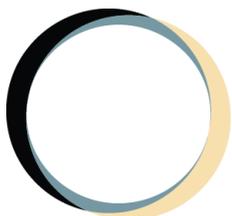




Citizen Satisfaction Survey Results
2016



NRC
National Research Center Inc

2955 Valmont Road Suite 300 • Boulder, CO 80301
303-444-7863 • nrc@n-r-c.com • www.n-r-c.com

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Executive Summary

Survey Background and Purpose

The City of Edmond contracted with National Research Center, Inc. (NRC) to conduct a community-wide citizen survey. The 2016 Edmond Citizen Satisfaction Survey serves as a consumer report card for Edmond by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. This is the sixth iteration of a community-wide resident survey since 2000.

Methods

Three thousand five hundred randomly selected Edmond households were mailed the 2016 Edmond Citizen Satisfaction Survey. Of the 3,305 eligible households who received the survey, 1,085 responded to the mailed questionnaire, giving a response rate of 33%.

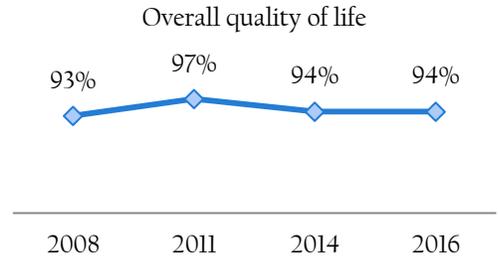
Survey results were weighted so that respondent age, gender and housing unit type were represented in the proportions reflective of the entire city. The margin of error is plus or minus three percentage points around any given percentage point for the entire sample. Differences between survey years can be considered meaningfully different if they are greater than five percentage points.

Comparisons are made between 2016 responses and those from prior years, when available. Edmond also elected to have its results compared to those of other jurisdictions around the nation and to a subset of jurisdictions; these comparisons are made possible through NRC's national benchmark database. This database contains resident perspectives gathered in citizen surveys from over 500 jurisdictions, including cities and counties.

Highlights and Opportunities

Residents continue to enjoy a high quality of life.

- As in previous years, Edmond residents were happy with the quality of life in the City, with more than 9 in 10 respondents rating the overall quality of life in Edmond as excellent or good.
- The quality of life was rated higher in Edmond when compared to other communities across the U.S. and to Edmond’s selection of peer communities.
- Nearly all respondents awarded excellent or good marks to Edmond as a place to live and raise children (96%), and about 8 in 10 or more also favorably rated Edmond as a place to work and retire and their neighborhoods as a place to live. Most of these aspects were rated higher than benchmark cities.
- In 2016, over 9 in 10 participants indicated they would be very or somewhat likely to recommend the city as a place to live, which was similar to previous years. Edmond residents were more likely to recommend their community than residents across the nation.
- Regarding general community characteristic of Edmond, about 9 in 10 or more favorably evaluated the overall economic health and overall image or reputation and at least 8 in 10 also gave high ratings to opportunities for education and enrichment, health and wellness opportunities and quality of the overall natural environment. These ratings were similar to ratings awarded in 2014.
- Edmond resident thought highly of K-12 education, the cleanliness of the City, air quality, fitness opportunities, the overall quality and availability of business and service establishments, public places where people want to spend time and public art displays, with 8 in 10 or more rating these specific community characteristics positively.

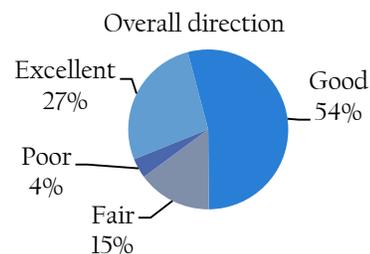


Respondents feel safe in their community.

- Almost all residents reported that they felt safe in their neighborhoods and in Edmond’s downtown/commercial areas during the day.
- Additionally, 94% gave somewhat or very safe ratings for their overall feeling of safety in the city. This rating was higher than national and peer community comparisons.
- About 9 in 10 indicated they had an excellent or good sense of personal safety in Edmond, which remained stable over time.

The performance of the City of Edmond government is viewed very favorably by residents.

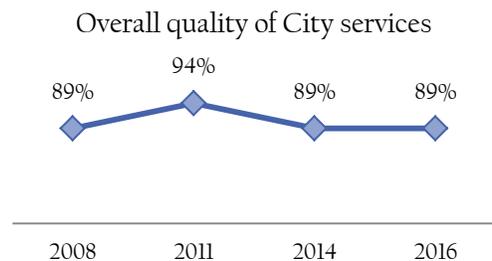
- Close to 8 in 10 highly rated the overall direction the City is taking and about 7 in 10 felt the City government did an excellent or good job acting in the best interest of the community, being honest and treating all residents fairly.



- About two-thirds also awarded high marks to their overall confidence in Edmond and felt favorably about the job Edmond government does at welcoming citizen involvement.
- Ratings of Edmond government performance tended to be higher than cities across the U.S. and in peer communities.
- Furthermore, about three-quarters of residents agreed that the City of Edmond is achieving its goal of providing trustworthy service. This rating was similar to 2014 and other previous years.
- Nearly 6 in 10 residents reported that they had contact with a City employee in the 12 months before the survey, which was similar to previous years. This rate of contact was higher than seen elsewhere in the country, but similar to selected Edmond peer municipalities.
- Respondents who had contact with a City employee gave positive reviews to their interactions, with at least 8 in 10 saying the employees' knowledge, courtesy, responsiveness and their overall impression of the employee were excellent or good. Ratings for overall impression were higher than those seen across the U.S. and in peer cities.

Respondents think highly of City government services.

- Respondents continued to feel positively regarding the overall quality of services provided by the City of Edmond with 89% awarding excellent or good scores. This rating has remained stable since it was first rated in 2000 and was similarly evaluated compared to residents across the nation and in communities similar to Edmond.



- At least 8 in 10 gave high marks to 24 of the 40 City services, including emergency response by fire, parks, public library services, emergency response by ambulance, crime prevention and police patrol.
- In general, City service evaluations remained stable over time with only ratings for Edmond Electric, enforcement of building codes and enforcement of zoning codes decreasing since 2014. Scores for museums, Edmond Cable Channel 20, current traffic signals and signs and current roads and highways increased since the survey was last administered.
- Services that were evaluated more positively in Edmond compared to other communities were crime prevention and animal services. All other City services were rated similarly across the nation and in peer communities.
- When residents were asked about the cost of several services provided by the City of Edmond, about 7 in 10 indicated that the cost of recreation and trash collection services was reasonable and these ratings were similar to 2014 results. Respondents felt less positively about the cost of sewer (64% reasonable) and Edmond Electric (39%) and both of these evaluations decreased from 2014 to 2016.

Improvements for roads and traffic flow are top priorities for the community.

- The overall ease of getting places that residents usually travel was rated positively by about half of residents, which is a level lower than seen elsewhere around the country. This area was also identified as a top priority for the Edmond community for the next two years, with 90% rating this as essential or very important area.

- Within community characteristics, close to 4 in 10 gave excellent or good marks to ease of travel by public transportation and ease of travel by bicycle while about one-quarter favorably evaluated traffic flow on major streets, a rating lower than national and peer community benchmarks.
- Similarly, the lowest rated City services were public transportation (61% excellent or good), street maintenance (51%) and current roads and highways (48%), a rating that increased from 2014.
- When asked about the importance of several potential new projects for development or improvement, major roadway and traffic signal improvements was the single highest priority, with about 9 in 10 indicating it was essential or very important.
- Respondents were also asked to identify, in their own words, the single biggest issue facing Edmond. Nearly half (48%) of the respondents who provided an answer cited topics related to traffic and road maintenance or management.

Survey Background

Survey Purpose

The City of Edmond contracted with National Research Center, Inc. (NRC) to conduct a community wide citizen survey. The 2016 Edmond Citizen Satisfaction Survey serves as a consumer report card for Edmond by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to the City on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

Focusing on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Edmond city government, helping to assure maximum service quality over time.

The baseline Edmond Citizen Satisfaction Survey was conducted in 2000 and repeated in 2006, 2008, 2011, 2014 and 2016. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Edmond changes and grows.

Survey Administration

The questionnaire used for the Edmond Citizen Satisfaction Survey was developed through an iterative process with members of the City staff and NRC. A copy of the questionnaire can be found in *Appendix G: Survey Materials*.

Three thousand five hundred households in Edmond were randomly selected to receive the survey. The sample was stratified equally among the city's four Wards (875 each). Each of the survey recipients were contacted by mail a total of three times in August 2016. The first mailing was a prenotification postcard announcing the upcoming survey. About a week after the prenotification postcard was mailed the first wave of the survey was sent. This packet included the questionnaire with a cover letter signed by the Mayor. Included in the packet was a self-addressed, postage-paid return envelope. A week later a second survey was mailed, with instructions to recycle the survey if the household had already responded to the first survey. Both survey packets included a web address where the survey could be completed online, if preferred. A copy of the survey materials can be found in *Appendix G: Survey Materials*.

Of the 3,500 addresses selected to receive the survey, 195 were identified by the post office as vacant or undeliverable. A total of 1,085 completed surveys were returned, for a response rate of 33%; 112 of the 1,085 surveys were completed via the web. It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus three percentage points around any given percent reported for all survey respondents.

Survey results were weighted so that the age, gender, race, housing tenure (rent versus own), housing type (attached versus detached) and Ward were represented in the proportions reflective within the entire city. (For more information see the detailed survey methodology in *Appendix F: Survey Methodology*.)

How the Results are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) and the “percent positive” are presented in the body of the report. The percent positive is the combination of the top two most positive response options (e.g., “excellent” and “good”). The full set of frequencies can be found in *Appendix B: Responses to Survey Questions*.

On many of the questions in the survey, respondents could give an answer of “don’t know” or “don’t know/not applicable.” The proportion of respondents giving this reply is always shown in the appendices and is notably high for a number of survey questions. However, “don’t know” responses generally have been removed from the analyses presented in the body of the report unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item. Please refer to the tables in *Appendix B: Responses to Survey Questions* to view the proportion of respondents answering “don’t know” to each question where a “don’t know” response was included.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the convention of rounding percentages to the nearest whole number.

Selected survey results were compared by respondent characteristics, including where the respondents’ residences were located, age of respondent, type of housing and more. These crosstabulations with a summary of the comparisons can be found in *Appendix D: Selected Survey Results by Respondent Characteristics*.

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the Edmond Citizen Satisfaction Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. Edmond chose to have comparisons made to communities across the nation and to select peer communities.

Where comparisons for quality ratings were available, Edmond’s results were noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by city residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.” More information on benchmark comparisons can be found in *Appendix F: Survey Methodology*. The detailed tables as well as lists of communities included in each set of comparisons appear in *Appendix D: Selected Survey Results by Respondent Characteristics*.

Comparing Survey Results over Time

Because this survey was the sixth in a series of citizen surveys, the 2016 results are presented along with past ratings when available. Differences between years can be considered meaningfully different if they are greater than five percentage points. Trend data for Edmond represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions. Data were collected by mail in 2006, 2008, 2014 and 2016 and collected by telephone in 2000 and 2011. Research has shown that a change in the method of survey data collection, by itself, will result in a change in results if the shift is from telephone administration to self-administration or vice versa. Thus, some fluctuations in the ratings may be partially attributable to the change in survey methodology. Generally, differences of six percentage points or more between 2016 and previous years are considered meaningfully different. Additional information on the comparing previous survey results can be found in *Appendix F: Survey Methodology*.

Comparing Survey Results by Subgroups

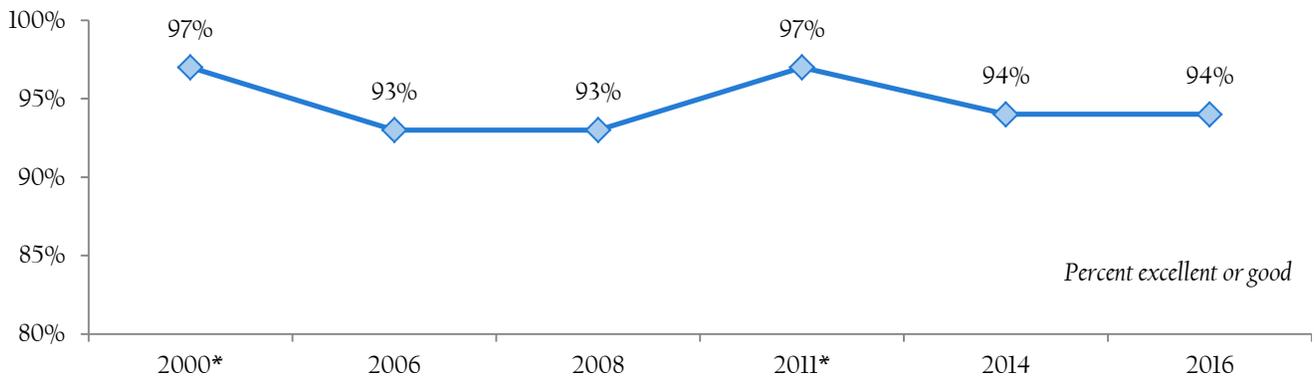
Selected survey results were compared to certain demographic characteristics of survey respondents, by the respondents' geographic area of residence and by method of data collection. These findings are discussed and are presented in tabular form in *Appendix D: Selected Survey Results by Respondent Characteristics*. Where differences between subgroups are statistically significant, the results in these tables are shaded grey.

Survey Results

Quality of Life

As in previous years, Edmond residents were happy with the quality of life in the City, with more than 9 in 10 respondents rating the overall quality of life in Edmond as excellent or good. Additionally, these ratings were higher than those seen in other communities across the nation as well as Edmond’s selected peer cities (see *Appendix D: Selected Survey Results by Respondent Characteristics* for more comparisons).

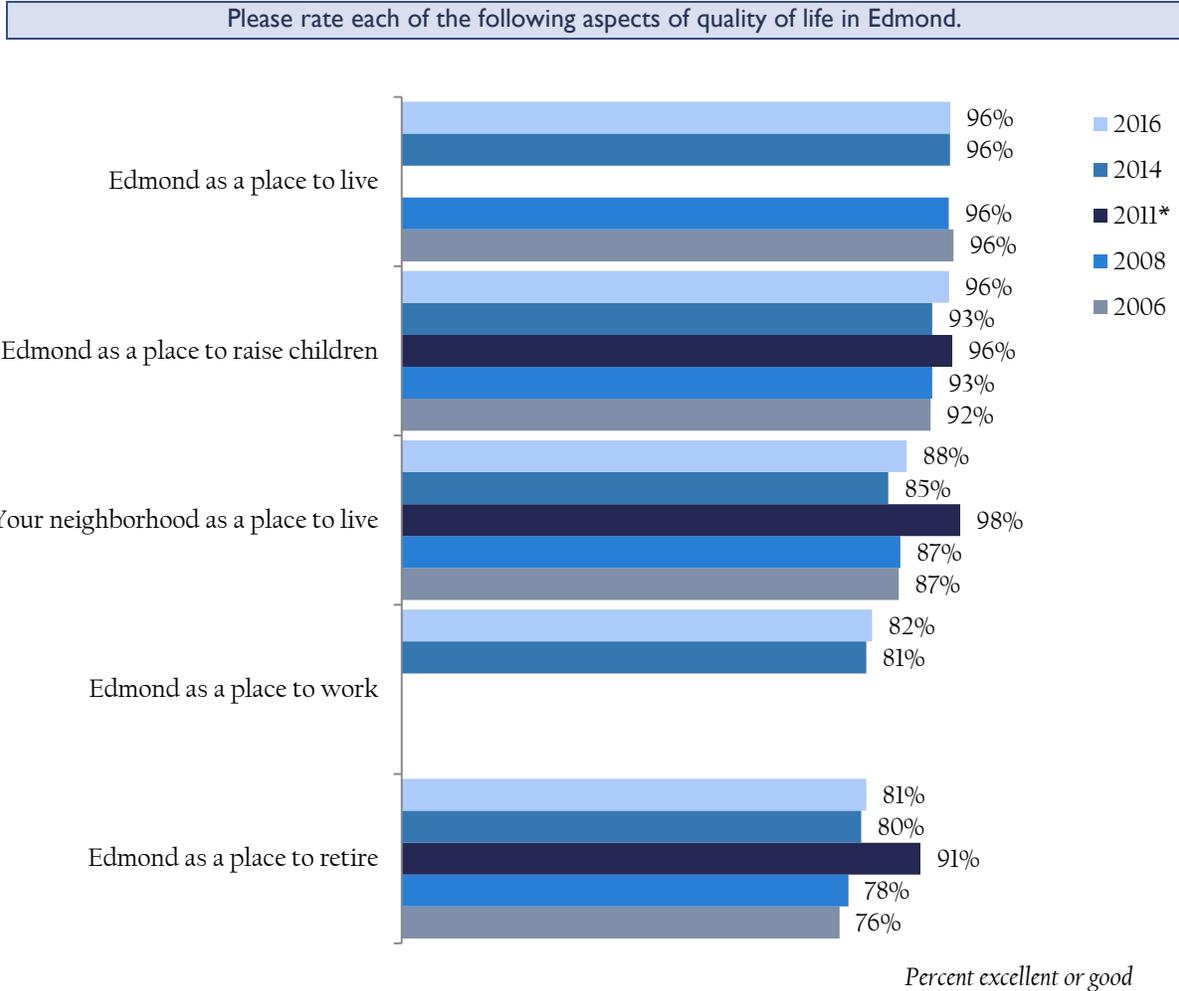
Figure 1: Overall quality of life in Edmond



*Questions from 2000 and 2011 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or satisfied/somewhat satisfied.

In addition to the overall quality of life, respondents rated several aspects of community quality including the city as a place to live, work, raise children and retire, positively, with at least four in five awarding excellent or good marks to each. Overall, at least four in five respondents rated these aspects positively. These ratings were consistent to those given in 2014 and in 2008. It should be noted that ratings in 2011 tended to be higher; however, this is most likely due to survey administration mode than changes in respondents' perceptions. Edmond residents rated their neighborhoods similarly to residents in other parts of the country, while all other aspects of quality of life were rated higher than national and peer group communities (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

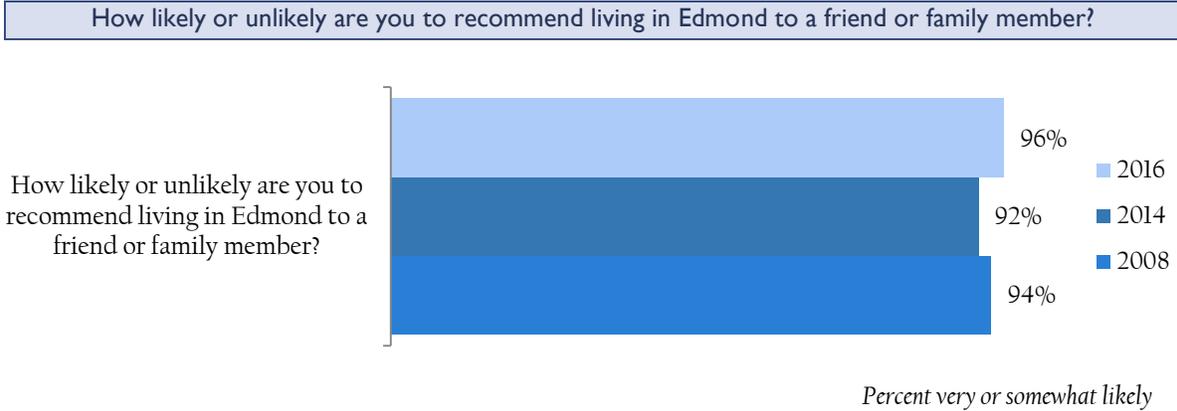
Figure 2: Aspects of Quality of Life Compared by Year



* Questions from 2011 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or satisfied/somewhat satisfied.

Residents indicated how likely or unlikely they were to recommend living in Edmond to a friend or family member. In 2016, 96% of respondents indicated they would be very or somewhat likely to recommend the city as a place to live, which was similar to previous years. Edmond residents were more likely to recommend their community than residents in both sets of comparisons (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 3: Likelihood of Recommending Living in Edmond Compared by Year



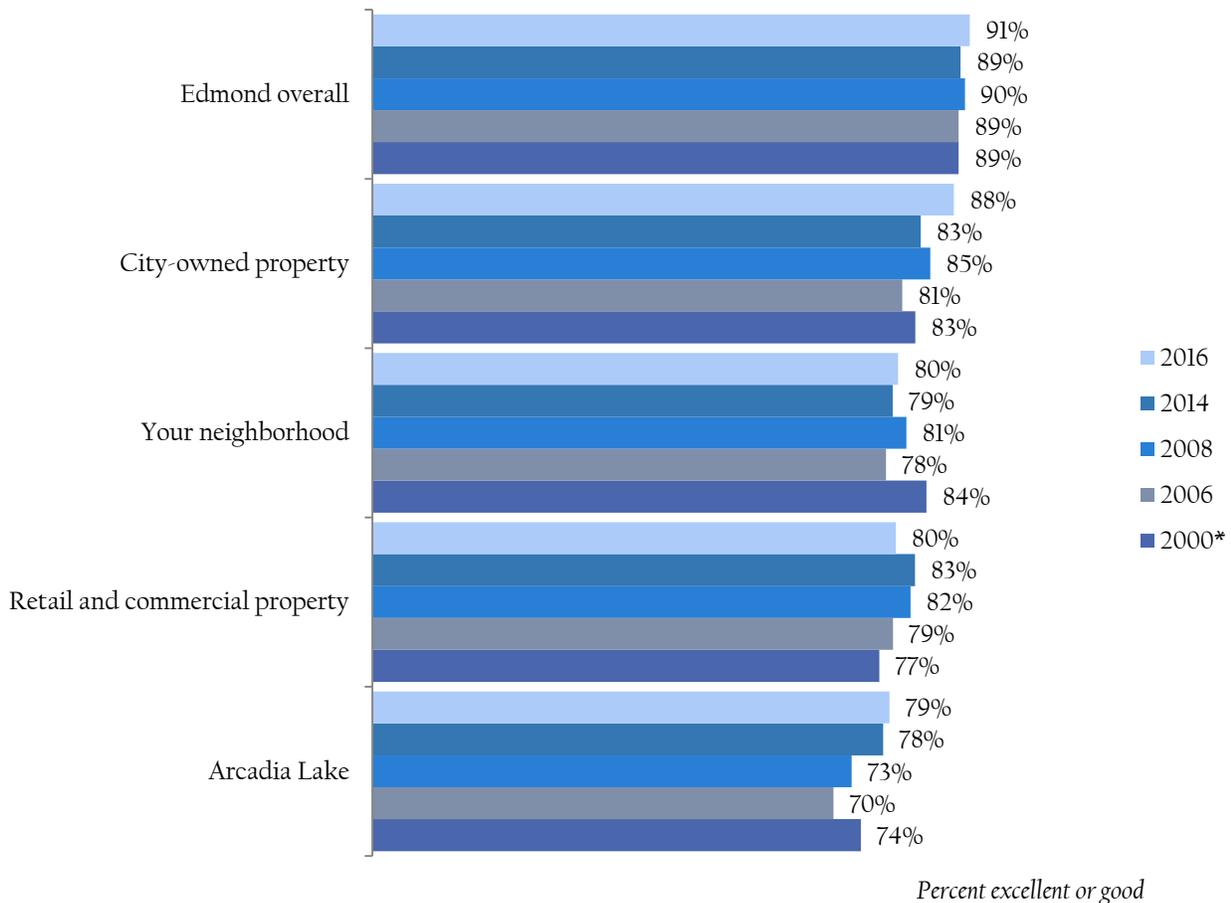
Community Characteristics

Since the baseline survey in 2000, Edmond residents have been rating the appearance of different areas of the community including private and public property, Arcadia Lake and their own neighborhoods. Overall, ratings have been stable over time for all aspects. About 9 in 10 rated the overall appearance of Edmond and City-owned property favorably and 8 in 10 gave high marks to their neighborhoods, retail and commercial property and Arcadia Lake. All of these ratings were similar to 2014.

A benchmark comparison for the overall appearance of Edmond was available at national and peer group levels; the City of Edmond’s appearance was similarly rated compared to national benchmarks, but higher than peer municipalities.

Figure 4: Appearance of Various Areas in the City Compared by Year

Please rate the appearance of the following within the City of Edmond.



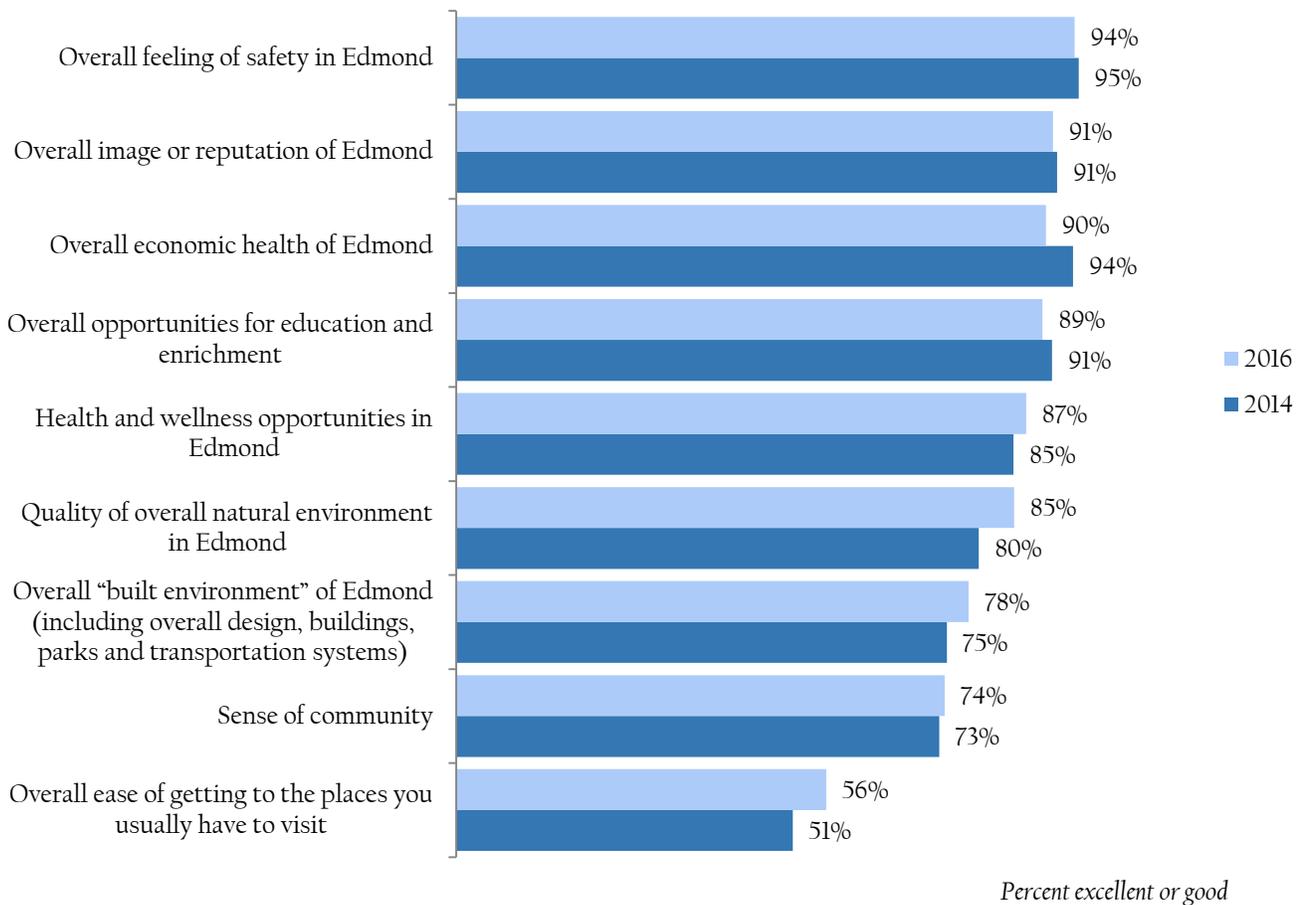
*Questions from 2000 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or satisfied/somewhat satisfied. This question was not asked in 2011.

General characteristics of the community related to safety, mobility, health and wellness and the environment were also included on the 2016 survey. About 9 in 10 respondents rated the overall feeling of safety, the overall image/reputation and overall economic health as excellent or good. Close to 8 in 10 also awarded high marks to overall opportunities for education and enrichment, health and wellness opportunities and the natural environment. Less than 6 in 10 residents gave positive ratings to the overall ease of getting to places they usually have to visit. These scores were similar to those given in 2014 when this question was first asked.

Overall, aspects of community were rated similarly to or higher than communities across the nation and in peer cities; however, overall ease of getting to places was lower than national benchmark comparisons (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 5: Aspects of the Community Compared by Year

Please rate each of the following characteristics as they relate to Edmond as a whole:

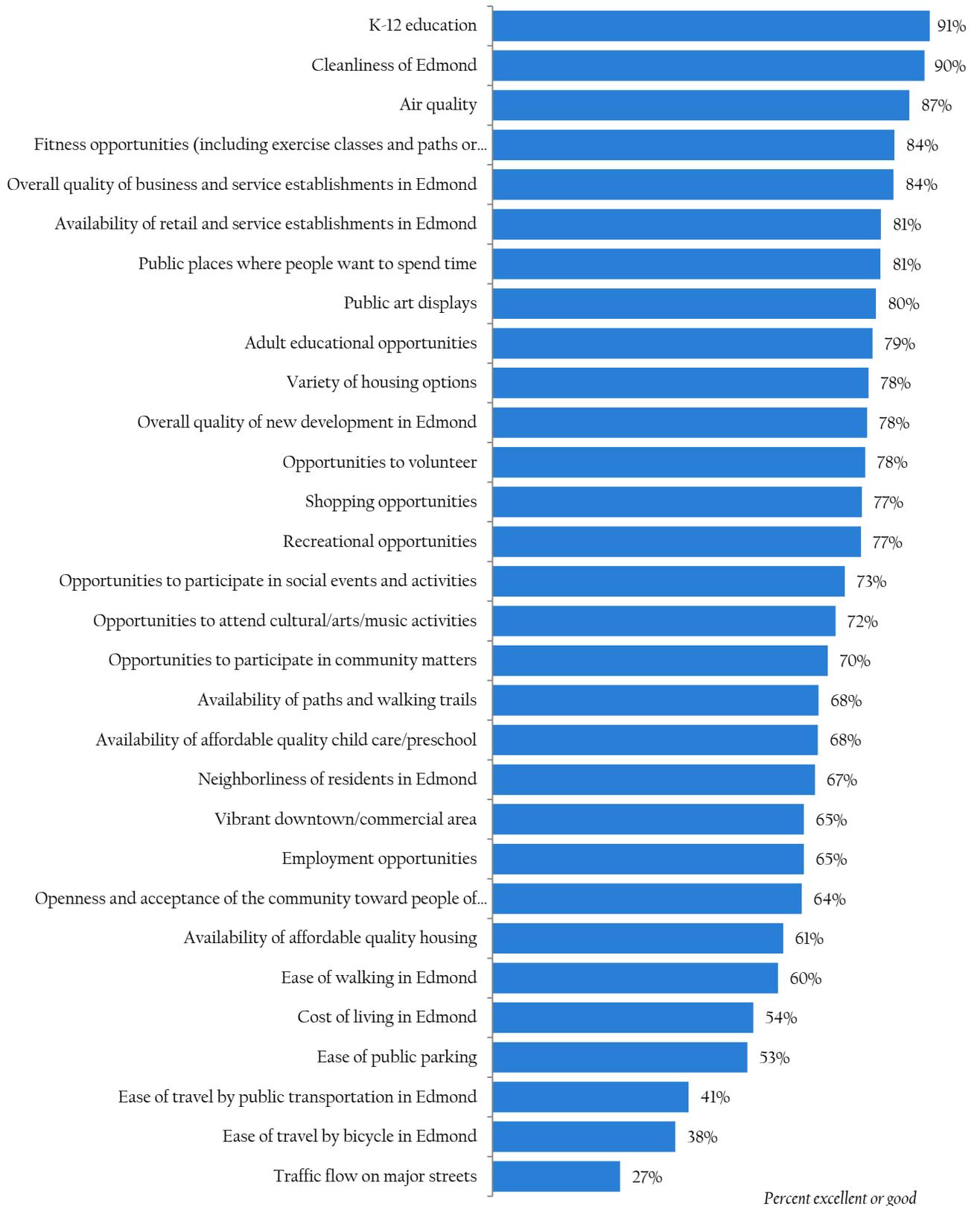


In addition to rating broad characteristics of the community, respondents rated over 25 specific characteristics of the community including fitness opportunities, public art, employment opportunities, housing and ease of travel (see Figure 6). The highest rated characteristics were K-12 education and the cleanliness of Edmond; about 9 in 10 rated these aspects as excellent or good. At least 8 in 10 also gave high scores to air quality, fitness opportunities, overall quality of businesses and service establishments, availability of retail service establishments, public places where people want to spend time and public art displays. Additionally, three-quarters or more also felt positively about adult educational opportunities, the variety of housing options, overall quality of new development, opportunities to volunteer and shopping and recreational opportunities. On the other hand, fewer than half rated ease of travel by public transportation, ease of travel by bicycle and traffic flow as excellent or good.

Most aspects of community were rated at a level similar to or higher than both national and peer community comparisons, including cleanliness of Edmond, K-12 education, variety of housing options, adult educational opportunities and employment opportunities. The only characteristic that was scored lower than national and peer benchmarks was traffic flow (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 6: Ratings of Community Characteristics, 2016

Please rate each of the following characteristics as they relate to Edmond as a whole:



Percent excellent or good

Survey participants were also asked to rate the quality of 16 aspects of the community as they related to the City. At least 9 in 10 felt positively about their sense of personal safety and about 8 in 10 gave high ratings to the quality of Edmond's recreational facilities and parks, administrative buildings, residential growth and for planning for adequate water supplies. About half of Edmond residents awarded excellent or good marks to the City's roads and highways and planning for roads and highways and close to 4 in 10 favorably rated driving around Edmond. From 2014 to 2016, evaluations of the City's administrative buildings and roads and highways, as well as driving around Edmond increased Ratings for the City's electrical service decreased from 86% excellent or good in 2014 to 78% in 2016.

Figure 7: Quality of Community Aspects in Edmond Compared by Year

Please rate the quality of each of the following in regards to the City of Edmond. (Percent excellent or good)	2016	2014	2008	2006	2000*
Your sense of personal safety in Edmond	93%	90%	90%	88%	90%
Quality of Edmond's recreational facilities & parks	89%	87%	88%	86%	85%
Quality of Edmond's administrative buildings	82%	68%	77%	83%	78%
Residential growth in Edmond	81%	81%	77%	79%	65%
Planning for adequate water supplies	80%	83%	78%	69%	66%
Quality of Edmond's electrical service	78%	86%	87%	83%	85%
Ease of obtaining City services	77%	77%	80%	80%	81%
Planning for recreational areas	77%	78%	72%	73%	65%
Ease of working with City personnel	74%	74%	77%	79%	77%
Commercial and retail development in Edmond	72%	70%	69%	67%	60%
Planning for residential growth	71%	69%	67%	64%	60%
Planning for commercial development	71%	69%	61%	60%	52%
Communicating with City personnel	70%	72%	76%	77%	69%
Quality of Edmond's roads and highways	53%	47%	50%	49%	57%
Planning for roads and highways	48%	43%	47%	43%	53%
Driving around Edmond	43%	37%	45%	46%	57%

*Questions from 2000 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or satisfied. This question was not asked in 2011.

Nearly all Edmond's respondents indicated that they felt very or somewhat safe in their neighborhoods and in commercial areas in the community. These levels were similar to those seen in 2014. Additionally, these ratings were similar to both national and peer-community comparisons (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 8: Feelings of Safety in Edmond Compared by Year

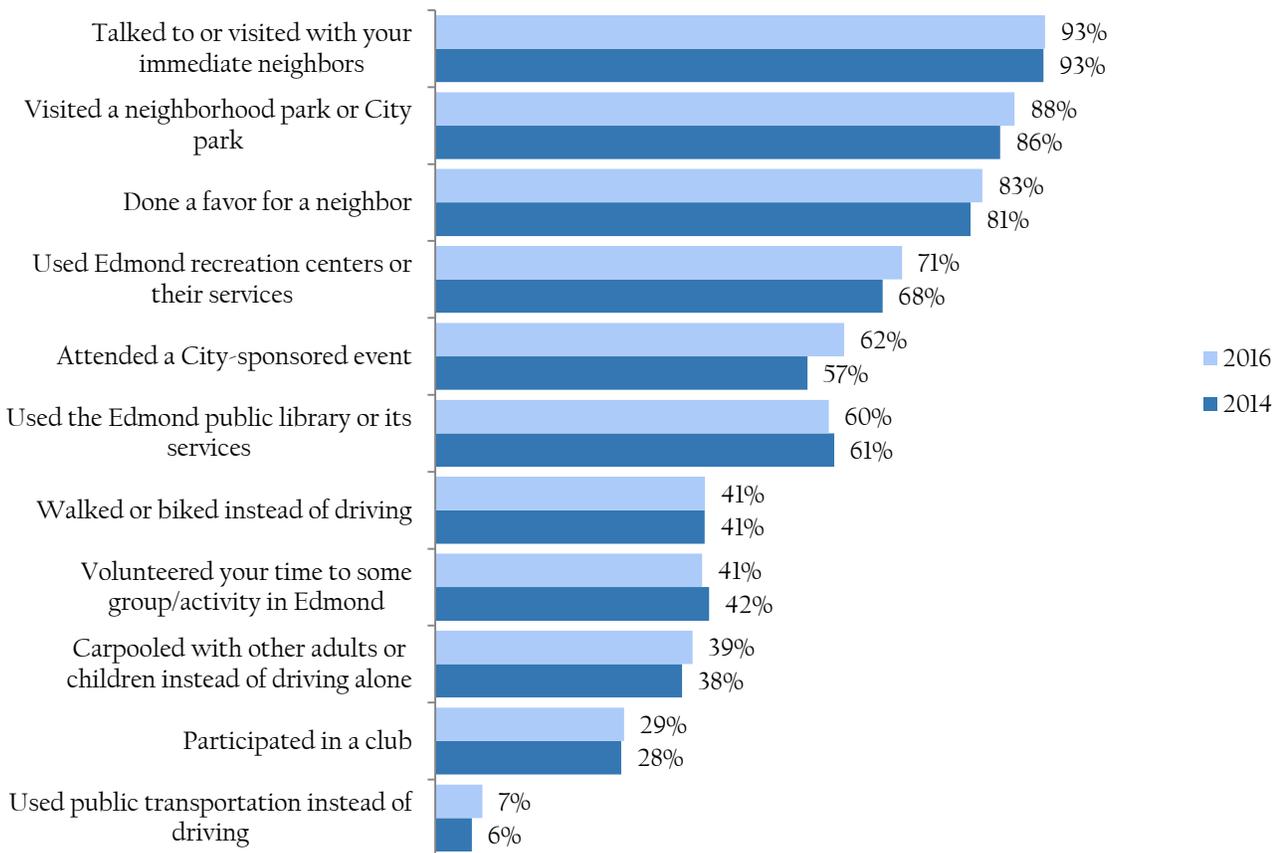


Survey respondents were active in their community with about 9 in 10 indicating they had talked to or visited with their neighbors at least once in the 12 months prior to the survey and 8 in 10 had visited a park or done a favor for a neighbor. Moreover, at least 6 in 10 had used Edmond’s recreation centers or the public libraries and their services and attended a City-sponsored event. Respondents were less likely to report that they had participated in a club or used public transportation instead of driving. All participation ratings were similar to levels reported in 2014.

Edmond residents reported similar rates of participation compared to selected custom municipalities, as well as communities across the U.S. However, more Edmond residents indicated they had used recreation centers and their services while fewer reported they had used public transportation instead of driving than residents from both sets of comparisons (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 9: Rates of Participation Compared by Year

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Edmond?

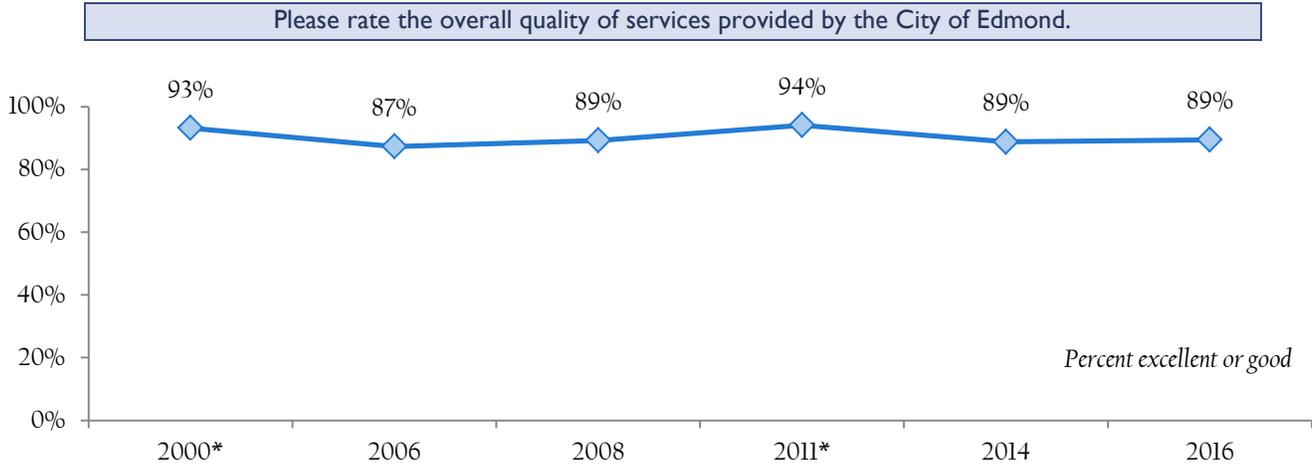


Percent who participated at least once in the 12 months prior to the survey

City Services

Respondents continued to feel positively regarding the overall quality of services provided by the City of Edmond with 89% awarding excellent or good scores. This rating has remained stable since 2000 and was similar to both the national and peer community benchmarks (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 10: Overall Quality of City Services Compared by Year



*Questions from 2000 and 2011 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or satisfied/somewhat satisfied.

Respondents to the survey rated over 40 services provided by the City of Edmond (see Figure 11). At least 8 in 10 gave high marks to 24 of the services, including emergency response by fire (95% excellent or good), parks (92%), public library services (90%), emergency response by ambulance (86%), crime prevention (84%) and police patrol (81%). Additionally, 7 in 10 or more of respondents also positively rated museums, Edmond Electric, cultural and social services, tap water, animal services, crime investigation, the City's website, Cable Channel 20, traffic enforcement, enforcement of building codes and storm water drainage. The lowest rated services were public transportation (61%), street maintenance (51%) and current roads and highways (48%). Generally, these ratings remained stable over time; only Edmond Electric, and the enforcement of building codes and zoning codes decreased from 2014 to 2016. On the other hand, respondents awarded higher marks to museums, Edmond Cable Channel 20, current traffic signals and signs and current roads and highways in 2016 than in the previous iteration of the survey.

Services that were evaluated more positively in Edmond compared to other communities were crime prevention and animal services. All other City services were rated similarly across the nation and in peer communities (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 11: Quality of City Services Compared by Year

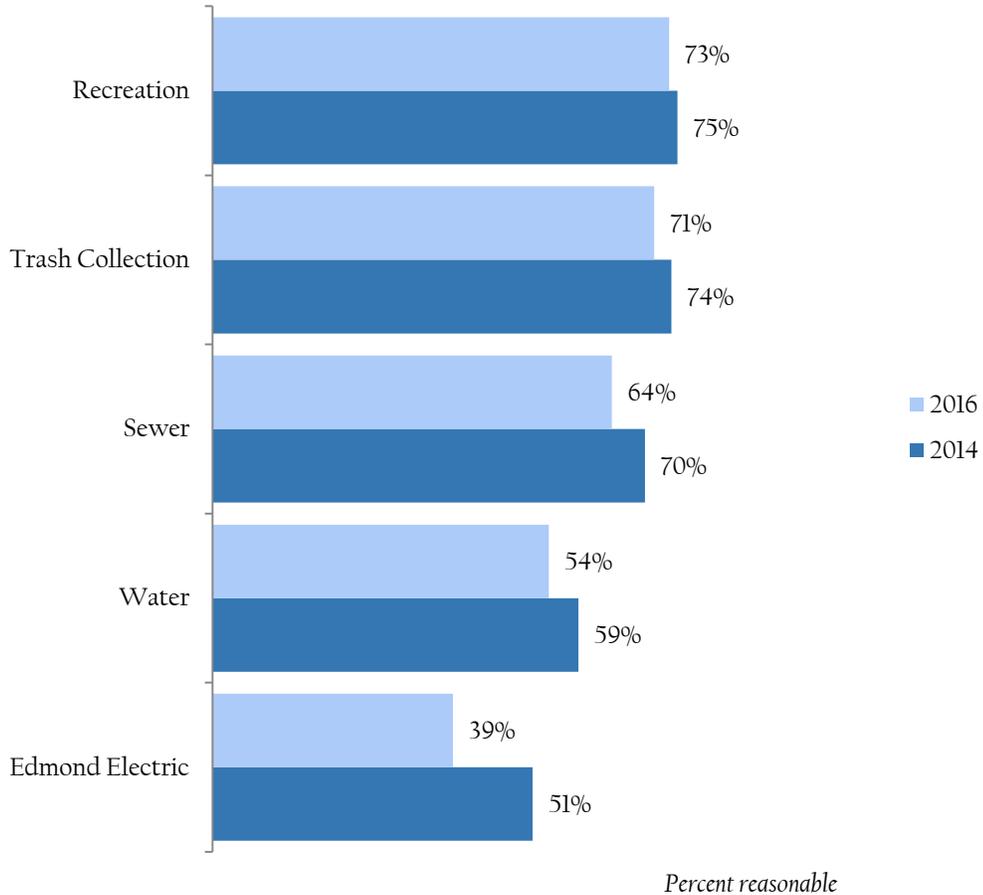
Please rate the quality of each of the following City services (Percent excellent or good).	2016	2014	2011*	2008	2006	2000*
Emergency response by Fire	95%	96%	93%	94%	93%	91%
Other Fire Department services	93%	95%	NA	93%	94%	86%
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	92%	92%	NA	90%	90%	89%
Fire prevention	92%	92%	NA	93%	89%	89%
Cemetery (Gracelawn)	91%	90%	NA	86%	90%	86%
Kickingbird Golf Course	90%	90%	NA	87%	89%	75%
Public library services	90%	90%	NA	NA	NA	NA
Senior Citizen Center	90%	88%	NA	92%	91%	75%
Trash collection	89%	88%	93%	85%	85%	76%
Kickingbird Tennis	88%	87%	NA	85%	86%	74%
Fire/Life safety education	87%	91%	NA	95%	92%	87%
Emergency communications	87%	82%	92%	83%	84%	81%
Emergency response by Ambulance	86%	90%	86%	89%	91%	83%
Other Police Department services	86%	85%	NA	84%	82%	77%
Recreational facilities	86%	90%	NA	82%	85%	82%
Emergency response by Police	86%	88%	86%	87%	82%	85%
Recycle bin collection	85%	84%	NA	82%	83%	79%
Crime prevention	84%	83%	91%	79%	81%	83%
Water treatment	83%	79%	NA	73%	79%	69%
Water line maintenance	82%	80%	NA	84%	82%	78%
Recreational programs	82%	82%	NA	78%	84%	73%
Arcadia Lake Police patrol	81%	76%	NA	77%	77%	73%
Bulletins in Edmond utility bills	81%	84%	NA	86%	80%	85%
Urban Forestry (includes public trees, street median landscaping, etc.)	81%	83%	NA	NA	NA	NA
Museums (Historical)	79%	73%	NA	76%	73%	77%
Edmond Electric	79%	86%	89%	84%	80%	83%
Cultural & social activities	78%	75%	NA	79%	83%	78%
Tap water	77%	73%	NA	62%	67%	70%
Animal services	76%	80%	NA	80%	75%	70%
Investigation of crime	76%	77%	NA	80%	76%	73%
The City's Web site (http://www.edmondok.com)	75%	74%	NA	81%	79%	NA
Edmond Cable Channel 20	74%	63%	NA	72%	62%	73%
Traffic enforcement	74%	71%	84%	71%	70%	67%
Enforcement of building codes	72%	79%	NA	74%	70%	63%
Storm water drainage (street flooding control)	71%	74%	80%	60%	72%	69%
Enforcement of zoning codes	68%	74%	NA	70%	65%	61%
Current traffic signals and signs	64%	55%	NA	64%	63%	68%
Arcadia Lake beaches and services	63%	65%	NA	59%	62%	71%
Public transportation	61%	60%	51%	46%	62%	52%
Street maintenance	51%	46%	NA	52%	49%	59%
Current roads and highways	48%	42%	72%	46%	46%	56%

*Questions from 2000 and 2011 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or satisfied/somewhat satisfied.

About 7 in 10 survey participants indicated that they felt the cost of recreation services and trash collection were reasonable and nearly two-thirds also positively rated the cost of sewer services, a rating that decreased in 2016 compared to 2014. Residents were less pleased with the cost of Edmond Electric services, with close to 4 in 10 reporting they felt the cost was reasonable, which was also down from the 51% that reported costs were reasonable in 2014.

Figure 12: Cost of Services Provided by the City Compared by Year

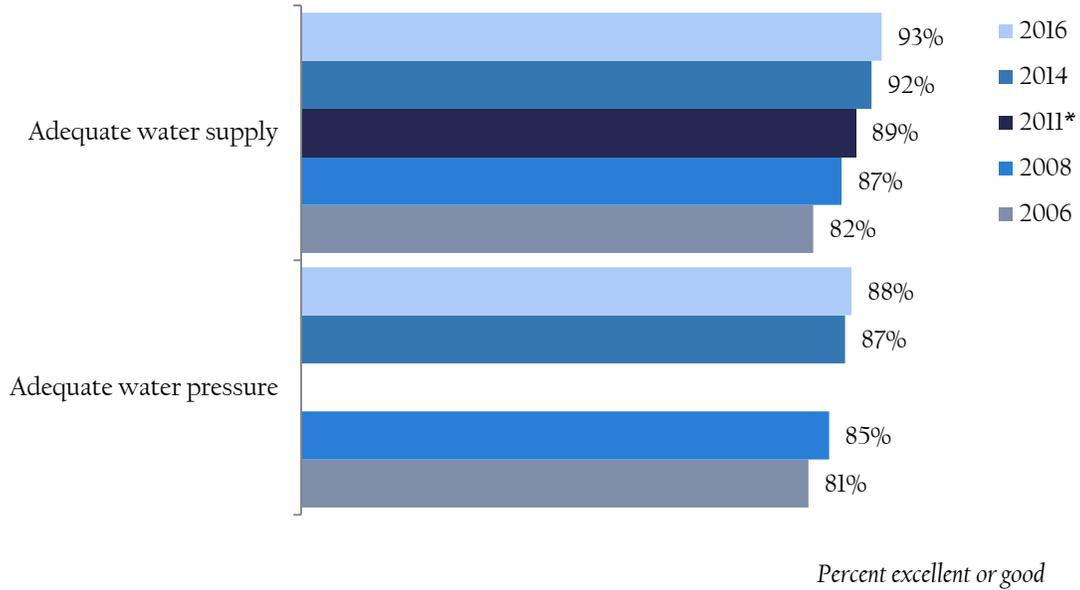
Please rate the cost of each of the following services provided by the City of Edmond. Is it reasonable, a little too much or far too much?



Edmond residents continued to rate their water supply and pressure as excellent or good, with at least four in five scoring each aspect. These ratings were similar to 2014, and have increased since the question was first asked in 2006.

Figure 13: Ratings of the City's Water Supply Compared by Year

Please rate the following in regards to the water supply provided by the City of Edmond.



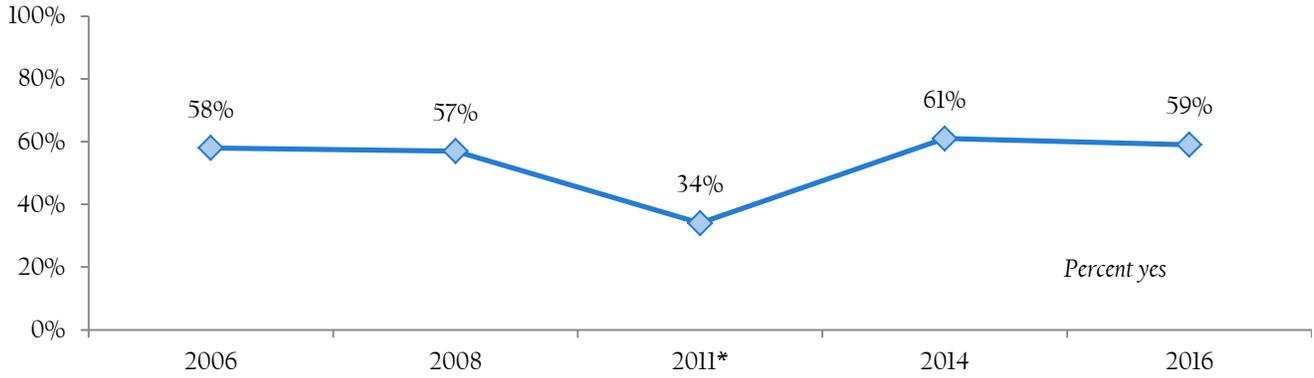
*Questions from 2011 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or somewhat satisfied. The wording in 2011 was also slightly different, asking the “quality and amount” of the water supply.

City Employees

Nearly 6 in 10 residents reported that they had contact with a City employee in the 12 months before the survey, which was similar to previous years. (Contact rates were lower in 2011, which may be at least partially attributable to the survey methodology and variations in question wording.) This rate of contact was higher than seen elsewhere in the country, but similar to selected Edmond peer municipalities (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 14: Contact with City Employees Compared by Year

Have you had personal contact with a City of Edmond employee within the last 12 months?

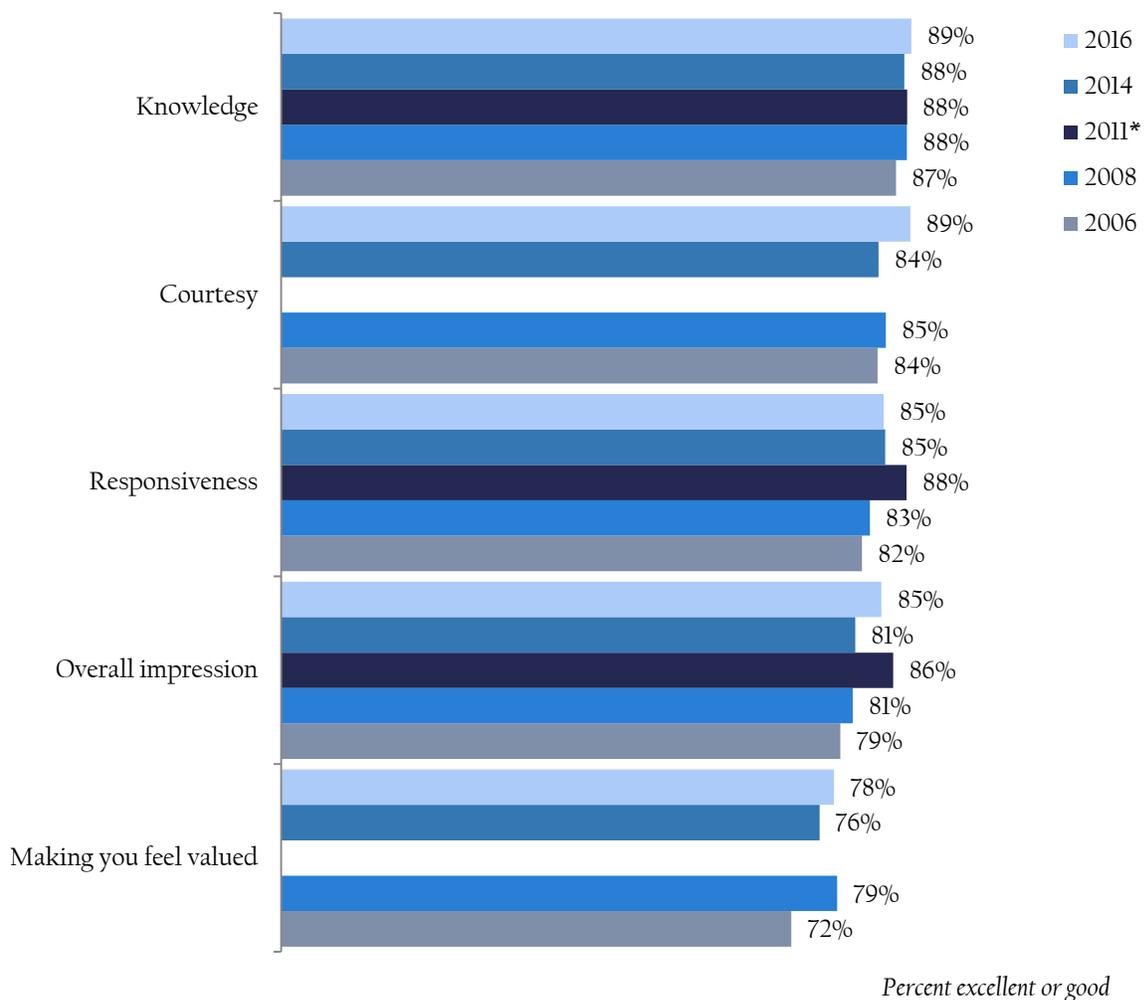


Of the survey respondents who indicated they had contact with a City employee, nearly 9 in 10 highly rated the employee on their knowledge and courtesy and at least 8 in 10 evaluated the employee’s responsiveness as well as their overall impression of the City staff member. Ratings for City employee characteristics have remained consistent over time.

Compared to the nation and Edmond’s peer cities, most employee ratings were similar to other cities; however, scores for the overall impression of Edmond employees was higher than both sets of comparisons (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 15: Characteristics of City Employees Compared by Year

What was your impression of the employee of the City of Edmond in your most recent contact? (Rate each characteristic below.)



*Questions from 2011 were asked on a scale of very satisfied to very dissatisfied; data presented represent the percent of respondents answering very satisfied or somewhat satisfied. Question wording for some aspects also varied on the 2011 survey.

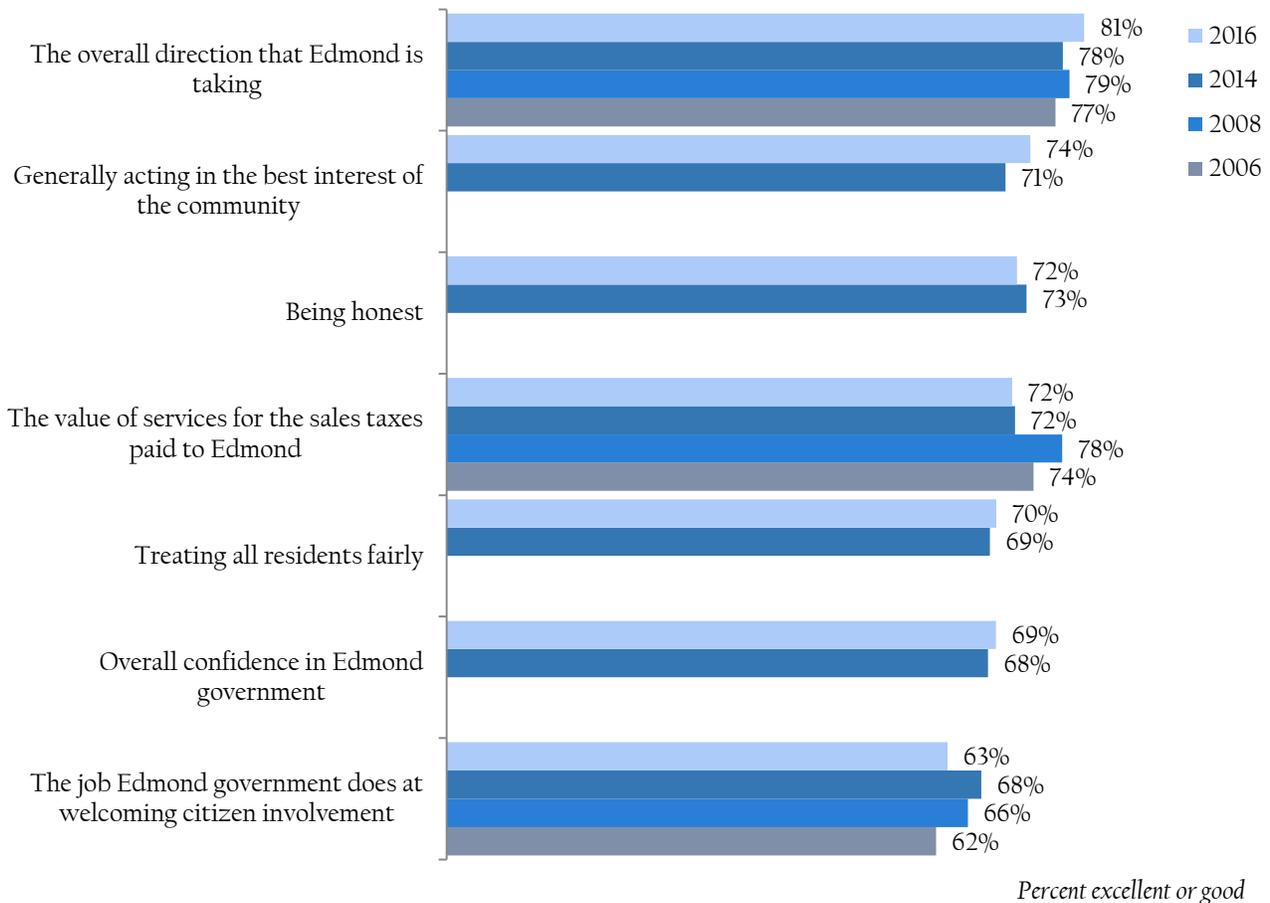
City Government

Since 2006, residents have been rating various aspects of Edmond’s government performance, including the overall direction, the value of services for the sales taxes paid and the job the City does at welcoming citizen involvement. Starting in 2014, the survey expanded on these aspects and added ratings for being honest, treating residents fairly and overall confidence in government. Similarly to 2014, about 8 in 10 highly rated the overall direction the City is taking and close to 7 in 10 felt the City government did an excellent or good job acting in the best interest of the community, being honest and treating all residents fairly. A similar proportion also felt positively about the value of services for the taxes they paid. About two-thirds awarded high marks to their overall confidence in Edmond and felt favorably about the job Edmond government does at welcoming citizen involvement; however, this rating did decrease from 2014 to 2016.

Ratings of Edmond government performance tended to be higher than cities across the U.S. and in peer communities (see *Appendix D: Selected Survey Results by Respondent Characteristics*).

Figure 16: Government Performance Ratings Compared by Year

Please rate the following categories of Edmond government performance:

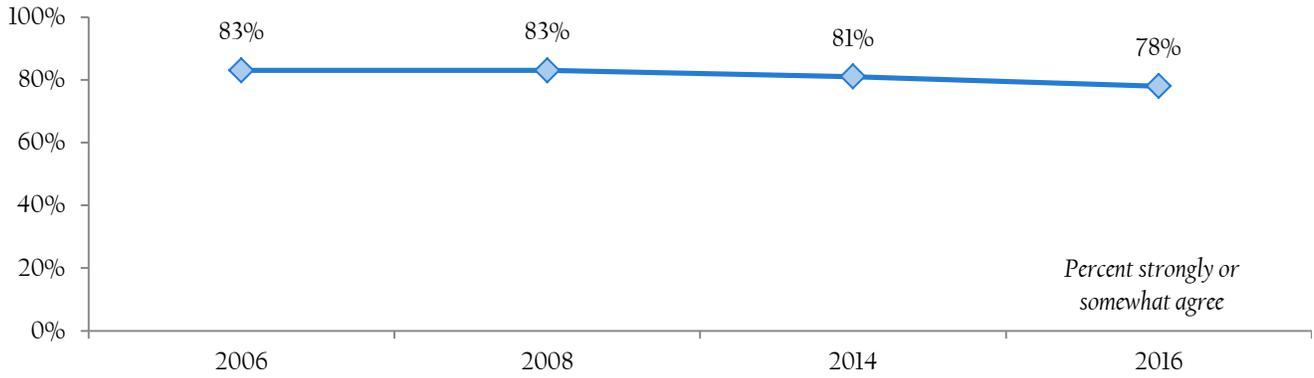


*The questions from the 2006 and 2008 survey were asked on a scale of strongly agree to strongly disagree; data presented represent the percent of respondents answering strongly or somewhat agree.

About three-quarters of residents agreed that the City of Edmond is achieving its goal of providing trustworthy service. This rating was similar to past years.

Figure 17: Level of Agreement that the City Provides a Trustworthy Service Compared by Year

To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service?

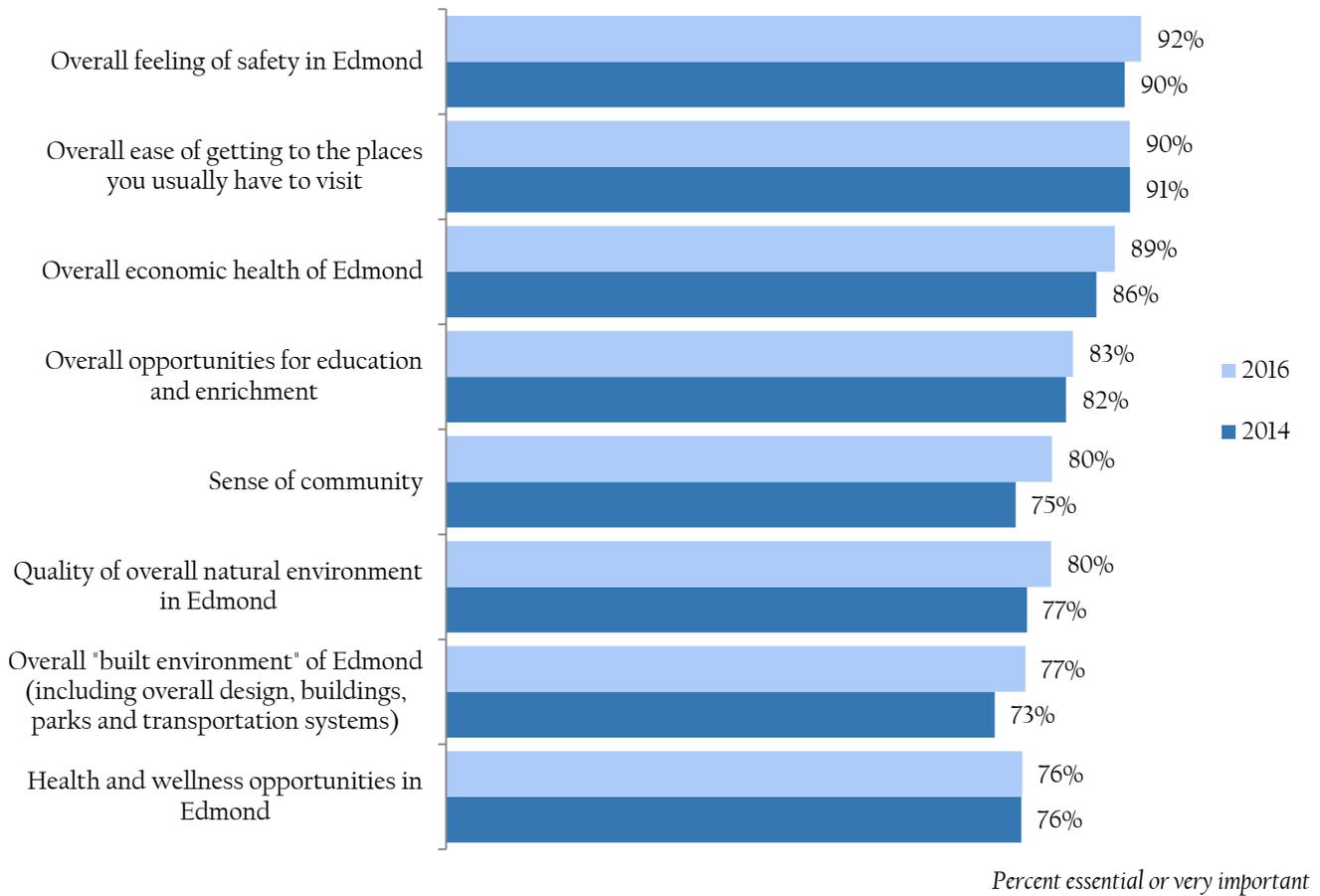


Resident Priorities and Preferences

Survey participants were also asked to indicate the level of importance of several community focus areas for the City to consider in the future. About 9 in 10 reported that the overall feeling of safety, ease of getting to places they usually have to visit and the economic health of the community was essential or very important. About 8 in 10 or more also placed high importance on overall opportunities for education and enrichment, sense of community and overall natural environment. The overall built environment and health and wellness opportunities were ranked as the least important focus areas; however, about three-quarters still deemed these aspects as at least very important.

Figure 18: Resident Priorities for Edmond Compared by Year

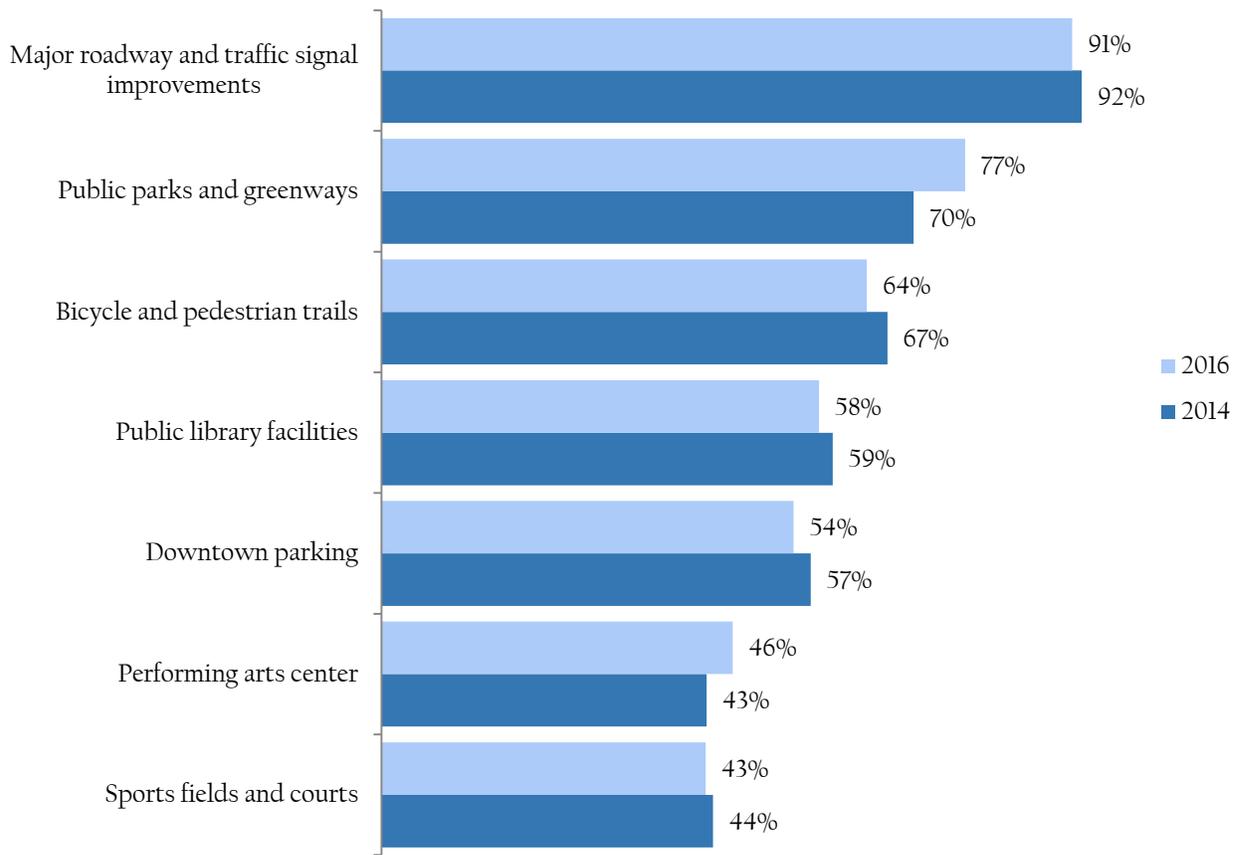
Please rate how important, if at all, you think it is for the Edmond community to focus on each of the following in the coming two years:



Respondents were also asked to rate the importance of potential new projects or improvements that the City could focus on. As in 2014, about 9 in 10 indicated that major roadway and traffic signal improvements were the most important potential project. Close to three-quarters rated public parks and greenways as essential or very important (a rating that increased since 2014) and nearly two-thirds also placed high importance on bicycle and pedestrian trails. Less than half of residents felt that improvements to the performing arts center or sports fields and courts were at least very important.

Figure 19: Importance of Potential New Projects Compared by Year

The City of Edmond is working to identify a list of potential new projects or improvements for the community. How important to you, if at all, is it that the City focus on developing or improvements in each of the following?

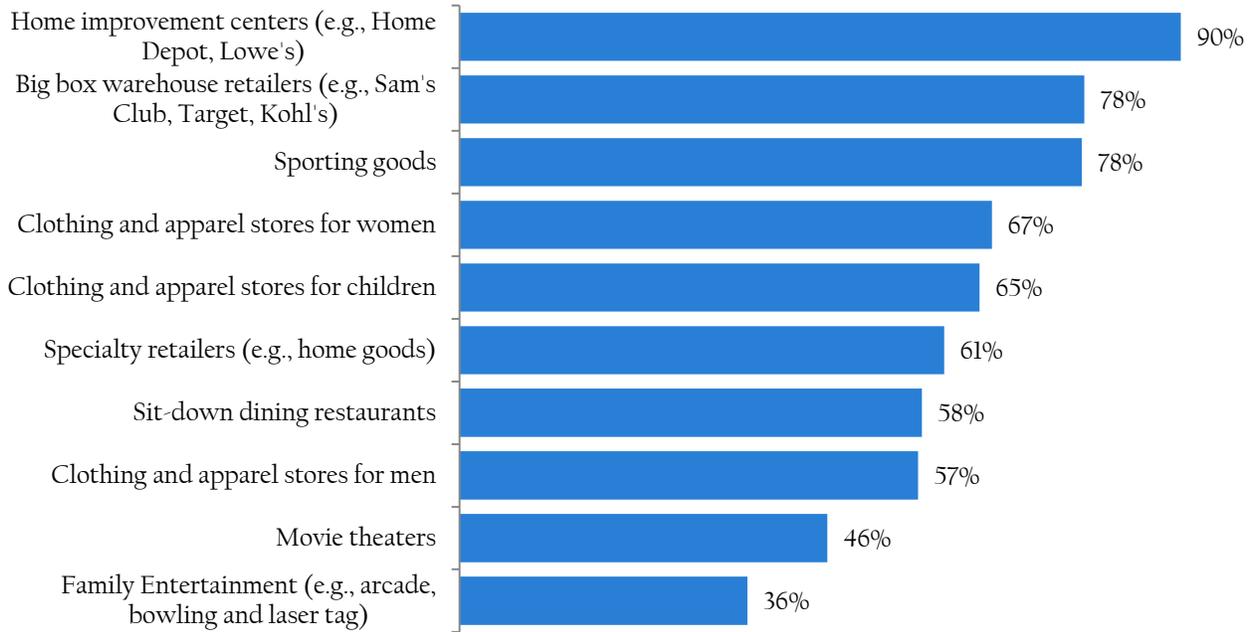


Percent essential or very important

A new question in 2016 asked participants about their perceptions of the amount of several types of retail and service establishments in Edmond. Ninety percent indicated that there was the right number of home improvement centers and about three-quarters felt the same about big box warehouse retailers and sporting goods stores. Less than half reported that they felt there were the right amounts of movie theaters or family entertainment establishments in the city.

Figure 20: Perceptions of Retail and Service Establishments in Edmond, 2016

Please indicate whether you feel that there are too many, the right amount or not enough of each of the following retail and service establishments in Edmond:

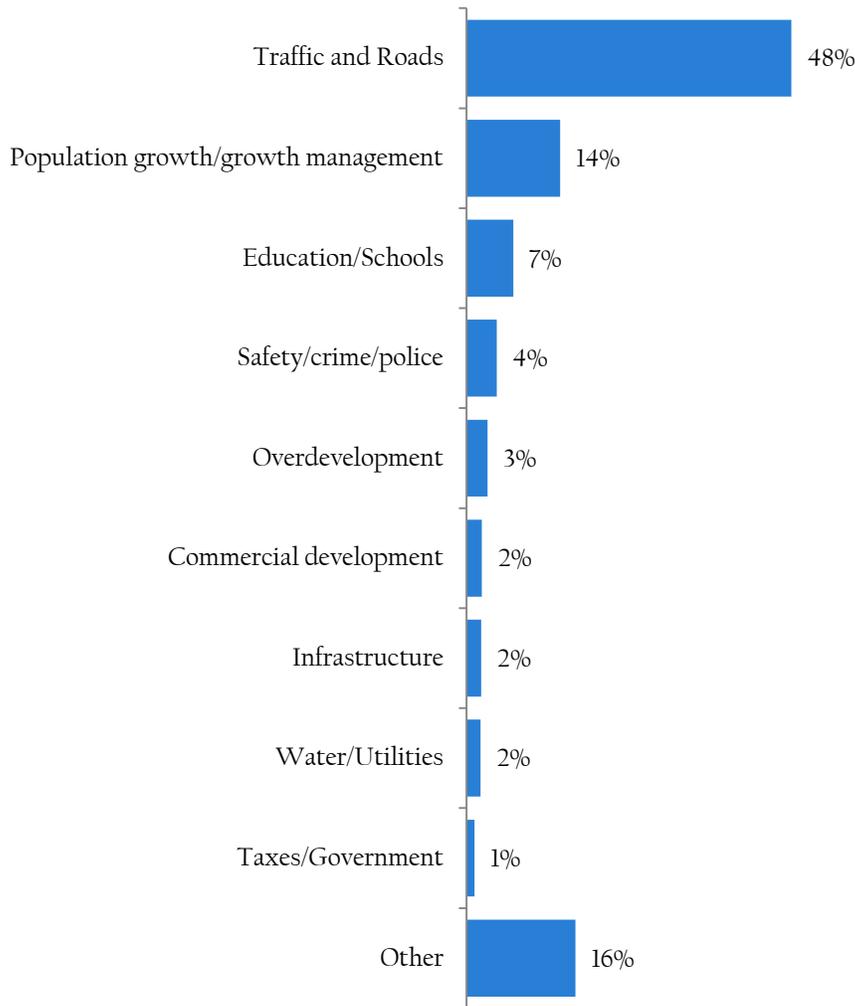


Percent right amount

Respondents were also asked to identify the single biggest issue facing the City of Edmond over the next three years in their own words. Of the 755 respondents who provided a written answer, 48% cited issues related to traffic and road management. The next biggest issue identified was population growth and growth planning (14%). Less than 1 in 10 mentioned education and schools, safety, crime and police issues, overdevelopment, commercial development, infrastructure needs, water and utilities and taxes or government leadership. The verbatim comments to this question, including the “other” responses, can be found in *Appendix C: Verbatim Responses to Open-ended Questions*.

Figure 21: Single Biggest Issue Facing Edmond, 2016

What is the single biggest issue facing the City of Edmond over the next three years?



Appendix A: Respondent Characteristics

Characteristics of the survey respondents are displayed in the tables below.

Table 1: Respondent Length of Residency

About how long have you lived in Edmond?	Percent of respondents	Number
Five years or less	29%	N=314
6 to 15 years	29%	N=306
16 to 30 years	27%	N=291
More than 30 years	15%	N=159
Total	100%	N=1070

Table 2: Respondent Zip Code

What is your home zip code?	Percent of respondents	Number
Other	1%	N=12
73003	30%	N=312
73012	5%	N=58
73013	22%	N=238
73025	5%	N=51
73034	37%	N=386
Total	100%	N=1056

Table 3: Number of Household Members

How many people (including yourself) live in your household?	Percent of respondents	Number
1	17%	N=180
2	41%	N=444
3	16%	N=176
4	16%	N=170
5	7%	N=78
6	2%	N=16
7	0%	N=4
8	0%	N=1
Total	100%	N=1069

Table 4: Number of Household Members Age 17 or Younger

How many of these household members are 17 years or younger?	Percent of respondents	Number
0	57%	N=593
1	17%	N=174
2	20%	N=207
3	5%	N=48
4	2%	N=26
5	0%	N=1
6	0%	N=0
Total	100%	N=1049

Table 5: Number of Household Members Commuting Outside of Edmond

How many household members commute to work or school outside of Edmond?	Percent of respondents	Number
0	35%	N=370
1	38%	N=407
2	23%	N=240
3	2%	N=26
4	1%	N=10
5	1%	N=5
Total	100%	N=1058

Table 6: Housing Unit Type

In which type of housing unit do you live?	Percent of respondents	Number
Detached single family home	81%	N=871
Condominium or townhouse	4%	N=42
Apartment	14%	N=152
Mobile home	1%	N=6
Total	100%	N=1072

Table 7: Housing Tenure (Rent versus Own)

Do you own or rent your residence?	Percent of respondents	Number
Own	72%	N=773
Rent	28%	N=297
Total	100%	N=1070

Table 8: Household Income

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Number
Less than \$25,000	10%	N=98
\$25,000 to \$34,999	8%	N=84
\$35,000 to \$49,999	8%	N=86
\$50,000 to \$74,999	17%	N=174
\$75,000 to \$99,999	15%	N=155
\$100,000 to \$124,999	13%	N=128
\$125,000 to \$149,999	6%	N=58
\$150,000 to \$174,999	6%	N=59
\$175,000 to \$199,999	4%	N=42
\$200,000 or more	14%	N=138
Total	100%	N=1024

Table 9: Respondent Level of Education

What is your level of education?	Percent of respondents	Number
0-11 years	1%	N=14
High school graduate	9%	N=92
Some college, no degree	17%	N=185
Associate degree	5%	N=53
Bachelors degree	40%	N=426
Graduate or professional degree	28%	N=301
Total	100%	N=1071

Table 10: Respondent Race

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Number
White/European American/Caucasian	96%	N=1019
Black or African American	9%	N=96
Asian or Pacific Islander	6%	N=63
American Indian, Eskimo or Aleut	9%	N=100
Other	6%	N=67

Table 11: Respondent Ethnicity

Are you Hispanic/Spanish/Latino?	Percent of respondents	Number
Yes	2%	N=21
No	98%	N=1029
Total	100%	N=1050

Table 12: Respondent Age

Which category contains your age?	Percent of respondents	Number
18-24	7%	N=76
25-34	23%	N=242
35-44	16%	N=174
45-54	21%	N=222
55-64	13%	N=140
65-74	12%	N=123
75+	8%	N=89
Total	100%	N=1065

Table 13: Respondent Gender

What is your gender?	Percent of respondents	Number
Female	54%	N=573
Male	46%	N=489
Total	100%	N=1061

Appendix B: Responses to Survey Questions

The full set of responses to each survey question is displayed in the tables on the following pages. The first set of tables show survey results excluding “don’t know” followed by tables of the survey results including “don’t know” responses.

Responses for questions excluding “don’t know”

Table 14: Question 1

Please rate each of the following aspects of quality of life in Edmond.	Excellent		Good		Fair		Poor		Total	
Edmond as a place to live	58%	N=628	37%	N=403	4%	N=44	0%	N=1	100%	N=1077
Your neighborhood as a place to live	47%	N=508	41%	N=441	11%	N=116	1%	N=12	100%	N=1077
Edmond as a place to raise children	59%	N=584	37%	N=368	4%	N=42	0%	N=3	100%	N=996
Edmond as a place to work	41%	N=333	41%	N=339	14%	N=114	4%	N=32	100%	N=818
Edmond as a place to retire	40%	N=344	41%	N=361	15%	N=126	4%	N=38	100%	N=869
Overall quality of life in Edmond	44%	N=472	50%	N=531	5%	N=58	1%	N=9	100%	N=1070

Table 15: Question 2

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Edmond	49%	N=533	45%	N=484	6%	N=60	0%	N=4	100%	N=1081
Overall ease of getting to the places you usually have to visit	18%	N=193	38%	N=412	31%	N=336	13%	N=135	100%	N=1076
Quality of overall natural environment in Edmond	30%	N=316	55%	N=592	12%	N=131	3%	N=31	100%	N=1069
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	24%	N=258	54%	N=573	18%	N=191	4%	N=45	100%	N=1066
Health and wellness opportunities in Edmond	37%	N=386	50%	N=527	11%	N=117	2%	N=23	100%	N=1053
Overall opportunities for education and enrichment	45%	N=461	44%	N=458	9%	N=96	1%	N=15	100%	N=1030
Overall economic health of Edmond	32%	N=336	57%	N=598	9%	N=96	1%	N=11	100%	N=1040
Sense of community	23%	N=245	51%	N=540	20%	N=214	5%	N=58	100%	N=1056
Overall image or reputation of Edmond	46%	N=493	45%	N=481	7%	N=80	2%	N=19	100%	N=1072

Table 16: Question 3

How likely or unlikely are you to recommend living in Edmond to a friend or family member?	Percent of respondents	Number
Very likely	68%	N=718
Somewhat likely	27%	N=289
Somewhat unlikely	2%	N=24
Very unlikely	2%	N=19
Total	100%	N=1050

Table 17: Question 4

Please rate the appearance of the following within the City of Edmond.	Excellent		Good		Fair		Poor		Total	
Your neighborhood	36%	N=389	44%	N=474	18%	N=189	2%	N=27	100%	N=1079
Arcadia Lake	22%	N=179	57%	N=457	18%	N=148	3%	N=24	100%	N=808
City-owned property	23%	N=237	65%	N=674	11%	N=110	1%	N=9	100%	N=1030
Retail and commercial property	19%	N=199	61%	N=644	18%	N=195	2%	N=21	100%	N=1060
Edmond overall	27%	N=294	64%	N=685	9%	N=96	0%	N=3	100%	N=1077

Table 18: Question 5

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	4%	N=39	23%	N=247	44%	N=471	30%	N=319	100%	N=1075
Ease of public parking	11%	N=117	42%	N=440	36%	N=378	11%	N=114	100%	N=1049
Ease of travel by public transportation in Edmond	11%	N=46	30%	N=131	31%	N=135	28%	N=121	100%	N=432
Ease of travel by bicycle in Edmond	9%	N=58	29%	N=177	34%	N=210	28%	N=173	100%	N=618
Ease of walking in Edmond	15%	N=145	45%	N=429	28%	N=271	12%	N=119	100%	N=964
Availability of paths and walking trails	21%	N=207	47%	N=458	23%	N=221	9%	N=92	100%	N=979
Air quality	28%	N=292	59%	N=626	12%	N=122	2%	N=17	100%	N=1057
Cleanliness of Edmond	33%	N=356	57%	N=612	9%	N=102	0%	N=5	100%	N=1074
Public places where people want to spend time	25%	N=265	56%	N=581	17%	N=178	2%	N=22	100%	N=1046
Variety of housing options	24%	N=246	54%	N=555	17%	N=174	5%	N=47	100%	N=1021
Availability of affordable quality housing	15%	N=139	46%	N=442	29%	N=279	10%	N=99	100%	N=960
Fitness opportunities (including exercise classes and paths or trails, etc.)	32%	N=329	52%	N=540	13%	N=134	3%	N=34	100%	N=1038
Recreational opportunities	24%	N=242	53%	N=540	19%	N=195	4%	N=41	100%	N=1019
Public art displays	36%	N=356	44%	N=429	15%	N=147	5%	N=50	100%	N=982

Table 19: Question 6

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	19%	N=92	49%	N=240	25%	N=122	7%	N=36	100%	N=490
K-12 education	48%	N=394	43%	N=347	8%	N=65	1%	N=7	100%	N=813
Adult educational opportunities	31%	N=229	49%	N=364	17%	N=126	4%	N=30	100%	N=749
Opportunities to attend cultural/arts/music activities	23%	N=221	49%	N=479	25%	N=246	3%	N=33	100%	N=979
Employment opportunities	11%	N=83	54%	N=414	28%	N=215	7%	N=54	100%	N=766
Shopping opportunities	22%	N=236	55%	N=587	22%	N=230	1%	N=15	100%	N=1069
Cost of living in Edmond	9%	N=97	45%	N=483	37%	N=397	8%	N=89	100%	N=1067
Overall quality of business and service establishments in Edmond	19%	N=195	65%	N=686	14%	N=151	2%	N=22	100%	N=1054
Availability of retail and service establishments in Edmond	21%	N=222	60%	N=627	17%	N=180	2%	N=20	100%	N=1049
Vibrant downtown/commercial area	16%	N=166	49%	N=517	27%	N=285	8%	N=85	100%	N=1052
Overall quality of new development in Edmond	20%	N=197	58%	N=585	20%	N=197	2%	N=22	100%	N=1001
Opportunities to participate in social events and activities	17%	N=166	56%	N=544	23%	N=218	4%	N=38	100%	N=966
Opportunities to volunteer	23%	N=183	55%	N=436	19%	N=148	4%	N=30	100%	N=797
Opportunities to participate in community matters	16%	N=130	53%	N=423	25%	N=197	5%	N=41	100%	N=791
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=150	48%	N=446	24%	N=219	12%	N=109	100%	N=923
Neighborliness of residents in Edmond	18%	N=186	50%	N=525	26%	N=276	7%	N=71	100%	N=1058

Table 20: Question 7

Please rate the quality of each of the following in regards to the City of Edmond.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Communicating with City personnel	19%	N=164	51%	N=447	24%	N=209	7%	N=57	100%	N=877
Ease of obtaining City services	21%	N=202	56%	N=546	19%	N=187	4%	N=38	100%	N=974
Ease of working with City personnel	21%	N=187	53%	N=474	20%	N=182	5%	N=45	100%	N=887
Quality of Edmond's administrative buildings	24%	N=212	58%	N=508	16%	N=140	2%	N=18	100%	N=877
Quality of Edmond's recreational facilities & parks	36%	N=372	53%	N=554	9%	N=92	2%	N=19	100%	N=1037
Quality of Edmond's roads and highways	11%	N=113	43%	N=454	33%	N=354	13%	N=143	100%	N=1064
Quality of Edmond's electrical service	28%	N=293	50%	N=515	17%	N=176	5%	N=49	100%	N=1032
Planning for adequate water supplies	24%	N=209	57%	N=499	16%	N=138	4%	N=37	100%	N=883
Planning for commercial development	18%	N=136	53%	N=399	20%	N=154	9%	N=70	100%	N=758
Planning for recreational areas	21%	N=169	56%	N=453	17%	N=139	6%	N=49	100%	N=810
Planning for residential growth	18%	N=141	53%	N=428	20%	N=163	9%	N=72	100%	N=805
Planning for roads and highways	13%	N=106	35%	N=291	33%	N=270	20%	N=162	100%	N=830
Commercial and retail development in Edmond	15%	N=137	58%	N=543	22%	N=204	6%	N=55	100%	N=939
Driving around Edmond	8%	N=84	36%	N=378	33%	N=353	23%	N=247	100%	N=1062
Residential growth in Edmond	20%	N=193	62%	N=604	15%	N=144	4%	N=39	100%	N=979
Your sense of personal safety in Edmond	42%	N=452	51%	N=544	6%	N=69	0%	N=5	100%	N=1071

Table 21: Question 8

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	74%	N=785	23%	N=243	2%	N=16	1%	N=15	0%	N=3	100%	N=1063
In Edmond's commercial areas during the day	59%	N=623	37%	N=391	3%	N=28	1%	N=14	0%	N=1	100%	N=1056

Table 22: Question 9

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Edmond?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Edmond recreation centers or their services	15%	N=155	22%	N=237	34%	N=362	29%	N=307	100%	N=1061
Visited a neighborhood park or City park	19%	N=208	33%	N=351	36%	N=383	12%	N=127	100%	N=1070
Used the Edmond public library or its services	7%	N=74	18%	N=192	35%	N=373	40%	N=428	100%	N=1067
Attended a City-sponsored event	1%	N=12	9%	N=94	52%	N=559	38%	N=404	100%	N=1069
Used public transportation instead of driving	2%	N=19	1%	N=14	4%	N=44	93%	N=993	100%	N=1070
Carpooled with other adults or children instead of driving alone	10%	N=110	13%	N=141	16%	N=165	61%	N=647	100%	N=1063
Walked or biked instead of driving	10%	N=111	10%	N=101	21%	N=225	59%	N=628	100%	N=1065
Volunteered your time to some group/activity in Edmond	6%	N=65	12%	N=132	22%	N=235	59%	N=632	100%	N=1064
Participated in a club	5%	N=51	10%	N=105	14%	N=150	71%	N=761	100%	N=1067
Talked to or visited with your immediate neighbors	41%	N=443	35%	N=369	17%	N=180	7%	N=77	100%	N=1069
Done a favor for a neighbor	24%	N=255	25%	N=272	34%	N=367	17%	N=180	100%	N=1073

Table 23: Question 10

Please rate the cost of each of the following services provided by the City of Edmond.	Reasonable		A little too much		Far too much		Total	
	%	N	%	N	%	N	%	N
Water	54%	N=516	31%	N=291	15%	N=147	100%	N=955
Sewer	64%	N=610	26%	N=246	10%	N=94	100%	N=950
Trash Collection	71%	N=707	23%	N=225	6%	N=63	100%	N=995
Edmond Electric	39%	N=384	39%	N=390	22%	N=220	100%	N=994
Recreation	73%	N=589	20%	N=161	7%	N=52	100%	N=803

Table 24: Question 11

Please rate the following aspects of the water supply provided by the City of Edmond.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Adequate water supply	48%	N=456	45%	N=432	6%	N=57	1%	N=7	100%	N=953
Adequate water pressure	48%	N=477	40%	N=395	10%	N=98	2%	N=17	100%	N=987

Table 25: Question 12

Please rate the quality of each of the following City services.	Excellent		Good		Fair		Poor		Total	
Bulletins in Edmond utility bills	26%	N=221	55%	N=469	16%	N=136	3%	N=25	100%	N=851
Edmond Cable Channel 20	19%	N=55	55%	N=158	22%	N=61	4%	N=12	100%	N=285
Emergency communications	34%	N=251	53%	N=395	11%	N=84	2%	N=12	100%	N=742
The City's Web site (http://www.edmondok.com)	22%	N=176	53%	N=422	22%	N=173	3%	N=23	100%	N=794
Emergency response by Ambulance	49%	N=187	37%	N=141	11%	N=41	3%	N=10	100%	N=380
Fire prevention	40%	N=219	52%	N=282	8%	N=43	0%	N=1	100%	N=545
Fire/Life safety education	36%	N=157	52%	N=225	11%	N=48	1%	N=6	100%	N=436
Emergency response by Fire	57%	N=275	38%	N=183	5%	N=22	0%	N=0	100%	N=481
Other Fire Department services	49%	N=220	44%	N=196	7%	N=30	0%	N=1	100%	N=447
Crime prevention	32%	N=245	53%	N=402	13%	N=103	2%	N=16	100%	N=766
Traffic enforcement	22%	N=204	52%	N=476	21%	N=198	5%	N=45	100%	N=923
Investigation of crime	33%	N=139	43%	N=180	16%	N=69	8%	N=34	100%	N=422
Emergency response by Police	40%	N=236	46%	N=269	11%	N=67	3%	N=18	100%	N=591
Animal services	32%	N=164	44%	N=228	20%	N=104	3%	N=17	100%	N=513
Other Police Department services	37%	N=168	49%	N=219	11%	N=49	3%	N=14	100%	N=450
Enforcement of building codes	23%	N=98	49%	N=210	20%	N=88	8%	N=32	100%	N=428
Enforcement of zoning codes	24%	N=98	45%	N=185	22%	N=93	9%	N=38	100%	N=414
Cemetery (Gracelawn)	32%	N=148	59%	N=272	9%	N=42	0%	N=0	100%	N=462
Cultural & social activities	21%	N=149	58%	N=412	19%	N=139	2%	N=16	100%	N=715
Public library services	41%	N=315	49%	N=369	8%	N=58	2%	N=17	100%	N=759
Recreational facilities	28%	N=244	58%	N=495	13%	N=109	1%	N=13	100%	N=861
Recreational programs	28%	N=201	54%	N=390	16%	N=117	2%	N=17	100%	N=725
Arcadia Lake Police patrol	30%	N=114	52%	N=200	16%	N=62	3%	N=11	100%	N=386
Arcadia Lake beaches and services	17%	N=82	46%	N=223	26%	N=127	10%	N=49	100%	N=480
Kickingbird Golf Course	35%	N=144	56%	N=233	9%	N=38	1%	N=3	100%	N=417
Kickingbird Tennis	31%	N=89	58%	N=168	11%	N=31	1%	N=4	100%	N=292
Museums (Historical)	25%	N=133	54%	N=293	17%	N=93	4%	N=20	100%	N=539
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	44%	N=433	48%	N=468	7%	N=72	0%	N=4	100%	N=977
Urban Forestry (includes public trees, street median landscaping, etc.)	34%	N=324	47%	N=447	15%	N=142	4%	N=39	100%	N=953
Senior Citizen Center	40%	N=129	50%	N=161	8%	N=24	3%	N=10	100%	N=324
Public transportation	20%	N=72	41%	N=147	17%	N=61	22%	N=80	100%	N=361
Trash collection	35%	N=363	53%	N=547	9%	N=93	2%	N=21	100%	N=1023

Please rate the quality of each of the following City services.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Recycle bin collection	35%	N=337	50%	N=475	10%	N=92	5%	N=51	100%	N=955
Storm water drainage (street flooding control)	21%	N=206	49%	N=477	22%	N=213	7%	N=70	100%	N=966
Current roads and highways	10%	N=103	38%	N=396	38%	N=396	13%	N=139	100%	N=1034
Street maintenance	11%	N=118	40%	N=413	35%	N=366	14%	N=147	100%	N=1044
Current traffic signals and signs	15%	N=160	48%	N=504	24%	N=248	12%	N=128	100%	N=1040
Water line maintenance	26%	N=184	56%	N=396	16%	N=115	2%	N=12	100%	N=708
Water treatment	27%	N=204	56%	N=421	12%	N=94	5%	N=35	100%	N=755
Tap water	23%	N=224	54%	N=513	16%	N=154	7%	N=66	100%	N=957
Edmond Electric	29%	N=288	50%	N=491	17%	N=169	4%	N=44	100%	N=991

Table 26: Question 13

Please rate the overall quality of services provided by the City of Edmond.	Percent of respondents	Number
Excellent	25%	N=244
Good	65%	N=645
Fair	9%	N=92
Poor	1%	N=13
Total	100%	N=995

Table 27: Question 14

Have you had personal contact with a City of Edmond employee within the last 12 months?	Percent of respondents	Number
Yes	59%	N=632
No	41%	N=441
Total	100%	N=1073

Table 28: Question 15

What was your impression of the employee of the City of Edmond in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Knowledge	52%	N=328	37%	N=234	8%	N=51	3%	N=18	100%	N=631
Responsiveness	54%	N=344	31%	N=193	10%	N=64	5%	N=30	100%	N=632
Courtesy	59%	N=375	30%	N=187	6%	N=41	5%	N=29	100%	N=632
Making you feel valued	49%	N=302	29%	N=181	14%	N=88	8%	N=47	100%	N=619
Overall impression	50%	N=318	34%	N=217	10%	N=65	5%	N=30	100%	N=631

Table 29: Question 16

Please rate the following categories of Edmond government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the sales taxes paid to Edmond	20%	N=196	51%	N=490	23%	N=218	6%	N=55	100%	N=958
The overall direction that Edmond is taking	27%	N=265	54%	N=526	15%	N=152	4%	N=38	100%	N=981
The job Edmond government does at welcoming citizen involvement	20%	N=157	43%	N=334	29%	N=221	8%	N=63	100%	N=774
Overall confidence in Edmond government	18%	N=172	51%	N=475	24%	N=221	7%	N=63	100%	N=930
Generally acting in the best interest of the community	21%	N=200	53%	N=500	20%	N=192	6%	N=56	100%	N=947
Being honest	20%	N=171	52%	N=443	22%	N=186	6%	N=50	100%	N=850
Treating all residents fairly	20%	N=167	50%	N=415	22%	N=184	8%	N=71	100%	N=837

Table 30: Question 17

To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service?	Percent of respondents	Number
Strongly agree	35%	N=350
Somewhat agree	43%	N=434
Neither agree nor disagree	18%	N=179
Somewhat disagree	3%	N=28
Strongly disagree	2%	N=20
Total	100%	N=1011

Table 31: Question 18

Please rate how important, if at all, you think it is for the Edmond community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Edmond	63%	N=675	29%	N=308	7%	N=72	1%	N=13	100%	N=1068
Overall ease of getting to the places you usually have to visit	47%	N=500	44%	N=465	9%	N=95	1%	N=6	100%	N=1066
Quality of overall natural environment in Edmond	36%	N=384	44%	N=469	19%	N=201	1%	N=11	100%	N=1065
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	30%	N=318	47%	N=499	22%	N=232	2%	N=17	100%	N=1066
Health and wellness opportunities in Edmond	34%	N=358	43%	N=454	22%	N=232	2%	N=21	100%	N=1064
Overall opportunities for education and enrichment	44%	N=464	39%	N=421	16%	N=169	1%	N=12	100%	N=1067
Overall economic health of Edmond	49%	N=528	39%	N=417	11%	N=119	0%	N=3	100%	N=1068
Sense of community	33%	N=353	47%	N=505	18%	N=195	2%	N=17	100%	N=1070

Table 32: Question 19

The City of Edmond is working to identify a list of potential new projects or improvements for the community. How important to you, if at all, is it that the City focus on developing or improvements in each of the following?	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Sports fields and courts	13%	N=139	30%	N=316	41%	N=441	16%	N=169	100%	N=1064
Major roadway and traffic signal improvements	64%	N=684	27%	N=288	8%	N=87	1%	N=10	100%	N=1069
Public parks and greenways	30%	N=315	47%	N=501	21%	N=218	3%	N=27	100%	N=1061
Bicycle and pedestrian trails	33%	N=347	31%	N=334	29%	N=312	7%	N=73	100%	N=1066
Downtown parking	21%	N=219	34%	N=359	38%	N=408	7%	N=78	100%	N=1064
Public library facilities	21%	N=225	37%	N=389	35%	N=374	7%	N=78	100%	N=1066
Performing arts center	14%	N=152	32%	N=343	38%	N=405	16%	N=169	100%	N=1069

Table 33: Question 20

Please indicate whether you feel that there are too many, the right amount or not enough of each of the following retail and service establishments in Edmond:	Too many		Right amount		Not enough		Total	
	%	N	%	N	%	N	%	N
Clothing and apparel stores for women	7%	N=65	67%	N=609	26%	N=240	100%	N=914
Clothing and apparel stores for men	2%	N=22	57%	N=519	40%	N=364	100%	N=905
Clothing and apparel stores for children	3%	N=25	65%	N=522	32%	N=255	100%	N=802
Sporting goods	4%	N=41	78%	N=762	18%	N=176	100%	N=979
Movie theaters	1%	N=6	46%	N=469	53%	N=545	100%	N=1021
Sit-down dining restaurants	5%	N=53	58%	N=602	37%	N=386	100%	N=1041
Family Entertainment (e.g., arcade, bowling and laser tag)	1%	N=11	36%	N=335	63%	N=584	100%	N=930
Specialty retailers (e.g., home goods)	3%	N=28	61%	N=597	37%	N=360	100%	N=984
Big box warehouse retailers (e.g., Sam's Club, Target, Kohl's)	9%	N=99	78%	N=824	12%	N=131	100%	N=1054
Home improvement centers (e.g., Home Depot, Lowe's)	6%	N=61	90%	N=954	4%	N=43	100%	N=1058

Table 34: Question 21

What is the single biggest issue facing the City of Edmond over the next three years?	Percent of respondents	Number
Traffic and Roads	48%	N=363
Population growth/growth management	14%	N=104
Safety/crime/police	4%	N=34
Water/Utilities	2%	N=16
Education/Schools	7%	N=52
Taxes/Government	1%	N=9
Commercial development	2%	N=17
Infrastructure	2%	N=16
Over development	3%	N=23
Other	16%	N=122
Total	100%	N=755

Responses for questions including “don’t know”

Table 35: Question 1

Please rate each of the following aspects of quality of life in Edmond.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Edmond as a place to live	58%	N=628	37%	N=403	4%	N=44	0%	N=1	0%	N=2	100%	N=1079
Your neighborhood as a place to live	47%	N=508	41%	N=441	11%	N=116	1%	N=12	0%	N=1	100%	N=1078
Edmond as a place to raise children	54%	N=584	34%	N=368	4%	N=42	0%	N=3	8%	N=81	100%	N=1077
Edmond as a place to work	31%	N=333	32%	N=339	11%	N=114	3%	N=32	24%	N=257	100%	N=1074
Edmond as a place to retire	32%	N=344	34%	N=361	12%	N=126	4%	N=38	19%	N=206	100%	N=1075
Overall quality of life in Edmond	44%	N=472	49%	N=531	5%	N=58	1%	N=9	0%	N=2	100%	N=1072

Table 36: Question 2

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Edmond	49%	N=533	45%	N=484	6%	N=60	0%	N=4	0%	N=0	100%	N=1081
Overall ease of getting to the places you usually have to visit	18%	N=193	38%	N=412	31%	N=336	13%	N=135	0%	N=1	100%	N=1077
Quality of overall natural environment in Edmond	29%	N=316	55%	N=592	12%	N=131	3%	N=31	0%	N=2	100%	N=1071
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	24%	N=258	53%	N=573	18%	N=191	4%	N=45	1%	N=14	100%	N=1081
Health and wellness opportunities in Edmond	36%	N=386	49%	N=527	11%	N=117	2%	N=23	3%	N=28	100%	N=1081
Overall opportunities for education and enrichment	43%	N=461	42%	N=458	9%	N=96	1%	N=15	5%	N=50	100%	N=1080
Overall economic health of Edmond	31%	N=336	55%	N=598	9%	N=96	1%	N=11	4%	N=42	100%	N=1082
Sense of community	23%	N=245	50%	N=540	20%	N=214	5%	N=58	2%	N=21	100%	N=1077
Overall image or reputation of Edmond	46%	N=493	45%	N=481	7%	N=80	2%	N=19	1%	N=7	100%	N=1080

Table 37: Question 3

How likely or unlikely are you to recommend living in Edmond to a friend or family member?	Percent of respondents	Number
Very likely	67%	N=718
Somewhat likely	27%	N=289
Somewhat unlikely	2%	N=24
Very unlikely	2%	N=19
Don't know	2%	N=20
Total	100%	N=1070

Table 38: Question 4

Please rate the appearance of the following within the City of Edmond.	Excellent		Good		Fair		Poor		Don't know		Total	
Your neighborhood	36%	N=389	44%	N=474	18%	N=189	2%	N=27	0%	N=2	100%	N=1081
Arcadia Lake	17%	N=179	43%	N=457	14%	N=148	2%	N=24	24%	N=259	100%	N=1068
City-owned property	22%	N=237	63%	N=674	10%	N=110	1%	N=9	4%	N=47	100%	N=1077
Retail and commercial property	18%	N=199	60%	N=644	18%	N=195	2%	N=21	2%	N=21	100%	N=1081
Edmond overall	27%	N=294	63%	N=685	9%	N=96	0%	N=3	0%	N=3	100%	N=1080

Table 39: Question 5

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	4%	N=39	23%	N=247	44%	N=471	30%	N=319	0%	N=1	100%	N=1077
Ease of public parking	11%	N=117	41%	N=440	35%	N=378	11%	N=114	2%	N=25	100%	N=1074
Ease of travel by public transportation in Edmond	4%	N=46	12%	N=131	13%	N=135	11%	N=121	60%	N=644	100%	N=1077
Ease of travel by bicycle in Edmond	5%	N=58	17%	N=177	20%	N=210	16%	N=173	42%	N=451	100%	N=1069
Ease of walking in Edmond	13%	N=145	40%	N=429	25%	N=271	11%	N=119	10%	N=108	100%	N=1072
Availability of paths and walking trails	19%	N=207	43%	N=458	21%	N=221	9%	N=92	9%	N=97	100%	N=1076
Air quality	27%	N=292	58%	N=626	11%	N=122	2%	N=17	1%	N=15	100%	N=1072
Cleanliness of Edmond	33%	N=356	57%	N=612	9%	N=102	0%	N=5	0%	N=1	100%	N=1076
Public places where people want to spend time	25%	N=265	54%	N=581	17%	N=178	2%	N=22	3%	N=28	100%	N=1075
Variety of housing options	23%	N=246	52%	N=555	16%	N=174	4%	N=47	5%	N=54	100%	N=1075
Availability of affordable quality housing	13%	N=139	42%	N=442	26%	N=279	9%	N=99	10%	N=103	100%	N=1064
Fitness opportunities (including exercise classes and paths or trails, etc.)	31%	N=329	50%	N=540	12%	N=134	3%	N=34	4%	N=41	100%	N=1079

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recreational opportunities	23%	N=242	50%	N=540	18%	N=195	4%	N=41	5%	N=58	100%	N=1077
Public art displays	33%	N=356	40%	N=429	14%	N=147	5%	N=50	9%	N=91	100%	N=1073

Table 40: Question 6

Please rate each of the following characteristics as they relate to Edmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	9%	N=92	22%	N=240	11%	N=122	3%	N=36	54%	N=583	100%	N=1073
K-12 education	37%	N=394	33%	N=347	6%	N=65	1%	N=7	24%	N=254	100%	N=1067
Adult educational opportunities	22%	N=229	34%	N=364	12%	N=126	3%	N=30	29%	N=312	100%	N=1061
Opportunities to attend cultural/arts/music activities	21%	N=221	45%	N=479	23%	N=246	3%	N=33	9%	N=95	100%	N=1074
Employment opportunities	8%	N=83	39%	N=414	20%	N=215	5%	N=54	28%	N=301	100%	N=1067
Shopping opportunities	22%	N=236	55%	N=587	21%	N=230	1%	N=15	0%	N=4	100%	N=1073
Cost of living in Edmond	9%	N=97	45%	N=483	37%	N=397	8%	N=89	0%	N=5	100%	N=1071
Overall quality of business and service establishments in Edmond	18%	N=195	64%	N=686	14%	N=151	2%	N=22	1%	N=15	100%	N=1070
Availability of retail and service establishments in Edmond	21%	N=222	59%	N=627	17%	N=180	2%	N=20	2%	N=22	100%	N=1070
Vibrant downtown/commercial area	16%	N=166	48%	N=517	27%	N=285	8%	N=85	2%	N=19	100%	N=1071
Overall quality of new development in Edmond	18%	N=197	55%	N=585	18%	N=197	2%	N=22	6%	N=66	100%	N=1067
Opportunities to participate in social events and activities	15%	N=166	51%	N=544	20%	N=218	4%	N=38	10%	N=106	100%	N=1071
Opportunities to volunteer	17%	N=183	41%	N=436	14%	N=148	3%	N=30	26%	N=279	100%	N=1076
Opportunities to participate in community matters	12%	N=130	40%	N=423	19%	N=197	4%	N=41	26%	N=275	100%	N=1066
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=150	42%	N=446	21%	N=219	10%	N=109	13%	N=141	100%	N=1065
Neighborliness of residents in Edmond	17%	N=186	49%	N=525	26%	N=276	7%	N=71	1%	N=13	100%	N=1071

Table 41: Question 7

Please rate the quality of each of the following in regards to the City of Edmond.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Communicating with City personnel	15%	N=164	42%	N=447	20%	N=209	5%	N=57	18%	N=193	100%	N=1069
Ease of obtaining City services	19%	N=202	51%	N=546	17%	N=187	4%	N=38	9%	N=102	100%	N=1076
Ease of working with City personnel	17%	N=187	44%	N=474	17%	N=182	4%	N=45	17%	N=184	100%	N=1072
Quality of Edmond's administrative buildings	20%	N=212	48%	N=508	13%	N=140	2%	N=18	18%	N=190	100%	N=1067
Quality of Edmond's recreational facilities & parks	35%	N=372	52%	N=554	9%	N=92	2%	N=19	3%	N=34	100%	N=1071
Quality of Edmond's roads and highways	11%	N=113	42%	N=454	33%	N=354	13%	N=143	0%	N=5	100%	N=1069
Quality of Edmond's electrical service	27%	N=293	48%	N=515	16%	N=176	5%	N=49	4%	N=40	100%	N=1072
Planning for adequate water supplies	19%	N=209	46%	N=499	13%	N=138	3%	N=37	18%	N=191	100%	N=1074
Planning for commercial development	13%	N=136	37%	N=399	14%	N=154	6%	N=70	29%	N=314	100%	N=1072
Planning for recreational areas	16%	N=169	42%	N=453	13%	N=139	5%	N=49	24%	N=261	100%	N=1071
Planning for residential growth	13%	N=141	40%	N=428	15%	N=163	7%	N=72	25%	N=264	100%	N=1068
Planning for roads and highways	10%	N=106	27%	N=291	25%	N=270	15%	N=162	22%	N=232	100%	N=1062
Commercial and retail development in Edmond	13%	N=137	51%	N=543	19%	N=204	5%	N=55	12%	N=128	100%	N=1067
Driving around Edmond	8%	N=84	35%	N=378	33%	N=353	23%	N=247	1%	N=8	100%	N=1070
Residential growth in Edmond	18%	N=193	57%	N=604	14%	N=144	4%	N=39	7%	N=75	100%	N=1055
Your sense of personal safety in Edmond	42%	N=452	51%	N=544	6%	N=69	0%	N=5	0%	N=3	100%	N=1073

Table 42: Question 8

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	74%	N=785	23%	N=243	2%	N=16	1%	N=15	0%	N=3	0%	N=4	100%	N=1067
In Edmond's commercial areas during the day	58%	N=623	37%	N=391	3%	N=28	1%	N=14	0%	N=1	1%	N=9	100%	N=1065

Table 43: Question 9

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Edmond?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Edmond recreation centers or their services	15%	N=155	22%	N=237	34%	N=362	29%	N=307	100%	N=1061
Visited a neighborhood park or City park	19%	N=208	33%	N=351	36%	N=383	12%	N=127	100%	N=1070
Used the Edmond public library or its services	7%	N=74	18%	N=192	35%	N=373	40%	N=428	100%	N=1067
Attended a City-sponsored event	1%	N=12	9%	N=94	52%	N=559	38%	N=404	100%	N=1069
Used public transportation instead of driving	2%	N=19	1%	N=14	4%	N=44	93%	N=993	100%	N=1070
Carpooled with other adults or children instead of driving alone	10%	N=110	13%	N=141	16%	N=165	61%	N=647	100%	N=1063
Walked or biked instead of driving	10%	N=111	10%	N=101	21%	N=225	59%	N=628	100%	N=1065
Volunteered your time to some group/activity in Edmond	6%	N=65	12%	N=132	22%	N=235	59%	N=632	100%	N=1064
Participated in a club	5%	N=51	10%	N=105	14%	N=150	71%	N=761	100%	N=1067
Talked to or visited with your immediate neighbors	41%	N=443	35%	N=369	17%	N=180	7%	N=77	100%	N=1069
Done a favor for a neighbor	24%	N=255	25%	N=272	34%	N=367	17%	N=180	100%	N=1073

Table 44: Question 10

Please rate the cost of each of the following services provided by the City of Edmond.	Reasonable		A little too much		Far too much		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N
Water	49%	N=516	28%	N=291	14%	N=147	10%	N=104	100%	N=1059
Sewer	58%	N=610	23%	N=246	9%	N=94	10%	N=106	100%	N=1056
Trash Collection	67%	N=707	21%	N=225	6%	N=63	6%	N=62	100%	N=1056
Edmond Electric	36%	N=384	37%	N=390	21%	N=220	6%	N=61	100%	N=1055
Recreation	56%	N=589	15%	N=161	5%	N=52	24%	N=253	100%	N=1056

Table 45: Question 11

Please rate the following aspects of the water supply provided by the City of Edmond.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Adequate water supply	43%	N=456	41%	N=432	5%	N=57	1%	N=7	10%	N=101	100%	N=1054
Adequate water pressure	45%	N=477	37%	N=395	9%	N=98	2%	N=17	6%	N=68	100%	N=1055

Table 46: Question 12

Please rate the quality of each of the following City services.	Excellent		Good		Fair		Poor		Don't know		Total	
Bulletins in Edmond utility bills	21%	N=221	44%	N=469	13%	N=136	2%	N=25	20%	N=207	100%	N=1057
Edmond Cable Channel 20	5%	N=55	15%	N=158	6%	N=61	1%	N=12	73%	N=774	100%	N=1060
Emergency communications	24%	N=251	38%	N=395	8%	N=84	1%	N=12	30%	N=311	100%	N=1052
The City's Web site (http://www.edmondok.com)	17%	N=176	40%	N=422	16%	N=173	2%	N=23	24%	N=257	100%	N=1052
Emergency response by Ambulance	18%	N=187	13%	N=141	4%	N=41	1%	N=10	64%	N=676	100%	N=1055
Fire prevention	21%	N=219	27%	N=282	4%	N=43	0%	N=1	48%	N=508	100%	N=1053
Fire/Life safety education	15%	N=157	21%	N=225	5%	N=48	1%	N=6	59%	N=618	100%	N=1054
Emergency response by Fire	26%	N=275	17%	N=183	2%	N=22	0%	N=0	55%	N=576	100%	N=1057
Other Fire Department services	21%	N=220	19%	N=196	3%	N=30	0%	N=1	57%	N=596	100%	N=1043
Crime prevention	23%	N=245	38%	N=402	10%	N=103	2%	N=16	27%	N=285	100%	N=1052
Traffic enforcement	19%	N=204	45%	N=476	19%	N=198	4%	N=45	13%	N=133	100%	N=1056
Investigation of crime	13%	N=139	17%	N=180	7%	N=69	3%	N=34	60%	N=635	100%	N=1057
Emergency response by Police	22%	N=236	25%	N=269	6%	N=67	2%	N=18	44%	N=466	100%	N=1057
Animal services	15%	N=164	22%	N=228	10%	N=104	2%	N=17	52%	N=548	100%	N=1061
Other Police Department services	16%	N=168	21%	N=219	5%	N=49	1%	N=14	57%	N=606	100%	N=1056
Enforcement of building codes	9%	N=98	20%	N=210	8%	N=88	3%	N=32	59%	N=626	100%	N=1054
Enforcement of zoning codes	9%	N=98	18%	N=185	9%	N=93	4%	N=38	61%	N=642	100%	N=1057
Cemetery (Gracelawn)	14%	N=148	26%	N=272	4%	N=42	0%	N=0	56%	N=591	100%	N=1053
Cultural & social activities	14%	N=149	39%	N=412	13%	N=139	1%	N=16	32%	N=331	100%	N=1046
Public library services	30%	N=315	35%	N=369	6%	N=58	2%	N=17	28%	N=296	100%	N=1055
Recreational facilities	23%	N=244	47%	N=495	10%	N=109	1%	N=13	18%	N=194	100%	N=1056
Recreational programs	19%	N=201	37%	N=390	11%	N=117	2%	N=17	31%	N=329	100%	N=1053
Arcadia Lake Police patrol	11%	N=114	19%	N=200	6%	N=62	1%	N=11	63%	N=670	100%	N=1057
Arcadia Lake beaches and services	8%	N=82	21%	N=223	12%	N=127	5%	N=49	54%	N=569	100%	N=1050
Kickingbird Golf Course	14%	N=144	22%	N=233	4%	N=38	0%	N=3	60%	N=635	100%	N=1052
Kickingbird Tennis	8%	N=89	16%	N=168	3%	N=31	0%	N=4	72%	N=762	100%	N=1054
Museums (Historical)	13%	N=133	28%	N=293	9%	N=93	2%	N=20	48%	N=504	100%	N=1043
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	41%	N=433	45%	N=468	7%	N=72	0%	N=4	7%	N=72	100%	N=1049
Urban Forestry (includes public trees, street median landscaping, etc.)	31%	N=324	43%	N=447	14%	N=142	4%	N=39	9%	N=99	100%	N=1051
Senior Citizen Center	12%	N=129	15%	N=161	2%	N=24	1%	N=10	69%	N=735	100%	N=1059
Public transportation	7%	N=72	14%	N=147	6%	N=61	8%	N=80	66%	N=689	100%	N=1049

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Please rate the quality of each of the following City services.	Excellent		Good		Fair		Poor		Don't know		Total	
Trash collection	34%	N=363	52%	N=547	9%	N=93	2%	N=21	3%	N=31	100%	N=1054
Recycle bin collection	32%	N=337	45%	N=475	9%	N=92	5%	N=51	10%	N=103	100%	N=1058
Storm water drainage (street flooding control)	20%	N=206	45%	N=477	20%	N=213	7%	N=70	8%	N=84	100%	N=1050
Current roads and highways	10%	N=103	38%	N=396	38%	N=396	13%	N=139	2%	N=18	100%	N=1052
Street maintenance	11%	N=118	39%	N=413	35%	N=366	14%	N=147	1%	N=13	100%	N=1056
Current traffic signals and signs	15%	N=160	48%	N=504	23%	N=248	12%	N=128	2%	N=18	100%	N=1059
Water line maintenance	17%	N=184	37%	N=396	11%	N=115	1%	N=12	33%	N=353	100%	N=1061
Water treatment	19%	N=204	40%	N=421	9%	N=94	3%	N=35	29%	N=304	100%	N=1059
Tap water	21%	N=224	49%	N=513	15%	N=154	6%	N=66	9%	N=96	100%	N=1053
Edmond Electric	27%	N=288	46%	N=491	16%	N=169	4%	N=44	6%	N=67	100%	N=1059

Table 47: Question 13

Please rate the overall quality of services provided by the City of Edmond.	Percent of respondents	Number
Excellent	24%	N=244
Good	65%	N=645
Fair	9%	N=92
Poor	1%	N=13
Don't know	0%	N=4
Total	100%	N=999

Table 48: Question 14

Have you had personal contact with a City of Edmond employee within the last 12 months?	Percent of respondents	Number
Yes	59%	N=632
No	41%	N=441
Total	100%	N=1073

Table 49: Question 15

What was your impression of the employee of the City of Edmond in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge	52%	N=328	37%	N=234	8%	N=51	3%	N=18	0%	N=2	100%	N=633
Responsiveness	54%	N=344	31%	N=193	10%	N=64	5%	N=30	0%	N=1	100%	N=633
Courtesy	59%	N=375	29%	N=187	6%	N=41	5%	N=29	0%	N=2	100%	N=633
Making you feel valued	48%	N=302	29%	N=181	14%	N=88	8%	N=47	2%	N=13	100%	N=631
Overall impression	50%	N=318	34%	N=217	10%	N=65	5%	N=30	0%	N=1	100%	N=631

Table 50: Question 16

Please rate the following categories of Edmond government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the sales taxes paid to Edmond	19%	N=196	46%	N=490	21%	N=218	5%	N=55	9%	N=96	100%	N=1054
The overall direction that Edmond is taking	25%	N=265	50%	N=526	14%	N=152	4%	N=38	7%	N=73	100%	N=1054
The job Edmond government does at welcoming citizen involvement	15%	N=157	32%	N=334	21%	N=221	6%	N=63	27%	N=281	100%	N=1055
Overall confidence in Edmond government	16%	N=172	45%	N=475	21%	N=221	6%	N=63	12%	N=126	100%	N=1056
Generally acting in the best interest of the community	19%	N=200	47%	N=500	18%	N=192	5%	N=56	10%	N=106	100%	N=1053
Being honest	16%	N=171	42%	N=443	18%	N=186	5%	N=50	19%	N=206	100%	N=1056
Treating all residents fairly	16%	N=167	39%	N=415	17%	N=184	7%	N=71	21%	N=221	100%	N=1058

Table 51: Question 17

To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service?	Percent of respondents	Number
Strongly agree	33%	N=350
Somewhat agree	40%	N=434
Neither agree nor disagree	17%	N=179
Somewhat disagree	3%	N=28
Strongly disagree	2%	N=20
Don't know	6%	N=61
Total	100%	N=1072

Table 52: Question 18

Please rate how important, if at all, you think it is for the Edmond community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Edmond	63%	N=675	29%	N=308	7%	N=72	1%	N=13	100%	N=1068
Overall ease of getting to the places you usually have to visit	47%	N=500	44%	N=465	9%	N=95	1%	N=6	100%	N=1066
Quality of overall natural environment in Edmond	36%	N=384	44%	N=469	19%	N=201	1%	N=11	100%	N=1065
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	30%	N=318	47%	N=499	22%	N=232	2%	N=17	100%	N=1066
Health and wellness opportunities in Edmond	34%	N=358	43%	N=454	22%	N=232	2%	N=21	100%	N=1064
Overall opportunities for education and enrichment	44%	N=464	39%	N=421	16%	N=169	1%	N=12	100%	N=1067
Overall economic health of Edmond	49%	N=528	39%	N=417	11%	N=119	0%	N=3	100%	N=1068
Sense of community	33%	N=353	47%	N=505	18%	N=195	2%	N=17	100%	N=1070

Table 53: Question 19

The City of Edmond is working to identify a list of potential new projects or improvements for the community. How important to you, if at all, is it that the City focus on developing or improvements in each of the following?	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Sports fields and courts	13%	N=139	30%	N=316	41%	N=441	16%	N=169	100%	N=1064
Major roadway and traffic signal improvements	64%	N=684	27%	N=288	8%	N=87	1%	N=10	100%	N=1069
Public parks and greenways	30%	N=315	47%	N=501	21%	N=218	3%	N=27	100%	N=1061
Bicycle and pedestrian trails	33%	N=347	31%	N=334	29%	N=312	7%	N=73	100%	N=1066
Downtown parking	21%	N=219	34%	N=359	38%	N=408	7%	N=78	100%	N=1064
Public library facilities	21%	N=225	37%	N=389	35%	N=374	7%	N=78	100%	N=1066
Performing arts center	14%	N=152	32%	N=343	38%	N=405	16%	N=169	100%	N=1069

Table 54: Question 20

Please indicate whether you feel that there are too many, the right amount or not enough of each of the following retail and service establishments in Edmond:	Too many		Right amount		Not enough		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N
Clothing and apparel stores for women	6%	N=65	57%	N=609	22%	N=240	15%	N=155	100%	N=1070
Clothing and apparel stores for men	2%	N=22	49%	N=519	34%	N=364	15%	N=165	100%	N=1070
Clothing and apparel stores for children	2%	N=25	49%	N=522	24%	N=255	25%	N=266	100%	N=1067
Sporting goods	4%	N=41	72%	N=762	17%	N=176	8%	N=85	100%	N=1064
Movie theaters	1%	N=6	44%	N=469	51%	N=545	5%	N=51	100%	N=1071
Sit-down dining restaurants	5%	N=53	57%	N=602	36%	N=386	2%	N=25	100%	N=1066
Family Entertainment (e.g., arcade, bowling and laser tag)	1%	N=11	31%	N=335	55%	N=584	13%	N=137	100%	N=1067
Specialty retailers (e.g., home goods)	3%	N=28	56%	N=597	34%	N=360	7%	N=79	100%	N=1064
Big box warehouse retailers (e.g., Sam's Club, Target, Kohl's)	9%	N=99	77%	N=824	12%	N=131	1%	N=16	100%	N=1069
Home improvement centers (e.g., Home Depot, Lowe's)	6%	N=61	89%	N=954	4%	N=43	1%	N=11	100%	N=1069

Table 55: Question 21

What is the single biggest issue facing the City of Edmond over the next three years?	Percent of respondents	Number
No response	30%	N=330
Traffic and Roads	33%	N=363
Population growth/growth management	10%	N=104
Safety/crime/police	3%	N=34
Water/Utilities	1%	N=16
Education/Schools	5%	N=52
Taxes/Government	1%	N=9
Commercial development	2%	N=17
Infrastructure	2%	N=16
Over development	2%	N=23
Other	11%	N=122
Total	100%	N=1085

Appendix C: Verbatim Responses to Open-ended Questions

Following are verbatim responses to the open-ended question on the survey, sorted alphabetically. The verbatim responses were not edited for grammar or punctuation.

Question #21: What is the single biggest issue facing the City of Edmond over the next three years?

Traffic and Roads

- (1) Traffic flow an major streets; (2) Speed up process for approval and permitting on commercial development.
- 1) Traffic! 2) Lack of consistent zoning. 3) Need bike trails (& walking trails).
- 1)Traffic 2)Need better sports facilities for youth sports.
- 1-Traffic 2-Crime 3-Size of library.
- 2nd street traffic reading lane expansion farm lanes overall traffic flew. Improvement of roads/infrastructure. Ability of east/west traffic to cross railroad tracks - only 2 underpasses (covell 52) brings traffic to a halt when trains stopped on tracks. Aesthetic improvement along streets.
- Ability to get around, cost of living, able to keep up with growth.
- Accommodating traffic as the city grows and during the UCO school year.
- Alleviating traffic backups especially down 2nd st.
- Auto traffic.
- Better management of traffic signal timing for the proper flow of traffic. 33rd I coletrane is a good example of poor program.
- City auto traffic.
- Crowded streets (I would love a big trash picked twice a year)!
- Decreasing traffic flow, timely completion of construction projects.
- excessive wait times at stop lights
- Finally completion of traffic repair; too many projects going at the same time.
- Growing traffic.
- Handling heavy traffic - some street repair.
- Handling the traffic.
- High volume traffic.
- Horrible traffic problems
- Improvement of the traffic issues with growth. Retaining quality teachers and schools and improving. Improving cultural side of Edmond.
- Improving traffic congestion in Edmond- need an exit on I-35 at coffee creek southern hill.
- improving traffic flow
- Improving traffic flow on 2nd street.
- Improving traffic flow on major streets.
- Increase in traffic & we don't have sufficient roads to handle current traffic flow new.
- Making travel easier for North Edmond residents.
- Managing high volume of traffic and lack of street infrastructure too many 2 lane vs needed 4 lane & more traffic lights less stop signal North Edmond Area.
- Managing the ever increasing traffic.
- Moving traffic.
- Multiple concerns face the City of Edmond, including: improved traffic flow/management, economic health and growth, reduced crime, and taking all

- Traffic & Taxes.
- Traffic & the use of left turn signals on covell at Santa Fe & Bryant.
- Traffic (we need an east/west highway) out North.
- Traffic / Roads.
- Traffic / roads.
- Traffic across town.
- Traffic and affordable housing for poorer people. And getting retail/ food more spread out.
- Traffic and Commuting
- Traffic and Education.
- Traffic and good roads.
- Traffic and need utilize more protected left turn signals at busy intersections.
- Traffic and parking.
- Traffic and police ability to solve homicides.
- Traffic and road problems!!
- Traffic and Roads I guess.
- Traffic and Safety
- Traffic and safety - clean-up - fix streets. Lower taxes.
- Traffic and the reputation of a snooty speed trap.
- Traffic at noon - parking.
- Traffic congestion
- Traffic congestion - I know every short cut available.
- Traffic congestion & less strict ordinances on beekeeping & raising poultry.
- Traffic congestion and over building of commercial business and too many subdivisions.
- Traffic congestion as the city grows! Widen covell.*Bryant/Covell intersection.
- Traffic congestion!
- Traffic congestion, increased crime, preparation of our police.
- Traffic Congestion.
- Traffic congestion/ infrastructure too dense of housing developments being added.
- Traffic congestion/flow, drought/with management.
- Traffic control avoid new developments.
- Traffic control(3) Intersection of Bryant & Cornell.
- Traffic control.
- Traffic Control.
- Traffic control.
- Traffic control.
- Traffic control/ road Mow & snow removal during winter.
- Traffic country-due to growth 2nd st getting bad.
- Traffic downtown lights are awful!
- Traffic east/west through downtown on 2nd street.
- Traffic- Edmond rd; Kelly, Santa Fe, Boulevard, Broadway ext OK new.
- Traffic flow
- Traffic flow
- Traffic flow - parking - new business in Downtown.
- Traffic flow & public transportation.
- Traffic flow & schools.
- Traffic flow (inadequate turning lanes).
- Traffic flow (with all the construction on roads) & heavy traffic time.
- Traffic flow and enforcement of traffic laws.

- Expansion population accommodation.
- Getting overcrowded!!!!
- Growing population and inadequate infrastructure (roads). Dining & entertainment options are poor.
- Growing population.
- Growing too much & the traffic & time it takes to get across town.
- Growth & traffic light-flow of traffic from different points of Edmond.
- Growth & traffic management.
- Growth & traffic.
- Growth and associated traffic issues
- Growth and traffic.
- Growth and traffic.
- Growth and traffic.
- Growth but between now and November the penny sales tax and the affect it could have on Edmond. I'm very concerned about the future of Edmond's sales tax if it passes.
- Growth due to low oil prices
- Growth- I don't want it to get too big. Let's keep lots of green space & some of the "country" feel in Northern Edmond.
- Growth maintaining the overall feeling the Edmond as it grows.
- Growth of city & traffic, public schools.
- Growth, public safety and traffic flow.
- Growth, traffic.
- Growth, zoning & traffic regulation.
- Growth.
- Growth.
- Growth.
- Growth.
- Growth.
- Growth.
- Growth/Residential housing sales
- Growth-financial stability.
- Growth-Traffic.
- Handling new growth of residents.
- Housing growth affecting schools.
- How fast Edmond is growing & traffic.
- How to deal with growth.
- I think we're moving in the right direction I don't want to get much bigger.
- Increase in population
- Increase in population w/out road expansion/improvement.
- Increased population & poor roads systems.
- increasing resources proportional or in advance of population growth
- Just planning.
- Keeping services improving for all citizens during rapid growth.
- Keeping up and the growth of Edmond.
- Keeping up with continued growth
- Keeping up with growth: traffic.
- Keeping up with the growing "East Edmond" 60th residentially and commercially.
- Keeping up with the growth of the city.
- Keeping up with the growth of the community.
- Keeping up with the population growth!
- Keeping up with the population growth.
- Maintaining sense of community and growth..i.e safety concerns other issues that arise from it.
- Managing growth and retail development without disrupting neighborhoods.
- Managing growth, especially water resources.
- More people than there are apartments.
- Not being able to handle the population growth.
- Over population will increase lack of jobs.
- Overcrowding.
- Overgrowth, education.
- Overpopulation and depletion of green belt areas.
- Planned city expansion including public transportation.
- Planned development for more retail opportunities

- Poor growth needs to pay more for infrastructure.
- Poor planning letting developers do whatever they want.
- population growth
- Population growth & traffic.
- Population growth affecting traffic and schools
- Population growth and corresponding city services.
- Population growth effect on all things.
- Population growth with more cars on roads, more congestion.
- Population growth, impacting public schools!
- Population growth.
- Population growth.
- Population growth.
- Population growth.
- population increase
- Population increase effecting schools.
- Population sprawl.
- Providing services for the fast growth of Edmond. Services including school, police, fire, streets, traffic.
- Quality in approving and building new construction.
- Regulating growth.
- Responsible growth.
- Sustaining growth and maintaining aging neighborhoods.
- The growth/ expansions & Kids in schools.
- There is too much growth without enough schools, shopping, or roads to support it.
- To prepare for growth of edmond be prepared for it & I think you're already doing it.
- Too many people.
- Too many people.
- Too much growth too fast. Can't keep up.
- Too rapid growth.
- Uncontrolled growth.
- Urban sprawl (racist cops).

Education/Schools

- (1)Education Facilities (2)Enforcing or creating codes to keep all neighbourhoods inviting to all price ranges.
- 1) Overcrowding of schools. 2) Managing growth. 3) Management of resources during economic downturns.
- Affordable education.
- Budget cuts in public schools.
- Building large schools, more houses, but not expanding roads to meet new traffic.
- Children's education teachers remuneration.
- Controlling the effects of a dwindling education budget is vital. Traffic is also really bad after 2 pm.
- Education
- Education
- Education - enough teachers for growth - keeping teachers - of students class room.
- Education budget & teachers for our children.
- Education for our kids. Budget cuts on teachers pay.
- Education!
- Education.
- Education/ Schools.
- Education-keeping our teachers!
- Education-shortfall!!!
- Enlarging/building new schools.
- Funding for education-not enough teachers!!!
- Growth for the school system & enough teacher assistance when needed so class size.
- Growth in schools.

- Insulation of education against statewide downfall.
- Keeping up high education standards w/public schools.
- Lack of administration, parental & student accountability in EPS.
- Maintaining excellence in education with budget cuts.
- Maintaining high quality k-12 education. Many teachers are leaving for better pay/conditions in neighboring (PCN & TX) schools. Children are our future & their education is of at most priority.
- Maintaining Quality of k-12 Education, followed by ease of traffic flow and quality of roadways.
- Maintaining the quality of Edmond Public Schools and ensuring there are either no more budget cuts to education or Edmond gov't be able to fill the financial gaps.
- Overcrowded schools & underpaid teaching staff.
- Public education & government funding.
- Quality of education. I can see no other reason to live in Edmond.
- school budget
- School education.
- school expansions
- School funding & Traffic Safety, far too many reckless drivers. More unmarked

Police vehicles preferably Foreign Makes. Traffic cameras being used to divert or forecast future traffic conditions.

- School.
- Schools
- Schools & Education.
- Schools & keeping roads in good condition.
- Schools & transportation.
- Schools / teacher / lack of arts.
- Schools and classrooms sizes.
- Schools Schools Schools!
- School's.
- Schools; Business development, roads.
- Securing & retaining excellent teachers for our public schools.
- Stronger schools.
- Supporting public education
- The declining education system & budget cuts to public schools & universities.
- Underfunded educational system.
- Whether public education is being adequately funded for many professionals the decision to move to Edmond is for the schools safety we've been thinking Of moving to OKC - private schools b/c it seems there is no concern / gov't response to inadequate funding.

Safety/Crime/Police

- Beware police & firefighters union see! Vallejo, Calif, bankrupt.
- Crime (low income housing).
- Crime control / safer places for bicycling.
- Crime prevention.
- Crime prevention.
- Crime, keeping Edmond safe.
- Crime-seems Burglaries are on the rise of crime is high, affects everything about a community.

- Fighting drugs, gangs & crime to keep them from increasing.
- Increased crime from increased growth Keeping Edmond safe, comfortable for families but more affordable.
- Keeping it safe as the national/ world situation worsens.
- Keeping residents safe the roads, attracting good grocery stores and allowing the sale of wine, etc in stores

other than the than liquor attract a costco.

- Maintaining public safety.
- More crime. As we have more people more to Edmond from other part of the coast. More city people live in this small town. More rude people & impatience toward other.
- Not becoming "Police State" city, no furtherance of "White Flight".
- Not enough public safety & police presence on residential streets.
- Police are mean. The treatment of the citizens from disabled poor - to the elderly - to see that the city does not cheat people on their electric bills - with their apartments changing them and then getting stopped by the company - and the attitudes of city officials - especially police! They are bullies.
- Public safety on the east side of Edmond (includes east of I 35) The city rejects too many sales tax generated in the town.
- Public safety, better shopping and eating choices, lower property taxes and utility bills.

- Public safety.
- Public safety.
- Public safety.
- Safety & community.
- Safety for all! jobs P.S, We seniors wish for a "Cafeteria"
- Safety of the citizens of Edmond.
- Safety, as in not allowing crime and violence into the city.
- Safety, manage city growth, debt.
- Safety.
- Safety.
- Safety.
- Safety.
- Streets-residential/traffic.
- Stronger police force needed- get rid of undesirable business & rautels (red carpet inn) on Broadway- keep vagrants out of our city & panhandlers-keep Muslims out as well.
- The police are over jelos whnrite[?] to many tickets for minor or unavoidable things, people are scared to go to Edmond because of Edmond police.
- The ticket police gives Edmond a bad name.

Overdevelopment

- Building too many neighborhoods, but not taking in to account roads too much traffic on 1 way lane streets- also, building low cast neighborhoods...
- Edmond is overbuilt. It's tragic to see ever square inch developer because city govt thinks it needs more revenue. Traffic is terrible as well. These need to be addressed.
- I am a brand new resident but from what I can see there are a lot of neighborhoods being built. I hope Edmond doesn't tear down all its beauty.
- I was born here in '64. The town has lost its Home town feel. We are too big!

- Losing land, losing trees, losing wildlife- Too much cement!!
- Over building in all areas-which affects all issues.
- Over building.
- Over building/Traffic.
- Over developing & keeping business that's here.
- Over development & turning every little greenbelt/empty lot into residential neighborhood.
- Over development and loss of a unique culture / community.
- Over development of residential homes in center part of town. Streets cannot handle the traffic as it is, but we

continue to build more homes within central Edmond.

- Over development!!! Preferred the small college town environment. Traffic is terribly congested.
- Over expansion: 1) not providing the infrastructure in a timely manner to support the growth; 2) destroying the natural flora and fauna that drew people to settle in Edmond in the first place; 3) causing buildings to become unoccupied and fall into disrepair because of over building. I have read about businesses being approved by City Government for certain areas in Edmond and the homeowners near the area being against the expansion/growth. I often wonder if the City Government officials lived in that area would they approve the business location near their home with all the ensuing traffic, noise, litter, etc. The traffic is so bad in Edmond at times it is difficult to drive around and through Edmond especially to I-35 or to the Kilpatrick Turnpike. The only reason to make Edmond bigger at this point is greed. I suggest Edmond City Government use the taxpayers' tax dollars and other revenue to maintain what is currently in place and provide enhancements to essential services only (police, fire, education, health services).

- Overbuilding Retail Business & Apartment complexes.
- Overgrowth-residential.
- Stop building Apt. complexes!
- Stop building so many houses.
- To many Apartments to much building - to much traffic live on west side of Edmond - won't go east unless above to for anything !
- To many apartments.
- Too many apartments.
- Too many new businesses for the current roads; city council votes unanimously for each request for new business.
- Too many new houses & removal of too many trees.
- Too many retailers.
- Too much development both housing and commercial. Not enough schools. Need to drastically improve Pelican Bay.
- Too much residential & high-density residential development.
- Urban sprawl to E of I-35. You are ruining this area.
- You are going to need to better develop a sense of community because you're building too many multi-residential housing units.

Commercial Development

- Ability to draw visitors for entertainment and retail from other portions of the metro
- Adding nightlife venues that compete with Midtown, OKC.
- Balancing the need for revenue in rate of commercial development.
- Edmond needs more comm'l development such as family entertainment retail, etc. Now, everyone drives to OKC for these things.
- Making downtown young & fun to go to, would increase sales tax revenue

- loosing all our 30 year old exes to Bricktown midtown & Nichols north.
- More grocery stores.
- More retail, less apartments & searching housing.
- Need a whole foods and a Costco! in a community as upside as this, please !
- Need more good retail growth North.
- Quality downtown development. Install underground utilities for heard on hurd; generators too load.
- Quality use of our valuable commercial land.

- Restaurant retail development along East Edmond corridor.
- Retail development - Need to develop I-35.
- We need more clothing stores for women.

Infrastructure

- Facilities for growth.
- Improving infrastructure.
- infrastructure
- Infrastructure - Edmond waits till neighborhoods are built before building roads - Roads are too crowded.
- Infrastructure - i.e. Traffic Management & Commercial support for expanding residential developments.
- Infrastructure not being able to keep up with growth.
- Infrastructure of utilities & road with expansion east of I-35.
- Infrastructure to keep with pace of city's growth.
- Infrastructure updates.
- Infrastructure/ keeping taxes as they are.
- Keeping infrastructure in pace with growth
- Maintenance of Infrastructure
- Managing basic infrastructure of city in light of high growth.
- Transportation infrastructure & growth.

Water/Utilities

- Allow residence to pay city utility bill in advance of due date for the due date.
- Cost of water.
- Good water.
- Improvement of power reliability!
- Improving water meter "Readings". Stop guessing and start reading our water meters.
- Increasing utilities rates
- Keeping the cost of utilities down.
- Managing utility quality is primary.
- Power loss every time it runs. Ridiculous!
- Public water.
- cutting utility expense and property tax
- Regulating cost of electrical (& other city services) to best realistic low rate for senior citizens on fixed income!
- This probably isn't the biggest issue but it would be great if we could get all of our power lines buried. Parks and walking trails are great but so is power is an ice storm.
- Utility bills are too high.
- Water and Education.
- Water quality, quality of life upkeep.
- Water treatment facilities, poor water!
- Water=Roads=Traffic.

Taxes/Government

- budget management
- Budget.
- Capability to manage with funds taken in. Relook to change contract for police fire and city too many pay raises, private and do not get raise.
- Economic development bringing in tax revenue balanced with keeping streets passable.
- Edmond loses massive sales tax revenue by not having premier Mall. Bike lanes on selected roads why give it to Quail or Penn Square mall?? Manstaining image while expanding. Capture more sale tax

- revenue, Need upscale mall. Bike lanes on sorghum mill, covell, coffee creek.
- Further development of tax base (commercial / retail).
- Honesty in government.
- Keeping money in Edmond for taxes, etc.

- Keeping taxes fair.
- Leadership / zoning issues.
- Lowering taxes but keeping quality.
- Properly using tax revenue to keep citizens safe educated and healthy.
- Sales tax.
- Taxes.

Other

- Affordable housing.
- Aging neighborhoods-maintaining value.
- Appearance of older neighborhoods & buildings.
- Bike trails, traffic, education.
- Biking trails needed throughout the city, traffic issues in general.
- Biodiversity of landscaping and education on home gardening
- Canada (damn then) (Obama care).
- Can't help here. I live in a retirement community.
- Caring for the poverty stricken and sexually molested children.
- Christmas parade awfull.
- City that caters to an active healthy lifestyle - On a daily basis.
- Construction times.
- Continuing to build new neighborhoods on every square inch of Edmond! Need dedicated green spaces (parks) retail, commercial properties, but not a new bank /gas station on every corner, especially in west Edmond.
- Cost of living is outrageous for the quality of life. Edmond electric and water must go away or find ways to reduce the bills.If not soem families cannot afford to live here.
- Cost of living.
- Cost of services and quality of roads.
- Creating & expanding running & bike paths to get people & bikes off the road.
- Customer service is your offices and utilities.
- Cutting the cost of living.

- Decreasing diversity & bad roads.
- Donald Trump/dump Trump!
- Down turn in oil industry.
- Downtown in economy, influx of migrants.
- Earthquake, school funding, limiting/beautifying commercial development.
- Earthquake.
- Earthquakes - traffic flow.
- Earthquakes - Education, cuts will crumble this state's economy, but that's a state-wide issue.
- Ease of non car transportation (walking, biking, etc).
- Economic development
- Economic growth.
- Economic health.
- Economic stability.
- Economy
- economy
- Economy.
- Ensure every person's legal rights are upheld.
- Entertainment.
- Expense cost of living - Residents/owners.
- Fostering active lifestyles
- Good housing at a reasonable rate.
- Health and wellness.
- Home growth.
- Home values.
- houses are too high
- Housing density & quality of school.
- Housing.
- If Clinton is elected president.

- Illegal immigration.
- I'm not sure but I can say Edmond is a great place to live.
- ISIS.
- Keep up walk the most important things and do the best you can. So we do our best also.
- Keeping essential city services ahead of growth.
- Lack of headmen to zoning pond-change made to accommodate good of boys!
- Library parking & traffic flow.
- loss of woodlands and native habitat
- Lot prices, availability of land for building.
- Maintaining a strong economy.
- Maintaining current quality of life in this challenging, energy dried economy.
- Maintaining quality of the space we have and maintaining high end housing and space we have.
- Maintaining the quality living end improving city at a reasonable cost.
- Make people take care of the outside of there property. My neighborhood used to be nice. looks like a shit hole now! I'm ready to move!
- Medical, fire, police protection.
- Middle class citizens & their economic inducement.
- Need more work on parks/ recreation quality of restaurants.
- Need to pay more attention to the school zone especially in apartment area.
- Need to please limit variances lot sizes of new neighborhoods no super densely populated neighborhoods.
- Not having bike lanes and better public need more transportation.
- Obesity. Be an example to OK
- Outdoor entertainment at parks need arcadia trails.
- Parking & water.
- People who do not take pride in their dwellings. The City is doing a good job on everything else!
- Please make an effoet to re-route thr train that runs through 15, 33rd, Memorial, Kelly, 122nd
- Preserving the trees green belts etc. that make Edmond unique and pretty by limiting commercial development.
- Price of living in Edmond is very high compared to surrounding cities.
- Public health and traffic.
- Public transportation.
- Public Transportation.
- Quality of life. It's not a pretty place, either
- Rate of residential expansion vs wear & tear on roads & overcrowding in the schools. Needs more sidewalks on major streets so people aren't walking in the road!
- Religious freedom.
- Residential development 4 traffic flow in the city.
- Residential growth.
- retaining greenspace
- Retirement housing-gated-activity-away from train-additions.
- Rising costs are making people move.
- Steeple chase addition. They are financially broke and continue to harass homeowners for money.
- Taking care of senior needs.
- Teenage drug abuse.
- The aging population who are still in their homes-their needs.
- The economic downturn of oil & gas affects residents.
- The overall up keep of all developments-protection & patrol of all neighborhoods not just the ones w/money!
- This is important to me-more improving current equestrian trails so i don't have to trailer 50 miles one way to still water or Prague.

- To many apartment, reduce home values.
- Too much destroying of forested areas with destruction of community housing areas with trees.
- Transportation / access from east to west side (and vice versa).
- Transportation network to me preview for a snow city a get growths residential but a sue city inquiry go up & over!
- Trees being cut down too much housing/ retail development.
- Uncertainty.
- We love living in Edmond!
- We need more entertainment/along I-35 & 15th Area similar to Norman & Quails Springs!
- What are your restrictions on AIRBAB. Our neighbour (IPR gates) doesn't like all these strange cars & people.
- Wholesome places to go when it is hot/ way to recycle yard (waste) debris (kills me to put hit in the trash).
- Zoning - Issues as neighborhoods encroached by supermarket or storage units.
- Zoning - not staying with original plan - allowing variances - the big red mountain on I 35 - for too many years.
- Zoning.

Appendix D: Selected Survey Results by Respondent Characteristics

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,085 completed surveys). For comparisons by Ward, the margin of error rises to approximately plus or minus seven percentage points; however, the margin of error for comparisons between zip codes is plus or minus 28 percentage points. Therefore, differences in ratings among zip codes should be interpreted cautiously even though statistical testing was performed.

Comparisons by Ward and Zip Code

- Several differences were noted within community characteristics ratings. Resident who lived in Ward 2 tended to score these items lower than residents from other areas of the city, including ease of walking, availability of paths and walking trails, public places were people want to spend time, availability of affordable quality housing, the vibrancy of the downtown/commercial area and the overall quality of new development in Edmond.
- Ward 2 respondents were more likely to give lower ratings to the quality of community aspects such as ease of obtaining City services, quality of Edmond’s electrical service and planning for commercial development, residential growth and roads and highways. Ward 3 participants were more likely to give excellent or good marks to the quality of Edmond’s roads and highways, planning for adequate water supplies and driving around the city than their counterparts.
- Participants from Ward 1 were less likely to report that they felt very or somewhat safe in their neighborhoods during the day than those from Wards 2, 3 or 4.
- When asked about Edmond’s water supply, Ward 4 residents were more pleased with the adequacy of the supply and with the water pressure than residents living in other areas of the city.
- For aspects of government performance, Ward 2 residents tended to give lower ratings to most aspects, including the value of services for taxes paid, the overall direction of the City, confidence in government and treating all residents fairly compared to others. However, Ward 3 residents were less likely to award high scores to the City of Edmond being honest than their counterparts.
- Participants who lived in Ward 4 placed higher importance on the overall feeling of safety as a focus area for the city while those from Ward 3 tended to feel that opportunities for education and enrichment were less important than residents from the other wards.

Table 56: Question 1 by Ward and Zip Code

Please rate each of the following aspects of quality of life in Edmond. (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Edmond as a place to live	95%	95%	96%	97%	94%	99%	95%	100%	100%	65%	96%
Your neighborhood as a place to live	81%	92%	91%	90%	83%	93%	87%	93%	100%	83%	88%
Edmond as a place to raise children	95%	96%	95%	96%	94%	98%	96%	98%	100%	83%	96%
Edmond as a place to work	86%	83%	78%	82%	82%	82%	83%	91%	82%	64%	82%
Edmond as a place to retire	85%	75%	78%	86%	83%	81%	79%	91%	86%	70%	81%
Overall quality of life in Edmond	94%	95%	91%	94%	94%	94%	94%	100%	91%	78%	94%

Table 57: Question 2 by Ward and Zip Code

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Overall feeling of safety in Edmond	89%	93%	97%	97%	94%	98%	91%	100%	100%	83%	94%
Overall ease of getting to the places you usually have to visit	62%	51%	66%	46%	49%	68%	53%	58%	55%	48%	56%
Quality of overall natural environment in Edmond	89%	80%	86%	84%	87%	88%	81%	83%	90%	81%	85%
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	74%	74%	81%	83%	79%	82%	71%	92%	90%	73%	78%
Health and wellness opportunities in Edmond	87%	87%	86%	87%	88%	86%	84%	88%	97%	98%	87%
Overall opportunities for education and enrichment	90%	84%	89%	94%	91%	88%	86%	95%	99%	100%	89%
Overall economic health of Edmond	90%	86%	90%	92%	91%	91%	87%	93%	96%	89%	90%
Sense of community	80%	68%	75%	74%	74%	76%	72%	74%	88%	52%	74%
Overall image or reputation of Edmond	90%	94%	91%	89%	90%	91%	92%	95%	85%	81%	91%

Table 58: Question 3 by Ward and Zip Code

How likely or unlikely are you to recommend living in Edmond to a friend or family member? (Percent very or somewhat likely)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
How likely or unlikely are you to recommend living in Edmond to a friend or family member?	97%	94%	96%	96%	94%	98%	96%	98%	98%	81%	96%

Table 59: Question 5 by Ward and Zip Code

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Traffic flow on major streets	30%	23%	32%	22%	21%	33%	28%	27%	28%	3%	27%
Ease of public parking	51%	50%	60%	52%	50%	60%	52%	66%	32%	55%	53%
Ease of travel by public transportation in Edmond	41%	36%	50%	35%	38%	47%	43%	41%	22%	13%	41%
Ease of travel by bicycle in Edmond	46%	30%	43%	31%	37%	43%	38%	43%	38%	0%	38%
Ease of walking in Edmond	63%	49%	64%	60%	59%	66%	55%	66%	69%	11%	60%
Availability of paths and walking trails	73%	59%	66%	72%	72%	70%	61%	72%	84%	52%	68%
Air quality	87%	89%	86%	86%	88%	86%	88%	88%	88%	65%	87%
Cleanliness of Edmond	89%	89%	93%	90%	91%	91%	88%	93%	93%	71%	90%
Public places where people want to spend time	77%	77%	87%	82%	83%	84%	77%	78%	84%	72%	81%
Variety of housing options	68%	87%	78%	82%	72%	82%	79%	89%	93%	72%	78%
Availability of affordable quality housing	51%	71%	57%	63%	53%	63%	63%	63%	91%	29%	61%
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	77%	82%	89%	86%	84%	79%	93%	95%	57%	84%
Recreational opportunities	78%	72%	76%	82%	78%	75%	73%	87%	88%	72%	77%
Public art displays	81%	75%	81%	83%	81%	83%	76%	88%	83%	71%	80%

Table 60: Question 6 by Ward and Zip Code

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Availability of affordable quality child care/preschool	81%	62%	65%	64%	66%	66%	68%	84%	79%	15%	68%
K-12 education	89%	86%	94%	94%	89%	96%	88%	98%	95%	97%	91%
Adult educational opportunities	80%	81%	80%	77%	78%	79%	80%	77%	93%	94%	79%
Opportunities to attend cultural/arts/music activities	71%	69%	72%	73%	73%	73%	70%	76%	65%	70%	72%
Employment opportunities	67%	66%	62%	64%	68%	63%	64%	73%	49%	37%	65%
Shopping opportunities	83%	69%	79%	77%	85%	75%	74%	88%	59%	59%	77%
Cost of living in Edmond	48%	59%	53%	58%	49%	56%	54%	67%	70%	56%	54%
Overall quality of business and service establishments in Edmond	84%	80%	87%	82%	84%	88%	83%	89%	83%	66%	84%
Availability of retail and service establishments in Edmond	82%	75%	87%	80%	81%	87%	79%	89%	76%	71%	81%
Vibrant downtown/commercial area	69%	55%	67%	67%	71%	66%	61%	70%	62%	44%	65%
Overall quality of new development in Edmond	82%	72%	77%	81%	82%	78%	73%	88%	85%	71%	78%
Opportunities to participate in social events and activities	73%	69%	73%	78%	76%	74%	68%	91%	83%	61%	73%

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Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Opportunities to volunteer	67%	79%	81%	84%	81%	79%	71%	95%	85%	93%	78%
Opportunities to participate in community matters	61%	71%	71%	77%	67%	72%	67%	88%	82%	43%	70%
Openness and acceptance of the community toward people of diverse backgrounds	65%	64%	66%	64%	63%	68%	66%	73%	57%	16%	64%
Neighborliness of residents in Edmond	65%	68%	66%	69%	64%	70%	65%	85%	76%	48%	67%

Table 61: Question 7 by Ward and Zip Code

Please rate the quality of each of the following in regards to the City of Edmond. (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Communicating with City personnel	66%	72%	69%	72%	65%	72%	71%	89%	71%	49%	70%
Ease of obtaining City services	75%	71%	81%	79%	75%	81%	75%	85%	79%	88%	77%
Ease of working with City personnel	75%	70%	79%	73%	70%	81%	74%	86%	69%	58%	74%
Quality of Edmond's administrative buildings	81%	75%	86%	87%	86%	82%	77%	92%	89%	76%	82%
Quality of Edmond's recreational facilities & parks	88%	83%	93%	93%	92%	88%	85%	98%	94%	100%	89%
Quality of Edmond's roads and highways	53%	47%	60%	53%	50%	66%	49%	60%	47%	36%	53%
Quality of Edmond's electrical service	73%	73%	82%	83%	80%	84%	72%	87%	79%	76%	78%
Planning for adequate water supplies	75%	77%	88%	82%	80%	84%	77%	89%	83%	95%	80%
Planning for commercial development	74%	55%	78%	76%	77%	76%	61%	80%	83%	50%	71%
Planning for recreational areas	77%	68%	82%	80%	81%	79%	70%	88%	88%	68%	77%
Planning for residential growth	71%	56%	76%	80%	76%	77%	62%	86%	76%	36%	71%
Planning for roads and highways	48%	39%	60%	45%	46%	61%	42%	66%	38%	39%	48%
Commercial and retail development in Edmond	72%	63%	78%	77%	74%	77%	66%	84%	73%	87%	72%
Driving around Edmond	46%	40%	50%	38%	39%	54%	42%	49%	28%	38%	43%
Residential growth in Edmond	81%	73%	87%	84%	83%	87%	75%	91%	88%	57%	81%
Your sense of personal safety in Edmond	91%	92%	95%	94%	92%	96%	92%	98%	95%	100%	93%

Table 62: Question 8 by Ward and Zip Code

Please rate how safe or unsafe you feel: (Percent very safe or somewhat safe)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
In your neighborhood during the day	93%	98%	97%	99%	93%	99%	97%	100%	100%	100%	97%
In Edmond's commercial areas during the day	96%	97%	94%	96%	93%	98%	97%	96%	96%	83%	97%

Table 63: Question 11 by Ward and Zip Code

Please rate the following aspects of the water supply provided by the City of Edmond. (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Adequate water supply	93%	90%	93%	97%	94%	98%	89%	100%	91%	91%	93%
Adequate water pressure	86%	86%	88%	93%	88%	90%	86%	97%	84%	91%	88%

Table 64: Question 12 by Ward and Zip Code

Please rate the quality of each of the following City services. (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Bulletins in Edmond utility bills	81%	77%	81%	85%	85%	82%	78%	83%	80%	64%	81%
Edmond Cable Channel 20	73%	60%	84%	75%	78%	78%	69%	72%	93%	47%	74%
Emergency communications	88%	84%	87%	89%	87%	87%	86%	93%	93%	71%	87%
The City's Web site (http://www.edmondok.com)	78%	67%	77%	78%	81%	75%	70%	81%	76%	38%	75%
Emergency response by Ambulance	84%	88%	89%	86%	91%	88%	84%	96%	80%	31%	86%
Fire prevention	90%	92%	92%	93%	95%	92%	90%	100%	95%	25%	92%
Fire/Life safety education	87%	87%	87%	89%	86%	90%	88%	95%	97%	17%	87%
Emergency response by Fire	95%	98%	96%	93%	96%	93%	98%	100%	100%	62%	95%
Other Fire Department services	91%	96%	94%	93%	97%	91%	94%	99%	90%	60%	93%
Crime prevention	78%	89%	87%	84%	82%	89%	83%	90%	95%	53%	84%
Traffic enforcement	73%	74%	70%	78%	80%	68%	74%	77%	67%	64%	74%
Investigation of crime	74%	80%	75%	74%	76%	81%	74%	82%	84%	25%	76%
Emergency response by Police	80%	91%	86%	85%	85%	88%	86%	93%	89%	33%	86%
Animal services	63%	81%	83%	81%	77%	81%	73%	79%	100%	21%	76%
Other Police Department services	83%	92%	82%	89%	86%	90%	86%	89%	90%	33%	86%
Enforcement of building codes	80%	68%	71%	70%	79%	70%	73%	85%	46%	41%	72%
Enforcement of zoning codes	74%	58%	68%	73%	78%	63%	66%	73%	63%	22%	68%
Cemetery (Gracelawn)	89%	94%	94%	88%	92%	91%	93%	93%	97%	41%	91%
Cultural & social activities	77%	81%	80%	76%	79%	78%	81%	80%	67%	66%	78%
Public library services	87%	90%	91%	91%	92%	92%	88%	96%	95%	59%	90%
Recreational facilities	88%	80%	87%	88%	87%	88%	83%	89%	93%	76%	86%
Recreational programs	78%	76%	83%	88%	83%	83%	78%	95%	94%	74%	82%
Arcadia Lake Police patrol	74%	86%	84%	83%	83%	77%	83%	99%	94%	94%	81%
Arcadia Lake beaches and services	55%	65%	63%	72%	63%	56%	65%	91%	87%	63%	63%
Kickingbird Golf Course	83%	94%	89%	94%	93%	89%	91%	99%	94%	76%	90%
Kickingbird Tennis	88%	86%	92%	87%	95%	91%	87%	86%	84%	76%	88%

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Please rate the quality of each of the following City services. (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Museums (Historical)	75%	85%	79%	77%	80%	78%	80%	85%	88%	31%	79%
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	95%	91%	91%	92%	92%	93%	91%	99%	97%	71%	92%
Urban Forestry (includes public trees, street median landscaping, etc.)	90%	77%	77%	79%	84%	77%	82%	92%	80%	52%	81%
Senior Citizen Center	92%	92%	86%	87%	93%	80%	94%	92%	97%	29%	90%
Public transportation	64%	58%	59%	61%	71%	59%	54%	75%	72%	18%	61%
Trash collection	89%	91%	89%	87%	89%	85%	91%	92%	95%	74%	89%
Recycle bin collection	81%	87%	85%	87%	86%	82%	86%	89%	94%	71%	85%
Storm water drainage (street flooding control)	67%	65%	77%	73%	69%	78%	66%	83%	78%	65%	71%
Current roads and highways	50%	43%	51%	48%	47%	55%	46%	58%	41%	34%	48%
Street maintenance	51%	44%	56%	52%	47%	58%	49%	65%	54%	35%	51%
Current traffic signals and signs	63%	53%	69%	69%	65%	70%	57%	80%	69%	54%	64%
Water line maintenance	75%	80%	89%	84%	82%	86%	80%	92%	84%	74%	82%
Water treatment	75%	81%	91%	85%	81%	90%	80%	93%	85%	77%	83%
Tap water	75%	78%	75%	80%	75%	75%	78%	89%	88%	50%	77%
Edmond Electric	78%	75%	84%	77%	77%	84%	77%	80%	77%	58%	79%

Table 65: Question 13 by Ward and Zip Code

Please rate the overall quality of services provided by the City of Edmond. (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Please rate the overall quality of services provided by the City of Edmond.	87%	86%	91%	94%	92%	91%	86%	97%	95%	80%	89%

Table 66: Question 16 by Ward and Zip Code

Please rate the following categories of Edmond government performance: (Percent excellent or good)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
The value of services for the sales taxes paid to Edmond	72%	64%	76%	74%	69%	77%	67%	79%	87%	62%	72%
The overall direction that Edmond is taking	86%	69%	79%	88%	85%	81%	74%	91%	92%	72%	81%
The job Edmond government does at welcoming citizen involvement	53%	64%	64%	72%	62%	66%	60%	79%	81%	48%	63%
Overall confidence in Edmond government	67%	60%	72%	77%	71%	74%	61%	86%	88%	50%	69%
Generally acting in the best interest of the community	72%	65%	77%	81%	75%	77%	68%	88%	91%	65%	74%
Being honest	64%	66%	80%	76%	66%	80%	69%	89%	88%	60%	72%
Treating all residents fairly	65%	63%	75%	74%	68%	77%	64%	78%	85%	49%	70%

Table 67: Question 17 by Ward and Zip Code

To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service? (Percent strongly agree or somewhat agree)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service?	75%	74%	82%	79%	75%	85%	73%	89%	89%	63%	78%

Table 68: Question 18 by Ward and Zip Code

Please rate how important, if at all, you think it is for the Edmond community to focus on each of the following in the coming two years: (Percent essential or very important)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Overall feeling of safety in Edmond	92%	92%	87%	96%	93%	89%	93%	95%	97%	76%	92%
Overall ease of getting to the places you usually have to visit	89%	93%	89%	91%	90%	90%	92%	91%	94%	91%	90%
Quality of overall natural environment in Edmond	81%	82%	80%	78%	80%	79%	81%	81%	76%	84%	80%
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	80%	77%	75%	74%	75%	73%	80%	76%	72%	87%	77%
Health and wellness opportunities in Edmond	81%	78%	72%	75%	73%	72%	80%	77%	76%	98%	76%
Overall opportunities for education and enrichment	85%	83%	78%	87%	84%	79%	82%	85%	94%	91%	83%
Overall economic health of Edmond	87%	88%	89%	91%	86%	91%	88%	83%	100%	91%	89%
Sense of community	81%	76%	81%	83%	83%	78%	78%	83%	82%	100%	80%

Table 69: Question 19 by Ward and Zip Code

The City of Edmond is working to identify a list of potential new projects or improvements for the community. How important to you, if at all, is it that the City focus on developing or improvements in each of the following? (Percent essential or very important)	Ward				Zip code						Overall
	Ward 1	Ward 2	Ward 3	Ward 4	73003	73013	73034	73012	73025	Other	
Sports fields and courts	37%	42%	47%	44%	43%	49%	41%	37%	42%	9%	43%
Major roadway and traffic signal improvements	91%	88%	92%	93%	91%	91%	89%	99%	94%	100%	91%
Public parks and greenways	77%	72%	78%	80%	76%	78%	76%	84%	73%	74%	77%
Bicycle and pedestrian trails	66%	58%	69%	62%	63%	69%	62%	66%	51%	70%	64%
Downtown parking	56%	57%	52%	52%	50%	54%	58%	63%	45%	49%	54%
Public library facilities	61%	54%	57%	59%	58%	55%	57%	66%	57%	60%	58%
Performing arts center	50%	43%	48%	44%	44%	48%	48%	50%	41%	33%	46%

Comparisons by Gender, Age, Housing Tenure and Housing Unit

- Respondents who were female, those over the age of 35, homeowners or residents who lived in detached housing were more likely to award excellent or good ratings to the overall quality of life in the City of Edmond than their counterparts.
- When differences were significant, female respondents and those over the age of 55 tended to give more favorable scores to aspects of community, such as overall ease of getting to places they usually have to visit, overall natural environment, health and wellness opportunities and Edmond's overall image or reputation.
- Within City services, females gave higher ratings to all services where differences between gender differed significantly. Within these items, renters were more likely to favorably evaluate emergency communications, the City's web site, museums, parks, public transportation and street maintenance, while homeowners tended to award higher marks to public library services, the Kickingbird Golf Course, trash and recycle bin collection, tap water and Edmond Electric than other residents.
- The overall quality of services provided by the City of Edmond was most likely to be scored as excellent or good by females, older residents, those who own their own homes and those who live in detached housing.
- Nearly all government performance measures were rated less positively by male respondents, those who rented their residences and individuals who lived in attached housing.
- Regarding resident priorities for the next two years, respondents who lived in detached housing placed higher importance on the overall feeling of safety, ease of getting to the places they usually have to visit, built environment, economic health and sense of community than their counterparts. On the other hand, participants who lived in attached housing were more likely to prioritize health and wellness opportunities as a focus area for Edmond.
- When asked to identify the importance of potential new projects, male residents awarded more essential or very important ratings to sports fields and courts, while women indicated that bicycle and pedestrian trails, downtown parking, public library facilities and a performing arts center would be important projects for consideration. Younger residents were less likely to deem major roadway and traffic signal improvements as at least very important, while residents over the age of 55 placed high importance on downtown parking and public library facilities.

Table 70: Question 1 by Gender, Age, Housing Tenure and Housing Unit

Please rate each of the following aspects of quality of life in Edmond. (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Edmond as a place to live	97%	94%	95%	94%	97%	97%	93%	97%	91%	96%
Your neighborhood as a place to live	87%	90%	83%	90%	91%	92%	78%	90%	78%	88%
Edmond as a place to raise children	96%	95%	95%	95%	96%	97%	92%	97%	89%	96%
Edmond as a place to work	86%	77%	78%	81%	87%	83%	80%	84%	74%	82%
Edmond as a place to retire	87%	75%	75%	79%	87%	83%	75%	83%	72%	81%
Overall quality of life in Edmond	97%	91%	89%	96%	96%	95%	91%	95%	87%	94%

Table 71: Question 2 by Gender, Age, Housing Tenure and Housing Unit

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Overall feeling of safety in Edmond	94%	95%	93%	95%	93%	96%	90%	95%	89%	94%
Overall ease of getting to the places you usually have to visit	60%	50%	50%	51%	67%	56%	55%	57%	52%	56%
Quality of overall natural environment in Edmond	90%	79%	78%	87%	90%	84%	87%	85%	82%	85%
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	84%	72%	74%	78%	82%	77%	80%	78%	76%	78%
Health and wellness opportunities in Edmond	89%	84%	77%	89%	93%	87%	86%	88%	81%	87%
Overall opportunities for education and enrichment	91%	88%	85%	89%	94%	88%	92%	89%	88%	89%
Overall economic health of Edmond	92%	88%	87%	92%	90%	91%	87%	91%	82%	90%
Sense of community	80%	67%	62%	79%	80%	75%	71%	75%	67%	74%
Overall image or reputation of Edmond	95%	86%	87%	92%	94%	91%	90%	91%	87%	91%

Table 72: Question 3 by Gender, Age, Housing Tenure and Housing Unit

How likely or unlikely are you to recommend living in Edmond to a friend or family member? (Percent very or somewhat likely)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
How likely or unlikely are you to recommend living in Edmond to a friend or family member?	96%	95%	96%	95%	96%	97%	94%	97%	92%	96%

Table 73: Question 5 by Gender, Age, Housing Tenure and Housing Unit

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Traffic flow on major streets	28%	25%	27%	25%	29%	27%	25%	27%	25%	27%
Ease of public parking	56%	49%	57%	56%	46%	53%	52%	54%	49%	53%
Ease of travel by public transportation in Edmond	44%	38%	23%	49%	47%	39%	46%	39%	48%	41%
Ease of travel by bicycle in Edmond	38%	40%	31%	39%	46%	36%	43%	39%	33%	38%
Ease of walking in Edmond	63%	56%	48%	61%	69%	60%	57%	61%	53%	60%
Availability of paths and walking trails	70%	66%	62%	68%	73%	68%	69%	68%	65%	68%
Air quality	86%	88%	80%	91%	89%	89%	82%	88%	83%	87%
Cleanliness of Edmond	92%	88%	88%	91%	91%	90%	91%	90%	89%	90%
Public places where people want to spend time	83%	78%	81%	76%	86%	80%	82%	81%	78%	81%
Variety of housing options	77%	80%	77%	81%	77%	83%	66%	81%	66%	78%
Availability of affordable quality housing	55%	67%	54%	65%	62%	69%	37%	65%	38%	61%
Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	82%	75%	87%	88%	85%	80%	85%	78%	84%
Recreational opportunities	82%	71%	69%	78%	82%	78%	72%	79%	63%	77%
Public art displays	84%	76%	72%	84%	83%	81%	76%	82%	70%	80%

Table 74: Question 6 by Gender, Age, Housing Tenure and Housing Unit

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Availability of affordable quality child care/preschool	72%	64%	60%	66%	80%	70%	60%	68%	63%	68%
K-12 education	91%	92%	87%	92%	93%	92%	86%	92%	87%	91%
Adult educational opportunities	80%	79%	74%	79%	84%	80%	76%	80%	74%	79%
Opportunities to attend cultural/arts/music activities	77%	65%	72%	70%	74%	72%	70%	73%	65%	72%
Employment opportunities	68%	62%	71%	62%	62%	64%	68%	65%	64%	65%
Shopping opportunities	79%	74%	75%	78%	77%	77%	78%	77%	75%	77%
Cost of living in Edmond	54%	55%	41%	60%	61%	62%	33%	58%	34%	54%
Overall quality of business and service establishments in Edmond	86%	82%	84%	83%	85%	84%	83%	85%	77%	84%
Availability of retail and service establishments in Edmond	82%	80%	80%	83%	80%	81%	81%	82%	76%	81%
Vibrant downtown/commercial area	72%	57%	59%	70%	65%	66%	63%	68%	52%	65%
Overall quality of new development in Edmond	83%	73%	76%	78%	81%	80%	73%	81%	63%	78%
Opportunities to participate in social events and activities	78%	69%	63%	79%	77%	78%	61%	78%	53%	73%

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Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Opportunities to volunteer	77%	79%	69%	79%	84%	79%	73%	79%	68%	78%
Opportunities to participate in community matters	74%	65%	64%	73%	71%	73%	61%	73%	53%	70%
Openness and acceptance of the community toward people of diverse backgrounds	63%	68%	65%	62%	68%	64%	66%	66%	60%	64%
Neighborliness of residents in Edmond	66%	69%	60%	70%	71%	71%	56%	69%	58%	67%

Table 75: Question 7 by Gender, Age, Housing Tenure and Housing Unit

Please rate the quality of each of the following in regards to the City of Edmond. (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Communicating with City personnel	74%	66%	57%	72%	80%	73%	61%	71%	65%	70%
Ease of obtaining City services	83%	71%	68%	80%	82%	79%	70%	79%	66%	77%
Ease of working with City personnel	81%	68%	68%	76%	79%	75%	74%	75%	70%	74%
Quality of Edmond's administrative buildings	88%	77%	73%	82%	90%	83%	79%	84%	73%	82%
Quality of Edmond's recreational facilities & parks	91%	87%	86%	89%	92%	90%	86%	91%	81%	89%
Quality of Edmond's roads and highways	55%	51%	61%	52%	48%	51%	57%	53%	54%	53%
Quality of Edmond's electrical service	79%	78%	71%	81%	82%	81%	69%	80%	67%	78%
Planning for adequate water supplies	84%	76%	78%	81%	82%	80%	80%	80%	80%	80%
Planning for commercial development	76%	65%	74%	69%	70%	68%	79%	69%	79%	71%
Planning for recreational areas	83%	71%	72%	78%	82%	77%	78%	77%	77%	77%
Planning for residential growth	75%	67%	76%	66%	73%	69%	77%	70%	73%	71%
Planning for roads and highways	52%	44%	48%	47%	50%	47%	50%	48%	46%	48%
Commercial and retail development in Edmond	76%	69%	74%	72%	71%	71%	76%	73%	71%	72%
Driving around Edmond	45%	41%	43%	42%	46%	41%	48%	43%	45%	43%
Residential growth in Edmond	84%	79%	80%	80%	85%	80%	84%	81%	80%	81%
Your sense of personal safety in Edmond	92%	94%	96%	92%	92%	94%	91%	93%	92%	93%

Table 76: Question 8 by Gender, Age, Housing Tenure and Housing Unit

Please rate how safe or unsafe you feel: (Percent very safe or somewhat safe)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
In your neighborhood during the day	97%	96%	96%	97%	97%	98%	94%	97%	95%	97%
In Edmond's commercial areas during the day	96%	95%	96%	96%	96%	97%	93%	97%	93%	96%

Table 77: Question 11 by Gender, Age, Housing Tenure and Housing Unit

Please rate the following aspects of the water supply provided by the City of Edmond. (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Adequate water supply	95%	91%	93%	94%	93%	93%	94%	93%	93%	93%
Adequate water pressure	91%	86%	85%	90%	90%	91%	82%	91%	77%	88%

Table 78: Question 12 by Gender, Age, Housing Tenure and Housing Unit

Please rate the quality of each of the following City services. (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Bulletins in Edmond utility bills	89%	71%	66%	84%	88%	82%	79%	83%	72%	81%
Edmond Cable Channel 20	82%	68%	68%	77%	77%	74%	75%	75%	72%	74%
Emergency communications	90%	85%	83%	89%	90%	87%	88%	88%	85%	87%
The City's Web site (http://www.edmondok.com)	81%	69%	69%	77%	81%	73%	81%	74%	79%	75%
Emergency response by Ambulance	92%	81%	75%	83%	95%	87%	85%	88%	81%	86%
Fire prevention	95%	90%	89%	92%	94%	92%	91%	92%	89%	92%
Fire/Life safety education	90%	86%	78%	92%	88%	87%	88%	88%	85%	87%
Emergency response by Fire	97%	95%	92%	95%	98%	95%	96%	96%	94%	95%
Other Fire Department services	95%	92%	89%	94%	95%	93%	93%	94%	89%	93%
Crime prevention	83%	86%	80%	87%	85%	87%	78%	85%	80%	84%
Traffic enforcement	76%	72%	68%	77%	75%	76%	68%	75%	68%	74%
Investigation of crime	78%	73%	68%	77%	82%	76%	75%	75%	78%	76%
Emergency response by Police	89%	82%	76%	86%	93%	87%	81%	86%	81%	86%
Animal services	79%	73%	67%	84%	77%	78%	71%	77%	71%	76%
Other Police Department services	90%	83%	82%	90%	86%	89%	77%	88%	73%	86%
Enforcement of building codes	77%	68%	71%	74%	72%	72%	72%	72%	69%	72%

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Please rate the quality of each of the following City services. (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Enforcement of zoning codes	75%	63%	68%	69%	70%	68%	68%	68%	68%	68%
Cemetery (Gracelawn)	93%	89%	90%	95%	88%	90%	92%	92%	87%	91%
Cultural & social activities	84%	72%	74%	79%	83%	79%	77%	79%	73%	78%
Public library services	92%	87%	85%	91%	94%	92%	83%	92%	80%	90%
Recreational facilities	88%	84%	83%	84%	90%	88%	80%	87%	76%	86%
Recreational programs	82%	81%	74%	82%	87%	85%	72%	84%	70%	82%
Arcadia Lake Police patrol	86%	77%	68%	88%	86%	82%	80%	82%	79%	81%
Arcadia Lake beaches and services	69%	58%	56%	61%	78%	63%	65%	64%	59%	63%
Kickingbird Golf Course	91%	90%	84%	94%	91%	93%	81%	92%	78%	90%
Kickingbird Tennis	89%	88%	92%	87%	88%	88%	91%	88%	91%	88%
Museums (Historical)	86%	70%	71%	81%	82%	76%	87%	78%	85%	79%
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	96%	88%	89%	94%	94%	92%	94%	93%	90%	92%
Urban Forestry (includes public trees, street median landscaping, etc.)	87%	75%	78%	83%	83%	80%	84%	81%	80%	81%
Senior Citizen Center	91%	87%	83%	89%	92%	89%	91%	89%	90%	90%
Public transportation	71%	52%	52%	63%	67%	56%	71%	59%	69%	61%
Trash collection	92%	86%	85%	88%	94%	90%	85%	90%	84%	89%
Recycle bin collection	89%	81%	78%	85%	92%	88%	74%	87%	72%	85%
Storm water drainage (street flooding control)	72%	69%	65%	73%	74%	73%	66%	73%	62%	71%
Current roads and highways	51%	45%	54%	48%	45%	46%	55%	47%	55%	48%
Street maintenance	53%	48%	56%	50%	47%	50%	54%	50%	57%	51%
Current traffic signals and signs	68%	59%	65%	63%	64%	64%	64%	65%	57%	64%
Water line maintenance	84%	80%	83%	82%	83%	83%	80%	83%	78%	82%
Water treatment	85%	81%	81%	82%	86%	84%	80%	85%	75%	83%
Tap water	76%	78%	70%	80%	80%	82%	65%	80%	65%	77%
Edmond Electric	81%	76%	73%	78%	85%	81%	71%	80%	70%	79%

Table 79: Question 13 by Gender, Age, Housing Tenure and Housing Unit

Please rate the overall quality of services provided by the City of Edmond. (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Please rate the overall quality of services provided by the City of Edmond.	92%	87%	86%	89%	93%	91%	85%	91%	81%	89%

Prepared by National Research Center, Inc.

Table 80: Question 16 by Gender, Age, Housing Tenure and Housing Unit

Please rate the following categories of Edmond government performance: (Percent excellent or good)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
The value of services for the sales taxes paid to Edmond	78%	65%	64%	72%	78%	73%	67%	74%	60%	72%
The overall direction that Edmond is taking	84%	77%	82%	79%	82%	81%	81%	82%	74%	81%
The job Edmond government does at welcoming citizen involvement	67%	60%	49%	67%	72%	67%	52%	66%	46%	63%
Overall confidence in Edmond government	75%	65%	62%	71%	75%	71%	63%	72%	56%	69%
Generally acting in the best interest of the community	79%	69%	71%	74%	77%	76%	68%	76%	62%	74%
Being honest	76%	69%	63%	72%	80%	76%	62%	75%	57%	72%
Treating all residents fairly	73%	66%	65%	68%	76%	72%	63%	71%	59%	70%

Table 81: Question 17 by Gender, Age, Housing Tenure and Housing Unit

To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service? (Percent strongly agree or somewhat agree)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service?	80%	75%	77%	76%	80%	79%	73%	80%	66%	78%

Table 82: Question 18 by Gender, Age, Housing Tenure and Housing Unit

Please rate how important, if at all, you think it is for the Edmond community to focus on each of the following in the coming two years: (Percent essential or very important)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Overall feeling of safety in Edmond	94%	91%	88%	93%	95%	94%	88%	94%	83%	92%
Overall ease of getting to the places you usually have to visit	90%	91%	84%	94%	93%	93%	84%	92%	83%	90%
Quality of overall natural environment in Edmond	81%	78%	78%	82%	80%	80%	81%	81%	76%	80%
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	77%	76%	70%	79%	80%	78%	72%	79%	66%	77%
Health and wellness opportunities in Edmond	81%	71%	76%	70%	84%	75%	79%	75%	82%	76%
Overall opportunities for education and enrichment	88%	77%	85%	81%	84%	82%	84%	84%	80%	83%
Overall economic health of Edmond	90%	87%	83%	90%	92%	91%	82%	90%	79%	89%
Sense of community	85%	75%	72%	82%	86%	81%	77%	82%	71%	80%

Table 83: Question 19 by Gender, Age, Housing Tenure and Housing Unit

The City of Edmond is working to identify a list of potential new projects or improvements for the community. How important to you, if at all, is it that the City focus on developing or improvements in each of the following? (Percent essential or very important)	Gender		Age			Housing tenure		Housing unit type		Overall
	Female	Male	18-34	35-54	55+	Own	Rent	Detached	Attached	
Sports fields and courts	38%	49%	47%	41%	43%	41%	47%	43%	43%	43%
Major roadway and traffic signal improvements	90%	92%	81%	94%	96%	93%	86%	93%	83%	91%
Public parks and greenways	79%	74%	83%	75%	73%	77%	76%	78%	73%	77%
Bicycle and pedestrian trails	69%	58%	68%	66%	58%	63%	67%	63%	67%	64%
Downtown parking	61%	47%	46%	47%	70%	53%	57%	53%	61%	54%
Public library facilities	69%	44%	51%	57%	65%	54%	66%	57%	61%	58%
Performing arts center	53%	39%	49%	44%	48%	44%	52%	45%	51%	46%

Comparisons by Data Set

- Most aspects of quality of life and community were more likely to be highly rated by residents who had participated in the mailed, random survey data collection than those who opted to participate in the open online survey, including Edmond as a place to live, raise children, work and retire, overall quality of life, overall natural environment, overall economic health and sense of community.
- Several differences were also noted within community characteristics. Respondents of the open participation survey were less likely to award excellent or good marks to traffic flow, ease of travel by public transportation or walking, fitness or recreational opportunities, availability of affordable quality child care/preschool, employment opportunities, opportunities to volunteer and the openness and acceptance of the community toward people of diverse backgrounds.
- Residents who were mailed a survey were more likely to highly rate City services such as bulletins in Edmond utility bills, Cable Channel 20, emergency communications, traffic enforcement, Arcadia Lake Police patrol, Kickingbird Golf Course, museums, public transportation, trash and recycling collection, storm water drainage, current roads and highways and current traffic signals than their counterparts.
- Opt-in survey participants tended to rate the overall feeling of safety, health and wellness opportunities, overall opportunities for education and enrichment and sense of community as very important or essential priorities for the City of Edmond in the next two years.
- The potential projects for the City to focus on for development or improvements that were more important to respondents who had received a mailed survey were sports fields and courts, downtown parking, public library facilities and a performing arts center compared to other respondents.

Table 84: Question 1 by Data Set Results

Please rate each of the following aspects of quality of life in Edmond. (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Edmond as a place to live	96%	94%	95%
Your neighborhood as a place to live	90%	90%	90%
Edmond as a place to raise children	95%	93%	94%
Edmond as a place to work	84%	76%	80%
Edmond as a place to retire	83%	73%	78%
Overall quality of life in Edmond	95%	91%	93%

Table 85: Question 2 by Data Set Results

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Overall feeling of safety in Edmond	94%	93%	94%
Overall ease of getting to the places you usually have to visit	59%	43%	51%
Quality of overall natural environment in Edmond	86%	79%	83%
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	79%	67%	73%
Health and wellness opportunities in Edmond	89%	81%	85%
Overall opportunities for education and enrichment	90%	86%	88%
Overall economic health of Edmond	90%	87%	89%
Sense of community	76%	71%	74%
Overall image or reputation of Edmond	92%	85%	89%

Table 86: Question 3 by Data Set Results

How likely or unlikely are you to recommend living in Edmond to a friend or family member? (Percent very or somewhat likely)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
How likely or unlikely are you to recommend living in Edmond to a friend or family member?	93%	69%	82%

Table 87: Question 5 by Data Set Results

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Traffic flow on major streets	27%	19%	23%
Ease of public parking	51%	48%	50%
Ease of travel by public transportation in Edmond	41%	30%	36%
Ease of travel by bicycle in Edmond	38%	29%	34%
Ease of walking in Edmond	62%	48%	56%
Availability of paths and walking trails	69%	62%	66%
Air quality	88%	88%	88%
Cleanliness of Edmond	90%	90%	90%
Public places where people want to spend time	82%	77%	80%
Variety of housing options	79%	77%	78%
Availability of affordable quality housing	62%	56%	59%
Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	80%	83%
Recreational opportunities	79%	72%	76%
Public art displays	81%	78%	80%

Table 88: Question 6 by Data Set Results

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Availability of affordable quality child care/preschool	73%	64%	69%
K-12 education	91%	91%	91%
Adult educational opportunities	80%	77%	79%
Opportunities to attend cultural/arts/music activities	73%	69%	71%
Employment opportunities	63%	51%	57%
Shopping opportunities	77%	73%	75%
Cost of living in Edmond	59%	58%	58%
Overall quality of business and service establishments in Edmond	83%	82%	82%
Availability of retail and service establishments in Edmond	80%	76%	78%
Vibrant downtown/commercial area	64%	60%	62%
Overall quality of new development in Edmond	79%	72%	76%
Opportunities to participate in social events and activities	75%	72%	74%
Opportunities to volunteer	80%	74%	77%
Opportunities to participate in community matters	71%	67%	69%

Please rate each of the following characteristics as they relate to Edmond as a whole: (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Openness and acceptance of the community toward people of diverse backgrounds	64%	57%	61%
Neighborliness of residents in Edmond	70%	64%	67%

Table 89: Question 7 by Data Set Results

Please rate the quality of each of the following in regards to the City of Edmond. (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Communicating with City personnel	74%	68%	72%
Ease of obtaining City services	80%	75%	78%
Ease of working with City personnel	76%	70%	74%
Quality of Edmond's administrative buildings	84%	81%	83%
Quality of Edmond's recreational facilities & parks	90%	85%	88%
Quality of Edmond's roads and highways	51%	44%	48%
Quality of Edmond's electrical service	80%	77%	78%
Planning for adequate water supplies	81%	76%	79%
Planning for commercial development	68%	60%	65%
Planning for recreational areas	77%	68%	73%
Planning for residential growth	69%	58%	64%
Planning for roads and highways	47%	39%	44%
Commercial and retail development in Edmond	70%	68%	69%
Driving around Edmond	43%	28%	36%
Residential growth in Edmond	81%	75%	78%
Your sense of personal safety in Edmond	92%	89%	91%

Table 90: Question 8 by Data Set Results

Please rate how safe or unsafe you feel: (Percent very safe or somewhat safe)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
In your neighborhood during the day	97%	95%	96%
In Edmond's commercial areas during the day	96%	94%	95%

Table 91: Question 11 by Data Set Results

Please rate the following aspects of the water supply provided by the City of Edmond. (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Adequate water supply	93%	86%	90%
Adequate water pressure	90%	84%	87%

Table 92: Question 12 by Data Set Results

Please rate the quality of each of the following City services. (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Bulletins in Edmond utility bills	86%	74%	82%
Edmond Cable Channel 20	76%	65%	71%
Emergency communications	87%	83%	85%
The City's Web site (http://www.edmondok.com)	77%	68%	73%
Emergency response by Ambulance	91%	87%	89%
Fire prevention	93%	91%	92%
Fire/Life safety education	88%	83%	86%
Emergency response by Fire	96%	95%	96%
Other Fire Department services	93%	94%	94%
Crime prevention	85%	84%	84%
Traffic enforcement	75%	71%	73%
Investigation of crime	78%	78%	78%
Emergency response by Police	90%	89%	90%
Animal services	78%	75%	77%
Other Police Department services	88%	88%	88%
Enforcement of building codes	72%	70%	71%
Enforcement of zoning codes	69%	65%	67%
Cemetery (Gracelawn)	90%	90%	90%
Cultural & social activities	80%	77%	79%
Public library services	92%	92%	92%
Recreational facilities	87%	84%	86%
Recreational programs	83%	79%	82%
Arcadia Lake Police patrol	84%	78%	82%
Arcadia Lake beaches and services	68%	65%	66%
Kickingbird Golf Course	91%	84%	88%
Kickingbird Tennis	89%	84%	87%
Museums (Historical)	82%	76%	80%

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Please rate the quality of each of the following City services. (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	93%	91%	92%
Urban Forestry (includes public trees, street median landscaping, etc.)	82%	82%	82%
Senior Citizen Center	90%	89%	90%
Public transportation	62%	53%	58%
Trash collection	91%	87%	90%
Recycle bin collection	89%	86%	88%
Storm water drainage (street flooding control)	72%	62%	68%
Current roads and highways	46%	40%	44%
Street maintenance	50%	46%	48%
Current traffic signals and signs	64%	55%	60%
Water line maintenance	83%	82%	83%
Water treatment	85%	82%	84%
Tap water	79%	76%	78%
Edmond Electric	80%	77%	79%

Table 93: Question 13 by Data Set Results

Please rate the overall quality of services provided by the City of Edmond. (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Please rate the overall quality of services provided by the City of Edmond.	91%	86%	88%

Table 94: Question 16 by Data Set Results

Please rate the following categories of Edmond government performance: (Percent excellent or good)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
The value of services for the sales taxes paid to Edmond	75%	70%	73%
The overall direction that Edmond is taking	79%	71%	76%
The job Edmond government does at welcoming citizen involvement	67%	61%	64%
Overall confidence in Edmond government	72%	63%	68%
Generally acting in the best interest of the community	75%	65%	71%
Being honest	76%	66%	72%
Treating all residents fairly	71%	62%	67%

Table 95: Question 17 by Data Set Results

To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service? (Percent strongly agree or somewhat agree)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
To what extent do you agree or disagree that the City of Edmond is achieving its goal of providing trustworthy service?	79%	76%	78%

Table 96: Question 18 by Data Set Results

Please rate how important, if at all, you think it is for the Edmond community to focus on each of the following in the coming two years: (Percent essential or very important)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Overall feeling of safety in Edmond	94%	91%	93%
Overall ease of getting to the places you usually have to visit	93%	91%	92%
Quality of overall natural environment in Edmond	80%	77%	79%
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	79%	76%	77%
Health and wellness opportunities in Edmond	79%	68%	75%
Overall opportunities for education and enrichment	85%	80%	83%
Overall economic health of Edmond	92%	92%	92%
Sense of community	84%	80%	82%

Table 97: Question 19 by Data Set Results

The City of Edmond is working to identify a list of potential new projects or improvements for the community. How important to you, if at all, is it that the City focus on developing or improvements in each of the following? (Percent essential or very important)	Data Set		Overall
	Mailed, Scientific Results	Opt-in Online Results	
Sports fields and courts	42%	36%	40%
Major roadway and traffic signal improvements	94%	94%	94%
Public parks and greenways	75%	72%	74%
Bicycle and pedestrian trails	63%	66%	64%
Downtown parking	61%	51%	57%
Public library facilities	63%	55%	60%
Performing arts center	49%	43%	46%

Appendix E: Detailed Benchmark Comparisons

Comparison Data

National Research Center, Inc.'s (NRC) database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the Edmond Quality of Life Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. National and communities by size (populations between 60,000 and 100,000) combined with suburbs of similar median incomes with populations over 20,000 benchmark comparisons have been provided when similar questions on the Edmond Quality of Life Survey are included in NRC's database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, three columns are provided in the table. The first column is the rank assigned to Edmond's rating among communities where a similar question was asked. The second column is the number of communities that asked a similar question. The final column shows the comparison of Edmond's rating to the benchmark.

In that final column, Edmond's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by of City residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 98: Aspects of Quality of Life

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Edmond as a place to live	96%	58	365	Higher
Your neighborhood as a place to live	88%	74	286	Similar
Edmond as a place to raise children	96%	41	353	Higher
Edmond as a place to work	82%	29	330	Higher
Edmond as a place to retire	81%	46	332	Higher
Overall quality of life in Edmond	94%	62	430	Higher

Table 99: Aspects of the Community

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Edmond	94%	54	277	Higher
Overall ease of getting to the places you usually have to visit	56%	166	186	Lower
Quality of overall natural environment in Edmond	85%	94	250	Similar
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	78%	36	175	Similar
Health and wellness opportunities in Edmond	87%	30	178	Higher
Overall opportunities for education and enrichment	89%	17	178	Higher
Overall economic health of Edmond	90%	21	181	Higher
Sense of community	74%	77	284	Similar
Overall image or reputation of Edmond	91%	37	322	Higher

Table 100: Likelihood of Recommending Living in Edmond

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
How likely or unlikely are you to recommend living in Edmond to a friend or family member?	96%	33	258	Higher

Table 101: Community Characteristics

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Edmond overall appearance	91%	73	331	Similar
Traffic flow on major streets	27%	296	326	Lower
Ease of public parking	53%	83	153	Similar
Ease of travel by bicycle in Edmond	38%	210	268	Lower
Ease of walking in Edmond	60%	167	264	Similar
Availability of paths and walking trails	68%	129	287	Similar
Air quality	87%	74	228	Similar
Cleanliness of Edmond	90%	64	251	Higher

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Public places where people want to spend time	81%	42	169	Similar
Variety of housing options	78%	23	254	Higher
Availability of affordable quality housing	61%	NA	NA	NA
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	37	170	Similar
Recreational opportunities	77%	93	279	Similar
Availability of affordable quality child care/preschool	68%	41	232	Similar
K-12 education	91%	32	241	Higher
Adult educational opportunities	79%	11	159	Higher
Opportunities to attend cultural/arts/music activities	72%	64	268	Similar
Employment opportunities	65%	25	289	Higher
Shopping opportunities	77%	54	270	Higher
Cost of living in Edmond	54%	46	178	Similar
Overall quality of business and service establishments in Edmond	84%	30	248	Higher
Vibrant downtown/commercial area	65%	46	165	Higher
Overall quality of new development in Edmond	78%	21	260	Higher
Opportunities to participate in social events and activities	73%	60	234	Similar
Opportunities to volunteer	78%	81	239	Similar
Opportunities to participate in community matters	70%	NA	NA	NA
Openness and acceptance of the community toward people of diverse backgrounds	64%	137	264	Similar
Neighborliness of residents in Edmond	67%	65	171	Similar
Commercial and retail development in Edmond	72%	NA	NA	NA
Driving around Edmond	43%	256	274	Lower
Residential growth in Edmond	81%	NA	NA	NA

Table 102: Feelings of Safety in Edmond

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
In your neighborhood during the day	97%	114	329	Similar
In Edmond's commercial areas during the day	96%	123	279	Similar

Table 103: Community Participation

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Edmond recreation centers or their services	71%	16	218	Higher
Visited a neighborhood park or City park	88%	73	250	Similar
Used the Edmond public library or its services	60%	153	219	Similar
Attended a City-sponsored event	62%	40	170	Similar
Used public transportation instead of driving	7%	117	143	Lower
Carpooled with other adults or children instead of driving alone	39%	108	165	Similar
Walked or biked instead of driving	41%	147	170	Lower
Volunteered your time to some group/activity in Edmond	41%	109	238	Similar
Participated in a club	29%	93	218	Similar
Done a favor for a neighbor	83%	71	161	Similar

Table 104: Quality of City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Adequate water pressure	88%	1	11	Higher
Edmond Cable Channel 20	74%	2	11	Similar
The City's Web site (http://www.edmondok.com)	75%	8	35	Similar
Emergency response by Ambulance	86%	3	10	Similar
Fire prevention	92%	23	263	Similar
Emergency response by Fire	95%	7	20	Similar
Crime prevention	84%	64	332	Higher
Traffic enforcement	74%	80	346	Similar
Emergency response by Police	86%	5	32	Similar
Animal services	76%	20	321	Higher
Enforcement of building codes	72%	NA	NA	NA
Cemetery (Gracelawn)	91%	4	8	Similar
Public library services	90%	106	322	Similar
Recreational facilities	86%	53	260	Similar
Recreational programs	82%	96	327	Similar
Museums (Historical)	79%	4	5	Similar
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	92%	48	309	Similar
Senior Citizen Center	90%	4	9	Similar
Public transportation	61%	8	19	Similar
Trash collection	89%	130	325	Similar
Recycle bin collection	85%	142	335	Similar
Storm water drainage (street flooding control)	71%	112	339	Similar
Current roads and highways	48%	NA	NA	NA
Street maintenance	51%	187	397	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Current traffic signals and signs	64%	5	6	Similar
Tap water	77%	140	315	Similar
Edmond Electric	79%	10	18	Similar

Table 105: Overall Quality of City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Please rate the overall quality of services provided by the City of Edmond.	89%	73	414	Similar

Table 106: Contact with City Employees

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Have you had personal contact with a City of Edmond employee within the last 12 months?	59%	27	290	Higher

Table 107: Interactions with City Employees (Among Those Who Had Contact)

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	89%	15	130	Similar
Responsiveness	85%	17	131	Similar
Courtesy	89%	7	30	Similar
Making you feel valued	78%	1	5	Similar
Overall impression	85%	27	350	Higher

Table 108: City Government Performance

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The value of services for the sales taxes paid to Edmond	72%	36	377	Higher
The overall direction that Edmond is taking	81%	19	296	Higher
The job Edmond government does at welcoming citizen involvement	63%	46	289	Similar
Overall confidence in Edmond government	69%	20	179	Higher
Generally acting in the best interest of the community	74%	14	178	Higher
Being honest	72%	24	172	Higher
Treating all residents fairly	70%	28	177	Higher

Communities included in national comparisons

The communities included in Edmond's national comparisons are listed on the following pages along with their population according to the 2010 Census.

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Adams County, CO.....	441,603	Bozeman city, MT.....	37,280
Airway Heights city, WA.....	6,114	Brentwood city, MO.....	8,055
Albany city, OR.....	50,158	Brentwood city, TN.....	37,060
Albemarle County, VA.....	98,970	Brighton city, CO.....	33,352
Albert Lea city, MN.....	18,016	Brighton city, MI.....	7,444
Alexandria city, VA.....	139,966	Bristol city, TN.....	26,702
Algonquin village, IL.....	30,046	Broken Arrow city, OK.....	98,850
Aliso Viejo city, CA.....	47,823	Brookfield city, WI.....	37,920
Altoona city, IA.....	14,541	Brookline CDP, MA.....	58,732
American Canyon city, CA.....	19,454	Broomfield city, CO.....	55,889
Ames city, IA.....	58,965	Brownsburg town, IN.....	21,285
Andover CDP, MA.....	8,762	Burien city, WA.....	33,313
Ankeny city, IA.....	45,582	Burleson city, TX.....	36,690
Ann Arbor city, MI.....	113,934	Cabarrus County, NC.....	178,011
Annapolis city, MD.....	38,394	Cambridge city, MA.....	105,162
Apache Junction city, AZ.....	35,840	Cannon Beach city, OR.....	1,690
Apple Valley town, CA.....	69,135	Cañon City city, CO.....	16,400
Arapahoe County, CO.....	572,003	Canton city, SD.....	3,057
Arkansas City city, AR.....	366	Cape Coral city, FL.....	154,305
Arlington city, TX.....	365,438	Cape Girardeau city, MO.....	37,941
Arlington County, VA.....	207,627	Carlisle borough, PA.....	18,682
Arvada city, CO.....	106,433	Carlsbad city, CA.....	105,328
Asheville city, NC.....	83,393	Carroll city, IA.....	10,103
Ashland city, OR.....	20,078	Cartersville city, GA.....	19,731
Ashland town, MA.....	16,593	Cary town, NC.....	135,234
Ashland town, VA.....	7,225	Casper city, WY.....	55,316
Aspen city, CO.....	6,658	Castine town, ME.....	1,366
Athens-Clarke County,.....	115,452	Castle Pines North city, CO.....	10,360
Auburn city, AL.....	53,380	Castle Rock town, CO.....	48,231
Auburn city, WA.....	70,180	Cedar Hill city, TX.....	45,028
Augusta CCD, GA.....	134,777	Cedar Rapids city, IA.....	126,326
Aurora city, CO.....	325,078	Celina city, TX.....	6,028
Austin city, TX.....	790,390	Centennial city, CO.....	100,377
Avon town, CO.....	6,447	Chambersburg borough, PA.....	20,268
Bainbridge Island city, WA.....	23,025	Chandler city, AZ.....	236,123
Baltimore city, MD.....	620,961	Chandler city, TX.....	2,734
Bartonville town, TX.....	1,469	Chanhassen city, MN.....	22,952
Battle Creek city, MI.....	52,347	Chapel Hill town, NC.....	57,233
Bay City city, MI.....	34,932	Charlotte city, NC.....	731,424
Baytown city, TX.....	71,802	Charlotte County, FL.....	159,978
Bedford city, TX.....	46,979	Charlottesville city, VA.....	43,475
Bedford town, MA.....	13,320	Chattanooga city, TN.....	167,674
Bellevue city, WA.....	122,363	Chesterfield County, VA.....	316,236
Bellingham city, WA.....	80,885	Chippewa Falls city, WI.....	13,661
Beltrami County, MN.....	44,442	Citrus Heights city, CA.....	83,301
Benbrook city, TX.....	21,234	Clackamas County, OR.....	375,992
Bend city, OR.....	76,639	Clarendon Hills village, IL.....	8,427
Bettendorf city, IA.....	33,217	Clayton city, MO.....	15,939
Billings city, MT.....	104,170	Clearwater city, FL.....	107,685
Blaine city, MN.....	57,186	Cleveland Heights city, OH.....	46,121
Bloomfield Hills city, MI.....	3,869	Clinton city, SC.....	8,490
Bloomington city, MN.....	82,893	Clive city, IA.....	15,447
Blue Springs city, MO.....	52,575	Clovis city, CA.....	95,631
Boise City city, ID.....	205,671	College Park city, MD.....	30,413
Boone County, KY.....	118,811	College Station city, TX.....	93,857
Boulder city, CO.....	97,385	Colleyville city, TX.....	22,807
Bowling Green city, KY.....	58,067	Collinsville city, IL.....	25,579

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Columbia city, MO	108,500	Elk Grove city, CA	153,015
Columbia city, SC	129,272	Elk River city, MN	22,974
Columbia Falls city, MT	4,688	Elko New Market city, MN	4,110
Columbus city, WI	4,991	Elmhurst city, IL	44,121
Commerce City city, CO	45,913	Encinitas city, CA	59,518
Concord city, CA	122,067	Englewood city, CO	30,255
Concord town, MA	17,668	Erie town, CO	18,135
Coon Rapids city, MN	61,476	Escambia County, FL	297,619
Copperas Cove city, TX	32,032	Estes Park town, CO	5,858
Coronado city, CA	18,912	Fairview town, TX	7,248
Corvallis city, OR	54,462	Farmersville city, TX	3,301
Creve Coeur city, MO	17,833	Farmington Hills city, MI	79,740
Cross Roads town, TX	1,563	Fayetteville city, NC	200,564
Dacono city, CO	4,152	Fishers town, IN	76,794
Dade City city, FL	6,437	Flower Mound town, TX	64,669
Dakota County, MN	398,552	Forest Grove city, OR	21,083
Dallas city, OR	14,583	Fort Collins city, CO	143,986
Dallas city, TX	1,197,816	Fort Lauderdale city, FL	165,521
Danville city, KY	16,218	Fort Smith city, AR	86,209
Dardenne Prairie city, MO	11,494	Fort Worth city, TX	741,206
Davenport city, IA	99,685	Fountain Hills town, AZ	22,489
Davidson town, NC	10,944	Franklin city, TN	62,487
Decatur city, GA	19,335	Fredericksburg city, VA	24,286
Del Mar city, CA	4,161	Fremont city, CA	214,089
Delaware city, OH	34,753	Friendswood city, TX	35,805
Delray Beach city, FL	60,522	Fruita city, CO	12,646
Denison city, TX	22,682	Gahanna city, OH	33,248
Denton city, TX	113,383	Gaithersburg city, MD	59,933
Denver city, CO	600,158	Galveston city, TX	47,743
Derby city, KS	22,158	Gardner city, KS	19,123
Des Moines city, IA	203,433	Geneva city, NY	13,261
Des Peres city, MO	8,373	Georgetown city, TX	47,400
Destin city, FL	12,305	Germantown city, TN	38,844
Dothan city, AL	65,496	Gilbert town, AZ	208,453
Douglas County, CO	285,465	Gillette city, WY	29,087
Dover city, NH	29,987	Glendora city, CA	50,073
Dublin city, CA	46,036	Glenview village, IL	44,692
Dublin city, OH	41,751	Globe city, AZ	7,532
Duluth city, MN	86,265	Golden city, CO	18,867
Duncanville city, TX	38,524	Golden Valley city, MN	20,371
Durham city, NC	228,330	Goodyear city, AZ	65,275
Durham County, NC	267,587	Grafton village, WI	11,459
Eagan city, MN	64,206	Grand Blanc city, MI	8,276
Eagle town, CO	6,508	Grand Island city, NE	48,520
East Baton Rouge Parish, LA	440,171	Grants Pass city, OR	34,533
East Grand Forks city, MN	8,601	Grass Valley city, CA	12,860
East Lansing city, MI	48,579	Greeley city, CO	92,889
Eau Claire city, WI	65,883	Greenville city, NC	84,554
Eden Prairie city, MN	60,797	Greenwich town, CT	61,171
Edgerton city, KS	1,671	Greenwood Village city, CO	13,925
Edgewater city, CO	5,170	Greer city, SC	25,515
Edina city, MN	47,941	Guilford County, NC	488,406
Edmond city, OK	81,405	Gunnison County, CO	15,324
Edmonds city, WA	39,709	Hailey city, ID	7,960
El Cerrito city, CA	23,549	Haines Borough, AK	2,508
El Dorado County, CA	181,058	Hallandale Beach city, FL	37,113
El Paso city, TX	649,121	Hamilton city, OH	62,477

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Hanover County, VA	99,863	Laguna Hills city, CA	30,344
Harrisburg city, SD	4,089	Laguna Niguel city, CA	62,979
Harrisonburg city, VA	48,914	Lake Forest city, IL	19,375
Harrisonville city, MO	10,019	Lake Oswego city, OR	36,619
Hayward city, CA	144,186	Lake Stevens city, WA	28,069
Henderson city, NV	257,729	Lake Worth city, FL	34,910
Herndon town, VA	23,292	Lake Zurich village, IL	19,631
High Point city, NC	104,371	Lakeville city, MN	55,954
Highland Park city, IL	29,763	Lakewood city, CO	142,980
Highlands Ranch CDP, CO	96,713	Lakewood city, WA	58,163
Holland city, MI	33,051	Lane County, OR	351,715
Honolulu County, HI	953,207	Lansing city, MI	114,297
Hooksett town, NH	13,451	Laramie city, WY	30,816
Hopkins city, MN	17,591	Larimer County, CO	299,630
Hopkinton town, MA	14,925	Las Cruces city, NM	97,618
Hoquiam city, WA	8,726	Las Vegas city, NV	583,756
Horry County, SC	269,291	Lawrence city, KS	87,643
Hudson city, OH	22,262	Lee's Summit city, MO	91,364
Hudson town, CO	2,356	Lehi city, UT	47,407
Hudsonville city, MI	7,116	Lenexa city, KS	48,190
Huntersville town, NC	46,773	Lewis County, NY	27,087
Hurst city, TX	37,337	Lewiston city, ID	31,894
Hutchinson city, MN	14,178	Lewisville city, TX	95,290
Hutto city, TX	14,698	Libertyville village, IL	20,315
Hyattsville city, MD	17,557	Lincoln city, NE	258,379
Independence city, MO	116,830	Lindsborg city, KS	3,458
Indian Trail town, NC	33,518	Little Chute village, WI	10,449
Indianola city, IA	14,782	Littleton city, CO	41,737
Iowa City city, IA	67,862	Livermore city, CA	80,968
Irving city, TX	216,290	Lombard village, IL	43,165
Issaquah city, WA	30,434	Lone Tree city, CO	10,218
Jackson County, MI	160,248	Long Grove village, IL	8,043
James City County, VA	67,009	Longmont city, CO	86,270
Jefferson County, CO	534,543	Longview city, TX	80,455
Jefferson County, NY	116,229	Lonsdale city, MN	3,674
Johnson City city, TN	63,152	Los Alamos County, NM	17,950
Johnston city, IA	17,278	Los Altos Hills town, CA	7,922
Jupiter town, FL	55,156	Louisville city, CO	18,376
Kansas City city, KS	145,786	Lynchburg city, VA	75,568
Kansas City city, MO	459,787	Lynnwood city, WA	35,836
Keizer city, OR	36,478	Macomb County, MI	840,978
Kenmore city, WA	20,460	Manhattan Beach city, CA	35,135
Kennedale city, TX	6,763	Manhattan city, KS	52,281
Kennett Square borough, PA	6,072	Mankato city, MN	39,309
Kettering city, OH	56,163	Maple Grove city, MN	61,567
Key West city, FL	24,649	Marshfield city, WI	19,118
King City city, CA	12,874	Martinez city, CA	35,824
King County, WA	1,931,249	Maryland Heights city, MO	27,472
Kirkland city, WA	48,787	Marysville city, WA	60,020
Kirkwood city, MO	27,540	Mathews town, NC	27,198
Knoxville city, IA	7,313	McAllen city, TX	129,877
La Mesa city, CA	57,065	McDonough city, GA	22,084
La Plata town, MD	8,753	McMinnville city, OR	32,187
La Porte city, TX	33,800	Menlo Park city, CA	32,026
La Vista city, NE	15,758	Mercer Island city, WA	22,699
Lafayette city, CO	24,453	Meridian charter township, MI	39,688
Laguna Beach city, CA	22,723	Meridian city, ID	75,092

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Merriam city, KS.....	11,003	Oshtemo charter township, MI.....	21,705
Mesa County, CO.....	146,723	Otsego County, MI.....	24,164
Miami Beach city, FL.....	87,779	Overland Park city, KS.....	173,372
Miami city, FL.....	399,457	Oviedo city, FL.....	33,342
Middleton city, WI.....	17,442	Paducah city, KY.....	25,024
Midland city, MI.....	41,863	Palm Beach Gardens city, FL.....	48,452
Milford city, DE.....	9,559	Palm Coast city, FL.....	75,180
Milton city, GA.....	32,661	Palo Alto city, CA.....	64,403
Minneapolis city, MN.....	382,578	Papillion city, NE.....	18,894
Mission Viejo city, CA.....	93,305	Paradise Valley town, AZ.....	12,820
Modesto city, CA.....	201,165	Park City city, UT.....	7,558
Monterey city, CA.....	27,810	Parker town, CO.....	45,297
Montgomery County, VA.....	94,392	Parkland city, FL.....	23,962
Monticello city, UT.....	1,972	Pasadena city, CA.....	137,122
Monument town, CO.....	5,530	Pasco city, WA.....	59,781
Mooresville town, NC.....	32,711	Pasco County, FL.....	464,697
Morristown city, TN.....	29,137	Pearland city, TX.....	91,252
Morrisville town, NC.....	18,576	Peoria city, AZ.....	154,065
Morro Bay city, CA.....	10,234	Peoria city, IL.....	115,007
Mountain Village town, CO.....	1,320	Peoria County, IL.....	186,494
Mountlake Terrace city, WA.....	19,909	Pflugerville city, TX.....	46,936
Murphy city, TX.....	17,708	Phoenix city, AZ.....	1,445,632
Naperville city, IL.....	141,853	Pinehurst village, NC.....	13,124
Napoleon city, OH.....	8,749	Piqua city, OH.....	20,522
Needham CDP, MA.....	28,886	Pitkin County, CO.....	17,148
New Braunfels city, TX.....	57,740	Plano city, TX.....	259,841
New Brighton city, MN.....	21,456	Platte City city, MO.....	4,691
New Hanover County, NC.....	202,667	Plymouth city, MN.....	70,576
New Orleans city, LA.....	343,829	Pocatello city, ID.....	54,255
New Smyrna Beach city, FL.....	22,464	Polk County, IA.....	430,640
New Ulm city, MN.....	13,522	Pompano Beach city, FL.....	99,845
Newberg city, OR.....	22,068	Port Orange city, FL.....	56,048
Newport city, RI.....	24,672	Portland city, OR.....	583,776
Newport News city, VA.....	180,719	Post Falls city, ID.....	27,574
Newton city, IA.....	15,254	Powell city, OH.....	11,500
Noblesville city, IN.....	51,969	Prince William County, VA.....	402,002
Nogales city, AZ.....	20,837	Prior Lake city, MN.....	22,796
Norcross city, GA.....	9,116	Pueblo city, CO.....	106,595
Norfolk city, VA.....	242,803	Purcellville town, VA.....	7,727
North Port city, FL.....	57,357	Queen Creek town, AZ.....	26,361
North Richland Hills city, TX.....	63,343	Radnor township, PA.....	31,531
Northglenn city, CO.....	35,789	Ramsey city, MN.....	23,668
Novato city, CA.....	51,904	Raymond town, ME.....	4,436
Novi city, MI.....	55,224	Raymore city, MO.....	19,206
O'Fallon city, IL.....	28,281	Redmond city, WA.....	54,144
O'Fallon city, MO.....	79,329	Rehoboth Beach city, DE.....	1,327
Oak Park village, IL.....	51,878	Reno city, NV.....	225,221
Oakland city, CA.....	390,724	Reston CDP, VA.....	58,404
Oakley city, CA.....	35,432	Richmond city, CA.....	103,701
Ogdensburg city, NY.....	11,128	Richmond Heights city, MO.....	8,603
Oklahoma City city, OK.....	579,999	Rifle city, CO.....	9,172
Olathe city, KS.....	125,872	Rio Rancho city, NM.....	87,521
Old Town city, ME.....	7,840	River Falls city, WI.....	15,000
Olmsted County, MN.....	144,248	Riverside city, CA.....	303,871
Olympia city, WA.....	46,478	Riverside city, MO.....	2,937
Orland Park village, IL.....	56,767	Roanoke County, VA.....	92,376
Oshkosh city, WI.....	66,083	Rochester Hills city, MI.....	70,995

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Rock Hill city, SC.....	66,154	Springville city, UT.....	29,466
Rockville city, MD.....	61,209	St. Augustine city, FL.....	12,975
Rogers city, MN.....	8,597	St. Charles city, IL.....	32,974
Rolla city, MO.....	19,559	St. Cloud city, FL.....	35,183
Roselle village, IL.....	22,763	St. Cloud city, MN.....	65,842
Rosemount city, MN.....	21,874	St. Joseph city, MO.....	76,780
Rosenberg city, TX.....	30,618	St. Louis County, MN.....	200,226
Roseville city, MN.....	33,660	St. Louis Park city, MN.....	45,250
Round Rock city, TX.....	99,887	Stallings town, NC.....	13,831
Royal Oak city, MI.....	57,236	State College borough, PA.....	42,034
Saco city, ME.....	18,482	Steamboat Springs city, CO.....	12,088
Sahuarita town, AZ.....	25,259	Sterling Heights city, MI.....	129,699
Salida city, CO.....	5,236	Sugar Grove village, IL.....	8,997
Sammamish city, WA.....	45,780	Sugar Land city, TX.....	78,817
San Anselmo town, CA.....	12,336	Suisun City city, CA.....	28,111
San Antonio city, TX.....	1,327,407	Summit city, NJ.....	21,457
San Carlos city, CA.....	28,406	Summit County, UT.....	36,324
San Diego city, CA.....	1,307,402	Sunnyvale city, CA.....	140,081
San Francisco city, CA.....	805,235	Surprise city, AZ.....	117,517
San Jose city, CA.....	945,942	Suwanee city, GA.....	15,355
San Juan County, NM.....	130,044	Tacoma city, WA.....	198,397
San Marcos city, CA.....	83,781	Takoma Park city, MD.....	16,715
San Marcos city, TX.....	44,894	Tamarac city, FL.....	60,427
San Rafael city, CA.....	57,713	Temecula city, CA.....	100,097
Sanford city, FL.....	53,570	Tempe city, AZ.....	161,719
Sangamon County, IL.....	197,465	Temple city, TX.....	66,102
Santa Clarita city, CA.....	176,320	Texarkana city, TX.....	36,411
Santa Fe County, NM.....	144,170	The Woodlands CDP, TX.....	93,847
Santa Monica city, CA.....	89,736	Thornton city, CO.....	118,772
Sarasota County, FL.....	379,448	Thousand Oaks city, CA.....	126,683
Savage city, MN.....	26,911	Tigard city, OR.....	48,035
Schaumburg village, IL.....	74,227	Tracy city, CA.....	82,922
Scott County, MN.....	129,928	Trinidad CCD, CO.....	12,017
Scottsdale city, AZ.....	217,385	Tualatin city, OR.....	26,054
Seaside city, CA.....	33,025	Tulsa city, OK.....	391,906
SeaTac city, WA.....	26,909	Twin Falls city, ID.....	44,125
Sevierville city, TN.....	14,807	Tyler city, TX.....	96,900
Shawnee city, KS.....	62,209	Umatilla city, OR.....	6,906
Sheboygan city, WI.....	49,288	University Park city, TX.....	23,068
Sherborn town, MA.....	4,119	Upper Arlington city, OH.....	33,771
Shoreview city, MN.....	25,043	Urbandale city, IA.....	39,463
Shorewood city, MN.....	7,307	Vail town, CO.....	5,305
Shorewood village, IL.....	15,615	Vancouver city, WA.....	161,791
Shorewood village, WI.....	13,162	Ventura CCD, CA.....	111,889
Sierra Vista city, AZ.....	43,888	Vernon Hills village, IL.....	25,113
Sioux Center city, IA.....	7,048	Vestavia Hills city, AL.....	34,033
Sioux Falls city, SD.....	153,888	Victoria city, MN.....	7,345
Skokie village, IL.....	64,784	Vienna town, VA.....	15,687
Snellville city, GA.....	18,242	Virginia Beach city, VA.....	437,994
Snowmass Village town, CO.....	2,826	Wake Forest town, NC.....	30,117
South Lake Tahoe city, CA.....	21,403	Walnut Creek city, CA.....	64,173
Southborough town, MA.....	9,767	Washington County, MN.....	238,136
Southlake city, TX.....	26,575	Washington town, NH.....	1,123
Spokane Valley city, WA.....	89,755	Washougal city, WA.....	14,095
Spring Hill city, KS.....	5,437	Watauga city, TX.....	23,497
Springboro city, OH.....	17,409	Wauwatosa city, WI.....	46,396
Springfield city, MO.....	159,498	Waverly city, IA.....	9,874

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Weddington town, NC.....	9,459	Wilmington city, NC	106,476
Wentzville city, MO.....	29,070	Wilsonville city, OR.....	19,509
West Carrollton city, OH	13,143	Winchester city, VA.....	26,203
West Chester borough, PA.....	18,461	Windsor town, CO	18,644
West Des Moines city, IA	56,609	Windsor town, CT.....	29,044
Western Springs village, IL.....	12,975	Winnetka village, IL	12,187
Westerville city, OH.....	36,120	Winston-Salem city, NC	229,617
Westlake town, TX	992	Winter Garden city, FL	34,568
Westminster city, CO	106,114	Woodbury city, MN.....	61,961
Weston town, MA	11,261	Woodland city, CA	55,468
Wheat Ridge city, CO.....	30,166	Wrentham town, MA	10,955
White House city, TN.....	10,255	Wyandotte County, KS	157,505
Wichita city, KS	382,368	Yakima city, WA	91,067
Williamsburg city, VA	14,068	York County, VA	65,464
Willowbrook village, IL.....	8,540	Yorktown town, IN	9,405
		Yountville city, CA.....	2,933

Selected Peer Cities Benchmark Comparisons

Table 109: Aspects of Quality of Life

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Edmond as a place to live	96%	10	68	Higher
Your neighborhood as a place to live	88%	10	52	Similar
Edmond as a place to raise children	96%	6	68	Higher
Edmond as a place to work	82%	10	69	Higher
Edmond as a place to retire	81%	11	61	Higher
Overall quality of life in Edmond	94%	10	85	Similar

Table 110: Aspects of the Community

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Edmond	94%	11	54	Higher
Overall ease of getting to the places you usually have to visit	56%	28	31	Similar
Quality of overall natural environment in Edmond	85%	17	45	Similar
Overall “built environment” of Edmond (including overall design, buildings, parks and transportation systems)	78%	8	29	Higher
Health and wellness opportunities in Edmond	87%	7	31	Similar
Overall opportunities for education and enrichment	89%	3	31	Higher
Overall economic health of Edmond	90%	6	30	Higher
Sense of community	74%	12	51	Similar
Overall image or reputation of Edmond	91%	7	63	Higher

Table 111: Likelihood of Recommending Living in Edmond

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
How likely or unlikely are you to recommend living in Edmond to a friend or family member?	96%	9	47	Higher

Table 112: Community Characteristics

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Edmond overall appearance	91%	9	64	Higher
Traffic flow on major streets	27%	61	65	Lower
Ease of public parking	53%	9	23	Similar
Ease of travel by bicycle in Edmond	38%	31	47	Similar
Ease of walking in Edmond	60%	23	48	Similar
Availability of paths and walking trails	68%	22	51	Similar
Air quality	87%	7	42	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Cleanliness of Edmond	90%	7	44	Higher
Public places where people want to spend time	81%	5	28	Higher
Variety of housing options	78%	8	46	Higher
Availability of affordable quality housing	61%	NA	NA	NA
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	6	28	Similar
Recreational opportunities	77%	20	48	Similar
Availability of affordable quality child care/preschool	68%	8	39	Similar
K-12 education	91%	4	43	Higher
Adult educational opportunities	79%	3	25	Higher
Opportunities to attend cultural/arts/music activities	72%	14	48	Similar
Employment opportunities	65%	7	50	Higher
Shopping opportunities	77%	11	48	Similar
Cost of living in Edmond	54%	11	28	Similar
Overall quality of business and service establishments in Edmond	84%	7	44	Similar
Vibrant downtown/commercial area	65%	10	26	Higher
Overall quality of new development in Edmond	78%	6	46	Higher
Opportunities to participate in social events and activities	73%	14	41	Similar
Opportunities to volunteer	78%	16	40	Similar
Opportunities to participate in community matters	70%	NA	NA	NA
Openness and acceptance of the community toward people of diverse backgrounds	64%	24	50	Similar
Neighborliness of residents in Edmond	67%	7	29	Similar
Commercial and retail development in Edmond	72%	NA	NA	NA
Driving around Edmond	43%	47	50	Lower
Residential growth in Edmond	81%	NA	NA	NA

Table 113: Feelings of Safety in Edmond

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
In your neighborhood during the day	97%	16	65	Similar
In Edmond's commercial areas during the day	96%	21	57	Similar

Table 114: Community Participation

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Edmond recreation centers or their services	71%	2	44	Higher
Visited a neighborhood park or City park	88%	9	47	Similar
Used the Edmond public library or its services	60%	27	44	Similar
Attended a City-sponsored event	62%	4	26	Higher
Used public transportation instead of driving	7%	19	23	Lower
Carpooled with other adults or children instead of driving alone	39%	19	26	Similar
Walked or biked instead of driving	41%	18	27	Similar
Volunteered your time to some group/activity in Edmond	41%	21	44	Similar
Participated in a club	29%	15	35	Similar
Done a favor for a neighbor	83%	11	25	Similar

Table 115: Quality of City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Adequate water pressure	88%	NA	NA	NA
Edmond Cable Channel 20	74%	2	5	Similar
The City's Web site (http://www.edmondok.com)	75%	4	9	Similar
Emergency response by Ambulance	86%	NA	NA	NA
Fire prevention	92%	3	51	Similar
Emergency response by Fire	95%	3	5	Similar
Crime prevention	84%	10	64	Higher
Traffic enforcement	74%	15	68	Similar
Emergency response by Police	86%	1	7	Similar
Animal services	76%	5	62	Higher
Enforcement of building codes	72%	NA	NA	NA
Cemetery (Gracelawn)	91%	NA	NA	NA
Public library services	90%	15	58	Similar
Recreational facilities	86%	13	50	Similar
Recreational programs	82%	21	63	Similar
Museums (Historical)	79%	NA	NA	NA
Parks (Fink, Hafer, Mitch, Bickham-Rudkin, etc.)	92%	8	55	Similar
Senior Citizen Center	90%	NA	NA	NA
Public transportation	61%	NA	NA	NA
Trash collection	89%	26	62	Similar
Recycle bin collection	85%	31	63	Similar
Storm water drainage (street flooding control)	71%	24	65	Similar
Current roads and highways	48%	NA	NA	NA
Street maintenance	51%	30	65	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Current traffic signals and signs	64%	NA	NA	NA
Tap water	77%	26	59	Similar
Edmond Electric	79%	NA	NA	NA

Table 116: Overall Quality of City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Please rate the overall quality of services provided by the City of Edmond.	89%	16	80	Similar

Table 117: Contact with City Employees

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Have you had personal contact with a City of Edmond employee within the last 12 months?	59%	6	55	Higher

Table 118: Interactions with City Employees (Among Those Who Had Contact)

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	89%	6	27	Similar
Responsiveness	85%	7	28	Similar
Courtesy	89%	3	6	Similar
Making you feel valued	78%	NA	NA	NA
Overall impression	85%	6	67	Higher

Table 119: City Government Performance

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The value of services for the sales taxes paid to Edmond	72%	8	74	Similar
The overall direction that Edmond is taking	81%	5	54	Higher
The job Edmond government does at welcoming citizen involvement	63%	7	55	Similar
Overall confidence in Edmond government	69%	2	29	Higher
Generally acting in the best interest of the community	74%	3	29	Higher
Being honest	72%	3	27	Higher
Treating all residents fairly	70%	3	28	Higher

Communities Included in Selected Peer Cities Benchmark

The communities included in Edmond's comparisons are listed on the following pages along with their population according to the 2010 Census.

Albemarle County, VA	98,970	Lee's Summit city, MO	91,364
Apple Valley town, CA	69,135	Lenexa city, KS	48,190
Asheville city, NC	83,393	Lewisville city, TX	95,290
Auburn city, WA	70,180	Livermore city, CA	80,968
Baytown city, TX	71,802	Longmont city, CO	86,270
Bedford city, TX	46,979	Longview city, TX	80,455
Bellingham city, WA	80,885	Lynchburg city, VA	75,568
Benbrook city, TX	21,234	Maple Grove city, MN	61,567
Bend city, OR	76,639	Marysville city, WA	60,020
Bloomington city, MN	82,893	Meridian city, ID	75,092
Blue Springs city, MO	52,575	Miami Beach city, FL	87,779
Boulder city, CO	97,385	Mission Viejo city, CA	93,305
Broken Arrow city, OK	98,850	Montgomery County, VA	94,392
Burleson city, TX	36,690	New Braunfels city, TX	57,740
Cedar Hill city, TX	45,028	North Richland Hills city, TX	63,343
Citrus Heights city, CA	83,301	O'Fallon city, MO	79,329
Clovis city, CA	95,631	Olathe city, KS	125,872
College Station city, TX	93,857	Oshkosh city, WI	66,083
Coon Rapids city, MN	61,476	Palm Coast city, FL	75,180
Davenport city, IA	99,685	Palo Alto city, CA	64,403
Delray Beach city, FL	60,522	Pearland city, TX	91,252
Dothan city, AL	65,496	Pflugerville city, TX	46,936
Duluth city, MN	86,265	Plano city, TX	259,841
Duncanville city, TX	38,524	Plymouth city, MN	70,576
Eagan city, MN	64,206	Pompano Beach city, FL	99,845
Eau Claire city, WI	65,883	Rio Rancho city, NM	87,521
Eden Prairie city, MN	60,797	Roanoke County, VA	92,376
Edmond city, OK	81,405	Rochester Hills city, MI	70,995
Farmington Hills city, MI	79,740	Rock Hill city, SC	66,154
Fishers town, IN	76,794	Rockville city, MD	61,209
Flower Mound town, TX	64,669	Round Rock city, TX	99,887
Fort Smith city, AR	86,209	Salina city, KS	47,707
Franklin city, TN	62,487	San Marcos city, CA	83,781
Georgetown city, TX	47,400	Santa Monica city, CA	89,736
Goodyear city, AZ	65,275	Schaumburg village, IL	74,227
Greeley city, CO	92,889	Shawnee city, KS	62,209
Greenville city, NC	84,554	Skokie village, IL	64,784
Greenwich town, CT	61,171	Spokane Valley city, WA	89,755
Hamilton city, OH	62,477	St. Cloud city, MN	65,842
Hanover County, VA	99,863	St. Joseph city, MO	76,780
Highlands Ranch CDP, CO	96,713	Stillwater city, OK	45,688
Iowa City city, IA	67,862	Sugar Land city, TX	78,817
James City County, VA	67,009	Tamarac city, FL	60,427
Johnson City city, TN	63,152	Temple city, TX	66,102
Joplin city, MO	50,150	The Woodlands CDP, TX	93,847
Kirkwood city, MO	27,540	Tracy city, CA	82,922
La Porte city, TX	33,800	Tyler city, TX	96,900
Laguna Niguel city, CA	62,979	Walnut Creek city, CA	64,173
Las Cruces city, NM	97,618	Watauga city, TX	23,497
Lawrence city, KS	87,643	Wentzville city, MO	29,070

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Woodbury city, MN	61,961
Yakima city, WA	91,067
York County, VA	65,464

Appendix F: Survey Methodology

Developing the Questionnaire

The Edmond Citizen Satisfaction Survey was first administered in 2000. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city and their assessment of city service delivery. The citizen survey instrument for Edmond was developed by starting with the version from the previous implementation in 2014. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2016 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. Ideally, the chosen survey recipients should be representative of all eligible survey recipients. Randomly selecting survey recipients ensures that this will occur. Selecting survey recipients in this way is part of what makes this type of survey process a scientific one.

Three thousand five hundred households in Edmond were randomly selected to receive the survey. The sample was stratified equally among the city’s four Wards (875 each). A list of addresses based on the United States Postal Service (USPS) delivery sequence file was used for this selection. The addresses were geocoded (mapped to a specific latitude and longitude) and compared to the Edmond boundaries. Addresses identified as being outside Edmond were excluded. Those within the city were identified as being in one of the city’s four Wards so that results could be broken down by Ward of residence. Systematic sampling is a procedure whereby a complete list of all possible addresses is culled, selecting every Nth one until the appropriate number of households is sampled. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

Administering the Survey

The database of selected household addresses was processed for certification and verification using CASS™/NCOA software that relies on the USPS National Directory information to verify and standardize the address elements and assign each a complete, nine-digit zip code where possible.

Each of the survey recipients were contacted by mail a total of three times in August 2016. The first mailing was a prenotification postcard announcing the upcoming survey. About a week after the prenotification postcard was mailed the first wave of the survey was sent. This packet included the questionnaire with a cover letter signed by the Mayor. Included in the packet was a self-addressed, postage-paid return envelope. A week later a second survey was mailed, with instructions to recycle the survey if the household had already responded to the first survey. Both survey packets included a web

address where the survey could be completed online, if preferred. A copy of the survey materials can be found in *Appendix G: Survey Materials*.

Of the 3,500 addresses selected to receive the survey, 195 were identified by the post office as vacant or undeliverable. A total of 1,085 completed surveys were returned, for a response rate of 33%. Of these 1,085 surveys, 112 were completed online and the remaining surveys were mailed hard copies. The number of surveys returned by Ward ranged from 216 in Ward 1 to 330 in Ward 2, providing response rates of 27% and 39% respectively. Detailed return rates by Ward appear in the table below.

Table 120: Survey Response Rates by Ward

Ward	Number mailed	Undeliverable	Eligible	Number returned	Response rate
1	875	76	799	216	27%
2	875	38	837	330	39%
3	875	50	825	260	32%
4	875	31	844	279	33%
Overall	3,500	195	3,305	1,085	33%

Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within a certain range if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite the best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error). Coverage error is very low for this survey, as the USPS delivery sequence file is used to select addresses, which has nearly complete coverage of all households.

For this survey, with 1,085 responses, the 95% confidence interval is about plus or minus three percentage points. The precision is less when looking only at responses from within subgroups. For each of the four Wards, the margin of error rises to approximately plus or minus seven percentage points based on the range of sample sizes (as noted above).

Survey Processing (Data Entry)

Mailed surveys were returned to NRC directly via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Analyzing the Results

One of the first steps in the data analysis was to statistically adjust the survey results so that the demographic profile of the respondents mirrors that of the population as a whole. This process is known as “weighting” the data. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the known demographic profile and yield the most different results are the best candidates for data weighting.

The socioeconomic profile of survey respondents was compared to estimates provided by the 2010 U.S. Census for adults in Edmond. The variables used for weighting were respondent age, gender, race, housing tenure (rent versus own) and housing type (attached versus detached). This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups. A final weight was applied for the overall results so that the four Wards were represented in their correct proportions.

The results of the weighting scheme are presented in the following table.

Table 121: 2016 Edmond Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing¹			
Own home	30%	15%	28%
Rent home	70%	85%	72%
Detached unit	81%	87%	82%
Attached unit	19%	13%	18%
Race and Ethnicity			
White	85%	65%	84%
Not white	15%	35%	16%
Hispanic	4%	2%	2%
Not Hispanic	96%	98%	98%
Sex and Age			
Female	52%	62%	54%
Male	48%	38%	46%
18-34 years of age	33%	12%	30%
35-54 years of age	36%	31%	37%
55+ years of age	31%	56%	33%
Females 18-34	16%	9%	16%
Females 35-54	19%	20%	19%
Females 55+	17%	33%	18%
Males 18-34	16%	3%	14%
Males 35-54	17%	12%	18%
Males 55+	14%	23%	15%
Council Ward²			
Ward 1	26%	20%	25%
Ward 2	24%	30%	24%
Ward 3	24%	24%	25%
Ward 4	26%	26%	26%

¹ Source: City of Edmond, 2010 Census

² Source: City of Edmond, 2010 Census, Basic Housing Unit Count Estimates

The electronic dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*. Also included are results by selected respondent characteristics, found in *Appendix D: Selected Survey Results by Respondent Characteristics*. Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading.

Benchmark comparisons

Where similar questions on the Edmond Citizen Satisfaction Survey were included in NRC’s database and there were at least five jurisdictions in which the question was asked, a comparison was made. Edmond’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or

“similar” to the benchmark, meaning that the average rating given by Edmond residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.” Two sets of benchmarks comparisons are included in *Appendix D: Selected Survey Results by Respondent Characteristics*. These include:

- National comparisons
- Selected peer cities comparisons

Appendix G: Survey Materials

A copy of the survey materials appear on the following pages.