

Appendix A

Stakeholder Survey Results

SURVEY RESPONSE:

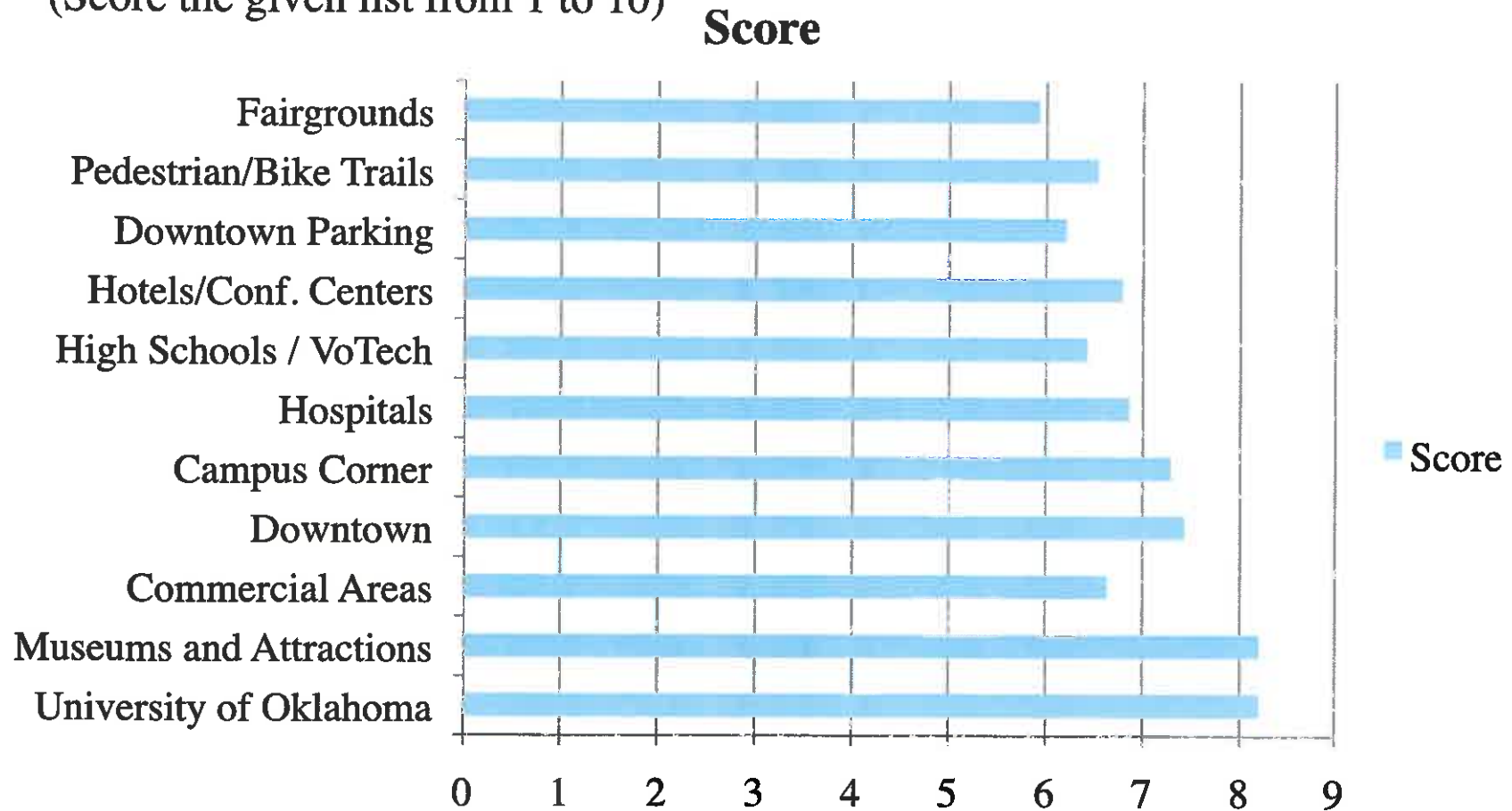
When you think of the community of Norman, what elements outside of the university are you most proud of?

- Downtown and Arts District
- Arts and Cultural Experiences
- Campus Corner
- Sense of Community
- Friendly Citizens
- Variety of opportunities and activities (shopping, dining, recreation, festivals, etc.)
- Quality of the community and its residents
- Sam Noble Museum of Natural History
- National Weather Center
- Good Schools
- Convention Center
- Parks and Open Space
- Lake Thunderbird
- Legacy Trail

SURVEY RESPONSE:

What destinations/points of interest are most important?

(Score the given list from 1 to 10)



SURVEY RESPONSE:

What 3 destinations/points of interest would you like to see featured on signage?
(Fill in the blank)

1. **University of Oklahoma (21 votes)**
Includes destinations such as Sam Noble and Fred Jones Museums, Athletic Facilities, and Weather Center
2. **Downtown (10 votes)**
3. **Parks (4 votes)**
4. **Campus Corner (3 votes)**
5. **County Fairgrounds (2 votes)**
6. **Hospitals (1 vote)**
7. **Attractions (1 vote)**

SURVEY RESPONSE:

When thinking of Norman,
what areas outside of the
University's campus are
unique to the city?

(Fill in the blank)

1. Parks (9 votes)

Includes Griffin, Andrews, Reeves, Lions,
Golf Course, trails, Legacy Trail, Legacy
Park

2. Lake Thunderbird (5 votes)

3. Train Depot (2 votes)

4. Sooner Theater (2 votes)

5. Attractions (1 vote each)

University North Park

Max Westheimer Airport

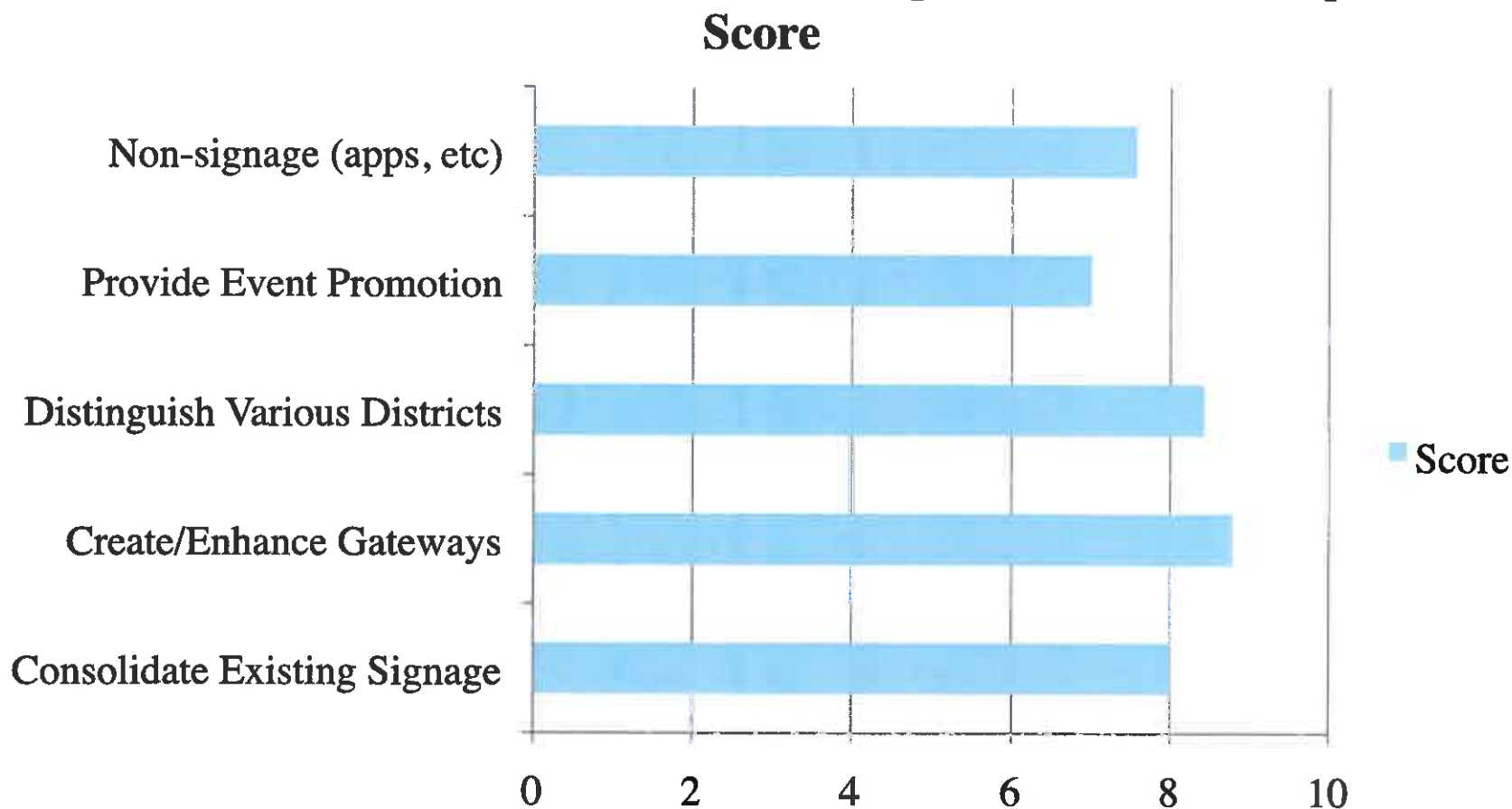
Riverwind Casino

Festivals – Arts and Entertainment

Historic Main Street

SURVEY RESPONSE:

Changes will be made to improve the navigational system in Norman. Please assign a value to each element from 1 (least important) to 10 (most important):

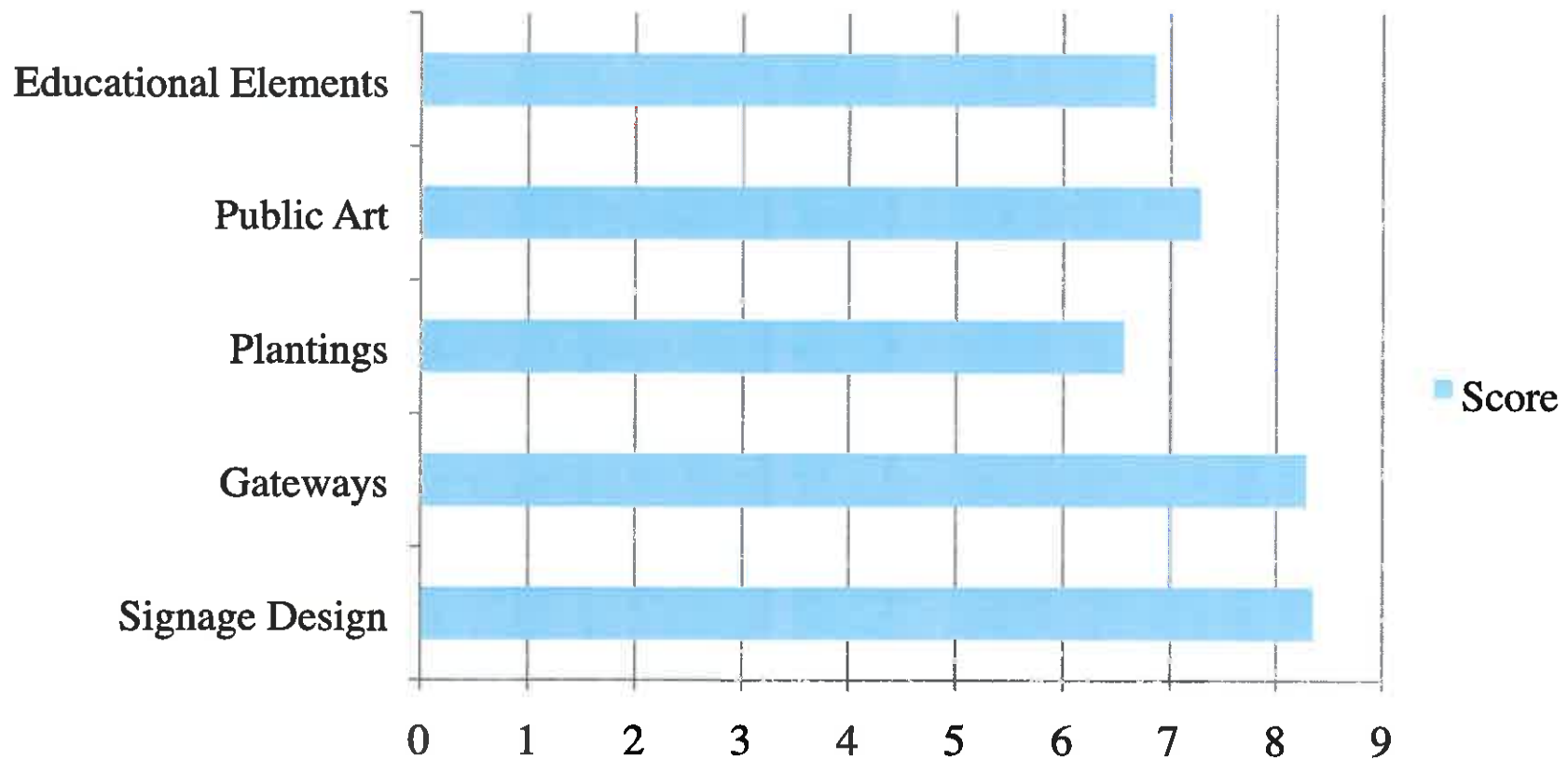


SURVEY RESPONSE:

What other elements would best define the city and/or the navigation system?

Please rate each element below from 1 (least important) to 10 (most important):

Score



SURVEY RESPONSE:

The Wayfinding Plan must define key goals and prioritize expenditures.

What do you see as the three most important aspects of developing and implementing a successful plan?

(Fill in the blank)

1. Realistic scope / achievable to implement, maintain, and expand (9 votes)
2. Quality /Consistent design (7 votes)
3. Fair criteria and balanced management (5 votes)
4. Community Input & Support (4 votes)
5. User-friendly, incl. bike and ped (4 votes)
6. Uniquely Norman – set apart from OKC (3 votes)
7. Direct people to areas they otherwise wouldn't know about (3 votes)
8. Use local materials (1 vote)