

2020 Royal Oak Public Opinion Study

Thank you for your participation in this study. All answers will remain completely confidential - your name will not be shared or linked with the results without your permission.

1. First, think about **Royal Oak's fire and emergency medical services** on the following attributes and rate them from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If you are not sure or have no opinion, please mark "Don't Know."

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Fire coverage for the community | <input type="checkbox"/> |
| Fire prevention education | <input type="checkbox"/> |
| Response time to fires | <input type="checkbox"/> |
| Response time to medical emergencies | <input type="checkbox"/> |

2. Now, think about your **local public school system** in Royal Oak and rate it on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Meeting the needs of the community | <input type="checkbox"/> |
| Preparation of students for solid careers | <input type="checkbox"/> |
| Preparation of students for college | <input type="checkbox"/> |
| Communication with the public | <input type="checkbox"/> |

3. Please rate the **transportation infrastructure** in Royal Oak and rate it on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Street maintenance/repair | <input type="checkbox"/> |
| Road signage | <input type="checkbox"/> |
| Traffic congestion on the roads | <input type="checkbox"/> |
| Public transportation options | <input type="checkbox"/> |
| Accommodation for bicycle and foot traffic | <input type="checkbox"/> |
| Ease of finding parking downtown | <input type="checkbox"/> |
| Ease of getting around the City without a car | <input type="checkbox"/> |

4. Next, rate the **utility services** (water, garbage, electricity, etc.) that you use on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Drinking water quality | <input type="checkbox"/> |
| Garbage collection service | <input type="checkbox"/> |
| Brush and leaf disposal | <input type="checkbox"/> |
| Recycling service | <input type="checkbox"/> |

5. Please rate **Royal Oak's law enforcement** on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Respectful treatment of citizens | <input type="checkbox"/> |
| Fair and equitable enforcement | <input type="checkbox"/> |
| Safety education | <input type="checkbox"/> |
| Response time to emergencies | <input type="checkbox"/> |

6. Have you paid property taxes in the last 12 months? Yes

No (Please skip to Q8)

7. Rate your **local property taxes** on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Fairness of property appraisals | <input type="checkbox"/> |
| Adequacy of period to pay taxes | <input type="checkbox"/> |
| Communication on how tax dollars are used | <input type="checkbox"/> |
| Fairness of tax levels | <input type="checkbox"/> |
| Amount and quality of services you receive for the local taxes you pay | <input type="checkbox"/> |

8. Think about the **shopping opportunities** around Royal Oak using the scale where 1 means "Poor" and 10 means "Excellent." Please rate Royal Oak for providing:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Shopping convenience for everyday items | <input type="checkbox"/> |
| Shopping convenience for major items | <input type="checkbox"/> |
| Sufficient choices for most of your needs | <input type="checkbox"/> |
| Area restaurant choices | <input type="checkbox"/> |

9. Rate Royal Oak's **local government** on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Having leaders who are trustworthy | <input type="checkbox"/> |
| Being well-managed | <input type="checkbox"/> |
| Having employees who are well-trained | <input type="checkbox"/> |
| Communicating effectively to the community | <input type="checkbox"/> |
| Spending dollars wisely | <input type="checkbox"/> |
| Encouraging citizen ideas and involvement | <input type="checkbox"/> |
| Having a website that meets your needs | <input type="checkbox"/> |
| Enforcing appearance/safety codes for residential and business properties | <input type="checkbox"/> |
| Openness to resident questions or concerns | <input type="checkbox"/> |

Consider all of your interactions with Royal Oak's **employees/officials** in the last 12 months and rate each item below. If you have not contacted the city, please answer "**Don't Know**" or skip to question 10.

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Follow-up provided by local staff | <input type="checkbox"/> |
| Level of professionalism | <input type="checkbox"/> |
| Ease of getting your question answered | <input type="checkbox"/> |

10. Rate Royal Oak's *community events* on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Range of cultural offerings | <input type="checkbox"/> |
| Strong and vibrant arts community | <input type="checkbox"/> |
| Quality sporting events to attend | <input type="checkbox"/> |
| Variety of festivals and community events | <input type="checkbox"/> |
| Activities that interest you | <input type="checkbox"/> |

11. Rate the *economic health* of Royal Oak on the following aspects:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Cost of living | <input type="checkbox"/> |
| Quality of jobs | <input type="checkbox"/> |
| Affordability of housing | <input type="checkbox"/> |
| Availability of jobs | <input type="checkbox"/> |
| Stability of property values | <input type="checkbox"/> |
| Strength of local economy | <input type="checkbox"/> |
| Access to health care services | <input type="checkbox"/> |

12. Thinking about the *diversity of the people* who live in Royal Oak, please rate the following:

| | Low= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | High= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Degree of ethnic diversity in the city | <input type="checkbox"/> |
| Level of interaction between ethnic groups | <input type="checkbox"/> |
| Support of ethnic and religious diversity by community groups, businesses, houses of worship and local government | <input type="checkbox"/> |

13.a How frequently do you use the *parks and recreation facilities*?

Never Less than 6 times a year 6-12 times a year More than 12 times a year

13.b How frequently do you use the *parks and recreation programs*?

Never Less than 6 times a year 6-12 times a year More than 12 times a year

14. Next, rate Royal Oak's *parks, recreation facilities and programs* on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Facilities and parks meet your needs | <input type="checkbox"/> |
| Facility/park maintenance and cleanliness | <input type="checkbox"/> |
| Quality of recreational programs | <input type="checkbox"/> |
| Variety of recreational programs | <input type="checkbox"/> |

15. How frequently do you use the *local library*?

Never

Less than 6 times a year

6-12 times a year

More than 12 times a year

16. Next, rate your *local library* on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Hours of operation | <input type="checkbox"/> |
| Adequacy of resources to meet your needs | <input type="checkbox"/> |
| Location | <input type="checkbox"/> |

17. Consider your experiences in the last year with Royal Oak. Rate your satisfaction using a 10 point scale, where 1 means "**Very Dissatisfied**" and 10 means "**Very Satisfied**."

Very Dissatisfied=

| | | | | | | | | | | | | | | | | | | | |
|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|--------------------|--------------------------|
| 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 | <input type="checkbox"/> | 6 | <input type="checkbox"/> | 7 | <input type="checkbox"/> | 8 | <input type="checkbox"/> | 9 | <input type="checkbox"/> | Very Satisfied= 10 | <input type="checkbox"/> |
|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|--------------------|--------------------------|

18. Using a 10 point scale where 1 means "**Falls Short of Your Expectations**" and 10 means "**Exceeds Your Expectations**," to what extent has Royal Oak fallen short of or exceeded your expectations?

| | | | | | | | | | | | | | | | | | | | |
|----------------|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|-------------|--------------------------|
| Falls Short= 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 | <input type="checkbox"/> | 6 | <input type="checkbox"/> | 7 | <input type="checkbox"/> | 8 | <input type="checkbox"/> | 9 | <input type="checkbox"/> | Exceeds= 10 | <input type="checkbox"/> |
|----------------|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|-------------|--------------------------|

19. Imagine an ideal community. How closely does Royal Oak compare with that ideal? Please use a 10 point scale where 1 is "**Not Very Close to the Ideal**" and 10 is "**Very Close to the Ideal**."

| | | | | | | | | | | | | | | | | | | | |
|-------------------|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|----------------|--------------------------|
| Not Very Close= 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 | <input type="checkbox"/> | 6 | <input type="checkbox"/> | 7 | <input type="checkbox"/> | 8 | <input type="checkbox"/> | 9 | <input type="checkbox"/> | Very Close= 10 | <input type="checkbox"/> |
|-------------------|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|----------------|--------------------------|

20. On a scale where 1 means "**Not Likely**" and 10 means "**Very Likely**," how likely are you to take the following actions:

Not Likely= 1 2 3 4 5 6 7 8 9 Very Likely= 10

| | | | | | | | | | | | | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Recommend the community as a place to live | <input type="checkbox"/> |
| Remain living here five years from now | <input type="checkbox"/> |
| Be a community volunteer | <input type="checkbox"/> |
| Encourage someone to start a business here | <input type="checkbox"/> |
| Support current local elected officials | <input type="checkbox"/> |

21. On a scale where 1 is "**Strongly Disagree**" and 10 is "**Strongly Agree**," to what degree do you agree or disagree the city is:

Strongly Disagree= 1 2 3 4 5 6 7 8 9 Strongly Agree= 10 Don't Know

| | | | | | | | | | | | | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| A safe place to live | <input type="checkbox"/> |
| Enjoyable place for children | <input type="checkbox"/> |
| Enjoyable place for young adults | <input type="checkbox"/> |
| Enjoyable place for senior citizens | <input type="checkbox"/> |
| Enjoyable place for people to visit | <input type="checkbox"/> |
| Physically attractive/great curb appeal | <input type="checkbox"/> |
| A great place for families | <input type="checkbox"/> |
| A great place to have a business | <input type="checkbox"/> |
| Growing responsibly | <input type="checkbox"/> |
| A safe place to bike and walk | <input type="checkbox"/> |
| A safe place to walk at night | <input type="checkbox"/> |
| A perfect community for me | <input type="checkbox"/> |

22. How do you prefer to get information about City of Royal Oak news, services, and programs? (Mark all that apply.)

| | | | | |
|---------------------------------------|--|---|---|--|
| <input type="checkbox"/> Cell phone | <input type="checkbox"/> Landline telephone | <input type="checkbox"/> Email | <input type="checkbox"/> Insight magazine | <input type="checkbox"/> City cable channels |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Video chat/ Skype/ Face Time | <input type="checkbox"/> Social media | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Friends, family, and neighbors |
| <input type="checkbox"/> Text message | | <input type="checkbox"/> Smart phone apps | <input type="checkbox"/> Mailings | |

22.b What are barriers that prevent you from getting information about City of Royal Oak news, services, and programs? (Mark all that apply.)

| | | | |
|---|--|---|--|
| <input type="checkbox"/> No internet access | <input type="checkbox"/> Do not have access to a smartphone or computer | <input type="checkbox"/> Can't navigate the City website | <input type="checkbox"/> I have a disability |
| <input type="checkbox"/> Not comfortable with technology | <input type="checkbox"/> Not sure where to find information | <input type="checkbox"/> Trouble understanding English | <input type="checkbox"/> Not interested in this information |

COVID-19 PLANNING

23. Despite the building being closed to the public, City Hall services have been available continuously during Michigan's stay-at-home order. Please list any city services you used during the COVID-19 shutdown.

24. Were there any city services or programs you had difficulty with? Please share your experience below.

25. Did you feel safe using city parks during the stay-at-home order?

Yes No Not applicable

26. Which specific recommendations can you provide to improve your experience accessing city services and programs during a stay-at-home order?

27. As the city prepares for future potential stay-at-home orders, which city services do you consider to be critical for you, your household, or your business? (Mark all that apply.)

| | | | |
|--|---|---|--|
| <input type="checkbox"/> City Commission meetings | <input type="checkbox"/> Recreational programs/leagues | <input type="checkbox"/> Fire prevention education | <input type="checkbox"/> Tree trimming |
| <input type="checkbox"/> Code enforcement | <input type="checkbox"/> District court services | <input type="checkbox"/> Police response to non- emergencies | <input type="checkbox"/> City golf course |
| <input type="checkbox"/> Building permits/inspection | <input type="checkbox"/> Parking and permits | <input type="checkbox"/> Property auctions | <input type="checkbox"/> Recycling program |
| <input type="checkbox"/> Economic development | <input type="checkbox"/> Tax/bill payment services | <input type="checkbox"/> Animal shelter adoption | <input type="checkbox"/> Senior meal program |
| <input type="checkbox"/> Park maintenance | <input type="checkbox"/> Residential lock box | <input type="checkbox"/> Farmers' market | <input type="checkbox"/> None of these |

28. If city facilities are not open to the public because of public health restrictions, which alternative forms of service delivery are you willing to use?

Online services Curbside pickup/dropoff Self-service inside the
facility

29. Which of the following have you needed for your household and have not been able to access? (Mark all that apply.)

| | | | |
|--|--|---|---|
| <input type="checkbox"/> Cleaning products and toiletries | <input type="checkbox"/> Helping children with schoolwork | <input type="checkbox"/> Computer/laptop/tablet access | <input type="checkbox"/> Personal protective equipment |
| <input type="checkbox"/> Food for your household | <input type="checkbox"/> Mental/emotional support | <input type="checkbox"/> Childcare | <input type="checkbox"/> Information specific to Royal Oak residents |
| <input type="checkbox"/> Medications | <input type="checkbox"/> Internet access | <input type="checkbox"/> Housing | |
| <input type="checkbox"/> Medical care | | <input type="checkbox"/> Transportation | |

The following questions are for analysis only and will not be used in any way to identify you.

How long have you been living in this community?

One year or less 1-5 years 6-10 years More than 10 years

Do you own or rent/lease your residence?

Own Rent/Lease

Is your place of employment located in Royal Oak?

Yes No, a different community I am not currently employed I am retired

What is your age group?

18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 or over

Which of the following categories best describes your level of education?

Some high school or less High school graduate Some college College graduate Graduate degree(s)

Which of the following categories includes your total household income last year?

\$25,000 or less \$25,001 to \$50,000 \$50,001 to \$100,000 Over \$100,000

Please indicate your marital status:

Single Married/living with partner Widowed/separated/divorced

Mark the boxes that describe the people living in your house (other than yourself and/or a spouse). Mark all that apply.

Child(ren) age 12 or under Child(ren) over age 12 Parent age 65 or older None of these

What is your gender?

Male Female Other

Please mark all that apply: To which group do you consider yourself to belong?

Asian Black/African American American Indian/Alaska Native/Native Hawaiian Other
 White/Caucasian Hispanic/Latinx

Which section of the city best describes where you live

Downtown North of 12 Mile, east of Main North of 12 Mile, west of Main South of 12 Mile, east of Main South of 12 Mile, west of Main

Thank you for your time. Please return this assessment in the postage-paid envelope provided.

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