

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



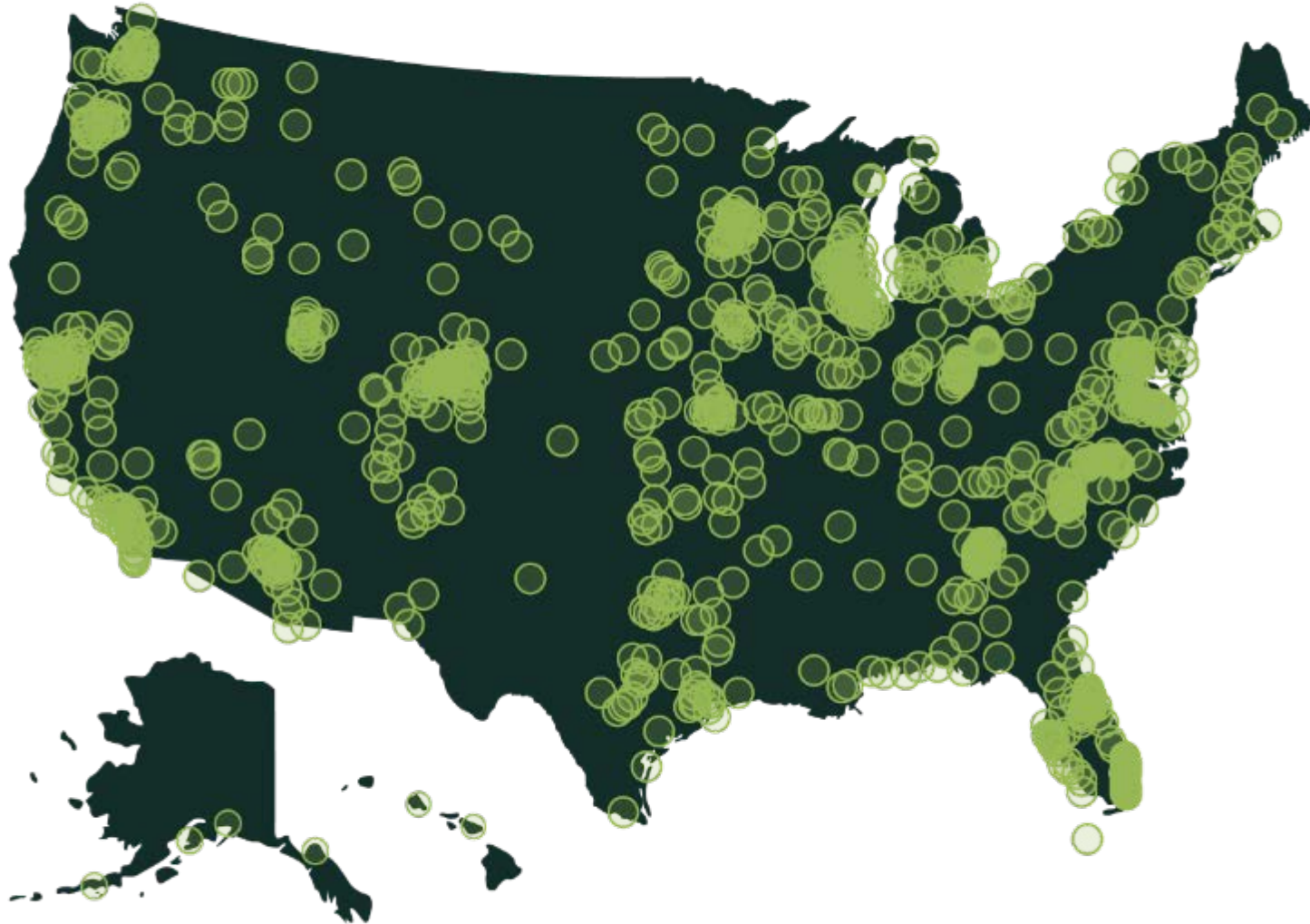
The National Community Survey™ in Broken Arrow



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

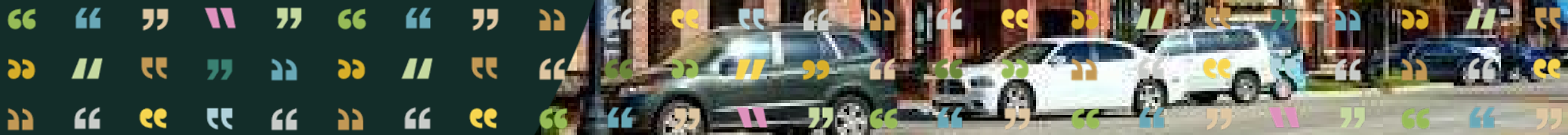


More than
500
comparison
communities
across the
nation.

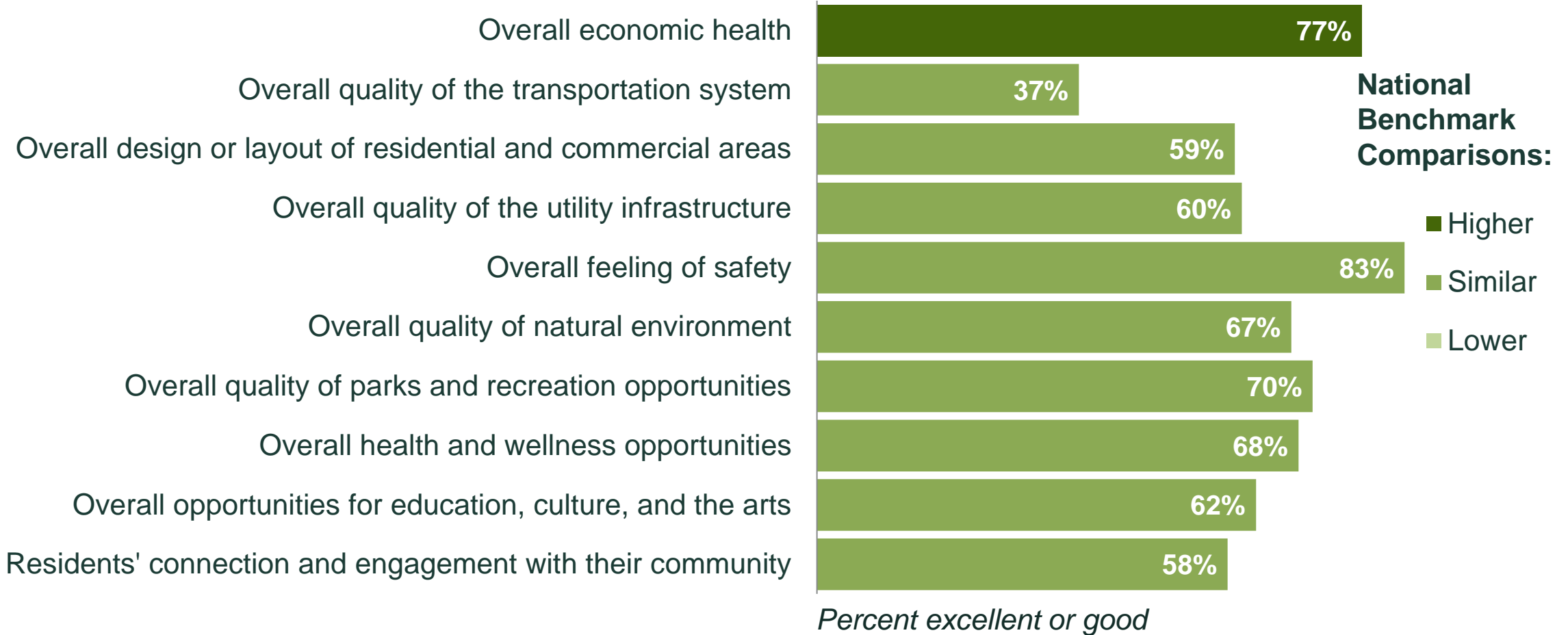
Representing
the opinions
of more than
50 million
residents.



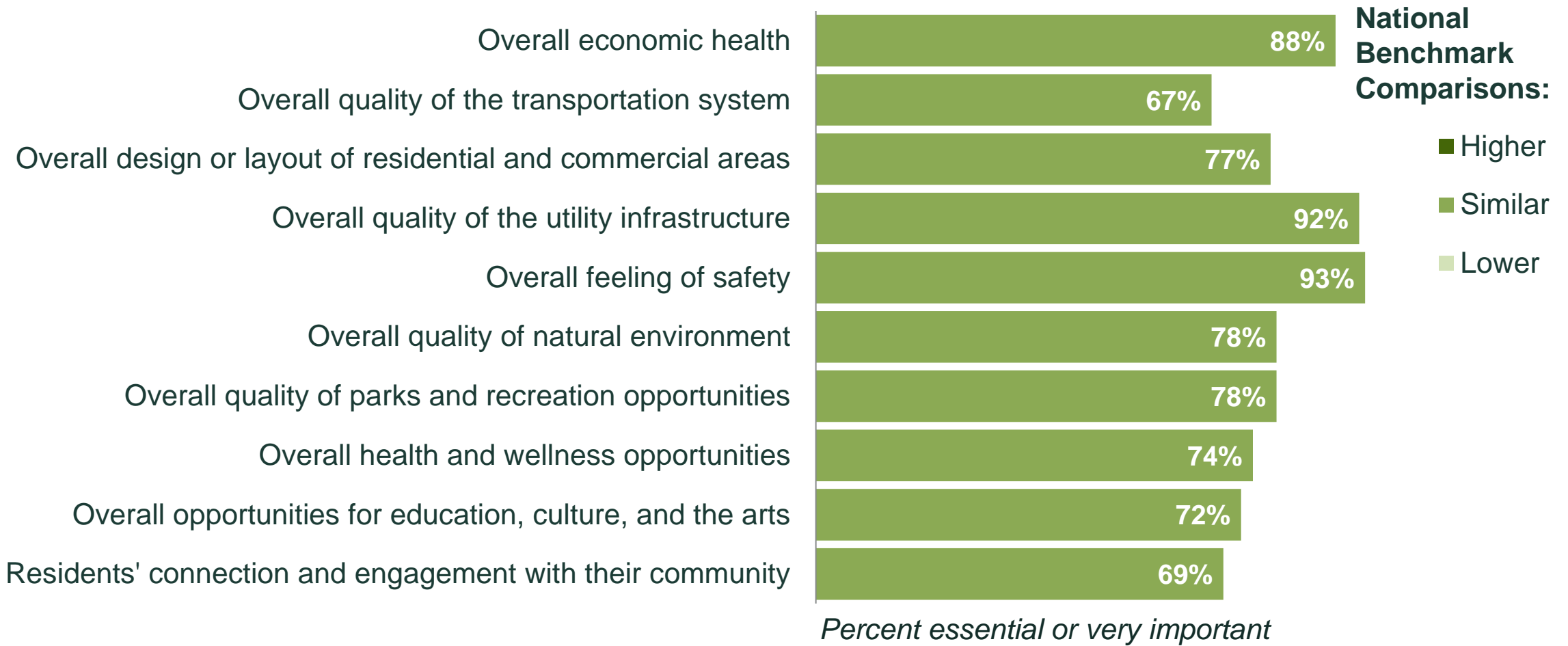
Overview of Survey Results



Facets of Community Livability: Quality

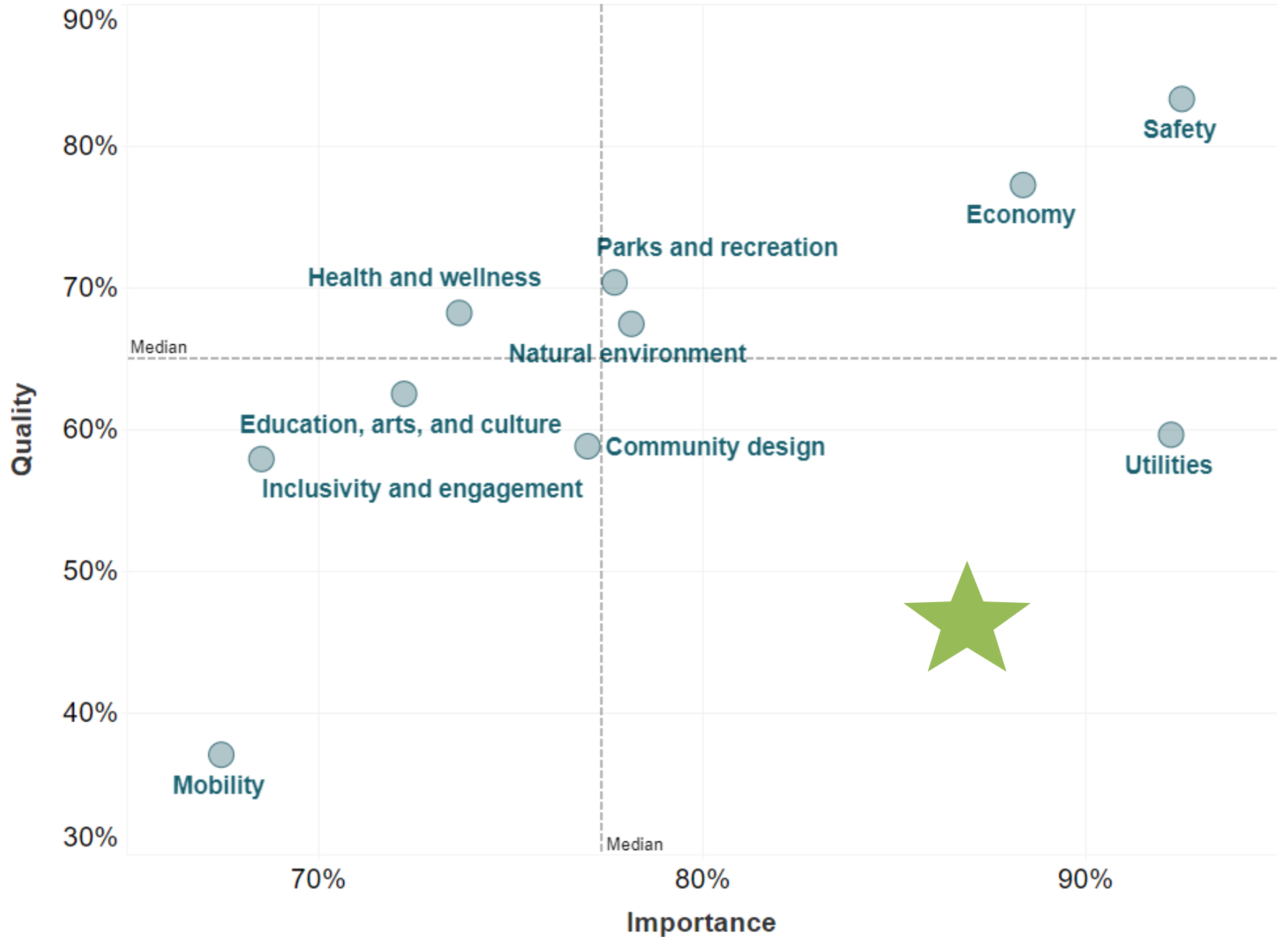


Facets of Community Livability: Importance





Balancing Quality and Importance





Comparisons to National Benchmarks



19 received **higher** ratings

84 received **similar** ratings

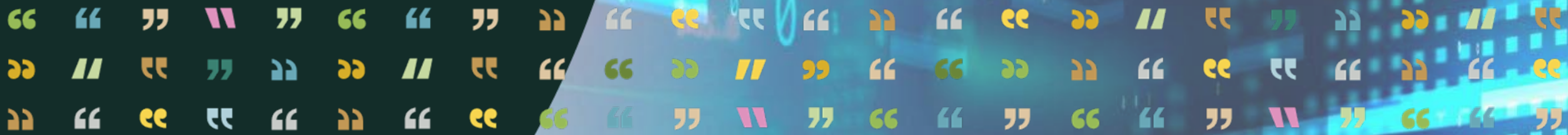
3 received **lower** ratings





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

1



The Economy in Broken Arrow



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

National Benchmark Comparison

■ Higher

■ Similar

■ Lower

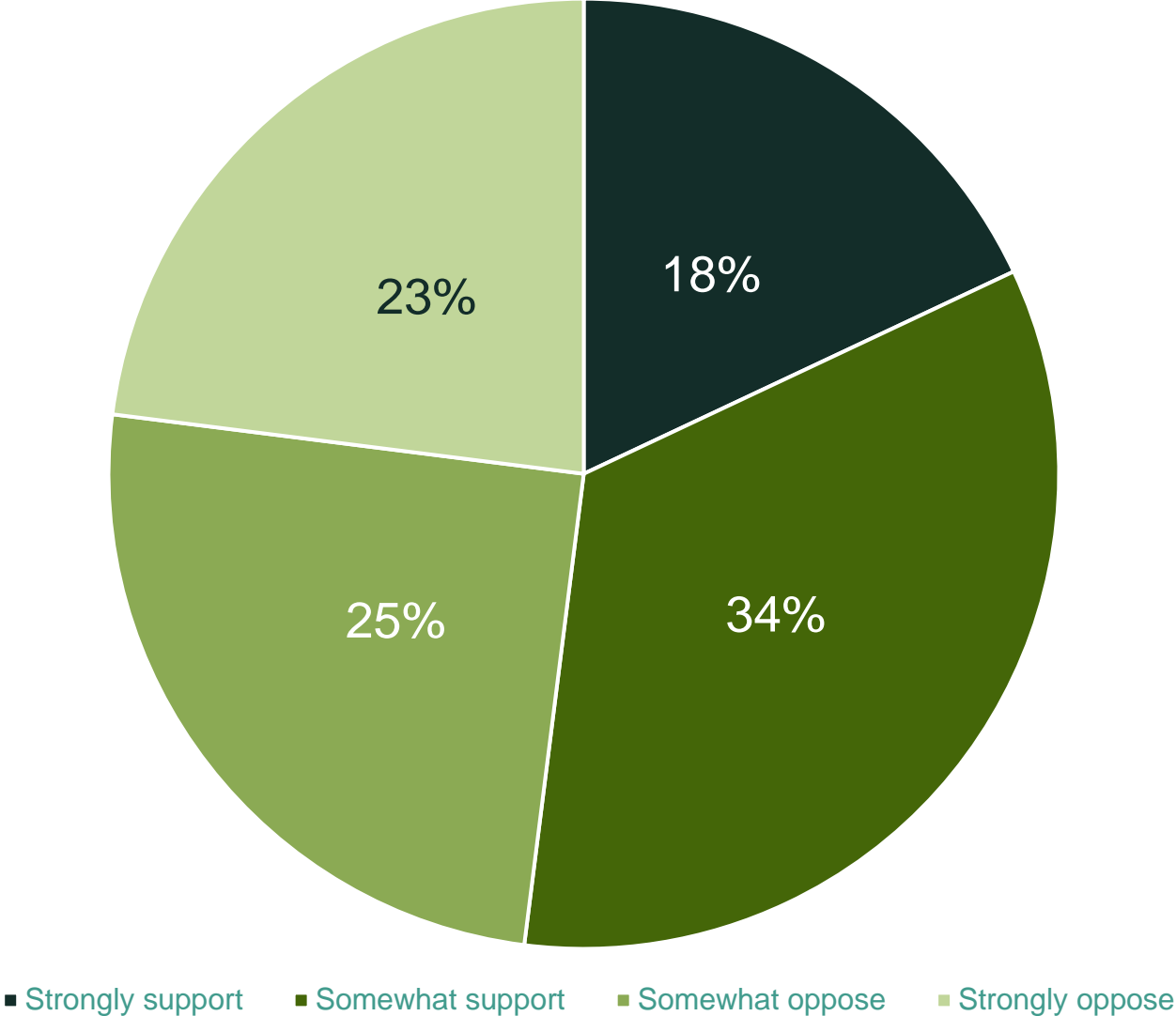


Percent excellent or good

The Economy in Broken Arrow



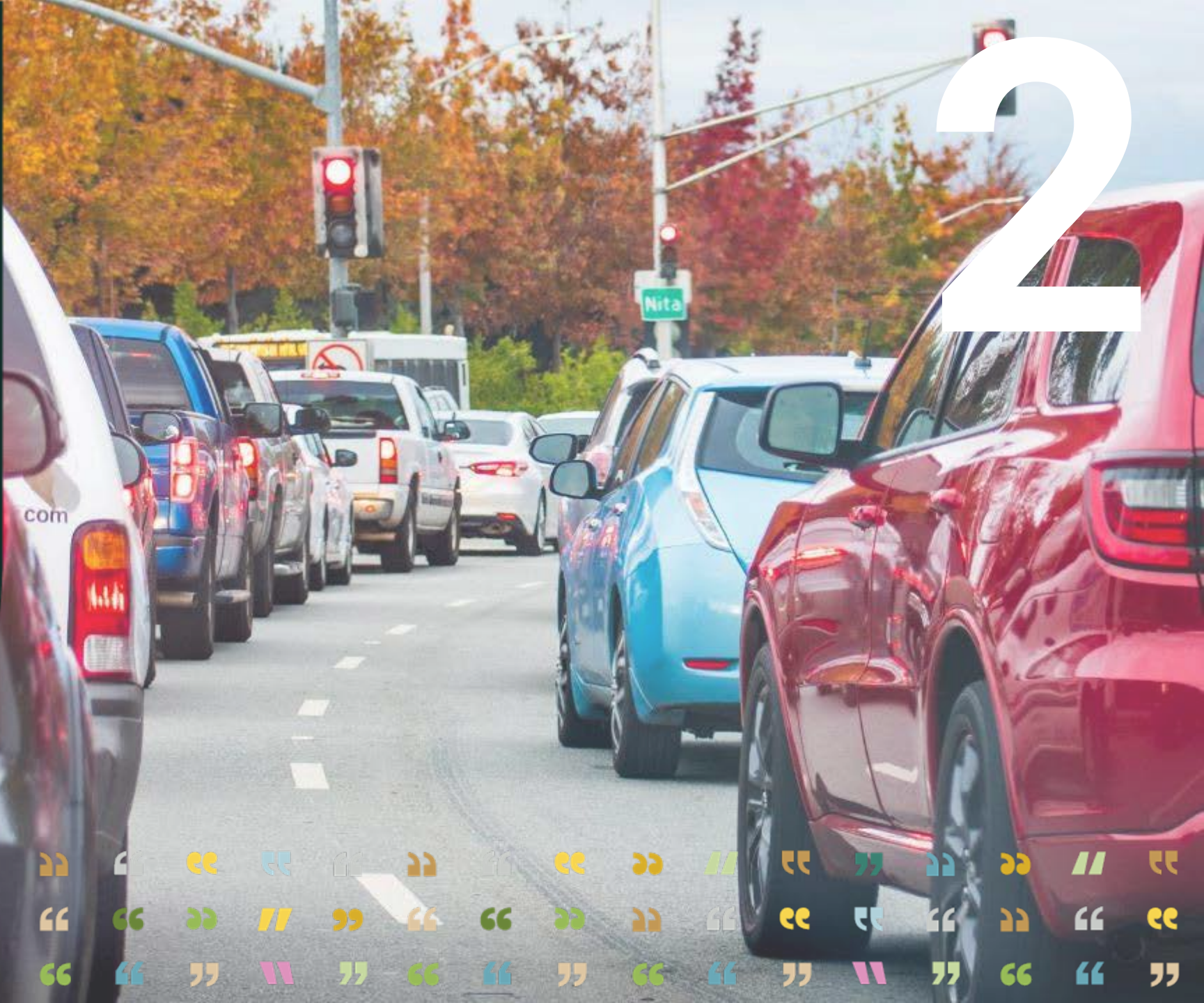
The current lodging tax rate for a hotel or motel room rental in Broken Arrow is 4 percent. How much, if at all, would you support a 3 percent increase in the lodging tax levied on rent received from guests staying at hotels and motels in BA? The funds received from this increase would be used for marketing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





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

2



Ease of Travel in Broken Arrow



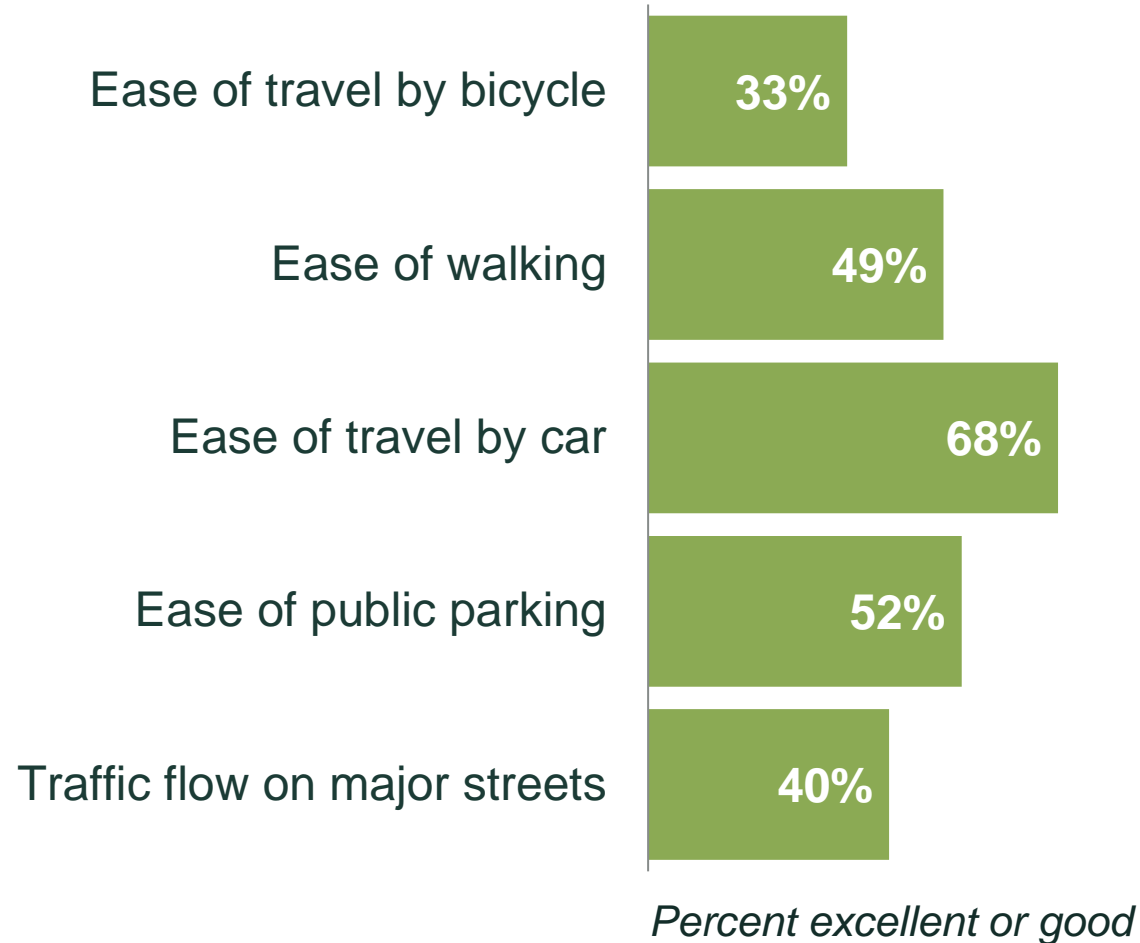
Please rate each of the following in the Broken Arrow community:

National Benchmark Comparison

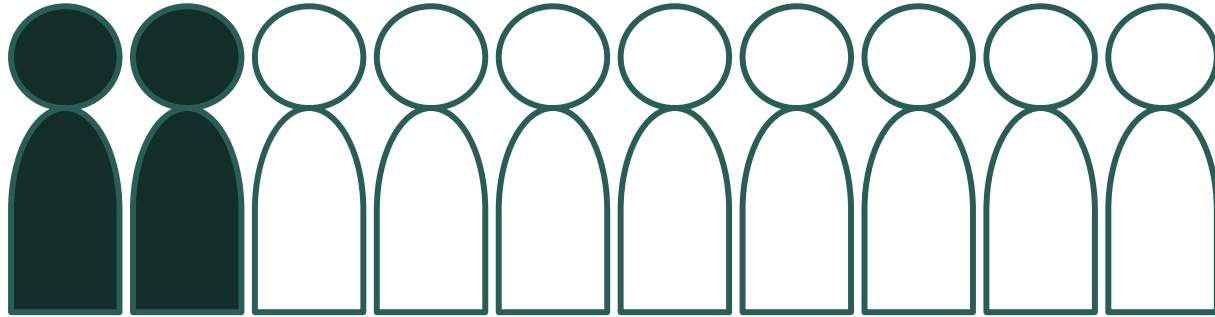
■ Higher

■ Similar

■ Lower



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

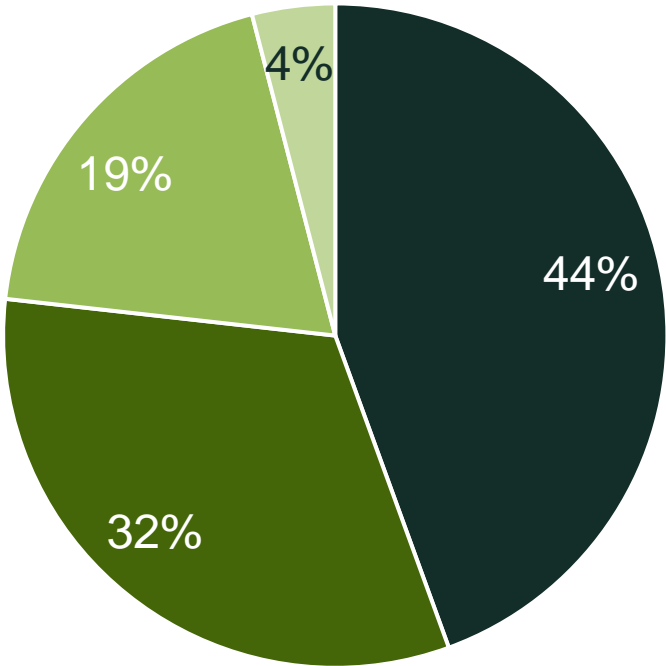
Just 3%

- Used public transportation instead of driving over the past 12 months

Mobility in Broken Arrow

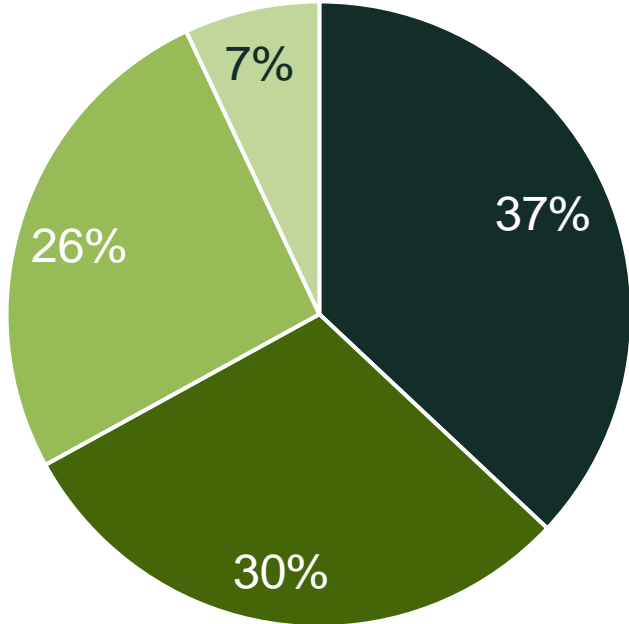


Please rate how important it is to you that the city continues focusing on efforts to increase connectivity by making improvements to existing sidewalks and adding new sidewalks where none exist?



■ Essential ■ Very important ■ Somewhat important ■ Not at all important

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?



■ Essential ■ Very important ■ Somewhat important ■ Not at all important



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

3



Parks and Recreation in Broken Arrow



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

National Benchmark Comparison

- Higher
- Similar
- Lower

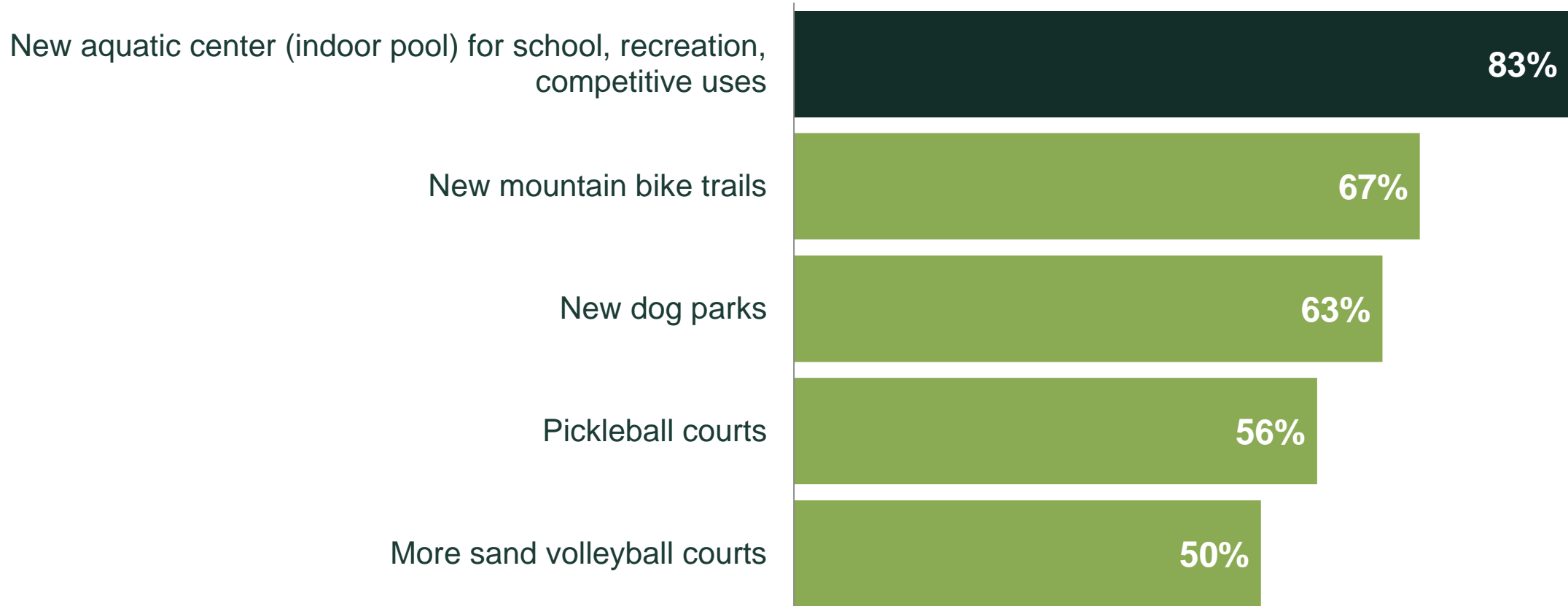


Percent excellent or good

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.

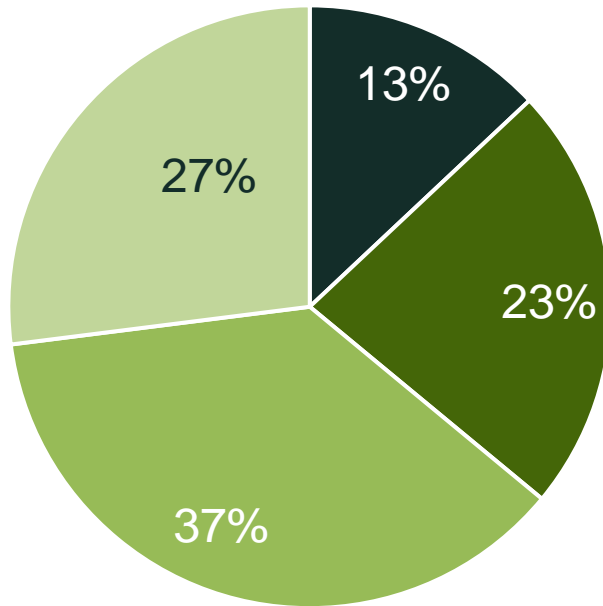


Percent strongly or somewhat support

Parks and Recreation in Broken Arrow

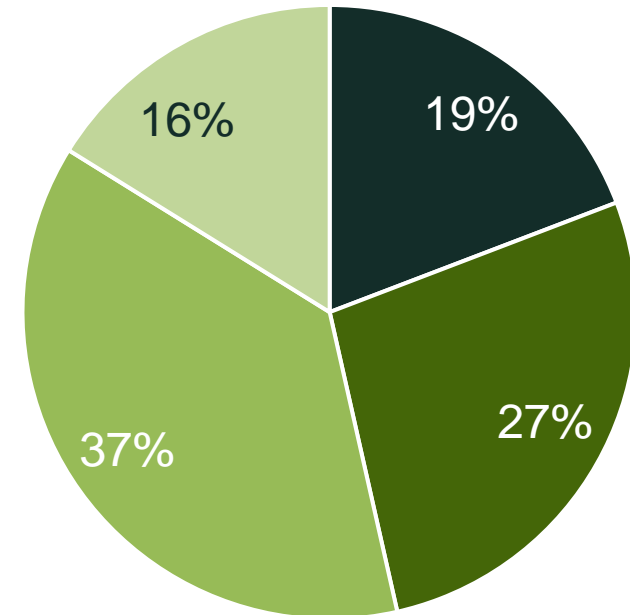


Please rate how important it is to install new artificial turf baseball fields at Indian Springs Sports Complex and new artificial turf softball fields at Arrowhead Sports Complex for youth leagues as an attraction to host regional tournaments, minimize cancellations due to inclement weather, and reduce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



■ Essential ■ Very important ■ Somewhat important ■ Not at all important

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.

4



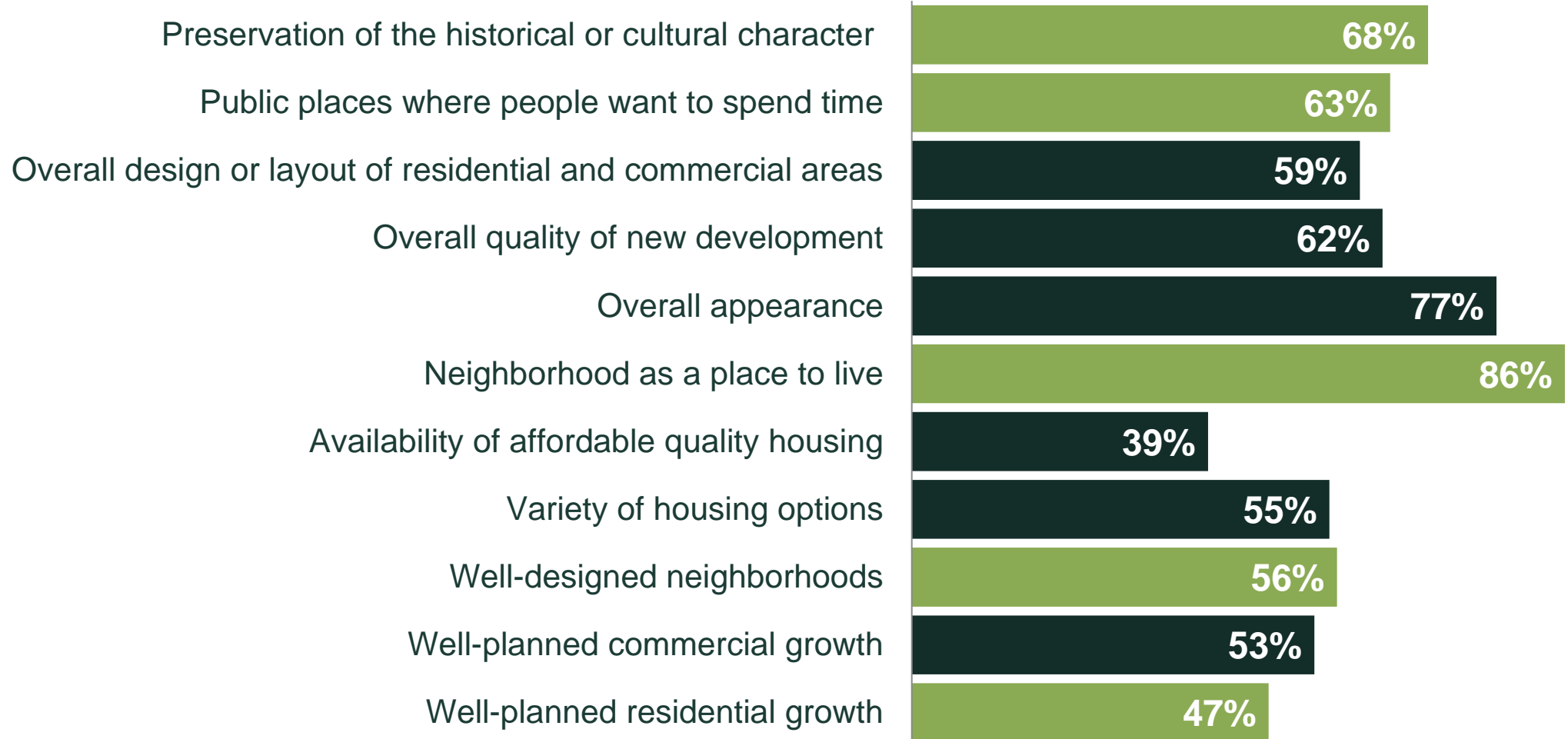
Community Design in Broken Arrow



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

National Benchmark Comparison

- Higher
- Similar
- Lower

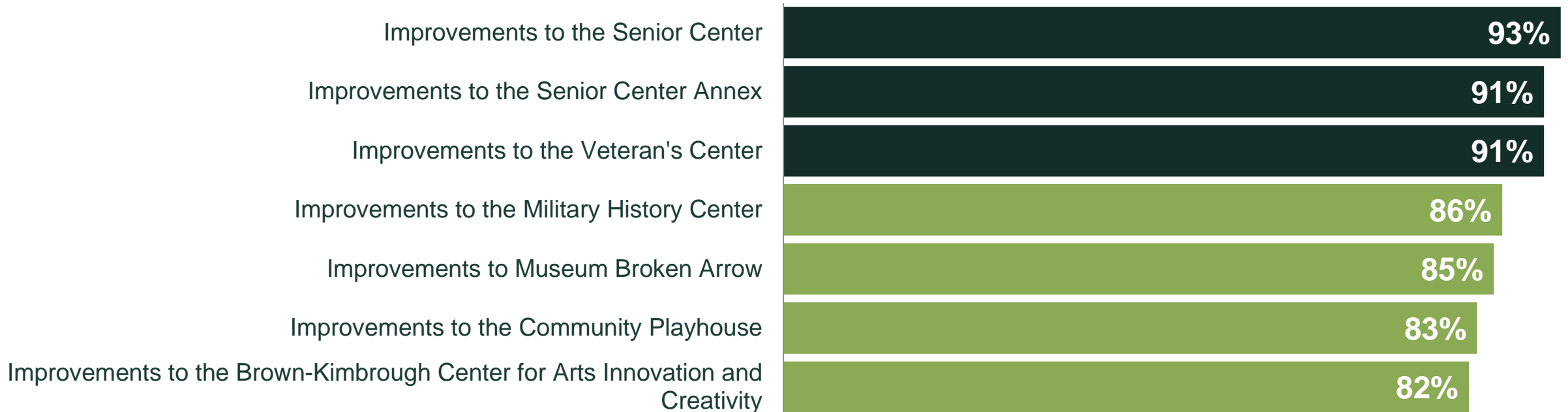


Percent excellent or good

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:

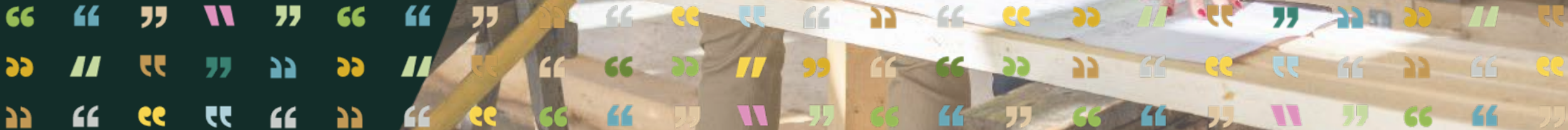


Percent strongly or somewhat support



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

5



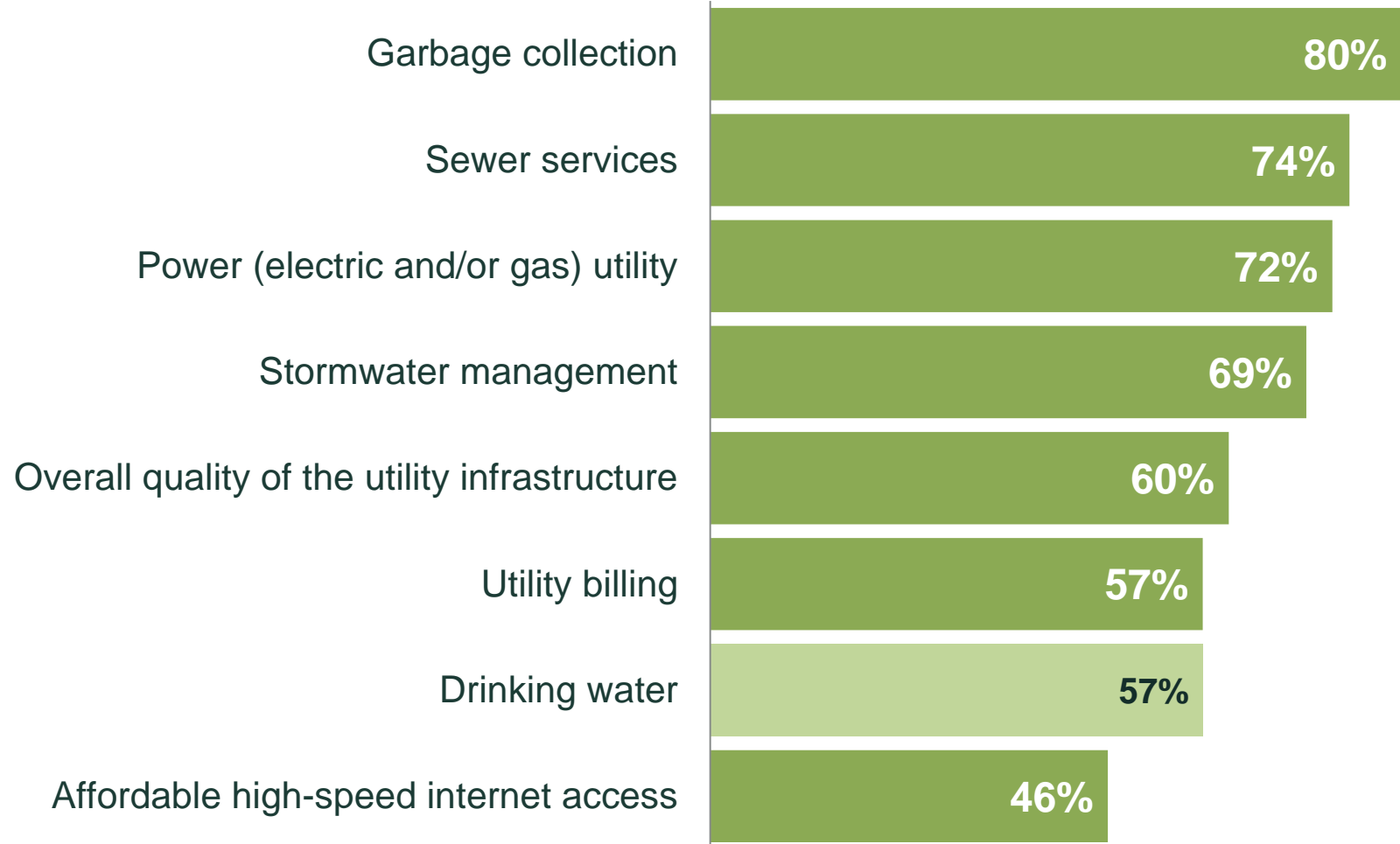
Utilities in Broken Arrow



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

National Benchmark Comparison

- Higher
- Similar
- Lower

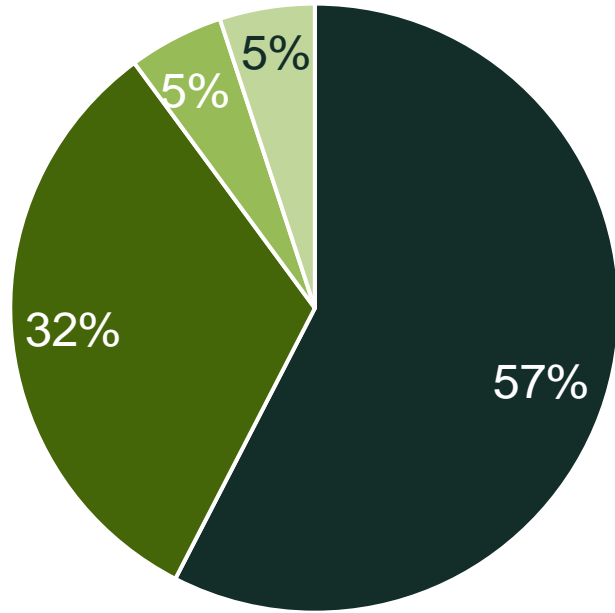


Percent excellent or good

Utilities in Broken Arrow

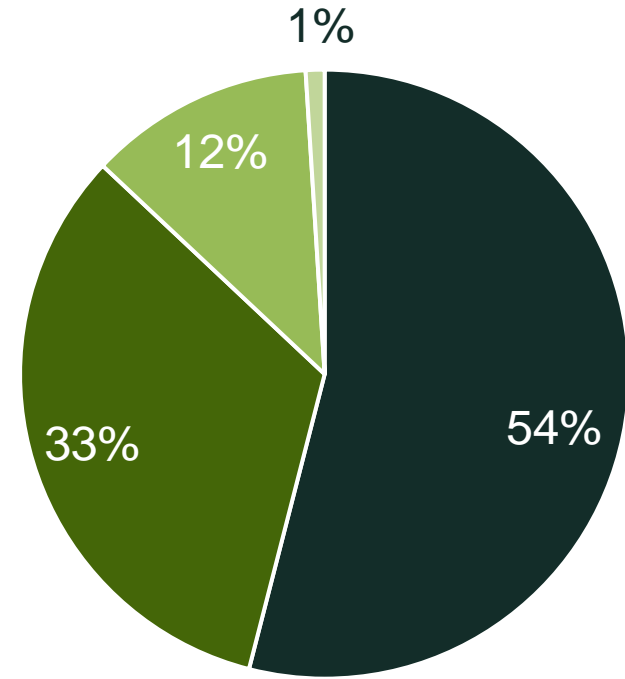


Please rate how much, if at all, you would support spending tax dollars to relocate overhead power lines underground? Relocating power lines enhances the overall aesthetics of a community, while helping to reduce power outages, safety hazards, and blocked roadways due to downed lines.



■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

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.

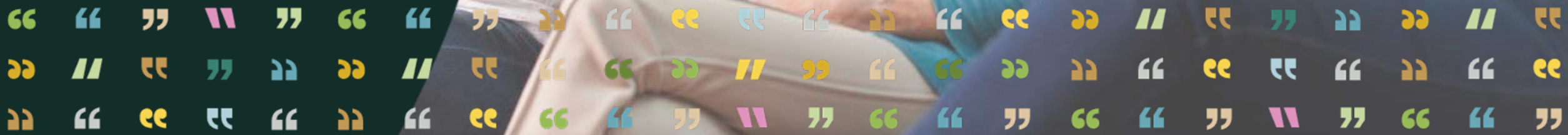


■ Essential ■ Very important ■ Somewhat important ■ Not at all important



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

6



Governance in Broken Arrow



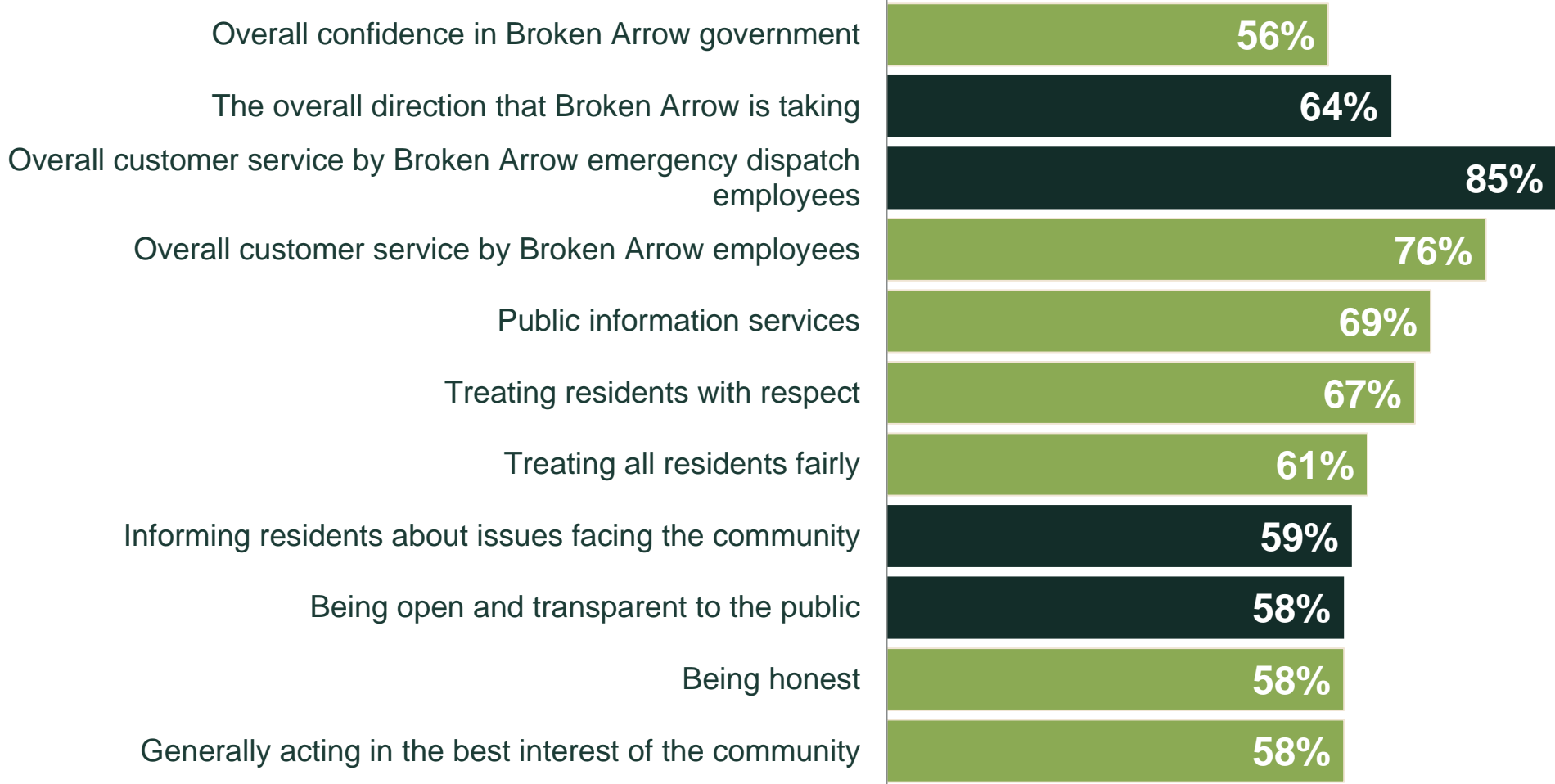
Please rate the following categories of Broken Arrow government performance.

National Benchmark Comparison

■ Higher

■ Similar

■ Lower



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!

Brandon Barnett
Senior Survey Associate
Polco/National Research Center
brandon@polco.us