



# City of Oshkosh

## Citizen Survey 2012



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 2012. This report will analyze the results of this survey and provide insight into the perspectives of the citizens on a variety of issues. The 2012 Oshkosh Citizen Survey included eleven primary sections and multiple sub-sections, along with a question requesting general demographic data as well as an opportunity for comments from the respondents. Two hundred and sixty-seven (267) 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 called the City Directory which is purchased by the City of Oshkosh. The 267 responses constitute a 17.8 percent response rate which is lower than the norm for citizen surveys and similar to the 17 percent return in 2009, below the 22.5 percent return in 2010, and above the 16.5 percent in 2011. 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 267 responses create a margin of error of approximately 6.2 percent. A level of 5 percent is considered acceptable for most survey results. The confidence rate is 93.8 percent.

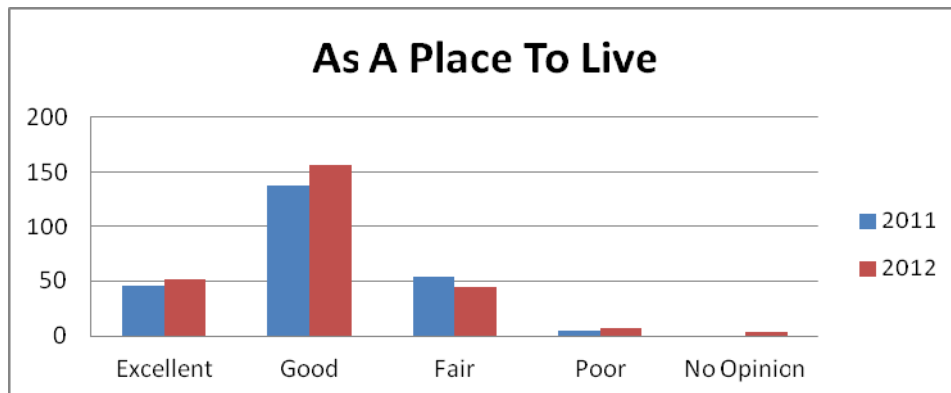
Sample Size	Margin of Error
100	10%
300	5.5%
400	5.0%
800	3.5%

## How Citizens of Oshkosh Feel about Their City – Question One, Five, Six, Seven and Eleven

### Question One

#### How would you rate Oshkosh as a place to live?

There were 263 valid responses. Of the four rating options available with 4 being excellent, 3 good, 2 fair, and 1 poor, on average the respondents rated the City of Oshkosh a 2.97. This shows that Oshkosh averaged out just below “good,” and well above “fair.” Overall, the cumulative percentage results show that nearly 78.7% percent of survey respondents thought Oshkosh was an excellent or good place to live. The 2.97 average rating is slightly higher than the 2.93 average for the 2011 Oshkosh Survey. Analysis of cross-tabulations shows that about 86% of people who have lived in Oshkosh over 20 years gave a positive response to this question. In comparison, roughly 60% of people who have lived in Oshkosh less than five years gave similar ratings. This seems to show that long-time residents are pleased with their city. The percentage of positive responses among respondents living in Oshkosh over 20 years rose 6% from last year’s survey, while the figure decreased by 7% among respondents living in the city 5 years or less.

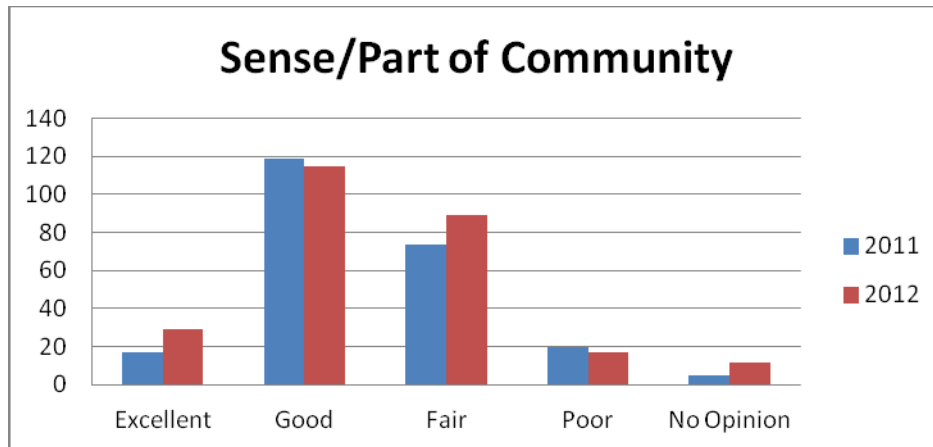


#### How would you rate the sense of community in Oshkosh?

There were 255 valid responses to the sense of community rating with 5 answers of “no opinion.” The average score for sense of community was 2.62 placing it just above “good”. This is a slight increase from the 2011 Oshkosh Survey result of 2.52. 54.7 percent of respondents feel a “positive” sense of community in Oshkosh. Again,

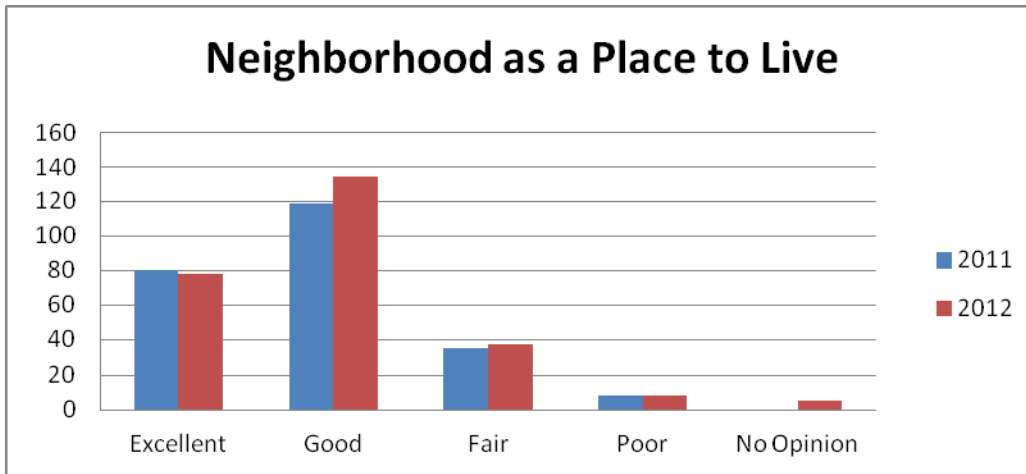
“positive” refers to a combination of ‘excellent’ and ‘good’ responses. 41percent of respondents rated Oshkosh as fair or poor while 4.7 percent had no opinion.

When cross-tabulating the data for sense of community and homeowner status it shows that 72.8 percent of homeowners who responded have a “positive” sense of community, an increase from the 2011 Oshkosh Survey result of 61 percent and the 2010 survey of 55 percent.



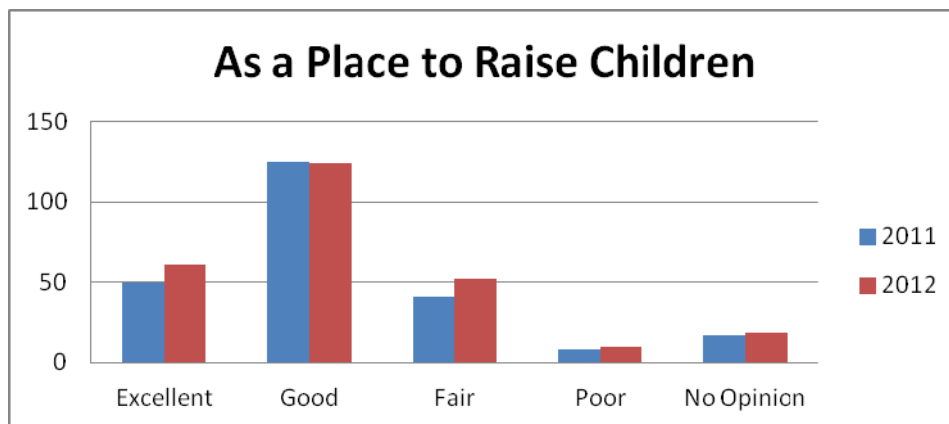
### **How would you rate your neighborhood as a place to live?**

There were 262 valid responses to the neighborhood as a place to live question. Using the four rating options, the average response is 3.09, this is the highest average score among the questions in this section of the Oshkosh Survey. This indicates that residents feel their neighborhoods in Oshkosh are slightly better than “good” places to live. 51.2 percent of respondents felt their neighborhood is a good place to live while 29.5 percent felt that it is an excellent place to live. Only 17.3 percent of respondents had negative feelings about their neighborhood, as a place to live. This positive response is similar to the 2011 Oshkosh Survey result.



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

There were 248 valid responses and 19 answers of “no-opinion” to this question, with an average score of 2.96. Nearly 69 percent of respondents indicated a positive response to Oshkosh as a place to raise children. Along gender lines, 72 percent of men listed Oshkosh as a positive place to raise children, whereas women graded Oshkosh positively at a rate of 79.5 percent. A look at the following crosstab tells us that among men, 19.7 percent scored Oshkosh excellent, 52 percent marked good and 24 percent chose fair. Among women, 33.7 percent chose excellent, 46 percent chose good, and 15.7 percent chose fair.



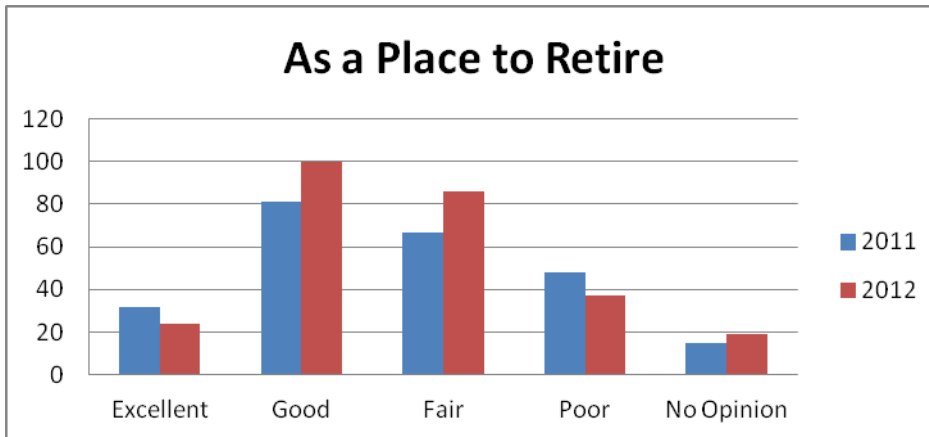
### How would you rate Oshkosh as a place to retire?

There were 248 valid responses and 19 answers without an opinion to this question. The mean score was 2.45. The results were split almost evenly, 46.5 percent

negative and 46.1 percent positive, with roughly 7.5 percent undecided. The following chart indicates that those respondents age 65+ rate Oshkosh more favorably (62.4 percent positive) than those under 65 (36.4 percent positive).

Younger residents represent the future of the city. Oshkosh cannot afford to lose a great number of them as they age. Consideration should be given to help make Oshkosh more attractive to these residents, so that in their retirement years, they will still likely reside in Oshkosh.

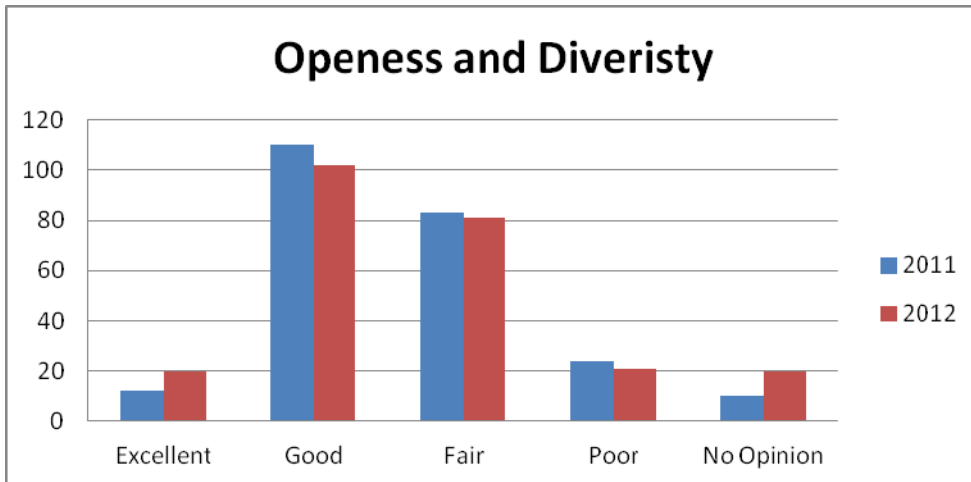
Survey results indicate that people who have lived in Oshkosh for over 20 years rate Oshkosh a positive place to retire (63.7 percent). Of those results 46.3 percent are male, and 53.8 percent are female.



### **How would you rate Oshkosh's community openness and acceptance to diversity?**

There were 247 valid responses and 20 no-opinion answers to this question. 2.51 was the average for 2012. 48.5 percent of these valid responses grade Oshkosh as positive regarding community openness and acceptance to diversity. 43.7 percent of respondents scored a negative answer to this question.

The overwhelming majority of respondents identified their race as "white." Among those of other races, one each gave an answer of "no-opinion" and "good," while three answered "fair" for community openness and acceptance to diversity. Due to the limited sample size of those identifying their race as "non-white," the results likely cannot be construed as statistically significant.



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

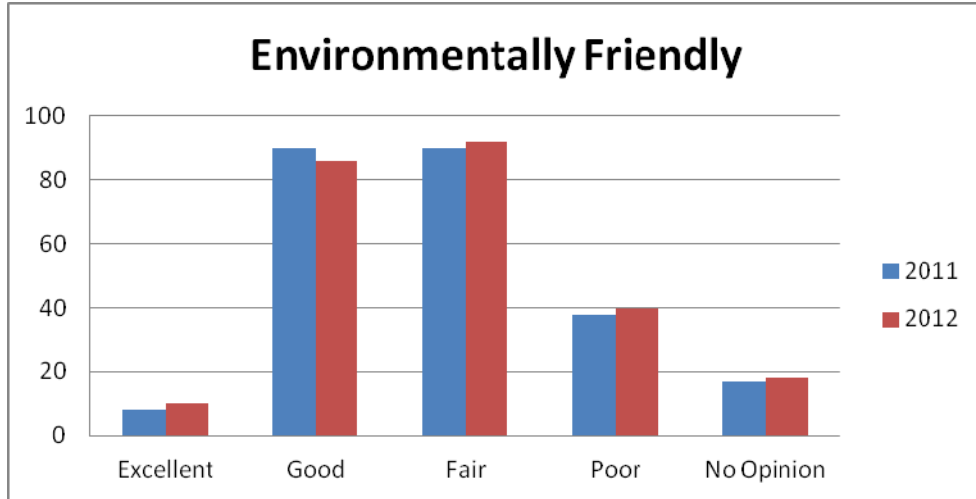
There were 263 valid responses and 3 no- opinion answer in grading the overall quality of life in Oshkosh. 2.79 is the average for 2012. The results indicate that 83.4 percent of respondents view quality of life as positive in Oshkosh. These same results translate across gender lines, as 72 percent of males and 79.7 percent females gave a positive rating. This is result stayed the same over last year’s survey for males and increased by 7 percent for females. The results are similar regardless of marital status.



**How would you rate Oshkosh as an environmental friendly city?**

There were 240 valid responses and 17 no-opinion answers to this question. 2.65 was the average feeling for 2012. The respondents feel positive that Oshkosh is an

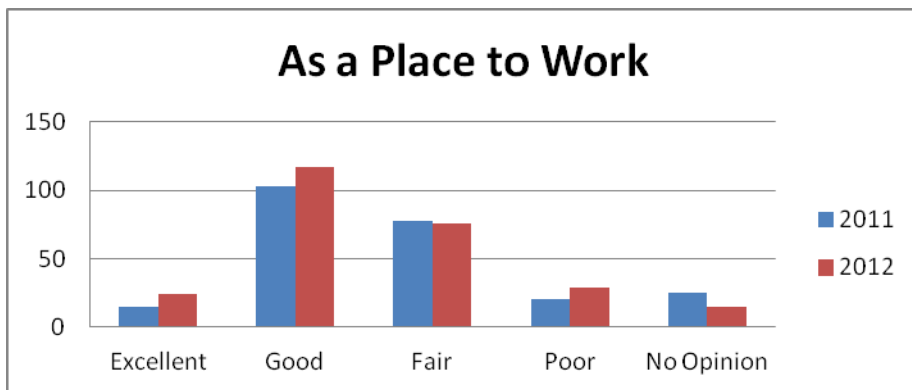
environmentally friendly city, at 58.3 percent. The percentage of residents who feel Oshkosh is good at being environmentally friendly rose in 2012 by 8 percent.



**How would you rate Oshkosh as a place to work?**

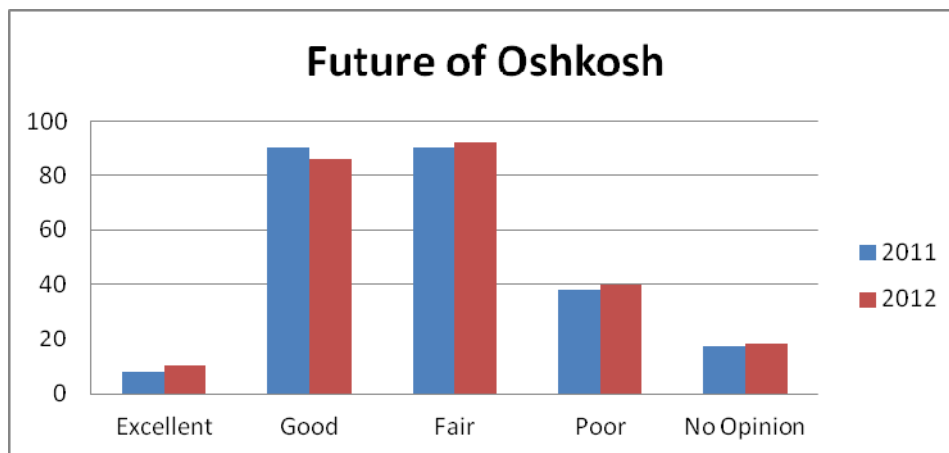
There were 251 valid responses and 15 no-opinion answers to this question. 2.55 was the average rating 2012. Overall, 53.5 percent of all respondents view Oshkosh as a positive place to work, 40.5 percent scored Oshkosh negatively, and 6 percent indicated no opinion.

When accounting for education, 64.3 percent of respondents with a Master Degree or Higher rate Oshkosh as a “good” place to work. The majority of respondents from almost all levels of education scored Oshkosh as a “good” place to work, while a majority of those with an associate degree or only a high school diploma rate Oshkosh in the “fair category.”



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

There were 249 valid responses and 18 no-opinion answers to this question. About 38 percent of these valid responses express a positive attitude towards Oshkosh’s plans for the future, which is similar to 2011’s survey where 40 percent of the responses were positive, however 55 percent of respondents view Oshkosh’s direction for the future negatively. Our analysis for a satisfaction score reveals the lowest rating in this question than all the other questions in this section of the 2012 Oshkosh Survey, with an average score of 2.27 (just above fair).



### How would you rate the Affordability of living in the city of Oshkosh?

Of the 254 valid responses, 53.5 percent of respondents rated Oshkosh in the good category. Most respondents feel that Oshkosh is an affordable place to live. 44.1 percent of respondents say Oshkosh is not affordable, ranking it fair.

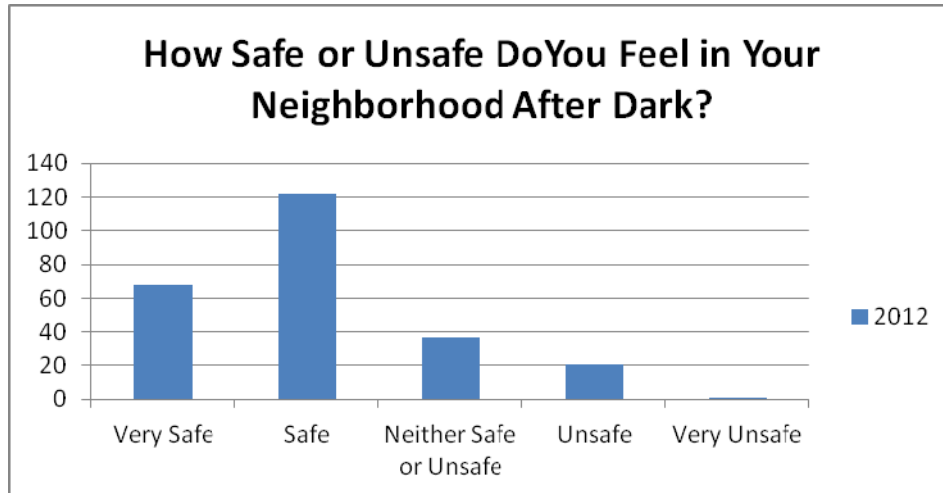
#### Question 5, 6, and 7

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

There were 249 valid responses to the feeling of safety after dark rating. 76.3 % (n=190) of responses rated feeling “safe” (n=122) or “very safe” (n=68) after dark, compared to less than 8.8 % (n=22) who feel “unsafe” (n=21) or “very unsafe” (n=1). The remaining 14.9% (n=37) of responses reported feeling “Neither Safe or Unsafe”. With over 91% (n=252) of respondents rating the City of Oshkosh above “unsafe” and only one response of “very unsafe,” there is a clear majority indicating that most



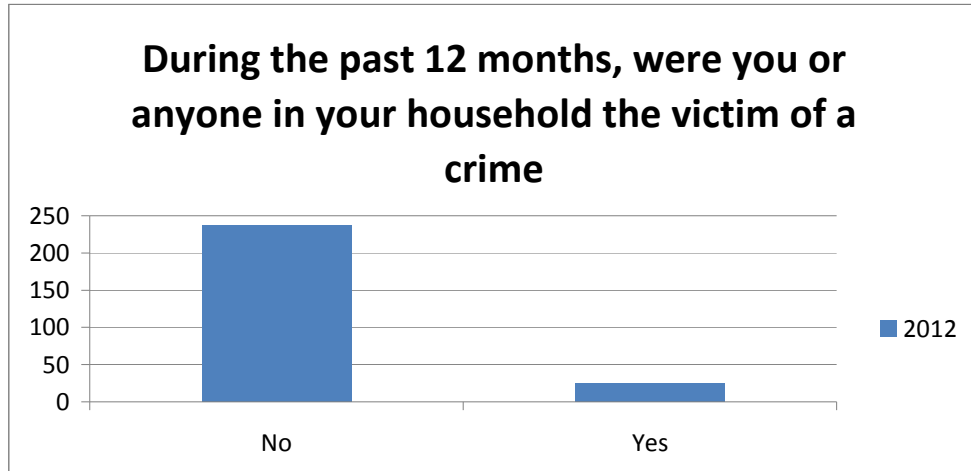
residents feel safe in their neighborhood after dark. 7 % (n=18) of survey respondents did not answer this question or put “Don’t Know”.<sup>1</sup>



<sup>1</sup> The formatting of this question and the following two questions has changed from previous years in order to match the format of the International City Manager Association (ICMA) citizen survey, which would better allow the City of Oshkosh to compare the safety of their city to other municipalities. Although the format of this question has changed, the results were similar in that the overwhelming majority of responses from both 2011 and 2012 indicated residents felt safe in their community.

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

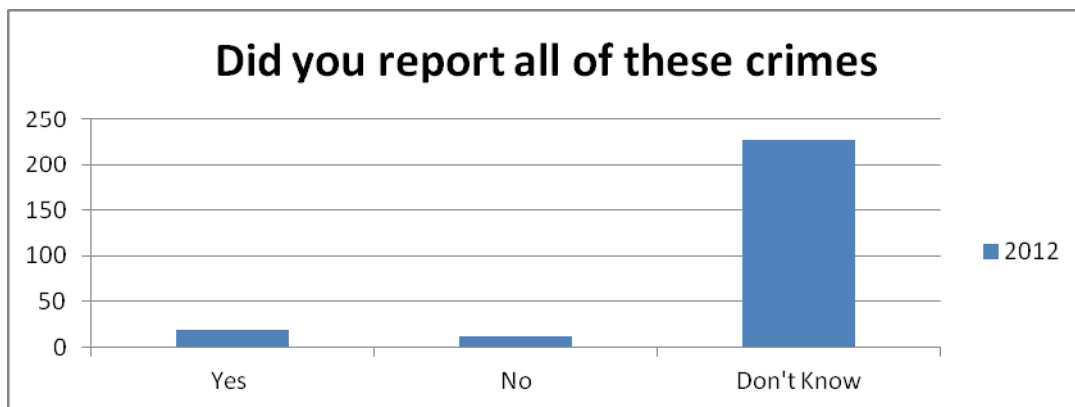
There were 262 valid responses to the victim of a crime question. 90.5% (n=237) of respondents answered “No” to the victim of crime in the last 12 months question. 9.4% (n=25) of respondents answered “Yes” to the victim of crime in the last 12 months question. It is unknown if the crimes occurred in the City of Oshkosh, or if the perpetrator was an Oshkosh resident. 1.9% (n=5) of survey respondents did not answer this question.<sup>1,2</sup>



<sup>2</sup> This is the first time this question has been asked in the Oshkosh citizen survey in order to match the format of the International City Manager Association citizen survey.

**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. One explanation was the wording of the question. Despite the unexplained increase, 76% (n=19) of households that were a victim of crime reported all of these crimes, 48% (n=12) did not report all of these crimes.<sup>1,3</sup>



<sup>3</sup> The results from this question may be skewed because more people responded to this question than those who responded “Yes” to the previous question. 19 respondents replied “Yes” to the previous question, “During the past 12 months, were you or anyone in your household the victim of a crime”. However, 262 respondents answered the question, “If ‘Yes,’ did you report all of these crimes” when there should have only been 19 responses. 76% (r=19) of those who answered “Yes” to question 6 (r=25) responded “Yes” they reported all of these crimes (r=19). 48% (n=12) of those who answered “Yes” to question 6 (n=25) responded “No” (n=12) they did not report all of these crimes, resulting in four more “Yes”/“No” responses than “Yes” responses to question 6 and a 124% response rate for this question. Also, there were

an additional 227 (908%) respondents who answered “Don’t Know”. 1.5% (n=4) of survey respondents did not answer this question.

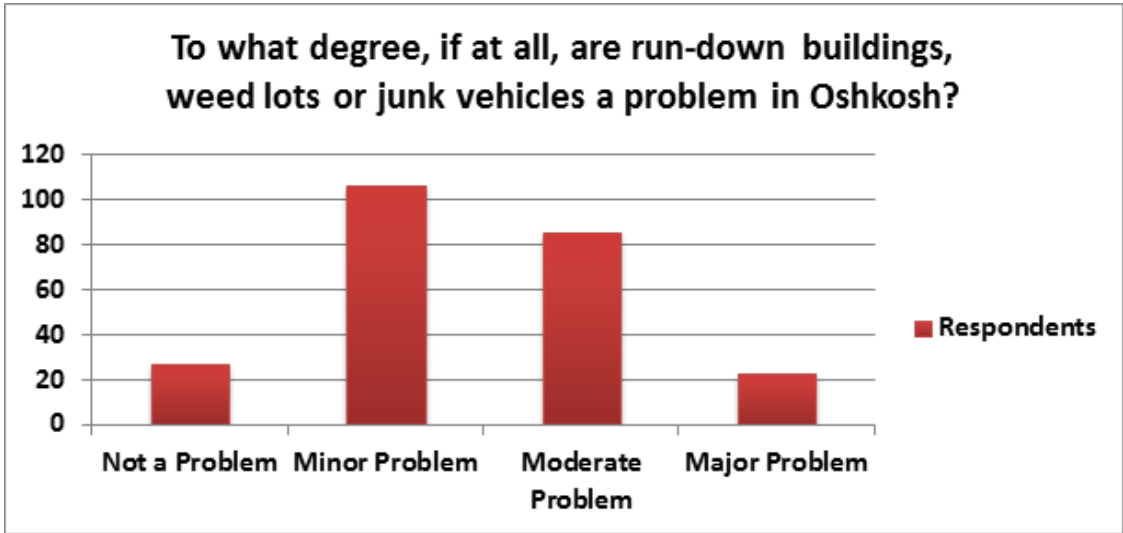
### **Question 11**

#### **To what degree, if at all, are run-down buildings, weed lots or junk vehicles a problem in Oshkosh?**

There were 254 valid responses that rated how much of a problem run-down buildings, weed lots, and junk vehicles were to the overall appearance of the city. Using the five responses available, nearly 40% of respondents scored it as a “minor problem”. Approximately 31% of respondents scored it as a “moderate problem”, while almost 9% of respondents scored it as a “major problem”. About 10% of respondents scored it as “not a problem” and another 10% of respondents scored it as “don’t know”.

The 2011 survey asked the about the overall appearance of the city, with the majority, 55%, of respondents scoring the city in a negative way. When comparing that score to the scores of the 2012 survey, over 50% of the respondents scored that run-down buildings, weed lots, and junk vehicles are either not a problem or a minor problem. These numbers show a potential 5% positive increase in how the city is viewed.

An important consideration should be given to the time of year when this survey was administered. With February being a winter month, the potential for weed lots to be covered in snow is high. This may have had an impact on how respondents scored this question.



<sup>4</sup> The formatting of this question changed from previous years in order to match the format of the International City Manager Association (ICMA) citizen survey, which would better allow the City of Oshkosh to compare the residents' opinions on the appearance of the city to other municipalities. Although the formatting changed this year, the responses from 2012 could still be compared to 2011 for this question.

## **Importance and Quality of Services - Questions Three & Four**

### **Importance of Services**

The 2012 City of Oshkosh Survey data will help provide some validity to the 2011 citizen survey and offer a deeper insight into the general opinions of its citizens. This could give the city manager and elected officials a clear picture of what services the general public sees as important and which services are of little importance to them. In order for services to improve, stay relevant or change altogether, the City of Oshkosh polls its citizens and from this data helps to determine the City of Oshkosh's policies and procedures based on level of perceived importance. It is important to note that the information provided in these sections is indicative of the individuals that were polled and although a fairly large sample was obtained, in the end the results reflect the demographic that was polled.

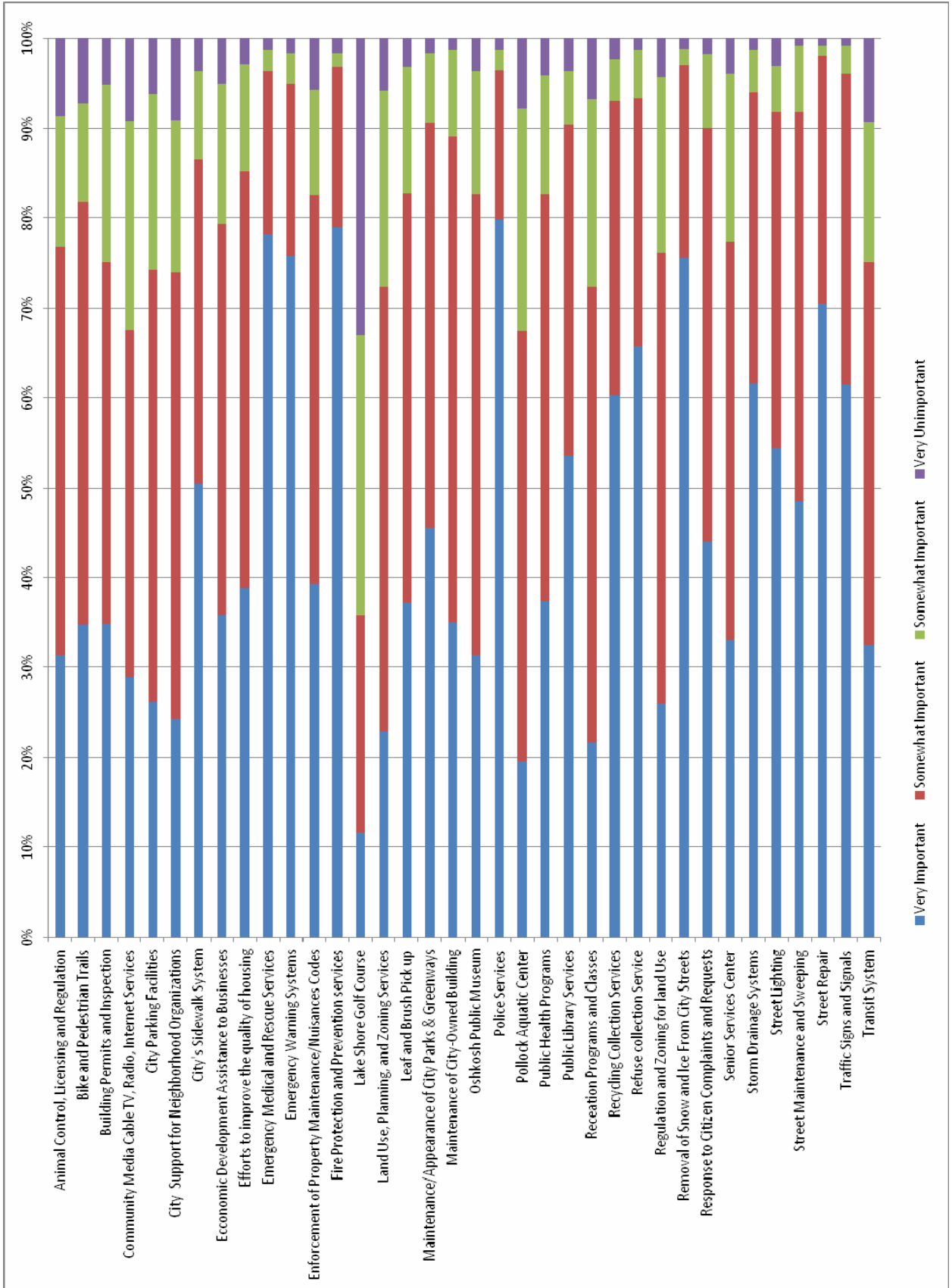
The analysis of the 2012 City of Oshkosh survey shows that certain services are deemed very important, by reflecting over 70% of the responses in the "very important" category of the survey. These services are Police Services (79.80%), Fire Protection and Prevention Services (79.00%), Emergency Medical and Rescue Services (78.30%), Emergency Warning Systems (75.80%), Removal of Snow and Ice from City Streets (75.60%) and Street Repair (70.50%). Once again these are the services that have been deemed by the respondents of the 2012 City of Oshkosh survey to be most important and the results are similar to the 2011 City of Oshkosh survey where each of these same services were reported most important. In addition to the top four areas of 2012 is Emergency Warning Systems (75.80%), and Street Repair (70.50%) which was absent in the 2011 survey. The high results of 2011 stayed in 80<sup>th</sup> percentile while that of 2012 is

in the 70's. Reasons may be weather related. Unlike 2012, the weather was very extreme (colder and higher accumulation of snow) in 2011, citizens frequently utilized most of the services.

After the 2012 City of Oshkosh survey was analyzed, five services reflected the least important to the respondents. The five services with the lowest perceived level of importance are the Lake Shore Golf Course (11.60%), Pollock Aquatic Center (19.60%), Recreational Programs and Classes (21.70%), Land Use, Planning and Zoning Services (22.80%), City Support for Neighborhood Organizations (24.20%). The category Recreational Programs and Classes (21.70%) was added to the survey this year scored amongst the lowest five. Planning and zoning dropped from 31.40% in 2011 to 22.80% in 2012. The percentage total reflected above was the percentage of "very important" responses. The decision to rate these services low may include such factors as: (i) the timing of the survey; (ii) the respondents may not find the transit system important because it is not used by the respondents. (iii) The age of average respondents may have also impacted the importance scales of these results.

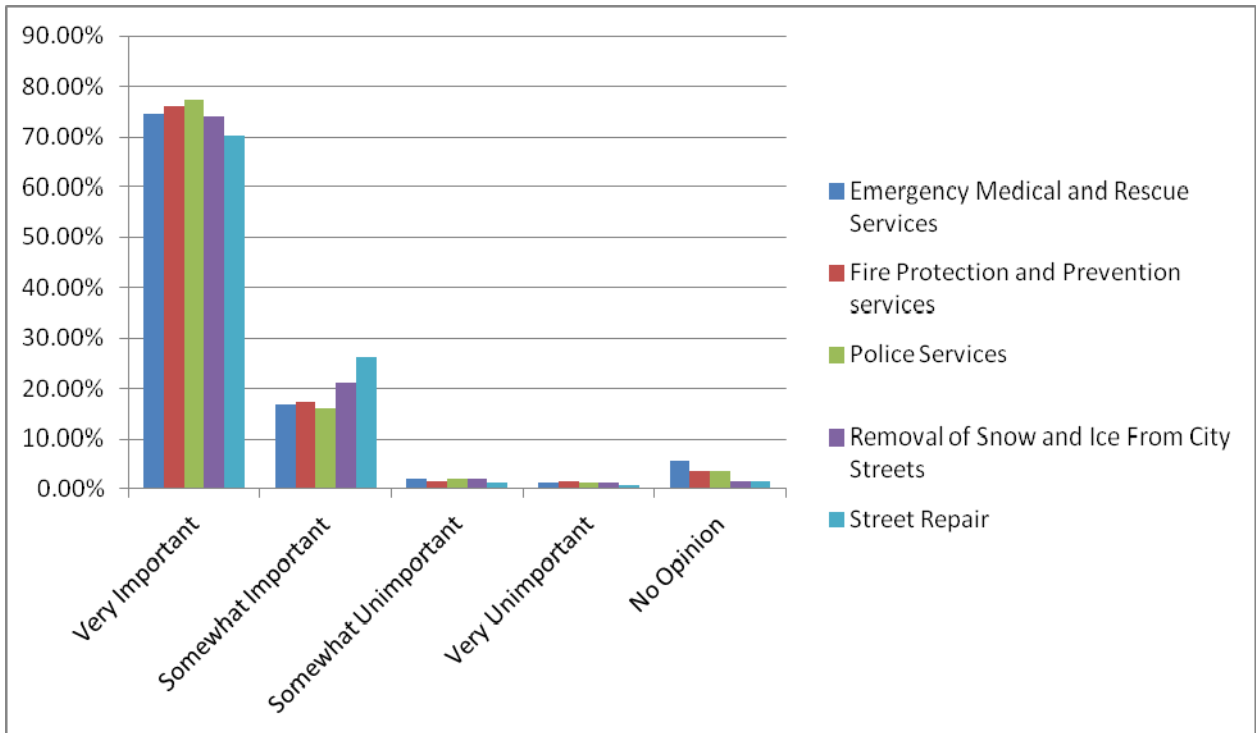
Tables summarizing the responses and a bar chart illustrating the services have been included, from most to least important, as surveyed from respondent citizens.

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Somewhat Unimportant</b>	<b>Very Unimportant</b>
<b>Animal Control, Licensing and Regulation</b>	31.20%	45.20%	14.50%	8.60%
<b>Bike and Pedestrian Trails</b>	35.50%	47.90%	11.20%	7.40%
<b>Building Permits and Inspection</b>	34.90%	40.20%	19.70%	5.20%
<b>Community Media Cable TV, Radio, Internet Services</b>	28.90%	38.60%	23.20%	9.20%
<b>City Parking Facilities</b>	26.10%	48.10%	19.50%	6.20%
<b>City Support for Neighborhood Organizations</b>	24.20%	49.60%	16.90%	9.10%
<b>City's Sidewalk System</b>	50.40%	36.10%	9.90%	3.60%
<b>Economic Development Assistance to Businesses</b>	35.90%	43.50%	15.60%	5.10%
<b>Efforts to improve the quality of housing</b>	38.80%	46.50%	11.80%	2.90%
<b>Emergency Medical and Rescue Services</b>	78.30%	18.20%	2.40%	1.20%
<b>Emergency Warning Systems</b>	75.80%	19.10%	3.50%	1.60%
<b>Enforcement of Property Maintenance/Nuisances Codes</b>	39.30%	43.30%	11.70%	5.70%
<b>Fire Protection and Prevention services</b>	79.00%	17.90%	1.60%	1.60%
<b>Lake Shore Golf Course</b>	11.60%	24.20%	31.20%	33.00%
<b>Land Use, Planning, and Zoning Services</b>	22.80%	49.60%	21.90%	5.80%
<b>Leaf and Brush Pick up</b>	37.20%	45.60%	14.00%	3.20%
<b>Maintenance/Appearance of City Parks &amp; Greenways</b>	45.50%	45.10%	7.80%	1.60%
<b>Maintenance of City-Owned Building</b>	35.10%	54.00%	9.70%	1.20%
<b>Oshkosh Public Museum</b>	31.20%	51.00%	13.60%	3.60%
<b>Police Services</b>	79.80%	16.70%	2.30%	1.20%
<b>Pollock Aquatic Center</b>	19.60%	47.80%	24.80%	7.80%
<b>Public Health Programs</b>	37.40%	45.30%	13.20%	4.10%
<b>Public Library Services</b>	53.60%	36.90%	6.00%	3.60%
<b>Recreation Programs and Classes</b>	21.70%	50.60%	20.90%	6.80%
<b>Recycling Collection Services</b>	60.30%	32.70%	4.70%	2.30%
<b>Refuse collection Service</b>	65.70%	27.60%	5.50%	1.20%
<b>Regulation and Zoning for land Use</b>	26.00%	50.20%	19.50%	4.30%
<b>Removal of Snow and Ice From City Streets</b>	75.60%	21.40%	1.90%	1.10%
<b>Response to Citizen Complaints and Requests</b>	44.00%	46.10%	8.30%	1.70%
<b>Senior Services Center</b>	33.00%	44.30%	18.70%	3.90%
<b>Storm Drainage Systems</b>	61.60%	32.40%	4.80%	1.20%
<b>Street Lighting</b>	54.40%	37.50%	5.00%	3.10%
<b>Street Maintenance and Sweeping</b>	48.50%	43.50%	7.30%	0.80%
<b>Street Repair</b>	70.50%	27.60%	1.10%	0.80%
<b>Traffic Signs and Signals</b>	61.50%	34.60%	3.10%	0.80%
<b>Transit System</b>	32.50%	42.60%	15.60%	9.30%

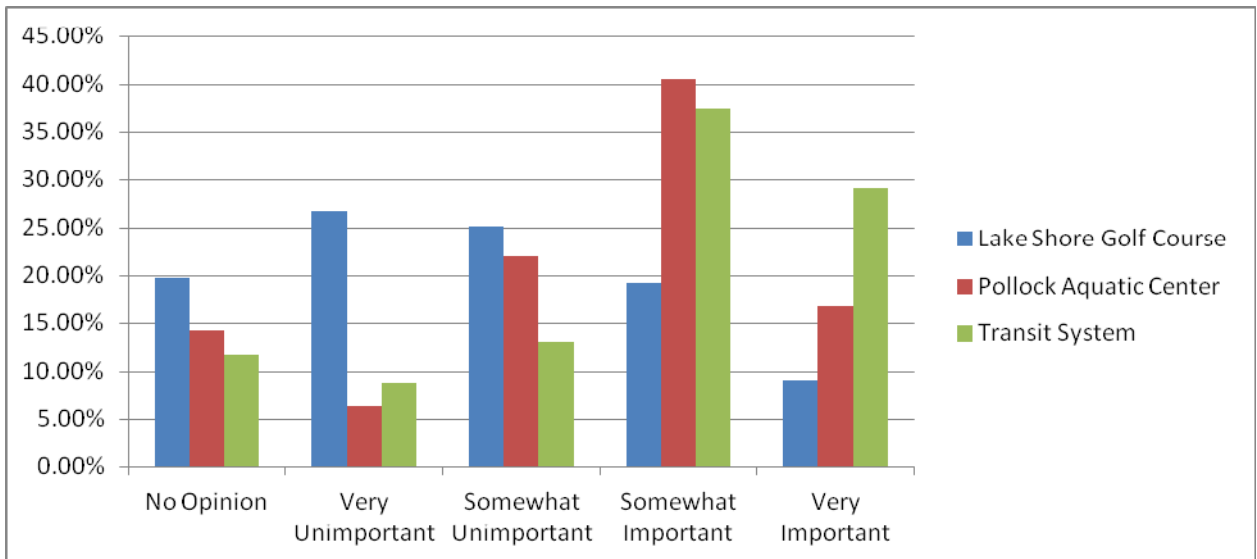




## Important



## Unimportant



## Quality of Service

The survey offers insight into citizenry attitudes in regards to quality of services provided. Question three is an attempt to quantify the attitudes of the City of Oshkosh citizenry. Again, in these categories, areas that rated high in excellent quality in 2011 also rated high in 2012. The 2011 survey found Fire Protection and Prevention Services, Emergency Medical Services, Police Protection services, Public Library Services, Refuse collection services and recycling services to rate highest in terms perceived quality with a fair or above rating.

In the 2012 survey results, these same five services rated in the combined good and excellent ranking in over (80%) of the respondents. In addition, Refuse Collection and Recycled Services which still rated high were broken down into two separate groups. Specifically, the combined good or excellent ratings were: Fire Protection and Prevention Services (88.4%), Emergency Medical Services (88.4%) and Police Protection (85.6%).

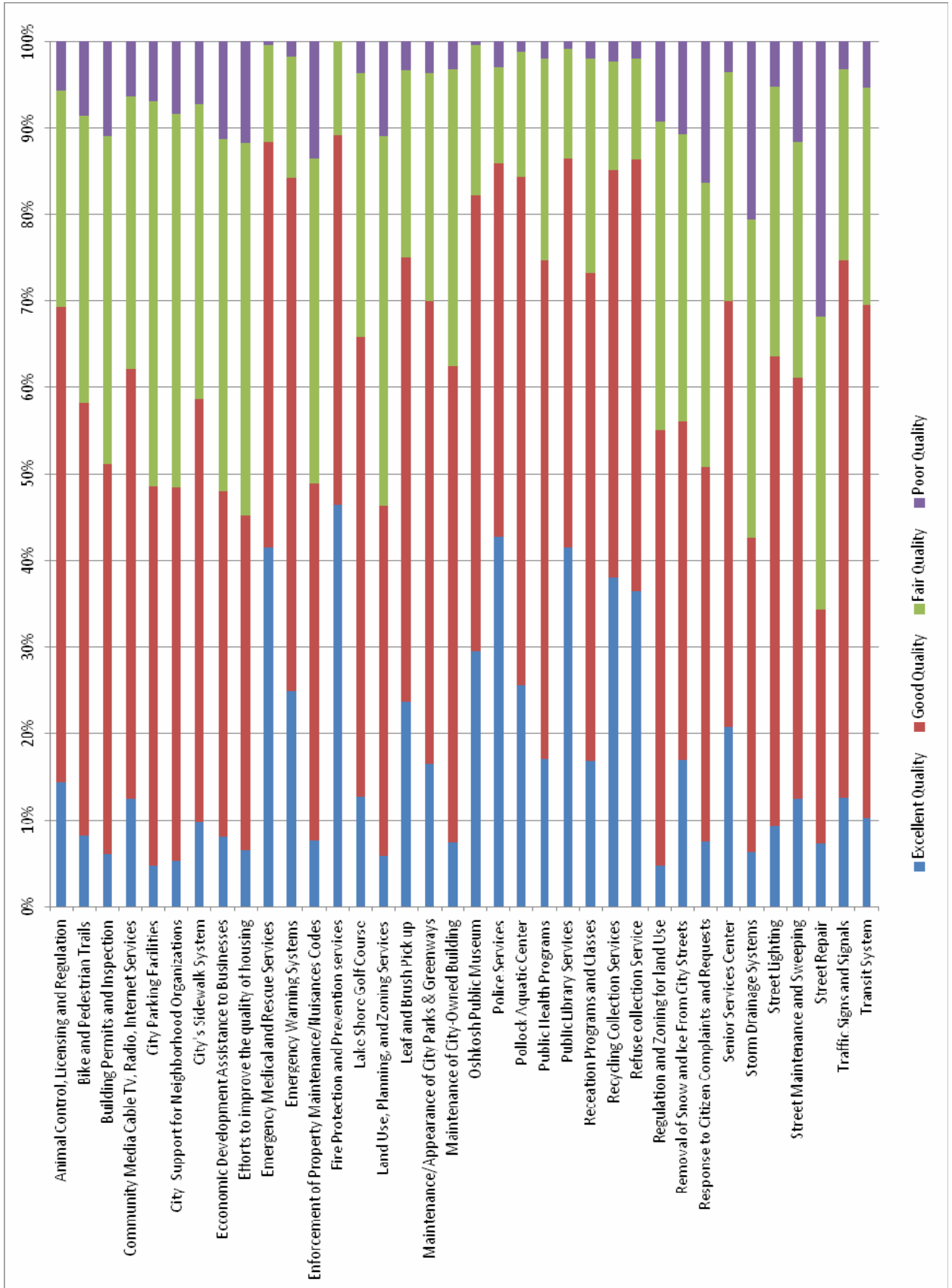
Since these services can be viewed as key elements of public safety and health and welfare, it would be important to have the citizens perceive the services as being provided in a high quality manner.

In 2011 the categories that rated poor were, Street Paving, Maintenance Sweeping and Repair (31.9%), this category was split into Street Repair and Maintenance and Sweeping in 2012: Transportation Plans for Traffic (11.1%); Building Permits and Inspections (13.7%), Bike and Pedestrian Trails (12.4%); Economic and Development Assistance to Business (7.7%) and in terms of poor quality rating Storm Drainage System (32.6%) was the lowest.

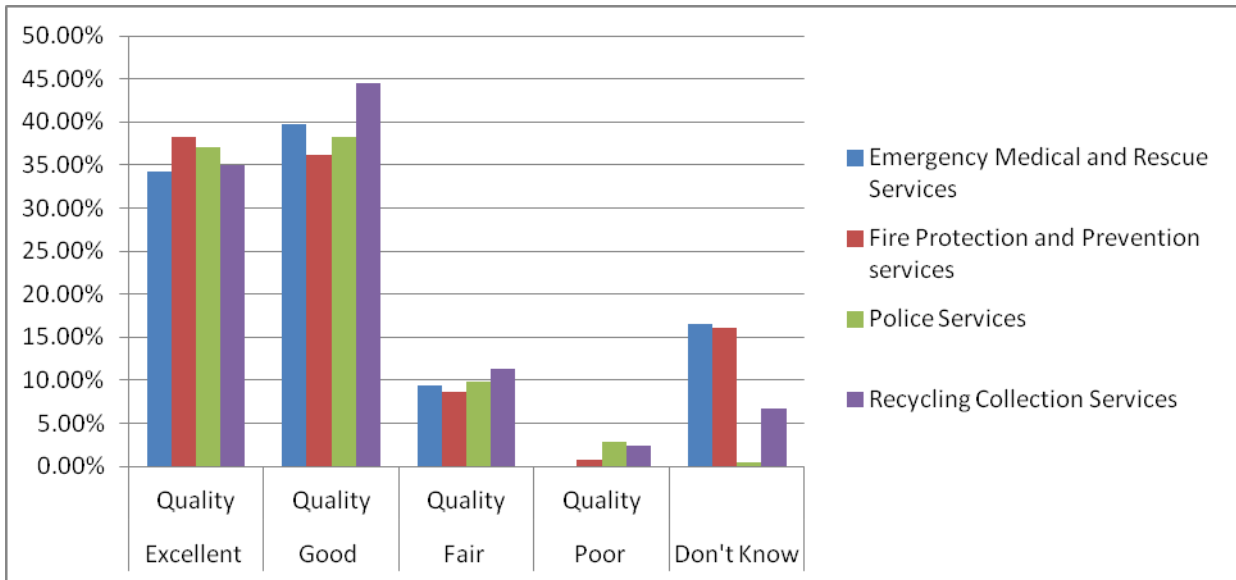
The results of the 2012 survey reflect quite differently from that of 2011. The poor quality ratings were worse than that of 2011. Almost all the categories were higher in terms of the percentage of respondents who perceive the quality to be poor which shows less improvement from 2011. The results in 2012 are: Street repair (31.90%), Storm Drainage Systems (20.50%), Response to Citizen Complaints and Request (16.40%), Enforcement and Property Maintenance (13.50%) and Maintenance and Sweeping (11.60%). In terms of 2012 poor quality ratings after 2011 comparisons, Efforts to Improve the Quality of Housing (11.80%), Economic Development Assistance to Businesses (11.30%), Building Permits and Inspections (10.90%) and Removal of Snow and Ice from City Streets (10.70%) follow as the lowest quality. Timing is most certainly a factor in the poor rating for this item, since the survey was completed during a particularly bad weather time period. Transportation plans for traffic is the only category rated poor in 2011, which is absent in the 2012 questionnaire.

Twenty four, of the survey categories had a good or excellent rating by more than 50% of the respondents (similar to 2011 with sixteen over 50%). Nine categories had a poor rating by 10% or more.

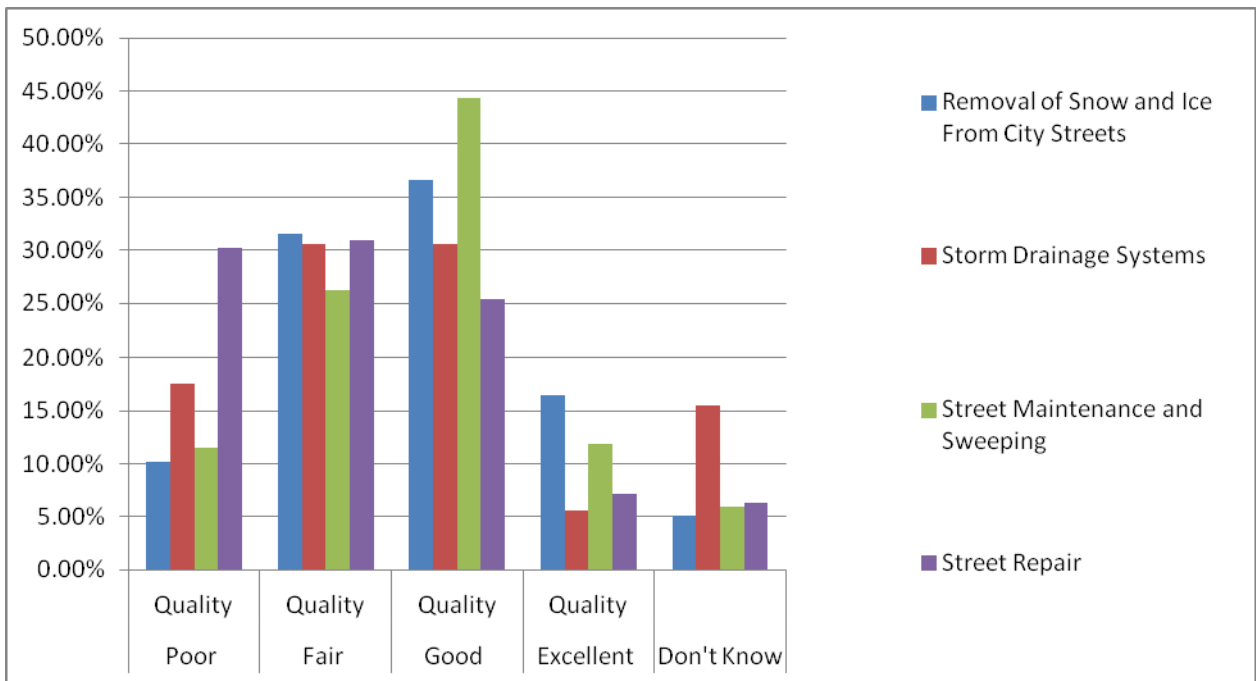
	<b>Excellent Quality</b>	<b>Good Quality</b>	<b>Fair Quality</b>	<b>Poor Quality</b>
<b>Animal Control, Licensing and Regulation</b>	14.30%	55.00%	25.00%	5.70%
<b>Bike and Pedestrian Trails</b>	8.20%	50.00%	33.20%	8.70%
<b>Building Permits and Inspection</b>	6.00%	44.90%	37.80%	10.90%
<b>Community Media Cable TV, Radio, Internet Services</b>	12.40%	49.90%	31.70%	6.40%
<b>City Parking Facilities</b>	4.70%	43.80%	44.60%	6.90%
<b>City Support for Neighborhood Organizations</b>	5.20%	43.20%	43.20%	8.40%
<b>City's Sidewalk System</b>	9.80%	48.80%	34.10%	7.30%
<b>Economic Development Assistance to Businesses</b>	8.00%	40.00%	40.70%	11.30%
<b>Efforts to improve the quality of housing</b>	6.50%	38.60%	43.10%	11.80%
<b>Emergency Medical and Rescue Services</b>	41.50%	46.90%	11.20%	0.40%
<b>Emergency Warning Systems</b>	24.90%	59.30%	14.10%	1.70%
<b>Enforcement of Property Maintenance/Nuisances Codes</b>	7.60%	41.20%	37.60%	13.50%
<b>Fire Protection and Prevention services</b>	46.00%	42.40%	10.70%	0.00%
<b>Lake Shore Golf Course</b>	12.60%	53.30%	30.40%	3.70%
<b>Land Use, Planning, and Zoning Services</b>	5.80%	40.60%	42.80%	10.90%
<b>Leaf and Brush Pick up</b>	23.70%	51.30%	21.60%	3.40%
<b>Maintenance/Appearance of City Parks &amp; Greenways</b>	16.40%	53.30%	26.20%	3.70%
<b>Maintenance of City-Owned Building</b>	7.40%	55.10%	34.30%	3.20%
<b>Oshkosh Public Museum</b>	29.50%	52.70%	17.40%	0.40%
<b>Police Services</b>	42.60%	43.00%	11.00%	3.00%
<b>Pollock Aquatic Center</b>	25.50%	58.80%	14.50%	1.20%
<b>Public Health Programs</b>	17.10%	57.50%	23.30%	2.10%
<b>Public Library Services</b>	41.50%	45.00%	12.70%	0.90%
<b>Recreation Programs and Classes</b>	16.80%	56.40%	24.80%	2.00%
<b>Recycling Collection Services</b>	38.00%	47.20%	12.40%	2.40%
<b>Refuse collection Service</b>	36.50%	49.80%	11.60%	2.10%
<b>Regulation and Zoning for land Use</b>	4.70%	50.40%	35.70%	9.30%
<b>Removal of Snow and Ice From City Streets</b>	17.00%	39.10%	33.20%	10.70%
<b>Response to Citizen Complaints and Requests</b>	7.50%	43.30%	32.80%	16.40%
<b>Senior Services Center</b>	20.70%	49.30%	26.40%	3.60%
<b>Storm Drainage Systems</b>	6.30%	36.20%	36.60%	20.50%
<b>Street Lighting</b>	9.30%	54.30%	31.20%	5.30%
<b>Street Maintenance and Sweeping</b>	12.40%	48.60%	27.30%	11.60%
<b>Street Repair</b>	7.30%	27.00%	33.90%	31.90%
<b>Traffic Signs and Signals</b>	12.50%	62.10%	22.20%	3.20%
<b>Transit System</b>	10.20%	59.30%	25.10%	5.40%



## High Quality



## Low Quality



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

Upon statistical analysis of the importance and quality of services, it was found through the use of cross tab analysis that some of the services are rated very important and excellent quality. These services include the core protection services mainly: Emergency Medical and Rescue Services, Fire protection and Prevention Services, Police Services and emergency warning systems.

The analysis of the 2012 of the Oshkosh demonstrated that certain services were viewed by the respondents as important and good quality. These services received 80% or higher from the combined score of the “very important” and the “somewhat important” responses but received greater than 55 % or lower from the combined score of the “excellent quality” and the “good quality” responses in the quality of services category. These services are Street repair, with a combined importance of (98.1%) and a combined quality of (34.3%). Response to Citizen Complaints and Requests with a combined importance of (90.1%) and a combined quality score of (50.8%) and Storm Drainage Systems with a combined importance of (94%) and a combined quality of (42.3%). Although there are less categories with such combination this year, all three categories for this year were also in last year’s findings.

In conclusion of the analysis of the importance and quality of services for 2012, it is a fair statement that services that had the least discrepancies between the importance and quality of services were essential services like Emergency Medical and Rescue Services, Police Services and Fire Protection and Prevention Services. However, services with lower rank in the level of importance were the services that were not in season like Lake Shore Golf Course and Pollock Aquatic Center, which could be a part that to the

fact that the services were not being utilized at the time of the survey. Categories, which scored high in the area of importance but were rated somewhere in the middle for its quality should be given attention.



## **Section 2 and 3 Response Comparison**

## Frequency of Usage of Services

	Daily	Weekly	Occasio nally	Season ally	Annual ly/Less
Animal Control, Licensing and Regulation	3	1	10	3	228
Bike and Pedestrian Trails	10	25	42	61	119
Building Permits and Inspection	1	3	44	5	197
Community Media Cable TV, Radio, Internet Services	63	30	70	6	80
City Parking Facilities	4	29	143	8	73
Emergency Medical and Rescue Services	1	1	32	4	216
Enforcement of Property Maintenance/Nuisances Codes	2	1	27	7	212
Fire Protection and Prevention services	2	4	12	7	224
Lake Shore Golf Course	2	8	29	27	181
Land Use, Planning, and Zoning Services	3	0	22	8	213
Leaf and Brush Pick up	3	14	48	128	64
Oshkosh Public Museum	4	5	96	22	125
Police Services	3	0	53	6	188
Pollock Aquatic Center	3	3	30	42	170
Public Health Programs	2	3	38	9	194
Public Library Services	9	58	117	6	71
Recreation Programs and Classes	3	21	58	8	158
Recycling Collection Services	14	185	36	2	21
Refuse collection Service	5	175	22	6	47
Response to Citizen Complaints and Requests	2	8	27	4	204
Senior Services Center	5	10	28	3	201
Transit System	11	8	18	1	207

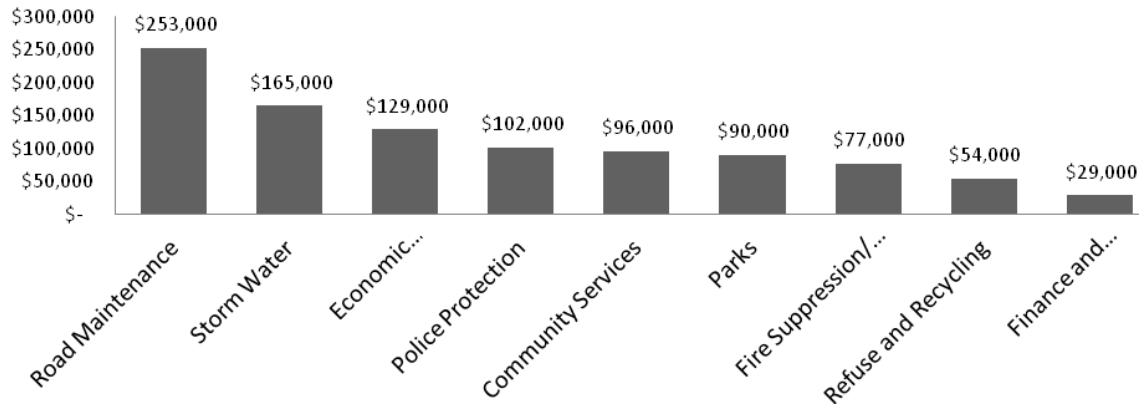
## **Budgeting Priorities – Questions Eight and Nine**

Section eight and nine, as with last year, asked survey respondents to give dollar amounts to nine city service areas using first a hypothetical \$1 million dollar budget surplus (question 8) and second assuming a hypothetical \$1 million dollar shortfall (question 9). The nine service areas listed for consideration: Community Services, Economic Development, Refuse and Recycling, Finance and Administration, Police Protection, Fire, Parks, Storm Water, and Road Maintenance. Responses for question 8 and 9 were 203 (13.5%) which is an increase from last years level of 148 (9.9%) and 142 (9.5%), respectively. This amounts to an increase in question replies of about 4 percentage points. However, overall survey response rate had increased from 248 in 2011 (16.5%) to 267 in 2012 (17.8%), an increase of 1.3%. These questions continue to be plagued with lower response rates as nearly 1 in 4 respondents that take the time to complete the survey and send it in, still do not answer questions 8 or 9.

### **Budget Increase**

When examining allocation of a \$1 million surplus, the rankings for the top four (4) priorities and the lowest priority did not change from 2011 to 2012. Road Maintenance ranked as the highest preference for receipt of excess dollars, followed by Storm Water, Economic Development, and Police Protection (Figure 1). Ranking lowest to receive excess funding is Finance and Administration. Of the nine categories, over half (5) received at least one survey response allotting the full excess amount of one million dollars: Community Services, Economic Development, Parks, Storm Water, and Road Maintenance. This is an increase from 2011 when only Road Maintenance and Storm Water received \$1 million. Respondents are starting to exhibit an increasing need for excess funding in Community Services, Economic Development, and Parks. The most frequent choice of respondents was to allocate funds to Road Maintenance which is a change from the previous year selection of Fire Suppression/Prevention (183 out of 203 responses allocated funds to Road Maintenance). The mean value of responses for increasing the Road Maintenance budget was \$253,542. The second highest mean value was for Storm Water, with an average increase of \$165,133.

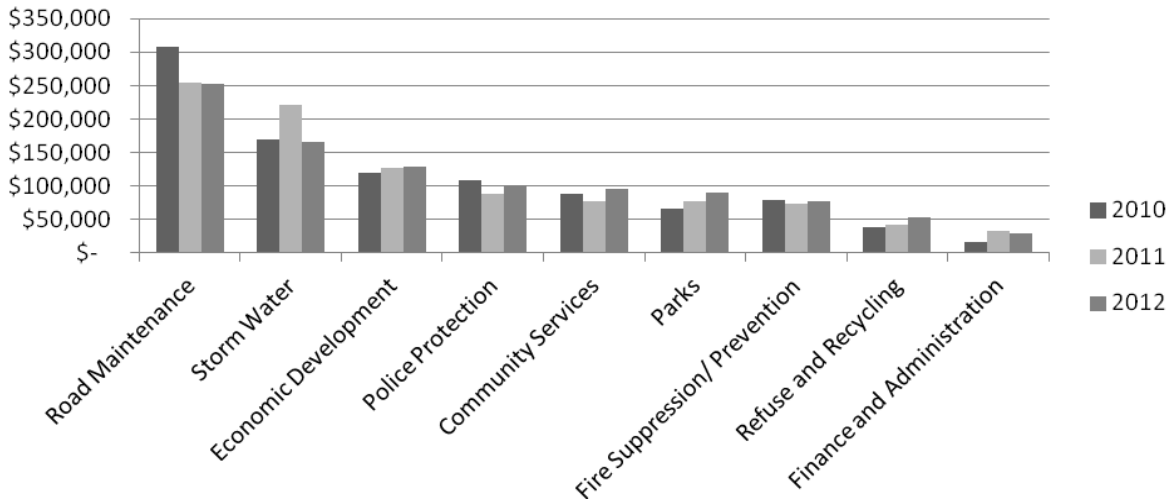
Figure 1: 2012 Mean Allocation of Hypothetical Budget Surplus



While rankings remain identical to 2011, the mean allocation value of each category fluctuate a little (Figure 2). Only three areas show a decline in mean value, Storm Water declined by \$57,230 (26%), Road Maintenance declined by \$1,330 (0.5%), and Finance and Administration declined by \$4,340 (13%). Even with a decline in mean dollar values Road Maintenance and Storm Water remain the top two priorities. Modest increases in mean dollar values occur for all remaining categories except Finance and Administration.

When considering budget surplus, several categories receive similar dollar amounts and can be presumed to be trending closer to being viewed equally. Economic Development, Police Protection, Community Services, and Parks are each allocated between \$129,000 and \$90,576. The disparity gap of allocation distribution of categorical means may be starting to trend closer to \$111,111 (the true average of 9 categories splitting \$1 million equally). Thus, residents continue to feel Road Maintenance is the top priority, Finance and Administration is the low priority, and remaining categories priorities may be starting to show parity; since the mean dollar values are starting to trend closer to each other.

Figure 2: 2012 Mean Surplus Allocation Compared to Previous Years



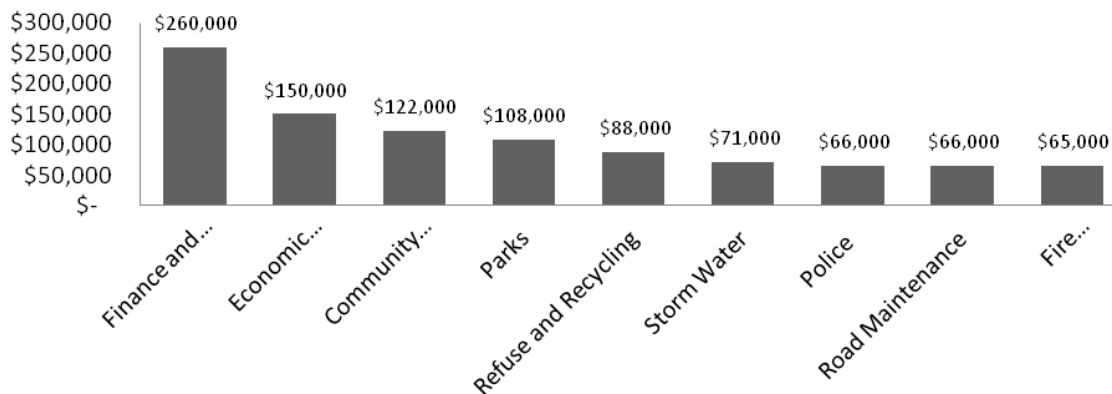
Answers to question 8 (allocation of budget surplus) can be examined with data responses of level of importance (question 3) and quality of service (question 4). Allocations presented substantiate the level of importance and quality of service ratings provided by respondents when asked to rate each for Oshkosh. Answers for level of importance ranked the highest (95.9%) for Street Repair being viewed as “very” or “somewhat” important. Responses for quality of services (question 4) for street repair, storm drainage, and street maintenance were the predominant negative rating categories of “poor” with 29.6%, 17.2%, and 10.1% respectively. These ratings are nearly the same in percentages from 2011. This implies that Oshkosh residents continue to view street repairs, storm drainage, and street maintenance services as high importance, low quality, and in need of additional funding to fix the problems. When comparing 2012 survey response rankings for spending hypothetical budget surplus to 2011, the rankings are identical. This implies that demand for Oshkosh provision and level of services may not have changed from the previous year. This would indicate that respondents feel the same this year as last year in regards to city needs.

### Budget Reduction

When given a situation in which the City of Oshkosh budget must be trimmed by \$1 million and using the same basic nine service categories, Finance and Administration,

Economic Development, Community Services and Parks rank as the four most likely categories to see a decline in funding (Figure 3). Interestingly, Economic Development and Parks switched places in rankings for this question from the 2011 survey to the current 2012 survey, 2nd and 4th respectively. Just like in 2010 and 2011, Finance and Administration is overwhelmingly the most popular service to make cuts (182 out of 203 responses allocate some amount of cut). The mean reduction for Finance and Administration of \$260,310 is 42% more than the second category of Economic Development (\$150,870). Interestingly, 39 respondents recommended a reduction of more than \$500,000, and seven respondents recommended a reduction of the full million dollars be made in Finance and Administration.

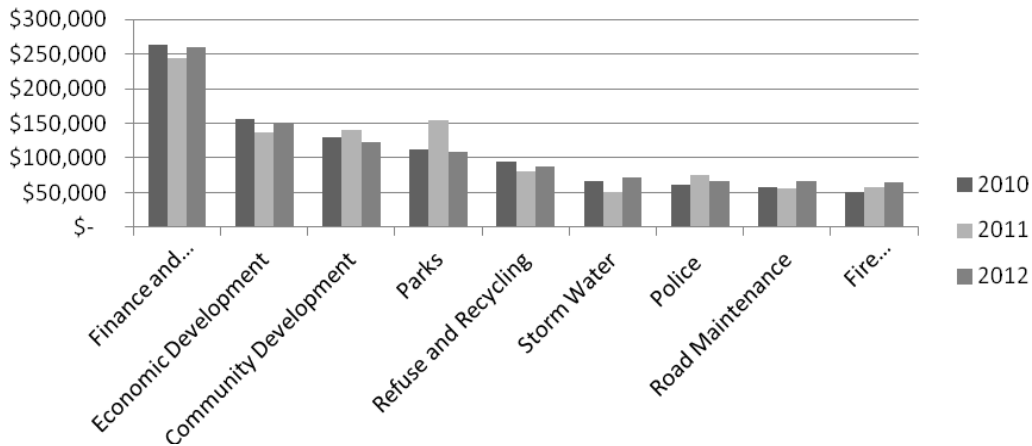
Figure 3: 2012 Mean Allocation of Hypothetical Budget Deficit



Similar to 2010 and 2011 survey results, Fire Suppression/Prevention, Road Maintenance, Police Protection, and Storm Water are the four least likely categories to see a budget cut (Figure 4). In fact, 104 (51%) of respondents recommended no budget cut for Road Maintenance. The mean reduction for the lowest three categories of Fire Suppression/Protection, Road Maintenance, and Police Protection vary by only \$900; \$65,460, \$66,000, and \$66,360 respectively. An increase in budget cuts occurred for all categories except Parks, Community Services, and Police Protection when compared to 2011. Comparing the means from 2011 to 2012, Storm Water saw the largest percentage change (38.5%), an increased deficit allocation of \$19,920. Parks saw the most substantial dollar change from 2011, a decreased deficit allocation of \$45,790 (29.7%),

from 2011 recommended average decrease of \$154,410 to a 2012 recommended average decrease of \$108,620.

Figure 4: 2012 Mean Budget Deficit Allocation Compared to Previous Years



This tends to be supported when examining level of importance, as Street Repair, Police, and Fire ranked as the highest categories of importance (over 93% of respondents rated them as “very” or “somewhat” important). In contrast, Parks related activities of Golf Course, Aquatic Center, and Recreation Program(s) rated at the lower end of the importance scale with only 28.9%, 58.1%, and 63.7% of respondents rating them as “very” or “somewhat” important. Thus, categories deemed “very” or “somewhat” important tended to have lower allocation declines than categories that rated otherwise.

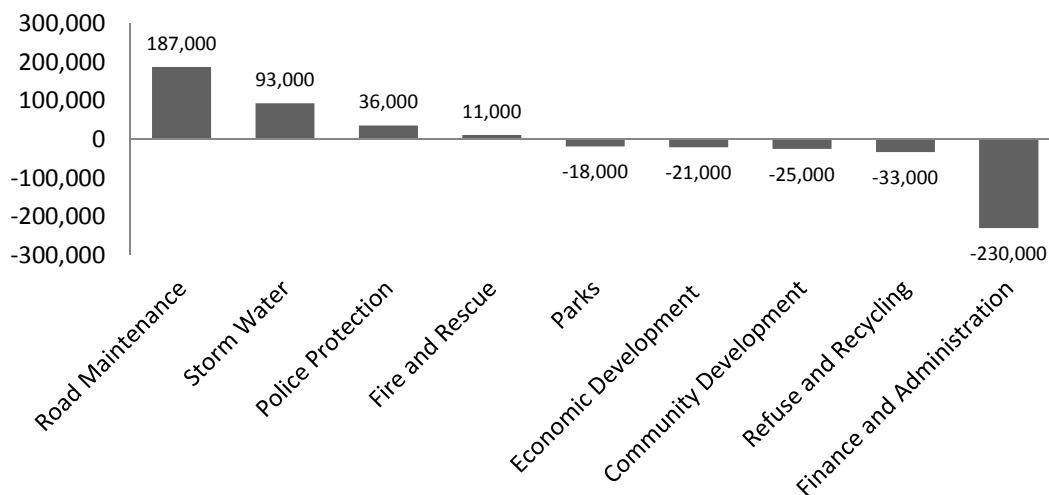
When examining quality criteria ratings from respondents, several categories have a large percentage (41.6% to 51.7%) of responses in the category “Don’t Know”. The services included within this anomaly include; Regulation, Citizen Complaints, Golf Course, Land Use, Animal Control, Senior Services, Public Health, Recreation Programs, Economic Development, Improve Housing, City Support Neighborhood Groups, and Building Permits. Considering that most of these categories relate to the highest dollar cutting categories of Finance and Administration, Economic Development, Community Services and Parks it seems a disconnect may be occurring within the data. For example, almost one half of respondents (92 of 203) stated they “Don’t Know” the level of quality for Public Health or City Support of Neighborhood Organizations, yet when cutting dollars from budgets 70% (141 out of 203) feel cuts should be made to Community Services. There seems to be a disconnection between the fact that large amounts of

respondents want to see major cuts to Finance/Administration, Economic Development, and Community Services yet over 40% respond “Don’t Know” about the level of quality provision by the City. Similarly, this issue seems to occur for Parks. Almost half of respondents (44.2%) stated that they “Don’t Know” when asked about level of quality for Recreation Programs. However, a larger proportion, 68% (139 out of 203), prefer to see reductions in spending for Parks when budget shortfalls occur. For Parks, the answer may be as simple as not all people use the programs and a percentage of users that do not use them feel that cuts can be made to that area. However, it appears that some areas of government, Finance/Administration, Economic Development, and Community Services may find a better foothold by educating the public about the function and success of their activities.

### Net Increase or Decrease

Another interesting way to look at responses from the hypothetical addition and subtraction of the \$1 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 can be very telling of the priorities of the respondents. For this to be statistically valid, only surveys in which the respondent completed both questions eight and nine (203 of the total 267 responses) are utilized.

Figure 5: 2012 Net Surplus or Deficit of City Budget





Of the nine categories listed in this section, only four received a net positive allocation in 2012: Road Maintenance, Storm Water, Fire Suppression/Protection, and Police Protection. These categories of net positive allocation match up with consensus of unfavorable quality (Street Repair, Storm Drainage), high importance (Street Repair, Police and Fire), and favorable level of quality (Police). Exactly as last year, citizens of Oshkosh feel most strongly about basic services such as infrastructure, police, and fire protection and they seek dollar allocations to correspond to those feelings.

### SURVEY DATA – SECTIONS EIGHT AND NINE

<b># 8 - Extra \$1 million</b>	<b>2011 Rank</b>	<b>2011 Mean*</b>	<b>2012 Rank</b>	<b>2012 Mean*</b>
Road Maintenance	1	254.87	1	253.54
Storm Water	2	222.36	2	165.13
Economic Development	3	127.08	3	129.29
Police Protection	4	88.84	4	102.76
Community Services	5	78.21	5	96.91
Parks	6	77.68	6	90.50
Fire Suppression/ Prevention	7	73.79	7	77.11
Refuse and Recycling	8	43.06	8	54.89
Finance and Administration	9	34.13	9	29.79

<b># 9 - Reduce \$1 million</b>	<b>2011 Rank</b>	<b>2011 Mean*</b>	<b>2012 Rank</b>	<b>2012 Mean*</b>
Finance and Administration	1	244.91	1	260.32
Economic Development	4	137.88	2	150.86
Community Development	3	141.14	3	122.09
Parks	2	154.40	4	108.62
Refuse and Recycling	5	80.72	5	88.73
Storm Water	9	51.63	6	71.55
Police	6	75.23	7	66.36
Road Maintenance	8	56.17	8	66.00
Fire Suppression/Protection	7	57.91	9	65.46

\*In thousands

### SECTION 8 AND 9 – NET CHANGE

	2012 Add*	2012 Subtract*	Difference*
Road Maintenance	253.54	-66.00	187.43
Storm Water	165.13	-71.55	93.48
Police Protection	102.75	-66.36	36.26
Fire and Rescue	77.11	-65.46	11.52
Parks	90.57	-108.62	-18.15
Economic Development	129.28	-150.86	-21.16
Community Development	96.91	-122.09	-25.16
Refuse and Recycling	54.88	-88.73	-33.82
Finance and Administration	29.79	-260.32	-230.01

\*In thousands

## Funding of City Services – Question Ten

This section of the survey asks residents how they perceive funding the current services offered by the City of Oshkosh. Last year {2011) there were five options for the residents and for 2012 there were four options, maintain through efficiency, reduce taxes by grants, reduce taxes by increasing service fees and charges, and increase of taxes to maintain and increase services. The residents were asked to strongly agree, somewhat agree, neither agree/disagree, somewhat disagree, strongly disagree and no opinion.

The results for 2012:

Frequencies Percentages	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
Maintain through Efficiency	48.4	31.9	8.3	7.1	4.3	4.9
Reduce / Grants	23.8	45.1	18.4	9.0	3.7	8.6
Increase in Service Fees/Charges	6.7	29.6	20.2	20.2	23.3	5.2
Increase Taxes to Maintain / Increase Services	15.9	34.7	11.6	12.7	25.1	6.0

Compared to the results from 2011:

Frequencies Percentages	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
Maintain through Efficiency	41.9	35.6	8.9	5.5	5.5	2.5
Reduce / Grants	20.4	39.6	23	7.7	3.8	5.5
Increase in Service Fees/Charges	7.2	25.5	19.6	19.6	25.1	3
Increase Taxes to Maintain / Increase Services	16.7	27.8	13.2	14.5	26.1	1.7

There is a slight variation between 2011 and 2012 however; when you look at the results from 2010 there is a significant change in resident opinion:

Frequencies Percentages	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree	No Opinion
Maintain through Efficiency	34.3	31.4	20.0	2.9	5.7	5.7
Reduce / Grants	31.4	40.0	22.9	0	5.7	0
Increase in Service Fees/Charges	0	14.3	40.0	25.7	20.0	0
Increase Taxes to Maintain / Increase Services	22.9	25.7	14.3	20.0	17.1	0

**Reduce Taxes Through Efficiency:**

By using 2010-2012 you can see the economic strains are taking affect, and the residents are coming to terms that the services currently being offered are privileges versus expected. The highest percentage for 2012 is to maintain current services through efficiency, which equals a compromise between the residents and the City of Oshkosh regarding the currently provided services. With all municipalities’ budgets under the magnifying glass, this shows the community’s awareness and understanding regarding city services they value. With the majority of respondents in favor of this option the city may look at alternative ways of accomplishing the same tasks.

**Reduce taxes through Grants:**

This option stayed relatively consistent from 2010 to 2012, there is still a strong representation of respondents that do not wish the city to acquire more grants to keep the taxes down. There is an 8.9% increase from 2011 to 2012 in favor of this option. In addition the negative responses went down between 2011 and 2012 by 3.4% which is also encouraging.

**Reducing Taxes by Increasing Fees and Charges:**

There was a favorable increase from 2011 to 2012 of 3.7%, however comparing 2010 to 2012 there is a significant favorable increase for this option of 22.1%. This only over three years shows how the economic strains have affected the residents and their understanding of the financial constraints affecting a municipality.

**Increase of taxes to Maintain/Increase Service:**

For this option there is little variance between 2011 and 2012 in favor 3.7 % increase however, in 2010 those in favor was 48.6% which there is a 12.2% decrease in favor. On the disagreement side, in 2010 51.4% respondents, in 2011 53.8% and in 2012 49.4% with only a slight variance of respondents not in favor.

**Demographics for these questions:**

Using the most common of demographics, male/female, age, income, education the following was noted for 2012:

<b>Maintain through Efficiency</b>	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree
Male	76	51	15	8	9
Female	45	30	6	10	2
Under 60 years old	70	43	10	12	9
Over 60 years old	48	36	10	5	2
Income					
>24,999	13	13	1	1	1
25,000-49,999	34	19	7	3	1
50k-74,999	31	23	9	5	3
75k-99,999	17	11	2	4	4
100k+	14	11	2	3	1
Education					
Less than HS	1	2	0	0	0
HS/GED	45	25	6	1	0
Associate	35	30	11	6	3
Bachelor's	21	12	2	5	3
Master's or Higher	18	12	2	6	5
<b>Reduce through Grants</b>	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree
Male	37	67	26	15	8
Female	21	41	19	7	1
Under 60 years old	38	57	27	14	5
Over 60 years old	17	50	17	8	3
Income					
>24,999	5	14	6	2	0
25,000-49,999	10	24	12	4	1
50k-74,999	13	34	14	8	1
75k-99,999	9	16	5	5	3
100k+	10	15	5	3	2
Education					
Less than HS	0	1	0	0	0
HS/GED	15	34	16	8	1
Associate	20	37	17	6	2
Bachelor's	12	16	8	3	2
Master's or Higher	11	20	4	3	3

<b>Reduce Taxes Increase Fees</b>	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree
Male	9	49	38	30	32
Female	8	26	13	21	25
Under 60 years old	6	38	37	30	33
Over 60 years old	10	36	13	20	21
Income >24,999	1	7	9	4	8
25,000-49,999	6	16	11	16	13
50k-74,999	4	25	19	9	13
75k-99,999	2	11	3	11	11
100k+	3	13	5	7	7
Education Less than HS	1	0	0	0	1
HS/GED	5	23	19	14	16
Associate	4	22	15	23	21
Bachelor's	1	15	10	6	10
Master's or Higher	6	15	6	8	9
<b>Increase Taxes Maintain/Increase Services</b>	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree
Male	24	54	17	25	39
Female	16	32	2	7	23
Under 60 years old	27	45	17	22	34
Over 60 years old	12	40	12	10	23
Income >24,999	4	13	5	1	7
25,000-49,999	11	20	6	11	14
50k-74,999	10	30	9	5	14
75k-99,999	9	11	5	8	10
100k+	6	8	4	8	8
Education Less than HS	2	0	0	0	1
HS/GED	6	26	9	13	21
Associate	12	34	11	10	19
Bachelor's	7	14	4	4	11
Master's or Higher	13	12	5	5	9

## Comments - Question Twelve

A number of themes emerged from the statements provided by citizens in the Oshkosh Citizens Survey. The most repeated theme is that citizens feel that the city needs to focus on developing and beautifying the city- in particular the Riverwalk area. A number of citizens feel that developing the Riverwalk area would result in increased business development and increased tourism. A number of citizens felt that Oshkosh needs to make steps to “modernize” the city. This would help the city compete with neighboring cities and possibly draw businesses and people who might otherwise choose a nearby larger city to do business in.

Along with developing this area, many citizens feel that the attractiveness of the city is below par and would like something done about things such as worn-down homes, junky yards, abandoned buildings and unmaintained city parks. Another theme repeated throughout the survey was citizen’s dissatisfaction with the city’s streets systems. There were many gripes about the city street sweeper and that it is unnecessary and costly item. There were also many complaints about the city streets and the lack of repairs. Also, many people are unsatisfied with the city’s snow plowing efforts in the winter months.

Many citizens want to see more done to make Oshkosh a biker-friendly city. They would like to see more bike paths and lanes developed within the city. Another repeated complaint was that taxes are too high. They felt the city could lower taxes by cutting the “administrative” costs, lowering the salaries and benefits of city workers and/or laying off city workers as some felt there are too many city employees. Also, a number mentioned cutting unnecessary programs. One program some felt is unnecessary is maintenance of the city parks. However, several people argued the opposite saying that the city needs to put more time and effort in preserving the parks thus making them attractive and enjoyable.

Lastly, many people are dissatisfied with the public bus system in Oshkosh. Many felt that large buses are often empty and are a waste of money and energy. Some people suggested operating smaller buses to save costs. At the same time, a number felt that ending bus service at 6:00 pm was unaccommodating.

In addition to the many critical suggestions, a number of people did praise the city administration. They appreciate the open communication between the government and the public.



## Analysis of Survey Results to Demographics of City – Question Thirteen

The following survey demographics were requested from the survey participants and compared to the census data from 2006-2009 for the City of Oshkosh. The column representing population statistics Without Institutions was inserted to reflect the numbers of census reports that come from institutions such as the correctional institutions and the campus dormitories, which were not included in the parcel base for this survey.

		Survey Results	Survey %	Oshkosh Census	Without Institution
Gender	Male	166	62.2%	51.3%	
	Female	96	36.0%	48.7%	
	Missing	4			
Year Born	18 to 60	150	56.2%	78.0%	74.6%
	Over 60	105	39.3%	22.0%	25.4%
	Missing	12			
Marital Status	Married	175	65.5%	37.9%	43.7%
	Not Married	66	24.7%	55.9%	49.1%
	Widowed	19	7.1%	6.2%	7.2%
	Missing	7			
Time Lived in Oshkosh	5 or less	23	8.6%		
	6 to 20	64	24.0%		
	>20	173	64.8%		
	Missing	6			
Rent or Own	Own	236	88.4%	59.6%	
	Rent	24	9.0%	40.4%	
	Missing	7			
Number of Children	None	197	73.8%	72.9%	
	1	26	9.7%	27.1%	
	2	30	11.2%		
	3 or More	8	3.0%		
	Missing	6			
Place of Residence	North of Fox	90	33.7%	56.4%	50.8%
	South of Fox/East of 41	93	34.8%	31.6%	35.7%
	South of Fox/West of 41	78	29.2%	11.9%	13.5%
	Missing	6			
Income	Under 24,999	30	11.2%	28%	
	25k to 49,999	66	24.7%	29.3%	
	50k to 74,999	72	27.0%	21.0%	
	75k to 99,999	40	15.0%	11.2%	
	Over 100k	36	13.5%	10.5%	
	Missing	23			
Employment Status	Employed Full Time	136	50.9%		
	Employed Part Time	10	3.7%		
	Self Employed	14	5.2%		
	Presently Unemployed	8	3.0%	5.9%	
	Retired	91	34.1%		
	Missing	8			

Occupation	Homemaker	10	3.7%	3.2%	
	Service Occupations	23	8.6%	22.2%	
	Sales	20	7.5%	26.3%	
	Education	19	7.1%	6.3%	
	Professional Management	47	17.6%	21.1%	
	Farming, Fishing, or Forestry	2	0.7%		
	Construction, Maintenance	9	3.4%	4.4%	
	Production/Transportation	22	8.2%	19.1%	
	Other	19	7.1%	0.2%	
	Missing	94			
Education	Less than HS	4	1.5%	13.3%	
	HS/GED	79	29.6%	56.2%	
	Associates/Some College	88	33.0%	7.0%	
	Bachelors	46	17.2%	16.5%	
	Masters or higher	45	16.9%	7.0%	
	Missing	5			
Race	White	255	95.5%	88.6%	
	Native Hawaiian	1	0.4%	0.0%	
	Hispanic or Latino	1	0.4%	2.5%	
	Asian	2	0.7%	3.4%	
	African-American	0		2.9%	
	American Indian	0		0.5%	
	Two or More Races	0		0.0%	
	Other	0		0.0%	
	Missing	8			

**Gender** – Of the survey respondents, 62.2% were male while 36% were female. The male response was higher than the Oshkosh Census survey, while the female’s results were under the census survey.

**Year Born** – Respondents between the ages of 18 through 60 years of age made up 56.2% with the remaining 39.3% were respondents over the age 60 years. The Oshkosh Census forecast populations of 78% of the participants were between the ages of 18 through 60 years of age and the 22% were over the age of 60 years of age.

**Marital Status** – The 2012 City of Oshkosh City survey results were 65.5% of the participants were married, 24.7% were not married, and 7.1% widowed. These numbers were significantly different for both the married, single with married at 37.9%, and single at 55.9%, while widowed respondents was similar, according to the Oshkosh census survey.

**Time Lived in Oshkosh** - The 2012 City of Oshkosh Citizen survey revealed that 8.6% of the respondents have lived in Oshkosh less than 5 years, 24% have lived in Oshkosh 6

to 20 years and 64.8% live in Oshkosh 20 years or longer. There was not a comparison for this data on the Census survey.

**Rent or Own** – The 2012 City Of Oshkosh survey demonstrated that 9% of respondents rent while 88.4% own their home. This is significantly different from the Oshkosh Census survey, with 59.6% are homeowners, and 40.4% are renting.

**Number of Children** – The 2012 City of Oshkosh survey indicated the responses from the participants revealed 73.8% had no children, 9.7% had 1 child, 11.2% had 2 children, and 3% had 3 or more children. The Oshkosh Census survey indicated that 72.9% of Oshkosh’s population, have no children, and 27.1% had one or more children.

**Place of Residence** – The survey respondents for the 2012 City of Oshkosh survey 33.7% live north of the Fox River, 34.8% lived south of the Fox River and east of highway 41, and 29.2% lived south of the Fox River and west of highway 41. The Oshkosh Census survey revealed 56.4% of respondents lived north of the Fox River, 31.6% living south of the Fox River and east of highway 41, and 11.9% live south of the Fox River and west of highway 41.

**Income** – Of the polling respondents, the majority of responses were between \$25,000 and \$74,999 income levels with a total of 51.7%, compared to the 2011 Oshkosh Citizen Survey with the majority of respondents income level above \$50,000. These numbers correspond with the Oshkosh Census survey.

**Employment Status** – The respondents to the survey were similar in levels of employment, except for the unemployment levels. The 2012 City of Oshkosh City survey revealed 3% of respondents were unemployed compared to the 2011 Oshkosh City survey in which 5.5% were unemployed.

**Occupation** – Although some of the figures are within the same range, the areas have increased in lower increments to lend credibility to the lowering of the unemployment rate.

**Education** – The Oshkosh Survey revealed the High School and Associate Degree/Some College had a higher response to the survey than, the higher educated respondents. In the 2011 Oshkosh City Survey, which the highest response was from the higher level of educated respondents.

**Race** - Of the survey, participants for the 2011 City of Oshkosh survey 98.4% of these participants identified as White compared to the Census 88.6% identified as white and corresponds with the 2011 Oshkosh City Survey at 97.9%.

## **Internet Surveys**

An opportunity for citizens who were not part of the randomly selected survey base to complete the citizen survey was provided on the City of Oshkosh web page site. Two-hundred and seventy-five (275) citizens participated in this opportunity. While the results of these surveys are not considered statistically significant for research considerations, they are informative and are included in the Appendix A for consideration.

## **Summary**

The citizen survey for the City of Oshkosh resulted in 267 responses from a randomly selected base of 1500 citizens. This 17.8 percent response rate, while considered slightly low for citizen surveys, is statistically significant even though it is slightly higher than the normally accepted margin of error rate of a 5.0%. The response rate of 267 is an increase from the 248 responses in 2011, a decrease from the 338 survey responses in 2010 and an increase from the 255 responses in 2009. The results of the survey described in the body of this report should aid the officials in the City of Oshkosh in helping to determine the future priorities and direction of the city.

## Appendix A - Internet Surveys

### Question 1 How Oshkosh Citizens Feel About Their City Results - Percentages

	Excellent	Good	Fair	Poor	No Opinion
Oshkosh as a place to live?	14.2	78.9	3.6	2.9	.4
Feeling a part of the community?	9.5	76.0	4.4	8.4	1.8
Your neighborhood as a place to live?	26.2	59.6	4.0	8.7	1.5
Oshkosh as a place to raise children?	19.6	66.9	2.5	5.1	5.8
Oshkosh as a place to retire?	10.5	61.5	3.6	16.7	7.6
Community openness and acceptance of diversity?	4.7	66.9	4.0	20.7	3.6
The overall quality of life in Oshkosh?	10.5	79.6	4.0	4.0	1.8
Oshkosh as an environmentally friendly city?	7.3	75.6	3.3	10.5	3.3
Oshkosh as a place to work?	6.9	66.2	5.1	13.5	8.4
The direction Oshkosh is moving for the future?	8.0	66.2	5.1	17.1	3.6
Affordability of living in Oshkosh?	13.5	71.3	4.1	10.2	1.1

### Question 2 - Frequently of Utilization of the Following City Services – Percentages

Frequency of City Services	Daily	Weekly	Occasionally	Seasonally	Annually Or Less
Animal Control	0	.4	6.4	1.5	91.7
Bike and Pedestrian Trails	4.5	18.0	21.0	23.6	33.0
Building Permits and Inspections	0	.4	17.9	2.3	79.5
Community Media	23.6	17.6	30.0	3.4	25.5
City Parking Facilities	4.1	16.9	44.7	3.4	30.8
Emergency Medical and Rescue Services	1.2	0	12.3	1.2	85.4
Enforcement of Property Codes	.4	1.9	15.6	1.9	80.2
Fire Protection and Prevention Services	1.1	1.1	5.0	.8	92.0
Lake Shore Golf Course	.8	2.7	8.7	9.1	78.8
Land Use, Planning, and Zoning Services	0	.4	6.9	2.7	90.1
Leaf and Brush Pick up	1.1	6.4	18.0	49.2	25.2
Oshkosh Public Museum	.4	3.4	38.3	10.6	47.3
Police Services	2.3	2.7	24.5	5.7	64.8
Pollock Aquatic Center	.4	3.0	11.0	22.7	62.9
Public Health Programs	.8	1.5	12.6	3.8	81.2
Public Library Services	4.9	30.7	36.3	4.5	23.6
Recreation Programs and Classes	1.5	6.2	21.6	9.3	61.4
Recycling Collection Services	11.7	63.0	14.7	1.9	8.7
Refuse Collection Service	9.9	60.1	9.5	3.0	17.5
Response to Citizen Complaints and Requests	1.6	2.3	11.6	5.0	79.5
Senior Services Center	2.7	3.4	10.3	3.1	80.5
Transit System	3.8	3.8	13.3	1.5	77.6

### Question 3 - Importance of Services – Percentages

Importance of City Services	Very Import	Some Import	Some Unimport	Very Unimport	No Opin
Animal Control, Licensing and Regulation	29.1	42.5	12.0	6.5	9.8
Bike and Pedestrian Trails	49.5	31.6	8.4	4.4	6.2
Building Permits and Inspections	36.7	42.5	10.9	2.5	7.3
Community Media	30.5	43.3	13.1	5.5	7.6
City Parking Facilities	30.5	43.6	12.4	6.5	6.9
City Support for Neighborhood Organizations	47.3	28.7	12.0	4.4	7.6
City's Sidewalk System	62.5	24.4	5.5	1.8	5.8
Economic Development Assistance to Businesses	41.1	36.0	8.7	5.5	8.7
Efforts to Improve the Quality of Housing	49.1	33.8	8.7	1.8	6.5
Emergency Medical and Rescue Services	81.1	11.6	2.5	.4	4.4
Emergency Warning Systems	78.9	13.5	2.5	.7	4.4
Enforcement of Property Maintenance/Nuisance Codes	45.8	33.1	10.5	4.7	5.8
Fire Protection and Prevention Services	82.9	10.5	2.2	.7	3.6
Lake Shore Golf Course	6.5	18.5	26.5	28.0	20.4
Land Use, Planning, and Zoning Services	26.5	39.3	14.9	5.5	13.8
Leaf and Brush Pick up	42.9	39.3	9.5	.7	7.6
Maintenance/Appearance of City Parks & Greenways	58.9	32.4	1.8	1.8	5.1
Maintenance of City-Owned Buildings	49.5	38.5	4.0	2.2	5.8
Oshkosh Public Museum	41.1	34.2	10.9	4.7	9.1
Police Services	82.9	9.8	2.5	.4	4.4
Pollock Aquatic Center	23.3	34.9	19.6	6.9	15.3
Public Health Programs	45.1	32.7	9.5	4.0	8.7
Public Library Services	60.7	25.8	5.8	2.2	5.5
Recreation Programs and Classes	32.4	40.7	14.9	4.4	7.6
Recycling Collection Services	65.8	22.9	5.5	1.1	4.7
Refuse Collection Service	67.3	20.0	4.7	.4	7.6
Regulation and Zoning for Land Use	32.0	35.6	14.2	4.7	13.5
Removal of Snow and Ice From City Streets	83.3	10.9	1.8	0	4.0
Response to Citizen Complaints and Requests	58.2	28.4	5.5	1.8	6.2
Senior Services Center	44.0	34.2	8.0	3.6	10.2
Storm Drainage Systems	67.3	22.9	4.0	1.1	4.7
Street Lighting	61.1	28.4	5.1	1.5	4.0
Street Maintenance and Sweeping	53.1	30.2	10.2	2.2	4.4
Street Repair	78.5	15.3	1.8	.4	4.0
Traffic Signs and Signals	67.6	23.6	2.2	1.5	5.1
Transit System	46.5	28.4	8.7	6.5	9.8



#### Question 4 – Quality of Service – Percentages

Quality of City Services	Excellent	Good	Fair	Poor	Don't
Animal Control, Licensing and Regulation	9.1	32.4	14.2	3.6	40.7
Bike and Pedestrian Trails	7.3	49.5	21.8	4.0	17.5
Building Permits and Inspections	3.3	27.6	20.7	7.6	40.7
Community Media	14.5	39.6	24.0	2.2	19.6
City Parking Facilities	4.0	40.4	34.2	4.4	17.1
City Support for Neighborhood Organizations	7.3	28.4	23.3	7.3	33.8
City's Sidewalk System	7.6	46.9	29.5	6.5	9.5
Economic Development Assistance to Businesses	2.5	24.7	18.5	10.5	43.6
Efforts to Improve the Quality of Housing	1.5	22.2	29.1	12.0	35.3
Emergency Medical and Rescue Services	40.0	32.4	5.8	.4	21.5
Emergency Warning Systems	33.8	43.6	7.6	1.5	13.5
Enforcement of Property Maintenance/Nuisance Codes	8.0	27.3	27.3	9.1	28.4
Fire Protection and Prevention Services	44.4	32.7	4.7	0	18.2
Lake Shore Golf Course	6.5	25.1	10.9	2.2	55.3
Land Use, Planning, and Zoning Services	3.6	26.2	17.1	5.8	47.3
Leaf and Brush Pick up	26.2	47.6	13.5	2.2	10.5
Maintenance/Appearance of City Parks & Greenways	21.5	49.8	18.2	2.9	7.6
Maintenance of City-Owned Buildings	10.2	49.1	20.4	2.9	17.5
Oshkosh Public Museum	32.0	43.3	6.9	1.5	16.4
Police Services	43.6	33.8	9.5	1.1	12.0
Pollock Aquatic Center	25.8	32.4	5.5	.7	35.6
Public Health Programs	11.3	32.0	12.7	1.5	42.5
Public Library Services	45.1	36.0	4.0	1.1	13.8
Recreation Programs and Classes	15.3	37.1	13.1	.7	33.8
Recycling Collection Services	44.7	36.4	8.7	1.1	9.1
Refuse Collection Service	42.9	33.1	9.1	1.8	13.1
Regulation and Zoning for Land Use	5.8	24.7	17.8	3.3	48.4
Removal of Snow and Ice From City Streets	17.1	36.0	26.2	13.8	6.9
Response to Citizen Complaints and Requests	8.4	25.5	21.5	5.8	38.9
Senior Services Center	16.7	31.6	6.5	1.5	43.6
Storm Drainage Systems	6.9	34.5	28.0	13.8	16.7
Street Lighting	13.5	50.5	22.2	6.5	7.3
Street Maintenance and Sweeping	13.1	50.5	20.4	8.0	8.0
Street Repair	7.3	22.9	34.2	27.6	8.0
Traffic Signs and Signals	20.4	48.7	17.5	4.7	8.7
Transit System	14.9	35.6	13.5	2.9	33.1

**Question 5 - How safe/unsafe you feel in your neighborhood after dark - percentage**

Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
24.7	41.1	19.3	10.2	2.9	1.8

**Question 6 - Were you/anyone in your household the victim of a crime - percentage**

Yes	No
12.2	87.8

**Question 7 - If "Yes", did you report all of these crimes - percentage**

Yes	No
69.8	30.2

**Question 8 & 9 - Budgeting Priorities - Dollars**

	Extra \$1 million	Reduce \$1 million	Net Increase or (Decrease)
Community Services	102,670	(109,427)	(1,996)
Economic Development	127,526	(156,354)	(9,635)
Refuse and Recycling	43,144	(88,333)	(15,675)
Finance and Administration	26,082	(277,344)	(87,938)
Police Protection	149,680	(54,844)	33,773
Fire Suppression/ Prevention	90,258	(42,656)	17,007
Parks	78,918	(122,093)	(14,839)
Storm Water Maintenance	140,701	(81,880)	19,297
Road Maintenance	241,031	(67,068)	60,005

**Question 10 – Funding of City Services – Percentages**

	Strongly Agree	Somewhat Agree	Neither Agree/ Disagree	Somewhat Disagree	Strongly Disagree
The City could reduce taxes and maintain current services by being more efficient.	42.5	27.5	13.3	6.7	10.0
The City should focus on reducing taxes by pursuing grants (many of which require local funding match)	35.9	40.2	10.3	5.1	8.5
The City should focus on reducing taxes by increasing service fees and charges.	6.8	20.3	15.3	17.8	39.8
I will support increase in taxes it would maintain/increase the services I value.	25.0	25.0	9.5	14.7	25.9

**Question 11 - To what degree are run down buildings, weed lots or junk vehicles a problem in Oshkosh?**

Not a Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
3.4	34.5	41.2	17.6	3.4

**Question 13 – Analysis of Survey Results to Demographics of City**

		Survey Results	Survey %	Oshkosh Census	Without Institution
Gender	Male	42	34.4	51.3	
	Female	80	65.6	48.7	
	Missing	153			
Year Born	18 to 60	88	75.9	78.0	74.6
	Over 60	28	24.1	22.0	25.4
	Missing	159			
Marital Status	Married	69	64.5	37.9	43.7
	Not Married	34	31.8	55.9	49.1
	Widowed	4	3.7	6.2	7.2
	Missing	169			
Rent or Own	Own	90	84.1	59.6	
	Rent	17	15.9	40.4	
	Missing	169			
Number of Children	None	14	13.0	72.9	
	1	4	3.7	27.1	
	2	3	2.8		
	3 or More	87	80.6		
	Missing	167			
Place of Residence	North of Fox	48	44.4	56.4	50.8
	South of Fox/East of 41	34	31.5	31.6	35.7
	South of Fox/West of 41	26	24.1	11.9	13.5
	Missing	167			
Income	Under 24,999	12	11.5	28.0	
	25k to 49,999	22	21.2	29.3	
	50k to 74,999	29	27.9	21.0	
	75k to 99,999	24	23.1	11.2	
	Over 100k	17	16.3	10.5	
	Missing	172			
Employment Status	Employed Full Time	71	66.4		
	Employed Part Time	8	7.5		
	Self Employed	5	4.7		
	Presently Unemployed	4	3.7	5.9	
	Student	4	3.7		
	Retired	15	14.0		
	Missing	168			
Occupation	Homemaker	4	4.4	3.2	
	Service Occupations	15	16.5	22.2	
	Sales	10	11.0	26.3	
	Education	12	13.2	6.3	
	Professional Management	28	30.8	21.1	
	Farming, Fishing, or Forestry	0	0	0	

	Construction, Maintenance	3	3.3	4.4	
	Production/Transportation	9	9.9	19.1	
	Other	10	11.0	.2	
	Missing	184			
Education	Less than HS	0	0	13.3	
	HS/GED	20	18.5	56.2	
	Associates/Some College	30	27.8	7.1	
	Bachelors	32	29.6	16.5	
	Masters or higher	26	24.1	7.0	
	Missing	167			
Race	White	100	95.2	88.6	
	Native Hawaiian	0	0	0	
	Hispanic or Latino	0	0	2.5	
	Asian	0	0	3.4	
	African-American	0	0	2.9	
	American Indian	0	0	.5	
	Two or More Races	4	3.8	.0	
	Other	1	1.0	.0	
	Missing	170			