, MO	56%
Las Vegas	70%
Miami	61%
Plano	87%
San Antonio	83%
Oklahoma City	71%
Average	68%

Source: 2019 ETC Institute

Overall Satisfaction With *Fire Protection & Rescue Services - 2019*

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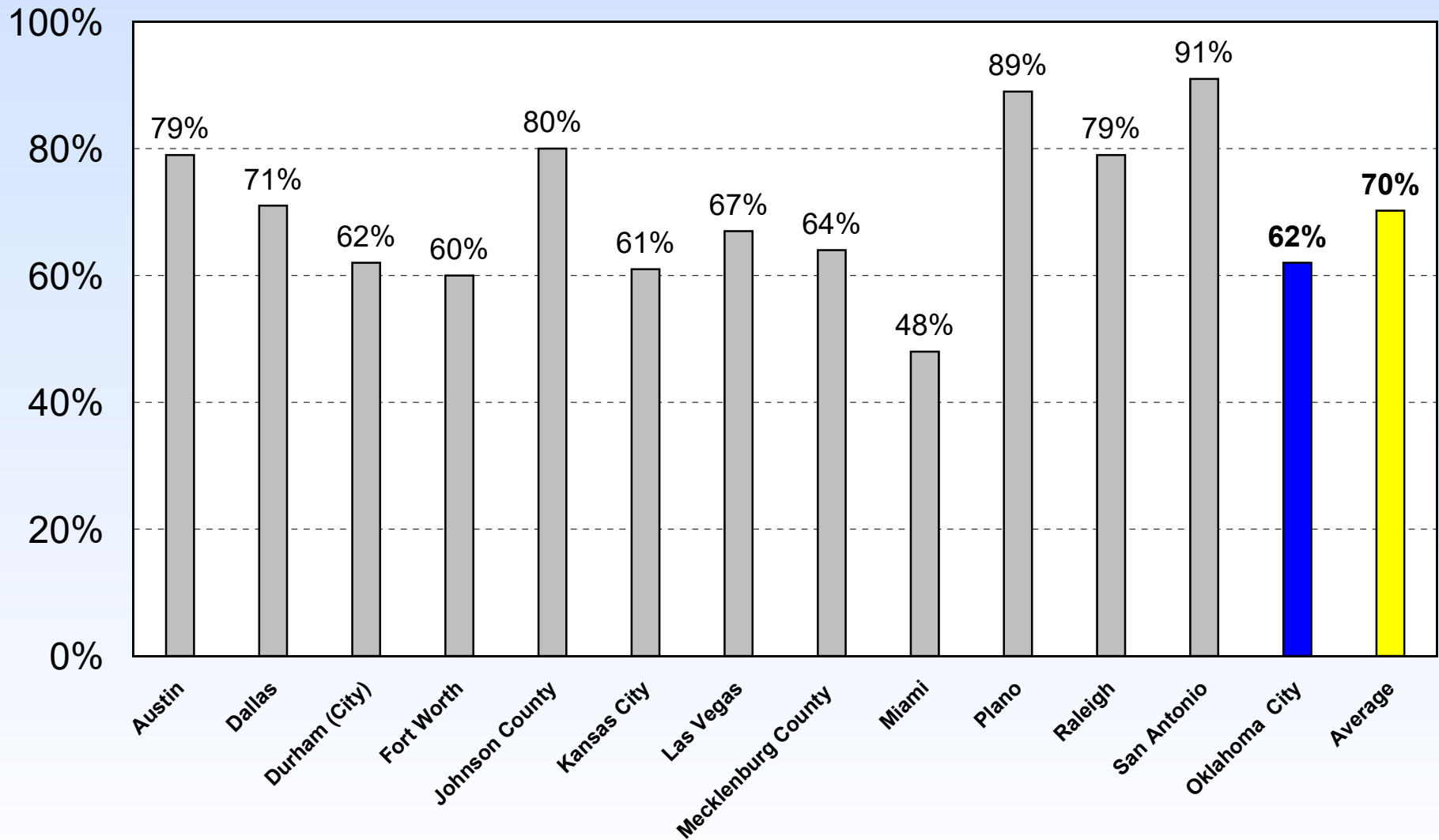<u>excluding don't knows</u>

<u>Large City Regional Benchmarks</u>
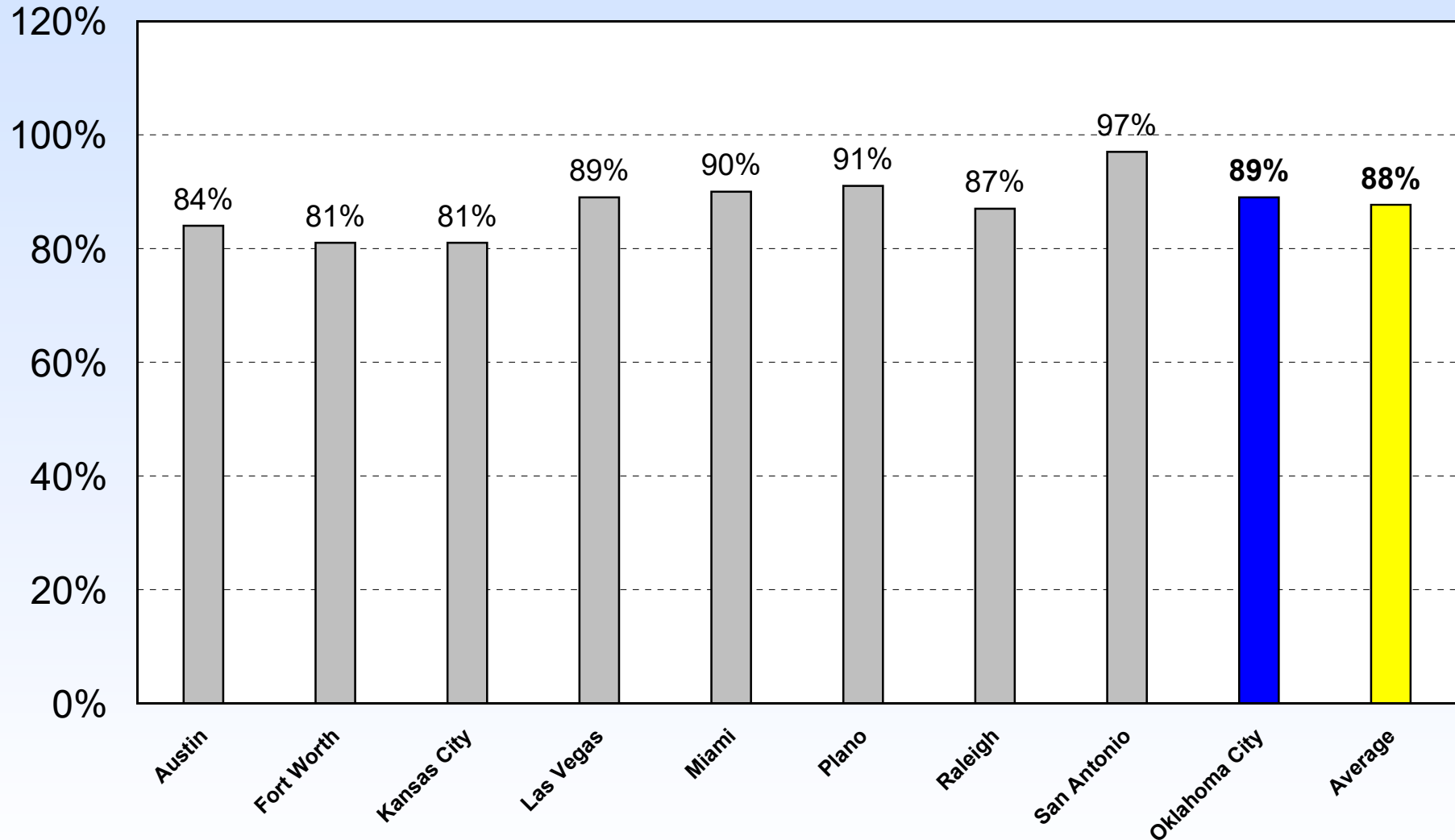
Source: 2019 ETC Institute

Overall Satisfaction With *Ambulance Services - 2019*

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
<u>excluding don't knows</u>
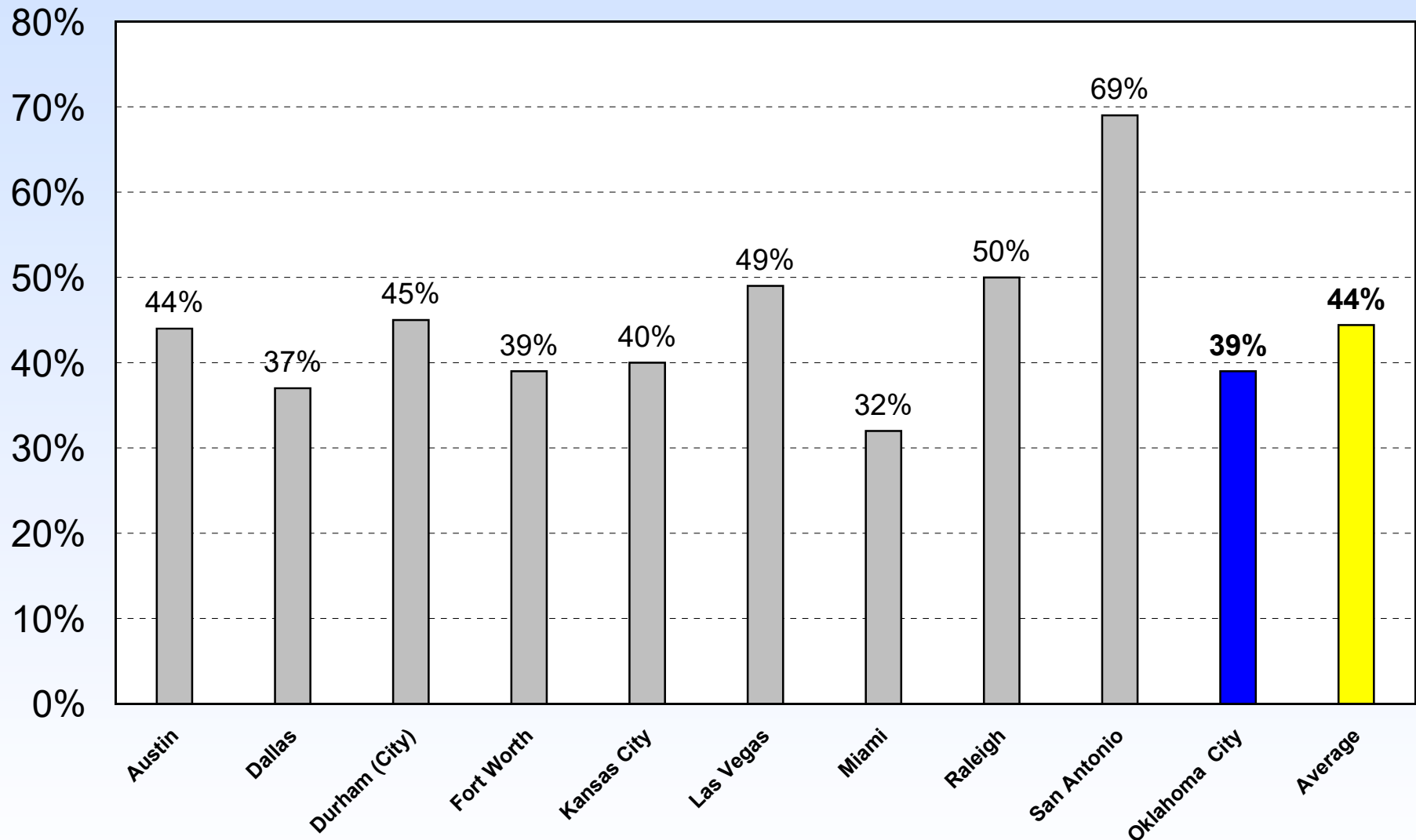
<u>US Large City Regional Benchmarks</u>

Overall Satisfaction With _City Communications - 2019_

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

US Large City Regional Benchmarks

Source: 2019 ETC Institute

Overall Satisfaction With _Parks and Recreation - 2019_

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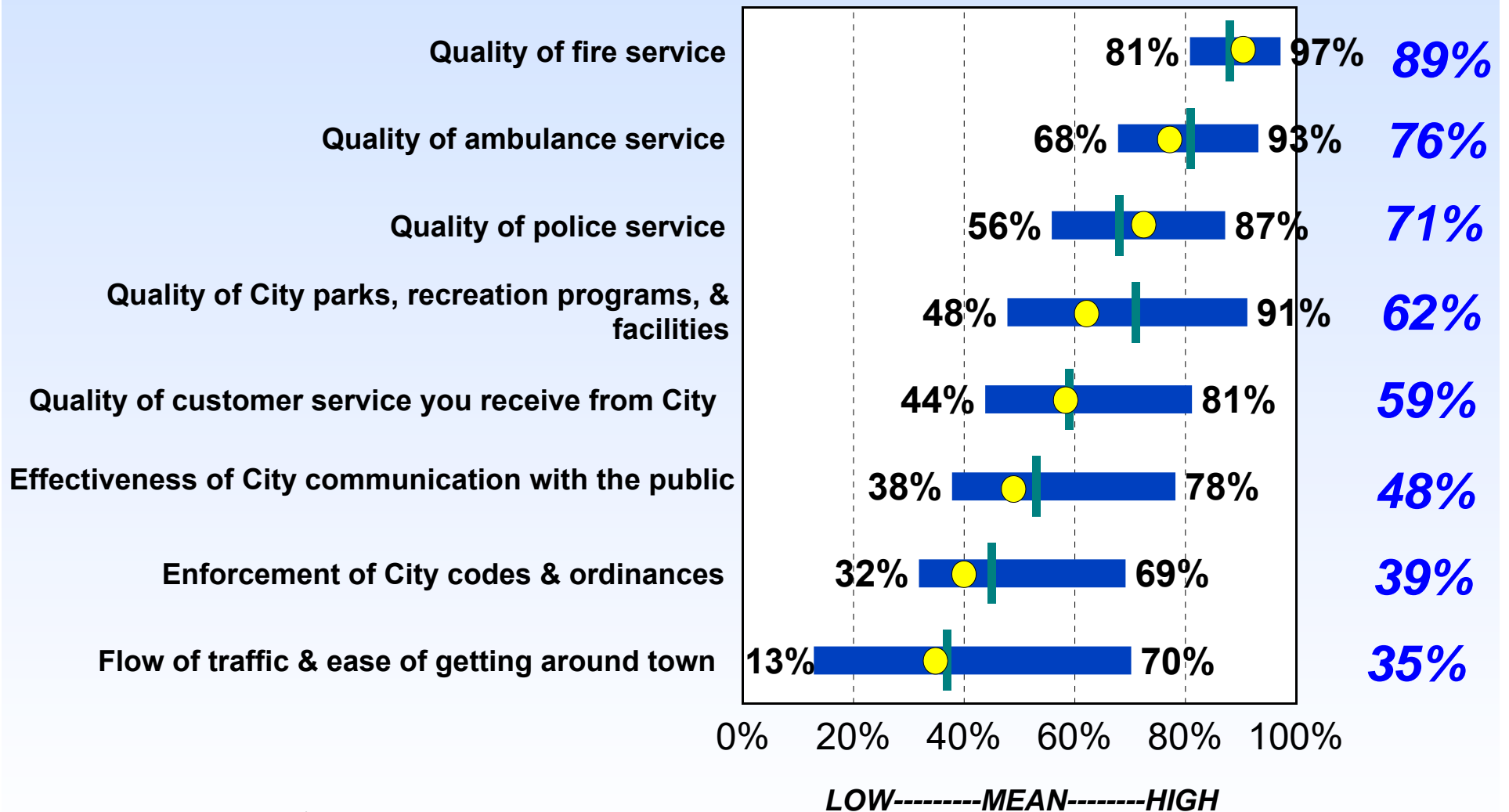<u>excluding don't knows</u>

<u>US Large City Regional Benchmarks</u>

Source: 2019 ETC Institute

Overall Satisfaction With _Code Enforcement - 2019_

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

US Large City Regional Benchmarks

Source: 2019 ETC Institute

Comparison to a Range of Performance

Satisfaction with
Major Categories of Services - 2019

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**

Category	Low	High	Oklahoma City
Quality of fire service	81%	97%	*89%*
Quality of ambulance service	68%	93%	*76%*
Quality of police service	56%	87%	*71%*
Quality of City parks, recreation programs, & facilities	48%	91%	*62%*
Quality of customer service you receive from City	44%	81%	*59%*
Effectiveness of City communication with the public	38%	78%	*48%*
Enforcement of City codes & ordinances	32%	69%	*39%*
Flow of traffic & ease of getting around town	13%	70%	*35%*

0%   20%   40%   60%   80%   100%
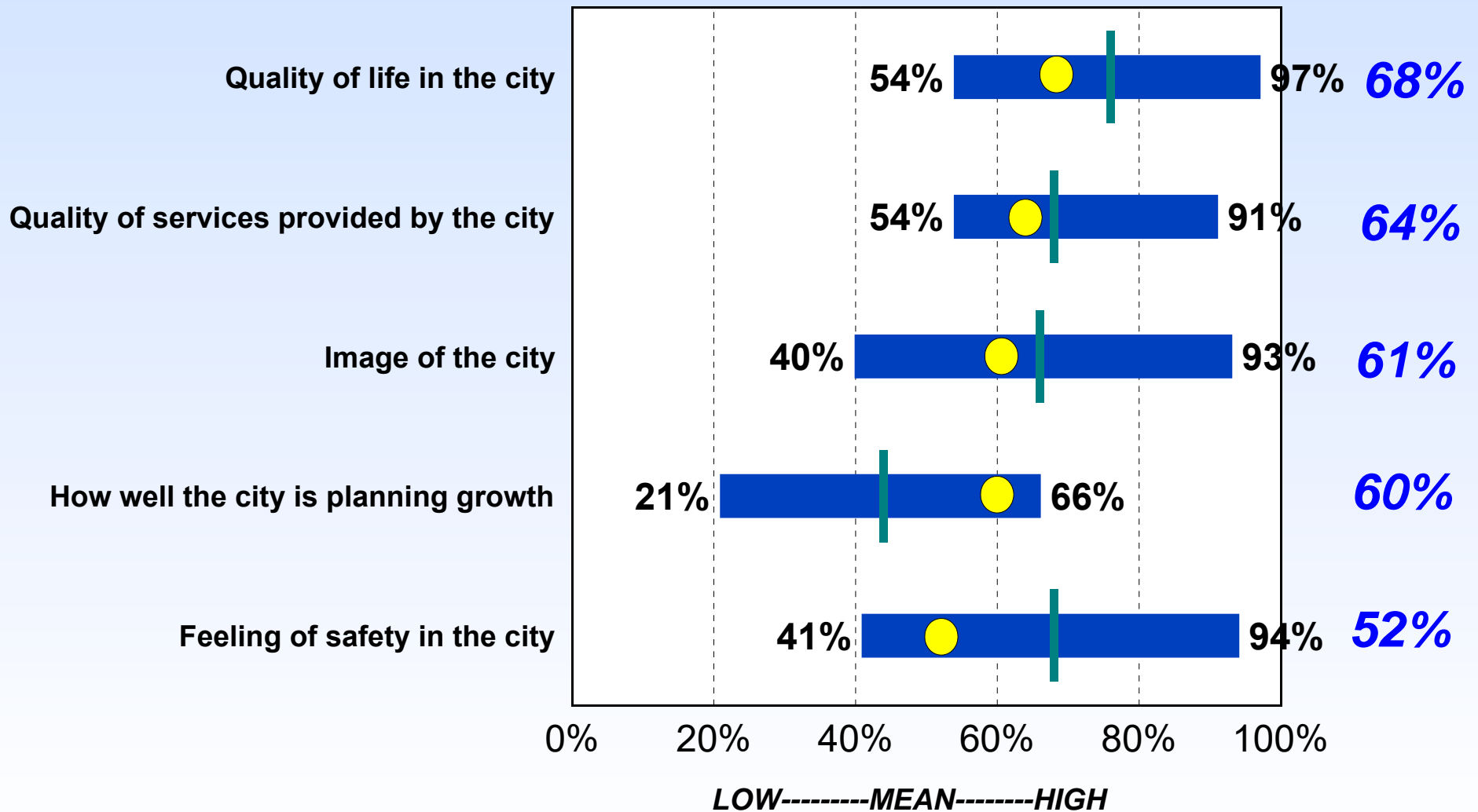
LOW--------MEAN-------HIGH

Source: 2019 ETC Institute

Perceptions Residents Have of the City
in Which They Live - 2019

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**
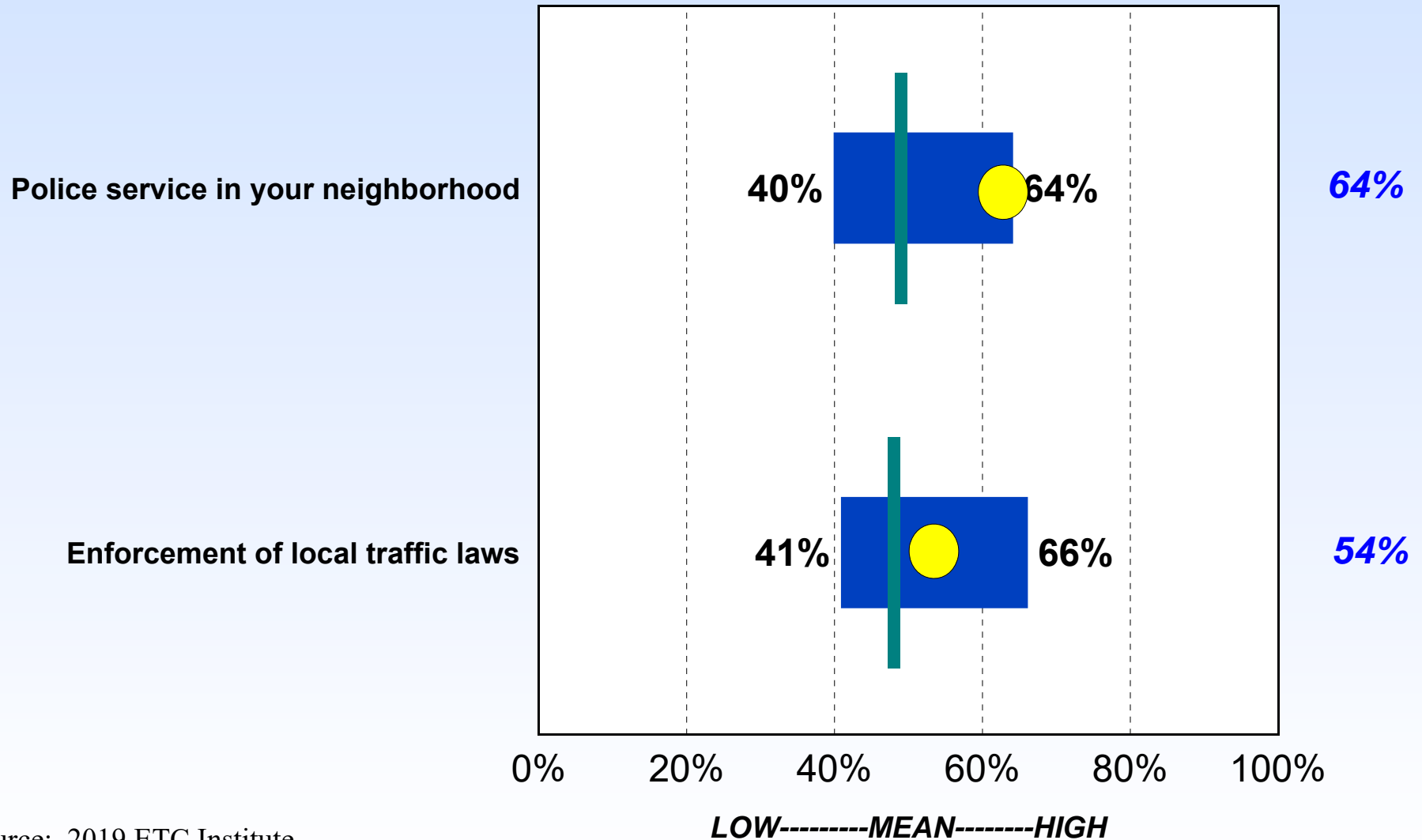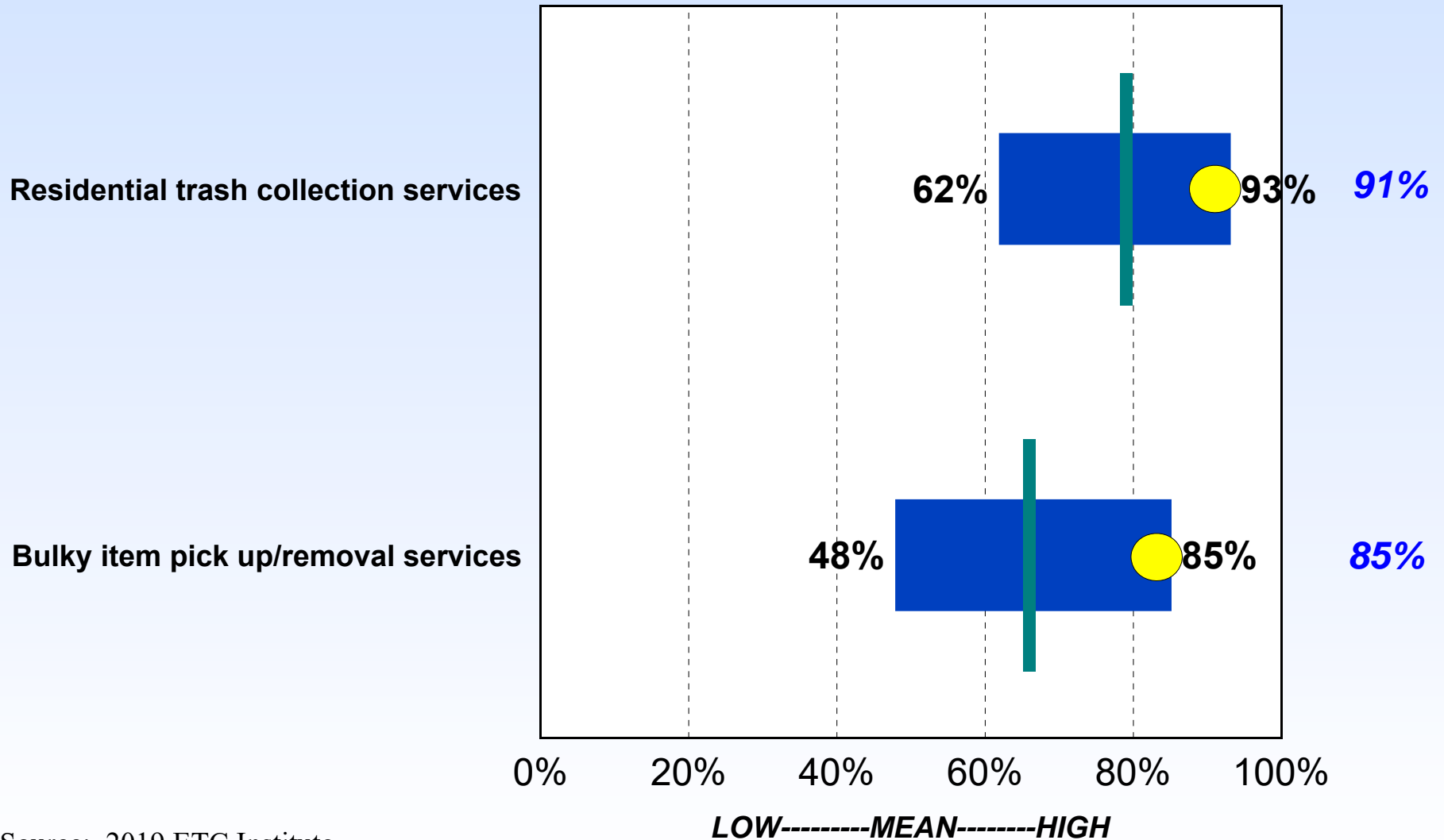
Quality of life in the city	54% ▓▓▓⬤▓▓ 97%	**_68%_**
Quality of services provided by the city	54% ▓⬤▓▓ 91%	**_64%_**
Image of the city	40% ▓⬤▓▓ 93%	**_61%_**
How well the city is planning growth	21% ▓▓⬤ 66%	**_60%_**
Feeling of safety in the city	41% ▓⬤▓▓ 94%	**_52%_**

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Public Safety Services
2019

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

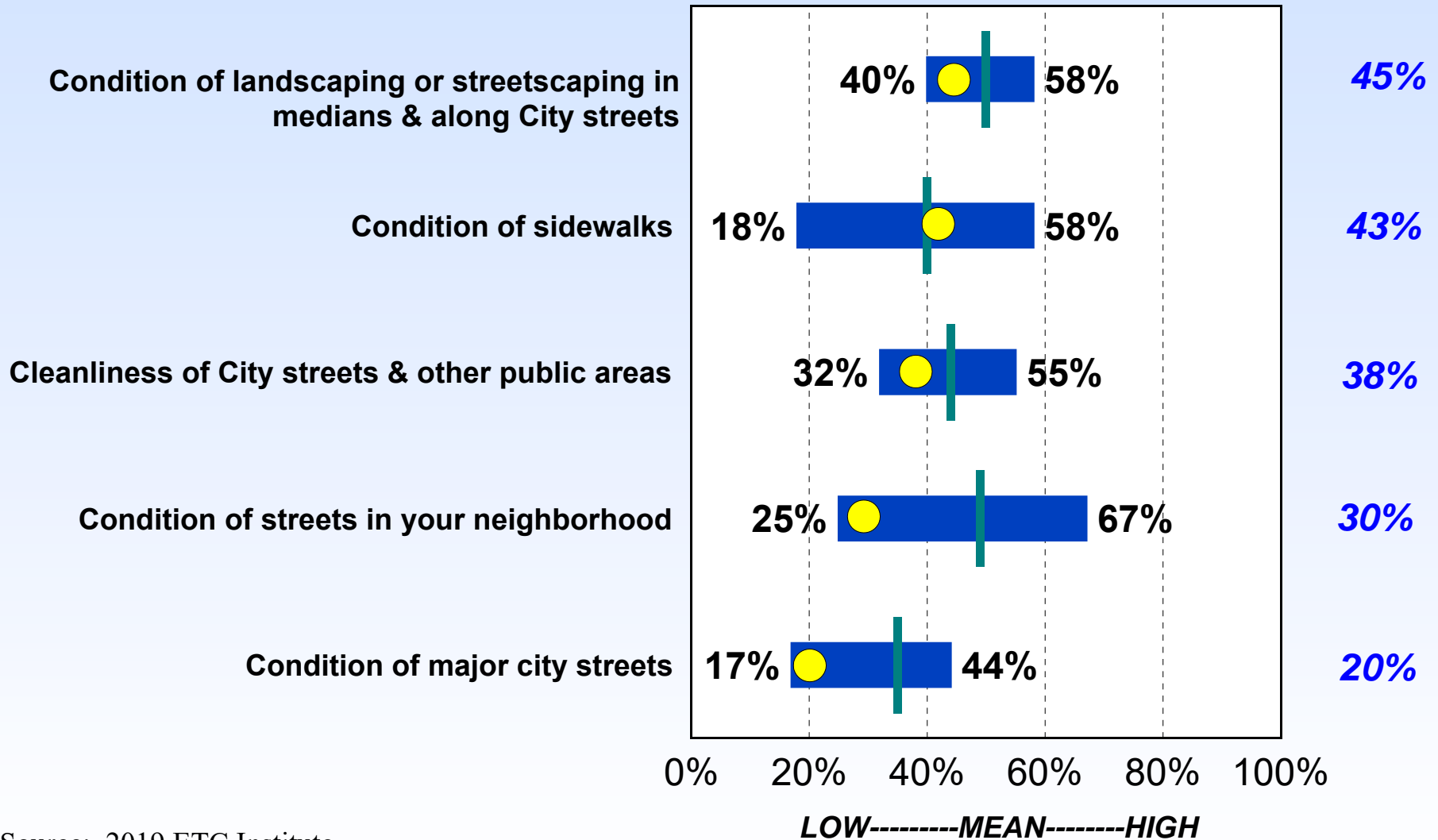***Direction Finder Benchmarks - Cities w/population > 250,000 only***   ⬤ **Oklahoma City**

Police service in your neighborhood   40%   64%   *64%*

Enforcement of local traffic laws   41%   66%   *54%*

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Utility Services
<u>2019</u>

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

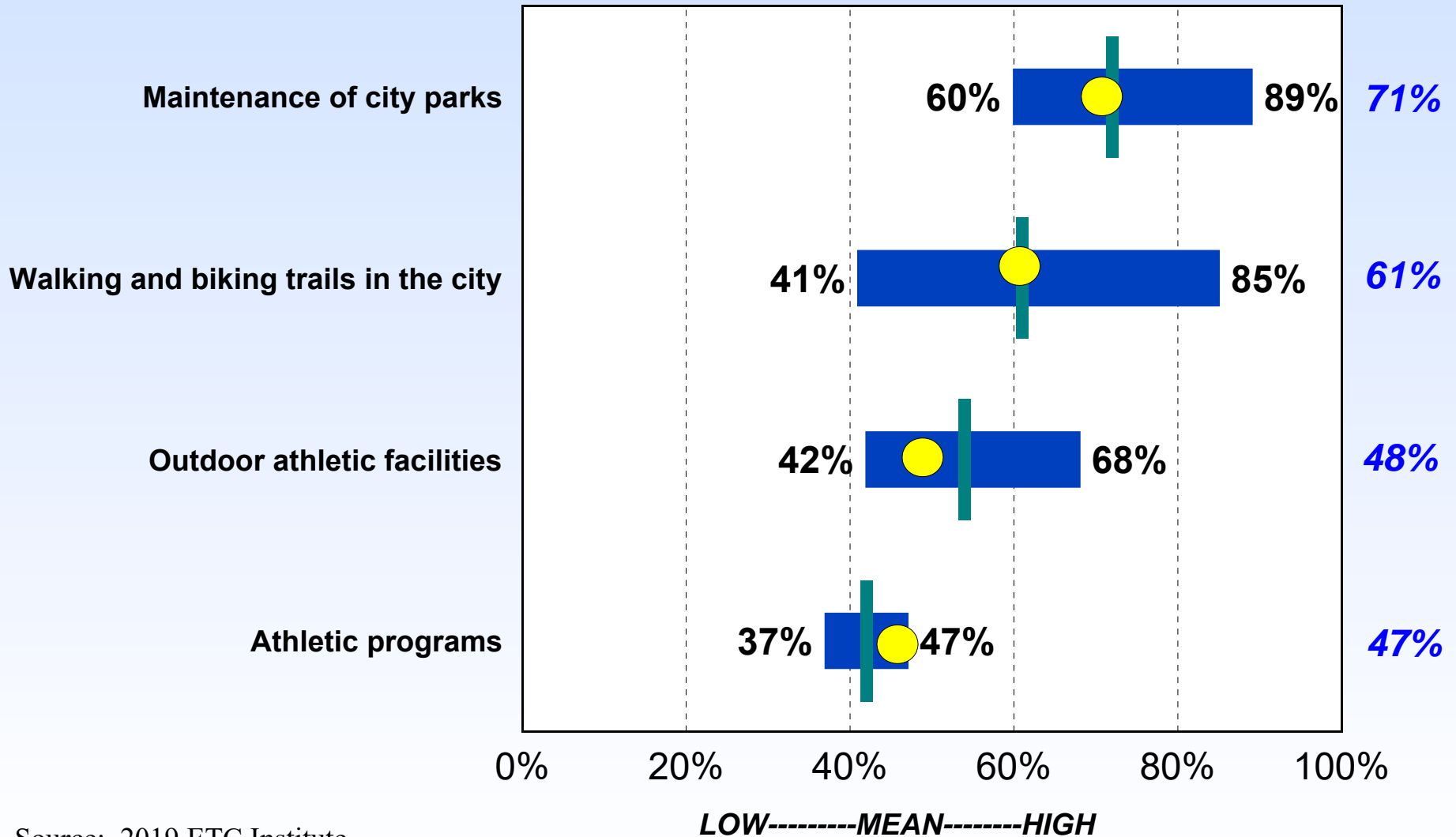*<u>Direction Finder Benchmarks - Cities w/population > 250,000 only</u>* ⬤ **<u>Oklahoma City</u>**

Residential trash collection services — 62% 93% *91%*

Bulky item pick up/removal services — 48% 85% *85%*

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Maintenance Services
<u>2019</u>

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

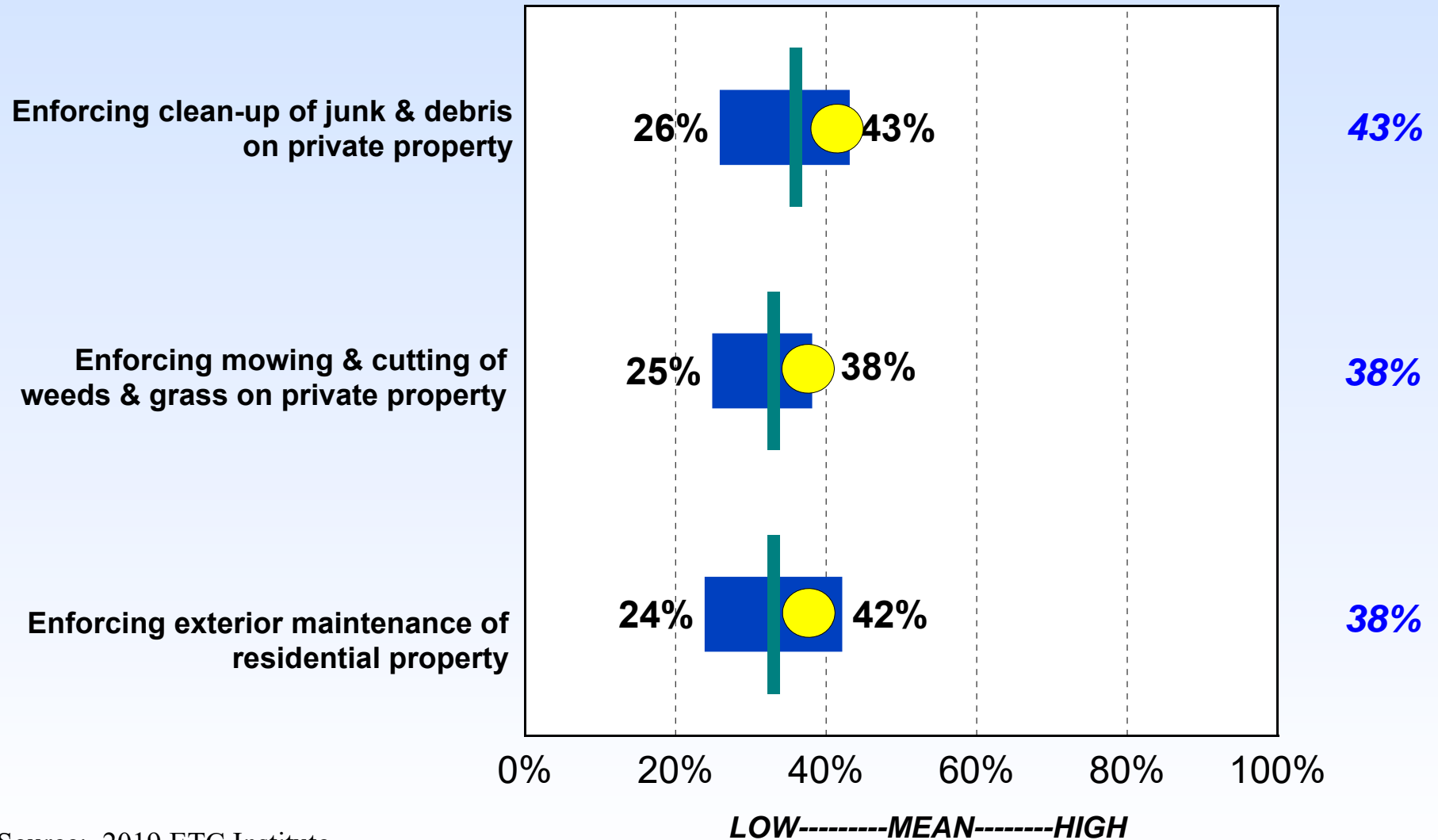*<u>Direction Finder Benchmarks - Cities w/population > 250,000 only</u>* ⬤ **Oklahoma City**

Item	Low	OKC	High	Benchmark
Condition of landscaping or streetscaping in medians & along City streets	40%	⬤	58%	*45%*
Condition of sidewalks	18%	⬤	58%	*43%*
Cleanliness of City streets & other public areas	32%	⬤	55%	*38%*
Condition of streets in your neighborhood	25%	⬤	67%	*30%*
Condition of major city streets	17%	⬤	44%	*20%*

0% 20% 40% 60% 80% 100%

LOW--------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Parks and Recreation Services
2019

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**
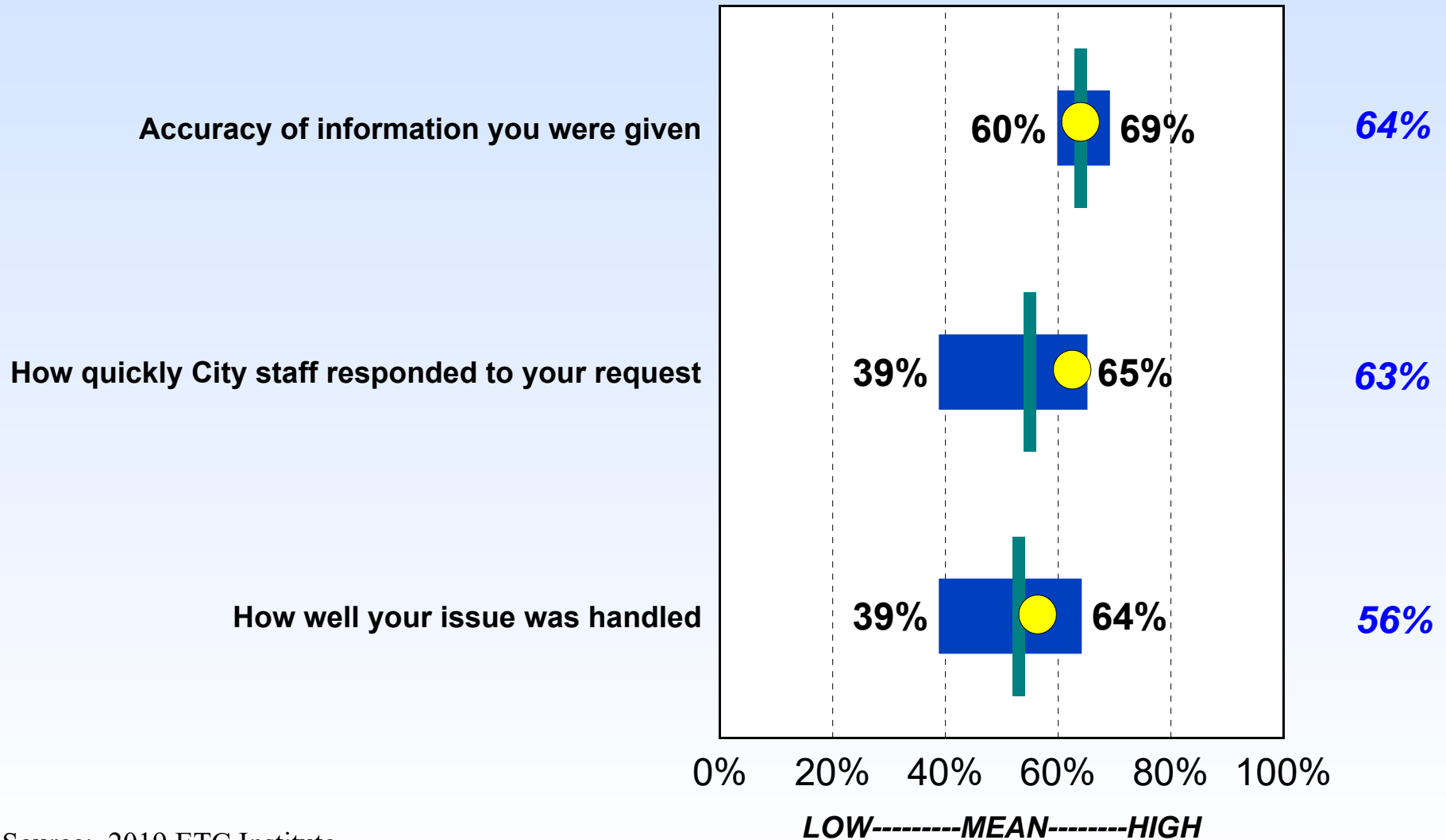

Maintenance of city parks	60% ● 89%	*71%*
Walking and biking trails in the city	41% ● 85%	*61%*
Outdoor athletic facilities	42% ● 68%	*48%*
Athletic programs	37% ●47%	*47%*

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Code Enforcement
<u>2019</u>

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

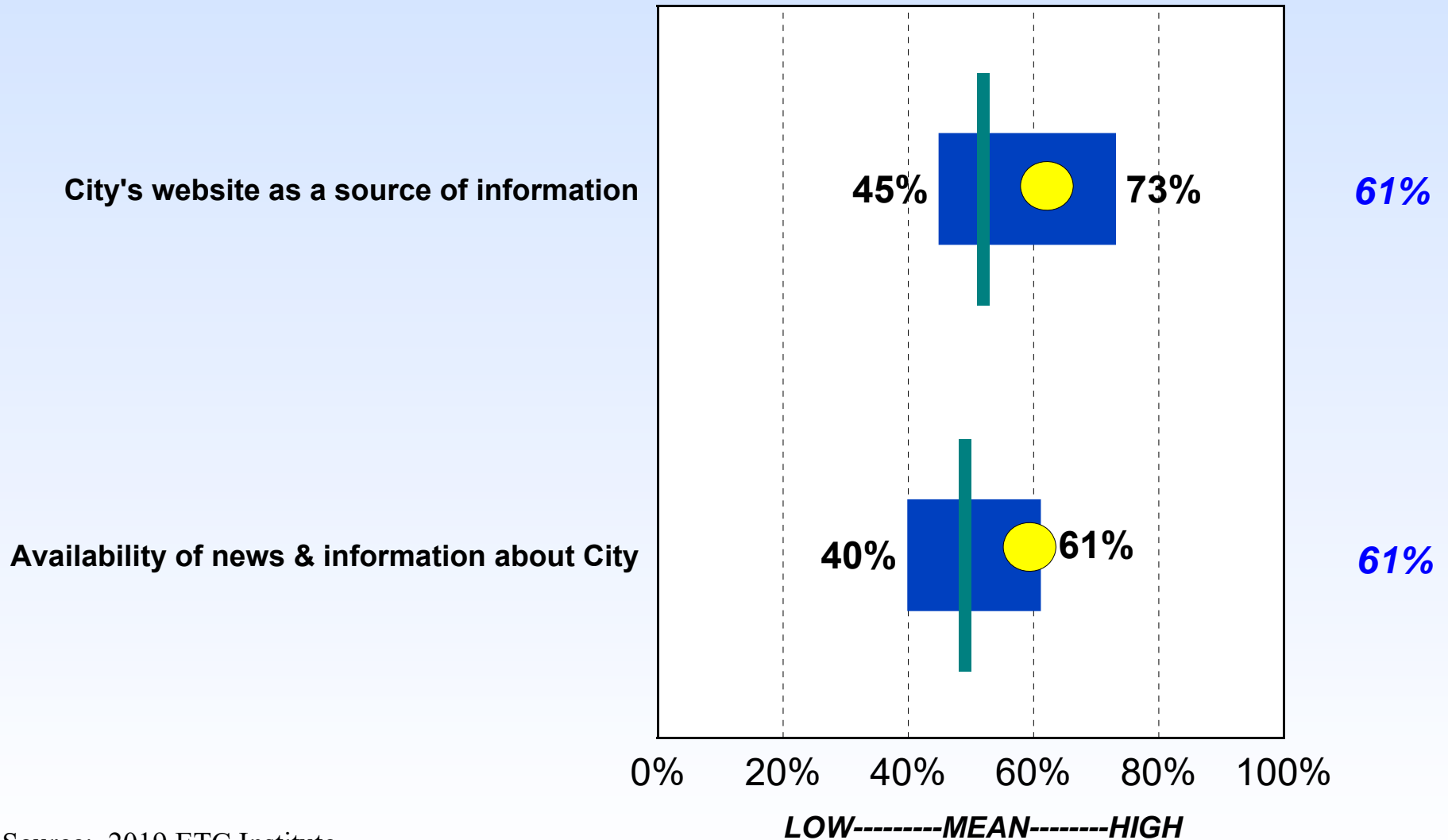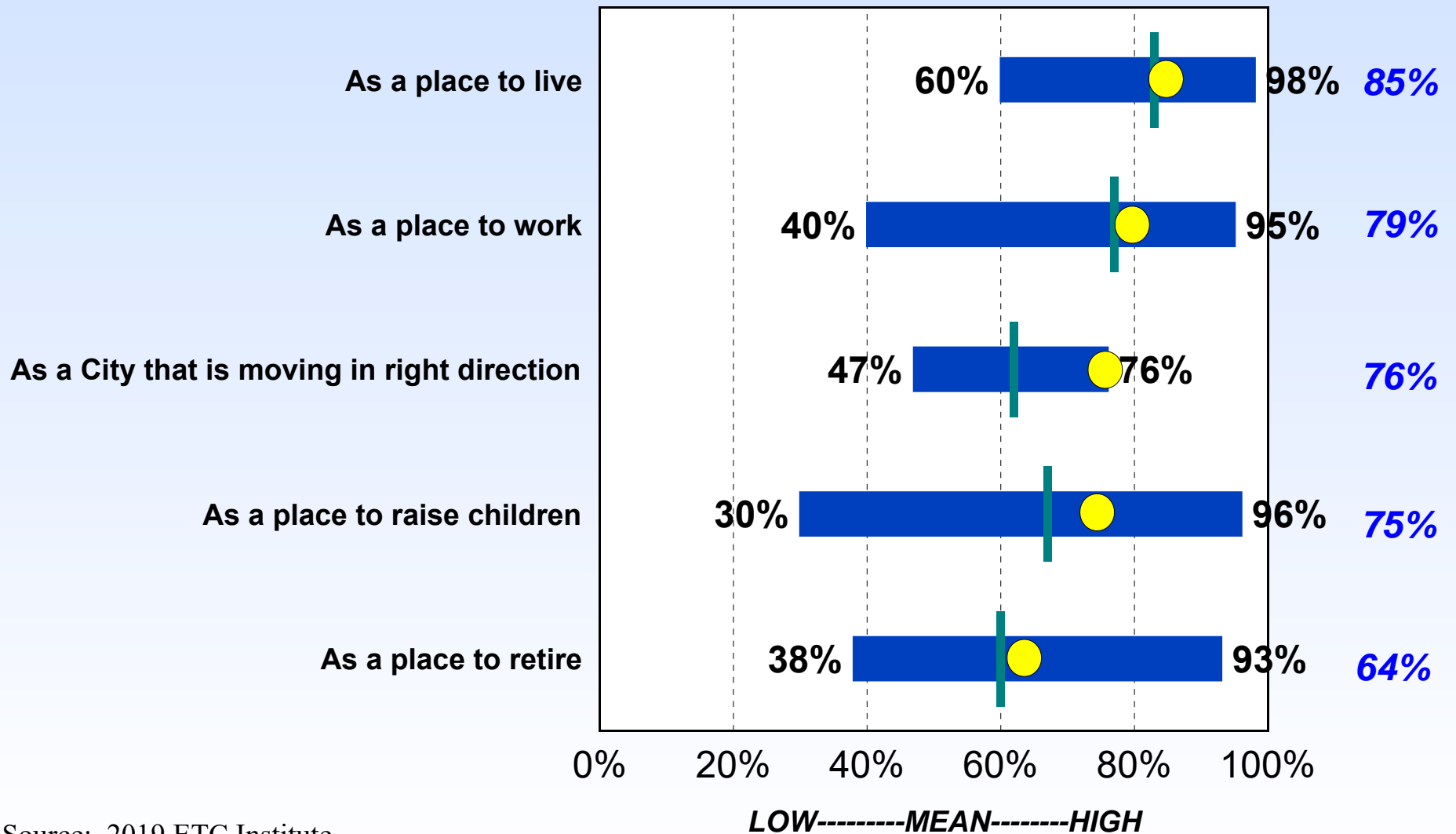*__Direction Finder Benchmarks - Cities w/population > 250,000 only__* ⬤ **<u>Oklahoma City</u>**

Enforcing clean-up of junk & debris on private property
26% 43% *43%*

Enforcing mowing & cutting of weeds & grass on private property
25% 38% *38%*

Enforcing exterior maintenance of residential property
24% 42% *38%*

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Customer Service
2019

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

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

Accuracy of information you were given   60% 🟡 69%   *64%*

How quickly City staff responded to your request   39% 🟡 65%   *63%*

How well your issue was handled   39% 🟡 64%   *56%*

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Satisfaction with Communication
2019

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**

City's website as a source of information   45%   73%   *61%*

Availability of news & information about City   40%   61%   *61%*

0%   20%   40%   60%   80%   100%

LOW---------MEAN--------HIGH

Source: 2019 ETC Institute

Overall Ratings of the City
<u>2019</u>

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

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

As a place to live	60% ▮ 98%	*85%*
As a place to work	40% ▮ 95%	*79%*
As a City that is moving in right direction	47% ▮ 76%	*76%*
As a place to raise children	30% ▮ 96%	*75%*
As a place to retire	38% ▮ 93%	*64%*

0% 20% 40% 60% 80% 100%

LOW--------MEAN-------HIGH

Source: 2019 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 <u>highest importance to citizens</u>; and (2) to target resources toward those services where <u>citizens are the least satisfied.</u>

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=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Eighty-three percent (82.7%) of respondents selected *condition of City streets,* as one of the most important services for the City to provide.

With regard to satisfaction, eleven percent (10.7%) 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 for *condition of City streets,* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 82.7% was multiplied by 89.3% (1-0.107). This calculation yielded an I-S rating of 0.7385 which ranked first out of 11 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* (IS>=0.20)
- *Increase Current Emphasis* (0.10<=IS<0.20)
- *Maintain Current Emphasis* (IS<0.10)

The results for the City of Oklahoma City are provided on the following pages.

Importance-Satisfaction Analysis

2019 Importance-Satisfaction Rating
Oklahoma City, Oklahoma
Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Condition of City streets	83%	1	11%	11	0.7385	1
Flow of traffic & ease of getting around town	50%	2	35%	10	0.3262	2
High Priority (IS .10-.20)						
Enforcement of City codes & ordinances	24%	4	39%	8	0.1435	3
Quality of City's public transit system	20%	6	36%	9	0.1250	4
Medium Priority (IS <.10)						
Quality of parks/rec. programs/facilities	23%	5	62%	5	0.0879	5
Quality of police service	30%	3	71%	3	0.0876	6
Effectiveness of City communication w/ public	12%	8	47%	7	0.0652	7
Quality of City water utilities	13%	7	63%	4	0.0499	8
Quality of customer service from City employees	8%	10	58%	6	0.0330	9
Quality of ambulance service	5%	11	77%	2	0.0106	10
Quality of fire service	8%	9	89%	1	0.0086	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:
The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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

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2019 Importance-Satisfaction Rating
Oklahoma City, Oklahoma
Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Quality of animal control services	59%	1	46%	2	0.3226	1
Enforcing the mowing of grass on private property	52%	2	38%	6	0.3199	2
Enforcing exterior maintenance of residential property	35%	3	38%	7	0.2186	3
High Priority (IS .10-.20)						
Efforts to remove abandoned/inoperative vehicles	32%	4	41%	5	0.1876	4
Enforcing clean up of junk/debris on private property	30%	5	43%	3	0.1716	5
Enforcing sign regulations	19%	6	42%	4	0.1108	6
Medium Priority (IS <.10)						
Enforcement of yard parking regulations	18%	7	50%	1	0.0905	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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2019 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)						
Walking and biking trails in the city	38%	3	61%	5	0.1463	1
Quality of city parks near neighborhoods	41%	2	66%	4	0.1406	2
Maintenance of city parks	43%	1	71%	2	0.1248	3
Medium Priority (IS <.10)						
Availability of info about parks & rec programs	17%	4	47%	11	0.0889	4
City aquatic facilities and programs	15%	5	44%	13	0.0830	5
Quality of recreation programs and facilities	14%	7	49%	8	0.0691	6
Recreation opportunities for fishing close to home	12%	8	49%	9	0.0601	7
Outdoor athletic facilities	11%	9	48%	10	0.0557	8
Athletic programs	8%	10	46%	12	0.0420	9
Accessibility of City Parks	14%	6	70%	3	0.0411	10
Availability of info about Civic Ctr. Music Hall programs	7%	11	59%	6	0.0285	11
City golf courses	5%	13	58%	7	0.0228	12
Civic Center Music Hall experience	7%	12	73%	1	0.0193	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third

most important responses for each item. Respondents were asked to identify

the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.'

Respondents ranked their level of satisfaction with each of the items on a scale

of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2019 Importance-Satisfaction Rating
Oklahoma City, Oklahoma
Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Condition of major city streets	70%	1	20%	10	0.5625	1
Condition of streets in your neighborhood	50%	2	30%	9	0.3487	2
High Priority (IS .10-.20)						
Condition of pavement markings on city streets	26%	4	34%	7	0.1708	3
Cleanliness of city streets and other public areas	26%	3	38%	6	0.1642	4
Condition of sidewalks	21%	5	42%	5	0.1187	5
Condition of landscaping or streetscaping in medians & along City streets	18%	6	45%	3	0.1001	6
Medium Priority (IS <.10)						
Cleanliness of stormwater drains in your neighborhood	16%	7	43%	4	0.0922	7
Condition of bicycle infrastructure	13%	8	32%	8	0.0907	8
Snow removal on snow routes during the past year	12%	9	57%	2	0.0496	9
Condition of street signs	8%	10	58%	1	0.0347	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).

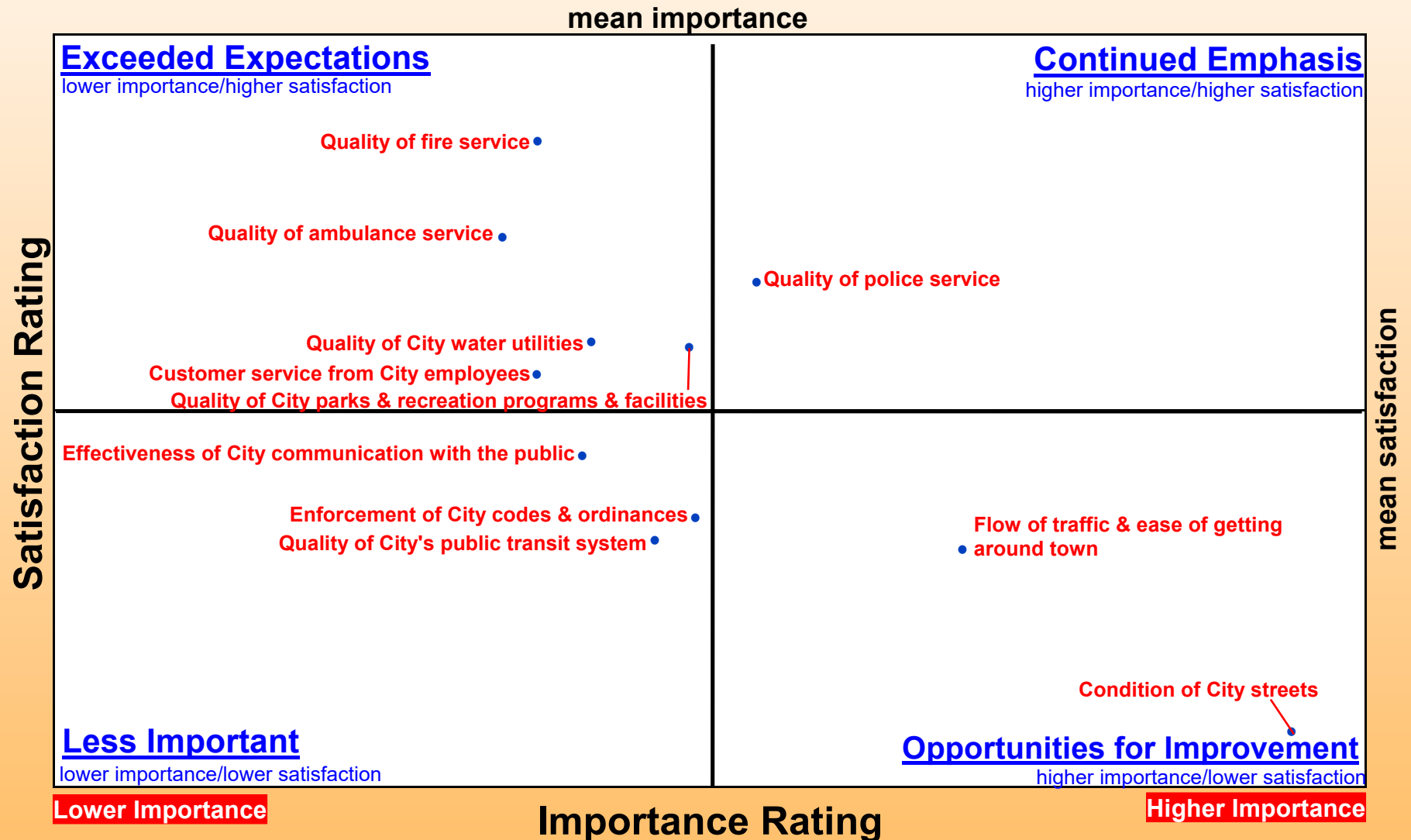The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **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.

Importance-Satisfaction Analysis

2019 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)
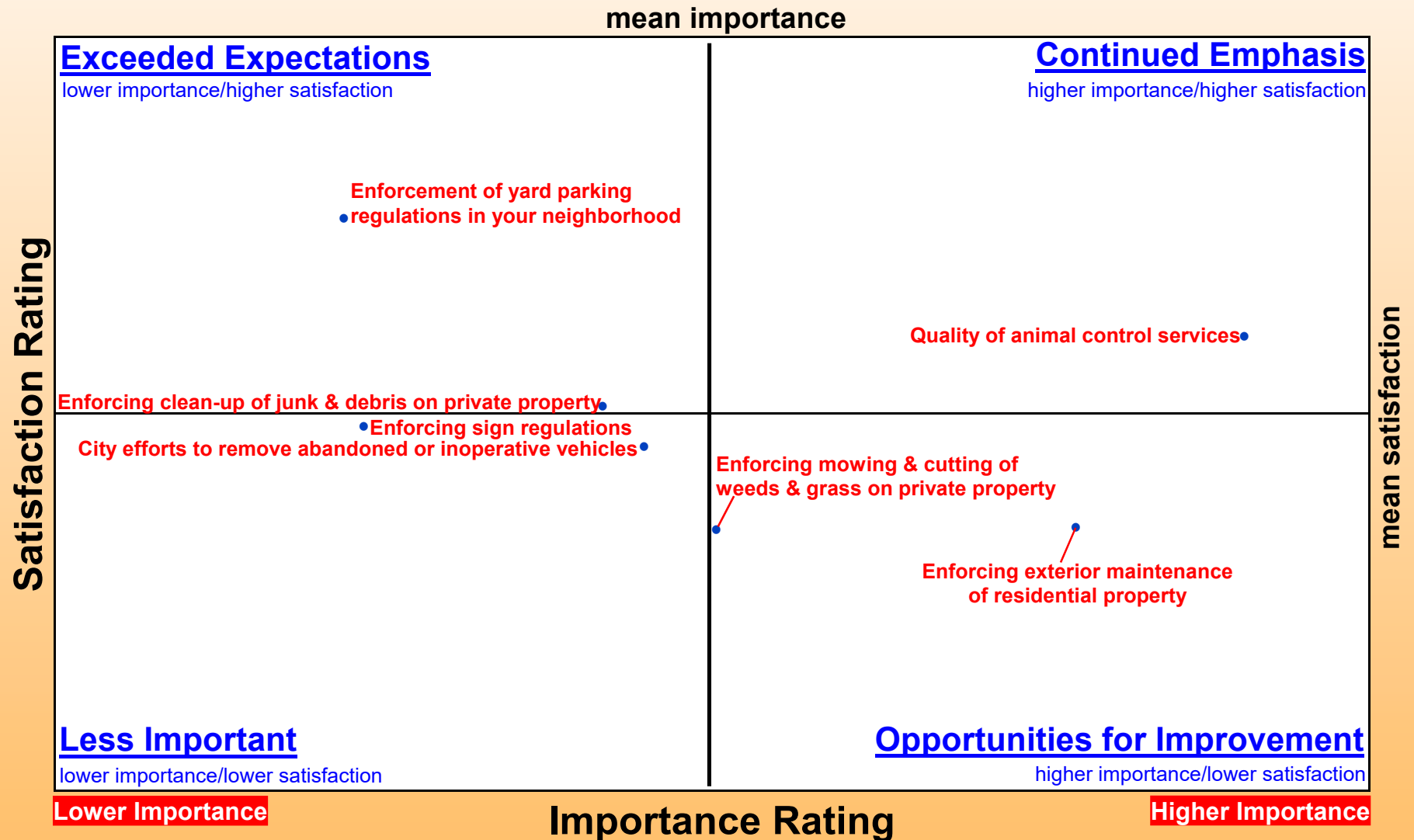
mean importance

Satisfaction Rating

mean satisfaction

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Quality of fire service ●

Quality of ambulance service ●

● Quality of police service

Quality of City water utilities ●

Customer service from City employees ●

Quality of City parks & recreation programs & facilities

Effectiveness of City communication with the public ●

Enforcement of City codes & ordinances ●

Quality of City's public transit system ●

Flow of traffic & ease of getting
● around town

Condition of City streets

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Higher Importance

Importance Rating

Source: ETC Institute (2019)

2019 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)
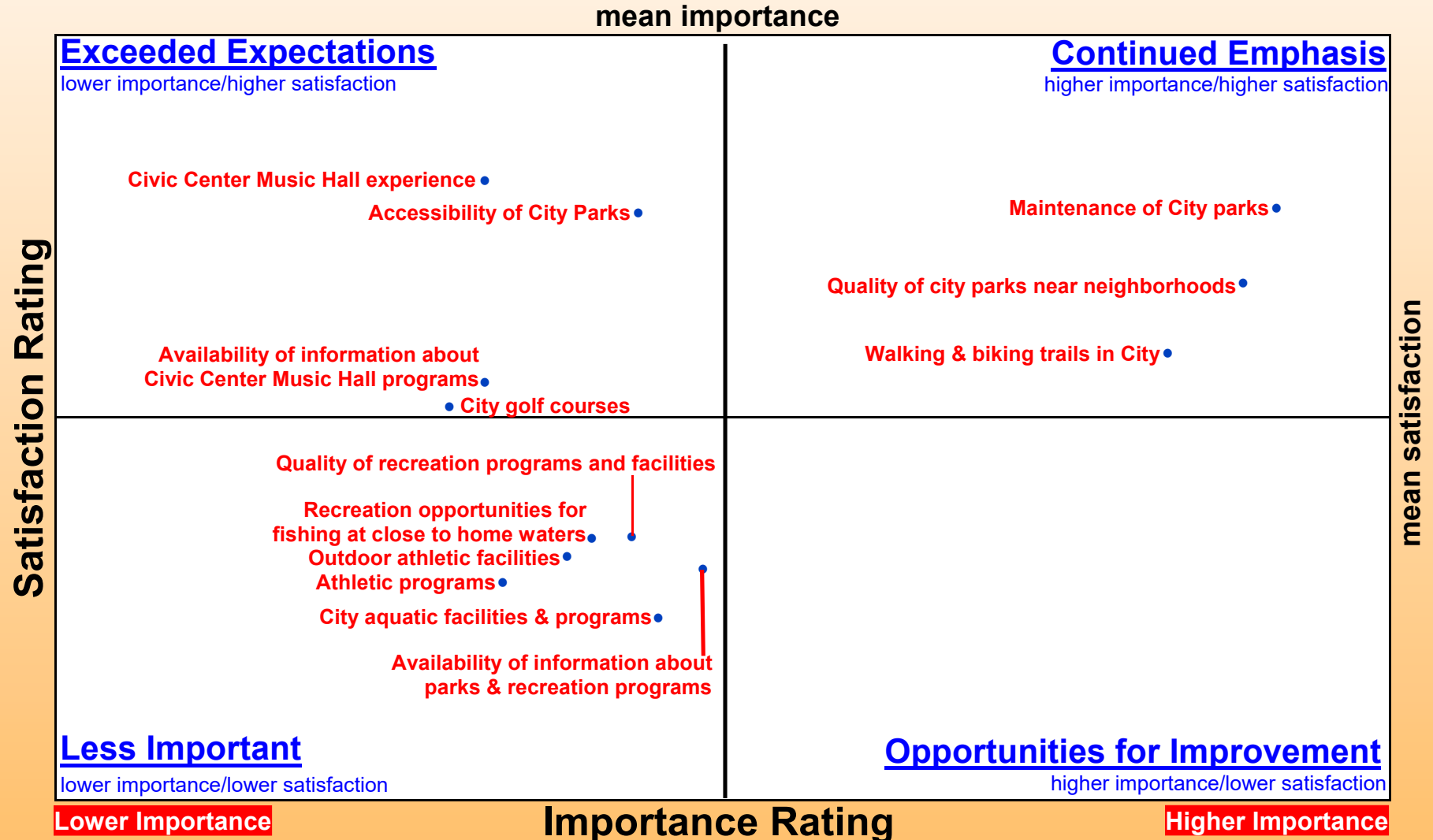
mean importance

Satisfaction Rating

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Enforcement of yard parking
•regulations in your neighborhood

Quality of animal control services•

Enforcing clean-up of junk & debris on private property•

•Enforcing sign regulations
City efforts to remove abandoned or inoperative vehicles•

Enforcing mowing & cutting of
weeds & grass on private property

•

•

Enforcing exterior maintenance
of residential property

mean satisfaction

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2019)

2019 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)
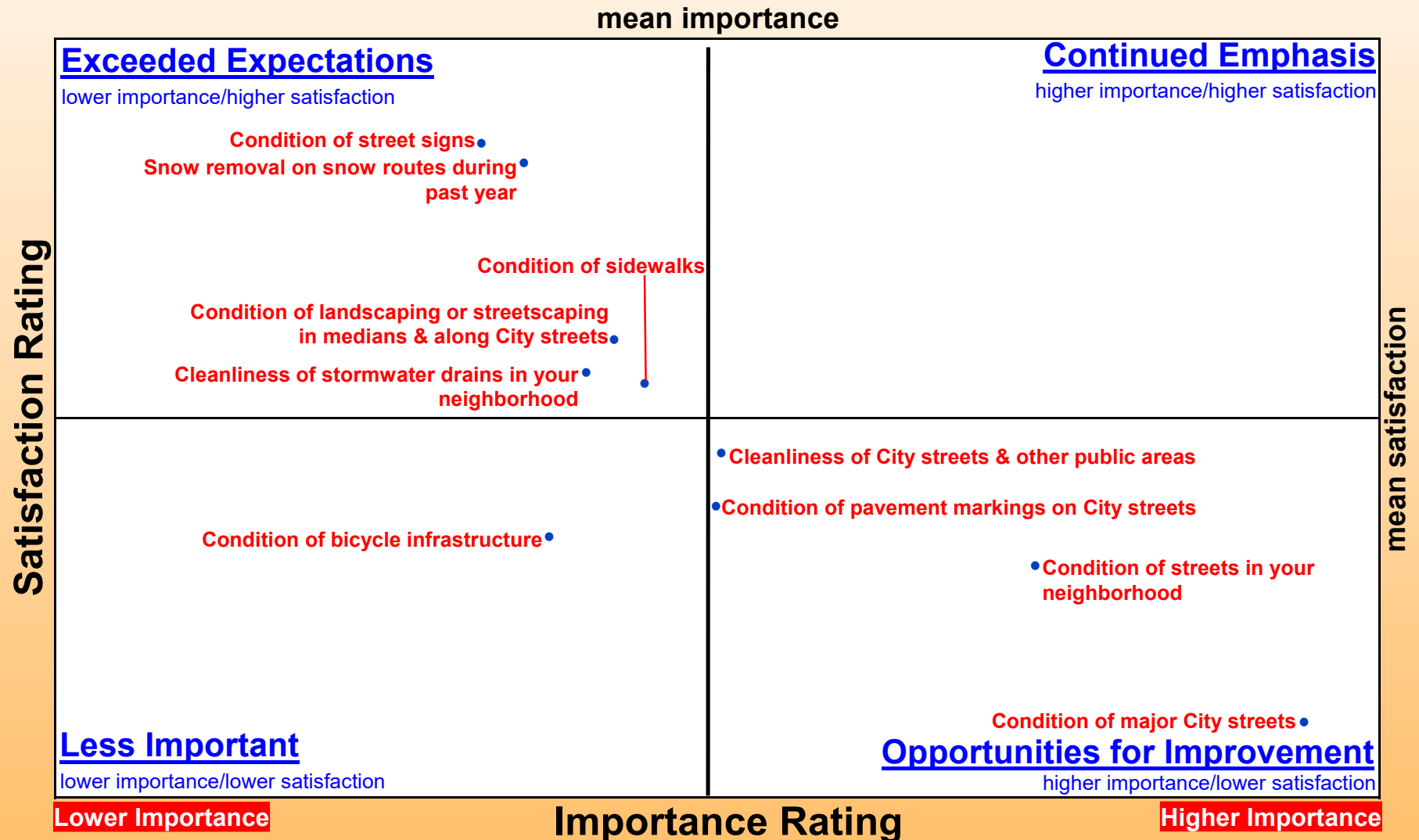
mean importance

Satisfaction Rating

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Civic Center Music Hall experience ●

Accessibility of City Parks ●

Maintenance of City parks ●

Quality of city parks near neighborhoods ●

Availability of information about
Civic Center Music Hall programs ●

Walking & biking trails in City ●

● City golf courses

Quality of recreation programs and facilities

Recreation opportunities for
fishing at close to home waters ●
Outdoor athletic facilities ●
Athletic programs ●

City aquatic facilities & programs ●

Availability of information about
parks & recreation programs

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

mean satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2019)

2019 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)

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Condition of street signs

Snow removal on snow routes during past year

Condition of sidewalks

Condition of landscaping or streetscaping in medians & along City streets

Cleanliness of stormwater drains in your neighborhood

Satisfaction Rating

mean satisfaction

Cleanliness of City streets & other public areas

Condition of pavement markings on City streets

Condition of bicycle infrastructure

Condition of streets in your neighborhood

Condition of major City streets

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2019)

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of police service	26.9%	39.2%	18.2%	6.8%	2.5%	6.4%
Q1-2. Quality of fire service	43.3%	35.8%	8.8%	0.7%	0.1%	11.3%
Q1-3. Quality of ambulance service	29.4%	30.9%	15.7%	1.8%	0.9%	21.1%
Q1-4. Quality of City parks & recreation programs & facilities	17.2%	39.6%	22.3%	10.4%	2.5%	8.0%
Q1-5. Condition of City streets	2.5%	8.0%	16.5%	36.6%	35.5%	0.9%
Q1-6. Quality of City water utilities	18.5%	40.0%	22.4%	9.0%	3.7%	6.3%
Q1-7. Enforcement of City codes & ordinances	7.8%	26.3%	31.6%	13.7%	7.9%	12.7%
Q1-8. Quality of customer service you receive from City employees	16.7%	33.1%	26.0%	6.5%	3.2%	14.5%
Q1-9. Effectiveness of City communication with the public	11.9%	31.7%	32.9%	11.8%	3.7%	8.0%
Q1-10. Flow of traffic & ease of getting around town	5.7%	28.2%	25.2%	25.6%	12.6%	2.8%
Q1-11. Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	6.3%	17.7%	25.7%	9.0%	7.4%	33.9%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of police service	28.7%	41.8%	19.4%	7.3%	2.7%
Q1-2. Quality of fire service	48.8%	40.4%	9.9%	0.8%	0.1%
Q1-3. Quality of ambulance service	37.3%	39.2%	20.0%	2.3%	1.2%
Q1-4. Quality of City parks & recreation programs & facilities	18.7%	43.1%	24.2%	11.3%	2.8%
Q1-5. Condition of City streets	2.6%	8.1%	16.6%	37.0%	35.8%
Q1-6. Quality of City water utilities	19.8%	42.7%	23.9%	9.6%	4.0%
Q1-7. Enforcement of City codes & ordinances	9.0%	30.2%	36.1%	15.7%	9.1%
Q1-8. Quality of customer service you receive from City employees	19.5%	38.7%	30.4%	7.6%	3.8%
Q1-9. Effectiveness of City communication with the public	12.9%	34.5%	35.8%	12.8%	4.0%
Q1-10. Flow of traffic & ease of getting around town	5.9%	29.0%	25.9%	26.3%	12.9%
Q1-11. Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	9.4%	26.8%	38.9%	13.6%	11.2%

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	155	12.3 %
Quality of fire service	7	0.6 %
Quality of ambulance service	10	0.8 %
Quality of City parks & recreation programs & facilities	42	3.3 %
Condition of City streets	741	58.6 %
Quality of City water utilities	34	2.7 %
Enforcement of City codes & ordinances	37	2.9 %
Quality of customer service you receive from City employees	9	0.7 %
Effectiveness of City communication with the public	6	0.5 %
Flow of traffic & ease of getting around town	111	8.8 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	63	5.0 %
None chosen	49	3.9 %
Total	1264	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	119	9.4 %
Quality of fire service	55	4.4 %
Quality of ambulance service	20	1.6 %
Quality of City parks & recreation programs & facilities	113	8.9 %
Condition of City streets	211	16.7 %
Quality of City water utilities	59	4.7 %
Enforcement of City codes & ordinances	110	8.7 %
Quality of customer service you receive from City employees	35	2.8 %
Effectiveness of City communication with the public	61	4.8 %
Flow of traffic & ease of getting around town	319	25.2 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	64	5.1 %
None chosen	98	7.8 %
Total	1264	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	101	8.0 %
Quality of fire service	38	3.0 %
Quality of ambulance service	26	2.1 %
Quality of City parks & recreation programs & facilities	137	10.8 %
Condition of City streets	93	7.4 %
Quality of City water utilities	75	5.9 %
Enforcement of City codes & ordinances	152	12.0 %
Quality of customer service you receive from City employees	56	4.4 %
Effectiveness of City communication with the public	90	7.1 %
Flow of traffic & ease of getting around town	203	16.1 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	120	9.5 %
None chosen	173	13.7 %
Total	1264	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	375	29.7 %
Quality of fire service	100	7.9 %
Quality of ambulance service	56	4.4 %
Quality of City parks & recreation programs & facilities	292	23.1 %
Condition of City streets	1045	82.7 %
Quality of City water utilities	168	13.3 %
Enforcement of City codes & ordinances	299	23.7 %
Quality of customer service you receive from City employees	100	7.9 %
Effectiveness of City communication with the public	157	12.4 %
Flow of traffic & ease of getting around town	633	50.1 %
Overall quality of City's public transit system (Bus, Ferry, Bike Share, Streetcar)	247	19.5 %
None chosen	49	3.9 %
Total	3521	

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Quality of services provided by City	12.9%	47.8%	25.9%	6.2%	2.2%	5.0%
Q3-2. Appearance of City	11.5%	43.4%	24.1%	15.7%	3.4%	2.0%
Q3-3. Image of City	14.4%	45.3%	23.1%	12.8%	2.3%	2.1%
Q3-4. How well City is planning growth	17.8%	39.1%	22.5%	11.1%	4.4%	5.1%
Q3-5. Quality of life in City	19.0%	46.5%	22.3%	7.6%	2.1%	2.5%
Q3-6. Feeling of safety in City	11.8%	39.6%	26.0%	16.3%	4.4%	1.9%
Q3-7. Quality of Downtown	20.6%	44.3%	21.3%	6.1%	2.1%	5.6%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Quality of services provided by City	13.6%	50.3%	27.3%	6.5%	2.3%
Q3-2. Appearance of City	11.7%	44.2%	24.6%	16.0%	3.5%
Q3-3. Image of City	14.7%	46.2%	23.6%	13.1%	2.3%
Q3-4. How well City is planning growth	18.8%	41.2%	23.8%	11.7%	4.7%
Q3-5. Quality of life in City	19.5%	47.7%	22.9%	7.8%	2.2%
Q3-6. Feeling of safety in City	12.0%	40.4%	26.5%	16.6%	4.4%
Q3-7. Quality of Downtown	21.8%	46.9%	22.5%	6.5%	2.3%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Police service in your neighborhood	21.4%	37.9%	19.7%	9.4%	4.1%	7.4%
Q4-2. Enforcement of local traffic laws	13.6%	37.4%	24.8%	13.3%	5.2%	5.7%
Q4-3. Availability of information about police programs & activities	9.4%	25.9%	33.5%	12.8%	3.4%	15.0%
Q4-4. Fire protection in your neighborhood	30.4%	43.0%	14.6%	0.9%	0.4%	10.7%
Q4-5. Fire safety information & public education programs	17.0%	33.1%	25.9%	5.7%	1.1%	17.1%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Police service in your neighborhood	23.2%	40.9%	21.3%	10.2%	4.4%
Q4-2. Enforcement of local traffic laws	14.4%	39.7%	26.3%	14.1%	5.5%
Q4-3. Availability of information about police programs & activities	11.1%	30.4%	39.4%	15.1%	4.0%
Q4-4. Fire protection in your neighborhood	34.0%	48.1%	16.4%	1.1%	0.4%
Q4-5. Fire safety information & public education programs	20.5%	40.0%	31.3%	6.9%	1.3%

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=1264)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q5-1. Walking in your neighborhood during the day	45.5%	36.7%	9.3%	5.1%	1.6%	1.8%
Q5-2. Walking in your neighborhood after dark	21.4%	29.7%	19.9%	17.1%	9.0%	2.9%
Q5-3. In Downtown area	7.6%	30.6%	26.7%	17.8%	6.3%	11.0%
Q5-4. In City parks	6.7%	25.6%	28.2%	20.5%	7.2%	11.8%

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=1264)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking in your neighborhood during the day	46.3%	37.4%	9.4%	5.2%	1.6%
Q5-2. Walking in your neighborhood after dark	22.0%	30.6%	20.5%	17.6%	9.3%
Q5-3. In Downtown area	8.5%	34.4%	30.0%	20.0%	7.1%
Q5-4. In City parks	7.6%	29.0%	32.0%	23.2%	8.2%

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	633	50.1 %
No	607	48.0 %
Not provided	24	1.9 %
Total	1264	100.0 %

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	633	51.0 %
No	607	49.0 %
Total	1240	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 the police officer	Number	Percent
Traffic	183	28.9 %
Victim of crime	134	21.2 %
Suspected of committing a crime	16	2.5 %
Other	288	45.5 %
Not provided	12	1.9 %
Total	633	100.0 %

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 the police officer	Number	Percent
Traffic	183	29.5 %
Victim of crime	134	21.6 %
Suspected of committing a crime	16	2.6 %
Other	288	46.4 %
Total	621	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	535	84.5 %
No	75	11.8 %
Not provided	23	3.6 %
Total	633	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	535	87.7 %
No	75	12.3 %
Total	610	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	188	29.7 %
Good	190	30.0 %
Neutral	101	16.0 %
Acceptable	50	7.9 %
Poor	53	8.4 %
Not provided	51	8.1 %
Total	633	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	188	32.3 %
Good	190	32.6 %
Neutral	101	17.4 %
Acceptable	50	8.6 %
Poor	53	9.1 %
Total	582	100.0 %

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

Q8. Do you have a working smoke alarm in your home	Number	Percent
Yes	1195	94.5 %
No	52	4.1 %
Not provided	17	1.3 %
Total	1264	100.0 %

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

Q8. Do you have a working smoke alarm in your home	Number	Percent
Yes	1195	95.8 %
No	52	4.2 %
Total	1247	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. Top choice	Number	Percent
How often bus comes by your stop	231	18.3 %
Service available until midnight	38	3.0 %
Sheltered bus stops	114	9.0 %
Time it takes to make a trip	166	13.1 %
Later weekend service	17	1.3 %
Access to a park & ride location	36	2.8 %
Routes to more places	189	15.0 %
Pedestrian access to bus stops	64	5.1 %
None chosen	409	32.4 %
Total	1264	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. 2nd choice	Number	Percent
How often bus comes by your stop	118	9.3 %
Service available until midnight	67	5.3 %
Sheltered bus stops	118	9.3 %
Time it takes to make a trip	156	12.3 %
Later weekend service	51	4.0 %
Access to a park & ride location	76	6.0 %
Routes to more places	187	14.8 %
Pedestrian access to bus stops	65	5.1 %
None chosen	426	33.7 %
Total	1264	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	117	9.3 %
Service available until midnight	63	5.0 %
Sheltered bus stops	109	8.6 %
Time it takes to make a trip	94	7.4 %
Later weekend service	70	5.5 %
Access to a park & ride location	78	6.2 %
Routes to more places	172	13.6 %
Pedestrian access to bus stops	103	8.1 %
None chosen	458	36.2 %
Total	1264	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	466	36.9 %
Service available until midnight	168	13.3 %
Sheltered bus stops	341	27.0 %
Time it takes to make a trip	416	32.9 %
Later weekend service	138	10.9 %
Access to a park & ride location	190	15.0 %
Routes to more places	548	43.4 %
Pedestrian access to bus stops	232	18.4 %
None chosen	409	32.4 %
Total	2908	

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

Q10. How often are stray dogs a problem in your neighborhood	Number	Percent
More than once a week	173	13.7 %
Once a week	98	7.8 %
1-2 times per month	187	14.8 %
A few times per year	249	19.7 %
Seldom or never	481	38.1 %
Don't know	76	6.0 %
Total	1264	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 are stray dogs a problem in your neighborhood	Number	Percent
More than once a week	173	14.6 %
Once a week	98	8.2 %
1-2 times per month	187	15.7 %
A few times per year	249	21.0 %
Seldom or never	481	40.5 %
Total	1188	100.0 %

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

Q11. How often are stray cats a problem in your neighborhood	Number	Percent
More than once a week	214	16.9 %
Once a week	77	6.1 %
1-2 times per month	120	9.5 %
A few times per year	210	16.6 %
Seldom or never	534	42.2 %
Don't know	109	8.6 %
Total	1264	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 are stray cats a problem in your neighborhood	Number	Percent
More than once a week	214	18.5 %
Once a week	77	6.7 %
1-2 times per month	120	10.4 %
A few times per year	210	18.2 %
Seldom or never	534	46.2 %
Total	1155	100.0 %

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."

(N=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Safety in your neighborhood schools	11.8%	30.9%	19.5%	9.7%	4.6%	23.5%
Q12-2. Quality of education in your neighborhood schools	11.7%	23.2%	17.3%	15.0%	10.7%	22.2%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Safety in your neighborhood schools	15.4%	40.4%	25.4%	12.7%	6.0%
Q12-2. Quality of education in your neighborhood schools	15.0%	29.8%	22.3%	19.2%	13.7%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Enforcing clean-up of junk & debris on private property	8.9%	30.3%	24.8%	18.8%	8.7%	8.5%
Q13-2. Enforcing mowing & cutting of weeds & grass on private property	6.6%	28.3%	24.8%	22.3%	10.4%	7.6%
Q13-3. Enforcing exterior maintenance of residential property	6.5%	28.1%	31.8%	16.8%	7.7%	9.2%
Q13-4. Enforcing sign regulations	6.8%	28.8%	32.3%	11.7%	5.2%	15.2%
Q13-5. Quality of animal control services	8.3%	31.5%	28.8%	11.6%	7.0%	12.9%
Q13-6. Enforcement of yard parking regulations in your neighborhood	11.8%	31.6%	25.5%	10.4%	7.0%	13.8%
Q13-7. City efforts to remove abandoned or inoperative vehicles	7.1%	26.1%	28.2%	12.1%	7.0%	19.5%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing clean-up of junk & debris on private property	9.7%	33.1%	27.1%	20.6%	9.5%
Q13-2. Enforcing mowing & cutting of weeds & grass on private property	7.2%	30.7%	26.8%	24.1%	11.2%
Q13-3. Enforcing exterior maintenance of residential property	7.1%	30.9%	35.0%	18.5%	8.4%
Q13-4. Enforcing sign regulations	8.0%	34.0%	38.1%	13.8%	6.2%
Q13-5. Quality of animal control services	9.5%	36.1%	33.1%	13.3%	8.0%
Q13-6. Enforcement of yard parking regulations in your neighborhood	13.7%	36.6%	29.6%	12.0%	8.1%
Q13-7. City efforts to remove abandoned or inoperative vehicles	8.8%	32.4%	35.1%	15.0%	8.6%

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. Top choice	Number	Percent
Enforcing clean-up of junk & debris on private property	371	29.4 %
Enforcing mowing & cutting of weeds & grass on private property	253	20.0 %
Enforcing exterior maintenance of residential property	102	8.1 %
Enforcing sign regulations	75	5.9 %
Quality of animal control services	161	12.7 %
Enforcement of yard parking regulations in your neighborhood	38	3.0 %
City efforts to remove abandoned or inoperative vehicles	101	8.0 %
None chosen	163	12.9 %
Total	1264	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. 2nd choice	Number	Percent
Enforcing clean-up of junk & debris on private property	245	19.4 %
Enforcing mowing & cutting of weeds & grass on private property	312	24.7 %
Enforcing exterior maintenance of residential property	123	9.7 %
Enforcing sign regulations	66	5.2 %
Quality of animal control services	103	8.1 %
Enforcement of yard parking regulations in your neighborhood	85	6.7 %
City efforts to remove abandoned or inoperative vehicles	111	8.8 %
None chosen	219	17.3 %
Total	1264	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	145	11.5 %
Enforcing mowing & cutting of weeds & grass on private property	137	10.8 %
Enforcing exterior maintenance of residential property	215	17.0 %
Enforcing sign regulations	93	7.4 %
Quality of animal control services	117	9.3 %
Enforcement of yard parking regulations in your neighborhood	99	7.8 %
City efforts to remove abandoned or inoperative vehicles	180	14.2 %
None chosen	278	22.0 %
Total	1264	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	761	60.2 %
Enforcing mowing & cutting of weeds & grass on private property	702	55.5 %
Enforcing exterior maintenance of residential property	440	34.8 %
Enforcing sign regulations	234	18.5 %
Quality of animal control services	381	30.1 %
Enforcement of yard parking regulations in your neighborhood	222	17.6 %
City efforts to remove abandoned or inoperative vehicles	392	31.0 %
None chosen	163	12.9 %
Total	3295	

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Residential trash collection services	46.5%	42.5%	5.3%	2.0%	1.6%	2.1%
Q15-2. Curbside recycling services	41.3%	36.6%	8.9%	4.1%	3.7%	5.4%
Q15-3. Bulky item pick up/ removal services (e.g. old furniture, appliances)	41.2%	40.1%	9.2%	3.6%	2.1%	3.7%
Q15-4. Water service	31.6%	41.6%	12.5%	5.1%	1.8%	7.4%
Q15-5. Wastewater service	28.1%	38.2%	16.5%	3.2%	1.7%	12.3%
Q15-6. Speed of service (e.g. repairs, starting service)	19.7%	32.7%	22.4%	4.3%	2.2%	18.8%
Q15-7. Quality of customer service	22.7%	34.8%	21.3%	3.8%	2.5%	15.0%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Residential trash collection services	47.5%	43.4%	5.4%	2.0%	1.6%
Q15-2. Curbside recycling services	43.6%	38.7%	9.4%	4.3%	3.9%
Q15-3. Bulky item pick up/removal services (e.g. old furniture, appliances)	42.8%	41.7%	9.5%	3.8%	2.2%
Q15-4. Water service	34.1%	44.9%	13.5%	5.6%	2.0%
Q15-5. Wastewater service	32.0%	43.6%	18.9%	3.6%	1.9%
Q15-6. Speed of service (e.g. repairs, starting service)	24.2%	40.2%	27.6%	5.3%	2.7%
Q15-7. Quality of customer service	26.7%	40.9%	25.0%	4.5%	2.9%

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	768	60.8 %
No	473	37.4 %
Not provided	23	1.8 %
Total	1264	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	768	61.9 %
No	473	38.1 %
Total	1241	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	335	26.5 %
Less than 5 times	405	32.0 %
5 to 10 times	226	17.9 %
11 to 20 times	85	6.7 %
20+ times	172	13.6 %
Don't know	41	3.2 %
Total	1264	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	335	27.4 %
Less than 5 times	405	33.1 %
5 to 10 times	226	18.5 %
11 to 20 times	85	7.0 %
20+ times	172	14.1 %
Total	1223	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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Maintenance of City parks	14.5%	47.4%	18.0%	6.2%	1.4%	12.5%
Q18-2. Quality of City parks near neighborhoods	14.8%	43.3%	19.8%	7.9%	2.5%	11.7%
Q18-3. Walking & biking trails in City	15.8%	37.1%	21.1%	9.5%	3.0%	13.4%
Q18-4. Accessibility of City parks	17.2%	44.9%	19.7%	4.8%	1.5%	11.9%
Q18-5. City aquatic facilities & programs	7.4%	21.9%	24.8%	9.1%	3.6%	33.2%
Q18-6. City golf courses	10.4%	22.8%	22.2%	1.5%	0.6%	42.4%
Q18-7. Athletic programs	7.3%	19.7%	26.2%	3.8%	1.4%	41.6%
Q18-8. Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	8.0%	23.9%	25.3%	7.6%	1.8%	33.4%
Q18-9. Recreation opportunities for fishing at close to home waters	8.8%	22.7%	23.3%	7.4%	1.9%	35.8%
Q18-10. Availability of information about Civic Center Music Hall programs	14.3%	33.1%	23.7%	7.5%	1.4%	19.9%
Q18-11. Availability of information about parks & recreation programs	8.8%	28.7%	27.5%	12.3%	2.2%	20.4%
Q18-12. Quality of recreation programs & facilities	8.5%	26.2%	27.5%	6.7%	1.6%	29.6%
Q18-13. Civic Center Music Hall experience	25.6%	28.0%	17.3%	2.4%	0.6%	26.2%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Maintenance of City parks	16.5%	54.2%	20.6%	7.1%	1.6%
Q18-2. Quality of City parks near neighborhoods	16.8%	49.0%	22.4%	9.0%	2.9%
Q18-3. Walking & biking trails in City	18.3%	42.9%	24.4%	11.0%	3.5%
Q18-4. Accessibility of City parks	19.5%	50.9%	22.4%	5.5%	1.7%
Q18-5. City aquatic facilities & programs	11.1%	32.8%	37.1%	13.6%	5.3%
Q18-6. City golf courses	18.1%	39.6%	38.6%	2.6%	1.1%
Q18-7. Athletic programs	12.5%	33.7%	44.9%	6.5%	2.4%
Q18-8. Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	12.0%	35.9%	38.0%	11.4%	2.7%
Q18-9. Recreation opportunities for fishing at close to home waters	13.7%	35.4%	36.4%	11.6%	3.0%
Q18-10. Availability of information about Civic Center Music Hall programs	17.9%	41.4%	29.6%	9.4%	1.8%
Q18-11. Availability of information about parks & recreation programs	11.0%	36.1%	34.6%	15.5%	2.8%
Q18-12. Quality of recreation programs & facilities	12.0%	37.2%	39.0%	9.6%	2.2%
Q18-13. Civic Center Music Hall experience	34.6%	37.9%	23.5%	3.2%	0.8%

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	274	21.7 %
Quality of City parks near neighborhoods	183	14.5 %
Walking & biking trails in City	213	16.9 %
Accessibility of City parks	43	3.4 %
City aquatic facilities & programs	65	5.1 %
City golf courses	24	1.9 %
Athletic programs	24	1.9 %
Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	31	2.5 %
Recreation opportunities for fishing at close to home waters	44	3.5 %
Availability of information about Civic Center Music Hall programs	22	1.7 %
Availability of information about parks & recreation programs	49	3.9 %
Quality of recreation programs & facilities	24	1.9 %
Civic Center Music Hall experience	27	2.1 %
None chosen	241	19.1 %
Total	1264	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	167	13.2 %
Quality of City parks near neighborhoods	222	17.6 %
Walking & biking trails in City	140	11.1 %
Accessibility of City parks	43	3.4 %
City aquatic facilities & programs	53	4.2 %
City golf courses	29	2.3 %
Athletic programs	43	3.4 %
Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	48	3.8 %
Recreation opportunities for fishing at close to home waters	43	3.4 %
Availability of information about Civic Center Music Hall programs	42	3.3 %
Availability of information about parks & recreation programs	70	5.5 %
Quality of recreation programs & facilities	54	4.3 %
Civic Center Music Hall experience	19	1.5 %
None chosen	291	23.0 %
Total	1264	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	97	7.7 %
Quality of City parks near neighborhoods	114	9.0 %
Walking & biking trails in City	123	9.7 %
Accessibility of City parks	90	7.1 %
City aquatic facilities & programs	70	5.5 %
City golf courses	15	1.2 %
Athletic programs	32	2.5 %
Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	55	4.4 %
Recreation opportunities for fishing at close to home waters	62	4.9 %
Availability of information about Civic Center Music Hall programs	25	2.0 %
Availability of information about parks & recreation programs	94	7.4 %
Quality of recreation programs & facilities	94	7.4 %
Civic Center Music Hall experience	43	3.4 %
None chosen	350	27.7 %
Total	1264	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	538	42.6 %
Quality of City parks near neighborhoods	519	41.1 %
Walking & biking trails in City	476	37.7 %
Accessibility of City parks	176	13.9 %
City aquatic facilities & programs	188	14.9 %
City golf courses	68	5.4 %
Athletic programs	99	7.8 %
Outdoor athletic facilities (e.g. tennis, baseball, soccer, & football)	134	10.6 %
Recreation opportunities for fishing at close to home waters	149	11.8 %
Availability of information about Civic Center Music Hall programs	89	7.0 %
Availability of information about parks & recreation programs	213	16.9 %
Quality of recreation programs & facilities	172	13.6 %
Civic Center Music Hall experience	89	7.0 %
None chosen	241	19.1 %
Total	3151	

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)	449	35.5 %
1-3 times a week (regularly)	341	27.0 %
1-3 times a month (occasionally)	281	22.2 %
0 times last month (never)	137	10.8 %
Don't know	56	4.4 %
Total	1264	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)	449	37.2 %
1-3 times a week (regularly)	341	28.2 %
1-3 times a month (occasionally)	281	23.3 %
0 times last month (never)	137	11.3 %
Total	1208	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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Condition of major City streets	2.7%	17.1%	16.6%	36.3%	25.2%	2.1%
Q21-2. Condition of streets in your neighborhood	6.3%	23.6%	17.6%	30.3%	20.6%	1.7%
Q21-3. Condition of street signs	10.4%	46.4%	27.8%	8.8%	4.0%	2.6%
Q21-4. Condition of pavement markings on City streets	5.3%	27.8%	26.0%	24.4%	13.3%	3.2%
Q21-5. Snow removal on snow routes during past year	11.2%	39.6%	24.4%	8.6%	5.2%	11.0%
Q21-6. Condition of landscaping or streetscaping in medians & along City streets	8.0%	35.7%	27.0%	18.2%	7.6%	3.6%
Q21-7. Condition of sidewalks	7.3%	32.7%	26.2%	19.0%	9.0%	5.9%
Q21-8. Condition of bicycle infrastructure	4.7%	20.2%	27.4%	15.6%	9.1%	23.1%
Q21-9. Cleanliness of City streets & other public areas	4.7%	31.4%	30.4%	22.2%	7.0%	4.4%
Q21-10. Cleanliness of stormwater drains in your neighborhood	7.3%	31.4%	23.1%	17.7%	10.2%	10.3%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Condition of major City streets	2.7%	17.4%	17.0%	37.1%	25.8%
Q21-2. Condition of streets in your neighborhood	6.4%	24.0%	17.9%	30.8%	20.9%
Q21-3. Condition of street signs	10.6%	47.6%	28.6%	9.0%	4.1%
Q21-4. Condition of pavement markings on City streets	5.5%	28.8%	26.9%	25.2%	13.7%
Q21-5. Snow removal on snow routes during past year	12.5%	44.4%	27.5%	9.7%	5.9%
Q21-6. Condition of landscaping or streetscaping in medians & along City streets	8.3%	37.0%	28.0%	18.9%	7.9%
Q21-7. Condition of sidewalks	7.7%	34.7%	27.8%	20.2%	9.6%
Q21-8. Condition of bicycle infrastructure	6.1%	26.2%	35.6%	20.3%	11.8%
Q21-9. Cleanliness of City streets & other public areas	5.0%	32.8%	31.8%	23.2%	7.3%
Q21-10. Cleanliness of stormwater drains in your neighborhood	8.1%	35.0%	25.7%	19.8%	11.4%

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?

Q22. Top choice	Number	Percent
Condition of major City streets	681	53.9 %
Condition of streets in your neighborhood	190	15.0 %
Condition of street signs	12	0.9 %
Condition of pavement markings on City streets	52	4.1 %
Snow removal on snow routes during past year	16	1.3 %
Condition of landscaping or streetscaping in medians & along City streets	26	2.1 %
Condition of sidewalks	45	3.6 %
Condition of bicycle infrastructure	43	3.4 %
Cleanliness of City streets & other public areas	24	1.9 %
Cleanliness of stormwater drains in your neighborhood	57	4.5 %
None chosen	118	9.3 %
Total	1264	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?

Q22. 2nd choice	Number	Percent
Condition of major City streets	132	10.4 %
Condition of streets in your neighborhood	372	29.4 %
Condition of street signs	43	3.4 %
Condition of pavement markings on City streets	133	10.5 %
Snow removal on snow routes during past year	51	4.0 %
Condition of landscaping or streetscaping in medians & along City streets	72	5.7 %
Condition of sidewalks	92	7.3 %
Condition of bicycle infrastructure	48	3.8 %
Cleanliness of City streets & other public areas	104	8.2 %
Cleanliness of stormwater drains in your neighborhood	57	4.5 %
None chosen	160	12.7 %
Total	1264	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?

Q22. 3rd choice	Number	Percent
Condition of major City streets	77	6.1 %
Condition of streets in your neighborhood	72	5.7 %
Condition of street signs	51	4.0 %
Condition of pavement markings on City streets	144	11.4 %
Snow removal on snow routes during past year	78	6.2 %
Condition of landscaping or streetscaping in medians & along City streets	133	10.5 %
Condition of sidewalks	122	9.7 %
Condition of bicycle infrastructure	78	6.2 %
Cleanliness of City streets & other public areas	206	16.3 %
Cleanliness of stormwater drains in your neighborhood	91	7.2 %
None chosen	212	16.8 %
Total	1264	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)

Q22. Sum of top 3 choices	Number	Percent
Condition of major City streets	890	70.4 %
Condition of streets in your neighborhood	634	50.2 %
Condition of street signs	106	8.4 %
Condition of pavement markings on City streets	329	26.0 %
Snow removal on snow routes during past year	145	11.5 %
Condition of landscaping or streetscaping in medians & along City streets	231	18.3 %
Condition of sidewalks	259	20.5 %
Condition of bicycle infrastructure	169	13.4 %
Cleanliness of City streets & other public areas	334	26.4 %
Cleanliness of stormwater drains in your neighborhood	205	16.2 %
None chosen	118	9.3 %
Total	3420	

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

Q23. Have you contacted City of Oklahoma City during past year	Number	Percent
Yes	534	42.2 %
No	730	57.8 %
Total	1264	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=534)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23a-1. How helpful City staff was when you called	28.8%	35.2%	14.8%	12.9%	5.1%	3.2%
Q23a-2. How helpful City staff was when you visited	17.2%	24.7%	19.1%	4.9%	3.4%	30.7%
Q23a-3. Accuracy of information you were given	24.3%	36.0%	18.5%	10.5%	5.6%	5.1%
Q23a-4. How quickly City staff responded to your request	24.0%	36.7%	15.5%	12.0%	9.4%	2.4%
Q23a-5. How well your issue was handled	23.4%	31.8%	17.4%	14.0%	11.8%	1.5%

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=534)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. How helpful City staff was when you called	29.8%	36.4%	15.3%	13.3%	5.2%
Q23a-2. How helpful City staff was when you visited	24.9%	35.7%	27.6%	7.0%	4.9%
Q23a-3. Accuracy of information you were given	25.6%	37.9%	19.5%	11.0%	5.9%
Q23a-4. How quickly City staff responded to your request	24.6%	37.6%	15.9%	12.3%	9.6%
Q23a-5. How well your issue was handled	23.8%	32.3%	17.7%	14.3%	12.0%

Q24. 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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Availability of news & information about City	13.0%	43.3%	28.0%	6.2%	1.3%	8.2%
Q24-2. Information in the water bill newsletter	17.8%	46.3%	19.9%	1.3%	0.6%	14.2%
Q24-3. City's website (okc.gov) as a source of information	13.9%	35.8%	25.7%	3.8%	1.7%	19.1%
Q24-4. City's use of social media	9.5%	27.2%	28.6%	3.5%	0.8%	30.4%
Q24-5. City's website as a means to transact business with City	8.6%	27.3%	27.2%	3.9%	1.8%	31.2%
Q24-6. Services & information provided by City's Action Center	9.3%	22.2%	24.7%	4.4%	2.3%	37.2%

WITHOUT "DON'T KNOW"
Q24. 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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Availability of news & information about City	14.1%	47.2%	30.5%	6.7%	1.5%
Q24-2. Information in the water bill newsletter	20.8%	54.0%	23.2%	1.5%	0.6%
Q24-3. City's website (okc.gov) as a source of information	17.2%	44.2%	31.8%	4.7%	2.1%
Q24-4. City's use of social media	13.6%	39.1%	41.1%	5.0%	1.1%
Q24-5. City's website as a means to transact business with City	12.5%	39.7%	39.5%	5.6%	2.6%
Q24-6. Services & information provided by City's Action Center	14.9%	35.3%	39.3%	6.9%	3.7%

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

Q25. What following do you use to get information about City of Oklahoma City	Number	Percent
Water bill newsletter, CityNews	784	62.0 %
Newspapers	361	28.6 %
Radio	281	22.2 %
Television news	757	59.9 %
City website (okc.gov)	477	37.7 %
City cable channel (Channel 20)	66	5.2 %
Calling City	195	15.4 %
Social media	357	28.2 %
OKC GOV mobile app	64	5.1 %
Other	35	2.8 %
Total	3377	

Q25-10. Other

Q25-10. Other	Number	Percent
Word of mouth	8	25.8 %
Nextdoor app	3	9.7 %
Google	2	6.5 %
OKCTALK.COM	2	6.5 %
Search online	2	6.5 %
Internet	2	6.5 %
WALK OUTSIDE	1	3.2 %
EMAIL	1	3.2 %
OKC Chamber of Commerce	1	3.2 %
ZONING SIGNS AND CONSTRUCTION ZONES	1	3.2 %
Check online water bill and Bulk trash dates, holidays, etc.	1	3.2 %
Other independent publications	1	3.2 %
There's always information regarding activities Downtown	1	3.2 %
Neighborhood Association	1	3.2 %
Gazette/the current buzz	1	3.2 %
News 9, and News 5 apps on my phone	1	3.2 %
KOCO app	1	3.2 %
METRO FAMILY MAGAZINE OK TOURISM SITE	1	3.2 %
Total	31	100.0 %

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)	557	44.1 %
Online at okc.gov	472	37.3 %
Social media	76	6.0 %
OKC GOV mobile app	99	7.8 %
Call the department	457	36.2 %
Email	219	17.3 %
Mail	17	1.3 %
Other	15	1.2 %
Total	1912	

Q26-8. Other

Q26-8. Other	Number	Percent
Text	3	21.4 %
Call 911	2	14.3 %
My subdivision board	1	7.1 %
IN PERSON	1	7.1 %
CALL 911 REPORT NON EMERGENCY	1	7.1 %
Contact City Council person	1	7.1 %
TOO MANY CODES	1	7.1 %
Tapline	1	7.1 %
OKC CONNECT APP	1	7.1 %
I call	1	7.1 %
I usually don't because afraid of retaliation.	1	7.1 %
Total	14	100.0 %

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=1264)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q27-1. As a place to live	30.2%	53.2%	9.0%	4.7%	1.2%	1.7%
Q27-2. As a place to raise children	26.0%	44.5%	13.1%	7.8%	2.9%	5.7%
Q27-3. As a place to work	26.7%	49.8%	13.4%	5.7%	1.3%	3.2%
Q27-4. As a place to retire	22.4%	39.1%	18.6%	10.7%	4.7%	4.5%
Q27-5. As a place to visit	21.5%	42.6%	19.1%	10.3%	4.0%	2.5%
Q27-6. As a City that is moving in right direction	30.8%	42.6%	16.5%	5.2%	2.5%	2.5%

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=1264)

	Excellent	Good	Neutral	Below average	Poor
Q27-1. As a place to live	30.7%	54.1%	9.2%	4.7%	1.2%
Q27-2. As a place to raise children	27.6%	47.2%	13.8%	8.2%	3.1%
Q27-3. As a place to work	27.6%	51.4%	13.8%	5.9%	1.3%
Q27-4. As a place to retire	23.4%	40.9%	19.5%	11.2%	5.0%
Q27-5. As a place to visit	22.1%	43.7%	19.5%	10.5%	4.1%
Q27-6. As a City that is moving in right direction	31.6%	43.7%	16.9%	5.4%	2.5%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Safety	26.4%	42.6%	15.7%	11.2%	2.5%	1.7%
Q28-2. Appearance	23.2%	42.7%	17.3%	12.3%	2.6%	1.8%
Q28-3. Property maintenance	19.7%	39.7%	18.9%	16.1%	3.6%	2.0%
Q28-4. Sense of community	18.5%	35.4%	25.9%	12.5%	4.0%	3.6%
Q28-5. Amenities (e.g. sidewalks, parks, shopping, trees)	15.7%	34.3%	21.4%	17.1%	7.8%	3.6%
Q28-6. Overall quality	20.3%	46.1%	21.4%	8.1%	1.9%	2.2%

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=1264)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Safety	26.9%	43.3%	15.9%	11.4%	2.5%
Q28-2. Appearance	23.6%	43.5%	17.6%	12.6%	2.7%
Q28-3. Property maintenance	20.1%	40.5%	19.3%	16.5%	3.6%
Q28-4. Sense of community	19.2%	36.8%	26.9%	13.0%	4.2%
Q28-5. Amenities (e.g. sidewalks, parks, shopping, trees)	16.3%	35.6%	22.2%	17.7%	8.1%
Q28-6. Overall quality	20.8%	47.2%	21.8%	8.3%	1.9%

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	67	5.3 %
5-10 years	122	9.7 %
11-20 years	224	17.7 %
20+ years	822	65.0 %
Not provided	29	2.3 %
Total	1264	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	67	5.4 %
5-10 years	122	9.9 %
11-20 years	224	18.1 %
20+ years	822	66.6 %
Total	1235	100.0 %

Q30. Are you registered to vote?

Q30. Are you registered to vote	Number	Percent
Yes	1169	92.5 %
No	64	5.1 %
Not provided	31	2.5 %
Total	1264	100.0 %

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

Q30. Are you registered to vote	Number	Percent
Yes	1169	94.8 %
No	64	5.2 %
Total	1233	100.0 %

Q31. What is your age?

Q31. Your age	Number	Percent
Under 35 years	253	20.0 %
35-44 years	257	20.3 %
45-54 years	256	20.3 %
55-64 years	257	20.3 %
65+ years	214	16.9 %
Not provided	27	2.1 %
Total	1264	100.0 %

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

Q31. Your age	Number	Percent
Under 35 years	253	20.5 %
35-44 years	257	20.8 %
45-54 years	256	20.7 %
55-64 years	257	20.8 %
65+ years	214	17.3 %
Total	1237	100.0 %

Q32. What is your gender?

Q32. Your gender	Number	Percent
Male	625	49.4 %
Female	628	49.7 %
Not provided	11	0.9 %
Total	1264	100.0 %

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

Q32. Your gender	Number	Percent
Male	625	49.9 %
Female	628	50.1 %
Total	1253	100.0 %

Q33. Do you own or rent your current residence?

Q33. Do you own or rent your current residence	Number	Percent
Own	986	78.0 %
Rent	271	21.4 %
Not provided	7	0.6 %
Total	1264	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	986	78.4 %
Rent	271	21.6 %
Total	1257	100.0 %

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

Q34. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	56	4.4 %
White	785	62.1 %
American Indian/Eskimo	57	4.5 %
Black/African American	181	14.3 %
Hispanic/Latino/Spanish	222	17.6 %
Other	13	1.0 %
Total	1314	

Q34-6. Other

Q34-6. Other	Number	Percent
Mixed	5	45.5 %
Italian	1	9.1 %
European American	1	9.1 %
Caucasian	1	9.1 %
SWISS ITALIAN AMERICAN	1	9.1 %
CAJUN	1	9.1 %
IRISH AMERICAN	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	138	10.9 %
$30K to $59,999	307	24.3 %
$60K to $99,999	312	24.7 %
$100K+	348	27.5 %
Not provided	159	12.6 %
Total	1264	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	138	12.5 %
$30K to $59,999	307	27.8 %
$60K to $99,999	312	28.2 %
$100K+	348	31.5 %
Total	1105	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	671	53.1 %
No	593	46.9 %
Total	1264	100.0 %

Section 5
Survey Instrument

The City of
OKLAHOMA CITY

August 2019

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 <u>extremely important</u>. 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 <u>YOU</u> 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 the community.

Please return your survey sometime during the next week. Your responses will remain confidential. Please return your survey 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 "One OKC," your voice must be heard.

Sincerely,

David Holt
Mayor

2019 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
1. Quality of police service	5	4	3	2	1	9
2. Quality of fire service	5	4	3	2	1	9
3. Quality of ambulance service	5	4	3	2	1	9
4. Quality of city parks and recreation programs and facilities	5	4	3	2	1	9
5. Condition of city streets	5	4	3	2	1	9
6. Quality of city water utilities	5	4	3	2	1	9
7. Enforcement of city codes and ordinances	5	4	3	2	1	9
8. Quality of customer service you receive from city employees	5	4	3	2	1	9
9. Effectiveness of city communication with the public	5	4	3	2	1	9
10. Flow of traffic and the ease of getting around town	5	4	3	2	1	9
11. 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 above 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 not satisfied with the feeling of safety in your city (as rated in Q3-6 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

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	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   ____(3) Suspected of committing a crime
          ____(2) Victim of 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 GratisAlarmas.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   4. The time it takes to make a trip   7. Routes to more places
2. Service available until midnight   5. Later weekend service   8. Pedestrian access to bus stops
3. Sheltered bus stops   6. Access to a park and ride location

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

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

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

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

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

12.   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 above 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
1. Maintenance of city parks	5	4	3	2	1	9
2. Quality of city parks near neighborhoods	5	4	3	2	1	9
3. Walking and biking trails in the city	5	4	3	2	1	9
4. Accessibility of City Parks	5	4	3	2	1	9
5. City aquatic facilities and programs	5	4	3	2	1	9
6. City golf courses	5	4	3	2	1	9
7. Athletic programs	5	4	3	2	1	9
8. Outdoor athletic facilities (e.g. tennis, baseball, soccer, and football)	5	4	3	2	1	9
9. Recreation opportunities for fishing at close to home waters	5	4	3	2	1	9
10. Availability of information about Civic Center Music Hall programs	5	4	3	2	1	9
11. Availability of information about parks and recreation programs	5	4	3	2	1	9
12. Quality of recreation programs and facilities	5	4	3	2	1	9
13. Civic Center Music Hall experience	5	4	3	2	1	9

19. **Which THREE of the Parks and Recreation items listed above 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.]*

<p style="text-align:center">1st: ____   2nd: ____   3rd: ____</p>

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
1. Condition of major city streets	5	4	3	2	1	9
2. Condition of streets in your neighborhood	5	4	3	2	1	9
3. Condition of street signs	5	4	3	2	1	9
4. Condition of pavement markings on city streets	5	4	3	2	1	9
5. Snow removal on snow routes during the past year	5	4	3	2	1	9
6. Condition of landscaping or streetscaping in medians and along city streets	5	4	3	2	1	9
7. Condition of sidewalks	5	4	3	2	1	9
8. Condition of bicycle infrastructure	5	4	3	2	1	9
9. 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 above 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.]*

<p style="text-align:center">1st: ____   2nd: ____   3rd: ____</p>

23. Communication. **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. **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