

Key Takeaways

Citizen Overall Satisfaction

- **Among citizens in the City of Tulsa, 70.1% said that they are satisfied with the overall quality of city services provided**, and 28.1 percent were “very satisfied,” which is 15 points higher than when the same research was conducted in 2013.
- **In fact, satisfaction among citizens was higher for nearly every major metric when looking at the topbox or “very satisfied” responses measured three years ago.**
 - Police services was up 8.4 points over 2013; fire services up 9.8 points; ambulance services up 8.6 points; and, quality of city parks up 10.9 points.
 - Quality of customer service from city employees up 7.6 points; quality of water services up 12.2 points; enforcement of codes and ordinances up 7.1 points; and, communication with the public up 5.3 points.
 - ‘How well the city is planning growth’ was up 8.5 points; value from taxes and fees up 2.3 points; quality of downtown up 8 points; and, overall economic development efforts up 5.9 points.

A City Moving in the Right Direction

- When asked to rate Tulsa as a city that is moving in the right direction, **63% said that they were moving in the right direction, an increase of 10.3 points over the past 3 years.**
 - Since 2013, economic development moved into the top 3 of importance and as a priority for city leaders to focus on, nudging out *flow of traffic/getting around town* which went from #3 to #4.
 - Maintenance of city streets remains the number one priority in the minds of citizens.

Perception of Quality of Life

- **30.7% said that Tulsa was an “excellent” place to live, which is a 2.2-point improvement from 2013, and another 50.6% said that it was a “good” place to live.**
 - The only category to drop in high satisfaction from 2013 was in perception of **Tulsa as a place to raise children going from 27.2% to 26.2% in 2016.** However,

overall perception in this category still increased, **where 66.3% answered positively in 2013 and 70.5% answered positively this year.**

- Still, there were increases in “as a place to work,” “as a place to retire,” and “as a place to visit” ranging from three to five points over 2013 results.

Street Maintenance

- When asked about the overall maintenance of city streets we only see a soft increase in satisfaction, however, **when asked about specific street maintenance issues, we see a much stronger increase in satisfaction responses.**
 - Citizens believe the City is making good progress with city streets. (up in all categories from condition to snow removal to street lighting) However, only 21.6% are satisfied and more than 60% are dissatisfied.
 - Major city streets saw an improvement of one point in the past 3 years while neighborhood streets gained 16.8%.
 - Cleanliness of city streets increased satisfaction from 7.8% to 16.7% and landscaping along medians gained nearly 10 points in satisfaction from 2013.

Feeling of Safety

- **When respondents were asked to rate their overall feeling of safety in the city of Tulsa, 13.2% reported “excellent” which is an improvement over the 9.5% in 2013.** However, there was a loss of feeling safe in some areas of Tulsa since 2013.
 - Citizens feel safer in downtown after dark and in the parks and trails systems since 2013, but a decrease occurred in their own neighborhood at day and at night.
 - 19% of respondents said they were very satisfied with how quickly police responded to emergencies, over 11% in 2013.
 - Over half of respondents said that they were satisfied with how quickly fire departments responded to emergencies with only one percent not being satisfied.
 - Compared to 2013, fewer people feel safe in their neighborhood. However, we are addressing public safety with a permanent tax, helping bolster our police force.
 - Citizens would like to see police and fire focus on youth education. (more efforts for youth education will be able to be accomplished through the public safety tax)

Parks and Recreation

- Since 2013, maintenance of parks moved into a high priority for the Parks Department, but citizens noted that compared to 2013, **they are happier now with the maintenance of parks and the number and location of parks. (up 18, 11 and 19 points respectively)**
 - Since 2013, citizens believe Tulsa is a more walkable and bike-friendly city. 8% more respondents were very satisfied with walking and biking trails
 - Overall satisfaction was 58.5% with 21% neutral. (80% total)

City Trash and Recycling Collection

- **75.4% of people in Tulsa said that they are satisfied with their trash collection services, which is a substantial 12 point increase over the past few years.**
 - 68.1% said they were also satisfied with their recycling service opposed to the 14.9% who were not satisfied, leaving 17% that do not use recycling services.
 - **People who own their home are 12 points more likely to be satisfied with their recycling services.** This could be an area of improvement to allow more renters easy access to recycling services.

City Transit System

- 48.1% said that they were unsure of the quality of the service of Tulsa transit system, possibly because more people are not using the city busses. **Of people that do use public transportation, 26.5% said they were satisfied, which is up from 20.9% satisfaction in 2013.**
 - Only about 17% of people asked had actually ridden the bus in Tulsa.
 - 45.9% of people who had not ridden the bus said there was no services that could be added that would make them ride the bus more.

Communication

- When asked what the best way for the city to get information to them, citizens said that they use the water bill newsletter and email the most.
 - 81% of citizens do not watch TGOV (about 18% do)
 - **Just under half, 47.2%, reported being familiar with the City of Tulsa website,** and of those, there was a higher rate of satisfaction than dissatisfaction.
 - People under the age of 35 said that Facebook would be the best way for them to see city information.

Contacting the City

- **People that contacted the city with a problem over the past 3 years has decreased by 11.9%**, which shows that people are having less problems and therefore a higher rate of satisfaction with city services.
 - **Of the people that contacted a city employee, 61.8% said their customer service experience was satisfactory** as opposed to 13.3% who had some issue with the services.
 - The water department had the highest rate of incoming calls, followed by the Customer Care Center, which is most likely a factor of water billing issues that have recently occurred.
 - Only 1 in 4 people under the age of 35 reported having contacted the city in the past year, while over 40% of citizens over the age 55 said that they had contacted the city.
 - People that have lived in Tulsa for over 20 years are 17.9% less likely to have contacted the city over someone who has lived in Tulsa for only 5 years.

Additional Insights

- People that have lived in Tulsa for more than 20 years are 9.5 points more likely to say they are “somewhat satisfied” with the quality of downtown.
- People who own their current residence are seven points more likely to be satisfied with the value they receive from taxes and fees than residents who rent. However, citizens who have lived in Tulsa for over 20 years are 9.5 points more likely to be “very dissatisfied” with the value they receive from taxes and fees than someone who has lived in Tulsa for less than 5 years.
- Even with less staff compared to 2013, citizens feel the City is making better strides in code enforcement in 2015. 48% are satisfied with code enforcement compared with 32% being dissatisfied and 1/3 neutral.