

City of Norman/Gooden Group/Amber Integrated

# Proposed Bridge Maintenance Bond Program Survey #1 Results

Council Study  
Session  
Tuesday,  
July 11, 2023



# Program Background

- October 21, 2022 – CP&T Committee
- January 10, 2023 – Council Study Session
- June 20, 2023 – Council Study Session
- June 23 – 27, 2023 – Public Survey
- July 11, 2023 – Survey Results



# Norman Bridge Bond Survey #1

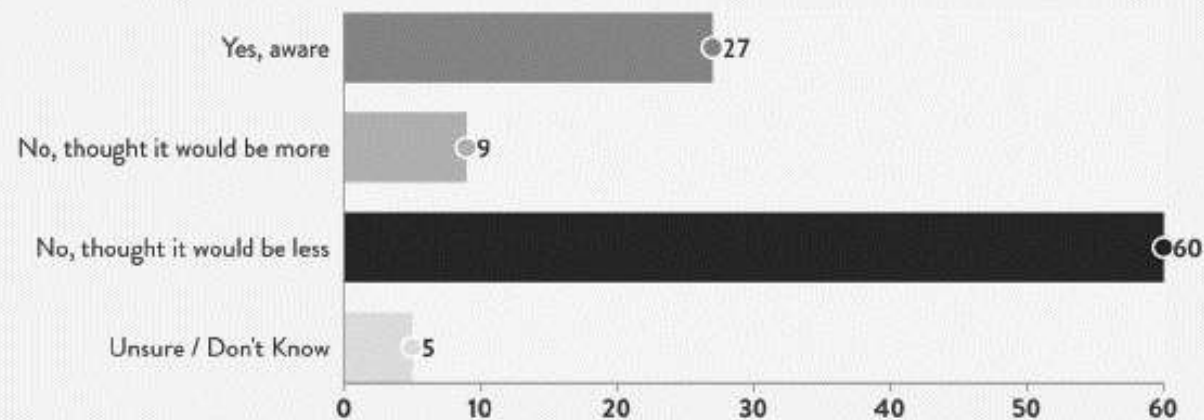
(400 respondents from June 23<sup>rd</sup> – June 27<sup>th</sup>, 2023)

## Key Findings

- Norman voters generally view bridges as safe. Nearly 85% of likely voters in Norman believe the bridges in their community are either “very” or “somewhat” safe.
- There is general confusion and/or misunderstanding about how Norman’s bridges are funded. Only a quarter of respondents believed the city was responsible for funding.
- A majority of voters (60%) believed the city was responsible for less than the current 80 bridges they are responsible for.
- General concern about specific bridges in a voter’s neighborhood or community is low suggesting a lack of awareness about the current bridge concerns.
- The Norman Transcript newspaper was referenced the most times (21%) when asking voters how they research local elections in Norman.
- The 10-year \$50 Million bond program is much more favorable than the 5-year \$20 Million bond program.

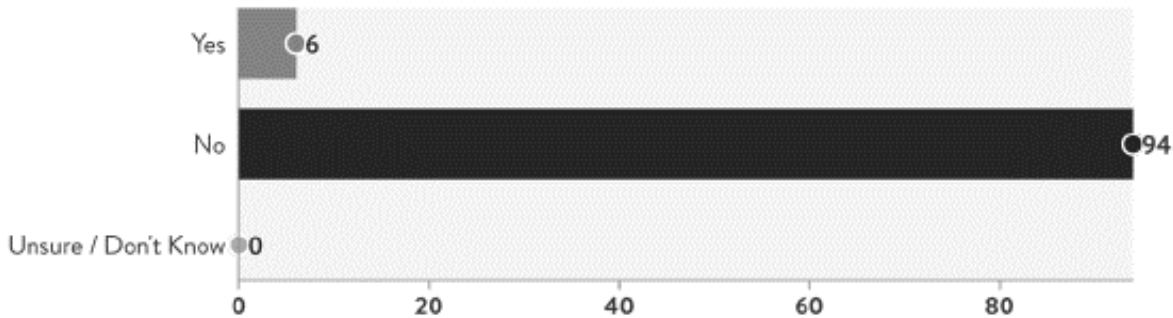
WERE YOU AWARE THAT THE CITY OF NORMAN IS RESPONSIBLE FOR MAINTAINING 80 BRIDGES ACROSS THE CITY'S NEARLY 190 SQUARE MILES? OR, DID YOU THINK IT WOULD BE MORE/LESS?

YES, AWARE	27%
NO, THOUGHT IT WOULD BE MORE	9%
NO, THOUGHT IT WOULD BE LESS	60%
DON'T KNOW / REFUSED	5%



ARE YOU CURRENTLY CONCERNED ABOUT A BRIDGE IN YOUR COMMUNITY OR NEIGHBORHOOD? IF YES, WHICH ONE?

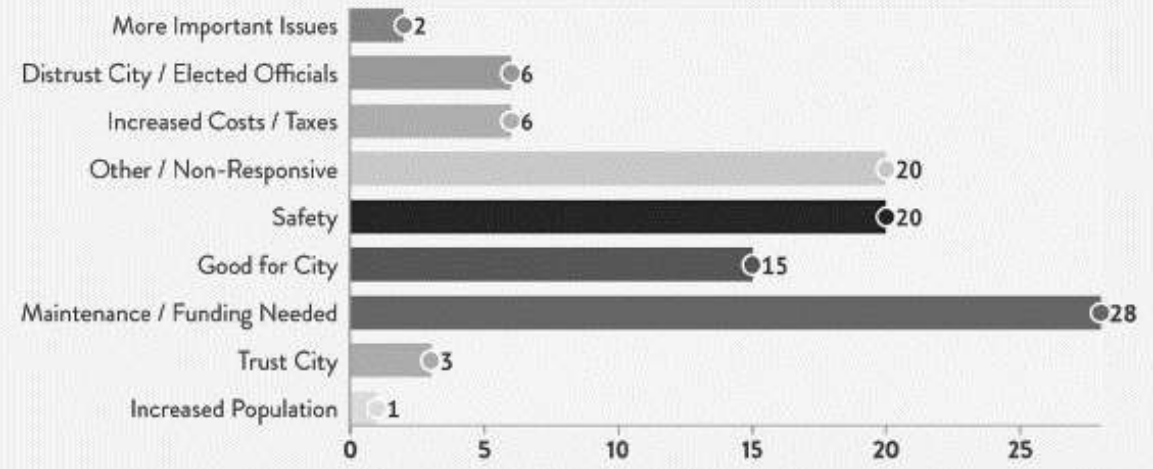
YES	6%
NO	94%
UNSURE / DON'T KNOW	0%





## MRV2: IN YOUR OWN WORDS, WHY DID YOU (VOTE YES / VOTE NO / NOT VOTE) ON THE ROAD AND BRIDGES BALLOT INITIATIVES?

MRV2: MORE IMPORTANT ISSUES	2%
MRV2: DISTRUST CITY / ELECTED OFFICIALS	6%
MRV2: INCREASED COSTS / TAXES	6%
MRV2: OTHER / NON-RESPONSIVE	20%
MRV2: SAFETY	20%
MRV2: GOOD FOR CITY	15%
MRV2: MAINTENANCE / FUNDING NEEDED	28%
MRV2: TRUST CITY	3%
MRV2: INCREASED POPULATION	1%

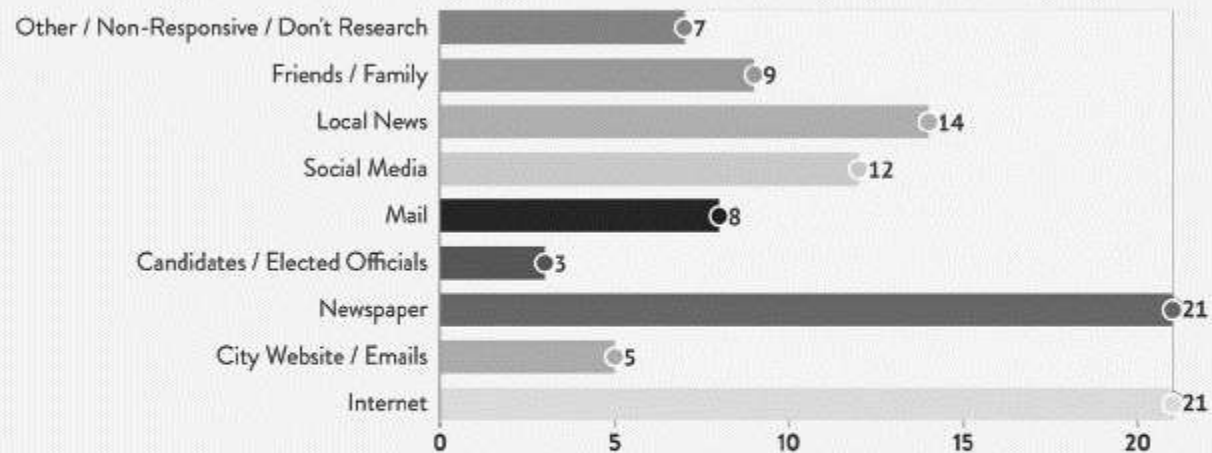






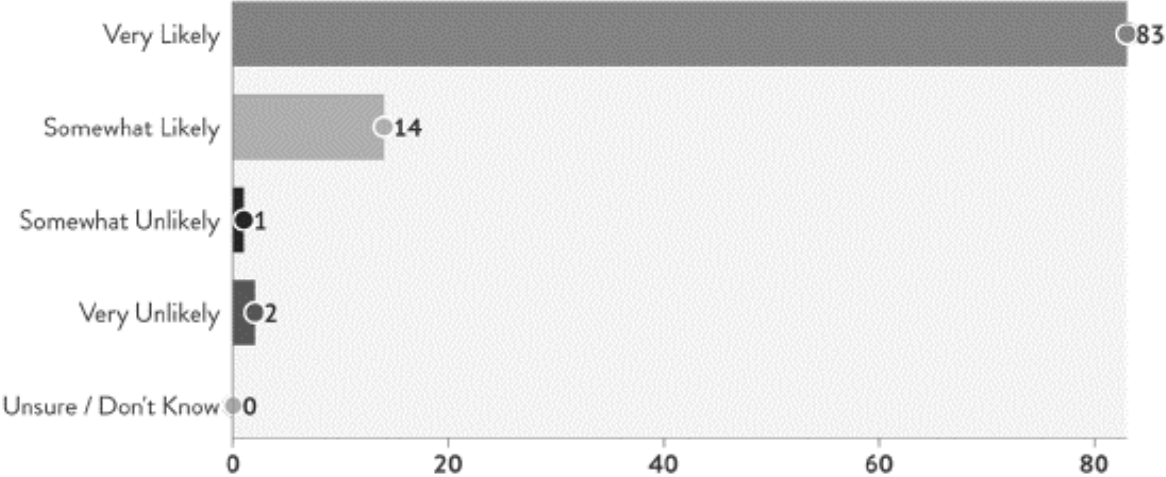
## MRV3: PRIMARILY, HOW DO YOU RECEIVE INFORMATION OR CONDUCT RESEARCH ABOUT LOCAL ELECTIONS IN NORMAN?

MRV3: OTHER / NON-RESPONSIVE / DON'T RESEARCH	7%
MRV3: FRIENDS / FAMILY	9%
MRV3: LOCAL NEWS (KGOU, OETA, ETC...)	14%
MRV3: SOCIAL MEDIA	12%
MRV3: MAIL	8%
MRV3: CANDIDATES / ELECTED OFFICIALS	3%
MRV3: NEWSPAPER	21%
MRV3: CITY WEBSITE / EMAILS	5%
MRV3: INTERNET	21%



RESIDENTS IN THE CITY OF NORMAN CONSISTENTLY VOTE ON A VARIETY OF ISSUES. ASSUMING THERE ARE ADDITIONAL CITY PROPOSITIONS THIS YEAR ACROSS SEVERAL MONTHS, HOW LIKELY WOULD YOU BE TO VOTE IN THOSE ELECTIONS?

VERY LIKELY	83%
SOMEWHAT LIKELY	14%
SOMEWHAT UNLIKELY	1%
VERY UNLIKELY	2%
UNSURE / DON'T KNOW	0%

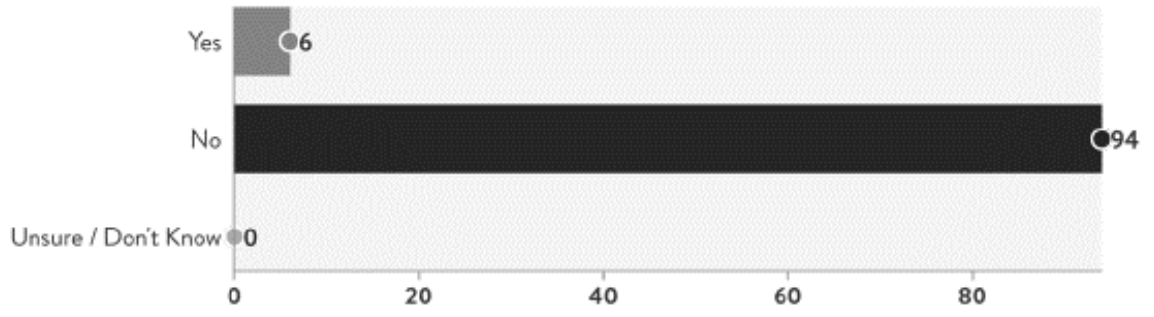






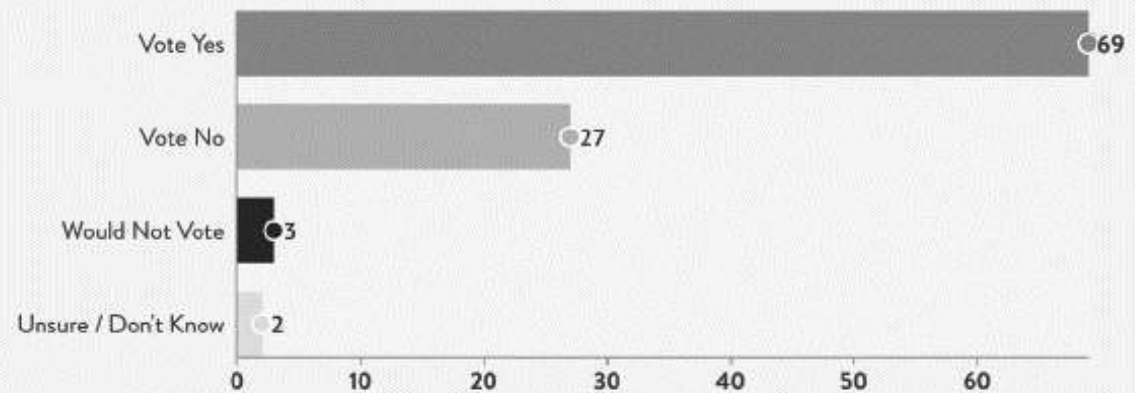
# ARE YOU CURRENTLY CONCERNED ABOUT A BRIDGE IN YOUR COMMUNITY OR NEIGHBORHOOD? IF YES, WHICH ONE?

YES	6%
NO	94%
UNSURE / DON'T KNOW	0%



THE CITY OF NORMAN IS CONSIDERING 2 DIFFERENT VERSIONS OF A BRIDGE MAINTENANCE BOND PROGRAM. ONE VERSION IS A 10-YEAR, \$50 MILLION BOND PROGRAM THAT WOULD FUND THE TOTAL REPLACEMENT OF 10 BRIDGES AND THIS WOULD PROVIDE FUNDING FOR MAJOR REHABILITATION AND MAINTENANCE ON 9 ADDITIONAL BRIDGE LOCATIONS. HOMEOWNERS WITH PROPERTY VALUES OF UP TO \$300,000 WOULD SEE AN ESTIMATED \$8 MONTHLY INCREASE ON THEIR PROPERTY TAXES OVER 20 YEARS. BASED ON THIS INFORMATION WOULD YOU VOTE YES TO APPROVE THIS BOND PROGRAM, VOTE NO TO OPPOSE THIS BOND PROGRAM, OR WOULD YOU NOT VOTE?

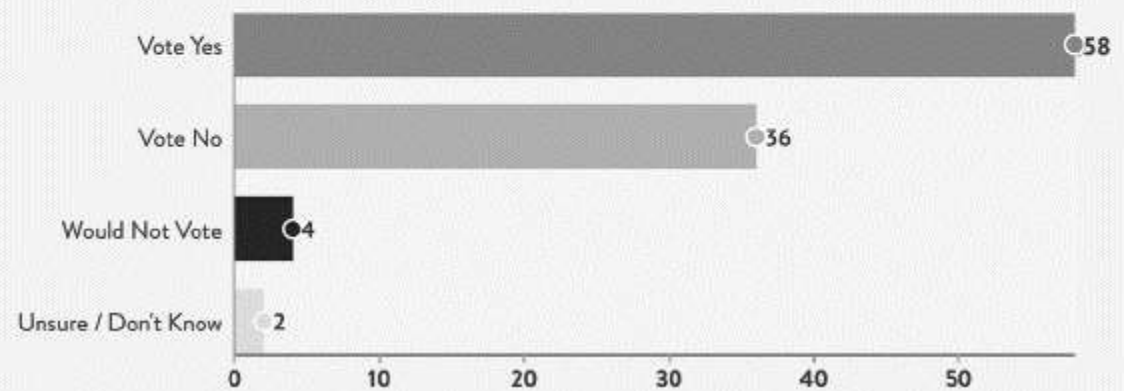
VOTE YES TO APPROVE	69%
VOTE NO TO OPPOSE	27%
WOULD NOT VOTE	3%
UNSURE / DON'T KNOW	2%





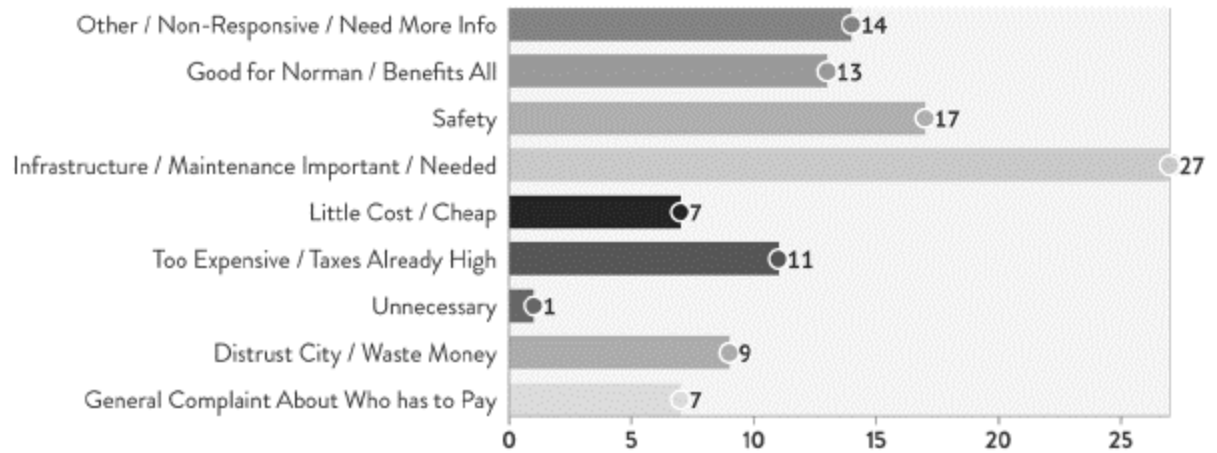
THE CITY OF NORMAN IS CONSIDERING 2 DIFFERENT VERSIONS OF A BRIDGE MAINTENANCE BOND PROGRAM. ONE VERSION IS A 5-YEAR, \$20 MILLION BOND PROGRAM THAT WOULD FUND THE TOTAL REPLACEMENT OF 3 BRIDGES AND THIS WOULD PROVIDE FUNDING FOR MAJOR REHABILITATION AND MAINTENANCE ON 8 ADDITIONAL BRIDGE LOCATIONS. HOMEOWNERS WITH PROPERTY VALUES OF UP TO \$300,000 WOULD SEE AN ESTIMATED \$11 MONTHLY INCREASE ON THEIR PROPERTY TAXES OVER 5 YEARS. BASED ON THIS INFORMATION WOULD YOU VOTE YES TO APPROVE THIS BOND PROGRAM, VOTE NO TO OPPOSE THIS BOND PROGRAM, OR WOULD YOU NOT VOTE?

VOTE YES TO APPROVE	58%
VOTE NO TO OPPOSE	36%
WOULD NOT VOTE	4%
UNSURE / DON'T KNOW	2%



## MRV4: IN YOUR OWN WORDS, WHY WOULD YOU (VOTE YES / VOTE NO / NOT VOTE) ON THESE BRIDGE BALLOT INITIATIVES?

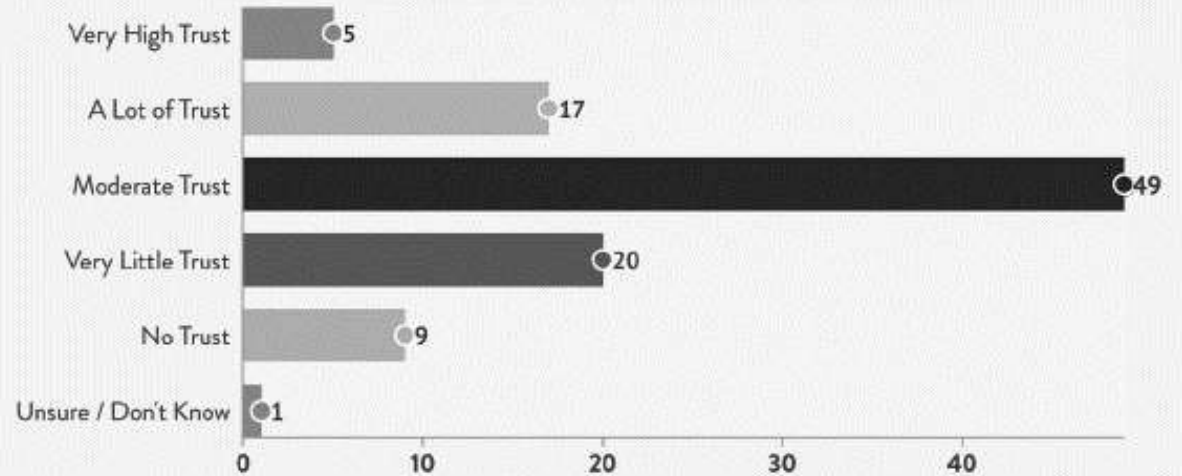
MRV4: OTHER / NON-RESPONSIVE / NEED MORE INFO	14%
MRV4: GOOD FOR NORMAN / BENEFITS ALL	13%
MRV4: SAFETY	17%
MRV4: INFRASTRUCTURE / MAINTENANCE IMPORTANT / NEEDED	27%
MRV4: LITTLE COST / CHEAP	7%
MRV4: TOO EXPENSIVE / TAXES ALREADY HIGH	11%
MRV4: UNNECESSARY	1%
MRV4: DISTRUST CITY / WASTE MONEY	9%
MRV4: GENERAL COMPLAINT ABOUT WHO HAS TO PAY	7%





## HOW WOULD YOU DESCRIBE YOUR LEVEL OF TRUST IN CITY GOVERNMENT?

VERY HIGH TRUST	5%
A LOT OF TRUST	17%
MODERATE TRUST	49%
VERY LITTLE TRUST	20%
NO TRUST	9%
UNSURE / DON'T KNOW	1%



# Issues & Options



10 – Year, \$50 Million Bond Program

*or*

5 – Year, \$20 Million Bond Program



October 10, 2023 Bond Election

*or*

Other Election Date (Nov., Feb., Apr.)





# Next Steps



*60<sup>th</sup> Ave NE Bridge over Rock Creek (located north of Rock Creek Rd).*

*Built in 1940.*

*This Bridge is rated Structurally Deficient and Load Posted for 4 Tons.  
This Bridge is currently closed indefinitely due to structural failure.*

- July 25, 2023
  - Ballot Ordinance, First Reading
- August 8, 2023
  - Ballot Ordinance, Second Reading
- August 2023
  - Develop Campaign Materials
  - Send Second Survey
- September – October 2023
  - Active Information Campaign
- October 10, 2023
  - Election Day
- May, 2024
  - Begin Bridge Maintenance Bond Program Construction



# COUNCIL DIRECTION?

Shawn O'Leary, City Director of Public Works

Joseph Hill, City Streets Program Manager

Jackson Lisle, Amber Integrated

Beth Harrison, Gooden Group

