

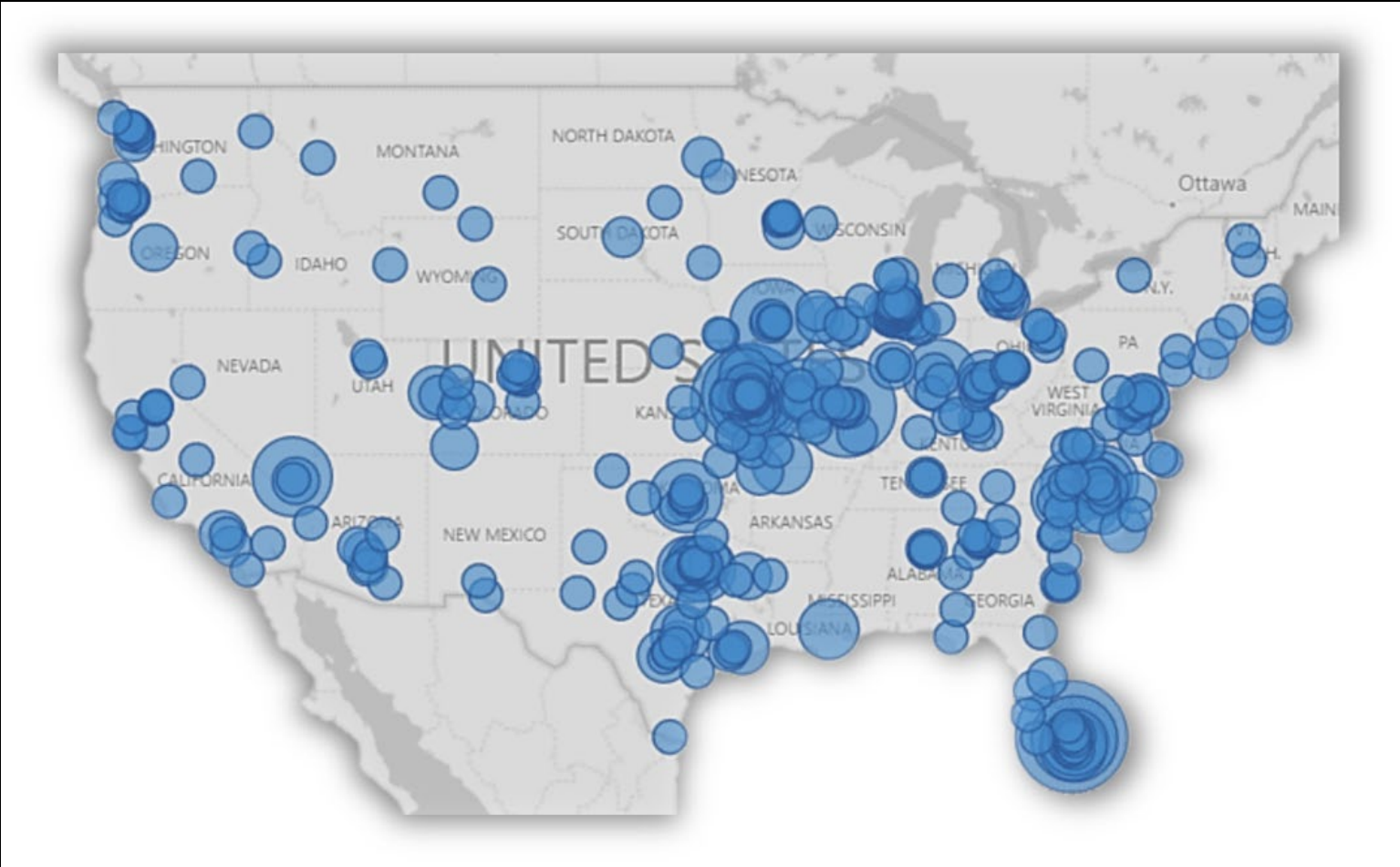
2023 Shawnee Community Survey

Prepared by



May 2023

ETC Institute is a National Leader in Market Research for Local Governments



More than 3,000,000 persons surveyed since 2006
for more than 1,000 cities in 49 States

Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Summary
- Questions

Purpose

- To objectively assess resident satisfaction with the delivery of City services
- To compare the City's performance to other communities
- To help determine investment priorities in the community

Methodology

- Survey Description
 - 7-page survey
 - took approximately 15 minutes to complete
- Method of Administration
 - Administered in February and March of 2023
 - Mailed to random sample of households in the City
 - Residents given the option of completing the survey by mail or online
- Sample size:
 - 431 residents completed the survey from all across the community
- Confidence level: 95%
- Margin of error: +/- 4.7%

Bottom Line Summary

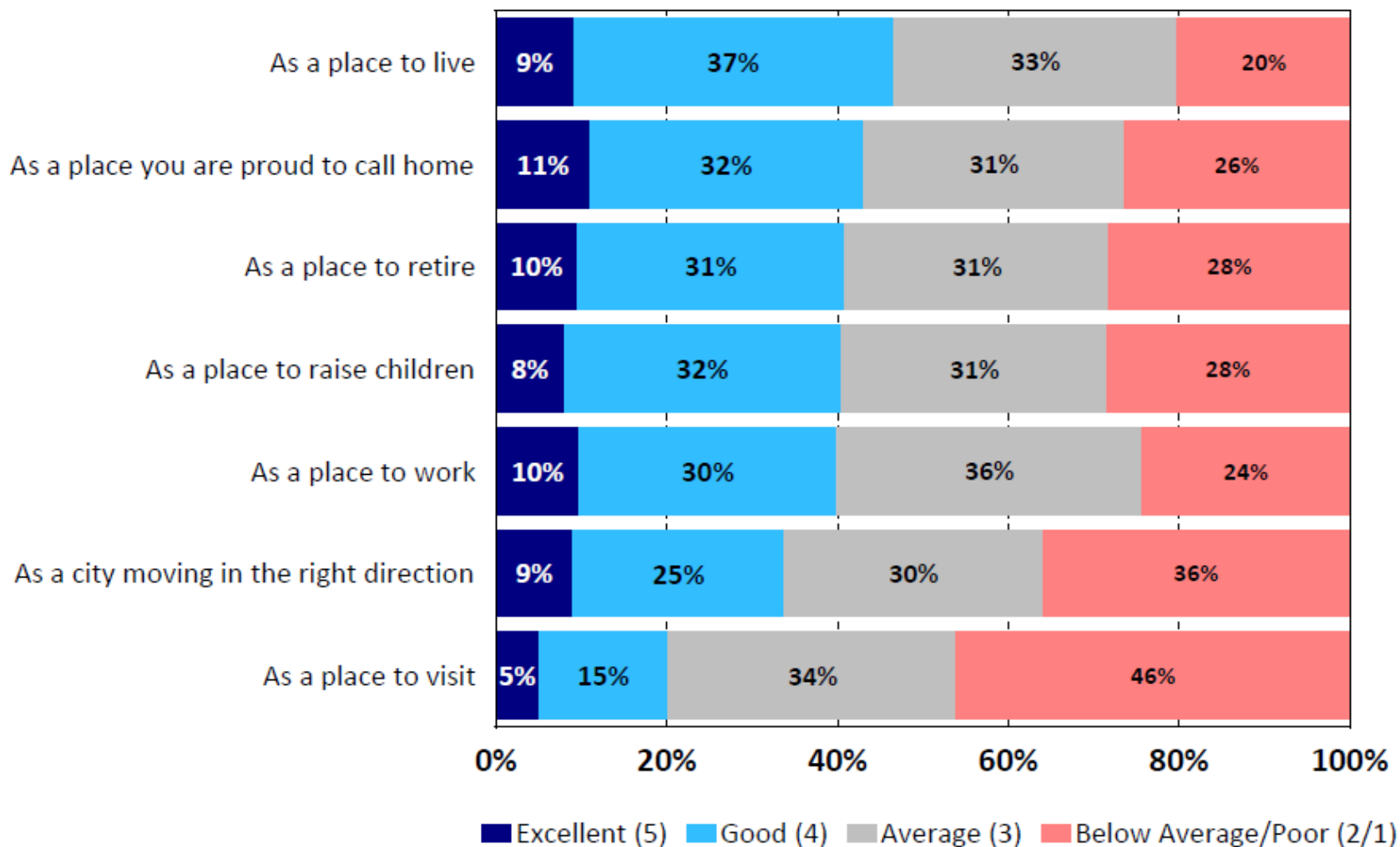
- **Residents Generally Have a Positive Perception of the City**
 - 80% rated City as an “excellent,” “good” or “average” place to live
 - 73% were satisfied or neutral about overall quality of life in Shawnee
- **Several Public Safety Services Were Higher in Shawnee**
 - Emergency preparedness rated 10% above U.S. and 16% above Texas
 - Police response time rated 4% above the U.S. and 11% above Texas
 - Fire services significantly higher than the U.S. and Texas
- **Highest Priorities for Additional Investment**
 - Reduce homelessness
 - Improve water and sewer systems
 - Maintain city streets and sidewalks
 - Manage traffic and congestion
 - Enforce local codes and improve community appearance

Major Finding #1

Many residents have a neutral perception of the City

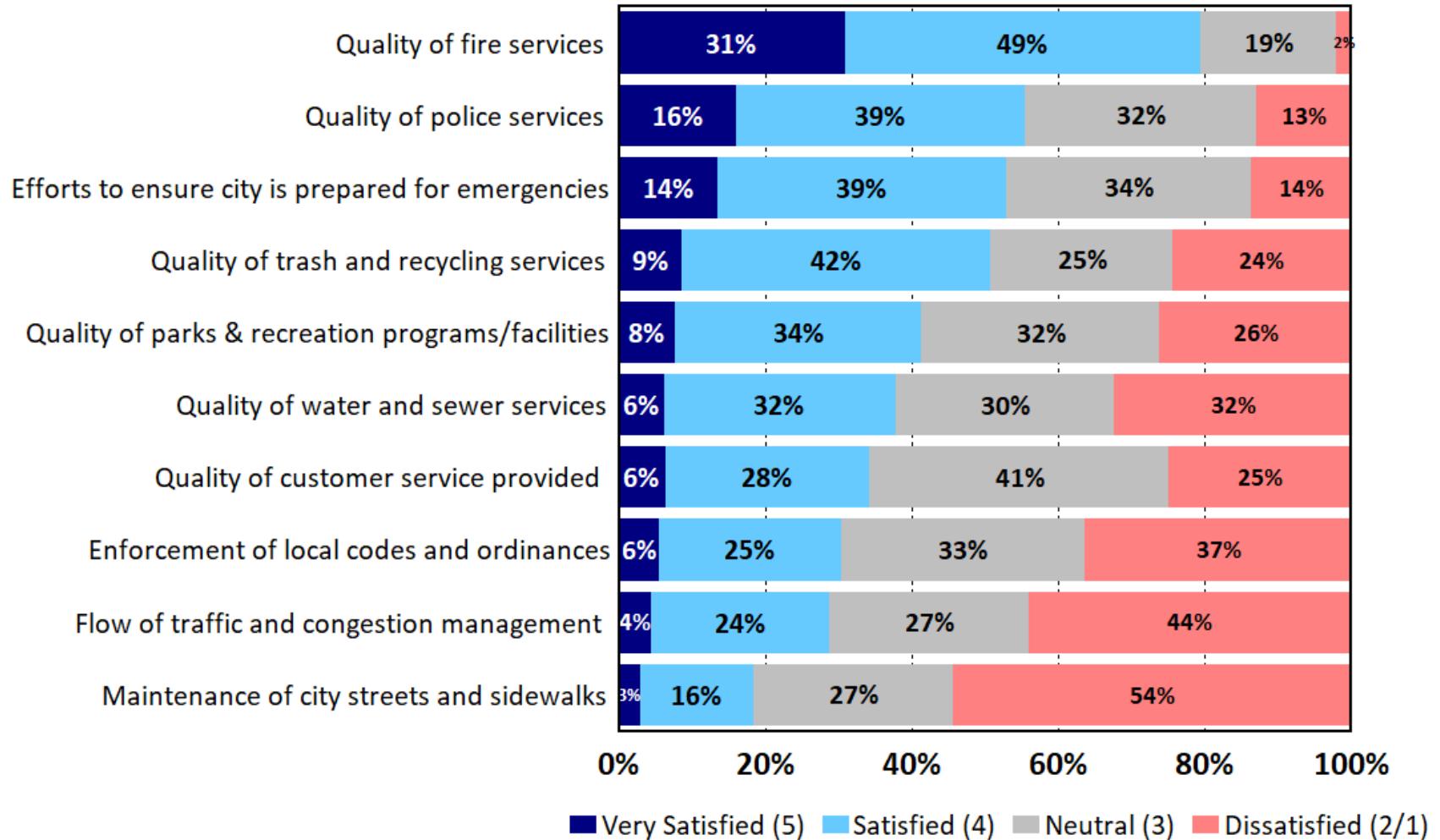
Q1. Overall Ratings of the City

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



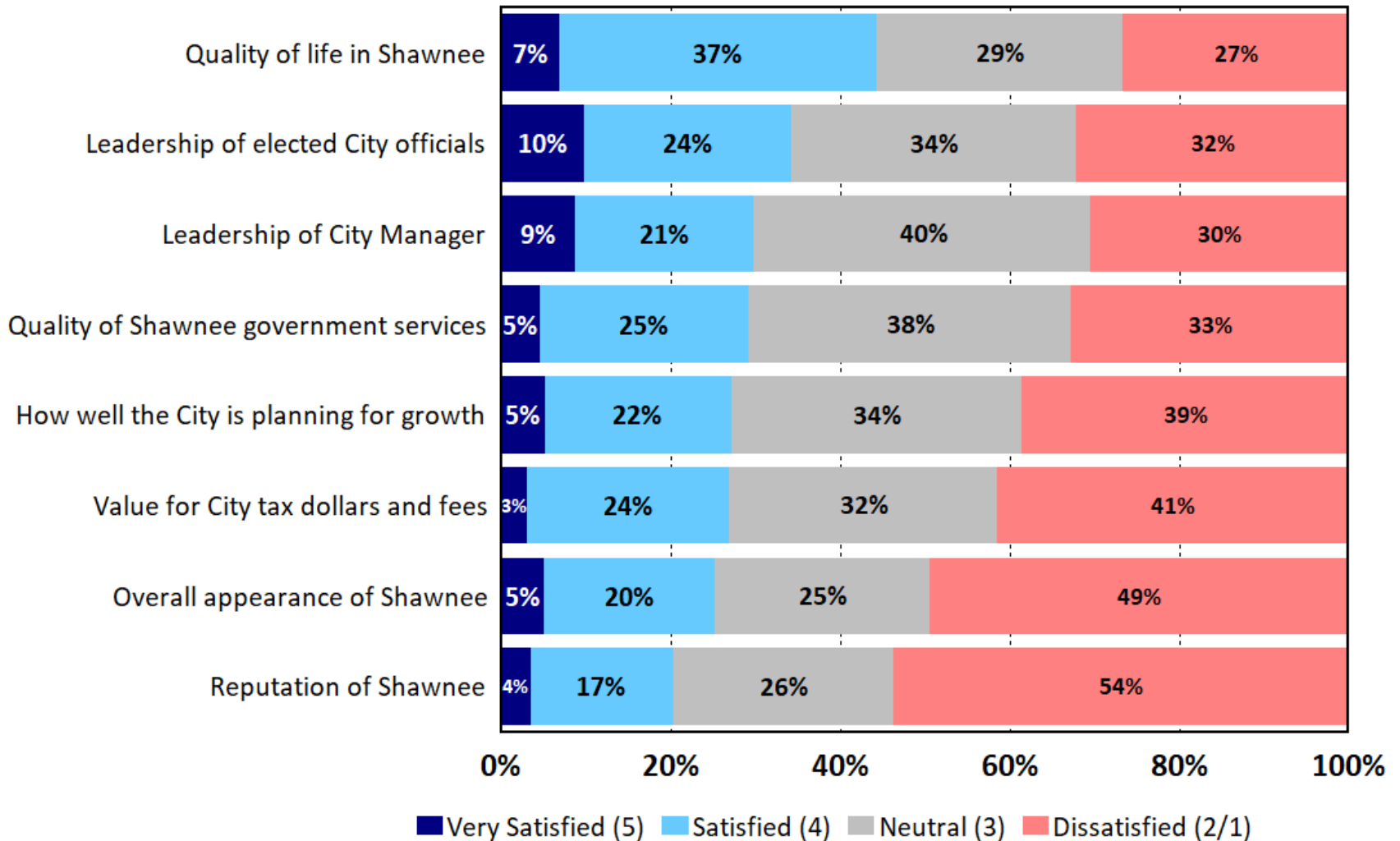
Q2. Overall Satisfaction with Major Categories of City Services

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



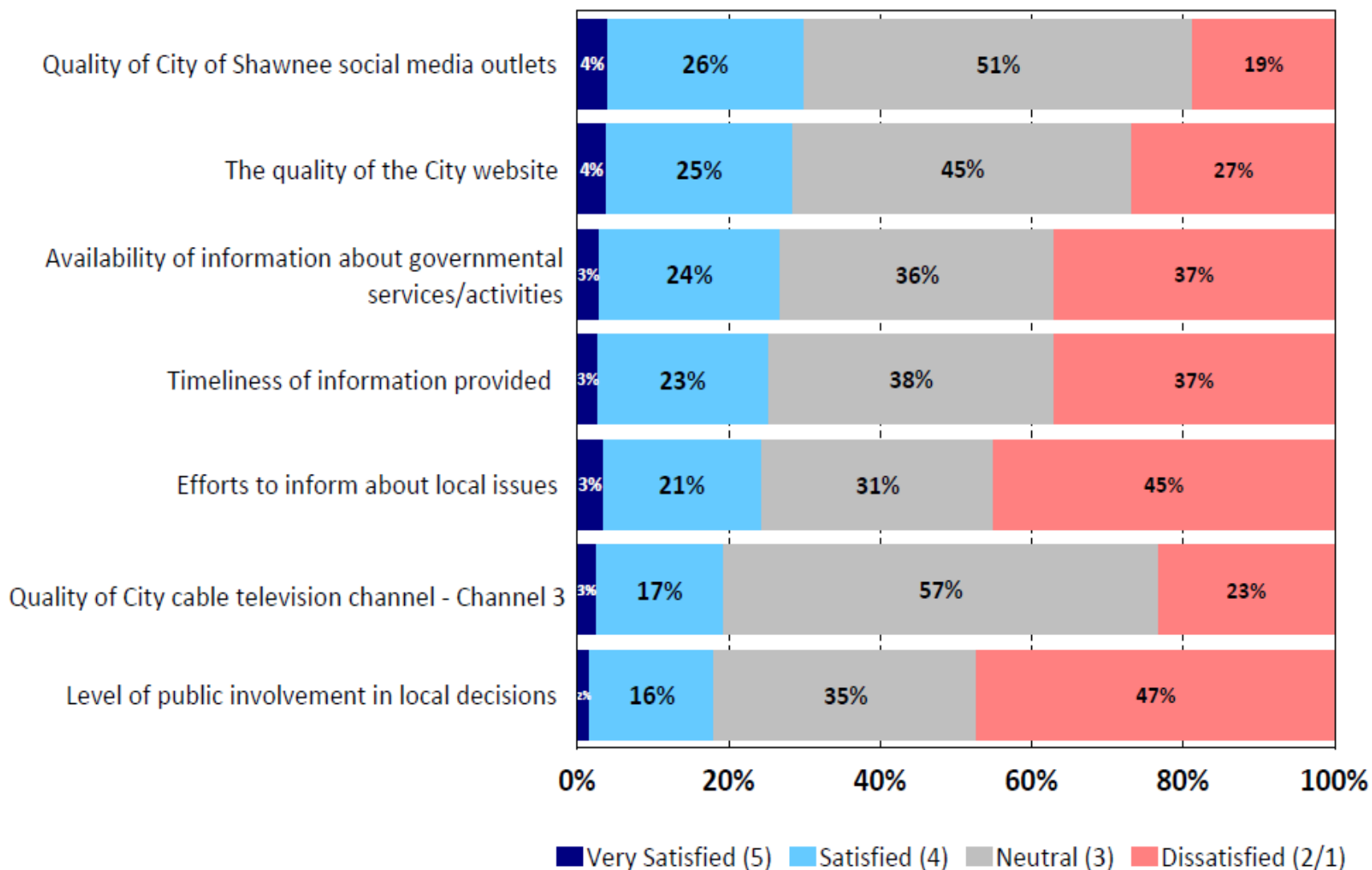
Q5. Satisfaction with Items That Influence Residents' Perception of the Community

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



Q25. Satisfaction with Public Information Services

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



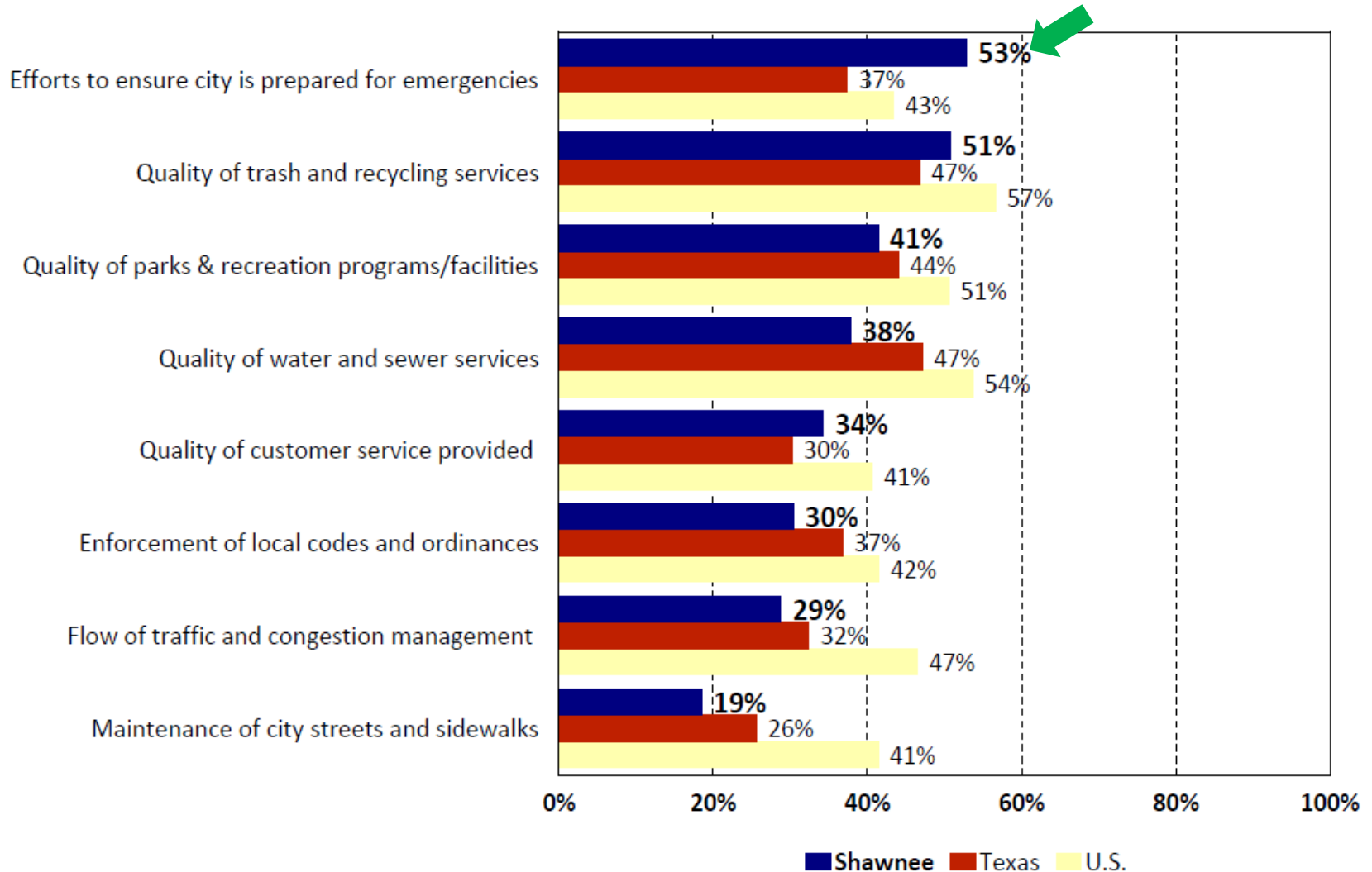
Major Finding #2

Comparison to
Texas and National Averages

Satisfaction with Major Categories of City Services

Shawnee vs. Texas vs. the U.S.

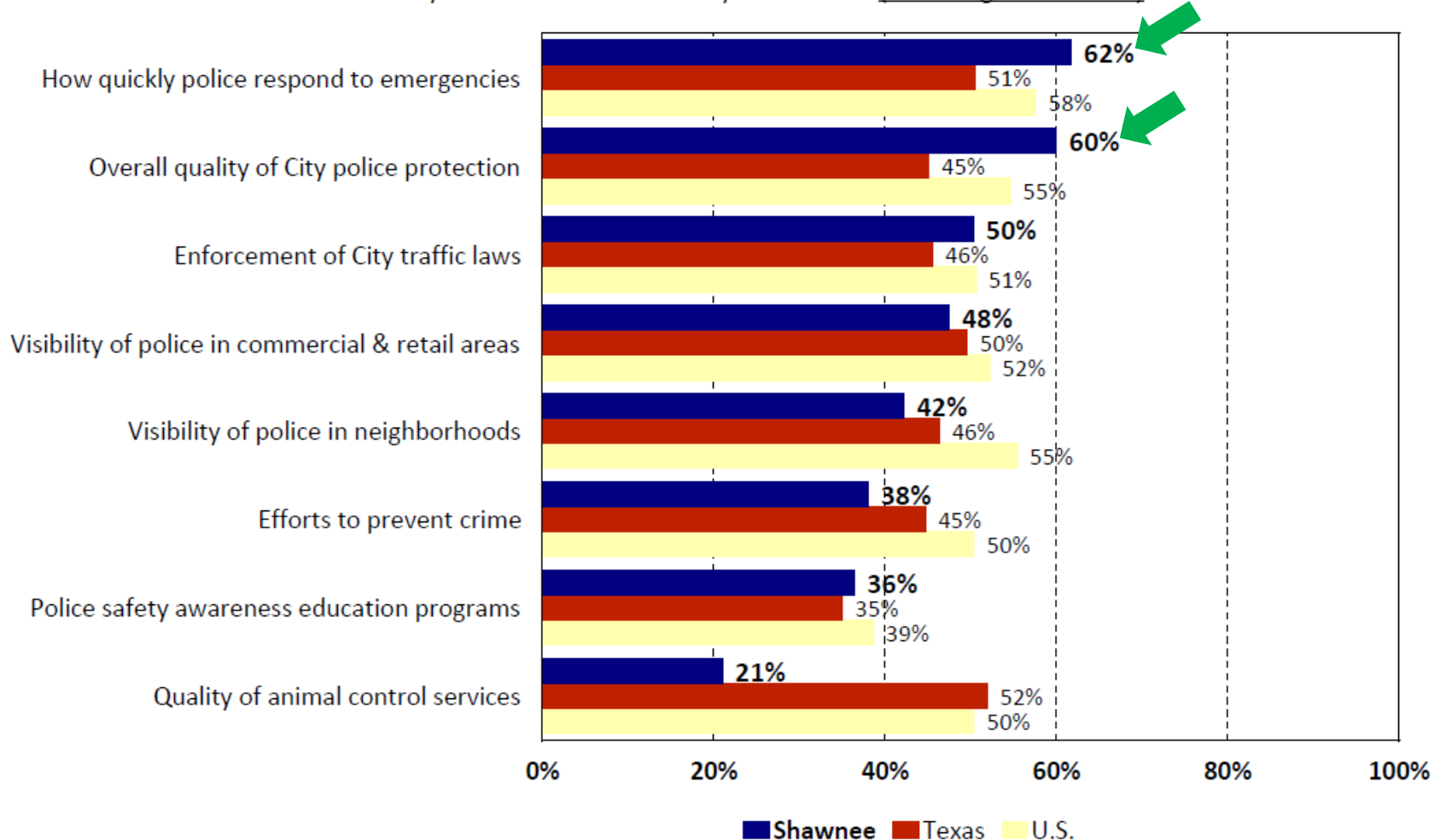
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Police Services/Emergency Management/Animal Welfare

Shawnee vs. Texas vs. the U.S.

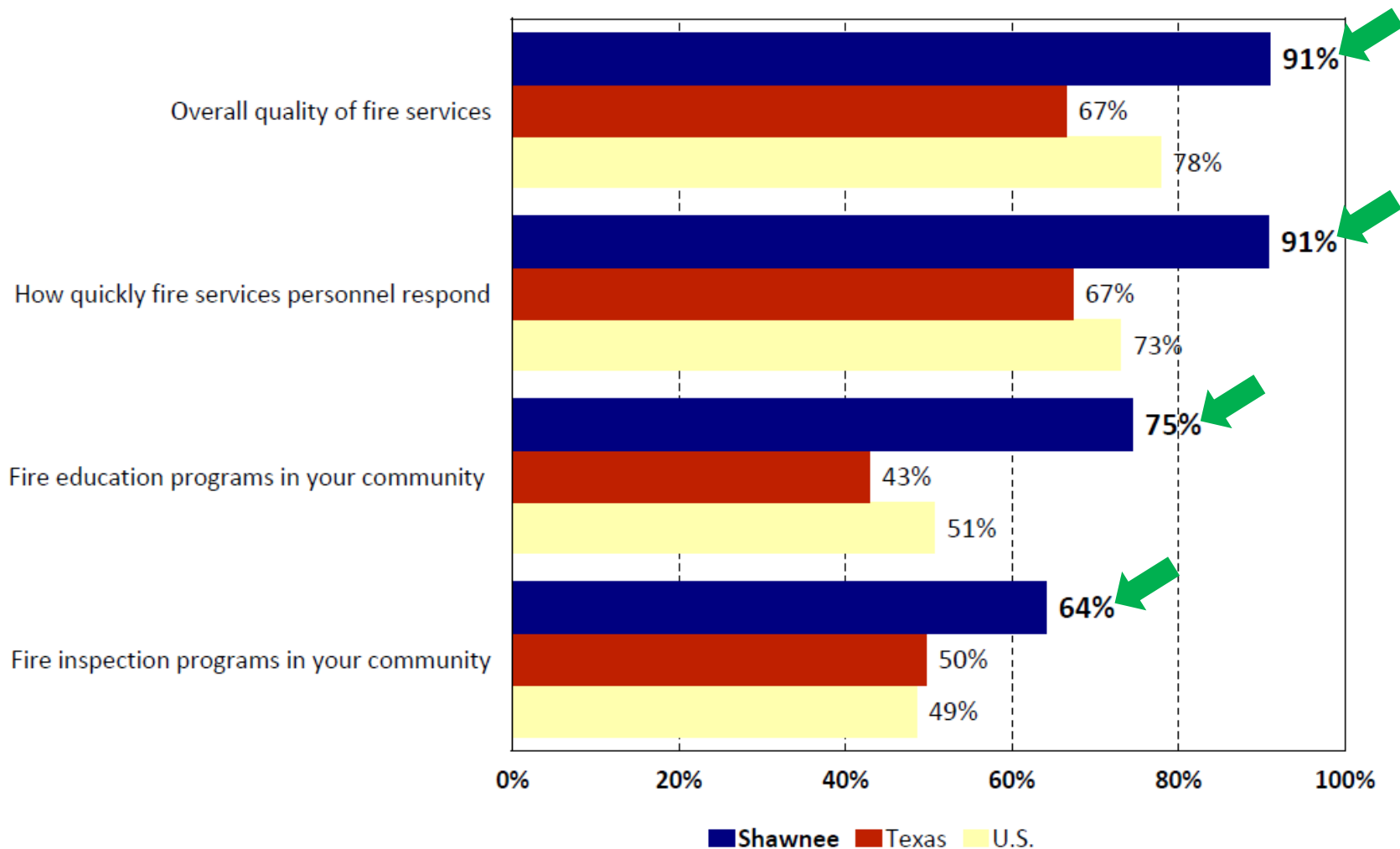
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Fire Services

Shawnee vs. Texas vs. the U.S.

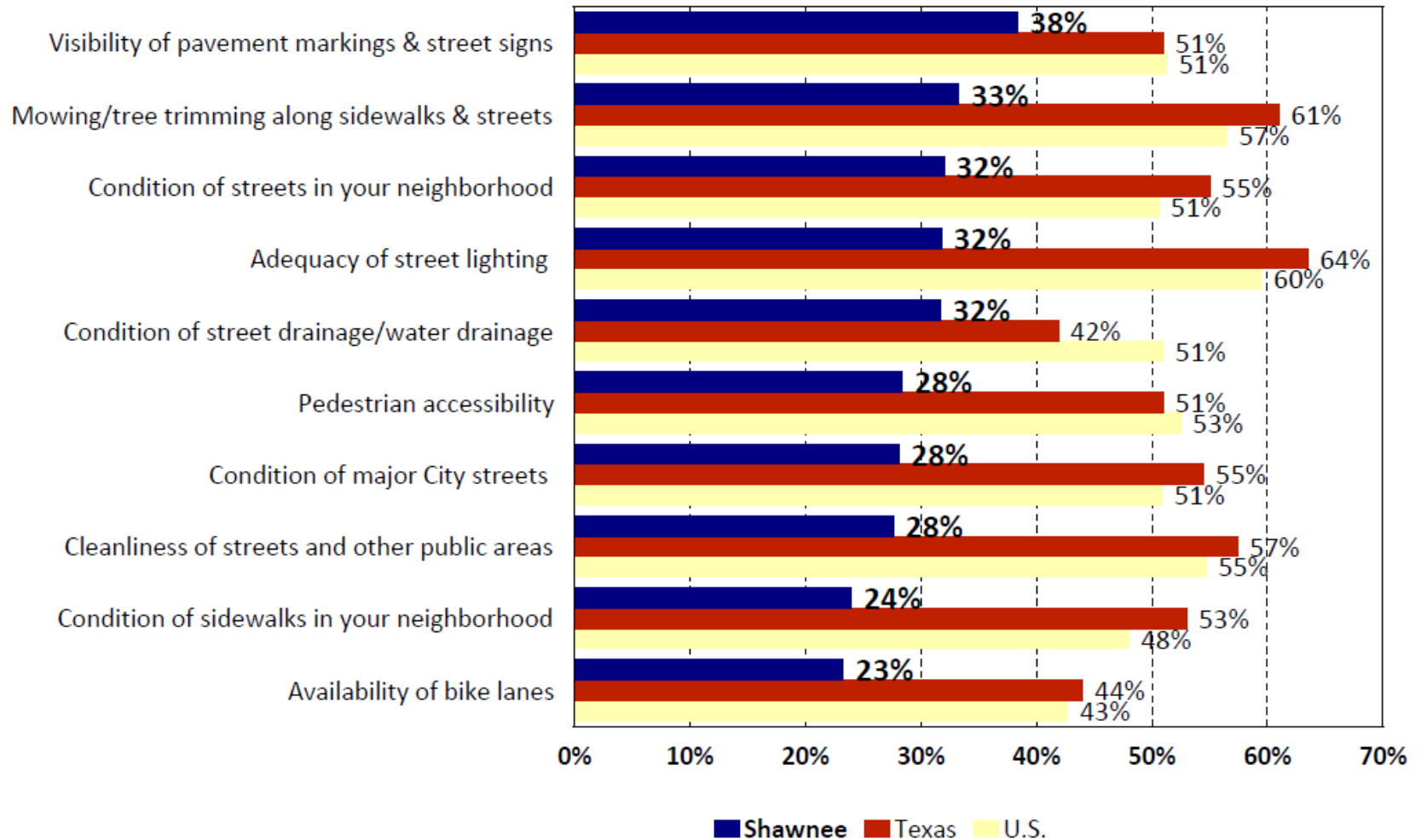
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Streets and Traffic

Shawnee vs. Texas vs. the U.S.

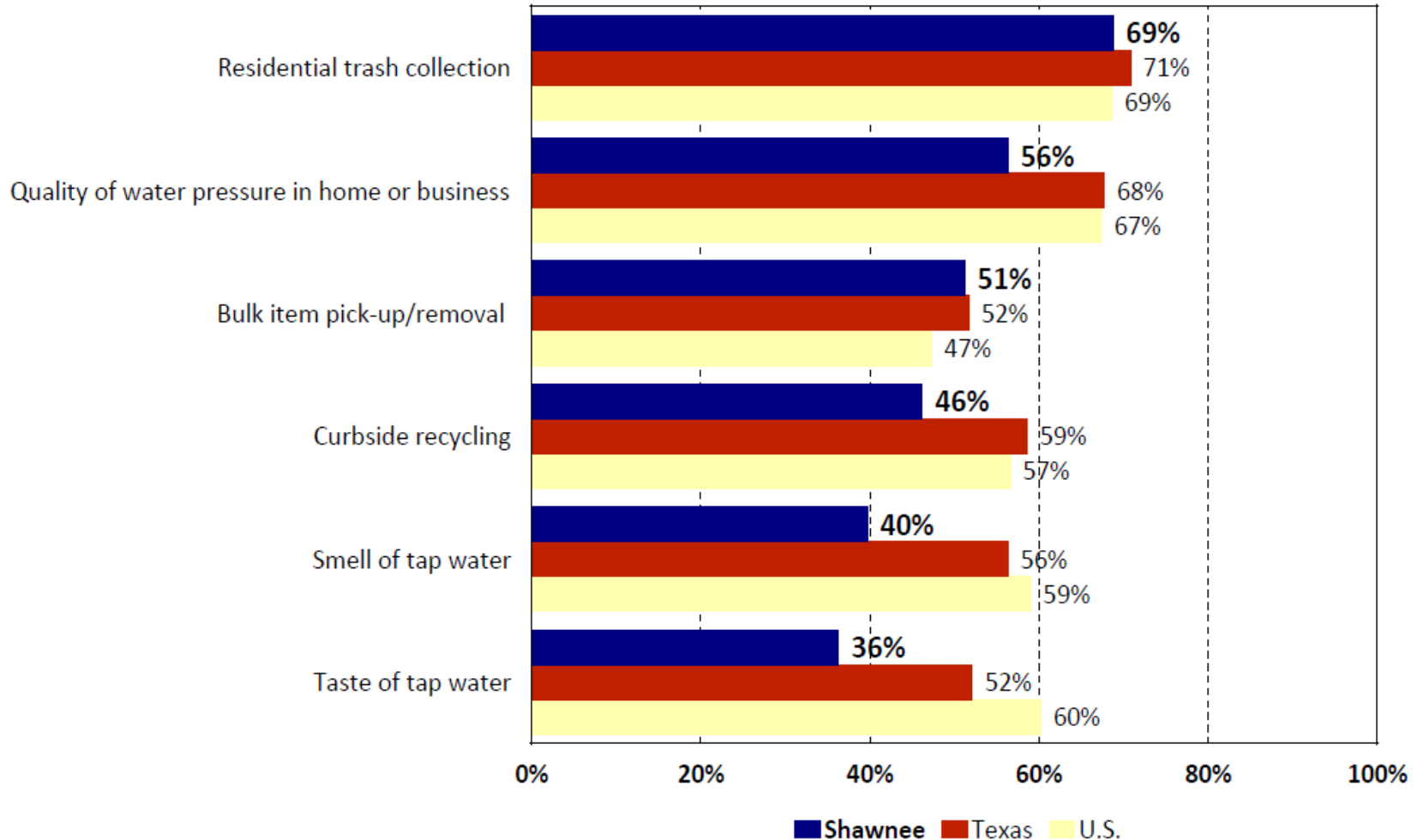
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Trash Services and Water/Sewer Utilities

Shawnee vs. Texas vs. the U.S.

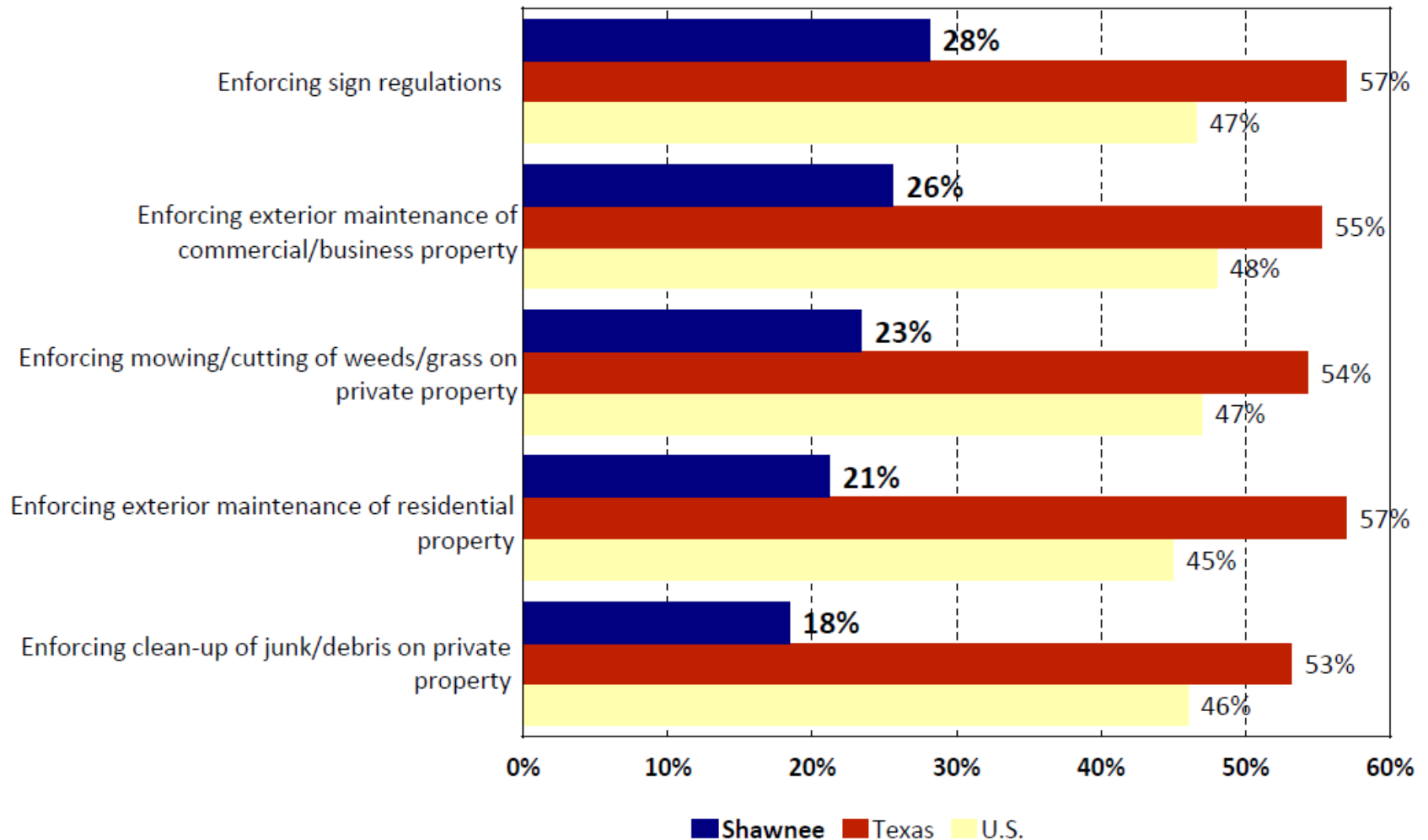
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Code Enforcement

Shawnee vs. Texas vs. the U.S.

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



Major Finding #3

Priorities for
Investment

Importance-Satisfaction Rating

City of Shawnee, OK

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of city streets and sidewalks	65%	1	19%	10	0.5273	1
Flow of traffic and congestion management	40%	2	29%	9	0.2827	2
Quality of water and sewer services	34%	3	38%	6	0.2133	3
Enforcement of local codes and ordinances	30%	5	30%	8	0.2102	4
<u>High Priority (IS .10 - .20)</u>						
Quality of parks & recreation programs/facilities	25%	6	41%	5	0.1483	5
Quality of police services	30%	4	56%	2	0.1353	6
<u>Medium Priority (IS <.10)</u>						
Efforts to ensure city is prepared for emergencies	19%	7	53%	3	0.0885	7
Quality of customer service provided	13%	9	34%	7	0.0841	8
Quality of trash and recycling services	15%	8	51%	4	0.0733	9
Quality of fire services	8%	10	80%	1	0.0154	10

Importance-Satisfaction Rating

City of Shawnee, OK

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Efforts by Shawnee police to prevent crime	40%	1	38%	13	0.2499	1
<u>High Priority (IS .10 - .20)</u>						
Quality of animal control services	23%	4	21%	15	0.1801	2
Visibility of police in neighborhoods	29%	2	42%	12	0.1676	3
Animal Welfare's enforcement of relevant ordinances	17%	7	21%	16	0.1328	4
Emergency preparedness	19%	5	46%	10	0.1034	5
Overall quality of City police protection	25%	3	60%	7	0.1004	6
<u>Medium Priority (IS <.10)</u>						
Visibility of police in commercial & retail areas	18%	6	48%	9	0.0924	7
Enforcement of City traffic laws	16%	8	50%	8	0.0785	8
Police safety awareness education programs	9%	11	36%	14	0.0547	9
Animal Welfare's pet adoption & rescue efforts	9%	10	43%	11	0.0532	10
How quickly police respond to emergencies	10%	9	62%	6	0.0379	11
9-1-1 service provided by operators	7%	13	68%	4	0.0214	12
Fire inspection programs in your community	6%	16	64%	5	0.0205	13
Fire education programs in your community	8%	12	75%	3	0.0196	14
How quickly fire services personnel respond	6%	15	91%	2	0.0054	15
Overall quality of fire services	6%	14	91%	1	0.0054	16

Importance-Satisfaction Rating

City of Shawnee, OK

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Quality of facilities at Shawnee parks	44%	1	46%	3	0.2395	1
Number of walking/biking trails in Shawnee	30%	3	32%	12	0.2031	2
<u>High Priority (IS .10 - .20)</u>						
Senior citizen programs in Shawnee	26%	4	40%	5	0.1533	3
Quality of maintenance of Shawnee parks	34%	2	57%	2	0.1464	4
Quality of walking/biking trails in Shawnee	20%	5	38%	7	0.1256	5
<u>Medium Priority (IS <.10)</u>						
Availability of meeting spaces	14%	6	37%	8	0.0897	6
Quality of outdoor athletic fields in Shawnee	12%	7	33%	11	0.0789	7
Quality of fishing at Shawnee Twin Lakes	9%	8	33%	10	0.0621	8
Quality of camping at Shawnee Twin Lakes	6%	10	23%	13	0.0468	9
Quality of outdoor aquatic facilities in Shawnee	6%	11	42%	4	0.0342	10
Ease of access to city parks	8%	9	67%	1	0.0272	11
Quality of kayaking at Shawnee Twin Lakes	3%	13	36%	9	0.0198	12
Quality of boating at Shawnee Twin Lakes	3%	12	40%	6	0.0193	13

Importance-Satisfaction Rating

City of Shawnee, OK

Streets and Traffic

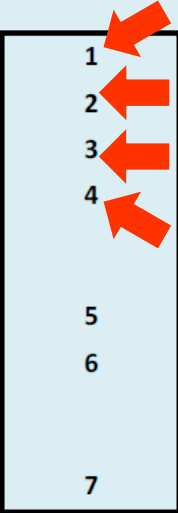
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Condition of major streets in Shawnee	43%	1	28%	8	0.3063	1
<u>High Priority (IS .10 - .20)</u>						
Quality of roadway repair	24%	3	18%	13	0.1950	2
Condition of streets in your neighborhood	28%	2	32%	4	0.1911	3
Adequacy of street lighting in Shawnee	23%	4	32%	5	0.1562	4
Condition of street drainage/water drainage	21%	5	32%	6	0.1462	5
Management of traffic flow	19%	7	27%	10	0.1393	6
Timing of traffic signals	21%	6	35%	2	0.1380	7
Cleanliness of streets and other public areas	15%	8	28%	9	0.1108	8
Speed of roadway repair	13%	10	18%	14	0.1091	9
Condition of sidewalks in your neighborhood	14%	9	24%	11	0.1072	10
<u>Medium Priority (IS <.10)</u>						
Pedestrian accessibility	13%	11	28%	7	0.0945	11
Visibility of pavement markings & street signs	11%	12	38%	1	0.0671	12
Availability of bike lanes	9%	13	23%	12	0.0660	13
Mowing/tree trimming along sidewalks & streets	8%	14	33%	3	0.0527	14

Importance-Satisfaction Rating

City of Shawnee, OK

Code Enforcement

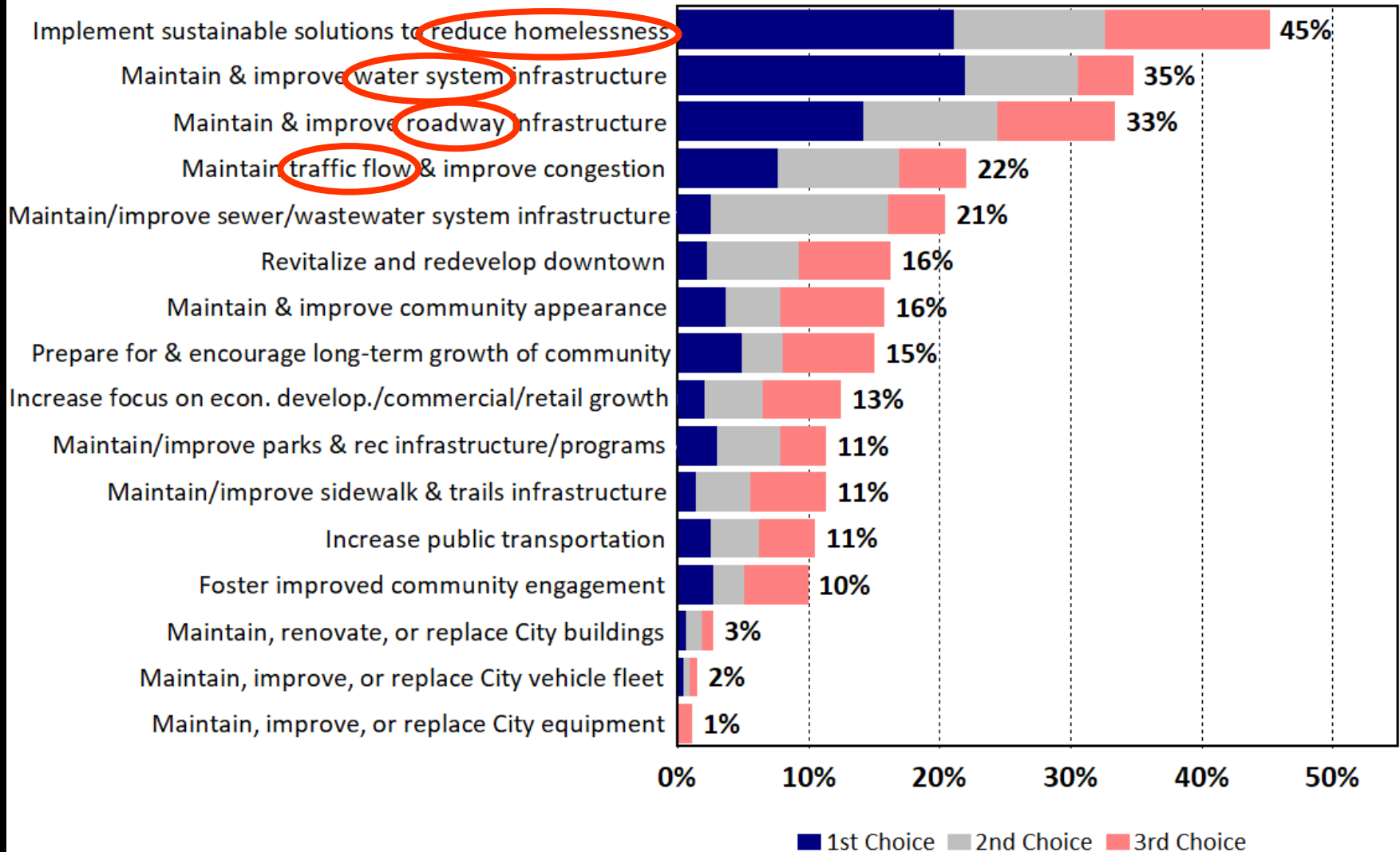
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing clean-up of junk/debris on private property	60%	1	18%	6	0.4863	1
Removal or demolition of dilapidated structures	54%	2	18%	7	0.4390	2
Enforcing mowing/cutting of weeds/grass on private property	36%	3	23%	4	0.2773	3
Enforcing exterior maintenance of residential property	26%	4	21%	5	0.2065	4
<u>High Priority (IS .10 - .20)</u>						
City efforts to remove abandoned/inoperative vehicles	21%	5	24%	3	0.1590	5
Enforcing exterior maintenance of commercial/business property	19%	6	26%	2	0.1414	6
<u>Medium Priority (IS <.10)</u>						
Enforcing sign regulations	9%	7	28%	1	0.0647	7



Other Significant Findings

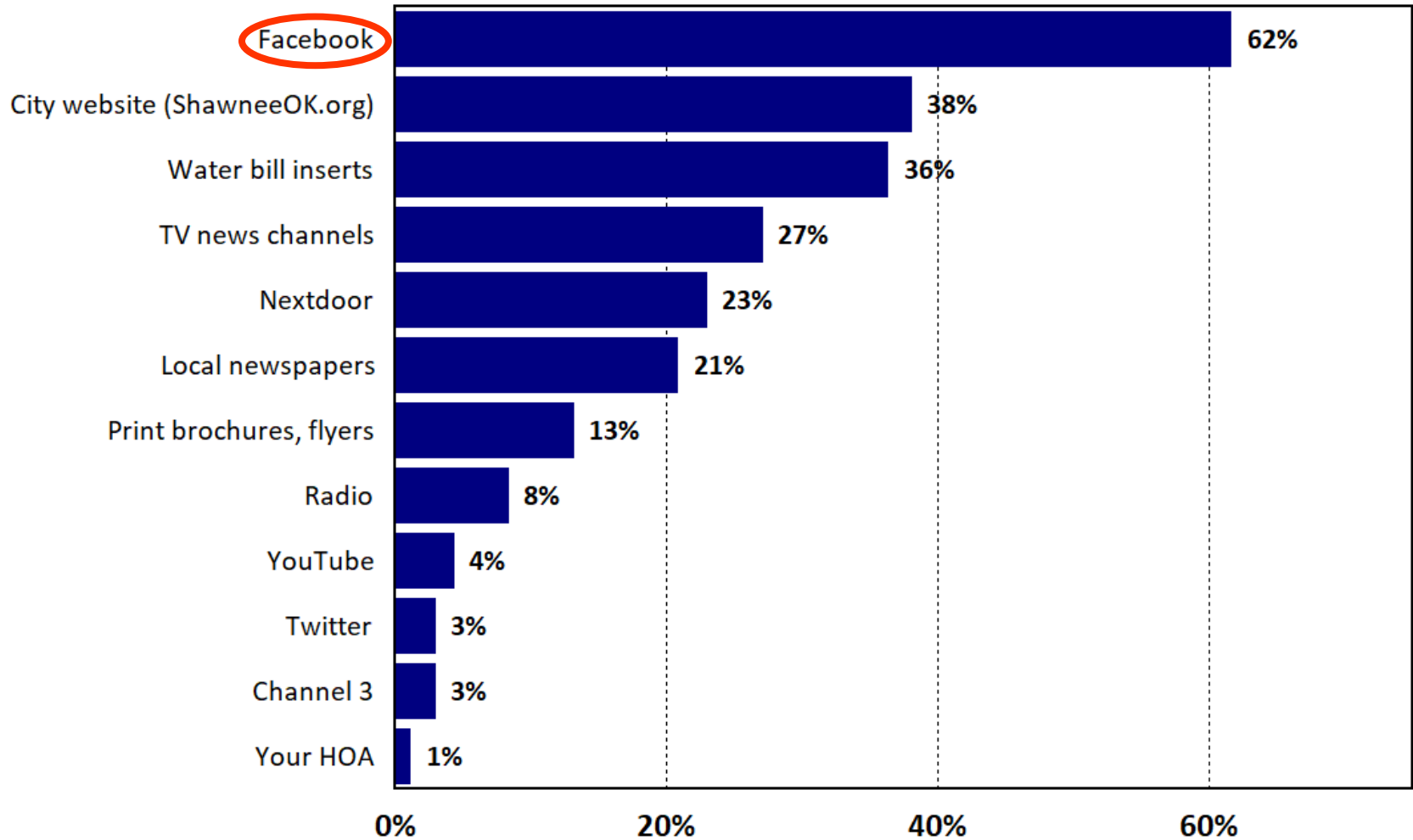
Q39. Most Important City Projects and Initiatives

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



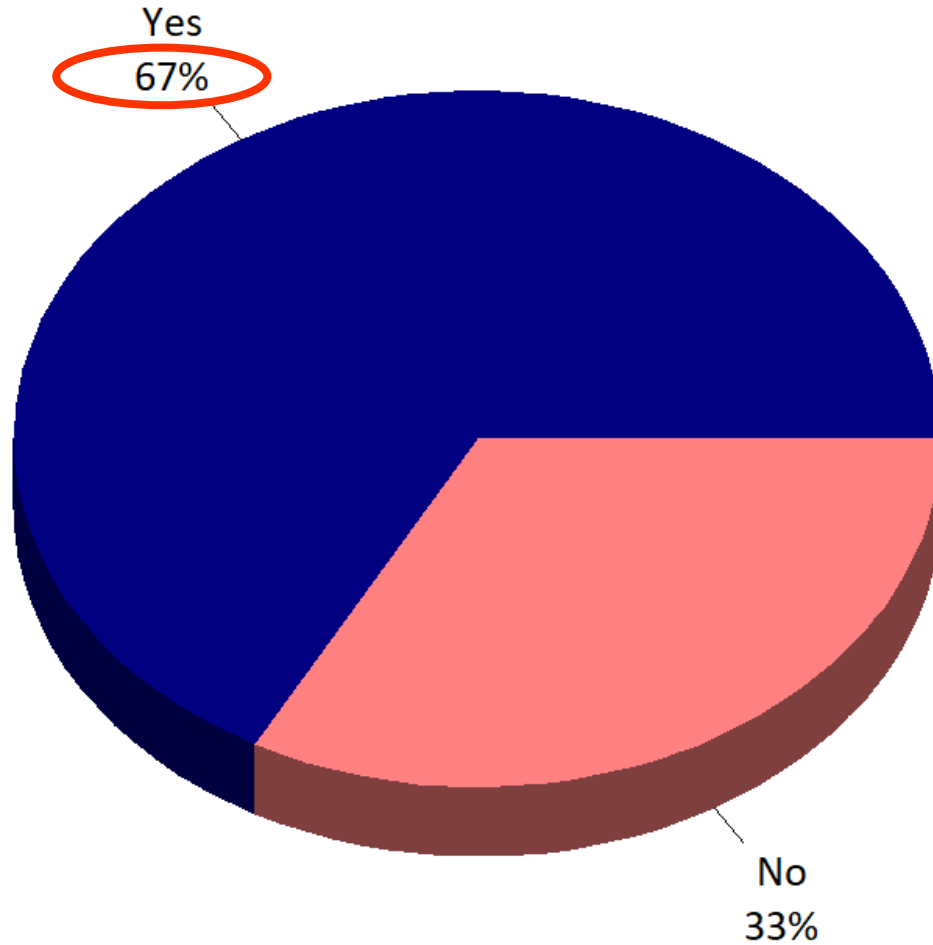
Q26. Sources From Which Respondents Currently Get Information About the City of Shawnee

by percentage of respondents (multiple selections could be made)



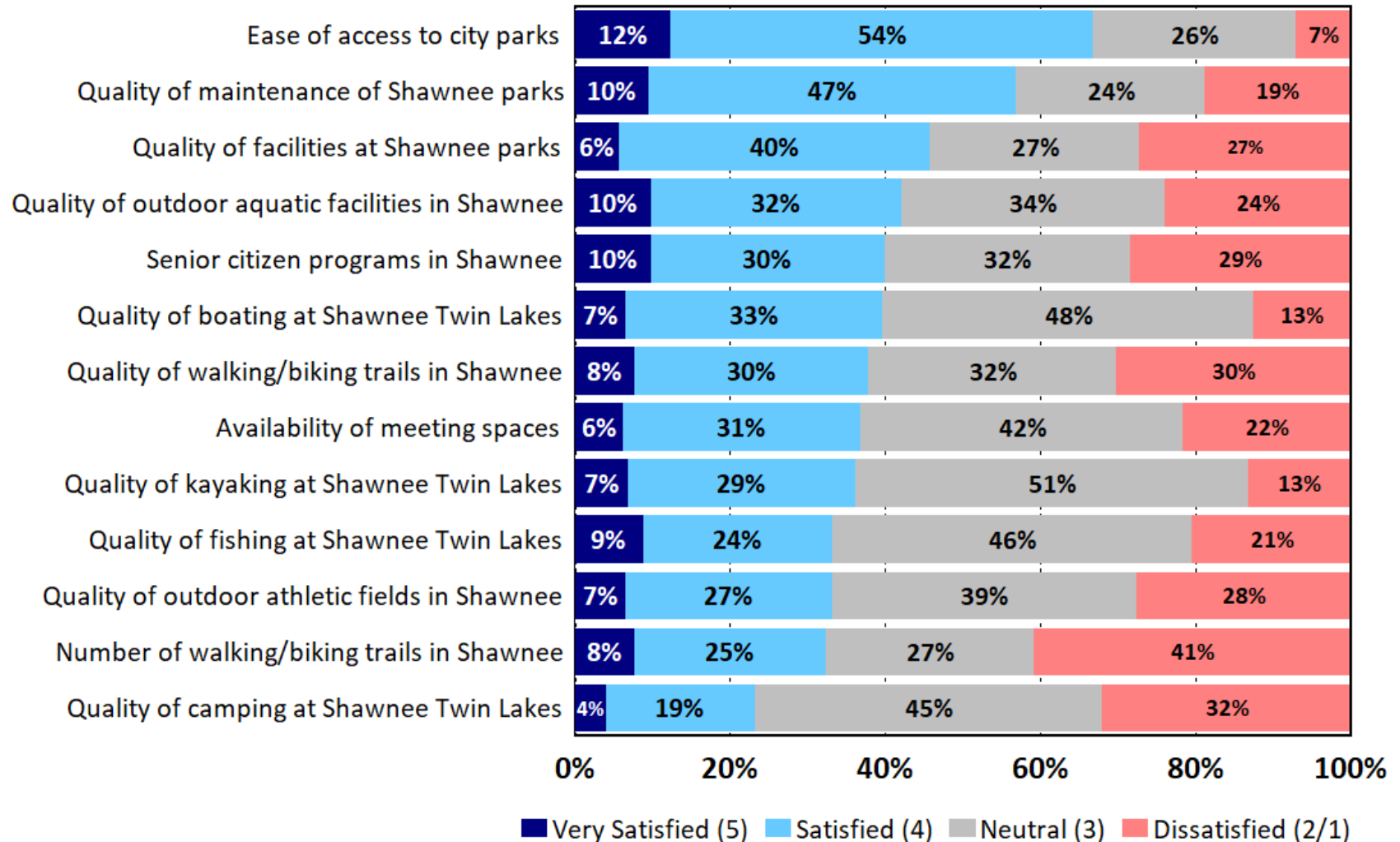
Q11. Have you or anyone in your family visited a Shawnee park or recreational facility in the last 12 months?

by percentage of respondents (excluding "not provided")



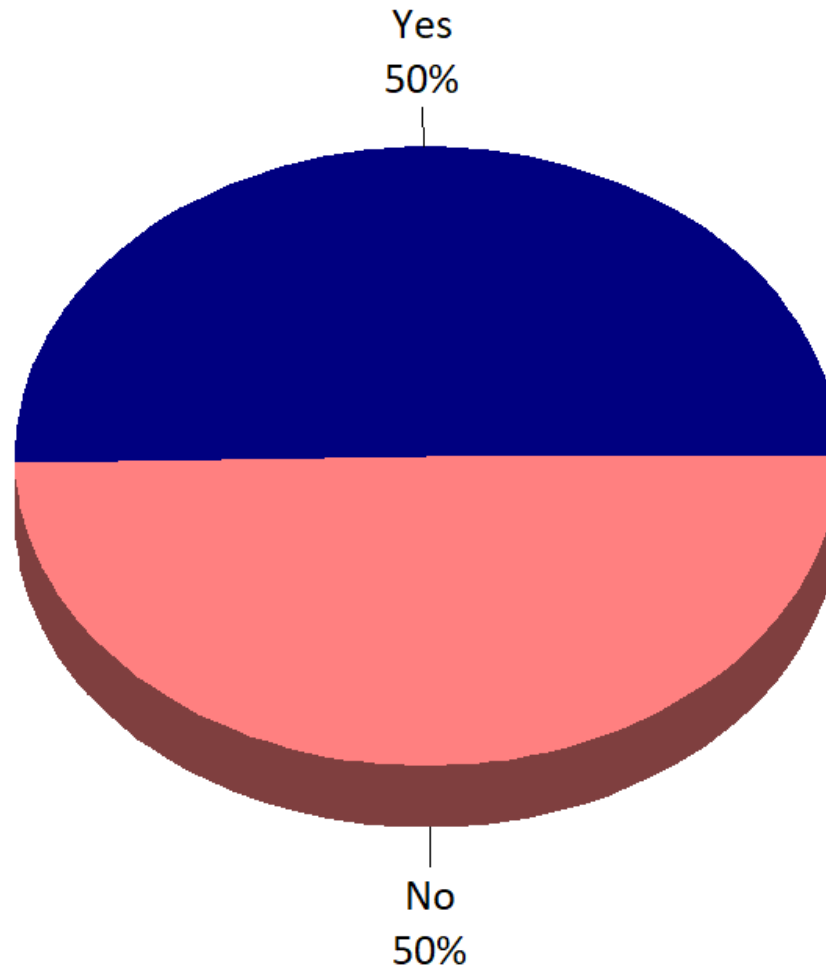
Q11b. Satisfaction with Parks and Recreation

by percentage of respondents who answered "yes" to Question 11 and rated the item as a 1 to 5 on a 5-point scale
(excluding "don't know")



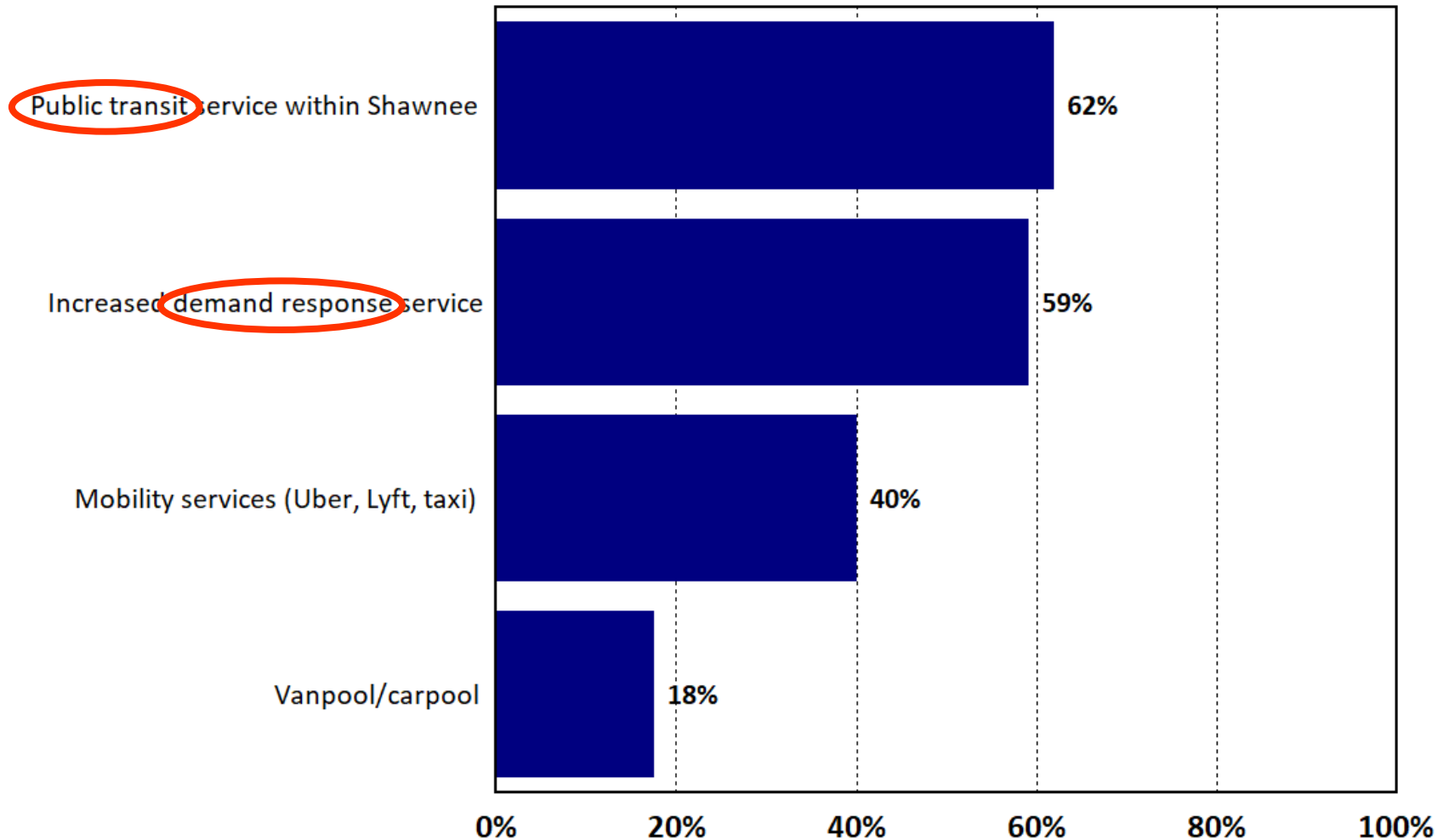
Q11a. Have you or anyone in your family visited Shawnee Twin Lakes in the last 12 months for recreational purposes?

by percentage of respondents who answered "yes" to Question 11



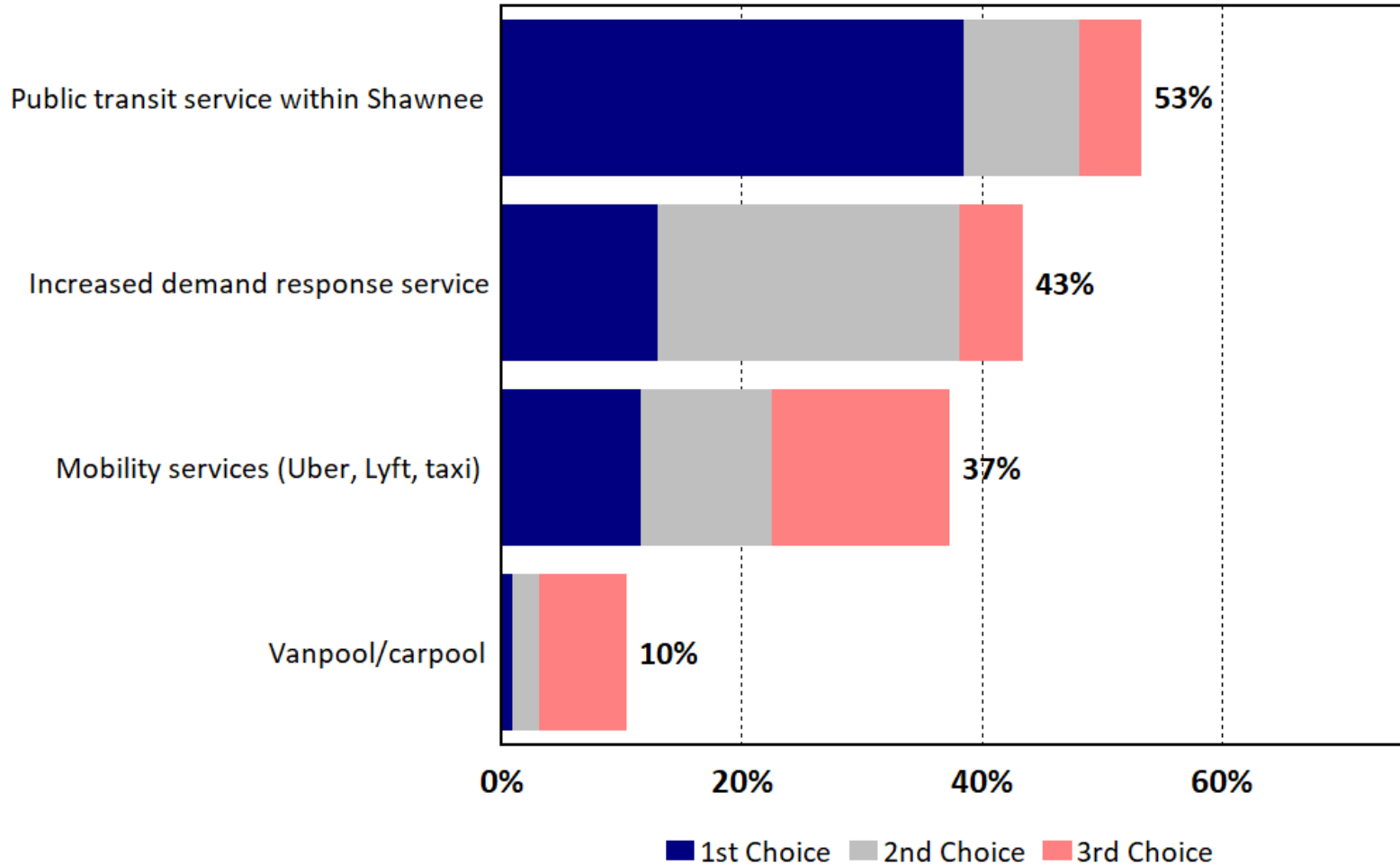
Q22. City Facilitation of Transportation Alternatives That Respondents Would Support

by percentage of respondents (multiple selections could be made)



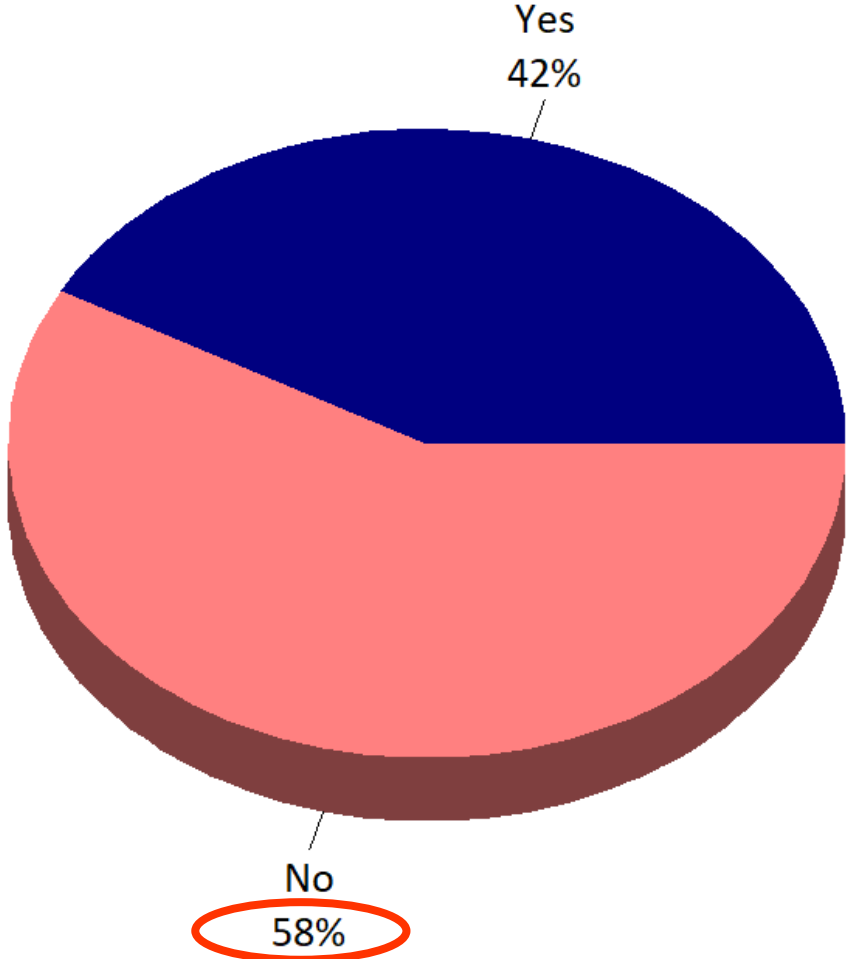
Q23. Transportation Alternatives That Respondents Would Use

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



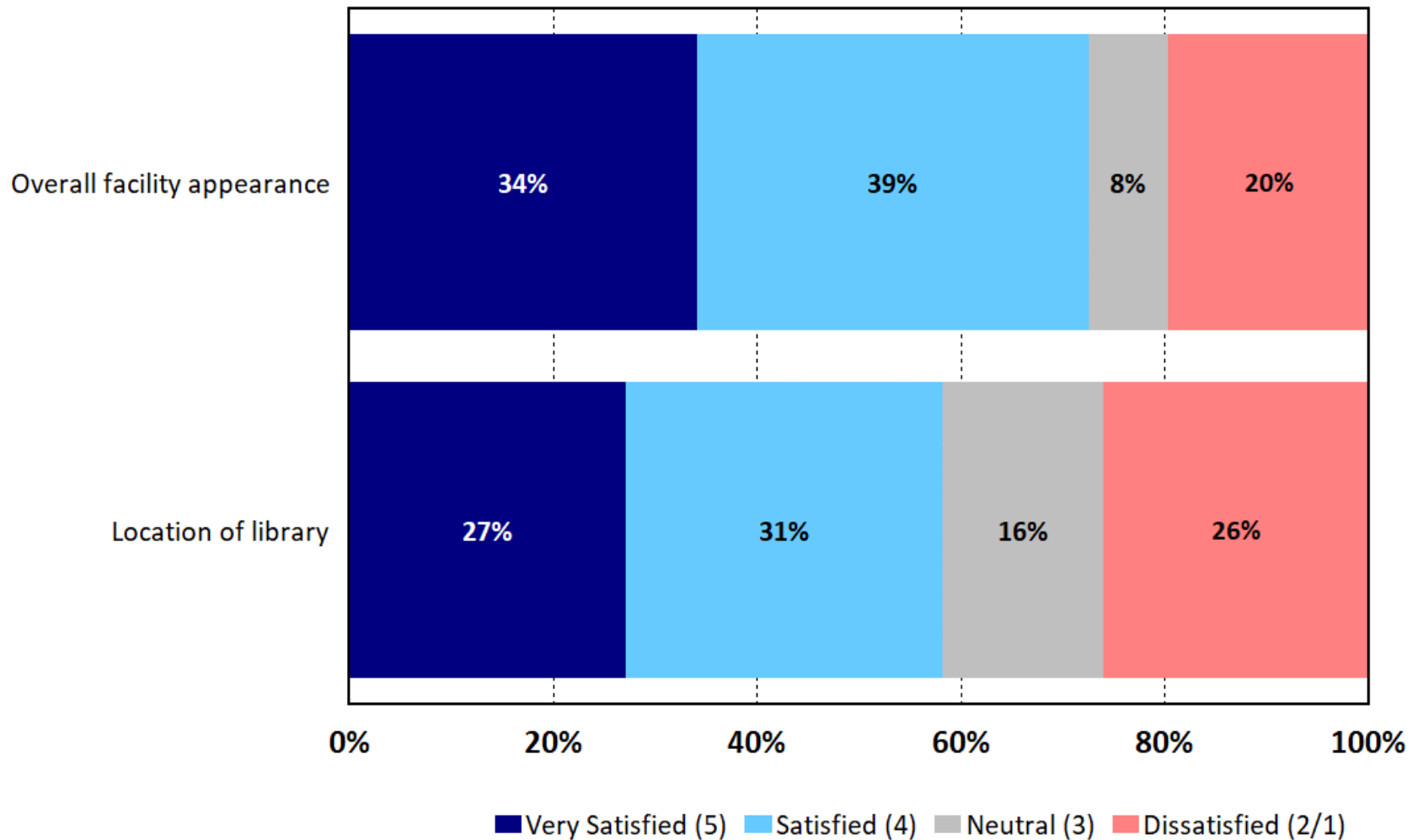
Q21. Have you or anyone in your family visited the Shawnee Public Library in the last 12 months?

by percentage of respondents (excluding "not provided")



Q21a. Satisfaction with Library Services

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



Bottom Line Summary

- **Residents Generally Have a Positive Perception of the City**
 - 80% rated City as an “excellent,” “good” or “average” place to live
 - 73% were satisfied or neutral about overall quality of life in Shawnee
- **Several Public Safety Services Were Higher in Shawnee**
 - Emergency preparedness rated 10% above U.S. and 16% above Texas
 - Police response time rated 4% above the U.S. and 11% above Texas
 - Fire services significantly higher than the U.S. and Texas
- **Highest Priorities for Additional Investment**
 - Reduce homelessness
 - Improve water and sewer systems
 - Maintain city streets and sidewalks
 - Manage traffic and congestion
 - Enforce local codes and improve community appearance

City Commission Q & A

