

THE NCS

THE NATIONAL COMMUNITY SURVEY™

Broken Arrow, OK

The National Community Survey[™] 2024 Results



Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance Inform budget, land use, strategic planning decisions



Benchmark against other communities

The NCS[™] Facets of Community Livability

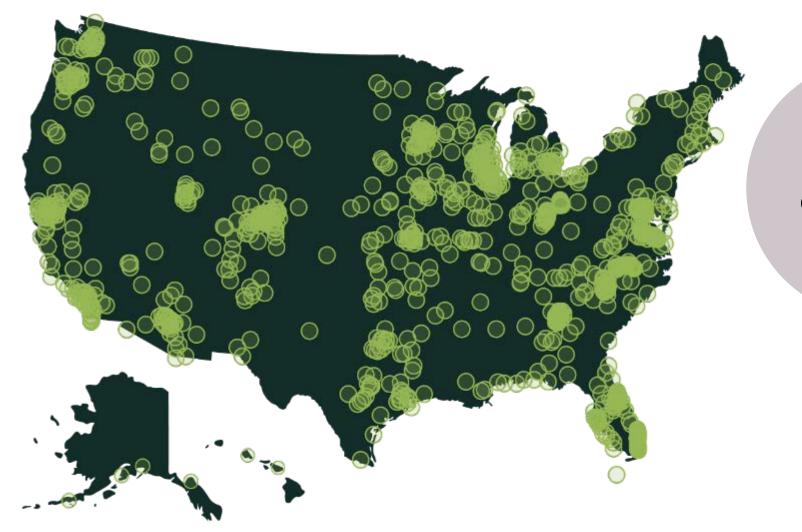


The National Community Survey[™] in Broken Arrow

The NCS™ for Broken Arrow, OK

- First time conducting The NCS
- Survey conducted from January 29, 2024 February 29, 2024
 - . Non-probability, open-participation survey: 3,938 responses
- . Results statistically weighted to reflect Broken Arrow overall
- . 95% confidence interval with a +/- 5% suggested margin of error

Polco's Benchmarking Database



More than 500 comparison communities across the nation.

> Representing the opinions of more than **50 million** residents.

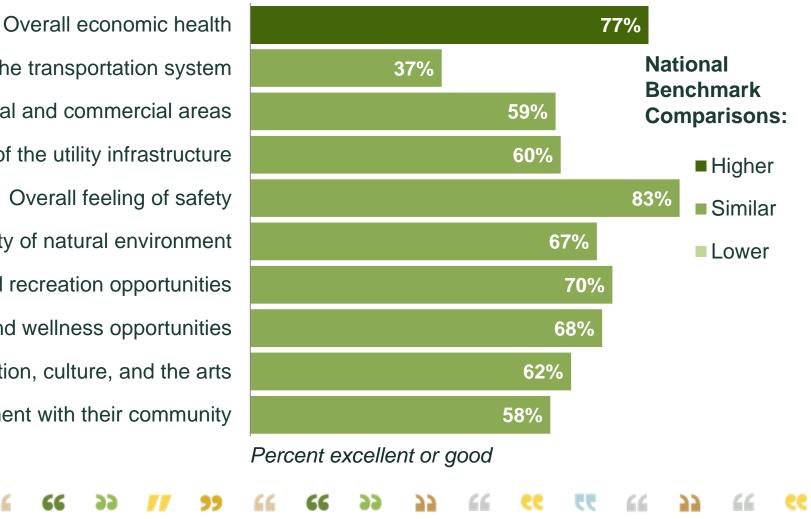


Overview of Survey Results





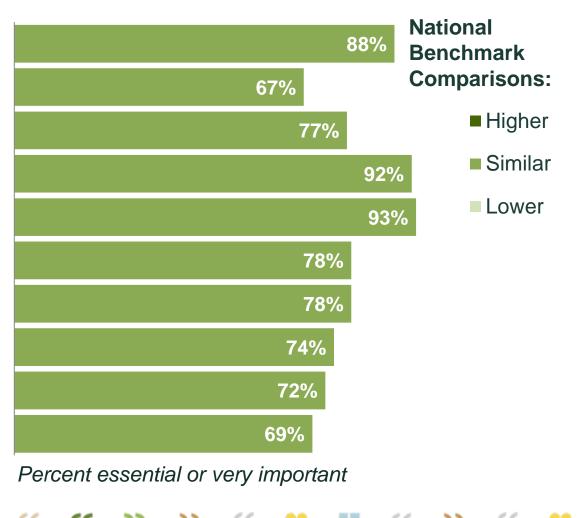
Facets of Community Livability: Quality



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Overall quality of the transportation system Overall design or layout of residential and commercial areas Overall quality of the utility infrastructure Overall feeling of safety Overall quality of natural environment Overall quality of parks and recreation opportunities Overall health and wellness opportunities Overall opportunities for education, culture, and the arts Residents' connection and engagement with their community

Facets of Community Livability: Importance

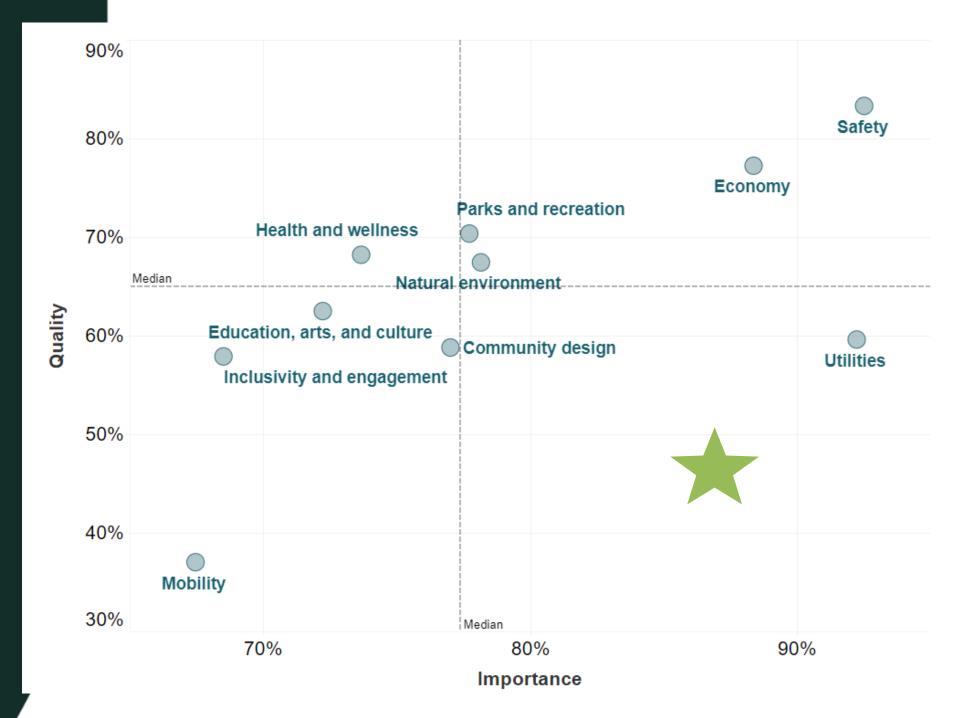


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Overall economic health Overall quality of the transportation system Overall design or layout of residential and commercial areas Overall quality of the utility infrastructure Overall feeling of safety Overall quality of natural environment Overall quality of parks and recreation opportunities Overall health and wellness opportunities Overall opportunities for education, culture, and the arts Residents' connection and engagement with their community



Balancing Quality and Importance





Comparisons to National Benchmarks

19 received higher ratings

84 received similar ratings

3 received lower ratings

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Key Findings







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The economy in Broken Arrow is an asset and a priority.

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The Economy in Broken Arrow



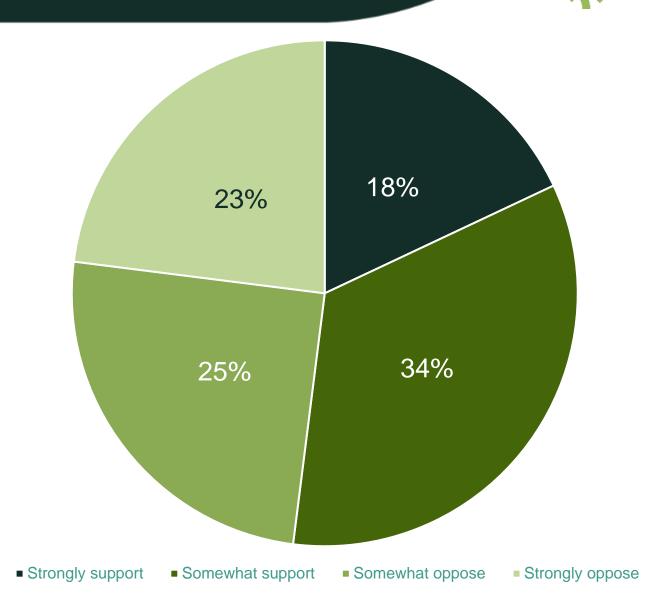
Please rate each of the following in the Broken Arrow community:

	Economic development	69%
National Benchmark	Shopping opportunities	66%
Comparison	Employment opportunitites	57%
■ Higher	Cost of living	55%
Similar	Vibrancy of downtown/commercial area	82%
Lower	Variety of business and service establishments	68%
	Overall quality of business and service establishments	78%
	Broken Arrow as a place to visit	64%
	Broken Arrow as a place to work	74%
		Parcent excellent or good

Percent excellent or good

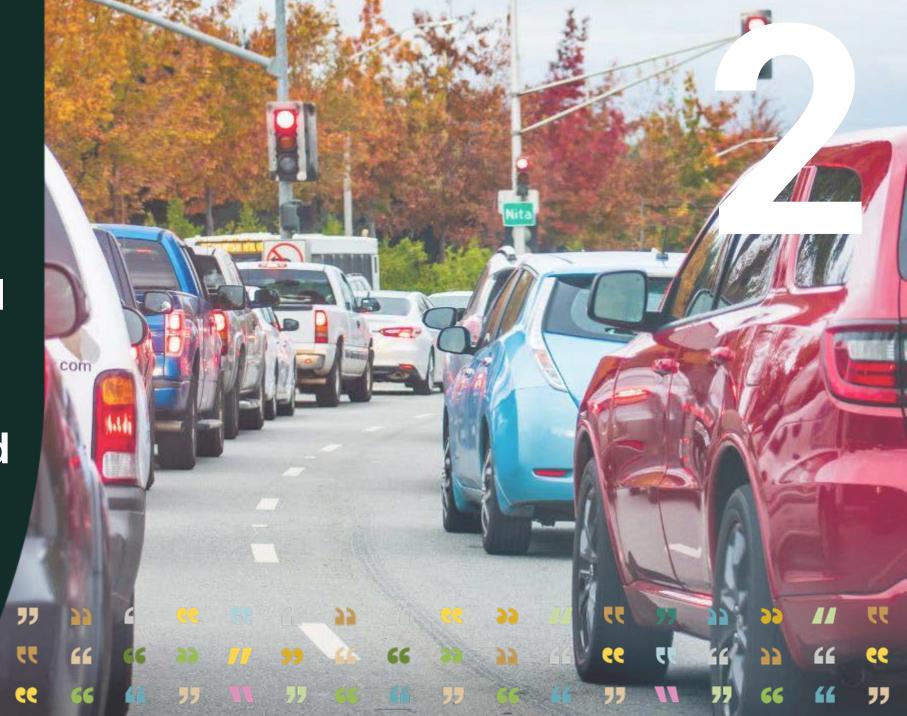
The Economy in Broken Arrow

The current lodging tax rate for a hotel or motel room rental in Broken Arrow is 4 percent. How much, if at all, would you support a 3 percent increase in the lodging tax levied on rent received from guests staying at hotels and motels in BA? The funds received from this increase would be used for marketing and advertising to promote Broken Arrow.



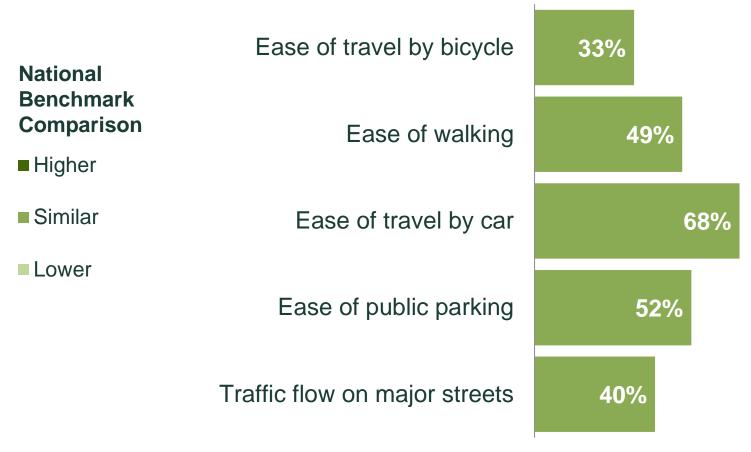


While ease of travel in Broken Arrow is generally viewed favorably, residents have concerns around public transportation.



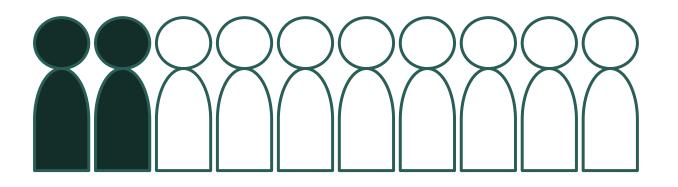
Ease of Travel in Broken Arrow





Percent excellent or good

Public Transportation in Broken Arrow



About **2 in 10**

residents gave **excellent** or **good** ratings to:

- Bus or transit services
- Ease of travel by public transportation

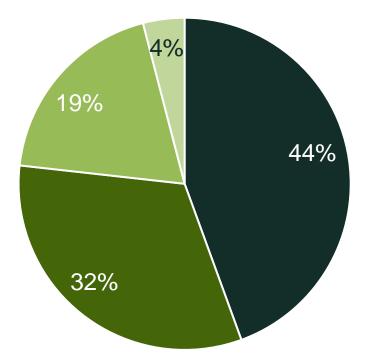
Just 3%

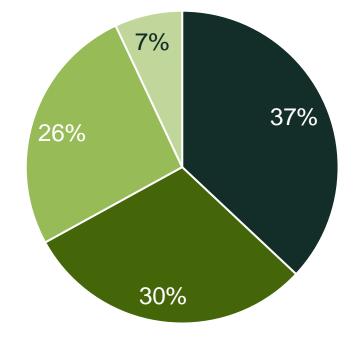
 Used public transportation instead of driving over the past 12 months

Mobility in Broken Arrow



Please rate how important it is to you that the city continues focusing on efforts to increase connectivity by making improvements to existing sidewalks and adding new sidewalks where none exist? An emphasis has been placed on providing streets that are accessible by all people regardless of their mode of travel. Please rate how important it is the city continues expanding the trail system around Broken Arrow as well as enhancing mobility for modes of travel other than motor vehicles?







The City's parks and recreational opportunities are highly valued by residents.





Parks and Recreation in Broken Arrow

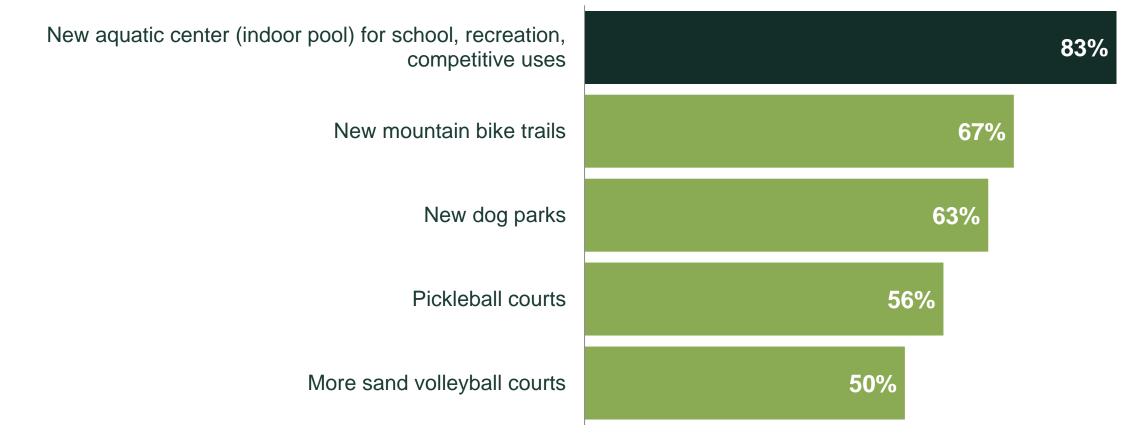
Please rate each of the following in the Broken Arrow community:

National Benchmark	City parks	76%
Comparison	Overall quality of Parks and recreation opportunities	70%
■ Higher	Recreation centers or facilities	68%
SimilarLower	Recreation programs or facilities	64%
	Fitness opportunities	59%
	Recreational opportunities	56%
	Availability of paths and walking trails	53%

Percent excellent or good

Parks and Recreation in Broken Arrow

Since 2019, the city has made improvements to several public parks including Jackson Park (new restrooms, parking lot expansion), Nienhuis Park (expanded the skate park, added a new trail), Arrowhead Park (installed shade structures, improved restrooms and concessions), and Indian Springs Sports Complex (new artificial turf soccer fields). Please rate how important the following potential improvements are to you.

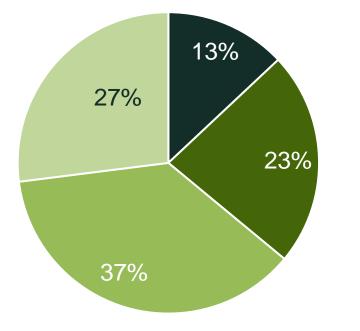


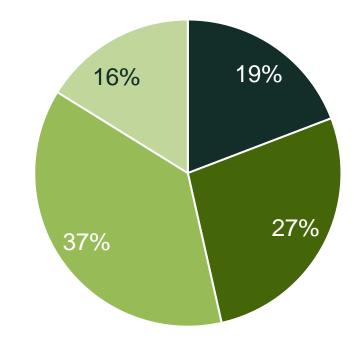
Percent strongly or somewhat support

Parks and Recreation in Broken Arrow

Please rate how important it is to install new artificial turf baseball fields at Indian Springs Sports Complex and new artificial turf softball fields at Arrowhead Sports Complex for youth leagues as an attraction to host regional tournaments, minimize cancellations due to inclement weather, and reduce maintenance costs?

Currently the city has two community centers, Nienhuis in north Broken Arrow and Central in downtown. Please rate how important it is to have a community center in the southwest part of Broken Arrow in Elam Park?





Essential Very important Somewhat important Not at all important

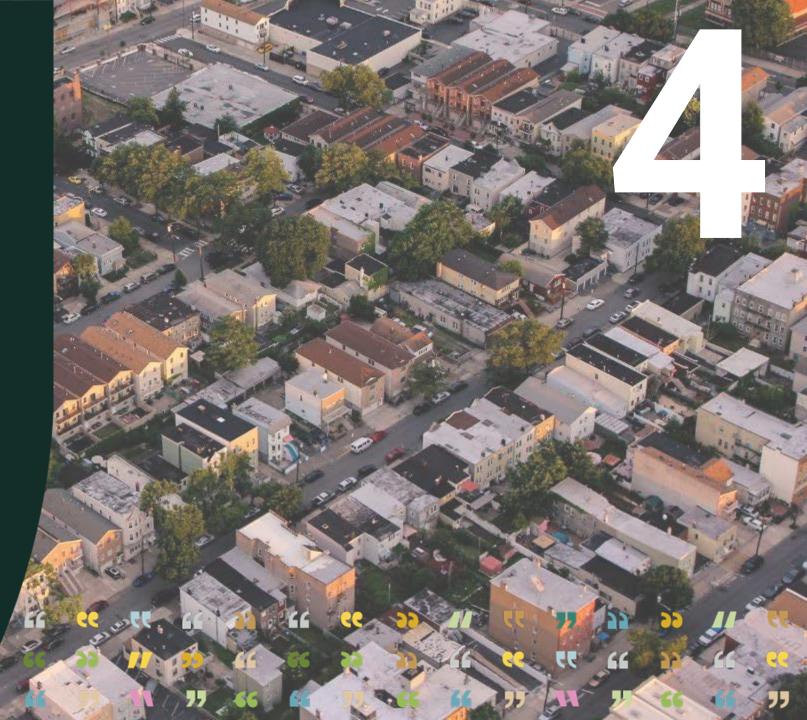


Residents give high marks to aspects of Broken Arrow's community design.

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Community Design in Broken Arrow Please rate each of the following in the Broken Arrow community: National Preservation of the historical or cultural character 68% **Benchmark** Comparison 63% Public places where people want to spend time **59%** Overall design or layout of residential and commercial areas ■ Higher Overall quality of new development 62% Similar 77% **Overall** appearance Lower Neighborhood as a place to live 86% 39% Availability of affordable quality housing 55% Variety of housing options Well-designed neighborhoods 56% Well-planned commercial growth 53% Well-planned residential growth 47%

Percent excellent or good

Community Design in Broken Arrow

In previous bond propositions approved by voters, new public facilities like the Veterans Center, Senior Center Annex, and Brown-Kimbrough Center for Arts, Innovation and Creativity have been built and opened in recent years. Veterans Center is a 4,600-square-foot facility managed by a board of directors that is home to five Veterans organizations. The Senior Center Annex is home to the non-profit Broken Arrow Seniors organization which provides a safe place with programs and activities for citizens 55 and older. The Brown-Kimbrough Center for Arts, Innovation and Creativity is home to Arts @ 302 and is a creative hub to encourage and enrich the thriving arts culture in the community. Other public facilities owned by the city but operated by organizations include the Military History Center, Museum Broken Arrow, and Community Playhouse. Please rate how much, if at all, you would support the following:

93	3%
919	%
91	%
86%	
85%	
83%	
82%	

Improvements to the Senior Center Annex Improvements to the Veteran's Center Improvements to the Military History Center Improvements to Museum Broken Arrow Improvements to the Community Playhouse Improvements to the Brown-Kimbrough Center for Arts Innovation and Creativity

Improvements to the Senior Center

Percent strongly or somewhat support



While ratings for utilities are strong, residents point to drinking water as an area of opportunity.

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Utilities in Broken Arrow

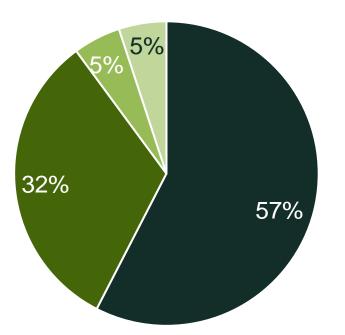


	Please rate each of the following in th community:	e Broken Arrow	
National Benchmark Comparison	Garbage collection		80%
Comparison	Sewer services		74%
■ Higher	Power (electric and/or gas) utility		72%
SimilarLower	Stormwater management		69%
	Overall quality of the utility infrastructure		60%
	Utility billing	5	7%
	Drinking water	5	57%
	Affordable high-speed internet access	46%	

Percent excellent or good

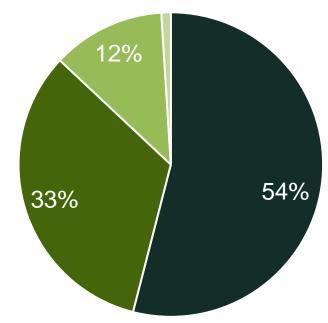
Utilities in Broken Arrow

Please rate how much, if at all, you would support spending tax dollars to relocate overhead power lines underground? Relocating power lines enhances the overall aesthetics of a community, while helping to reduce power outages, safety hazards, and blocked roadways due to downed lines.



When it comes to spending city tax dollars on new projects to improve stormwater and drainage issues in Broken Arrow, voters have strongly supported funding these propositions in the past. Please rate how important it is to continue investing in these types of infrastructure.

1%





Ratings for governance are strong in Broken Arrow, contributing to the high quality of life experienced by residents.

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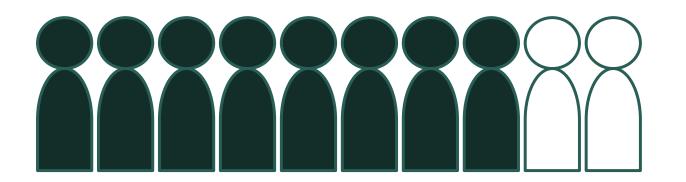


Governance in Broken Arrow

	Please rate the following categories of Broken Arrow government performance.	
National Benchmark	Overall confidence in Broken Arrow government	56%
Comparison	The overall direction that Broken Arrow is taking	64%
■ Higher	Overall customer service by Broken Arrow emergency dispatch employees	85%
	Overall customer service by Broken Arrow employees	76%
Similar	Public information services	69%
Lower	Treating residents with respect	67%
	Treating all residents fairly	61%
	Informing residents about issues facing the community	59%
	Being open and transparent to the public	58%
	Being honest	58%
	Generally acting in the best interest of the community	58%

Percent excellent or good

Quality of Life in Broken Arrow



At least **8 in 10**

residents gave **excellent** or **good** ratings to:

- Broken Arrow as a place to live
- The overall quality of life
- The overall image or reputation



9 in 10 residents

 Plan to remain in Broken Arrow for the next five years



 Would recommend living in Broken Arrow to someone who asked



Summary of Conclusions

- 1. The economy in Broken Arrow is an asset and a priority.
- 2. While ease of travel in Broken Arrow is generally viewed favorably, residents have concerns around public transportation.
- 3. The City's parks and recreational opportunities are highly valued by residents.
- 4. Residents give high marks to aspects of Broken Arrow's community design.
- 5. While ratings for utilities are strong, residents point to drinking water as an area of opportunity.
- 6. Ratings for governance are strong in Broken Arrow, contributing to the high quality of life experienced by residents.

Questions?

Thank you!

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