



**OSHKOSH**  
ON THE WATER

# City of Oshkosh, Wisconsin

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Citizen Survey 2014

5/3/2014

# City of Oshkosh

## Citizen Survey 2014



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 2014. This report will analyze the results of this survey and provide insight into the perspectives of the citizens on a variety of issues. The 2014 Oshkosh Citizen Survey included twelve primary sections and multiple sub-sections, along with a question requesting general demographic data as well as an opportunity for comments from the respondents. Three hundred and twenty-eight (328) 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 four following possible rating options: 1.) excellent, good, fair and poor 2.) very important, somewhat important, no opinion, somewhat unimportant, and very unimportant 3.) strongly agree, somewhat agree, neither agree/disagree, somewhat disagree, strongly disagree and no opinion or 4.) daily, weekly, occasionally, seasonally, and annually or less. The survey was sent to 1,500 properties chosen randomly from the residential parcels provided from a data base of utility customers in the City. The 328 responses constitute a 21.9 percent response rate which is lower than the norm for citizen surveys. The survey response was 17.0 percent return in 2009, 22.5 percent return in 2010, 16.5 percent in 2011, 17.8 percent in 2012 and 19.5 in 2013. The relationship between sample size and precision of the survey instrument at a 95 percent confidence rate frequently used in surveys is shown below. The 328 responses create a margin of error of approximately 5.4 percent. A level of 5 percent is considered acceptable for most survey results. The confidence rate is 94.6 percent.

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

**Please indicate how frequently, if ever, you utilize the following City services. -  
Question 1**

The following table shows the responses on a percentage basis:

	<b>Daily</b>	<b>Weekly</b>	<b>Occasionally</b>	<b>Seasonally</b>	<b>Annually</b>
Bike and Pedestrian Trials	5.54%	9.77%	20.85%	23.45%	40.39%
Lake Shore Golf Course	1.03%	1.38%	13.79%	8.62%	75.17%
Pollock Aquatic Center	0.34%	1.36%	11.22%	18.71%	68.37%
Leach Amphitheatre	0.00%	2.67%	39.67%	21.00%	36.67%
Oshkosh Public Museum	0.33%	2.33%	39.20%	7.97%	50.17%
Senior Services Center	2.05%	6.14%	18.77%	3.07%	69.97%
Public Library Services	0.98%	23.93%	40.33%	3.28%	31.48%
Police Services	1.02%	2.03%	21.02%	1.69%	74.24%
Fire	1.39%	0.00%	9.41%	1.39%	87.80%
EMS	0.69%	0.00%	10.42%	0.00%	88.89%
Permits and Inspections	0.34%	0.68%	15.93%	3.05%	80.00%
Enforcement of Codes	0.35%	2.10%	6.64%	1.75%	89.16%
City Parking Facilities	2.36%	9.12%	38.85%	6.76%	42.91%
Community Media Services	2.39%	3.75%	20.14%	2.05%	71.67%
Transit System	2.14%	4.27%	6.76%	1.42%	85.41%
Recycling Collection Svcs	2.52%	79.25%	11.32%	0.94%	5.97%
Refuse Collection Service	1.57%	73.67%	9.72%	4.08%	10.97%
Leaf and Brush Pick up	0.00%	8.39%	25.48%	48.71%	17.42%

The frequencies of use did not dramatically change from 2013. The use of community media services showed the largest decrease of use with a daily use in 2013 of 13.4% to 2014 of 2.39%. City parking facilities have showed an increase in usage going from 13.4% in 2013 to 38.85% at the occasional level.

**Funding of City Services – Question 2**

This section was designed to determine preferences for the manner in which city services are funded, including raising or lowering taxes through grants and/or fees. The specific question asked of respondents was:

*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.*

The responses are outlined in the graph below, which also contains data from the Oshkosh Citizen Survey from 2009 through 2014. All data is displayed as a percentage of all answers for that particular year.

	Year of Survey	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
<b>1) The City could reduce taxes and maintain current services by being more efficient.</b>	2009	48.7	31.4	10.2	6.8	3.0	n/a
	2010	34.3	31.4	20	2.9	5.7	5.7
	2011	41.9	35.6	8.9	5.5	5.5	2.5
	2012	48.4	31.9	8.3	7.1	4.3	4.9
	2013	34.6	31.5	13.4	10.6	3.8	6.2
	2014	33.8	39.0	13.4	4.3	2.7	6.7
<b>2) The City should focus on reducing taxes by pursuing grants (many of which require local funding match).</b>	2009	27.2	44.2	18.3	8.5	1.8	n/a
	2010	23.8	45.1	18.4	9.0	3.7	8.6
	2011	20.4	39.6	23	7.7	3.8	5.5
	2012	31.4	40	22.9	0	5.7	0
	2013	18.5	38.7	24.7	6.8	1.7	9.6
	2014	18.9	40.9	20.4	6.7	3.7	9.5
<b>3) The City should focus on reducing taxes by increasing service fees and charges.</b>	2009	7.4	19.9	20.3	28.6	23.8	n/a
	2010	0	14.3	40	25.7	20	0
	2011	7.2	25.5	19.6	19.6	25.1	3
	2012	6.7	29.6	20.2	20.2	23.3	5.2
	2013	4.8	18.2	18.2	23.3	29.8	5.8
	2014	7.3	15.2	18.3	22.6	31.7	4.9
<b>4) I will support an increase in taxes if it would maintain or increase the services I value.</b>	2009	n/a	n/a	n/a	n/a	n/a	n/a
	2010	22.9	25.7	14.3	20	17.1	0
	2011	16.7	27.8	13.2	14.5	26.1	1.7
	2012	15.9	34.7	11.6	12.7	25.1	6
	2013	13.4	26.0	17.8	13.7	23.6	5.5
	2014	11.6	29.9	15.2	13.1	24.7	5.5

When comparing the results for this question over a six-year period, several tendencies and observations occur.

- 72.8% of residents somewhat or strongly agree that the city should reduce taxes and maintain current services by being more efficient. In general, the responses are consistent with the previous five years of responses. The exception was a stark increase (7.5%) in those who somewhat agree that the city could reduce taxes and be more efficient. This shift came from those who somewhat disagreed with the statement the previous year.
- 59.8% of the residents somewhat or strongly agree that the city should focus on reducing taxes by pursuing grants (many of which require a local funding match).

- 54.3% of the residents somewhat or strongly disagree that the city should focus on reducing taxes by increasing service fees and charges.
- 41.5% of the residents somewhat or strongly agree that they will support an increase in taxes if it would maintain or increase the services they value. 37.8% oppose an increase in taxes. There is a similar distribution both in favor and in opposition to this increase.

Citizens who were surveyed have consistently disagreed with the idea of raising taxes or fees. However, citizens who were surveyed, according to this data, have a stronger opinion to increase taxes to maintain the services they value, as opposed to reducing taxes by increasing service fees and charges.

Age, gender, years lived in Oshkosh, and number of children had no significant impact on many of these questions. Evaluating the previous questions against the demographics shows that those respondents who own their residence favored reducing taxes and maintaining current service levels by becoming more efficient more so than did those respondents who rent their residence. The sampling size for those who rent in comparison to those who own is much different and may atone for the differences in opinion. However, the difference in opinion is likely attributed to amnesty from taxation when renting. There was a small difference in opinions regarding reducing taxes and maintaining services when evaluated against income. There was less support from those respondents making between \$50,000-\$74,999 and \$100,000-\$149,000 in reducing taxes and maintaining services in comparison to the other wage categories.

Interestingly, males are 10% more likely to agree that the city should pursue grants to reduce taxes. Those who own their own residence believe more strongly, about 16%, that the city should pursue grants to reduce taxes. There was less support from those respondents making less than \$24,999 per year and the greatest support to reduce taxes by those making in excess of \$150,000.

Men more strongly agreed than women that the city should reduce taxes by increasing service fees. Both genders were similarly situated and represented as the majority in firmly disagreeing with this approach. Interestingly, those who rent are more ambivalent to either supporting or disagreeing with reducing taxes and increasing service fees -- although there was more disagreement with this approach of reducing taxes than support.

Females were less likely to disagree than males in regards to the concept of increasing taxes if it will maintain or increase service levels. Again, those who rent support an increase in

taxes as opposed to those who own. Those with an income of \$75,000 or greater supported an increase in taxes to maintain or increase services more than those who earned less.

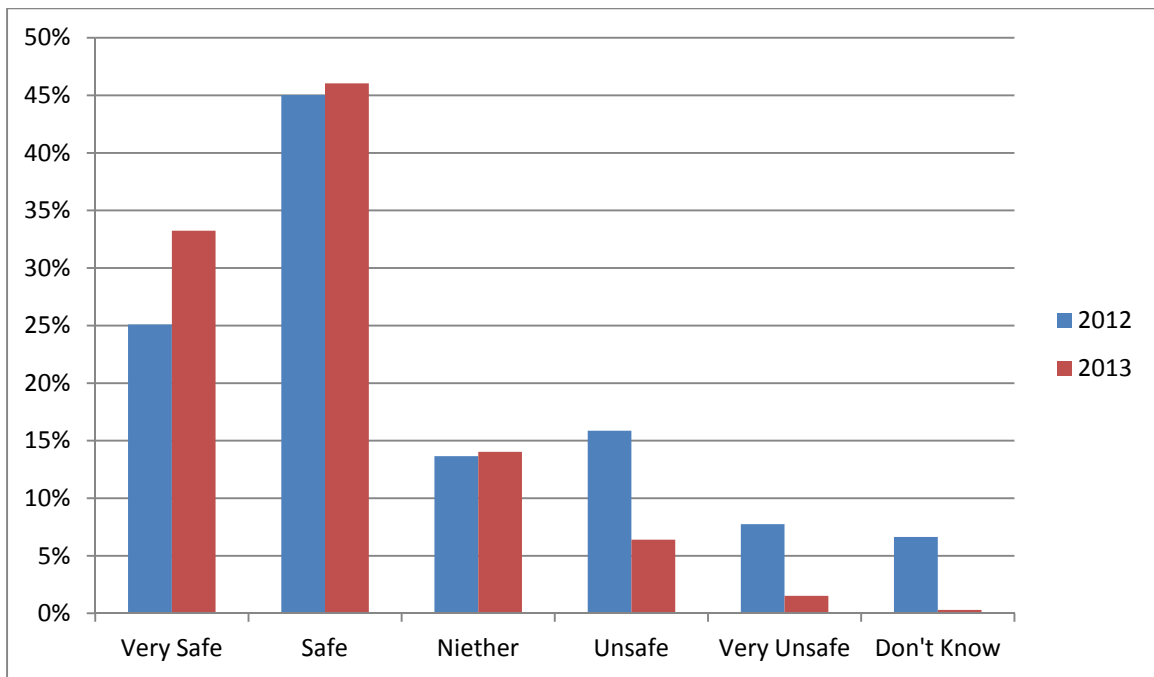
### Safety in Neighborhoods - Questions 3, 4, and 5

#### 3) How safe or unsafe you feel in your neighborhood after dark?

There were 328 valid responses to the feeling of safety after dark rating. 79.2 % of responses rated feeling “safe” (151) or “very safe” (109) after dark, compared to less than 6.4 % who feel “unsafe” (16) or “very unsafe” (5). The remaining 14% (46) of responses reported feeling “Neither Safe or Unsafe”. With over 93.2% of respondents rating the City of Oshkosh above “unsafe” and only one response of “very unsafe,” there is a clear majority indicating that most residents feel safe in their neighborhood after dark. 0.3% of survey respondents did not answer this question or put “Don’t Know”. When compared to the 2012 survey results, the general consensus of those that responded felt safer in 2013.

	Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don’t Know
2012	68	122	37	22	21	18
2013	109	151	46	16	5	1

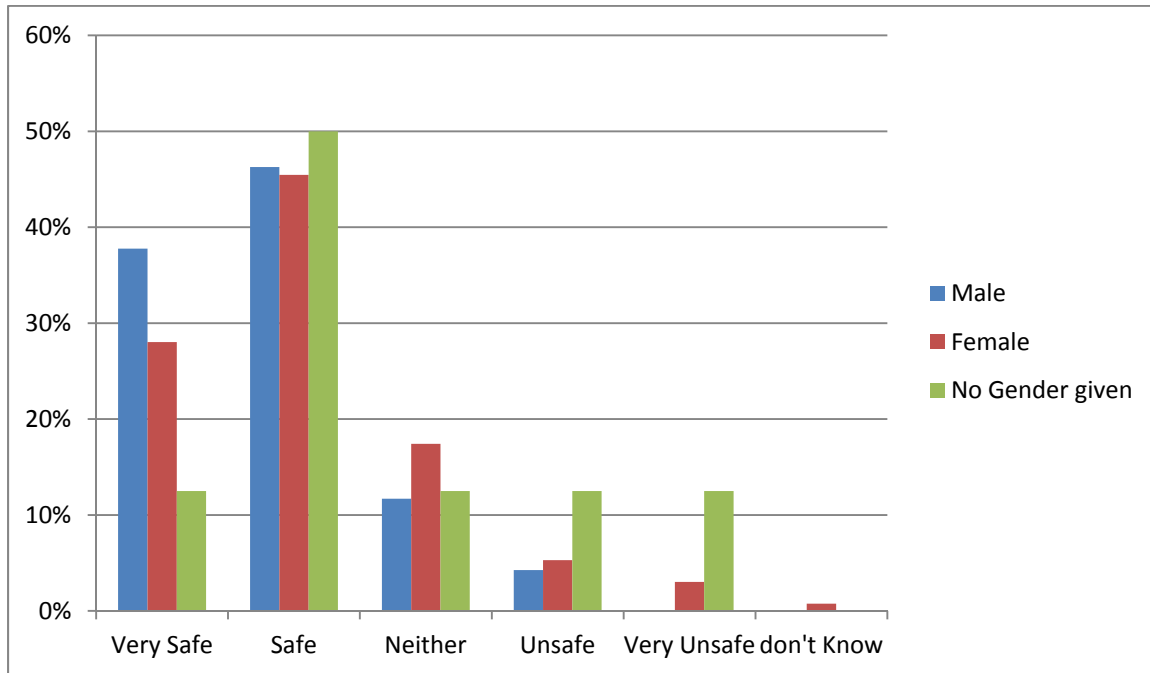
#### Percentage by year



### 3A. How safe based on Gender

Males had a tendency to feel safer (either Very safe or safe) at 84% than females at 73%.

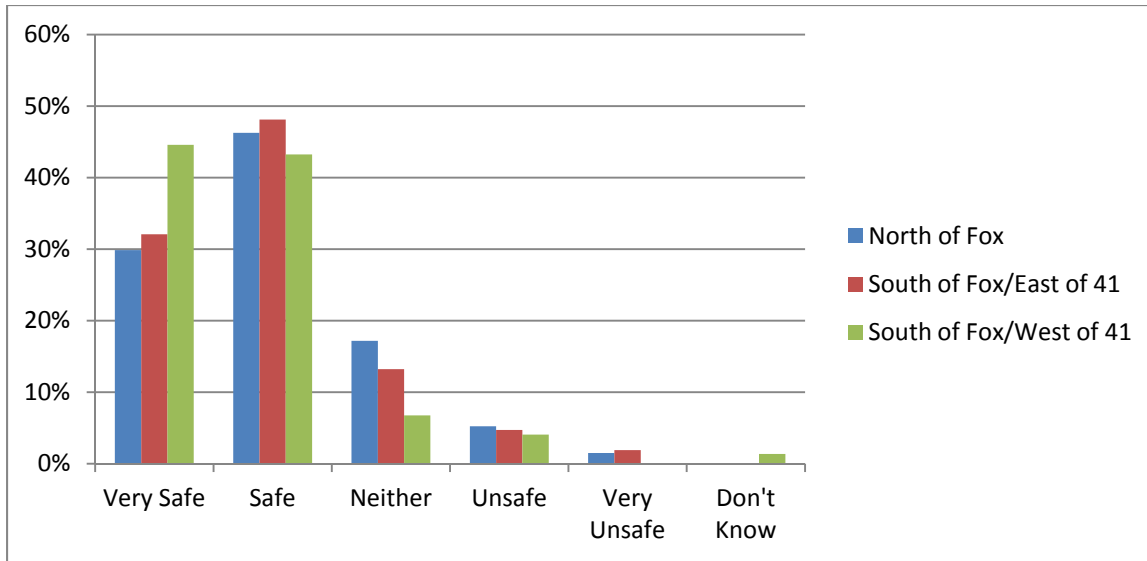
	Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
Male	71	87	22	8	0	0
Female	37	60	23	7	4	1
Not Specified	1	4	1	1	1	0



### 3B. How safe you feel by where you live.

Those respondents that live South of the Fox River and West of Hwy 41 felt safer (either Very Safe or Safe) at 88% than those that lived South of the Fox River and East of Hwy 41 at 80% and North of the Fox River at 76%.

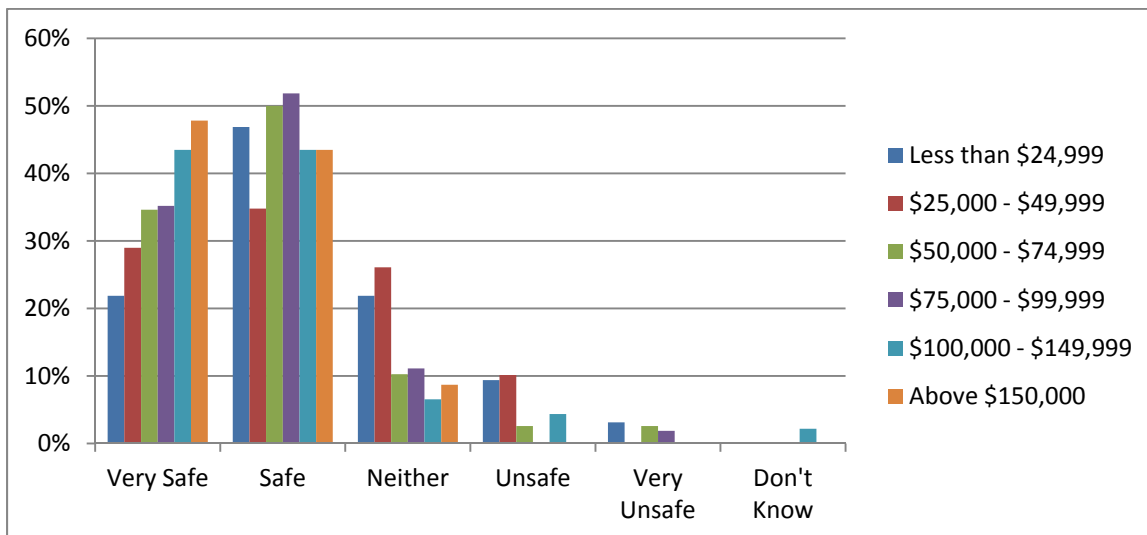
	Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
North of Fox	40	62	23	7	2	0
South of Fox/East of 41	34	51	14	5	2	0
South of Fox/West of 41	33	32	5	3	0	1



**3C. How safe you feel by income level.**

Respondents that have a higher income level felt safer (Very Safe or Safe) than those that had a lower income. Those that made less than \$50,000 reported a 60% to 70% feeling of being safe, where those above \$50,000 had an 80% or higher rating of their safety.

	Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
Less than \$24,999	7	15	7	3	1	0
\$25,000 - \$49,999	20	24	18	7	0	0
\$50,000 - \$74,999	27	39	8	2	2	0
\$75,000 - \$99,999	19	28	6	0	1	0
\$100,000 - \$149,999	20	20	3	2	0	1
Above \$150,000	11	10	2	0	0	0



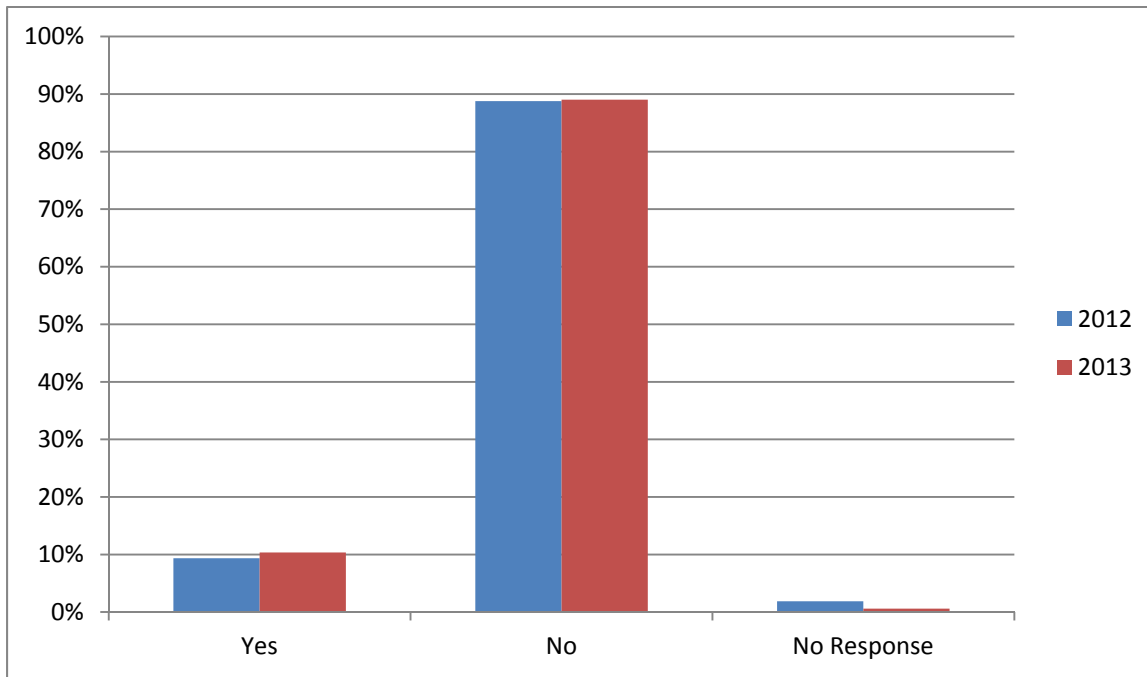


**4) During the past 12 months, were you or anyone in your household the victim of a crime?**

There were 328 valid responses to the victim of a crime question: 89% responded “No”, 10% of respondents answered “Yes”, and 1% of survey respondents did not answer this question. It is unknown whether the crimes occurred in the City of Oshkosh, or if the perpetrator was an Oshkosh resident. When compared to the 2012 survey results the percentage of people that were victims of crimes was very similar to the 2013 survey, even though the percentage of people who felt safe in Oshkosh increased (see question 3).

	Yes	No	No Response
2012	25	237	5
2013	34	292	2

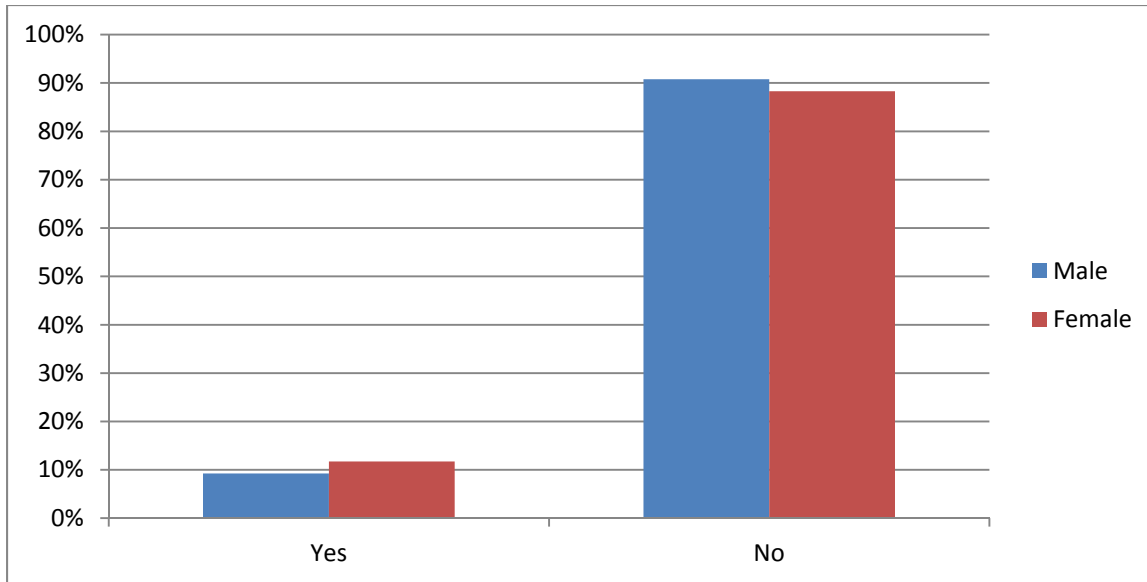
Percentage households



**4A. Victim of crime by gender.**

Of those that responded that they had been a victim of a crime and gave their gender, males had a tendency to feel safer than females; however, they were almost as likely to be a victim of a crime.

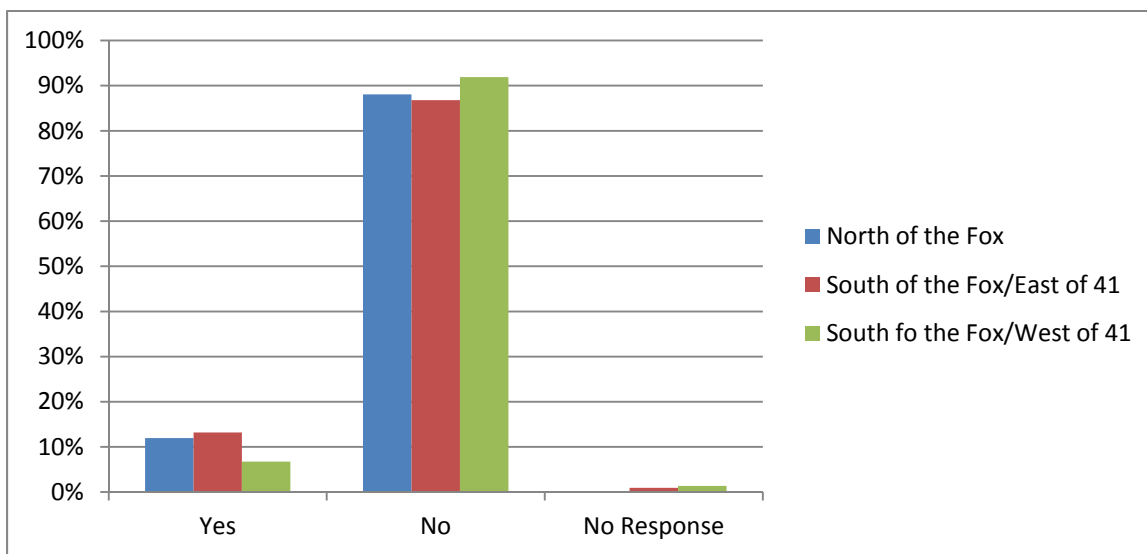
	Male	Female
Yes	17	15
No	167	113



#### 4B. Victim of crime based on where you live

Residents' feeling of safety base on location correlates well with whether or not they were a victim of a crime. South of the Fox River and west of hwy 41 had the lowest percentage of people who responded that they were victims of crimes (7%), while those that live in that same corridor responded with the highest feeling of safety (88%).

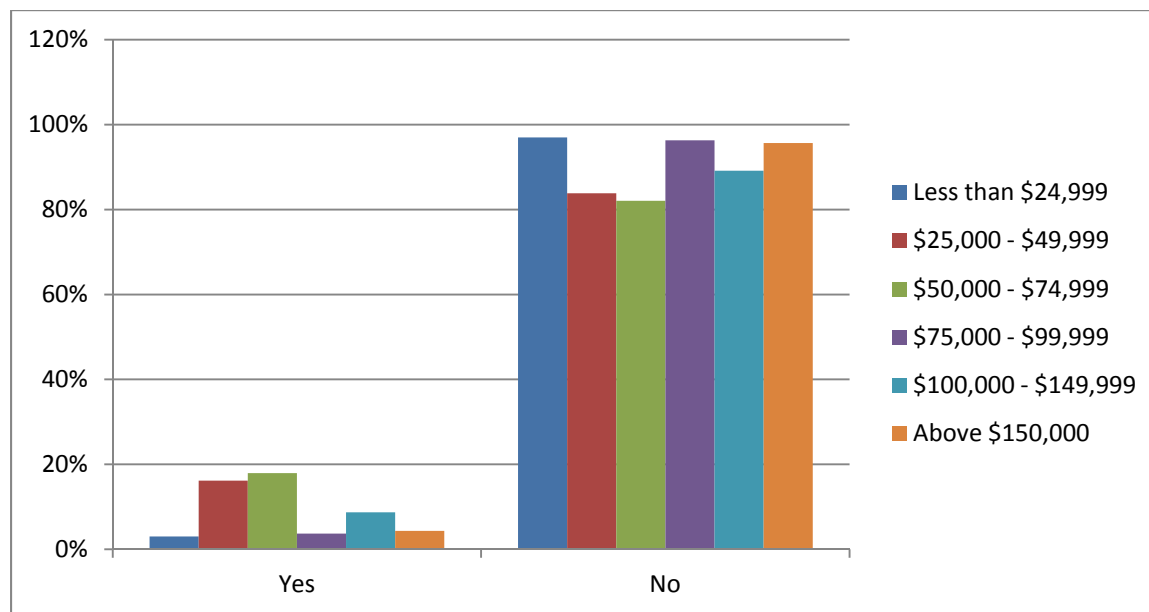
	North of the Fox	South of the Fox/East of 41	South of the Fox/West of 41
Yes	16	13	5
No	118	92	68
No Response	0	1	1



#### 4C. Victim of crime by income level.

Respondents that had income levels of \$25,000 to \$75,000 were more likely to be victims of a crime than the other reported income levels. Of the two income levels in that bracket, those that made above \$50,000 reported a higher feeling of safety, but were most often the victim of a crime.

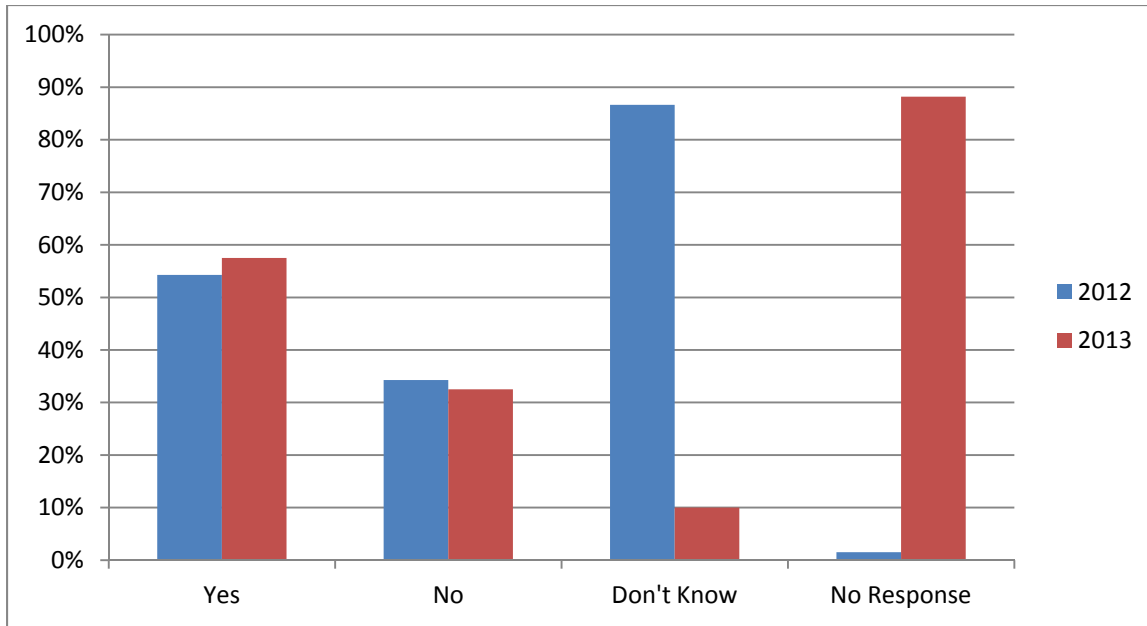
	Less than \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	Above \$150,000
Yes	1	11	14	2	4	1
No	32	57	64	52	41	22



#### 5) If “Yes”, did you report all of these crimes?

When compared to the previous question if “anyone in their household had been the victim of a crime”, there was an unexplained increase in responses to whether the respondent reported all these crimes (six more people claimed that they reported a crime than those that reported that they were a victim). Despite the unexplained increase, 58% of households that were a victim of a crime reported those crimes, 33% did not report. From 2012 to 2013 there was slight increase in those that reported crimes instead of not reporting crimes. We believe that in 2012 people mistakenly reported “don’t know” instead of having the proper “no response”.

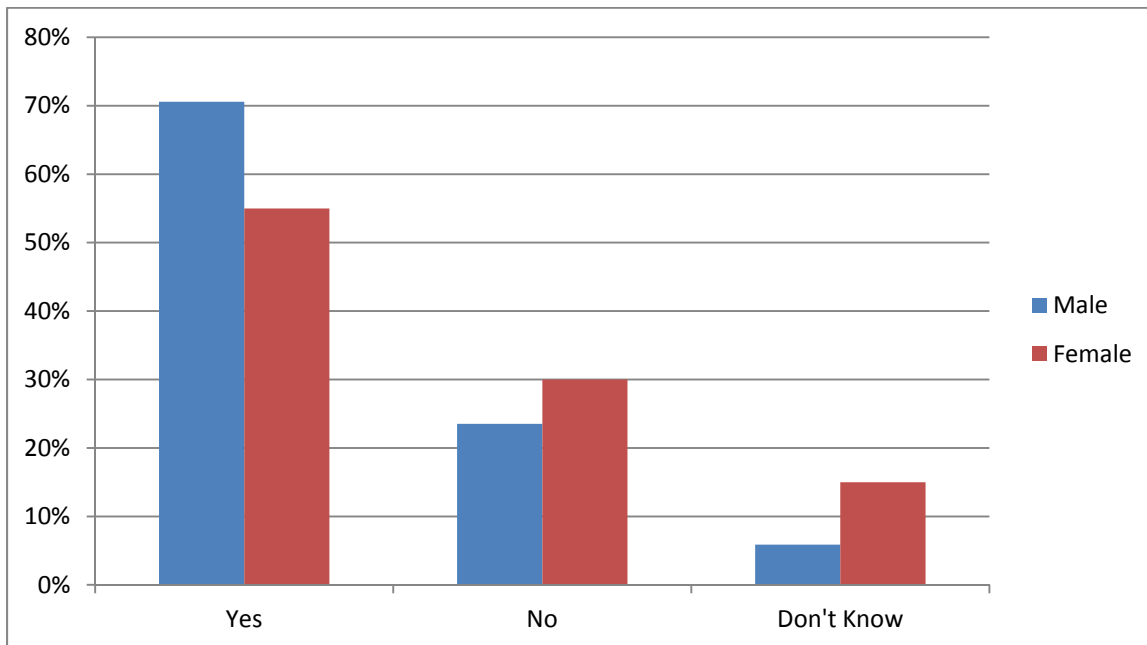
	Yes	No	Don’t Know	No Response
2012	19	12	227	4
2013	23	13	4	288



**5A. Crime reported based on gender.**

Of those that responded, males were slightly more likely to report crimes than females.

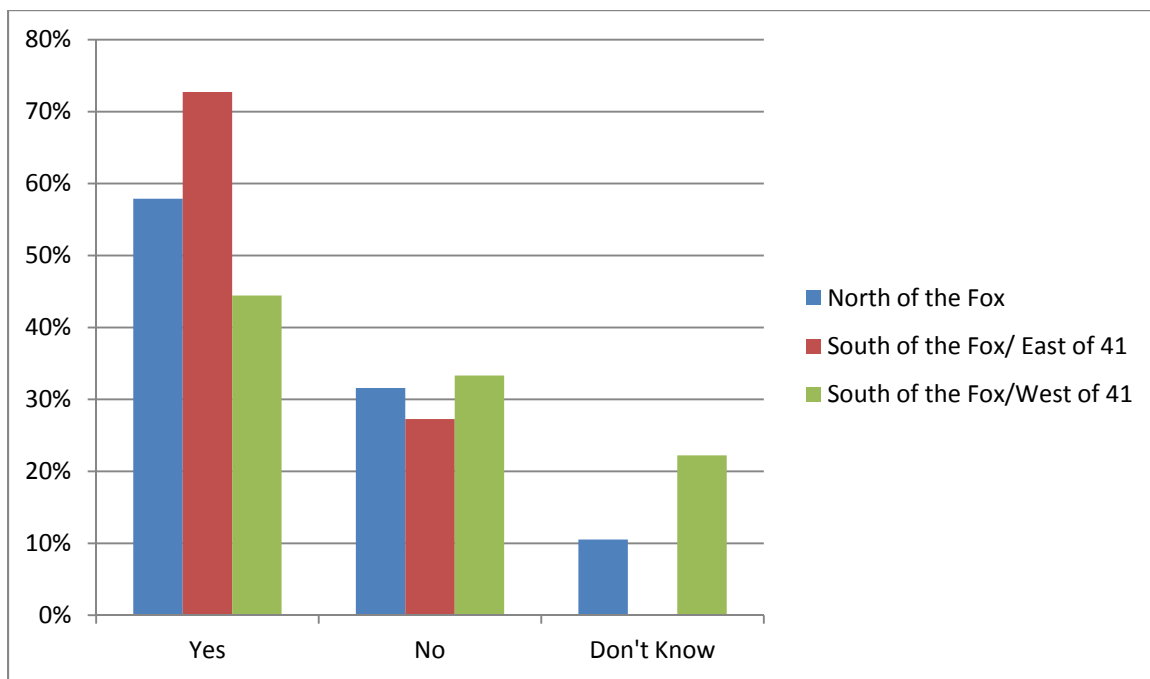
	Male	Female
Yes	12	11
No	4	6
Don't	1	3



**5B. Crime reported by where you live**

People were more likely to report crimes if they lived south of the Fox River and east of Hwy 41 at 73% than other areas of Oshkosh. This corridor represents the median area that felt safe, but had the lowest percentage of crime. For those that felt safest and reported the least crime (south of the Fox River and west of Hwy 41), they were also least likely to report a crime if it occurred.

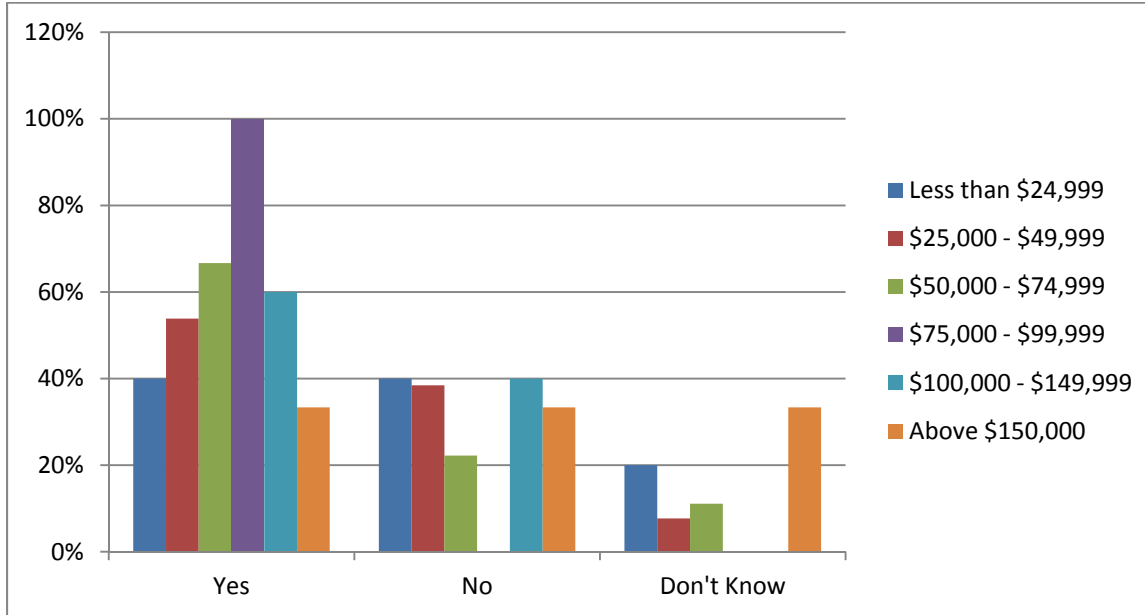
	North of the Fox	South of the Fox/East of 41	South of the Fox/West of 41
Yes	11	8	4
No	6	3	3
Don't Know	2	0	2



**5C. Crime reported by income level**

Approximately 66% of those with income levels between \$25,000 and \$75,000 reported crimes when they occurred. Respondents with income levels between \$75,000 and \$100,000 were more likely to report crimes when they occurred than other income levels though they had the least amount of crimes to report.

	Less than \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	Above \$150,000
Yes	2	7	6	3	3	1
No	2	5	2	0	2	1
Don't Know	1	1	1	0	0	1



\* Though we did a cross comparison of respondents race with how safe they felt, we chose not to include the data because the sampling size was very low and would not in our opinion give valid results.

\*\* In future surveys we believe there should be a comments section or an additional question added that gives reasons why crimes were not reported. A multiple choice answer could have general statements such as “I don’t think the police would do anything about it anyway” or “I didn’t have time to report it”.

### **City of Oshkosh Importance of Services - Question 6**

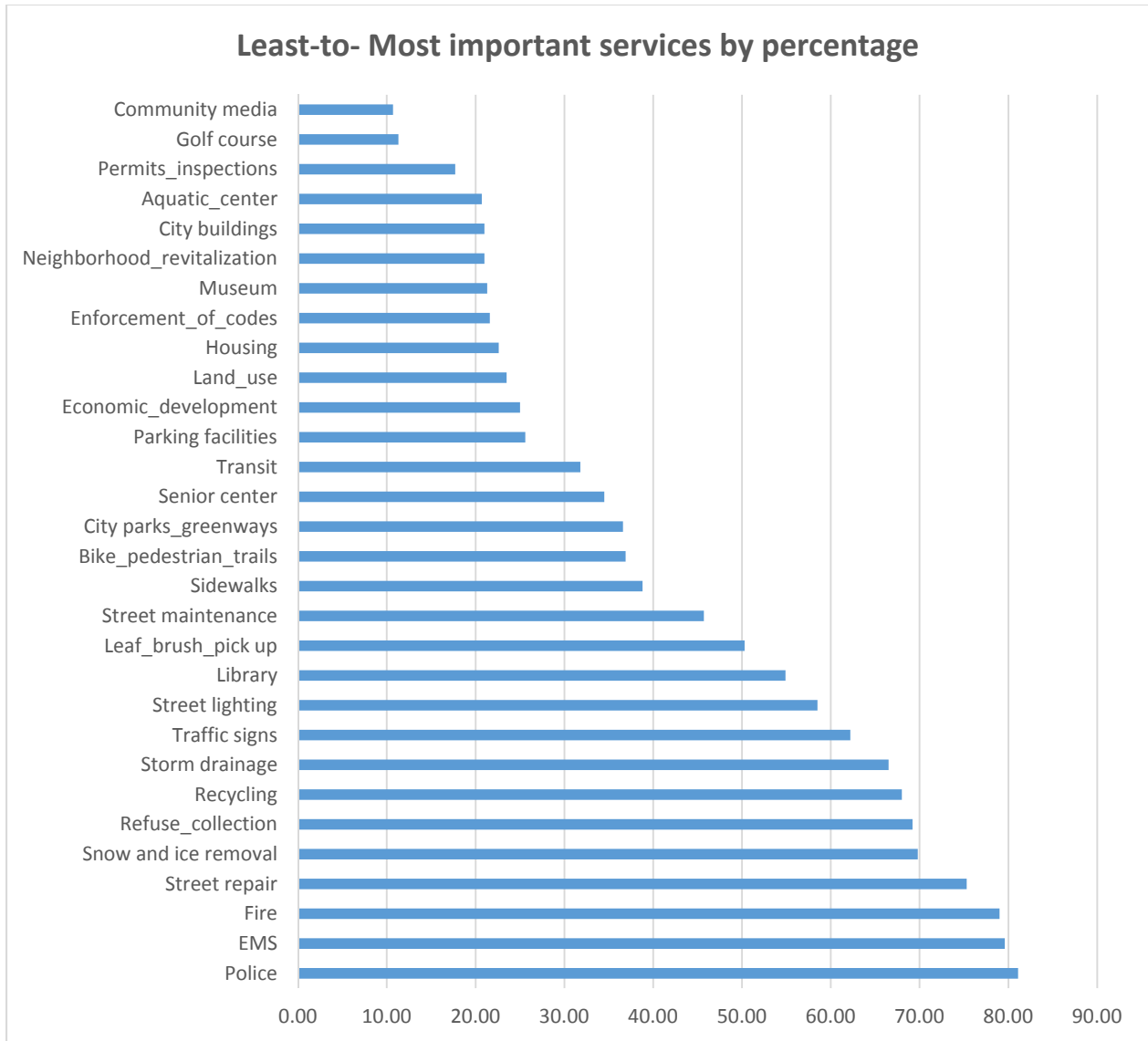
The 2014 Oshkosh citizen survey data helps provide city officials with insight into changes within the Oshkosh community in the time since the previous year’s survey. Furthermore, it offers a deeper insight into the general opinions of the area’s citizens. This information could give this city manager and elected officials a clearer picture of what services the general public sees as being of greater importance, and what services the general public sees as being of lesser importance, and furthermore, how their opinions on these services has changed over time. In order for services to improve, stay relevant or change altogether, the city of Oshkosh polls its citizens. Moreover, from this data city officials are able to infer what the citizens they serve value most in the community’s policies and services.

**6. We would like you to rate the importance of city services. For each service listed below, please check the box that best reflects your opinion of the importance to you of each City service.**

<b>Importance of City Services</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Somewhat Unimportant</b>	<b>Very Unimportant</b>	<b>No Opinion/ Neutral</b>
<b><i>Community Services</i></b>					
Support for Neighborhood Revitalization Programs	21.0	46.3	12.8	6.7	13.1
Oshkosh Public Museum	21.3	50.3	16.2	3.4	8.8
Oshkosh Community Media Services	10.7	35.7	22.6	10.4	20.2
Public Library Services	54.9	31.7	7.6	.6	5.2
Senior Services Center	34.5	36.9	14.0	4.6	10.0
Transit System	31.8	34.9	13.1	9.2	11.0
Appearance of City-Owned Buildings	21.0	50.6	14.9	6.4	7.0
<b><i>Parks</i></b>					
Bike and Pedestrian Trails	36.9	37.5	10.1	5.5	10.1
Lake Shore Golf Course	11.3	30.8	21.3	20.1	16.4
Appearance of City Parks & Greenways	36.6	49.7	7.3	1.8	4.6
Pollock Aquatic Center	20.7	47.3	9.8	9.1	13.1
<b><i>Economic Development</i></b>					
Economic Development Assistance to Businesses	25.0	46.0	11.0	7.3	10.6
Efforts to Improve the Quality of Housing	22.6	48.2	12.8	6.4	10.0
Building Permits and Inspections	17.7	43.0	18.0	5.5	15.8
Enforcement of Property Maint/Nuisance Codes	21.6	45.1	15.9	6.1	11.3
Land Use, Planning, and Zoning Services	23.5	40.9	17.1	5.2	13.4
<b><i>Refuse and Recycling</i></b>					
Leaf and Brush Pick up	50.3	34.1	8.5	2.7	4.3
Recycling Collection Services	68.0	24.4	3.4	1.5	2.7
Refuse Collection Service	69.2	22.9	3.4	1.5	3.0
<b><i>Protective Services</i></b>					
Police Services	81.1	14.6	1.5	1.5	1.2
Emergency Medical Services (ambulance)	79.6	15.9	2.4	1.2	.9
Fire Protection and Prevention Services	79.0	15.9	1.8	.6	2.7
<b><i>Road Maintenance and Construction</i></b>					
City Parking Facilities	25.6	47.3	16.5	3.7	7.0
City's Sidewalk System	38.8	46.5	10.1	2.4	2.1
Removal of Snow and Ice From City Streets	69.8	26.8	1.8	.3	1.2
Traffic Signs and Signals	62.2	30.5	4.3	.6	2.4
Street Lighting	58.5	32.9	5.8	1.2	1.5
Street Maintenance and Sweeping	45.7	40.5	7.9	3.0	2.7
Street Repair	75.3	22.3	1.5	.3	.6
<b><i>Storm Drainage</i></b>					
Storm Drainage Systems	66.5	28.0	2.1	.3	3.0

The following services were rated most important by the respondents: Police Services at 81.1%, EMS at 79.6%, Fire Protection, 79%, Street Repair at 75.3%, and Snow and Ice Removal at 69.8%. A noticeable difference from the 2013 survey was the recycling collection services which were rated important or very important by 71.3% of the respondents in the 2014 survey. This is an increase from the 2013 citizen survey in which recycling collection was rated important or very important by only 68% of respondents.

The five lowest rated services according to the respondents were: Community Media at 10.7%, Lakeshore Golf Course at 11.3%, Permits and Inspections 17.7%, The Pollock Aquatics Center at 20.7% and City Buildings at 21% tied with Neighborhood Revitalization at 21%. Two notable differences can be seen in the 2014 survey. The first is the perceived importance of the





Pollock Aquatic Center, rising from only 4% to 20.7%. The second is the Lakeshore Golf Course which was at 19.8% in the 2013 survey, but dropped significantly to 11.3% in the 2014 survey. It is clear that the perceived importance of several of these services has changed considerably since last year's survey; therefore, future allocation of funding for these services should be addressed accordingly. The chart above better demonstrates the rankings of the previously discussed services.

### **Quality of Services – Question 7**

Alongside the importance of the services offered by the city, it is also important for the administrative staff to hear the citizens' opinions on whether the quality of the services is meeting their standards. Citizens, as tax payers, rightfully hold high expectations for the services being provided to them by the city. Understanding which services are regarded as high quality as well as which ones need improvement is essential to the cities future plans.

Aside from the high percentage of "Don't Know" responses, the majority of services received a fair, good, or excellent rating. The percentages illustrate that 15% of total responses rate the quality of all serves as excellent, 36% rated them as good, 20% rated them fair and 5% rated them poor. There were 19% of responses who answered don't know and 5% had no response at all. Comparing this year's survey response numbers to the 2013 results shows similarity although there are slight changes. When combining fair, good, and excellent ratings, the 2014 results total to 71% which is a 4% drop from last year's 75%. Also, this year's overall poor quality increased 2 percentage points from 3% to 5%.

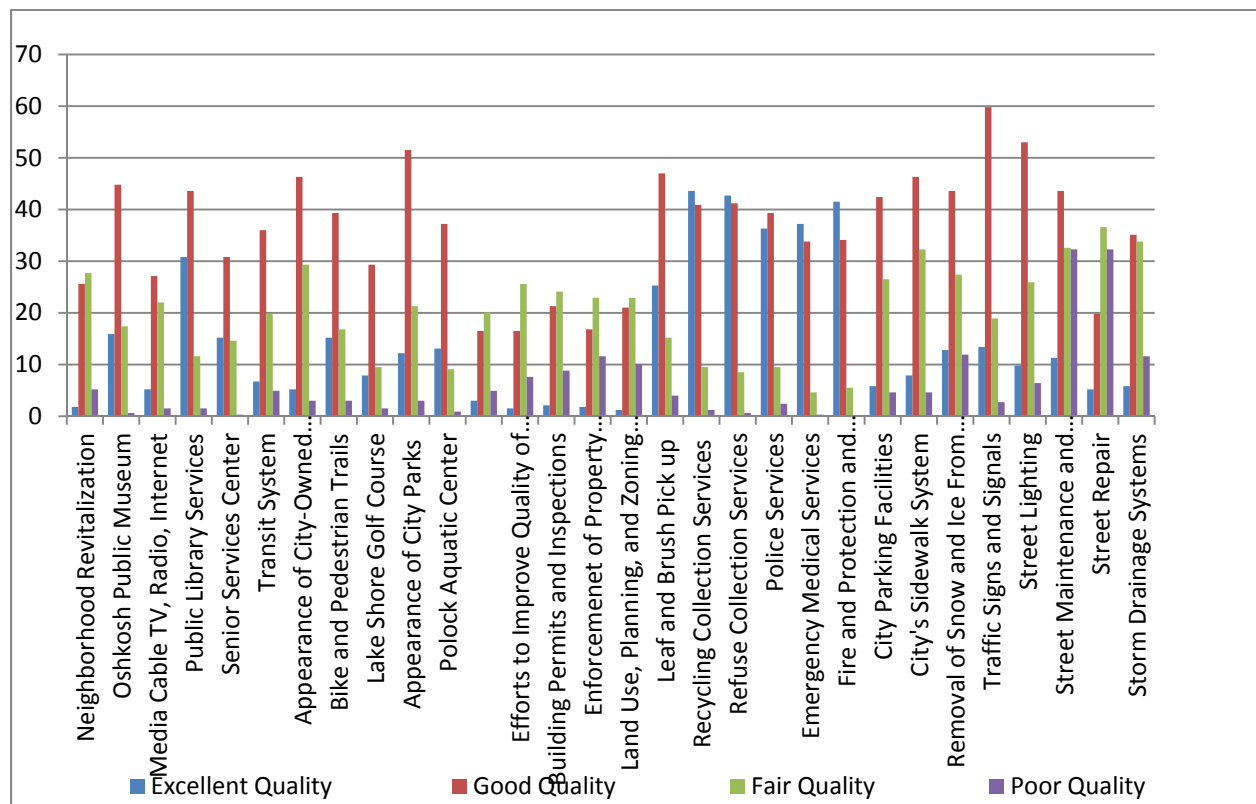
The services that rated the highest quality in combined good and excellent categories over 60% are Public Library Services, Street Lighting, Oshkosh Public Museum, Traffic Signs and Signals, Refuse Collection Services, Recycling Collection Services, Leaf and Brush Pick up, Police Services, Emergency Medical Services, and Fire Protection and Prevention Services. The two highest quality rated services Recycling Collection Services and Refuse Collection Services at 85% and 84% in combined good and excellent responses. Areas that residents responded the most as poor quality based on the survey results are Street Repair, Snow and Ice Removal, Enforcement of Property Maintenance/Nuisance Codes, Storm Drainage, and Land Use. Street Repair received the most responses of poor quality at 32%.

**7. We would like you to rate the quality of city services. For each service listed below, please check the box that best reflects your opinion of the quality to you of each City service.**

Quality of City Services	Excellent	Good	Fair	Poor	Don't Know	No Response
<i>Community Services</i>						
Neighborhood Revitalization Programs	1.8	25.6	27.7	5.2	34.5	5.2
Oshkosh Public Museum	15.9	44.8	17.4	.6	17.4	4.0
Community Media Cable TV, Radio, Internet Services	5.2	27.1	22.0	1.5	39.0	4.9
Public Library Services	30.8	43.6	11.6	1.5	9.1	3.4
Senior Services Center	15.2	30.8	14.6	.3	35.1	4.0
Transit System	6.7	36.0	19.8	4.9	28.4	3.7
Appearance of City-Owned Buildings	5.2	46.3	29.3	3.0	11.3	4.6
<i>Parks</i>						
Bike and Pedestrian Trails	15.2	39.3	16.8	3.0	20.4	4.9
Lake Shore Golf Course	7.9	29.3	9.5	1.5	47.0	4.9
Appearance City Parks & Greenways	12.2	51.5	21.3	3.0	7.3	4.6
Pollock Aquatic Center	13.1	37.2	9.1	.9	34.5	5.2
<i>Economic Development</i>						
Economic Development Assistance to Businesses	3.0	16.5	20.1	4.9	49.1	6.4
Efforts to Improve the Quality of Housing	1.5	16.5	25.6	7.6	42.7	6.1
Building Permits and Inspections	2.1	21.3	24.1	8.8	37.8	5.8
Enforcement of Property Maintenance/Nuisance Codes	1.8	16.8	22.9	11.6	40.5	6.4
Land Use, Planning, and Zoning Services	1.2	21.0	22.9	10.1	39.3	5.5
<i>Refuse and Recycling</i>						
Leaf and Brush Pick up	25.3	47.0	15.2	4.0	4.6	4.0
Recycling Collection Services	43.6	40.9	9.5	1.2	1.2	3.7
Refuse Collection Service	42.7	41.2	8.5	.6	3.7	3.4
<i>Protective Services</i>						
Police Services	36.3	39.3	9.5	2.4	8.2	4.3
Emergency Medical Services (ambulance)	37.2	33.8	4.6	.3	19.8	4.3
Fire Protection and Prevention Services	41.5	34.1	5.5	0.0	14.0	4.9
<i>Road Maintenance and Construction</i>						
City Parking Facilities	5.8	42.4	26.5	4.6	16.5	4.3
City's Sidewalk System	7.9	46.3	32.3	4.6	3.7	4.9
Removal of Snow and Ice From City Streets	12.8	43.6	27.4	11.9	.6	3.7
Traffic Signs and Signals	13.4	59.8	18.9	2.7	1.2	4.0
Street Lighting	9.8	53.0	25.9	6.4	1.5	3.4
Street Maintenance and Sweeping	11.3	43.6	32.6	7.9	1.5	3.0
Street Repair	5.2	19.8	36.6	32.3	1.8	4.3
Storm Drainage Systems	5.8	35.1	33.8	11.6	9.1	4.6

When looking at the some of the areas of concern in the 2009 Oshkosh Citizen Survey and comparing them with the 2014 results, improvement is shown on behalf of the city. In 2009, Snow and Ice Removal scored only 42.5% in combined good and excellent quality. That increased up to 56.4% in 2014. Although Storm Drainage System still remains an area of concern to the citizens, there has also been a 14.3% increase in combined excellent and good quality scores. Another example of an area that still received a response rate in poor quality in 2014 is Street Repair. Street Repair received a 50.8% poor quality score and just a 16% combined good and excellent quality score in 2009. In 2014, the poor quality response has decreased to 32.3% and the good and excellent quality responses have increased to 25%. The last example is Bike and Pedestrian Trails. In 2009, Bike and Pedestrian Trails received 19.2% poor quality responses and that has decreased to just 3% in 2014.

The survey revealed very slight change of the quality of services from 2013 to 2014 but major change over the course of the last 5 years. Overall, the Oshkosh citizens are fairly pleased with the quality of services provided to them. The areas that received poor quality responses have seen improvement since 2009.



## **Analysis of Importance and Quality of Services**

It is encouraging that three of the top five “very important” services, Police Services, Emergency Services, and Fire Protection and Prevention Services, also were in the top five of “excellent quality” responses. Other promising areas that received “very important” responses from over half of the survey participants include Leaf and Brush Pick up, Public Library Services, Recycling Collection Services, Refuse Collection Services, Street Lighting, and Traffic Signs and Signals. These areas were also amongst the top of high quality responses with receiving over 60% of combined excellent and good quality scores from the survey respondents.

Areas that received overwhelming responses for “very important” services but did not score as highly in quality include Snow and Ice Removal, Street Repairs, and Storm Drainage Systems. Although these areas remain of strong importance to the community and did not score as high in quality, we have seen steady quality improvement since the 2009 Oshkosh Citizen’s Survey. Overall, the services that are most important to the citizens are either being provided in satisfactory quality or are seeing improvement.

## **Budget Priorities – Questions Eight and Nine**

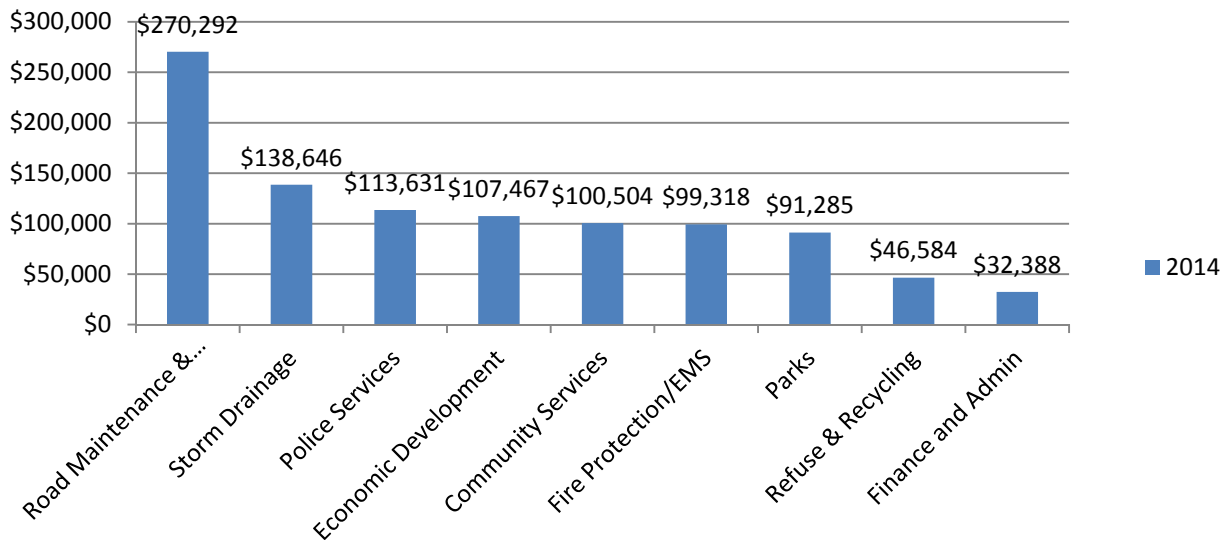
Continuing with tradition established the previous few years, question eight and nine ask survey respondents to determine dollar amount for surplus and reduction of a hypothetical one million dollars for specific services provided by the city. The nine service areas listed for consideration include: Community Services, Economic Development, Refuse and Recycling, Finance and Administration, Police Protection, Fire Suppression and Prevention, Parks, Storm Water Management and Road Maintenance. When comparing responses for question eight and nine, 2014 experienced an increase from 2013. Last year, 2013, the amount of responses equaled 237 for question eight and 210 for question nine. While this year, 2014, there were 274 responses for question eight and 233 for question nine. Overall response rates for the survey totaled 328 while the overall total from 2013 was 292.

## **Budget Surplus**

Question eight of the survey asked participants to allocate a hypothetical surplus of one million dollars amongst the nine categories that were given. Road Maintenance, much like last

year, continues to be the category where the most money is allocated with an average of \$270,292 of the one million dollars (Figure 1). Finance and Administration, just like last year, is the category where the least amount of money was filtered to. Finance and Administration only averaged \$32,388 when citizens were given a surplus of one million dollars. While the lowest ranking of the nine categories have not changed from 2013, there has been a shift amongst the priorities in the top four rankings from what was seen in 2013. Road Maintenance and Storm Water Management continue to rank as the number one and two priorities but the change from 2013 is what comes after. Police Protection and Economic Development rank as the third and fourth, respectively, priorities when looking at the mean average from all categories. Furthermore, when examining the responses for all nine categories, only three received at least of one survey response allotting the full excess amount of one million dollars: Economic Development, Storm Water Management and Road Maintenance.

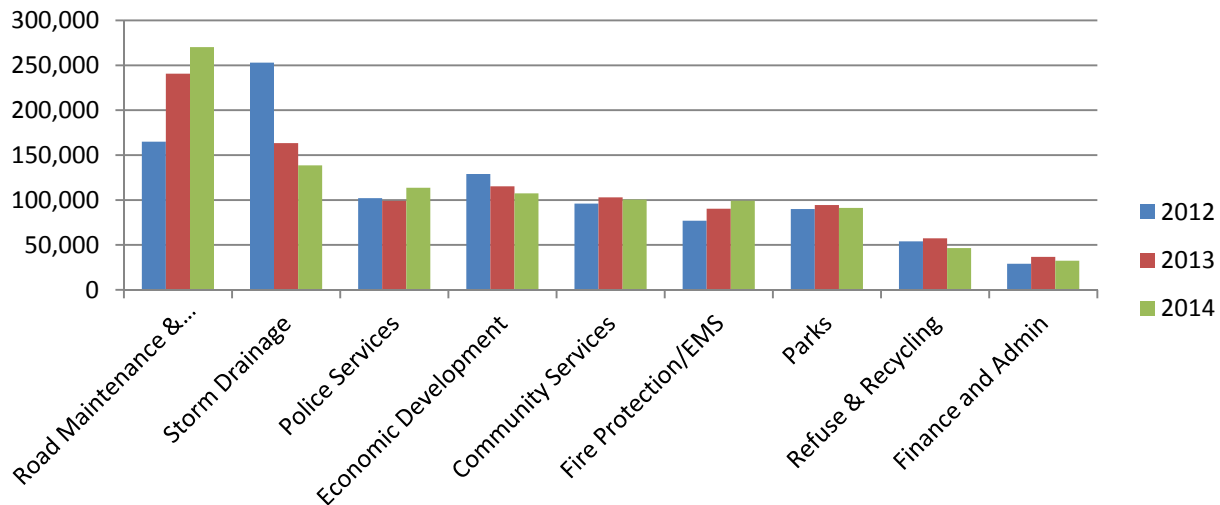
Figure 1: 2014 Mean Allocation of Hypothetical Budget Surplus



Comparing the rankings of 2014 to that of 2013, the only identical slots are the first two and last two. Road Maintenance and Storm Water Management continue to be the two highest priorities among citizens with Finance Administration and Refuse and Recycling being the lowest (Figure 2). This year's results included fluctuation in the rankings for third through seventh range. There have been both increases and decreases in mean allocation for categories in this range. The two categories that sustained the biggest decrease in mean allocation were Storm Water Management by \$24,735 and Economic Development by \$7,726. Conversely, the two

areas with the highest increase of mean allocation were Road Maintenance by \$29,572 and Police Protection by \$14,623. Interestingly, all four of these categories rank in the top four overall when it comes to mean allocation of a hypothetical surplus of one million dollars.

Figure 2: 2014 Mean Surplus Allocation Compared to Previous Years



An analysis of question eight can be further dissected when given the survey responses from question six – Importance of services and question seven – Quality of services. When focusing on the two highest recipients of the hypothetical one million dollars, Road Maintenance and Storm Water Management, both are viewed with high importance but lack the quality of services from survey respondents. With a response of “Very” or “Somewhat” important, Street Maintenance received an 86.3% response rate where Street Repair received a 97.6% response given the same parameters. Comparing these responses to the responses of quality of services, a discrepancy is created. Oshkosh citizens only believe that 54.9% of Street Maintenance is of “Excellent” or “Good” quality. Given the same two responses, “Excellent” or “Good” quality, Street Repair only received 25%, implying that the quality of street repair in the City of Oshkosh is sorely lacking. Both Street Maintenance and Street Repair fall under the category of Road Maintenance. These two responses are a major reason that Road Maintenance ranks as the top recipient of the hypothetical one million dollars.

Responses of importance and quality of service for Storm Water Management, which ranks as number two, are similar to that of Road Maintenance. Oshkosh citizens see Storm Water as important with 94.5% responding with either “Very” or “Somewhat” important. Oshkosh citizens also see the quality of service for Storm Water as lacking with only 40.9% responding

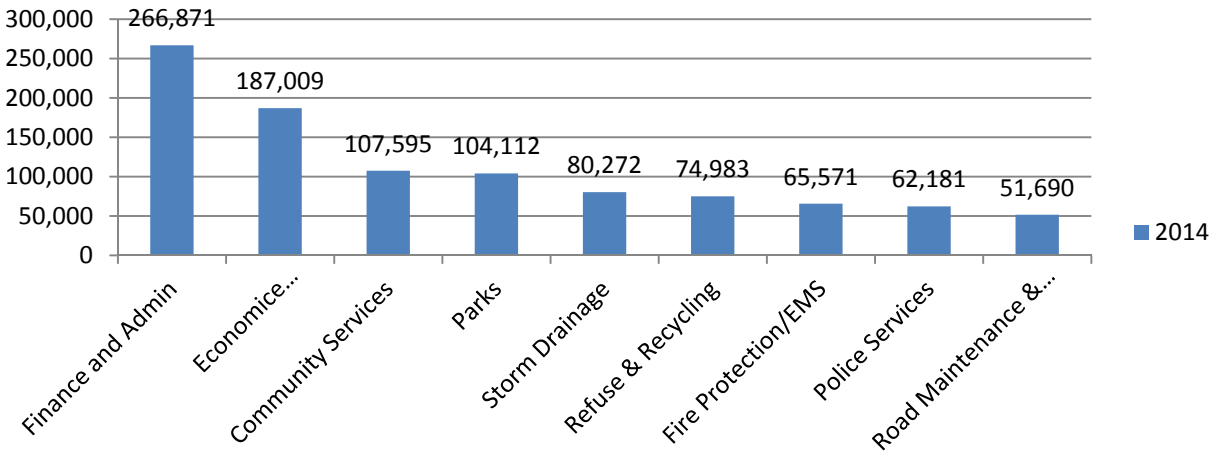
with “Excellent” or “Good” quality. This gap between what Oshkosh citizens think of the quality and the importance for Storm Water is a factor when deciding upon which areas receive funding from the hypothetical one million dollars.

Although there is widespread agreement of the importance of Police Protection, which 95.7% of survey respondents felt was either “Very” or “Somewhat” important, there is no representation of this high importance when it relates to mean allocation. Police Protection ranks as third in mean allocation but is considerably behind both Road Maintenance and Storm Water. This is also comparable to Fire Suppression, as it ranks even further down at sixth but has a 94.8% survey response rate of “Very” or “Somewhat” important. The responses of “Excellent” or “Good” for quality of service for Police Protect and Fire Suppression are both at 75.6%. This could imply that respondents of the Oshkosh survey believe that both Police and Fire are important but are unwilling to give more money because they already feel the quality of service is sufficient.

### **Budget Deficit**

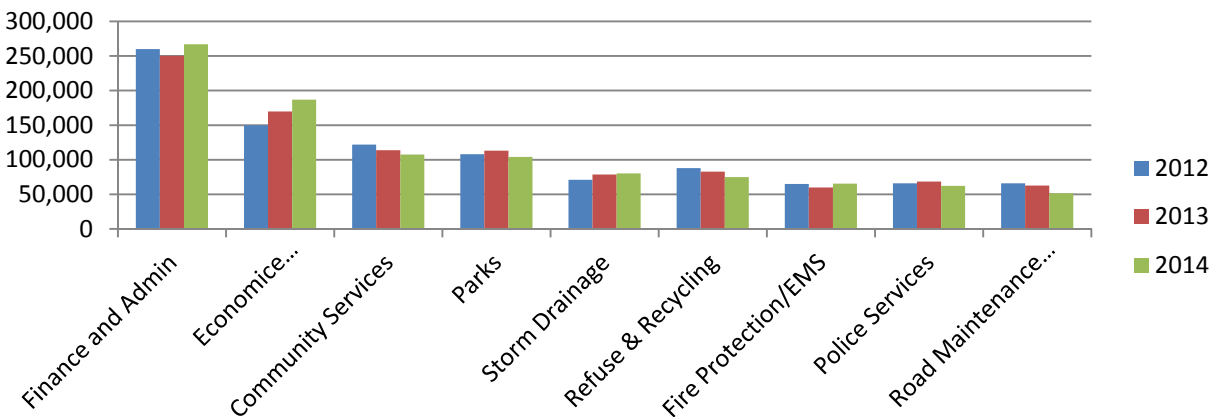
Next in the Oshkosh Citizen Survey, respondents were given a hypothetical situation where one million dollars needed to be cut and they were asked to choose amongst the same nine categories of how to allocate this shortage. Just as in 2013, the four areas that that received the biggest cuts remain unchanged for 2014. Those areas in terms of ranking are: Finance and Administration, Economic Development, Community Services and Parks. The mean allocation for this reduction provided a slight variation from 2013 in each of the categories but did not disrupt the overall ranking (Figure 3). Finance and Administration, with a mean allocation of \$266,870, is by far the highest category for funding cuts when compared to all other eight. Economic Development ranks second, at \$187,008, creating a 30% difference between the first and second areas receiving the hypothetical amend. Road Maintenance ranks as the lowest category to receive cuts based on mean allocation at \$51,689. Of the nine categories, five received at least one response for all one million to be designated to their area. They include: Community Services, Economic Development, Finance and Administration, Parks and Road Maintenance, interestingly enough.

Figure 3: 2014 Mean Allocation of Hypothetical Budget Deficit



Although the first four rankings did not change from 2013 to 2014, there was a change in order for rankings five through nine. Road Maintenance ranked as the category least likely to see a reduction in their budget. There was a decrease in the mean allocation for the bottom two areas, Road Maintenance and Police Protection. Road Maintenance went from \$62,639 in 2013 to \$51,689 this year, whereas Police Protection went from \$68,605 in 2013 to \$62,181 this year. Conversely, the two most likely to receive budget cuts, Finance and Administration and Economic Development, both increased in mean allocation. Finance and Administration was only allocated \$250,322 in 2013 compared to \$266,870 in 2014. Economic Development had a mean allocation of \$169,720 last year while in 2014 experienced an increase of that amount to \$187,008.

Figure 4: 2014 Mean Budget Deficit Allocation Compared to Previous Years



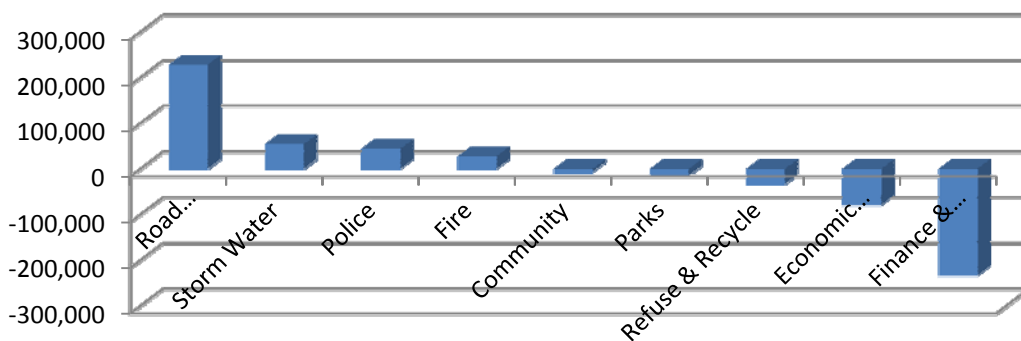


Finance and Administration continues to be the category where survey respondents focus the biggest reduction of budgets. This can be interpreted in a variety of ways. First, citizens can have a skewed vision of governmental work. An unwillingness to allocate additional funds or being the area with the biggest cuts can be a negative reflection of citizen’s view on bureaucracy. Citizens may feel that channeling such funds to government may not be the most efficient manner. Secondly, Finance and Administration tends to be an area where citizens cannot see an immediate difference when allocating funding. Finance and Administration is usually the behind the scenes work where Road Maintenance is something that an average Oshkosh citizen will experience every day. It becomes easier to take funding away from an area that few rarely see, no matter the actual importance, compared to areas that are more noticeable on a daily basis.

### Net Increase or Decrease

Another interesting way to look at responses from the hypothetical addition and subtraction of the one million is to combine the two numbers so that they reflect citizen opinion of a budget with neither a shortfall nor surplus (Figure 5). This provides a great representation for the respondents in regards to their priorities of the nine different categories. Being the difference between the two questions, eight and nine, it is only possible to use the surveys that responded to both questions (230 of the total 328 responses).

Figure 5: 2014 Net Surplus or Deficit of City Budget



Road Maintenance, Storm Water Management, Police Protection and Fire Suppression were the only categories to receive a net positive allocation. These categories reflect the feelings

toward high importance (Street Repair, Police and Fire), favorable level of quality (Police) and unfavorable quality (Street Repair and Storm Drainage).

### Survey Data – Question Eight and Nine

<b># 8 – Extra \$1 Million</b>	<b>2013 Rank</b>	<b>2013 Mean*</b>	<b>2014 Rank</b>	<b>2014 Mean*</b>
Road Maintenance	1	240.72	1	270.29
Storm Water Management	2	163.38	2	138.64
Police Protection	5	99.00	3	113.63
Economic Development	3	115.19	4	107.47
Community Services	4	103.02	5	100.50
Fire Suppression/Prevention	7	90.25	6	99.31
Parks	6	94.36	7	91.28
Refuse and Recycling	8	57.31	8	46.58
Finance and Administration	9	36.76	9	32.39

\*In thousands

<b>#9 – Reduce \$1 Million</b>	<b>2013 Rank</b>	<b>2013 Mean*</b>	<b>2014 Rank</b>	<b>2014 Mean*</b>
Finance and Administration	1	250.32	1	266.87
Economic Development	2	169.72	2	187.01
Community Services	3	113.87	3	107.59
Parks	4	113.06	4	104.11
Storm Water Management	6	78.79	5	80.27
Refuse and Recycling	5	82.95	6	74.98
Fire Suppression/Prevention	9	60.04	7	65.57
Police Protection	7	68.61	8	62.18
Road Maintenance	8	62.64	9	51.69

\*In thousands

### Section Eight and Nine – Net Change

	<b>2014 Add*</b>	<b>2014 Subtract*</b>	<b>Difference*</b>
Road Maintenance	270.29	51.69	218.6
Storm Water Management	138.64	80.27	58.37
Police Protection	113.63	62.18	51.45
Fire Suppression/Prevention	99.31	65.57	33.74
Community Services	100.50	107.59	-7.09
Parks	91.28	104.11	-12.83
Refuse and Recycling	46.58	74.98	-28.4
Economic Development	107.47	187.01	-79.54
Finance and Administration	32.39	266.87	-234.48

\*In thousands

## Should City Relocate Utility Lines Underground? – Question 10

This purpose of this section was to determine what percentage of citizens believes the city should relocate more utility lines like electrical, cable and phone underground. Respondents were asked to answer the following question below and provide further information on their beliefs:

*Do you believe the City should relocate more utility lines (i.e. electrical, cable, phone) underground? If yes, why?*

328 people answered this survey question, with the results showing a near-split in opinion. Just over 45% (149 people) said they thought the city should relocate more utility lines underground, while 44% (145 people) said no.

In looking at gender, there was clear support among men in moving utility lines underground, with 55% of men in support. Women were less likely to support the idea, with only 36% of women in support.

Interestingly, the percentage was almost split in the residence category. Over 45% of those who have been living in Oshkosh for at least five years supported moving more utility lines underground, while 44% of those in the same category did not support moving utility lines underground.

In the income category, nearly 59% of those making less than \$50,000 did not support moving utility lines underground. However, when looking at those making greater than \$50,000, there was a near even split in support, with 49.5% against and 50.5% supportive.

The survey results also show that those respondents who either work full-time or part-time, are unemployed or are retired are more likely to support having utility lines underground, while students and the self-employed do not. See table below for percentages.

<b>Occupation</b>	<b>Supportive</b>	<b>Against</b>	<b>No Response</b>
Full-Time	46%	43%	11%
Part-Time	58%	31%	11%
Retired	49%	42%	9%
Unemployed	50%	38%	12%
Self-employed	28%	67%	5%
Student	0%	100%	0%

Another interesting result is that those respondents who have at least an associate’s degree or higher (56.4%) are supportive, while those with a high school diploma or less (53.4%) do not want utility lines underground.

Finally, a majority of respondents did not provide additional information about why they support moving utility lines underground. Of those who did, the primary reasons for supporting the initiative were safety concerns, beautification, service reliability during storms, and long-term service maintenance. Some common opinions against were predominately related to the costs associated with the project.

### **Tax Increase to Move Utilities Underground – Question 11**

This purpose of this question was to determine the level of interest of citizens to increase taxes in order to pay for moving utilities underground. The specific question asked of respondents was:

*How much of an annual tax increase would you be willing to incur to move utilities underground, assuming a \$100,000 home?*

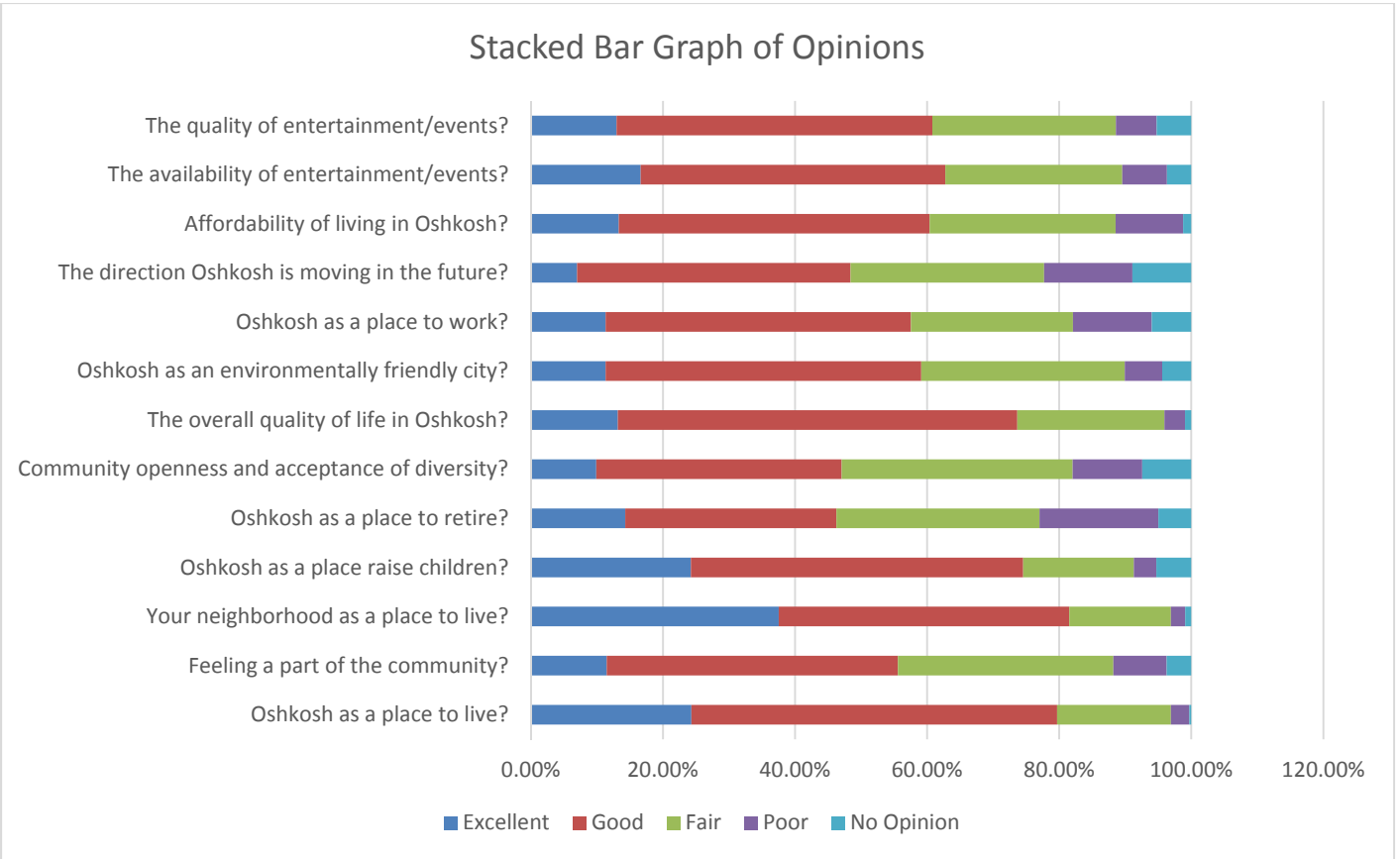
322 people responded to the question, with nearly 45% answering they were not willing to pay any amount for this initiative. However, a majority (55%) indicated they would be willing to pay some amount to pay for moving utilities underground. 18% were willing to pay a \$25 increase assuming a \$100,000 home, while 15% were willing to pay a \$50 increase. 22% indicated they were willing to pay between \$75 and \$999 of an increase to pay for this initiative.

<b>Amount of Increase</b>	<b>Percentage of respondents in support</b>
0.00	45%
\$25	18%
\$50	15%
\$75 to \$999	22%

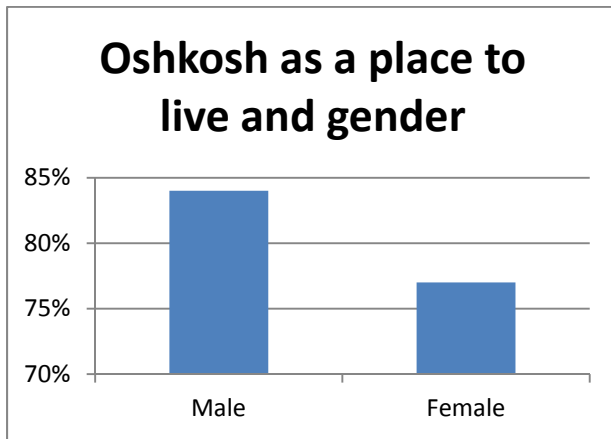
### **Please check the box that comes closest to your opinion for each of the following questions – Question 12**

The first chart shows the responses in percentage form followed by a bar graph of the same data in stacked form.

	Excellent	Good	Fair	Poor	No Opinion
Oshkosh as a place to live?	24.31%	55.38%	17.23%	2.77%	0.31%
Feeling a part of the community?	11.49%	44.10%	32.61%	8.07%	3.73%
Your neighborhood as a place to live?	37.54%	44.00%	15.38%	2.15%	0.92%
Oshkosh as a place raise children?	24.22%	50.31%	16.77%	3.42%	5.28%
Oshkosh as a place to retire?	14.29%	31.99%	30.75%	18.01%	4.97%
Community openness and acceptance of diversity?	9.91%	37.15%	34.98%	10.53%	7.43%
The overall quality of life in Oshkosh?	13.17%	60.50%	22.26%	3.13%	0.94%
Oshkosh as an environmentally friendly city?	11.32%	47.80%	30.82%	5.66%	4.40%
Oshkosh as a place to work?	11.32%	46.23%	24.53%	11.95%	5.97%
The direction Oshkosh is moving in the future?	7.01%	41.40%	29.30%	13.38%	8.92%
Affordability of living in Oshkosh?	13.31%	47.06%	28.17%	10.22%	1.24%
The availability of entertainment/events?	16.62%	46.15%	26.77%	6.77%	3.69%
The quality of entertainment/events?	12.96%	47.84%	27.78%	6.17%	5.25%

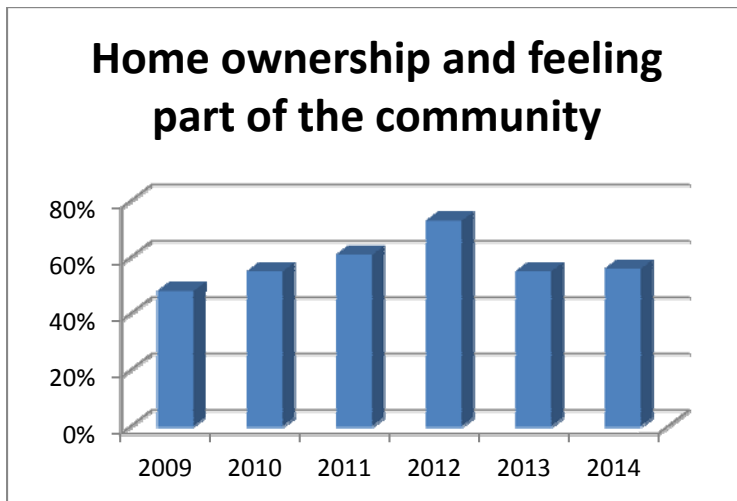


## Oshkosh as a place to live



84% of males responding rated Oshkosh as an excellent or good place to live opposed to 77% of females.

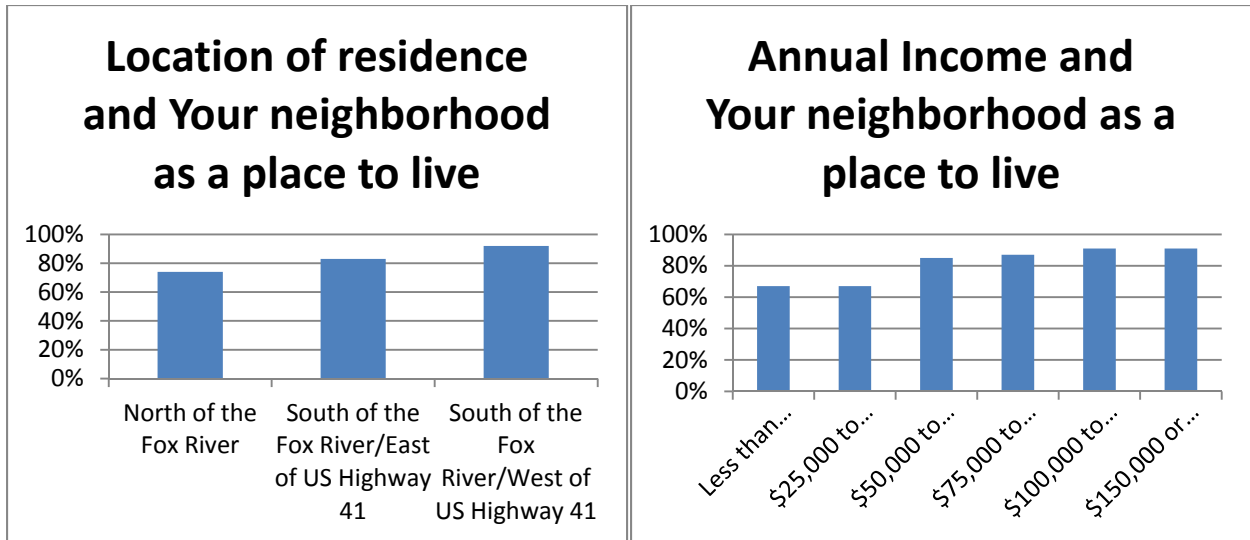
## Feeling a part of the community



Over the past six surveys, home owners feeling part of the community has risen from 2009 to 2012 and has since declined.

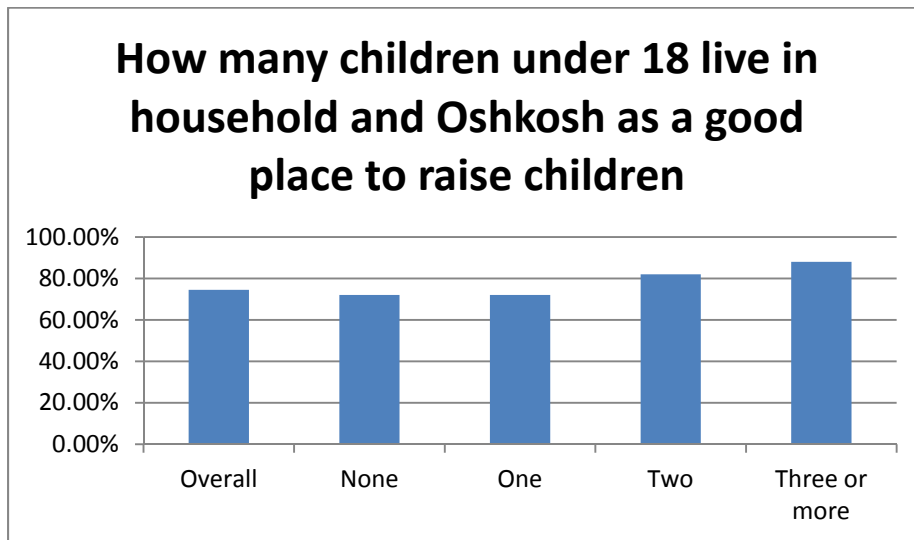
## Your neighborhood as a place to live

Your neighborhood as a place to live seems to differ on location. In the excellent and good answers, north of the Fox River was 74%, south of the Fox River/East of US Highway 41 was 83%, and south of the Fox River/West of US Highway 41 was 92%. The higher the current household income also showed a trend of the higher the income, the greater their neighborhood was an excellent or good place to live.



### Oshkosh as a place to raise children

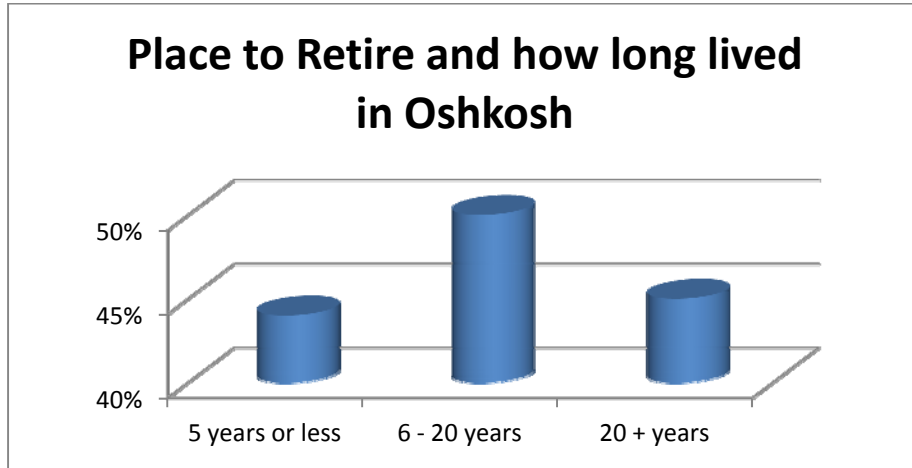
For all respondents, 74.53% of citizens thought Oshkosh was an excellent or good place to raise children. This compares to how many children under 18 live in the household as follows: none 72%, one 72%, two 82%, and three or more 88%.



### Oshkosh as a place to retire

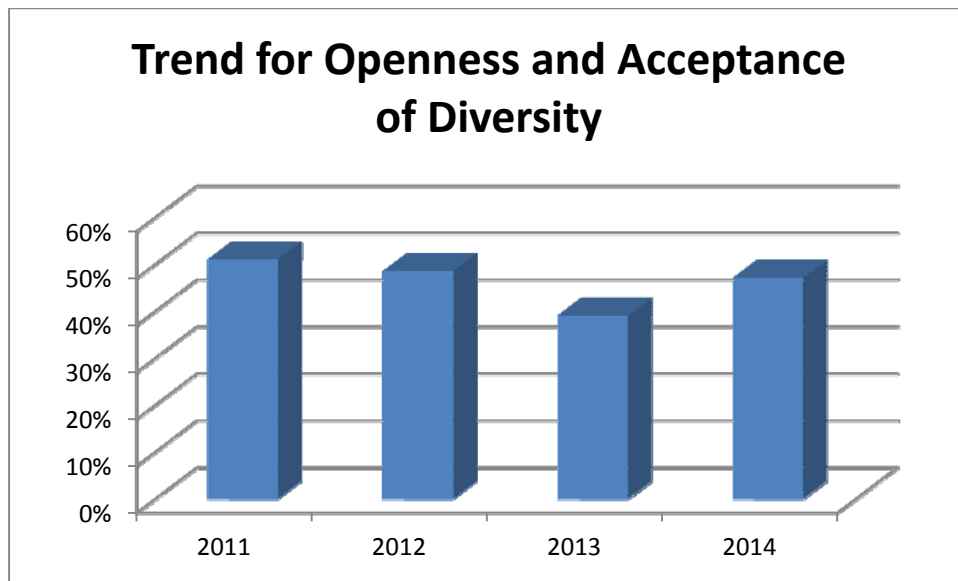
79% of people that responded and are over 60 believe Oshkosh is an excellent or good place to live while 54% of those people think it is an excellent or good place to retire. There was not a significant difference between how long a respondent lived in Oshkosh compared to if Oshkosh

was an excellent or good place to retire: 5 years of less – 44%, 6 to 20 years – 50%, and 20 + years – 45%.



### Community openness and acceptance of diversity

Over the past four years, the answer to this question has trended fairly the same. Other than a slight dip in 2013, the percentage of excellent and good answers has stayed around 50%. A vast majority of the respondents identified as white.

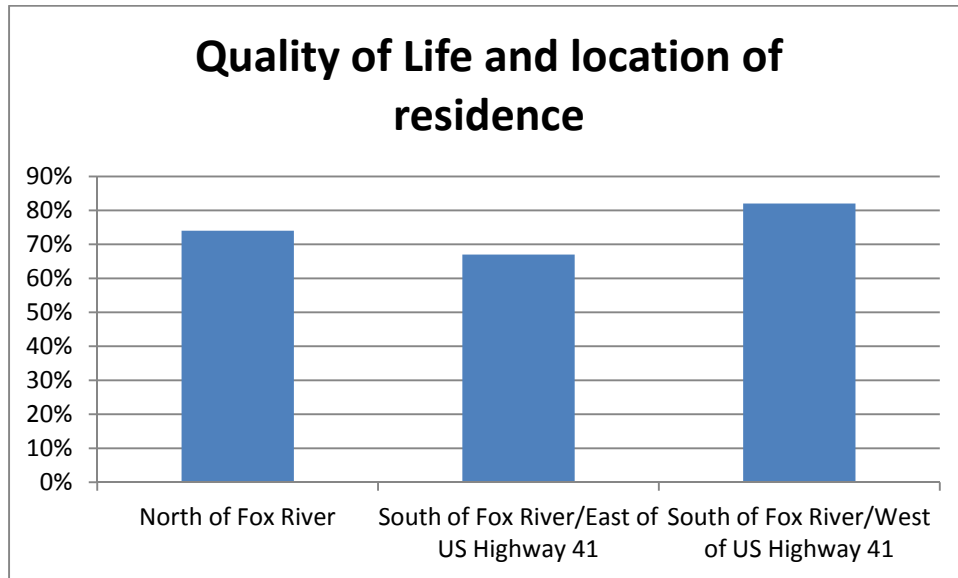


### The overall quality of life in Oshkosh

Where a respondent lived in Oshkosh showed the largest variance in the opinion about the quality of life. 74% of respondents living north of the Fox River rated the quality of life as

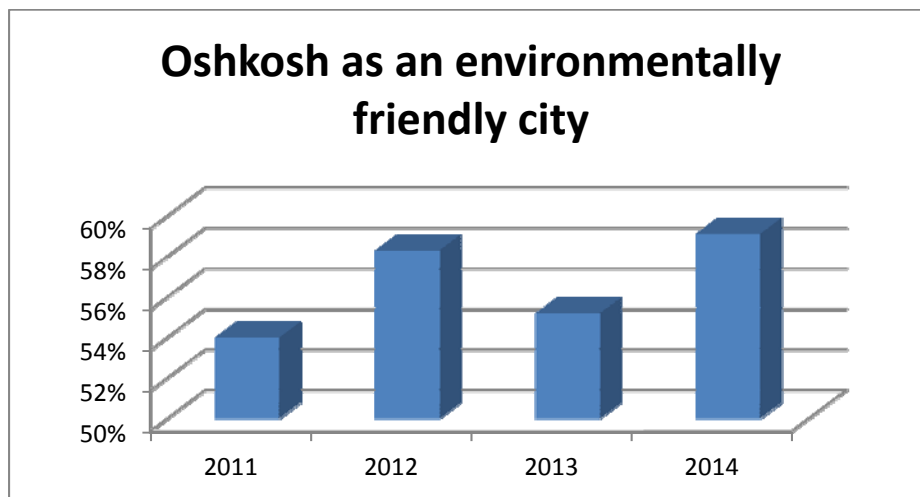


excellent or good compared to 67% living south of the Fox River/east of US Highway 41 and 82% living south of the Fox River/west of US Highway 41.



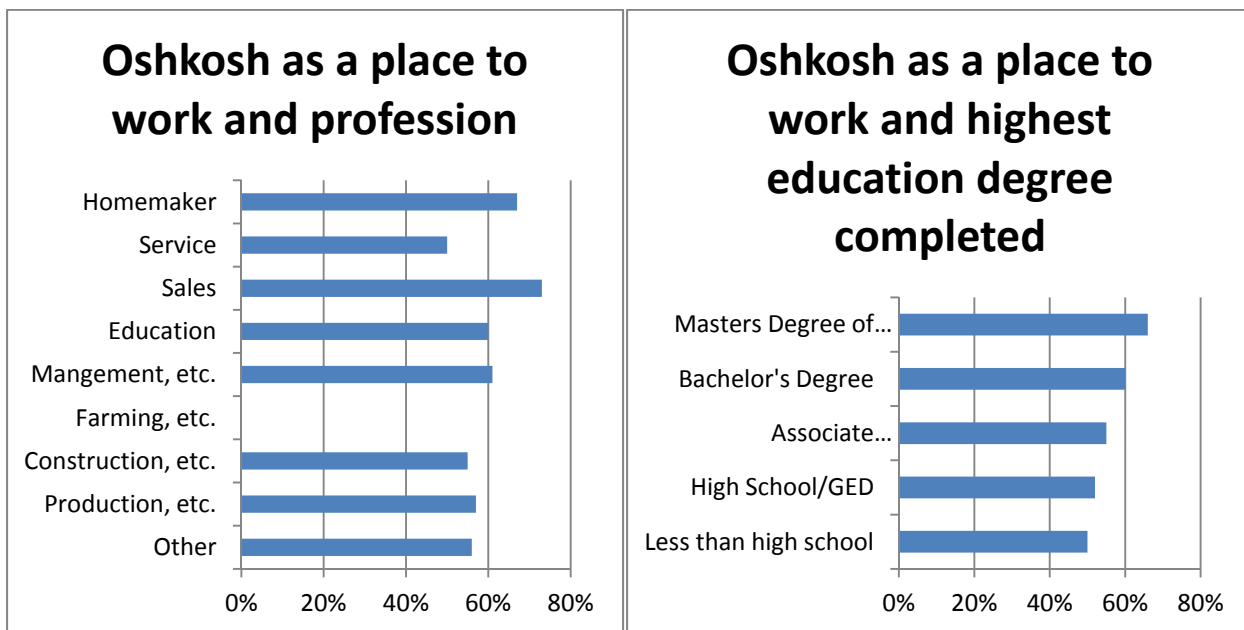
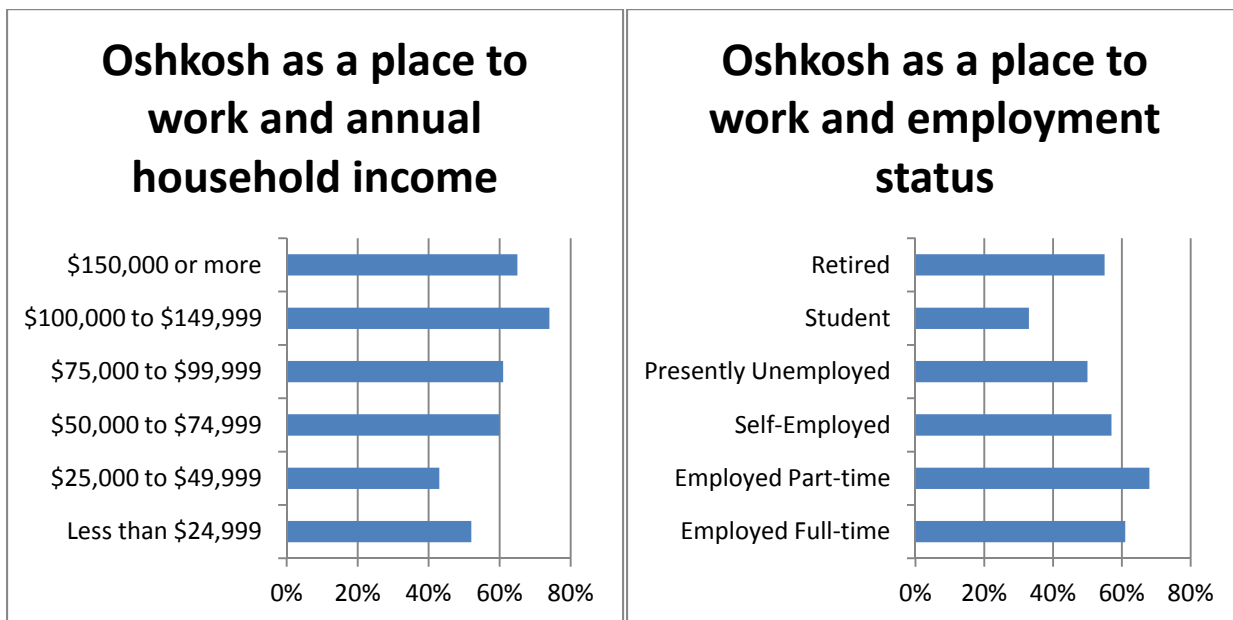
### Oshkosh as an environmentally friendly city

Since 2011, Oshkosh has been trending up as people see Oshkosh as an environmentally friendly city. From 2011 to 2014 the percent of respondents that replied excellent or good was 54%, 58.3%, 55.2%, and 59.1% respectively.



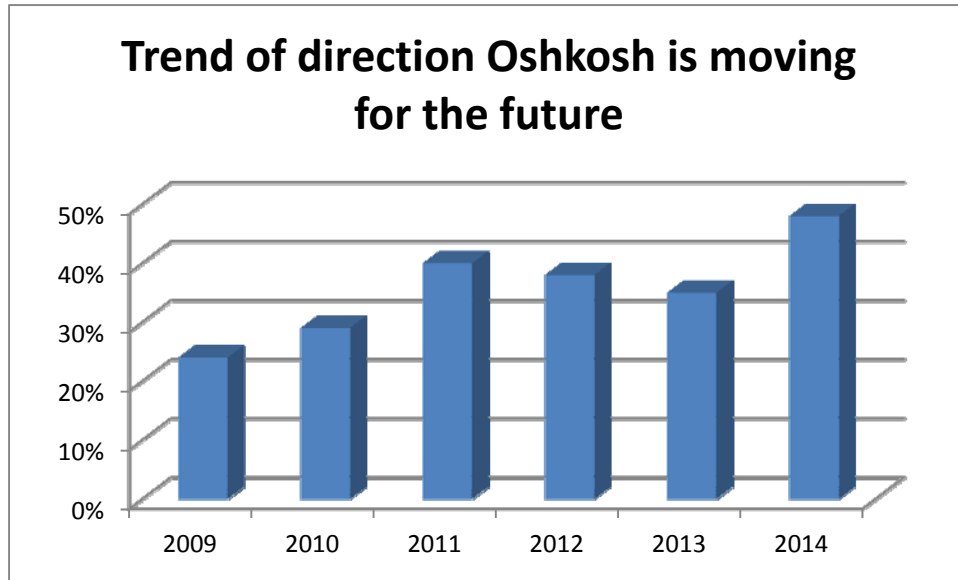
## Oshkosh as a place to work

The following graphs compare how residents responded compared to household income, employment status, profession, and highest education degree completed in the responses of excellent and good.

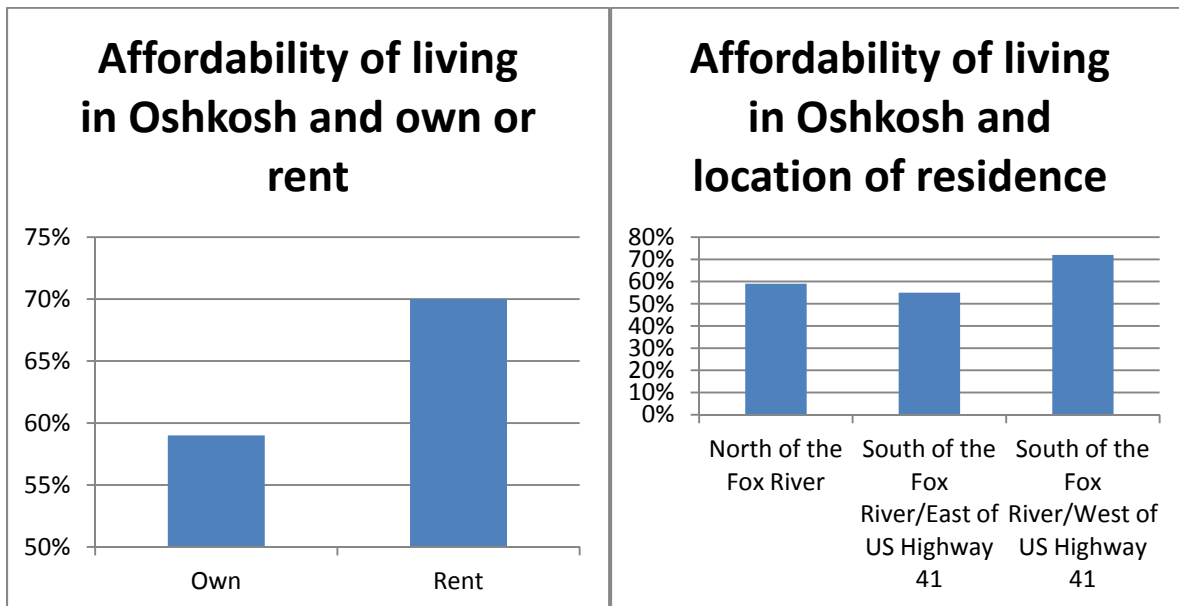


## The direction Oshkosh is moving for the future

Since 2009, the opinions of the respondents have shown a favorable shift in excellent and good responses for the opinion of how Oshkosh is moving for the future.



## Affordability of living in Oshkosh

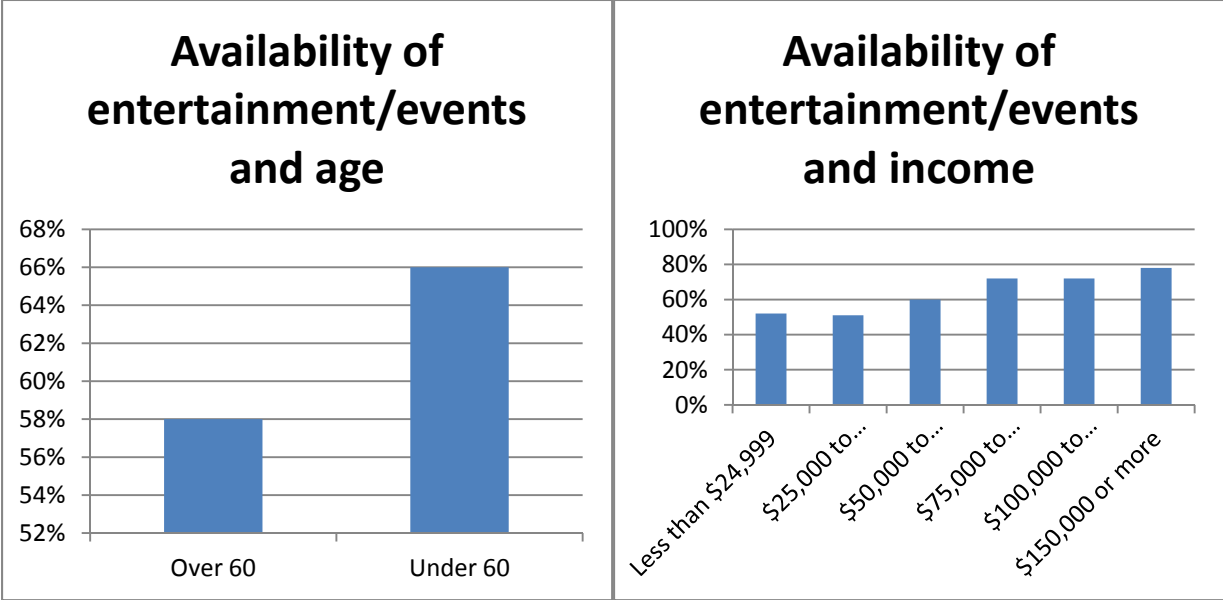


70% of respondents that rent believe Oshkosh is an affordable place to live opposed to 59% of respondents that own.

72% of respondents that live south of the Fox River/West of US Highway 41 believe Oshkosh is an affordable place to live.

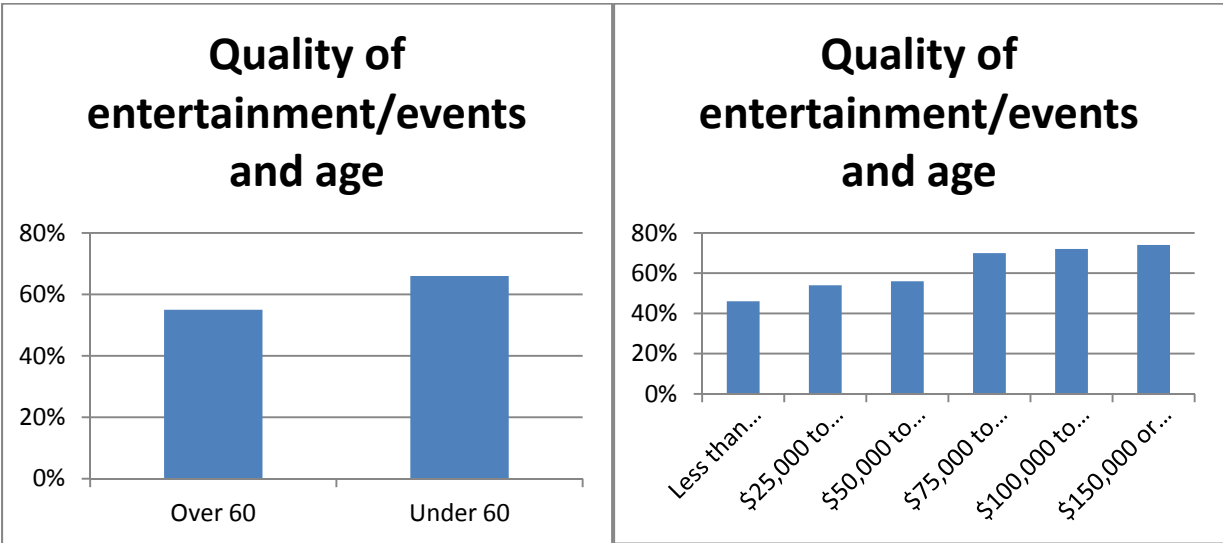
### Availability of entertainment/events

Comparing the availability of entertainment/events against age showed respondents under 60 rated this category in excellent and good 66% and over 60 at 58%. As income increased, so did the satisfaction of availability of entertainment/events.



### Quality of entertainment/events

The quality of entertainment/events followed the same trend as the availability of entertainment/events. 66% of respondents under 60 rated the quality at excellent or good and 55% of respondents over 60 did the same. The opinion of the quality also increased as income increased.



**The City of Oshkosh is interested in any additional comments or suggestions you may have regarding the city budget or city government. – Question 13**

Each year the Oshkosh Citizens Survey has given its participants a chance to provide additional written comments. Of the three hundred and twenty-eight respondents to the survey this year, 58% chose not to make any additional written comments, while 42% did provide additional feedback. Over the past 5 years common themes have been identified in the written comments of the survey:

2010	2011	2012	2013
Poor Road Conditions	Poor Road Conditions	Poor Road Conditions	Poor Road Conditions
Business/Economic Development	Business/Economic Development	Business/Economic Development	Business/Economic Development
High Taxes	High Taxes	High Taxes	High Taxes
*	Development of Bike/Walking Paths	Development of Bike/Walking Paths	Development of Bike/Walking Paths

\* Unknown if comments were made in 2010 regarding bike/walking paths.

**2014 – Additional Comments**

Included in the 2014 Citizen Survey responses for the City of Oshkosh were one hundred and thirty-seven additional written comments. These comments varied in their content: some were detailed in nature while others made generalizations, some were positive while others were negative, and some respondents commented on only one concern while others commented on several concerns.

The main themes for 2014 mirrored previous years. The topic with the most comments this year was regarding the poor road conditions, with high taxes as a very close second. Even though the issue of making Oshkosh a more bike friendly city did not make the top five themes of this year, there were still many citizens who felt this issue, along with trail development, was important.

As stated above, the city roads and infrastructure received the most comments. The reconstruction of Main Street was brought up many times. Some comments were positive regarding the change, but many felt it was not reconstructed appropriately. There were also several remarks regarding the poor lighting on Main Street. Overall the citizens of Oshkosh would like to see continued improvement in their roadways throughout the city.

High taxes were also a hot topic for the residents of Oshkosh. Many felt that their property taxes were extremely high. It should also be noted that approximately 8% of the

respondents who made comments were also displeased with city charges such as: water, gas, electric, recycling fees, etc. A few complained that obtaining building permits for simple household repairs/improvements was unwarranted. There was also concern on how taxes were spent in regards to the Oshkosh School System. Some respondents stated that there was not enough money or support for education, while others commented that too much money was going to the city's educational system.

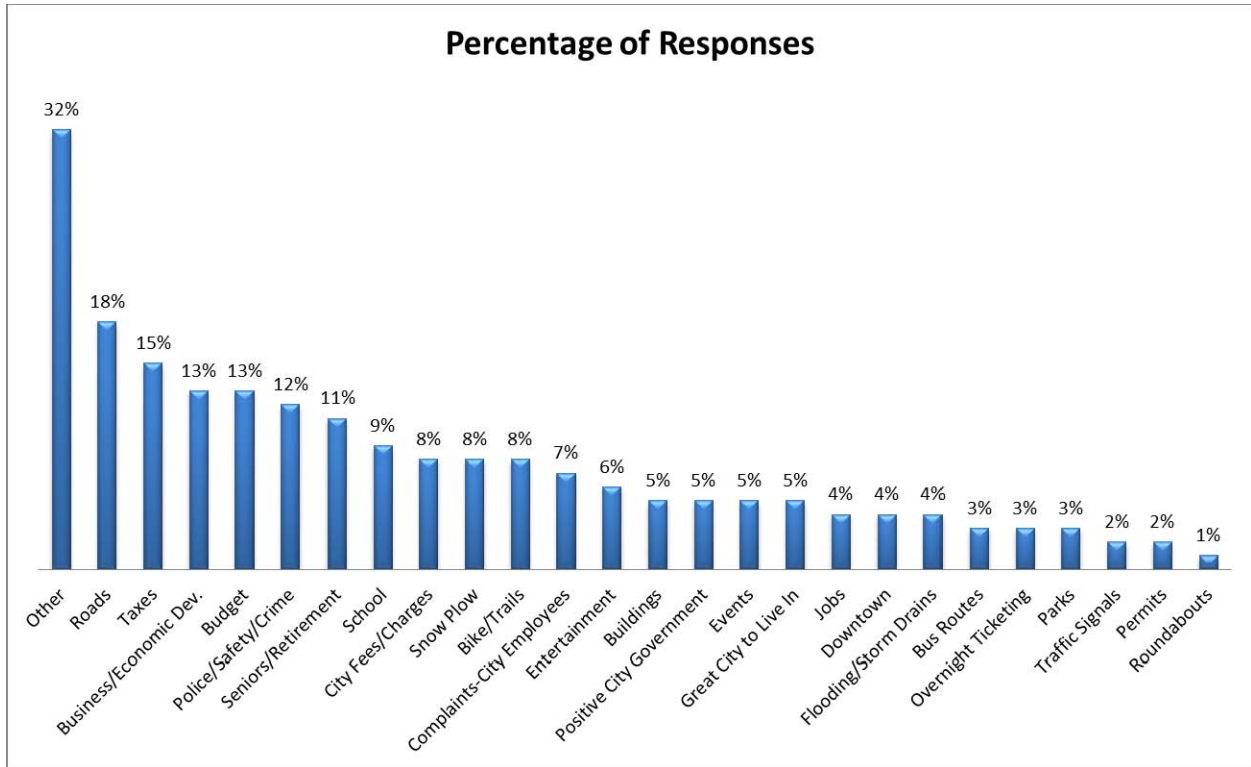
It should also be mentioned that some of the comments on high taxes was also linked to comments regarding the high cost of living for senior citizens in the area. The lack of support for the retirement community was another issue included in the top five themes of the survey. Some raised concerns over the effects of high property taxes on the older residents of Oshkosh. Others felt that Oshkosh would not be an ideal city to retire in and would like to see city incentives geared towards senior citizens to make it more affordable. One respondent stated that Oshkosh has "an older population that is unable to shop out of town," and would like to see a Kohl's Department Store brought into the area.

Approximately 26% of the additional comments made were regarding the lack of business/economic development combined with the possible misuse of the city budget. There was an expectation from the City of Oshkosh survey respondents to bring in new businesses, shopping and restaurants into the area, such as the example above of the Kohl's department store. People had many concerns regarding the lack of attention brought towards growing business and economic development, although one person commended Oshkosh for the new downtown hotel. Citizens also wanted to see more jobs created in Oshkosh. Respondents had many doubts about how the city was handling the current budget and felt that there was a great deal of waste. There was some unhappiness with the decision to build a new City Garage and the fact that many buildings were being torn down instead of maintained or renovated. There were others who also complained that nothing was being done about the Buckstaff property.

Concerns regarding public safety, police protection, and crime prevention made the top five list of 2014. Uneasiness was expressed in the written survey results about the recent rise in crime in Oshkosh and that there has not been enough police protection. The citizens of Oshkosh want to feel safe in their community.

Other comments that can be found in the results are complaints about bus routes, unfair overnight parking tickets, poor snow removal, city flooding, problems with traffic lights, and

lack of affordable entertainment. On the flip side, many also believed that Mark Rohloff and the city employees were doing a great job and that improvement has been made over the past few years. There were also many comments stating that the City of Oshkosh was wonderful to live in and had much to offer. One person even felt that the city was extremely affordable and stated Oshkosh is one of the upper Midwest “best kept secrets.”



**The City will compare the demographics of the responding citizens to the overall Census figures for Oshkosh. It is important to affirm that the responding citizens represent the community. – Question 14**

### Household Demographic Information

Type of Demographic	Demographic Breakdown	Survey Responses	Survey Response Percentages	US Census 2010 Percentages
Gender	Male	188	57.3	51.2
	Female	132	40.2	48.8
	No Response	8	2.4	0
Age	Under 60	178	54.3	58.4
	Over 60	126	38.4	16.7
	No Response	24	7.3	24.9
Marital Status	Married	214	65.2	49.9
	Not Married	83	25.3	33.4
	Widowed	24	3	6.25
	No Response	7	2.1	9
Time Lived In Oshkosh (in years)	5 or less	32	9.8	6.8
	6 to 20	81	24.7	24
	More than 20	208	63.4	67
	No Response	7	2.1	2.2
Number of Children	None	237	72.3	71
	1	36	11.0	9.7
	2	33	10.1	11.5
	3 or More	16	4.9	5.7
	No Response	6	1.8	2.1
Location of Residence	North of Fox	134	40.9	42.7
	South of Fox/East of 41	106	32.3	37.6
	South of Fox/West of 41	74	22.6	14.3
	No Response	14	4.3	5.4
Income	Less than 24,999	33	10.1	
	25k to 49,999	69	21.0	
	50k to 74,999	78	23.8	
	75k to 99,999	54	16.5	
	100k to 149,999	46	14.0	
	More than 150k	23	7.0	
	No Response	24	7.3	
Employment Status	Employed Full Time	158	48.2	59
	Employed Part Time	19	5.8	2.5
	Self Employed	21	6.4	2.3
	Presently Unemployed	8	2.4	3.8



	Student	3	.9	1.1
	Retired	109	33.2	37.3
	No Response	10	3.0	
Profession	Homemaker	6	1.8	2.2
	Service Occupations	21	6.4	9.7
	Sales	22	6.7	4.7
	Education	25	7.6	8.2
	Professional/ Management	84	25.6	15.4
	Farming/ Fishing/ Forestry	0	0	.4
	Construction/ Maintenance	11	3.4	2.2
	Production/Transportation	21	6.4	6.5
	Other	28	8.5	10.4
	No Response	109		
Education	Less than HS	5	1.5	12.6
	HS/GED	73	22.3	36.1
	Associates/Some College	88	26.8	6.6
	Bachelors	100	30.5	15.3
	Masters or Higher	53	16.2	7.2
	No Response	9	2.7	22.3
Race	White	308	93.9	90.5
	Native Hawaiian	0	0	0
	Hispanic or Latino	3	.9	2.7
	Asian	3	.9	3.2
	African-American	0	0	3.1
	American Indian	1	.3	.8
	Two or More Races	2	.6	1.7
	Other	0	0	0
	No Response	11	3.4	

- **Gender** – The sample replying to the survey is representative of the population in Oshkosh.
- **Year Born** – The response rate almost 54 percent of citizens are in a range of 18-60 years of age.
- **Marital Status** – The percentage of married respondents (65%) to the census population (49.9%) data is higher 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 over 20 years has the highest percentage of responses at 63 percent whereas those that have live in the city 5 years or less has the lowest percentage of survey responses at 9.8 percent. Longer term residents may have more vested interest in the community overall.

- **Number of Children** – The number of respondents without children is at 72 percent of those that responded which is fairly close to the census number of 71 percent.
- **Location in City** – In 2009 the percentage of survey respondents on both sides of the river seem to be equal, but the 2014 survey indicates that more residents live south of the Fox River at 54 percent.
- **Household Income Level** – In 2009 survey the lowest and highest income brackets are disproportionately represented. This year’s survey shows that those two demographics are still the lowest represented. Of the respondents 23 percent make between \$50,000 and \$74,999.
- **Employment Status** – The survey results show that 48 percent work full time and that 33 percent are retired.
- **Profession** –There appears to be a higher response rate in this survey that indicate most respondents work in the professional/management category.
- **Level of Education** – The overall education level of respondents indicate that most residents have some college at 26.8 percent or a bachelor’s degree at 30.5 percent.
- **Race** – The majority of the participants in this survey were of white decent by 93.9 percent.

## Appendix A – Internet Survey Results- 2014 – 189 Responses

### 1. Frequently of utilization of the following City services – percentages.

Frequency of City Services	Daily	Weekly	Occasionally	Seasonally	Annually Or Less
Bike and Pedestrian Trails	6.2	14.0	22.5	24.2	33.1
Lake Shore Golf Course	0	1.2	8.7	13.4	76.7
Pollock Aquatic Center	1.2	4.6	11.6	23.1	59.5
Leach Amphitheatre	0	7.2	35.6	29.4	27.8
Oshkosh Public Museum	.6	1.1	38.4	5.1	54.8
Senior Services Center	0	3.6	12.6	1.2	82.6
Public Library Services	.6	24.9	44.8	5.0	24.9
Police Services	1.8	0	21.8	1.8	74.7
Fire Protection and Prevention Services	1.2	0	7.3	.6	90.9
Emergency Medical Services (ambulance)	.6	0	3.6	.6	95.2
Building Permits and Inspections	0	1.2	9.0	2.4	87.3
Enforcement of Property Maintenance/Nuisance Codes	0	2.5	8.6	1.2	87.7
City Parking Facilities Building	3.0	8.9	36.7	8.3	43.2
Community Media Cable TV, Radio, Internet Services	3.6	7.8	28.7	.6	59.3
Transit System	5.4	4.8	13.2	1.8	74.9
Recycling Collection Services	3.3	68.9	13.3	4.4	10.0
Refuse Collection Service	1.7	68.7	5.0	5.0	19.6
Leaf and Brush Pick up	0	5.1	9.6	62.7	22.6

### 2. Funding of City services – percentages.

	Strongly Agree	Somewhat Agree	Neither Agree/ Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
The City could reduce taxes and maintain current services by being more efficient.	28.3	29.5	13.3	14.5	11.6	2.9
The City should focus on reducing taxes by pursuing grants (many of which require local funding match)	21.1	35.4	24.0	10.9	4.0	4.6
The City should focus on reducing taxes by increasing service fees and charges.	4.6	22.3	12.6	25.1	32.6	2.9
I will support an increase in taxes if it would maintain or increase the services I value.	22.3	34.9	11.4	7.4	22.3	1.7

### 3. How safe or unsafe you feel in your neighborhood after dark - percentages.

Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
24.6	45.1	16.0	12.0	2.3	0

### 4. Were you or anyone in your household the victim of a crime – percentages.

Yes	No
9.7	90.3

**5. If “Yes”, did you report all of these crimes- percentages.**

Yes	No	Don’t Know
55.6	38.9	5.6

**6. Importance of services – percentages.**

Importance of City Services	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	No Opinion/ Neutral
<b>Community Services</b>					
Support for Neighborhood Revitalization Programs	32.1	40.0	13.6	6.4	7.9
Oshkosh Public Museum	27.7	45.3	13.1	7.3	6.6
Community Media Cable TV, Radio, Internet Services	18.4	42.6	19.1	8.1	11.8
Public Library Services	64.0	25.2	5.0	3.6	2.2
Senior Services Center	36.8	41.2	2.2	2.9	16.9
Transit System	50.7	33.3	8.7	3.6	3.6
Appearance of City-Owned Buildings	31.1	40.7	16.3	5.9	5.9
<b>Parks</b>					
Bike and Pedestrian Trails	42.8	38.4	7.2	7.2	4.3
Lake Shore Golf Course	6.8	22.6	21.1	27.8	28.1
Appearance of City Parks & Greenways	50.4	42.3	3.6	1.5	2.2
Pollock Aquatic Center	29.1	36.6	15.7	8.2	10.4
<b>Economic Development</b>					
Economic Development Assistance to Businesses	34.8	46.2	3.8	3.8	11.4
Efforts to Improve the Quality of Housing	43.7	35.6	11.9	3.0	5.9
Building Permits and Inspections	26.2	50.8	12.3	3.1	7.7
Enforcement of Property Maintenance/Nuisance Codes	41.2	39.7	9.2	4.6	5.3
Land Use, Planning, and Zoning Services	31.3	44.3	6.9	3.8	13.7
<b>Refuse and Recycling</b>					
Leaf and Brush Pick up	38.8	47.0	9.7	.7	3.7
Recycling Collection Services	68.9	28.0	.8	0	2.3
Refuse Collection Service	70.2	21.4	2.3	0	6.1
<b>Protective Services</b>					
Police Services	87.3	10.4	1.5	.7	0
Emergency Medical Services (ambulance)	84.7	10.7	0	0	4.6
Fire Protection and Prevention Services	85.6	11.4	0	0	3.0
<b>Road Maintenance and Construction</b>					
City Parking Facilities	25.4	50.0	12.3	6.9	5.4
City’s Sidewalk System	48.1	39.7	7.6	3.1	1.5
Removal of Snow and Ice From City Streets	77.2	19.1	2.9	0	.7
Traffic Signs and Signals	71.0	25.2	1.5	.8	1.5
Street Lighting	57.7	37.7	.8	3.1	.8
Street Maintenance and Sweeping	32.6	56.8	6.8	3.8	0
Street Repair	75.2	24.1	.8	0	0
<b>Storm Drainage</b>					
Storm Drainage Systems	72.0	24.2	3.0	0	.8

## 7. Quality of service –percentages.

<b>Importance of City Services</b>	<b>Excellent Quality</b>	<b>Good Quality</b>	<b>Fair Quality</b>	<b>Poor Quality</b>	<b>Don't Know</b>
<b><i>Community Services</i></b>					
Support for Neighborhood Revitalization Programs	4.7	22.5	34.1	15.5	23.3
Oshkosh Public Museum	22.0	48.8	18.7	2.4	8.1
Community Media Cable TV, Radio, Internet Services	11.2	31.7	31.7	5.8	19.2
Public Library Services	41.7	44.1	9.4	1.6	3.1
Senior Services Center	14.3	42.0	5.9	.8	37.0
Transit System	12.0	40.8	17.6	12.8	16.8
Appearance of City-Owned Buildings	4.1	46.7	39.3	4.9	4.9
<b><i>Parks</i></b>					
Bike and Pedestrian Trails	6.5	48.4	25.0	7.3	12.9
Lake Shore Golf Course	5.3	28.1	21.1	.9	44.7
Appearance of City Parks & Greenways	10.7	53.3	27.0	6.6	2.5
Pollock Aquatic Center	20.5	35.9	15.4	3.4	24.8
<b><i>Economic Development</i></b>					
Economic Development Assistance to Businesses	4.4	20.4	25.7	10.6	38.9
Efforts to Improve the Quality of Housing	4.2	21.2	33.1	17.8	23.7
Building Permits and Inspections	3.5	22.1	22.1	11.5	40.7
Enforcement of Property Maintenance/Nuisance Codes	4.4	23.0	25.7	21.2	25.7
Land Use, Planning, and Zoning Services	7.0	28.1	21.9	8.8	34.2
<b><i>Refuse and Recycling</i></b>					
Leaf and Brush Pick up	16.0	50.4	22.7	3.4	7.6
Recycling Collection Services	42.9	44.5	10.1	0	2.5
Refuse Collection Service	39.0	42.4	9.3	0	9.3
<b><i>Protective Services</i></b>					
Police Services	31.9	42.9	20.2	.8	4.2
Emergency Medical Services (ambulance)	32.7	37.2	8.0	0	22.1
Fire Protection and Prevention Services	36.5	39.1	6.1	0	18.3
<b><i>Road Maintenance and Construction</i></b>					
City Parking Facilities	5.2	31.9	32.8	12.1	18.1
City's Sidewalk System	6.0	41.9	41.9	9.4	.9
Removal of Snow and Ice From City Streets	13.1	36.1	27.0	23.0	.8
Traffic Signs and Signals	17.1	57.3	20.5	3.4	1.7
Street Lighting	9.3	55.9	26.3	7.6	.8
Street Maintenance and Sweeping	6.7	49.6	31.9	8.4	3.4
Street Repair	4.1	19.0	38.0	38.8	0
<b><i>Storm Drainage</i></b>					
Storm Drainage Systems	4.1	37.7	40.2	14.8	3.3

**8. and 9. – Budgeting Priorities - Dollars**

	<b>Extra \$1 million</b>	<b>Reduce \$1 million</b>	<b>Net Increase or (Decrease)</b>
Community Services	\$88,944	\$137,922	(\$44,647)
Economic Development	\$153,717	\$159,312	(\$10,823)
Refuse and Recycling	\$36,672	\$75,195	(\$48,296)
Finance and Administration	\$30,763	\$280,558	(\$258,877)
Police Protection	\$113,035	\$65,260	\$55,893
Fire Suppression/ Prevention	\$86,104	\$55,844	\$32,650
Parks	\$102,183	\$117,338	(\$15,593)
Storm Water Maintenance	\$129,797	\$58,831	\$75,420
Road Maintenance	\$258,785	\$49,740	\$214,272

**10. Do you believe the City should relocate more utility lines (i.e. electrical, cable, phone) underground - percentages?**

<b>Yes</b>	<b>No</b>
64.8	35.2

**11. How much of an annual property tax increase would you be willing to incur to move utilities underground? Assume a \$100,000 valued house.**

<b>\$0</b>	<b>\$25</b>	<b>\$50</b>	<b>\$75</b>	<b>\$100</b>	<b>\$125</b>	<b>\$150</b>
50 – 42.7%	30 – 25.6%	22 – 18.8%	5 – 4.3%	1 - .9%	0 – 0%	9 – 7.7%

**12. How Oshkosh Citizens feel about their City results –percentages:**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>No Opinion</b>
Oshkosh as a place to live?	15.7	52.8	26.0	3.9	1.6
Feeling a part of the community?	14.3	40.5	30.2	11.9	3.2
Your neighborhood as a place to live?	28.3	43.3	17.3	9.4	1.6
Oshkosh as a place to raise children?	19.5	48.4	21.9	7.8	2.4
Oshkosh as a place to retire?	11.9	25.4	25.4	31.7	5.6
Community openness and acceptance of diversity?	7.2	32.0	32.8	22.4	5.6
The overall quality of life in Oshkosh?	11.9	54.8	28.6	4.0	0.8
Oshkosh as an environmentally friendly city?	9.6	40.8	38.4	5.6	5.6
Oshkosh as a place to work?	8.7	34.9	36.5	16.7	3.2
The direction Oshkosh is moving for the future?	6.4	28.0	36.0	20.0	9.6
Affordability of living in Oshkosh?	11.1	45.2	31.7	11.1	0.8
Availability of entertainment/events?	24.6	35.7	27.8	11.1	0.8
The quality of entertainment/events?	21.6	36.8	28.0	12.0	1.6

### Question 14 – Analysis of Survey Demographic Results

		Survey Results	Survey %
Gender	Male	65	34.2
	Female	64	33.7
	Missing	61	32.1
Year Born	18 to 60	89	47.1
	Over 60	32	16.9
	Missing	68	36.0
Marital Status	Married	92	48.4
	Not Married	33	17.4
	Widowed	2	1.1
	Missing	63	33.2
Time Lived in Oshkosh	5 or less	10	5.3
	6 to 20	29	15.3
Own or Rent	>20	87	45.8
	Missing	64	34.0
	Own	106	55.8
	Rent	20	10.5
Number of Children	Missing	64	33.7
	None	77	40.5
	1	0	0
	2	27	14.2
	3 or More	7	3.7
Place of Residence	Missing	79	41.6
	North of Fox	60	31.6
	South of Fox/East of 41	43	22.6
	South of Fox/West of 41	24	12.6
Income	Missing	63	33.2
	Under 24,999	10	5.3
	25k to 49,999	37	19.5
	50k to 74,999	30	15.8
	75k to 99,999	22	11.6
	Over 100k	19	10.0
Employment Status	Missing	69	36.3
	Employed Full Time	76	40.0
	Employed Part Time	13	6.8
	Self Employed	3	1.6
	Presently Unemployed	9	4.7
	Student	2	1.1
	Retired	24	12.6
	Missing	63	33.2
Occupation	Homemaker	7	3.7
	Service Occupations	7	3.7
	Sales	9	4.7
	Education	10	5.3
	Professional Management	34	17.9
	Farming, Fishing, or Forestry	0	0
	Construction, Maintenance	7	3.7
	Production/Transportation	9	4.7
	Other	19	10.0

	Missing	88	46.3
Education	Less than HS	0	0
	HS/GED	28	14.7
	Associates/Some College	38	20.0
	Bachelors	48	25.3
	Masters or higher	14	7.4
	Missing	62	32.6
Race	White	122	64.2
	Native Hawaiian	0	0
	Hispanic or Latino	1	.5
	Asian	0	0
	African-American	2	1.1
	American Indian	0	0
	Two or More Races	0	0
	Other	2	1.1
	Missing	63	33.2