



# DirectionFinder®

FINAL REPORT

# 2017 Citizen Survey

Submitted to

The City of  
**Auburn,  
Alabama**

ETC Institute  
725 W. Frontier Circle  
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May 2017



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# DirectionFinder® Survey

## Executive Summary

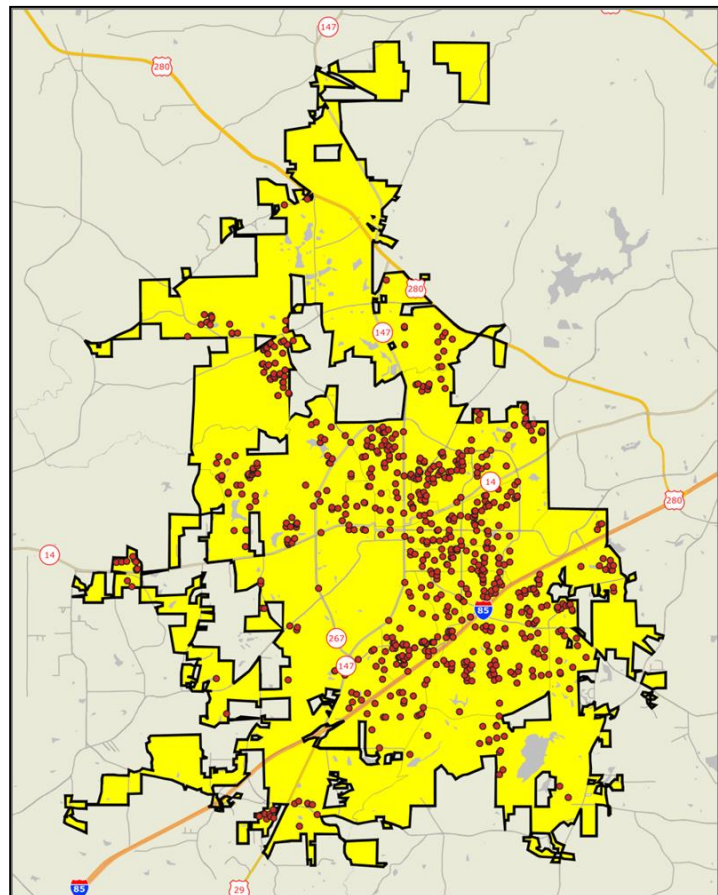
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### Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during the spring of 2017. The survey was administered as part of the City’s on-going effort to assess citizen satisfaction with the quality of city services. The City of Auburn has been administering an annual citizen survey since 1985.

**Resident Survey.** A seven-page survey was mailed to a random sample of 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 or online. Of the households that received a survey, 760 completed the survey. The results for the random sample of 760 households have a 95% level of confidence with a precision of at least  $\pm 3.5\%$ . There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail vs. online). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey (see map to the right).

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



This report contains:

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

*\*Results of the Leader Survey, GIS maps, and open-ended comments are published separately as Appendices A-C.*

## Major Findings

- **Overall Satisfaction with City Services.** The overall City services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the quality of police, fire, and ambulance services (94%), the quality of the city's school system (92%), and the quality of city library services (86%). *None of the overall City services showed significant increases in positive ratings from 2016. The overall City services that showed significant decreases in positive ratings from 2016 was the enforcement of city codes and ordinances (-5%) and the flow of traffic and congestion management (-5%).*

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

- **Overall Priorities.** The overall areas that residents thought should receive the most emphasis from the City of Auburn over the next two years were: 1) flow of traffic and congestion management, 2) the maintenance of city infrastructure and 3) the quality of the City's school system.
- **Perceptions of the City.** Most (88%) of the residents surveyed, *who had an opinion*, were satisfied with the quality of life in the City; only 4% were dissatisfied and the remaining 8% gave a neutral rating. Most (86%) of the residents surveyed, *who had an opinion*, were also satisfied with the overall image of the City; only 6% were dissatisfied and the remaining 9% gave a neutral rating. *None of the items related to perceptions of the City showed significant increases in positive ratings from 2016 to 2017. The item that showed a significant decrease in positive ratings from 2016 was the overall quality of City services (-4%).*

- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the quality of local fire protection (93%), the response time of fire personnel (91%), and the quality of local police protection (91%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) efforts to prevent crime, 2) the visibility of police in neighborhoods and 3) the overall quality of police protection. *There was one public safety service that showed a **significant increase** in positive ratings from 2016 to 2017: quality of local ambulance service (+4%). There was **one significant decrease** in positive ratings from 2016: visibility of police in retail areas (-4%).*
- **Feeling of Safety in the City.** Most (91%) of the residents surveyed, *who had an opinion*, generally felt safe (rating of 4 or 5 on a 5-point scale) in Auburn. In addition, 97% of residents felt safe in their neighborhood during the day and 89% felt safe in downtown Auburn. *There were **no significant changes in positive ratings** in any of the safety issues rated from 2016.*
- **Code Enforcement.** The code enforcement services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the clean-up of debris and litter (82%), the cleanup of large junk and abandoned vehicles (81%) and the control of nuisance animals (65%). The code enforcement services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the cleanup of debris/litter and 2) the cleanup of overgrown and weedy lots. *There were **no significant changes in positive ratings** in any of the code enforcement services rated from 2016.*
- **Garbage and Water Services.** Residents were generally satisfied with garbage and water services in Auburn. The services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: residential garbage collection services (93%), yard waste removal service (84%) and water service (83%). The garbage and water services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) overall curbside recycling service and 2) the material types accepted for recycling. *None of the items related to garbage and water services showed **significant increases** in positive ratings from 2016 to 2017. The item that showed a **significant decrease** from 2016 was material types accepted for recycling (-4%).*
- **Development and Redevelopment in the City.** The development and redevelopment services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the overall appearance of Downtown Auburn (71%), the quality of new business development (61%) and the quality of new retail development (61%). *None of the items related to development and redevelopment showed **significant increases** in positive ratings from 2016 to 2017. The items that showed **significant decreases** in satisfaction from 2016 were: overall appearance of Downtown Auburn (-8%), quality of new industrial development (-7%), quality of new residential development (6%), and overall appearance of Opelika Road (-4%).*

- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of parks (85%), the maintenance of walking trails (80%), the maintenance of outdoor athletic fields (79%), the quality of outdoor athletic fields (78%), the quality of special events (78%), and the maintenance of community recreation centers (78%). The parks and recreation service that residents felt should receive the most emphasis from City leaders over the next two years was the maintenance of parks. Residents also felt it was important to emphasize: the maintenance of walking trails, quality of special events, and maintenance of biking paths and lanes. *The parks and recreation services that showed **significant increases** in positive ratings from 2016 were: the quality of senior programs (+4%) and special needs/therapeutics programs (+4%). The parks and recreation services that showed **significant decreases** in satisfaction ratings from 2016 were: quality of community recreation centers (-6%), maintenance of cemeteries (-5%), maintenance of biking paths and lanes (-5%), and quality of swimming programs (-5%).*
- **Traffic Flow and Transportation.** The traffic flow and transportation issue that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) was the ease of pedestrian travel in Auburn (62%). *There was **one significant increase in positive ratings** in the traffic flow and transportation items rated from 2016: ease of travel by bicycle in Auburn (+4%). There was **one significant decrease in positive ratings** from 2016: ease of travel by car in Auburn (-5%).*
- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of traffic signals (87%), the maintenance of street signs (86%), overall cleanliness of streets and public areas (85%), and maintenance of downtown Auburn (85%). The maintenance services that residents felt should receive the most emphasis from City leaders over the next two years were: the maintenance of streets, the adequacy of city street lighting and the cleanup of litter and debris in and near roadways. *None of the items related to maintenance services showed **significant increases** in positive ratings from 2016 to 2017. The maintenance services that showed **significant decreases** in satisfaction from 2016 were: maintenance of downtown Auburn (-4%), mowing and trimming along streets and public areas (-4%), cleanup of debris and litter in and near roadways (-4%), and adequacy of city street lighting (-4%).*
- **Downtown Auburn.** The aspects of Downtown Auburn that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the cleanliness of downtown areas (90%), the feeling of safety downtown at night (82%), pedestrian accessibility (82%) and signage and wayfinding (79%). Residents felt it was most important to emphasize the availability of parking in Downtown Auburn over the next two years. Residents also felt it was important to emphasize the feeling of safety of downtown at night, the cleanliness of downtown areas and the availability of outdoor dining venues during the next two years. *None of the items related to Downtown Auburn showed **significant increases** in positive ratings from 2016 to 2017. The items that showed **significant decreases** in satisfaction from 2016 were: availability of parking (-10%), signage and wayfinding (-6%) and landscaping and green space (-4%).*

- **City Communication**. Seventy-four percent (74%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's OPEN LINE newsletter and 68% were satisfied with level of public involvement in decision-making. *None of the items related to communication showed **significant increases** in positive ratings from 2016 to 2017. There was **one significant decrease** in satisfaction ratings from 2016: quality of the city's website (-6%).*

## **Other Findings**

- Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to raise children; only 1% felt it was a below average place to raise children and 4% were neutral.
- Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to live; only 2% felt it was a below average place to live and 4% were neutral (note: does not equal 100% due to rounding).
- Sixty-one percent (61%) of the residents surveyed reported they did NOT use the city's bicycle lanes and facilities; 23% occasionally used the bicycle lanes and facilities, 4% used them monthly, 10% used them weekly or daily and 2% did not provide a response.
- The primary sources that residents received information about city issues, services and events were: word of mouth (60%), the local newspaper (55%) and the *Open Line* newsletter (52%).
- Eighty-three percent (83%) of the residents surveyed who had contacted the City during the past year felt it was easy to contact the person they needed to reach; 14% felt it was difficult and 3% felt it was very difficult.
- Eighty-two percent (82%) of residents who had contacted the City during the past year felt the department they had contacted was responsive to their issue, 15% did not and 3% did not provide a response.

## **Trends**

A summary of the long-term trends (2006 to 2017) is provided on the following page.

**Long-Term Trends.** Positive ratings for the City of Auburn *improved or stayed the same in 57 of the 68 areas* that were assessed in both 2006 and 2017; 46 of these improvements were statistically significant (increases of 4% or more were significant). There were decreases in positive ratings in 11 of the 68 areas that were rated in both 2006 and 2017; 5 of these decreases were statistically significant (decreases of 4% or more were significant). The significant changes from 2006 to 2017 are shown in the table below.

Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	2017	2006	Change from 2006	Category
<b>SIGNIFICANT INCREASES</b>				
Maintenance of community recreation centers	78%	52%	26%	Parks and Recreation Services
Level of public involvement in decision-making	68%	43%	25%	City Communication
Maintenance of walking trails	80%	58%	22%	Parks and Recreation Services
Quality of community recreation centers	73%	52%	21%	Parks and Recreation Services
Maintenance of swimming pools	68%	48%	20%	Parks and Recreation Services
Police safety education programs	71%	54%	17%	Public Safety
Maintenance of streets	73%	57%	16%	City Maintenance
Quality of local ambulance service	86%	70%	16%	Public Safety
Quality of fire safety education programs	78%	62%	16%	Public Safety
Visibility of police in neighborhoods	77%	61%	16%	Public Safety
Visibility of police in retail areas	76%	60%	16%	Public Safety
Fire personnel emergency response time	91%	76%	15%	Public Safety
Ease of pedestrian travel in Auburn	62%	47%	15%	Traffic Flow and Transportation
Enforcement of traffic laws	72%	58%	14%	Public Safety
Feeling of safety in city parks	78%	66%	12%	Feeling of Safety
Quality of swimming pools	60%	48%	12%	Parks and Recreation Services
Maintenance of street signs	86%	75%	11%	City Maintenance
Overall cleanliness of streets and public areas	85%	74%	11%	City Maintenance
Overall quality of fire protection	93%	83%	10%	Public Safety
Maintenance of biking paths and lanes	68%	58%	10%	Parks and Recreation Services
Police response time	83%	73%	10%	Public Safety
Residential garbage collection service	93%	84%	9%	Garbage and Water Services
Utility Billing Office customer service	80%	71%	9%	Garbage and Water Services
Quality of police, fire, and ambulance services	94%	85%	9%	Overall Satisfaction
Overall quality of police protection	91%	82%	9%	Public Safety
Efforts to prevent crime	78%	69%	9%	Public Safety
Maintenance of sidewalks	73%	65%	8%	City Maintenance
Maintenance of city infrastructure	68%	60%	8%	Overall Satisfaction
Feeling of safety in commercial and retail areas	84%	77%	7%	Feeling of Safety
Fees charged for recreation programs	67%	60%	7%	Parks and Recreation Services
Maintenance of traffic signals	87%	80%	7%	City Maintenance
Yard waste removal service	84%	78%	6%	Garbage and Water Services
Quality of adult athletic programs	65%	59%	6%	Parks and Recreation Services
Adequacy of city street lighting	67%	61%	6%	City Maintenance
Overall appearance of the City	77%	71%	6%	Perceptions of the City
Water service	83%	78%	5%	Garbage and Water Services
Maintenance of Downtown Auburn	85%	80%	5%	City Maintenance
Mowing and trimming along streets and public areas	79%	74%	5%	City Maintenance
Overall image of the city	86%	81%	5%	Perceptions of the City
Overall quality of City services	82%	77%	5%	Perceptions of the City
Value received for city tax dollars and fees	73%	68%	5%	Perceptions of the City
Ease of travel by bicycle in Auburn	39%	34%	5%	Traffic Flow and Transportation
Maintenance of cemeteries	77%	73%	4%	Parks and Recreation Services
Overall feeling of safety in Auburn	91%	87%	4%	Feeling of Safety
Feeling of safety in neighborhood at night	88%	84%	4%	Feeling of Safety
Effectiveness of city's communication with the public	64%	60%	4%	Overall Satisfaction
<b>SIGNIFICANT DECREASES</b>				
Effectiveness of the City Manager	61%	67%	6%	City Leadership
Overall quality of leadership	60%	66%	6%	City Leadership
Effectiveness of appointed boards and commissions	54%	59%	5%	City Leadership
Curbside recycling service	69%	74%	5%	Garbage and Water Services
Maintenance of city-owned buildings	82%	86%	4%	City Maintenance



## How Auburn Compares to Other Communities

The City of Auburn is setting the standard for the delivery of city services compared to other U.S. communities. *Auburn rated at or above the national average for other U.S. communities in 58 of the 61 of the areas* that were assessed, 56 of which were significantly above the national average (5% or more above the national average). Auburn rated below the national average in 3 areas, 1 of which was significantly below the national average (5% or more below the national average). The areas where Auburn rated significantly above and below the national average are shown in the table on the following page.

2017 City of Auburn DirectionFinder Survey: Draft Report

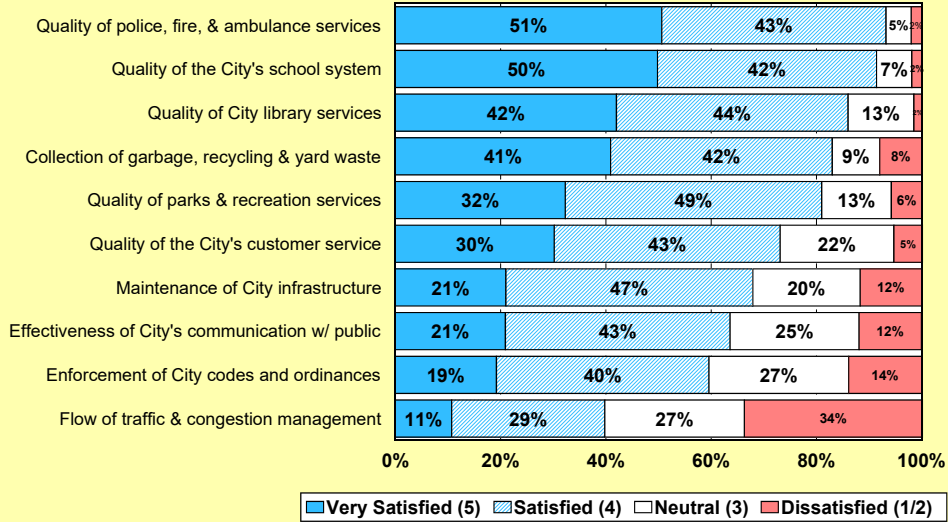
Category	Percent			Category
	Auburn	National Average	Above/Below National Average	
<b>by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)</b>				
<b>SIGNIFICANTLY ABOVE NATIONAL AVERAGE</b>				
Cleanup of debris and litter	82%	41%	41%	Code Enforcement
Quality of the city's school system	92%	56%	36%	Overall Satisfaction
Value received for city tax dollars and fees	73%	38%	35%	Perceptions of the City
Level of public involvement in decision-making	68%	33%	35%	Communication
Overall quality of City services	82%	49%	33%	Perceptions of the City
Cleanup of large junk/abandoned vehicles	81%	48%	33%	Code Enforcement
Utility Billing Office customer service	80%	48%	32%	Garbage and Water Services
Recycling at city's drop-off recycling center	75%	44%	31%	Garbage and Water Services
As a place to work	83%	54%	29%	Quality of Life
Maintenance of city infrastructure	68%	41%	27%	Overall Satisfaction
As a place to raise children	95%	68%	27%	Quality of Life
Quality of the city's customer service	73%	47%	26%	Overall Satisfaction
Maintenance of sidewalks	73%	47%	26%	City Maintenance
Mowing and trimming along streets and public areas	79%	54%	25%	City Maintenance
As a place to live	95%	70%	25%	Quality of Life
Quality of swimming pools	60%	35%	25%	Parks and Recreation
Maintenance of streets	73%	50%	23%	City Maintenance
Overall cleanliness of streets/public areas	85%	62%	23%	City Maintenance
Cleanup of overgrown and weedy lots	64%	41%	23%	Code Enforcement
Maintenance of downtown	85%	63%	22%	City Maintenance
Efforts to prevent crime	78%	56%	22%	Public Safety
Overall image of the City	86%	64%	22%	Perceptions of the City
Overall quality of police protection	91%	70%	21%	Public Safety
Maintenance of walking trails	80%	59%	21%	Parks and Recreation
Residential garbage collection service	93%	73%	20%	Garbage and Water Services
Water service	83%	63%	20%	Garbage and Water Services
Visibility of police in neighborhoods	77%	59%	18%	Public Safety
Yard waste removal service	84%	66%	18%	Garbage and Water Services
Police response time	83%	65%	18%	Public Safety
Cleanup of debris and litter in and near roadways	72%	54%	18%	City Maintenance
Police safety education programs	71%	54%	17%	Public Safety
Quality of police, fire, and ambulance services	94%	77%	17%	Overall Satisfaction
Quality of parks and recreation services	81%	64%	17%	Overall Satisfaction
Effectiveness of city's communication with the public	64%	47%	17%	Overall Satisfaction
Quality of youth athletic programs	77%	60%	17%	Parks and Recreation
Maintenance of traffic signals	87%	71%	16%	City Maintenance
Maintenance of street signs	86%	71%	15%	City Maintenance
Visibility of police in retail areas	76%	61%	15%	Public Safety
Overall quality of life in the City	88%	73%	15%	Perceptions of the City
Overall appearance of the City	77%	62%	15%	Perceptions of the City
Maintenance of parks	85%	70%	15%	Parks and Recreation
Availability of information on city services and programs	61%	46%	15%	Communication
Collection of garbage, recycling and yard waste	83%	69%	14%	Overall Satisfaction
Quality of fire safety education programs	78%	65%	13%	Public Safety
Quality of outdoor athletic fields	78%	65%	13%	Parks and Recreation
Quality of city library services	86%	74%	12%	Overall Satisfaction
Adequacy of city street lighting	67%	56%	11%	City Maintenance
Quality of adult athletic programs	65%	54%	11%	Parks and Recreation
Overall quality of fire protection	93%	83%	10%	Public Safety
Control of nuisance animals	65%	55%	10%	Code Enforcement
Maintenance of community recreation centers	78%	68%	10%	Parks and Recreation
Maintenance of biking paths and lanes	68%	59%	9%	Parks and Recreation
Enforcement of traffic laws	72%	64%	8%	Public Safety
Enforcement of city codes and ordinances	59%	52%	7%	Overall Satisfaction
Fire personnel emergency response time	91%	84%	7%	Public Safety
Quality of local ambulance service	86%	80%	6%	Public Safety
<b>SIGNIFICANTLY BELOW NATIONAL AVERAGE</b>				
Flow of traffic and congestion management	40%	51%	11%	Overall Satisfaction

*Section 1:*  
***Charts and Graphs***

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### Q1. Overall Satisfaction With City Services by Major Category

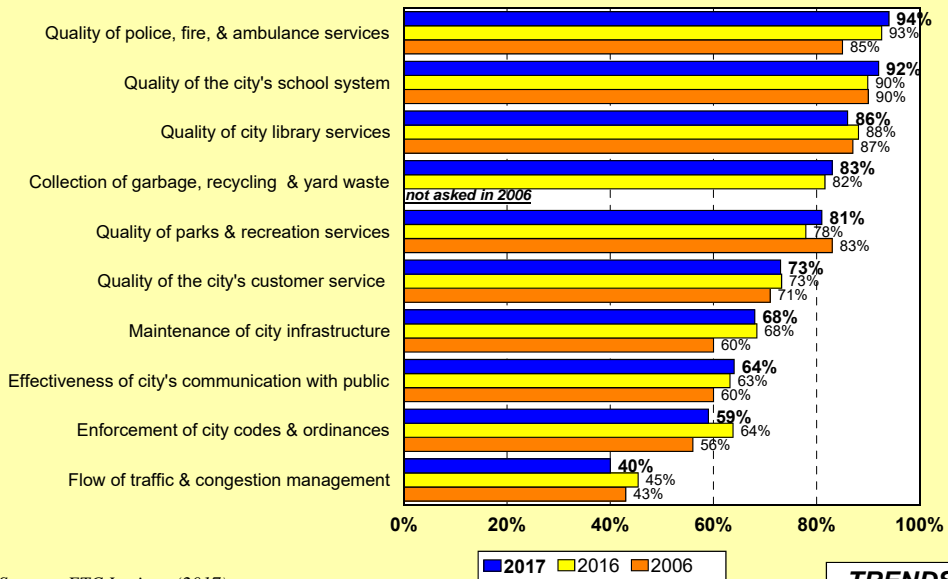
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

### TRENDS: Overall Satisfaction With City Services by Major Category (2006, 2016 & 2017)

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

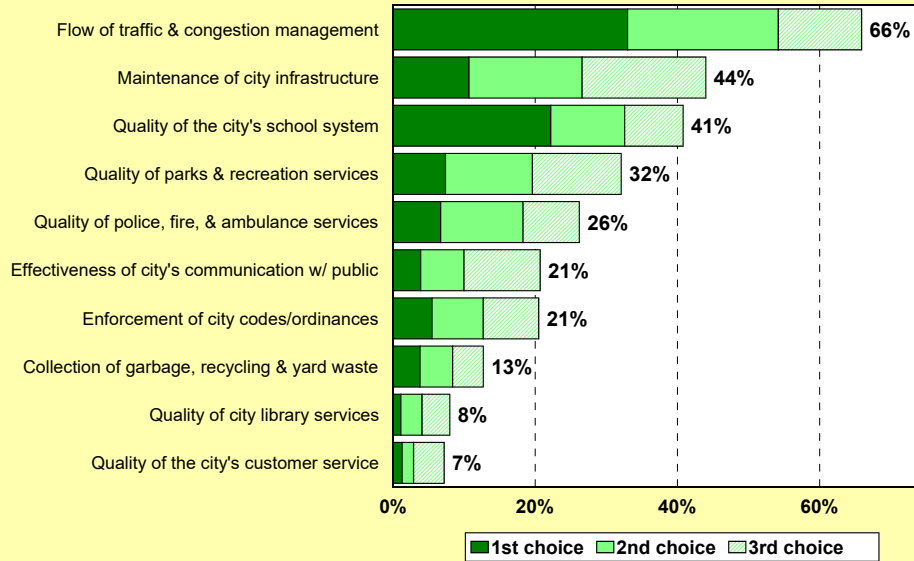


Source: ETC Institute (2017)

**TRENDS**

## Q2. Major Categories of City Services That Should Receive the Most Emphasis Over the Next Two Years

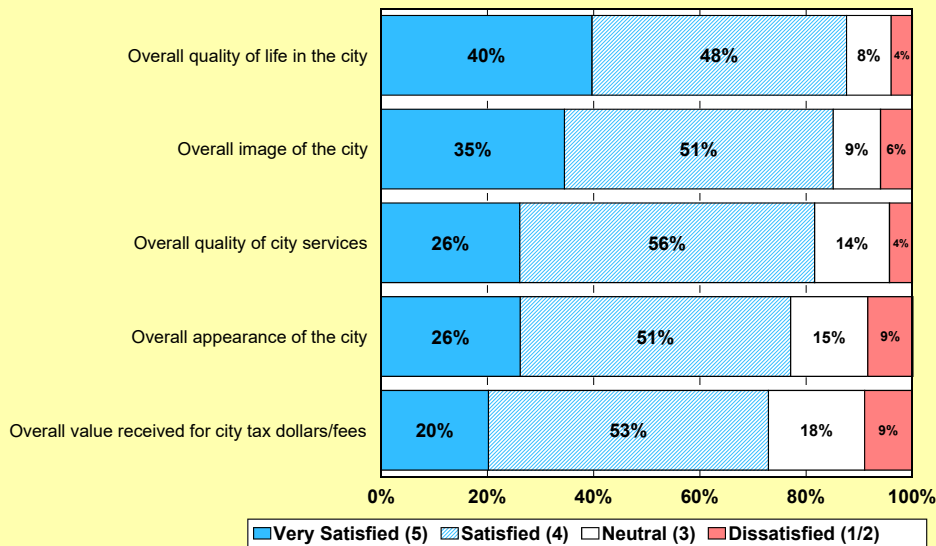
by percentage of residents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2017)

## Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

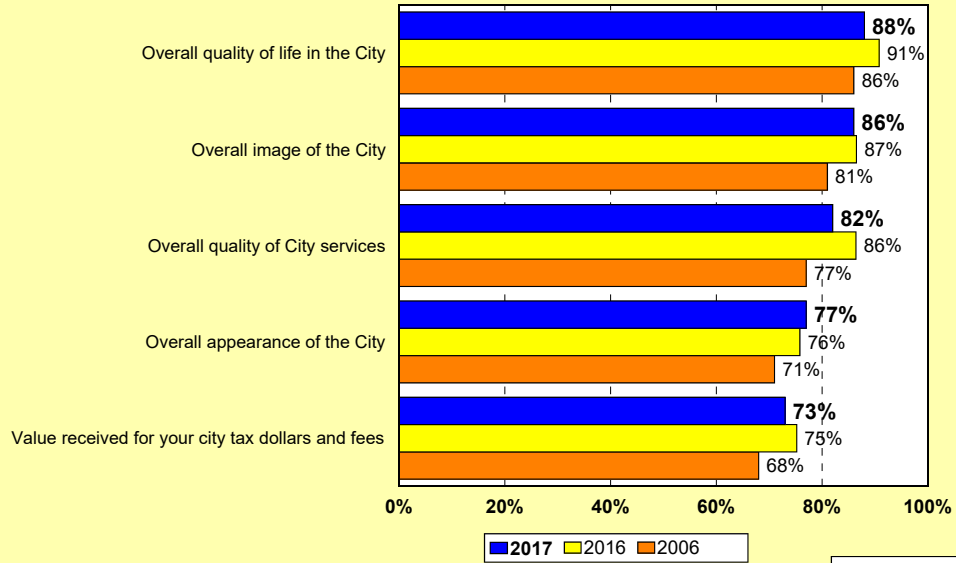
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

### TRENDS: Overall Perceptions of the City of Auburn (2006, 2016 & 2017)

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

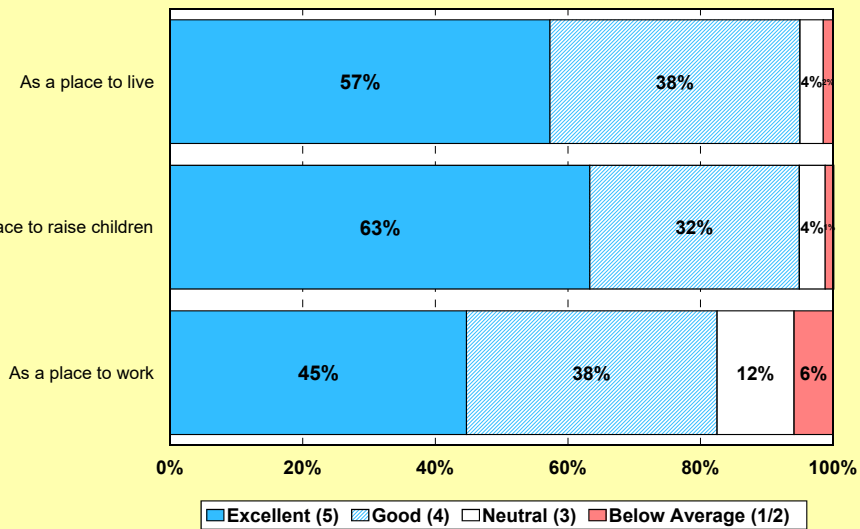


Source: ETC Institute (2017)

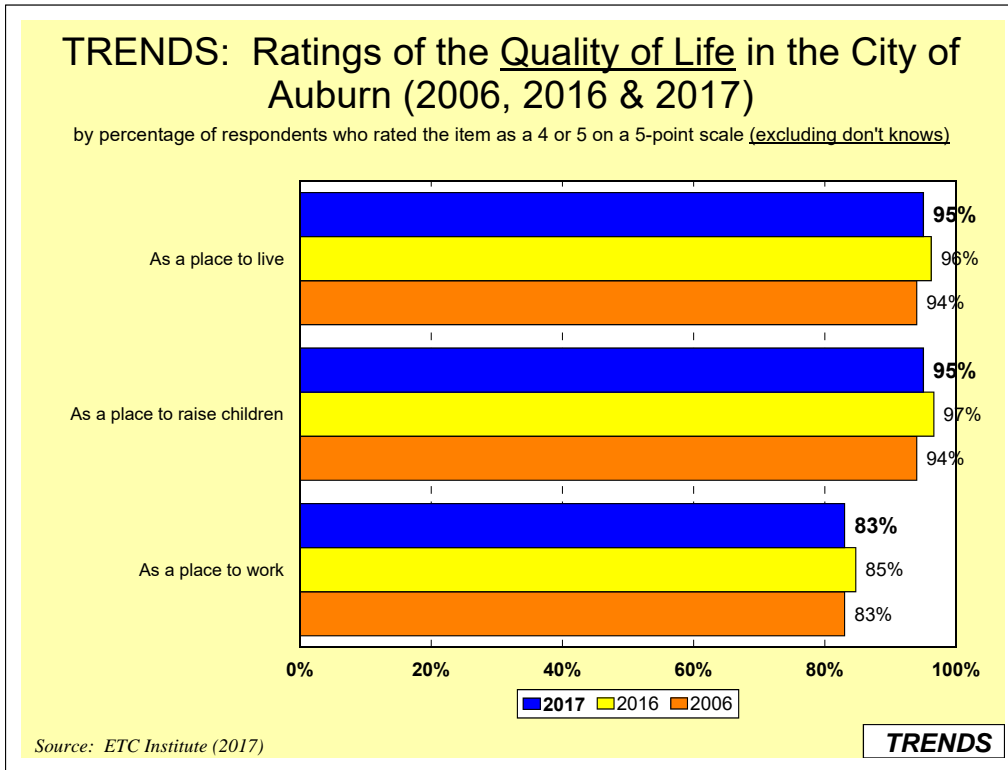
TRENDS

### Q4. Quality of Life in the City of Auburn

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

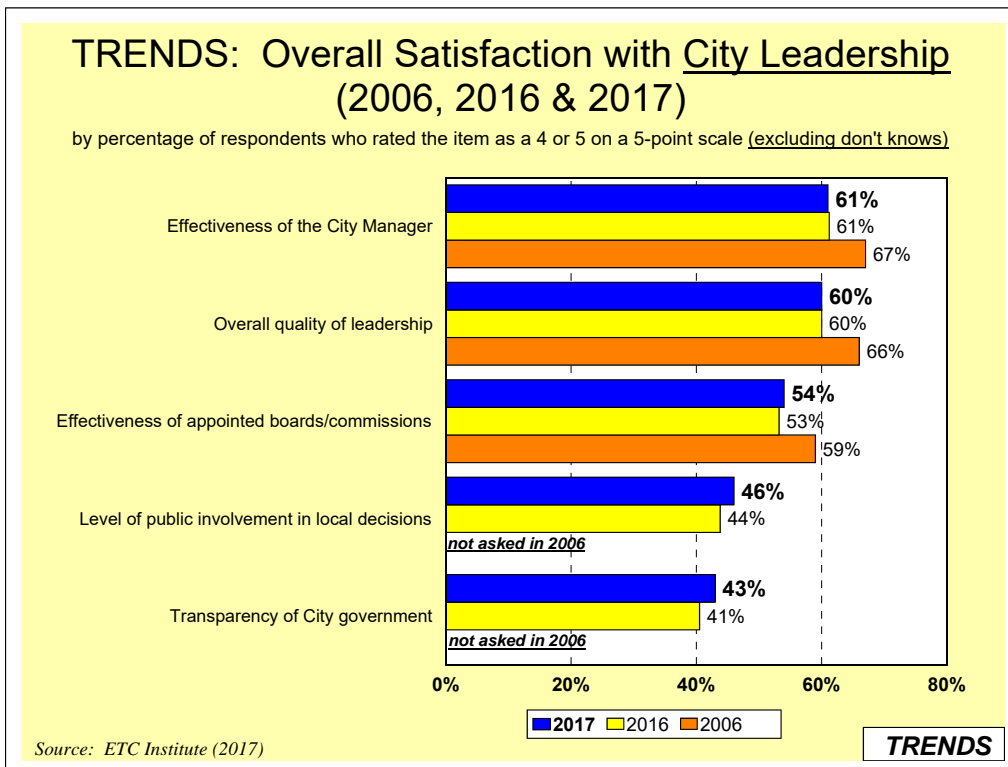
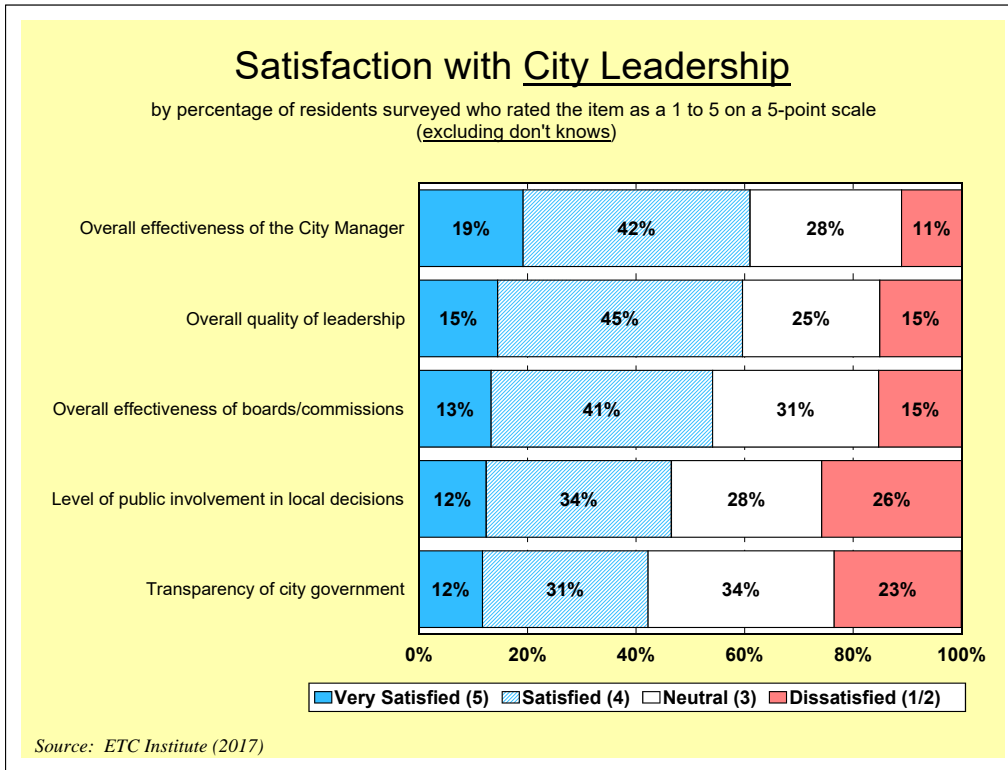


Source: ETC Institute (2017)



# CITY LEADERSHIP

Source: ETC Institute (2017)



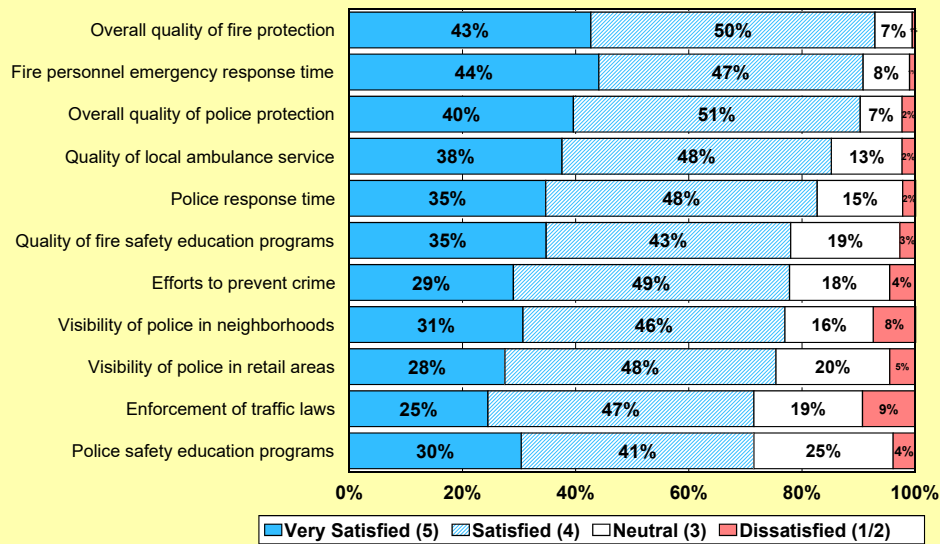


# PUBLIC SAFETY

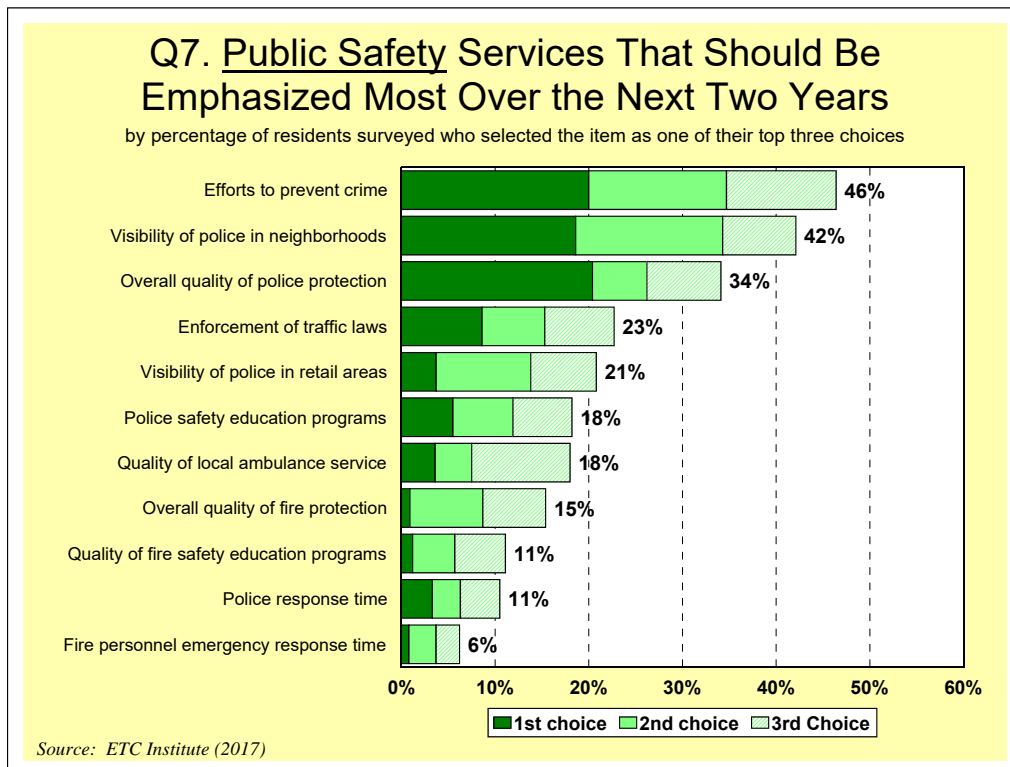
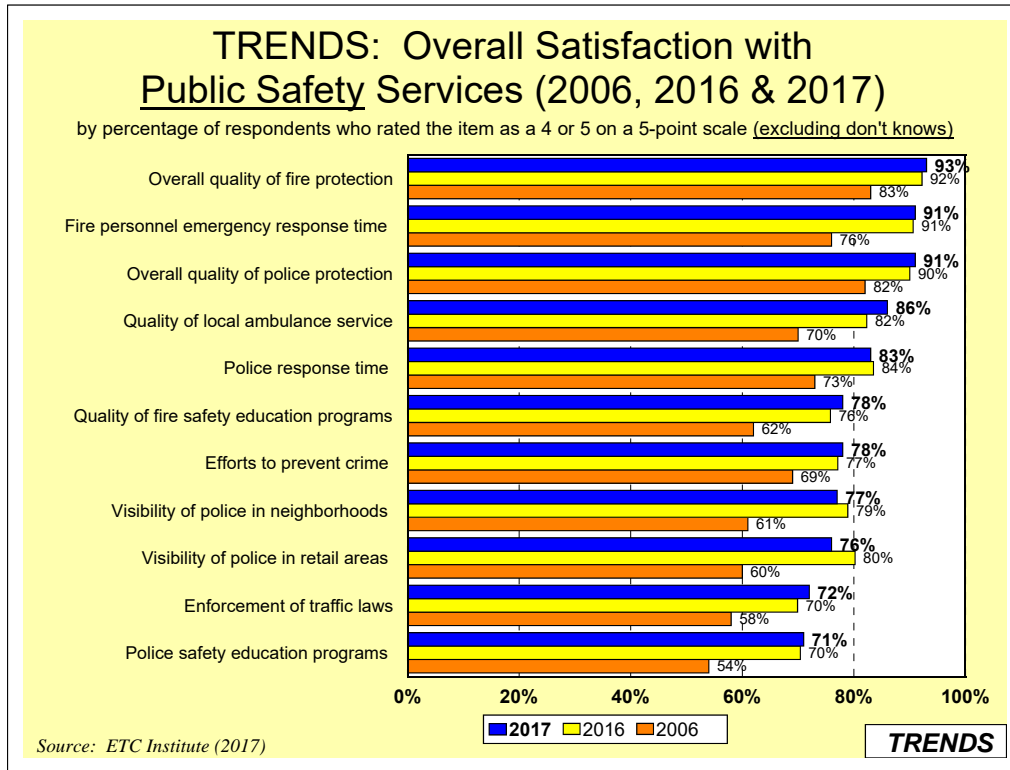
Source: ETC Institute (2017)

## Q6. Satisfaction with Various Aspects of Public Safety

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



Source: ETC Institute (2017)

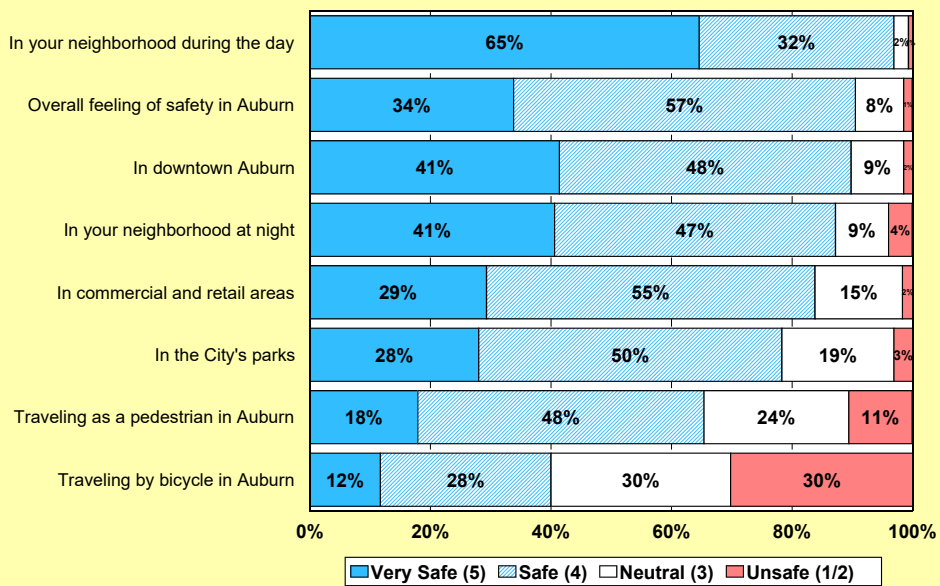


# FEELING OF SAFETY

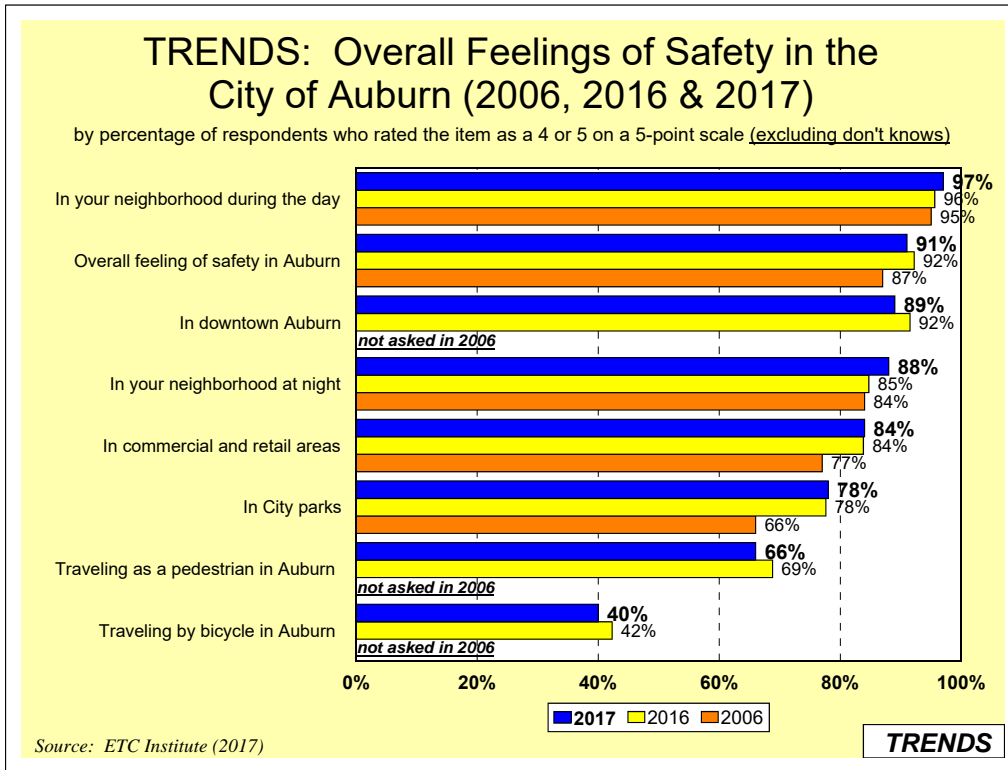
Source: ETC Institute (2017)

## Q8. 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)

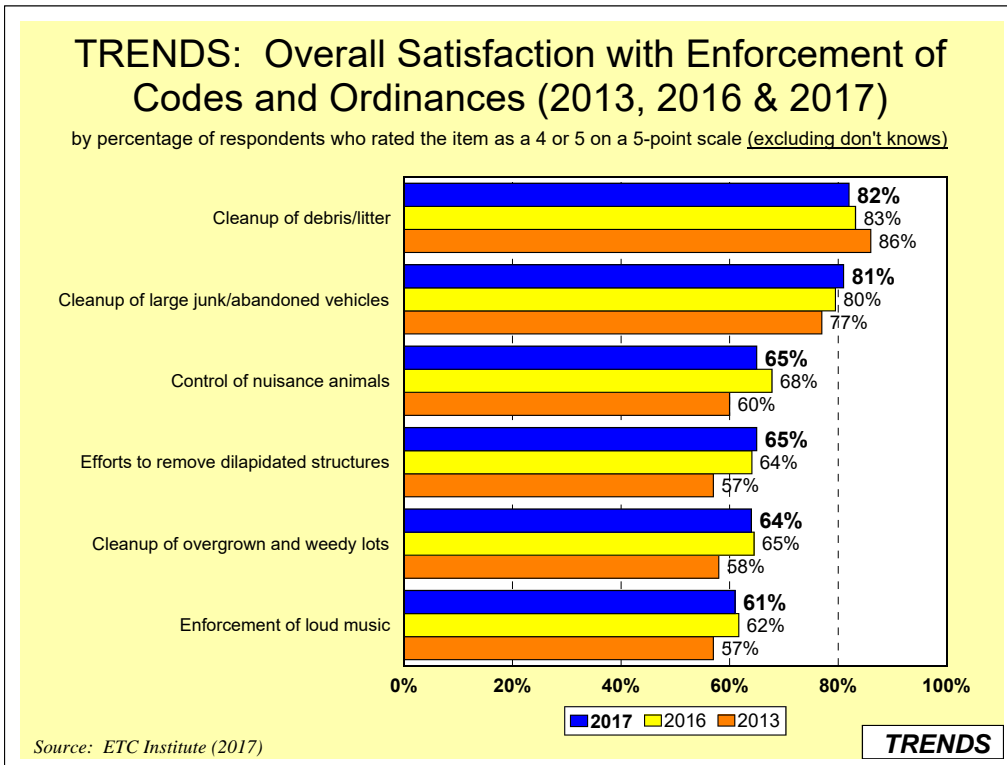
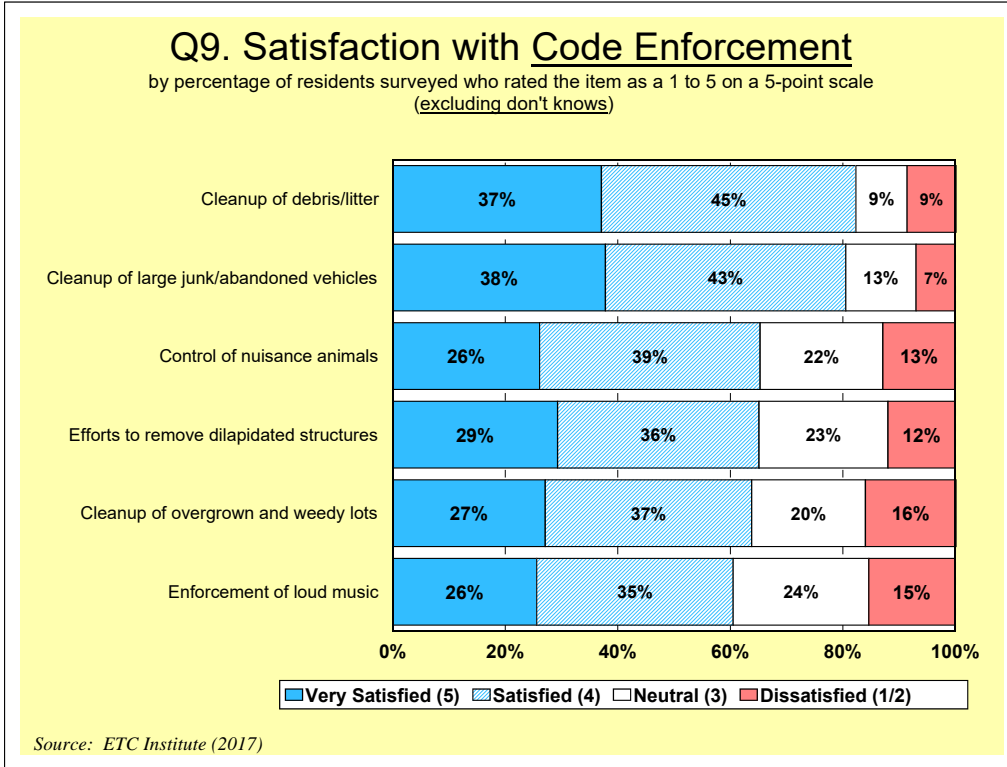


Source: ETC Institute (2017)



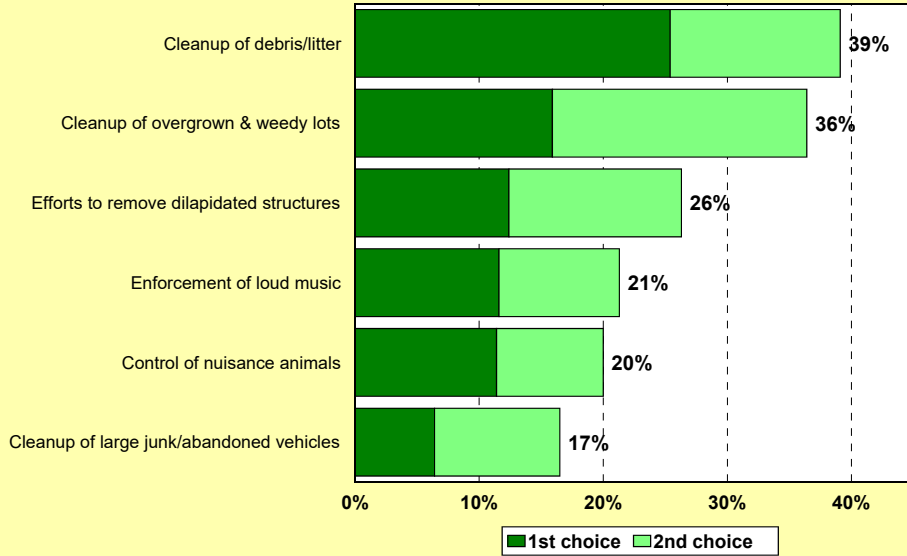
# CODE ENFORCEMENT

Source: ETC Institute (2017)



### Q10. Codes Enforcement 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



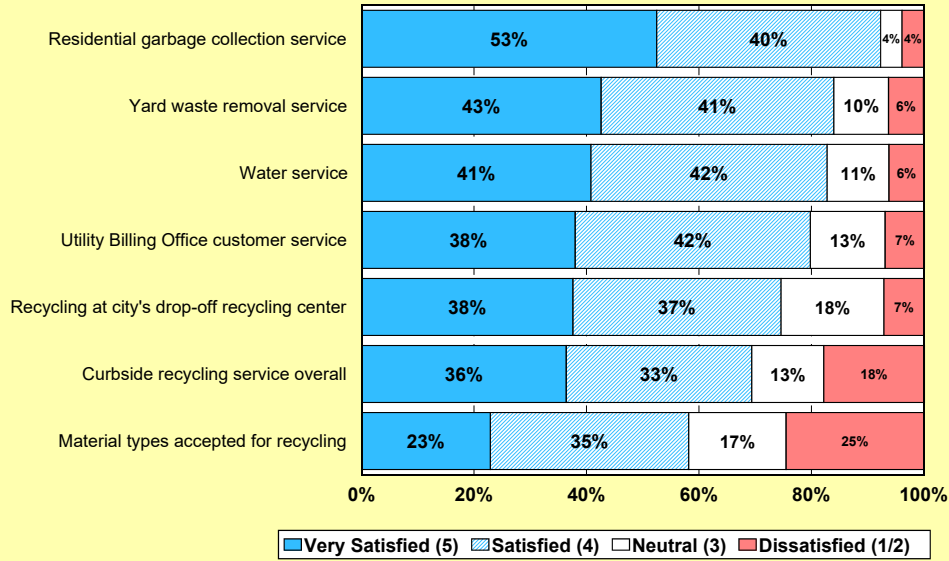
Source: ETC Institute (2017)

## GARBAGE and WATER SERVICES

Source: ETC Institute (2017)

### Q11. Satisfaction with Garbage and Water Services

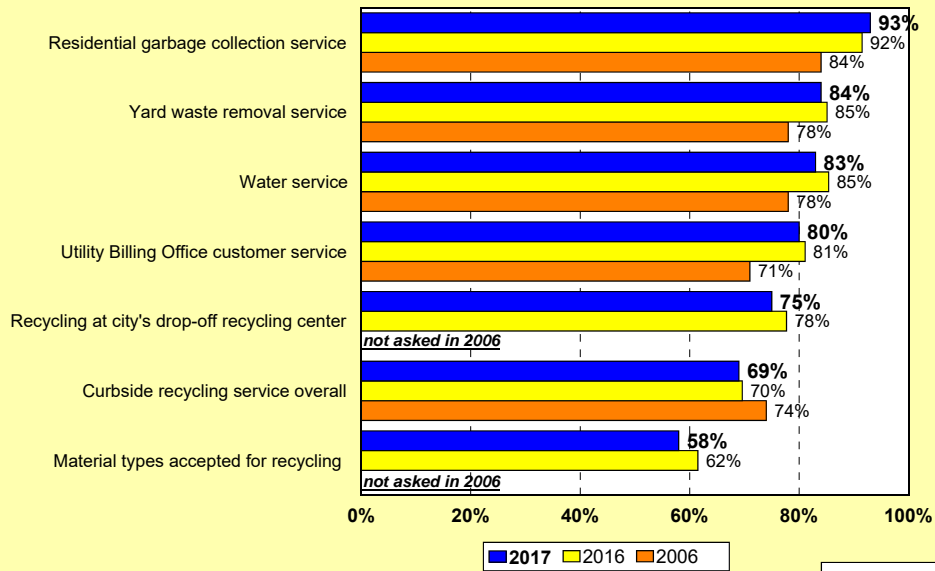
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2017)

### TRENDS: Satisfaction with Garbage and Water Services (2006, 2016 & 2017)

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

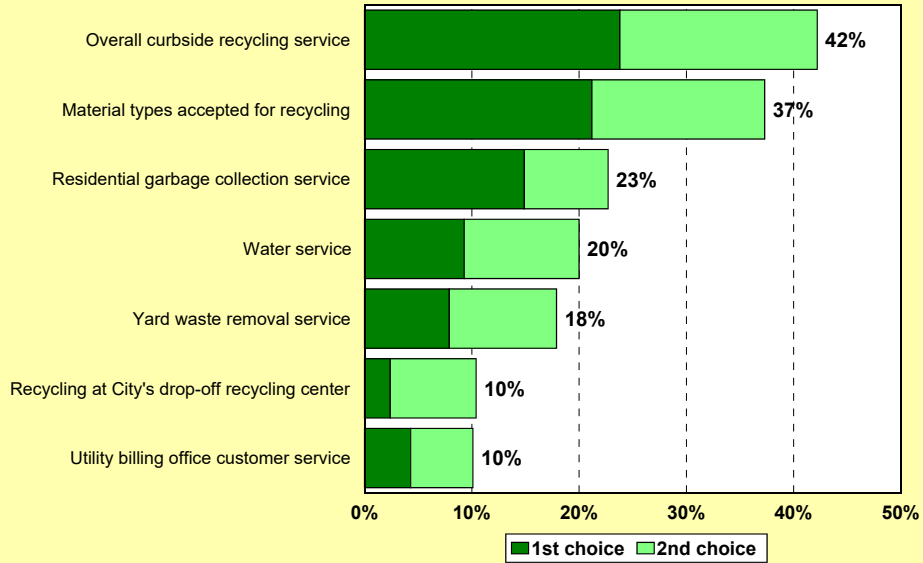


Source: ETC Institute (2017)

**TRENDS**

### Q12. Garbage and Water 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



Source: ETC Institute (2017)

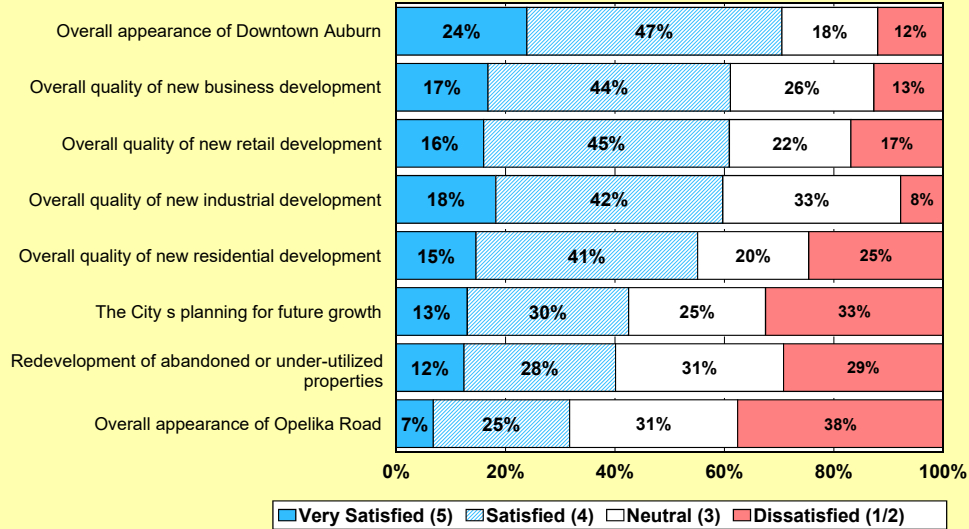
## DEVELOPMENT AND REDEVELOPMENT IN THE CITY

Source: ETC Institute (2017)



### Q13. Satisfaction with Various Aspects of Development and Redevelopment in the City

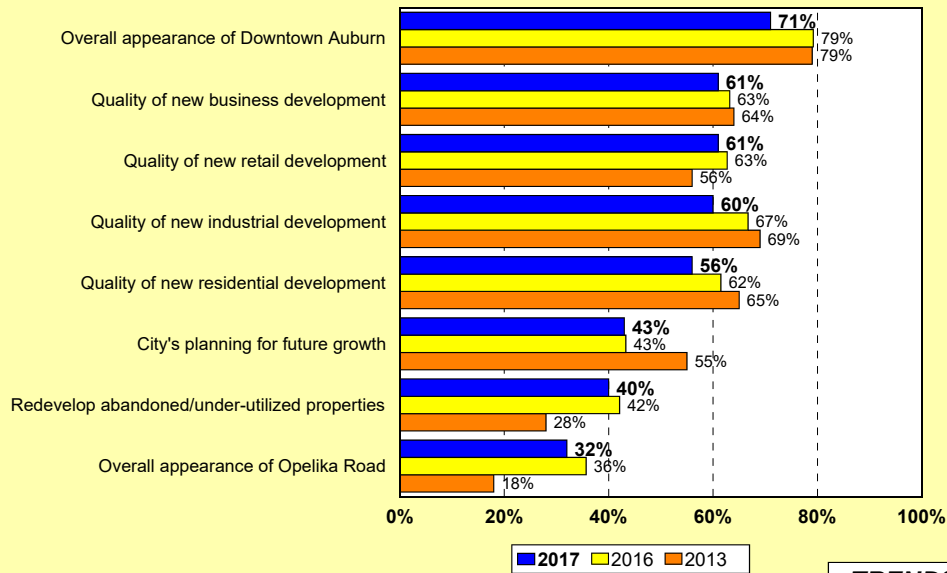
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2017)

### TRENDS: Overall Satisfaction with Development and Redevelopment in the City (2013, 2016 & 2017)

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 (2017)

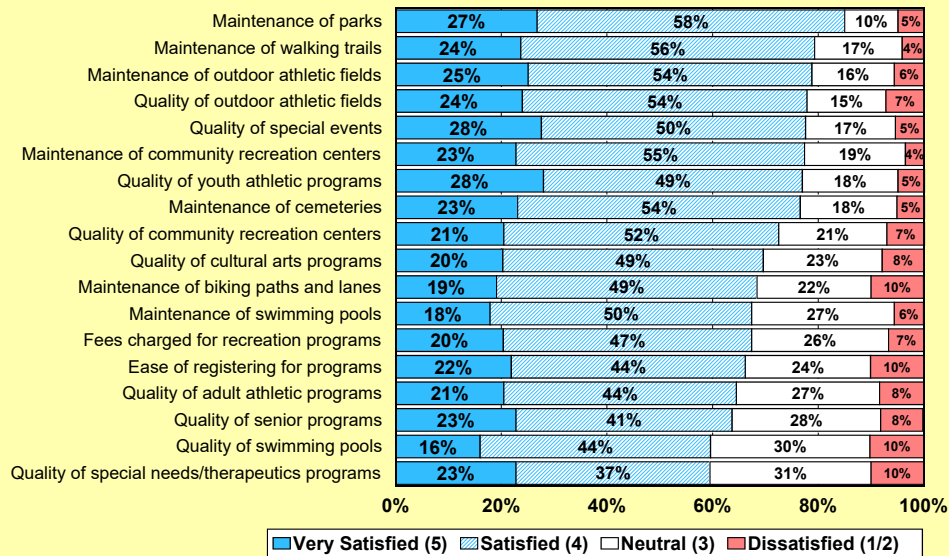
**TRENDS**

# PARKS & RECREATION

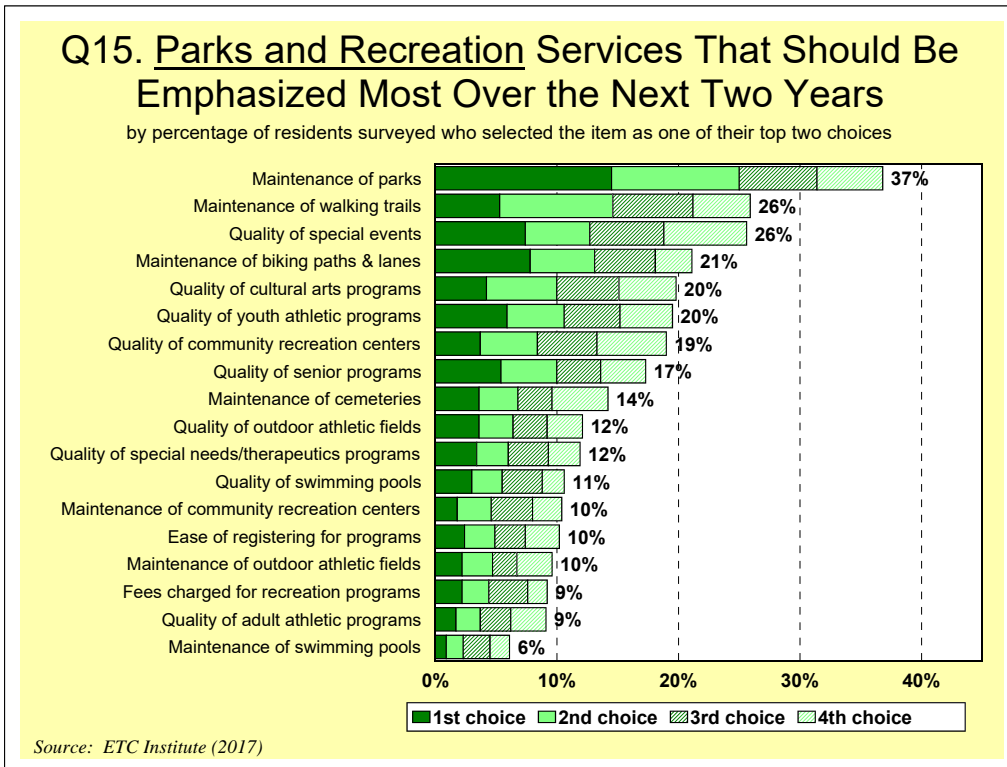
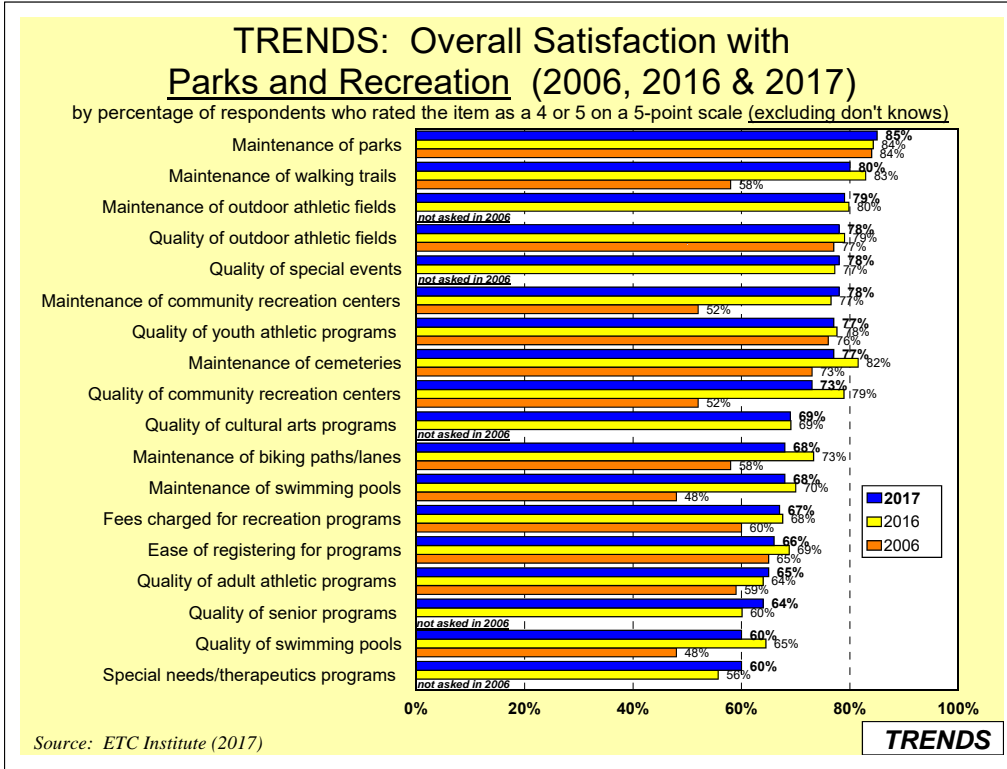
Source: ETC Institute (2017)

## Q14. Satisfaction with Various Aspects of Parks and Recreation

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



Source: ETC Institute (2017)

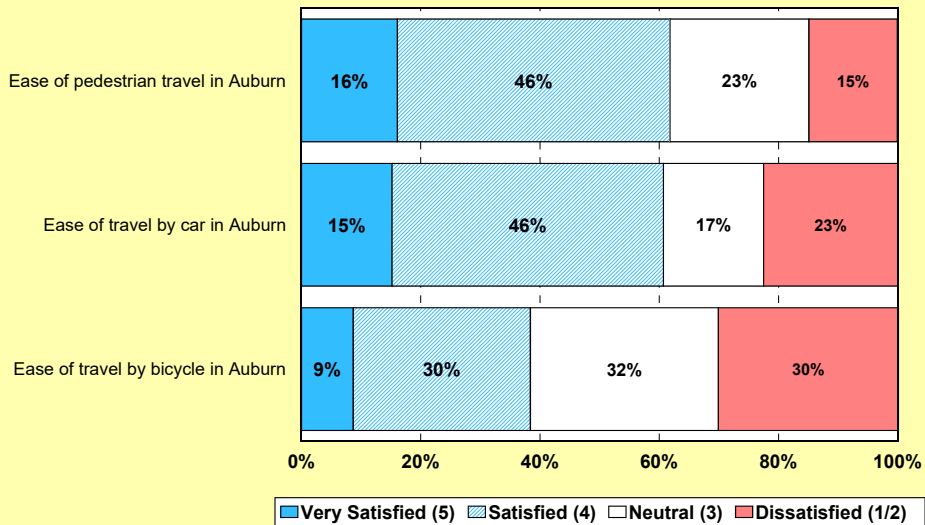


# TRAFFIC FLOW and TRANSPORTATION

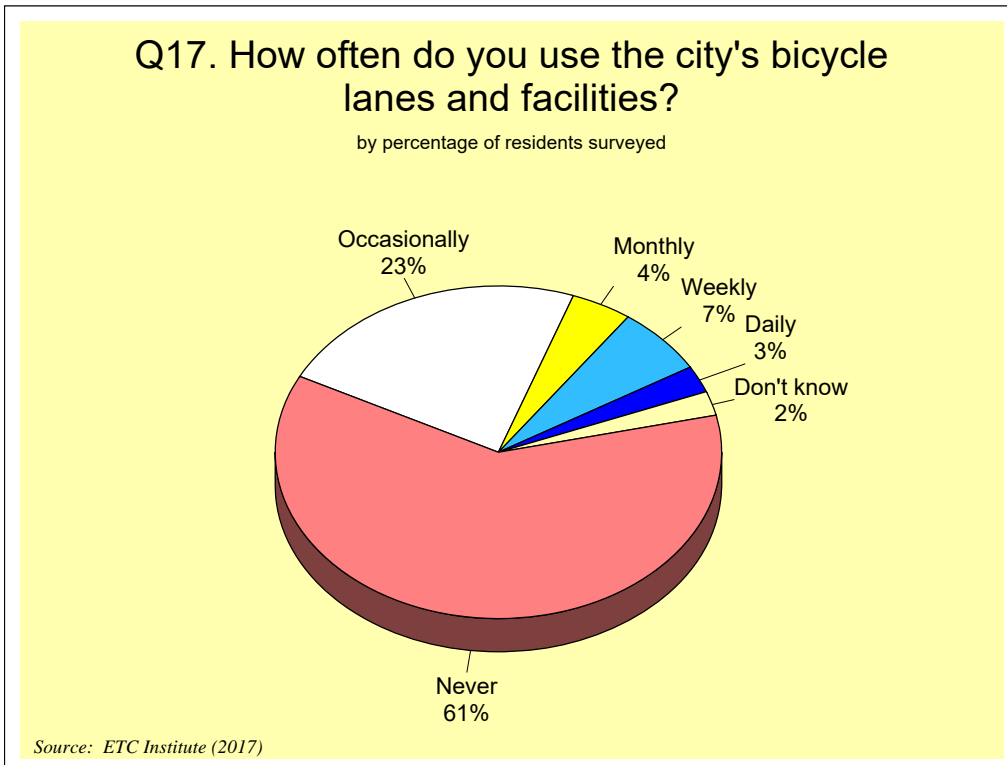
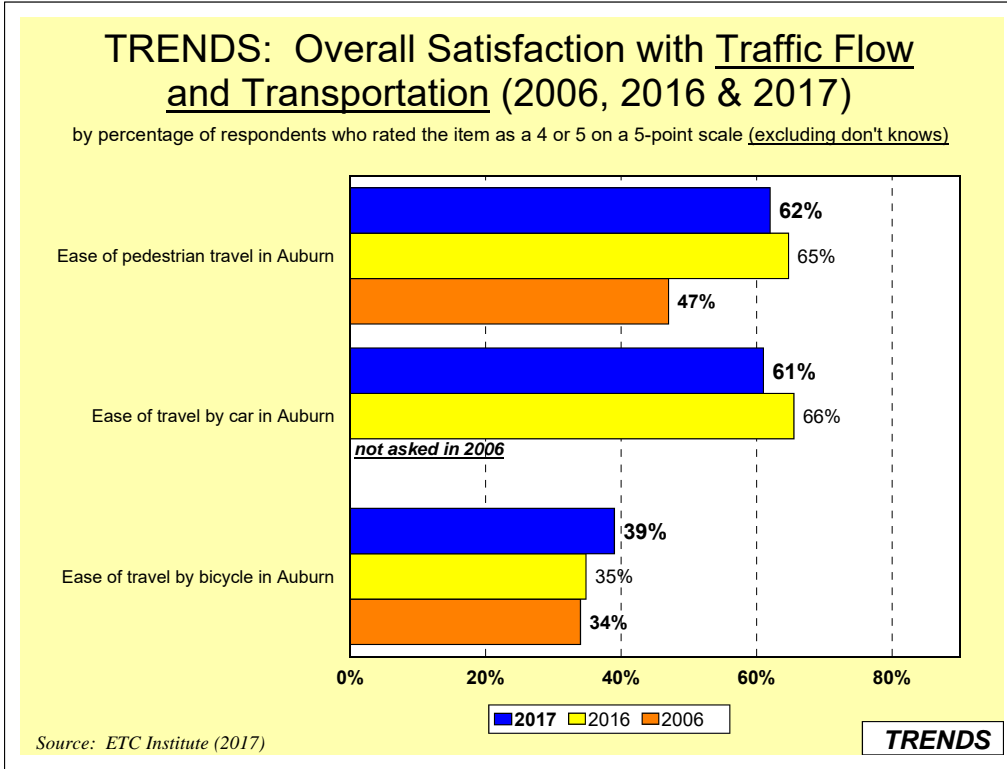
Source: ETC Institute (2017)

## Q16. Satisfaction with Various Aspects of Traffic Flow and Transportation

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

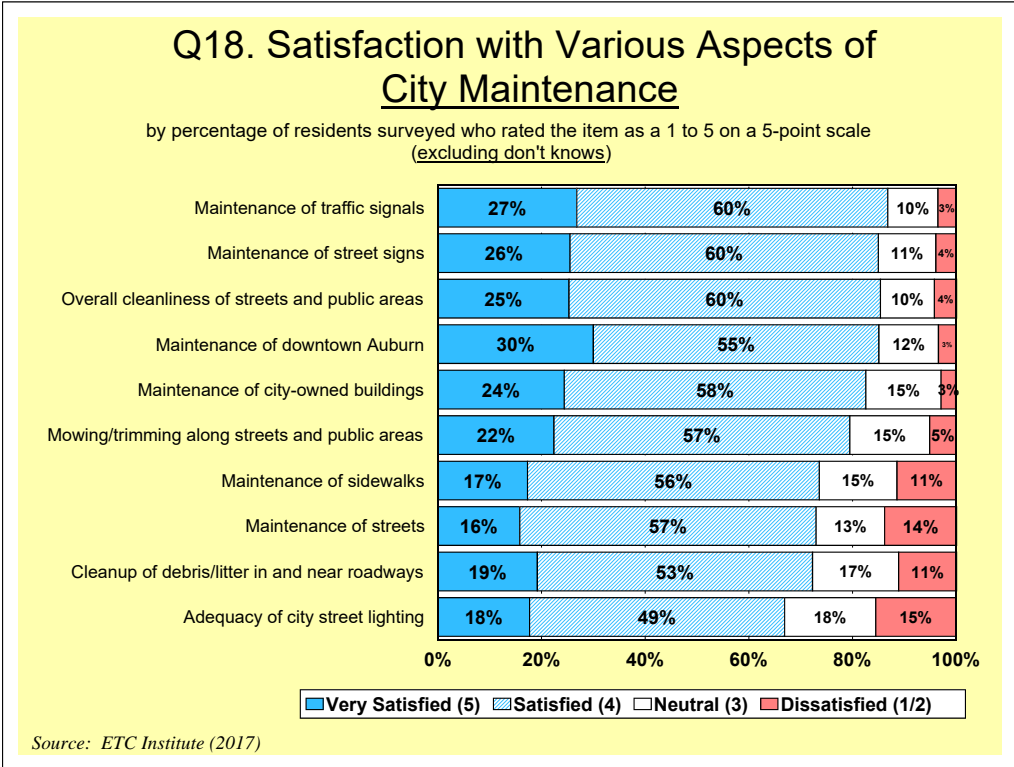


Source: ETC Institute (2017)



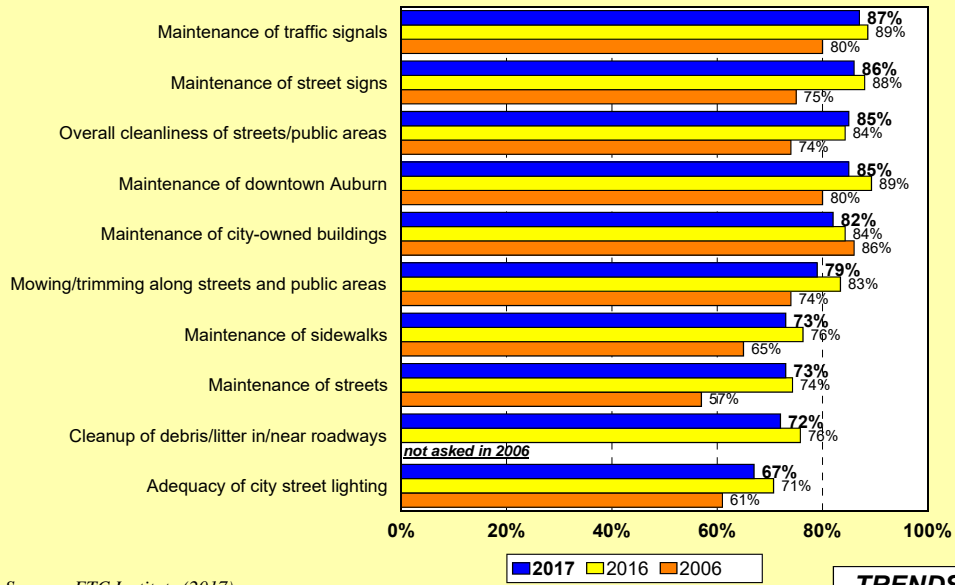
# CITY MAINTENANCE

*Source: ETC Institute (2017)*



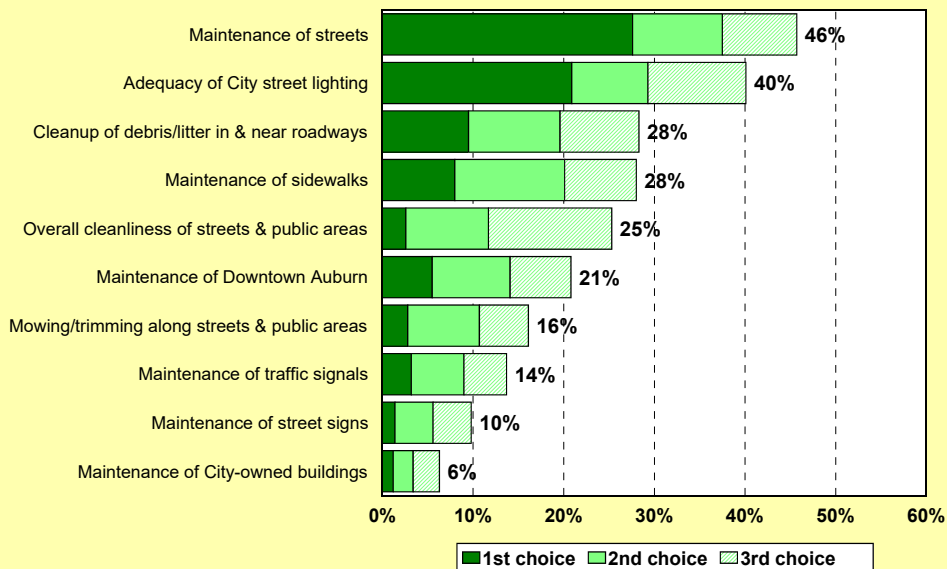
### TRENDS: Overall Satisfaction with City Maintenance (2006, 2016 & 2017)

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



### Q19. 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

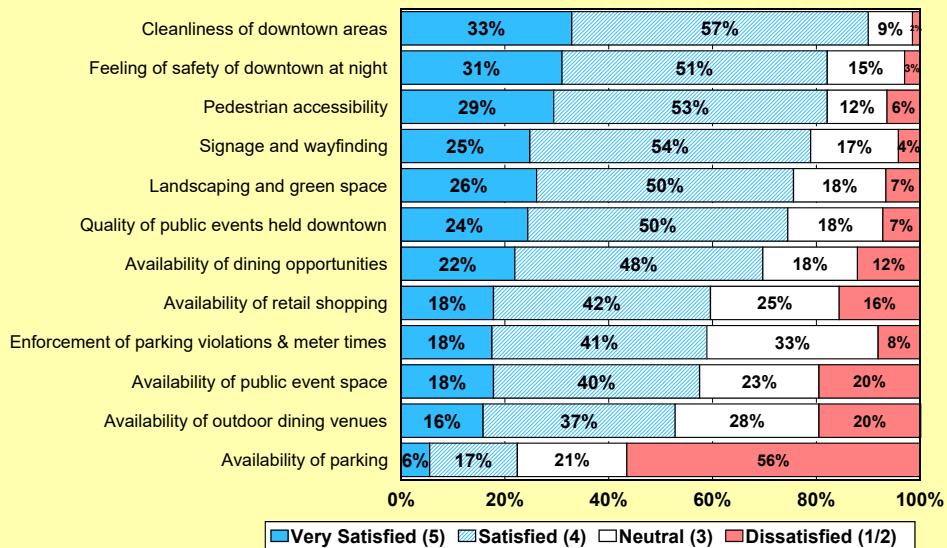


# DOWNTOWN AUBURN

Source: ETC Institute (2017)

## Q20. Satisfaction with Various Aspects of Downtown Auburn

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

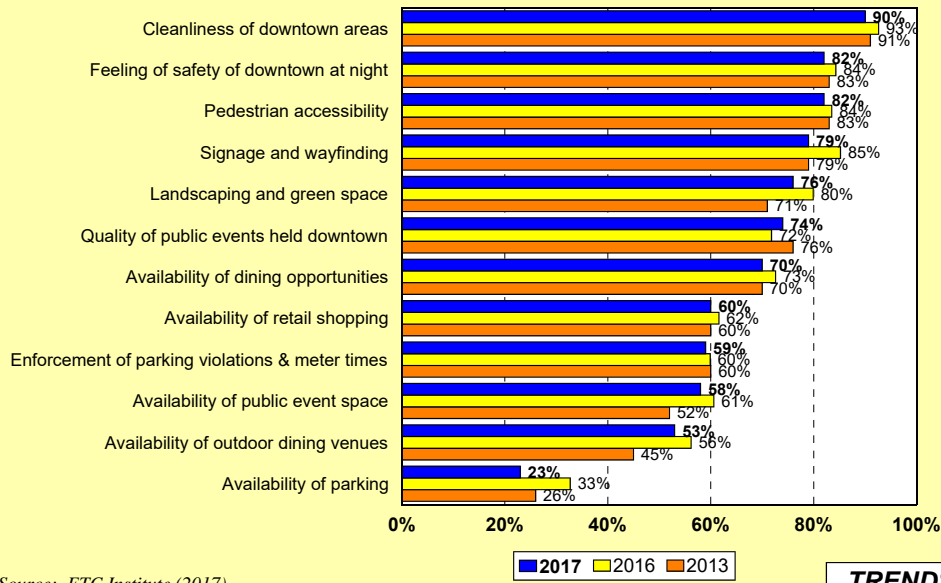


Source: ETC Institute (2017)



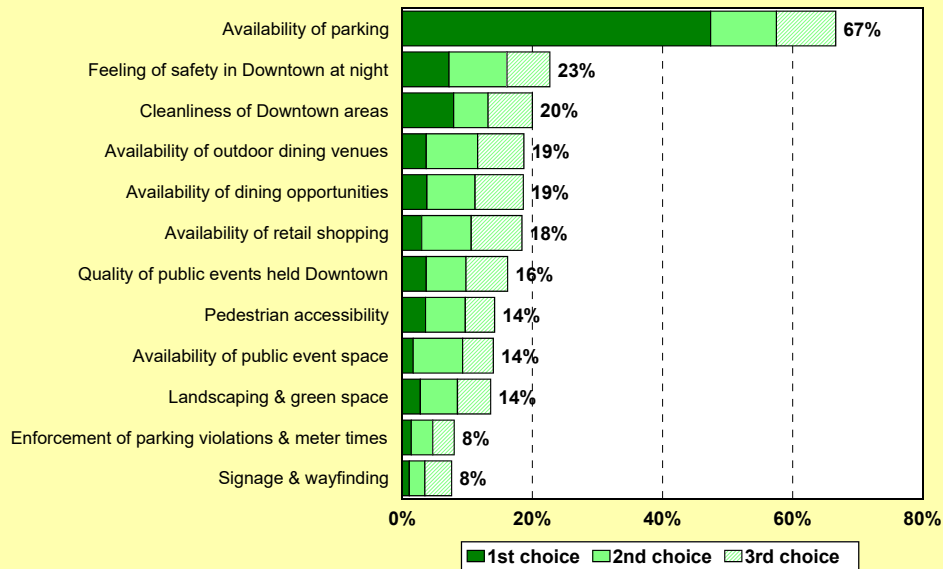
### TRENDS: Overall Satisfaction with Downtown Auburn (2013, 2016 & 2017)

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



### Q21. Areas of Downtown Auburn 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

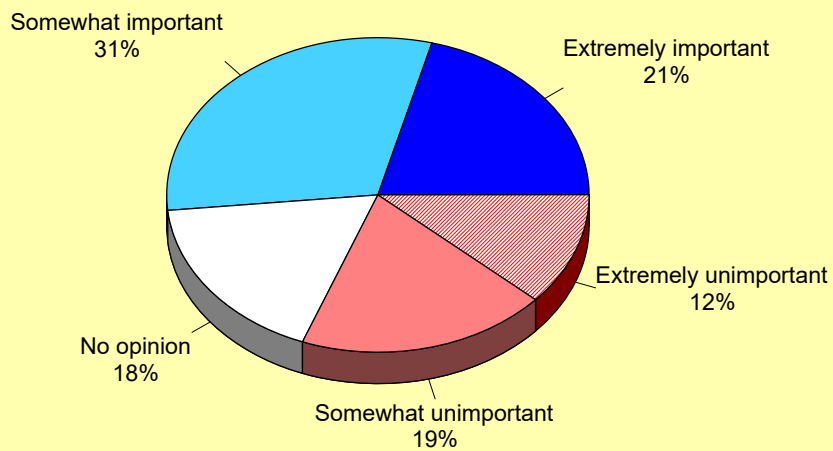


# Project or Initiative Priorities

Source: ETC Institute (2017)

## Q22. Importance of Implementing a Mass Transit System Compared to Other City Priorities

by percentage of residents surveyed



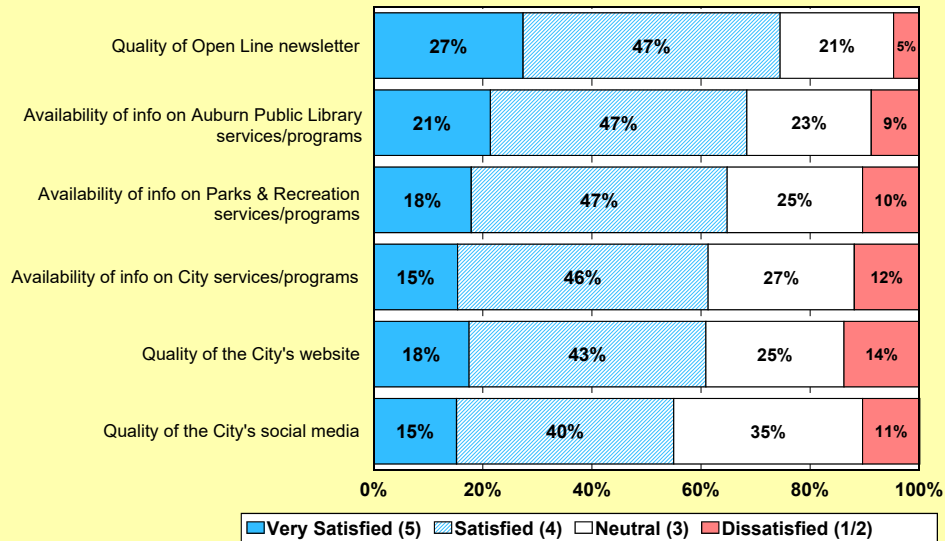
Source: ETC Institute (2017)

# CITY COMMUNICATION

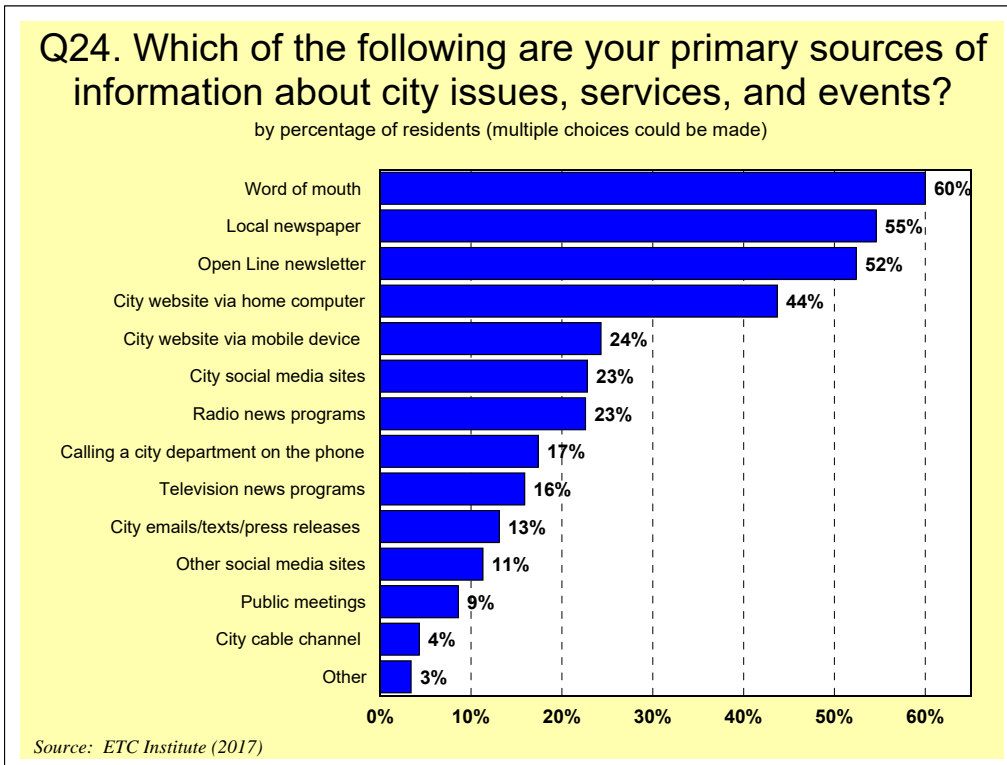
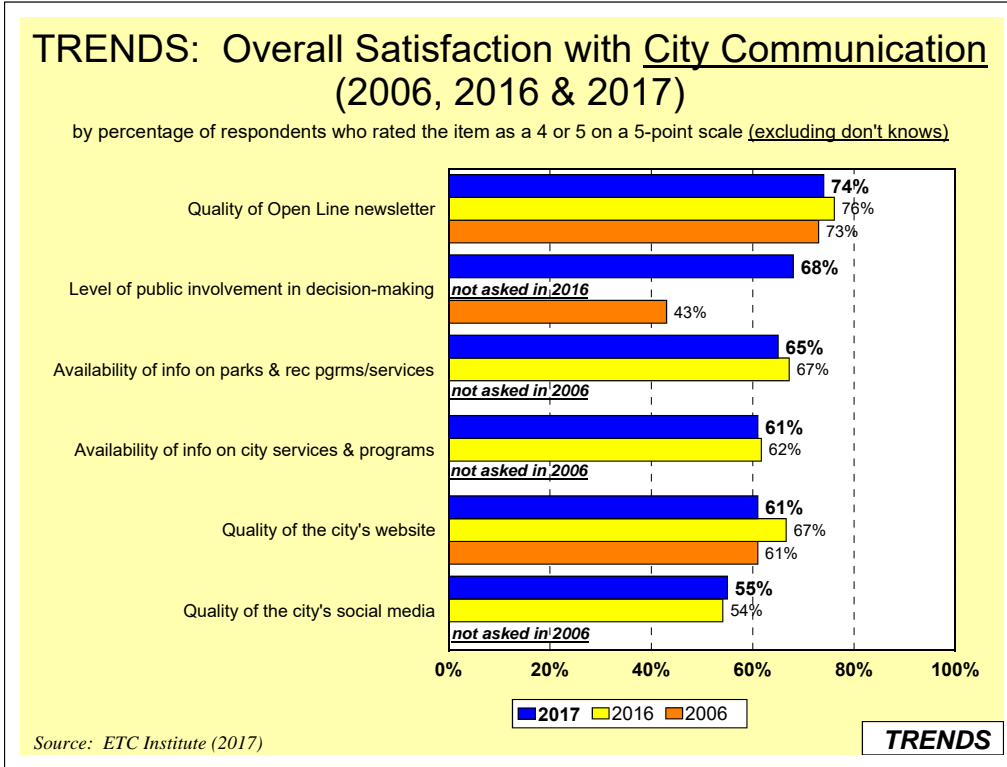
Source: ETC Institute (2017)

## Q23. Satisfaction with Various Aspects of City Communication

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 (2017)

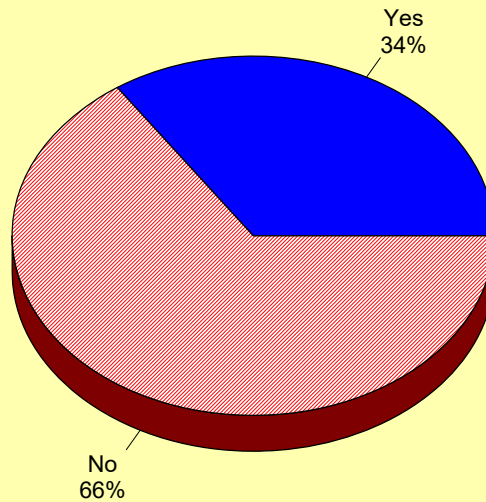


# CUSTOMER SERVICE

Source: ETC Institute (2017)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

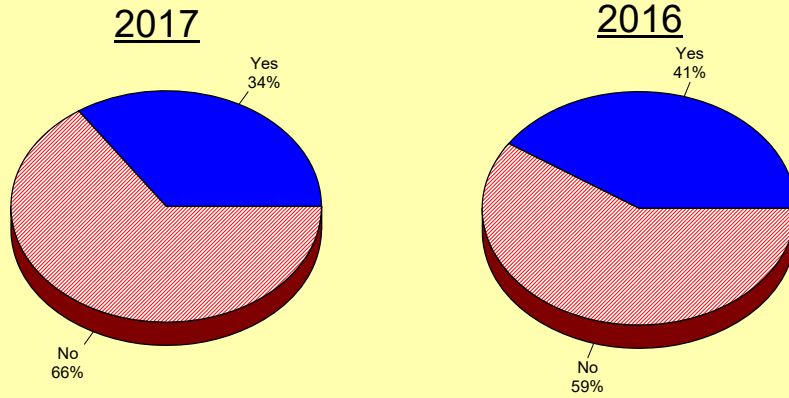
by percentage of residents surveyed



Source: ETC Institute (2017)

### TRENDS: Have you called or visited the City with a question, problem, or complaint during the past year? 2016 vs. 2017

by percentage of residents surveyed



Source: ETC Institute (2016)

### Q25a. How easy was it to contact the person you needed to reach?

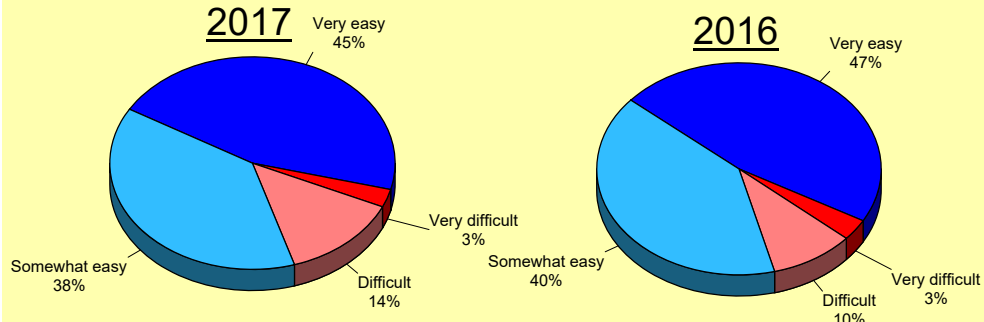
by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2017)

### TRENDS: How easy was it to contact the person you needed to reach? (2016 vs. 2017)

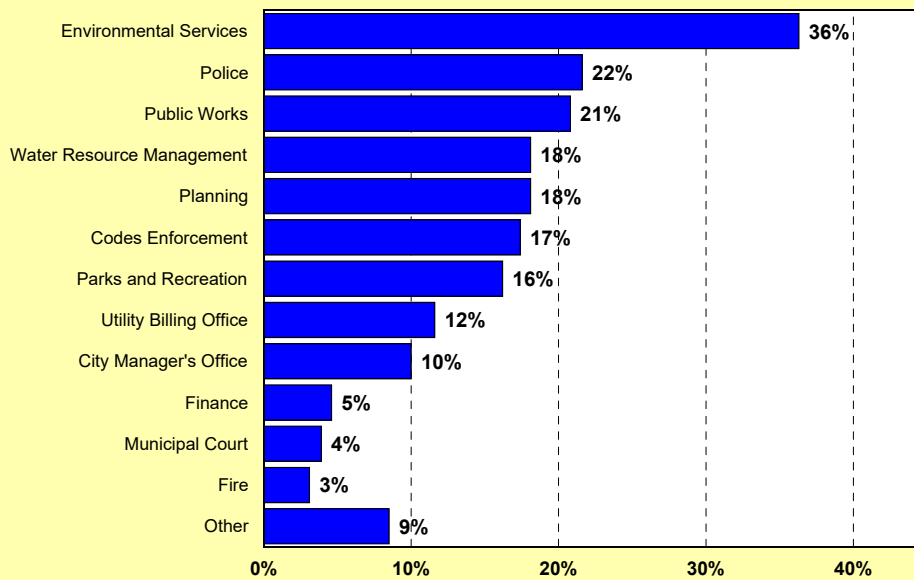
by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2017)

### Q25b. What City department did you contact?

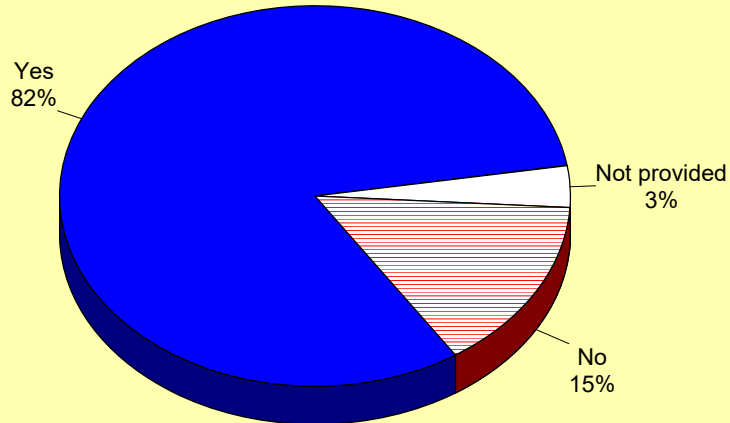
by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2017)

### Q25c. Was the department you contacted responsive to your issue?

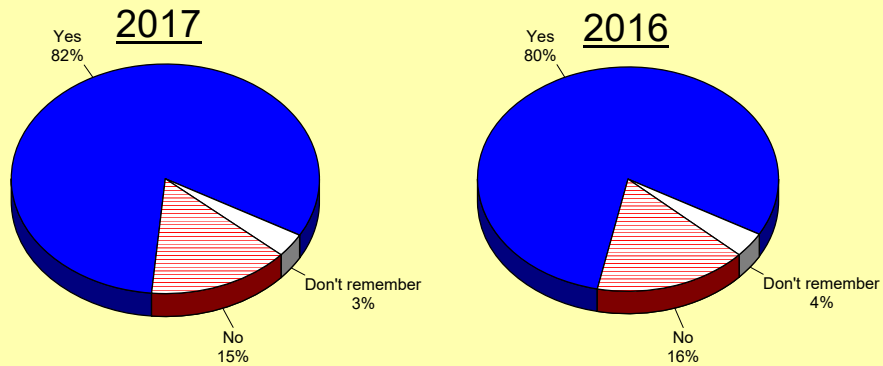
by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2017)

### TRENDS: Was the department you contacted responsive to your issue? (2016 vs. 2017)

by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2017)

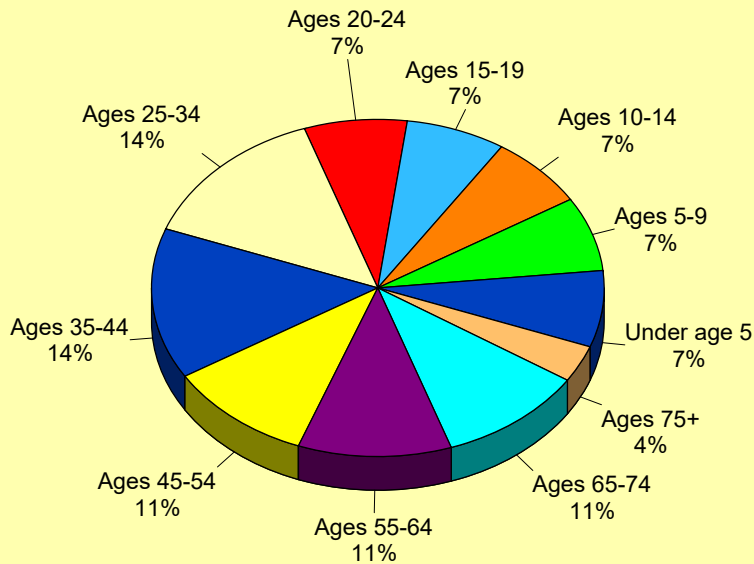


# DEMOGRAPHICS

Source: ETC Institute (2017)

## Q27. Demographics: Ages of Household Members

by percentage of residents in the household



Source: ETC Institute (2017)

### Q28. Demographics: How many years have you lived in the City of Auburn?

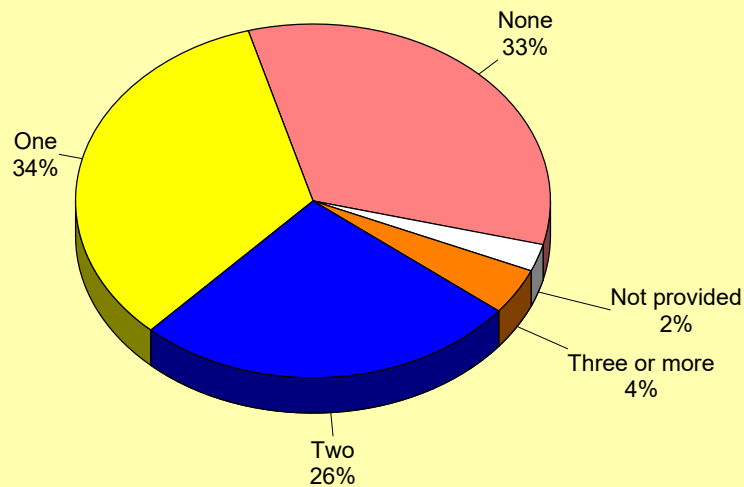
by percentage of residents surveyed



Source: ETC Institute (2017)

### Q29. Demographics: How many people in your household work within the Auburn City Limits?

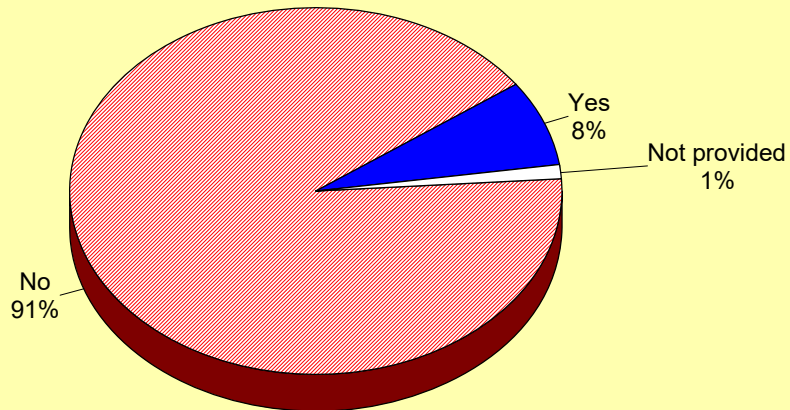
by percentage of residents surveyed



Source: ETC Institute (2017)

### Q30. Demographics: Are you a full time Auburn University student?

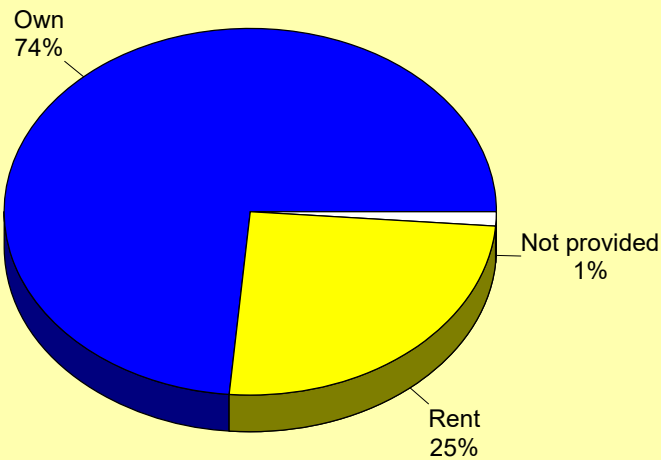
by percentage of residents surveyed



Source: ETC Institute (2017)

### Q31. Demographics: Do you own or rent your current residence?

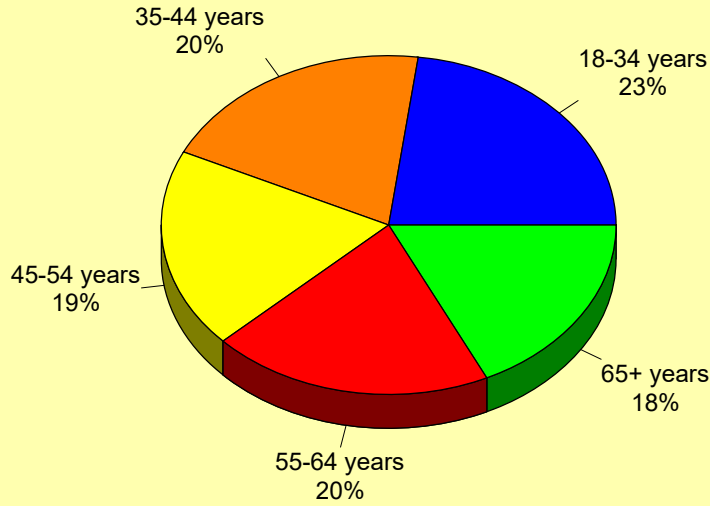
by percentage of residents surveyed



Source: ETC Institute (2017)

### Q32. Demographics: What is your age?

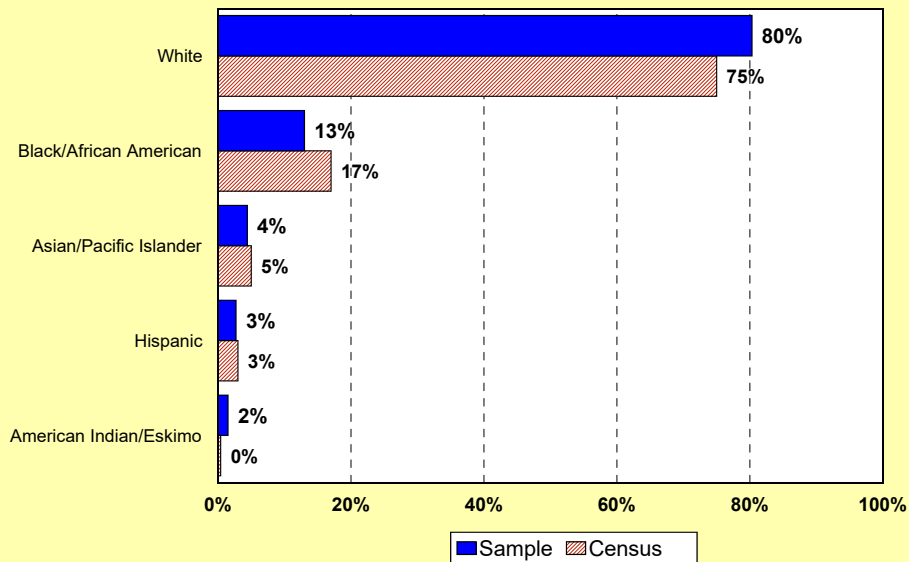
by percentage of residents surveyed



Source: ETC Institute (2017)

### Q33. Demographics: Which best describes your race/ethnicity?

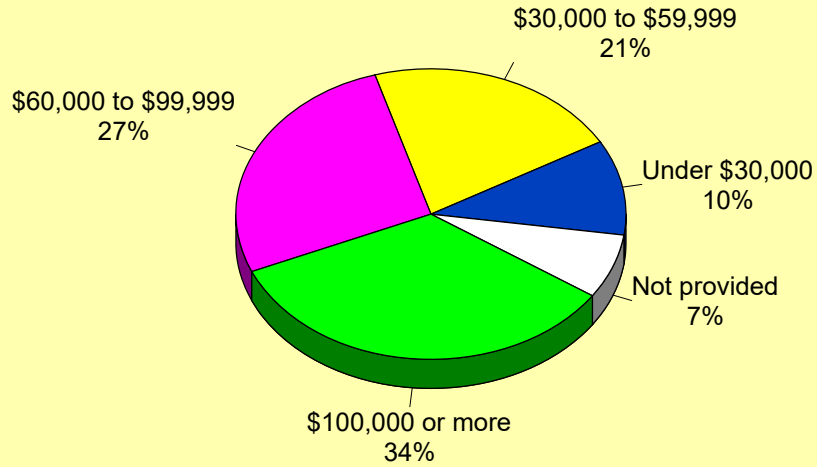
by percentage of residents surveyed (multiple choices could be made)



Source: ETC Institute (2017)

### Q34. Demographics: Total Annual Household Income

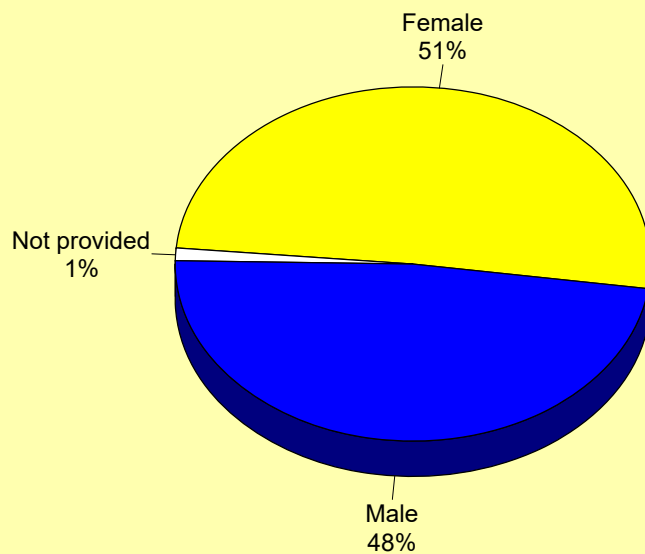
by percentage of residents surveyed



Source: ETC Institute (2017)

### Q35. Demographics: Gender of the Respondents

by percentage of residents surveyed



Source: ETC Institute (2017)

*Section 2:*  
***Benchmarking Analysis***

---

# Benchmarking Summary Report

## Auburn, Alabama

### 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 210 cities in 43 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 the summer of 2016 to a random sample of more than 4,000 residents across the United States and (2) individual communities with a population of less than 200,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2013 and December 2016; the communities included in this comparison are listed below.

- Auburn, AL
- Baytown, TX
- Bensenville, IL
- Blue Springs, MO
- Branson, MO
- Cedar Hill, TX
- Chapel Hill, NC
- Chickasha, OK
- Clayton, MO
- Cleveland Hts., OH
- Coffeyville, KS
- Columbia, MO
- Coral Springs, FL
- Creve Coeur, MO
- Davenport, IA
- Edgerton, KS
- Gardner, KS
- Gladstone, MO
- Glencoe, IL
- Glenview, IL
- Greenville, NC
- Hallandale Beach, FL
- High Point, NC
- Hyattsville, MD
- Independence, MO
- Johnston, IA
- Kennesaw, GA
- Kewanee, IL
- Kirkwood, MO
- Knoxville, IA
- Lawrence, KS
- Lawrenceburg, IN
- Lee's Summit, MO
- Lenexa, KS
- Manassas, VA
- McAllen, TX
- Miami Beach, FL
- Midwest City, OK
- Mission, KS
- Missouri City, TX
- Montrose, CO
- Mountain Brook, AL
- Naperville, IL
- Newport, RI
- Olathe, KS
- Oswego, IL
- Perryville, MO
- Pflugerville, TX
- Pincrest, FL
- Pinehurst, NC
- Pitkin County, CO
- Pleasant Hill, IA
- Portland, TX
- Pueblo, CO
- Raymore, MO
- Rifle, CO
- Rio Blanco, CO
- Riverside, MO
- Roeland Park, KS
- Rolla, MO
- Round Rock, TX
- San Marcos, TX
- Schertz, TX
- Shawnee, KS
- Shoreline, WA
- Spring Hill, KS
- St. Joseph, MO
- Sugar Land, TX
- Tamarac, FL
- Tyler, TX
- Washougal, WA
- Wauwatosa, WI
- Wentzville, MO
- West Des Moines, IA
- Westlake, TX
- Wilmington, NC

## Interpreting the Charts

**National Benchmarks.** The first set of charts on the following pages show how the overall results for Auburn compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

**Performance Ranges.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for these communities. 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 with a population of less than 200,000 where the DirectionFinder® survey has been administered since 2013.

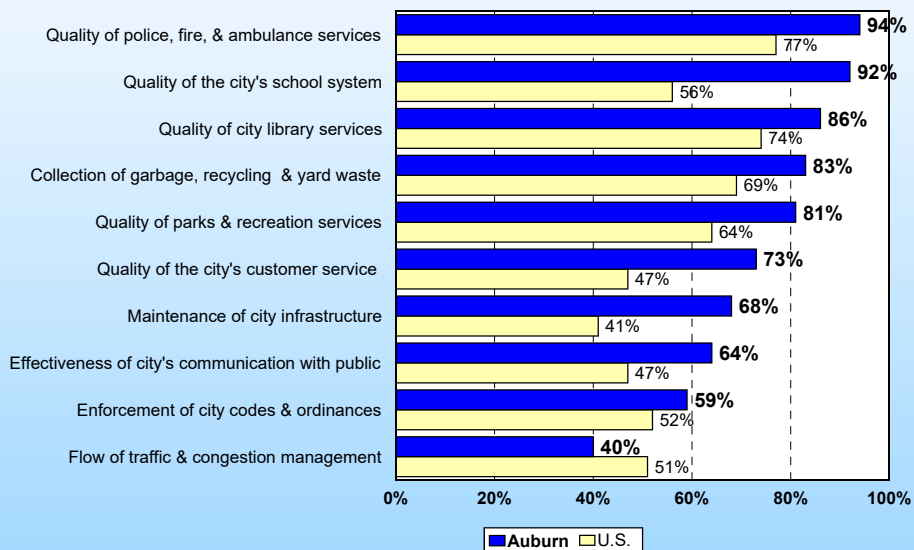


# National Benchmarks

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

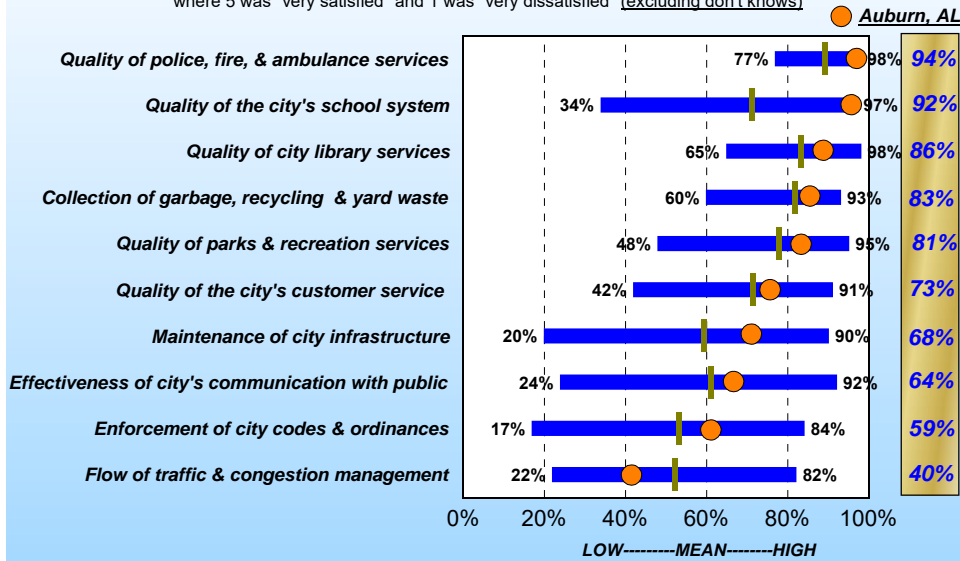
## Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

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



### Overall Satisfaction with Various City Services by Major Category - 2017

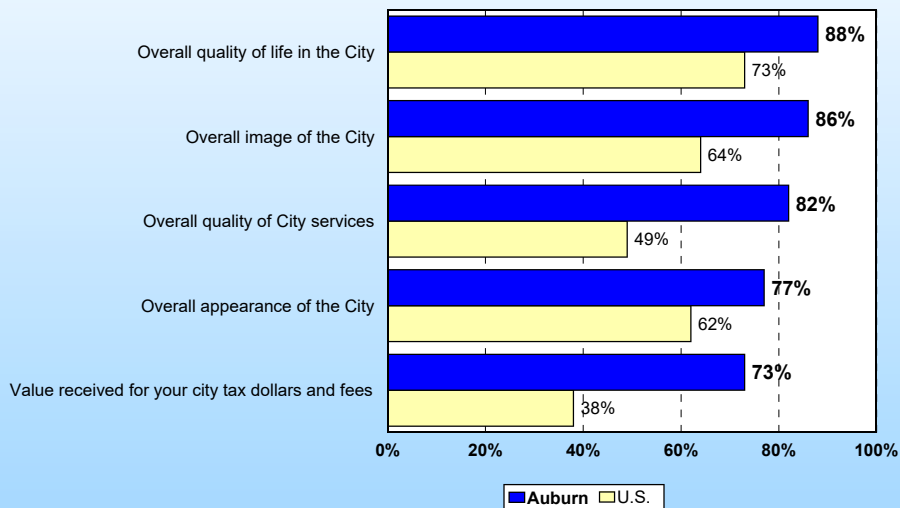
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



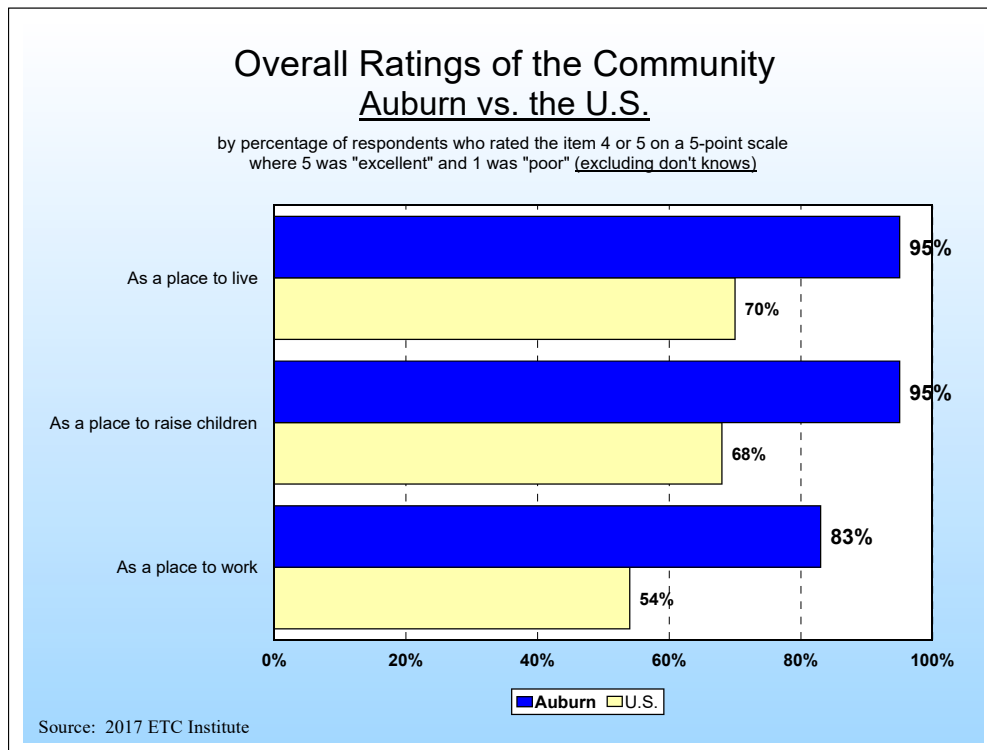
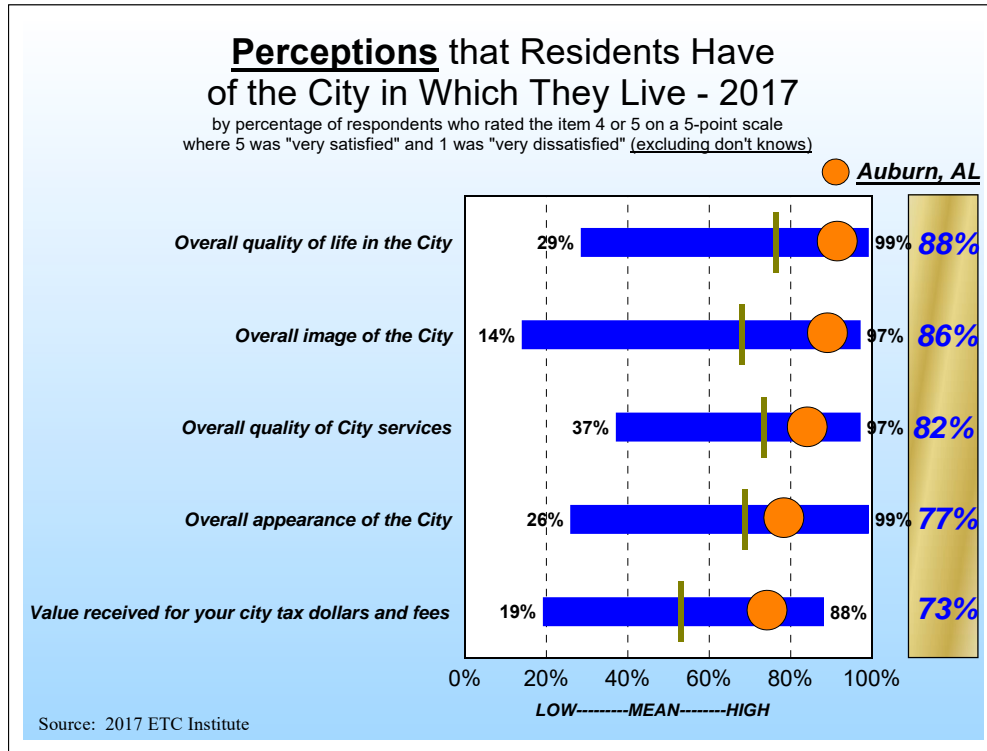
Source: 2017 ETC Institute

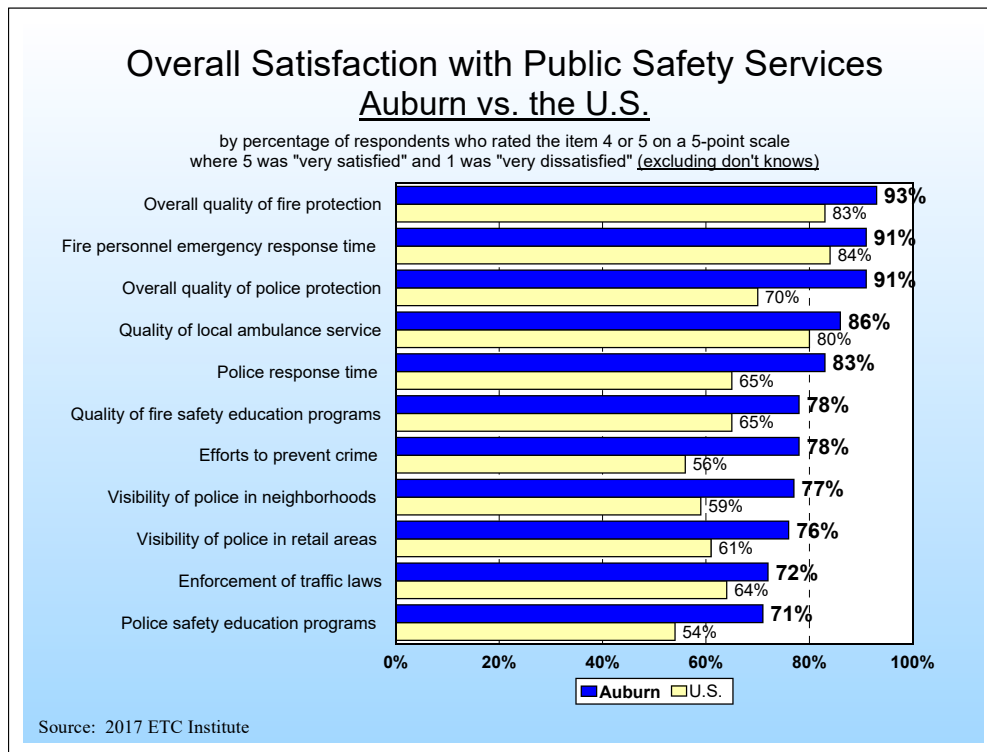
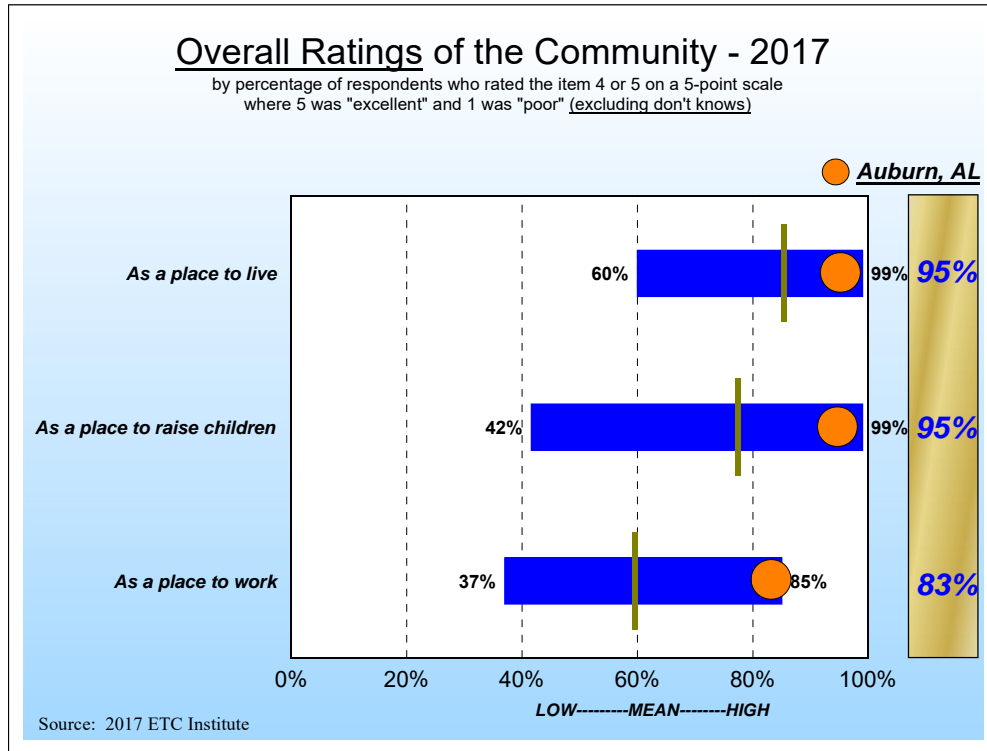
### Satisfaction with Issues that Influence Perceptions of the City Auburn vs. the U.S.

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)



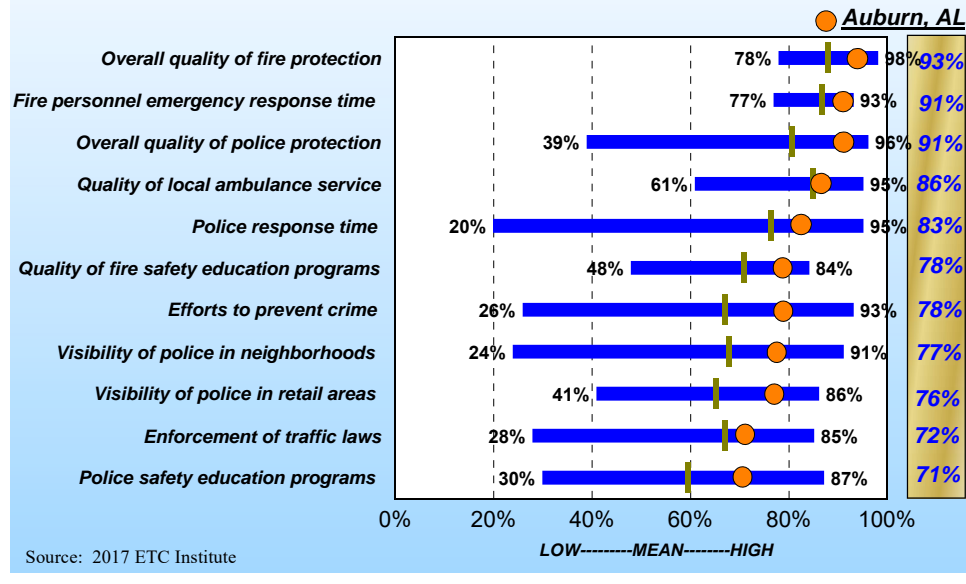
Source: 2017 ETC Institute





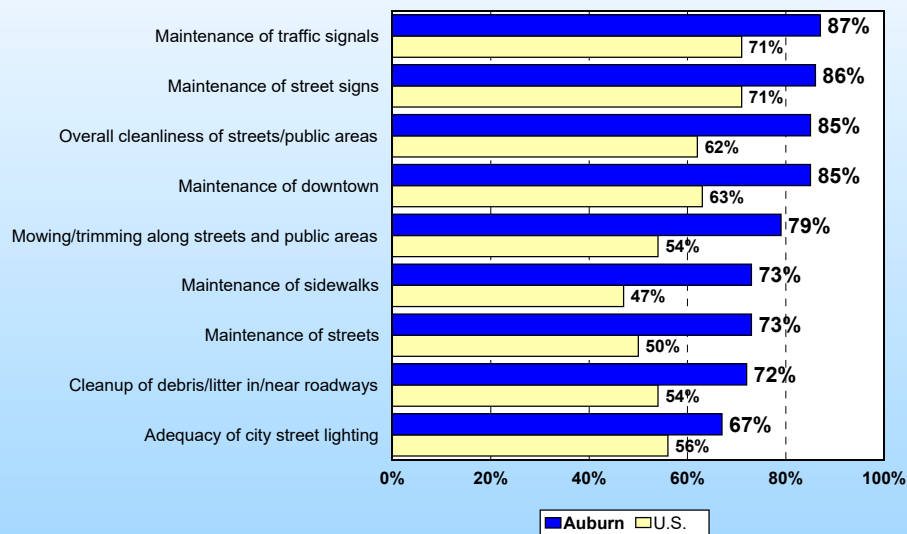
### Satisfaction with Various Public Safety Services Provided by Cities - 2017

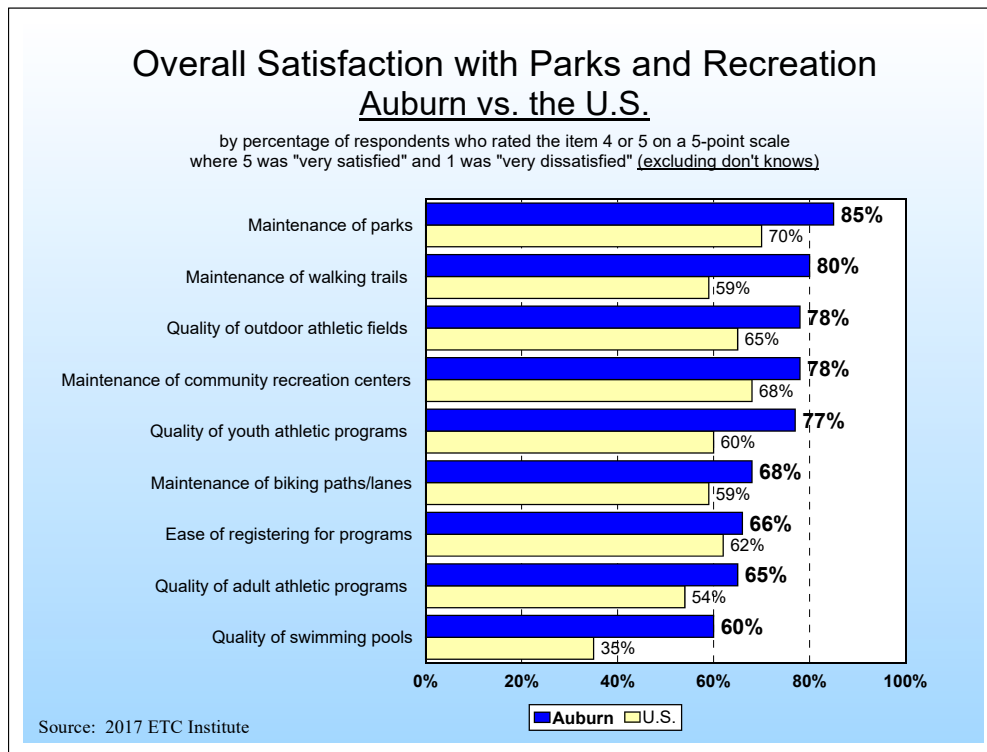
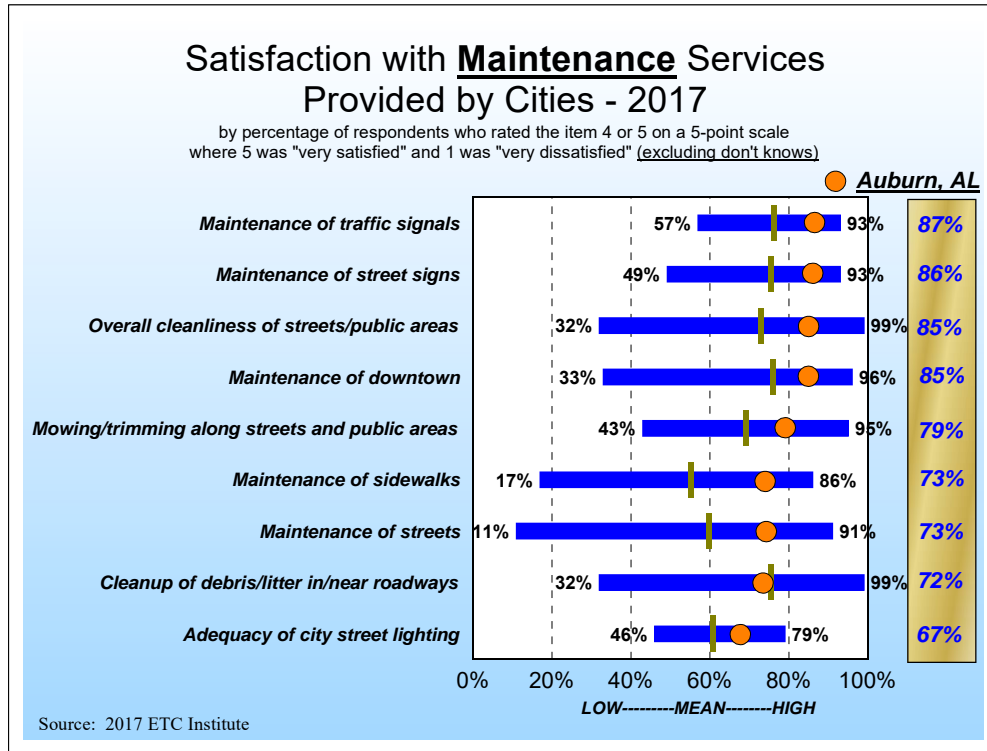
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "Strongly Agree" and 1 was "Strongly Disagree" (excluding don't knows)



### Overall Satisfaction with City Maintenance Auburn vs. the U.S.

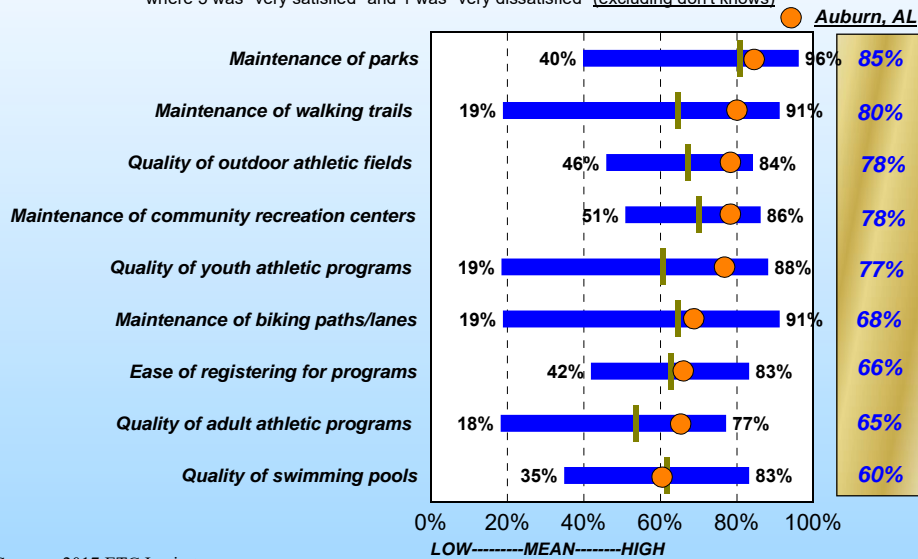
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





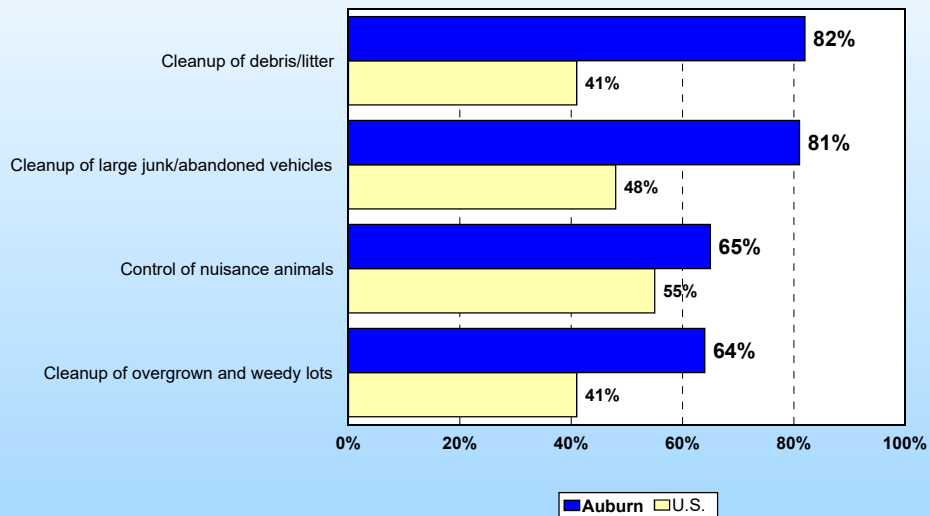
### Satisfaction with **Parks and Recreation** Facilities and Services Provided by Cities - 2017

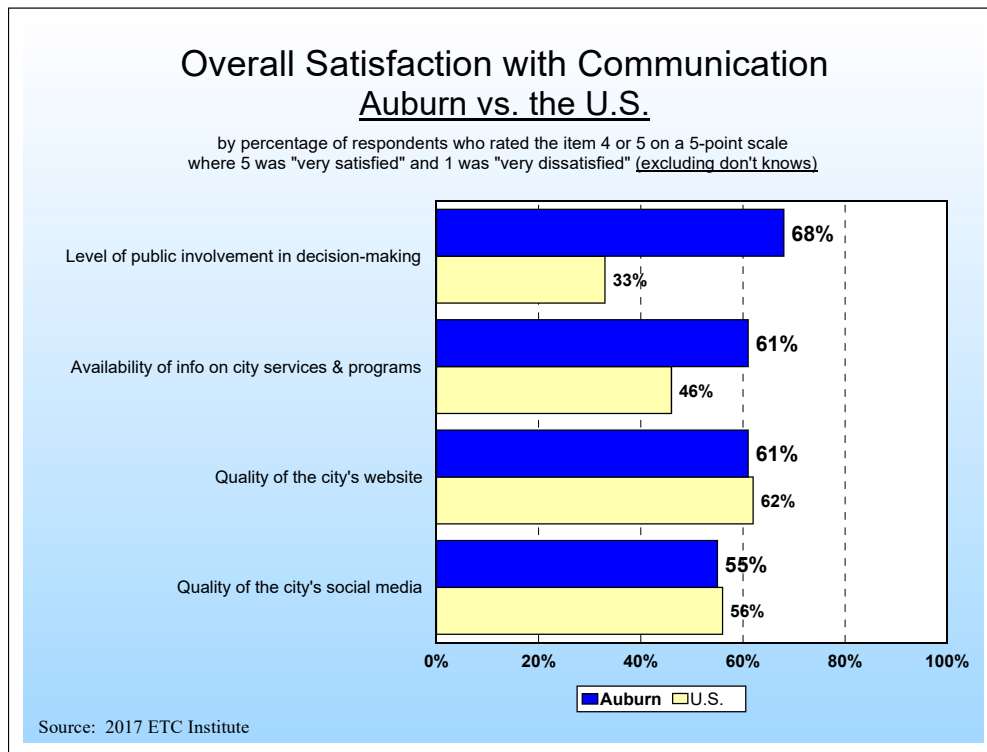
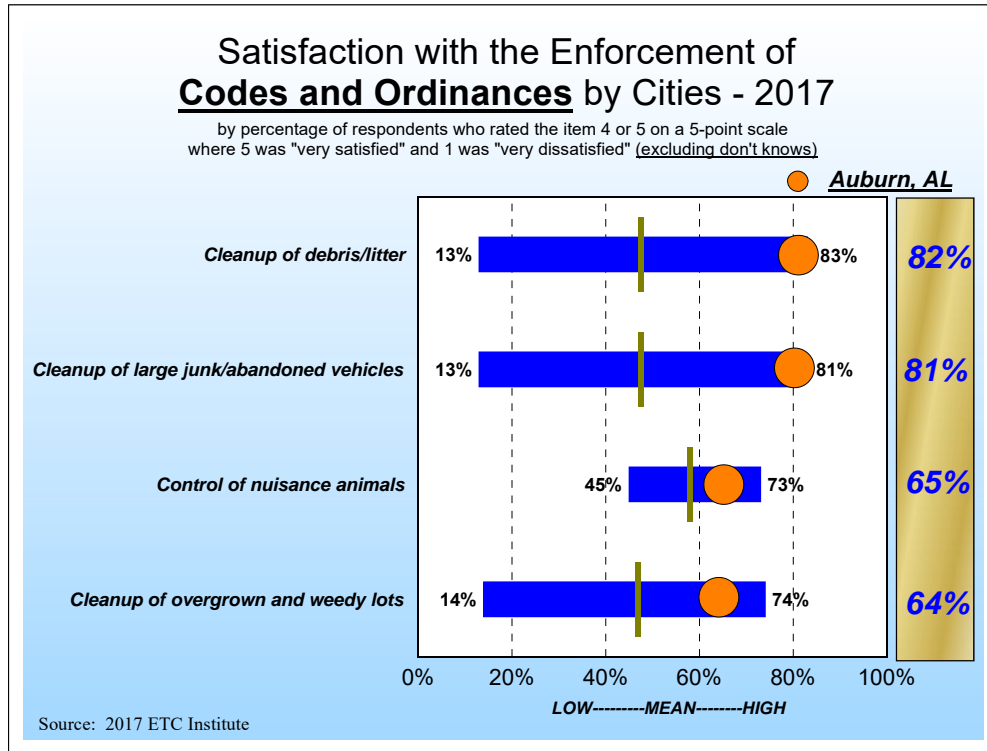
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



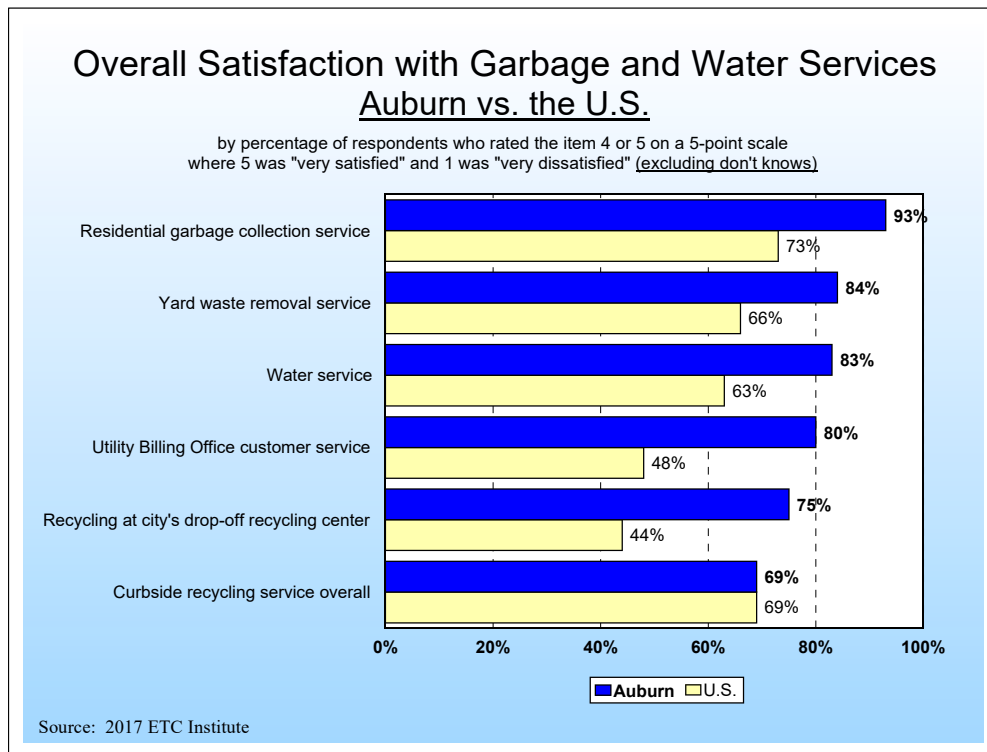
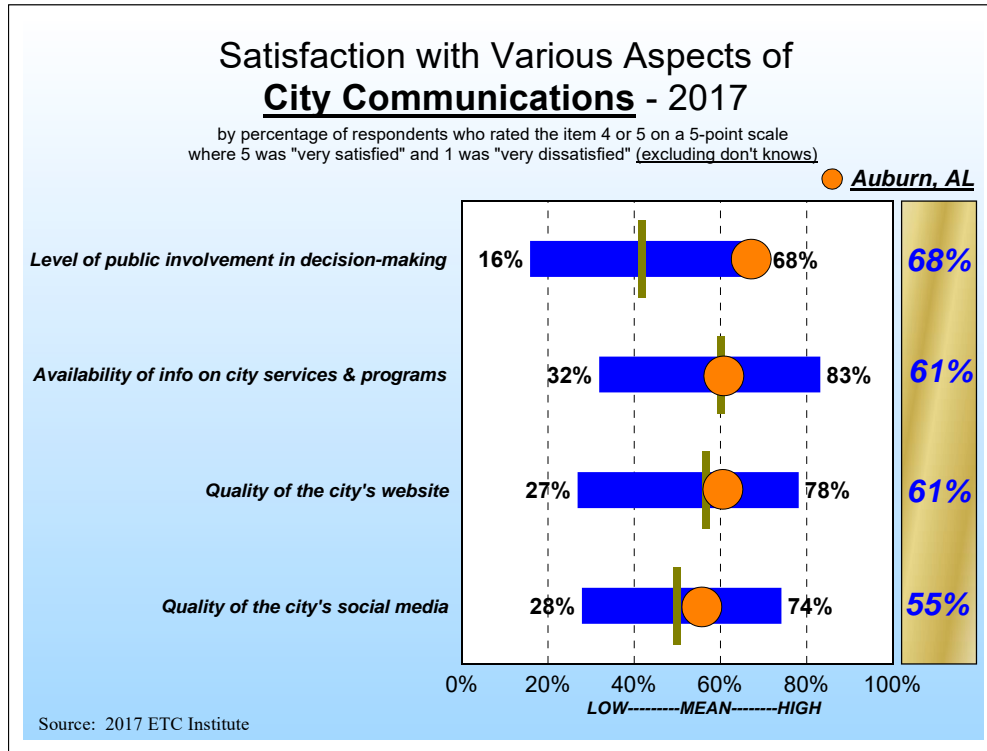
### Overall Satisfaction with Code Enforcement Auburn vs. the U.S.

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)



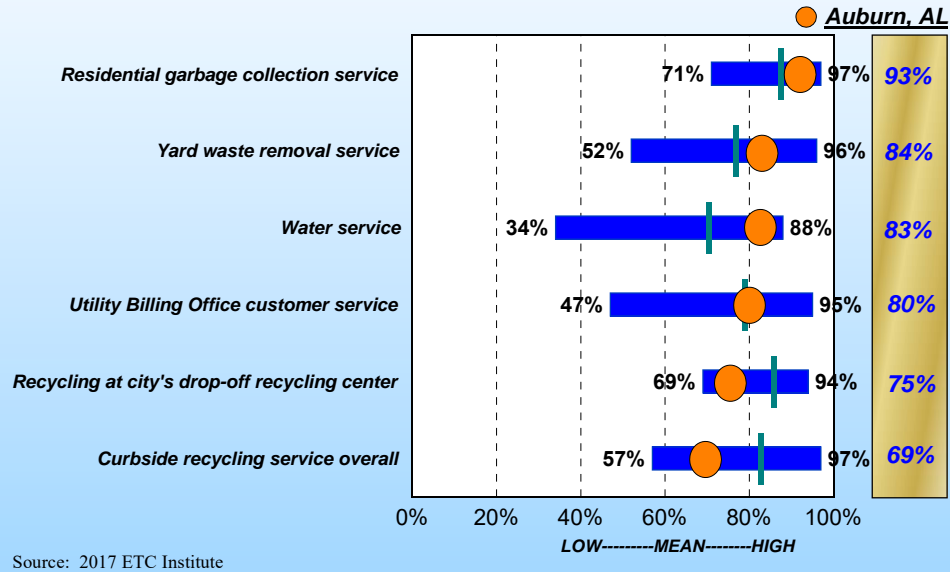






## Satisfaction with **Garbage and Water Services** Provided by Cities - 2017

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



*Section 3:*  
***Importance-Satisfaction  
Analysis***

---



# Importance-Satisfaction Analysis

## Auburn, Alabama

### Overview

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

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

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Forty-four percent (44%) of residents ranked *maintenance of City infrastructure* as one of the most important services for the City to emphasize over the next two years.

With regard to satisfaction, *maintenance of City infrastructure* was ranked seventh overall, with 68% rating the service as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for *maintenance of City infrastructure* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 44% was multiplied by 32% (1-0.68). This calculation yielded an I-S rating of 0.1408, which was ranked second out of the ten major service categories.

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

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

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

## Interpreting the Ratings

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

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

The results for Auburn are provided on the following page.

## Importance-Satisfaction Rating City of Auburn Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Flow of traffic & congestion management	66%	1	40%	10	0.3954	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of City infrastructure	44%	2	68%	7	0.1408	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of City codes and ordinances	21%	7	59%	9	0.0841	3
Effectiveness of City's communication w/ public	21%	6	64%	8	0.0745	4
Quality of parks & recreation services	32%	4	81%	5	0.0610	5
Quality of the City's school system	41%	3	92%	2	0.0326	6
Collection of garbage, recycling & yard waste	13%	8	83%	4	0.0216	7
Quality of the City's customer service	7%	10	73%	6	0.0194	8
Quality of police, fire, & ambulance services	26%	5	94%	1	0.0157	9
Quality of City library services	8%	9	86%	3	0.0112	10

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

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Auburn

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Efforts to prevent crime	46%	1	78%	7	0.1021	1
<b>Medium Priority (IS &lt;.10)</b>						
Visibility of police in neighborhoods	42%	2	77%	8	0.0968	2
Enforcement of traffic laws	23%	4	72%	10	0.0636	3
Police safety education programs	18%	6	71%	11	0.0528	4
Visibility of police in retail areas	21%	5	76%	9	0.0499	5
Overall quality of police protection	34%	3	91%	3	0.0307	6
Quality of local ambulance service	18%	7	86%	4	0.0252	7
Quality of fire safety education programs	11%	9	78%	6	0.0244	8
Police response time	11%	10	83%	5	0.0179	9
Overall quality of fire protection	15%	8	93%	1	0.0108	10
Fire personnel emergency response time	6%	11	91%	2	0.0056	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.

## Importance-Satisfaction Rating

### City of Auburn

### Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Cleanup of overgrown and weedy lots	36%	2	64%	5	0.1310	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Efforts to remove dilapidated structures	26%	3	65%	4	0.0921	2
Enforcement of loud music	21%	4	61%	6	0.0831	3
Cleanup of debris/litter	39%	1	82%	1	0.0704	4
Control of nuisance animals	20%	5	65%	3	0.0700	5
Cleanup of large junk/abandoned vehicles	17%	6	81%	2	0.0314	6

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

**Most Important %:**

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

**Satisfaction %:**

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



# Importance-Satisfaction Rating

## City of Auburn

### Garbage and Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Material types accepted for recycling	37%	2	58%	7	0.1567	1
Curbside recycling service overall	42%	1	69%	6	0.1308	2
<b>Medium Priority (IS &lt;.10)</b>						
Water service	20%	4	83%	3	0.0378	3
Yard waste removal service	18%	5	84%	2	0.0286	4
Recycling at city's drop-off recycling center	10%	6	75%	5	0.0260	5
Utility Billing Office customer service	10%	7	80%	4	0.0202	6
Residential garbage collection service	23%	3	93%	1	0.0159	7

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

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Rating City of Auburn Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of biking paths and lanes	21%	4	68%	11	0.0675	1
Quality of senior programs	17%	8	64%	16	0.0623	2
Quality of cultural arts programs	20%	5	69%	10	0.0614	3
Quality of special events	26%	3	78%	5	0.0563	4
Maintenance of parks	37%	1	85%	1	0.0552	5
Maintenance of walking trails	26%	2	80%	2	0.0518	6
Quality of community recreation centers	19%	7	73%	9	0.0513	7
Quality of special needs/therapeutics programs	12%	11	60%	18	0.0476	8
Quality of youth athletic programs	20%	6	77%	7	0.0449	9
Quality of swimming pools	11%	12	60%	17	0.0424	10
Ease of registering for programs	10%	14	66%	14	0.0347	11
Maintenance of cemeteries	14%	9	77%	8	0.0327	12
Quality of adult athletic programs	9%	17	65%	15	0.0319	13
Fees charged for recreation programs	9%	16	67%	13	0.0304	14
Quality of outdoor athletic fields	12%	10	78%	4	0.0266	15
Maintenance of community recreation centers	10%	13	78%	6	0.0229	16
Maintenance of outdoor athletic fields	10%	15	79%	3	0.0202	17
Maintenance of swimming pools	6%	18	68%	12	0.0195	18

**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, third and fourth 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

### Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Adequacy of city street lighting	40%	2	67%	10	0.1323	1
Maintenance of streets	46%	1	73%	8	0.1234	2
<b>Medium Priority (IS &lt;.10)</b>						
Cleanup of debris/litter in and near roadways	28%	3	72%	9	0.0792	3
Maintenance of sidewalks	28%	4	73%	7	0.0756	4
Overall cleanliness of streets and public areas	25%	5	85%	3	0.0380	5
Mowing/trimming along streets and public areas	16%	7	79%	6	0.0338	6
Maintenance of downtown Auburn	21%	6	85%	4	0.0312	7
Maintenance of traffic signals	14%	8	87%	1	0.0178	8
Maintenance of street signs	10%	9	86%	2	0.0137	9
Maintenance of city-owned buildings	6%	10	82%	5	0.0113	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

### Downtown Auburn

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Availability of parking	67%	1	23%	12	0.5128	1
<b>Medium Priority (IS &lt;.10)</b>						
Availability of outdoor dining venues	19%	4	53%	11	0.0879	2
Availability of retail shopping	18%	6	60%	8	0.0736	3
Availability of public event space	14%	9	58%	10	0.0588	4
Availability of dining opportunities	19%	5	70%	7	0.0558	5
Quality of public events held downtown	16%	7	74%	6	0.0421	6
Feeling of safety of downtown at night	23%	2	82%	2	0.0409	7
Enforcement of parking violations & meter times	8%	11	59%	9	0.0328	8
Landscaping and green space	14%	10	76%	5	0.0326	9
Pedestrian accessibility	14%	8	82%	3	0.0256	10
Cleanliness of downtown areas	20%	3	90%	1	0.0200	11
Signage and wayfinding	8%	12	79%	4	0.0160	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.



## **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.

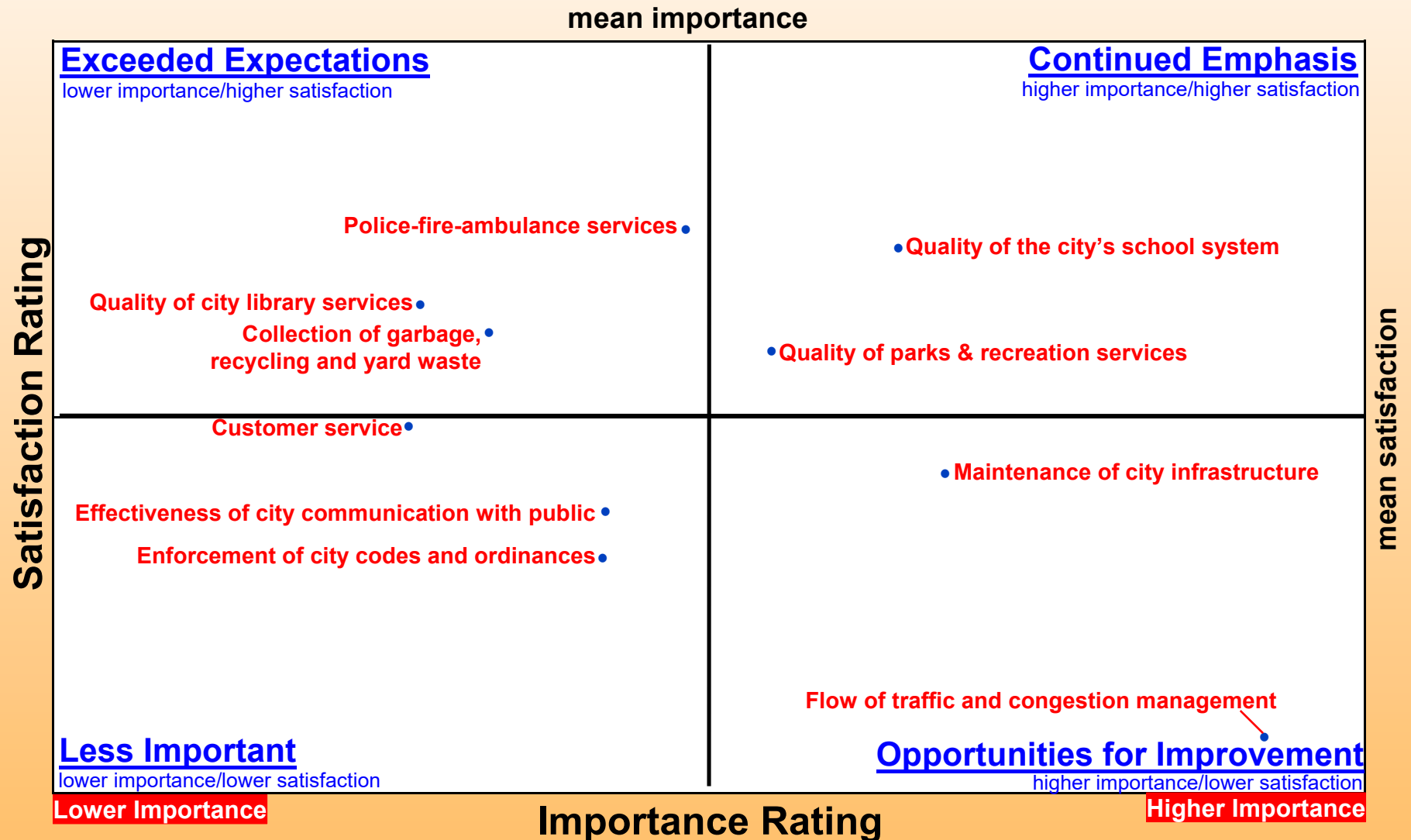
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.**

# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Major Categories of City Services-

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

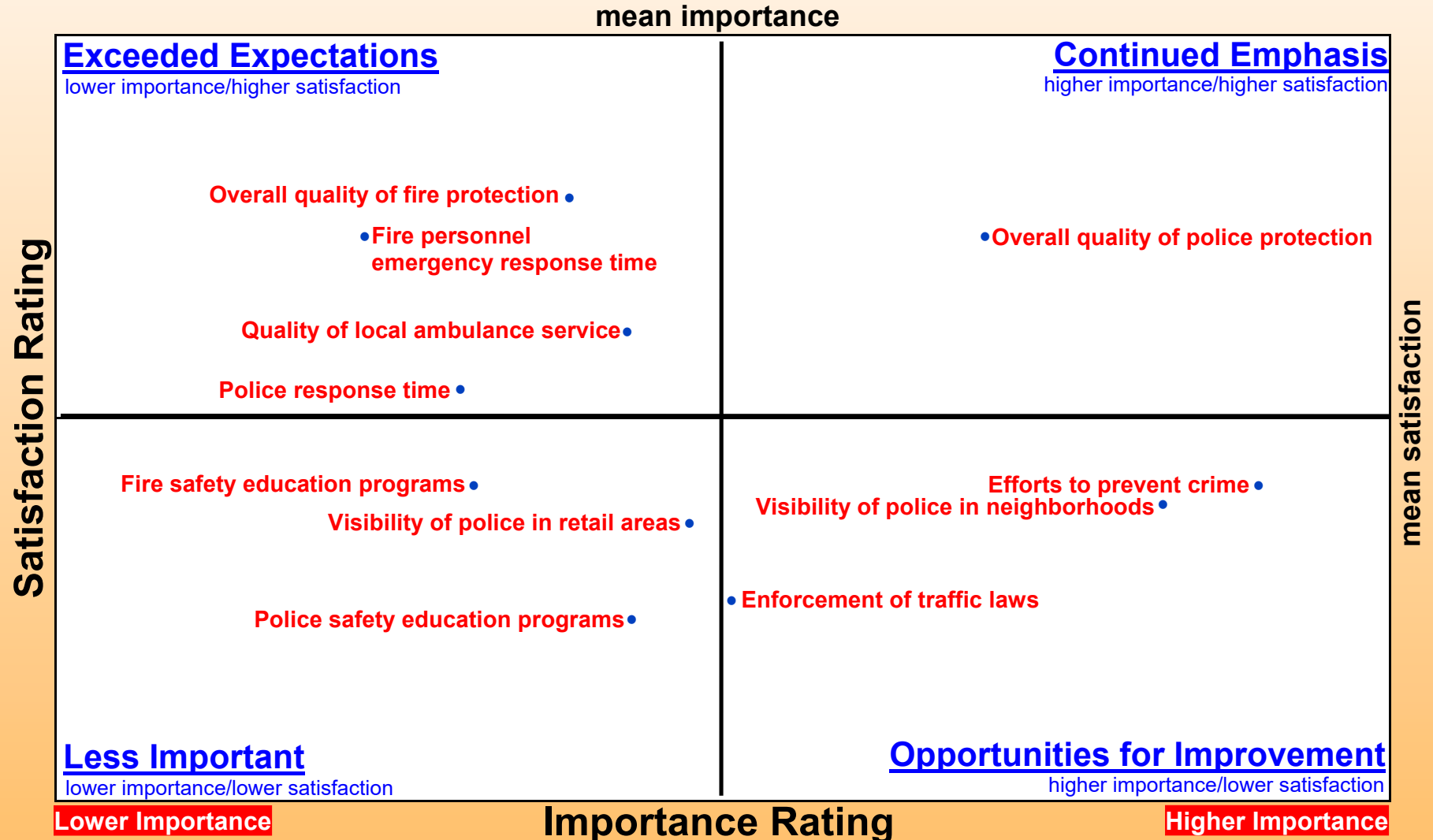


Source: ETC Institute (2017)

# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety Services-

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

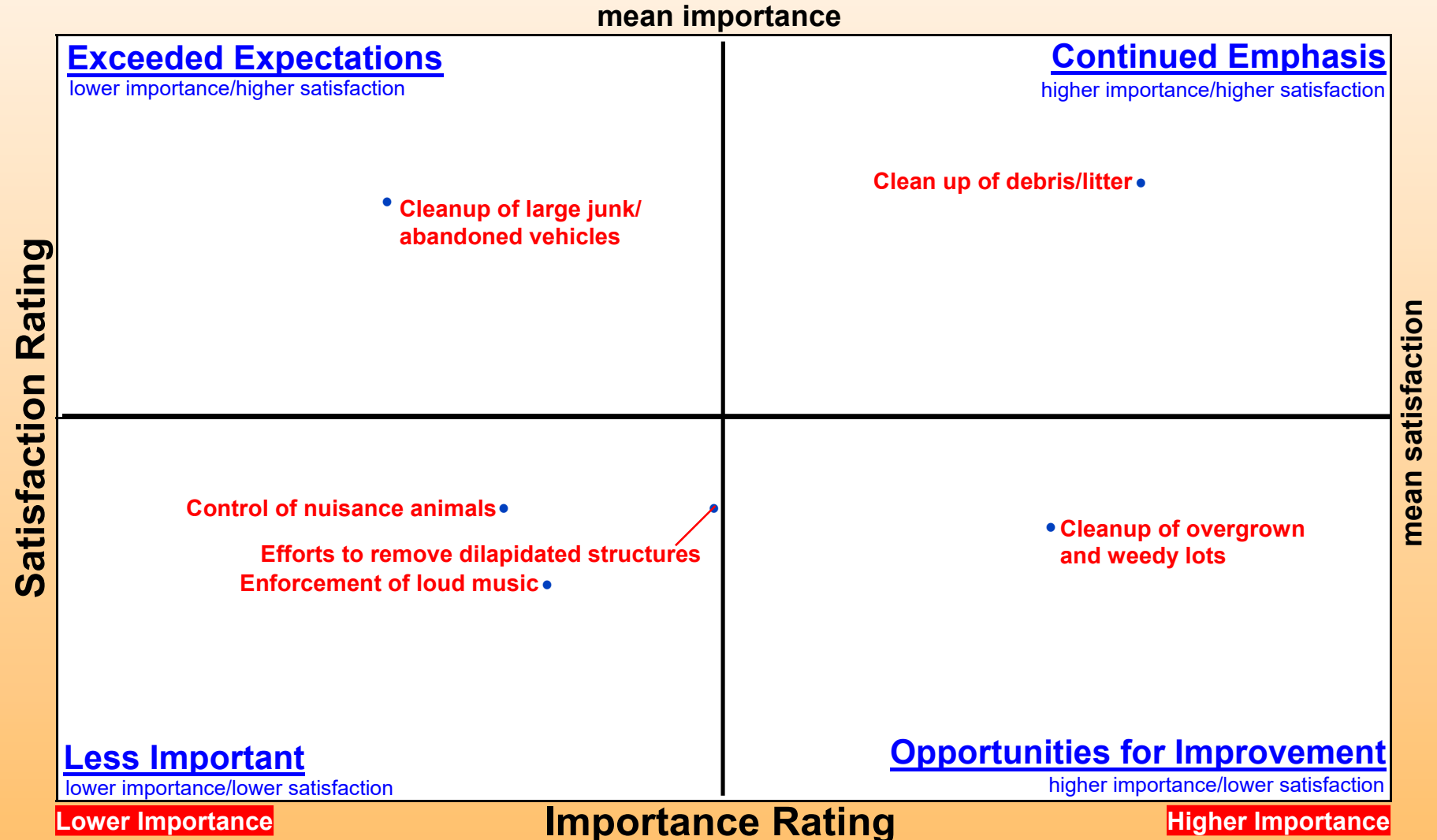


Source: ETC Institute (2017)

# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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



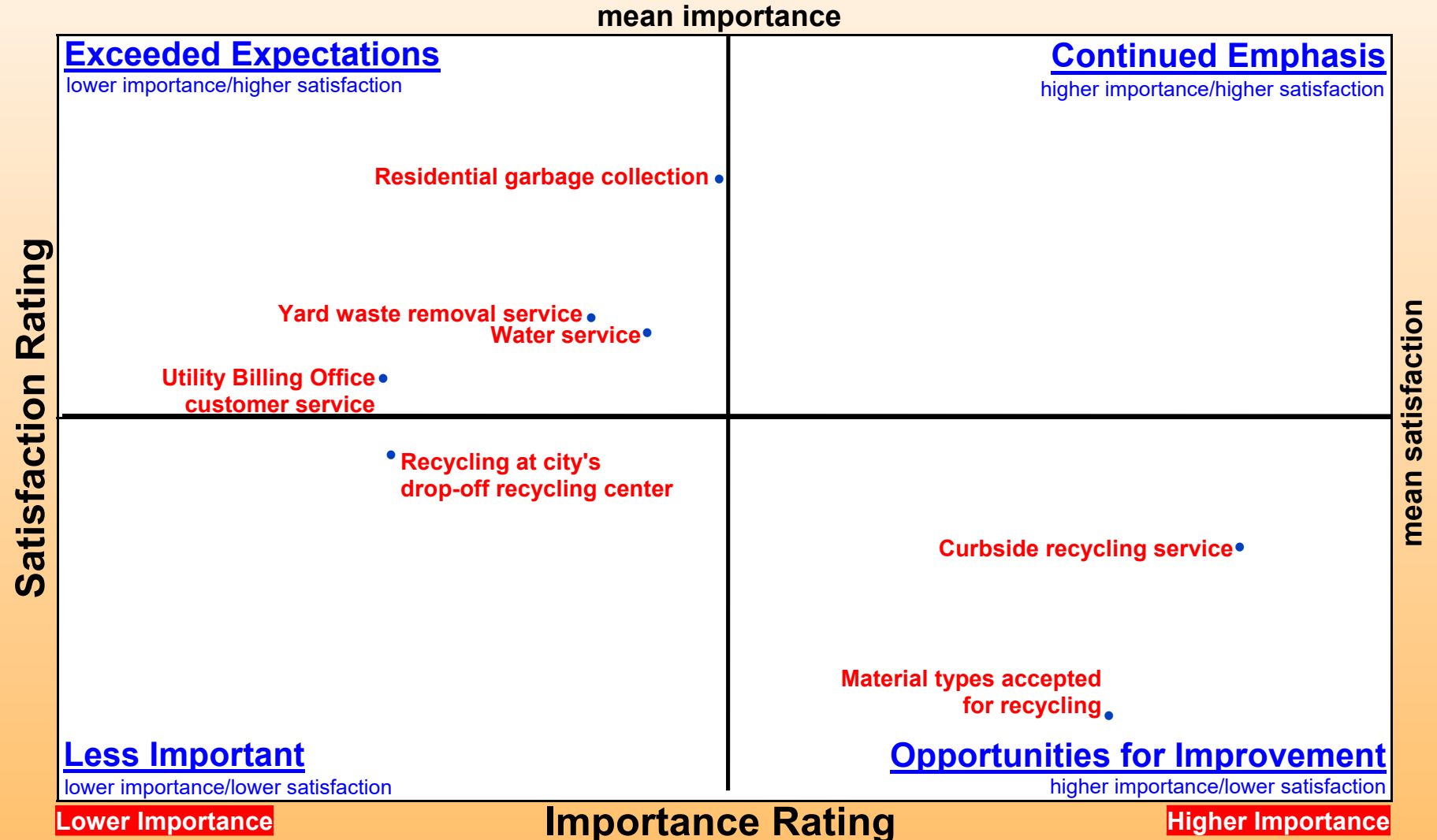
Source: ETC Institute (2017)



# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Garbage and Water Services-

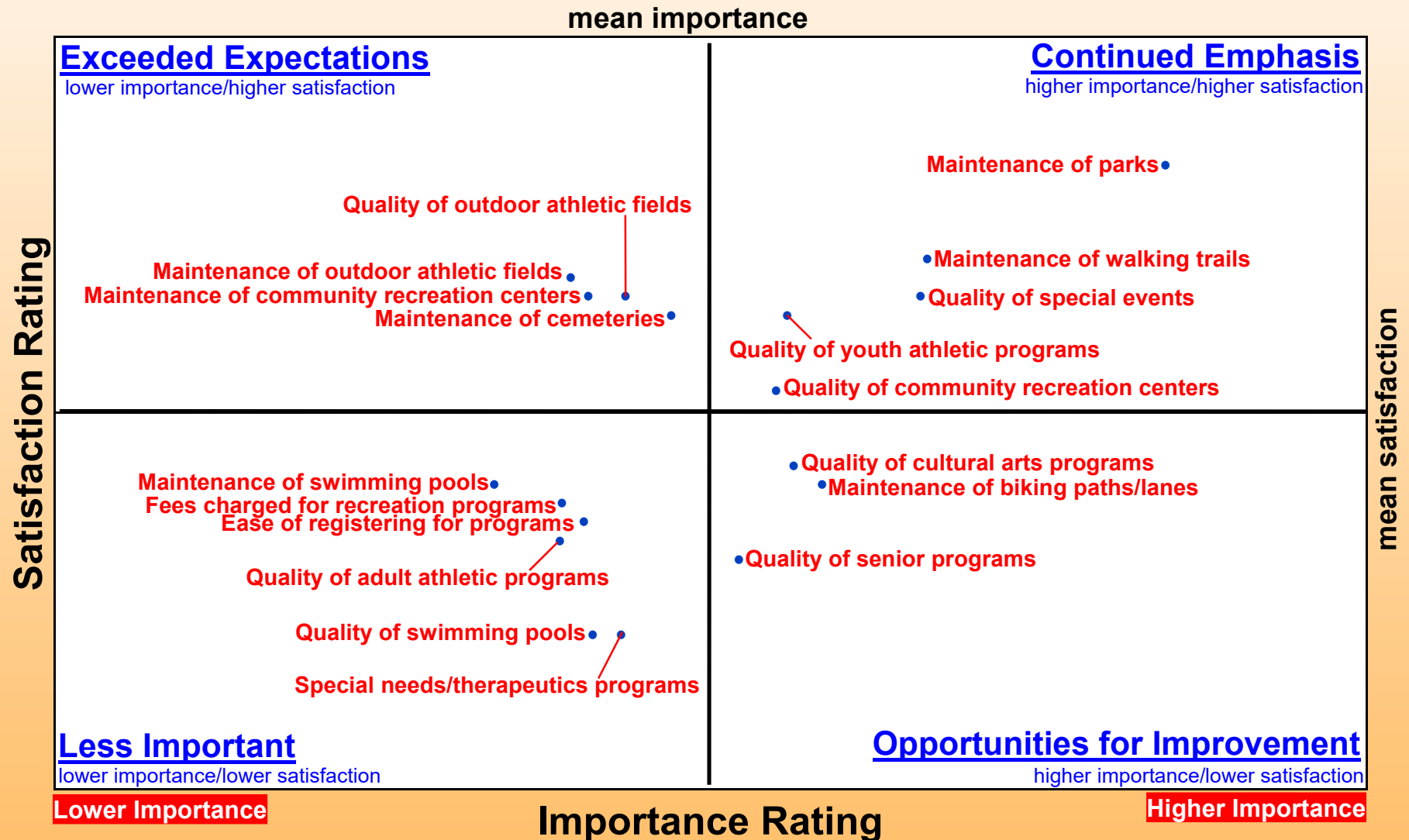
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

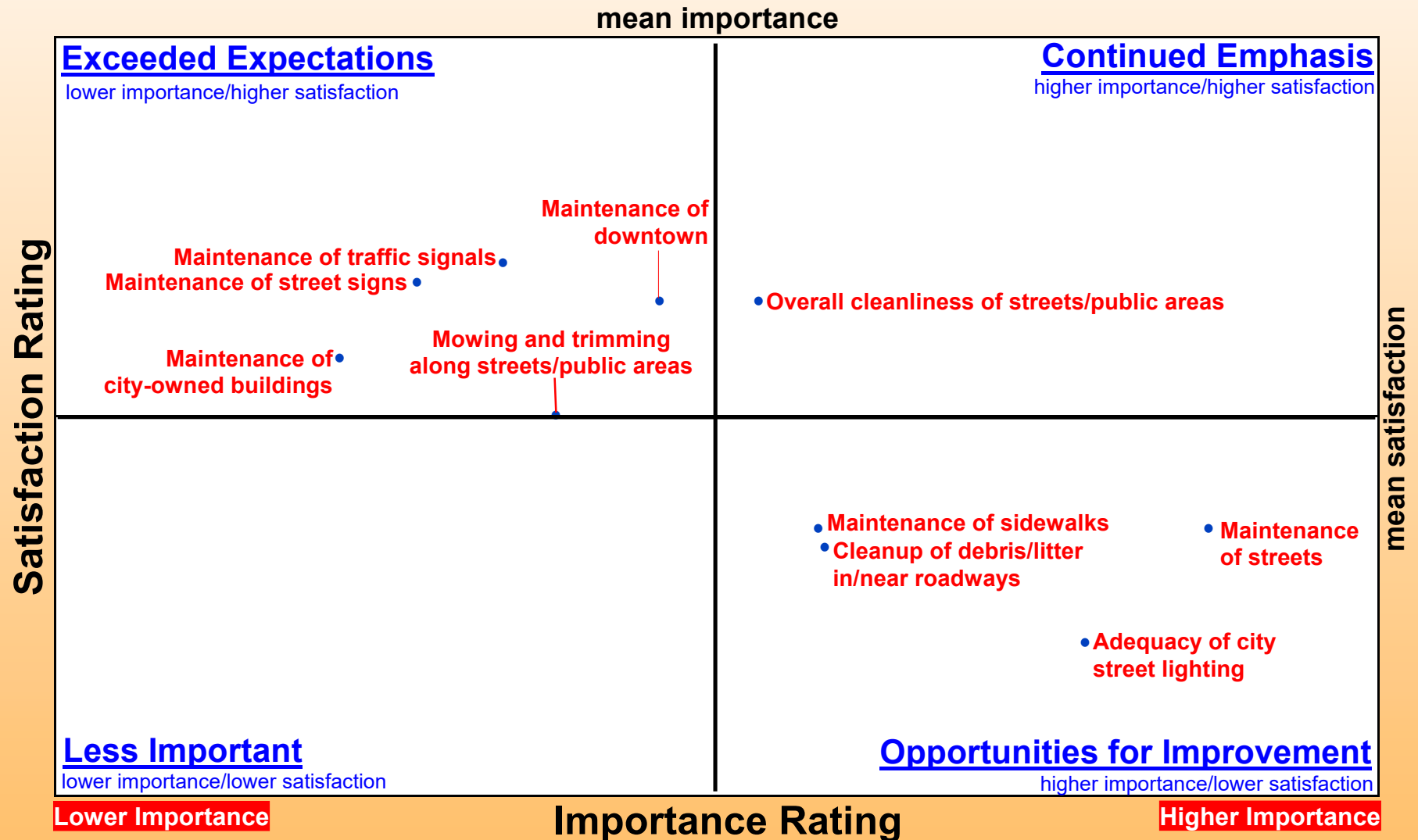


Source: ETC Institute (2017)

# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

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

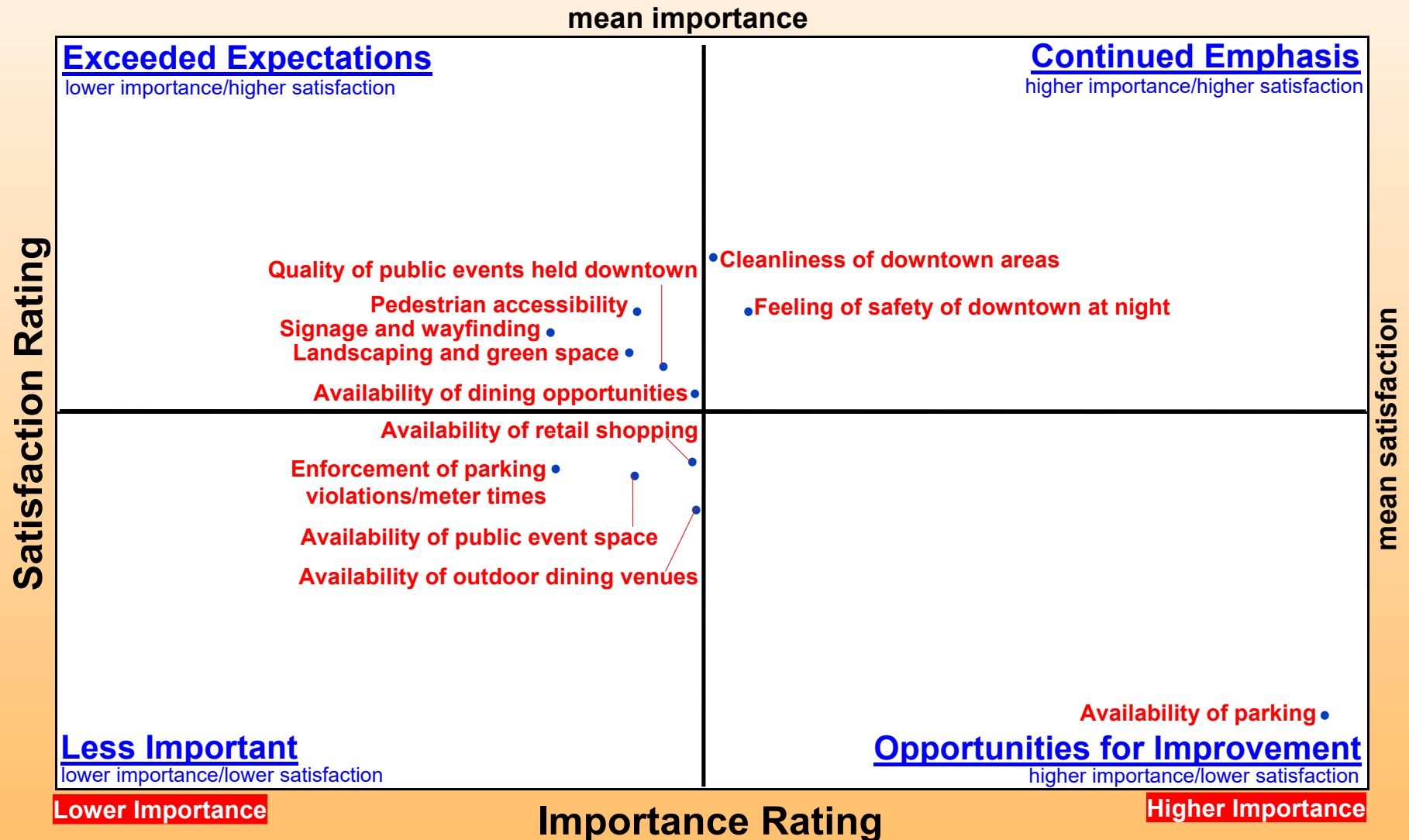


Source: ETC Institute (2017)

# 2017 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Downtown Auburn-

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



Source: ETC Institute (2017)

*Section 4:*  
***Tabular Data***

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**Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of City's school system	38.2%	31.8%	5.1%	1.1%	0.4%	23.4%
Q1b. Quality of police, fire, & ambulance services	46.1%	38.8%	4.3%	1.3%	0.5%	8.9%
Q1c. Quality of parks & recreation services	30.0%	45.1%	12.2%	4.2%	1.2%	7.2%
Q1d. Quality of City library services	33.6%	35.1%	10.0%	1.1%	0.1%	20.1%
Q1e. Quality of City's customer service	22.2%	31.6%	15.9%	3.0%	0.9%	26.3%
Q1f. Maintenance of City infrastructure	19.3%	43.3%	18.8%	8.7%	2.1%	7.8%
Q1g. Enforcement of City codes & ordinances	16.1%	33.7%	22.1%	8.9%	2.6%	16.6%
Q1h. Flow of traffic & congestion management	10.4%	28.4%	25.8%	23.2%	9.7%	2.5%
Q1i. Collection of garbage, recycling & yard waste	39.5%	40.7%	8.7%	6.2%	1.6%	3.4%
Q1j. Effectiveness of City's communication with public	19.5%	39.7%	22.8%	7.8%	3.3%	7.0%

**WITHOUT "DON'T KNOW"****Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of City's school system	49.8%	41.6%	6.7%	1.4%	0.5%
Q1b. Quality of police, fire, & ambulance services	50.6%	42.6%	4.8%	1.4%	0.6%
Q1c. Quality of parks & recreation services	32.3%	48.7%	13.2%	4.5%	1.3%
Q1d. Quality of City library services	42.0%	44.0%	12.5%	1.3%	0.2%
Q1e. Quality of City's customer service	30.2%	42.9%	21.6%	4.1%	1.3%
Q1f. Maintenance of City infrastructure	21.0%	46.9%	20.4%	9.4%	2.3%
Q1g. Enforcement of City codes & ordinances	19.2%	40.4%	26.5%	10.7%	3.2%
Q1h. Flow of traffic & congestion management	10.7%	29.1%	26.5%	23.8%	10.0%
Q1i. Collection of garbage, recycling & yard waste	40.9%	42.1%	9.0%	6.4%	1.6%
Q1j. Effectiveness of City's communication with public	20.9%	42.7%	24.5%	8.3%	3.5%

**Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	169	22.2 %
Quality of police, fire, & ambulance services	51	6.7 %
Quality of parks & recreation services	56	7.4 %
Quality of City library services	8	1.1 %
Quality of City's customer service	10	1.3 %
Maintenance of City infrastructure	81	10.7 %
Enforcement of City codes & ordinances	42	5.5 %
Flow of traffic & congestion management	251	33.0 %
Collection of garbage, recycling & yard waste	29	3.8 %
Effectiveness of City's communication with public	30	3.9 %
None chosen	33	4.3 %
Total	760	100.0 %

**Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES 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>
Quality of City's school system	79	10.4 %
Quality of police, fire, & ambulance services	88	11.6 %
Quality of parks & recreation services	93	12.2 %
Quality of City library services	23	3.0 %
Quality of City's customer service	12	1.6 %
Maintenance of City infrastructure	121	15.9 %
Enforcement of City codes & ordinances	55	7.2 %
Flow of traffic & congestion management	161	21.2 %
Collection of garbage, recycling & yard waste	35	4.6 %
Effectiveness of City's communication with public	46	6.1 %
None chosen	47	6.2 %
Total	760	100.0 %



**Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q2. 3rd choice	Number	Percent
Quality of City's school system	62	8.2 %
Quality of police, fire, & ambulance services	60	7.9 %
Quality of parks & recreation services	95	12.5 %
Quality of City library services	30	3.9 %
Quality of City's customer service	33	4.3 %
Maintenance of City infrastructure	132	17.4 %
Enforcement of City codes & ordinances	59	7.8 %
Flow of traffic & congestion management	89	11.7 %
Collection of garbage, recycling & yard waste	33	4.3 %
Effectiveness of City's communication with public	81	10.7 %
None chosen	86	11.3 %
Total	760	100.0 %

**Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 3)**

Q2. Sum of top 3 choices	Number	Percent
Quality of City's school system	310	40.8 %
Quality of police, fire, & ambulance services	199	26.2 %
Quality of parks & recreation services	244	32.1 %
Quality of City library services	61	8.0 %
Quality of City's customer service	55	7.2 %
Maintenance of City infrastructure	334	43.9 %
Enforcement of City codes & ordinances	156	20.5 %
Flow of traffic & congestion management	501	65.9 %
Collection of garbage, recycling & yard waste	97	12.8 %
Effectiveness of City's communication with public	157	20.7 %
None chosen	33	4.3 %
Total	2147	

**Q3. PERCEPTIONS OF THE CITY. 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=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value that you receive for your City tax & fees	19.3%	50.5%	17.4%	7.1%	1.4%	4.2%
Q3b. Overall image of City	34.1%	50.0%	8.8%	4.6%	1.3%	1.2%
Q3c. Overall quality of life in City	39.3%	47.5%	8.3%	3.6%	0.4%	0.9%
Q3d. Overall appearance of City	25.9%	50.4%	14.3%	7.0%	1.4%	0.9%
Q3e. Overall quality of City services	25.4%	53.9%	13.7%	3.7%	0.5%	2.8%

**WITHOUT "DON'T KNOW"**

**Q3. PERCEPTIONS OF THE CITY. 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." (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value that you receive for your City tax & fees	20.2%	52.7%	18.1%	7.4%	1.5%
Q3b. Overall image of City	34.5%	50.6%	8.9%	4.7%	1.3%
Q3c. Overall quality of life in City	39.7%	47.9%	8.4%	3.6%	0.4%
Q3d. Overall appearance of City	26.2%	50.9%	14.5%	7.0%	1.5%
Q3e. Overall quality of City services	26.1%	55.5%	14.1%	3.8%	0.5%

**Q4. Please rate Auburn on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:**

(N=760)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	56.6%	37.2%	3.4%	1.2%	0.3%	1.3%
Q4b. As a place to raise children	57.8%	28.8%	3.6%	0.8%	0.4%	8.7%
Q4c. As a place to work	40.7%	34.3%	10.5%	3.9%	1.4%	9.1%

**WITHOUT "DON'T KNOW"**

**Q4. Please rate Auburn on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following: (without "don't know")**

(N=760)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	57.3%	37.7%	3.5%	1.2%	0.3%
Q4b. As a place to raise children	63.3%	31.6%	3.9%	0.9%	0.4%
Q4c. As a place to work	44.7%	37.8%	11.6%	4.3%	1.6%

**Q5. CITY LEADERSHIP. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of leadership provided by City's elected officials	12.4%	38.4%	21.6%	8.7%	4.2%	14.7%
Q5b. Overall effectiveness of appointed boards & commissions	10.8%	33.2%	24.9%	8.7%	3.8%	18.7%
Q5c. Overall effectiveness of City Manager	15.7%	34.1%	22.8%	6.1%	3.0%	18.4%
Q5d. Level of public involvement in local decision-making	10.4%	28.6%	23.2%	15.7%	5.9%	16.3%
Q5e. Transparency of City Government	9.7%	25.4%	28.6%	11.7%	7.8%	16.8%

**WITHOUT "DON'T KNOW"**

**Q5. CITY LEADERSHIP. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of leadership provided by City's elected officials	14.5%	45.1%	25.3%	10.2%	4.9%
Q5b. Overall effectiveness of appointed boards & commissions	13.3%	40.8%	30.6%	10.7%	4.7%
Q5c. Overall effectiveness of City Manager	19.2%	41.8%	27.9%	7.4%	3.7%
Q5d. Level of public involvement in local decision-making	12.4%	34.1%	27.7%	18.7%	7.1%
Q5e. Transparency of City Government	11.7%	30.5%	34.3%	14.1%	9.3%

**Q6. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Overall quality of police protection	37.9%	48.6%	7.1%	1.7%	0.5%	4.2%
Q6b. Visibility of police in neighborhoods	29.9%	45.0%	15.1%	6.2%	1.1%	2.8%
Q6c. Visibility of police in retail areas	26.1%	45.4%	19.1%	3.3%	0.9%	5.3%
Q6d. Police response time	24.2%	33.6%	10.5%	1.1%	0.5%	30.1%
Q6e. Efforts to prevent crime	24.3%	40.9%	14.9%	2.5%	1.2%	16.2%
Q6f. Police safety education programs	19.3%	26.2%	15.7%	1.7%	0.8%	36.3%
Q6g. Enforcement of traffic laws	22.6%	43.4%	17.8%	6.2%	2.4%	7.6%
Q6h. Overall quality of fire protection	35.1%	41.3%	5.4%	0.3%	0.1%	17.8%
Q6i. Fire personnel emergency response time	29.2%	30.9%	5.4%	0.4%	0.3%	33.8%
Q6j. Quality of fire safety education programs	21.8%	27.1%	12.1%	1.7%	0.0%	37.2%
Q6k. Quality of local ambulance service	25.3%	32.0%	8.4%	1.3%	0.1%	32.9%

**WITHOUT "DON'T KNOW"**

**Q6. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn:(without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Overall quality of police protection	39.6%	50.7%	7.4%	1.8%	0.5%
Q6b. Visibility of police in neighborhoods	30.7%	46.3%	15.6%	6.4%	1.1%
Q6c. Visibility of police in retail areas	27.5%	47.9%	20.1%	3.5%	1.0%
Q6d. Police response time	34.7%	48.0%	15.1%	1.5%	0.8%
Q6e. Efforts to prevent crime	29.0%	48.8%	17.7%	3.0%	1.4%
Q6f. Police safety education programs	30.4%	41.1%	24.6%	2.7%	1.2%
Q6g. Enforcement of traffic laws	24.5%	47.0%	19.2%	6.7%	2.6%
Q6h. Overall quality of fire protection	42.7%	50.2%	6.6%	0.3%	0.2%
Q6i. Fire personnel emergency response time	44.1%	46.7%	8.2%	0.6%	0.4%
Q6j. Quality of fire safety education programs	34.8%	43.2%	19.3%	2.7%	0.0%
Q6k. Quality of local ambulance service	37.6%	47.6%	12.5%	2.0%	0.2%

**Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	155	20.4 %
Visibility of police in neighborhoods	141	18.6 %
Visibility of police in retail areas	28	3.7 %
Police response time	25	3.3 %
Efforts to prevent crime	152	20.0 %
Police safety education programs	42	5.5 %
Enforcement of traffic laws	65	8.6 %
Overall quality of fire protection	7	0.9 %
Fire personnel emergency response time	6	0.8 %
Quality of fire safety education programs	9	1.2 %
Quality of local ambulance service	27	3.6 %
None chosen	103	13.6 %
Total	760	100.0 %

**Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	44	5.8 %
Visibility of police in neighborhoods	119	15.7 %
Visibility of police in retail areas	77	10.1 %
Police response time	23	3.0 %
Efforts to prevent crime	112	14.7 %
Police safety education programs	49	6.4 %
Enforcement of traffic laws	51	6.7 %
Overall quality of fire protection	59	7.8 %
Fire personnel emergency response time	22	2.9 %
Quality of fire safety education programs	34	4.5 %
Quality of local ambulance service	30	3.9 %
None chosen	140	18.4 %
Total	760	100.0 %

**Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q7. 3rd choice	Number	Percent
Overall quality of police protection	60	7.9 %
Visibility of police in neighborhoods	59	7.8 %
Visibility of police in retail areas	53	7.0 %
Police response time	32	4.2 %
Efforts to prevent crime	89	11.7 %
Police safety education programs	48	6.3 %
Enforcement of traffic laws	56	7.4 %
Overall quality of fire protection	51	6.7 %
Fire personnel emergency response time	19	2.5 %
Quality of fire safety education programs	41	5.4 %
Quality of local ambulance service	80	10.5 %
None chosen	172	22.6 %
Total	760	100.0 %

**Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 3)**

Q7. Sum of top 3 choices	Number	Percent
Overall quality of police protection	259	34.1 %
Visibility of police in neighborhoods	319	42.0 %
Visibility of police in retail areas	158	20.8 %
Police response time	80	10.5 %
Efforts to prevent crime	353	46.4 %
Police safety education programs	139	18.3 %
Enforcement of traffic laws	172	22.6 %
Overall quality of fire protection	117	15.4 %
Fire personnel emergency response time	47	6.2 %
Quality of fire safety education programs	84	11.1 %
Quality of local ambulance service	137	18.0 %
None chosen	103	13.6 %
Total	1968	



**Q8. FEELING OF SAFETY. Please rate your feeling of safety in the following areas using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe."**

(N=760)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. In your neighborhood during the day	63.4%	31.7%	2.4%	0.7%	0.0%	1.8%
Q8b. In your neighborhood at night	39.9%	45.8%	8.7%	3.0%	0.8%	1.8%
Q8c. In City's parks	24.2%	43.4%	16.1%	2.2%	0.4%	13.7%
Q8d. In commercial & retail areas	28.6%	53.0%	14.1%	1.3%	0.4%	2.6%
Q8e. In Downtown Auburn	40.3%	47.1%	8.4%	1.3%	0.1%	2.8%
Q8f. Traveling by bicycle in Auburn	7.2%	17.5%	18.4%	12.9%	5.8%	38.2%
Q8g. Traveling as a pedestrian in Auburn	16.3%	43.2%	21.8%	7.1%	2.5%	9.1%
Q8h. Overall feeling of safety in Auburn	33.3%	55.9%	7.9%	0.9%	0.5%	1.4%

**WITHOUT "DON'T KNOW"**

**Q8. FEELING OF SAFETY. Please rate your feeling of safety in the following areas using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")**

(N=760)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. In your neighborhood during the day	64.6%	32.3%	2.4%	0.7%	0.0%
Q8b. In your neighborhood at night	40.6%	46.6%	8.8%	3.1%	0.8%
Q8c. In City's parks	28.0%	50.3%	18.6%	2.6%	0.5%
Q8d. In commercial & retail areas	29.3%	54.5%	14.5%	1.4%	0.4%
Q8e. In Downtown Auburn	41.4%	48.4%	8.7%	1.4%	0.1%
Q8f. Traveling by bicycle in Auburn	11.7%	28.3%	29.8%	20.9%	9.4%
Q8g. Traveling as a pedestrian in Auburn	17.9%	47.5%	24.0%	7.8%	2.7%
Q8h. Overall feeling of safety in Auburn	33.8%	56.7%	8.0%	0.9%	0.5%

**Q9. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Cleanup of debris/litter	35.5%	43.3%	8.7%	6.2%	2.1%	4.2%
Q9b. Cleanup of large junk/abandoned vehicles	32.6%	36.8%	10.8%	4.3%	1.7%	13.7%
Q9c. Cleanup of overgrown & weedy lots	23.6%	31.8%	17.5%	10.7%	3.3%	13.2%
Q9d. Efforts to remove dilapidated structures	21.6%	26.3%	16.8%	6.7%	2.1%	26.4%
Q9e. Enforcement of loud music	20.4%	27.8%	19.2%	8.6%	3.7%	20.4%
Q9f. Control of nuisance animals	21.6%	32.4%	18.0%	7.5%	3.2%	17.4%

**WITHOUT "DON'T KNOW"**

**Q9. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Cleanup of debris/litter	37.1%	45.2%	9.1%	6.5%	2.2%
Q9b. Cleanup of large junk/abandoned vehicles	37.8%	42.7%	12.5%	5.0%	2.0%
Q9c. Cleanup of overgrown & weedy lots	27.1%	36.7%	20.2%	12.3%	3.8%
Q9d. Efforts to remove dilapidated structures	29.3%	35.8%	22.9%	9.1%	2.9%
Q9e. Enforcement of loud music	25.6%	34.9%	24.1%	10.7%	4.6%
Q9f. Control of nuisance animals	26.1%	39.2%	21.8%	9.1%	3.8%

**Q10. Which TWO of the CODE ENFORCEMENT items listed in Question 9 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q10. Top choice	Number	Percent
Cleanup of debris/litter	193	25.4 %
Cleanup of large junk/abandoned vehicles	49	6.4 %
Cleanup of overgrown & weedy lots	121	15.9 %
Efforts to remove dilapidated structures	94	12.4 %
Enforcement of loud music	88	11.6 %
Control of nuisance animals	87	11.4 %
None chosen	128	16.8 %
Total	760	100.0 %

**Q10. Which TWO of the CODE ENFORCEMENT items listed in Question 9 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q10. 2nd choice	Number	Percent
Cleanup of debris/litter	104	13.7 %
Cleanup of large junk/abandoned vehicles	77	10.1 %
Cleanup of overgrown & weedy lots	156	20.5 %
Efforts to remove dilapidated structures	106	13.9 %
Enforcement of loud music	74	9.7 %
Control of nuisance animals	65	8.6 %
None chosen	178	23.4 %
Total	760	100.0 %

**Q10. Which TWO of the CODE ENFORCEMENT items listed in Question 9 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 2)**

Q10. Sum of top 2 choices	Number	Percent
Cleanup of debris/litter	297	39.1 %
Cleanup of large junk/abandoned vehicles	126	16.6 %
Cleanup of overgrown & weedy lots	277	36.4 %
Efforts to remove dilapidated structures	200	26.3 %
Enforcement of loud music	162	21.3 %
Control of nuisance animals	152	20.0 %
None chosen	128	16.8 %
Total	1342	

**Q11. GARBAGE AND WATER SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Residential garbage collection service	50.7%	38.4%	3.7%	3.0%	0.8%	3.4%
Q11b. Overall curbside recycling service	31.4%	28.6%	11.1%	8.9%	6.4%	13.6%
Q11c. Material types accepted for recycling	20.0%	30.9%	15.1%	15.3%	6.2%	12.5%
Q11d. Recycling at City's drop-off recycling center	28.0%	27.6%	13.7%	3.0%	2.2%	25.4%
Q11e. Yard waste removal service	37.6%	36.6%	8.6%	4.9%	0.7%	11.7%
Q11f. Water service	39.1%	40.3%	10.5%	4.1%	1.8%	4.2%
Q11g. Utility billing office customer service	32.8%	36.1%	11.4%	4.2%	1.8%	13.7%

**WITHOUT "DON'T KNOW"**

**Q11. GARBAGE AND WATER SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Residential garbage collection service	52.5%	39.8%	3.8%	3.1%	0.8%
Q11b. Overall curbside recycling service	36.4%	33.0%	12.8%	10.4%	7.5%
Q11c. Material types accepted for recycling	22.9%	35.3%	17.3%	17.4%	7.1%
Q11d. Recycling at City's drop-off recycling center	37.6%	37.0%	18.3%	4.1%	3.0%
Q11e. Yard waste removal service	42.6%	41.4%	9.7%	5.5%	0.7%
Q11f. Water service	40.8%	42.0%	11.0%	4.3%	1.9%
Q11g. Utility billing office customer service	38.0%	41.8%	13.3%	4.9%	2.1%

**Q12. Which TWO of the GARBAGE AND WATER SERVICES listed in Question 11 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q12. Top choice	Number	Percent
Residential garbage collection service	113	14.9 %
Overall curbside recycling service	181	23.8 %
Material types accepted for recycling	161	21.2 %
Recycling at City's drop-off recycling center	18	2.4 %
Yard waste removal service	60	7.9 %
Water service	71	9.3 %
Utility billing office customer service	33	4.3 %
None chosen	123	16.2 %
Total	760	100.0 %

**Q12. Which TWO of the GARBAGE AND WATER SERVICES listed in Question 11 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q12. 2nd choice	Number	Percent
Residential garbage collection service	59	7.8 %
Overall curbside recycling service	140	18.4 %
Material types accepted for recycling	122	16.1 %
Recycling at City's drop-off recycling center	61	8.0 %
Yard waste removal service	76	10.0 %
Water service	81	10.7 %
Utility billing office customer service	44	5.8 %
None chosen	177	23.3 %
Total	760	100.0 %

**Q12. Which TWO of the GARBAGE AND WATER SERVICES listed in Question 11 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 2)**

Q12. Sum of top 2 choices	Number	Percent
Residential garbage collection service	172	22.6 %
Overall curbside recycling service	321	42.2 %
Material types accepted for recycling	283	37.2 %
Recycling at City's drop-off recycling center	79	10.4 %
Yard waste removal service	136	17.9 %
Water service	152	20.0 %
Utility billing office customer service	77	10.1 %
None chosen	123	16.2 %
Total	1343	

**Q13. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Overall quality of new residential development	13.6%	37.6%	18.8%	16.2%	6.7%	7.1%
Q13b. Overall quality of new retail development (stores, restaurants, etc.)	15.3%	42.9%	21.2%	12.2%	3.9%	4.5%
Q13c. Overall quality of new business development (offices, medical facilities, banks, etc.)	15.8%	41.7%	24.6%	8.9%	3.0%	5.9%
Q13d. Overall quality of new industrial development (warehouses, plants, etc.)	14.5%	32.9%	25.8%	3.9%	2.2%	20.7%
Q13e. Redevelopment of abandoned or under-utilized properties	10.4%	23.2%	25.7%	17.6%	6.7%	16.4%
Q13f. Overall appearance of Opelika Road	6.6%	24.1%	29.6%	27.2%	9.1%	3.4%
Q13g. Overall appearance of Downtown Auburn	23.3%	45.4%	17.1%	8.9%	2.8%	2.5%
Q13h. City's planning for future growth	10.7%	24.1%	20.4%	17.1%	9.5%	18.3%

**WITHOUT "DON'T KNOW"**

**Q13. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Overall quality of new residential development	14.6%	40.5%	20.3%	17.4%	7.2%
Q13b. Overall quality of new retail development (stores, restaurants, etc.)	16.0%	44.9%	22.2%	12.8%	4.1%
Q13c. Overall quality of new business development (offices, medical facilities, banks, etc.)	16.8%	44.3%	26.2%	9.5%	3.2%
Q13d. Overall quality of new industrial development (warehouses, plants, etc.)	18.2%	41.5%	32.5%	5.0%	2.8%
Q13e. Redevelopment of abandoned or under-utilized properties	12.4%	27.7%	30.7%	21.1%	8.0%
Q13f. Overall appearance of Opelika Road	6.8%	24.9%	30.7%	28.2%	9.4%
Q13g. Overall appearance of Downtown Auburn	23.9%	46.6%	17.5%	9.2%	2.8%
Q13h. City's planning for future growth	13.0%	29.5%	25.0%	20.9%	11.6%



**Q14. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Maintenance of parks	23.9%	52.1%	9.1%	3.6%	0.8%	10.5%
Q14b. Maintenance of cemeteries	16.4%	38.2%	13.0%	2.9%	0.8%	28.7%
Q14c. Maintenance of walking trails	19.9%	46.6%	13.9%	2.6%	0.8%	16.2%
Q14d. Maintenance of biking paths & lanes	15.0%	38.7%	17.0%	5.5%	2.2%	21.6%
Q14e. Maintenance of swimming pools	9.3%	25.8%	14.1%	2.4%	0.5%	47.9%
Q14f. Quality of swimming pools	8.4%	23.0%	15.9%	4.3%	1.1%	47.2%
Q14g. Maintenance of community recreation centers	16.4%	39.5%	13.8%	1.8%	0.7%	27.8%
Q14h. Quality of community recreation centers	15.1%	38.4%	15.1%	4.3%	0.9%	26.1%
Q14i. Maintenance of outdoor athletic fields	18.3%	39.1%	11.3%	2.5%	1.6%	27.2%
Q14j. Quality of outdoor athletic fields	17.2%	38.7%	10.7%	3.4%	1.7%	28.3%
Q14k. Quality of youth athletic programs	17.1%	30.0%	11.1%	2.2%	0.8%	38.8%
Q14l. Quality of adult athletic programs	11.1%	23.7%	14.6%	3.4%	1.1%	46.2%
Q14m. Quality of cultural arts programs	13.6%	32.9%	15.0%	3.9%	1.3%	33.3%
Q14n. Quality of senior programs	10.8%	19.3%	13.3%	2.8%	1.1%	52.8%
Q14o. Quality of special needs/therapeutics programs	9.3%	15.0%	12.5%	2.9%	1.2%	59.1%
Q14p. Ease of registering for programs	13.9%	28.3%	15.1%	4.9%	1.6%	36.2%
Q14q. Fees charged for recreation programs	13.2%	30.4%	16.7%	3.4%	0.9%	35.4%
Q14r. Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	23.0%	41.7%	14.2%	2.9%	1.6%	16.6%

**WITHOUT "DON'T KNOW"**

**Q14. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Maintenance of parks	26.8%	58.2%	10.1%	4.0%	0.9%
Q14b. Maintenance of cemeteries	23.1%	53.5%	18.3%	4.1%	1.1%
Q14c. Maintenance of walking trails	23.7%	55.6%	16.6%	3.1%	0.9%
Q14d. Maintenance of biking paths & lanes	19.1%	49.3%	21.6%	7.0%	2.9%
Q14e. Maintenance of swimming pools	17.9%	49.5%	27.0%	4.5%	1.0%
Q14f. Quality of swimming pools	16.0%	43.6%	30.2%	8.2%	2.0%
Q14g. Maintenance of community recreation centers	22.8%	54.6%	19.1%	2.6%	0.9%
Q14h. Quality of community recreation centers	20.5%	52.0%	20.5%	5.9%	1.2%
Q14i. Maintenance of outdoor athletic fields	25.1%	53.7%	15.6%	3.4%	2.2%
Q14j. Quality of outdoor athletic fields	24.0%	53.9%	14.9%	4.8%	2.4%
Q14k. Quality of youth athletic programs	28.0%	49.0%	18.1%	3.7%	1.3%
Q14l. Quality of adult athletic programs	20.5%	44.0%	27.1%	6.4%	2.0%
Q14m. Quality of cultural arts programs	20.3%	49.3%	22.5%	5.9%	2.0%
Q14n. Quality of senior programs	22.8%	40.9%	28.1%	5.8%	2.2%
Q14o. Quality of special needs/therapeutics programs	22.8%	36.7%	30.5%	7.1%	2.9%
Q14p. Ease of registering for programs	21.9%	44.3%	23.7%	7.6%	2.5%
Q14q. Fees charged for recreation programs	20.4%	47.0%	25.9%	5.3%	1.4%
Q14r. Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	27.6%	50.0%	17.0%	3.5%	1.9%

**Q15. Which FOUR of the areas of PARKS AND RECREATION listed in Question 14 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q15. Top choice	Number	Percent
Maintenance of parks	110	14.5 %
Maintenance of cemeteries	27	3.6 %
Maintenance of walking trails	40	5.3 %
Maintenance of biking paths & lanes	59	7.8 %
Maintenance of swimming pools	7	0.9 %
Quality of swimming pools	23	3.0 %
Maintenance of community recreation centers	14	1.8 %
Quality of community recreation centers	28	3.7 %
Maintenance of outdoor athletic fields	17	2.2 %
Quality of outdoor athletic fields	27	3.6 %
Quality of youth athletic programs	45	5.9 %
Quality of adult athletic programs	13	1.7 %
Quality of cultural arts programs	32	4.2 %
Quality of senior programs	41	5.4 %
Quality of special needs/therapeutics programs	26	3.4 %
Ease of registering for programs	18	2.4 %
Fees charged for recreation programs	17	2.2 %
Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	56	7.4 %
None chosen	160	21.1 %
Total	760	100.0 %

**Q15. Which FOUR of the areas of PARKS AND RECREATION listed in Question 14 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q15. 2nd choice	Number	Percent
Maintenance of parks	80	10.5 %
Maintenance of cemeteries	24	3.2 %
Maintenance of walking trails	71	9.3 %
Maintenance of biking paths & lanes	40	5.3 %
Maintenance of swimming pools	11	1.4 %
Quality of swimming pools	19	2.5 %
Maintenance of community recreation centers	21	2.8 %
Quality of community recreation centers	36	4.7 %
Maintenance of outdoor athletic fields	19	2.5 %
Quality of outdoor athletic fields	21	2.8 %
Quality of youth athletic programs	36	4.7 %
Quality of adult athletic programs	15	2.0 %
Quality of cultural arts programs	44	5.8 %
Quality of senior programs	35	4.6 %
Quality of special needs/therapeutics programs	20	2.6 %
Ease of registering for programs	19	2.5 %
Fees charged for recreation programs	17	2.2 %
Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	40	5.3 %
None chosen	192	25.3 %
Total	760	100.0 %

**Q15. Which FOUR of the areas of PARKS AND RECREATION listed in Question 14 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q15. 3rd choice	Number	Percent
Maintenance of parks	49	6.4 %
Maintenance of cemeteries	21	2.8 %
Maintenance of walking trails	50	6.6 %
Maintenance of biking paths & lanes	38	5.0 %
Maintenance of swimming pools	17	2.2 %
Quality of swimming pools	25	3.3 %
Maintenance of community recreation centers	26	3.4 %
Quality of community recreation centers	37	4.9 %
Maintenance of outdoor athletic fields	15	2.0 %
Quality of outdoor athletic fields	21	2.8 %
Quality of youth athletic programs	35	4.6 %
Quality of adult athletic programs	19	2.5 %
Quality of cultural arts programs	39	5.1 %
Quality of senior programs	27	3.6 %
Quality of special needs/therapeutics programs	25	3.3 %
Ease of registering for programs	19	2.5 %
Fees charged for recreation programs	24	3.2 %
Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	46	6.1 %
None chosen	227	29.9 %
Total	760	100.0 %

**Q15. Which FOUR of the areas of PARKS AND RECREATION listed in Question 14 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q15. 4th choice	Number	Percent
Maintenance of parks	41	5.4 %
Maintenance of cemeteries	35	4.6 %
Maintenance of walking trails	36	4.7 %
Maintenance of biking paths & lanes	23	3.0 %
Maintenance of swimming pools	12	1.6 %
Quality of swimming pools	14	1.8 %
Maintenance of community recreation centers	18	2.4 %
Quality of community recreation centers	43	5.7 %
Maintenance of outdoor athletic fields	22	2.9 %
Quality of outdoor athletic fields	22	2.9 %
Quality of youth athletic programs	33	4.3 %
Quality of adult athletic programs	22	2.9 %
Quality of cultural arts programs	36	4.7 %
Quality of senior programs	28	3.7 %
Quality of special needs/therapeutics programs	20	2.6 %
Ease of registering for programs	21	2.8 %
Fees charged for recreation programs	12	1.6 %
Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	52	6.8 %
None chosen	270	35.5 %
Total	760	100.0 %

**Q15. Which FOUR of the areas of PARKS AND RECREATION listed in Question 14 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 4)**

Q15. Sum of top 4 choices	Number	Percent
Maintenance of parks	280	36.8 %
Maintenance of cemeteries	107	14.1 %
Maintenance of walking trails	197	25.9 %
Maintenance of biking paths & lanes	160	21.1 %
Maintenance of swimming pools	47	6.2 %
Quality of swimming pools	81	10.7 %
Maintenance of community recreation centers	79	10.4 %
Quality of community recreation centers	144	18.9 %
Maintenance of outdoor athletic fields	73	9.6 %
Quality of outdoor athletic fields	91	12.0 %
Quality of youth athletic programs	149	19.6 %
Quality of adult athletic programs	69	9.1 %
Quality of cultural arts programs	151	19.9 %
Quality of senior programs	131	17.2 %
Quality of special needs/therapeutics programs	91	12.0 %
Ease of registering for programs	77	10.1 %
Fees charged for recreation programs	70	9.2 %
Quality of special events (Cityfest, Downtown Trick or Treat, etc.)	194	25.5 %
None chosen	160	21.1 %
Total	2351	

**Q16. TRAFFIC FLOW & TRANSPORTATION. 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=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Ease of travel by car in Auburn	15.0%	44.9%	16.6%	16.3%	5.9%	1.3%
Q16b. Ease of travel by bicycle in Auburn	5.0%	17.0%	18.0%	10.8%	6.4%	42.8%
Q16c. Ease of pedestrian travel in Auburn	14.2%	40.3%	20.5%	9.5%	3.6%	12.0%

**WITHOUT "DON'T KNOW"**

**Q16. TRAFFIC FLOW & TRANSPORTATION. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Ease of travel by car in Auburn	15.2%	45.5%	16.8%	16.5%	6.0%
Q16b. Ease of travel by bicycle in Auburn	8.7%	29.7%	31.5%	18.9%	11.3%
Q16c. Ease of pedestrian travel in Auburn	16.1%	45.7%	23.3%	10.8%	4.0%



**Q17. How often do you use the City's bicycle lanes and facilities?**

Q17. How often do you use City's bicycle lanes & facilities?	Number	Percent
Daily	20	2.6 %
Weekly	51	6.7 %
Monthly	34	4.5 %
Occasionally	174	22.9 %
Never	463	60.9 %
Not provided	18	2.4 %
Total	760	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q17. How often do you use the City's bicycle lanes and facilities? (without "not provided")**

Q17. How often do you use City's bicycle lanes & facilities?	Number	Percent
Daily	20	2.7 %
Weekly	51	6.9 %
Monthly	34	4.6 %
Occasionally	174	23.5 %
Never	463	62.4 %
Total	742	100.0 %

**Q18. MAINTENANCE. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Maintenance of streets	15.3%	55.4%	12.8%	11.7%	1.7%	3.2%
Q18b. Maintenance of sidewalks	16.6%	53.9%	14.3%	9.9%	1.1%	4.2%
Q18c. Maintenance of street signs	24.6%	57.4%	10.7%	3.4%	0.4%	3.6%
Q18d. Maintenance of traffic signals	25.8%	57.6%	9.3%	2.8%	0.5%	3.9%
Q18e. Maintenance of Downtown Auburn	28.9%	53.2%	11.1%	2.5%	0.8%	3.6%
Q18f. Cleanup of debris/litter in & near roadways	18.4%	50.9%	15.9%	8.7%	2.0%	4.1%
Q18g. Maintenance of City-owned buildings	21.4%	51.2%	12.8%	2.1%	0.4%	12.1%
Q18h. Mowing/trimming along streets & public areas	21.4%	54.6%	14.7%	4.2%	0.7%	4.3%
Q18i. Overall cleanliness of streets & public areas	24.5%	58.0%	10.0%	3.2%	0.9%	3.4%
Q18j. Adequacy of City street lighting	17.1%	47.5%	17.0%	11.8%	3.0%	3.6%

**WITHOUT "DON'T KNOW"**

**Q18. MAINTENANCE. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Maintenance of streets	15.8%	57.2%	13.2%	12.1%	1.8%
Q18b. Maintenance of sidewalks	17.3%	56.3%	15.0%	10.3%	1.1%
Q18c. Maintenance of street signs	25.5%	59.5%	11.1%	3.5%	0.4%
Q18d. Maintenance of traffic signals	26.8%	60.0%	9.7%	2.9%	0.5%
Q18e. Maintenance of Downtown Auburn	30.0%	55.1%	11.5%	2.6%	0.8%
Q18f. Cleanup of debris/litter in & near roadways	19.2%	53.1%	16.6%	9.1%	2.1%
Q18g. Maintenance of City-owned buildings	24.4%	58.2%	14.5%	2.4%	0.4%
Q18h. Mowing/trimming along streets & public areas	22.4%	57.1%	15.4%	4.4%	0.7%
Q18i. Overall cleanliness of streets & public areas	25.3%	60.1%	10.4%	3.3%	1.0%
Q18j. Adequacy of City street lighting	17.7%	49.2%	17.6%	12.3%	3.1%

**Q19. Which THREE of the areas of MAINTENANCE listed in Question 18 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q19. Top choice	Number	Percent
Maintenance of streets	210	27.6 %
Maintenance of sidewalks	61	8.0 %
Maintenance of street signs	11	1.4 %
Maintenance of traffic signals	24	3.2 %
Maintenance of Downtown Auburn	42	5.5 %
Cleanup of debris/litter in & near roadways	72	9.5 %
Maintenance of City-owned buildings	9	1.2 %
Mowing/trimming along streets & public areas	21	2.8 %
Overall cleanliness of streets & public areas	20	2.6 %
Adequacy of City street lighting	159	20.9 %
None chosen	131	17.2 %
Total	760	100.0 %

**Q19. Which THREE of the areas of MAINTENANCE listed in Question 18 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q19. 2nd choice	Number	Percent
Maintenance of streets	75	9.9 %
Maintenance of sidewalks	92	12.1 %
Maintenance of street signs	32	4.2 %
Maintenance of traffic signals	44	5.8 %
Maintenance of Downtown Auburn	65	8.6 %
Cleanup of debris/litter in & near roadways	77	10.1 %
Maintenance of City-owned buildings	17	2.2 %
Mowing/trimming along streets & public areas	60	7.9 %
Overall cleanliness of streets & public areas	69	9.1 %
Adequacy of City street lighting	64	8.4 %
None chosen	165	21.7 %
Total	760	100.0 %

**Q19. Which THREE of the areas of MAINTENANCE listed in Question 18 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q19. 3rd choice	Number	Percent
Maintenance of streets	62	8.2 %
Maintenance of sidewalks	60	7.9 %
Maintenance of street signs	32	4.2 %
Maintenance of traffic signals	36	4.7 %
Maintenance of Downtown Auburn	51	6.7 %
Cleanup of debris/litter in & near roadways	66	8.7 %
Maintenance of City-owned buildings	22	2.9 %
Mowing/trimming along streets & public areas	41	5.4 %
Overall cleanliness of streets & public areas	103	13.6 %
Adequacy of City street lighting	82	10.8 %
None chosen	205	27.0 %
Total	760	100.0 %

**Q19. Which THREE of the areas of MAINTENANCE listed in Question 18 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 3)**

Q19. Sum of top 3 choices	Number	Percent
Maintenance of streets	347	45.7 %
Maintenance of sidewalks	213	28.0 %
Maintenance of street signs	75	9.9 %
Maintenance of traffic signals	104	13.7 %
Maintenance of Downtown Auburn	158	20.8 %
Cleanup of debris/litter in & near roadways	215	28.3 %
Maintenance of City-owned buildings	48	6.3 %
Mowing/trimming along streets & public areas	122	16.1 %
Overall cleanliness of streets & public areas	192	25.3 %
Adequacy of City street lighting	305	40.1 %
None chosen	131	17.2 %
Total	1910	

**Q20. DOWNTOWN AUBURN. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Cleanliness of Downtown areas	32.1%	55.8%	8.3%	1.4%	0.0%	2.4%
Q20b. Feeling of safety in Downtown at night	28.7%	47.4%	13.8%	2.2%	0.5%	7.4%
Q20c. Pedestrian accessibility	28.3%	50.8%	11.1%	4.2%	2.0%	3.7%
Q20d. Quality of public events held Downtown	21.6%	44.3%	16.2%	5.3%	1.2%	11.4%
Q20e. Landscaping & green space	25.3%	47.9%	17.2%	5.5%	0.8%	3.3%
Q20f. Signage & wayfinding	23.7%	51.7%	16.2%	3.7%	0.3%	4.5%
Q20g. Availability of public event space	14.7%	32.9%	19.1%	14.2%	2.0%	17.1%
Q20h. Availability of dining opportunities	21.2%	46.2%	17.6%	9.9%	1.8%	3.3%
Q20i. Availability of outdoor dining venues	14.5%	33.9%	25.4%	13.9%	4.1%	8.2%
Q20j. Availability of retail shopping	17.2%	40.4%	23.9%	12.6%	2.4%	3.4%
Q20k. Availability of parking	5.4%	16.4%	20.5%	30.3%	24.6%	2.8%
Q20l. Enforcement of parking violations & meter times	14.5%	34.2%	27.2%	4.1%	2.6%	17.4%

**WITHOUT "DON'T KNOW"**

**Q20. DOWNTOWN AUBURN. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Cleanliness of Downtown areas	32.9%	57.1%	8.5%	1.5%	0.0%
Q20b. Feeling of safety in Downtown at night	31.0%	51.1%	14.9%	2.4%	0.6%
Q20c. Pedestrian accessibility	29.4%	52.7%	11.5%	4.4%	2.0%
Q20d. Quality of public events held Downtown	24.4%	50.1%	18.3%	5.9%	1.3%
Q20e. Landscaping & green space	26.1%	49.5%	17.8%	5.7%	0.8%
Q20f. Signage & wayfinding	24.8%	54.1%	16.9%	3.9%	0.3%
Q20g. Availability of public event space	17.8%	39.7%	23.0%	17.1%	2.4%
Q20h. Availability of dining opportunities	21.9%	47.8%	18.2%	10.2%	1.9%
Q20i. Availability of outdoor dining venues	15.8%	37.0%	27.7%	15.2%	4.4%
Q20j. Availability of retail shopping	17.8%	41.8%	24.8%	13.1%	2.5%
Q20k. Availability of parking	5.5%	16.9%	21.1%	31.1%	25.3%
Q20l. Enforcement of parking violations & meter times	17.5%	41.4%	33.0%	4.9%	3.2%

**Q21. Which THREE areas of DOWNTOWN AUBURN listed in Question 20 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q21. Top choice	Number	Percent
Cleanliness of Downtown areas	60	7.9 %
Feeling of safety in Downtown at night	55	7.2 %
Pedestrian accessibility	27	3.6 %
Quality of public events held Downtown	28	3.7 %
Landscaping & green space	21	2.8 %
Signage & wayfinding	8	1.1 %
Availability of public event space	13	1.7 %
Availability of dining opportunities	29	3.8 %
Availability of outdoor dining venues	28	3.7 %
Availability of retail shopping	23	3.0 %
Availability of parking	360	47.4 %
Enforcement of parking violations & meter times	11	1.4 %
None chosen	97	12.8 %
Total	760	100.0 %

**Q21. Which THREE areas of DOWNTOWN AUBURN listed in Question 20 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q21. 2nd choice	Number	Percent
Cleanliness of Downtown areas	40	5.3 %
Feeling of safety in Downtown at night	68	8.9 %
Pedestrian accessibility	46	6.1 %
Quality of public events held Downtown	46	6.1 %
Landscaping & green space	43	5.7 %
Signage & wayfinding	18	2.4 %
Availability of public event space	58	7.6 %
Availability of dining opportunities	56	7.4 %
Availability of outdoor dining venues	60	7.9 %
Availability of retail shopping	58	7.6 %
Availability of parking	77	10.1 %
Enforcement of parking violations & meter times	25	3.3 %
None chosen	165	21.7 %
Total	760	100.0 %



**Q21. Which THREE areas of DOWNTOWN AUBURN listed in Question 20 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

Q21. 3rd choice	Number	Percent
Cleanliness of Downtown areas	52	6.8 %
Feeling of safety in Downtown at night	50	6.6 %
Pedestrian accessibility	34	4.5 %
Quality of public events held Downtown	49	6.4 %
Landscaping & green space	39	5.1 %
Signage & wayfinding	31	4.1 %
Availability of public event space	36	4.7 %
Availability of dining opportunities	56	7.4 %
Availability of outdoor dining venues	54	7.1 %
Availability of retail shopping	59	7.8 %
Availability of parking	69	9.1 %
Enforcement of parking violations & meter times	25	3.3 %
None chosen	206	27.1 %
Total	760	100.0 %

**Q21. Which THREE areas of DOWNTOWN AUBURN listed in Question 20 above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (top 3)**

Q21. Sum of top 3 choices	Number	Percent
Cleanliness of Downtown areas	152	20.0 %
Feeling of safety in Downtown at night	173	22.8 %
Pedestrian accessibility	107	14.1 %
Quality of public events held Downtown	123	16.2 %
Landscaping & green space	103	13.6 %
Signage & wayfinding	57	7.5 %
Availability of public event space	107	14.1 %
Availability of dining opportunities	141	18.6 %
Availability of outdoor dining venues	142	18.7 %
Availability of retail shopping	140	18.4 %
Availability of parking	506	66.6 %
Enforcement of parking violations & meter times	61	8.0 %
None chosen	97	12.8 %
Total	1909	

**Q22. Compared to other City priorities, how important is it for the City of Auburn to implement a mass transit system?**

Q22. How important is it to implement a mass transit system compared to other City priorities?	Number	Percent
Extremely important	156	20.5 %
Somewhat important	226	29.7 %
No opinion	132	17.4 %
Somewhat unimportant	142	18.7 %
Extremely unimportant	86	11.3 %
Not provided	18	2.4 %
Total	760	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q22. Compared to other City priorities, how important is it for the City of Auburn to implement a mass transit system? (without "not provided")**

Q22. How important is it to implement a mass transit system compared to other City priorities?	Number	Percent
Extremely important	156	21.0 %
Somewhat important	226	30.5 %
No opinion	132	17.8 %
Somewhat unimportant	142	19.1 %
Extremely unimportant	86	11.6 %
Total	742	100.0 %

**Q23. CITY COMMUNICATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. Quality of Open Line newsletter	20.7%	35.5%	15.7%	2.9%	0.7%	24.6%
Q23b. Quality of City's website	14.2%	35.3%	20.5%	8.3%	2.9%	18.8%
Q23c. Quality of City's social media (Twitter, Facebook, etc.)	7.6%	20.0%	17.4%	4.1%	1.2%	49.7%
Q23d. Availability of information on City services & programs	13.3%	39.5%	23.0%	7.8%	2.5%	13.9%
Q23e. Availability of information about Parks & Recreation services & programs	15.4%	40.4%	21.3%	6.7%	2.2%	13.9%
Q23f. Availability of information on Auburn Public Library services & programs	17.2%	37.9%	18.4%	4.6%	2.5%	19.3%

**WITHOUT "DON'T KNOW"**

**Q23. CITY COMMUNICATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")**

(N=760)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. Quality of Open Line newsletter	27.4%	47.1%	20.8%	3.8%	0.9%
Q23b. Quality of City's website	17.5%	43.4%	25.3%	10.2%	3.6%
Q23c. Quality of City's social media (Twitter, Facebook, etc.)	15.2%	39.8%	34.6%	8.1%	2.4%
Q23d. Availability of information on City services & programs	15.4%	45.9%	26.8%	9.0%	2.9%
Q23e. Availability of information about Parks & Recreation services & programs	17.9%	46.9%	24.8%	7.8%	2.6%
Q23f. Availability of information on Auburn Public Library services & programs	21.4%	47.0%	22.8%	5.7%	3.1%

**Q24. Which of the following are your primary sources of information about city issues, services, and events?**

Q24. Your primary sources of information about city issues, services, & events	Number	Percent
Open Line newsletter	380	52.4 %
City website via home computer (desktop, laptop)	317	43.7 %
City website via mobile device (phone, tablet)	176	24.3 %
City emails/texts/press releases (e-notifier)	95	13.1 %
Calling a City department on the telephone	126	17.4 %
City cable channel (charter ch 16, wow ch 13)	31	4.3 %
City social media sites (Facebook, Twitter, YouTube)	165	22.8 %
Other social media sites (private, non-City sites)	82	11.3 %
Local newspaper (Villager, OA news)	396	54.6 %
Radio news programs	164	22.6 %
Television news programs	115	15.9 %
Word of mouth (friends/neighbors)	435	60.0 %
Public meetings	62	8.6 %
Other	25	3.4 %
Total	2569	

**Q24. Other**

Q24. Other	Number	Percent
Parent magazine	4	16.7 %
signage	2	8.3 %
City brochure and parks and recreation magazines	1	4.2 %
Word of mouth	1	4.2 %
Chamber email	1	4.2 %
Social work students	1	4.2 %
Events mentioned in University emails	1	4.2 %
Anything by mail	1	4.2 %
Internet news	1	4.2 %
Outdoor signs	1	4.2 %
Billboards	1	4.2 %
Professors	1	4.2 %
Fliers in the mail	1	4.2 %
ACS schools	1	4.2 %
Signs & marketing around town	1	4.2 %
City employees	1	4.2 %
Parks & Rec brochures	1	4.2 %
Signs	1	4.2 %
Auburn/Opelika Parents Magazine	1	4.2 %
billboards	1	4.2 %
Total	24	100.0 %

**Q25. Have you called or visited the City with a question, problem, or complaint during the past year?**

Q25. Have you called or visited City with a question, problem, or complaint during past year?	Number	Percent
Yes	262	34.5 %
No	498	65.5 %
Total	760	100.0 %

**Q25a. (Only if YES to Question 25) How easy was it to contact the person you needed to reach?**

Q25a. How easy was it to contact the person you needed to reach?	Number	Percent
Very easy	116	44.3 %
Somewhat easy	97	37.0 %
Difficult	35	13.4 %
Very difficult	7	2.7 %
Not provided	7	2.7 %
Total	262	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q25a. (Only if YES to Question 25) How easy was it to contact the person you needed to reach? (without "not provided")**

Q25a. How easy was it to contact the person you needed to reach?	Number	Percent
Very easy	116	45.5 %
Somewhat easy	97	38.0 %
Difficult	35	13.7 %
Very difficult	7	2.7 %
Total	255	100.0 %

**Q25b. (Only if YES to Question 25) What department did you contact?**

<u>Q25b. What department did you contact?</u>	<u>Number</u>	<u>Percent</u>
Police	56	21.6 %
Fire	8	3.1 %
Planning	47	18.1 %
Parks & Recreation	42	16.2 %
Codes Enforcement	45	17.4 %
Public Works	54	20.8 %
City Manager's Office	26	10.0 %
Utility Billing Office	30	11.6 %
Municipal Court	10	3.9 %
Environmental Services (garbage, trash, recycling, animal control)	94	36.3 %
Water Resource Management (water, sewer & watershed management)	47	18.1 %
Finance (City licenses & taxes)	12	4.6 %
Other	22	8.5 %
Total	493	

**Q25b. Other**

<u>Q25b. Other</u>	<u>Number</u>	<u>Percent</u>
City councilman	5	22.7 %
Human resources	2	9.1 %
Animal control	2	9.1 %
Talked to someone about public water, zoning	1	4.5 %
School bus route	1	4.5 %
IT	1	4.5 %
Business license	1	4.5 %
ambulance	1	4.5 %
Dept of public safety	1	4.5 %
Council-wards	1	4.5 %
Jan Dempsey Arts Center	1	4.5 %
Library	1	4.5 %
Mayor's office	1	4.5 %
Voter registration	1	4.5 %
DMV	1	4.5 %
school bus program	1	4.5 %
Total	22	100.0 %

**Q25c. (Only if YES to Question 25) Was the department you contacted responsive to your issue?**

Q25c. Was the department you contacted responsive to your issue?	Number	Percent
Yes	214	81.7 %
No	39	14.9 %
Not provided	9	3.4 %
Total	262	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q25c. (Only if YES to Question 25) Was the department you contacted responsive to your issue? (without "not provided")**

Q25c. Was the department you contacted responsive to your issue?	Number	Percent
Yes	214	84.6 %
No	39	15.4 %
Total	253	100.0 %

**Q27. How many (counting yourself) people in your household are?**

	<u>Mean</u>	<u>Sum</u>
number	2.7	2013
Under age 5	0.2	163
Ages 5-9	0.2	146
Ages 10-14	0.2	150
Ages 15-19	0.2	120
Ages 20-24	0.2	142
Ages 25-34	0.4	293
Ages 35-44	0.4	268
Ages 45-54	0.3	213
Ages 55-64	0.3	248
Ages 65-74	0.3	214
Ages 75+	0.1	56



**Q28. Approximately how many years have you lived in the City of Auburn?**

Q28. How many years have you lived in City of Auburn?	Number	Percent
5 or less	168	22.1 %
6-10	158	20.8 %
11-15	98	12.9 %
16-20	72	9.5 %
21-30	108	14.2 %
31+	147	19.3 %
Not provided	9	1.2 %
Total	760	100.0 %

**Q29. How many people in your household work within the Auburn City limits?**

Q29. How many people in your household work within Auburn City limits?	Number	Percent
0	252	33.2 %
1	257	33.8 %
2	200	26.3 %
3	21	2.8 %
4	8	1.1 %
5	3	0.4 %
Not provided	19	2.5 %
Total	760	100.0 %

**Q30. Are you a full time Auburn University student?**

Q30. Are you a full time Auburn University student?	Number	Percent
Yes	58	7.6 %
No	693	91.2 %
Not provided	9	1.2 %
Total	760	100.0 %

**Q31. Do you own or rent your current residence?**

<u>Q31. Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	560	73.7 %
Rent	191	25.1 %
Not provided	9	1.2 %
Total	760	100.0 %

**Q32. What is your age?**

<u>Q32. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	172	22.6 %
35-44	156	20.5 %
45-54	142	18.7 %
55-64	152	20.0 %
65+	135	17.8 %
Not provided	3	0.4 %
Total	760	100.0 %

**Q33. Which of the following best describes your race/ethnicity?**

<u>Q33. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	33	4.4 %
Black/African American	97	13.0 %
Hispanic	20	2.7 %
White/Caucasian	600	80.3 %
American Indian/Eskimo	11	1.5 %
Other	1	0.1 %
Total	762	

**Q33. Other**

<u>Q33. Other</u>	<u>Number</u>	<u>Percent</u>
Indian	1	100.0 %
Total	1	100.0 %

**Q34. Would you say your total annual household income is:**

<u>Q34. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	79	10.4 %
\$30K to \$59,999	162	21.3 %
\$60K to \$99,999	204	26.8 %
\$100K+	260	34.2 %
Not provided	55	7.2 %
Total	760	100.0 %

**Q35. Your gender:**

<u>Q35. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	366	48.2 %
Female	386	50.8 %
Not provided	8	1.1 %
Total	760	100.0 %

*Section 5:*  
***Survey Instrument***

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City of Auburn  
Home of Auburn University

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February 2017

Dear Auburn Resident,

I am writing to ask for your assistance with the 2017 Citizen Survey. This survey has been administered annually by the City of Auburn for the past 28 years. The feedback we receive from the results of the survey helps us gauge how successful we have been in providing quality services to the residents of Auburn and helps us identify areas where we can improve. The Citizen Survey is a vital instrument in establishing budget priorities and shaping policy decisions. Auburn is known for its active and involved citizenry and your participation in this survey is an important way to get involved in helping guide our 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. Your responses to the questions in the survey are anonymous.

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

Sincerely,

*Charles M. Duggan Jr.*

Charles M. Duggan, Jr.  
City Manager

Enclosure



# 2017 City of Auburn Citizen Survey

Welcome to the City of Auburn's Citizen Survey for 2017. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and budget decisions. Please take a few minutes to complete this survey. If you have questions about this survey, please call the City Manager, Charles M. Duggan, Jr., at 501-7260.

**1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of the City's school system	5	4	3	2	1	9
02.	Quality of police, fire, & ambulance services	5	4	3	2	1	9
03.	Quality of parks & recreation services	5	4	3	2	1	9
04.	Quality of city library services	5	4	3	2	1	9
05.	Quality of the City's customer service	5	4	3	2	1	9
06.	Maintenance of city infrastructure	5	4	3	2	1	9
07.	Enforcement of city codes and ordinances	5	4	3	2	1	9
08.	Flow of traffic & congestion management	5	4	3	2	1	9
09.	Collection of garbage, recycling & yard waste	5	4	3	2	1	9
10.	Effectiveness of City's communication with public	5	4	3	2	1	9

**2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? [Write in the numbers below using the numbers from the list in Q1 above].**

1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_ 3<sup>rd</sup> \_\_\_\_

**3. PERCEPTIONS OF THE CITY. 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".**

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2.	Overall image of the city	5	4	3	2	1	9
3.	Overall quality of life in the city	5	4	3	2	1	9
4.	Overall appearance of the city	5	4	3	2	1	9
5.	Overall quality of city services	5	4	3	2	1	9

**4. Please rate Auburn on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:**

Please rate the City of Auburn...		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to raise children	5	4	3	2	1	9
3.	As a place to work	5	4	3	2	1	9

**5. CITY LEADERSHIP. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following:**

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
2.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3.	Overall effectiveness of the City Manager	5	4	3	2	1	9
4.	Level of public involvement in local decision-making	5	4	3	2	1	9
5.	Transparency of City Government	5	4	3	2	1	9

**6. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following public safety services provided by the City of Auburn:**

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	Visibility of police in retail areas	5	4	3	2	1	9
04.	Police response time	5	4	3	2	1	9
05.	Efforts to prevent crime	5	4	3	2	1	9
06.	Police safety education programs	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Overall quality of fire protection	5	4	3	2	1	9
09.	Fire personnel emergency response time	5	4	3	2	1	9
10.	Quality of fire safety education programs	5	4	3	2	1	9
11.	Quality of local ambulance service	5	4	3	2	1	9

**7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? [Write in the numbers below using the numbers from Q6 above].**

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**8. FEELING OF SAFETY. Please rate your feeling of safety in the following areas using a scale of 1 to 5 where 5 means “Very Safe” and 1 means “Very Unsafe”.**

How safe do you feel...		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In the city's parks	5	4	3	2	1	9
4.	In commercial and retail areas	5	4	3	2	1	9
5.	In downtown Auburn	5	4	3	2	1	9
6.	Traveling by bicycle in Auburn	5	4	3	2	1	9
7.	Traveling as a pedestrian in Auburn	5	4	3	2	1	9
8.	Overall feeling of safety in Auburn	5	4	3	2	1	9

**9. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following:**

In your neighborhood, how satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Cleanup of debris/litter	5	4	3	2	1	9
2. Cleanup of large junk/abandoned vehicles	5	4	3	2	1	9
3. Cleanup of overgrown and weedy lots	5	4	3	2	1	9
4. Efforts to remove dilapidated structures	5	4	3	2	1	9
5. Enforcement of loud music	5	4	3	2	1	9
6. Control of nuisance animals	5	4	3	2	1	9

**10. Which TWO of the CODE ENFORCEMENT items listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? [Write in the numbers below using the numbers from Q9 above].**

1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_

**11. GARBAGE AND WATER SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following:**

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential garbage collection service	5	4	3	2	1	9
2. Curbside recycling service overall	5	4	3	2	1	9
3. Material types accepted for recycling	5	4	3	2	1	9
4. Recycling at city’s drop-off recycling center	5	4	3	2	1	9
5. Yard waste removal service	5	4	3	2	1	9
6. Water service	5	4	3	2	1	9
7. Utility Billing Office customer service	5	4	3	2	1	9

**12. Which TWO of the GARBAGE AND WATER SERVICES listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? [Write in the numbers below using the numbers from Q11 above.]**

1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_

**13. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following areas of development and redevelopment in Auburn:**

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of new residential development	5	4	3	2	1	9
2. Overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
3. Overall quality of new business development (offices, medical facilities, banks, etc.)	5	4	3	2	1	9
4. Overall quality of new industrial development (warehouses, plants, etc.)	5	4	3	2	1	9
5. Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
6. Overall appearance of Opelika Road	5	4	3	2	1	9
7. Overall appearance of Downtown Auburn	5	4	3	2	1	9
8. City’s planning for future growth	5	4	3	2	1	9



**14. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following:**

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of parks	5	4	3	2	1	9
02.	Maintenance of cemeteries	5	4	3	2	1	9
03.	Maintenance of walking trails	5	4	3	2	1	9
04.	Maintenance of biking paths and lanes	5	4	3	2	1	9
05.	Maintenance of swimming pools	5	4	3	2	1	9
06.	Quality of swimming pools	5	4	3	2	1	9
07.	Maintenance of community recreation centers	5	4	3	2	1	9
08.	Quality of community recreation centers	5	4	3	2	1	9
09.	Maintenance of outdoor athletic fields	5	4	3	2	1	9
10.	Quality of outdoor athletic fields	5	4	3	2	1	9
11.	Quality of youth athletic programs	5	4	3	2	1	9
12.	Quality of adult athletic programs	5	4	3	2	1	9
13.	Quality of cultural arts programs	5	4	3	2	1	9
14.	Quality of senior programs	5	4	3	2	1	9
15.	Quality of special needs/therapeutics programs	5	4	3	2	1	9
16.	Ease of registering for programs	5	4	3	2	1	9
17.	Fees charged for recreation programs	5	4	3	2	1	9
18.	Quality of special events ( <i>Cityfest, Downtown Trick or Treat, etc...</i> )	5	4	3	2	1	9

**15. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? [Write in the numbers below using the numbers from Q14 above].**

1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_ 3<sup>rd</sup> \_\_\_\_ 4<sup>th</sup> \_\_\_\_

**16. TRAFFIC FLOW & TRANSPORTATION. 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”.**

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of travel by car in Auburn	5	4	3	2	1	9
2.	Ease of travel by bicycle in Auburn	5	4	3	2	1	9
3.	Ease of pedestrian travel in Auburn	5	4	3	2	1	9

**17. How often do you use the city’s bicycle lanes and facilities?**

\_\_\_\_ (1) Daily  
 \_\_\_\_ (2) Weekly  
 \_\_\_\_ (3) Monthly  
 \_\_\_\_ (4) Occasionally  
 \_\_\_\_ (5) Never

**18. MAINTENANCE.** Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of streets	5	4	3	2	1	9
02. Maintenance of sidewalks	5	4	3	2	1	9
03. Maintenance of street signs	5	4	3	2	1	9
04. Maintenance of traffic signals	5	4	3	2	1	9
05. Maintenance of downtown Auburn	5	4	3	2	1	9
06. Cleanup of debris/litter in and near roadways	5	4	3	2	1	9
07. Maintenance of city-owned buildings	5	4	3	2	1	9
08. Mowing/trimming along streets and public areas	5	4	3	2	1	9
09. Overall cleanliness of streets and public areas	5	4	3	2	1	9
10. Adequacy of city street lighting	5	4	3	2	1	9

**19. Which THREE of the areas of MAINTENANCE listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?** [Write in the numbers below using the numbers from Q18 above.]

1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_ 3<sup>rd</sup> \_\_\_\_

**20. DOWNTOWN AUBURN.** For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”,

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Cleanliness of downtown areas	5	4	3	2	1	9
02. Feeling of safety of downtown at night	5	4	3	2	1	9
03. Pedestrian accessibility	5	4	3	2	1	9
04. Quality of public events held downtown	5	4	3	2	1	9
05. Landscaping and green space	5	4	3	2	1	9
06. Signage and wayfinding	5	4	3	2	1	9
07. Availability of public event space	5	4	3	2	1	9
08. Availability of dining opportunities	5	4	3	2	1	9
09. Availability of outdoor dining venues	5	4	3	2	1	9
10. Availability of retail shopping	5	4	3	2	1	9
11. Availability of parking	5	4	3	2	1	9
12. Enforcement of parking violations & meter times	5	4	3	2	1	9

**21. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?** [Write in the numbers below using the numbers from Q20 above.]

1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_ 3<sup>rd</sup> \_\_\_\_

**22. Compared to other City priorities, how important is it for the City of Auburn to implement a mass transit system?**

- \_\_\_\_ (1) Extremely Important
- \_\_\_\_ (2) Somewhat Important
- \_\_\_\_ (3) No opinion
- \_\_\_\_ (4) Somewhat unimportant
- \_\_\_\_ (5) Extremely unimportant

**23. CITY COMMUNICATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the following:**

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of <i>Open Line</i> newsletter	5	4	3	2	1	9
2. Quality of the city's website	5	4	3	2	1	9
3. Quality of the city's social media ( <i>Twitter, Facebook, etc.</i> )	5	4	3	2	1	9
4. Availability of information on city services and programs	5	4	3	2	1	9
5. Availability of information about Parks & Recreation services and programs	5	4	3	2	1	9
6. Availability of information on Auburn Public Library services and programs	5	4	3	2	1	9

**24. Which of the following are your primary sources of information about city issues, services, and events? (Check all that apply)**

- (01) *Open Line* newsletter
- (02) City website via home computer (desktop, laptop)
- (03) City website via mobile device (phone, tablet)
- (04) City emails/texts/press releases (*e-notifier*)
- (05) Calling a city department on the telephone
- (06) City cable channel (charter ch. 16, wow ch. 13)
- (07) City social media sites (*Facebook, Twitter, YouTube*)
- (08) Other social media sites (private, non-city sites)
- (09) Local newspaper (*Villager, OA news*)
- (10) Radio news programs
- (11) Television news programs
- (12) Word of mouth (friends/neighbors)
- (13) Public meetings
- (14) Other: \_\_\_\_\_

**25. Have you called or visited the City with a question, problem, or complaint during the past year?**

- (1) yes [answer Q#25a-c]       (2) no [go to Q#26]

**25a. [Only if YES to Q#25] How easy was it to contact the person you needed to reach?**

- (1) Very Easy       (3) Difficult  
 (2) Somewhat Easy       (4) Very Difficult

**25b. [Only if YES to Q#25] What department did you contact? (Check all that apply)**

- (01) Police
- (02) Fire
- (03) Planning
- (04) Parks and Recreation
- (05) Codes Enforcement
- (06) Public Works
- (07) City Manager's Office
- (08) Utility Billing Office
- (09) Municipal Court
- (10) Environmental Services (garbage, trash, recycling, animal control)
- (11) Water Resource Management (water, sewer and watershed management)
- (12) Finance (city licenses and taxes)
- (13) Other \_\_\_\_\_

**25c. [Only if YES to Q#25] Was the department you contacted responsive to your issue?**

- (1) Yes       (2) No

**26. If you could improve ONE thing about the City of Auburn, what would it be?**

**DEMOGRAPHICS**

27. How many (counting yourself) people in your household are?

- |                                      |                                     |                                     |
|--------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Under age 5 | <input type="checkbox"/> Ages 20-24 | <input type="checkbox"/> Ages 55-64 |
| <input type="checkbox"/> Ages 5-9    | <input type="checkbox"/> Ages 25-34 | <input type="checkbox"/> Ages 65-74 |
| <input type="checkbox"/> Ages 10-14  | <input type="checkbox"/> Ages 35-44 | <input type="checkbox"/> Ages 75+   |
| <input type="checkbox"/> Ages 15-19  | <input type="checkbox"/> Ages 45-54 |                                     |

28. Approximately how many years have you lived in the City of Auburn? \_\_\_\_\_ Years

29. How many people in your household work within the Auburn city limits? \_\_\_\_\_ People

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

31. Do you Own or Rent your current residence?       (1) Own       (2) Rent

32. What is your age?

- |   |   |
|---|---|
| <input type="checkbox"/> (1) under 25 years | <input type="checkbox"/> (4) 45 to 54 year  |
| <input type="checkbox"/> (2) 25 to 34 years | <input type="checkbox"/> (5) 55 to 64 years |
| <input type="checkbox"/> (3) 35 to 44 years | <input type="checkbox"/> (6) 65+ years      |

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

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) White/Caucasian        |
| <input type="checkbox"/> (2) Black/African American | <input type="checkbox"/> (5) American Indian/Eskimo |
| <input type="checkbox"/> (3) Hispanic               | <input type="checkbox"/> (6) Other: _____           |

34. Would you say your total annual household income is:

- |   |   |
|---|---|
| <input type="checkbox"/> (1) under \$30,000       | <input type="checkbox"/> (3) \$60,000 to \$99,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (4) \$100,000 or more    |

35. Your gender:       (1) male       (2) female

**This concludes the survey for 2017.** If you would like to suggest a question for consideration to be included in next year’s survey, please visit our website at [www.auburnalabama.org/survey](http://www.auburnalabama.org/survey) and click on the “Submit Survey Question” menu button. **Thank you for your time!**

Please return your completed survey in the enclosed postage paid envelope addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.



# DirectionFinder®

APPENDIX B:

## 2017 GIS Maps

Submitted to

The City of  
**Auburn,  
Alabama**

ETC Institute  
725 W. Frontier Circle  
Olathe, KS  
66061

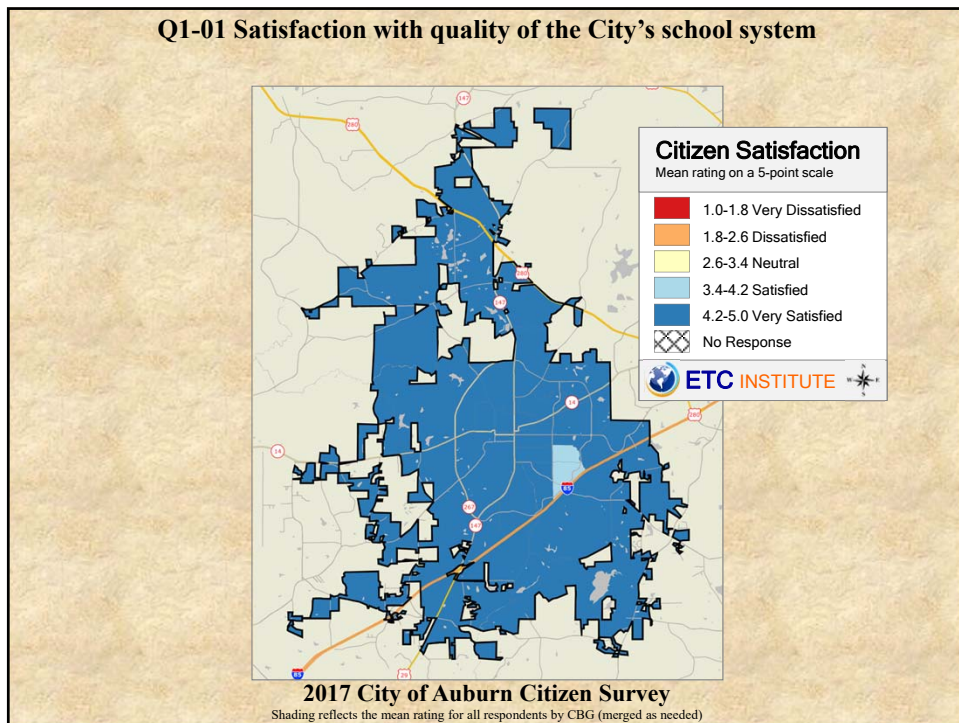
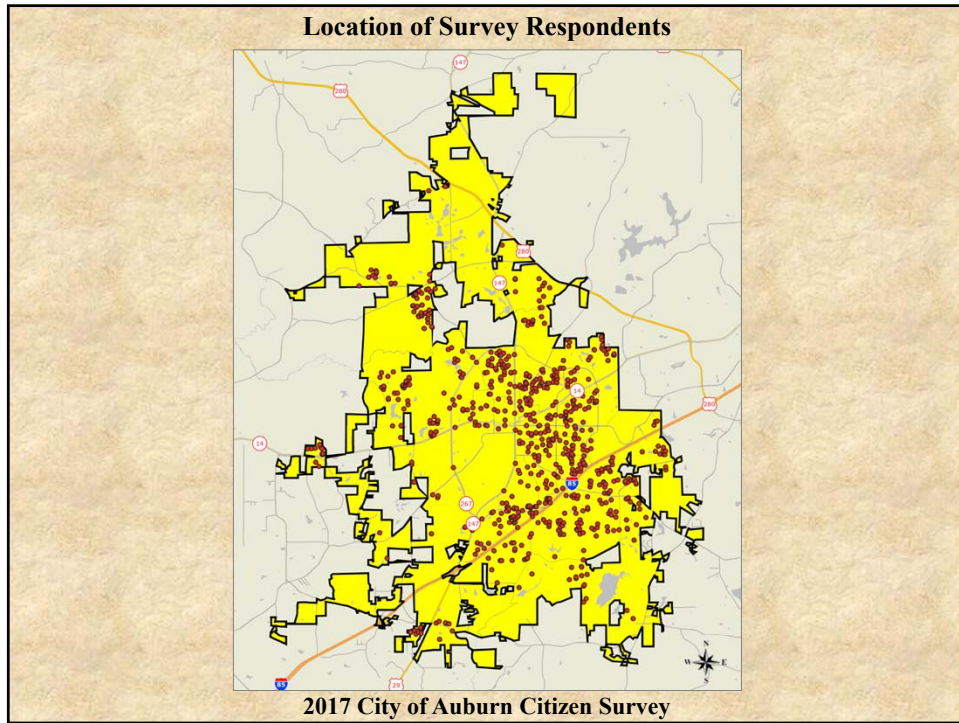


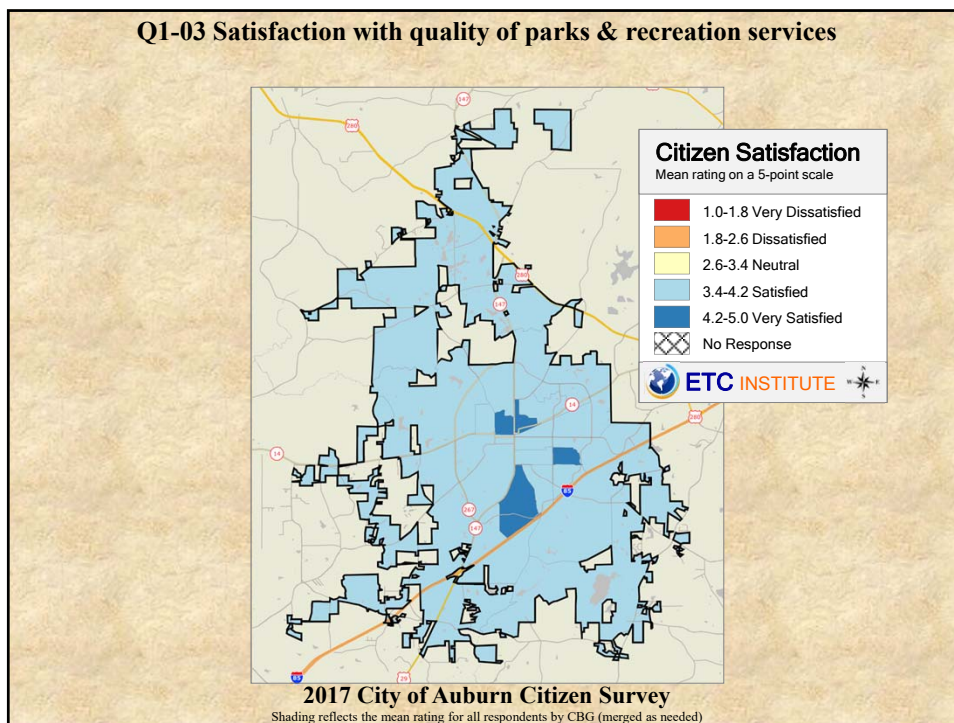
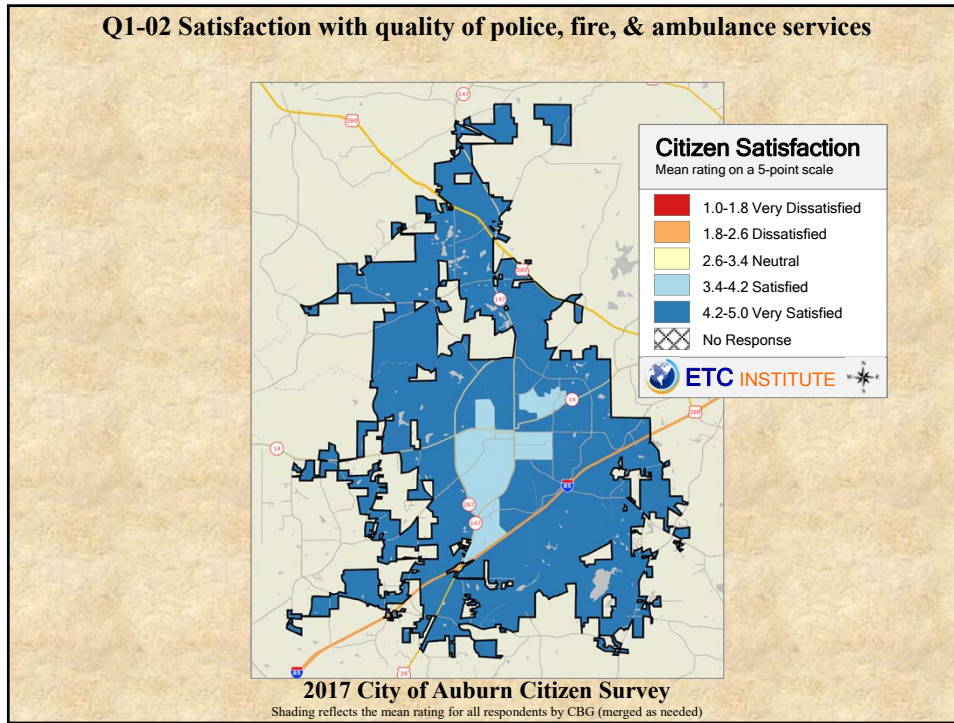
## Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. 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:

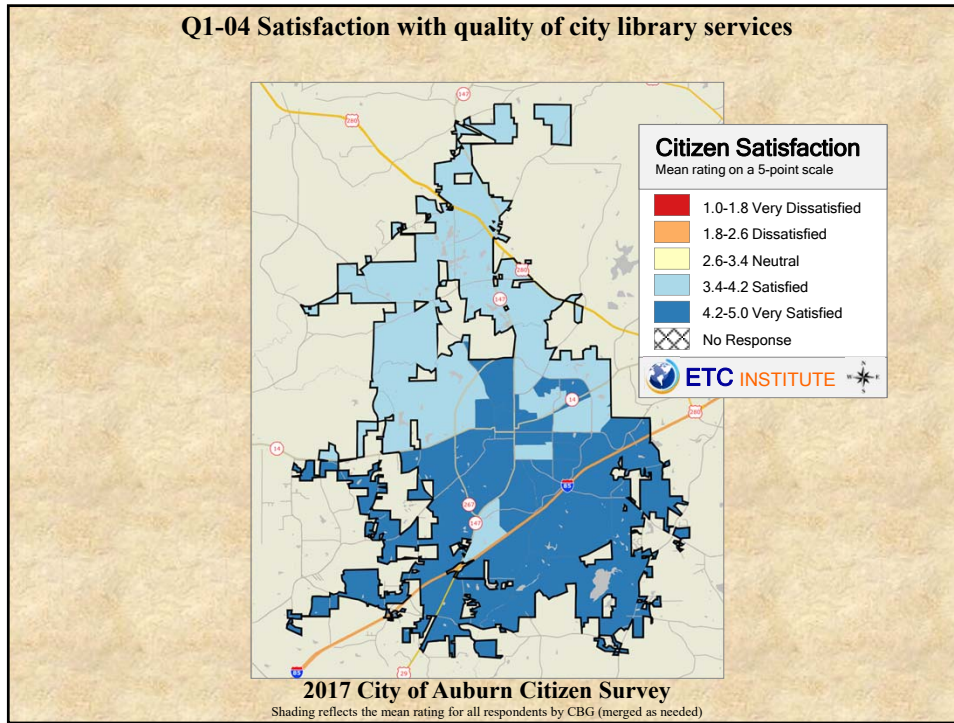
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”



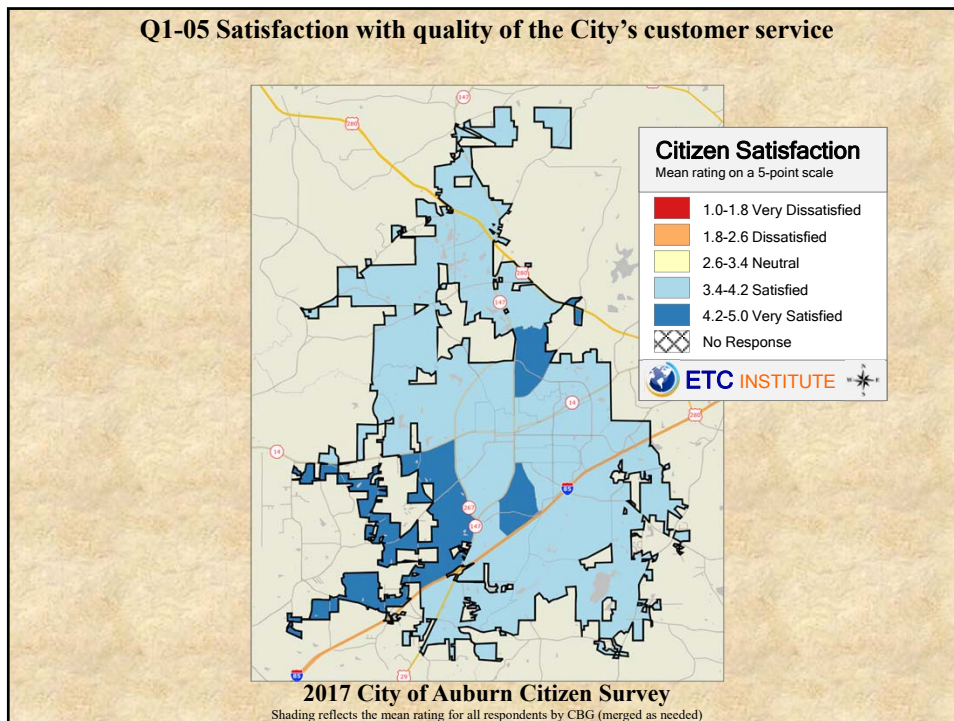


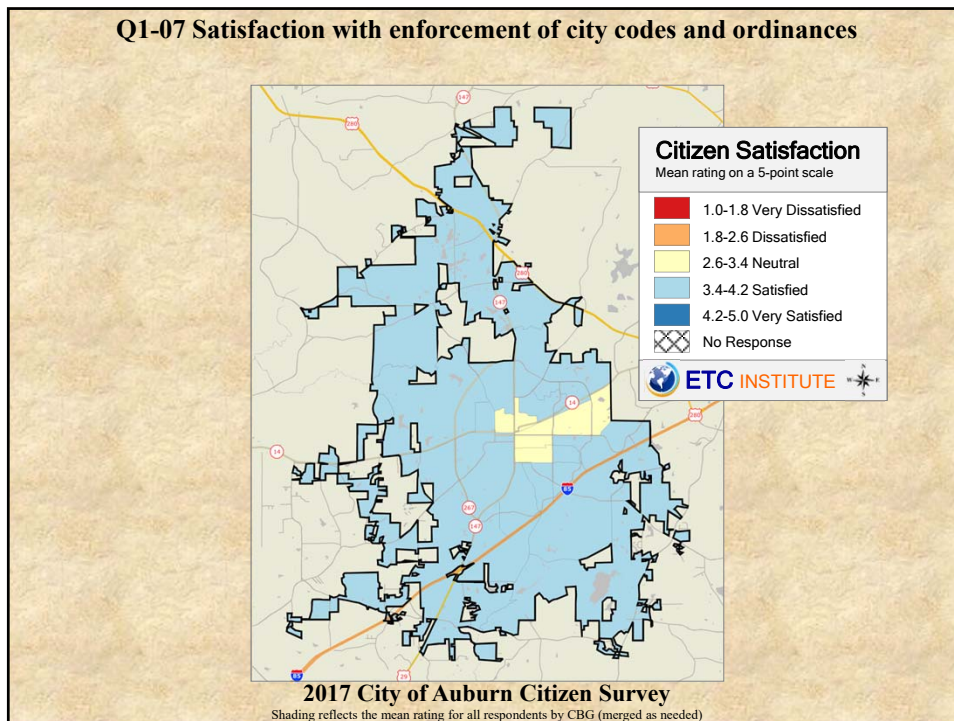
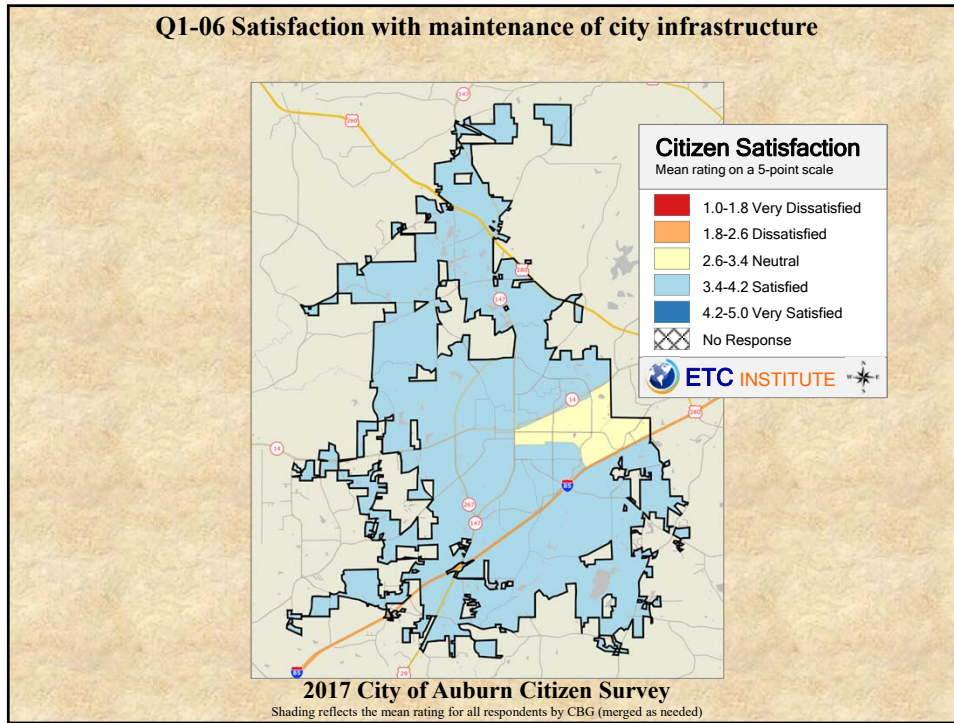


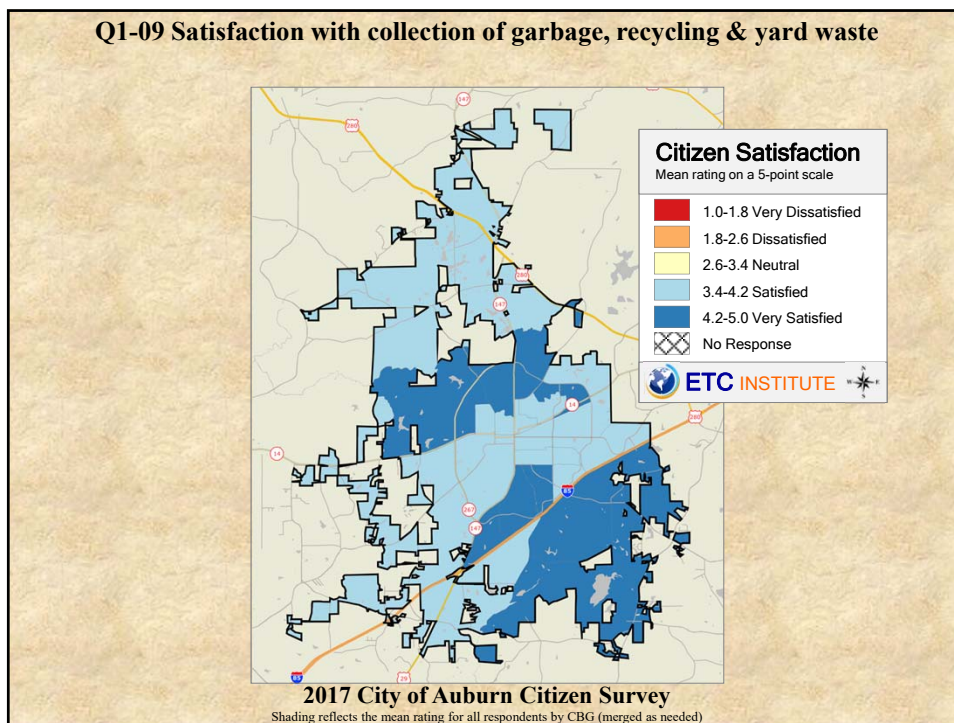
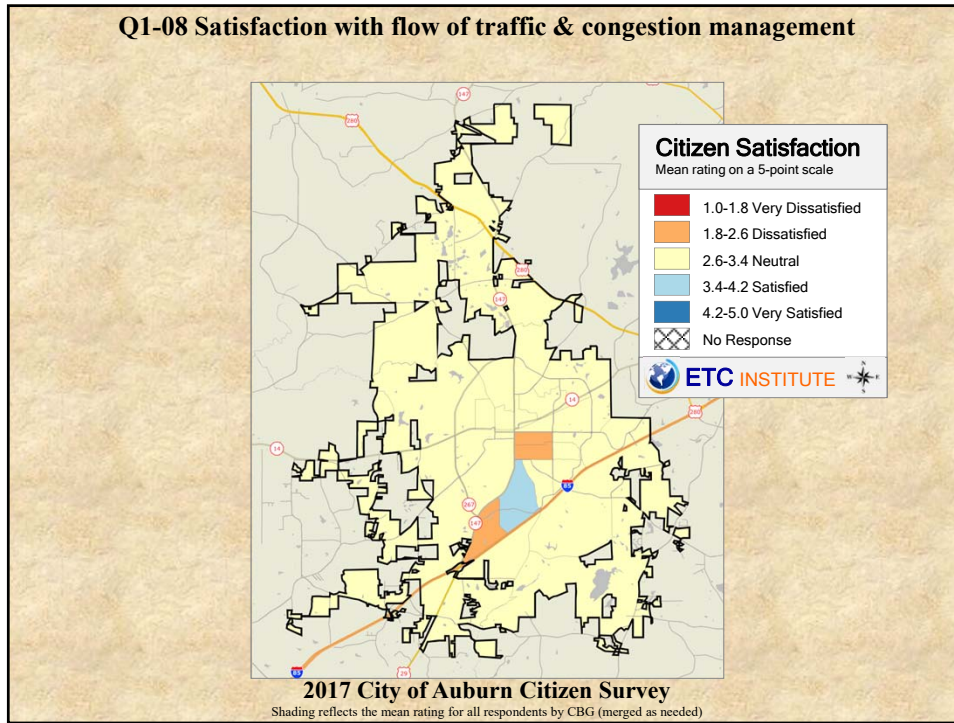
**Q1-04 Satisfaction with quality of city library services**



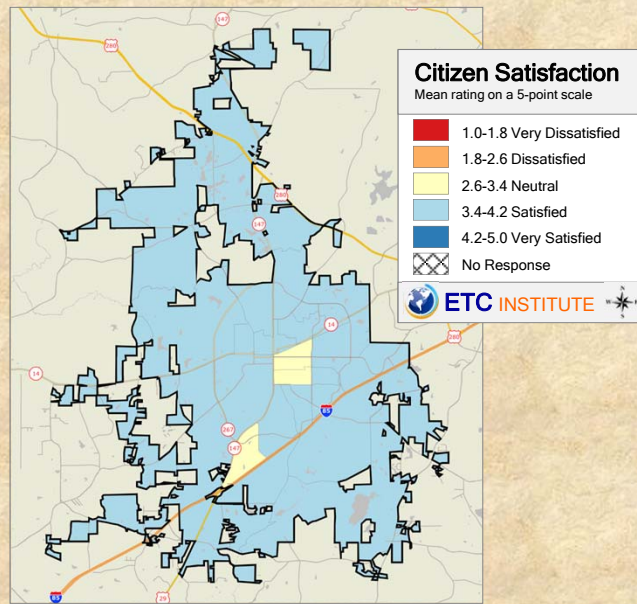
**Q1-05 Satisfaction with quality of the City's customer service**







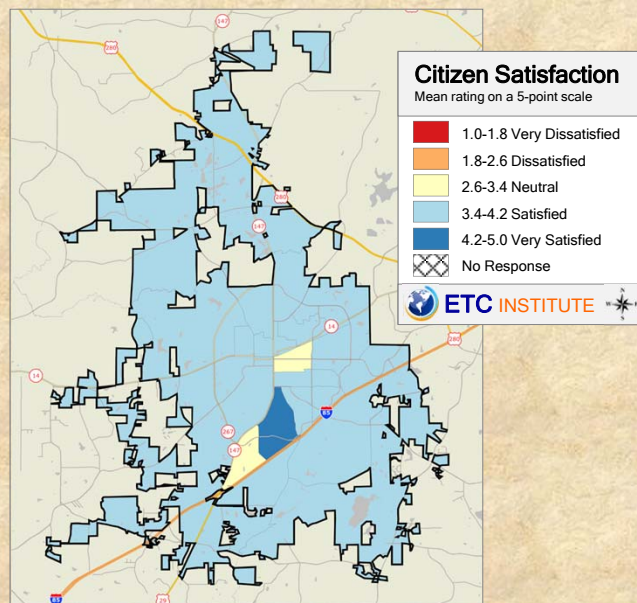
**Q1-10 Satisfaction with effectiveness of City's communication with public**



**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

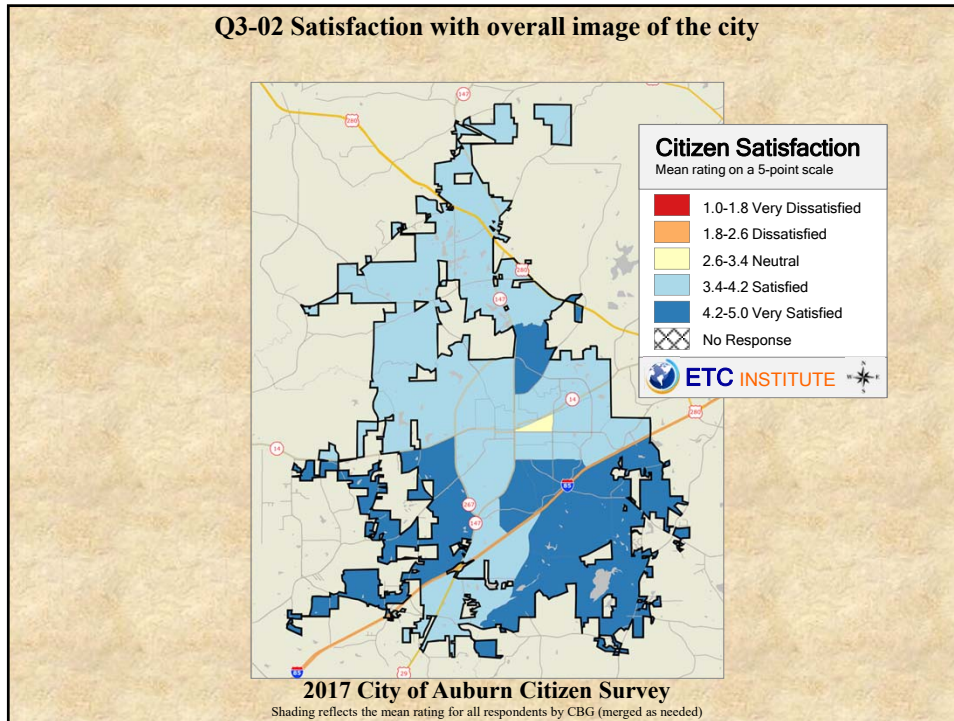
**Q3-01 Satisfaction with overall value received for city tax dollars and fees**



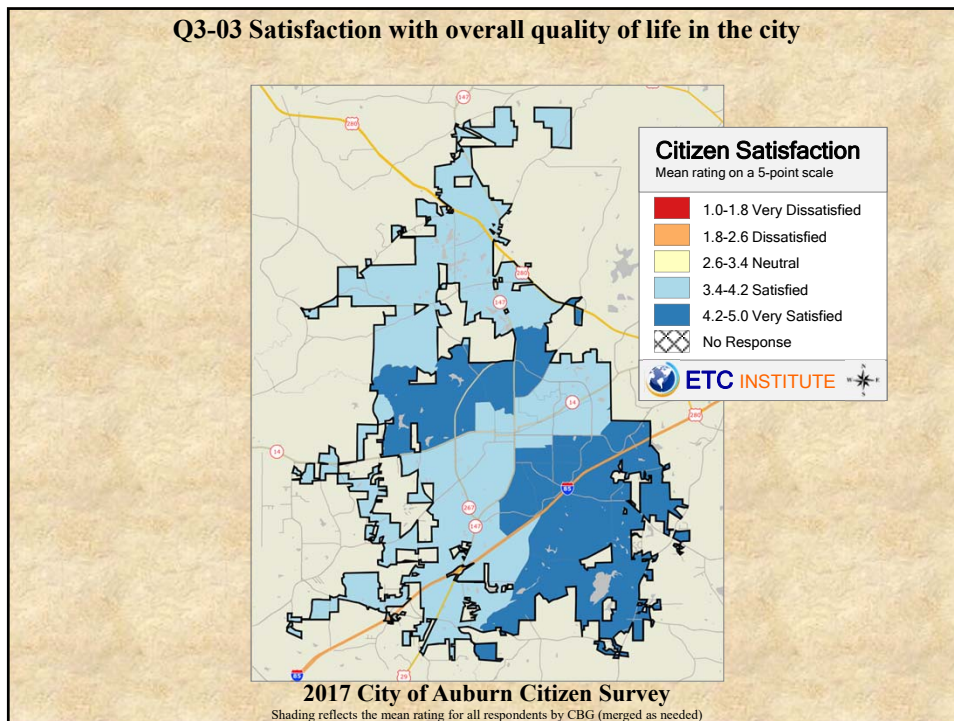
**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

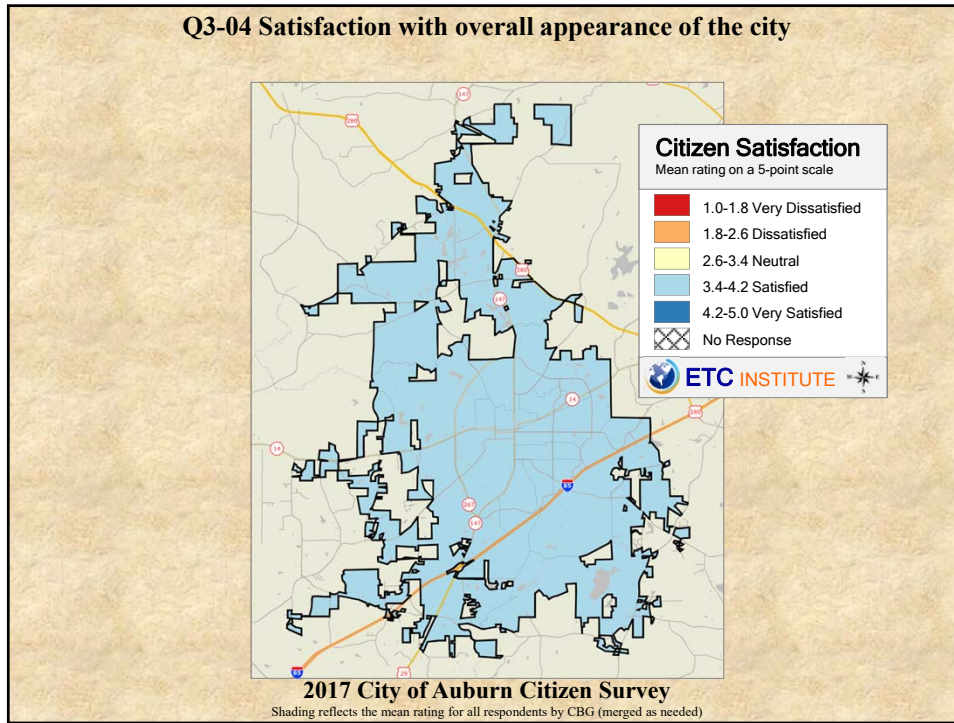
**Q3-02 Satisfaction with overall image of the city**



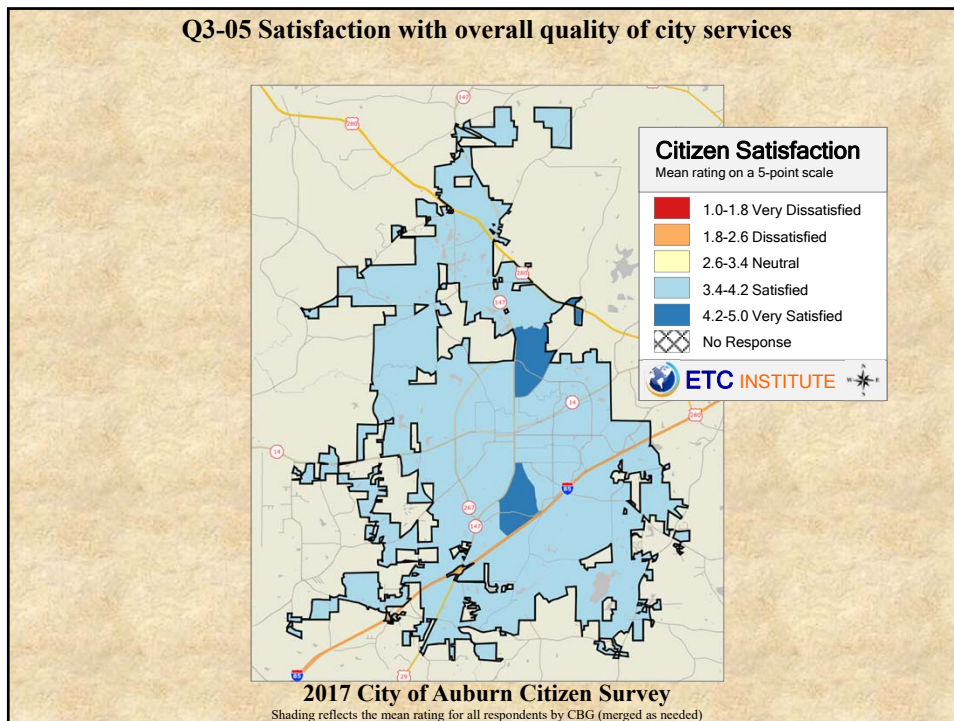
**Q3-03 Satisfaction with overall quality of life in the city**

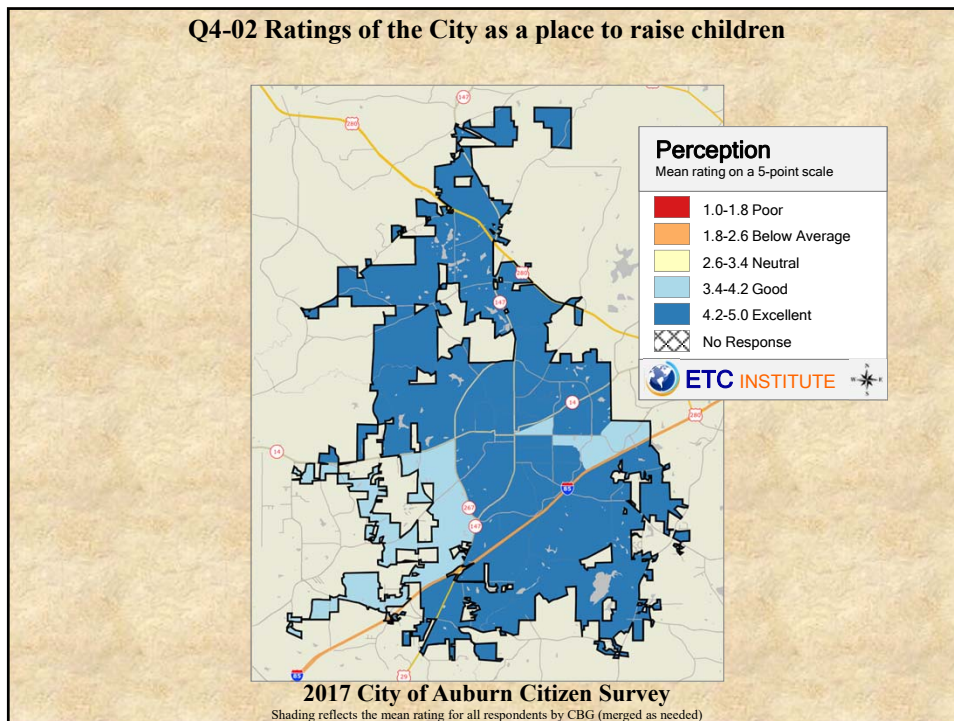
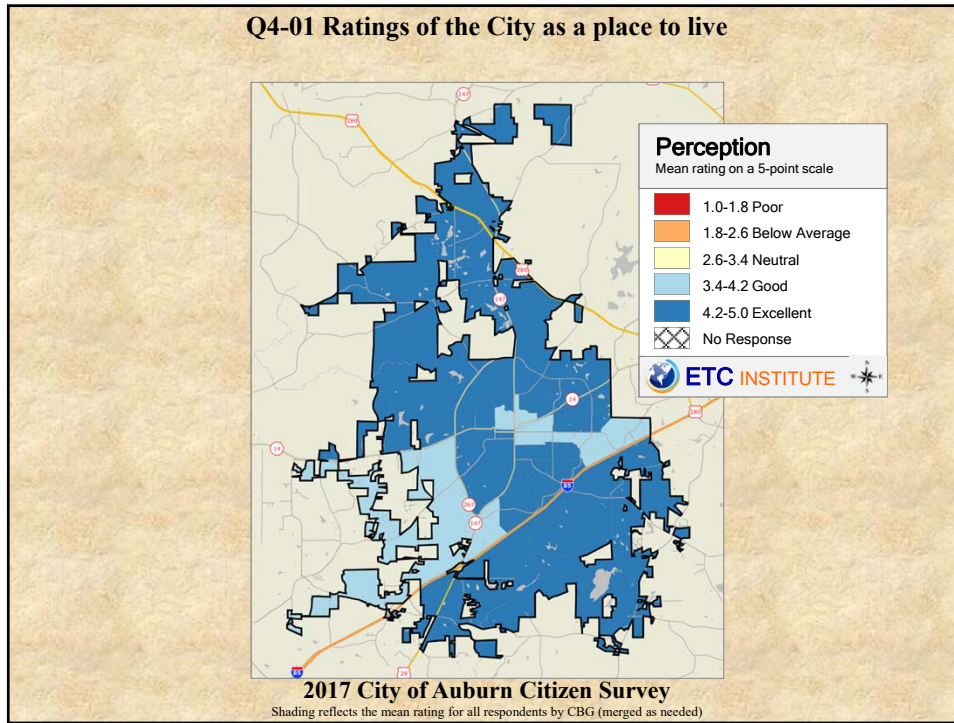


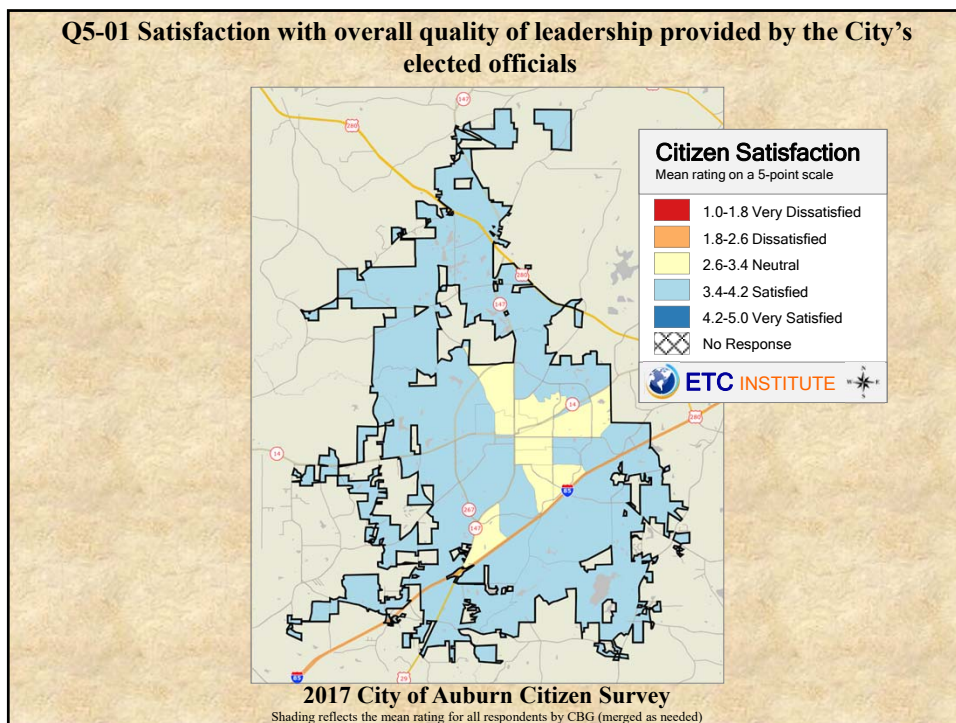
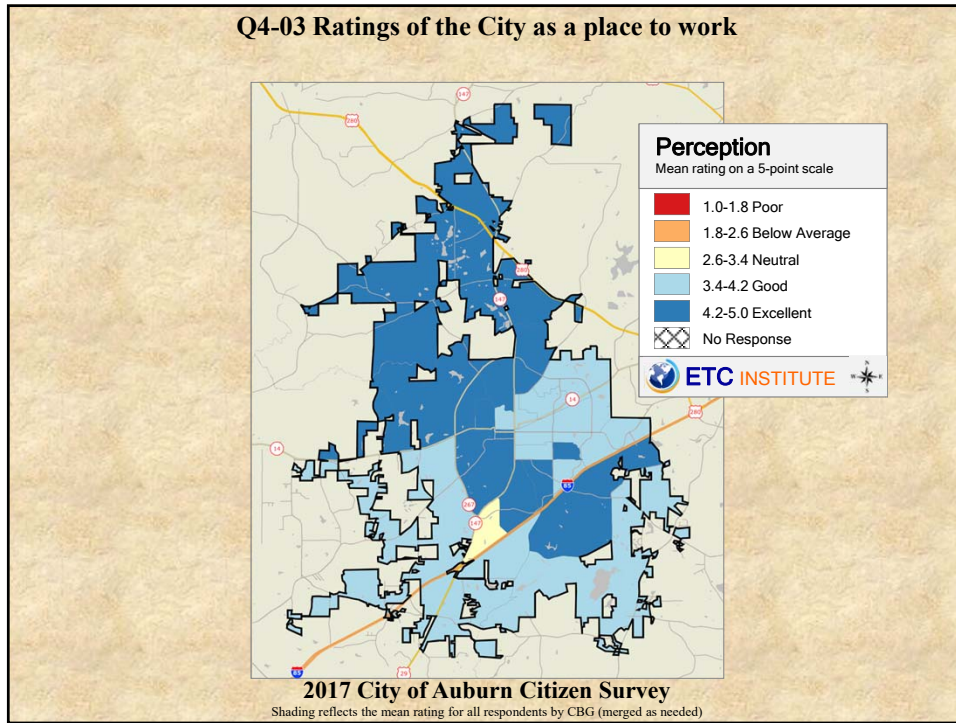
**Q3-04 Satisfaction with overall appearance of the city**



**Q3-05 Satisfaction with overall quality of city services**

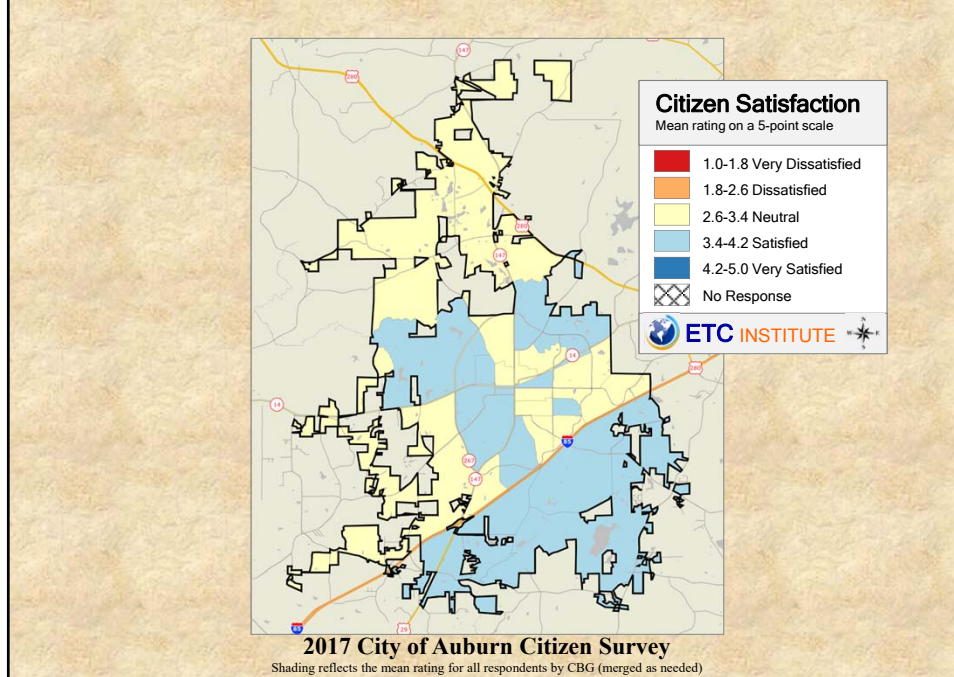




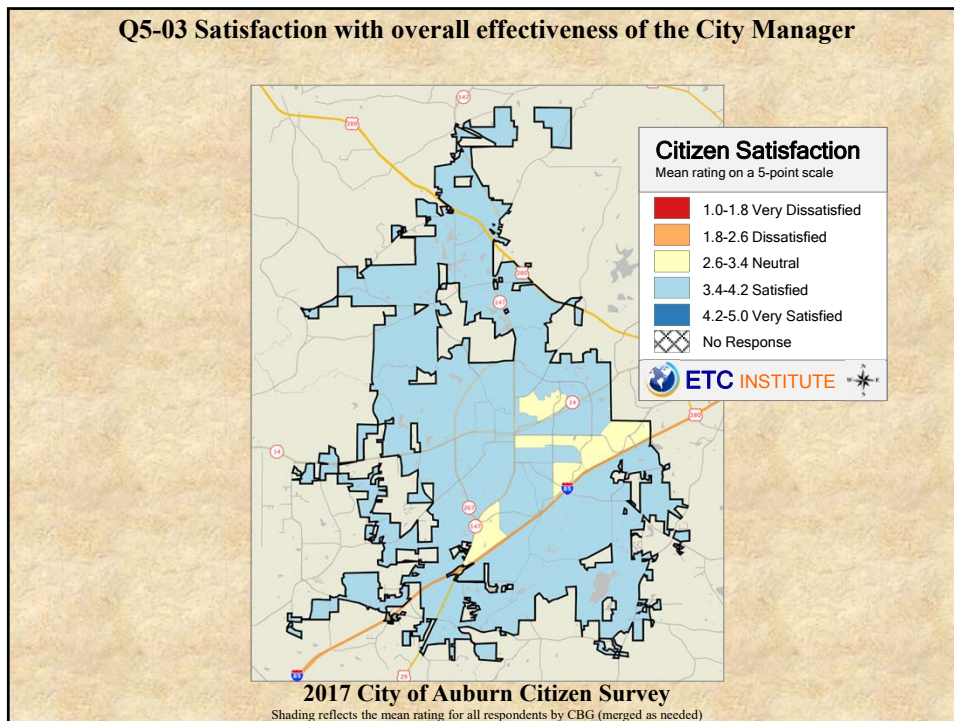




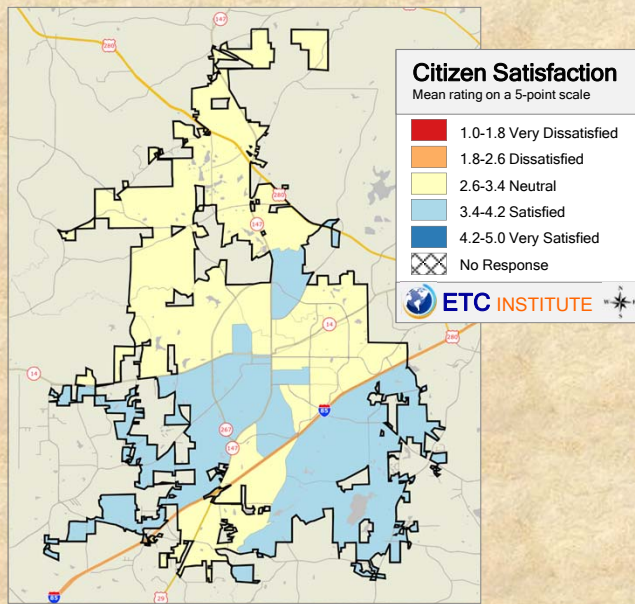
**Q5-02 Satisfaction with overall effectiveness of appointed boards and commissions**



**Q5-03 Satisfaction with overall effectiveness of the City Manager**



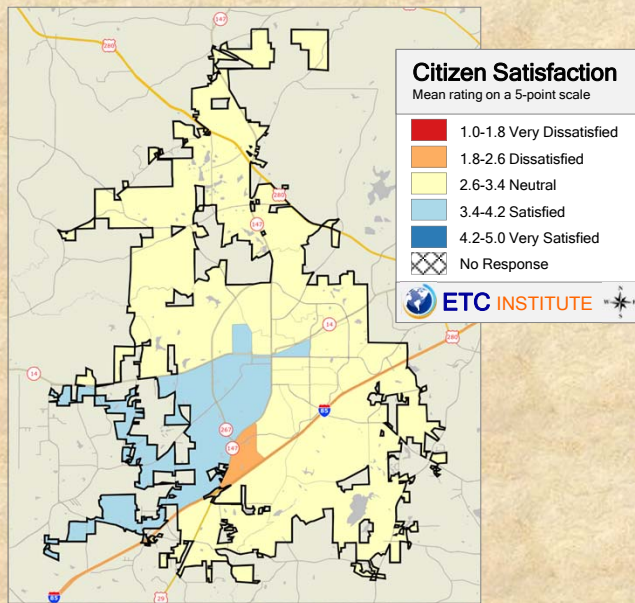
**Q5-04 Satisfaction with level of public involvement in local decision-making**



**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

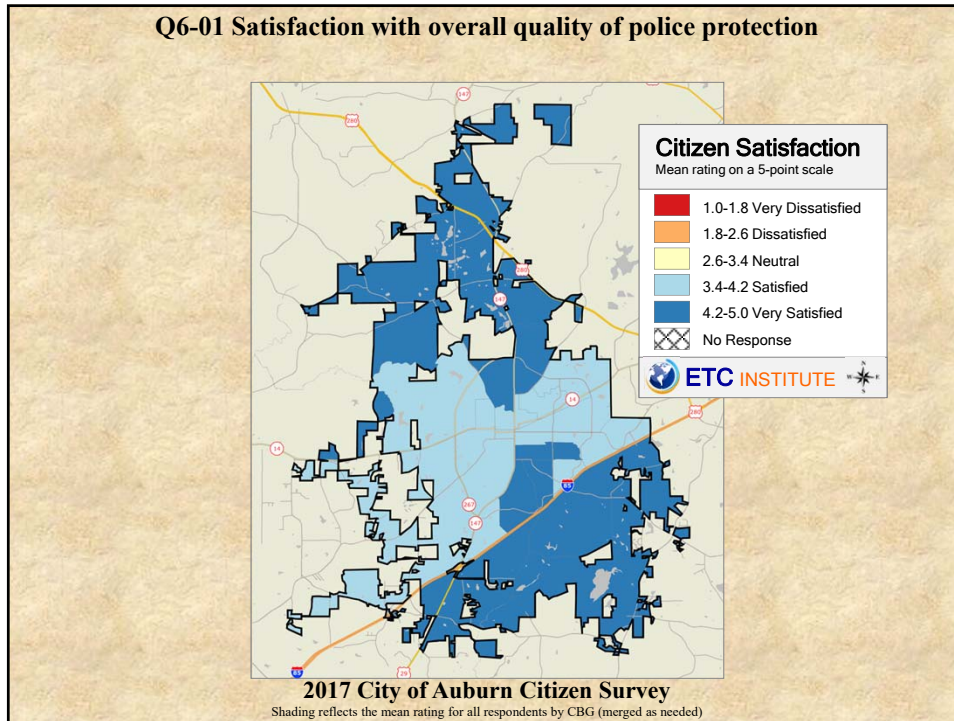
**Q5-05 Satisfaction with transparency of City Government**



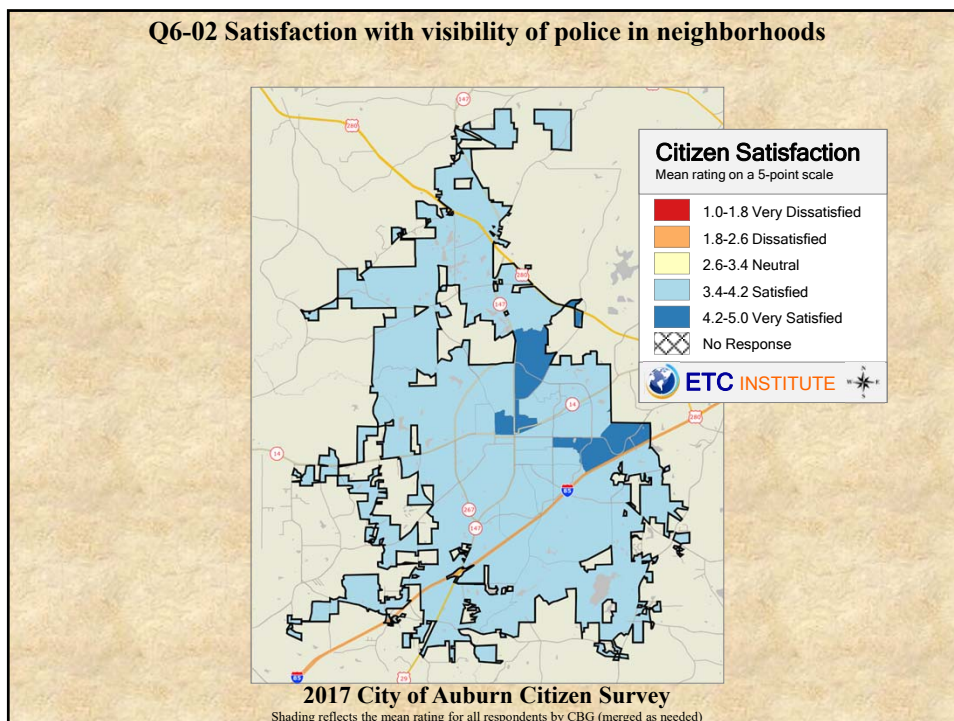
**2017 City of Auburn Citizen Survey**

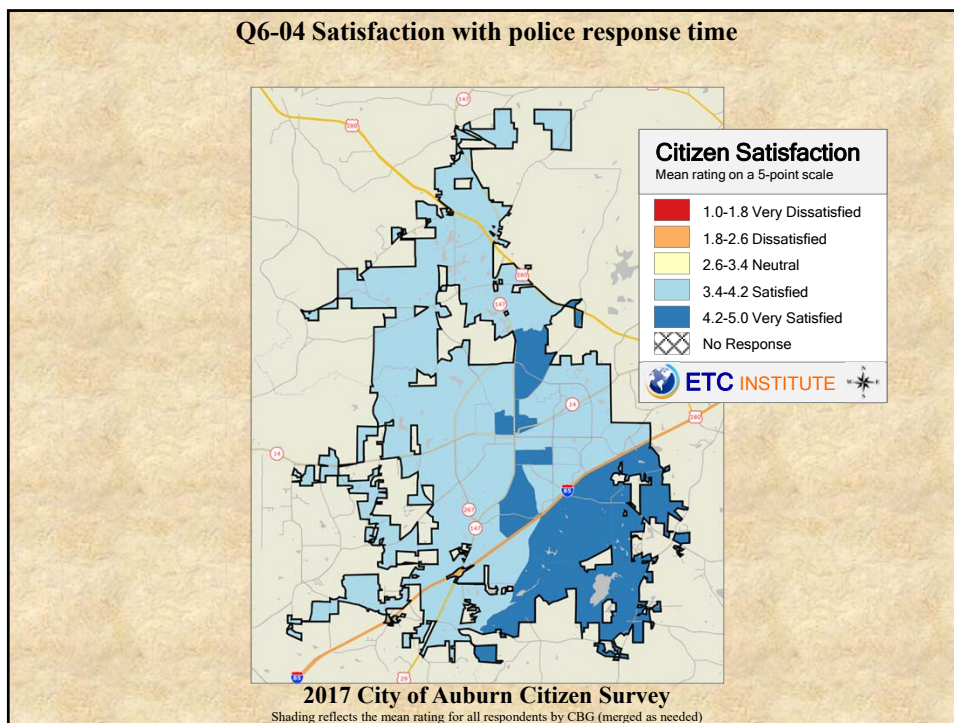
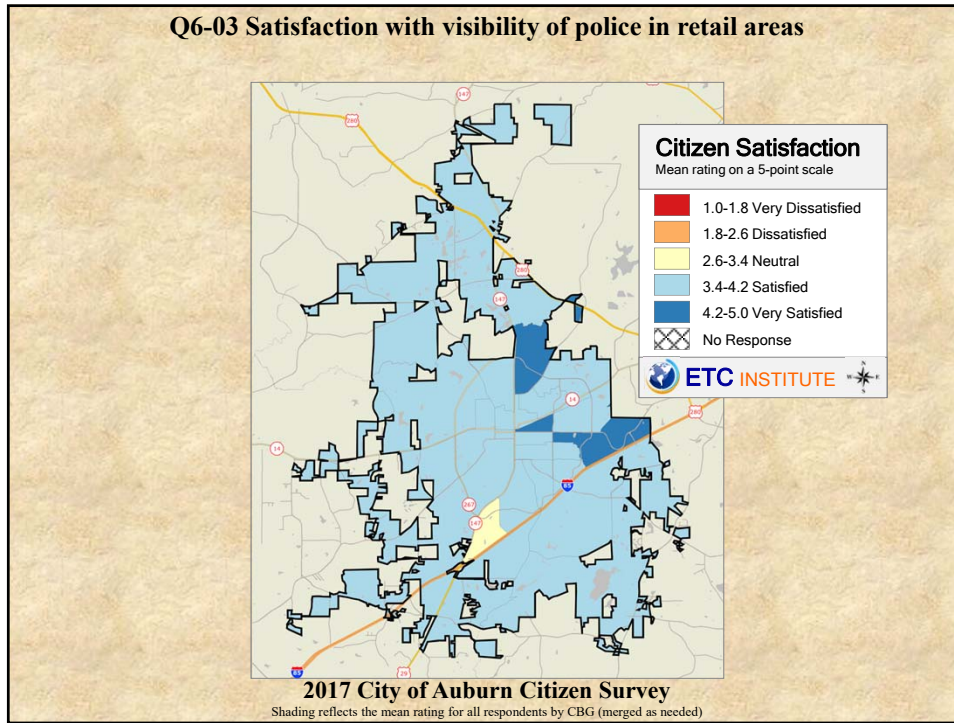
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q6-01 Satisfaction with overall quality of police protection**

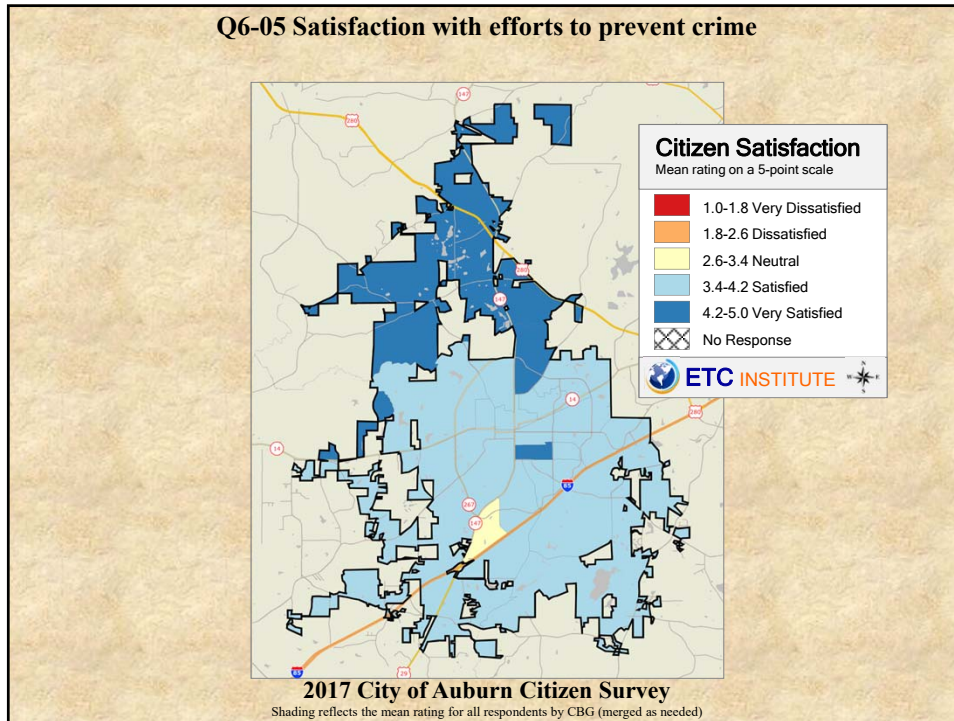


**Q6-02 Satisfaction with visibility of police in neighborhoods**

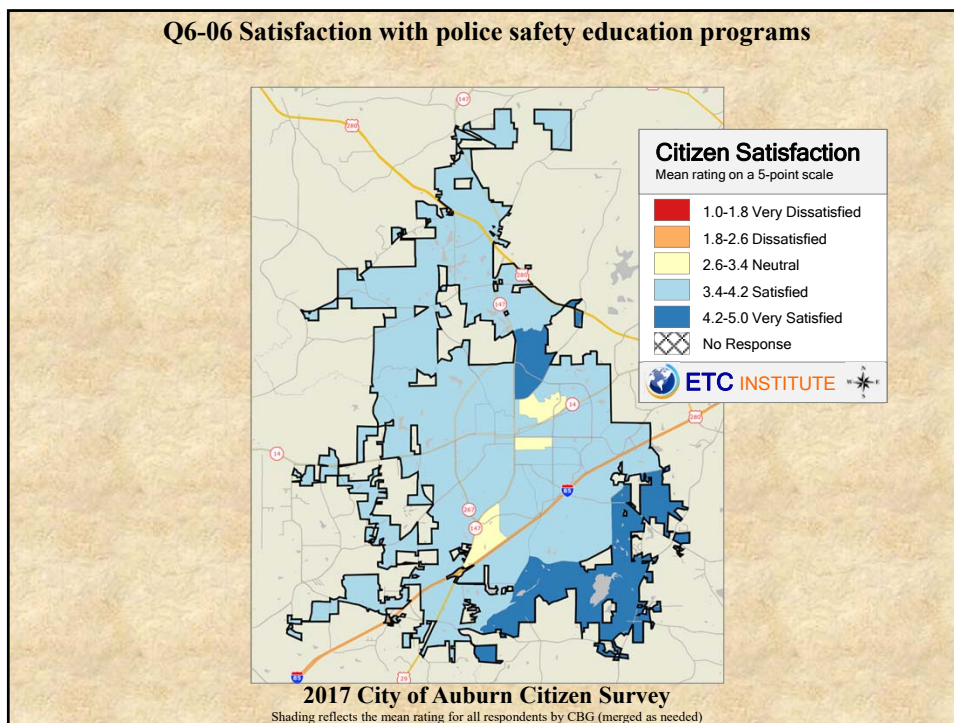




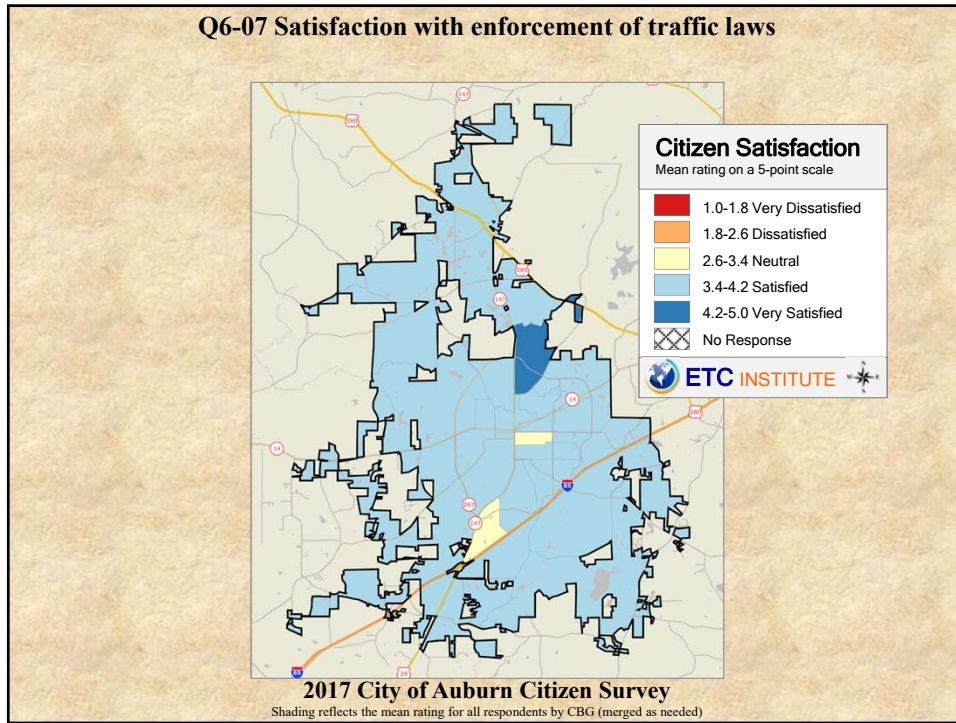
**Q6-05 Satisfaction with efforts to prevent crime**



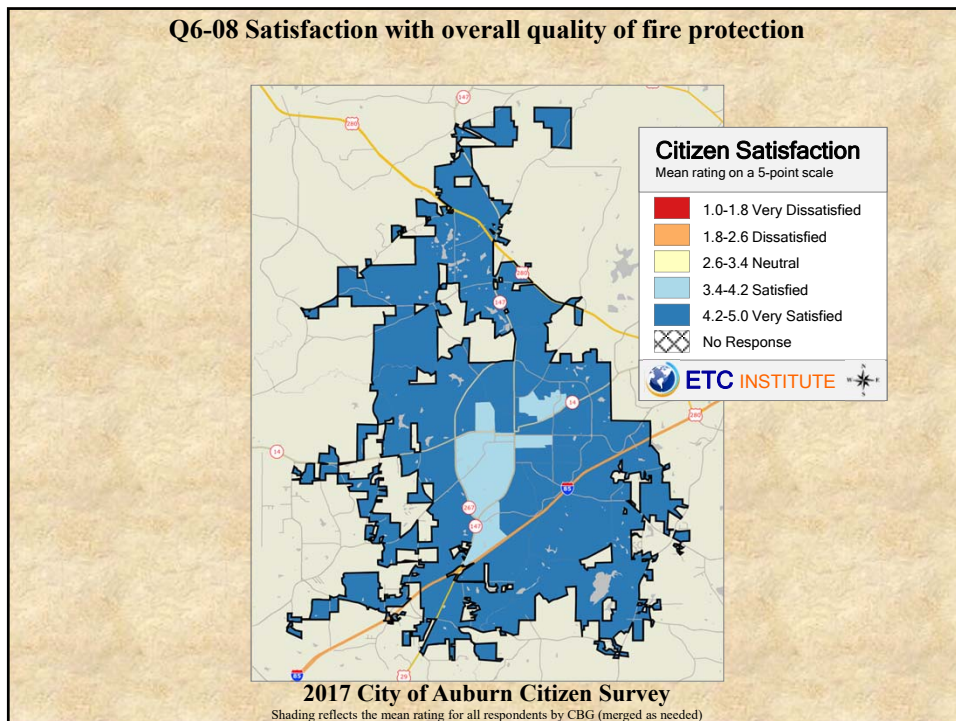
**Q6-06 Satisfaction with police safety education programs**



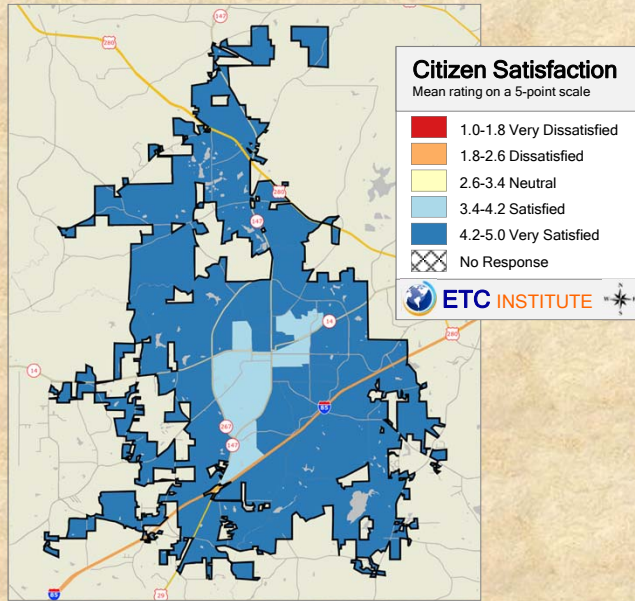
**Q6-07 Satisfaction with enforcement of traffic laws**



**Q6-08 Satisfaction with overall quality of fire protection**



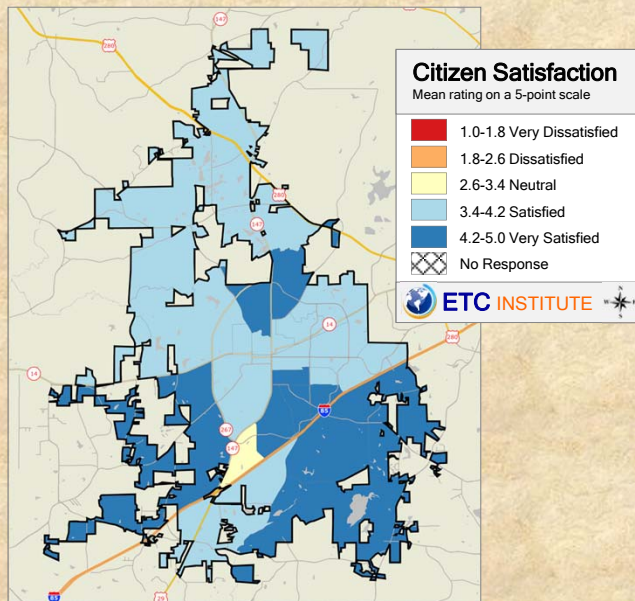
**Q6-09 Satisfaction with fire personnel emergency response time**



**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

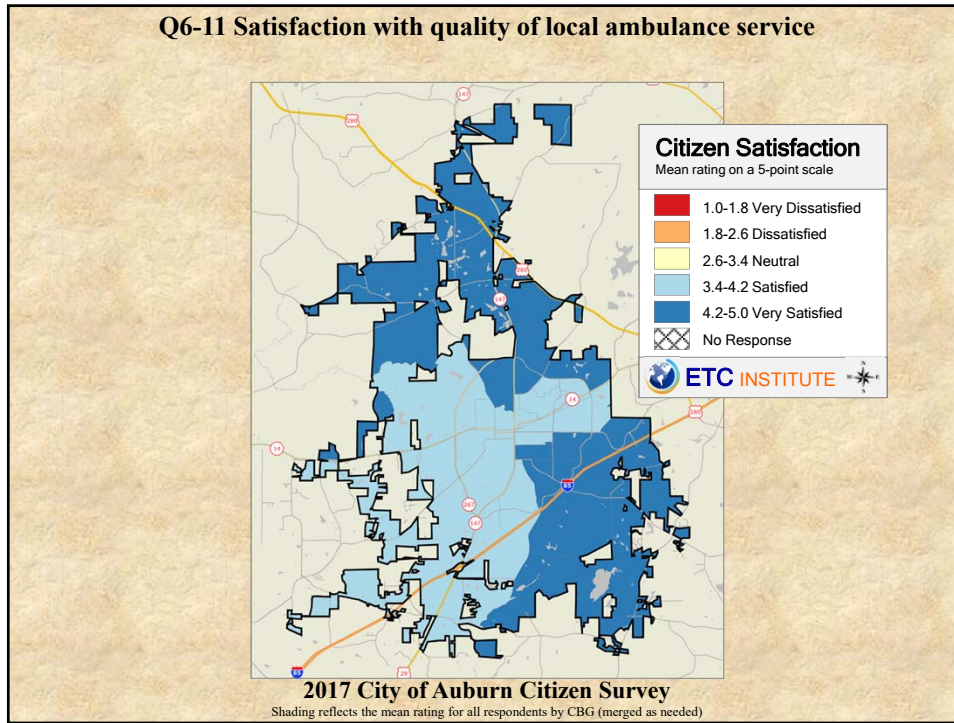
**Q6-10 Satisfaction with quality of fire safety education programs**



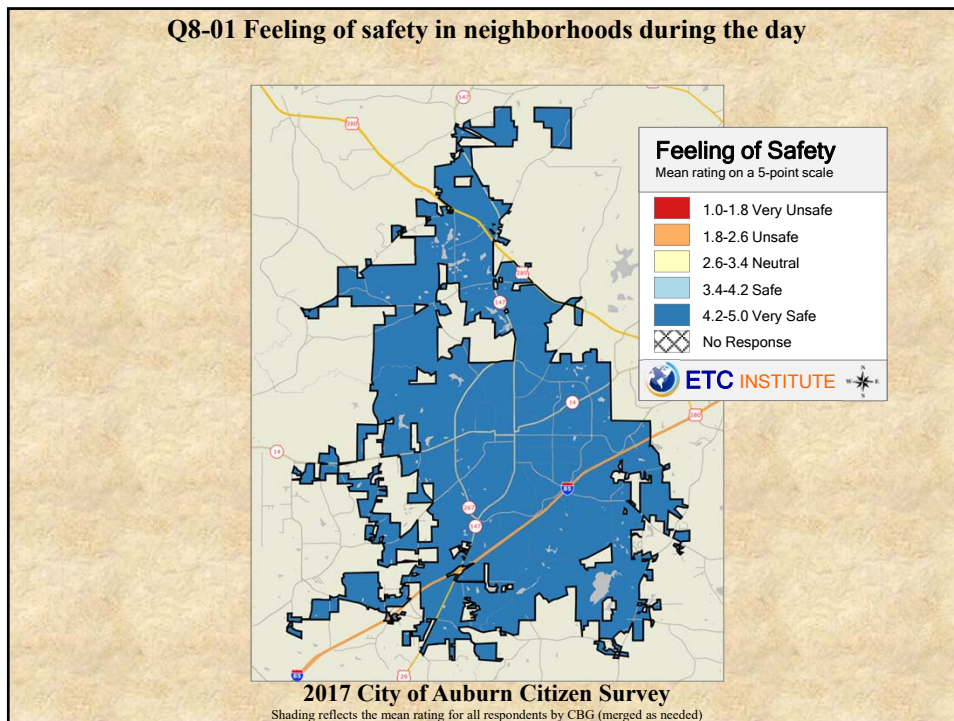
**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q6-11 Satisfaction with quality of local ambulance service**

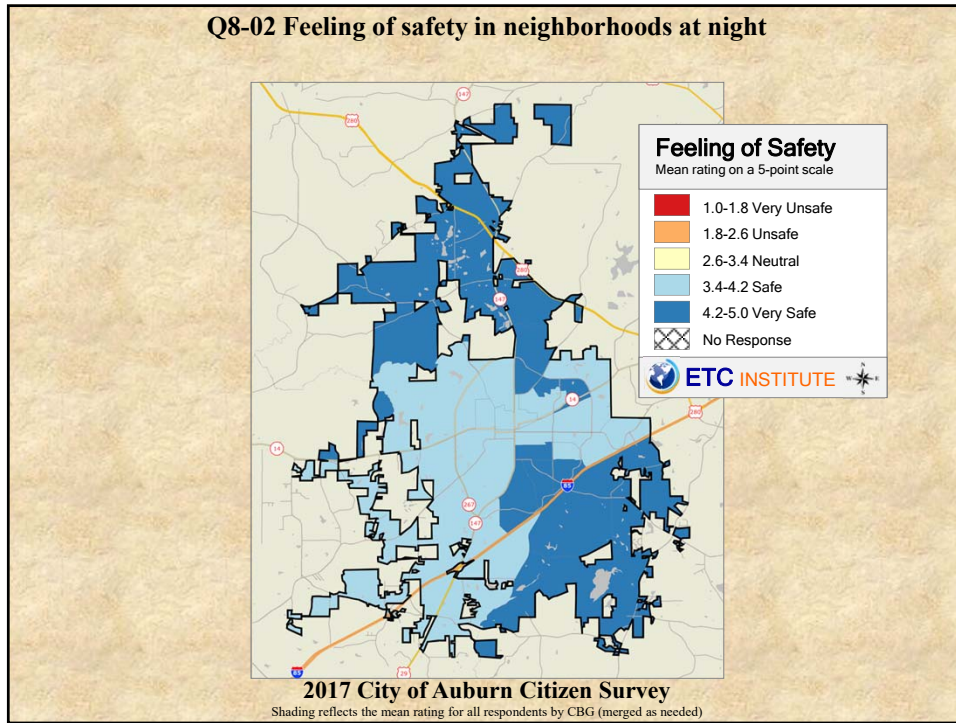


**Q8-01 Feeling of safety in neighborhoods during the day**

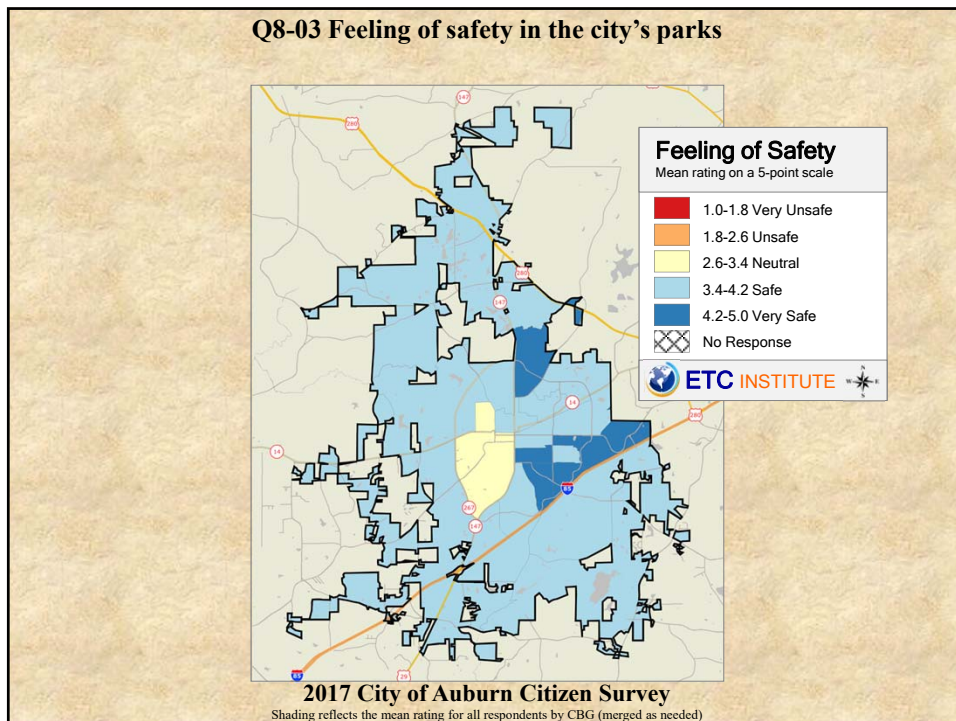




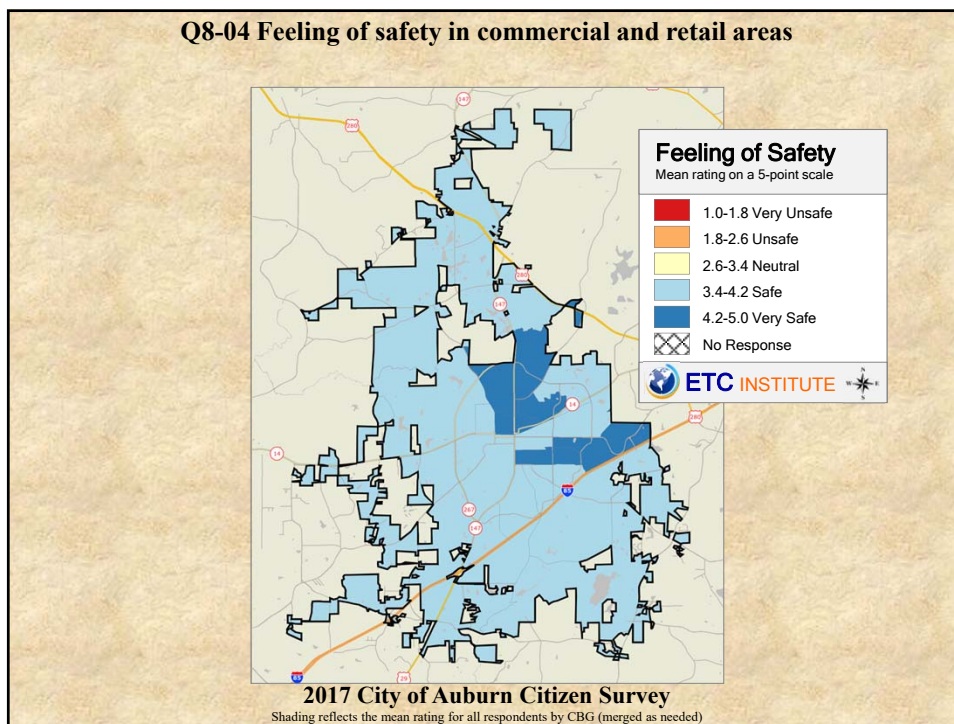
**Q8-02 Feeling of safety in neighborhoods at night**



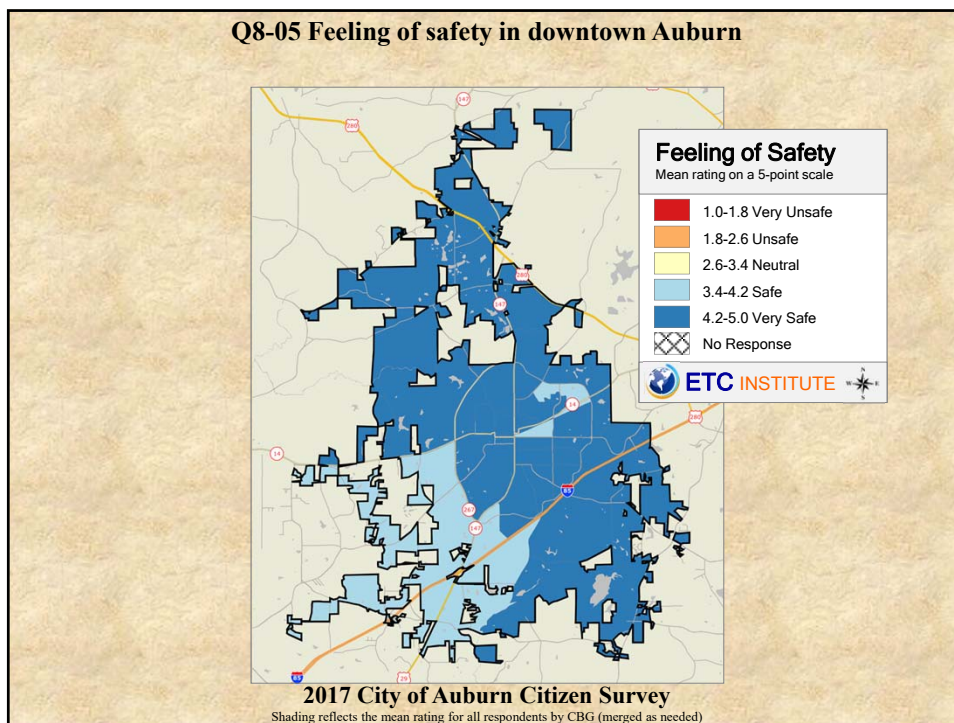
**Q8-03 Feeling of safety in the city's parks**



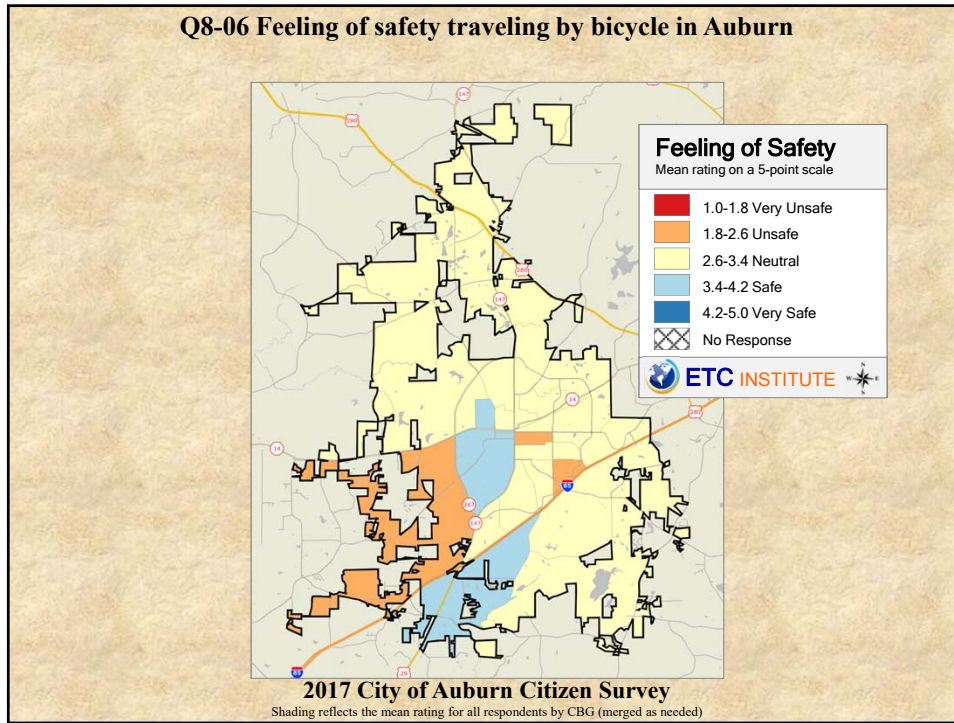
**Q8-04 Feeling of safety in commercial and retail areas**



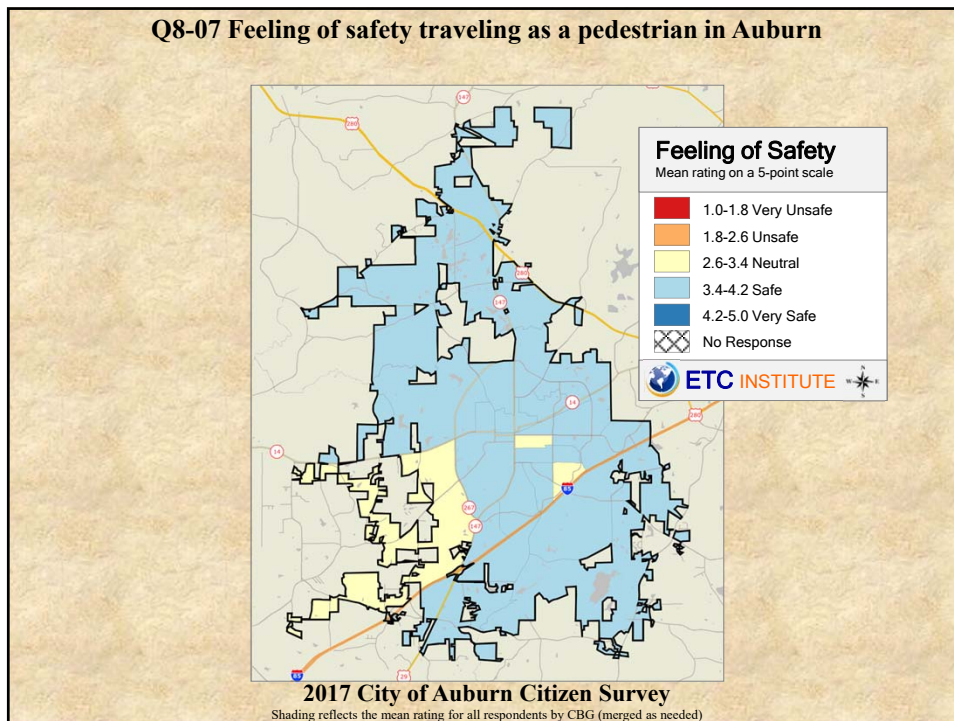
**Q8-05 Feeling of safety in downtown Auburn**

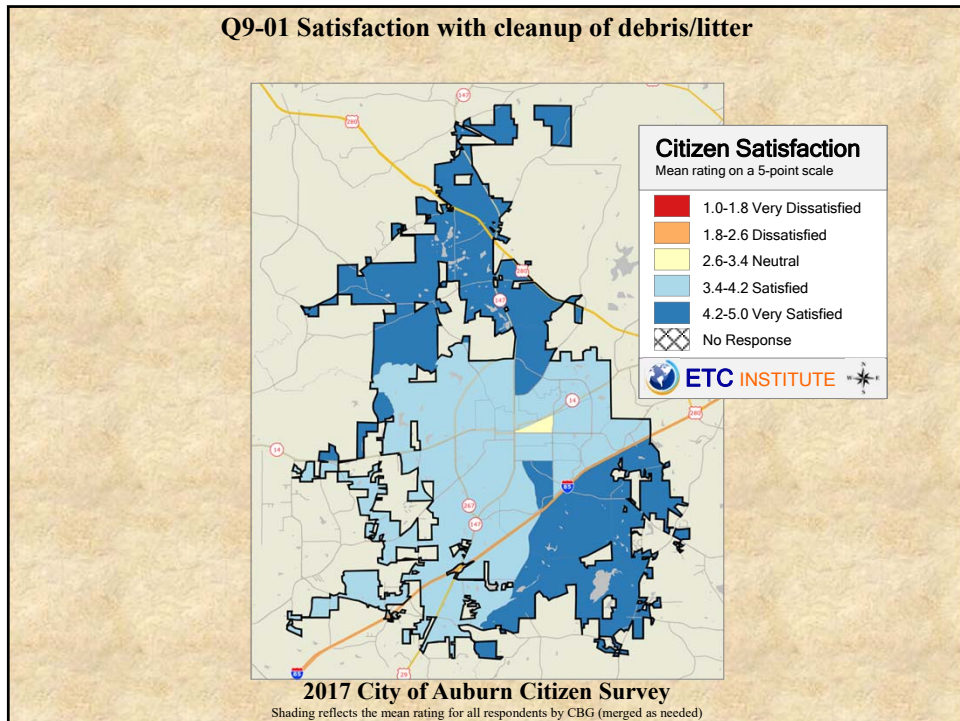
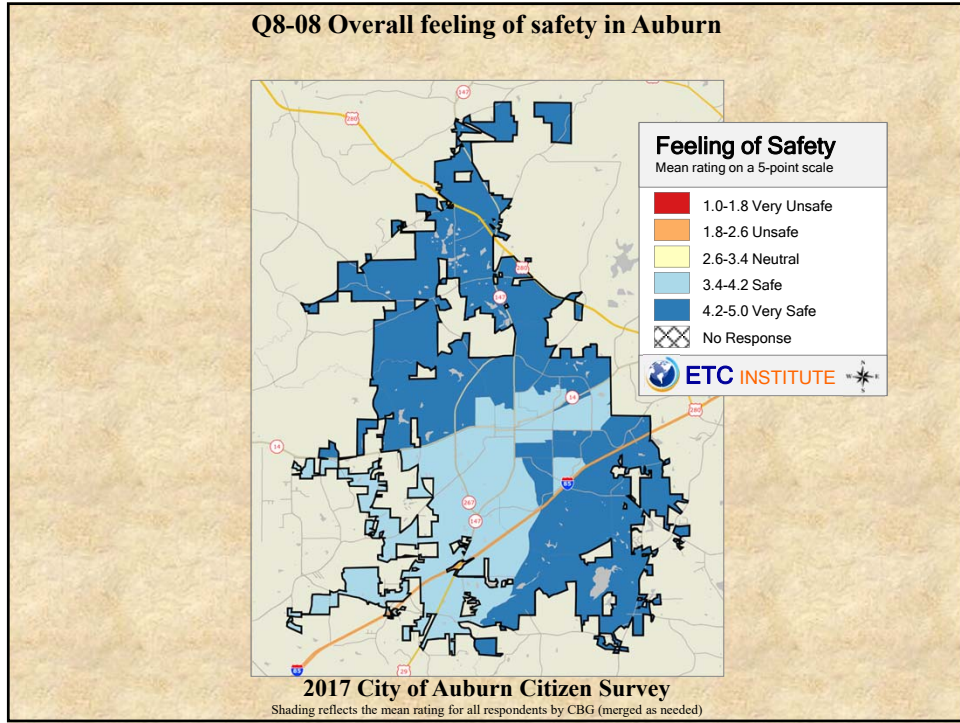


**Q8-06 Feeling of safety traveling by bicycle in Auburn**

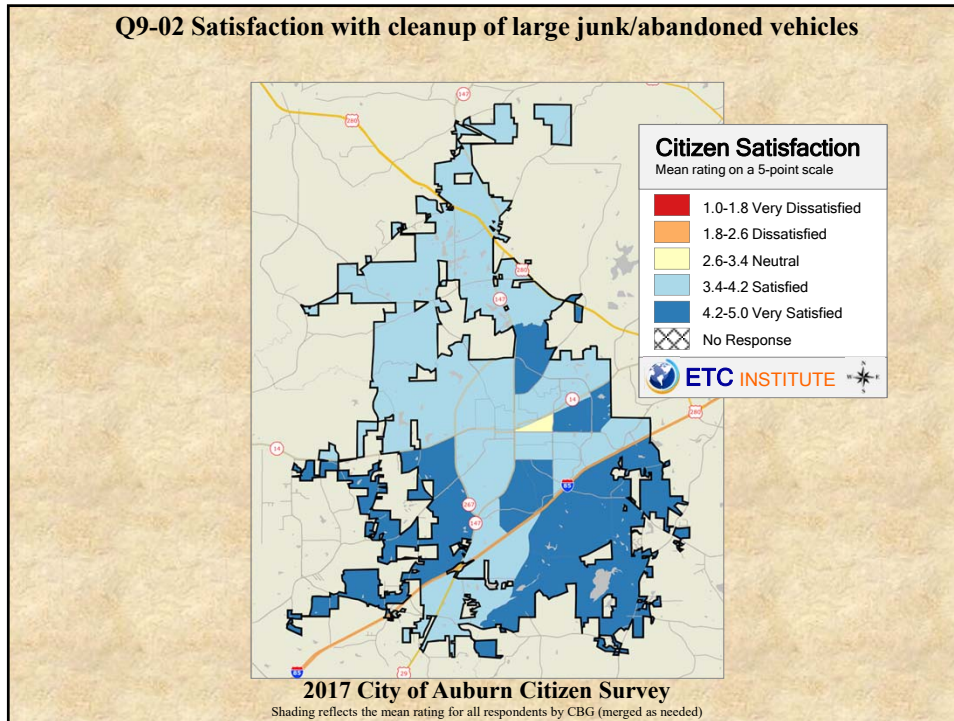


**Q8-07 Feeling of safety traveling as a pedestrian in Auburn**

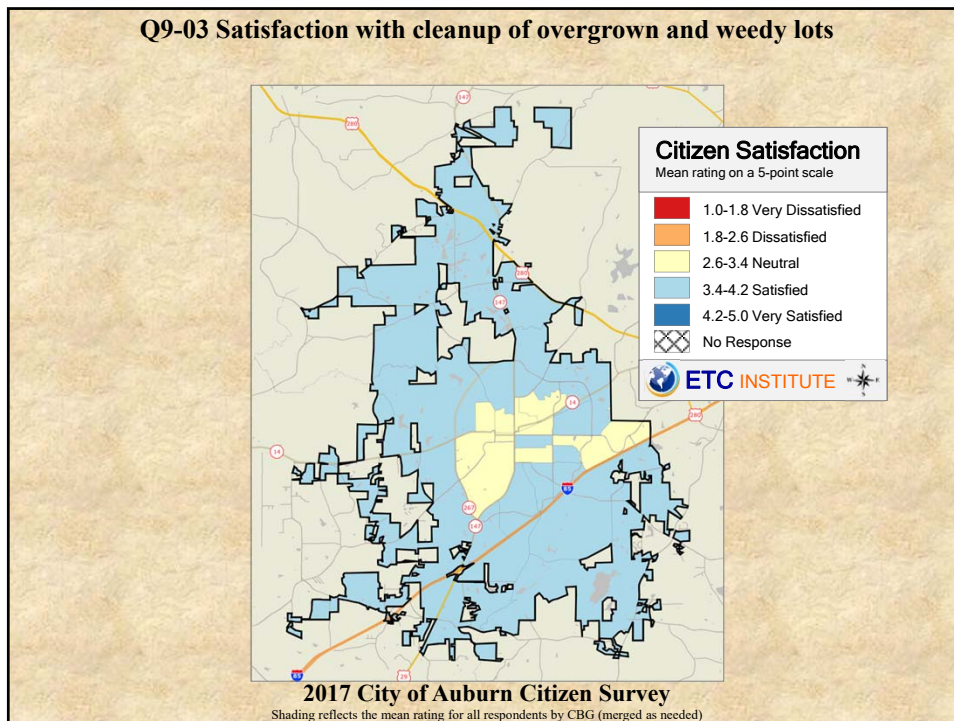




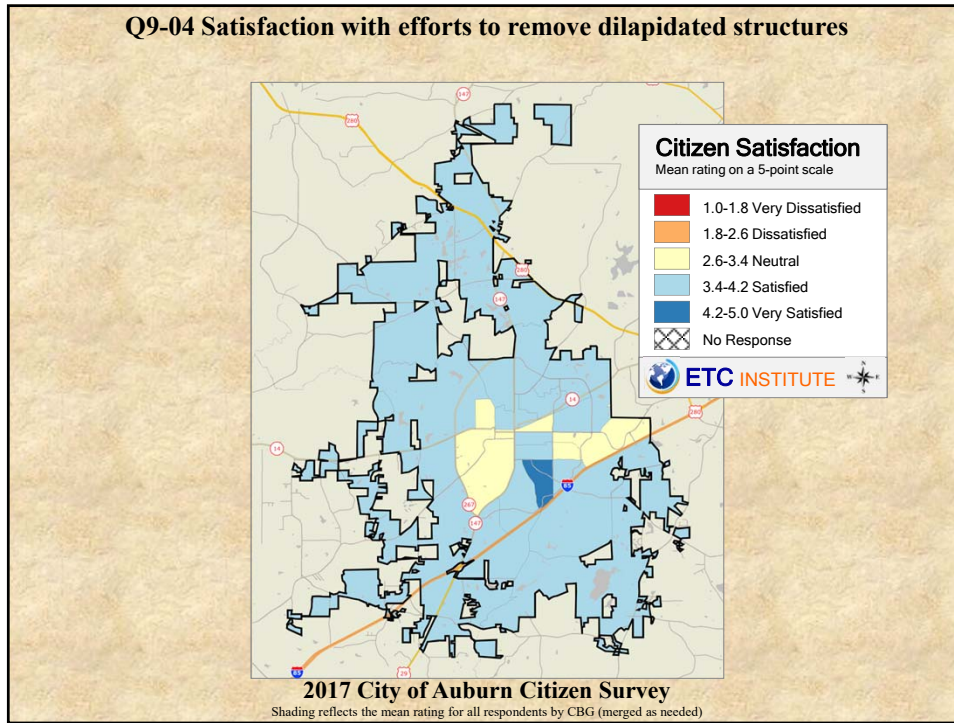
**Q9-02 Satisfaction with cleanup of large junk/abandoned vehicles**



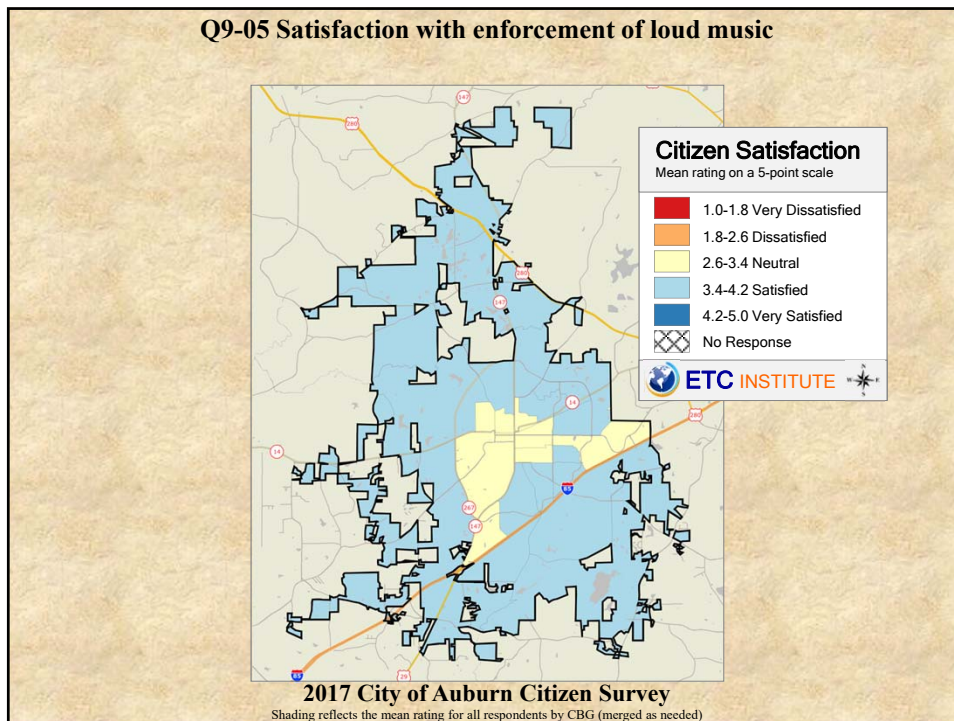
**Q9-03 Satisfaction with cleanup of overgrown and weedy lots**



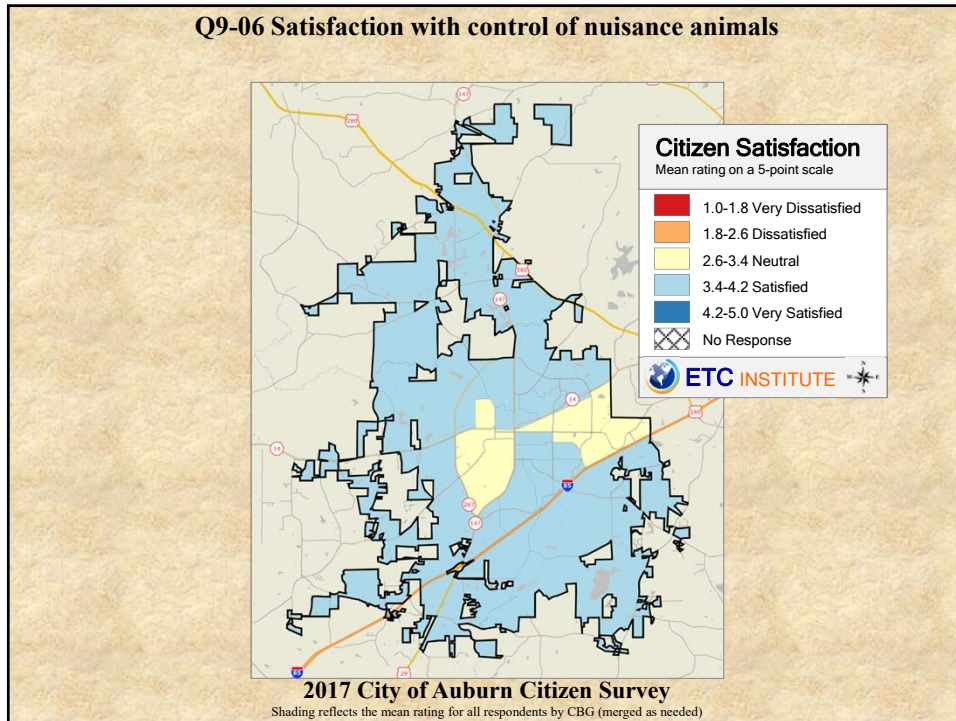
**Q9-04 Satisfaction with efforts to remove dilapidated structures**



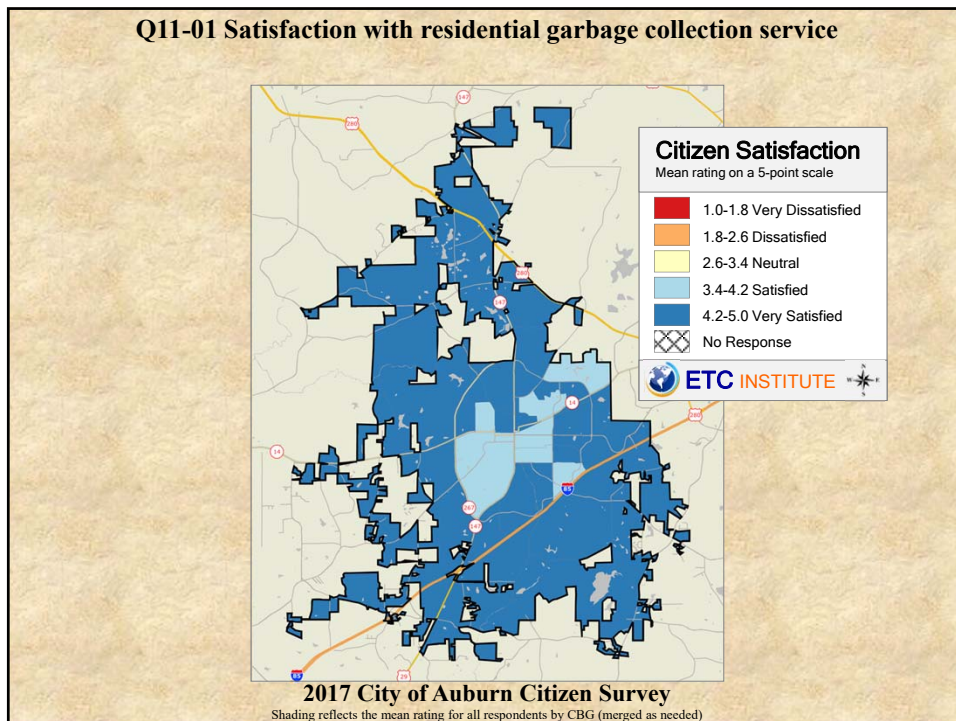
**Q9-05 Satisfaction with enforcement of loud music**

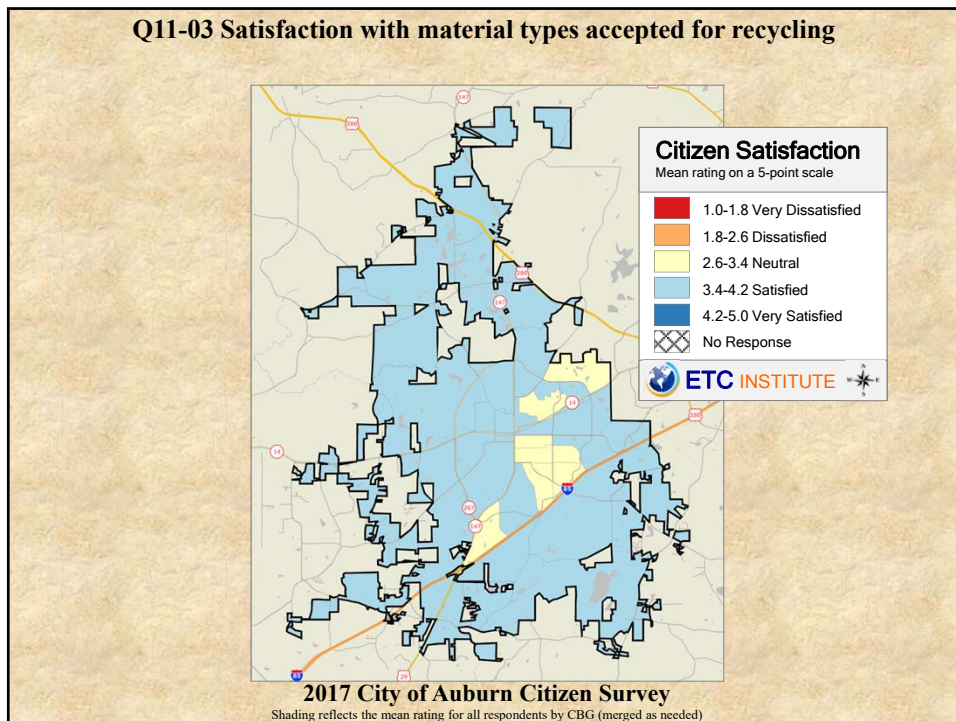
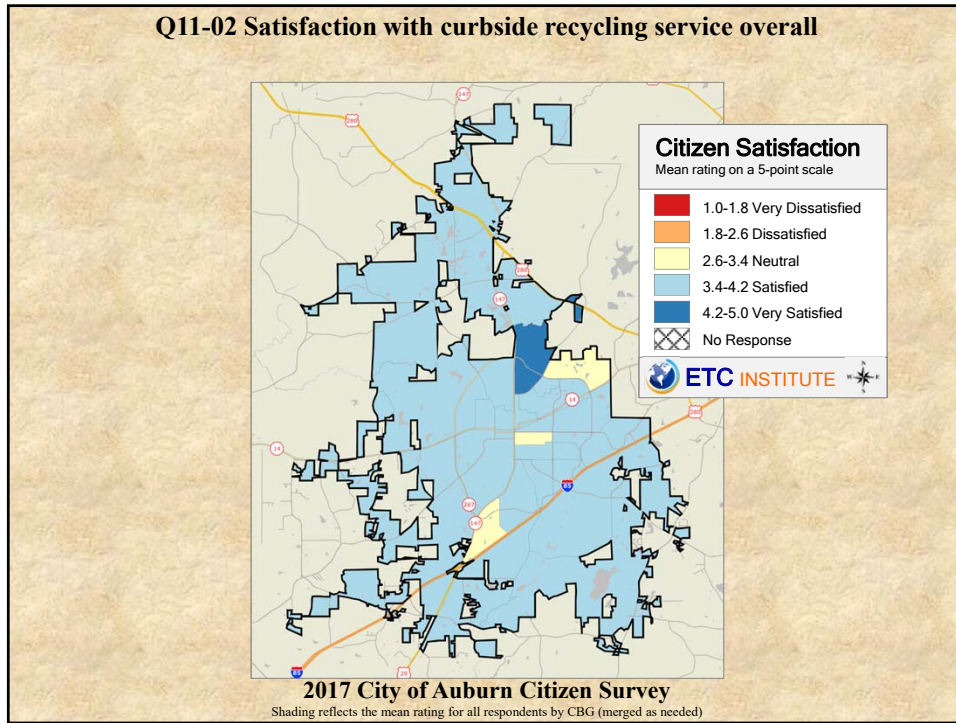


**Q9-06 Satisfaction with control of nuisance animals**

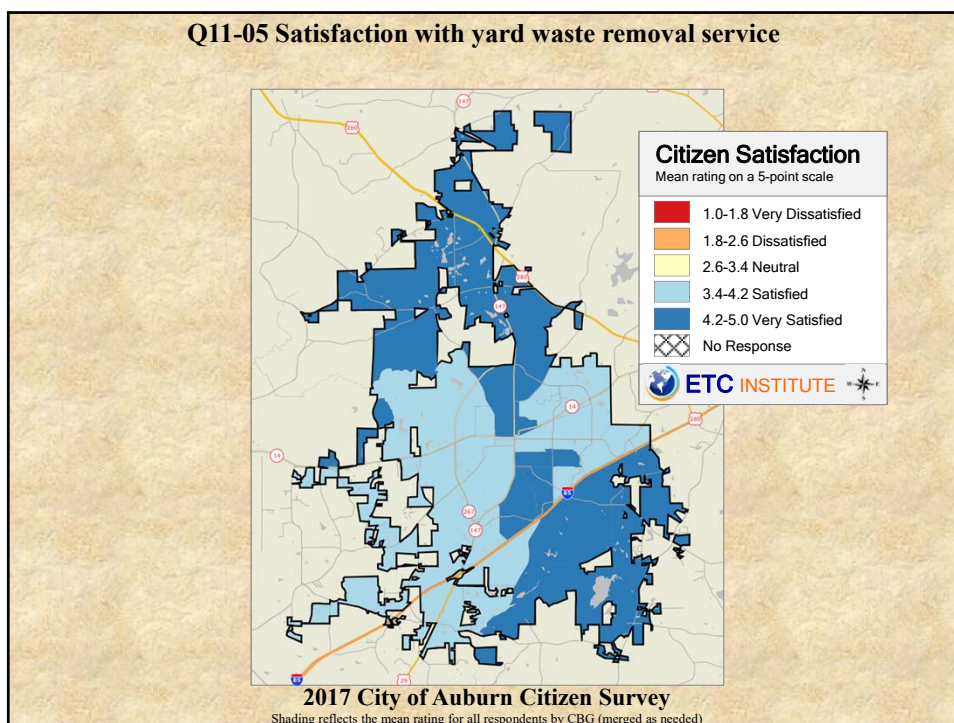
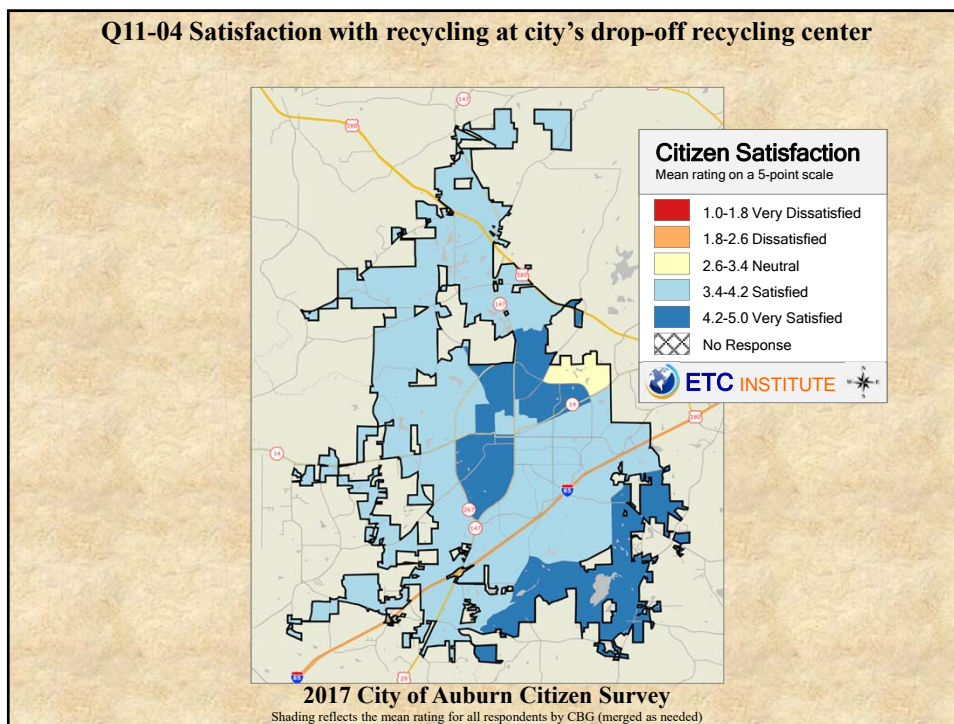


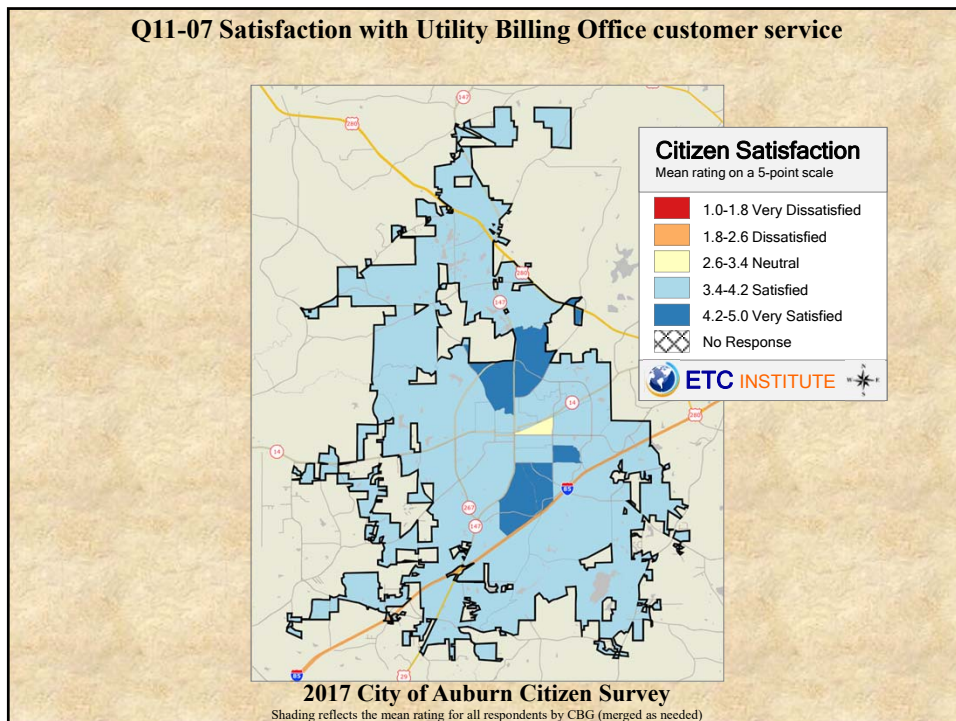
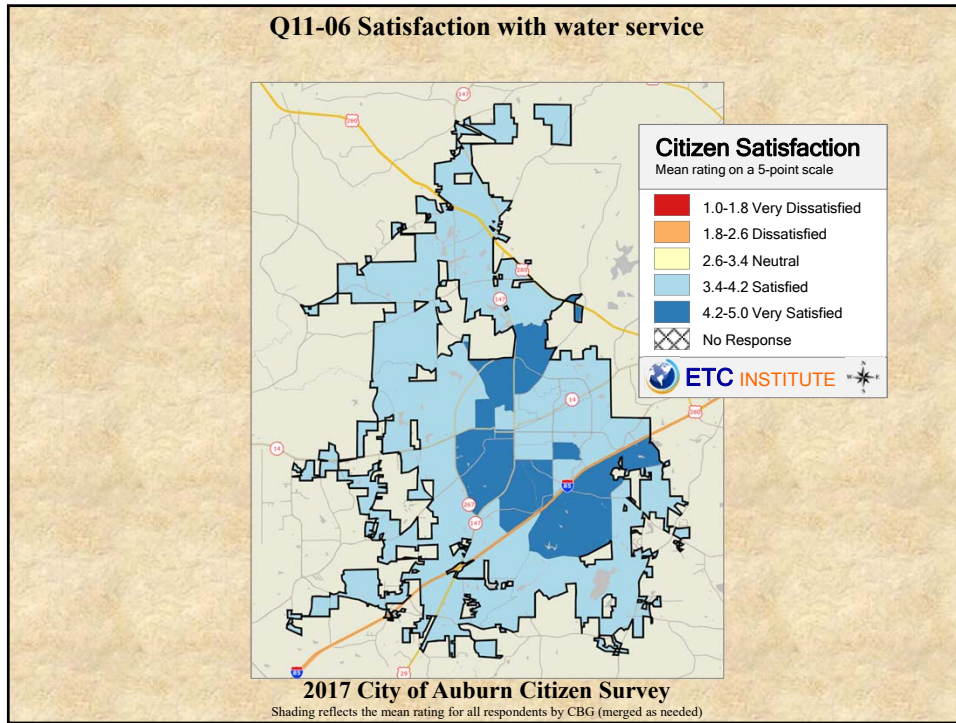
**Q11-01 Satisfaction with residential garbage collection service**



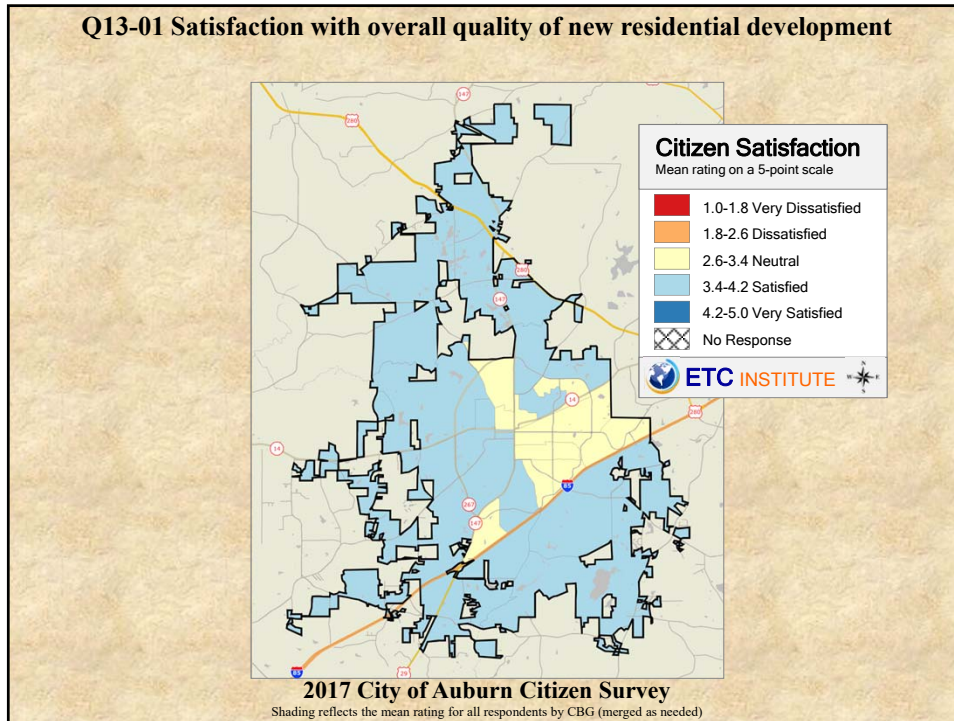




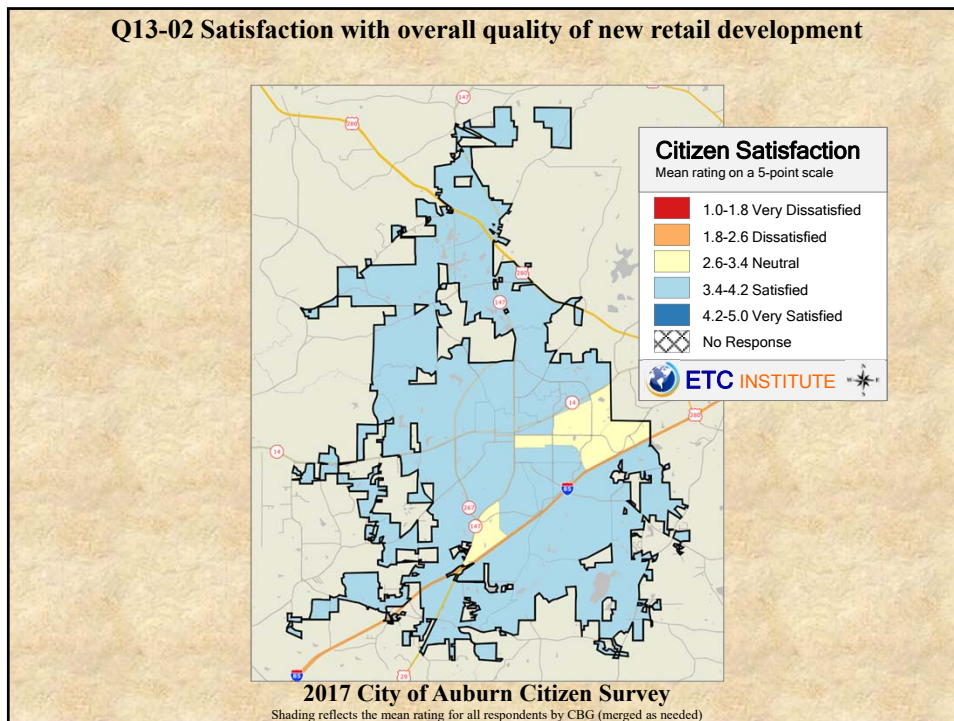




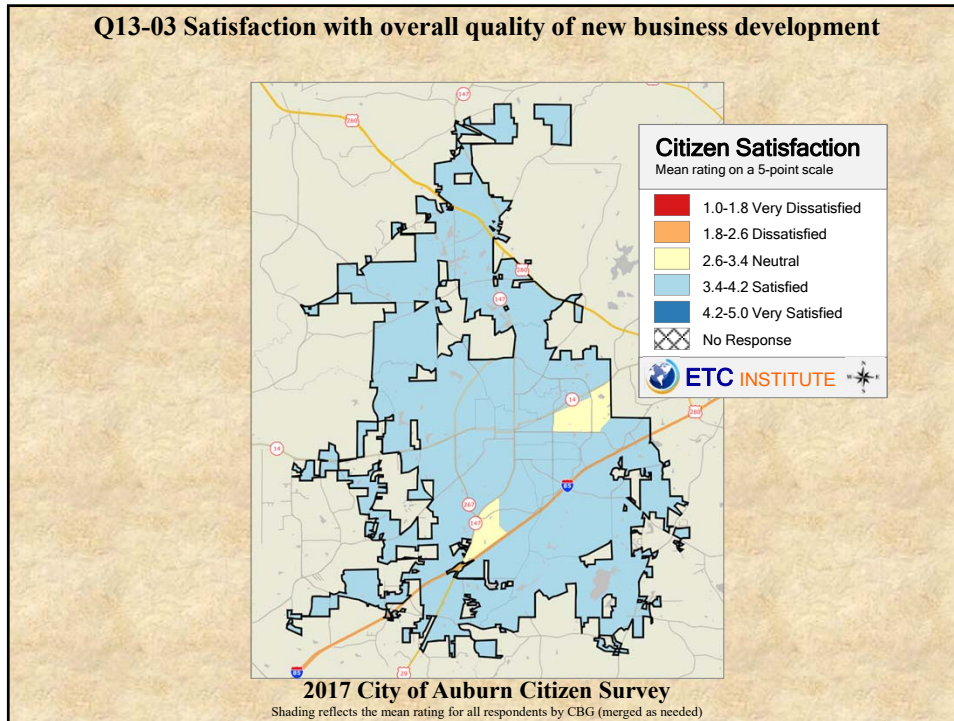
**Q13-01 Satisfaction with overall quality of new residential development**



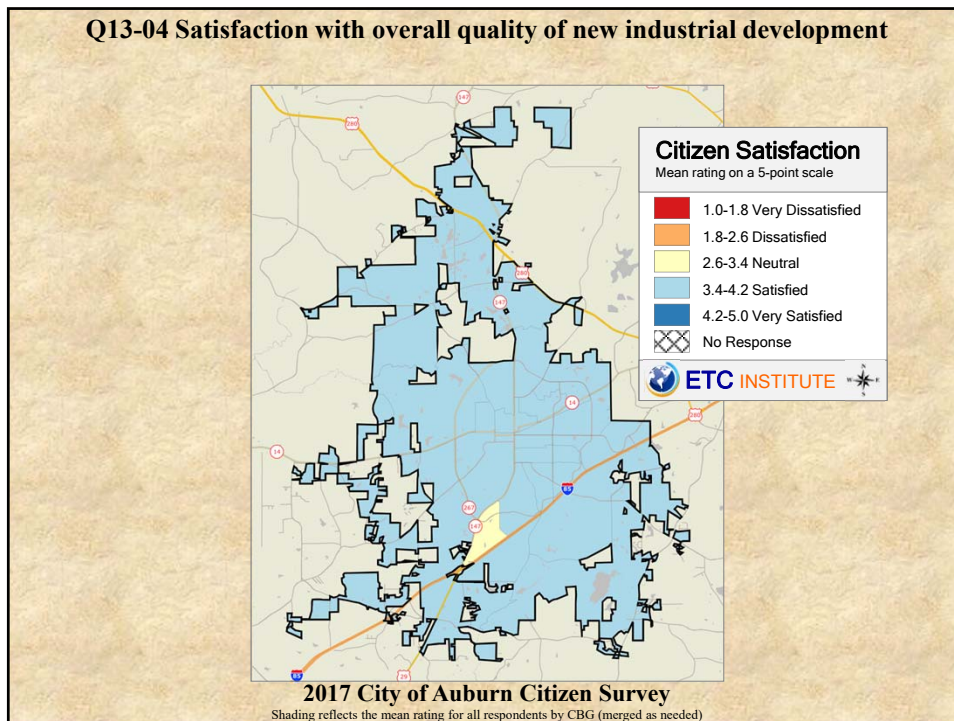
**Q13-02 Satisfaction with overall quality of new retail development**



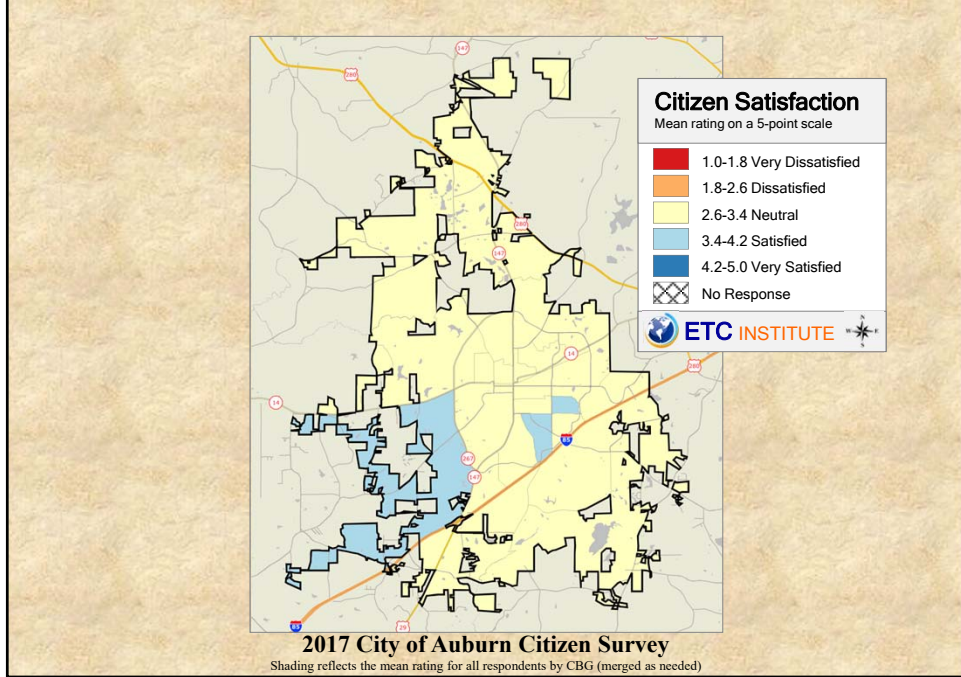
**Q13-03 Satisfaction with overall quality of new business development**



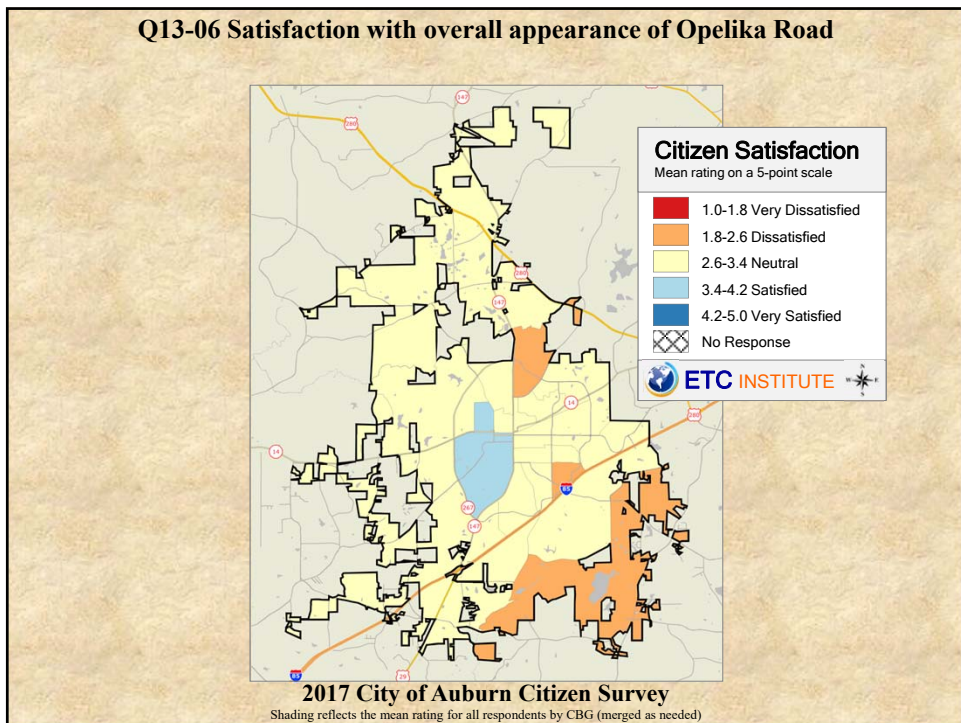
**Q13-04 Satisfaction with overall quality of new industrial development**



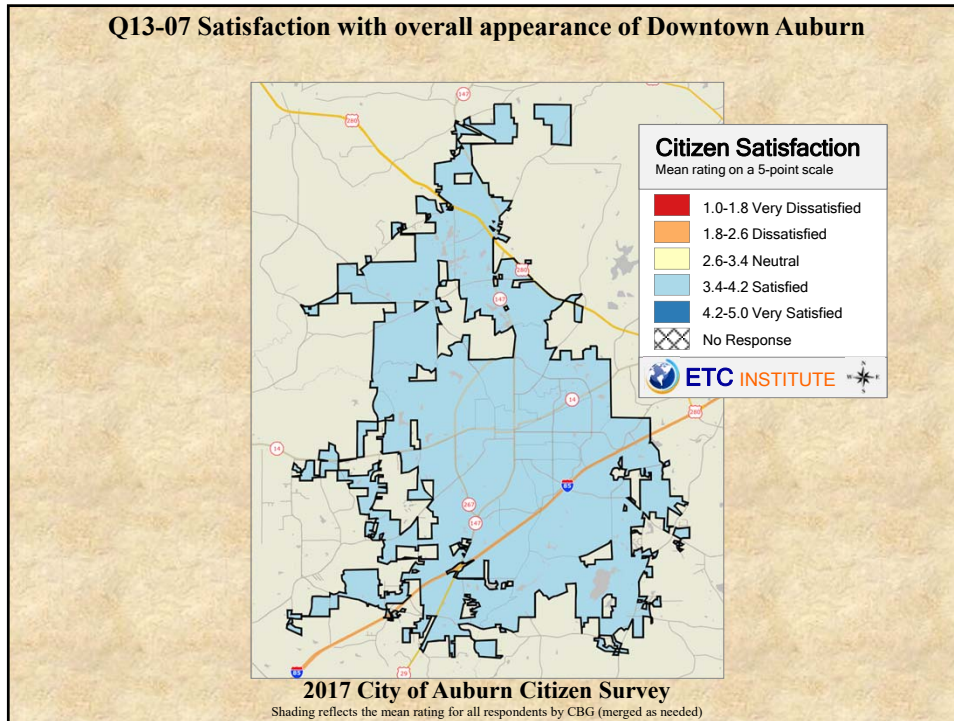
**Q13-05 Satisfaction with redevelopment of abandoned or under-utilized properties**



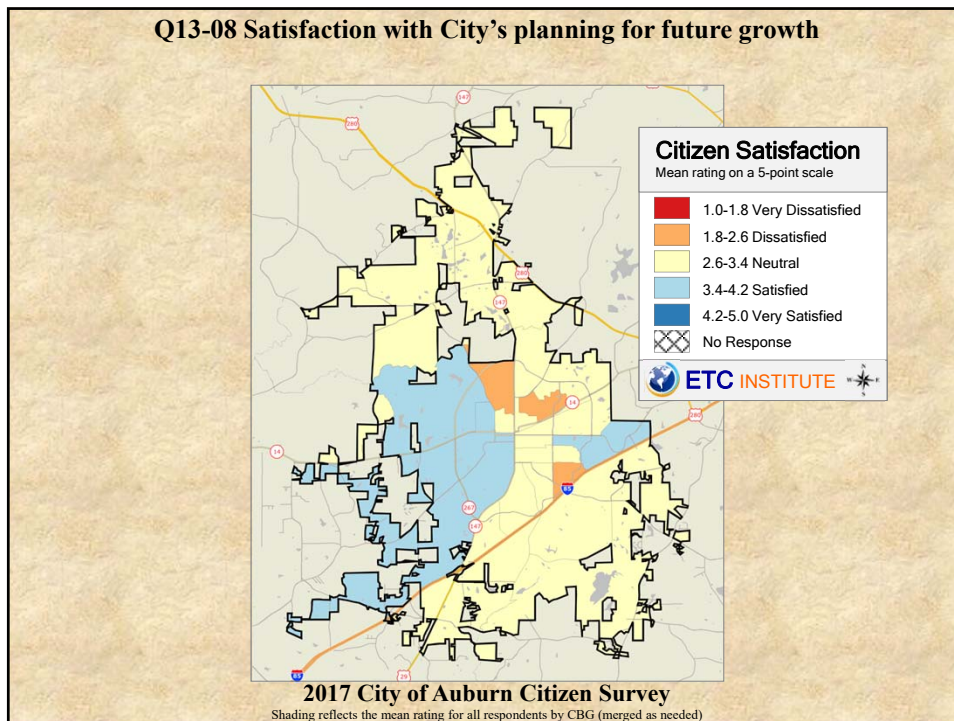
**Q13-06 Satisfaction with overall appearance of Opelika Road**



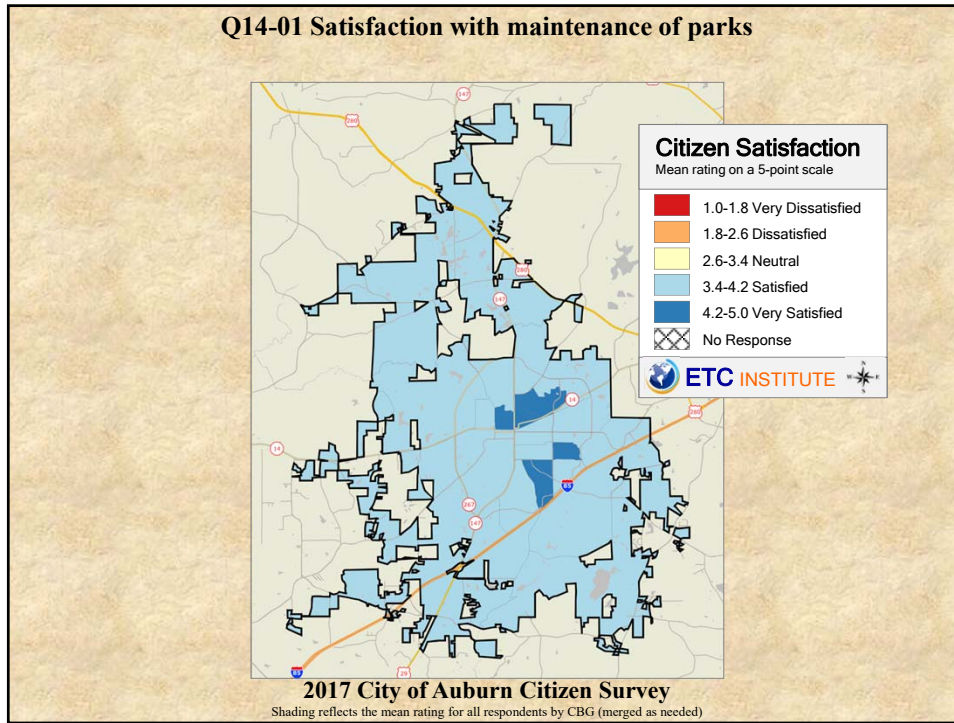
**Q13-07 Satisfaction with overall appearance of Downtown Auburn**



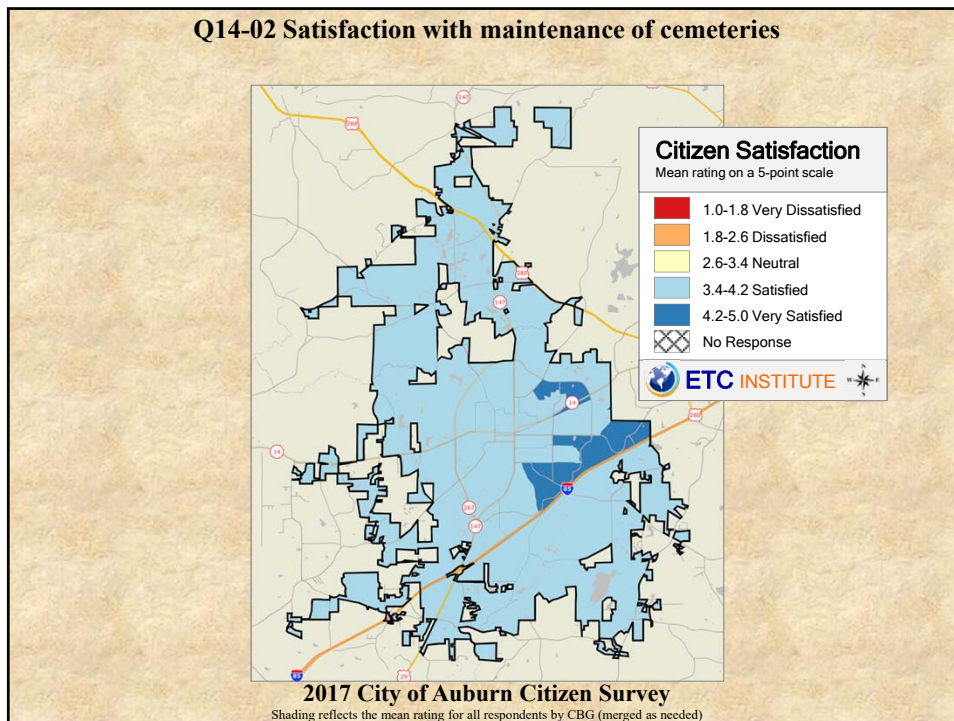
**Q13-08 Satisfaction with City's planning for future growth**



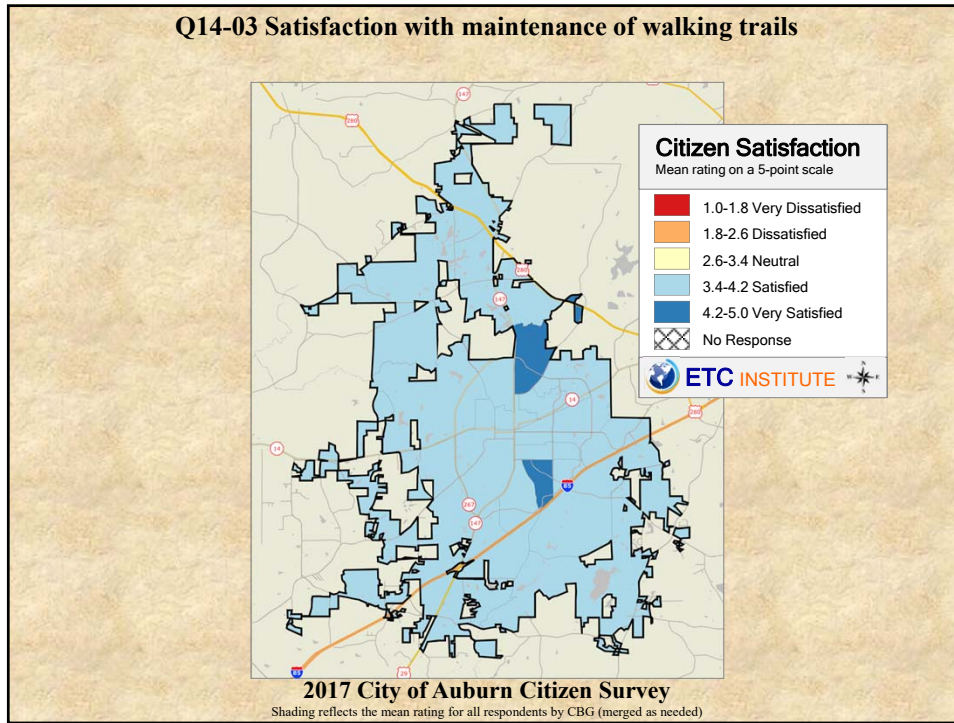
**Q14-01 Satisfaction with maintenance of parks**



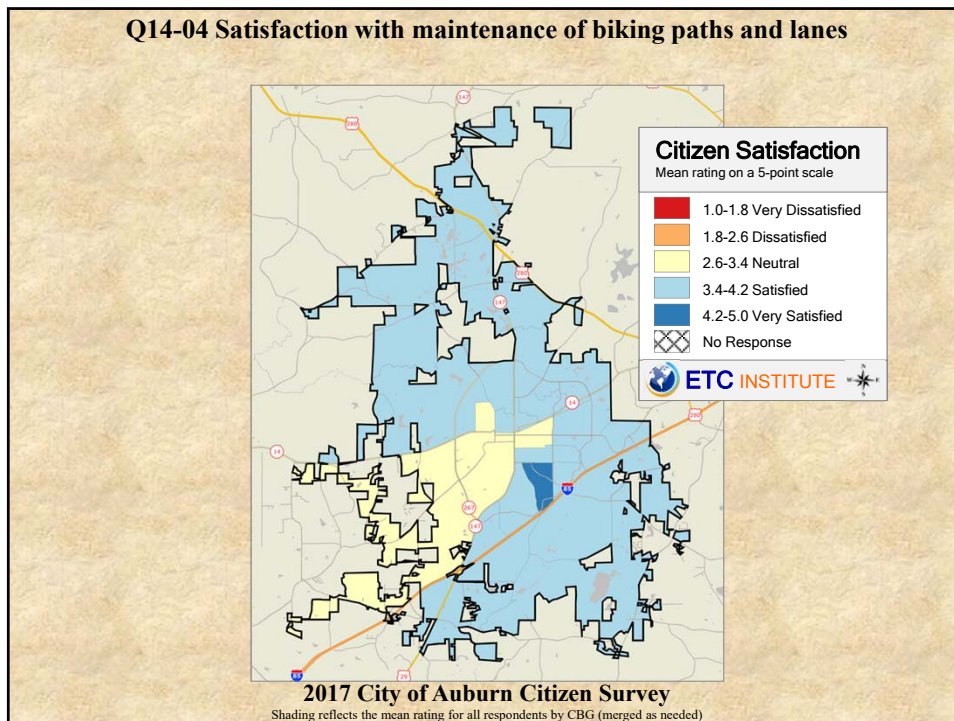
**Q14-02 Satisfaction with maintenance of cemeteries**



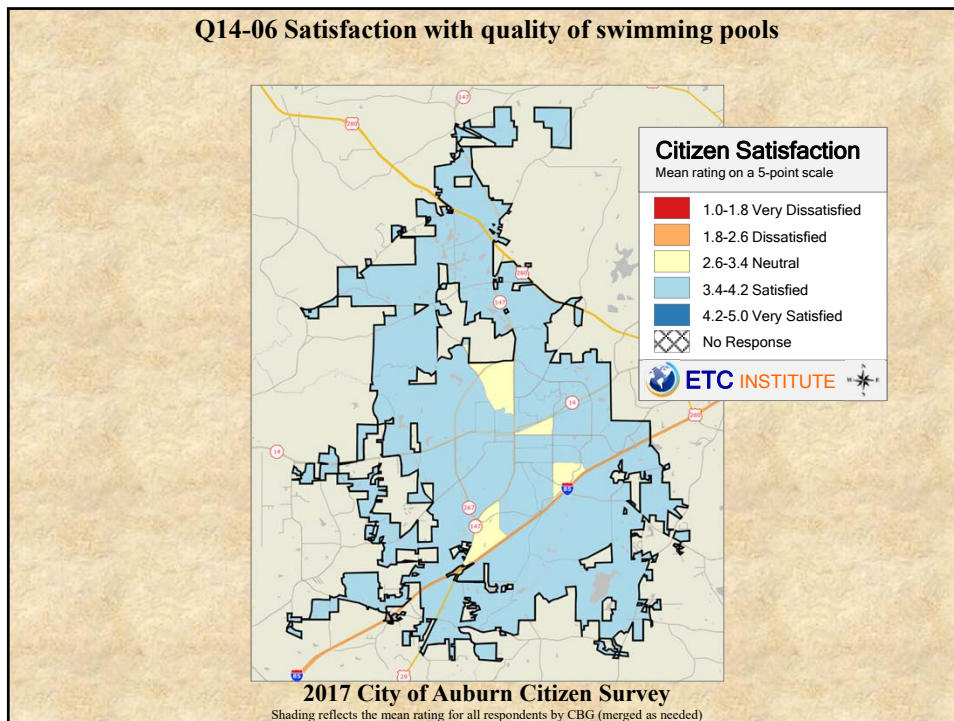
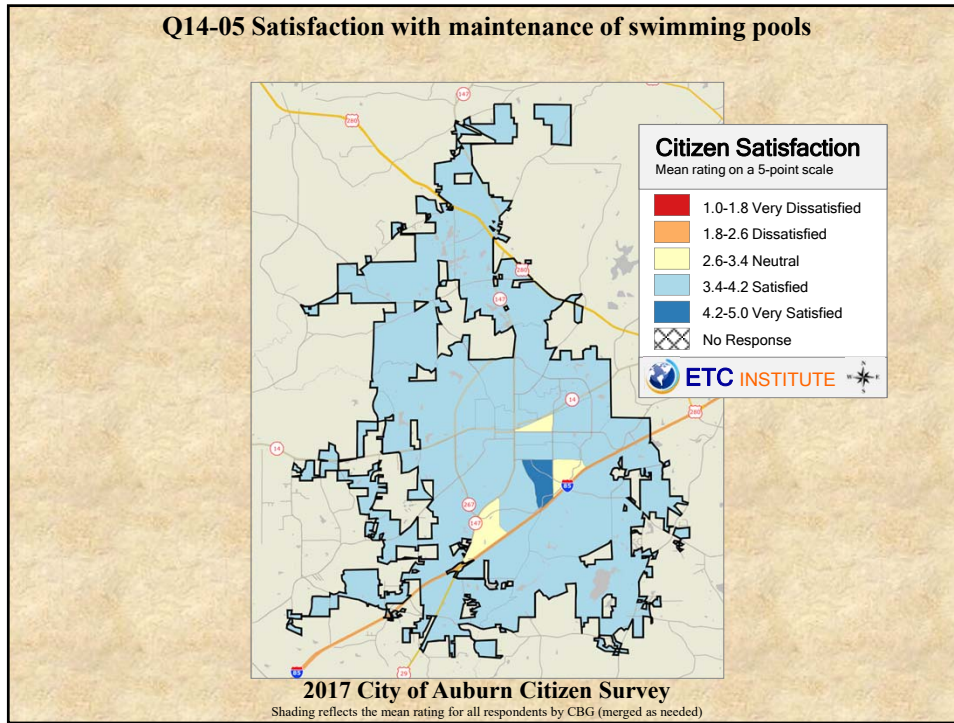
**Q14-03 Satisfaction with maintenance of walking trails**



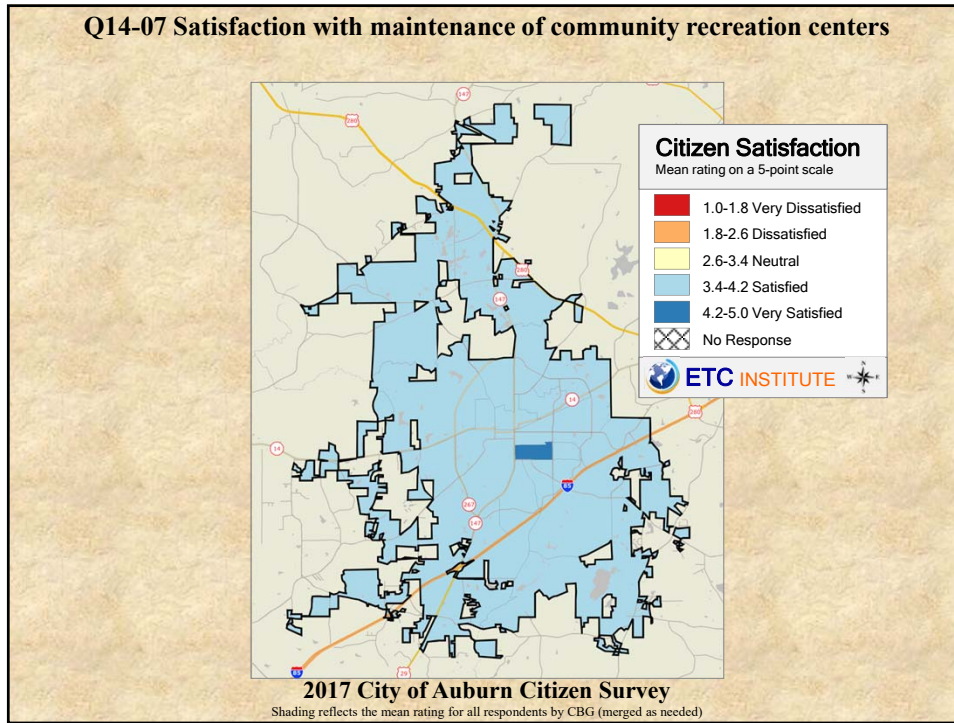
**Q14-04 Satisfaction with maintenance of biking paths and lanes**



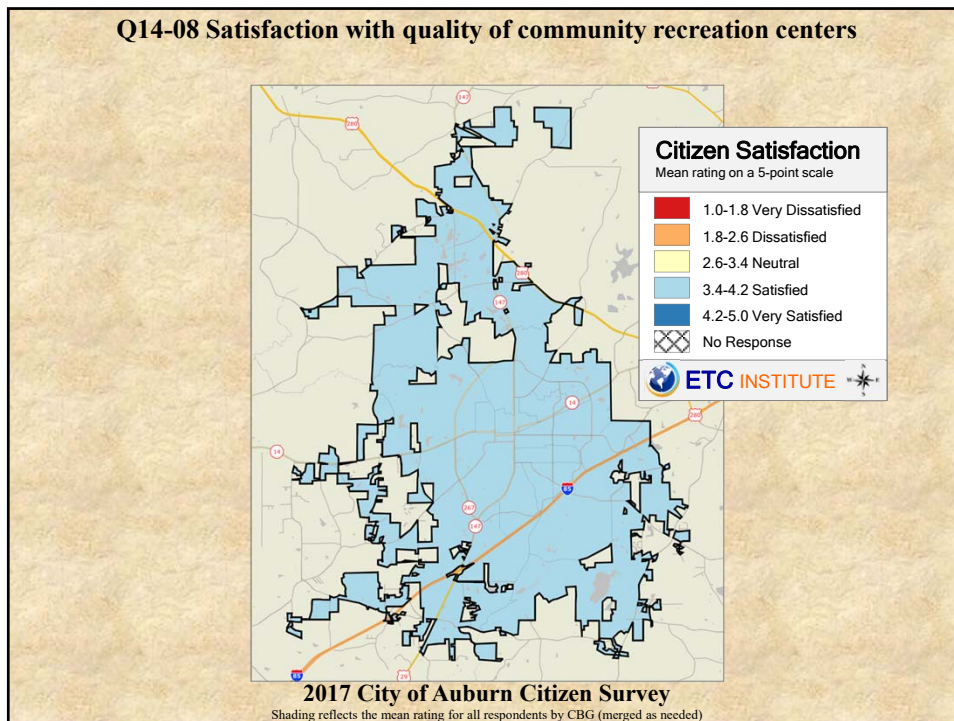




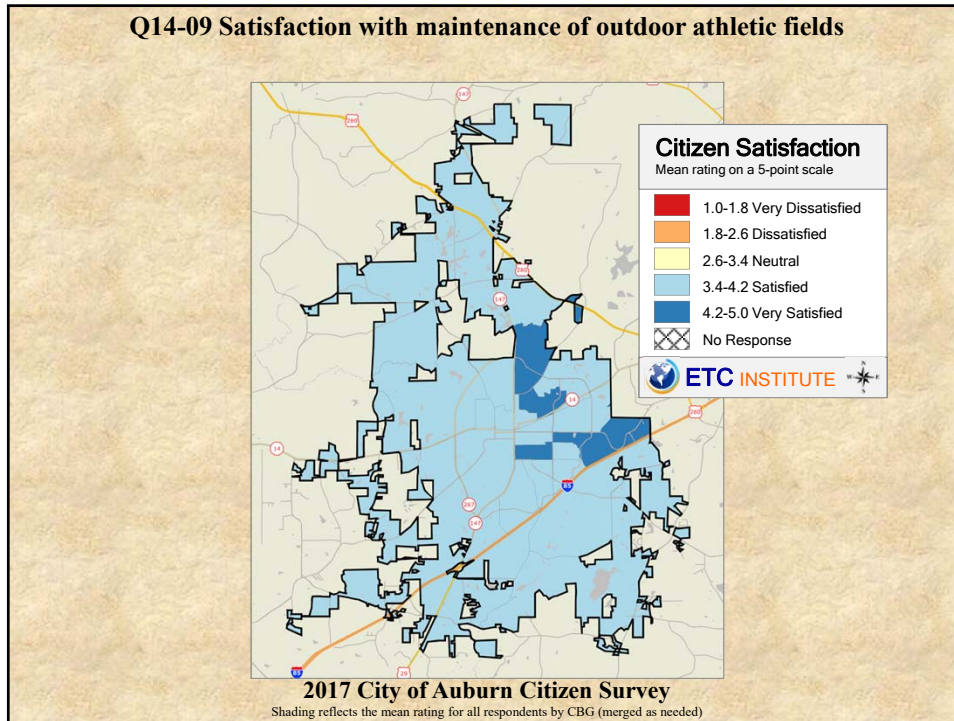
**Q14-07 Satisfaction with maintenance of community recreation centers**



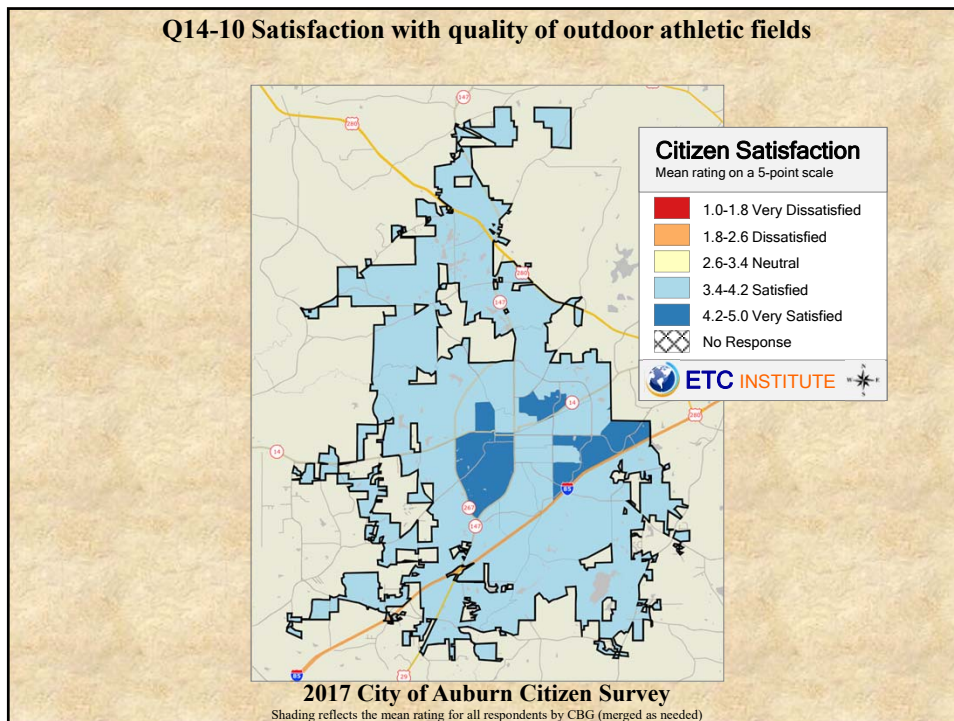
**Q14-08 Satisfaction with quality of community recreation centers**



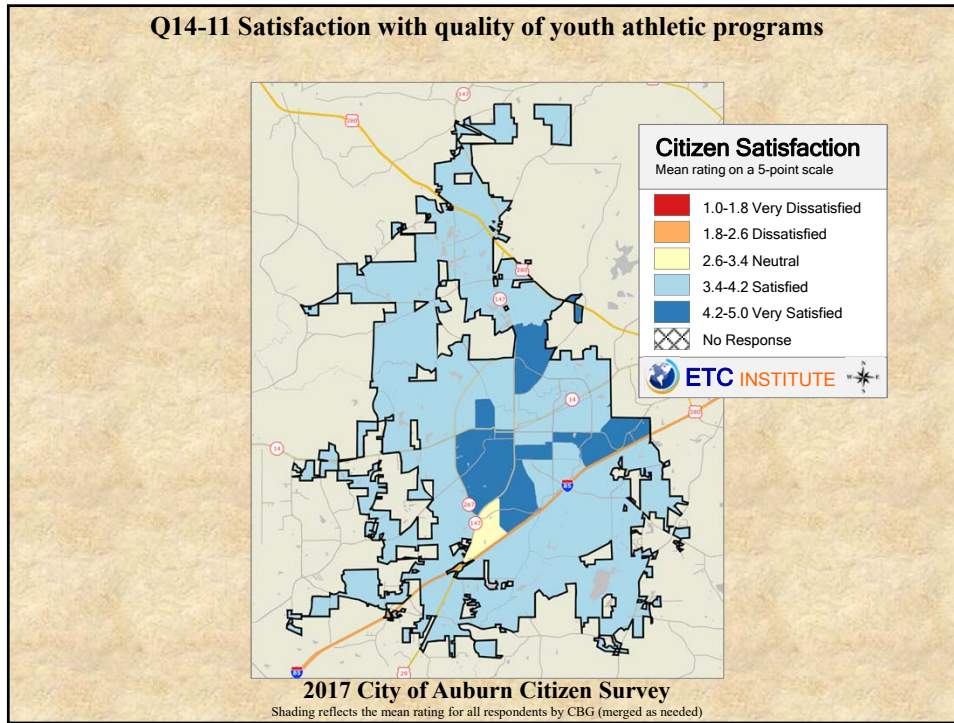
**Q14-09 Satisfaction with maintenance of outdoor athletic fields**



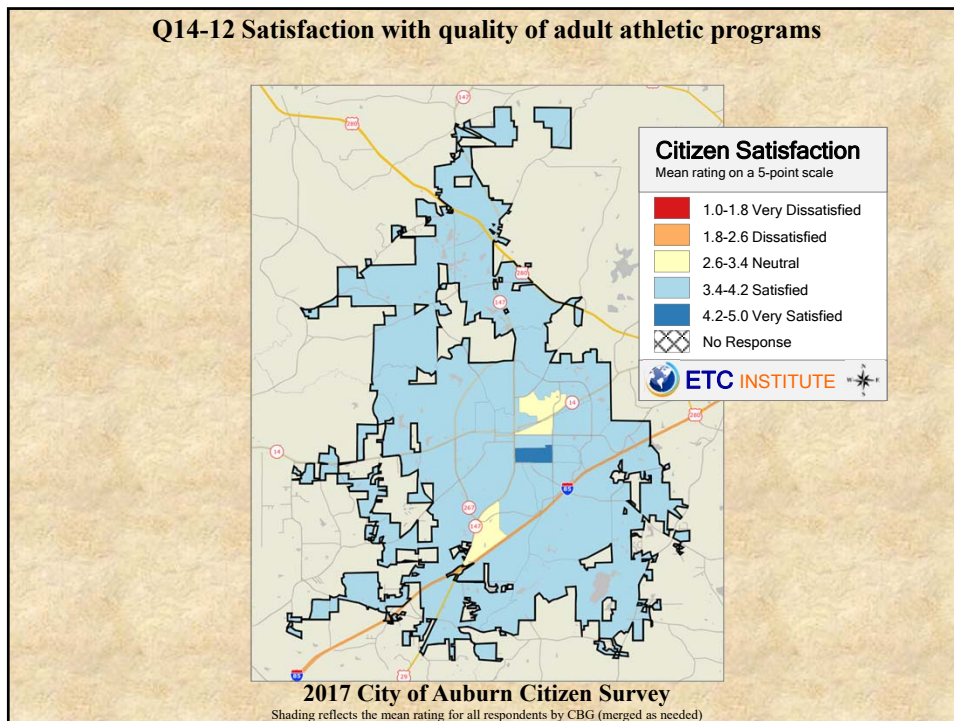
**Q14-10 Satisfaction with quality of outdoor athletic fields**



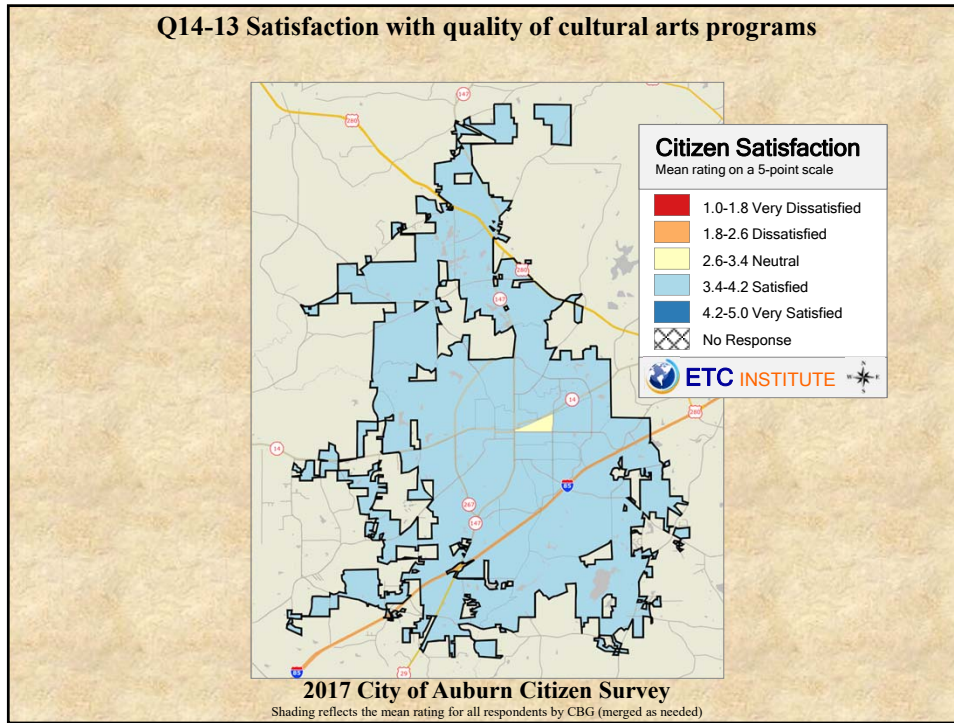
**Q14-11 Satisfaction with quality of youth athletic programs**



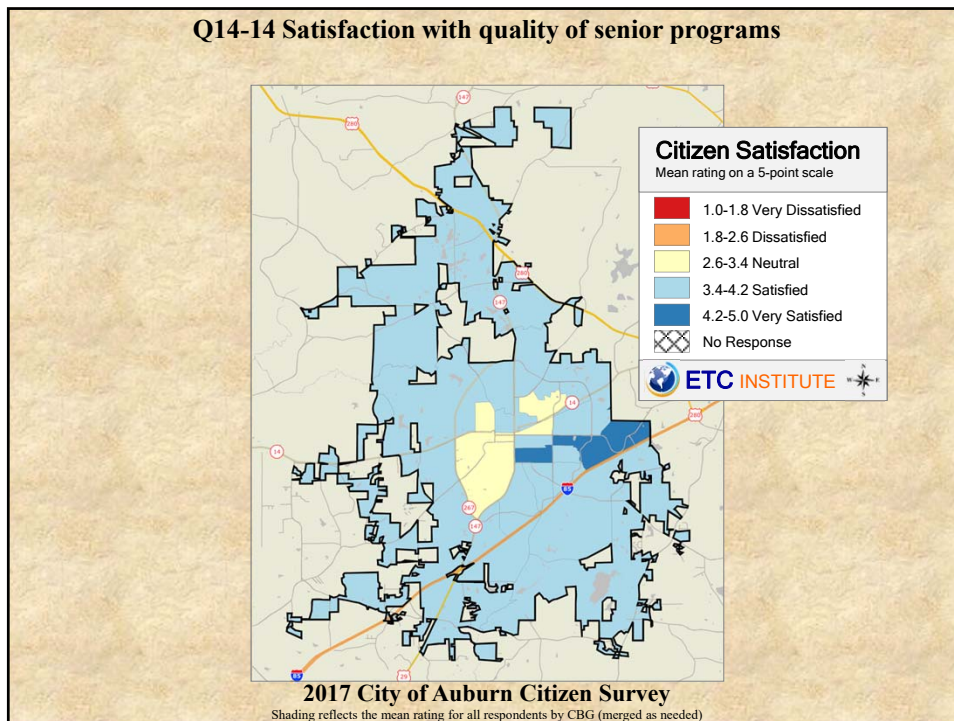
**Q14-12 Satisfaction with quality of adult athletic programs**



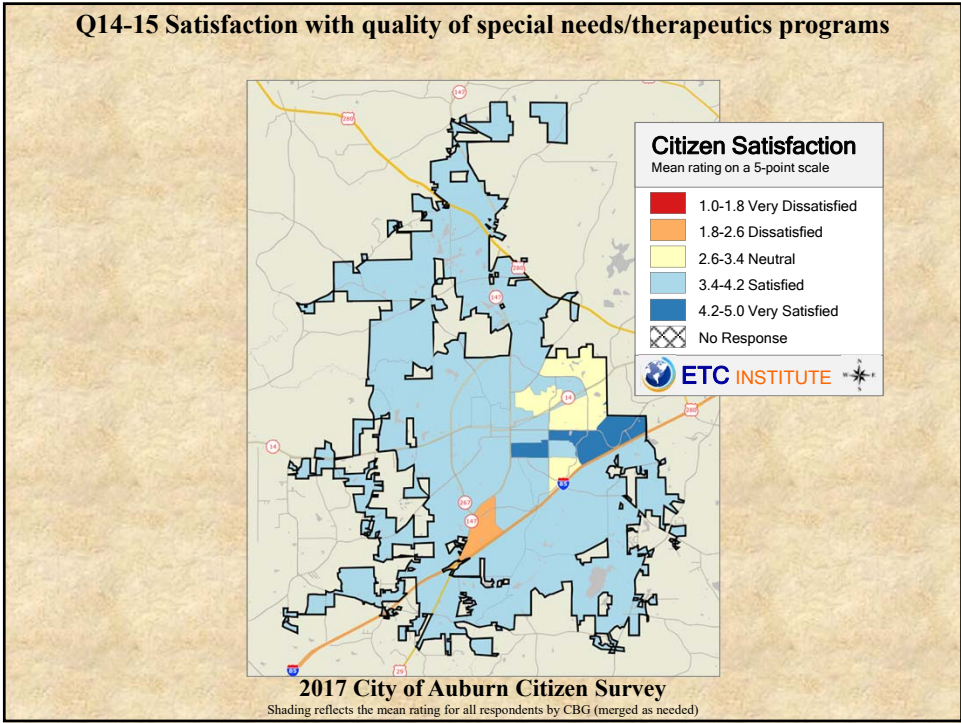
**Q14-13 Satisfaction with quality of cultural arts programs**



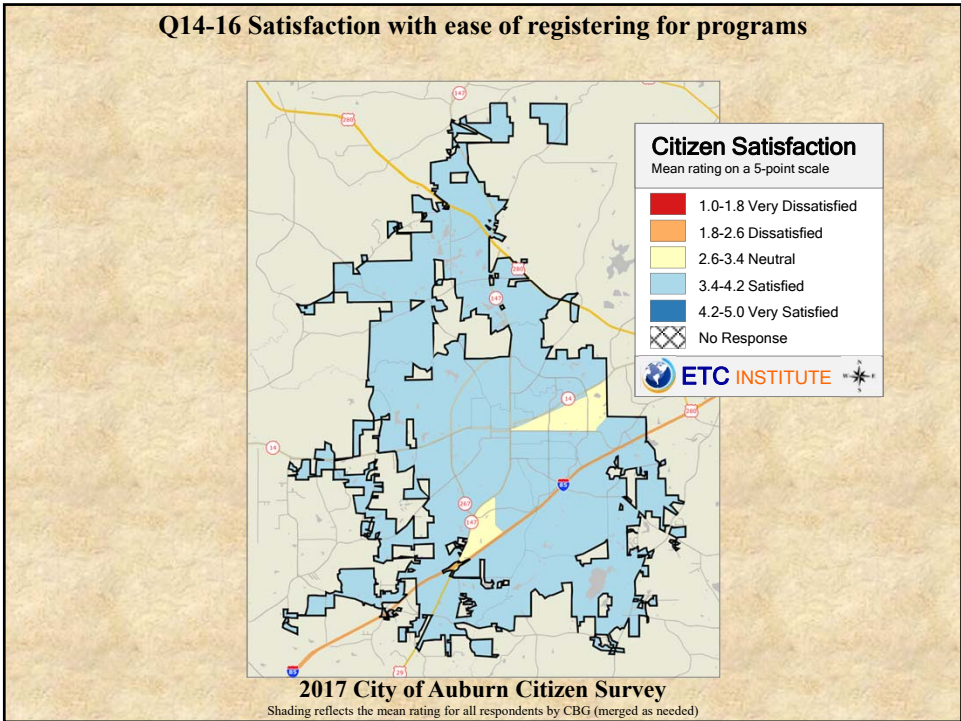
**Q14-14 Satisfaction with quality of senior programs**



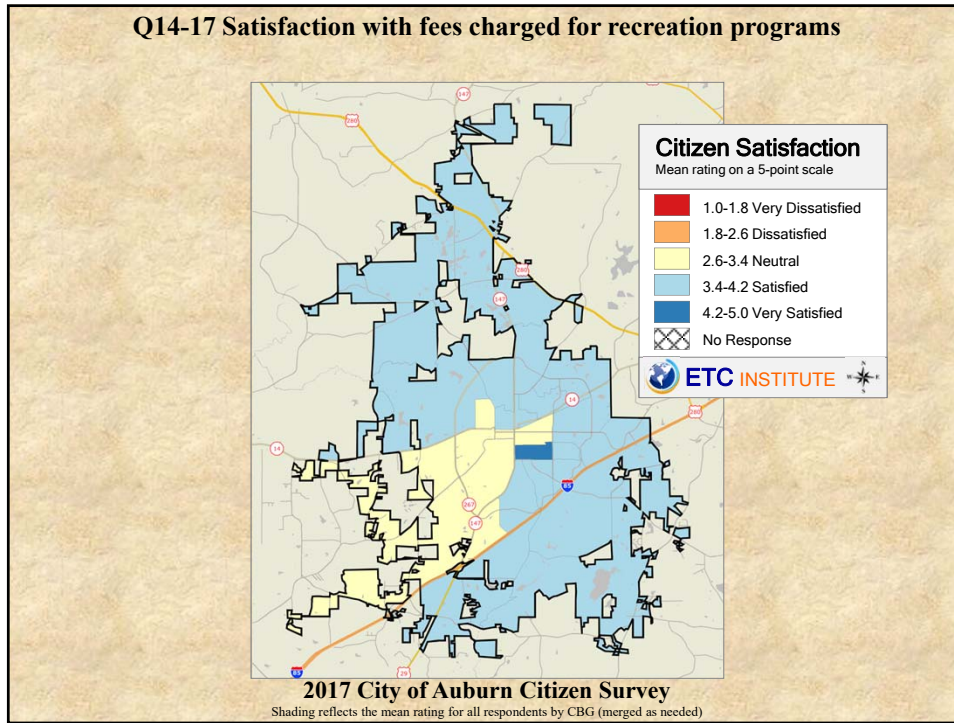
**Q14-15 Satisfaction with quality of special needs/therapeutics programs**



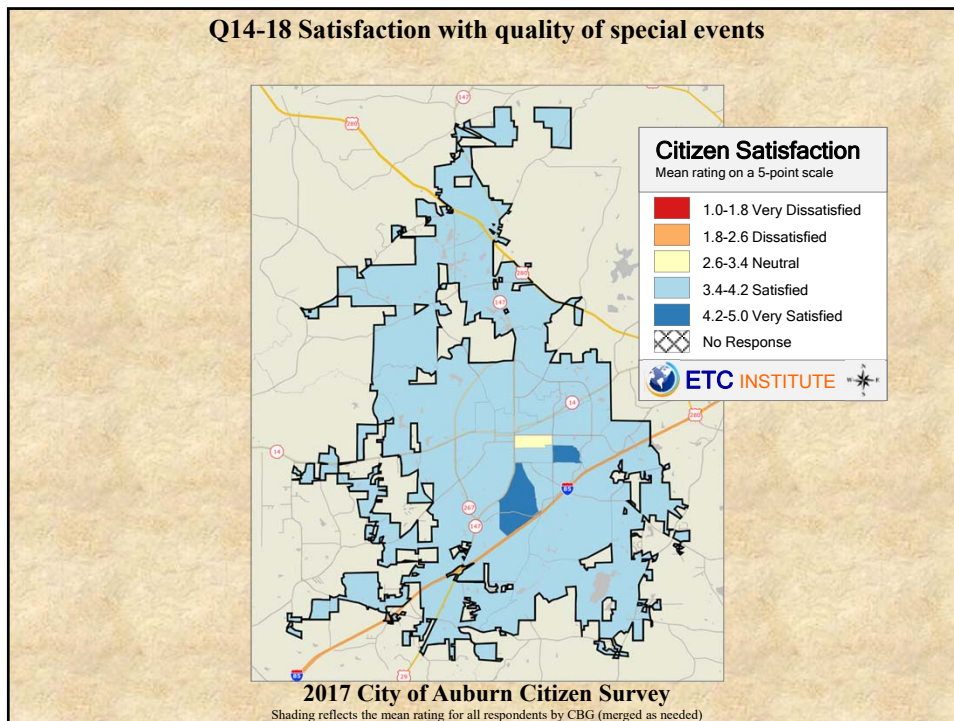
**Q14-16 Satisfaction with ease of registering for programs**

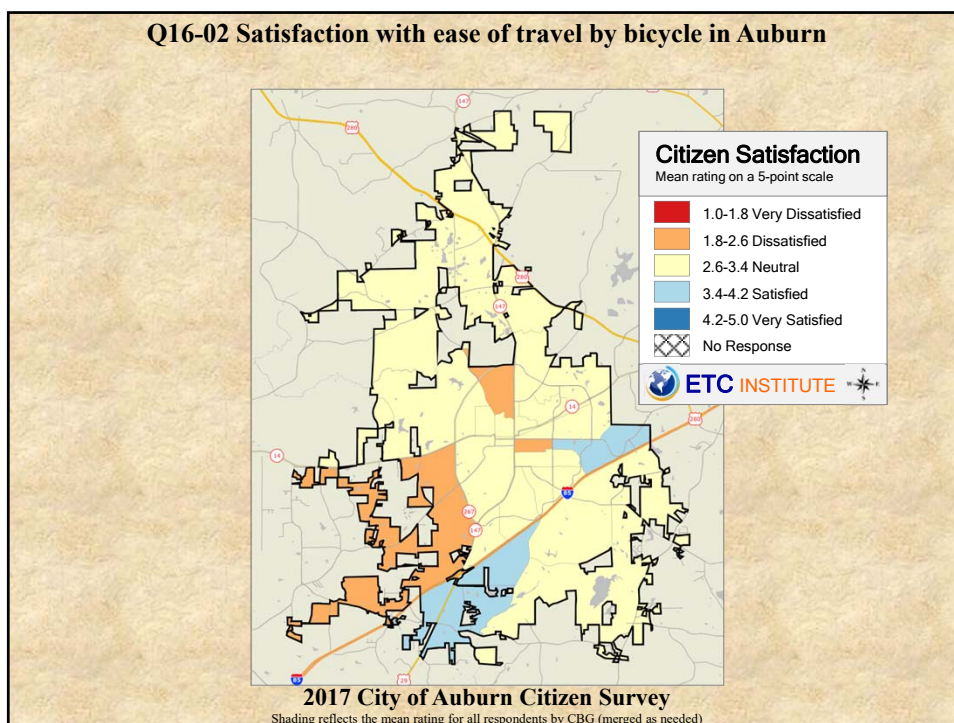
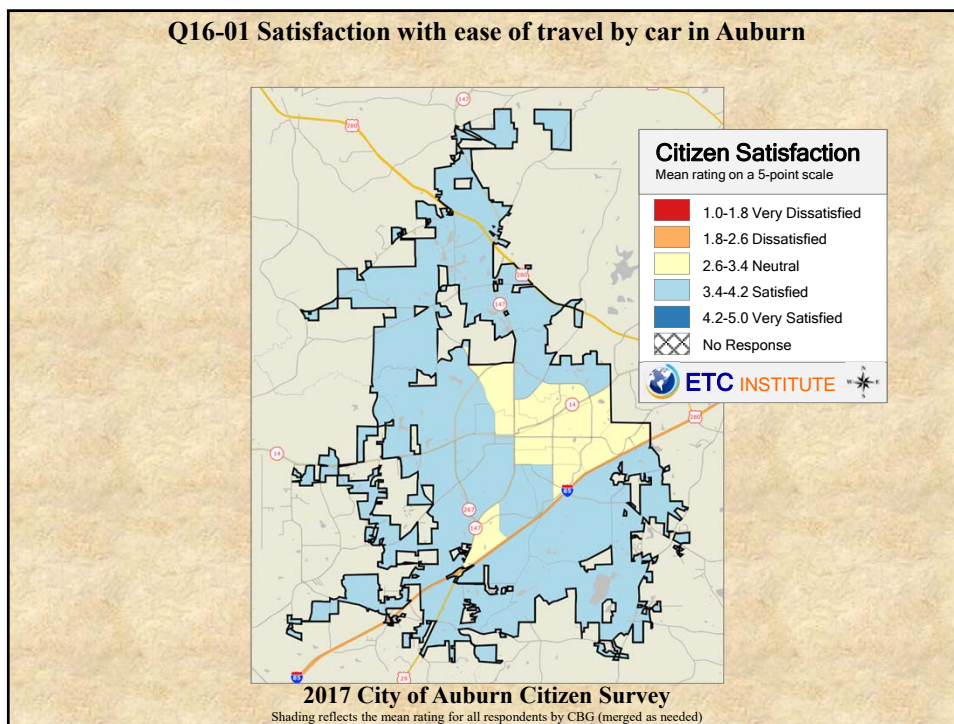


**Q14-17 Satisfaction with fees charged for recreation programs**



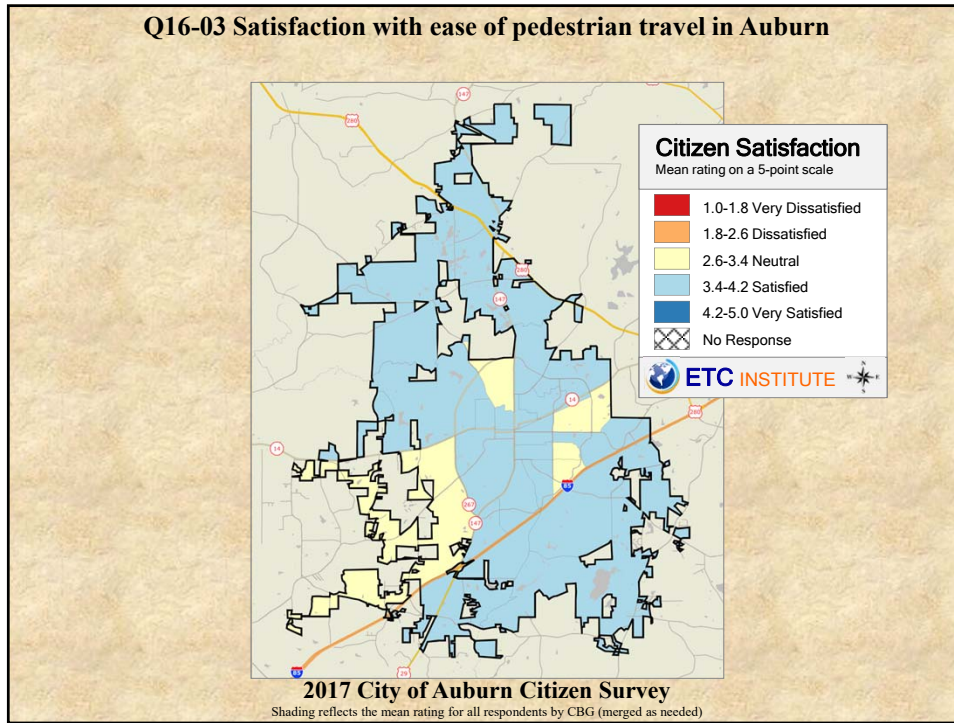
**Q14-18 Satisfaction with quality of special events**



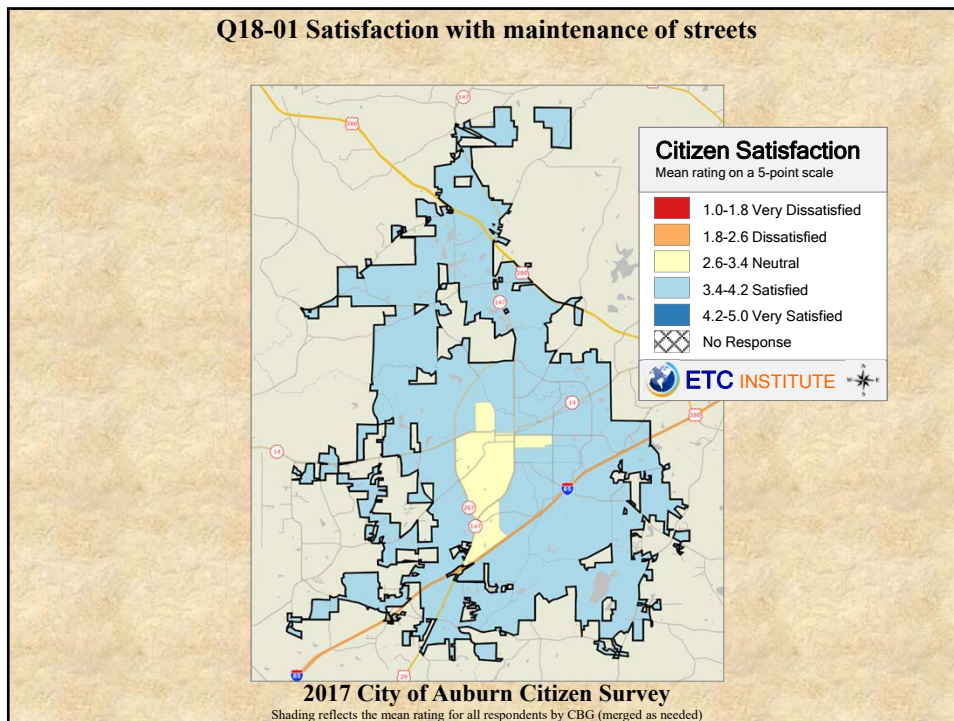




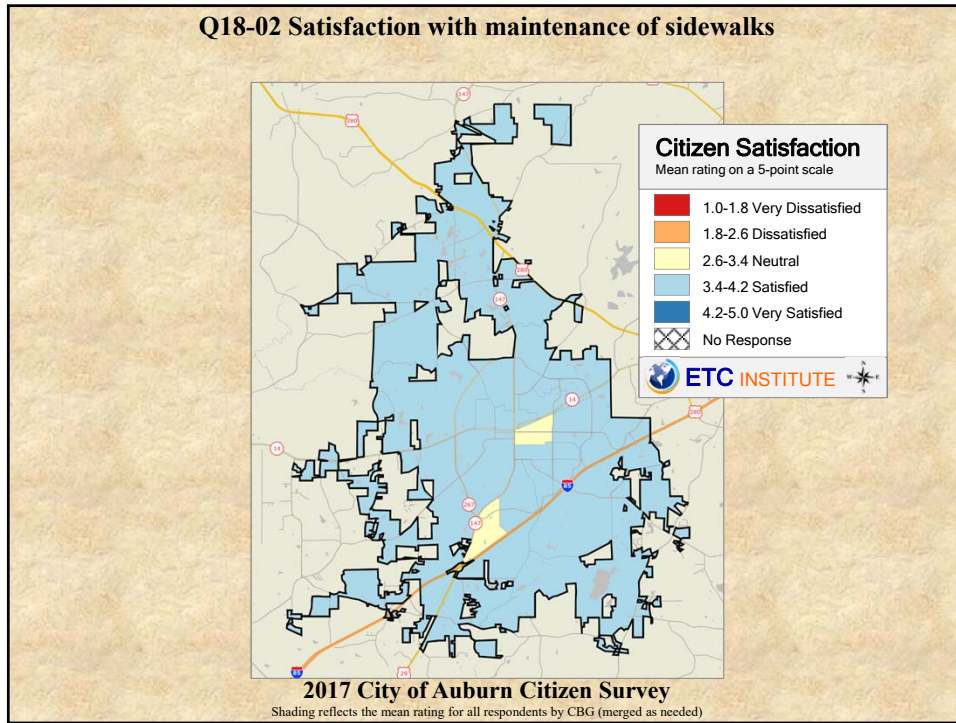
**Q16-03 Satisfaction with ease of pedestrian travel in Auburn**



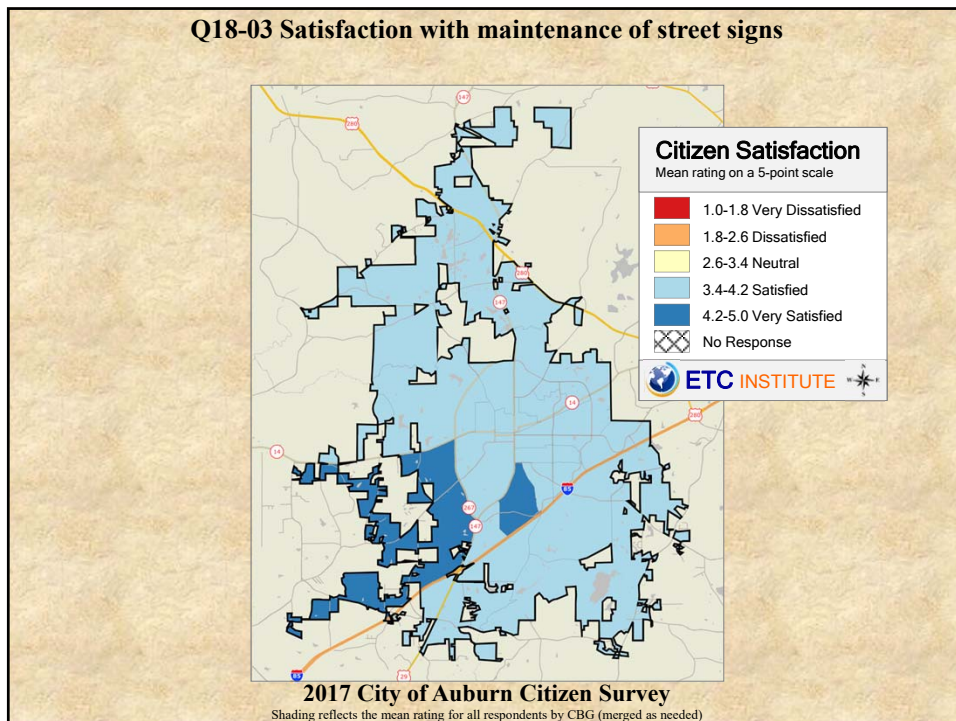
**Q18-01 Satisfaction with maintenance of streets**

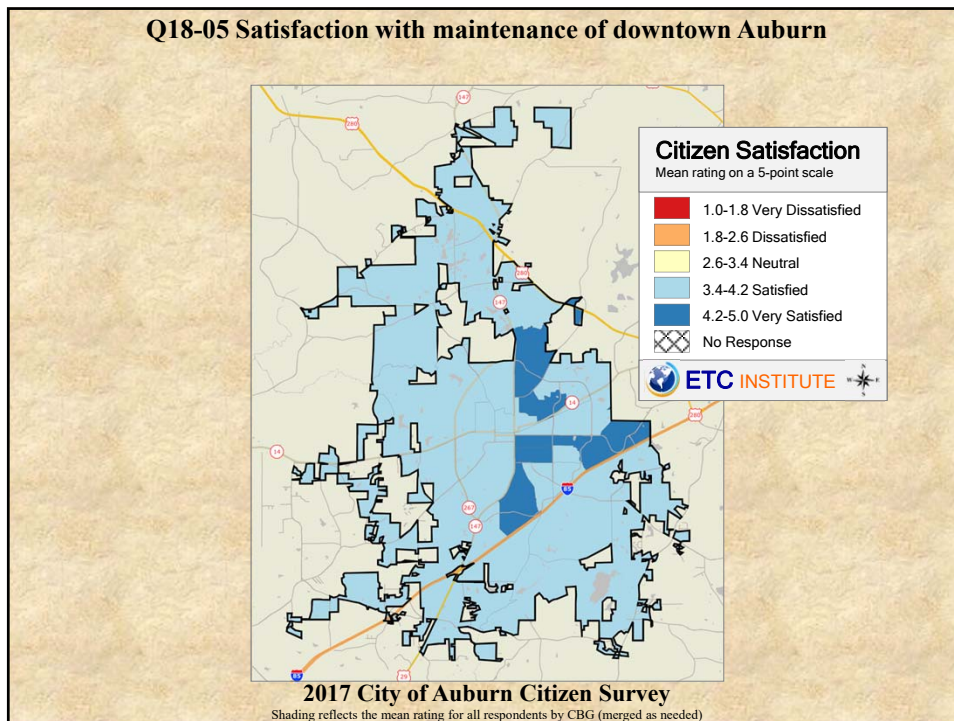
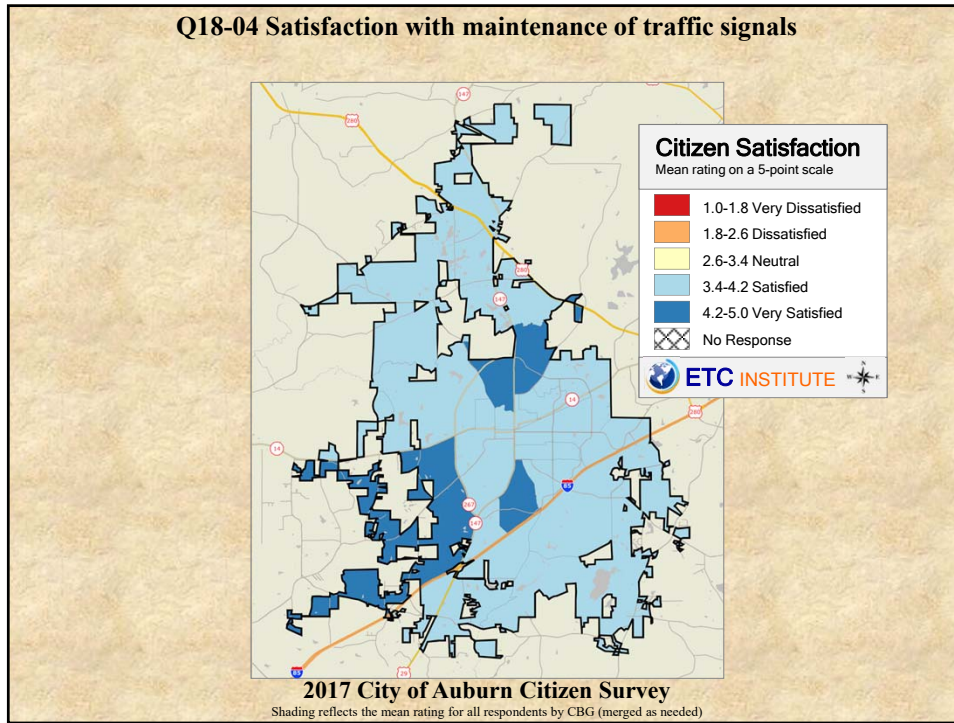


**Q18-02 Satisfaction with maintenance of sidewalks**

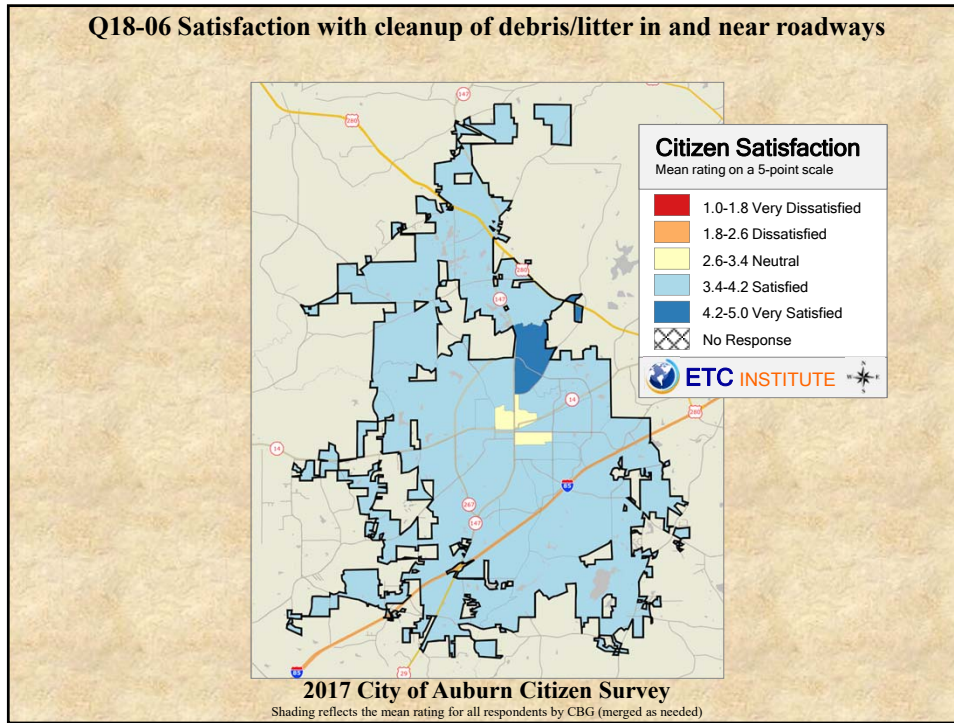


**Q18-03 Satisfaction with maintenance of street signs**

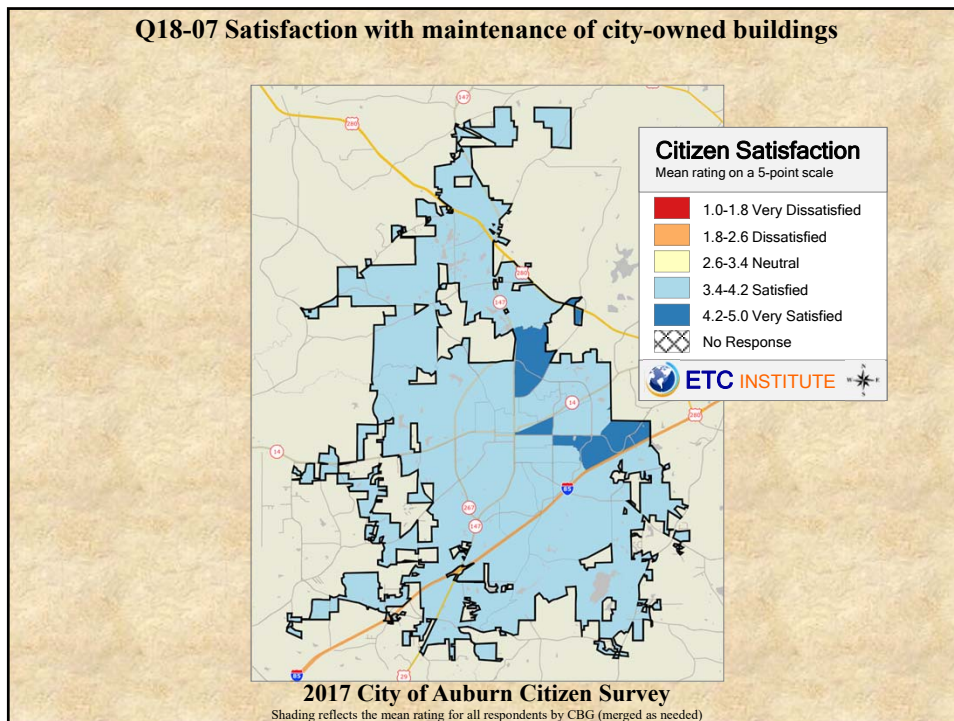




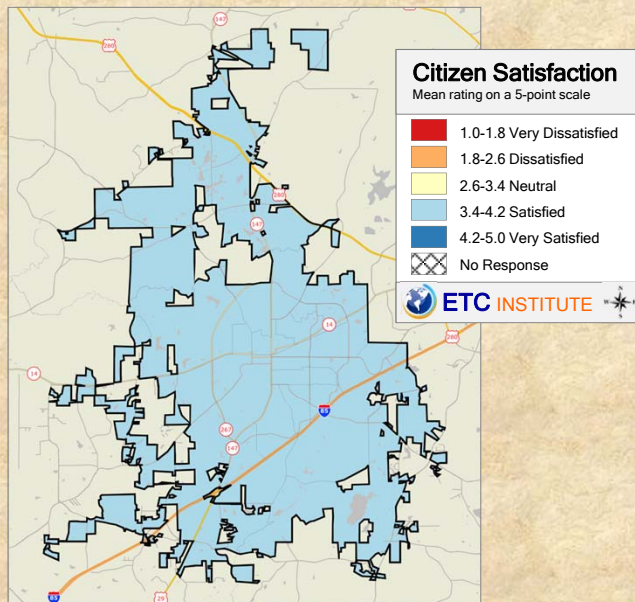
**Q18-06 Satisfaction with cleanup of debris/litter in and near roadways**



**Q18-07 Satisfaction with maintenance of city-owned buildings**



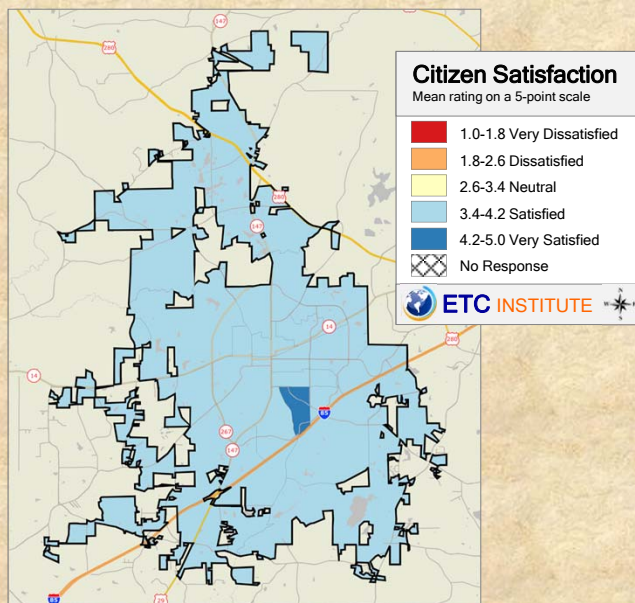
**Q18-08 Satisfaction with mowing/trimming along streets and public areas**



**2017 City of Auburn Citizen Survey**

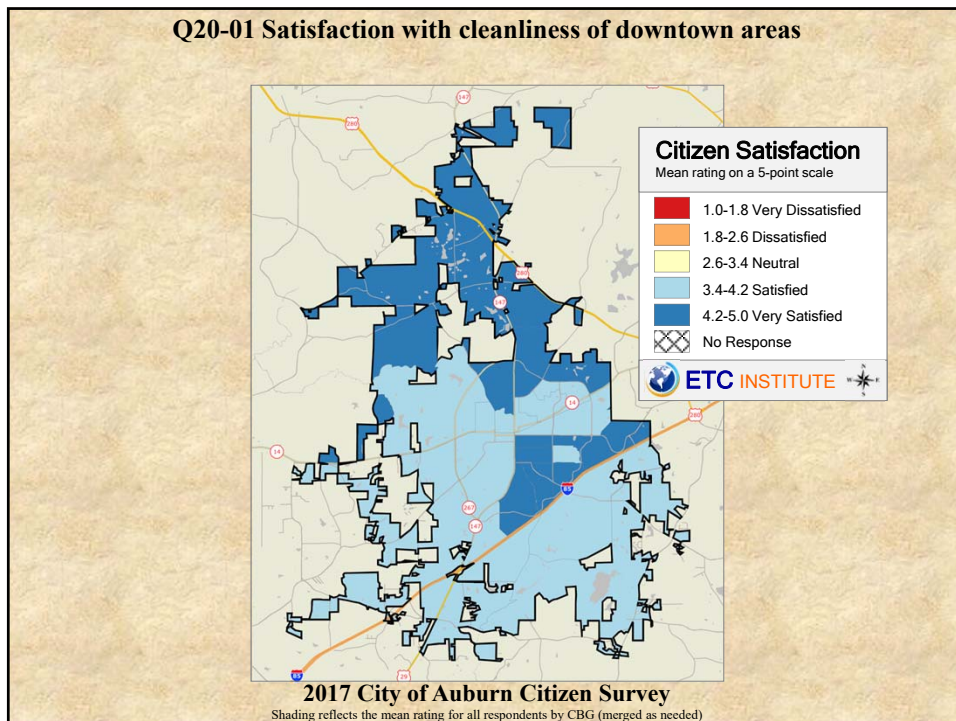
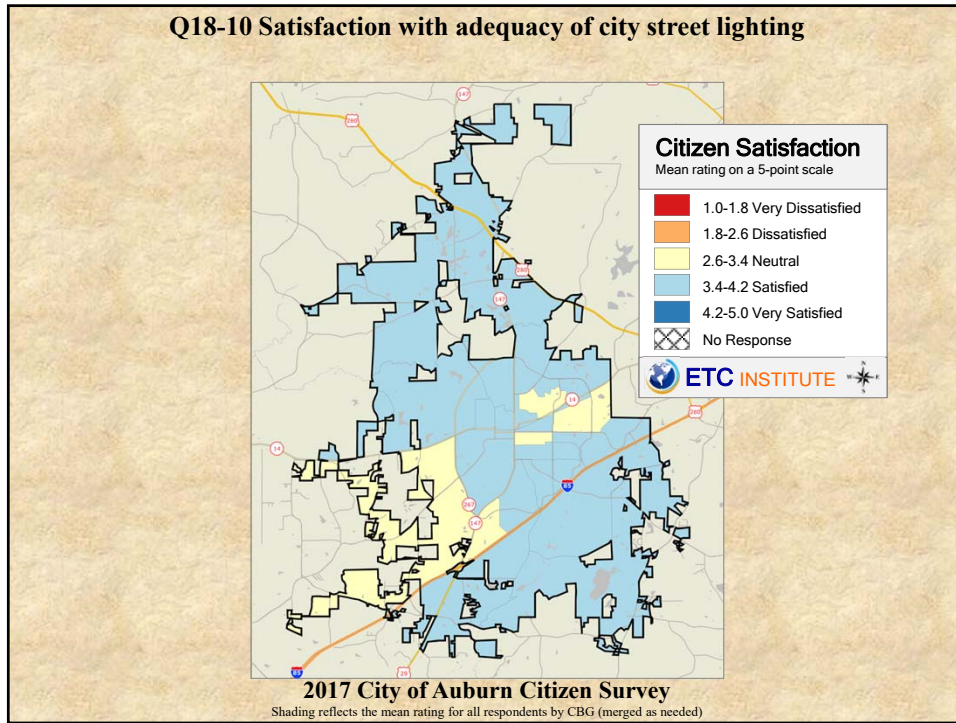
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q18-09 Satisfaction with overall cleanliness of streets and public areas**

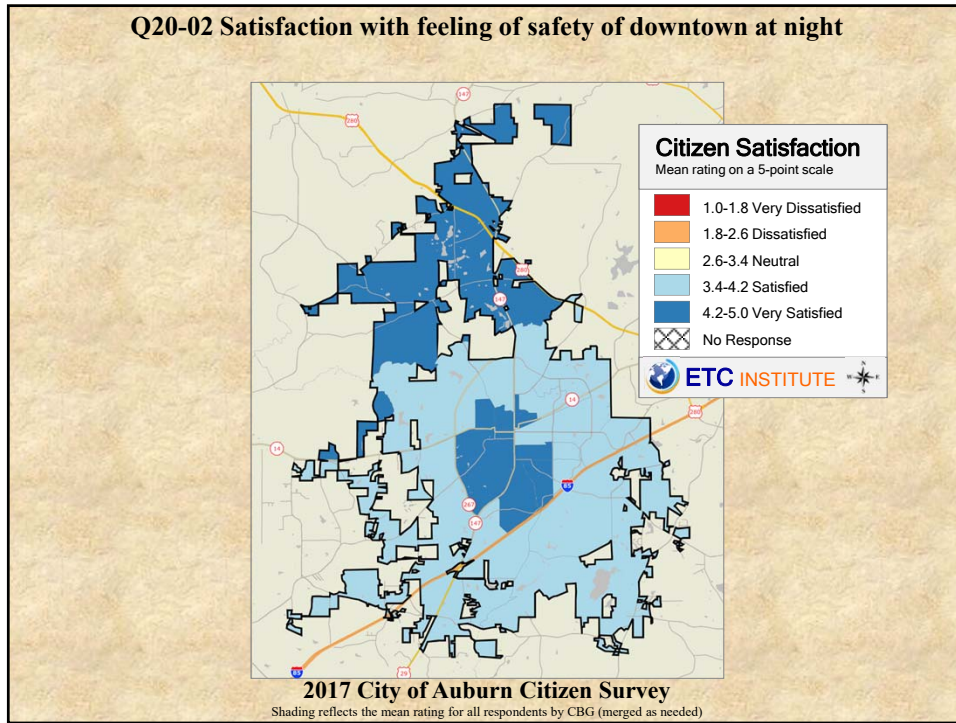


**2017 City of Auburn Citizen Survey**

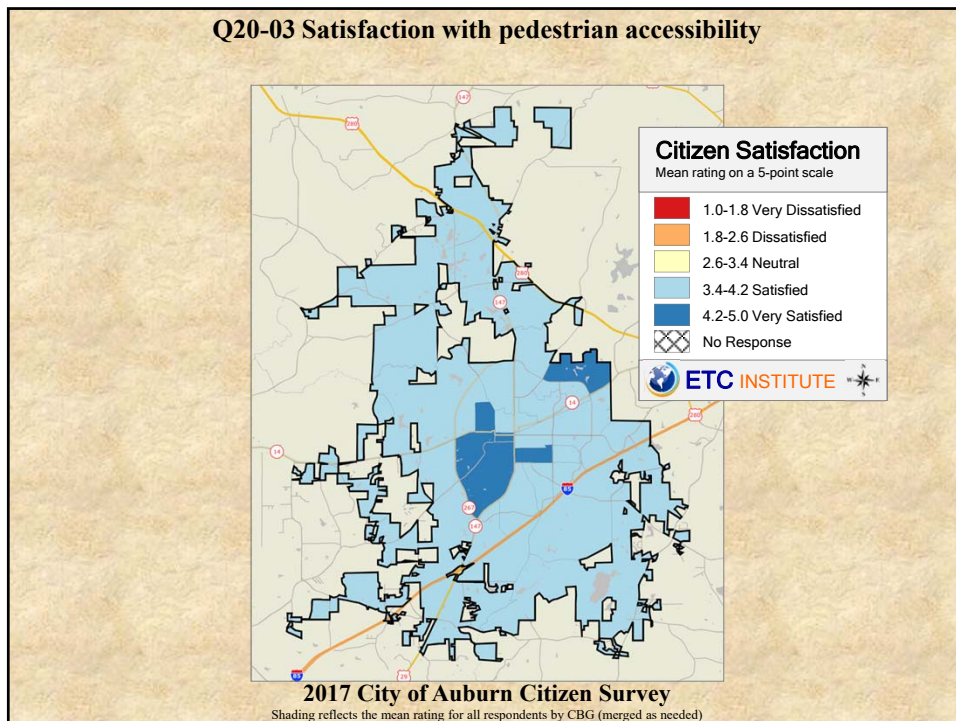
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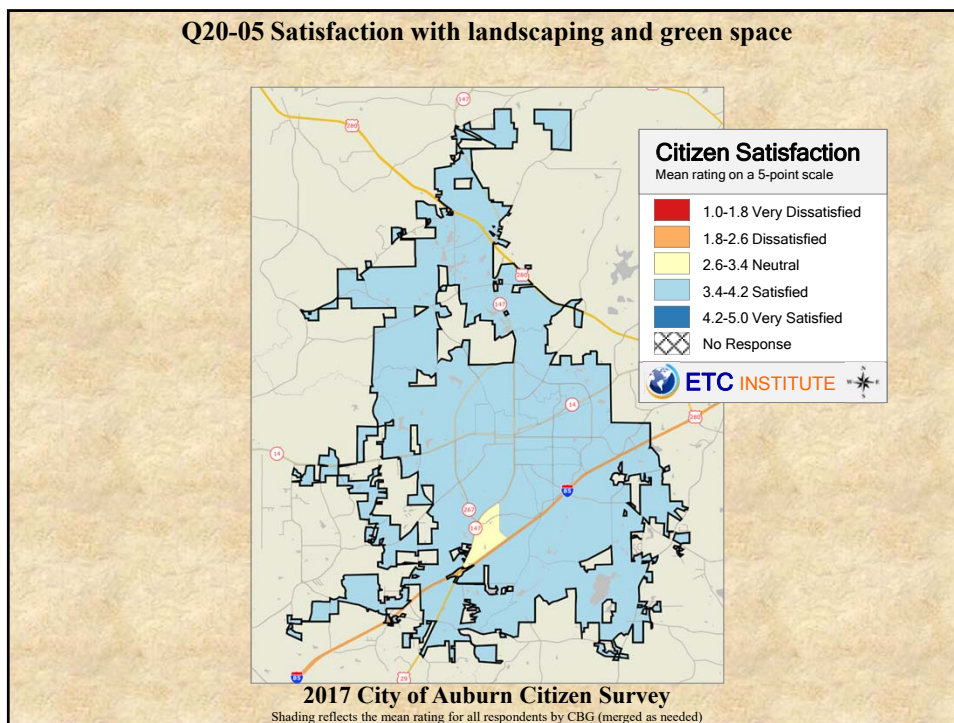
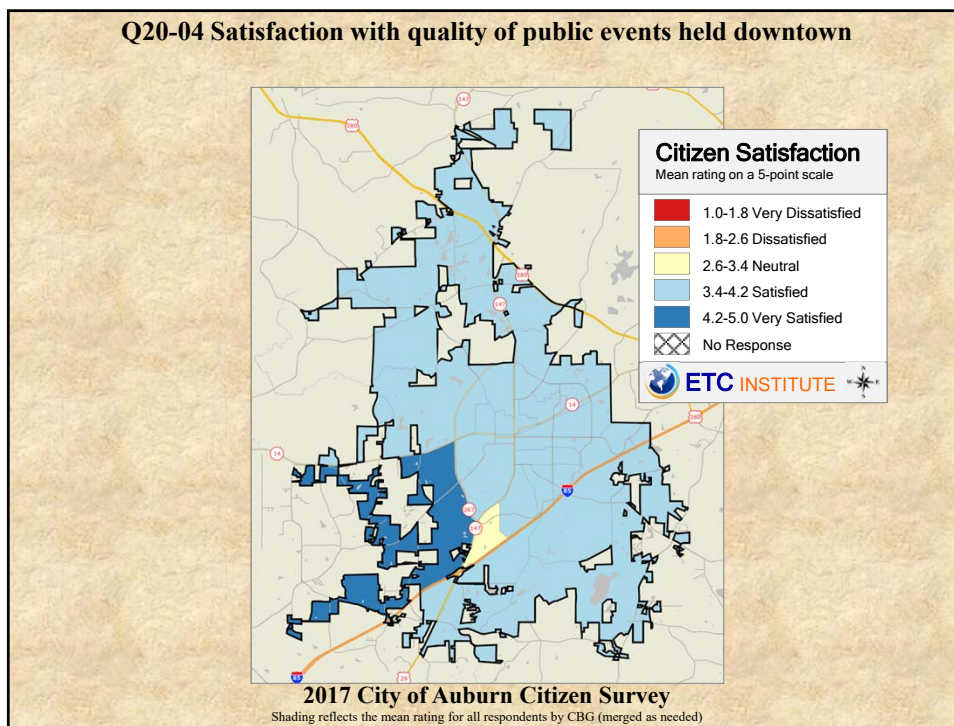


**Q20-02 Satisfaction with feeling of safety of downtown at night**



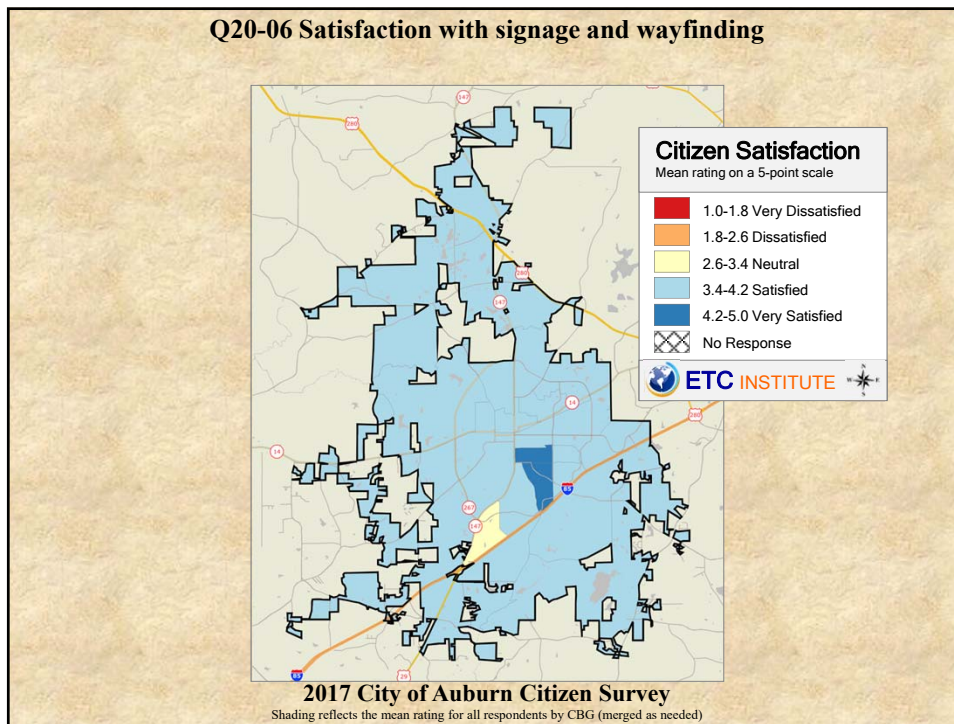
**Q20-03 Satisfaction with pedestrian accessibility**



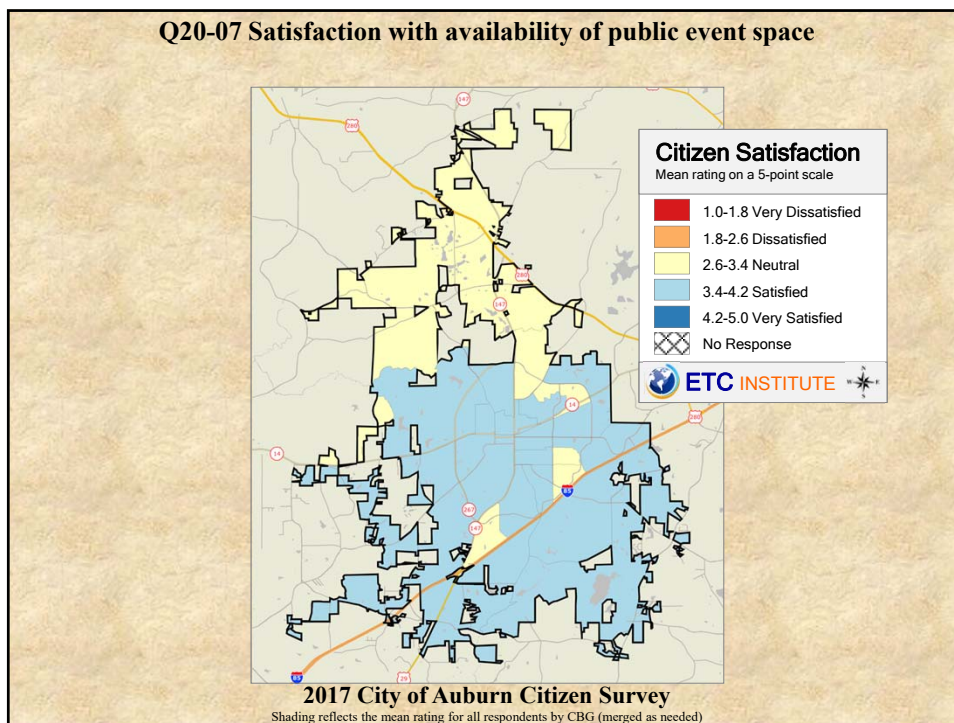




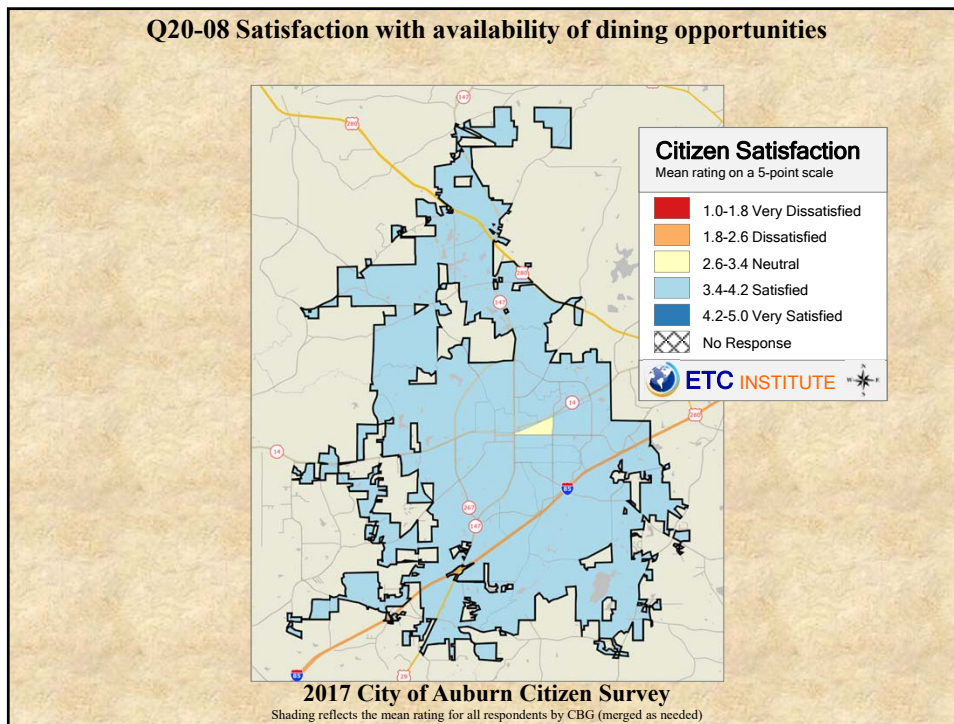
**Q20-06 Satisfaction with signage and wayfinding**



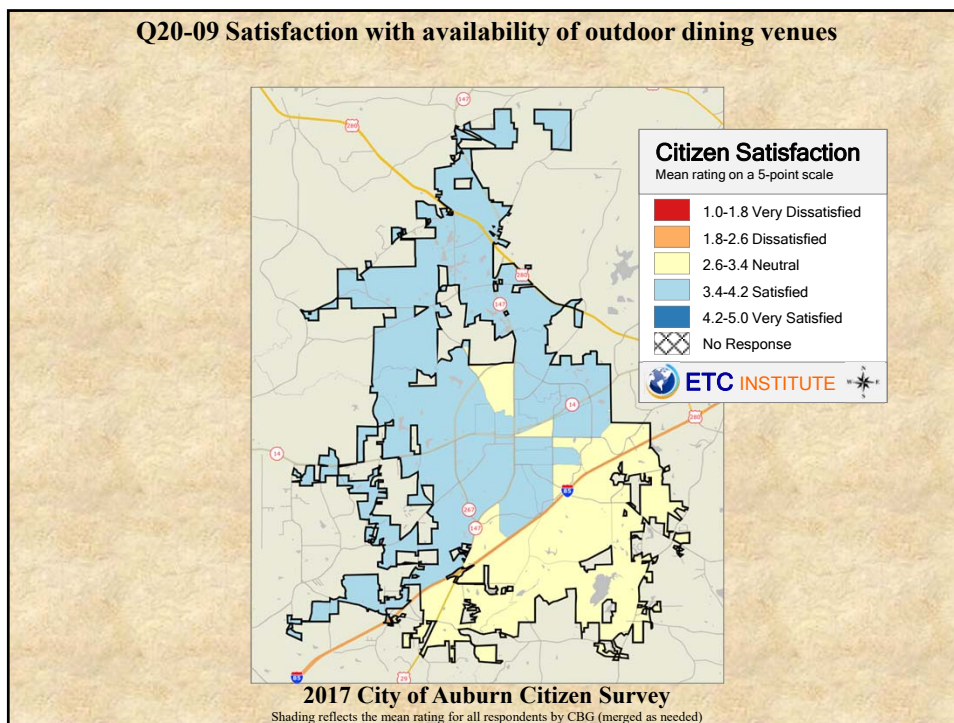
**Q20-07 Satisfaction with availability of public event space**



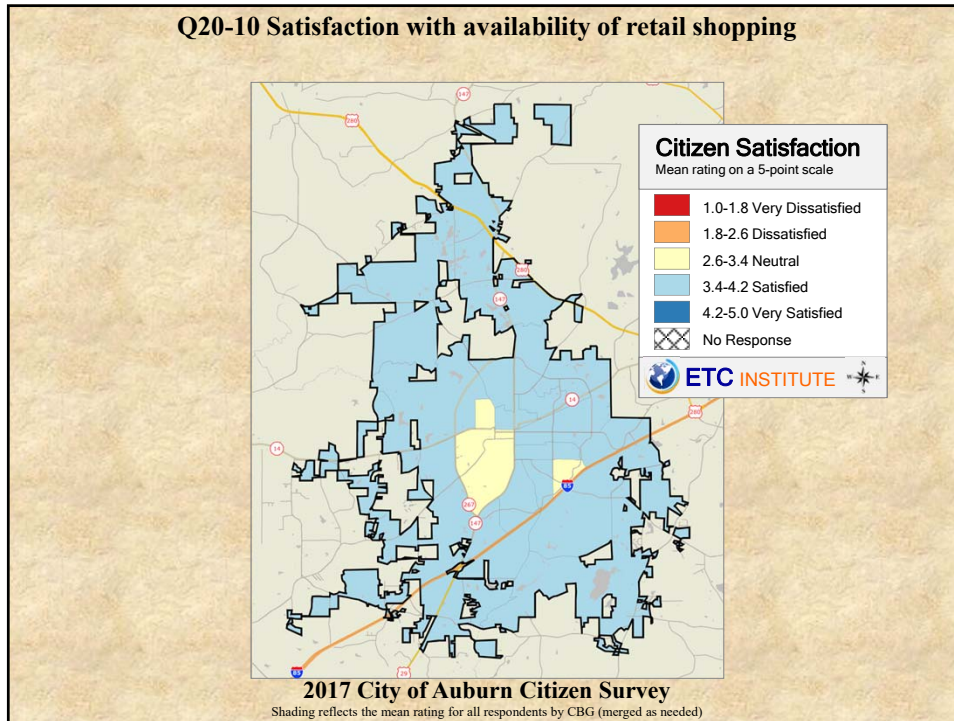
**Q20-08 Satisfaction with availability of dining opportunities**



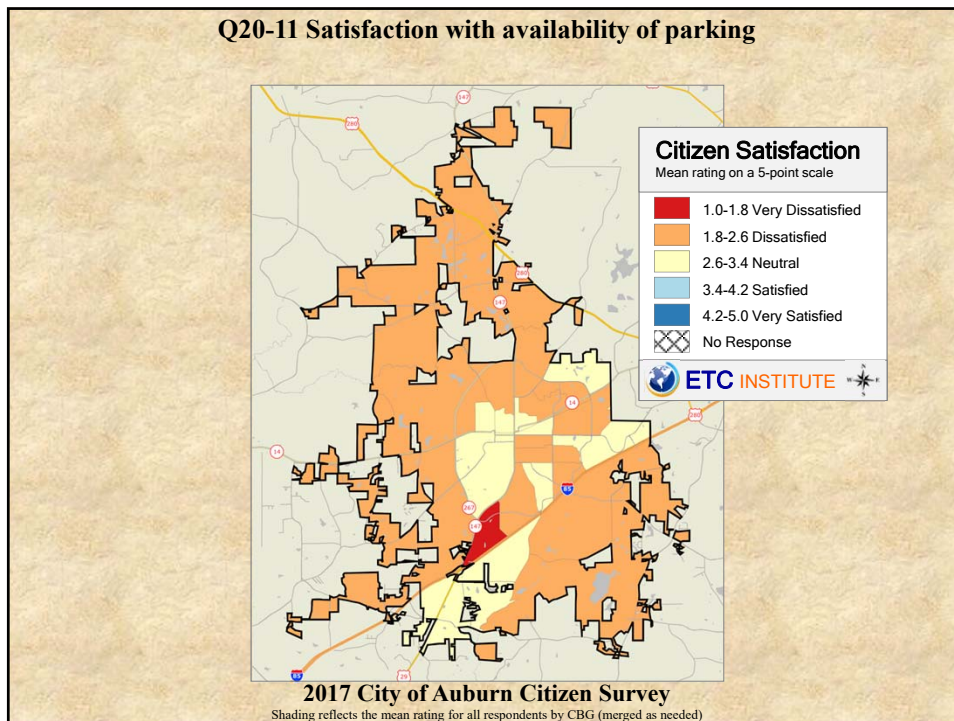
**Q20-09 Satisfaction with availability of outdoor dining venues**



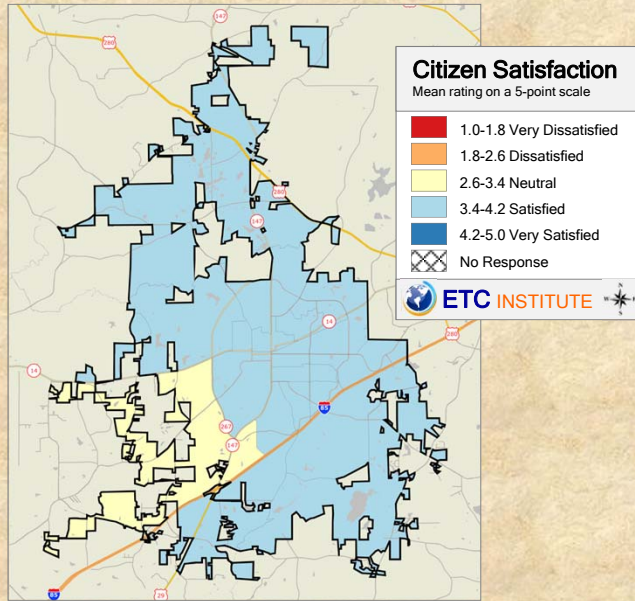
**Q20-10 Satisfaction with availability of retail shopping**



**Q20-11 Satisfaction with availability of parking**



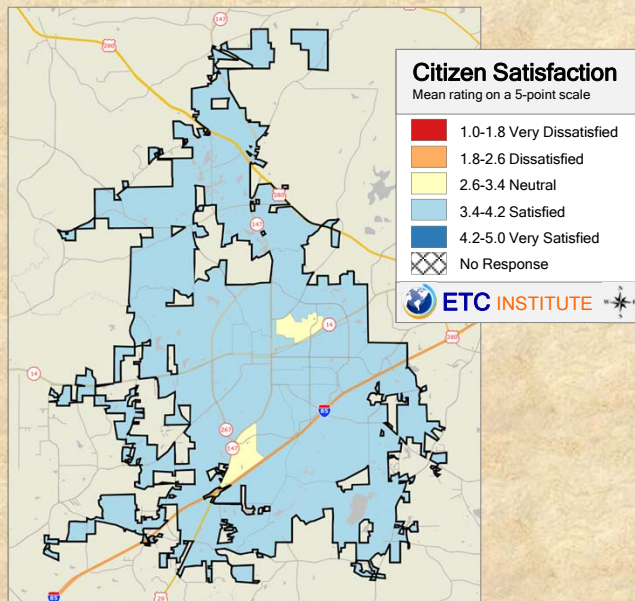
**Q20-12 Satisfaction with enforcement of parking violations & meter times**



**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

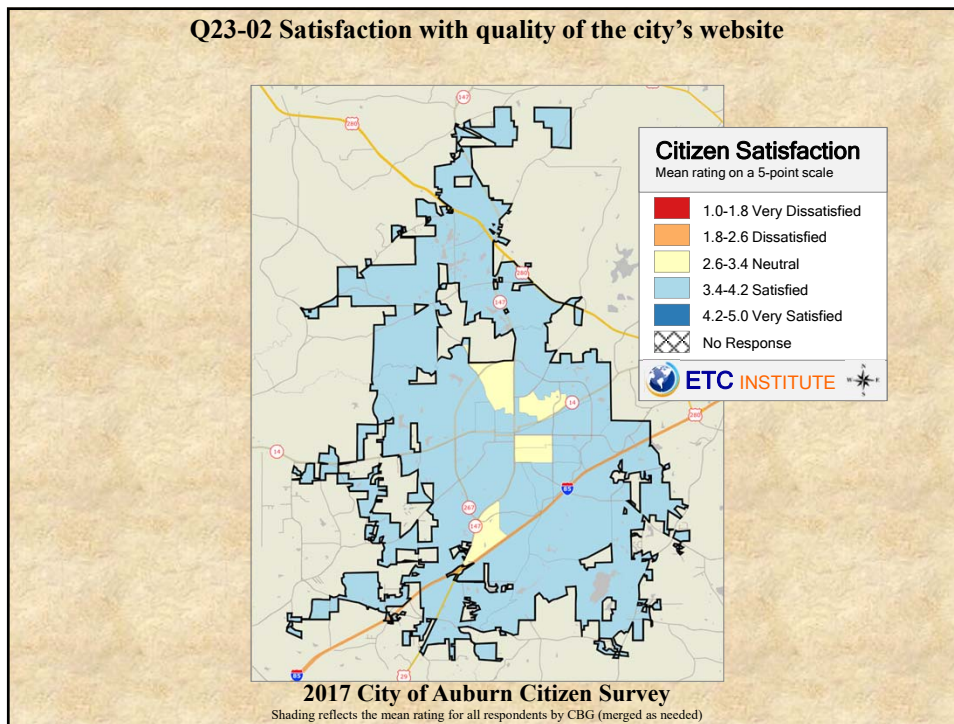
**Q23-01 Satisfaction with quality of *Open Line* newsletter**



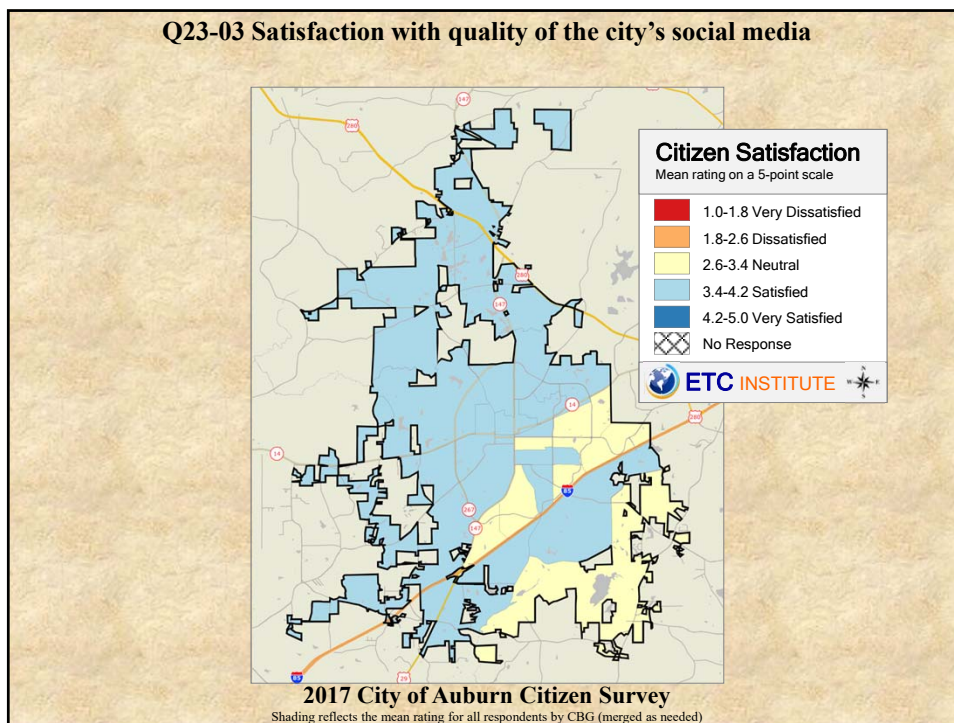
**2017 City of Auburn Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

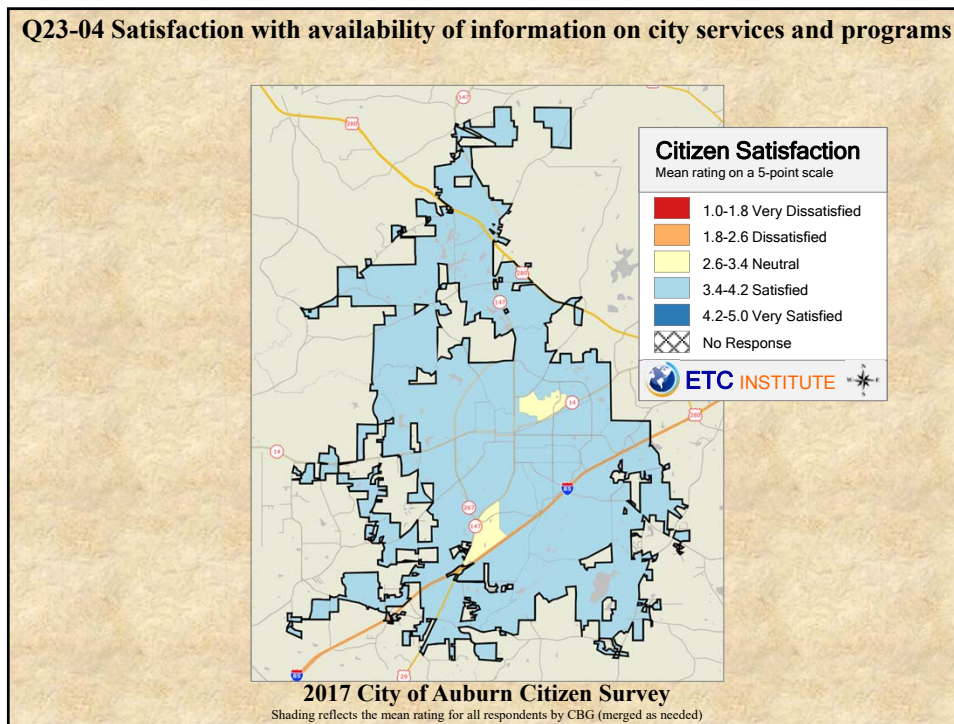
**Q23-02 Satisfaction with quality of the city's website**



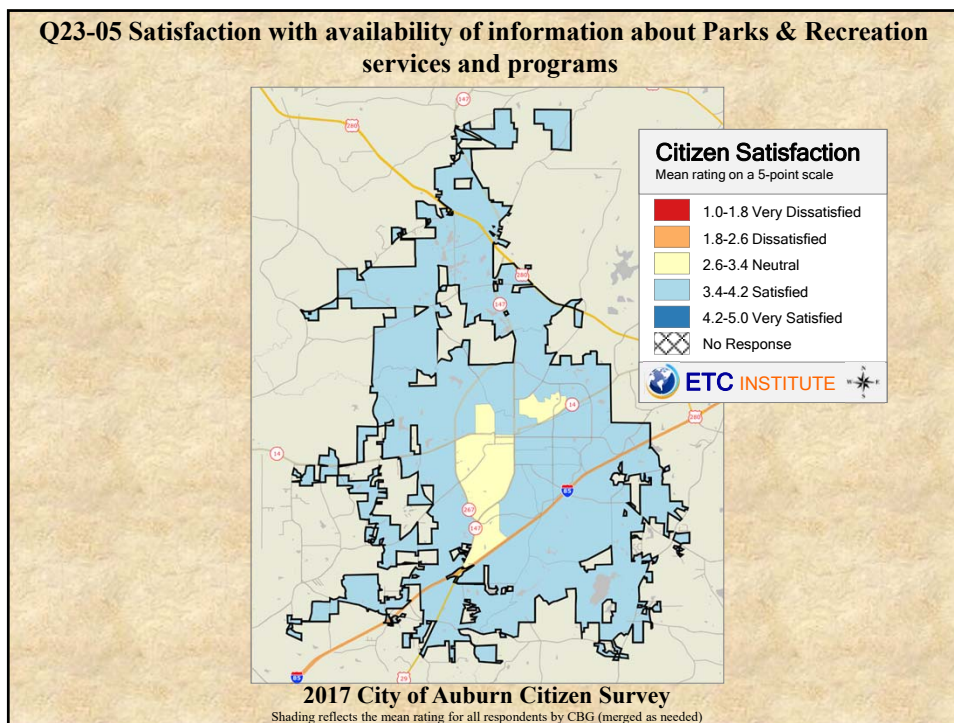
**Q23-03 Satisfaction with quality of the city's social media**

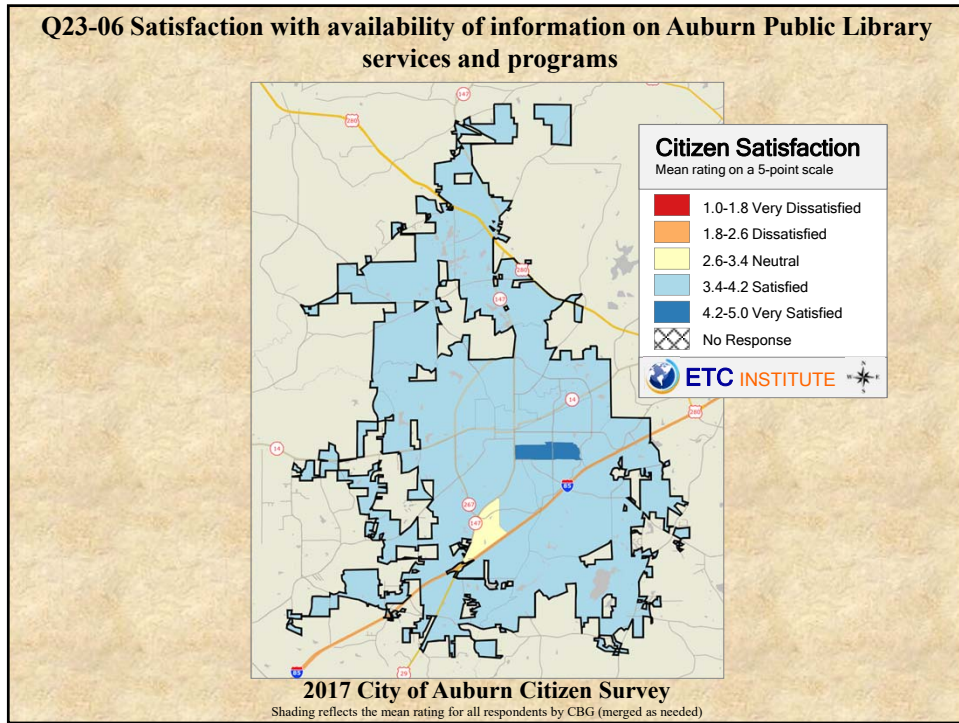


**Q23-04 Satisfaction with availability of information on city services and programs**



**Q23-05 Satisfaction with availability of information about Parks & Recreation services and programs**







# DirectionFinder®

APPENDIX C:

# 2017 Open-Ended Comments

Submitted to

The City of  
**Auburn,  
Alabama**

ETC Institute  
725 W. Frontier Circle  
Olathe, KS  
66061





## Overview

At the end of the survey, respondents were given the option of providing written comments on Question 26. The survey read as follows: “ *If you could improve ONE thing about the City of Auburn, what would it be?*”

While the results in this Appendix are not statistically valid, they provide useful insights for interpreting the reasons behind citizens’ survey responses. The results were recorded verbatim, so spelling and grammatical errors have not been corrected.

- 5-10 yrs, population will increase tremendously. (1. Flooding in LA, 2. Unrest in GA, East Coast). Think we should plan. Enough water? School? Residential? Work for everyone? Think it's good to help neighboring cities to plan with us (Opelika, Notesulga) Help them build infrastructure to offset our bulging population.
- A PUSH FOR A LARGER RECYCLE PROGRAM
- A wider variety of dining options. There is too much of one kind of food place (Mexican, BBQ, Chinese).
- Access citizens need transit access their city services and the community to be able to shop, get downtown its shocking how many in our community lack access
- Access to services for seniors (growing population). Ex. not enough parking at Harris Center recycling center. (Parking) is hard, footing poor. Bins high to throw paper, mags, etc. into
- Acknowledge non university people and needs
- Activities for teens between the ages of 13 to 18
- Add a climate control walking area for seniors when it is raining or too hot or too cold to be outside
- Add Chewacla to city park.
- Adding turn signals to all sides of many of the four way intersections and adding entertainment for families with younger children.
- Additional parking in the downtown area instead of adding apartments
- Amount of parking
- Appearance of downtown area.
- Auburn has improved for living in last 20 years.
- Automatic payment option for water bill
- Availability of High Speed internet access!!
- Availability of parking downtown, especially on football game days
- AVAILABILITY OF PARKING IN DOWNTOWN AUBURN
- Be more business friendly
- Be very careful about the trend toward multiple high-rise student apartments. Auburn is a growing city but it did have that small college town charm to the downtown area. With the influx of 4-5 story apartment buildings it is starting to lose that charm.
- Beautification of S College St from C-85 to Donahue intersection
- BETTER ATHLETIC FIELDS FOR OUR KIDS AND TRAFFIC AROUND CITY CORE
- Better communication by city in general - with transparency as bottom line.
- Better communication of new businesses
- Better enforcement of handicapped parking spots...
- Better floor of road traffic
- Better land use planning, enforcement of environmental protection ordinances.

- Better lit streets
- Better living environment for aging people!
- BETTER PARKING DOWNTOWN
- Better public transit for residents
- Better regulation of growth that detracts from the charm and overall appearance/aesthetic of Auburn.
- Better retail, get a new mall
- Better Street and crosswalk lighting, Pedestrian cross lights for crossing East University on Annalue
- Better street lighting, more sidewalks, jazz up Opelika Road.
- Better supervision of city employees
- Better teacher salaries.
- Better traffic control/ flow around Auburn and through Auburn.
- Better unique mid priced restaurants.
- Bicycle traffic; often times I am behind a person on a bicycle and they are riding in the middle of the road, how am I suppose to give them 3 feet? Church on Harper Ave. members park on side of the road where on person traveling on the same side has no way to avoid on coming traffic. Number of apartments being built, high rent low quality.
- Bicycle transportation
- Bike lanes
- Bike lanes on E University, or bike paths.
- Bike laws - I and many people ride bikes around Auburn, yet we have no helmet laws or guidance on where bikers should ride. Should they be on sidewalks or roads? Who is responsible if a biker is hit because they are inconsistent with this approach? And if they are not wearing a helmet...? Very concerning. Consider reviewing bike laws in Chapel Hill, NC as a model for Auburn - similar city structure, walker-friendly city, heavy bike use, lots of students.
- Biking safety -I would make safer bike lanes all over town create a bike trail that is accessible and reduce the speed on Ogletree road or widen the bike lanes there for safety.
- Bridges over railroad crossings/traffic flow, congestion
- Bring back the small town feel
- Bring more retail stores that other cities have that we don't have so we don't have to travel so far to get to them
- Bringing more character to downtown. Not worried about development but want smarter development to work well with parking, etc. Also, keeping the city united as one area city (main high school)
- Build Overpasses at the railroad tracks on Dean, East University near Franklin Tire and CiCis Pizza, and at College Street.
- Build the outer loop road.
- Build traffic circle (convert intersection) at intersection of Hire Rd and Cox Road.
- Care about the business that have been here! Don't just focus on replacing them and forgetting who has been in a Auburn for a long time.
- Change stoplight at corner of gay and samford to include left turn only arrow
- City government, is ridiculous.
- City leaders need to follow the visions lined out in Downtown Master Plan & Comp 2030, as far as preserving the charm & historic nature while encouraging development. The new massive apartments will not stand the test of time as student wishes change in the future. We should offer incentives to developers so that they have creative ideas for preserving unique, historic structures. Also, improve communications. Thank you for improving the application process for boards & commissions. Video city council meetings

- City sewer lines., my sewer lines are not up to code and was told by retiring manager 18 years ago problem and have the same problems today on 855 east university dr
- City should be proactive in soliciting and inviting non-white Christians to participate in government. minorities need to encourage in a more direct/personal way. go to them
- Clean up broken glass around recycling center.
- Clean up HWY 14 from the University Dr. bridge to the small church on the left hand side of the street (before the light at Donahue). Please clean it up and design it just like the other entry points to the city. New zoning codes for residential and commercial.
- CLEAN UP OPELIKA RD
- Clean up Opelika road especially post office
- Clean up private-owned businesses before building others, at the owners' expense of course.
- Cleanness
- Communication
- COMMUNICATION OF CITY EVENTS
- Communication with public about the influx of large housing units - why are so many of these being approved. How will it help the city and not hurt the school system. Can the students really afford these apartments? Are the roads equipped to handle the extra traffic and population? What's being done to protect the loveliest village in the plains? Citizens need to hear some logic behind these recent moves - even if it's for the money. Be more transparent about the direction of the city.
- Communications with citizens/real traffic studios
- COMMUNITY REPRESENTATION AND INVOLVEMENT, COMMUNICATION TRANSPARENCY OF CITY LEADERSHIPS (BOYS CLUB)
- Complete Moore's Mill Bridge quicker
- Construction/traffic
- Continue focus on economic development.
- Continued downtown events. They make the city feel more like a community.
- CONTROL GROWTH ESP. SCHOOL SYSTEM GROWTH.
- CONTROL ROAMING CATS
- Control speeder on Foster St.
- Controlled development downtown.
- Convert the municipal parking lot to public parking.
- Crosswalk at intersection of Donahue and a signal for the Peast University. People run from the banks to dollar general and its so scary
- Cultural and Arts. Music is depressing and non existent
- Curbside recycling.
- Curbside recycling. One container and more materials accepted
- Curtail all new student housing.
- Daily, across city, traffic flow
- Decrease in overall crime to improve safety and image.
- Deliver a school system equal to what you advertise. The only reason we moved to Auburn was for its City School System and our children now attend Lee-Scott.
- Department of Motor Vehicles experienced/knowledgeable personnel.
- Development on Gay Street
- Development/city planning
- Different/unique dining and shopping, restaurants and stores. Would love to enjoy more than just chains.
- Do not tear down old bldgs redo them

- Doing an excellent job but please improve street lights, similar to that of the City of Opelika especially in the suburban areas.
- Don't allow high school students to park their cars in residential areas near school during school hours. This is a big safety concern, 7-8 students currently park on my street during school hours during the week. So many cars park there causing Brookwood Dr. to become a 1 lane street restriction the flow of all traffic, particularly emergency vehicles, and even preventing city clean up crews from picking up yard clippings and/or trash. Also makes it hard for postman on his daily rounds.
- Don't know yet...
- Downtown is growing so fast that the infrastructure doesn't seem to be keeping up. Traffic is getting worse and I don't like the large condo buildings being so close to the road.
- Downtown not just student focused
- Downtown parking
- Downtown parking
- Downtown parking
- Downtown parking
- DOWNTOWN PARKING
- Downtown parking - need more.
- Downtown parking & traffic flow
- DOWNTOWN PARKING AND DIVERSITY OF RESTAURANTS
- DOWNTOWN PARKING AS I AGE I AM LESS AND LESS IN FAVOR OF A PEDESTRIAN DOWNTOWN YET I WANT TO PATRONIZE DOWNTOWN BUSINESS
- DOWNTOWN PARKING, I NEVER SHOP/EAT WHEN COLLEGE IS IN SESSION DUE TO THE LACK OF PARKING IT IS BAD....
- Downtown parking, need a large parking deck
- DOWNTOWN PARKING,BUILD A 7 STORY PARKING DECK WITH 70 SPOTS PER FLOOR. JUST BUILD IT.
- DOWNTOWN TRAFFIC
- Downtown traffic congestion.
- Downtown traffic flow.
- Ease of transportation and Opelika Rd
- Ease of travel and traffic problems
- Emphasis on controlling growth- planning
- Enforce SWPPP regs-development
- Enforcement of building codes and control of apartment building slow new and renovate old.
- Enforcement of codes in place concerning height of buildings and parking. The downtown area is congested and requires timing and a great deal patience to find a parking place, especially when there is an event taking place. It is much easier for my family and I to avoid the downtown area altogether, especially with a young child in tow. Even though we live in Auburn we most often find ourselves in Opelika to spend our money. With the new residential buildings currently under construction the parking issues will only get worse. In 2015 when 160 Ross had the first influx of students move in, the street corner was impassable due to cars parked on the road and sidewalk. I strongly wish for the city counsel to consider the young professionals and retirees who chose to make Auburn their permanent home when making accommodations to ordinances for contractors who do not reside in this great community.
- Enforcement of handicapped parking, no more tall buildings
- Enforcement of speed limits on city streets
- Ensure the city leaders hear the citizen's voices and concerns. Specifically regarding new high-rise developments. Most citizens I have heard from were not in support of the latest

developments, but the situation appeared as though the leaders could not be swayed to public opinion.

- Everything is good
- Expand downtown retail area, keeping small-town historic appearance. More shops and restaurants
- Expansion of retail opportunities downtown.
- FEWER TALL STUDENT HOUSING BUILDINGS NEAR DOWNTOWN.
- Fiber internet and more daycare options.
- Find a way to improve the looks of Opelika road as you get nearer auburn. It looks like an old run down place. It looks like businesses suffer in that area.
- FIX ROADWAYS THAT NEED IMPROVEMENT AND STOP FIXING SEVERAL MAIN ROADWAYS AT THE SAME TIME MAKING IT DIFFICULT TO GET AROUND TOWN
- Fix traffic flow problems on Richland add., I.e. Develop another outlet before building more schools/houses.
- Flow of traffic (going and leaving work hrs).
- Focus on long-term residents & not big developer money.
- Focus on smart planning, neighborhood development.
- Football game traffic is horrific. The signs that show how the traffic flow should be and the way the police direct us is totally out of sync. The info we receive from the ticket office and the signage are the same. Some way the police and traffic directors need to understand how to flow the traffic from the stadium. We have almost had head on collisions because of the officers allowing cars to go the wrong way down streets that become one way. This is the area in front of the hill dorms all the way to the right turn from Samford to Moores Mill. We park in the deck near the stadium and it has taken over an hour to get home. I beg you to focus on this. It has been an issue for 5 years
- FORCE RESIDENTIAL CONTRACTORS TO MANAGE THEIR SUB CONTRACTORS AND NOT ALLOW SUBS TO BLOCK DRIVEWAYS
- Frequency of events for professional adults. The city feels young due to the university, but old and almost retirement-like in some ways. Sleepy little village on the plains.
- FRIENDLIER COPS.
- Get ants out of public park grounds
- GET INPUT FROM CITIZENS BEFORE DEVELOPMENT DECISIONS ARE MADE. ONCE THE PLANNING COMMISSION APPROVES A PLAN IT SEEMS CITY COUNCIL REVIEW IS PROFORMA. THE RECENT DECISIONS MASSIVE APT/RETAIL IN DOWNTOWN AUBURN DID NOT INVOLVE CITIZENS ADEQUATELY
- Great place to live
- Green glass and tin/steel cans should be recyclable curbside.
- Growing residential population in a sustainable fashion for traffic, schools, parks, etc.
- Handle growth smarter and more strategic.
- Have a left hand turning lane at the corner of Gay and Samford (especially when heading away from campus). Close second is to feel safer when driving in regards to my fear/concern of possibly hitting cyclists.
- Have more parking decks available in the downtown area and eliminate parking on the downtown section of College St. Have street signs that lead you to these parking decks. This would allow for wider sidewalks and outdoor restaurant facilities. It would also improve the flow of traffic.
- Help in job hunting.
- Hire only educated, responsible, respectful people to work for the city, with expectations that they live as law-abiding, code-abiding model citizens.
- Historic preservation, less poorly constructed, eyesore apartment buildings

- HOUSING FRO MID INCOME RETIREES (NO 2 STORY PLEASE)
- I AVOID DOWNTOWN BECAUSE TRAFFIC MOVES SO SLOWLY, IMPROVING TRAFFIC FLOW WOULD IMPROVE THE DOWNTOWN EXPERIENCE.LIKEWISE PARKING THERE IN THE EVENINGS IS AN ISSUE AND DETERS ME FROM FREQUENTLY RESTAURANTS ETC
- I do not like the way downtown auburn is shaping up. We have way too many condos and do not like the high rises. I wish auburn would keep it a nice little village including the older cute cottage homes near downtown. I do not want to lose the skyline. I hope we do not outgrow our small town feel. I would prefer to remodel and renovate older existing structures and stop additional building where we lose our green spaces. More sidewalks and bike lanes. More areas with new updated street lights like around the post office and new Wal-Mart.
- I HAVE CONCERNS ABOUT DESIGN OF NEW BLDGS ESPECIALLY IN DOWNTOWN AUBURN, POOR CONSTRUCTION, TOO MASSIVE, NOT IN CHARACTER WITH DOWNTOWN AUBURN
- I KNOW ITS ALL FOR THE SAKE OF PROGRESS BUT ALL THE CONSTRUCTION IS ANNOYING AND UGLY. I RATHER HAVE SLOWER PROGRESS AND LESS CONSTRUCTION
- I think we have great resources for children but I think there can always be more! I'd also love to see a facility similar to Sportsplex (smaller scale) splash pad. Keep Auburn the loveliest village on the plains! Stop commercial building bringing in developers!
- I think we need more retail and dining in Auburn. Would be nice not to have to go to Tiger Town in Opelika to shop at places like Target. The mall needs more stores and more dining options. Seems like most chain stores and restaurants go to Opelika instead of Auburn. Downtown has several places to go, but the parking and traffic is too annoying to deal with at times, especially if raining.
- I understand that growth in Auburn is inevitable, but it seems not to have much of an overall cohesive plan. I think we have lost our ability to call ourselves the loveliest village on the plains. It would be nice to have growth that kept the integrity and beauty of the city. Are we selling out to investors who don't live here?
- I understand the need for growth in the downtown area, but the size of many of the new buildings does not seem to fit the personality of Auburn. As an adult citizen I very rarely visit downtown Auburn as it seems to be targeted at college students in the choices of retail stores and restaurants. It is difficult to park downtown, and with young children it is not easy to have to park and walk a good distance to any places we may want to go. I wish the city would consider families and not just students and visitors when planning the downtown area.
- I wish they would mow the corner around the outside of the fence. They let it get too tall and I'm afraid some unwanted animals might live in there
- I would improve Drake road and add a turn signal light at the intersection of Drake and College Street. I think sidewalks should be available on all roads too.
- I would improve the enforcement of existing codes.
- I would improve the traffic problems.
- I would like to have clean, safe drinking water. At this point in time I do not trust Auburn Water Works to deliver on this but they still raise water prices. Where is that money going? That building sure is nice, however.
- I would like to pull in businesses that cater to specific needs rather than huge chains - Trader Joe's, Fresh Market, organic / natural clothing stores.
- I would like to see more support and incentives for local businesses. I understand that due to the rise of property values, property owners downtown would like to receive the maximum amount of rental income. But I would like to see an emphasis downtown on local businesses instead of chain restaurants, etc.

- I would like to see more traffic lights!! ESPECIALLY, I would like to have a traffic light VERY near the intersection of Richland Road and Martin Luther King Drive. I realize that is a state road, named Highway 14. WE STILL NEED A TRAFFIC LIGHT! The particular intersection it would suit best is, That Ramp (unsure of name) off Highway 14 leading onto Shug Jordan Parkway. We need lights on BOTH ends of that Ramp!!
- I would love to see more Pre-K programs and more daycare facilities. I am would also like to see a parks and recs facility like sportsplex for Auburn.
- I would put sidewalks in every neighborhood.
- I'm concerned about traffic downtown, but with the large apartment complexes planned or under construction, it feels too late to do anything about it.
- Implement a mass transit system.
- Implement strict leash law. Provide more funding/exposure for Lee County Humane Society
- Improve and grow downtown amenities and pedestrian access.
- Improve Auburn Memorial Park Cemetery and add additional parking spaces for downtown, any where you can.
- Improve downtown parking.
- IMPROVE DOWNTOWN, MORE SHOPS, OPPORTUNITIES, CLEANLINESS
- Improve housing standards in the northwest community.
- Improve lighting level of street lights.
- Improve parking in downtown
- Improve the roads, too many pot holes
- Improve traffic and parking downtown. Can these improve while we keep building dormitories downtown? I avoid going downtown now.
- Improve traffic flow (i.e. reduce congestion)
- Improve traffic flow.
- Improve visual aspects of Opelika Road
- Improved infrastructure. The city has outgrown the capacity of downtown streets. Farther out, it is OK and the projects such as the major intersection renovations and the new bridge over I-85 at Moores Mill Road are helping, but downtown is getting worse. The lack of sidewalks and the inadequate street lighting in neighborhoods is a problem. I do not feel safe cycling or walking at night in many neighborhoods, and I am a 46 year old white man in good shape. I can only imagine what a minority or a woman walking alone at night would feel like.
- Improved parks and recreation facilities for children.
- Improved traffic flow
- Improvement of City Soccer fields (both maintenance of existing and expansion including an artificial turf field) Improvement of parking at the existing soccer facility, including paving of dirt lot and expansion of parking spaces. Adding additional bathroom facilities to the complex.
- Improvement of turf management including mowing, fertilization, weed control and over-seeding practices which are sub standard.
- Incentivize commercial real estate owners in Auburn to lease to local businesses over corporate chain restaurant/store garbage. We have ENOUGH Panera Breads/Subways/Five Guys type places. Auburn (downtown especially) is losing the local flavor that has always made it so special, and the only way to prevent it from continuing is for the city to provide some incentive to business owners to not sell out to these big corporate chains. You want downtown Auburn to look like downtown everywhere else? Keep on the current plan.
- Increase parking availability for downtown Auburn.
- Increase shopping choices in the mall
- Increased safety and lighting at pedestrian crossings. We need to implement the type of crossings and lighting found in places like Clearwater or Indian Rocks, Florida.

- Increased sense of diversity and inclusion.
- Infrastructure, traffic maintenance to adjust for current growth
- Intersection at Farmville & N. College. Very dangerous!
- It is great!!
- Job/career opportunities for the 20 to 40-year-old crowd. If young people want to have a professional career, they have to leave Auburn.
- Keep roadways clear of trash.
- Keeping the downtown core as charming as it once was. I have been opposed to the construction of large student housing complexes in the downtown area, especially since AU enrollment is stable. The congestion downtown is increasingly difficult, discouraging local non-student residents from visiting shops and restaurants downtown.
- Lack of traffic law enforcement
- Larger or more Facilities for Youth Parks and Rec activities. ESPECIALLY for GIRLS
- Less giant apartment building construction
- Less high-rise apartments/student housing.
- Less multi family/ student condos downtown. they are ugly
- Less multi-bedroom apartment complexes in downtown area
- Less new residential buildings, such as apartments and high rise buildings being placed downtown. The majority of Auburn residents are extremely dissatisfied with the way the city is approving buildings downtown. It has become so inconvenient to even go downtown. We attempted to eat one night in the winter downtown and after driving around for 30 minutes, could not find anywhere to park and ended up going to Opelika. I do not understand why the city of Auburn is not trying to preserve what us residents and Auburn alum love so much about the town, the small town feeling. Now many of us are being forced to patron downtown Opelika and stay out of the downtown parts of Auburn due to the lack of parking and constant building of new apartments.
- Less towing/more
- Less traffic/more parking
- Long term planning for water needs.
- Loud noise in neighborhoods at night
- Loud, aggressive traffic on E Samford between Dean and E. University Dr
- Love auburn want us to keep small town feel
- Maintain the quality of the VILLAGE atmosphere in the down town area; high rise retail/student housing are not in the character of the Loveliest Village of the Plains.
- Maintenance of dog parks (town creek)
- MAKE AUBURN A BIKE FRIENDLY CITY
- Make it more a city and less an appendix to the university.
- Make it more for family living!!!!
- Make more activities for everyone; not just bars.
- Make recycling more accessible especially to have recycling downtown
- Make roadways safe for full time residents. Do not feel safe when walking, biking, or driving.
- Make the mall nicer
- MAKE THE SIDEWALK BETTER FOR JOGGING WITH A JOGGING STROLLER
- Making it truly bike friendly.
- Manage traffic on College St. Plant more trees, recycling, less plastic
- Management of the extreme fluctuations in traffic flow. My oh my what a waste to sit at traffic lights half the time that there is no traffic coming in any direction. The number of times this happens is significant. Yes, we have the opposite situation at some other times, but waste is waste.



- Mass transportation
- MORATORIUM ON BLDG APTS FOR STUDENT HOUSING
- More activities for young adults/new professionals.
- More advanced medical care
- More and improved parks with walking trails.
- MORE AND WIDER BIKE LANES
- More areas for outdoor activities for adults
- More available downtown parking and easier parking options.
- More bike lanes
- MORE BIKE LANES AT PERIMETER/MAJOR STREETS
- More bike lanes that are safe & clean, & traffic codes enforced
- More bike lanes, red light cameras, recycling presence
- More bike/pedestrian friendly.
- More City wide events for the community
- More cultural resources that could be assessed downtown
- More development of entertainment enterprises (dining, amusement parks, bars, etc.) instead of housing. Nothing much fun to do if you don't have kids and aren't in school.
- More dining options.
- More diversity in dining
- More diversity.
- More downtown events that take place after football season is over.
- More downtown shopping/food options. Stop the towing monopoly.
- More family attractions
- More family oriented, less college/party oriented
- MORE FAMILY PLACES TO GO FOR EXAMPLE HANDS ON LEARNING STATIONS FOR KIDS, SPLASH PAD IN AUBURN NO OPELIKA
- MORE FINANCIAL, LOGISTICAL SUPPORT FOR PERFORMING ARTS
- More green space without emphasis on sports
- More high quality playing fields for fast growing team youth sports like Lacrosse. There are not enough playing fields and there should be more sharing of field space amongst youth sports: ex: use some of the soccer fields for lacrosse would be a great help. A great example of sharing is Duck Samford Stadium which is used by football, soccer, AND lacrosse. Such sharing should be implemented for all the fields and new fields made available!
- MORE INCLUSIVE FOR PEOPLE OF DIFFERENT ETHNICITY AND SEXUAL ORIENTATION
- More involvement from public on town decisions & information
- More jobs for specialized fields
- More kid friendly parks throughout the city
- More kid-friendly establishments like a Chuck-e-Cheese.
- MORE LIGHTING AROUND CROSSWALKS, VERY DIFFICULT TO SEE PEDESTRIANS
- More much more performing arts opportunities, concerts, plays, etc. Also, utilizing modern design techniques to encourage mixed use communities and reduce auto traffic, especially down town. Focus on high quality restaurants and a variety of shopping opportunities down town.
- More open and honest communication from the City Manager's office, the mayor, and the city council. More willingness to involve local citizens in major decisions about the city's future.
- More opportunities to interact with city business
- More outdoor events - i.e. concerts, festivals.
- More parking downtown

- More parking downtown
- More parking downtown.
- More parking downtown. Although it has improved...
- More parking, more sidewalks
- More parks and walking trails for families
- More parks with more features play equipment, splash pad, dog parks
- More places to eat and park
- More police presence to enforce speeding laws on high pedestrian roads
- More professional job opportunities
- More public parking for the downtown area.
- More public playgrounds/city pools or aquatic center.
- More public swimming pool information
- MORE RECREATIONAL/ENTERTAINMENT OPTIONS FOR YOUNG ADULTS/POST GRADS
- More redevelopment, less development
- More residential apts for families to rent
- More responsive to the presence of people in vulnerable populations (People of color, LGBTQ, non-Christian faiths, poverty, etc.) and more helpful to them.
- More restaurants and kid friendly events
- More retail
- MORE RETAIL BUSINESS
- More retirement programs for seniors with available space and transportation to get out of town events. Need use of a gym with a walking trail and swimming pool
- More sidewalks for pedestrians (continuation along Wire Rd.)
- More sidewalks in residential areas.
- More sidewalks/walking trails.
- More single family homes
- More stores, activities and affordable housing for the more mature citizens of Auburn.
- More upscale restaurants
- More walkable downtown and surrounding neighborhood
- MOSQUITO CONTROL
- Need an indoor recreation facility w/pool/workout equipment etc
- Need for a mass transit system
- Need many more traffic turn signals, especially outside of downtown!
- Need more lights/streets/dark in many areas of auburn
- New pavement for conrey dr and conrey cir
- Nicer people and response from Environmental Control director and office personnel. They are all useless regarding mosquito control and communication.
- No more apartment/condo complexes. Leave downtown alone!
- No more condo/apartment buildings in downtown
- No more darn apartments!
- No more tall buildings and apartments, overcrowding and eyesore
- NOISE FROM TRAIN ALONG THE RAIL.
- Not having to pay Auburn tax for working in Auburn. This is so unfair, especially to lower income people. That \$1.00 or so could go a long ways. That's \$22.00 a month.
- NOT SO MUCH DOWNTOWN APARTMENTS AND TRAFFIC
- Nothing to improve at this time. Would like to see a Burlington and Shoney's in the future.
- Number of large buildings downtown is too many. also fix stop lights to assist traffic flow

- Offer something new and different... something unique which will stimulate the home town crowd, but will also help tourism to Auburn Alabama... War Eagle!!!!
- ONE is tough to answer. I guess I would look closely at how we can limit the number of apartment complexes going up in the future. I don't suspect you can change the zoning once someone owns the property, but we need to be looking at the future and planning down the road. Part of our problem now is poor planning 20 plus years ago. Look at South College Street and the now of apartments, duplexes etc. in place. It is an issue, and we need to do all we can to minimize residents who are receiving quality services and high caliber education and not helping foot the bill. We will become watered down in education and services. It is happening right before our eyes. And greed has caused it. So, managing growth is ONE, but a close second is parks and recs. Fields and management. Not very well done. Sorry for being so brutally honest on these two subjects. Our city has a lot of wonderful people and great things happening.
- Online registration for parks and rec activities
- Opelika rd
- Opelika Road between Dean & University.
- Opelika Road business front.
- Opelika Road; using the abandoned or underutilized buildings.
- Opelika Rd
- Our water pressure is way too high and everyone on this side of town knows it. The water works also knows it, however they never truly fix the problem. I'm about to replace the pressure reducing valve on my house for the 3rd time in 3 years. I've already spent over \$500 fixing plumbing issues related due to the high pressure. I asked the water works to split the cost with me this time as they did for my neighbor across the street several years ago. The answer was no. At this time, I know of 8 other neighbors who are experiencing the same issues. Some of their damage has been extensive and claims filed on their homeowners insurance. If you help pay for your repeated mistakes for 1 customer who lives in the same neighborhood, you should be willing to do that for all of us who are experiencing the same issue. Ridiculous!!
- OVERALL APPEARANCE ON APPROACHES, SIGNAGE BILLBOARDS
- Over-development
- Park and recreation online registration.
- PARKING
- Parking
- Parking
- PARKING
- Parking
- Parking
- Parking
- Parking
- PARKING
- Parking and accessibility to downtown. As a local Auburn resident I can't utilize downtown shops and restaurants because I can't park anywhere.
- PARKING AVAILABILITY
- PARKING DOWNTOWN
- Parking downtown
- PARKING DOWNTOWN AND ROADS (Opelika, Dean, Magnolia etc)
- Parking downtown.
- Parking downtown.
- Parking downtown.
- Parking downtown. I avoid shopping /eating downtown because of it

- Parking downtown. New businesses go in with inadequate or no parking.
- Parking downtown/general renovations to older homes - losing the AU charm with more apartments going up and demolishing historic homes.
- Parking in downtown
- Parking in downtown - it is awful.
- Parking in downtown. It is awful! The city does not give a \_\_\_ about the town's people and their availability to shop downtown. I quit shopping downtown because I can never find a parking space.
- Parking options in downtown
- Parking situation downtown Auburn
- Parking situation downtown, not enough available.
- Parking- students driving on phones
- PARKING UNAVAILABILITY
- PARKING WE NEED DOWNTOWN VALET
- Parking!
- PARKING!
- Parking, recycling
- PARKING, TRAFFIC
- PARKS & REC PERFORMANCE CENTER
- Parks and rec facility upgrades!! New facilities.
- Pedestrian and bike accessibility
- Pick up trash along roadside!!! Longleaf area, behind Wendy's.
- Planning Commission assistance
- Planning has become an expensive barrier to development of private property.
- Planning. Stop building apartments everywhere.
- PLEASE ADD A TODDLER PLAYGROUND WITH FOAM FLOORING
- Please improve motor vehicle traffic flow and parking downtown.
- Please remove the extra sewage charge for increased water usage.
- POLICE IN THIS TOWN ARE CROOKED AND EVERYONE KNOWS IT. I WORK WITH POLICE DEPTS AS PART OF MY JOB AND THE AUBURN POLICE DEPT IS THE WORST I HAVE EVER WORKED WITH. VERY RUDE PEOPLE
- Police need to have resources to deal with juveniles.
- Police patrol
- POLICE VISIBILITY IN NEIGHBORHOOD
- Possible crosswalk at the art museum to the other side of college
- Preschool level outdoor and indoor parks and play areas , more bike lane connections.
- Preservation and careful planning of green space
- Preservation of auburn downtown
- Preservation of historic and older structures and neighborhoods
- Preserving some of the older historical buildings instead of removing them to put up commercial properties like CVS.
- Programming should consider two working parents families. Many event / programs are during working hours or right after and make it difficult for families who do not have someone staying at home or who can hire a nanny for children to attend events in timely fashion. Often means you have great programs we cannot take advantage of.
- PROHIBIT DOGS FROM WALKING TRAILS
- Provide adequate funding to address growth issues.
- Provide more things for children and teens to do.

- Provide recycle bins at curbside and take more products.
- Public safety.
- Quality of city communication/website/open line/etc.
- Quality of high school education
- Quality of Recreational Programs
- Quality of youth rec programs/facilities. More professional organization. The city needs much higher quality of fields for softball. This is our first year around these fields and they are a complete embarrassment. They also need to have an Opening Day and games on weekends. There needs to be a concession stand open and you need to encourage restaurants to invest in the area around the soccer complex.
- Quit annexing so much! You are ruining our schools and community!
- QUIT BLDG HIGH RISES
- Quit thinking that this is a small town and treating it as such. Let there be progress, and stop trying to keep this village mind set. We should be happy that so many people are moving here and there is opportunity. I cannot believe people are still arguing over building height! Where else are people/residences/businesses to build except up? This is a good problem to have that most cities would love to deal with. Need more events for young professionals. It seems like ALL activities are for the college students or families.
- Rapid downtown development, leaving existing residential properties underutilized
- Rate of traffic flow
- Recycling
- Recycling is very poor. Lived in another college town and did not have to separate everything. Most everything was accepted. Only separated paper from cans, bottles, etc.
- Recycling program
- Recycling/shredding personal data
- Reduce taxes
- REDUCE THE APARTMENT DEVELOPMENT
- Reduce the number of condos taking up space downtown that could be filled with business.
- Reduce the rate of rise in city services cost.
- Regulate height of building requirements within city limits of Auburn and provide more true bike lanes on major streets within the city limits. Have stricter requirements for all businesses on Auburn-Opelika Road and South College (color of buildings, maintenance, approved architectural plans, signage, landscaping, etc.) Both areas are an eye sore. Have a stricter ordinance for cutting trees when building new housing or business developments. Mowing down every tree to build a subdivision for ease of construction is very short sighted. Builders should not be allowed to do this just for convenience.
- Regulation of the speed of residential development (subdivisions). I am afraid the population growth is less than the number of houses built, resulting in lower real estate price of current houses.
- Remove the greed factor on planning commission and city council.
- Remove the Mike Hubbard Blvd. signs and rename the street after someone who ISN'T a convicted felon! That street is a complete embarrassment to the city and I've heard countless complaints about it. And nothing's been done because Bill Ham is a Mike Hubbard lapdog and doesn't have the guts to make the change. This street name is a HUGE black mark against the city and makes the city a laughing stock. There's absolutely NO reason why this street name hasn't been changed other than the cowardice of Bill Ham!
- Remove turning lane at four way stops!!!!!!!!!!
- Remove unused or abandoned shops or buildings, for example corner of Gay St & Opelika Rd, and plant grass until developed in some other way.

- Remove what appears to be the political or politics behind decisions.
- Repair the road
- Repair the streets in neighborhoods. Placing tar in the cracks is a great idea. But eventually the streets need more attention. Also, the patches are not well done.
- Replace the good 'ole boy city council members with people who will represent the citizens instead of developers and special interests.
- Restrict out of control building of apartments.
- Retain the classic Southern town appearance. Auburn is/has become indistinguishable from any other metro/college/generic town. The distinguishing features and buildings outside of the University have almost disappeared.
- ROAD CONSTRUCTION TAKES WAY TOO LONG
- Roads
- Roads
- Roads
- Roads
- ROADWAYS AND TURN LANES
- Rush hour traffic
- S. College traffic.
- SAFETY AND CLEANLINESS ARE A TIE
- Safety. Auburn is safe and the police go a great job, they work very hard. But as Auburn grows it will require more police. Police presence throughout neighborhoods should be increased. Auburn is a great city. Keep up the good work!
- Satisfied with everything
- Save our trees. Auburn does not need improvement.
- School and safety
- School buses equipped with seatbelts asap.
- Select the best new city manager
- Shelton Park entrance sign looks terrible. Lots of traffic passes it each day on east university. Add it to your list of updating improvements.
- SIDEWALKS
- Sidewalks on Opelika Rd. University to Gay
- Signs (streets) attached to some stop signs do not look nice, always crooked
- Single stream curbside recycling
- Slow down building, student rentals downtown
- Slow down desire to grow Auburn so large. Improve what we have and remain The Loveliest Village on the Plains.
- Slow down growth to not outpace the infrastructure and maintain the small town feel.
- Slow Down The Development. Auburn doesn't look like Auburn anymore. Listen to All people...not the select few.
- Slow down the growth so schools and roads/traffic can keep up and too many homes on too little property in new neighborhoods.
- Slow down traffic.
- Slow growth (of) tall buildings.
- SLOW GROWTH, STOP HIGH RISE BLDGS, STOOP REZONING PROPERTY.ANNEXING LAND, STOP RECRUITING BUSINESS
- Smart growth
- Speeding in residential areas is a huge problem.
- Stopping people from keeping dogs outside at night if they bark a lot

- Start resurfacing my street, and others need resurfacing badly.
- Stop adding tall apartments in and near downtown
- Stop all the new apts downtown, need affordable senior housing
- Stop bowing to developers and ruining the character of Auburn.
- Stop building apartments
- Stop building apartments
- Stop building apartments downtown!!! You are ruining it!
- STOP building chain businesses and building more apartments that are too expensive, with only students in mind! STOP cluttering Auburn! keep the good, positive, small time feel! KEEP AUBURN...AUBURN!!!!!!
- Stop building new student housing, because the old housing becomes low-income which allows an influx of crime into our city! There are a lot of not so good people that would love to be here and that is their ticket into our community. Love people, hate crime!
- Stop building ridiculous buildings that are ruining downtown and further contributing to the lack of parking. Keep auburn lovely and focus on making downtown work with more parking. Opelika is doing a much better job with their downtown atmosphere...they don't allow chain restaurants.
- Stop building so many 65-75 foot buildings - Restore historic homes, property instead of tearing them down - We need to leave more green space - We have enough apartments, etc. for students - I had to walk long distances to classes when I was an AU student and believe the few students without cars can walk also.
- Stop building so much multi-family housing close to downtown! It is not needed.
- Stop building the apartments and high rise buildings and keep the town simple like it used to be!!!
- Stop building these high density apartments as they are going to cause traffic problems and are being built with students in mind. We need more houses scaled to families. These buildings are not aesthetically pleasing as well.
- Stop building totally ugly, too tall, big buildings for student housing which block out the sun & are jammed into too small spaces & have turned Auburn into an ugly, cramped place. STOP building apartment complexes especially in downtown!!! Disgusting!
- Stop building without creating roads and jobs
- Stop catering so much to students
- Stop changing downtown. Big buildings could go elsewhere.
- Stop construction of tall apt buildings.
- Stop development of tall buildings downtown.
- Stop development no more downtown high rise apartments!
- Stop expanding the city limits
- Stop growth/development of massive apartment/condos. Revitalize current ones instead of changing them to Section 8.
- Stop high rise construction
- Stop letting cheap looking dollar generals, dollar trees begin built almost every 2 miles. We have enough
- Stop letting out of state developers come in here and throw up all these apartment buildings, which are going to lead to ridiculous amounts of traffic in a town NOT BUILT for that level of traffic. This is a DISGRACE and you folks should be ashamed of yourselves for letting our beautiful small town grow in such unattractive ways.
- STOP RECKLESS AND DISTRACTED DRIVERS
- Stop the destruction of our downtown. Large multi unit complexes are not necessary! They are so monstrous that they actually block out satellite radio signals. Opelika is looking good to a lot of long time residents!

- Stop the apartment buildings been built downtown. The loveliness of the village is being destroyed by developers that don't understand the village feel.
- Stop the downtown madness. Too many apartments.
- Stop the rise building we don't need all the new apartment building, stop tearing down older homes, help update them
- Stop the speeding drivers! Annalue Drive is a 50 to 60 mph raceway. The police have posted patrol cars but it does not seem to work. Add stop lights or traffic cameras outdo something to stop the speeder from roaring down this straight road. It is not supposed to be a drag strip. Make it a permanent speed trap. By doing so you will increase the amount a revenue for the City. Enforce the traffic law for only turning right out of the north entrance/exit at the Post Office. The recently constructed traffic island is greatly appreciated. However you have editor that still attempt to make what is a U-Turn around the new island in order to head west on Opelika Road. Yes they are stupid drivers so either extend the traffic island eastward or start ticketing the heck out of the reckless violators. Have the Police increase giving tickets to drivers, mainly young women drivers, who text while driving. This is a no brainer....but the fact is, this continues and it is a wonder we do not have more accidents in Auburn. So my one thing is to have the police enforce the traffic laws established for the City of Auburn. No mercy. Do this!
- Stop with annexing so much into Auburn, and stop huge apartments being built, causing too much growth!
- Street lights and/or reflectors along University/Shug Jordan.
- Street parking
- **STREETS AND SIDEWALKS SHOULD BE WIDER**
- Strongly consider Holding back on the incur number of small lot/minimum setback subdivisions due to their impact on the demand for city services and the impact on city schools Agreed everyone cannot afford nor needs a big lot but high density housing puts a strain on all aspects of city responsibilities.
- Summer programs for children.
- Syncing traffic lights for better flow.
- Tall weeds/enforcement of lawn care and RV parking in yards.
- Televising the city council, planning commission, school board, and BZA meetings on the public access/city's TV channel. This would be a huge step toward a more informed citizenry!!! Sometimes it is hard to attend meetings and the ability to watch live or replayed would be awesome!!!! Pretty please?!
- Tell the police department to stop harassing people.
- That the city center would not have any more residential dwellings adding to traffic and not bringing in more interesting retail, bookstores, art, food and coffee shops
- The amount of summer programs available for children. Camp K is wonderful but not enough slots for the need
- The city and school system should stop making unnecessary large land purchases for schools and park & rec facilities. The city and school board already own enough land in good locations to build the necessary facilities.
- The City Leadership as a whole. Remove decade long occupied seat holders and hire new blood for newer fresh ideas. Complacency as set in and Opelika is now kicking our ass!
- The city needs something for kids beside parks. We need to look into a small children's museum like CHOM in Tuscaloosa. We have a lot of tax money with athletics and our city could support this. Put it in the old JC Penny building when it closes. It will be taking care of an abandoned property. We also need a splash pad. Something simple, not like the Sports Plex. Free or \$1 admission. Rural towns have this why can't auburn?
- The City of Auburn website



- The city roads
- The city should be more open to the arts & encourage interest in more than athletics.
- The communication with the public. I didn't know about the newsletter mentioned above and am interested in understanding more about the city and its politics.
- The corrupt Police Department.
- The development of downtown would focus on maintenance and not overgrown apartments and condos
- The dilapidated housing on Martin Luther king
- The high school academics. Get rid of the block schedule.
- The horrible condos downtown.
- The Mayor and the City Council need to listen to the residents and take appropriate action.
- The streets are embarrassing!! The road in front of AJHS today might as well been dirt it is so horrible!!
- THE STREETS AROUND SCHOOLS ON SEMFORD AND WRIGHTS MILL RD AT STILL IN BAD, BAD SHAPE, NO SHOCKS IN THE WORLD HELP THE RUTS
- The traffic and parking space really hard to improve
- The traffic in concentrated areas flow during big events
- The traffic is a significant problem.
- THE UNSAFE DRIVERS WHO JEPORDIZE MY LIFE EVERY TIME I LEAVE MY APT
- There are a number of bicycle lanes through out the city, enforcement of Bicycle laws to stop at stop signs and not ride in the middle of Sugg-Jordan parkway at 5 am would be helpful .
- THERE ARE LOT OF SUSPICIOUS PEOPLE THAT ROAM N DONAHUE
- There is often need to dispose of extra trash bags. It really makes no sense that extra trash bags will not be collected unless it is a holiday or special occasion.
- This is a hard one for our family to answer as we are, for the most part, very satisfied with the City of Auburn's services. I would say the one thing, and this may be trivial to some, that I have been disappointed in is the food in the school. Our son attends elementary school and everything about the school experience has been great so far, the teachers, the programs, the progress of his learning have been outstanding. Except the food. I have been to lunch with him and got the school lunch for myself, I could not eat it and I am one who is not too picky when it comes to food. He begs me not to have him eat the school lunch but to make him a sandwich to take and I can't say I blame him. The City prides itself on its school system but the lunchroom does not reflect the same amount of effort and care that is put into all other areas of the school. I know there are numerous factors that go into providing food for students: government requirements, budgetary constraints, staffing, time for preparation and clean-up, and the task of moving that many children through there in the allotted time. With that being said I believe if the same amount of care is put into what we feed our children as we put into teaching them it would truly round out the Auburn City School system.
- To improve the city council's understanding of the community planning and zoning process so they would mere consistency in their decisions. Even so, Auburn is the only city in Alabama in which I would live.
- TO NETWORK WITH THE COMMUNITY MORE
- Too many old apartments going Section 8
- Too much large residential construction downtown
- Town creek Park Dog park maintenance
- TRAFFIC
- Traffic
- Traffic
- Traffic

- Traffic
- Traffic
- Traffic
- TRAFFIC AND OVER DEVELOPMENT
- Traffic congestion
- TRAFFIC CONGESTION
- Traffic congestion downtown. Going from west side to east side via Glenn Ave is noticeably slower now.
- Traffic congestion near au
- Traffic congestion/limited parking downtown
- Traffic control.
- Traffic flow
- Traffic flow
- Traffic flow
- Traffic flow
- Traffic flow
- TRAFFIC flow!!!!
- Traffic flow around town.
- Traffic flow between Bragg Ave and Samford
- Traffic flow in the mornings & especially in the evenings
- Traffic flow inconsistent by timing of traffic lights
- Traffic flow left turn signals
- Traffic flow near downtown
- TRAFFIC FLOW ON SAMFORD AVE AND GLENN AVE
- Traffic flow. Real recycle system
- Traffic flow, example ; right turn lane at Hamilton to moores mill rd.
- Traffic flow, repair /widen intersections
- Traffic flow/parking downtown
- Traffic in downtown in a.m. and after 5 p.m.
- Traffic infrastructure
- Traffic issues.
- Traffic light time management
- Traffic signs! Like turning lanes etc.. Not just painted on street. Need actual signs
- Traffic through city central, where are the bike paths?
- TRAFFIC TOO MANY NEW MASSIVE APARTMENTS BUILDINGS IS LOSING QUAINTNSS OF CITY
- Traffic!
- Traffic/congestion - the city has grown too much for the roadways to manage
- Traffic/parking infrastructure. The city of Auburn is growing (for good reason), but the parking and streets are not improving with it.
- TRANSPARENCY IN CITY GOVT
- Transparency in the planning and city code modifications related to the building of new student housing.
- Transparency of operations
- Transportation for those without vehicles to get to work
- Transportation system, free summer programs, free summer concerts R&B, jazz, pop. gospel, country like Columbus & Phoenix City spring break), free twice-a-month movie in park night for family, education job training (for) high school students

- Trash/getting rid of old abandoned properties etc
- Traveling
- Traveling and shopping downtown with small locally owned businesses
- TRY TO NOT ALLOW TOO FAST GROWTH, NOT SURE HOW THOUGH
- TURN LANES ON BYPASS
- Uncontrolled growth!
- Unrestrained development.
- Update streets and appearance along Hwy 14 so it feels like a part of Auburn rather than the county.
- Very efficient in response to inquiries
- Very hard to narrow it down to one item, but I would improve the quality and diversity of retail and commercial shopping. Very lacking, and because of that you as the city are losing out on a large portion of money. Accessibility of baseball fields is a problem for families who want to practice on their own (apologize for being more than one, but couldn't leave off the ball fields).
- Vote out the leadership that continues to allow unnecessary building of multi unit housing. City Leadership gives appearance of collusion with Auburn Bank, and these out of town developers.
- Walkability/bikeability particularly between sister schools
- Walking campus for students
- Wasting far too much time at red lights!!
- WATER QUALITY IT MAY TEST AS DRINKABLE BUT IT GROWS MOLD QUICKLY IN TOLIETS AND SINKS AND TUBS, PLEASE ADDRESS THIS ISSUE
- Water service
- Water too high.
- We absolutely do NOT need any more apartment buildings or banks in Auburn. On one stretch of about 1/4 mile, there were 4 churches, 3 banks and I don't know how many apartment buildings. How many students are there? Some of the existing (albeit dated) apartment buildings are 1/2 full. Why not encourage or incentivize the owner to 'revitalize' rather than building NEW apartments on additional land. It's gotten ridiculous. While I understand catering to the students/alumnus of AU as a local, there are LESS programs available to us than for the students. How our city is laid out (city planning) is another item. In a nice neighborhood, you'll have a 300K home turn a corner and there's a trailer park or subsidized housing. Is there absolutely any thought that goes behind land development? I've seen and have lived in multiple cities large and small across our nation and this is the most bizarre planning/land development I've ever seen.
- We are trying to become too large of a city. Our roads are a size 14 trying to fit in a size 6, we are busting at the seams. Making it hard on everybody. Too much building going on, think of those that are the backbones of Auburn not just the students.
- We need a recreation facility with an indoor walking trail.
- We need new youth baseball & softball facilities/fields. The city is growing and we are running out of room . Not enough practice fields and not sufficient game fields. Rec Basketball needs facilities.
- We should be able to host baseball and softball youth travel ball tournaments. These bigger tournaments would generate revenue for the city and parks/recs facilities. Especially during the summer months when city businesses are slow. A huge well planned and developed sports fields would be a great addition to Auburn. More funding for and improving Lee county animal shelter. Animal control issues. Supporting low cost spay/neuter programs. The unwanted pet population in Auburn alone is absurd!
- We need the City Council to be respectful of the desires of the citizens of this village to stop development of both residential and rental property at its present galloping pace. College Street, as a major north/south connector no longer functions due to dense population growth downtown.

At this rate, we will need another elementary school and middle school within the next 5 years. Can we afford to continue to grow? If you build it, they will come.

- We probably have enough apartment complexes.
- WHAT DO MY TAXES GO FOR?
- Widen streets instead of building traffic islands at intersections: don't build sidewalks that will seldom be walked on.
- Wider roads downtown.
- WIDER SIDEWALKS ON GAY STREET.
- Work to help maintain home values
- You said one...but I have three. With regards to recycling, we need to move to a multiple-stream curbside pickup system, instead of having to so specifically sort recycling. I believe that it is a barrier to people for recycling. Green glass also needs to be able to be picked up curbside. And bike lanes need to be added to more streets. I would bicycle more instead of driving if I didn't feel as if I were taking my life in my own hands. Which brings me to my last point parking. I end up driving because biking is too dangerous. Consequently I don't patronize downtown establishments very frequently because it's almost impossible to park. I would love to eat downtown regularly. But parking is so frustrating that often my family and I don't go downtown. We eat in. Please add parking, bike lanes, and better recycling services without taking away the character of the town. We're losing that character and beginning to look like just another town. Not Auburn, the Loveliest Village on the Plains.
- Youth football field is not adequate!!