

2008 DirectionFinder® Survey

FINAL REPORT



Submitted to
The City of
Auburn, Alabama



By

ETC
Institute

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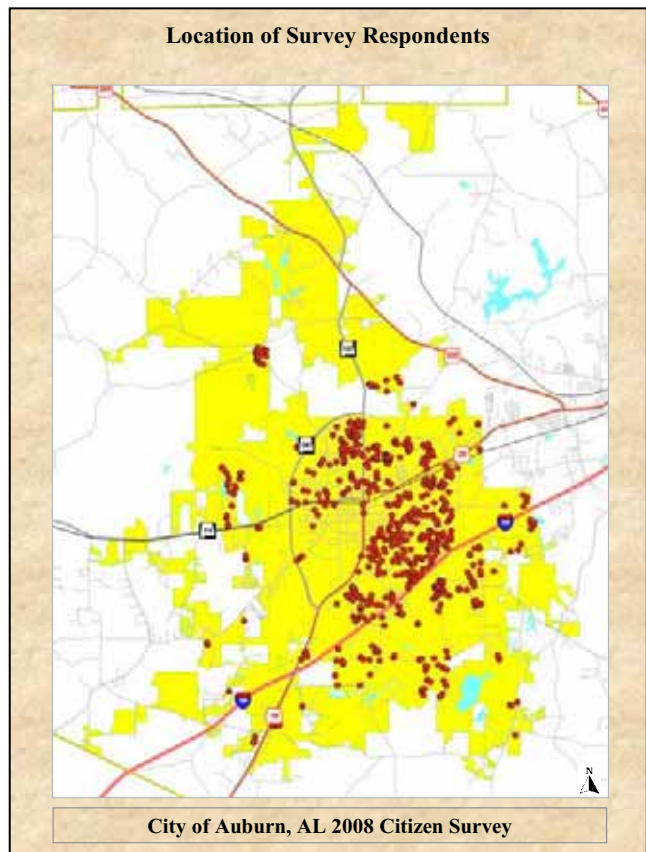
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the *DirectionFinder*® survey for the City of Auburn during 2008. 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 for nearly 20 years.

Resident Survey. A six-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, 422 completed the survey by phone and 343 returned it by mail for a total of 765 completed surveys (51% response rate). The results for the random sample of 765 households have a 95% level of confidence with a precision of at least +/- 3.6%. 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. The map to the right shows the physical distribution of survey respondents based on the location of their home.



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 and trends showing the overall results for most questions on the survey
- GIS maps that show the results of selected questions as maps of the City
- benchmarking data that shows how the results for Auburn compare to other cities
- importance-satisfaction analysis/matrices
- tables that show the results for each question on the survey
- a copy of the survey instrument

**note: tables showing the leader results are provided in Appendix A.*

Major Findings

- **Most of the residents surveyed were satisfied with City services.** Ninety percent (90%) 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 public school system, 88% were satisfied with the quality of police, fire and ambulance services, 87% were satisfied with quality of city libraries, and 81% were satisfied with the quality of city parks programs and facilities. ***Satisfaction with the effectiveness of city communication with the public increased by 7% over the past year. The City of Auburn’s parks and recreation system rated in the top 25% of all DirectionFinder® cities in the nation for the second straight year in a row.***
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Auburn over the next two years were: (1) management of traffic flow in the city and (2) the maintenance of city streets, buildings and facilities. These were also the top priorities in the 2004, 2005, 2006, and 2007 surveys.
- **Perceptions of the City.** Most (88%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Auburn; only 3% were not satisfied; the remaining 9% gave a neutral rating. ***Satisfaction with the overall appearance of the City increased by 6% over the past year. Overall satisfaction with the “value of city taxes and fees” and the “image of the city” rated in the top 25% of all DirectionFinder® cities in the nation for the second straight year in a row.***
- **Public Safety.** Eighty-six percent (86%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection. Eighty-five percent (85%) of those surveyed were satisfied with the overall quality of police protection. Residents thought the public safety service that should receive the most additional emphasis over the next two years was the enforcement of speed limits in neighborhoods. ***The enforcement of speed limits in neighborhoods was also identified last year by respondents as the public safety service that should receive the most additional emphasis over the next two years. Since the 2007 survey, satisfaction with the enforcement of speed limits in neighborhoods increased by 7%.***

- **Utility/Environmental Services.** Eighty-seven percent (87%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential garbage collection service. Eighty-six percent (86%) of those surveyed were satisfied with the quality of water service to their home. Eighty-three percent (83%) were satisfied with sanitary sewer service, and 81% were satisfied with yard waste removal service. Residents thought the utility/environmental services that should receive the most additional emphasis over the next two years were curbside recycling and water service.
- **City Maintenance.** The areas of maintenance that were rated best by residents included: overall satisfaction with the maintenance of city buildings (85%), maintenance of traffic signals (82%), and maintenance of water lines and fire hydrants in Auburn (80%). Residents were generally least satisfied with the maintenance of city streets and the adequacy of street lighting in the City. *The maintenance of city streets was also identified last year by respondents as the maintenance issue that should receive the most additional emphasis over the next two years. Since the 2007 survey, satisfaction with the maintenance of city streets increased by 6%.*
- **Parks and Recreation.** In general, residents were satisfied with parks and recreation facilities. Eighty-four percent (84%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of city parks, 80% were satisfied with the maintenance of cemeteries, 79% were satisfied with outdoor athletic fields, and 78% were satisfied with the city's youth athletic program. Residents thought the area of parks and recreation that should receive the most additional emphasis over the next two years was improvements to the City's walking and biking trails.
- **City Communications.** More than three-fourths (79%) 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 newsletter, *Open Line* and 74% were satisfied with the availability of information about city parks and recreation services. *Satisfaction with ALL three city communication aspects that were also rated last year increased. The quality of the City's webpage (+8% from 2007) and the level of public involvement in local decision making (+7% from 2007) both had statistically significant increases (increases of 4% or more).*

Other Findings.

- 87% of the residents surveyed in 2008 had access to the Internet at home. Eighty-four percent (84%) of those with Internet access at home had high-speed access.
- 95% of the residents surveyed were satisfied with Auburn as a place to live; 94% were satisfied with Auburn as a place to raise children and 83% were satisfied with Auburn as a place to work.
- 44% of the residents surveyed had called or visited the City with a question or complaint over the past year. Of those who had called or visited the City, 86% (+3% from 2007) found it very or somewhat easy to reach the person they needed to reach; 14% (-5% from 2007) found it difficult. Over three-fourths (78%) of those who had contacted the City thought the department they contacted was responsive to their needs.
- 29% of the residents surveyed thought that Auburn University students had a positive impact on their neighborhood, 17% thought that students had a negative impact, 46% thought they had no impact, and 8% did not have an opinion.

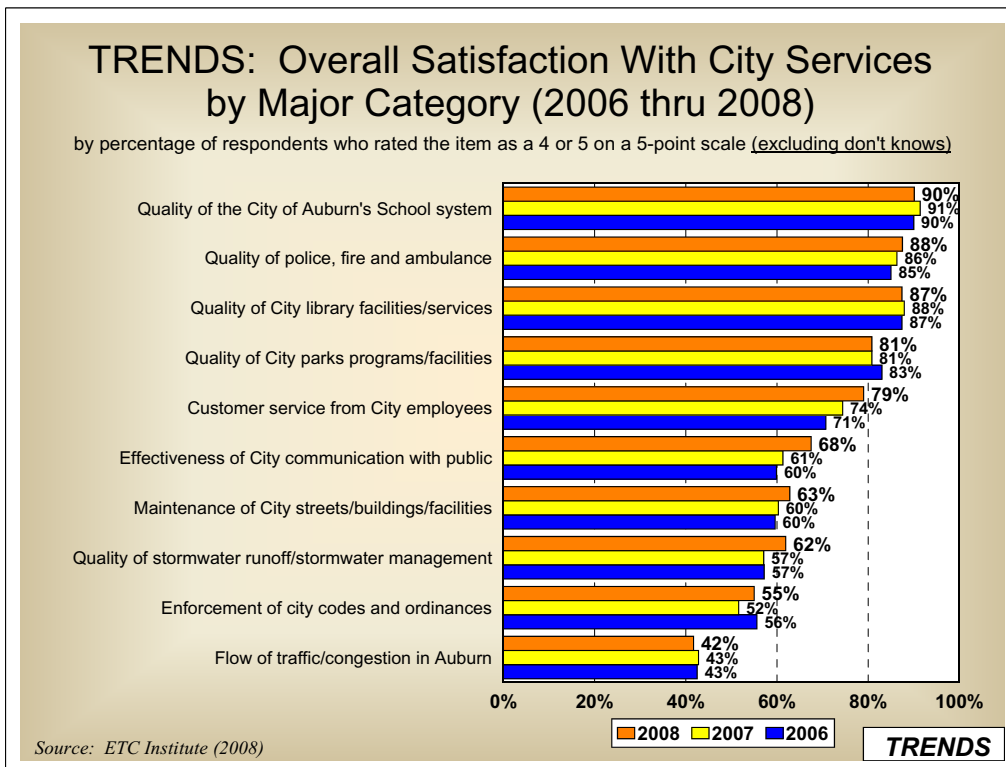
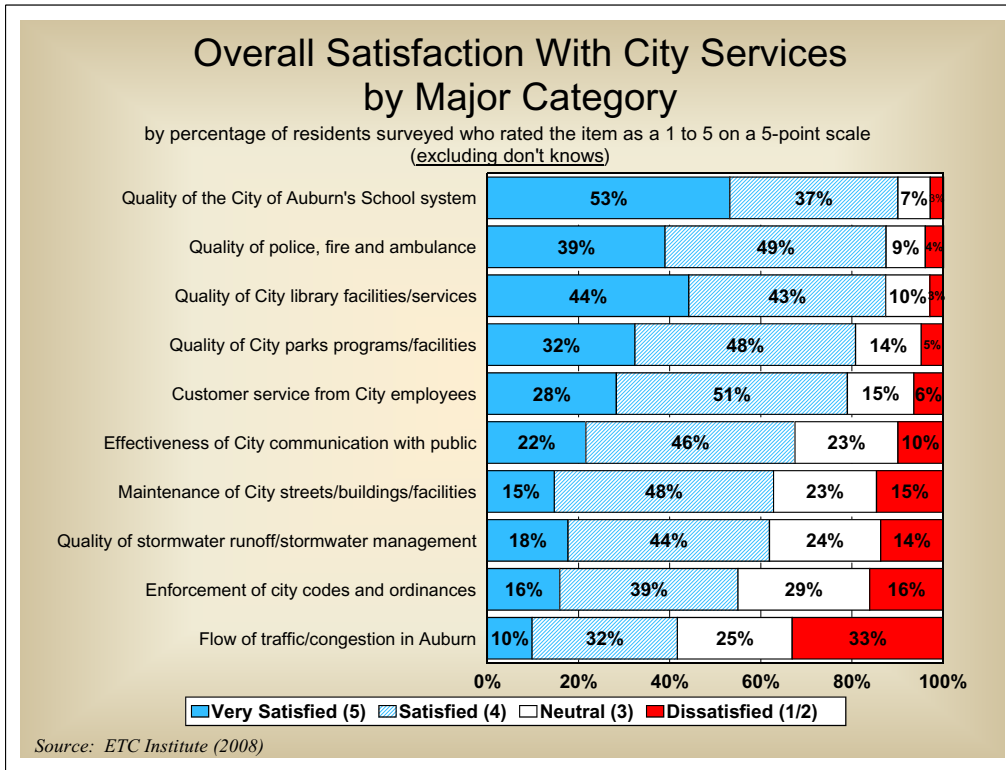
Conclusions and Recommendations for Action

The City of Auburn continues to rate very well compared to other communities in ETC Institute's DirectionFinder® database. Overall satisfaction with the value for city taxes, parks and recreation, and the City's image are among the highest in the nation.

Although the City's ratings are currently high, the results of the survey and the importance satisfaction analysis that are contained in Section 4 of this report suggest that the City of Auburn should do the following to ensure that the City continues to receive high ratings in the future.

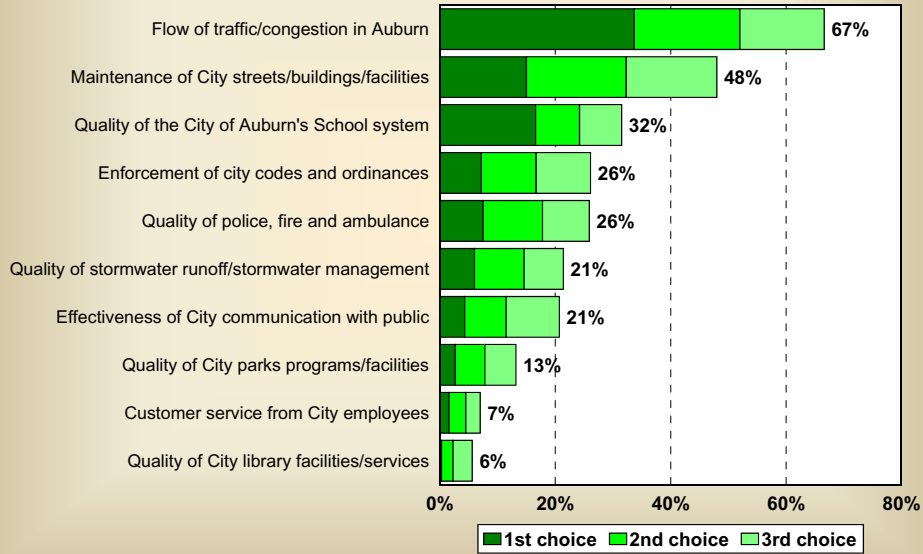
- ***The City should continue to place a high priority on improvements to traffic flow and street maintenance.*** These issues were identified as “very high” and “high” priorities in the importance-satisfaction rating analysis; both issues were also both located in the bottom right quadrant of the importance-satisfaction matrix. ***Traffic flow improvements have been the highest rated priority for the past five years.***
- ***The City should increase efforts to stop speeding in neighborhoods.*** Although the City of Auburn has increased satisfaction among residents over the past year, the enforcement of speed limits in neighborhood areas continues to be the highest priority among 13 public safety services that were assessed on the survey.
- ***Although overall satisfaction with the City's park system is very high, the City should continue making improvements to the City's walking and biking trail system.*** For the fifth year in row, increasing the number of walking and biking trails in the city was the highest priority among 12 parks and recreation services that were assessed on the survey. Needs for a ***community recreation center, additional city parks, and city swimming pools were identified as emerging issues*** based on their location in the bottom right quadrant of the importance-satisfaction matrix.

Section 1:
Charts and Graphs



City Services That Should Receive the Most Emphasis Over the Next Two Years

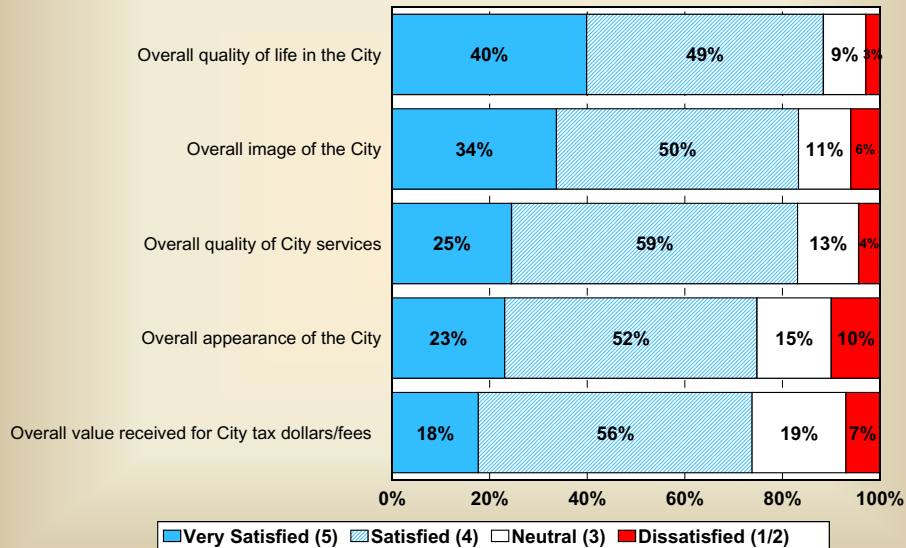
by percentage of residents surveyed who selected the item as one of their top three choices



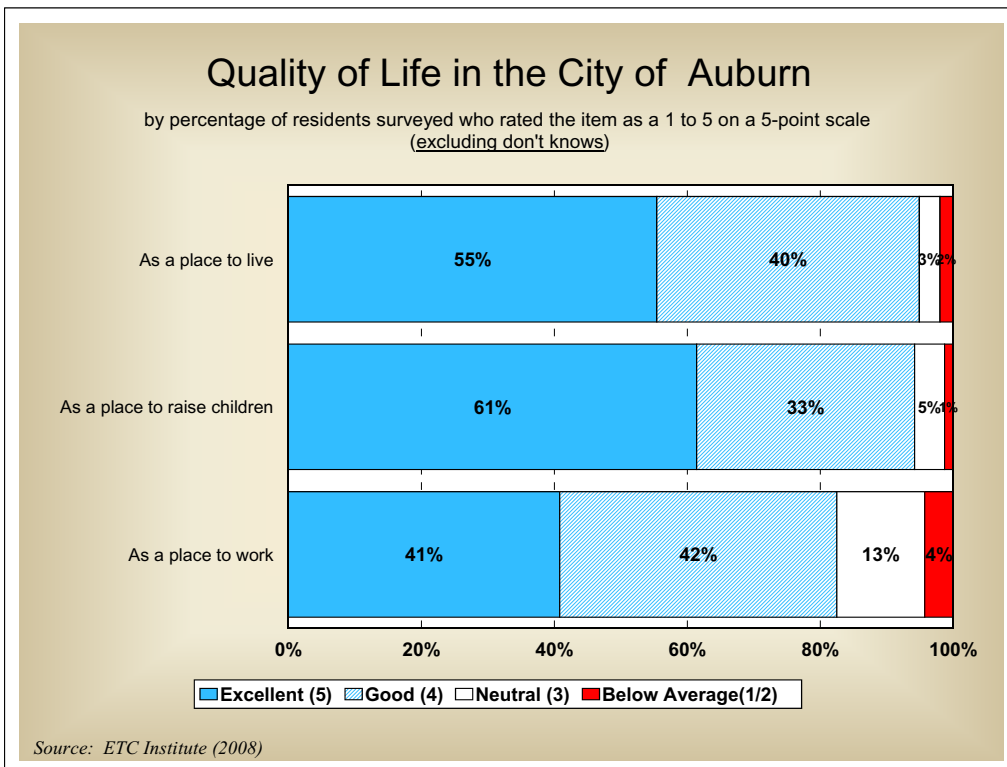
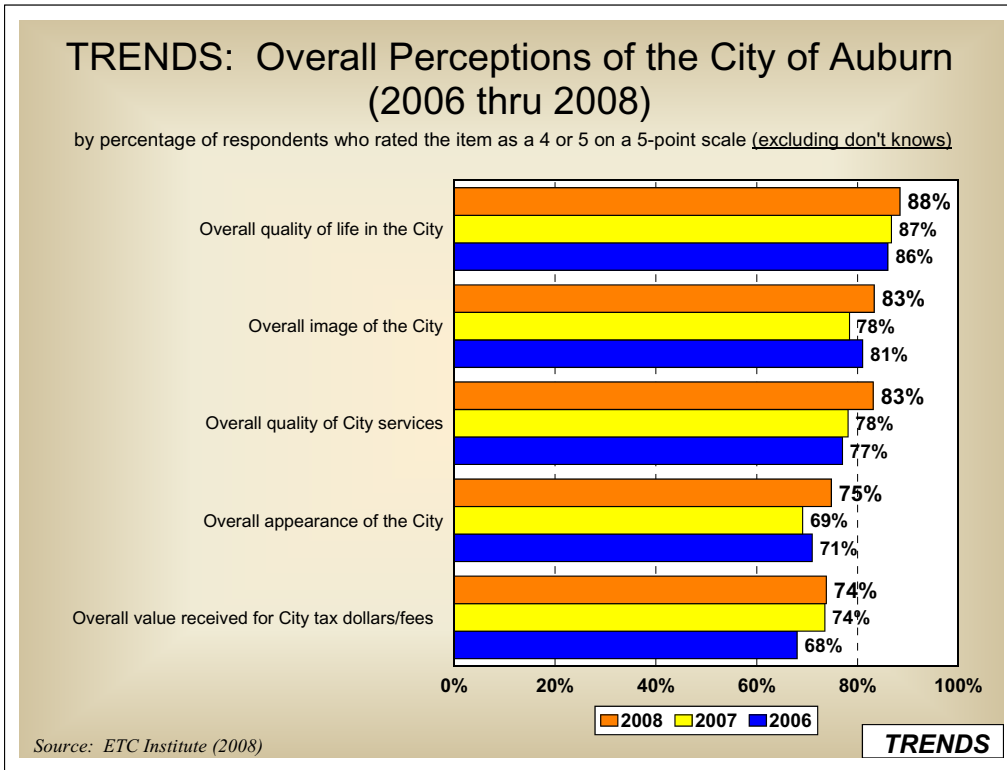
Source: ETC Institute (2008)

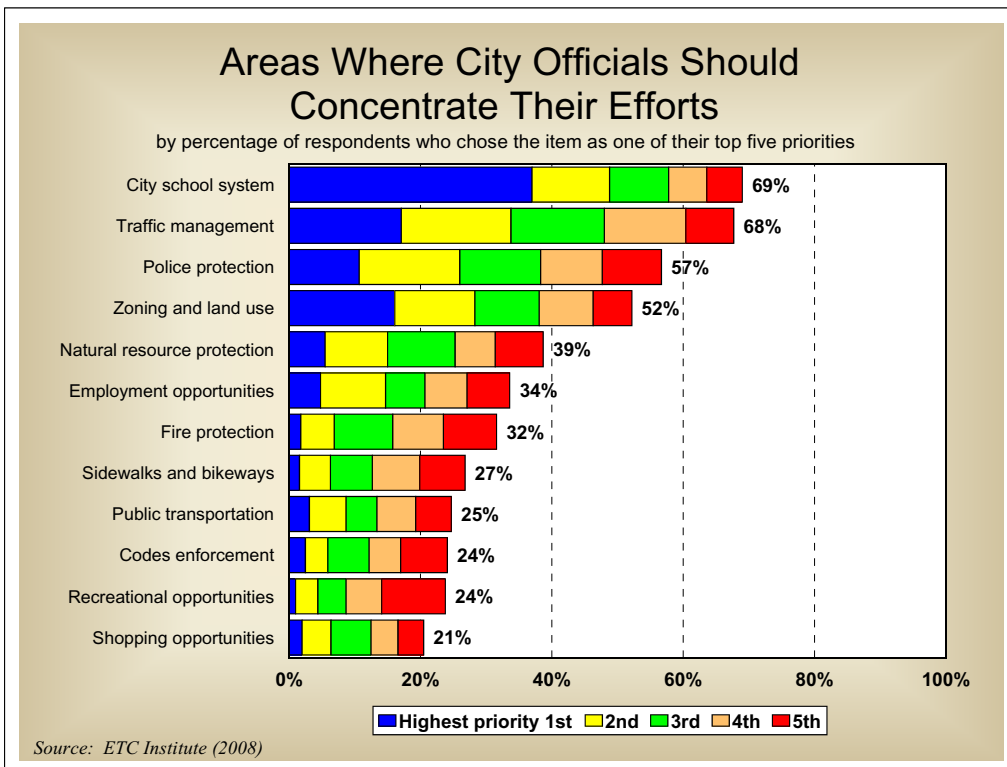
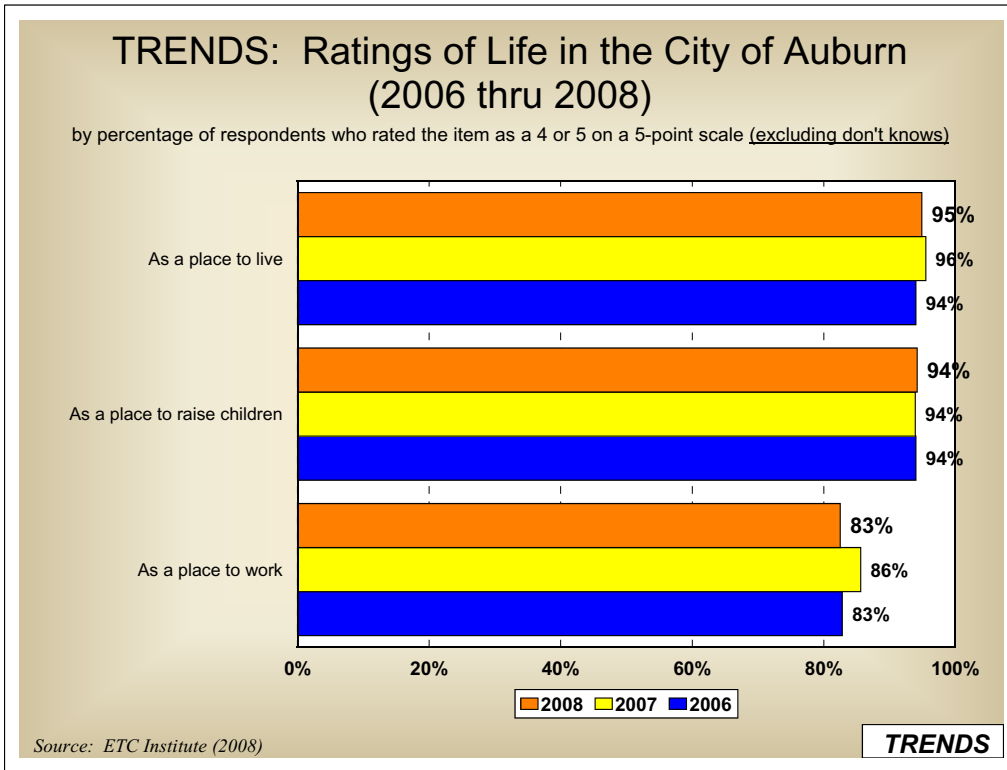
Satisfaction With Items That Influence the Perception Residents Have of the City

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



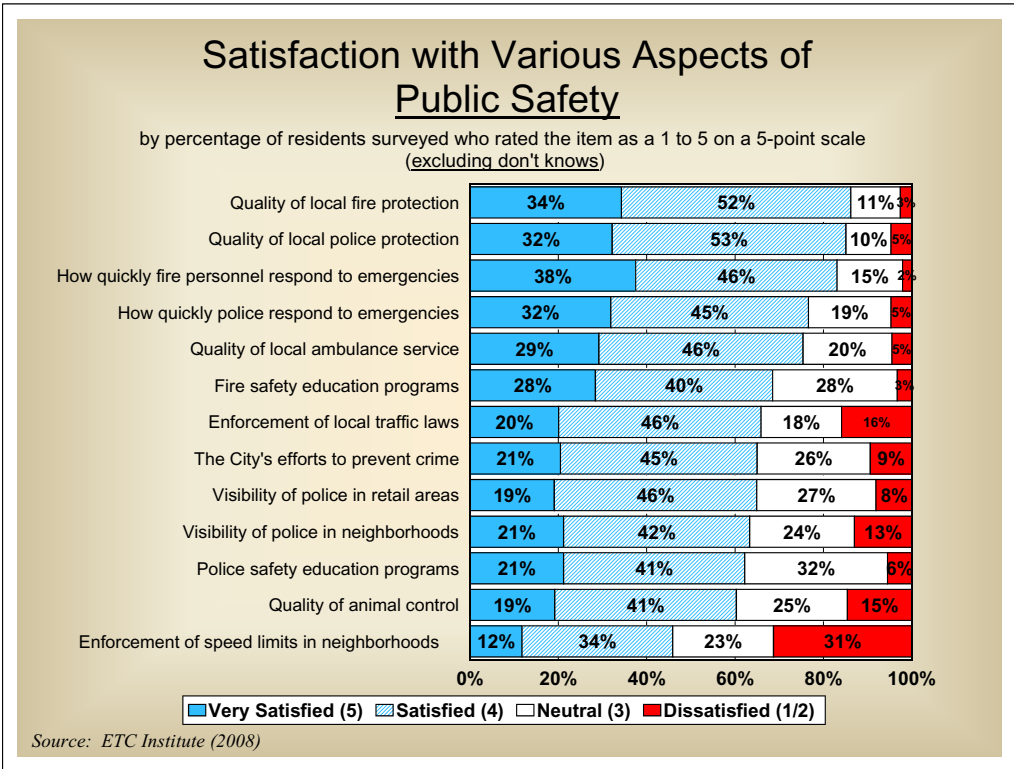
Source: ETC Institute (2008)

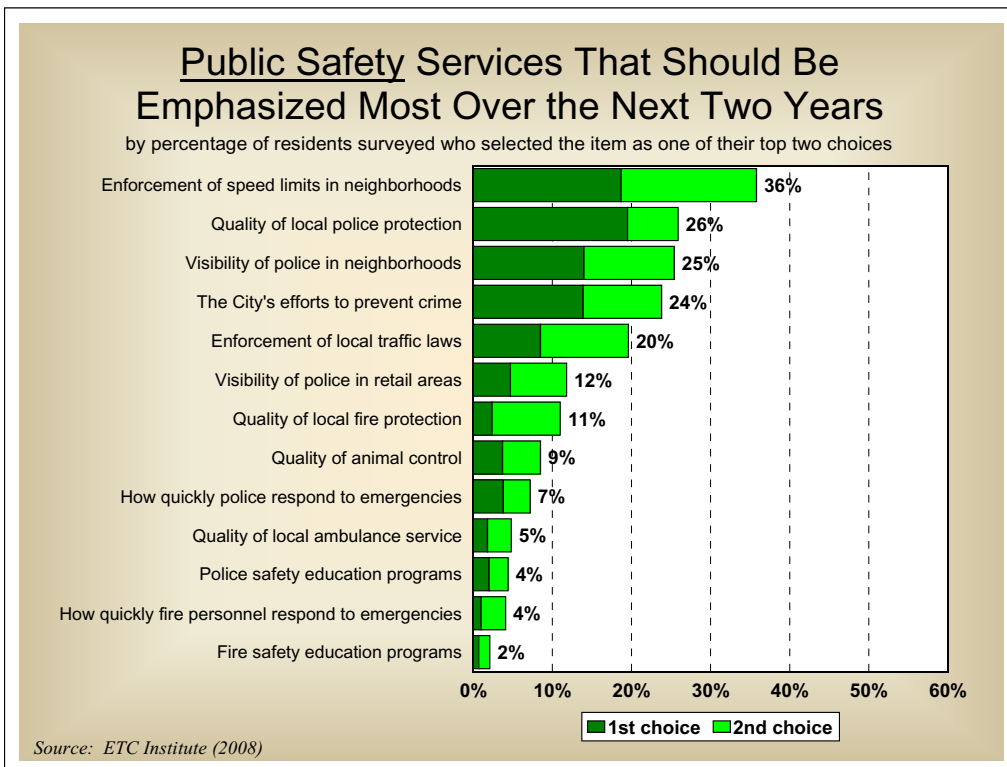
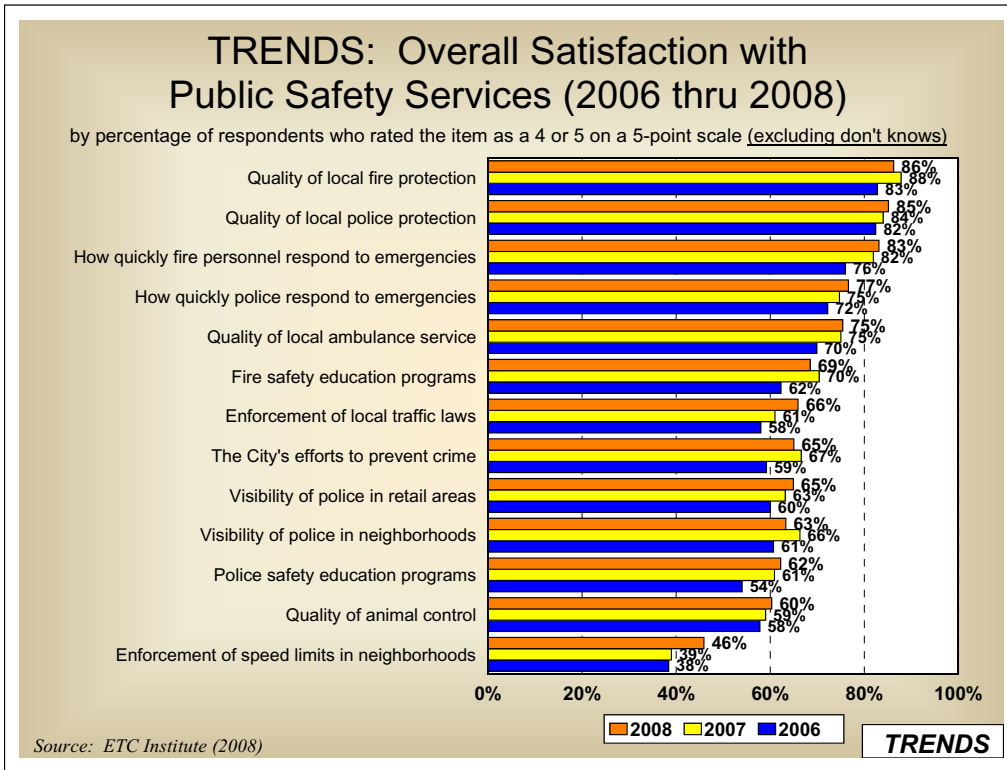




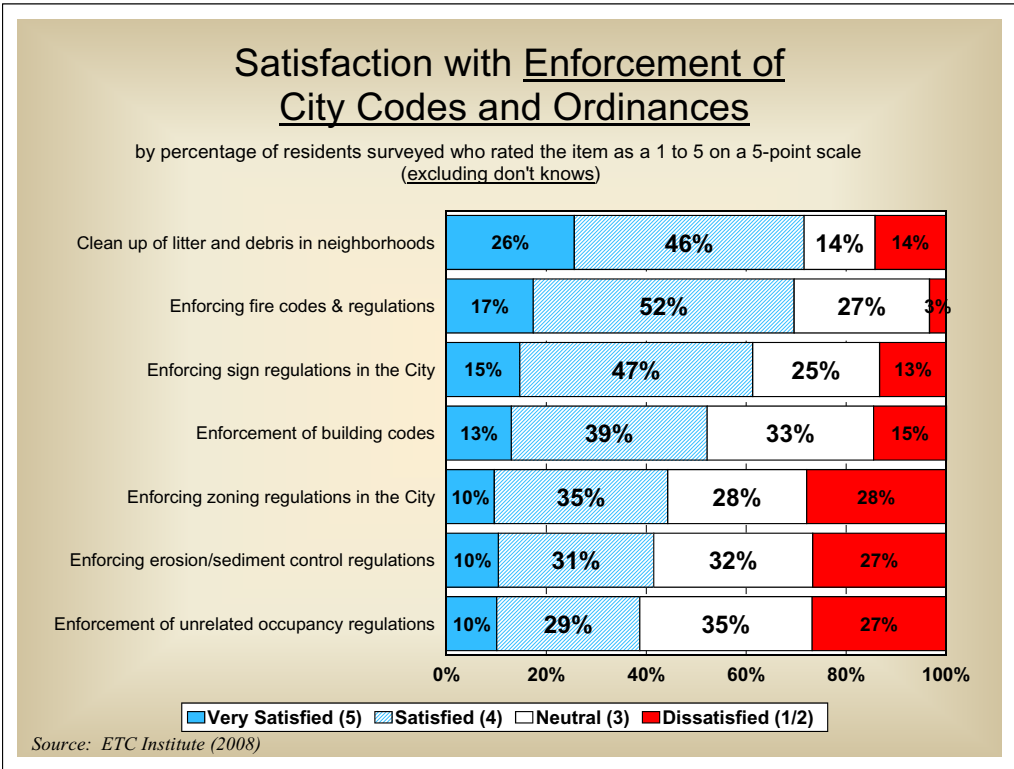
PUBLIC SAFETY

Source: ETC Institute (2008)



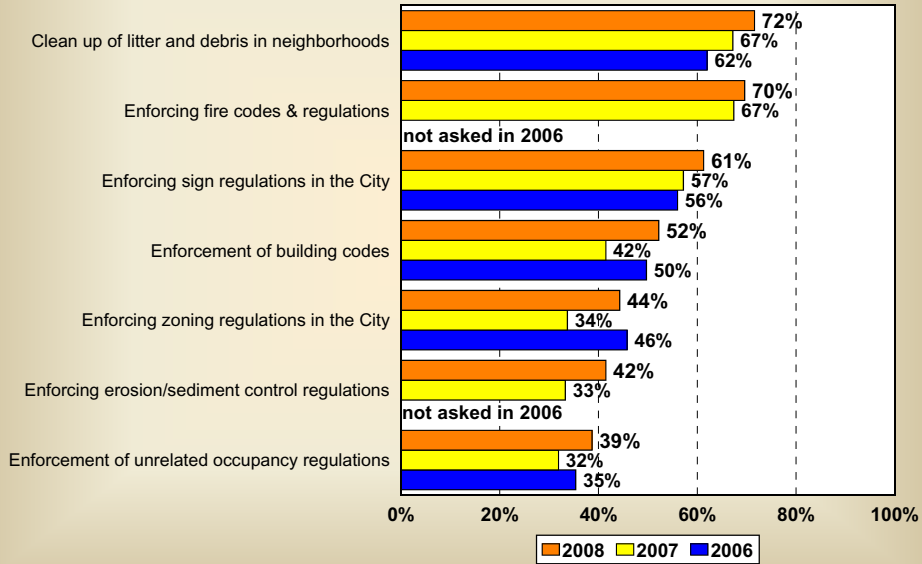


CITY CODES AND ORDINANCES



TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2006 thru 2008)

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

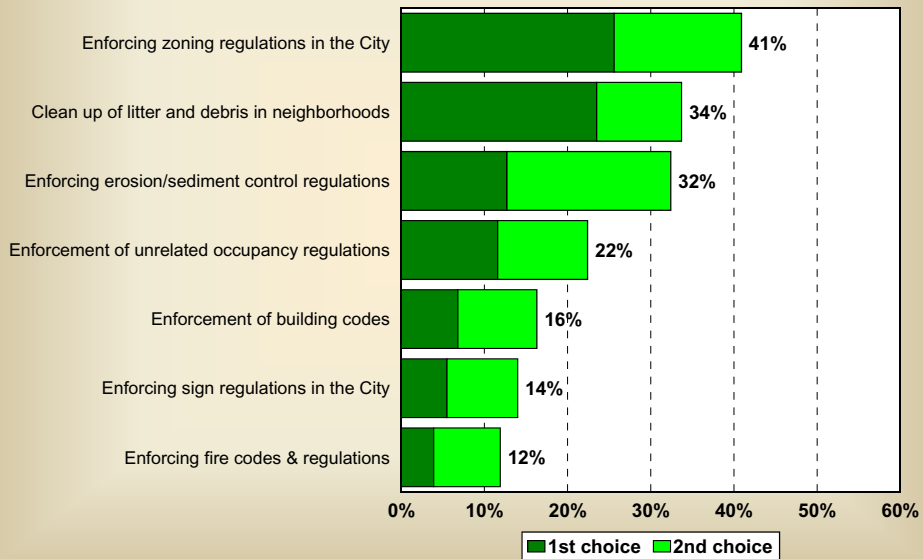


Source: ETC Institute (2008)

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



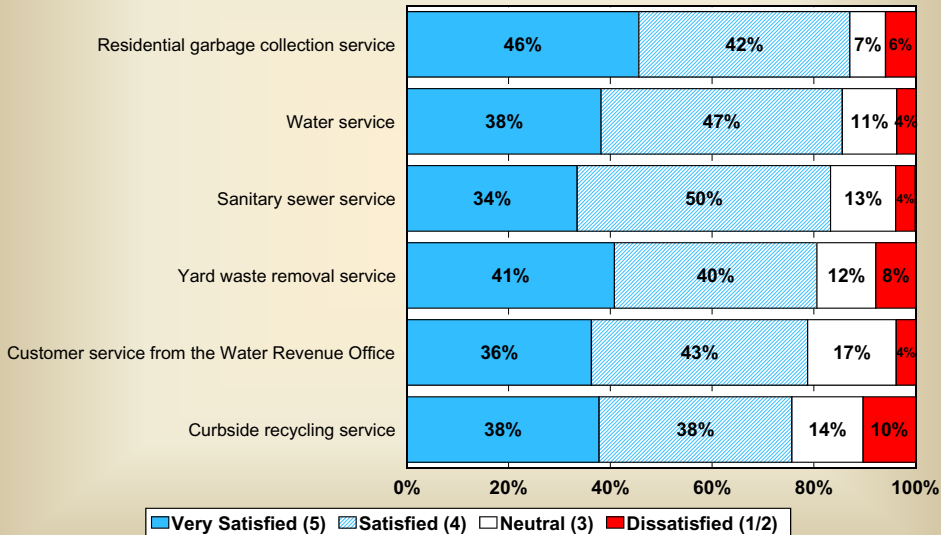
Source: ETC Institute (2008)

UTILITY AND ENVIRONMENTAL SERVICES

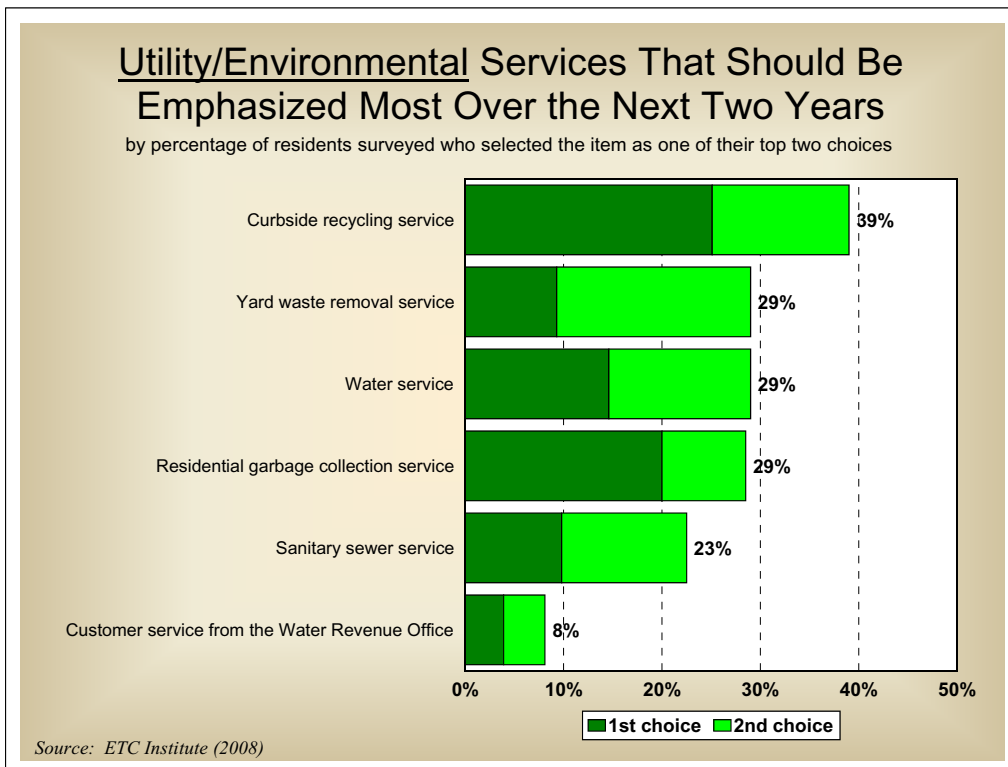
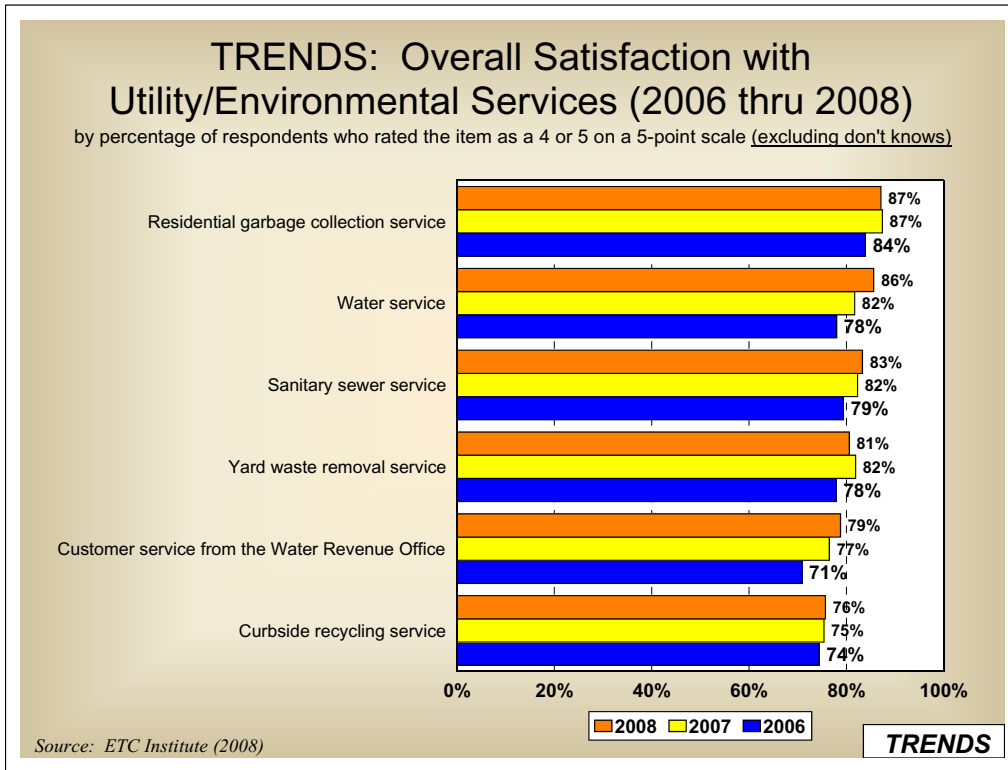
Source: ETC Institute (2008)

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)

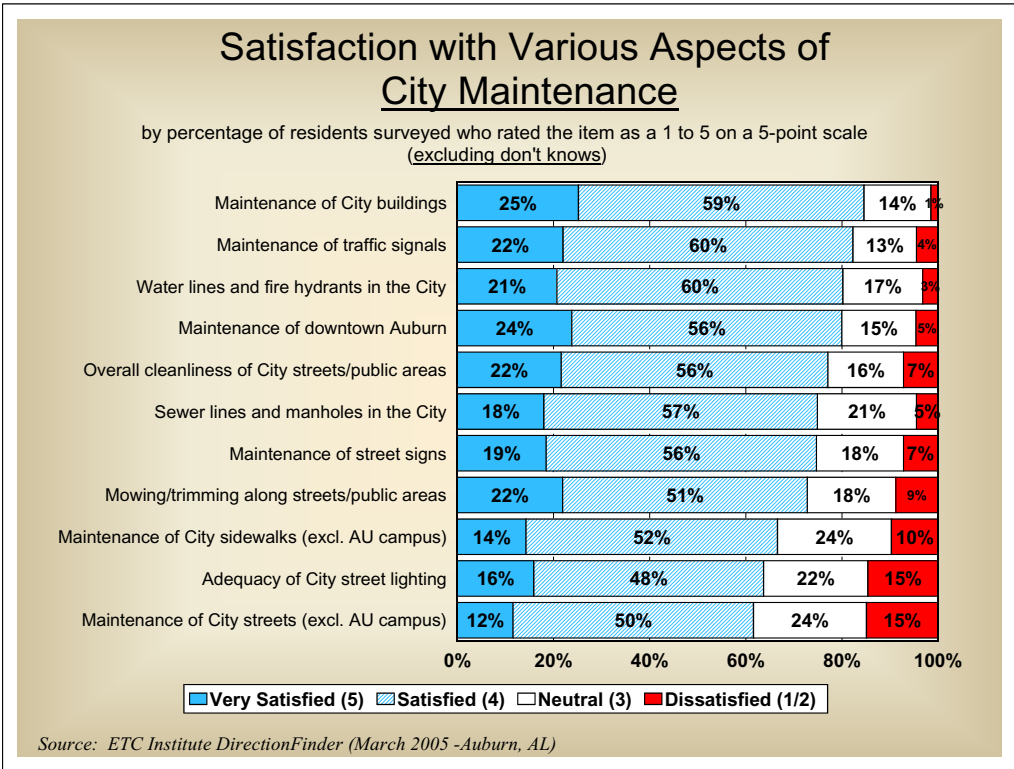


Source: ETC Institute (2008)



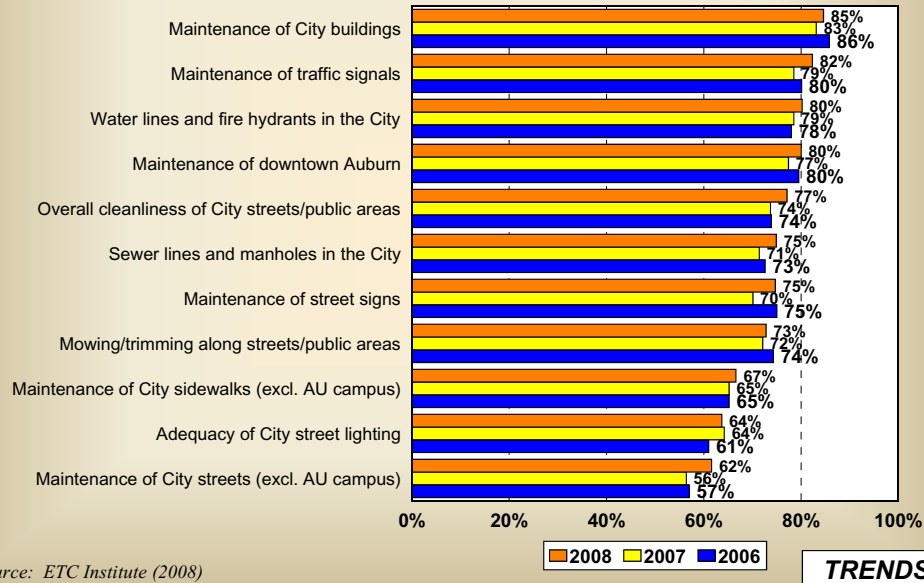
CITY MAINTENANCE

Source: ETC Institute (2008)



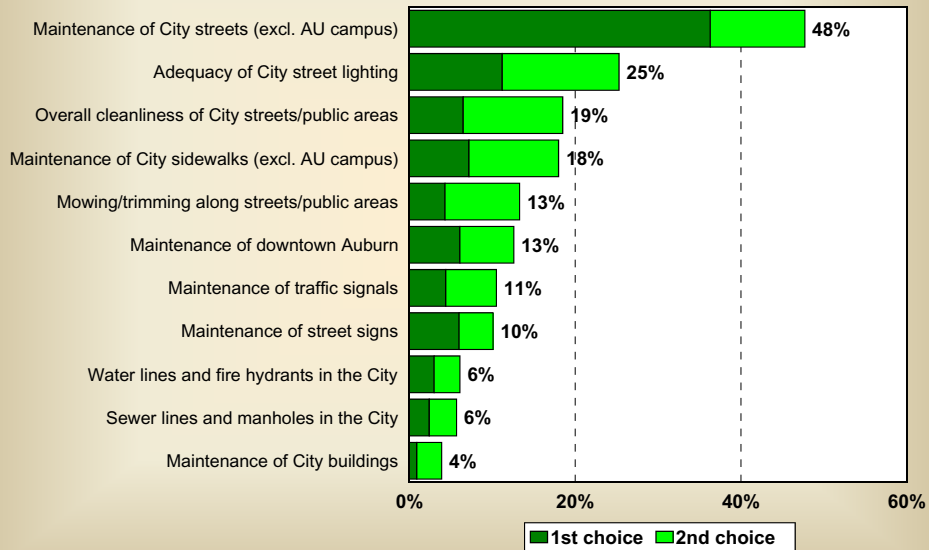
TRENDS: Overall Satisfaction with City Maintenance (2006 thru 2008)

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

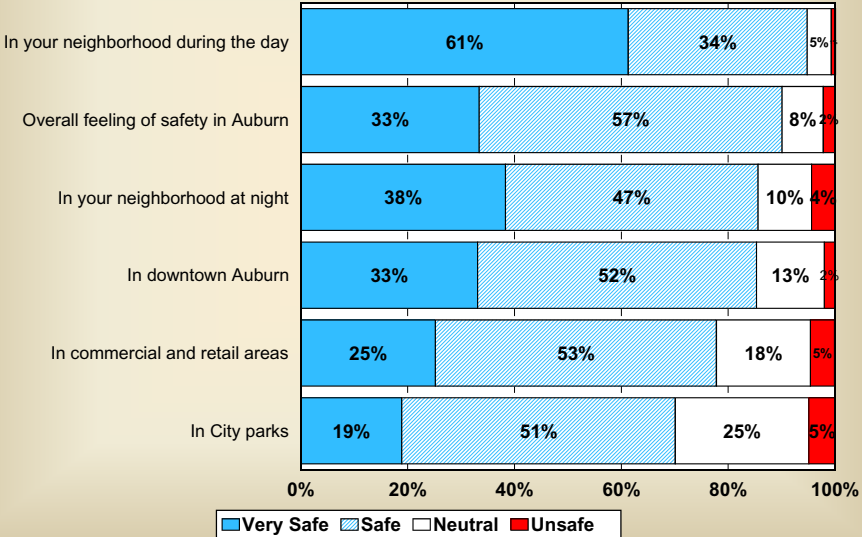


FEELING OF SAFETY

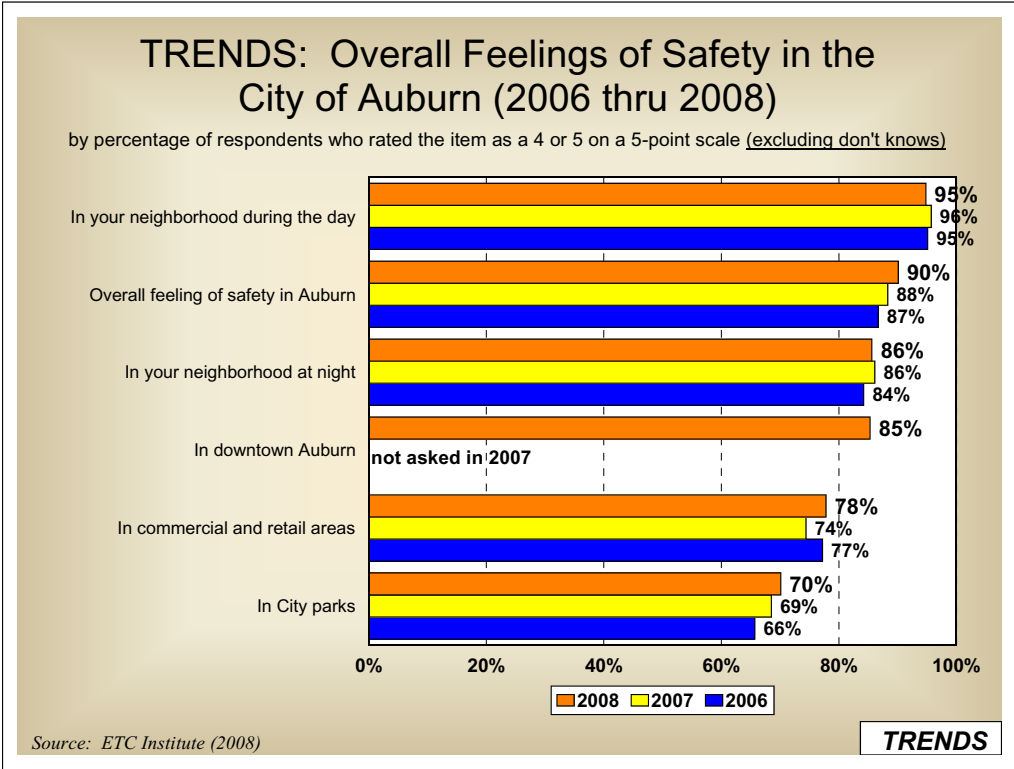
Source: ETC Institute (2008)

Feelings of Safety in Auburn

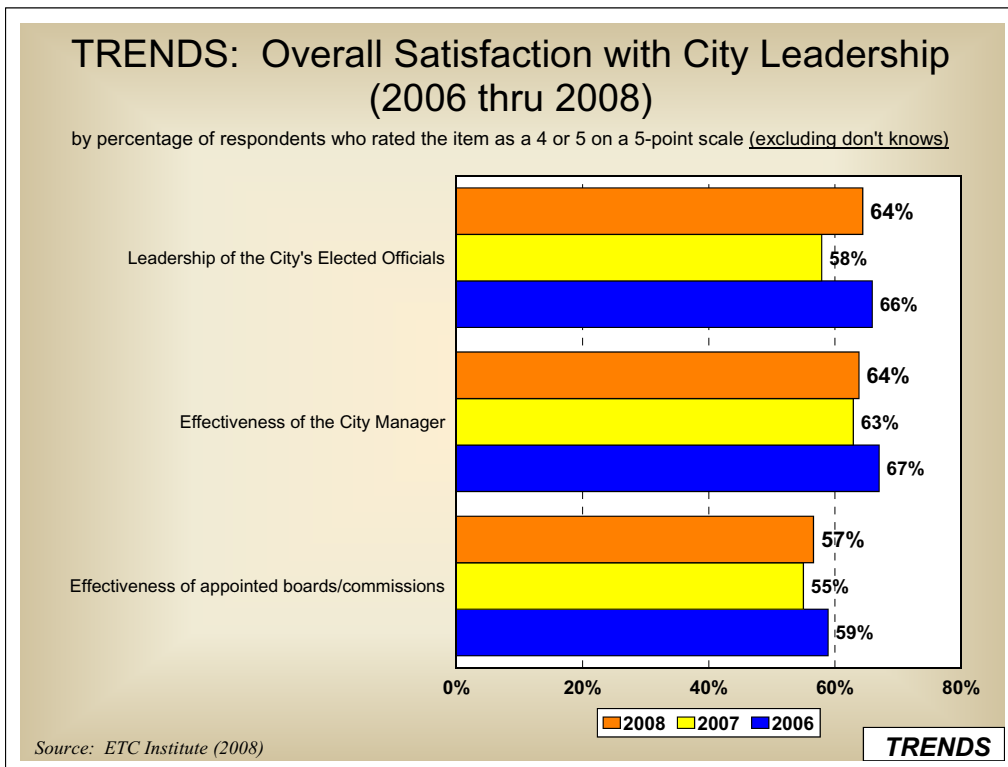
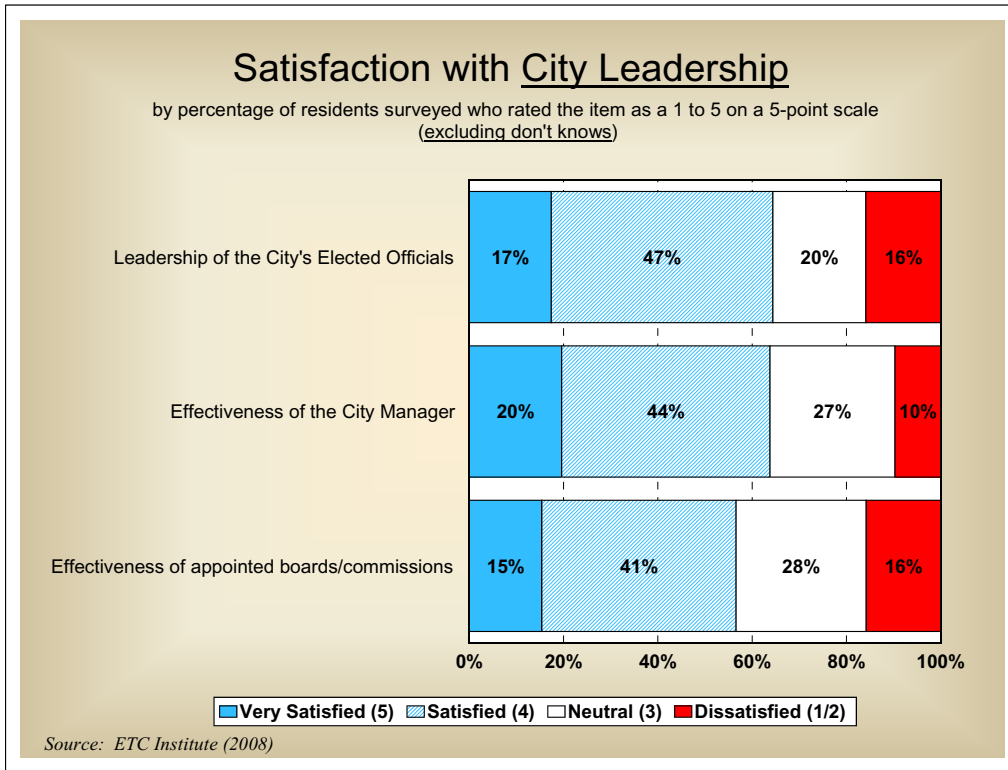
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2008)

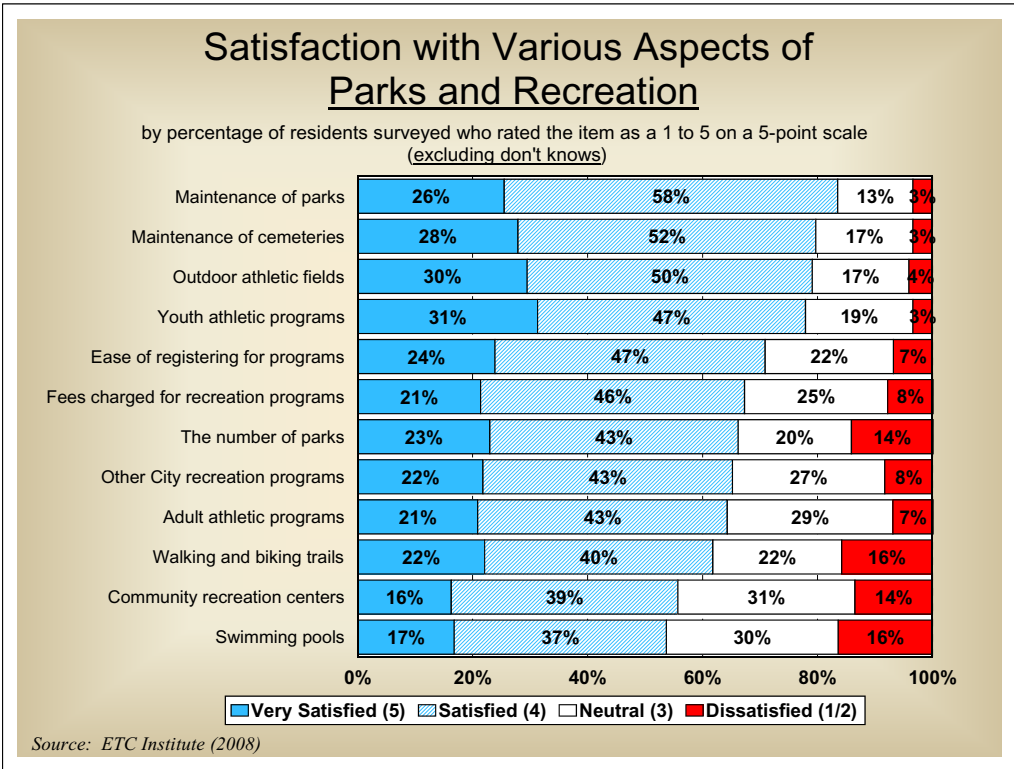


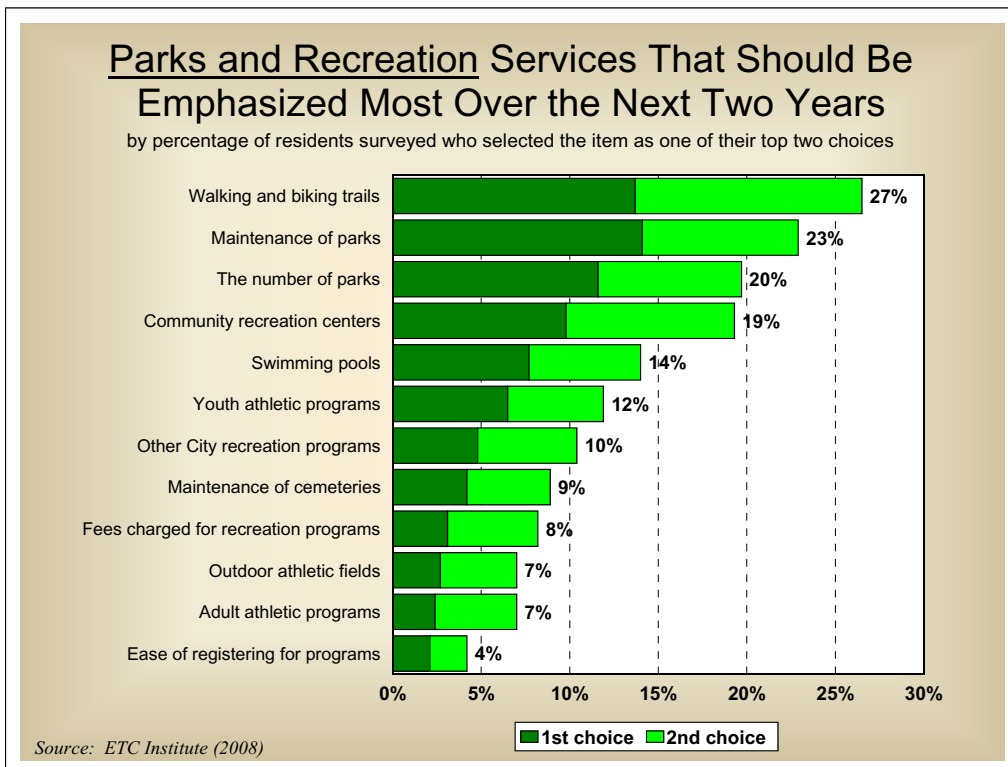
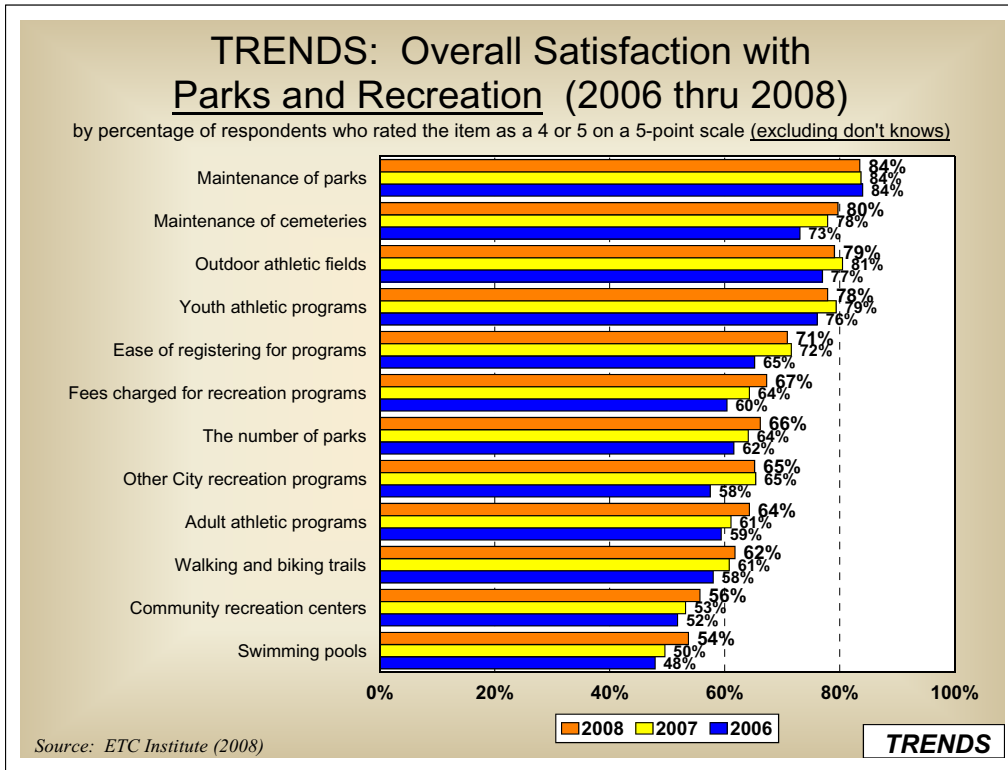
CITY LEADERSHIP



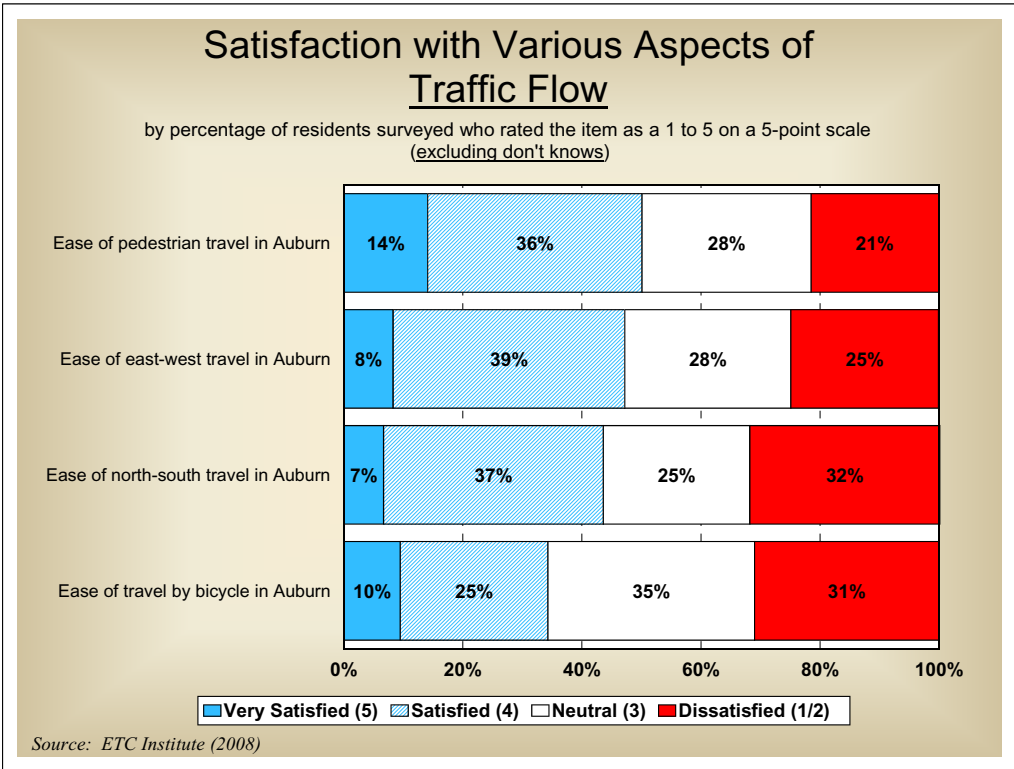
PARKS & RECREATION

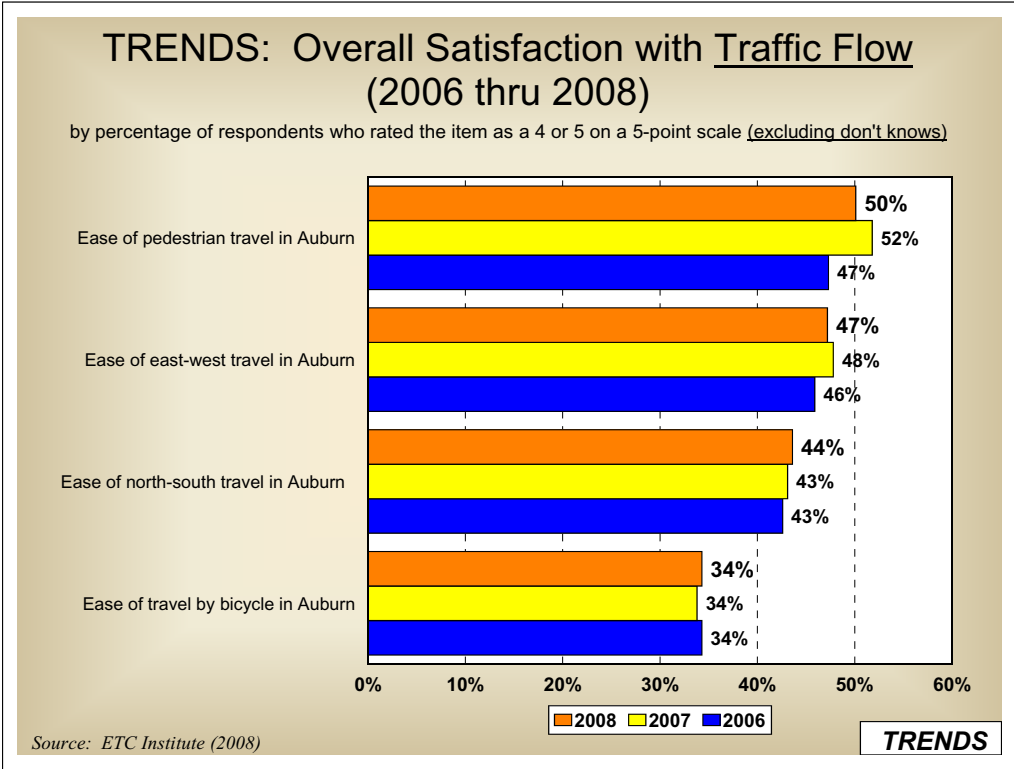
Source: ETC Institute (2008)



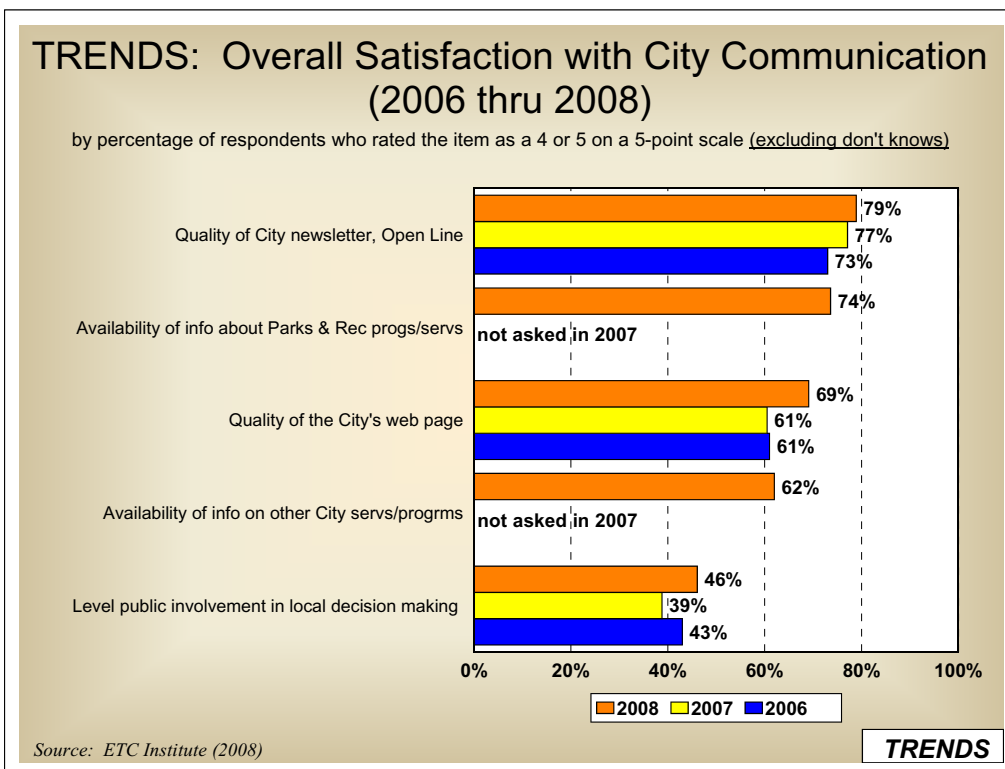
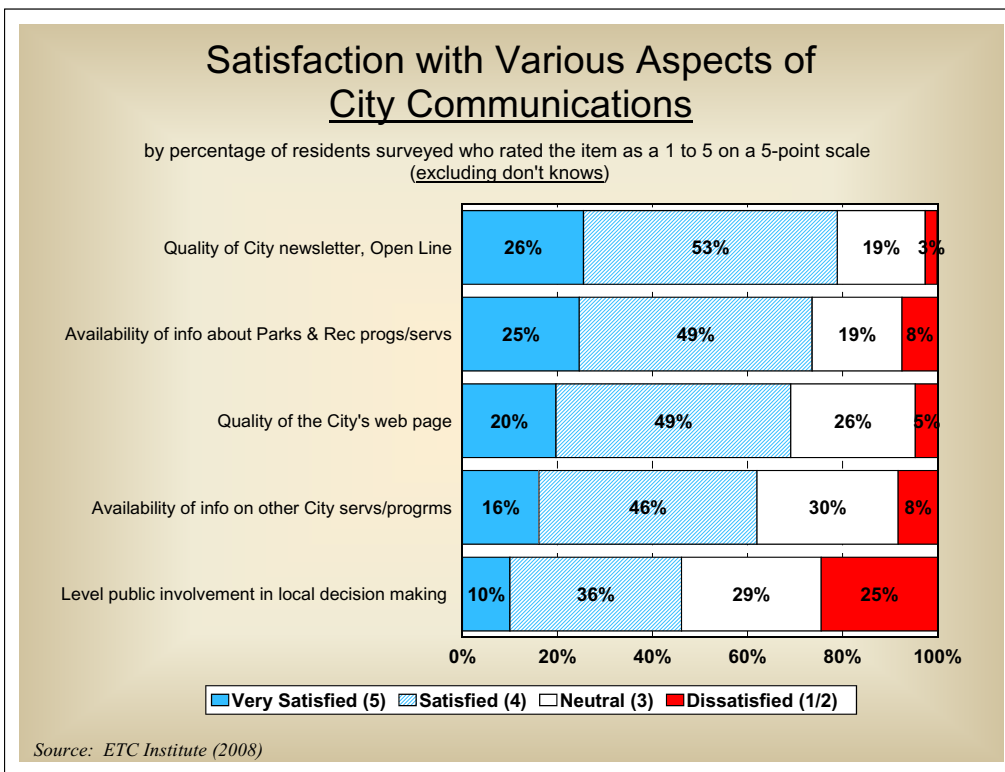


Traffic Flow





CITY COMMUNICATIONS



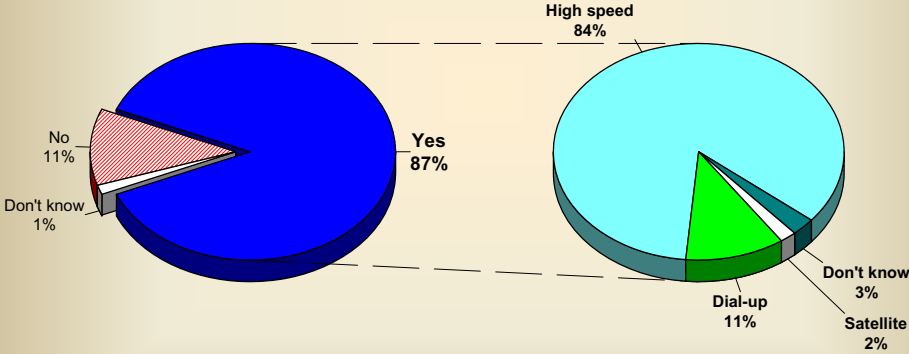
OTHER ISSUES

Source: ETC Institute (2008)

Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

Do You Have High Speed or Dial-up Access?

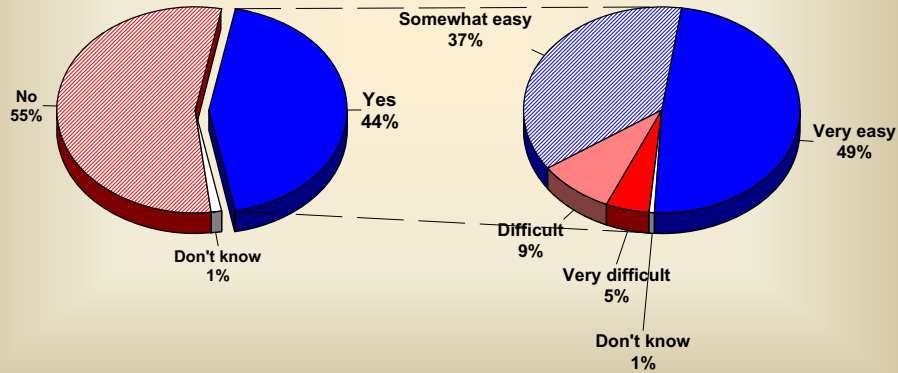


Source: ETC Institute (2008)

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

by percentage of residents surveyed

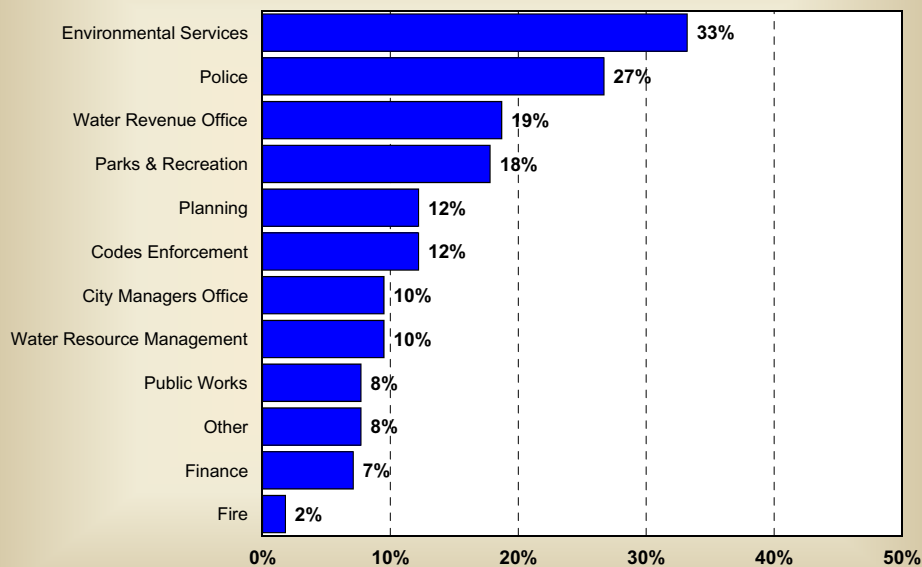
How easy was it to contact the person you needed to reach?



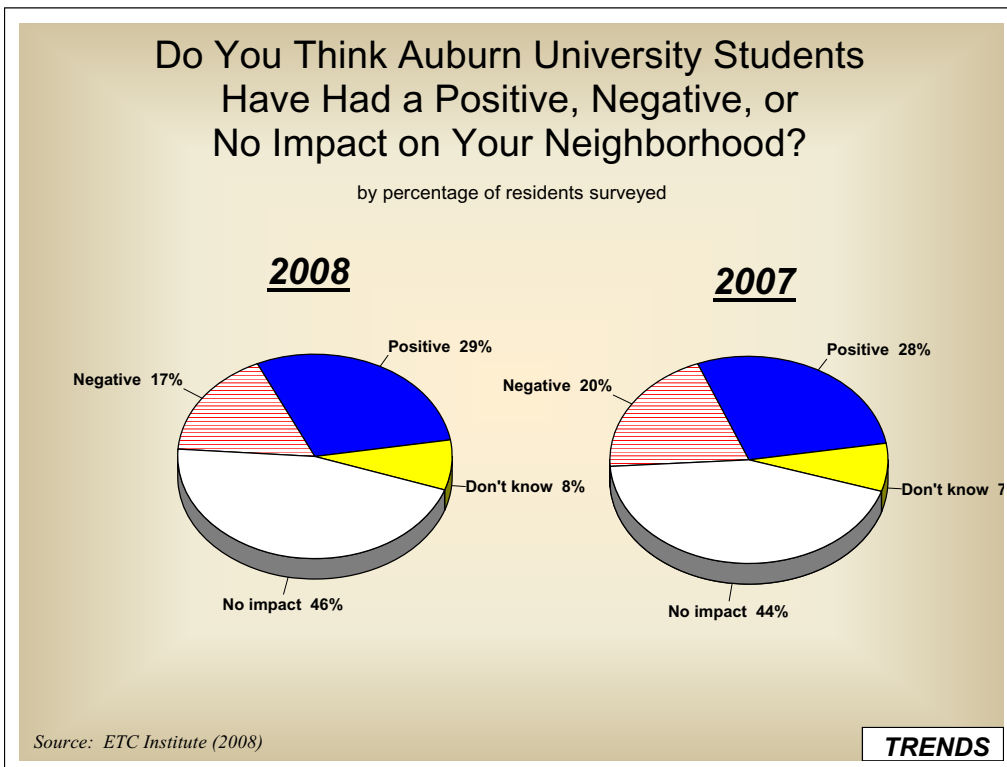
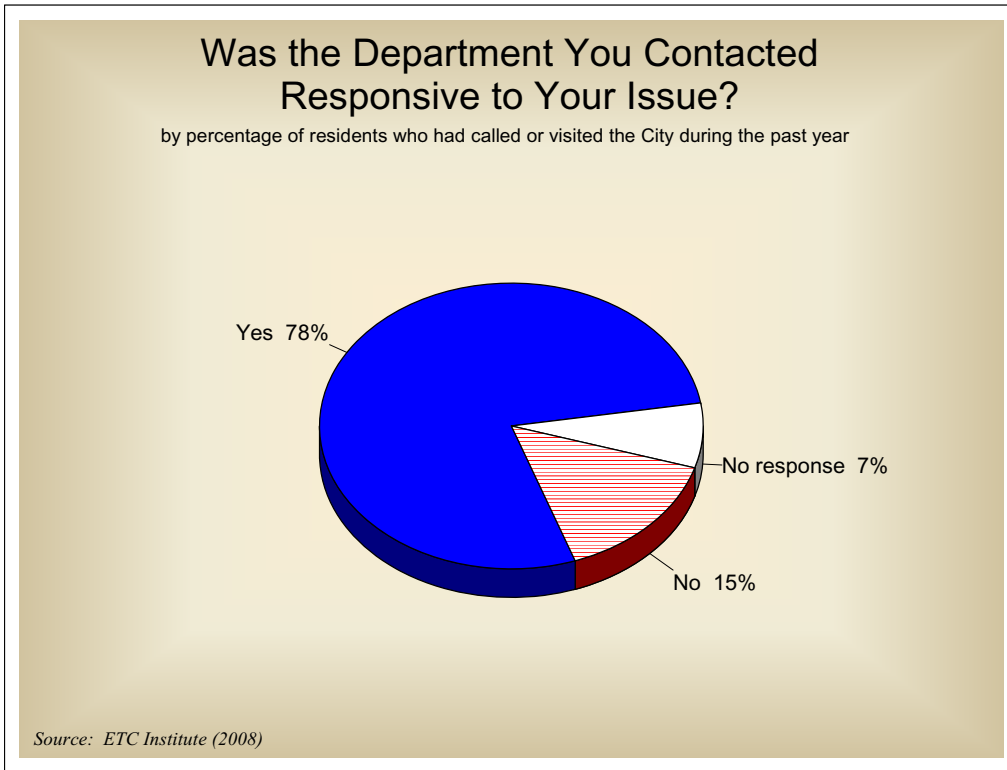
Source: ETC Institute (2008)

What City department did you contact?

by percentage of residents who had contacted the City during the past year

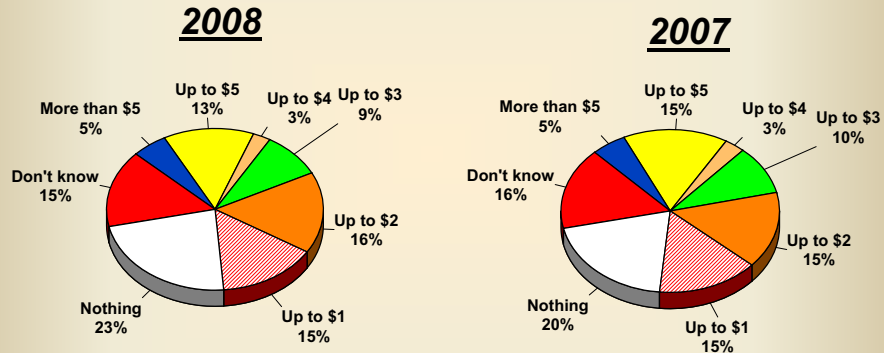


Source: ETC Institute (2008)



How Much Residents Would be Willing to Pay Per Month on Their Utility Bill to Fund Stormwater Improvements in Auburn?

by percentage of residents surveyed

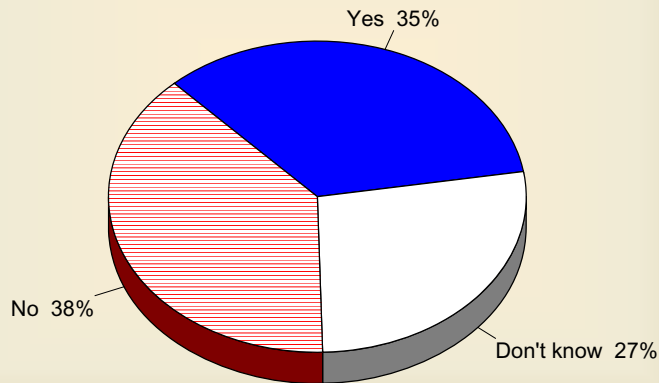


Source: ETC Institute (2008)

TRENDS

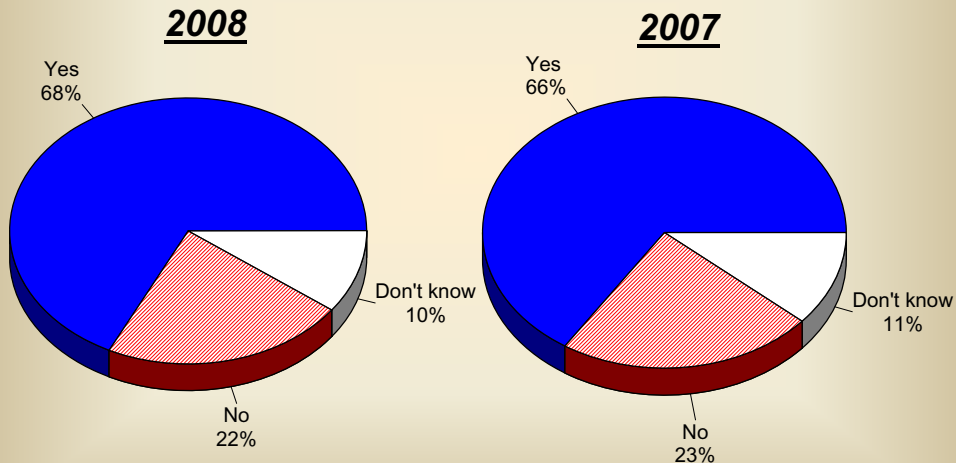
Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

by percentage of residents surveyed



Source: ETC Institute (2008)

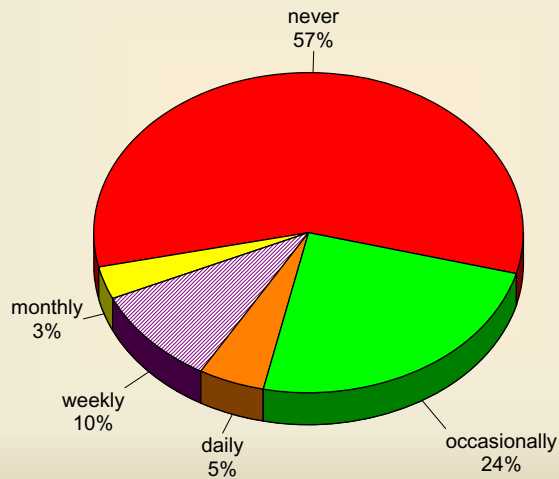
Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?
by percentage of residents surveyed



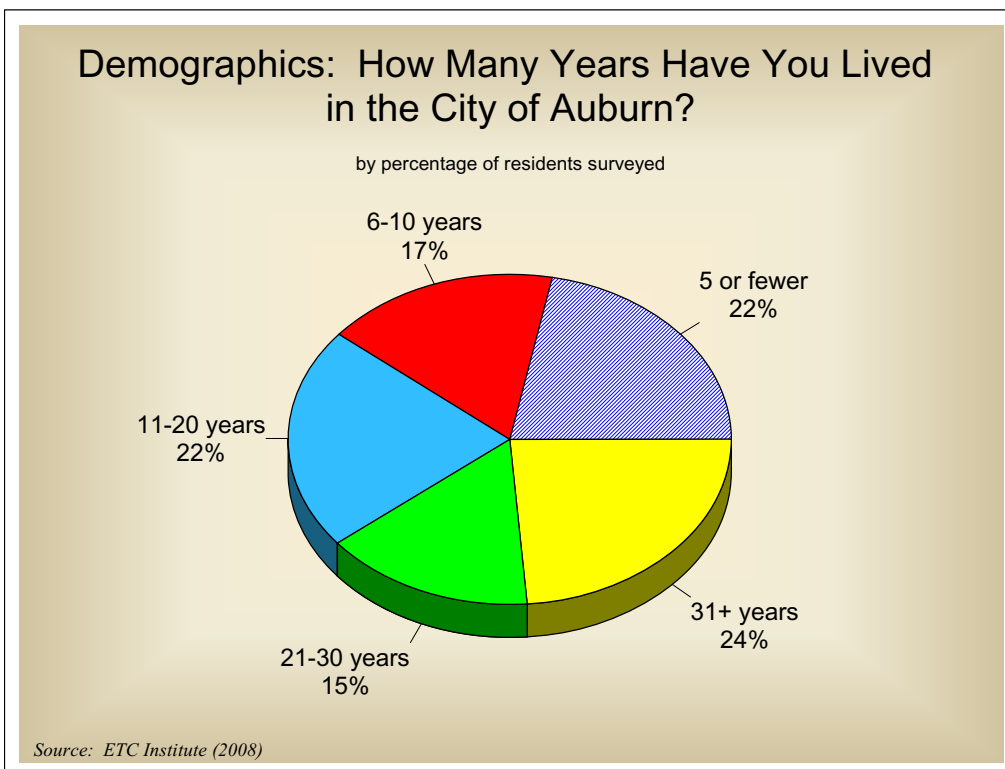
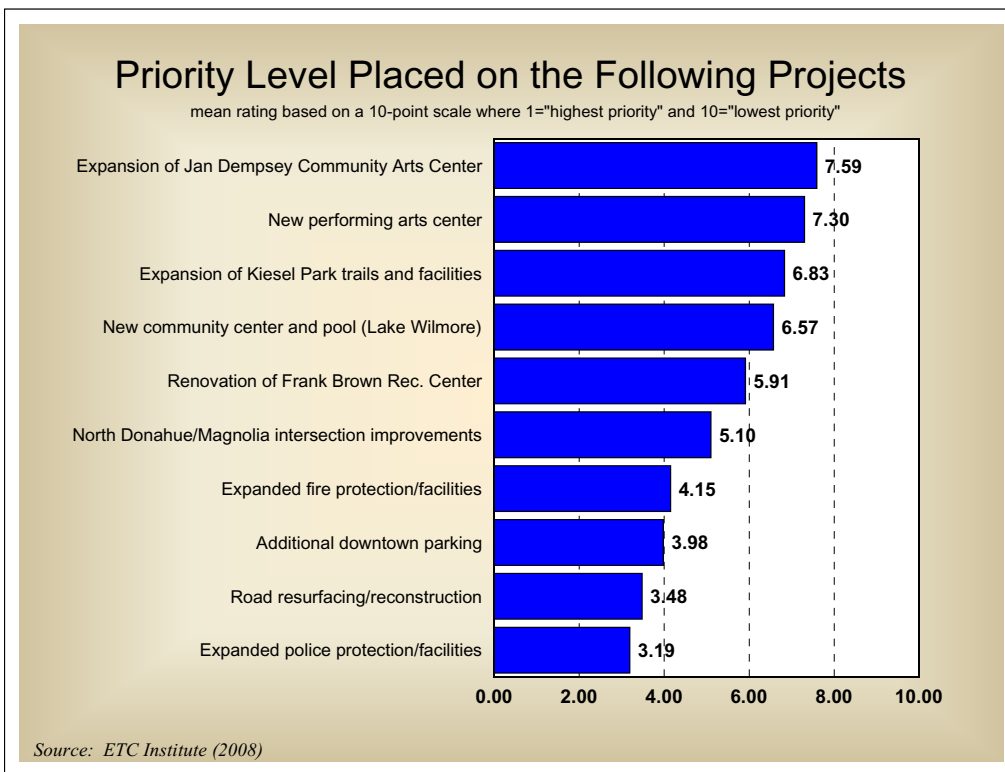
Source: ETC Institute (2008)

TRENDS

How often do you use the City's bicycle lanes and facilities?
by percentage of residents surveyed

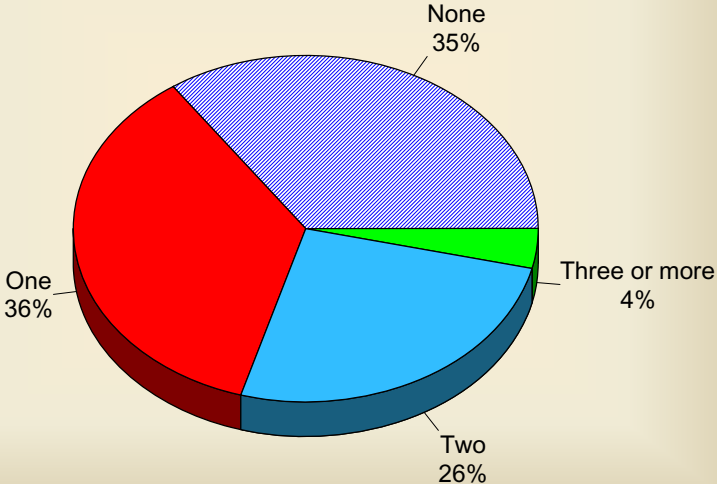


Source: ETC Institute (2008)



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

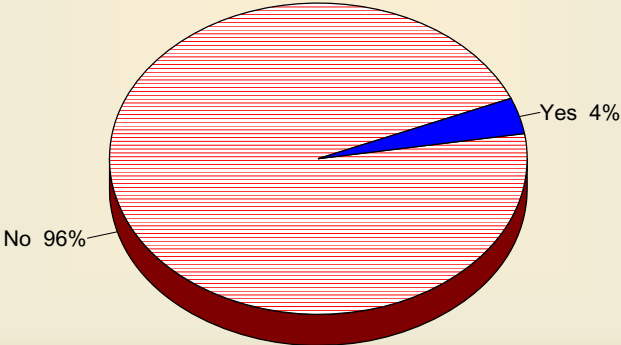
by percentage of residents surveyed



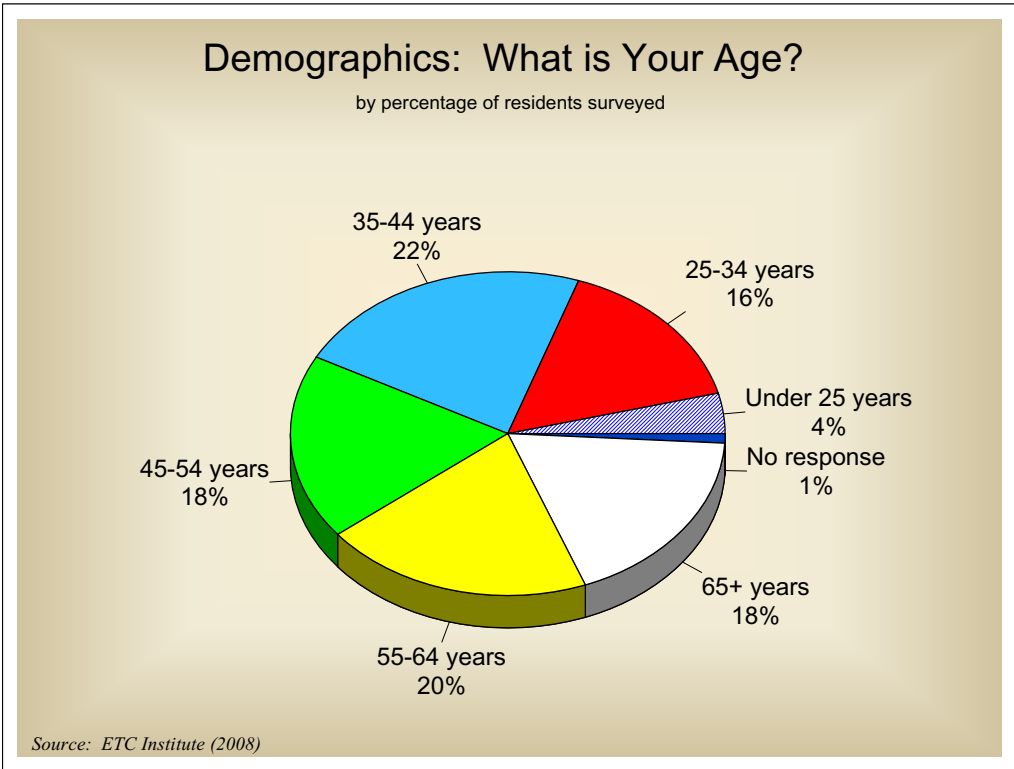
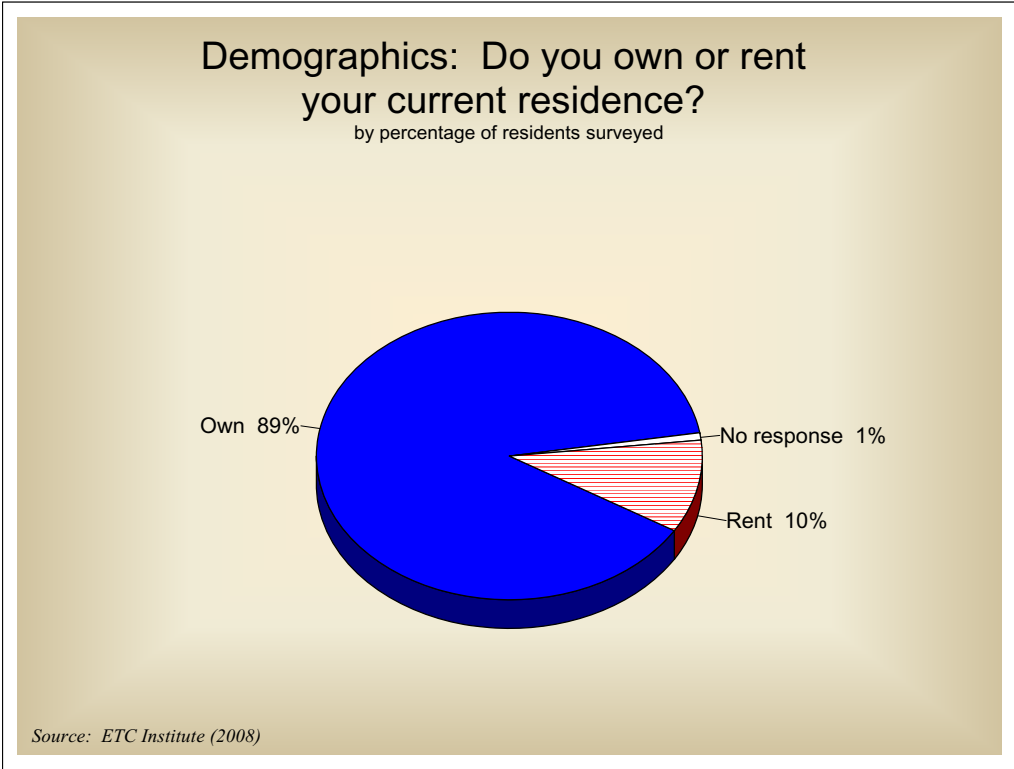
Source: ETC Institute (2008)

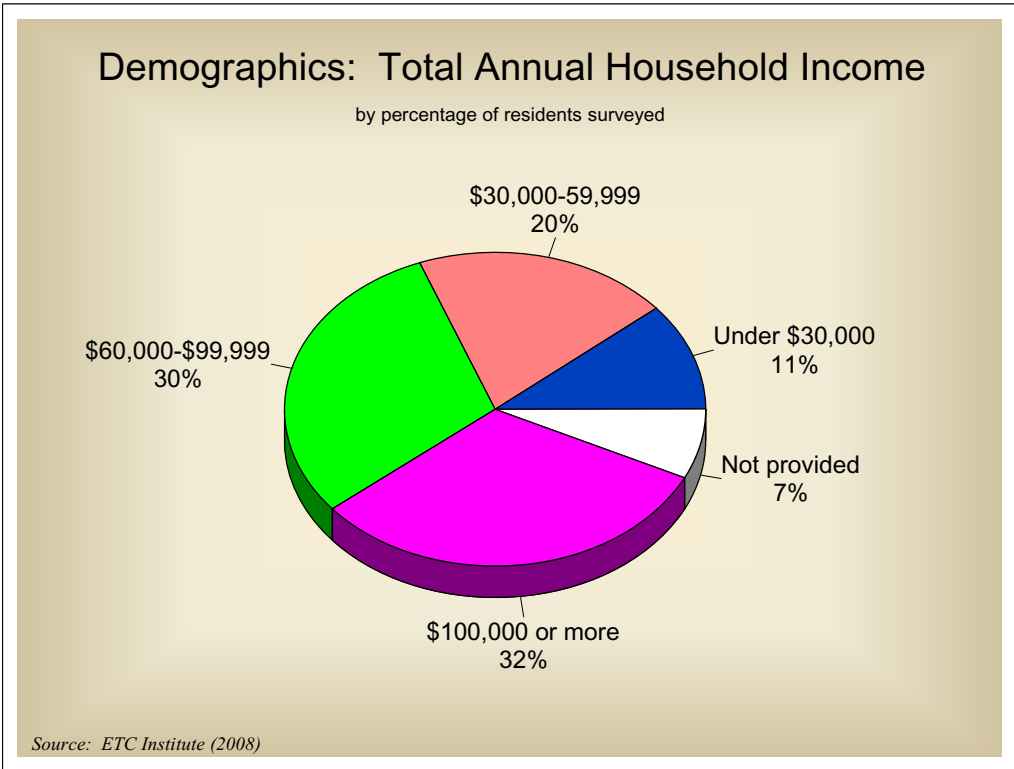
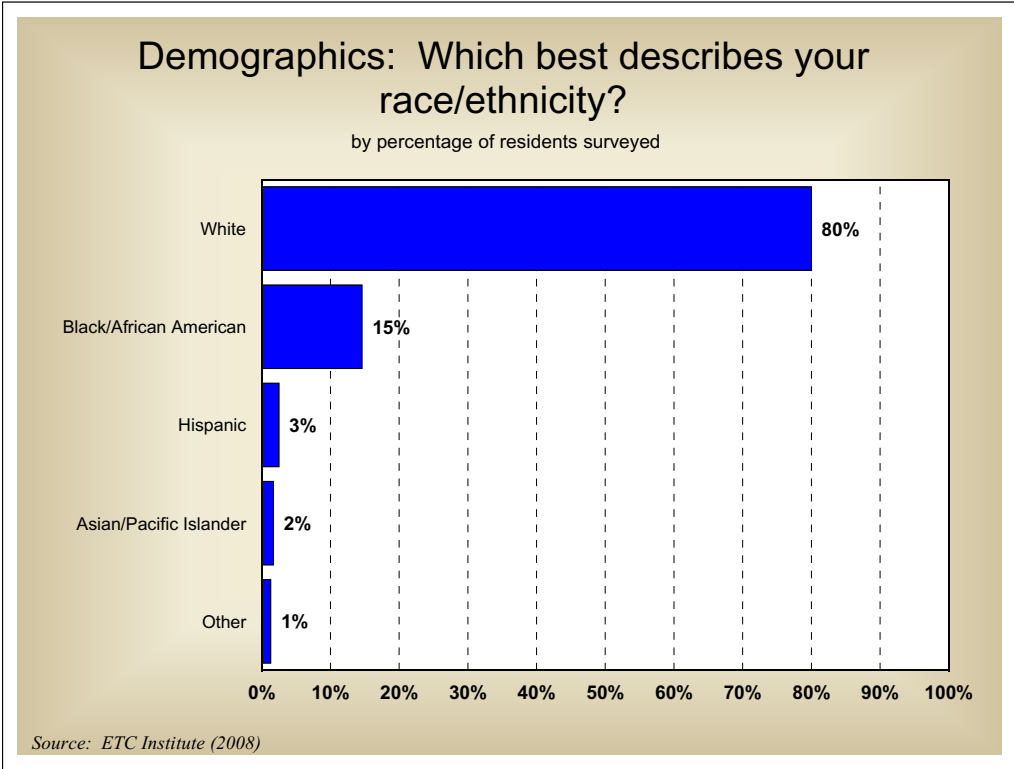
Demographics: Are you a full time University student?

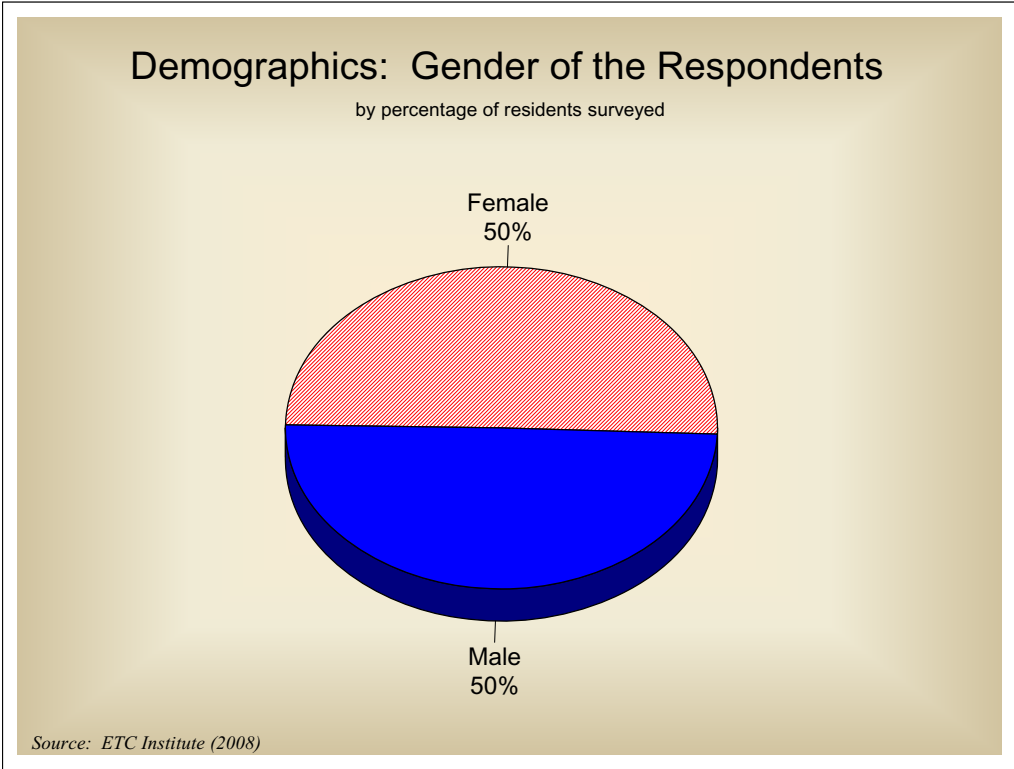
by percentage of residents surveyed



Source: ETC Institute (2008)







Section 2:
Benchmarking Analysis

DirectionFinder® Survey

Year 2008 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 of 1999, the survey has been administered in more than 100 cities in 21 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during March 2007 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 medium sized cities (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between March 2005 and March 2007. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

The 20 cities included in the performance comparisons that are shown in this report are listed below (cities that are home to a major university are identified with an “*”)

- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas*
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- Tamarac, Florida
- West Des Moines, Iowa

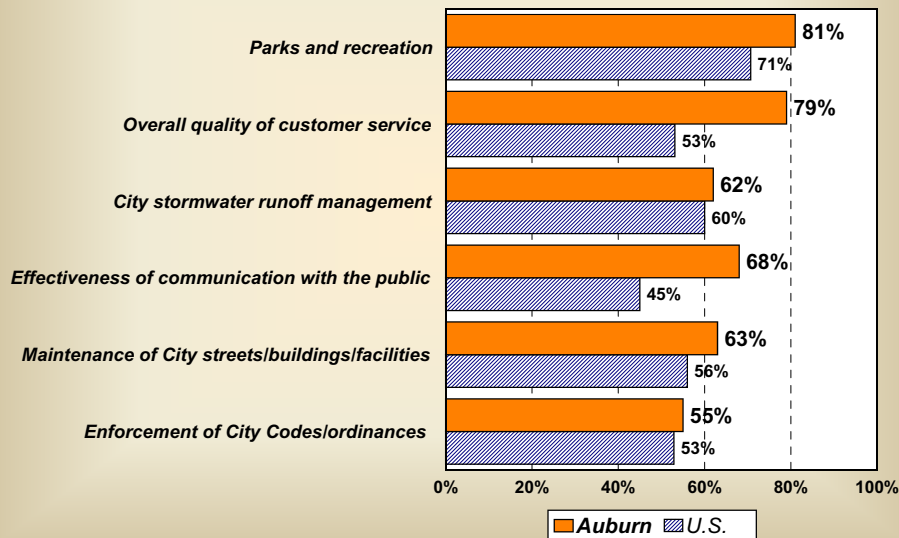
The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for nearly 50 areas of municipal service delivery. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute’s national survey for residents who live in cities with a population of 20,000 to 199,999. The actual ratings for Auburn are listed to the right of each chart. The dot on each bar shows how the results for Auburn compare to the other communities where the *DirectionFinder*® survey has been administered.

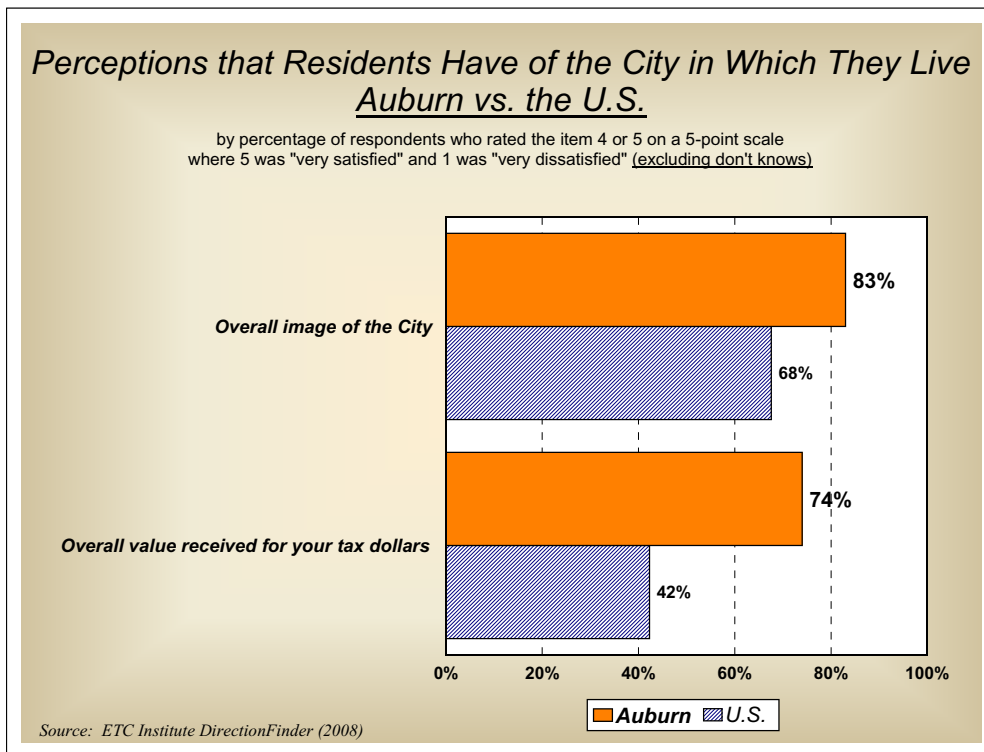
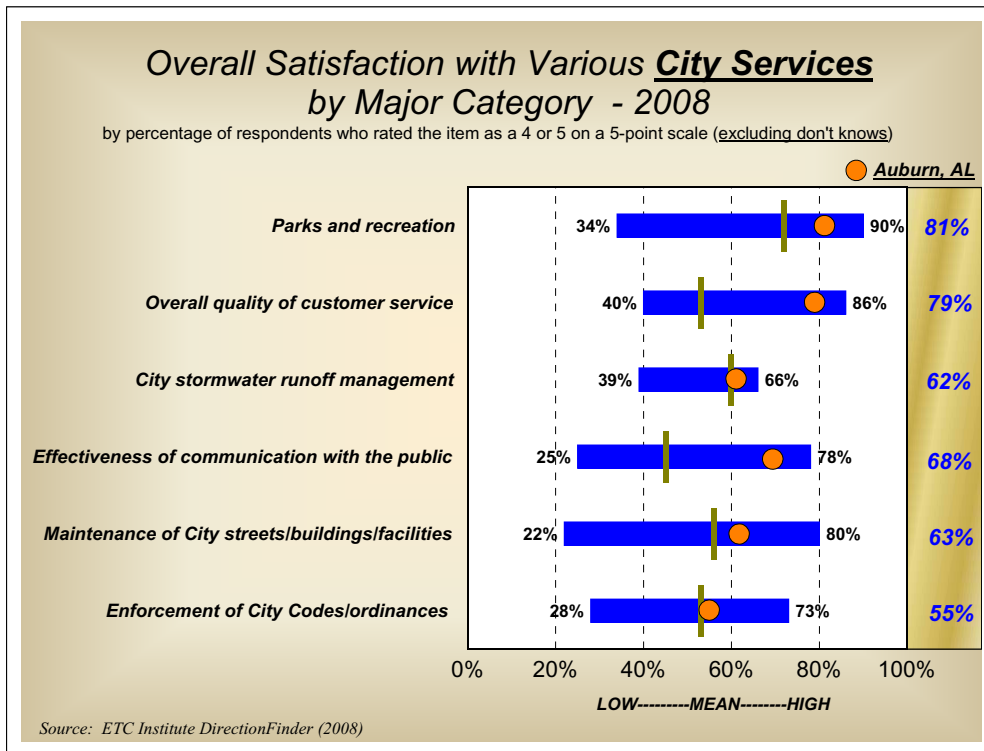
National Benchmarks

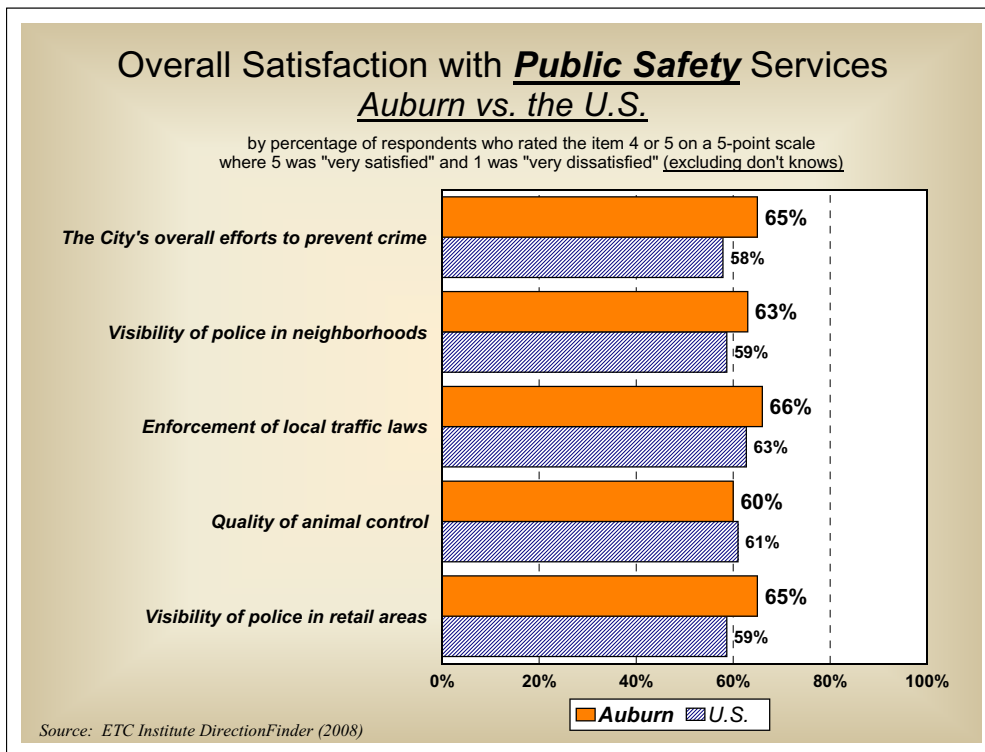
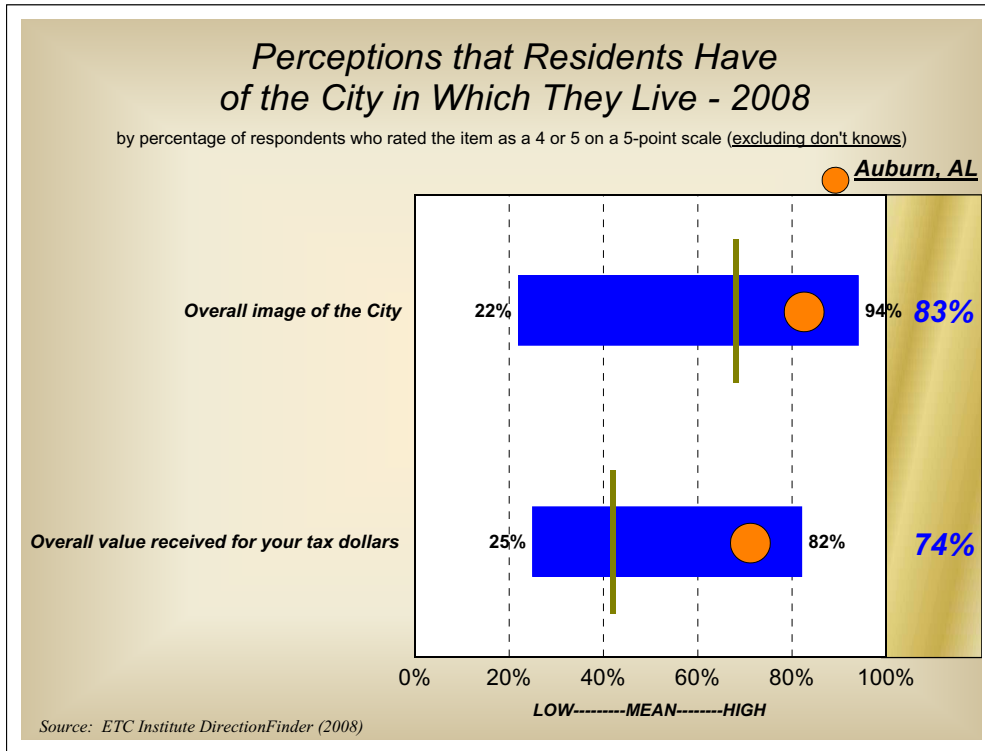
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Auburn, Alabama is not authorized without written consent from ETC Institute.

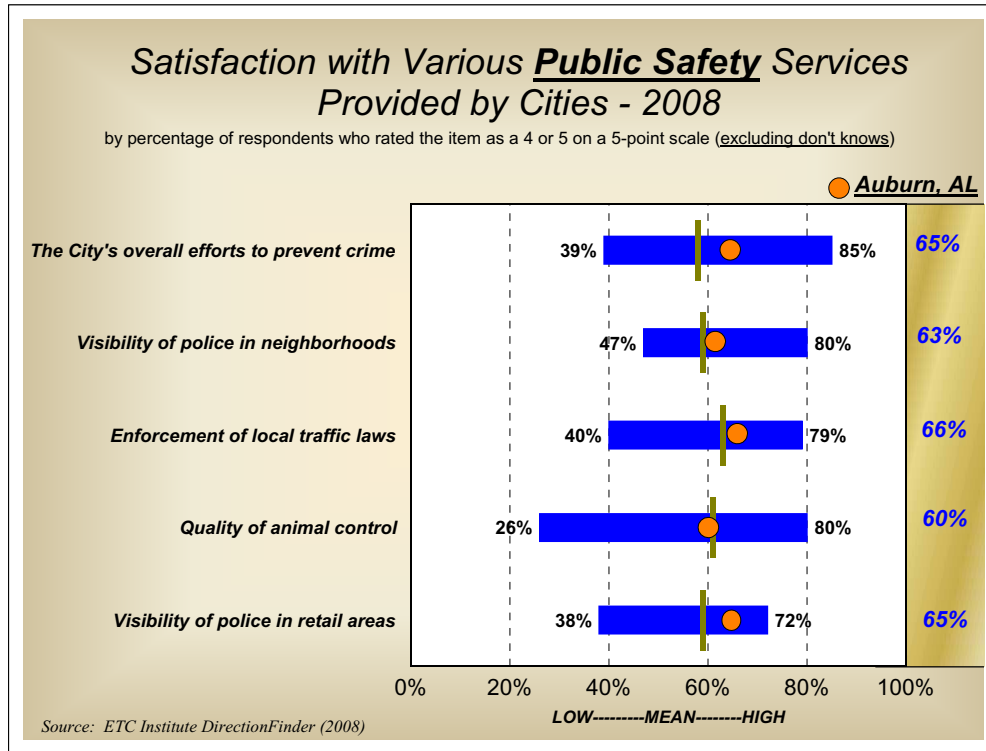
Overall Satisfaction with Various City Services Auburn vs. the U.S.

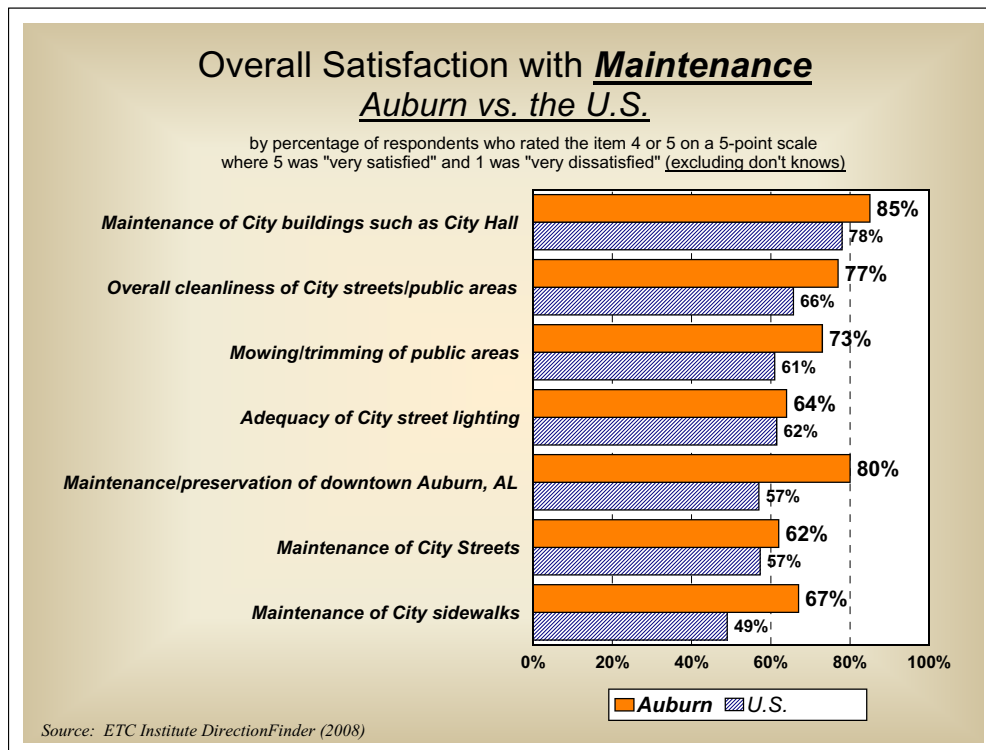
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

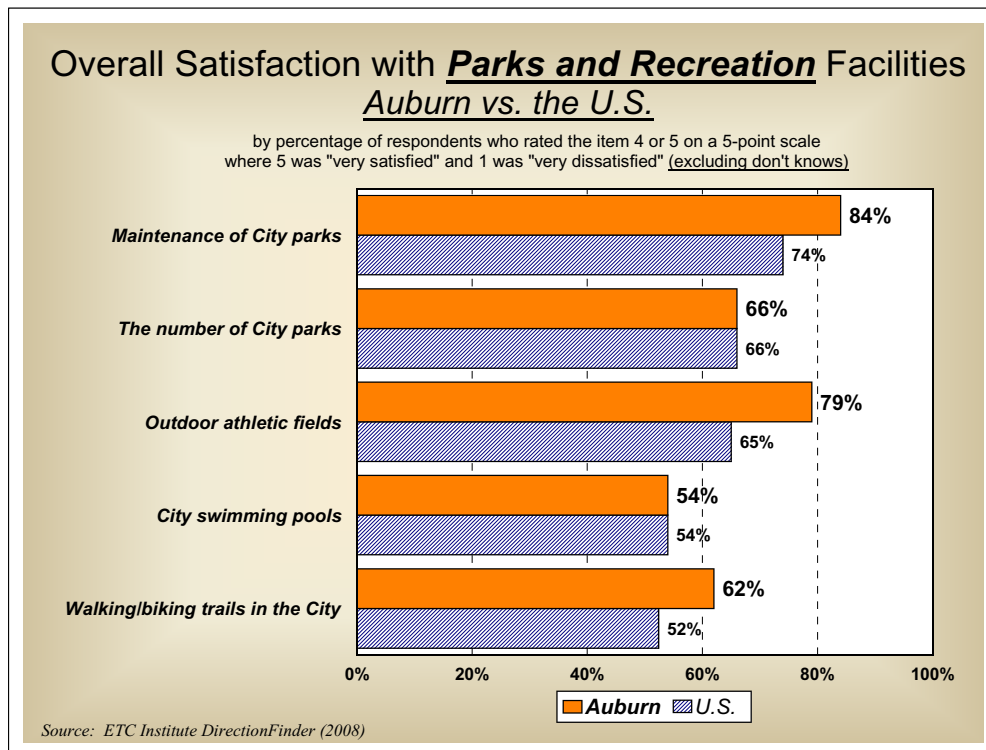
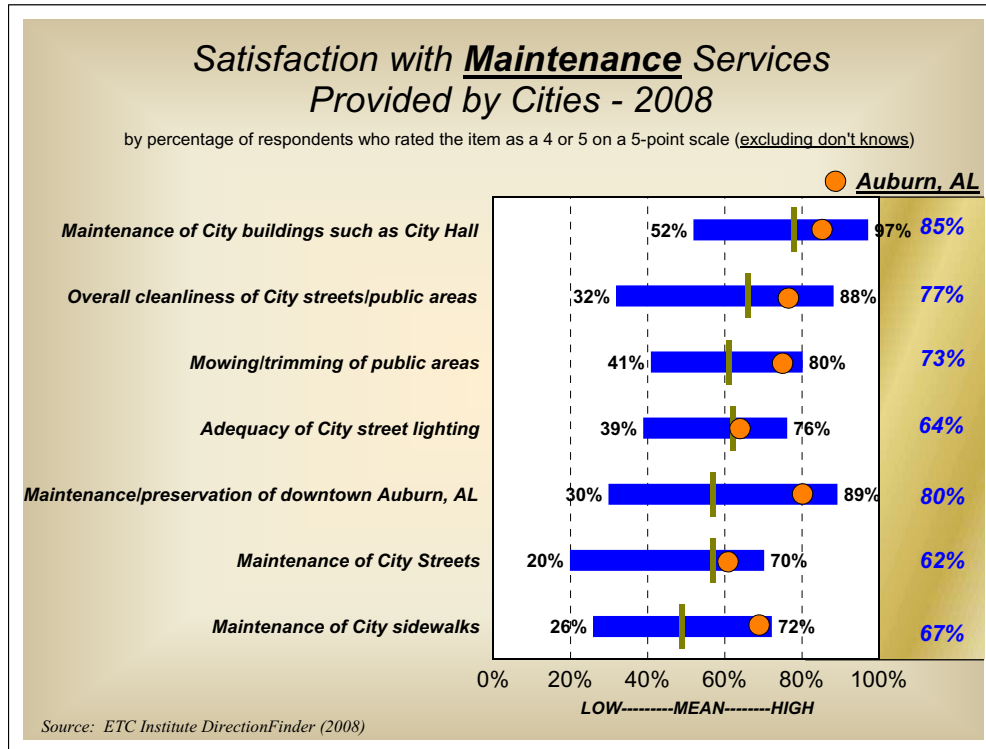


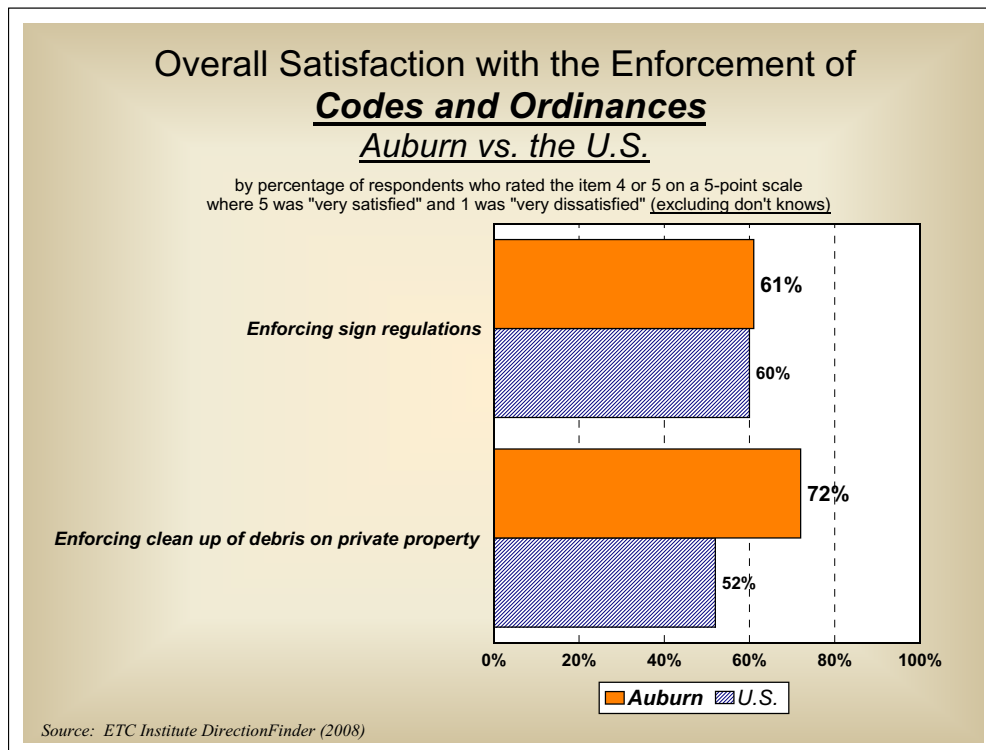
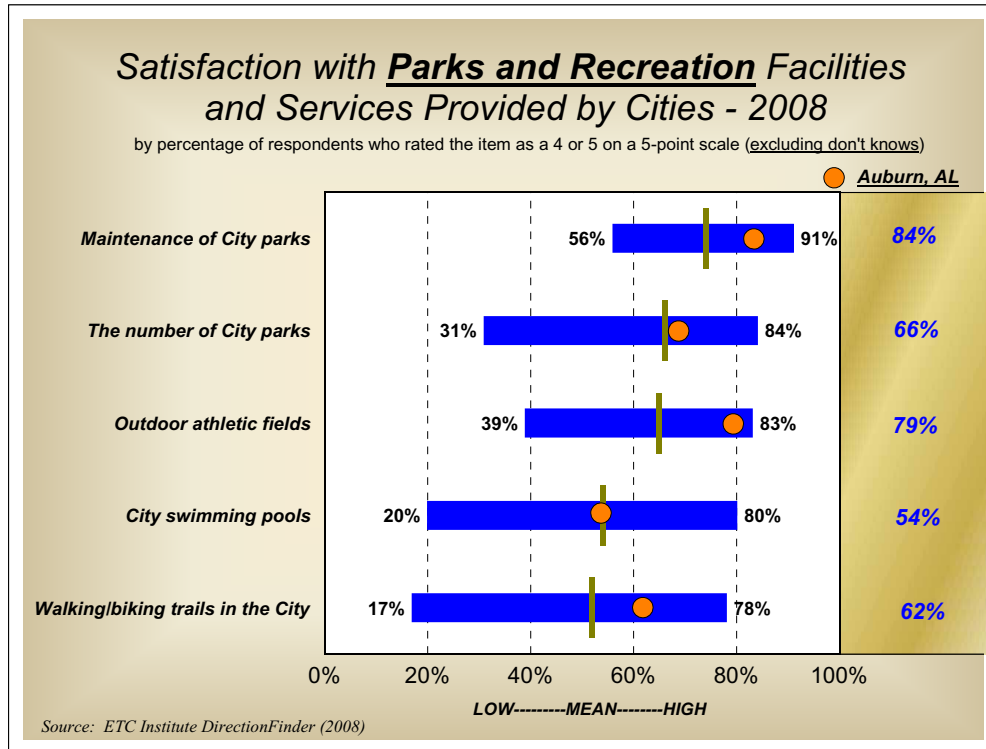


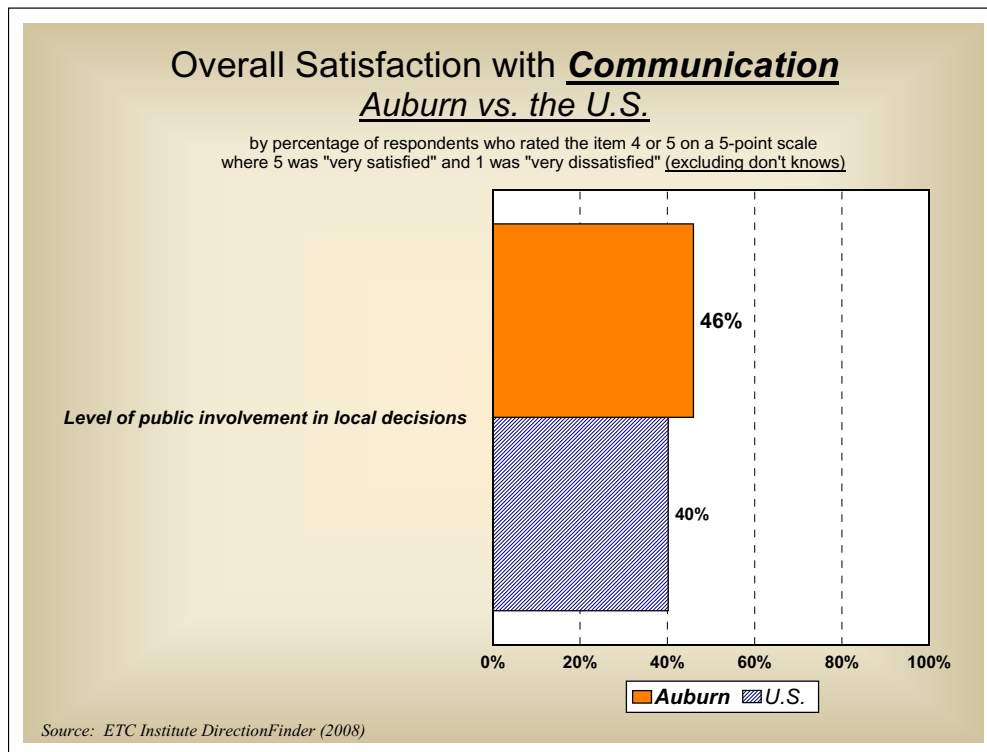
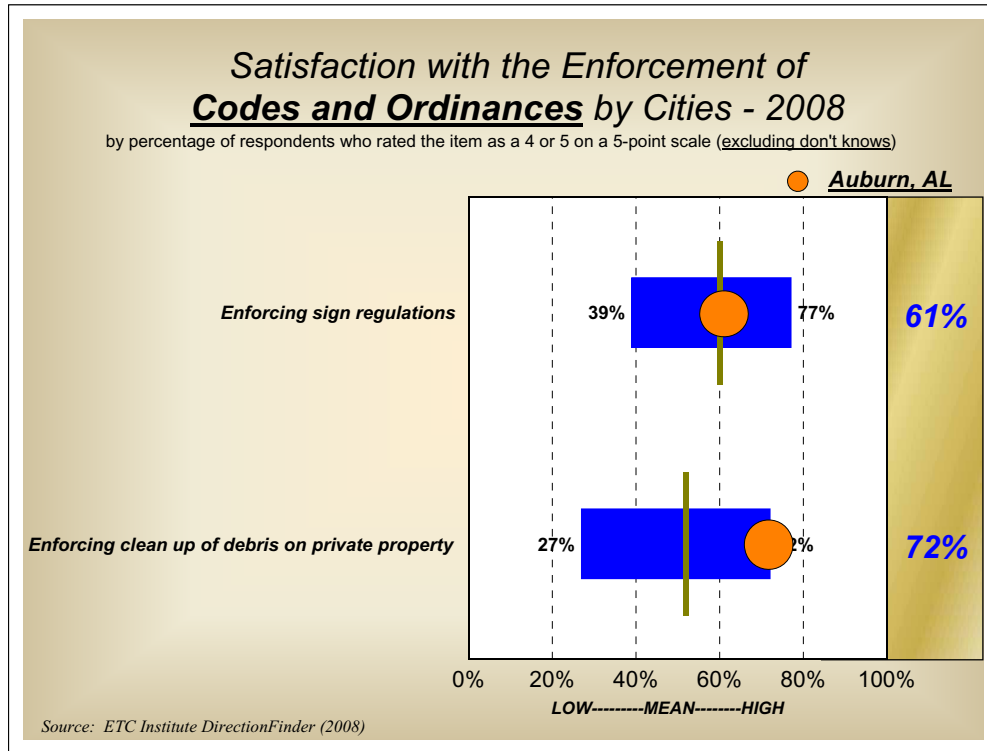


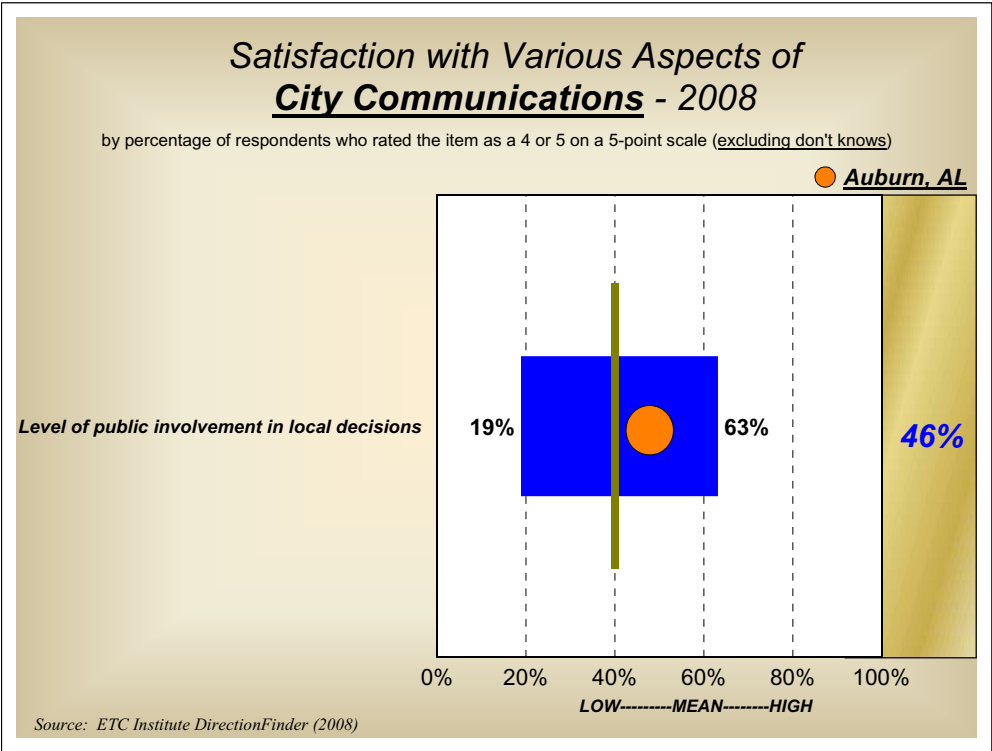












Section 3:
GIS Maps

Interpreting the Maps

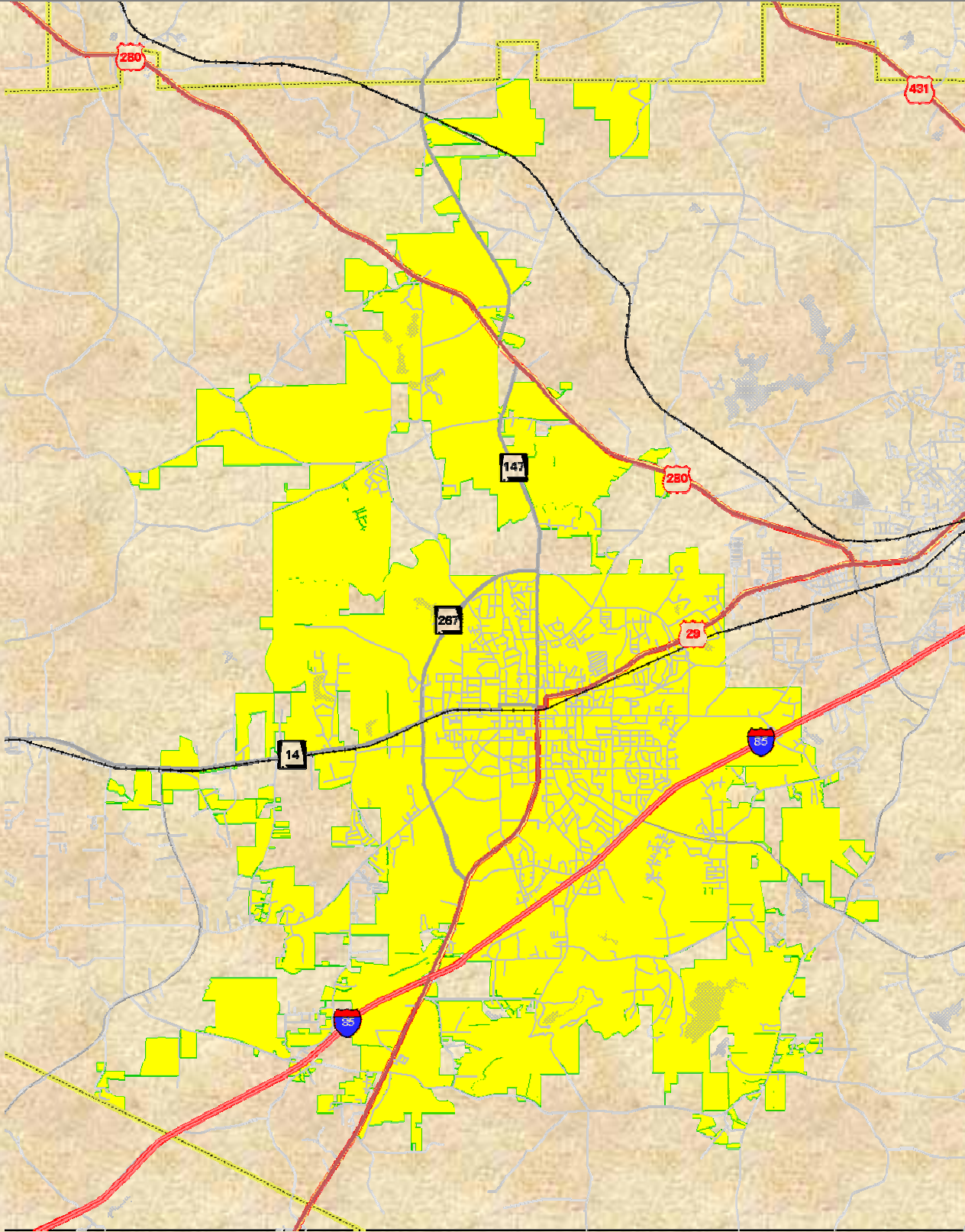
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

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.

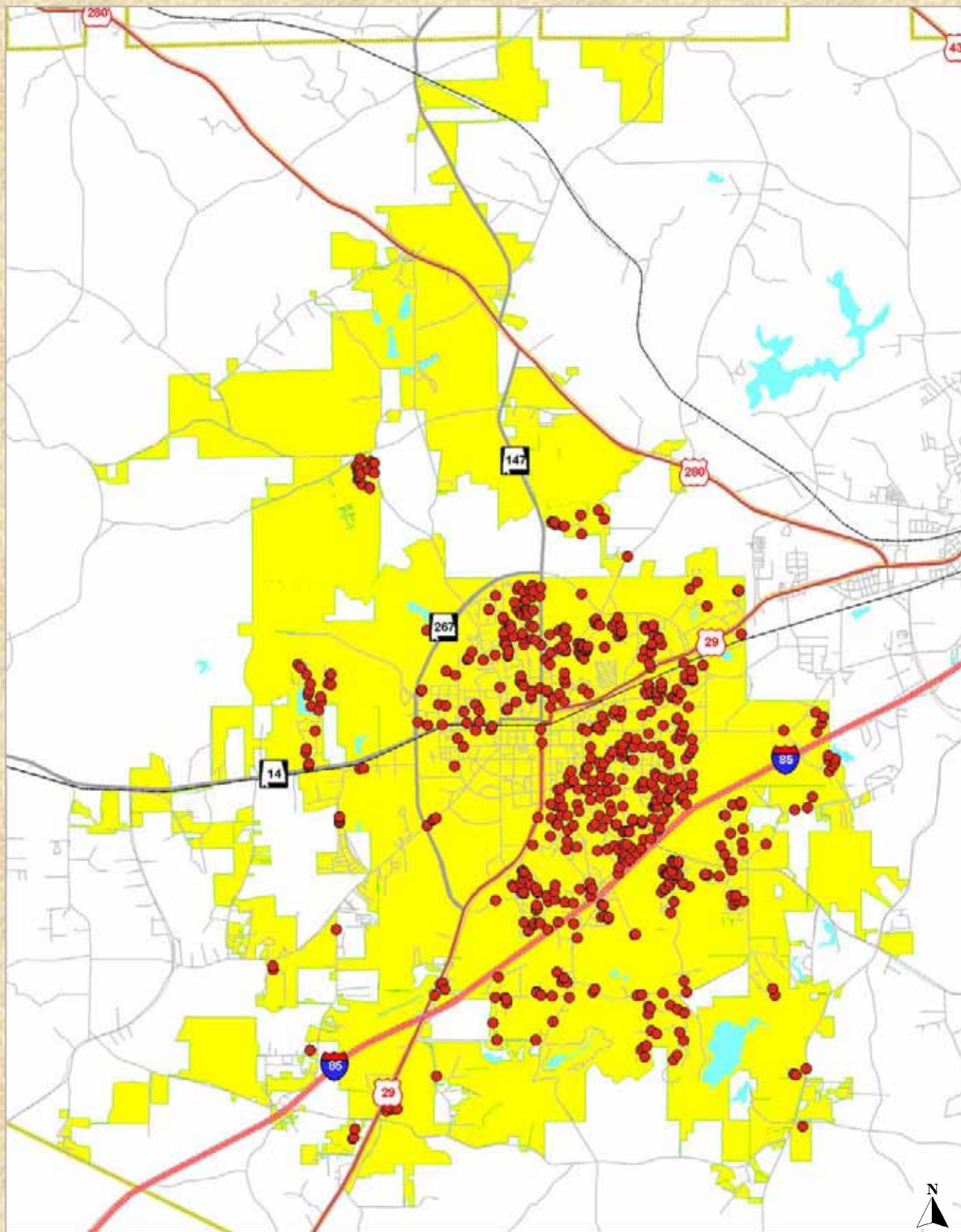
When reading the maps, please use the following color scheme as a guide:

- **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.

City of Auburn, AL 2008 Citizen Survey (RESIDENTS)

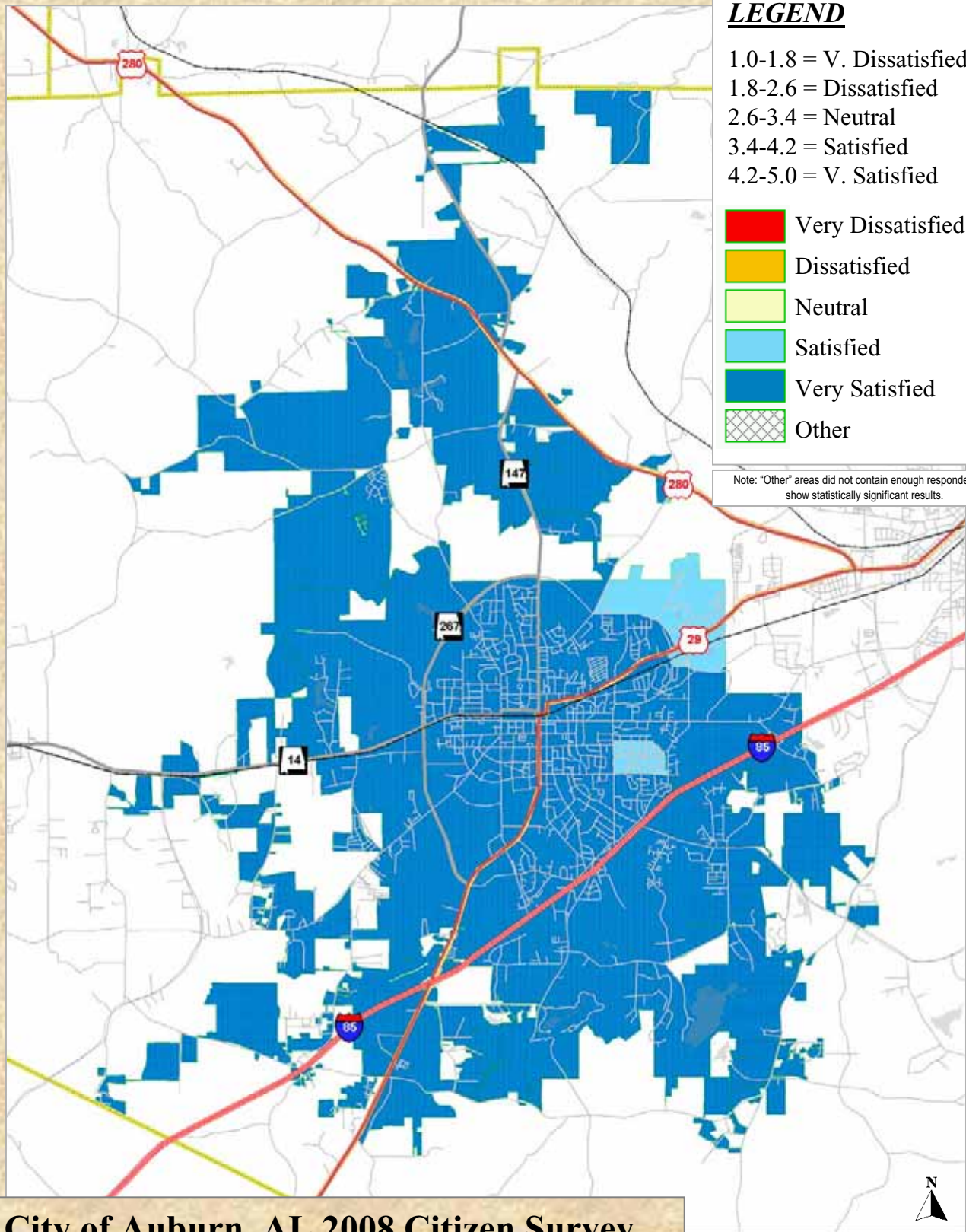


Location of Survey Respondents



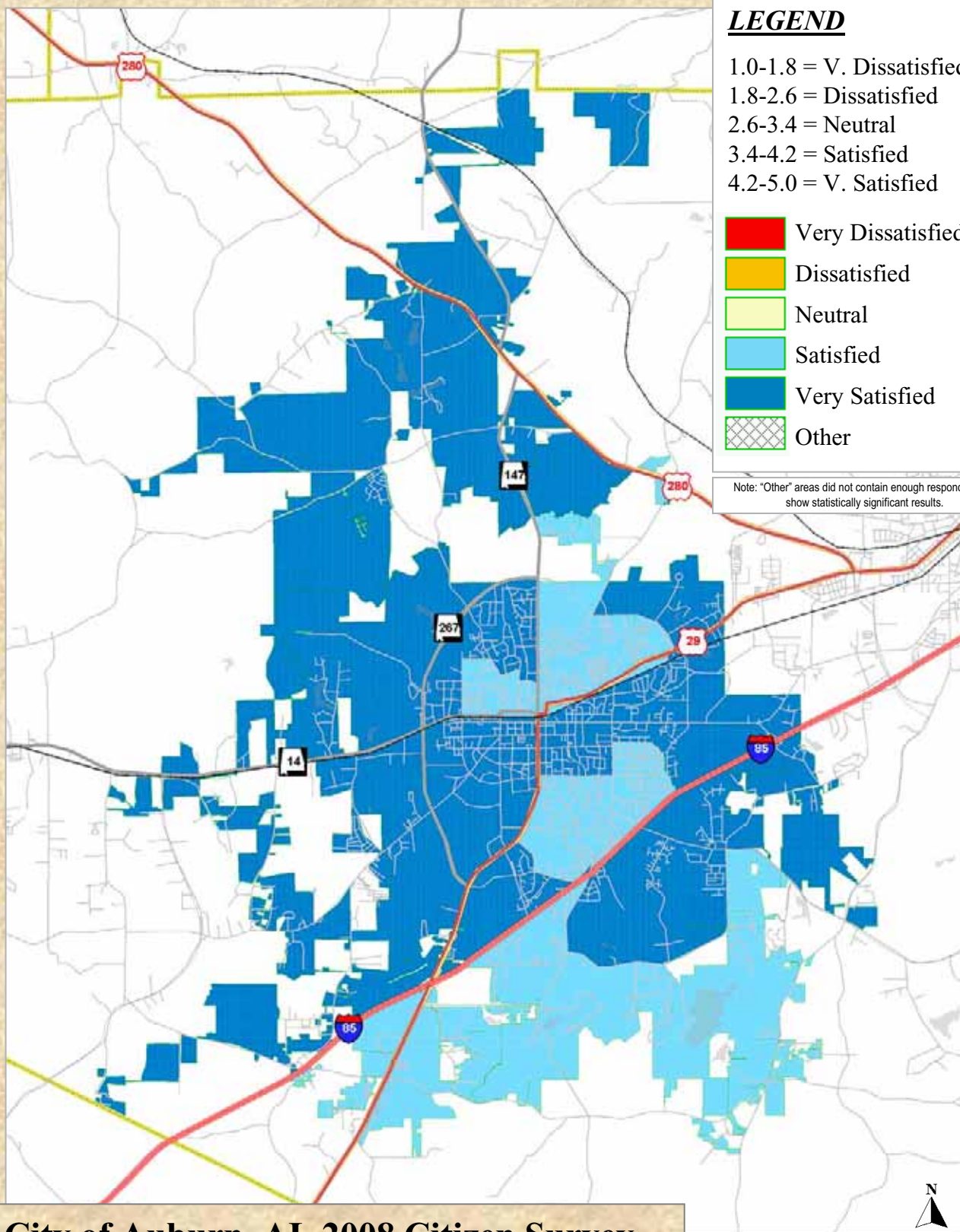
City of Auburn, AL 2008 Citizen Survey

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



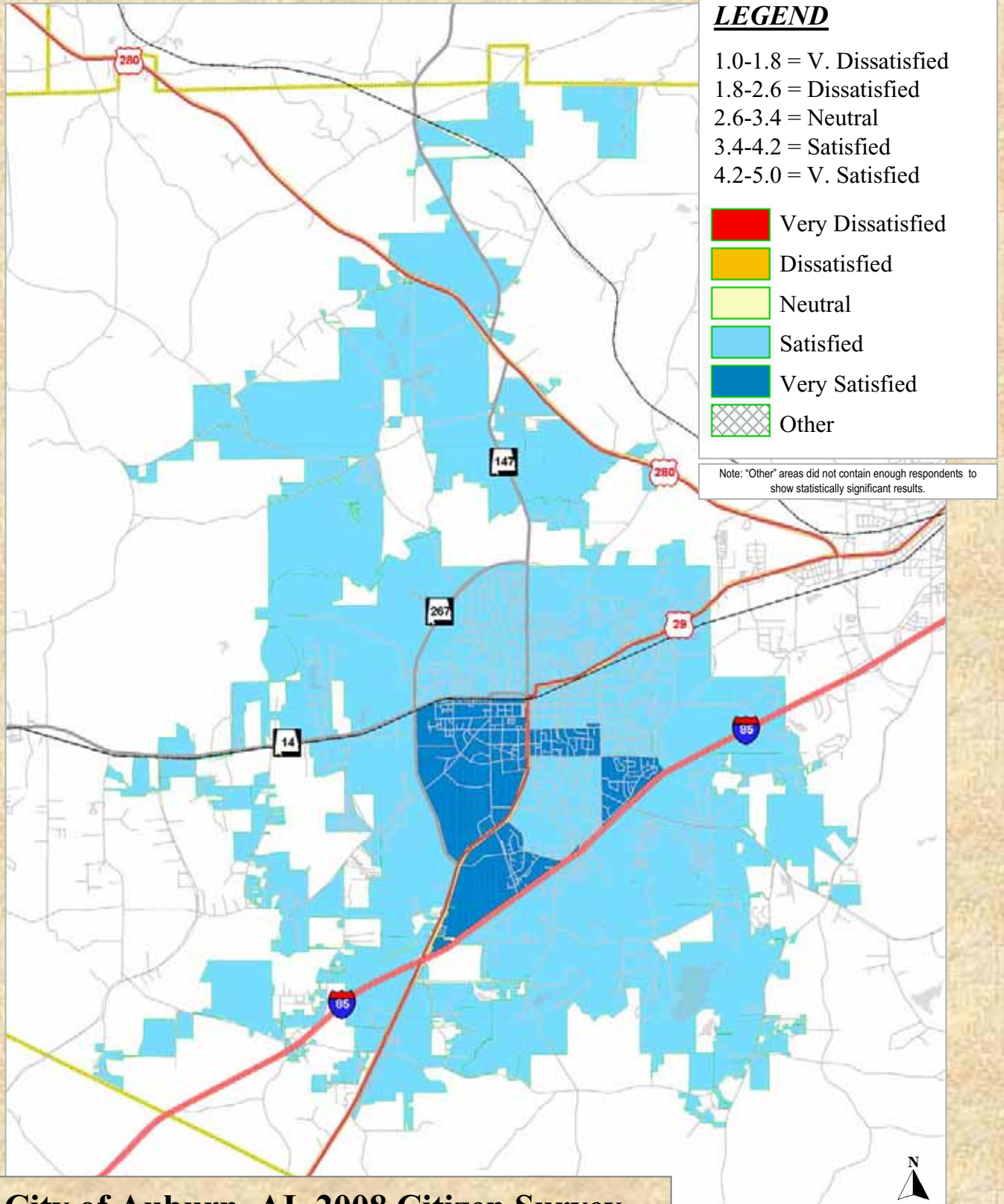
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1b Satisfaction with the quality of police fire & ambulance services



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

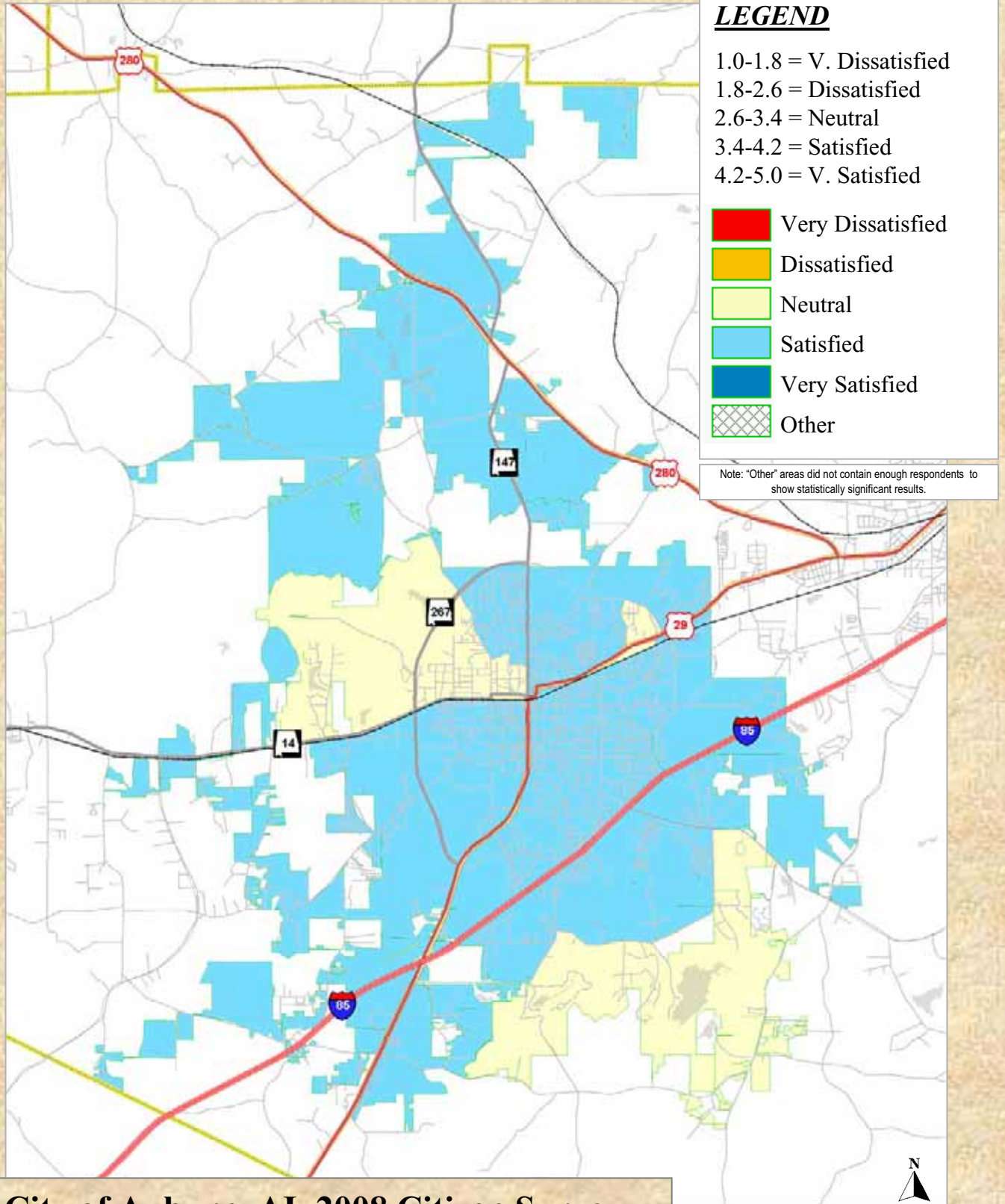
Q1c Satisfaction with the quality of Parks & Recreation programs and facilities



City of Auburn, AL 2008 Citizen Survey

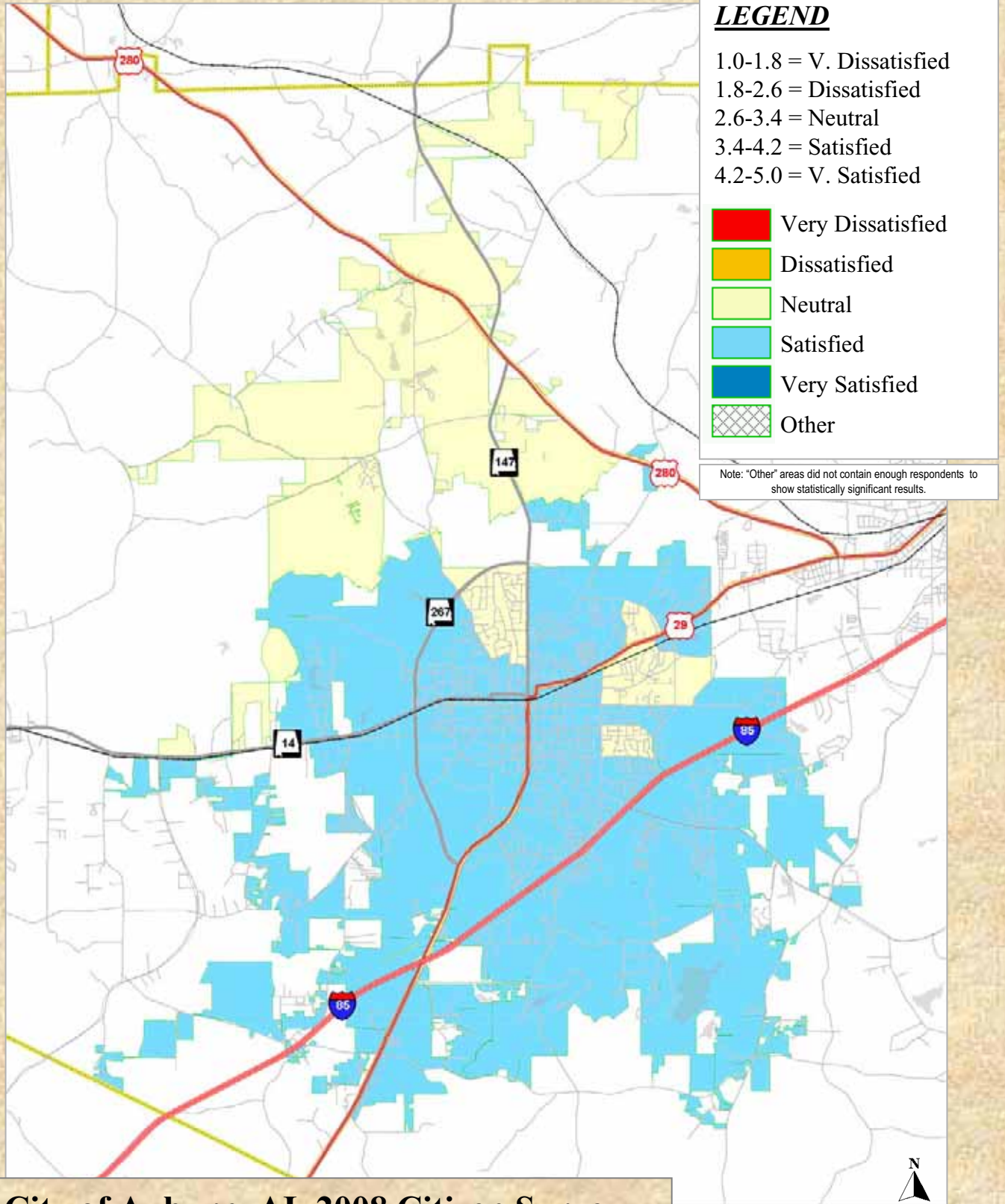
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1d Satisfaction with the maintenance of city streets and facilities



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

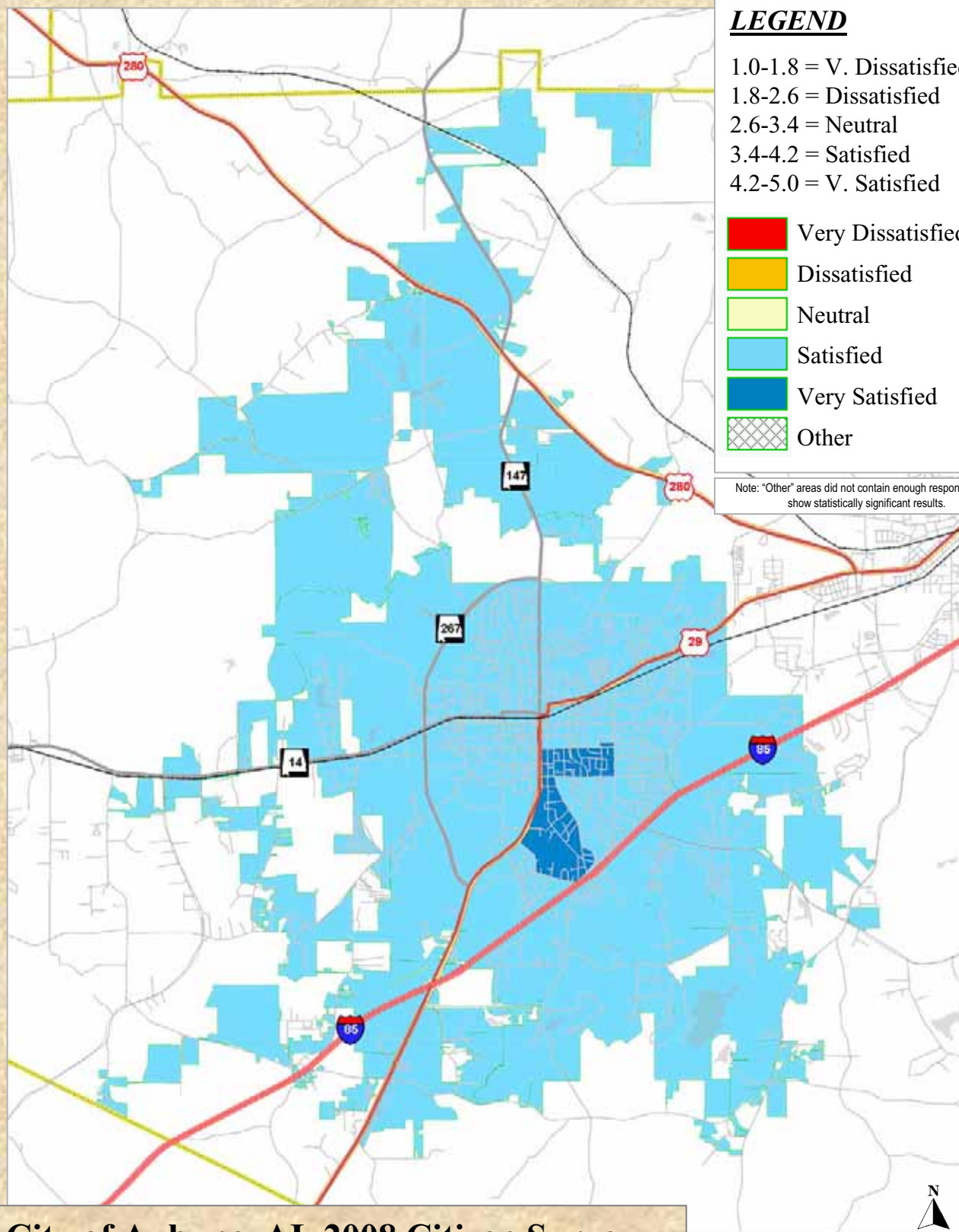
Q1e Satisfaction with the enforcement of city codes and ordinances



City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1f Satisfaction with the quality of customer service you receive from city employees



LEGEND

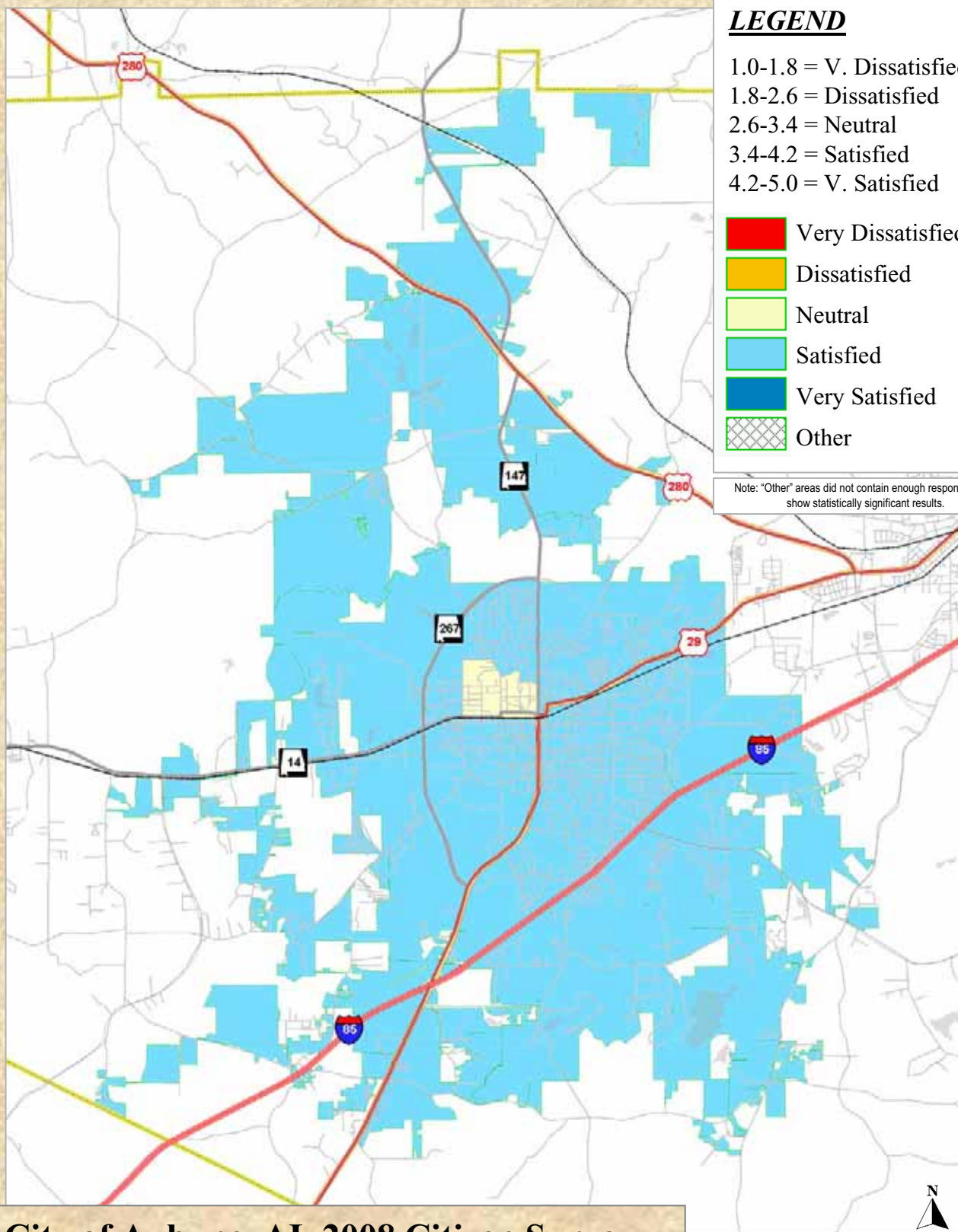
1.0-1.8 = V. Dissatisfied
 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

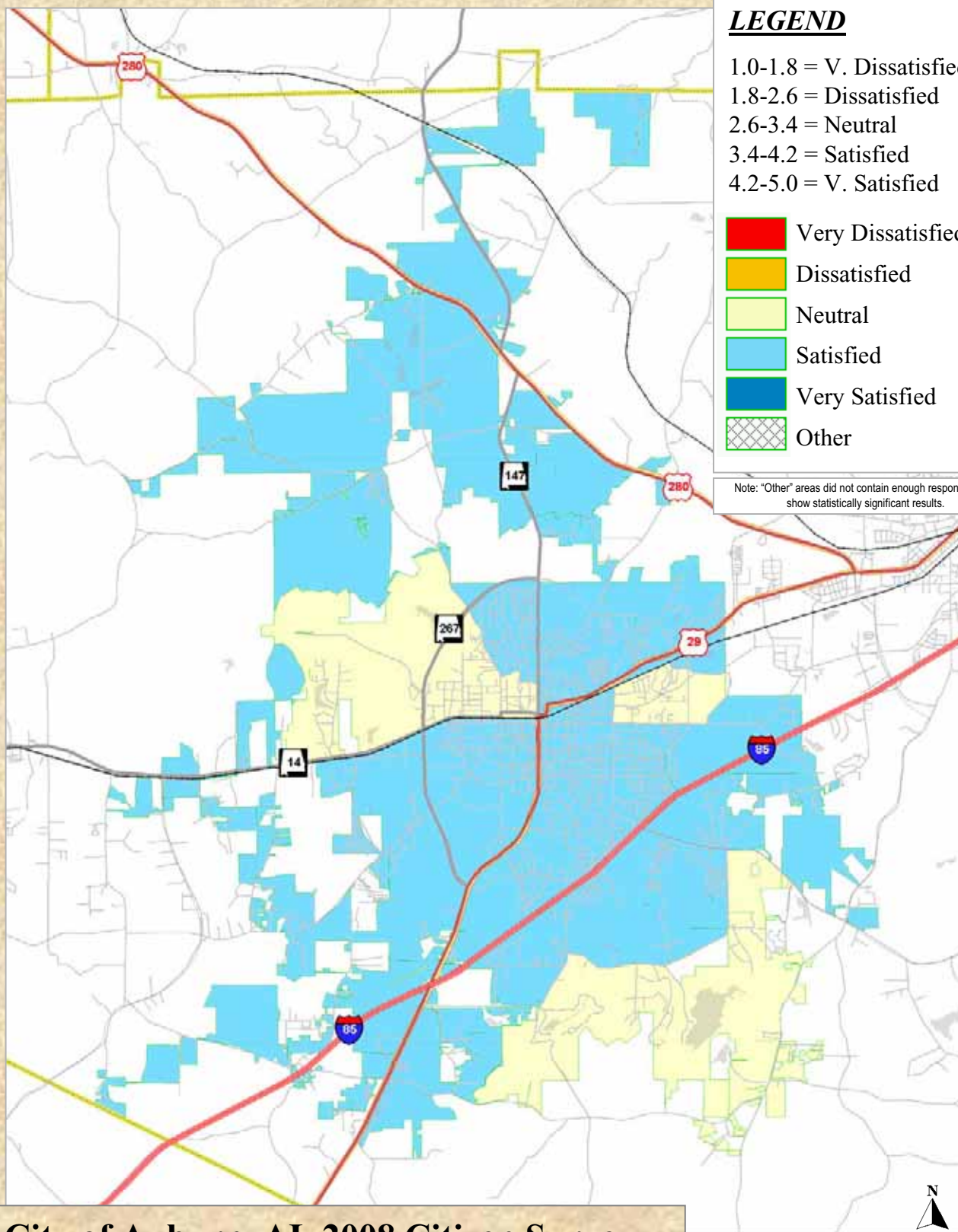
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1g Satisfaction with the effectiveness of city communication with the public



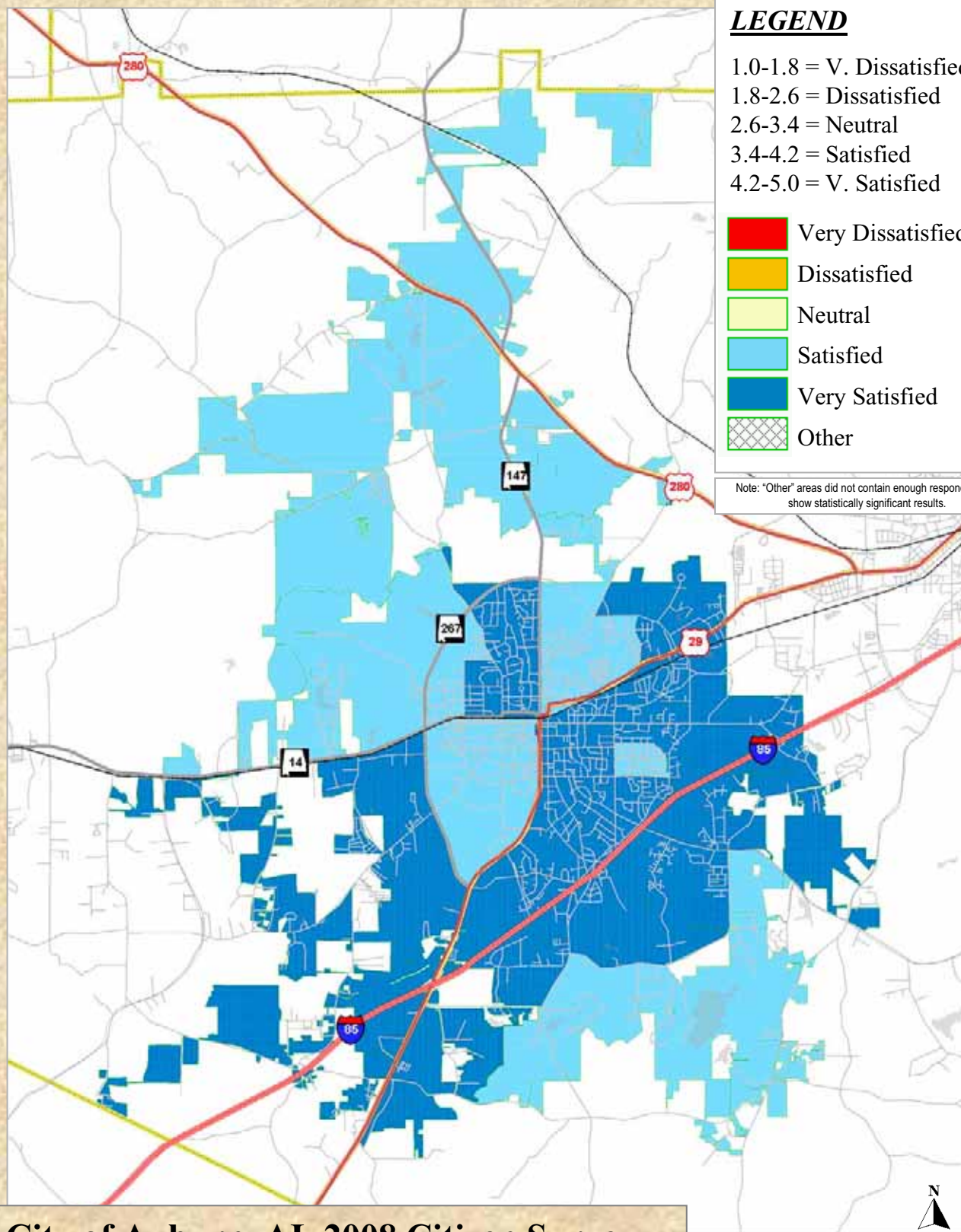
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

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



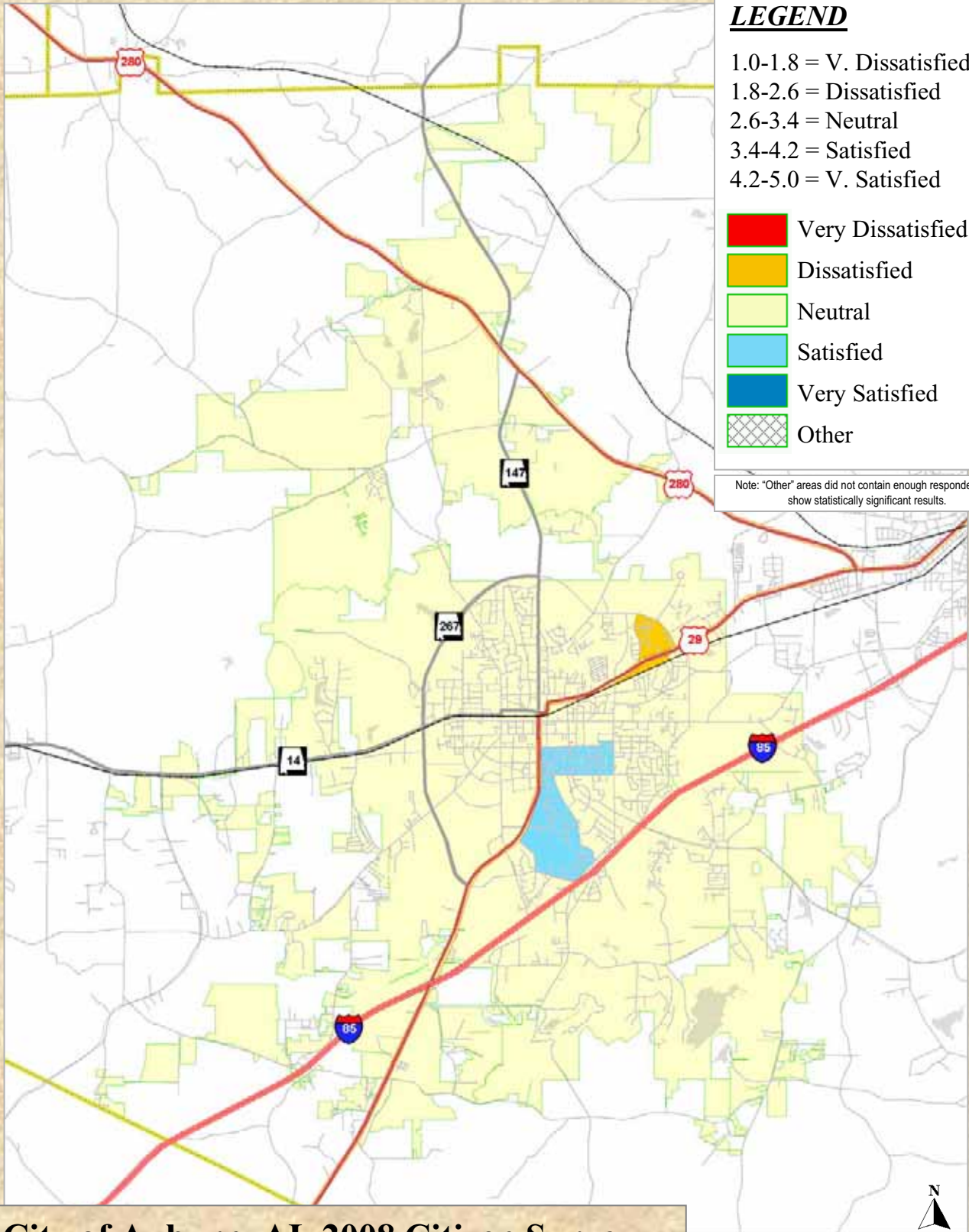
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1i Satisfaction with the quality of city library facilities and services



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1j Satisfaction with the flow of traffic & congestion management



LEGEND

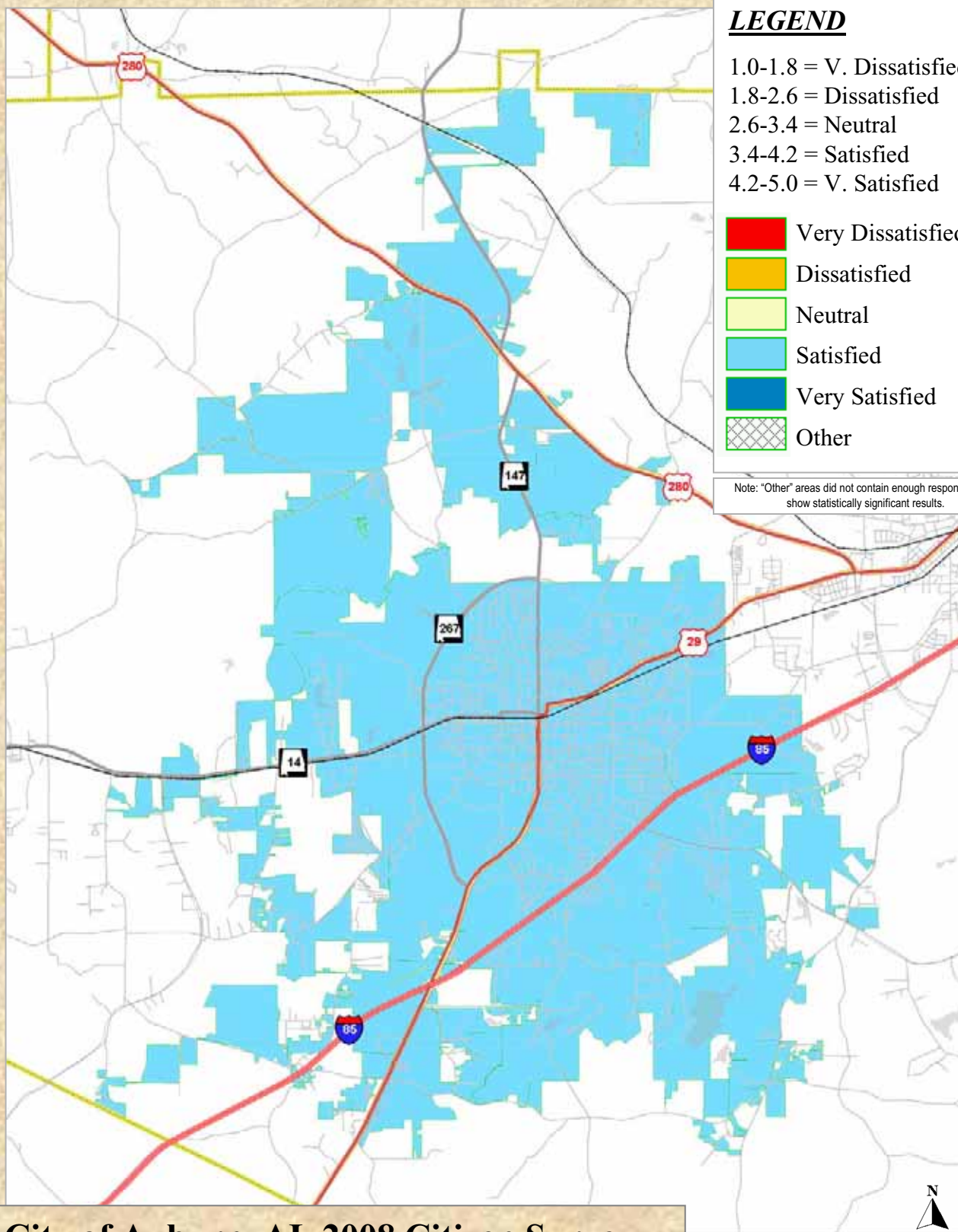
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Very Dissatisfied
 Dissatisfied
 Neutral
 Satisfied
 Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

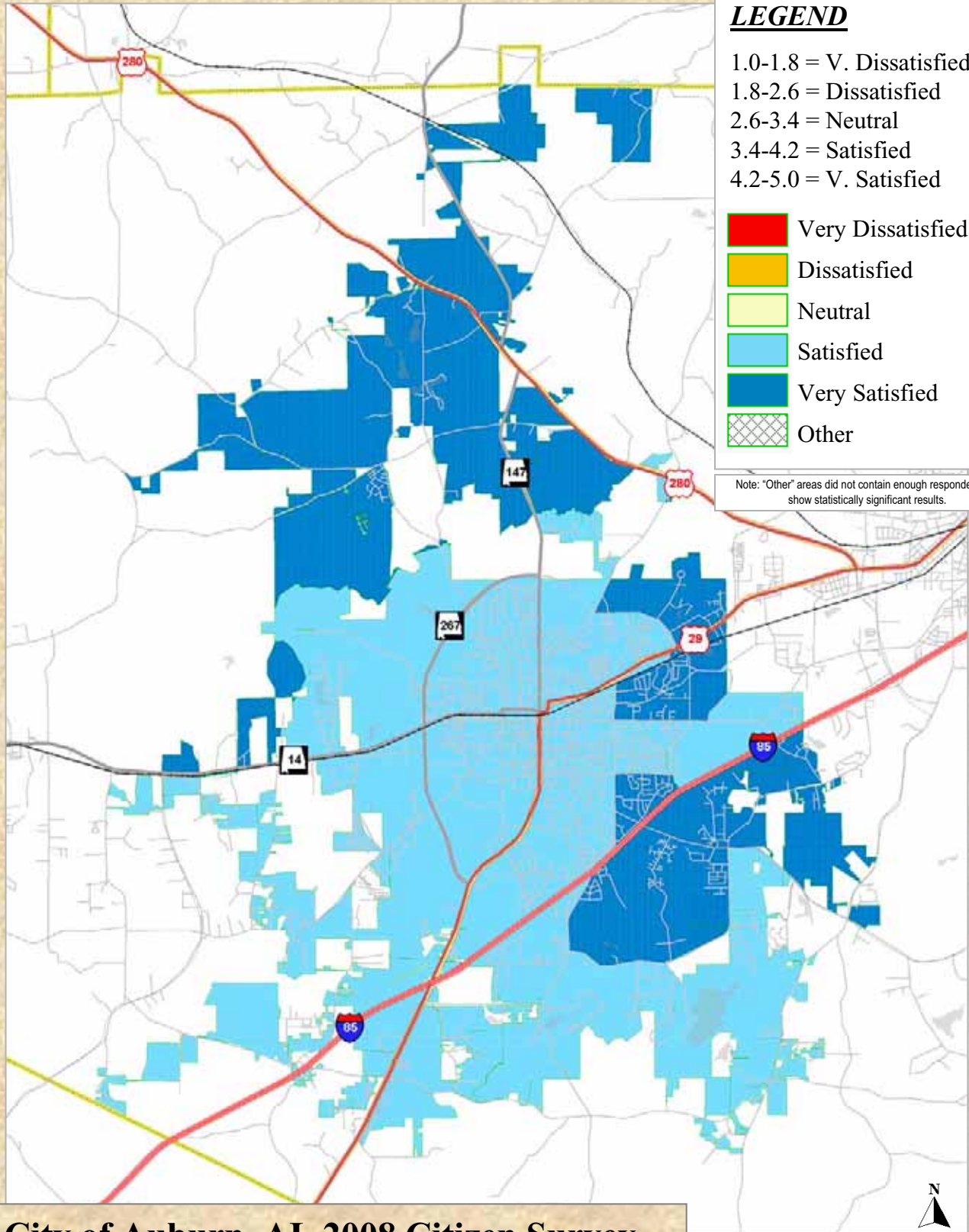
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q3a Satisfaction with the overall value that you receive for your city tax dollars and fees



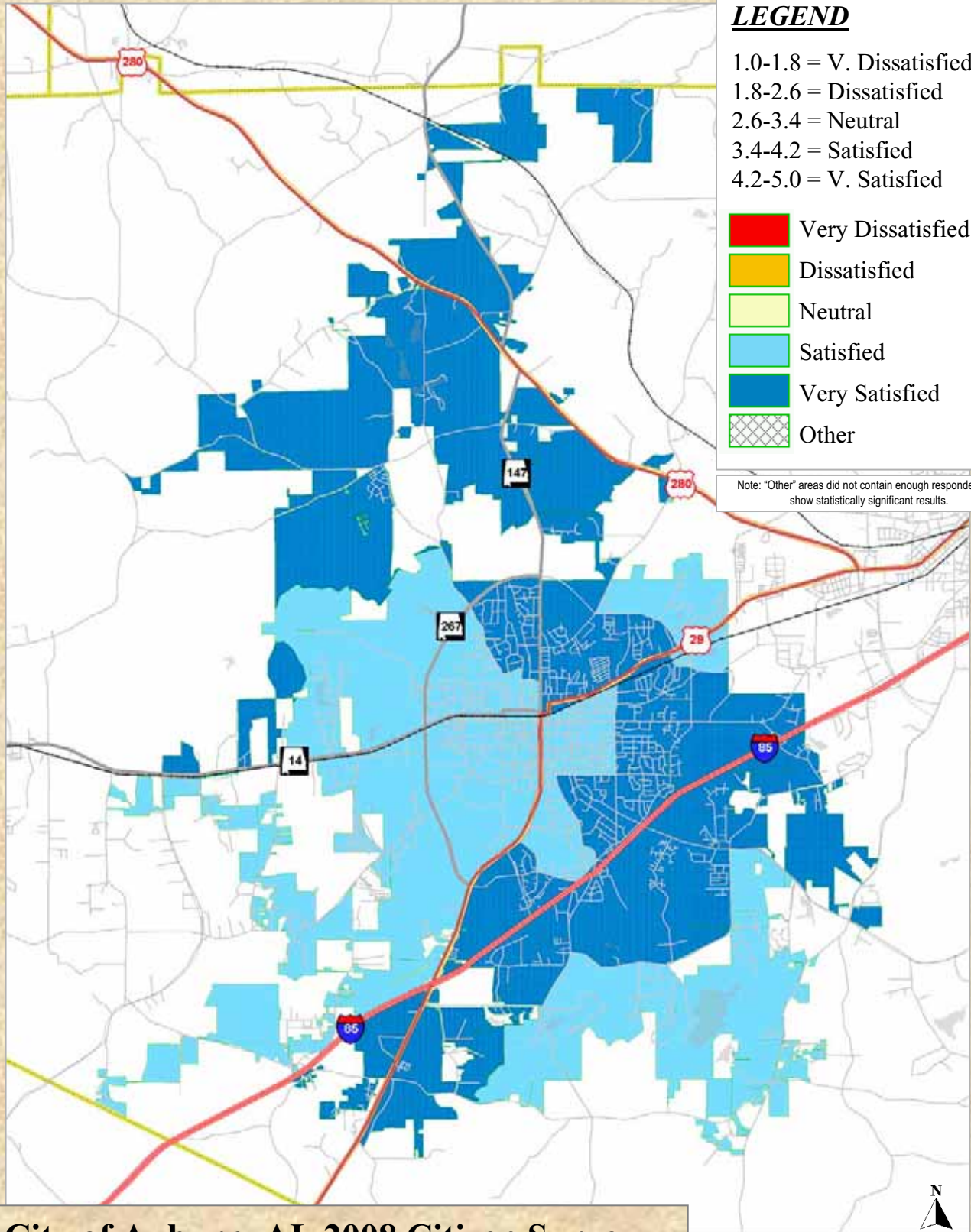
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q3b Satisfaction with the overall image of the city



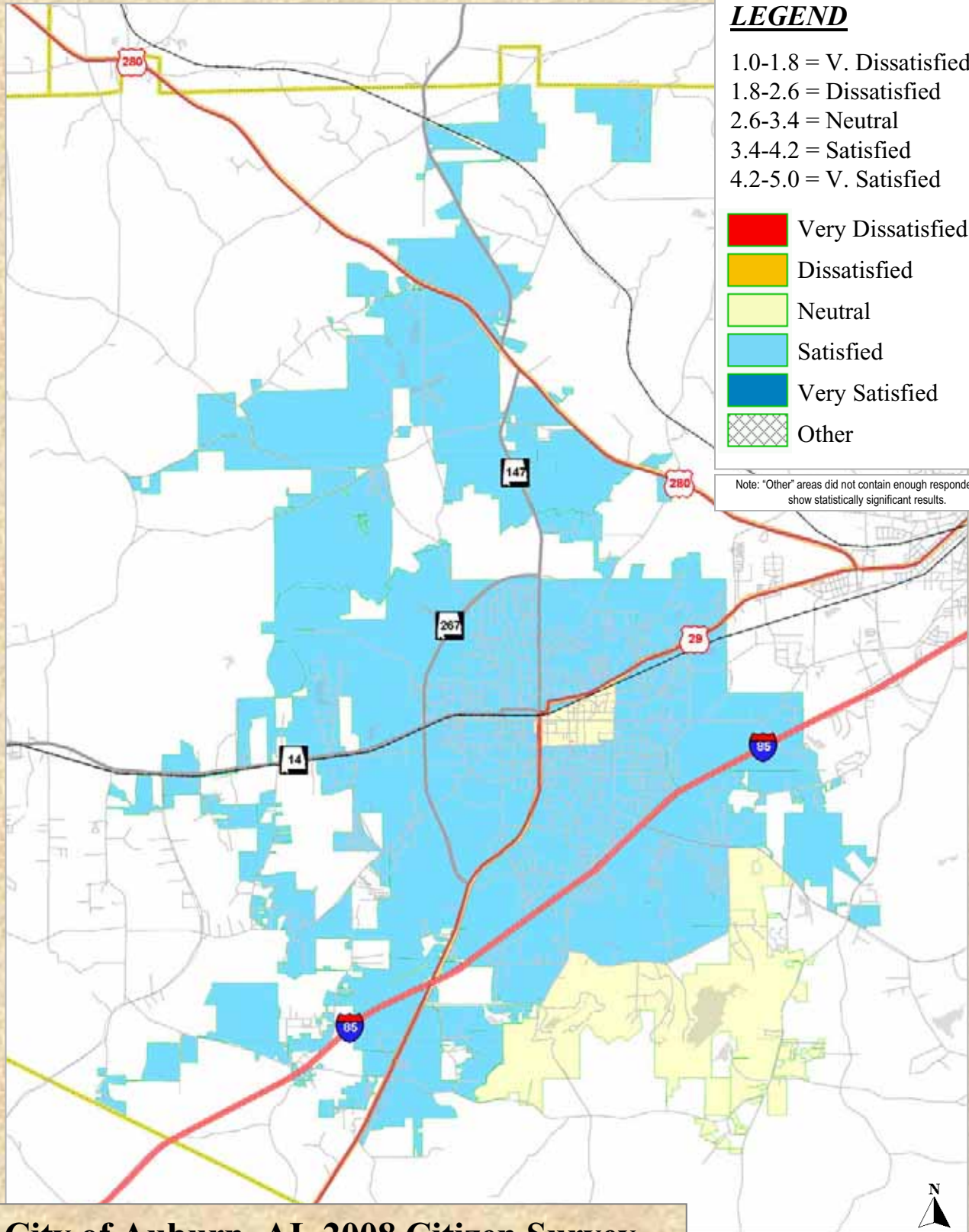
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q3c Satisfaction with the overall quality of life in the city



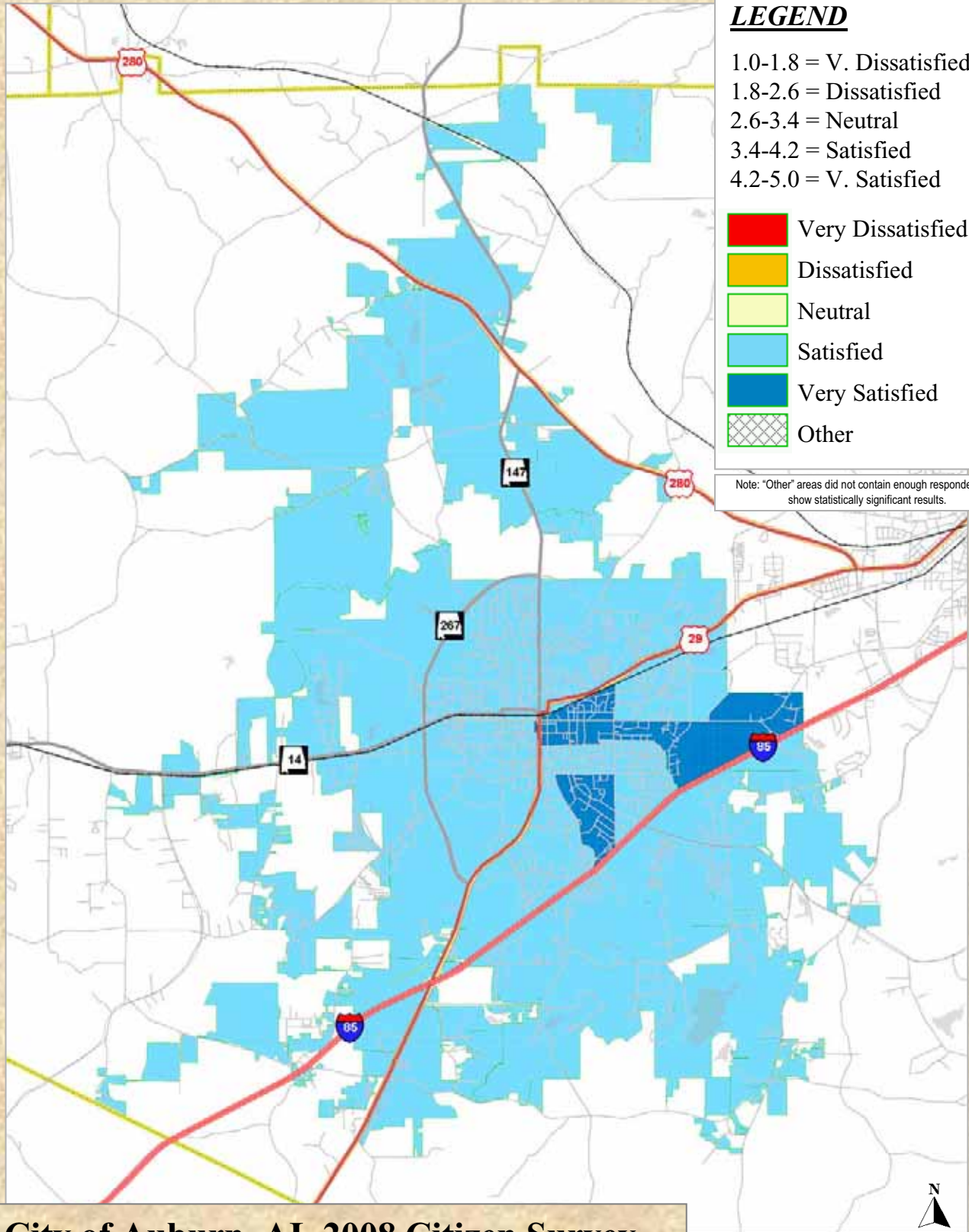
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q3d Satisfaction with the overall appearance of the city



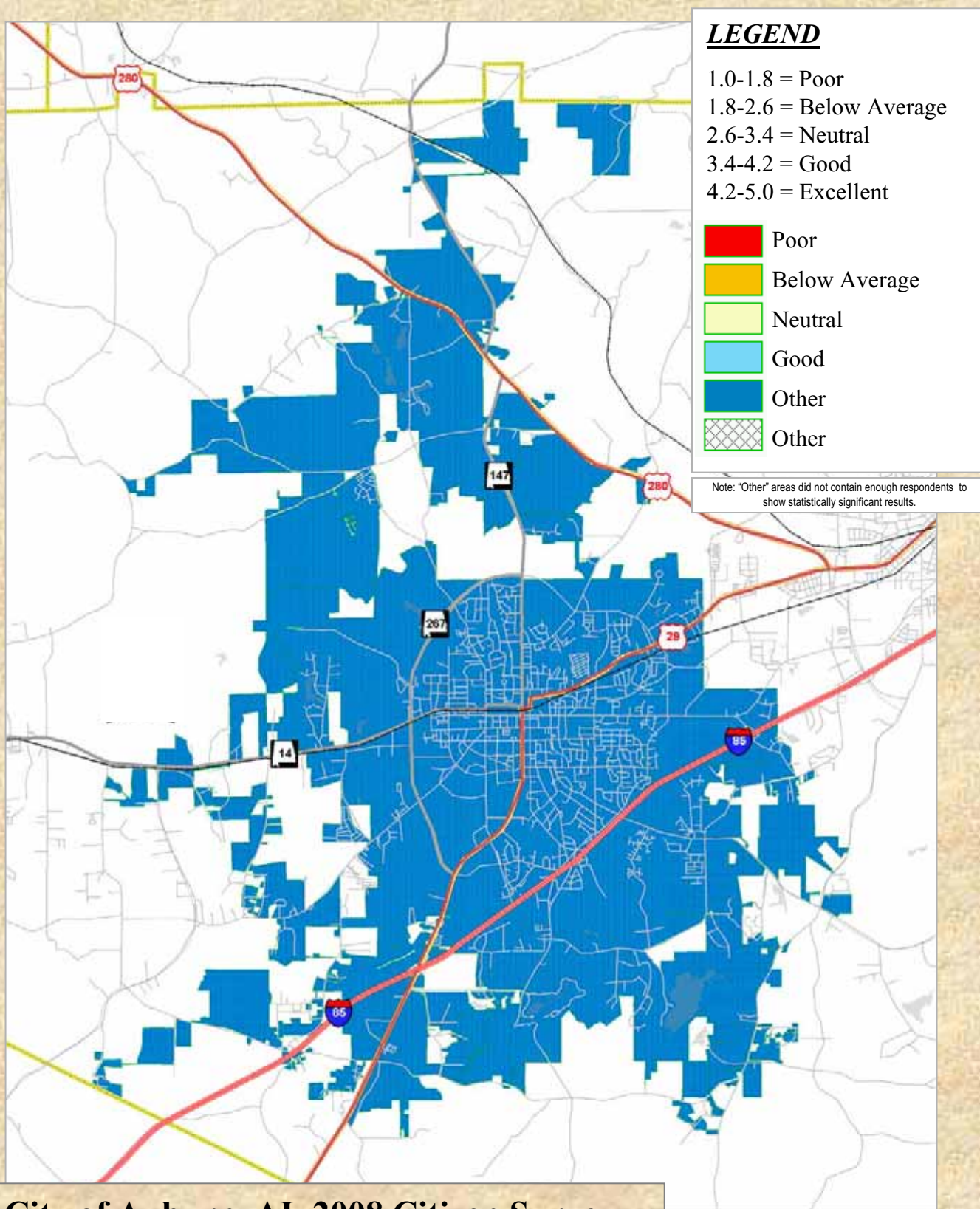
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q3e Satisfaction with the overall quality of city services



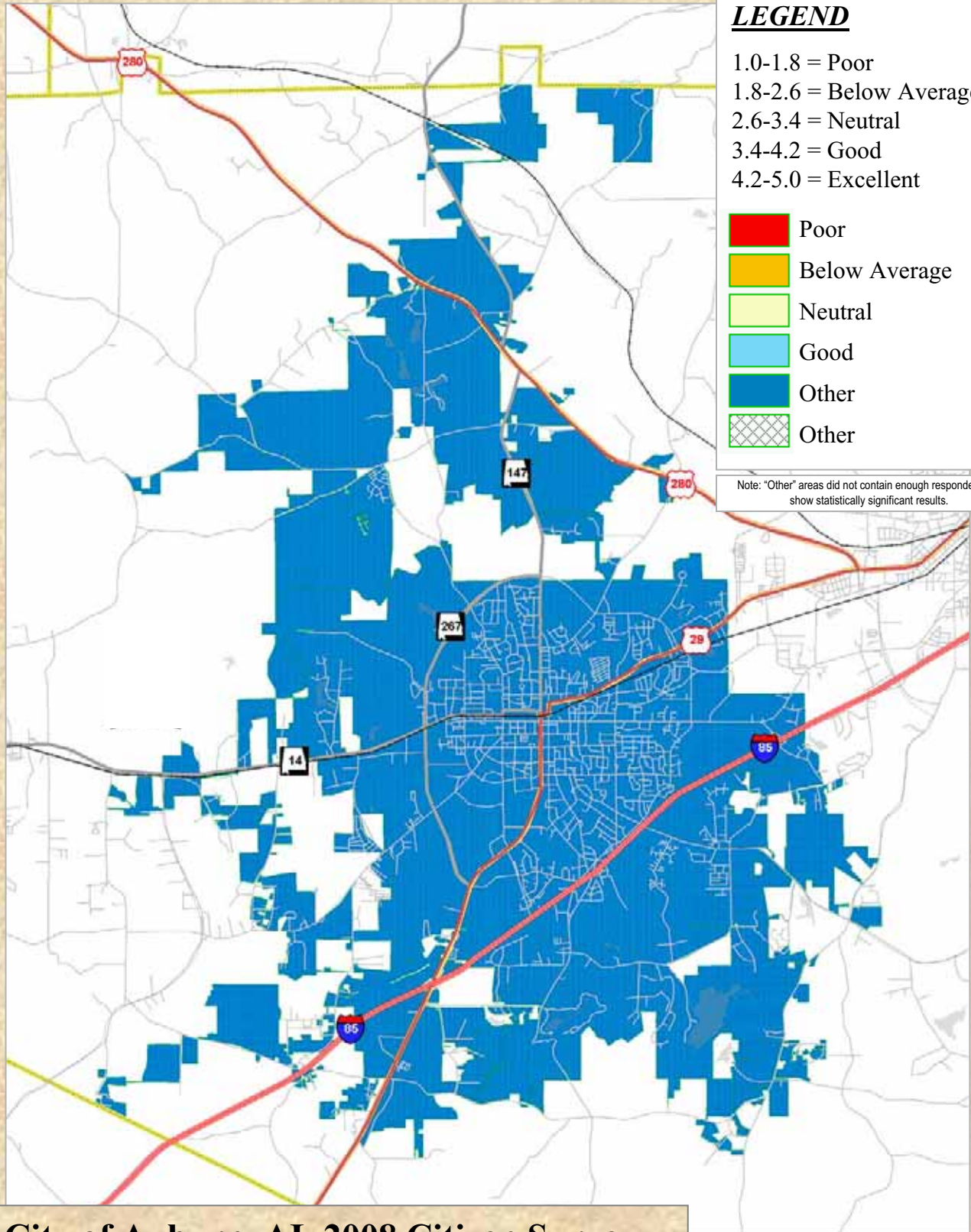
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q4 How residents rated Auburn as a place to live



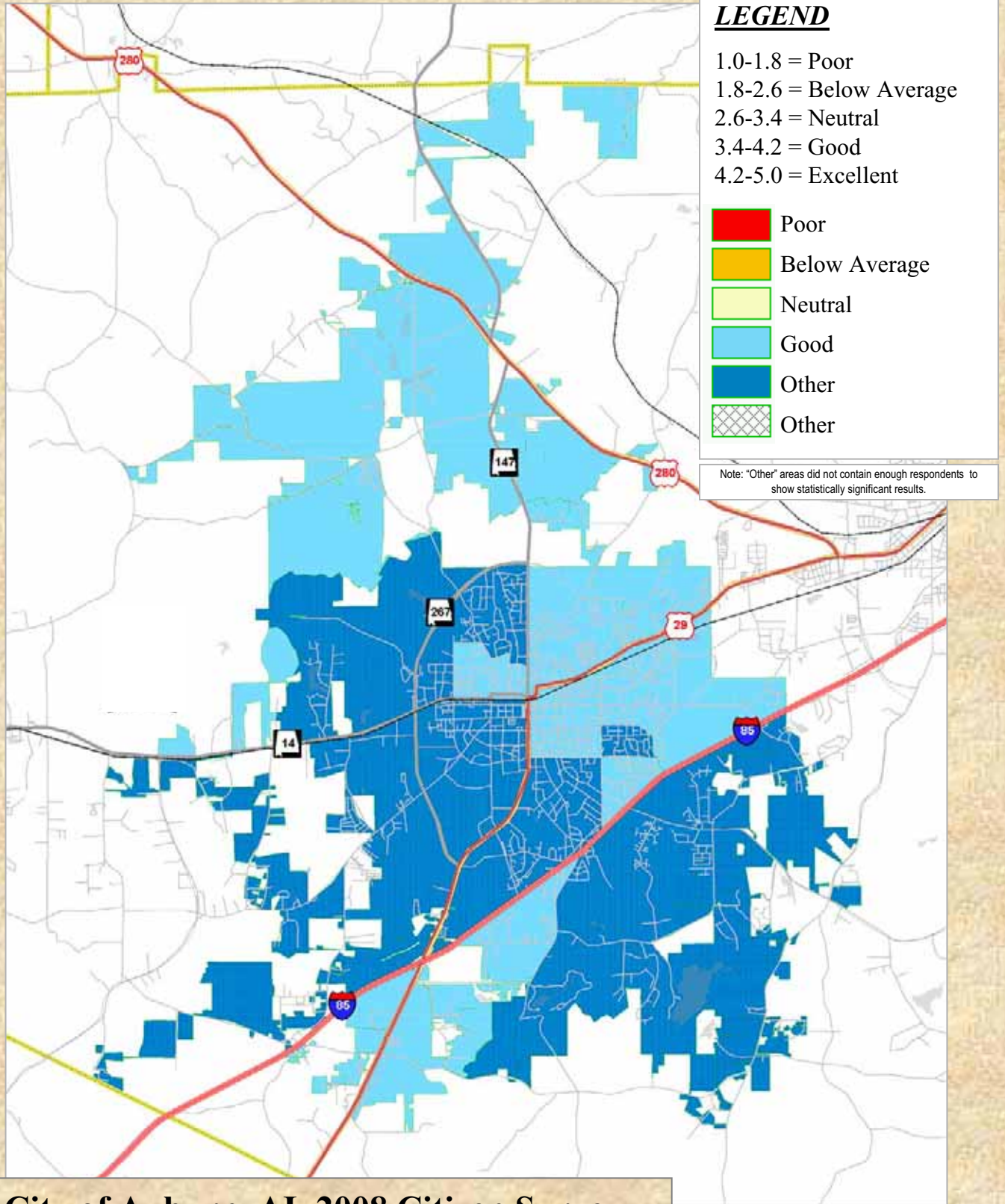
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q4b How residents rated Auburn as a place to raise children



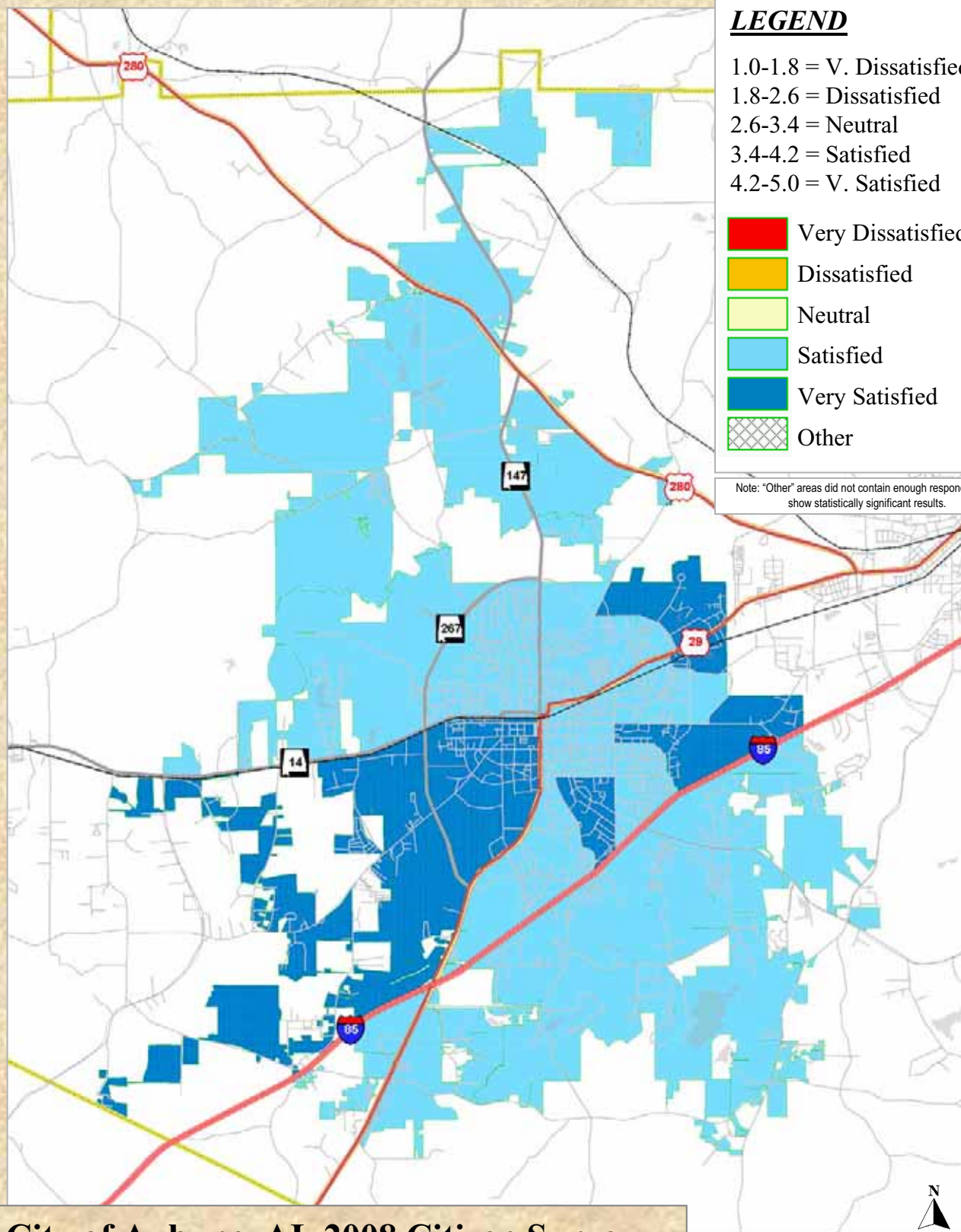
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q4c How residents rated Auburn as a place to work



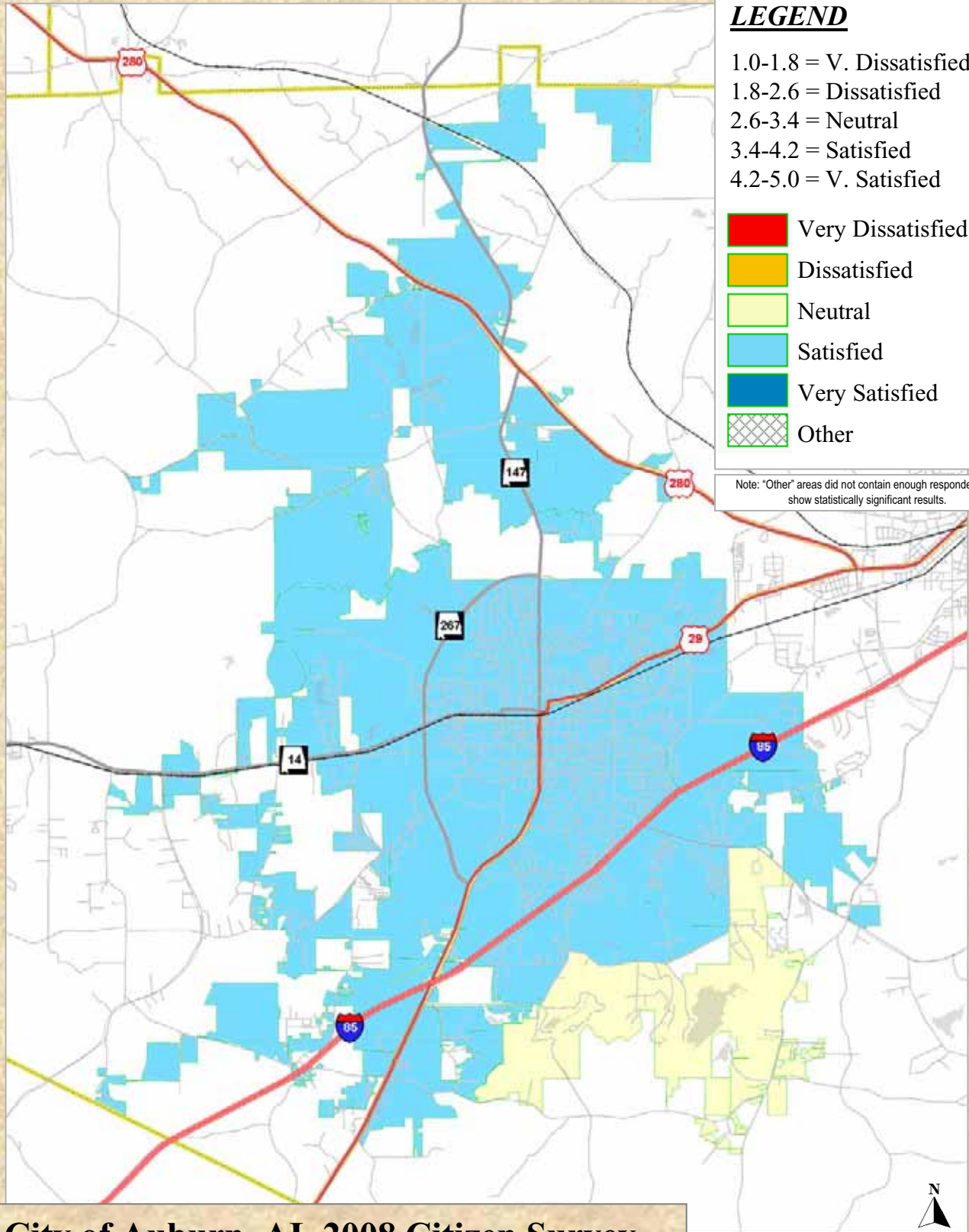
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6a Satisfaction with the overall quality of police protection



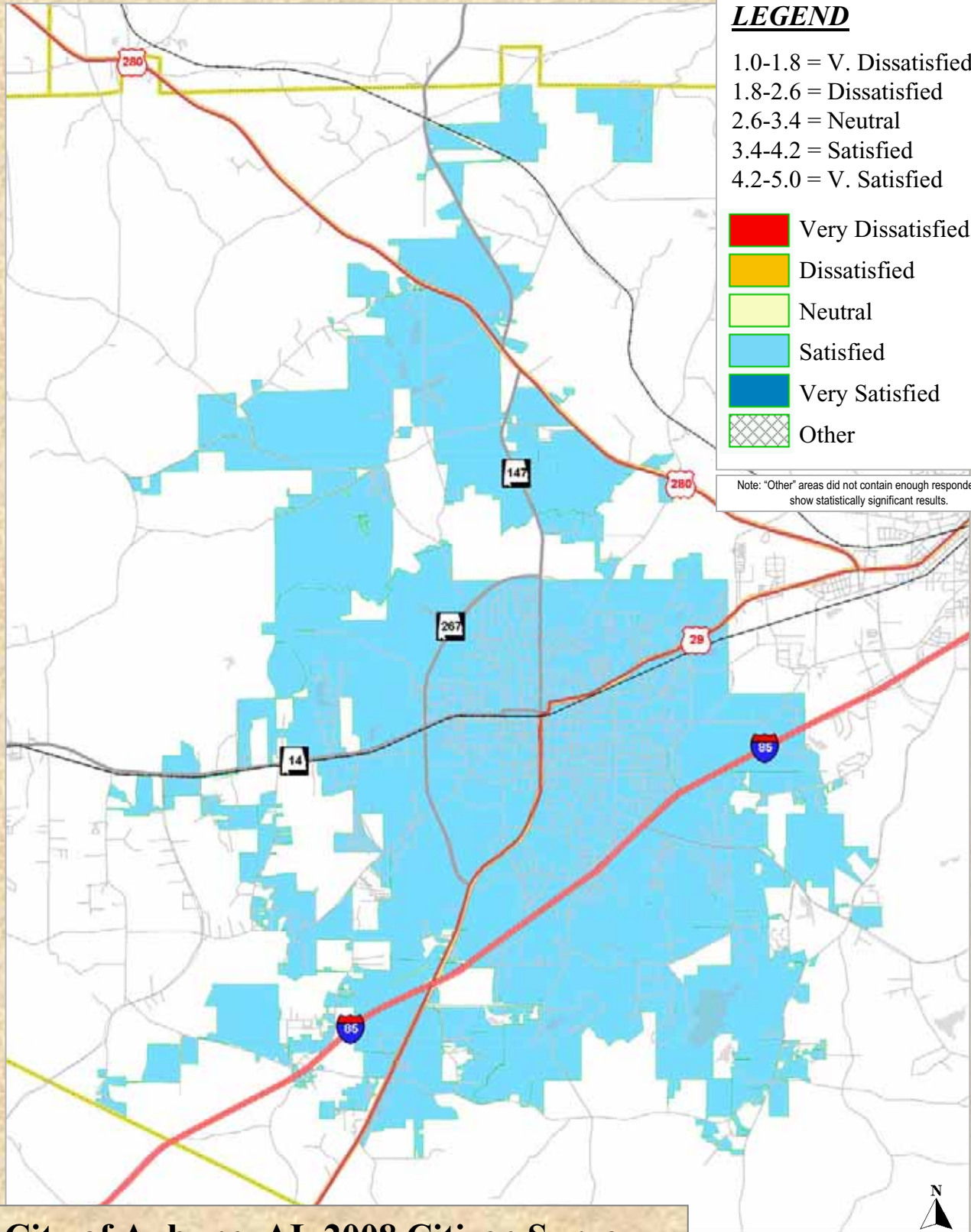
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6b Satisfaction with the visibility of police in neighborhoods



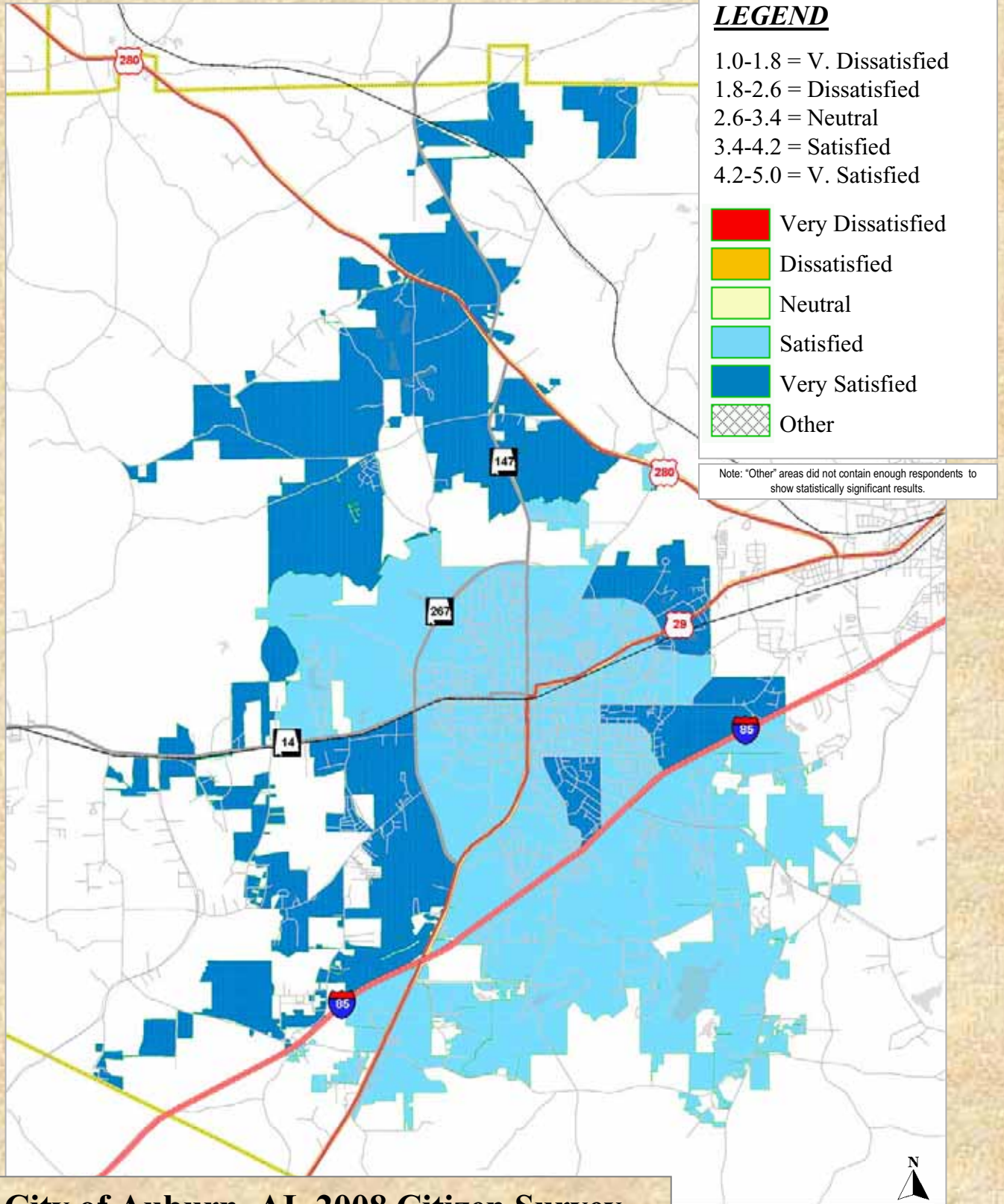
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6c Satisfaction with the visibility of police in retail areas



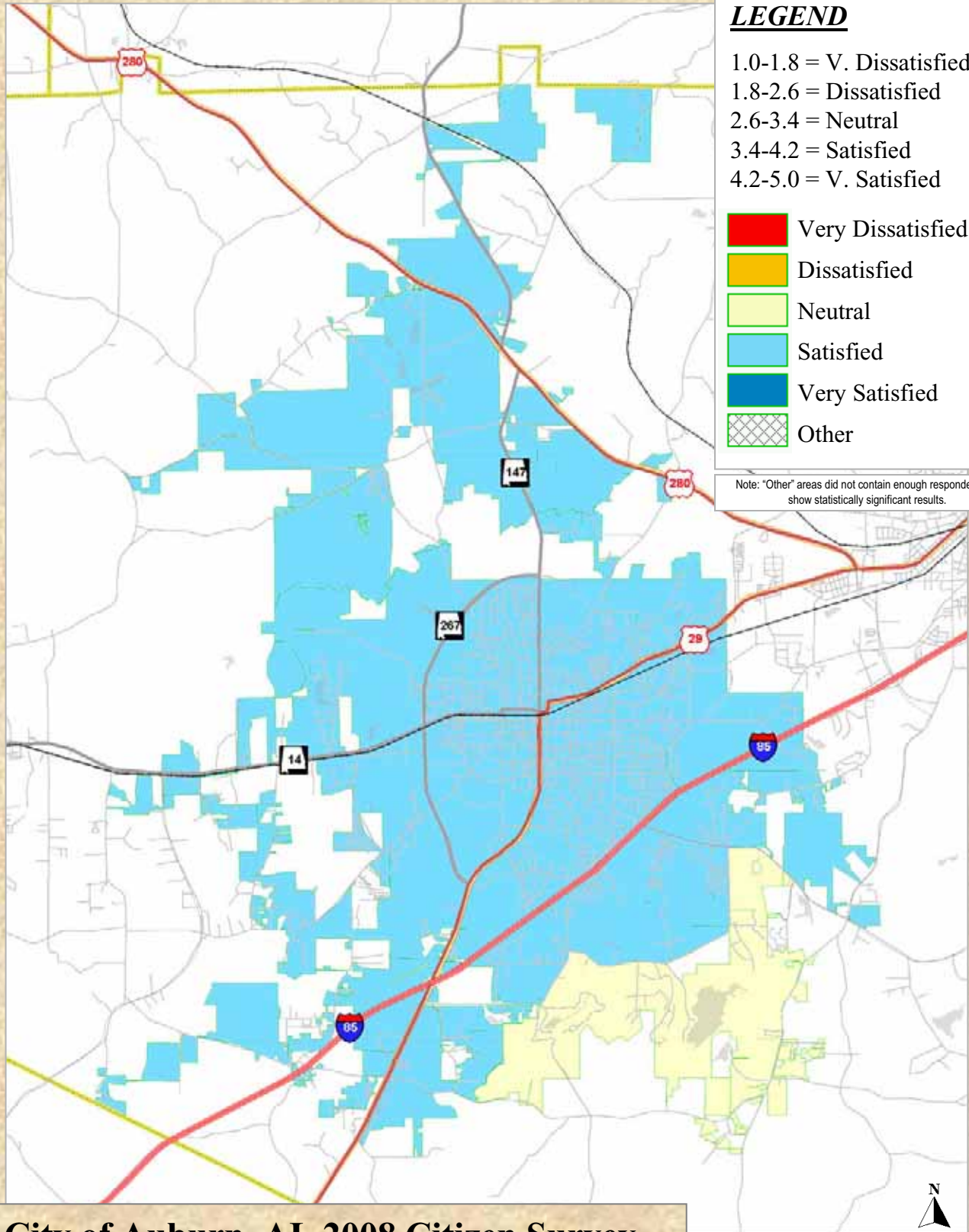
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6d Satisfaction with how quickly police respond to emergencies



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6e Satisfaction with efforts to prevent crime



LEGEND

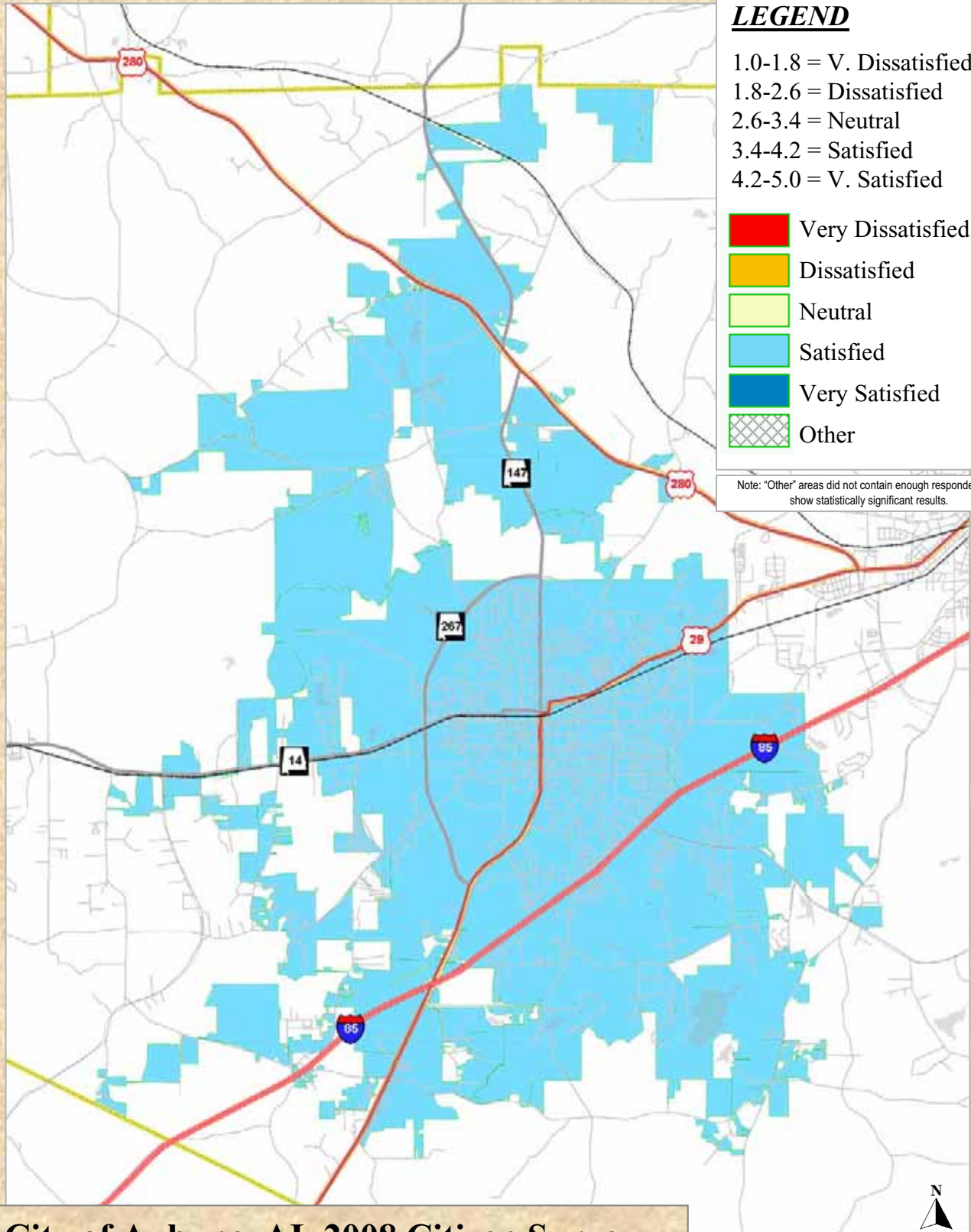
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■ Very Dissatisfied
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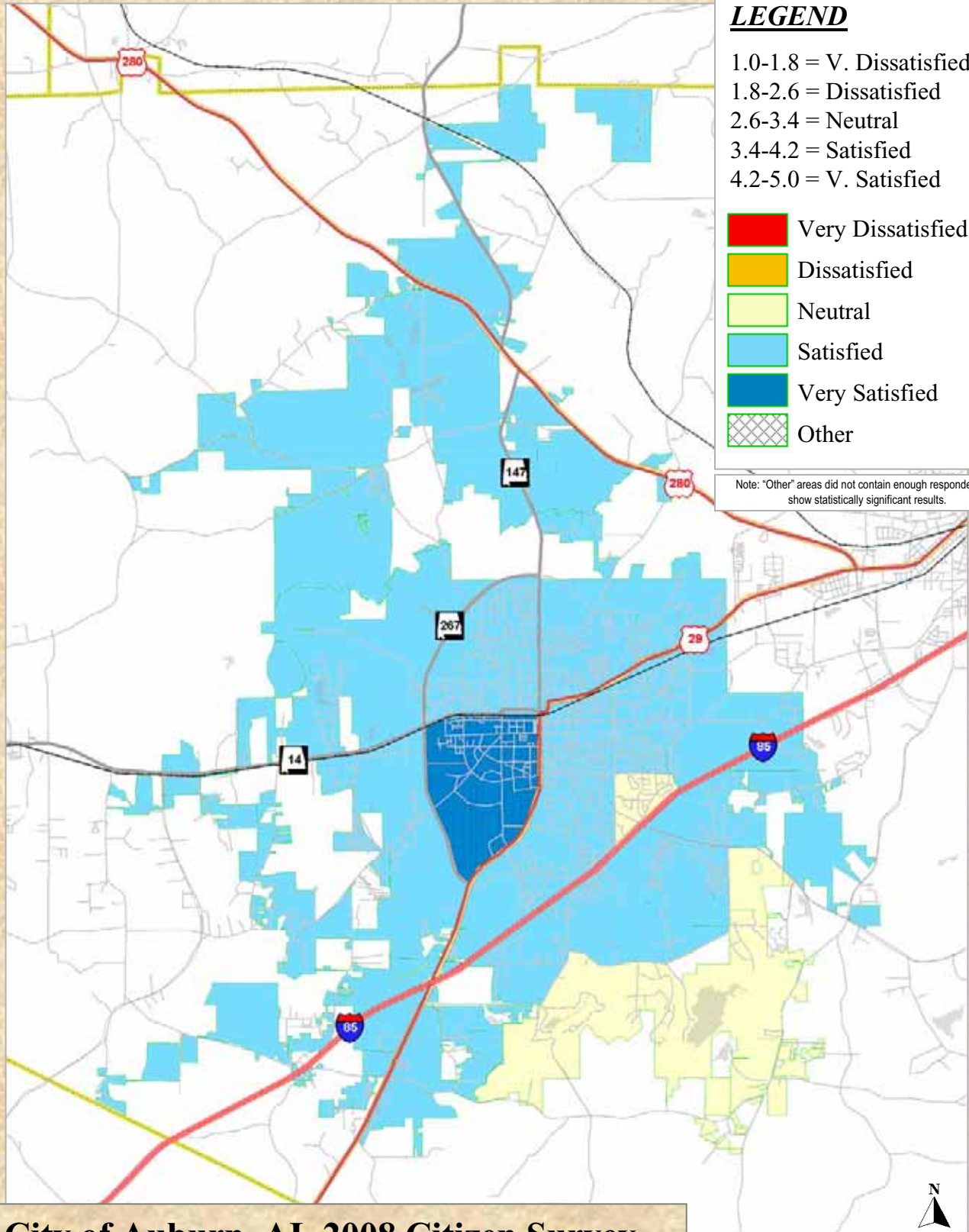
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6f Satisfaction with police safety education programs



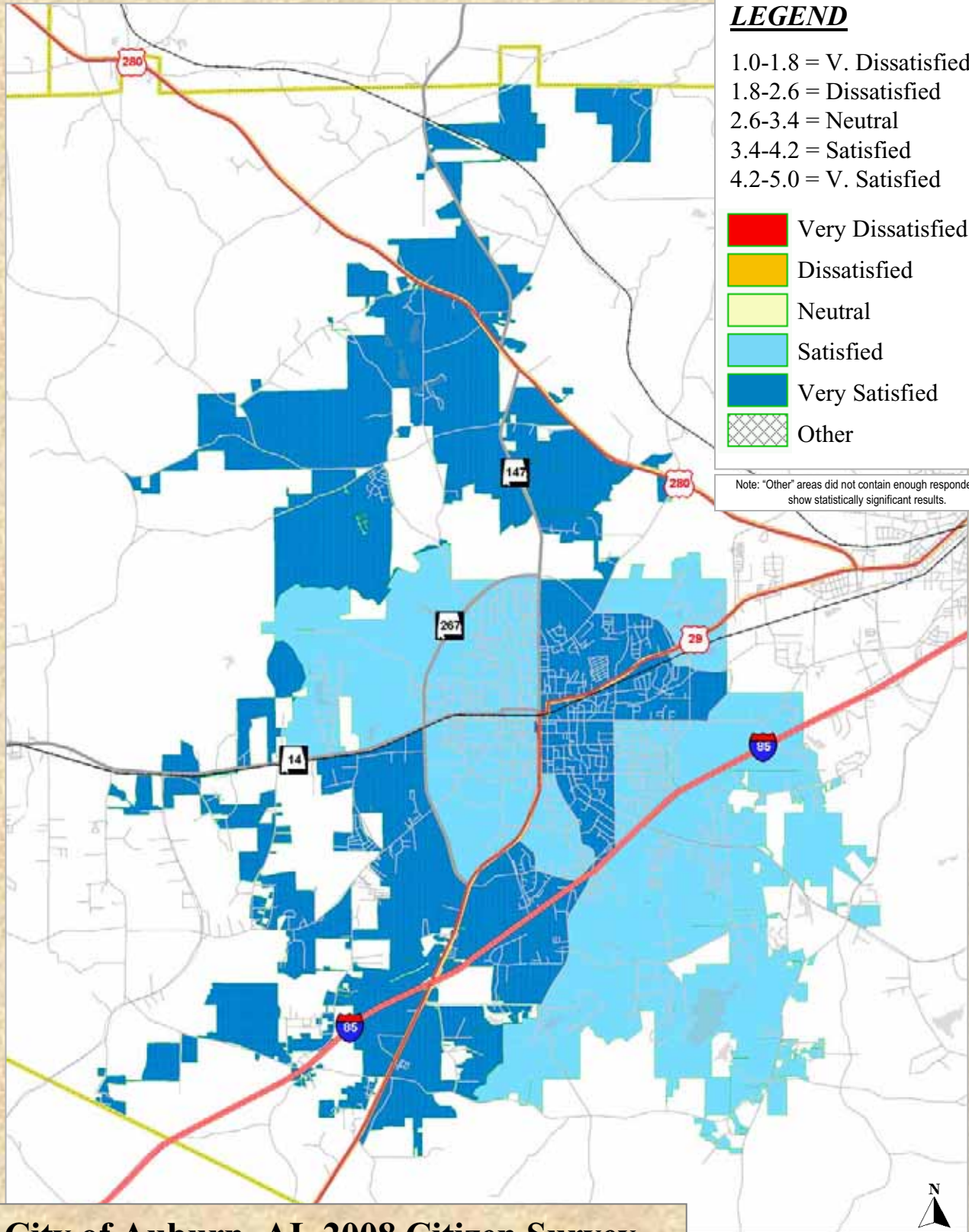
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6g Satisfaction with the enforcement of traffic laws



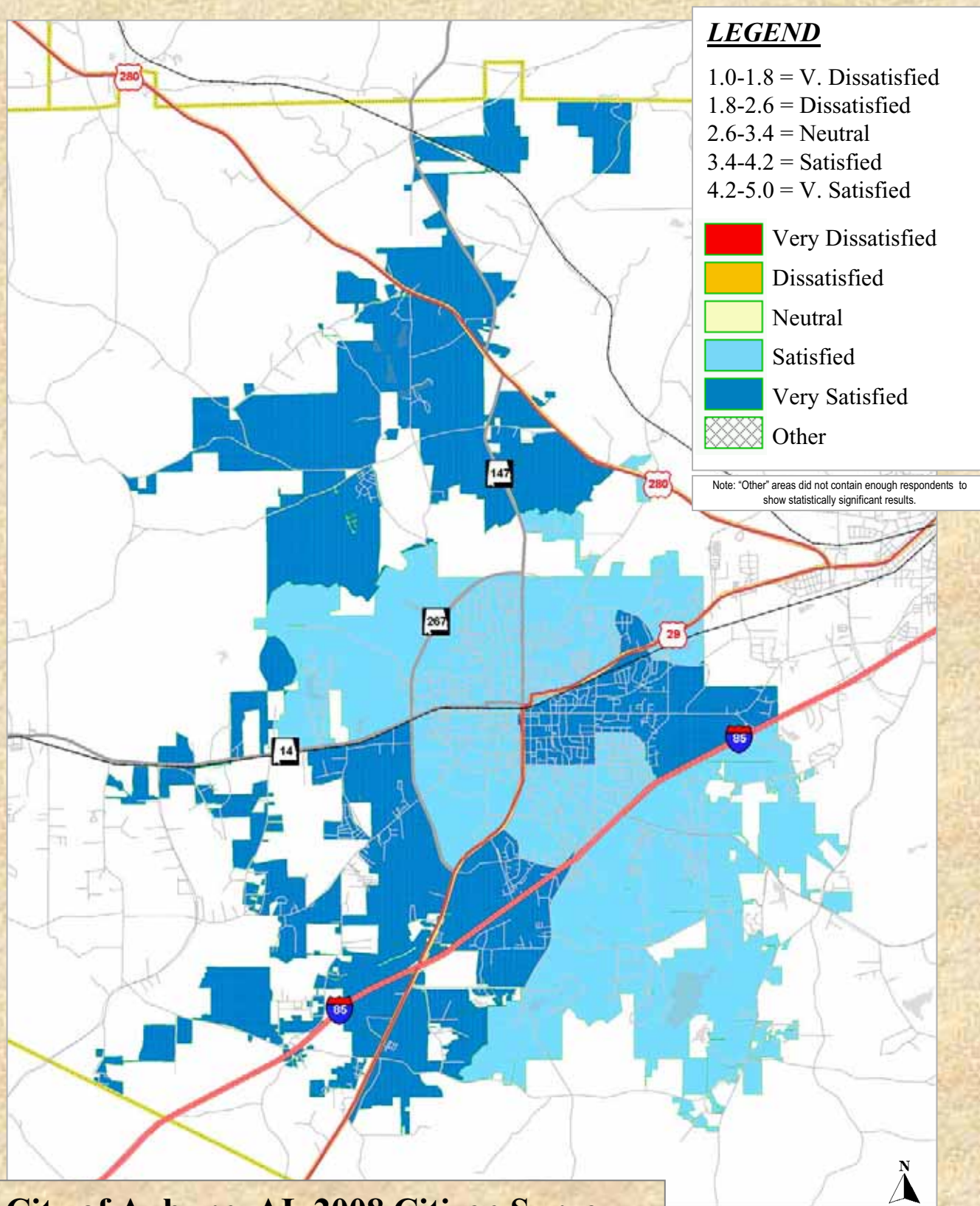
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6h Satisfaction with the overall quality of fire protection



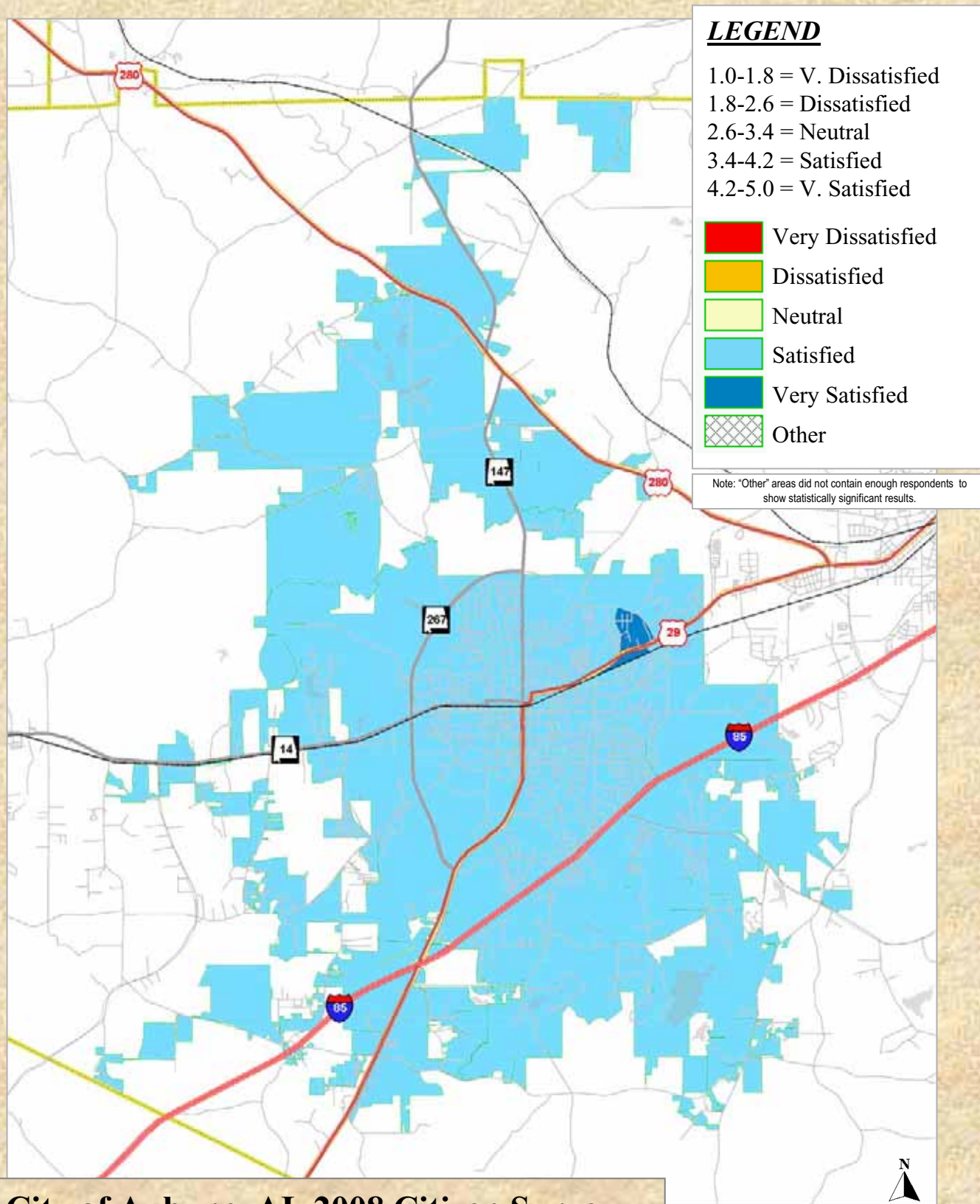
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6i Satisfaction with fire personnel emergency response time



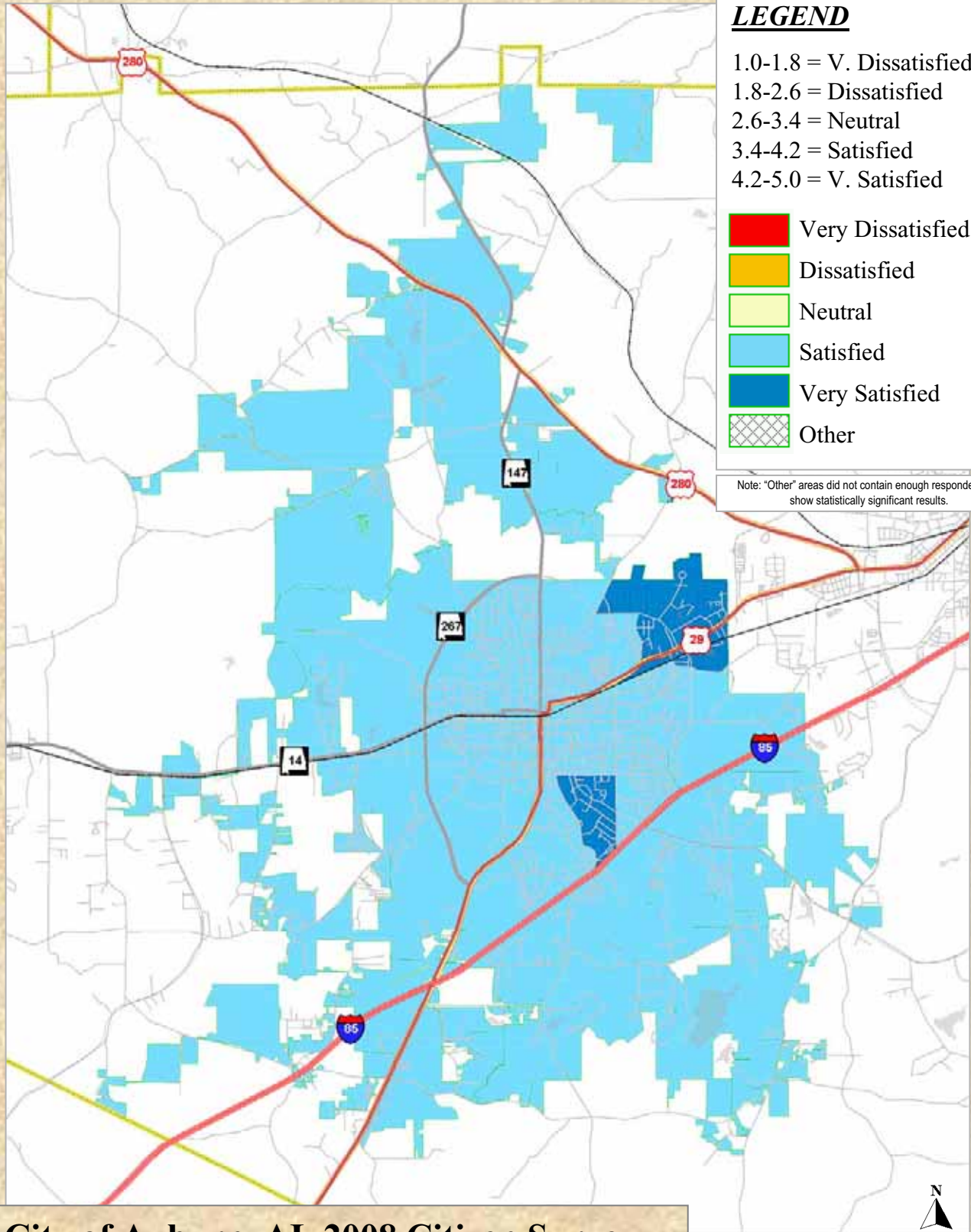
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6j Satisfaction with fire safety education programs



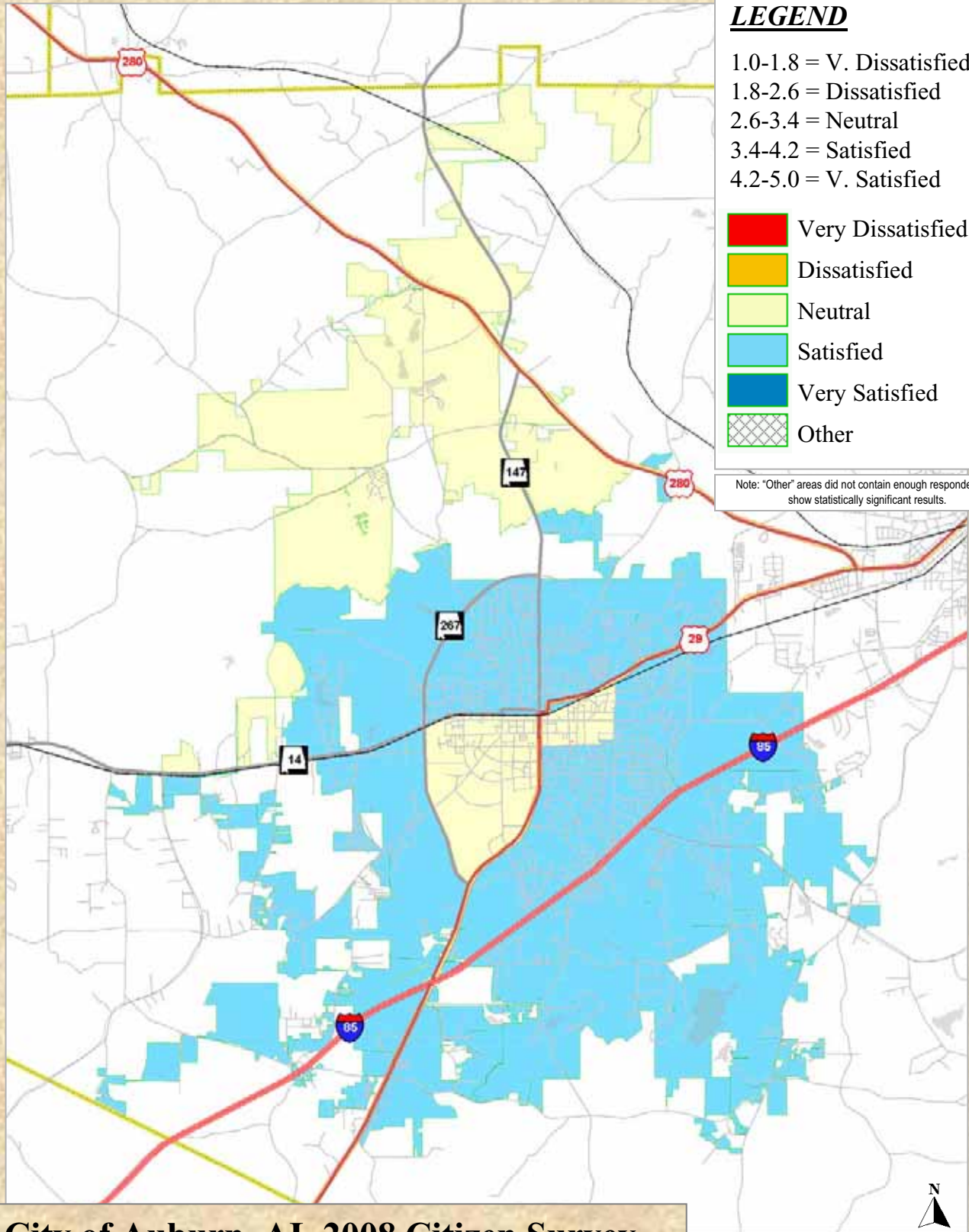
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6k Satisfaction with the quality of local ambulance service



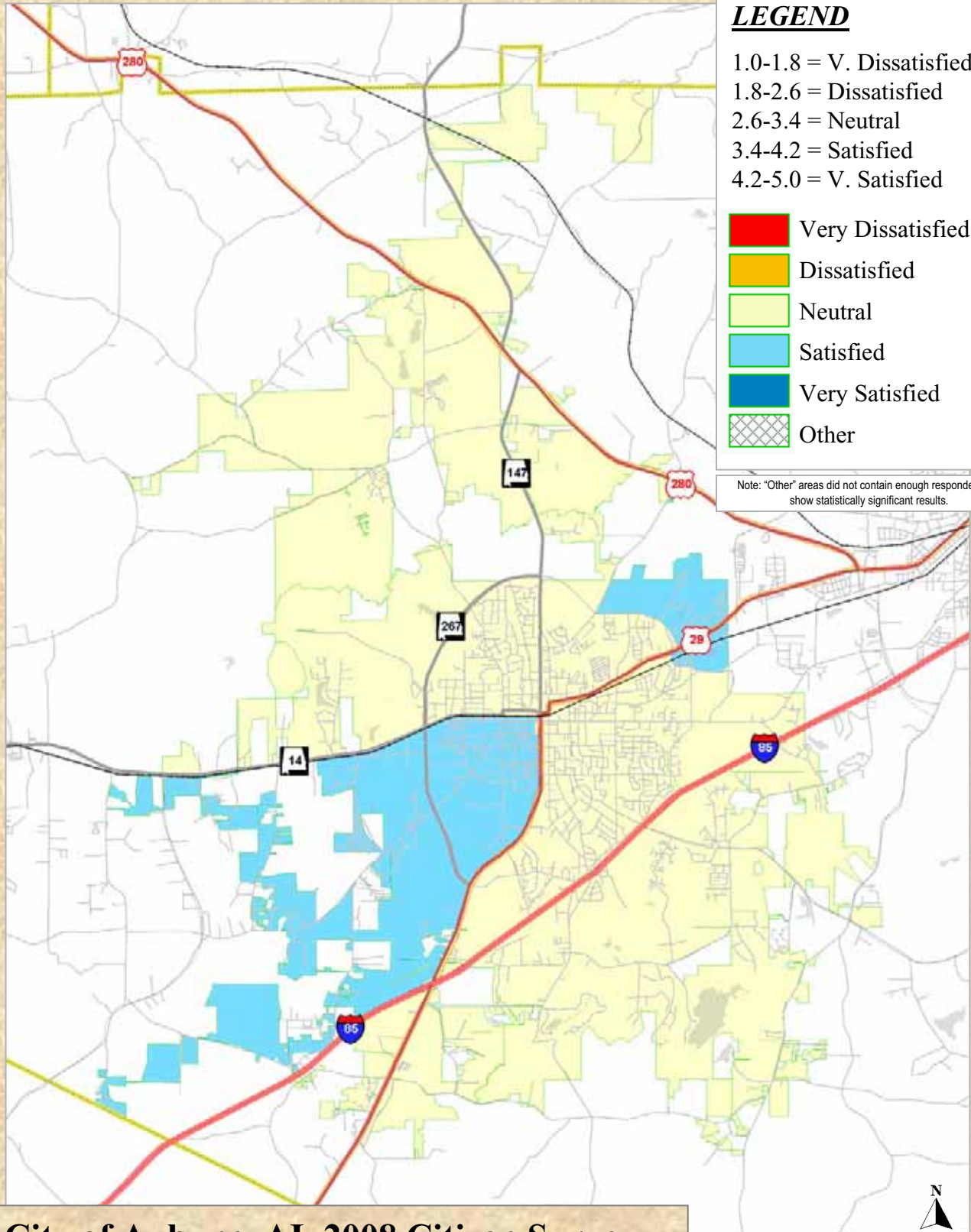
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6I Satisfaction with the Quality of animal control



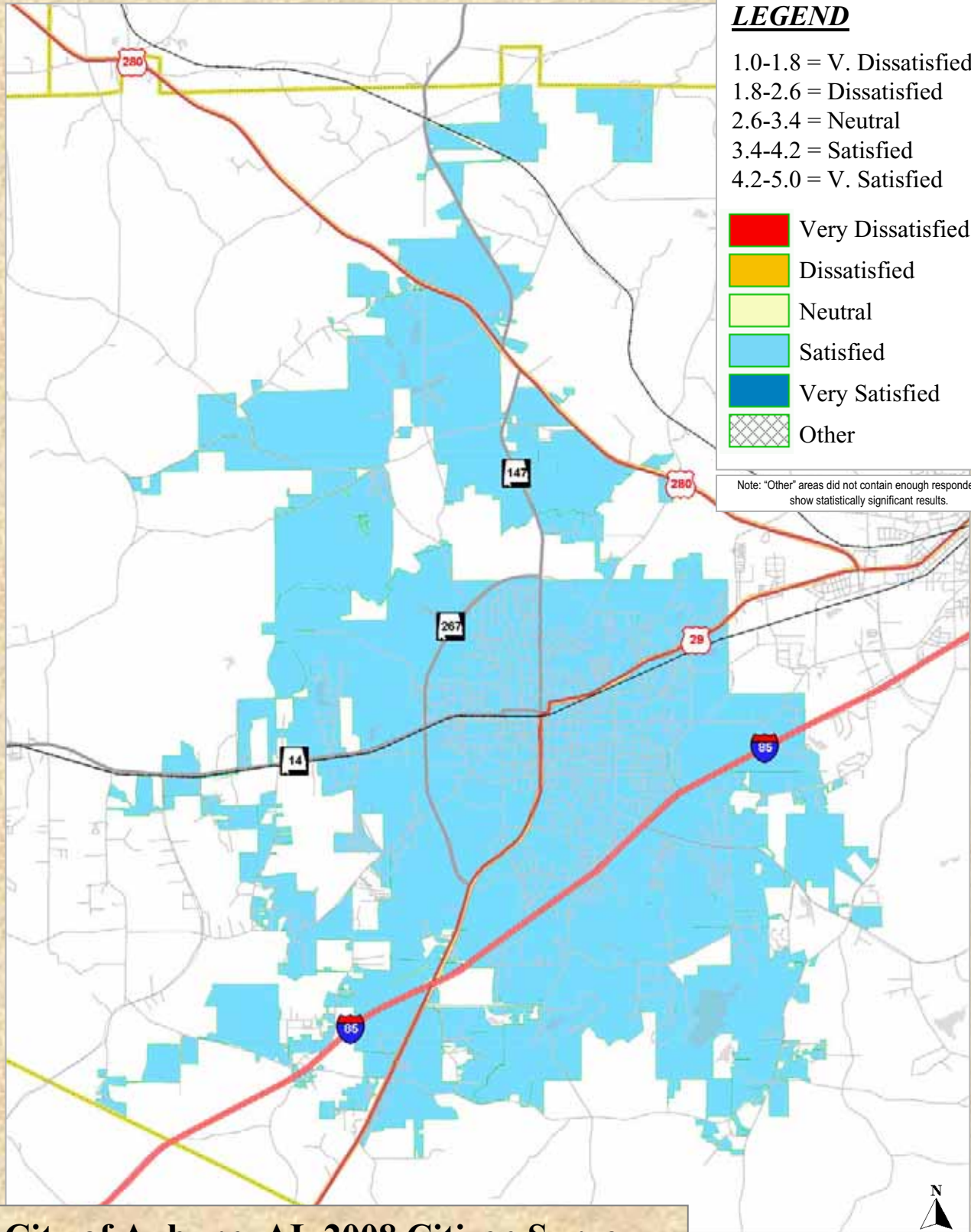
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6m Satisfaction with the enforcement of speed limits in neighborhoods



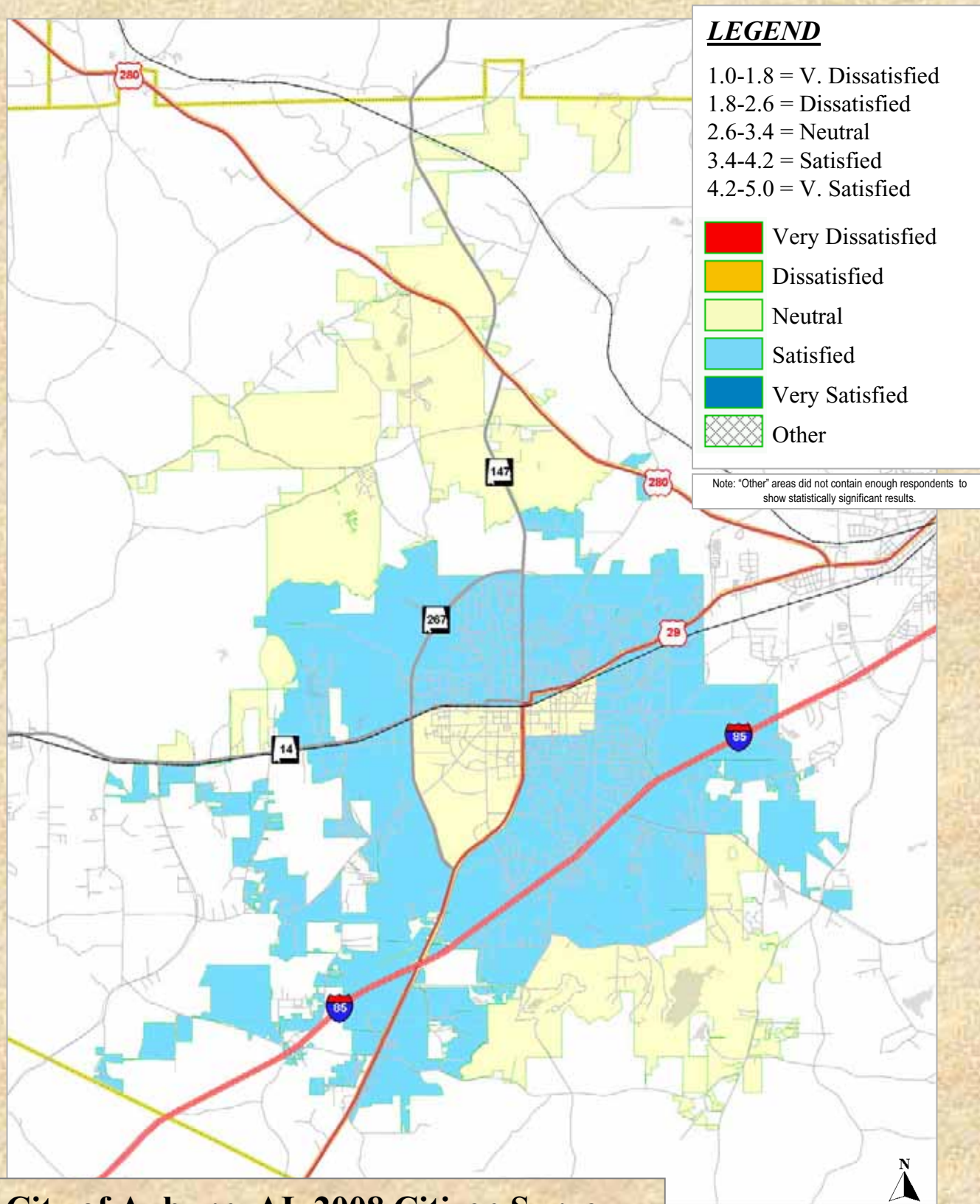
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q8a Satisfaction with the clean up of debris & litter in neighborhoods



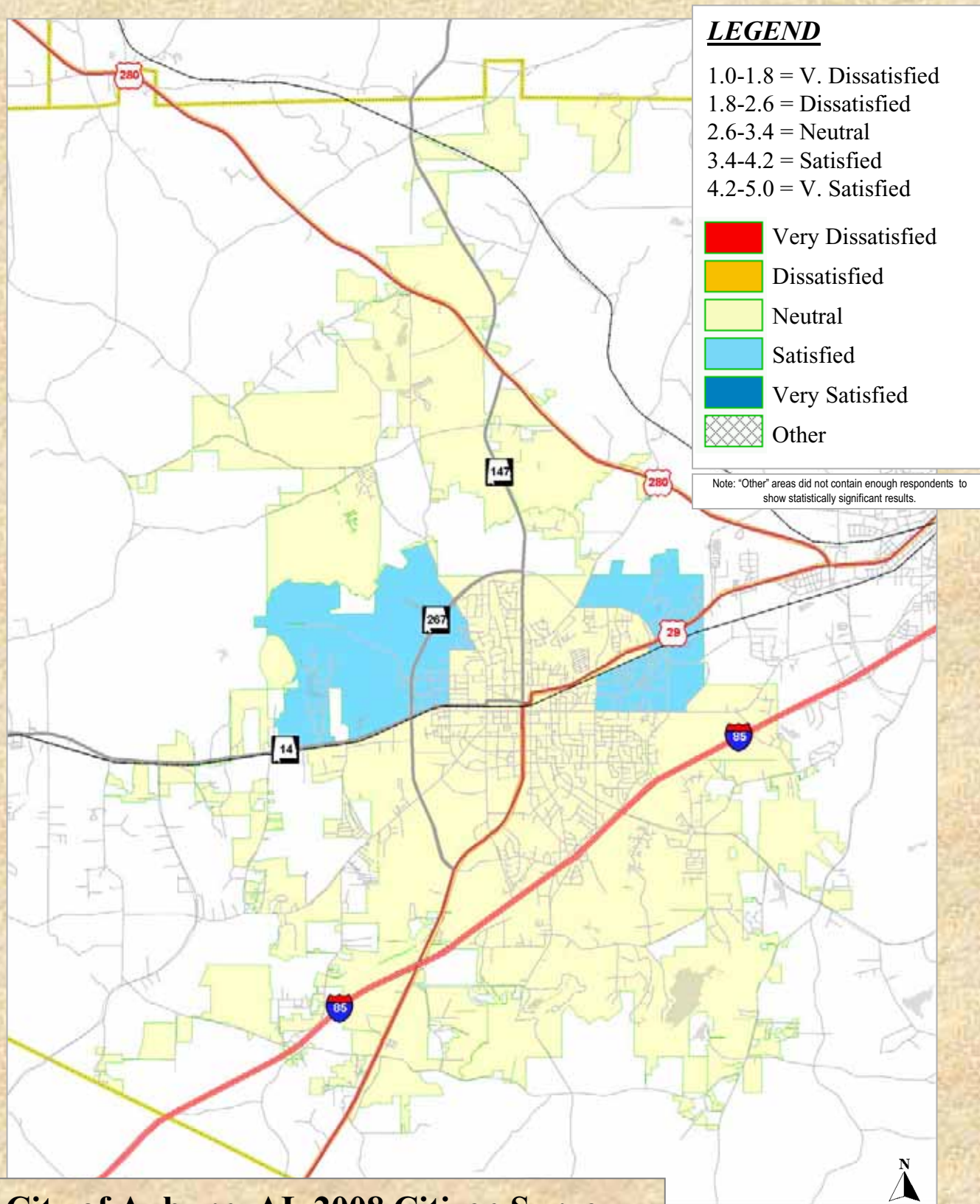
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q8b Satisfaction with sign regulations



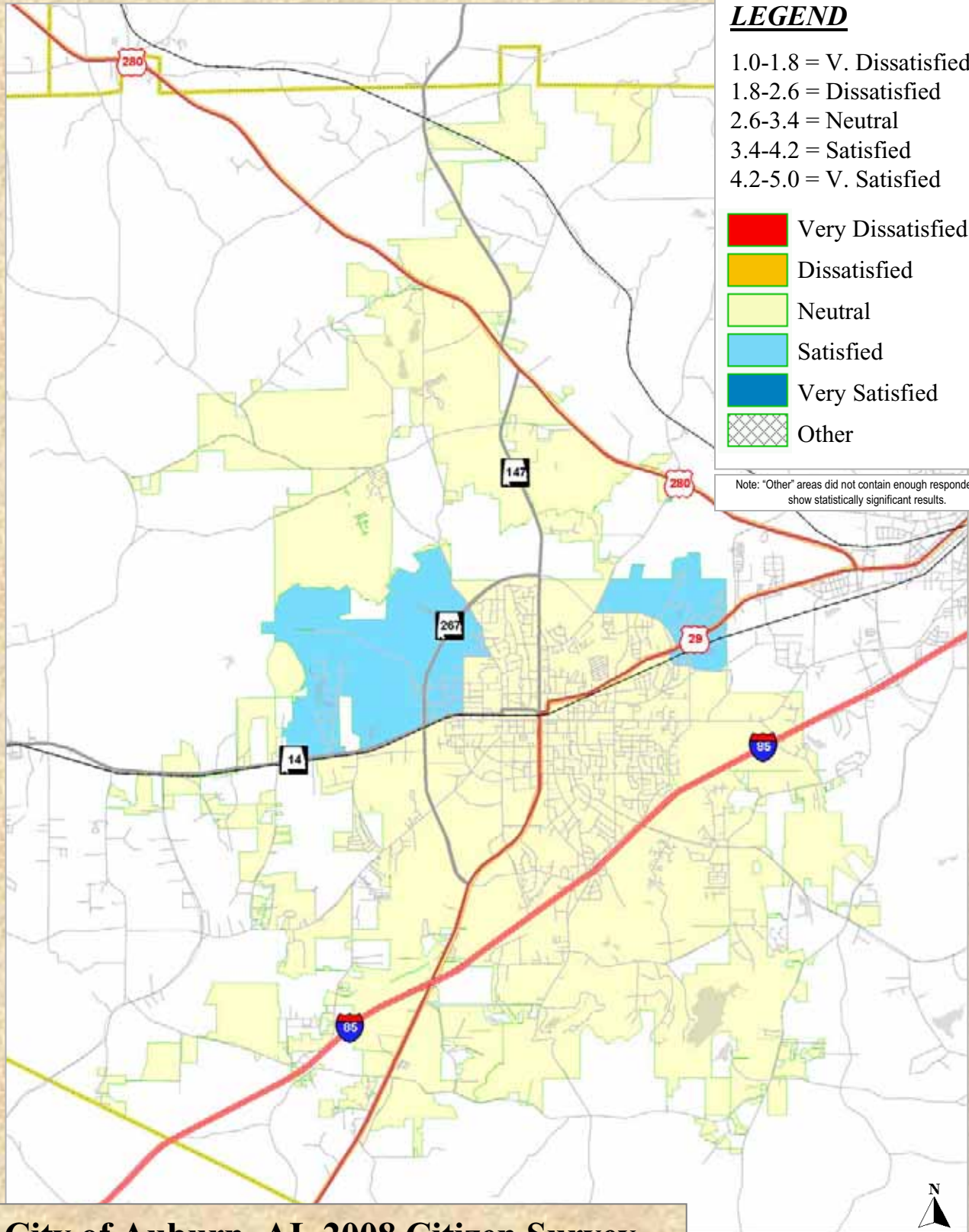
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q8c Satisfaction with zoning regulations



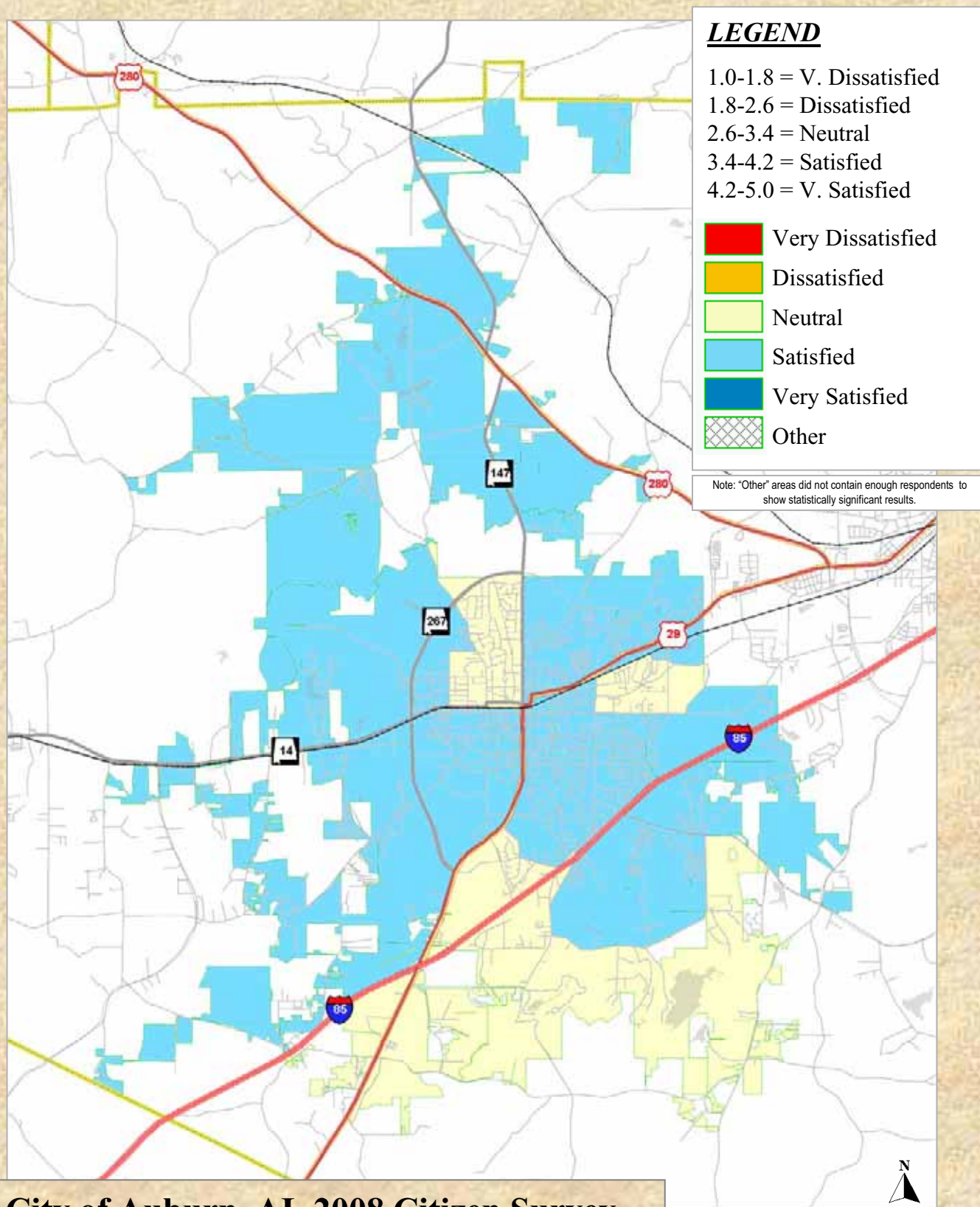
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q8d Satisfaction with unrelated occupancy regulations



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

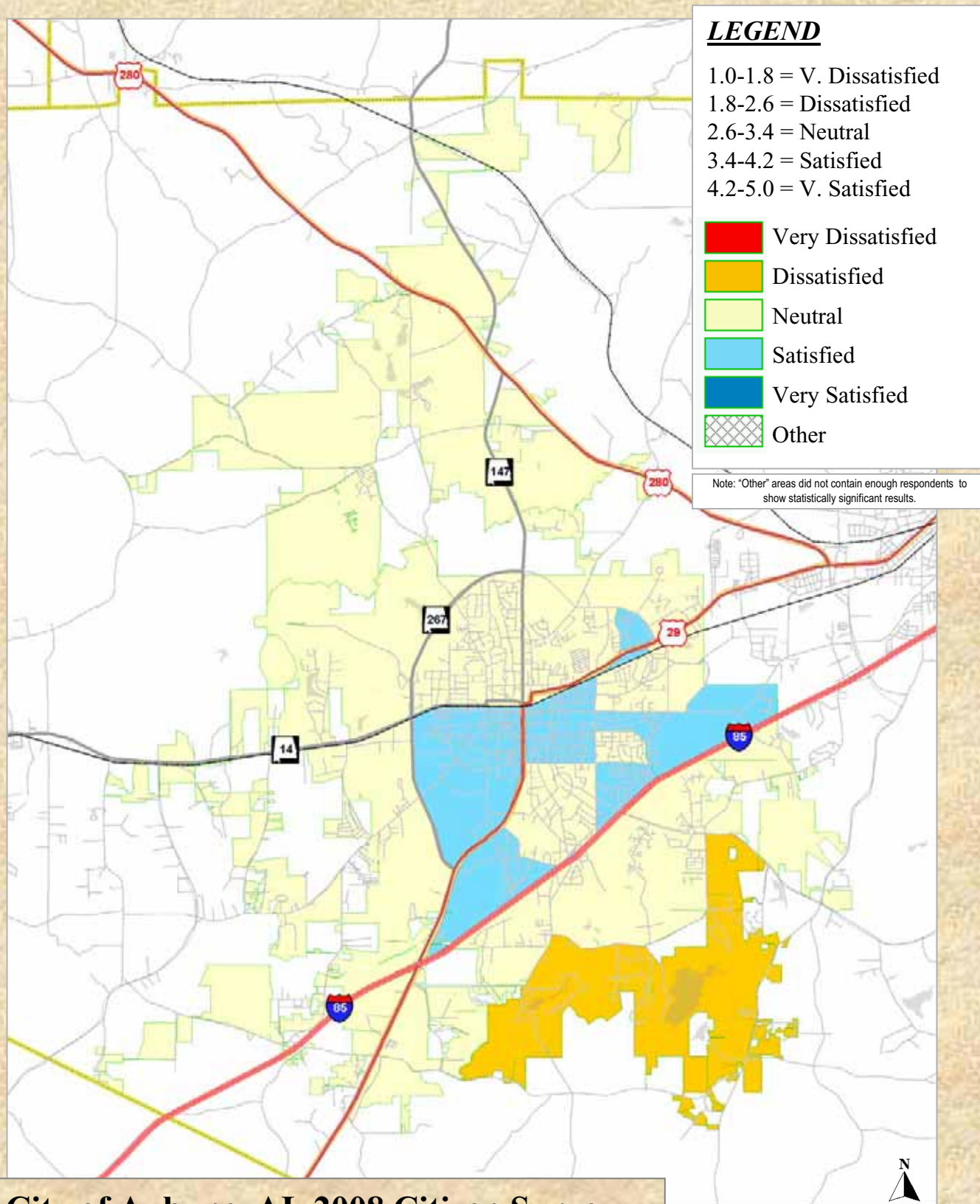
Q8e Satisfaction with building codes



City of Auburn, AL 2008 Citizen Survey

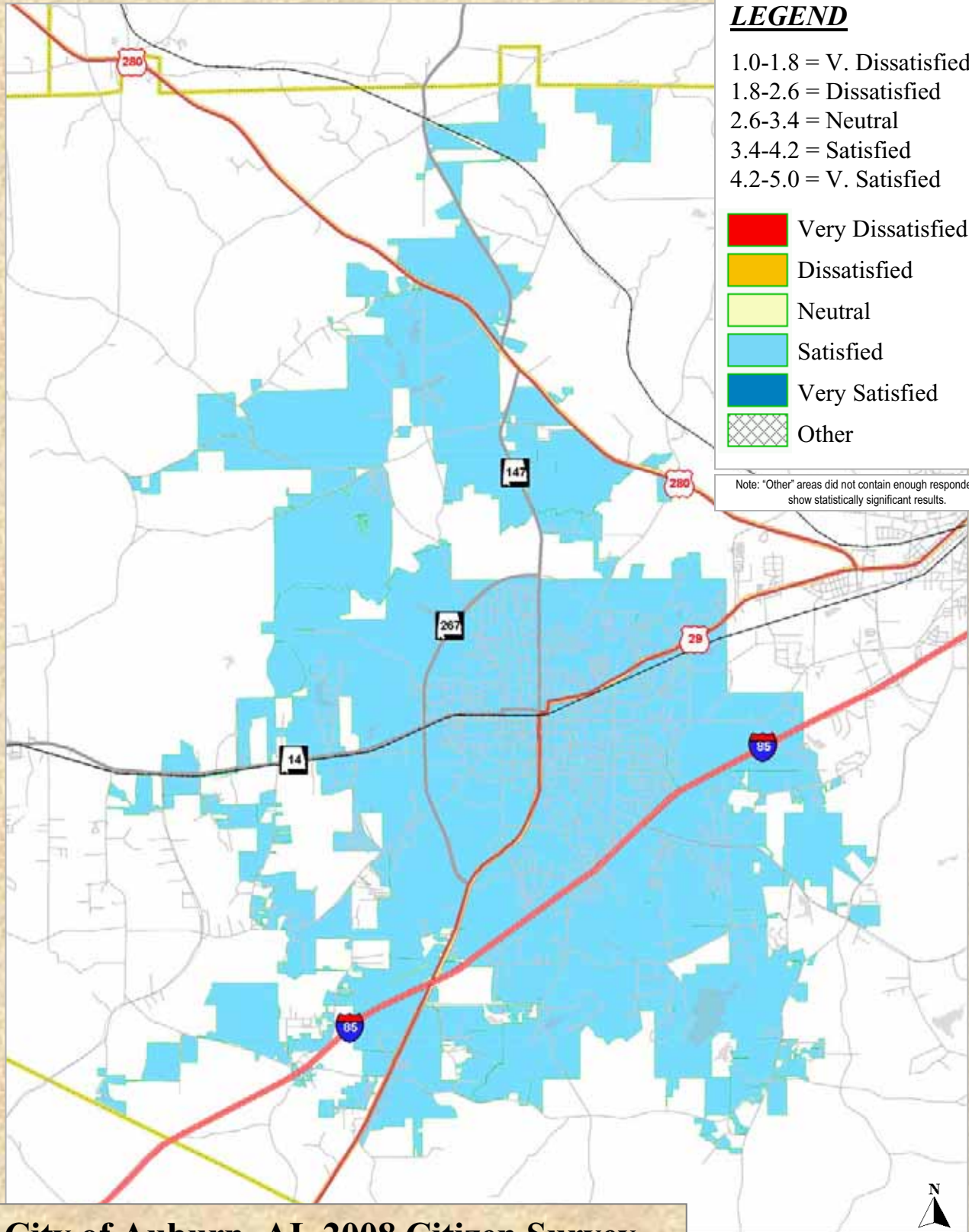
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q8f Satisfaction with erosion & sediment control regulations



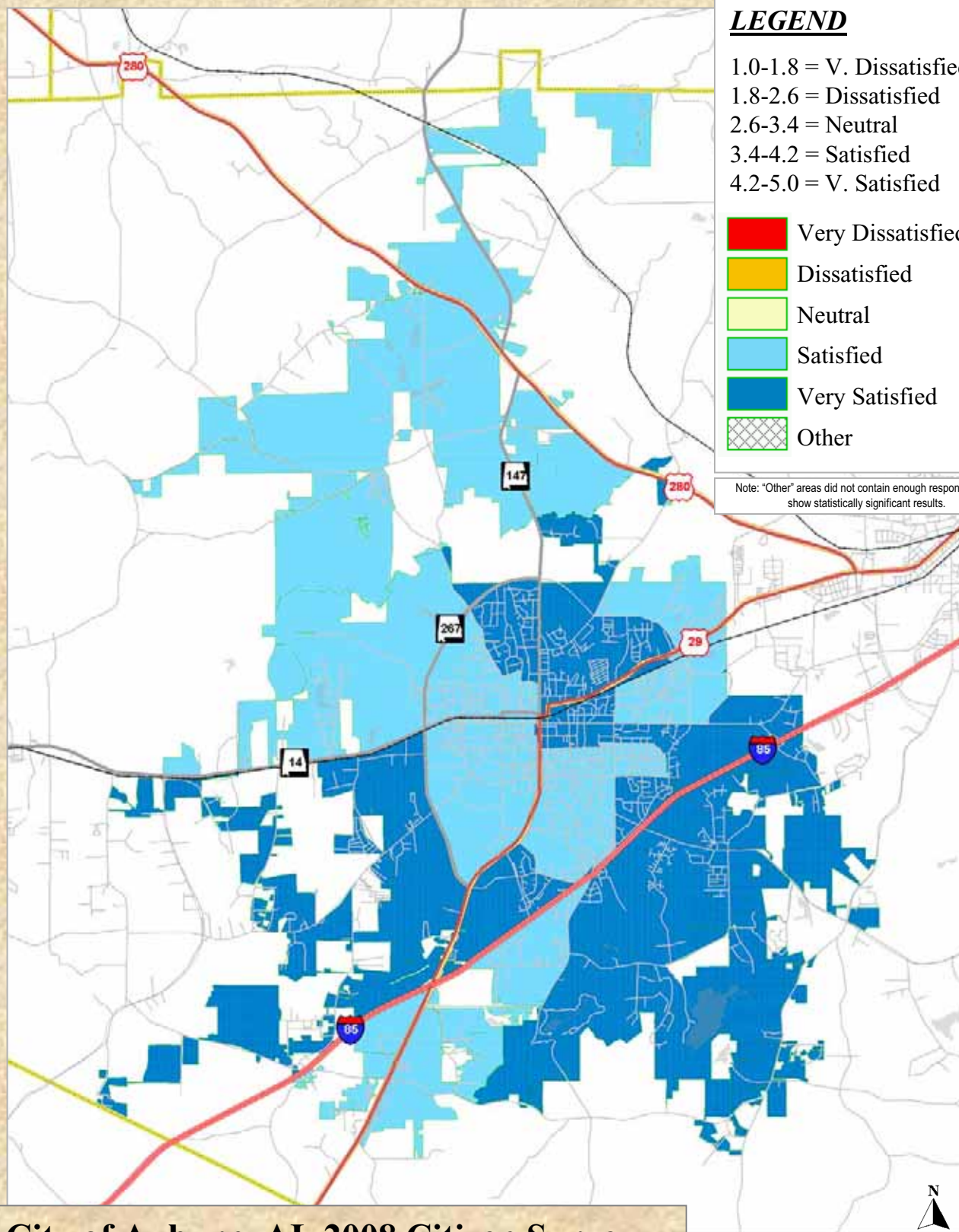
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q8g Satisfaction with fire codes and regulation



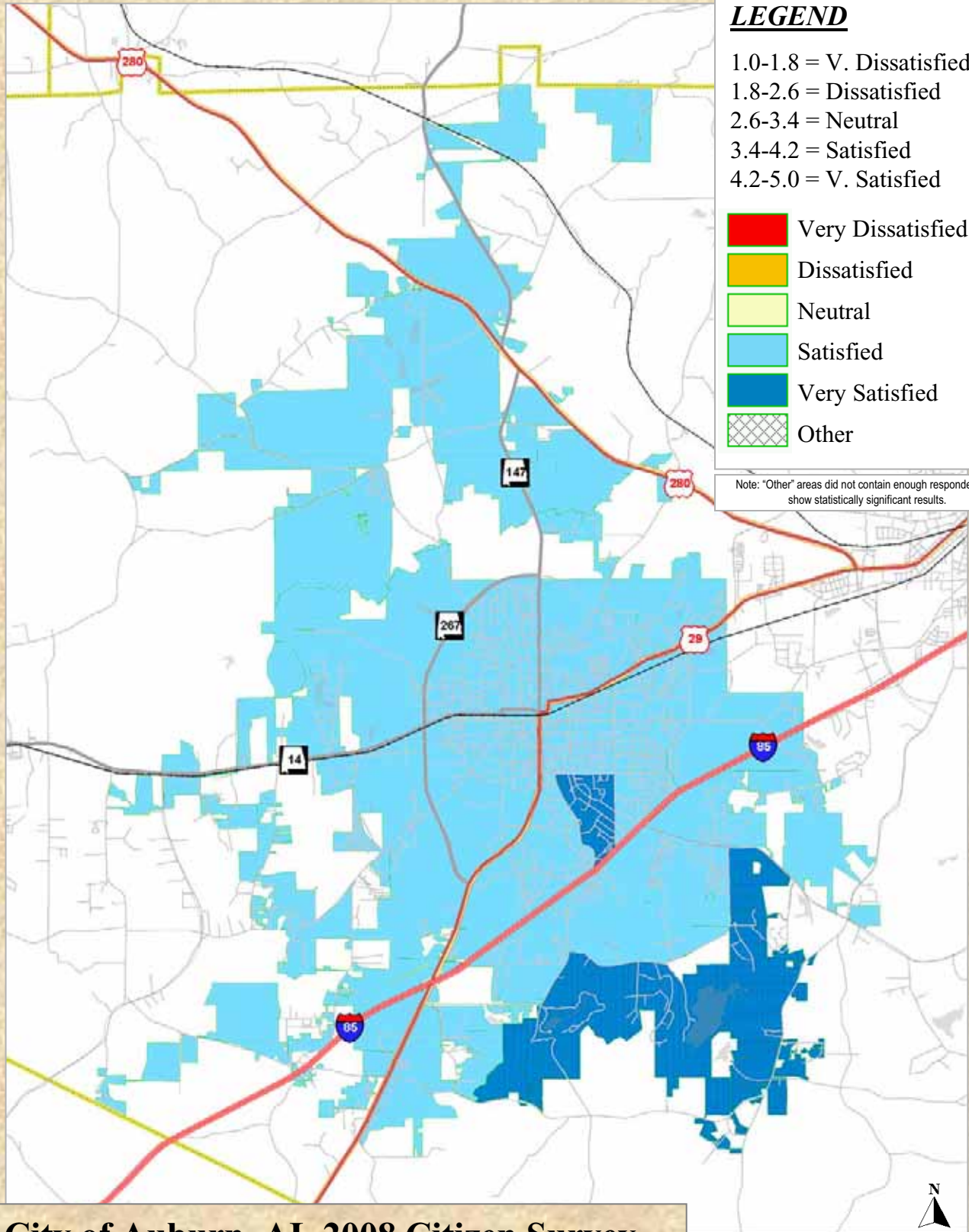
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10a Satisfaction with residential garbage collection service



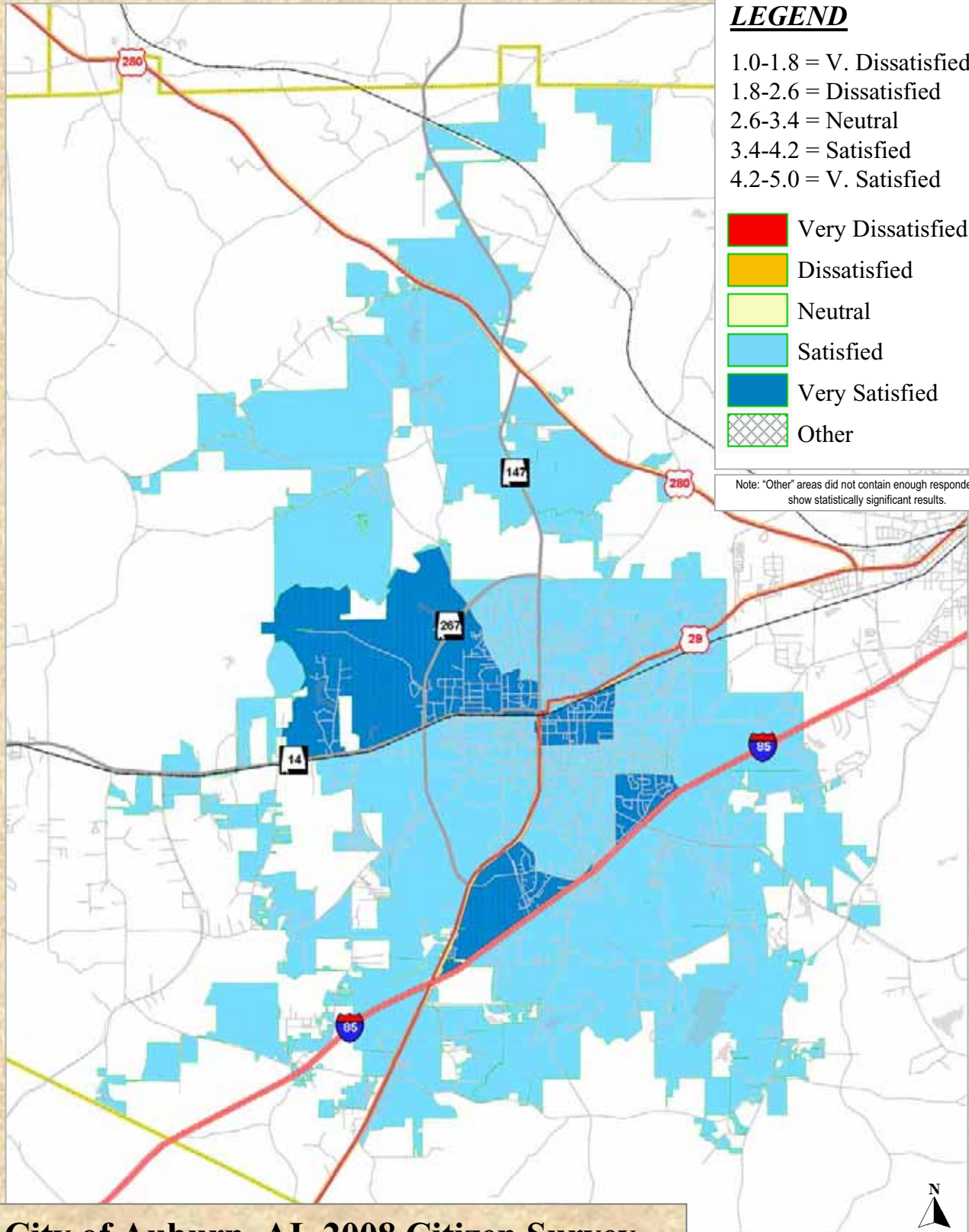
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10b Satisfaction with curbside recycling service



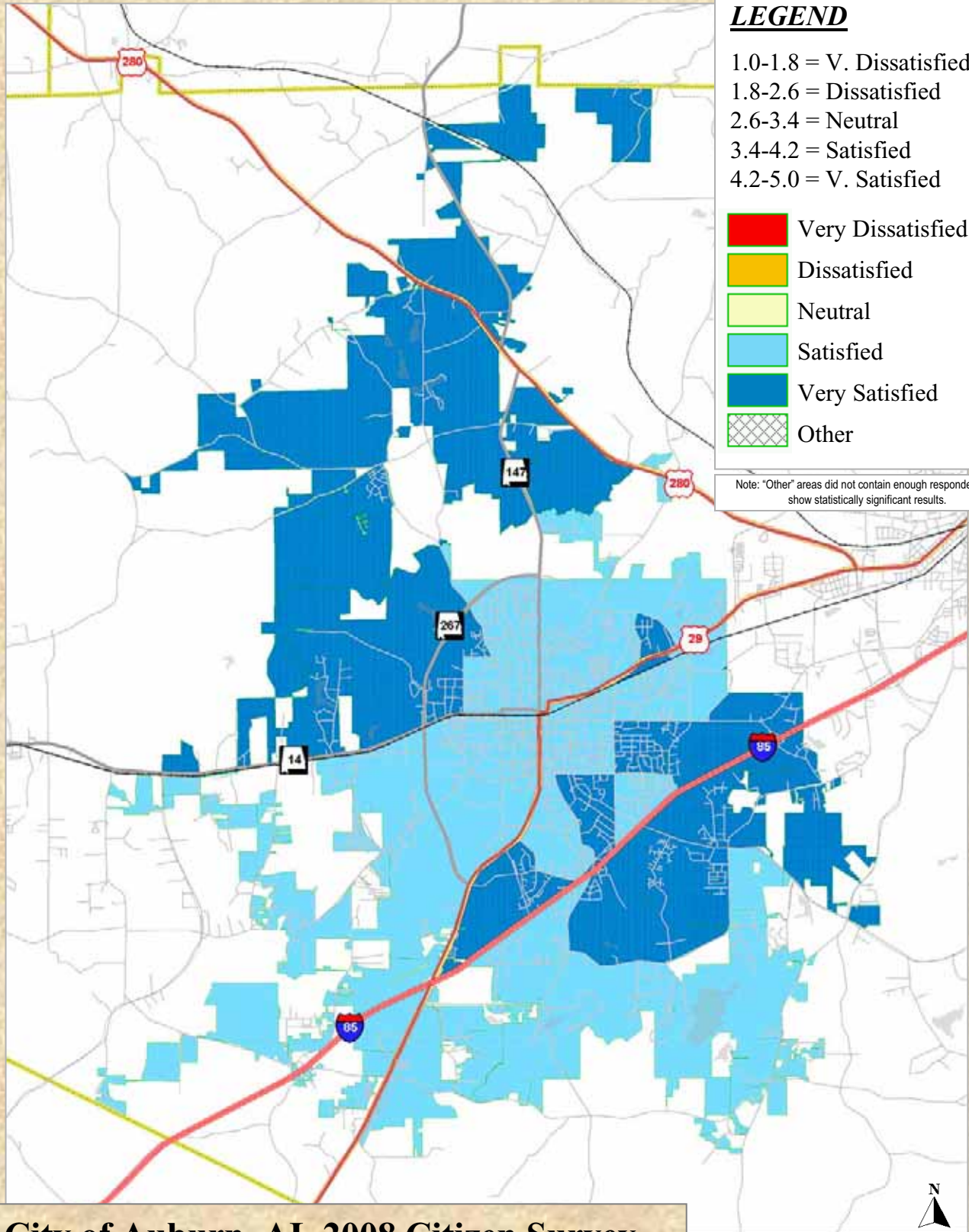
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10c Satisfaction with yard waste removal service



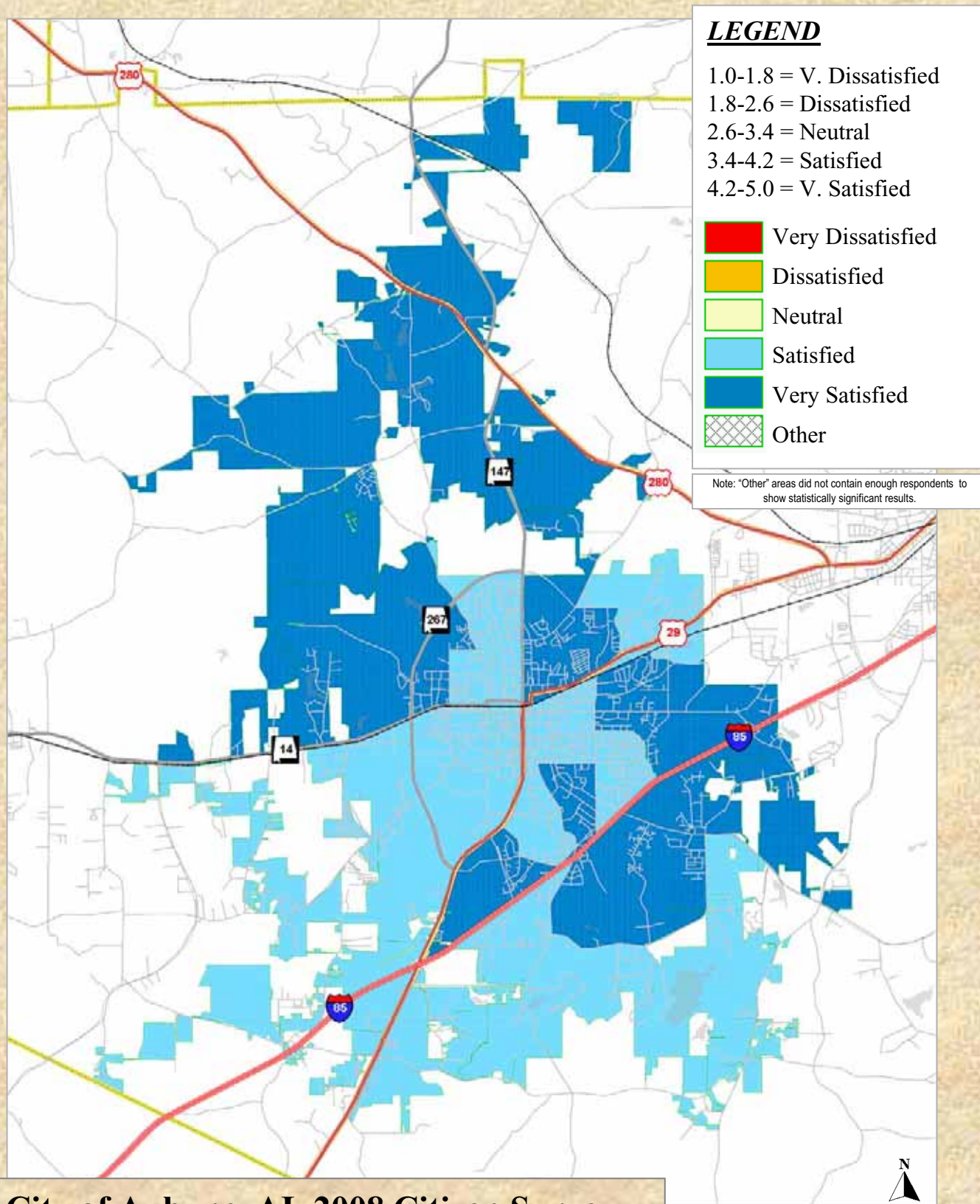
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10d Satisfaction with sanitary sewer service



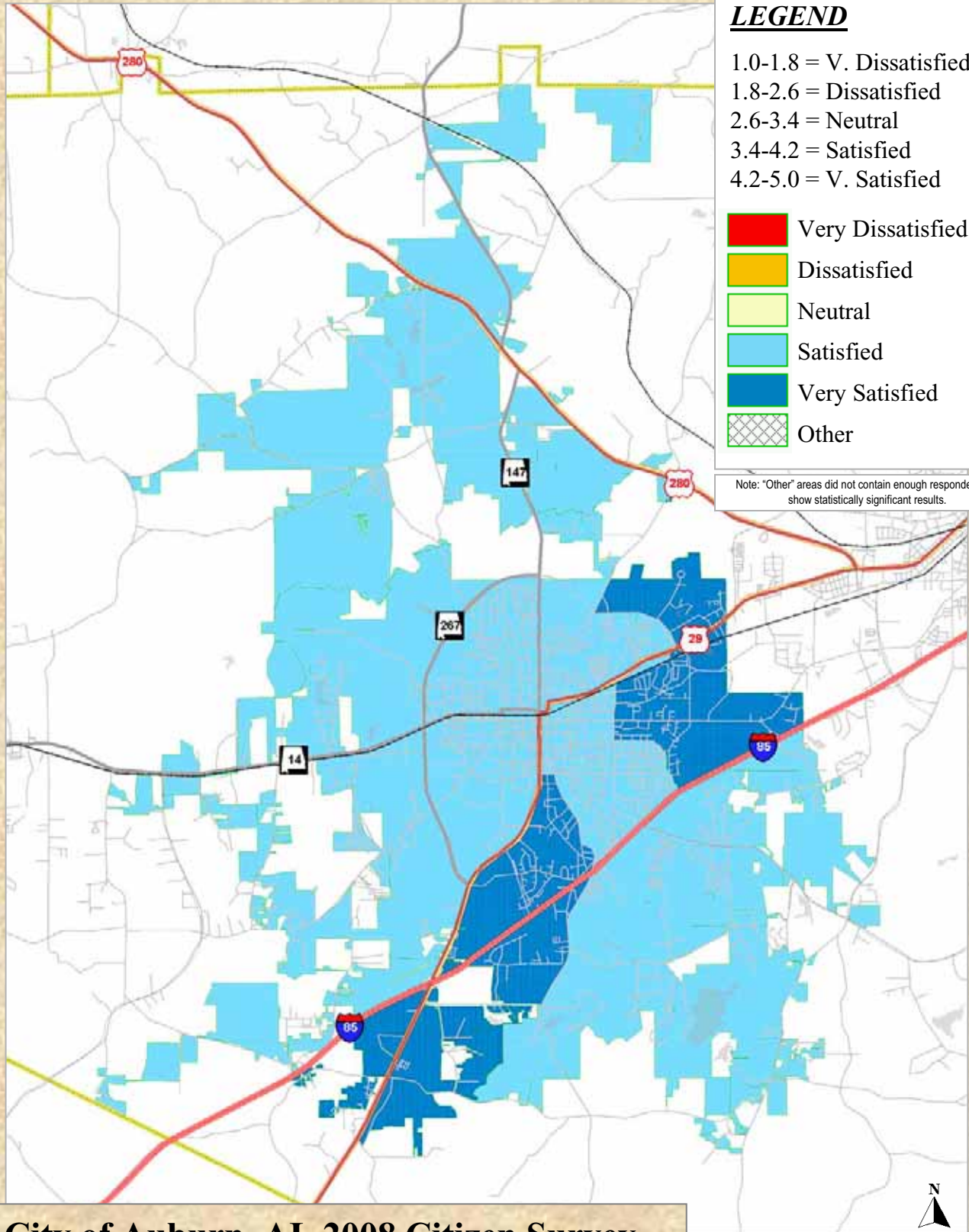
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10e Satisfaction with water service



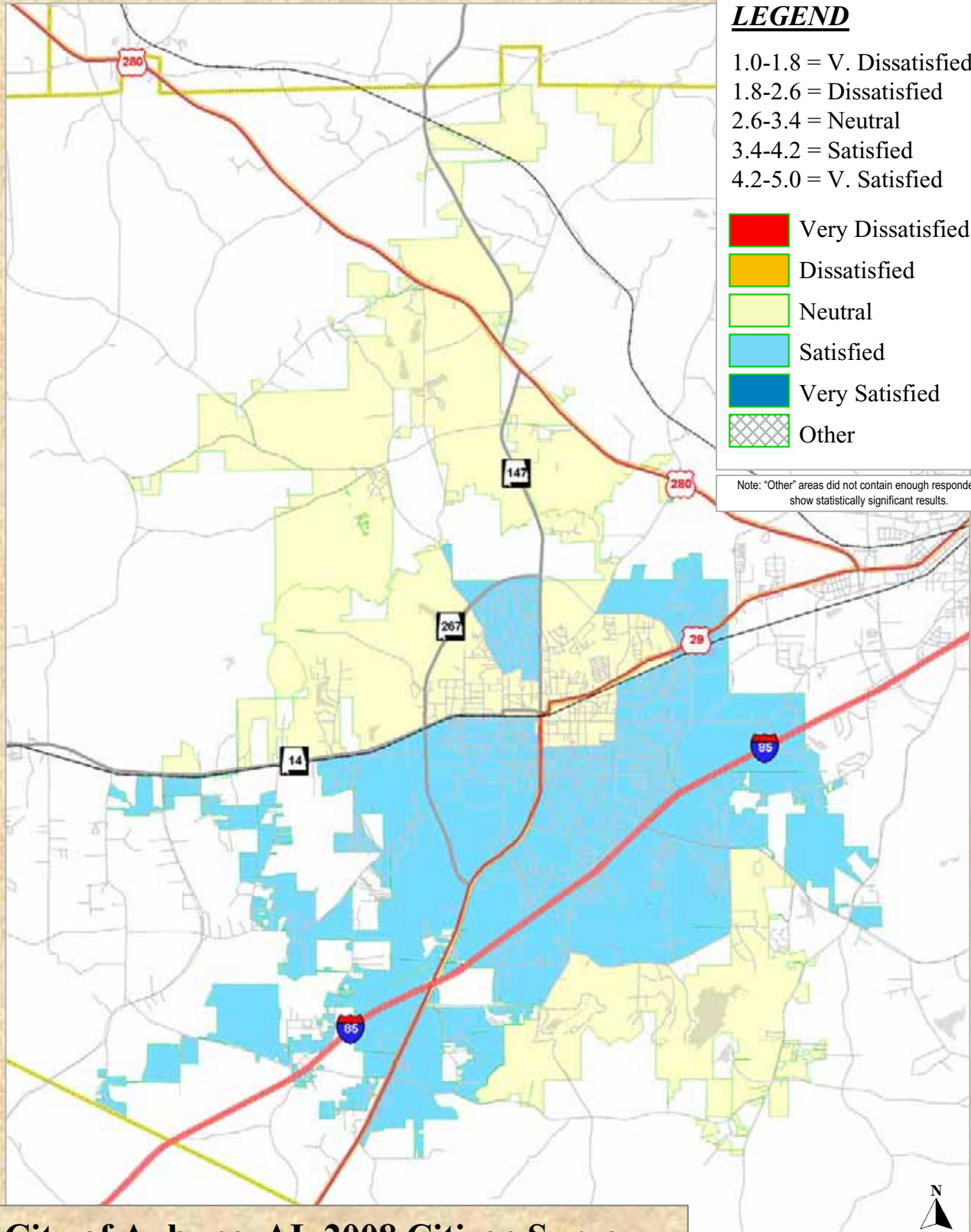
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10f Satisfaction with Water Revenue Office customer service



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12a Satisfaction with the maintenance of streets



LEGEND

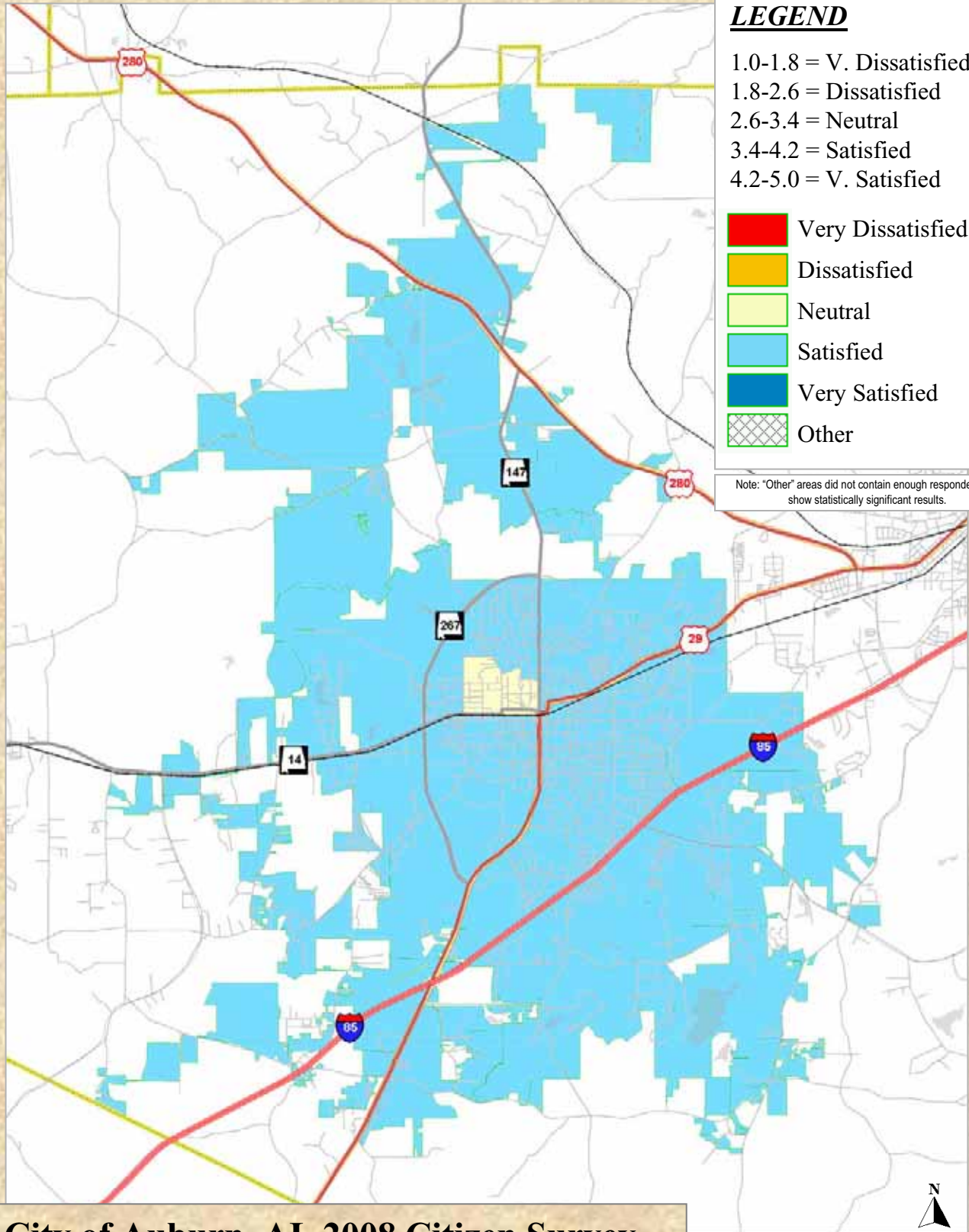
1.0-1.8 = V. Dissatisfied
 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by **Census Block Group*** (*combined based on respondent distribution)

Q12b Satisfaction with the maintenance of sidewalks



LEGEND

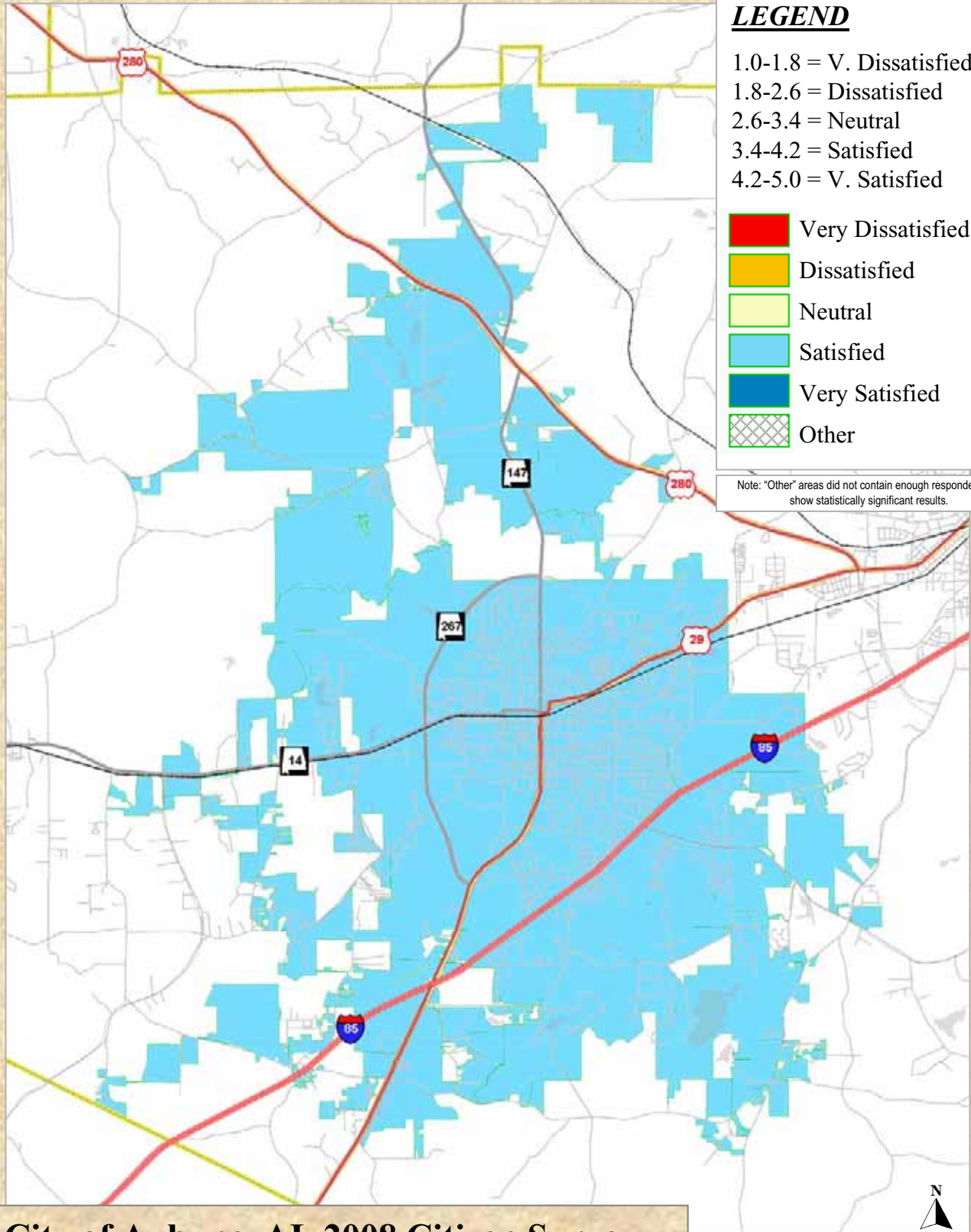
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 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12c Satisfaction with the maintenance of street signs



LEGEND

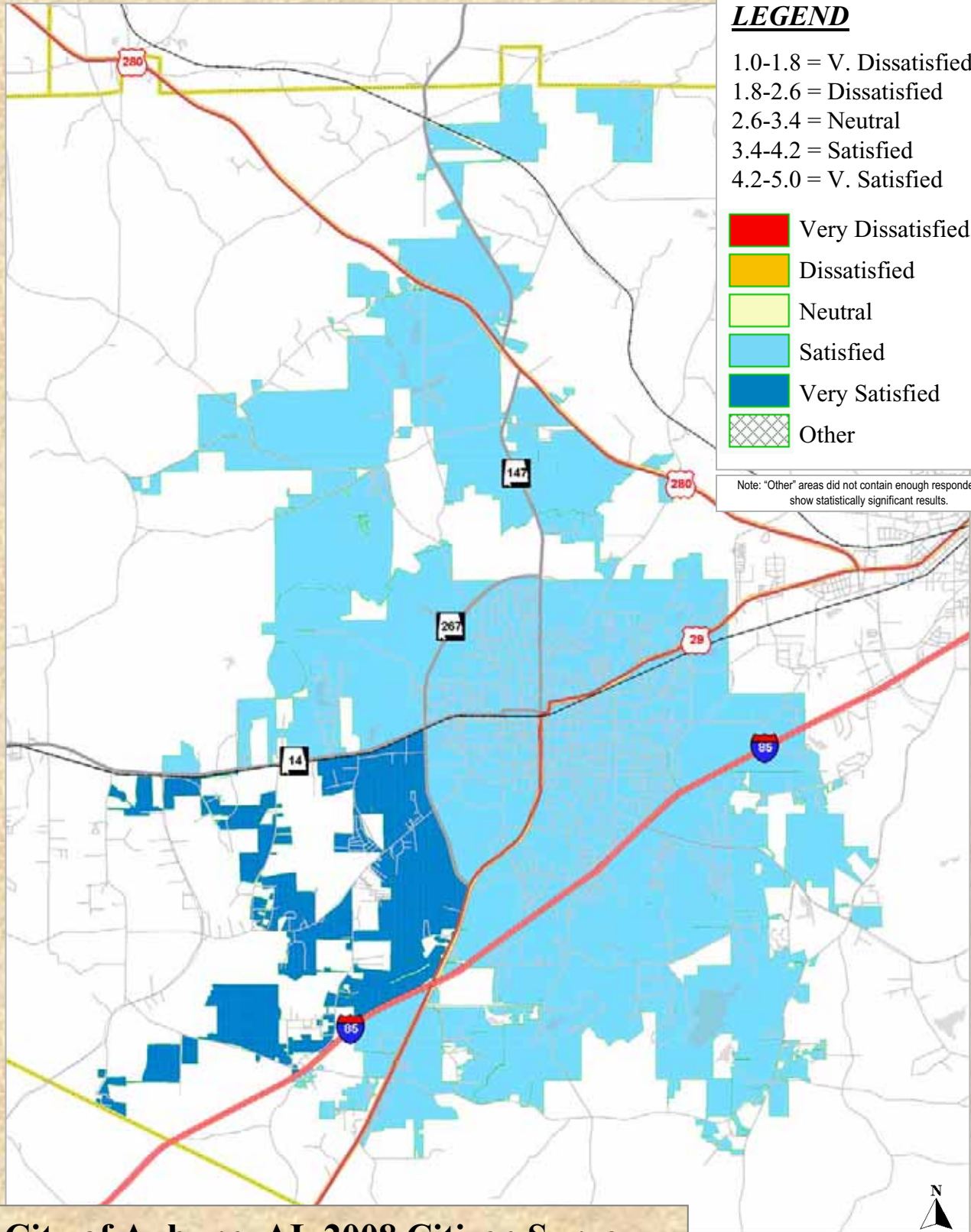
1.0-1.8 = V. Dissatisfied
 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12d Satisfaction with the maintenance of traffic signals



LEGEND

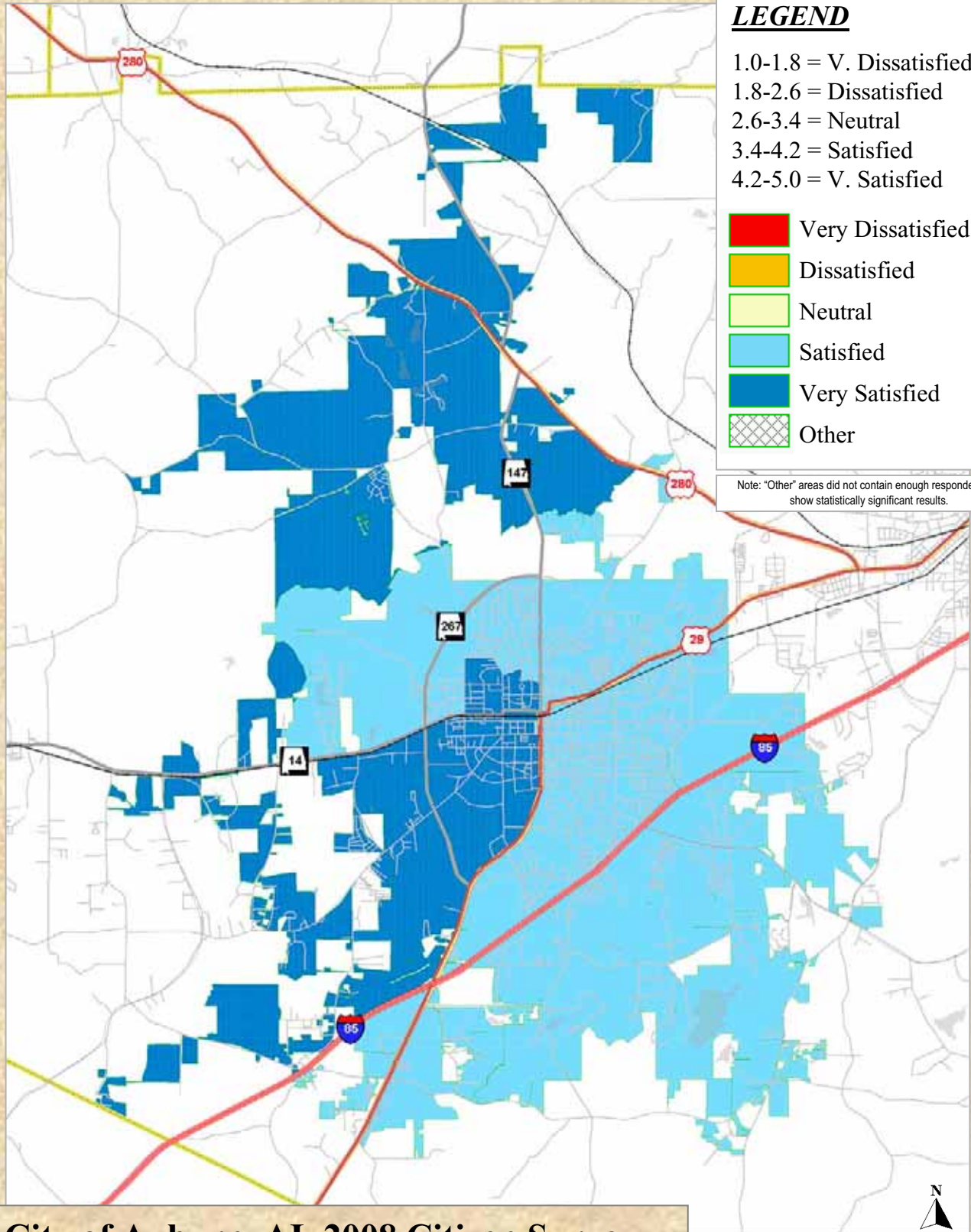
1.0-1.8 = V. Dissatisfied
1.8-2.6 = Dissatisfied
2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied
Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

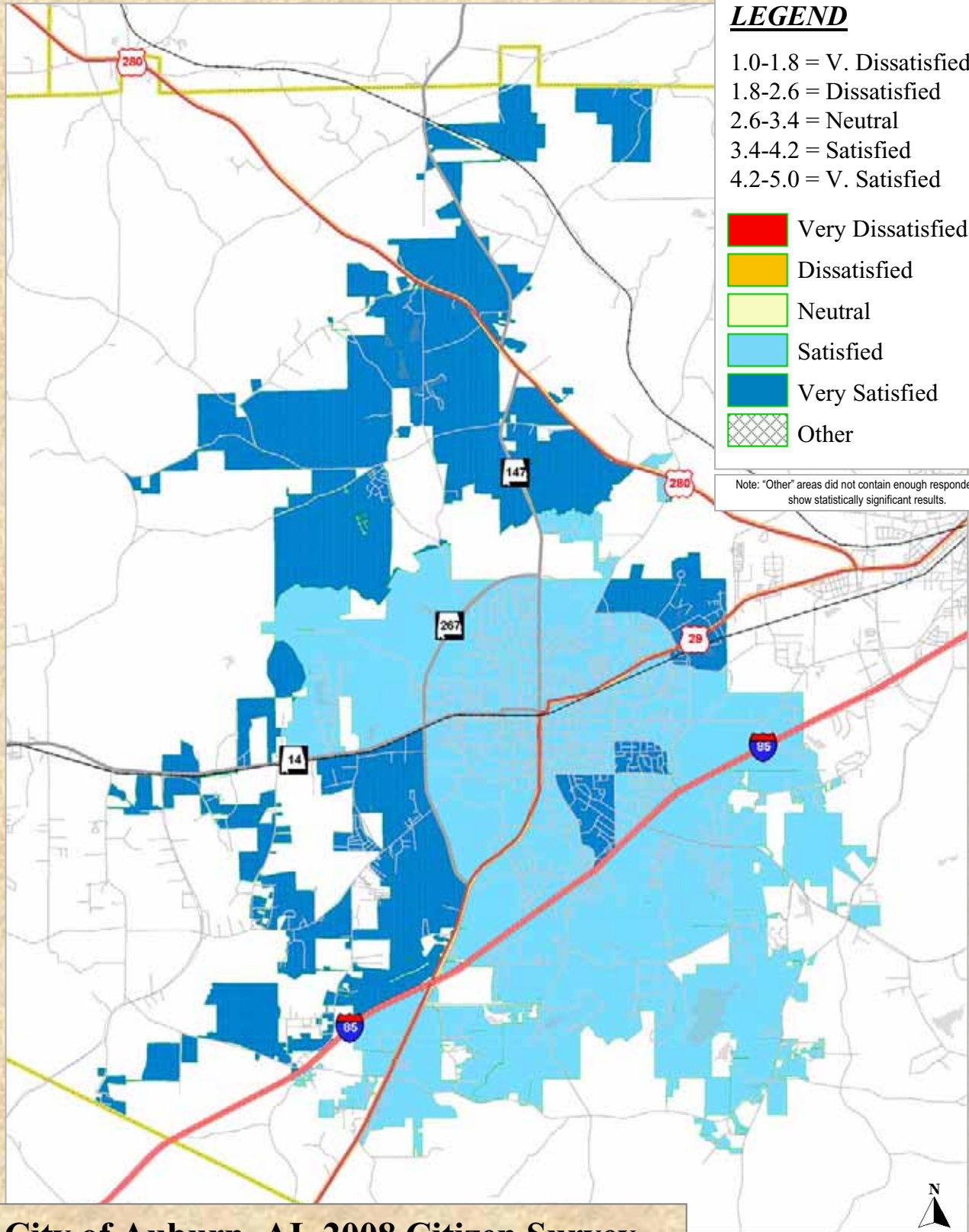
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12e Satisfaction with the maintenance of downtown Auburn



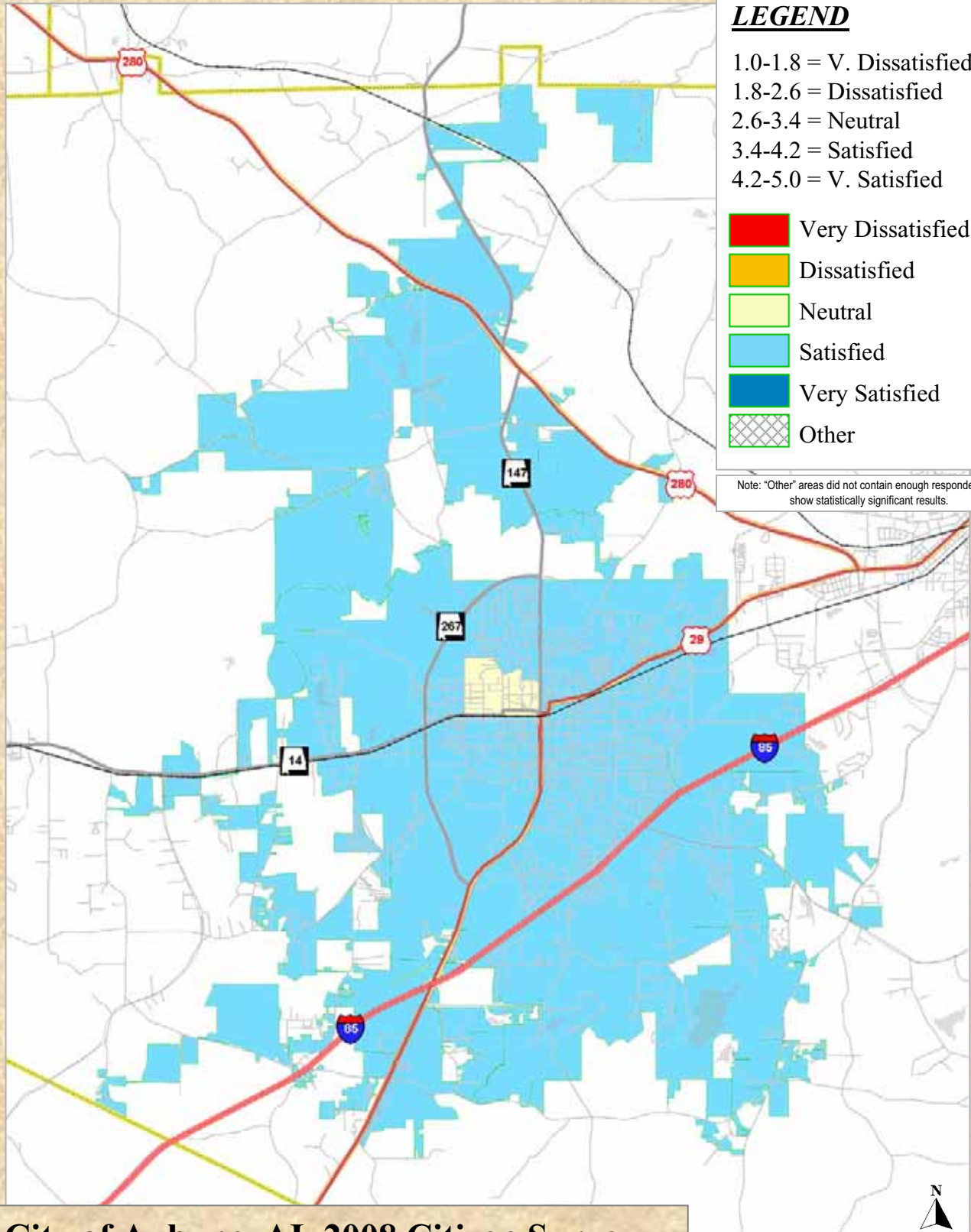
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12f Satisfaction with the maintenance of city buildings



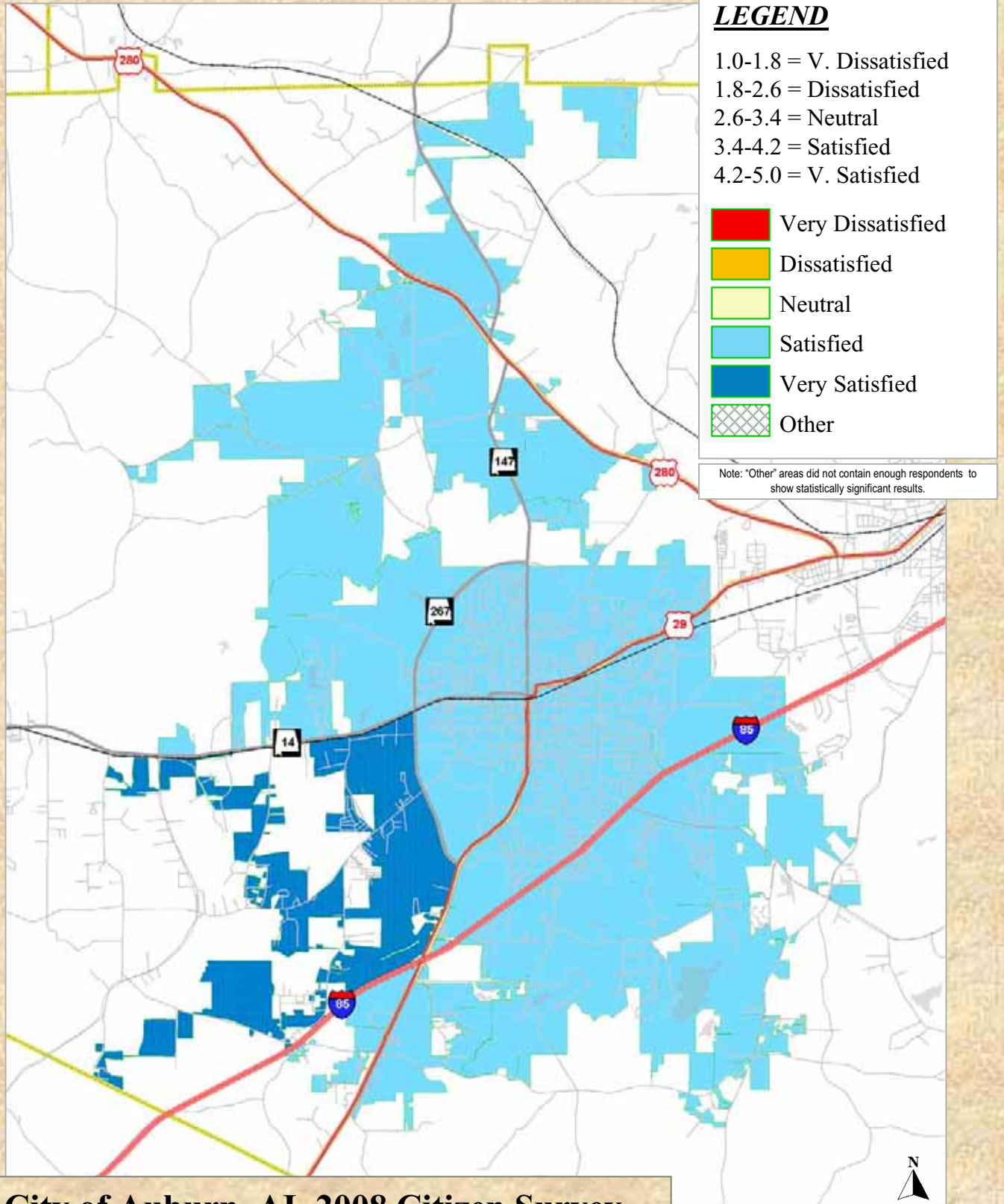
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12g Satisfaction with the mowing and trimming along streets



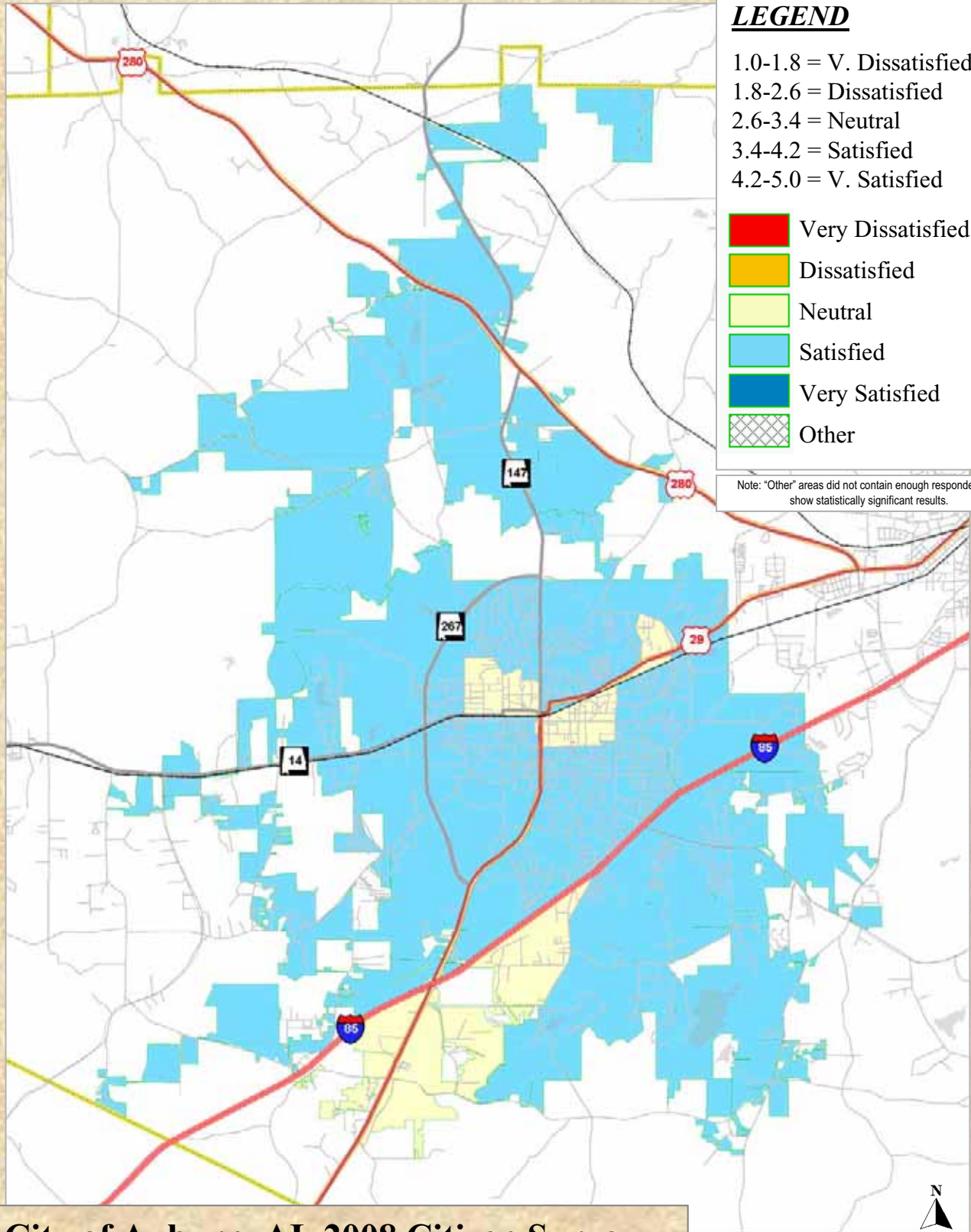
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

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



City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12i Satisfaction with the adequacy of city street lighting



LEGEND

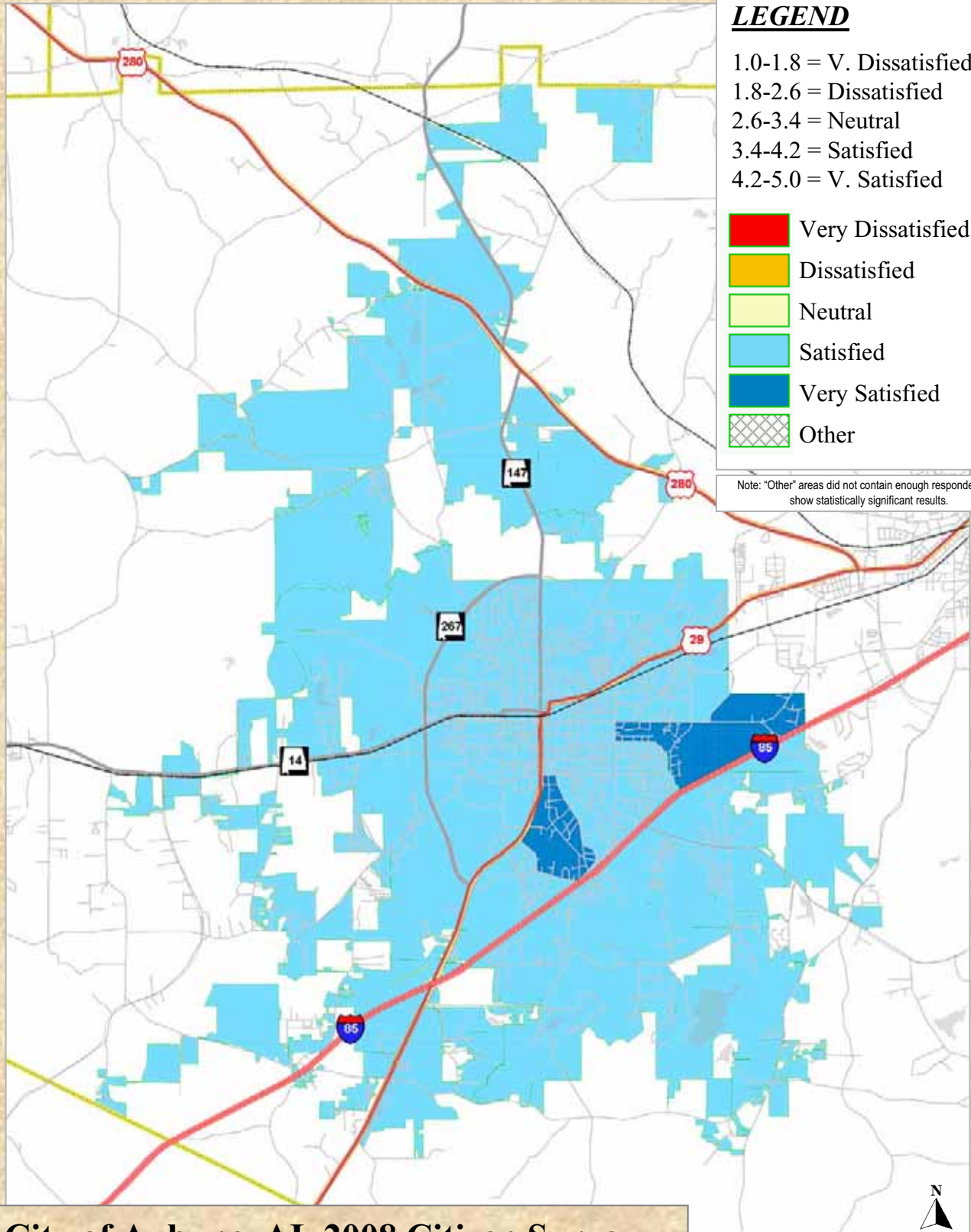
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 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

Very Dissatisfied
 Dissatisfied
 Neutral
 Satisfied
 Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

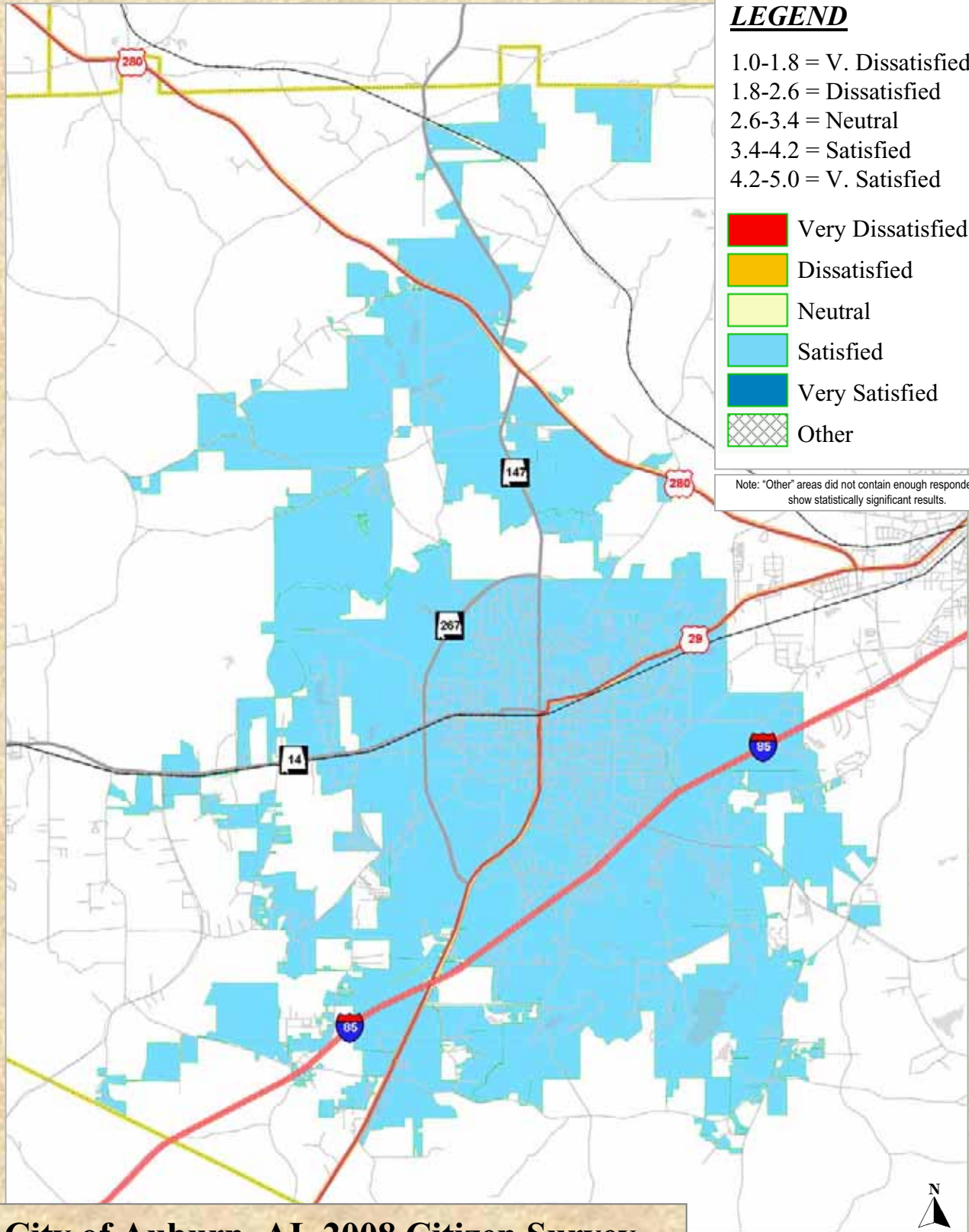
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12j Satisfaction with water lines and fire hydrants



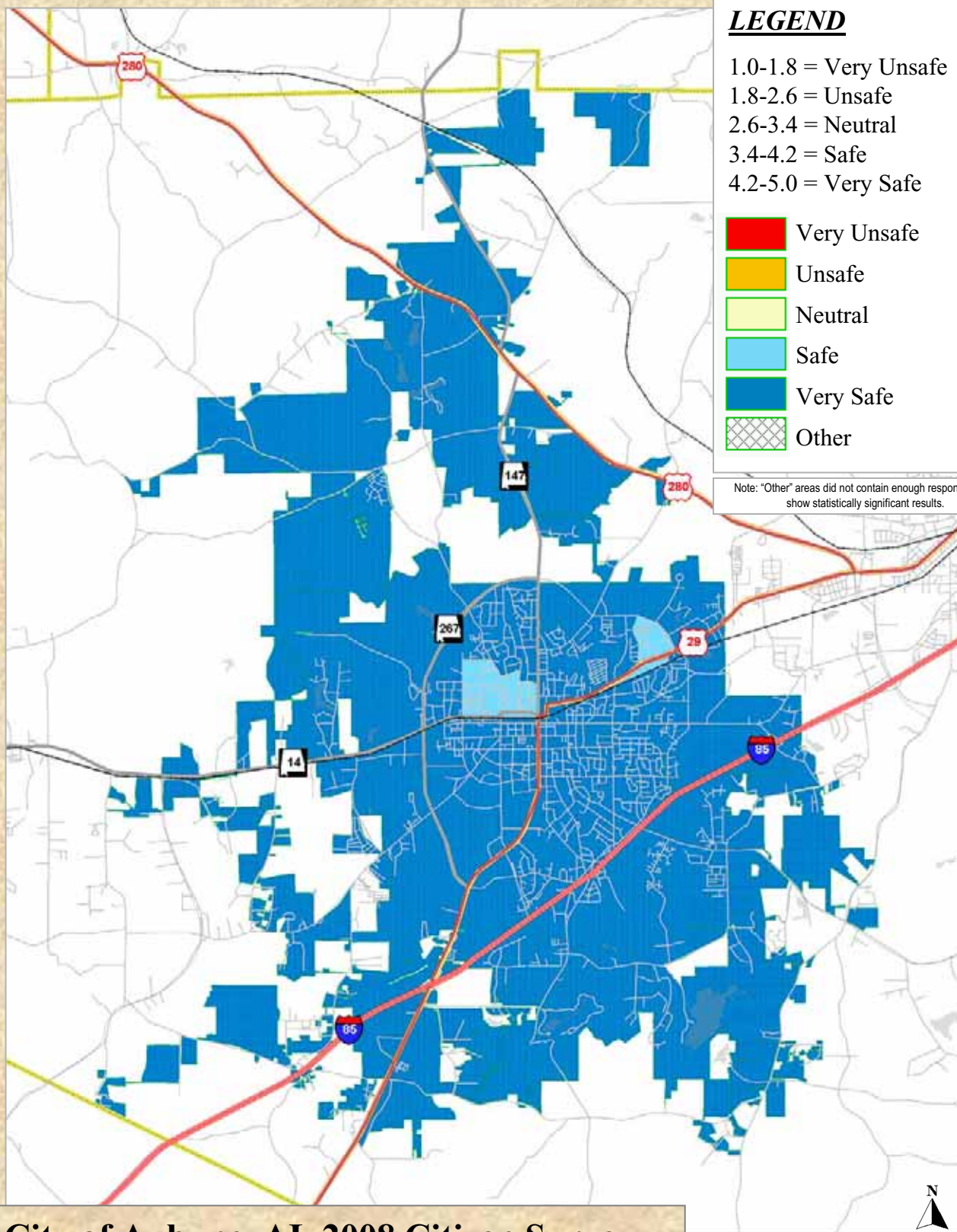
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12k Satisfaction with sewer lines and manholes



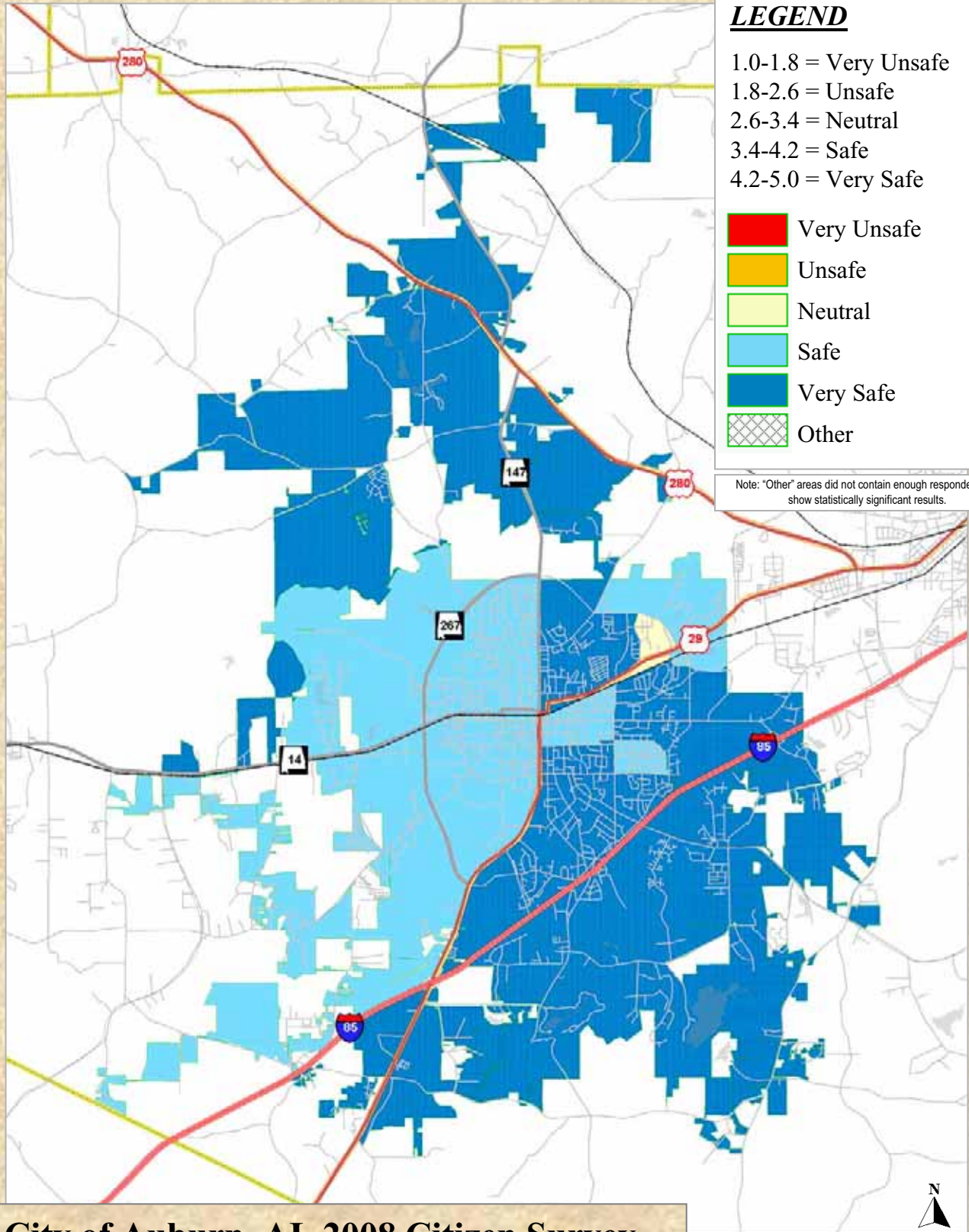
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q14a How safe residents feel in their neighborhood during the day



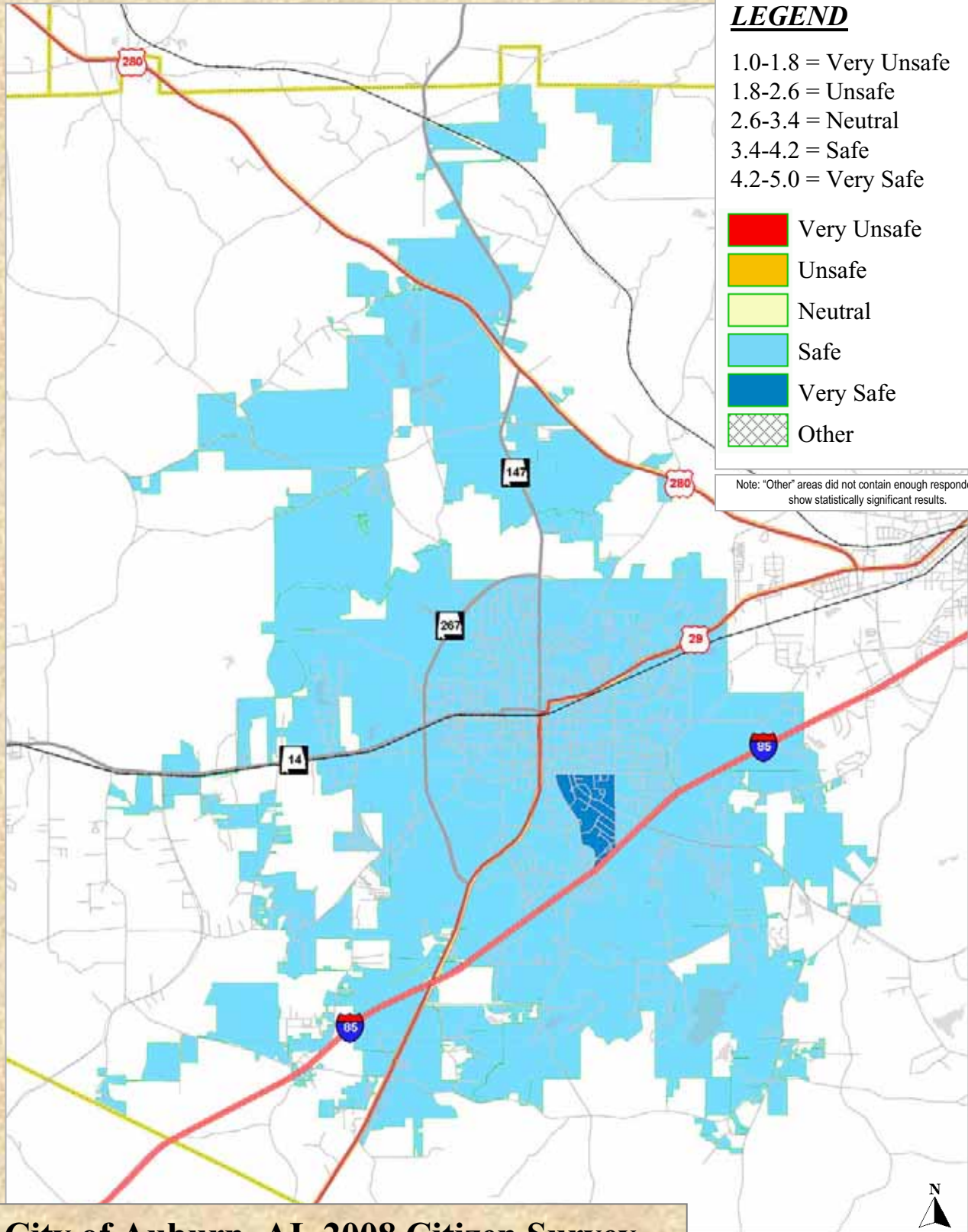
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q14b How safe residents feel in their neighborhood at night



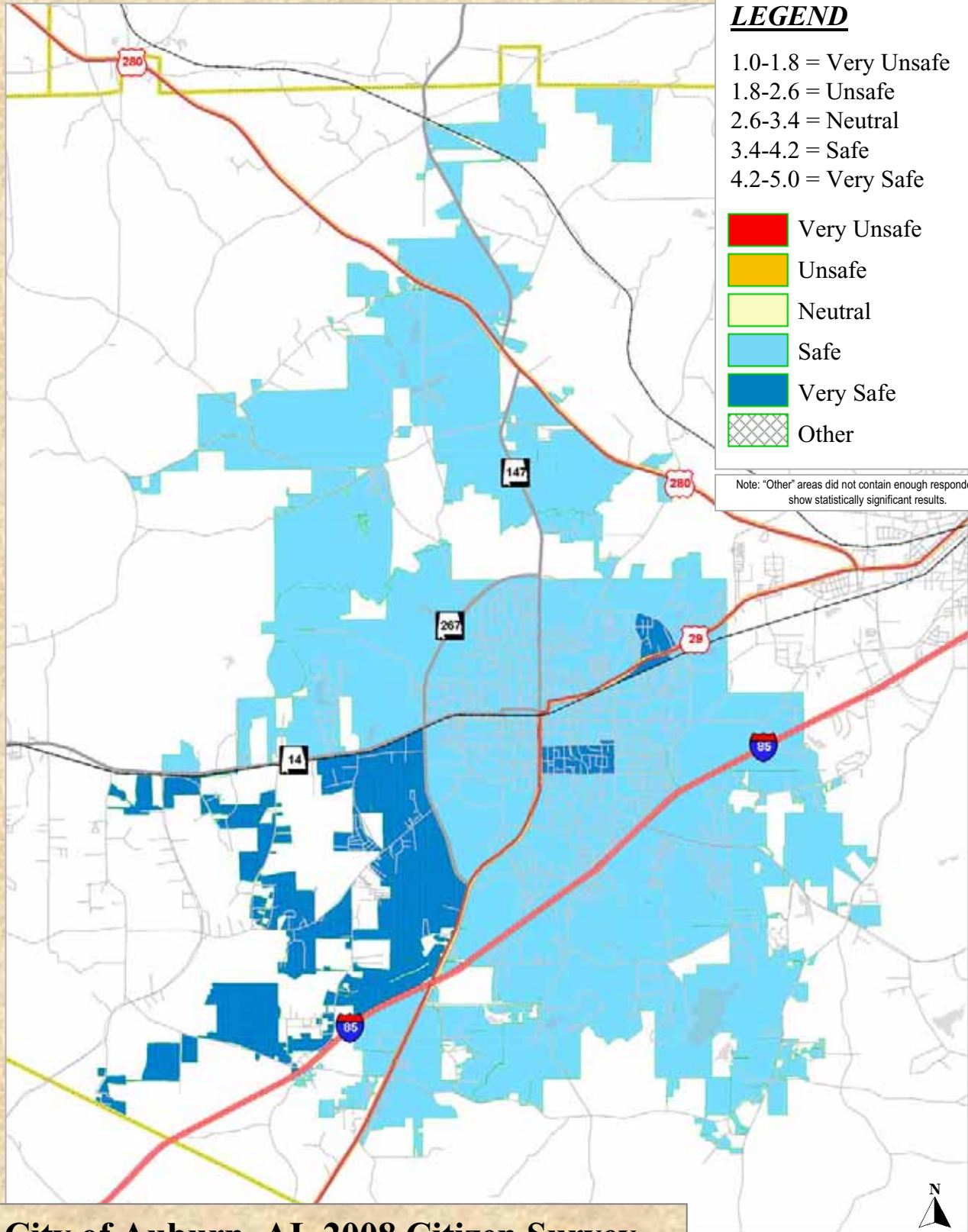
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q14c How safe residents feel in the City's parks



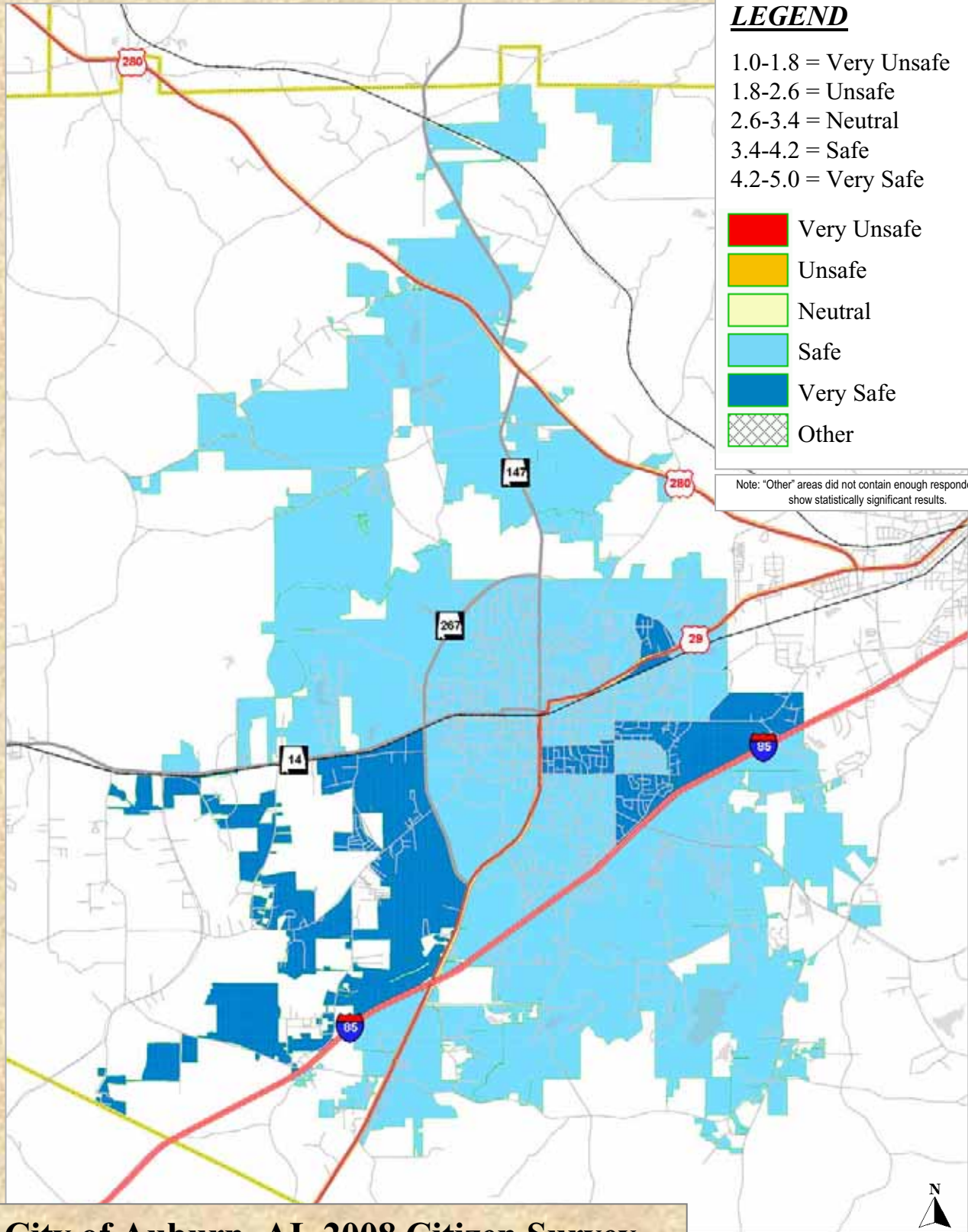
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q14d How safe residents feel in commercial and retail areas



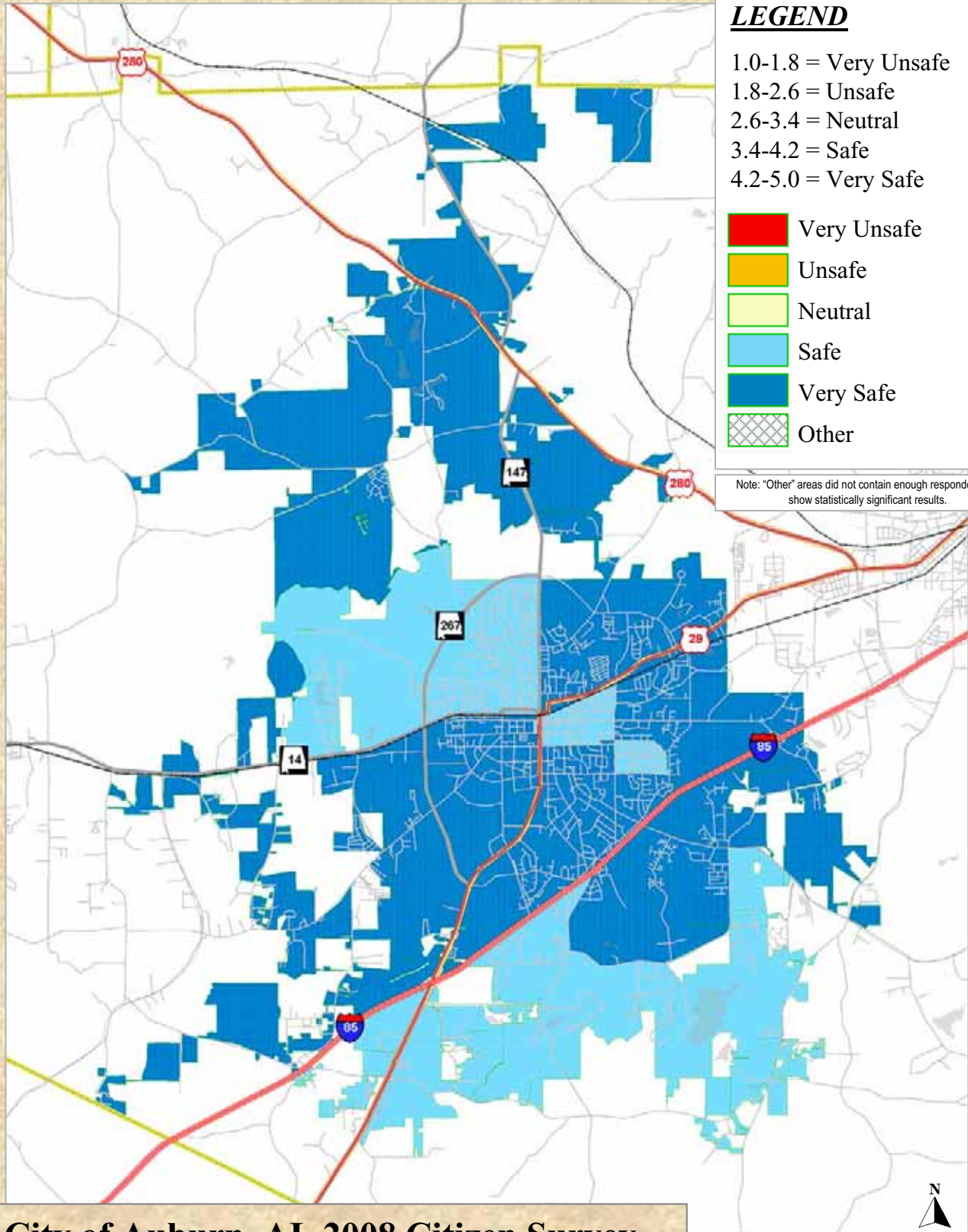
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q14e How safe residents feel in Downtown Auburn



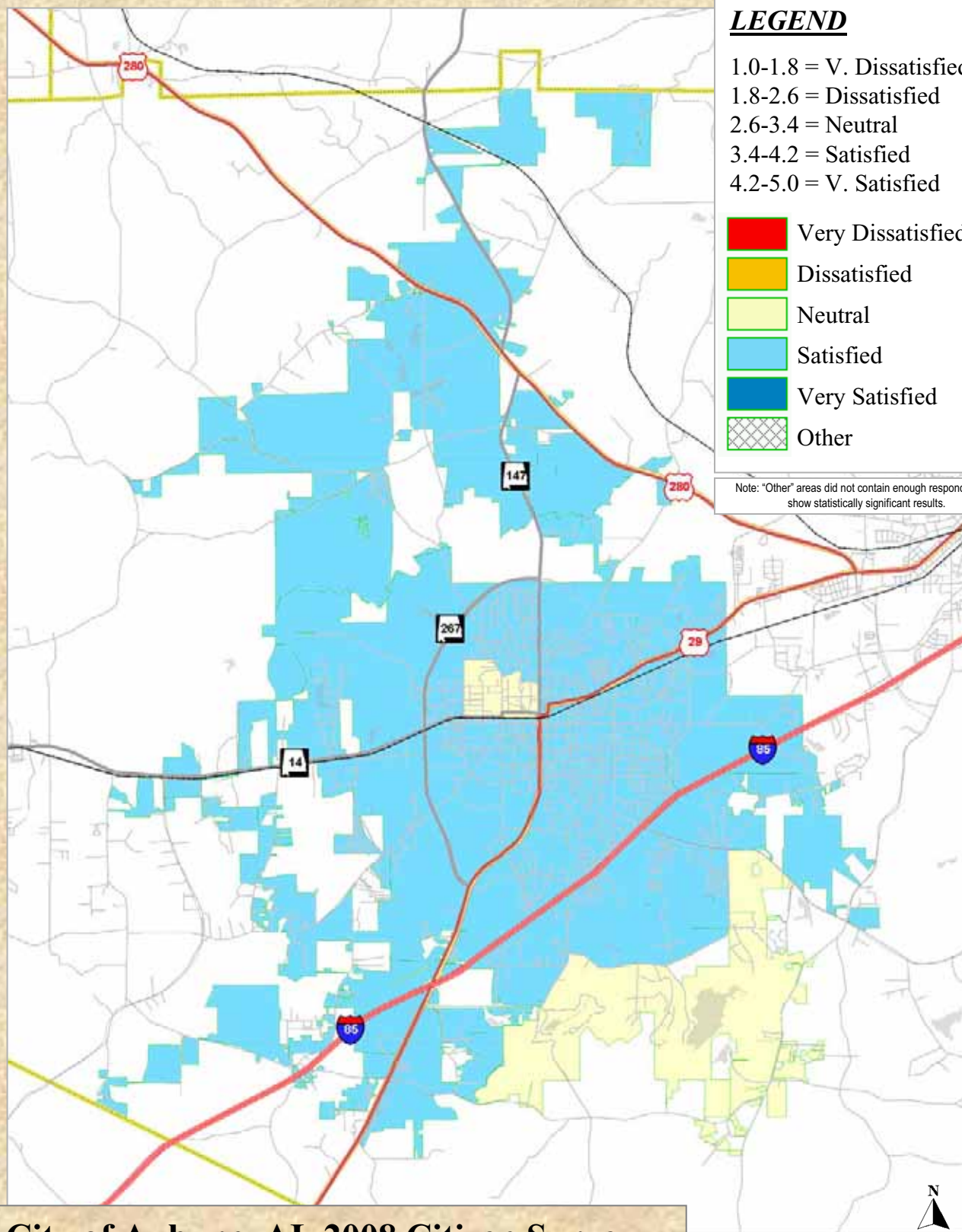
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q14f Overall feeling of safety in Auburn



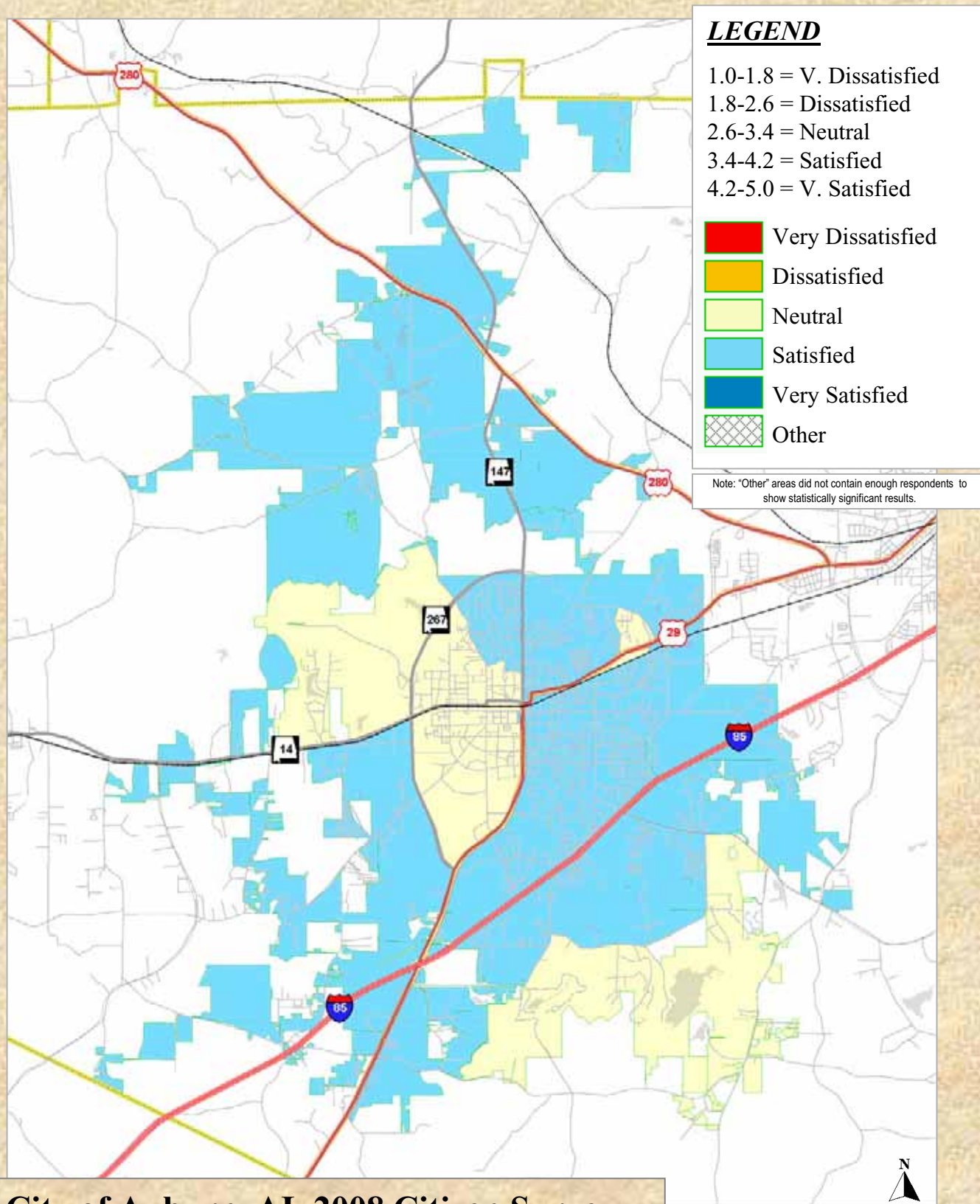
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q15a Satisfaction with the overall quality of leadership



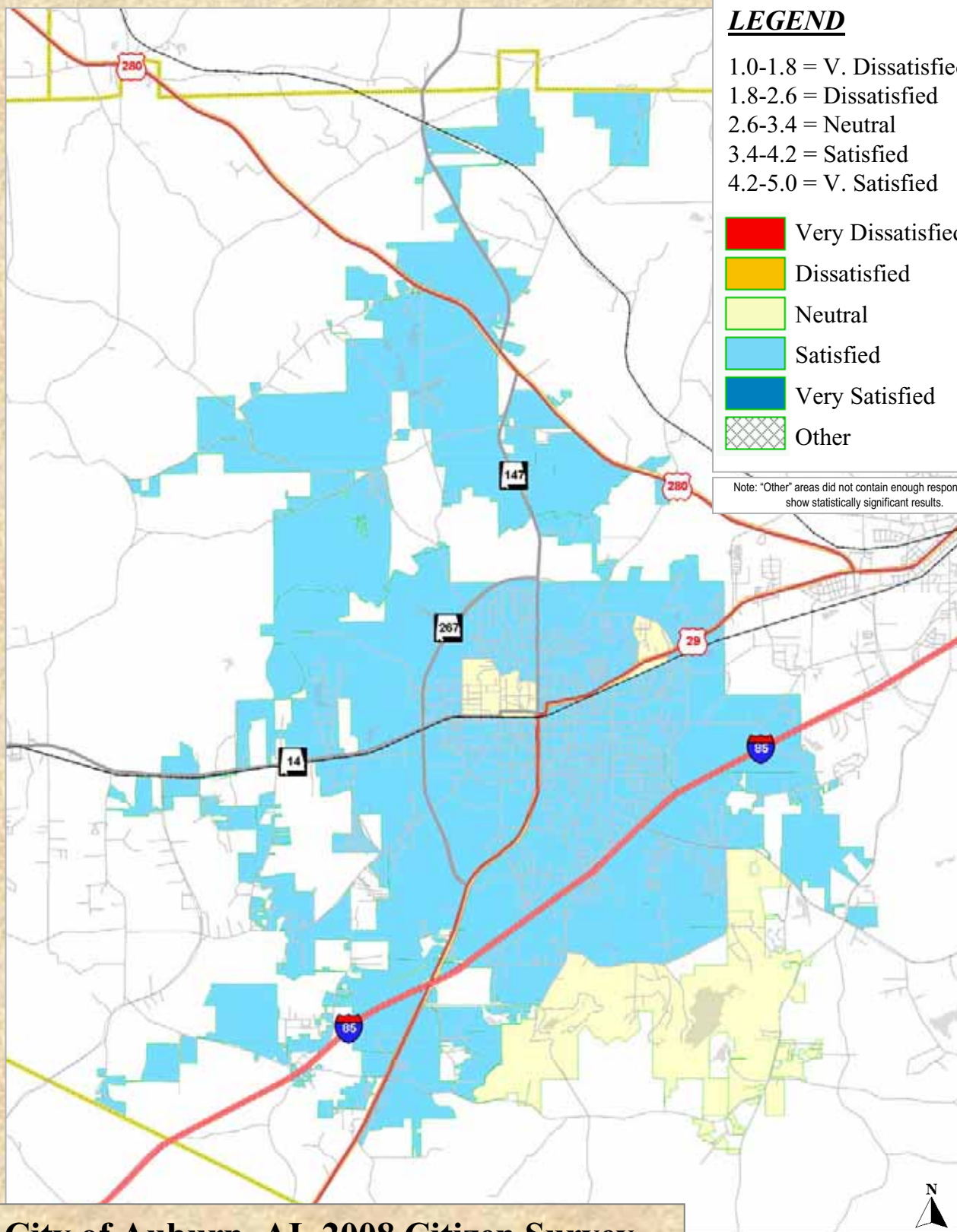
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q15b Satisfaction with the overall effectiveness of appointed Boards and commissions



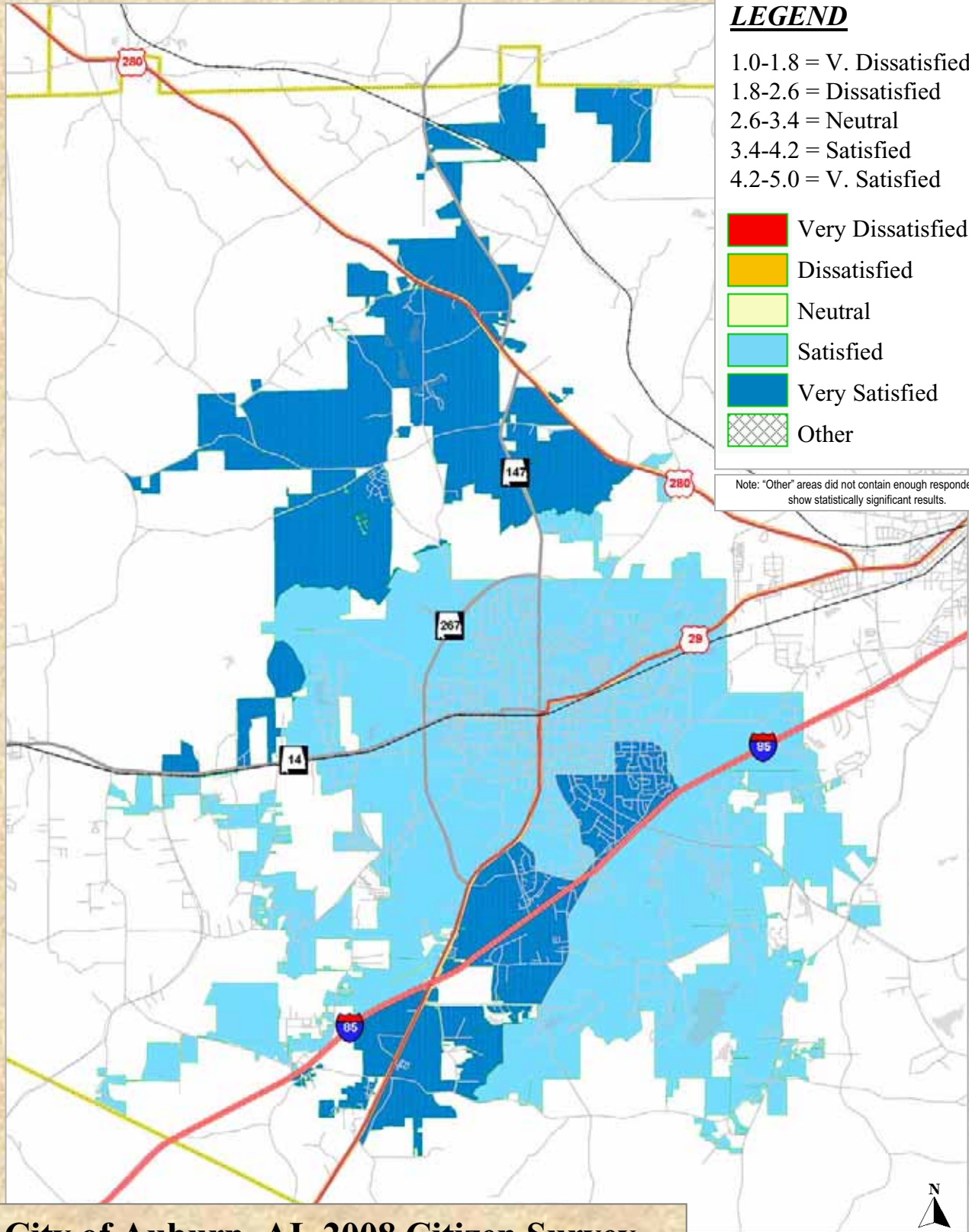
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q15c Satisfaction with the overall effectiveness of the City Manager



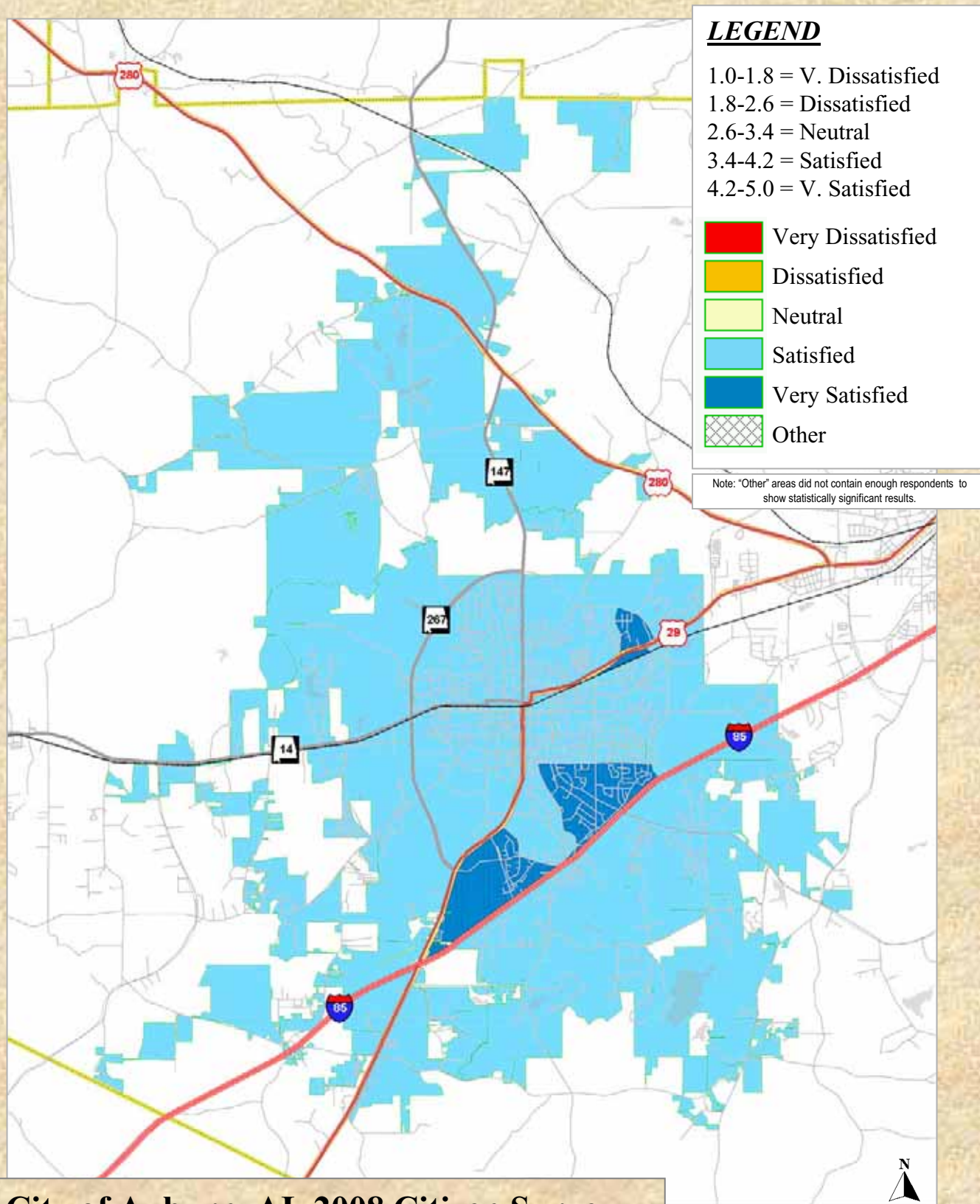
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16a Satisfaction with the maintenance of parks



City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16b Satisfaction with the maintenance of cemeteries



LEGEND

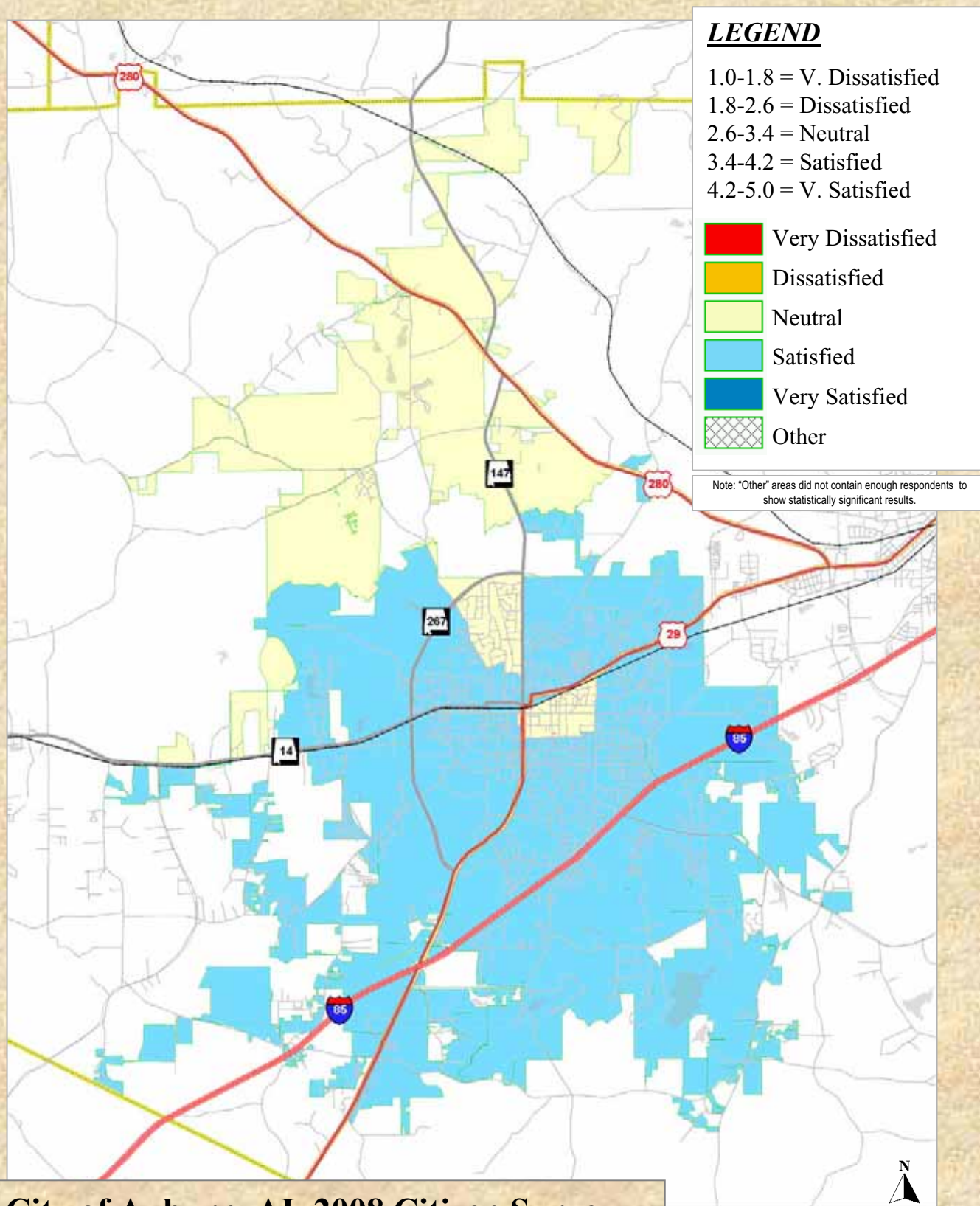
1.0-1.8 = V. Dissatisfied
 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

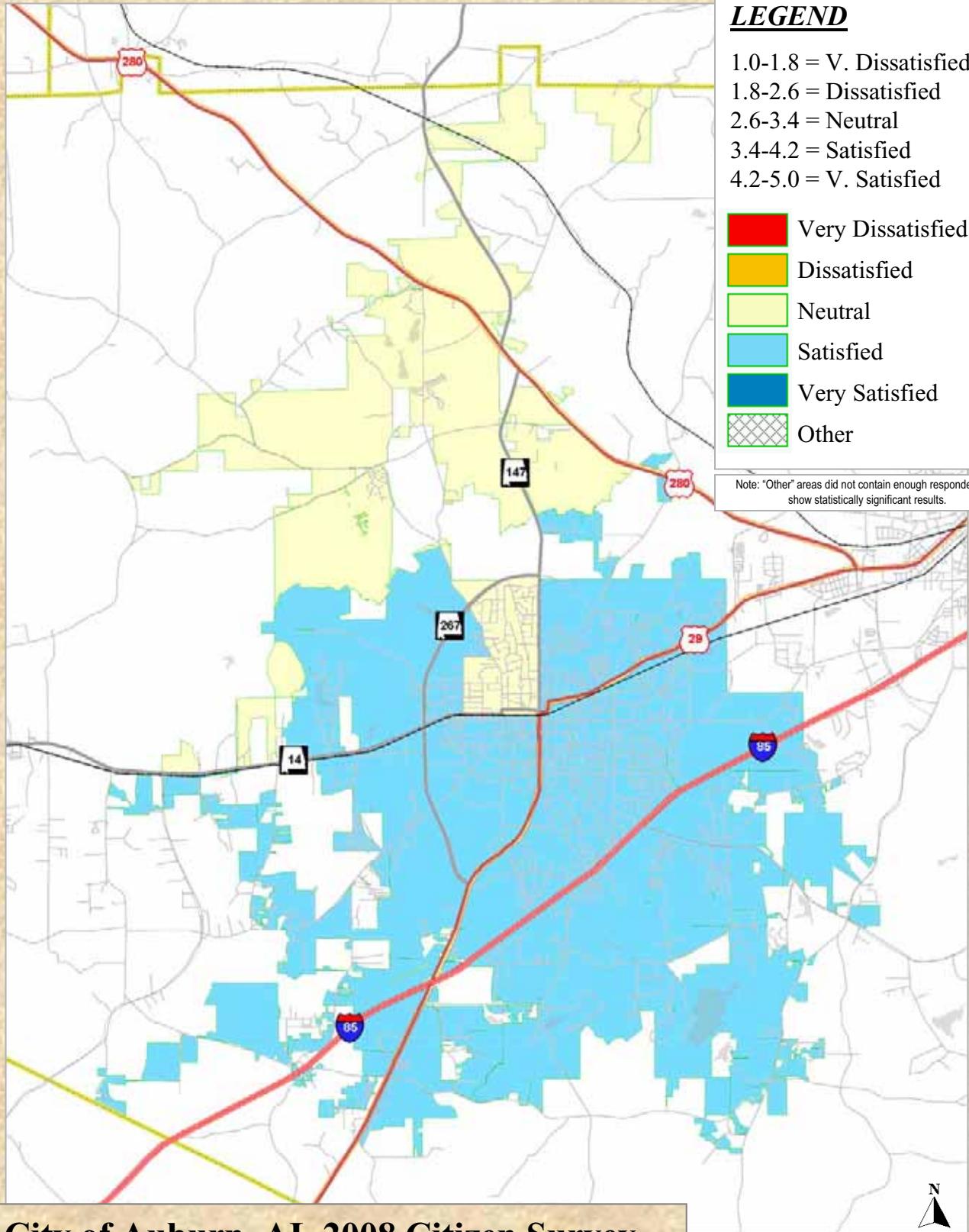
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16c Satisfaction with the number of parks



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16d Satisfaction with walking and biking trails



LEGEND

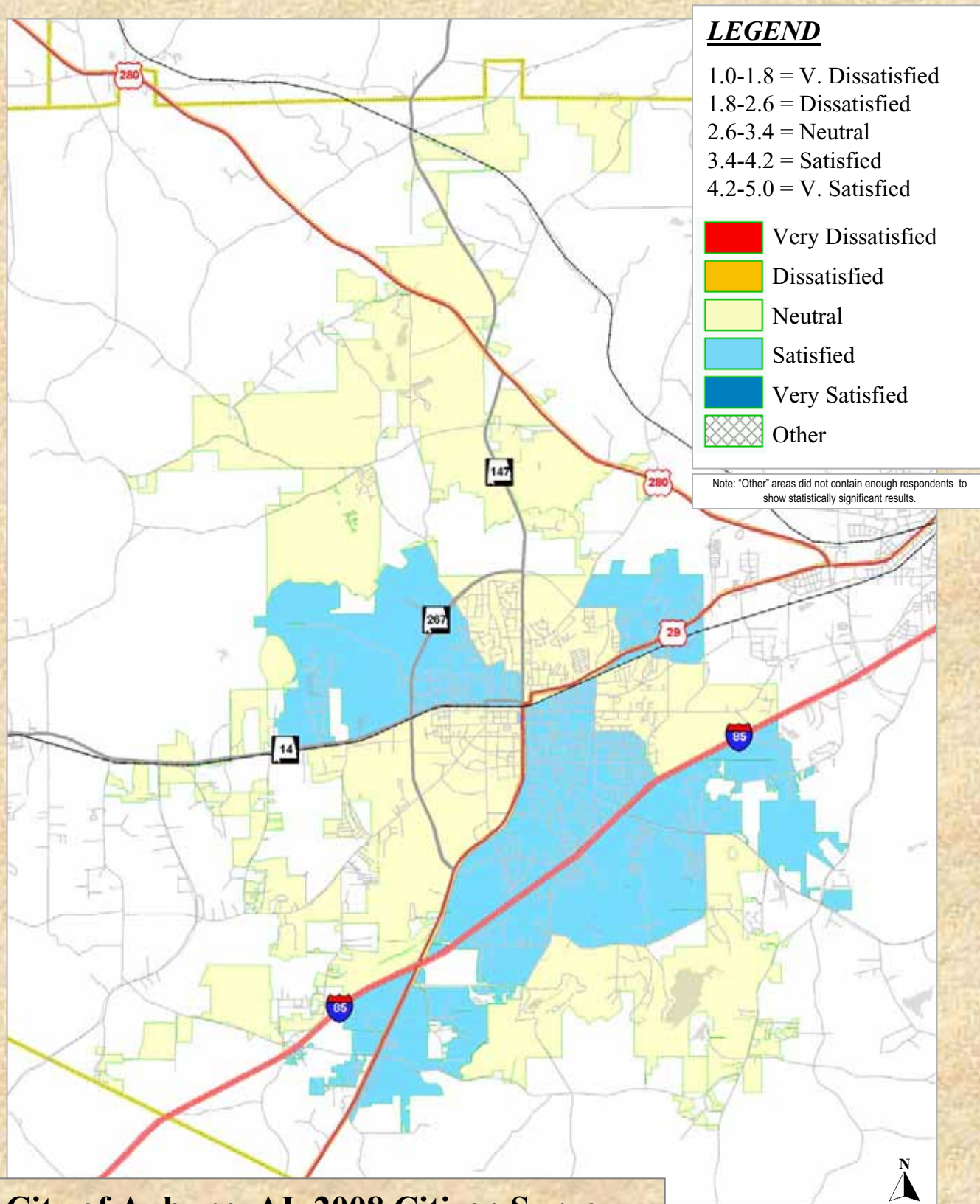
1.0-1.8 = V. Dissatisfied
 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

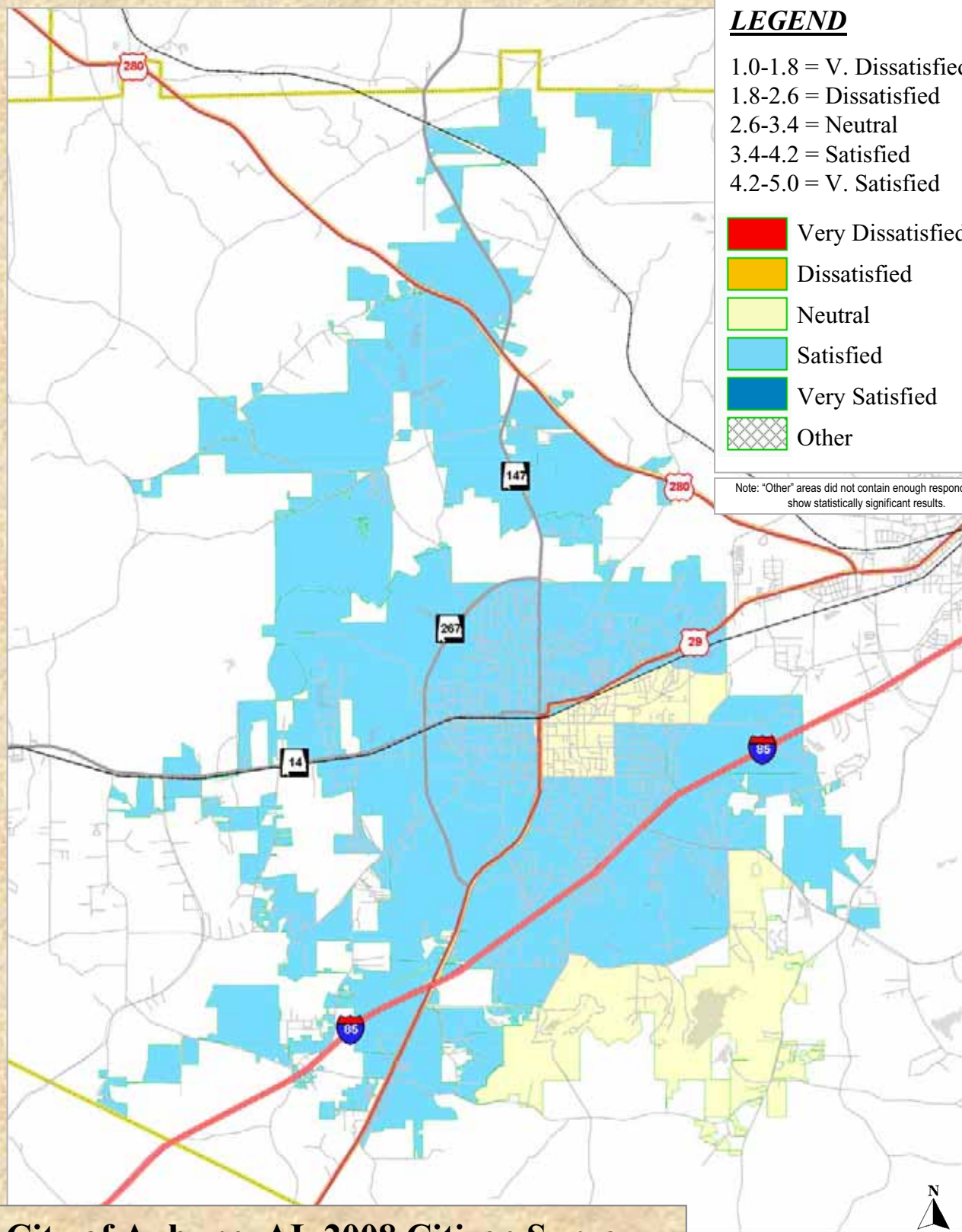
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16e Satisfaction with swimming pools



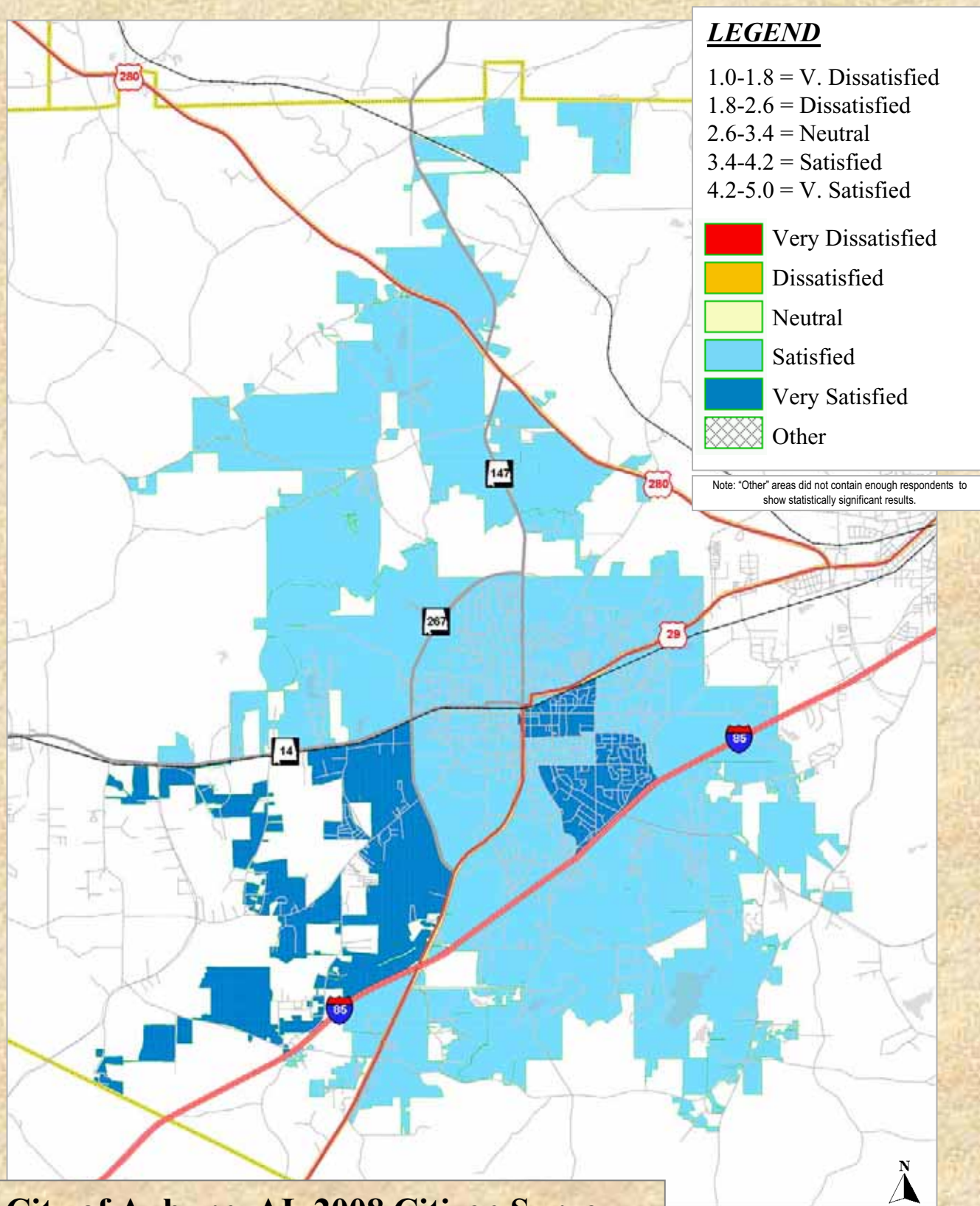
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16f Satisfaction with the community recreation centers



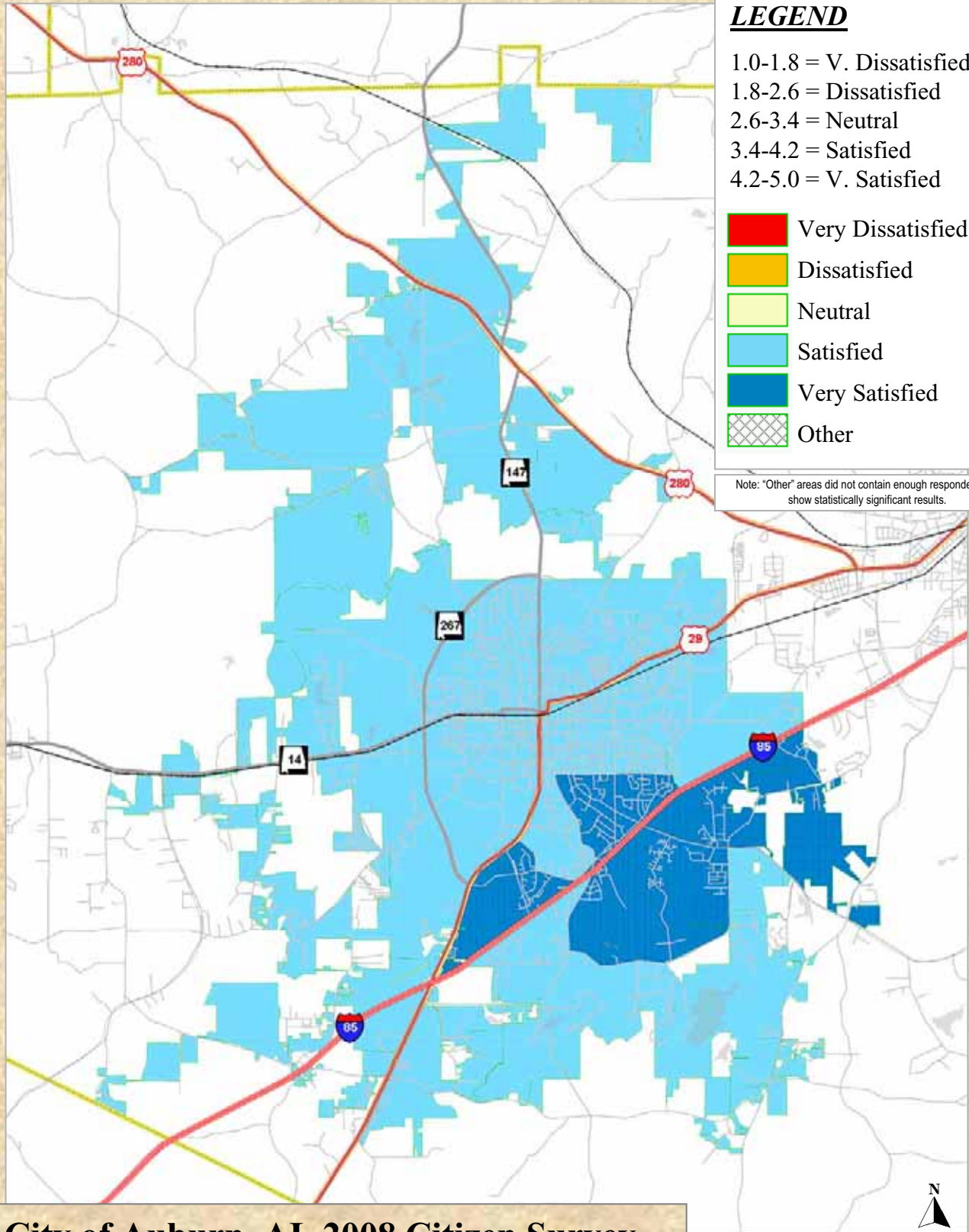
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16g Satisfaction with outdoor athletic fields



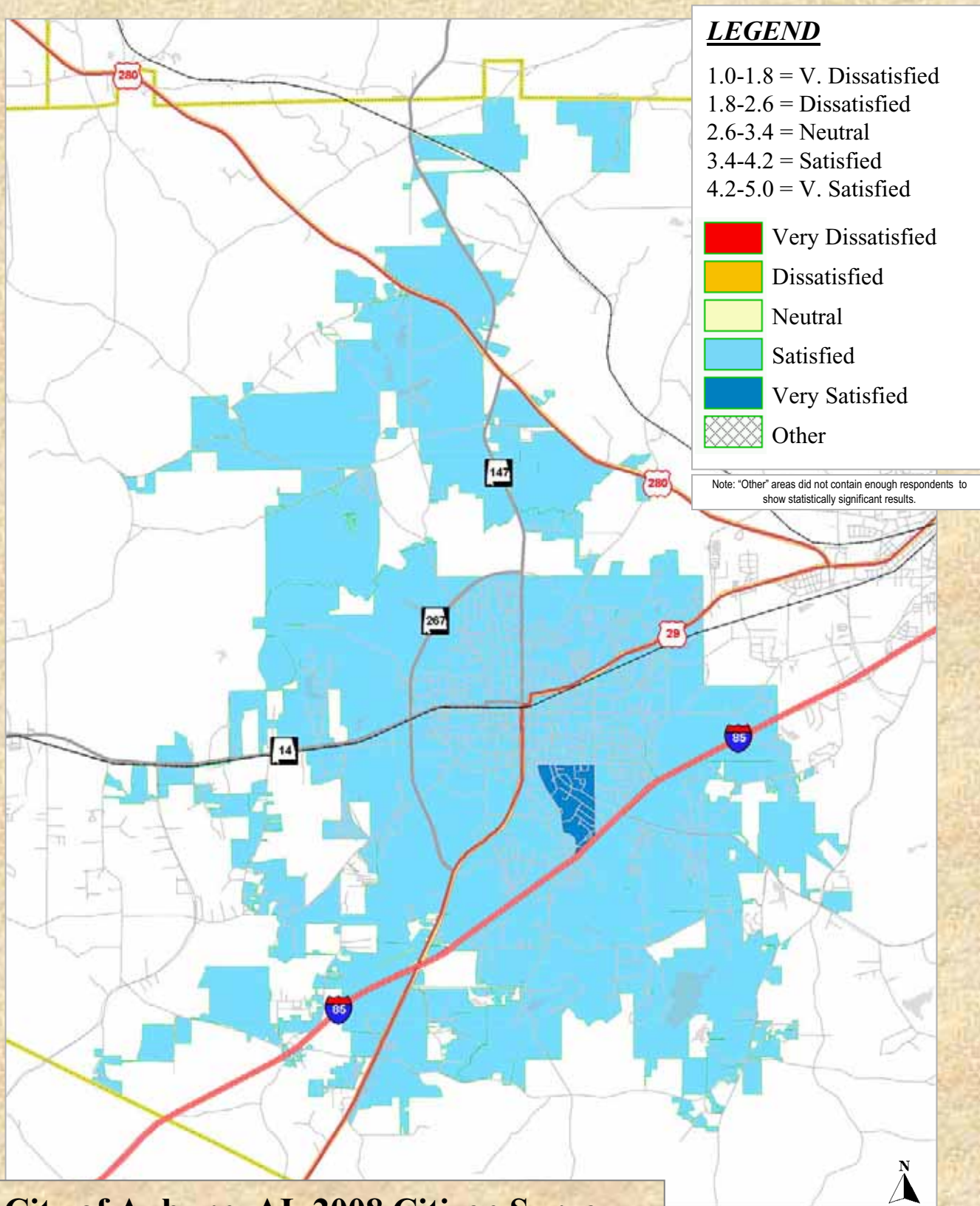
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16h Satisfaction with youth athletic programs



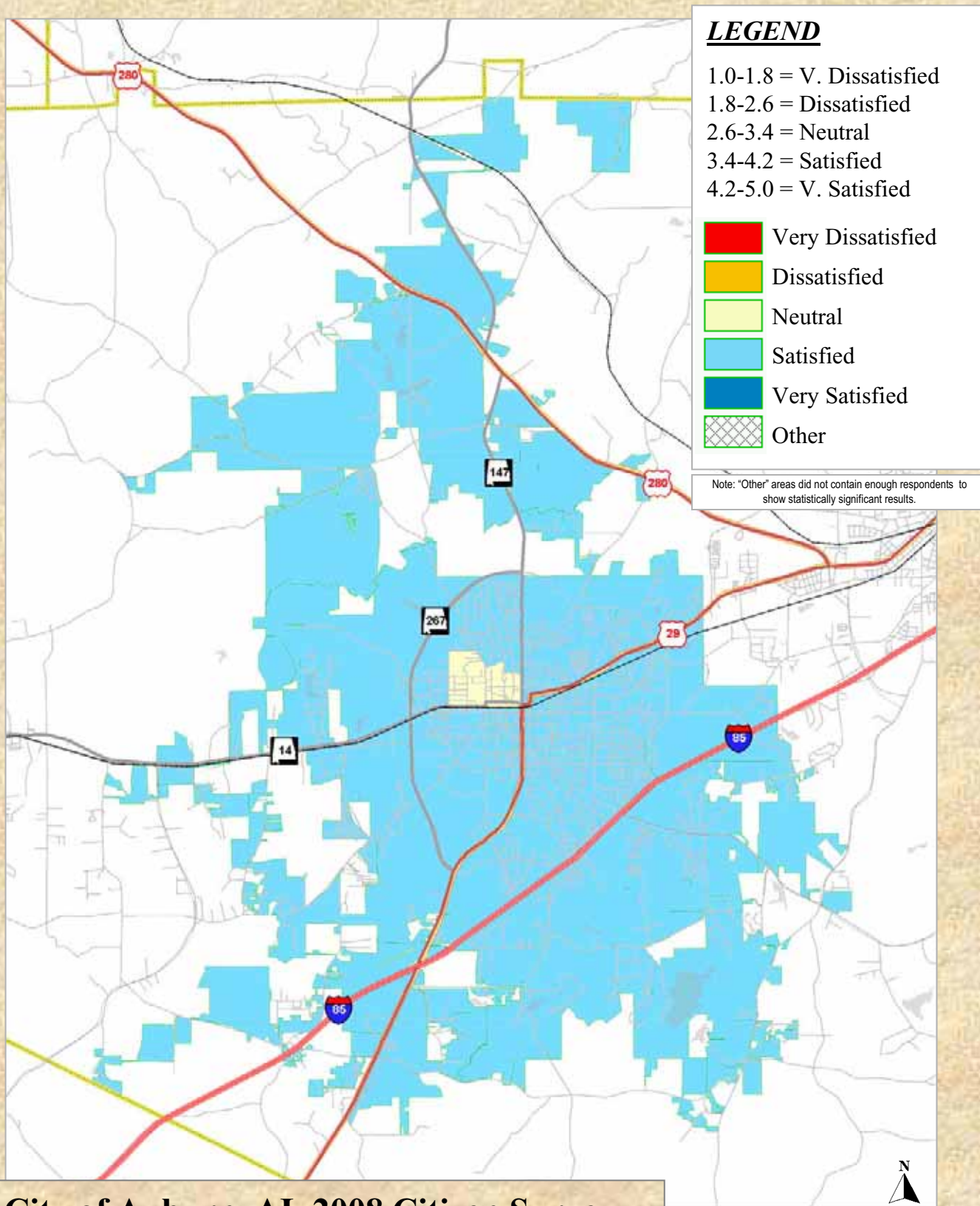
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16i Satisfaction with adult athletic programs



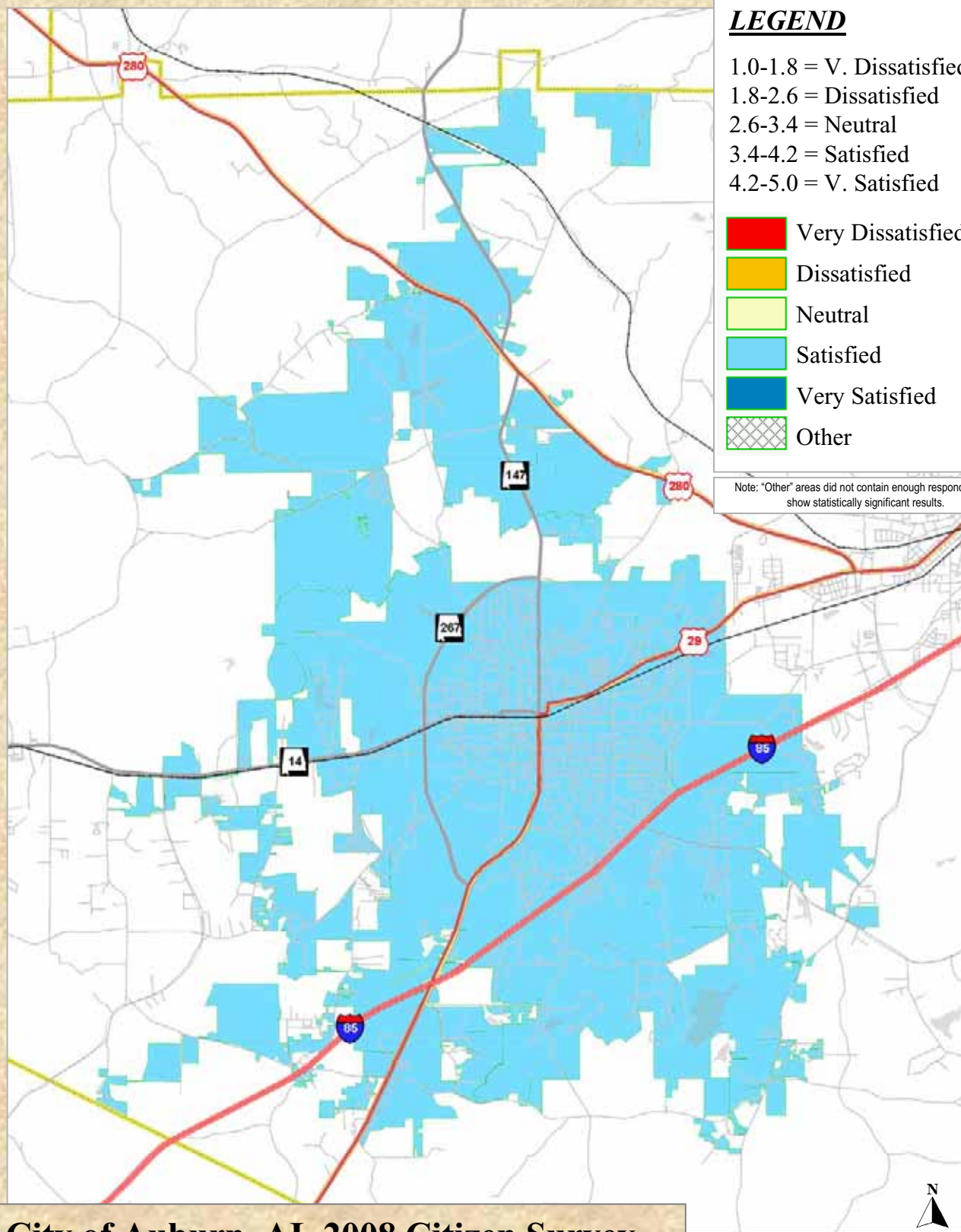
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16j Satisfaction with other city recreation programs



City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16k Satisfaction with the ease of registering for programs



LEGEND

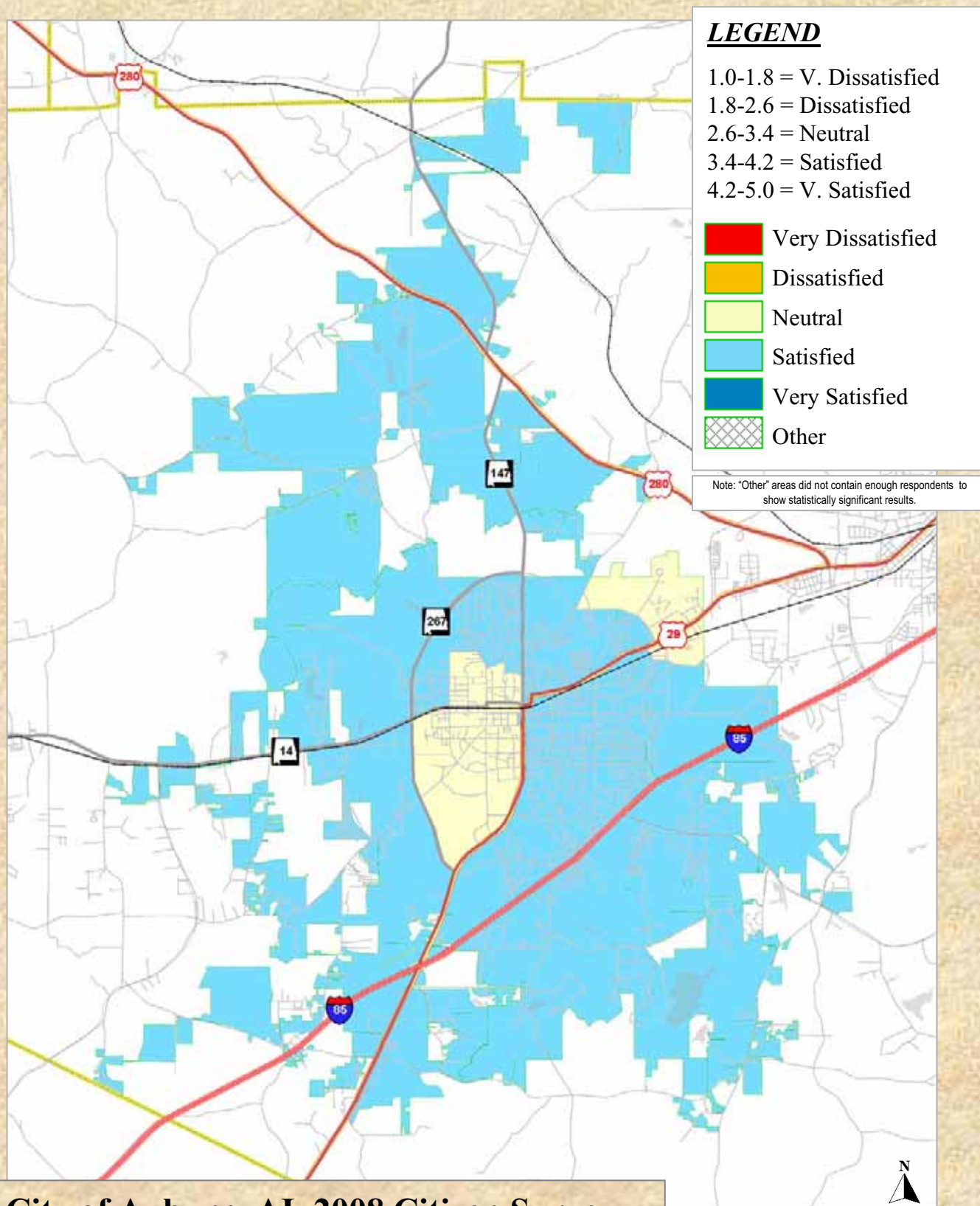
1.0-1.8 = V. Dissatisfied
1.8-2.6 = Dissatisfied
2.6-3.4 = Neutral
3.4-4.2 = Satisfied
4.2-5.0 = V. Satisfied

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied
Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

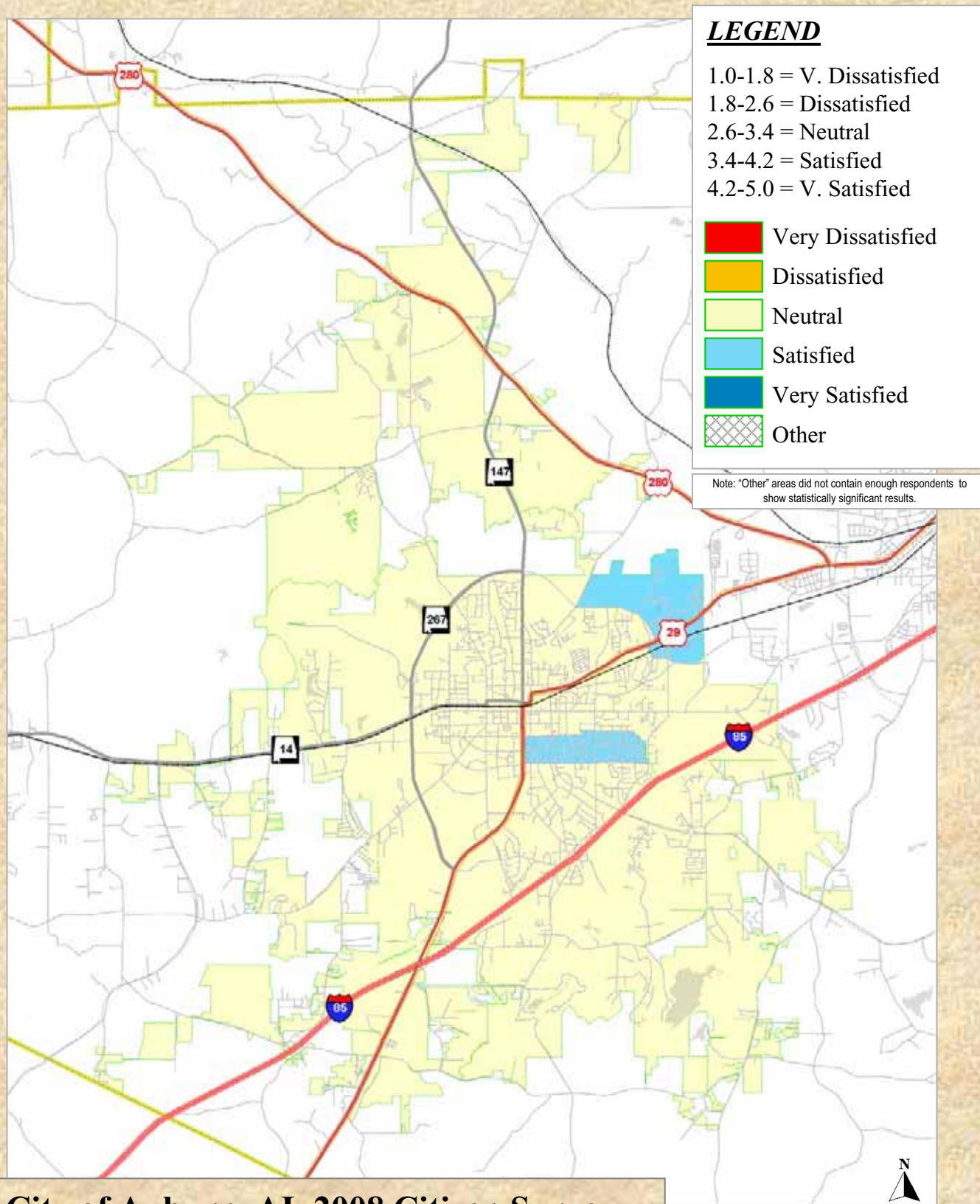
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

2008Mar13_[Q16] Fees charged for recreation progra



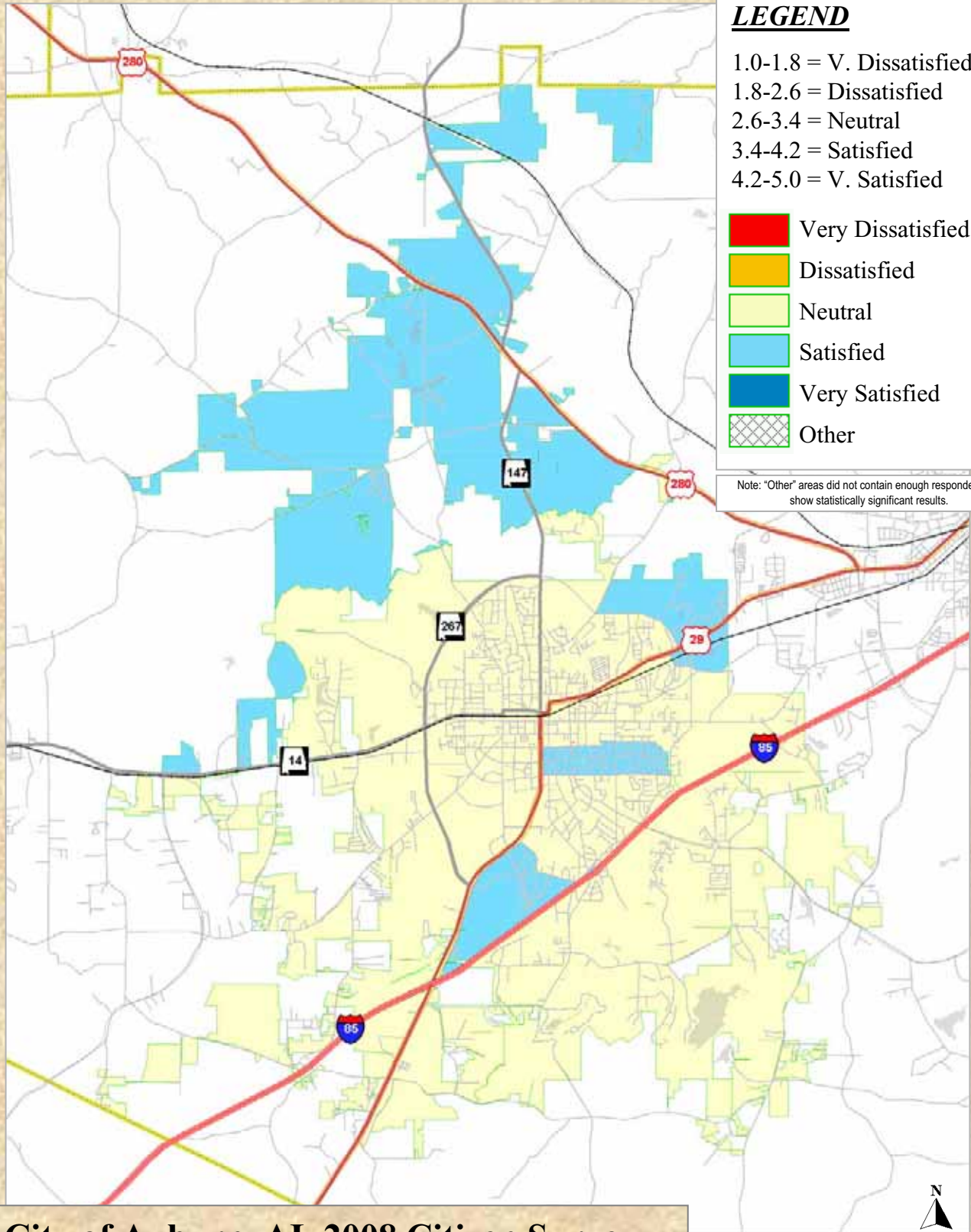
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q18a Satisfaction with the ease of north-south travel in Auburn



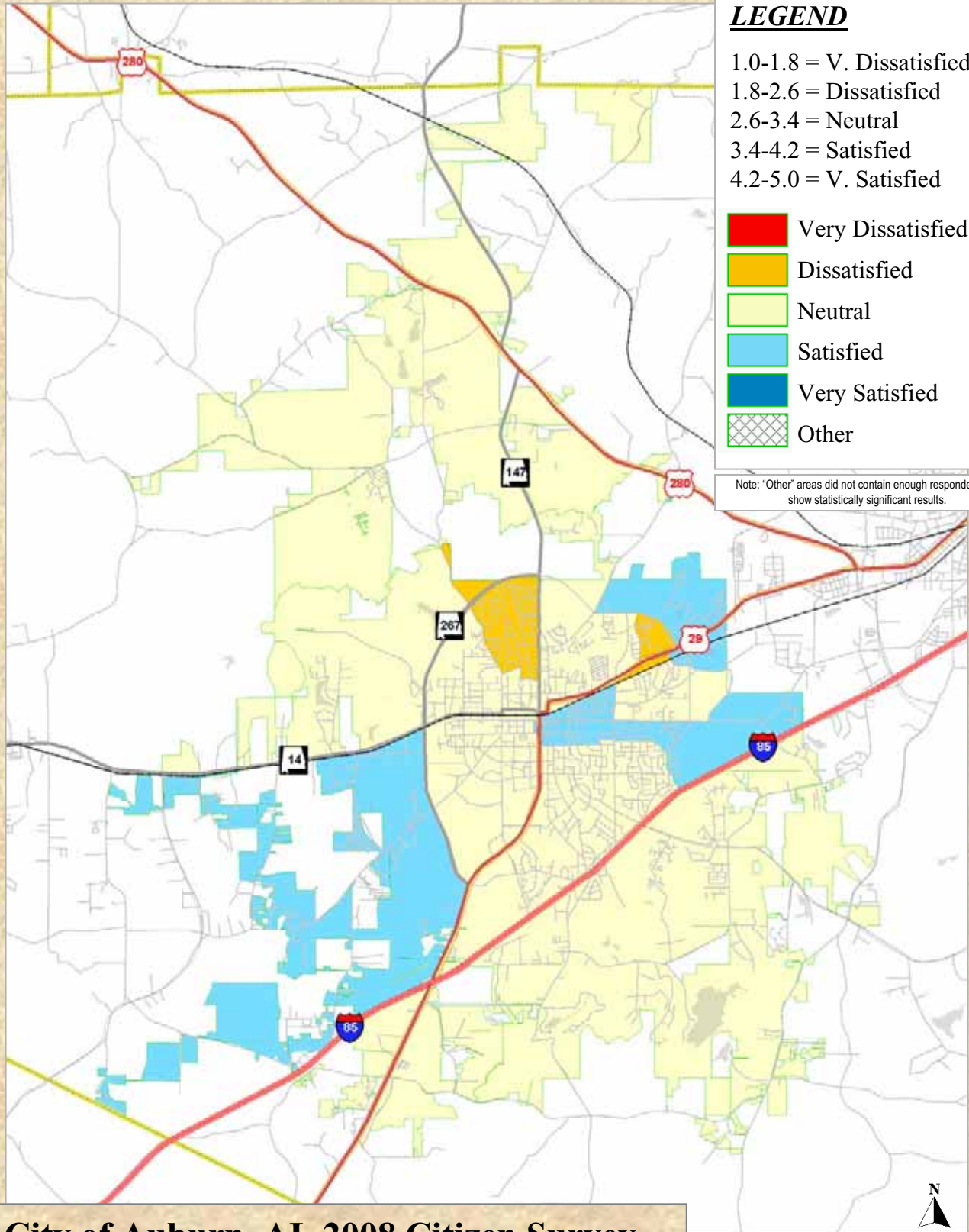
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q18b Satisfaction with the ease of east-west travel in Auburn



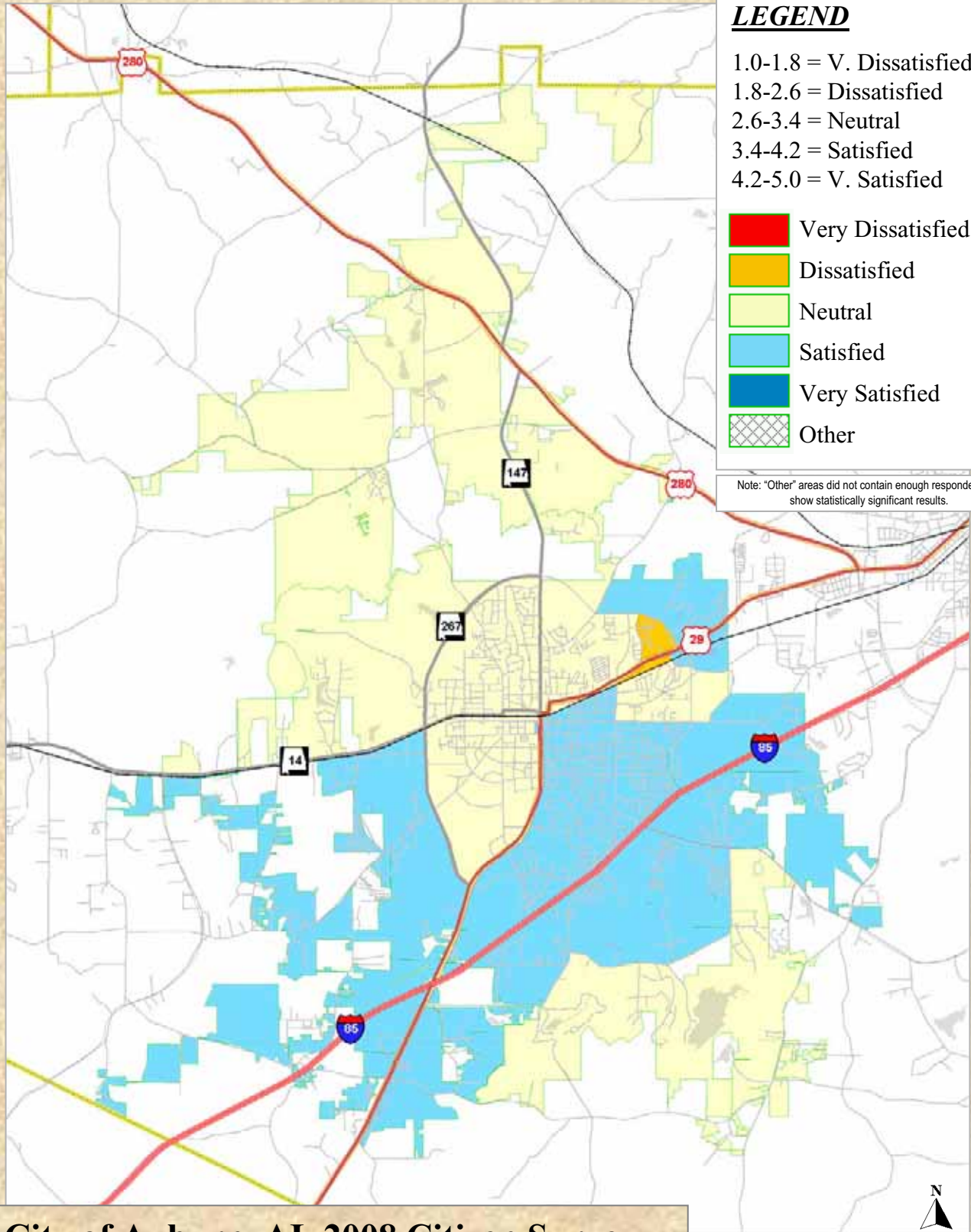
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q18c Satisfaction with the ease of travel by bicycle in Auburn



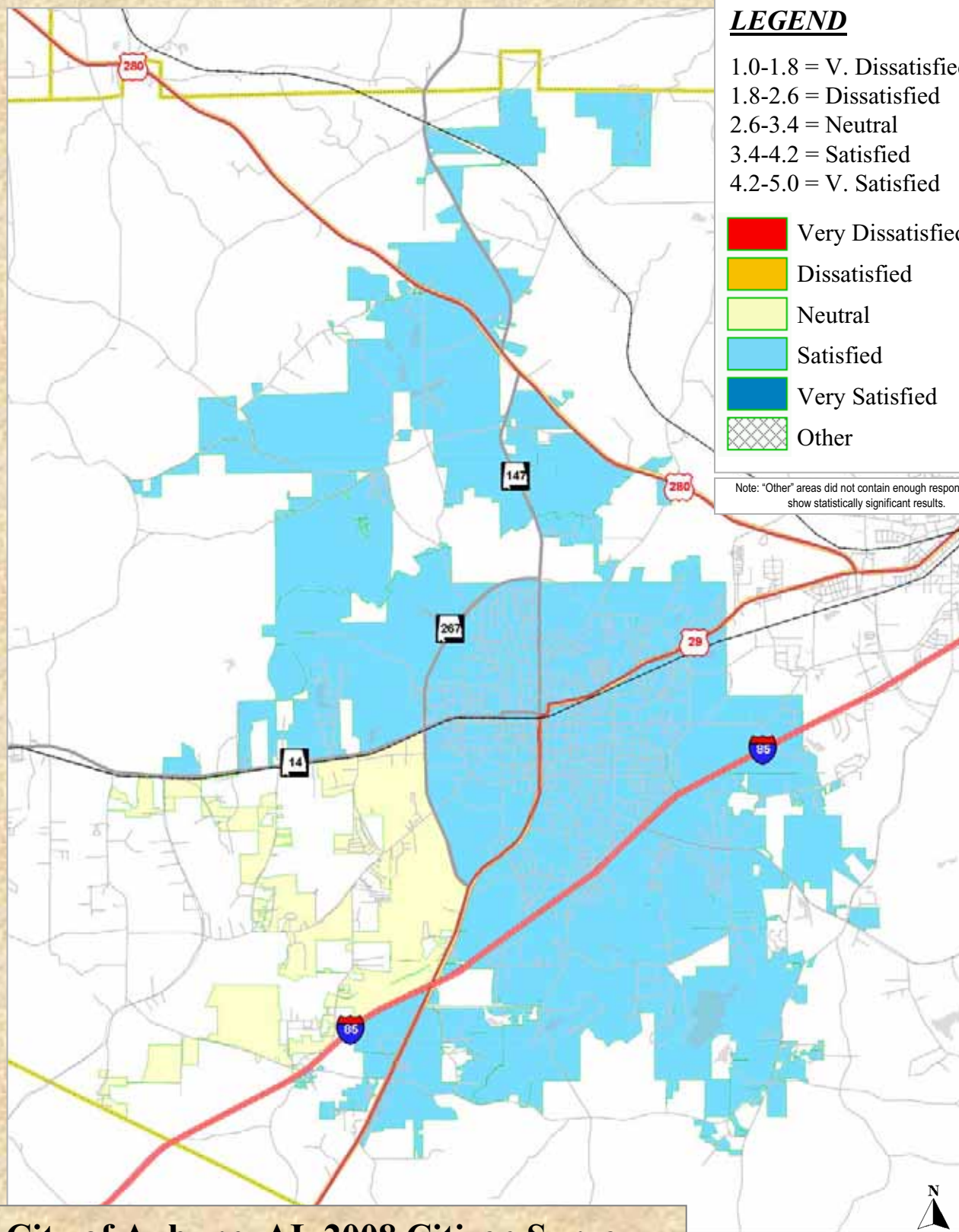
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q18d Satisfaction with the ease of pedestrian travel in Auburn



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q19a Satisfaction with the availability of information about Parks and Recreation programs and services



LEGEND

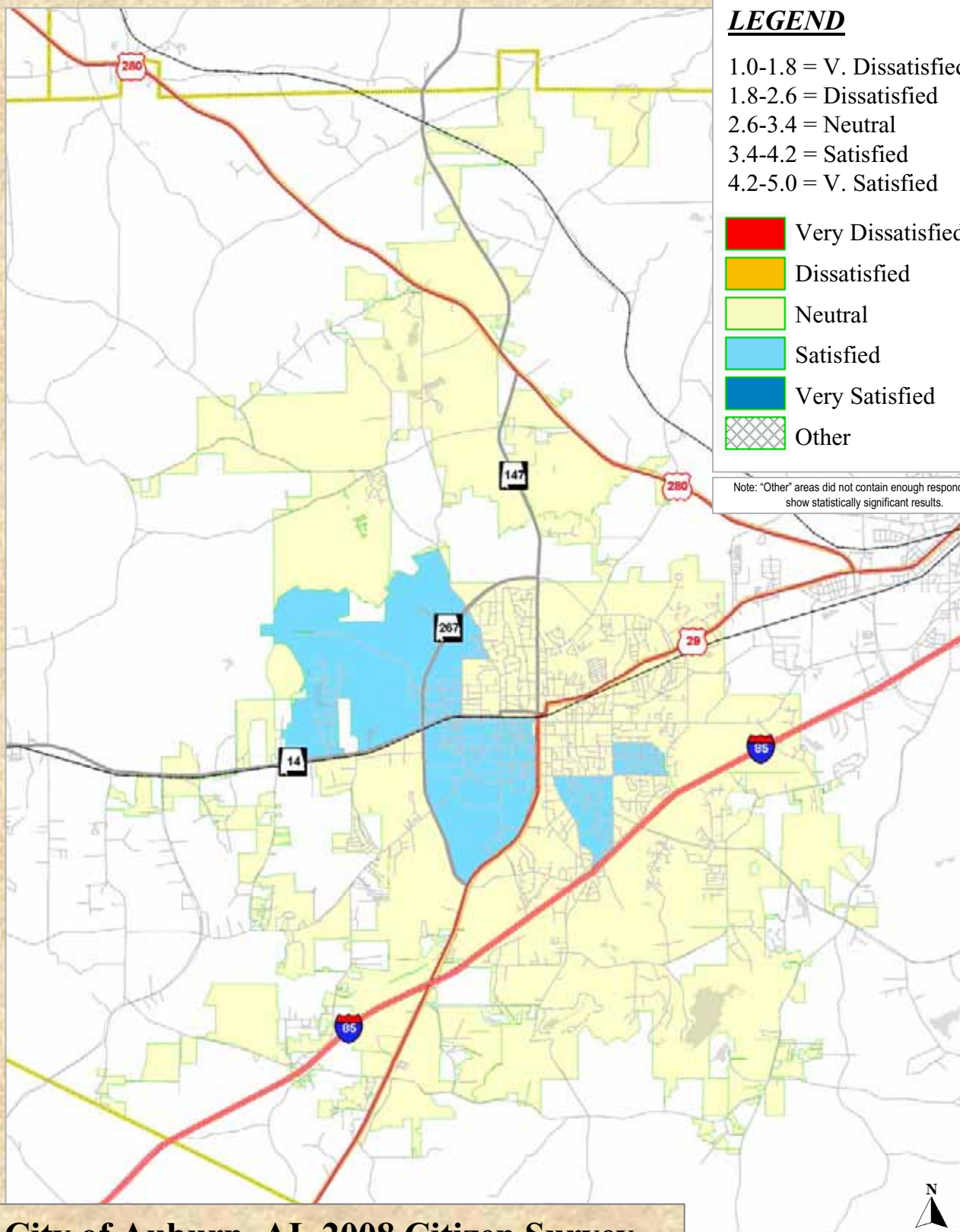
1.0-1.8 = V. Dissatisfied
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 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

■ Very Dissatisfied
■ Dissatisfied
■ Neutral
■ Satisfied
■ Very Satisfied
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

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



LEGEND

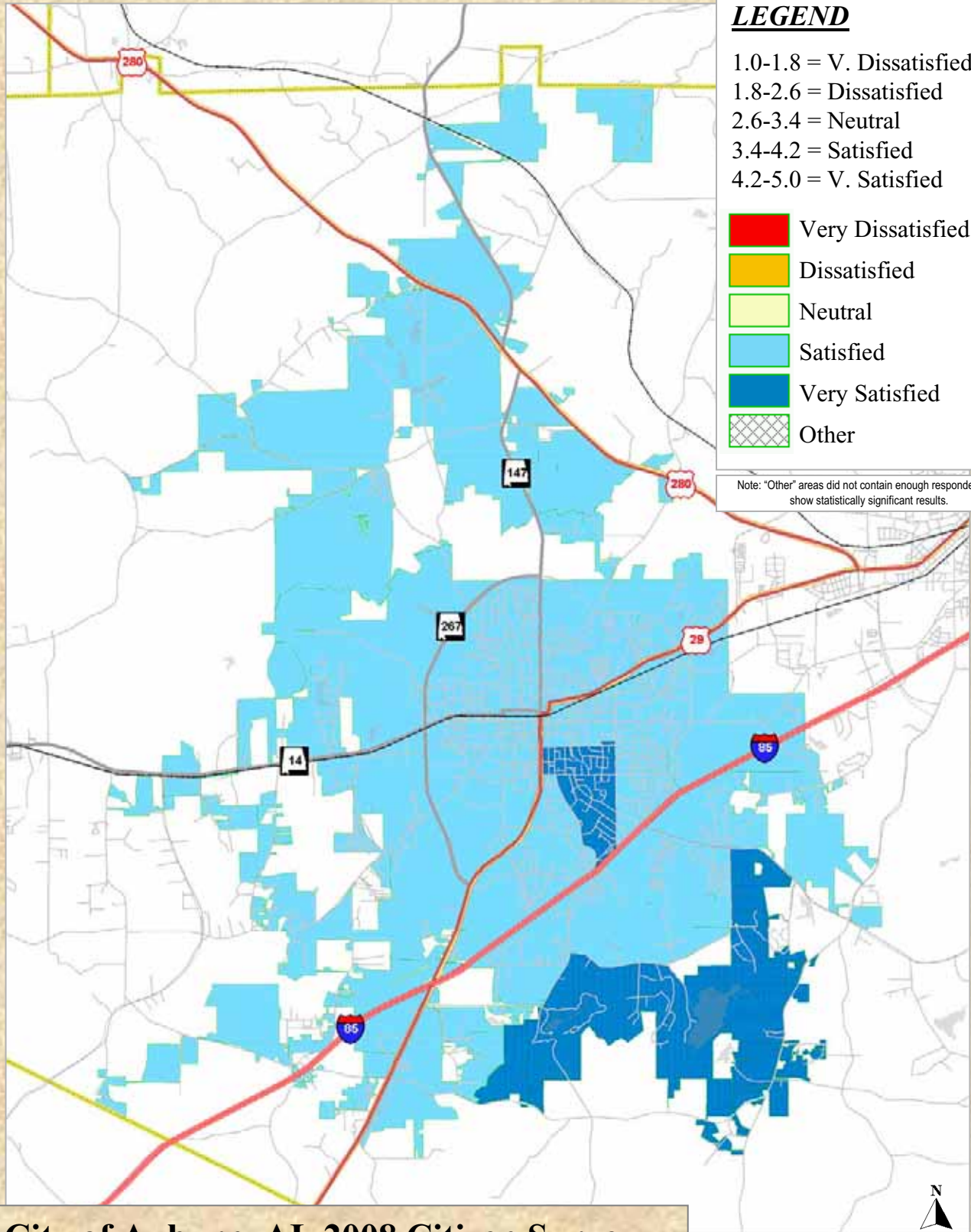
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- 4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

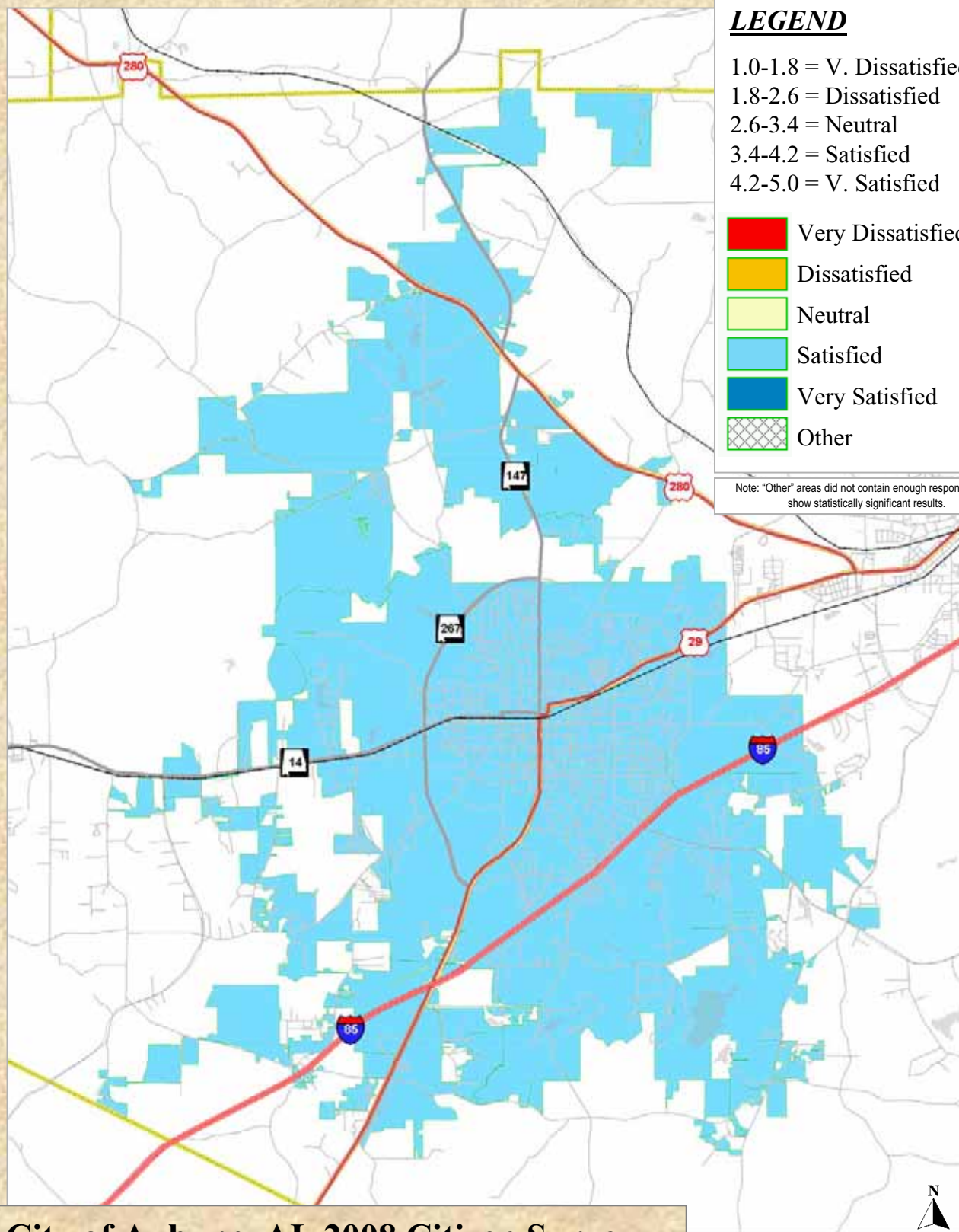
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q19c Satisfaction with the quality of Open Line newsletter



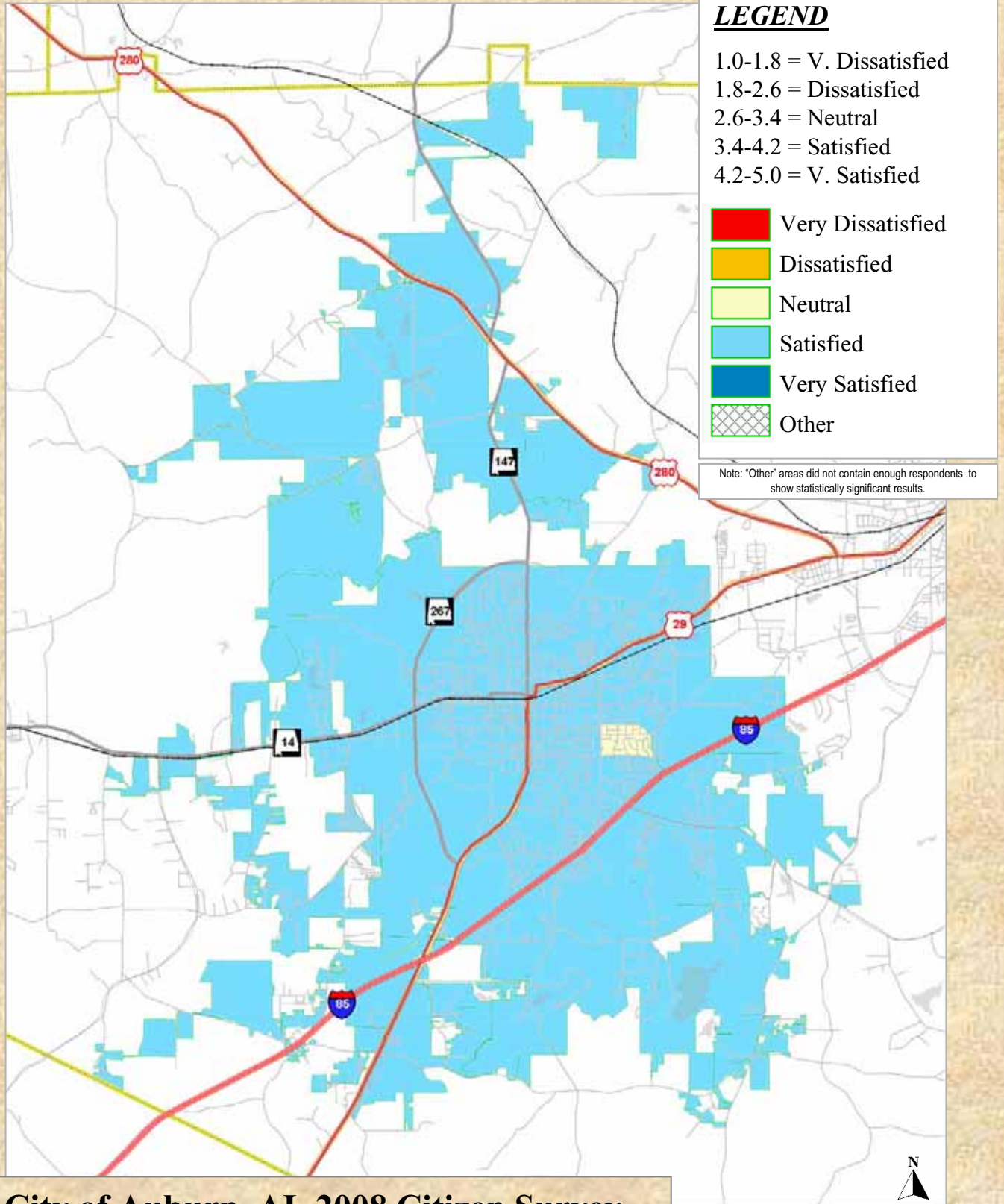
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q19d Satisfaction with the quality of the City's web page



City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

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



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Section 4:
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 (IS) 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 first, second, and third 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 knows=). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Thirteen percent (13%) selected parks and recreation as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 81% of the residents survey rated the city's overall performance in *parks and recreation* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for parks and recreation was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 13% was multiplied by 19% (1-0.81). This calculation yielded an I-S rating of **0.0253**, which was ranked eighth out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years 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 over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. 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 pages.

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/congestion in Auburn	67%	1	42%	10	0.3883	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of City streets/buildings/facilities	48%	2	63%	7	0.1786	2
Enforcement of city codes and ordinances	26%	4	55%	9	0.1175	3
<u>Medium Priority (IS <.10)</u>						
Quality of stormwater runoff/stormwater management	21%	6	62%	8	0.0815	4
Effectiveness of City communication with public	21%	7	68%	6	0.0673	5
Quality of police, fire and ambulance	26%	5	88%	2	0.0324	6
Quality of the City of Auburn's School system	32%	3	90%	1	0.0312	7
Quality of City parks programs/facilities	13%	8	81%	4	0.0253	8
Customer service from City employees	7%	9	79%	5	0.0147	9
Quality of City library facilities/services	6%	10	87%	3	0.0071	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

PARKS and RECREATION

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>						
Walking and biking trails	27%	1	62%	10	0.1012	1
<u>Medium Priority (IS <.10)</u>						
Community recreation centers	19%	4	56%	11	0.0855	2
The number of parks	20%	3	66%	7	0.0666	3
Swimming pools	14%	5	54%	12	0.0648	4
Maintenance of parks	23%	2	84%	1	0.0378	5
Other City recreation programs	10%	7	65%	8	0.0362	6
Fees charged for recreation programs	8%	9	67%	6	0.0268	7
Youth athletic programs	12%	6	78%	4	0.0263	8
Adult athletic programs	7%	11	64%	9	0.0250	9
Maintenance of cemeteries	9%	8	80%	2	0.0181	10
Outdoor athletic fields	7%	10	79%	3	0.0146	11
Ease of registering for programs	4%	12	71%	5	0.0122	12

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.

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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
<i>High Priority (IS .10-.20)</i>						
Enforcement of speed limits in neighborhoods	36%	1	46%	13	0.1937	1
<i>Medium Priority (IS < .10)</i>						
Visibility of police in neighborhoods	25%	3	63%	10	0.0932	2
The City's efforts to prevent crime	24%	4	65%	8	0.0833	3
Enforcement of local traffic laws	20%	5	66%	7	0.0668	4
Visibility of police in retail areas	12%	6	65%	9	0.0414	5
Quality of local police protection	26%	2	85%	2	0.0386	6
Quality of animal control	9%	8	60%	12	0.0337	7
How quickly police respond to emergencies	7%	9	77%	4	0.0168	8
Police safety education programs	4%	11	62%	11	0.0166	9
Quality of local fire protection	11%	7	86%	1	0.0152	10
Quality of local ambulance service	5%	10	75%	5	0.0118	11
How quickly fire personnel respond to emergencies	4%	12	83%	3	0.0069	12
Fire safety education programs	2%	13	69%	6	0.0066	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, 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

CITY MAINTENANCE

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>						
Maintenance of City streets (excl. AU campus)	48%	1	62%	11	0.1832	1
<u>Medium Priority (IS < .10)</u>						
Adequacy of City street lighting	25%	2	64%	10	0.0918	2
Maintenance of City sidewalks (excl. AU campus)	18%	4	67%	9	0.0601	3
Overall cleanliness of City streets/public areas	19%	3	78%	5	0.0413	4
Mowing/trimming along streets/public areas	13%	5	73%	8	0.0362	5
Maintenance of street signs	10%	8	75%	7	0.0256	6
Maintenance of downtown Auburn	13%	6	80%	4	0.0252	7
Maintenance of traffic signals	11%	7	82%	2	0.0186	8
Sewer lines and manholes in the City	6%	10	75%	6	0.0143	9
Water lines and fire hydrants in the City	6%	9	80%	3	0.0121	10
Maintenance of City buildings	4%	11	85%	1	0.0060	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, 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.

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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
<i>Medium Priority (IS < .10)</i>						
Curbside recycling service	39%	1	76%	6	0.0948	1
Yard waste removal service	29%	2	81%	4	0.0563	2
Water service	29%	3	86%	2	0.0418	3
Sanitary sewer service	23%	5	83%	3	0.0376	4
Residential garbage collection service	29%	4	87%	1	0.0368	5
Customer service from the Water Revenue Office	8%	6	79%	5	0.0172	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, 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.

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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>Very High Priority (IS >.20)</u>						
Enforcing zoning regulations in the City	41%	1	44%	5	0.2278	1
<u>High Priority (IS .10-.20)</u>						
Enforcing erosion/sediment control regulations	32%	3	42%	6	0.1895	2
Enforcement of unrelated occupancy regulations	22%	4	39%	7	0.1373	3
<u>Medium Priority (IS < .10)</u>						
Clean up of litter and debris in neighborhoods	34%	2	72%	1	0.0957	4
Enforcement of building codes	16%	5	52%	4	0.0779	5
Enforcing sign regulations in the City	14%	6	61%	3	0.0542	6
Enforcing fire codes & regulations	12%	7	70%	2	0.0362	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, 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.

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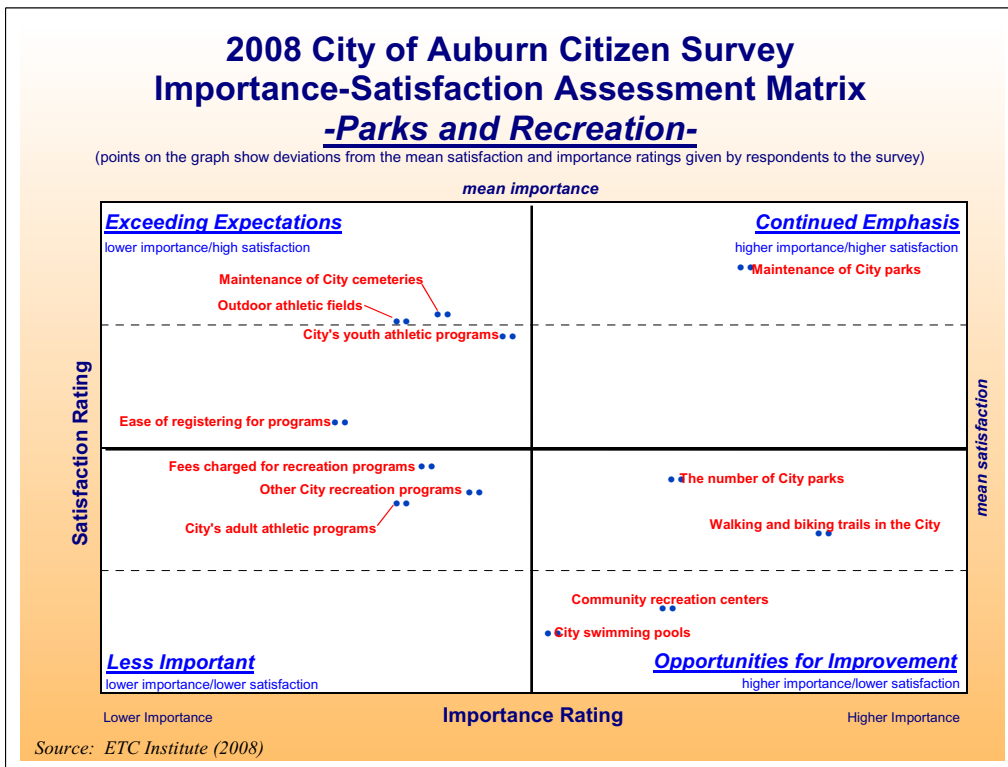
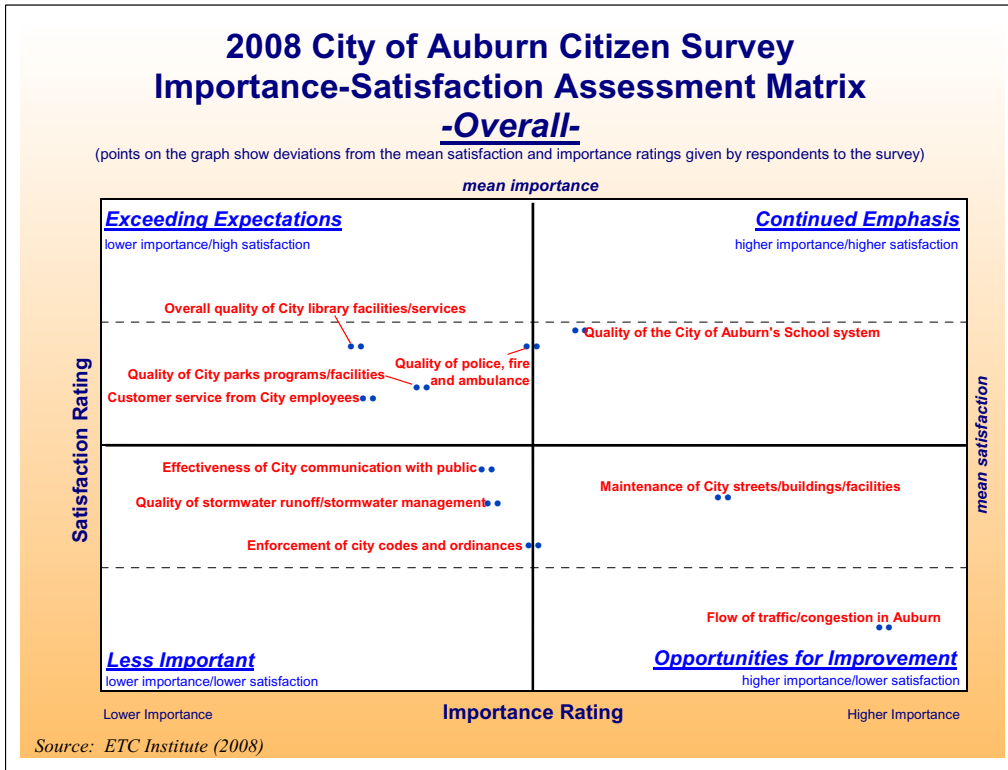
Importance-Satisfaction Matrix Analysis.

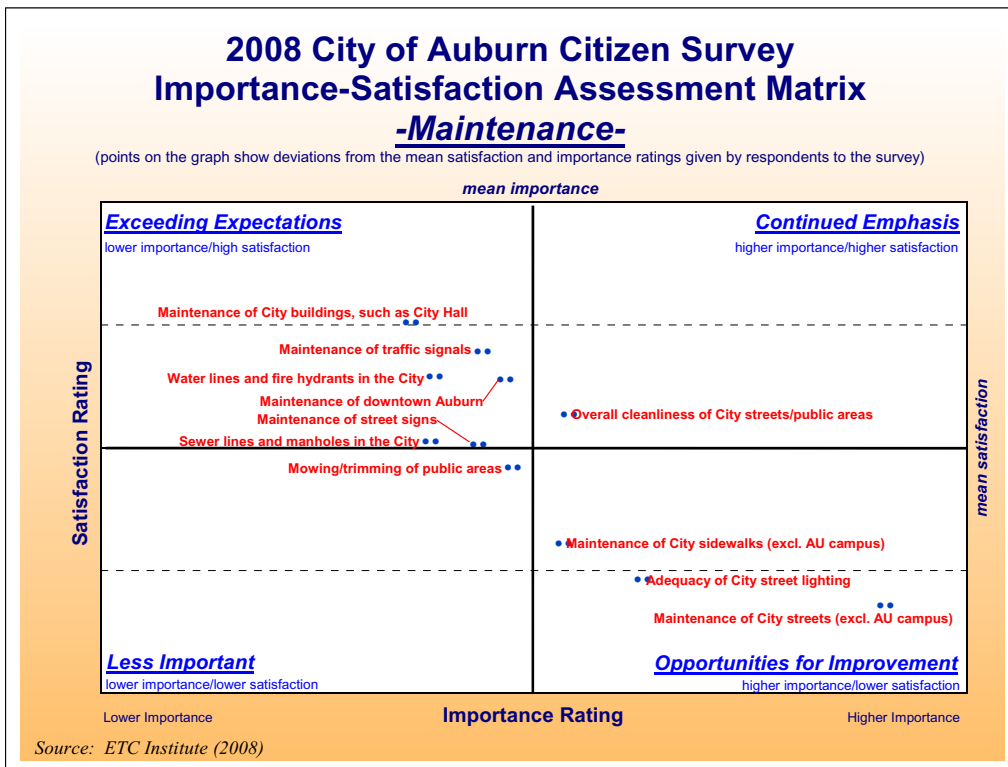
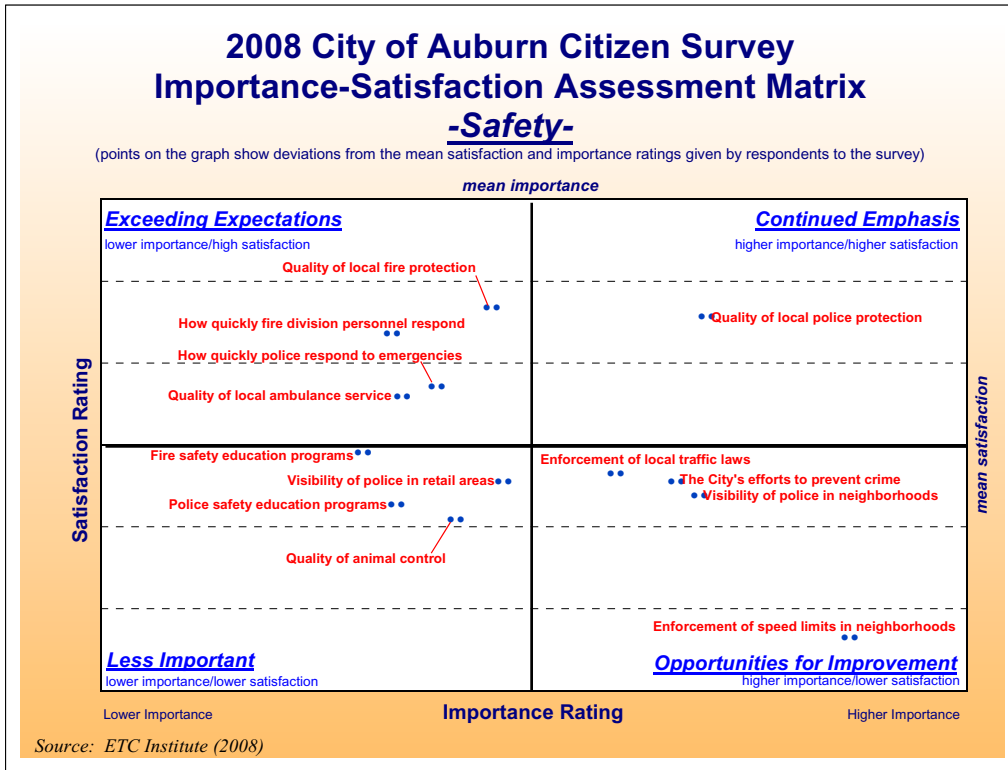
The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed 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).

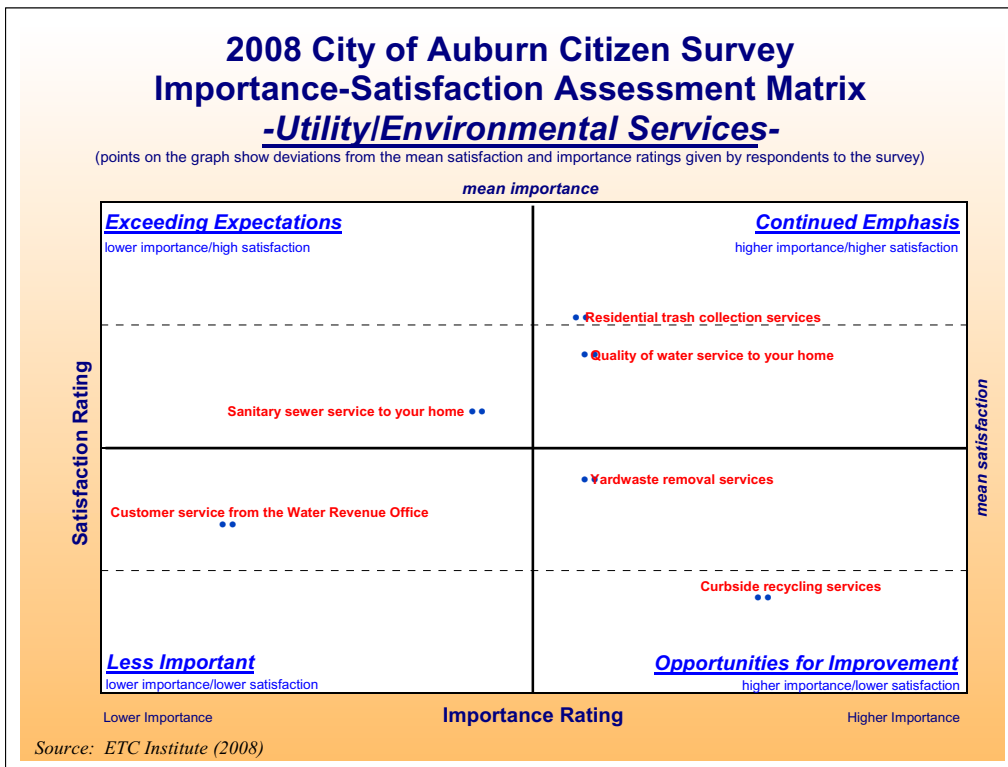
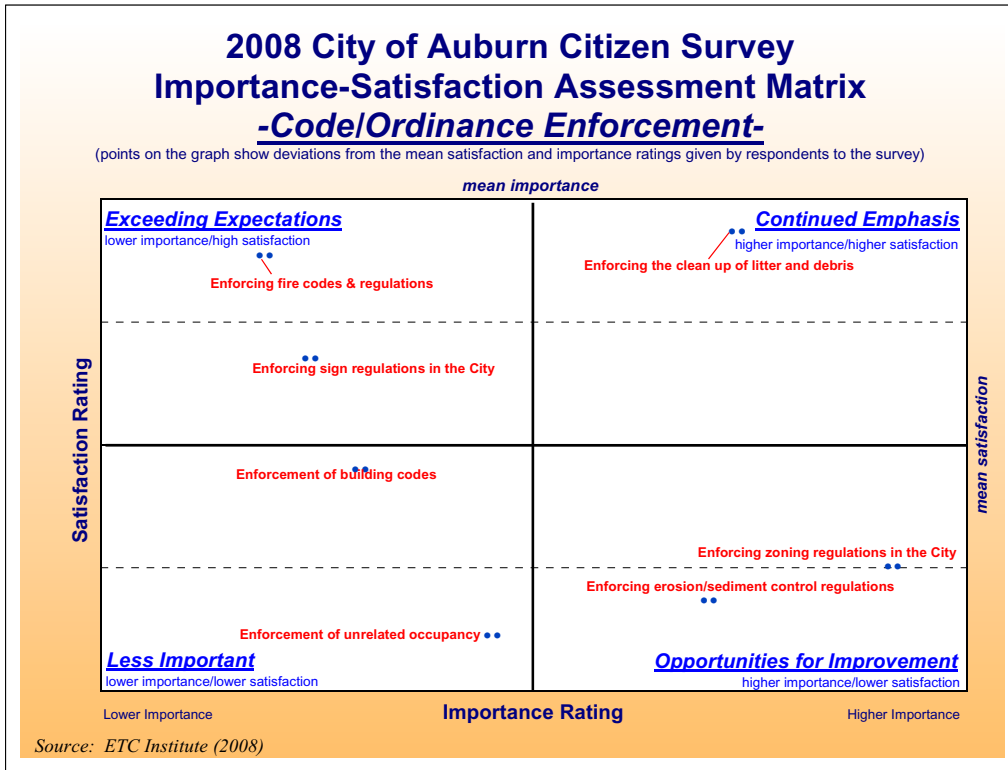
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *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 the City of Auburn are provided on the following pages.







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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q1a Quality of the City’s School system	0.4%	2.0%	5.9%	30.6%	44.2%	17.0%
Q1b Quality of police fire & ambulance services	0.9%	2.9%	8.1%	45.9%	36.9%	5.4%
Q1c Quality of Parks & Recreation programs & facilities	1.0%	3.5%	13.6%	45.8%	30.6%	5.5%
Q1d Maintenance of city streets and facilities	2.1%	12.4%	22.4%	47.6%	14.5%	1.0%
Q1e Enforcement of city codes and ordinances	3.7%	10.8%	26.1%	35.3%	14.4%	9.7%
Q1f Quality of customer service you receive from city employees	1.2%	4.7%	13.6%	47.1%	26.3%	7.2%
Q1g Effectiveness of city communication with the public	2.9%	6.7%	21.8%	44.4%	20.9%	3.3%
Q1h Quality of the City's stormwater runoff/stormwater management system	4.3%	8.0%	21.8%	39.6%	15.8%	10.5%
Q1i Quality of city library facilities & services	1.4%	1.2%	8.9%	39.5%	40.4%	8.6%
Q1j Flow of traffic & congestion management	9.8%	23.0%	25.0%	31.7%	9.7%	0.8%

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.

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a Quality of the City’s School system	0.5%	2.4%	7.1%	36.9%	53.2%
Q1b Quality of police fire & ambulance services	1.0%	3.0%	8.6%	48.5%	39.0%
Q1c Quality of Parks & Recreation programs & facilities	1.1%	3.7%	14.4%	48.4%	32.4%
Q1d Maintenance of city streets and facilities	2.1%	12.5%	22.6%	48.1%	14.7%
Q1e Enforcement of city codes and ordinances	4.1%	12.0%	28.9%	39.1%	15.9%
Q1f Quality of customer service you receive from city employees	1.3%	5.1%	14.6%	50.7%	28.3%
Q1g Effectiveness of city communication with the public	3.0%	6.9%	22.6%	45.9%	21.6%
Q1h Quality of the City's stormwater runoff/ stormwater management system	4.8%	8.9%	24.4%	44.2%	17.7%
Q1i Quality of city library facilities & services	1.6%	1.3%	9.7%	43.2%	44.2%
Q1j Flow of traffic & congestion management	9.9%	23.2%	25.2%	31.9%	9.8%

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

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of the City's School system	127	16.6 %
B=Quality of police fire & ambulance services	57	7.5 %
C=Quality of Parks & Recreation programs & facilities	21	2.7 %
D=Maintenance of city streets and facilities	115	15.0 %
E=Enforcement of city codes and ordinances	55	7.2 %
F=Quality of customer service you receive from city employees	12	1.6 %
G=Effectiveness of city communication with the public	33	4.3 %
H=Quality of the City's stormwater runoff/ stormwater management system	46	6.0 %
I=Quality of city library facilities & services	2	0.3 %
J=Flow of traffic & congestion management	258	33.7 %
Z=None Chosen	39	5.1 %
Total	765	100.0 %

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

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of the City's School system	58	7.6 %
B=Quality of police fire & ambulance services	79	10.3 %
C=Quality of Parks & Recreation programs & facilities	39	5.1 %
D=Maintenance of city streets and facilities	132	17.3 %
E=Enforcement of city codes and ordinances	73	9.5 %
F=Quality of customer service you receive from city employees	22	2.9 %
G=Effectiveness of city communication with the public	55	7.2 %
H=Quality of the City's stormwater runoff/ stormwater management system	66	8.6 %
I=Quality of city library facilities & services	15	2.0 %
J=Flow of traffic & congestion management	140	18.3 %
Z=None Chosen	86	11.2 %
Total	765	100.0 %

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

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of the City's School system	56	7.3 %
B=Quality of police fire & ambulance services	62	8.1 %
C=Quality of Parks & Recreation programs & facilities	41	5.4 %
D=Maintenance of city streets and facilities	120	15.7 %
E=Enforcement of city codes and ordinances	72	9.4 %
F=Quality of customer service you receive from city employees	19	2.5 %
G=Effectiveness of city communication with the public	70	9.2 %
H=Quality of the City's stormwater runoff/ stormwater management system	52	6.8 %
I=Quality of city library facilities & services	25	3.3 %
J=Flow of traffic & congestion management	112	14.6 %
Z=None Chosen	136	17.8 %
Total	765	100.0 %

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

<u>Q2 all 3 choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Quality of the City's School system	241	31.5 %
B=Quality of police fire & ambulance services	198	25.9 %
C=Quality of Parks & Recreation programs & facilities	101	13.2 %
D=Maintenance of city streets and facilities	367	48.0 %
E=Enforcement of city codes and ordinances	200	26.1 %
F=Quality of customer service you receive from city employees	53	6.9 %
G=Effectiveness of city communication with the public	158	20.7 %
H=Quality of the City's stormwater runoff/ stormwater management system	164	21.4 %
I=Quality of city library facilities & services	42	5.5 %
J=Flow of traffic & congestion management	510	66.7 %
Z=None Chosen	39	5.1 %
Total	2073	

Q3. 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.”

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q3a Overall value that you receive for your city tax dollars and fees	1.8%	4.8%	18.5%	53.8%	17.0%	4.1%
Q3b Overall image of the city	1.0%	4.8%	10.6%	49.0%	33.3%	1.2%
Q3c Overall quality of life in the city	0.5%	2.4%	8.6%	48.1%	39.6%	0.8%
Q3d Overall appearance of the city	2.1%	7.8%	15.0%	51.2%	22.9%	0.9%
Q3e Overall quality of city services	0.9%	3.4%	12.3%	57.6%	24.1%	1.7%

Q3. 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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q3a Overall value that you receive for your city tax dollars and fees	1.9%	5.0%	19.2%	56.1%	17.7%
Q3b Overall image of the city	1.1%	4.9%	10.7%	49.6%	33.7%
Q3c Overall quality of life in the city	0.5%	2.4%	8.7%	48.5%	39.9%
Q3d Overall appearance of the city	2.1%	7.9%	15.2%	51.7%	23.1%
Q3e Overall quality of city services	0.9%	3.5%	12.5%	58.6%	24.5%

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=765)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q4a As a place to live	0.4%	1.6%	3.1%	39.5%	55.3%	0.1%
Q4b As a place to raise children	0.4%	0.8%	4.3%	31.5%	59.0%	4.1%
Q4c As a place to work	1.2%	2.9%	12.4%	39.3%	38.4%	5.8%

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:

(Excluding Don't Know)

(N=765)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q4a As a place to live	0.4%	1.6%	3.1%	39.5%	55.4%
Q4b As a place to raise children	0.4%	0.8%	4.5%	32.8%	61.4%
Q4c As a place to work	1.2%	3.1%	13.2%	41.7%	40.8%

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 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.

(N=765)

	Highest Priority 1	2nd Highest Priority 2	3rd Highest Priority 3	4th Highest Priority 4	5th Highest Priority 5	Total
Q5a City school system	283 37.0%	90 11.8%	69 9.0%	44 5.8%	41 5.4%	527 68.9%
Q5b Shopping opportunities	15 2.0%	34 4.4%	47 6.1%	31 4.1%	30 3.9%	157 20.5%
Q5c Traffic management	131 17.1%	128 16.7%	109 14.2%	95 12.4%	56 7.3%	519 67.8%
Q5d Public transportation	24 3.1%	43 5.6%	36 4.7%	45 5.9%	41 5.4%	189 24.7%
Q5e Police protection	82 10.7%	117 15.3%	94 12.3%	72 9.4%	69 9.0%	434 56.7%
Q5f Natural resource protection	42 5.5%	73 9.5%	79 10.3%	47 6.1%	56 7.3%	297 38.8%
Q5g Employment opportunities	37 4.8%	76 9.9%	46 6.0%	49 6.4%	50 6.5%	258 33.7%
Q5h Codes enforcement	19 2.5%	26 3.4%	48 6.3%	37 4.8%	54 7.1%	184 24.1%
Q5i Fire protection	14 1.8%	39 5.1%	68 8.9%	59 7.7%	62 8.1%	242 31.6%
Q5j Zoning & land use	123 16.1%	93 12.2%	75 9.8%	63 8.2%	45 5.9%	399 52.2%
Q5k Sidewalks & bikeways	12 1.6%	36 4.7%	49 6.4%	55 7.2%	53 6.9%	205 26.8%
Q5l Recreational opportunities	8 1.0%	26 3.4%	33 4.3%	41 5.4%	74 9.7%	182 23.8%

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q6a Overall quality of police protection	0.8%	3.8%	9.9%	51.0%	31.0%	3.5%
Q6b Visibility of police in neighborhoods	2.6%	10.1%	23.1%	41.0%	20.7%	2.5%
Q6c Visibility of police in retail areas	1.0%	6.8%	25.9%	43.9%	18.3%	4.1%
Q6d How quickly police respond to emergencies	0.9%	2.6%	14.0%	33.3%	23.8%	25.4%
Q6e Efforts to prevent crime	1.4%	6.4%	21.4%	37.3%	17.1%	16.3%
Q6f Police safety education programs	0.8%	3.0%	22.0%	27.8%	14.4%	32.0%
Q6g enforcement of traffic laws	3.7%	11.4%	17.1%	43.1%	19.0%	5.8%
Q6h Overall quality of fire protection	0.5%	1.7%	9.7%	44.7%	29.5%	13.9%
Q6i Fire personnel emergency response time	0.4%	1.0%	10.1%	31.0%	25.5%	32.0%
Q6j Fire safety education programs	0.5%	1.7%	18.6%	26.4%	18.7%	34.1%
Q6k Quality of local ambulance service	1.2%	2.0%	14.2%	32.7%	20.7%	29.3%
Q6l Quality of animal control	3.3%	8.6%	20.5%	33.6%	15.7%	18.3%
Q6m Enforcement of speed limits in neighborhoods	10.2%	19.6%	21.7%	32.4%	11.2%	4.8%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q6a Overall quality of police protection	0.8%	4.0%	10.2%	52.9%	32.2%
Q6b Visibility of police in neighborhoods	2.7%	10.3%	23.7%	42.1%	21.2%
Q6c Visibility of police in retail areas	1.1%	7.1%	27.0%	45.8%	19.1%
Q6d How quickly police respond to emergencies	1.2%	3.5%	18.7%	44.7%	31.9%
Q6e Efforts to prevent crime	1.7%	7.7%	25.6%	44.5%	20.5%
Q6f Police safety education programs	1.2%	4.4%	32.3%	41.0%	21.2%
Q6g enforcement of traffic laws	3.9%	12.1%	18.2%	45.8%	20.1%
Q6h Overall quality of fire protection	0.6%	2.0%	11.2%	51.9%	34.3%
Q6i Fire personnel emergency response time	0.6%	1.5%	14.8%	45.6%	37.5%
Q6j Fire safety education programs	0.8%	2.6%	28.2%	40.1%	28.4%
Q6k Quality of local ambulance service	1.7%	2.8%	20.1%	46.2%	29.2%
Q6l Quality of animal control	4.0%	10.6%	25.1%	41.1%	19.2%
Q6m Enforcement of speed limits in neighborhoods	10.7%	20.6%	22.8%	34.1%	11.8%

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

<u>Q7 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police protection	149	19.5 %
B=Visibility of police in neighborhoods	107	14.0 %
C=Visibility of police in retail areas	36	4.7 %
D=How quickly police respond to emergencies	29	3.8 %
E=Efforts to prevent crime	106	13.9 %
F=Police safety education programs	15	2.0 %
G=Enforcement of traffic laws	65	8.5 %
H=Overall quality of fire protection	18	2.4 %
I=Fire personnel emergency response time	8	1.0 %
J=Fire safety education programs	5	0.7 %
K=Quality of local ambulance service	14	1.8 %
L=Quality of animal control	28	3.7 %
M=Enforcement of speed limits in neighborhoods	143	18.7 %
Z=None Chosen	42	5.5 %
Total	765	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 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police protection	49	6.4 %
B=Visibility of police in neighborhoods	87	11.4 %
C=Visibility of police in retail areas	54	7.1 %
D=How quickly police respond to emergencies	26	3.4 %
E=Efforts to prevent crime	76	9.9 %
F=Police safety education programs	18	2.4 %
G=Enforcement of traffic laws	85	11.1 %
H=Overall quality of fire protection	66	8.6 %
I=Fire personnel emergency response time	24	3.1 %
J=Fire safety education programs	11	1.4 %
K=Quality of local ambulance service	23	3.0 %
L=Quality of animal control	37	4.8 %
M=Enforcement of speed limits in neighborhoods	131	17.1 %
Z=None Chosen	78	10.2 %
Total	765	100.0 %

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

Q7 both choices combined	Number	Percent
A=Overall quality of police protection	198	25.9 %
B=Visibility of police in neighborhoods	194	25.4 %
C=Visibility of police in retail areas	90	11.8 %
D=How quickly police respond to emergencies	55	7.2 %
E=Efforts to prevent crime	182	23.8 %
F=Police safety education programs	33	4.3 %
G=Enforcement of traffic laws	150	19.6 %
H=Overall quality of fire protection	84	11.0 %
I=Fire personnel emergency response time	32	4.2 %
J=Fire safety education programs	16	2.1 %
K=Quality of local ambulance service	37	4.8 %
L=Quality of animal control	65	8.5 %
M=Enforcement of speed limits in neighborhoods	274	35.8 %
Z=None Chosen	42	5.5 %
Total	1452	

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q8a Clean up of debris/litter in neighborhoods	4.4%	9.3%	13.9%	44.8%	25.0%	2.6%
Q8b Sign regulations	2.9%	9.0%	22.6%	41.6%	13.1%	10.8%
Q8c Zoning regulations	7.1%	17.1%	24.2%	30.2%	8.4%	13.1%
Q8d Unrelated occupancy regulations	6.4%	13.7%	26.0%	21.6%	7.6%	24.7%
Q8e Building codes.....	2.9%	8.2%	25.5%	30.1%	9.9%	23.4%
Q8f Erosion & sediment control regulations	6.1%	14.0%	24.1%	23.5%	7.8%	24.4%
Q8g Fire codes and regulation	0.9%	1.6%	20.1%	38.8%	12.9%	25.6%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q8a Clean up of debris/litter in neighborhoods	4.6%	9.5%	14.2%	46.0%	25.6%
Q8b Sign regulations	3.2%	10.1%	25.4%	46.6%	14.7%
Q8c Zoning regulations	8.1%	19.7%	27.8%	34.7%	9.6%
Q8d Unrelated occupancy regulations	8.5%	18.2%	34.5%	28.6%	10.1%
Q8e Building codes	3.8%	10.8%	33.3%	39.2%	13.0%
Q8f Erosion & sediment control regulations	8.1%	18.5%	31.8%	31.1%	10.4%
Q8g Fire codes and regulation	1.2%	2.1%	27.1%	52.2%	17.4%

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?

Q9 1 st choice	Number	Percent
A=Clean up of debris/litter in neighborhoods	180	23.5 %
B=Sign regulations	42	5.5 %
C=Zoning regulations	196	25.6 %
D=Unrelated occupancy regulations	89	11.6 %
E=Building codes	52	6.8 %
F=Erosion & sediment control regulations	97	12.7 %
G=Fire codes and regulation	30	3.9 %
Z=None Chosen	79	10.3 %
Total	765	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 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Clean up of debris/litter in neighborhoods	78	10.2 %
B=Sign regulations	65	8.5 %
C=Zoning regulations	117	15.3 %
D=Unrelated occupancy regulations	83	10.8 %
E=Building codes	73	9.5 %
F=Erosion & sediment control regulations	151	19.7 %
G=Fire codes and regulation	61	8.0 %
Z=None Chosen	137	17.9 %
Total	765	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 both choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Clean up of debris/litter in neighborhoods	258	33.7 %
B=Sign regulations	107	14.0 %
C=Zoning regulations	313	40.9 %
D=Unrelated occupancy regulations	172	22.5 %
E=Building codes.....	125	16.3 %
F=Erosion & sediment control regulations	248	32.4 %
G=Fire codes and regulation	91	11.9 %
Z=None Chosen	79	10.3 %
Total	1393	

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q10a Residential garbage collection service	2.9%	2.9%	6.8%	40.4%	44.4%	2.6%
Q10b Curbside recycling service	2.7%	6.7%	12.7%	34.4%	34.2%	9.3%
Q10c Yard waste removal service	1.8%	5.6%	11.1%	38.0%	39.0%	4.4%
Q10d Sanitary sewer service	1.2%	2.1%	11.1%	43.1%	29.0%	13.5%
Q10e Water service	1.3%	2.4%	10.3%	45.8%	36.9%	3.4%
Q10f Water Revenue Office customer service	1.4%	1.6%	13.6%	33.2%	28.4%	21.8%

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.” \

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q10a Residential garbage collection service	3.0%	3.0%	7.0%	41.5%	45.6%
Q10b Curbside recycling service	3.0%	7.3%	14.0%	37.9%	37.8%
Q10c Yard waste removal service	1.9%	5.9%	11.6%	39.8%	40.8%
Q10d Sanitary sewer service	1.4%	2.4%	12.8%	49.8%	33.5%
Q10e Water service	1.4%	2.4%	10.7%	47.4%	38.2%
Q10f Water Revenue Office customer service	1.8%	2.0%	17.4%	42.5%	36.3%

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 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Residential garbage collection service	153	20.0 %
B=Curbside recycling service	192	25.1 %
C=Yard waste removal service	71	9.3 %
D=Sanitary sewer service	75	9.8 %
E=Water service	112	14.6 %
F=Water Revenue Office customer service	30	3.9 %
Z=None Chosen	132	17.3 %
Total	765	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 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Residential garbage collection service	65	8.5 %
B=Curbside recycling service	106	13.9 %
C=Yard waste removal service	151	19.7 %
D=Sanitary sewer service	97	12.7 %
E=Water service	110	14.4 %
F=Water Revenue Office customer service	32	4.2 %
Z=None Chosen	204	26.7 %
Total	765	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 both choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Residential garbage collection service	218	28.5 %
B=Curbside recycling service	298	39.0 %
C=Yard waste removal service	222	29.0 %
D=Sanitary sewer service	172	22.5 %
E=Water service	222	29.0 %
F=Water Revenue Office customer service	62	8.1 %
Z=None Chosen	132	17.3 %
Total	1326	

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q12a Maintenance of streets (not including those on the AU campus)	3.5%	11.1%	23.2%	49.2%	11.4%	1.6%
Q12b Maintenance of sidewalks (not including those on the AU campus)	1.4%	7.8%	22.7%	50.2%	13.7%	4.1%
Q12c Maintenance of street signs	1.0%	5.9%	17.6%	54.6%	18.0%	2.7%
Q12d Maintenance of traffic signals	1.3%	3.0%	12.8%	58.7%	21.4%	2.7%
Q12e Maintenance of downtown Auburn	0.8%	3.7%	14.9%	54.4%	23.0%	3.3%
Q12f Maintenance of city buildings	0.0%	1.3%	12.9%	55.2%	23.4%	7.2%
Q12g Mowing and trimming along streets and other public areas	1.4%	7.2%	18.0%	50.1%	21.6%	1.7%
Q12h Overall cleanliness of streets and other public areas	1.0%	6.0%	15.4%	54.5%	21.2%	1.8%
Q12i Adequacy of city street lighting	3.0%	11.2%	21.2%	46.7%	15.6%	2.4%
Q12j Water lines and fire hydrants	0.4%	2.5%	14.9%	53.5%	18.6%	10.2%
Q12k Sewer lines and manholes	0.4%	3.4%	17.6%	48.8%	15.4%	14.4%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q12a Maintenance of streets (not including those on the AU campus)	3.6%	11.3%	23.5%	50.0%	11.6%
Q12b Maintenance of sidewalks (not including those on the AU campus)	1.5%	8.2%	23.7%	52.3%	14.3%
Q12c Maintenance of street signs	1.1%	6.0%	18.1%	56.2%	18.5%
Q12d Maintenance of traffic signals	1.3%	3.1%	13.2%	60.3%	22.0%
Q12e Maintenance of downtown Auburn	0.8%	3.8%	15.4%	56.2%	23.8%
Q12f Maintenance of city buildings	0.0%	1.4%	13.9%	59.4%	25.2%
Q12g Mowing and trimming along streets and other public areas	1.5%	7.3%	18.4%	50.9%	21.9%
Q12h Overall cleanliness of streets and other public areas	1.1%	6.1%	15.7%	55.5%	21.6%
Q12i Adequacy of city street lighting	3.1%	11.5%	21.7%	47.8%	15.9%
Q12j Water lines and fire hydrants	0.4%	2.8%	16.6%	59.5%	20.7%
Q12k Sewer lines and manholes	0.5%	4.0%	20.6%	56.9%	18.0%

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

Q13 1 st choice	Number	Percent
A=Maintenance of streets	278	36.3 %
B=Maintenance of sidewalks	55	7.2 %
C=Maintenance of street signs	46	6.0 %
D=Maintenance of traffic signals	34	4.4 %
E=Maintenance of downtown Auburn	47	6.1 %
F=Maintenance of city buildings	7	0.9 %
G=Mowing and trimming along streets and other public areas	33	4.3 %
H=Overall cleanliness of streets and other public areas	50	6.5 %
I=Adequacy of city street lighting	86	11.2 %
J=Water lines and fire hydrants	23	3.0 %
K=Sewer lines and manholes	18	2.4 %
Z=None Chosen	88	11.5 %
Total	765	100.0 %

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

Q13 2nd choice	Number	Percent
A=Maintenance of streets	87	11.4 %
B=Maintenance of sidewalks	83	10.8 %
C=Maintenance of street signs	31	4.1 %
D=Maintenance of traffic signals	47	6.1 %
E=Maintenance of downtown Auburn	50	6.5 %
F=Maintenance of city buildings	23	3.0 %
G=Mowing and trimming along streets and other public areas	69	9.0 %
H=Overall cleanliness of streets and other public areas	92	12.0 %
I=Adequacy of city street lighting	108	14.1 %
J=Water lines and fire hydrants	24	3.1 %
K=Sewer lines and manholes	25	3.3 %
Z=None Chosen	126	16.5 %
Total	765	100.0 %

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

<u>Q13 both choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of streets	365	47.7 %
B=Maintenance of sidewalks	138	18.0 %
C=Maintenance of street signs	77	10.1 %
D=Maintenance of traffic signals	81	10.6 %
E=Maintenance of downtown Auburn	97	12.7 %
F=Maintenance of city buildings	30	3.9 %
G=Mowing and trimming along streets and other public areas	102	13.3 %
H=Overall cleanliness of streets and other public areas	142	18.6 %
I=Adequacy of city street lighting	194	25.4 %
J=Water lines and fire hydrants	47	6.1 %
K=Sewer lines and manholes	43	5.6 %
Z=None Chosen	88	11.5 %
Total	1404	

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=765)

	Very Unsafe 1	Safe 2	Neutral 3	Safe 4	Very Safe 5	Don't Know 9
Q14a In your neighborhood during the day	0.1%	0.7%	4.4%	33.2%	60.8%	0.8%
Q14b In your neighborhood at night	0.8%	3.5%	9.9%	46.8%	37.9%	1.0%
Q14c In the City’s parks	0.4%	3.8%	21.3%	43.7%	16.1%	14.8%
Q14d In commercial and retail areas	0.1%	4.3%	17.3%	51.5%	24.7%	2.1%
Q14e Downtown Auburn	0.0%	2.0%	12.2%	50.2%	31.8%	3.9%
Q14f Overall feeling of safety in Auburn	0.0%	2.2%	7.6%	56.2%	33.1%	0.9%

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.”

(Excluding Don't Know)

(N=765)

	Very Unsafe 1	Safe 2	Neutral 3	Safe 4	Very Safe 5
Q14a In your neighborhood during the day	0.1%	0.7%	4.5%	33.5%	61.3%
Q14b In your neighborhood at night	0.8%	3.6%	10.0%	47.3%	38.3%
Q14c In the City's parks	0.5%	4.4%	25.0%	51.2%	18.9%
Q14d In commercial and retail areas	0.1%	4.4%	17.6%	52.6%	25.2%
Q14e Downtown Auburn	0.0%	2.0%	12.7%	52.2%	33.1%
Q14f Overall feeling of safety in Auburn	0.0%	2.2%	7.7%	56.7%	33.4%

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q15a Overall quality of leadership provided by the City's elected officials	4.1%	10.7%	18.2%	43.4%	16.1%	7.6%
Q15b Overall effectiveness of appointed boards and commissions	3.9%	10.2%	24.7%	36.9%	13.7%	10.6%
Q15c Overall effectiveness of the City Manager	2.5%	6.1%	23.5%	39.2%	17.4%	11.2%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q15a Overall quality of leadership provided by the City's elected officials	4.4%	11.6%	19.7%	47.0%	17.4%
Q15b Overall effectiveness of appointed boards and commissions	4.4%	11.4%	27.6%	41.2%	15.4%
Q15c Overall effectiveness of the City Manager	2.8%	6.9%	26.5%	44.2%	19.6%

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q16a Maintenance of parks	0.7%	2.4%	11.9%	52.5%	23.1%	9.4%
Q16b Maintenance of cemeteries	0.8%	1.8%	13.2%	40.5%	21.8%	21.8%
Q16c Number of parks	2.5%	10.5%	17.9%	39.3%	20.9%	8.9%
Q16d Walking and biking trails	2.7%	11.5%	20.3%	35.9%	20.0%	9.5%
Q16e Swimming pools	2.2%	9.9%	22.1%	27.3%	12.4%	26.0%
Q16f Community recreation centers	1.8%	9.0%	24.7%	31.6%	13.1%	19.7%
Q16g Outdoor athletic fields	0.9%	2.5%	14.1%	41.6%	24.7%	16.2%
Q16h Youth athletic programs	0.8%	1.8%	14.1%	35.3%	23.7%	24.3%
Q16i Adult athletic programs	0.8%	3.9%	19.6%	29.5%	14.2%	31.9%
Q16j Other city recreation programs	1.0%	5.1%	19.7%	32.3%	16.2%	25.6%
Q16k Ease of registering for programs	1.0%	4.1%	16.6%	35.0%	17.8%	25.5%
Q16l Fees charged for recreation programs	1.2%	4.7%	18.7%	34.5%	16.1%	24.8%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q16a Maintenance of parks	0.7%	2.6%	13.1%	58.0%	25.5%
Q16b Maintenance of cemeteries	1.0%	2.3%	16.9%	51.8%	27.9%
Q16c Number of parks	2.7%	11.5%	19.7%	43.2%	23.0%
Q16d Walking and biking trails	3.0%	12.7%	22.4%	39.7%	22.1%
Q16e Swimming pools	3.0%	13.4%	29.9%	36.9%	16.8%
Q16f Community recreation centers	2.3%	11.2%	30.8%	39.4%	16.3%
Q16g Outdoor athletic fields	1.1%	3.0%	16.8%	49.6%	29.5%
Q16h Youth athletic programs	1.0%	2.4%	18.7%	46.6%	31.3%
Q16i Adult athletic programs	1.2%	5.8%	28.8%	43.4%	20.9%
Q16j Other city recreation programs	1.4%	6.9%	26.5%	43.4%	21.8%
Q16k Ease of registering for programs	1.4%	5.4%	22.3%	47.0%	23.9%
Q16l Fees charged for recreation programs	1.6%	6.3%	24.9%	45.9%	21.4%

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

Q17 1 st choice	Number	Percent
A=Maintenance of parks	108	14.1 %
B=Maintenance of cemeteries	32	4.2 %
C=Number of parks	89	11.6 %
D=Walking and biking trails	105	13.7 %
E=Swimming pools	59	7.7 %
F=Community recreation centers	75	9.8 %
G=Outdoor athletic fields	21	2.7 %
H=Youth athletic programs	50	6.5 %
I=Adult athletic programs	18	2.4 %
J=Other city recreation programs	37	4.8 %
K=Ease of registering for programs	16	2.1 %
L=Fees charged for recreation programs	24	3.1 %
Z=None Chosen	131	17.1 %
Total	765	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?

Q17 2nd choice	Number	Percent
A=Maintenance of parks	67	8.8 %
B=Maintenance of cemeteries	36	4.7 %
C=Number of parks	62	8.1 %
D=Walking and biking trails	98	12.8 %
E=Swimming pools	48	6.3 %
F=Community recreation centers	73	9.5 %
G=Outdoor athletic fields	33	4.3 %
H=Youth athletic programs	41	5.4 %
I=Adult athletic programs	35	4.6 %
J=Other city recreation programs	43	5.6 %
K=Ease of registering for programs	16	2.1 %
L=Fees charged for recreation programs	39	5.1 %
Z=None Chosen	174	22.7 %
Total	765	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?

Q17 both choices combined	Number	Percent
A=Maintenance of parks	175	22.9 %
B=Maintenance of cemeteries	68	8.9 %
C=Number of parks	151	19.7 %
D=Walking and biking trails	203	26.5 %
E=Swimming pools	107	14.0 %
F=Community recreation centers	148	19.3 %
G=Outdoor athletic fields	54	7.1 %
H=Youth athletic programs	91	11.9 %
I=Adult athletic programs	53	6.9 %
J=Other city recreation programs	80	10.5 %
K=Ease of registering for programs	32	4.2 %
L=Fees charged for recreation programs	63	8.2 %
Z=None Chosen	131	17.1 %
Total	1356	

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q18a Ease of north-south travel in Auburn by car	6.4%	24.7%	24.1%	36.1%	6.5%	2.2%
Q18b Ease of east-west travel in Auburn by car	5.1%	19.1%	27.2%	37.9%	8.1%	2.6%
Q18c Ease of travel by bicycle in Auburn	6.9%	12.7%	22.0%	15.7%	6.0%	36.7%
Q18d Ease of pedestrian travel in Auburn	5.5%	12.8%	24.2%	30.7%	12.0%	14.8%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q18a Ease of north-south travel in Auburn by car	6.6%	25.3%	24.6%	36.9%	6.7%
Q18b Ease of east-west travel in Auburn by car	5.2%	19.6%	27.9%	38.9%	8.3%
Q18c Ease of travel by bicycle in Auburn	11.0%	20.0%	34.7%	24.8%	9.5%
Q18d Ease of pedestrian travel in Auburn	6.4%	15.0%	28.4%	36.0%	14.1%

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=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q19a Availability of information about Parks and Recreation programs and services	1.3%	5.4%	16.7%	43.5%	21.8%	11.2%
Q19b Level of public involvement in local decision making	6.0%	14.8%	25.0%	30.6%	8.5%	15.2%
Q19c Quality of Open Line newsletter	0.5%	1.6%	15.4%	44.6%	21.3%	16.6%
Q19d Quality of the City's web page	1.3%	2.2%	19.5%	36.7%	14.6%	25.6%
Q19e Availability of information on other city services and programs	1.7%	5.2%	24.6%	38.0%	13.3%	17.1%

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.”

(Excluding Don't Know)

(N=765)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q19a Availability of information about Parks and Recreation programs and services	1.5%	6.0%	18.9%	49.0%	24.6%
Q19b Level of public involvement in local decision making	7.1%	17.4%	29.4%	36.1%	10.0%
Q19c Quality of Open Line newsletter	0.6%	1.9%	18.5%	53.4%	25.5%
Q19d Quality of the City's web page	1.8%	3.0%	26.2%	49.4%	19.7%
Q19e Availability of information on other city services and programs	2.1%	6.3%	29.7%	45.9%	16.1%

Q20. Do you have access to the Internet at your home?

Q20 Do you have access to the Internet at your home	Number	Percent
1=Yes	668	87.3 %
2=No	86	11.2 %
9=Not Provided	11	1.4 %
Total	765	100.0 %

Q20a. Do you have high speed, broadband or dial-up Internet access at your home?

Q20a Do you have high speed broadband or dial-up Internet access at your home	Number	Percent
1=Broadband DSL/Cable	564	84.4 %
2=Dial-up	73	10.9 %
3=Broadband Satellite	13	1.9 %
9=Don't Know	18	2.7 %
Total	668	100.0 %

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

Q21 Have you called the city with a question	Number	Percent
1=Yes	337	44.1 %
2=No	419	54.8 %
9=Not Provided	9	1.2 %
Total	765	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
1=Very Easy	163	48.4 %
2=Somewhat Easy	123	36.5 %
3=Difficult	32	9.5 %
4=Very Difficult	17	5.0 %
9=Not Provided	2	0.6 %
Total	337	100.0 %

Q21b. What department did you contact?

<u>Q21b What department did you contact</u>	<u>Number</u>	<u>Percent</u>
01=Police	90	26.7 %
02=Fire	6	1.8 %
03=Planning	41	12.2 %
04=Parks and Recreation	60	17.8 %
05=Finance	24	7.1 %
06=Water Revenue Office	63	18.7 %
07=City Manager's Office	32	9.5 %
08=Environmental Services	112	33.2 %
09=Codes Enforcement	41	12.2 %
10=Public Works	26	7.7 %
11=Water Resource Management	32	9.5 %
12=Other	26	7.7 %
99=None Chosen	6	1.8 %
Total	559	

Q21b. What department did you contact? (Other Responses)

<u>Q21b Other Responses</u>	<u>Number</u>	<u>Percent</u>
ADMINISTRATION	1	4.2 %
ANIMAL CONTROL	7	29.2 %
BOARD OF EDUCATION	1	4.2 %
CEMETERY-PARKS & REC	1	4.2 %
CITY COMMUNICATION	1	4.2 %
CITY COUNCIL	1	4.2 %
CITY COUNCIL PERSON	1	4.2 %
CIYT COUNCIL MEETING	1	4.2 %
DOG LICENSE	1	4.2 %
ENGINEERING, CITY HALL	1	4.2 %
LITTER ON RIGHT OF WAY	1	4.2 %
MAYOR	1	4.2 %
NEED RED LIGHT STAGE/DEAN	1	4.2 %
STREET CLEAN UP	1	4.2 %
STREET LIGHTS	1	4.2 %
TRANSIT	1	4.2 %
VOTING	1	4.2 %
WORKERS WHO ARE NOT LICENSE	1	4.2 %
Total	24	100.0 %

Q21c. Was the department you contacted responsive to your issue?

Q21c Was the department you contacted responsive to your issue	Number	Percent
1=Yes	262	77.7 %
2=No	51	15.1 %
9=Don't Know	24	7.1 %
Total	337	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 AU students have had a positive impact on your neighborhood	Number	Percent
1=Positive	224	29.3 %
2=Negative	131	17.1 %
3=No Impact	351	45.9 %
9=Don't Know	59	7.7 %
Total	765	100.0 %

Q23. The City of Auburn is considering ways to fund stormwater improvements in the community. The improvements would reduce flooding and help protect the quality of water in lakes and streams in the area. Knowing this, how much would you be willing to add to your monthly utility bill to fund stormwater improvements in Auburn?

Q23 How much would you be willing to add to your monthly utility bill	Number	Percent
1=Nothing	175	22.9 %
2=Up To \$1	115	15.0 %
3=Up To \$2	123	16.1 %
4=Up To \$3	71	9.3 %
5=Up To \$4	21	2.7 %
6=Up To \$5	102	13.3 %
7=More than \$5	41	5.4 %
9=Don't Know	117	15.3 %
Total	765	100.0 %

Q24. 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?

Q24 Do you believe that Auburn is building sufficient infrastructure	Number	Percent
1=Yes	264	34.5 %
2=No	294	38.4 %
9=Don't Know	207	27.1 %
Total	765	100.0 %

Q25. Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

Q25 Should the city continue pursuing industrial and commercial projects	Number	Percent
1=Yes	519	67.8 %
2=No	169	22.1 %
9=Don't Know	77	10.1 %
Total	765	100.0 %

Q26. How often do you use the City's bicycle lanes and facilities?

Q26 How often do you use the City's bicycle lanes	Number	Percent
1=Monthly	25	3.3 %
2=Weekly	77	10.1 %
3=Daily	38	5.0 %
4=Occasionally	186	24.3 %
5=Never	439	57.4 %
Total	765	100.0 %

Q27. What priority would you place on the following projects? [please indicate priority, with 1 being the HIGHEST priority and 10 being the LOWEST priority]

	<u>Mean</u>
Q27a Expanded police protection & facilities	3.19
Q27b Expanded fire protection & facilities	4.15
Q27c Renovation of Frank Brown Rec Center	5.91
Q27d Road resurfacing & reconstruction	3.48
Q27e Additional downtown parking	3.98
Q27f North Donahue/Magnolia intersection improvements	5.10
Q27g New community center and pool	6.57
Q27h Expansion of Jan Dempsey Community Arts Center	7.59
Q27i Expansion of Kiesel Park trails and facilities	6.83
Q27j New performing arts center	7.30

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
4-LANES	1	0.2 %
A NICE MOVIE THEATER	1	0.2 %
A REAL SERVICE RD TO BUSINESS ON COLLEGE	1	0.2 %
ABOLISH THE HISTORIC PRESERVATION COMM	1	0.2 %
ACCOMMODATING OF GROWTH	1	0.2 %
ADD A NEW MIDDLE SCHOOL	1	0.2 %
ADD LEFT TURN SIGNAL ON DONAHUE/MAGNOLIA	1	0.2 %
ADD MORE AND WIDER CROSS TOWN STREETS	1	0.2 %
ADD MORE BIKE LANES	1	0.2 %
ADD ONE WAY STREETS AROUND CAMPUS	1	0.2 %
ADD PUBLIC TRANSPORTATION	1	0.2 %
ADD STATE OF THE ART ARTS CENTER	1	0.2 %
ALL THE DEBRIS IN NEIGHBORHOODS	1	0.2 %
ALLOW TO ANOTHER CABLE CO INTO AUBURN	1	0.2 %
ALLOWING MORE PARKING SPACES	1	0.2 %
ANOTHER FIRE STATION BUILT CLOSE TO ME	1	0.2 %
ANOTHER HIGH SCHOOL	1	0.2 %
APARTMENTS ON EVERY EMPTY LOT IN TOWN!	1	0.2 %
AUBRUN CHRISTMAS PARADE BACK TO SATURDAY	1	0.2 %
AUBURN NEEDS INNOVATIVE LEADERS	1	0.2 %
AUBURN UNIVERSITY STUDENT DRIVERS	1	0.2 %
AUBURN USED TO BE A PEACEFUL LITTLE TOWN	1	0.2 %
AVAILABILITY OF ONLY ONE CABLE COMPANY	1	0.2 %
BE MORE ATTENTIVE TO ALL RESIDENTS	1	0.2 %
BEAUTIFICATION EFFORTS-GLEN AVE-OPELIKA	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

Q28 What would you change	Number	Percent
BEAUTIFY SOUTH COLLEGE ST	1	0.2 %
BEING ABLE TO USE DOWNTOWN	1	0.2 %
BETTER AMBULANCE SERVICE	1	0.2 %
BETTER BIKE LANES	1	0.2 %
BETTER CONTROLLED NEIGHBORHOOD GROWTH	1	0.2 %
BETTER ENFORCEMENT NOISE/ SMOKING CODES	1	0.2 %
BETTER ENFORCEMENT OF ZONING REGULATIONS	1	0.2 %
BETTER MAPS FOR NEW RESIDENTS	1	0.2 %
BETTER PAYING JOB OPPORTUNTIES	1	0.2 %
BETTER PLNG & CONSTRUCTION OF ROADS	1	0.2 %
BETTER POLICE ENFORCEMENT OF SPEEDING	1	0.2 %
BETTER POLICE PROTECTION	1	0.2 %
BETTER POLICE VISIBILITY	1	0.2 %
BETTER PUBLIC TRANS, BIKE/ WALKING PATHS	1	0.2 %
BETTER ROADS	1	0.2 %
BETTER ROADS IN OUR NEIGHBORHOOD	1	0.2 %
BETTER SCHOOL SYSTEM	1	0.2 %
BETTER TRAFFIC CONTROL FLOW	1	0.2 %
BETTER TRAFFIC FLOW	1	0.2 %
BETTER ZONING POLICIES	1	0.2 %
BIAS TOWARD REAL ESTATE AND DEVELOPMENT	1	0.2 %
BLACK NEIGHBORHOOD	1	0.2 %
BRANCH OF LEE CO COURTHOUSE LOCATE IN AU	1	0.2 %
BRING IN MORE RETAIL OPPORTUNITIES	1	0.2 %
BUILD A BASKETBALL FACILITY	1	0.2 %
BUILD A NEW AQUATIC CENTER	1	0.2 %
BUILD A NEW MIDDLE SCHOOL	1	0.2 %
BUILD A PARKING GARAGE LARGE ENOUGH	1	0.2 %
BUILD FREE CITY HEALTH CLINICS	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

Q28 What would you change	Number	Percent
BUILDING CODES	1	0.2 %
BUSINESS LICENSE FEE, OCCUPANCY TAX	1	0.2 %
CABLE	1	0.2 %
CABLE COMPANY LESS SERVICE, HIGHER PRICE	1	0.2 %
CABLE SERV & PRICES ARE BAD	1	0.2 %
CABLE SERVICES	1	0.2 %
CAMERAS AT TRAFFIC LIGHTS GOING THROUGH	1	0.2 %
CHARTER CABLE COMPANY	1	0.2 %
CITY COUNCIL	2	0.4 %
CITY COUNCIL ONLY ALLOW PUBLIC 5 MIN SPE	1	0.2 %
CITY LEADERSHIP TIES TO DEVELOPERS	1	0.2 %
CITY NEEDS TO STOP CLEARING OUT TREES	1	0.2 %
CITY OFFICIALS	1	0.2 %
CLEAN UP AND RENOVATE WEST GLEN	1	0.2 %
CODE ENFORCEMENT IS TOO PICKY	1	0.2 %
COLLEGE STREET TRAFFIC	1	0.2 %
COMMUNICATIONS	1	0.2 %
COMPETITION FOR CABLE & PHONE SERVICE	1	0.2 %
COMPETITION FOR CABLE SVC & NO NEW TAXES	1	0.2 %
COMPETITION FOR CHARTER CABLE	1	0.2 %
CONDEMNED PUBLIC HOUSING EYESORE N SIDE	1	0.2 %
CONSISTANT ARCHITECTUR FOR BUS EXPANSION	1	0.2 %
CONTINUE SAFETY	1	0.2 %
CONTROL BICYCLISTS ON STREETS	1	0.2 %
CONTROL EXPANSION, COMPETITION OF CABLE	1	0.2 %
CONTROL GROWTH	1	0.2 %
CONTROL OF DOWNTOWN CITYSCAPE	1	0.2 %
CUT BACK ON APT CONSTRUCTION	1	0.2 %
DECREASE TAXES AND FEES	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
DECISIONS MADE BEFORE PUBLIC IS AWARE OF	1	0.2 %
DECREASE INFLUENCE OF BULDERS ON CITY GO	1	0.2 %
DELAPIDATED HOUSES ON GRAY ST & GLENN AV	1	0.2 %
DEPENDABLE RADIO/TV STATION	1	0.2 %
DESIGN SURVEY THAT FORCED CITY FACE PROB	1	0.2 %
DETAILED ACCT OF WHERE PROPERTY TAX SPEN	1	0.2 %
DEVELOPMENT-SLOW IT DOWN	1	0.2 %
DEVELOP CONTROL OVER CITY COUNCIL	1	0.2 %
DEVELOP CONTROL OVER THE CITY GOVT	1	0.2 %
DEVELOPERS DESTROY THE LANDSCAPE	1	0.2 %
DIFFICULT TO TRAVEL	1	0.2 %
DISCOURAGE "GROWTH"	1	0.2 %
DO AWAY WITH ALL THE CONDOS	1	0.2 %
DO NOT CONTINUE TO ACTIVELY SEEK GROWTH	1	0.2 %
DON'T KNOW	4	0.7 %
DONT KNOW	1	0.2 %
DOWNTOWN	1	0.2 %
DOWNTOWN PARKING	4	0.7 %
DOWNTOWN TRAFFIC	1	0.2 %
DRAIN SYSTEM	1	0.2 %
ELECTED OFFICIALS	1	0.2 %
ELECTIVE OFFICIAL FREE OF POLITICAL PART	1	0.2 %
EMPTY LOTS, EMPTY STORES AROUND MAGNOLIA	1	0.2 %
ENCOURAGE DOWNTOWN BUSINESSES TO BE OPEN	1	0.2 %
ENDING THE USE OF CHARTER COMMUNICATIONS	1	0.2 %
ENFORCE STUDENT OCCUPANCY IN RES AREA	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
ENFORCE ZONING LAWS, STOP DEVELOPERS	1	0.2 %
ENFORCE ZONING MORE	1	0.2 %
ENFORCE ZONING PLAN PROTECTS	1	0.2 %
ENFORCE ZONING-STOP CHANGING FOR BUILDER	1	0.2 %
ENTRANCE OF AUBURN FROM I-85	1	0.2 %
ENVIRONMENT PROTECTION	1	0.2 %
EVERYONE GETS SAVED, SHUT DOWN	1	0.2 %
EXPAND BICYCLE & WALKING LANES/TRAILS	1	0.2 %
EXPAND CURBSIDE RECYCLING	1	0.2 %
EXPANDING N DONAHUE FROM UNIVERSITY TO 7	1	0.2 %
FALSE PERCEPTION CITY LEADERS TOO CONCERN	1	0.2 %
FARMERS MARKET CLOSER ON SATURDAYS	1	0.2 %
FLOW OF TRAFFIC	2	0.4 %
FLOW OF TRAFFIC AT WALMART GAS STATION	1	0.2 %
FLOW OF TRAFFIC DOWNTOWN	1	0.2 %
FOCUS ON LIFETIME CITIZEN & STUDENTS	1	0.2 %
FOCUS ON THE PEOPLE WHO LIVE THERE	1	0.2 %
FOOTBALL TEAM	1	0.2 %
FOR FAIR PRORATED PROPERTY TAX ON NEW	1	0.2 %
FUNDING FOR SCHOOLS	1	0.2 %
GAME TRAFFIC SITUATION	1	0.2 %
GERT RIDE OF THE SECRECY	1	0.2 %
GET A REAL CITY MANAGER	1	0.2 %
GET DEVELOPERS OFF OF CITY COUNCIL	1	0.2 %
GET DOWNTOWN MORE UPDATED	1	0.2 %
GET NEW STR SIGN, WHITE POLE HARD TO SEE	1	0.2 %
GET NON USE PEOPLE OUT OF THE WORK FORCE	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
GET RID OF CITY INCOME TAX	1	0.2 %
GET RID OF WHITE CONCRET SIGN POSTS	1	0.2 %
GIVE ATTENTION TO LEFT TURN LANE INSTALL	1	0.2 %
GOLLEGE STUDENTS OUT OF NEIGHBORHOOD	1	0.2 %
GREATER ALCOHOL AND DRUG RESTRICTIONS	1	0.2 %
GROCERY NEEDED AT SHELTON/E UNIVERSITY	1	0.2 %
GROCERY STORE AT OGLETREE & MOORES MALL	1	0.2 %
GROCERY STORE IN NW PART OF TOWN	1	0.2 %
GROUPS OF STUDENTS LIVING IN RES AREA	1	0.2 %
GROW SLOWER	1	0.2 %
GROW TOO FAST	1	0.2 %
GROWTH & APPEARANCE OF S COLLEGE ST	1	0.2 %
HAPHAZARD NATURE OF DEVELOPMENT	1	0.2 %
HAVE A TOWN SQUARE	1	0.2 %
HAVE MAYOR, COUNCIL RESPOND TO PEOPLE	1	0.2 %
HAVE MORE ACTIVITIES FOR CHILDREN	1	0.2 %
HAVE MORE EVENTS/ORGANIZATION TO SUPPORT	1	0.2 %
HAVE MORE RECREATION OPTIONS	1	0.2 %
HAVING ANOTHER CABLE PROVIDER- COMPETITIO	1	0.2 %
HEAVY TRAFFIC ON S COLLEGE ST	1	0.2 %
HIGH RISE CONDOS THAT ARE RUINING VILLAG	1	0.2 %
HOW EXPENSIVE IT IS TO LIVE HERE	1	0.2 %
HOW WILLING WE ARE TO GROW AT ANY COST	1	0.2 %
I LOVE AUBURN	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
I WOULD LIKE AUBURN MAINTAIN ITS HOMEY	1	0.2 %
I WOULD LIKE TO SEE LESS LITTER ON STREE	1	0.2 %
I WOULD NOT EXTEND SAMFORD RD	1	0.2 %
I WOULDN'T CHANGE ANYTHING	1	0.2 %
I'M NOT SURE	1	0.2 %
IMPROVE AVAILABILITY OF ARTS	1	0.2 %
IMPROVE BETTER STREET LIGHTS IN ALL NEIB	1	0.2 %
IMPROVE CITY DESIGN	1	0.2 %
IMPROVE DOWNTOWN AUBURN	1	0.2 %
IMPROVE ENFORCEMENT	1	0.2 %
IMPROVE FAC & OPPT FOR HEALTHY LIVING	1	0.2 %
IMPROVE LIBRARY, BATHROOOM OPEN IN DAY	1	0.2 %
IMPROVE POLICE SERVICE	1	0.2 %
IMPROVE STORMWATER MANAGEMENT	1	0.2 %
IMPROVE STREETS MAINTENANCE, MAILINGS	1	0.2 %
IMPROVE THE ROADS	1	0.2 %
IMPROVE TRAFFIC CONTROL	1	0.2 %
IMPROVE TRAFFIC FLOW	2	0.4 %
IMPROVEMENT OF CULTURAL ARTS OPPORTUNTIT	1	0.2 %
IMPROVING GAME DAY TRAFFIC	1	0.2 %
INCREASE MANUFACTURING JOBS & RETAIL	1	0.2 %
INCREASE RECREATIONAL OPPORTUNITIES	1	0.2 %
INSTALL CAMERAS ON TRAFFIC SIGNALS	1	0.2 %
INSTALLATIONS OF CAMERAS ON STREET LIGHT	1	0.2 %
KEEP THE CONDO'S OUT OR HAVE SOME PLAN	1	0.2 %
LACK OF COMMITMENT TO HISTORIC HOUSING	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
LACK OF RETAIL	1	0.2 %
LACK OF VIVION, LEADERSHIP & INTEGRITY	1	0.2 %
LAND USE PLANNING/CONTROLLED GROWTH	1	0.2 %
LEAVE MORE OF THE TREE CANOPY IN PLACE	1	0.2 %
LEGAL PROBLEMS	1	0.2 %
LESS ALCHOHOL CONSUMPTION BY COLLEGE KID	1	0.2 %
LESS CONDOS	1	0.2 %
LESS CONDOS DOWNTOWN	1	0.2 %
LESS EMPHASIS ON PRIVATE PROPERTY RIGHTS	1	0.2 %
LESS FLOW OF TRAFFIC	1	0.2 %
LESS HOUSING DENSITY	1	0.2 %
LESS LITTER	2	0.4 %
LESS NUMBER OF APT COMPLEXES	1	0.2 %
LESS TRAFFIC	1	0.2 %
LESS TRAFFIC CONGESTION	1	0.2 %
LIKE TO SEE BROADER REC ACTIVITIES	1	0.2 %
LIMIT DEVELOPMENT OF CONDOS & APTS	1	0.2 %
LIMIT THE # OF NEW HOMES BEING BUILT	1	0.2 %
LIMIT THE CONDO DEVELOPMENT	1	0.2 %
LOSE THE CONDOS	1	0.2 %
LOSS OF OUR ARCHITECTURAL HERITAGE	1	0.2 %
LOWER FEES FOR YOUTH ACTIVITIES	1	0.2 %
LOWER PRICES OF HOUSES	1	0.2 %
LOWER SALES TAX, RAISE PROPERTY TAXES	1	0.2 %
LOWER SPEED LIMITY CITY	1	0.2 %
LOWER TAXES FOR AU EMPLOYEES	1	0.2 %
LOWER TAXES/FEES/PERMITS	1	0.2 %
MAGNET SCHOOLS	1	0.2 %
MAINTAIN VILLAGE PERSONALITY NOT URBAN	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
MAINTENANCE OF STREETS ESPECIALLY	1	0.2 %
MAKE ABANDONED BUILDING INTO PARKS	1	0.2 %
MAKE DEAN RD RR CROSSING LIKE ON UNIVERS	1	0.2 %
MAKE DOWNTOWN MORE PEDESTRIAN FRIENDLY	1	0.2 %
MAKE HOMES AFFORDABLE FOR SINGLE PARENT	1	0.2 %
MAKE IT BIGGER	1	0.2 %
MAKE THE STREETS MORE GRID-LIKE	1	0.2 %
MAKE UP SUNDAY ALCOHOL SALES TO 11:30 AM	1	0.2 %
MANAGEMENT-MAYOR AND OVER DEVELOPMENT	1	0.2 %
MANGE THE GROWTH	1	0.2 %
MEANINGFULL EFFECTIVE PARTICIPATION	1	0.2 %
MORE & IMPROVE CITY POOLS, RETAIL BUS	1	0.2 %
MORE ACTIVITIES	2	0.4 %
MORE ACTIVITIES FOR OLDER KIDS	1	0.2 %
MORE AFFORDABLE HOUSING	1	0.2 %
MORE AIPORT MONEY	1	0.2 %
MORE AND BETTER BIKE PATHS	1	0.2 %
MORE AND HIGHER QUALITY SERVICES	1	0.2 %
MORE APPEALING S COLLEGE-I-85- UNIVERSITY	1	0.2 %
MORE ATTENTION TO ENVIRONMENTAL ISSUES	1	0.2 %
MORE ATTENTION TO GRADUAL SMART GROWTH	1	0.2 %
MORE BIKE LANES & PLAYGROUNDS	1	0.2 %
MORE CITY PUBLIC TRANSPORTATION	1	0.2 %
MORE COMMERICAL AVENUES LIKE TIGER TOWN	1	0.2 %
MORE CONCERN INFRASTRUCTURE FUTURE GROWT	1	0.2 %
MORE CONCERTS	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
MORE CONSISTENCY W/POST OFFICE DELIVERY	1	0.2 %
MORE CONTROL DEVELOPMENT	1	0.2 %
MORE CONTROL OF GROWTH	1	0.2 %
MORE CONTROL OVER CONDO DEVELOPMENT	1	0.2 %
MORE DIVERSITY	1	0.2 %
MORE DORM HOUSING	1	0.2 %
MORE DOWNTOWN PARKING	2	0.4 %
MORE EMPHASIS ON PRESERVATION	1	0.2 %
MORE EMPLOYMENT	1	0.2 %
MORE ENFORCEMENT OF NOISE ORDINANCE	1	0.2 %
MORE GREEN LEFT TURN ARROWS	1	0.2 %
MORE JOB AVAILABILITY	1	0.2 %
MORE JOB OPPORTUNITITES	1	0.2 %
MORE JOBS	1	0.2 %
MORE LEFT TURN LANES WHERE THERE A LIGHT	1	0.2 %
MORE LEFT TURNS SIGNALS	1	0.2 %
MORE LIBRARY STAFF	1	0.2 %
MORE LIGHTS ON STREETS	1	0.2 %
MORE LOW INCOME HOUSING	1	0.2 %
MORE MOUNTAIN BIKING TRAIL, KIDS MUSEUM	1	0.2 %
MORE NIGHT LIFE AND CULTURAL ACTIVITIES	1	0.2 %
MORE OPEN COMMUNICATIONS BTWN CITY/CITIZ	1	0.2 %
MORE PARKING	1	0.2 %
MORE PARKING ON CAMPUS	1	0.2 %
MORE PARKS FOR FAMILY ACTIVITIES	1	0.2 %
MORE PLANNING TRAILS	1	0.2 %
MORE PUBLIC ANNOUNCEMENTS ON RECYLCING	1	0.2 %
MORE REC FAC SUCH AS WATER PARKS	1	0.2 %
MORE RECREATIONAL FACILITIES FOR TEENS	1	0.2 %
MORE RECREATIONAL FACILITITES	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
MORE RECYCLING	1	0.2 %
MORE RESTRICTS ON WHATS BEING BUILT	1	0.2 %
MORE RETAIL	1	0.2 %
MORE SHOPPING	1	0.2 %
MORE SHOPPING OPPORTUNITIES	1	0.2 %
MORE SIDEWALKS	2	0.4 %
MORE SIDEWALKS AND BIKE LANES	1	0.2 %
MORE SIDEWALKS ON MOORES MILL RD	1	0.2 %
MORE SOCIAL ACTIVITIES FOR YOUNG ADULTS	1	0.2 %
MORE SPEED BUMPS IN NEIGHBORHOODS	1	0.2 %
MORE STORES FOR SHOPPING	1	0.2 %
MORE STREET NAME SIGNS	1	0.2 %
MORE STREETS SIGNS	1	0.2 %
MORE THINGS TO DO, MORE FOCUS ON ARTS	1	0.2 %
MORE TV CABLE COMPETITION	1	0.2 %
MORE WALKING AND BIKING AREAS	1	0.2 %
MORE WHEELCHAIR ACCESSIBLE	1	0.2 %
MORNING COMMUTE TRAFFIC	1	0.2 %
MUCH MORE DOWNTOWN PARKING	1	0.2 %
N DONAHUE	1	0.2 %
N DONAHUE/MAGNLOA INTERSECTION IMPROVEME	1	0.2 %
N-S TRAFFIC FLOW	2	0.4 %
NEED A LARGE BARNES AND NOBLE	1	0.2 %
NEED BETTER PROTECTION OF GREEN SPACES	1	0.2 %
NEED CABLE COMPETITION	1	0.2 %
NEED MORE FIRE PROTECTION	1	0.2 %
NEED PERFORMING ARTS CENTER	1	0.2 %
NEED TO FUND SCHOOLS	1	0.2 %
NEW & BIGGER PARK & REC CENTER	1	0.2 %
NEW BUSINESSES HAVE DIFFICULTY	1	0.2 %
NEW COMMUNITY CENTER W/ADD POOL TABLE	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
NEIGHBORHOOD STREET SIGNS HARD TO READ	1	0.2 %
NO BIG UGLY OFFENSIVE COMMERCIAL SIGNS	1	0.2 %
NO MORE GROWTH	1	0.2 %
NO MORE RESIDENTIAL NEIGHBORHOODS	1	0.2 %
NO MORE STUDENT HOUSING NEAR NEIGHBOHOOD	1	0.2 %
NO RAILROAD BRIDGE ANYWHERE IN AUBURN	1	0.2 %
NONE	2	0.4 %
NOT ADDING COMMERICAL/RES DEVELOPMENT	1	0.2 %
NOT ALLOWING STUDENTS TO BUY RES HOUSING	1	0.2 %
NOT PUTTING APTS IN NEIGHBORHOODS	1	0.2 %
NOTHING	9	1.6 %
NOTHING I CAN THINK OF	1	0.2 %
NOTHING-SLOW DOWN GROWTH	1	0.2 %
NUMBER OF BUILDING COMING DOWN FOR NEWER	1	0.2 %
OCCUPATIONAL LICENSE FEE	1	0.2 %
OFTEN TOO MUCH INTERFERENCE IN CITY BUS	1	0.2 %
OPELIKA RD UGLY	1	0.2 %
OVERHEAD BRIDGE NEEDED	1	0.2 %
OVERWHELMING GROWTH	1	0.2 %
PARKING	1	0.2 %
PARKING DOWNTOWN	1	0.2 %
PARKING FOR AU FOOTBALL GAMES	1	0.2 %
PARKING IN DOWNTOWN	1	0.2 %
PARKS & REC CHANGE THE SPORTS PRGM	1	0.2 %
PEDESTRIAN WALKWAY NEED AT WRIGHTS ROAD	1	0.2 %
PERFORMING ARTS CENTER, HS AUDITORIUM	1	0.2 %
PLAN FOR ROAD EXPANSION	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
PLANNING & ZONING	1	0.2 %
PLANNING COMMISSION	1	0.2 %
PLANNING NEW DEVELOPMENTS BETTER	1	0.2 %
PLANT TREES ALONG EACH ROAD & STREET	1	0.2 %
POLICE IS TOO UNREASONABLE STRICT	1	0.2 %
POLICE POLITENESS	1	0.2 %
POLICE TOO MUCH TIME ON VICTIMLESS CRIME	1	0.2 %
POLICE, ENVIRONMENT	1	0.2 %
POOR GROWTH, LACK OF PLANNING	1	0.2 %
POOR PLANNING	1	0.2 %
PRECEPTION OF UNRESTRAINED DEVELOPMENT	1	0.2 %
PRETTIER DOWNTOWN & DEVELOPMENT	1	0.2 %
PROPERTY TAX VALUATION	1	0.2 %
PROTECT SMALL TOWN CHARM BEING DESTROYED	1	0.2 %
PROTECT ZONING CODES	1	0.2 %
PROVIDE CITY SERVICES TO EXITING NEIGHBH	1	0.2 %
PROVIDE MORE INCENTIVES FOR PEOPLE	1	0.2 %
PROVIDE REC, SOCIAL, EDUC FOR SR CITIZEN	1	0.2 %
PUBLIC TRANSPORTATION	1	0.2 %
PUBLIC TRANSPORTATION MORE EFFICIENT	1	0.2 %
PUT A PARK IN N AUBURN	1	0.2 %
QUIT BUILDING HOUSES	1	0.2 %
QUIT TEARING DOWN TREES & NATURAL ENVIRO	1	0.2 %
RAILROAD CROSSINGS	1	0.2 %
RAISE SALARIES OF POLICE	1	0.2 %
REAL ESTATE DEVELOPERS DESTROY AUBURN	1	0.2 %
REC BASKETBALL FACILITIES	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
RECRUIT CORPORATE HEADQUARTERS JOBS	1	0.2 %
REDIVIDE THE CITY AND CAMPUS POLICE	1	0.2 %
REDO SOUTH COLLEGE DEV TO REDUCE SPRAWL	1	0.2 %
REDUCE DOWNTOWN CONGESTION	1	0.2 %
REDUCE EXPANSION	1	0.2 %
REDUCE NEIGHBORHOOD GROWTH	1	0.2 %
REDUCE NUMBER OF GARBAGE TRUCK NEEDED	1	0.2 %
REDUCE POPULATION BY HALF	1	0.2 %
REDUCE THE GROWTH RATE	1	0.2 %
REDUCE THE INFLUENCE OF DEVELOPERS	1	0.2 %
REDUCE THE NUMBER OF STUDENT HOUSING	1	0.2 %
REDUCE THIS URBAN SPRAWL	1	0.2 %
REGULAR CITY	1	0.2 %
REMOVE 1% CITY INCOME TAX RAISE PROP TAX	1	0.2 %
REMOVE OCCUPATION TAX	1	0.2 %
REMOVE PARKING ON COLLEGE IN DOWNTOWN	1	0.2 %
RENOVATE & IMPROVE EXISTING OLDER NEIGHB	1	0.2 %
REPLACE CONCRETE STREET SIGNS W/ GREEN	1	0.2 %
RESIDENTIAL CLEANING OF STREETS	1	0.2 %
RESPONSE OF COUNCIL & CITY MGR TO PROBLE	1	0.2 %
RESPONSIBLE DEVELOPMENT RESIDENTIAL	1	0.2 %
RESTRICT APARTMENT CONSTRUCTION	1	0.2 %
RESTRICTIONS ABOUT GARBAGE PICK UP	1	0.2 %
RETAIL CENTER, MOVE TIGER TOWN	1	0.2 %
RIGHT TURN LANES IN VAROUS PARTS OF CITY	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
RIGHT TURN YEILDING TO LEFT HAND TURN	1	0.2 %
ROAD RESURFACING	1	0.2 %
ROADS BLOCKED OFF, MORE PUBLIC ENFORCEME	1	0.2 %
ROUGH ROADS AT RAILROAD CROSSINGS	1	0.2 %
S COLLEGE ST DEVELOPMENT POORLY PLANNED	1	0.2 %
S COLLEGE ST-BUS GORWTH POORLY PLANNED	1	0.2 %
SAFE BIKING, MORE CONNETED BIKE PATHS	1	0.2 %
SAVING WHAT'S LEFT OF WHAT AUBURN WAS	1	0.2 %
SCHOOL DROP OFF-PICK UP TRAFFIC LIGHTS	1	0.2 %
SCHOOLS	1	0.2 %
SERIOUS PLANNING FOR GROWTH	1	0.2 %
SEWAGE	1	0.2 %
SHOPPING SIMILAR TO TIGER TOWN	1	0.2 %
SHOPPING/CABLE COMPETITIION/ LOCAL CHANNE	1	0.2 %
SIDEWALKS FOR EVERY NEIGHBORHOOD	1	0.2 %
SIGN RECDUCTION & CLOTTER ON S COLLEGE	1	0.2 %
SLOW BUILDING AND EXPANSION	1	0.2 %
SLOW DOWN GROWTH	2	0.4 %
SLOW DOWN GROWTH & DEVELOPMENT	1	0.2 %
SLOW DOWN THE ANNEXING OF LAND	1	0.2 %
SLOW DOWN TRAFFIC IN SUBDIVISIONS	1	0.2 %
SLOW DOWN TRAFFIC NEAR CAMPUS	1	0.2 %
SLOW FROWTH SO SCHOOL BLDGS CAN KEEP UP	1	0.2 %
SLOW SPEEDING TRAFFIC, CATCH RED LIGHT	1	0.2 %
SLOW THE GROWTH	2	0.4 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
SMOOTHER ROADS AND TRAFFIC		
FLOW	1	0.2 %
SOME TYPE OF TRAFFIC CONTROL	1	0.2 %
SOME WAY HAVE URBAN REMOVAL		
OF NW SECTIO	1	0.2 %
SOUTH COLLEGE IS AN EYESORE	1	0.2 %
SOUTH COLLEGE STREET ACCESS	1	0.2 %
STIFFER PENALITIES & ENFORCEMENT		
OF LITT	1	0.2 %
STOOP TEARING DOWN HOUSE & PUT		
UP APTS	1	0.2 %
STOP AGRESSIVE GROWTH AND		
CONTROL COMMER	1	0.2 %
STOP BUIDING CONDOS	1	0.2 %
STOP BUILDING APARTMENTS	1	0.2 %
STOP BUILDING HOMES	1	0.2 %
STOP BUILDING MORE HOUSES	1	0.2 %
STOP CHAIN OWNED RETAILERS		
COMING TO AUB	1	0.2 %
STOP CHOPPING DOWN THE TREES,		
NEED OXYGE	1	0.2 %
STOP COMMERCIAL SPRAWL AND APT		
BUILDING	1	0.2 %
STOP DEMOLISHING OLDER HOMES/		
BLDGS	1	0.2 %
STOP FAST GROWTH	1	0.2 %
STOP RED LIGHT RUNNERS/GET CABLE		
COMPETE	1	0.2 %
STOP SELLING AUBURN	1	0.2 %
STOP SPRAWLING	1	0.2 %
STOP STUDENT RESIDENTIAL		
CONSTRUCTION	1	0.2 %
STOP SUBURBAN SPRAWL NOW	1	0.2 %
STOP SUPPORT OF CHARTER		
COMMUNICATIONS	1	0.2 %
STOP THE BUILDING	1	0.2 %
STOP THE EXPANSION OF BUS &		
HOUSING	1	0.2 %
STOP THE GROWTH NOW	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
STOP THE RAPID GROWTH FROM LOOKING URBAN	1	0.2 %
STOPP APPROVING EVERY ANNEXATION REQUEST	1	0.2 %
STORM WATER RUN OFF IN YARD, ITS A MESS	1	0.2 %
STORMWATER IMPROVEMENTS	1	0.2 %
STREET MAINTENANCE	1	0.2 %
STREET PLANNING FROM 1940 ON	1	0.2 %
STREET SIGNS HARD TO READ	1	0.2 %
STRIP MALL OF DOWNTOWN AUBURN	1	0.2 %
STUDENTS SHOULD GET FREE TRANSPORTATION	1	0.2 %
TAKE DOWN SOME OF THE BIG BILLBOARDS	1	0.2 %
TAPPED INCREASE IN POPULATION	1	0.2 %
TEACHER PAY	1	0.2 %
TEAR DOWN, REBUILD PROJECT OFF HWY 14	1	0.2 %
THAT IT WOULD NOT GROW	1	0.2 %
THE AMOUNT OF BURGLARY AND THEFT	1	0.2 %
THE AMOUNT OF CONDOS GOING IN THE BACK ROOM & GOOD OLD BOY POLITICS	1	0.2 %
THE BAD ATTITUDES OF POLICIES	1	0.2 %
THE CITY COMMISSIONS MR HOPE	1	0.2 %
THE DENSE HOUSING IN DOWNTOWN AUBURN	1	0.2 %
THE EFFECT COLLEGE STUDENTS HAVE ON TOWN	1	0.2 %
THE ELECTION PROCESS	1	0.2 %
THE GOVERNMENT OF THE CITY	1	0.2 %
THE HEAVY TRAFFIC ON S COLLEGE ST	1	0.2 %
THE IMMIGRATION LAWS	1	0.2 %
THE LACK OF AFFORDABLE HOUSING	1	0.2 %
THE LARGE AMOUNT OF TRAFFIC	1	0.2 %
THE MAYOR	2	0.4 %
THE POLICE UNIFORM AND ARS	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
THE POWER OF DEVELOPERS IN CITY		
HALL	1	0.2 %
THE RUNNING OF RED LIGHTS	1	0.2 %
THE WAY THEY DEVELOP IT	1	0.2 %
THEIR FALSEHOOD	1	0.2 %
THERE IS NO PARKING DOWNTOWN		
TO SHOP ETC	1	0.2 %
TIGERTOWN WOULD BE IN AUBURN	1	0.2 %
TIME TRAFFIC LIGHTS TO CONTROL		
TRAFFIC	1	0.2 %
TOO LATE NOW, KEEP SOME OF THE		
PAST	1	0.2 %
TOO MANY ROCKS	1	0.2 %
TOO MUCH OF THE "GOOD OLE BOY"		
NETWORK	1	0.2 %
TOO MUCH TRAFFIC AND RUNNING		
LIGHTS	1	0.2 %
TOTAL DISREGARD OF PEOPLE IN		
SUBDIVISION	1	0.2 %
TRAFFIC	8	1.4 %
TRAFFIC & ESPECIALLY BUSY HOURS	1	0.2 %
TRAFFIC & SPEEDING NORTH		
UNIVERSITY DR	1	0.2 %
TRAFFIC AND APPEARANCE OF		
COLLEGE ST	1	0.2 %
TRAFFIC AND CONGESTION	1	0.2 %
TRAFFIC AND PARKING	1	0.2 %
TRAFFIC CONGESTIN	1	0.2 %
TRAFFIC CONGESTION AT LOCO'S		
ENTRANCE	1	0.2 %
TRAFFIC CONGESTION ON SOUTH		
COLLEGE	1	0.2 %
TRAFFIC CONGESTION ON WIDER		
STREETS	1	0.2 %
TRAFFIC CONTROL	1	0.2 %
TRAFFIC FLOW	6	1.1 %
TRAFFIC FLOW DOWNTOWN	1	0.2 %
TRAFFIC FLOW THROUGHOUT THE		
CITY	1	0.2 %
TRAFFIC FLOW, LESS CONDOS	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
TRAFFIC FLOW/INDOOR SOCCER		
ARENA	1	0.2 %
TRAFFIC INFRASTRUCTURE	1	0.2 %
TRAFFIC LIGHTS	2	0.4 %
TRAFFIC LIGHTS AT INTERSECTIONS	1	0.2 %
TRAFFIC MANAGEMENT	1	0.2 %
TRAFFIC MANAGEMENT, STREETS, ROADS ETC	1	0.2 %
TRAFFIC ON COLLEGE ST	1	0.2 %
TRAFFIC ON GAME DAYS	1	0.2 %
TRAFFIC ON S COLLEGE, SPECIALLY RUSH HR	1	0.2 %
TRAFFIC PROBLEMS	2	0.4 %
TRAFFIC PROBLEMS & TRAFFIC LIGHT TIMING	1	0.2 %
TRAFFIC SIGNAL	1	0.2 %
TRAFFIC, TOO MUCH	1	0.2 %
TRAIN CROSSING REDONE	1	0.2 %
TRASH PICK UP ON RURAL ROADS	1	0.2 %
TRASH PICK UP TWICE A WEEK	1	0.2 %
TURN SIGNALS AT DONAHUE AND MAGNOLIA	1	0.2 %
UA STUDENT CONTROL	1	0.2 %
UNCONTROLLED AND UNATTRACTIVE GROWTH	1	0.2 %
UNCONTROLLED COMMERICAL GROWTH	1	0.2 %
UNCONTROLLED GROWTH	1	0.2 %
UNCONTROLLED GROWTH AND TRAFFIC	1	0.2 %
UNDERGROUND UTILITIES	1	0.2 %
UNRESTRAINED GROWTH, TOO MANY NEW NEIGHB	1	0.2 %
UNRESTRICTED GROWTH	1	0.2 %
UPDATE OLDER ELEMENTARY SCHOOLS	1	0.2 %
UPGRADE STREETS	1	0.2 %
URBAN SPRAWL	1	0.2 %
WAYS TO ENFORCE SPEED LIMITS IN NEIGHBOHOOD	1	0.2 %

Q28. If you could change ONE thing about the City of Auburn, what would you change?

<u>Q28 What would you change</u>	<u>Number</u>	<u>Percent</u>
WE NEED A NEW BASKETBALL REC FACILITY	1	0.2 %
WHERE IS THE HISTORICAL PRIDE	1	0.2 %
WISH TO HAVE HONESTY, INTEGRITY IN GOVT	1	0.2 %
WOULD LIKE SIDEWALKS ON CARY DR	1	0.2 %
ZONING ISSUES	1	0.2 %
ZONING LAWS	1	0.2 %
ZONING ORDINANANCES AND PLANNING DEPT	1	0.2 %
ZONING THAT ALLOW STUDENTS IN NEIGHBORHOOD	1	0.2 %

Q29. How many persons in your household (counting yourself), are?

	<u>Mean</u>	<u>Total</u>	<u>Sum</u>
FAMSIZE	2.75	755	2079
Q29 Under age 5	0.24	756	185
Q29 Ages 5-9	0.24	756	183
Q29 Ages 10-14	0.20	756	150
Q29 Ages 15-19	0.16	755	120
Q29 Ages 20-24	0.12	755	89
Q29 Ages 25-34	0.30	756	228
Q29 Ages 35-44	0.44	756	330
Q29 Ages 45-54	0.35	757	266
Q29 Ages 55-64	0.39	756	293
Q29 Ages 65-74	0.19	756	145
Q29 Ages 75+	0.13	757	101

Q30. How many years have you lived in the City of Auburn?

<u>Q30 How many years have you lived in Auburn</u>	<u>Number</u>	<u>Percent</u>
1=5 or Fewer Years	166	22.0 %
2=6 to 10 Years	129	17.1 %
3=11 to 20 Years	164	21.7 %
4=21 to 30 Years	116	15.4 %
5=More than 30 Years	180	23.8 %
Total	755	100.0 %

Q31. How many people in your household work within the Auburn city limits?

<u>Q31 How many people work within the city limits</u>	<u>Number</u>	<u>Percent</u>
0=0	259	34.6 %
1=1 person	270	36.0 %
2=2 people	193	25.8 %
3=3 or more people	27	3.6 %
Total	749	100.0 %

Q32. Are you a full time Auburn University student?

<u>Q32 Are you a full-time AU student</u>	<u>Number</u>	<u>Percent</u>
1=Yes	28	3.7 %
2=No	734	95.9 %
9=Not Provided	3	0.4 %
Total	765	100.0 %

Q33. Do you own or rent your current residence?

<u>Q33 Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	680	88.9 %
2=Rent	79	10.3 %
9=Not Provided	6	0.8 %
Total	765	100.0 %

Q34. What is your age?

Q34 What is your age	Number	Percent
1=Under 25 Years	30	3.9 %
2=25 To 34 Years	122	15.9 %
3=35 To 44 Years	171	22.4 %
4=45 To 54 Years	141	18.4 %
5=55 To 64 Years	153	20.0 %
6=65+ Years	141	18.4 %
9=Not Provided	7	0.9 %
Total	765	100.0 %

Q35. Which of the following best describes your race/ethnicity?

Q35 Which best describes your race/ethnicity	Number	Percent
1=Asian/Pacific Islander	13	1.7 %
2=Black/African American	112	14.6 %
3=Hispanic	19	2.5 %
4=White	612	80.0 %
5=American Indian/Eskimo	7	0.9 %
6=Other	3	0.4 %
9=Not Provided	13	1.7 %
Total	779	

Q35 Other Responses	Number	Percent
NORTH AFRICAN	3	100.0 %
Total	3	100.0 %

Q36. Your total household income is:

Q36 Your total household income	Number	Percent
1=Under \$30,000	85	11.1 %
2=\$30,000 to \$59,999	150	19.6 %
3=\$60,000 to \$99,999	231	30.2 %
4=More than \$100,000	245	32.0 %
9=Not Provided	54	7.1 %
Total	765	100.0 %

Q37. Your gender:

Q37 Gender	Number	Percent
1=Male	379	49.5 %
2=Female	383	50.1 %
9=Not provided	3	0.4 %
Total	765	100.0 %



City of Auburn
Home of Auburn University

January 2008

Dear Auburn Resident,

I would like to ask for your assistance in completing the 2008 Citizen Survey. This survey, administered annually for over 20 years, is very important to our community. 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. The Citizen Survey is one of the main tools we use in establishing budget priorities and forming policy decisions. Auburn is known for encouraging active citizen involvement in city government; your participation in this survey is another important way to get involved in guiding your community.

This year, we have 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 completely anonymous. The sticker on the survey serves only to identify broad geographic areas and helps us to know in which areas of the City we might improve our service delivery.

A comprehensive report analyzing the survey results will be available at City Hall, posted on the City's website, and included in a future issue of Auburn's monthly citizen newsletter, Open Line. If you have any questions about the survey, please call me at (334) 501-7261. 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.

Sincerely,

A handwritten signature in cursive script that reads "Charles M. Duggan Jr.".

Charles M. Duggan, Jr.
City Manager

City of Auburn Citizen Survey for 2008

Welcome to the City of Auburn's Citizen Survey for 2008. 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 501-7261.

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 Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(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 Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(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>	Excellent	Good	Neutral	Below Average	Poor	Don't Know
(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) city school system | ___(E) police protection | ___(I) fire protection |
| ___(B) shopping opportunities | ___(F) natural resource protection | ___(J) zoning & land use |
| ___(C) traffic management | ___(G) employment opportunities | ___(K) sidewalks & bikeways |
| ___(D) public transportation | ___(H) codes enforcement | ___(L) recreational opportunities |

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			Very		Don't
	<u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Know</u>
(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			Very		Don't
	<u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Know</u>
(A) clean up 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) water lines and fire hydrants.....	5	4	3	2	1	9
(K) 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) 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 <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<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 <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<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 and biking trails	5	4	3	2	1	9
(E) swimming pools	5	4	3	2	1	9
(F) community recreation centers	5	4	3	2	1	9
(G) outdoor athletic fields (i.e. baseball, soccer, and softball)	5	4	3	2	1	9
(H) youth athletic programs	5	4	3	2	1	9
(I) adult athletic programs	5	4	3	2	1	9
(J) other city recreation programs, (classes, trips, special events and arts programming)	5	4	3	2	1	9
(K) ease of registering for programs	5	4	3	2	1	9
(L) 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 <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<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 Very Don't
Satisfied Satisfied Neutral Dissatisfied Dissatisfied Know

How satisfied are you with:

- (A) availability of information about Parks and Recreation programs and services..... 54..... 3 21..... 9
- (B) level of public involvement in local decision-making.....54..... 3 21..... 9
- (C) quality of *Open Line* newsletter.....54..... 3 21..... 9
- (D) quality of the City’s web page54..... 3 21..... 9
- (E) availability of information on other city services and programs54..... 3 21..... 9

20. Do you have access to the Internet at your home?

___(1) Yes ___(2) No

20a. [Only if YES to #20] Do you have high speed, broadband or dial-up Internet access at your home?

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

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 ___(3) difficult
___(2) somewhat easy ___(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) Water Revenue Office
- ___(07) City Manager's Office
- ___(08) Environmental Services (garbage, trash, recycling, animal control)
- ___(09) Codes Enforcement
- ___(10) Public Works
- ___(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 ___(3) no impact
___(2) negative ___(9) don’t know

23. The City of Auburn is considering ways to fund stormwater improvements in the community. The improvements would reduce flooding and help protect the quality of water in lakes and streams in the area. Knowing this, how much would you be willing to add to your monthly utility bill to fund stormwater improvements in Auburn?

___(1) nothing ___(5) up to \$4
___(2) up to \$1 ___(6) up to \$5
___(3) up to \$2 ___(7) more than \$5
___(4) up to \$3 ___(9) don't know

24. 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

25. Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

___(1) Yes ___(2) No ___(9) don't know

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

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

27. 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) expanded police protection & facilities ___(F) North Donahue/Magnolia intersection improvements
- ___(B) expanded fire protection & facilities ___(G) new community center and pool (Lake Wilmore)
- ___(C) renovation of Frank Brown Rec. Center ___(H) expansion of Jan Dempsey Community Arts Center
- ___(D) road resurfacing & reconstruction ___(I) expansion of Kiesel Park trails and facilities
- ___(E) additional downtown parking ___(J) new performing arts center

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

29. 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	___		

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

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

32. Are you a full time Auburn University student? ___(1) Yes ___(2) No

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

34. 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

35. 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: _____

36. 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

37. 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