

# Oshkosh Citizen Survey Trend Analysis 2009-2020

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## INTRODUCTION

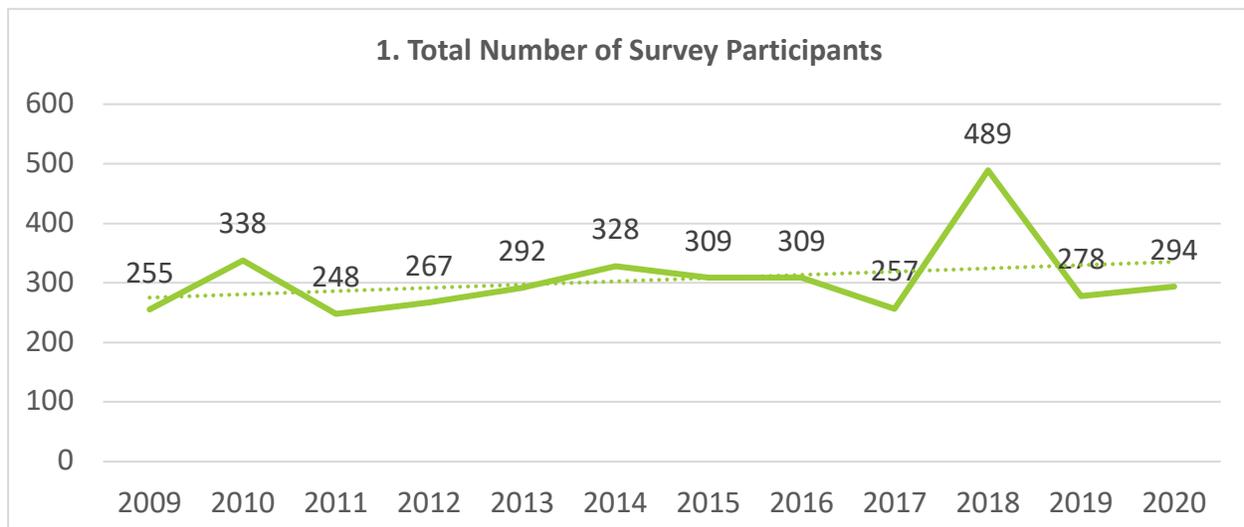
Since 2009, the City of Oshkosh has partnered with the Department of Public Administration at the University of Wisconsin – Oshkosh (UWO) to conduct the Oshkosh Citizen Survey. Residents are asked questions pertaining to their overall quality of life, feelings of safety, and city services. This report was conducted by a research team of three graduate student research assistants. It offers a trend analysis of the results from 2009 - 2020.

This document is organized into the following sections. First, the methodology section provides an overview of how the survey data has been collected and changes that have been implemented over time to increase diversity of respondents. Next, participant demographic characteristics are presented, including a breakdown of the proportion of participants by: sex, age, race, ethnicity, and annual household income.

Then, responses to questions about services provided by the City of Oshkosh are presented. The section begins by presenting results concerning quality of life indicators between 2009-2020. City service results are highlighted that present the highest and lowest ranked services in terms of quality. Then, the highest and lowest services ranked in terms of importance are presented. Finally, results of a gap analysis between quality and importance of services are presented to show the services that have most often shown a gap in service between what participants experience compared to the level of service they expect.

## METHODOLOGY

Chart 1 includes the number of total participants from 2009 through 2020. From 2009-2017, the Oshkosh Citizen Survey was randomly distributed through a mail survey using the City of Oshkosh utility data addresses. In 2018, new data methods were introduced to increase the total survey response and the diversity of participants. In addition to mail surveys, supplementary methods included recruiting participants through field surveys and Polco online survey software. This led to 489 total participants, the highest proportion in the history of the Oshkosh Citizen Survey.



Of those 489, 227 participants completed a survey that they received in the mail, 70 filled out the survey in person when asked by MPA graduate students throughout the City, and 192 completed the survey online through Polco. After 2018, it was decided that mail surveys would no longer be sent and all surveys would be completed through Polco online surveying techniques. That is the reason that the total participants has returned to comparable levels of 2009-2016.

In addition to changing the method of survey distribution from mail to an online format, additional techniques have been utilized to increase diversity of participants. More specifically, based on data from 2017, only 2 participants (.4%) identified as non-white, as shown in the Table below, demonstrating a lack of representation of diverse voices in the Oshkosh Citizen Survey. The lack of participation by people of color was especially problematic given the 2016 Oshkosh Citizen Survey asked whether or not the City of Oshkosh needed to add a Diversity Coordinator Position. The vast majority of participants were somewhat unsupportive or not supportive at all. That year, Only seven of the total respondents were a race other than white.

*Table 1. 2016 Oshkosh Citizen Survey Participants by Race*

<b>Race</b>	<b>Number</b>	<b>%</b>	<b>2010 Census</b>
White	242	94.5%	90.5%
Two or More Races	1	.4%	1.7%
Some Other Race	1	.4%	-
No Response	13	5.1%	-
Total	257	100%	

To increase outreach to communities of color and other demographic groups that were underrepresented (Hispanic/Latino, residents under 40, and residents making less than \$25,000 annually), field surveys were attempted by MPA graduate students in 2018 at locations that such participants were likely to be present. Since then, these locations have included: Reeve Union at UWO, State of the City at the Oshkosh Convention Center, Oshkosh Public Library, Unity in Community Day at the Oshkosh Convention Center, Oshkosh YMCA, Downtown Transit Center, Kids and Cops Basketball Game hosted by Fit Oshkosh, and the Oshkosh Mediterranean Food Market.

Furthermore, targeted outreach to various UWO offices and organizations has also occurred. The research team has sent invitations to historically underrepresented groups and asked for their participation, including: UWO Library, LGBTQ+ Resource Center, American Indian Student Services, Men of Color and Latino/Hispanic Initiatives, Department of Social Justice, Multicultural Education Center, Women’s Center, Student Recreation and Wellness, Department of Residence Life, The Cabinet Food Pantry, Student Organization of Latinos, College Democrats, College Republicans, Student Environmental Action Coalition, Oshkosh Student Association, Asian Student Association, Africa American Studies, Hmong Student Union, and the International Student Association.

As the following section illustrates, some of these strategies have led to an increase in participant diversity. However, further actions are needed to continue increasing representativeness of people of color and other historically underrepresented groups in the Oshkosh Citizen Survey.

## PARTICIPANT DEMOGRAPHICS

Chart 2 includes the percentage of respondents that identified as people of color from 2010 through 2020. The proportion has increased over time, showing an upward trend. For instance, 1.5% of respondents identified as people of color in 2010. Over the past three years, the proportion has steadily increased. In 2020, 7.4% of respondents identified as people of color, which is the highest proportion in the history of the Oshkosh Citizen Survey.

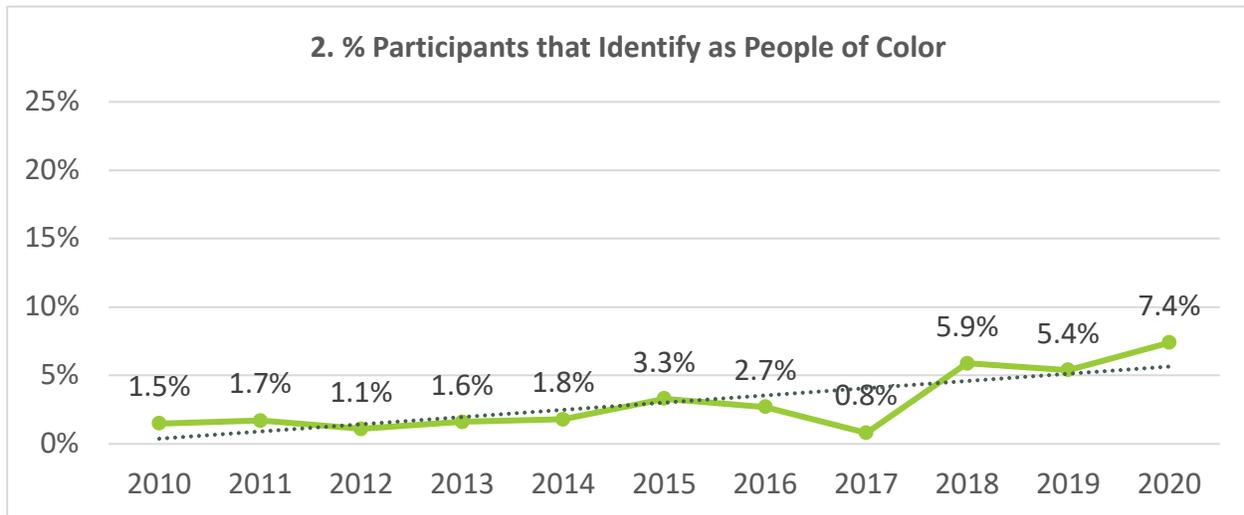


Chart 3 includes the percentage of respondents that identified as participants by Hispanic or Latino origin. The proportion has increased over time showing an upward trend. For instance, 0.4% of respondents identified as participants by Hispanic or Latino origin in 2011. Over the past three years, the proportion has increased to an average of 2.6% of respondents. In 2018, 3.6% respondents were of Hispanic or Latino origin, which is the highest percentage in the history of the Oshkosh Citizen Survey.

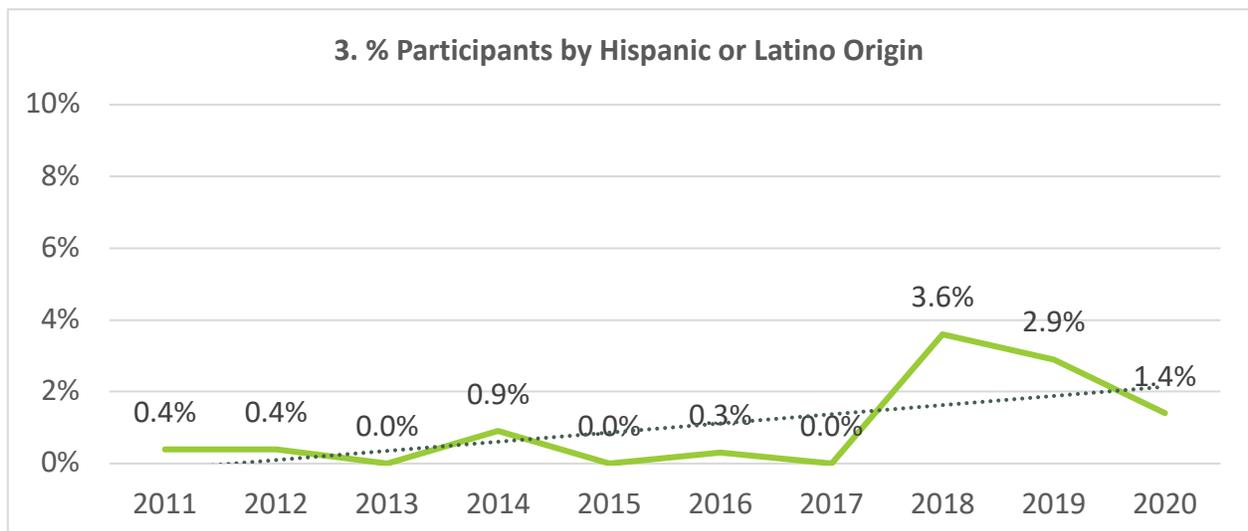


Chart 4 includes the percentage of people who were less than 40 years of age from 2015 through 2020. Consistent age data was not available prior to 2015. The proportion has increased over time, showing an upward trend. For instance, 16.2% of respondents were less than 40 in 2015, compared to 18% in 2020. In 2018, the proportion increased to 31.5% of respondents, which is the highest proportion in the history of the Oshkosh Citizen Survey. In the future, the Oshkosh Citizen Survey should add an age question rather than relying on Polco voter registration record data, which is currently used to collect this information. A high percentage of voter registration records do not include age data.

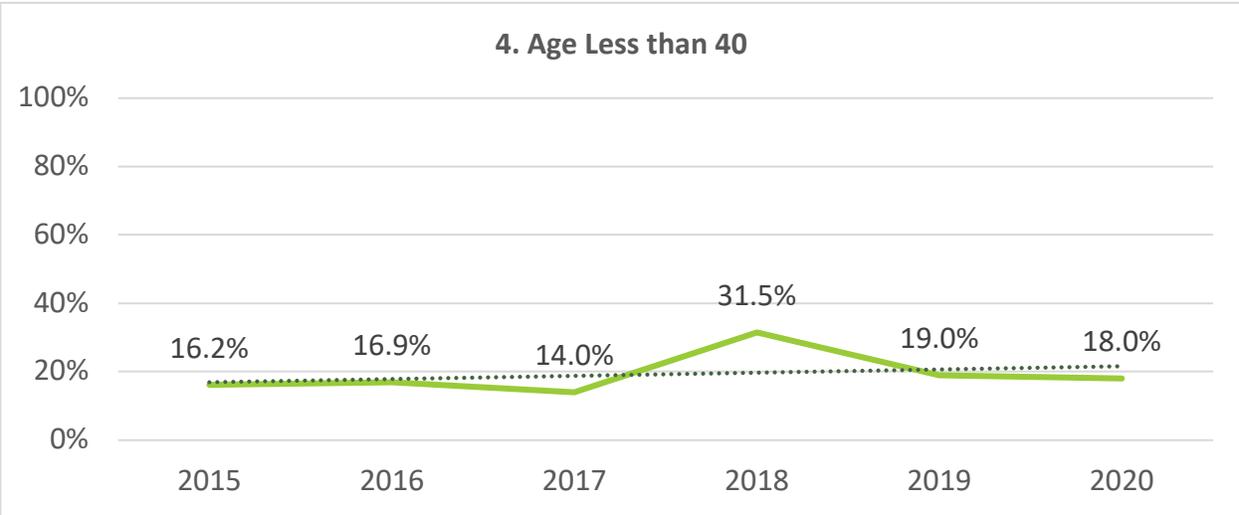
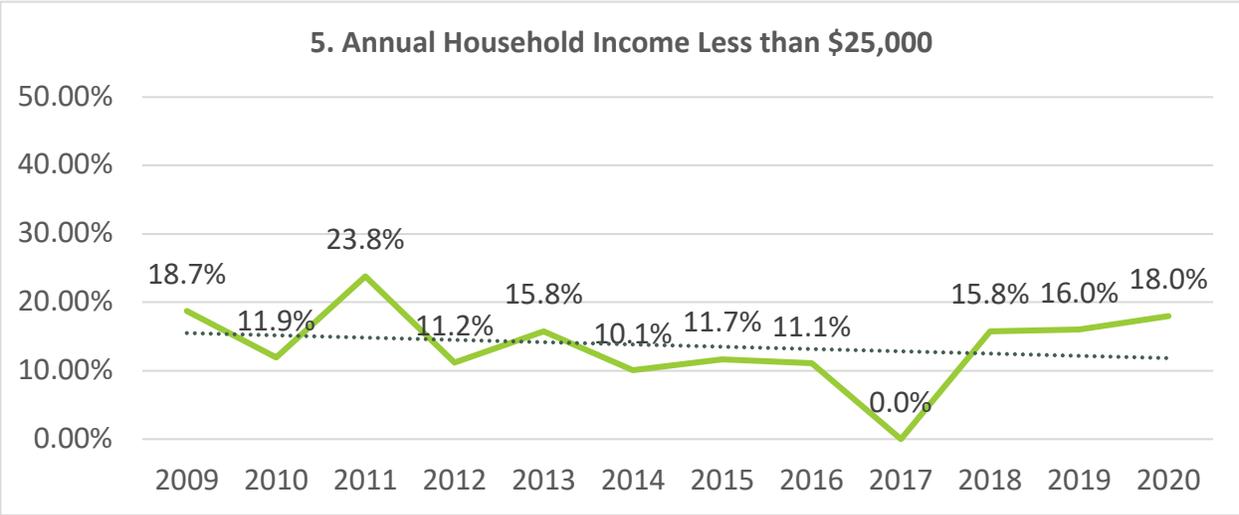


Chart 5 includes the percentage of respondents’ annual household income being less than \$25,000. The proportion has decreased on average over time, showing a downward trend. For instance, 18.7% of the respondents’ annual income was less than \$25,000 in 2009. In 2020 the proportion is 18% which is the highest proportion since 2011.



## QUALITY OF LIFE STATEMENTS

The Oshkosh Citizen Survey has collected data on various quality of life statements since 2009. Some questions were added or deleted over time. This section includes charts that illustrate the proportion of participants that responded positively (by selecting either Excellent or Good) for each statement.

Chart 6 includes the percentage of respondents that identified Oshkosh positively when asked to rate their overall quality of life from 2009 through 2020. The proportion has increased over time. For instance, 70% identified Oshkosh positively for overall quality of life in 2019, compared to 82% in 2020.

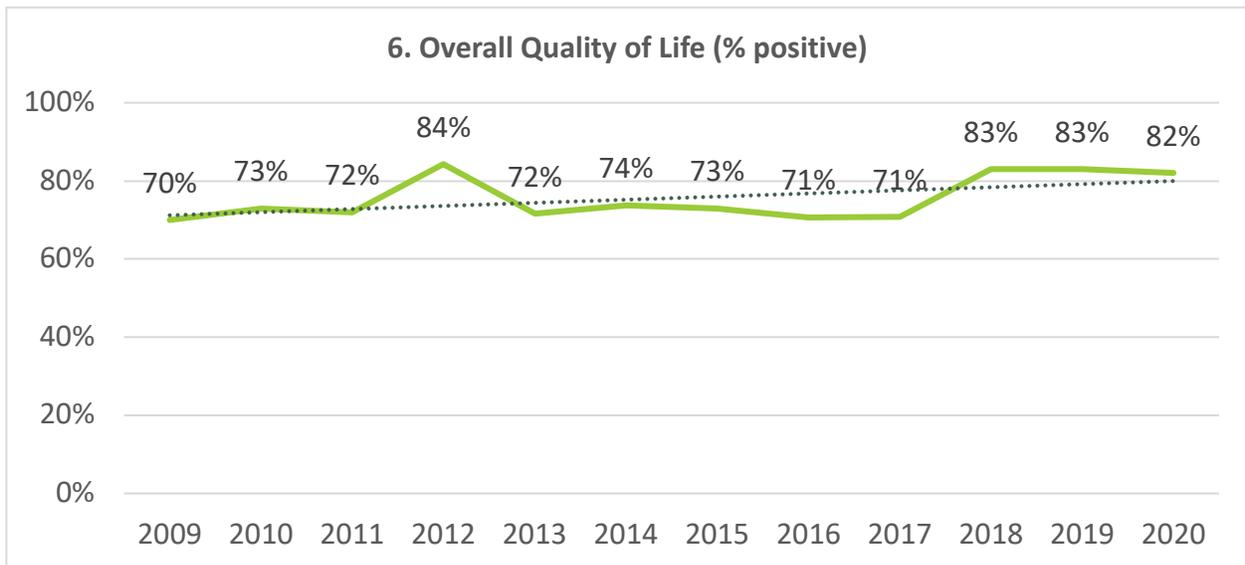


Chart 7 includes the percentages of respondents that identified Oshkosh positively as an affordable place to live. The proportion has increased over time, showing an upward trend. For instance, 53.5% of respondents identified Oshkosh positively as an affordable place to live, whereas 71% in 2020. Over the past three years, the proportion has increased by approximately 19%.

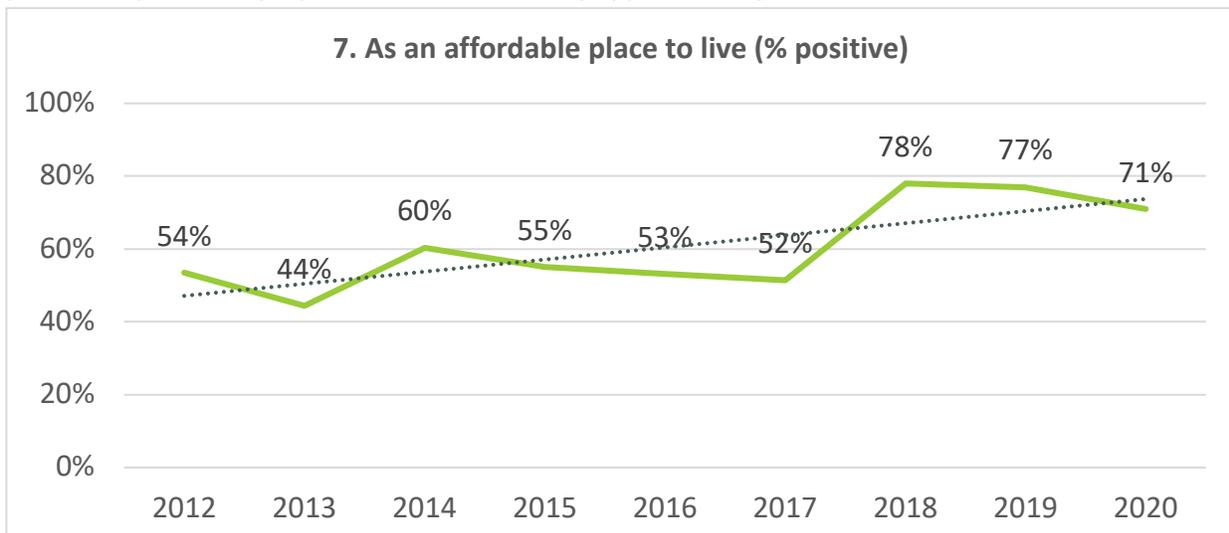


Chart 8 includes the percentage of respondents that identified Oshkosh positively as a place to recreate and play from 2018 through 2020. This statement was not included on the Oshkosh Citizen Survey until 2017. The proportion has remained relatively steady over the past three years.

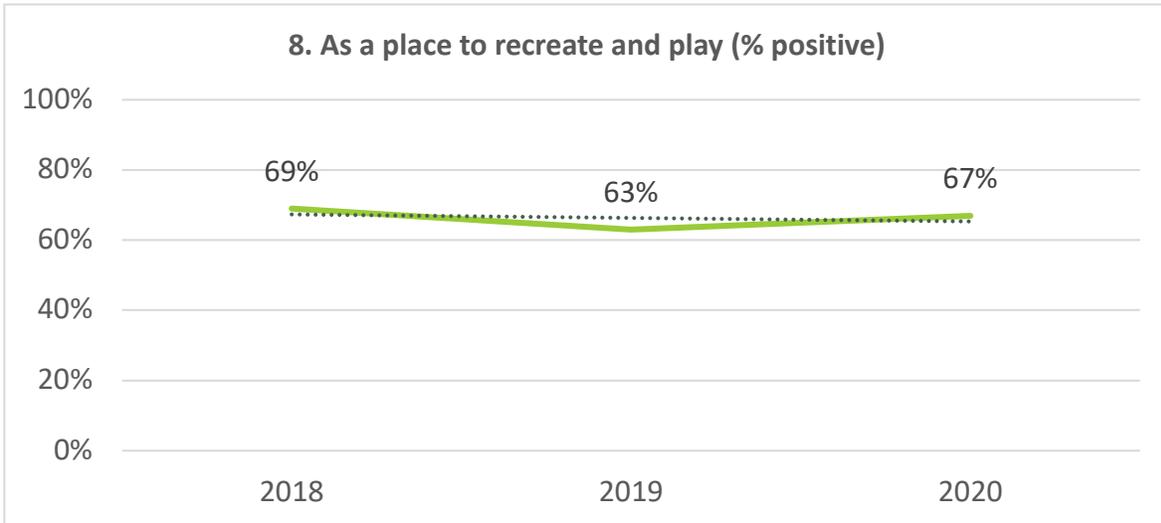


Chart 9 includes the percentage of respondents that identified Oshkosh positively as a place with quality entertainment from 2014 through 2020. The proportion has remained relatively stable over time, with the exception of a 22% drop between 2015 and 2016.

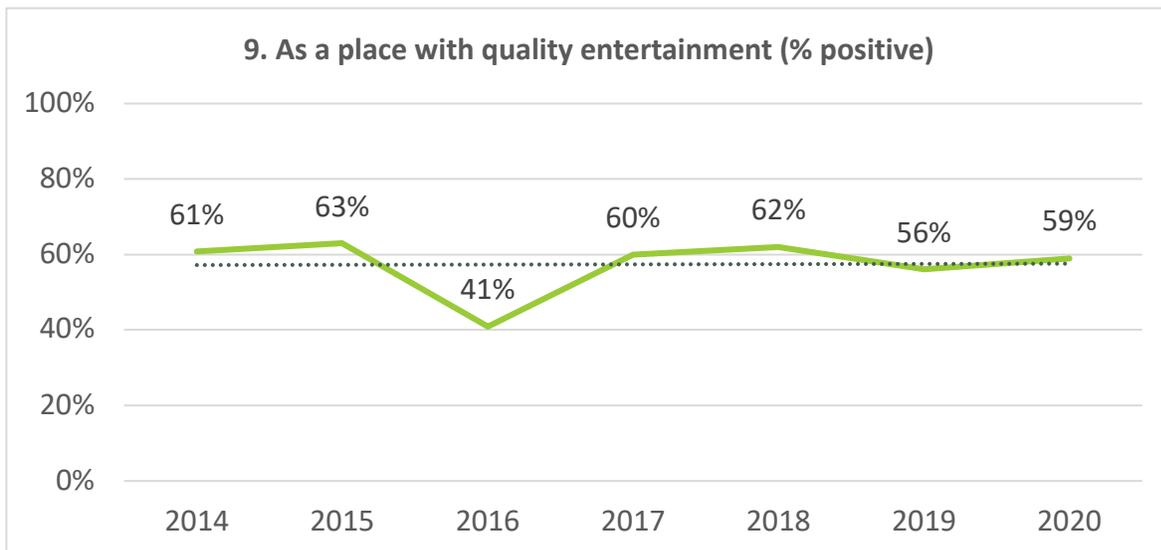


Chart 10 includes the percentage of respondents that identified Oshkosh positively as a place to work from 2011 through 2020. The proportion has increased over time, showing an upward trend. For instance, 49% of respondents identified Oshkosh positively as a place to work in 2011, whereas 66% did so in 2020.

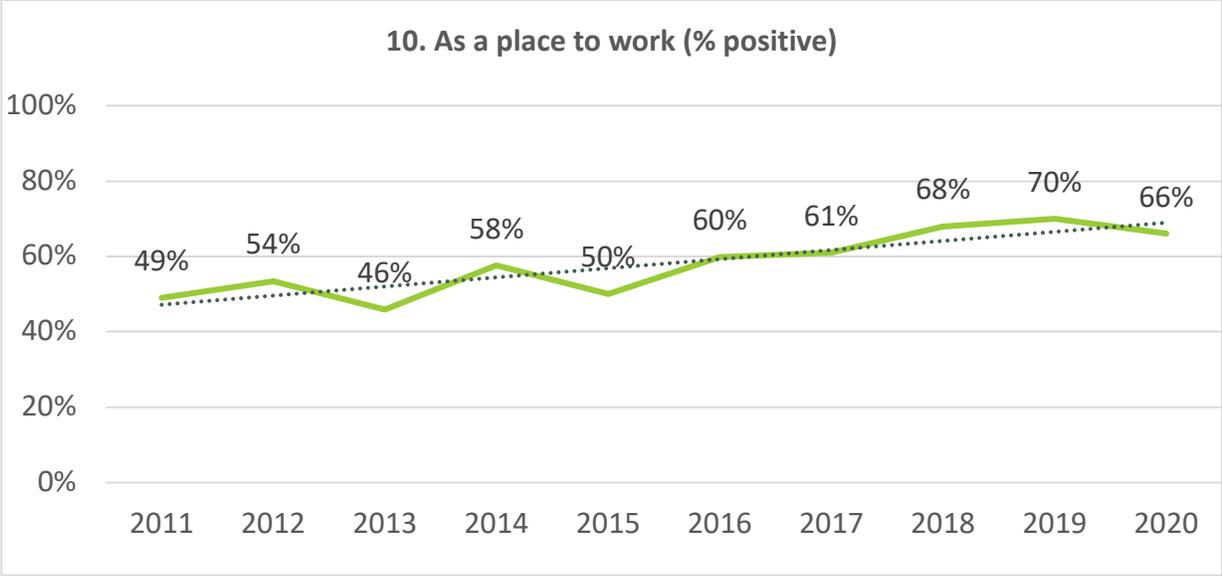


Chart 11 includes the percentage of respondents that identified Oshkosh positively as a place to start a business from 2017 through 2020. The proportion has very slightly increased over time, showing an upward trend. For instance, 26% of respondents identified Oshkosh positively as a place to start a business in 2017, compared to 30% in 2020.

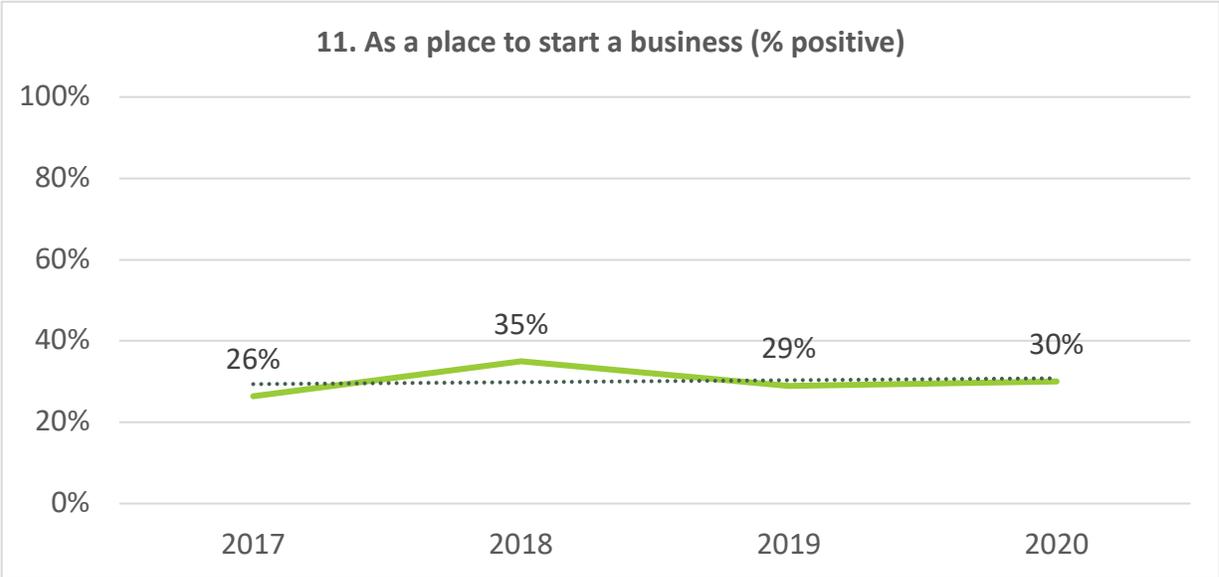


Chart 12 includes the percentage of respondents that identified Oshkosh positively as a place to raise children from 2009 through 2020. The proportion has decreased over time, showing a downward trend. For instance, 80% of respondents identified Oshkosh positively as a place to raise children in 2009, compared to 65% in 2020.

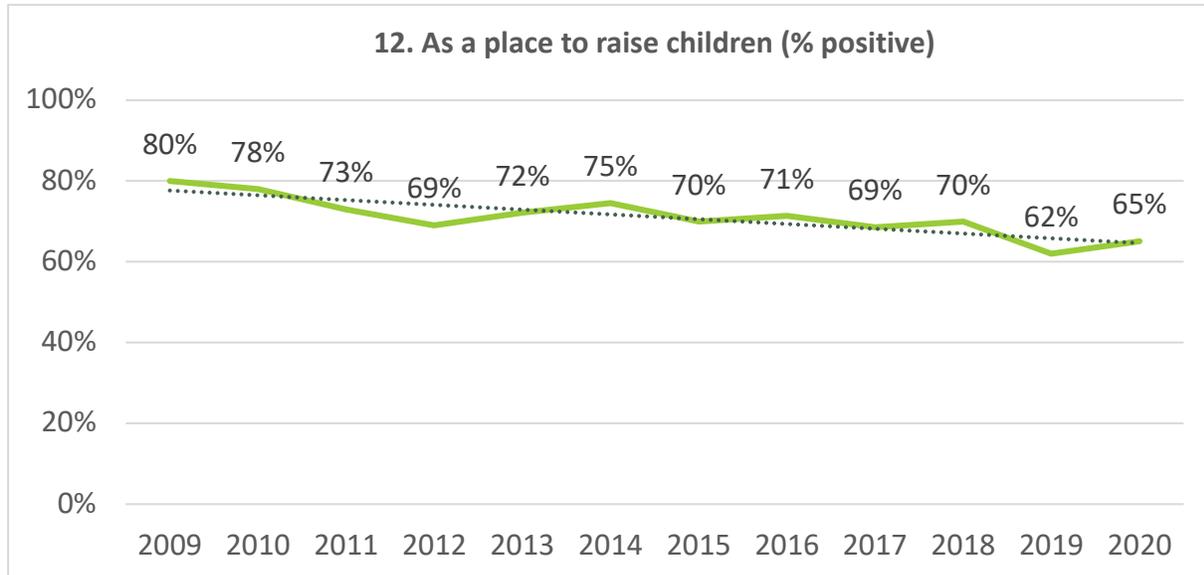


Chart 13 includes the percentage of respondents that identified Oshkosh positively as an environmentally friendly city from 2010 through 2020. The proportion has slightly decreased over time. For instance, 53% of respondents identified Oshkosh positively as an environmentally friendly city in 2010, compared to 49% in 2020.

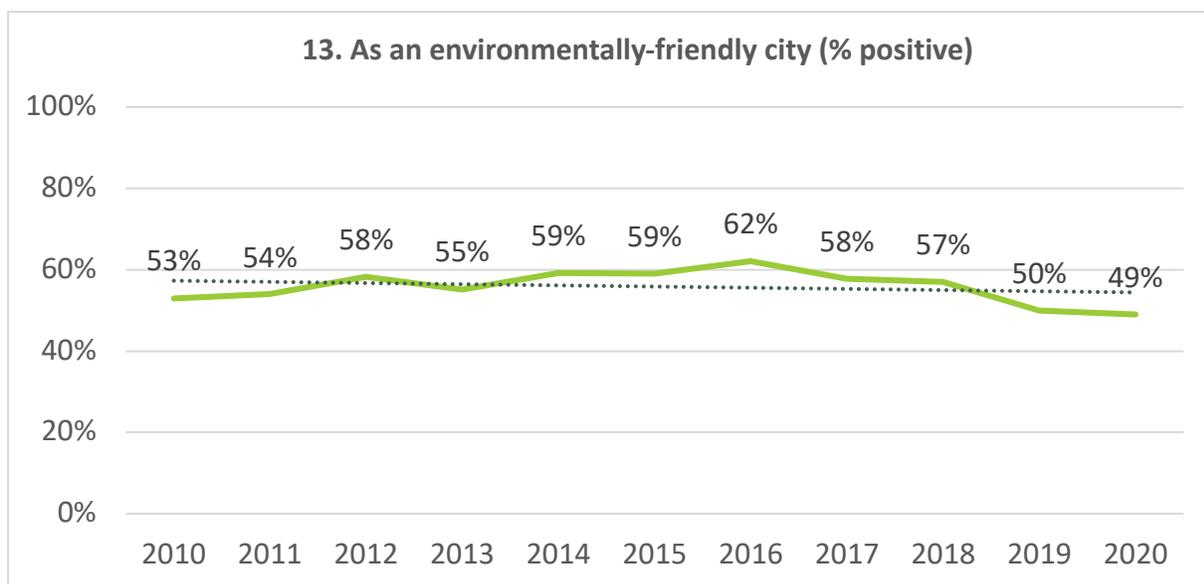


Chart 14 includes the percentage of respondents that identified Oshkosh positively as a place to retire from 2009 through 2020. The proportion has decreased over time, showing a downward trend. For instance, 75% of respondents identified Oshkosh positively in 2009, which is the highest proportion in the history of the Oshkosh Citizen Survey. In 2020, only 41% positively responded to this statement.

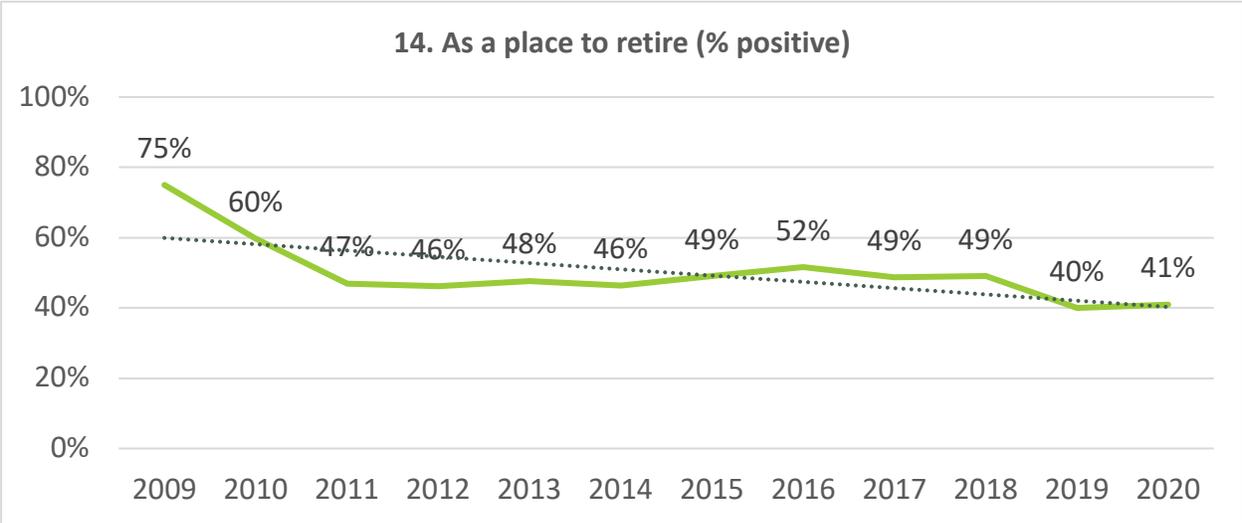


Chart 15 includes the percentage of respondents that identified Oshkosh positively as a welcoming, inclusive community from 2013 through 2020. The proportion has decreased over time, showing a downward trend. For instance, 53% of respondents identified Oshkosh positively as welcoming in 2013. Over the past two years, less than half of all participants responded positively. In 2019, 42% of respondents identified Oshkosh positively as a welcoming, inclusive community, which was the lowest proportion in the history of the Oshkosh Citizen Survey.

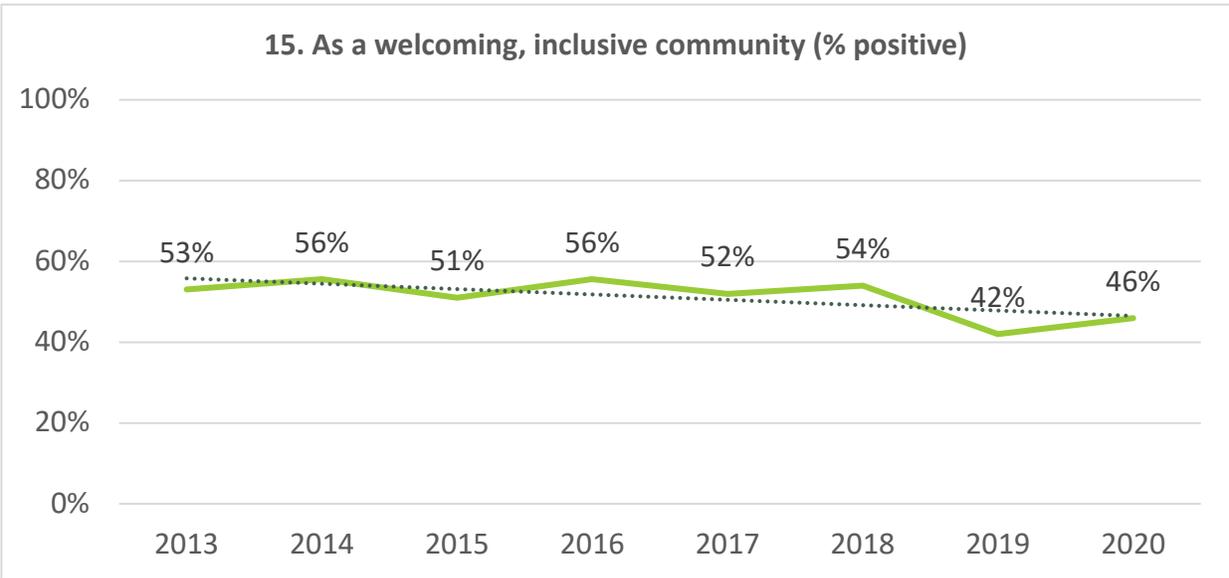


Chart 16 includes the percentage of respondents that identified Oshkosh positively as a place accepting of diversity from 2009 through 2020. The proportion has steadily decreased over time showing a downward trend. For instance, 58% of respondents identified Oshkosh positively as a place accepting of diversity in 2009, compared to 30% in 2020.

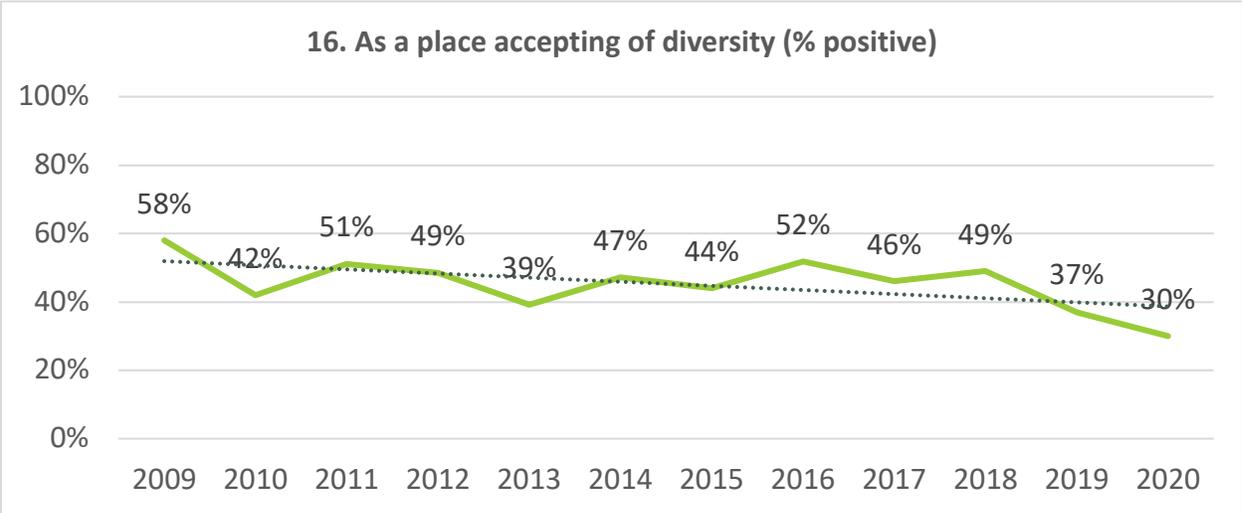
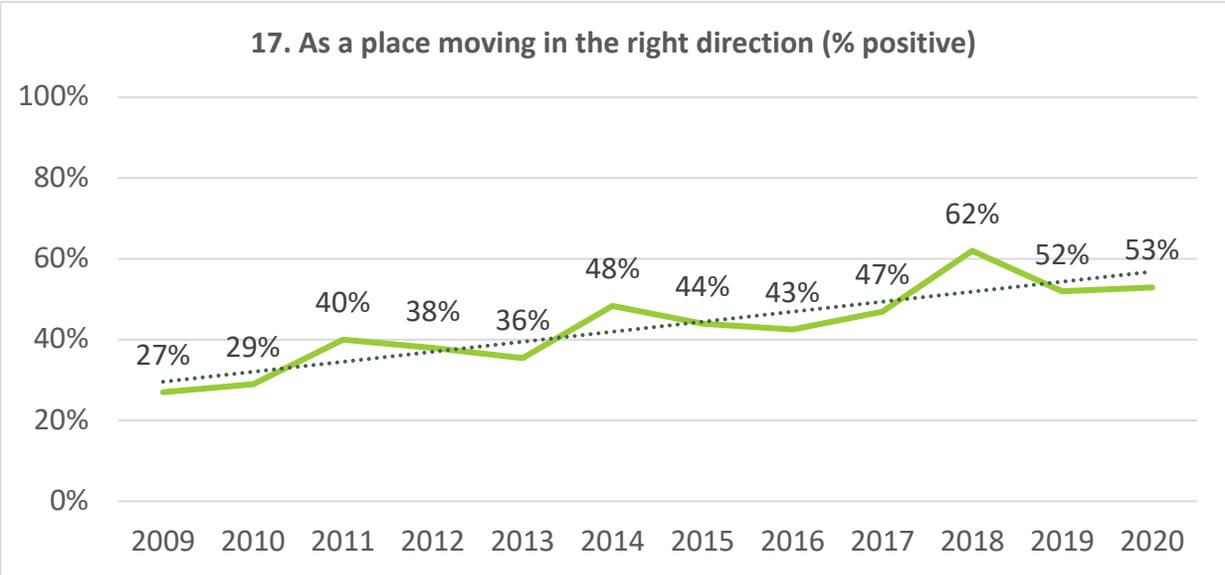


Chart 17 includes the percentage of respondents that identified Oshkosh positively as a place moving in the right direction from 2009 through 2020. The proportion has increased over time, showing an upward trend. For instance, 27% of respondents that identified Oshkosh positively as a place moving in the right direction in 2009. In 2018, 62% of respondents that identified Oshkosh positively as a place moving in the right direction, which was the highest proportion in the history of the Oshkosh Citizen Survey.



## CITY SERVICES

The Oshkosh Citizen Survey has also asked participants to rate city services in terms of their quality and importance from 2009-2020. This section presents the results by showing the top city services that were rated as *Excellent* quality, top city services rated as *Poor* quality, and the top city services rated with higher importance than quality.

Table 2 shows the top five city services that were rated as having *Excellent* quality from the years 2009-2020.

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Ambulance</b>	X	X	X	X		X			X	X		
<b>Fire Department</b>	X	X	X	X	X	X			X	X	X	X
<b>Police</b>		X	X	X	X	X	X		X		X	
<b>Oshkosh Public Library</b>	X	X	X	X			X			X	X	X
<b>Recycling Services</b>			X	X	X	X	X	X	X	X	X	
<b>Trash Collection Services</b>	X		X	X	X	X	X	X	X	X	X	X
<b>Oshkosh Senior Center</b>	X											
<b>Sidewalk System</b>								X				
<b>Street Lights/Maintenance</b>								X				
<b>Traffic Signs and Signals</b>							X	X				X

Table 2. Top City Services with Excellent Quality Ratings: 2009-2020

Trash collection services and fire department services have been rated as *Excellent* the most throughout the years, with trash collection services being in the top 5 in 2009, and 2011-2020, and fire and protection services being in the top 5 between 2009-2014 and 2017-2020. Below is the list of the top 5 most often rated as excellent quality services throughout the years.

1. **Trash Collection Services:** 11 times total (2009; 2011-2020)
2. **Fire Department:** 11 times total (2009-2014; 2017-2020)
3. **Recycling Services:** 9 times total (2011-2019)
4. **Police:** 8 times total (2010-2015; 2017; 2019)
5. **Oshkosh Public Library:** 8 times total (2009-2012; 2015; 2018-2020)

Table 3 shows the top five city services that were rated as having *Poor* quality from the years 2009-2020. Enforcement of property maintenance/ nuisance codes has been one of the top-rated poor-quality services the most often, spanning from 2012-2020. Street maintenance and repair was rated as poor from years 2009-2015, and in 2017, but has since not been rated as poor most often.

Table 3. Top City Services with Poor Quality Ratings: 2009-2020

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Assistance to Businesses</b>		x	x				x	x	x			x
<b>Bike and Pedestrian Trails</b>		x	x									
<b>Ice and Snow Removal</b>	x		x		x	x					x	
<b>Land Use</b>						x			x			
<b>Neighborhood Revitalization</b>										x	x	
<b>Oshkosh Public Media</b>										x	x	
<b>Permits and Inspections</b>			x							x	x	x
<b>Planning and Zoning Services</b>						x	x			x	x	x
<b>Property Maintenance</b>				x	x	x	x	x	x	x	x	x
<b>Quality of Housing</b>							x	x	x			x
<b>Response to Citizen Complaints and Requests</b>				x								
<b>Street Maintenance and Repair</b>	x	x	x	x	x	x	x		x			
<b>Storm Water Management</b>	x	x		x	x	x						
<b>Transportation Planning for Traffic</b>		x	x									

Below is the list of the top services most often rated as poor quality throughout the years.

1. **Property Maintenance:** 9 times total (2012-2020)
2. **Street Maintenance and Repair:** 8 times total (2009-2015; 2017)
3. **Assistance to Businesses:** 6 times total (2010-2011; 2015-2017; 2020)
4. **Planning and Zoning Services:** 5 times total (2014-2015; 2018-2020)
5. **Ice and Snow Removal:** 5 times total (2009; 2011; 2013-2014; 2019)
6. **Storm Water Management:** 5 times total (2009-2010; 2012-2014)

Finally, Table 4 shows the top city services rated as *Very Important*, but also rated as lower in terms of quality from the year 2009 to 2020. This is often referred to as a Quality vs. Importance gap.

Table 4. Gaps in Importance versus Quality of Services: 2009-2020

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Assistance to Businesses		x						x	x		x	x
Ambulance											x	x
Property Maintenance			x				x		x			
Maintenance of City Owned Buildings			x									
Storm Water Management	x	x	x	x	x	x						
Neighborhood Revitalization							x				x	x
Oshkosh Public Media										x		
Police												x
Public Health			x									
Quality of Housing							x	x	x	x	x	x
Regulation and Zoning for Land Use	x								x			
Ice and Snow Removal						x	x			x	x	x
Response to Citizen Complaints and Requests	x		x	x								
Senior Services										x		
Street Maintenance and Repair	x	x	x	x	x	x	x	x	x			
Transportation Planning for Traffic	x											

Maintenance of storm drainage was a gap from 2009 to 2014, but as has not been a gap since. Similarly, Street maintenance and repair has been a gap from 2009 to 2017 but has not been in recent years. Quality of housing, on the other hand, first appeared as a gap in 2015, and has been ever since. Below is the list of the top gap services throughout the years.

1. **Street Maintenance and Repair:** 9 times total (2009-2017)
2. **Quality of Housing:** 6 times total (2015-2020)
3. **Storm Water Management:** 6 times total (2009-2014)
4. **Assistance to Businesses:** 5 times total (2010; 2016-2017; 2019-2020)
5. **Ice and Snow Removal:** 5 times total (2014-2015; 2018-2020)