

City of Oshkosh

Citizen Survey



Introduction

A survey of citizens in Oshkosh was undertaken by the Public Policy Analysis class at the University of Wisconsin – Oshkosh in cooperation with the City of Oshkosh in the Spring of 2009. This report will analyze the results of this survey and provide insight into the perspectives of the citizens on a variety of issues. The 2009 Oshkosh Citizen Survey included six primary sections and multiple sub-sections, along with a question requesting general demographic data as well as an opportunity for comments from the respondents. Two hundred and fifty-five (255) surveys were returned and the resulting data has been entered into a statistical analysis program. Depending upon the nature of the question, individuals were asked to respond to each question based on three following possible rating options: 1.) excellent, good, fair and poor 2.) very important, somewhat important, no opinion, somewhat unimportant, and very unimportant or 3.) strongly agree, somewhat agree, neither agree/disagree, somewhat disagree, strongly disagree and no opinion. The survey was sent to 1,500 properties chosen randomly from the 27,436 parcels provided from a data base by the City of Oshkosh. The 255 responses constitute a 17 percent response rate which is lower than the norm for citizen surveys. The relationship between sample size and precision of the survey instrument at a 95 percent confidence rate frequently used in surveys is shown below.

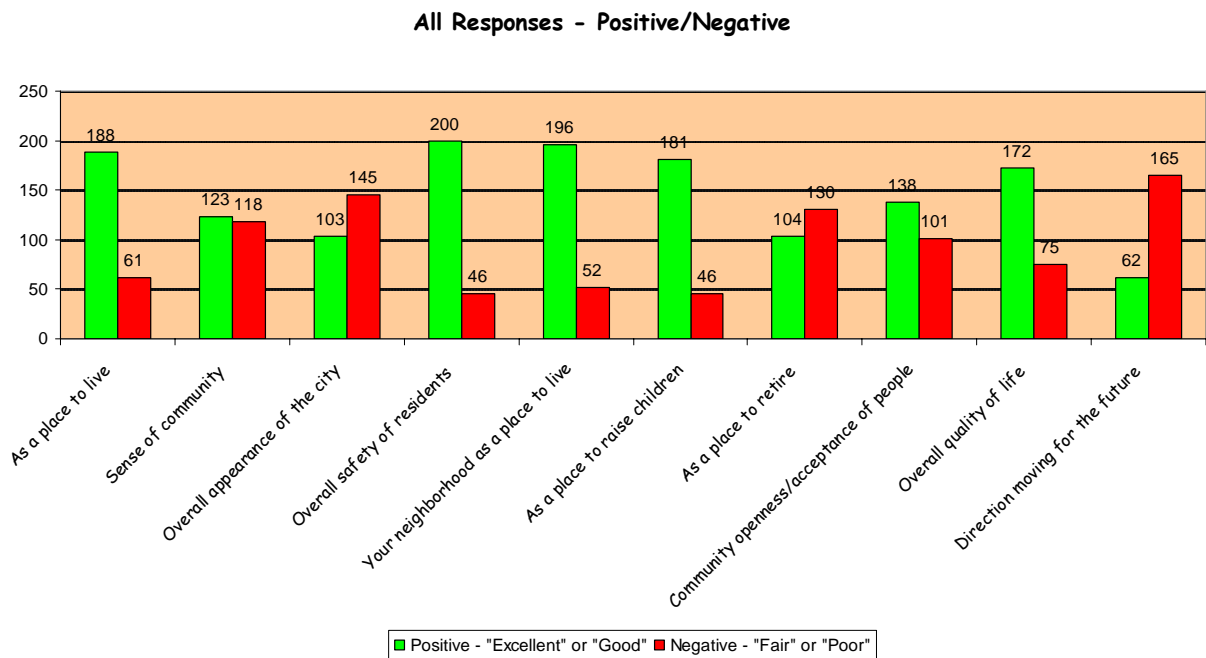
Sample Size	Margin of Error
100	10%
300	5.5%
400	5.0%
800	3.5%

The 255 responses create a confidence level of approximately 6 percent. A level of 5 percent is considered acceptable for most survey results.

How Citizens of Oshkosh Feel About Their City – Section One

The following is an analysis of section one “How the citizens of Oshkosh feel about their city” and its sub-sections. Graph 1 provides an overall view of how the citizens of Oshkosh feel about their city. The original responses of excellent and good were combined into a single category of “positive”, while fair and poor responses were combined to form a category of “negative”. This may equalize some of the potential variances resulting from personality differences and specific, temporary situations (a bad day at the office, winter weather, etc.). By displaying the results in this manner, it seems apparent that respondents generally feel “positive” about their city, except when asked about the city’s future, the city’s appearance, and the city as a retirement option.

GRAPH 1



The following table shows the responses in more detail.

How Oshkosh Citizens Feel About Their City Results

	Excellent	Good	Fair	Poor	No Opinion
As a place to live	31	157	57	4	6
Sense of community	4	119	100	18	14
Overall appearance of the city	8	95	115	30	7
Overall safety of residents	32	168	41	5	9
Your neighborhood as a place to live	61	135	43	9	7
As a place to raise children	47	134	39	7	28
As a place to retire	24	80	97	33	21
Community openness/acceptance of people	8	130	77	24	16
Overall quality of life	15	157	71	4	8
Direction moving for the future	2	60	117	48	28

How Oshkosh Citizens Feel About Their City Results Summary

	Positive	Negative	No opinion
As a place to live	188	61	6
Sense of community	123	118	14
Overall appearance of the city	103	145	7
Overall safety of residents	200	46	9
Your neighborhood as a place to live	196	52	7
As a place to raise children	181	46	28
As a place to retire	104	130	21
Community openness/acceptance of people	138	101	16
Overall quality of life	172	75	8
Direction moving for the future	62	165	28

Positive = Excellent or Good

Negative=Fair or Poor

The following is an analysis of the above tables:

How would you rate Oshkosh as a place to live? There were 249 valid responses with six responses indicating a non-answer to the question. Of the four rating options available with 4 being excellent, 3 good, 2 fair, and 1 poor, on average the respondents rated the City of Oshkosh a 2.14. This could be interpreted as an opinion that is slightly above average or between good and fair denoting Oshkosh as a place to live. Overall, the

cumulative percentage results show that slightly over 75 percent of survey respondents thought Oshkosh was an excellent or good place to live.

How would you rate the sense of community in Oshkosh? There were 241 valid responses to the sense of community rating with 14 non-answers. The average response for sense of community was 2.5 placing it half way between good and fair. Fifty-one percent of the citizens thought that Oshkosh had a “positive” sense of community.

When cross-tabulating the data on sense of community with time lived in Oshkosh, the following was noted:

- There seems to be a statistically significant difference between people living in Oshkosh in the short term, i.e., less than five years, versus those that have been living in Oshkosh for 6-20 years. According to the data, the respondents living in Oshkosh less than five years have a higher sense of community than the 6-20 year respondents.
- Opportunity for improvement exists when looking at home owners and sense of community. Only 50 percent of home owners responded excellent or good relative to sense of community.
- It also seems citizens living north of the river feel less connected with community than those living southeast and west of the river.
- The distribution of respondents based on age shows that younger people (less than 45 years old) rate their sense of community higher than those over the age of 45.

How would you rate the overall appearance of the city?

There were 248 valid responses and seven indicating a non-answer to the question. Using the original four rating options, 46 percent of respondents rated the appearance of the city as “fair”. The ratings of “good” and “excellent” had a response rate of 38 percent and 3 percent respectively, giving a combined “good/excellent” rating of 41 percent, while 58 percent felt “negative”.

It is important to point out that consideration should be given to the time of year when this survey was administered. February tends to be a “dull” month in Wisconsin, in which there are often dirty snow banks lining the streets and a lack of leaves on the trees

or flowers blooming. This may have had an impact on how respondents felt about the city's appearance.

When cross-tabulating some of the demographic data with the overall appearance of the city, the following statistically significant correlations were found:

- Those who have lived here for more than 20 years responded more positively regarding the appearance of the city.
- Relative to place of residence, it would seem those that live south of the Fox River and east of the Highway 41 seem positive about the overall appearance of the city.
- The older the resident, the less positive they seem to feel regarding the appearance of the city.
- Those with a higher level of education responded more negatively about the appearance. This could possibly be due to a greater sense of awareness and caring regarding the aesthetics.

How would you rate the overall safety of the residents?

There were 246 valid responses and nine indicating a non-answer to the question. Of the four rating options, “good” had the highest response rate of 68 percent, which far out-weighed the responses of any other category. When converting the ratings into the “positive/negative” scale, 81 percent of the respondents rated the safety of Oshkosh as “positive,” while 19 percent rated it as “negative”. It is clear that respondents find Oshkosh to be a safe place to live, work, and play. Considering that Oshkosh is also a “college town,” which brings in a variety of activities, it would be helpful to examine any areas that may need attention for improvement by correlating the feelings of safety with the demographic information. This information would be beneficial for community service/program providers as they develop their action plans for meeting the needs of the community.

How would you rate your neighborhood as a place to live?

There were 248 valid responses to the neighborhood as a place to live question, with seven non-answers. Of the valid responses, 196 respondents or 79 percent indicated

that their neighborhood was either a good or an excellent place to live on the “positive/negative” combined rating.

How would you rate Oshkosh as a place to raise children?

There were 227 valid responses to the question asking about Oshkosh as a place to raise children, with 28 non-answers. The demographic data indicates that 78 percent, or 193 of the respondents, did not have children living at home so they may or may not have recent experience with raising children in Oshkosh. Of the 227 valid responses, 80 percent indicated that it is a good or excellent place to raise children. This is the exact same rating as that of how respondents rated their neighborhood as a place to live.

Comparing the respondent’s place of residence demographics with their response to Oshkosh as a place to raise children shows no major impact on whether there is a preferred area of the city in which to raise children. It may be worth determining what is working well with this topic that could be utilized to improve other aspects of the City.

How would you rate Oshkosh as a place to retire?

There were 234 valid responses and 21 non-answers to this question. This question appeared to hit a nerve with the citizens of Oshkosh. When asked to rate the city *as a place to live*, 75 percent of respondents gave Oshkosh a “positive” rating, however, when asked to rate the city *as a place to retire*, this rating fell to 45 percent. The only other areas in this section with a lower “positive” rating were those regarding the *appearance of the city* and the *city’s direction for the future*.

These survey results could be interpreted in several different ways. Some residents may intend to retire elsewhere, so they may not feel Oshkosh is the best place to retire. Younger individuals may not have any definite thoughts or considerations about retirement locations. Weather may have also been a factor, as the survey was conducted in the winter. This could sway a person’s opinion about whether or not they desire to remain in the Midwest after retirement in which case the response may be more about general location/climate as opposed to the specifics of the city.

When cross-tabulating some of the demographic data with the city’s appeal for retirement, the following statistically significant correlations were found:

- Widowers, while a small number of respondents, do indicate a more positive perception of Oshkosh as a place to retire than those married or not married.
- Newcomers and those who have lived in Oshkosh over 20 years are more positive about it as a place to retire.
- Those living south of the Fox River and west of Highway 41 indicate Oshkosh would not be a choice necessarily for a place to retire as compared to those in other areas of the city.
- Interestingly, it seems people 45 and under viewed Oshkosh as a positive place to retire versus those closer to retirement age.

How would you rate Oshkosh’s community openness and acceptance of people?

There were 239 valid responses and 16 non-responses to this question. One hundred and thirty eight people or 58 percent feel that Oshkosh has a spirit of openness and is accepting of people, but this was not an overwhelming majority. Forty-two percent of the respondents gave the city a “negative” rating regarding its openness and acceptance. These responses were very close to those of the question about Oshkosh’s *sense of community*.

These results might be surprising to some, since Oshkosh is considered by many to be a “university town” which may lead one to expect a more liberal and diverse population base. This may be explained by the fact that the average age of the survey respondent was about 20 years older, and possibly more conservative, than the average age of Oshkosh citizens as recorded by the United States Census Bureau.

Cross referencing the data, there seems some statistical significance between community openness and acceptance for the following demographic groups:

- Those that have lived here for the shortest and longest amounts of time.
- Place of residence, specifically those living in the north area, would seem to have a greater impact on the view of openness and acceptance in the City of Oshkosh.
- Contrary to popular belief, the less educated in Oshkosh see the city as more accepting and open than those with a higher degree.

How would you rate the overall quality of life in Oshkosh?

There were 247 valid responses and eight non-answers to this question. Seventy percent of respondents rated the quality of life in Oshkosh as “positive” by the combined rating scale while 30 percent rated it as “negative”. Even though some respondents did not answer this question or have an opinion, 6 percent felt that the quality of life in Oshkosh was excellent.

As the number of children increases, the perception of the quality of life in Oshkosh becomes more positive. Regardless of the demographic cross-tabbed with quality of life, respondents consistently showed a positive rating.

How would you rate the direction Oshkosh is moving for the future?

There were 227 valid responses and 28 non-answers in rating the direction Oshkosh is moving for the future. Twenty-seven percent feel “positive” about the direction of the city as opposed to 73 percent who feel negative about it. When cross-tabbing the demographics, the following are areas of interest:

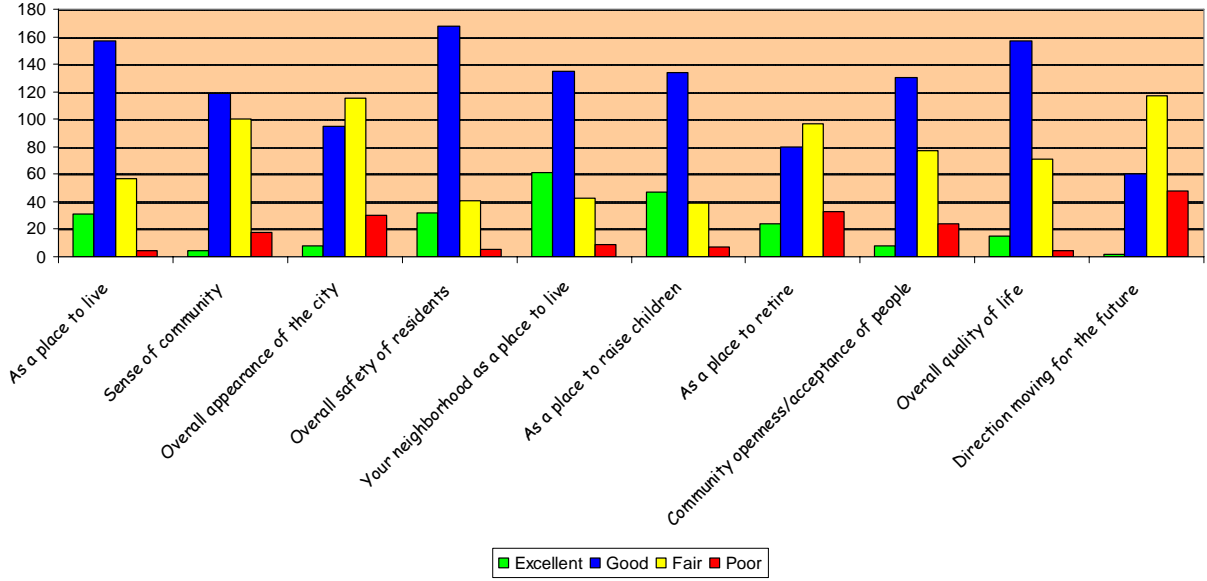
- People who have lived in Oshkosh less than five years are significantly more positive about the city’s direction than those that have been residing here more than six years.
- Renters are indicating a more positive response regarding the direction of the city as opposed to those who own property.
- Citizens who live south of the Fox River and west rated the direction of the city more negative than those in the north or east areas.
- Those with a lower income seem more positive about the direction of the city.

Conclusion to Section One

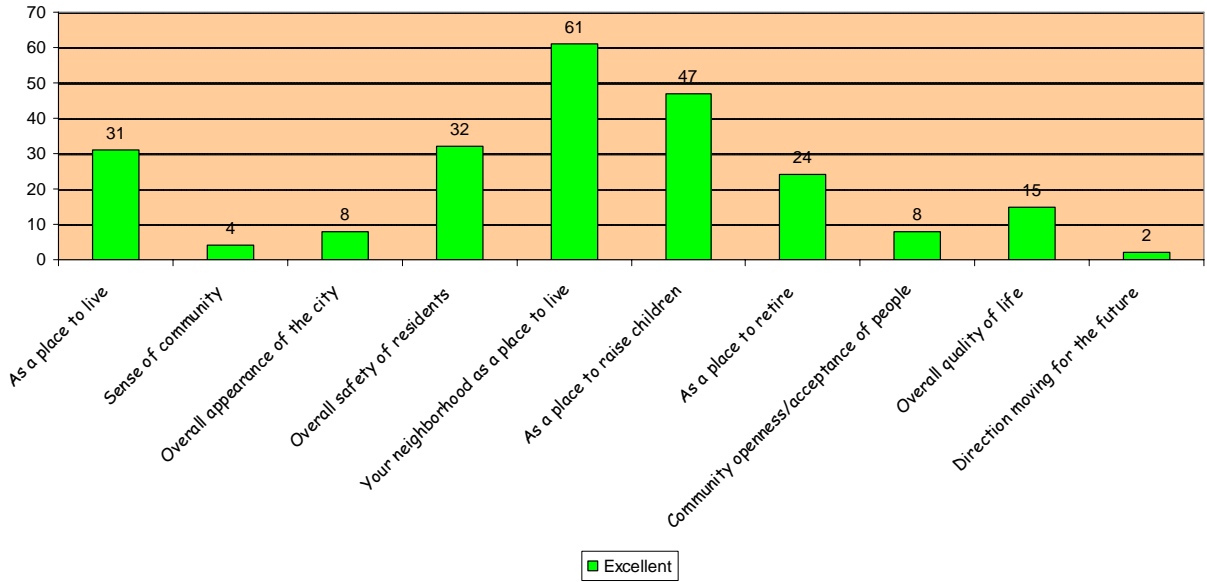
Overall, one can conclude that Oshkosh citizens are very happy with the quality of life in the city. Unfortunately, there needs to be some work done in the appearance of the city, retirement life opportunities, and the future direction of the city. Graphs 2-6 show the responses grouped by rank.

GRAPHS 2 - 6

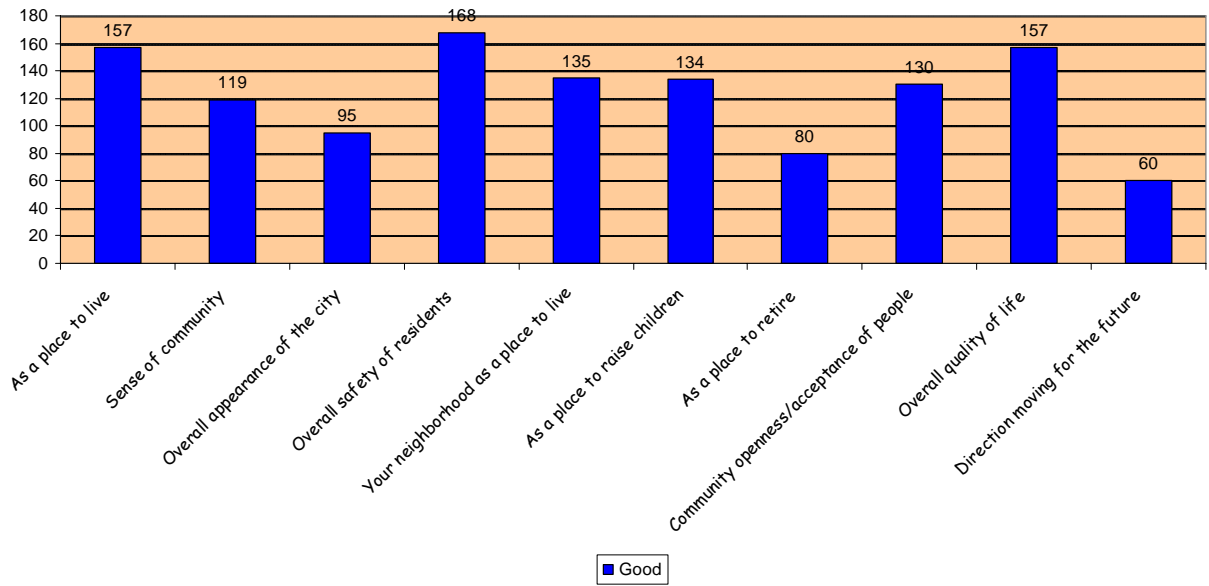
All Responses



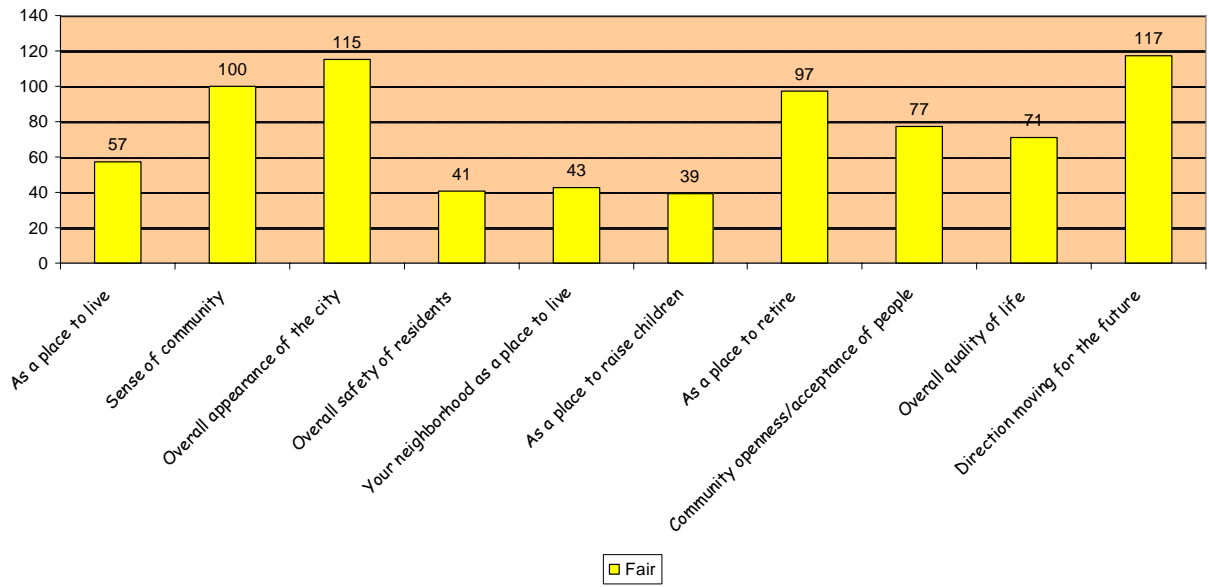
"Excellent" Responses



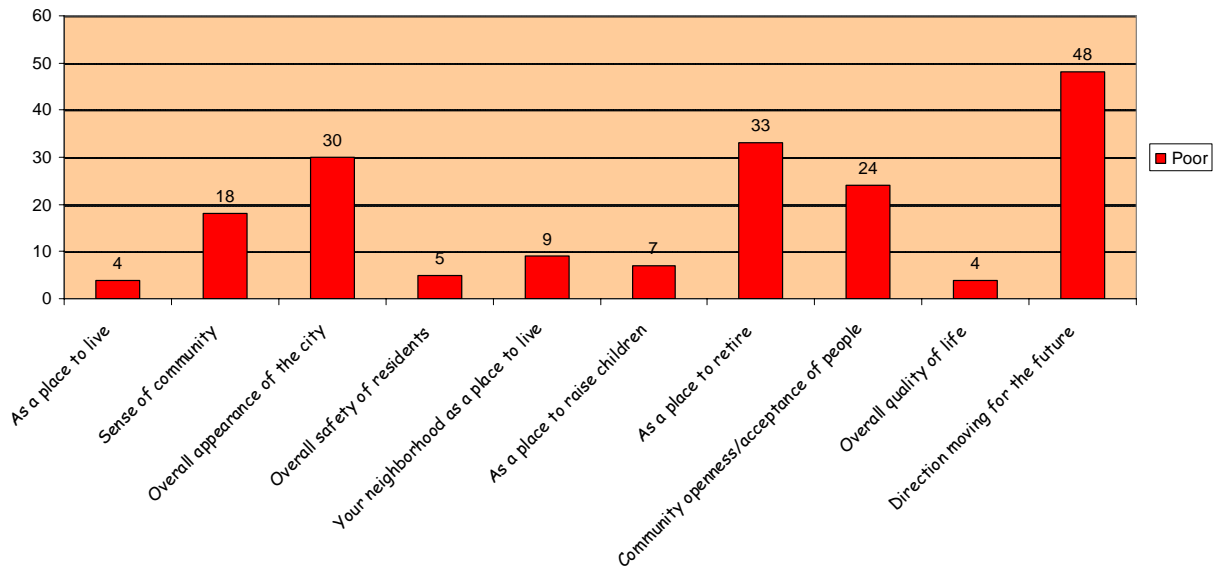
"Good" Responses



"Fair" Responses



"Poor" Responses



City of Oshkosh Importance and Quality of Services

Section Two and Three

Importance of Services

It is apparent from the citizen response that almost all services have an importance associated with them. It is not surprising that there are services that citizens find important and are of excellent or good value. It may be that if a service is provided, people inherently assign importance to them. Although this is not surprising, the following services were rated very important by over ninety-percent of the respondents: Police Services, Fire Protection and Prevention Services, and Emergency Medical and Rescue Services. In addition, roughly 70 percent or more of the respondents found that the following services were very important: Street Paving Maintenance and Repair, Maintenance of the Storm Drainage System, and the Removal of Snow and Ice from City Streets. These issues weigh heavily on the minds of the citizens of Oshkosh due to the recent flood and intense snowfall this past winter.

There are three services that stand out that citizens ascribe a lower importance to or have no opinion about. These services include: Lake Shore Golf Course, Pollock Aquatic Center, City Cable, Radio, and Web Streaming Services. The reasoning behind the lower importance to or no opinion of the Lake Shore Golf Course is unknown based on the demographic information provided.

Of those surveyed, it is interesting to note that 78 percent of the respondents had no children. This may have impacted the responses regarding the importance of the Pollock Aquatic Center. It is also important to note 27 percent of the respondents were over the age 65, however, based on the Oshkosh census only 11.9 percent of those surveyed should be 65 or older. If these services are not seen as a priority to citizens, further analysis should be conducted to determine the future allocation of funding for these services.

A chart showing the overall responses to the Importance of Services questions is shown on an 8 ½ by 14 sheet as well as in the table on the following page. A similar chart and table are shown for the results of the Quality of Services question.

Importance of Services	Very Im	Some Im	No Opin	Some Un	Very Un
Public Library Services	62.2	28.1	6.4	2.8	0.4
Emergency Medical and Rescue Services	92.3	6.9	0.8	0	0
Fire Protection and Prevention Services	92.8	6	0.8	0.4	0
Weekly Trash Collection	69.5	26.4	2.4	1.2	0.4
Pick-up of Large Items and Brush	30.2	52.4	11.7	6.9	0.8
Police Services	91.1	7.3	0.8	0.8	0
Mowing, Maintenance and Appearance of Parks	37.5	50	9.3	3.2	0
Recycling Services	48.4	40.7	7.3	2.8	0.8
Current Level of Bagged Leaf Collection Service	16.9	51.2	22.2	8.1	1.6
Pollock Aquatic Center	22.4	34.3	31	7.8	4.5
City's Sidewalk System	44.2	41	10.8	4	0
Mowing Right of Ways, Street Medians, Roadsides	24.1	51.8	16.1	8	0
Street Lighting	61	30.5	6.8	1.6	0
Removal of Snow and Ice from City Streets	75.8	19.8	3.2	1.2	0
Current Level of Loose Leaf Collection Service	20.7	50.4	19.9	8.1	0.8
Animal Control	28.3	42.9	19.4	8.1	1.2
Information about City Services and Activities	23.6	48.8	19.9	6.5	1.2
City Cable, Radio, and Web Streaming Services	18.4	37.4	27	13.1	3.7
Lake Shore Golf Course	12.6	18	39.7	15.1	14.6
Maintenance of the Storm Drainage Systems	76.4	15.2	6.8	1.6	0
City Support for Neighborhood Organizations	20.9	44.6	24.9	8	1.6
Building Permits and Inspections	24.5	46.5	22.4	6.1	0.4
Street Sweeping	19.3	50.6	18.1	10.4	1.6
Public Health Programs	50	35.1	11.7	2.8	0.4
Senior Center	34.7	38.4	19.8	5.4	1.7
Economic Development Assistance to Businesses	41	26.8	25.9	4.2	2.1
Transportation Planning for Traffic	38.7	42.7	14.5	4	0
Regulation and Zoning for Land Use	27.5	43.3	25.9	3.2	0
Efforts to Improve the Quality of Housing	39.2	41.2	16	3.6	0
Maintenance of the City-owned Buildings	30	49	15.8	4.9	0.4
Transit Systems	42.5	36.8	14.2	5.7	0.8
Enforcement of Property Maintenance/Nuisance	35	41.6	16.9	5.3	1.2
Bike and Pedestrian Trails	29.8	42.6	17.4	8.3	2.1
Promotion of Environmental Awareness to Citizens	24.2	43.5	16.5	9.7	6.1
Street Paving, Maintenance and Repair	76.4	21.2	2	0.4	0
Response to Citizen Complaints and Requests	57.1	34	8.1	0.8	0
City Parking Facilities	20.3	51.2	21.1	5.7	1.6
Weed Abatement	16.9	39.9	25.4	12.2	5.7

Rating - Very Important - Somewhat Important - No Opinion - Somewhat Unimportant - Very Unimportant

Quality of Services

Not only is it important to know the citizens' opinions on the importance of the services offered by the city, but the administrative staff also need to know if the citizens feel the quality of service and the value of services is meeting citizens expectations. This information is essential, as tax payers, citizens feel the services offered should be meeting high quality standards.

Overall the survey showed that most of the services rank within the Excellent, Good or Fair Ranges. This shows that the quality of services are meeting or exceeding the residents' expectations. The services ranked with the highest percentage in the excellent area are the Senior Center, Public Library Services, Fire Protection and Prevention Services, Emergency Medical and Rescue Services, and Weekly Trash Collection. It is promising to see that most of the percentages in the poor category were low. The city should take pride in this but should continue to strive to increase the excellent and good areas and decrease the number of poor responses.

Residents feel that the following services have a poor value based on the survey results: Street Paving, Maintenance and Repair, Maintenance of Storm Drainage Systems and the Removal of Snow and Ice from City Streets. The survey may have been impacted as the City of Oshkosh has recently recovered from the flood disaster and a short time ago experienced a snowy winter.

The results of this survey should show the administrative staff what areas the residents feel are meeting their expectations and what service areas need more attention or further review. It may be beneficial to use this survey information along with additional analysis of the survey during budgetary discussions and budget preparation.

Quality of Services	Value	Excellent	Good	Fair	Poor
Public Library Services		50.2	43.4	6.0	0.4
Emergency Medical and Rescue Services		42.1	51.9	6.0	0
Fire Protection and Prevention Services		40.4	52.8	6.4	0.5
Weekly Trash Collection		36.1	50	10.2	3.7
Pick-up of Large Items and Brush		15.9	42	30.5	11.5
Police Services		29.8	53.8	12.6	3.8
Mowing, Maintenance and Appearance of Parks		24.5	55.1	17.6	2.9
Recycling Services		19.5	55.9	20.3	4.2
Current Level of Bagged Leaf Collection Service		10.7	49.3	29.3	10.7
Pollock Aquatic Center		30.3	50	14.5	5.3
City's Sidewalk System		6.3	42.6	40.1	11
Mowing Right of Ways, Street Medians, Roadsides		8.4	57.7	26.8	7.1
Street Lighting		9.3	56.7	25.1	8.9
Removal of Snow and Ice from City Streets		8.9	33.6	34	23.5
Current Level of Loose Leaf Collection Service		7.6	36.5	39.8	16.1
Animal Control		10.7	50	30.3	9
Information about City Services and Activities		8.8	48.5	32.6	10.1
City Cable, Radio, and Web Streaming Services		15.2	41.1	34	9.6
Lake Shore Golf Course		11.4	48.8	33.3	6.5
Maintenance of the Storm Drainage Systems		2.7	23.9	35.1	38.3
City Support for Neighborhood Organizations		1.9	39.6	46.5	11.9
Building Permits and Inspections		2.4	38.2	30.9	28.5
Street Sweeping		12.2	43.9	35.9	8
Public Health Programs		10.9	60.3	25.6	3.2
Senior Center		39.2	44.9	13.9	1.9
Economic Development Assistance to Businesses		4.8	34.4	38.4	22.4
Transportation Planning for Traffic		4.1	26.9	48.2	20.7
Regulation and Zoning for Land Use		2.5	24.7	49.4	23.4
Efforts to Improve the Quality of Housing		4.3	28.6	46.5	20.5
Maintenance of the City-owned Buildings		4.9	45.4	40	9.8
Transit Systems		11.1	58.8	23.1	7
Enforcement of Property Maintenance/Nuisance		4.7	30.4	41.9	23
Bike and Pedestrian Trails		10.1	39.9	30.8	19.2
Promotion of Environmental Awareness Citizens		3.6	32.1	44	20.2
Street Paving, Maintenance and Repair		2	14.1	33.1	50.8
Response to Citizen Complaints and Requests		3.7	25.1	43.9	26.7
City Parking Facilities		4.3	39	46.8	10
Weed Abatement		3.7	35	42.3	19

Analysis of Importance and Quality of Services

Upon statistical analysis of the importance and quality of services, it was found through the use of cross tabs that the following services are viewed by the citizens as very important and excellent quality. Again it should be of no surprise that the following core services were rated very important and excellent quality: Police Services, Fire Protection and Prevention Services, and Emergency Medical and Rescue Services. In addition to the anticipated results of the core services, it was also found that Trash Collection, and Information about City Services and Library Services was also viewed as very important and that respondents found them to be of excellent value.

The survey also revealed that the following services were rated as being very important, however the quality was rated as fair to poor. Over seventy-percent of those surveyed rated the following services as very important and poor quality: Street Paving Maintenance and Repair (84.4 percent importance), Maintenance of the Storm Drainage System (77.2 percent), Response to Citizen Complaints and Requests (74. percent), Regulation and Zoning for Land Use (78.8 percent), and Transportation Planning for Traffic (71.1 percent). These areas above would be areas in need of improvement since they are considered important to the Citizens of Oshkosh and are not provided at the appropriate level.

Budgeting Priorities – Section Four and Five

Section 4 listed eight areas of services provided by the city and asked citizens to give dollar amounts to each service area as if the city had an additional \$1 million dollars. Services listed included cultural institutions, economic development, waste & recycling, finance/revenue, police, fire, parks and transportation. Transportation ranked at the top of the list followed by economic development, police and fire. Ranking last was finance/revenue. These rankings are indicative of citizen opinion of where additional money ought to go. The rankings could refer to service areas that may be deemed problematic, important or worthy of additional funds. For example, analysis was done on levels of additional funding for transportation by respondents’ answers to their assessments of the quality of road-related services (transportation planning for traffic and street paving, maintenance and repair). The findings strongly suggested that the lower their evaluation of the quality of these services, the higher their priority given to transportation funding.

Budgeting Priorities

	#	Minimum	Maximum	Mean	Std. Deviation
# 4 - Extra \$1 million					
Cultural Institutions	196	.00	50.00	8.3530	8.06639
Economic Development	196	.00	100.00	16.5112	16.28028
Waste Mgmt Recycling	196	.00	55.00	8.1769	7.65980
Finance and Revenue	196	.00	70.00	7.8177	9.33273
Police Protection	196	.00	55.00	13.7909	11.00577
Fire Suppression/ Prevention	196	.00	76.33	11.2608	10.76671
Parks	196	.00	71.43	8.1362	9.94566
Transportation: Roads	196	.00	100.00	25.9533	19.89758
# 5 - Reduce \$1 million					
Cultural Institutions	170	.00	70.00	16.6595	14.26000
Economic Development	171	.00	100.00	14.6848	14.71842
Waste Mgmt Recycling	170	.00	60.00	11.3993	9.63281
Finance and Revenue	170	.00	100.00	20.0287	18.14039
Police Protection	171	.00	50.00	5.9690	7.79828
Fire Suppression/ Prevention	171	.00	30.03	7.0140	7.83281
Parks	170	.00	90.00	16.9050	13.84124
Transportation: Roads	171	.00	100.00	7.1349	11.67019

Conversely, section 5 listed the same areas of service and asked the citizens to cut \$1 million from the budget. Citizens ranked finance/revenue, cultural institutions and parks as the top three areas to receive cuts. Police, fire and transportation ranked in the bottom three with regard to cutting finances.

By performing a cross-match of the rankings, it is not surprising that finance/revenue ranked the lowest to receive any additional funding and the highest to receive cuts. Parks also ranked low to receive additional funds while ranking high to receive cuts. Transportation ranked high to receive additional funds and low to receive cuts. The high ranking of economic development to receive additional funds was surprising. However, when it came to cuts, economic development also ranked near the top (4th). Perhaps this is indicative of the opinion that additional funds are needed in this area to attract new jobs but that compared with vital services like police and fire protection, and garbage pickup, economic development falls short.

Funding of City Services – Section Six

This section was designed to determine preferences for the manner in which city services are funded, including satisfaction with the status quo. The specific question asked of respondents and the responses are as follows:

Question Text: *In addition to spending decisions, the funding of City services also needs consideration. Currently, the City of Oshkosh funds services through a combination of property taxes, state aid, state and federal grants, and fees and charges. Please answer the following questions by checking the box that best represents your opinions:*

Key:	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
I am satisfied with the current mix of taxes, aids, grants and fees	5.6	38.2	24.5	17.6	14.2	N/A
The City could reduce taxes and maintain current services by being more efficient.	48.7	31.4	10.2	6.8	3.0	N/A
The City should focus on reducing taxes by pursuing grants (many of which require local funding match)	27.2	44.2	18.3	8.5	1.8	N/A
The City should focus on reducing taxes by increasing service fees and charges.	7.4	19.9	20.3	28.6	23.8	N/A

Positive = ■

Negative = ■

Based upon the answers of question 6a, there was no clear preference for the current mix of taxes, aid, and grants as 43.8% of the responses were generally agreeable to the current mix while 56.2% of the responses were generally disagreeable with the current mix. Question 6b indicated a strong belief (80.1%) that the City could reduce taxes and maintain service levels if they increased efficiency. Likewise, question 6c indicated that citizens were generally agreeable (71.4%) to pursuing grants as away to reduce taxes. The responses to question 6d indicate a strong opinion (72.7%) against the City increasing service fees and charges in an attempt to reduce taxes. We also observed

that while the survey queried preference for the mix of funding sources, it failed to asked opinions about the level of funding.

Comments - Section Seven

In reviewing the written comments, the following major themes were noted:

- In the wake of last year's flooding, many people commented that the storm sewer system needs attention.
- Many commented that the city's roads need to be better maintained, both in terms of repair and snow removal.
- There were many comments opposed to roundabouts.
- Several residents expressed concern about economic development and the decline of the downtown.
- Several individuals commented that taxes are high. Most respondents who provided written comments indicated they are not willing to pay higher taxes. One respondent suggested that question #6 should have included an option for "The city should focus on maintaining essential services, but should reduce non-essential services like parks and museums and libraries to keep the increases in property taxes to 2-3 percent per year." Another said, "I am amazed that section 6 didn't include reduced services as an option....A reduction of services is the only answer."

The ranking in section four and five were somewhat supported by the comments section of the survey. Overall, the comments were negative in nature.

Analysis of Survey Results to Demographics of City – Section Eight

The following survey demographics were requested from the participants and compared to the census data from 2005-07 for the City of Oshkosh. The column showing population statistics Without Institutions was inserted to reflect the numbers of census responses that come from institutions such as the correctional institutions and the campus dormitories which were not included in the parcel base for this survey.

		Surveys Results	Surveys %	Oshkosh Census	Without Institutions
Gender	Male	126	51.4%	51.6%	
	Female	122	48.6%	48.4%	
	Missing	7	0.0%	0.0%	
Year Born	18 to 65	171	73.0%	88.1%	83.0%
	Over 65	66	27.0%	11.9%	17.0%
	Missing	18			
Marital Status	Married	151	60.1%	39.7%	45.5%
	Not Married	80	32.3%	53.5%	47.0%
	Widowed	19	7.7%	6.8%	7.5%
	Missing	5			
Time Lived in Oshkosh	5 or less	32	13.0%		
	6 to 20	68	27.5%		
	>20	149	59.5%		
	Missing	6			
Rent or Own	Own	206	83.3%	59.2%	
	Rent	41	16.7%	40.8%	
	Missing	8			
Number of Children	None	194	78.1%	72.2%	
	1	25	10.1%	27.8%	
	2	18	7.3%		
	3	8	3.2%		
	4 or more	4	1.2%		
	Missing	6			
Place of Residence	North of Fox	116	47.5%	56.4%	50.8%
	South of Fox/East of 41	76	30.7%	31.6%	35.7%
	South of Fox/West of 41	53	21.7%	11.9%	13.5%
	Missing	10			
Income	<10K	8	3.5%	7.8%	
	10 to 15K	3	1.3%	7.3%	
	15 to 25K	32	13.9%	13.8%	
	25 to 35K	18	8.3%	13.2%	
	35 to 50K	49	20.9%	15.7%	
	50 to 75K	52	22.6%	21.6%	
	75 to 100K	34	14.3%	11.8%	
	100 to 150K	29	12.2%	6.8%	
150 to 200K	5	2.2%	1.2%		

	>200K	2	0.9%	0.8%
	Missing	23		100.0%
	Median HHI			\$ 42,298
	Mean HHI			\$ 51,647
Employment Status	Employed	141		
	Student	7		
	Unemployed	14	5.8%	5.5%
	Retired	80		
	Missing	13		
Occupation	Homemaker	6		
	Service Occupation	40	25.2%	23.5%
	Sales and Office	31	19.5%	26.7%
	Production, Trans, Material Moving	16	10.1%	18.5%
	Management, professional	65	40.3%	26.1%
	Farming, fishing, forestry	2	1.3%	10.0%
	Construction	7	3.8%	5.0%
	Missing	88		
Education	Less than HS	6	2.5%	13.8%
	HS	123	50.6%	62.5%
	Bachelors	78	32.0%	16.7%
	MA or higher	36	14.9%	7.0%
	Missing	12		

- **Gender** – The sample replying to the survey is representative of the population in Oshkosh.
- **Year Born** – The response rate over 65 years of age was nearly three times the population in the city. This may result in factors such as preference for senior centers, preference for user fees over taxes, less children in the home and resultant service needs, and fixed incomes of this population group with resultant views.
- **Marital Status** – The percentage of married respondents to the census population data is quite high which may result in different views on child related services, public safety needs, and more vested interest in the community.
- **Years Lived in Oshkosh** – The percentage of individuals that have lived in Oshkosh for 5 years or less has the lowest percentage of survey responses with the reverse for those who have lived in Oshkosh over 20 years. Longer term residents may have more vested interest in the community overall.
- **Home Ownership or Rental** – The percentage of individuals who own homes has a higher response rate than the census data. Individuals who rent have a low

percentage of responses compared to the number of renters which may reflect a lower vested interest in the community.

- **Children Under 18 in Household** – The response of those with and without children is reflective of the census data.
- **Location in City** – The percentage of survey respondents on both sides of the river seem to be equal.
- **Household Income Level** – The lowest and highest income brackets are disproportionately represented. This may create some bias by leaving out opinions of those below \$15,000 income level.
- **Employment Status** – The survey results appear to represent the census data although slightly higher.
- **Profession** – With a high level of no responses, there may have not been categories representing the survey respondents. There appears to be a higher response rate from those in the management and professional areas.
- **Level of Education** – The overall education level of respondents is higher than the census data.

Internet Surveys

An opportunity for citizens who were not part of the randomly selected survey base to complete the citizen survey was provided on the City of Oshkosh web page site. Thirty-seven (37) citizens participated in this opportunity. While the results of these surveys are not considered statistically significant for research considerations, they are informative and are included in the Appendix A for consideration.

Summary

The citizen survey for the City of Oshkosh resulted in 255 responses from a randomly selected base of 1500 citizens. This seventeen percent response rate, while considered low for citizen surveys, is statistically significant even though it is slightly higher than the normally accepted margin of error rate of a 5.0%. The results of the survey described in the body of this report should aid the officials in the City of Oshkosh in helping to determine the future priorities and direction of the city.

Appendix A - Internet Surveys

Question 1 - How Oshkosh Citizens Feel About Their City Results

	Excellent	Good	Fair	Poor	No Opinion
As a place to live	4	19	9	5	0
Sense of community	1	15	19	2	0
Overall appearance of the city	2	7	17	11	0
Overall safety of residents	3	19	10	4	1
Your neighborhood as a place to live	6	16	11	4	0
As a place to raise children	5	15	15	2	0
As a place to retire	4	13	9	10	1
Community openness/acceptance of people	1	8	21	6	1
Overall quality of life	2	19	12	4	0
Direction moving for the future	1	11	12	11	2

Question 1 - How Oshkosh Citizens Feel About Their City Results Summary

	Positive	Negative	No opinion
As a place to live	23	14	0
Sense of community	16	21	0
Overall appearance of the city	9	28	0
Overall safety of residents	22	14	1
Your neighborhood as a place to live	22	15	0
As a place to raise children	20	17	0
As a place to retire	17	19	1
Community openness/acceptance of people	9	27	1
Overall quality of life	21	16	0
Direction moving for the future	12	23	2

Question 3 - Importance of Services - Percentage

Importance of Services	Very Im	Some Im	No Opin	Some Un	Very Un
Public Library Services	70.3	18.9	10.8	0	0
Emergency Medical and Rescue Services	94.6	5.4	0	0	0
Fire Protection and Prevention Services	94.6	5.4	0	0	0
Weekly Trash Collection	67.6	29.7	0	2.7	0
Pick-up of Large Items and Brush	40.5	37.8	16.2	5.4	0
Police Services	91.9	0	5.4	0	0
Mowing, Maintenance and Appearance of Parks	37.8	48.6	5.4	8.1	0
Recycling Services	54.1	35.1	5.4	5.4	0
Current Level of Bagged Leaf Collection Service	24.3	37.8	29.7	8.1	0
Pollock Aquatic Center	18.9	51.4	24.3	2.7	2.7
City's Sidewalk System	37.8	48.6	8.1	5.4	0
Mowing Right of Ways, Street Medians, Roadsides	18.9	51.4	16.2	13.5	0
Street Lighting	56.8	35.1	8.1	0	0
Removal of Snow and Ice from City Streets	86.5	8.1	2.7	2.7	0
Current Level of Loose Leaf Collection Service	18.9	48.6	27.0	5.4	0
Animal Control	29.7	43.2	18.9	8.1	0
Information about City Services and Activities	35.1	43.2	16.2	5.4	0
City Cable, Radio, and Web Streaming Services	35.1	32.4	18.9	13.5	0
Lake Shore Golf Course	78.4	18.9	0	0	0
Maintenance of the Storm Drainage Systems	35.1	35.1	16.2	13.5	0
City Support for Neighborhood Organizations	35.1	29.7	13.5	21.6	0
Building Permits and Inspections	35.1	48.6	5.4	10.8	0
Street Sweeping	24.3	45.9	18.9	10.8	0
Public Health Programs	48.6	37.8	5.4	8.1	0
Senior Center	40.5	32.4	16.2	8.1	2.7
Economic Development Assistance to Businesses	29.7	27.0	29.7	8.1	5.4
Transportation Planning for Traffic	35.1	54.1	8.1	2.7	0
Regulation and Zoning for Land Use	18.9	64.9	16.2	0	0
Efforts to Improve the Quality of Housing	27.0	45.9	16.2	8.1	2.7
Maintenance of the City-owned Buildings	35.1	45.9	13.5	5.4	0
Transit Systems	45.9	45.9	2.7	2.7	2.7
Enforcement of Property Maintenance/Nuisance	29.7	43.2	13.5	10.8	2.7
Bike and Pedestrian Trails	29.7	32.4	18.9	18.9	0
Promotion of Environmental Awareness to Citizens	32.4	32.4	16.2	10.8	8.1
Street Paving, Maintenance and Repair	83.8	13.5	2.7	0	0
Response to Citizen Complaints and Requests	62.2	18.9	13.5	2.7	2.7
City Parking Facilities	27.0	29.7	29.7	10.8	2.7
Weed Abatement	16.2	32.4	32.4	10.8	8.1

Rating - Very Important - Somewhat Important - No Opinion - Somewhat Unimportant - Very Unimportant

Question 2 - Quality of Services - Percentage

Quality of Services	Value	Excellent	Good	Fair	Poor
Public Library Services		45.9	35.1	5.4	2.7
Emergency Medical and Rescue Services		43.2	40.5	8.1	5.4
Fire Protection and Prevention Services		43.2	37.8	8.1	2.7
Weekly Trash Collection		35.1	37.8	18.9	8.1
Pick-up of Large Items and Brush		29.7	24.3	18.9	24.3
Police Services		35.1	43.2	16.2	5.4
Mowing, Maintenance and Appearance of Parks		18.9	54.1	13.5	8.1
Recycling Services		21.6	35.1	32.4	8.1
Current Level of Bagged Leaf Collection Service		16.2	40.5	21.6	13.5
Pollock Aquatic Center		21.6	27.0	21.6	8.1
City's Sidewalk System		5.4	35.1	40.5	16.2
Mowing Right of Ways, Street Medians, Roadsides		10.8	27.0	40.5	8.1
Street Lighting		10.8	32.4	37.8	16.2
Removal of Snow and Ice from City Streets		5.4	24.3	29.7	40.5
Current Level of Loose Leaf Collection Service		13.5	35.1	27.0	21.6
Animal Control		13.5	32.4	29.7	13.5
Information about City Services and Activities		18.9	35.1	29.7	13.5
City Cable, Radio, and Web Streaming Services		29.7	27.0	27.0	2.7
Lake Shore Golf Course		10.8	27.0	13.5	13.5
Maintenance of the Storm Drainage Systems		5.4	21.6	21.6	45.9
City Support for Neighborhood Organizations		5.4	21.6	32.4	24.3
Building Permits and Inspections		5.4	8.1	40.5	29.7
Street Sweeping		8.1	37.8	40.5	10.8
Public Health Programs		16.2	40.5	21.6	13.5
Senior Center		21.6	37.8	18.9	10.8
Economic Development Assistance to Businesses		5.4	16.2	35.1	21.6
Transportation Planning for Traffic		8.1	16.2	45.9	21.6
Regulation and Zoning for Land Use		5.4	13.5	40.5	21.6
Efforts to Improve the Quality of Housing		5.4	21.6	32.4	27.0
Maintenance of the City-owned Buildings		5.4	35.1	40.5	8.1
Transit Systems		10.8	48.6	21.6	10.8
Enforcement of Property Maintenance/Nuisance		5.4	10.8	48.6	21.6
Bike and Pedestrian Trails		8.1	24.3	29.7	18.9
Promotion of Environmental Awareness Citizens		8.1	24.3	40.5	21.6
Street Paving, Maintenance and Repair		8.1	10.8	16.2	56.8
Response to Citizen Complaints and Requests		5.4	13.5	24.3	45.9
City Parking Facilities		5.4	10.8	45.9	24.3
Weed Abatement		5.4	16.2	29.7	24.3

Question 4 - Budgeting Priorities

	#	Minimum	Maximum	Mean	Std. Deviation
# 4 - Extra \$1 million					
Cultural Institutions	20	10.00	800.00	147.0000	200.56762
Economic Development	17	3.00	1000.00	264.8824	257.05590
Waste Mgmt Recycling	18	10.00	250.00	90.8333	65.73677
Finance and Revenue	20	10.00	1000.00	120.5000	210.98079
Police Protection	21	15.00	1000.00	206.6667	198.29481
Fire Suppression/ Prevention	20	10.00	350.00	139.5000	74.70820
Parks	18	5.00	200.00	83.3333	60.31779
Transportation: Roads	26	90.00	1000.00	469.8077	287.75156

Question 5 - Budgeting Priorities

	#	Minimum	Maximum	Mean	Std. Deviation
# 5 - Reduce \$1 million					
Cultural Institutions	21	50.00	500.00	160.7143	117.14612
Economic Development	19	10.00	1000.00	215.0000	246.64414
Waste Mgmt Recycling	18	50.00	1000.00	195.8333	223.48345
Finance and Revenue	20	75.00	1000.00	272.5000	221.52284
Police Protection	11	50.00	200.00	122.7273	59.63907
Fire Suppression/ Prevention	13	50.00	1000.00	246.1538	261.57499
Parks	21	10.00	500.00	162.3810	126.51699
Transportation: Roads	8	40.00	400.00	148.7500	120.02232

Question 6 - Funding of City Services

Key:	Strongly Agree	Somewhat Agree	Neither Agree/ Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
I am satisfied with the current mix of taxes, aids, grants and fees	13.5	35.1	13.5	29.7	8.1	N/A
The City could reduce taxes and maintain current services by being more efficient.	37.8	29.7	5.4	5.4	18.9	N/A
The City should focus on reducing taxes by pursuing grants (many of which require local funding match)	29.7	32.4	18.9	13.5	5.4	N/A
The City should focus on reducing taxes by increasing service fees and charges.	13.5	24.3	18.9	18.9	24.3	N/A

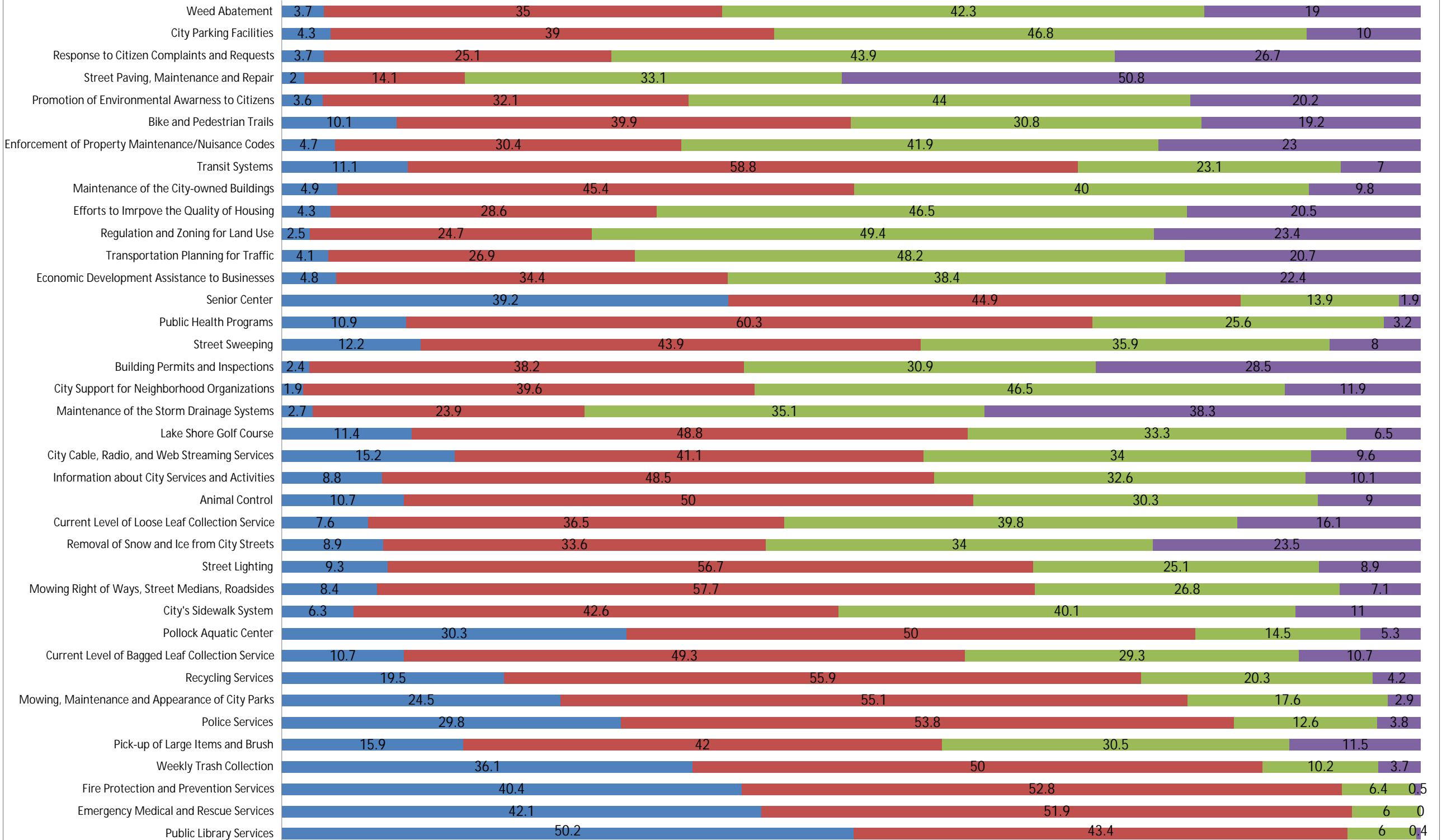
Question 8 - Analysis of Survey Results to Demographics of City

		Surveys Results	Surveys %	Oshkosh Census	Without Institutions
Gender	Male	18	48.6%	51.6%	
	Female	18	48.6%	48.4%	
	Missing	1	2.7%	0.0%	
Year Born	18 to 65	34	91.9%	88.1%	83.0%
	Over 65	3	8.1%	11.9%	17.0%
	Missing	0	0		
Marital Status	Married	28	75.7%	39.7%	45.5%
	Not Married	8	21.6%	53.5%	47.0%
	Widowed	1	2.7%	6.8%	7.5%
	Missing	0	0		
Time Lived in Oshkosh	5 or less	6	16.2%		
	6 to 20	8	21.6%		
	>20	23	62.2%		
	Missing	0	0		
Rent or Own	Own	31	83.8%	59.2%	
	Rent	5	13.5%	40.8%	
	Missing	1	2.7%		
Number of Children	None	23	62.2%	72.2%	
	1	6	16.2%	27.8%	
	2	6	16.2%		
	3	2	5.4%		
	4 or more	0	0		
	Missing	0	0		
Place of Residence	North of Fox	12	32.4%	56.4%	50.8%
	South of Fox/East of 41	16	43.2%	31.6%	35.7%
	South of Fox/West of 41	8	21.6%	11.9%	13.5%
	Missing	1	2.7%		
Income	<10K	2	5.4%	7.8%	
	10 to 15K	0	0	7.3%	
	15 to 25K	5	13.9%	13.8%	
	25 to 35K	2	5.6%	13.2%	
	35 to 50K	5	13.9%	15.7%	
	50 to 75K	10	27.8%	21.6%	
	75 to 100K	8	22.2%	11.8%	
	100 to 150K	3	8.2%	6.8%	
	150 to 200K	2	5.6%	1.2%	
	>200K	0	0	0.8%	
	Missing	1		100.0%	
	Median HHI			\$ 42,298	
	Mean HHI			\$ 51,647	
Employment Status	Employed	22	61.1		
	Student	0	0		

	Unemployed	10	27.8	5.5%	
	Retired	4	11.1%		
	Missing				
Occupation	Homemaker	4	13.8%		
	Service Occupation	6	20.7%	23.5%	
	Sales and Office	1	3.4%	26.7%	
	Production, Trans, Material Moving	2	6.9%	18.5%	
	Management, professional	15	51.7%	26.1%	
	Farming, fishing, forestry	0	0	10.0%	
	Construction	1	3.4%	5.0%	
	Missing	8			
Education	Less than HS	1	2.8%	13.8%	
	HS	13	36.1%	62.5%	
	Bachelors	17	47.2%	16.7%	
	MA or higher	5	13.9%	7.0%	
	Missing	1			

Value of Services

■ Excellent Value
 ■ Good Value
 ■ Fair Value
 ■ Poor Value



Importance of Services

■ Very Important
 ■ Somewhat Important
 ■ No Opinion
 ■ Somewhat Unimportant
 ■ Very Unimportant

