



OSHKOSH
ON THE WATER

City of Oshkosh, Wisconsin

Citizen Survey 2013

4/27/2013

City of Oshkosh

Citizen Survey 2013



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 2013. This report will analyze the results of this survey and provide insight into the perspectives of the citizens on a variety of issues. The 2013 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. Two hundred and ninety-two (292) 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 292 responses constitute a 19.5 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 and 17.8 percent in 2012. 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 292 responses create a margin of error of approximately 5.5 percent. A level of 5 percent is considered acceptable for most survey results. The confidence rate is 94.5 percent.

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

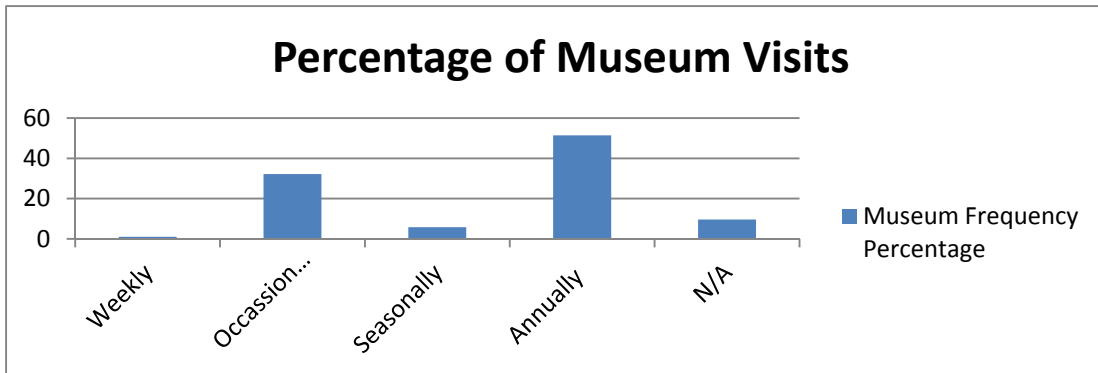
Frequency of Utilization of City Services - Question 1

Question 1 identifies the frequency of utilization for various city services. The responses are shown below in percentages of the total.

Frequency of City Services	Daily	Weekly	Occasionally	Seasonally	Annually
Bike and Pedestrian Trails	3.5	9.9	23.8	29.2	33.7
Lake Shore Golf Course	0	1.5	9.4	6.4	82.7
Pollock Aquatic Center	1.0	2.5	9.9	24.3	62.4
Leach Amphitheatre	0	5.4	29.7	31.2	33.7
Oshkosh Public Museum	0	1.0	27.7	13.4	57.9
Senior Services Center	.5	3.0	7.4	1.0	88.1
Public Library Services	1.0	20.3	48.0	5.4	25.3
Police Services	1.5	.5	28.7	4.0	65.4
Fire Protection and Prevention Services	1.5	0	10.9	4.0	84.2
Emergency Medical Services (ambulance)	1.0	0	6.9	1.5	90.6
Building Permits and Inspections	.5	0	9.9	4.5	85.2
Enforcement of Property Maintenance/Nuisance Codes	0	0	7.4	3.5	89.1
City Parking Facilities Building	.5	2.5	13.4	10.9	72.8
Community Media Cable TV, Radio, Internet Services	13.4	11.4	26.7	5.0	43.6
Transit System	4.0	4.5	11.4	4.0	76.3
Recycling Collection Services	9.4	64.9	9.4	3.5	12.9
Refuse Collection Service	6.9	54.5	6.9	5.9	25.8
Leaf and Brush Pick up	.5	5.9	16.8	52.5	24.3

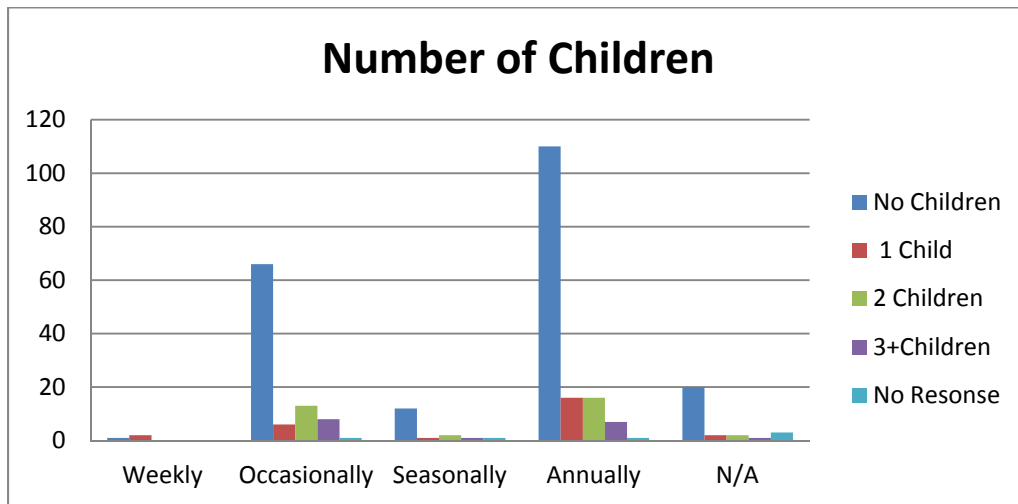
The City of Oshkosh is planning a redesign of the visitor experience at the Oshkosh Public Museum. Questions 10 and 11 in this survey are evaluating reasons why some citizens are not visiting the Museum, as well as requesting additional input on desired attractions.

The graph below is an overview of the frequency in which Oshkosh citizens visit the museum. Of the 292 respondents, 51% visit the museum annually and 32% visit occasionally. Crosstabs were analyzed to further explore possible correlations.



There is one area of significance identified by the crosstabs. The graph below illustrates the respondent's number of children. Of the 94 citizens who visited the museum occasionally, 70% have reported having no children. In addition, of the 150 responses who have visited the museum annually, 73% of respondents have reported having no children. This demonstrates a significant number of museum visitors do not have children. However, this may be reflective of the overall demographic of survey respondents.

1.2



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 and the responses are as follows:

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 data provided below also contains data from the Oshkosh Citizen Survey tabulated from 2009 thru 2013. 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
1) The City could reduce taxes and maintain current services by being more efficient.	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
	3y Avg.	43.3	32.5	11.9	5.6	4.6	4.3
	2013	34.6	31.5	13.4	10.6	3.8	6.2
2) The City should focus on reducing taxes by pursuing grants (many of which require local funding match).	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
	3y Avg.	25.7	42	20.7	6.3	3.8	4.7
	2013	18.5	38.7	24.7	6.8	1.7	9.6
3) The City should focus on reducing taxes by increasing service fees and charges.	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
	3y Avg.	5.3	22.3	25	23.5	23	2.7
	2013	4.8	18.2	18.2	23.3	29.8	5.8
4) I will support an increase in taxes if it would maintain or increase the services I value.	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
	3y Avg.	18.5	29.4	13.0	15.7	22.8	2.5
	2013	13.4	26.0	17.8	13.7	23.6	5.5

When comparing the results for this question over a five year period several tendencies and observations occur. First, there is a significant and steady decline for the strong support of the question: I will support an increase in taxes if it would maintain or increase the services I value.

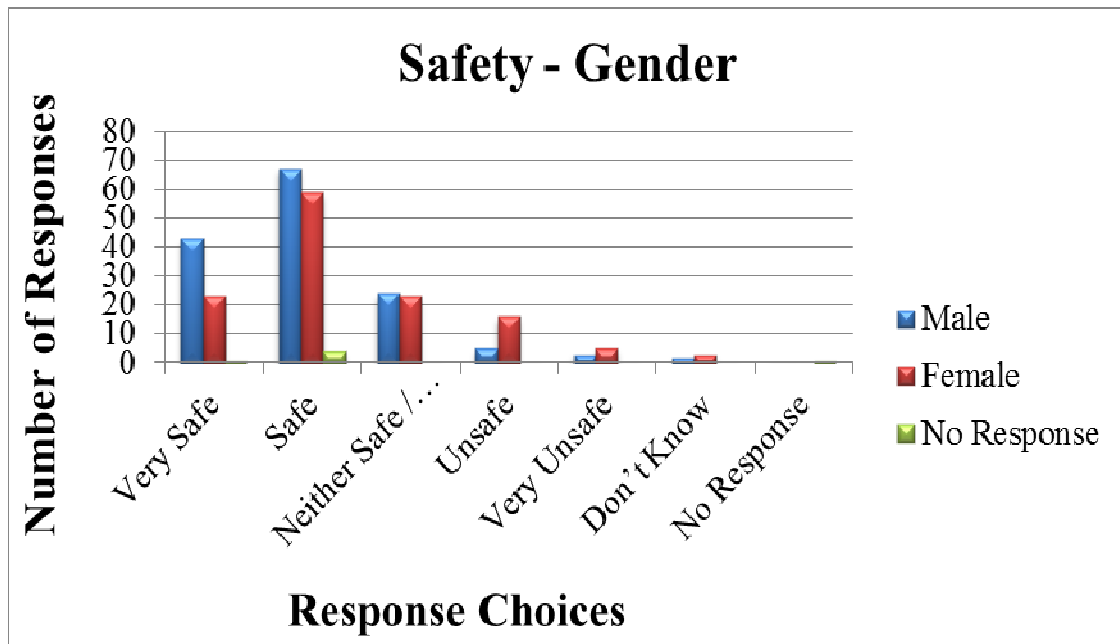
Second, citizens that were surveyed have consistently disagreed with the idea of raising taxes or fees. However, citizens who were surveyed according to this data have a stronger opinion to increase taxes to maintain the services they value, then reducing taxes by increasing service fees and charges.

During cross tabulation it was very interesting to find out that age, marital status, location, gender was not a major factor in any of the survey questions for 2013. With the exception of gender in question 2 which showed a 14% difference and question 4 which showed a 10% difference in opinion all the previous factors listed above were less than 9.9 percent. It is interesting to note that individuals one made over \$150,000 were more likely to agree with idea of increasing taxes (percentage wise) if it would maintain or increase the services I value. With only 2013 data cross tabulated this may or may not be an anomaly.

Please rate how safe or unsafe you feel in your neighborhood after dark – Question 3

The online survey (n = 292) shows that 24.3% reported that they are very safe, 46.6% were safe, 16.1% were neither safe nor unsafe, 8.2% were unsafe, 2.7% were very unsafe, 1.7% don't know, and 0.3% chose not to respond. Also, the paper based survey (n =279) showed closely the same result, in that, 24% reported they were very safe, 46.6% were safe, 16.8% were neither safe nor unsafe, 7.5% were unsafe, 2.9% were very unsafe, 1.8% don't know, and 0.4% chose not to respond to that question. The paper based survey results are further analyzed as follows with regards to gender, age, location, income levels, education, and race.

As shown on the graph below, with regards to gender, out of the 129 total female responses reported, 82 said they feel safe, 21 feel unsafe, 23 are neither safe nor unsafe, while 3 reported that they don't know whether they feel safe or unsafe. Also, out of the total of 144 male respondents, 110 male respondents answered that they feel safe, 8 answered that they feel unsafe, 24 neither feel safe or unsafe, and 2 don't know whether they feel safe or unsafe. Thus, out of the 279 respondents, 6 gave no response to the question. Overall, it seems more males than females feel safe in Oshkosh.



The table below indicates that out of the 125 respondents who were over 60 years, 88 of them answered that they feel safe, 14 feel unsafe, 20 neither feel safe nor unsafe, and 3 don't know whether they feel safe or not. Also, of those under 60 (n=136), 100 feel safe, 14 feel unsafe, 21 neither feel safe nor unsafe, while 1 don't know as to whether they feel safe or unsafe. Generally, 18 of the respondents with regards to all the ages chose not to respond to this question.

RESPONDENTS ACCORDING TO AGE

Response Choices	Over 60	Under 60	No response	Total
Very safe	29	35	3	67
Safe	59	65	6	130
Neither Safe/Unsafe	20	21	6	47
Unsafe	11	10	0	21
Very Unsafe	3	4	1	8
Don't Know	3	1	1	5
No Response	0	0	1	1
Total Response	125	136	18	279

Among the 279 total number of respondents to this survey, only 67.2% of the people living in the North of the Fox (n=119) area feel very safe, 12.6% feel unsafe, 17.6% feel neither safe nor unsafe, and 2.5% don't know. With regards to the people at the south of the Fox/East of 41 (n = 105); 68.6% feel safe, 10.5% feel unsafe, 19% feel neither safe nor unsafe, while 2% don't know. Lastly, 93% of those living in the south of the Fox/West of 41 (n = 40) feel safe, 3% feel unsafe, while 5% feel neither safe nor unsafe. Overall, there were 15 people that chose not to respond to this question. Thus, looking at all the percentages, it seems more living in the south of the Fox/West of 41 feel safer than those living in the other two locations mentioned.

RESPONDENTS & THEIR LOCATIONS

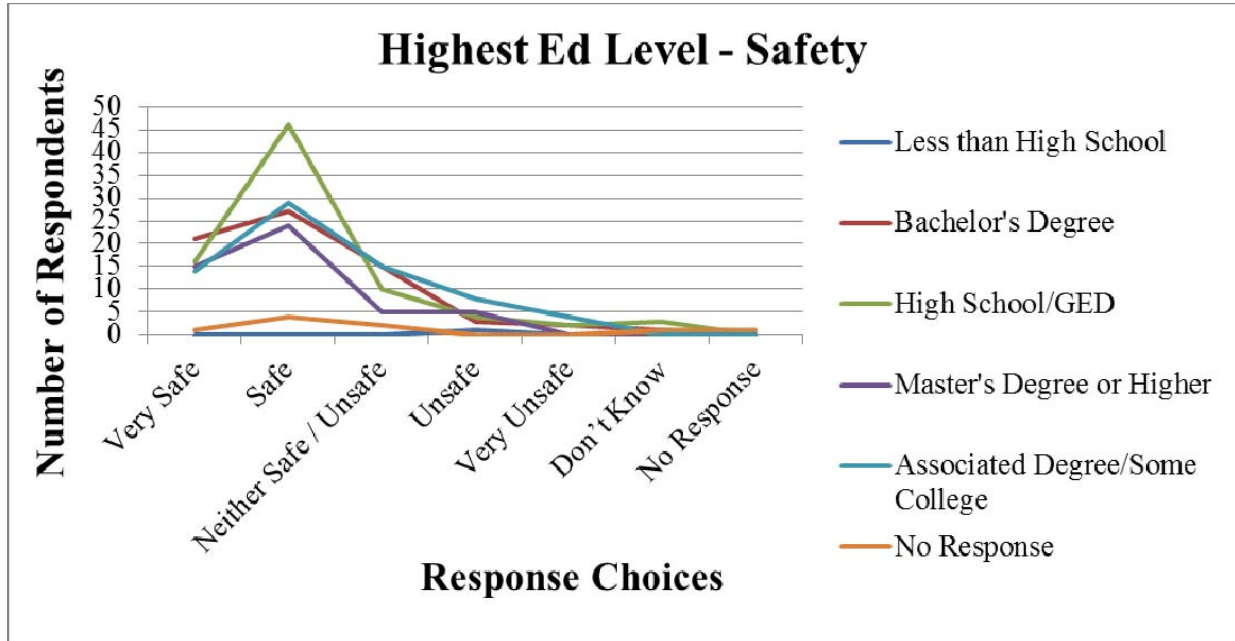
Response Choices	North of the Fox	South of the Fox/East of 41	South of the Fox/West of 41	No Response	Total
Very Safe	30	26	10	1	67
Safe	50	46	27	7	130
Neither Safe/Unsafe	21	20	2	4	47
Unsafe	10	9	0	2	21
Very Unsafe	5	2	1	0	8
Don't Know	3	2	0	0	5
No Response	0	0	0	1	1
Total	119	105	40	15	279

RESPONDENTS BY INCOME LEVEL

Response Choices	Less than \$23,999	\$50,000-\$74,999	\$100,000-\$149,000	\$25,000-\$49,999	\$75,000-\$99,999	\$150,000 or More	\$999	Total
Very Safe	4	16	7	10	18	8	4	67
Safe	17	34	15	35	16	3	10	130
Neither Safe/Unsafe	6	10	2	15	8	1	5	47
Unsafe	5	7	2	4	2	1	0	21
Very Unsafe	2	1	0	3	2	0	0	8
Don't Know	3	0	0	1	0	0	1	5
No Response	0	0	0	0	0	0	1	1
Total	37	68	26	68	46	13	21	279

The survey revealed that the respondents that earn \$100,000-\$149,000 feel much safer (85%) than the rest of the respondents in the other income brackets. However, due to the variations in the number of respondents for each of the income level, this answer is subject to scrutiny. To make a somehow valid conclusion, since the same number of respondents are in the \$50,000-\$74,999 and \$25,000-\$49,999 (n = 68 in each of these two income levels), it is safe to say that as the income level increases; the safety level decreases (74% versus 66% safety level). However, looking at another approach, when all the safety levels for each income level is compared to the total number of respondents (n = 279), the following percentages were revealed, 8%, 18%, 8%, 16%, 12%, and 4%, respectively. This shows that those in the \$500,000-\$74,999 income level feel safer than the rest. Thus, due to the variations in the total number of respondents in each income level, there are so many ways that this can be analyzed; it may be hard to draw a valid conclusion.

RESPONDENTS BY EDUCATIONAL LEVEL

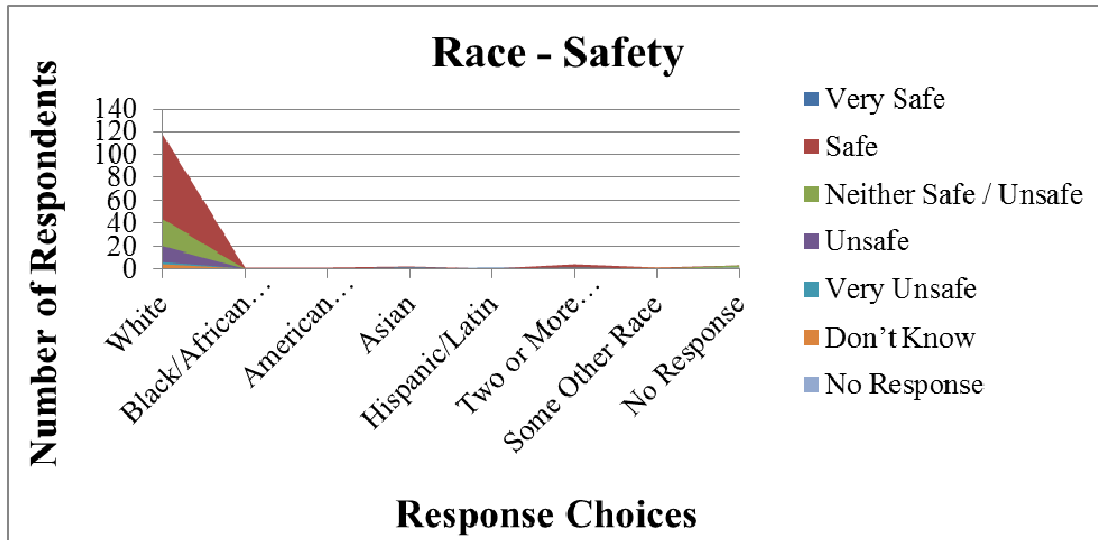


0% (n = 1) of those who have less than high school degree feel safe, 70% (n = 69) of those with bachelor's degree feel safe, 77% (n = 81) of those with high school/GED degree feel safe, 80% (n = 49) of those with master's degree feel safe, 61% (n = 70) of those with associated degree/Some College feel safe, and there were 9 total responses. With regards to the unsafely feelings, the following were reported: 0%, 7%, 7%, 10%, and 17%, respectively. The result shows that those with master's degree or higher have a higher safety level while those with associated degree/Some College reported that they do not feel safe. Just like the other analysis, this result is skewed due to the variations in the number of respondents in each level of education.

RESPONDENTS BY THEIR RACE

The graph below shows that 71% of the white respondents feel safe (n = 256), 100% Black African American (n = 1), American Indian/Alaska Native (n = 1), Hispanic/Latin (n = 1), and those of some other race (n = 2), feel safe. Also, 5% of the Asian respondents (n = 4), and 83% of those with two or more races (n = 6) feel safe. Examining the number of respondents in each race reveals that this result is not a true representation of all the races with 100% safety level because the higher percent derived is due to the low number of respondents (i.e. Only 1 or 2

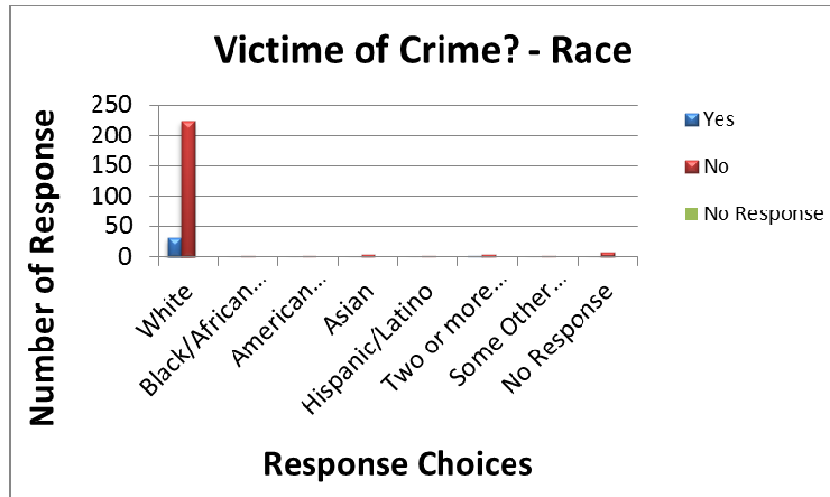
people from total respondents were from those races). Thus, if more people had participated from those races, the results may be different.



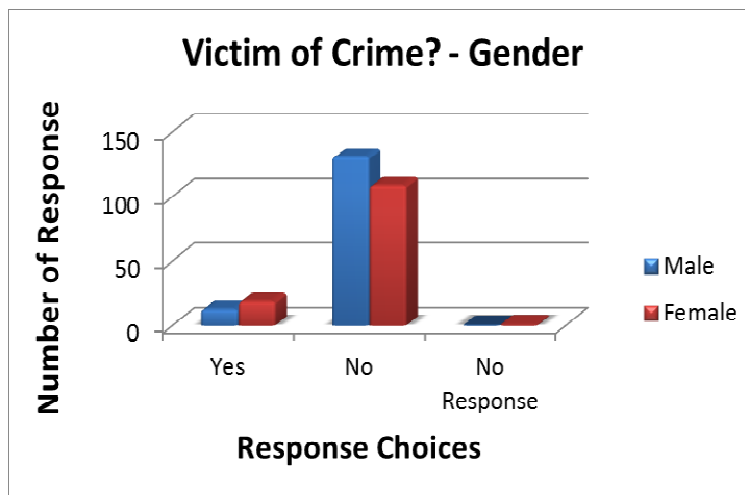
During the past 12 months, were you or anyone in your household the victim of a crime? – Question 4

Overall, according to the respondents who were involved in the paper based survey (n=279), 11.8% said they have been victims of crime and 87.5% said they have not been victims of crime, with a 0.7% no responses. However, according to the online survey (n = 292), 11.6% reported they have been victims of crime, 87.7% have not and 0.7% reported no response. Breaking down the paper based survey into race, gender, and location, the graph below depicts the number of respondents to this particular question above with regards to variables.

It appears that more whites than other races (12% verses 0%), reported that they have been victims of crime. However, this result may not be total accurate since 256 white, 1 Black/African American, 1 American Indian/Alaska Native, 4 Asian, 1 Hispanic/Latin, 6 two or more races, 2 some other race, and 8 no response, respondents answered this particular question. If an appropriate or equitable number for each race had participated in the survey, this result may have been different.



The graph below representing gender differences in crimes shows that more males than females reported that have been victims of crime as 144 males and 129 females reported that they have been victims of crime.

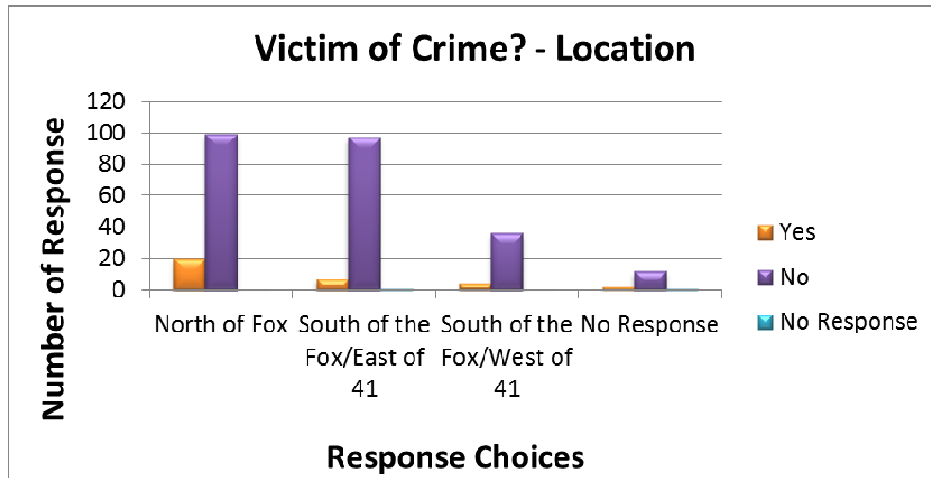


This table represents the number of respondents who responded to this question relating to their age levels, and it is evident that more people in the under 60 age level reported that they have been victims of crime.

	Yes	No	No Response
Over 60	11	113	1
Under 60	21	115	0
No Response	1	16	1

Lastly, according to this graph, 20 people living in the North of Fox, 7 living in the South of the Fox/East of 41, 4 living in the South of the Fox/West of 41, respondents reported that they

have been victims of crime, with a total of 2 no response. Thus, more people living the North of Fox have been victims of crime than those living in the other areas of Oshkosh.



If “Yes”, did you report all of these crimes? – Question 5

Overall, the online survey (n = 292) shows that, 5.5% people reported the crime, 5.5% didn’t report it, 0.7% don’t know whether they reported it or not, and 88.4% chose the no response options. The paper based survey result also shows that 5.7% reported the crime, 5.4% didn’t report it, 0.7% don’t know, and 88.2% chose the no response option. These two results shows closely the same percentages, however, further breaking down the paper based survey reveals the following results according to gender, race age and location, in relation to the previous question above (question 4).

The table below shows that more females than males who were victims of crime, reported the case (7 males verses 9 females), however, the difference is not that huge.

	Yes	No	Don’t Know	No Response	Total (N)
Male	7	5	1	131	144
Female	9	9	1	110	129

The race tabulation below shows that more whites that were victims of crime (15 out of the 31 white victims of crime) than other races reported their case. The same validation issues apply here due to the high disparity in the frequency (n) of respondents in each race.

	Yes	No	Don't Know	No Response
White	15	14	2	225
Black/African American	0	0	0	1
American Indian/Alaska Native	0	0	0	1
Asian	0	0	0	4
Hispanic/Latino	0	0	0	1
Two or more Races	1	1	0	4
Some Other Race	0	0	0	2
No Response	0	0	0	8

The graph below shows that more people under age 60 (10 out of the 21 victim of crime under age 60) reported their incident as compared to the other age levels.

	Yes	No	Don't Know	No Response
Over 60	6	5	0	114
Under 60	10	9	2	115
No Response	0	1	0	17

The table below shows that out of the 20 people living in the North of Fox (as reported in the previous question above; question 4) who reported that they were victims of crime, only 13 of them actually reported it. The number of no responses is so high that it is reasonable for one to reason as to why these people choose not to report their crime incident.

	Yes	No	Don't Know	No Response
North of Fox	13	7	0	99
South of the Fox/East of 41	0	5	2	98
South of the Fox/West of 41	2	2	0	36
No Response	1	1	0	13

City of Oshkosh Importance and Quality of Services – Question 6 and 7

Importance of Services

The 2013 City of Oshkosh Survey data will help provide the difference since the 2009 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 the last five years. 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.

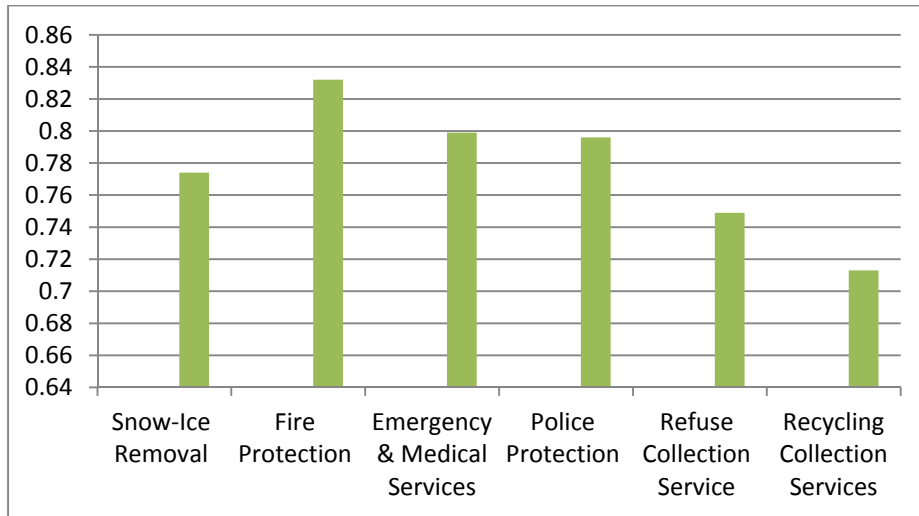
Following services were rated very important by over seventy-percent of the respondents: Snow-Ice Removal (77.4%), Fire Protection (83.2%), Emergency medical Services (79.9%), Police Protection (79.6%), Refuse Collection Service (74.9%), and Recycling Collection Services (71.3%). A reason why the Snow-Ice Removal (77.4%) percentage was as high could be the timing of the survey (March '13) and the intensity of the snow fall in the winter of '13, while were significantly higher than a year before.

Three services that rated as one of the least important to the responders are: Lake Shore Golf Course (19.8%), Community Media Cable TV, Radio, Internet Services (6.4%), and Pollock Aquatic Center (4.0%). The reasoning behind low importance is unknown, but it is important to note that 60.6% of the respondents have no children. 63.0% are employed full time, and 59.8% are married. In the survey from 2009 services that were ranked with low importance were identical to this year's survey, so it is very important to make sure that if these services are not seen as a priority to citizens, future allocation of funding for these services should be addressed accordingly.

Question 6. Importance of Services – percentages.

Importance of City Services	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	No Opinion/ Neutral
<i>Community Services</i>					
Support for Neighborhood Revitalization Programs	25.7	37.1	4.5	3.0	29.7
Oshkosh Public Museum	22.3	33.2	8.9	2.0	29.7
Community Media Cable TV, Radio, Internet Services	18.8	30.7	8.4	6.4	35.6
Public Library Services	54.0	13.9	1.5	.5	30.2
Senior Services Center	33.7	15.8	3.0	2.5	45.1
Transit System	42.1	20.8	4.5	1.0	31.7
Appearance of City-Owned Buildings	19.8	37.6	7.4	1.5	33.7
<i>Parks</i>					
Bike and Pedestrian Trails	29.2	28.7	5.9	2.0	34.2
Lake Shore Golf Course	4.0	15.8	12.9	19.8	47.5
Appearance of City Parks & Greenways	40.1	28.2	1.0	.5	30.2
Pollock Aquatic Center	19.3	28.2	5.9	4.0	42.6
<i>Economic Development</i>					
Economic Development Assistance to Businesses	27.7	27.7	3.0	2.0	39.6
Efforts to Improve the Quality of Housing	34.2	23.8	5.0	.5	36.7
Building Permits and Inspections	15.8	25.7	11.9	1.0	45.6
Enforcement of Property Maintenance/Nuisance Codes	26.2	27.7	7.9	2.5	35.7
Land Use, Planning, and Zoning Services	18.3	32.2	4.5	1.0	44.1
<i>Refuse and Recycling</i>					
Leaf and Brush Pick up	23.8	34.7	5.0	2.0	34.7
Recycling Collection Services	50.5	15.8	1.5	.5	31.7
Refuse Collection Service	49.5	12.9	1.5	.5	35.7
<i>Protective Services</i>					
Police Services	62.4	5.9	.5	.5	30.7
Emergency Medical Services (ambulance)	61.9	5.9	.5	0	31.7
Fire Protection and Prevention Services	63.9	3.5	.5	.5	31.7
<i>Road Maintenance and Construction</i>					
City Parking Facilities	18.8	31.7	9.4	.5	31.7
City's Sidewalk System	36.1	26.7	4.5	1.5	31.2
Removal of Snow and Ice From City Streets	55.9	12.4	1.0	0	30.7
Traffic Signs and Signals	47.5	19.3	1.0	0	32.2
Street Lighting	47.0	21.3	1.0	0	30.7
Street Maintenance and Sweeping	29.2	33.7	5.9	1.5	29.7
Street Repair	56.4	13.9	0	0	29.7
<i>Storm Drainage</i>					
Storm Drainage Systems	52.0	16.8	1.5	0	29.7

Very Important Services shown in percentages (%)



Quality of Services

The survey results this year indicate that for the most part the residents feel the quality is at least fair or better in most cases. The areas that received a majority of good or better responses are highlighted in yellow below. Overall the responses indicate that most residents feel the quality of services is at least average at worst and majority feel the quality is good or better in many areas as well.

Area of Rating	Excellent Quality	Good Quality	Fair Quality	Poor Quality	Don't Know	No Response
Neighborhood Revitalization	9	62	109	17	86	9
Oshkosh Public Museum	42	123	70	4	44	9
Community Media Services	23	88	84	8	78	11
Public Library	83	136	45	X	19	9
Senior Center	47	99	46	2	91	7
Transit System	35	110	58	10	68	11
Maintenance/Appearance City Buildings	16	125	104	15	25	7
Bike and Pedestrian Trails	28	137	68	7	43	9
Golf Course	17	83	37	2	141	12
Maintenance/Appearance of City Parks and Greenways	29	159	71	10	14	9
Pollock Aquatic Center	32	119	29	3	98	11
Economic Development Assistance to Businesses	7	44	66	16	145	14
Efforts to Improve the Quality of Housing	4	46	83	22	122	15
Building Permits and Inspections	7	64	80	22	106	13
Enforcement of Property Maintenance/Nuisances Codes	7	50	71	45	103	16
Land Use, Planning and Zoning Services	8	45	78	24	121	16
Leaf and Brush Pick-up	60	146	58	13	7	8
Recycling Collection Services	121	126	32	3	2	8
Refuse Collection Services	120	129	28	5	3	7
Police Services	92	124	31	9	24	12
Emergency Medical and Rescue Services	101	103	25	1	48	14
Fire Protection and Prevention Services	104	113	18	X	43	14
City Parking Facilities	17	110	86	7	61	11
City Sidewalk System	20	142	98	16	5	11
Removal of Snow and Ice From City Streets	38	118	78	48	1	9
Traffic Signs and Signals	49	170	60	3	2	8
Street Lighting	35	166	63	17	4	7
Street Maintenance and Sweeping	33	142	79	25	4	9
Street Repair	15	69	106	85	5	12
Storm Drainage Systems	17	81	100	58	25	11

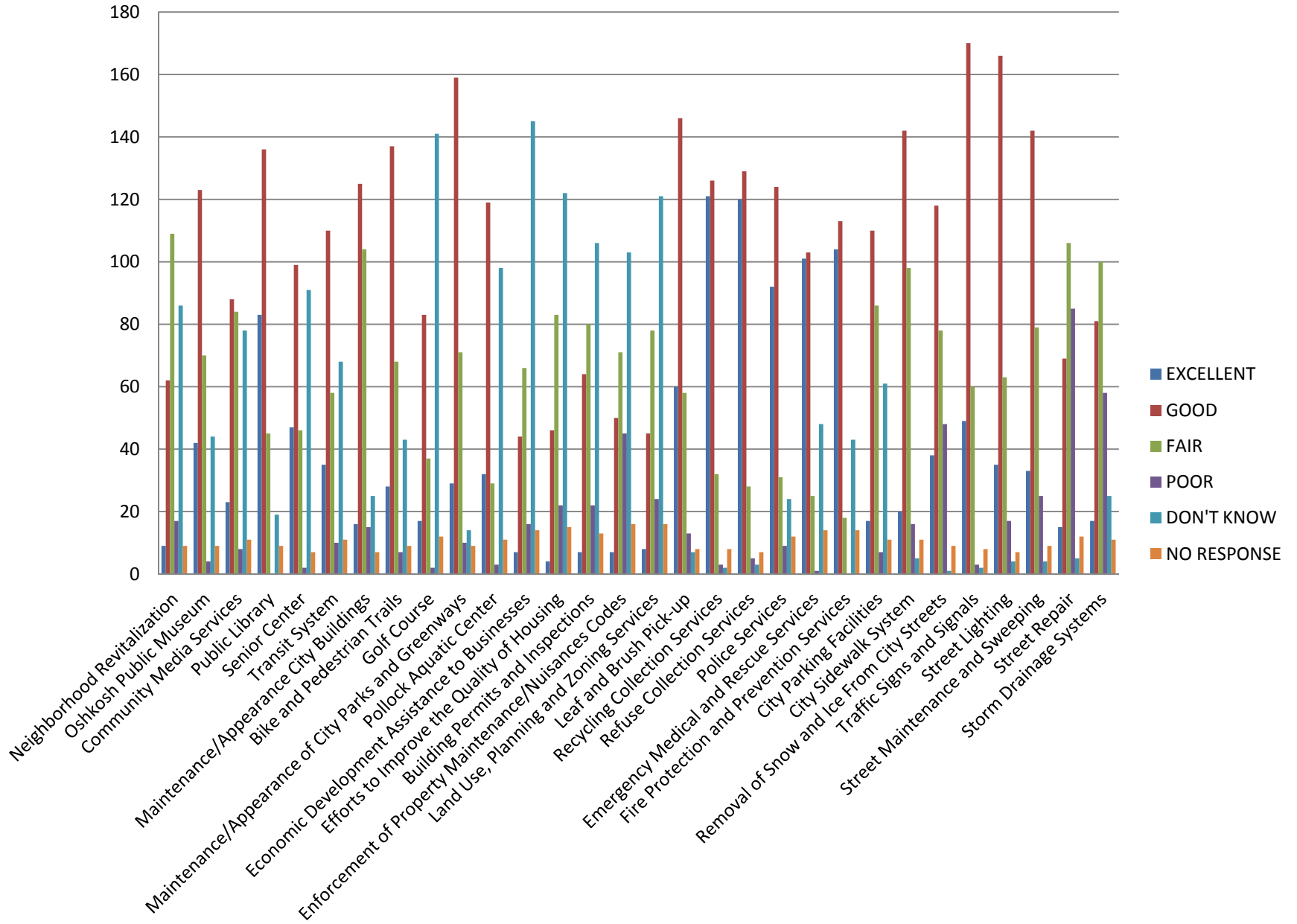
The data illustrates this point in that 14% of total responses rated the quality of all services as excellent, 38% rated them good, 23% rated them fair and 3% rated them poor. There were 18% of responses who answered didn't know and 4% had no response at all. There were two areas: Street Repair and Storm Drainage Systems that received the lowest overall ratings. This is not a surprise given prior year results and the city is working to improve these areas.

Other areas with totals highlighted in blue above had a large number of "Don't Know" responses possibly skewing the results. In the cross calculations that compared Quality to Frequency, it appears that many of the "Don't Know respondents selected "Annually" for their answers for frequency of usage. This impacts the results because "don't know" responses not have the same meaning as "annually" in a cross tab comparison. That said there were no real surprises in the data when comparing frequency of usage to quality of services. The data was consistent across all areas. Those areas most frequently used had the higher quality ratings. Outside from the obvious (e.g. Senior Center usage and over 60 age group) the same results were noted when comparing demographics to quality of services.

It is difficult to compare 2013 results to the results from 2009 because the 2009 survey only allowed for four response categories (Excellent, Good, Fair and Poor). It is possible to come to a fair comparison by removing the don't know and no response results from the 2013 survey and distributing those numbers evenly over the Excellent, Good, Fair and Poor categories. Surprisingly, the numbers increase from 14 to 20% Excellent, remain the same at 38% for good rating, increase from 23 to 28% for fair rating and increase slightly to 4% for poor rating.

In the future it may be beneficial to limit response options to excellent, good, fair and poor as in prior years. No response would be just that and eliminate some of the data comparison and cross tabulation difficulties.

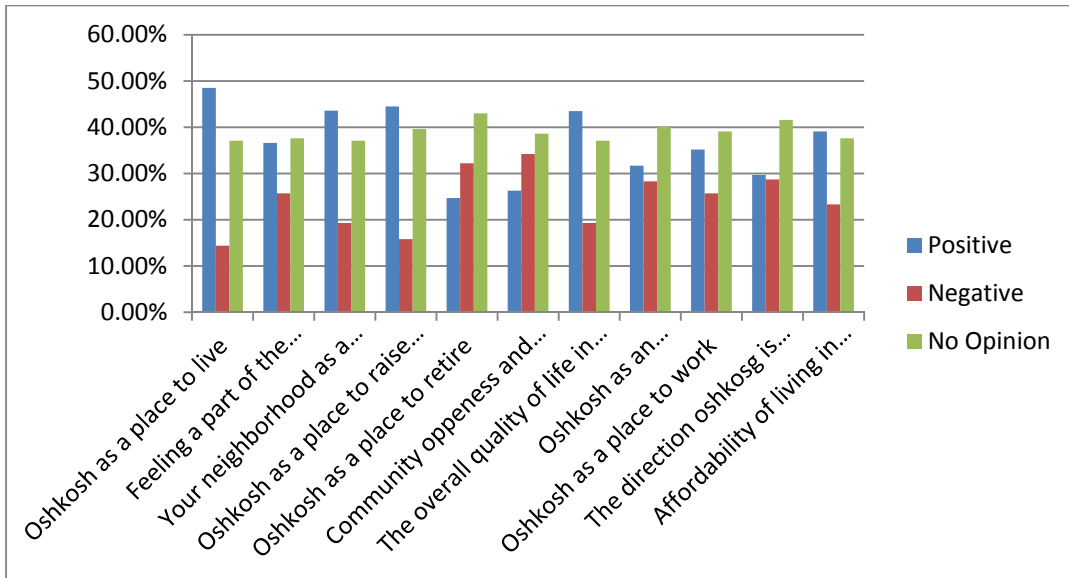
Quality of Services



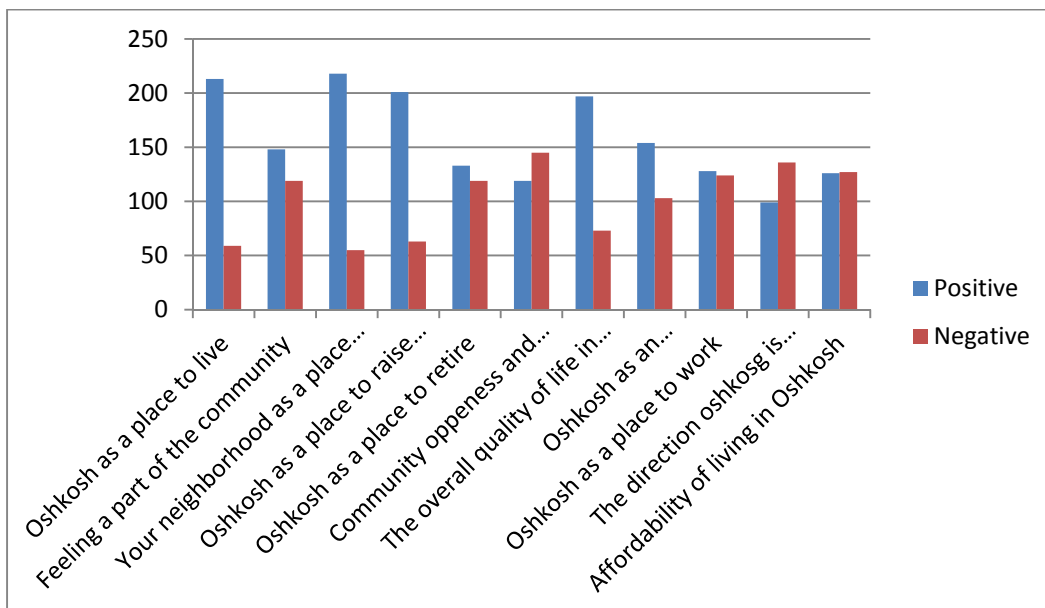
How Citizens of Oshkosh Feel About Their City -

Question #12

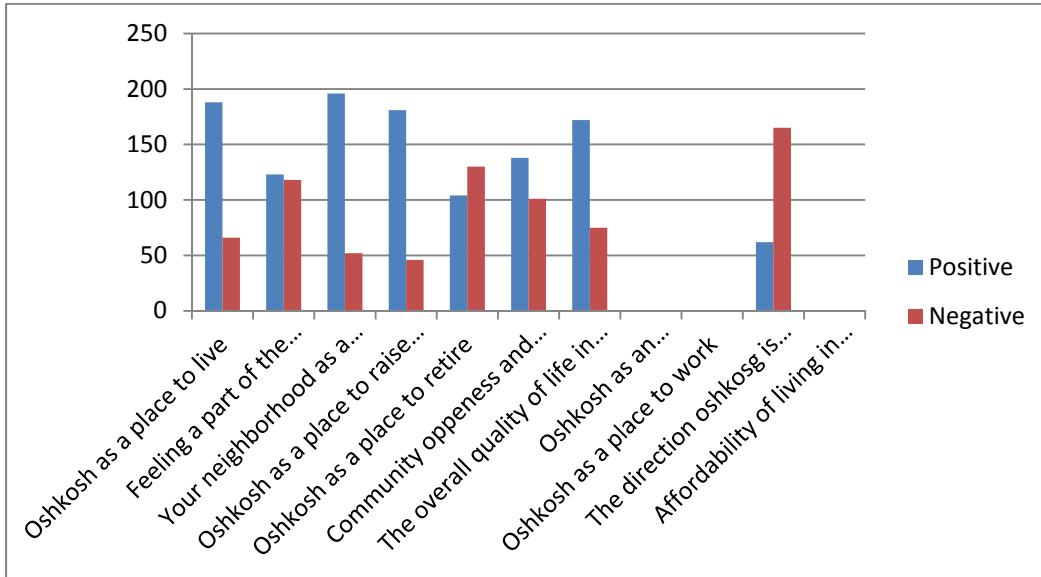
Percentage of respondents



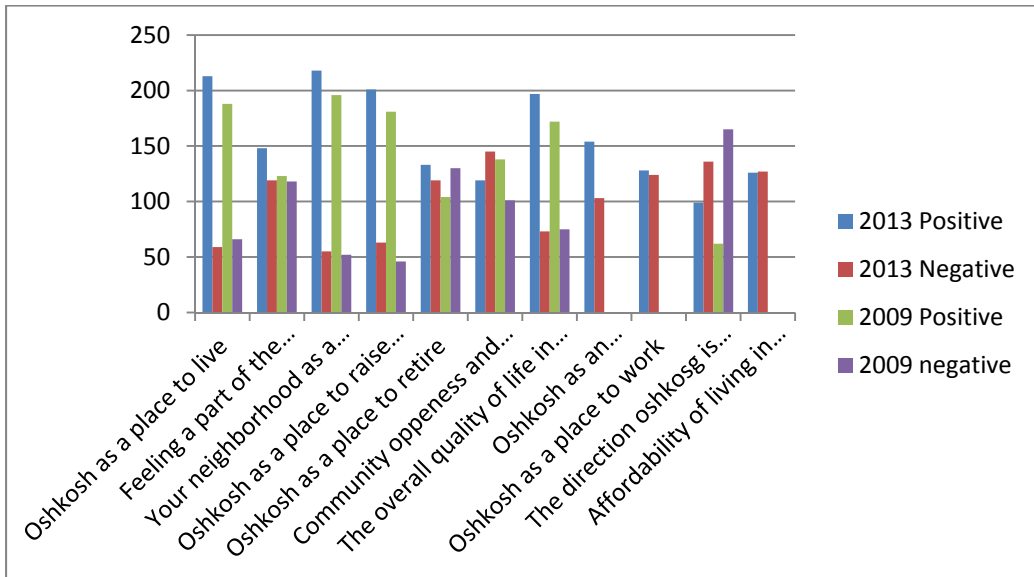
Compassing the respondents from 2013 to 2009



Number of respondents 2009



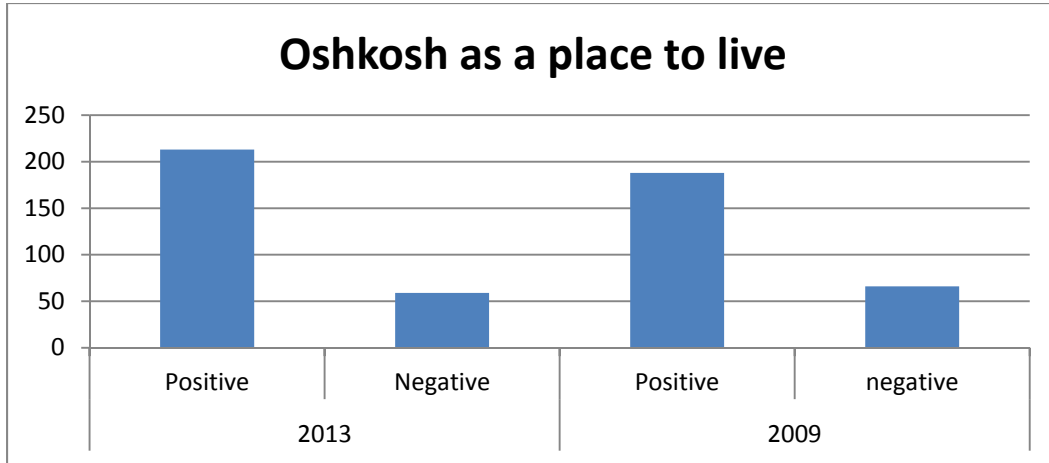
Number of respondents 2013



How Oshkosh Citizens feel about their City as a place to live

There were 272 valid responses and 7 answers of “no-opinion” to this question, with an average score of 2.5 percent. Nearly 80 percent of respondents indicated a positive response to Oshkosh as a place to live. Along gender lines, about 50 percent of females listed Oshkosh as a positive place to live, whereas men graded Oshkosh positively at a rate of 53 percent. Out of 62

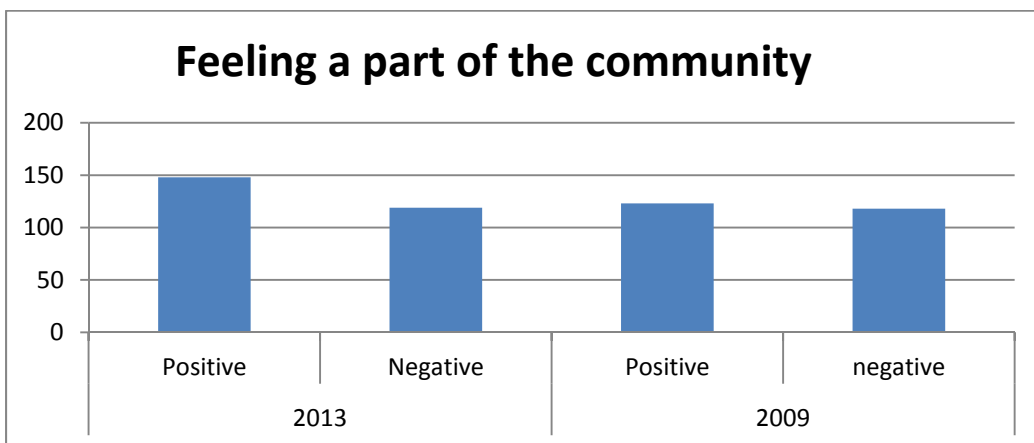
percent of married people that participated, about 13 percent scored Oshkosh excellent, 42percent marked good and 66percent chose fair



How Oshkosh Citizens feel about their City as a part of the community

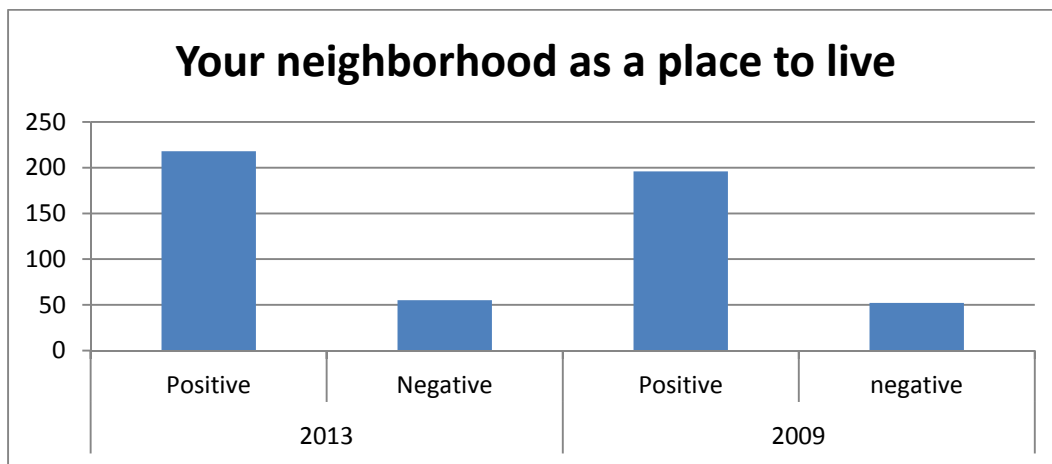
There were 279 valid responses to the sense of community rating with 12 answers of “no opinion.” 53 percent of respondents feel a “positive” sense of community in Oshkosh. Again, “positive” refers to a combination of ‘excellent’ and ‘good’ responses. 42.6 percent of respondents rated Oshkosh as fair or poor while 4.3 percent had no opinion.

When cross-tabulating the data for sense of community and homeowner status it shows that 55 percent of homeowners who responded have a “positive” sense of community, an increase from the 2009 Oshkosh Survey result of 48 percent.



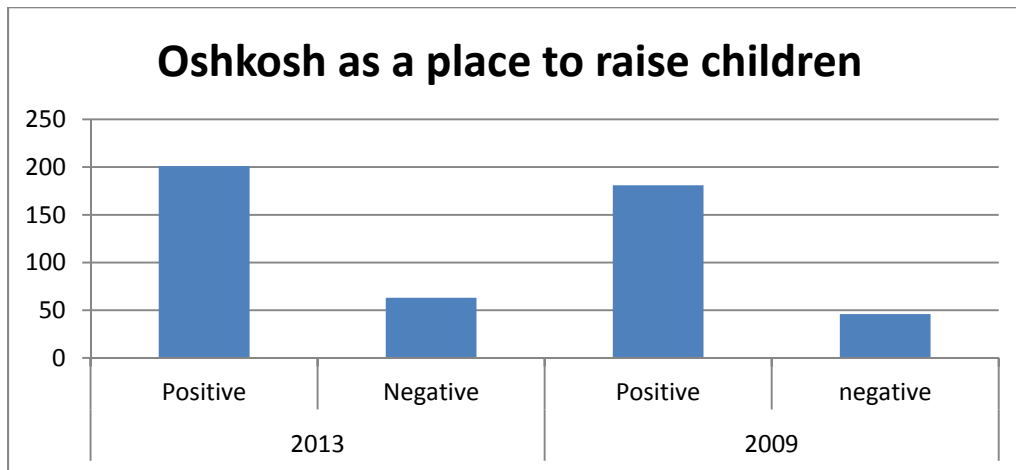
How Oshkosh Citizens feel about their City regarding their Neighborhood as a place to live

There were 279 valid responses to the neighborhood as a place to live question. Residents feel their neighborhoods in Oshkosh are slightly better than “good” places to live than in 2009 survey. 45.5 percent of respondents felt their neighborhood is a good place to live while 32.6 percent felt that it is an excellent place to live. Only 19.7 percent of respondents had negative feelings about their neighborhood, as a place to live. This positive response is similar to the 2009 Oshkosh Survey result.



How Oshkosh Citizens feel about their City as a place to raise children

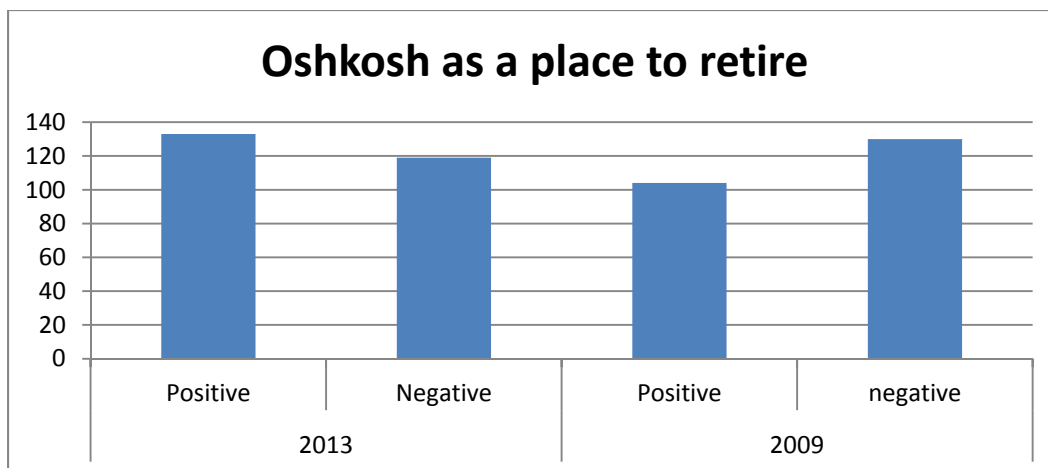
There were 279 valid responses and 15 answers of “no-opinion” to this question. 72.1 percent of respondents indicated a positive response to Oshkosh as a place to raise children, which is slightly improvement from the 2009 Survey where 70 percent of respondent indicated positive response to Oshkosh as a place to raise children. Along gender lines, 73 percent of men listed Oshkosh as a positive place to raise children, whereas women graded Oshkosh positively at a rate of 71 percent. 24.4 percent of respondents scored Oshkosh excellent, 47.7 percent marked “good” and 19.7 percent chose “fair”.



How Oshkosh Citizens feel about their City as a place to retire

There were 279 valid responses and 27 answers without an opinion to this question. The results between positive and negative responses were pretty close, 42.7 percent negative and 47.7 percent positive, with roughly 9.7 percent undecided. The slight difference from the survey conducted in 2009; where only 40 percent of respondents felt positive for Oshkosh as a place to retire and 50 percent had negative response. Respondents age 60+ rated Oshkosh more favorably (64 percent positive) than those under 60 (33 percent positive).

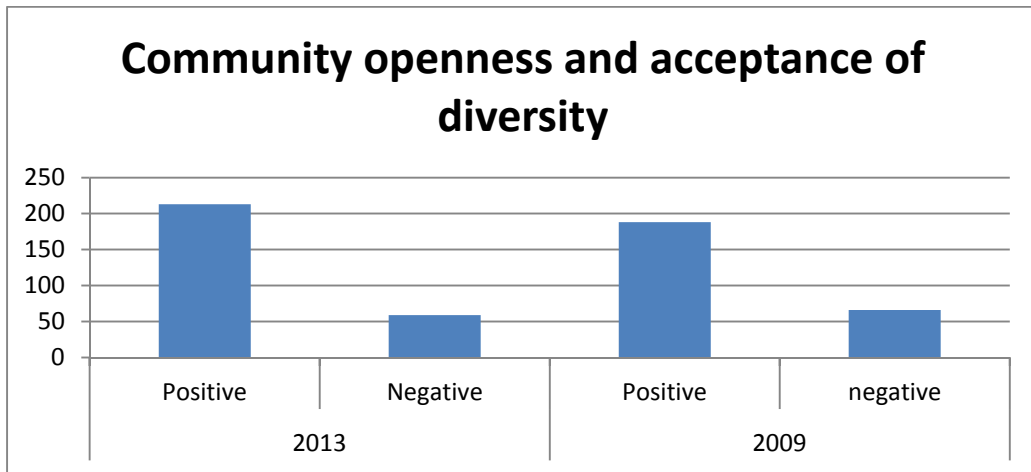
Survey results indicate that people who have lived in Oshkosh for over 20 years rate Oshkosh a positive place to retire (51.8 percent). Of those results 51 percent are male, and 44.4 percent are female.



**How Oshkosh Citizens feel about their City
Regarding Community openness and acceptance of diversity**

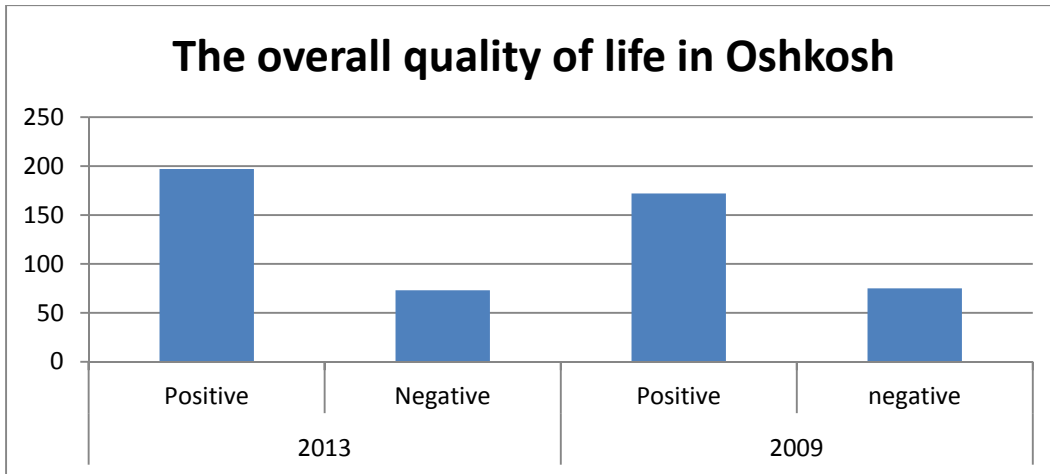
There were 279 valid responses and 25 no-opinion answers to this question. 39.1 percent of these valid responses grade Oshkosh as positive regarding community openness and acceptance to diversity. 52 percent of respondents scored a negative answer to this question. In the 2009 survey 54.1 percent of responses grade Oshkosh as positive regarding community openness and acceptance to diversity. 39.6 percent of respondents scored a negative answer to this question, which shows that 15 percent of respondents feel less satisfied with community openness and acceptance of diversity than five years ago.

The overwhelming majority of respondents identified their race as “white.” Among those of other races, three gave answer as “excellent”, one gave an answer of “good,” while three answered “fair”, and five answered “poor” 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.



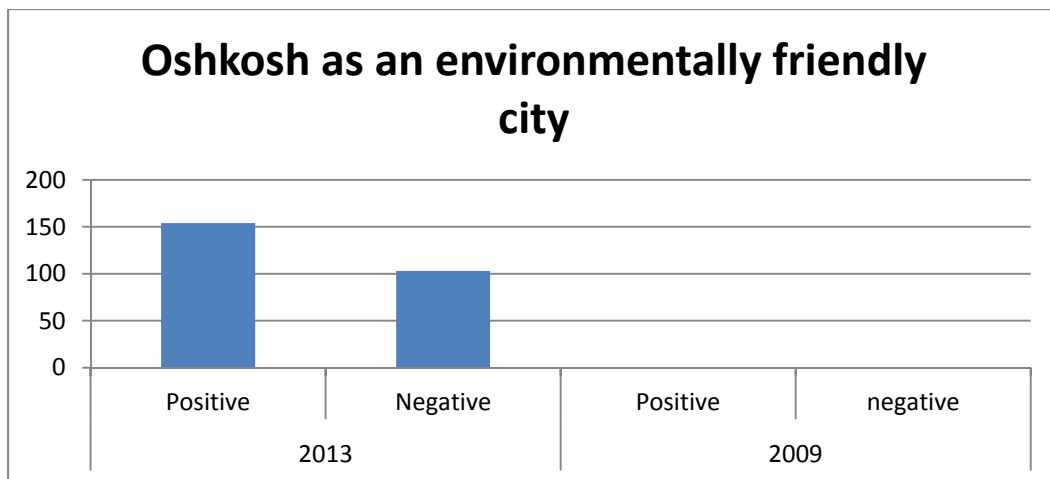
How Oshkosh Citizens feel about their City the overall quality of life

There were 279 valid responses and 9 no-opinion answer in grading the overall quality of life in Oshkosh. The results indicate that 71.6 percent of respondents view quality of life as positive in Oshkosh. Across the gender lines, as 79.1 percent of males and 69.7 percent females gave a positive rating. This result stayed the same over the last five years for females and decreased by 4.2 percent for males.



How Oshkosh Citizens feel about their City as an environmentally friendly city

There were 279 valid responses and 27 no-opinion answers to this question which makes almost 10 percent of all responses. Respondents feel positive that Oshkosh is an environmentally friendly city, at 55.2 percent. The percentage of residents who feel Oshkosh is good place to live and environmentally friendly is very similar across the gender lines 56.9 for males and 55 percent of females see Oshkosh as an environmentally friendly place to live.



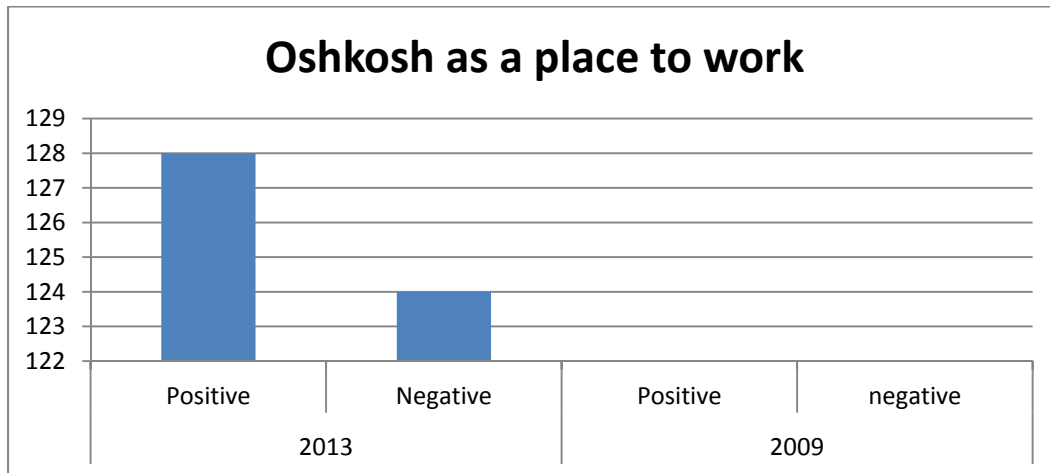
No data from 2009

How Oshkosh Citizens feel about their City as a place to work

There were 279 valid responses and 15 no-opinion answers to this question. Overall, 45.9 percent of all respondents view Oshkosh as a positive place to work, 34.4 percent scored Oshkosh negatively, and 9.7 percent indicated no opinion.

When accounting the employment status almost 50 percent of respondents were unemployed, par-time, students, self-employed (0.02 percent), or retired, the full-time employed ones rated 45 percent as a positive for Oshkosh place to work and 48 percent rated negative. Majority of responders rated Oshkosh as a place to work 35.6 percent as a “good” and 34.8 percent as “fair”.

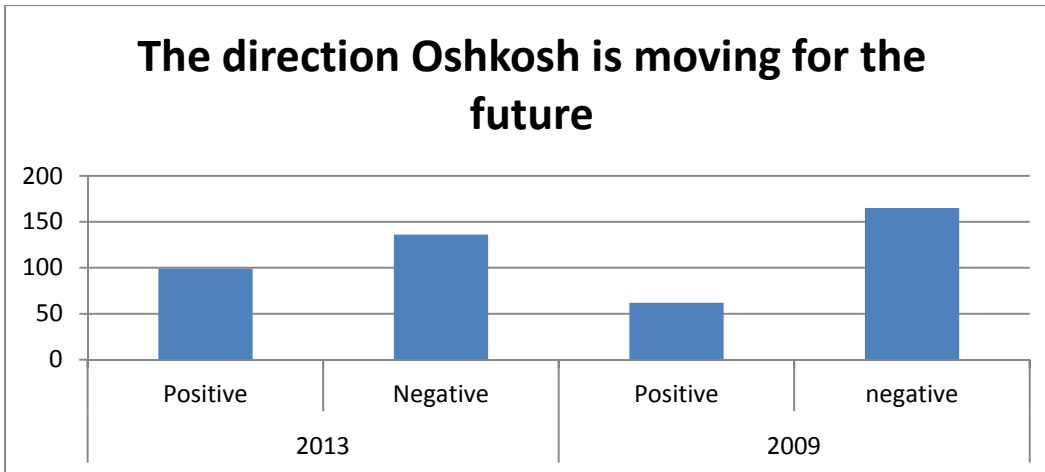
When accounting for education, 46.9 percent of respondents with a Master Degree or Higher rate Oshkosh as a “good” place to work, while a majority of those with an associate degree or only a high school diploma rate Oshkosh in the “fair category.”



No data from 2009

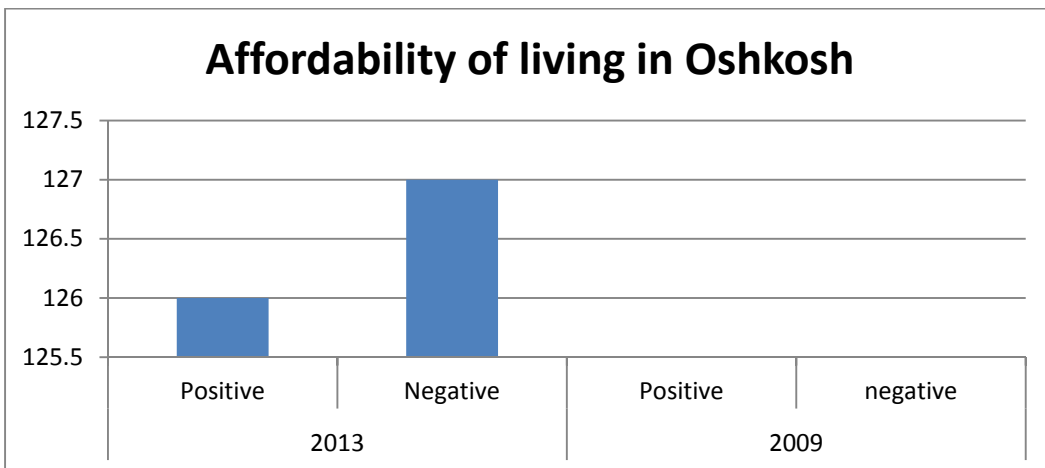
How Oshkosh Citizens feel about their City and Direction Oshkosh is moving for the future

There were 279 valid responses and 44 no-opinion answers to this question, which makes the 15.8 percent of all responses. About 35.5 percent of these valid responses express a positive attitude towards Oshkosh’s plans for the future, which is slightly higher from the to 2009 survey where 24.3 percent of the responses were positive, however 48.8 percent of respondents view Oshkosh’s direction for the future negatively.



How Oshkosh Citizens feel about their City regards the Affordability of living in Oshkosh

Of the 279 valid responses, 44.4 percent of respondents rated Oshkosh in the good category. Most respondents feel that Oshkosh is an affordable place to live. 45.5 percent of respondents say Oshkosh is not affordable, ranking it “fair” and “poor”.



No data from 2009

Quality of Services Evaluated Based on Frequency of Usage

The data indicates that the level of satisfaction with a service was directly related to the frequency of usage. The majority of categories received a majority of good quality ratings based on frequency of usage. The areas of “Building Permits and Inspections” and “Enforcement of

Property Maintenance/Nuisances Codes” realized the lowest satisfaction based on responses. Generally, the more frequently a service was used, the higher a quality rating was witnessed.

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.

Analysis of Importance and Quality of Services

High Importance/High Quality

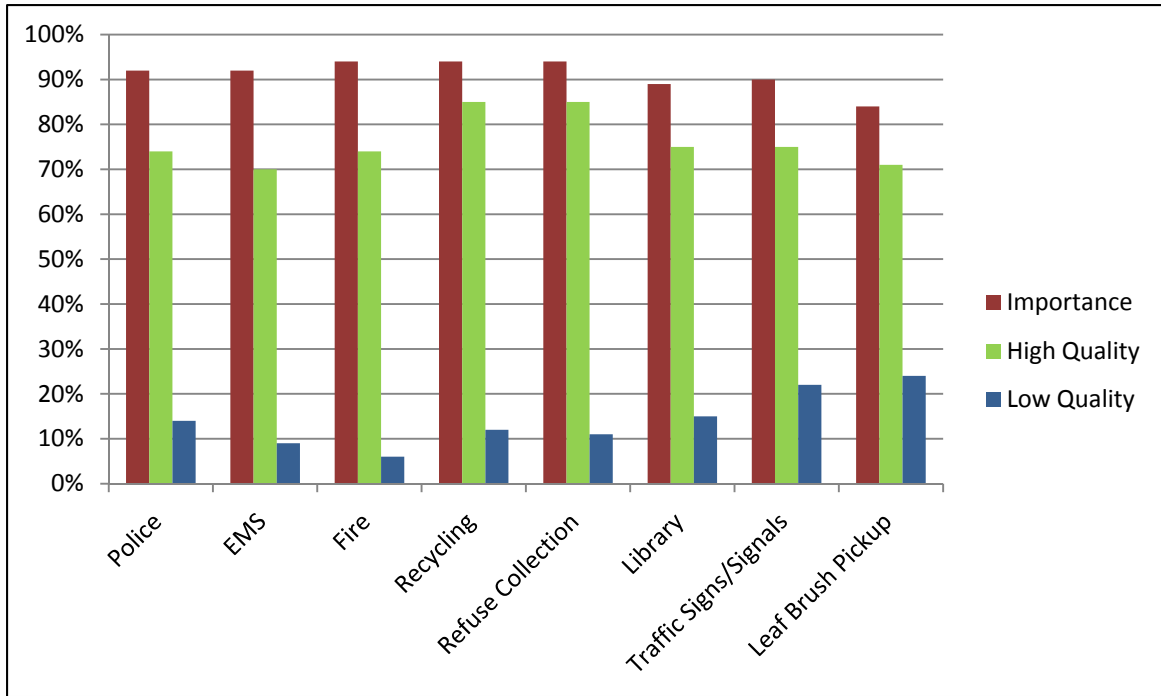
Upon statistical analysis of the importance and quality of services, it was found through the use of cross tab analysis that some of the services are rated high in importance and high in quality. The following methodology was used to analyze these results:

- The importance of the service was figured by the total number of combined responses of “very important” and “somewhat important” divided by the total number of respondents (High Importance)
- The cross tabbed high quality of the service was figured by the total number of “excellent quality” and “good quality” responses divided by the total number of respondents (High Quality)
- The cross tabbed low quality of the service was figured by the total number of “fair quality” and “low quality” responses divided by the total number of respondents (Low Quality)

Those services that were rated high in importance and high in quality were: Police, Fire Protection and Prevention, Emergency Medical Services (EMS), Recycling, Refuse, Library Services and Traffic Signs and Signals. All of these listed services were rated over 80% in importance and at or over 70% in the quality of the service. Each of these services also had very low percentages in the areas of “fair” and “poor” quality coming in at or under 15%. It should be noted that leaf pickup and traffic signs had low quality ratings at 24% and 22% respectively which was a bit higher than the other areas despite the high importance rating.

Importance vs. Quality of Service

City Service	Importance Rating	Quality Rating	
		High Quality	Low Quality
Police	92%	74%	14%
EMS	92%	70%	9%
Fire	94%	74%	6%
Recycling	94%	85%	12%
Refuse Collection	94%	85%	11%
Library	89%	75%	15%
Traffic Signs & Signals	90%	75%	22%
Leaf Brush Pickup	84%	71%	24%



In comparison to previous survey results the high importance and high quality services are pretty consistent with Police, EMS and Fire services all being rated high in importance and quality. Other areas that get mentioned periodically are Library services, Refuse Collection and Leaf Brush Pickup. It is clear from the study that these services are high in importance and quality but may not have been mentioned in every survey result or the questions had been worded differently. In addition, recycling and garbage collection has gone to a single stream collection method recently and this survey may be the beginning of an increase in quality for these services. Traffic Signs and Signals are high importance and quality and had not been mentioned previously.

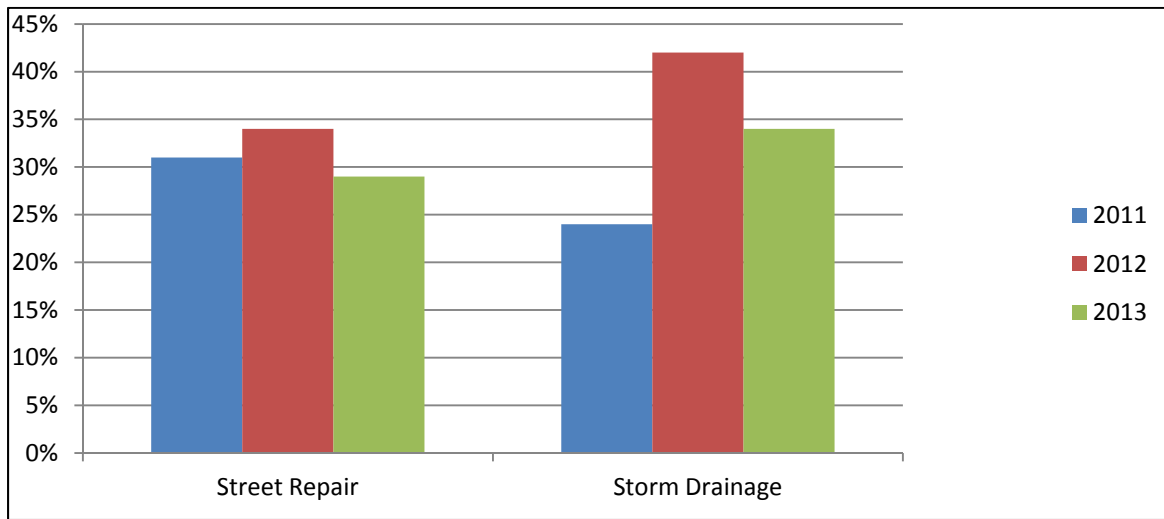
High Importance/Low Quality

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 high in importance but low in quality. The same methodology was used to analyze these results as was previously mentioned. The area of concern are those areas rated over 80% in importance and less than 55% in a corresponding high quality rating. These areas are Street Repair, Storm Drainage, and Snow/Ice removal. Each of these areas were rated well above 90% in importance but had less than 55% for a high quality rating. It was further concerning that Street Repair and Storm Drainage were

30% and 34% respectively. It should be noted that Street Repair and Storm Drainage saw an increase in quality from 2011 to 2012 and then regressed back down in 2013 (See Below). However, the storm drainage is still above the 24% rating in 2011. On a positive note in this graph is the Sidewalks category. The Importance of the service remained the same but the Quality of the service increased from 53% in 2011 to 55% in 2013.

Year-to-Year Comparison – Street Repair and Storm Drainage

City Service	2011	2012	2013
Street Repair	31%	34%	29%
Storm Drainage	24%	42%	34%

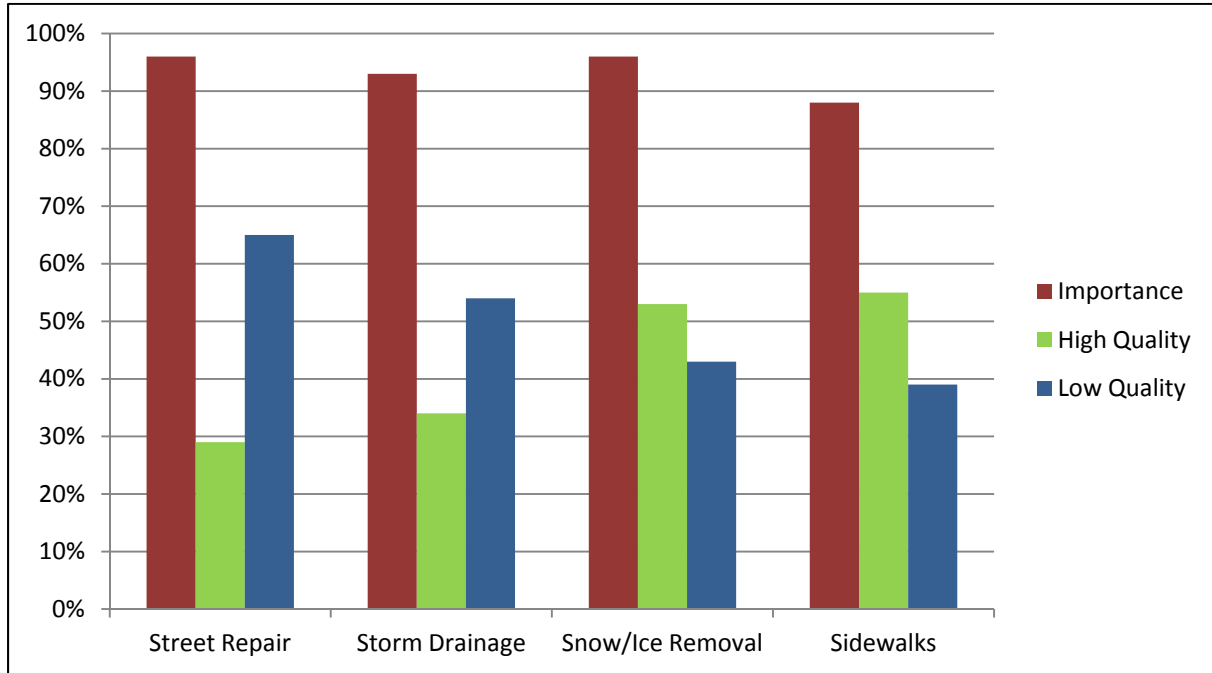


Importance vs. Quality of Service

City Service	Importance Rating	Quality Rating	
		High Quality	Low Quality
Street Repair	96%	29%	65%
Storm Drainage	93%	34%	54%
Snow and Ice Removal	96%	53%	43%
Sidewalks	88%	55%	39%

Additional Concerns

Through cross tab analysis of the importance of services and quality of services there were some



areas that did not rise to the level of a High Importance/High Quality or High Importance/Low Quality but the cross tab analysis did reveal some information that may be of concern. The areas to be discussed are Neighborhood Revitalization, Efforts to Improve Quality Housing, Economic Development Assistance to Businesses and Lake Shore Golf Course.

Neighborhood Revitalization

The survey shows that 69% of all respondents believe that Neighborhood Revitalization is either very important or somewhat important. Yet, of those people 43% rate the service as either fair quality or poor quality and only 24% rate it as Excellent or Good Quality. In addition, 29% of all respondents say they “Don’t Know” about the quality of service. The combination of respondents that either rate the quality of service low or do not know the quality of the service is concerning. The improvement of the service and additional advertising would benefit the programs currently in use.

Efforts to Improve Quality Housing

It was noted in the survey that 72% of all respondents say that efforts to improve quality housing is either very important or somewhat important. However, 42% of all respondents report they do

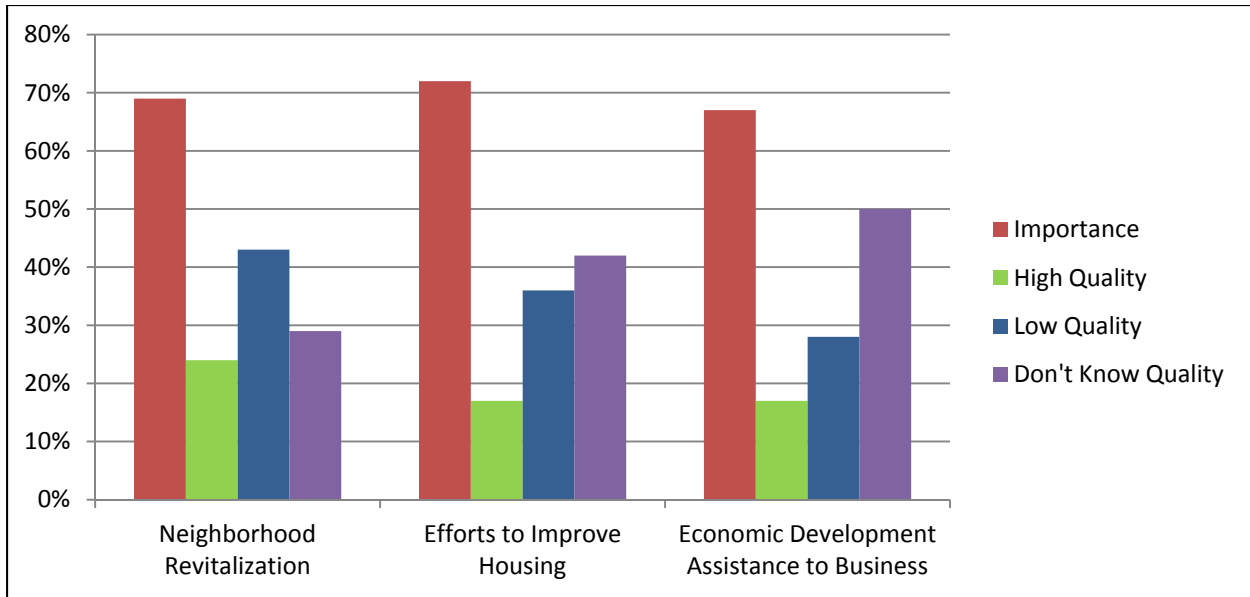
not know the quality of the service. This indicates that if efforts are being put into this program, citizens may not be aware and some citizens may be interested and/or benefit from the efforts to improve housing. It should also be noted that 36% say the service is Fair or Poor Quality.

Economic Development Assistance to Businesses

It was noted that 67% of all respondents say that Economic Development Assistance to Businesses is either very important or somewhat important; however, 50% do not know the quality of this service. There are two notable concerns regarding this percentage. First is whether any of these citizens own businesses and would benefit from the assistance if they were aware of it; subsequently improving the overall business market in Oshkosh. The second concern is the overall sense of pride in the area. Citizens unaware of efforts to improve businesses or business development will continue to believe nothing is being done to improve the climate. In addition, 29% stated that the quality of the service was either Fair or Poor quality. The sense of pride on the part of citizens is important here.

Importance vs. Quality of Service

City Service	Importance Rating	Quality Rating		
		High Quality	Low Quality	Don't Know Quality
Neighborhood Revitalization	69%	24%	43%	29%
Efforts to Improve Housing	72%	17%	36%	42%
Economic Development Assistance to Business	67%	17%	28%	50%



Lake Shore Golf Course

The Lake Shore Golf is a Municipal Golf Course owned and operated by the City of Oshkosh. It was noted in the survey that 62% of all respondents said they rate the course as Somewhat Unimportant, Very Unimportant or they have No Opinion. This was concerning because 80% of these respondents said they do not know the quality of the course and 48% of all the respondents said they do not know the quality of the golf course service. This information was cross tabbed with the Importance of the Service along with the Frequency of Use. The survey showed that only 33% of respondents that use the course also feel that it is important. Whereas 39% who use the course feel the course is unimportant. Of further interest to this part of the survey was the cross tabbed information with the demographics. Of the respondents who feel the golf course is unimportant, 62% are married, 58% have lived in Oshkosh 20+ years, 65% have no children, 54% are full time employees and 70% have an Associate Degree or Higher. This demographic would point to people that would typically be interested in the sport of golf. An interesting follow up study would be whether the residents are golfing elsewhere in the Fox Valley Area as opposed to a municipally owned course and whether a golf course is a good use of tax payer money.

City Service	Low Importance or No Opinion	High Quality	Low Quality	Don't Know Quality
Lake Shore Golf Course	62%	34%	13%	48%

Of the 62% who feel the golf course is of “Low Importance” or have “No Opinion”

Associate Degree or Higher	70%
No Children	65%
Married	62%
Lived in Oshkosh 20+ years	58%
Full Time Employees	54%

**Analysis of Importance and Frequency of Use of Services
High Importance/Low Importance**

Upon statistical analysis of the importance and frequency of use of services, it was found through the use of cross tab analysis that some of the services that are rated high in importance and high in use are important services that are used on at least an annual basis. These areas would be Police, Fire, EMS, Refuse Collection, Recycling, Sidewalks and Parking just to name a few. However, in this category of Importance/Frequency of Use the most significant data was in the area of recreation, education and quality of life services offered by the city. The following methodology was used to analyze these results:

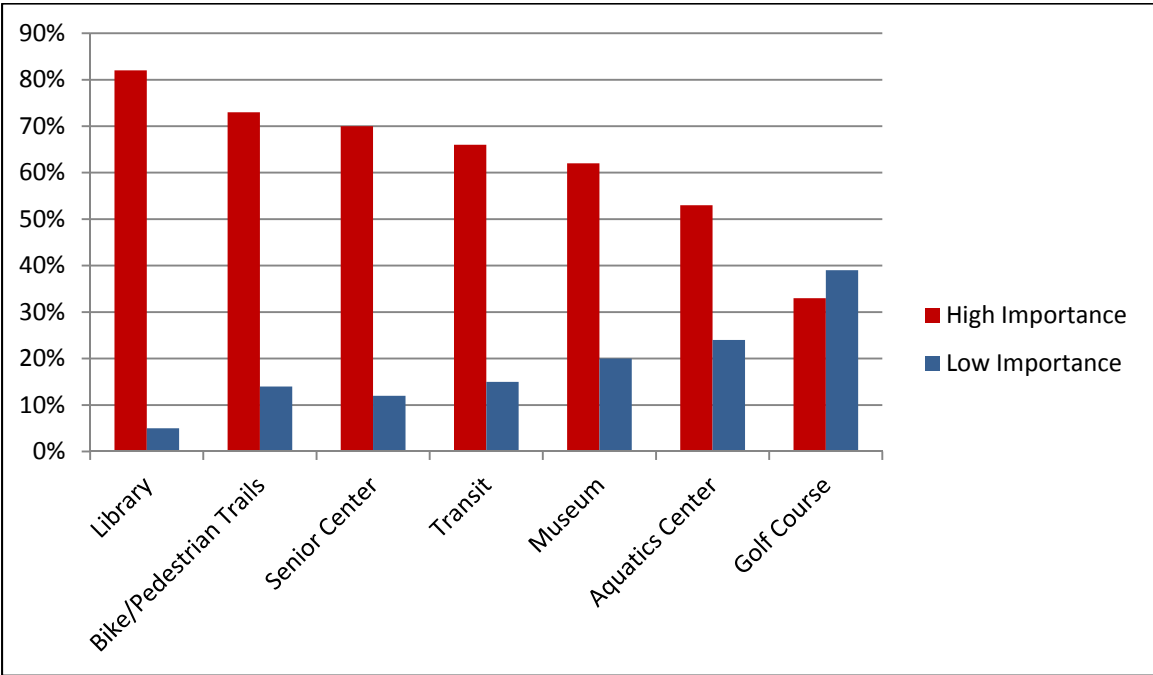
- The importance of the service compared to those that actually use the service was figured by the total number of combined responses of Daily, Weekly, Occasionally, Seasonally and Annually (purposely excluding “N/A”) divided by the total number of respondents (High and Low Importance). Total use of service was figured because some of these areas are considered to be “seasonal” or only in need of being used on a part time basis.
- The areas analyzed were: Library, Bike/Pedestrian Trails, Senior Center, Transit, Museum, Aquatics Center and Golf Course.

The purpose for analyzing these areas is the relationship between the city and the citizens. Services like Police, Fire and Refuse Collection (among others) would be considered necessary functions provided by a tax base. These recreation, education and quality of life services offered by the city are important to look at to determine if they are viewed as important in addition to whether they are actually used by the citizenry. Excluded from these stats would be the attractiveness of these services to bring in people from outside the area.

The outcome of this analysis is in part consistent with the analysis of Quality/Importance in that the golf course is rated very low. The Library, Bike/Pedestrian Trails, Senior Center, Transit and museum were all rated in high importance (above 60%) by the people that use them.

Additionally, very low percentages of people who use the service rated them low in importance. The Aquatics Center was added to this list because over 50% of people that use the service rated the service high in importance and 24% rated it low importance. This whole list is contrasted by the Lake Shore Golf Course which only had 33% of people that use the course rate it as high in importance. This is coupled with 39% of the people that use the service rating the course as low in importance.

City Service	High Importance	Low Importance
Library	82%	5%
Bike/Pedestrian Trails	73%	14%
Senior Center	70%	12%
Transit	66%	15%
Museum	62%	20%
Aquatics Center	53%	24%
Golf Course	33%	39%



As stated in the previous section, the use of tax revenue to fund a service that is low quality, low importance, or unknown to the citizenry needs further evaluation.

Budgeting Priorities – Question 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.

Increase \$1 million

Extra \$1 million	Mean				
	2009	2010	2011	2012	2013
Community Services	\$ 83,530	\$ 88,860	\$ 93,340	\$ 96,000	\$ 103,020
Economic Development	\$ 165,112	\$ 119,230	\$ 104,250	\$ 129,000	\$ 115,193
Refuse & Recycling	\$ 81,769	\$ 39,630	\$ 49,610	\$ 54,000	\$ 57,311
Finance and Admin	\$ 78,177	\$ 17,150	\$ 26,770	\$ 29,000	\$ 36,758
Police Services	\$ 137,909	\$ 109,370	\$ 89,110	\$ 102,000	\$ 99,008
Fire Protection/EMS	\$ 112,608	\$ 80,700	\$ 78,810	\$ 77,000	\$ 90,249
Parks	\$ 81,362	\$ 66,940	\$ 93,350	\$ 90,000	\$ 94,361
Road Maintenance & Construction	\$ 259,533	\$ 307,500	\$ 285,030	\$ 165,000	\$ 240,720
Storm Drainage		\$ 170,940	\$ 179,050	\$ 253,000	\$ 163,381
	\$ 1,000,000	\$ 1,000,320	\$ 999,320	\$ 995,000	\$ 1,000,000

These results seem to indicate a perceived improvement in Road Maintenance & Construction and Storm Drainage. This perception allows for additional money to then be allocated to Community Services and Parks even though a majority of their quality data is above average (exception - Golf Course). Since Storm Drainage was not separated out until the 2010 survey, some respondents may have included it in their allocation to Road Maintenance. This is validated by a review of the quality data in Question #7 (results follow question 9).

Decrease \$1 Million

Reduce \$1 million	Mean				
	2009	2010	2011	2012	2013
Community Services	\$166,595	\$129,850	\$116,560	\$122,000	\$113,872
Economic Development	\$146,848	\$156,740	\$193,220	\$150,000	\$169,720
Refuse & Recycling	\$113,993	\$95,680	\$69,870	\$88,000	\$82,954
Finance and Admin	\$200,287	\$264,770	\$214,880	\$260,000	\$250,322
Police Services	\$59,690	\$62,120	\$102,160	\$66,000	\$68,605
Fire Protection/EMS	\$70,140	\$51,250	\$60,010	\$65,000	\$60,035
Parks	\$169,050	\$113,420	\$134,950	\$108,000	\$113,062
Road Maintenance & Construction	\$71,349	\$58,770	\$48,080	\$66,000	\$62,639
Storm Drainage		\$67,400	\$60,260	\$71,000	\$78,791
	\$997,952	\$1,000,000	\$999,990	\$996,000	\$1,000,000

These results seem to indicate a perceived improvement in Economic Development. This perception allows for less money required to be deducted from Community Services and Parks even though a majority of their quality data is above average (exception - Golf Course). Since Storm Drainage was not separated out until the 2010 survey, some respondents may have included it in their reductions to Road Maintenance. This is not validated by a review of the quality data, Question #7, with the exception of Building Permits & Inspection.

Cumulative Results for Quality of Services (Question #7) are as follows:

Neighborhoods;	Fair & Above 61.3%, Good & Excellent 24.4%,
Museum;	Fair & Above 80.6%, Good & Excellent 55.9%,
Community Media;	Fair & Above 67%, Good & Excellent 38%,
Library;	Fair & Above 90.3%, Good & Excellent 74.6%,
Senior Services;	Fair & Above 67%, Good & Excellent 51.3%,
Transit;	Fair & Above 69.9%, Good & Excellent 49.8%,
City Buildings;	Fair & Above 84.6%, Good & Excellent 48.7%
Economic Development Assistance Business;	Fair & Above 39.8%, Good & Excellent 17.6%,
Efforts to Improve the Quality of Housing;	Fair & Above 44.4%, Good & Excellent 17.2%,
Building Permits & Inspection;	Fair & Above 51.3%, Good & Excellent 24.4%,
Enforcement of Property Maintenance Codes;	Fair & Above 43.4%, Good & Excellent 19.4%,
Land Use;	Fair & Above 44.1%, Good & Excellent 17.9%
Bike & Pedestrian Trails;	Fair & Above 80.3, Good & Excellent 56.3%,
Golf Course;	Fair & Above 47.3%, Good & Excellent 34.4%,
Parks;	Fair & Above 88.9%, Good & Excellent 64.5%,
Aquatic Center;	Fair & Above 62.4%, Good & Excellent 52%
Street Maintenance;	Fair & Above 86.4%, Good & Excellent 60.2%,
Street Repair;	Fair & Above 64.5%, Good & Excellent 29.7%
Storm Drainage;	Fair & Above 67.4%, Good & Excellent 33.7%

Net Results for 8 and 9.

Net Totals	Amount Change		
	2009	2013	2009 to 2013
Community Services	\$(83,065)	\$(7,923)	\$75,142
Economic Development	\$18,264	\$(52,978)	\$(71,242)
Refuse & Recycling	\$(32,224)	\$(29,536)	\$2,688
Finance and Admin	\$(122,110)	\$(207,864)	\$(85,754)
Police Services	\$78,219	\$28,724	\$(49,495)
Fire Protection/EMS	\$42,468	\$29,331	\$(13,137)
Parks	\$(87,688)	\$(21,291)	\$66,397
Road Maintenance & Construction	\$188,184	\$261,540	\$73,356

For the sake of consistency in the Net Totals, we added the 2013 Storm Drainage figures in to the Road Maintenance figures since that is likely where citizens would have included them in their thinking previously.

With the exception of increased funding and/or lack of cuts to Community Services and Parks, as evidenced by the descriptions for additional allocations and reductions in allocations, it is difficult to draw any conclusions from the Net Totals even after considering the quality assessments.

Visitation to the Oshkosh Public Museum – Question 10 and 11

Of the 279 Surveys returned, 194 included a response to Question 10 - If you have not visited the Oshkosh Public Museum in the past year, why? 163 of those responses were in the multiple-choice sections, while 31 were marked as “Other”. What this first number indicates is that 30.5% of respondents, and by correlation 30.5% of Oshkosh residents, have been to the Oshkosh Public Museum in the past year. It would be useful to check this figure against attendance figures kept by the museum.

Another thing these survey results seem to indicate, combining the numbers for Lack of Interest, Don’t Know Enough About It, and the exhibit suggestions that follow, is that with an increased and targeted marketing effort the Museum may be able to increase attendance and involvement by promoting many of its current features.

The rankings for the multiple-choice answers are as follows (out of 279 total surveys):

Lack of Interest –	90 (32.3%)
No Response –	85 (30.5%)
Cost –	36 (12.9%)
Other –	31 (11.1%)
Don’t know enough about it –	16 (5.7%)
Hours –	11 (3.9%)
Not Interactive/Too Passive –	7 (2.5%)
Location –	3 (1.1%)

The 29 surveys to check “Other” and write in a reason can be sorted into five categories.

I’m Too Busy -	14 (5.0%)
Lack of Engaging Exhibits -	5 (1.8%)
Elderly/Health Reasons -	5 (1.8%)
Unrelated Answers -	4 (1.4%)
Parking -	1 (0.3%)

We are about to redesign the museum visitor experience, what are your ideas? What would be a “cool” experience for you?” –

This open-ended question garnered 94 responses, 16 of which had also written in a comment under “Other” for the previous question. These comments can be sorted into seven categories, with some responses covering multiple categories.

Exhibit Suggestions –	40 (42.7%)
Financial Suggestions –	23 (24.5%)
Child Focused -	18 (19.1%)
Events and Outdoor Space –	10 (10.6%)

General Positive –	10 (3.6%)
General Negative –	9 (3.2%)
Parking Improvements -	2 (0.7%)

Included in the 40 exhibit suggestions were robots, toys, dinosaurs, space, trains, taxidermy, ecology, women’s basketball, and the lumber industry. The single most commonly stated exhibit idea was the history of Oshkosh (and the area) from the 1920’s to today. These included Oshkosh during WWII, Oshkosh Diversity (Native American and Hmong), Oshkosh waterways, local businesses (grocery stores, bars) from the 1950’s, and local art.

The theme of Child Focused, Hands-on, Family Events/Exhibits is separated out because it is the single most noted exhibit idea. This would suggest that the Museum would benefit from collaborative efforts with other Family Friendly activities nearby (Zoo, Biking Trails, Paine, Boating, EAA Museum, Menominee Park, Waterpark, Outlet Mall, University, etc.)

Three interesting event and outdoor space ideas are bus (or other transportation method) tours of historic Oshkosh sites, a café, and reenactments of historic local events. The Museum is seen as a place to stop and be entertained/educated/cultured as a group. It seems beneficial to accentuate the social aspect of the museum experience rather than fight it.

While there are comments suggesting that admission be free, it is more commonly suggested that there be “free days”, ranging from once a year to weekly. Others suggest partnerships with local businesses to reduce admission costs.

Internet Responses:

The online responses to the Oshkosh Citizen Survey were not tracked so the numbers were not included in the statistical results above, however, there were many interesting comments that are summarized below.

There are 14 comments encouraging a focus on Oshkosh History but these comments go on to suggest specific ideas such as an interactive model of “old Oshkosh”, Oshkosh in the Future, “Day in the Life” years gone by photos, “Past and Present” style photos, Oshkosh during the Civil War/Depression/ World Wars, and rehab the fire house to show of vehicles.

21 online responses mention increasing interactive exhibits, similar to the ideas presented in the mailed responses but with some additional detail. Perhaps not surprisingly, the online responses suggest better and more frequent use of technology; including social media, a virtual

tour of the museum on the website, digital slideshows of current and past exhibits, online research tools, and audio tours that can be downloaded to tablet computers and MP3 players.

There are a few comments regarding budget and how best to spend tax dollars but, surprisingly, none of the online responses suggested free admission.

A theme that was noted a few times in the online responses was that of marketing. Similar to the mailed surveys and responses to Question 10 in both formats, citizens would like the museum to increase and improve its marketing efforts, relying less on the main sign outside the museum and more on technology, local partnerships and other media.

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

With this being the fifth anniversary of the Oshkosh Citizen Survey, we are able to look back at some of the themes that have emerged in previous years. In each of the previous surveys, additional comments were given, and a synopsis follows.

2009

- Dismal roads in the city and poor snow removal
- Flooding is a problem and ineffective sewer systems
- Roundabout opposition
- Poor economic development, a decline to the downtown business district major concerns
- Taxes too high

2010

- The condition of road maintenance, whether in reference to appearance, condition, or snow removal was viewed negatively.
- Citizens tended to be particularly concerned with Oshkosh acquiring and retaining more businesses and revamping the downtown area.
- The safety and appearance of neighborhoods was important.
- Taxes and quality of services, or lack thereof, was again a major concern for many, with the general tendency of citizens feeling that taxes should be lowered.
- A handful of comments referred to the good job that the city administration is doing.
- There were many comments in opposition of roundabouts again.
- There were a number of comments regarding city/union contracts and wages being too high.

2011

- Need of a business focus and economic development
- Streets are in poor condition
- City pay structure is high and services are inefficient
- City still lacks storm water management
- The citizens have asked for more effort to develop bike paths and walks in the city
- Taxes too high
- Many comments suggest that services are improving and Oshkosh citizens are generally satisfied.

2012

- Continue development of the River walk
- Focus on parks and appearance of city through acquiring and demolishing “junky” areas

- Make the city biker friendly and improve walks and parks
- Dissatisfaction with the bus system. Empty buses, expensive fuel
- Taxes too high
- Many comments suggest praise towards city management and the changes were evident.

2013 - Additional Comments

Included in the 2013 Citizen survey for the City of Oshkosh were one hundred and fifteen additional comments. Some of these comments were very detailed and others quite generalized. For the sake of reporting, apparent themes that have emerged are highlighted.

The City of Oshkosh scored good remarks in the continued development of the waterfront as well as the downtown areas. In general, the economic development undertaken by the city in the past year has been favorable. The comments go on to suggest that the city should continue in an effort to make the City of Oshkosh appear as more of a “destination” city. However, attention needs to be given to Main Street, often times titled “not user friendly”! Other positive comments suggest that the city manager has done an excellent job of being citizen-focused and is hearing the needs of the people. Many favorable comments were directed at his accomplishments.

Items that displeased respondents were similar to previous years. They include the poor street conditions, decline of housing in some areas of the city, poor snow removal services, inefficient sewer services, and finally a property tax rate that remains too high. Many of the respondents went on to ask for better parks and recreation services. This would include the addition and revitalization of the bike and walking paths, and the ability to take pets into the parks, or a creation of a pet park for the city of Oshkosh.

Analysis of Survey Results to Demographics of City – Question 14

		Survey Results	Survey %	Oshkosh Census %
Gender	Male	53	42.1	51.2
	Female	73	57.9	48.8
	Missing	76		0
Year Born	18 to 60	107	89.9	58.4
	Over 60	12	10.1	16.7
	Missing	83		24.9
Marital Status	Married	76	59.8	49.9
	Not Married	49	38.6	33.4
	Widowed	2	1.6	6.25
	Missing	75		9
Time Lived In Oshkosh	5 or less	18	14.3	6.8
	6 to 20	38	30.2	24
	>20	70	55.5	67
	Missing	76		2.2
Number of Children	None	77	60.6	71
	1	24	18.9	9.7
	2	20	15.7	11.5
	3 or More	6	4.7	5.7
	Missing	75		2.1
Place of Residence	North of Fox	57	45.6	42.7
	South of Fox/East of 41	42	33.6	37.6
	South of Fox/West of 41	26	20.8	14.3
	Missing	77		5.4
Income	Under 24,999	18	15.8	17.5
	25k to 49,999	23	20.2	28.9
	50k to 74,999	31	27.2	20.5
	75k to 99,999	30	26.3	11.4
	Over 100k	12	10.5	5.5
	Missing	83		16.2
Employment Status	Employed Full Time	80	63.0	59
	Employed Part Time	8	6.3	2.5
	Self Employed	12	9.4	2.3
	Presently Unemployed	10	7.9	3.8
	Student	8	6.3	1.1
	Retired	9	7.1	37.3
	Missing	75		
Occupation	Homemaker	4	3.9	2.2
	Service Occupations	11	10.8	9.7
	Sales	10	9.8	4.7
	Education	8	7.8	8.2
	Professional Management	38	37.3	15.4

	Farming, Fishing, or Forestry	0	0	.4
	Construction, Maintenance	2	2.0	2.2
	Production/Transportation	4	3.9	6.5
	Other	25	24.5	10.4
	Missing	100		
Education	Less than HS	1	.8	12.6
	HS/GED	25	19.8	36.1
	Associates/Some College	42	33.3	6.6
	Bachelors	46	36.5	15.3
	Masters or higher	12	9.6	7.2
	Missing	76		22.3
Race	White	115	92.8	90.5
	Native Hawaiian	0		0
	Hispanic or Latino	0		2.7
	Asian	7	5.6	3.2
	African-American	0		3.1
	American Indian	0		.8
	Two or More Races	1	.8	1.7
	Other	1	.8	0
	Missing	78		

- **Gender** – The sample replying to the survey is representative of the population in Oshkosh.
- **Year Born** – The response rate almost 60 percent of citizens are in a range of 18-60 years of age.
- **Marital Status** – The percentage of married respondents (59%) 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 5 years or less has the lowest percentage of survey responses with the reverse for those who have lived in Oshkosh over 20 years. Longer term residents may have more vested interest in the community overall.
- **Number of Children** – number of respondents without children is slightly lower than the census which may result in underrepresentation of the services such as recreational and parks.

- **Location in City** – in 2009 the percentage of survey respondents on both sides of the river seem to be equal, but 2013 survey does not represent both sides equally this year.
- **Household Income Level** – In 2009 survey the lowest and highest income brackets are disproportionately represented. This year’s survey represents that those under \$15,000 income were slightly lower than five years ago.
- **Employment Status** – The survey results appears to represent the census data although slightly higher.
- **Profession** – With a high level of no responses (40 percent), there may have not been categories representing all survey respondents. There appears to be a higher response rate from those in the management profession.
- **Level of Education** – The overall education level of respondents is higher than the census data, only HS/GED category was underrepresented.

Appendix A – Internet Survey Results- 2013 – 203 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	3.5	9.9	23.8	29.2	33.7
Lake Shore Golf Course	0	1.5	9.4	6.4	82.7
Pollock Aquatic Center	1.0	2.5	9.9	24.3	62.4
Leach Amphitheatre	0	5.4	29.7	31.2	33.7
Oshkosh Public Museum	0	1.0	27.7	13.4	57.9
Senior Services Center	.5	3.0	7.4	1.0	88.1
Public Library Services	1.0	20.3	48.0	5.4	25.3
Police Services	1.5	.5	28.7	4.0	65.4
Fire Protection and Prevention Services	1.5	0	10.9	4.0	84.2
Emergency Medical Services (ambulance)	1.0	0	6.9	1.5	90.6
Building Permits and Inspections	.5	0	9.9	4.5	85.2
Enforcement of Property Maintenance/Nuisance Codes	0	0	7.4	3.5	89.1
City Parking Facilities Building	.5	2.5	13.4	10.9	72.8
Community Media Cable TV, Radio, Internet Services	13.4	11.4	26.7	5.0	43.6
Transit System	4.0	4.5	11.4	4.0	76.3
Recycling Collection Services	9.4	64.9	9.4	3.5	12.9
Refuse Collection Service	6.9	54.5	6.9	5.9	25.8
Leaf and Brush Pick up	.5	5.9	16.8	52.5	24.3

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.	30.0	35.5	16.7	8.4	5.9	3.4
The City should focus on reducing taxes by pursuing grants (many of which require local funding match)	25.1	33.0	26.6	6.9	3.0	5.4
The City should focus on reducing taxes by increasing service fees and charges.	4.4	22.2	23.6	24.6	23.2	2.0
I will support an increase in taxes if it would maintain or increase the services I value.	19.7	23.6	20.7	19.7	12.8	3.4

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

Very Safe	Safe	Neither	Unsafe	Very Unsafe	Don't Know
19.3	45.5	16.8	11.4	.5	6.4

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

Yes	No
13.9	86.1

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

Yes	No	Don’t Know
64.3	32.1	3.6

6. Importance of services – percentages.

Importance of City Services	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	No Opinion/ Neutral
Community Services					
Support for Neighborhood Revitalization Programs	25.7	37.1	4.5	3.0	29.7
Oshkosh Public Museum	22.3	33.2	8.9	2.0	29.7
Community Media Cable TV, Radio, Internet Services	18.8	30.7	8.4	6.4	35.6
Public Library Services	54.0	13.9	1.5	.5	30.2
Senior Services Center	33.7	15.8	3.0	2.5	45.1
Transit System	42.1	20.8	4.5	1.0	31.7
Appearance of City-Owned Buildings	19.8	37.6	7.4	1.5	33.7
Parks					
Bike and Pedestrian Trails	29.2	28.7	5.9	2.0	34.2
Lake Shore Golf Course	4.0	15.8	12.9	19.8	47.5
Appearance of City Parks & Greenways	40.1	28.2	1.0	.5	30.2
Pollock Aquatic Center	19.3	28.2	5.9	4.0	42.6
Economic Development					
Economic Development Assistance to Businesses	27.7	27.7	3.0	2.0	39.6
Efforts to Improve the Quality of Housing	34.2	23.8	5.0	.5	36.7
Building Permits and Inspections	15.8	25.7	11.9	1.0	45.6
Enforcement of Property Maintenance/Nuisance Codes	26.2	27.7	7.9	2.5	35.7
Land Use, Planning, and Zoning Services	18.3	32.2	4.5	1.0	44.1
Refuse and Recycling					
Leaf and Brush Pick up	23.8	34.7	5.0	2.0	34.7
Recycling Collection Services	50.5	15.8	1.5	.5	31.7
Refuse Collection Service	49.5	12.9	1.5	.5	35.7
Protective Services					
Police Services	62.4	5.9	.5	.5	30.7
Emergency Medical Services (ambulance)	61.9	5.9	.5	0	31.7
Fire Protection and Prevention Services	63.9	3.5	.5	.5	31.7
Road Maintenance and Construction					
City Parking Facilities	18.8	31.7	9.4	.5	31.7
City’s Sidewalk System	36.1	26.7	4.5	1.5	31.2
Removal of Snow and Ice From City Streets	55.9	12.4	1.0	0	30.7
Traffic Signs and Signals	47.5	19.3	1.0	0	32.2
Street Lighting	47.0	21.3	1.0	0	30.7
Street Maintenance and Sweeping	29.2	33.7	5.9	1.5	29.7
Street Repair	56.4	13.9	0	0	29.7
Storm Drainage					
Storm Drainage Systems	52.0	16.8	1.5	0	29.7

7. Quality of service –percentages.

Importance of City Services	Excellent Quality	Good Quality	Fair Quality	Poor Quality	Don't Know
<i>Community Services</i>					
Support for Neighborhood Revitalization Programs	2.0	18.8	28.2	5.0	46.0
Oshkosh Public Museum	15.8	29.2	8.9	.5	45.6
Community Media Cable TV, Radio, Internet Services	6.4	27.7	16.3	1.5	48.1
Public Library Services	31.2	27.2	6.4	0	35.2
Senior Services Center	13.4	21.3	2.0	.5	62.8
Transit System	9.9	31.7	8.4	4.0	46.1
Appearance of City-Owned Buildings	5.0	31.7	24.3	2.5	36.7
<i>Parks</i>					
Bike and Pedestrian Trails	5.0	31.2	13.9	6.9	43.1
Lake Shore Golf Course	.5	19.3	9.4	1.0	69.8
Appearance of City Parks & Greenways	12.9	33.7	15.8	2.0	35.7
Pollock Aquatic Center	13.9	28.7	4.5	.5	52.5
<i>Economic Development</i>					
Economic Development Assistance to Businesses	2.0	17.8	14.9	4.0	61.3
Efforts to Improve the Quality of Housing	3.0	14.4	21.3	8.4	52.9
Building Permits and Inspections	1.5	14.9	18.8	4.0	60.9
Enforcement of Property Maintenance/Nuisance Codes	4.0	15.8	18.8	7.9	53.4
Land Use, Planning, and Zoning Services	1.0	19.3	13.4	4.0	62.3
<i>Refuse and Recycling</i>					
Leaf and Brush Pick up	9.4	32.7	12.4	3.0	45.5
Recycling Collection Services	33.2	23.8	5.9	.5	36.6
Refuse Collection Service	29.2	22.8	4.0	1.5	42.5
<i>Protective Services</i>					
Police Services	22.8	26.7	8.4	3.5	38.6
Emergency Medical Services (ambulance)	20.8	23.3	3.5	0	52.4
Fire Protection and Prevention Services	26.2	21.3	3.0	0	49.4
<i>Road Maintenance and Construction</i>					
City Parking Facilities	2.0	23.8	17.8	9.9	46.5
City's Sidewalk System	5.0	29.2	21.8	6.9	37.1
Removal of Snow and Ice From City Streets	6.4	30.2	20.8	7.4	35.1
Traffic Signs and Signals	15.8	40.1	6.9	.5	36.6
Street Lighting	10.4	31.2	18.3	4.0	36.1
Street Maintenance and Sweeping	7.4	31.7	20.3	4.0	36.7
Street Repair	3.0	13.9	18.8	30.2	34.2
<i>Storm Drainage</i>					
Storm Drainage Systems	3.5	21.8	20.8	16.3	37.7

10. If you have not visited the Oshkosh Public Museum in the past year, why? # of responses

Hours	Location	Cost	Lack of Interest	Don't Know About It	Not Interactive	Other
9	4	20	43	30	13	17

Questions 8 and 9 – Budgeting Priorities - Dollars

	Extra \$1 million	Reduce \$1 million	Net Increase or (Decrease)
Community Services	\$111,044	\$95,848	+\$20,618
Economic Development	\$134,924	\$169,959	-\$31,581
Refuse and Recycling	\$46,584	\$96,448	-\$55,826
Finance and Administration	\$50,595	\$229,548	-\$187,458
Police Protection	\$96,639	\$74,915	+\$20,285
Fire Suppression/ Prevention	\$82,983	\$59,715	+\$16,813
Parks	\$122,331	\$112,559	+\$4,183
Storm Water Maintenance	\$129,280	\$94,181	+\$39,590
Road Maintenance	\$225,620	\$66,827	+\$173,377

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

	Excellent	Good	Fair	Poor	No Opinion
Oshkosh as a place to live?	13.4	35.1	12.4	2.0	37.1
Feeling a part of the community?	8.4	28.2	20.3	5.4	37.6
Your neighborhood as a place to live?	13.4	30.2	13.4	5.9	37.1
Oshkosh as a place to raise children?	15.3	29.2	10.4	5.4	39.6
Oshkosh as a place to retire?	6.9	17.8	18.3	13.9	43.0
Community openness and acceptance of diversity?	4.0	22.3	22.3	11.9	38.6
The overall quality of life in Oshkosh?	6.4	37.1	17.3	2.0	37.1
Oshkosh as an environmentally friendly city?	3.5	28.2	24.8	3.5	40.1
Oshkosh as a place to work?	5.0	30.2	16.3	9.4	39.1
The direction Oshkosh is moving for the future?	4.0	25.7	20.8	7.9	41.6
Affordability of living in Oshkosh?	6.4	32.7	18.3	5.0	37.6

Question 14 – Analysis of Survey Results to Demographics of City

		Survey Results	Survey %	Oshkosh Census	Without Institution
Gender	Male	53	42.1		
	Female	73	57.9		
	Missing	76			
Year Born	18 to 60	107	89.9		
	Over 60	12	10.1		
	Missing	83			
Marital Status	Married	76	59.8		
	Not Married	49	38.6		
	Widowed	2	1.6		
	Missing	75			

Time Lived in	5 or less	18	14.3		
Oshkosh	6 to 20	38	30.2		
	>20	70	55.5		
	Missing	76			
Number of Children	None	77	60.6		
	1	24	18.9		
	2	20	15.7		
	3 or More	6	4.7		
	Missing	75			
Place of Residence	North of Fox	57	45.6		
	South of Fox/East of 41	42	33.6		
	South of Fox/West of 41	26	20.8		
	Missing	77			
Income	Under 24,999	18	15.8		
	25k to 49,999	23	20.2		
	50k to 74,999	31	27.2		
	75k to 99,999	30	26.3		
	Over 100k	12	10.5		
	Missing	83			
Employment Status	Employed Full Time	80	63.0		
	Employed Part Time	8	6.3		
	Self Employed	12	9.4		
	Presently Unemployed	10	7.9		
	Student	8	6.3		
	Retired	9	7.1		
	Missing	75			
	Occupation	Homemaker	4	3.9	
Service Occupations		11	10.8		
Sales		10	9.8		
Education		8	7.8		
Professional Management		38	37.3		
Farming, Fishing, or Forestry		0	0		
Construction, Maintenance		2	2.0		
Production/Transportation		4	3.9		
Other		25	24.5		
Missing		100			
Education		Less than HS	1	.8	
	HS/GED	25	19.8		
	Associates/Some College	42	33.3		
	Bachelors	46	36.5		
	Masters or higher	12	9.6		
	Missing	76			
Race	White	115	92.8		
	Native Hawaiian	0			
	Hispanic or Latino	0			
	Asian	7	5.6		
	African-American	0			
	American Indian	0			
	Two or More Races	1	.8		
	Other	1	.8		
	Missing	78			

