

2016 Citizen Survey Findings Report

Presented to



The City of Oklahoma City

By

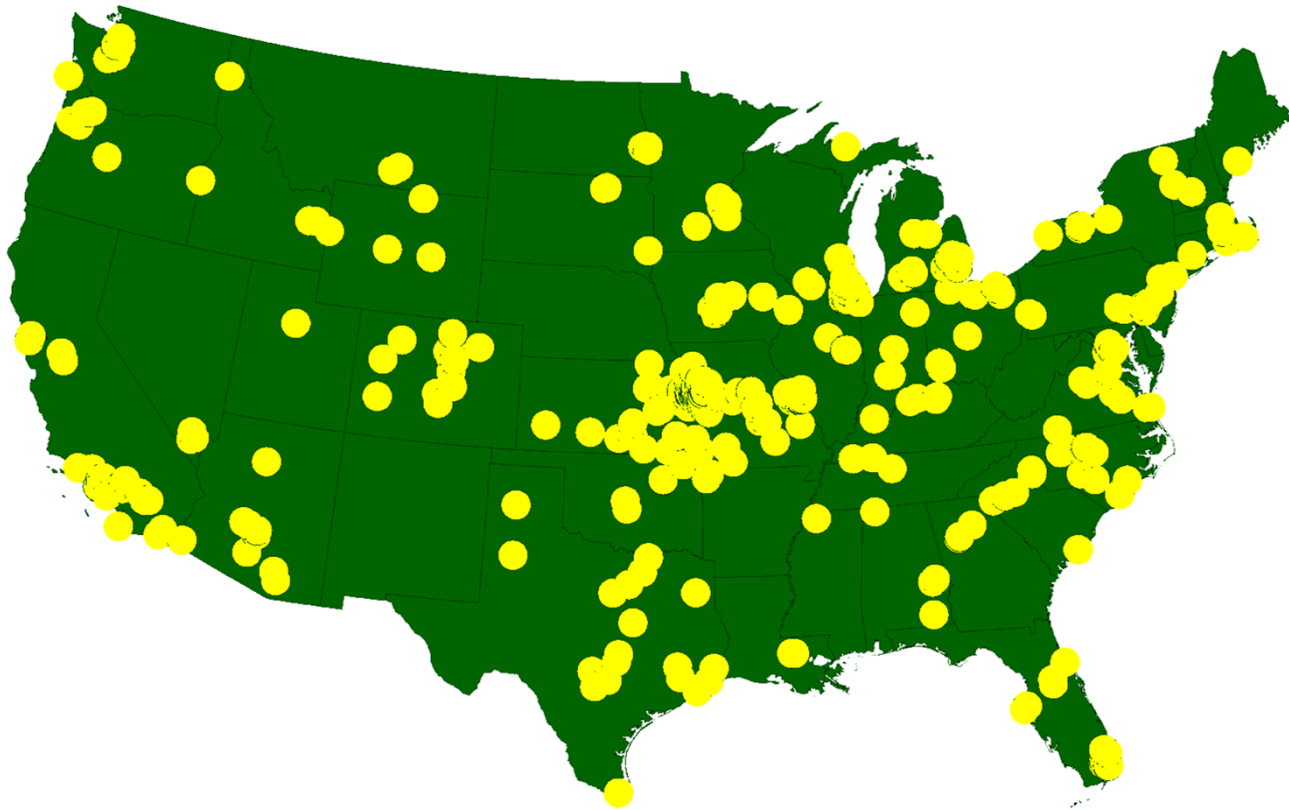
ETC Institute



August 2016

A National Leader in Market Research for Local Governmental Organizations

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



**More than 2,100,000 Persons Surveyed Since 2006
for more than 850 cities in 49 States**

Benchmarking Communities

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

Agenda

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

Purpose of the Survey

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

Methodology

- Survey Description:
 - survey was 6 pages long
 - took 15-20 minutes to complete
- Sample size: 1,367 completed surveys
- Method of Administration:
 - by mail and online, with follow-up by phone
 - randomly selected sample of households
 - cell phones and e-mail addresses were captured in the sample
- Accuracy: +/-2.6% at the 95% level of confidence
- Demographic Composition of the Sample: mirrors the most recent Census estimates
- GIS Mapping

Bottom Line Up Front

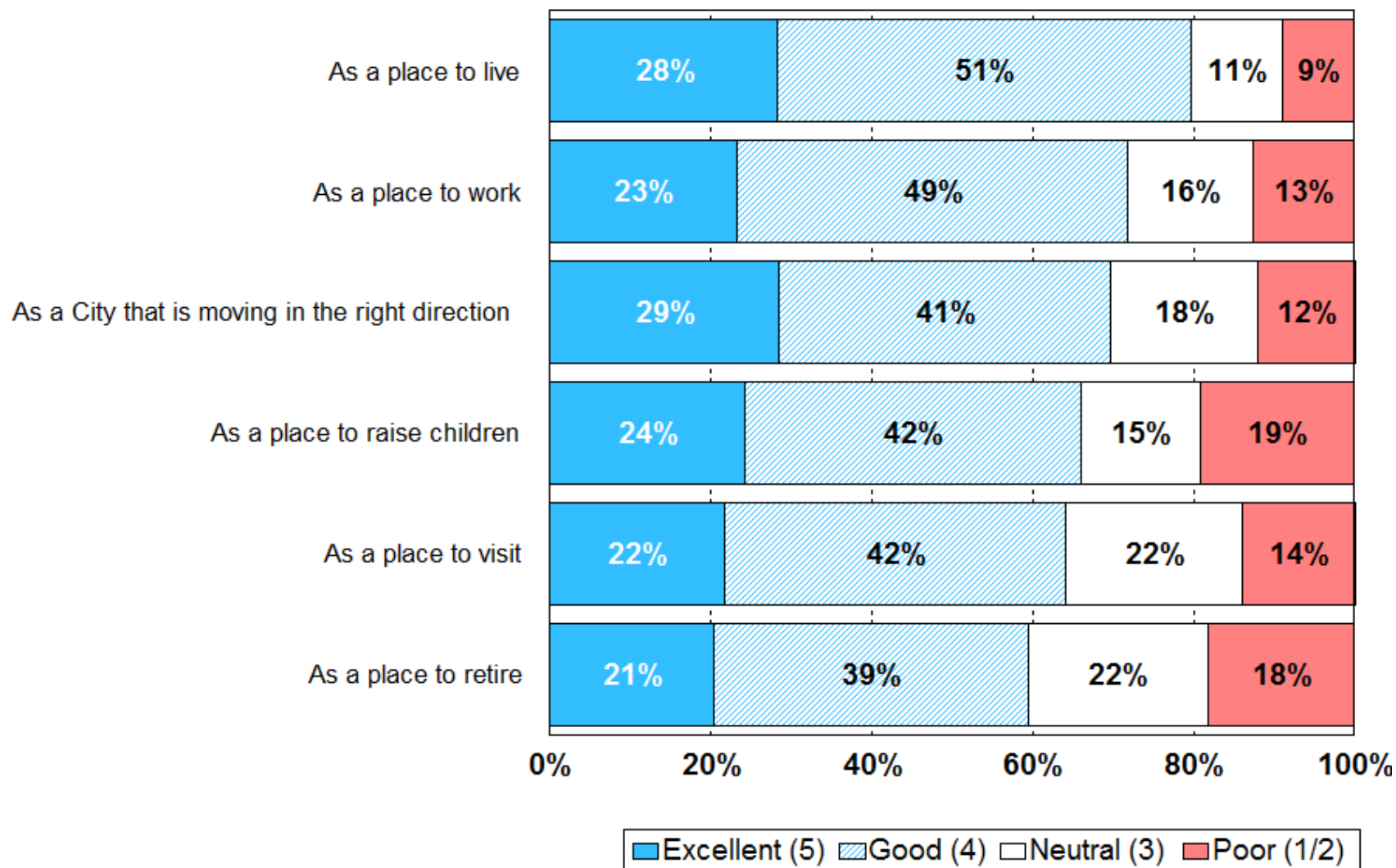
- Among large U.S. cities, Oklahoma City's rating for the overall quality of city services and customer service are among the best
- 8 in 10 cities surveyed by ETC Institute have seen their results decrease over the past 6 months, so political/economic conditions are likely contributing to the decrease we see in the City's results this year
- Although the City's results are generally lower this year, the City has made significant improvements in both code enforcement and parks and recreation
- The City continues to do a good job of equitably providing services throughout the City
- The top priority for residents continues to be the Maintenance of City Streets

Major Findings:

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

Q29. Overall Ratings of Oklahoma City

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

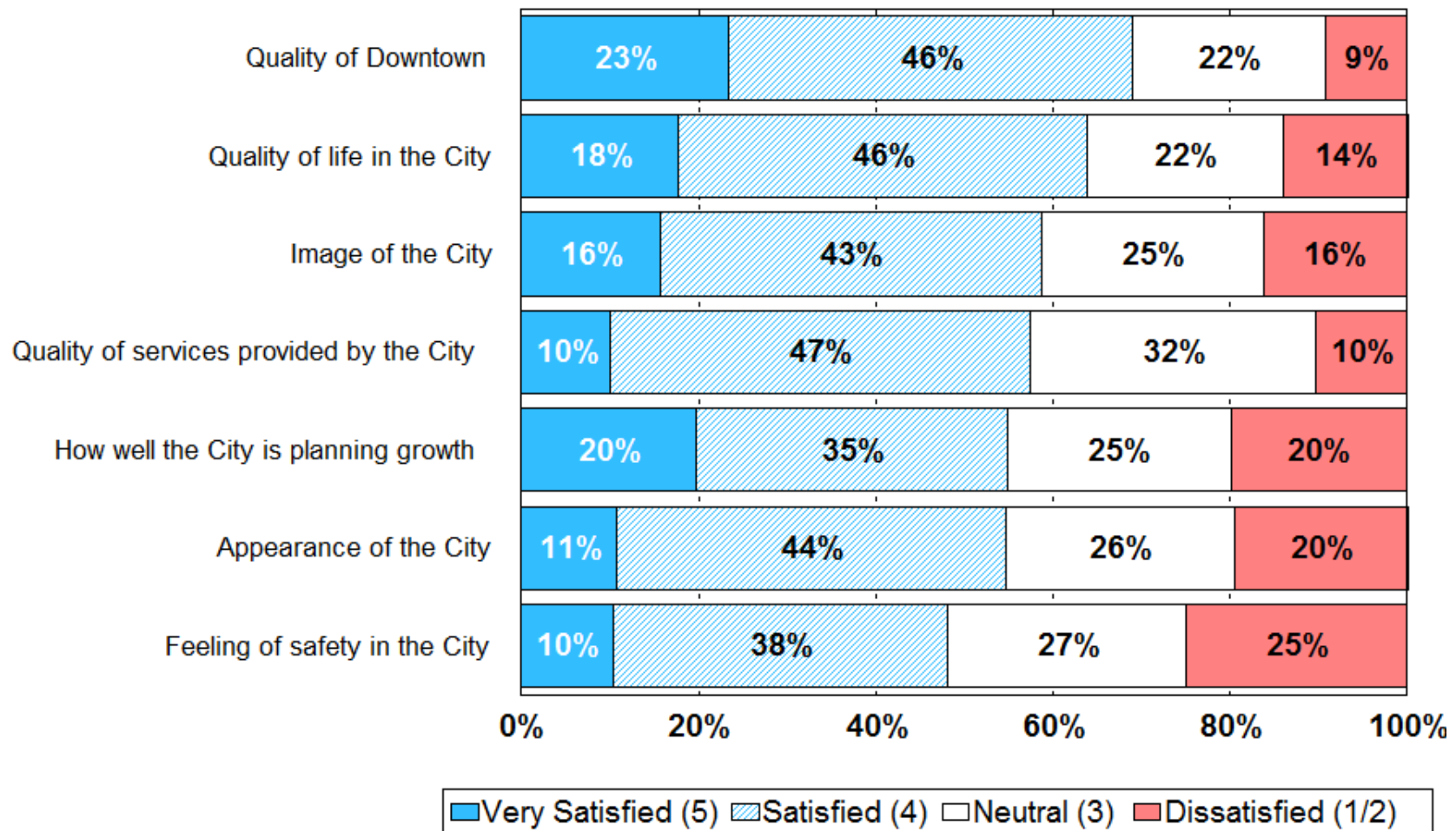


Source: ETC Institute (2016 - Oklahoma City, OK)

Most Residents Have a Positive Perception of the City

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

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

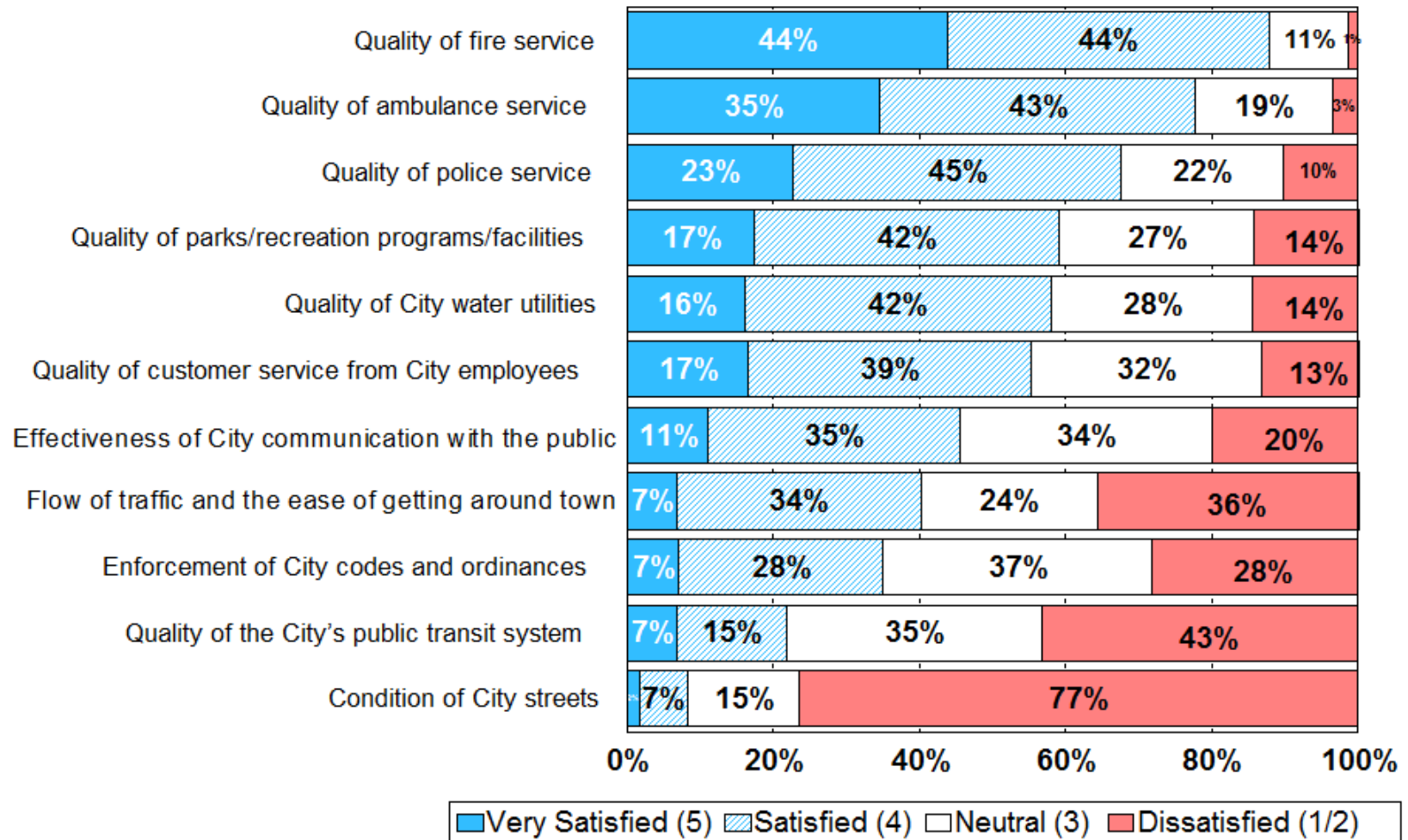


Source: ETC Institute (2016 - Oklahoma City, OK)

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

Q1. Overall Satisfaction With City Services by Major Category

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



Source: ETC Institute (2016 - Oklahoma City, OK)

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

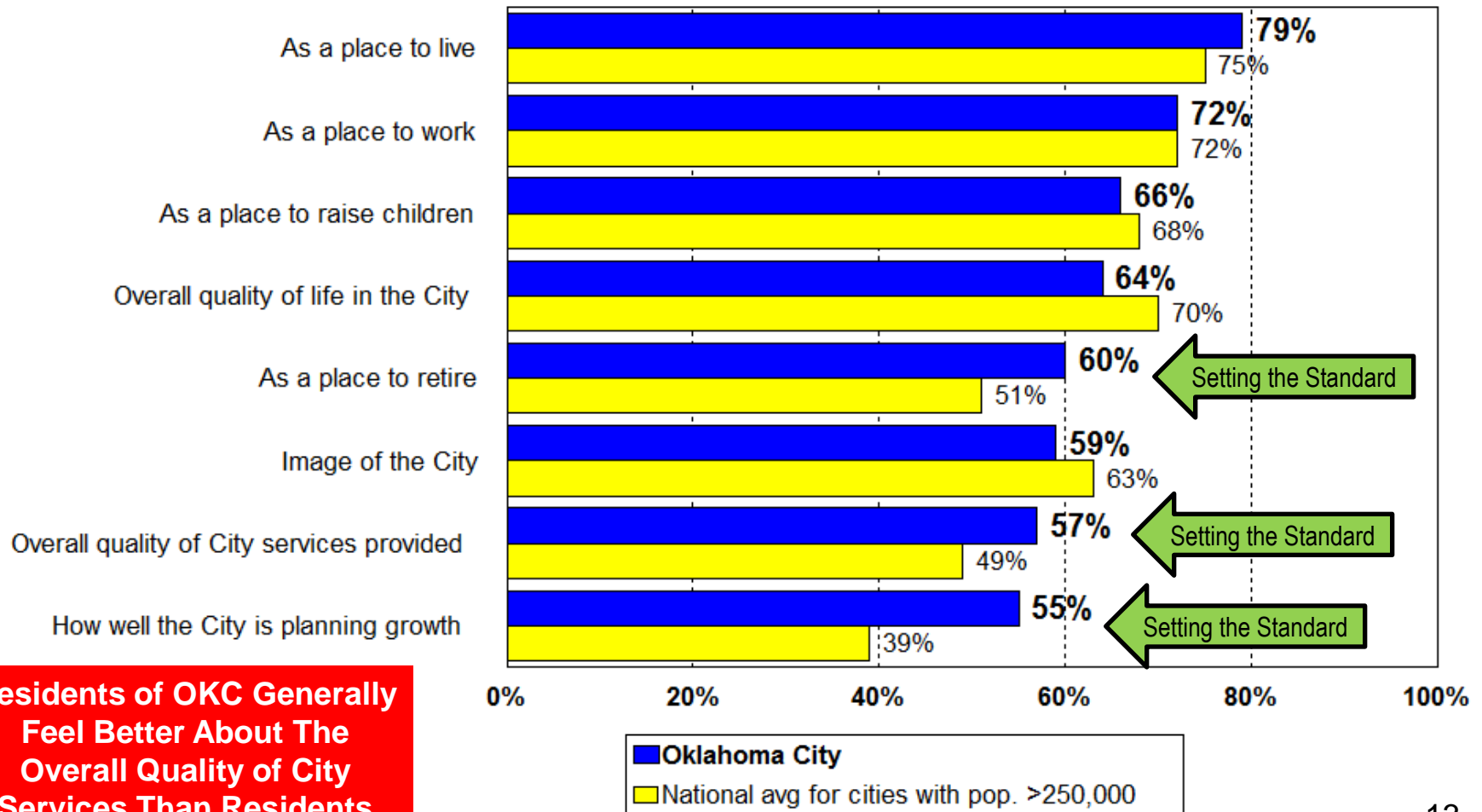
Major Findings:

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

Satisfaction with Issues that Influence Perceptions of the City

Oklahoma City vs. Large U.S. Cities

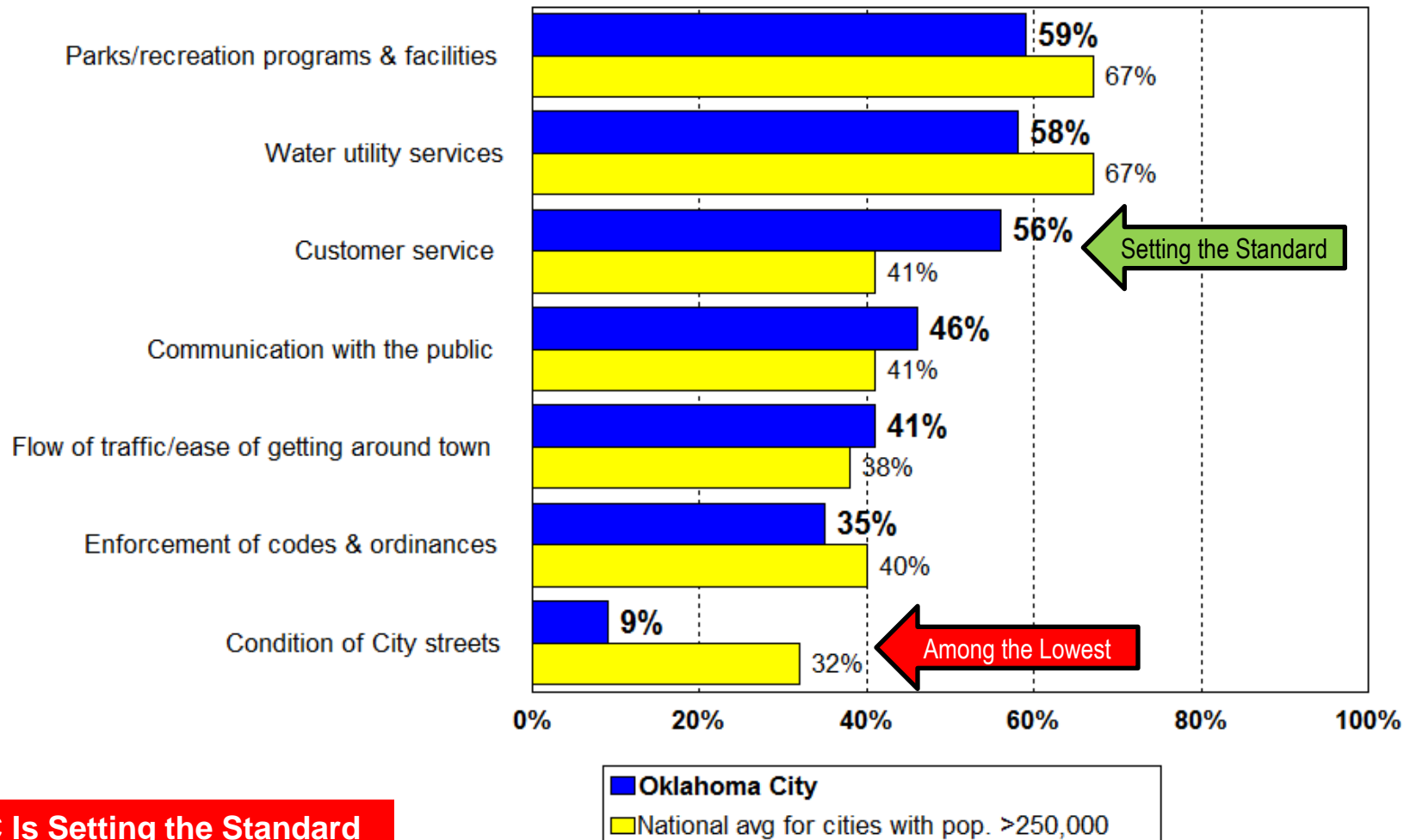
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Residents of OKC Generally Feel Better About The Overall Quality of City Services Than Residents of Other Large Cities

Overall Satisfaction with Major Categories of City Services Oklahoma City vs. Large U.S. Cities

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

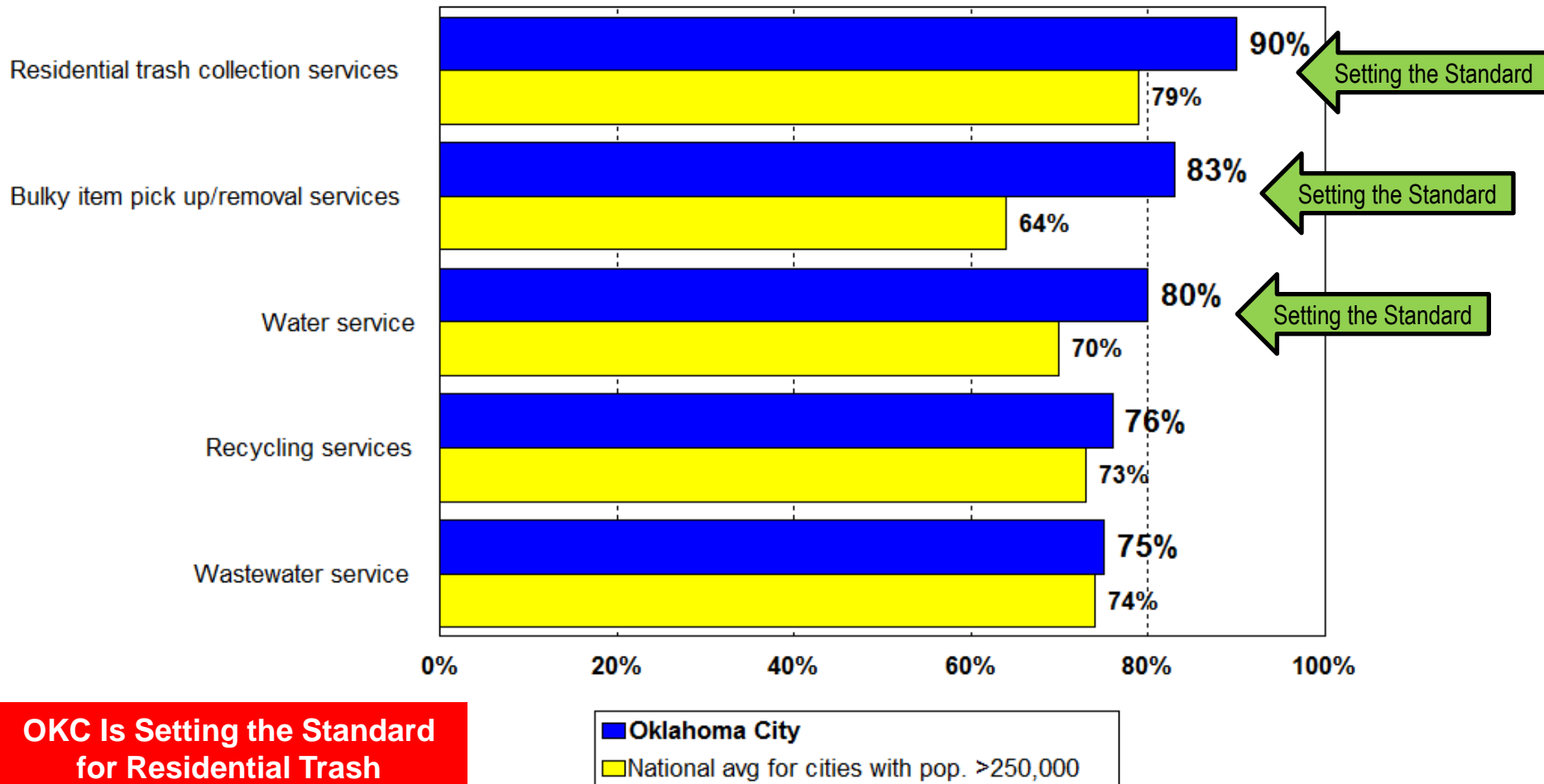


**OKC Is Setting the Standard
for Customer Service, But
Trailing in Streets**

Overall Satisfaction with City Utility Services

Oklahoma City vs. Large U.S. Cities

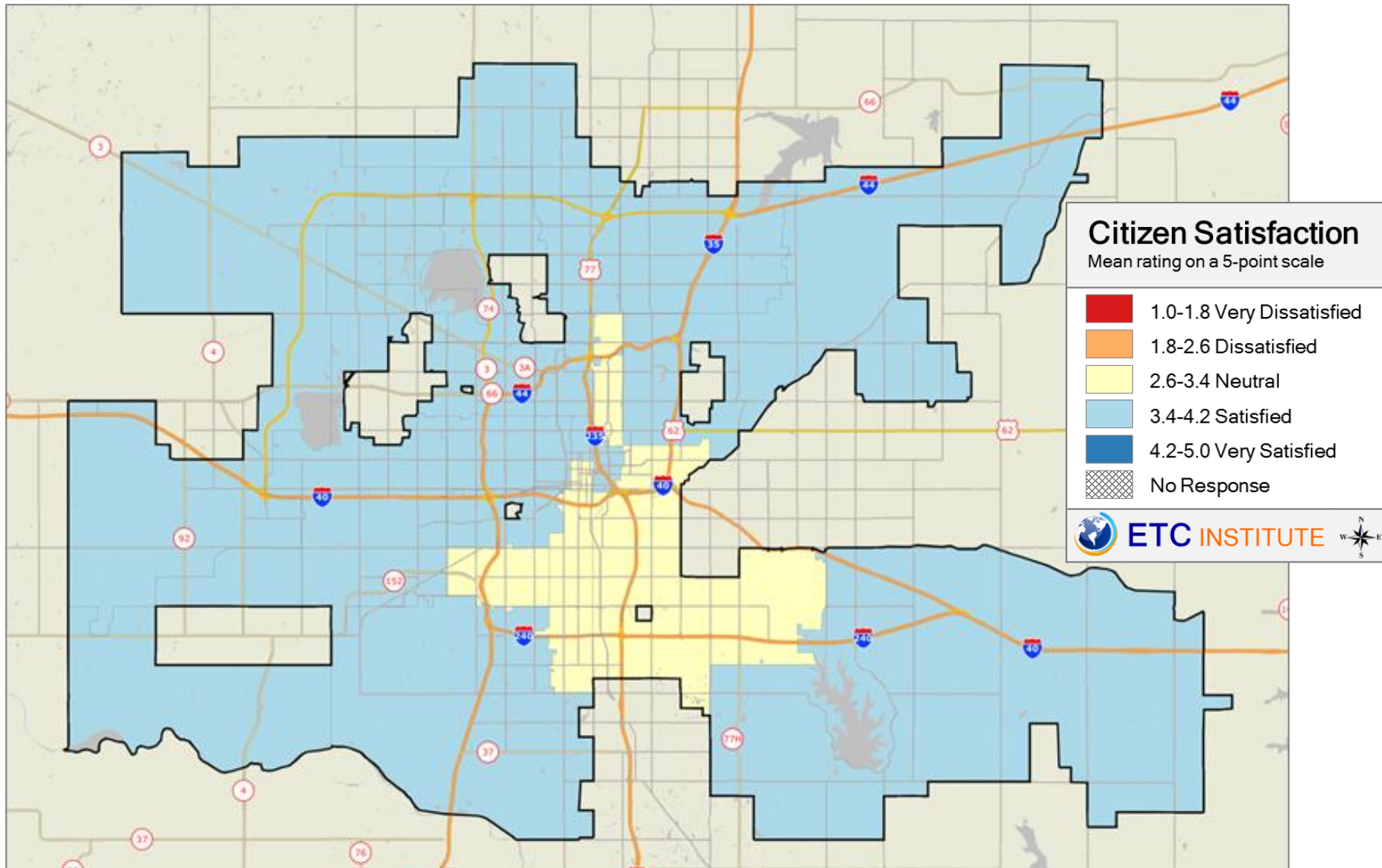
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



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

Major Findings:
**In Most Areas, the City is
Equitably Providing
City Services**

Satisfaction with the Overall Quality of Services Provided by the City



Overall Satisfaction With City Services is Generally High in Most Parts of the City, But It Is Lower in the South Central Portion of the City

Major Findings:

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

Short-Term Trends from 2015

- **Notable increases**

1. Maintenance of City parks (+11%)
2. Walking and biking trails in the City (+7%)
3. Enforcing clean up of debris on private property (+7%)
4. Enforcing the mowing of grass on private property (+6%)
5. Availability of information about Parks and Recreation programs (+6%)
6. Feeling of safety in the Downtown area (+6%)
7. Feeling of safety in City parks (+5%)
8. Enforcing exterior maintenance of residential property (+5%)

**The Largest Increases Were
in Parks/Recreation, Code
Enforcement, and Safety**

- **Notable decreases**

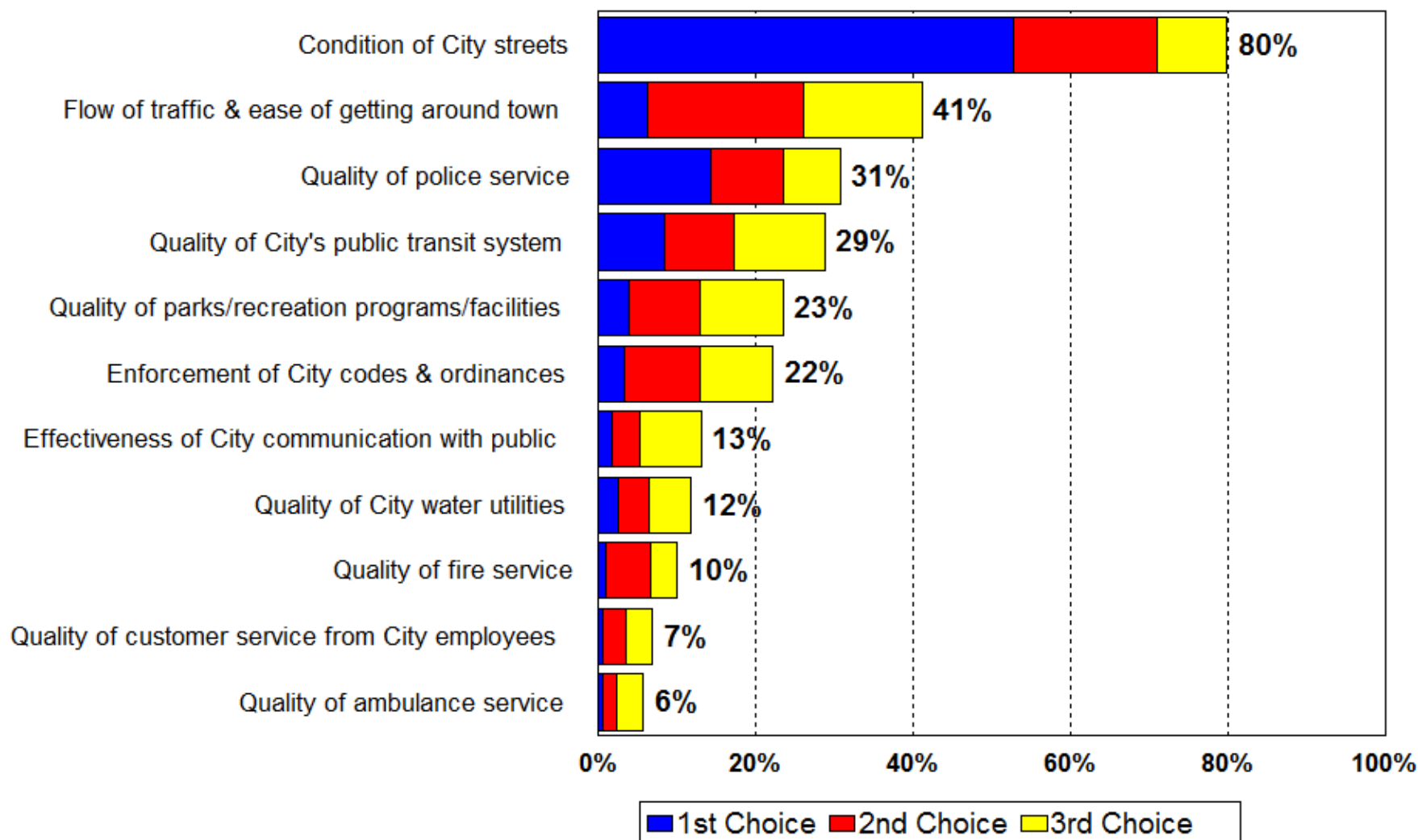
1. Oklahoma City as a place to raise children (-15%)
2. Oklahoma City as a place to work (-12%)
3. How well the City is planning growth (-12%)
4. The City's website as a way to transact business with the City (-11%)
5. Quality of services provided by the City (-10%)
6. Condition of street signs (-10%)
7. As a City that is moving in the right direction (-10%)
8. Oklahoma City as a place to retire (-10%)

**The Largest Decreases Were
Not Related to the Delivery
of City Services**

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

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

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



Source: ETC Institute (2016 - Oklahoma City, OK)

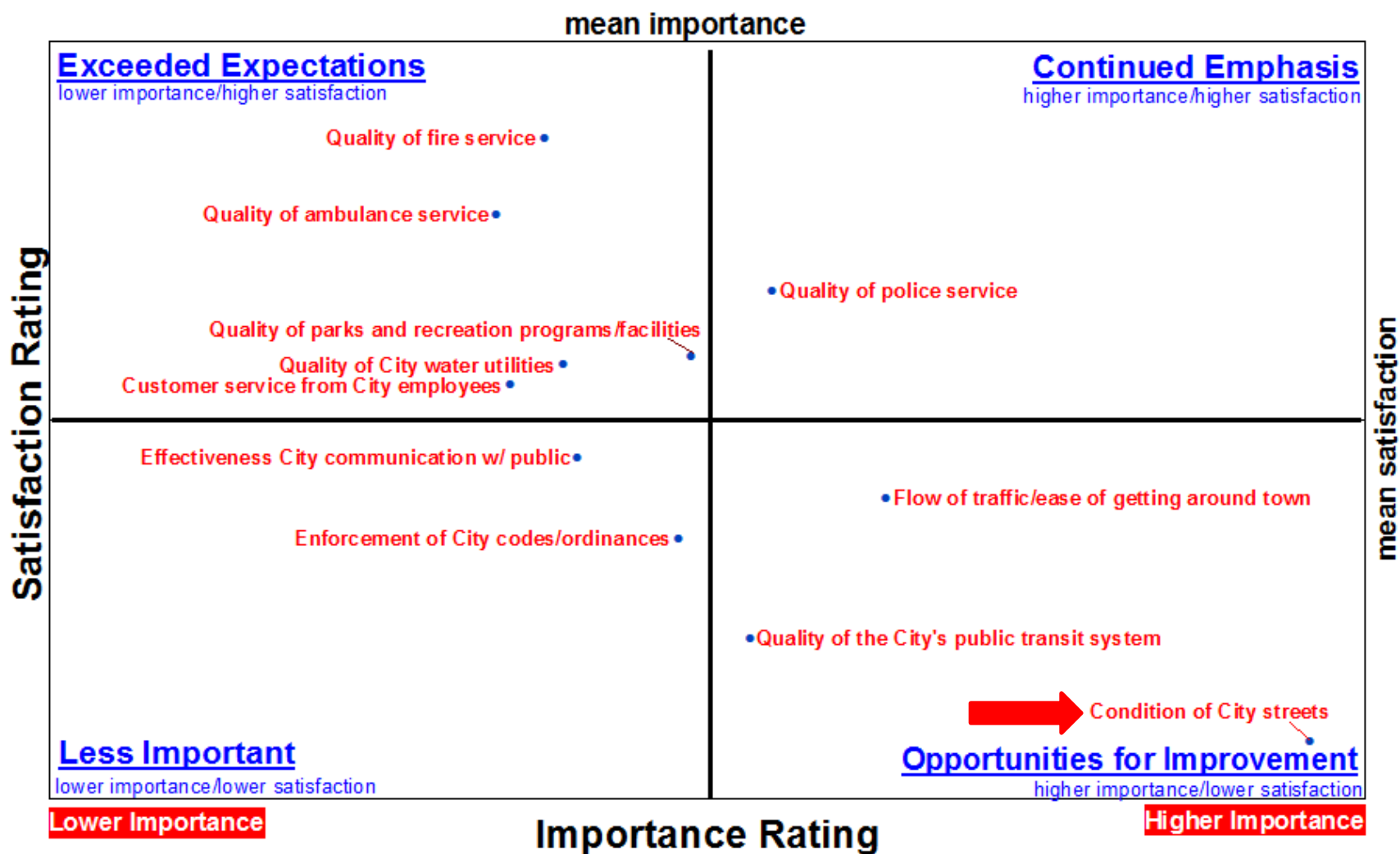
Importance-Satisfaction Rating						
Oklahoma City - 2016						
<u>Overall</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS>.20)</u>						
Condition of City streets	80%	1	8%	11	0.7326	1
Flow of traffic and the ease of getting around town	41%	2	40%	8	0.2458	2
Quality of the City's public transit system	29%	4	22%	10	0.2244	3
<u>High Priority (IS .10-.20)</u>						
Enforcement of City codes and ordinances	22%	6	35%	9	0.1443	4
<u>Medium Priority (IS <.10)</u>						
Quality of police service	31%	3	68%	3	0.0995	5
Quality of parks/recreation programs/facilities	23%	5	59%	4	0.0957	6
Effectiveness of City communication with the public	13%	7	46%	7	0.0707	7
Quality of City water utilities	12%	8	58%	5	0.0491	8
Quality of customer service from City employees	7%	10	55%	6	0.0304	9
Quality of ambulance service	6%	11	78%	2	0.0125	10
Quality of fire service	10%	9	88%	1	0.0122	11

Top Priority:

2016 City of Oklahoma City DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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



Top Priorities

- Overall: Condition of City Streets
- Within Major Categories:
 - Code Enforcement:
 - Enforcing clean up of junk/debris on private property, enforcing the mowing/cutting of weeds/grass on private property, and enforcing exterior maintenance of residential property
 - Maintenance:
 - Condition of major City streets and condition of neighborhood streets
 - Parks and Recreation:
 - Walking & biking trails in the City, quality of City parks near neighborhoods, City recreation centers, and maintenance of City parks

Summary

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