



DirectionFinder®

FINAL REPORT

2012 Citizen Survey

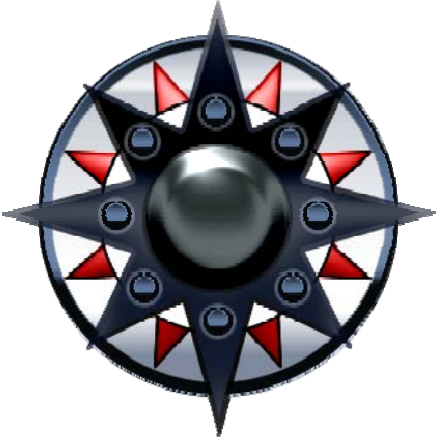
Submitted to

The City of
**Auburn,
Alabama**

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

March 2012





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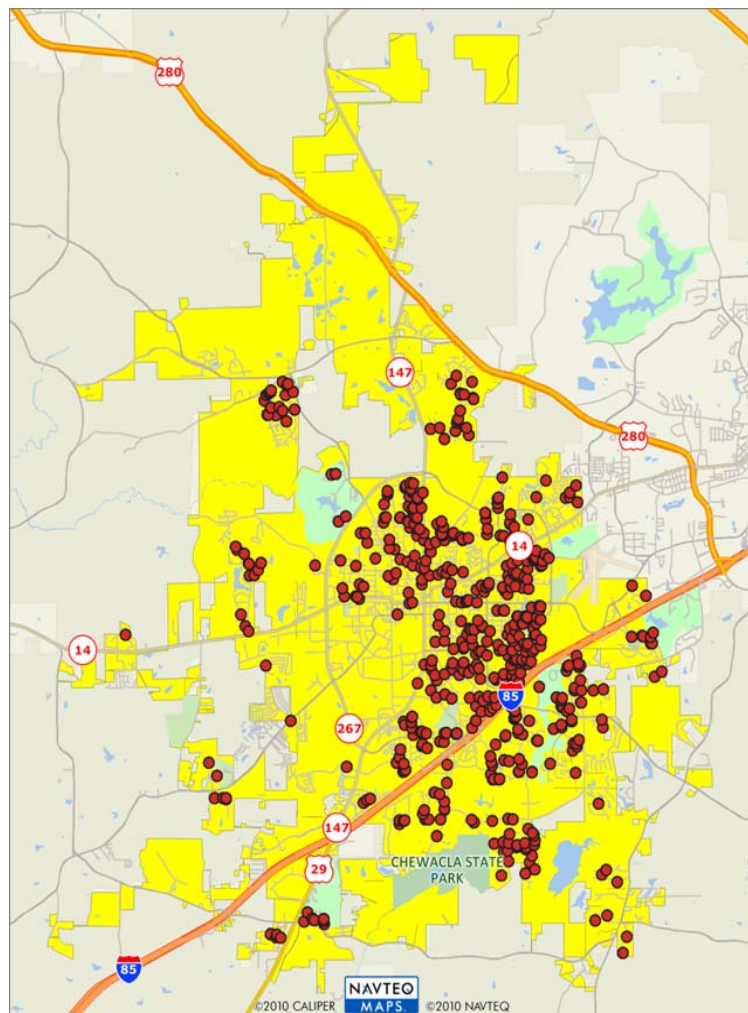
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during February 2012. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The City of Auburn has been administering an annual citizen survey since 1985.

Resident Survey. A seven-page survey was mailed to a random sample of 1,500 households in the City of Auburn. Approximately seven days after the surveys were mailed residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 235 completed the survey by phone and 372 returned it by mail for a total of 607 completed surveys (40% response rate). The results for the random sample of 607 households have a 95% level of confidence with a precision of at least +/- 4.0%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey (see map to the right).



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Auburn with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking data that shows how the results for Auburn compare to other communities
- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- tables that show the results for each question on the survey
- a copy of the survey instrument.

*Note: the results of the leader survey are provided in appendix A.

Major Findings

- **Overall Satisfaction with City services.** The overall City services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of the City’s school system (94%), police, fire, and ambulance services (91%) and the quality of City library facilities and services (87%). *The overall City service that showed a significant increase in satisfaction ratings was the quality of the City’s school system (+5%). The overall City services that showed a significant decrease in satisfaction ratings was the maintenance of City streets and facilities (-5%).*

*Note: changes of 4% or more were statistically significant

- **Overall Priorities.** The overall areas that residents thought should receive the most emphasis from the City of Auburn over the next two years were: 1) flow of traffic and congestion management, 2) the maintenance of city streets and facilities and 3) the quality of the City’s school system.
- **Perceptions of the City.** Most (90%) of the residents surveyed, *who had an opinion*, were very satisfied with the overall image of Auburn; only 2% were dissatisfied and the remaining 8% gave a neutral rating. Most (89%) of the residents surveyed, *who had an opinion*, were also satisfied with the overall quality of life in Auburn; only 4% were dissatisfied and the remaining 7% gave a neutral rating.

*There were **no significant increases** in positive ratings in any of the items that were related to the overall perceptions of the City from 2011. The item that showed **a significant decrease** in positive ratings was the overall value received for City tax dollars and fees (-6%).*

- **Priorities to Address Growth.** The area that residents felt City officials should concentrate their efforts on most to address growth in the City, based upon the percentage of residents who rated the item as the highest priority, was the City's school system (53%). Other areas residents felt should be priorities were: traffic management (27%) and police protection (26%).
- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of local police protection (89%), the quality of local fire protection (86%) and the response time of fire personnel (82%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) efforts to prevent crime, and 2) the enforcement of speed limits in neighborhoods. *There were **no significant increases** in positive ratings in any of the public safety services rated from 2011. The public safety services that showed **significant decreases** in satisfaction ratings from 2011 were: the quality of animal control (-7%), the enforcement of traffic laws (-6%) and fire personnel emergency response time (-5%).*
- **Codes and Ordinances.** The codes and ordinances that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the clean-up of debris and litter in neighborhoods (77%), fire codes and regulations (74%) and sign regulations (64%). The codes and ordinances that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the clean up of litter and debris in neighborhoods, 2) zoning regulations and 3) erosion and sediment control regulations. *There were **no significant increases** in positive ratings in any of the codes and ordinances rated from 2011. The codes and ordinances that showed **significant decreases** in satisfaction ratings were: zoning regulations (-10%), unrelated occupancy regulations (-7%), building codes (-6%), sign regulations (-4%), and erosion and sediment control regulations (-4%).*
- **Utility and Environmental Services.** Residents were generally satisfied with utility and environmental services in Auburn. The services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: residential garbage collection services (90%), yard waste removal service (85%), water service (83%) and sanitary sewer service (82%). The utility/environmental services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) curbside recycling service and 2) residential garbage collection. *There were **no significant changes** in any of the utility and environmental services rated from 2011.*

- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: water lines and fire hydrants (85%), the maintenance of City buildings (83%), the maintenance of downtown Auburn (83%) and the maintenance of traffic signals (83%). The maintenance service that residents felt should receive the most emphasis from City leaders over the next two years was the maintenance of streets. Residents also felt it was important to emphasize the adequacy of city street lighting and the maintenance of sidewalks. *The maintenance service that showed a significant increase in satisfaction ratings was adequacy of City street lighting (+4%). The maintenance service that showed a significant decrease in satisfaction ratings was the maintenance of City streets (-4%).*
- **Feeling of Safety in the City.** Most (91%) of the residents surveyed, *who had an opinion*, generally felt safe (rating of 4 or 5 on a 5-point scale) in Auburn. In addition, ninety-six percent (96%) of residents felt safe in their neighborhood during the day and 88% felt safe in downtown Auburn. *There were no significant changes in positive ratings in any of the safety issues rated from 2011.*
- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of City parks (85%), the maintenance of cemeteries (82%), and youth athletic programs (77%). The parks and recreation services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) maintenance of parks, 2) walking trails and 3) biking paths and lanes. *There were no significant increases in positive ratings in any of the parks and recreation services rated from 2011. The parks and recreation services that showed significant decreases in satisfaction ratings from 2011 were: outdoor athletic fields (-6%), the number of city parks (-5%), and other recreation programs (-5%).*
- **City Communications.** More than three-fourths (77%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's OPEN LINE newsletter and 75% were satisfied with the availability of information about city parks and recreation services. *There were no significant increases in positive ratings in any of the City communication services rated from 2011. There were significant decreases in satisfaction ratings for the following communication services: level of public involvement in decision-making (-9%), transparency of City government (-7%), quality of the City's web page (-4%) and the availability of information about other city services (-4%).*
- **Priority of Various City Projects.** The City projects that residents felt should be the highest priority, based upon the combined percent of residents who rated the item as a 1, 2 or 3 on a 10-point scale where a rating of 1 meant the item was *very important*, were: additional downtown parking (61%), road resurfacing/reconstruction (60%), and expanded police protection and facilities (50%).

Other Findings.

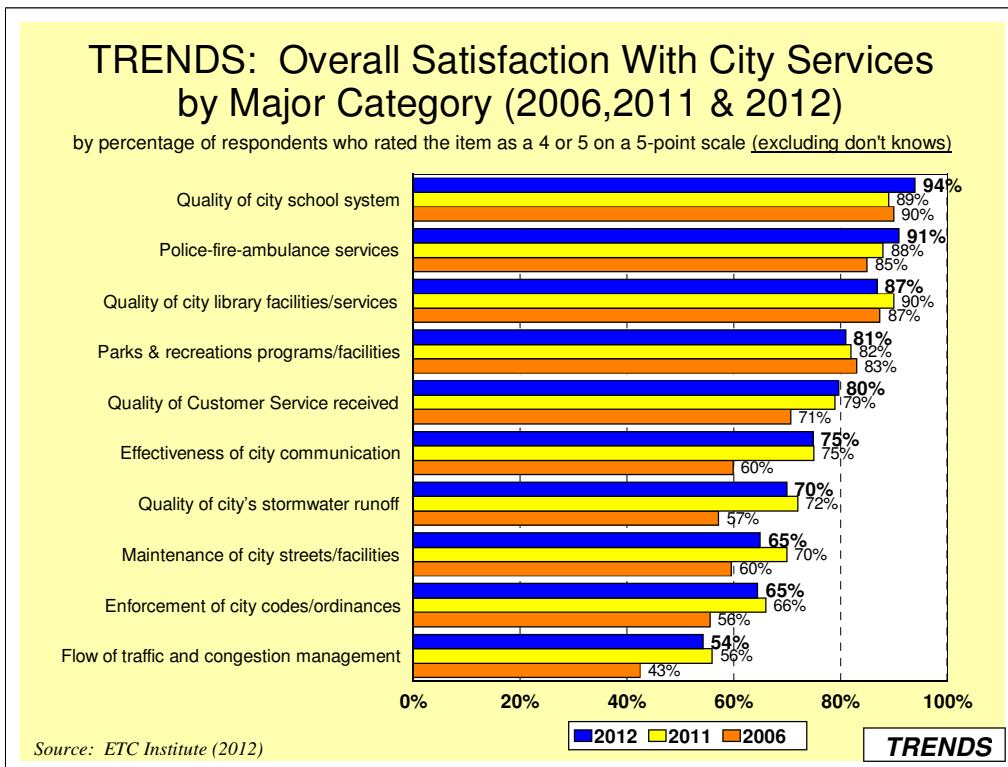
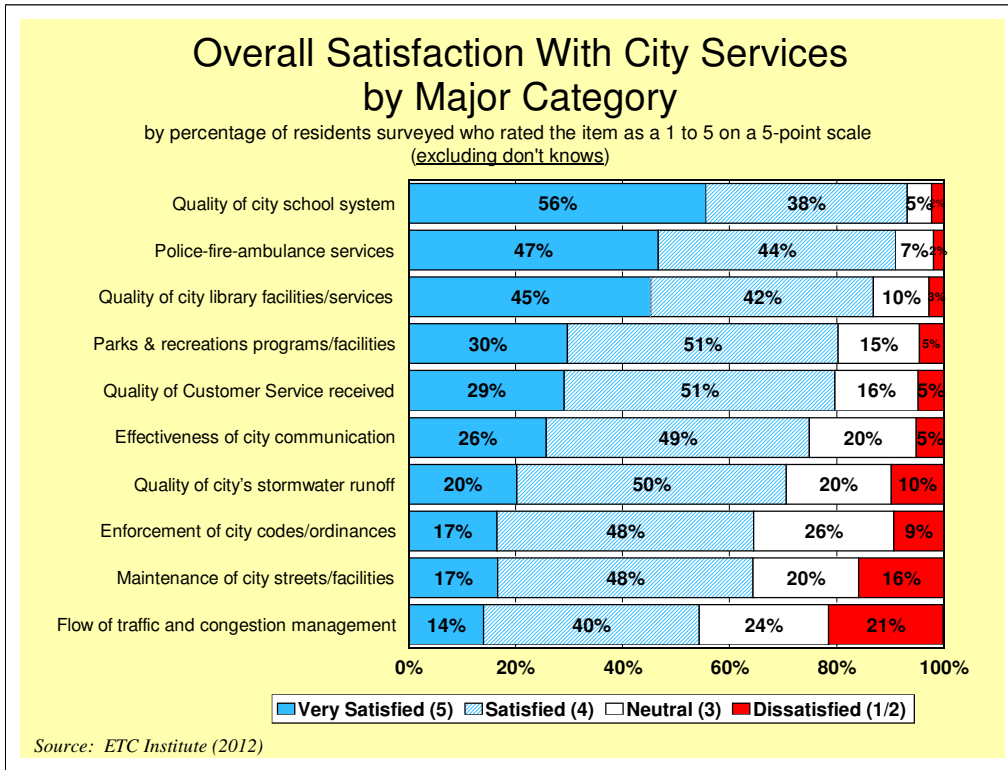
- Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to raise children; only 2% felt it was a below average place to raise children and 3% were neutral.
- Ninety-four percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to live; only 2% felt it was a below average place to live and 4% were neutral (*Note: Results do not add up to 100% because of rounding*).
- Sixty-two percent (62%) of the residents surveyed indicated they would be very or somewhat supportive of having an increase in taxes or fees to fund the expansion of the Auburn school system; 28% were very or somewhat opposed and 10% did not have an opinion. Nearly two-thirds (65%) of the residents surveyed were supportive of using property taxes to fund the expansion of the school system.
- Eighty-five percent (85%) of the residents surveyed, who had contacted the City during the past year, felt it was easy to contact the person they needed to reach; 14% felt it was difficult and 1% did not remember.
- Eighty-three percent (83%) of residents, who had contacted the City during the past year, felt the department they had contacted was responsive to their issue and 17% did not.
- There was a significant decrease in the percent of residents who felt the City was building sufficient streets, intersections, sidewalks and water/sewer systems to keep up with the City's growth (41% *yes* in 2012 versus 48% *yes* in 2011).

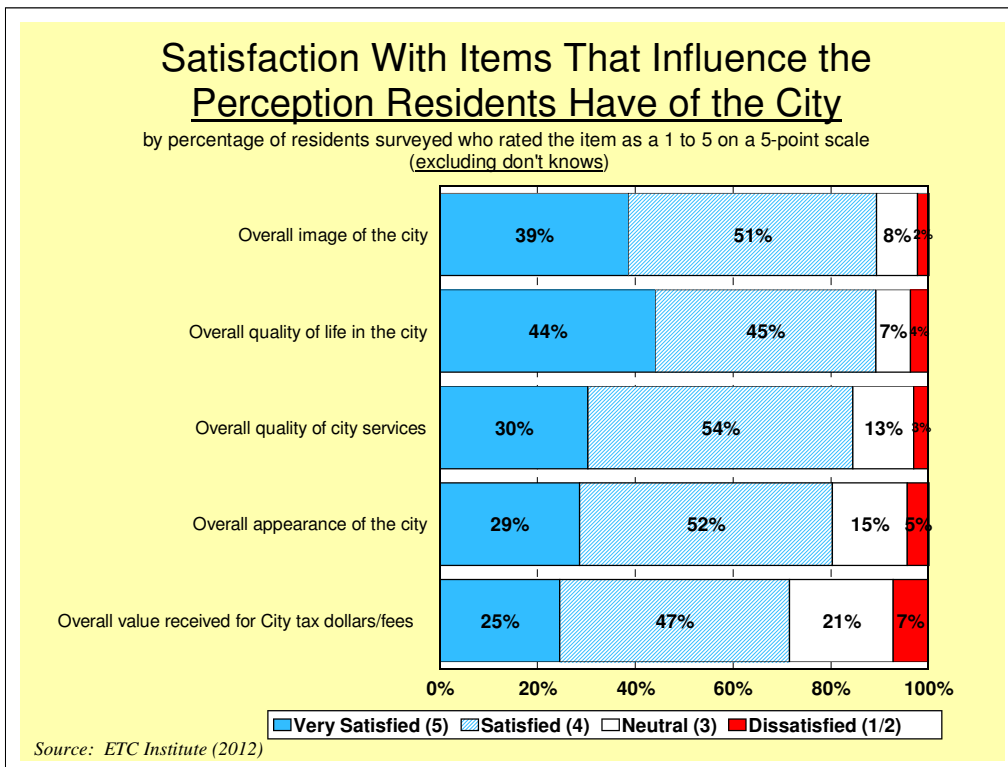
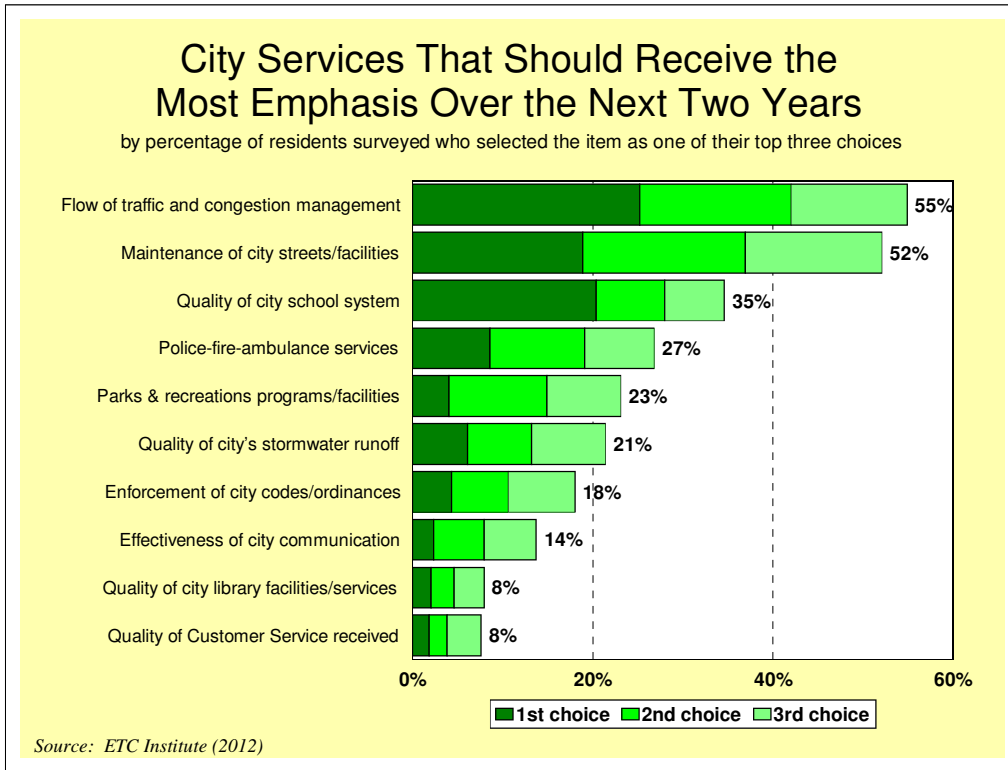
Long Term Trends.

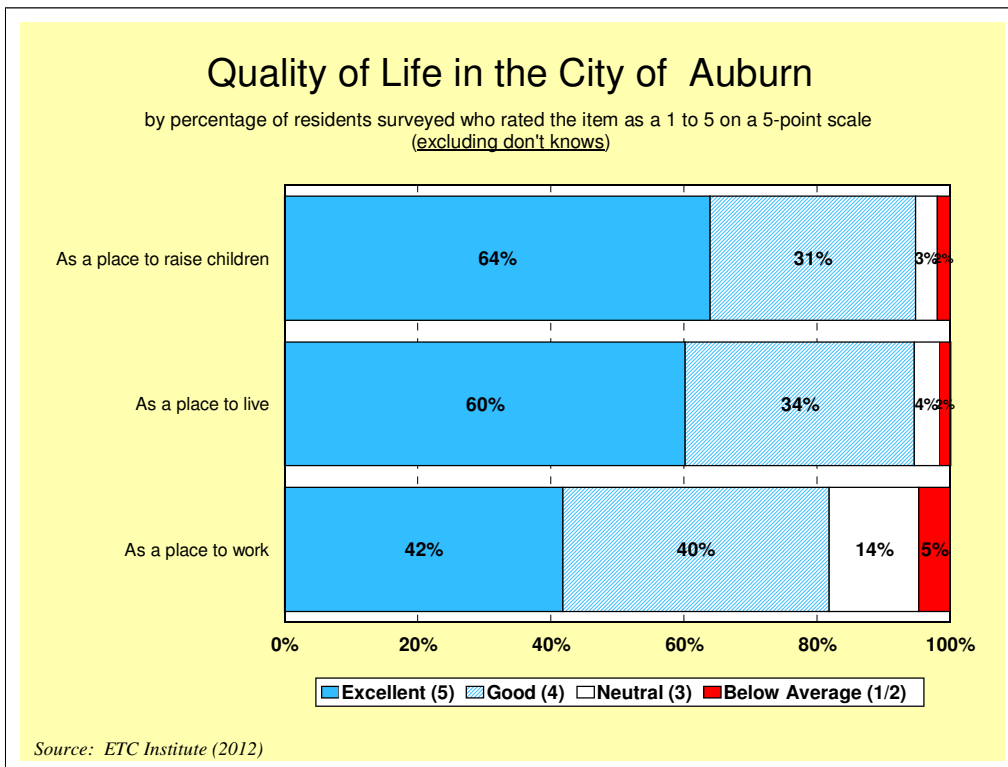
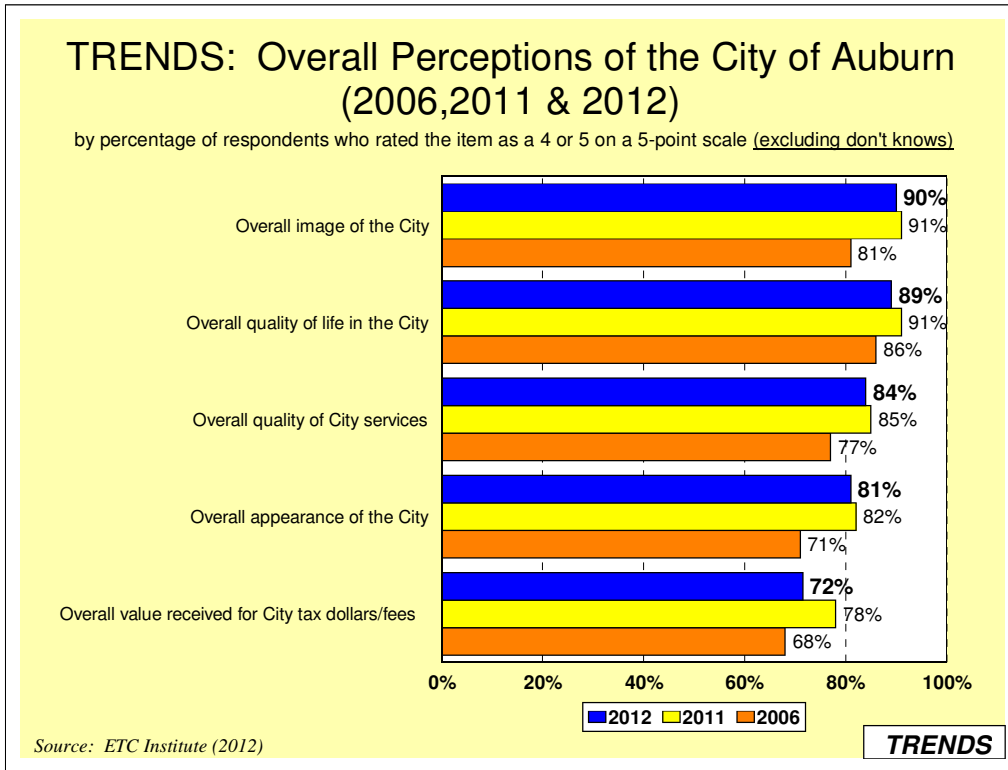
Despite the number of decreases in positive ratings from 2011, Auburn continues to show improvement long term. Of the 81 items rated in both 2006 and 2012, there were 68 increases in positive ratings, 56 of these were *significant increases*. Four (4) of the items rated in both 2006 and 2012 stayed the same and 9 items showed decreases in satisfaction, only 1 of these was *a significant decrease*. The significant changes from 2006 are shown in the table on the following page.

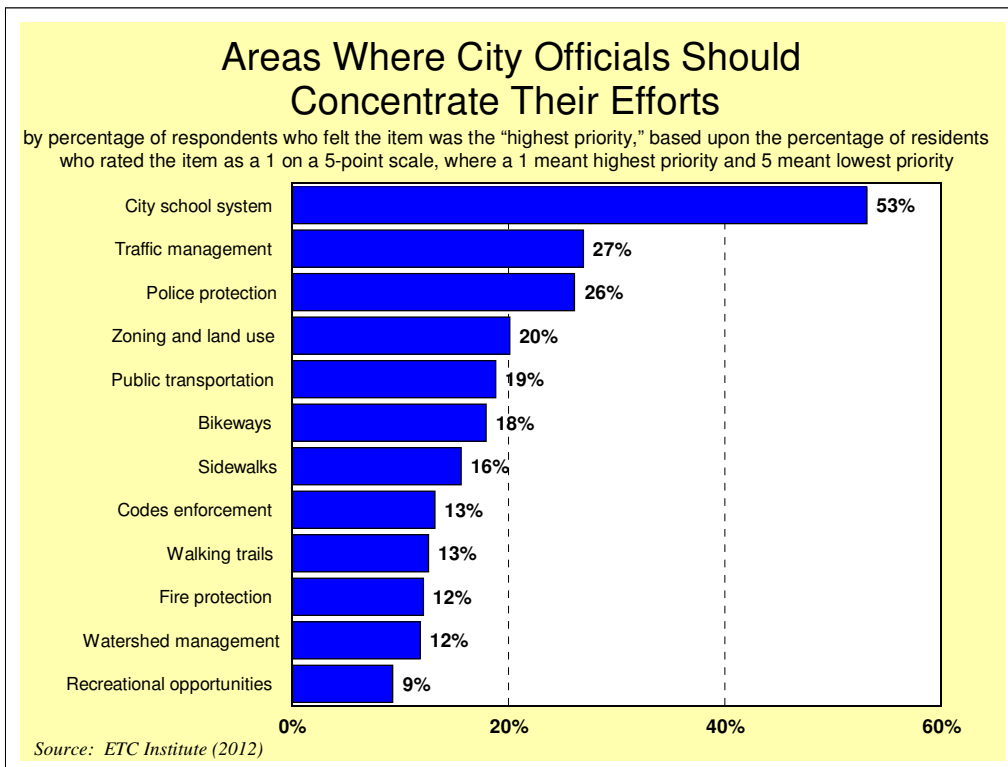
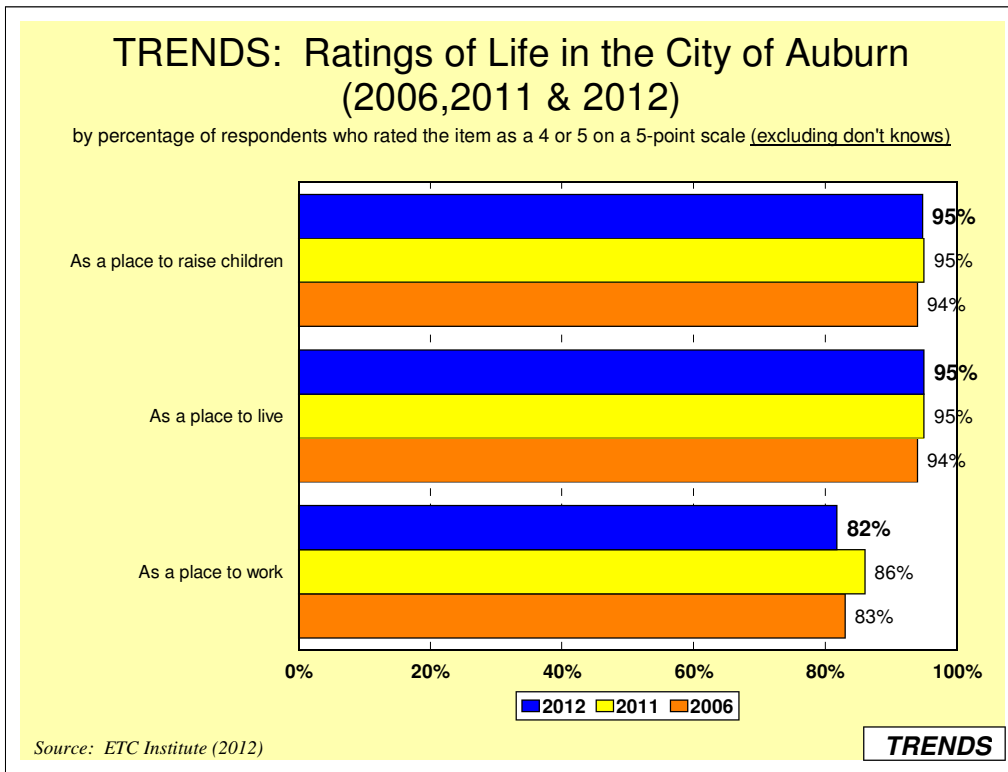
Category				
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	2012	2006	Change From 2006	Category
SIGNIFICANT INCREASES				
Enforcement of speed limits in neighborhoods	58%	38%	20%	Public Safety
Effectiveness of city communication	75%	60%	15%	Overall Satisfaction
Clean up of debris/litter in neighborhoods	77%	62%	15%	City Codes and Ordinances
Efforts to prevent crime	73%	59%	14%	Public Safety
Visibility of police in neighborhood	74%	61%	13%	Public Safety
Quality of city's stormwater runoff	70%	57%	13%	Overall Satisfaction
Unrelated occupancy regulations	48%	35%	12%	City Codes and Ordinances
Ease of east-west travel in Auburn	58%	46%	12%	Traffic Flow
Flow of traffic and congestion management	54%	43%	12%	Overall Satisfaction
Enforcement of traffic laws	70%	58%	12%	Public Safety
Police safety education programs	66%	54%	12%	Public Safety
Effectiveness of appointed boards	69%	59%	10%	City Leadership
Overall appearance of the City	81%	71%	10%	Perceptions of the City
Visibility of police in retail areas	70%	60%	10%	Public Safety
Quality of Customer Service received	80%	71%	9%	Overall Satisfaction
Overall image of the City	90%	81%	9%	Perceptions of the City
Enforcement of city codes/ordinances	65%	56%	9%	Overall Satisfaction
Ease of north-south travel in Auburn	52%	43%	9%	Traffic Flow
Zoning regulations	54%	46%	9%	City Codes and Ordinances
Effectiveness of the City Manager	76%	67%	9%	City Leadership
Maintenance of cemeteries	82%	73%	9%	Parks and Recreation Services
Swimming pools	56%	48%	8%	Parks and Recreation Services
Sign regulations	64%	56%	8%	City Codes and Ordinances
Leadership provided by City's elected officials	74%	66%	8%	City Leadership
Building codes	58%	50%	8%	City Codes and Ordinances
Quality of local ambulance service	78%	70%	8%	Public Safety
How quickly police respond-emergency	80%	72%	8%	Public Safety
Fire safety education programs	70%	62%	8%	Public Safety
Adequacy of city street lighting	68%	61%	7%	Maintenance Services
Overall quality of City services	84%	77%	7%	Perceptions of the City
Water lines and fire hydrants	85%	78%	7%	Maintenance Services
Ease of registering for programs	72%	65%	7%	Parks and Recreation Services
Overall quality of police protection	89%	82%	7%	Public Safety
Yard waste removal service	85%	78%	7%	Utility and Environmental Services
Police-fire-ambulance services	91%	85%	6%	Overall Satisfaction
Sewer lines and manholes	79%	73%	6%	Maintenance Services
Maintenance of streets (excl. AU campus)	63%	57%	6%	Maintenance Services
Fire personnel emergency response	82%	76%	6%	Public Safety
Residential garbage collection	90%	84%	6%	Utility and Environmental Services
Quality of the City's web page	67%	61%	6%	City Communication
In City parks	72%	66%	6%	Feeling of Safety
Fees charged for recreation programs	66%	60%	6%	Parks and Recreation Services
Other city recreation programs	63%	58%	6%	Parks and Recreation Services
Maintenance of city streets/facilities	65%	60%	5%	Overall Satisfaction
Water service	83%	78%	5%	Utility and Environmental Services
Community recreation centers	57%	52%	5%	Parks and Recreation Services
Overall cleanliness of streets/public areas	79%	74%	5%	Maintenance Services
Feeling of safety in commercial and retail areas	82%	77%	5%	Feeling of Safety
Level of public involvement in decision-making	48%	43%	5%	City Communication
Ease of pedestrian travel in Auburn	51%	47%	4%	Traffic Flow
Water Revenue Office customer service	75%	71%	4%	Utility and Environmental Services
Overall feeling of safety in Auburn	91%	87%	4%	Feeling of Safety
Quality of city school system	94%	90%	4%	Overall Satisfaction
Quality of OPEN LINE newsletter	77%	73%	4%	City Communication
Adult athletic programs	63%	59%	4%	Parks and Recreation Services
Overall value received for City tax dollars/fees	72%	68%	4%	Perceptions of the City
SIGNIFICANT DECREASE				
Biking paths and lanes	54%	58%	-4%	Parks and Recreation Services

Section 1:
Charts and Graphs







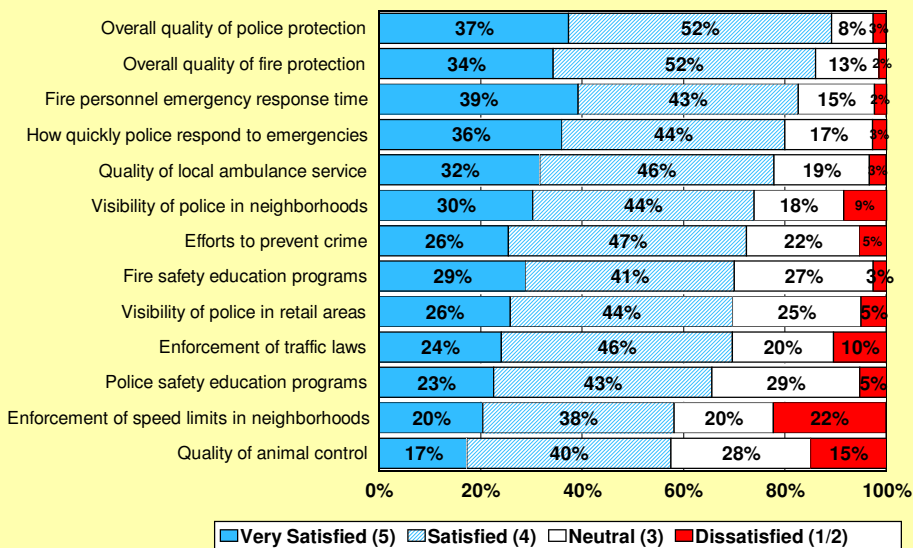


PUBLIC SAFETY

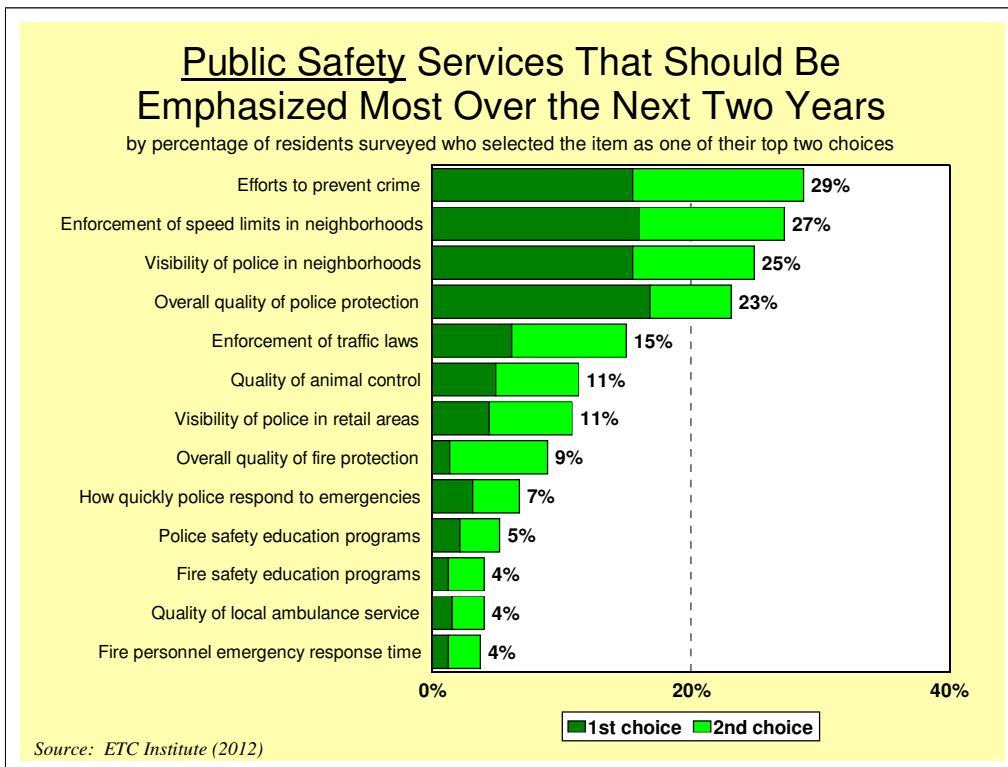
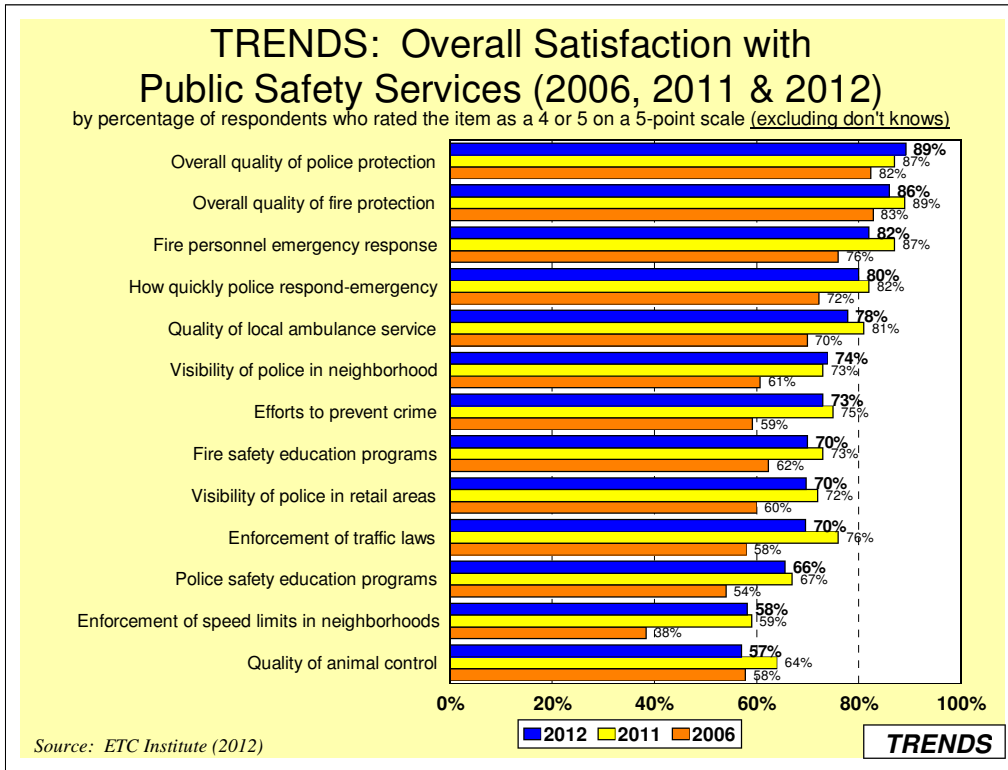
Source: ETC Institute (2012)

Satisfaction with Various Aspects of Public Safety

by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2012)

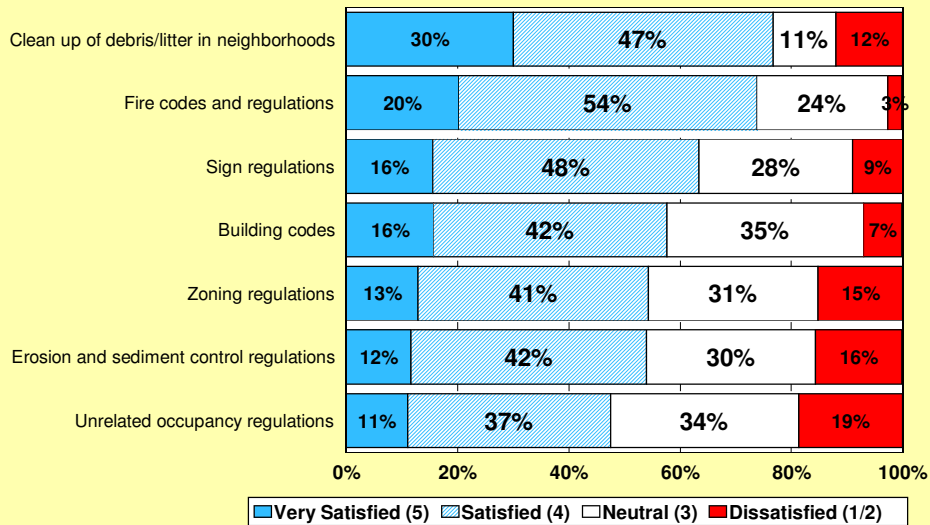


CITY CODES AND ORDINANCES

Source: ETC Institute (2012)

Satisfaction with Enforcement of City Codes and Ordinances

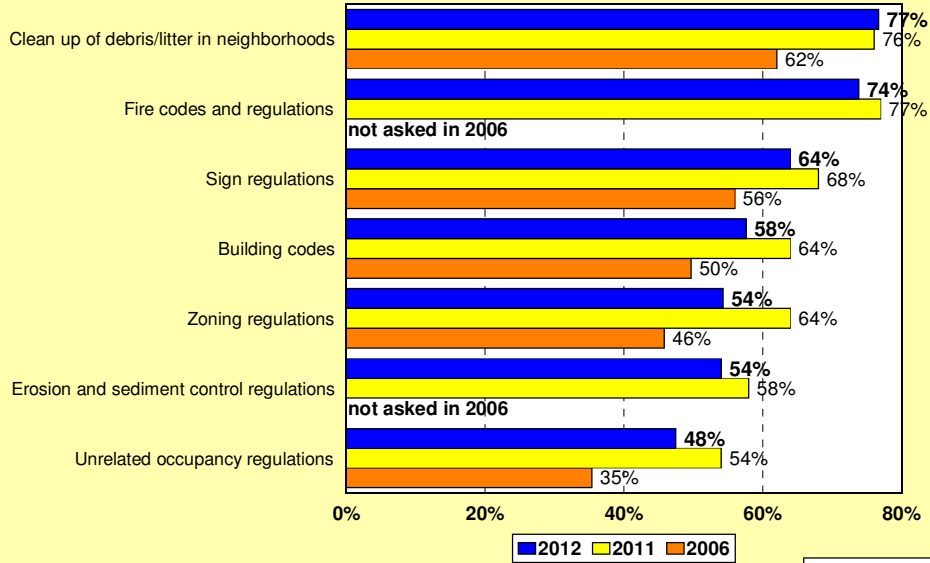
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2012)

TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2006, 2011 & 2012)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

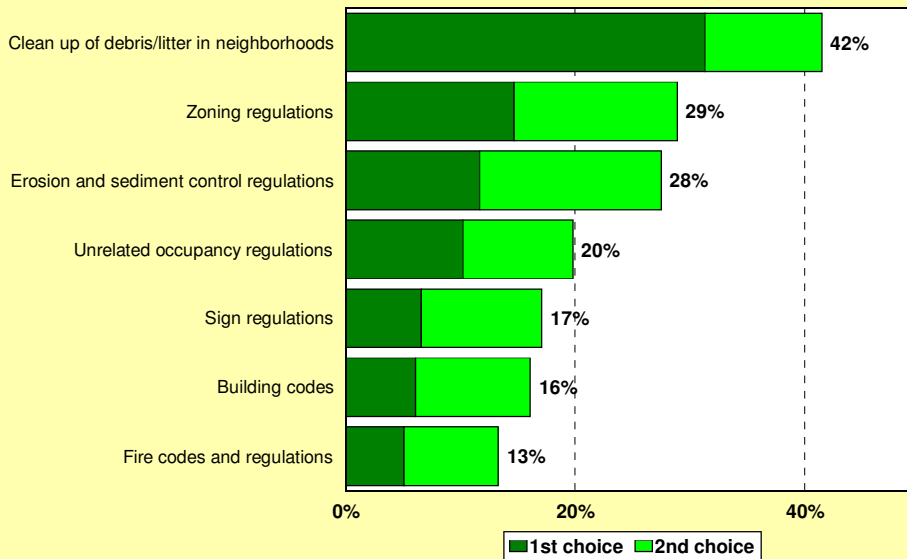


Source: ETC Institute (2012)

TRENDS

Codes and Ordinances That Should Be Emphasized Most Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top two choices



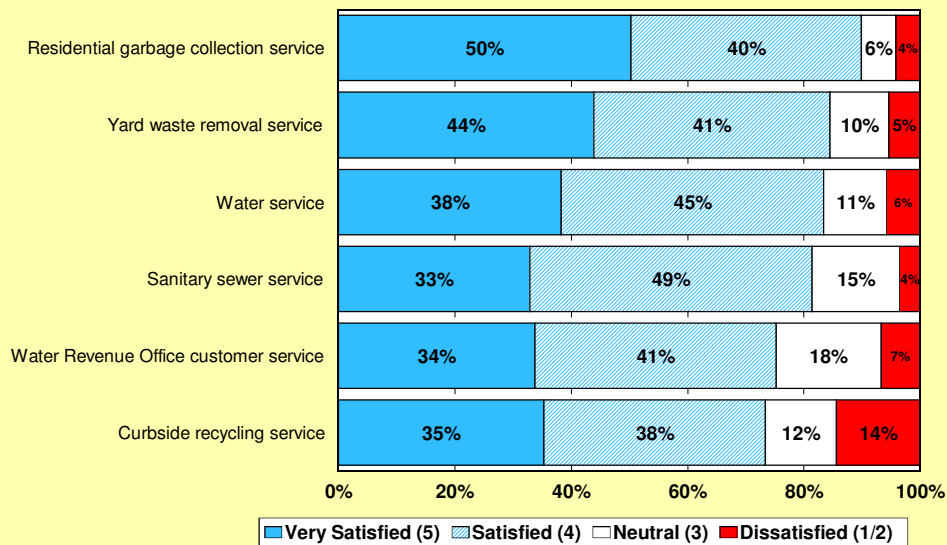
Source: ETC Institute (2012)

UTILITY AND ENVIRONMENTAL SERVICES

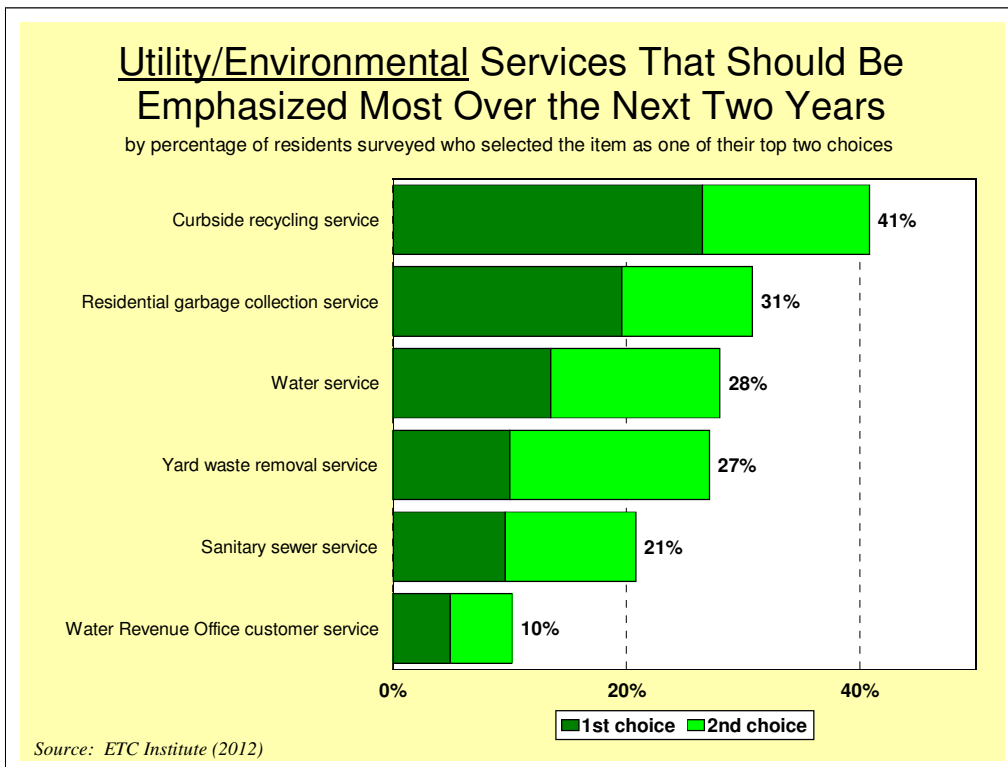
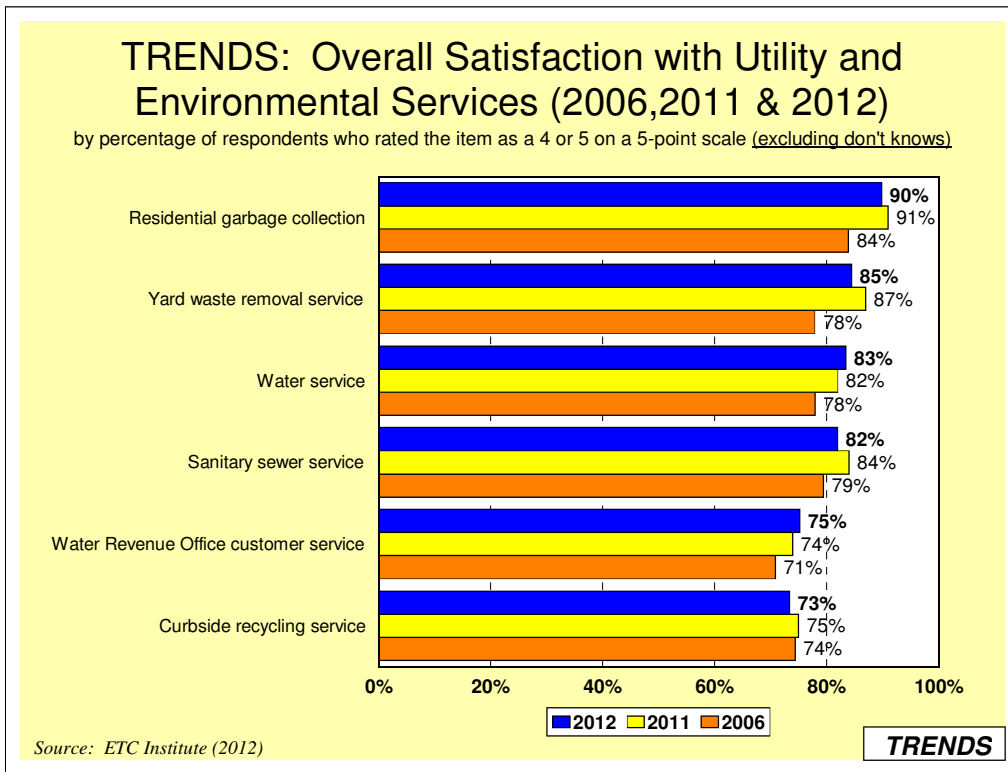
Source: ETC Institute (2012)

Satisfaction with Various Aspects of Utility/Environmental Services

by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2012)

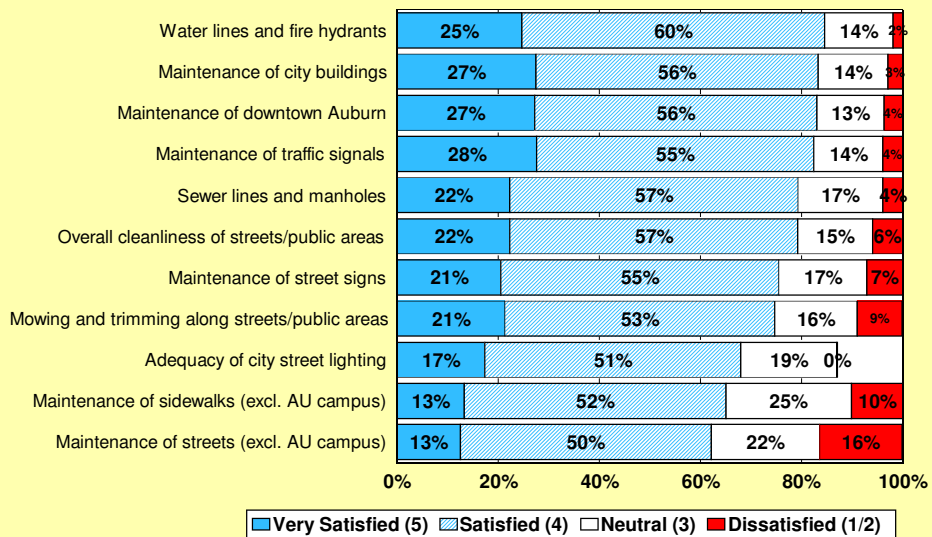


CITY MAINTENANCE

Source: ETC Institute (2012)

Satisfaction with Various Aspects of City Maintenance

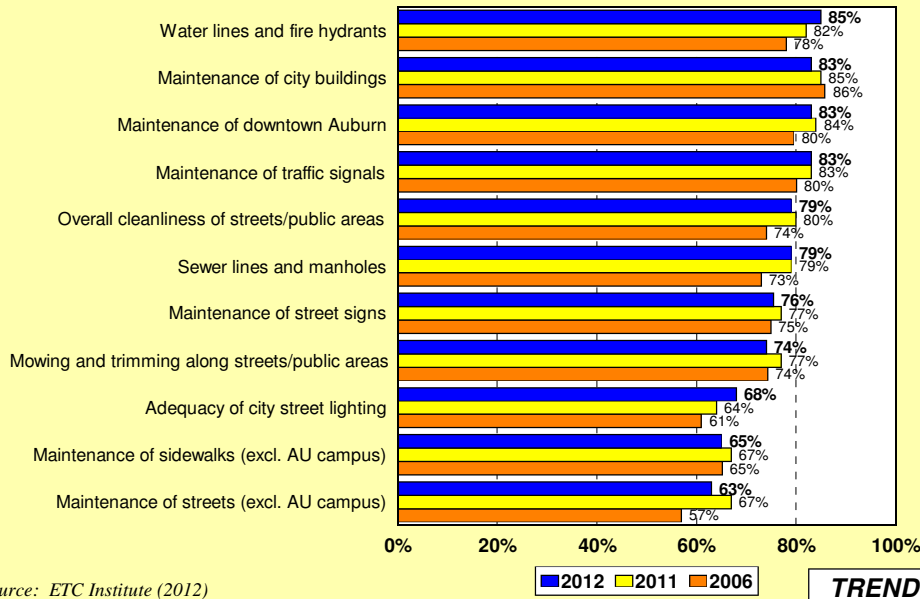
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2012)

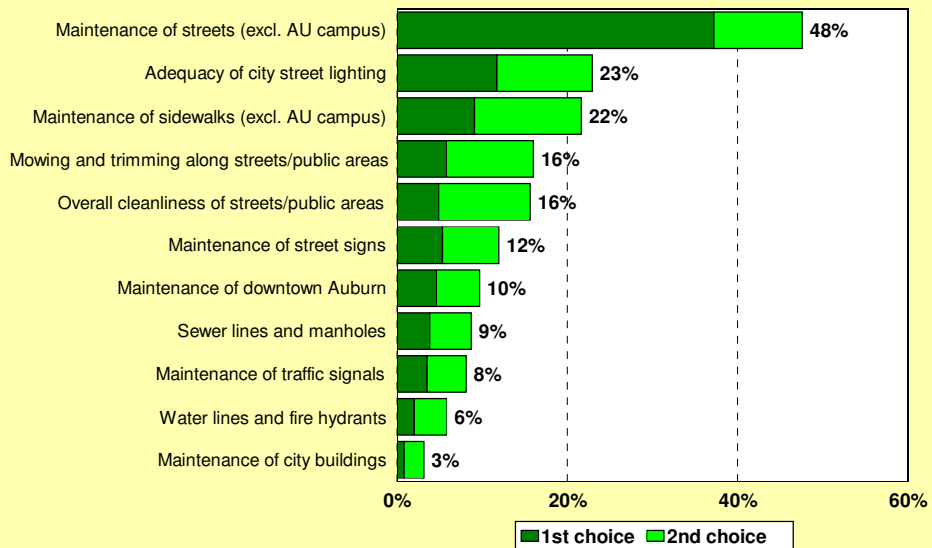
TRENDS: Overall Satisfaction with City Maintenance (2006, 2011 & 2012)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



City Maintenance Services That Should Be Emphasized Most Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top two choices

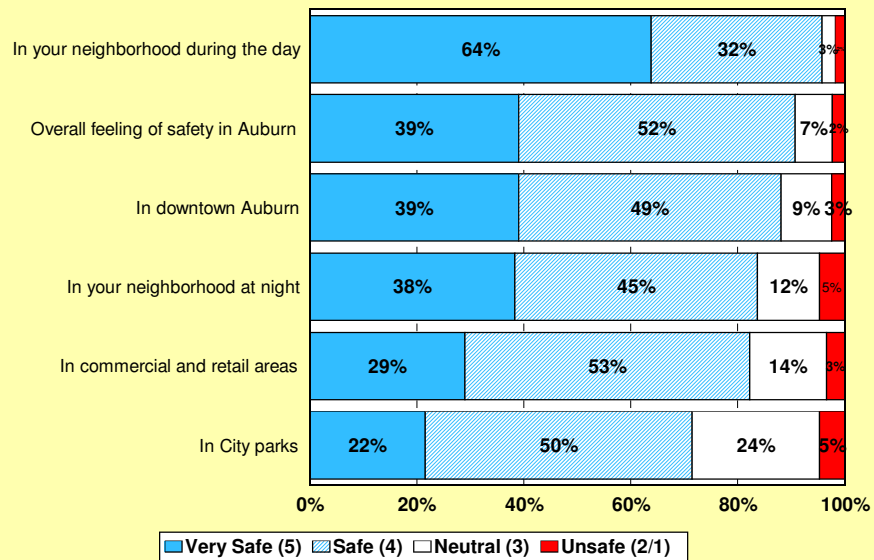


FEELING OF SAFETY

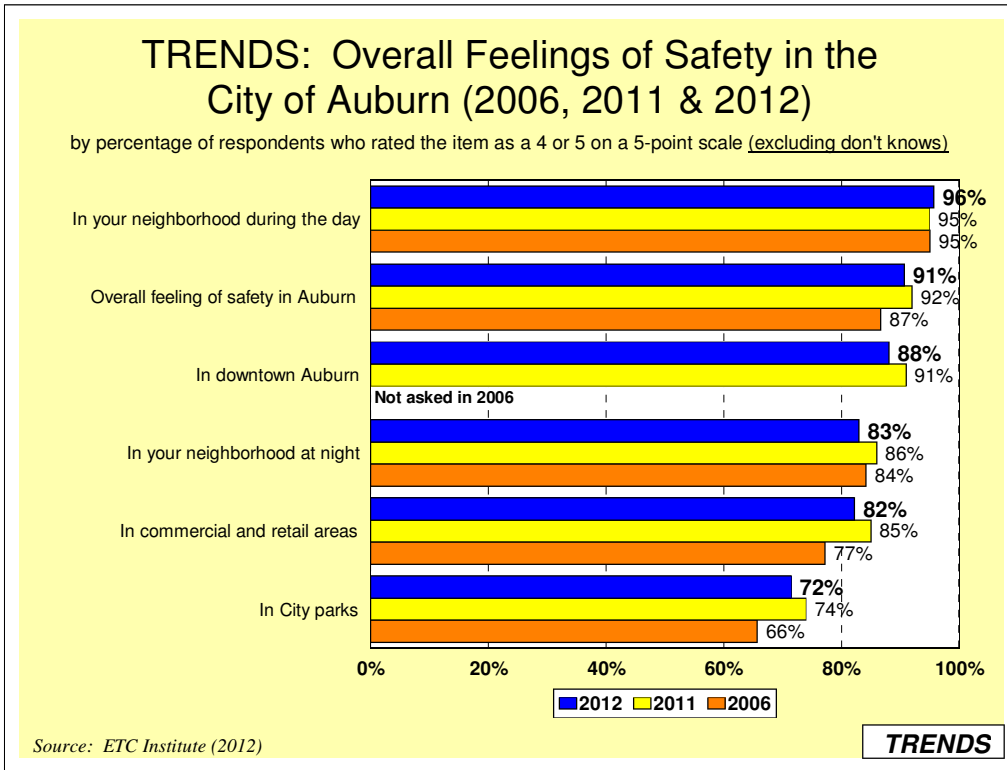
Source: ETC Institute (2012)

Feelings of Safety in Auburn

by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)

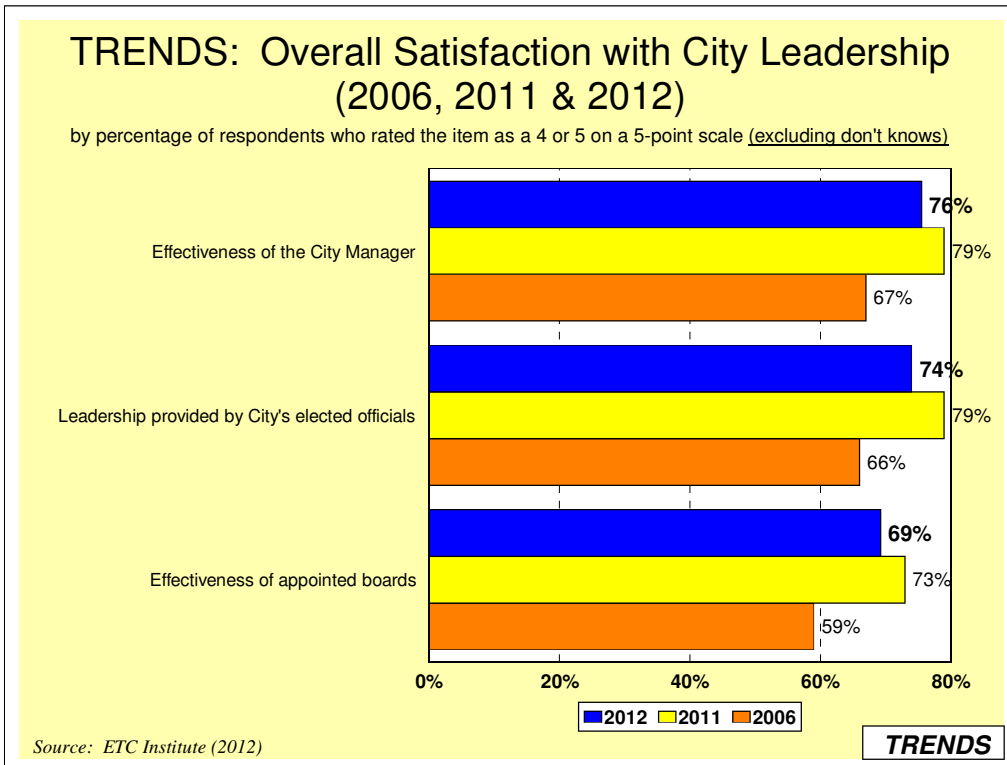
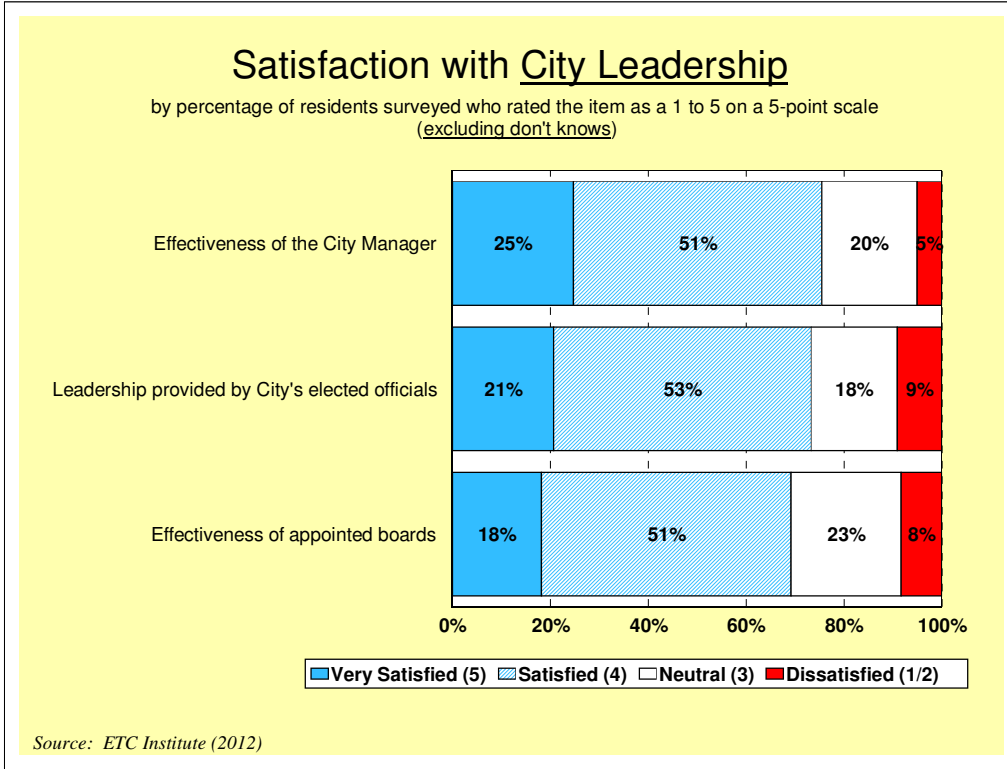


Source: ETC Institute (2012)



CITY LEADERSHIP

Source: ETC Institute (2012)

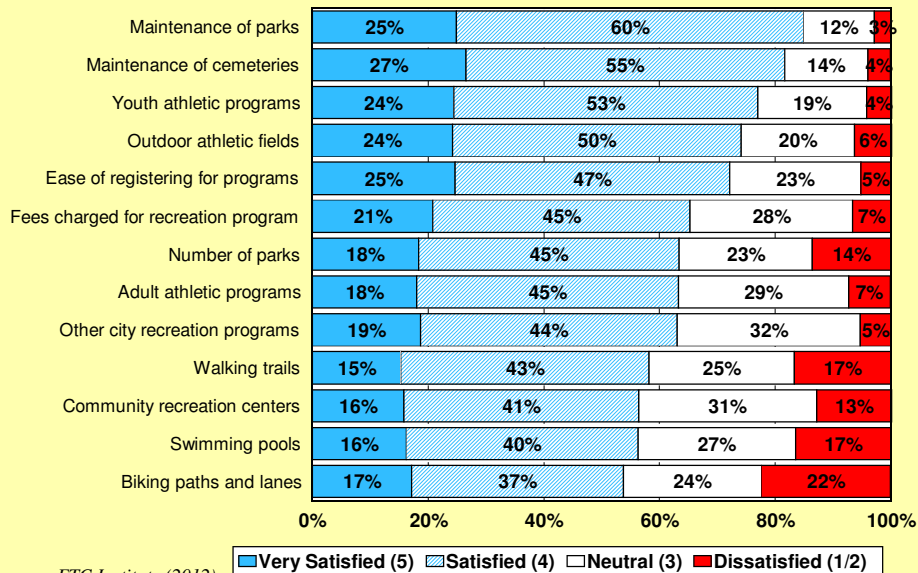


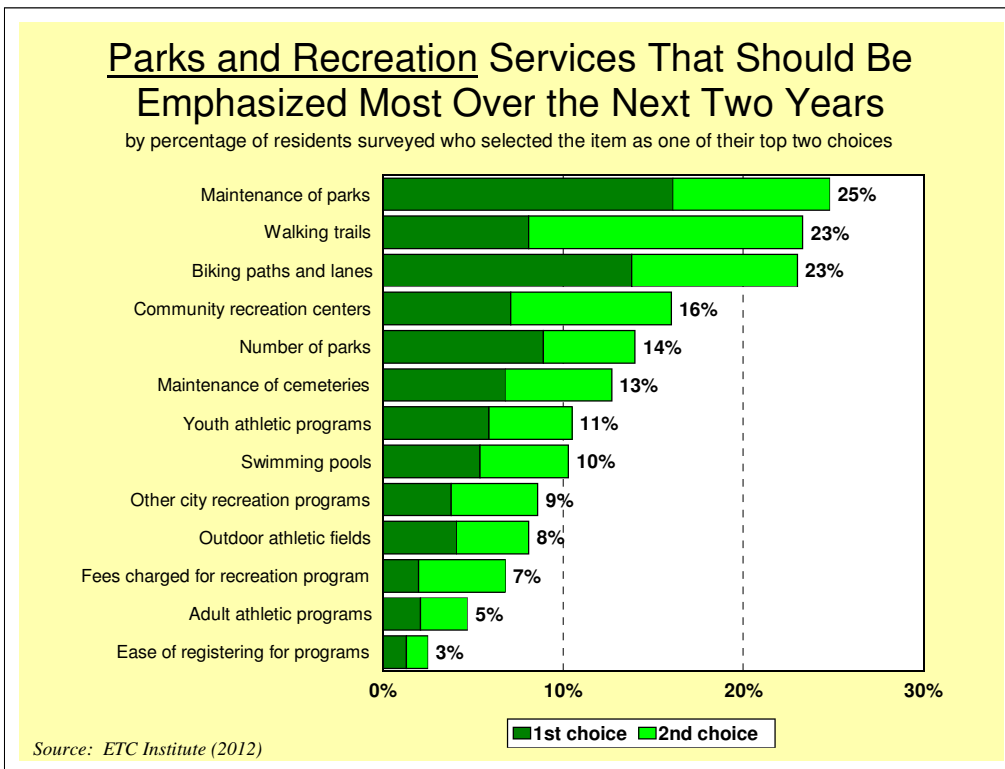
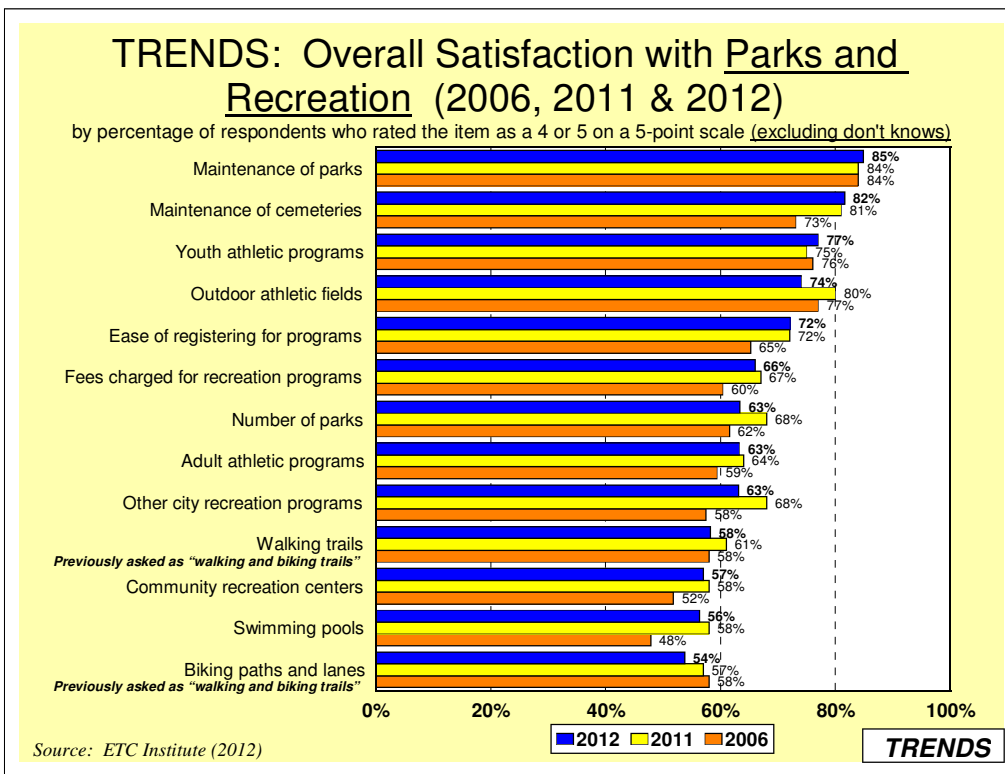
PARKS & RECREATION

Source: ETC Institute (2012)

Satisfaction with Various Aspects of Parks and Recreation

by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



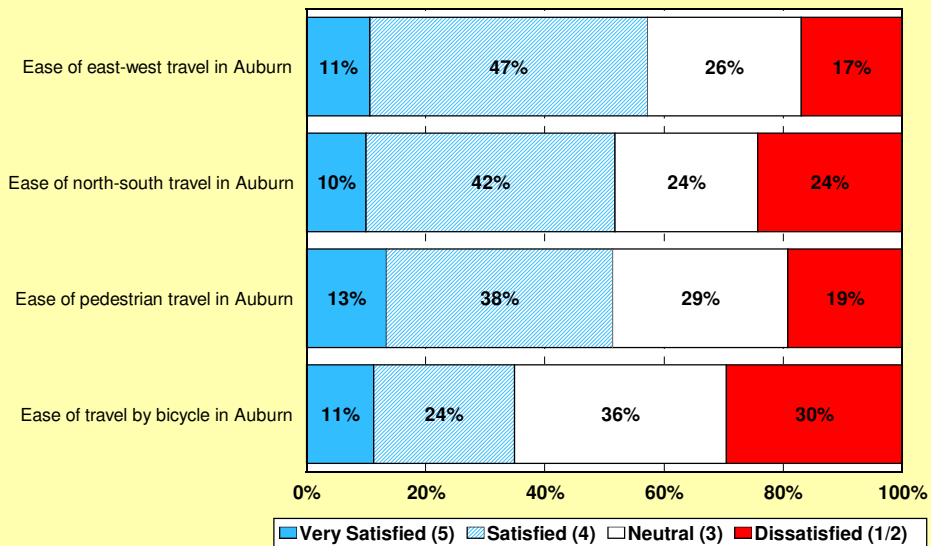


Traffic Flow

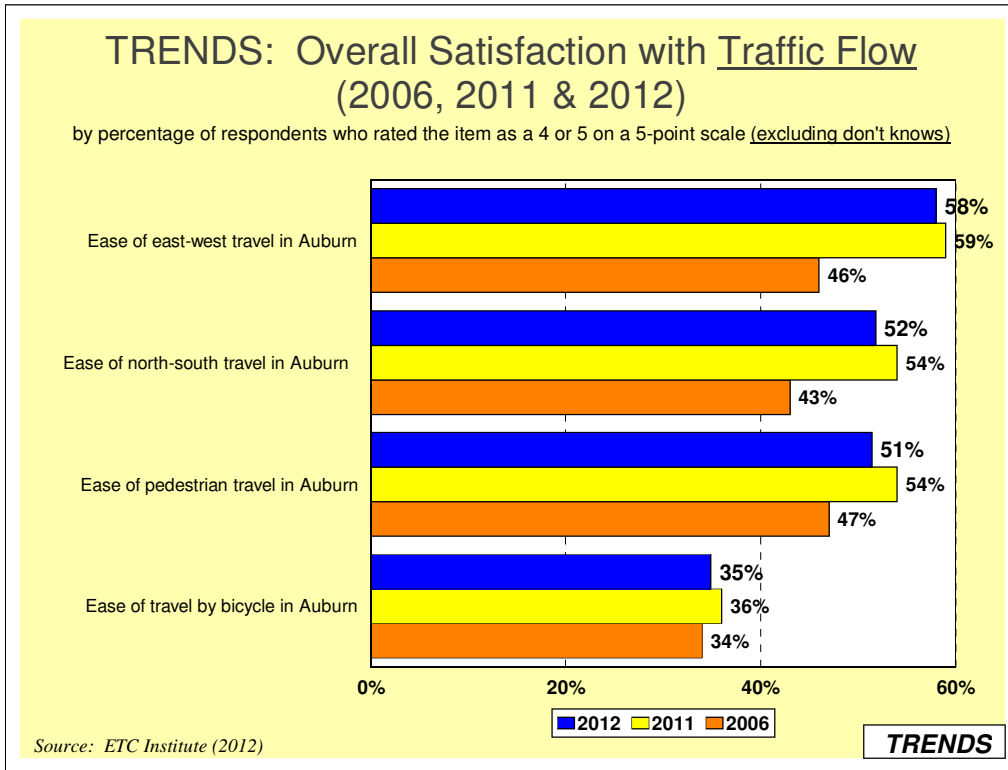
Source: ETC Institute (2012)

Satisfaction with Various Aspects of Traffic Flow

by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)

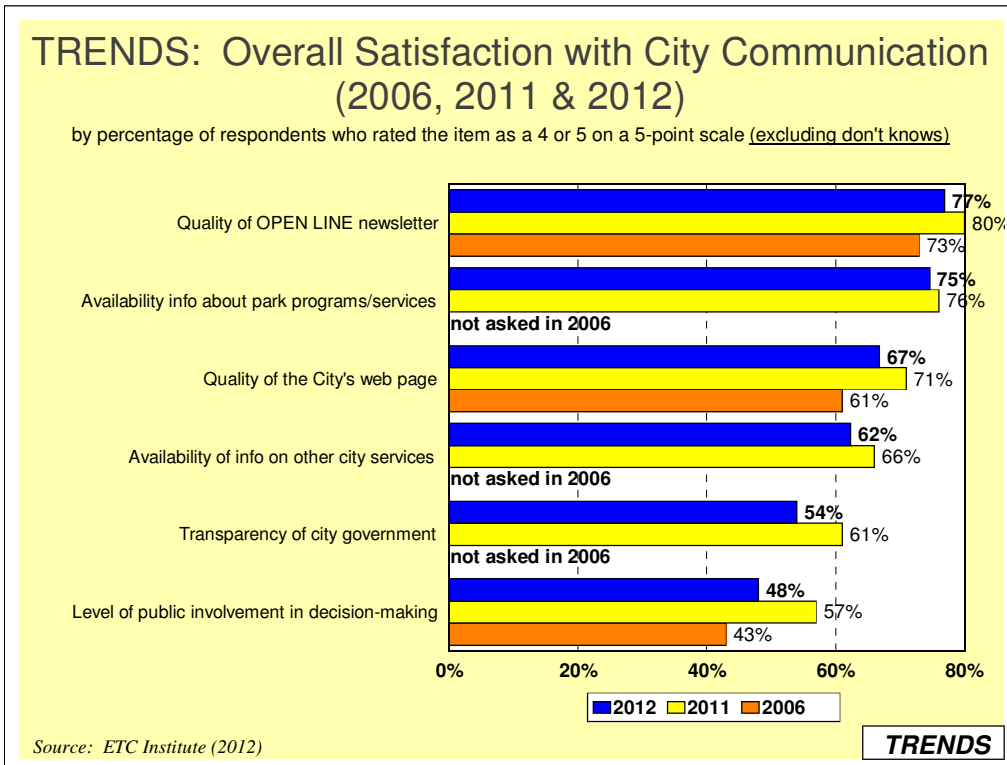
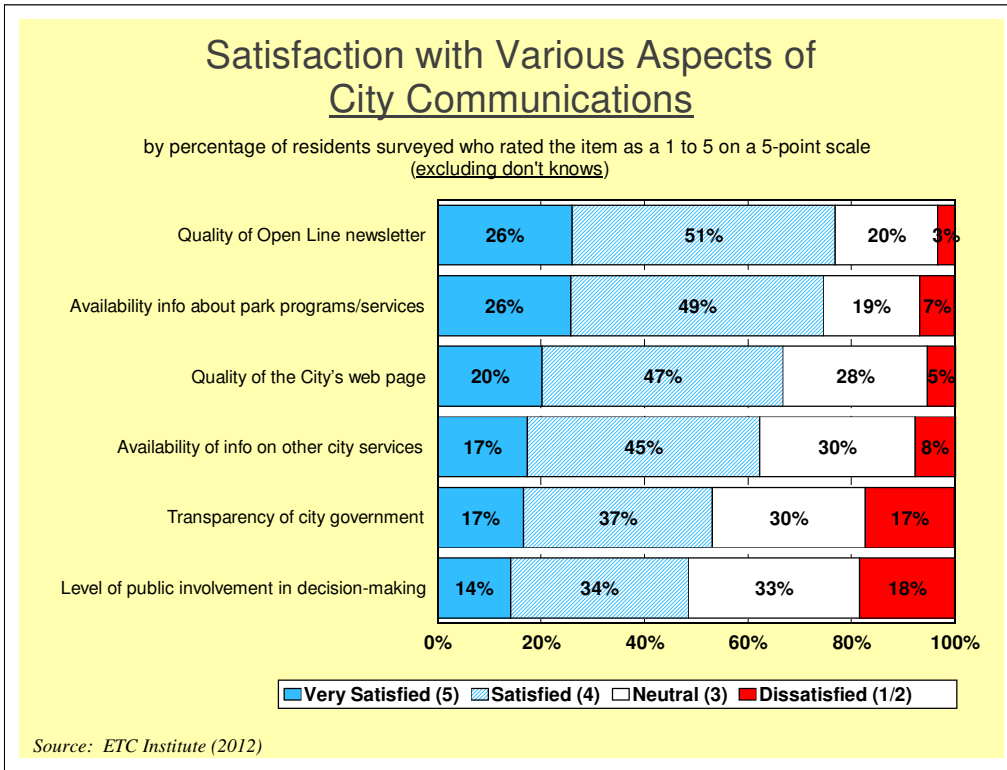


Source: ETC Institute (2012)



CITY COMMUNICATIONS

Source: ETC Institute (2012)

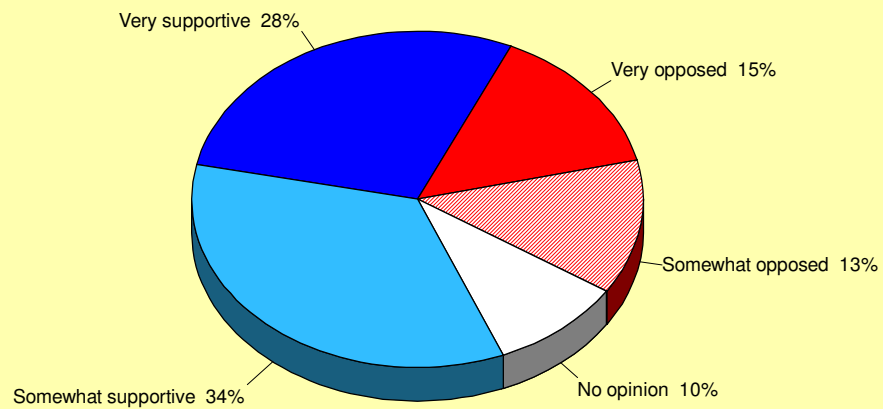


OTHER ISSUES

Source: ETC Institute (2012)

How Supportive Residents Would Be of An Increase in Taxes or Fees to Fund the Future Expansion of the Auburn City School System

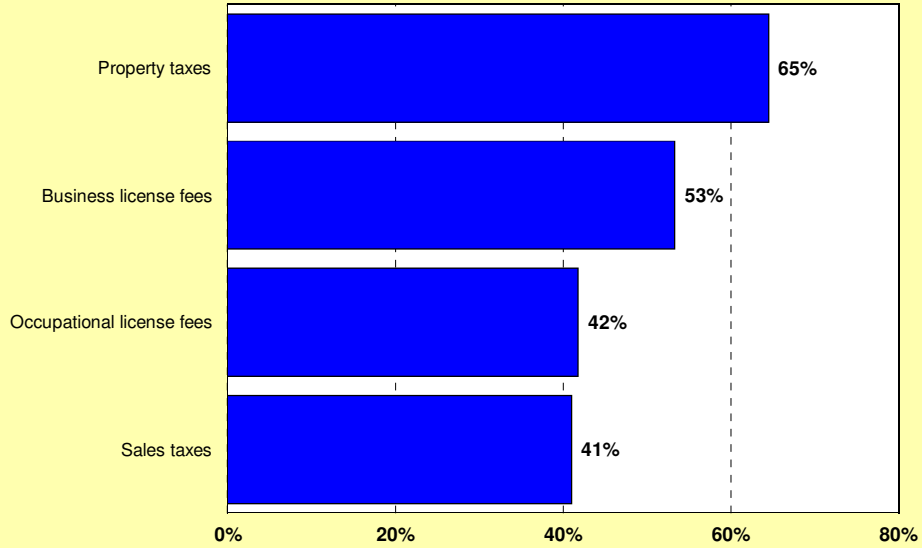
by percentage of residents surveyed



Source: ETC Institute (2012)

Options Residents Were Most Supportive of to Fund the Expansion of the Auburn City School System

by percentage of the residents surveyed who were supportive of expanding the Auburn City School System residents were allowed to select ALL of they would be willing to support

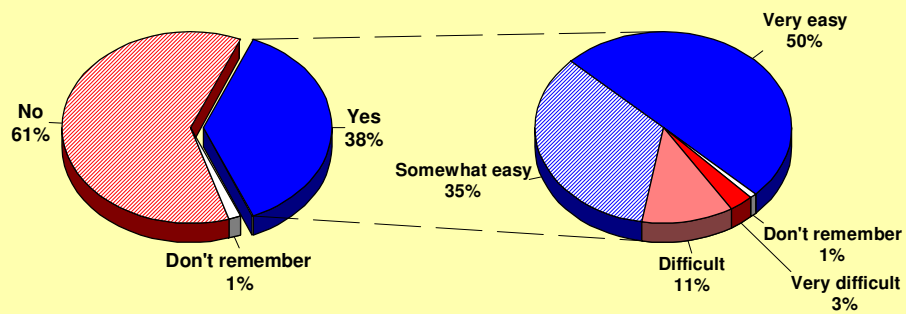


Source: ETC Institute (2012)

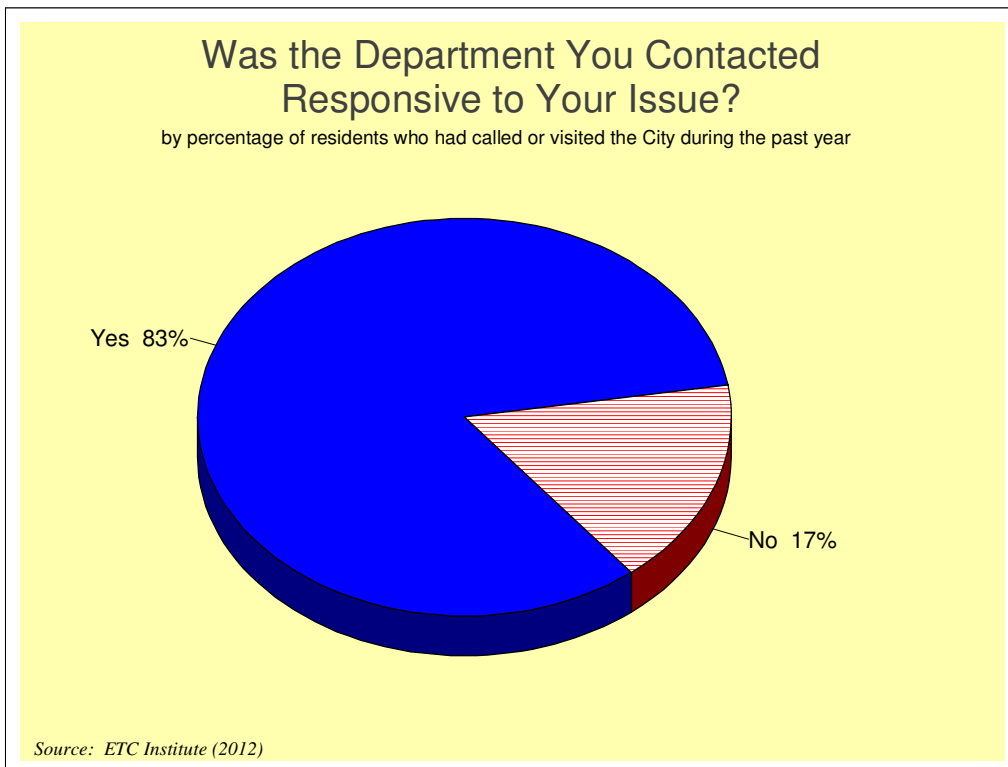
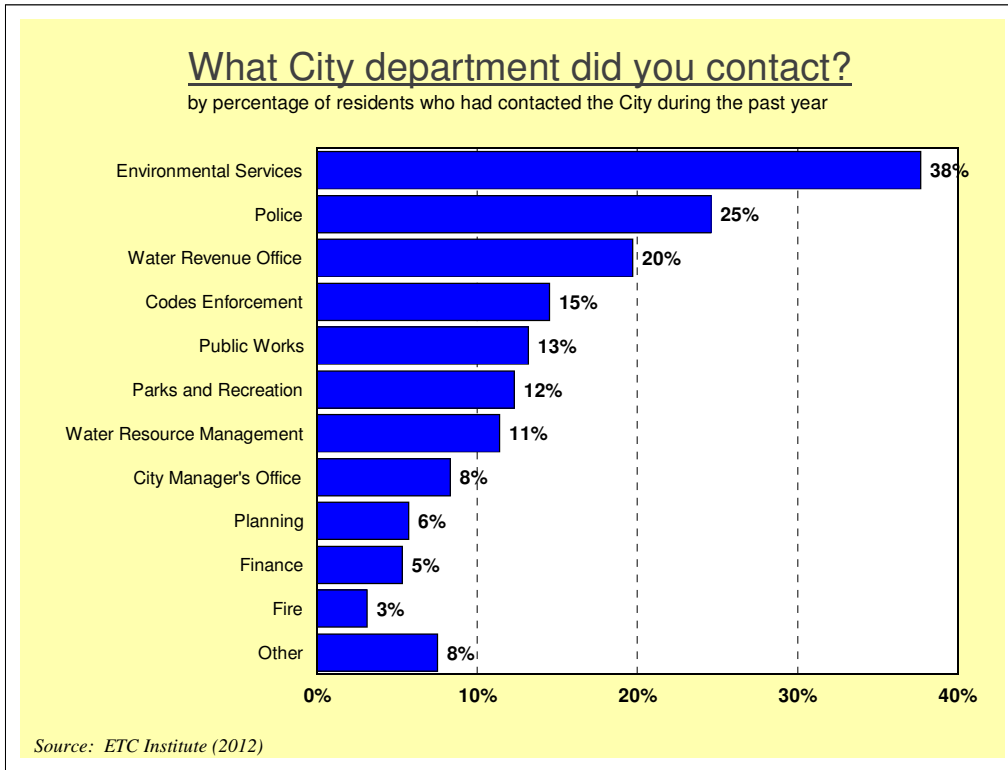
Have You Called or Visited the City with a Question, Problem, or Complaint During the Past Year?

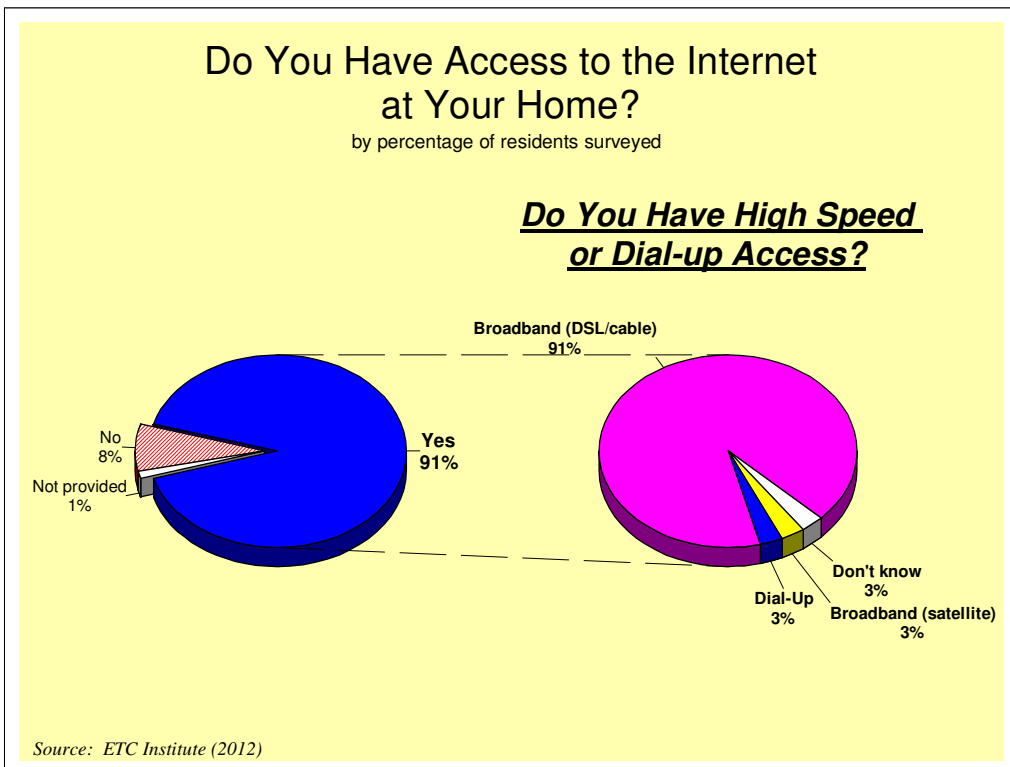
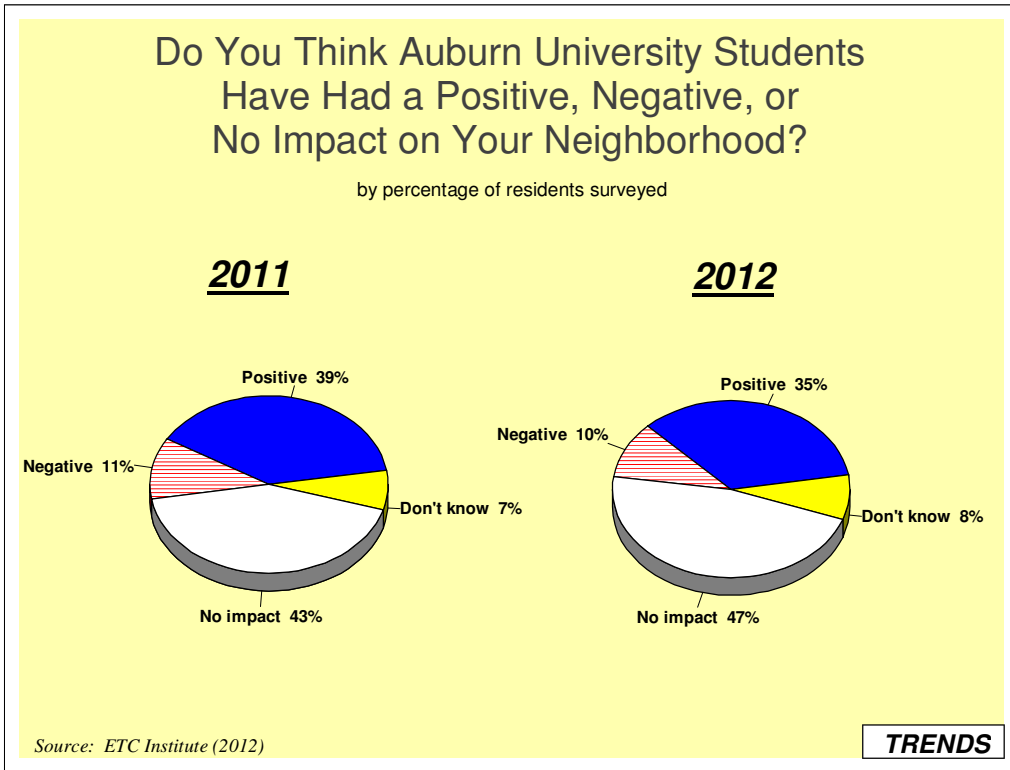
by percentage of residents surveyed

How easy was it to contact the person you needed to reach?



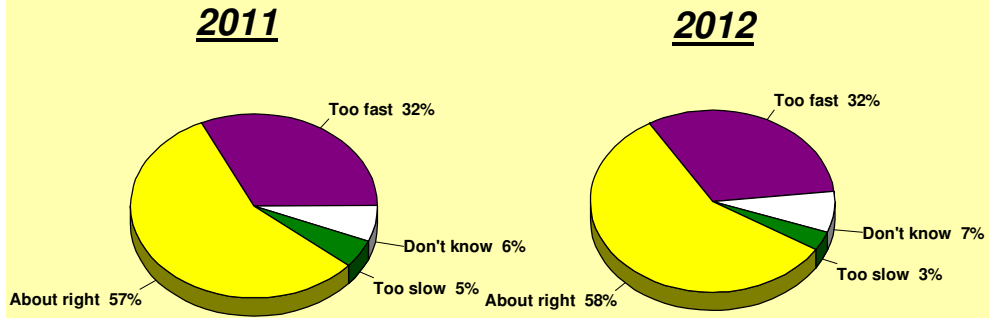
Source: ETC Institute (2012)





Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?

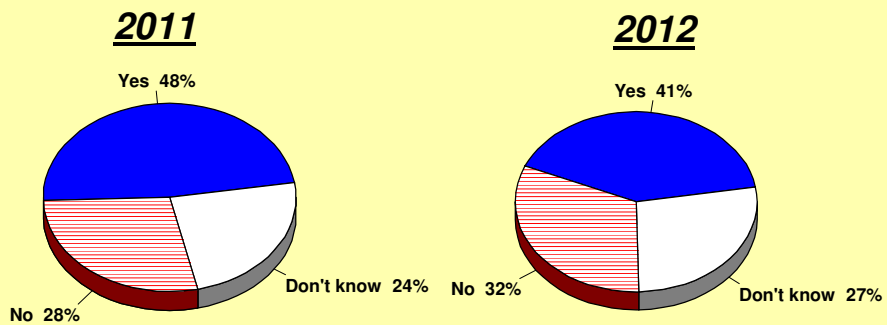
by percentage of residents surveyed



Source: ETC Institute (2012)

Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

by percentage of residents surveyed

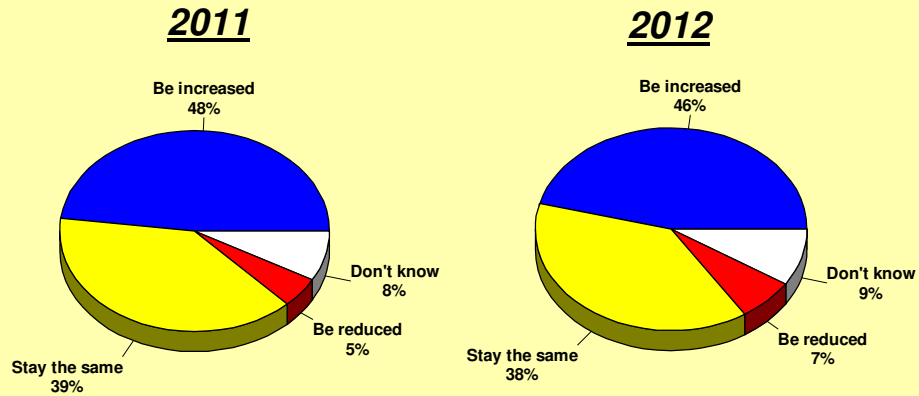


Source: ETC Institute (2012)

TRENDS

Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

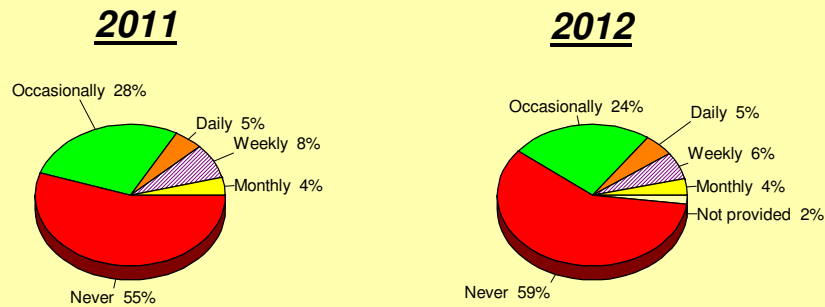
by percentage of residents surveyed



Source: ETC Institute (2012)

How often do you use the City's bicycle lanes and facilities?

by percentage of residents surveyed



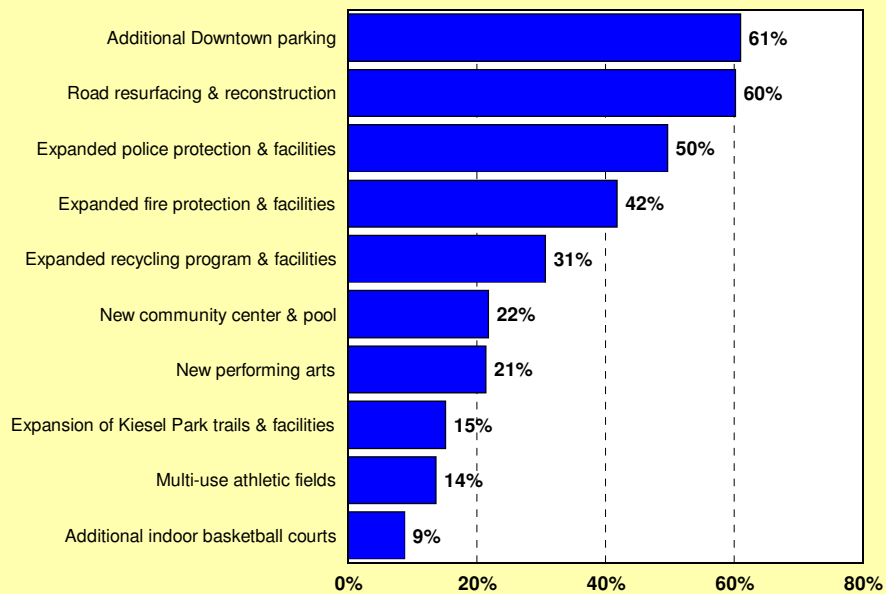
Source: ETC Institute (2012)

Priority for Various Projects

Source: ETC Institute (2012)

Priority of Various City Projects

percentage of residents who felt the item was a high priority based upon the combined percentage of residents who rated it as a 1, 2 or 3 on a 10-point scale, where a rating of 1 meant the "highest priority" and a rating of 10 meant "lowest priority"



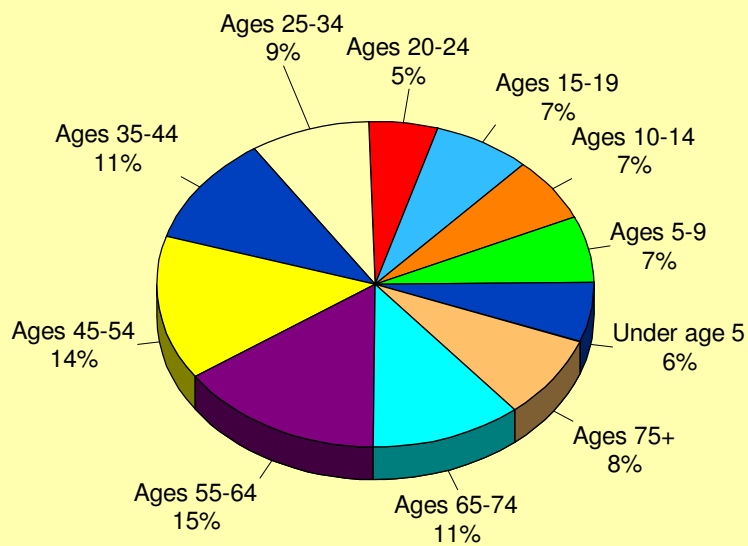
Source: ETC Institute (2012)

Demographics

Source: ETC Institute (2012)

Demographics: Ages of people in the household

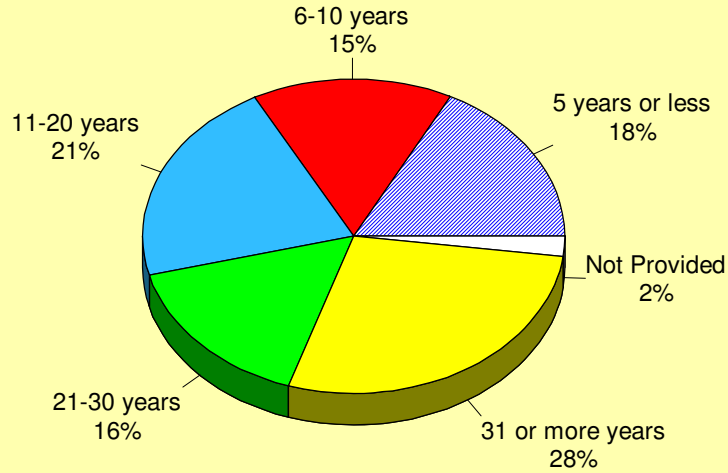
by percentage of residents surveyed



Source: ETC Institute (2012)

Demographics: How Many Years Have You Lived in the City of Auburn?

by percentage of residents surveyed



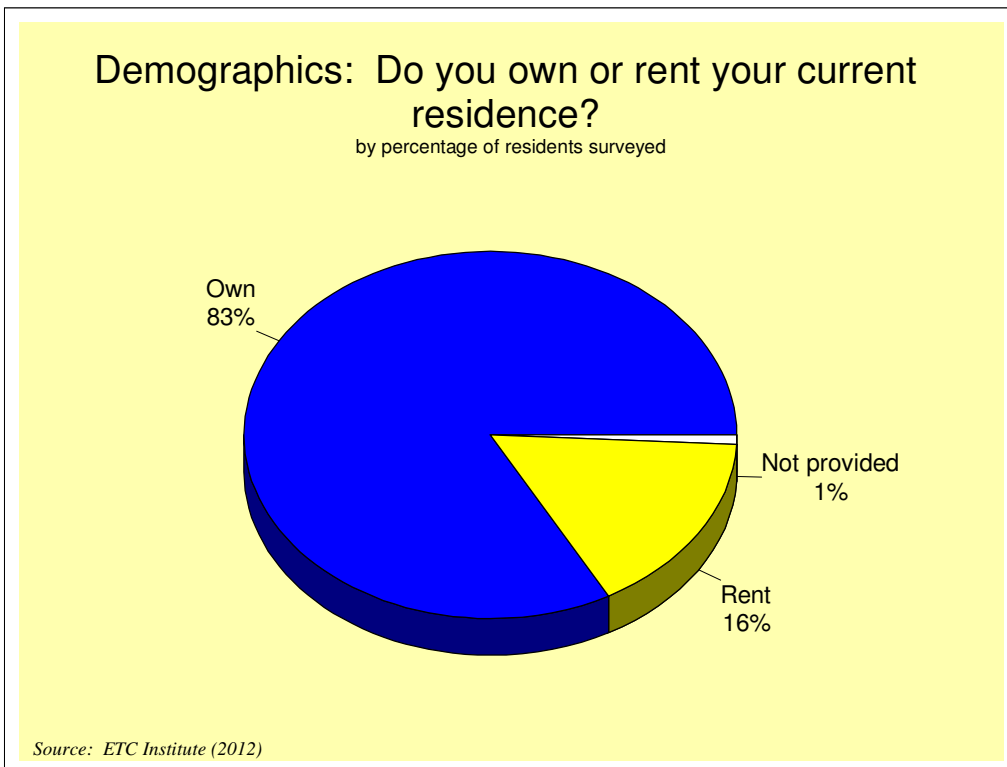
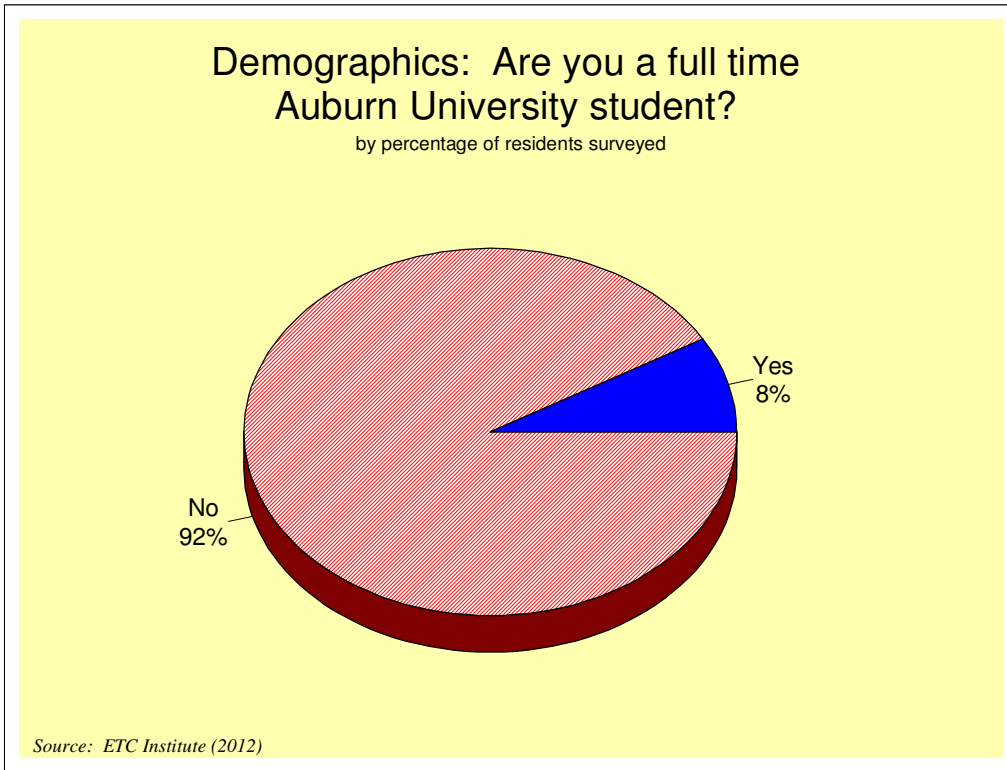
Source: ETC Institute (2012)

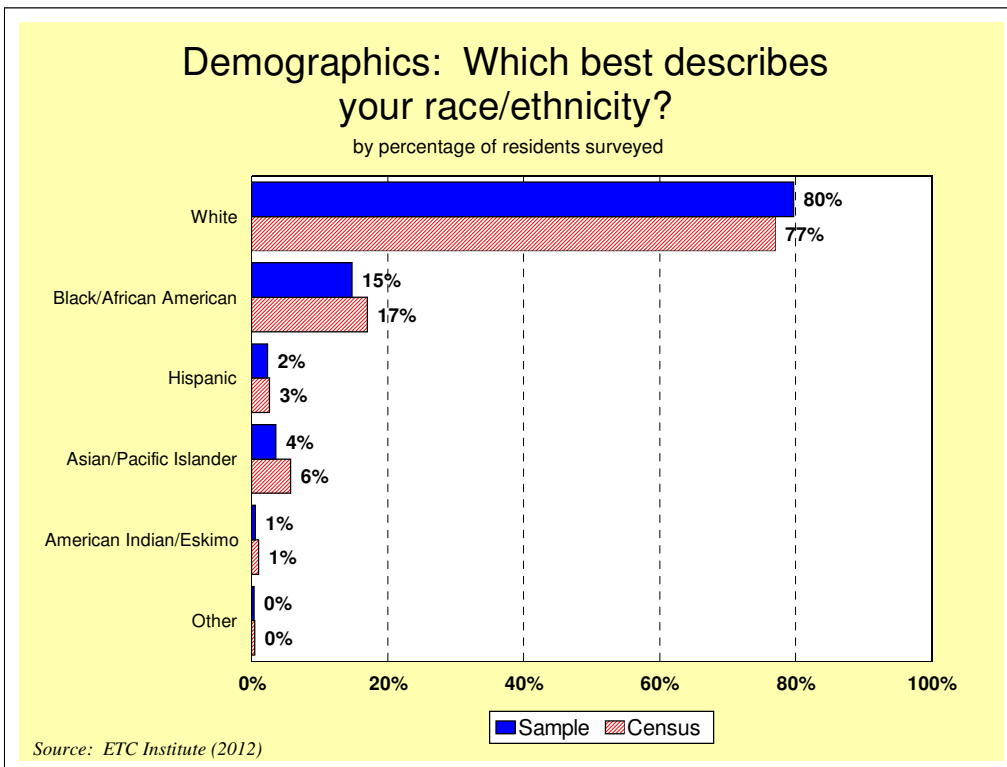
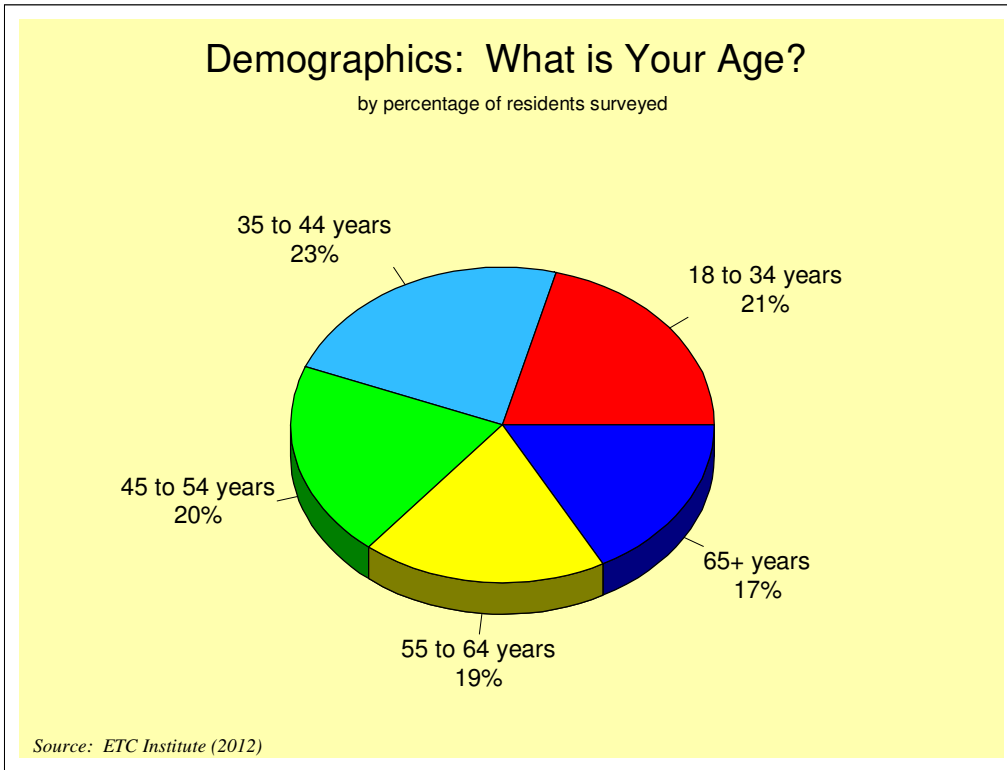
Demographics: How many people in your household work within the Auburn City Limits?

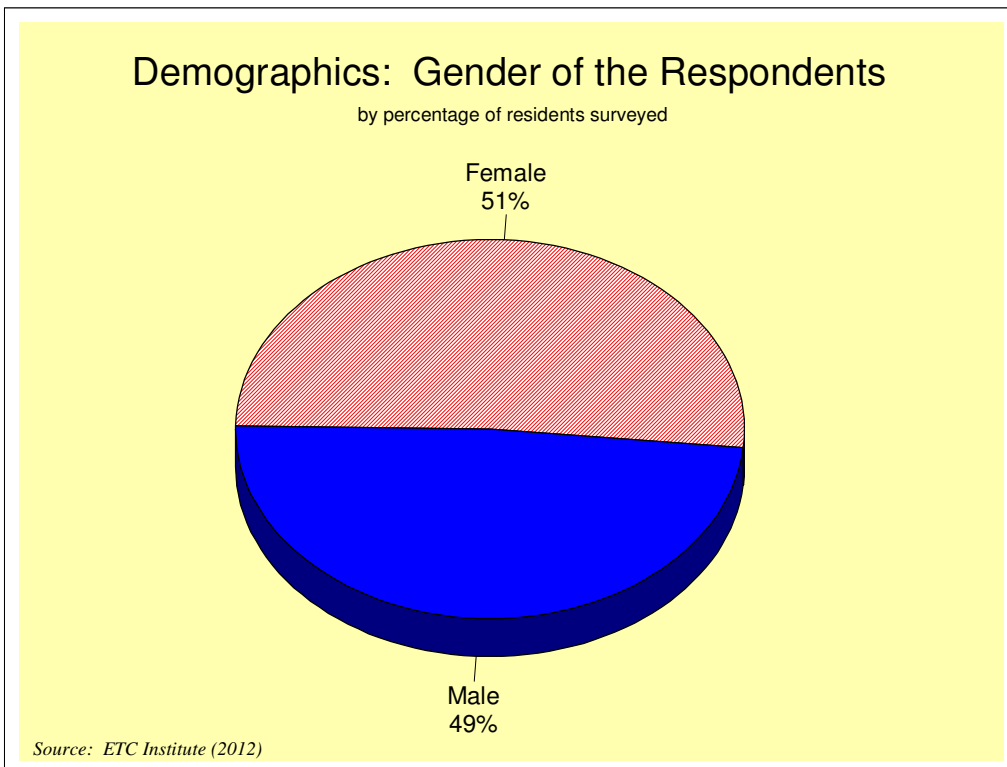
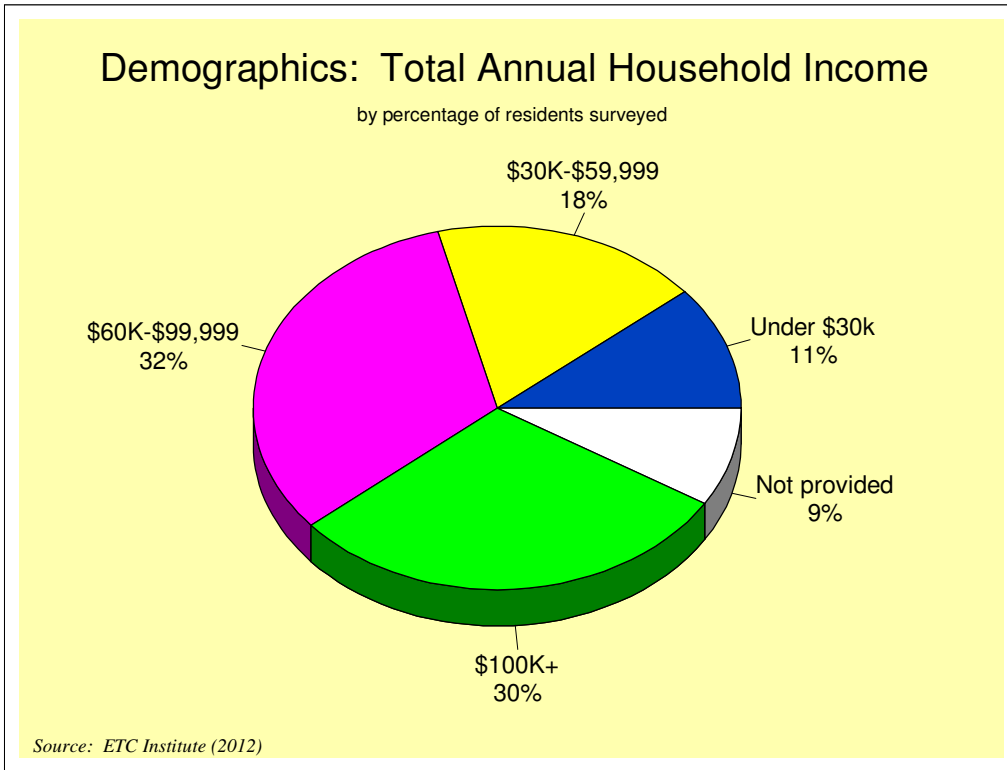
by percentage of residents surveyed



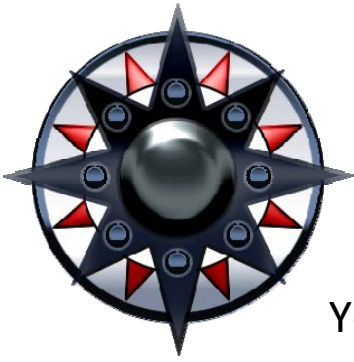
Source: ETC Institute (2012)







Section 2:
Benchmarking Data



DirectionFinder Survey

Year 2012 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2011 to a random sample of 3,926 residents in the continental United States. The second source is from individual community surveys that were administered in 35 medium-sized cities (population of 20,000 to 199,999) between February 2009 and March 2012. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 35 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Davenport, Iowa
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Tempe Arizona
- Westland, Michigan
- West Des Moines, Iowa
- Wilmington, North Carolina
- Yuma, Arizona

Interpreting the Performance Range Charts

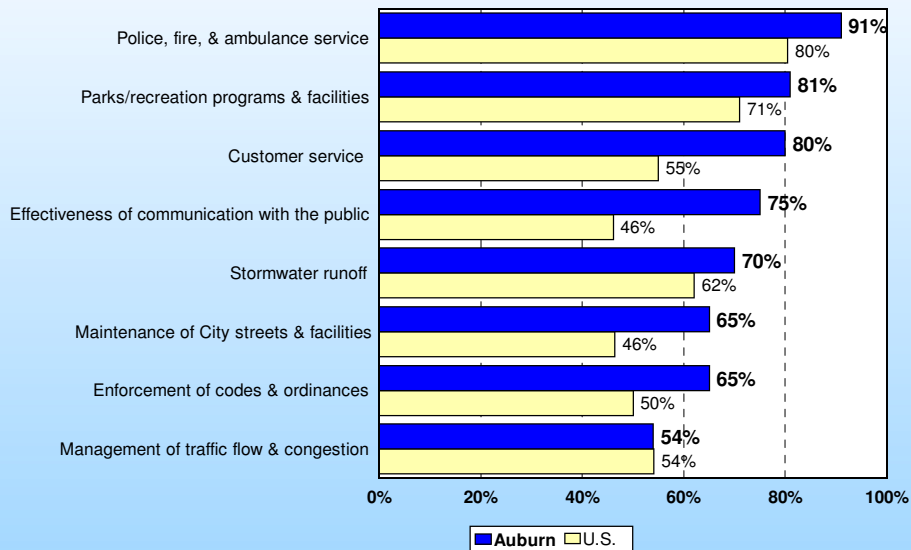
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The orange dot on each bar shows how the results for Auburn compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the orange dot is located to the right of the vertical dash, the City of Auburn rated above the national average. If the orange dot is located to the left of the vertical dash, the City of Auburn rated below the national average.

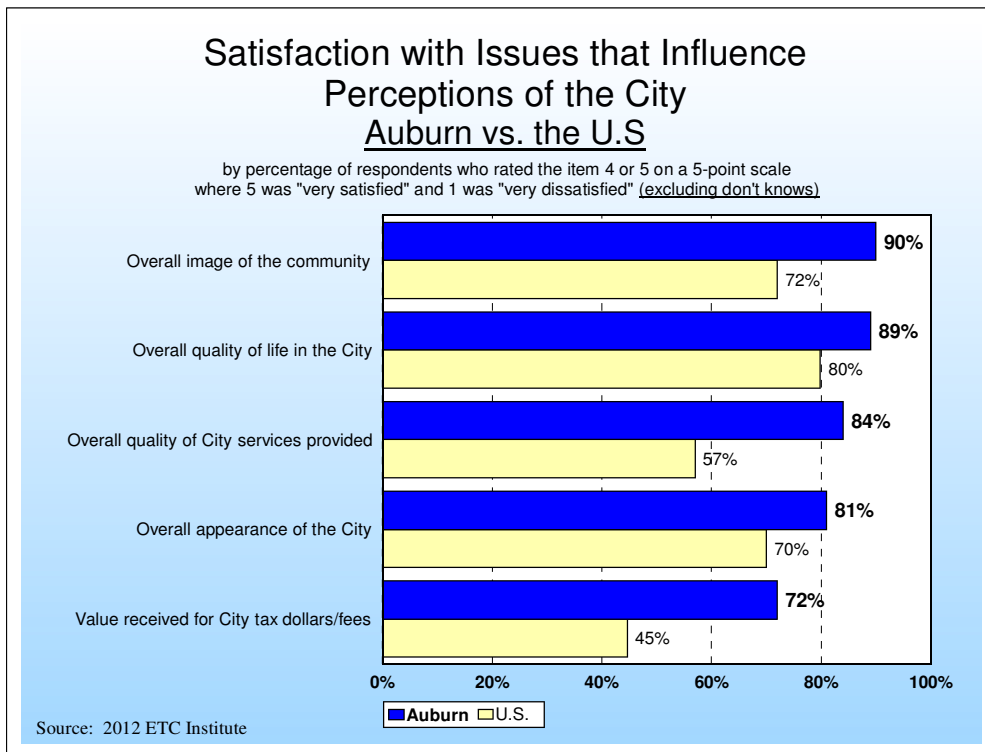
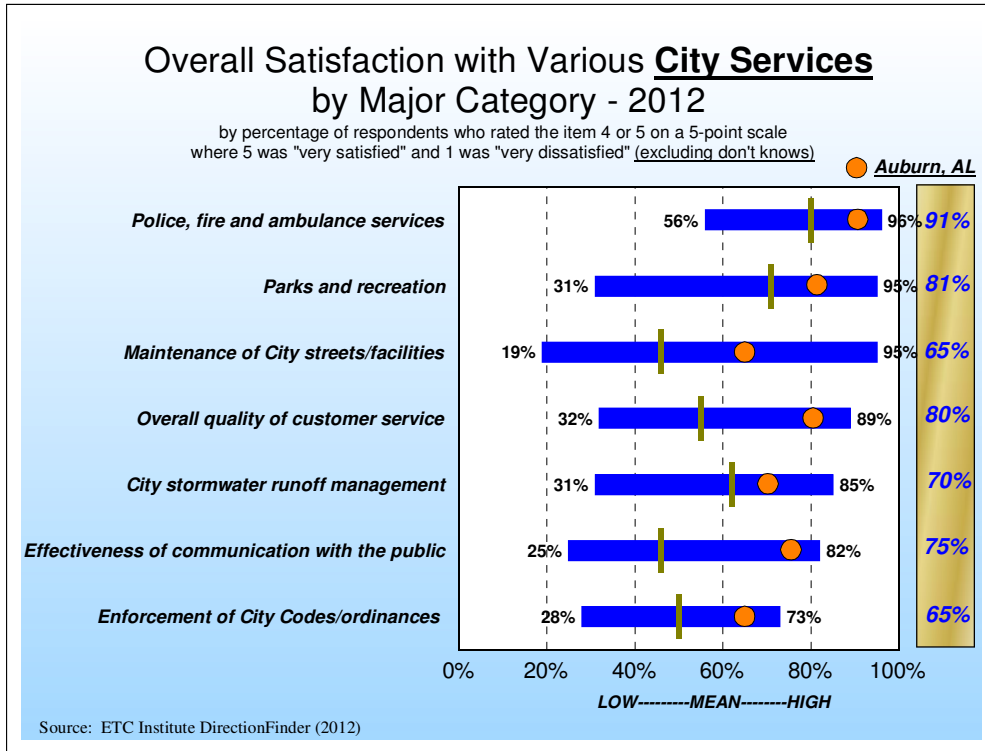
National Benchmarks

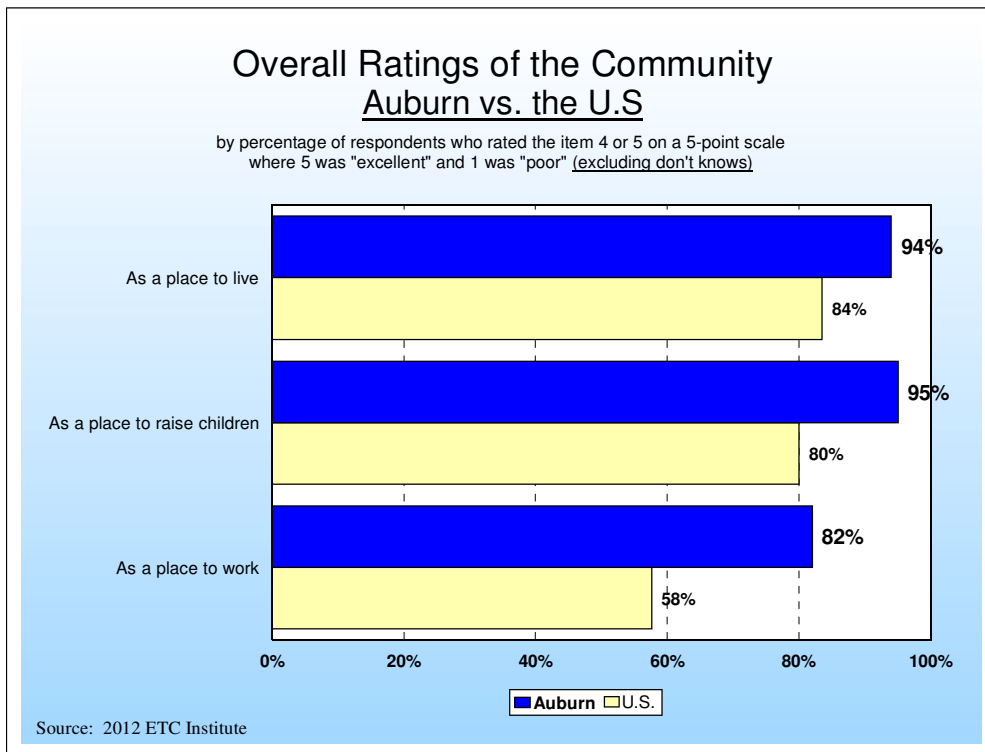
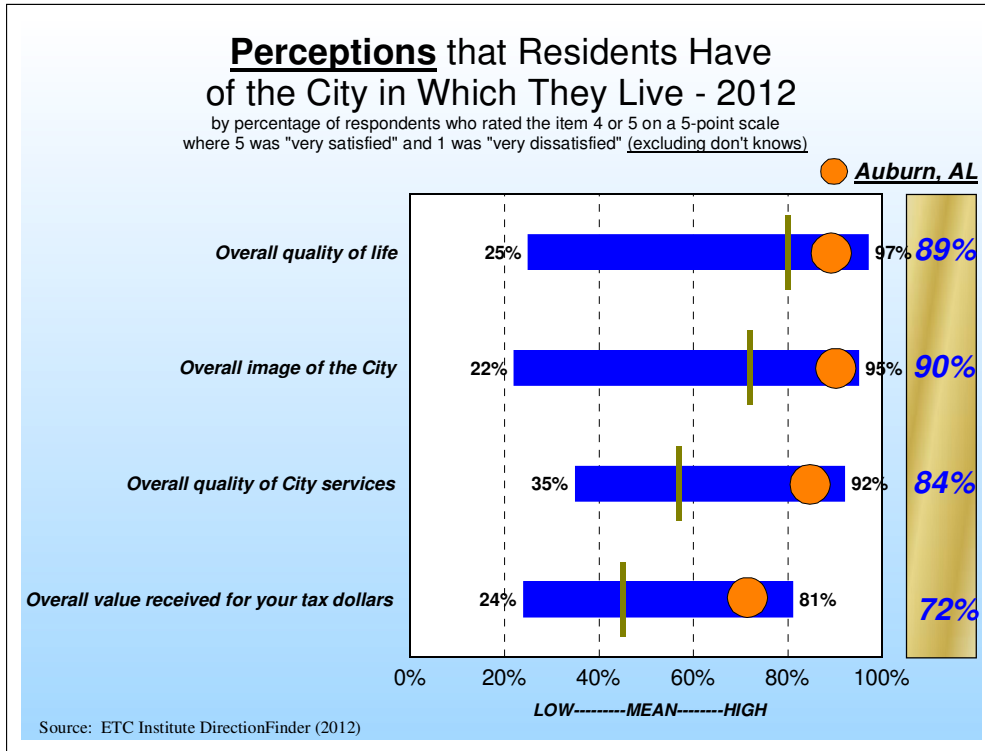
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Auburn, Alabama is not authorized without written consent from ETC Institute.

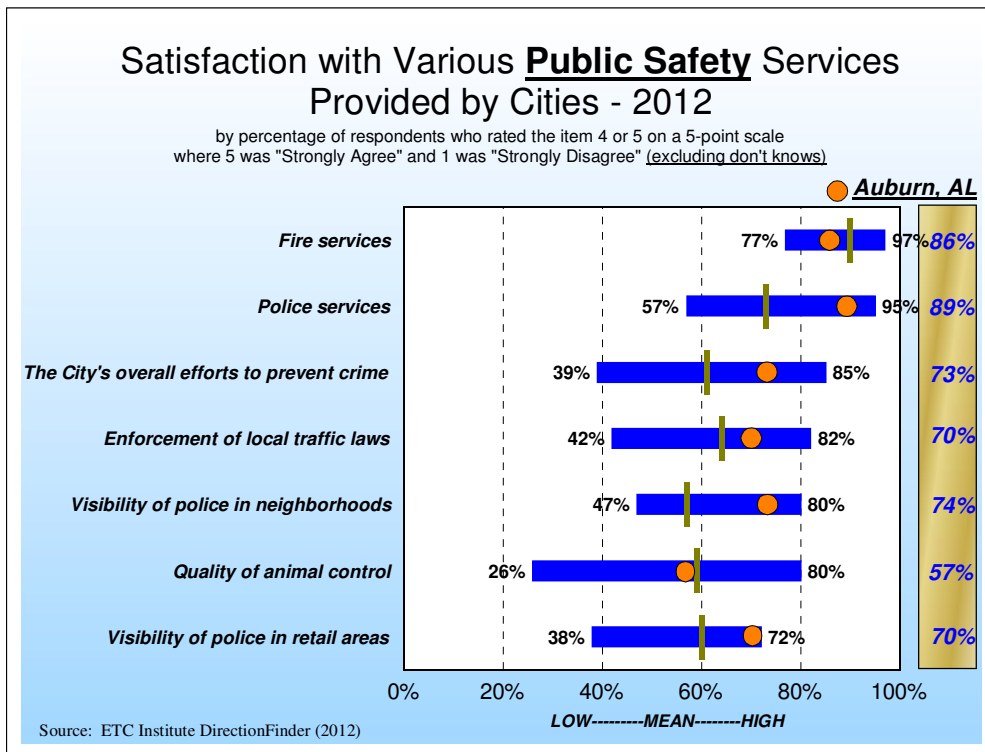
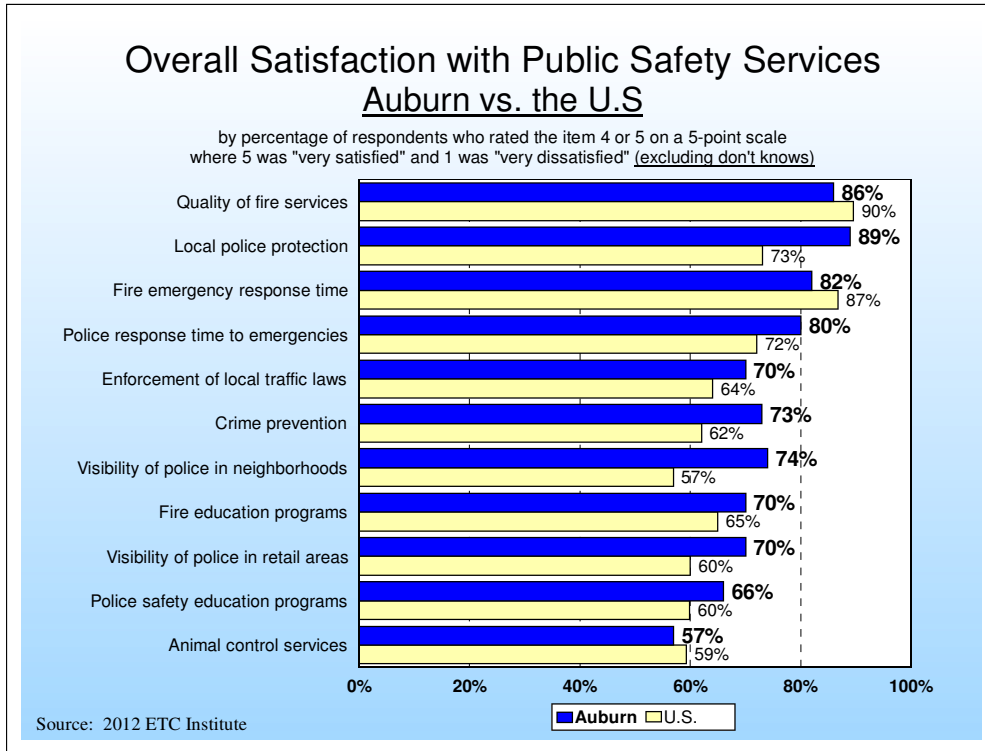
Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

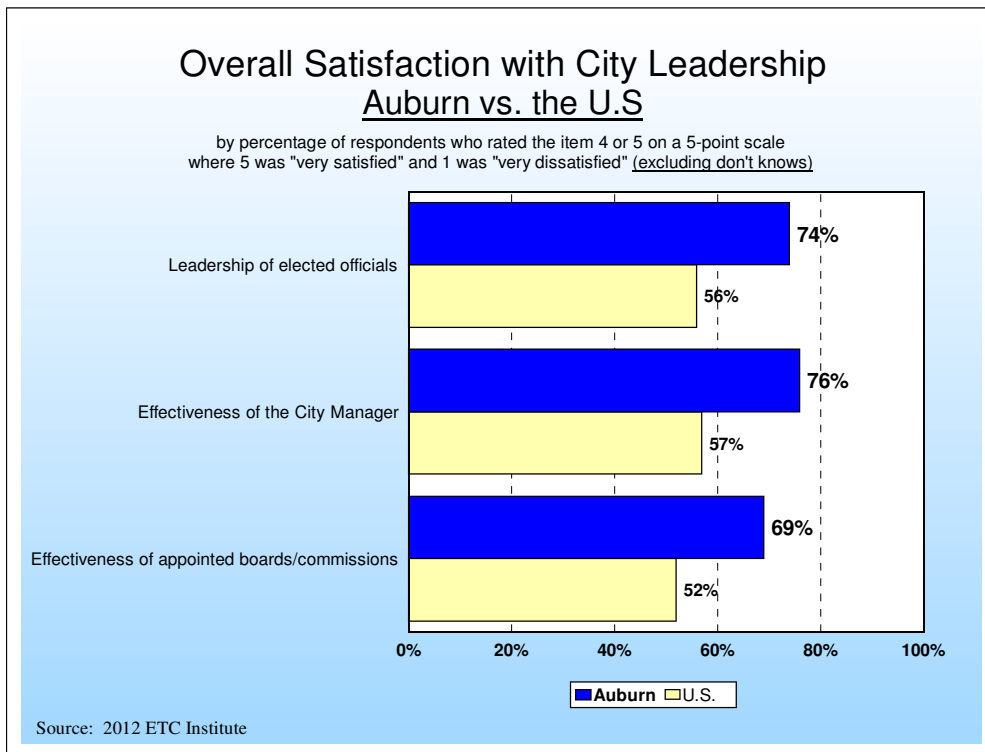
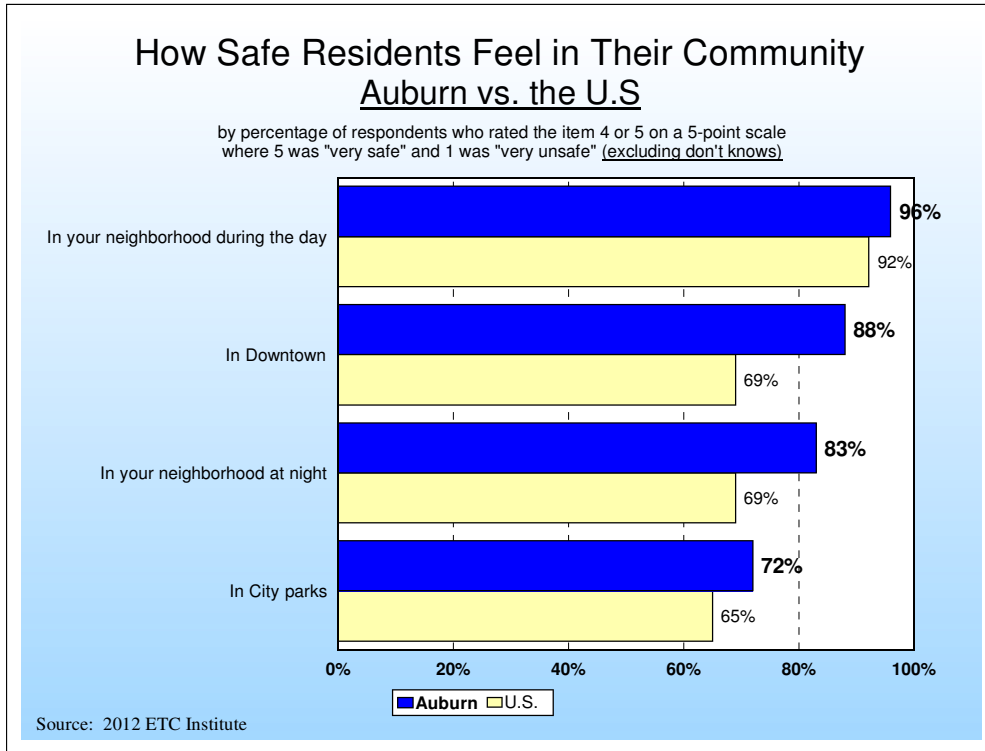
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

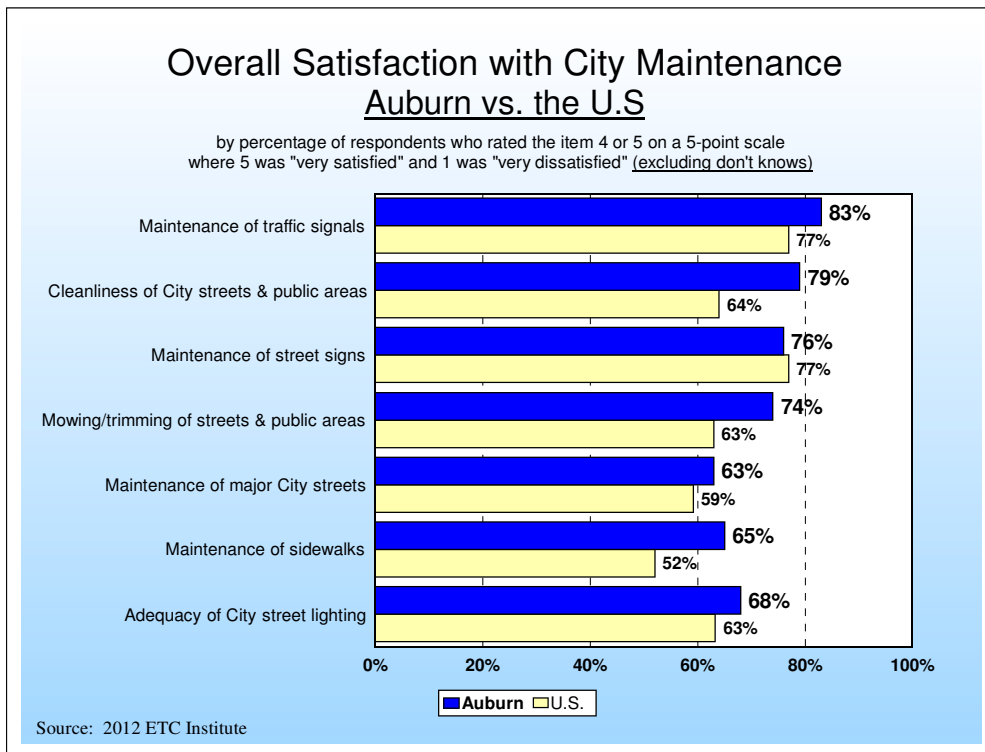
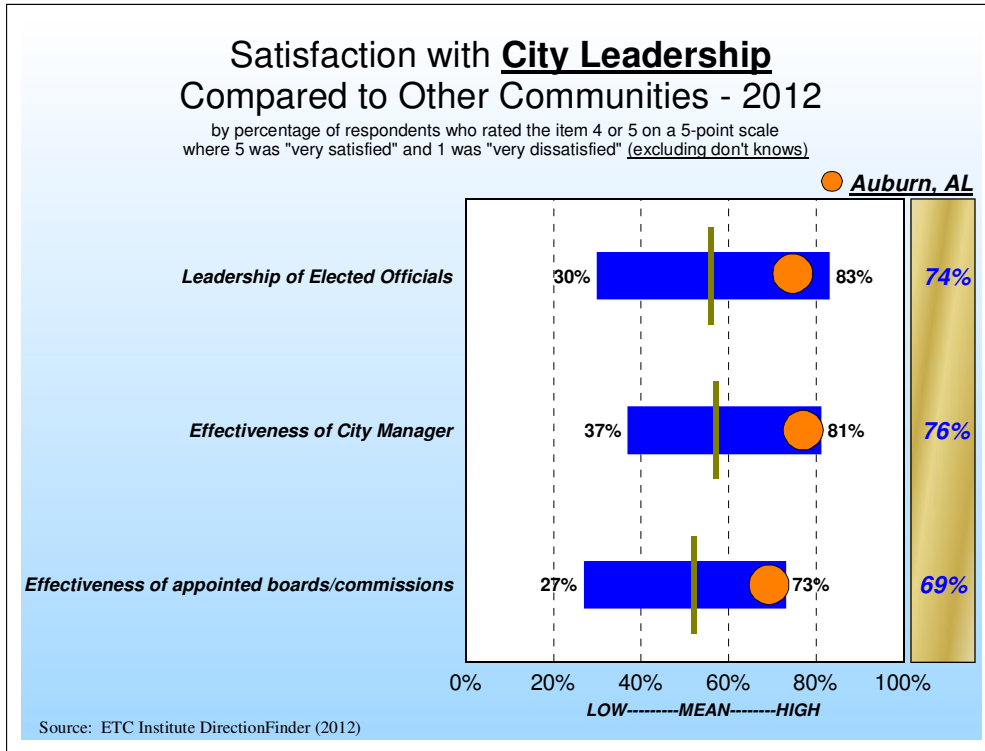


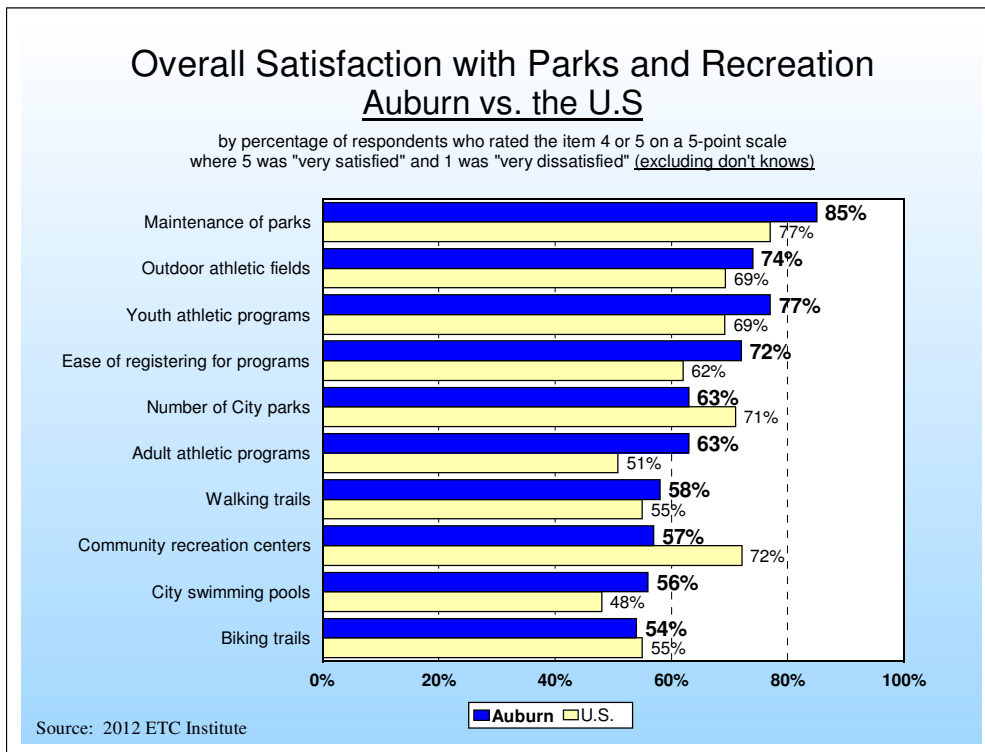
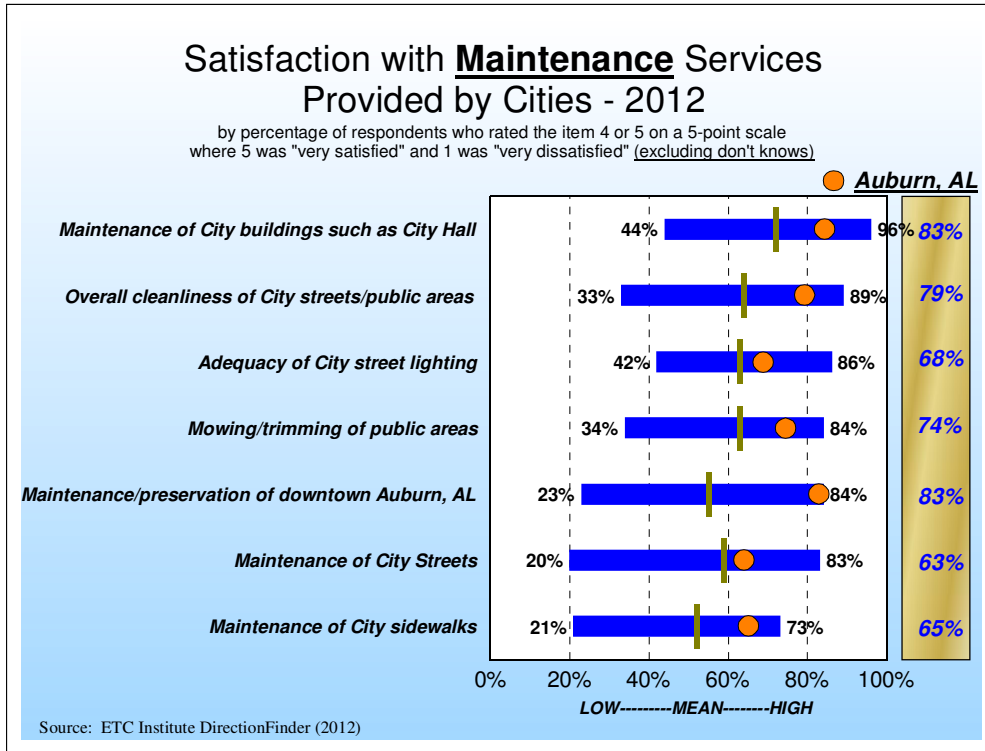


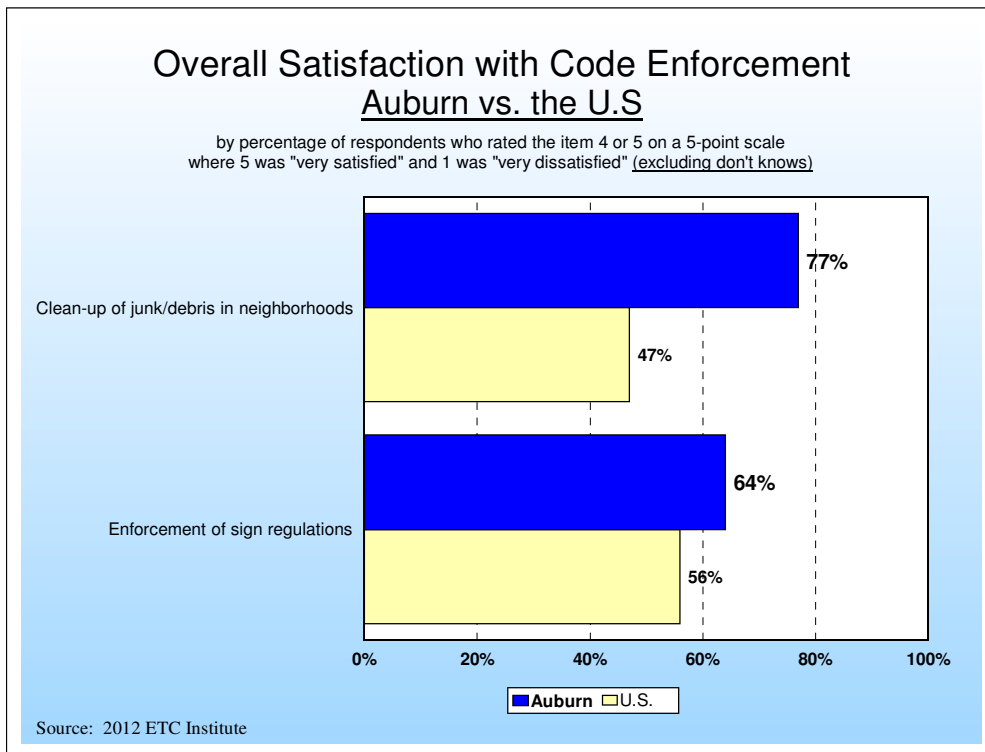
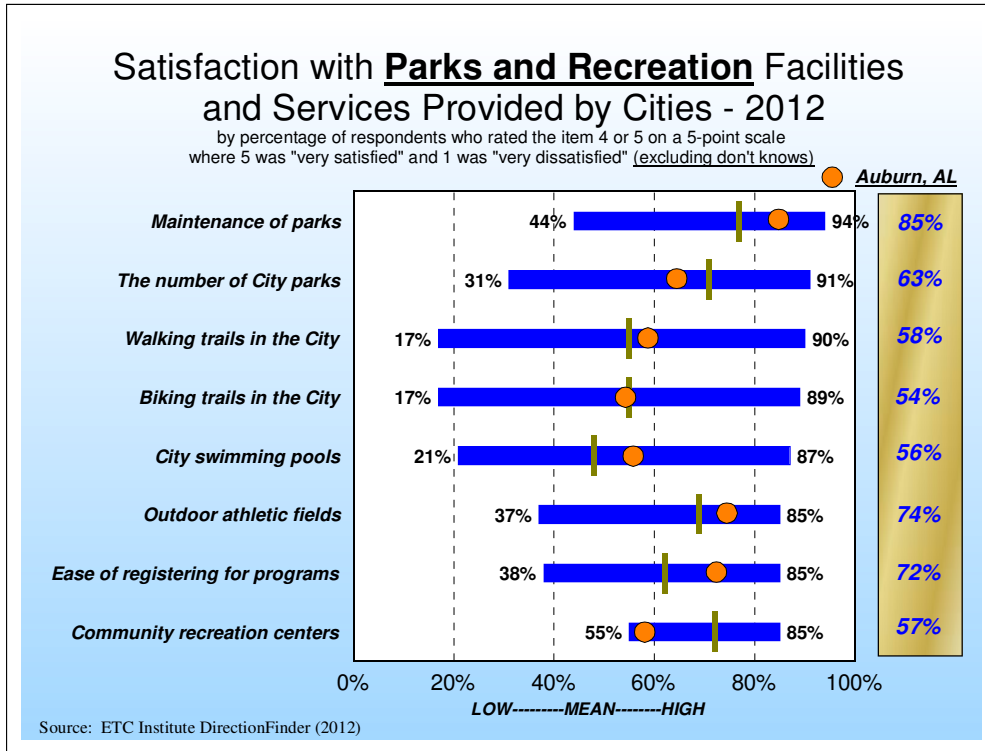


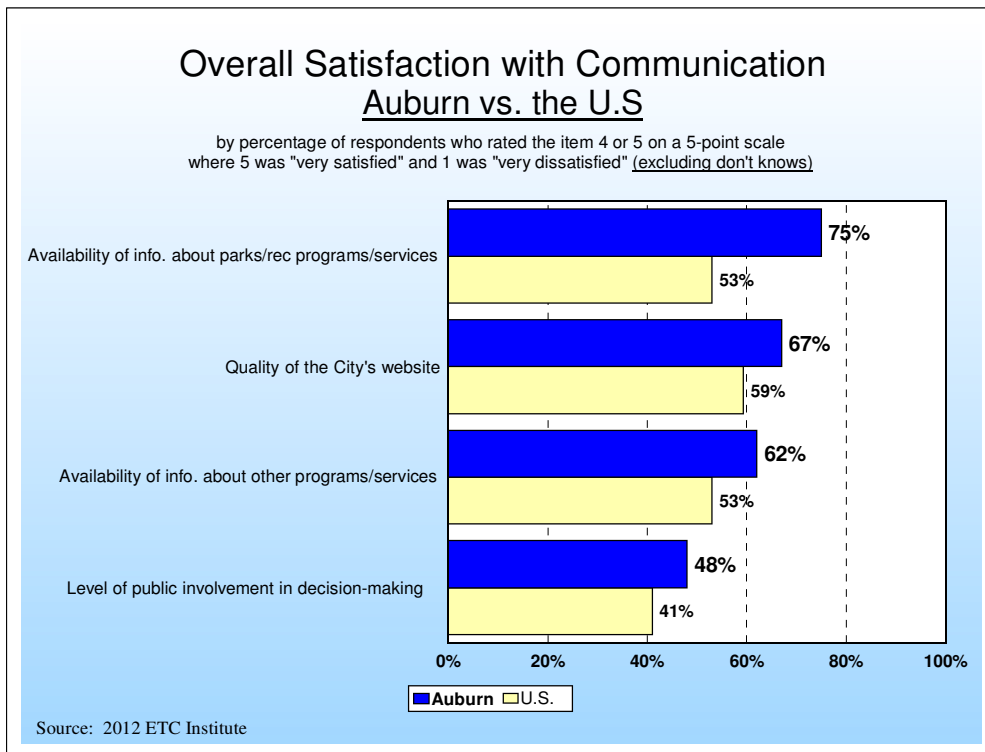
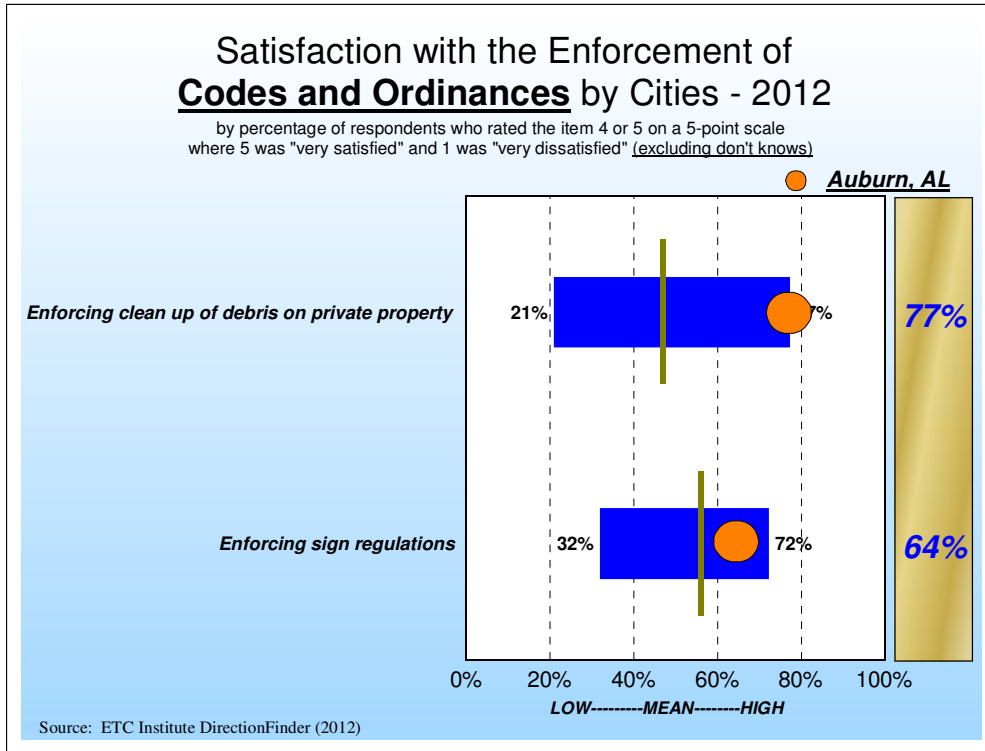


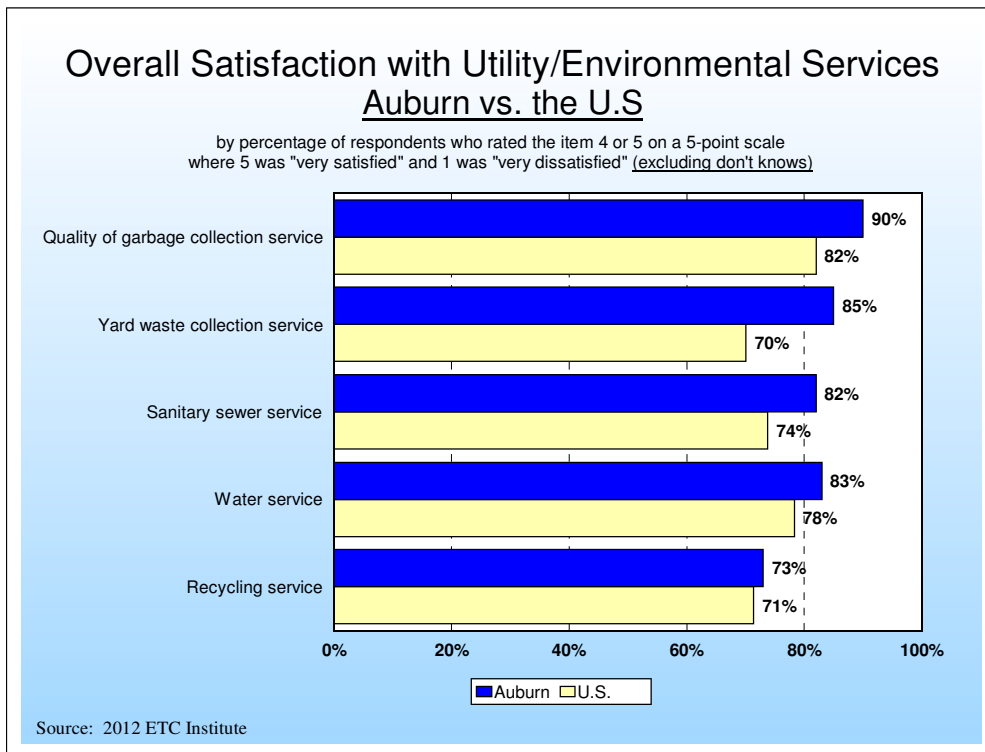
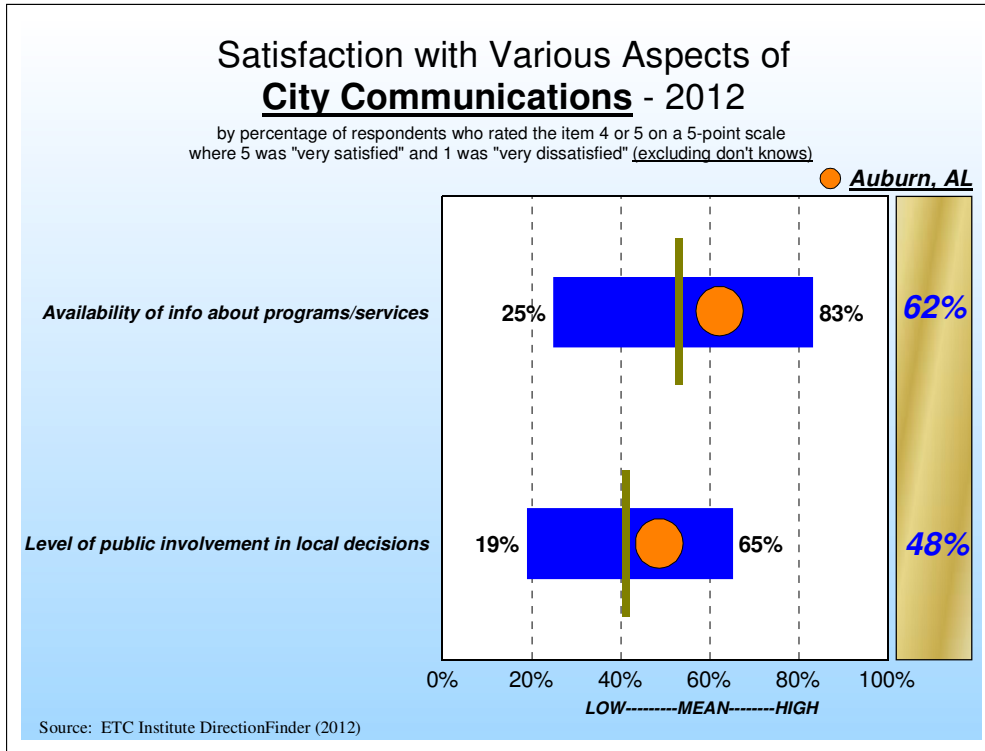




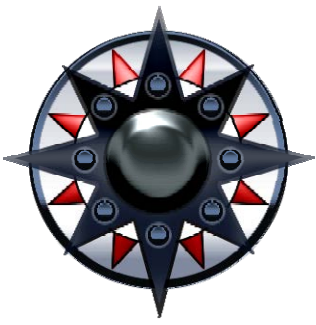








Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Auburn, Alabama

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Fifty-five percent (55%) of residents ranked the *flow of traffic and congestion management* as the most important service for the City to emphasize over the next two years.

With regard to satisfaction, the *flow of traffic and congestion management* was ranked tenth overall with 54% rating the *flow of traffic and congestion management* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for the *flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 55% was multiplied by 46% (1-0.54). This calculation yielded an I-S rating of 0.2530, which was ranked first out of the ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for Auburn are provided on the following page.

Importance-Satisfaction Rating

City of Auburn

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic and congestion management	55%	1	54%	10	0.2530	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of city streets/facilities	52%	2	65%	9	0.1820	2
<u>Medium Priority (IS <.10)</u>						
Quality of city's stormwater runoff	21%	6	70%	7	0.0630	3
Enforcement of city codes/ordinances	18%	7	65%	8	0.0630	4
Parks & recreations programs/facilities	23%	5	81%	4	0.0437	5
Effectiveness of city communication	14%	8	75%	6	0.0350	6
Police-fire-ambulance services	27%	4	91%	2	0.0243	7
Quality of city school system	35%	3	94%	1	0.0210	8
Quality of Customer Service received	8%	10	80%	5	0.0160	9
Quality of city library facilities	8%	9	87%	3	0.0104	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Auburn

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of speed limits in neighborhoods	27%	2	58%	12	0.1134	1
Medium Priority (IS <.10)						
Efforts to prevent crime	29%	1	73%	7	0.0783	2
Visibility of police in neighborhoods	25%	3	74%	6	0.0650	3
Quality of animal control	11%	6	57%	13	0.0473	4
Enforcement of traffic laws	15%	5	70%	8	0.0450	5
Visibility of police in retail areas	11%	7	70%	9	0.0330	6
Overall quality of police protection	23%	4	89%	1	0.0253	7
Police safety education programs	5%	10	66%	11	0.0170	8
How quickly police respond to emergencies	7%	9	80%	4	0.0140	9
Overall quality of fire protection	9%	8	86%	2	0.0126	10
Fire safety education programs	4%	11	70%	10	0.0120	11
Quality of local ambulance service	4%	12	78%	5	0.0088	12
Fire personnel emergency response time	4%	13	82%	3	0.0072	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Auburn

Code and Ordinance Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Zoning regulations	29%	2	54%	5	0.1334	1
Erosion and sediment control regulations	28%	3	54%	6	0.1288	2
Unrelated occupancy regulations	20%	4	48%	7	0.1040	3
<u>Medium Priority (IS <.10)</u>						
Clean up of debris/litter in neighborhoods	42%	1	77%	1	0.0966	4
Building codes	16%	6	58%	4	0.0672	5
Sign regulations	17%	5	64%	3	0.0612	6
Fire codes and regulations	13%	7	74%	2	0.0338	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and two most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Auburn

Utility and Environmental Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Curbside recycling service	41%	1	73%	6	0.1107	1
Medium Priority (IS <.10)						
Water service	28%	3	83%	3	0.0476	2
Yard waste removal service	27%	4	85%	2	0.0405	3
Sanitary sewer service	21%	5	82%	4	0.0378	4
Residential garbage collection service	31%	2	90%	1	0.0310	5
Water Revenue Office customer service	10%	6	75%	5	0.0250	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Auburn

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of streets (excl. AU campus)	48%	1	63%	11	0.1776	1
Medium Priority (IS <.10)						
Maintenance of sidewalks (excl. AU campus)	22%	3	65%	10	0.0770	2
Adequacy of city street lighting	23%	2	68%	9	0.0736	3
Mowing and trimming along streets/public areas	16%	4	74%	8	0.0416	4
Overall cleanliness of streets/public areas	16%	5	79%	5	0.0336	5
Maintenance of street signs	12%	6	76%	7	0.0288	6
Sewer lines and manholes	9%	8	79%	6	0.0189	7
Maintenance of downtown Auburn	10%	7	83%	2	0.0170	8
Maintenance of traffic signals	8%	9	83%	3	0.0136	9
Water lines and fire hydrants	6%	10	85%	1	0.0090	10
Maintenance of city buildings	3%	11	83%	4	0.0051	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-"Satisfaction" %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Auburn

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Biking paths and lanes	23%	3	54%	13	0.1058	1
Medium Priority (IS <.10)						
Walking trails	23%	2	58%	10	0.0966	2
Community recreation centers	16%	4	57%	11	0.0688	3
Number of parks	14%	5	63%	7	0.0518	4
Swimming pools	10%	8	56%	12	0.0440	5
Maintenance of parks	25%	1	85%	1	0.0375	6
Other city recreation programs	9%	9	63%	8	0.0333	7
Youth athletic programs	11%	7	77%	3	0.0253	8
Fees charged for recreation program	7%	11	66%	6	0.0238	9
Maintenance of cemeteries	13%	6	82%	2	0.0234	10
Outdoor athletic fields	8%	10	74%	4	0.0208	11
Adult athletic programs	5%	12	63%	9	0.0185	12
Ease of registering for programs	3%	13	72%	5	0.0084	13

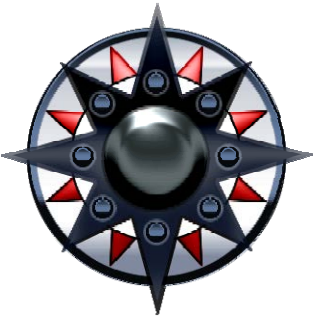
Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



Importance-Satisfaction Matrix Analysis Auburn, Alabama

The Importance-Satisfaction rating is based on the concept that city leaders will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

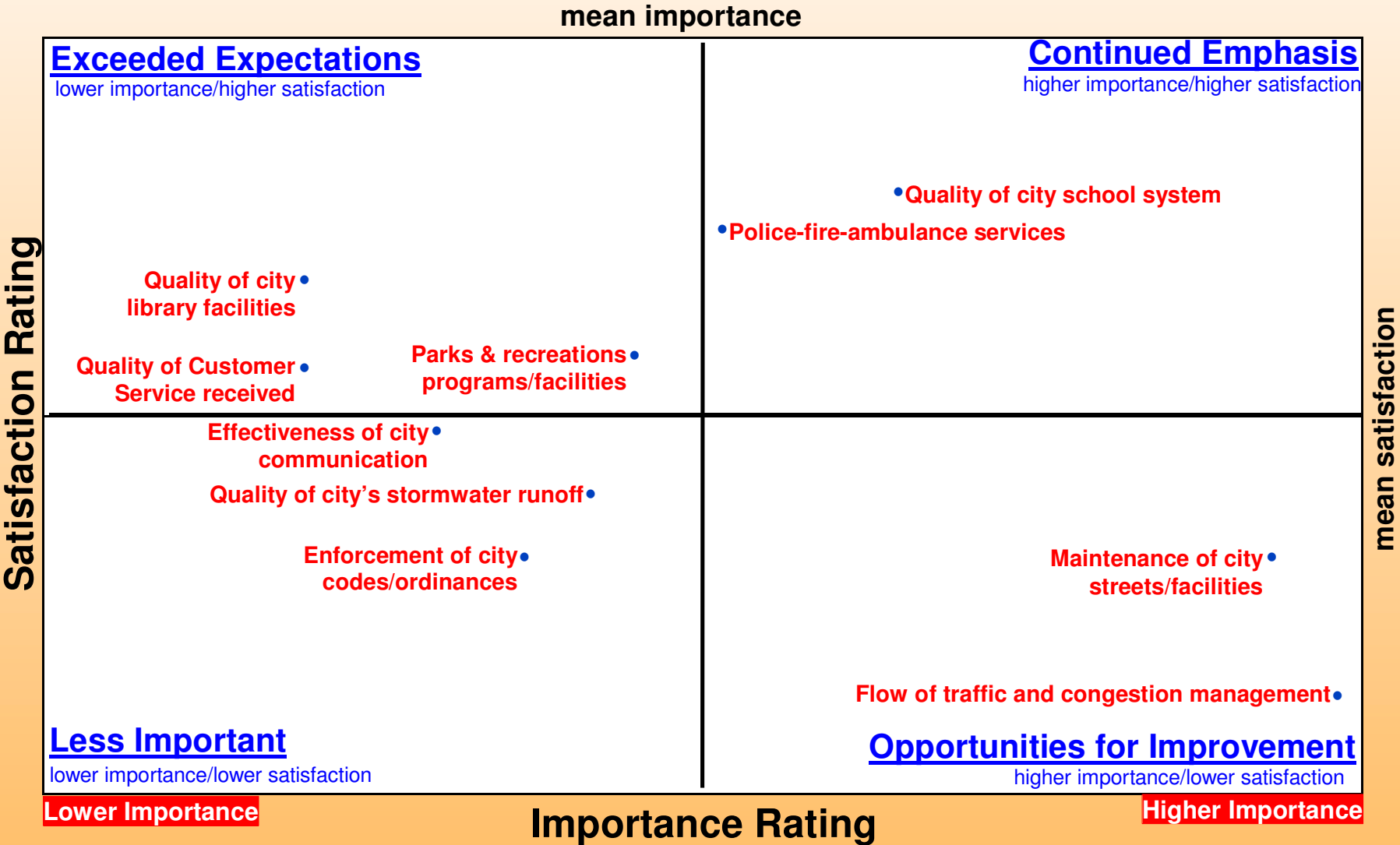
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Auburn are provided on the following pages.

2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

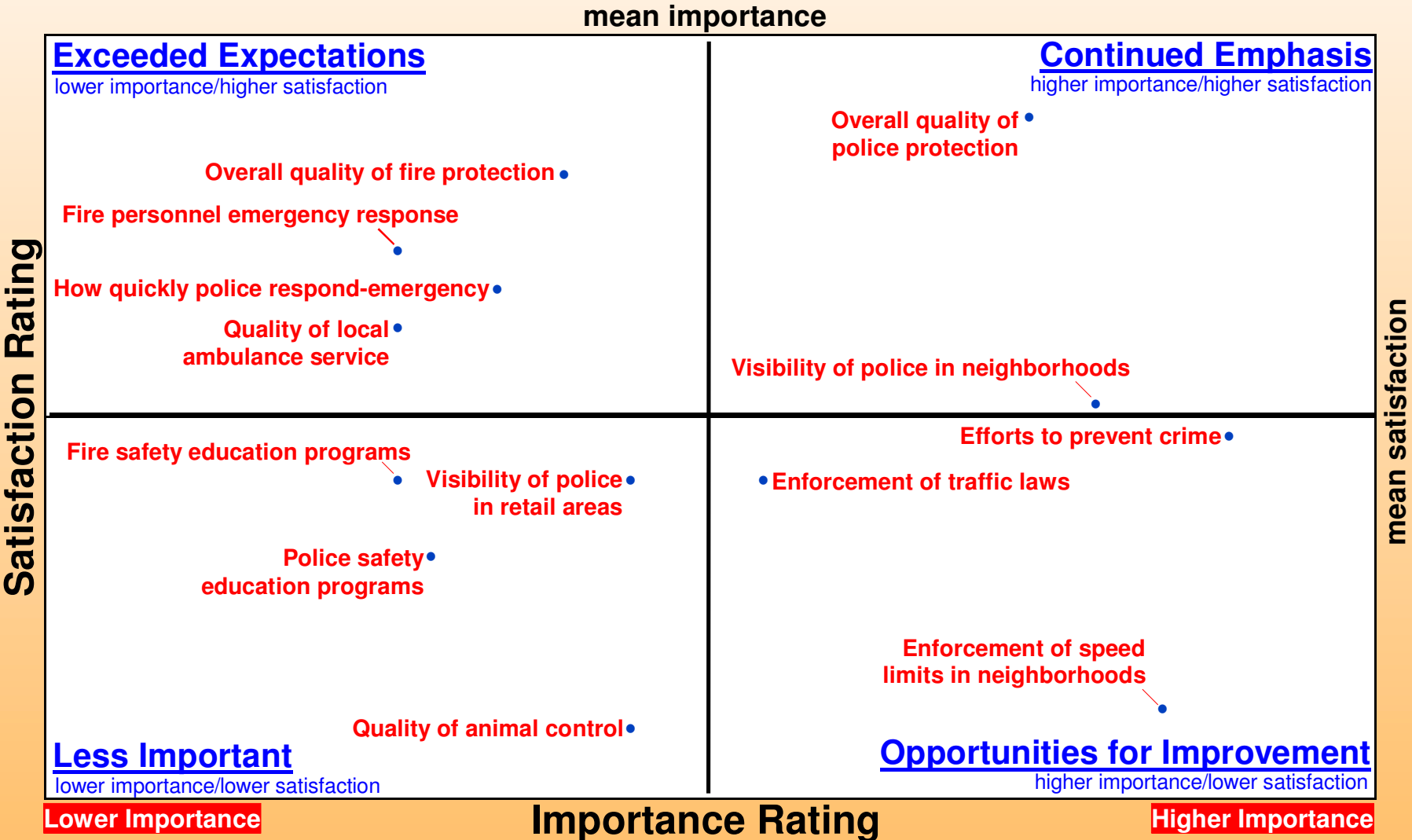


Source: ETC Institute (2012)
ETC Institute (2012)

2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

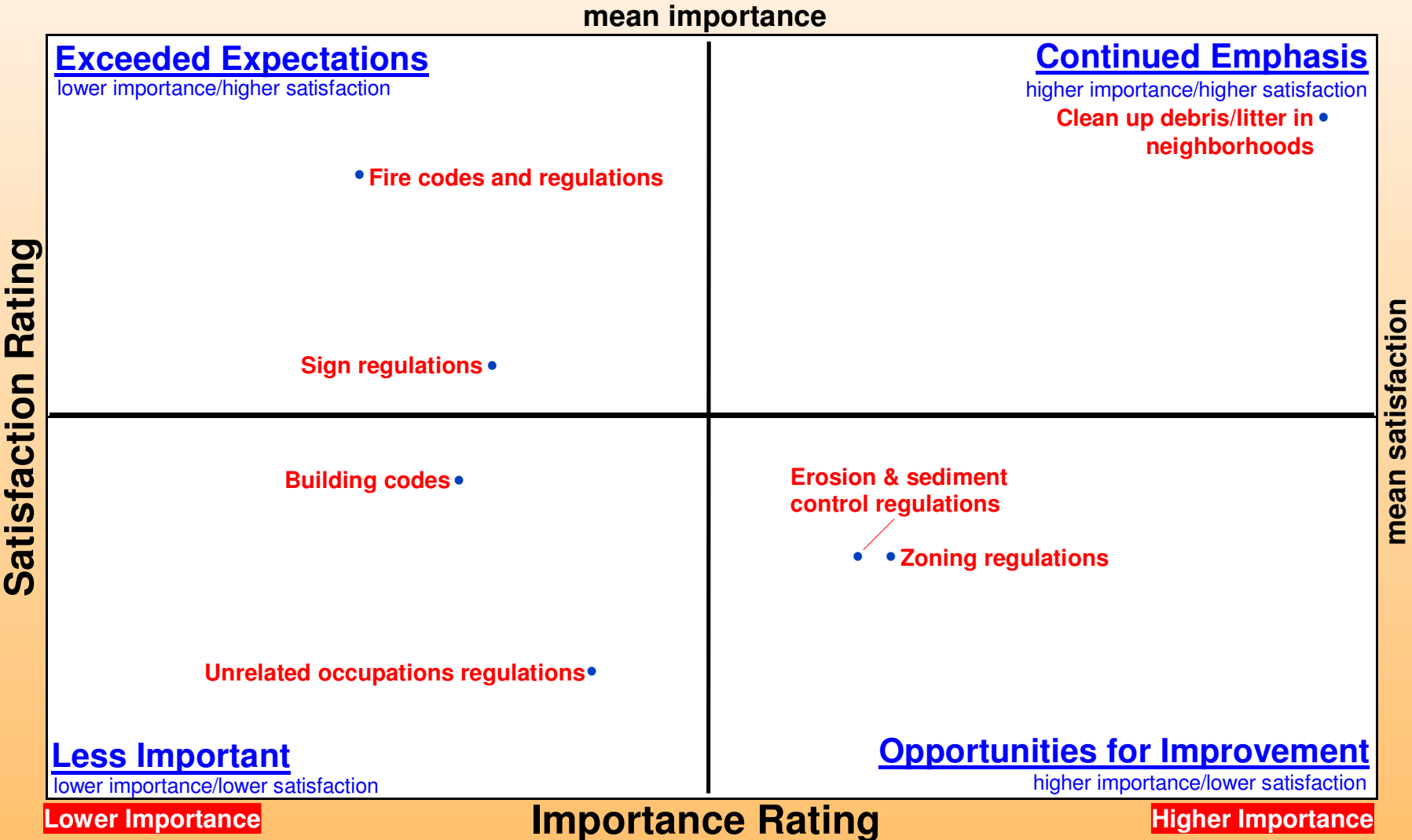
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

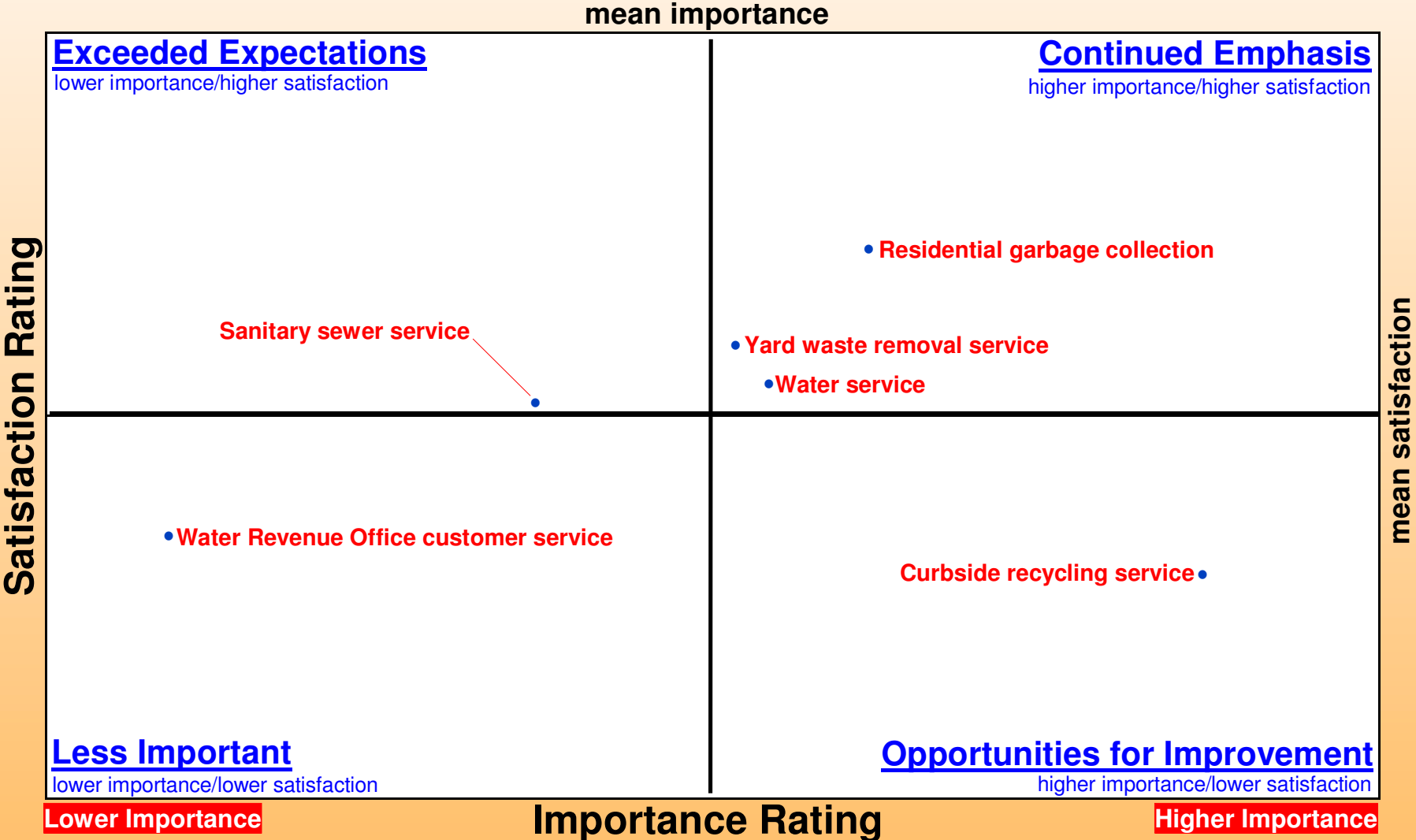
-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix -Utility and Environmental Services-

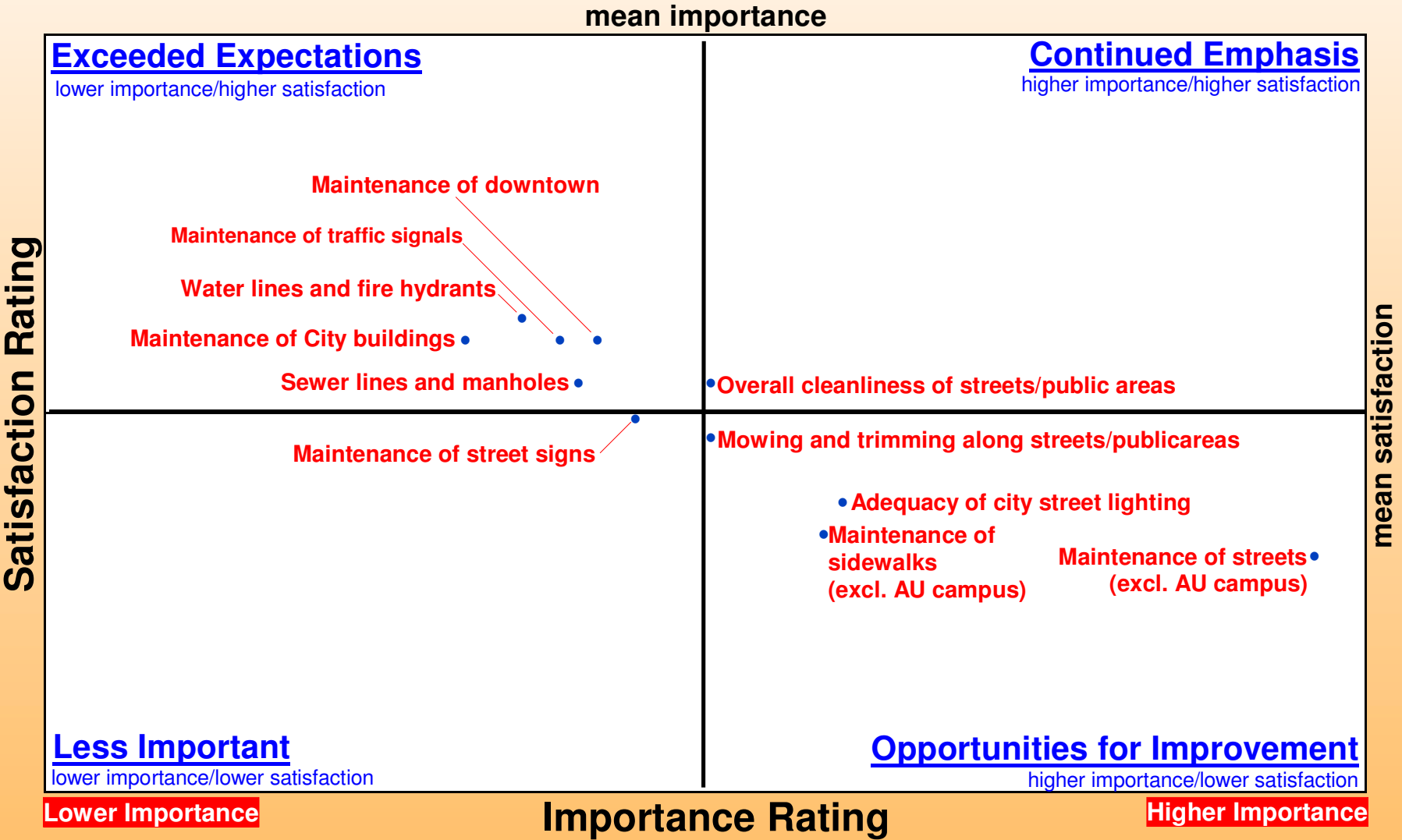
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

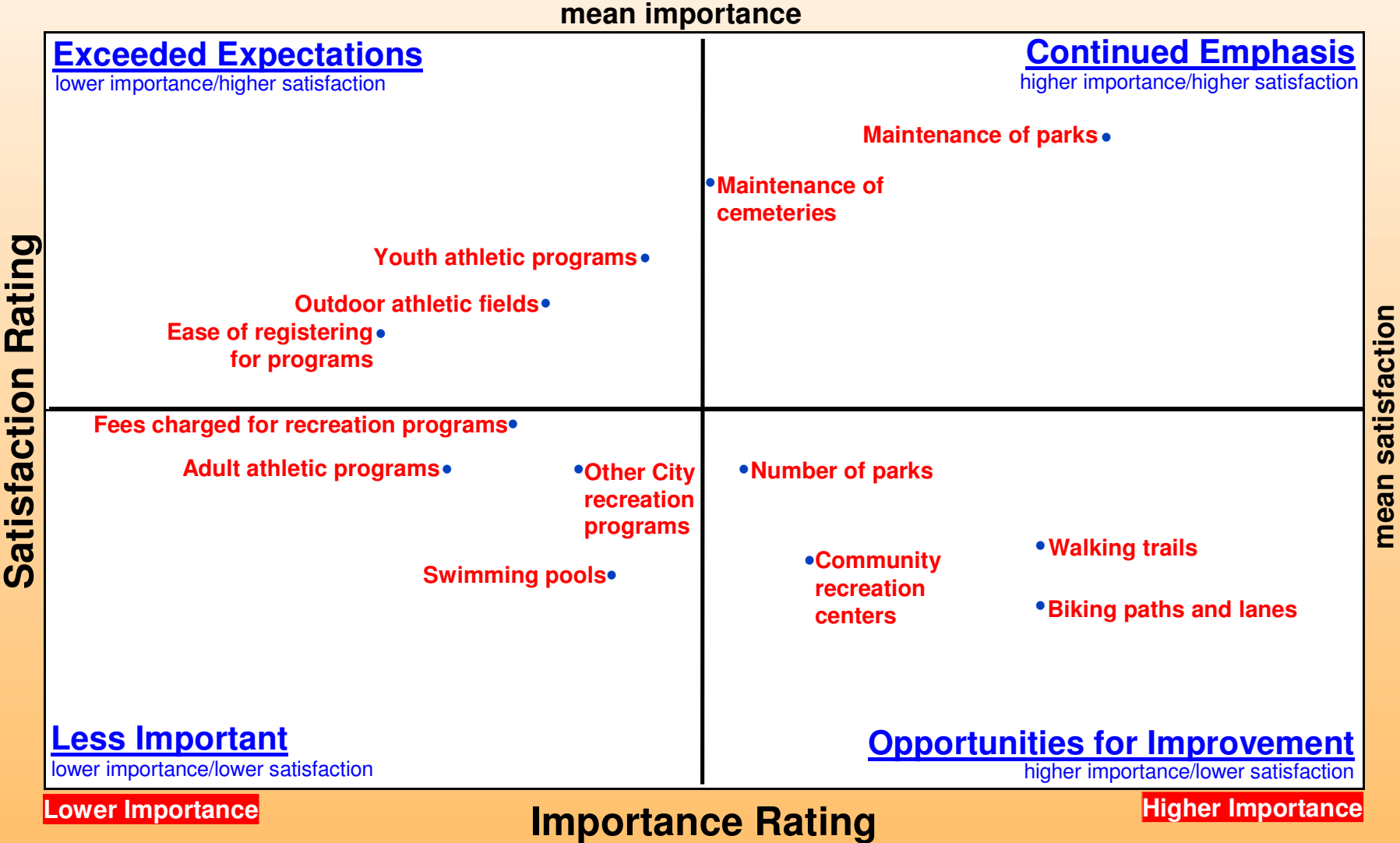
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)
ETC Institute (2012)

Section 4: **GIS Maps**



Interpreting the Maps

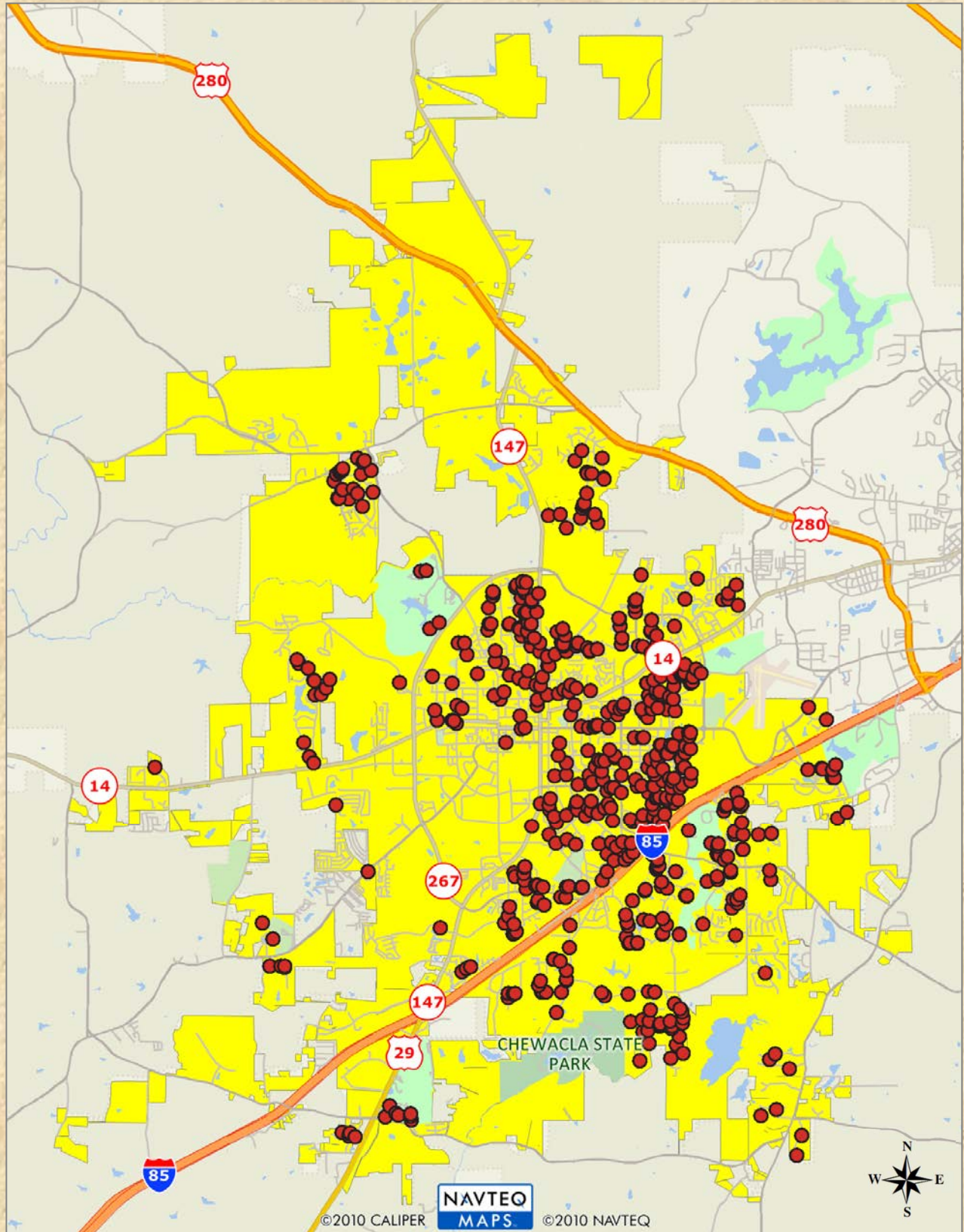
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

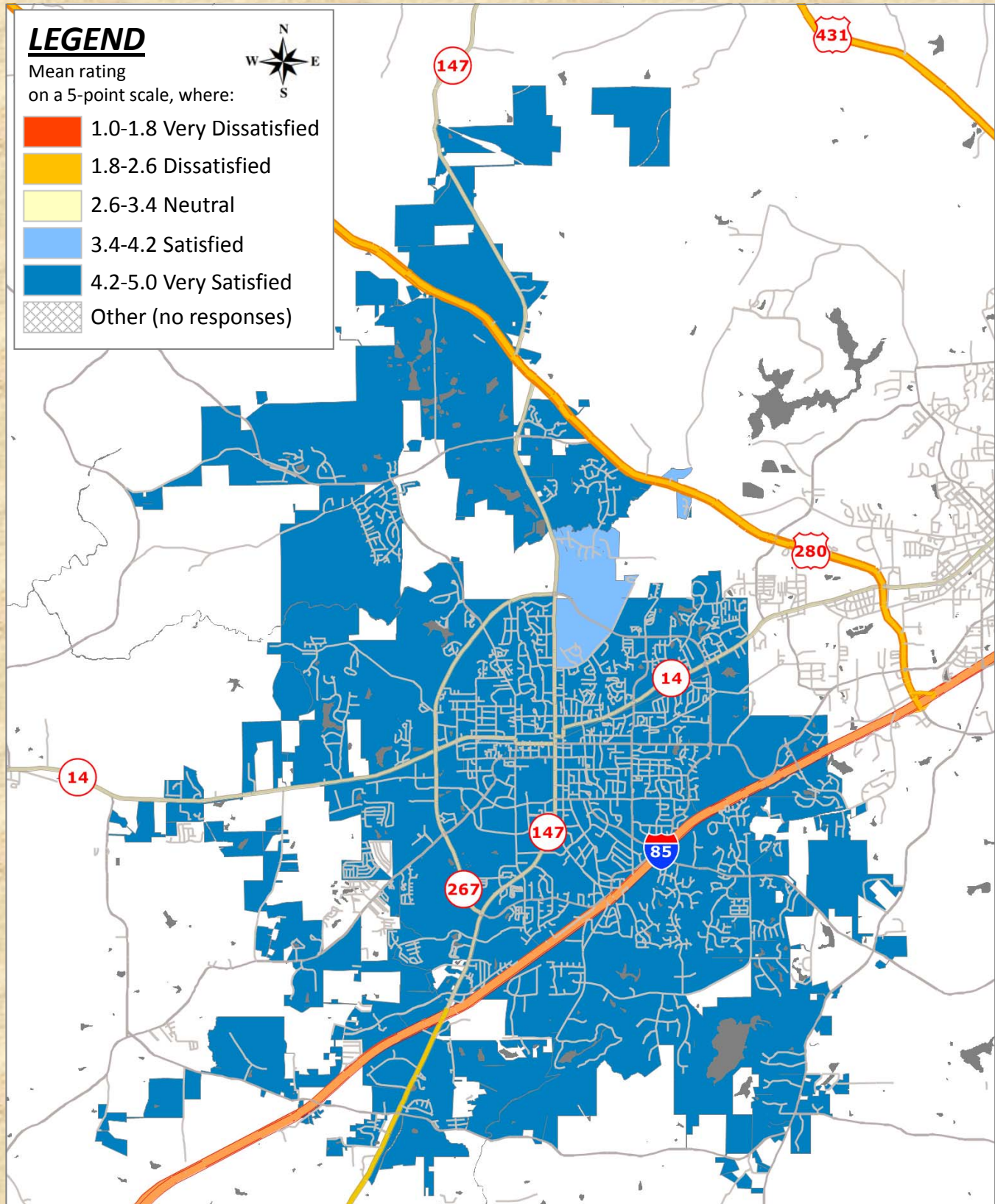
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

Location of Survey Respondents



2012 City of Auburn Citizen Survey

Q1a Satisfaction with the quality of the City's school system

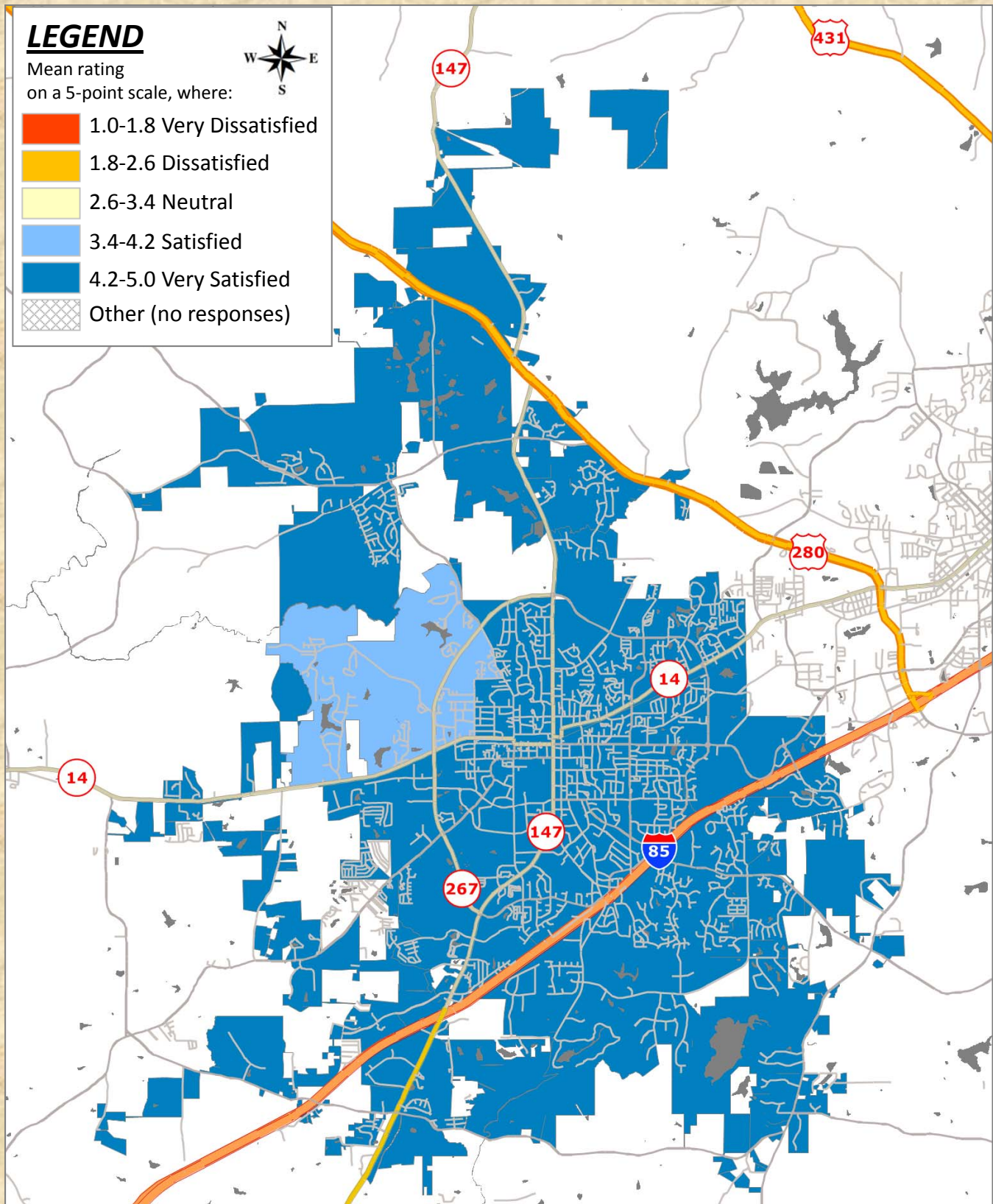


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1b Satisfaction with the quality of police, fire, and ambulance services

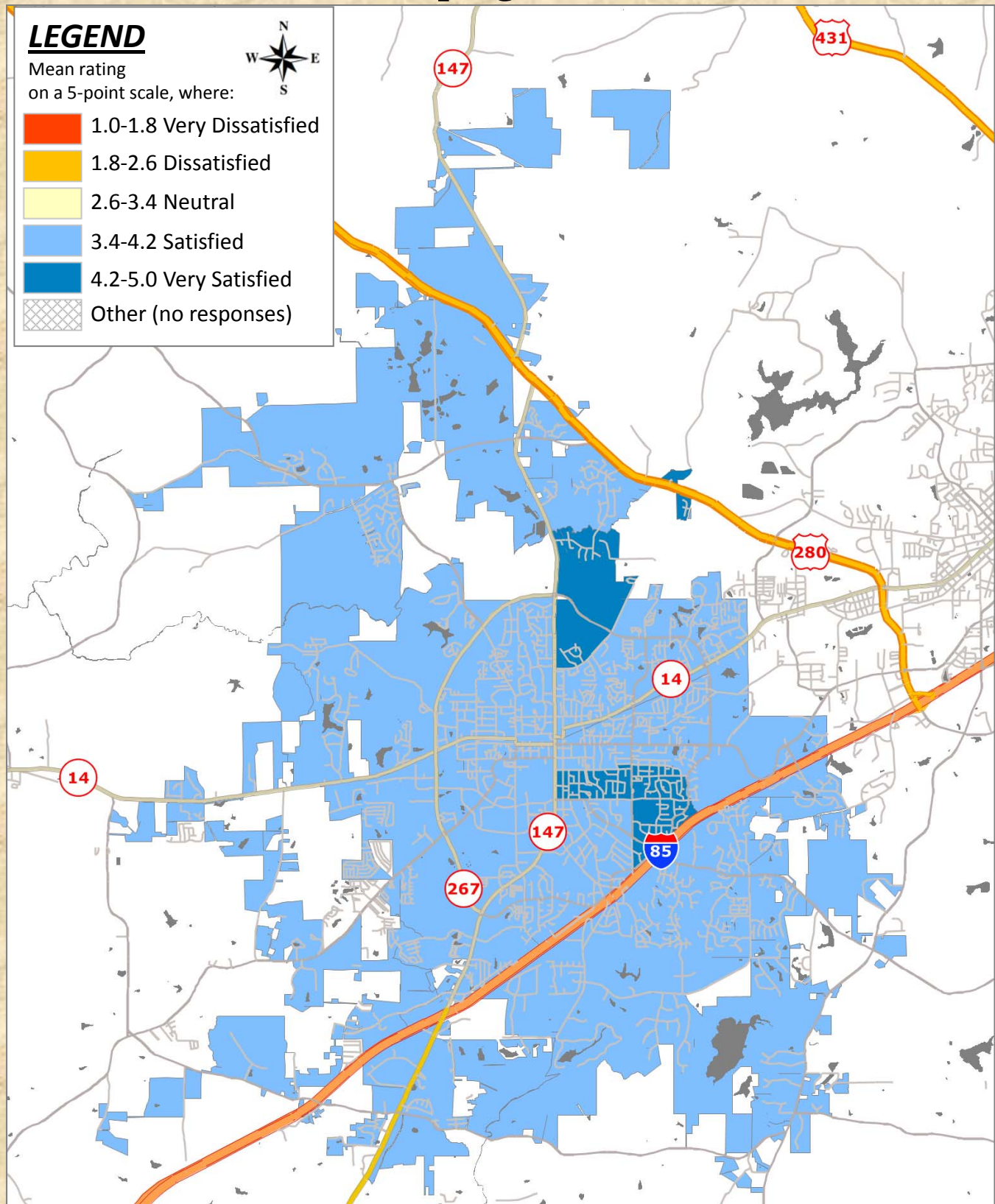


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1c Satisfaction with the quality of parks and recreation programs and facilities

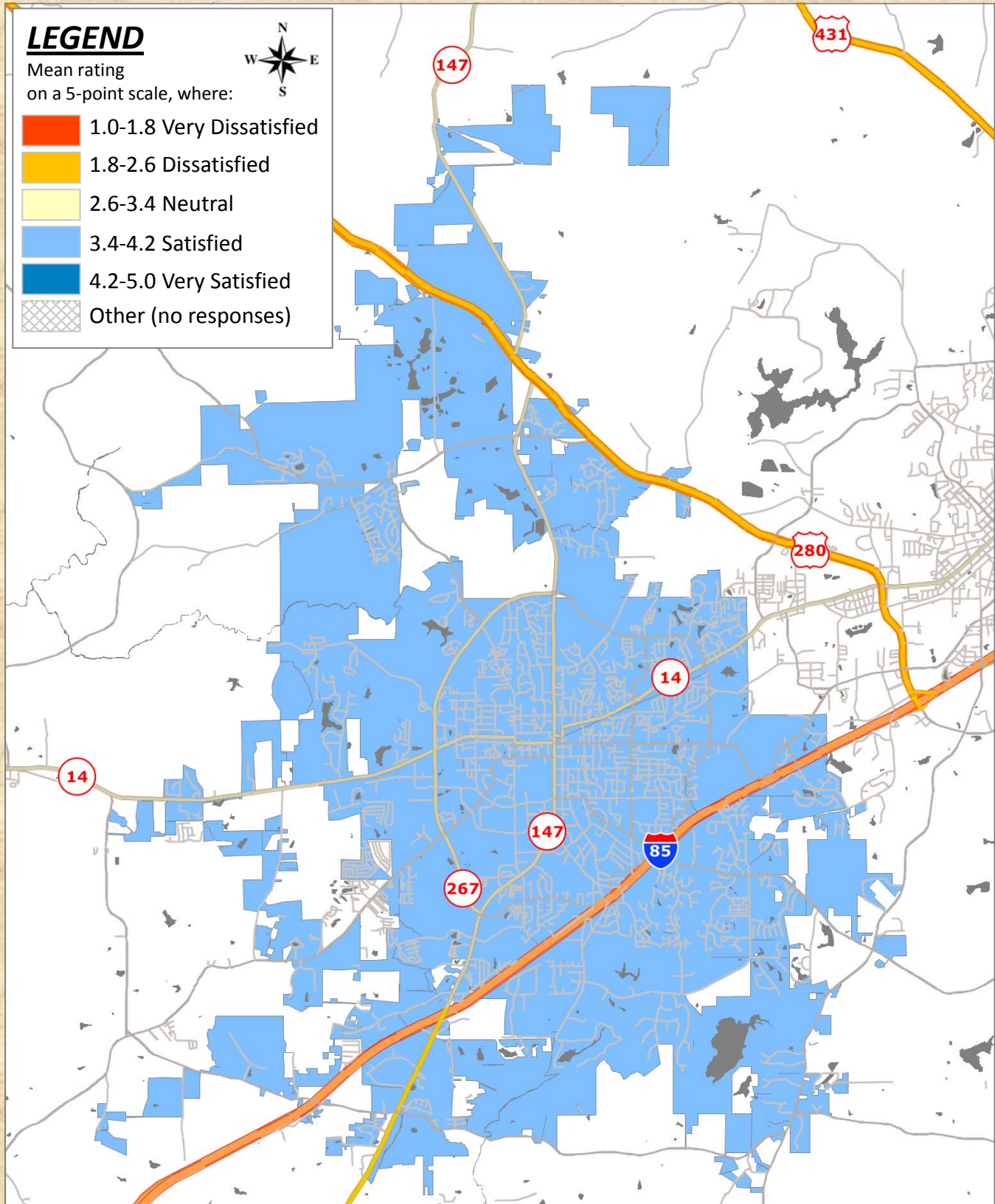


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1d Satisfaction with the maintenance of City streets

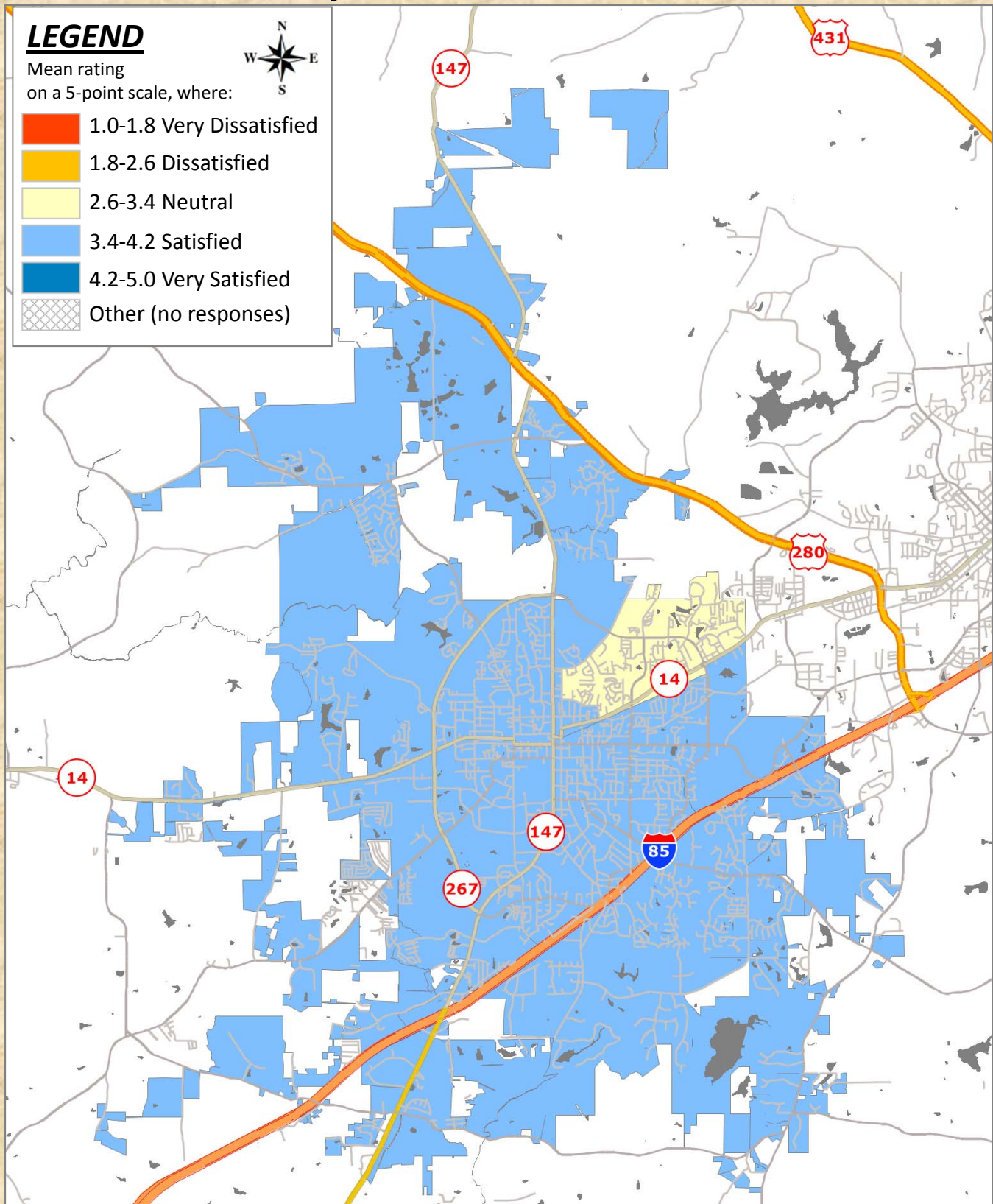


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1e Satisfaction with the enforcement of City codes and ordinances

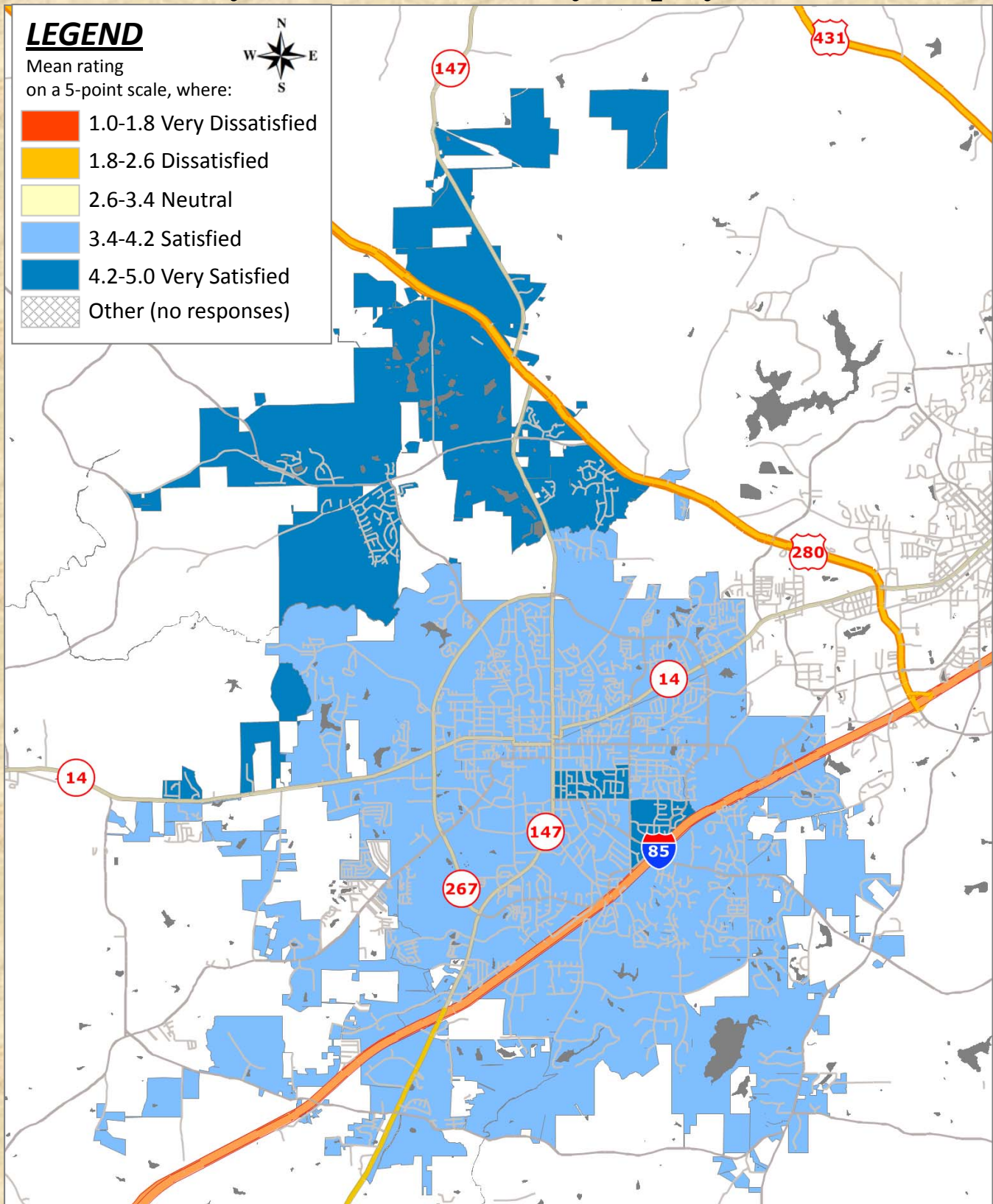


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1f Satisfaction with the quality of customer services you receive from City employees

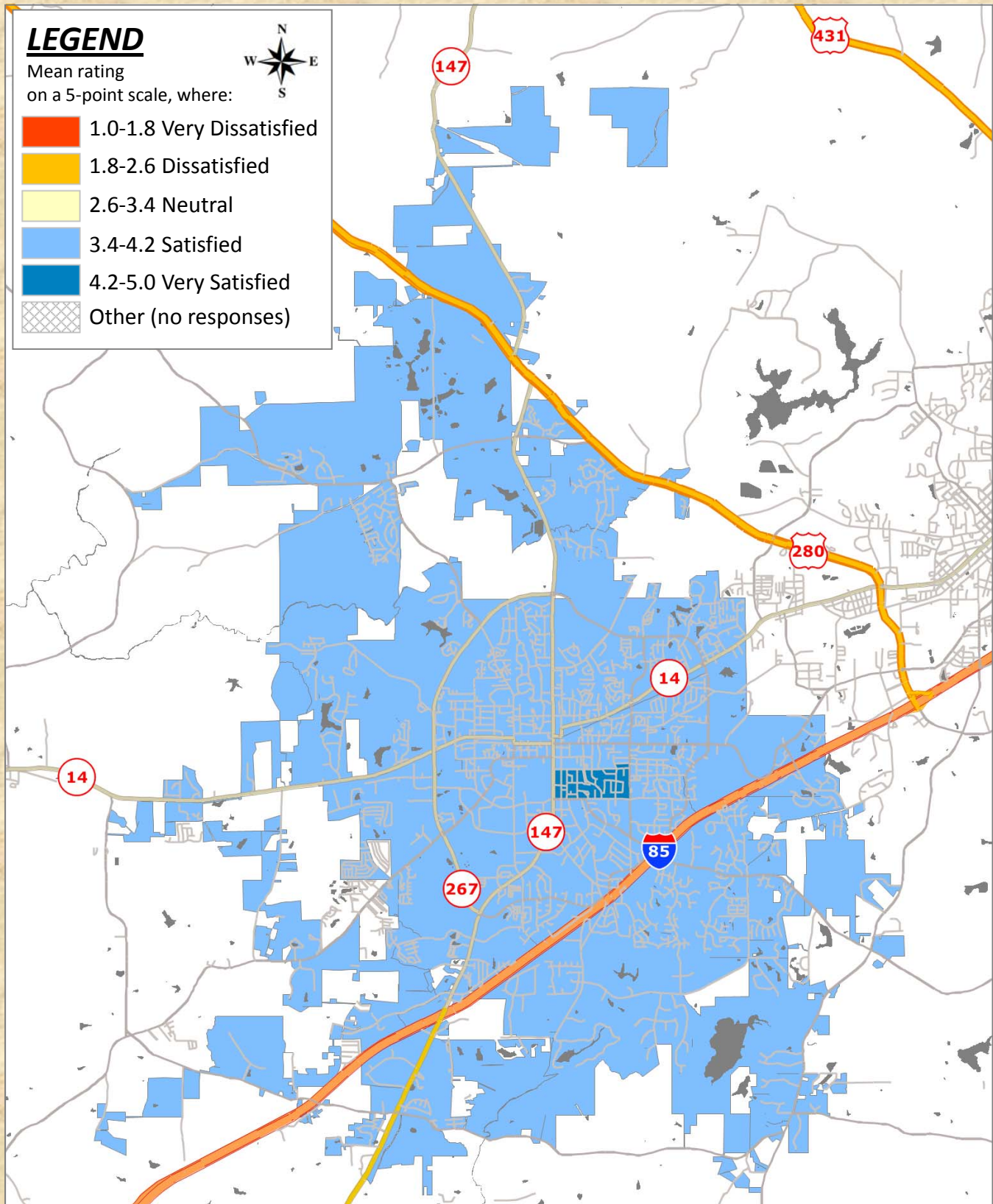


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1g Satisfaction with the effectiveness of City communication

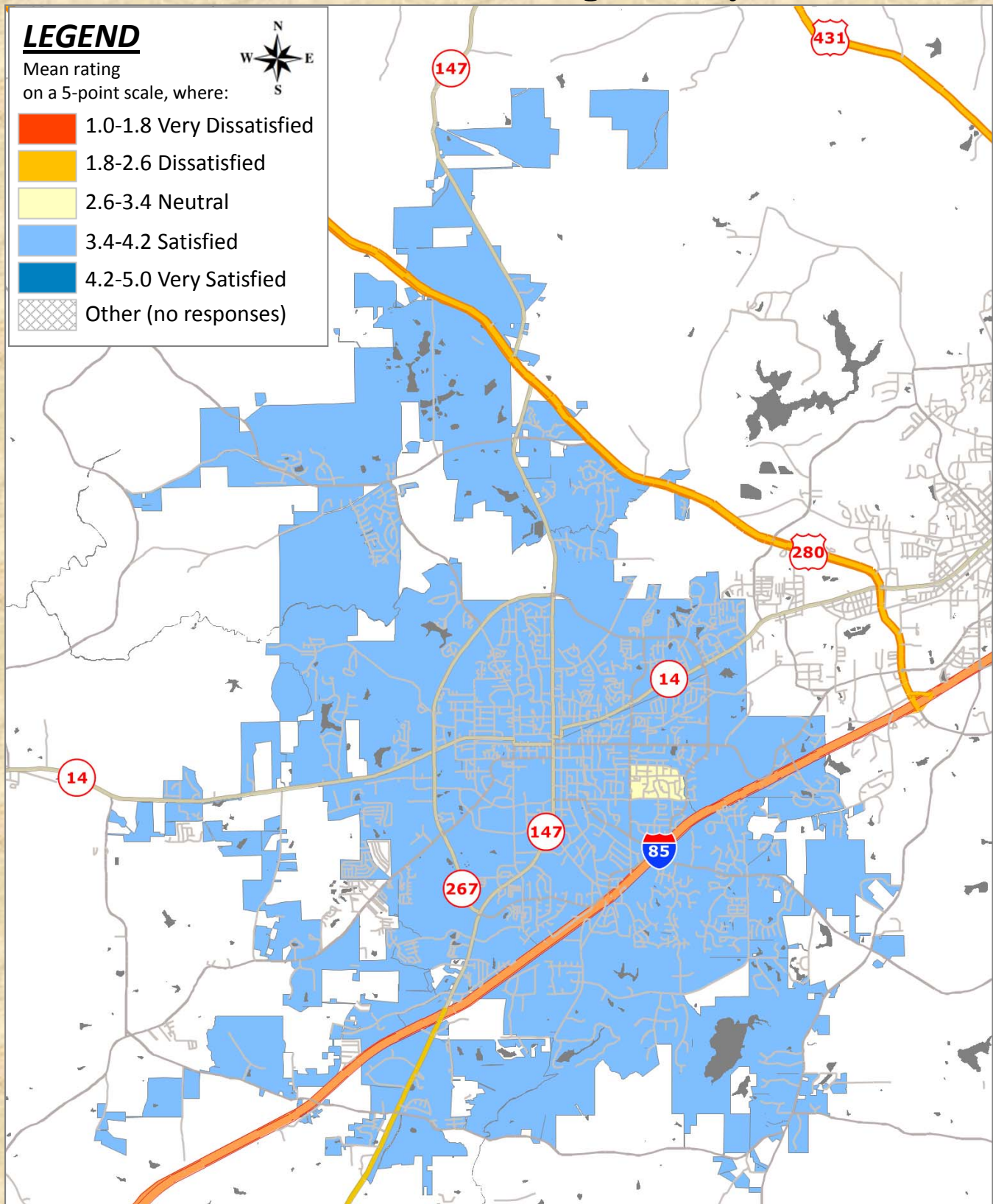


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1h Satisfaction with the quality of the City's stormwater runoff/stormwater management system

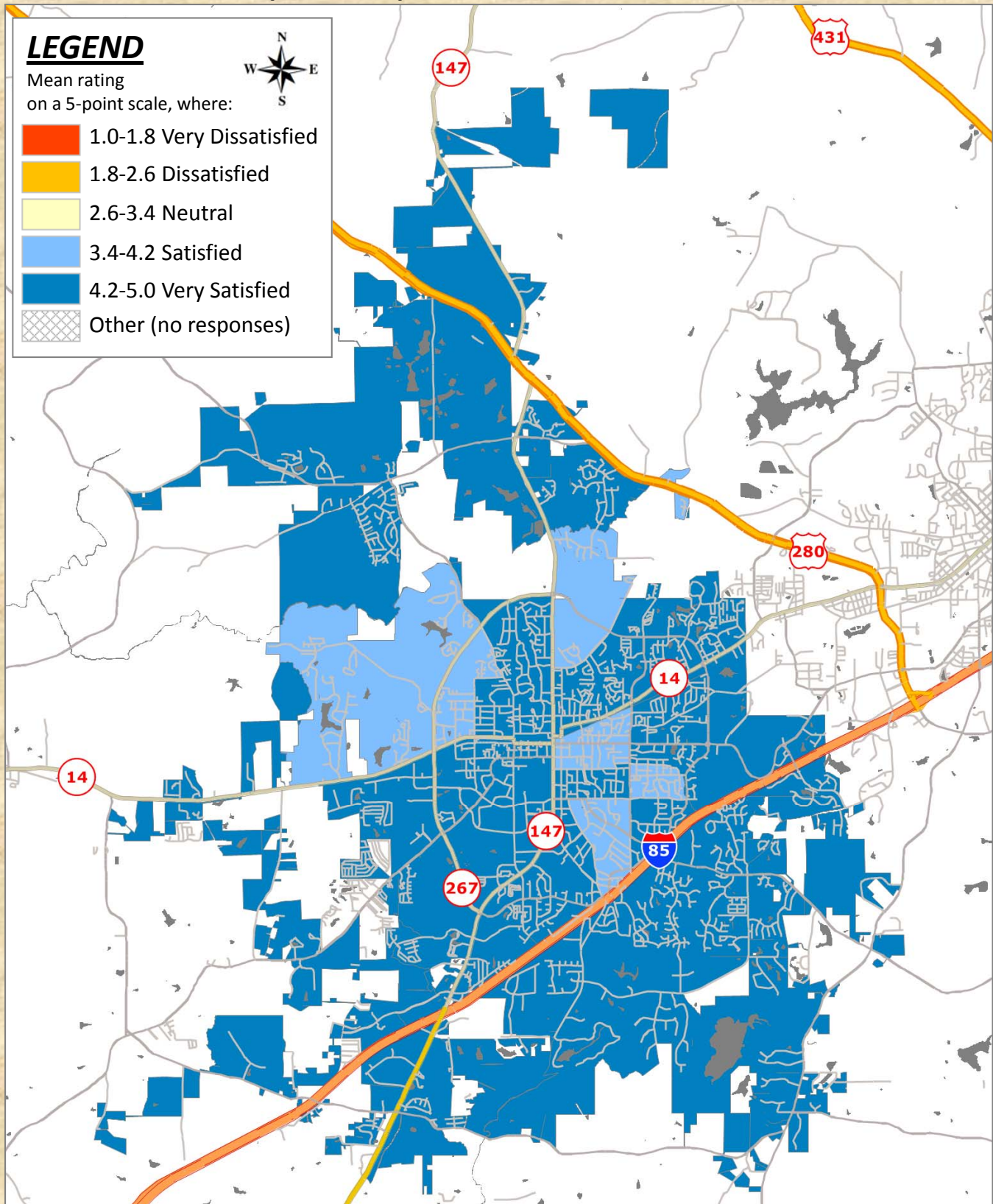


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1i Satisfaction with the quality of the City library facilities and services

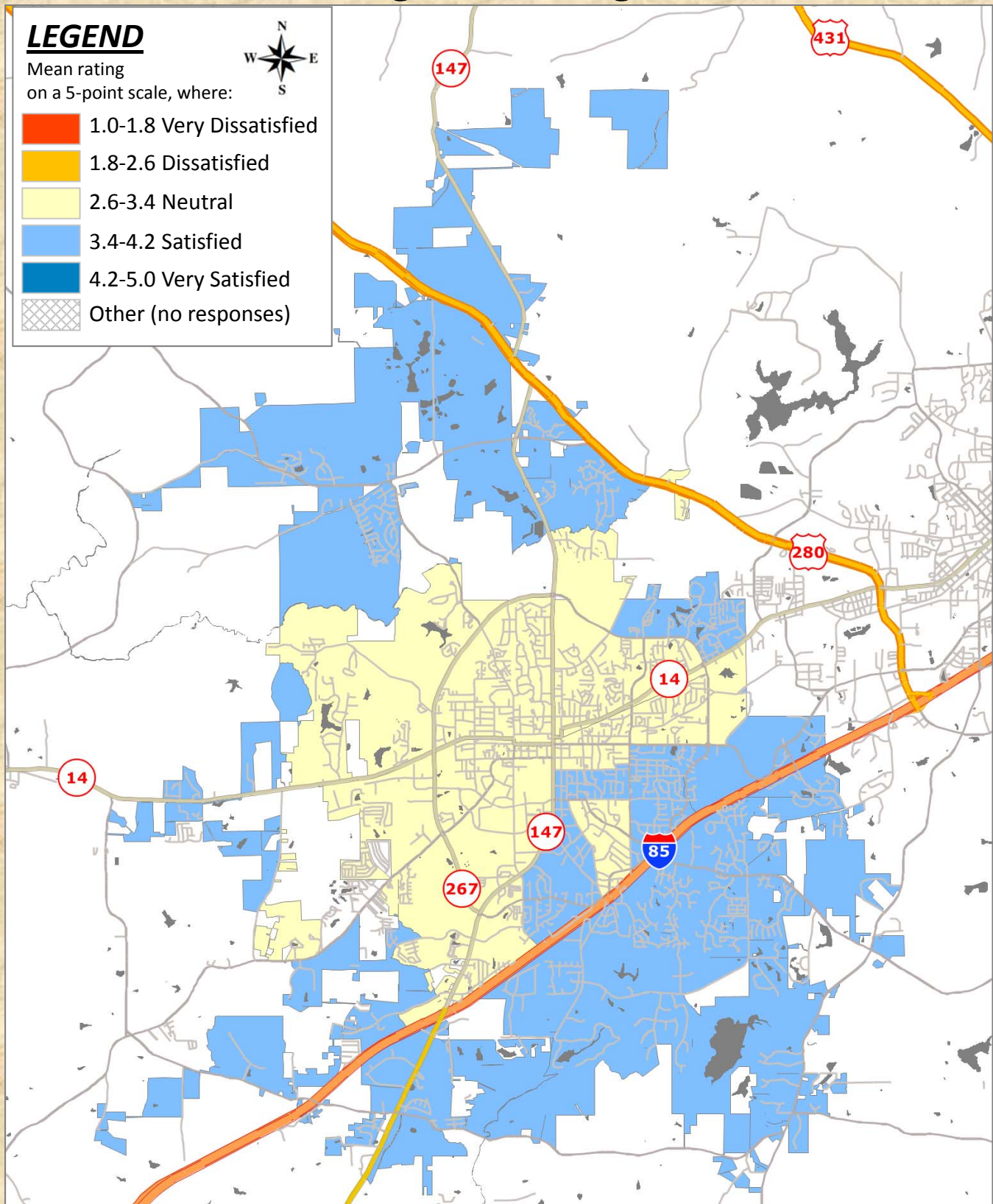


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q1j Satisfaction with the flow of traffic and congestion management

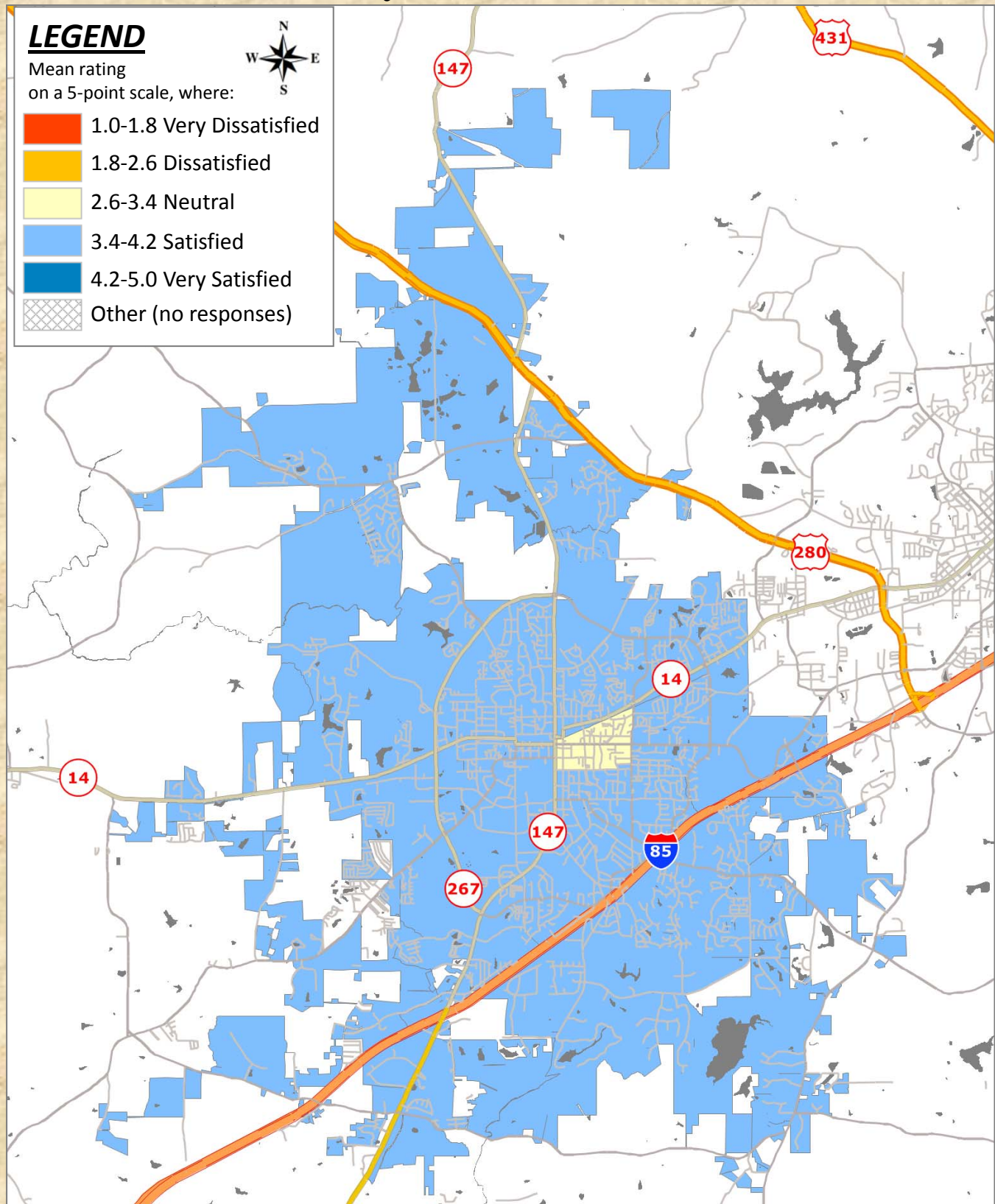


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q3a Satisfaction with the overall value received for City tax dollars and fees

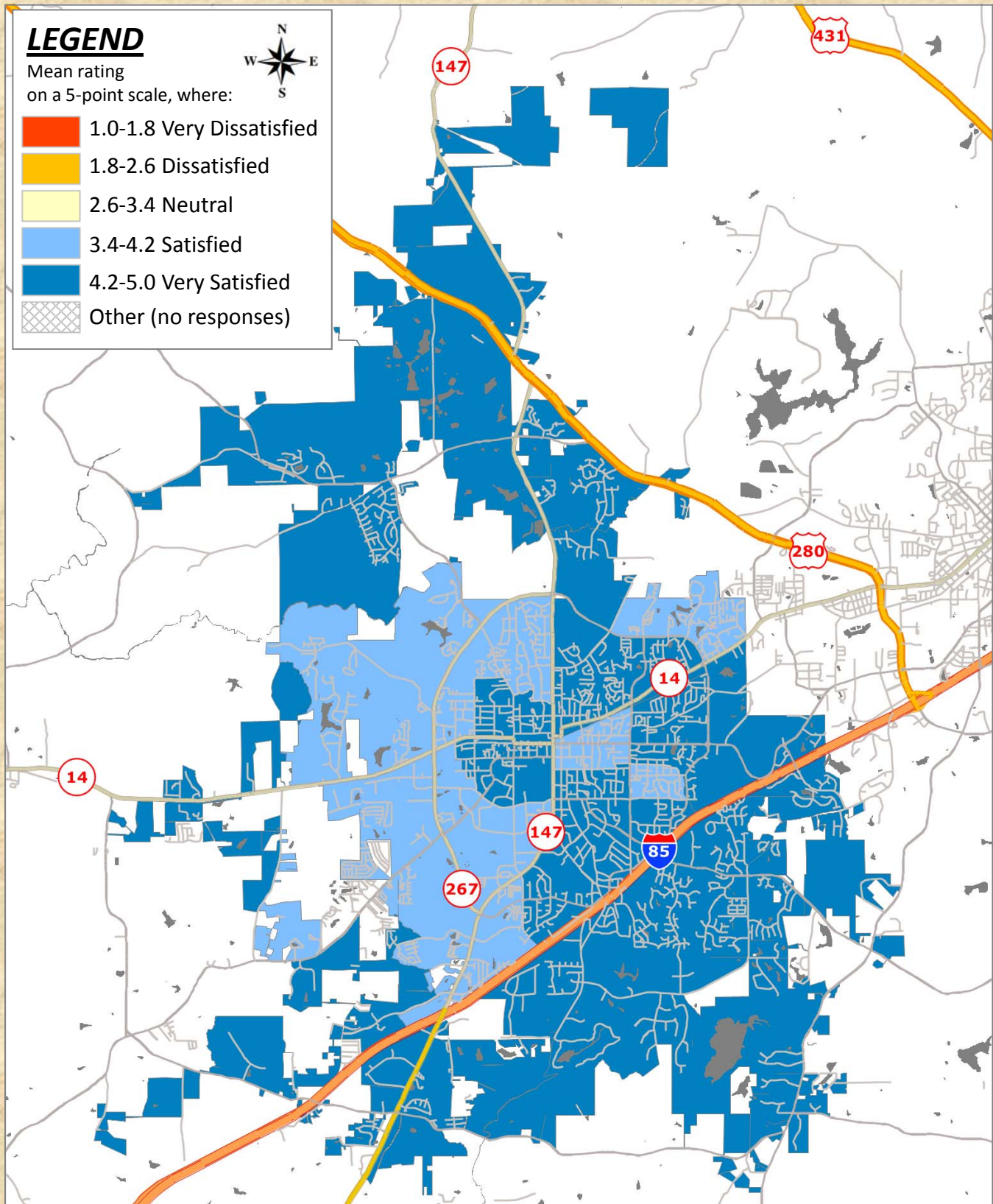


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q3b Satisfaction with the overall image of the City

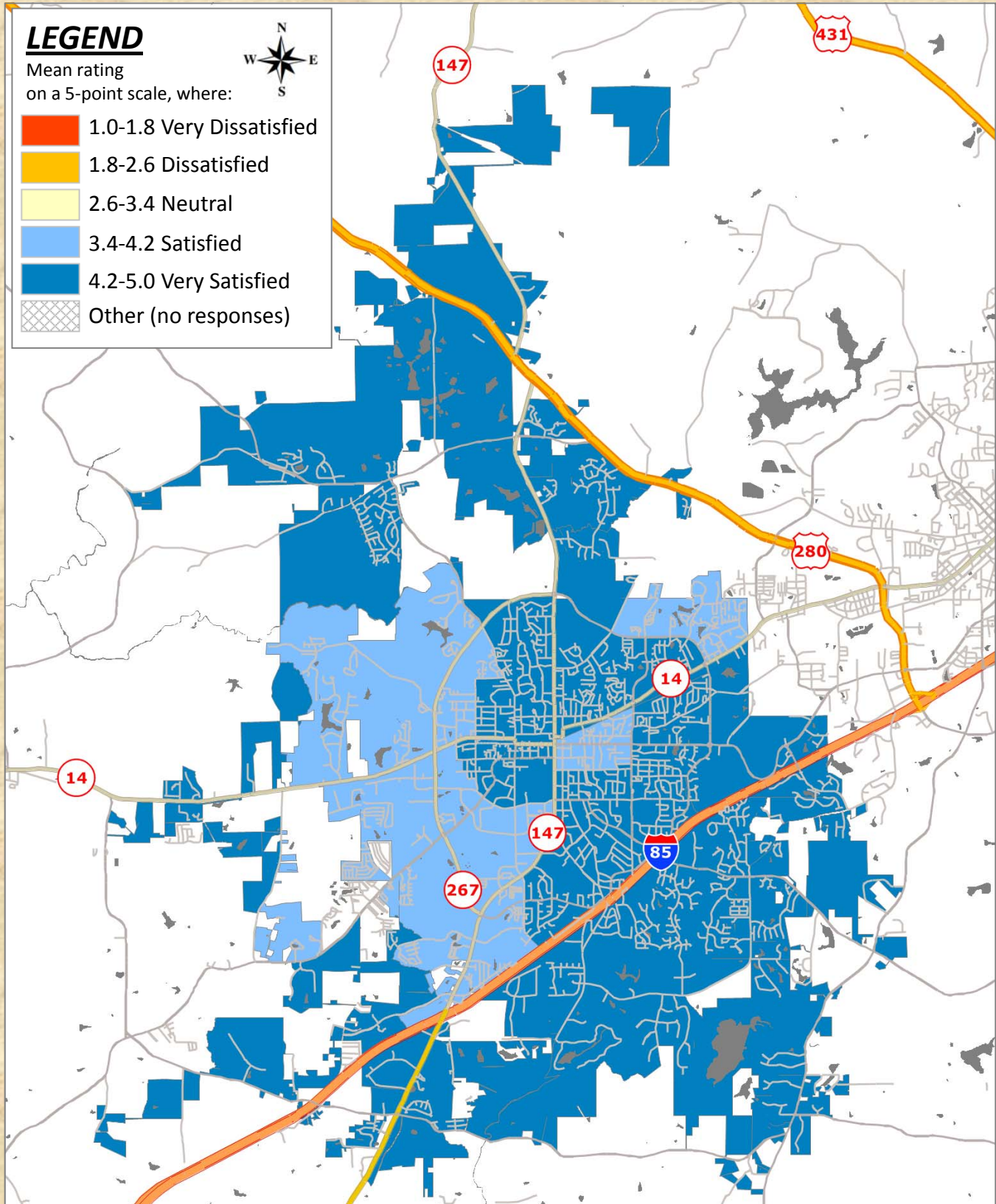


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q3c Satisfaction with the overall quality of life in the City

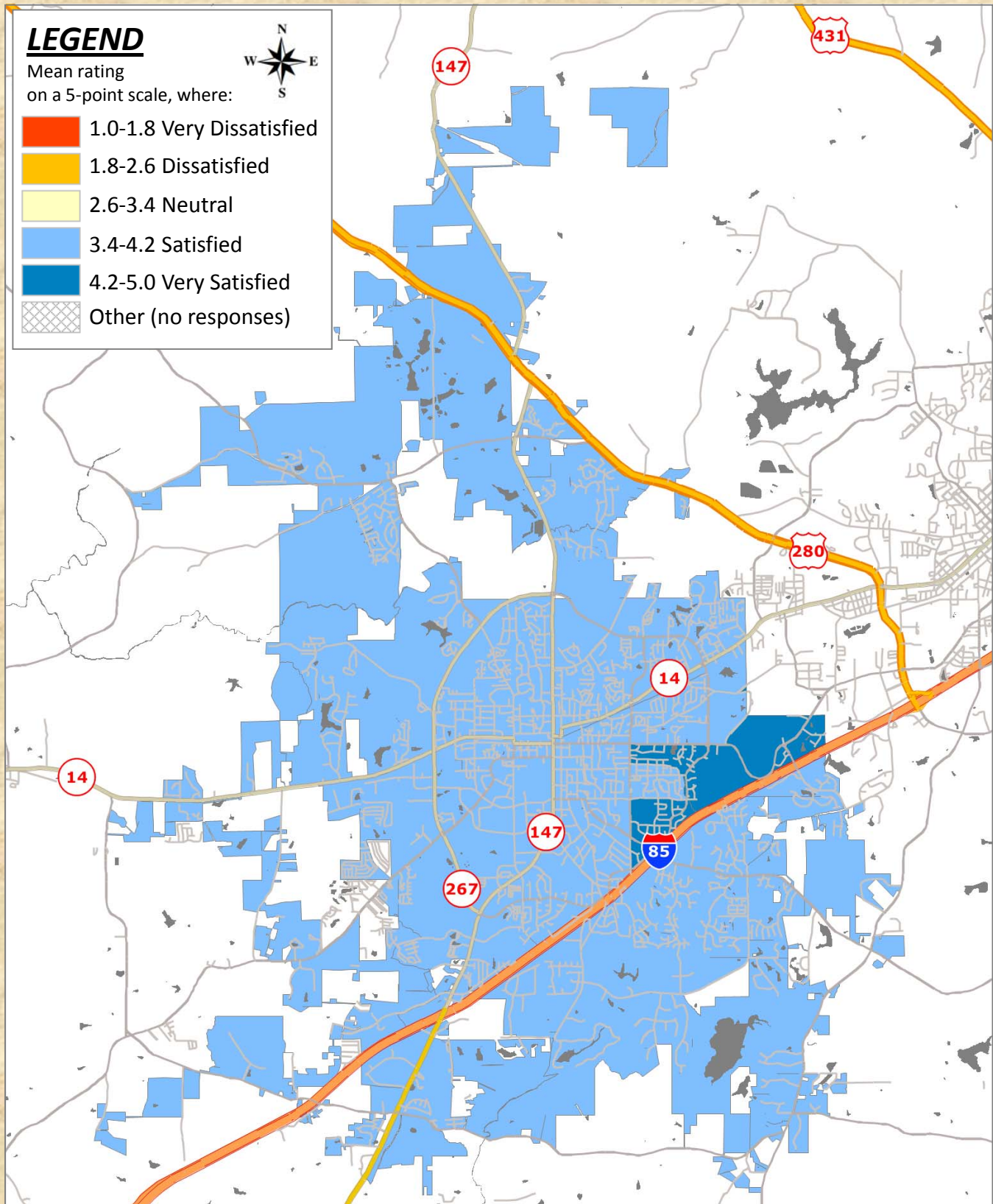


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q3d Satisfaction with the overall appearance of the City

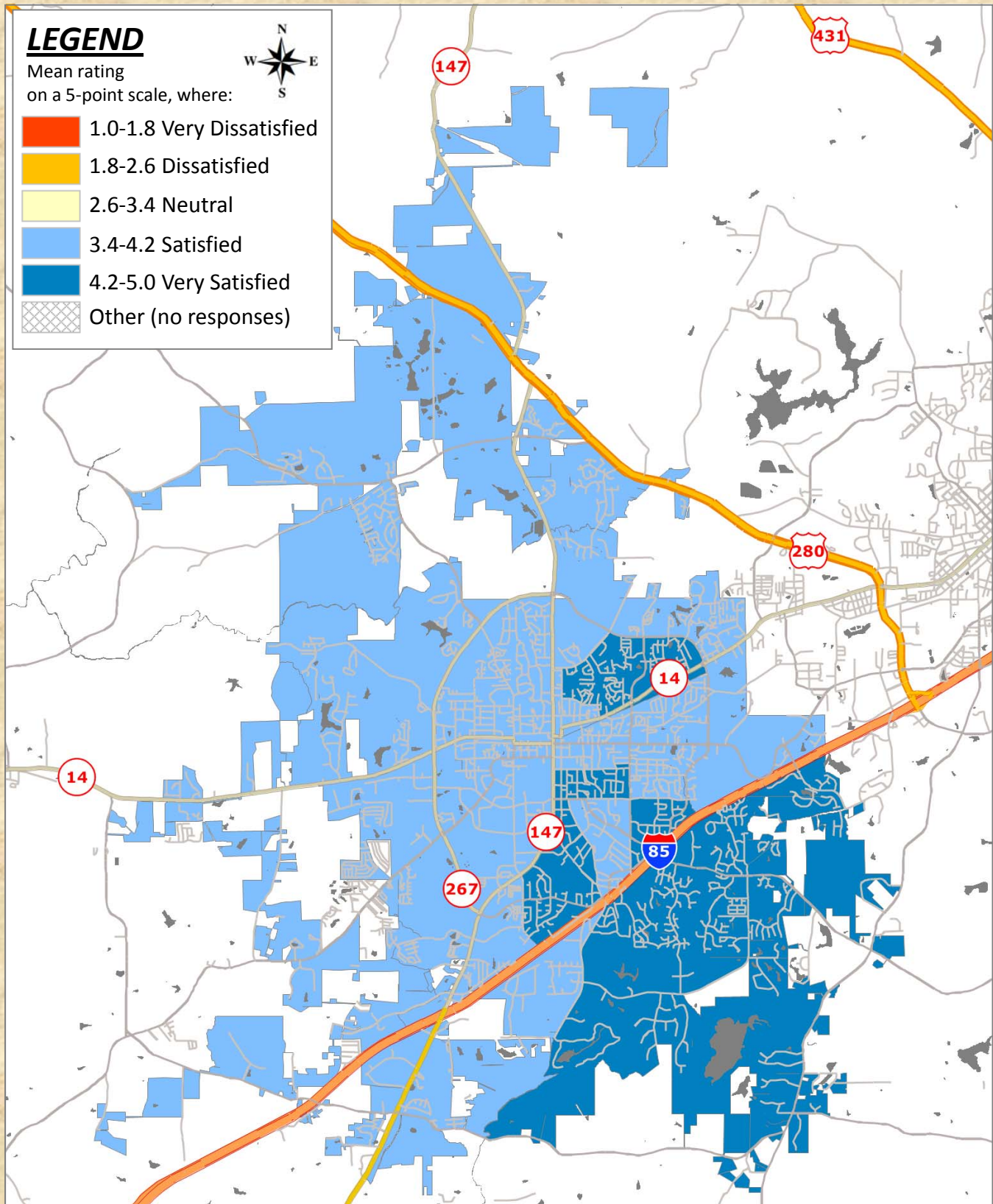


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q3e Satisfaction with the overall quality of City services

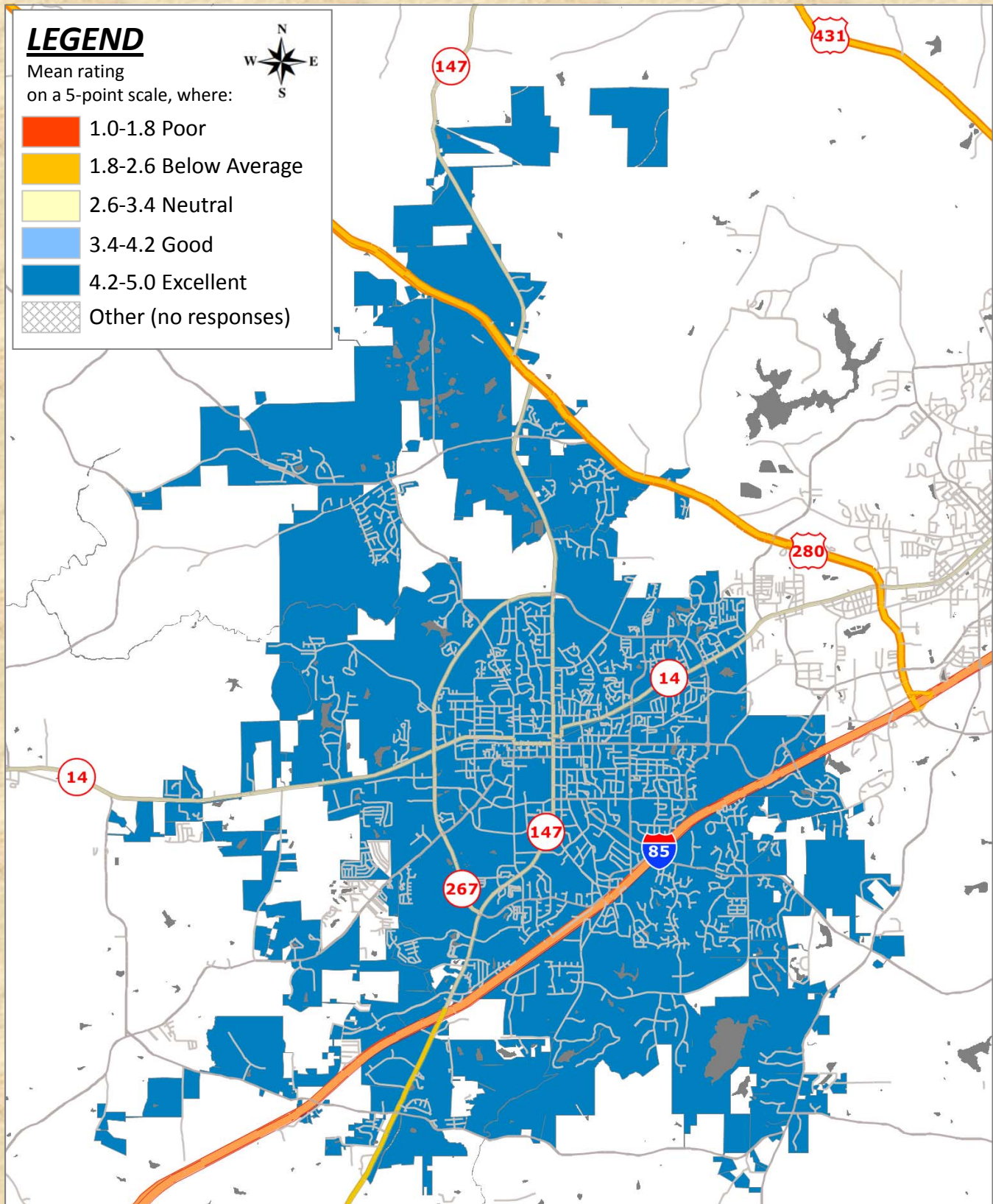


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q4a Ratings of the City of Auburn as a place to live

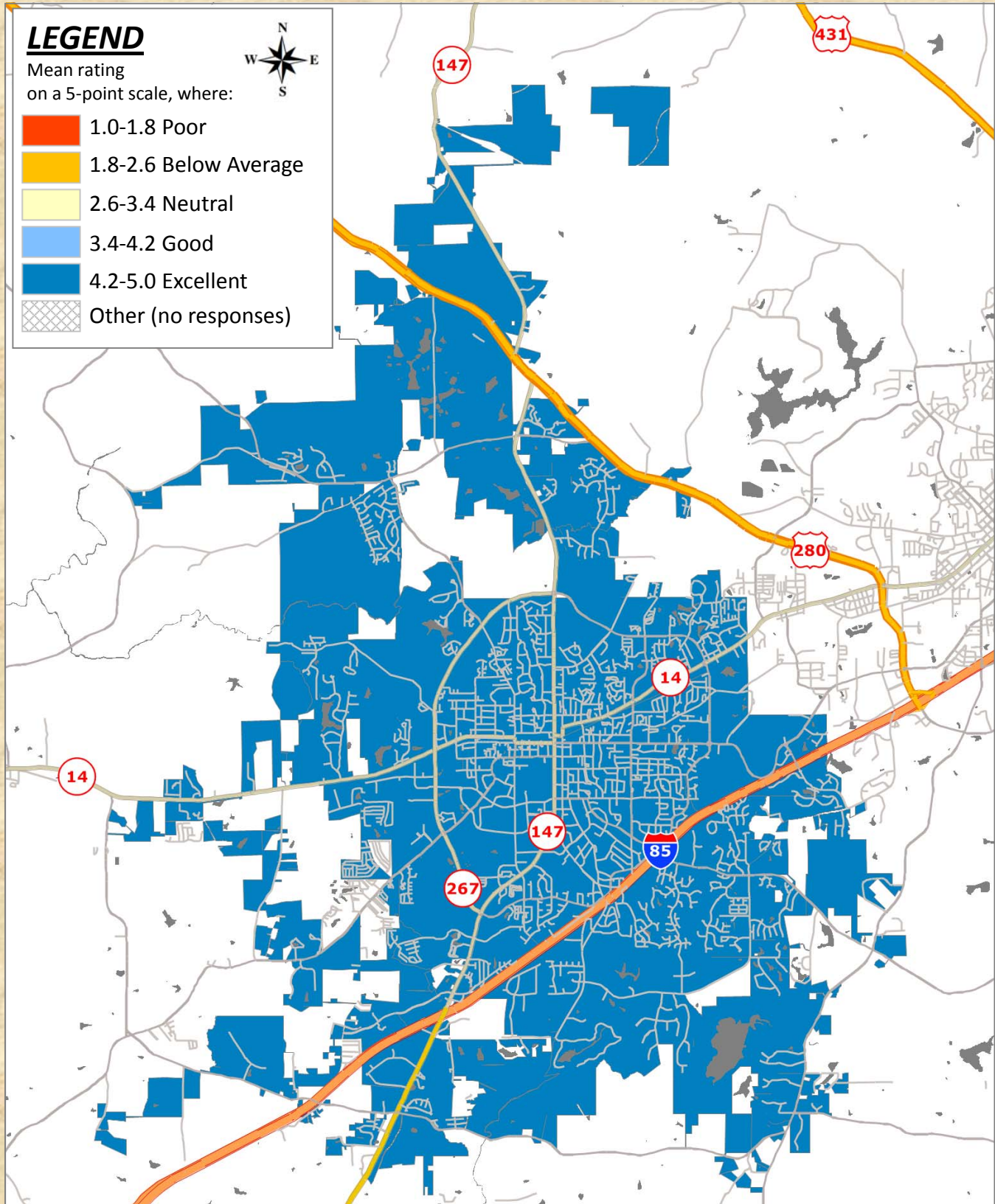


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q4b Ratings of the City of Auburn as a place to raise children

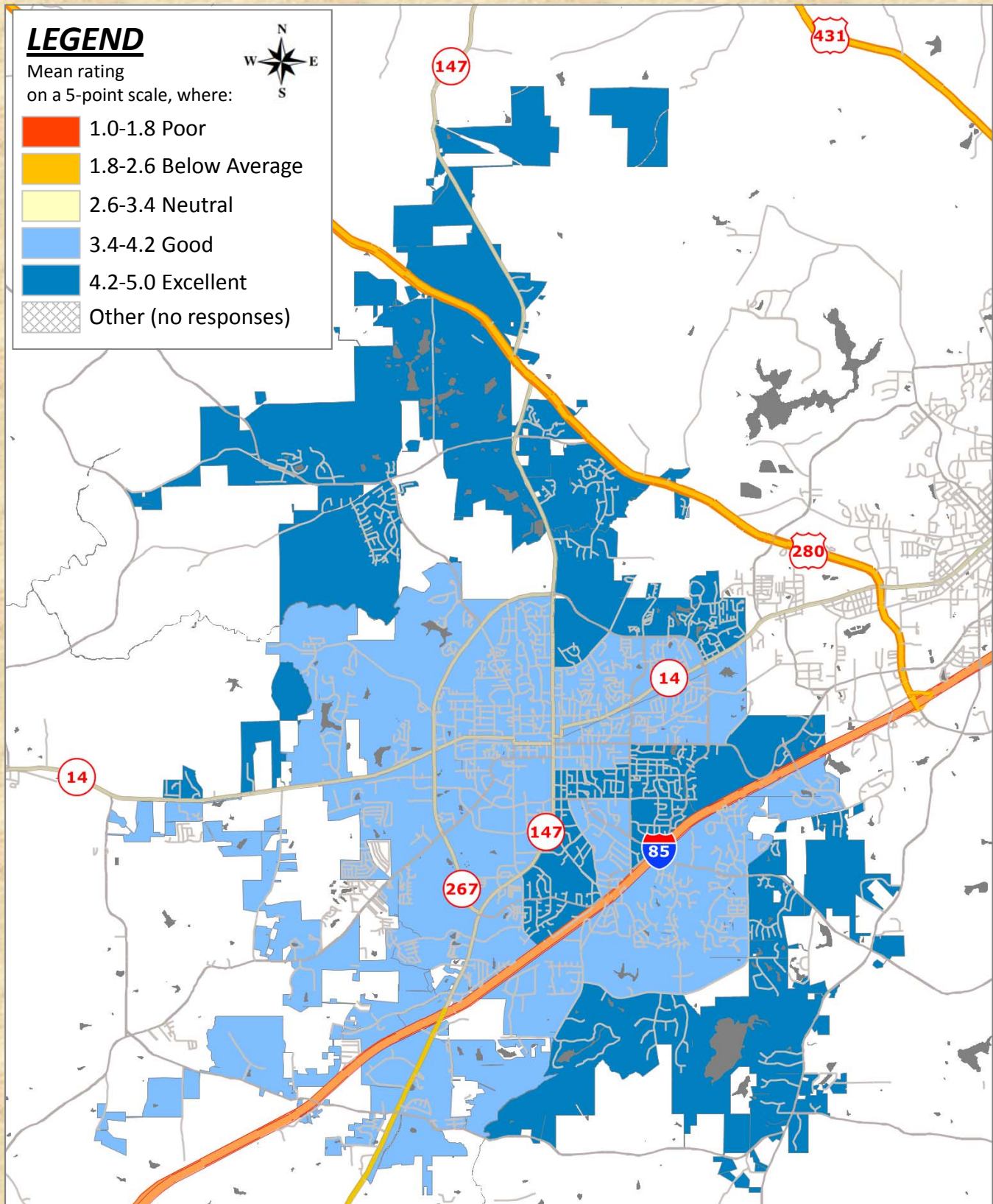


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q4c Ratings of the City of Auburn as a place to work

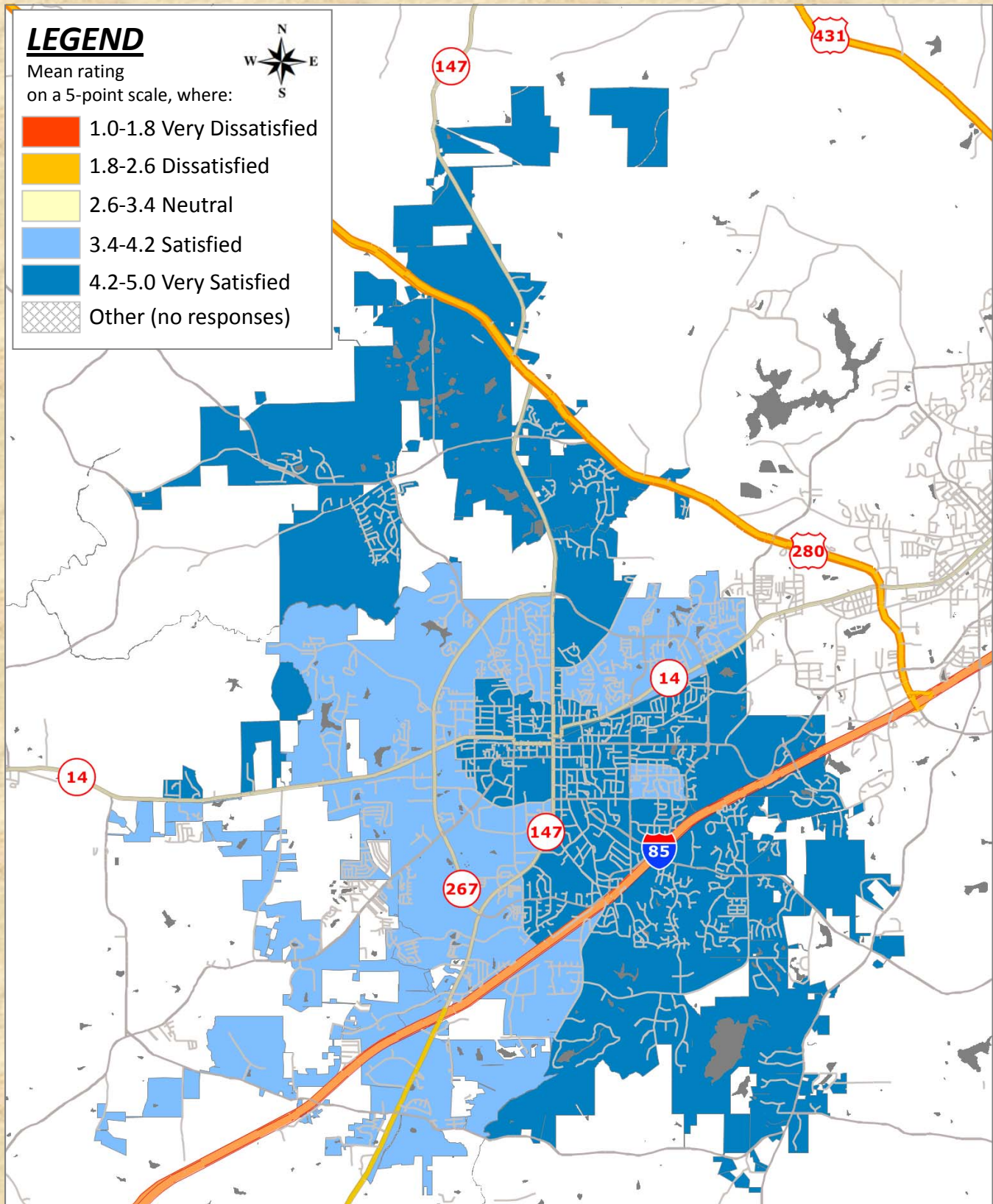


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6a Satisfaction with the overall quality of police protection

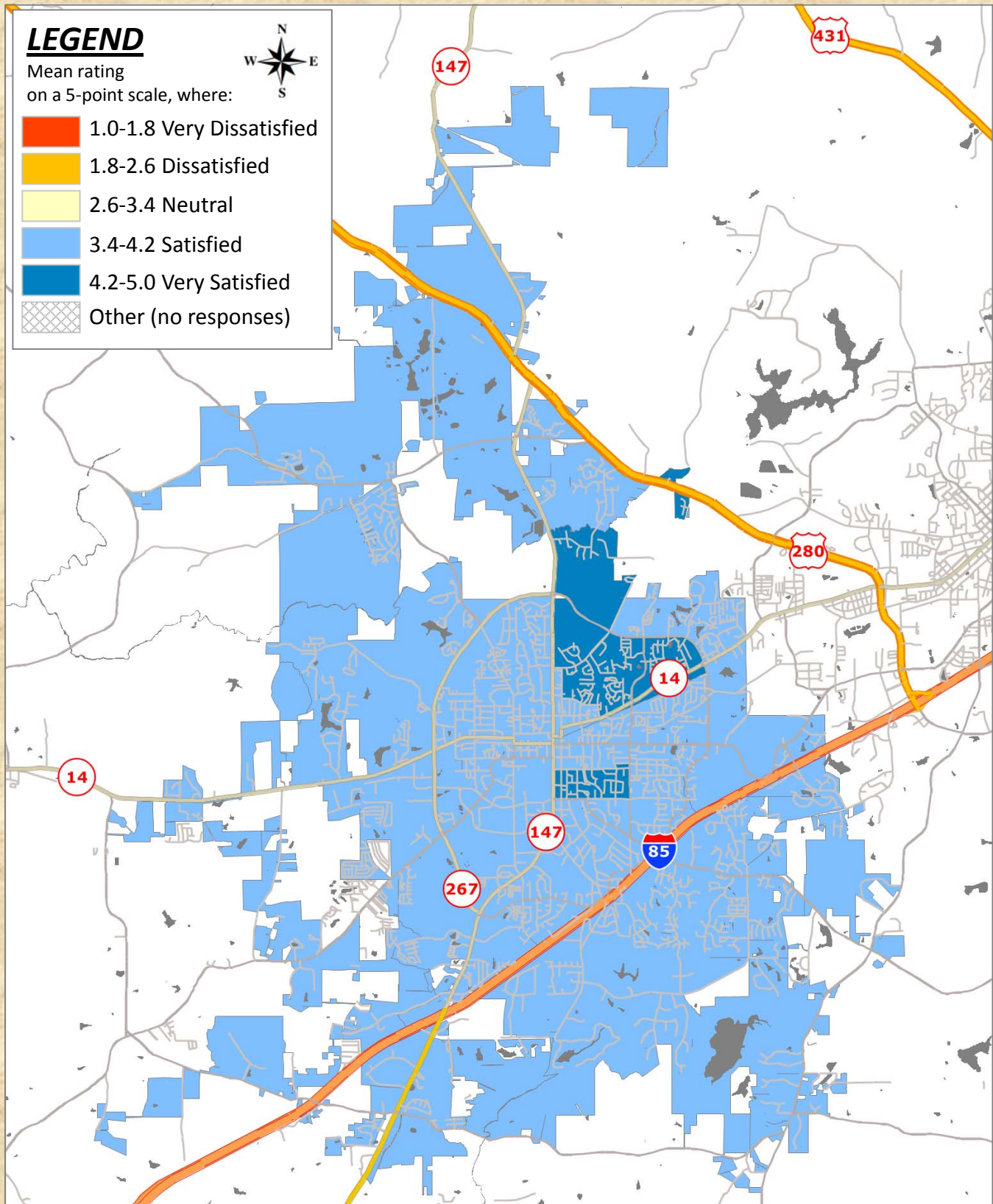


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6b Satisfaction with the visibility of police in neighborhood

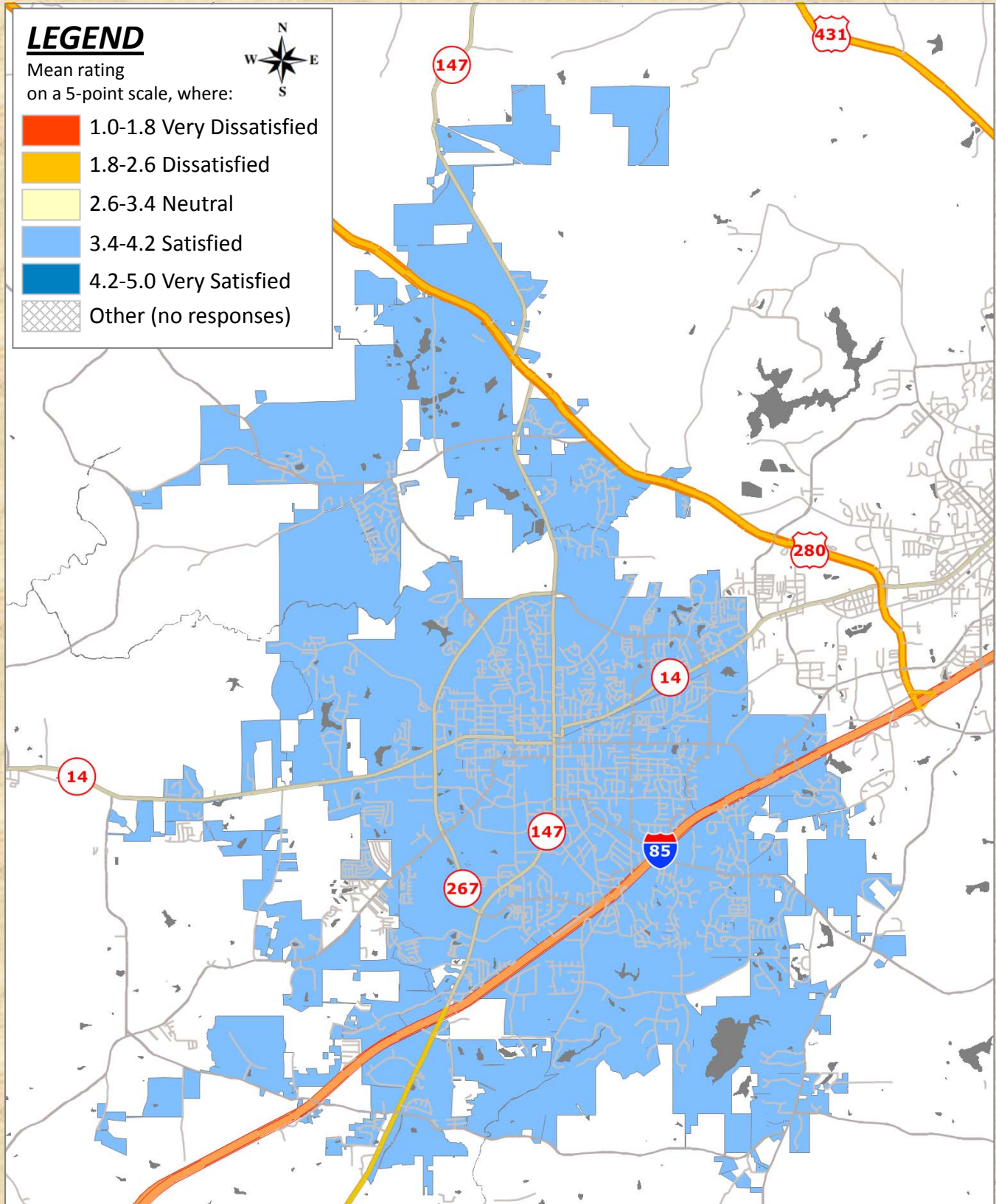


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6c Satisfaction with the visibility of police in retail areas

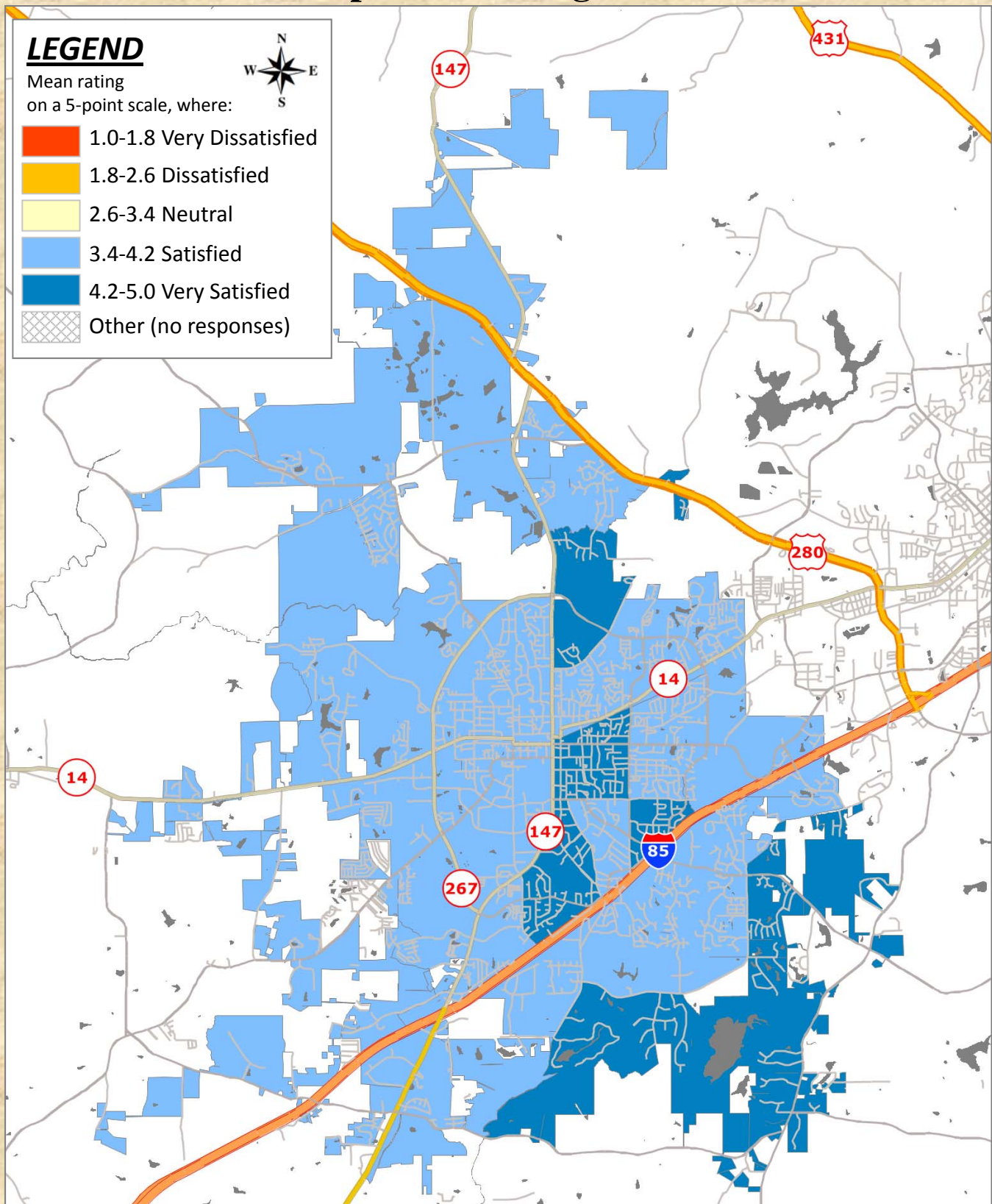


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6d Satisfaction with how quickly police respond to emergencies

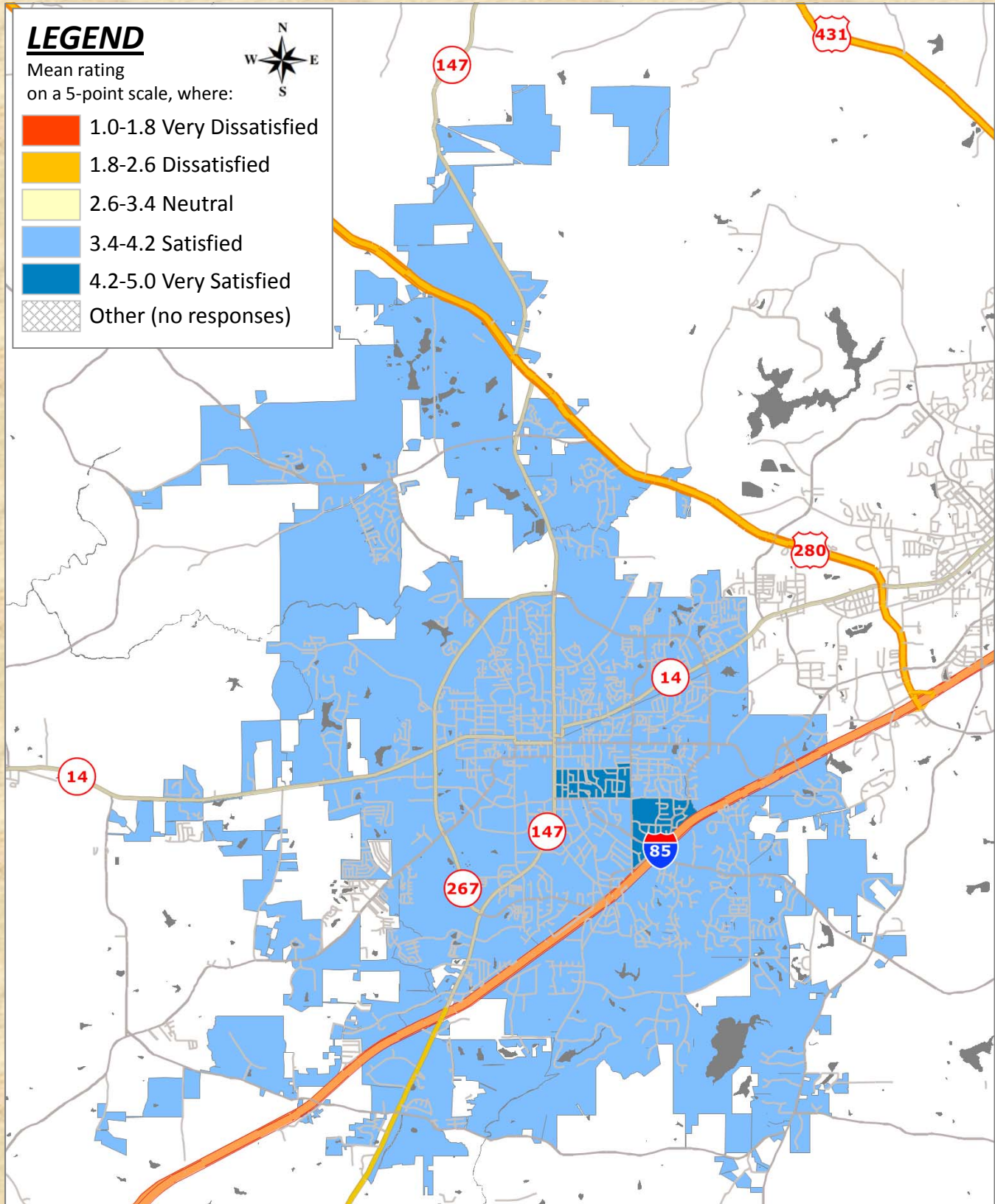


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6e Satisfaction with the City's efforts to prevent crime

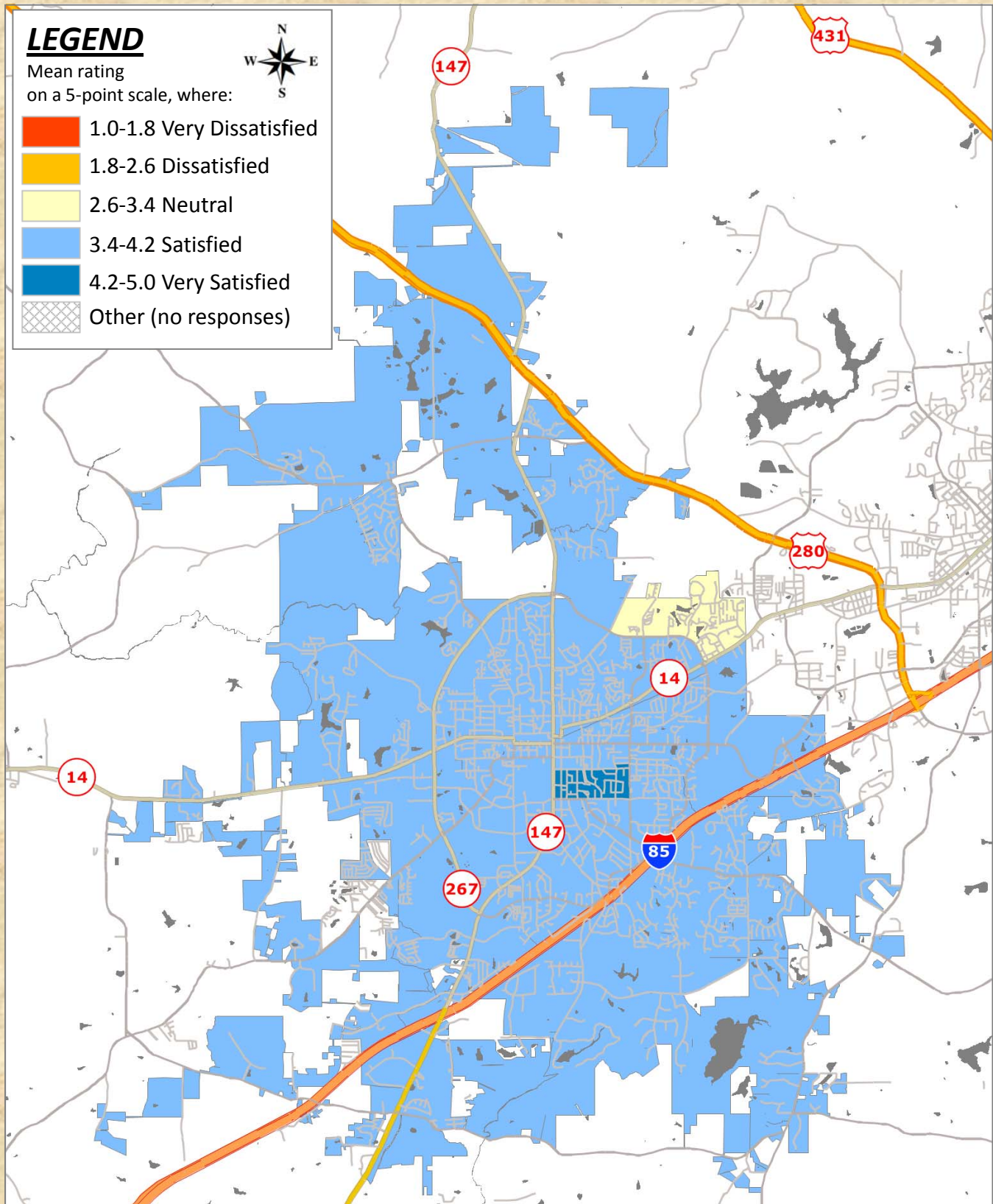


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6f Satisfaction with police safety education programs

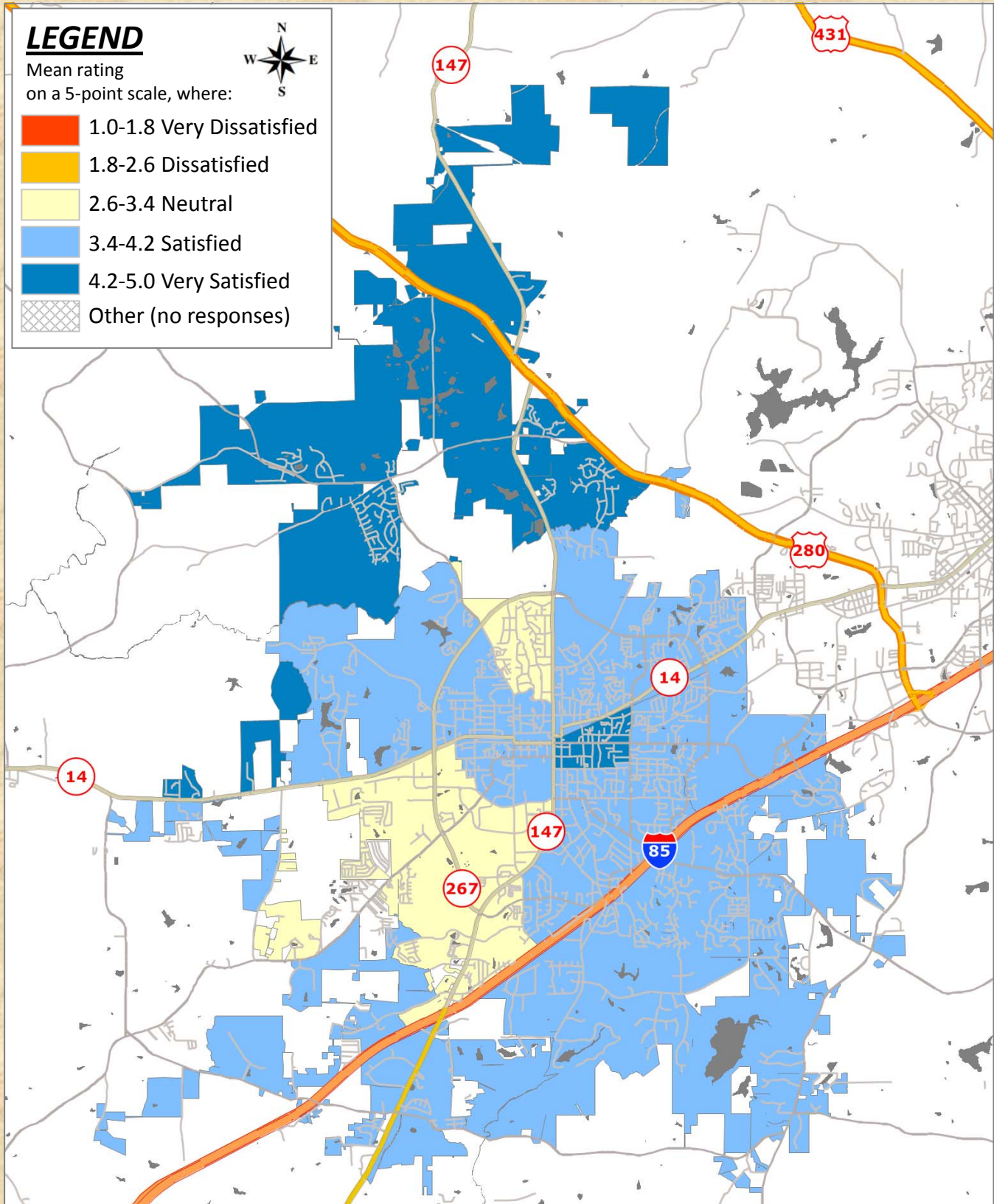


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6g Satisfaction with the enforcement of traffic laws

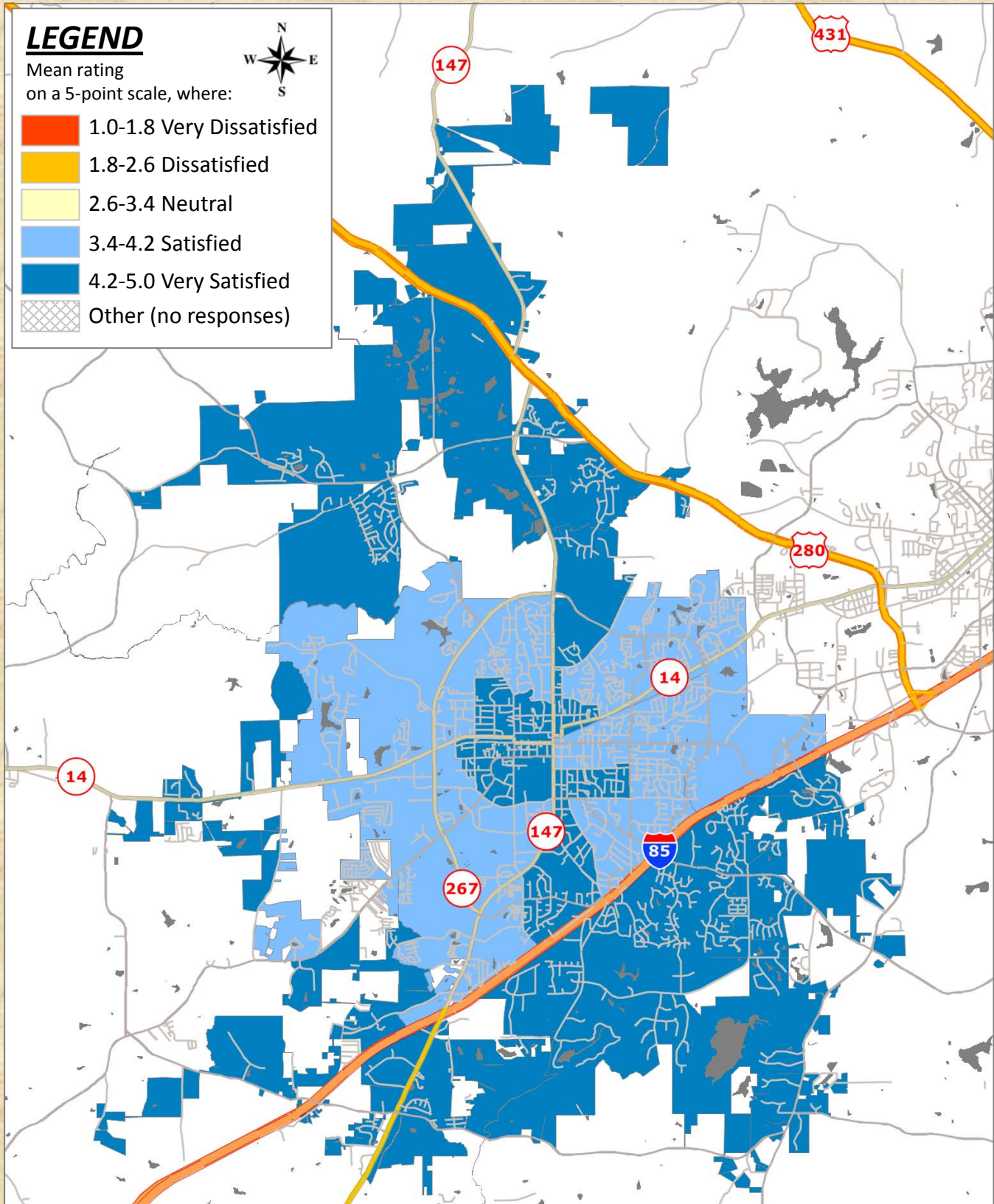


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6h Satisfaction with the overall quality of fire protection

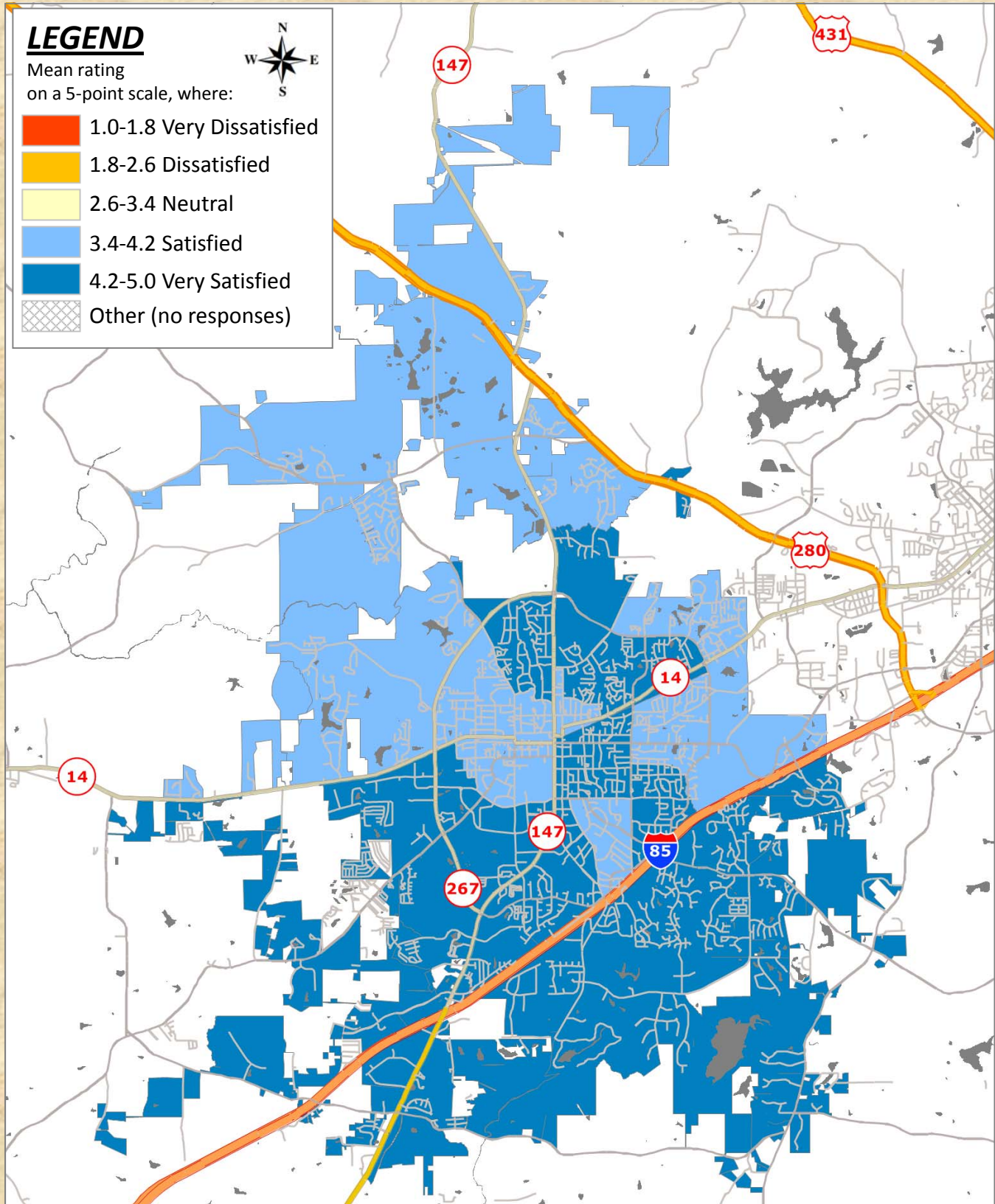


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6i Satisfaction with fire personnel emergency response time

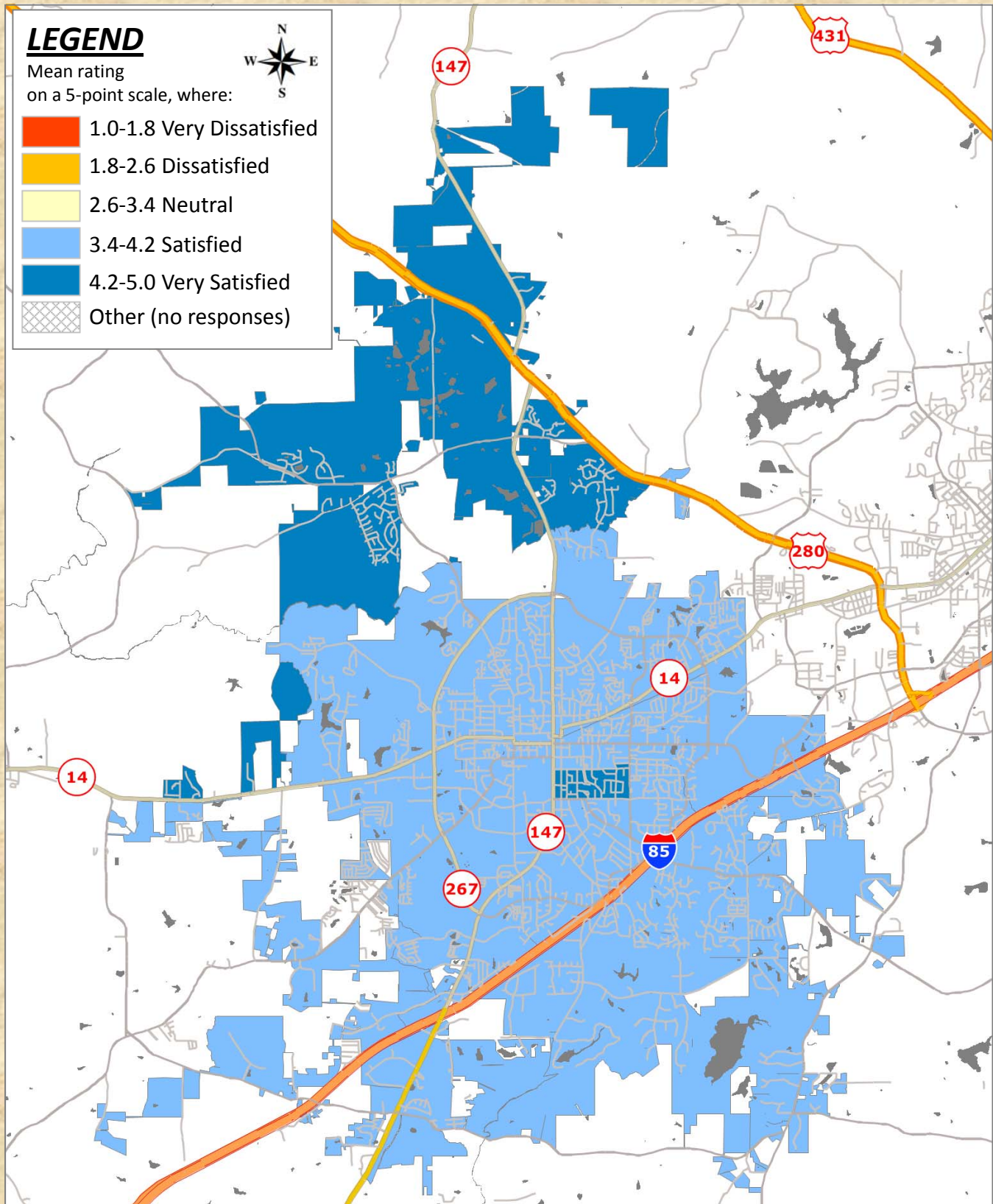


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6j Satisfaction with fire safety education programs

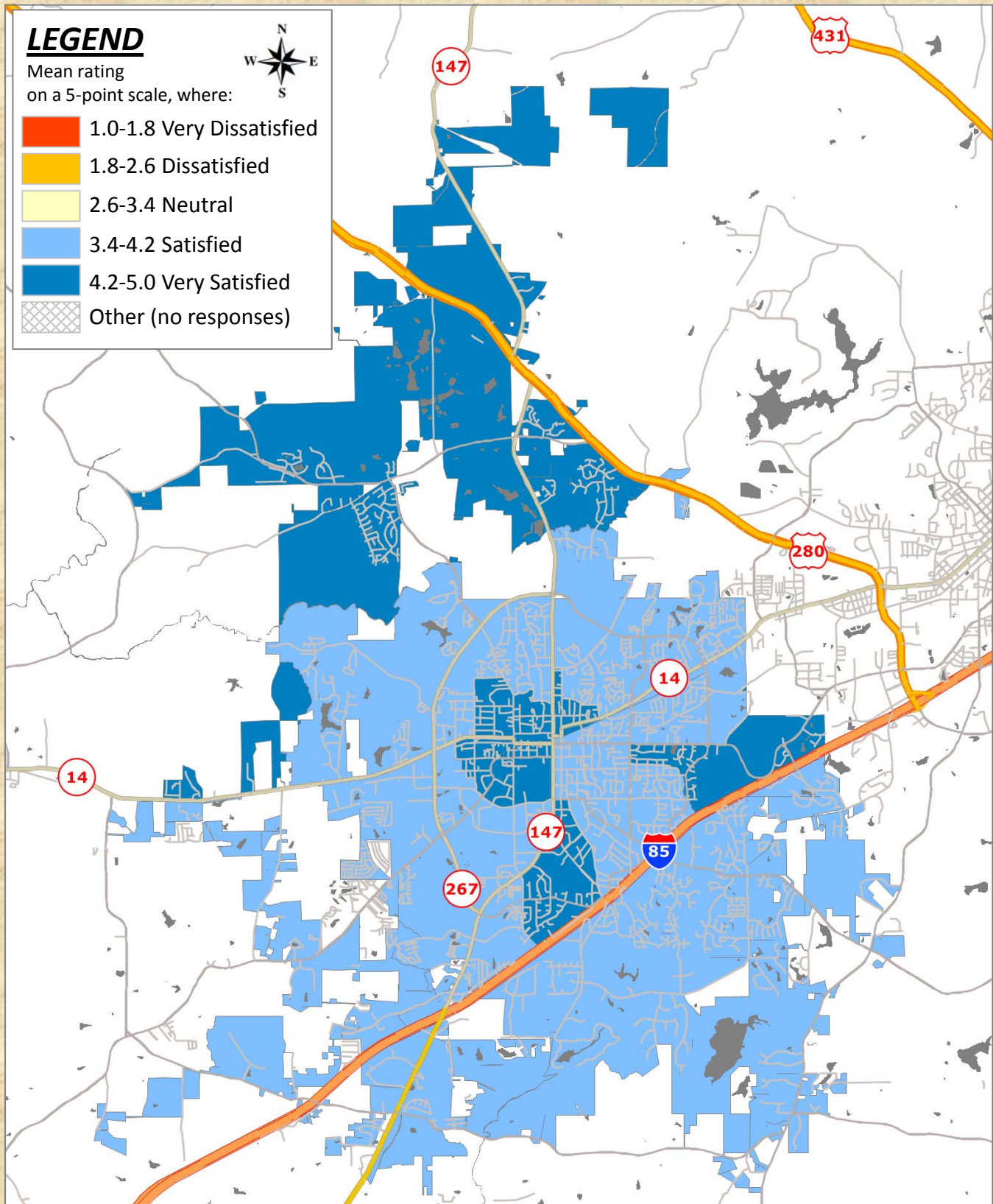


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6k Satisfaction with the quality of local ambulance service

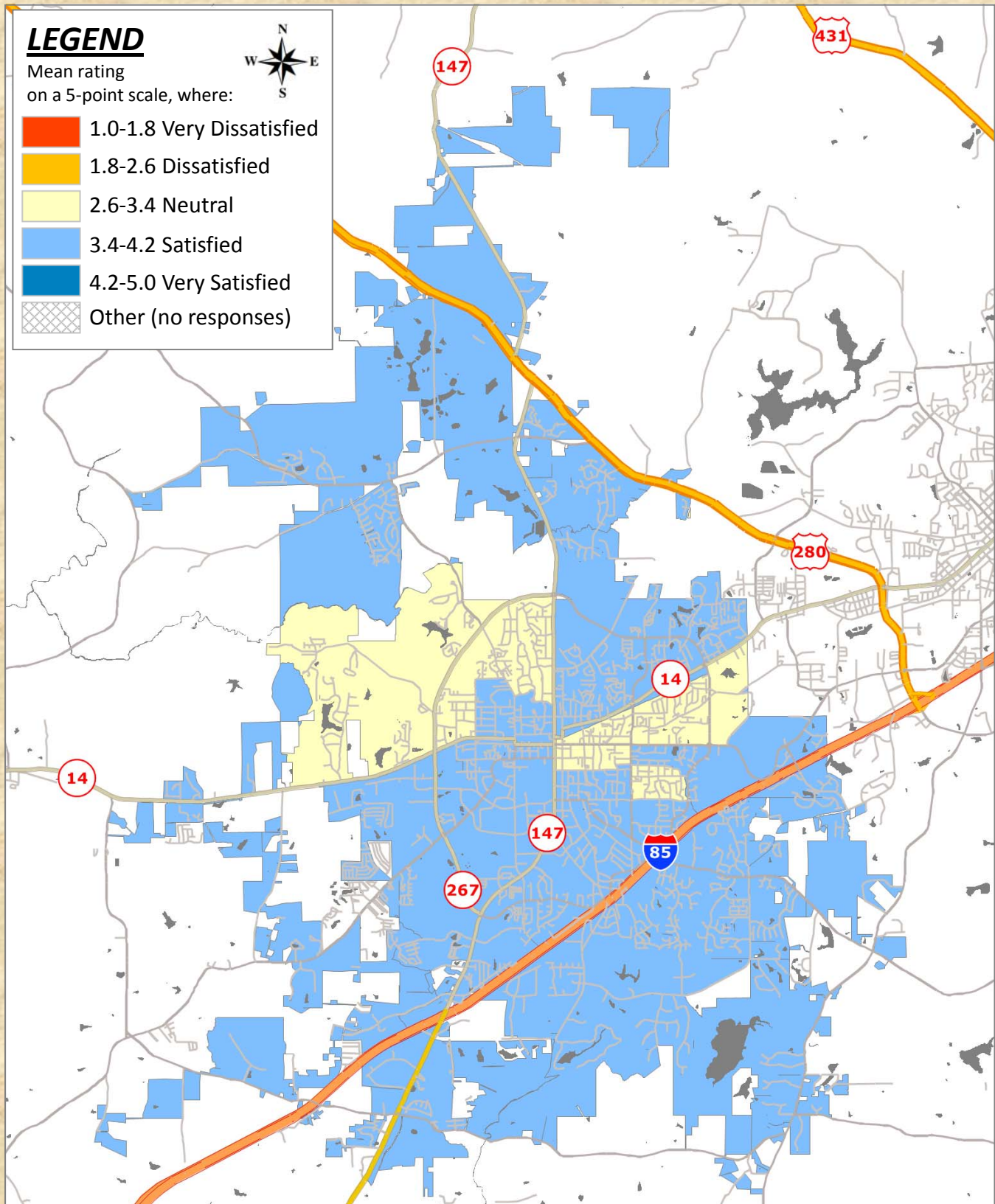


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q61 Satisfaction with quality of animal control

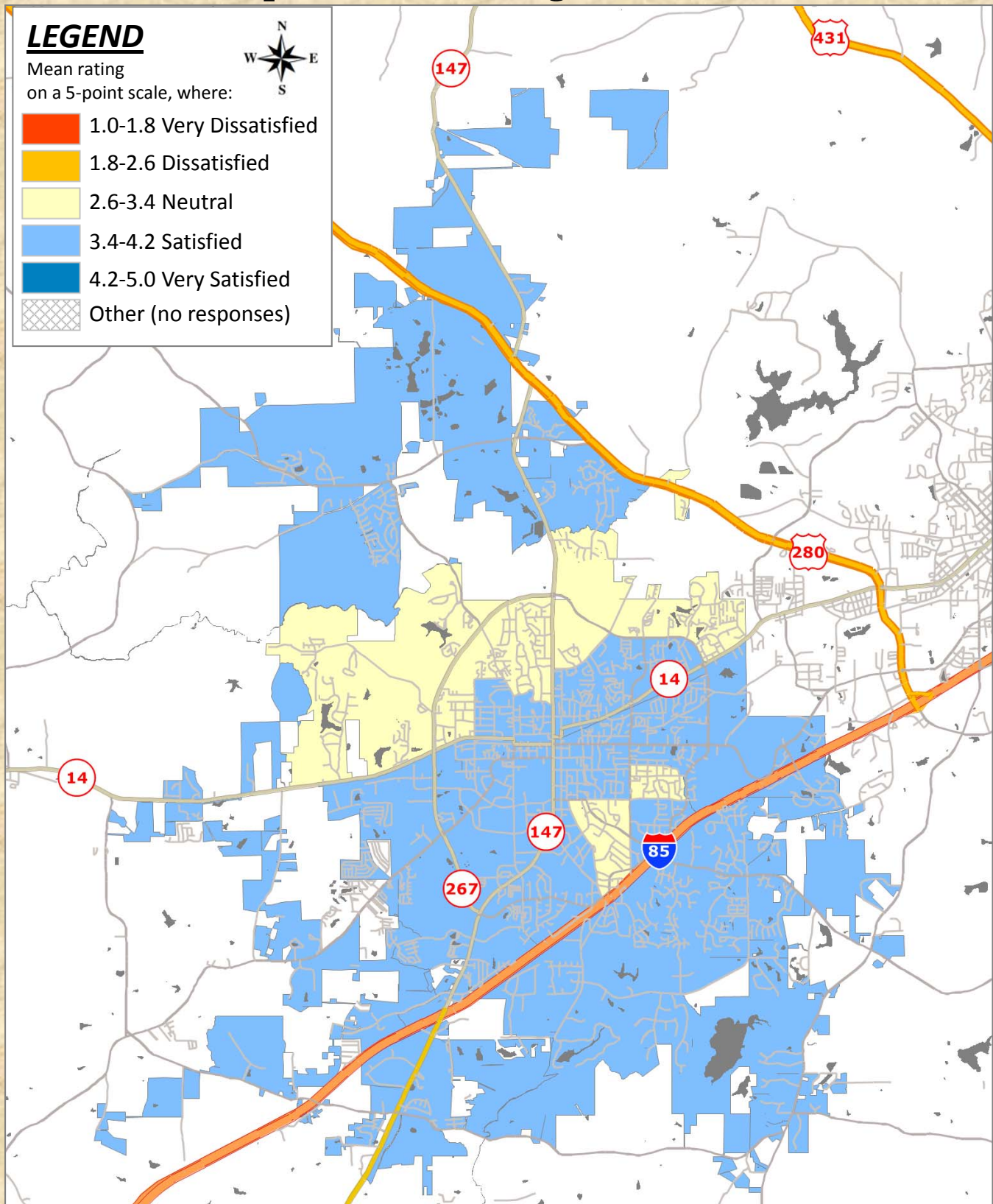


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q6m Satisfaction with the enforcement of speed limits in neighborhoods

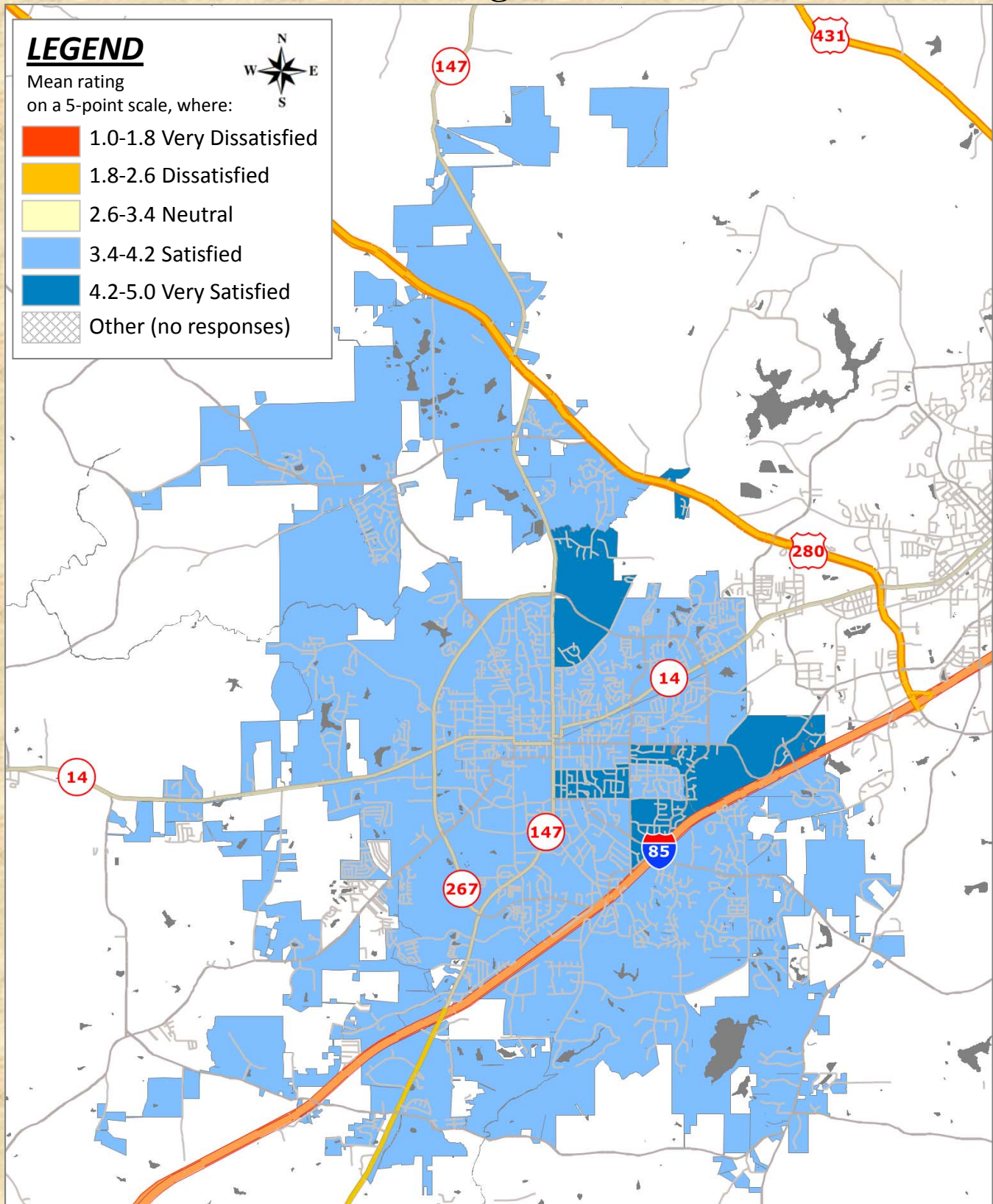


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8a Satisfaction with the cleanup of debris and litter in neighborhoods

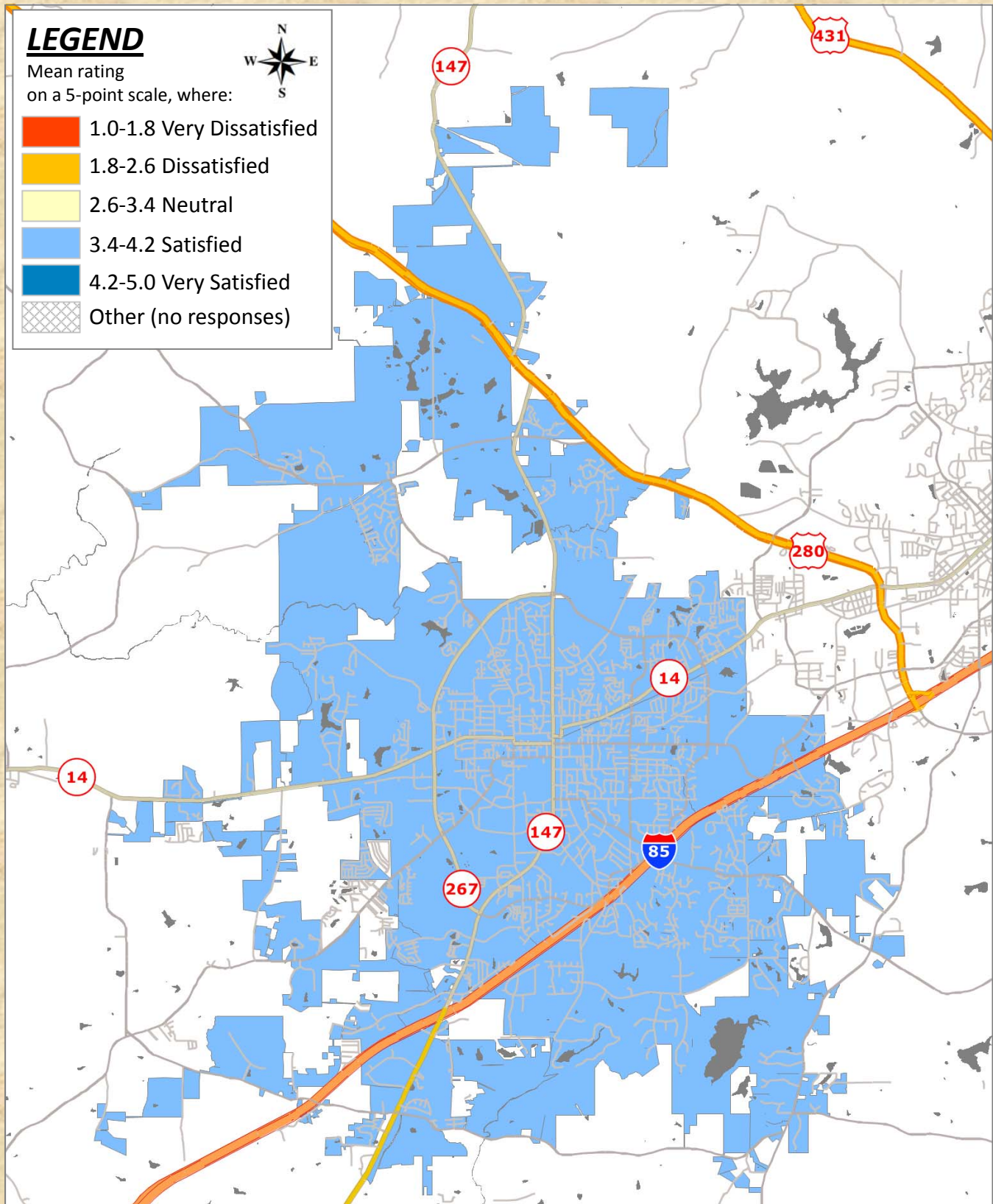


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8b Satisfaction with sign regulations

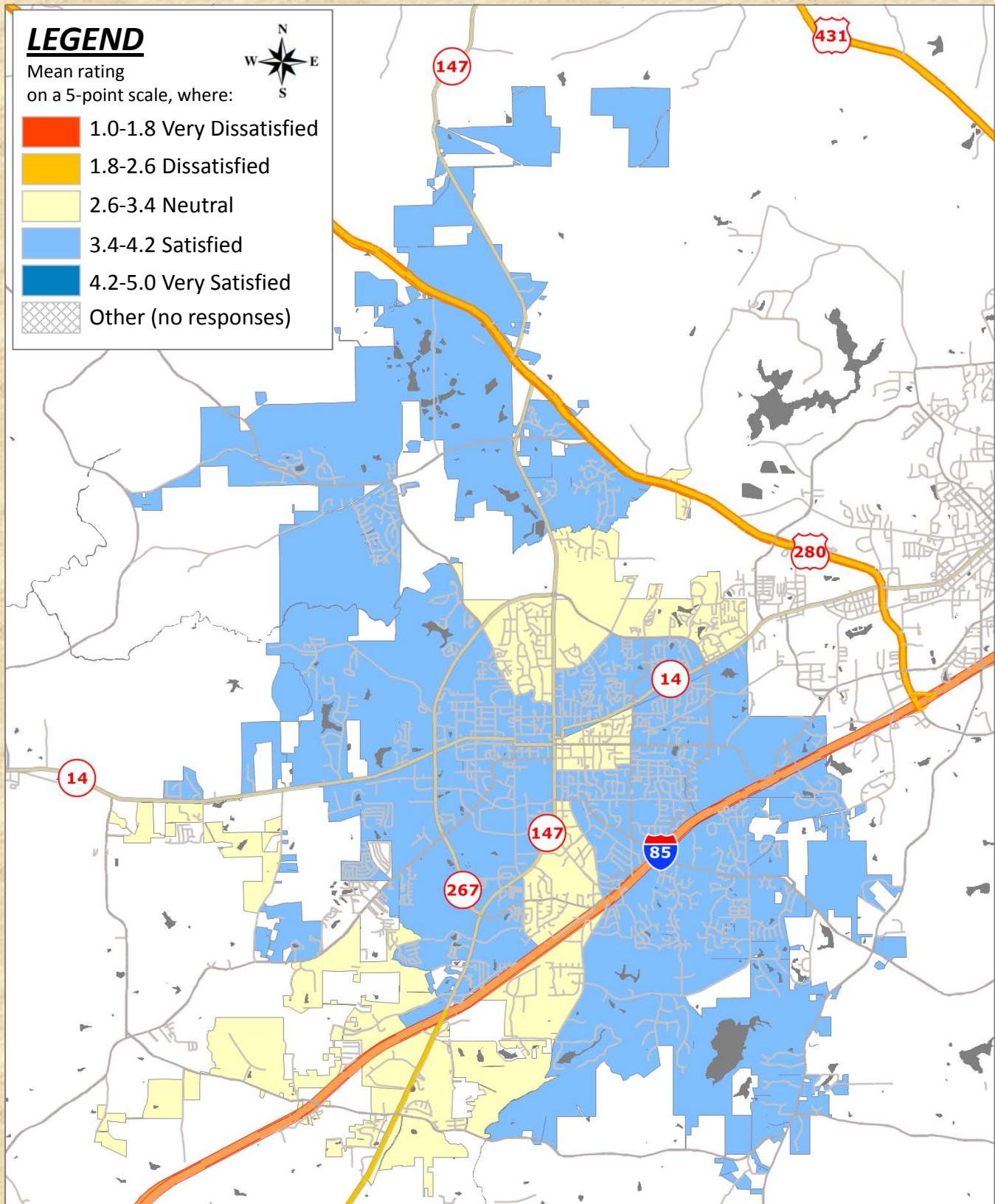


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8c Satisfaction with zoning regulations

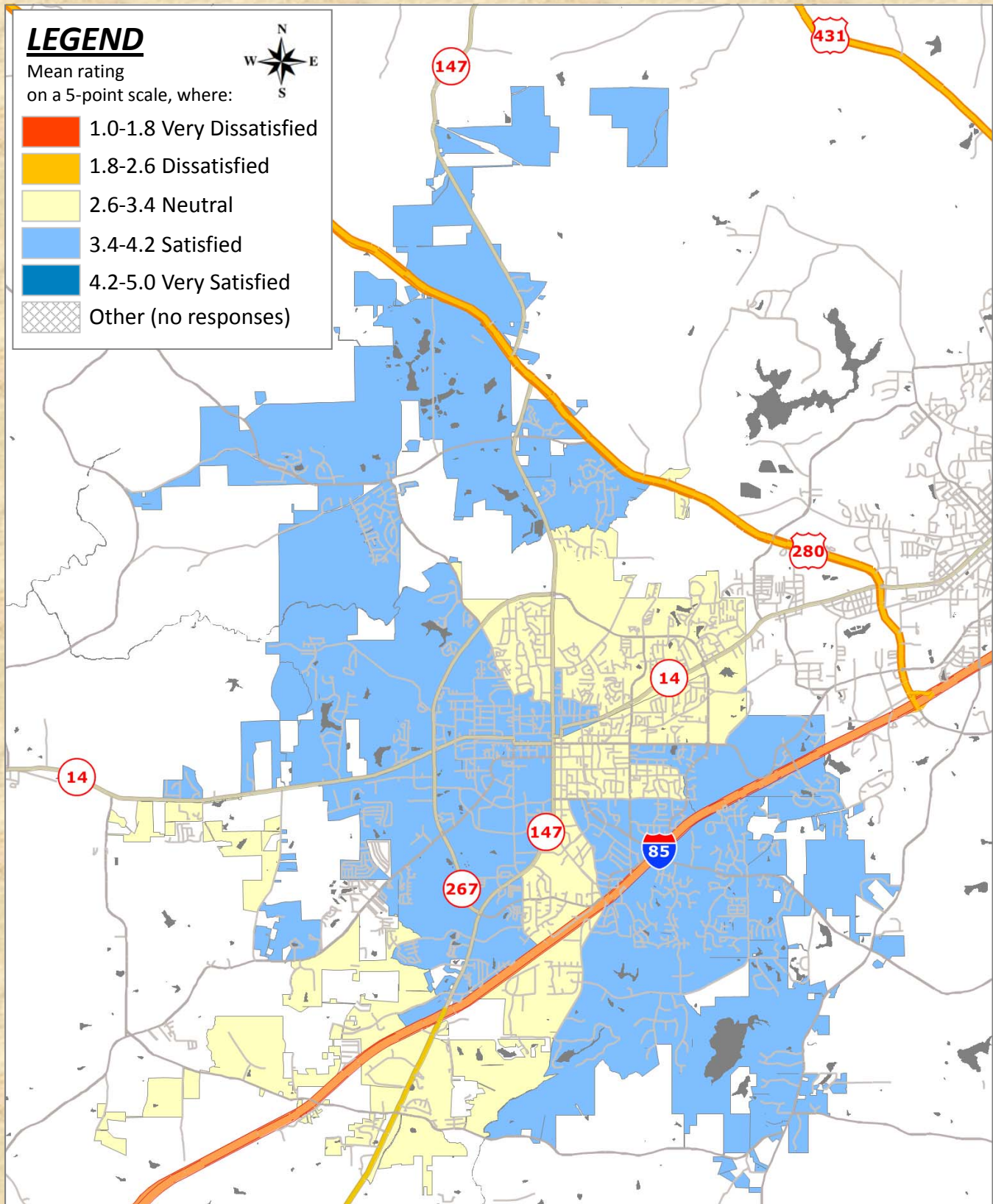


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8d Satisfaction with unrelated occupancy regulations

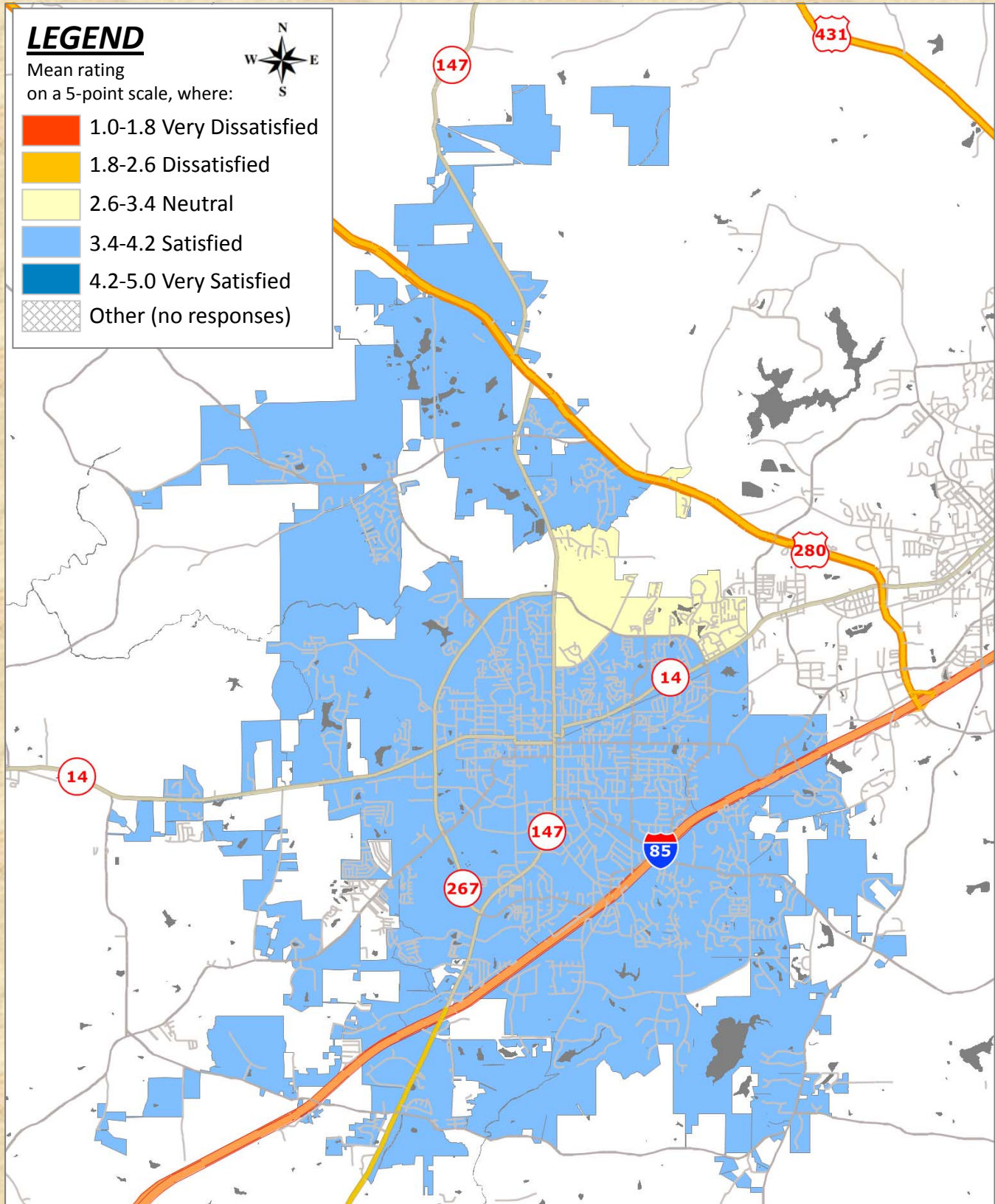


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8e Satisfaction with building codes

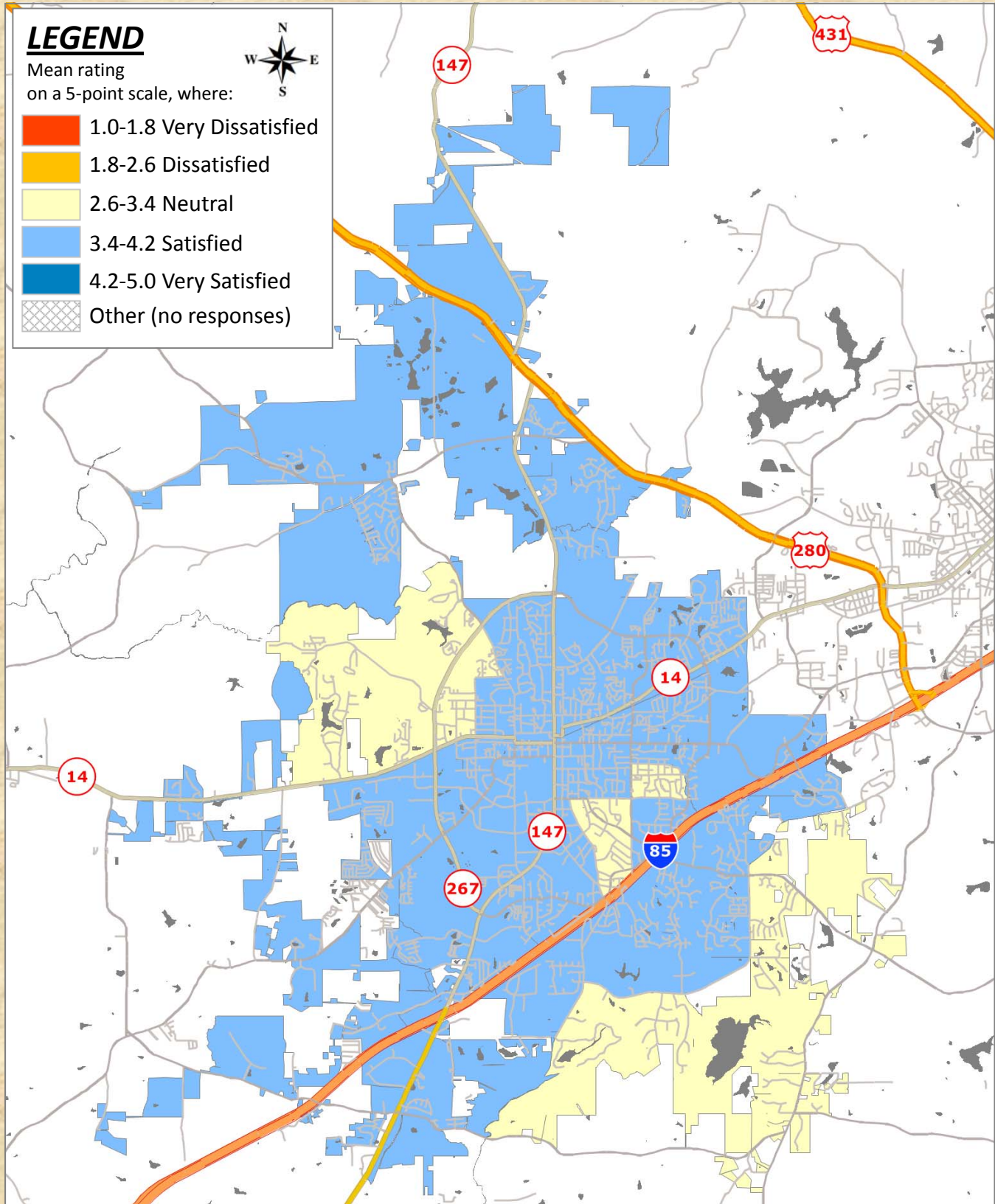


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8f Satisfaction with erosion and sediment control regulations

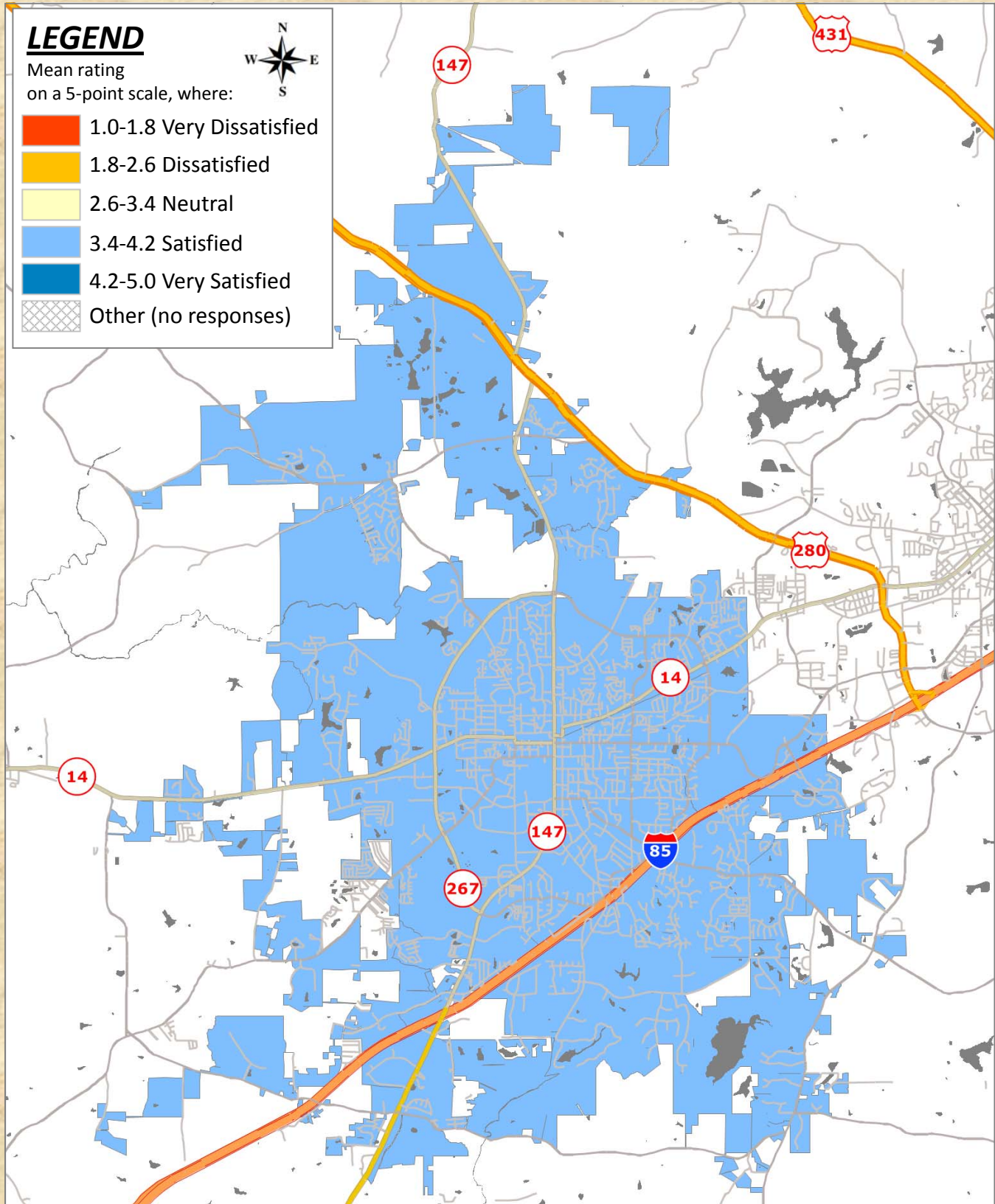


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q8g Satisfaction with fire codes and regulations

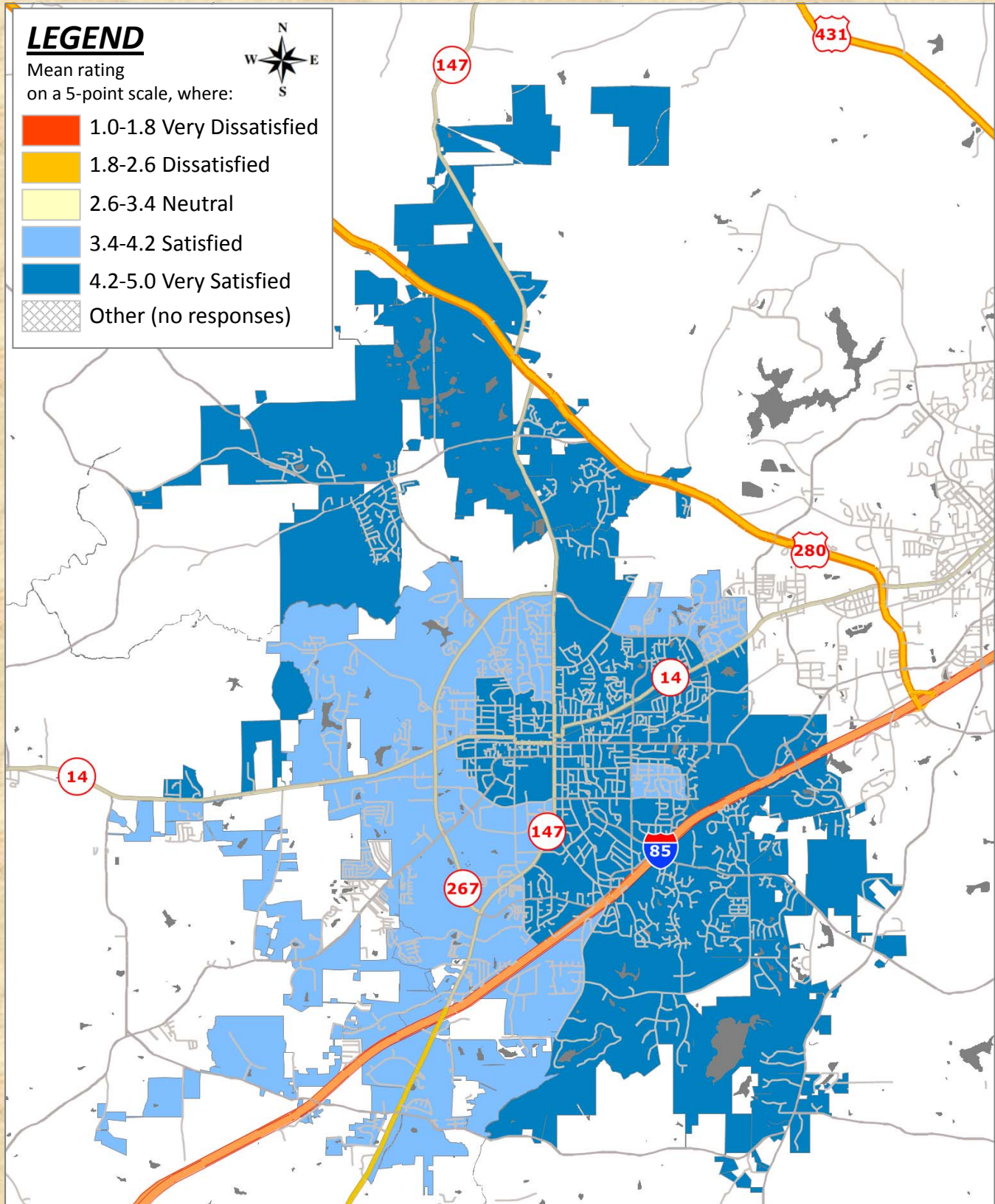


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q10a Satisfaction with residential garbage collection

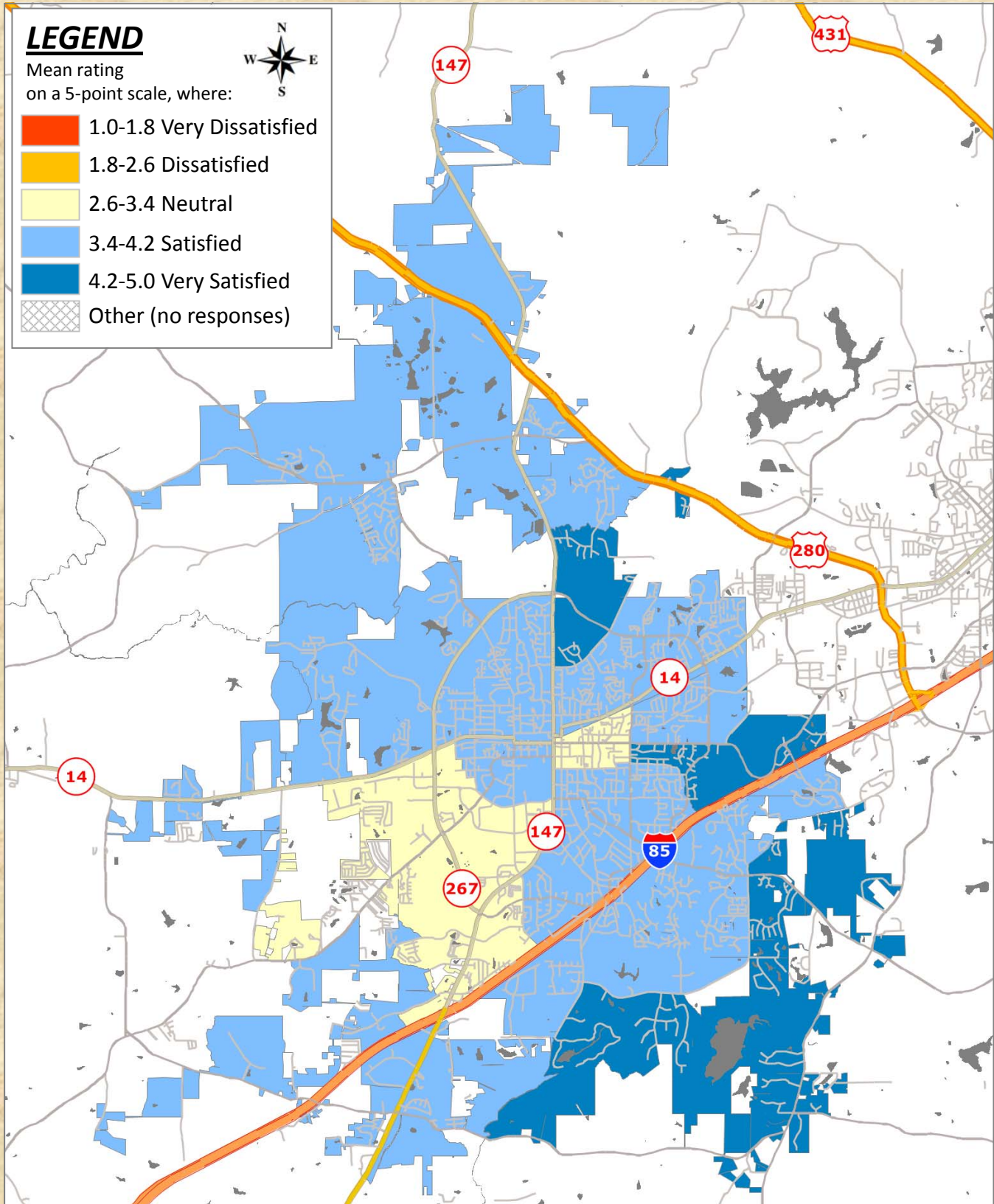


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q10b Satisfaction with curbside recycling service

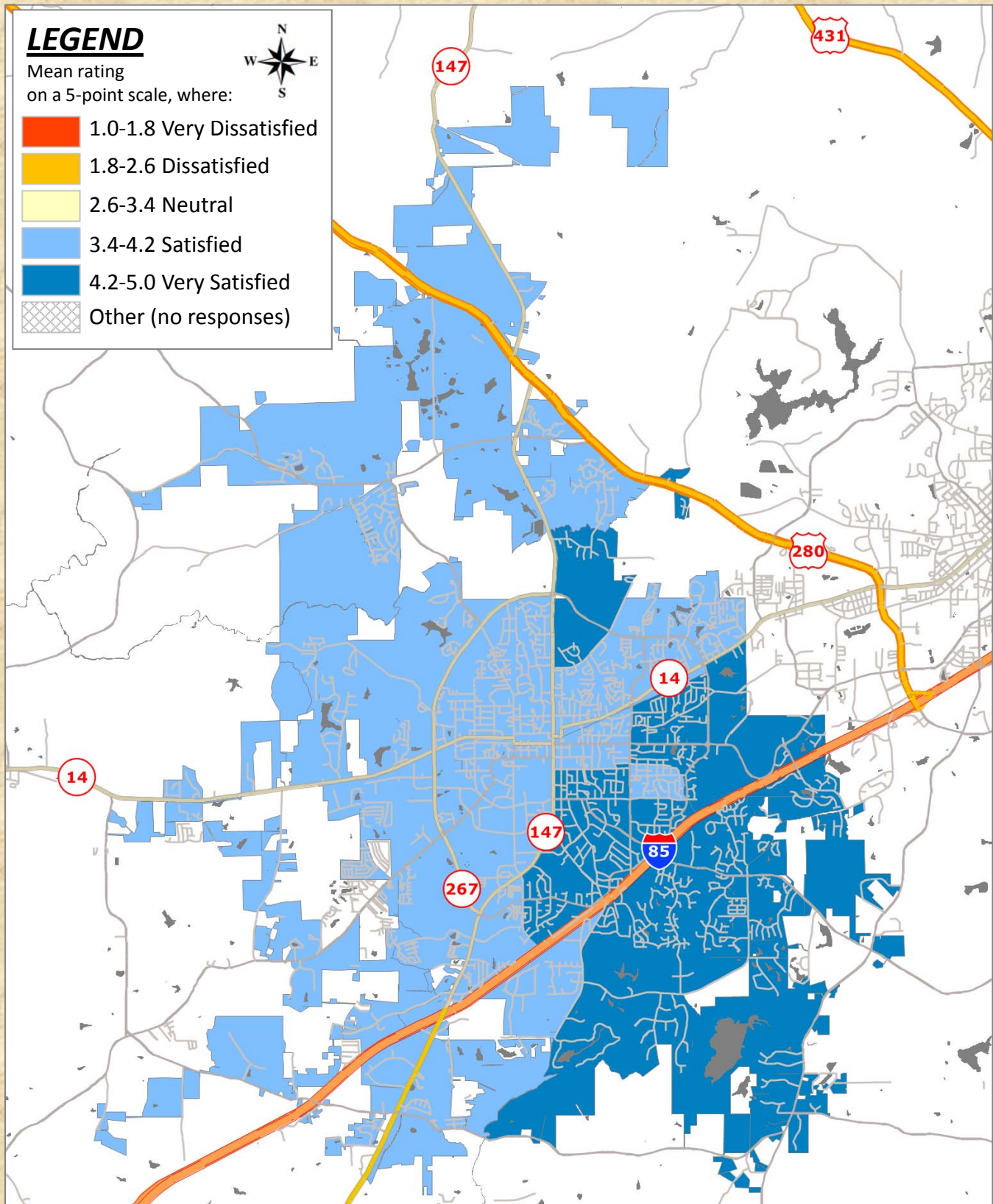


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q10c Satisfaction with yard waste removal service

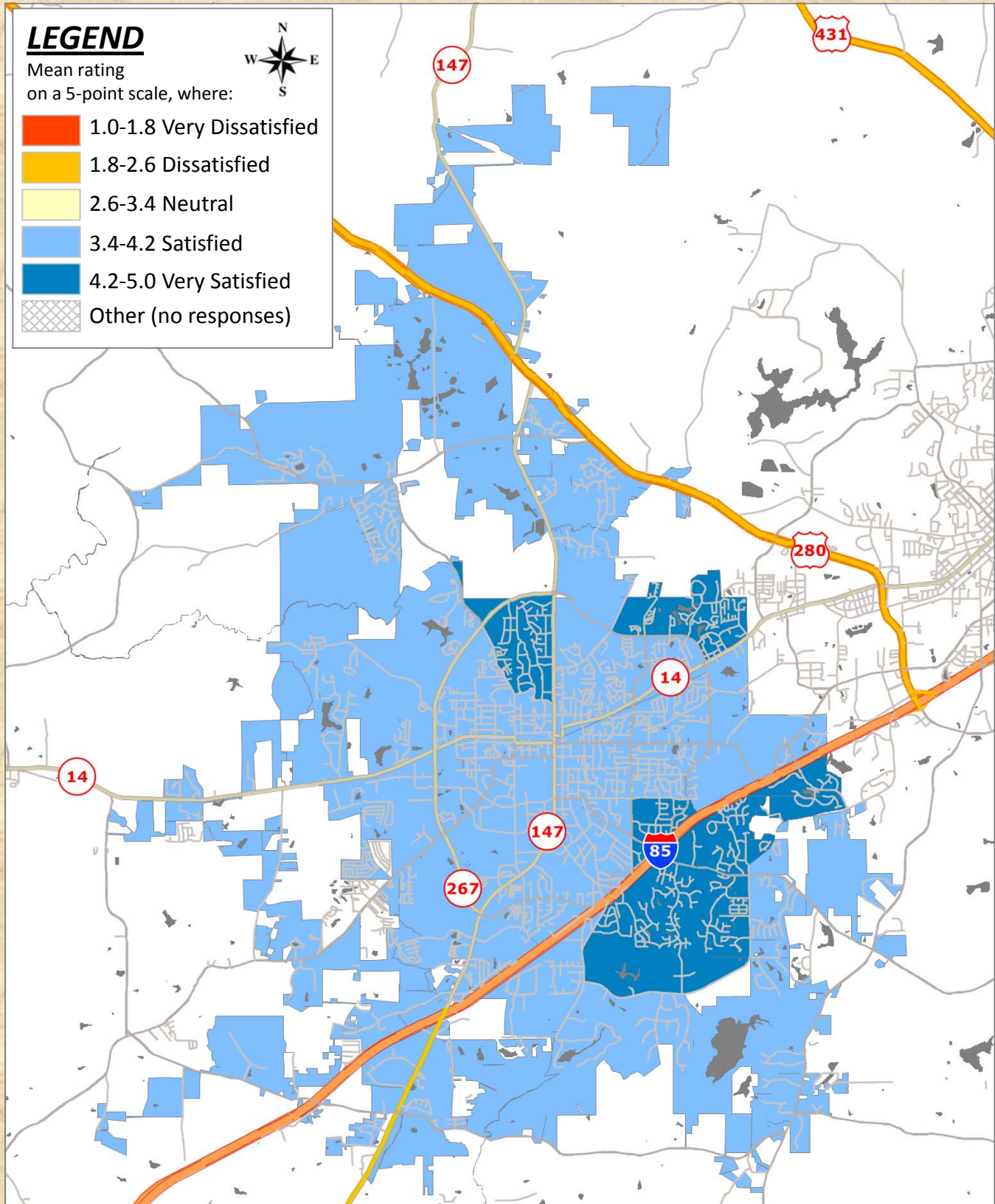


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q10d Satisfaction with sanitary sewer service

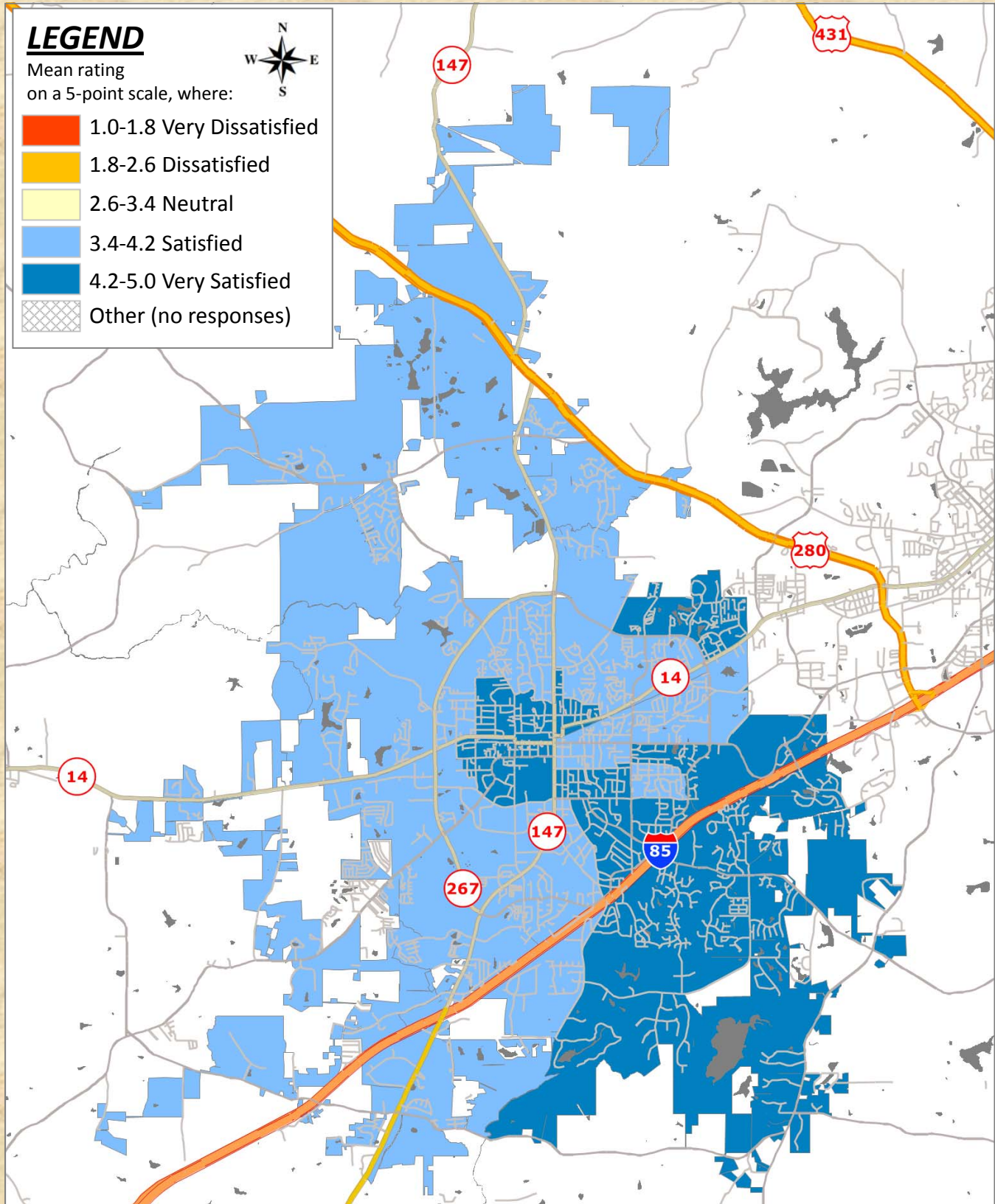


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q10e Satisfaction with water service

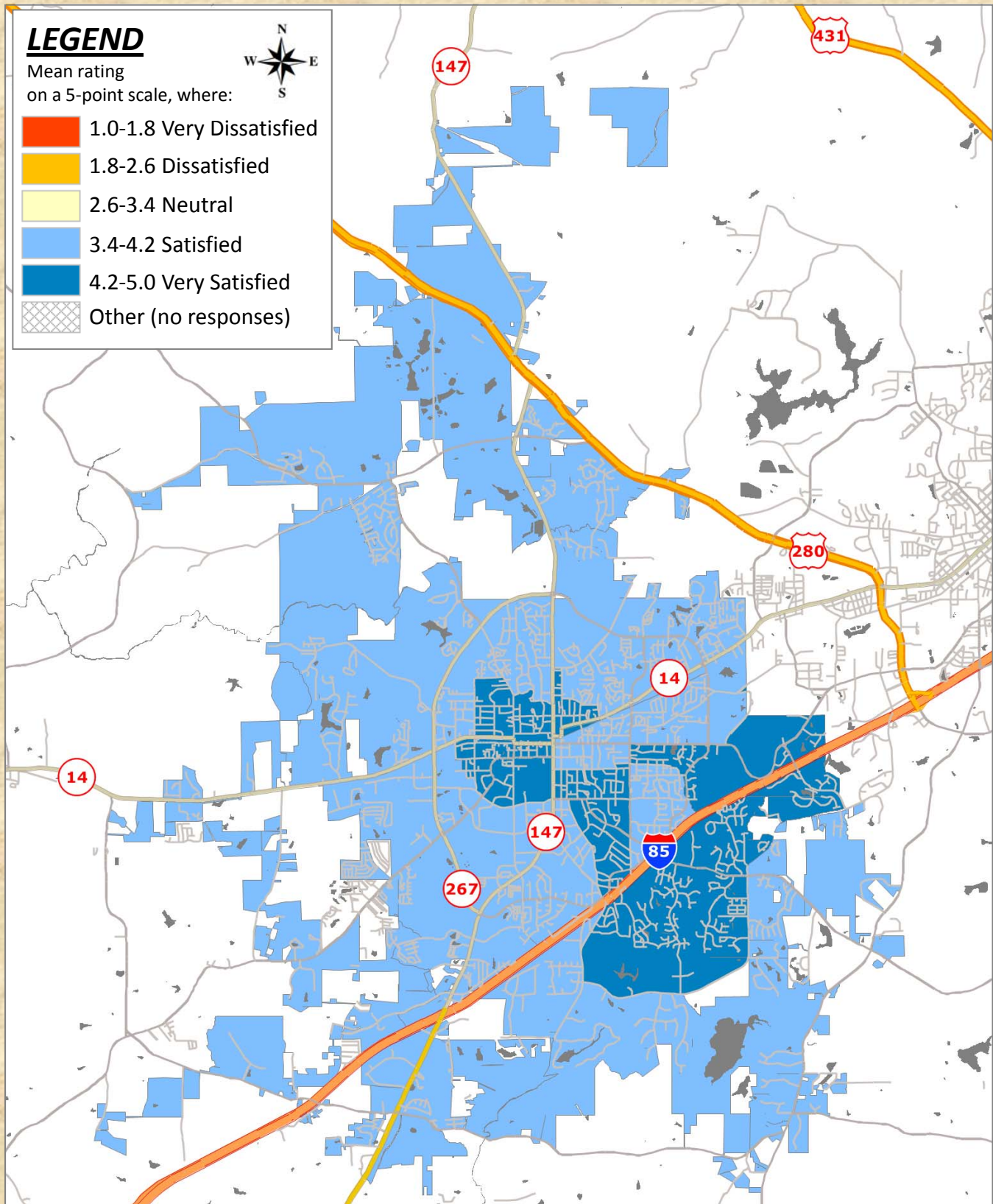


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q10f Satisfaction with Water Revenue Office customer service

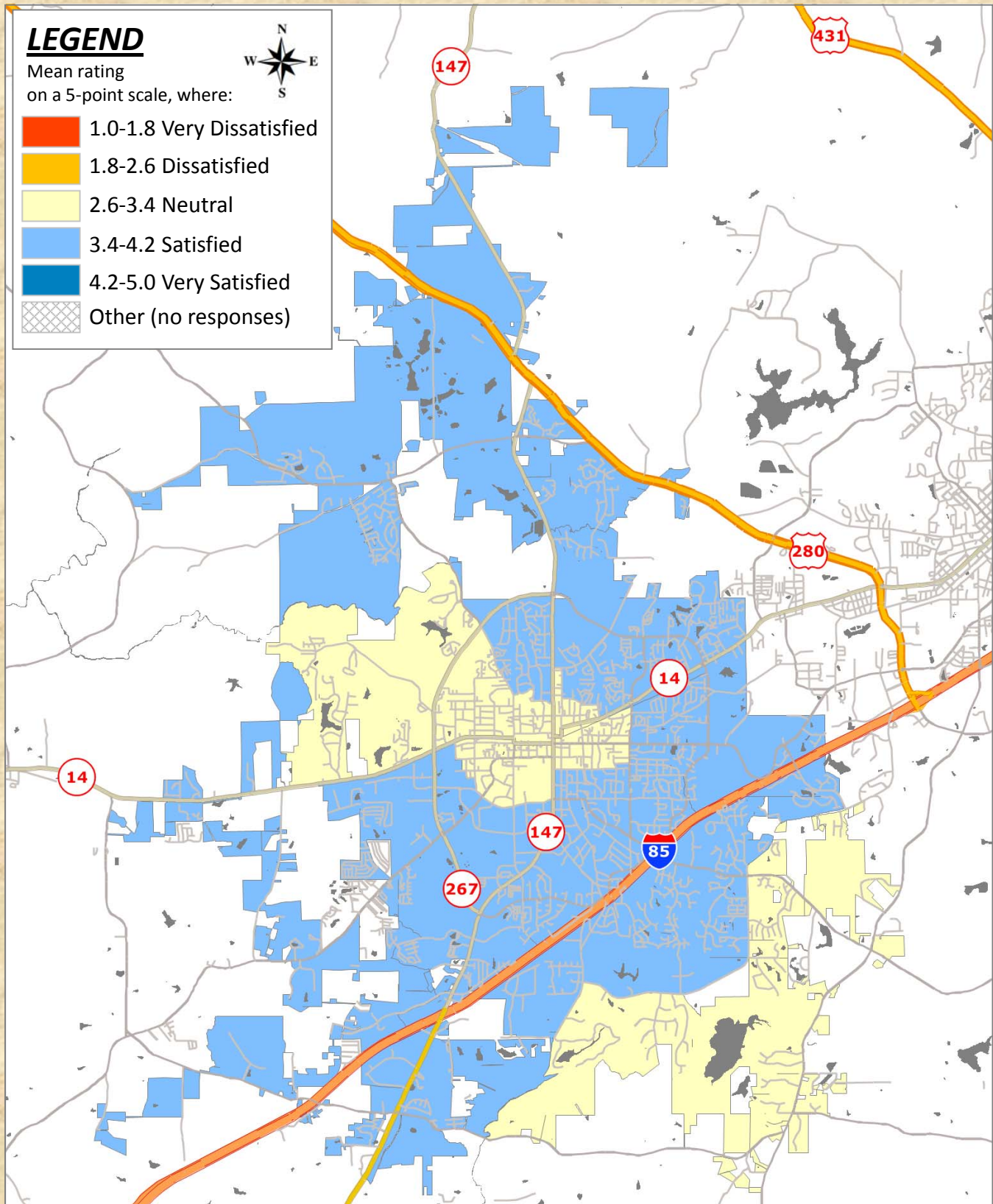


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12a Satisfaction with the maintenance of streets

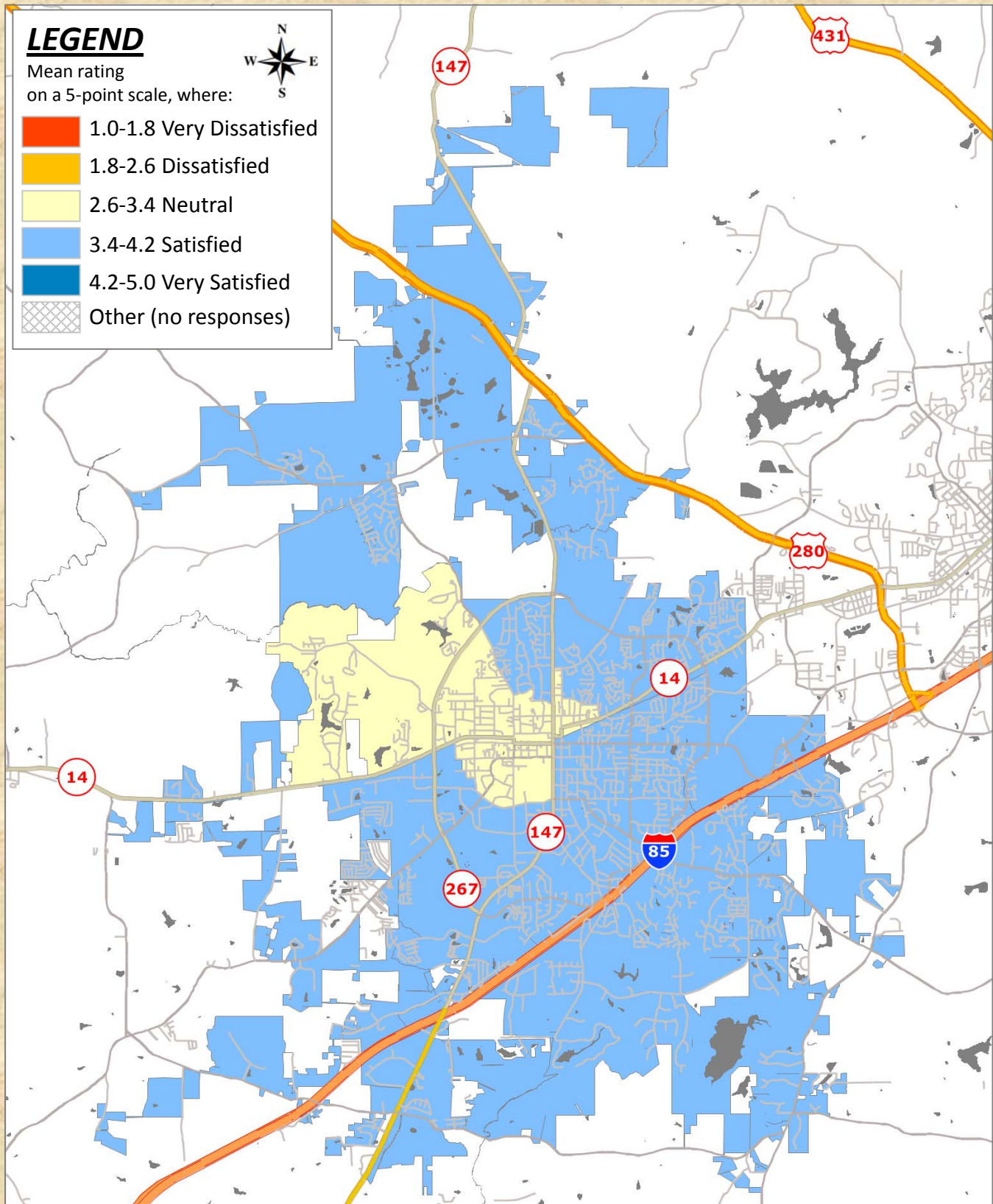


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12b Satisfaction with maintenance of sidewalks

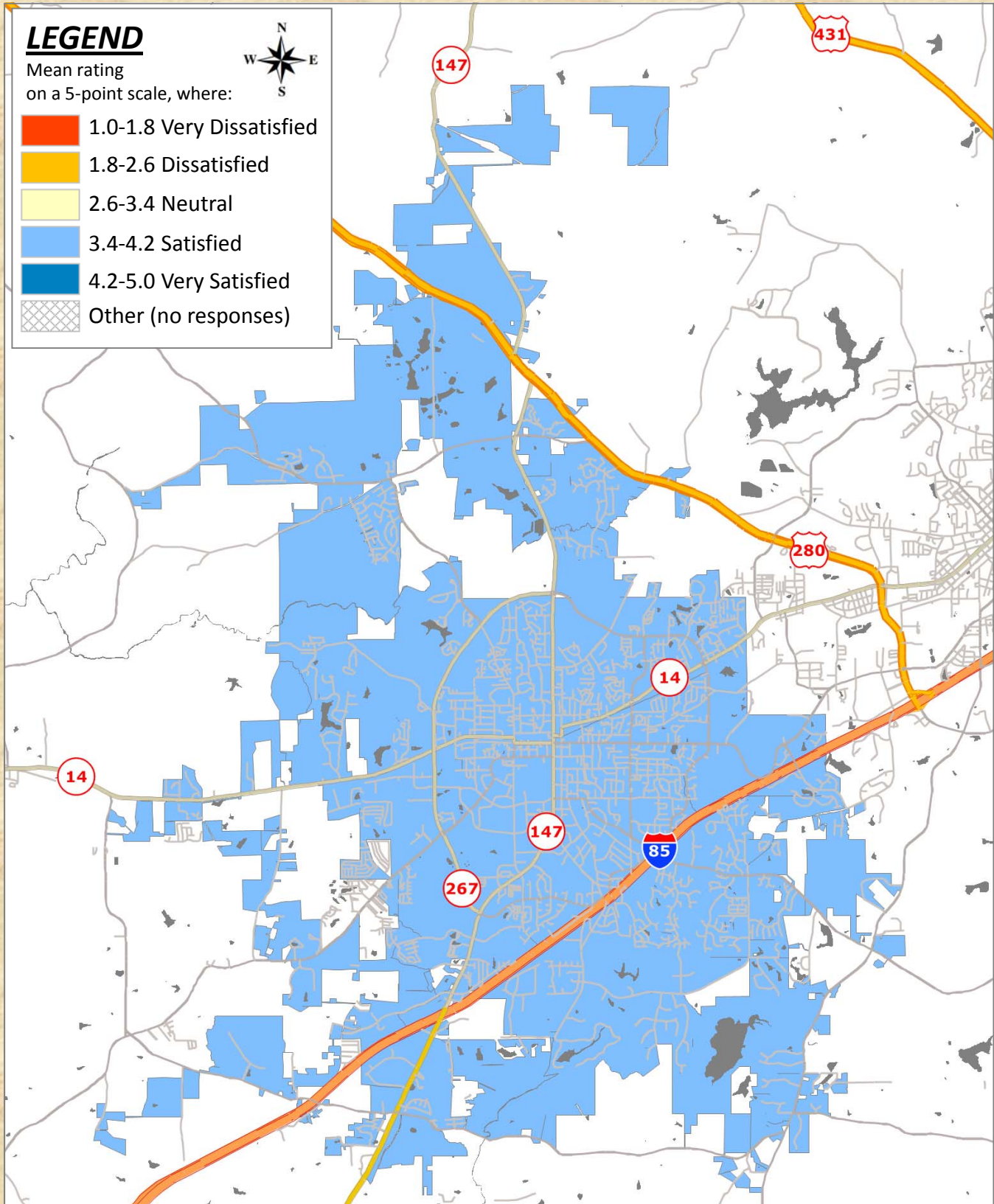


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12c Satisfaction with maintenance of street signs

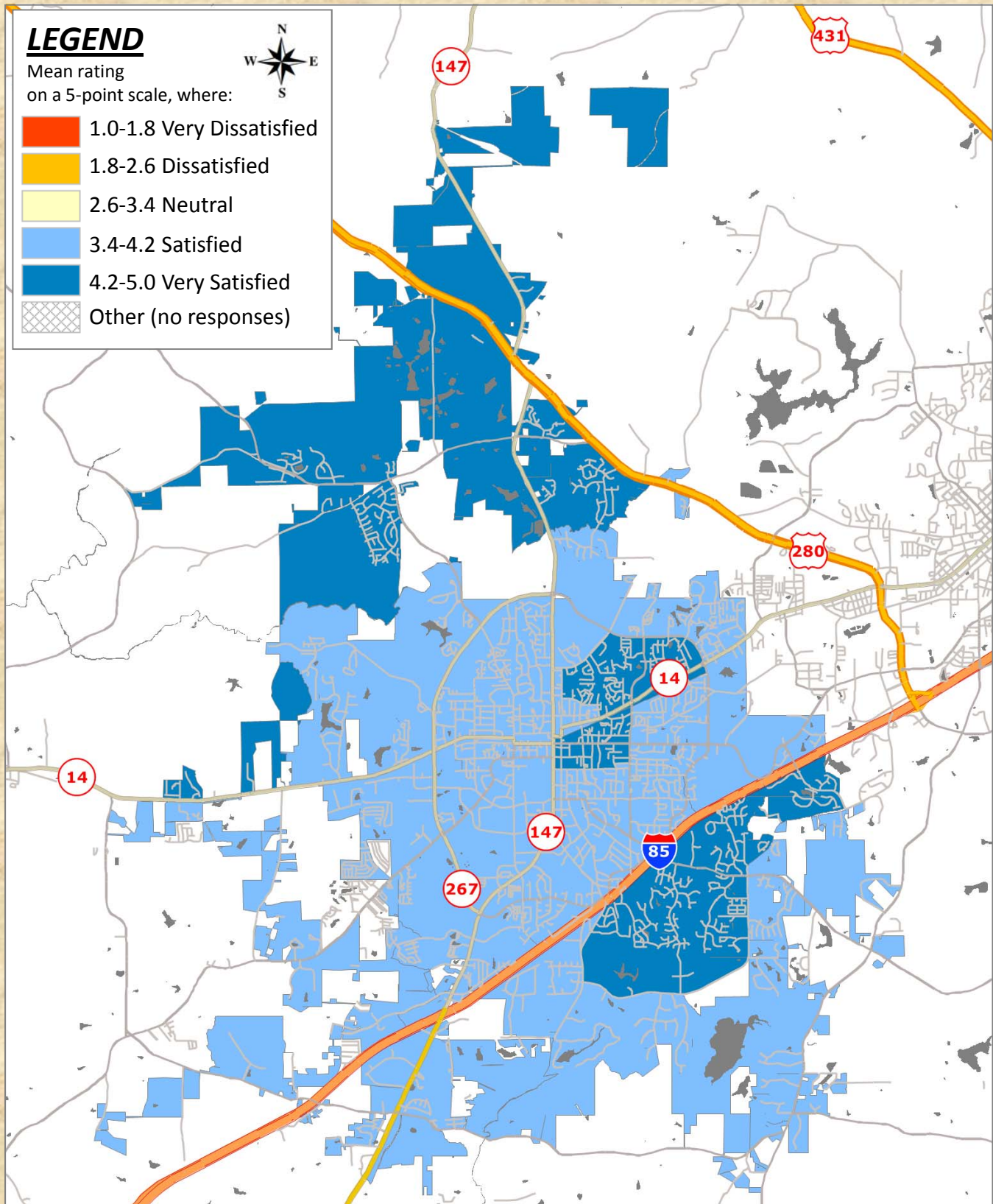


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12d Satisfaction with maintenance of traffic signals

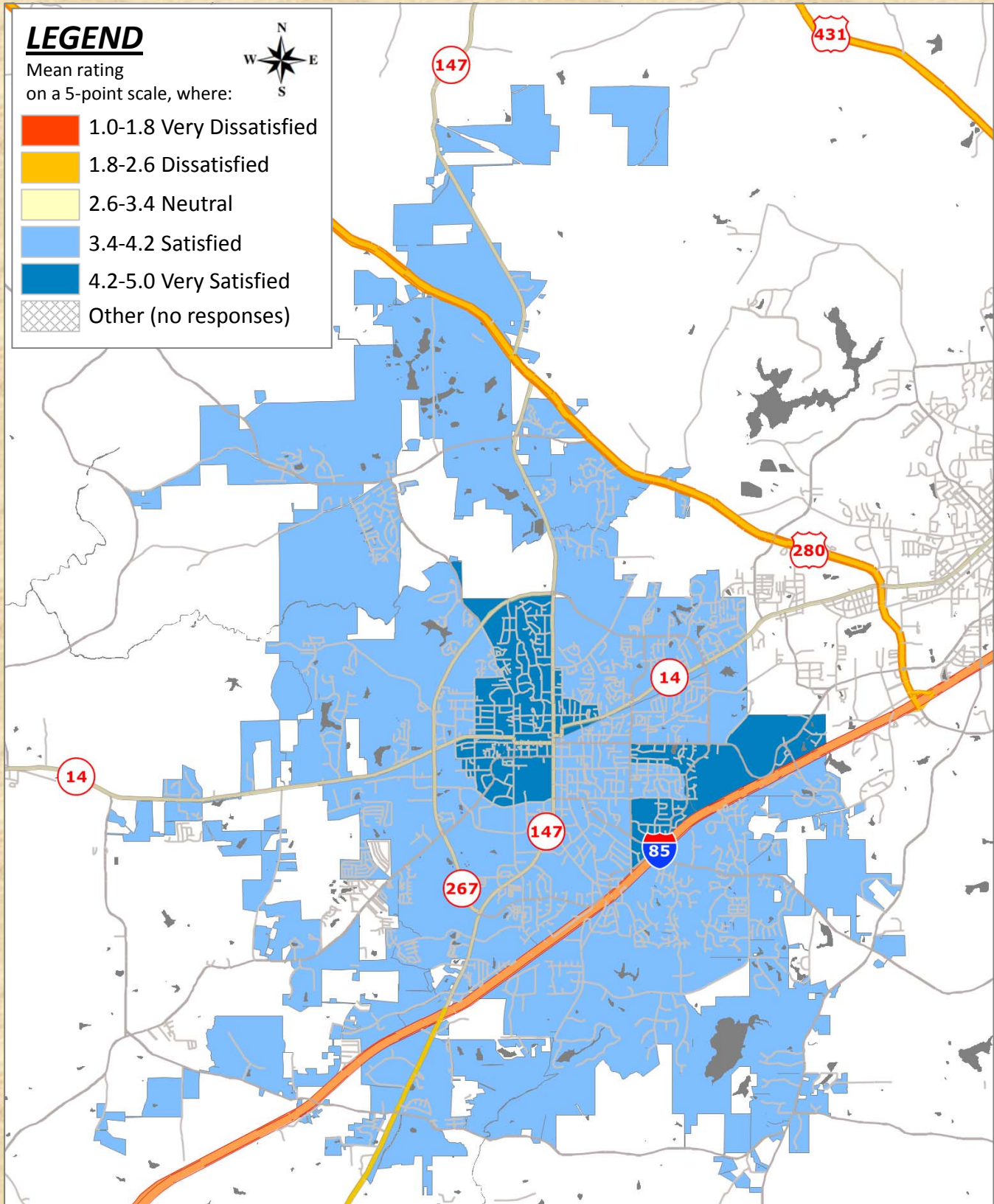


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12e Satisfaction with the maintenance of downtown Auburn

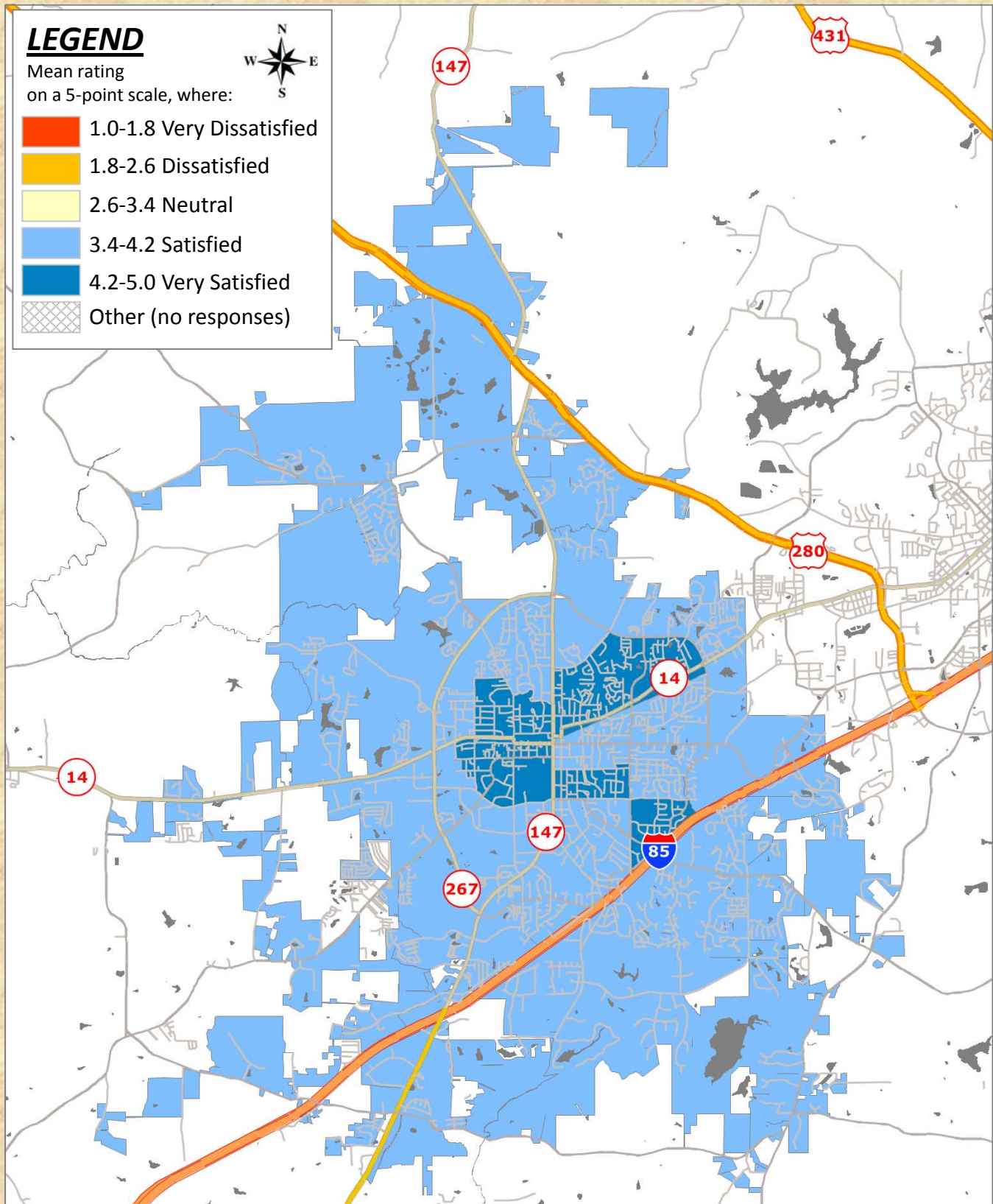


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12f Satisfaction with the maintenance of City buildings

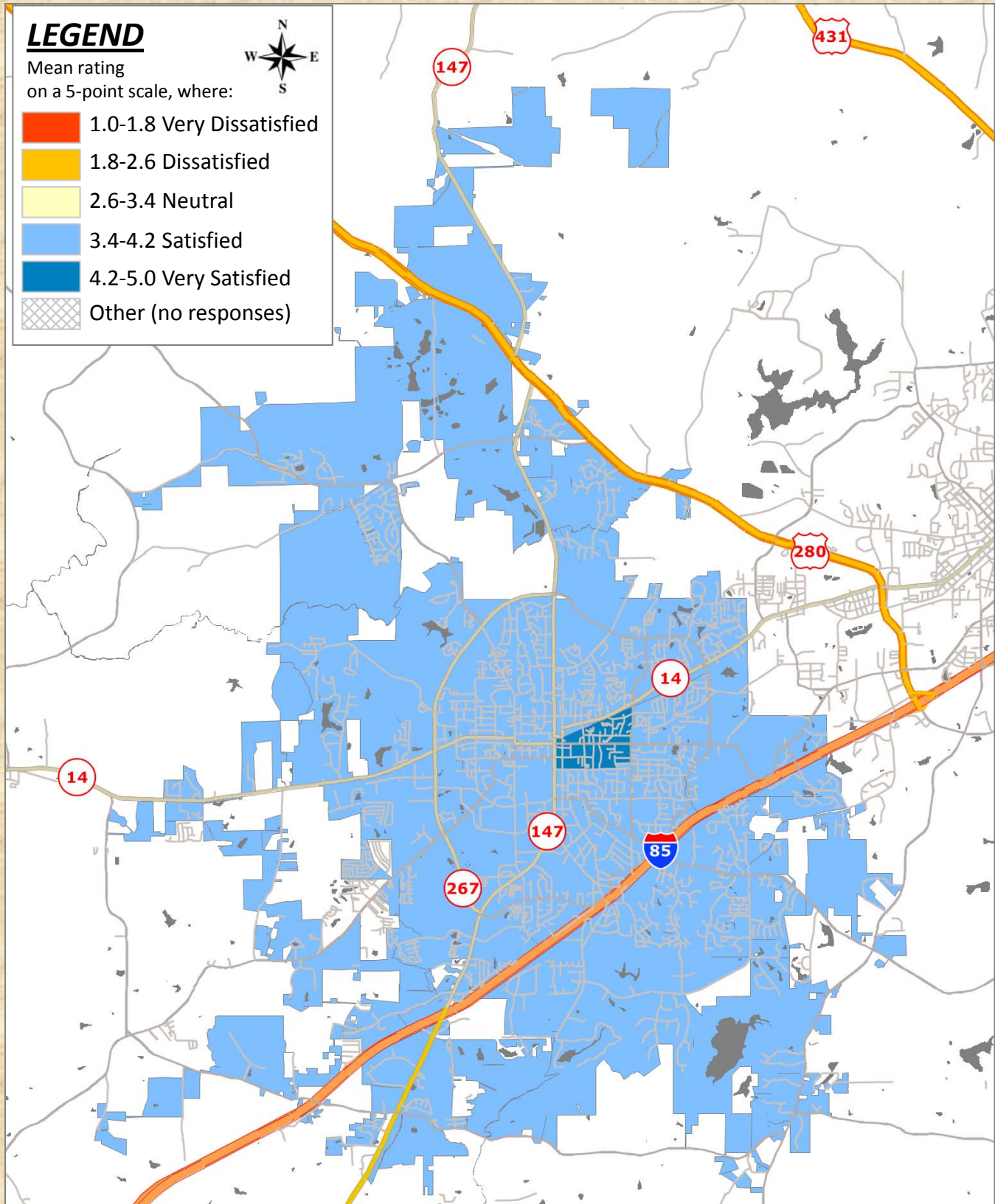


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12g Satisfaction with mowing and trimming along streets and other public areas

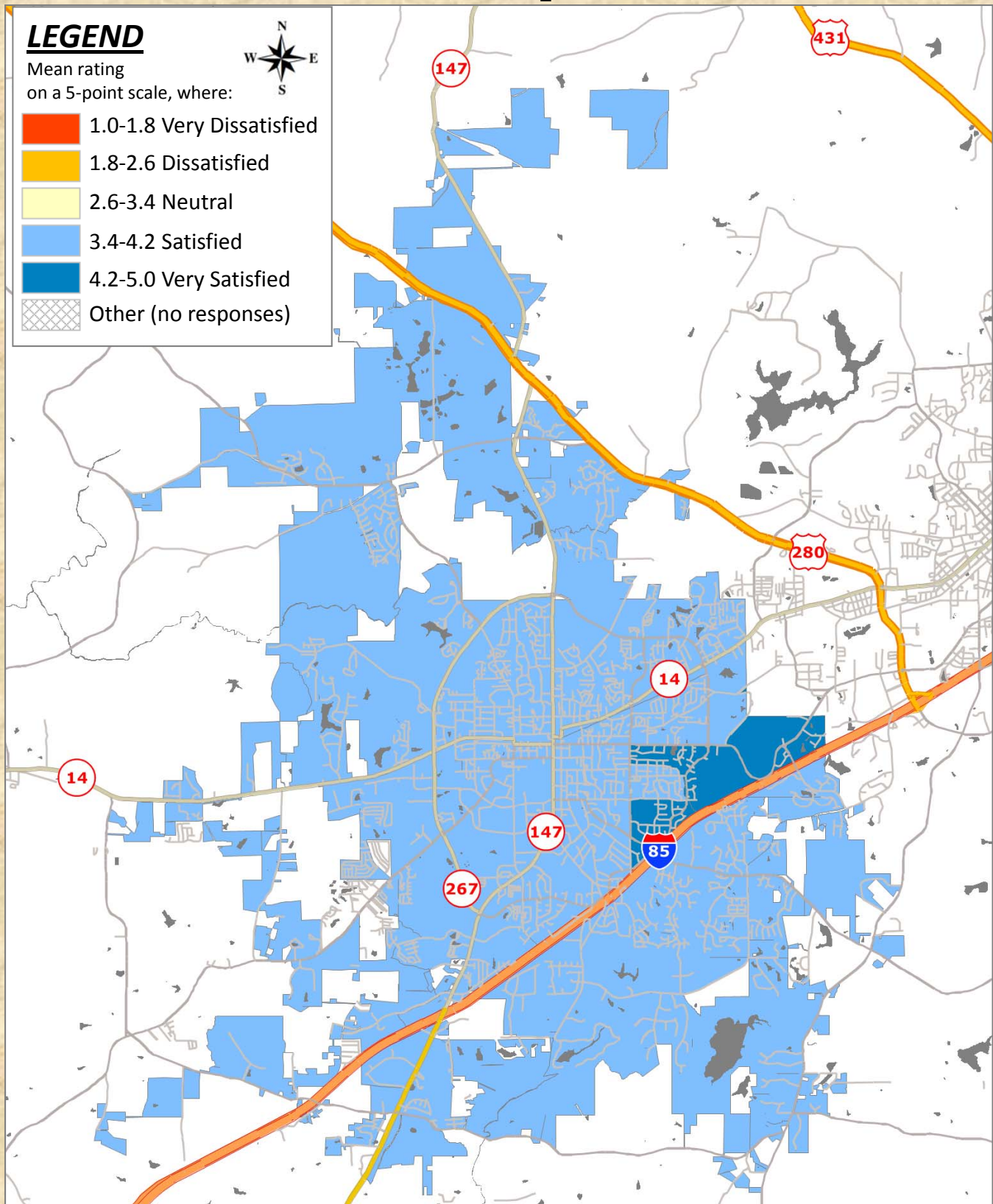


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12h Satisfaction with the overall cleanliness of streets and other public areas

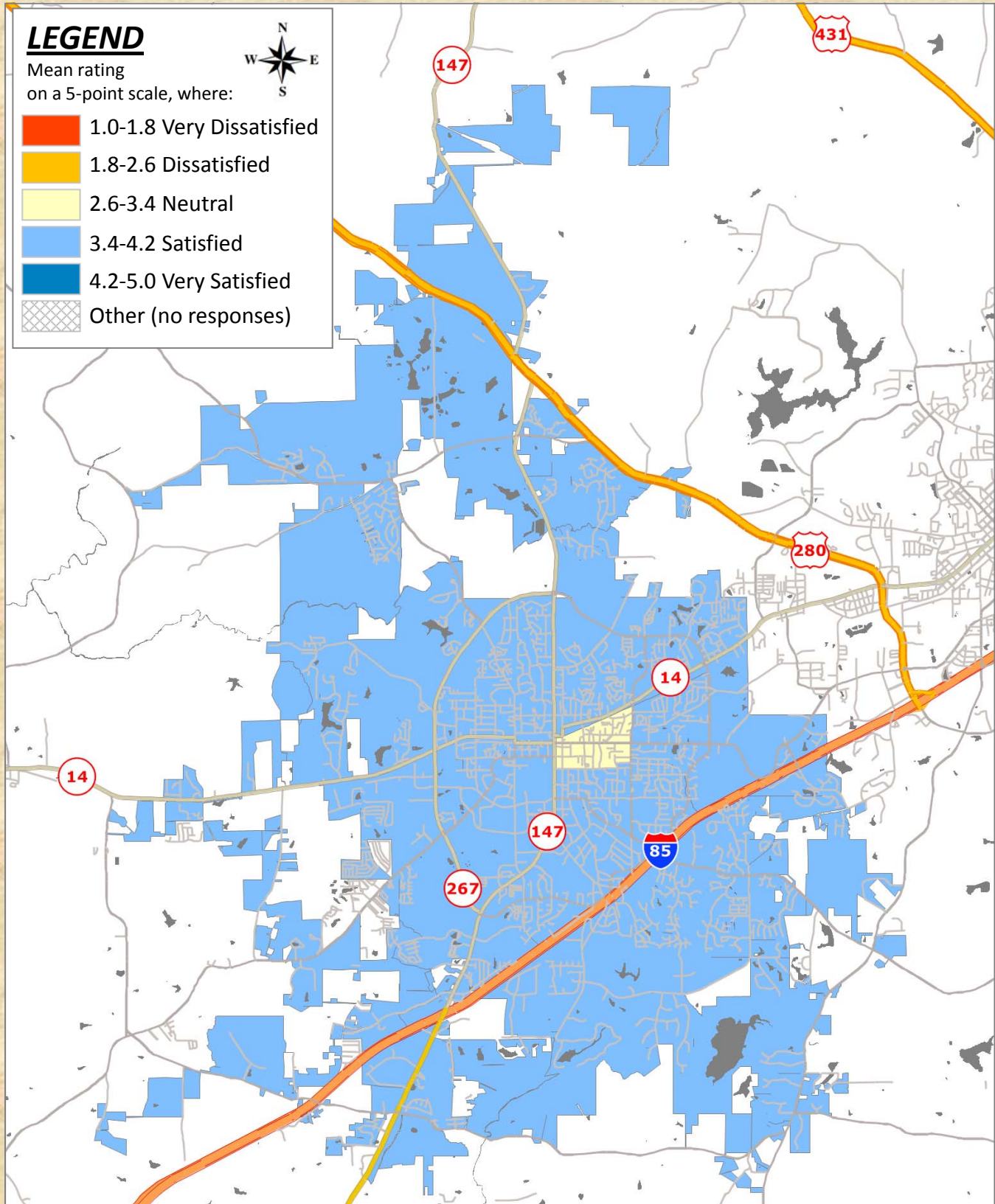


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12i Satisfaction with adequacy of City street lighting

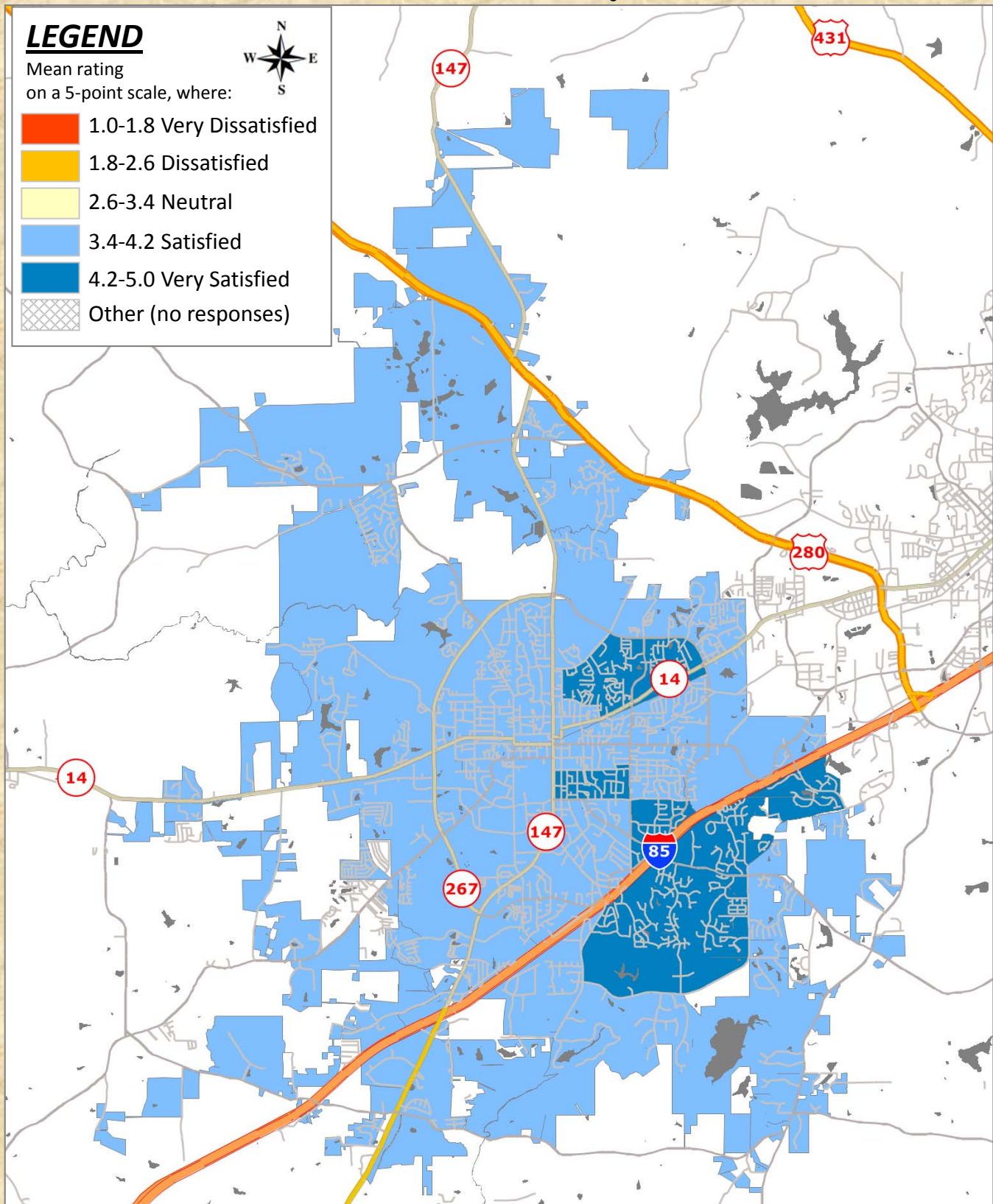


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12j Satisfaction with the maintenance of water lines and fire hydrants

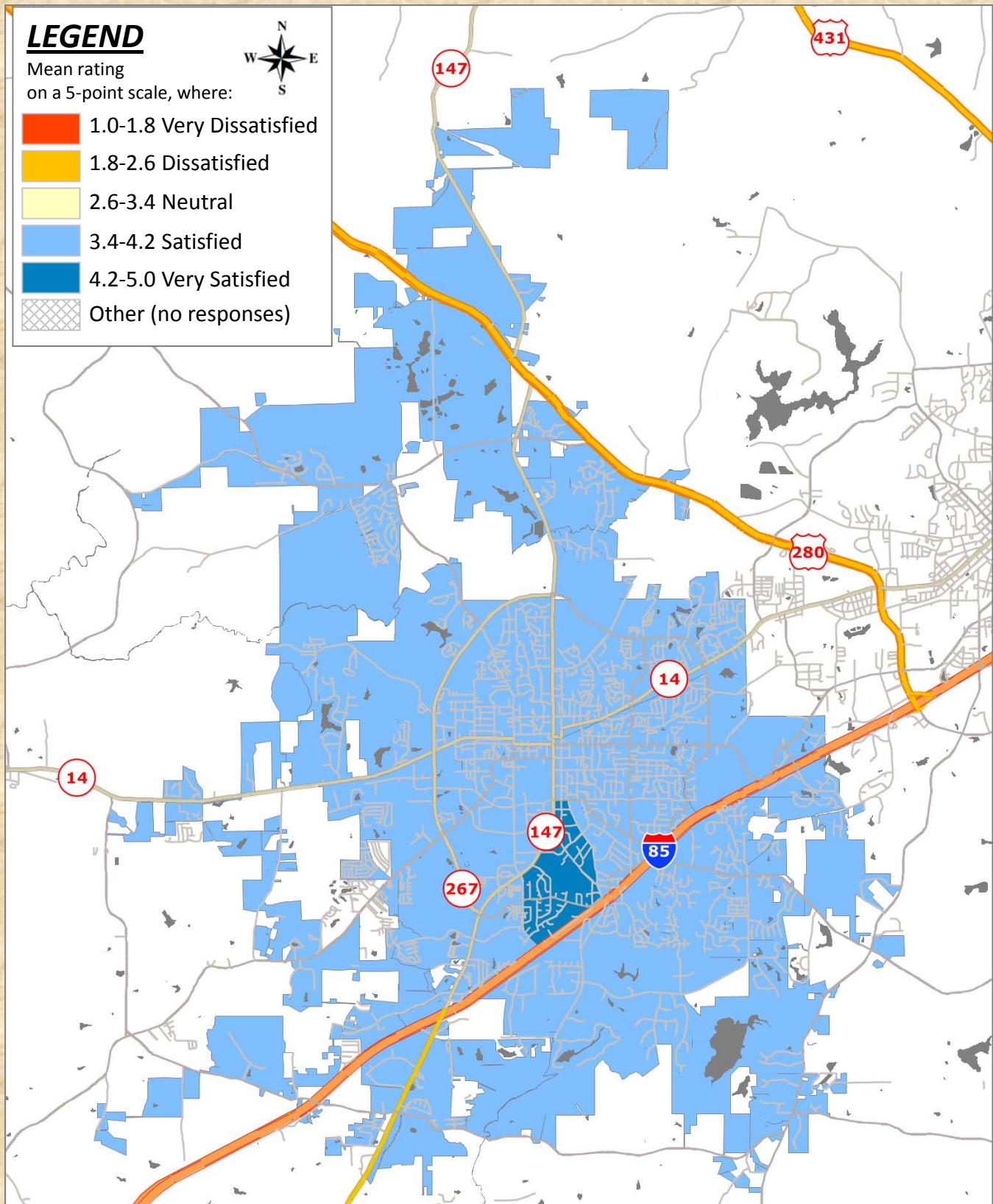


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q12k Satisfaction with the maintenance of sewer lines and manholes

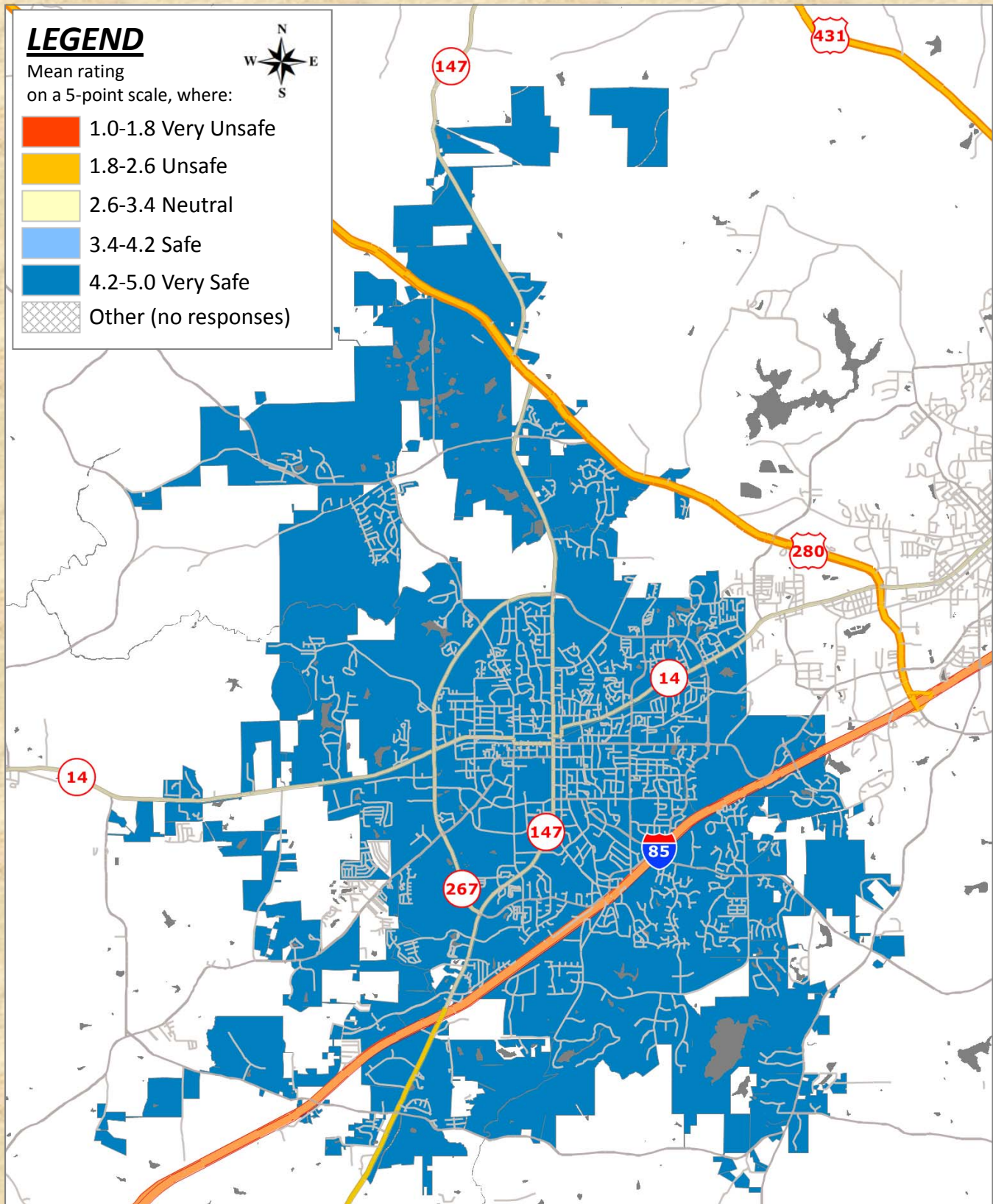


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q14a Feeling of safety in neighborhoods during day

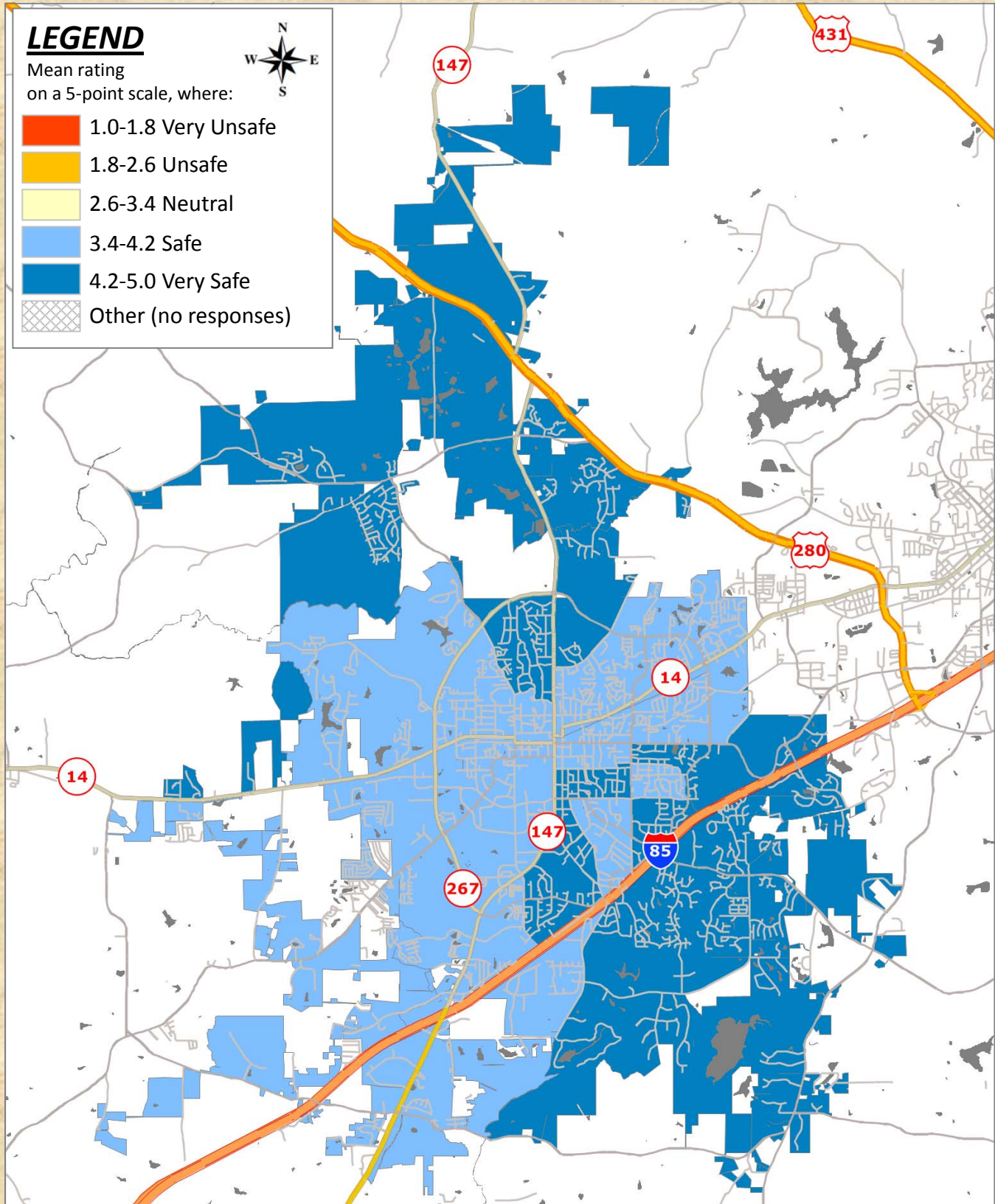


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q14b Feeling of safety in neighborhoods at night

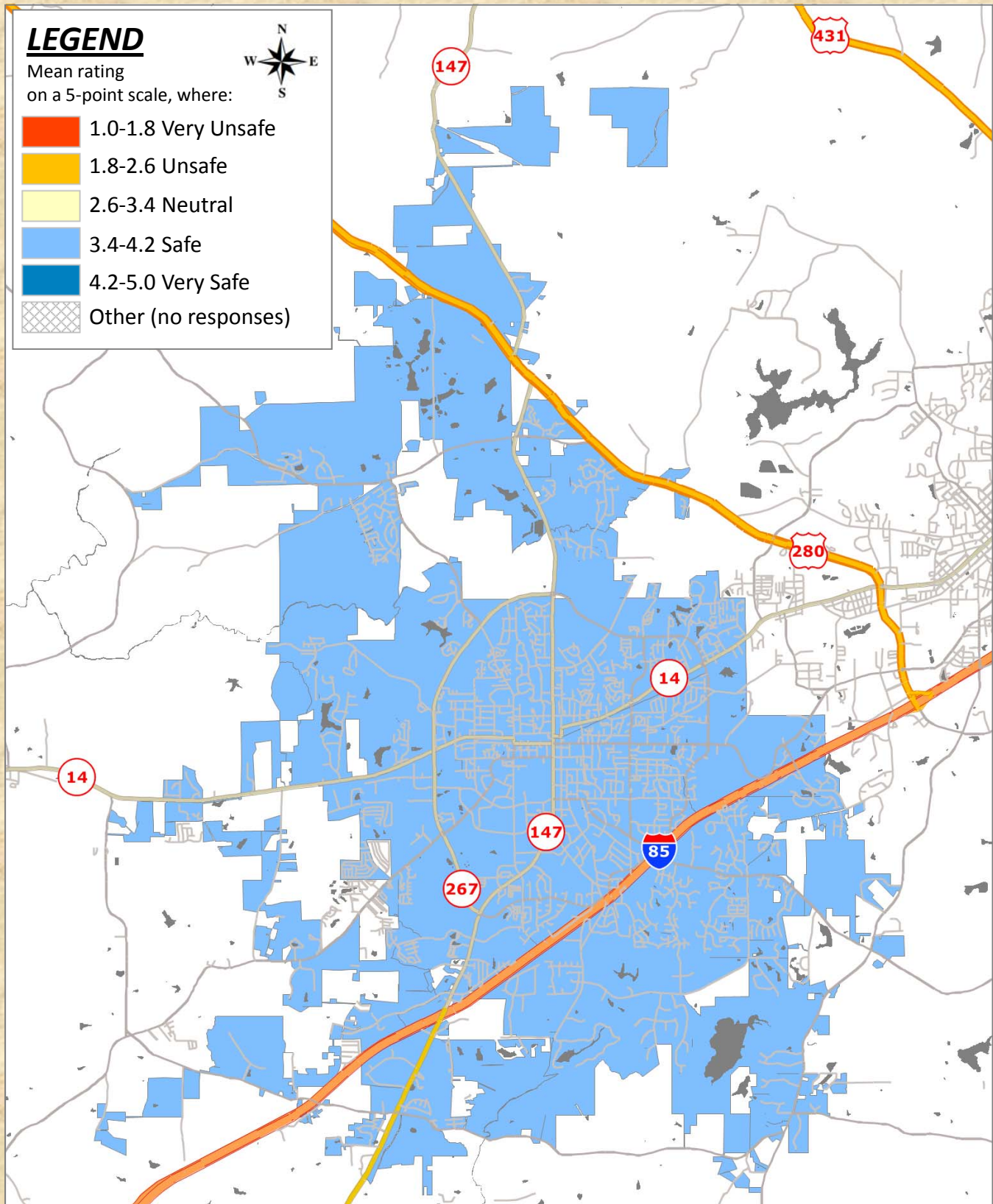


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q14c Satisfaction with the safety in City's parks

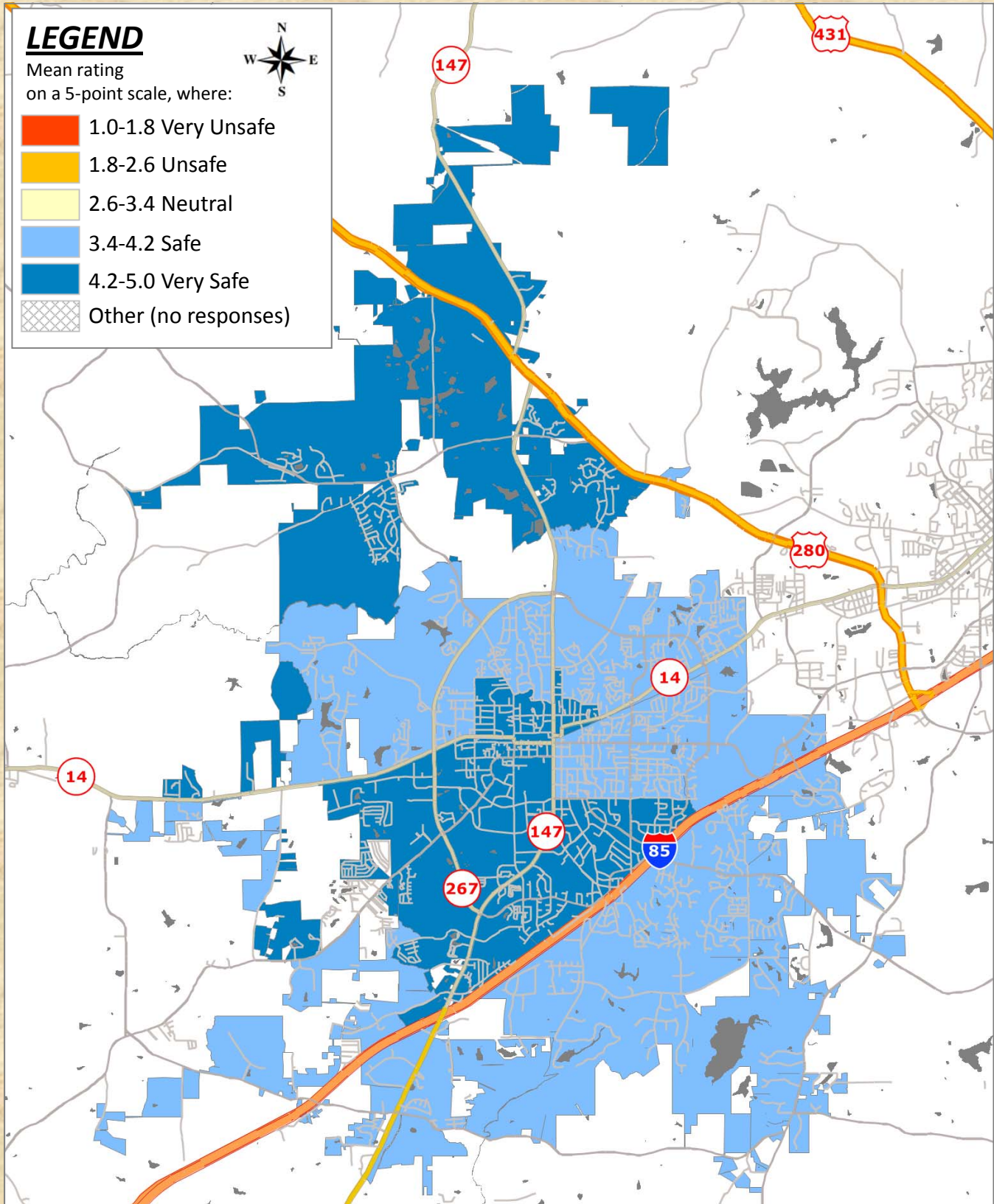


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q14d Feeling of safety in commercial and retail areas

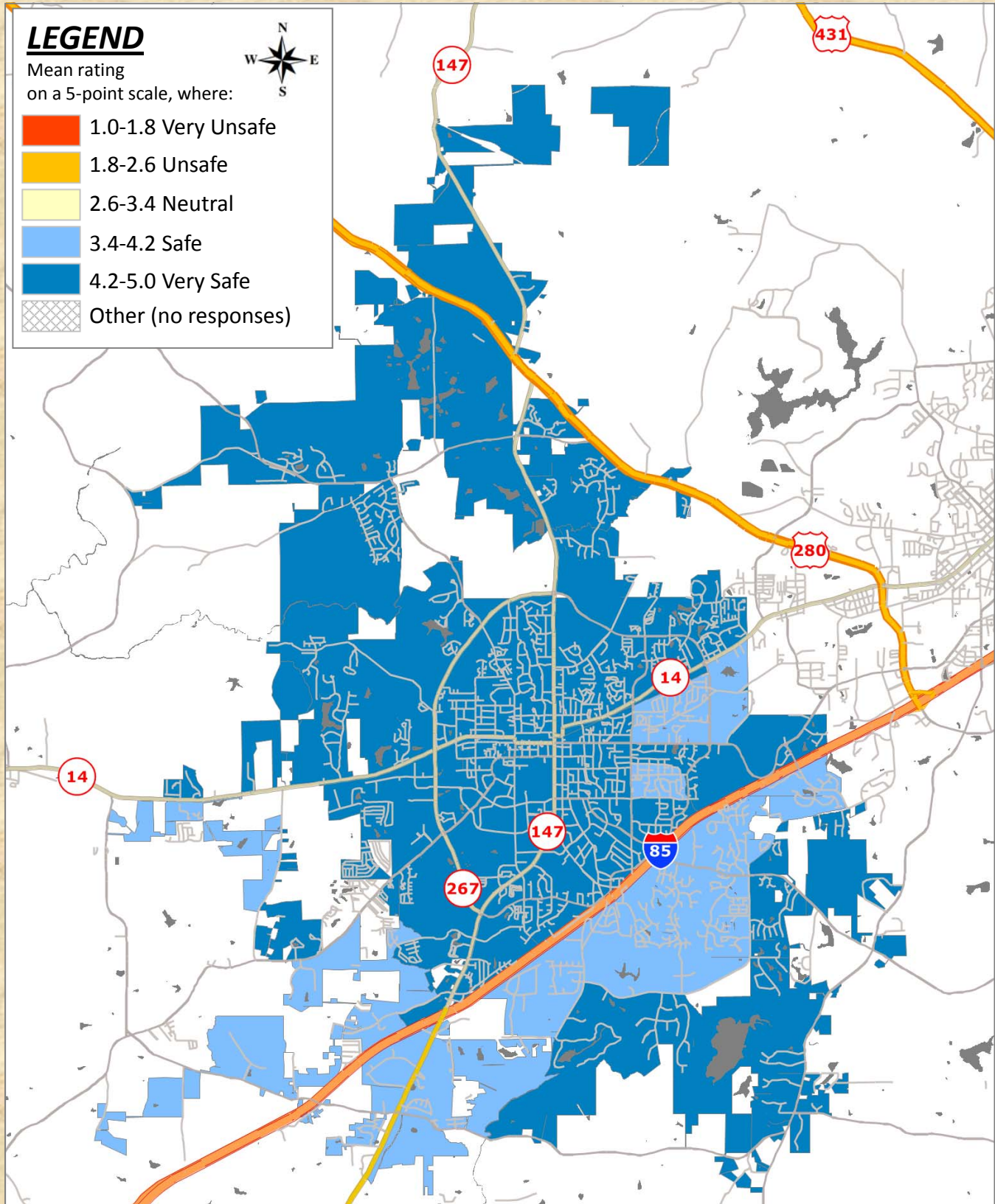


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q14e Feeling of safety in downtown Auburn

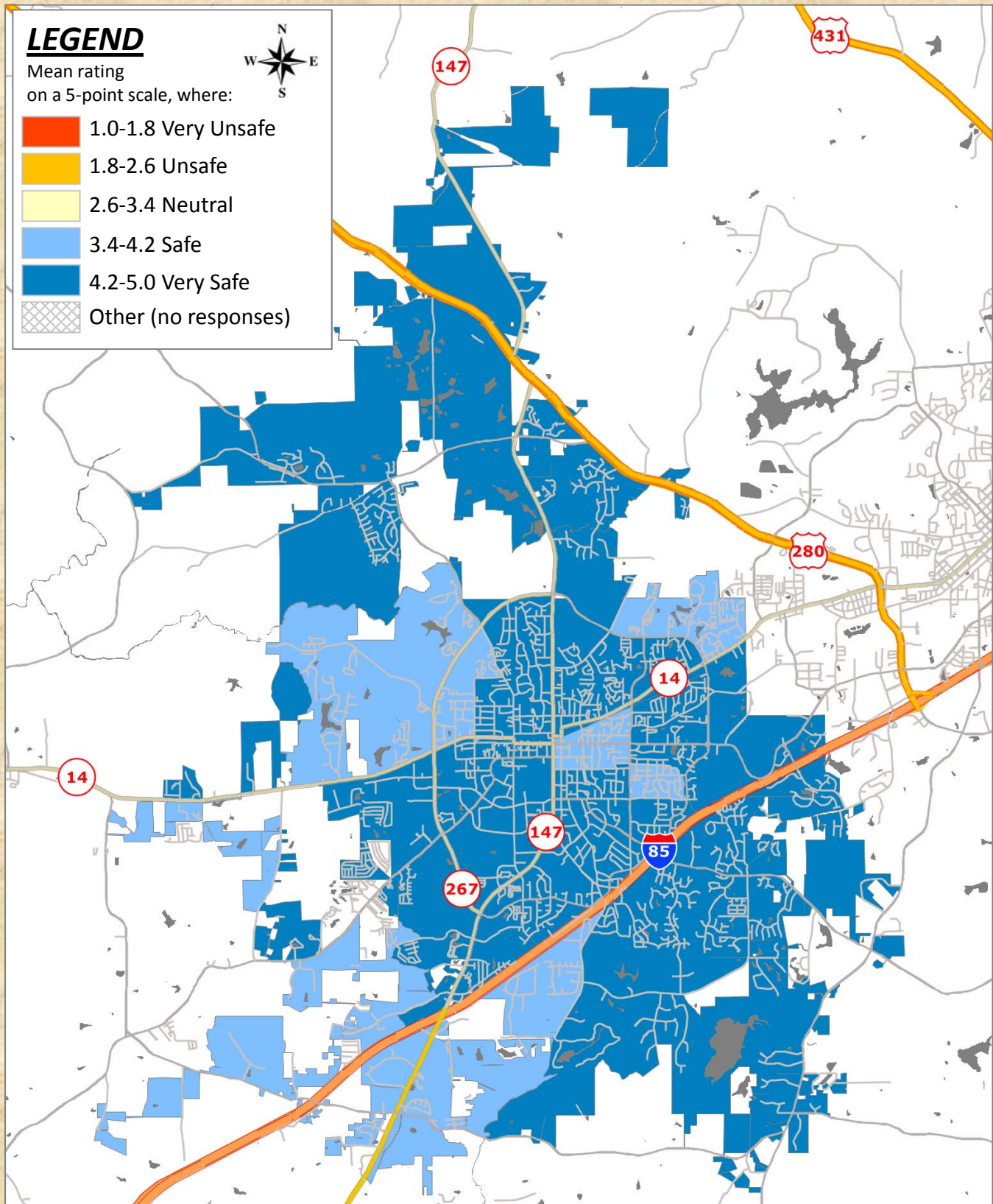


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q14f Overall feeling of safety in Auburn

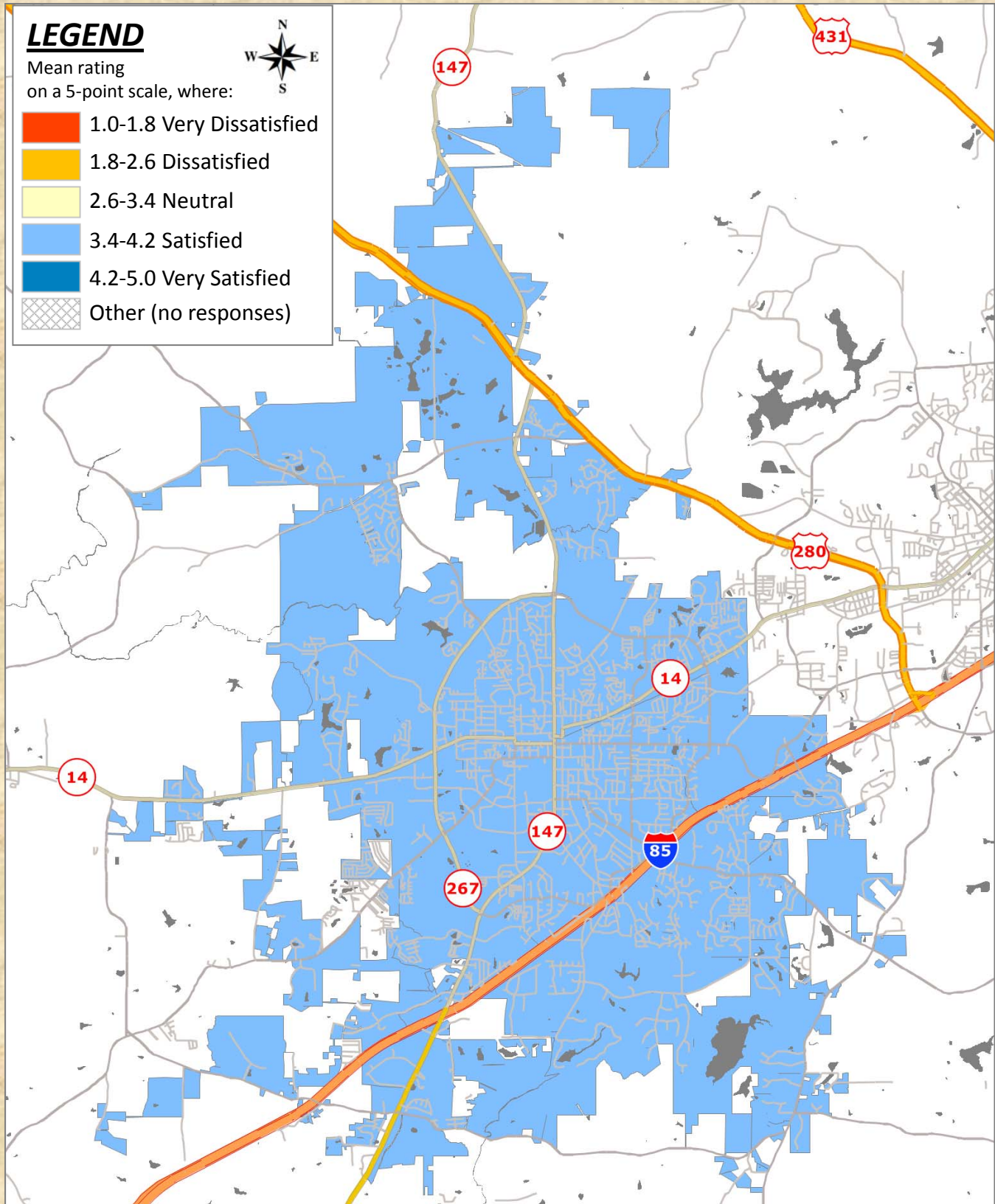


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q15a Satisfaction with the overall quality of leadership provided by the City's elected officials

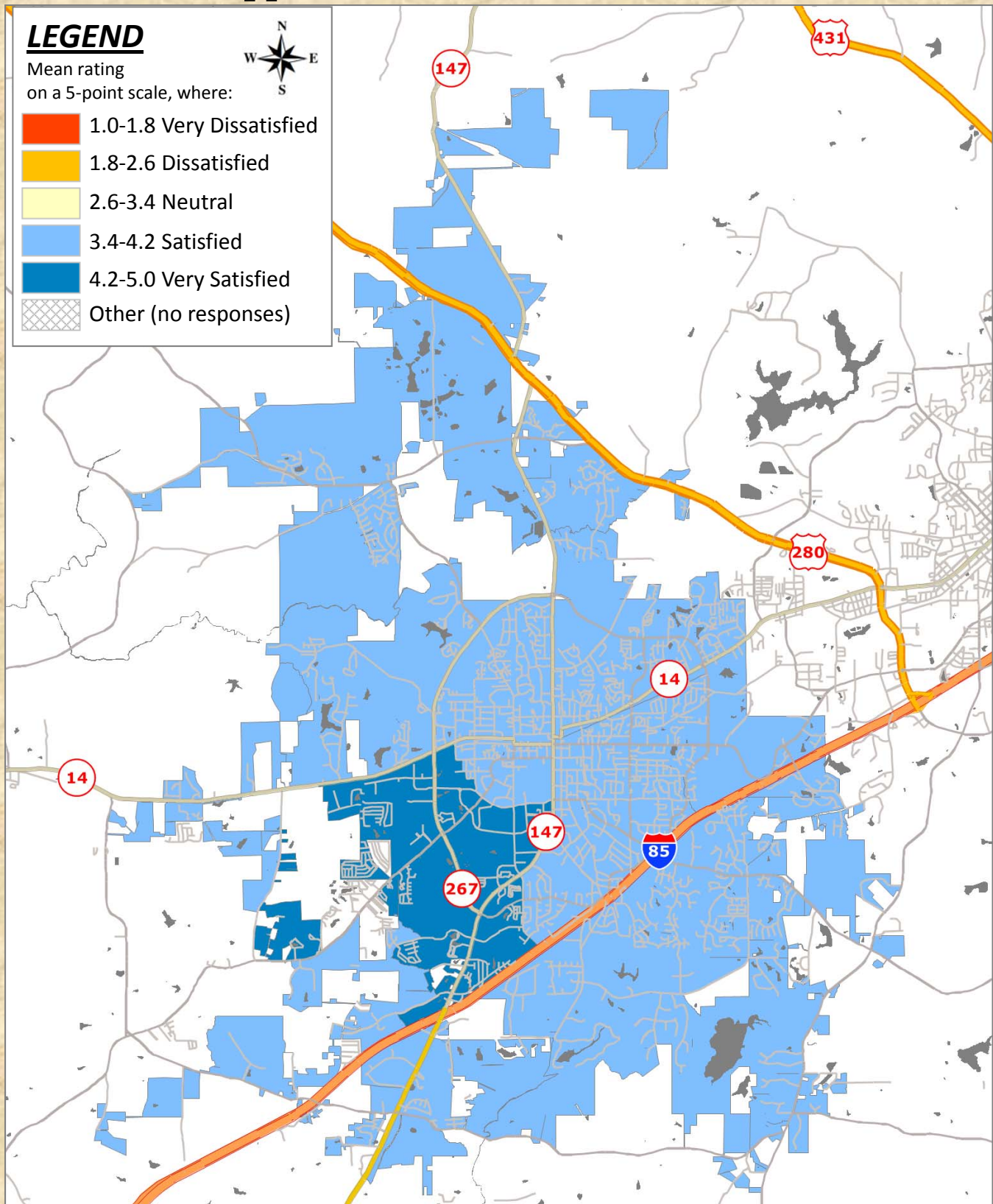


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q15b Satisfaction with the overall effectiveness of appointed boards and commissions

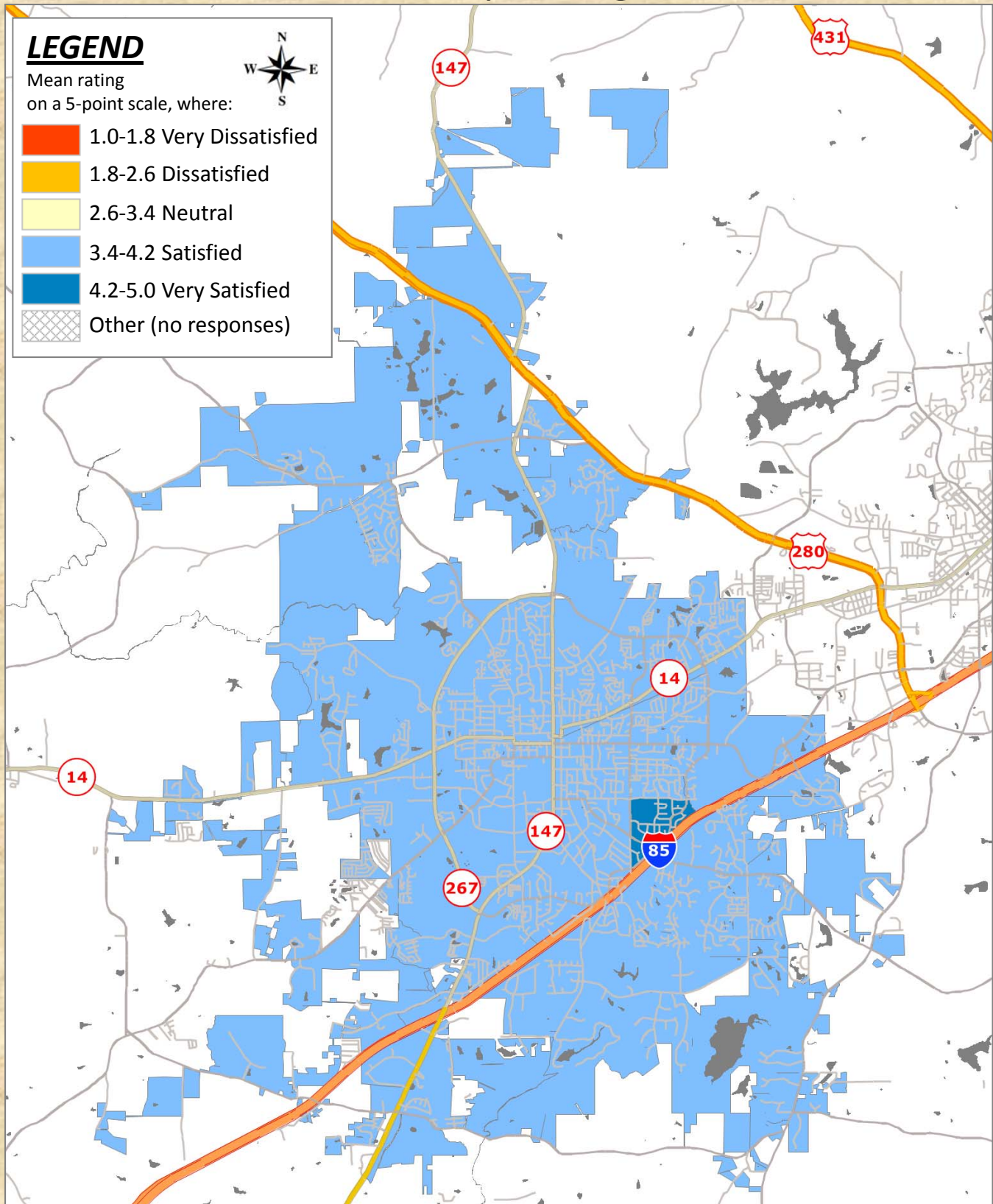


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q15c Satisfaction with the overall effectiveness of the City Manager

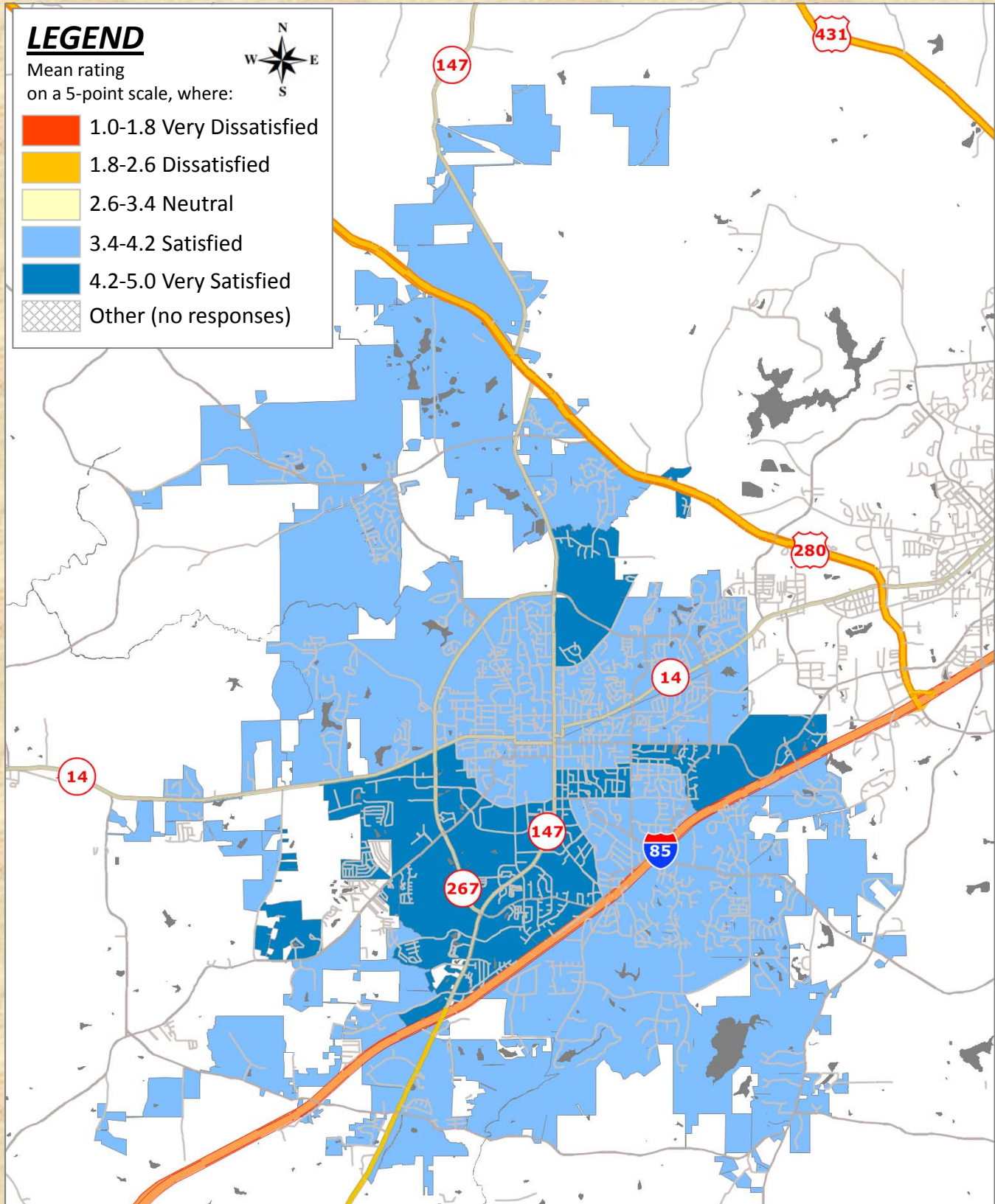


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16a Satisfaction with the maintenance of parks

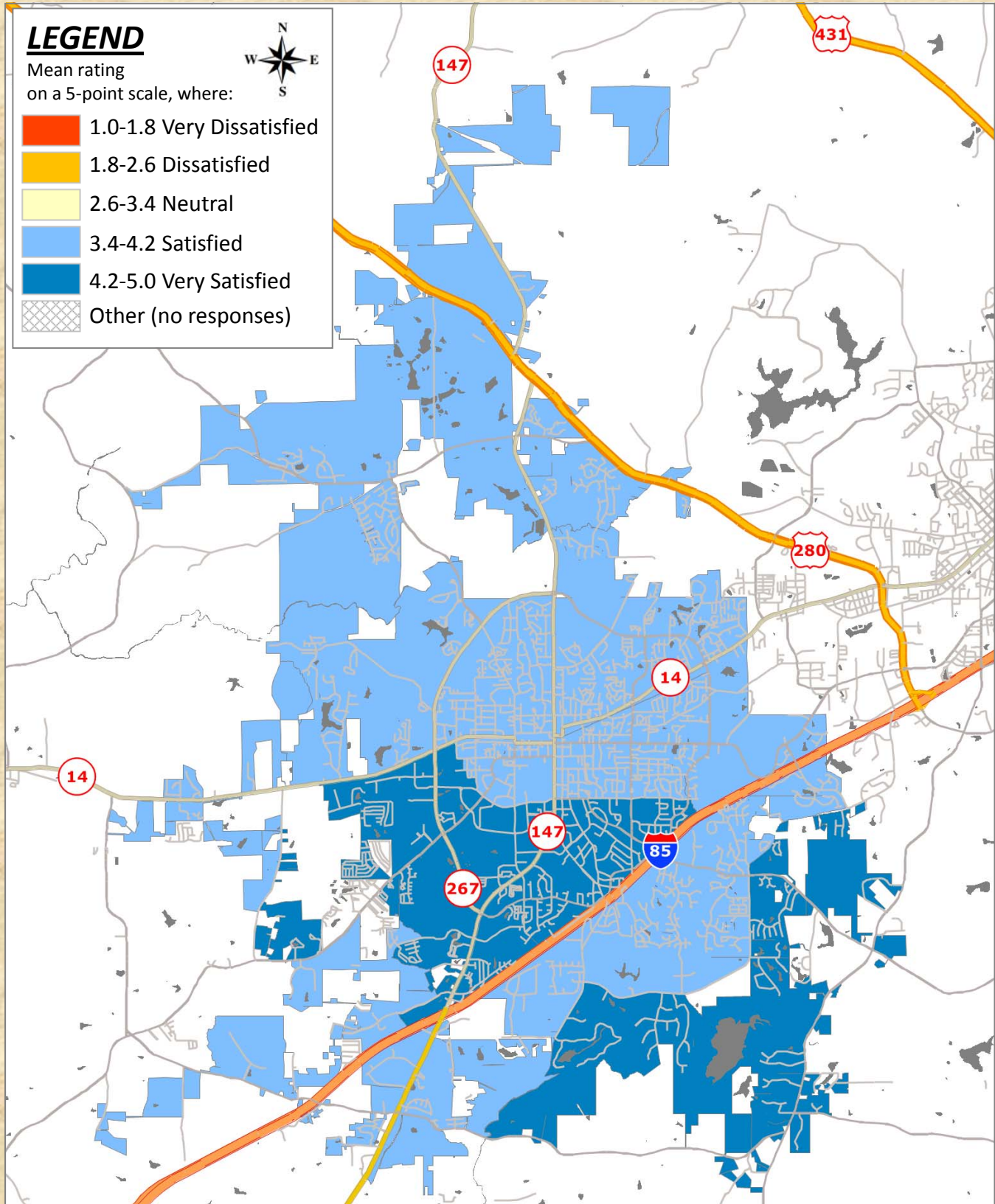


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16b Satisfaction with the maintenance of cemeteries

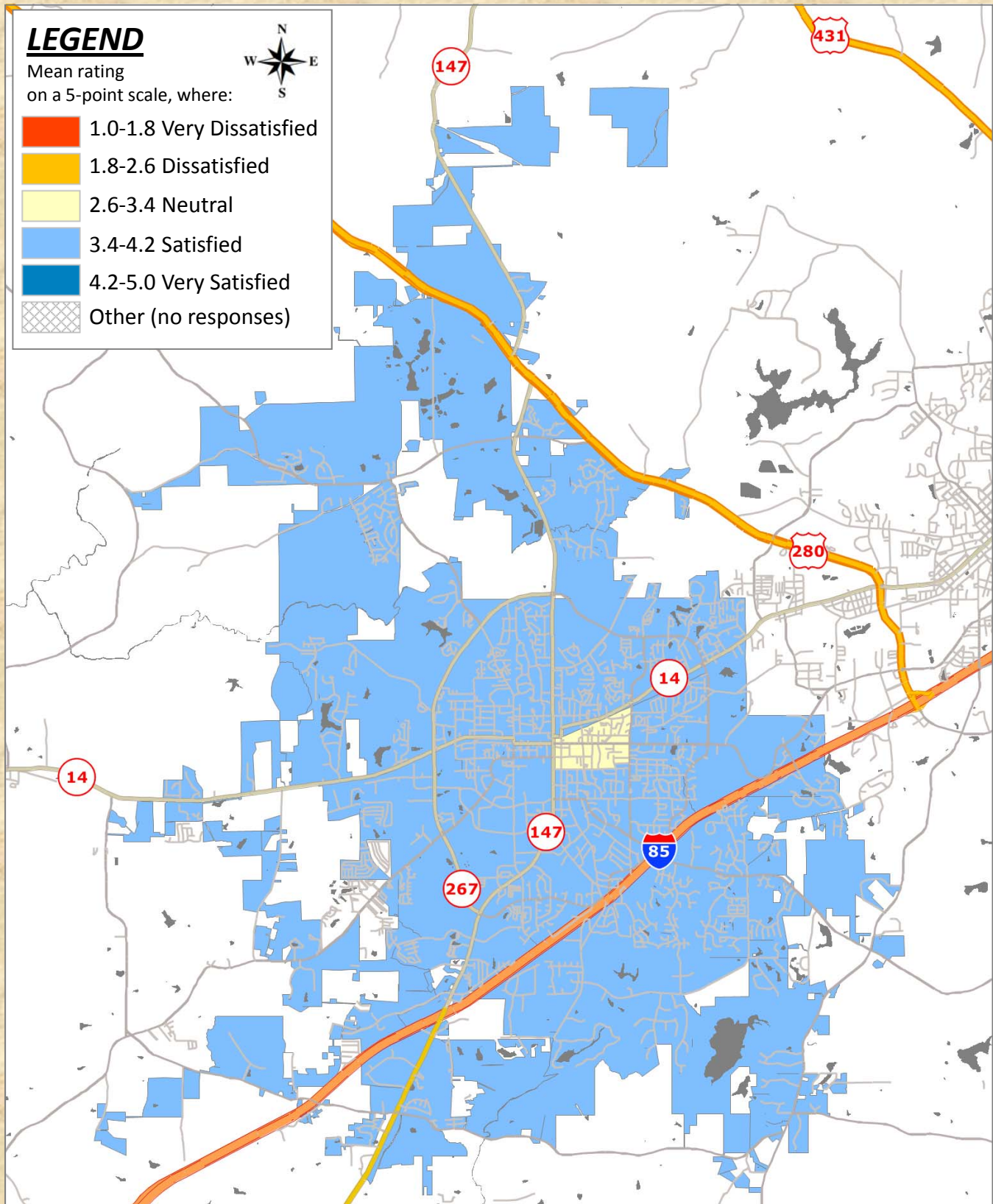


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16c Satisfaction with the number of parks

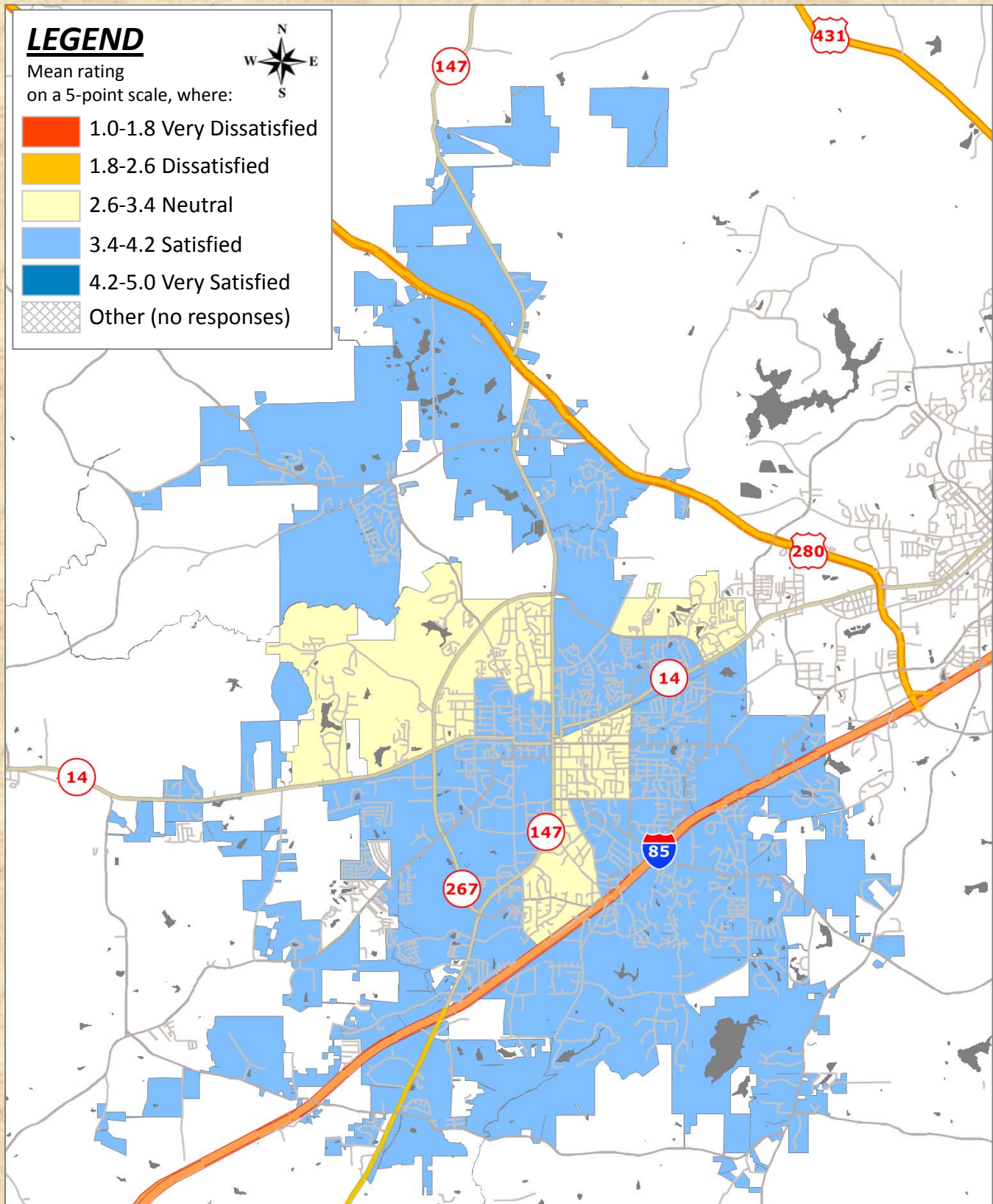


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16d Satisfaction with walking trails

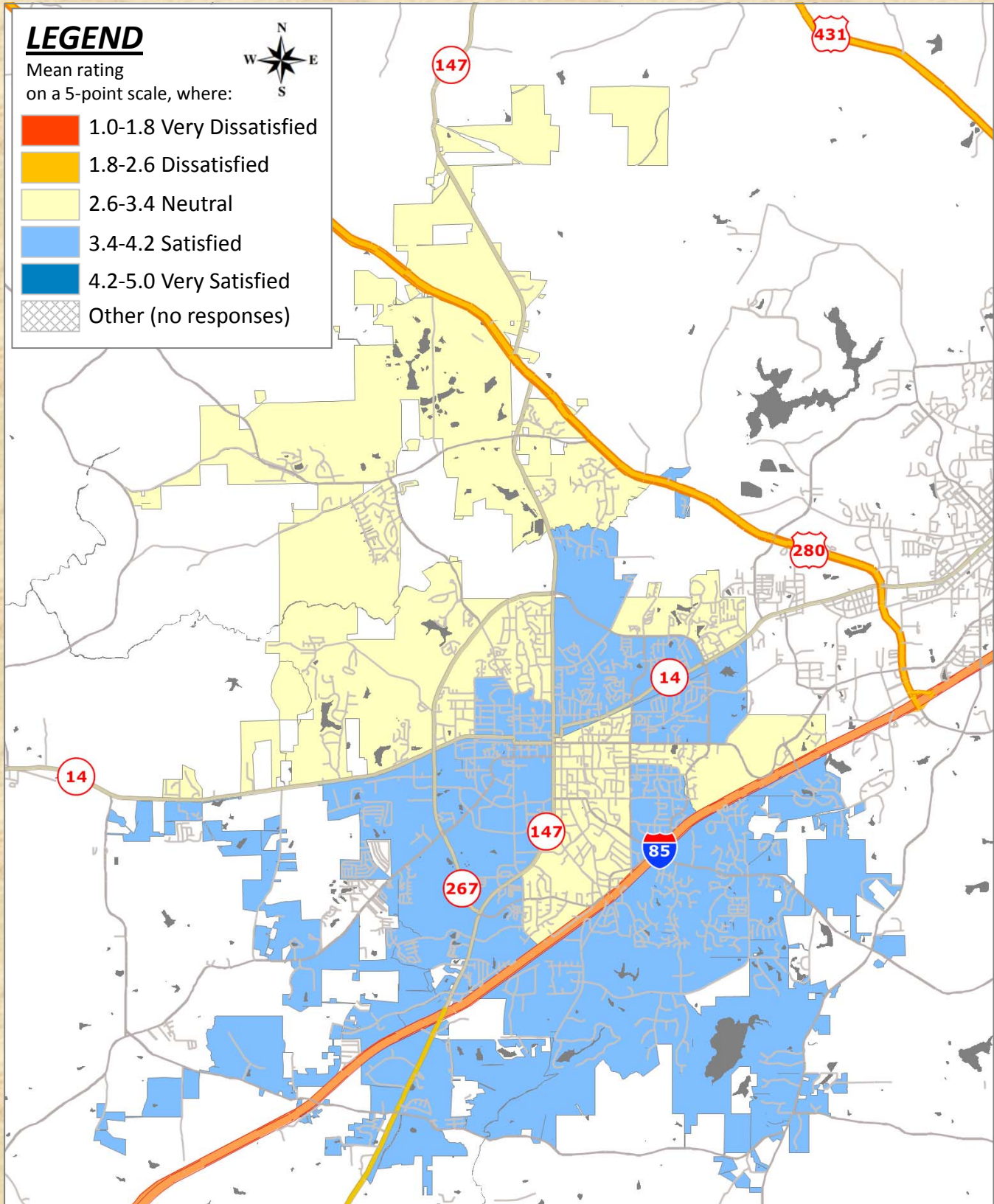


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16e Satisfaction with biking paths and lanes

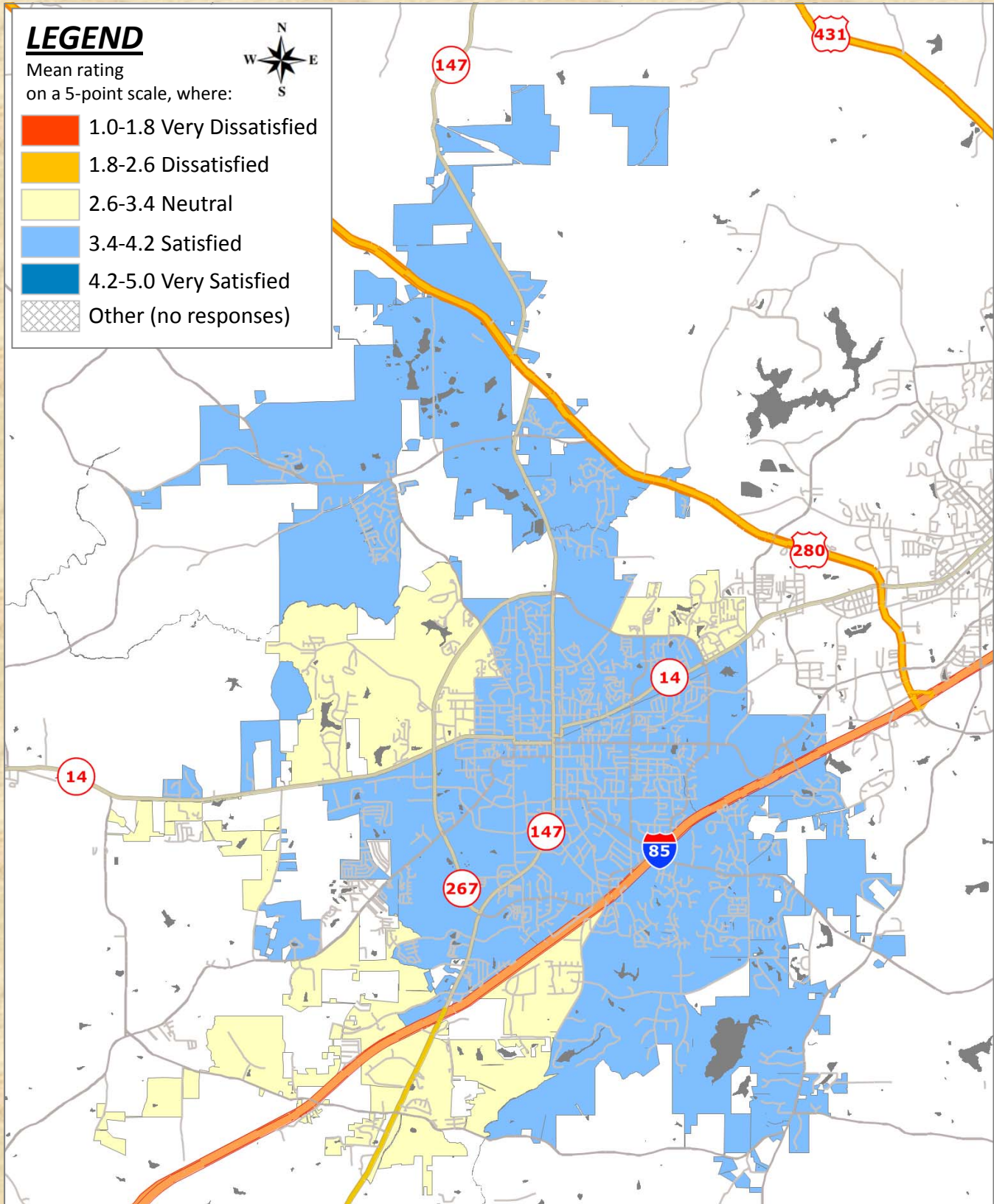


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16f Satisfaction with swimming pools

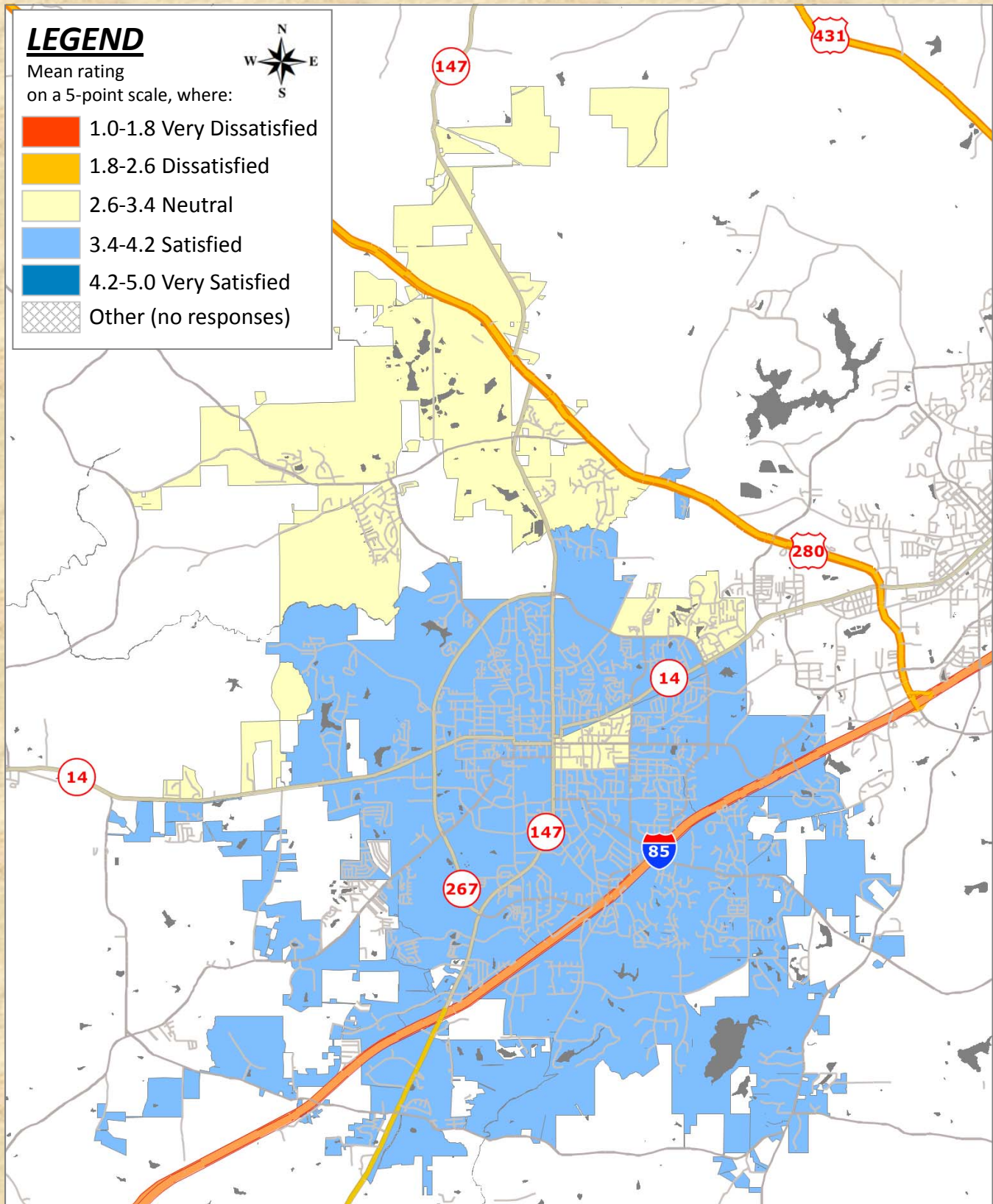


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16g Satisfaction with community recreation centers

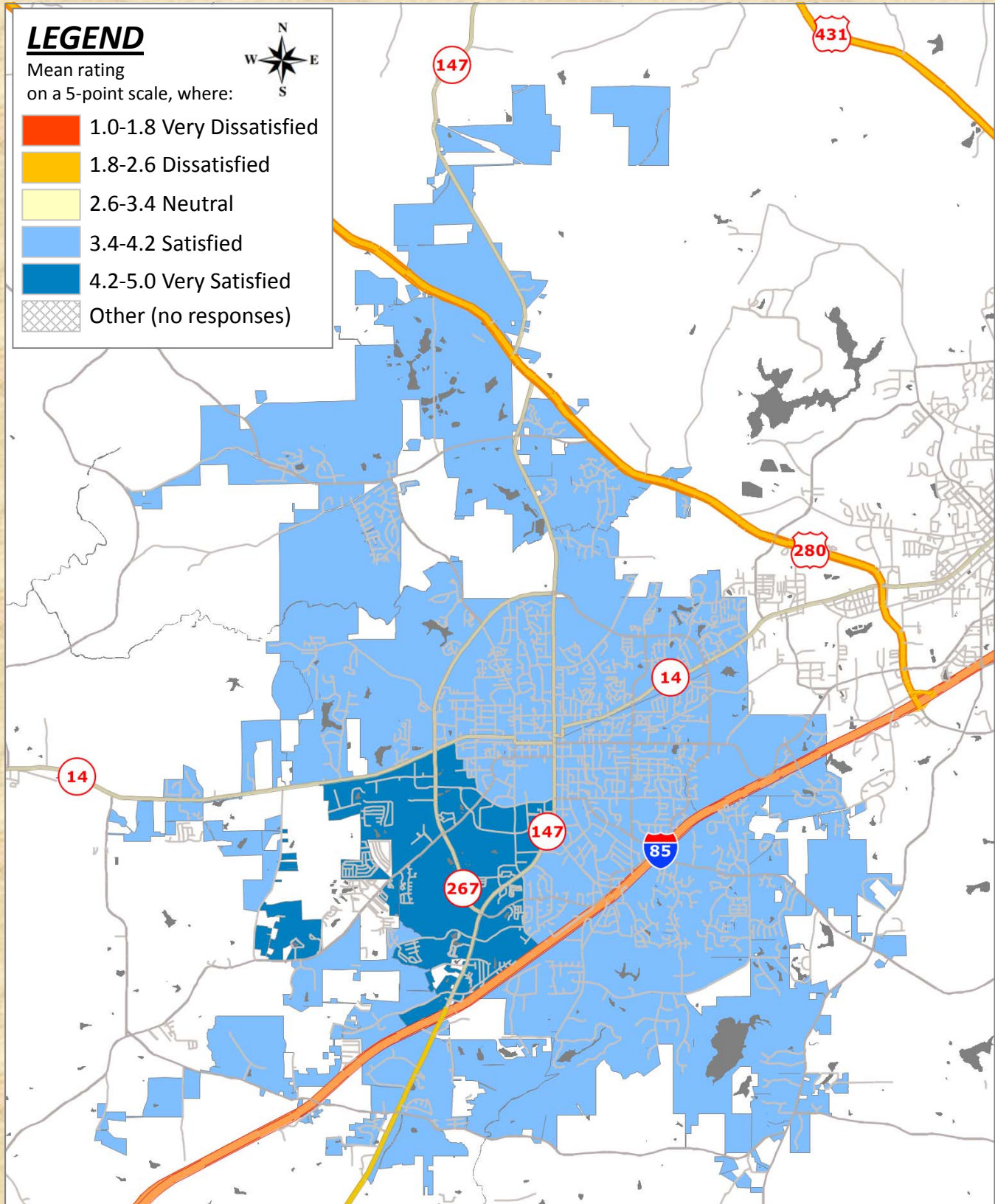


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16h Satisfaction with outdoor athletic fields

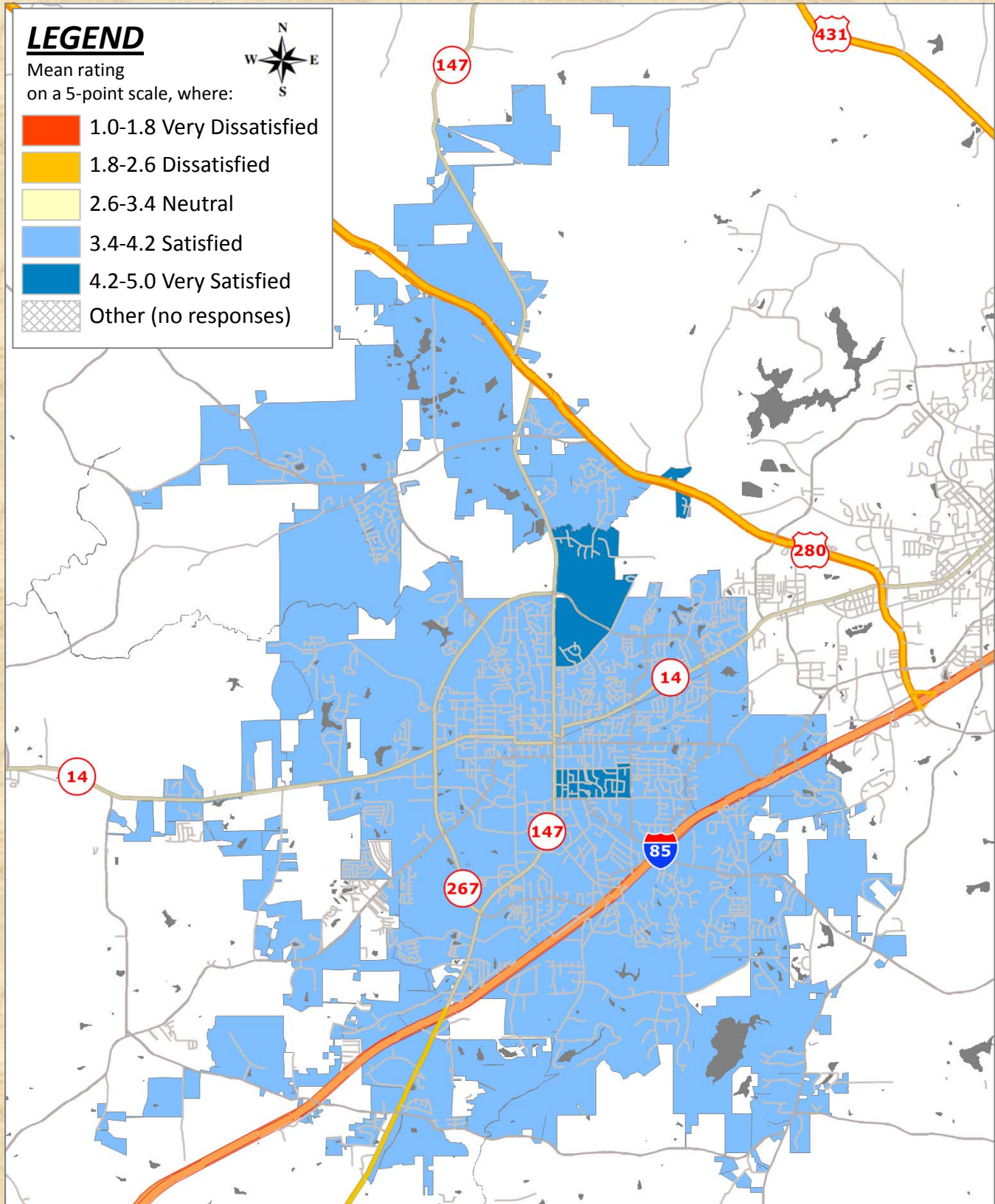


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16i Satisfaction with youth athletic programs

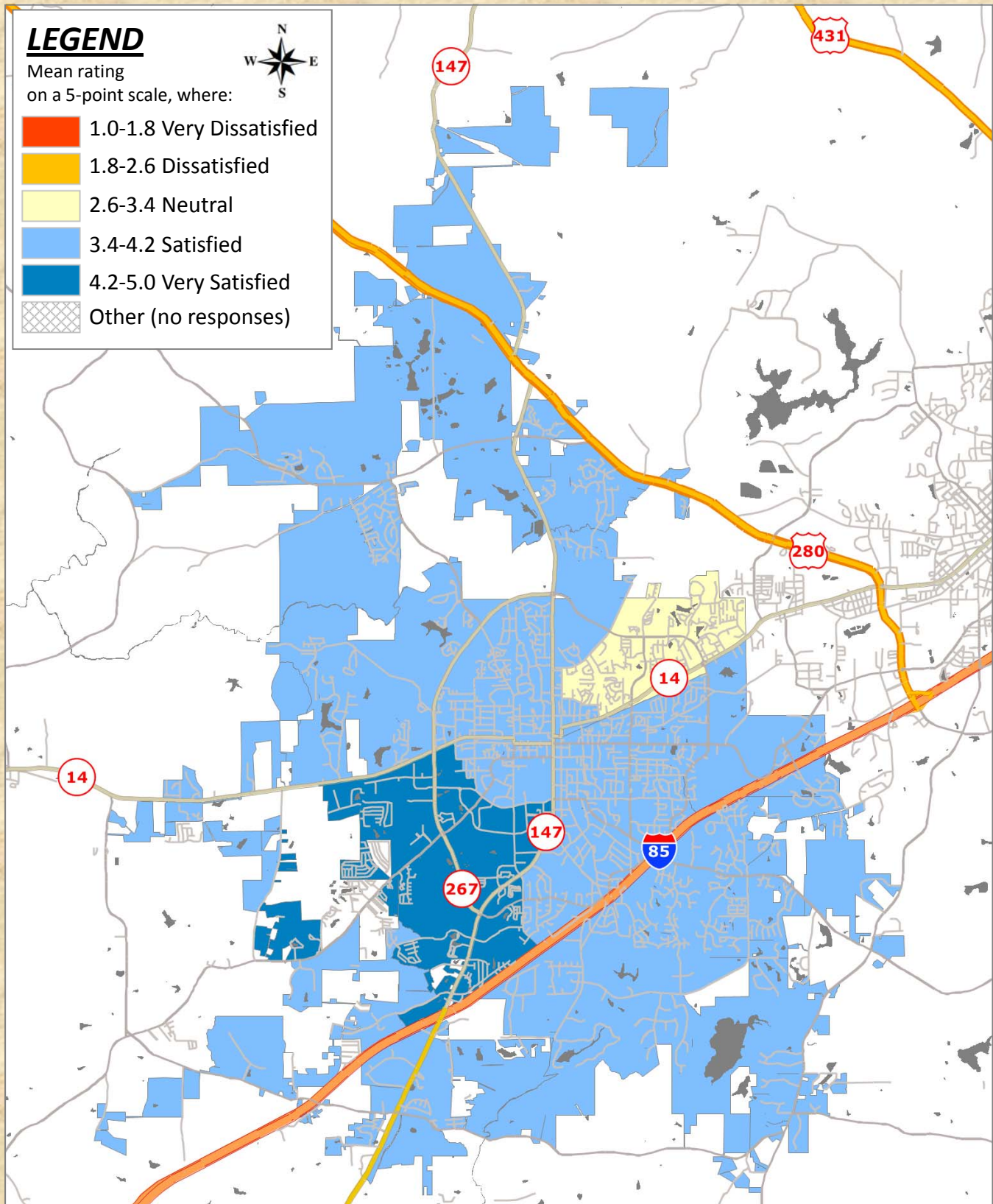


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16j Satisfaction with adult athletic programs

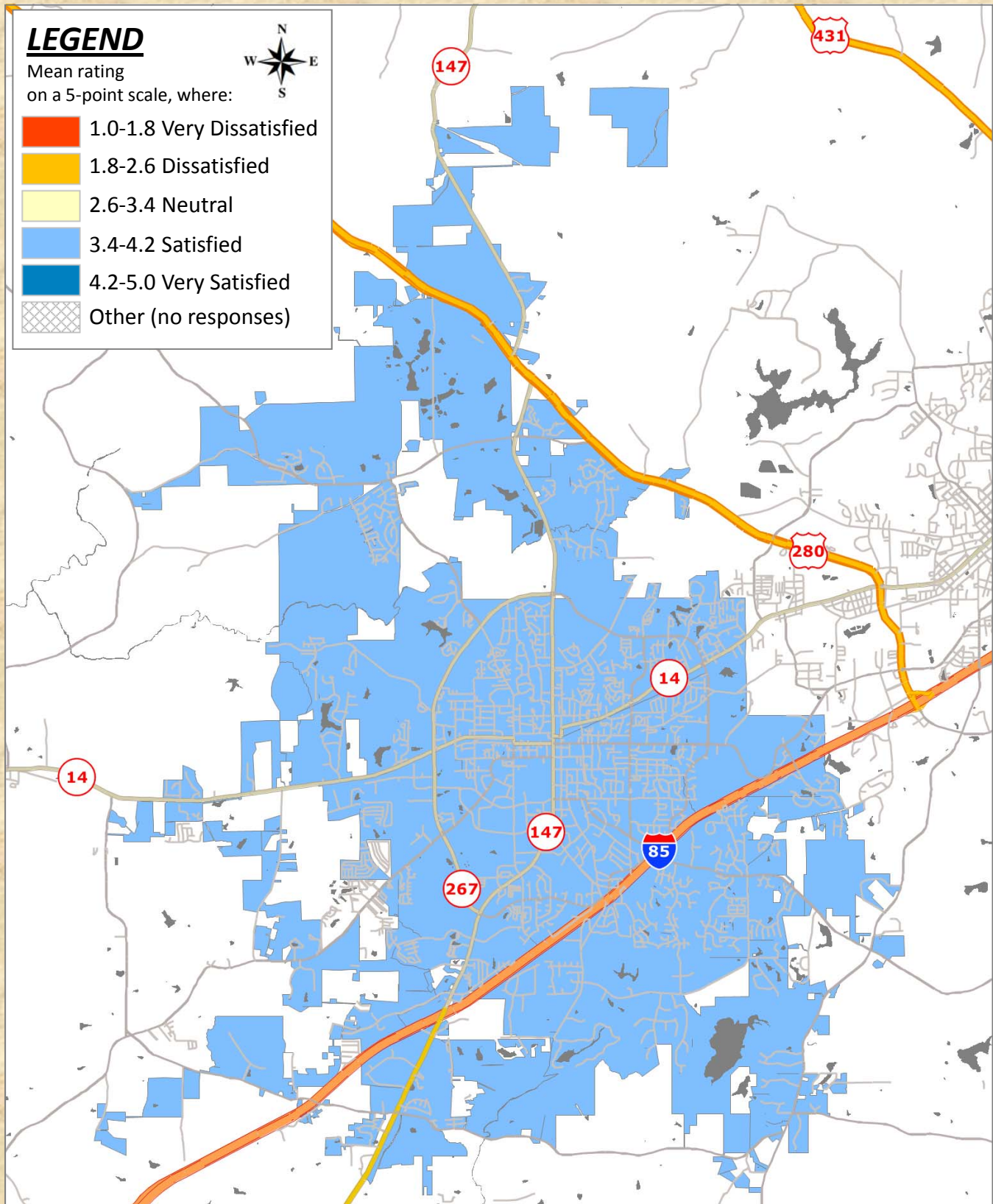


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16k Satisfaction with other City recreation programs

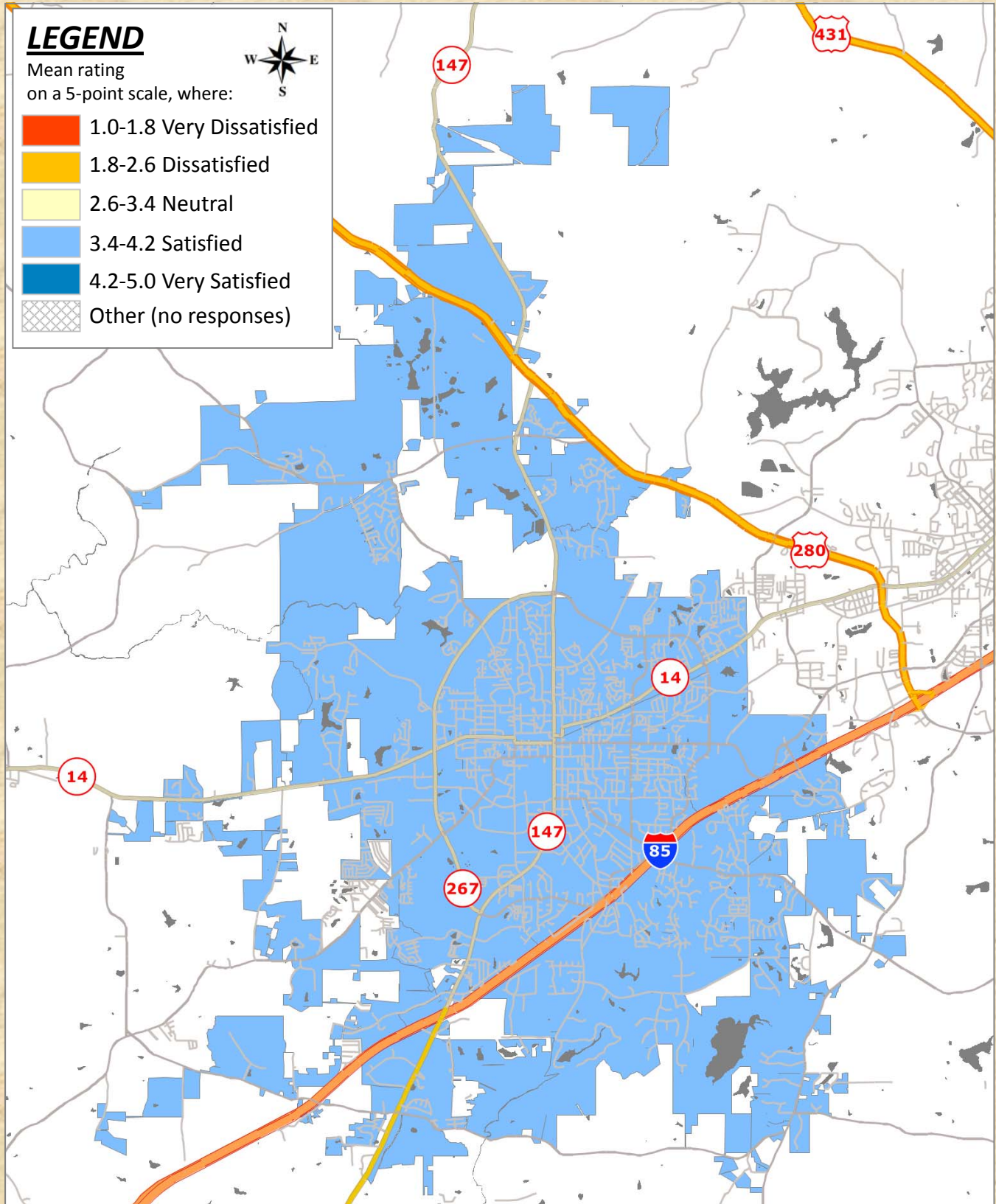


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16I Satisfaction with the ease of registering for programs

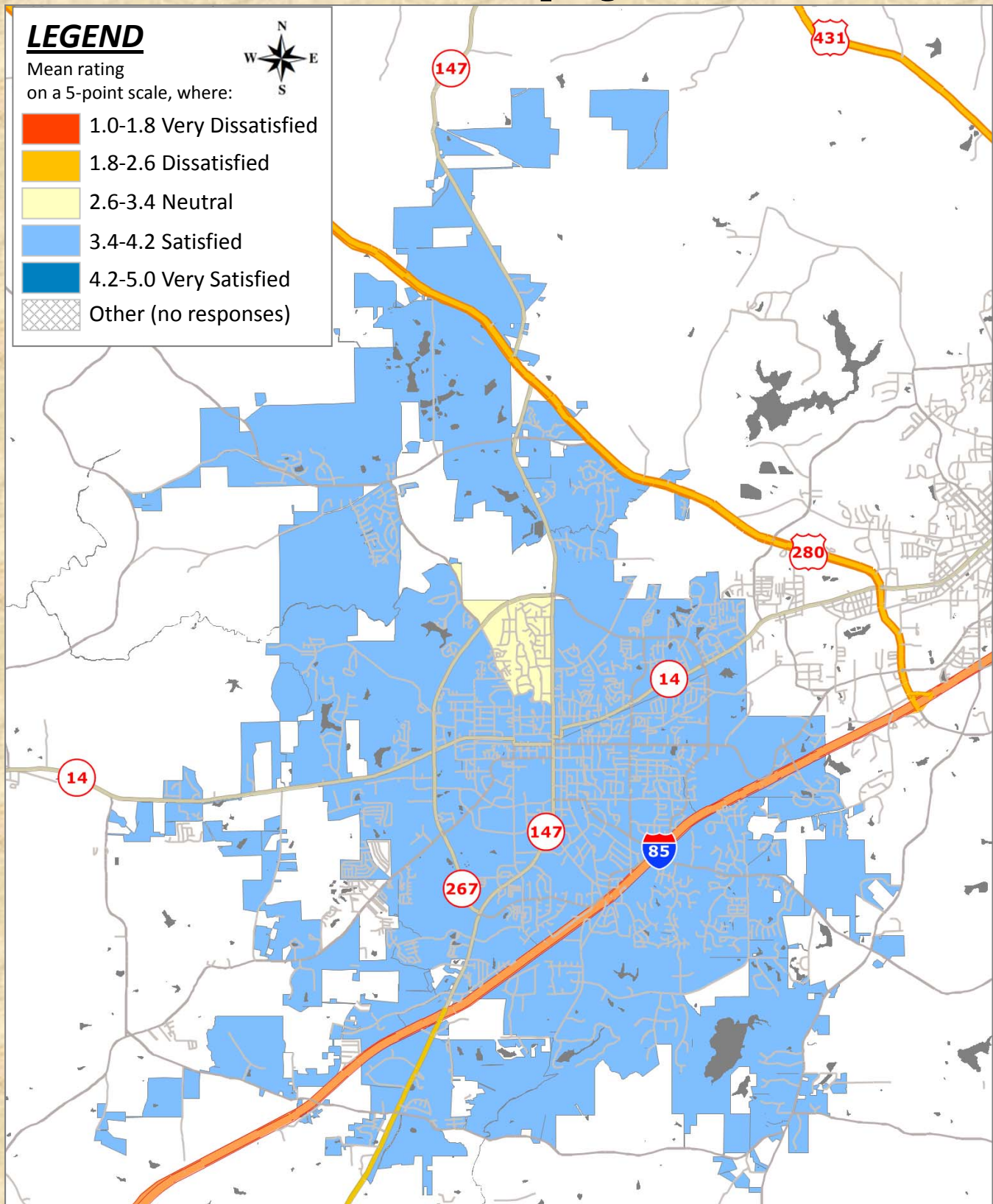


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q16m Satisfaction with the fees charged for recreation programs

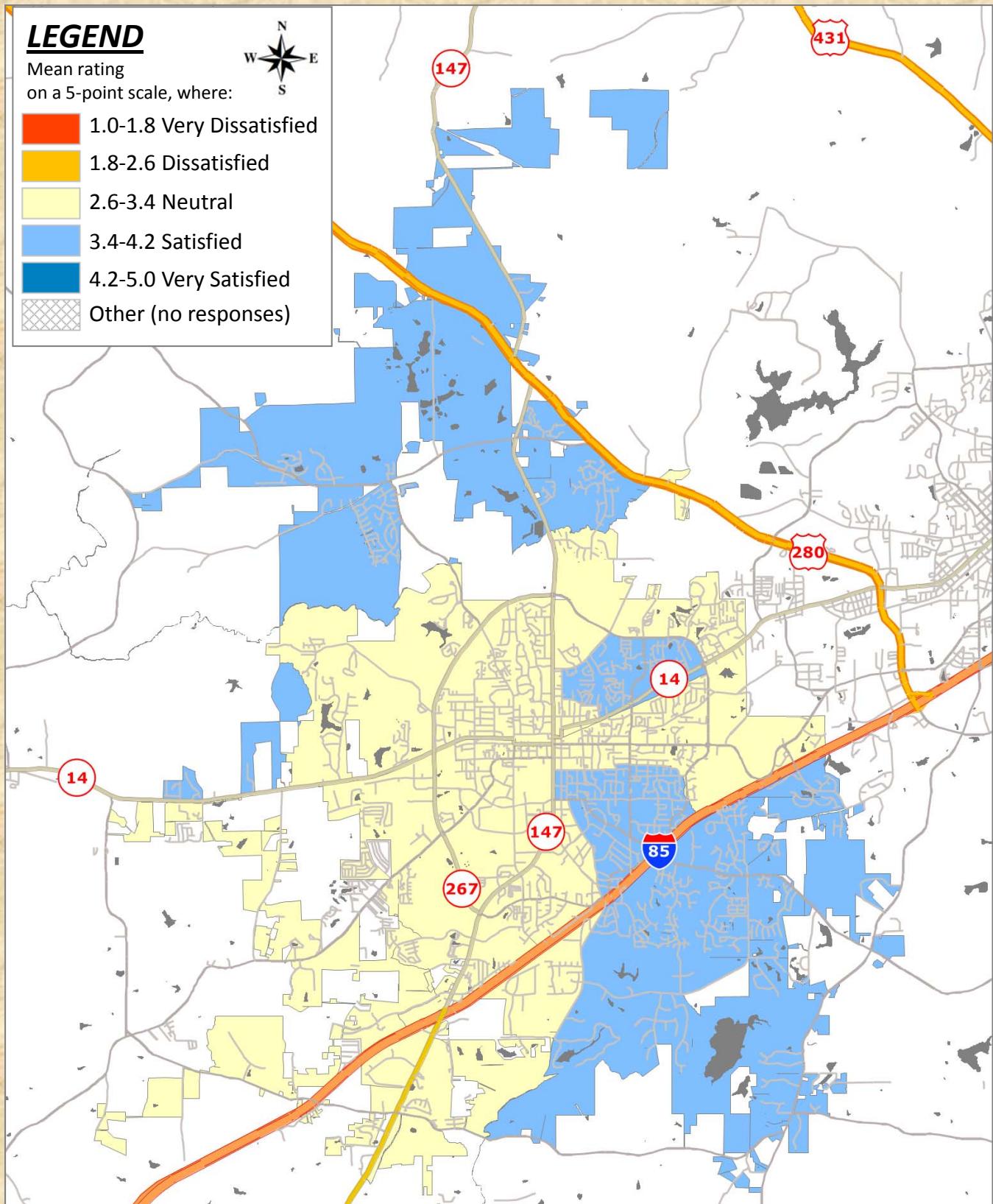


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q18a Satisfaction with the ease of north-south travel by car on roads such as Donahue Drive

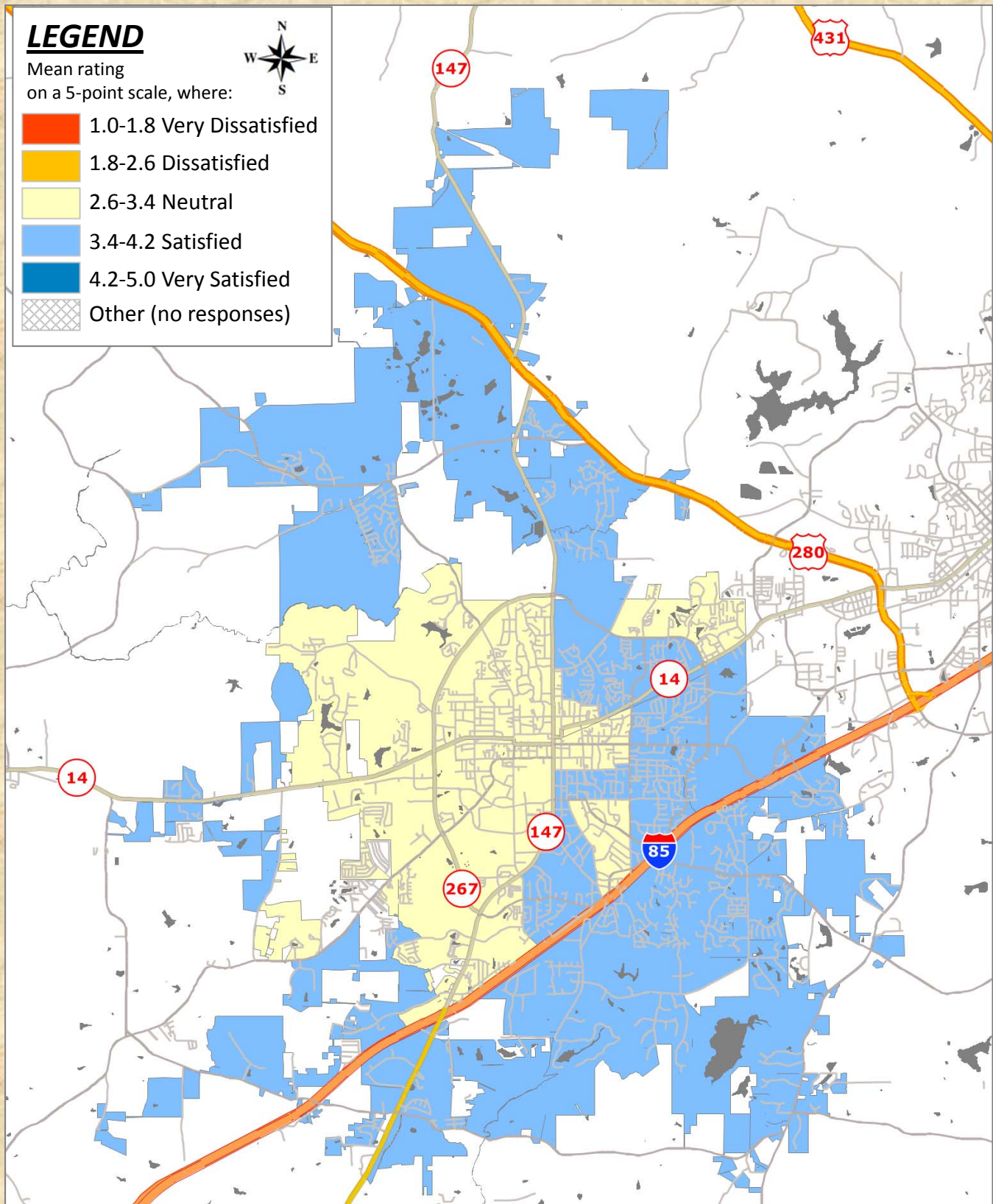


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q18b Satisfaction with the ease of east-west travel by car on roads such as Glenn Avenue

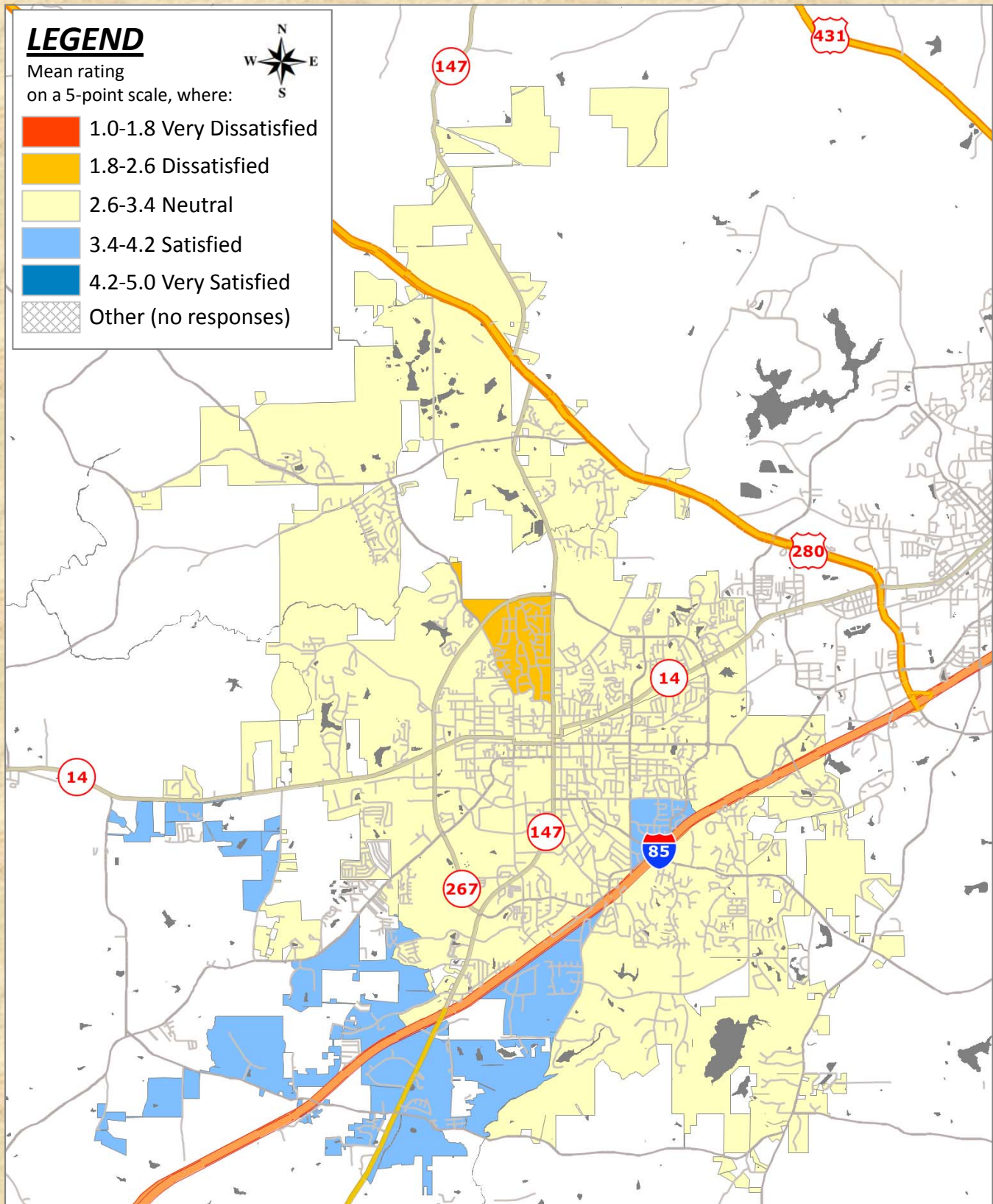


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q18c Satisfaction with the ease of travel by bicycle

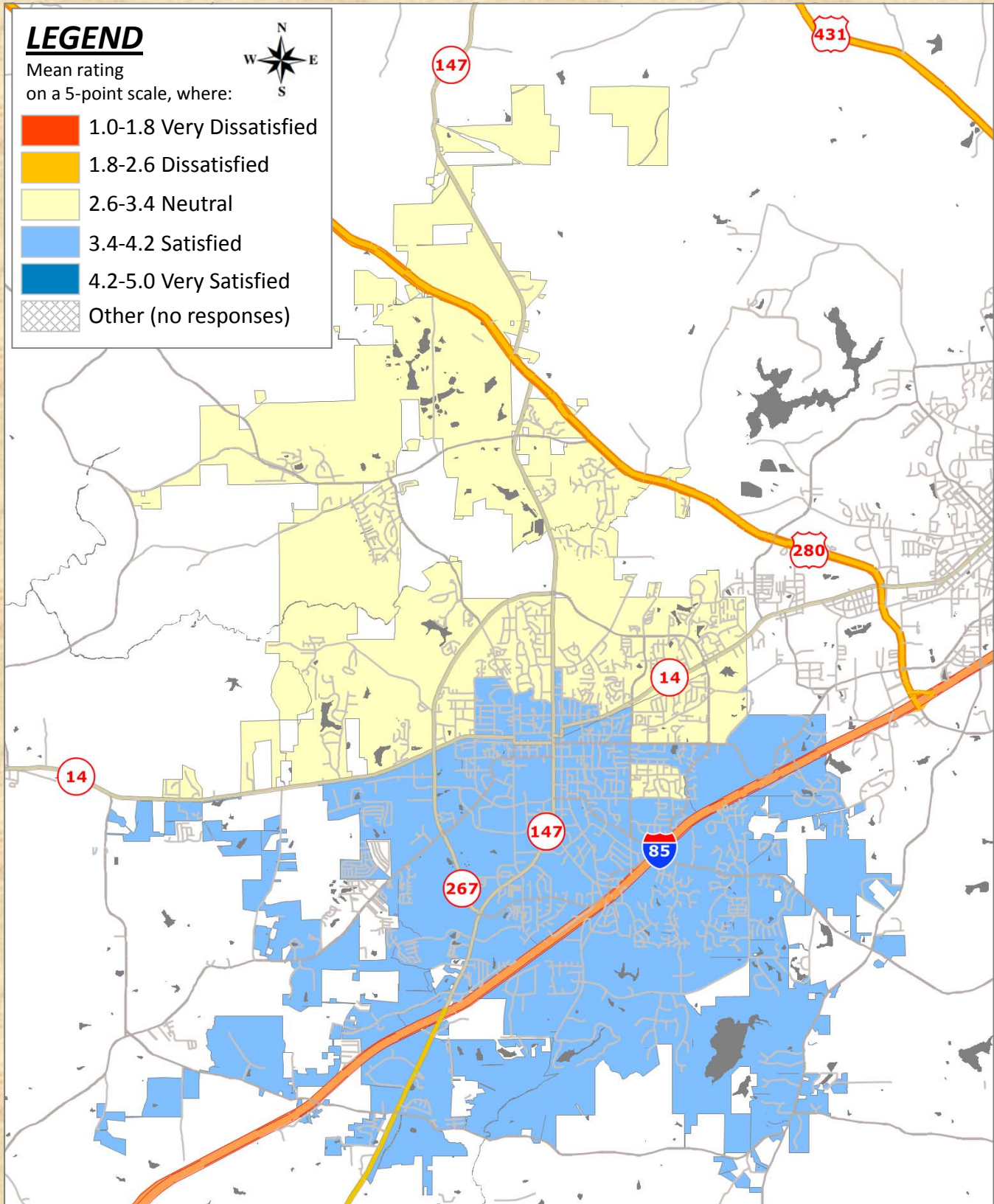


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q18d Satisfaction with the ease of pedestrian travel

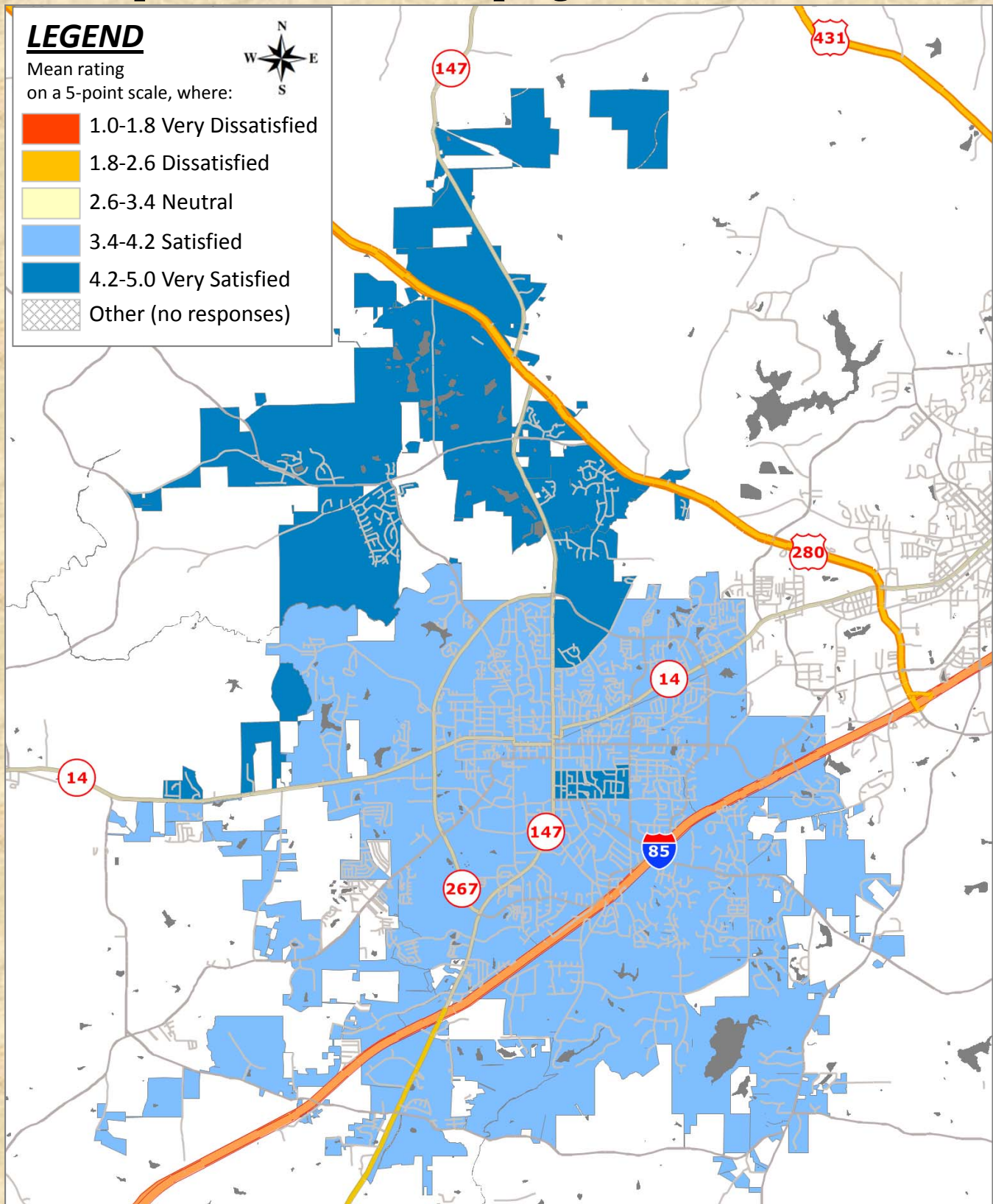


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q19a Satisfaction with the availability of information about parks and recreation programs and services

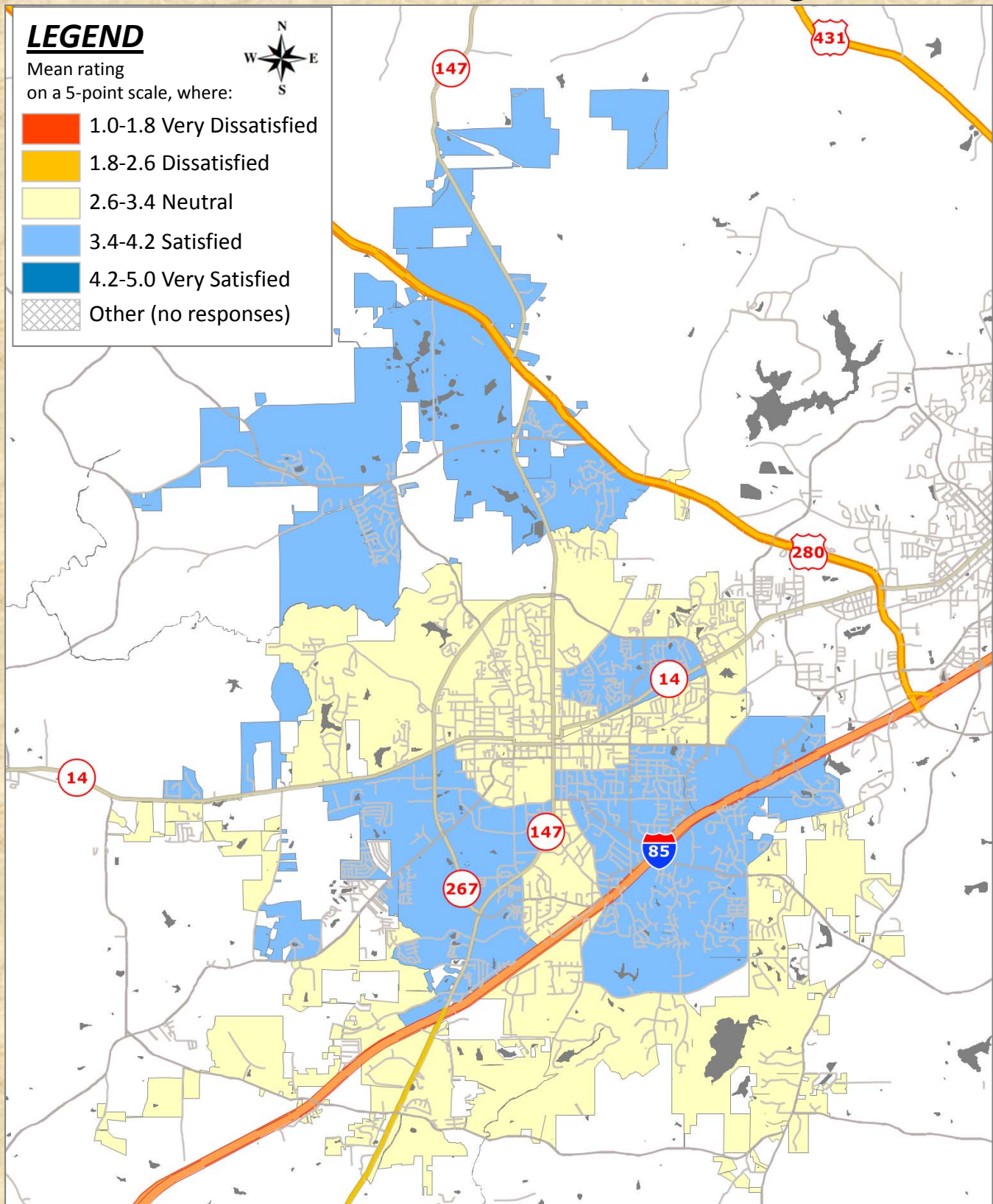


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q19b Satisfaction with the level of public involvement in local decision-making

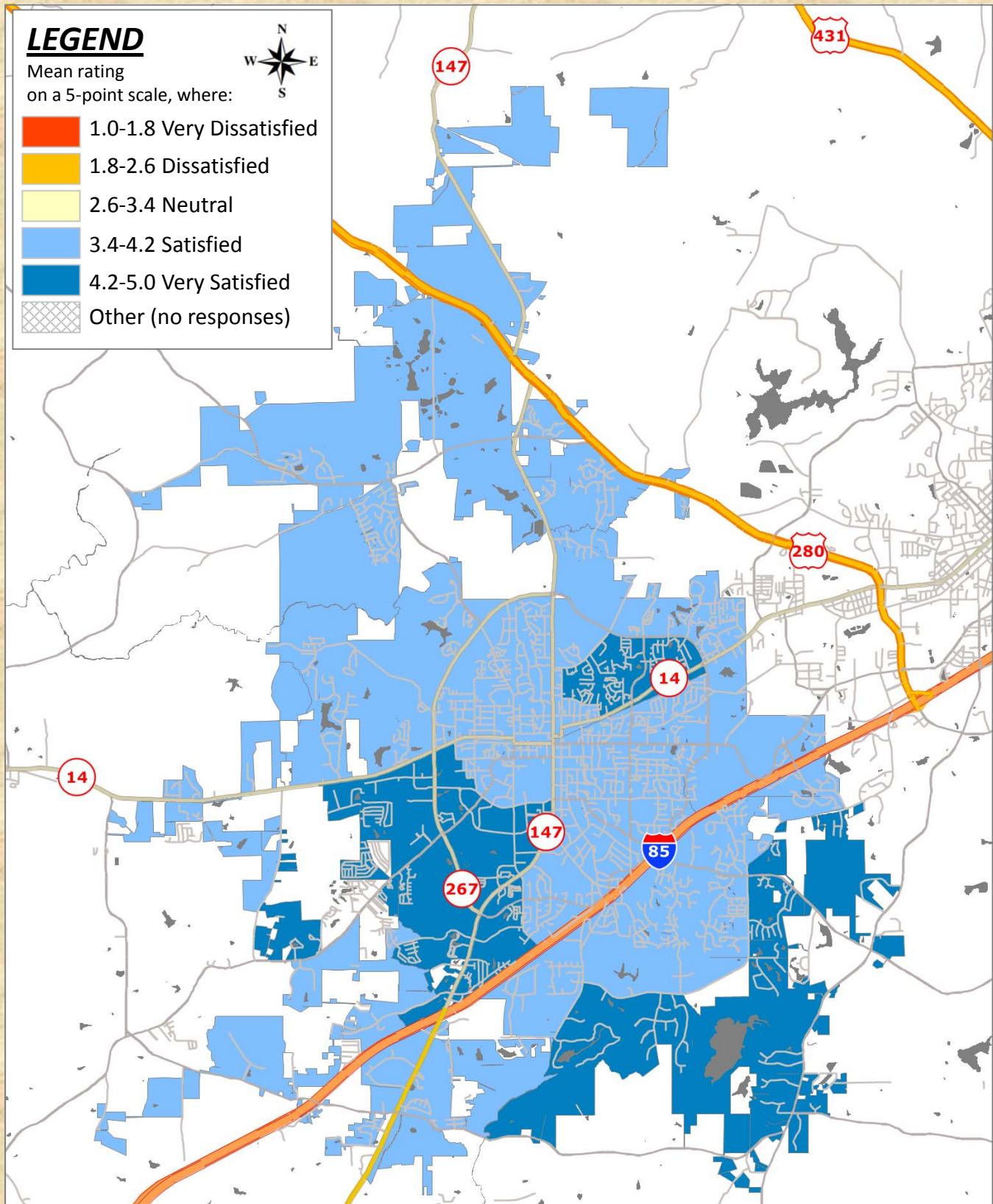


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q19c Satisfaction with the quality of the Open Line newsletter

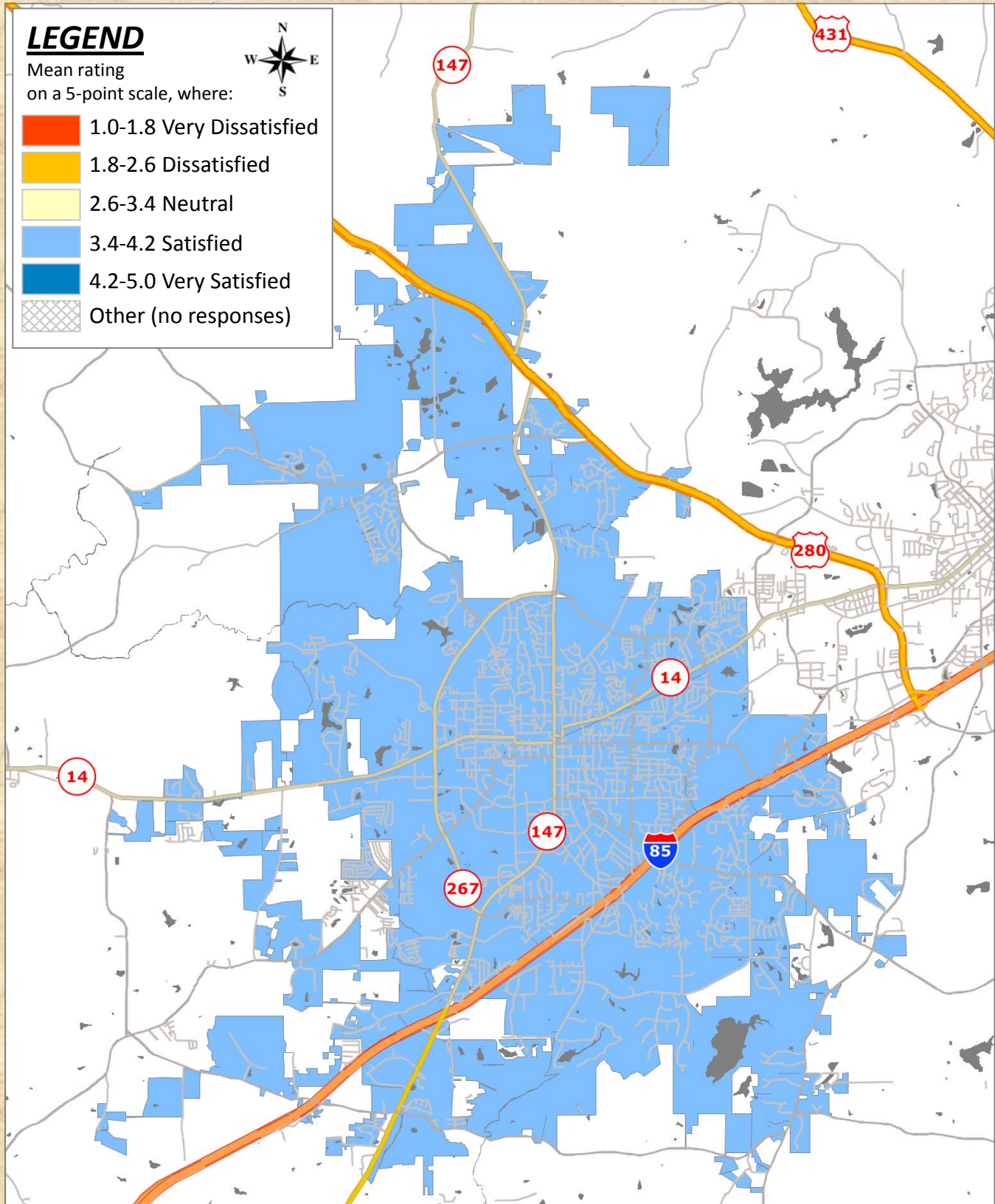


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q19d Satisfaction with the quality of the City's website

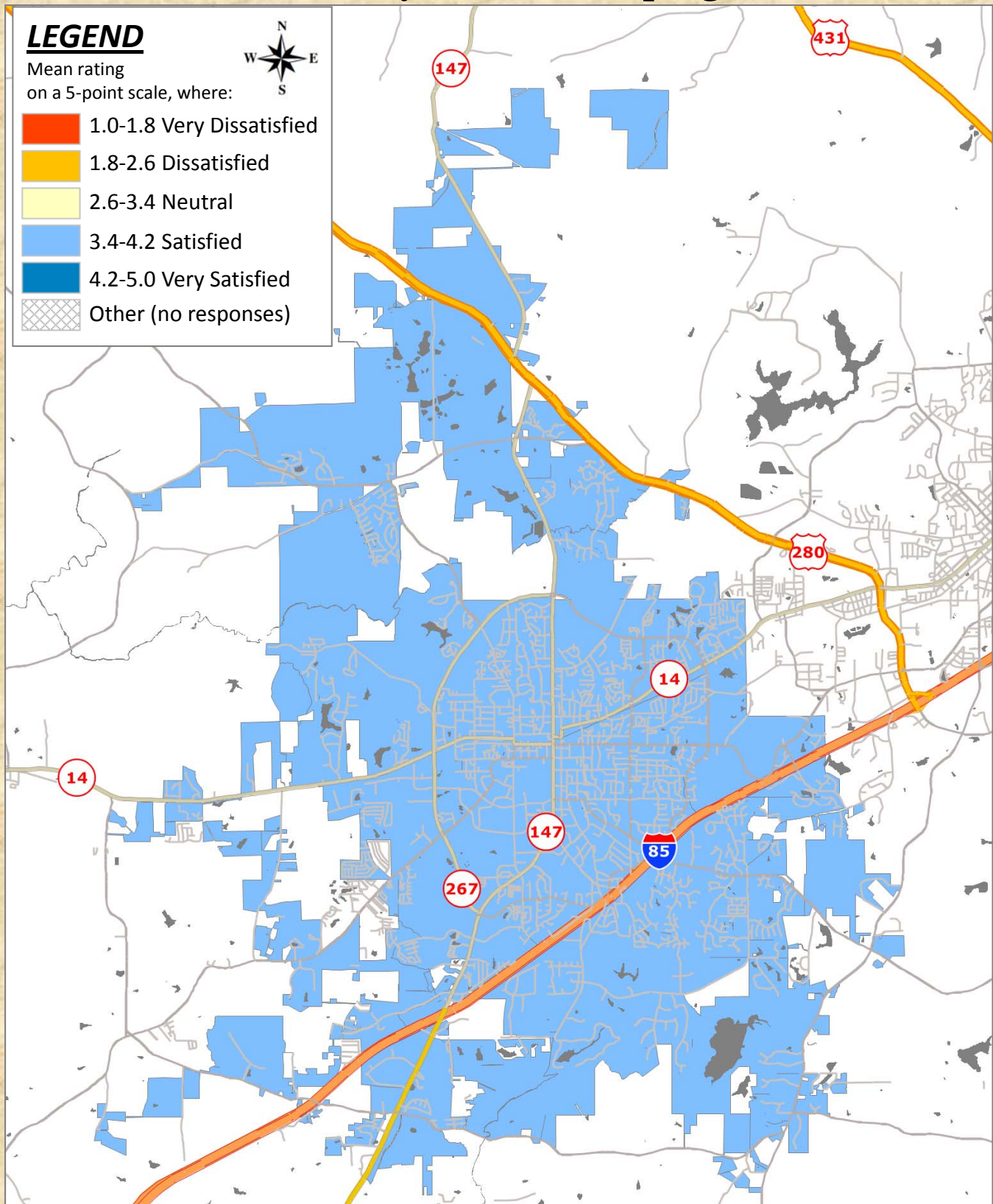


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q19e Satisfaction with the availability of information on other City services and programs

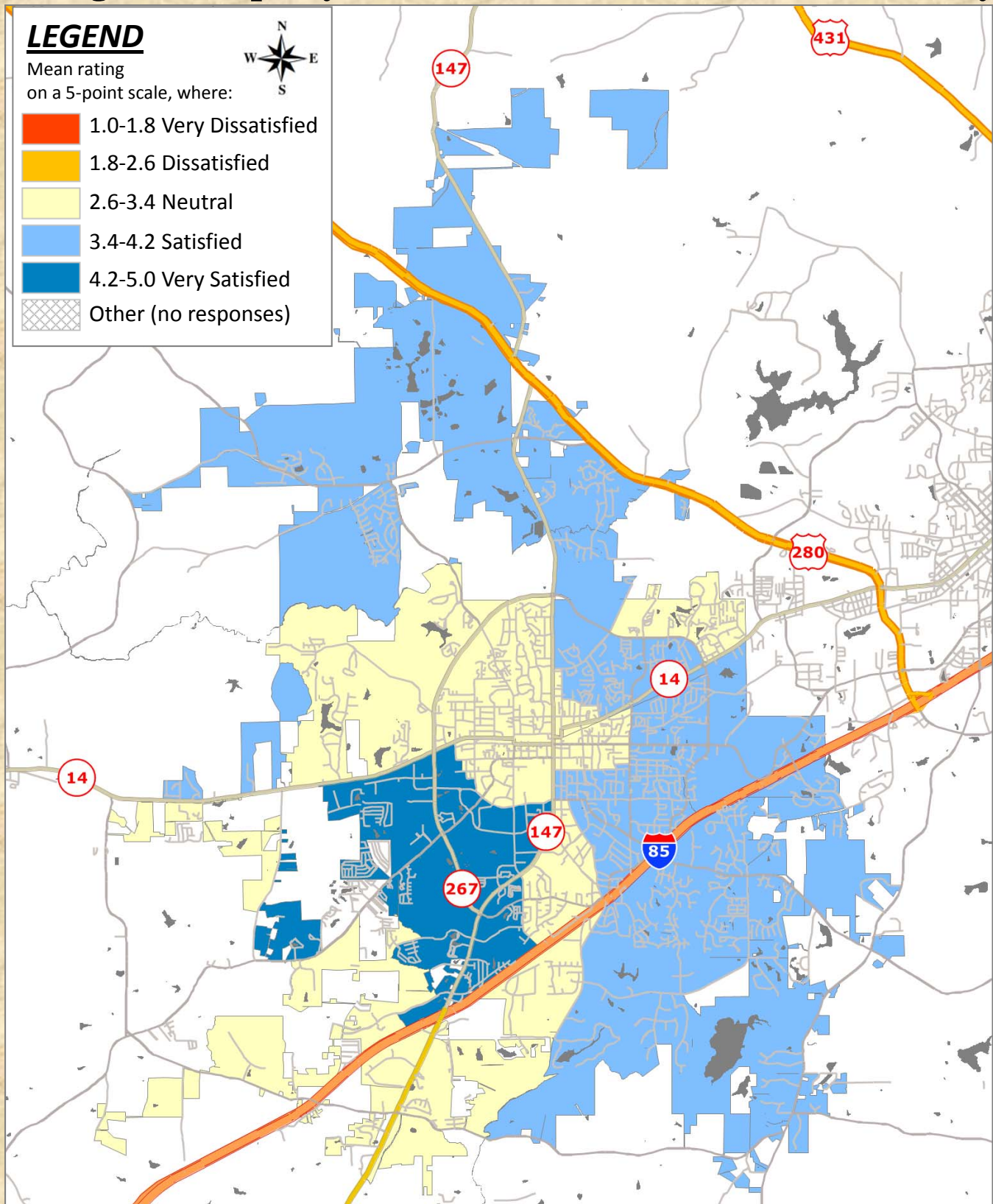


2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Q19f Satisfaction with the transparency of City government/ willingness to openly share information with the community



2012 City of Auburn Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group.

*Selected CBGs were merged based on respondent distribution.

Section 5:
Tabular Data
and Survey Instrument

Q1 Please rate your overall satisfaction with the following major categories of services provided by the City of Auburn. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please circle your choice.

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a Quality of the City's school system	46.0%	31.1%	3.8%	1.3%	0.5%	17.3%
Q1b Quality of police, fire, & ambulance services	44.3%	42.0%	6.8%	1.0%	0.8%	5.1%
Q1c Quality of parks & recreation programs & facilities	27.7%	47.1%	14.2%	2.5%	1.6%	6.9%
Q1d Maintenance of city streets and facilities	16.5%	47.1%	19.4%	12.7%	3.0%	1.3%
Q1e Enforcement of city codes and ordinances	14.7%	42.5%	23.2%	5.9%	2.3%	11.4%
Q1f Quality of customer service you receive from city employees	27.0%	47.0%	14.3%	3.3%	1.2%	7.2%
Q1g Effectiveness of city communication with the public	24.7%	47.0%	19.1%	4.1%	0.8%	4.3%
Q1h Quality of the City's stormwater runoff/stormwater management system	18.1%	44.8%	17.5%	6.4%	2.3%	10.9%
Q1i Quality of city library facilities & services	41.0%	37.7%	9.4%	1.8%	0.7%	9.4%
Q1j Flow of traffic & congestion management	13.9%	39.8%	23.9%	15.2%	5.9%	1.3%

EXCLUDING DON'T KNOW

Q1 Please rate your overall satisfaction with the following major categories of services provided by the City of Auburn. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please circle your choice. (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a Quality of the City's school system	55.6%	37.6%	4.6%	1.6%	0.6%
Q1b Quality of police, fire, & ambulance services	46.7%	44.3%	7.1%	1.0%	0.9%
Q1c Quality of parks & recreation programs & facilities	29.7%	50.6%	15.2%	2.7%	1.8%
Q1d Maintenance of city streets and facilities	16.7%	47.7%	19.7%	12.9%	3.0%
Q1e Enforcement of city codes and ordinances	16.5%	48.0%	26.2%	6.7%	2.6%
Q1f Quality of customer service you receive from city employees	29.1%	50.6%	15.5%	3.6%	1.2%
Q1g Effectiveness of city communication with the public	25.8%	49.1%	20.0%	4.3%	0.9%
Q1h Quality of the City's stormwater runoff/stormwater management system	20.3%	50.3%	19.6%	7.2%	2.6%
Q1i Quality of city library facilities & services	45.3%	41.6%	10.4%	2.0%	0.7%
Q1j Flow of traffic & congestion management	14.0%	40.3%	24.2%	15.4%	6.0%

Q2 Which THREE of those items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 First Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of the City's school system	124	20.4 %
Quality of police, fire, & ambulance services	52	8.6 %
Quality of parks & recreation programs & facilities	24	4.0 %
Maintenance of city streets and facilities	115	18.9 %
Enforcement of city codes and ordinances	26	4.3 %
Quality of customer service	11	1.8 %
Effectiveness of city communication with the public	14	2.3 %
Quality of the City's stormwater runoff/stormwater mgmt	37	6.1 %
Quality of city library facilities & services	12	2.0 %
Flow of traffic & congestion management	153	25.2 %
None Chosen	39	6.4 %
Total	607	100.0 %

Q2 Which THREE of those items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of the City's school system	46	7.6 %
Quality of police, fire, & ambulance services	64	10.5 %
Quality of parks & recreation programs & facilities	66	10.9 %
Maintenance of city streets and facilities	109	18.0 %
Enforcement of city codes and ordinances	38	6.3 %
Quality of customer service	12	2.0 %
Effectiveness of city communication with the public	34	5.6 %
Quality of the City's stormwater runoff/ stormwater mgmt	43	7.1 %
Quality of city library facilities & services	16	2.6 %
Flow of traffic & congestion management	102	16.8 %
None Chosen	77	12.7 %
Total	607	100.0 %

Q2 Which THREE of those items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 Third Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of the City's school system	40	6.6 %
Quality of police, fire, & ambulance services	47	7.7 %
Quality of parks & recreation programs & facilities	50	8.2 %
Maintenance of city streets and facilities	92	15.2 %
Enforcement of city codes and ordinances	45	7.4 %
Quality of customer service	23	3.8 %
Effectiveness of city communication with the public	35	5.8 %
Quality of the City's stormwater runoff/ stormwater mgmt	50	8.2 %
Quality of city library facilities & services	20	3.3 %
Flow of traffic & congestion management	78	12.9 %
None Chosen	127	20.9 %
Total	607	100.0 %

Q2 Which THREE of those items do you think should receive the most emphasis from City leaders over the next TWO Years? (top three)

<u>Q2 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of the City's school system	210	34.6 %
Quality of police, fire, & ambulance services	163	26.9 %
Quality of parks & recreation programs & facilities	140	23.1 %
Maintenance of city streets and facilities	316	52.1 %
Enforcement of city codes and ordinances	109	18.0 %
Quality of customer service	46	7.6 %
Effectiveness of city communication with the public	83	13.7 %
Quality of the City's stormwater runoff/stormwater mgmt	130	21.4 %
Quality of city library facilities & services	48	7.9 %
Flow of traffic & congestion management	333	54.9 %
None Chosen	39	6.4 %
Total	1617	

Q3 Several items may influence your perception of the City of Auburn. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a Overall value that you receive for your city tax dollars and fees	23.7%	45.5%	20.6%	4.9%	2.0%	3.3%
Q3b Overall image of the city	38.1%	49.9%	8.2%	2.1%	0.2%	1.5%
Q3c Overall quality of life in the city	43.8%	44.8%	7.1%	3.3%	0.3%	0.7%
Q3d Overall appearance of the city	28.3%	51.2%	15.2%	3.5%	1.0%	0.8%
Q3e Overall quality of city services	30.0%	53.5%	12.4%	2.3%	0.7%	1.2%

EXCLUDING DON'T KNOW

Q3 Several items may influence your perception of the City of Auburn. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a Overall value that you receive for your city tax dollars and fees	24.5%	47.0%	21.3%	5.1%	2.0%
Q3b Overall image of the city	38.6%	50.7%	8.4%	2.2%	0.2%
Q3c Overall quality of life in the city	44.1%	45.1%	7.1%	3.3%	0.3%
Q3d Overall appearance of the city	28.6%	51.7%	15.3%	3.5%	1.0%
Q3e Overall quality of city services	30.3%	54.2%	12.5%	2.3%	0.7%

Q4 Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=607)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a As a place to live	60.0%	34.3%	3.8%	1.0%	0.7%	0.3%
Q4b As a place to raise children	61.3%	29.7%	3.1%	1.3%	0.5%	4.1%
Q4c As a place to work	39.6%	38.0%	12.8%	3.0%	1.5%	5.1%

EXCLUDING DON'T KNOW

Q4 Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:(Without Don't Know)

(N=607)

	Excellent	Good	Neutral	Below Average	Poor
Q4a As a place to live	60.2%	34.4%	3.8%	1.0%	0.7%
Q4b As a place to raise children	63.9%	30.9%	3.3%	1.4%	0.5%
Q4c As a place to work	41.8%	40.0%	13.5%	3.1%	1.6%

Q5 Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues. Rank "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, "3" for the third highest priority, and so on.

(N=607)

	Highest Priority 1	Second Highest Priority 2	Third Highest Priority 3	Fourth Highest Priority 4	Fifth Highest Priority 5
Q5a Bikeways	17.9%	16.7%	25.6%	19.0%	20.8%
Q5b City school system	53.1%	15.0%	15.5%	10.3%	6.1%
Q5c Codes enforcement	13.2%	23.4%	24.0%	21.0%	18.6%
Q5d Fire protection	12.1%	27.3%	24.2%	19.3%	17.0%
Q5e Police protection	26.1%	27.4%	24.9%	12.7%	8.9%
Q5f Public transportation	18.8%	18.2%	27.1%	16.0%	19.9%
Q5g Recreational opportunities	9.3%	17.8%	26.6%	18.2%	28.0%
Q5h Sidewalks	15.6%	24.5%	19.4%	21.5%	19.0%
Q5i Traffic management	26.9%	24.1%	20.1%	15.2%	13.7%
Q5j Walking trails	12.6%	21.3%	22.8%	18.9%	24.4%
Q5k Watershed management	11.8%	23.0%	18.0%	22.4%	24.8%
Q5l Zoning and land use	20.1%	22.2%	18.3%	17.9%	21.5%

Q6 Public Safety Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a Overall quality of police protection	35.9%	49.9%	7.9%	1.5%	1.0%	3.8%
Q6b Visibility of police in neighborhoods	29.8%	43.2%	17.5%	7.4%	1.0%	1.2%
Q6c Visibility of police in retail areas	24.7%	42.0%	24.2%	4.0%	0.8%	4.3%
Q6d How quickly police respond to emergencies	28.2%	34.4%	13.5%	0.8%	1.3%	21.7%
Q6e Efforts to prevent crime	22.2%	40.9%	19.4%	3.3%	1.3%	12.9%
Q6f Police safety education programs	16.5%	31.3%	21.3%	2.8%	1.0%	27.2%
Q6g Enforcement of traffic laws	22.9%	43.2%	18.9%	7.6%	2.3%	5.1%
Q6h Overall quality of fire protection	30.1%	45.5%	11.0%	0.8%	0.5%	12.0%
Q6i Fire personnel emergency response time	27.8%	30.8%	10.7%	1.3%	0.3%	29.0%
Q6j Fire safety education programs	19.9%	28.5%	18.9%	1.5%	0.3%	30.8%
Q6k Quality of local ambulance service	22.9%	33.3%	13.7%	1.6%	0.7%	27.8%
Q6l Quality of animal control	14.5%	33.6%	23.1%	9.9%	2.6%	16.3%
Q6m Enforcement of speed limits in neighborhoods	19.6%	36.4%	18.8%	14.8%	6.6%	3.8%

EXCLUDING DON'T KNOW**Q6 Public Safety Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a Overall quality of police protection	37.3%	51.9%	8.2%	1.5%	1.0%
Q6b Visibility of police in neighborhoods	30.2%	43.7%	17.7%	7.5%	1.0%
Q6c Visibility of police in retail areas	25.8%	43.9%	25.3%	4.1%	0.9%
Q6d How quickly police respond to emergencies	36.0%	44.0%	17.3%	1.1%	1.7%
Q6e Efforts to prevent crime	25.5%	46.9%	22.3%	3.8%	1.5%
Q6f Police safety education programs	22.6%	43.0%	29.2%	3.8%	1.4%
Q6g Enforcement of traffic laws	24.1%	45.5%	20.0%	8.0%	2.4%
Q6h Overall quality of fire protection	34.3%	51.7%	12.5%	0.9%	0.6%
Q6i Fire personnel emergency response time	39.2%	43.4%	15.1%	1.9%	0.5%
Q6j Fire safety education programs	28.8%	41.2%	27.4%	2.1%	0.5%
Q6k Quality of local ambulance service	31.7%	46.1%	18.9%	2.3%	0.9%
Q6l Quality of animal control	17.3%	40.2%	27.6%	11.8%	3.1%
Q6m Enforcement of speed limits in neighborhoods	20.4%	37.8%	19.5%	15.4%	6.8%

Q7 Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years?

<u>Q7 First Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	102	16.8 %
Visibility of police in neighborhoods	94	15.5 %
Visibility of police in retail areas	27	4.4 %
How quickly police respond to emergencies	19	3.1 %
Efforts to prevent crime	94	15.5 %
Police safety education programs	13	2.1 %
Enforcement of traffic laws	37	6.1 %
Overall quality of fire protection	8	1.3 %
Fire personnel emergency response time	7	1.2 %
Fire safety education programs	7	1.2 %
Quality of local ambulance service	9	1.5 %
Quality of animal control	30	4.9 %
Enforcement of speed limits in neighborhoods	97	16.0 %
<u>None chosen</u>	<u>63</u>	<u>10.4 %</u>
Total	607	100.0 %

Q7 Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years?

<u>Q7 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	38	6.3 %
Visibility of police in neighborhoods	57	9.4 %
Visibility of police in retail areas	39	6.4 %
How quickly police respond to emergencies	22	3.6 %
Efforts to prevent crime	80	13.2 %
Police safety education programs	19	3.1 %
Enforcement of traffic laws	54	8.9 %
Overall quality of fire protection	46	7.6 %
Fire personnel emergency response time	15	2.5 %
Fire safety education programs	17	2.8 %
Quality of local ambulance service	15	2.5 %
Quality of animal control	39	6.4 %
Enforcement of speed limits in neighborhoods	68	11.2 %
<u>None chosen</u>	<u>98</u>	<u>16.1 %</u>
Total	607	100.0 %

Q7 Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years? (Top Two)

<u>Q7 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	140	23.1 %
Visibility of police in neighborhoods	151	24.9 %
Visibility of police in retail areas	66	10.9 %
How quickly police respond to emergencies	41	6.8 %
Efforts to prevent crime	174	28.7 %
Police safety education programs	32	5.3 %
Enforcement of traffic laws	91	15.0 %
Overall quality of fire protection	54	8.9 %
Fire personnel emergency response time	22	3.6 %
Fire safety education programs	24	4.0 %
Quality of local ambulance service	24	4.0 %
Quality of animal control	69	11.4 %
Enforcement of speed limits in neighborhoods	165	27.2 %
<u>None chosen</u>	<u>63</u>	<u>10.4 %</u>
Total	1116	

Q8 Enforcement of City Codes and Ordinances. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a Cleanup of debris/litter in neighborhoods	29.3%	45.6%	11.0%	8.6%	3.1%	2.3%
Q8b Sign regulations	13.7%	42.3%	24.4%	6.3%	1.8%	11.5%
Q8c Zoning regulations	10.5%	33.9%	25.0%	9.6%	3.0%	18.0%
Q8d Unrelated occupancy regulations	7.9%	26.4%	24.4%	9.9%	3.6%	27.8%
Q8e Building codes	11.5%	30.8%	26.0%	3.6%	1.5%	26.5%
Q8f Erosion & sediment control regulations	8.7%	31.8%	22.7%	9.4%	2.3%	25.0%
Q8g Fire codes and regulation	15.2%	40.2%	17.6%	1.2%	0.8%	25.0%

EXCLUDING DON'T KNOW

Q8 Enforcement of City Codes and Ordinances. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a Cleanup of debris/litter in neighborhoods	30.0%	46.7%	11.3%	8.8%	3.2%
Q8b Sign regulations	15.5%	47.9%	27.6%	7.1%	2.0%
Q8c Zoning regulations	12.9%	41.4%	30.5%	11.6%	3.6%
Q8d Unrelated occupancy regulations	11.0%	36.5%	33.8%	13.7%	5.0%
Q8e Building codes	15.7%	41.9%	35.4%	4.9%	2.0%
Q8f Erosion & sediment control regulations	11.6%	42.4%	30.3%	12.5%	3.1%
Q8g Fire codes and regulation	20.2%	53.6%	23.5%	1.5%	1.1%

Q9 Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years?

<u>Q9 First Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of debris/litter in neighborhoods	190	31.3 %
Sign regulations	40	6.6 %
Zoning regulations	89	14.7 %
Unrelated occupancy regulations	62	10.2 %
Building codes	37	6.1 %
Erosion & sediment control regulations	71	11.7 %
Fire codes and regulation	31	5.1 %
<u>None chosen</u>	<u>87</u>	<u>14.3 %</u>
Total	607	100.0 %

Q9 Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years?

<u>Q9 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of debris/litter in neighborhoods	62	10.2 %
Sign regulations	64	10.5 %
Zoning regulations	86	14.2 %
Unrelated occupancy regulations	58	9.6 %
Building codes	61	10.0 %
Erosion & sediment control regulations	96	15.8 %
Fire codes and regulation	50	8.2 %
<u>None chosen</u>	<u>130</u>	<u>21.4 %</u>
Total	607	100.0 %

Q9 Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years? (Top Two)

<u>Q9 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Cleanup of debris/litter in neighborhoods	252	41.5 %
Sign regulations	104	17.1 %
Zoning regulations	175	28.8 %
Unrelated occupancy regulations	120	19.8 %
Building codes	98	16.1 %
Erosion & sediment control regulations	167	27.5 %
Fire codes and regulation	81	13.3 %
<u>None chosen</u>	<u>87</u>	<u>14.3 %</u>
Total	1084	

Q10 Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a Residential garbage collection service	48.8%	38.4%	5.8%	2.6%	1.5%	3.0%
Q10b Curbside recycling service	32.3%	34.9%	11.2%	9.7%	3.5%	8.4%
Q10c Yard waste removal service	41.5%	38.4%	9.6%	3.5%	1.6%	5.4%
Q10d Sanitary sewer service	28.8%	42.5%	13.2%	1.8%	1.3%	12.4%
Q10e Water service	36.9%	43.5%	10.4%	4.3%	1.3%	3.6%
Q10f Water Revenue Office customer service	27.0%	33.1%	14.5%	3.5%	1.8%	20.1%

EXCLUDING DON'T KNOW

Q10 Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a Residential garbage collection service	50.3%	39.6%	5.9%	2.7%	1.5%
Q10b Curbside recycling service	35.3%	38.1%	12.2%	10.6%	3.8%
Q10c Yard waste removal service	43.9%	40.6%	10.1%	3.7%	1.7%
Q10d Sanitary sewer service	32.9%	48.5%	15.0%	2.1%	1.5%
Q10e Water service	38.3%	45.1%	10.8%	4.4%	1.4%
Q10f Water Revenue Office customer service	33.8%	41.4%	18.1%	4.3%	2.3%

Q11 Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years?

<u>Q11 First Choice</u>	<u>Number</u>	<u>Percent</u>
Residential garbage collection service	119	19.6 %
Curbside recycling service	161	26.5 %
Yard waste removal service	61	10.0 %
Sanitary sewer service	58	9.6 %
Water service	82	13.5 %
Water Revenue Office customer service	30	4.9 %
<u>None Chosen</u>	<u>96</u>	<u>15.8 %</u>
Total	607	100.0 %

Q11 Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years?

<u>Q11 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Residential garbage collection service	68	11.2 %
Curbside recycling service	87	14.3 %
Yard waste removal service	104	17.1 %
Sanitary sewer service	68	11.2 %
Water service	88	14.5 %
Water Revenue Office customer service	32	5.3 %
<u>None Chosen</u>	<u>160</u>	<u>26.4 %</u>
Total	607	100.0 %

Q11 Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years? (Top Two)

<u>Q11 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Residential garbage collection service	187	30.8 %
Curbside recycling service	248	40.9 %
Yard waste removal service	165	27.2 %
Sanitary sewer service	126	20.8 %
Water service	170	28.0 %
Water Revenue Office customer service	62	10.2 %
<u>None Chosen</u>	<u>96</u>	<u>15.8 %</u>
Total	1054	

Q12 City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a Maintenance of streets	12.4%	49.0%	21.3%	13.4%	2.8%	1.2%
Q12b Maintenance of sidewalks	12.7%	49.8%	23.9%	7.9%	1.8%	4.0%
Q12c Maintenance of street signs	19.9%	53.5%	17.0%	5.8%	1.2%	2.6%
Q12d Maintenance of traffic signals	27.2%	54.0%	13.5%	2.6%	1.2%	1.5%
Q12e Maintenance of downtown Auburn	26.7%	54.7%	13.0%	2.5%	1.2%	2.0%
Q12f Maintenance of city buildings	25.5%	52.1%	12.9%	2.3%	0.3%	6.9%
Q12g Mowing and trimming along streets and other public areas	20.9%	52.4%	16.0%	6.9%	1.8%	2.0%
Q12h Overall cleanliness of streets and other public areas	21.9%	55.8%	14.5%	5.4%	0.5%	1.8%
Q12i Adequacy of city street lighting	17.0%	49.8%	18.6%	9.7%	3.1%	1.8%
Q12j Maintenance of water lines and fire hydrants	21.1%	51.4%	11.5%	1.0%	0.7%	14.3%
Q12k Maintenance of sewer lines and manholes	18.6%	47.6%	14.0%	2.1%	1.2%	16.5%

EXCLUDING DON'T KNOW

Q12 City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a Maintenance of streets	12.5%	49.6%	21.5%	13.5%	2.8%
Q12b Maintenance of sidewalks	13.2%	51.8%	24.9%	8.2%	1.9%
Q12c Maintenance of street signs	20.5%	55.0%	17.4%	5.9%	1.2%
Q12d Maintenance of traffic signals	27.6%	54.8%	13.7%	2.7%	1.2%
Q12e Maintenance of downtown Auburn	27.2%	55.8%	13.3%	2.5%	1.2%
Q12f Maintenance of city buildings	27.4%	55.9%	13.8%	2.5%	0.4%
Q12g Mowing and trimming along streets and other public areas	21.3%	53.4%	16.3%	7.1%	1.8%
Q12h Overall cleanliness of streets and other public areas	22.3%	56.9%	14.8%	5.5%	0.5%
Q12i Adequacy of city street lighting	17.3%	50.7%	19.0%	9.9%	3.2%
Q12j Maintenance of water lines and fire hydrants	24.6%	60.0%	13.5%	1.2%	0.8%
Q12k Maintenance of sewer lines and manholes	22.3%	57.0%	16.8%	2.6%	1.4%

Q13 Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years?

Q13 First Choice	Number	Percent
Maintenance of streets	226	37.2 %
Maintenance of sidewalks	55	9.1 %
Maintenance of street signs	32	5.3 %
Maintenance of traffic signals	21	3.5 %
Maintenance of downtown Auburn	28	4.6 %
Maintenance of city buildings	5	0.8 %
Mowing and trimming along streets and other public areas	35	5.8 %
Overall cleanliness of streets and other public areas	30	4.9 %
Adequacy of city street lighting	71	11.7 %
Maintenance of water lines and fire hydrants	12	2.0 %
Maintenance of sewer lines and manholes	23	3.8 %
None Chosen	69	11.4 %
Total	607	100.0 %

Q13 Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years?

Q12 Second Choice	Number	Percent
Maintenance of streets	63	10.4 %
Maintenance of sidewalks	76	12.5 %
Maintenance of street signs	40	6.6 %
Maintenance of traffic signals	28	4.6 %
Maintenance of downtown Auburn	31	5.1 %
Maintenance of city buildings	14	2.3 %
Mowing and trimming along streets and other public areas	62	10.2 %
Overall cleanliness of streets and other public areas	65	10.7 %
Adequacy of city street lighting	68	11.2 %
Maintenance of water lines and fire hydrants	23	3.8 %
Maintenance of sewer lines and manholes	30	4.9 %
None Chosen	107	17.6 %
Total	607	100.0 %

Q13 Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years? (Top Two)

<u>Q13 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	289	47.6 %
Maintenance of sidewalks	131	21.6 %
Maintenance of street signs	72	11.9 %
Maintenance of traffic signals	49	8.1 %
Maintenance of downtown Auburn	59	9.7 %
Maintenance of city buildings	19	3.1 %
Mowing and trimming along streets and other public areas	97	16.0 %
Overall cleanliness of streets and other public areas	95	15.7 %
Adequacy of city street lighting	139	22.9 %
Maintenance of water lines and fire hydrants	35	5.8 %
Maintenance of sewer lines and manholes	53	8.7 %
None Chosen	69	11.4 %
Total	1107	

Q14 Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

(N=607)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q14a In your neighborhood during the day	63.3%	31.6%	2.5%	1.6%	0.2%	0.8%
Q14b In your neighborhood at night	37.9%	45.0%	11.5%	3.0%	1.6%	1.0%
Q14c In the City's parks	18.8%	43.5%	20.8%	3.0%	1.2%	12.9%
Q14d In commercial and retail areas	28.2%	51.7%	14.0%	3.0%	0.3%	2.8%
Q14e In downtown Auburn	38.1%	47.9%	9.2%	2.3%	0.2%	2.3%
Q14f Overall feeling of safety in Auburn	38.6%	51.1%	6.9%	2.0%	0.3%	1.2%

EXCLUDING DON'T KNOW**Q14 Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe." (Without Don't Know)**

(N=607)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q14a In your neighborhood during the day	63.8%	31.9%	2.5%	1.7%	0.2%
Q14b In your neighborhood at night	38.3%	45.4%	11.6%	3.0%	1.7%
Q14c In the City's parks	21.6%	49.9%	23.8%	3.4%	1.3%
Q14d In commercial and retail areas	29.0%	53.2%	14.4%	3.1%	0.3%
Q14e In downtown Auburn	39.0%	49.1%	9.4%	2.4%	0.2%
Q14f Overall feeling of safety in Auburn	39.0%	51.7%	7.0%	2.0%	0.3%

Q15 City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a Overall quality of leadership provided by the City's elected officials	19.1%	48.8%	16.3%	6.3%	2.1%	7.4%
Q15b Overall effectiveness of appointed boards and commissions	15.8%	44.6%	19.6%	5.4%	1.8%	12.7%
Q15c Overall effectiveness of the City Manager	22.1%	45.5%	17.5%	3.0%	1.5%	10.5%

EXCLUDING DON'T KNOW

Q15 City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a Overall quality of leadership provided by the City's elected officials	20.6%	52.7%	17.6%	6.8%	2.3%
Q15b Overall effectiveness of appointed boards and commissions	18.1%	51.1%	22.5%	6.2%	2.1%
Q15c Overall effectiveness of the City Manager	24.7%	50.8%	19.5%	3.3%	1.7%

Q16 City Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a Maintenance of parks	22.6%	54.4%	11.0%	1.5%	1.2%	9.4%
Q16b Maintenance of cemeteries	21.3%	44.2%	11.5%	2.8%	0.3%	19.9%
Q16c Number of parks	16.6%	41.0%	20.9%	10.0%	2.3%	9.1%
Q16d Walking trails	13.3%	37.4%	21.9%	11.0%	3.5%	12.9%
Q16e Biking paths and lanes	14.7%	31.5%	20.4%	13.7%	5.4%	14.3%
Q16f Swimming pools	12.2%	30.1%	20.4%	9.1%	3.3%	24.9%
Q16g Community recreation centers	13.2%	33.9%	25.7%	7.9%	2.8%	16.5%
Q16h Outdoor athletic fields	20.1%	41.5%	16.3%	3.5%	1.8%	16.8%
Q16i Youth athletic programs	18.6%	40.2%	14.3%	1.8%	1.5%	23.6%
Q16j Adult athletic programs	12.7%	32.0%	20.8%	3.0%	2.1%	29.5%
Q16k Other city recreation programs	13.8%	32.9%	23.4%	3.0%	1.0%	25.9%
Q16l Ease of registering for programs	18.8%	36.1%	17.3%	3.3%	0.7%	23.9%
Q16m Fees charged for recreation programs	15.7%	33.4%	21.1%	4.0%	1.0%	24.9%

EXCLUDING DON'T KNOW**Q16 City Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a Maintenance of parks	24.9%	60.0%	12.2%	1.6%	1.3%
Q16b Maintenance of cemeteries	26.5%	55.1%	14.4%	3.5%	0.4%
Q16c Number of parks	18.3%	45.1%	23.0%	11.1%	2.5%
Q16d Walking trails	15.3%	42.9%	25.1%	12.7%	4.0%
Q16e Biking paths and lanes	17.1%	36.7%	23.8%	16.0%	6.3%
Q16f Swimming pools	16.2%	40.1%	27.2%	12.1%	4.4%
Q16g Community recreation centers	15.8%	40.6%	30.8%	9.5%	3.4%
Q16h Outdoor athletic fields	24.2%	49.9%	19.6%	4.2%	2.2%
Q16i Youth athletic programs	24.4%	52.6%	18.8%	2.4%	1.9%
Q16j Adult athletic programs	18.0%	45.3%	29.4%	4.2%	3.0%
Q16k Other city recreation programs	18.7%	44.4%	31.6%	4.0%	1.3%
Q16l Ease of registering for programs	24.7%	47.4%	22.7%	4.3%	0.9%
Q16m Fees charged for recreation programs	20.8%	44.5%	28.1%	5.3%	1.3%

Q17 Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years?

<u>Q17 First Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	98	16.1 %
Maintenance of cemeteries	41	6.8 %
Number of parks	54	8.9 %
Walking trails	49	8.1 %
Biking paths and lanes	84	13.8 %
Swimming pools	33	5.4 %
Community recreation centers	43	7.1 %
Outdoor athletic fields	25	4.1 %
Youth athletic programs	36	5.9 %
Adult athletic programs	13	2.1 %
Other city recreation programs	23	3.8 %
Ease of registering for programs	8	1.3 %
Fees charged for recreation programs	12	2.0 %
<u>None Chosen</u>	<u>88</u>	<u>14.5 %</u>
Total	607	100.0 %

Q17 Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years?

<u>Q17 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	53	8.7 %
Maintenance of cemeteries	36	5.9 %
Number of parks	31	5.1 %
Walking trails	92	15.2 %
Biking paths and lanes	56	9.2 %
Swimming pools	30	4.9 %
Community recreation centers	54	8.9 %
Outdoor athletic fields	24	4.0 %
Youth athletic programs	28	4.6 %
Adult athletic programs	16	2.6 %
Other city recreation programs	29	4.8 %
Ease of registering for programs	7	1.2 %
Fees charged for recreation programs	29	4.8 %
<u>None Chosen</u>	<u>122</u>	<u>20.1 %</u>
Total	607	100.0 %

Q17 Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years? (Top Two)

<u>Q17 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	151	24.9 %
Maintenance of cemeteries	77	12.7 %
Number of parks	85	14.0 %
Walking trails	141	23.2 %
Biking paths and lanes	140	23.1 %
Swimming pools	63	10.4 %
Community recreation centers	97	16.0 %
Outdoor athletic fields	49	8.1 %
Youth athletic programs	64	10.5 %
Adult athletic programs	29	4.8 %
Other city recreation programs	52	8.6 %
Ease of registering for programs	15	2.5 %
Fees charged for recreation programs	41	6.8 %
<u>None Chosen</u>	<u>88</u>	<u>14.5 %</u>
Total	1092	

Q18 Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a Ease of north-south travel in Auburn by car on roads such as Donahue Dr., College St., Gay St. and Dean Rd	9.9%	41.3%	23.6%	19.1%	4.8%	1.3%
Q18b Ease of east-west travel in Auburn by car on roads such as Glenn Ave., Thach Ave., and Samford Ave	10.5%	45.8%	25.4%	13.5%	3.3%	1.5%
Q18c Ease of travel by bicycle in Auburn	7.6%	15.8%	23.9%	14.0%	5.8%	32.9%
Q18d Ease of pedestrian travel in Auburn	12.0%	34.1%	26.4%	12.5%	4.8%	10.2%

EXCLUDING DON'T KNOW

Q18 Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a Ease of north-south travel in Auburn by car on roads such as Donahue Dr., College St., Gay St. and Dean Rd	10.0%	41.8%	23.9%	19.4%	4.8%
Q18b Ease of east-west travel in Auburn by car on roads such as Glenn Ave., Thach Ave., and Samford Ave	10.7%	46.5%	25.8%	13.7%	3.3%
Q18c Ease of travel by bicycle in Auburn	11.3%	23.6%	35.6%	20.9%	8.6%
Q18d Ease of pedestrian travel in Auburn	13.4%	38.0%	29.4%	13.9%	5.3%

Q19 City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a Availability of information about Parks and Recreation programs and services	23.3%	44.1%	16.9%	4.6%	1.5%	9.6%
Q19b Level of public involvement in local decision-making	12.2%	29.7%	28.5%	11.7%	4.1%	13.7%
Q19c Quality of Open Line newsletter	22.1%	43.2%	16.8%	1.7%	1.2%	15.0%
Q19d Quality of the City's website	16.0%	37.0%	22.1%	3.3%	1.0%	20.6%
Q19e Availability of information on other city services and programs	14.9%	38.3%	25.6%	5.4%	1.2%	14.7%
Q19f Transparency of city government/the city's willingness to openly share information with the community	14.4%	31.5%	25.6%	10.7%	4.1%	13.7%

EXCLUDING DON'T KNOW

Q19 City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a Availability of information about Parks and Recreation programs and services	25.8%	48.8%	18.6%	5.1%	1.6%
Q19b Level of public involvement in local decision-making	14.1%	34.4%	33.1%	13.6%	4.8%
Q19c Quality of Open Line newsletter	26.0%	50.9%	19.8%	1.9%	1.4%
Q19d Quality of the City's website	20.2%	46.6%	27.9%	4.2%	1.2%
Q19e Availability of information on other city services and programs	17.4%	44.9%	30.0%	6.4%	1.4%
Q19f Transparency of city government/the city's willingness to openly share information with the community	16.6%	36.5%	29.6%	12.4%	4.8%

Q20 The City is considering ways to fund expansions within the school system to accommodate increased enrollment. How supportive would you be of an increase in taxes/fees to help fund future expansion of the Auburn City School System?

Q20 How supportive would you be of an increase in taxes/fees to help fund future expansion of the Auburn City School System?

	Number	Percent
Very supportive	173	28.5 %
Somewhat supportive	210	34.6 %
No opinion	59	9.7 %
Somewhat opposed	77	12.7 %
Very opposed	88	14.5 %
Total	607	100.0 %

Q20a Please check ALL of the options for increases you would be willing to support?

Q20a Please check ALL of the options for increases you would be willing to support?

	Number	Percent
Property taxes	247	64.5 %
Sales taxes	157	41.0 %
Occupational license fees	160	41.8 %
Business license fees	204	53.3 %
Not provided	16	4.2 %
Total	784	

Q21 Have you called or visited the city with a question, problem, or complaint during the past year?

Q21 Have you called or visited the city with a question, problem, or complaint during the past year?	Number	Percent
Yes	228	37.6 %
No	370	61.0 %
Don't remember	9	1.5 %
Total	607	100.0 %

Q21a How easy was it to contact the person you needed to reach?

Q21a How easy was it to contact the person you needed to reach?	Number	Percent
Very easy	114	50.0 %
Somewhat easy	79	34.6 %
Difficult	26	11.4 %
Very difficult	7	3.1 %
Don't remember	2	0.9 %
Total	228	100.0 %

Q21b What department did you contact?

<u>Q21b What department did you contact?</u>	<u>Number</u>	<u>Percent</u>
Police	56	24.6 %
Fire	7	3.1 %
Planning	13	5.7 %
Parks and Recreation	28	12.3 %
Finance	12	5.3 %
Public Works	30	13.2 %
City Manager's Office	19	8.3 %
Environmental Services	86	37.7 %
Codes Enforcement	33	14.5 %
Water Revenue Office	45	19.7 %
Water Resource Management	26	11.4 %
Other	17	7.5 %
None chosen	2	0.9 %
Total	374	

Q21b Other

Q21b Other

-
- ACS
 - ANIMAL CONTROL
 - ANIMAL CONTROL
 - CEMETERY
 - CITY COUNCIL
 - COUNCILMAN
 - ECONOMIC DEVELOPMENT
 - ENGINEERING
 - ENGINEERING
 - LIBRARY
 - SCHOOL BUS MANAGER
 - SCHOOL PRINCIPAL DMS
 - SCHOOLS
 - TOURISM
 - TRAFFIC & ROADS
 - TRAFFIC ENGINEER
 - WEATHERIZATION PROGAM

Q21c Was the department you contacted responsive to your issue?

Q21c Was the department you contacted responsive to your issue?	Number	Percent
Yes	189	82.9 %
No	38	16.7 %
Don't Know	1	0.4 %
Total	228	100.0 %

Q22 Do you think that Auburn University students have had a positive, negative or no impact on your neighborhood?

Q22 Do you think that Auburn University students have had a positive, negative or no impact on your neighborhood?	Number	Percent
Positive	215	35.4 %
Negative	63	10.4 %
No Impact	284	46.8 %
Don't Know	45	7.4 %
Total	607	100.0 %

Q23 Do you have access to the Internet at your home?

Q23 Do you have access to the Internet at your home?	Number	Percent
Yes	553	91.1 %
No	47	7.7 %
Not provided	7	1.2 %
Total	607	100.0 %

Q23a Do you have high speed, broadband or dial-up Internet access at your home?

Q23a Do you have high speed, broadband or dial-up Internet access at your home?	Number	Percent
Broadband (DSL/cable)	502	90.8 %
Dial-up	16	2.9 %
Broadband (satellite)	14	2.5 %
Don't Know	21	3.8 %
Total	553	100.0 %

Q24 Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?

Q24 Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?	Number	Percent
Too Fast	194	32.0 %
Too slow	21	3.5 %
About right	349	57.5 %
Don't Know	43	7.1 %
Total	607	100.0 %

Q25 Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

Q25 Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

	Number	Percent
Yes	248	40.9 %
No	192	31.6 %
Don't Know	167	27.5 %
Total	607	100.0 %

Q26 Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

Q26 Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

	Number	Percent
Be increased	277	45.6 %
Stay the same	230	37.9 %
Be reduced	41	6.8 %
Don't Know	59	9.7 %
Total	607	100.0 %

Q27 How often do you use the City's bicycle lanes and facilities?

Q27 How often do you use the City's bicycle lanes and facilities?	Number	Percent
Monthly	22	3.6 %
Weekly	38	6.3 %
Daily	33	5.4 %
Occasionally	146	24.1 %
Never	360	59.3 %
Not provided	8	1.3 %
Total	607	100.0 %

Q28 What priority would you place on the following projects?

(N=607)

	Highest Priority	2	3	4	5	6	7	8	9	Lowest Priority
Q28a Additional downtown parking	33.8%	15.7%	11.5%	11.2%	9.0%	4.0%	2.4%	4.6%	3.3%	4.6%
Q28b Expanded fire protection & facilities	8.2%	16.2%	17.4%	14.9%	12.2%	9.4%	7.6%	6.1%	4.2%	3.8%
Q28c Expanded police protection & facilities	16.6%	16.6%	16.4%	11.5%	13.7%	6.9%	5.9%	5.2%	4.8%	2.5%
Q28d Road resurfacing & reconstruction	26.5%	16.3%	17.4%	14.4%	7.3%	4.9%	4.5%	3.6%	2.3%	2.8%
Q28e Multi-use athletic fields	3.4%	4.4%	5.8%	7.2%	11.8%	12.9%	14.9%	13.5%	18.1%	8.0%
Q28f Expanded recycling program & facilities	10.3%	11.5%	8.8%	9.8%	17.0%	10.7%	10.0%	8.6%	5.9%	7.3%
Q28g New community center and pool	7.7%	5.5%	8.6%	8.6%	11.6%	11.0%	11.4%	12.2%	12.4%	11.0%
Q28h New performing arts center	6.9%	5.9%	8.6%	8.1%	9.8%	10.0%	11.8%	10.0%	13.6%	15.3%
Q28i Expansion of Kiesel Park trails and facilities	4.3%	5.5%	5.3%	9.4%	12.3%	14.1%	12.5%	13.7%	11.7%	11.2%
Q28j Additional indoor basketball courts	2.6%	3.4%	2.8%	3.2%	6.2%	6.6%	9.7%	13.1%	14.9%	37.6%

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

"GOOD OLE BOY" POLITICS ON THE PLANNING COMMISSION
MORE PEOPLE (RESIDENTS) INVOLVEMENT IN DECISIONS LOCAL MTGS
2 HIGH SCHOOLS FOR MORE EDUCATION CLASSES & OPPORTUNITIES
A BIG PARK IN A SUITABLE LOCATION W/SWIMMING POOL
A NEW POLE FOR THE SAGGING WIRES FROM STREET TO MY HOUSE
A REASON TO STAY (IE WORK) AFTER GRADUATE SCHOOL
A SCHOOL ZONE CLOSER TO MY NEIGHBORHOOD
ACTIVITIES (MORE) FOR YOUHG ADULTS (25-35)
ADD A PERFORMING ARTS CENTER
ADD ANOTHER FIRE STATION
ADD MORE SENIOR CITIZENS APTS/TRANSPORTATION FOR THE CITY
ADD MORE SIDEWALKS
ADD STREET LIGHTS ON SHUG JORDON BTWN COLLEGE & WIRE RD
ADD WIFI ACCESS TO ALL DENSLEY POPULATED AREAS IN SUBURB
ADDITIONAL GARBAGE PICK UP MORE THAN 1 DAY A WEEK AT LEAST 2
ADDITIONAL RIGHT HAND TURN LANES TO HELP TRAFFIC MORE BETTER
ALLOWING MORE GREEN SPACE AND LESS NEW CONSTRUCTION
AMOUNT OF LEISURE ACTIVITIES
AMT OF TRAFFIC/TRAFFIC VIOLATIONS-CELL PHONES OUTLAW
AN EQUAL OPORTUNITY FOR ALL
APPEARANCE OF ENTRY TO THE CITY ON SOUTH COLLEGE
APPEARANCE OF OLDER PARTS OF TOWN LOOK BAD
AREA OF OPELIKA RD WHICH LOOKS SO TRASHY
ASSIST KNOLOGY SPEED UP INSTALLATION SERVICE/CHARTER AWFUL
AVAILABILITY/ENCOURAGEMENT OF COUNSELNG STUDENTS (K-12)
BE MORE BIKE FRIENDLY EVEN THOUGH I DON'T RIDE A BIKE
BE MORE PRO-ACTIVE IN PROTECTING THE ENVIRONMENT
BEING NEW MORE COMMUNICATION FOR EXTRA ACTIVITIES ADULT/YOUT
BETTER CHECK ON GARBAGE CAN REGULATIONS
BETTER CITY STREETS AND FACILITIES
BETTER COMMUNICATION
BETTER CURB SITE RECYCLING/NO SORT BINS
BETTER EAST/WEST TRAFFIC FLOW
BETTER REPAIR OF STREETS WHEN THEY ARE DUG UP
BETTER RESTAURANT SELECTIONS, LESS FAST FOODS MORE UPSCALE
BETTER ROAD (MR JAMES RD NEEDS PAVING)
BETTER SPEED ENFORCEMENT ON SOUTH GAY ST
BETTER SPORT FACILITIES
BETTER SUPPORT FOR STORM DRAIN SYSTEM
BETTER TRAFFIC FLOW THROUGH DOWNTOWN
BICYCLE
BICYCLE PATHS
BICYCLES COULD USE SIDEWALKS AS BIKE LINES

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

BIGGER COMMUNITY CENTERS
BIKE LANE
BIKE LANE ADDED ON HAMILTON RD
BIKE LANES NEED MORE/CONNECTING/DESIGNATED AREA
BIKE ORDINANCE
BIKERS! DON'T HOLD BIKERS ACCOUNTABLE FOR THEIR ACTIONS
BRING THE 1% SALES TAX BACK TO THE PEOPLE FOR A VOTE
BUILD A PERFORMING ARTS CENTER (JOINTLY WITH AU)
BURY THE UTILITIES ON S COLLEGE & OPELKIA RD, REAL EYESORES
BUS TRAFFIC PATTERNS AT ALL SCHOOLS
CHANGE AUBURN'S APPROACH TO HAVING ENTERTAINMENT/SOCIAL EVENT
CHANGE FOCUS FROM NEW GROWTH TO EXISTING STRUCTURE OCCUPIED
CHANGE OF LEADERSHIP
CHANGE TRAFFIC FLOW, ENLARGE STREET, LESSON CONGESTION
CITY EMPLOYEES NEED TO BE THERE TO SERVE AND RESPOND
CITY GOVT NOT TRANSPARENT/HELD ACCOUNTABLE FOR IMPROPER ACTI
CLEAN UP OPELIKA RD
CLOSED RESTAURANT MAKE CITY LOOK ITS DYING, LOOKS BAD
COMMUNITY AWARENESS ABOUT CITY ISSUES/INDUSTRY COMING IN
CONFRONTATIONAL/DEMANDING ATTITUDES OF POLICE TOWARD CITIZEN
CONGESTION AND POOR PLANNING THAT WENT INTO S COLLEGE DEVEL
CONTINUE DEVELOPMENT OF STRIP COMMERCIAL/RETAIL PROPERTIES
CORRECT VARYING SPEED LIMITS IN CITY, ELIMINATE TRAFFIC TRAP
CREATE ADDL TRAFFIC ROUTES FOR AFTERNOON RUSH/FOOTBALL GAMES
CREATE GREEN SPACE/SMALL PARK, EVERYWHERE CUTTING DOWN TREES
CREATE MORE RECREATIONAL OPT FOR STUDENTS W/NO TRANSPORT
DECENT SOFTBALL FIELDS IF WE CAN'T USE THE SOFTBALL COMPLEX
DECREASE IN OVERALL COST OF LIVING
DESTRUCTION OF DOWNTOWN
DIRECTORIES IN CEMETERIES WOULD BE VERY HELPFUL
DOG ORDINANCE, MANY PEOPLE ARE UNAWARE THERE IS ONE
DON'T CUT ALL THE TREES WHEN CONSTRUCTION BEGINS
DON'T SEE ANYTHING TO BE CHANGED
DONT WANT OUR TOWN TO OUTGROW THE UNIQUE QUALITIES WE HAVE
DOWNTOWN ABILITY TO SHOP/EAT, NO PARKING WHILE STUDENTS HERE
DOWNTOWN PARKING
DOWNTOWN PARKING
DOWNTOWN PUBS/EATERIES
DOWNTOWN TRAFFIC FLOW AND PARKING
DRUGS ARE ABUNDANT AND THIS WORRIES ME
EASE MORNING TRAFFIC ON MOORES MILL RD
EASE OF PARKING DOWNTOWN
EASIER ACCESS TO DOWNTOWN AREA

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

EFFECTIVE EASY TO USE RECYCLING SYSTEM
EMPTY CAR LOTS & RESTAURANTS
ENCOURAGE MORE DIVERSITY INPUT. TOO MANY INSIDERS RUNNING IT
ENFORCE LEASH LAW, NEIGHBORH WAS BITTEN BY A DOG
ENFORCE NO GOLF CARTS ON CITY ROADS/SIDEWALKS
ENFORCE THE ANIMAL CONTROL LAW. LEASH LAW
ENFORCEMENT OF TRAFFIC LAWS FOR CYCLISTS!!!!
ENFORCEMENT OF TRAFFIC LIGHTS PEOPLE RUNNING RED LIGHTS
ENFORCEMENT ON UNDER AGE DRINKING LAWS ESPECIALLY ON CAMPUS
ENLARGE & ENCHANCE HIGH QUALITY DOWNTOWN BEYOND MAGNOLIA
EVERY INTERSECTION SHOULD HAVE SENSORS
EXPAND, NEED MORE SPACE
EXPAND DOWNTOWN COMMERCIAL AREAS
EXPAND UNIVERSITY/MOORES MILL & HAMILTON RD INTO 4 LANES
FAIRNESS W/POLICE
FEWER UGLY BLDGS, STRICT RULES RE: BLDGS W/VILLAGE ATMOSPHER
FIND A WAY TO REDUCE PRICE OF WATER
FIRE JAMES TATUM FROM POLICE DEPT
FIX THE ROADS
GAME DAY PARKING & TRAFFIC
GARBAGE PICK UP TWICE A WEEK OR SAT DROP OFF AT SCHOOL
GENERAL APPEARANCE ON MAJOR ENTRANCES TO AUBURN
GET PEOPLE INTERESTED IN BETTER CONTROL OF LITER
GET RID OF THE AUTO DEALERSHIPS AT I-95 EXIT 67
GIVE MORE MONEY TO LIBRARY
GOOD PERFORMING ARTS CENTER, MORE EMPHASIS ON CULTURAL ARTS
GOVT ELECTED OFFICIALS LISTEN/FOLLOW VOICE OF VOTING CITIZEN
GROWING
GROWTH
GROWTH RATE
HAVE A TERM LIMIT FOR ELECTED OFFICIALS
HAVE ALL PUBLIC SERVICE OFFICES AT ONE LOCATION
HAVE SERVICE ROADS IN ALL CONGESTED AREAS, WOULD HELP TRAFFI
HIRE PEOPLE WITH A HIGHER EDUCATION FOR THE POLICE FORCE
HOW IT CONDUCTS RECYCLING
HOW SCHOOL BOARD MEMBERS ARE APPOINTED
I AM SATISFIED
I AM VER PLEASED WITH OUR CITY
I LOVE AUBURN, WOULDN'T CHANGE A THING
I WOULD ENFORCE CODES BETTER
I WOULD WANT THEM TO
IMPROVE APPEARANCE OF AUBURN AS YOU COME INTO THE CITY
IMPROVE CONDITION OF SECONDARY ROAD (IE MS. JAMES RD)

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

IMPROVE PUBLIC TRANSPORTATION PRIMARILY FOR ELDERLY
IMPROVE ROADS AND TRAFFIC FLOW
IMPROVE STREETS SURFACE MAINT, PAVING
IMPROVE TRAFFIC FLOW
IMPROVE TRAFFIC FLOW AND CONGESTION
IMPROVE TRAFFIC FLOW EAST TO WEST
IMPROVE TRAFFIC LIGHTS WORST PLACE I HAVE SEEN
INCREASE ATTRACTIVENESS OF I-85 EXIT TO CITY
INCREASE BUILDING LOT
INCREASE PUBLIC TRANSIT & SIDEWALKS
INCREASE SIDEWALKS
INCREASE SUPPORT FOR THE ARTS AND CULTURAL OPPORTUNITIES
INCREASE THE NUMBER OF SIDEWALKS
INSTALL CITY SEWER & CITY WATER TO EXISTING NEIGHBORHOODS
ITS HARD TO GET A JOB AS A PROFESSIONAL
KEEP BICYCLIST OUT OF AUTOMOBILE TRAFFIC LANES
KEEP BICYLCE & PEDESTRIAN TRAFFIC SEPARATE FROM VEHICLES
KEEP CURB SIDES CLEANER AROUND APT AREAS
KEEP LINE PAINTED ON STREETS BETTER
KEEP NUTS OFF OUR STREETS
LACK OF SIDEWALKS AND LIGHTING
LACK OF THRU STREETS BOTH NORTH TO SOUTH
LARGER TAX BASE I.E TIGER TOWN
LEADERSHIP AT THE POLICE DEPT
LESS CONGESTED MAKE IT SMALLER AGAIN
LESS STUDENT TRAFFIC
LIGHTING OF STREETS AND IN NEIGHBORHOODS
LIMIT GROWTH, EMPHASIS HIGH TEC NOT LOW TECH INDUSTRY
LITTER AND CODE ENFORCEMENT
LOSS OF THE OAKS A TOOMERS CORNER
LOVELY PLACE TO VISIT FOR VISITORS, SCENIC SPOT FOR TOURIST
LOWER PRICE OF WATER
MAINTAIN A SMALL TOWN ATMOSPHERE (ESP DOWNTOWN)
MAKE CITY COUNCIL RESPONSIVE TO VOTERS
MAKE DOWNTOWN MORE ATTRACTIVE, MORE/BETTER RESTAURANTS
MAKE IT MORE CONDUSIVE TO BIKING & RUNNING
MAKE IT MORE PEDESTRIAN FRIENDLY
MAKE IT SAFER FOR PEDESTRIAN, MORE CROSSWALKS, LIGHTS ETC
MAKE MORE PRETTIER
MAKE MORE PROGRESSIVE/GREEN LESS WORRIED ABOUT EXPANSION
MAKE OPELIKA RD A PALCE NEW BUSINESS WANT TO COME
MAKE PUBLIC TRANSP AVAILABLE & AFFORDABLE FOR ALL TO USE
MANAGE RATE OF GROWTH

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

MANAGEMENT OVERHAUL AT ENVIRONMENTAL SERVICES
MANY AREAS OFF OF OGLETREE HAVE NO SEWER/DRAINAGE ISSUES
MAYOR HAM, WE NEED NEW YOUNG BLOOD
MORE ACTIVITIES FOR SENIORS
MORE ADULT/RESIDENT ACTIVITIES NOT JUST FOR AUBURN UNIVERSIT
MORE ADVERTISEMENT FOR CITY SERVICES
MORE ATTRACTIVE ROADWAYS LEADING INTO THE CITY
MORE BICYCLE LANES
MORE BICYCLE LANES
MORE BICYCLE LANES ON BUSY STREETS IE SHELTON MILL, GAY ST
MORE BIKE LANES
MORE BIKE LANES
MORE BIKE LANES AND WIDER TOO
MORE BIKE PATHS
MORE BIKING TRAILS
MORE CONSIDERATION FOR THOSE OWNING PROPERTY FOR MANY YEARS
MORE DOG PARKS
MORE ENGAGING ACTIVITIES FOR TEENAGERS
MORE GREEN SPACE
MORE GREEN SPACE & TREES
MORE INCLUSIVE AUBURN BETTER MEET NEEDS OF ALL STUDENTS
MORE INDUSTRY
MORE JOBS
MORE JOBS IN AUBURN, RECRUITE CORPORATE JOBS
MORE JOBS WITH PAY THAT CAN SUPPORT YOU
MORE MUSIC EVENTS (ALL KINDS OF MUSIC)
MORE OUTDOOR ACTIVITY FRIENDLY, MORE BIKE/WALKING TRAILS
MORE PARK & REC
MORE PARKING DOWNTOWN
MORE PARKING DOWNTOWN
MORE PARKING IN DOWNTOWN AUBURN
MORE PARKS
MORE PARKS & REC
MORE PARKS FOR KIDS TO PLAY ESPECIALLY OVER NEAR MOORES
MORE PLAYGROUND
MORE POLICE AROUND THE GHETTO/STOP LATE NIGHT WALKING
MORE POLICE PROTECTON DOES NOT FEEL SAFE
MORE POLICE TO STOP BREAKINS
MORE PROGRAMS FOR SENIOR CITIZENS
MORE RECREATIONAL OPTIONS FOR TEENS
MORE RETAIL
MORE ROAD RECONSTRUCTION & MORE WALK/BIKING TRAILS
MORE ROAD TO RELIEVE TRAFFIC

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

MORE SENIOR CITIZEN ACTIVITIES & PERFORMING ARTS CENTER
MORE SEPARATION BETWEEN PERMANENT RESIDENTS AND STUDENTS
MORE SIDEWALKS
MORE SIDEWALKS
MORE SIDEWALKS
MORE SIDEWALKS
MORE SIDEWALKS AND SAFER BICYCLE LANES
MORE SIDEWALKS IN OLDER NEIGHBORHOOD
MORE SIDEWALKS THROUGHOUT THE CITY
MORE SIDEWALKS-DONAHUE, EAST UNIV TO SOUTH
MORE SINGLE STORY HOMES/APTS FOR LOW INCOME/NON STUDENT RES
MORE STABLE BUSINESS DOWNTOWN
MORE THOUGHT INTO PLANNING S COLLEGE REGARDS TO TRAFFIC
MORE TRANSPARENCY IN COMMUNICATIONS
MORE VILLAGE CLOSER INTERCONNECTED VILLAGES
MORE WALKING PARKS W/SECURITY AT NIGHT, DRAINAGE PROBLEMS
MORE WALKING PATHS, NEED PERFORMING ARTS CTR
MOST OF MY OPINION OF THE AREA HAVE TO DO W/THE AU CAMPUS
MOTION ACTIVATED TRAFFIC SIGN, TIRED OF SITTING AT LIGHTS
MUCH BIKING AND RUNNING TRAILS
N OF COLLEGE (4-5 BLKS) HOUSING AREA NEEDS BE CLEANED UP
NEED BIKE TRAILS
NEED MORE BICYCLE LANES & MORE TURNING LANES
NEED TO RESURFACE MORE STREETS
NEVER ALLOW PUBLIC OPINION TO REPLACE PUTTING GOD/COUNTY 1ST
NEW PERFORMING ARTS CENTER
NO NEW CONSTRUCTION IN DOWNTOWN-CHANGE THE LOOK OF AUBURN
NO PUBLIC TRANSPORTATION, WE NEED PUBLIC TRANSPORTATION
NO/SO TRAFFIC CONSTROL AFTER MAJOR SPORTING EVENTS
NOTHING COMES TO MIND
OPELIKA RD, S COLLEGE ARE EYESORES
OPELIKA ROAD LIGHT
OUTDOOR BASKETBALL COURTS
OVERZEALOUS POLICE TICKETING STUDENTS
PARKING
PARKING
PARKING
PARKING DOWNTOWN
PARKING DOWNTOWN & FOORTBALL GAMES
PARKS & REC
PAVEMENT ON MY STREET
PAVING STREETS
PEOPLE TOO PRETENTIOUS

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

PERSERVATION OF OLDER HOMES
PLANNING COMM TO CONSIDER IMPACT OF ALCOHOL LICENSE TO BUS
PLANNING COMMISSION TAKE RESPONSIBILITY FOR CHANGING ZONING
PLANNING/ZONING ALONG SOUTH COLLEGE & OPELIKE HWY
PLANTING ROW OF TREES ON INTERSTATE TO BLOCK NOISE
PLEASE ENFORCE LAWS AGAINST RUNNING RED LIGHTS NEAR AU CAMPUS
POLICE HIDING TO ENFORCE SPEED LIMIT, KEEP VISIBLE
POLITICIANS AND HOW THEY RUN
POOLS SHOULD BE UPDATED
PROMOTE/CREATE ADULT VENUE SIMILAR TO IRISH BUD IN OPELIKA
PROPERTY TAX INCREASE TO GET LEAST BY 5 MILS
PROTECTION OF COMMUNITY ENVIRONMENT, MAINTAIN SMALL TOWN
PROVIDE REAL PUBLIC TRANSPORTATION SYSTEM-CURRENT INADEQUATE
PUBLIC POOLS
PUBLIC TRANSPORTATION
PUBLIC TRANSPORTATION
PUBLIC TRANSPORTATION, MORE SIDEWALKS
PUT CAMERAS AT EVERY MAJOR INTERSECTION DETER RED LIGHT RUNS
PUT PAVEMENT ALL COUNTRY ROADS
PUT TAFFIC CAMERAS AT ALL BUSY INTERSECTIONS
PUT TELEPHONE/ELECTRIC/CABLE LINES BELOW GROUND
PUT UTILITIES UNDERGROUND, OVERHEAD LINES ARE UNSIGHTLY
QUIT BUILDING SO MANY NEW APARTMENTS
RAILROAD UNDERPASS OR OVERPASS
RATE OF INCREASE IN GARBAGE/WATER FEES 38% OVER 3 YEARS
REALISTIC SPEED ZONES, DROP FROM 45-25 ON DOWN HILL
RECYCLE MORE ITEMS AT CURBSIDE
RECYCLING
RECYCLING PROGRAMS
RECYCLING WONT ACCEPT GREEN BOTTLES CURBSIDE
REDUCE TAXES
REDUCE TRAFFIC CONGESTION
REGULATION OF ALCHOLICS ON WEEKEND/FRAT PARTIES
REPAVE STREETS
REPAVE THE ROUGH ROADS FOR BICYCLE TRAFFIC
RESTRICT THE QUANTITY OF APT/CONDOS, TOO MANY NOW
RETAIN MORE OF THE VILLAGE ATMOSPHERE, AESTHESE OF THE TOWN
RETURN TO QUALITY FROM QUANTITY
ROAD CONDITIONS
ROAD/STREET MAINT (HAMILTON RD, MOORES MILL RD)
ROADS NEED MORE MAINTENANCE & IMPROVMENTS
S COLLEGE & OPELIKA RD SPRAWL/APPEARANCE
S COLLEGE ST CLOSED BUSINESS EYE SORE

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

SALES TAX
SALES TAX LOWER
SALES TAX/TRAFFIC CONGESTION
SCHOOL SUPERINTENDENT
SCHOOL SYSTEM COMMITTED TO MEETING NEEDS OF ALL STUDENTS
SEVERAL PUBLIC HOUSING FAC NEED CURB APPEAL
SIDEWALKS/CROSSWALKS SHOULD BE RAMPED
SIDWALKS IN EVERY NEIGHBORHOOD
SIGNAGE ONN COLLEGE & OPELIKA RD
SLOW DOWN GROWTH
SLOW DOWN GROWTH
SLOW DOWN OR STOP UNIVERSITY ENCROACHMENT IN NEIGHTBORHOODS
SLOW DOWN THE GROWTH
SLOW DOWN THE GROWTH
SLOW DOWN THE GROWTH AND STOP DEVELOPERS FROM BURNING
SLOW DOWN TRAFFIC ITS TOO FAST
SPEEDING CARS & BREAK INS
SPEEDING/GOING THROUGH TRAFFIC LIGHTS BY STUDENTS
SPEND LESS DO MORE
STOP DEVELOPMENT, USE CONCRETE AREAS ALREADY HAVE IE BRUNOS
STOP DRIVER FROM USING CELL PHONES & TEXTNG
STOP FEES ON CABLE TV
STOP TEARING DOWN ALL THE OLD BUILDINGS-RENOVATE
STOP TEARING DOWN THE WOODS TO BUILD, USE VACANT BLDGS
STOP WASTING MONEY & TRYING TO RAISE TAXES/ATTRACT NEW BUS
STREET MAINT
STREET MAINT BE MORE PRIORITY IN THE PROJECTS
STREET NOT WIDE ENOUGH FOR BIKE LANES/BIKER DONT STAY IN LNS
STREET SIGN
STRENGHTEN (BETTER MATERIALS) BUILDING MATERIALS
STRICT ENFORCEMENT OF NOISE ORDINANCE-VIOLATERS ARE STUDENTS
STUDENTS DISRESPECT FOR ELDERLY/DISABLED MOST HAVE TO DRIVE
TAX DEALS FOR BUSINESSES ESPECIALLY TOM HALEYS AREA
THE ELITIST ATTITUDE OF THE CITY LEADERS
THE GROWTH IN THE LAST 15 YEARS
THE GROWTH ITS TOO BIG TOO MANY PEOPLE
THE ROADS
THE ROADS MORE LANES ARE NEEDED
THE WAY SENIORS ARE TREATED IN PROGRAMS
THEIR OVER CONTROL MENTALITY
THERE ARE TOO MANY UNOCCUPIED BUILDINGS (STORES EMPTY)
THERE IS POOR PLANNING/ORGANIZATON FOR GROWTH
THEY MAYOR & CITY COUNCILMAN

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

TIMMING OF TRAFFIC LIGHTS ON SAMFORD AVE/COLLEGE TO DEANE RD
TO ADD MORE LOW INCOME HOUSING NOT JUST FOR STUDENT
TOO MANY BREAK INS, MORE POLICE
TOO MANY ORNAMENTED BUSHES/PLANTERS OBSTRUCT MOTORIST VISION
TOO MUCH PREFERENTIAL TREATMENT OF UNIVERISTY FAMILIES
TRAFFIC
TRAFFIC AND PARKING
TRAFFIC CONGESTION
TRAFFIC CONGESTION DUE TO DIFFICULTY OF PARKING DOWNTOWN
TRAFFIC CONGESTION IN SEVERAL AREAS
TRAFFIC CONGESTION NEAR CAMPUS
TRAFFIC CONGESTION ON OUTSKIRT OF CAMPUS-MAGNOLIA, GAY ETC
TRAFFIC CONGESTION/NEED MORE HELP FOR LOW INCOME ON UTILITY
TRAFFIC DOWNTOWN
TRAFFIC ENGINEERING & SIGNAGE IN SAME AREAS
TRAFFIC FLOW
TRAFFIC FLOW
TRAFFIC FLOW & CONGESTION DOWNTOWN
TRAFFIC FLOW, OPEN UP MORE ROADS
TRAFFIC ON S COLLEGE & TOO MANY RED LIGHTS ON WISE RD
TRAFFIC PROBLEM
TRAFFIC PROBLEMS & RAILROAD CROSSINGS
TRANSP INFRASTRUCTURE IS NOT SUFFICIENT TO SUSTAIN POPULATIO
TUMORES CORNER DOESNT LIKE WHAT HAPPENDED TO THE TREES
TURN LANES ON ENTRY BYPASS, S COLLEGE TO E GLENN
TURN LIGHT AT SAMFORD AVE/GAY ST, ENFORCE NO LEFT TURN
UGLY DEVELOPMENTS AND NOT ENFORCING DEVELOPMENT RULES
UPGRADE STREET SIGNS
UTILITY PRICE
VIBRANT DOWNTOWN
VISUAL APPEAL, TOO MUCH TRASH ON ROADS
WAY CITY LOOKS WHEN YOU EXIT I-85 AT EXIT 51
WE NEED A MAYOR WHO IS NOT IN THE POCKET OF DEVELOPERS
WEST PACE DEVELOPMENT IS AN EYESORE, CITY GOT MISLED
WIDEN MOORES HILL RD & HAMILTON RD WITH BICYCLE LANES
WIDER STREETS OR LESS TRAFFIC
WOULD CHANGE THE TRAFFIC/STREETS INCLUDING THE LAYOUT
WOULD LIKE TO BE ABLE TO BURN AGAIN AND GET A BURN PERMIT
WOULD LOVE A COMMUNITY CENTER LIKE OPEKIA
WOULD RECONSTRUCT ROADS/SIDEWALKS/PROVIDE MORE STREET LIGHT
WOULD TRY TO MAKE IMPROVEMENTS TO TRAFFIC CONGESTION COLLEGE
ZONING
ZONING

Q29 If you could change ONE thing about the City of Auburn, what would you change?

Q29 Change

ZONING

ZONING, NEED MORE CONCENTRATED BUSINESS AREAS

ZONING IRREGULARITIES

ZONING PROTECTIONS NEED TO BE BETTER PLANNED

Q30 How many persons in your household (counting yourself), are?

	Mean	Sum
number	2.60	1567
Q30 Under age 5	0.15	88
Ages 5-9	0.17	101
Ages 10-14	0.17	100
Ages 15-19	0.19	113
Ages 20-24	0.13	80
Ages 25-34	0.23	140
Ages 35-44	0.29	174
Ages 45-54	0.37	223
Ages 55-64	0.40	239
Ages 64-74	0.29	177
Ages 75+	0.22	134

Q31 How many years have you lived in the City of Auburn?

Q31 How many years have you lived in the City of Auburn?	Number	Percent
5 or fewer years	107	17.6 %
6-10 years	92	15.2 %
11-20 years	129	21.3 %
21-30 years	99	16.3 %
Over 30 years	171	28.2 %
Not provided	9	1.5 %
Total	607	100.0 %

Q32 How many people in your household work within the Auburn city limits?

Q32 How many people in your household work within the Auburn city limits?	Number	Percent
None	218	35.9 %
1 person	233	38.4 %
2 people	124	20.4 %
3 people	21	3.5 %
4 people	5	0.8 %
5 people	1	0.2 %
7 people	1	0.2 %
8 people	2	0.3 %
9 people	2	0.3 %
Total	607	100.0 %

Q33 Are you a full time Auburn University student?

Q33 Are you a full time Auburn University student?	Number	Percent
Yes	51	8.4 %
No	556	91.6 %
Total	607	100.0 %

Q34 Do you own or rent your current residence?

Q34 Do you own or rent your current residence?	Number	Percent
Own	503	82.9 %
Rent	99	16.3 %
Not provided	5	0.8 %
Total	607	100.0 %

Q35 What is your age?

<u>Q35 What is your age</u>	<u>Number</u>	<u>Percent</u>
18 to 34 years	127	20.9 %
35 to 44 years	139	22.9 %
45 to 54 years	121	19.9 %
55 to 64 years	112	18.5 %
65+ years	104	17.1 %
Not provided	4	0.7 %
Total	607	100.0 %

Q36 Which of the following best describes your race/ethnicity?

<u>Q36 Which of the following best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	21	3.5 %
Black/African American	89	14.7 %
Hispanic	14	2.3 %
White	484	79.7 %
American Indian/Eskimo	3	0.5 %
Other	2	0.3 %
Not provided	5	0.8 %
Total	618	

Q37 Your total household income is:

<u>Q37 Your total household income is:</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	67	11.0 %
\$30,000-\$59,999	108	17.8 %
\$60,000-\$99,999	196	32.3 %
More than \$100,000	183	30.1 %
Not provided	53	8.7 %
Total	607	100.0 %

Q38 Your gender:

<u>Q38 Respondents gender</u>	<u>Number</u>	<u>Percent</u>
Male	296	48.8 %
Female	311	51.2 %
Total	607	100.0 %



City of Auburn
Home of Auburn University

January 2012

Dear Auburn Resident,

I am writing to ask for your assistance with the 2012 Citizen Survey. This survey has been administered annually by the City of Auburn for the past 24 years. The feedback we receive from the results of the survey helps us gauge how successful we have been in providing quality services to the residents of Auburn and also helps us identify areas where we can improve. The Citizen Survey is a vital instrument in establishing budget priorities and forming policy decisions. Auburn is known for its active and involved citizenry and your participation in this survey is another important way to get involved in helping guide our community.

This year we have again partnered with ETC Institute to administer the survey. ***Please take a few minutes to complete and return this survey in the next few days. If you are not a resident of the City of Auburn, please disregard this survey.*** A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. ETC Institute will compile the results and present a report to the City in a few weeks. Your responses to the questions in the survey are anonymous. The sticker on the survey serves only to identify broad geographic areas and helps us identify areas in the City where we might improve our service delivery.

The results of the survey will be presented to the City Council and the public in April. Additionally, a comprehensive report analyzing the survey results will be available at City Hall and posted on the City's website, with a summary included in a future issue of Auburn's monthly newsletter, Open Line. If you have any questions about the survey, please call me at (334) 501-7260. Thank you for helping guide the direction of our community by completing the enclosed survey. Your participation will help to ensure that "*the Loveliest Village on the Plains*" remains a very special place in which to live, work and raise our children.

Sincerely,

Charles M. Duggan Jr.

Charles M. Duggan, Jr.
City Manager

Enclosure

City of Auburn Citizen Survey for 2012

Welcome to the City of Auburn's Citizen Survey for 2012. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and investment decisions. Please take a few minutes to complete this survey. If you have questions about this survey, please call the City Manager, Charles M. Duggan, Jr., at 501-7260.

OVERALL SATISFACTION

1. Please rate your overall satisfaction with the following major categories of services provided by the City of Auburn. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please circle your choice.

<i>How satisfied are you with the overall:</i>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) quality of the City's school system	5	4	3	2	1	9
(B) quality of police, fire, & ambulance services..	5	4	3	2	1	9
(C) quality of parks & recreation programs & facilities	5	4	3	2	1	9
(D) maintenance of city streets and facilities	5	4	3	2	1	9
(E) enforcement of city codes and ordinances	5	4	3	2	1	9
(F) quality of customer service you receive from city employees.....	5	4	3	2	1	9
(G) effectiveness of city communication with the public	5	4	3	2	1	9
(H) quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
(I) quality of city library facilities & services	5	4	3	2	1	9
(J) flow of traffic & congestion management.....	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write the letters below using the letters from the list in Question #1 above.]

1st

2nd

3rd

3. Several items that may influence your perception of the City of Auburn are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How satisfied are you with:</i>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
(B) overall image of the city	5	4	3	2	1	9
(C) overall quality of life in the city.....	5	4	3	2	1	9
(D) overall appearance of the city	5	4	3	2	1	9
(E) overall quality of city services	5	4	3	2	1	9

4. Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

<i>How would you rate Auburn:</i>	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	Below <u>Average</u>	<u>Poor</u>	Don't <u>Know</u>
(A) as a place to live	5	4	3	2	1	9
(B) as a place to raise children	5	4	3	2	1	9
(C) as a place to work.....	5	4	3	2	1	9

5. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below. Write “1” for the item you think should be the HIGHEST priority, “2” for the second highest priority, “3” for the third highest priority, and so on.

- | | | |
|---------------------------|-----------------------------------|-----------------------------|
| ___(A) bikeways | ___(E) police protection | ___(I) traffic management |
| ___(B) city school system | ___(F) public transportation | ___(J) walking trails |
| ___(C) codes enforcement | ___(G) recreational opportunities | ___(K) watershed management |
| ___(D) fire protection | ___(H) sidewalks | ___(L) zoning and land use |

6. **Public Safety Services.** For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with:</i>	Very Satisfied			Very Dissatisfied			Don't Know
	Satisfied	Satisfied	Neutral	Dissatisfied	Dissatisfied	Know	
(A) overall quality of police protection	5	4	3	2	1	9	
(B) visibility of police in neighborhoods	5	4	3	2	1	9	
(C) visibility of police in retail areas	5	4	3	2	1	9	
(D) how quickly police respond to emergencies	5	4	3	2	1	9	
(E) efforts to prevent crime	5	4	3	2	1	9	
(F) police safety education programs	5	4	3	2	1	9	
(G) enforcement of traffic laws	5	4	3	2	1	9	
(H) overall quality of fire protection	5	4	3	2	1	9	
(I) fire personnel emergency response time	5	4	3	2	1	9	
(J) fire safety education programs	5	4	3	2	1	9	
(K) quality of local ambulance service	5	4	3	2	1	9	
(L) quality of animal control	5	4	3	2	1	9	
(M) enforcement of speed limits in neighborhoods	5	4	3	2	1	9	

7. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years? [Write the letters below for your top two choices from Question #6 above.]

1st choice: _____ 2nd choice: _____

8. **Enforcement of City Codes and Ordinances.** For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with the enforcement of the following:</i>	Very Satisfied			Very Dissatisfied			Don't Know
	Satisfied	Satisfied	Neutral	Dissatisfied	Dissatisfied	Know	
(A) cleanup of debris/litter in neighborhoods	5	4	3	2	1	9	
(B) sign regulations	5	4	3	2	1	9	
(C) zoning regulations	5	4	3	2	1	9	
(D) unrelated occupancy regulations	5	4	3	2	1	9	
(E) building codes	5	4	3	2	1	9	
(F) erosion & sediment control regulations	5	4	3	2	1	9	
(G) fire codes and regulation	5	4	3	2	1	9	

9. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years? [Write the letters below for your top two choices from Question #8 above.]

1st choice: _____ 2nd choice: _____

10. Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) residential garbage collection service	5	4	3	2	1	9
(B) curbside recycling service.....	5	4	3	2	1	9
(C) yard waste removal service.....	5	4	3	2	1	9
(D) sanitary sewer service	5	4	3	2	1	9
(E) water service	5	4	3	2	1	9
(F) Water Revenue Office customer service.....	5	4	3	2	1	9

11. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years? [Write the letters below for your top two choices from Question #10 above]

1st choice: _____ 2nd choice: _____

12. City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) maintenance of streets (not including those on the AU campus)	5	4	3	2	1	9
(B) maintenance of sidewalks (not including those on the AU campus)	5	4	3	2	1	9
(C) maintenance of street signs	5	4	3	2	1	9
(D) maintenance of traffic signals	5	4	3	2	1	9
(E) maintenance of downtown Auburn.....	5	4	3	2	1	9
(F) maintenance of city buildings	5	4	3	2	1	9
(G) mowing and trimming along streets and other public areas.....	5	4	3	2	1	9
(H) overall cleanliness of streets and other public areas.....	5	4	3	2	1	9
(I) adequacy of city street lighting.....	5	4	3	2	1	9
(J) maintenance of water lines and fire hydrants	5	4	3	2	1	9
(K) maintenance of sewer lines and manholes.....	5	4	3	2	1	9

13. Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years? [Write the letters below for your top two choices from Question #12 above.]

1st choice: _____ 2nd choice: _____

14. Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe.”

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
<i>How safe do you feel:</i>						
(A) in your neighborhood during the day	5	4	3	2	1	9
(B) in your neighborhood at night.....	5	4	3	2	1	9
(C) in the City’s parks	5	4	3	2	1	9
(D) in commercial and retail areas	5	4	3	2	1	9
(E) in downtown Auburn	5	4	3	2	1	9
(F) overall feeling of safety in Auburn	5	4	3	2	1	9

15. City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) overall quality of leadership provided by the City's elected officials.....	5	4	3	2	1	9
(B) overall effectiveness of appointed boards and commissions.....	5	4	3	2	1	9
(C) overall effectiveness of the City Manager.....	5	4	3	2	1	9

16. City Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with the:</i>						
(A) maintenance of parks	5	4	3	2	1	9
(B) maintenance of cemeteries.....	5	4	3	2	1	9
(C) number of parks	5	4	3	2	1	9
(D) walking trails.....	5	4	3	2	1	9
(E) biking paths and lanes.....	5	4	3	2	1	9
(F) swimming pools.....	5	4	3	2	1	9
(G) community recreation centers.....	5	4	3	2	1	9
(H) outdoor athletic fields (i.e. baseball, soccer, and softball).....	5	4	3	2	1	9
(I) youth athletic programs.....	5	4	3	2	1	9
(J) adult athletic programs.....	5	4	3	2	1	9
(K) other city recreation programs, (classes, trips, special events and arts programming)	5	4	3	2	1	9
(L) ease of registering for programs	5	4	3	2	1	9
(M) fees charged for recreation programs.....	5	4	3	2	1	9

17. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years? [Write the letters below for your top two choices from Question #16 above]

1st choice: _____ 2nd choice: _____

18. Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with the:</i>						
(A) ease of north-south travel in Auburn by car on roads such as Donahue Dr., College St., Gay St. and Dean Rd.....	5	4	3	2	1	9
(B) ease of east-west travel in Auburn by car on roads such as Glenn Ave., Thach Ave., and Samford Ave.....	5	4	3	2	1	9
(C) ease of travel by bicycle in Auburn	5	4	3	2	1	9
(D) ease of pedestrian travel in Auburn.....	5	4	3	2	1	9

19. City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

Very Satisfied
Satisfied
Neutral
Dissatisfied
Very Dissatisfied
Don't Know

How satisfied are you with:

- (A) availability of information about Parks and Recreation programs and services. 5 4 3 2 1 9
- (B) level of public involvement in local decision-making 5 4 3 2 1 9
- (C) quality of *Open Line* newsletter 5 4 3 2 1 9
- (D) quality of the City’s website 5 4 3 2 1 9
- (E) availability of information on other city services and programs 5 4 3 2 1 9
- (F) transparency of city government/the city’s willingness to openly share information with the community 5 4 3 2 1 9

20. The City is considering ways to fund expansions within the school system to accommodate increased enrollment. How supportive would you be of an increase in taxes/fees to help fund future expansion of the Auburn City School System?

___(5) very supportive ___(4) somewhat supportive ___(3) no opinion ___(2) somewhat opposed ___(1) very opposed

20a. [Only if your answer to Q#20 was (5) very supportive or (4) somewhat supportive] **Please check ALL of the options for increases you would be willing to support?**

- ___(1) property taxes
- ___(2) sales taxes
- ___(3) occupational license fees
- ___(4) business license fees

21. Have you called or visited the city with a question, problem, or complaint during the past year?

___(1) yes [answer Q#21a-c] ___(2) no [go to Q#22]

21a. [Only if YES to Q#21] **How easy was it to contact the person you needed to reach?**

- ___(1) very easy
- ___(2) somewhat easy
- ___(3) difficult
- ___(4) very difficult

21b. [Only if YES to Q#21] **What department did you contact? (Check all that apply)**

- ___(01) Police
- ___(02) Fire
- ___(03) Planning
- ___(04) Parks and Recreation
- ___(05) Finance (city licenses)
- ___(06) Public Works
- ___(07) City Manager's Office
- ___(08) Environmental Services
(garbage, trash, recycling, animal control)
- ___(09) Codes Enforcement
- ___(10) Water Revenue Office
(Utility billing and customer service)
- ___(11) Water Resource Management
(Water, sewer and watershed/stormwater management)
- ___(12) Other _____

21c. [Only if YES to Q#21] **Was the department you contacted responsive to your issue?**

___(1) yes ___(2) no

22. Do you think that Auburn University students have had a positive, negative or no impact on your neighborhood?

- ___(1) positive
- ___(2) negative
- ___(3) no impact
- ___(9) don't know

23. Do you have access to the Internet at your home? ___(1) yes ___(2) no

23a. [Only if YES to #23] **Do you have high speed, broadband or dial-up Internet access at your home?**

- ___(1) broadband (DSL/cable)
- ___(2) dial-up
- ___(3) broadband (satellite)
- ___(9) don't know

24. Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?

___(1) too fast ___(2) too slow ___(3) about right ___(9) don't know

25. Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

___(1) yes ___(2) no ___(9) don't know

26. Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

___(1) be increased ___(2) stay the same ___(3) be reduced ___(9) don't know

27. How often do you use the City's bicycle lanes and facilities?

___(1) monthly ___(2) weekly ___(3) daily ___(4) occasionally ___(5) never

28. What priority would you place on the following projects? [please indicate priority, with 1 being the HIGHEST priority and 10 being the LOWEST priority]

- | | |
|--|---|
| ___(A) additional downtown parking | ___(F) expanded recycling program & facilities |
| ___(B) expanded fire protection & facilities | ___(G) new community center and pool (Lake Wilmore) |
| ___(C) expanded police protection & facilities | ___(H) new performing arts center |
| ___(D) road resurfacing & reconstruction | ___(I) expansion of Kiesel Park trails and facilities |
| ___(E) multi-use athletic fields | ___(J) additional indoor basketball courts |

29. If you could change ONE thing about the City of Auburn, what would you change?

30. How many persons in your household (counting yourself), are?

under age 5 ___	ages 20-24 ___	ages 55-64 ___
ages 5-9 ___	ages 25-34 ___	ages 65-74 ___
ages 10-14 ___	ages 35-44 ___	ages 75+ ___
ages 15-19 ___	ages 45-54 ___	

31. How many years have you lived in the City of Auburn? _____ years

32. How many people in your household work within the Auburn city limits? _____ people

33. Are you a full time Auburn University student? ___(1) yes ___(2) no

34. Do you own or rent your current residence? ___(1) own ___(2) rent

35. What is your age?

___(1) under 25 years	___(4) 45 to 54 year
___(2) 25 to 34 years	___(5) 55 to 64 years
___(3) 35 to 44 years	___(6) 65+ years

36. Which of the following best describes your race/ethnicity (check all that apply)?

___(1) Asian/Pacific Islander	___(4) White
___(2) Black/African American	___(5) American Indian/Eskimo
___(3) Hispanic	___(6) other: _____

37. Your total household income is:

___(1) under \$30,000	___(3) \$60,000 to \$99,999
___(2) \$30,000 to \$59,999	___(4) more than \$100,000

38. Your gender: ___(1) male ___(2) female

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain **completely confidential**. The information printed on the sticker to the right will ONLY be used to geographically code the responses and to help identify specific areas for improvement. Thank you!