

**2009
City of Norman
Community Survey**

Final Report

Submitted to

The City of Norman, OK

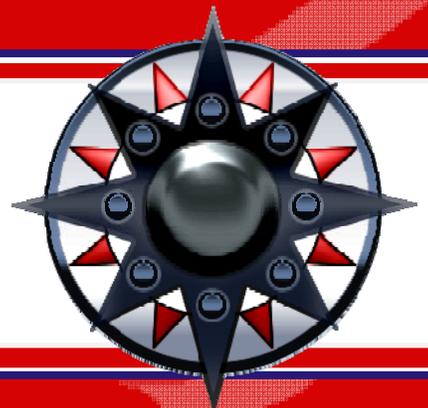


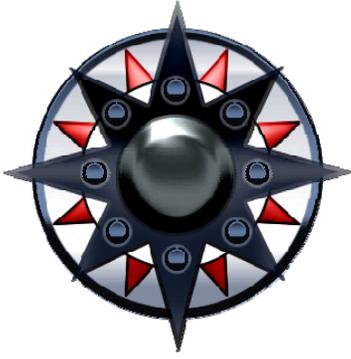
725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

August 2009





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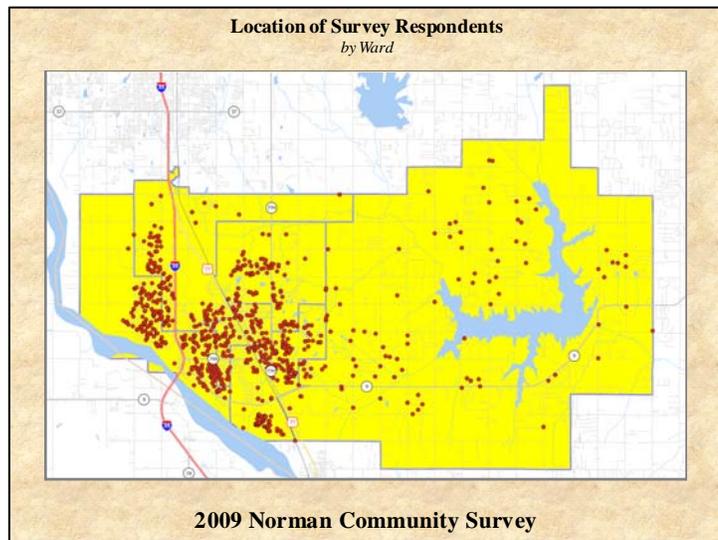
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the first time for the City of Norman during July of 2009. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services.

Resident Survey. A seven-page survey was mailed to a random sample of in the City of Norman. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 476 completed the survey by phone and 369 returned it by mail for a total of 845 completed surveys. The results for the random sample of 845 households have a 95% level of confidence with a precision of at least +/-3.5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey.



The map above shows the physical distribution of survey respondents based on the location of their home.

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 Norman with the results from other communities in the *DirectionFinder®* database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has 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:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for questions on the survey
- benchmarking data that shows how the results for Norman compare to other cities
- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **Norman sets new high standards for national benchmarks.** The City of Norman rated above the national average for cities with a population between 20,000 and 199,999 in 24 of the 36 areas that were assessed, including the quality of city government services (+21%), the feeling of safety in City parks (+21%), and the overall quality of customer service from the City (+19%).
- **Residents surveyed were generally satisfied with City services.** Ninety-one percent (91%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire services; 83% were satisfied with the quality of trash, recycling, and yard waste services, 78% were satisfied with the quality of parks and recreation programs and facilities, and 76% were satisfied with the overall quality of police services.
- **Services that residents thought should receive the most emphasis over the next two years.** The areas that residents thought should receive the most emphasis from the City of Norman over the next two years were: (1) the overall maintenance of City streets and sidewalks (2) the management of traffic flow on City streets, and 3) the management of stormwater runoff by the City.
- **Perceptions of Norman as a Community.** Eighty-three percent (83%) of the residents surveyed *who had an opinion* indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance of the City; 79% were satisfied with the overall quality of services provided by the City, and 77% were satisfied with the public schools and associated programs.

- **Public Safety.** Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection services; 89% of those surveyed were satisfied with how quickly fire personnel respond, and 83% were satisfied with how quickly E.M.S. personnel respond. Residents thought the public safety services that should receive the most additional emphasis over the next two years were the frequency of police officers patrolling in neighborhoods, and the City's efforts to prevent crime.
- **Parks and Recreation Services.** Eighty percent (80%) of those surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance and appearance of existing City parks; (75%) of the residents were satisfied with the number of City parks, 67% were satisfied with the quality of outdoor athletic facilities, and 64% were satisfied with the quality of City recreation programs and classes. Residents thought the area of parks and recreation services that should receive the most additional emphasis over the next two years was the availability of walking trails in the City.
- **Maintenance Services.** Seventy-five percent (75%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the condition of street signs and traffic signals; 71% were satisfied with the cleanliness of city streets and other public areas, and 63% were satisfied with mowing and tree trimming on City streets and public areas. Residents thought the maintenance services that should receive the most emphasis over the next two years were the maintenance of major City streets and how quickly street repairs are made.
- **Codes and Ordinances.** Fifty-nine percent (59%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the exterior maintenance of commercial and business property; 52% were satisfied with the mowing and cutting of weeds and grass on private property, and 52% were satisfied with the clean-up of junk and debris on private property. Residents thought the categories of codes and ordinances that should receive the most emphasis over the next two years were the clean-up of junk and debris on private property, and the mowing and cutting of the weeds and grass on private property. In a separate question, residents were asked if codes were enforced in a fair and consistent manner; 54% of those surveyed said "yes", 23% said "no", and 23% did not know.
- **Solid Waste and Utility Services.** Ninety-two percent (92%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection services; 86% were satisfied with the timeliness of their utility bill, and 86% were satisfied with the ease of paying their utility bill.

- **Sewer, Water and Stormwater Services.** Seventy-seven percent (77%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the water pressure in their home; 73% were satisfied with the adequacy of their sewer service during a rainfall event, and 69% were satisfied with the responsiveness to emergency repair calls for leaks.
- **Quality of Life Ratings for Norman.** Ninety-six percent (96%) of those surveyed *who had an opinion*, rated as excellent or good (rating of 4 or 5 on a 5-point scale) the City of Norman as a place to live; 94% rated it as an excellent or good place to raise children, and 82% rated the City as an excellent or good place to work.

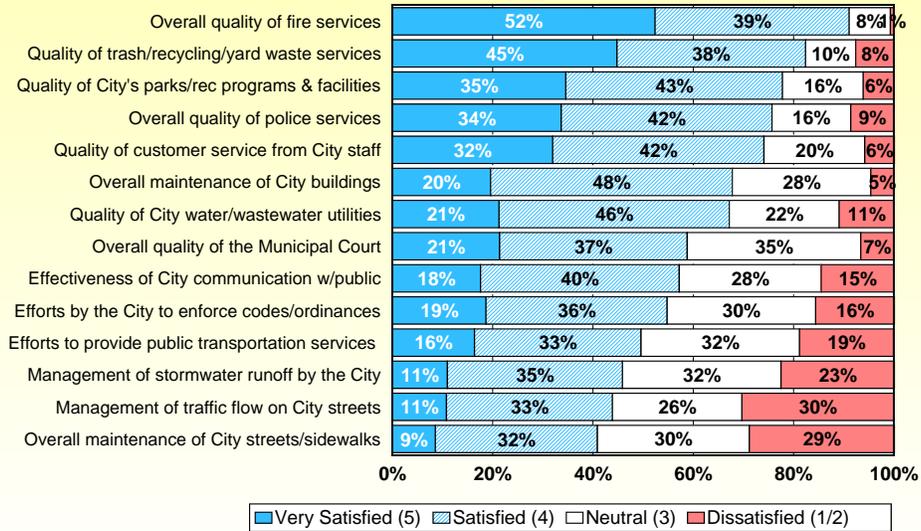
Other Findings.

- Residents were asked if they had experienced any kind of discrimination within the past year in Norman; 16% said that they had, and of the 16%, 50% said that the discrimination was racial, and 24% said that it was age.
- When asked about the importance of funding stormwater improvements to help prevent flooding and protect the quality of water in lakes and streams, 47% of residents responded with “extremely important”, 30% responded with “very important”, 16% responded with “important”, 4% responded with “not important” and 3% responded with “don’t know”.
- Residents were asked how likely they would be to vote in favor of a 5-year street bond issue if it did not result in a tax increase; 54% responded with “very likely”, 20% responded with “somewhat likely”, 16% were “not sure”, and 10% were “not likely”.
- The two issues considered the highest priority for the City when addressing growth, were police protection, and traffic management.

Section 1: Charts and Graphs

Q1. Overall Satisfaction With Various Aspects of City Services by Major Category

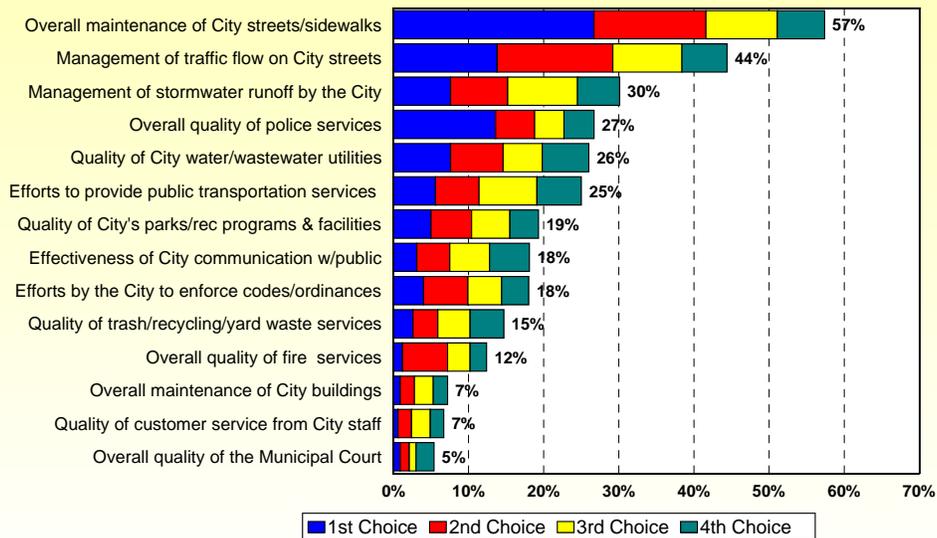
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q2. City Services That Are The Most Important For The City of Norman to Emphasize Over the Next Two Years

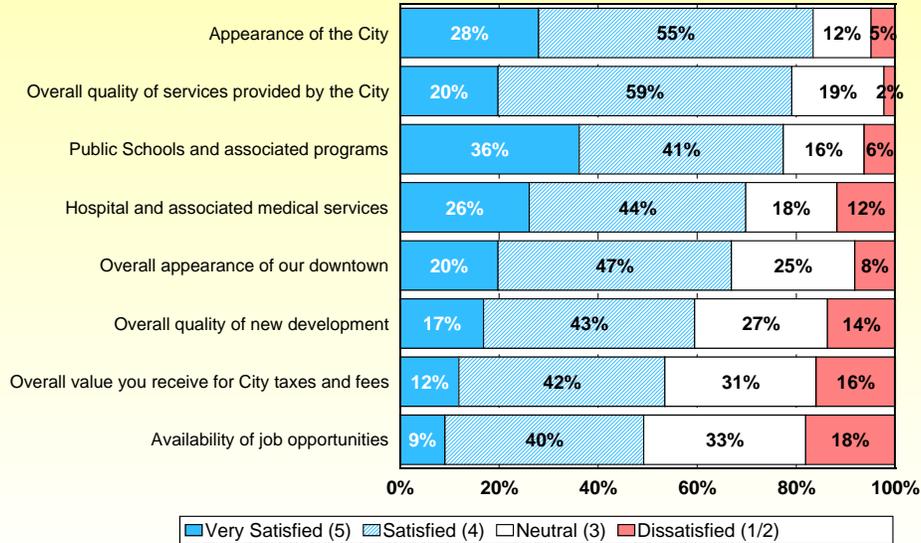
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2009)

Q3. Satisfaction with Items that Influence Residents Perceptions of Norman as a Community

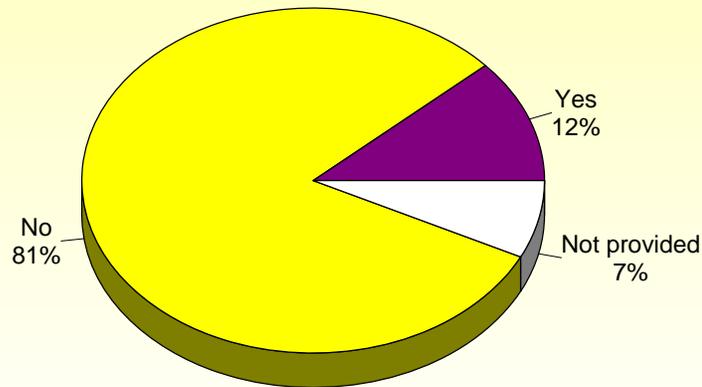
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q4. Have you been the victim of a crime in the City of Norman during the past year?

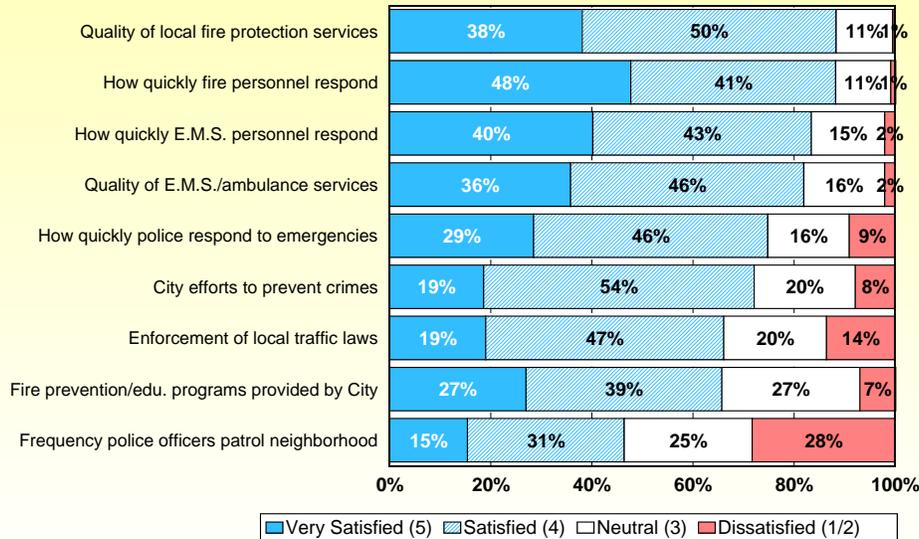
by percentage of respondents



Source: ETC Institute (2009)

Q5. Satisfaction With Various Aspects of Public Safety Services

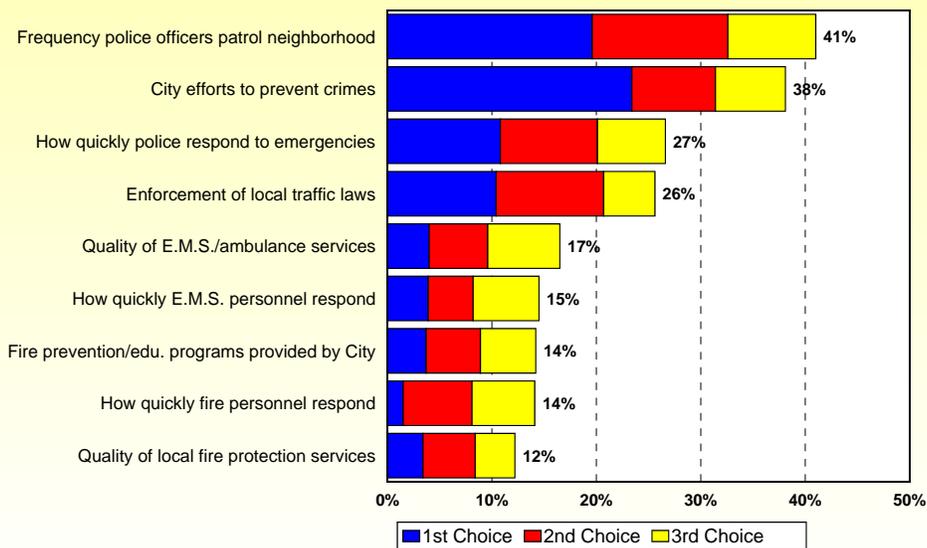
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q6. Public Safety Services that are the Most Important for The City of Norman to Emphasize Over the Next Two Years

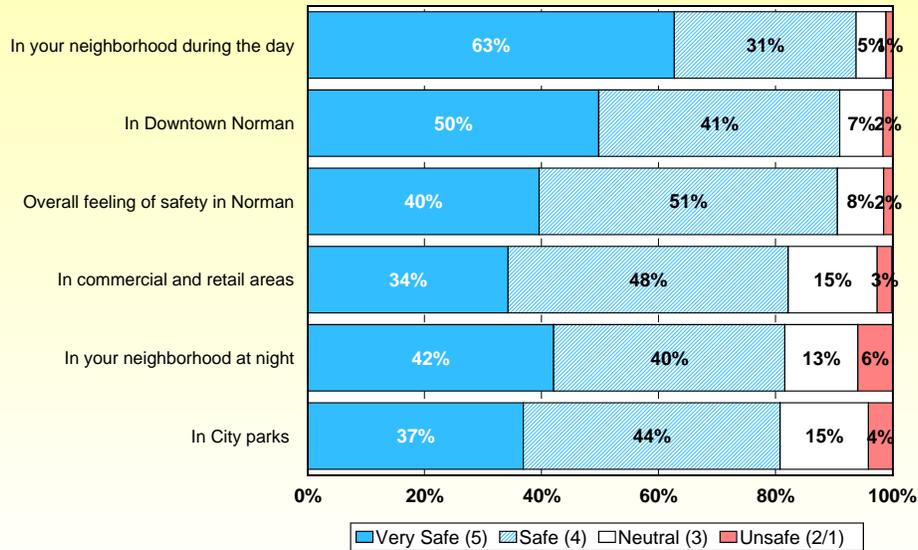
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2009)

Q7. Perceptions of Safety in Various Situations

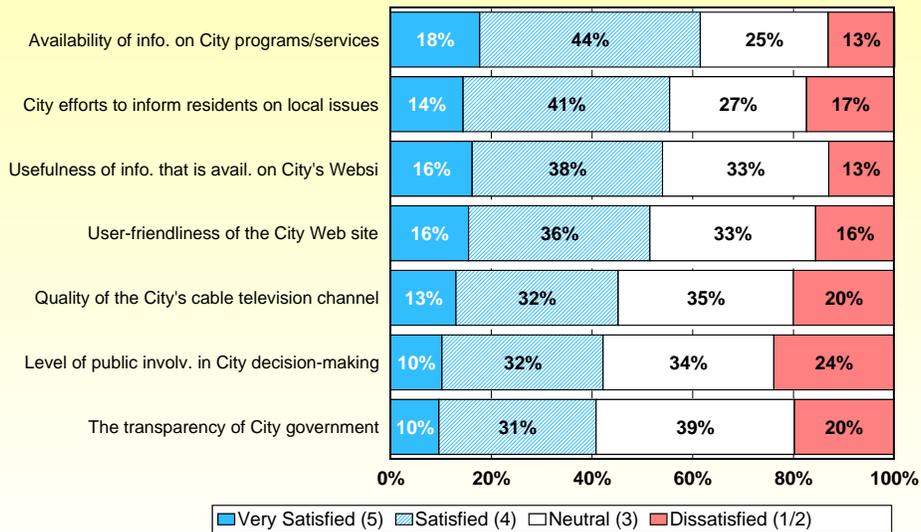
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q8. Satisfaction With Various Aspects of Communication

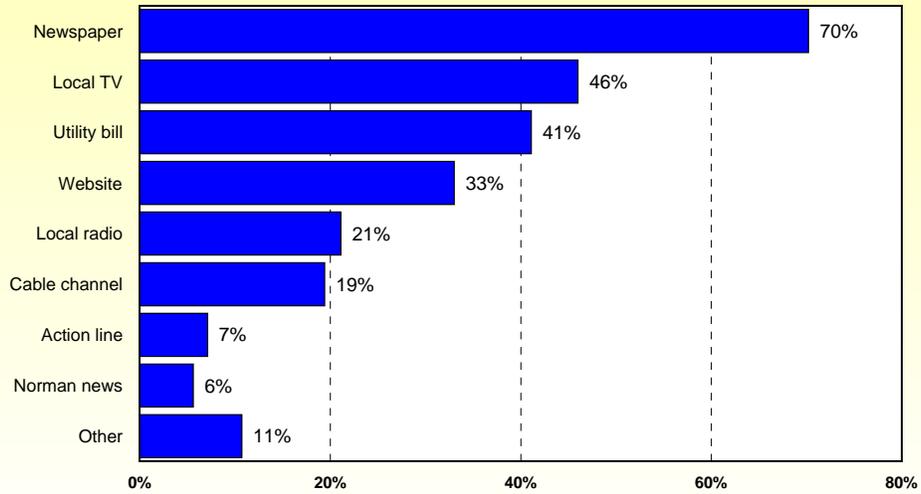
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q9. Sources Residents Currently Use to Get Information About the City

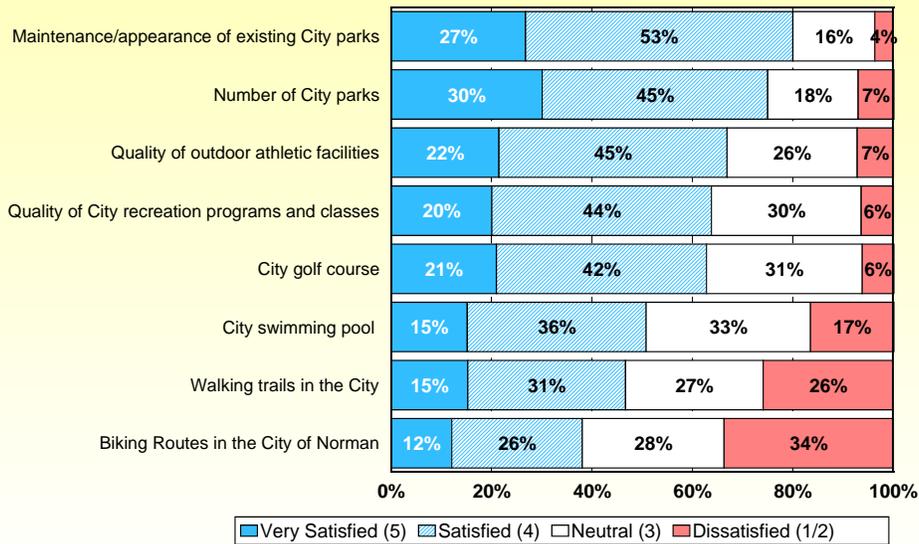
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (2009)

Q10. Satisfaction With Various Aspects of Parks and Recreation

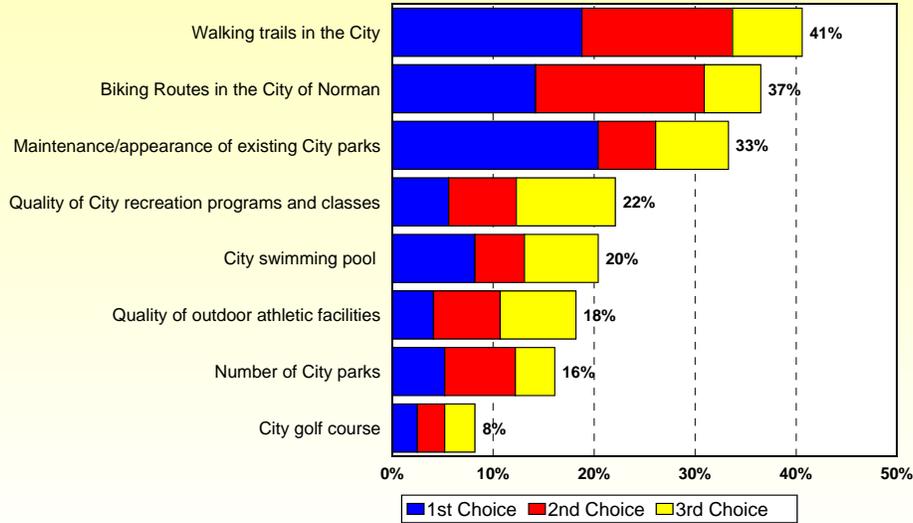
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q11. Parks and Recreation Services that are the Most Important for The City of Norman to Emphasize Over the Next Two Years

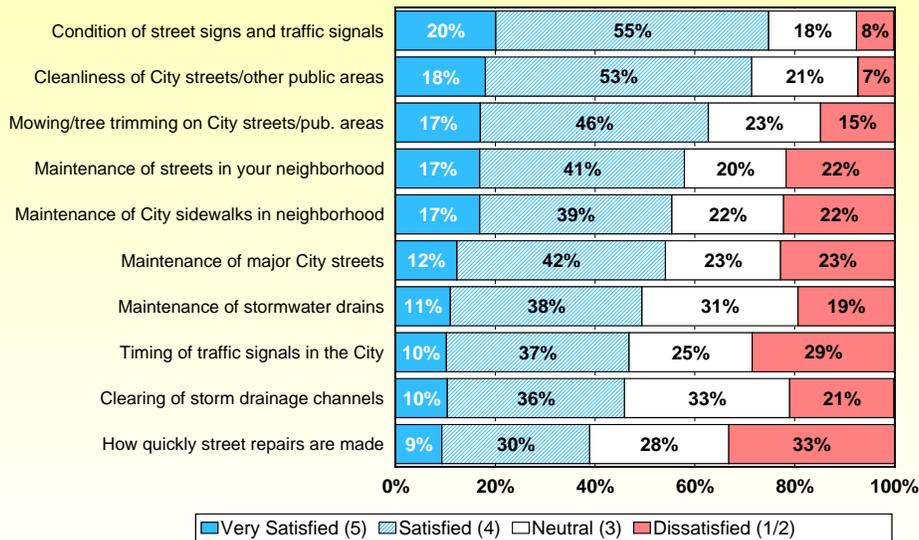
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2009)

Q12. Satisfaction With Various Aspects of Maintenance Services

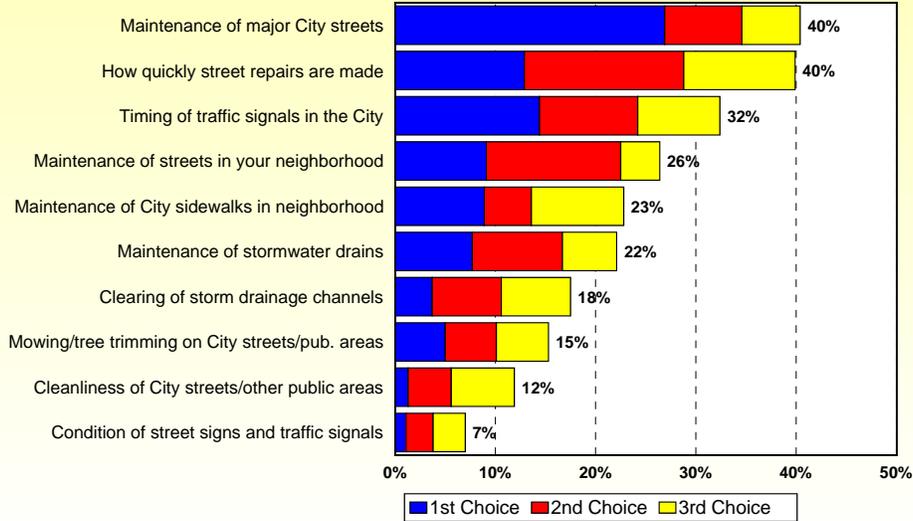
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q13. Maintenance Services that are the Most Important for The City of Norman to Emphasize Over the Next Two Years

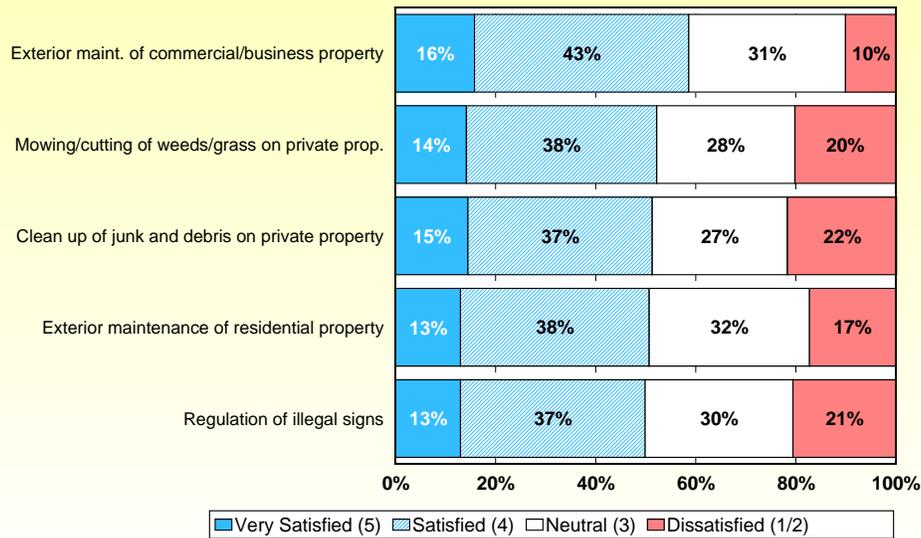
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2009)

Q14. Satisfaction With Various Aspects of Code Enforcement

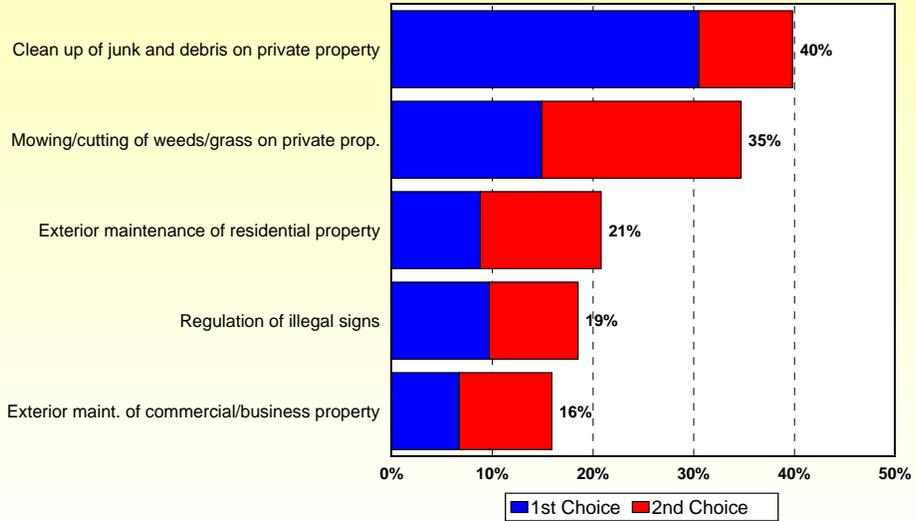
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q15. Code Enforcement Services that are the Most Important for The City of Norman to Emphasize Over the Next Two Years

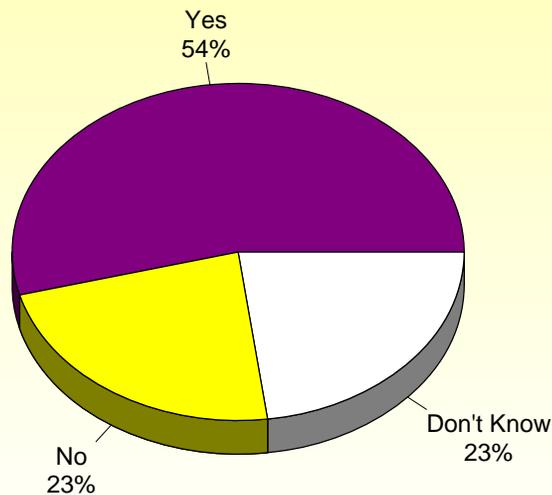
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2009)

Q16. Do you feel that codes are enforced in a fair and consistent manner?

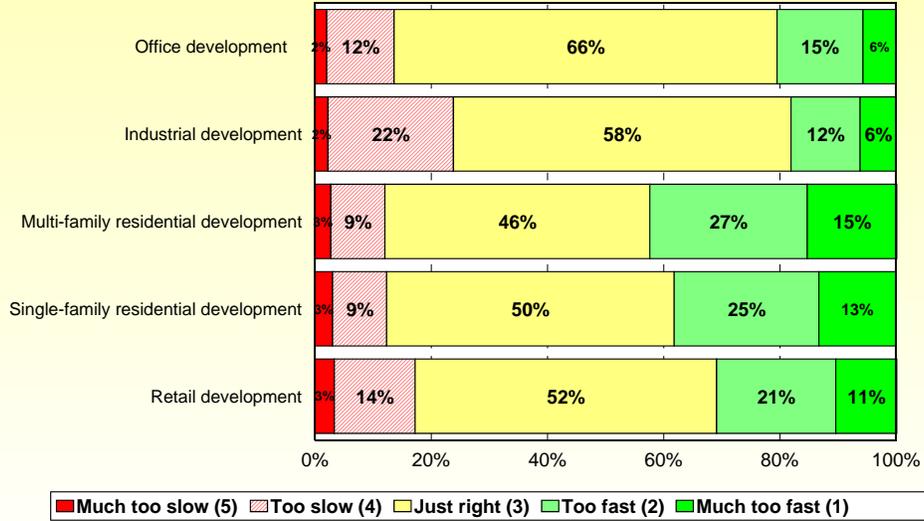
by percentage of respondents



Source: ETC Institute (2009)

Q17. Current Pace of Various Types of Land Development

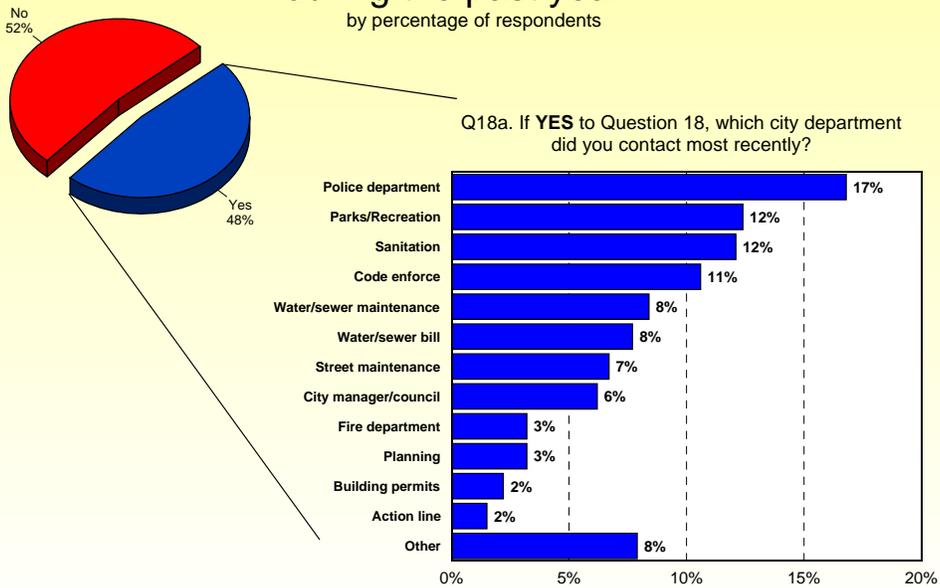
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



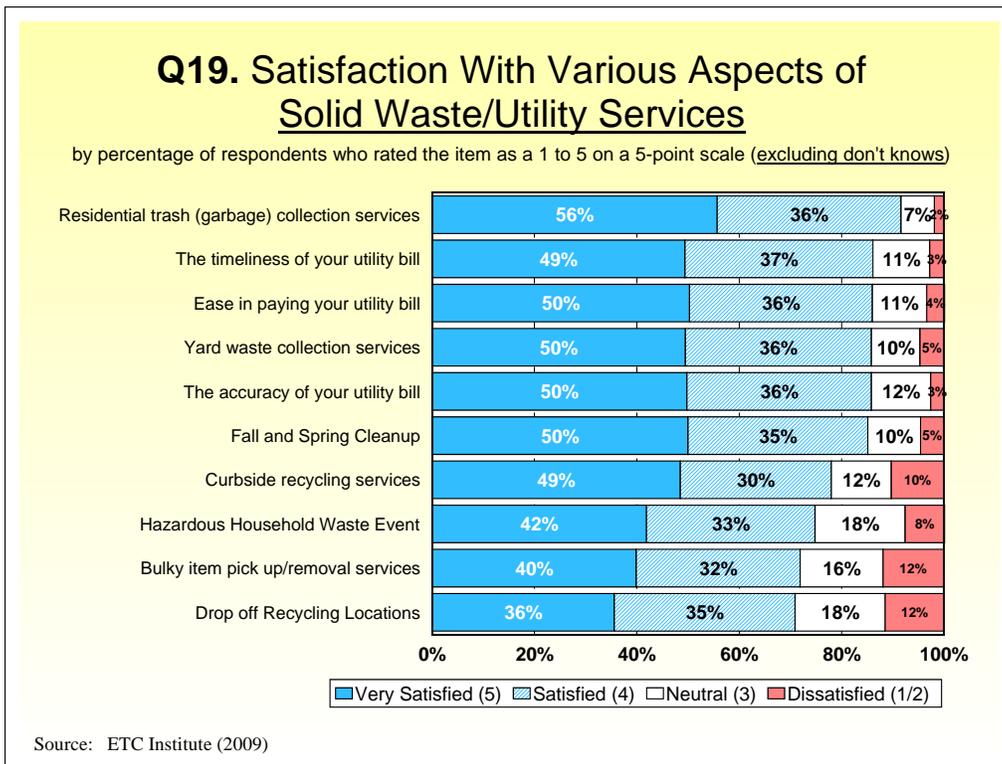
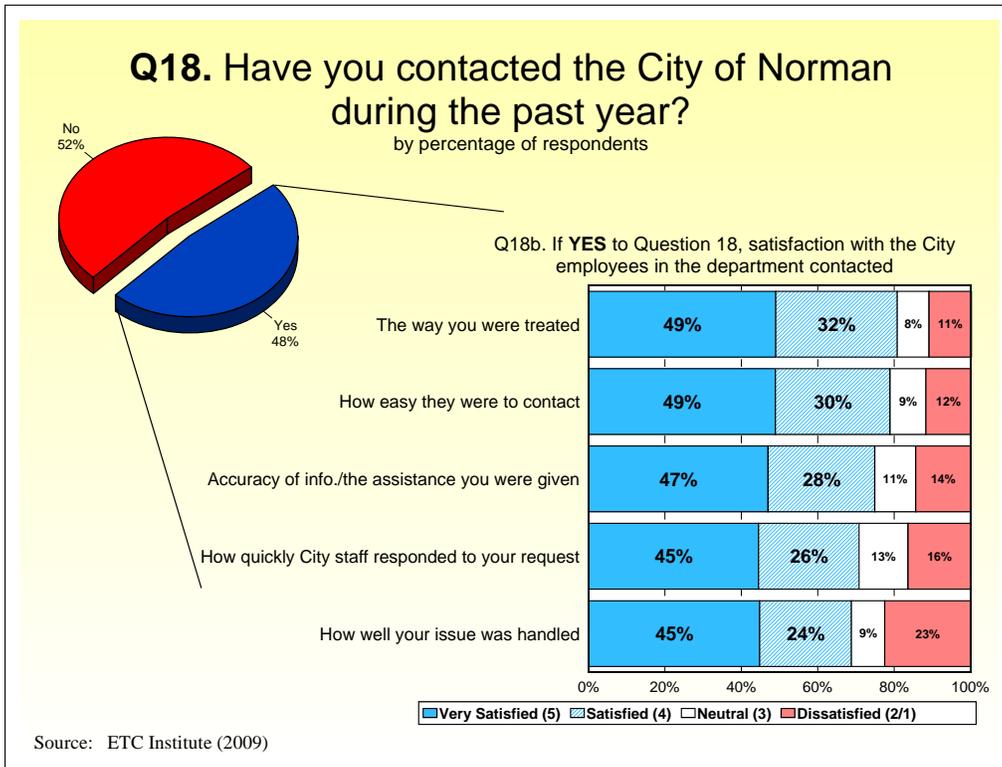
Source: ETC Institute (2009)

Q18. Have you contacted the City of Norman during the past year?

by percentage of respondents

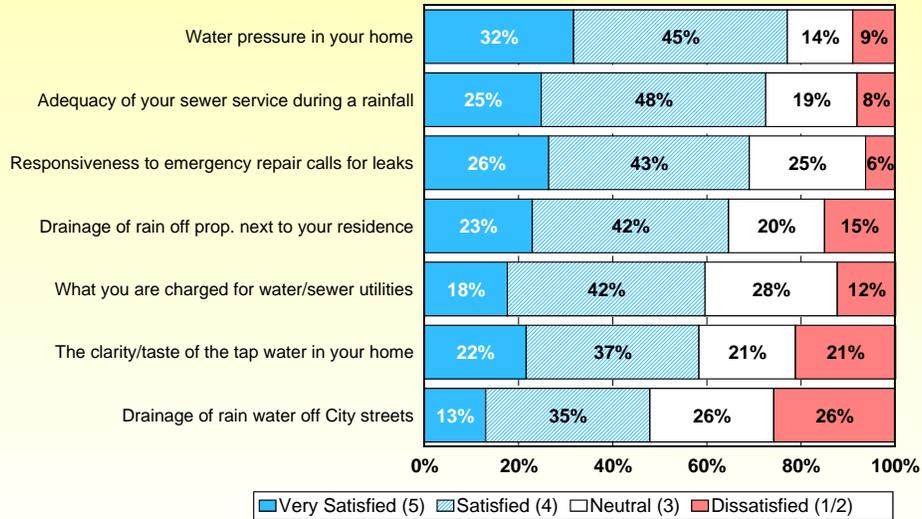


Source: ETC Institute (2009)



Q20. Satisfaction With Various Aspects of Sewer, Water, Stormwater

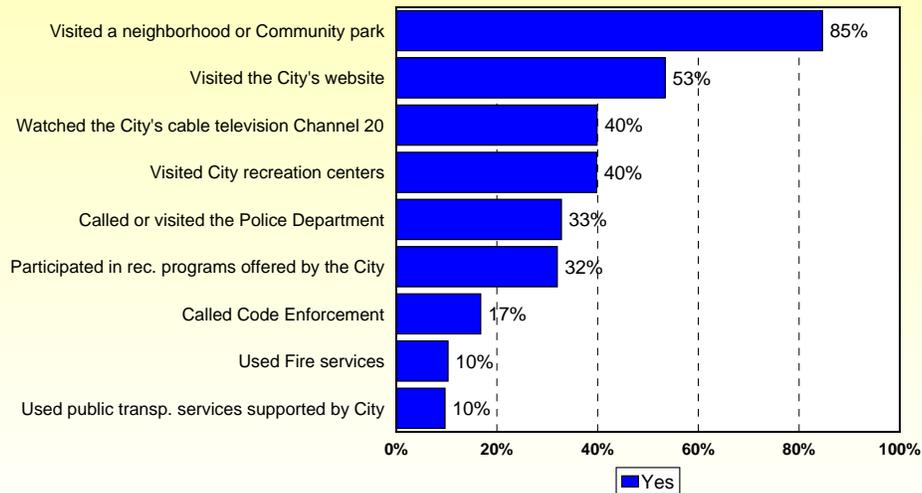
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q21. Have you used the following City services/facilities in the past 12 months?

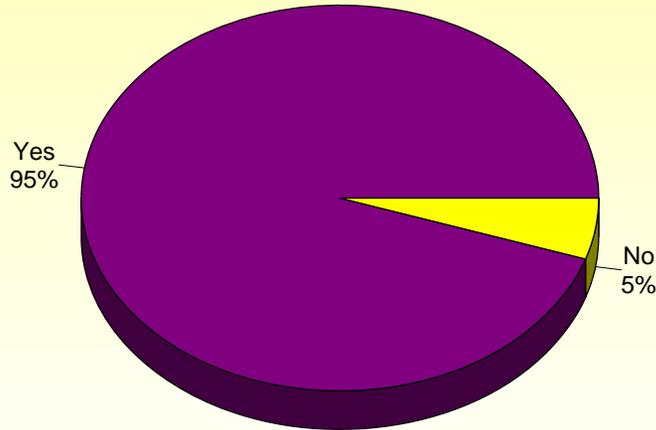
by percentage of respondents who **HAVE** used the following City services/facilities in the past 12 months (multiple responses allowed)



Source: ETC Institute (2009)

Q22. Have you visited Downtown Norman during the past year?

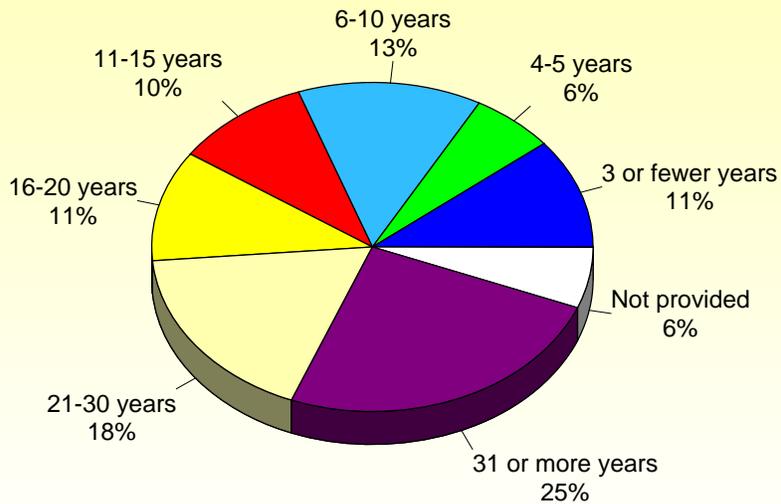
by percentage of respondents



Source: ETC Institute (2009)

Q23. How many years have you lived in the City of Norman?

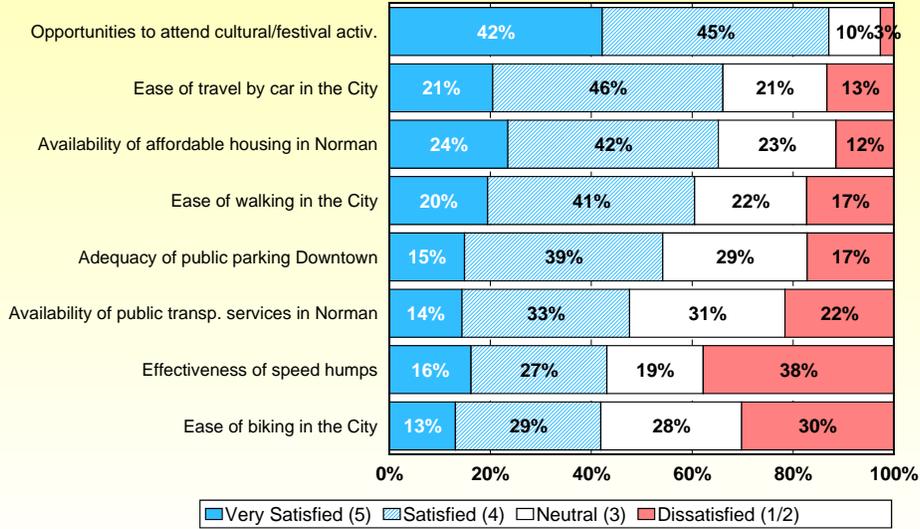
by percentage of respondents



Source: ETC Institute (2009)

Q24. Satisfaction With Various Aspects of Transportation and Other Issues

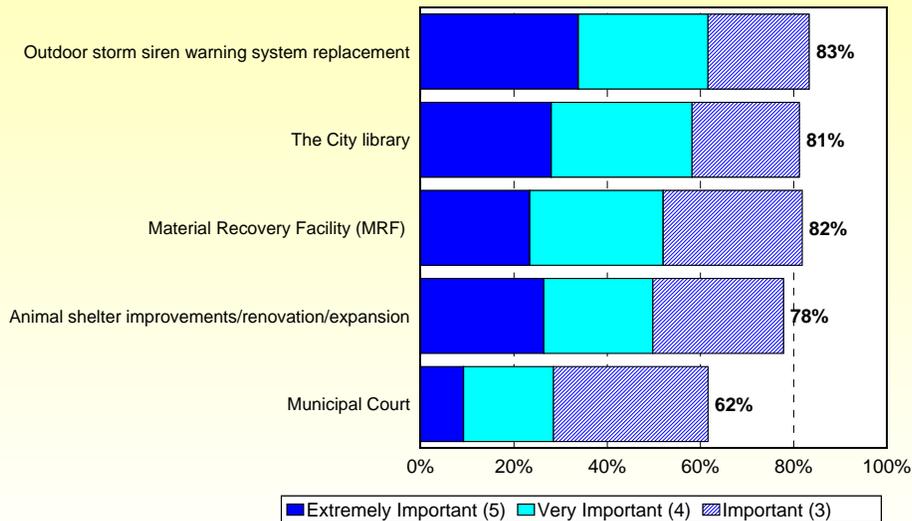
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q25. How important is it for the City to Invest in the following Capital Improvement projects?

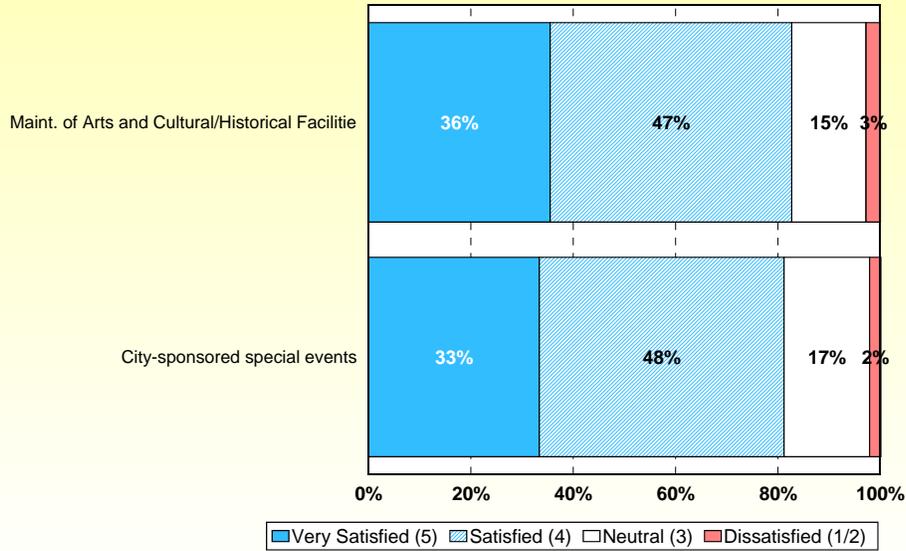
by percentage of respondents



Source: ETC Institute (2009)

Q26. Satisfaction With Various Aspects of Arts and Culture

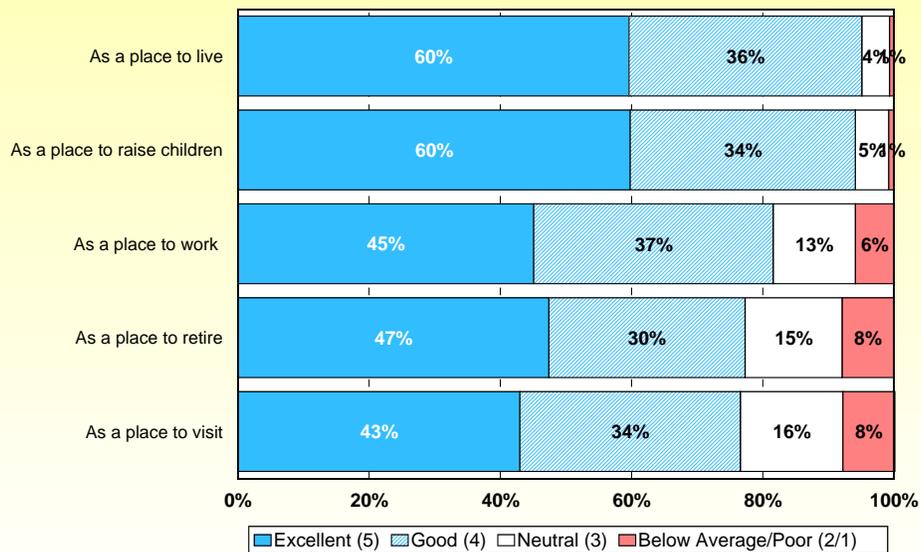
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q27. Overall Ratings of the City

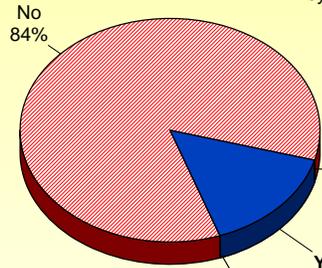
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



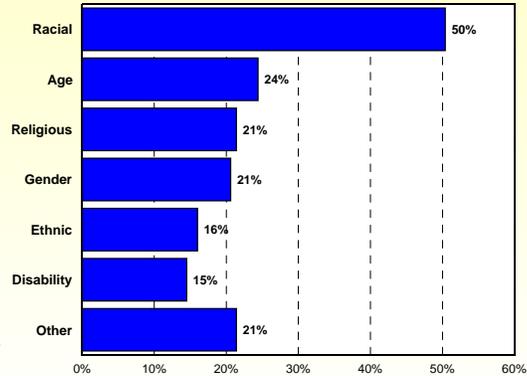
Source: ETC Institute (2009)

Q28. During the past year, have you observed any form of discrimination in the City of Norman?

by percentage of respondents



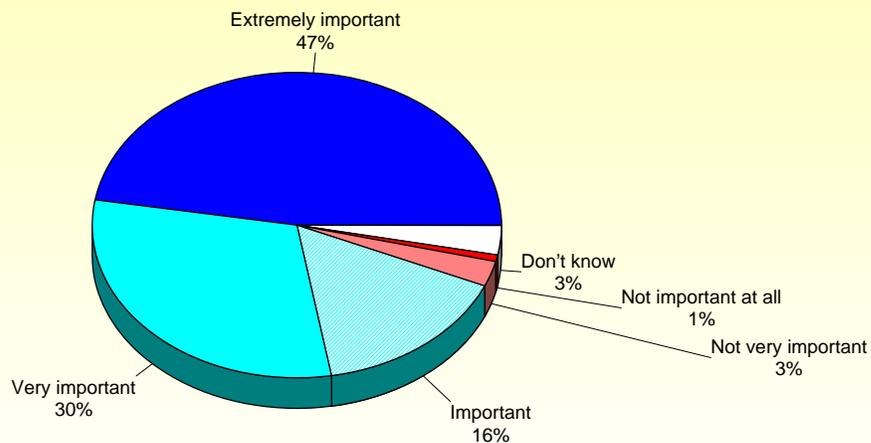
Q28a. If Yes, what kind(s) of discrimination did you observed?
(multiple responses allowed)



Source: ETC Institute (2009)

Q29. How important do you think it is for the City of Norman to fund stormwater improvements that will help prevent flooding and protect the quality of water in lakes and streams, such as Lake Thunderbird, which is the City's primary source of drinking water?

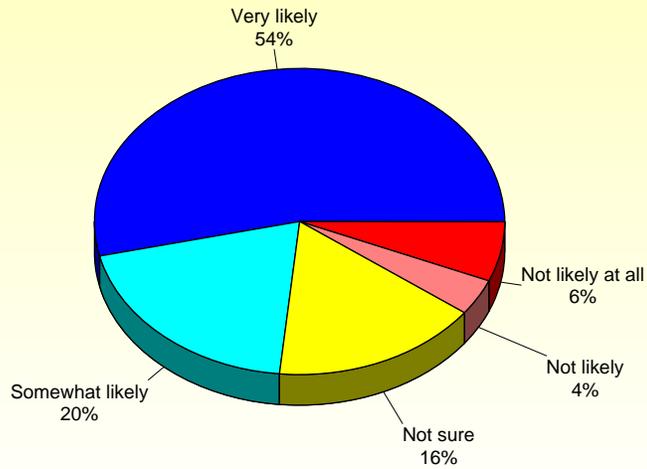
by percentage of respondents



Source: ETC Institute (2009)

Q30. How likely would you be to vote in favor of a 5-year street bond issue if it did not result in a tax increase?

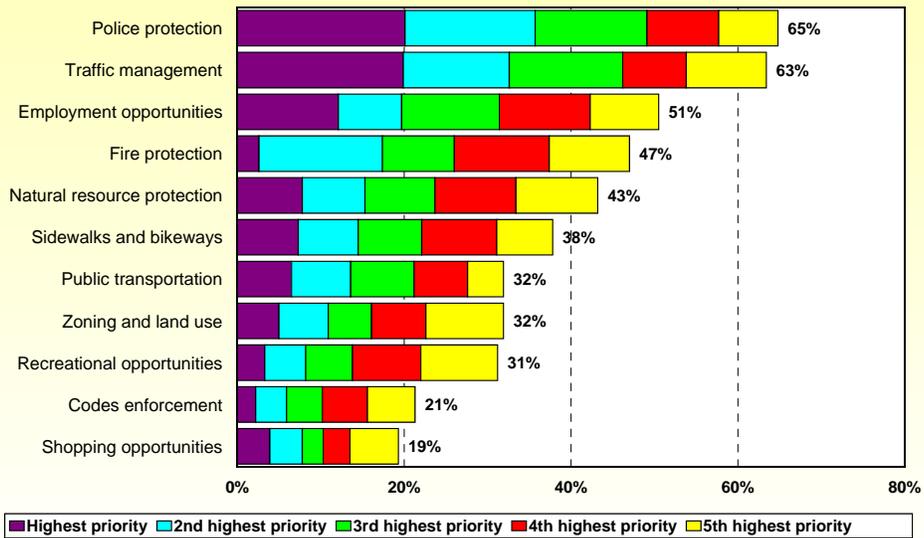
by percentage of respondents



Source: ETC Institute (2009)

Q31. Issues that Should be Top Priorities when Addressing Growth in the City

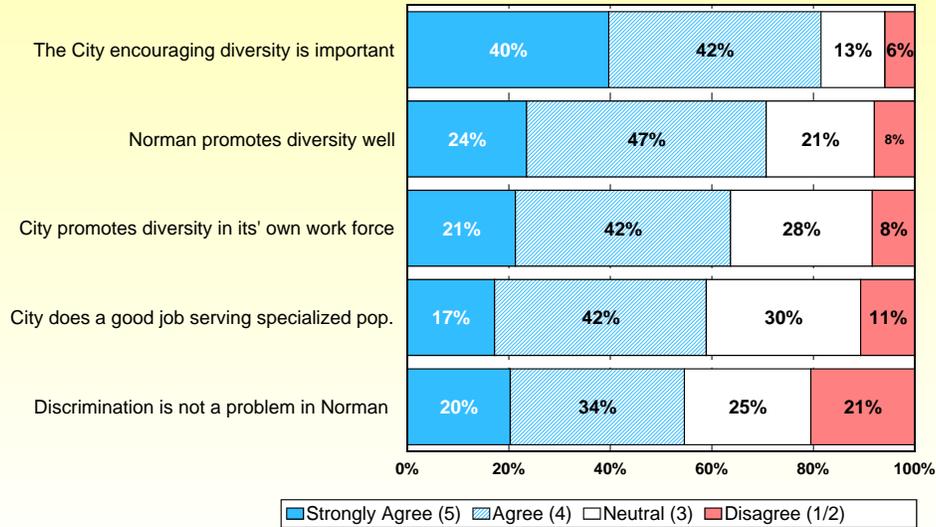
by percentage of respondents who selected the item as one of their top five choices



Source: ETC Institute (2009)

Q32. Level of Agreement With Various Statements About the City of Norman's Diversity Efforts

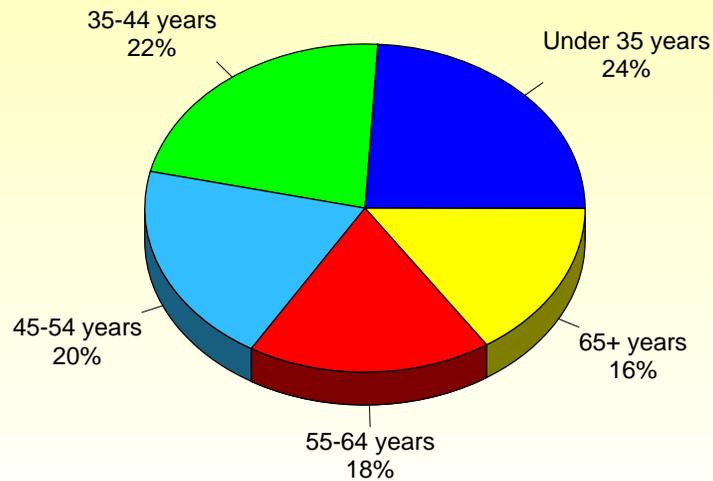
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Q33. Age of Respondents

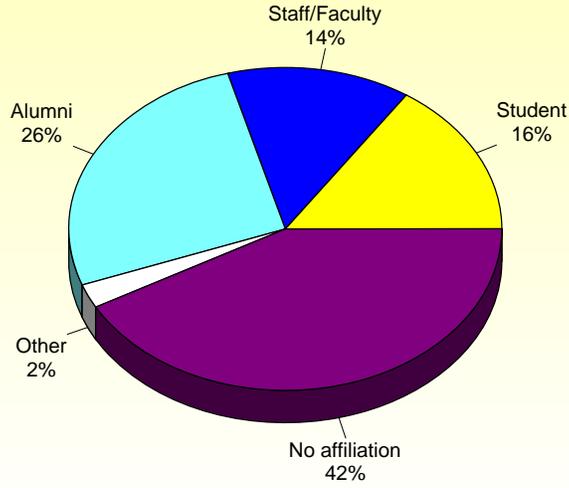
by percentage of respondents



Source: ETC Institute (2009)

Q34. Do you or other members of your household have any of the following affiliations with the University of Oklahoma?

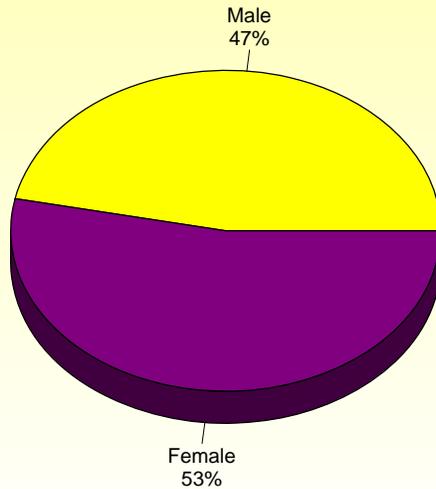
by percentage of respondents



Source: ETC Institute (2009)

Q35. Gender of Respondents

by percentage of respondents



Source: ETC Institute (2009)

Section 2: Benchmarking Data



DirectionFinder® Survey

Benchmarking Summary Report

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 1999, the survey has been administered in nearly 200 cities and counties in 38 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during July 2007 to a random sample of more than 2,000 residents in the continental United States, and (2) individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 199,999) between May 2005 and December 2008. The "U.S. Average" shown in this report reflects the overall results of ETC Institute's national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services.

The 30 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Westland, Michigan
- West Des Moines, Iowa
- Yuma, Arizona

Interpreting the Performance Range Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. 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 Norman compare to the 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 Norman rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Norman rated below the national average.

STRENGTHS

The City of Norman rated above the national average for cities with a population between 20,000 and 199,999 in 24 of the 36 areas that were assessed. The areas in which Norman is setting the standard for performance (by rating at least 10% above the national average) are listed below:

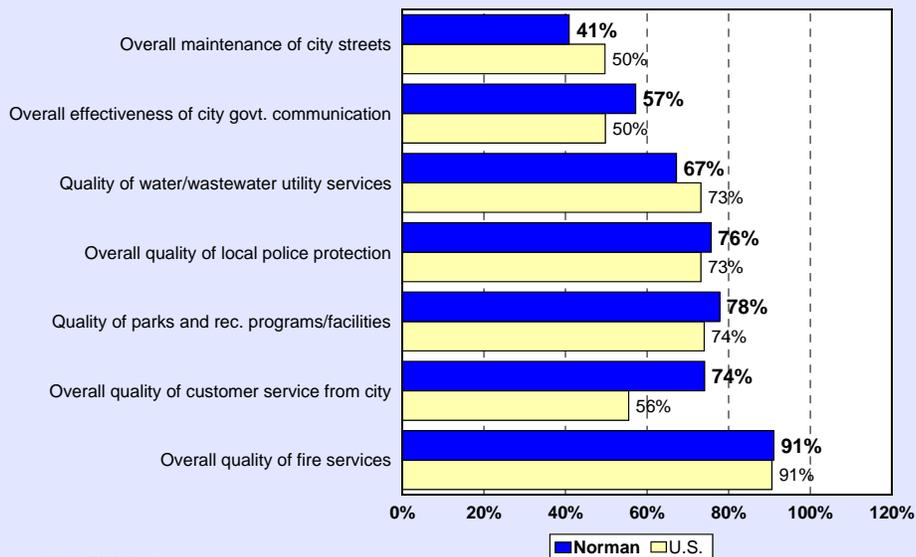
- Overall quality of customer service from city (+19%)
- Quality of city government services (+21%)
- Feeling of safety in your neighborhood after dark (+18%)
- Feeling of safety in City parks (+21%)
- Efforts by the city to prevent crime (+11%)
- Availability of information about city services/activities (+14%)
- City efforts to keep you informed on local issues (+12%)
- Accuracy of information/assistance you were given from City staff (+15%)
- How quickly City staff responded to your request (+19%)
- How well your issue was handled by City staff (+14%)
- As a place to live (+14%)

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 Norman, OK is not authorized without written consent from ETC Institute.

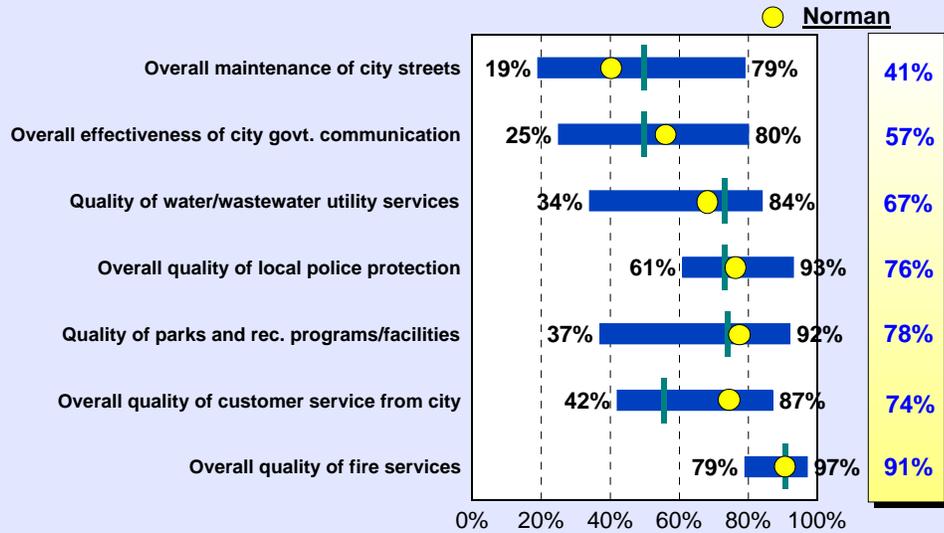
Overall Satisfaction with Various City Services Norman vs. the U.S.

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 knows)



Overall Satisfaction with Various City Services 2009

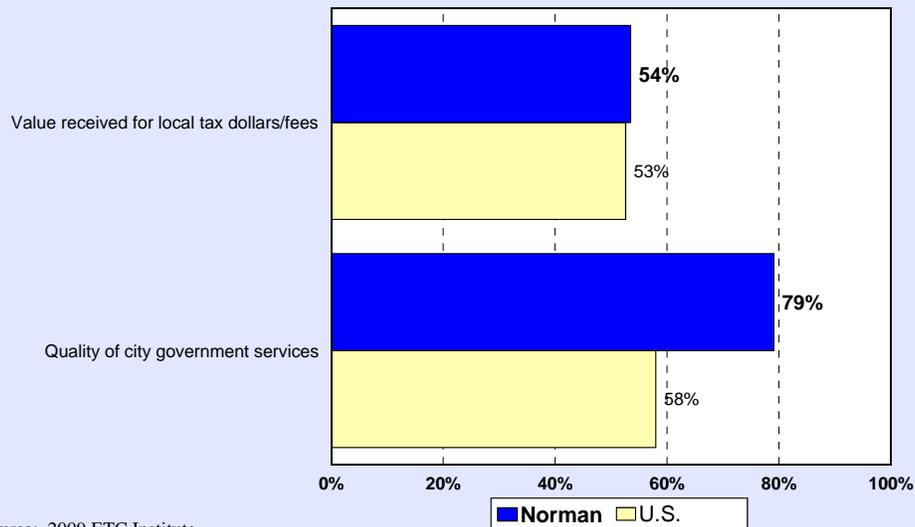
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



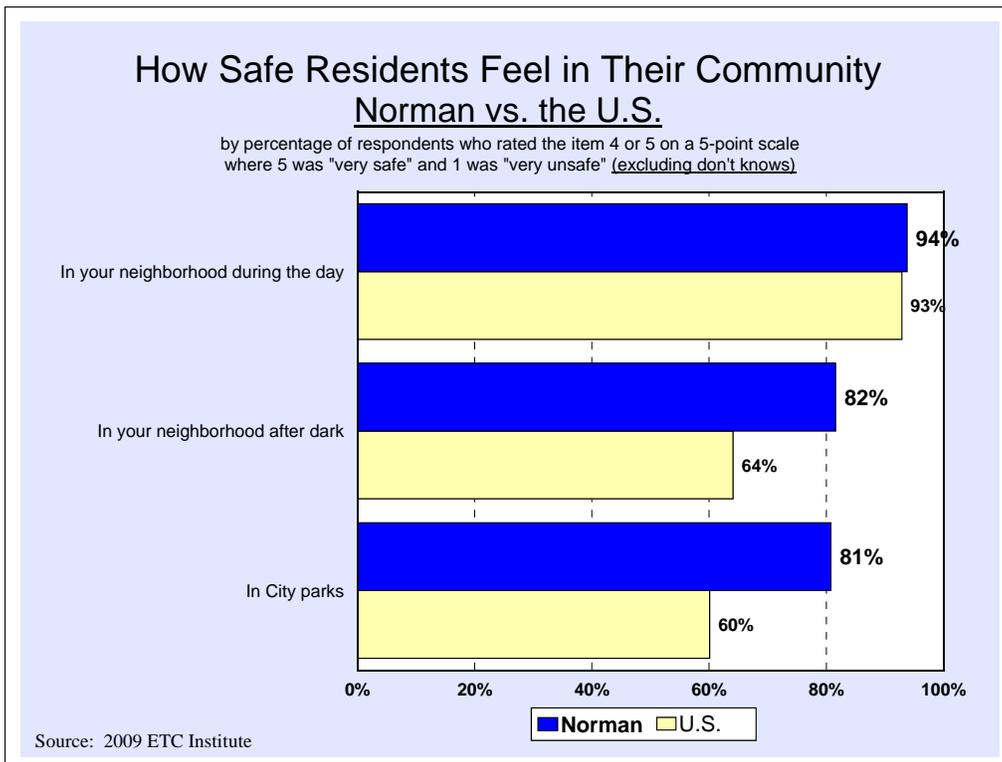
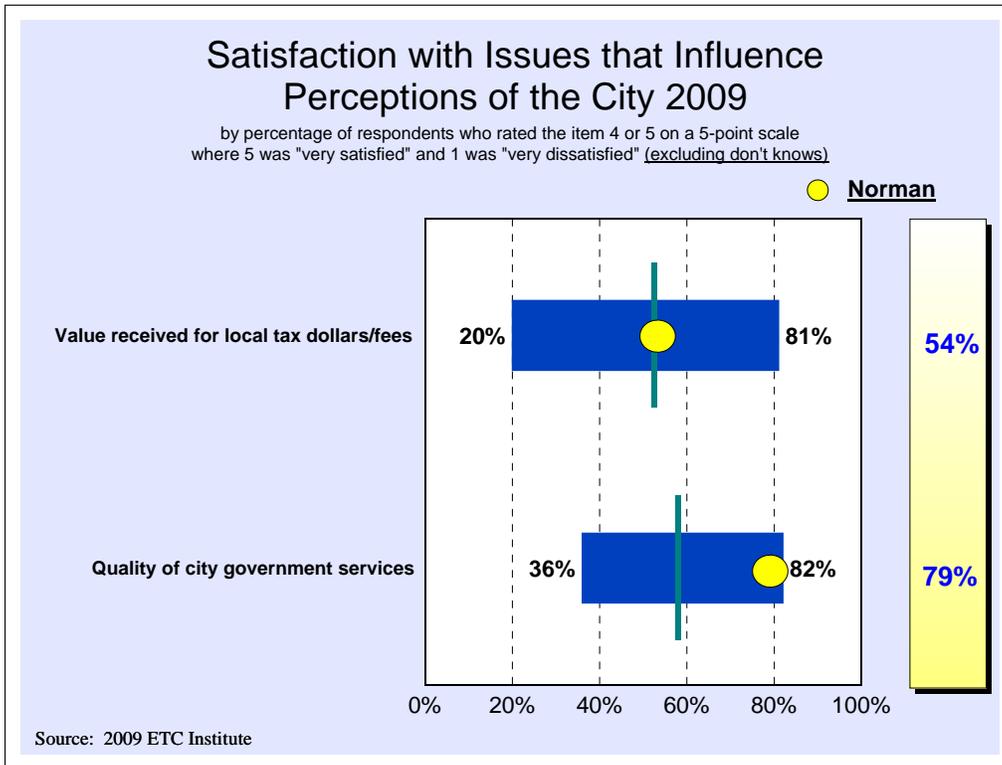
Source: 2009 ETC Institute

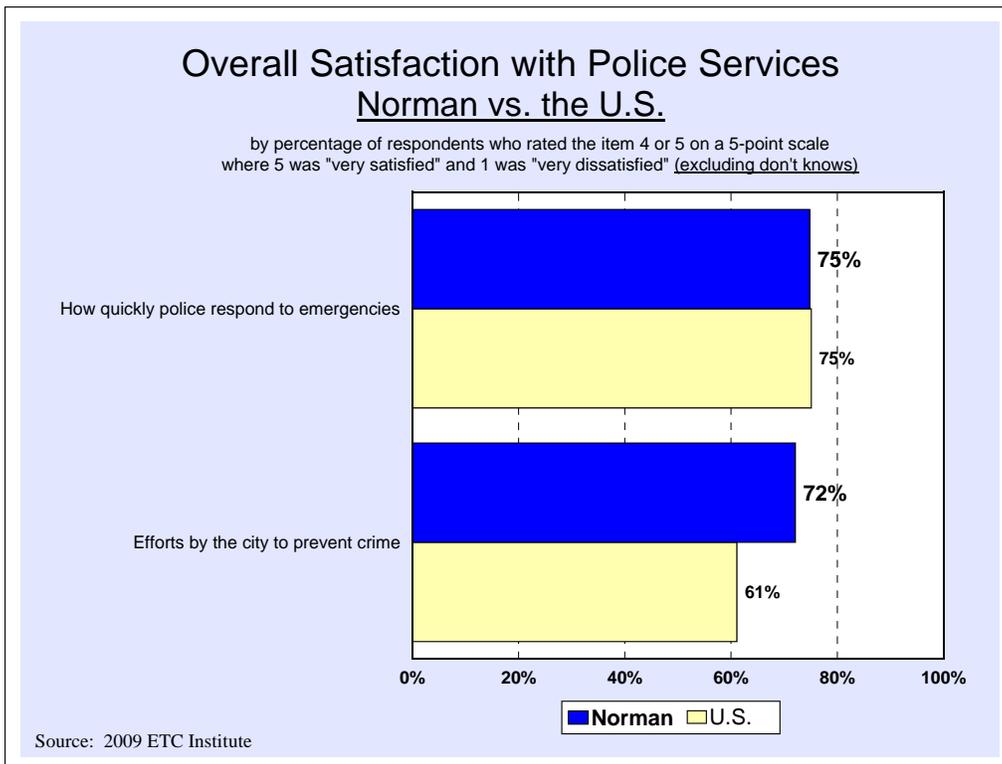
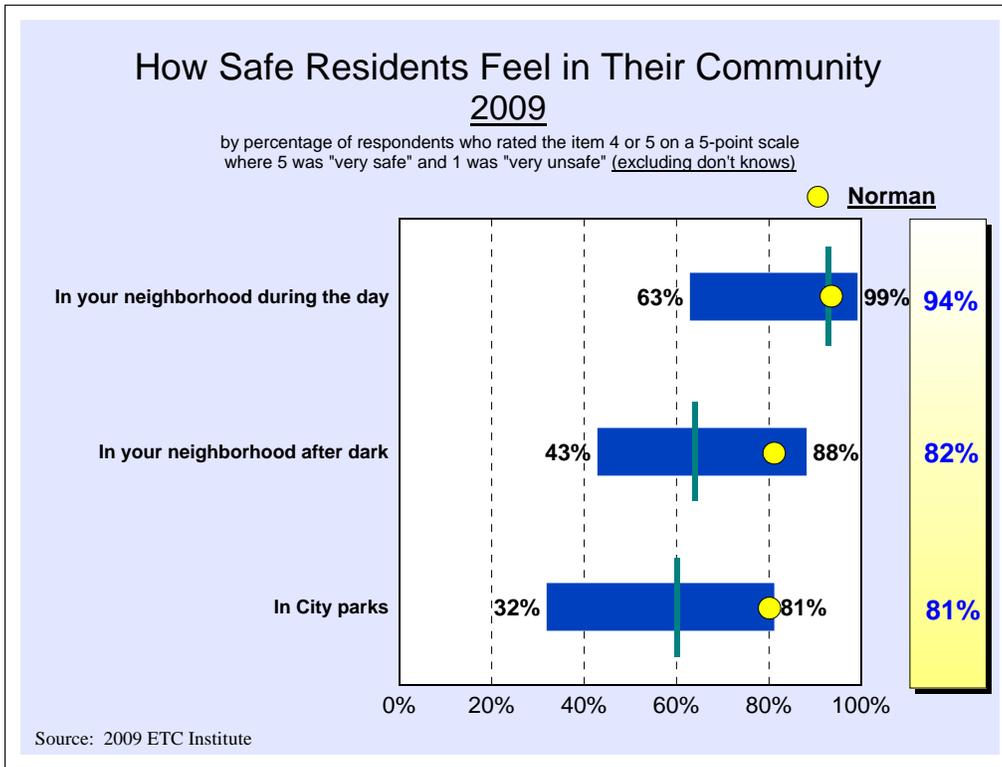
Satisfaction with Issues that Influence Perceptions of the City Norman vs. the U.S.

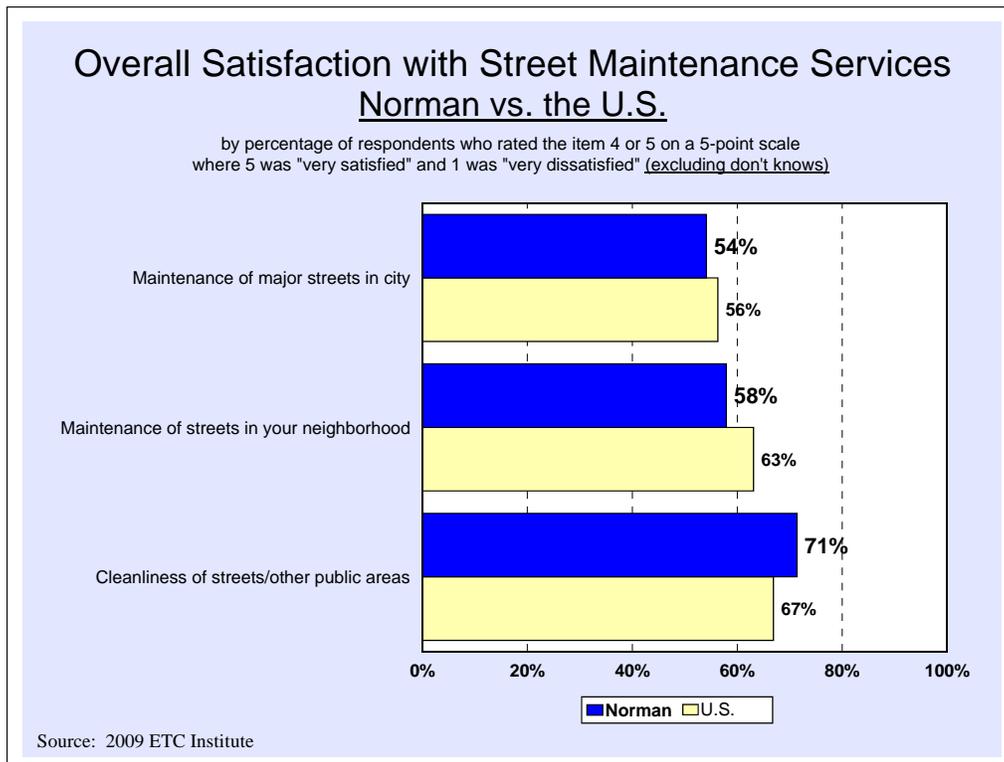
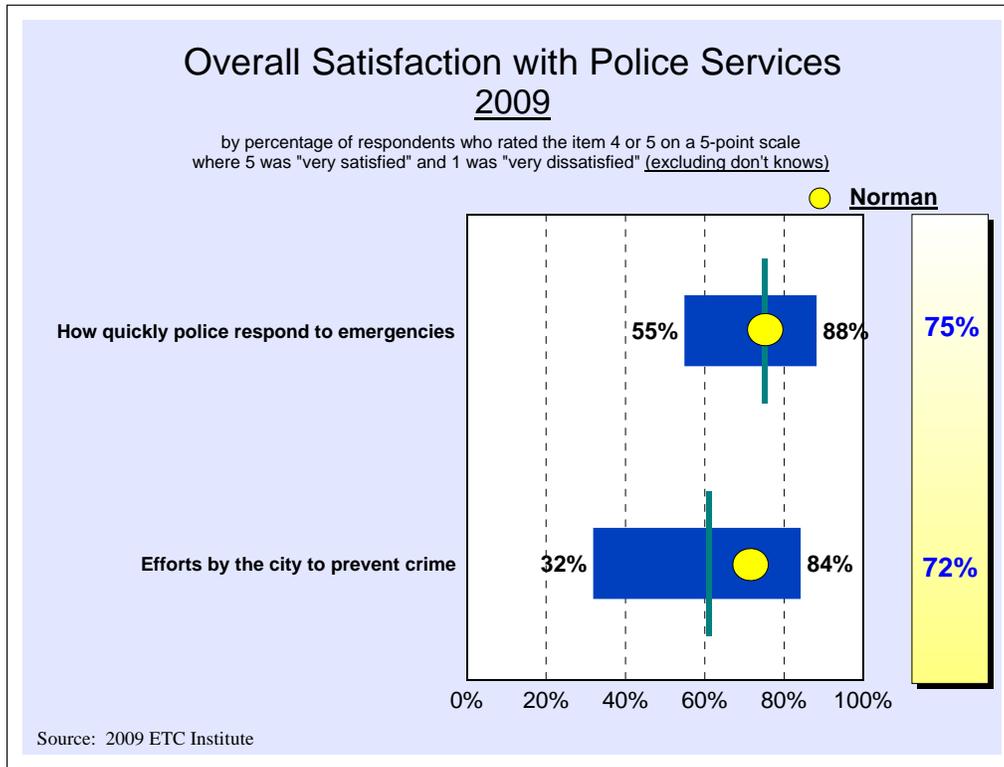
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2009 ETC Institute

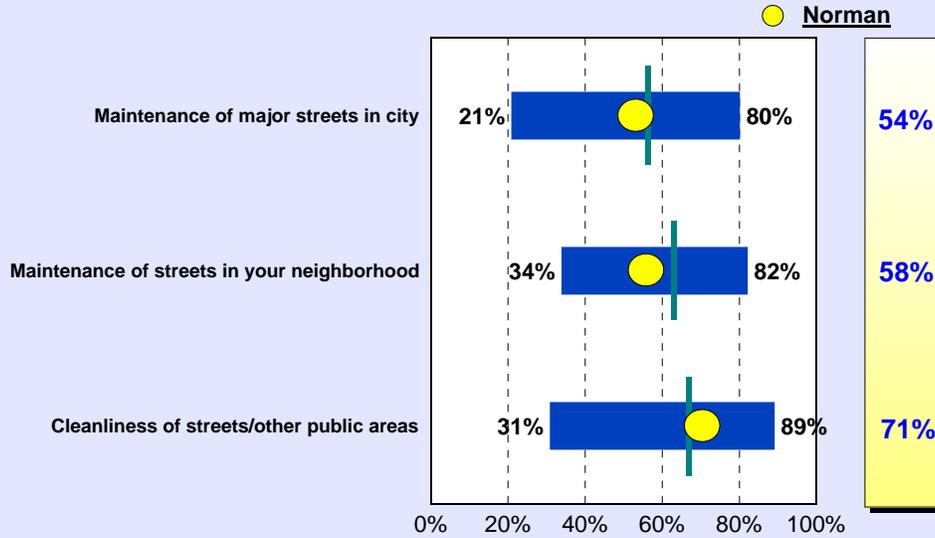






Overall Satisfaction with Street Maintenance Services 2009

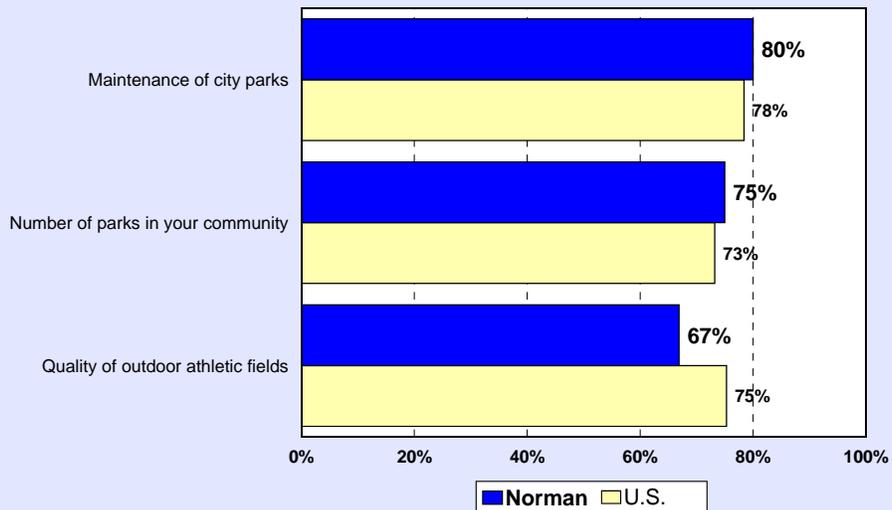
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



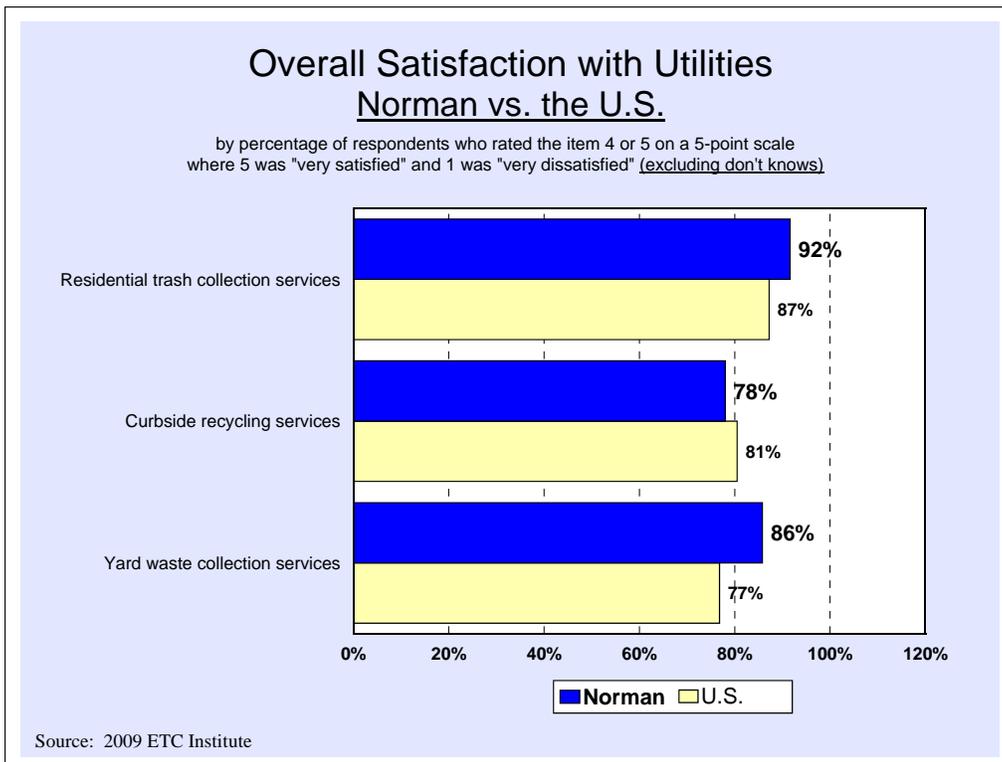
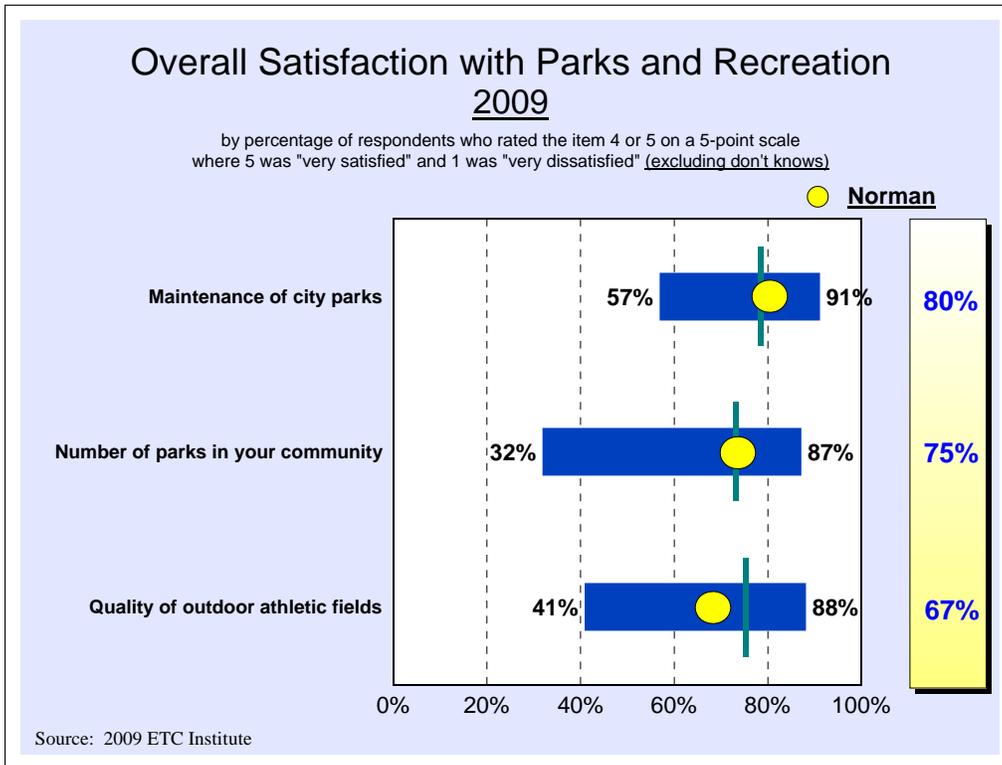
Source: 2009 ETC Institute

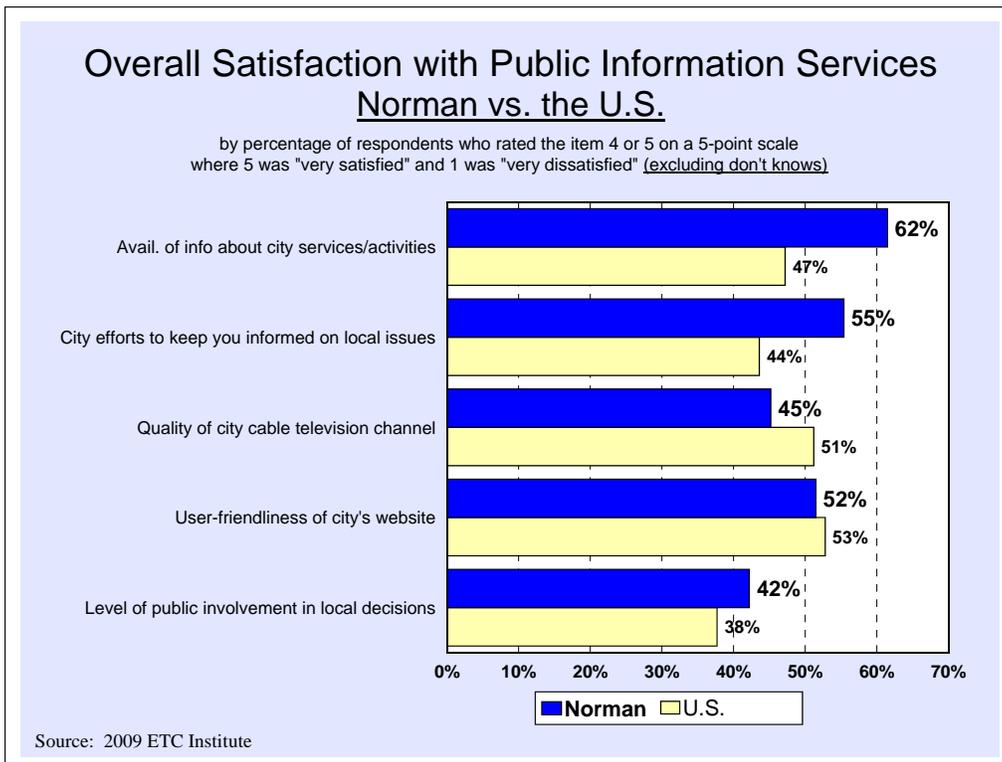
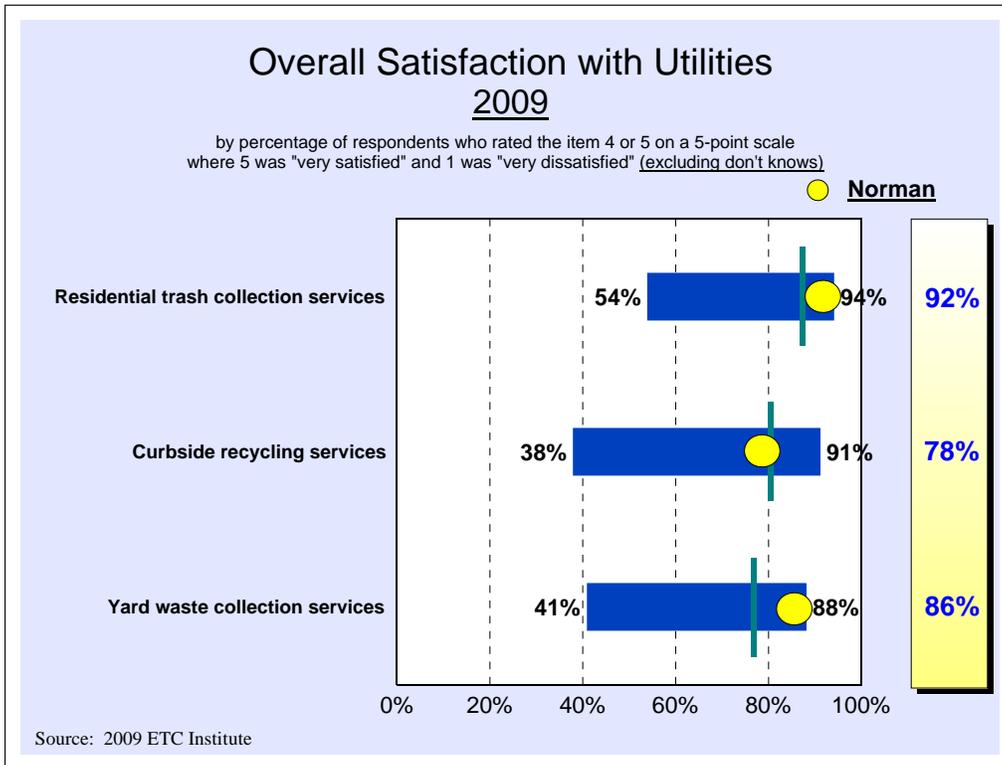
Overall Satisfaction with Parks and Recreation Norman vs. the U.S.

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 knows)



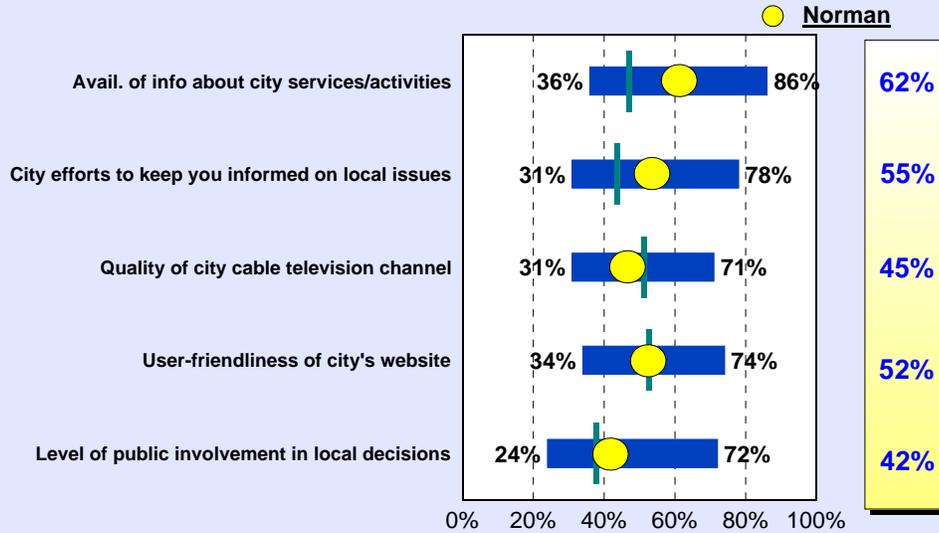
Source: 2009 ETC Institute





Overall Satisfaction with Public Information Services 2009

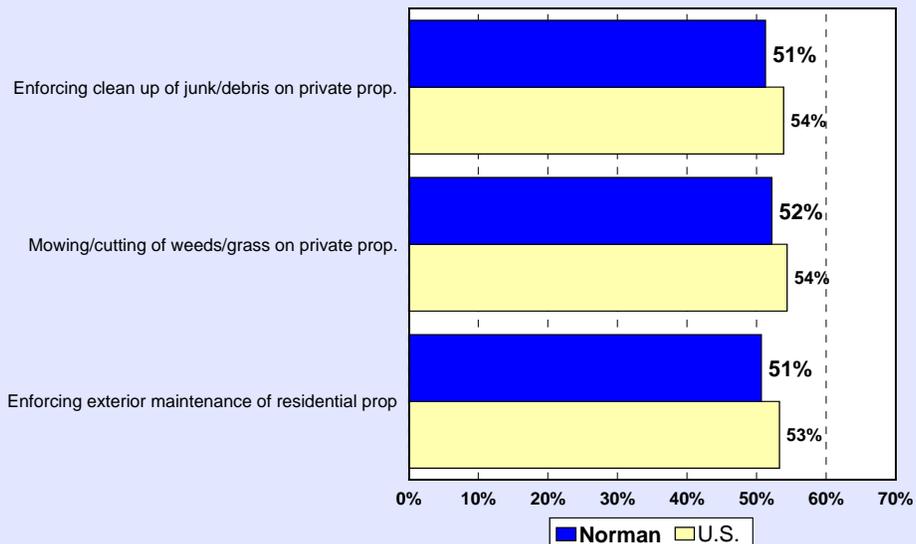
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2009 ETC Institute

Overall Satisfaction with Code Enforcement Norman vs. the U.S.

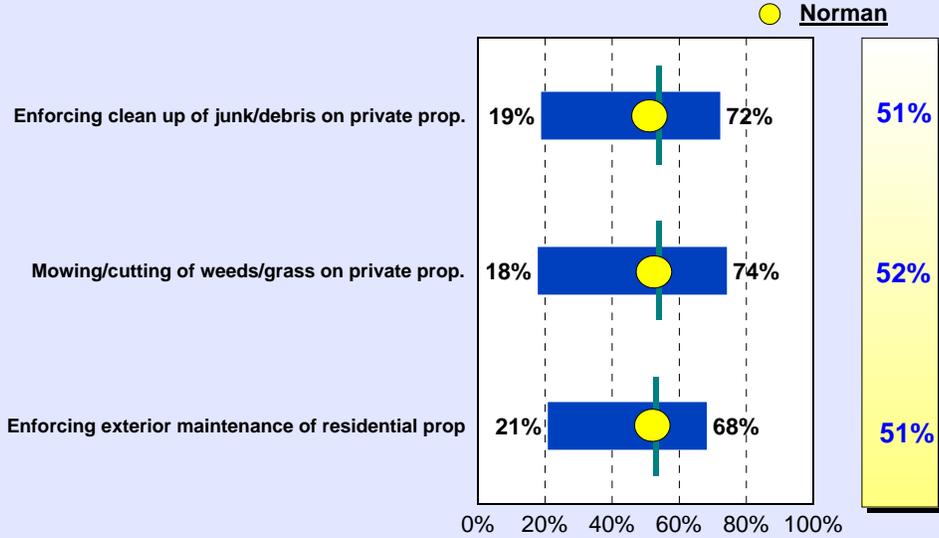
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2009 ETC Institute

Overall Satisfaction with Code Enforcement 2009

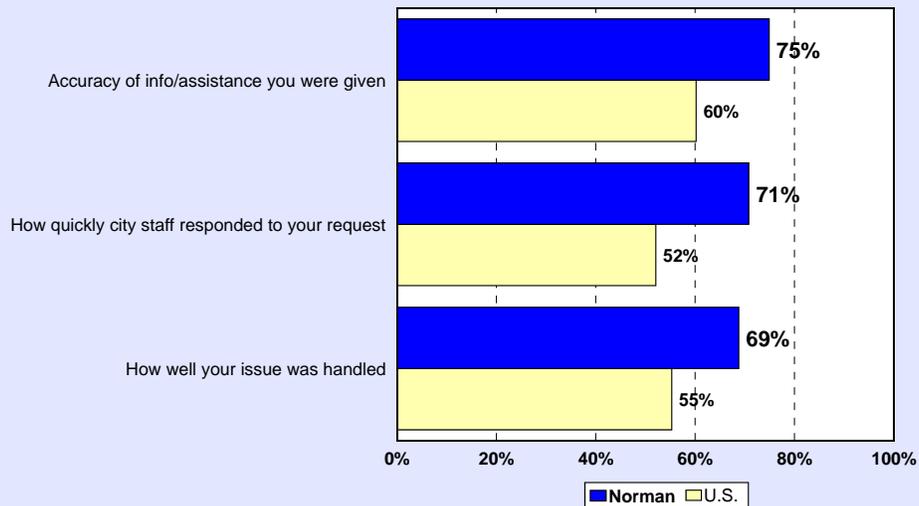
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



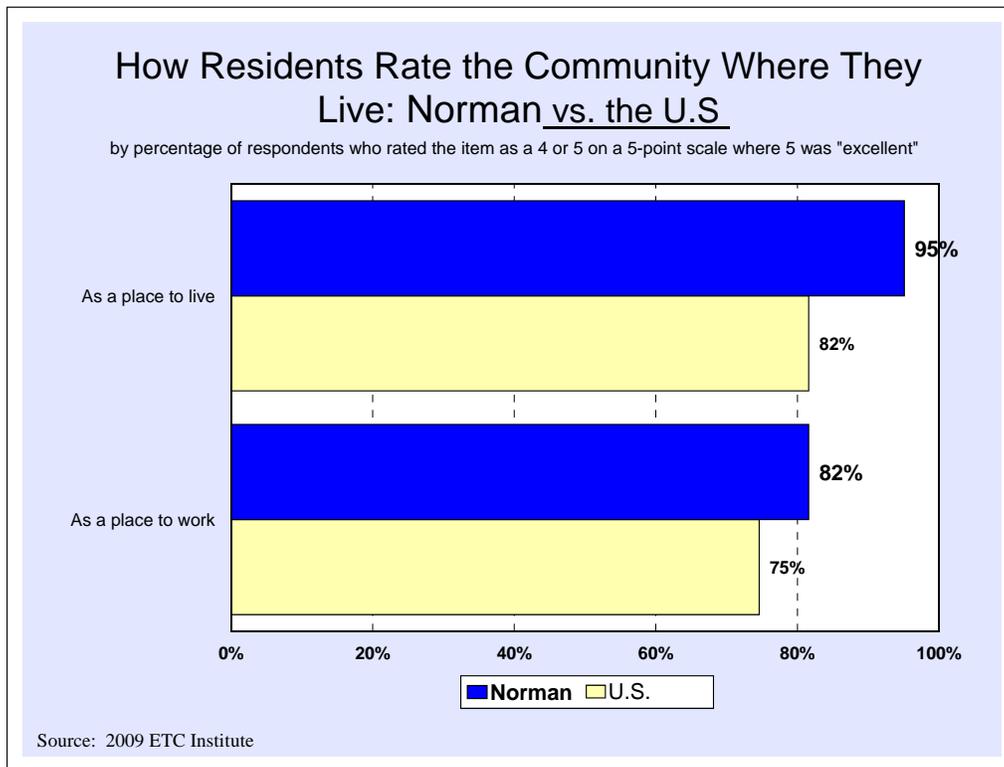
Source: 2009 ETC Institute

Overall Satisfaction with Customer Service from Local Government Employees Norman vs. the U.S.

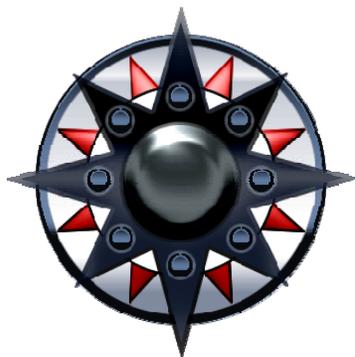
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2009 ETC Institute



Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Norman, 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 highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

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 cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that 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 that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the Major City services they thought were the most important for the City to emphasize over the next two years. Approximately twenty-seven percent (.267) selected the "Quality of police services" as one of the most important Major City services to emphasize over the next two years.

With regard to satisfaction, approximately seventy-six percent (.757) of the residents surveyed rated their overall satisfaction with the “Quality of police services” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for the “Quality of police services” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 26.7% was multiplied by 24.3% (1-0.757). This calculation yielded an I-S rating of 0.0649, which ranked eighth out of fourteen Major City Services.

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

The lowest rating is 0.00 and could be achieved under either one 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 of the 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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Norman are provided on the following page.

Importance-Satisfaction Rating

Norman, OK

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of City streets/sidewalks	57%	1	41%	14	0.3392	1
Management of traffic flow on City streets	44%	2	44%	13	0.2491	2
<u>High Priority (IS .10-.20)</u>						
Management of stormwater runoff by the City	30%	3	46%	12	0.1628	3
Efforts to provide public transportation services	25%	6	50%	11	0.1260	4
<u>Medium Priority (IS <.10)</u>						
Quality of City water/wastewater utilities	26%	5	67%	7	0.0853	5
Efforts by the City to enforce codes/ordinances	18%	9	55%	10	0.0814	6
Effectiveness of City communication w/public	18%	8	57%	9	0.0775	7
Overall quality of police services	27%	4	76%	4	0.0649	8
Quality of City's parks/rec programs & facilities	19%	7	78%	3	0.0428	9
Quality of trash/recycling/yard waste services	15%	10	82%	2	0.0259	10
Overall maintenance of City buildings	7%	12	68%	6	0.0232	11
Overall quality of the Municipal Court	5%	14	59%	8	0.0222	12
Quality of customer service from City staff	7%	13	74%	5	0.0174	13
Overall quality of fire services	12%	11	91%	1	0.0110	14

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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

Norman, OK

Public Safety Services

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>						
Frequency police officers patrol neighborhood	41%	1	46%	9	0.2198	1
<u>High Priority (IS .10-.20)</u>						
City efforts to prevent crimes	38%	2	72%	6	0.1063	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	26%	4	66%	7	0.0868	3
How quickly police respond to emergencies	27%	3	75%	5	0.0670	4
Fire prevention/edu. programs provided by City	14%	7	66%	8	0.0487	5
Quality of E.M.S./ambulance services	17%	5	82%	4	0.0299	6
How quickly E.M.S. personnel respond	15%	6	83%	3	0.0241	7
How quickly fire personnel respond	14%	8	88%	2	0.0166	8
Quality of local fire protection services	12%	9	88%	1	0.0143	9

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 were the most important for the City to emphasize over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

Norman, OK

Parks and Recreation

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>						
Biking Routes in the City of Norman	37%	2	38%	8	0.2259	1
Walking trails in the City	41%	1	47%	7	0.2164	2
<u>High Priority (IS .10-.20)</u>						
City swimming pool	20%	5	51%	6	0.1004	3
<u>Medium Priority (IS <.10)</u>						
Quality of City recreation programs and classes	22%	4	64%	4	0.0800	4
Maintenance/appearance of existing City parks	33%	3	80%	1	0.0666	5
Quality of outdoor athletic facilities	18%	6	67%	3	0.0602	6
Number of City parks	16%	7	75%	2	0.0403	7
City golf course	8%	8	63%	5	0.0305	8

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 were the most important for the City to emphasize over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

Norman, OK

Maintenance

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>						
How quickly street repairs are made	40%	2	39%	10	0.2438	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of major City streets	40%	1	54%	6	0.1854	2
Timing of traffic signals in the City	32%	3	47%	8	0.1724	3
Maintenance of stormwater drains	22%	6	49%	7	0.1118	4
Maintenance of streets in your neighborhood	26%	4	58%	4	0.1111	5
Maintenance of City sidewalks in neighborhood	23%	5	55%	5	0.1017	6
<u>Medium Priority (IS <.10)</u>						
Clearing of storm drainage channels	18%	7	46%	9	0.0947	7
Mowing/tree trimming on City streets/pub. areas	15%	8	63%	3	0.0571	8
Cleanliness of City streets/other public areas	12%	9	71%	2	0.0340	9
Condition of street signs and traffic signals	7%	10	75%	1	0.0176	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 were the most important for the City to emphasize over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

Norman, OK

Code Enforcement

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>						
None						
<u>High Priority (IS .10-.20)</u>						
Clean up of junk and debris on private property	40%	1	51%	3	0.1938	1
Mowing/cutting of weeds/grass on private prop.	35%	2	52%	2	0.1659	2
Exterior maintenance of residential property	21%	3	51%	4	0.1025	3
<u>Medium Priority (IS <.10)</u>						
Regulation of illegal signs	19%	4	50%	5	0.0927	4
Exterior maint. of commercial/business property	16%	5	59%	1	0.0658	5

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 and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

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

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.

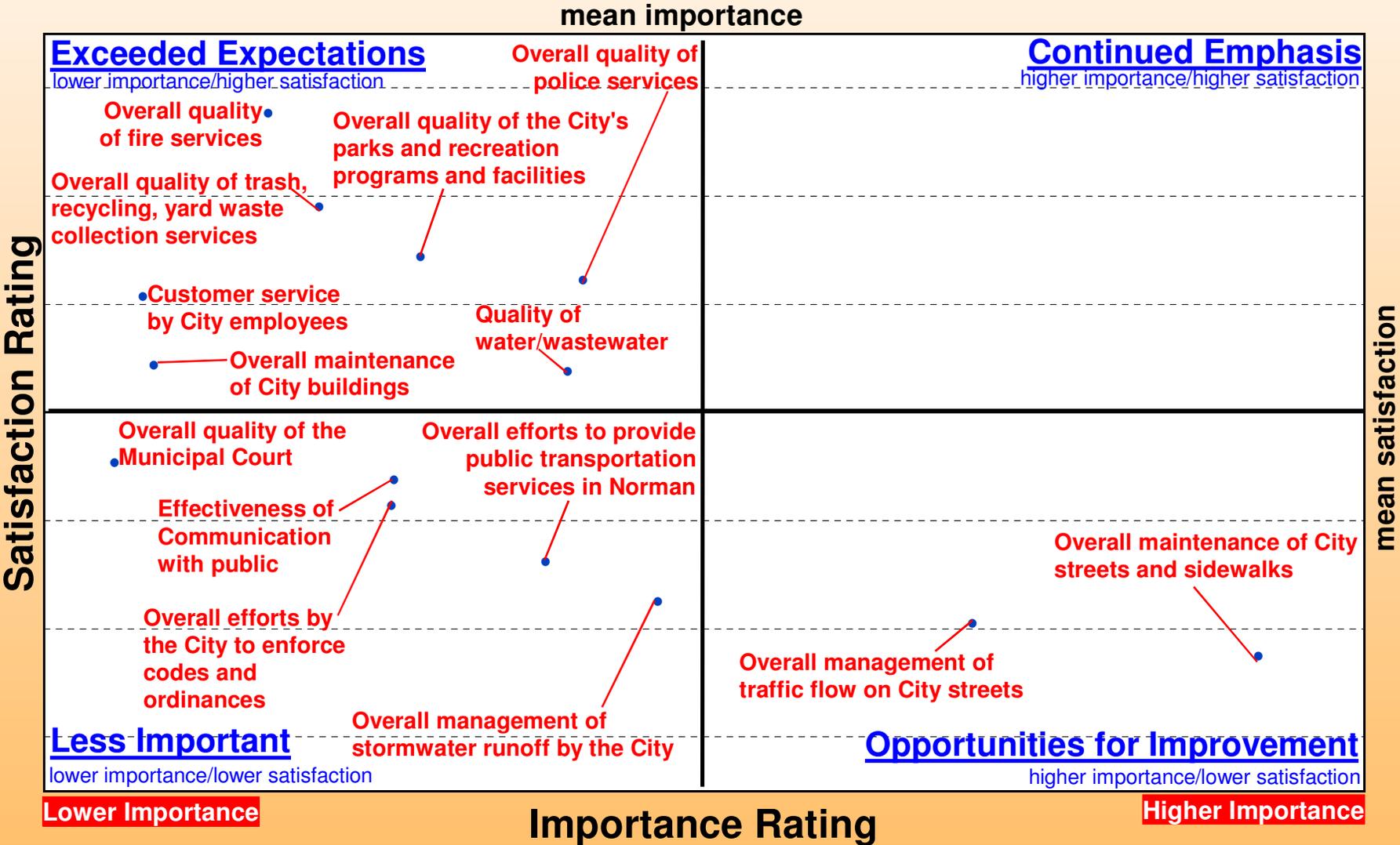
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 the Norman are provided on the following pages.

2009 City of Norman 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)

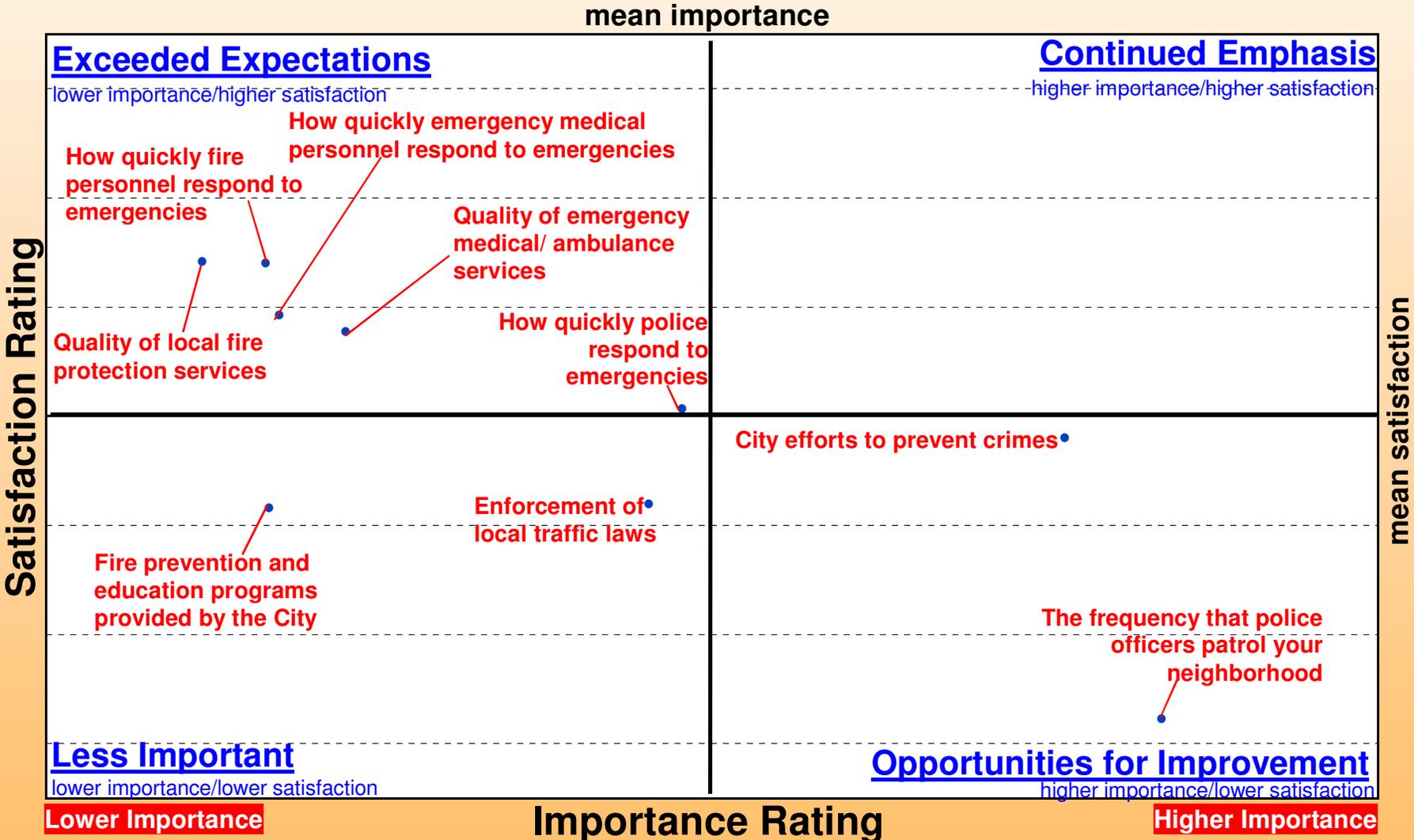


Source: ETC Institute (2009)

2009 City of Norman DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety Services-

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

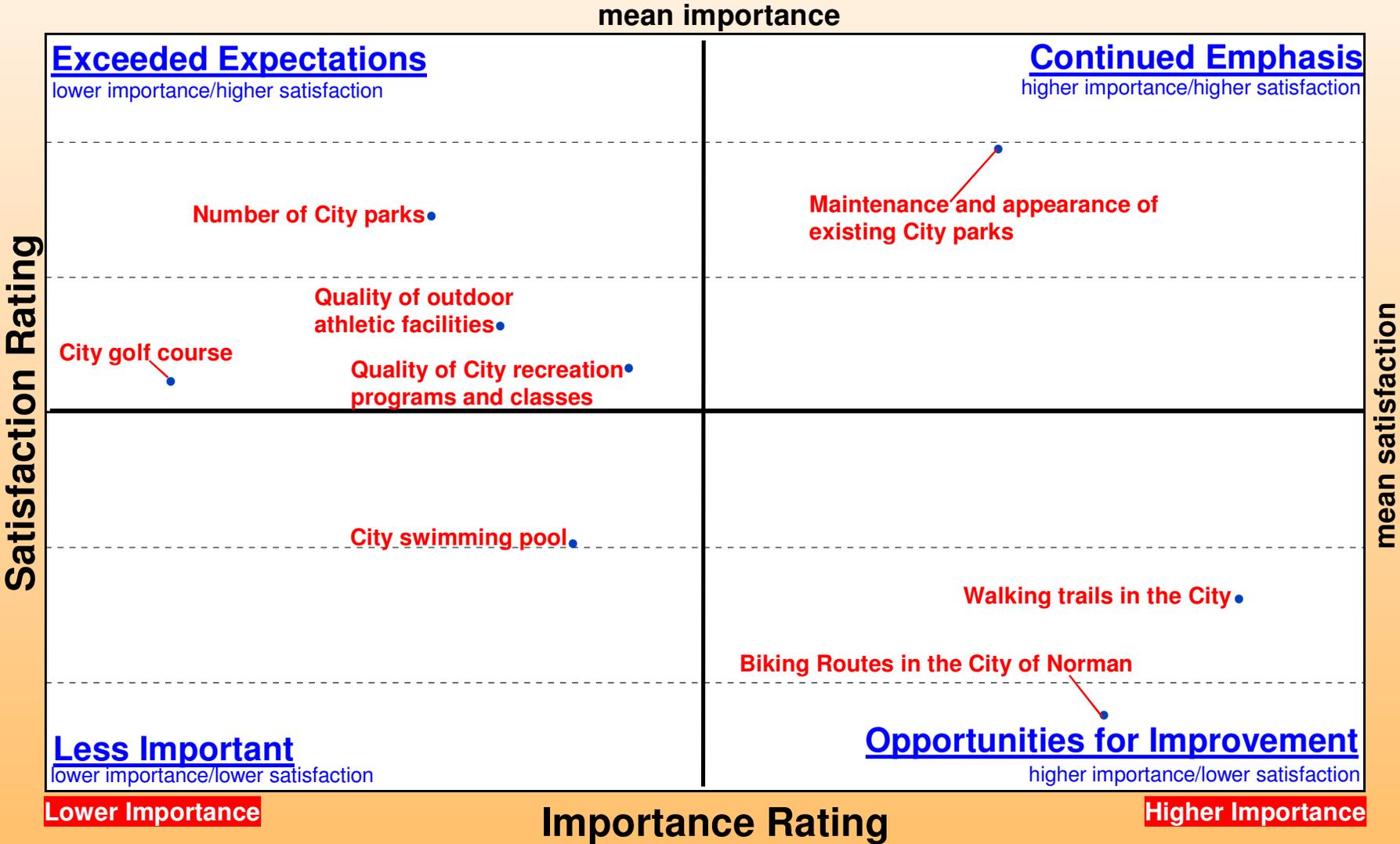


Source: ETC Institute (2009)

2009 City of Norman 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)

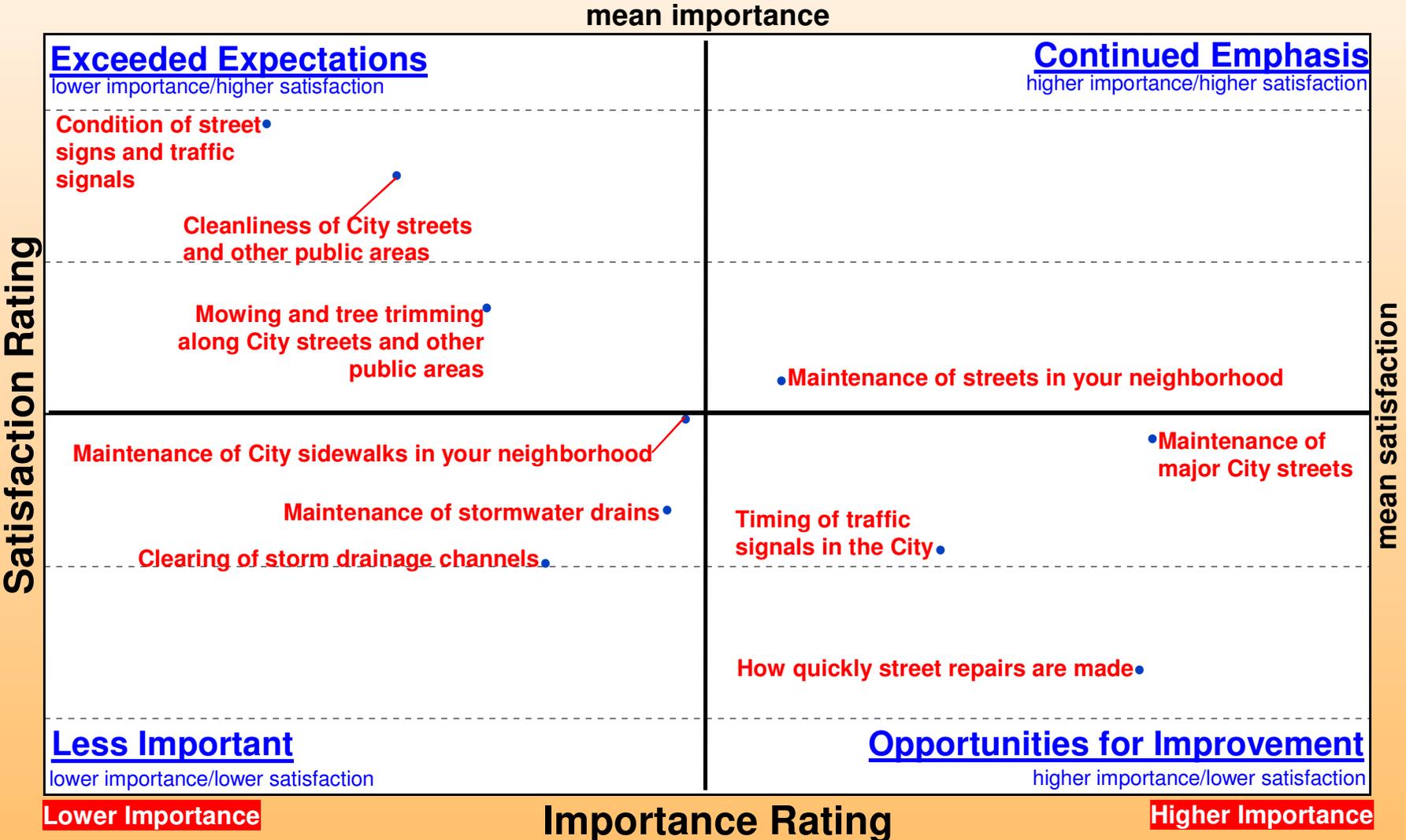


Source: ETC Institute (2009)

2009 City of Norman DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

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

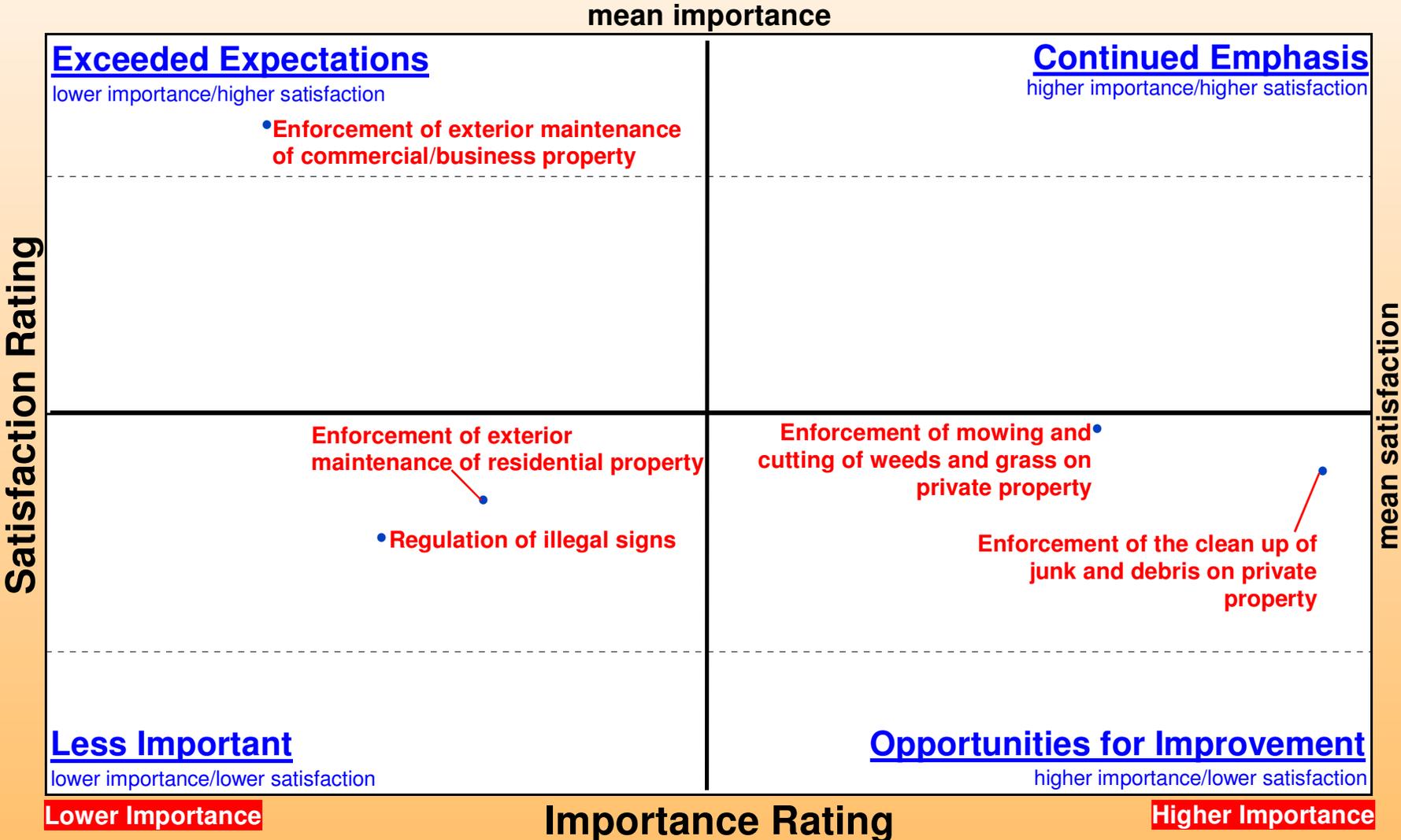


Source: ETC Institute (2009)

2009 City of Norman 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)



Source: ETC Institute (2009)

Section 4:

GIS Maps

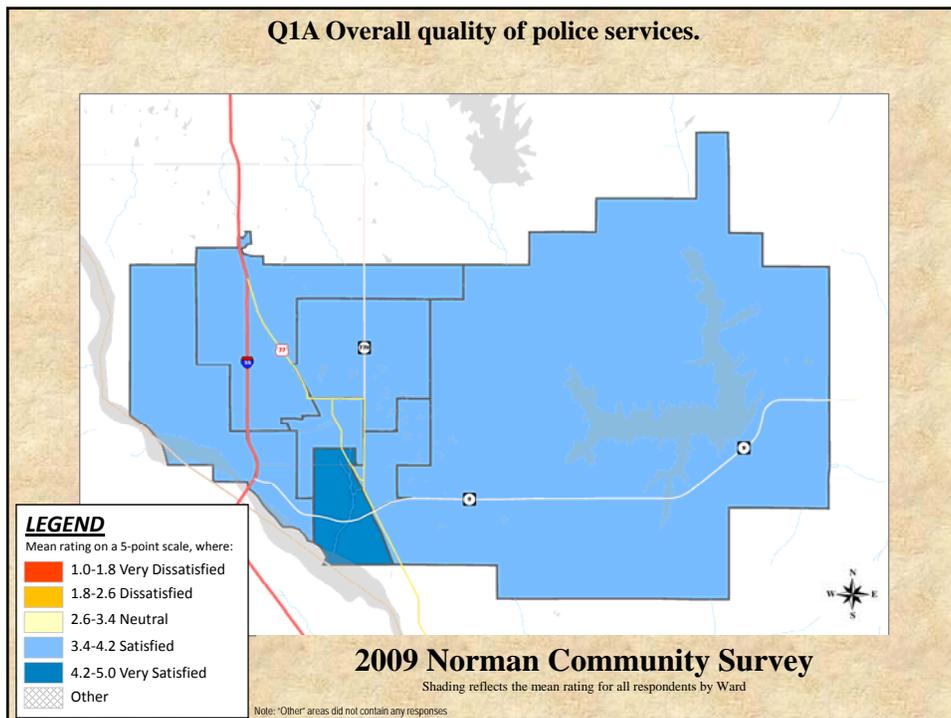
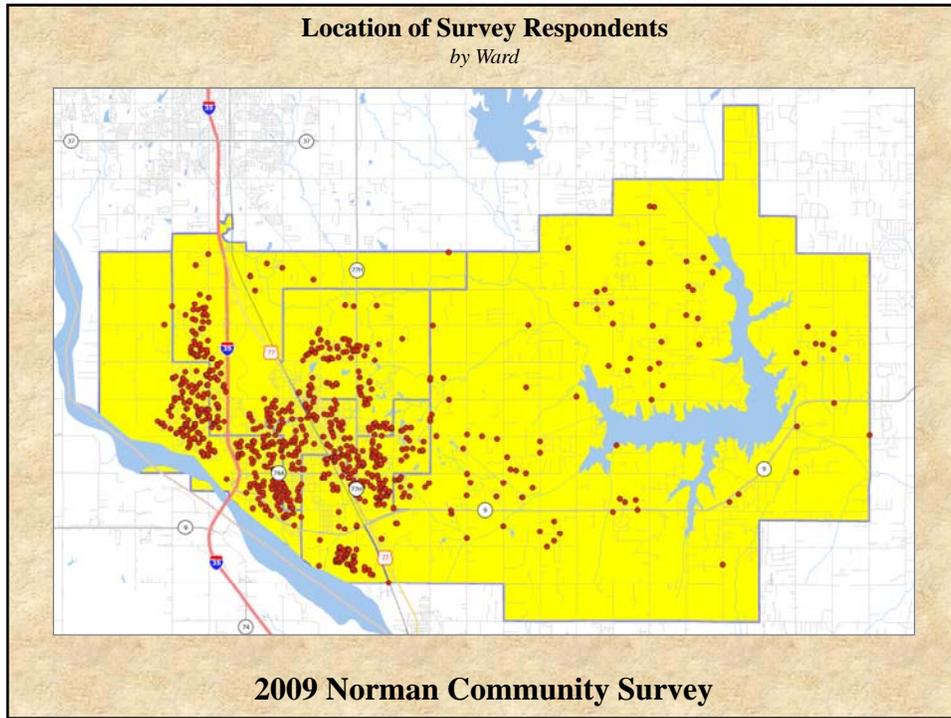
Interpreting the Maps

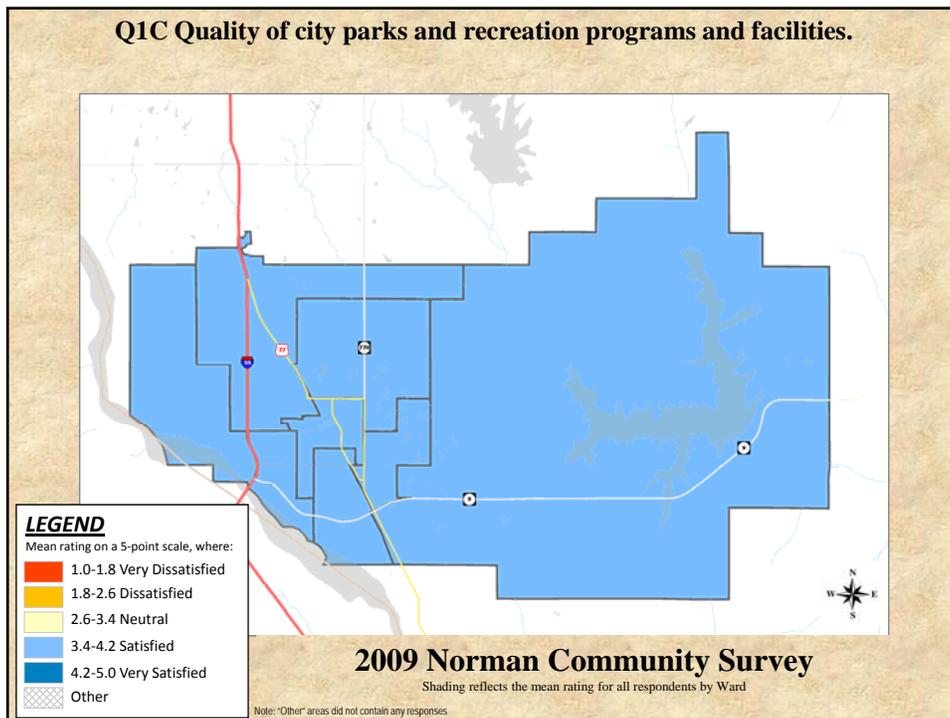
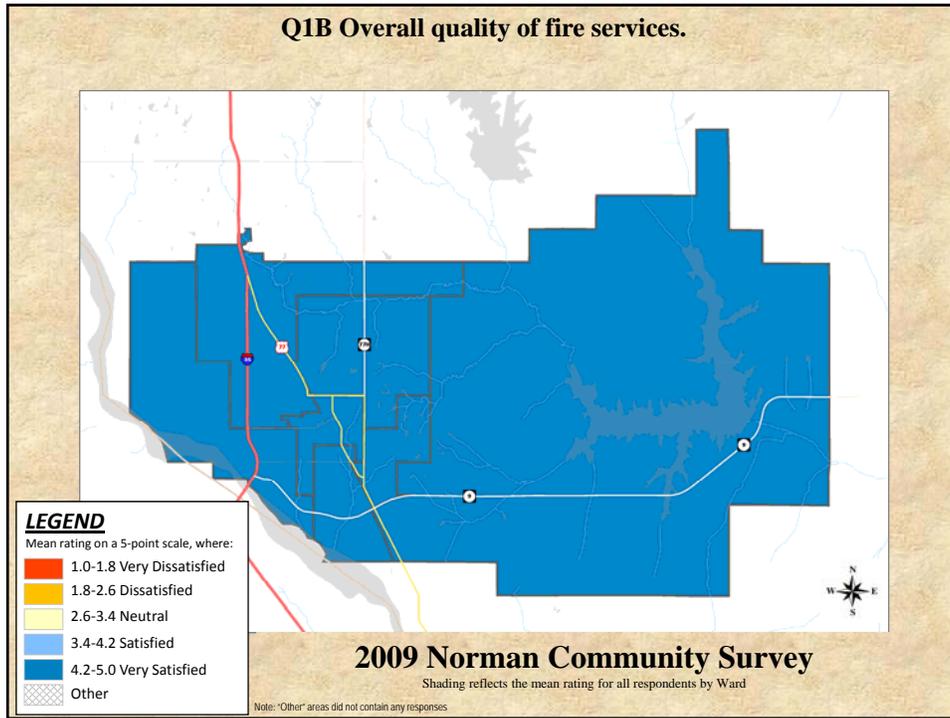
The maps on the following pages show the mean ratings for several questions by ward within the city limits of Norman.

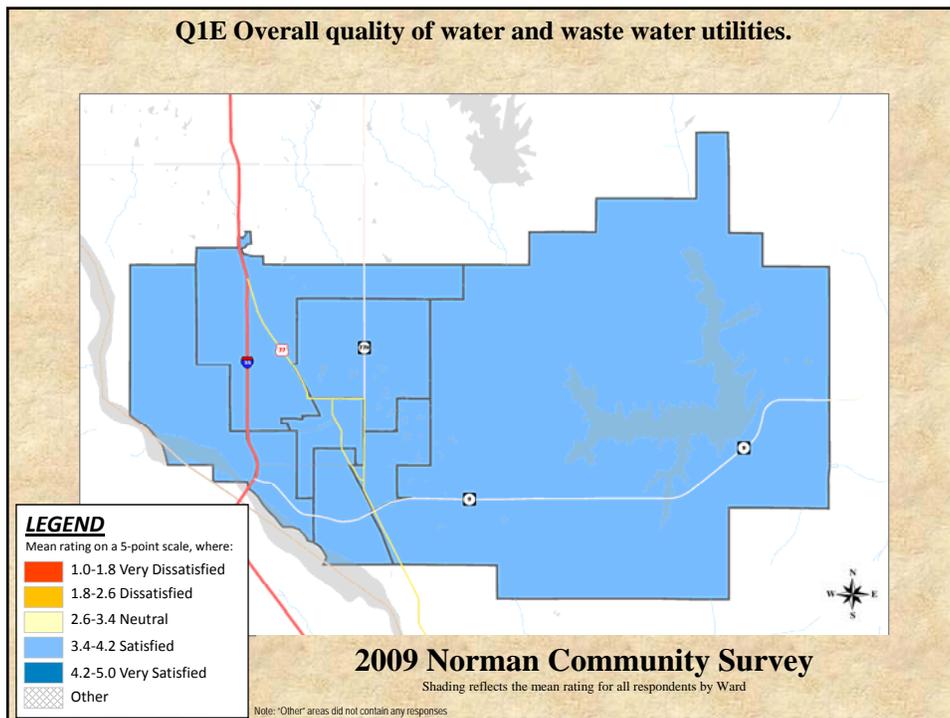
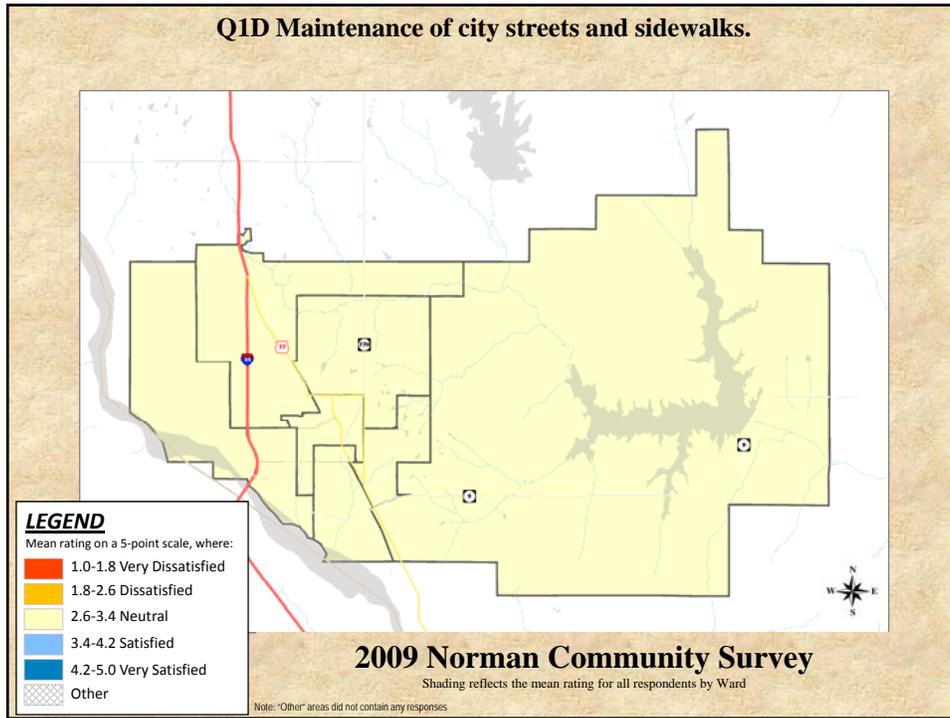
If all wards on a map are the same color, then most residents in the community generally feel the same about that issue.

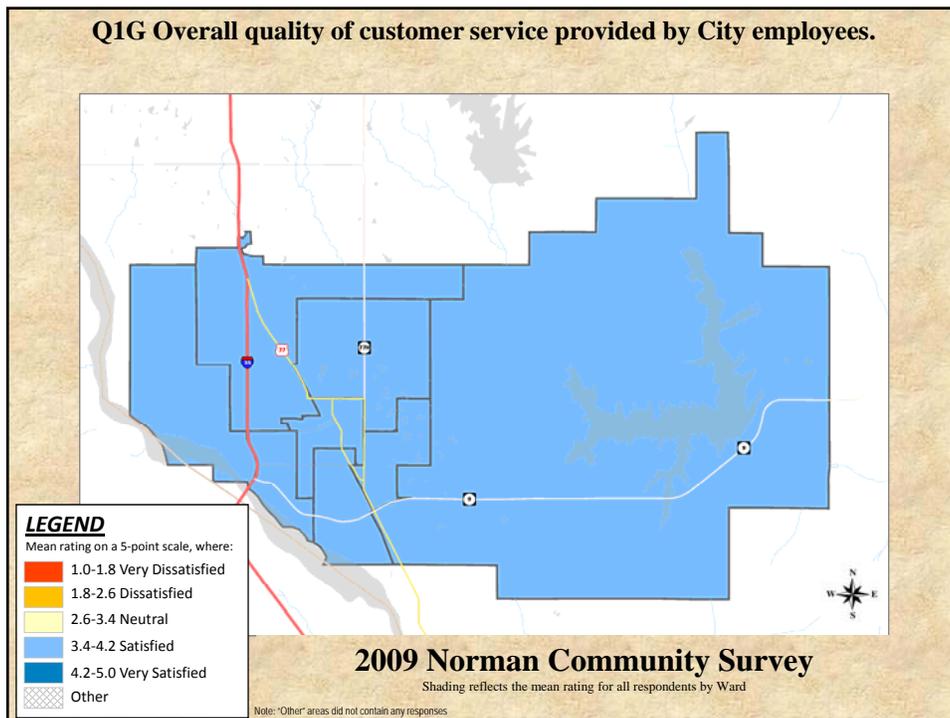
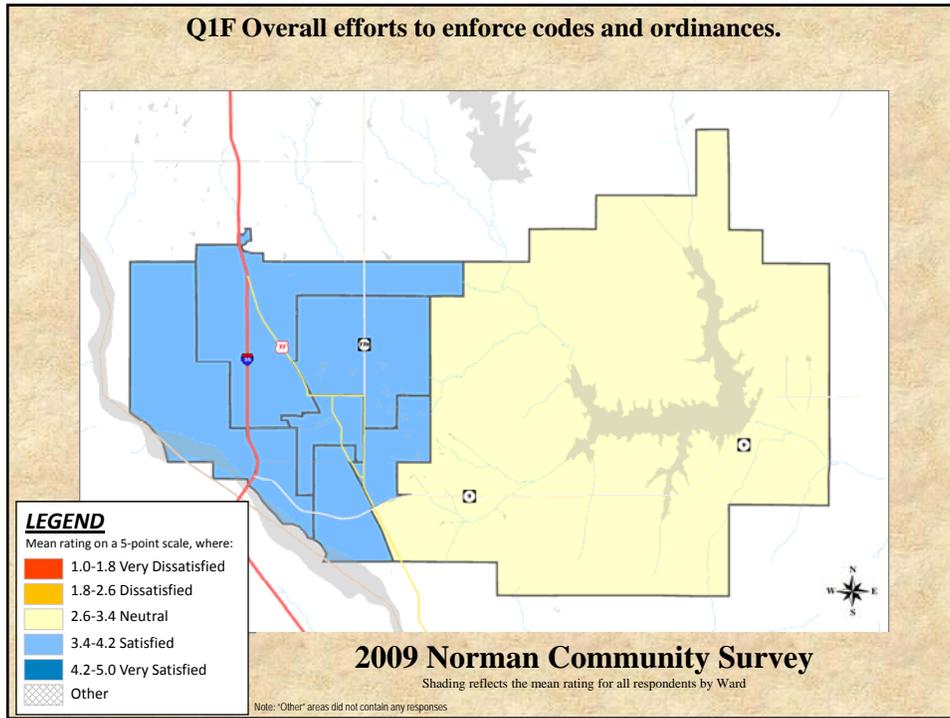
When reading the maps, please use the following color scheme as a guide:

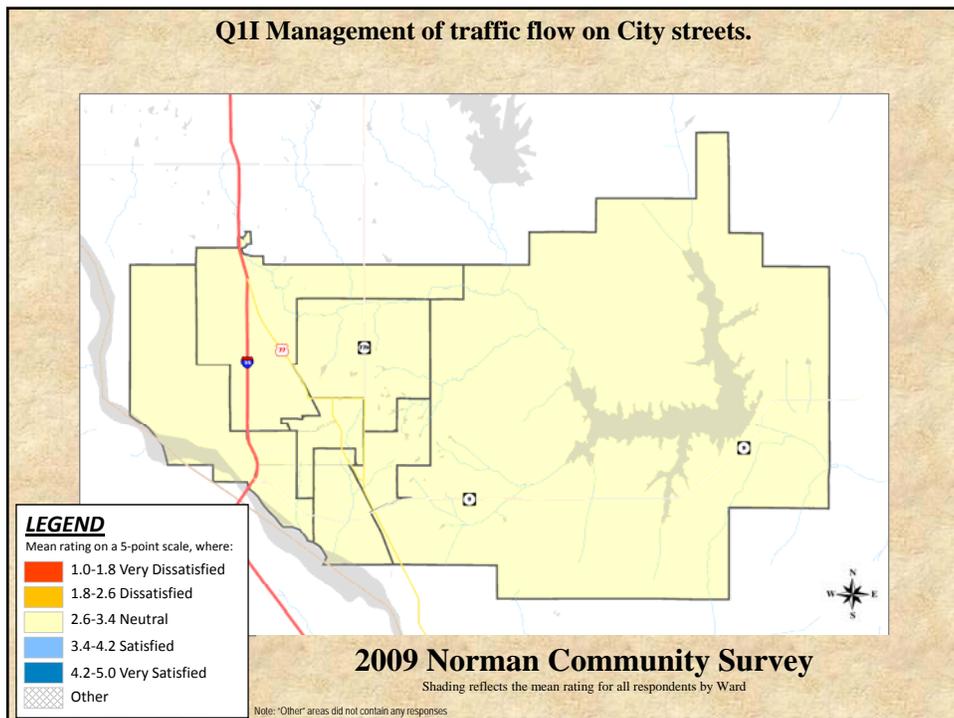
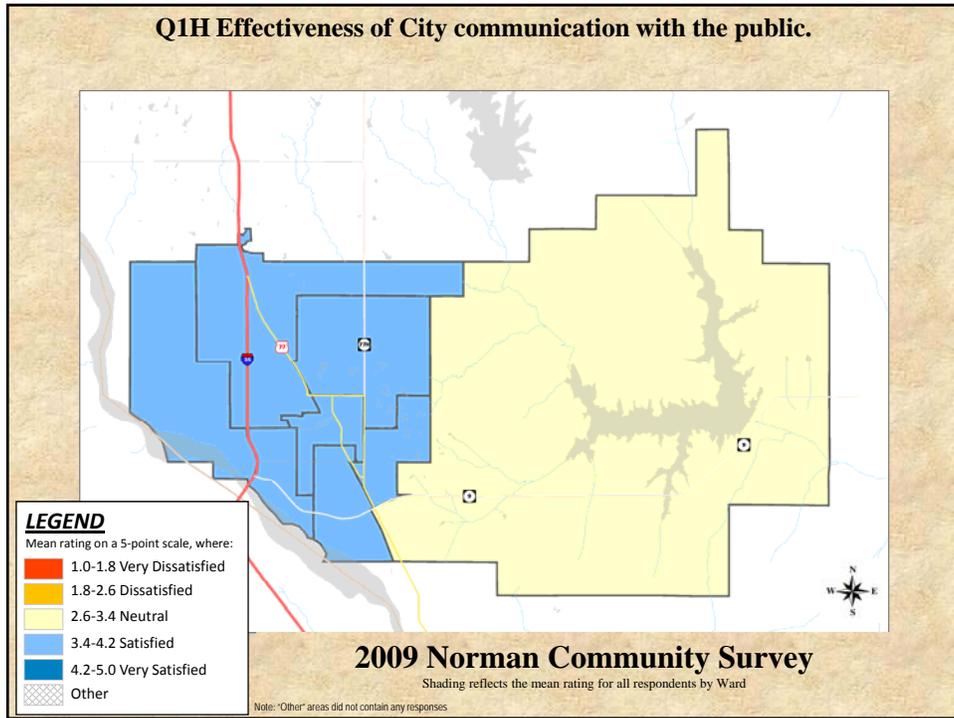
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

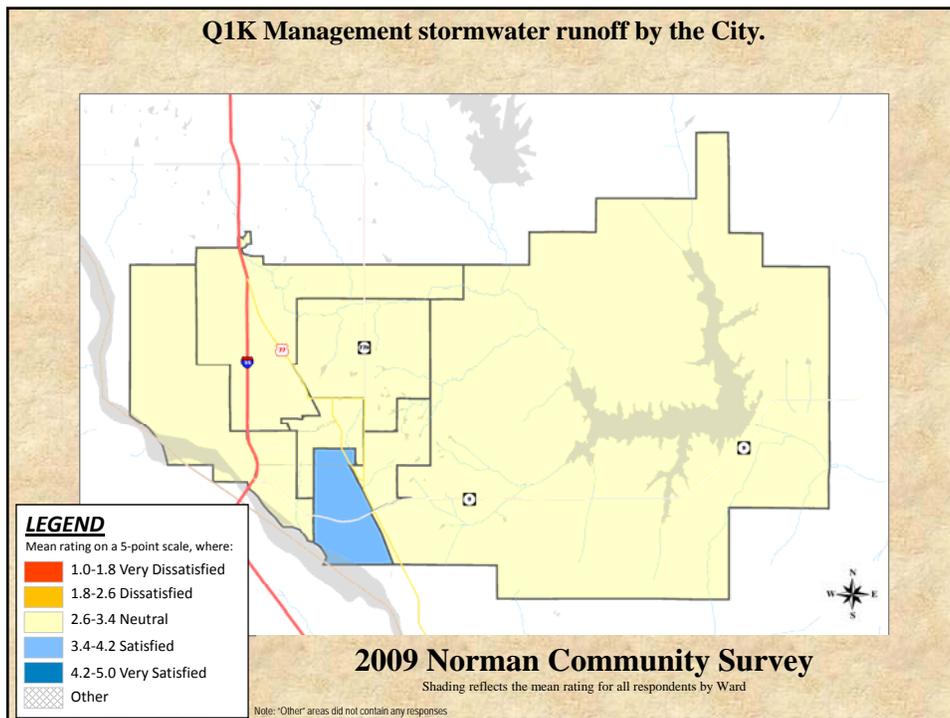
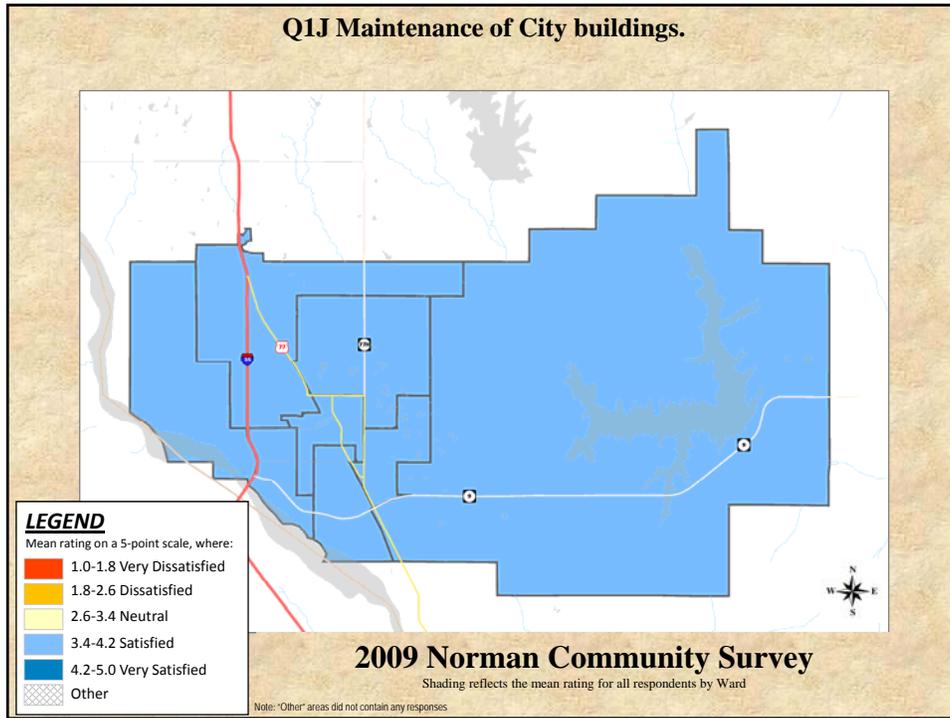


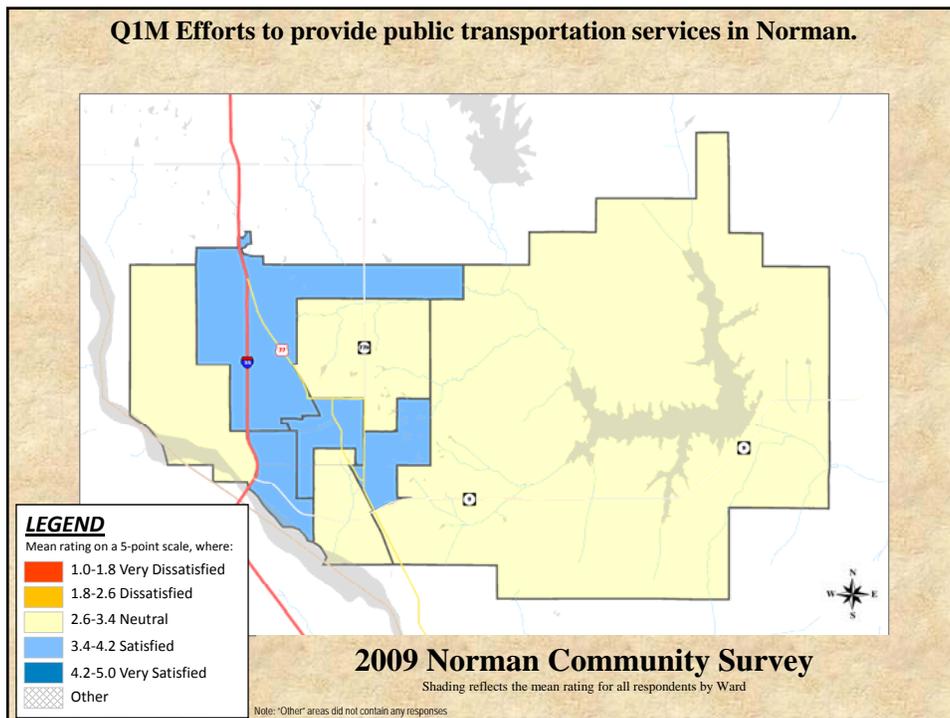
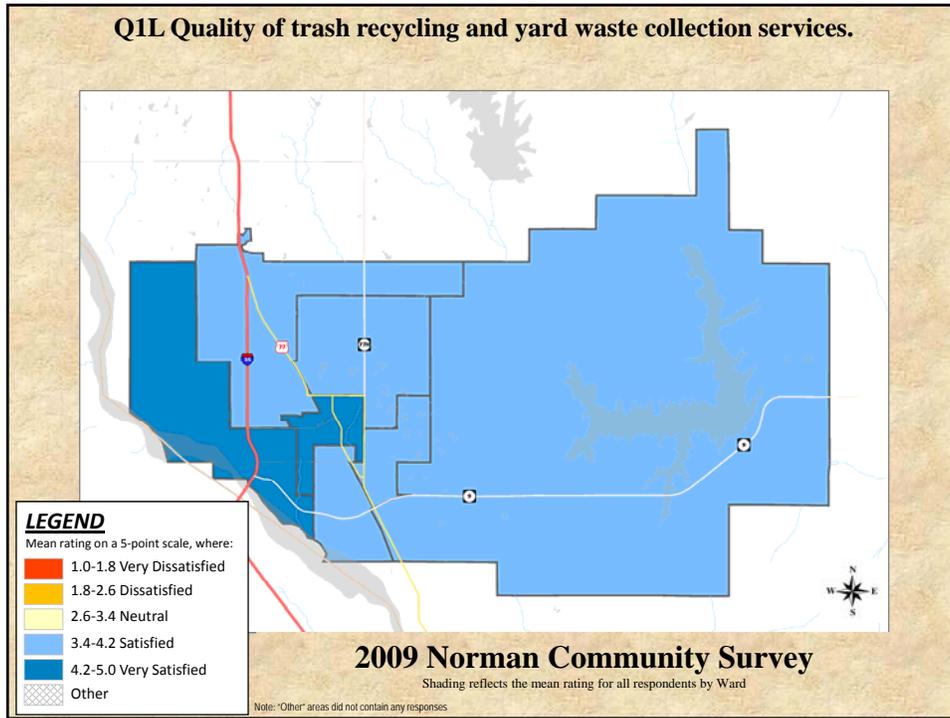


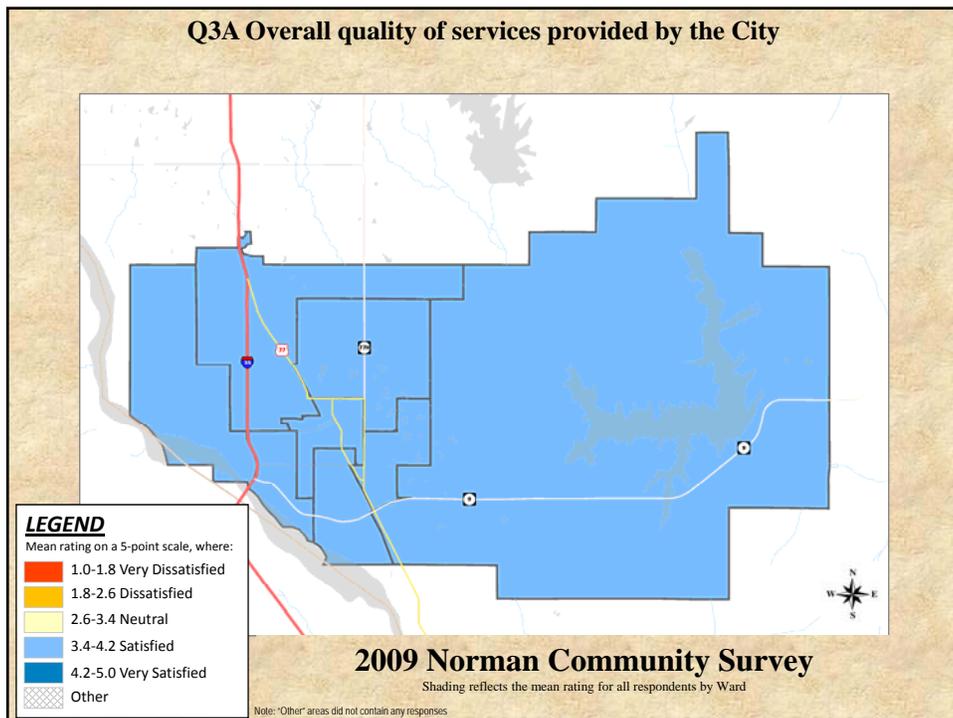
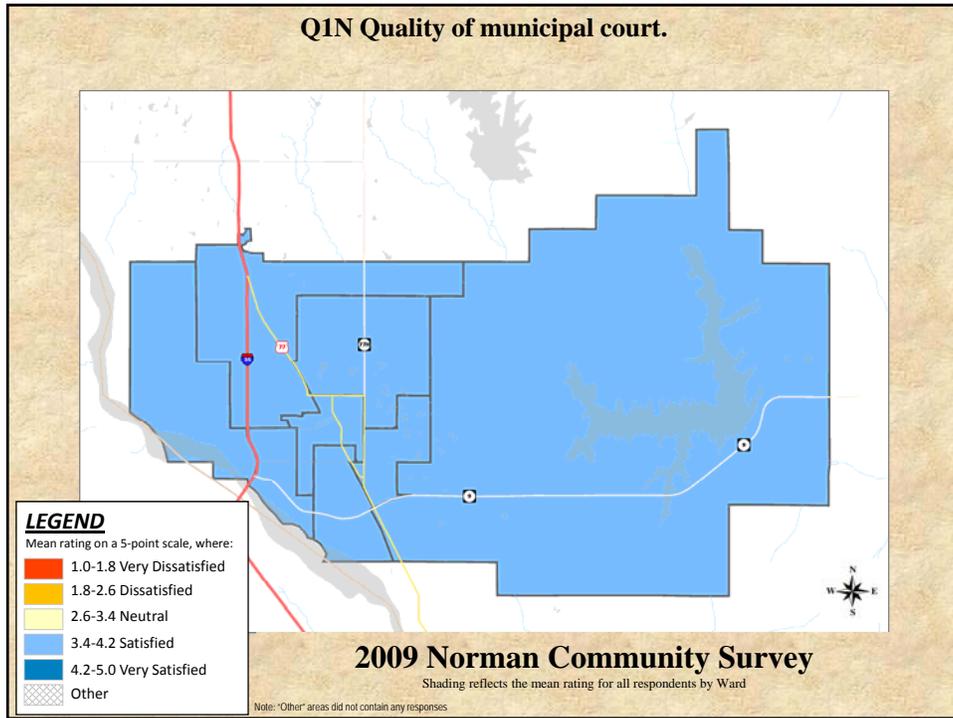


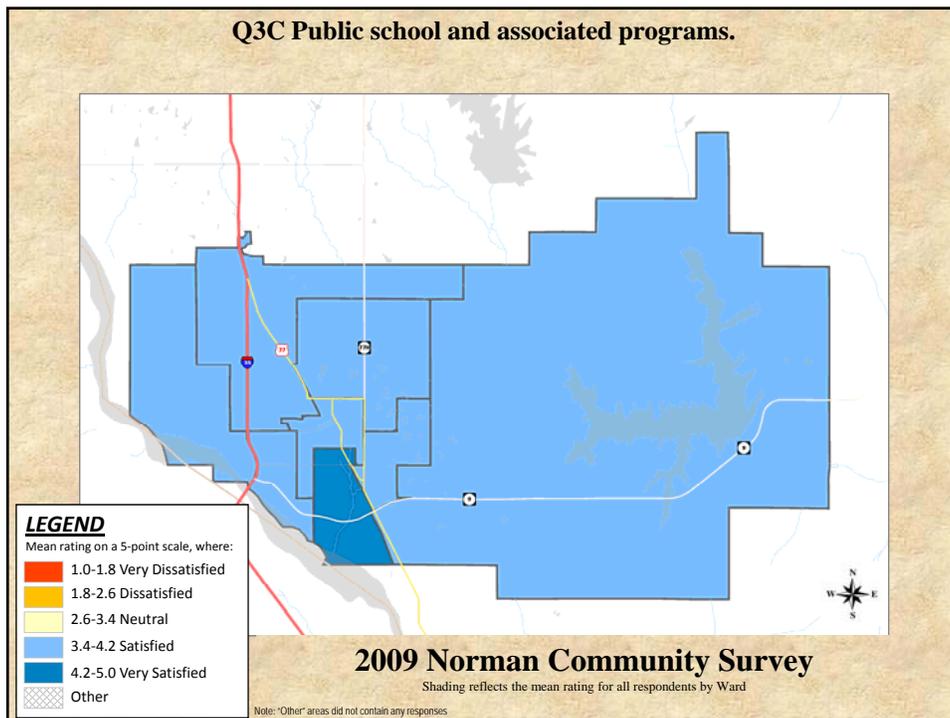
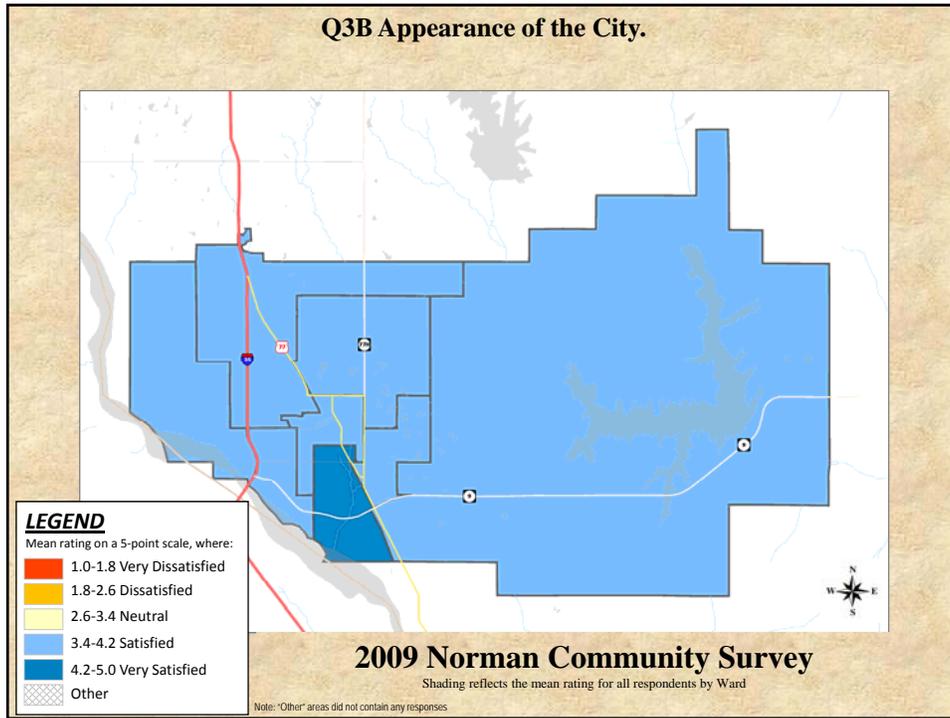


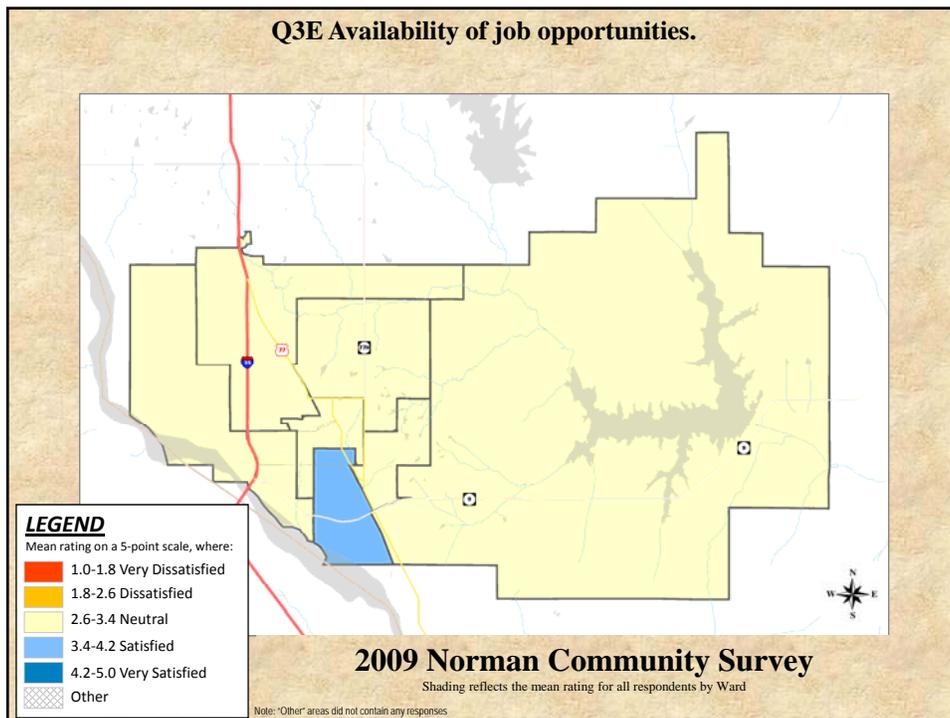
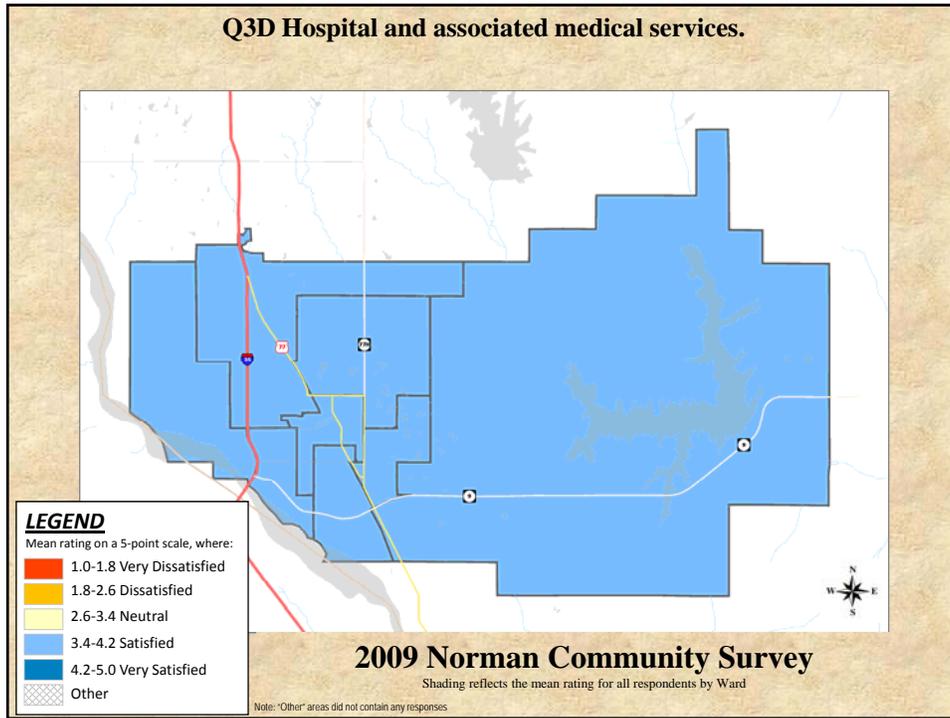


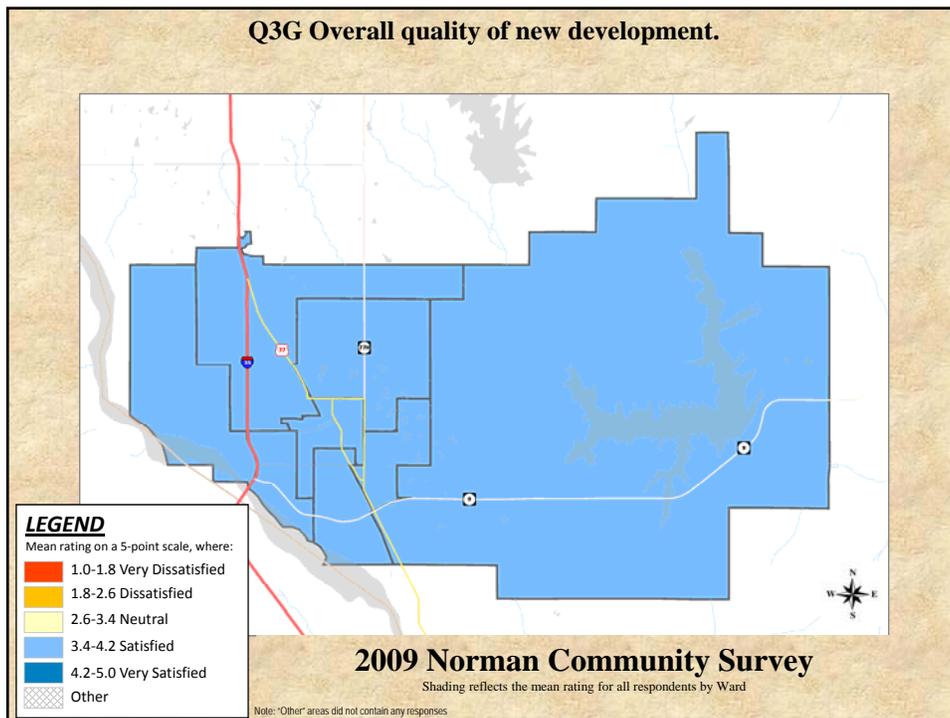
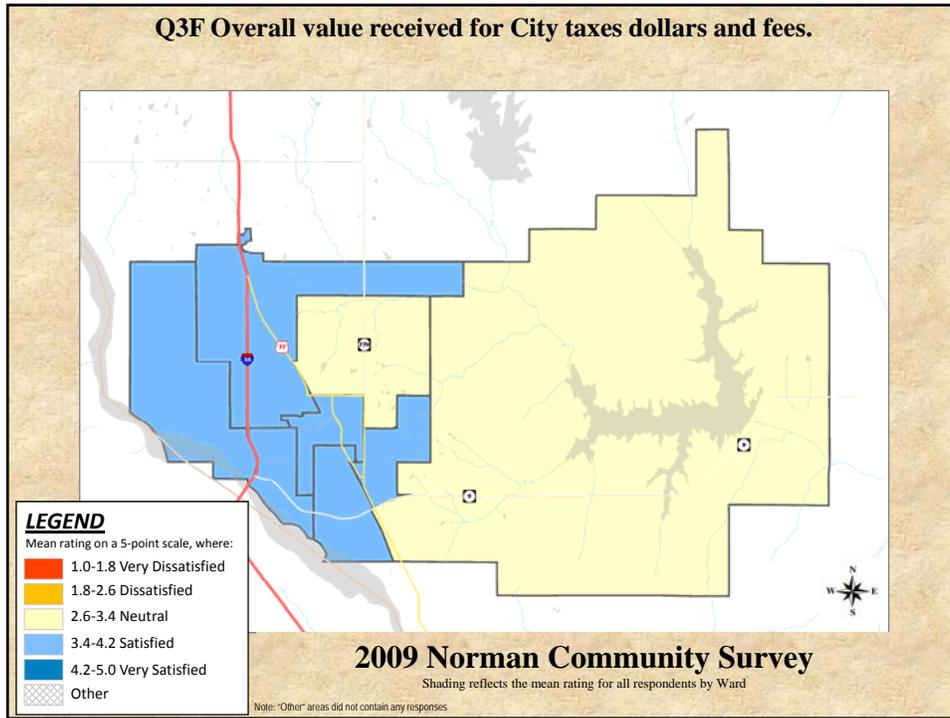


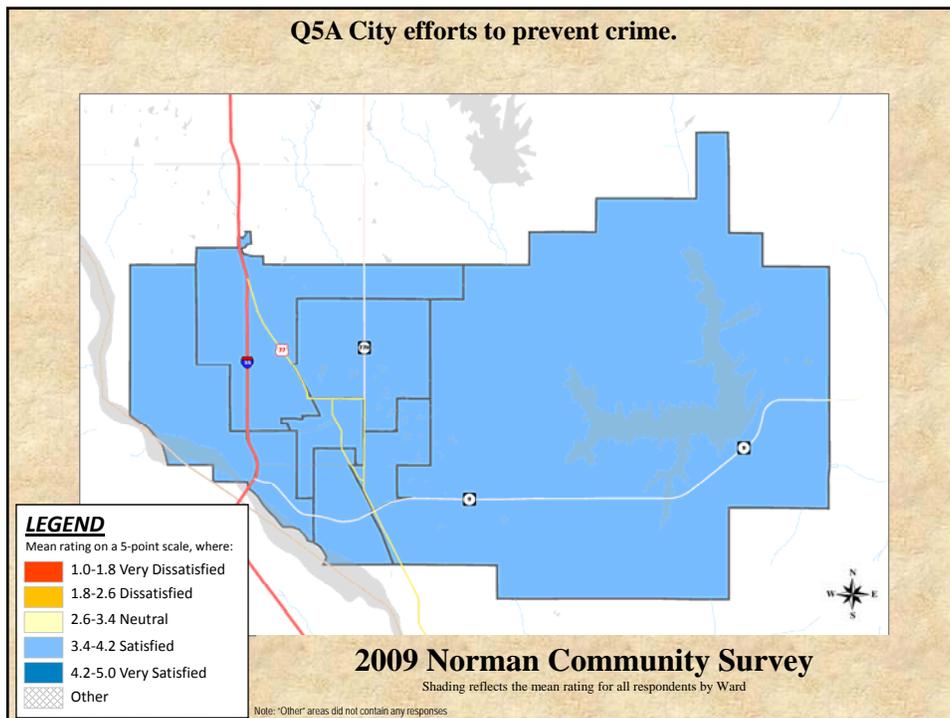
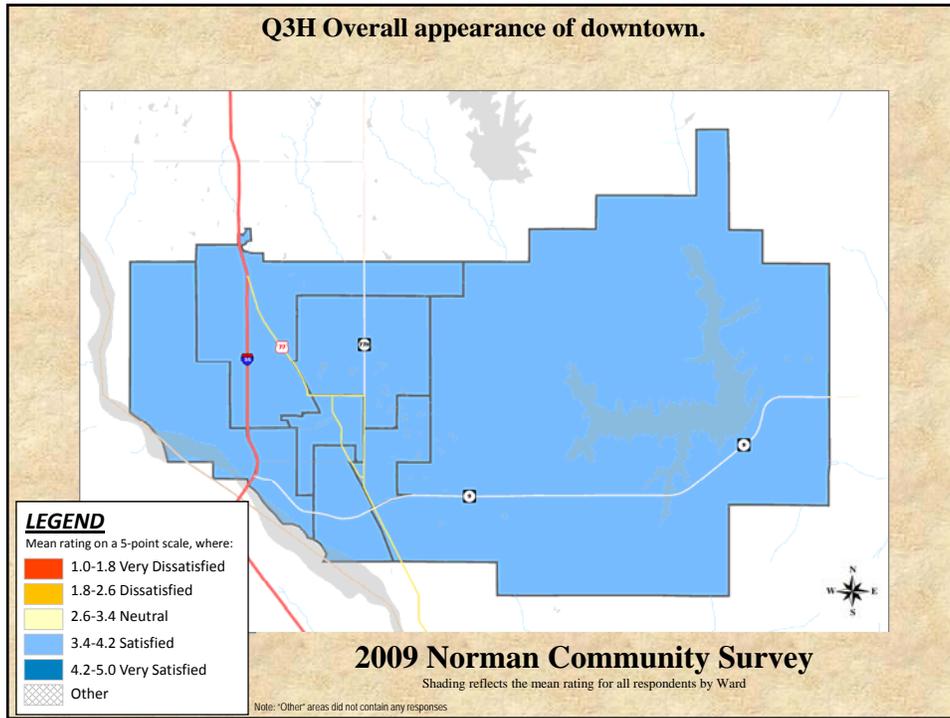


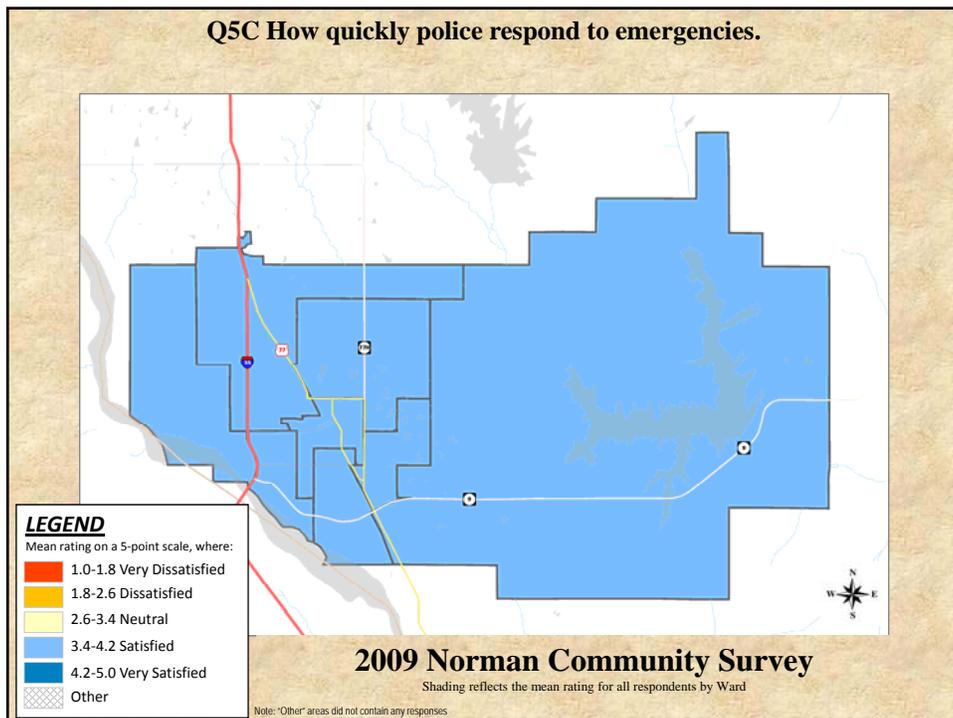
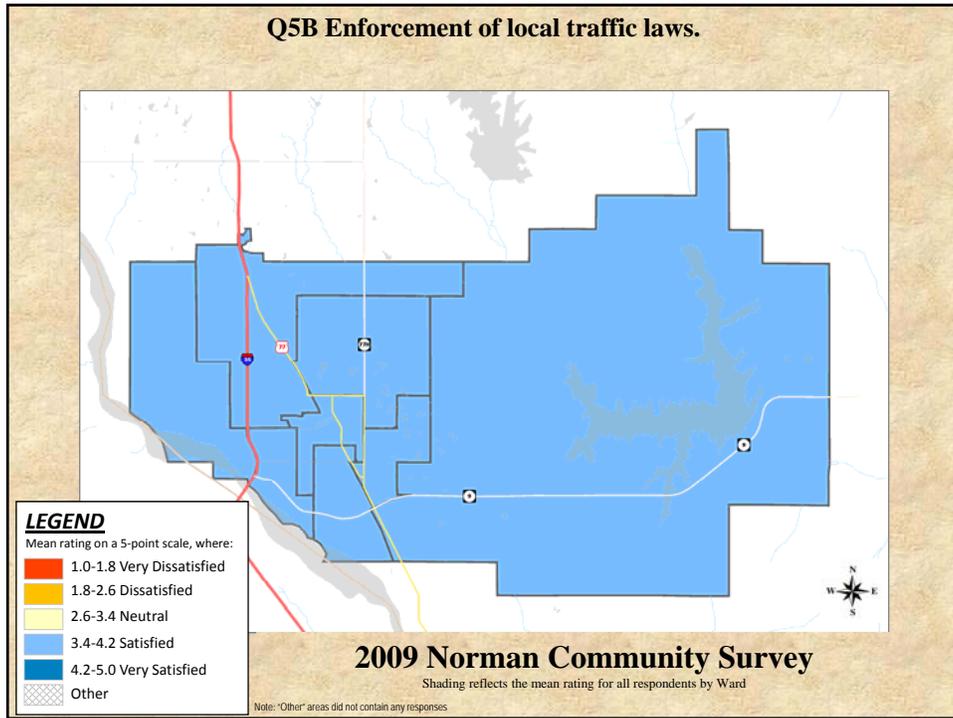


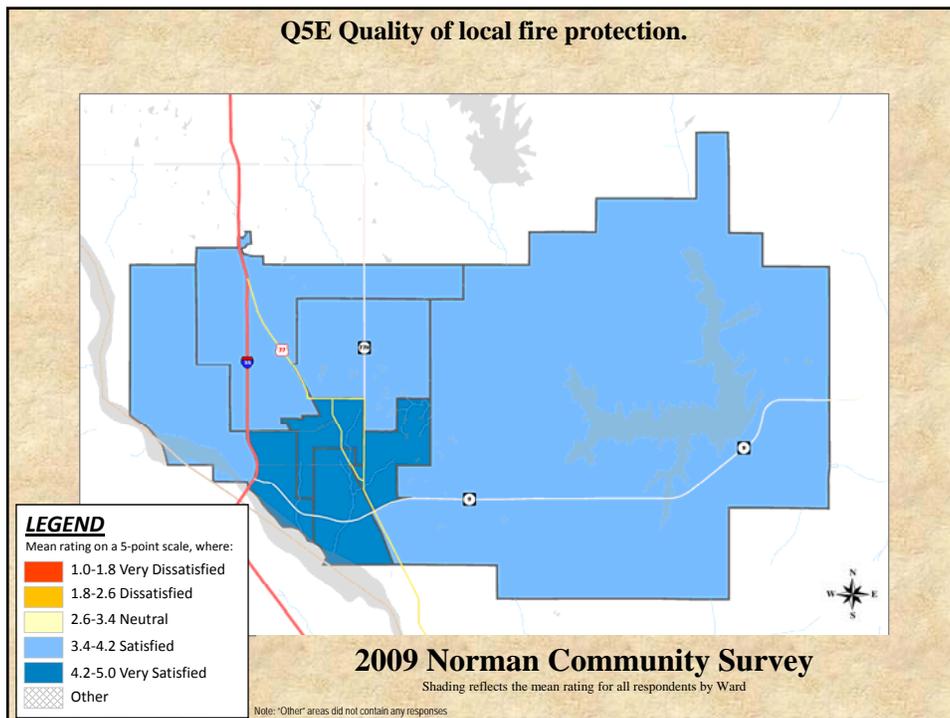
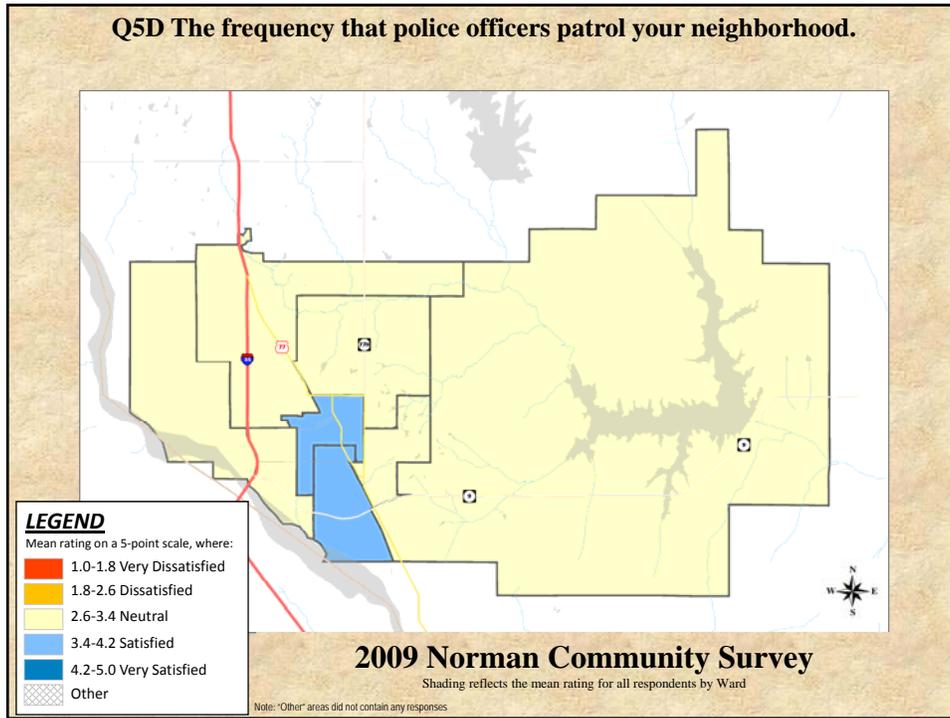


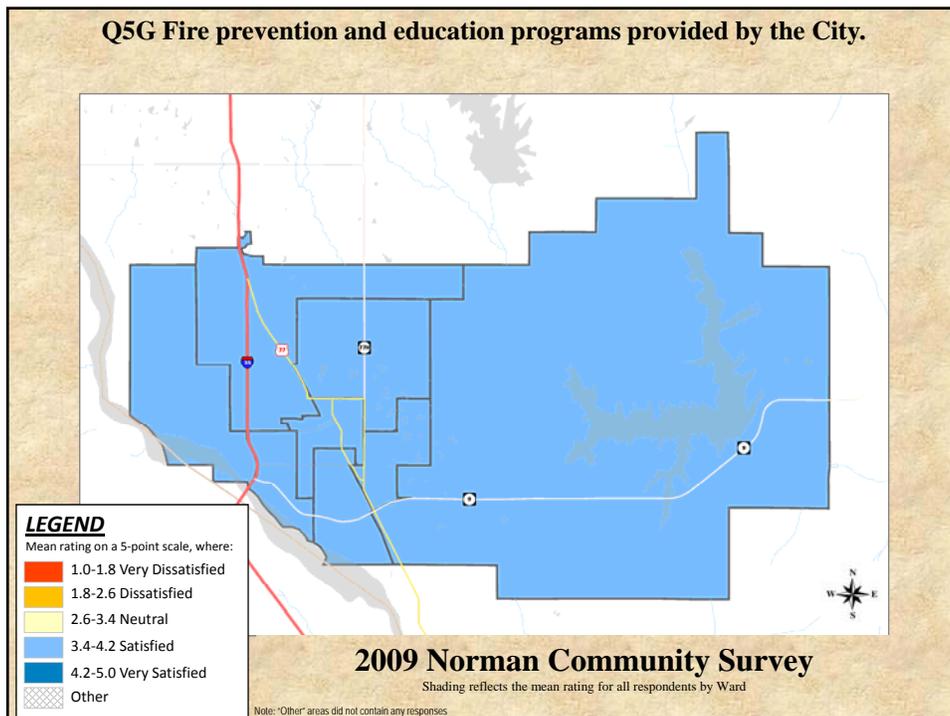
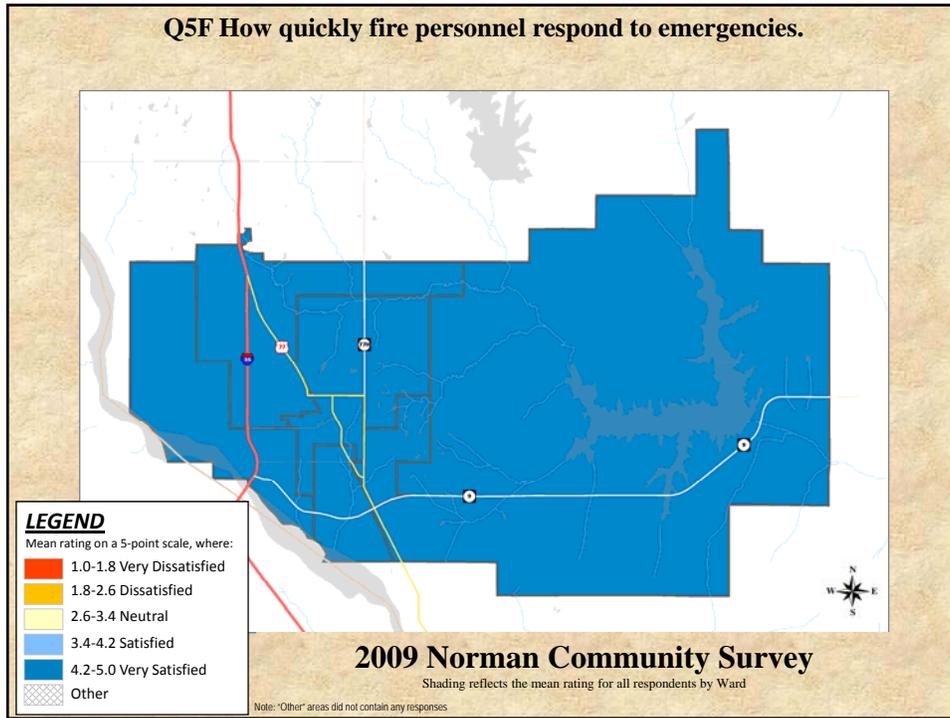


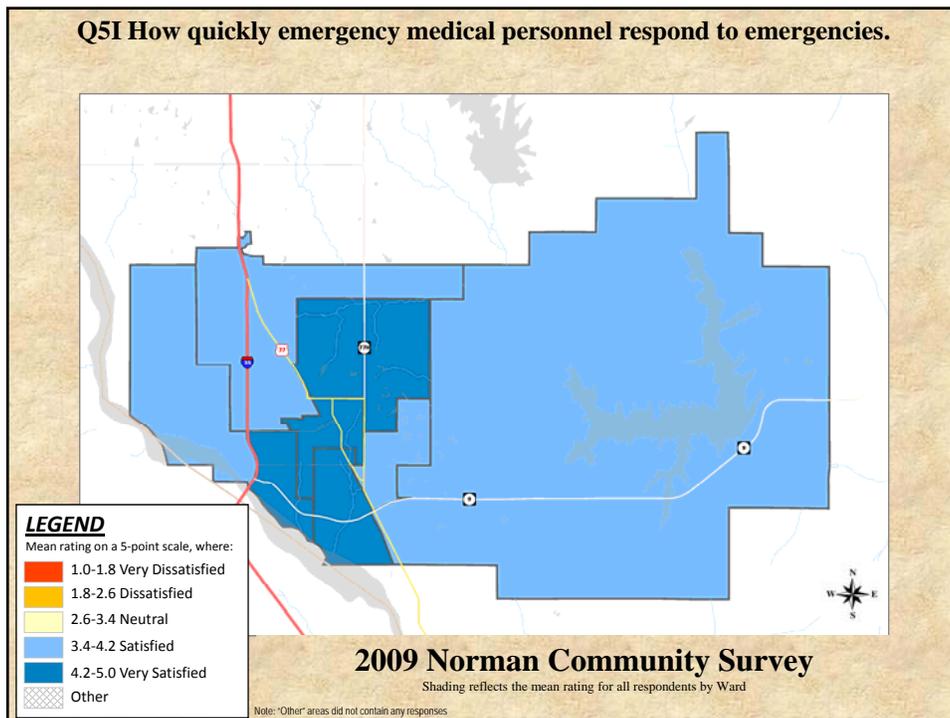
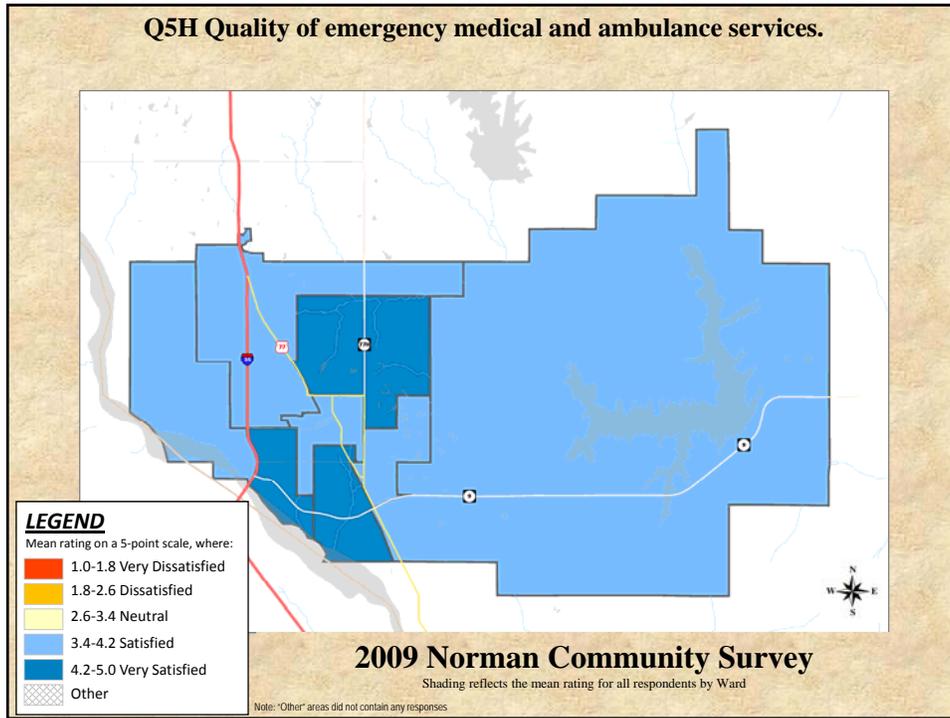


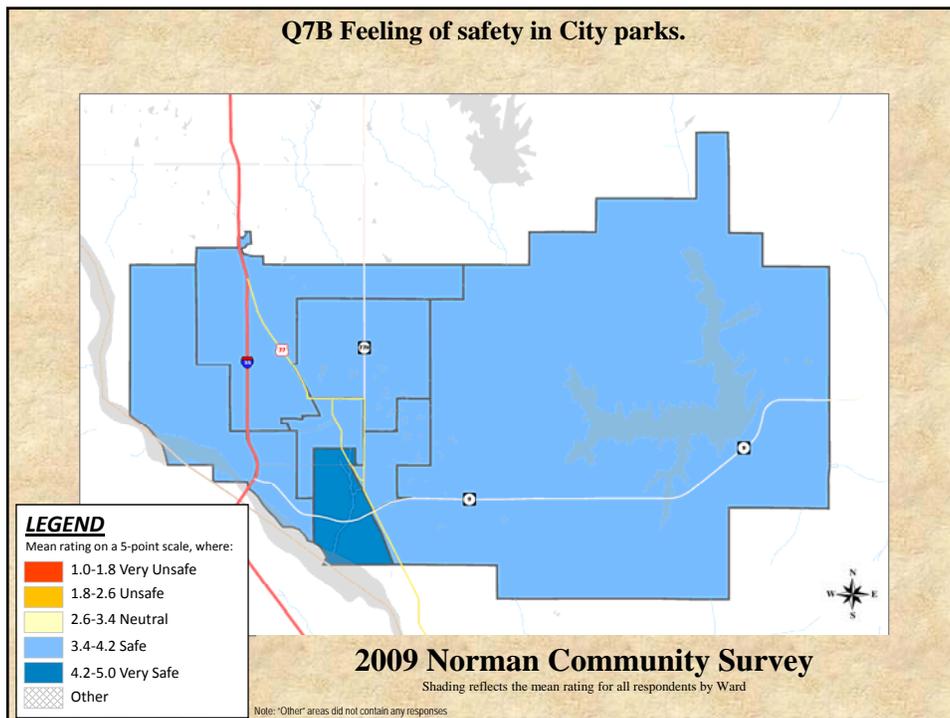
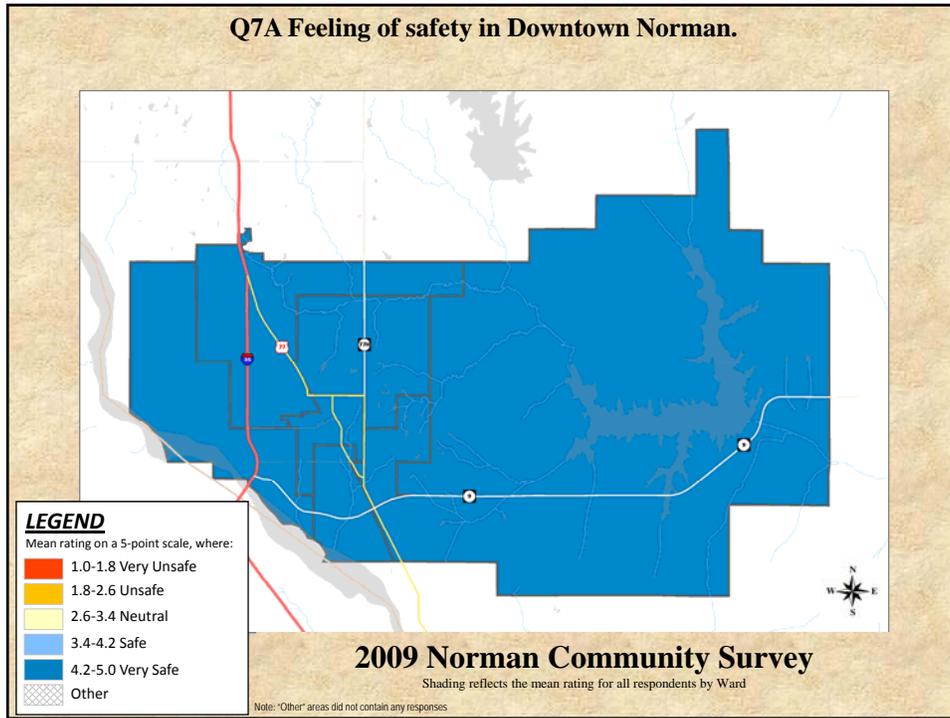


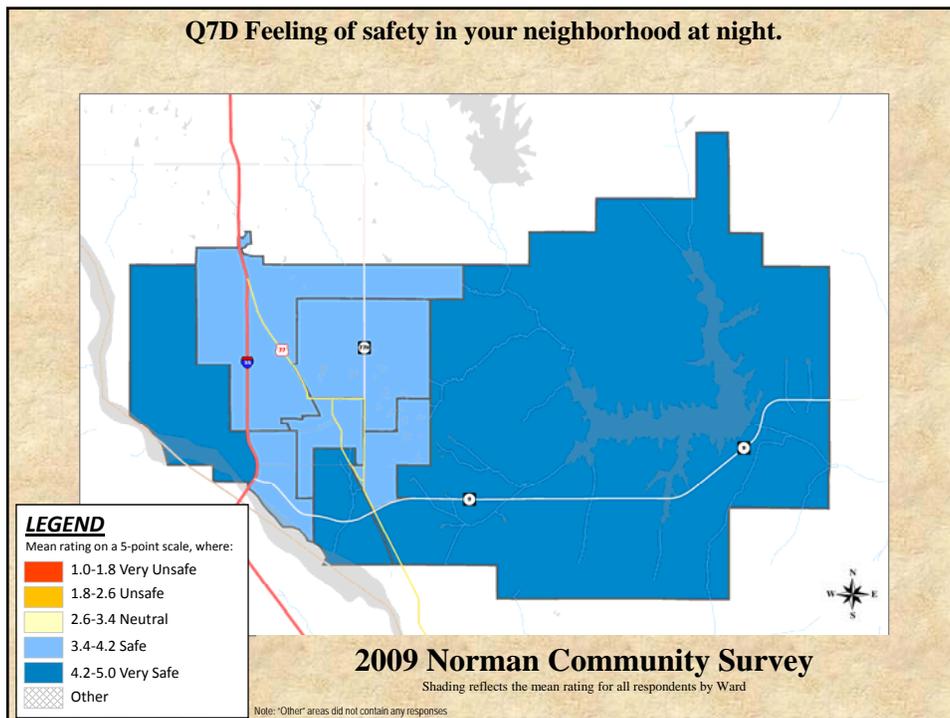
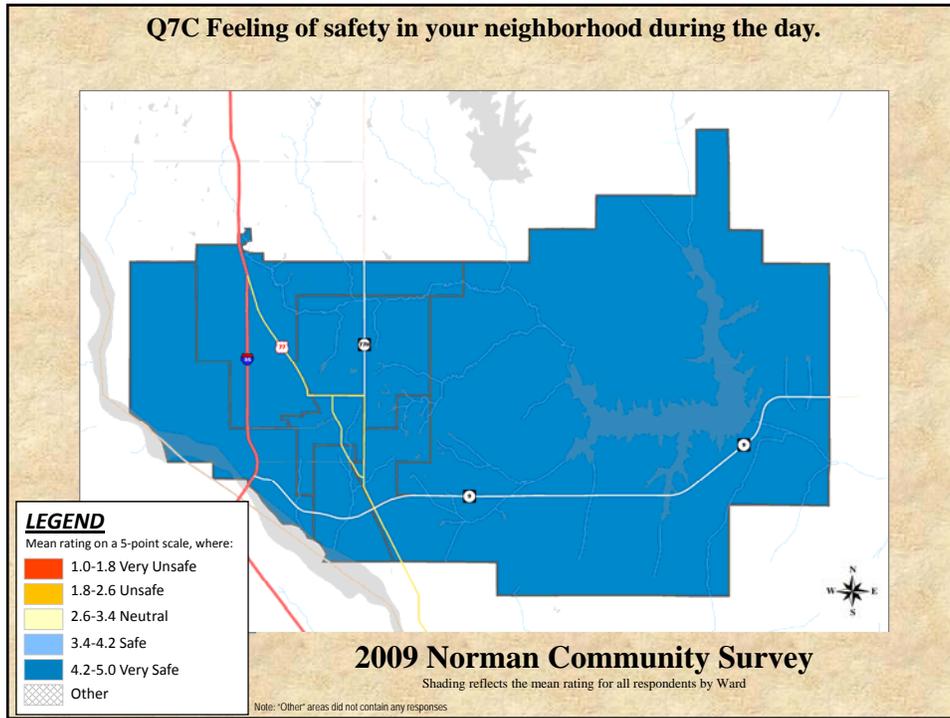


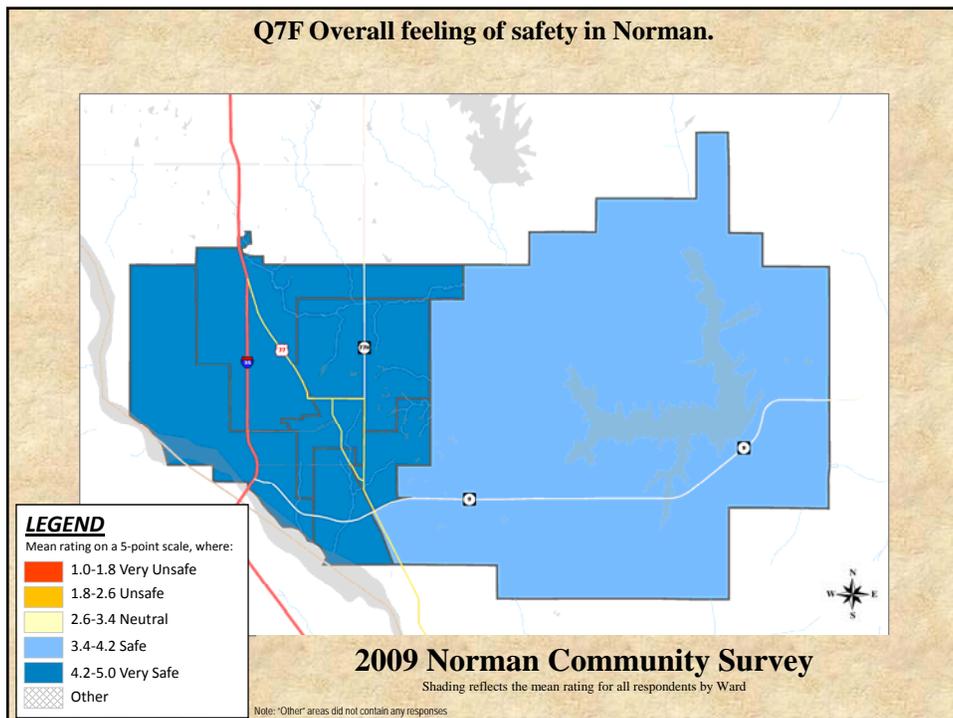
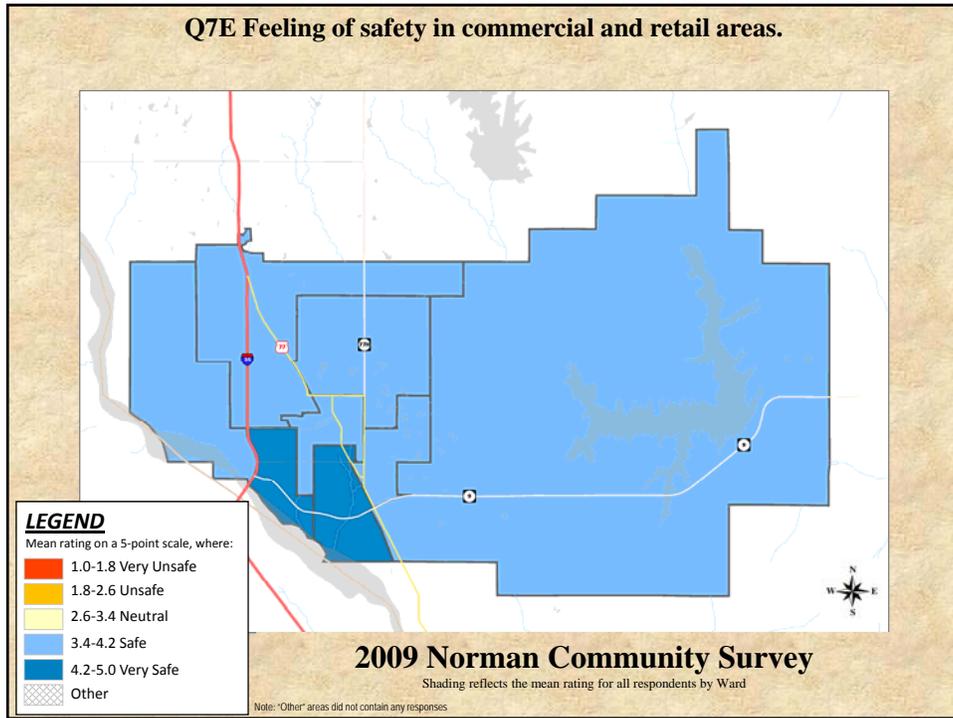


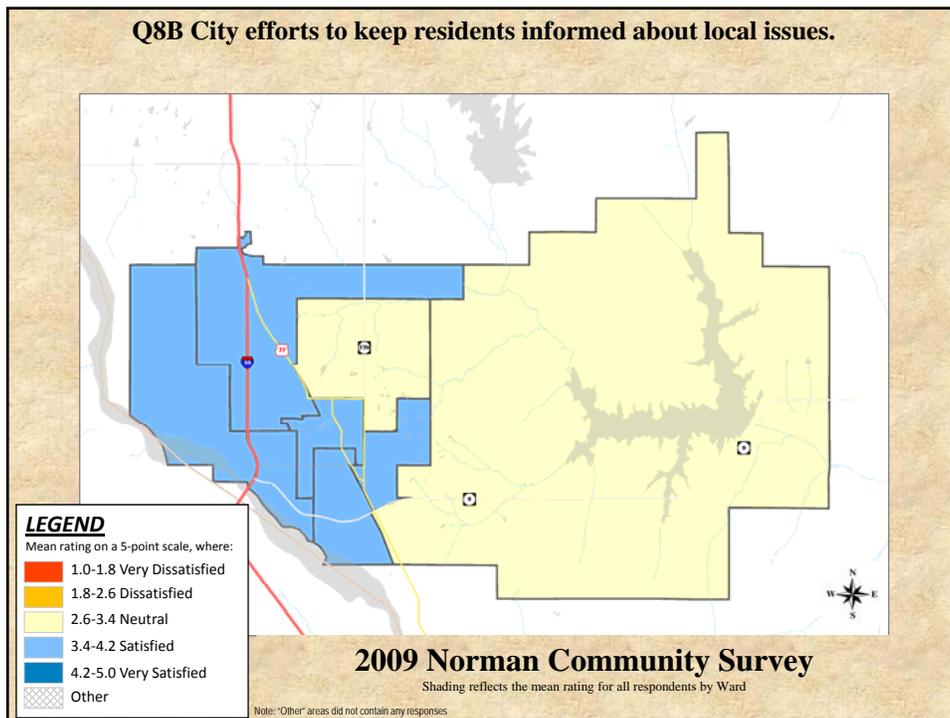
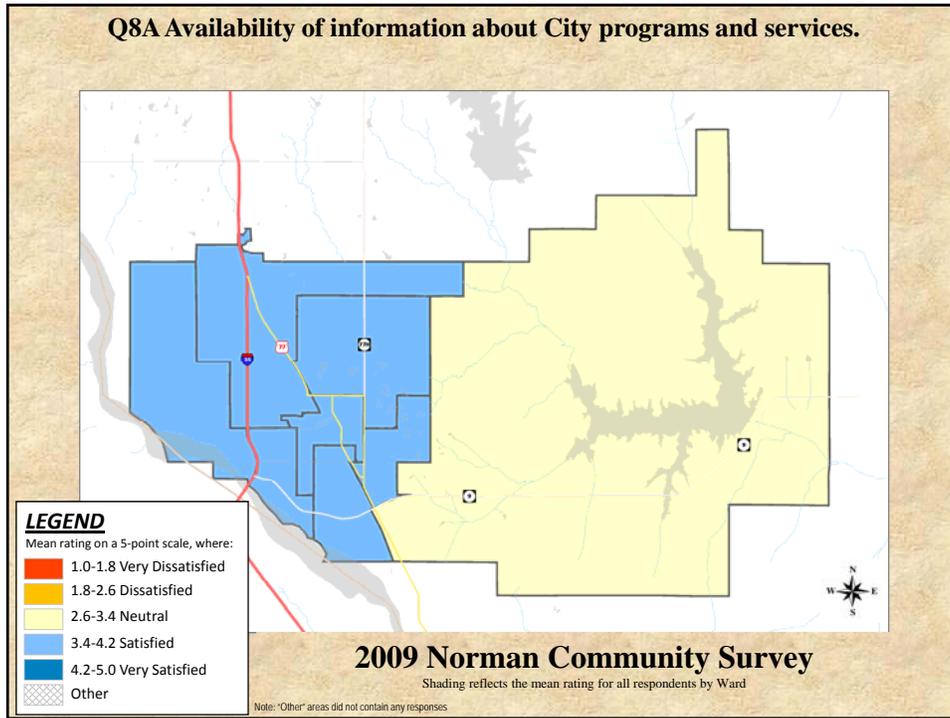


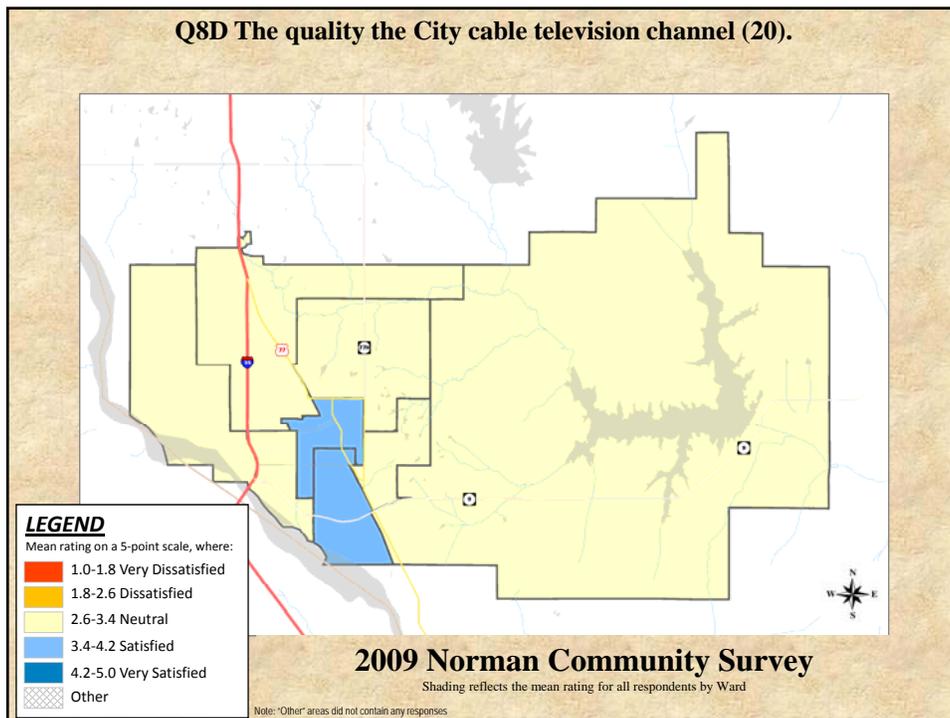
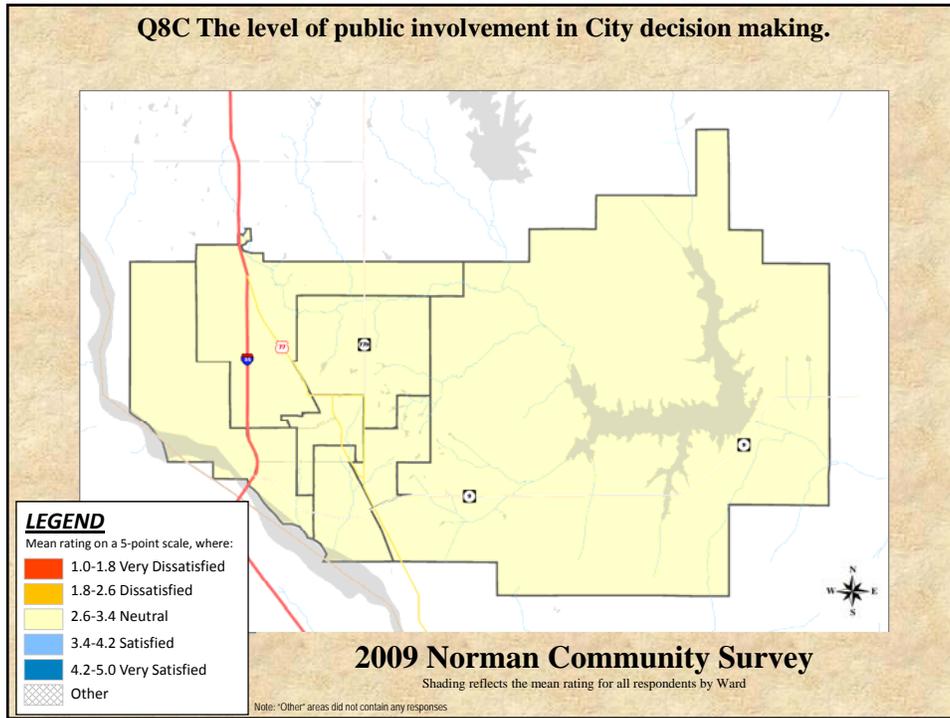


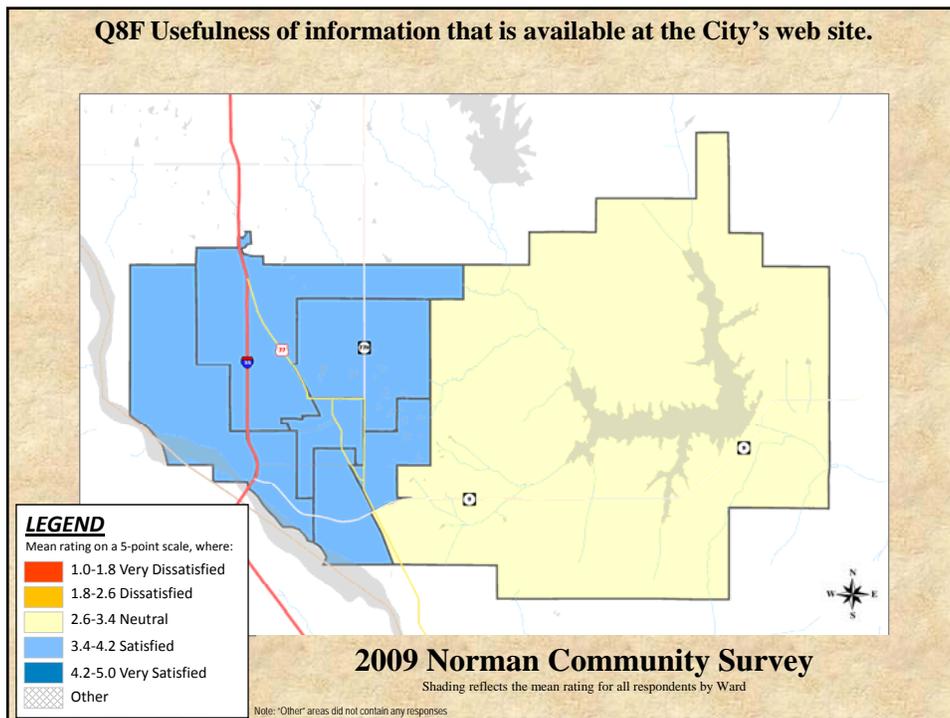
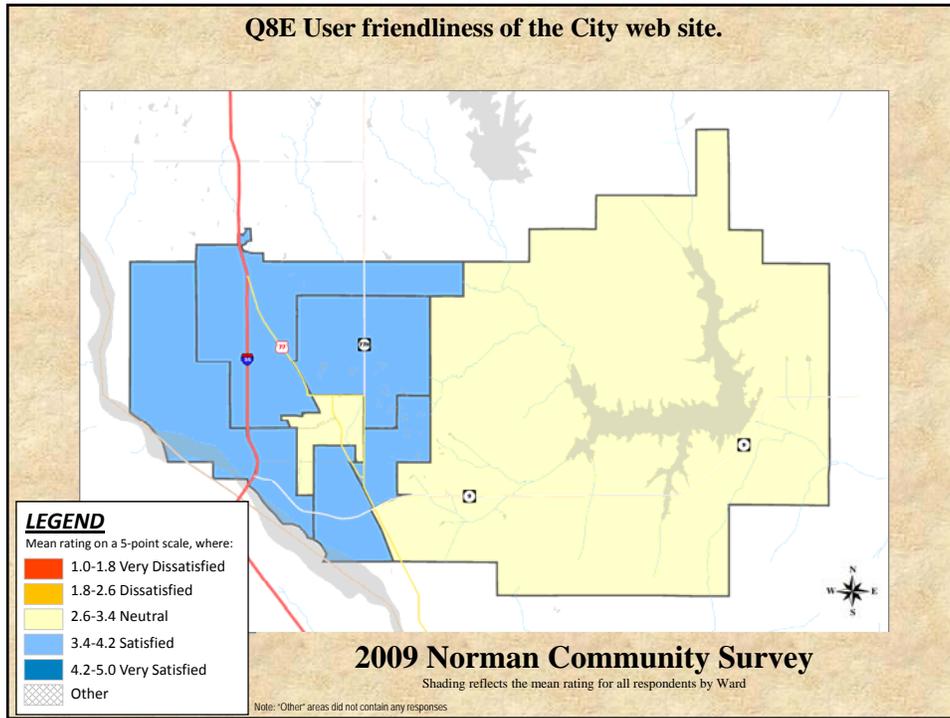


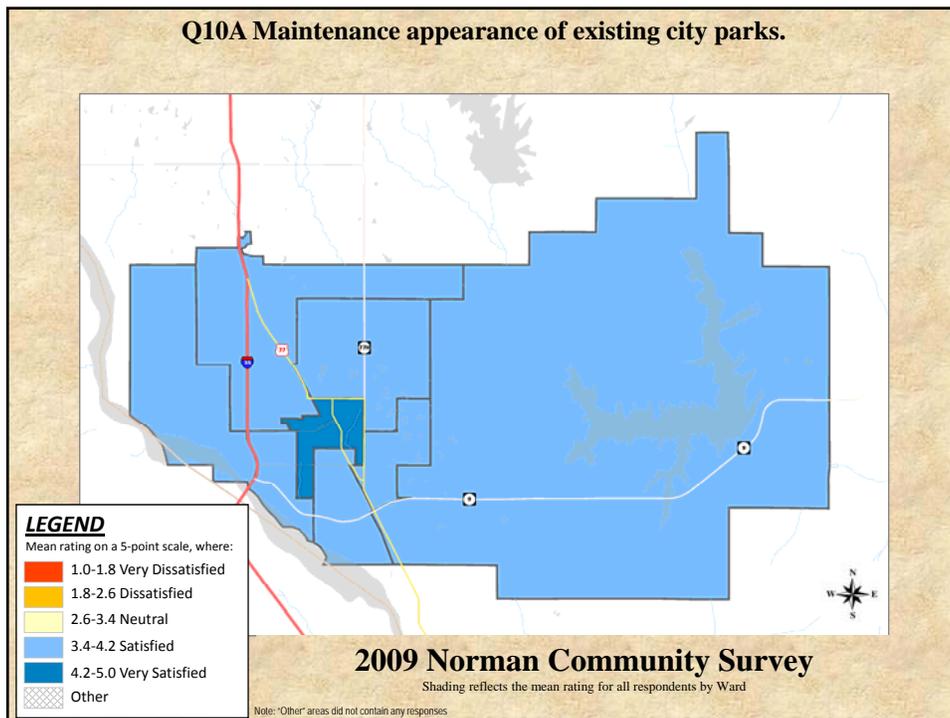
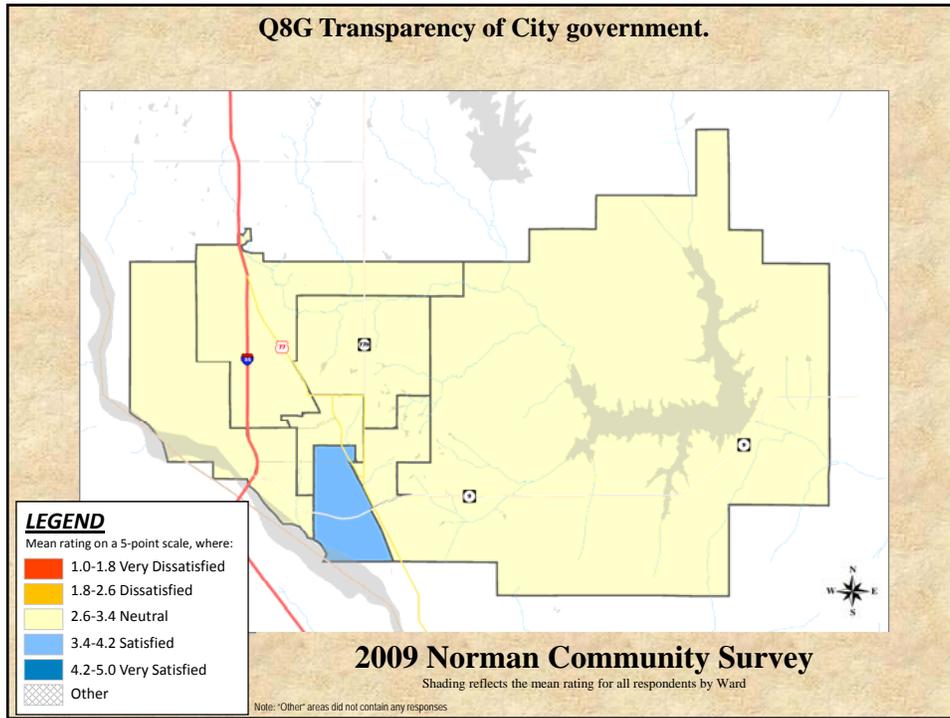


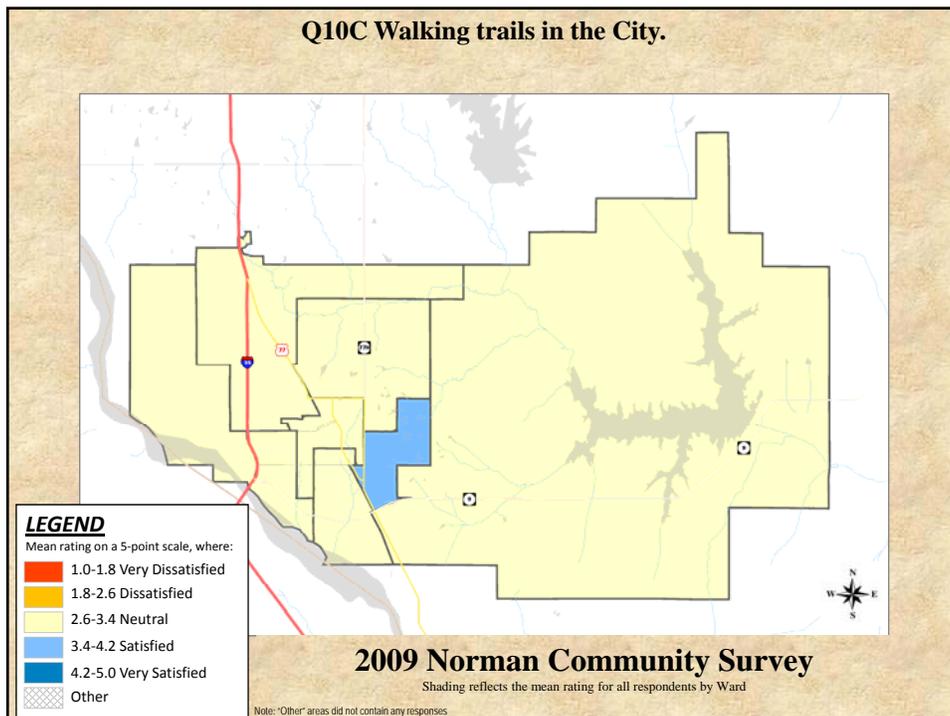
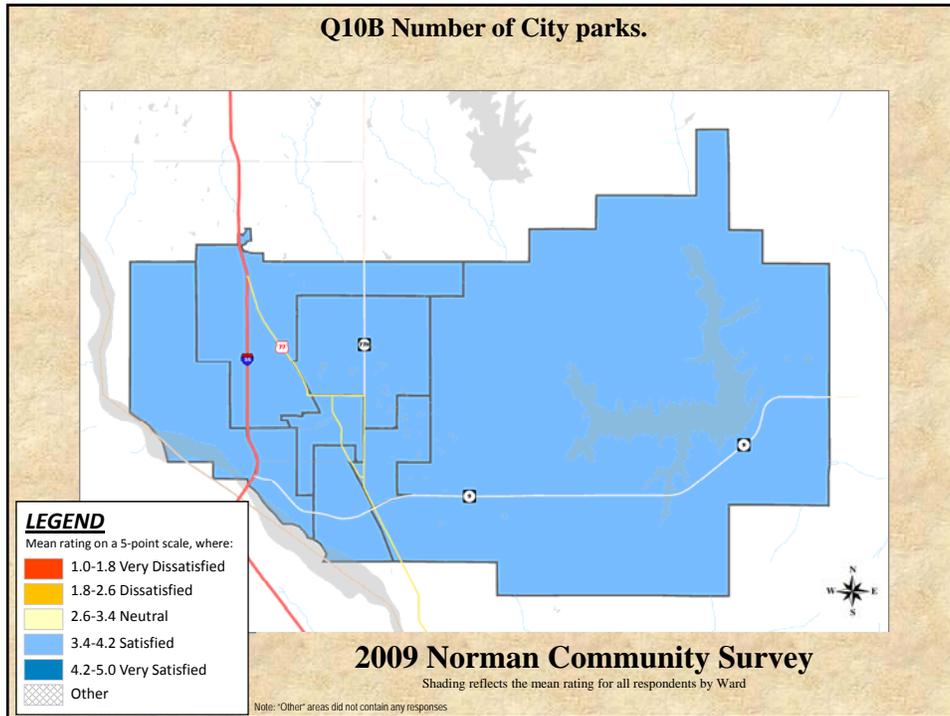


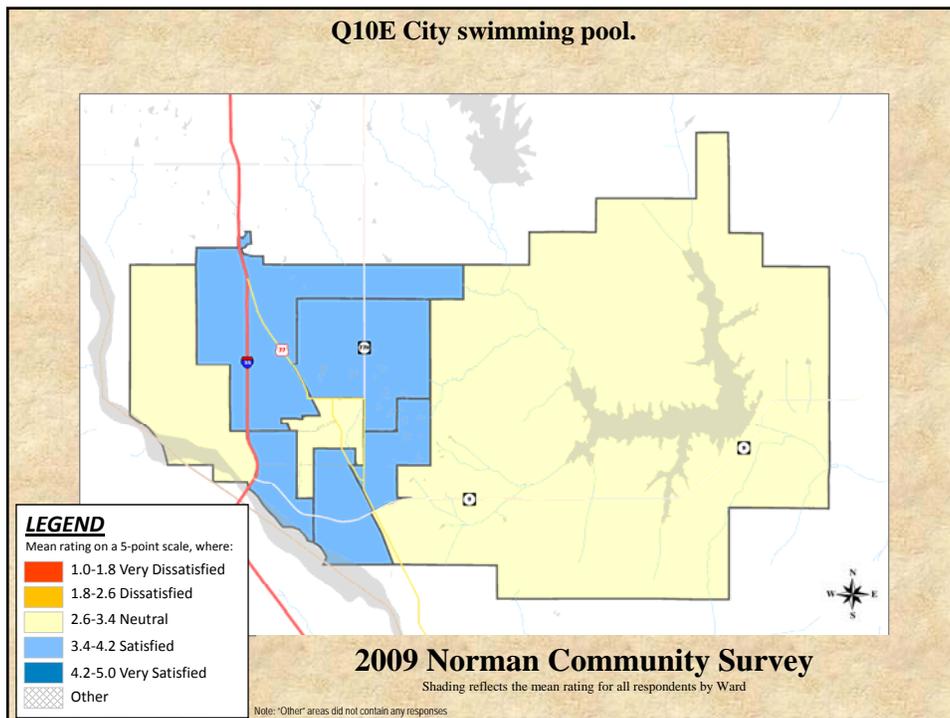
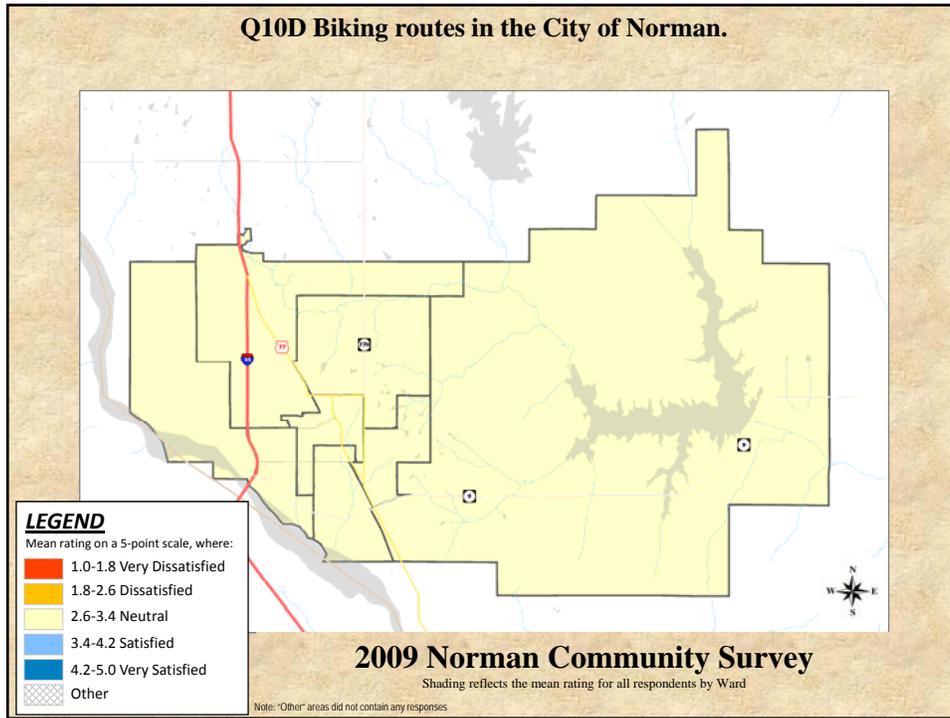


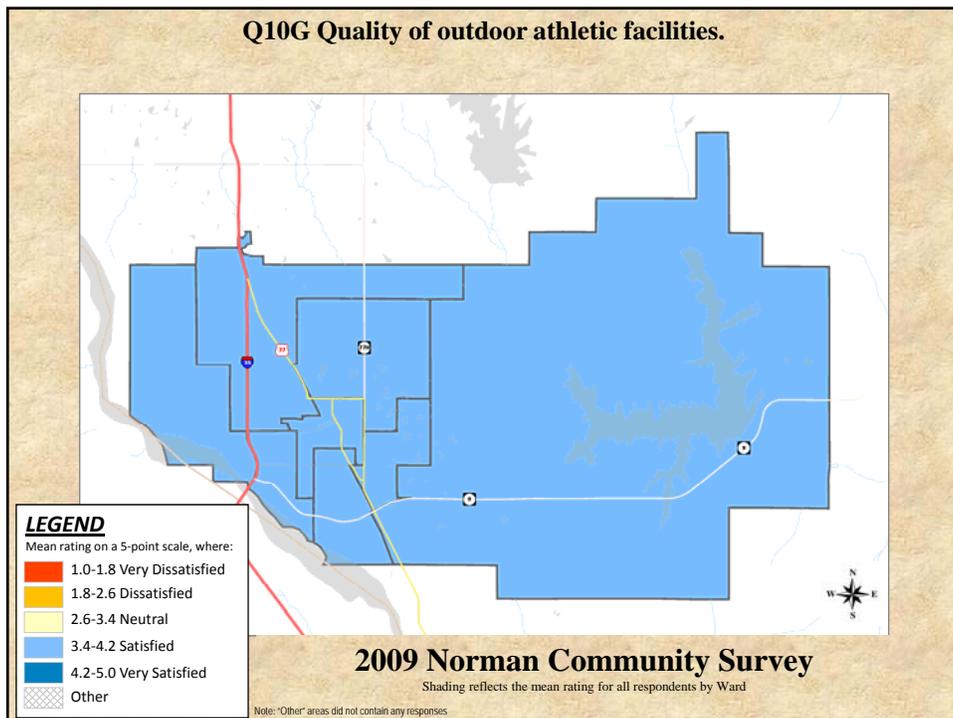
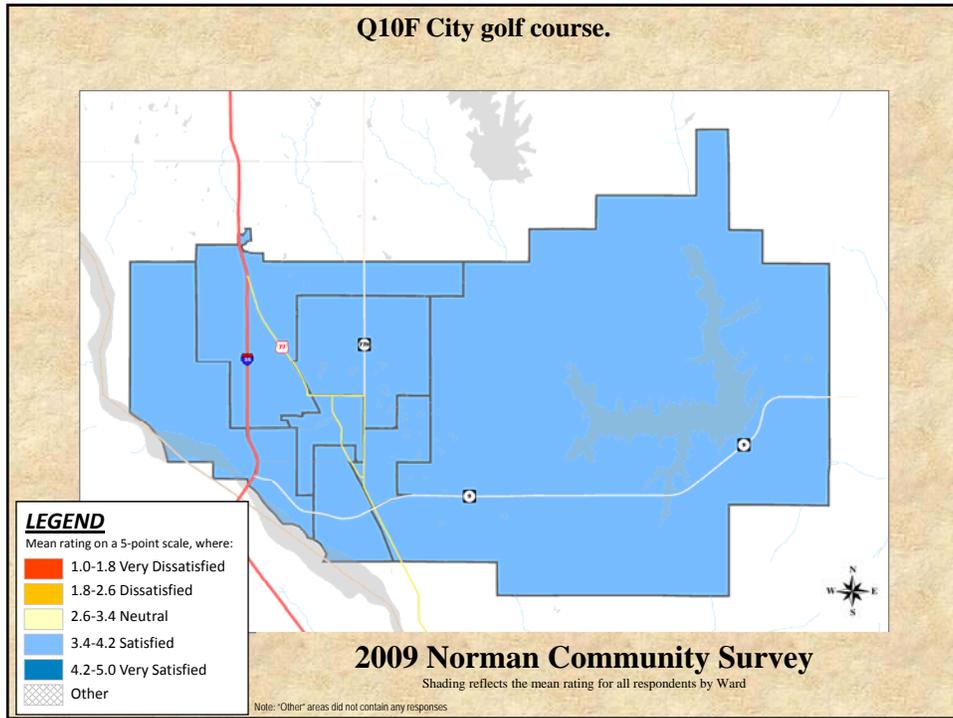


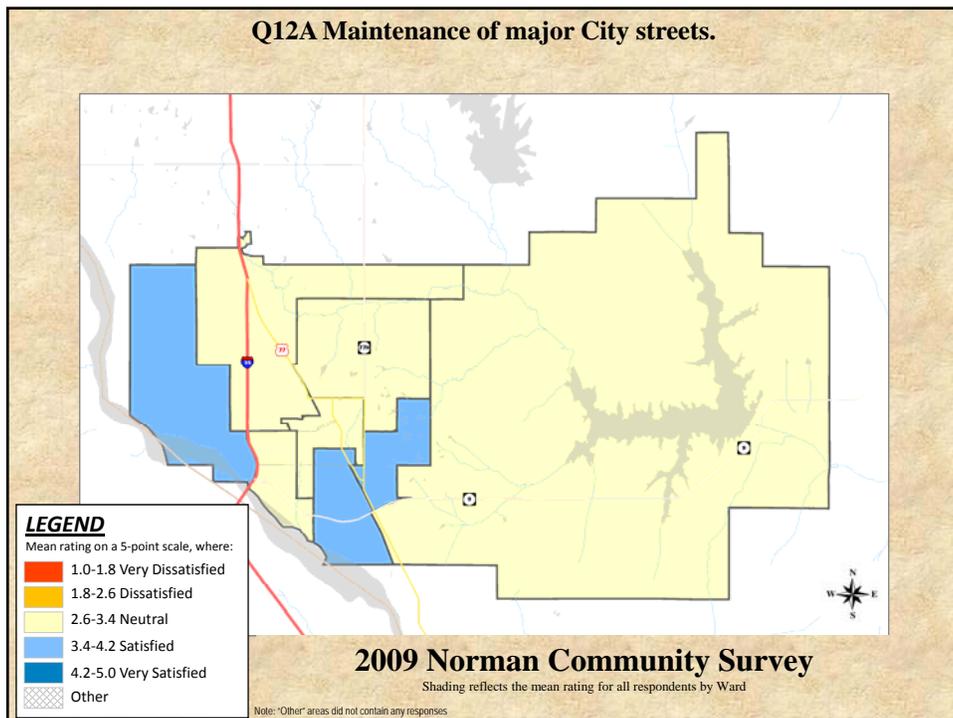
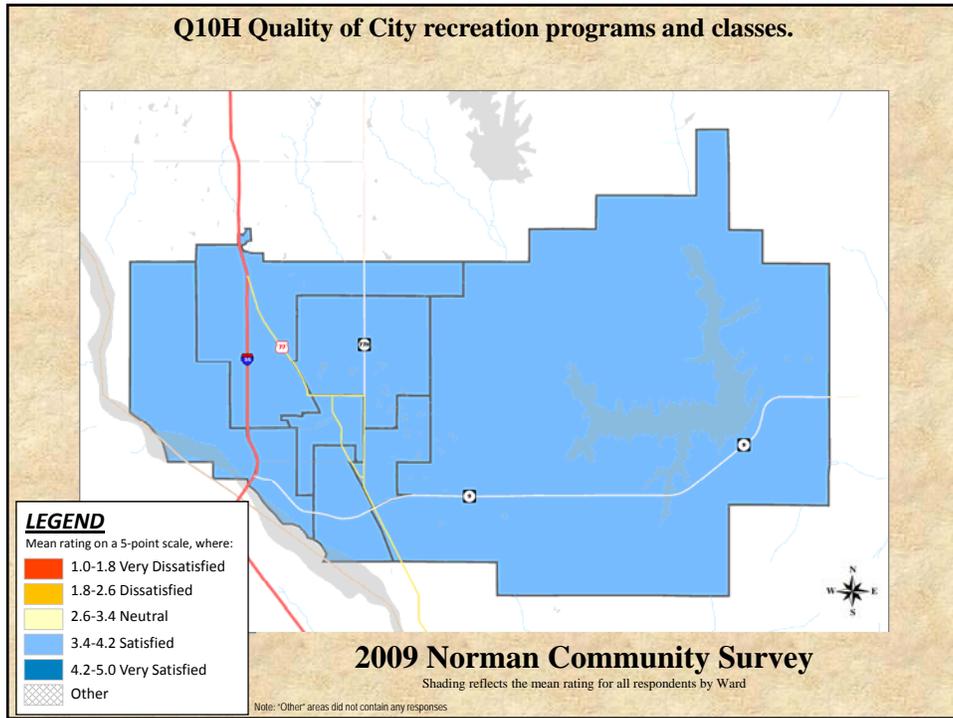


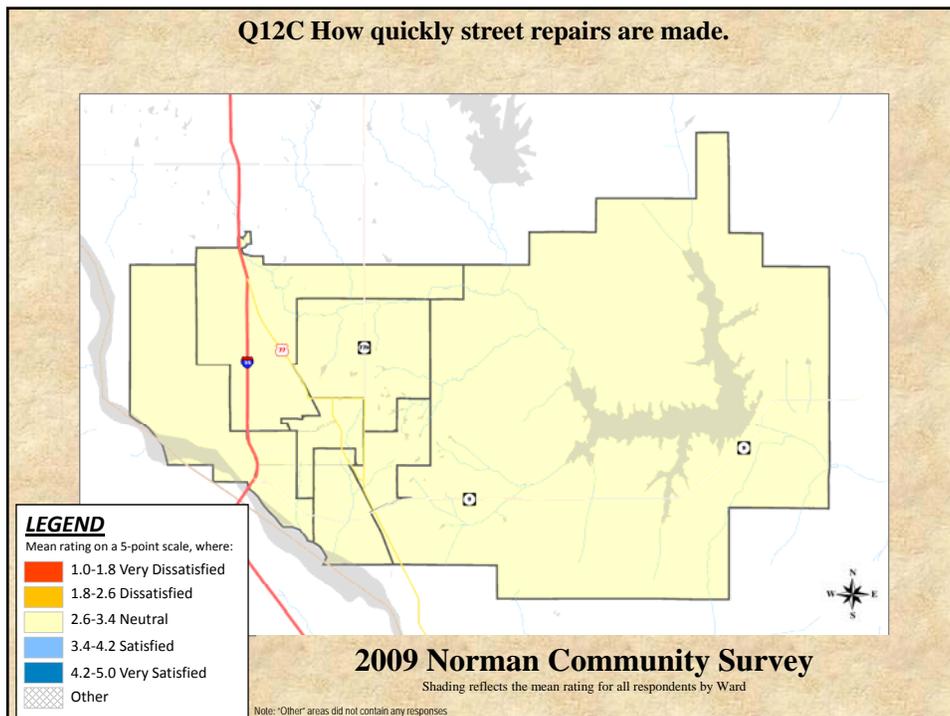
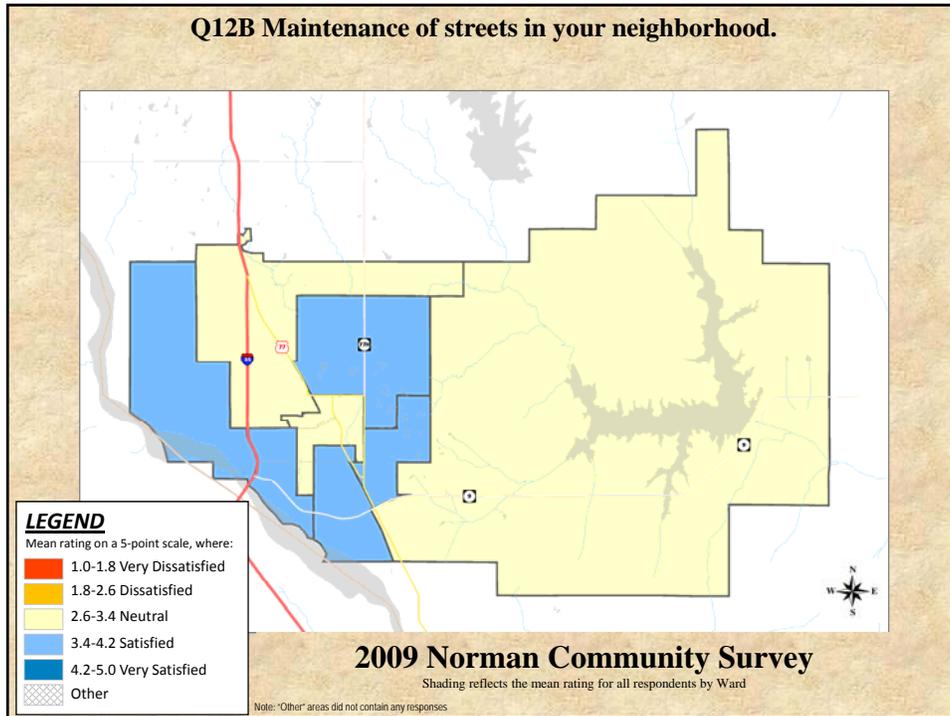


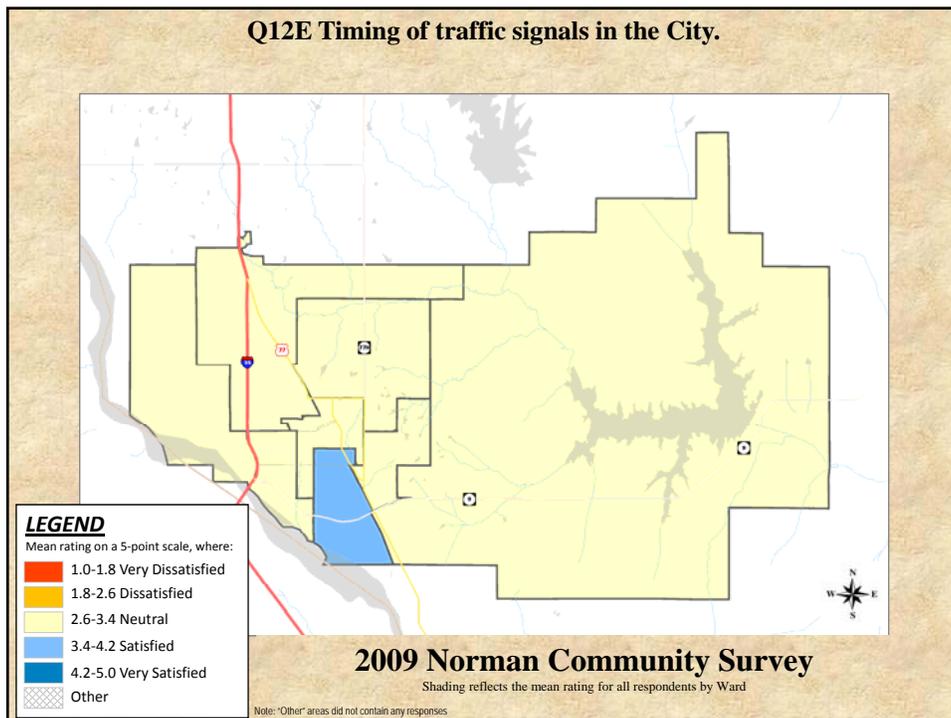
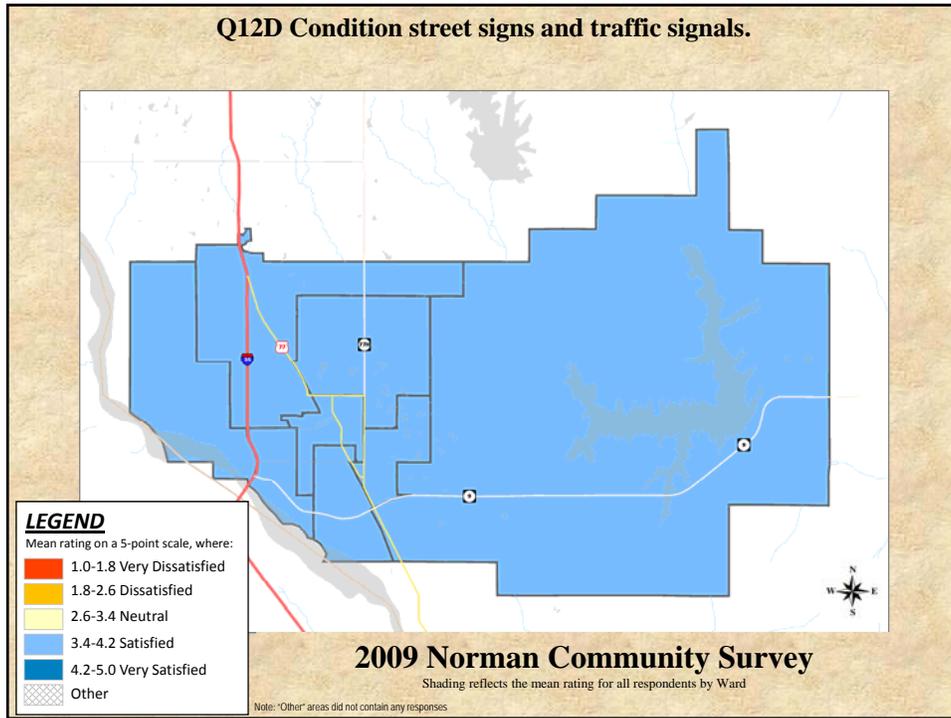


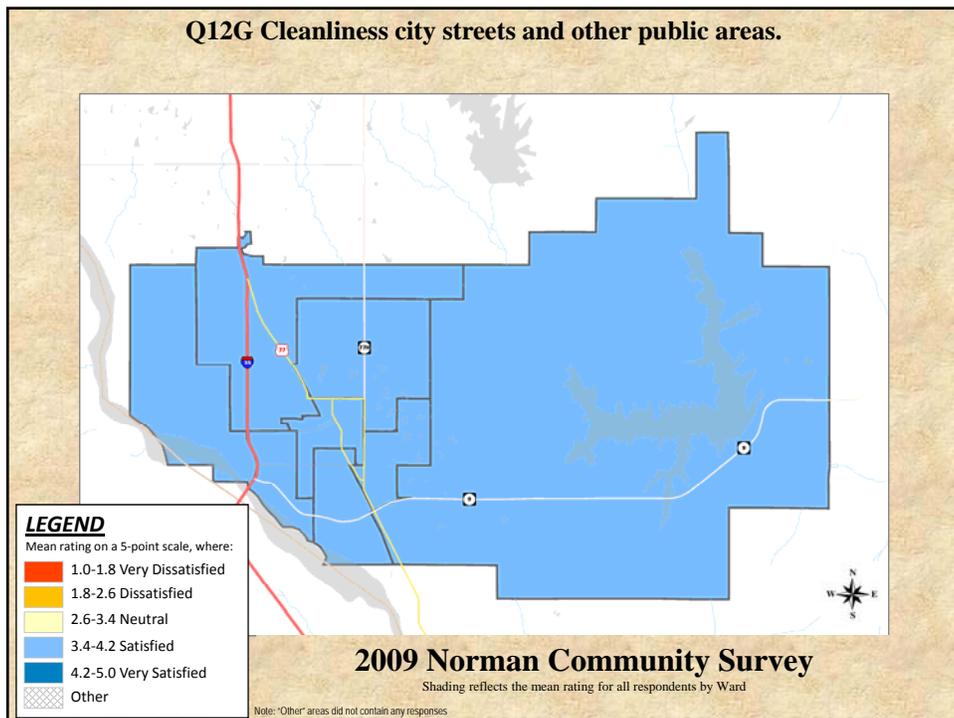
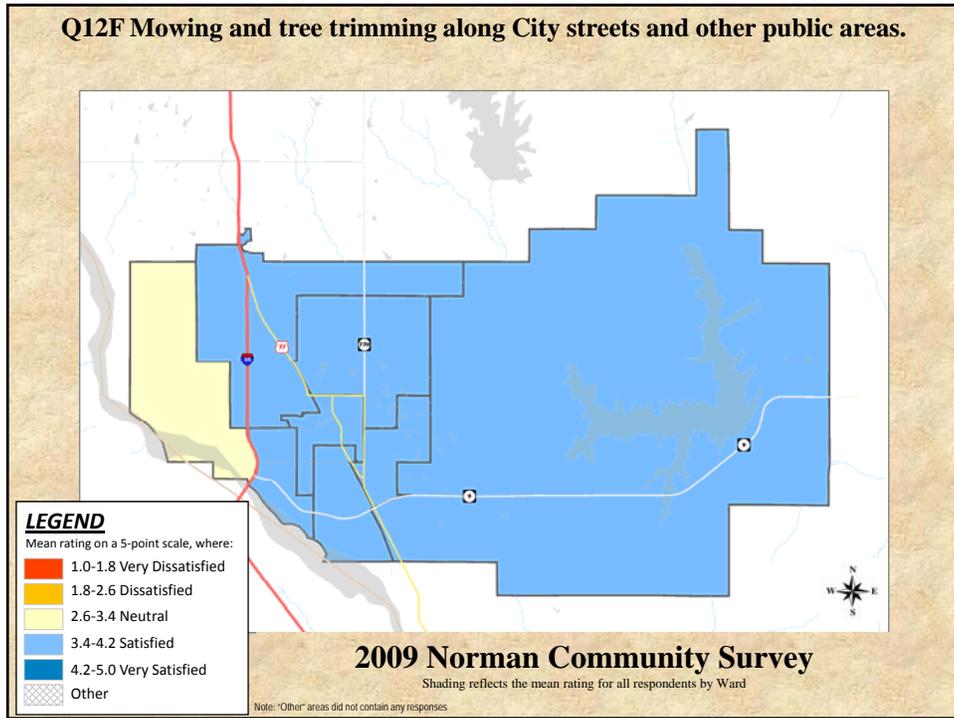


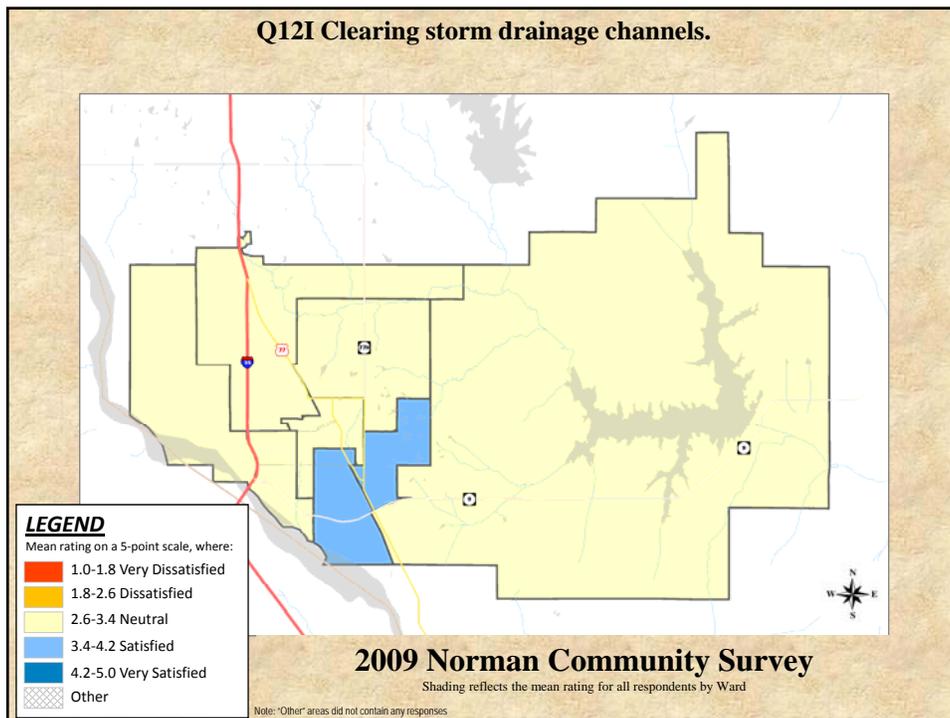
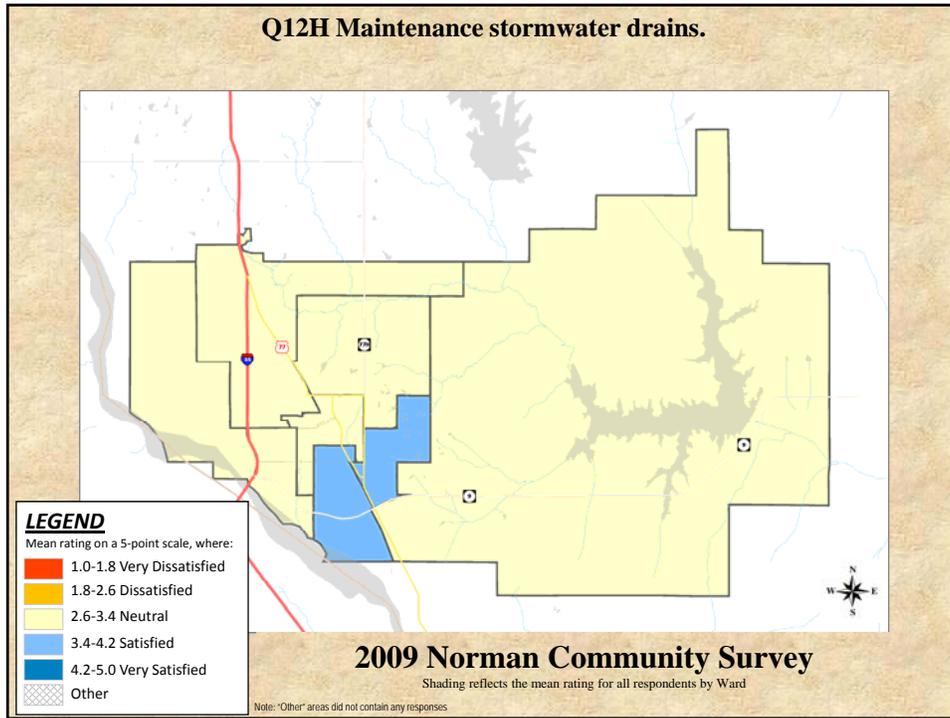


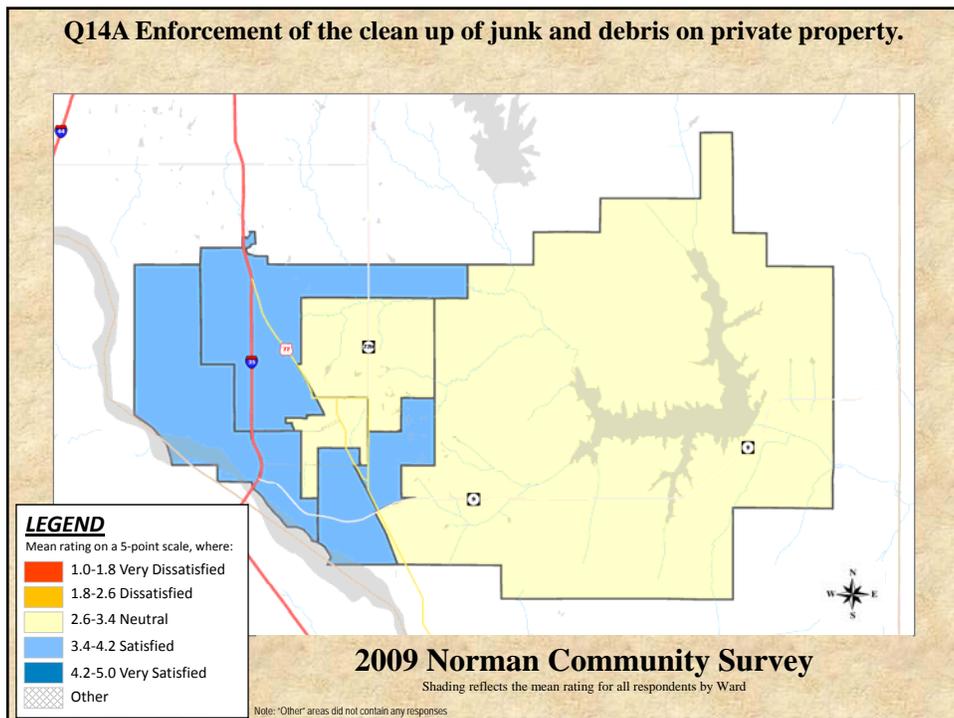
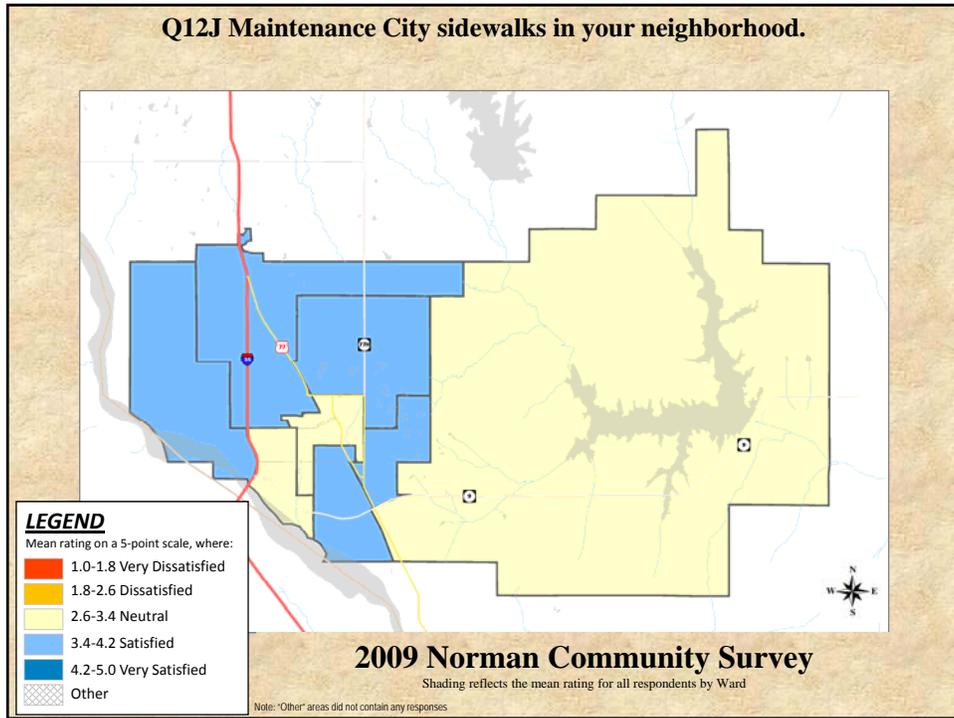


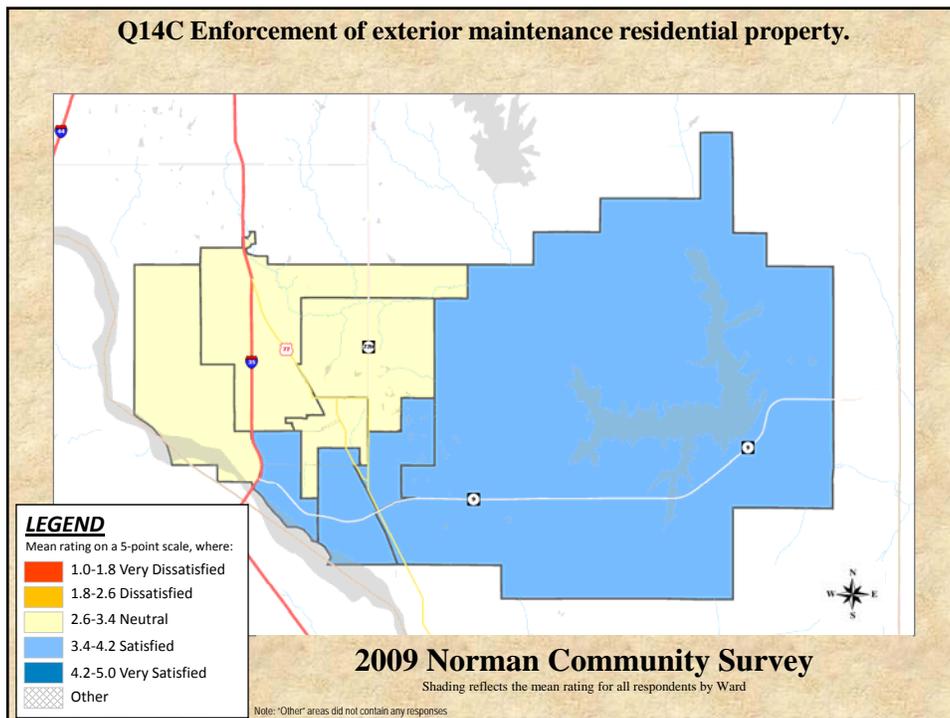
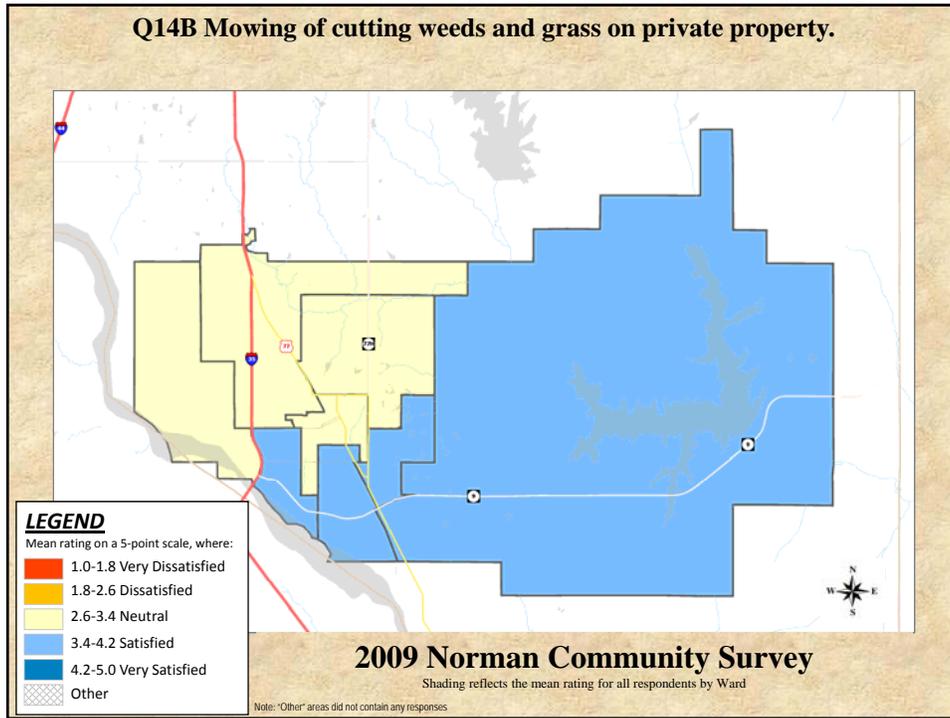


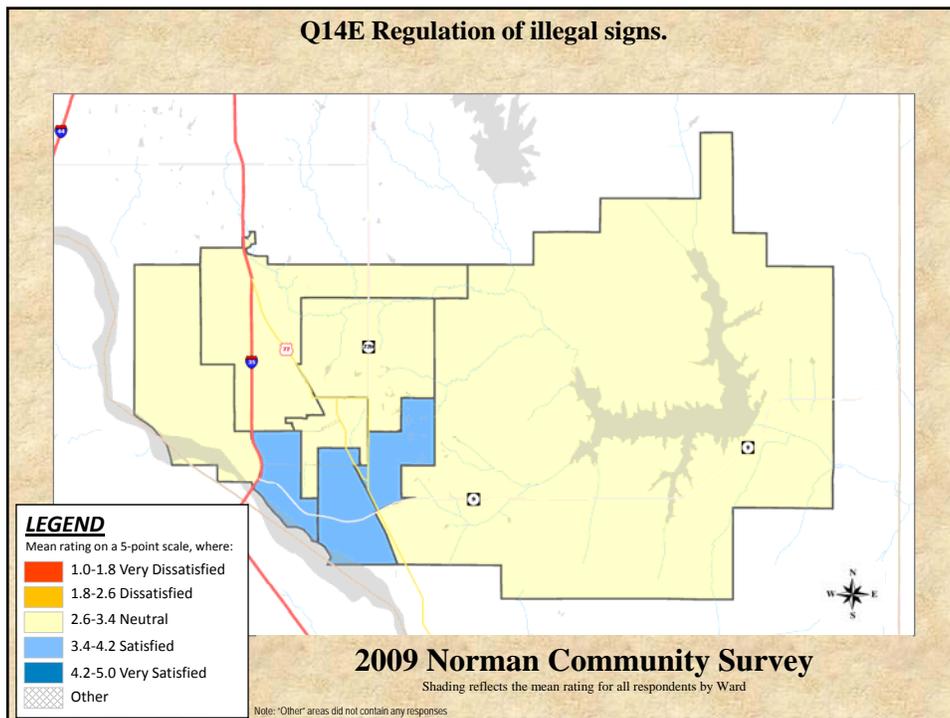
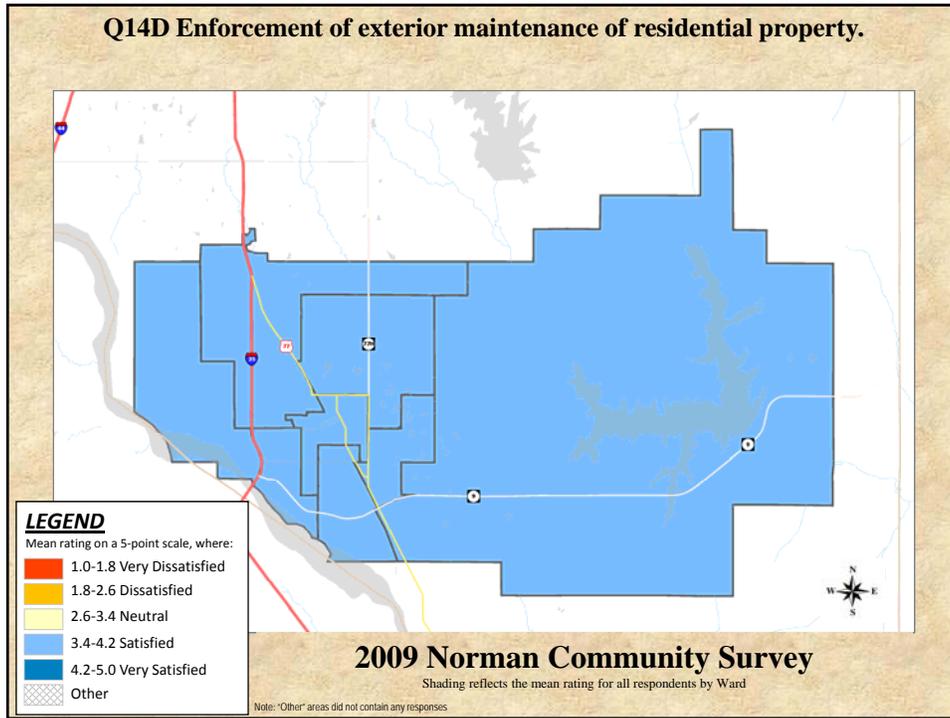


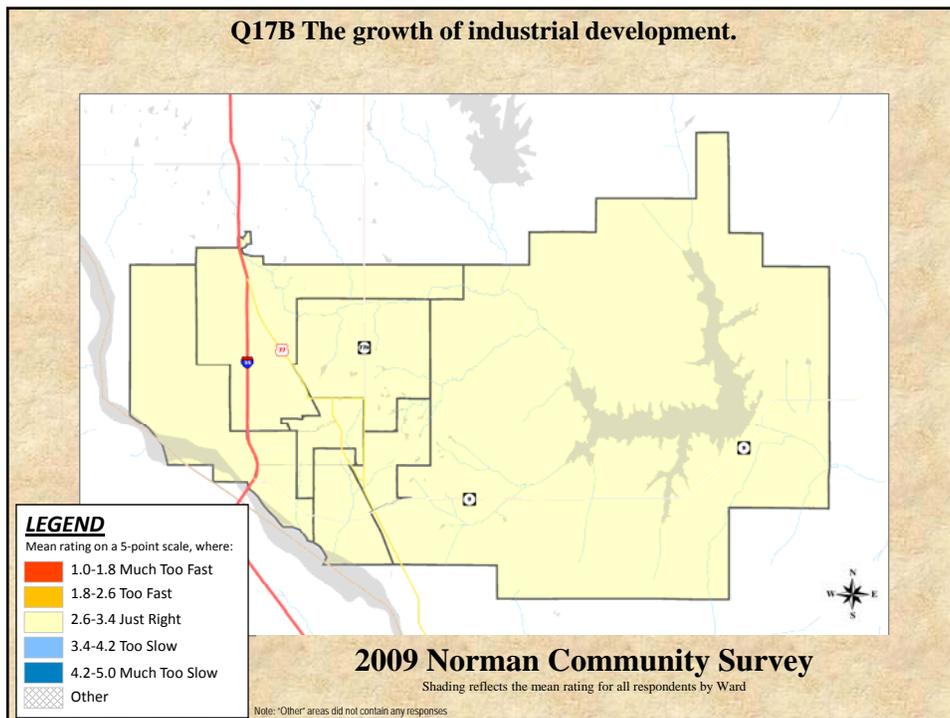
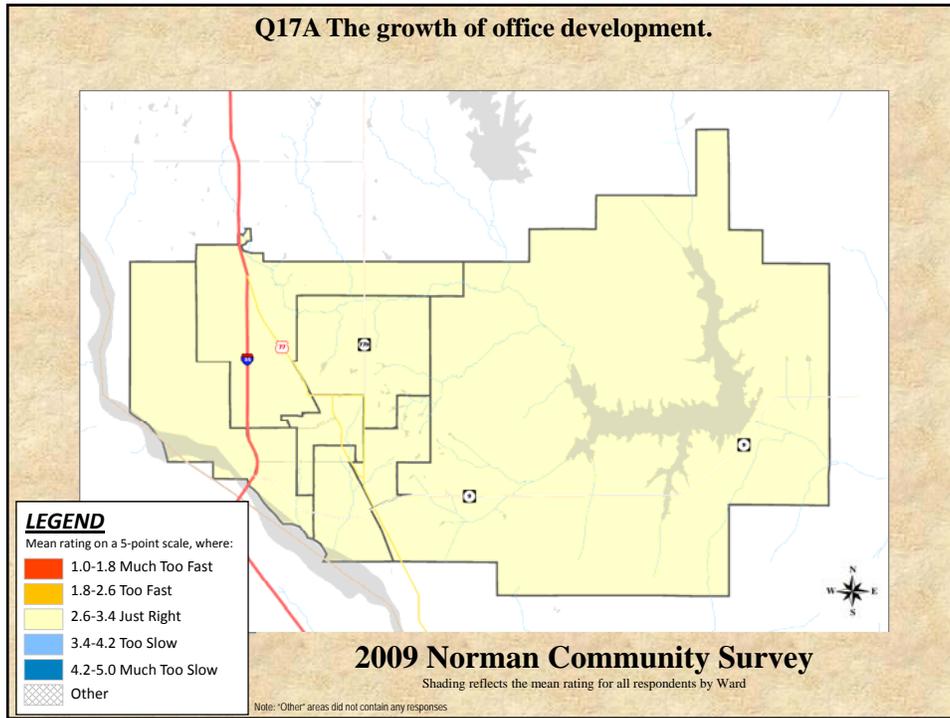


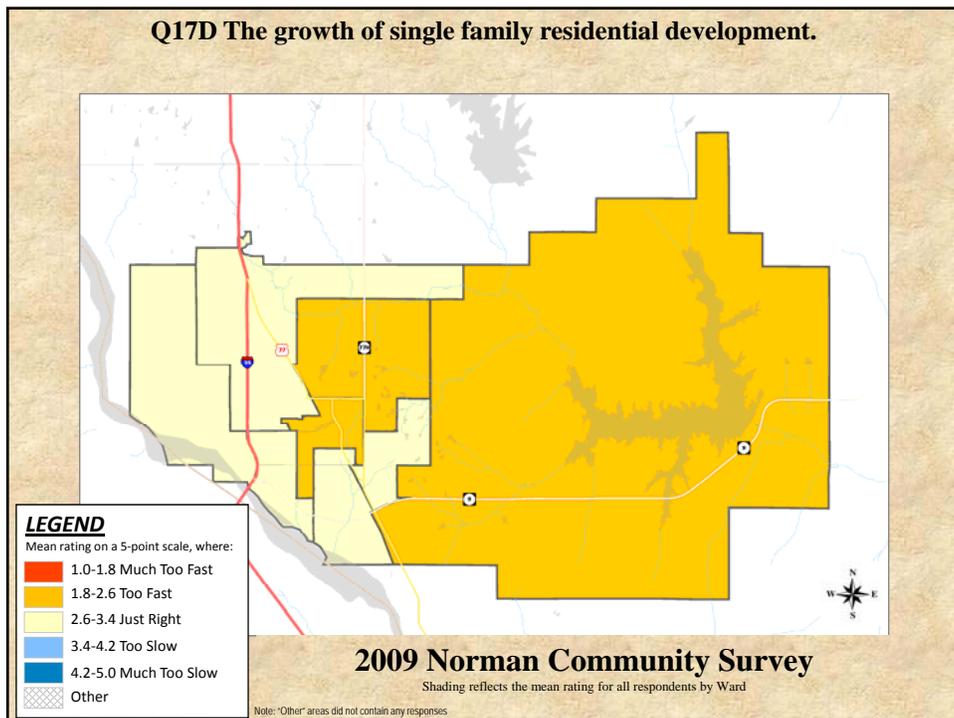
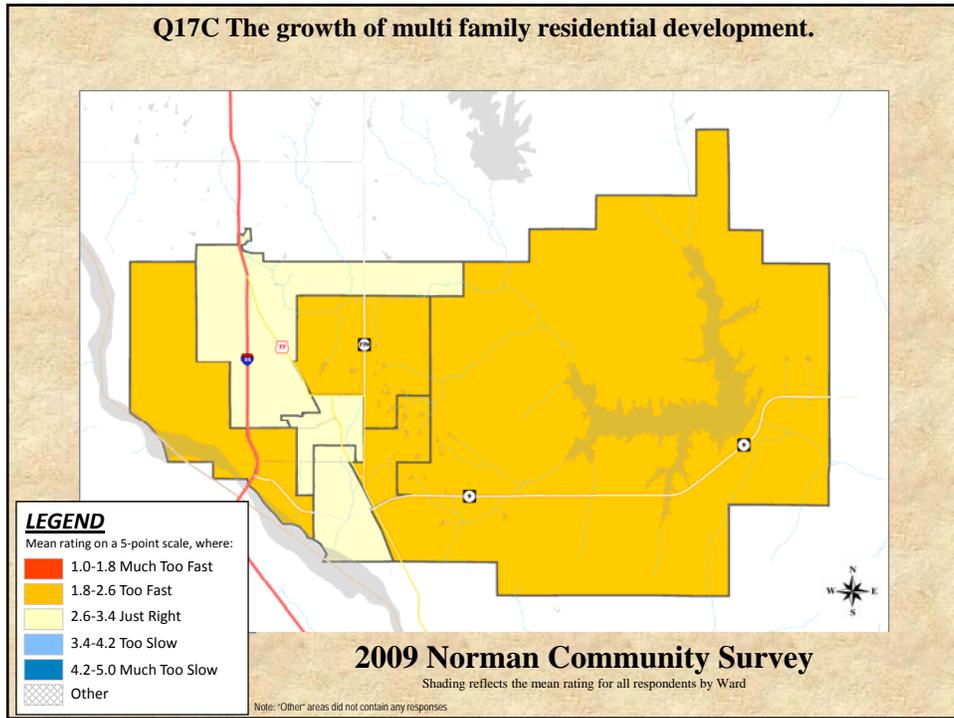


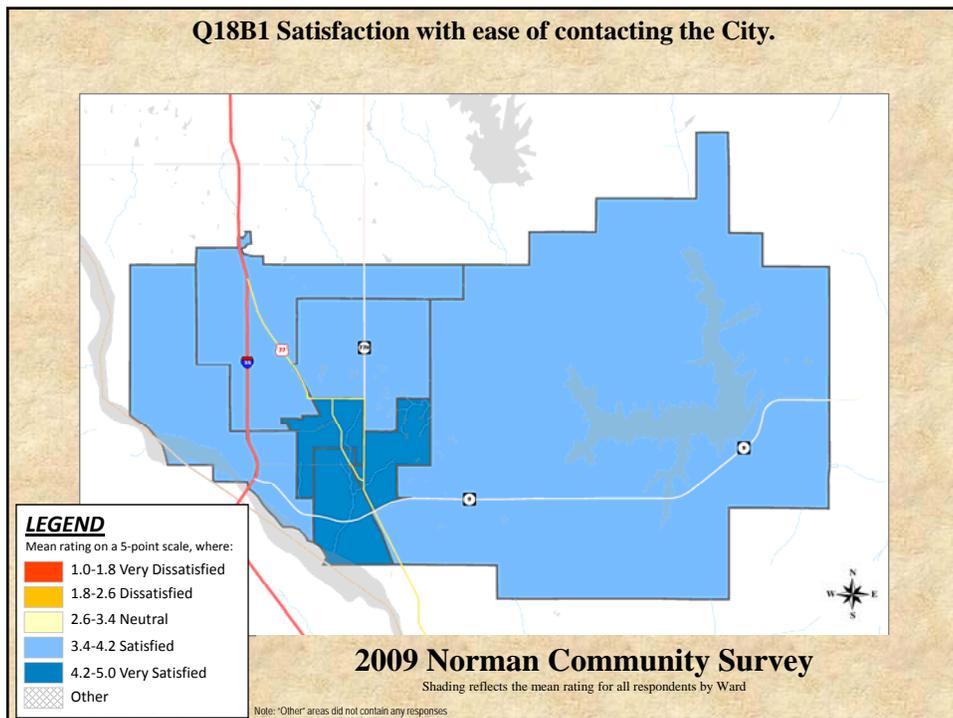
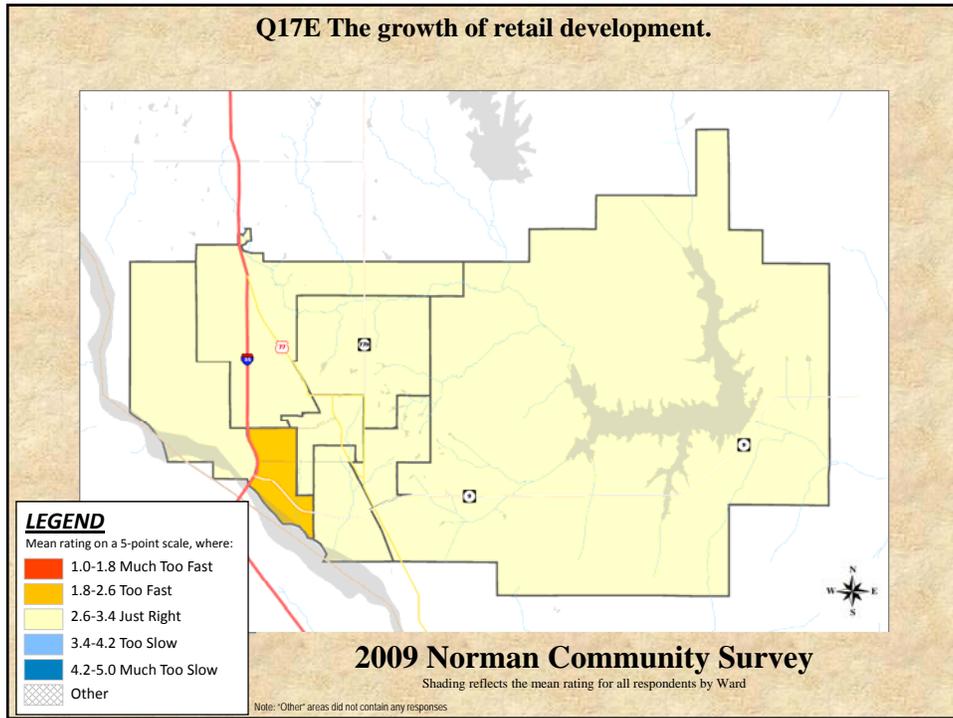


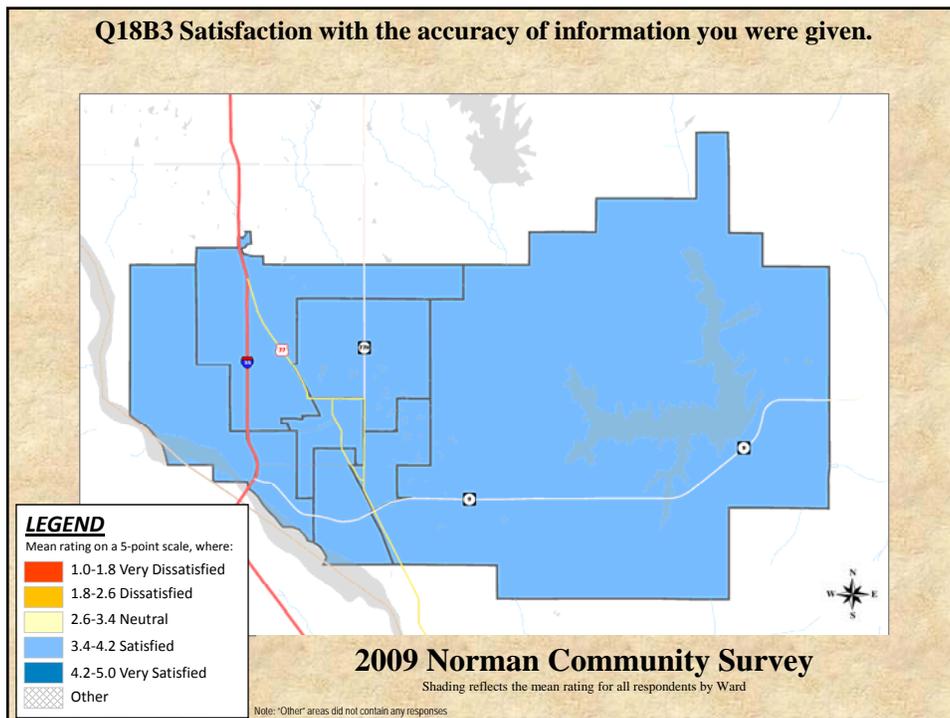
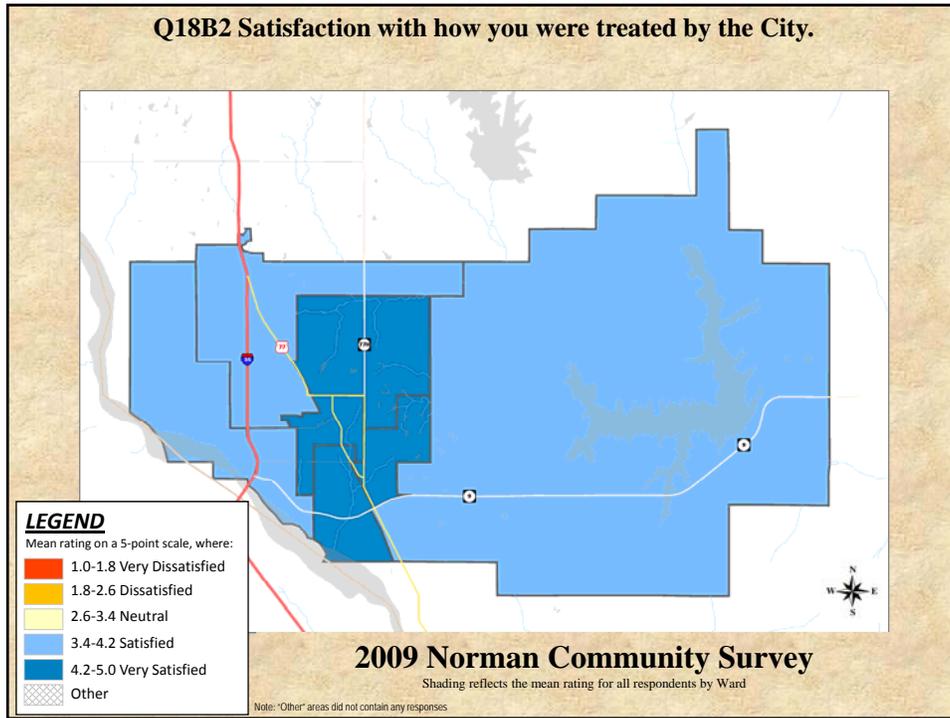


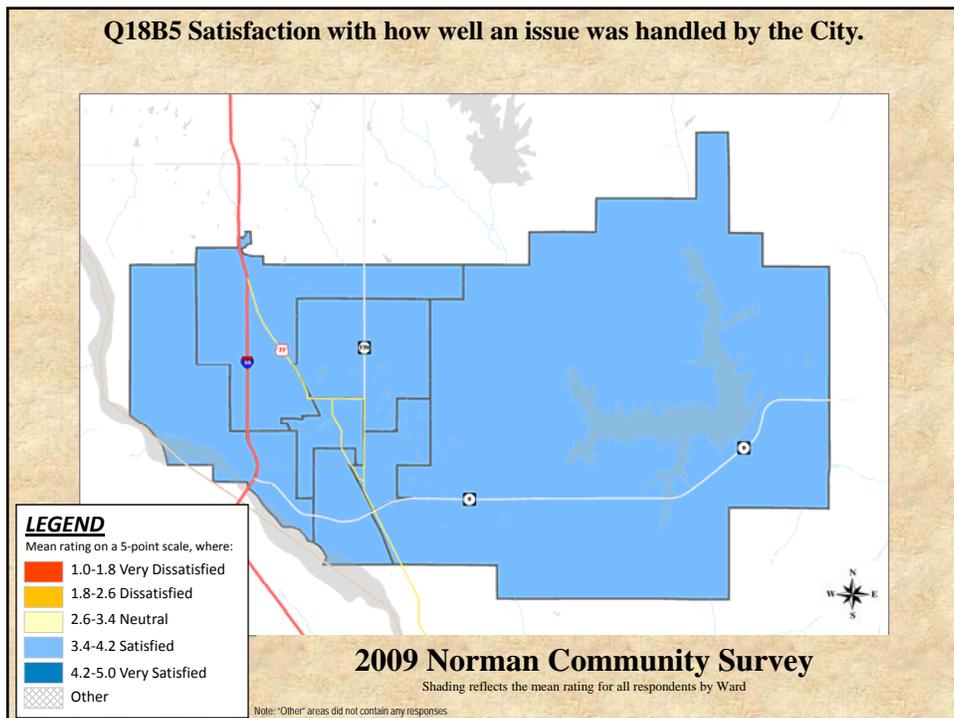
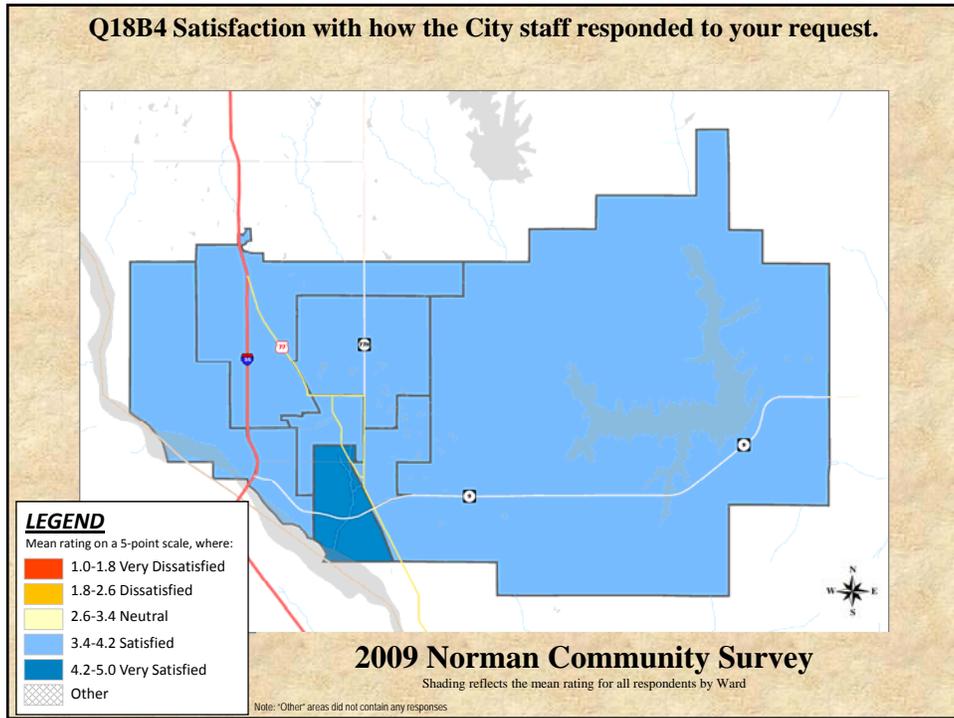


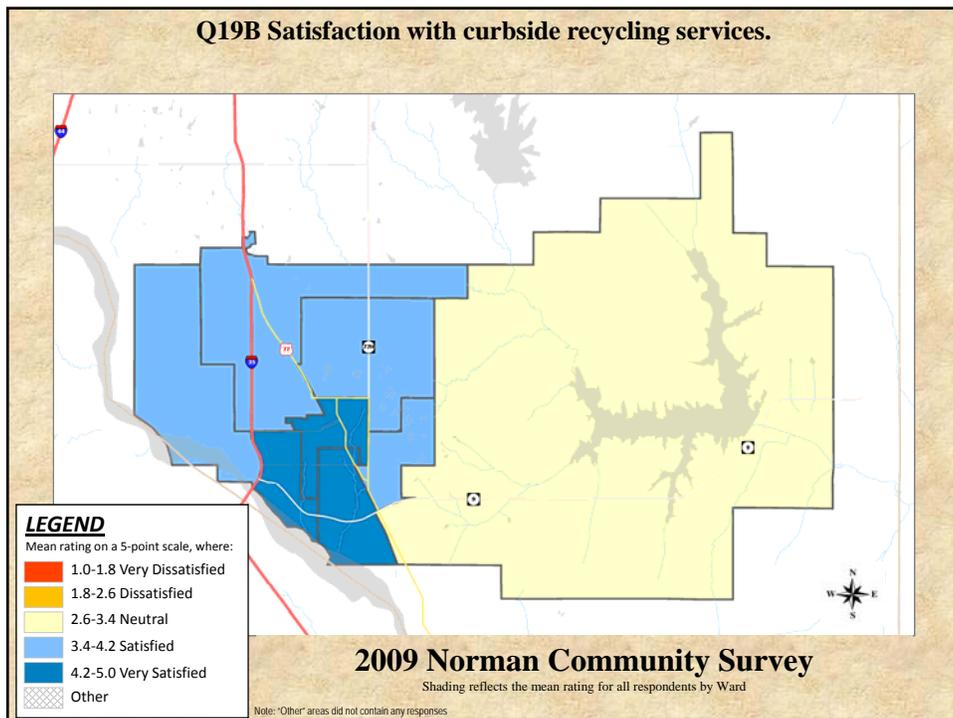
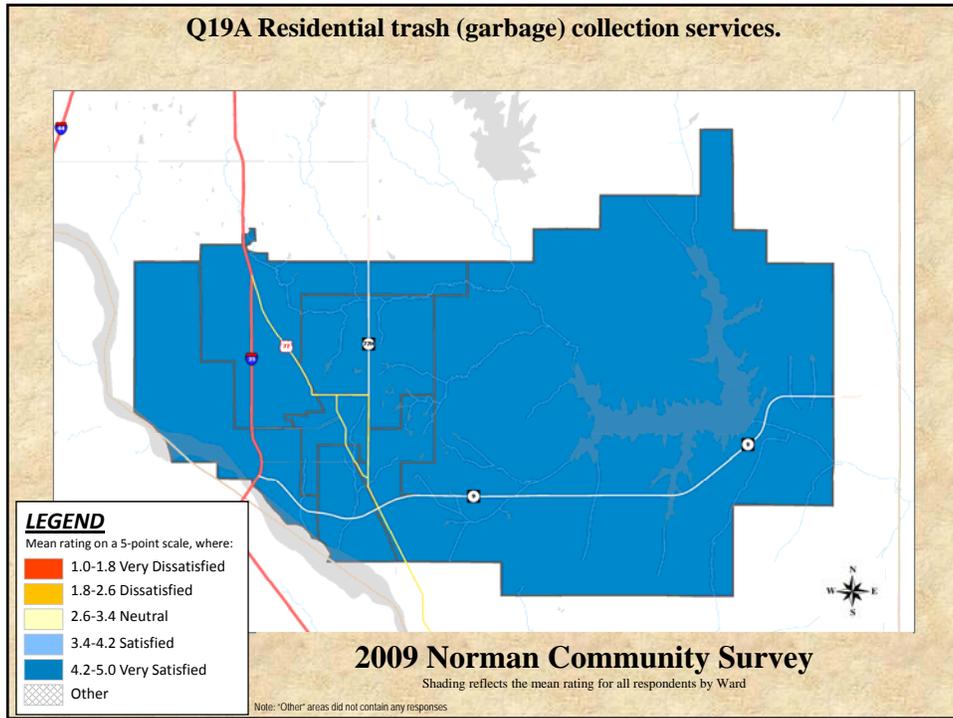


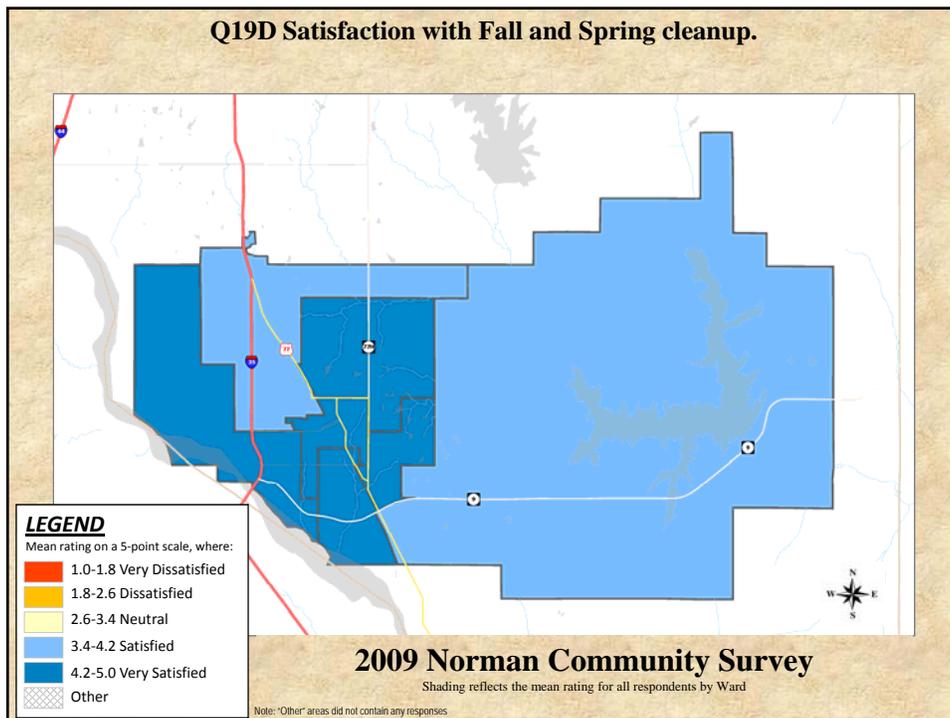
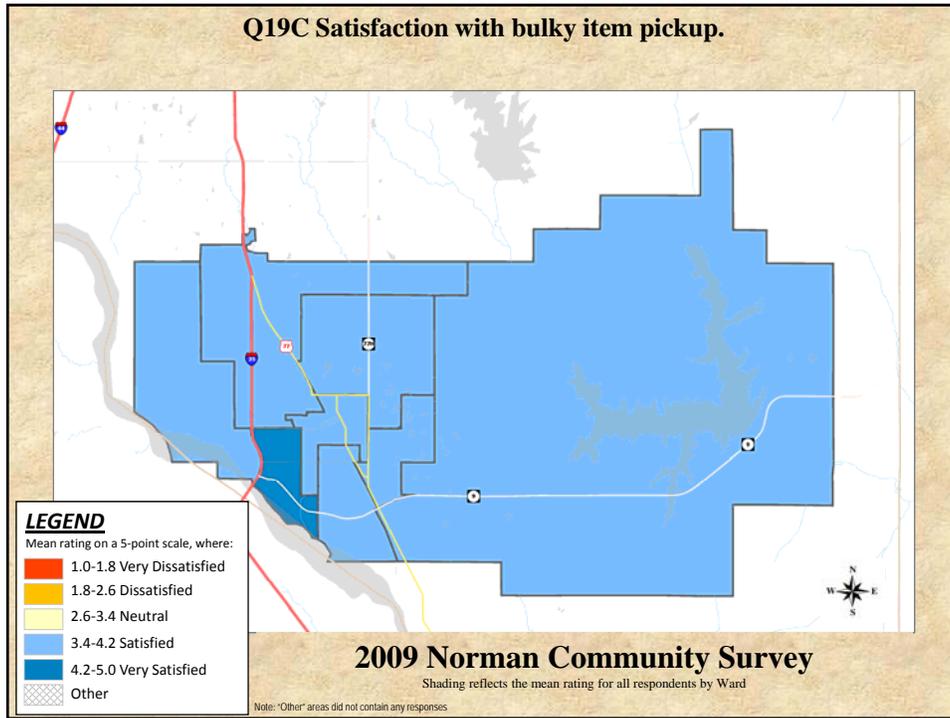


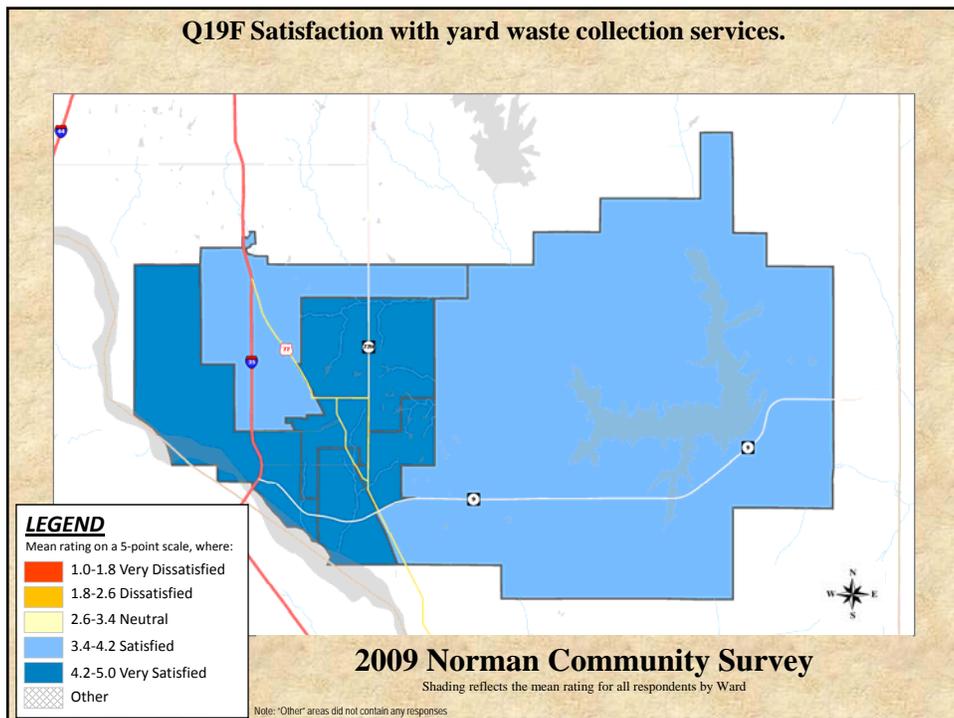
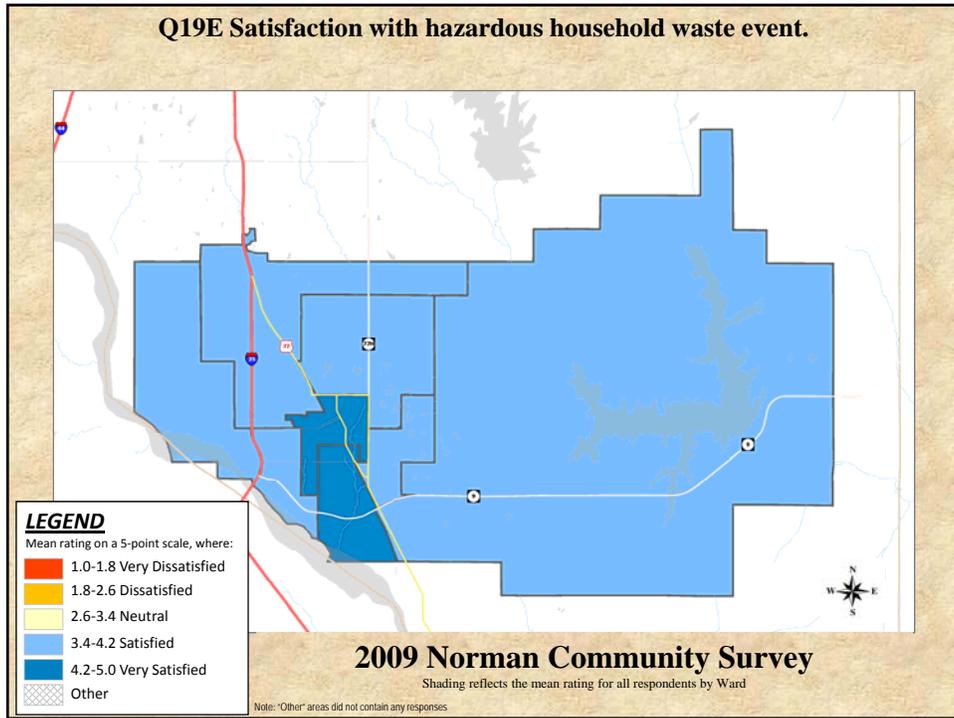


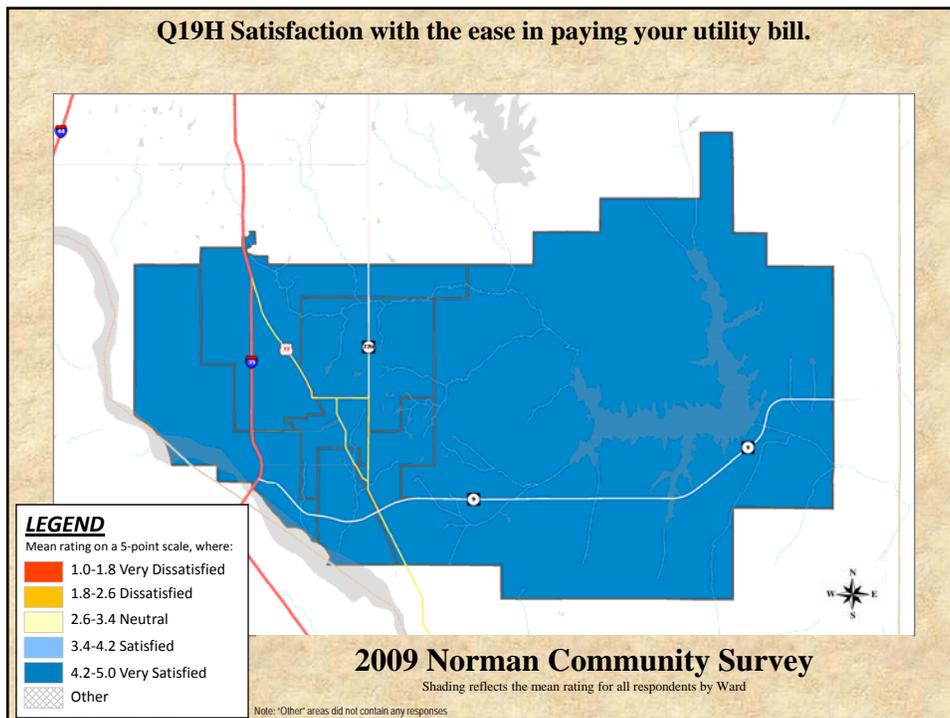
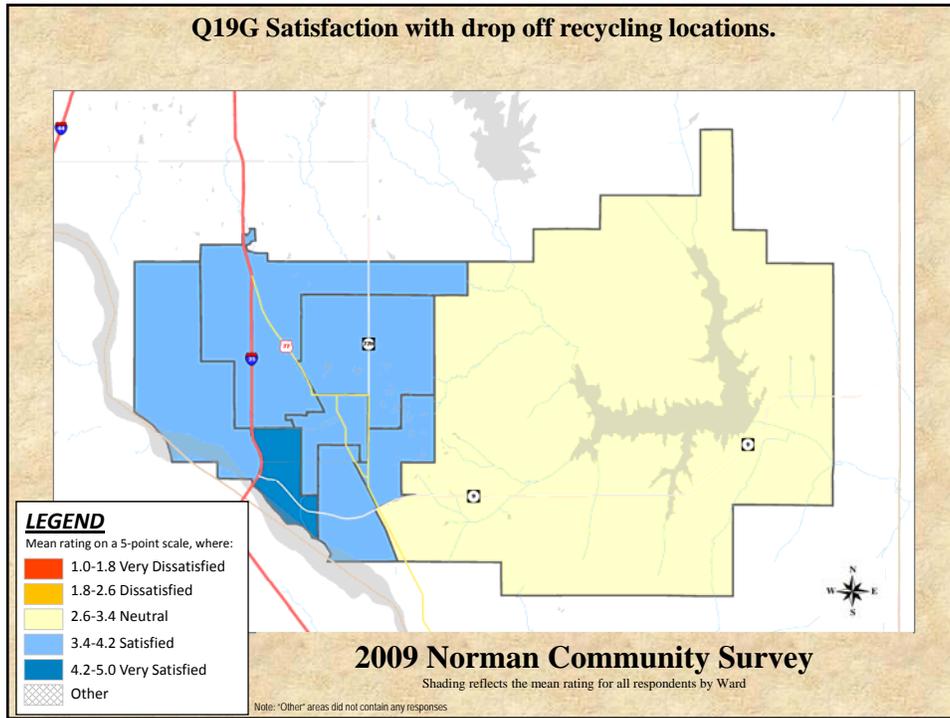


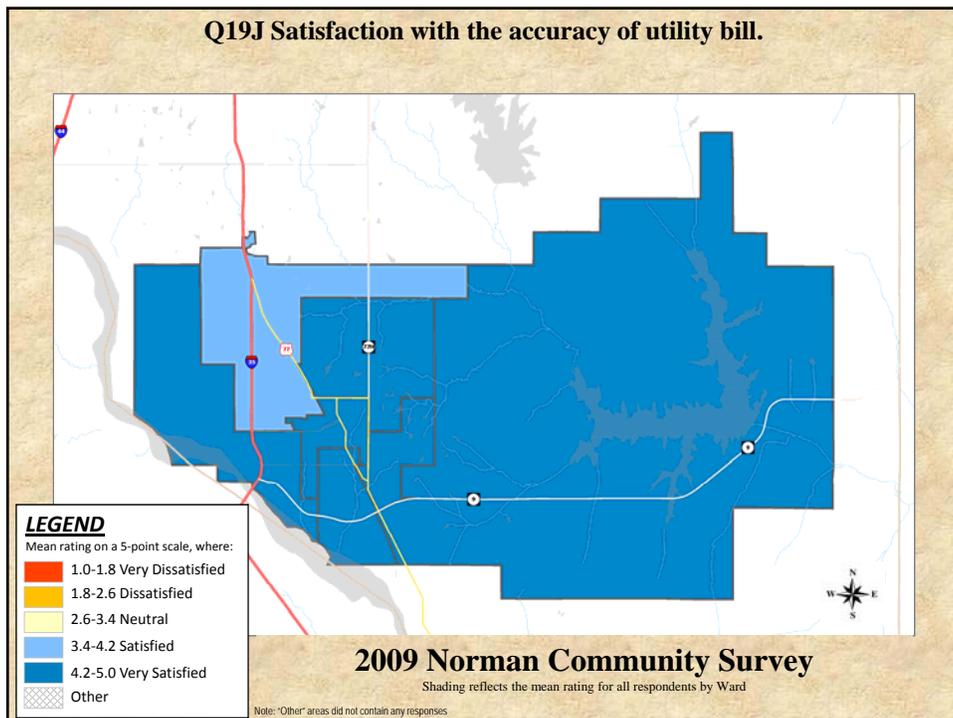
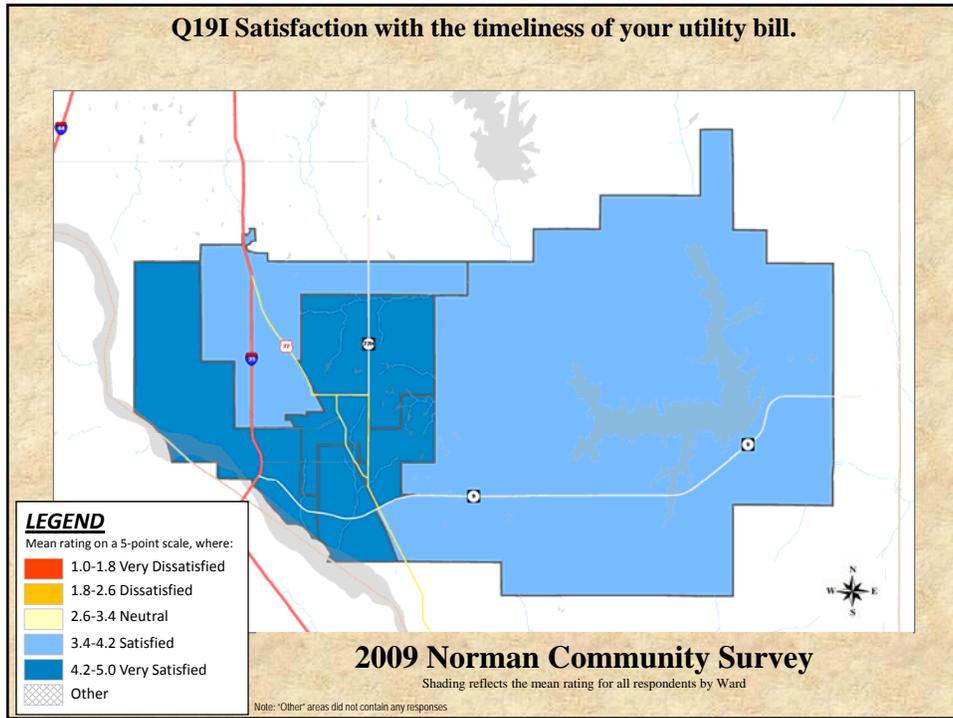


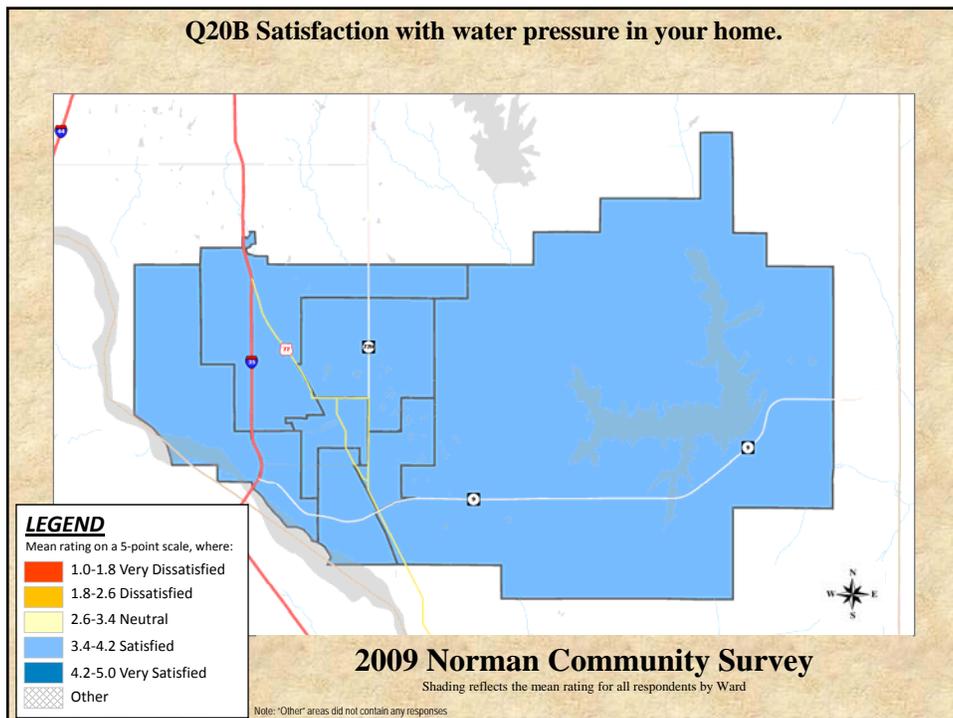
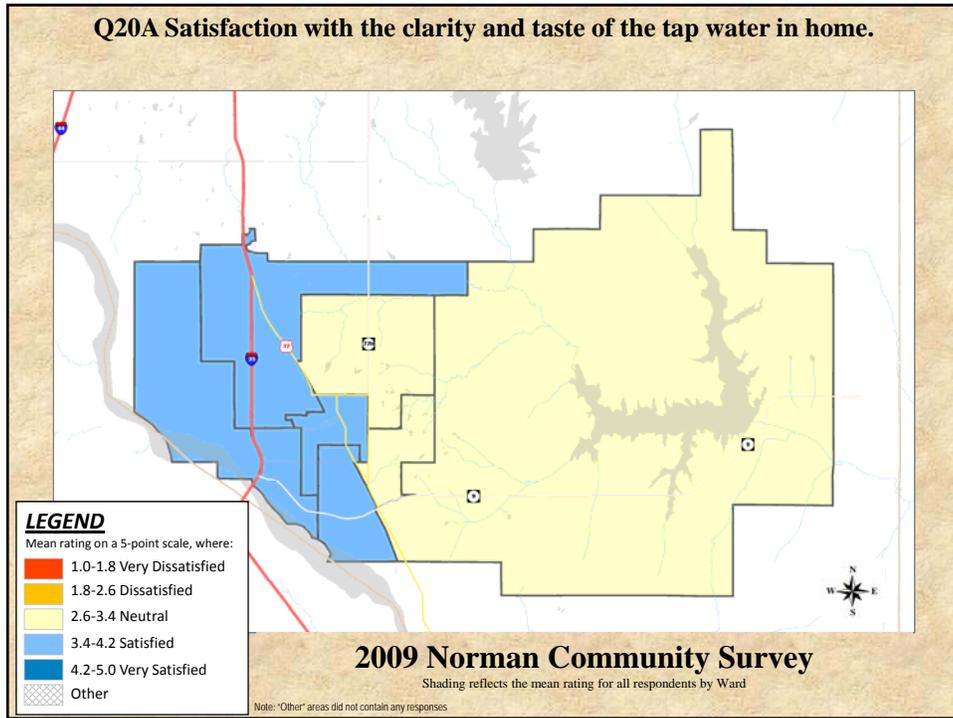


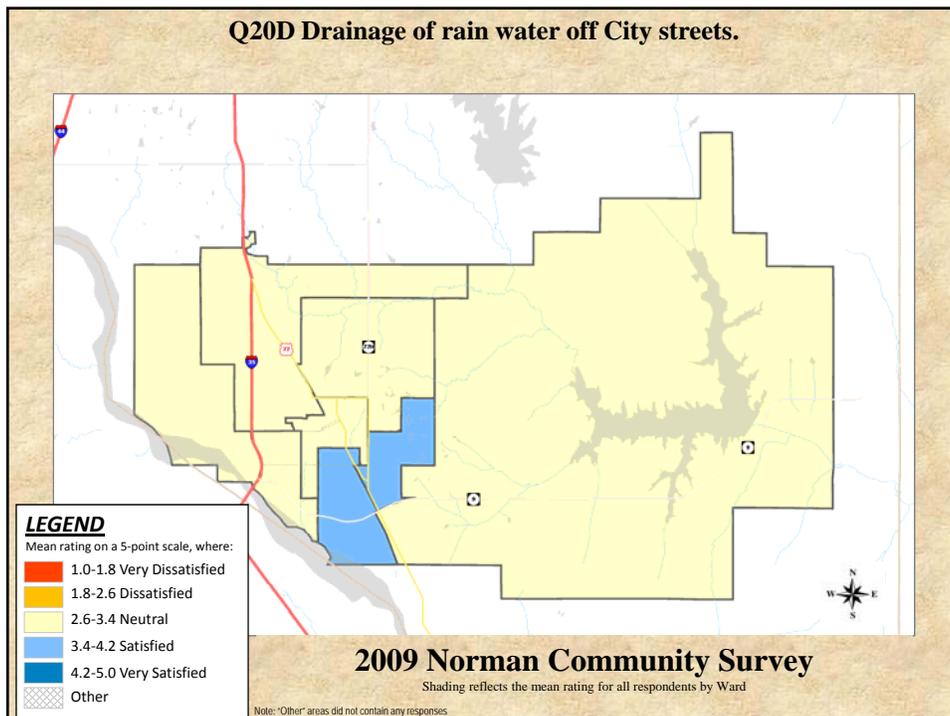
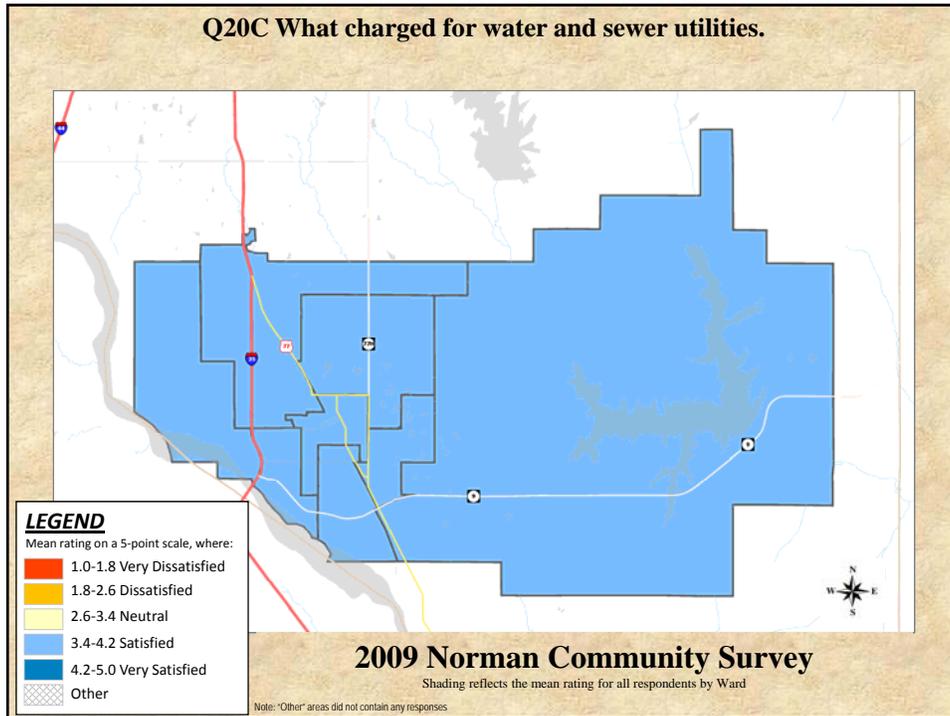


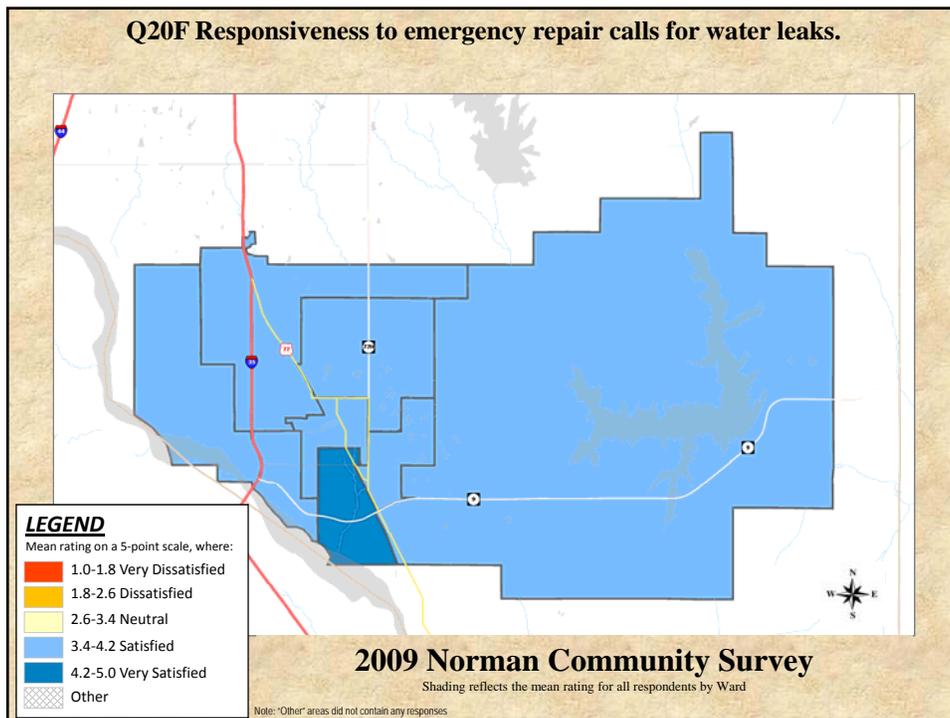
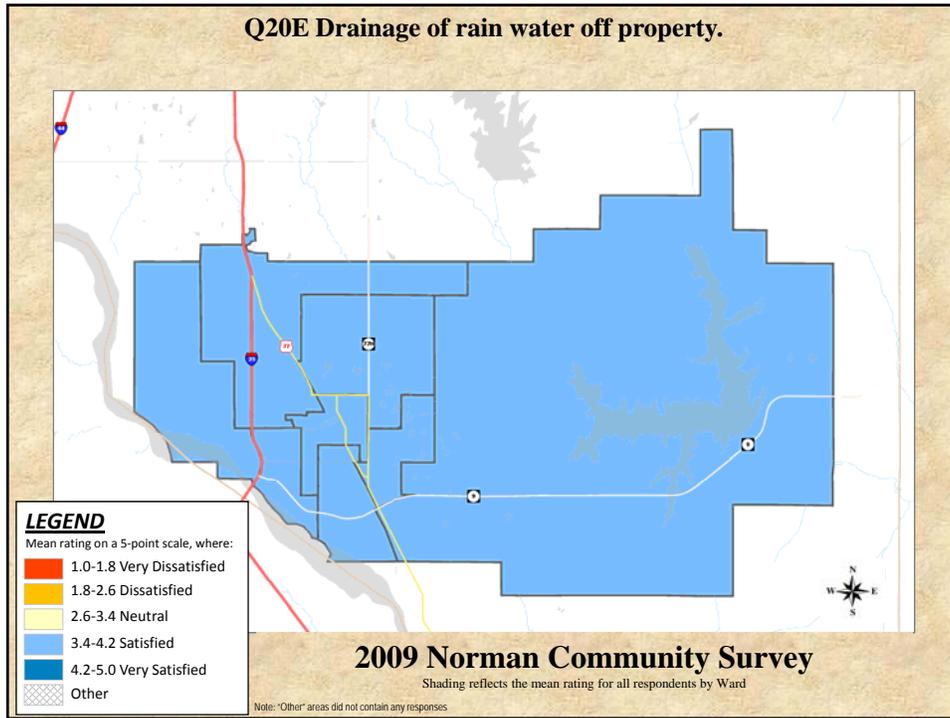


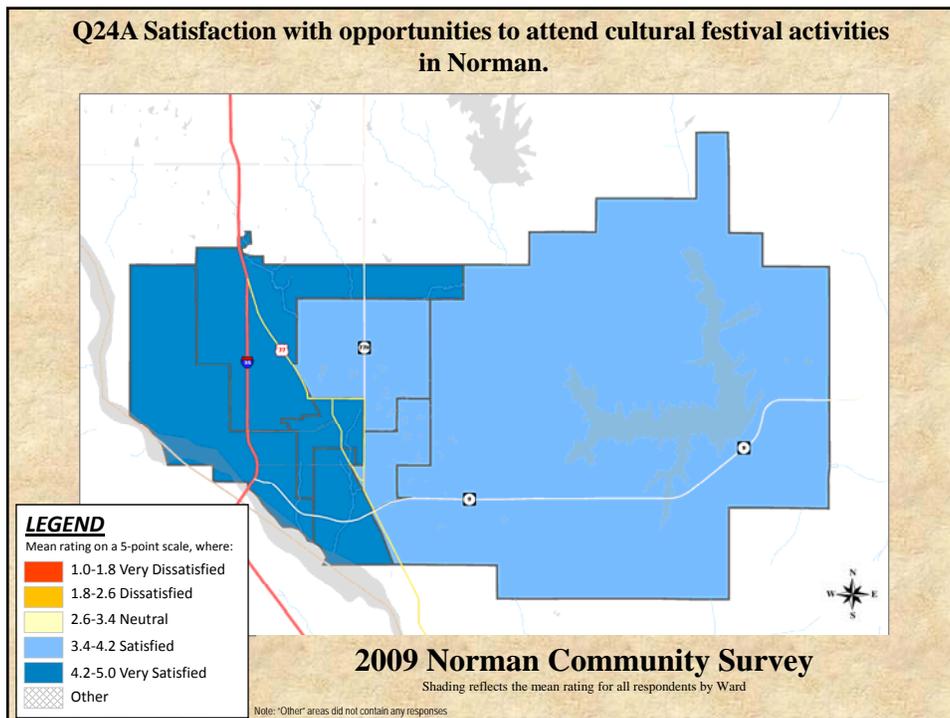
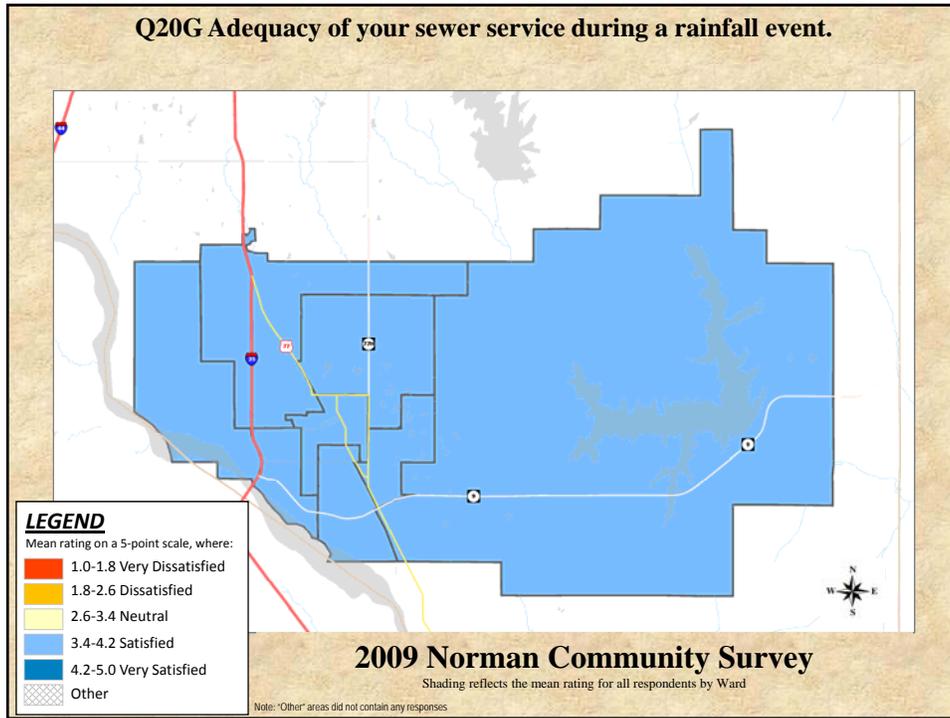


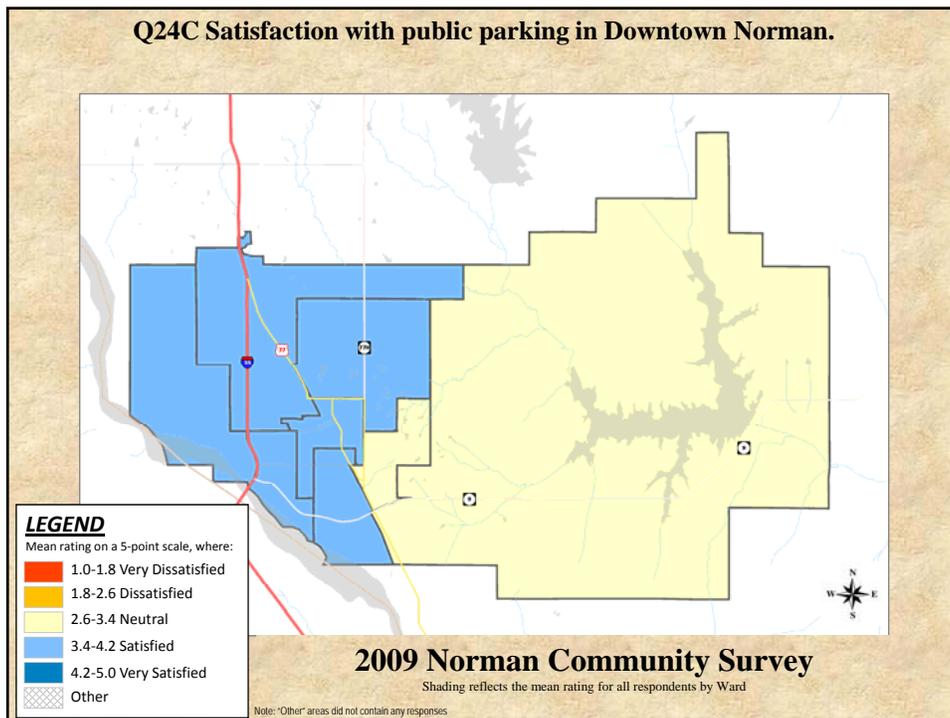
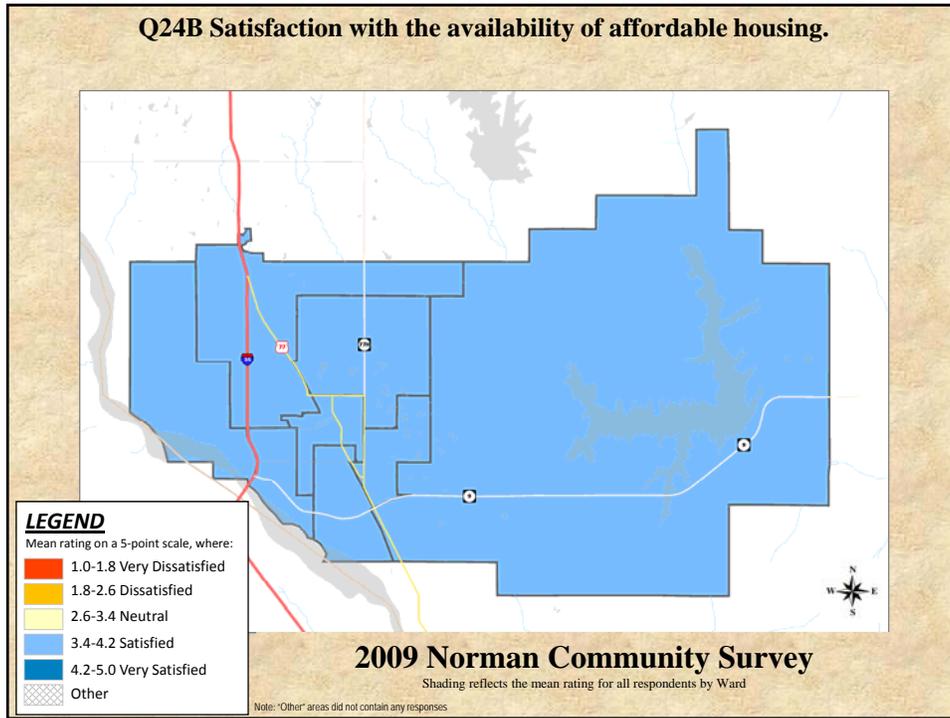


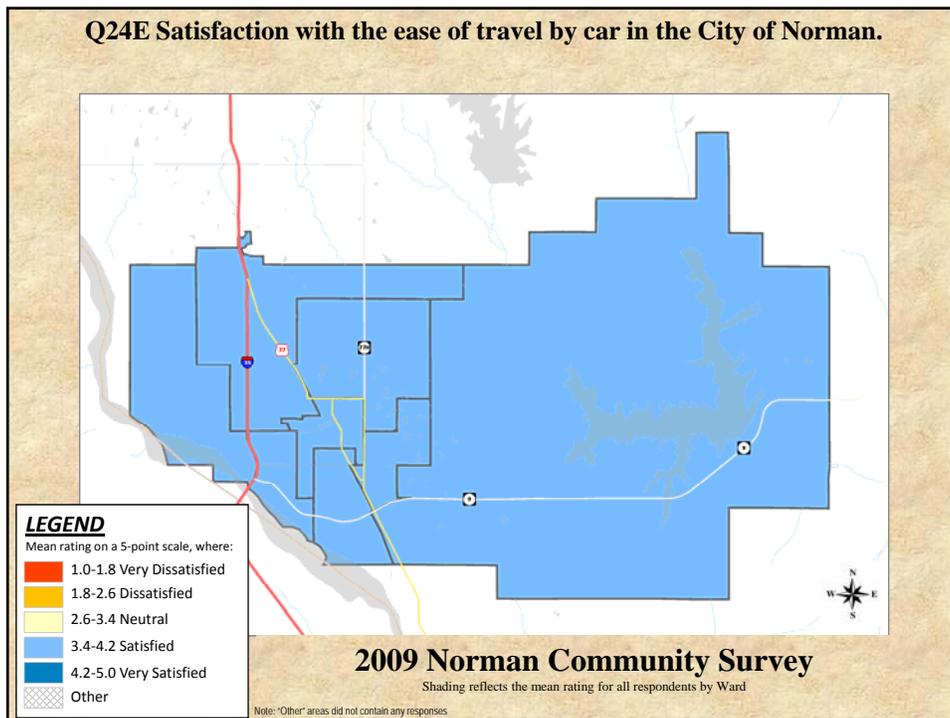
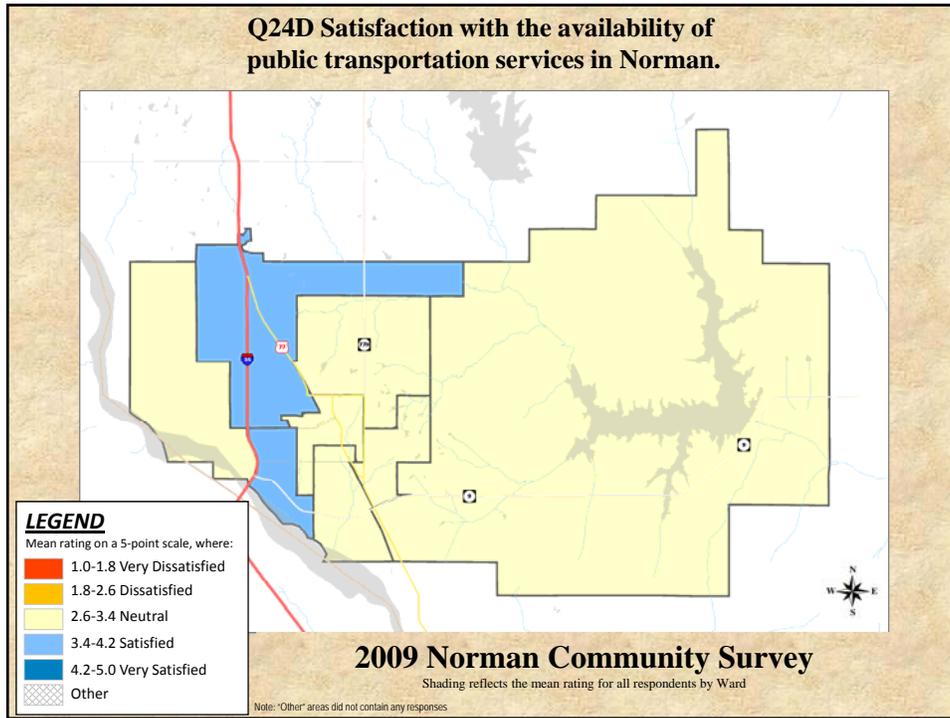


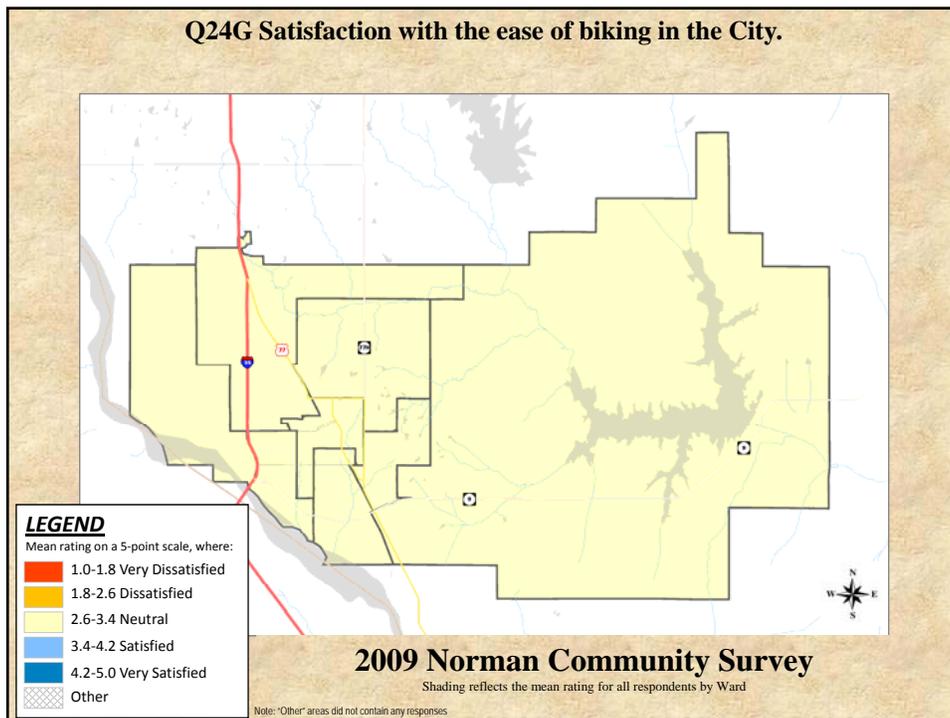
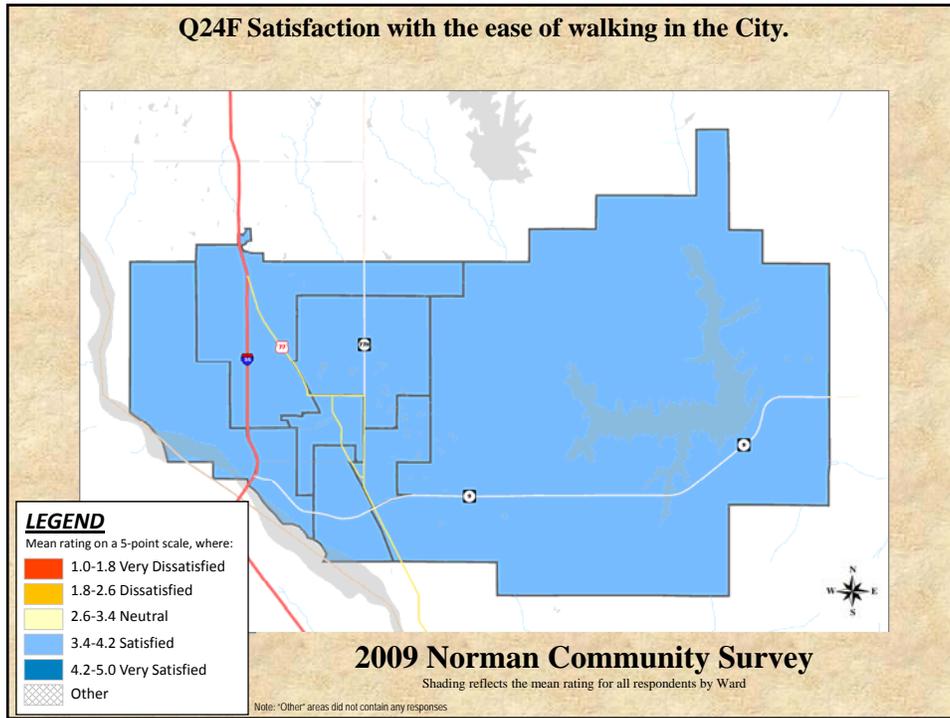


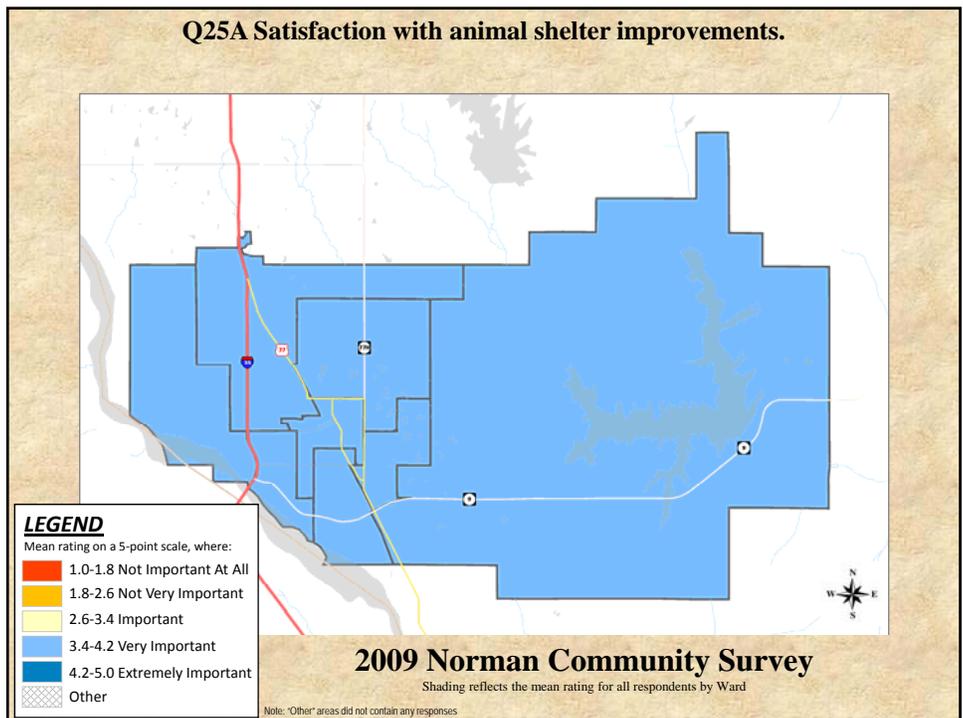
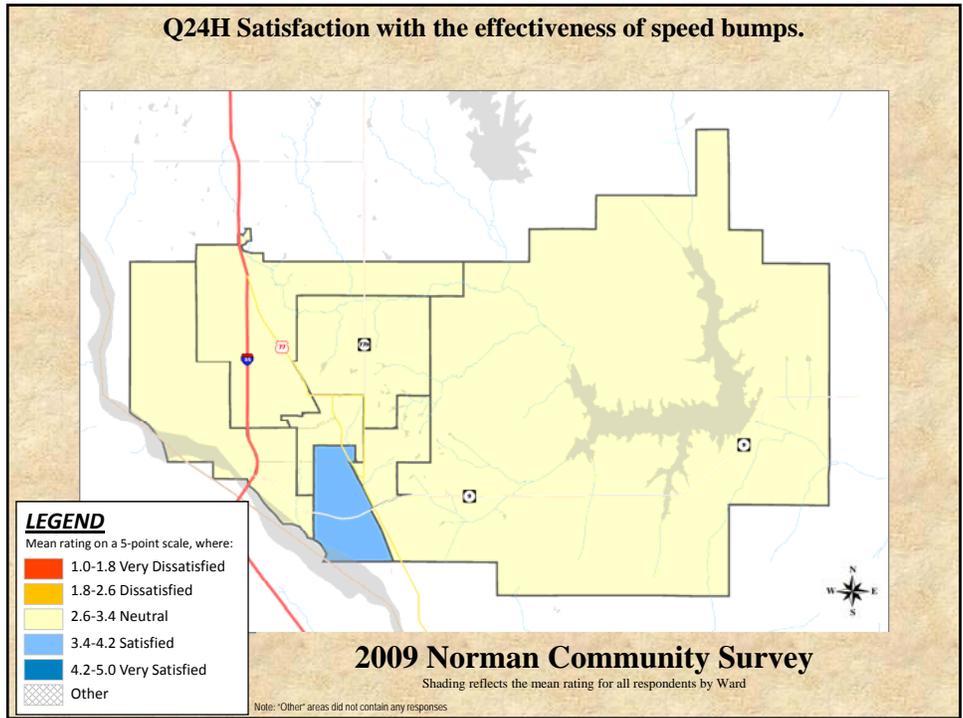


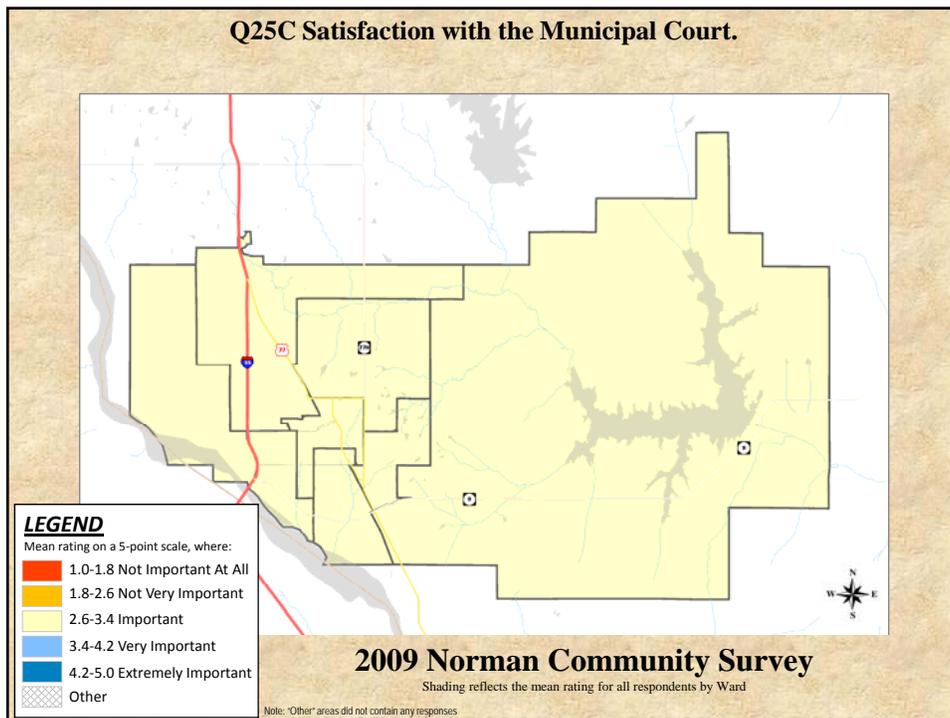
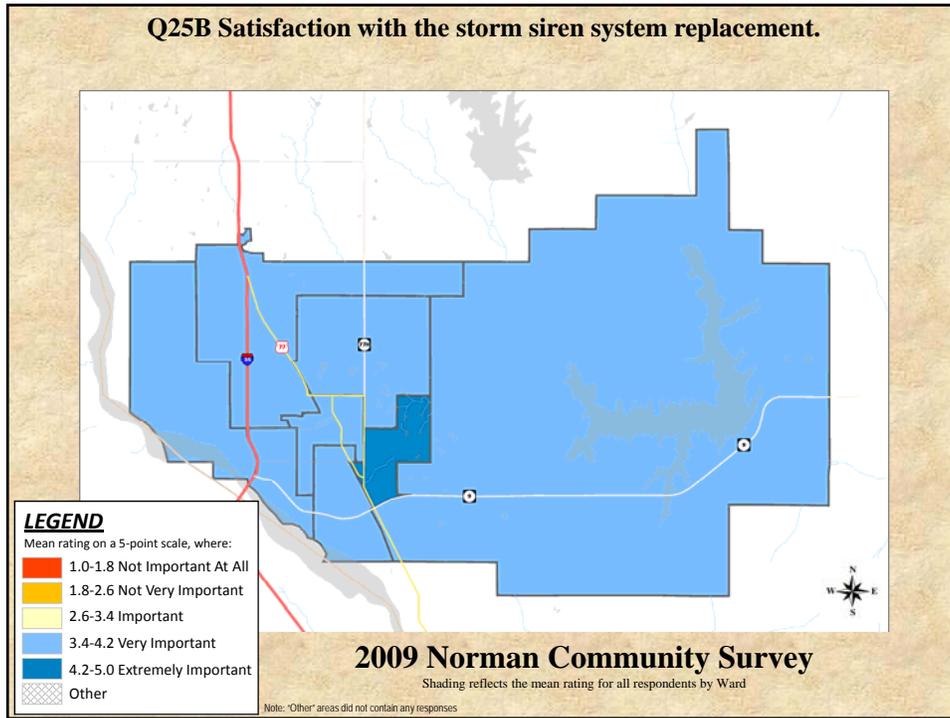


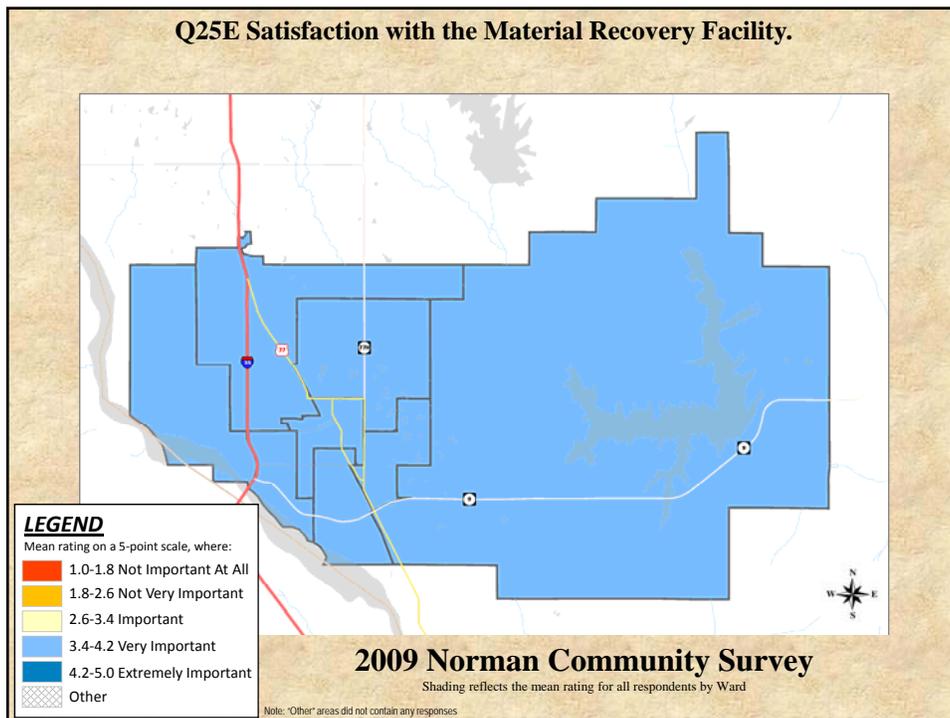
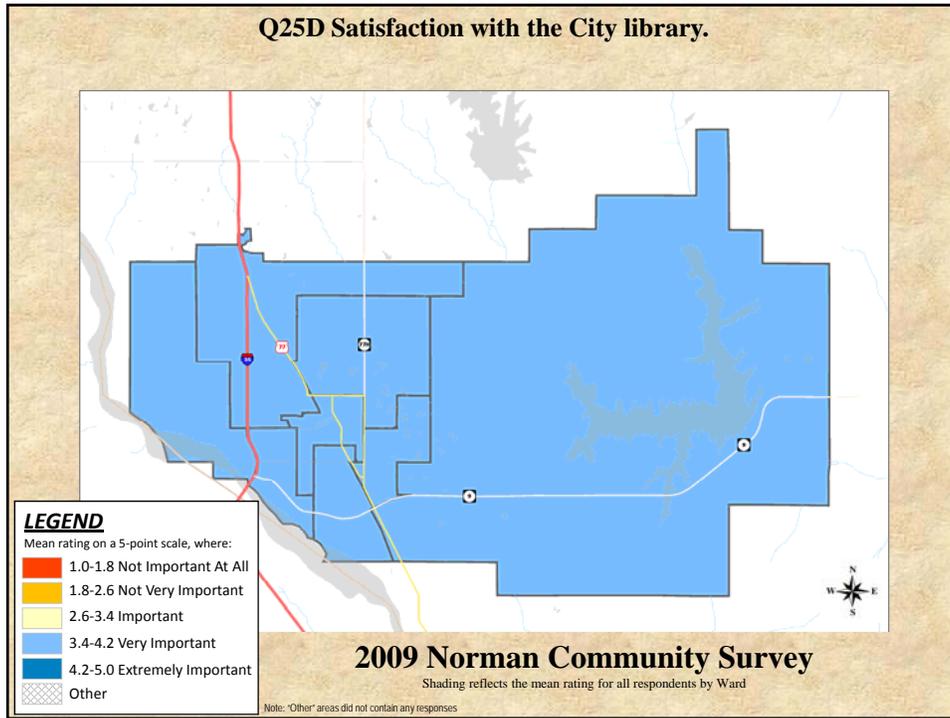


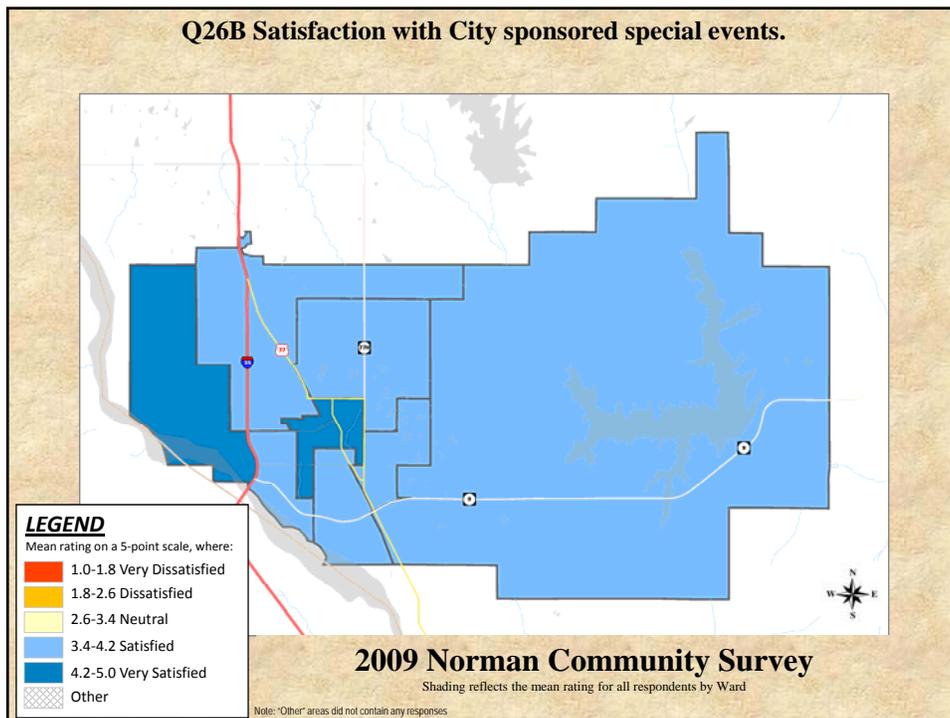
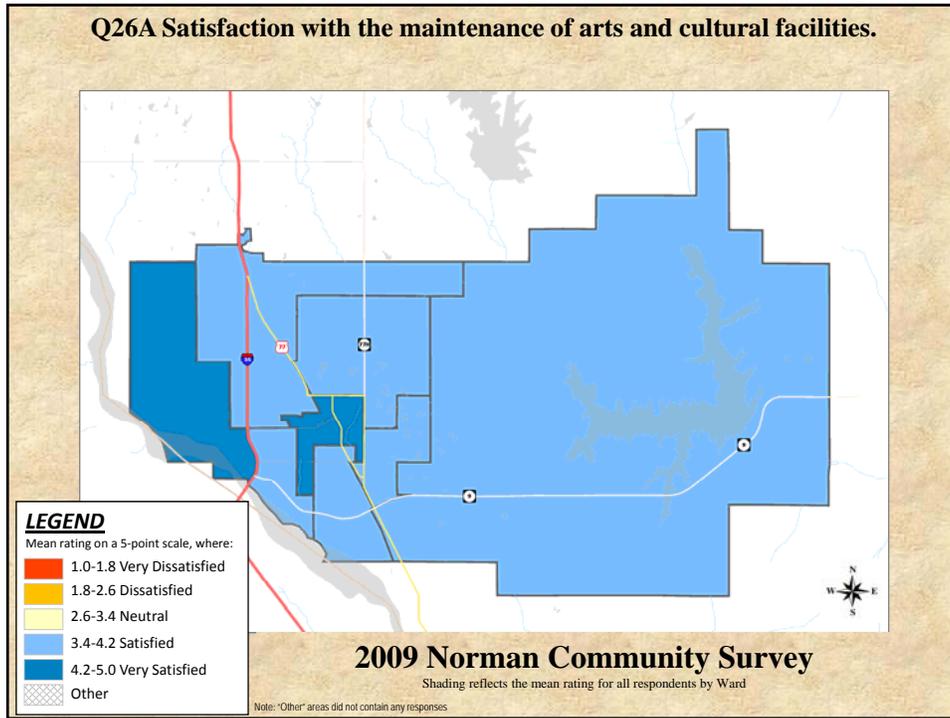


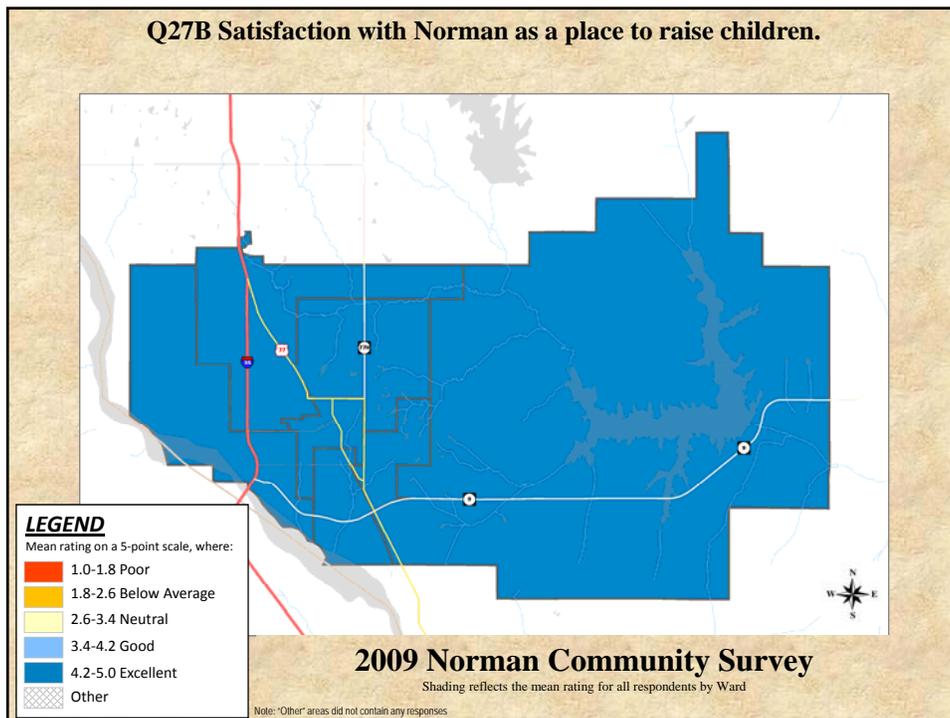
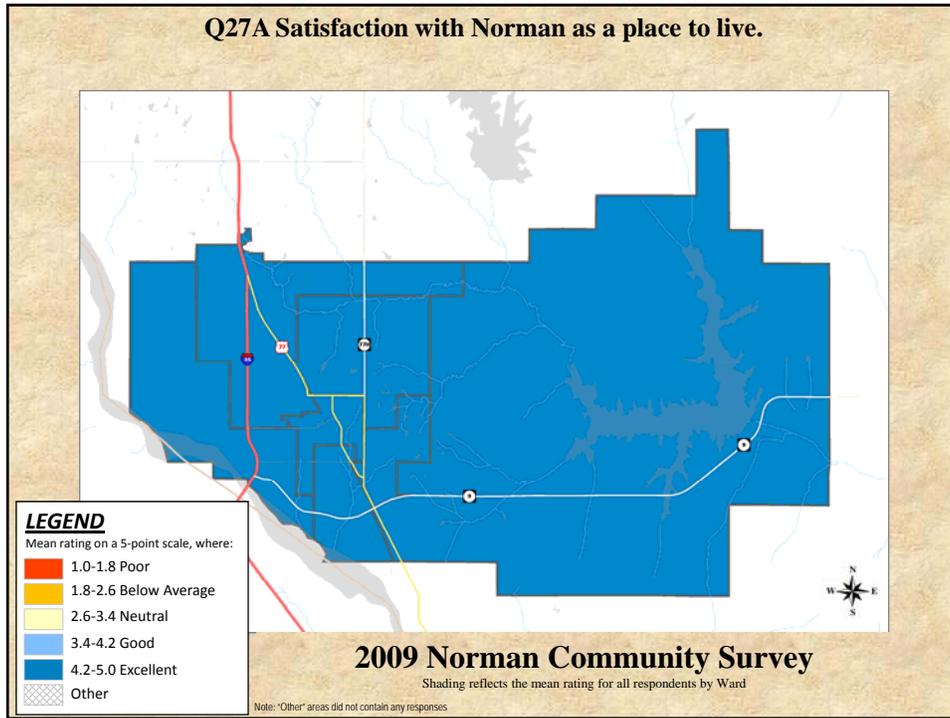


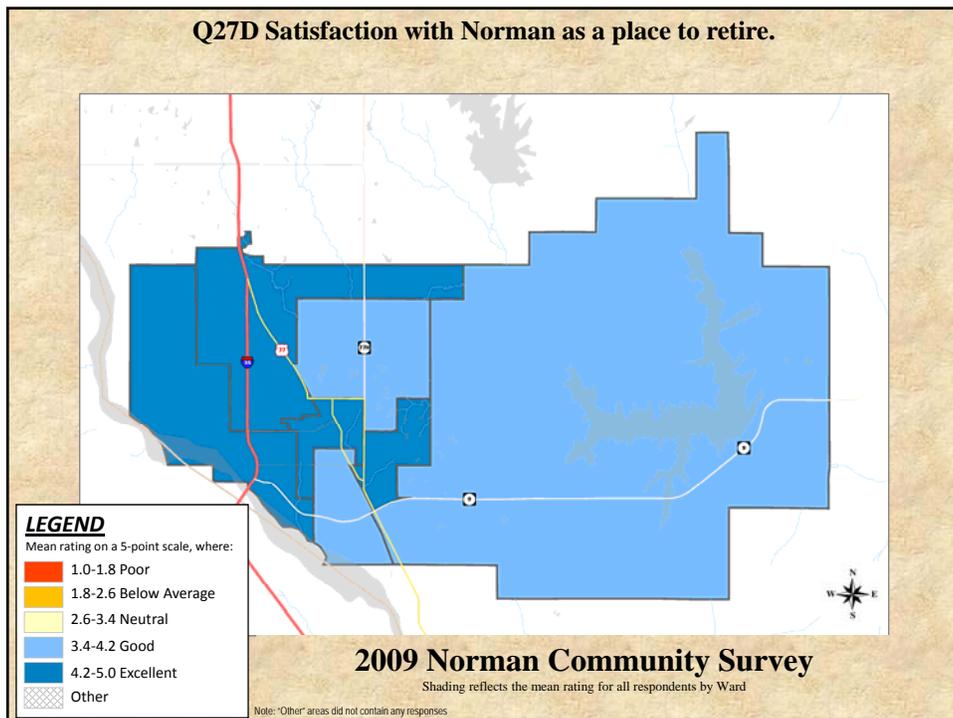
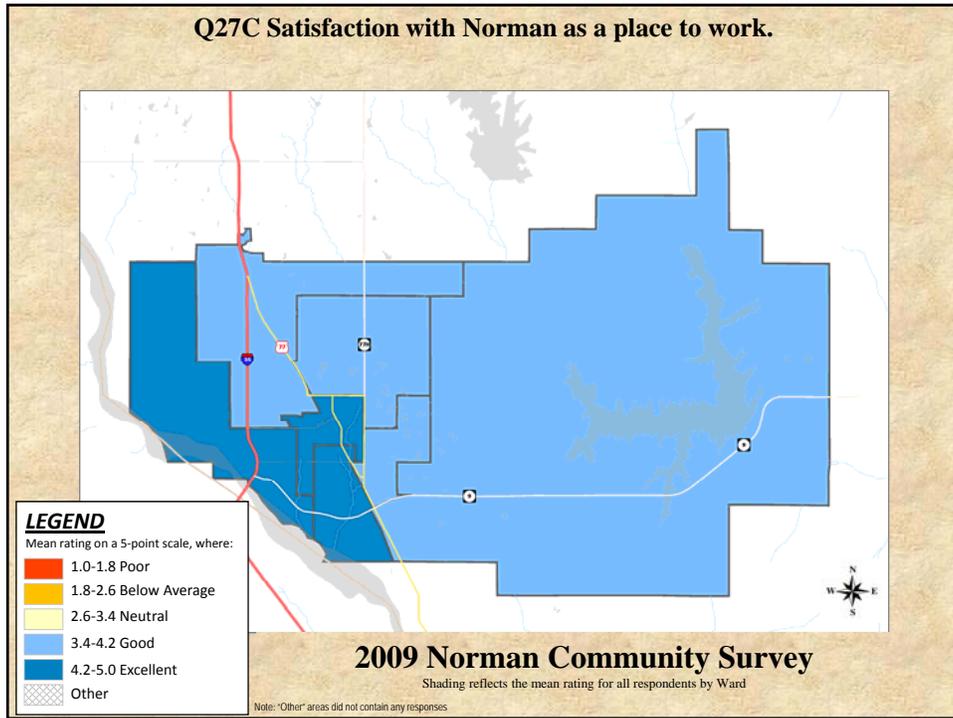


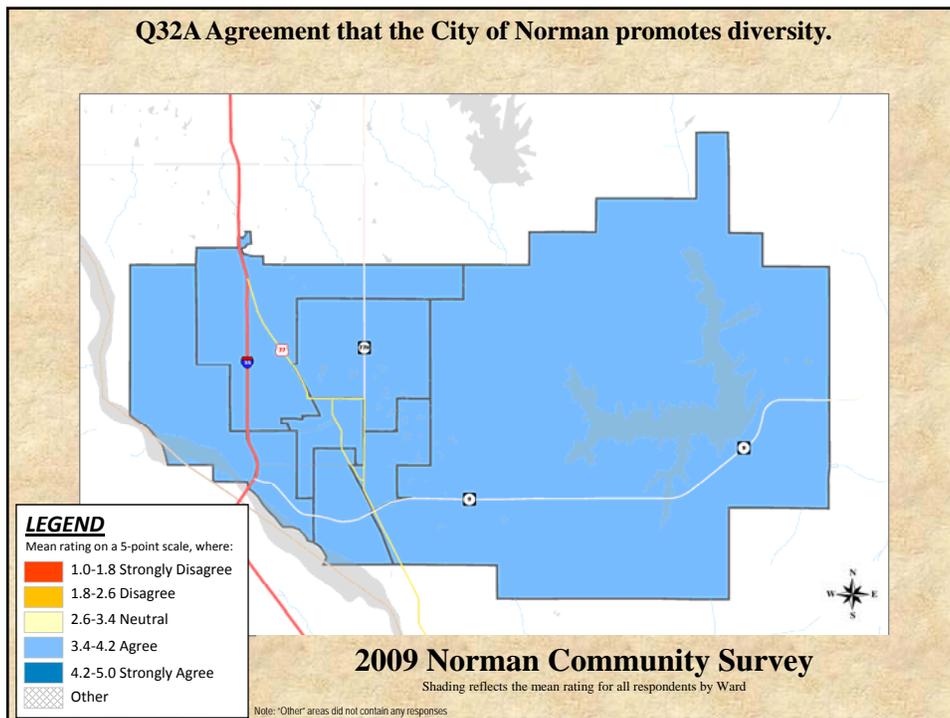
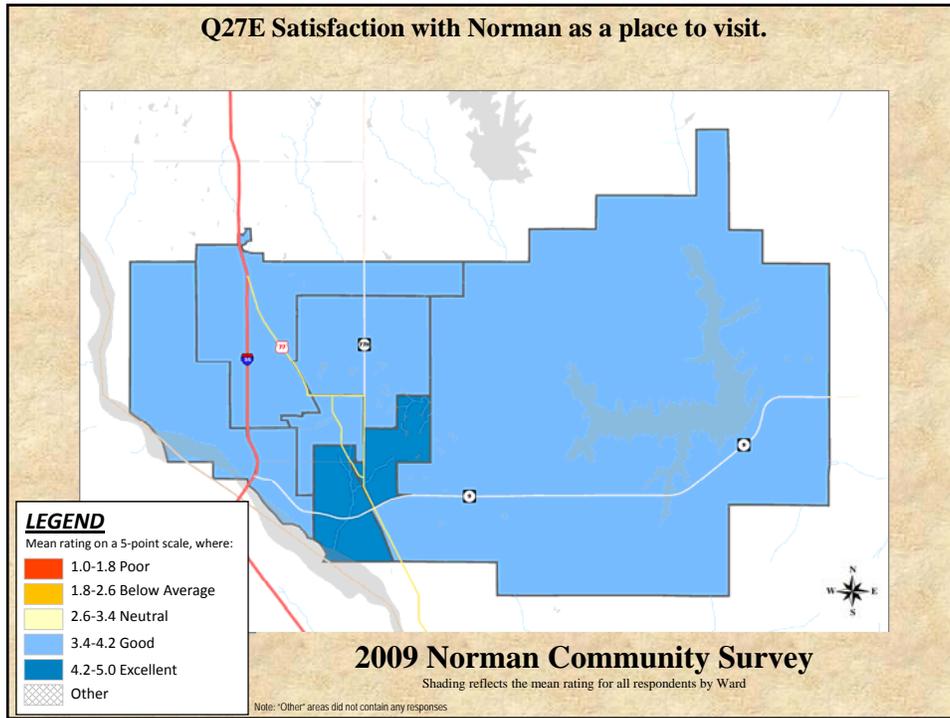


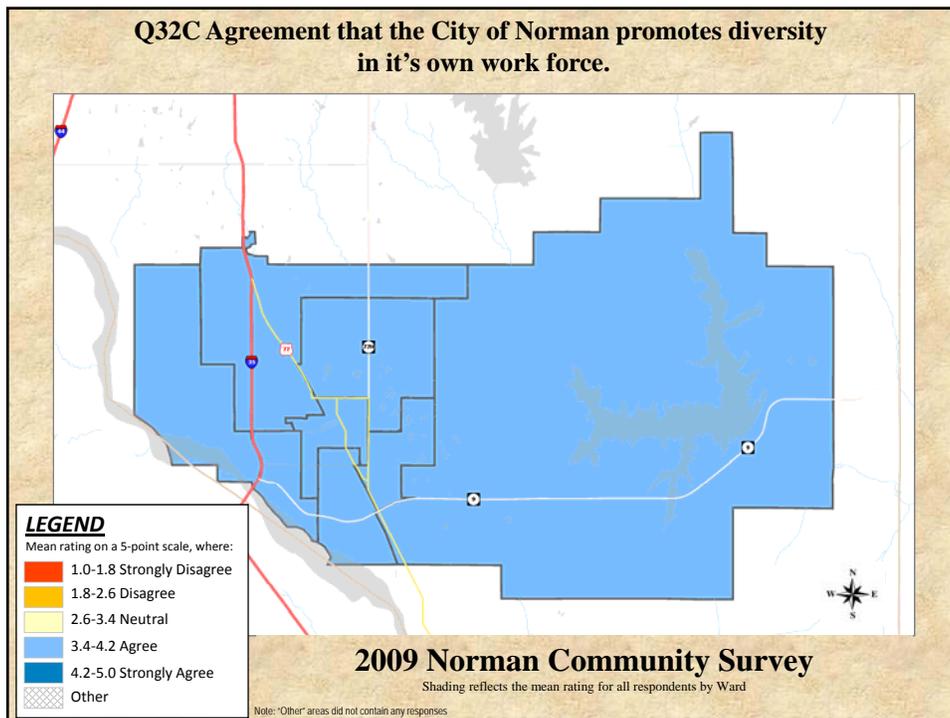
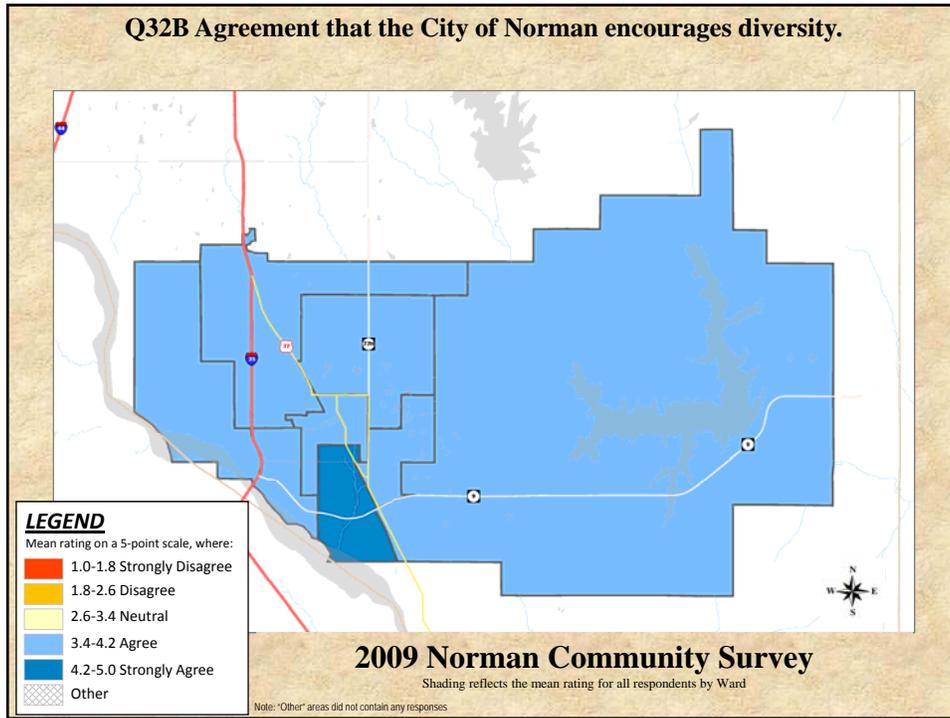


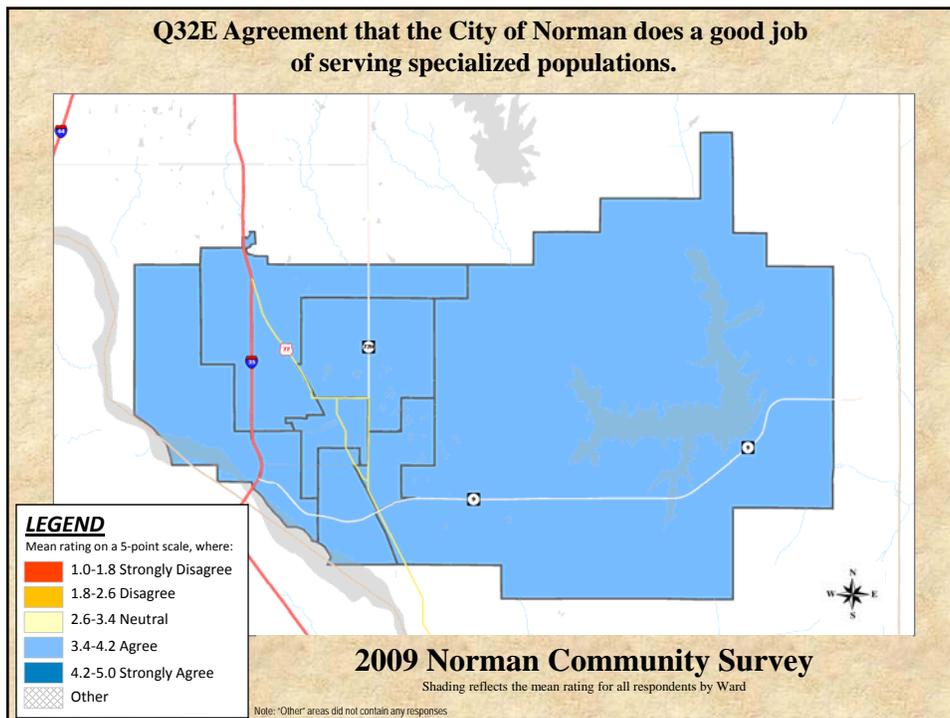
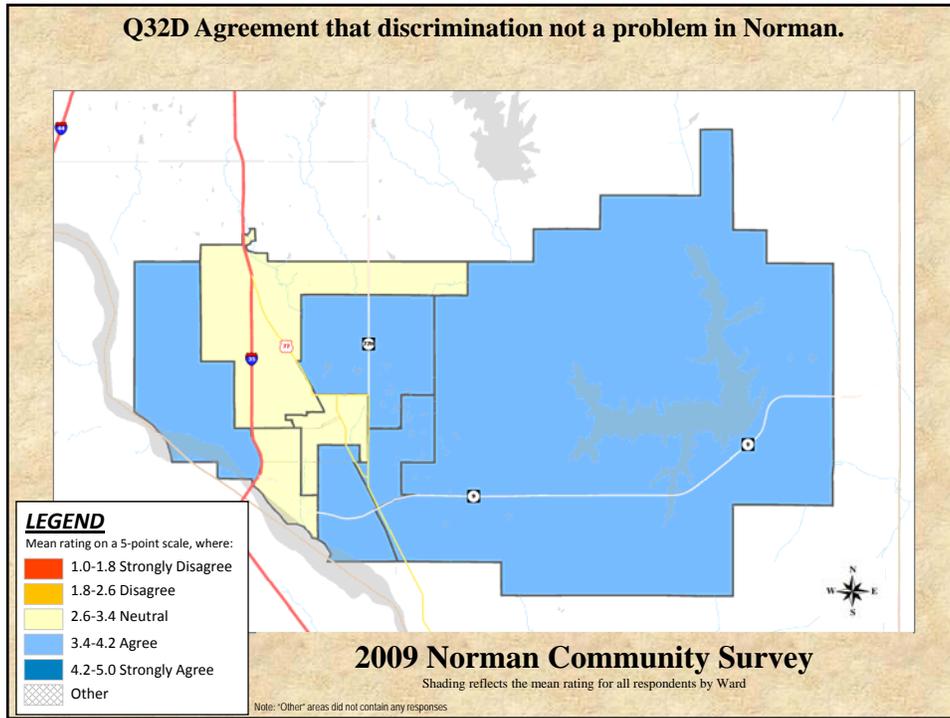












Section 5:
Tabular Data
and Survey Instrument

Q1. Major categories of services provided by the City of Norman are listed below.**Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Overall quality of police services	31.5%	39.2%	14.7%	5.2%	2.8%	6.6%
B. Overall quality of fire services	44.7%	33.0%	7.0%	0.6%	0.0%	14.7%
C. Overall quality of the City's parks and recreation programs and facilities	32.7%	40.7%	15.1%	4.7%	1.1%	5.7%
D. Overall maintenance of City streets and sidewalks	8.5%	32.2%	30.2%	20.7%	8.0%	0.4%
E. Overall quality of City water and wastewater (sewer) utilities	19.5%	42.0%	20.0%	7.5%	2.5%	8.5%
F. Overall efforts by the City to enforce codes and ordinances	16.0%	30.9%	25.3%	8.9%	4.5%	14.4%
G. Overall quality of customer service provided by City employees	28.4%	37.4%	17.9%	3.4%	1.8%	11.1%
H. Overall effectiveness of City communication with the public	16.7%	37.5%	26.7%	10.5%	3.2%	5.3%
I. Overall management of traffic flow on City streets	10.7%	32.5%	25.3%	20.7%	9.0%	1.8%
J. Overall maintenance of City buildings	16.7%	40.9%	23.4%	3.0%	0.9%	15.0%
K. Overall management of stormwater runoff by the City	9.8%	31.2%	28.3%	14.1%	6.2%	10.4%
L. Overall quality of trash, recycling, and yard waste collection services	43.9%	36.9%	9.8%	6.4%	1.1%	1.9%
M. Overall efforts to provide public transportation services in Norman	13.4%	27.1%	25.8%	10.8%	4.5%	18.5%
N. Overall quality of the Municipal Court	13.0%	22.7%	21.1%	2.4%	1.7%	39.2%

Excluding Don't Knows

Q1. Major categories of services provided by the City of Norman are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Overall quality of police services	33.7%	42.0%	15.7%	5.6%	3.0%
B. Overall quality of fire services	52.4%	38.7%	8.2%	0.7%	0.0%
C. Overall quality of the City's parks and recreation programs and facilities	34.6%	43.2%	16.1%	5.0%	1.1%
D. Overall maintenance of City streets and sidewalks	8.6%	32.3%	30.3%	20.8%	8.1%
E. Overall quality of City water and wastewater (sewer) utilities	21.3%	45.9%	21.9%	8.2%	2.7%
F. Overall efforts by the City to enforce codes and ordinances	18.7%	36.1%	29.6%	10.4%	5.3%
G. Overall quality of customer service provided by City employees	32.0%	42.1%	20.1%	3.9%	2.0%
H. Overall effectiveness of City communication with the public	17.6%	39.6%	28.3%	11.1%	3.4%
I. Overall management of traffic flow on City streets	10.8%	33.1%	25.8%	21.1%	9.2%
J. Overall maintenance of City buildings	19.6%	48.2%	27.6%	3.5%	1.1%
K. Overall management of stormwater runoff by the City	11.0%	34.9%	31.6%	15.7%	6.9%
L. Overall quality of trash, recycling, and yard waste collection services	44.8%	37.6%	10.0%	6.5%	1.1%
M. Overall efforts to provide public transportation services in Norman	16.4%	33.2%	31.6%	13.2%	5.5%
N. Overall quality of the Municipal Court	21.4%	37.4%	34.6%	3.9%	2.7%

1st Choice**Q2. Which FOUR of the city services listed above should receive the most emphasis from City leaders over the next two years?**

<u>Q2 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	115	13.6 %
B=Overall quality of fire services	10	1.2 %
C=Overall quality of city parks and recreational programs and facilities	42	5.0 %
D=Overall maintenance of City streets and sidewalks	226	26.7 %
E=Overall quality of City water and wastewater (sewer) utilities	64	7.6 %
F=Overall efforts by the City to enforce codes and ordinances	34	4.0 %
G=Overall quality of customer service provided by City employees	5	0.6 %
H=Overall effectiveness of City communication with the public	26	3.1 %
I=Overall management of traffic flow on City streets	117	13.8 %
J=Overall maintenance of City buildings	8	0.9 %
K=Overall management of stormwater runoff by the City	64	7.6 %
L=Overall quality of trash, recycling, and yard waste collection services	22	2.6 %
M=Overall efforts to provide public transportation services in Norman	47	5.6 %
N=Overall quality of the Municipal court	8	0.9 %
Z=No response	57	6.7 %
Total	845	100.0 %

2nd Choice**Q2. Which FOUR of the city services listed above should receive the most emphasis from City leaders over the next two years?**

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	44	5.2 %
B=Overall quality of fire services	51	6.0 %
C=Overall quality of city parks and recreational programs and facilities	46	5.4 %
D=Overall maintenance of City streets and sidewalks	126	14.9 %
E=Overall quality of City water and wastewater (sewer) utilities	59	7.0 %
F=Overall efforts by the City to enforce codes and ordinances	50	5.9 %
G=Overall quality of customer service provided by City employees	15	1.8 %
H=Overall effectiveness of City communication with the public	37	4.4 %
I=Overall management of traffic flow on City streets	130	15.4 %
J=Overall maintenance of City buildings	16	1.9 %
K=Overall management of stormwater runoff by the City	64	7.6 %
L=Overall quality of trash, recycling, and yard waste collection services	28	3.3 %
M=Overall efforts to provide public transportation services in Norman	49	5.8 %
N=Overall quality of the Municipal court	10	1.2 %
Z=No response	120	14.2 %
Total	845	100.0 %

3rd Choice**Q2. Which FOUR of the city services listed above should receive the most emphasis from City leaders over the next two years?**

Q2 3 rd Choice	Number	Percent
A=Overall quality of police services	33	3.9 %
B=Overall quality of fire services	25	3.0 %
C=Overall quality of city parks and recreational programs and facilities	43	5.1 %
D=Overall maintenance of City streets and sidewalks	80	9.5 %
E=Overall quality of City water and wastewater (sewer) utilities	44	5.2 %
F=Overall efforts by the City to enforce codes and ordinances	38	4.5 %
G=Overall quality of customer service provided by City employees	21	2.5 %
H=Overall effectiveness of City communication with the public	45	5.3 %
I=Overall management of traffic flow on City streets	78	9.2 %
J=Overall maintenance of City buildings	21	2.5 %
K=Overall management of stormwater runoff by the City	79	9.3 %
L=Overall quality of trash, recycling, and yard waste collection services	36	4.3 %
M=Overall efforts to provide public transportation services in Norman	65	7.7 %
N=Overall quality of the Municipal court	8	0.9 %
Z=No response	229	27.1 %
Total	845	100.0 %

4th Choice**Q2. Which FOUR of the city services listed above should receive the most emphasis from City leaders over the next two years?**

Q2 4 th Choice	Number	Percent
A=Overall quality of police services	34	4.0 %
B=Overall quality of fire services	19	2.2 %
C=Overall quality of city parks and recreational programs and facilities	32	3.8 %
D=Overall maintenance of City streets and sidewalks	53	6.3 %
E=Overall quality of City water and wastewater (sewer) utilities	52	6.2 %
F=Overall efforts by the City to enforce codes and ordinances	30	3.6 %
G=Overall quality of customer service provided by City employees	15	1.8 %
H=Overall effectiveness of City communication with the public	45	5.3 %
I=Overall management of traffic flow on City streets	51	6.0 %
J=Overall maintenance of City buildings	16	1.9 %
K=Overall management of stormwater runoff by the City	47	5.6 %
L=Overall quality of trash, recycling, and yard waste collection services	38	4.5 %
M=Overall efforts to provide public transportation services in Norman	50	5.9 %
N=Overall quality of the Municipal court	20	2.4 %
Z=No response	343	40.6 %
Total	845	100.0 %

Sum of all four choices**Q2. Which FOUR of the city services listed above should receive the most emphasis from City leaders over the next two years? (Top 4)**

<u>Q2 Sum of all four choices</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	226	26.7 %
B=Overall quality of fire services	105	12.4 %
C=Overall quality of city parks and recreational programs and facilities	163	19.3 %
D=Overall maintenance of City streets and sidewalks	485	57.4 %
E=Overall quality of City water and wastewater (sewer) utilities	219	25.9 %
F=Overall efforts by the City to enforce codes and ordinances	152	18.0 %
G=Overall quality of customer service provided by City employees	56	6.6 %
H=Overall effectiveness of City communication with the public	153	18.1 %
I=Overall management of traffic flow on City streets	376	44.5 %
J=Overall maintenance of City buildings	61	7.2 %
K=Overall management of stormwater runoff by the City	254	30.1 %
L=Overall quality of trash, recycling, and yard waste collection services	124	14.7 %
M=Overall efforts to provide public transportation services in Norman	211	25.0 %
N=Overall quality of the Municipal court	46	5.4 %
Z=No response	57	6.7 %
Total	2688	

Q3. Items that may influence your perception of Norman as a community are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Overall quality of services provided by the City	19.4%	58.2%	18.2%	1.7%	0.6%	1.9%
B. Appearance of the City	27.8%	54.9%	11.6%	4.4%	0.5%	0.8%
C. Public Schools and associated programs	30.7%	34.9%	13.8%	4.3%	1.1%	15.3%
D. Hospital and associated medical services	24.5%	40.9%	17.3%	8.0%	3.0%	6.3%
E. Availability of job opportunities	7.0%	30.8%	25.1%	11.1%	2.7%	23.3%
F. Overall value you receive for City taxes and fees	11.2%	39.3%	28.8%	11.4%	3.8%	5.6%
G. Overall quality of new development	15.3%	38.6%	24.3%	9.7%	2.7%	9.5%
H. Overall appearance of our downtown	19.6%	46.7%	24.7%	6.4%	1.7%	0.8%

Excluding Don't Knows

Q3. Items that may influence your perception of Norman as a community are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Overall quality of services provided by the City	19.8%	59.3%	18.6%	1.7%	0.6%
B. Appearance of the City	28.0%	55.4%	11.7%	4.4%	0.5%
C. Public Schools and associated programs	36.2%	41.2%	16.3%	5.0%	1.3%
D. Hospital and associated medical services	26.1%	43.7%	18.4%	8.6%	3.2%
E. Availability of job opportunities	9.1%	40.1%	32.7%	14.5%	3.5%
F. Overall value you receive for City taxes and fees	11.9%	41.6%	30.5%	12.0%	4.0%
G. Overall quality of new development	16.9%	42.6%	26.8%	10.7%	3.0%
H. Overall appearance of our downtown	19.8%	47.1%	24.9%	6.4%	1.7%

Q4. Have you been a victim of a crime in the City of Norman during the past year?

<u>Q4 Victim of a crime in the past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	98	11.6 %
2=No	686	81.2 %
9=No response	61	7.2 %
Total	845	100.0 %

Q5. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. City efforts to prevent crimes	16.7%	48.0%	18.0%	5.3%	1.8%	10.2%
B. Enforcement of local traffic laws	18.0%	44.5%	19.2%	9.6%	3.2%	5.6%
C. How quickly police respond to emergencies	20.9%	34.0%	11.8%	4.7%	1.9%	26.6%
D. The frequency that police officers patrol your neighborhood	13.7%	27.7%	22.6%	16.6%	8.6%	10.8%
E. Quality of local fire protection services	31.5%	41.5%	9.2%	0.4%	0.1%	17.3%
F. How quickly fire personnel respond to emergencies	34.3%	29.1%	7.8%	0.4%	0.4%	28.0%
G. Fire prevention and education programs provided by the City	18.0%	25.8%	18.2%	3.8%	0.9%	33.3%
H. Quality of emergency medical/ ambulance services	26.0%	33.5%	11.6%	1.2%	0.4%	27.3%
I. How quickly emergency medical personnel respond to emergencies	27.8%	29.9%	10.1%	1.1%	0.4%	30.8%

Excluding Don't Knows

Q5. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. City efforts to prevent crimes	18.6%	53.5%	20.0%	5.9%	2.0%
B. Enforcement of local traffic laws	19.0%	47.1%	20.3%	10.2%	3.4%
C. How quickly police respond to emergencies	28.5%	46.3%	16.1%	6.5%	2.6%
D. The frequency that police officers patrol your neighborhood	15.4%	31.0%	25.3%	18.6%	9.7%
E. Quality of local fire protection services	38.1%	50.2%	11.2%	0.4%	0.1%
F. How quickly fire personnel respond to emergencies	47.7%	40.5%	10.9%	0.5%	0.5%
G. Fire prevention and education programs provided by the City	27.0%	38.7%	27.3%	5.7%	1.4%
H. Quality of emergency medical/ ambulance services	35.8%	46.1%	16.0%	1.6%	0.5%
I. How quickly emergency medical personnel respond to emergencies	40.2%	43.2%	14.5%	1.5%	0.5%

1st Choice**Q6. Which THREE of the public safety services listed above should receive the most emphasis from City leaders over the next two years?**

Q6 1 st Choice	Number	Percent
A=City efforts to prevent crimes	198	23.4 %
B=Enforcement of local traffic laws	88	10.4 %
C=How quickly police respond to emergencies	91	10.8 %
D=Frequency that police patrol your neighborhood	166	19.6 %
E=Quality of fire protection services	29	3.4 %
F=How quickly fire personnel respond to emergencies	13	1.5 %
G=Fire prevention and education programs provided by the City	31	3.7 %
H=Quality of emergency medical/ambulance service	34	4.0 %
I=How quickly emergency medical personnel respond to emergencies	33	3.9 %
Z=None Chosen	162	19.2 %
Total	845	100.0 %

2nd Choice**Q6. Which THREE of the public safety services listed above should receive the most emphasis from City leaders over the next two years?**

Q6 2 nd Choice	Number	Percent
A=City efforts to prevent crimes	68	8.0 %
B=Enforcement of local traffic laws	87	10.3 %
C=How quickly police respond to emergencies	79	9.3 %
D=Frequency that police patrol your neighborhood	110	13.0 %
E=Quality of fire protection services	42	5.0 %
F=How quickly fire personnel respond to emergencies	56	6.6 %
G=Fire prevention and education programs provided by the City	44	5.2 %
H=Quality of emergency medical/ambulance service	47	5.6 %
I=How quickly emergency medical personnel respond to emergencies	36	4.3 %
Z=None Chosen	276	32.7 %
Total	845	100.0 %

3rd Choice**Q6. Which THREE of the public safety services listed above should receive the most emphasis from City leaders over the next two years?**

<u>Q6 3rd</u>	<u>Number</u>	<u>Percent</u>
A=City efforts to prevent crimes	57	6.7 %
B=Enforcement of local traffic laws	41	4.9 %
C=How quickly police respond to emergencies	55	6.5 %
D=Frequency that police patrol your neighborhood	71	8.4 %
E=Quality of fire protection services	32	3.8 %
F=How quickly fire personnel respond to emergencies	51	6.0 %
G=Fire prevention and education programs provided by the City	45	5.3 %
H=Quality of emergency medical/ambulance service	58	6.9 %
I=How quickly emergency medical personnel respond to emergencies	53	6.3 %
<u>Z=None Chosen</u>	<u>382</u>	<u>45.2 %</u>
Total	845	100.0 %

Sum of top three choices**Q6. Which THREE of the public safety services listed above should receive the most emphasis from City leaders over the next two years? (Top 3)**

<u>Q6 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
A=City efforts to prevent crimes	323	38.2 %
B=Enforcement of local traffic laws	216	25.6 %
C=How quickly police respond to emergencies	225	26.6 %
D=Frequency that police patrol your neighborhood	347	41.1 %
E=Quality of fire protection services	103	12.2 %
F=How quickly fire personnel respond to emergencies	120	14.2 %
G=Fire prevention and education programs provided by the City	120	14.2 %
H=Quality of emergency medical/ambulance service	139	16.5 %
I=How quickly emergency medical personnel respond to emergencies	122	14.4 %
<u>Z=None Chosen</u>	<u>162</u>	<u>19.2 %</u>
Total	1877	

Q7. Perceptions of Safety. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations:

(N=845)

	Very safe 5	Safe 4	Neutral 3	Unsafe 2	Very unsafe 1	Don't know 9
A. In Downtown Norman	48.6%	40.2%	7.2%	1.4%	0.1%	2.4%
B. In City parks	35.3%	41.9%	14.4%	3.3%	0.6%	4.5%
C. In your neighborhood during the day	62.1%	30.8%	5.1%	1.1%	0.0%	0.9%
D. In your neighborhood at night	41.4%	38.9%	12.3%	4.6%	1.2%	1.5%
E. In commercial and retail areas	33.6%	46.9%	14.9%	2.2%	0.2%	2.1%
F. Overall feeling of safety in Norman	39.3%	50.5%	7.8%	1.3%	0.2%	0.8%

Excluding Don't Knows

Q7. Perceptions of Safety. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations: (excluding don't know)

(N=845)

	Very safe 5	Safe 4	Neutral 3	Unsafe 2	Very unsafe 1
A. In Downtown Norman	49.8%	41.2%	7.4%	1.5%	0.1%
B. In City parks	36.9%	43.9%	15.1%	3.5%	0.6%
C. In your neighborhood during the day	62.7%	31.1%	5.1%	1.1%	0.0%
D. In your neighborhood at night	42.1%	39.5%	12.5%	4.7%	1.2%
E. In commercial and retail areas	34.3%	47.9%	15.2%	2.3%	0.2%
F. Overall feeling of safety in Norman	39.6%	51.0%	7.9%	1.3%	0.2%

Q8. Communication. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. The availability of information about City programs and services	16.6%	41.1%	23.8%	9.7%	2.6%	6.3%
B. City efforts to keep residents informed about local issues	13.6%	38.7%	25.7%	13.3%	3.1%	5.7%
C. The level of public involvement in City decision-making	8.9%	27.7%	29.3%	15.1%	5.6%	13.4%
D. The quality of the City's cable television channel (20)	7.8%	19.3%	20.8%	6.9%	5.1%	40.1%
E. User-friendliness of the City Web site	10.2%	23.7%	21.7%	7.5%	2.8%	34.2%
F. Usefulness of the information that is available on the City's Web site	10.7%	24.9%	21.7%	6.3%	2.2%	34.3%
G. The transparency of City government	7.5%	24.1%	30.5%	11.7%	3.6%	22.6%

Excluding Don't Knows

Q8. Communication. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. The availability of information about City programs and services	17.7%	43.8%	25.4%	10.4%	2.8%
B. City efforts to keep residents informed about local issues	14.4%	41.0%	27.2%	14.1%	3.3%
C. The level of public involvement in City decision-making	10.2%	32.0%	33.9%	17.5%	6.4%
D. The quality of the City's cable television channel (20)	13.0%	32.2%	34.8%	11.5%	8.5%
E. User-friendliness of the City Web site	15.5%	36.0%	32.9%	11.3%	4.3%
F. Usefulness of the information that is available on the City's Web site	16.2%	37.8%	33.0%	9.5%	3.4%
G. The transparency of City government	9.6%	31.2%	39.4%	15.1%	4.6%

Q9. From which of the following sources do you currently get information about the City of Norman?

<u>Q9 Sources about the city</u>	<u>Number</u>	<u>Percent</u>
1=Newspaper	593	70.2 %
2=Website	279	33.0 %
3=Cable channel	164	19.4 %
4=Local radio	178	21.1 %
5=Norman news	47	5.6 %
6=Local TV	389	46.0 %
7=Action line	60	7.1 %
8=Utility bill	347	41.1 %
9=Other	90	10.7 %
0=None Chosen	18	2.1 %
Total	2165	

Q10. Parks and Recreation. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Maintenance and appearance of existing City parks	25.9%	51.5%	15.7%	2.8%	0.7%	3.3%
B. Number of City parks	28.5%	42.5%	17.0%	5.9%	0.7%	5.3%
C. Walking trails in the City	12.4%	25.4%	22.2%	17.0%	3.9%	18.9%
D. Biking routes in the City of Norman	9.3%	20.1%	21.8%	16.3%	9.7%	22.7%
E. City swimming pool	9.9%	23.2%	21.3%	6.6%	4.1%	34.8%
F. City golf course	12.0%	23.8%	17.6%	2.2%	1.3%	43.1%
G. Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer, etc.)	16.8%	35.4%	20.2%	4.3%	1.3%	22.0%
H. Quality of City recreation programs and classes	14.1%	30.7%	20.9%	3.3%	1.2%	29.8%

Excluding Don't Knows

Q10. Parks and Recreation. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Maintenance and appearance of existing City parks	26.8%	53.2%	16.3%	2.9%	0.7%
B. Number of City parks	30.1%	44.9%	18.0%	6.3%	0.8%
C. Walking trails in the City	15.3%	31.4%	27.4%	21.0%	4.8%
D. Biking routes in the City of Norman	12.1%	26.0%	28.2%	21.1%	12.6%
E. City swimming pool	15.2%	35.6%	32.7%	10.2%	6.4%
F. City golf course	21.0%	41.8%	31.0%	4.0%	2.3%
G. Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer, etc.)	21.5%	45.4%	25.9%	5.5%	1.7%
H. Quality of City recreation programs and classes	20.1%	43.7%	29.8%	4.7%	1.7%

1st Choice**Q11. Which THREE of the parks and recreation services listed above should receive the most emphasis from City leaders over the next two years?**

Q11 1 st Choice	Number	Percent
A=Maintenance and appearance of existing City parks	172	20.4 %
B=Number of City parks	44	5.2 %
C=Walking trails in the City	159	18.8 %
D=Biking routes in the City of Norman	120	14.2 %
E=City swimming pool	69	8.2 %
F=City golf course	21	2.5 %
G=Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	35	4.1 %
H=Quality of City recreation programs and classes	47	5.6 %
Z=None chosen	178	21.1 %
Total	845	100.0 %

2nd Choice**Q11. Which THREE of the parks and recreation services listed above should receive the most emphasis from City leaders over the next two years?**

Q11 2 nd Choice	Number	Percent
A=Maintenance and appearance of existing City parks	48	5.7 %
B=Number of City parks	59	7.0 %
C=Walking trails in the City	126	14.9 %
D=Biking routes in the City of Norman	141	16.7 %
E=City swimming pool	41	4.9 %
F=City golf course	23	2.7 %
G=Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	56	6.6 %
H=Quality of City recreation programs and classes	57	6.7 %
Z=None chosen	294	34.8 %
Total	845	100.0 %

3rd Choice**Q11. Which THREE of the parks and recreation services listed above should receive the most emphasis from City leaders over the next two years?**

Q11 3 rd Choice	Number	Percent
A=Maintenance and appearance of existing City parks	61	7.2 %
B=Number of City parks	33	3.9 %
C=Walking trails in the City	58	6.9 %
D=Biking routes in the City of Norman	47	5.6 %
E=City swimming pool	62	7.3 %
F=City golf course	25	3.0 %
G=Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	63	7.5 %
H=Quality of City recreation programs and classes	83	9.8 %
Z=None chosen	413	48.9 %
Total	845	100.0 %

Sum of all three choices**Q11. Which THREE of the parks and recreation services listed above should receive the most emphasis from City leaders over the next two years? (Top 3)**

Q11 Sum of all three choices	Number	Percent
A=Maintenance and appearance of existing City parks	281	33.3 %
B=Number of City parks	136	16.1 %
C=Walking trails in the City	343	40.6 %
D=Biking routes in the City of Norman	308	36.5 %
E=City swimming pool	172	20.4 %
F=City golf course	69	8.2 %
G=Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	154	18.2 %
H=Quality of City recreation programs and classes	187	22.1 %
Z=None chosen	178	21.1 %
Total	1828	

Q12. Maintenance. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Maintenance of major City streets	12.2%	41.4%	22.8%	15.9%	6.7%	0.9%
B. Maintenance of streets in your neighborhood	16.6%	40.2%	20.0%	12.3%	9.1%	1.8%
C. How quickly street repairs are made	8.5%	27.2%	25.7%	19.9%	10.8%	7.9%
D. Condition of street signs and traffic signals	19.9%	54.1%	17.4%	5.6%	1.9%	1.2%
E. Timing of traffic signals in the City	10.1%	36.0%	24.3%	18.3%	9.6%	1.8%
F. Mowing and tree trimming along City streets and other public areas	16.7%	44.9%	22.1%	10.1%	4.5%	1.8%
G. Cleanliness of City streets and other public areas	17.9%	53.0%	21.2%	6.6%	0.6%	0.7%
H. Maintenance of stormwater drains	9.3%	32.7%	26.6%	11.8%	4.6%	14.9%
I. Clearing of storm drainage channels	8.3%	28.2%	26.3%	12.7%	3.9%	20.7%
J. Maintenance of City sidewalks in your neighborhood	14.7%	33.4%	19.4%	12.1%	7.2%	13.3%

Excluding Don't Knows

Q12. Maintenance. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Maintenance of major City streets	12.3%	41.8%	23.1%	16.0%	6.8%
B. Maintenance of streets in your neighborhood	16.9%	41.0%	20.4%	12.5%	9.3%
C. How quickly street repairs are made	9.3%	29.6%	27.9%	21.6%	11.7%
D. Condition of street signs and traffic signals	20.1%	54.7%	17.6%	5.6%	1.9%
E. Timing of traffic signals in the City	10.2%	36.6%	24.7%	18.7%	9.8%
F. Mowing and tree trimming along City streets and other public areas	17.0%	45.7%	22.5%	10.2%	4.6%
G. Cleanliness of City streets and other public areas	18.0%	53.4%	21.3%	6.7%	0.6%
H. Maintenance of stormwater drains	11.0%	38.4%	31.3%	13.9%	5.4%
I. Clearing of storm drainage channels	10.4%	35.5%	33.1%	16.0%	4.9%
J. Maintenance of City sidewalks in your neighborhood	16.9%	38.5%	22.4%	13.9%	8.3%

1st Choice

Q13. Which THREE of the maintenance services listed above should receive the most emphasis from City leaders over the next two years?

Q13 1 st Choice	Number	Percent
A=City streets	227	26.9 %
B=Neighborhood streets	77	9.1 %
C=Street repair	109	12.9 %
D=street signs	9	1.1 %
E=Traffic signal	122	14.4 %
F=Mowing	42	5.0 %
G=Clean street	11	1.3 %
H=Stormwater drains	65	7.7 %
I=Clearing storm drainage	31	3.7 %
J=Sidewalks	75	8.9 %
Z=None chosen	77	9.1 %
Total	845	100.0 %

2nd Choice

Q13. Which THREE of the maintenance services listed above should receive the most emphasis from City leaders over the next two years?

Q13 2 nd Choice	Number	Percent
A=City streets	65	7.7 %
B=Neighborhood streets	113	13.4 %
C=Street repair	134	15.9 %
D=street signs	23	2.7 %
E=Traffic signal	83	9.8 %
F=Mowing	43	5.1 %
G=Clean street	36	4.3 %
H=Stormwater drains	76	9.0 %
I=Clearing storm drainage	58	6.9 %
J=Sidewalks	40	4.7 %
Z=None chosen	174	20.6 %
Total	845	100.0 %

3rd Choice**Q13. Which THREE of the maintenance services listed above should receive the most emphasis from City leaders over the next two years?**

<u>Q13 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=City streets	49	5.8 %
B=Neighborhood streets	33	3.9 %
C=Street repair	94	11.1 %
D=street signs	27	3.2 %
E=Traffic signal	69	8.2 %
F=Mowing	44	5.2 %
G=Clean street	53	6.3 %
H=Stormwater drains	46	5.4 %
I=Clearing storm drainage	58	6.9 %
J=Sidewalks	78	9.2 %
Z=None chosen	294	34.8 %
Total	845	100.0 %

Sum of all three choices**Q13. Which THREE of the maintenance services listed above should receive the most emphasis from City leaders over the next two years? (Top 3)**

<u>Q13 Sum of all three choices</u>	<u>Number</u>	<u>Percent</u>
A=City streets	341	40.4 %
B=Neighborhood streets	223	26.4 %
C=Street repair	337	39.9 %
D=street signs	59	7.0 %
E=Traffic signal	274	32.4 %
F=Mowing	129	15.3 %
G=Clean street	100	11.8 %
H=Stormwater drains	187	22.1 %
I=Clearing storm drainage	147	17.5 %
J=Sidewalks	193	22.8 %
Z=None chosen	77	9.1 %
Total	2067	

Q14. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Enforcement of the cleanup of junk and debris on private property	12.2%	31.0%	22.7%	13.2%	5.2%	15.6%
B. Enforcement of mowing and cutting of weeds and grass on private property	12.3%	32.9%	23.9%	12.9%	4.5%	13.5%
C. Enforcement of exterior maintenance of residential property	10.8%	31.2%	26.5%	10.9%	3.4%	17.2%
D. Enforcement of exterior maintenance of commercial/business property	13.0%	35.3%	25.8%	7.0%	1.3%	17.6%
E. Regulation of illegal signs	9.6%	27.1%	21.7%	10.5%	4.6%	26.5%

Excluding Don't Knows

Q14. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Enforcement of the cleanup of junk and debris on private property	14.5%	36.8%	27.0%	15.6%	6.2%
B. Enforcement of mowing and cutting of weeds and grass on private property	14.2%	38.0%	27.6%	14.9%	5.2%
C. Enforcement of exterior maintenance of residential property	13.0%	37.7%	32.0%	13.1%	4.1%
D. Enforcement of exterior maintenance of commercial/business property	15.8%	42.8%	31.3%	8.5%	1.6%
E. Regulation of illegal signs	13.0%	36.9%	29.5%	14.3%	6.3%

1st Choice**Q15. Which TWO of the code enforcement services listed above should receive the most emphasis from City leaders over the next two years?**

Q15 1 st Choice	Number	Percent
A=Clean up junk	258	30.5 %
B=Mowing weeds	126	14.9 %
C=Residential	74	8.8 %
D=Commercial	57	6.7 %
E=Illegal signs	82	9.7 %
Z=None chosen	248	29.3 %
Total	845	100.0 %

2nd Choice**Q15. Which TWO of the code enforcement services listed above should receive the most emphasis from City leaders over the next two years?**

Q15 2 nd Choice	Number	Percent
A=Clean up junk	79	9.3 %
B=Mowing weeds	167	19.8 %
C=Residential	101	12.0 %
D=Commercial	78	9.2 %
E=Illegal signs	74	8.8 %
Z=None chosen	346	40.9 %
Total	845	100.0 %

Sum of both choices**Q15. Which TWO of the code enforcement services listed above should receive the most emphasis from City leaders over the next two years? (Top 2)**

Q15 Sum of both choices	Number	Percent
A=Clean up junk	337	39.9 %
B=Mowing weeds	293	34.7 %
C=Residential	175	20.7 %
D=Commercial	135	16.0 %
E=Illegal signs	156	18.5 %
Z=None chosen	248	29.3 %
Total	1344	

Q16. Do you feel that codes are enforced in a fair and consistent manner?

Q16 Codes enforced in a fair manner	Number	Percent
1=Yes	456	54.0 %
2=No	194	23.0 %
9=Don't know	195	23.1 %
Total	845	100.0 %

Q17. Land Development. Using a five-point scale where 5 means much too slow and 1 means much too fast, please rate the City's current pace of development in each of the following areas.

(N=845)

	Much too slow 5	Too slow 4	Just right 3	Too fast 2	Much too fast 1	Don't know 9
A. Office development	1.5%	8.9%	50.7%	11.4%	4.4%	23.2%
B. Industrial development	1.7%	16.6%	44.5%	9.1%	4.7%	23.4%
C. Multifamily residential development	2.2%	7.7%	37.9%	22.5%	12.8%	16.9%
D. Single family residential development	2.6%	8.2%	43.3%	21.8%	11.6%	12.5%
E. Retail development	2.8%	12.1%	45.2%	17.9%	9.1%	12.9%

Excluding Don't Knows**Q17. Land Development. Using a five-point scale where 5 means much too slow and 1 means much too fast, please rate the City's current pace of development in each of the following areas. (excluding don't know)**

(N=845)

	Much too slow 5	Too slow 4	Just right 3	Too fast 2	Much too fast 1
A. Office development	2.0%	11.6%	65.9%	14.8%	5.7%
B. Industrial development	2.2%	21.6%	58.1%	11.9%	6.2%
C. Multifamily residential development	2.7%	9.3%	45.6%	27.1%	15.4%
D. Single family residential development	3.0%	9.3%	49.5%	24.9%	13.3%
E. Retail development	3.3%	13.9%	51.9%	20.5%	10.5%

Q18. Have you contacted the City of Norman during the past year?

<u>Q18 Contacted the city in the past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	404	47.8 %
2=No	441	52.2 %
Total	845	100.0 %

Q18a. [If YES to #18]Which City Department did you contact most recently?

<u>Q18A Most recent department contacted</u>	<u>Number</u>	<u>Percent</u>
01=City manager/council	25	6.2 %
02=Fire department	13	3.2 %
03=Parks/Recreation	50	12.4 %
04=Planning	13	3.2 %
05=Police department	68	16.8 %
06=Sanitation	49	12.1 %
07=Water/sewer maintenance	34	8.4 %
08=Water/sewer bill	31	7.7 %
09=Street maintenance	27	6.7 %
10=Code enforce	43	10.6 %
11=Action line	6	1.5 %
12=Building permits	9	2.2 %
13=Other	32	7.9 %
99=Not provided	4	1.0 %
Total	404	

Q18b. [If YES to #18] Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied, "please rate your satisfaction with the City employees in the Department you selected in Q18a with regard to the following:

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
1. How easy they were to contact	48.8%	30.0%	9.4%	7.7%	4.0%	0.2%
2. The way you were treated	48.5%	31.4%	8.2%	6.7%	4.2%	1.0%
3. The accuracy of the information and the assistance you were given	45.8%	27.2%	10.4%	7.9%	6.2%	2.5%
4. How quickly City staff responded to your request	43.1%	25.5%	12.4%	8.4%	7.4%	3.2%
5. How well your issue was handled	43.3%	23.3%	8.4%	10.6%	11.1%	3.2%

Excluding Don't Knows

Q18b. [If YES to #18] Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied, "please rate your satisfaction with the City employees in the Department you selected in Q18a with regard to the following: (excluding don't know)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
1. How easy they were to contact	48.9%	30.0%	9.4%	7.7%	4.0%
2. The way you were treated	49.0%	31.8%	8.3%	6.8%	4.3%
3. The accuracy of the information and the assistance you were given	47.0%	27.9%	10.7%	8.1%	6.3%
4. How quickly City staff responded to your request	44.5%	26.3%	12.8%	8.7%	7.7%
5. How well your issue was handled	44.8%	24.0%	8.7%	11.0%	11.5%

Q19. Solid Waste/Utility Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Residential trash (garbage) collection services	54.8%	35.3%	6.4%	1.3%	0.6%	1.7%
B. Curbside recycling services	43.8%	26.6%	10.5%	5.1%	4.3%	9.7%
C. Bulky item pick up/removal services (old furniture, appliances, etc.)	34.1%	27.3%	13.8%	7.9%	2.1%	14.7%
D. Fall and Spring Cleanup	46.4%	32.5%	9.6%	3.8%	0.5%	7.2%
E. Hazardous Household Waste Event	32.4%	25.4%	13.6%	4.4%	1.5%	22.6%
F. Yard waste collection services	43.7%	32.1%	8.4%	2.8%	1.3%	11.7%
G. Drop off Recycling Locations	30.8%	30.5%	15.3%	7.9%	2.0%	13.5%
H. Ease in paying your utility bill	48.4%	34.3%	10.2%	2.8%	0.5%	3.8%
I. The timeliness of your utility bill	47.8%	35.5%	10.8%	2.1%	0.6%	3.2%
J. The accuracy of your utility bill	47.2%	34.1%	11.0%	1.9%	0.6%	5.2%

Excluding Don't Knows

Q19. Solid Waste/Utility Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Residential trash (garbage) collection services	55.7%	35.9%	6.5%	1.3%	0.6%
B. Curbside recycling services	48.5%	29.5%	11.7%	5.6%	4.7%
C. Bulky item pick up/removal services (old furniture, appliances, etc.)	39.9%	32.0%	16.2%	9.3%	2.5%
D. Fall and Spring Cleanup	50.0%	35.1%	10.3%	4.1%	0.5%
E. Hazardous Household Waste Event	41.9%	32.9%	17.6%	5.7%	2.0%
F. Yard waste collection services	49.5%	36.3%	9.5%	3.2%	1.5%
G. Drop off Recycling Locations	35.6%	35.3%	17.6%	9.2%	2.3%
H. Ease in paying your utility bill	50.3%	35.7%	10.6%	3.0%	0.5%
I. The timeliness of your utility bill	49.4%	36.7%	11.1%	2.2%	0.6%
J. The accuracy of your utility bill	49.8%	36.0%	11.6%	2.0%	0.6%

Q20. Sewer, Water, and Stormwater. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. The clarity and taste of the tap water in your home	19.1%	32.4%	18.1%	12.7%	6.2%	11.6%
B. Water pressure in your home	28.6%	41.1%	12.5%	5.7%	2.5%	9.6%
C. What you are charged for water/sewer utilities	15.3%	36.4%	24.4%	8.3%	2.5%	13.1%
D. Drainage of rain water off City streets	12.3%	33.1%	25.0%	18.3%	6.2%	5.1%
E. Drainage of rain water off properties next to your residence	21.4%	38.9%	19.1%	9.8%	4.1%	6.6%
F. Responsiveness to emergency repair calls for water leaks	12.5%	20.2%	11.7%	2.1%	0.8%	52.5%
G. Adequacy of your sewer service during a rainfall event	20.7%	39.9%	16.2%	4.9%	1.9%	16.4%

Excluding Don't Knows

Q20. Sewer, Water, and Stormwater. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. The clarity and taste of the tap water in your home	21.6%	36.7%	20.5%	14.3%	7.0%
B. Water pressure in your home	31.7%	45.4%	13.9%	6.3%	2.7%
C. What you are charged for water/sewer utilities	17.6%	42.0%	28.1%	9.5%	2.9%
D. Drainage of rain water off City streets	13.0%	34.9%	26.3%	19.3%	6.5%
E. Drainage of rain water off properties next to your residence	22.9%	41.7%	20.4%	10.5%	4.4%
F. Responsiveness to emergency repair calls for water leaks	26.4%	42.6%	24.7%	4.5%	1.7%
G. Adequacy of your sewer service during a rainfall event	24.8%	47.7%	19.4%	5.8%	2.3%

Q21. Usage of City Services/Facilities. Several services provided by the City of Norman are listed below. For each one, please indicate if you used the service during the past 12 months.

(N=845)

	Yes 1	No 2
A. Used public transportation services supported by the City (CART)	9.7%	90.3%
B. Participated in recreation programs offered by the City	32.0%	68.0%
C. Visited City recreation centers	39.8%	60.2%
D. Visited a neighborhood or Community park	84.6%	15.4%
E. Used Fire services	10.3%	89.7%
F. Called Code Enforcement	16.8%	83.2%
G. Called or visited the Police Department	32.8%	67.2%
H. Visited the City's website	53.4%	46.6%
I. Watched the City's cable television Channel 20	39.9%	60.1%

Q22. Have you visited Downtown Norman during the past year?

Q22 Visited downtown in the past year	Number	Percent
1=Yes	803	95.0 %
2=No	42	5.0 %
Total	845	100.0 %

Q23. Approximately how many years have you lived in Norman?

Q23 Lived in Norman	Number	Percent
3 or fewer years	91	10.8 %
4-5 years	53	6.3 %
6-10 years	112	13.3 %
11-15 years	86	10.2 %
16-20 years	91	10.8 %
21-30 years	151	17.9 %
31 or more years	211	25.0 %
Not provided	50	5.9 %
Total	845	100.0 %

Q24. Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Opportunities to attend cultural/festival activities in Norman	39.8%	42.4%	9.6%	2.0%	0.6%	5.7%
B. Availability of affordable housing in Norman	20.6%	36.6%	20.5%	7.8%	2.2%	12.3%
C. Adequacy of public parking in Downtown Norman	14.3%	37.6%	27.5%	14.4%	2.0%	4.1%
D. Availability of public transportation services in Norman	11.1%	25.7%	23.8%	13.5%	3.2%	22.7%
E. Ease of travel by car in the City	20.0%	44.5%	20.1%	10.8%	2.2%	2.4%
F. Ease of walking in the City	17.9%	37.5%	20.4%	11.4%	4.5%	8.4%
G. Ease of biking in the City	10.3%	22.6%	21.9%	17.3%	6.4%	21.5%
H Effectiveness of speed humps	15.3%	25.3%	18.0%	16.3%	19.2%	5.9%

Excluding Don't Knows

Q24. Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Opportunities to attend cultural/festival activities in Norman	42.2%	44.9%	10.2%	2.1%	0.6%
B. Availability of affordable housing in Norman	23.5%	41.7%	23.3%	8.9%	2.6%
C. Adequacy of public parking in Downtown Norman	14.9%	39.3%	28.6%	15.1%	2.1%
D. Availability of public transportation services in Norman	14.4%	33.2%	30.8%	17.5%	4.1%
E. Ease of travel by car in the City	20.5%	45.6%	20.6%	11.0%	2.3%
F. Ease of walking in the City	19.5%	41.0%	22.2%	12.4%	4.9%
G. Ease of biking in the City	13.1%	28.8%	27.9%	22.0%	8.1%
H Effectiveness of speed humps	16.2%	26.9%	19.1%	17.4%	20.4%

Q25. Capital Improvement Priorities. Several major investments that are being considered by the City are listed below. Using a scale of 1 to 5 where 5 means "extremely important" and 1 means "not important at all," please indicate how important you think it is for the City to invest in the following projects:

(N=845)

	Extremely important 5	Very important 4	Important 3	Not very important 2	Not important at all 1	Don't know 9
A. Animal shelter improvements, renovation and/or expansion	26.4%	23.4%	28.0%	8.0%	4.3%	9.8%
B. Outdoor storm siren warning system replacement	33.8%	27.8%	21.7%	7.1%	3.1%	6.5%
C. Municipal Court	9.2%	19.3%	33.1%	12.2%	5.4%	20.7%
D. The City library	28.0%	30.2%	23.0%	9.0%	3.9%	5.9%
E. Material Recovery Facility (MRF) where recyclables are separated for re-use purposes	23.4%	28.6%	29.8%	5.2%	3.7%	9.2%

Q26. Arts and Culture Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with arts and culture issues.

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
A. Maintenance of Arts and Cultural/ Historical Facilities such as Sooner Theater, Norman and Cleveland County Historical Museum, Firehouse Art Center, Santa Fe Depot, etc	30.5%	40.6%	12.4%	1.8%	0.6%	14.1%
B. City-sponsored special events	29.3%	42.0%	14.7%	1.7%	0.2%	12.1%

Excluding Don't Knows

Q26. Arts and Culture Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with arts and culture issues. (excluding don't know)

(N=845)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
A. Maintenance of Arts and Cultural/ Historical Facilities such as Sooner Theater, Norman and Cleveland County Historical Museum, Firehouse Art Center, Santa Fe Depot, etc	35.5%	47.2%	14.5%	2.1%	0.7%
B. City-sponsored special events	33.4%	47.8%	16.7%	1.9%	0.3%

Q27. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Norman with regard to the following:

(N=845)

	Excellent 5	Good 4	Neutral 3	Below average 2	Poor 1	Don't know 9
A. As a place to live	58.9%	35.1%	4.1%	0.5%	0.2%	1.1%
B. As a place to raise children	57.8%	33.1%	5.0%	0.4%	0.4%	3.4%
C. As a place to work	40.9%	33.1%	11.4%	3.9%	1.4%	9.2%
D. As a place to retire	44.6%	28.2%	14.0%	5.4%	1.9%	5.9%
E. As a place to visit	42.1%	32.9%	15.3%	5.1%	2.6%	2.0%

Excluding Don't Knows

Q27. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Norman with regard to the following: (excluding don't know)

(N=845)

	Excellent 5	Good 4	Neutral 3	Below average 2	Poor 1
A. As a place to live	59.6%	35.5%	4.2%	0.5%	0.2%
B. As a place to raise children	59.8%	34.3%	5.1%	0.4%	0.4%
C. As a place to work	45.1%	36.5%	12.5%	4.3%	1.6%
D. As a place to retire	47.4%	29.9%	14.8%	5.8%	2.0%
E. As a place to visit	43.0%	33.6%	15.6%	5.2%	2.7%

Q28. During the past year, have you observed any form of discrimination in the City of Norman?

Q28 Discrimination in city of Norman	Number	Percent
1=Yes	131	15.5 %
2=No	714	84.5 %
Total	845	100.0 %

Q28a. If Yes, what kind(s) of discrimination did you observed?

Q28A	Number	Percent
1=Racial	66	50.4 %
2=Gender	27	20.6 %
3=Age	32	24.4 %
4=Religious	28	21.4 %
5=Ethnic	21	16.0 %
6=Disability	19	14.5 %
7=Other	28	21.4 %
Total	221	

Q29. How important do you think it is for the City of Norman to fund stormwater improvements that will help prevent flooding and protect the quality of water in lakes and streams, such as Lake Thunderbird, which is the City's primary source of drinking water?

Q29 Fund stormwater improvements	Number	Percent
1=Not important at all	6	0.7 %
2=Not very important	23	2.7 %
3=Important	135	16.0 %
4=Very important	255	30.2 %
5=Extremely important	401	47.5 %
9=Don't know	25	3.0 %
Total	845	100.0 %

Q30. In 2005, Norman residents approved a 5-year bond issue that has funded street improvements throughout the City. If the City presented voters with a similar proposal that would extend the bond issue for another 5 years to continue improving the condition of streets throughout the City, how likely would you be to vote in favor of the issue if it did not result in a tax increase?

Q30 Bond issue continue improvements	Number	Percent
1=Not likely at all	52	6.2 %
2=Not likely	33	3.9 %
3=Not sure	139	16.4 %
4=Somewhat likely	169	20.0 %
5=Very likely	452	53.5 %
Total	845	100.0 %

Q31 In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below. Write “1” for the item you think should be HIGHEST priority, “2” for the second highest priority, and so on.

1st choice

<u>A. Shopping opportunities</u>	<u>Number</u>	<u>Percent</u>
A=Shopping opportunities	33	3.9 %
B=Traffic management	168	19.9 %
C=Public transportation	55	6.5 %
D=Police protection	170	20.1 %
E=Natural resource protection	66	7.8 %
F=Employment opportunities	102	12.1 %
G=Codes enforcement	19	2.2 %
H=Fire protection	22	2.6 %
I=Zoning and land use	42	5.0 %
J=Sidewalks and bikeways	62	7.3 %
K=Recreational opportunities	28	3.3 %
Z=not selected	78	9.2 %
Total	845	

2nd choice

<u>A. Shopping opportunities</u>	<u>Number</u>	<u>Percent</u>
A=Shopping opportunities	33	3.9 %
B=Traffic management	107	12.7 %
C=Public transportation	60	7.1 %
D=Police protection	132	15.6 %
E=Natural resource protection	63	7.5 %
F=Employment opportunities	64	7.6 %
G=Codes enforcement	31	3.7 %
H=Fire protection	125	14.8 %
I=Zoning and land use	50	5.9 %
J=Sidewalks and bikeways	61	7.2 %
K=Recreational opportunities	41	4.9 %
Z=not selected	79	9.3 %
Total	846	

3rd choice

<u>A. Shopping opportunities</u>	<u>Number</u>	<u>Percent</u>
A=Shopping opportunities	21	2.5 %
B=Traffic management	115	13.6 %
C=Public transportation	64	7.6 %
D=Police protection	113	13.4 %
E=Natural resource protection	71	8.4 %
F=Employment opportunities	99	11.7 %
G=Codes enforcement	36	4.3 %
H=Fire protection	73	8.6 %
I=Zoning and land use	44	5.2 %
J=Sidewalks and bikeways	64	7.6 %
K=Recreational opportunities	47	5.6 %
Z=not selected	98	11.6 %
Total	845	

Q31 CONTINUED - In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below. Write "1" for the item you think should be HIGHEST priority, "2" for the second highest priority, and so on.

4th choice

<u>A. Shopping opportunities</u>	<u>Number</u>	<u>Percent</u>
A=Shopping opportunities	27	3.2 %
B=Traffic management	64	7.6 %
C=Public transportation	54	6.4 %
D=Police protection	73	8.6 %
E=Natural resource protection	82	9.7 %
F=Employment opportunities	92	10.9 %
G=Codes enforcement	46	5.4 %
H=Fire protection	96	11.4 %
I=Zoning and land use	55	6.5 %
J=Sidewalks and bikeways	76	9.0 %
K=Recreational opportunities	69	8.2 %
<u>Z=not selected</u>	<u>112</u>	<u>13.3 %</u>
Total	846	

5th choice

<u>A. Shopping opportunities</u>	<u>Number</u>	<u>Percent</u>
A=Shopping opportunities	49	5.8 %
B=Traffic management	81	9.6 %
C=Public transportation	36	4.3 %
D=Police protection	60	7.1 %
E=Natural resource protection	83	9.8 %
F=Employment opportunities	69	8.2 %
G=Codes enforcement	48	5.7 %
H=Fire protection	81	9.6 %
I=Zoning and land use	79	9.3 %
J=Sidewalks and bikeways	57	6.7 %
K=Recreational opportunities	78	9.2 %
<u>Z=not selected</u>	<u>125</u>	<u>14.8 %</u>
Total	846	

Sum of all 5 choices

<u>A. Shopping opportunities</u>	<u>Number</u>	<u>Percent</u>
A=Shopping opportunities	163	19.3 %
B=Traffic management	535	63.3 %
C=Public transportation	269	31.8 %
D=Police protection	548	64.9 %
E=Natural resource protection	365	43.2 %
F=Employment opportunities	426	50.5 %
G=Codes enforcement	180	21.3 %
H=Fire protection	397	47.0 %
I=Zoning and land use	270	32.0 %
J=Sidewalks and bikeways	320	37.9 %
K=Recreational opportunities	263	31.1 %
<u>Z=not selected</u>	<u>75</u>	<u>8.9 %</u>
Total	3811	

Q32. Please rate your agreement with each of the following on a scale of 1 to 5, where 5 means "STRONGLY AGREE" and 1 means "STRONGLY DISAGREE"

(N=845)

	Strongly agree 5	Agree 4	Neutral 3	Disagree 2	Strongly disagree 1	Don't know 9
A. The City of Norman does a good job of promoting diversity in the community	20.1%	40.5%	18.2%	4.7%	2.1%	14.3%
B. It is important for the City of Norman to encourage diversity in the community	36.9%	38.8%	11.7%	3.4%	2.0%	7.1%
C. The City promotes diversity in its' own work force	13.5%	26.9%	17.6%	3.6%	1.8%	36.7%
D. Discrimination is not a problem in Norman	16.3%	27.6%	20.0%	12.2%	4.3%	19.6%
E. The City of Norman does a good job serving specialized populations (e.g., non-English speakers, seniors, persons with disabilities, youth, etc.)	13.0%	31.6%	23.1%	5.3%	2.8%	24.1%

Excluding Don't Knows

Q32. Please rate your agreement with each of the following on a scale of 1 to 5, where 5 means "STRONGLY AGREE" and 1 means "STRONGLY DISAGREE" (excluding don't know)

(N=845)

	Strongly agree 5	Agree 4	Neutral 3	Disagree 2	Strongly disagree 1
A. The City of Norman does a good job of promoting diversity in the community	23.5%	47.2%	21.3%	5.5%	2.5%
B. It is important for the City of Norman to encourage diversity in the community	39.7%	41.8%	12.6%	3.7%	2.2%
C. The City promotes diversity in its' own work force	21.3%	42.4%	27.9%	5.6%	2.8%
D. Discrimination is not a problem in Norman	20.3%	34.3%	24.9%	15.2%	5.3%
E. The City of Norman does a good job serving specialized populations (e.g., non-English speakers, seniors, persons with disabilities, youth, etc.)	17.2%	41.7%	30.4%	7.0%	3.7%

Q33. What is your age?

Q33 Age	Number	Percent
1=Under 35 years	204	24.1 %
2=35-44 years	190	22.5 %
3=45-54 years	168	19.9 %
4=55-64 years	150	17.8 %
5=65+ years	133	15.7 %
Total	845	100.0 %

Q34. Do you or other members of your household have any of the following affiliations with the University of Oklahoma?

Q34 Affiliation w/University OK	Number	Percent
1=Student	132	15.6 %
2=Staff/Faculty	114	13.5 %
3=Alumni	222	26.3 %
4=Other	22	2.6 %
5=No affiliation	355	42.0 %
Total	845	100.0 %

Q35. What is your gender?

Q35 Gender	Number	Percent
1=Male	396	46.9 %
2=Female	449	53.1 %
Total	845	100.0 %

Q36. Which of the following best describes your race/ethnicity?

Q36 Race/ethnicity	Number	Percent
1=Asian/Pacific Islander	25	3.0 %
2=White	733	86.7 %
3=American Indian/Eskimo	44	5.2 %
4=Black/African American	40	4.7 %
5=Hispanic/Latin American	33	3.9 %
6=Other	5	0.6 %
Total	880	

Q37. Would you say your total annual household income is?

<u>Q37 Total annual household income</u>	<u>Number</u>	<u>Percent</u>
1=under \$30K	140	16.6 %
2=\$30K-\$59,999	230	27.2 %
3=\$60K-\$99,999	229	27.1 %
4=\$100K+	185	21.9 %
9=Not reported	61	7.2 %
Total	845	100.0 %

Council district

<u>Wards</u>	<u>Number</u>	<u>Percent</u>
1	106	12.5 %
2	102	12.1 %
3	107	12.7 %
4	107	12.7 %
5	106	12.5 %
6	106	12.5 %
7	100	11.8 %
8	111	13.1 %
Total	845	100.0 %



The City of
NORMAN

201 West Gray • P.O. Box 370
Norman, Oklahoma • 73070

OFFICE OF THE MAYOR
Phone: 405-366-5402
Fax: 405-366-5389

July 2009

The City of Norman wants your opinions about city government programs and services. Please take a few minutes to complete the enclosed survey, which is designed to gather residents' feedback about current city government activities. The information requested in this survey will be used to improve and expand existing programs and help define future needs of Norman residents.

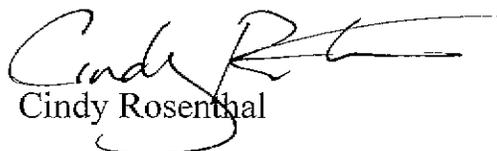
We realize that this survey will take several minutes to complete, but every question is important. The time you invest will influence decisions made about the city's future.

Please return your completed survey in the next week using the postage-paid envelope provided. The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local governmental research. They will present the results to the city later this summer. Individual responses to the survey will remain confidential.

Please contact Carol Coles in the City of Norman Manager's Office at (405)366-5404 if you have any questions.

Thank you for participating.

Best Regards,


Cindy Rosenthal

2009 Norman Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of city services. If you have **questions, please contact Carol Coles at 405-366-5404.**



1. Major categories of services provided by the City of Norman are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of police services	5	4	3	2	1	9
B. Overall quality of fire services	5	4	3	2	1	9
C. Overall quality of the City's parks and recreation programs and facilities	5	4	3	2	1	9
D. Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
E. Overall quality of City water and wastewater (sewer) utilities	5	4	3	2	1	9
F. Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9
G. Overall quality of customer service provided by City employees	5	4	3	2	1	9
H. Overall effectiveness of City communication with the public	5	4	3	2	1	9
I. Overall management of traffic flow on City streets	5	4	3	2	1	9
J. Overall maintenance of City buildings	5	4	3	2	1	9
K. Overall management of stormwater runoff by the City	5	4	3	2	1	9
L. Overall quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9
M. Overall efforts to provide public transportation services in Norman	5	4	3	2	1	9
N. Overall quality of the Municipal Court	5	4	3	2	1	9

2. Which FOUR of the city services listed above should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 4 choices using the letters from the list in Question 1 above].

1st. _____ 2nd. _____ 3rd. _____ 4th. _____

3. Items that may influence your perception of Norman as a community are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services provided by the City	5	4	3	2	1	9
B. Appearance of the City	5	4	3	2	1	9
C. Public Schools and associated programs	5	4	3	2	1	9
D. Hospital and associated medical services	5	4	3	2	1	9
E. Availability of job opportunities	5	4	3	2	1	9
F. Overall value you receive for City taxes and fees	5	4	3	2	1	9
G. Overall quality of new development	5	4	3	2	1	9
H. Overall appearance of our downtown	5	4	3	2	1	9

4. Have you been a victim of a crime in the City of Norman during the past year? YES NO

5. **Public Safety Services.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City efforts to prevent crimes	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9
C. How quickly police respond to emergencies	5	4	3	2	1	9
D. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E. Quality of local fire protection services	5	4	3	2	1	9
F. How quickly fire personnel respond to emergencies	5	4	3	2	1	9
G. Fire prevention and education programs provided by the City	5	4	3	2	1	9
H. Quality of emergency medical/ ambulance services	5	4	3	2	1	9
I. How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

6. Which THREE of the **public safety** services listed above should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 3 choices using the letters from the list in Question 5 above].

1st : _____ 2nd : _____ 3rd : _____

7. **Perceptions of Safety.** Using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe,” please indicate how safe you feel in the following situations:

<i>How safe do you feel:</i>	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In Downtown Norman	5	4	3	2	1	9
B. In City parks	5	4	3	2	1	9
C. In your neighborhood during the day	5	4	3	2	1	9
D. In your neighborhood at night	5	4	3	2	1	9
E. In commercial and retail areas	5	4	3	2	1	9
F. Overall feeling of safety in Norman	5	4	3	2	1	9

8. **Communication.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep residents informed about local issues	5	4	3	2	1	9
C. The level of public involvement in City decision-making	5	4	3	2	1	9
D. The quality of the City's cable television channel (20)	5	4	3	2	1	9
E. User-friendliness of the City Web site	5	4	3	2	1	9
F. Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9
G. The transparency of City government	5	4	3	2	1	9

9. From which of the following sources do you currently get information about the City of Norman? (check all that apply)

- (1) Local newspapers (Norman Transcript, Oklahoman – My Norman section, OU Daily)
 (5) NormanNews email updates
 (2) City website
 (6) Local television news
 (3) City Cable Channel 20
 (7) Calling the City or the Action Line
 (4) Local radio
 (8) Utility Bill insert
 (9) Other: _____

10. Parks and Recreation. Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance and appearance of existing City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking trails in the City	5	4	3	2	1	9
D.	Biking Routes in the City of Norman	5	4	3	2	1	9
E.	City swimming pool	5	4	3	2	1	9
F.	City golf course	5	4	3	2	1	9
G.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
H.	Quality of City recreation programs and classes	5	4	3	2	1	9

11. Which THREE of the parks and recreation services listed above should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 3 choices using the letters from the list in Question 10 above].

1st. _____ 2nd. _____ 3rd. _____

12. Maintenance. Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	How quickly street repairs are made	5	4	3	2	1	9
D.	Condition of street signs and traffic signals	5	4	3	2	1	9
E.	Timing of traffic signals in the City	5	4	3	2	1	9
F.	Mowing and tree trimming along City streets and other public areas	5	4	3	2	1	9
H.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
I.	Maintenance of stormwater drains	5	4	3	2	1	9
J.	Clearing of storm drainage channels	5	4	3	2	1	9
K.	Maintenance of City sidewalks in your neighborhood	5	4	3	2	1	9

13. Which THREE of the maintenance services listed above should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 3 choices using the letters from the list in Question 11 above].

1st. _____ 2nd. _____ 3rd. _____

14. **Code Enforcement:** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcement of the clean up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
E.	Regulation of illegal signs	5	4	3	2	1	9

15. Which TWO of the **code enforcement** services listed above should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 2 choices using the letters from the list in Question 14 above].

1st. _____ 2nd. _____

16. Do you feel that codes are enforced in a fair and consistent manner? ___(1) Yes ___(2) No

17. **Land Development.** Using a five-point scale where 5 means much too slow and 1 means much too fast, please rate the City’s current pace of development in each of the following areas.

How would you rate the growth for:		Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
A.	Office development	5	4	3	2	1	9
B.	Industrial development	5	4	3	2	1	9
C.	Multi-family residential development	5	4	3	2	1	9
D.	Single-family residential development	5	4	3	2	1	9
E.	Retail development	5	4	3	2	1	9

18. Have you contacted the City of Norman during the past year?

___(1) Yes [answer Question 18a-f] ___(2) No [go to Question 19]

18a. [Only if “YES” to Question 18] Which City Department did you contact most recently?

- | | |
|-----------------------------------|---------------------------------|
| ___(01) City Manager/City Council | ___(08) Water and Sewer Billing |
| ___(02) Fire Department | ___(09) Street Maintenance |
| ___(03) Parks and Recreation | ___(10) Code Enforcement |
| ___(04) Planning | ___(11) Action Line |
| ___(05) Police Department | ___(12) Building permits |
| ___(06) Sanitation | ___(13) Other: _____ |
| ___(07) Water/Sewer Maintenance | |

18b. [Only if “YES” to Question 18] Using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied, ” please rate your satisfaction with the City employees in the Department you selected in Q18a with regard to the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy they were to contact	5	4	3	2	1	9
2.	The way you were treated	5	4	3	2	1	9
3.	The accuracy of the information and the assistance 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

19. **Solid Waste/Utility Services.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash (garbage) collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Fall and Spring Cleanup	5	4	3	2	1	9
E.	Hazardous Household Waste Event	5	4	3	2	1	9
F.	Yard waste collection services	5	4	3	2	1	9
G.	Drop off Recycling Locations	5	4	3	2	1	9
H.	Ease in paying your utility bill	5	4	3	2	1	9
I.	The timeliness of your utility bill	5	4	3	2	1	9
J.	The accuracy of your utility bill	5	4	3	2	1	9

20. **Sewer, Water, and Stormwater.** For each of the items listed, please rate your satisfaction on 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
A.	The clarity and taste of the tap water in your home	5	4	3	2	1	9
B.	Water pressure in your home	5	4	3	2	1	9
C.	What you are charged for water/sewer utilities	5	4	3	2	1	9
D.	Drainage of rain water off City streets	5	4	3	2	1	9
E.	Drainage of rain water off properties next to your residence	5	4	3	2	1	9
F.	Responsiveness to emergency repair calls for water leaks.	5	4	3	2	1	9
G.	Adequacy of your sewer service during a rainfall event.	5	4	3	2	1	9

21. **Usage of City Services/Facilities.** Several services provided by the City of Norman are listed below. For each one, please indicate if you used the service during the past 12 months.

During the past 12 months have you:		YES	NO	Don't Remember
A.	Used public transportation services supported by the City (CART)	1	2	9
B.	Participated in recreation programs offered by the City	1	2	9
C.	Visited City recreation centers	1	2	9
D.	Visited a neighborhood or Community park	1	2	9
E.	Used Fire services	1	2	9
F.	Called Code Enforcement	1	2	9
G.	Called or visited the Police Department	1	2	9
H.	Visited the City's website	1	2	9
I.	Watched the City's cable television Channel 20	1	2	9

22. Have you visited Downtown Norman during the past year? ___(1) Yes ___(2) No

23. Approximately how many years have you lived in Norman? _____ years

29. How important do you think it is for the City of Norman to fund stormwater improvements that will help prevent flooding and protect the quality of water in lakes and streams, such as Lake Thunderbird, which is the City's primary source of drinking water?

- (5) Extremely important (3) Important (1) Not important at all
 (4) Very important (2) Not very important (9) Don't know

30. In 2005, Norman residents approved a 5-year bond issue that has funded street improvements throughout the City. If the City presented voters with a similar proposal that would extend the bond issue for another 5 years to continue improving the condition of streets throughout the City, how likely would you be to vote in favor of the issue if it did not result in a tax increase?

- (5) Very likely (3) Not sure (1) Not likely at all
 (4) Somewhat likely (2) Not likely

31. The City of Norman has experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below. Write "1" for the item you think should be HIGHEST priority, "2" for the second highest priority, and so on.

- (A) shopping opportunities (E) natural resource protection (I) zoning & land use
 (B) traffic management (F) employment opportunities (J) sidewalks & bikeways
 (C) public transportation (G) codes enforcement (K) recreational opportunities
 (D) police protection (H) fire protection

32. Please rate your agreement with each of the following on a scale of 1 to 5, where 5 means "STRONGLY AGREE" and 1 means "STRONGLY DISAGREE"

Rate your level of agreement with:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	The City of Norman does a good job of promoting diversity in the community	5	4	3	2	1	9
B.	It is important for the City of Norman to encourage diversity in the community	5	4	3	2	1	9
C.	The City promotes diversity in its' own work force	5	4	3	2	1	9
D.	Discrimination is not a problem in Norman	5	4	3	2	1	9
E.	The City of Norman does a good job serving specialized populations (e.g., non-English speakers, seniors, persons with disabilities, youth, etc.)	5	4	3	2	1	9

33. What is your age? _____ years

34. Do you or other members of your household have any of the following affiliations with the University of Oklahoma? (check all that apply)

- (1) Student (2) Staff/Faculty Member (3) Alumni (4) Other (5) None

35. What is your gender? MALE FEMALE

36. Which of the following best describes your race/ethnicity? (check all that apply)

- (1) Asian/Pacific Islander (4) Black/African American
 (2) White (5) Hispanic/Latino/Spanish
 (3) American Indian/Eskimo (6) Other: _____

37. Would you say your total annual household income is:

- (1) Under \$30,000 (2) \$30,000-\$59,999 (3) \$60,000 to \$99,999 (4) \$100,000+

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.