

# 2016 Citizen Survey Findings Report

Presented to



**The City of Oklahoma City**

By

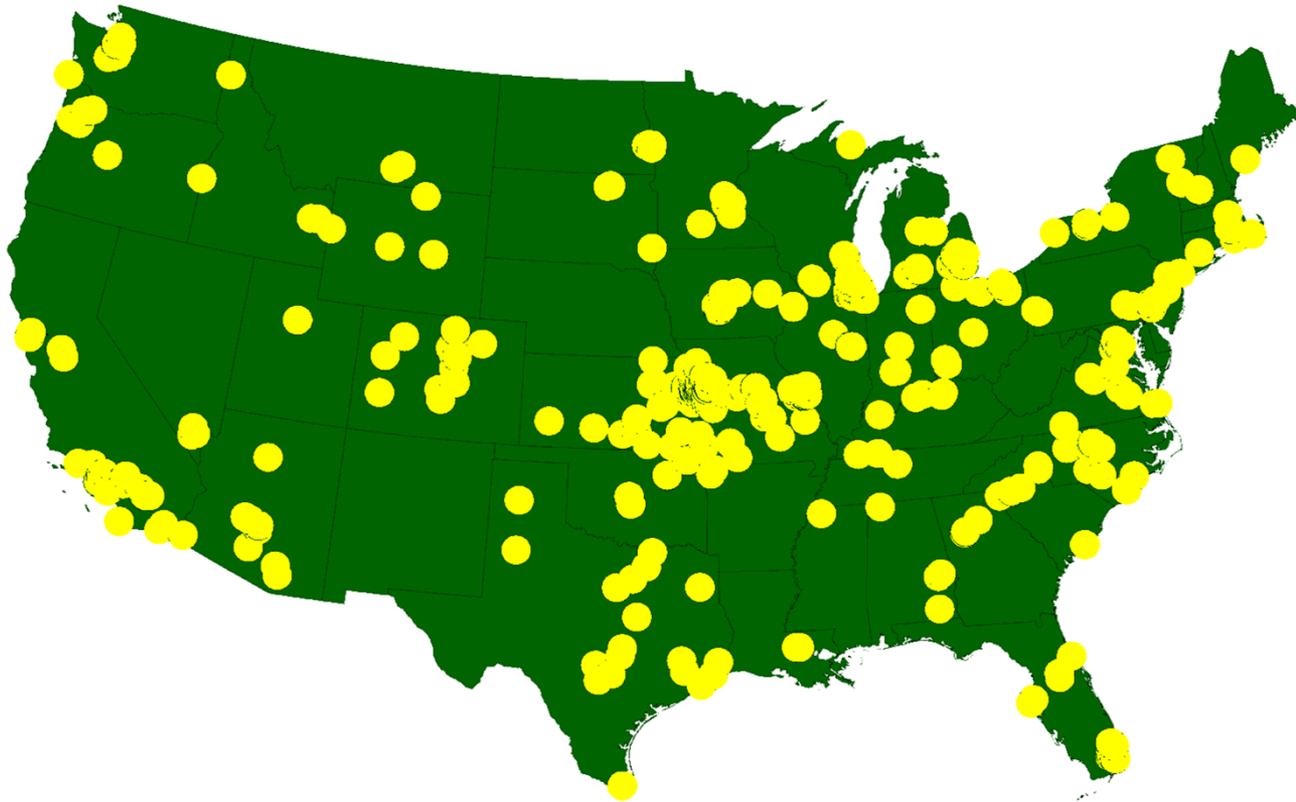
**ETC Institute**

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

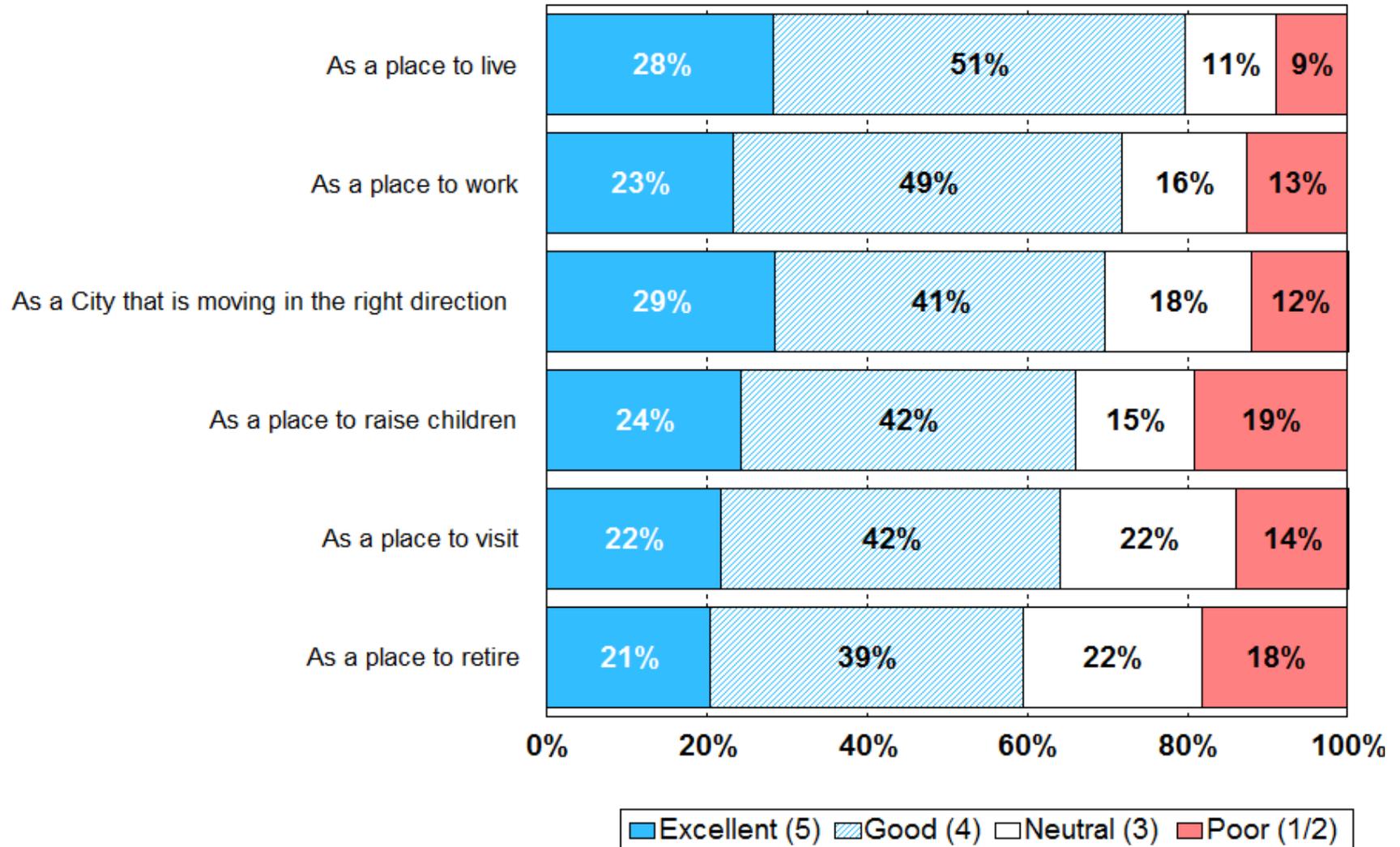
- Among large U.S. cities, Oklahoma City's rating for the overall quality of city services and customer service are among the best
- 8 in 10 cities surveyed by ETC Institute have seen their results decrease over the past 6 months, so political/economic conditions are likely contributing to the decrease 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")

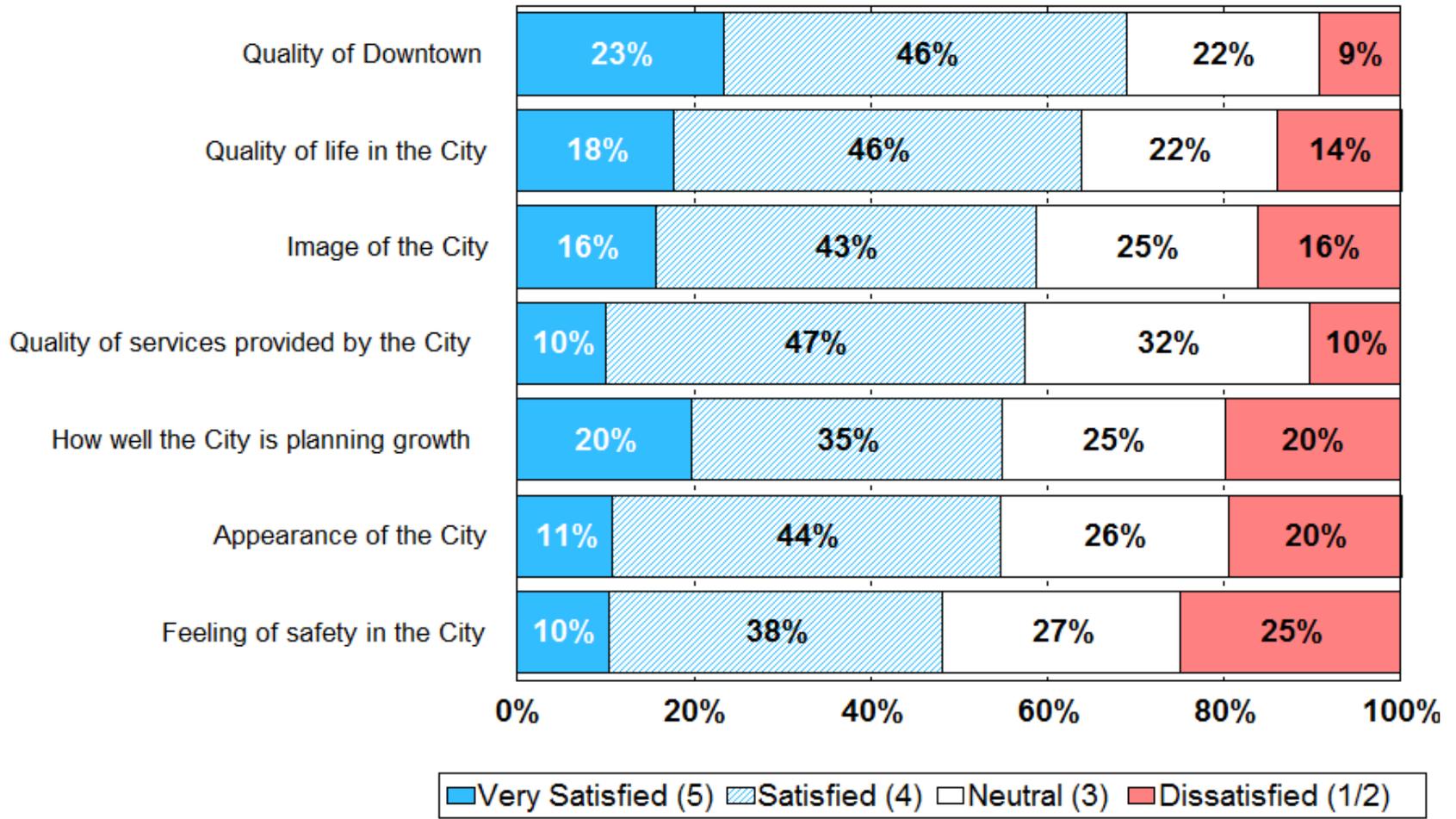


Source: ETC Institute (2016 - Oklahoma City, OK)

**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")

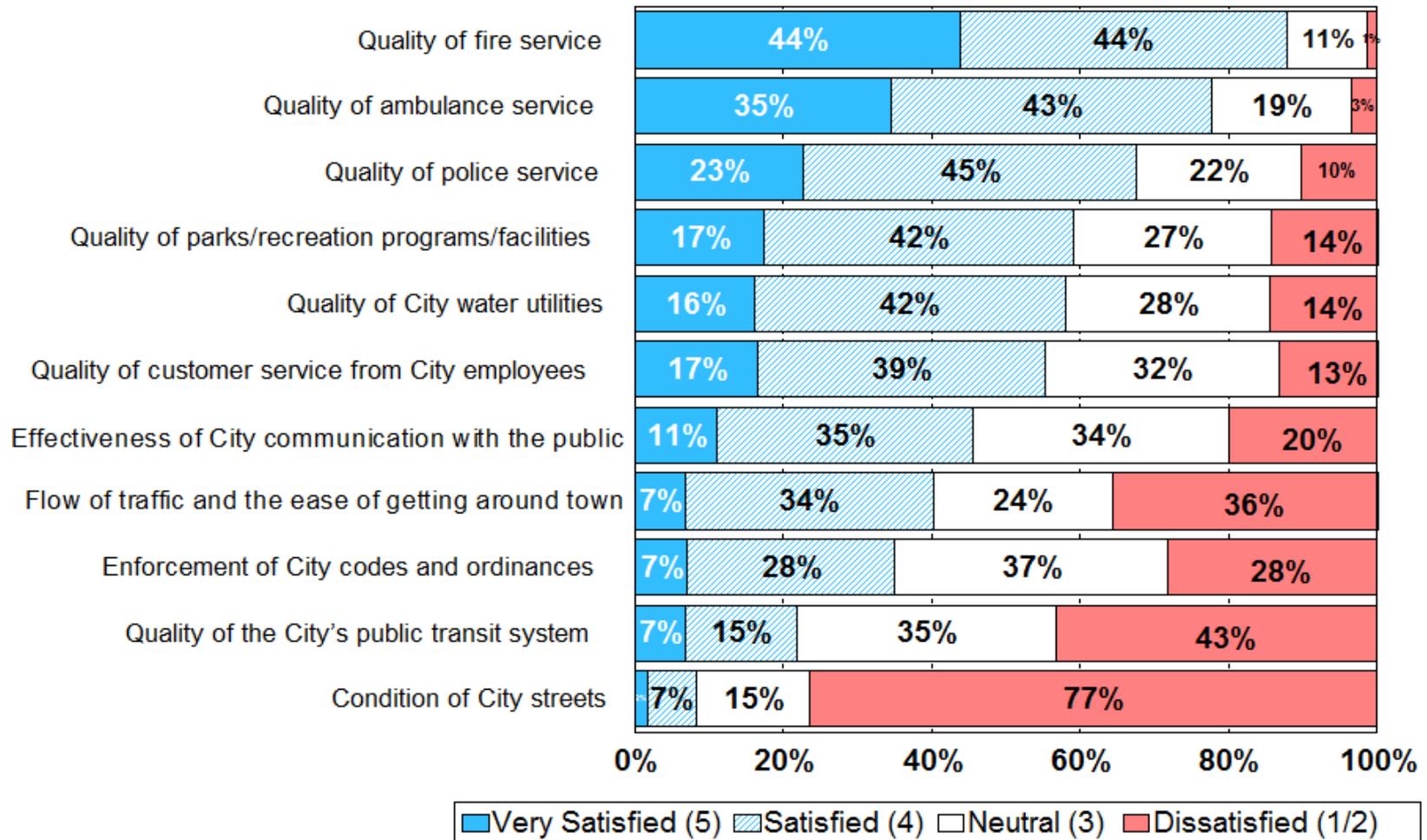


Source: ETC Institute (2016 - Oklahoma City, OK)

**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**

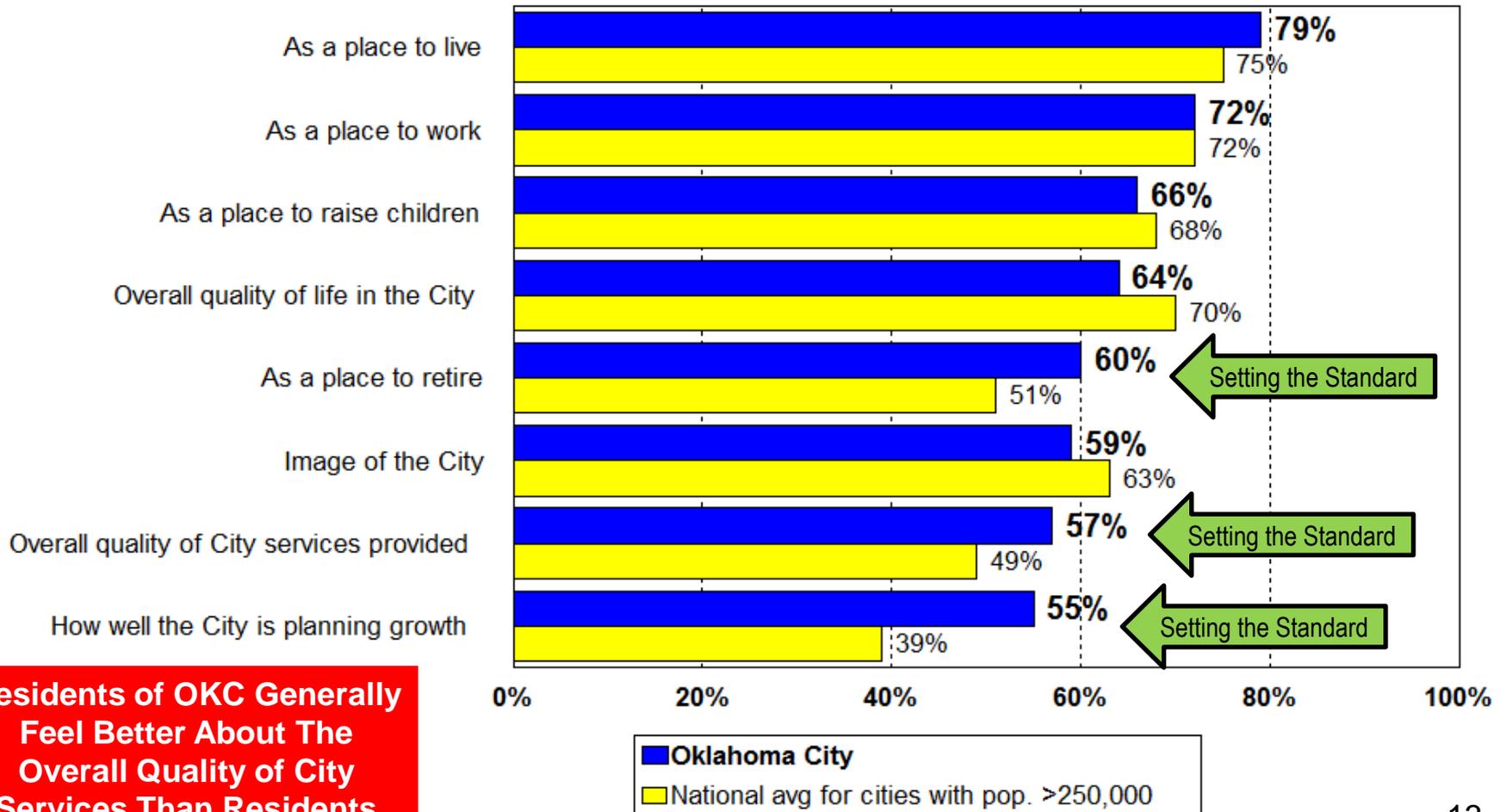
***Major Findings:***

**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

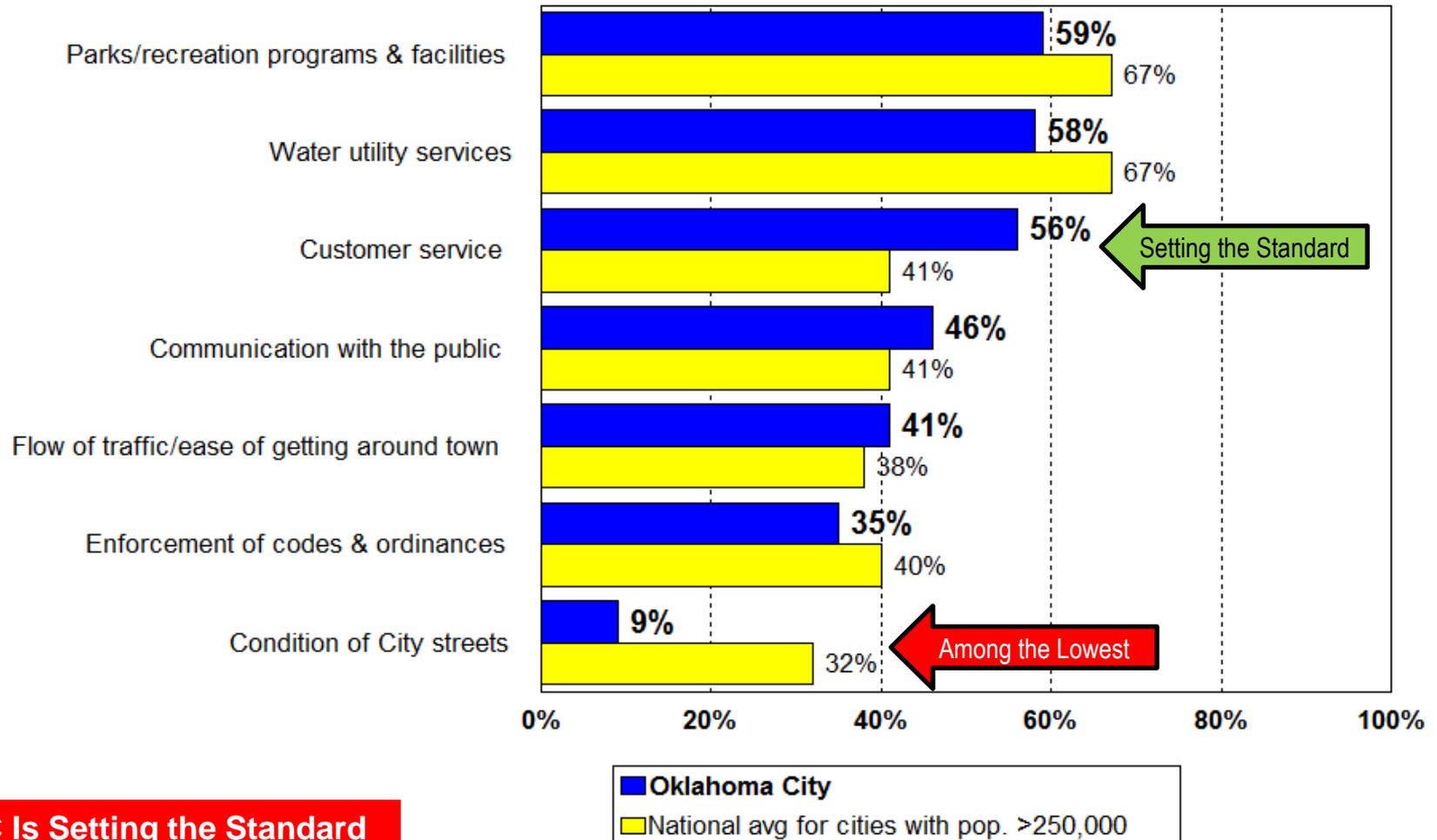
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



**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")

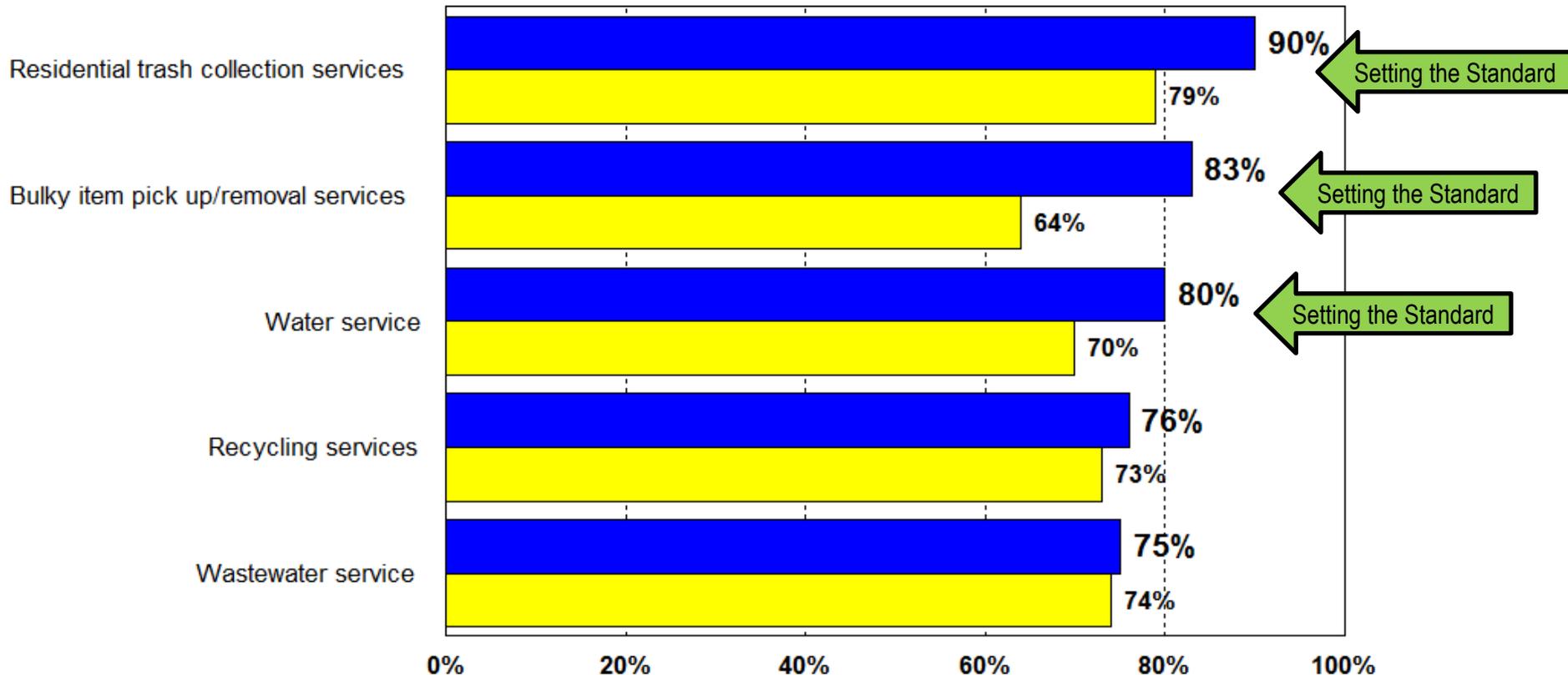


**OKC Is Setting the Standard  
for Customer Service, But  
Trailing in Streets**

# 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")



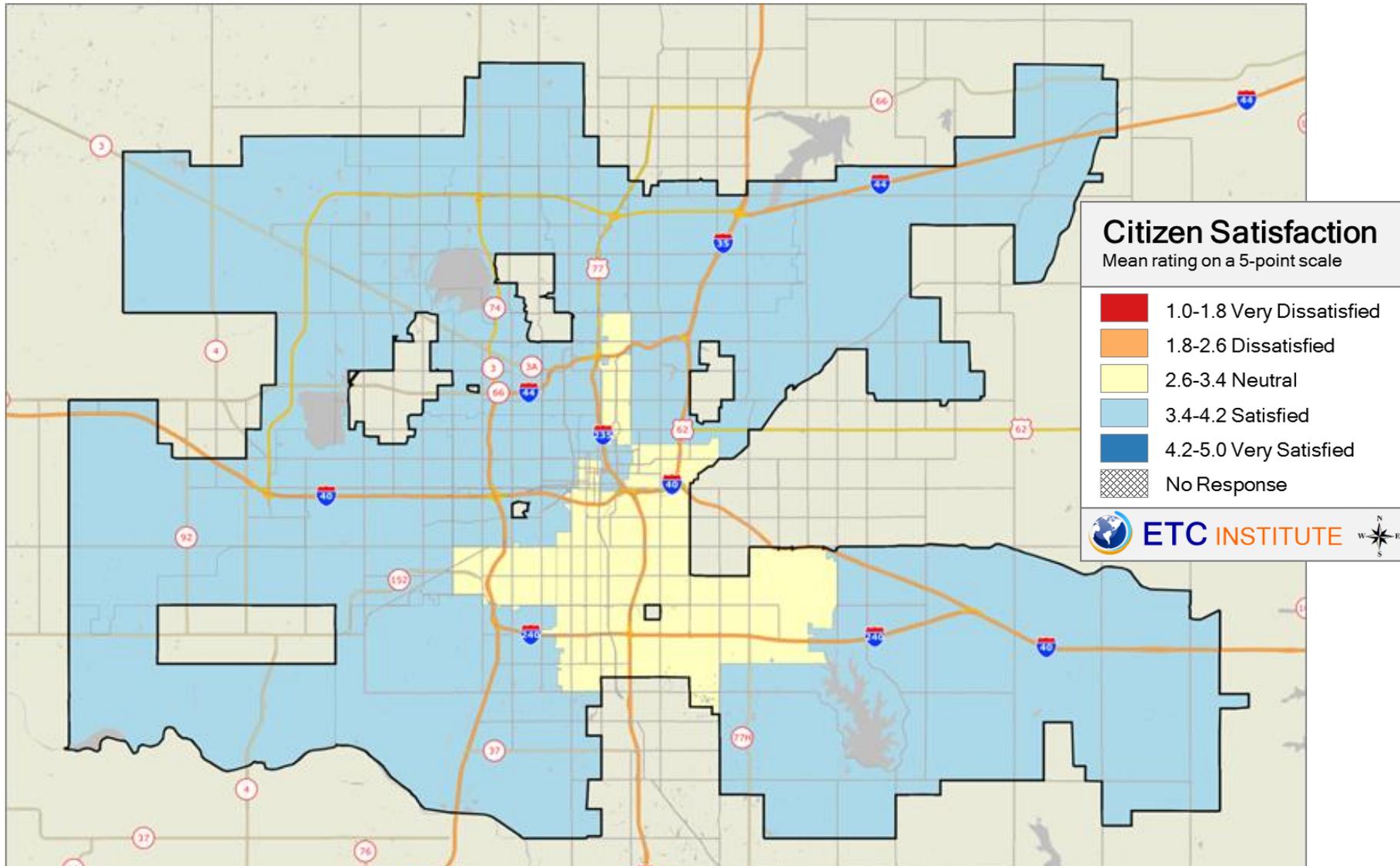
**OKC Is Setting the Standard for Residential Trash Collection, Water and Bulky Item Pick-up Services**



***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**

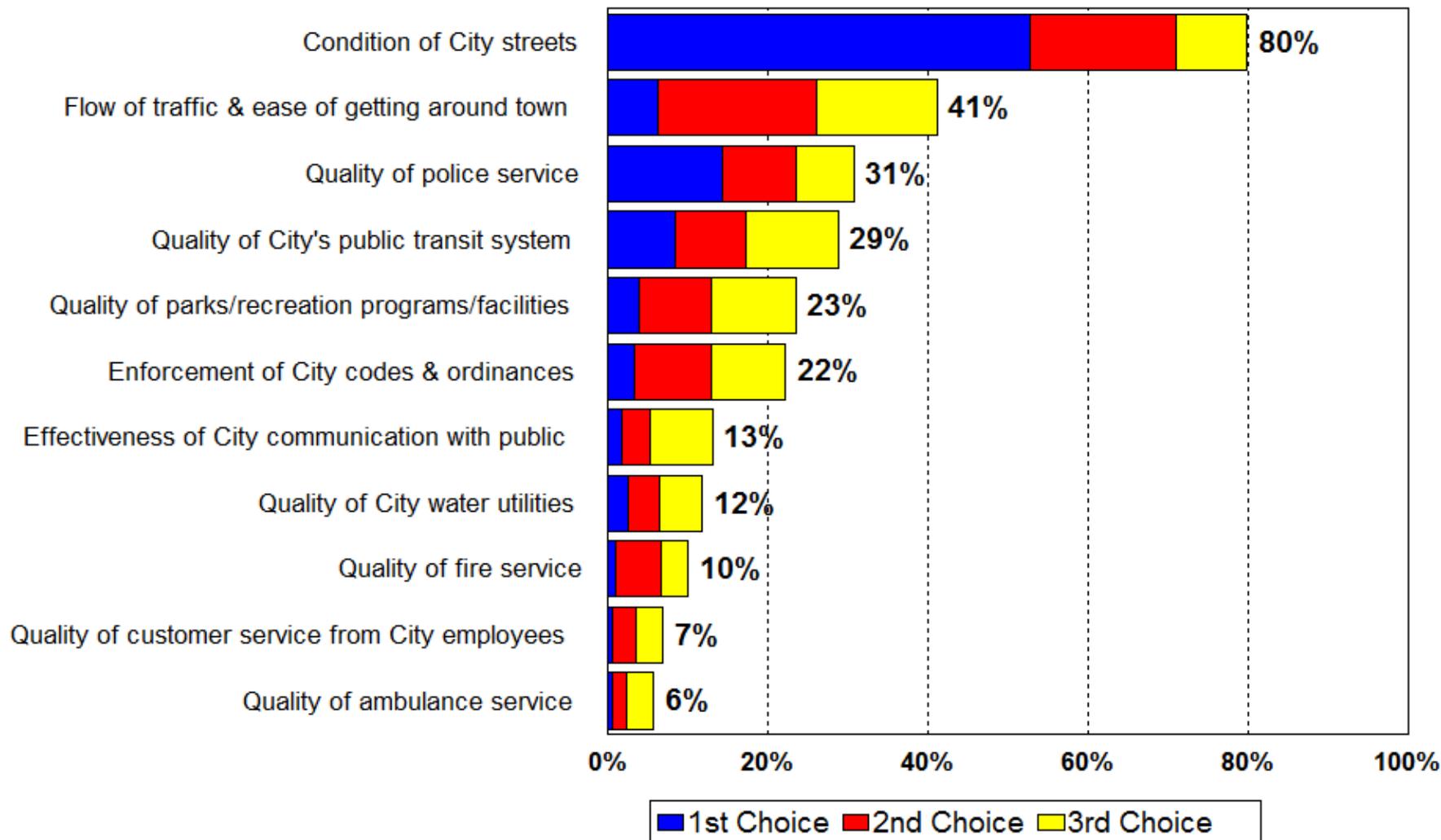
1. Oklahoma City as a place to raise children (-15%)
2. Oklahoma City as a place to work (-12%)
3. How well the City is planning growth (-12%)
4. The City's website as a way to transact business with the City (-11%)
5. Quality of services provided by the City (-10%)
6. Condition of street signs (-10%)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



# Importance-Satisfaction Rating

Oklahoma City - 2016

## Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
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
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of City codes and ordinances	22%	6	35%	9	0.1443	4
<b><u>Medium Priority (IS &lt; .10)</u></b>						
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

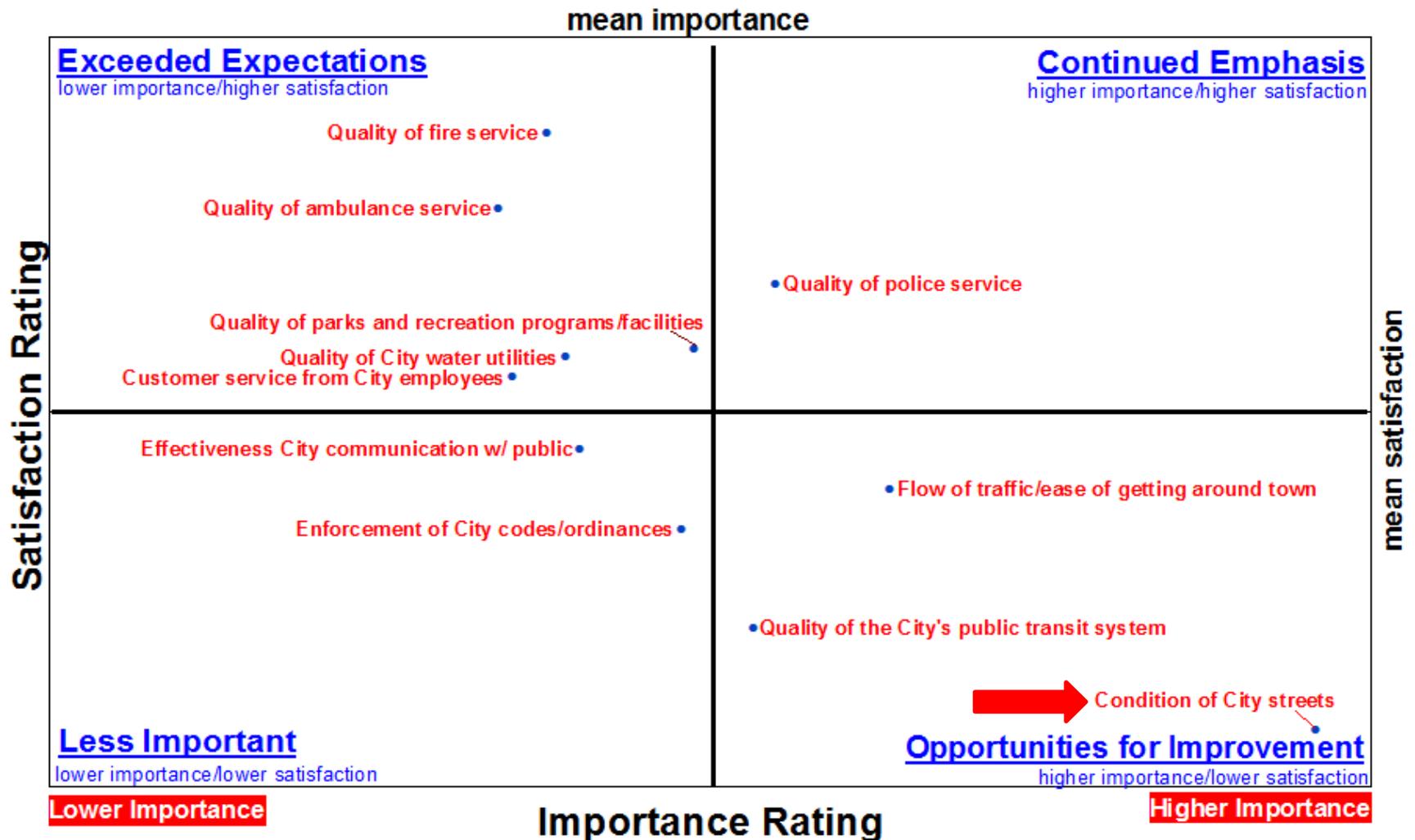
Top Priority:



# 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
- 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
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**Questions ???**