

2006 DirectionFinder® Survey

Findings Report



conducted for

the City of Auburn, Alabama

By

ETC Institute

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March 2006

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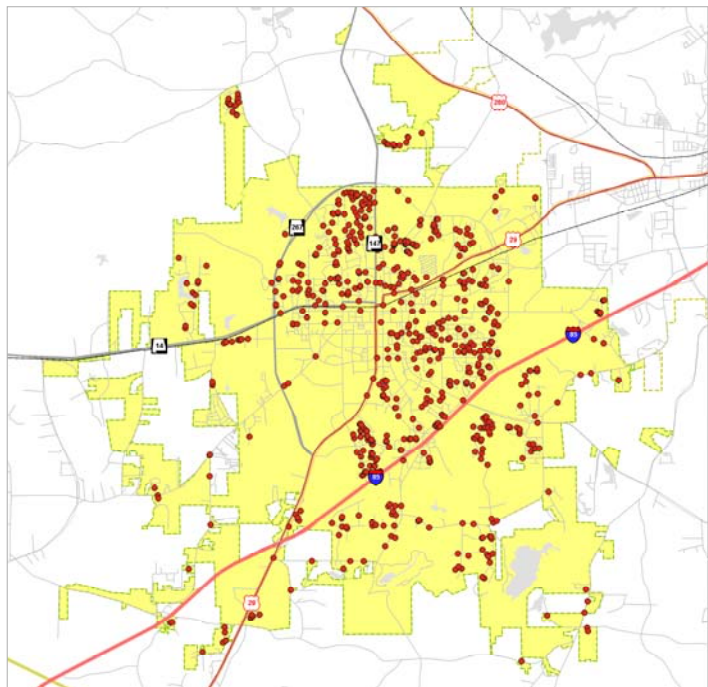
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during the spring of 2006. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The City of Auburn has been administering an annual citizen survey for nearly 20 years.

Resident Survey. A six-page survey was mailed to a random sample of 1,500 households in the City of Auburn. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 402 completed the survey by phone and 339 returned it by mail for a total of 741 completed surveys (49% response rate). The results for the random sample of 741 households have a 95% level of confidence with a precision of at least +/- 3.7%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Auburn with the results from other communities in the *DirectionFinder®* database. Since the number of “don’t know” responses often reflects the

utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.

This report contains:

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

Major Findings

- **Most of the residents surveyed were satisfied with City services.** Ninety percent (90%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City’s public school system, 87% were satisfied with quality of city libraries, 85% were satisfied with the quality of police, fire and ambulance services, and 83% were satisfied with the quality of city parks programs and facilities. The City of Auburn’s parks and recreation system rated in the top 25% of all DirectionFinder® cities in the nation.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Auburn over the next two years were: (1) management of traffic flow in the city and (2) the maintenance of city streets, buildings and facilities. These were also the top priorities in the 2004 and 2005 surveys.
- **Perceptions of the City.** Most (86%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Auburn; only 4% were not satisfied; the remaining 11% gave a neutral rating (total exceeds 100% due to rounding). ***Overall satisfaction with the “value of city taxes and fees” and the “image of the city” rated in the top 25% of all DirectionFinder® cities in the nation.***
- **Public Safety.** Eighty-three percent (83%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection.

Eighty-two percent (82%) of those surveyed were satisfied with the overall quality of police protection. Residents thought the public safety service that should receive the most additional emphasis over the next two years was the enforcement of speed limits in neighborhoods.

- **Utility Services.** Seventy-nine percent (79%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with sanitary sewer services to their home. Seventy-eight percent (78%) of those surveyed were satisfied with the quality of water service to their home. Seventy-eight percent (78%) were satisfied with yardwaste services, and 74% were satisfied with the quality of curbside recycling services. Residents thought the utility services that should receive the most additional emphasis over the next two years were water service and curbside recycling.
- **City Maintenance.** The areas of maintenance that were rated best by residents included: overall satisfaction with the maintenance of city buildings (86%), maintenance of traffic signals (80%), and maintenance of downtown Auburn (80%). Residents were generally least satisfied with the maintenance of city streets and the adequacy of street lighting in the City.
- **Parks and Recreation.** In general, residents were satisfied with parks and recreation facilities. Eighty-four percent (84%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of city parks, 77% were satisfied with the outdoor athletic fields, and 76% were satisfied with the city's youth athletic program. Residents thought the area of parks and recreation that should receive the most additional emphasis over the next two years was improvements to the City's walking and biking trails.
- **City Communications.** Nearly three-fourths (73%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City newsletter, *Open Line* and 66% were satisfied with the availability of information about city programs and services.

Other Findings.

- 80% of the residents surveyed in 2006 had access to the Internet at home. Three-fourths (75%) of those with Internet access at home had high-speed access. In 2005, 80% of those surveyed had Internet access at home, but only 63% had high-speed access.
- 94% of the residents surveyed were satisfied with Auburn as a place to raise children; 94% were satisfied with Auburn as a place to live and 83% were satisfied with Auburn as a place to work.

- 42% of the residents surveyed had called or visited the City with a question or complaint over the past year. Of those who had called or visited the City, 81% found it very or somewhat easy to reach the person they needed to reach; 18% found it difficult. More than three-fourths (79%) of those who had contacted the City thought the department they contacted was responsive to their needs.
- 26% of the residents surveyed thought that Auburn University students had a positive impact on their neighborhood, 18% thought that students had a negative impact, 45% thought they had no impact, and 11% did not have an opinion.
- 62% of the residents surveyed indicated they would be willing to pay an additional \$1 per month on their utility bill to fund stormwater improvements in Auburn; 21% indicated that they would not pay anything, and 17% did not have an opinion.

Conclusions and Recommendations for Action

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

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

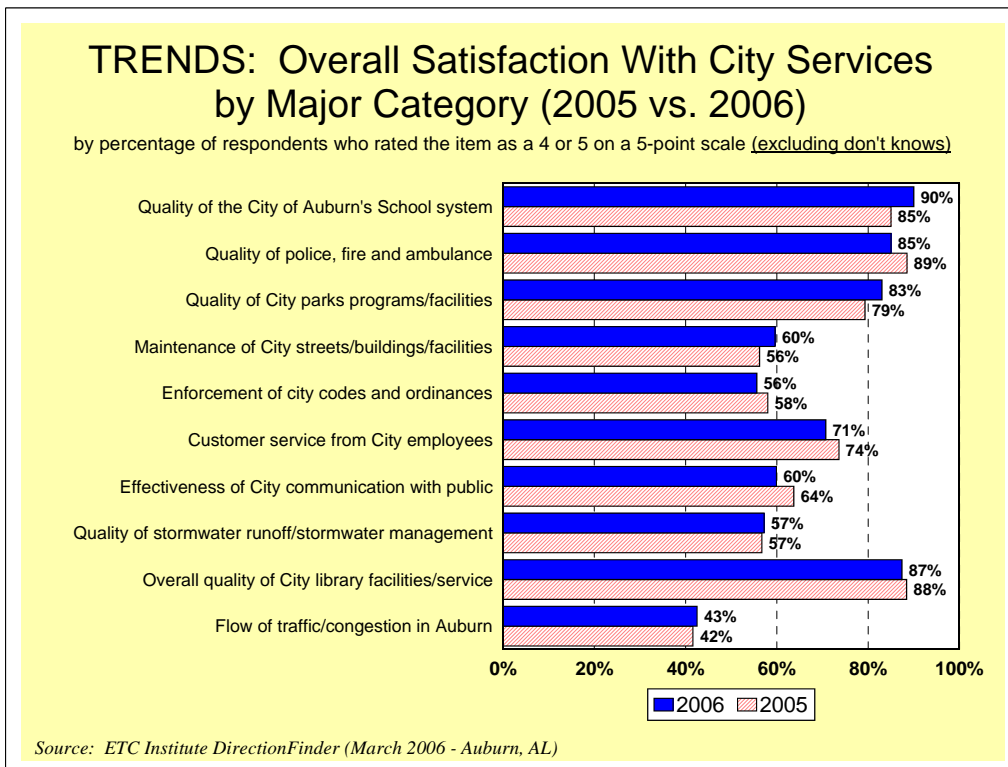
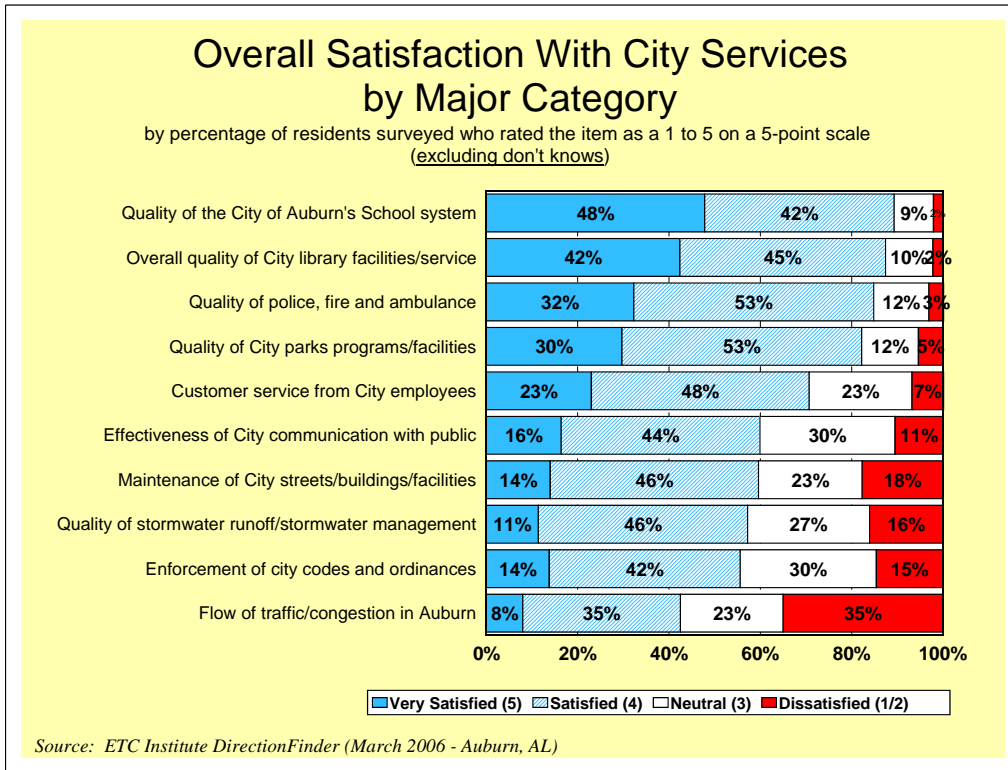
- **The City should continue to place a high priority on improvements to traffic flow and street maintenance.** These issues were identified as "very high" and "high" priorities in the importance-satisfaction rating analysis; both issues were also both located in the bottom right quadrant of the importance-satisfaction matrix. Traffic flow improvements have been the highest rated priority for the past three years.
- **Although overall satisfaction with the City's park system is very high, the City should continue making improvements to the City's walking and biking trail system.** For the third year in row, increasing the number of walking and biking trails in the city was the highest priority among 12 parks and recreation services that were assessed on the survey. Needs for a *community recreation center and additional city parks* were identified as emerging issues based on their location in the bottom right quadrant of the importance-satisfaction matrix.

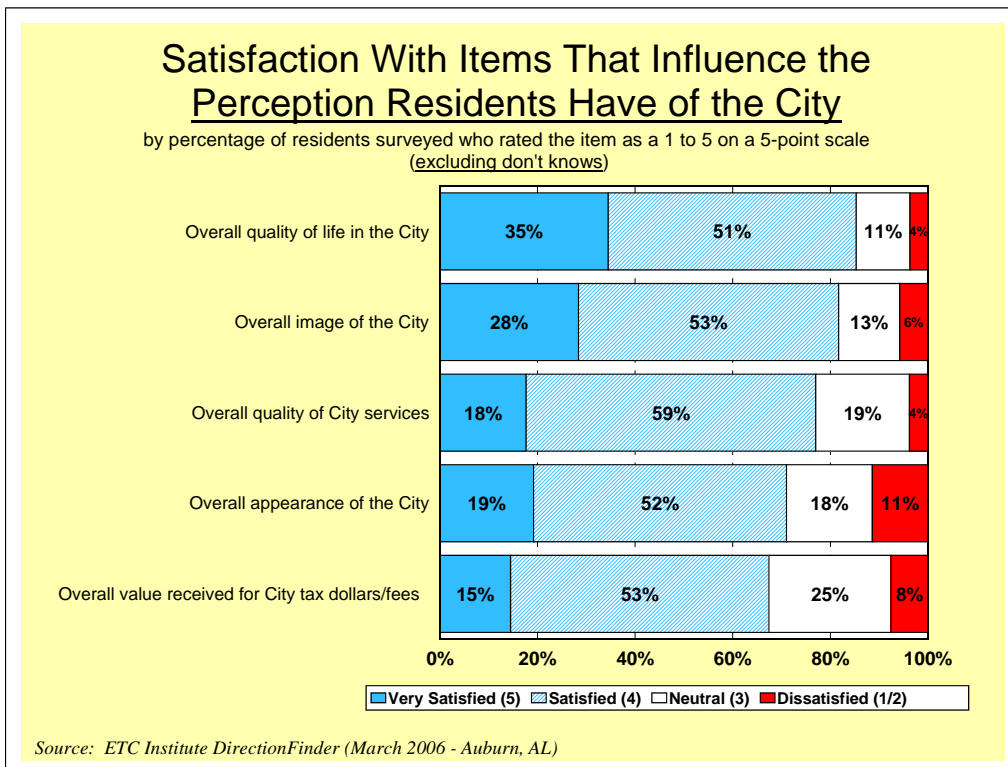
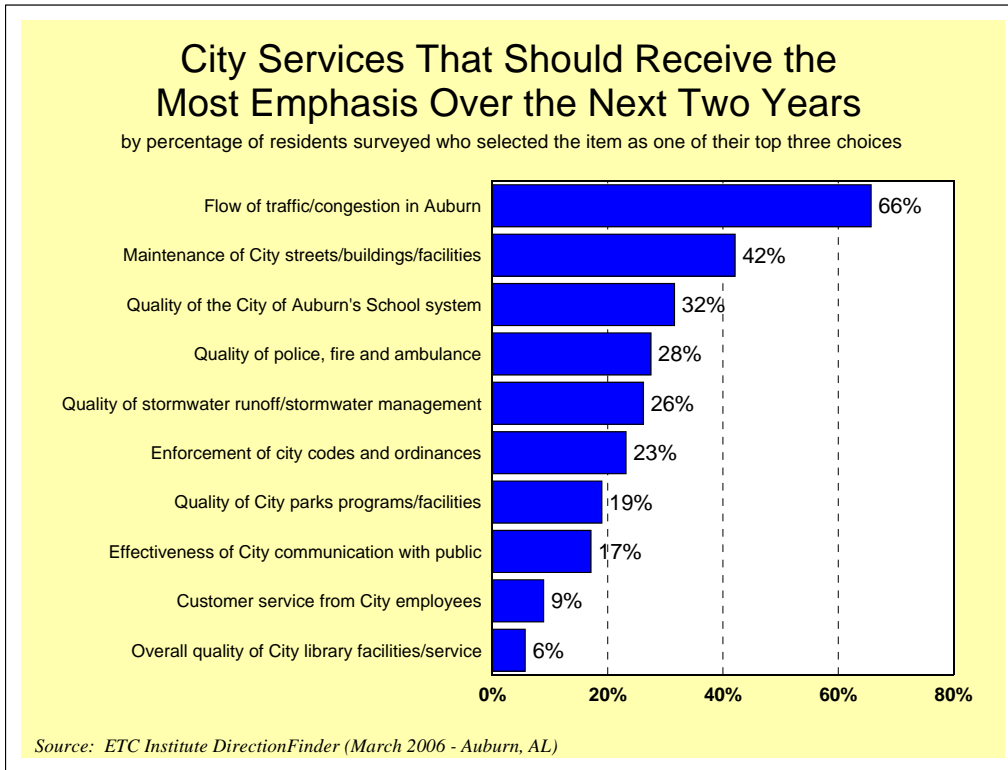
- **The City should increase efforts to stop speeding in neighborhoods.** This was the highest priority among 14 public safety services that were assessed on the survey and the only public safety item that was identified as a “very high” priority in the importance-satisfaction analysis.

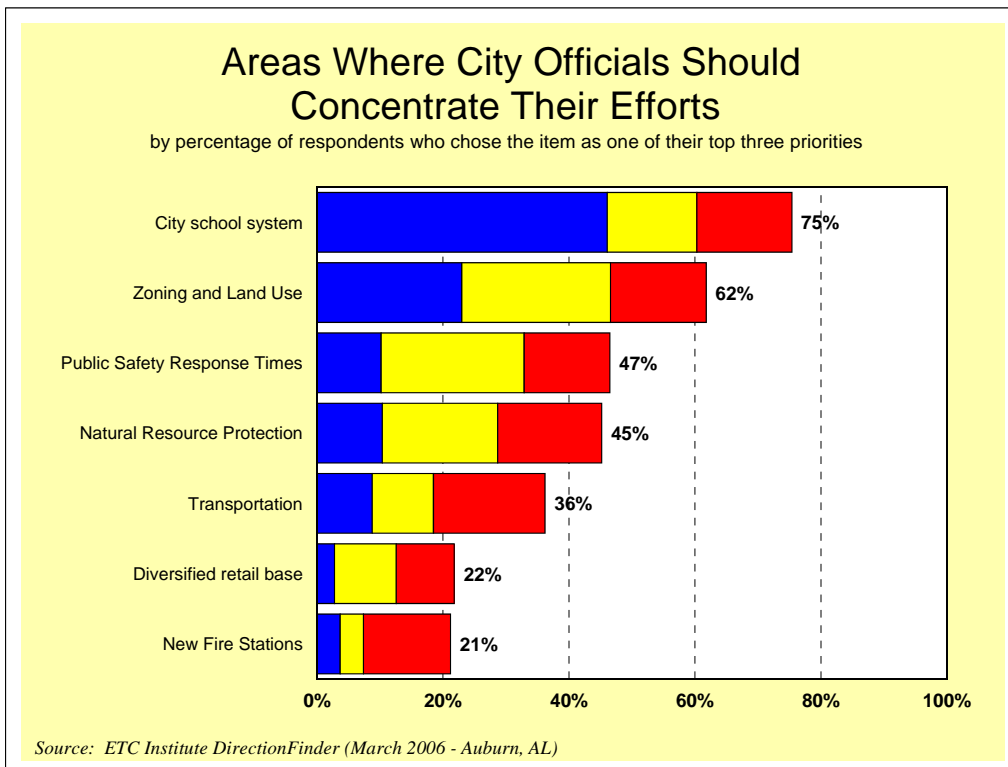
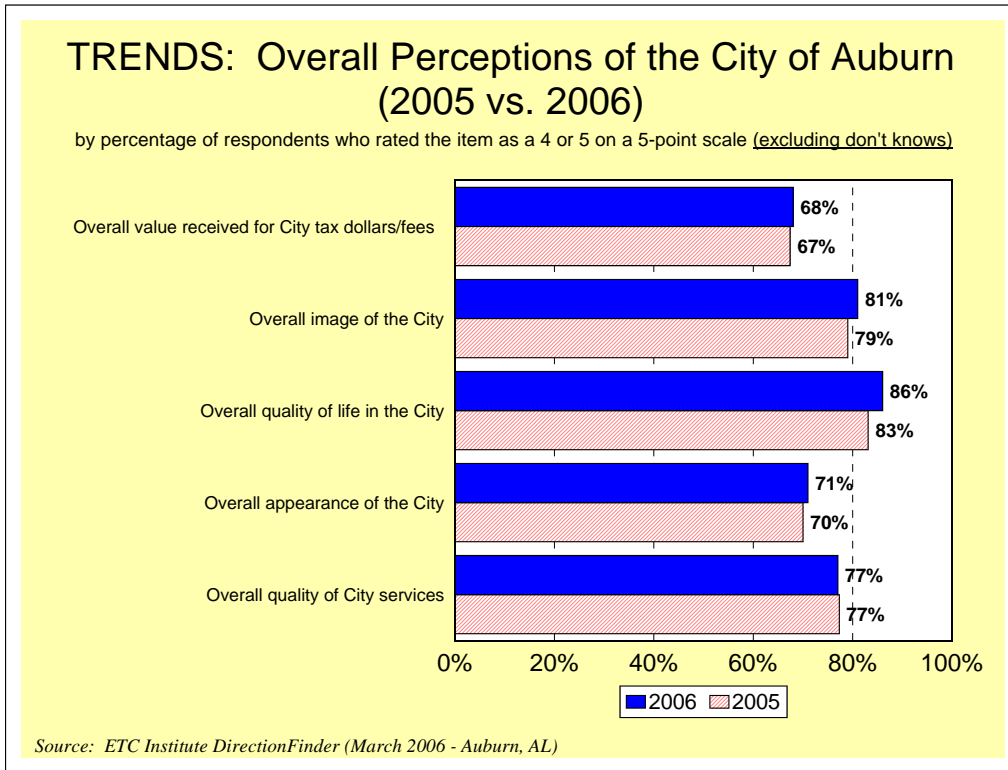
- **The City of Auburn should continue investigating the feasibility of implementing a monthly fee to fund stormwater improvements in the community.** The number of residents surveyed who were willing to pay a small monthly fee to fund stormwater improvements in the city increased from 56% in 2005 to 62% in 2006. Although more people are willing to pay an increase, continued public education will be needed to build widespread support for a new stormwater fee.

- **The City should review street lighting needs.** Overall satisfaction with street lighting in the City has declined by 9% over the past two years from 70% in 2004 to 61% in 2006. Street lighting improvements were the second most important maintenance priority for residents, and the adequacy of street lighting was identified as a “high priority” on the importance satisfaction analysis.

Section 1:
Charts and Graphs





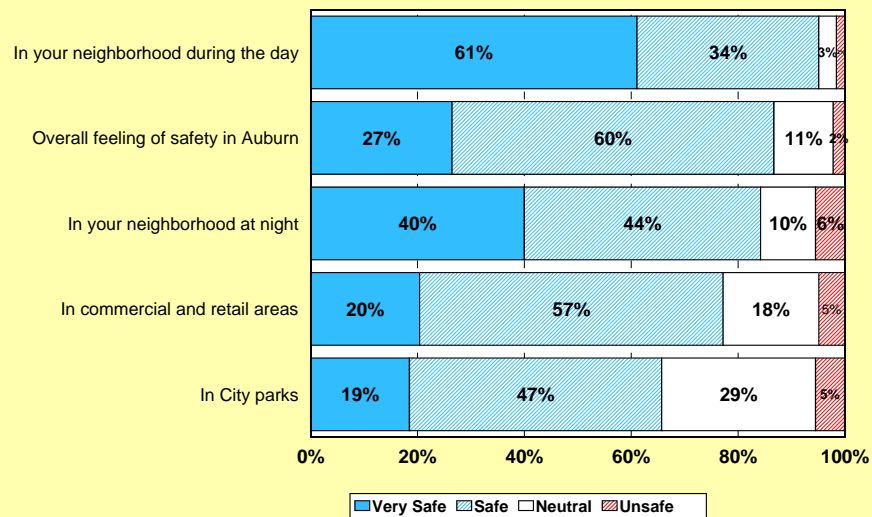


PUBLIC SAFETY

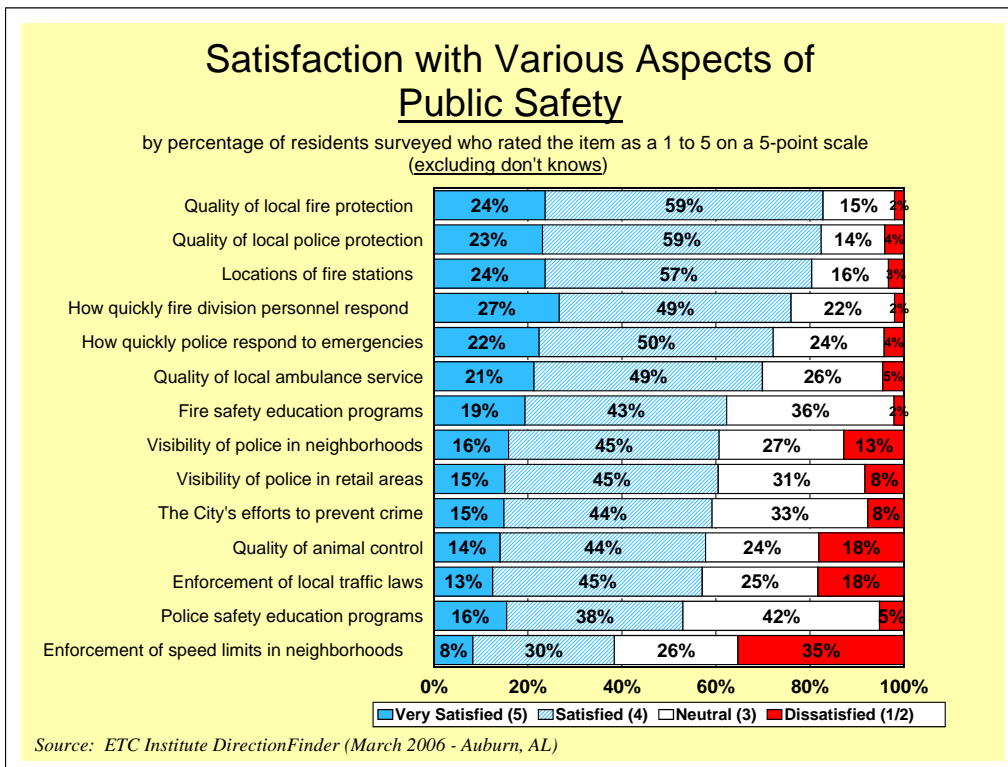
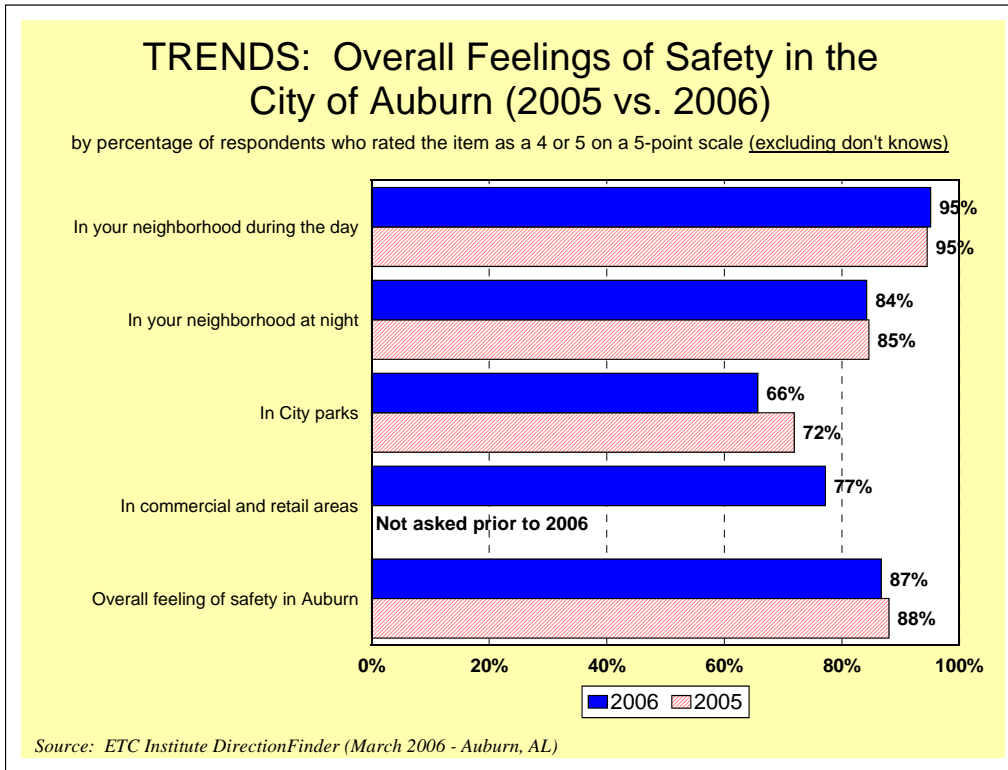
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

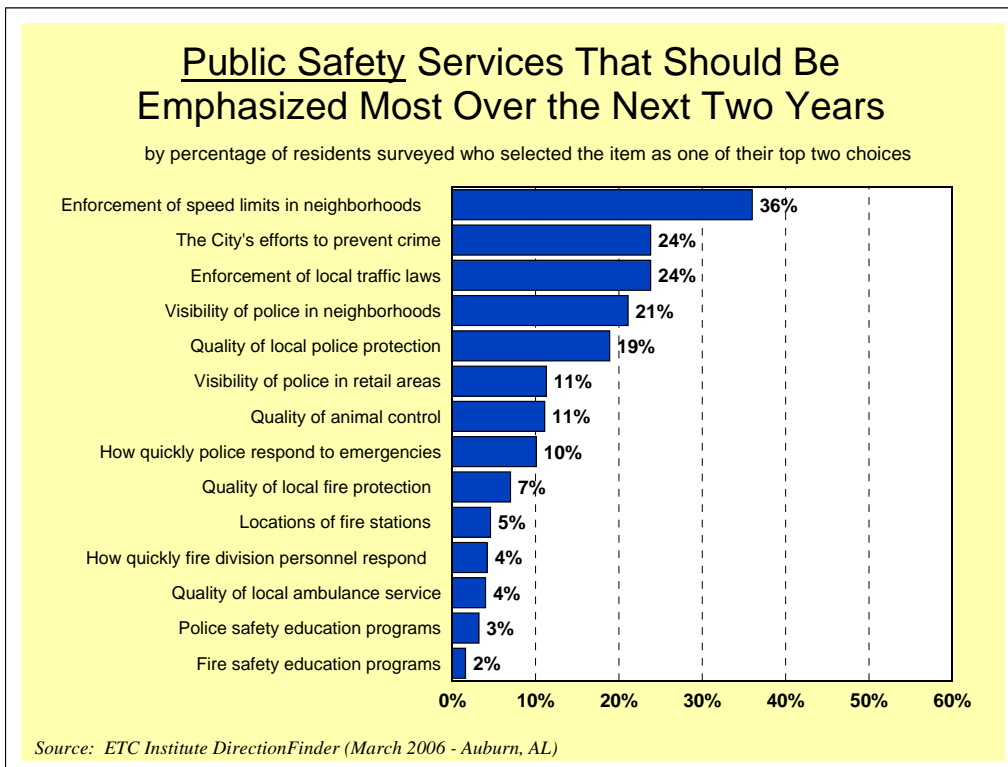
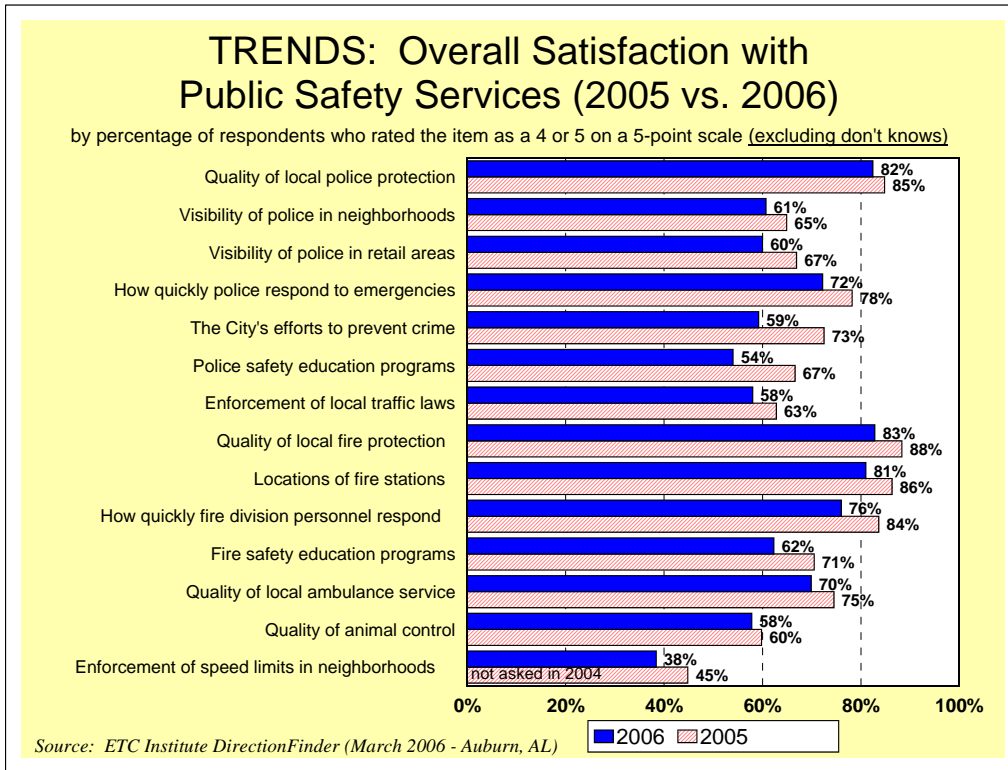
Feelings of Safety in Auburn

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 DirectionFinder (March 2006 - Auburn, AL)



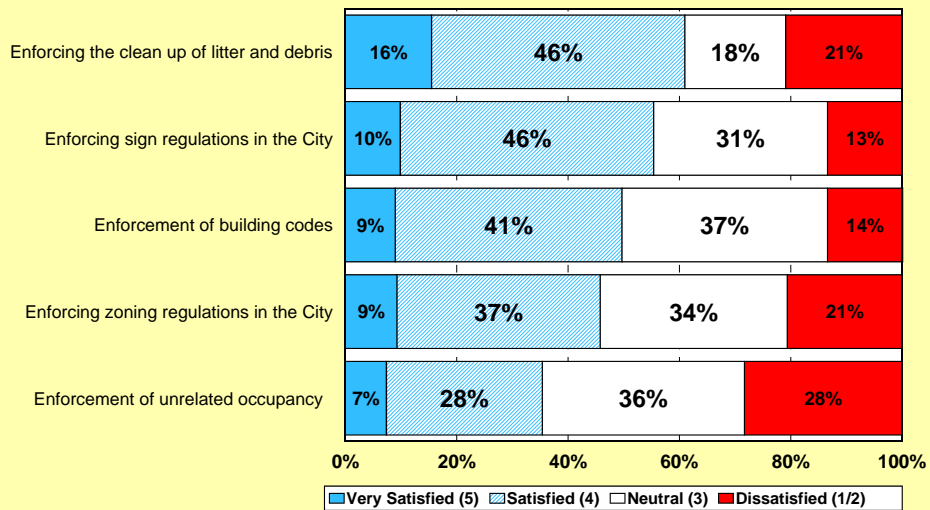


CITY CODES AND ORDINANCES

Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

Satisfaction with Enforcement of City Codes and Ordinances

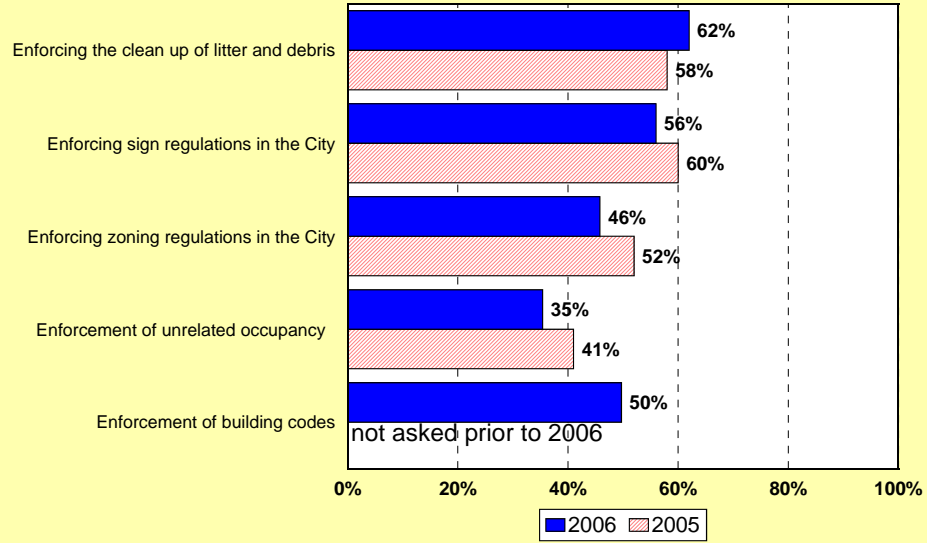
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2005 vs. 2006)

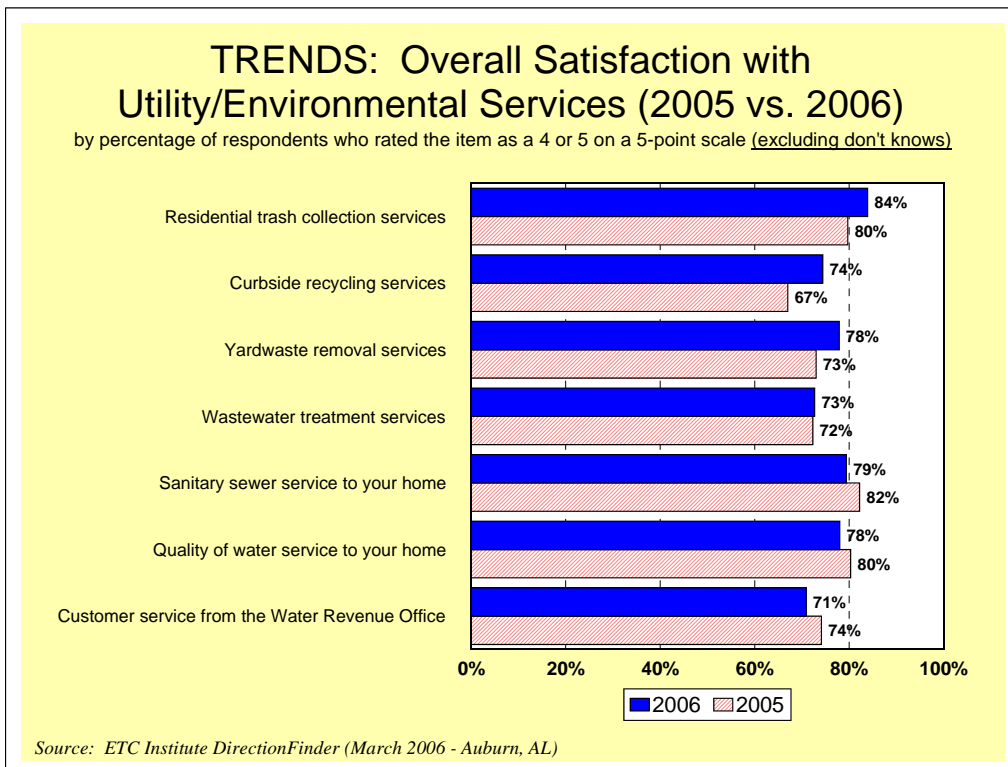
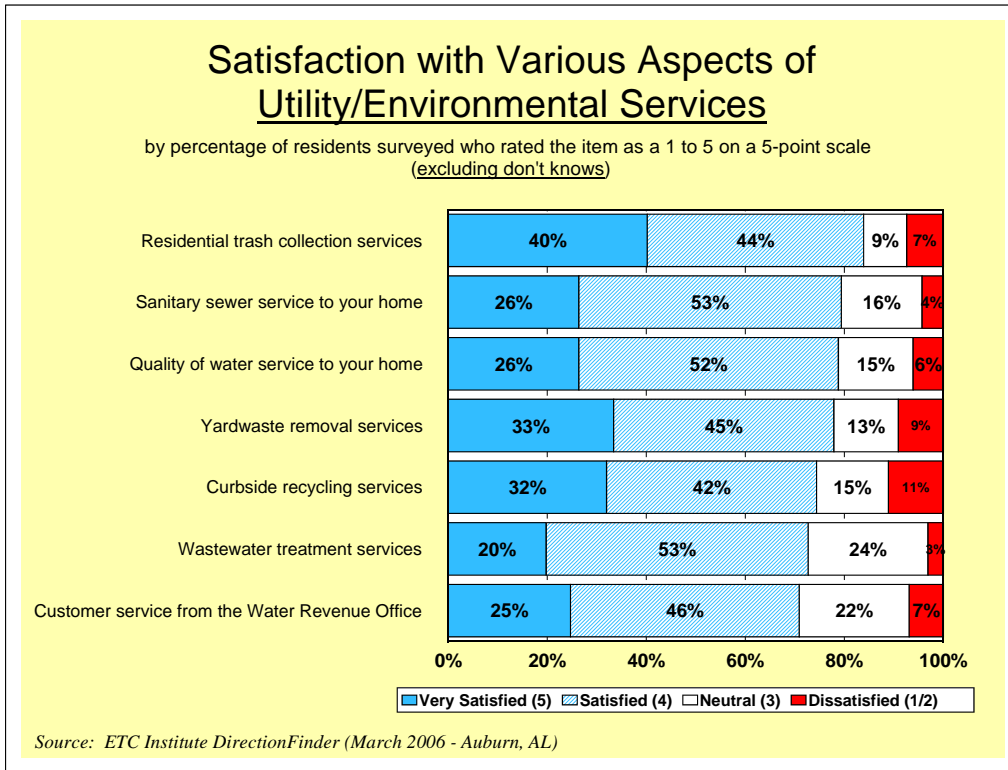
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

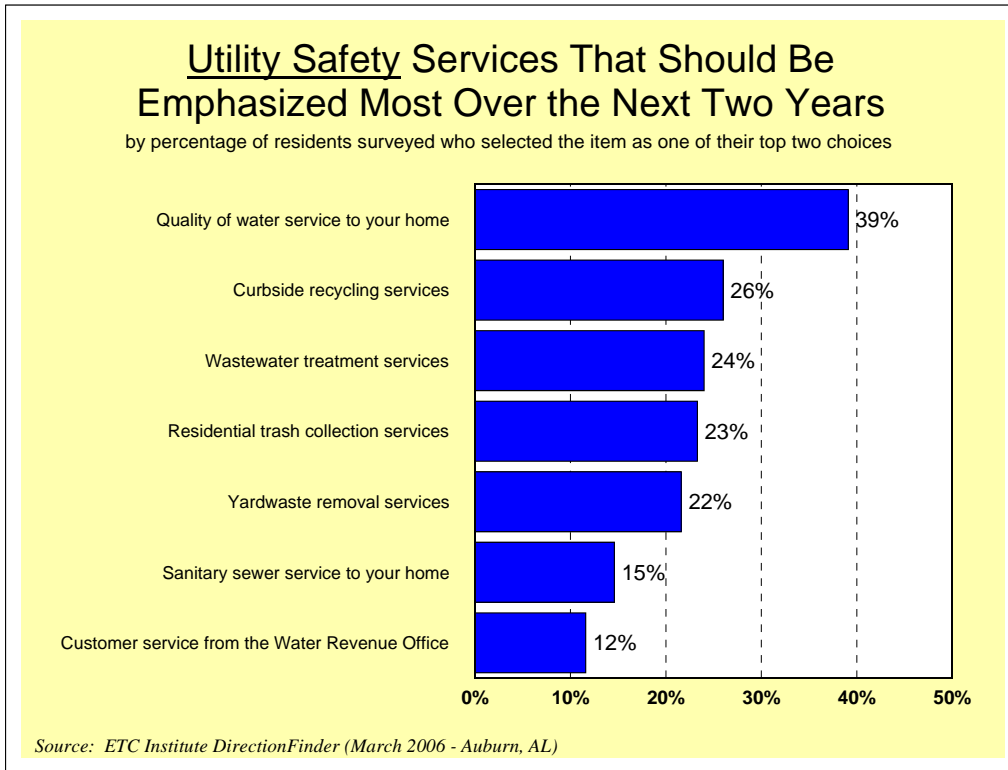


Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

UTILITY SERVICES AND ENVIRONMENTAL SERVICES

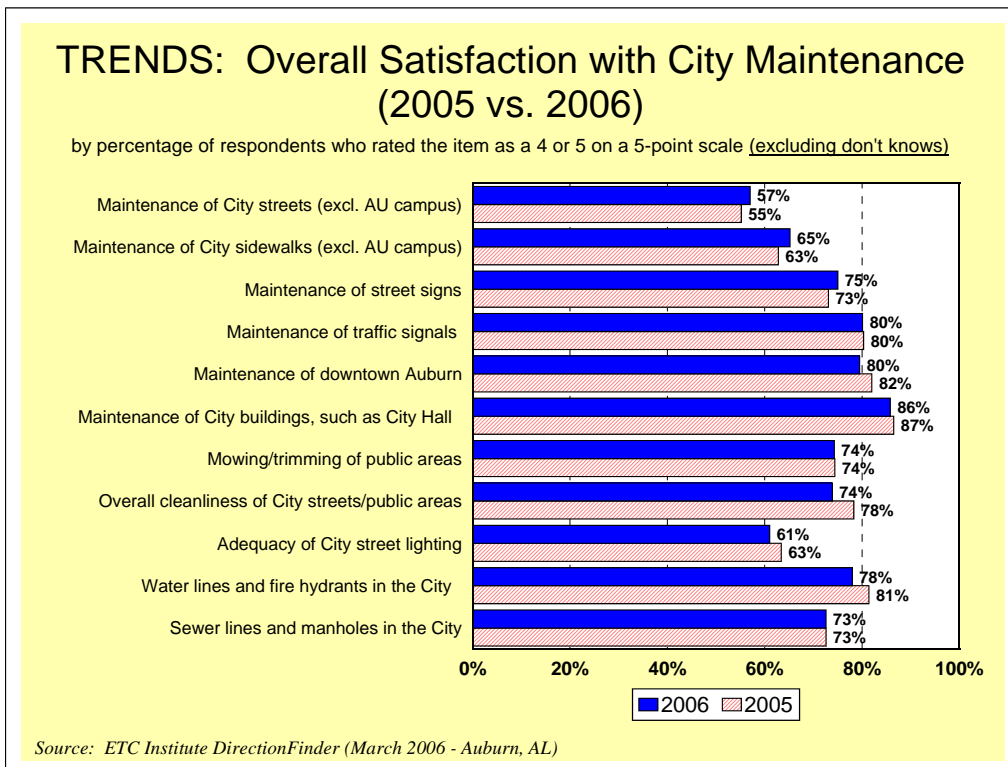
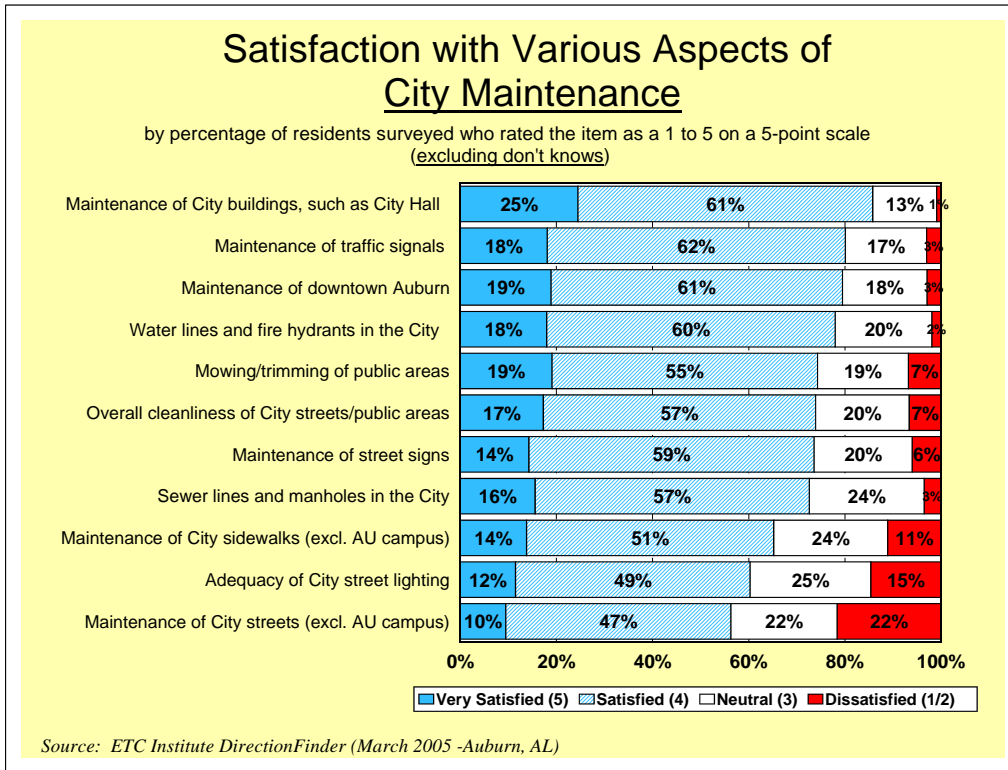
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)





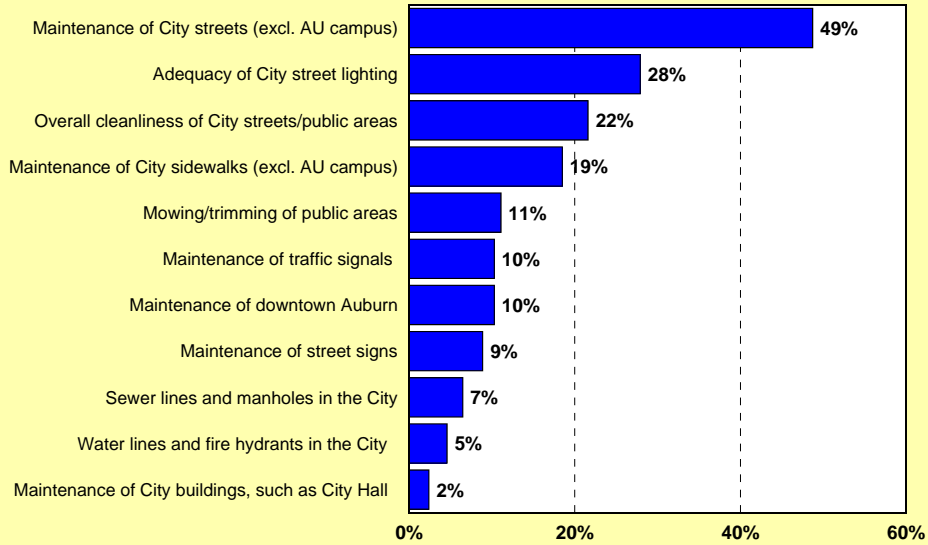
CITY MAINTENANCE

Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)



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

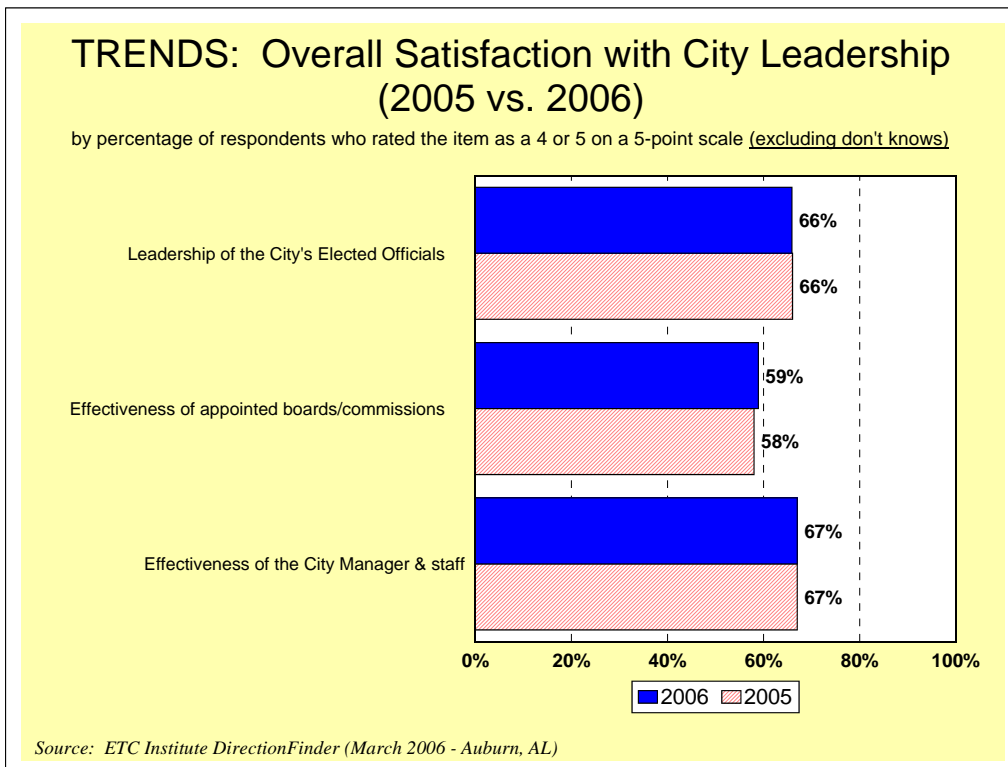
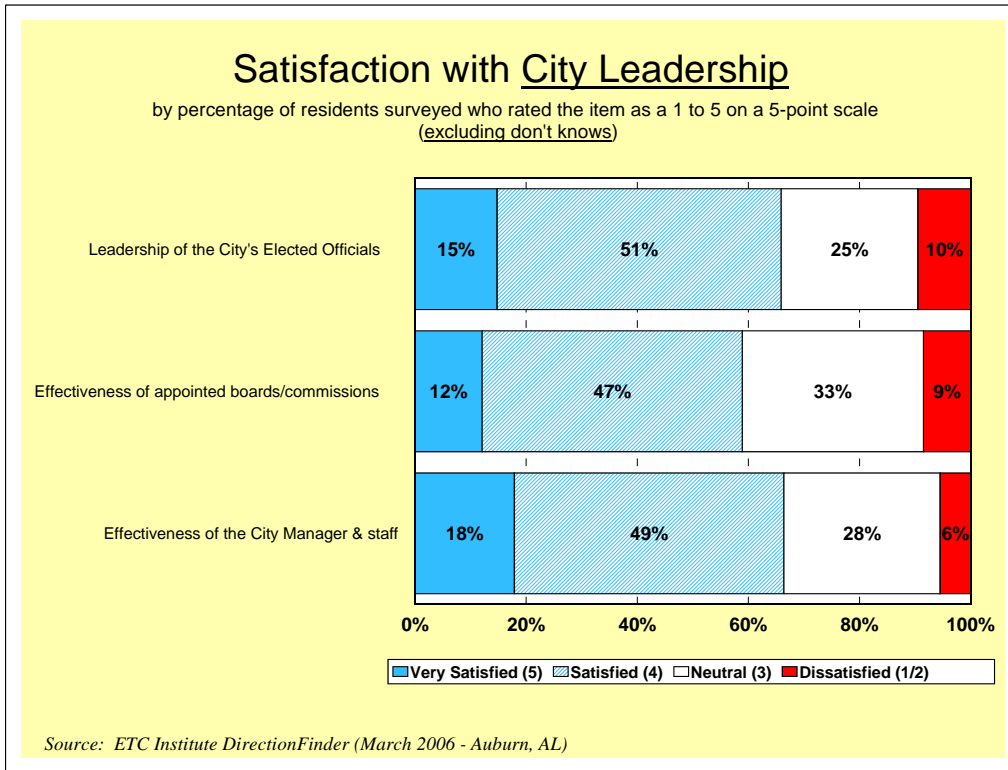
by percentage of residents surveyed who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

CITY LEADERSHIP

Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

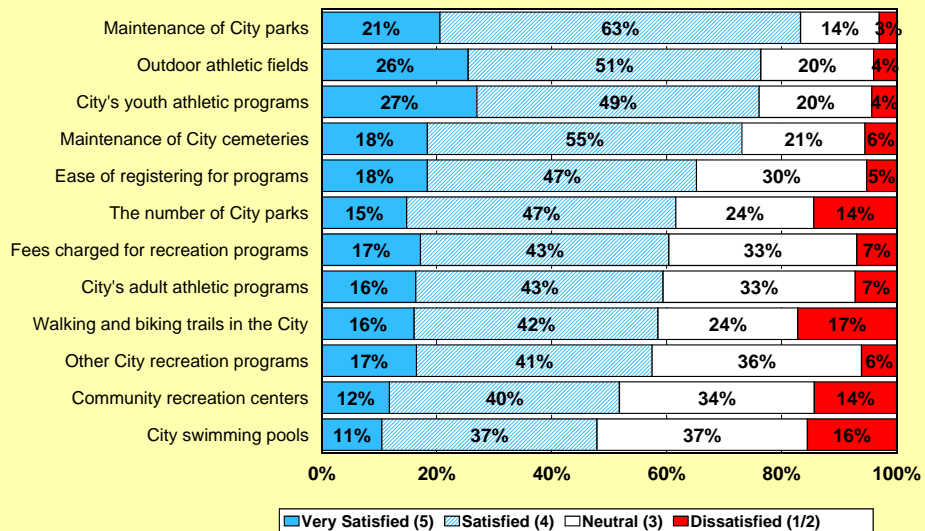


PARKS & RECREATION

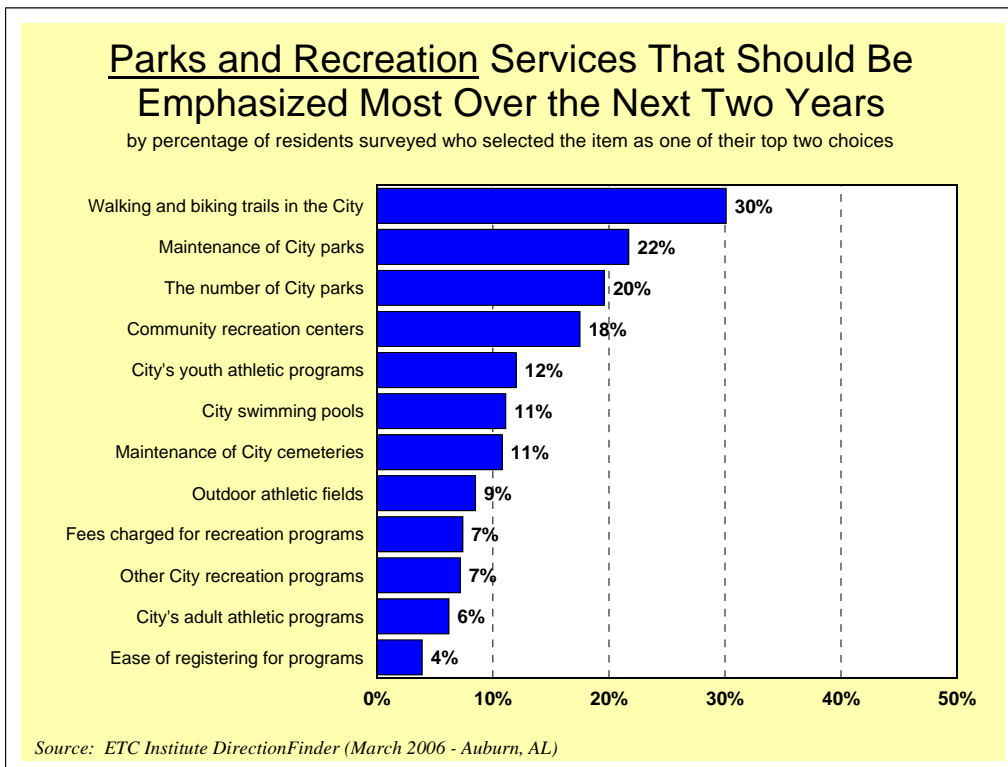
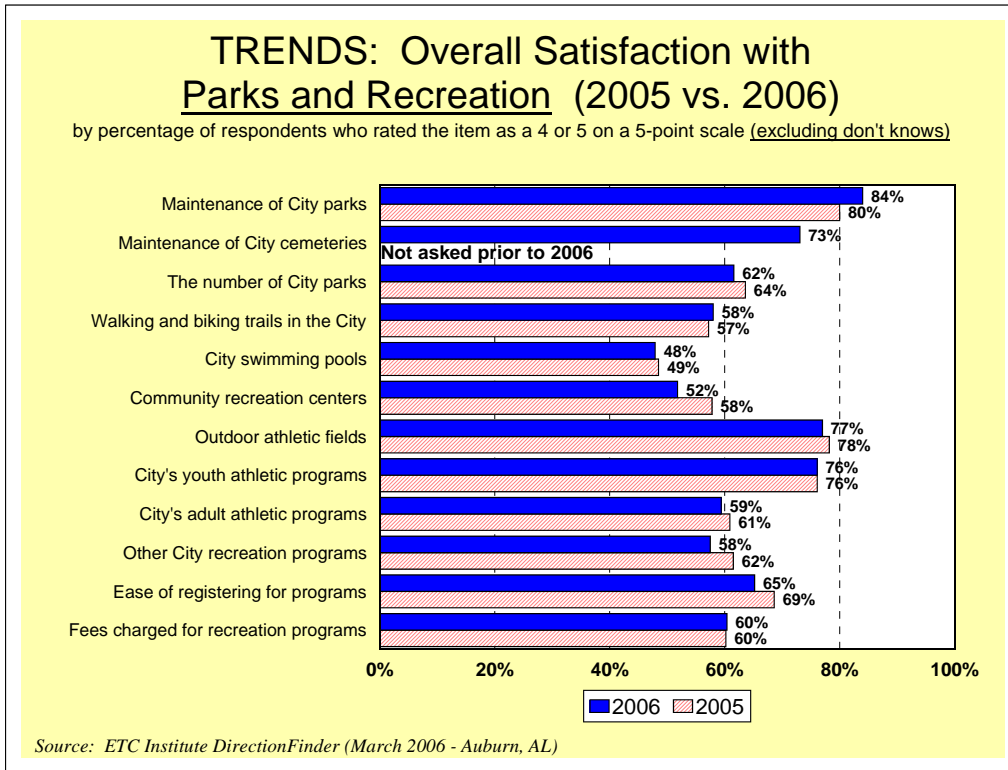
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

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 DirectionFinder (March 2006 - Auburn, AL)

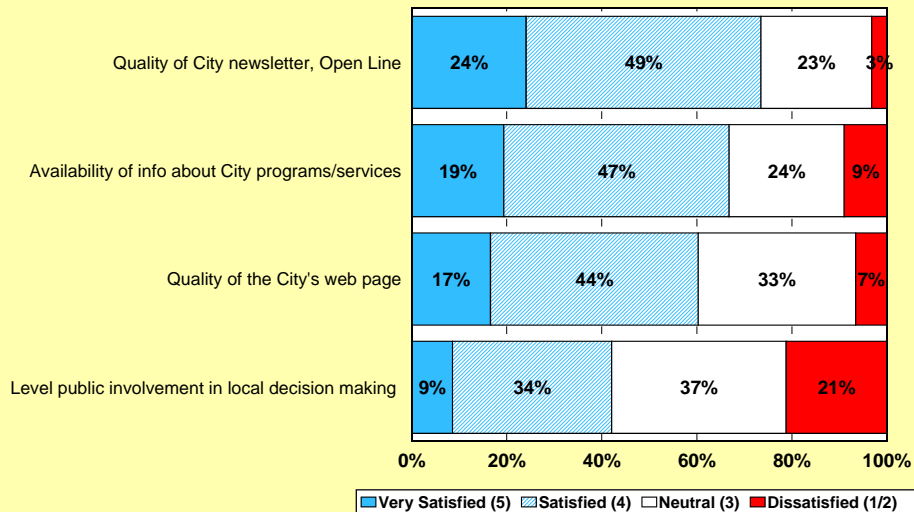


CITY COMMUNICATIONS

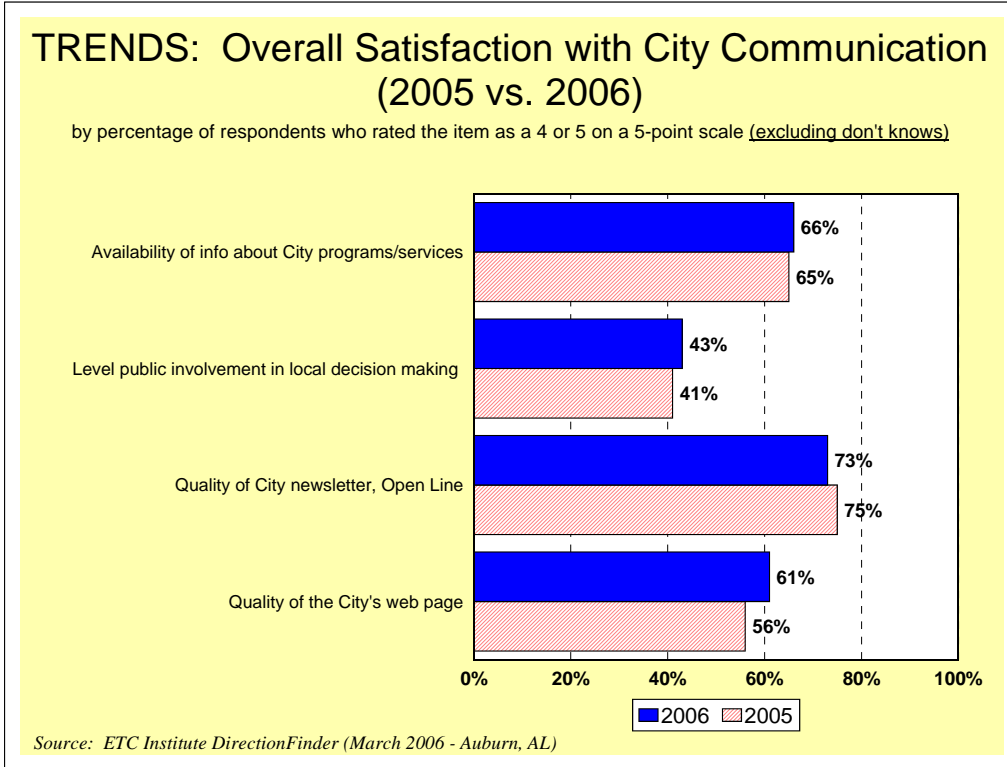
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

Satisfaction with Various Aspects of City Communications

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

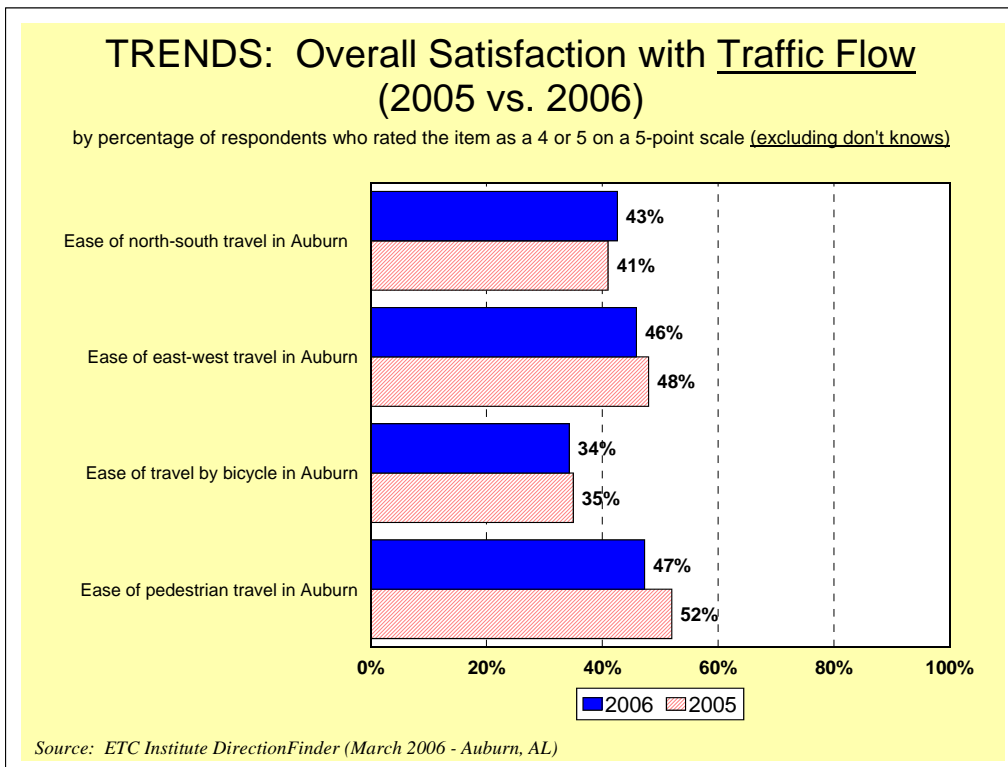
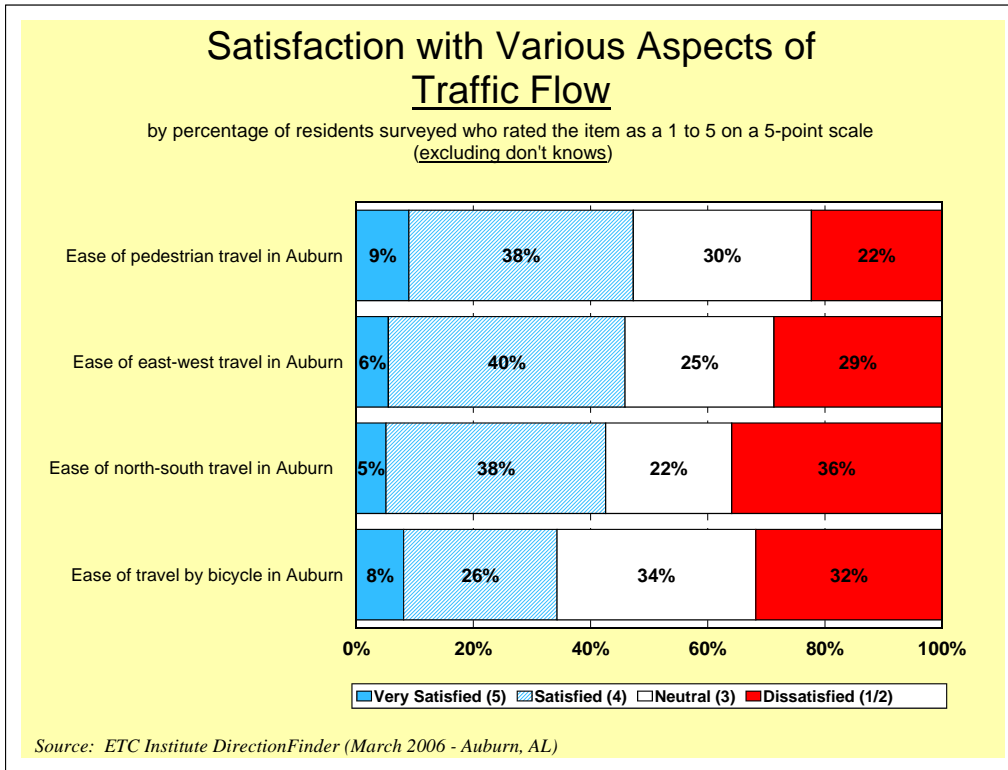


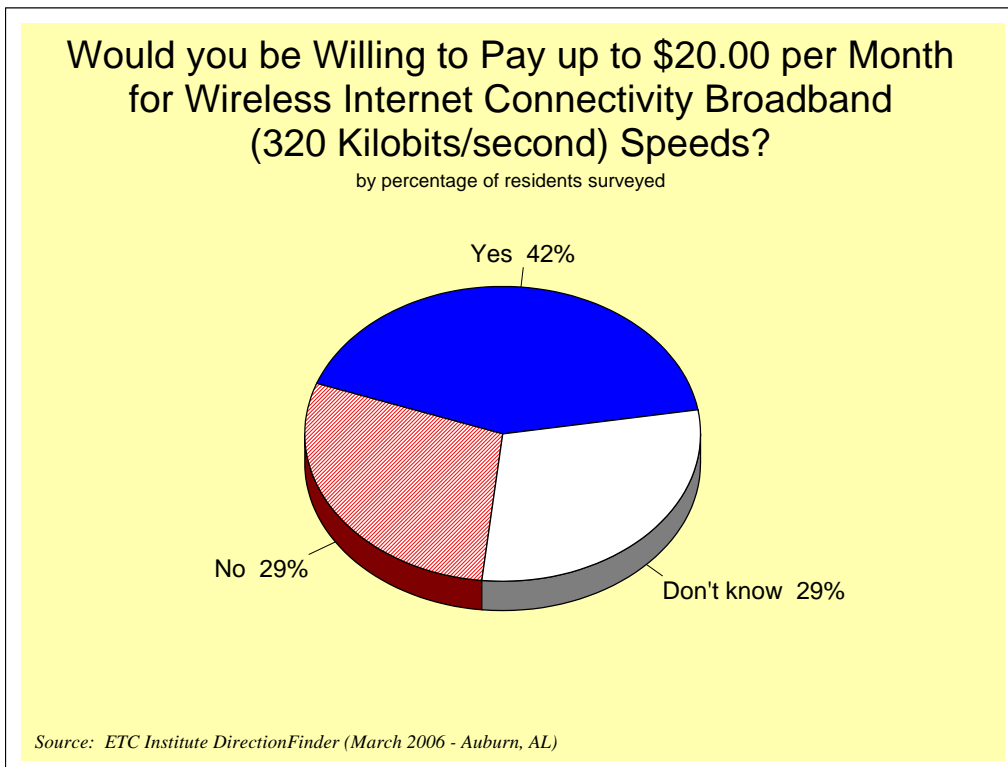
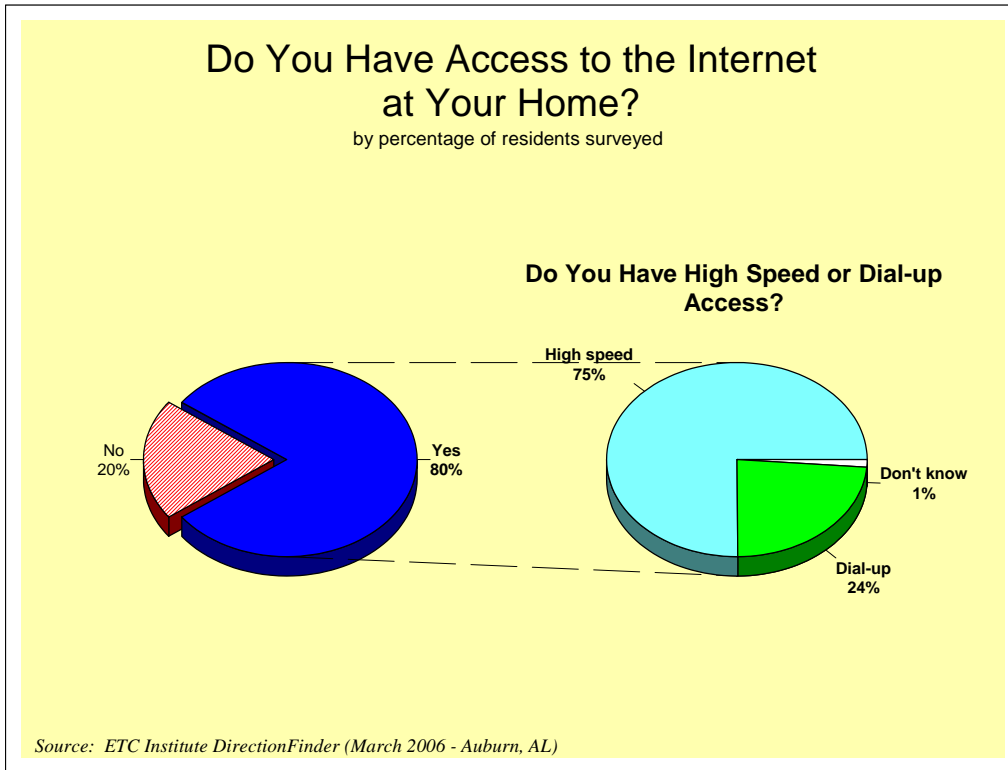
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

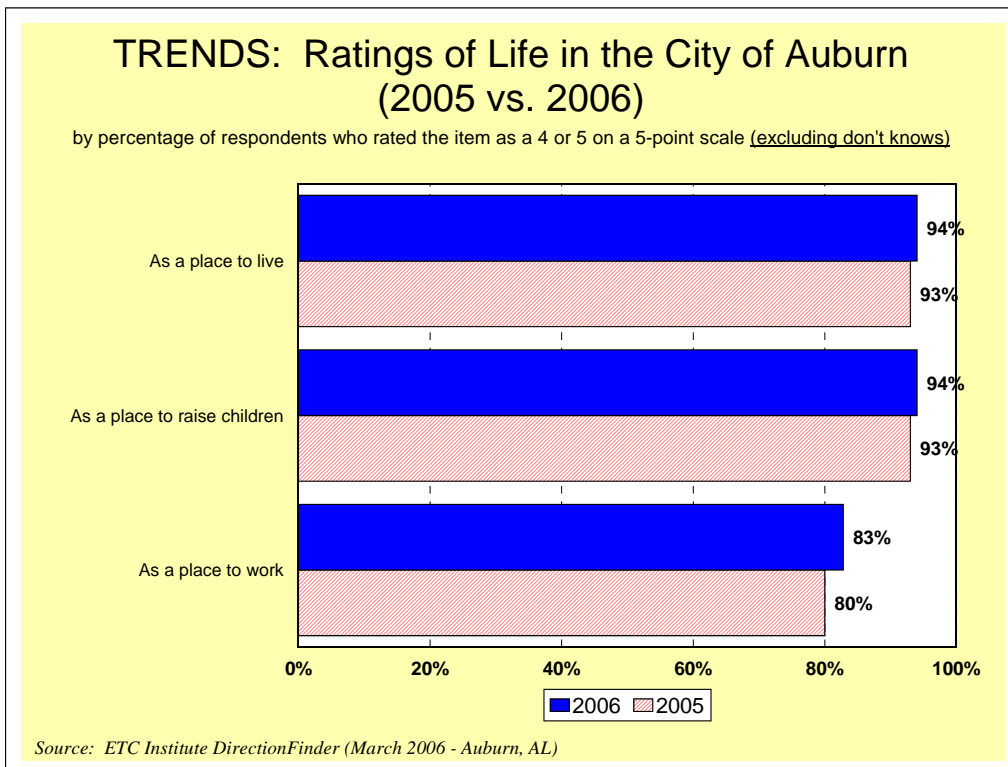
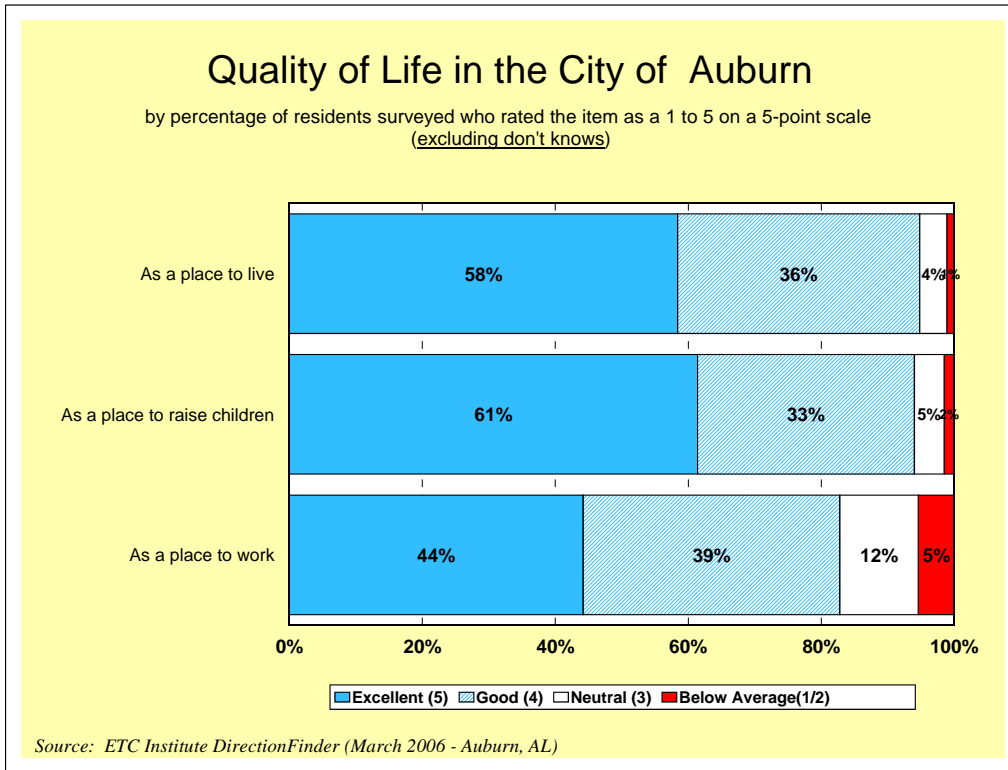


OTHER ISSUES

Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)



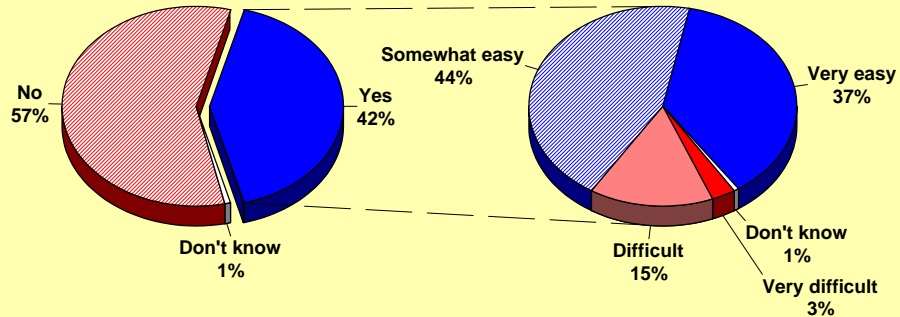




Have You Called or Visited the City with a Question, Problem, or Complaint During the Past Year?

by percentage of residents surveyed

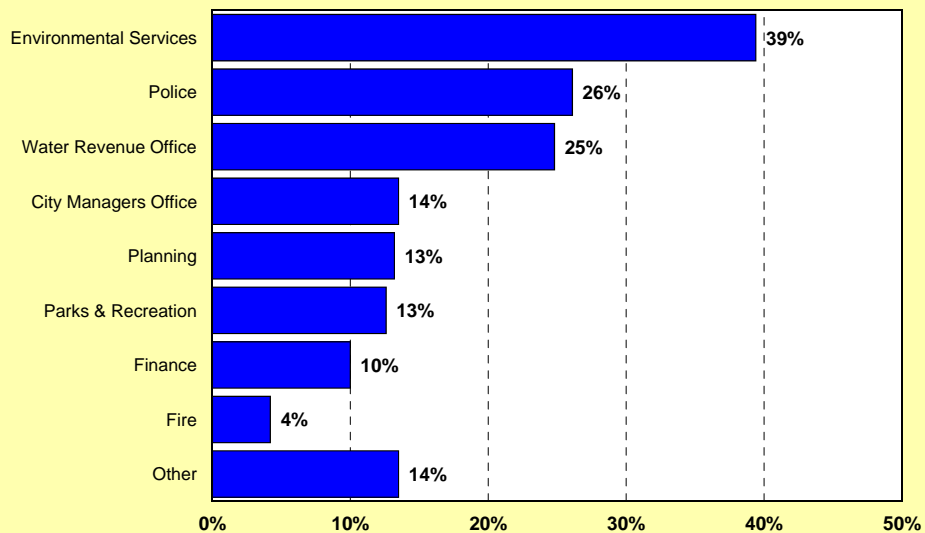
How easy was it to contact the person you needed to reach?



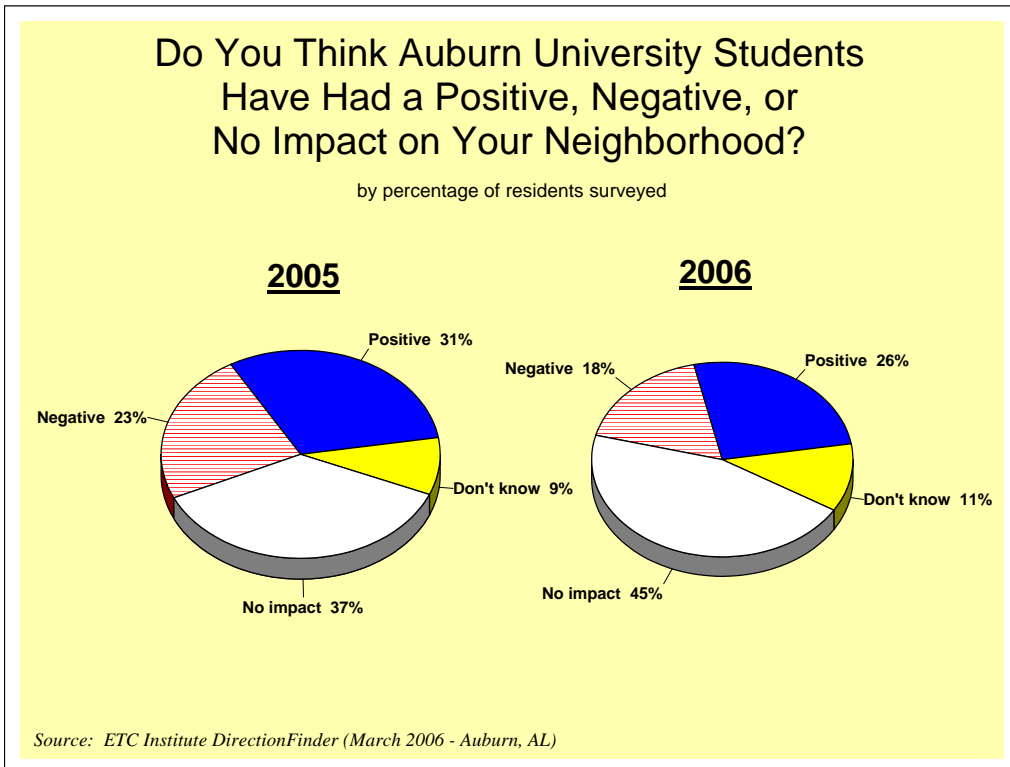
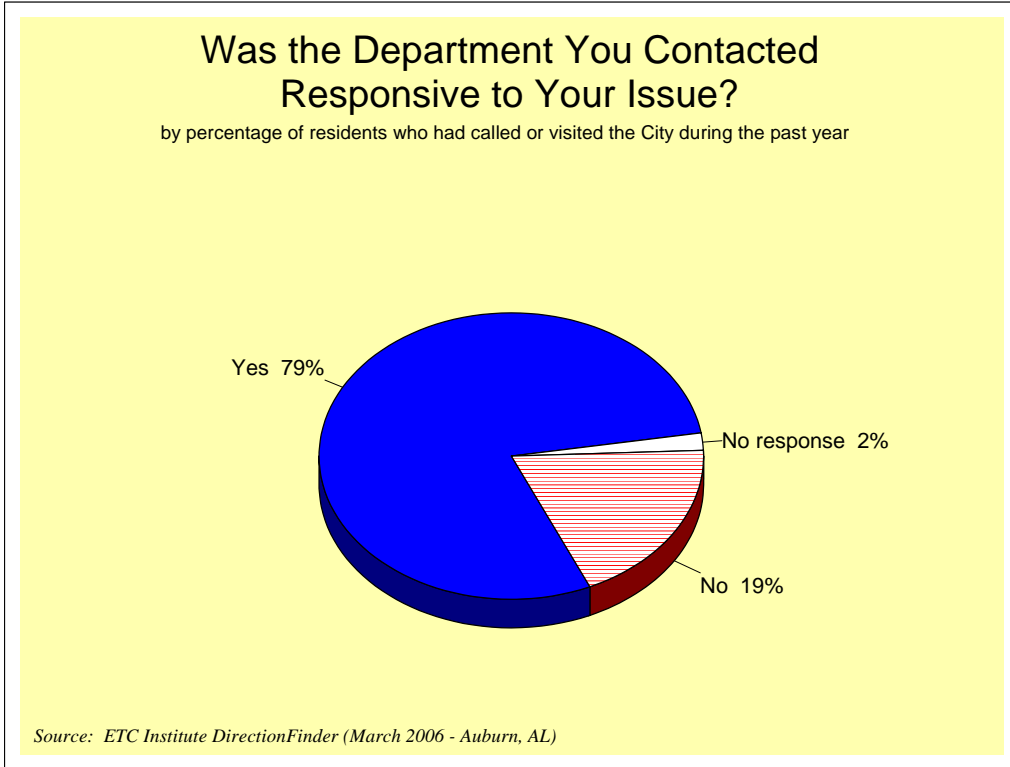
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

What City department did you contact?

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

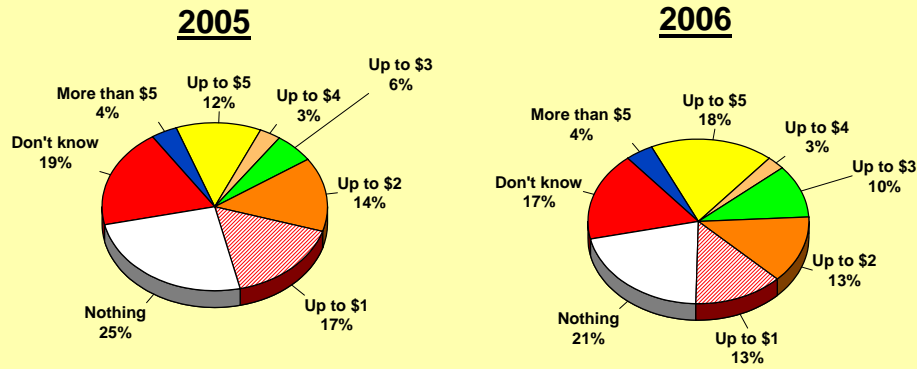


Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)



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

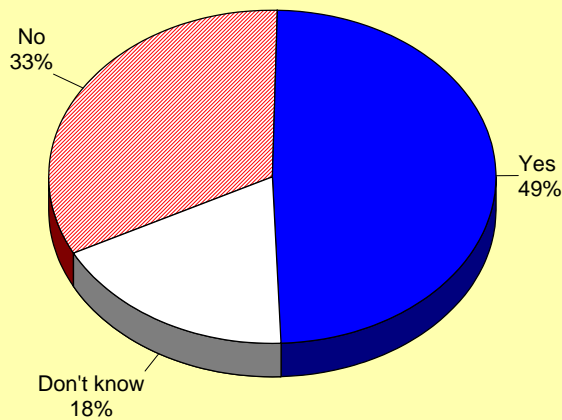
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

Would You be in Favor of a Slight Increase in Property Taxes if the Revenue was Dedicated for Auburn City Schools?

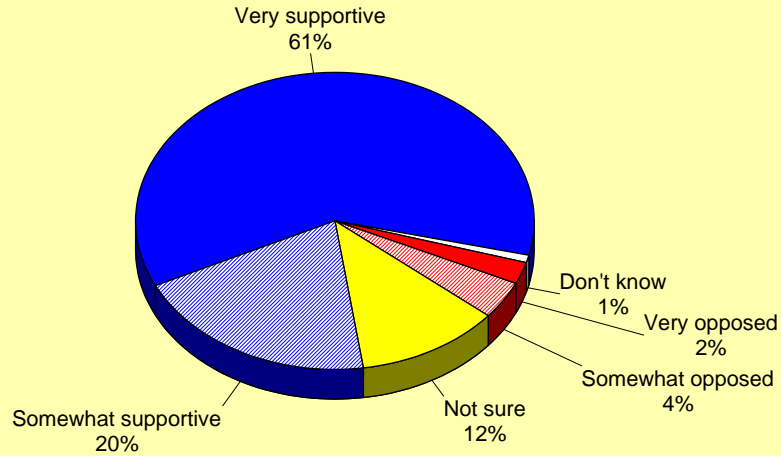
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

Support for the City of Auburn Adopting Codes that Would Require New Non-Residential Dev. to Preserve Existing Trees or Plant New Trees/Shrubs

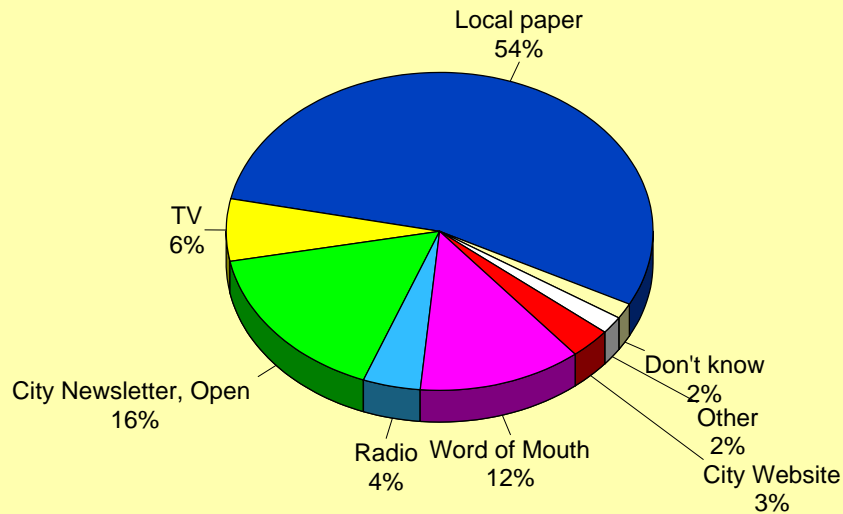
by percentage of residents surveyed



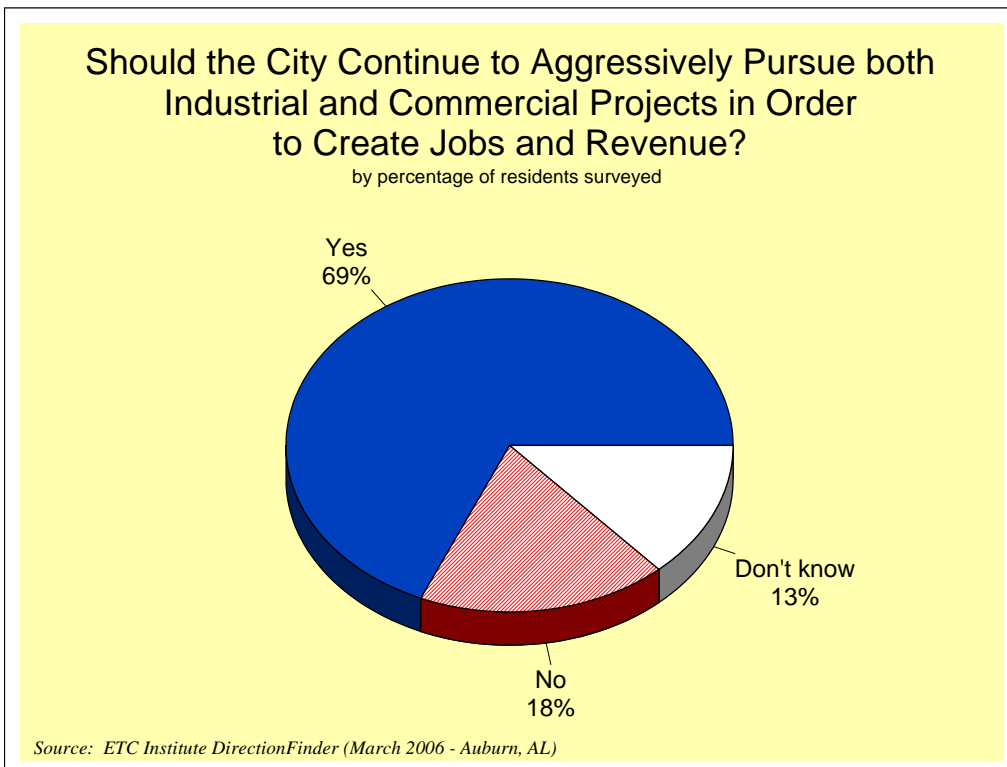
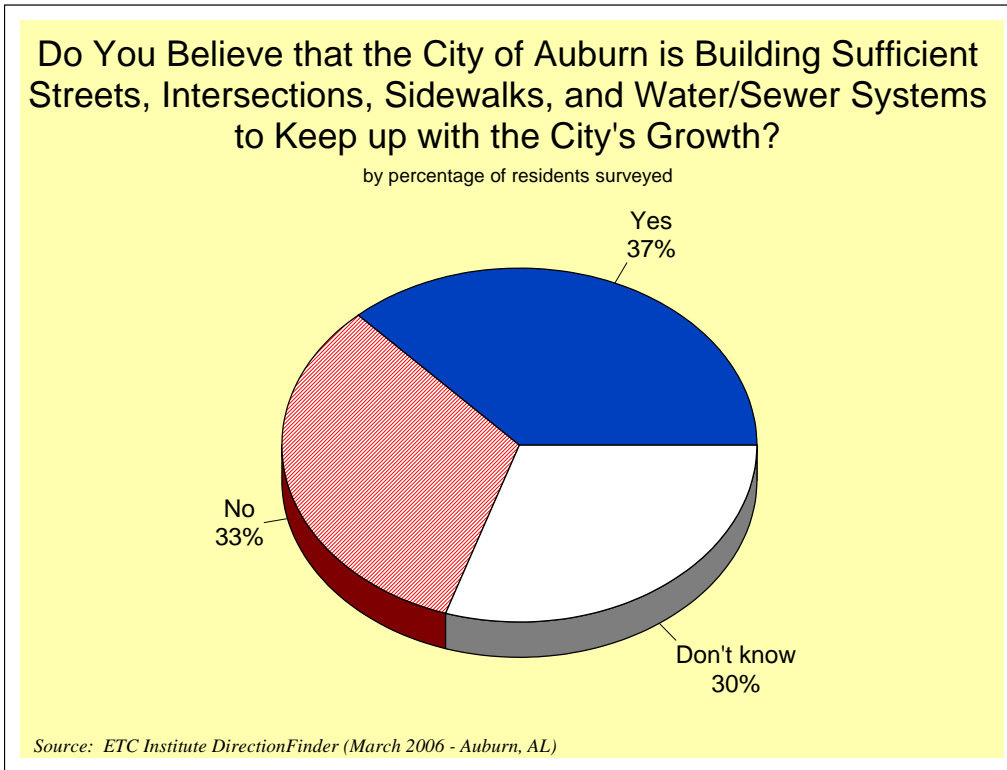
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

Primary Source of Information about City Issues

by percentage of residents surveyed

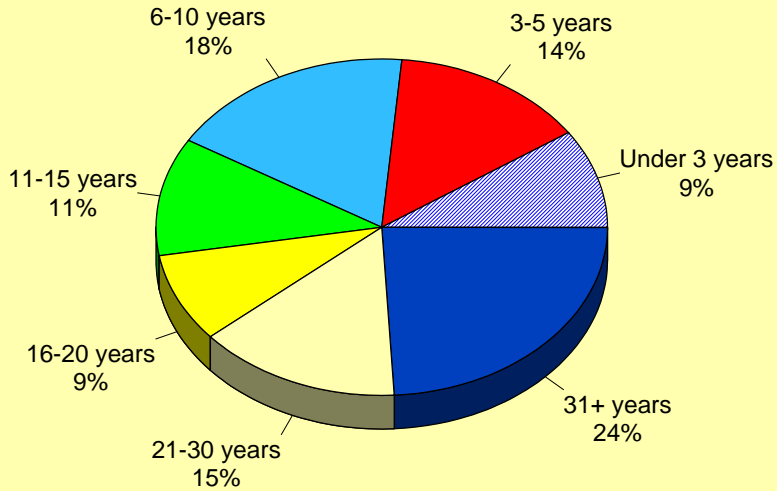


Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)



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

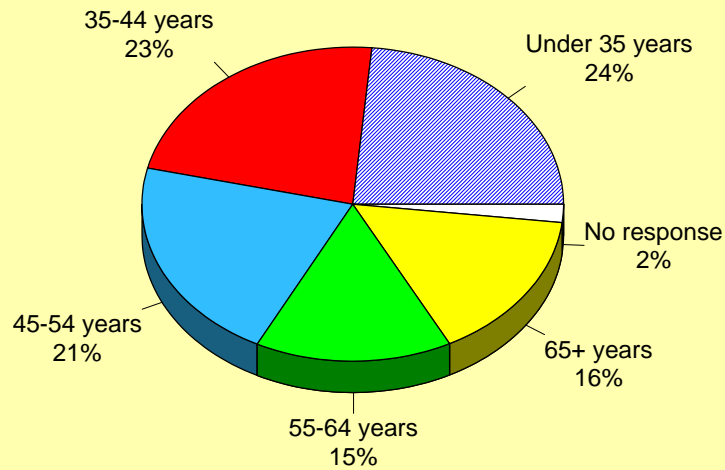
by percentage of residents surveyed



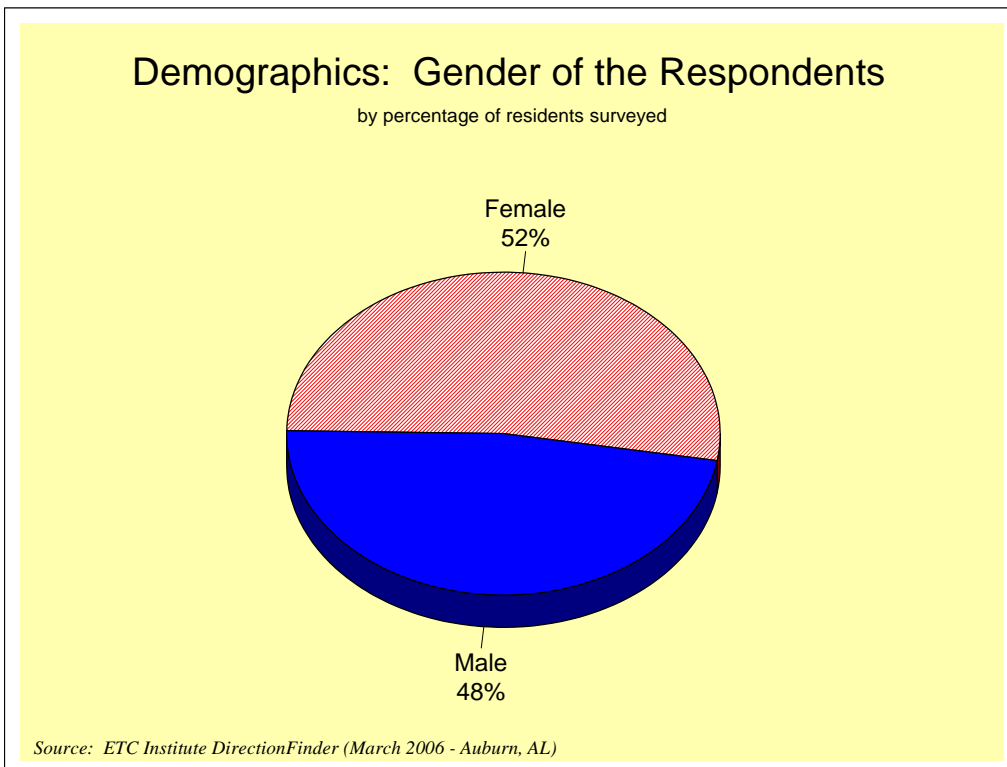
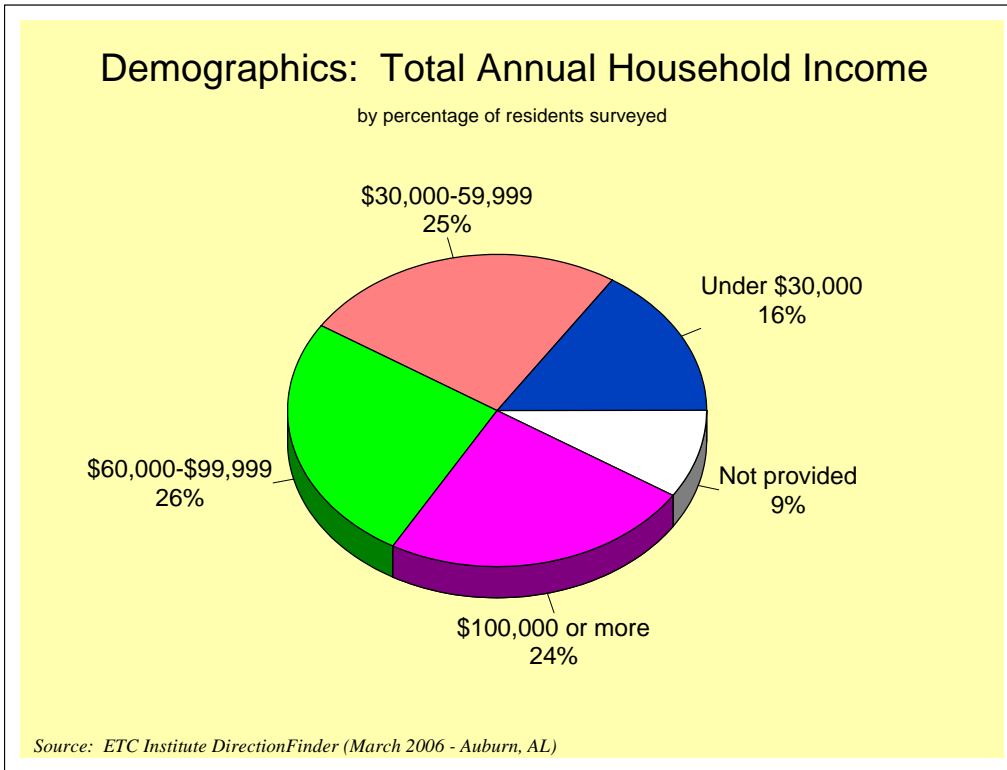
Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)

Demographics: What is Your Age?

by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2006 - Auburn, AL)



Section 2:
Benchmarking Analysis

DirectionFinder® Survey

Year 2006 Benchmarking Summary Report

Overview

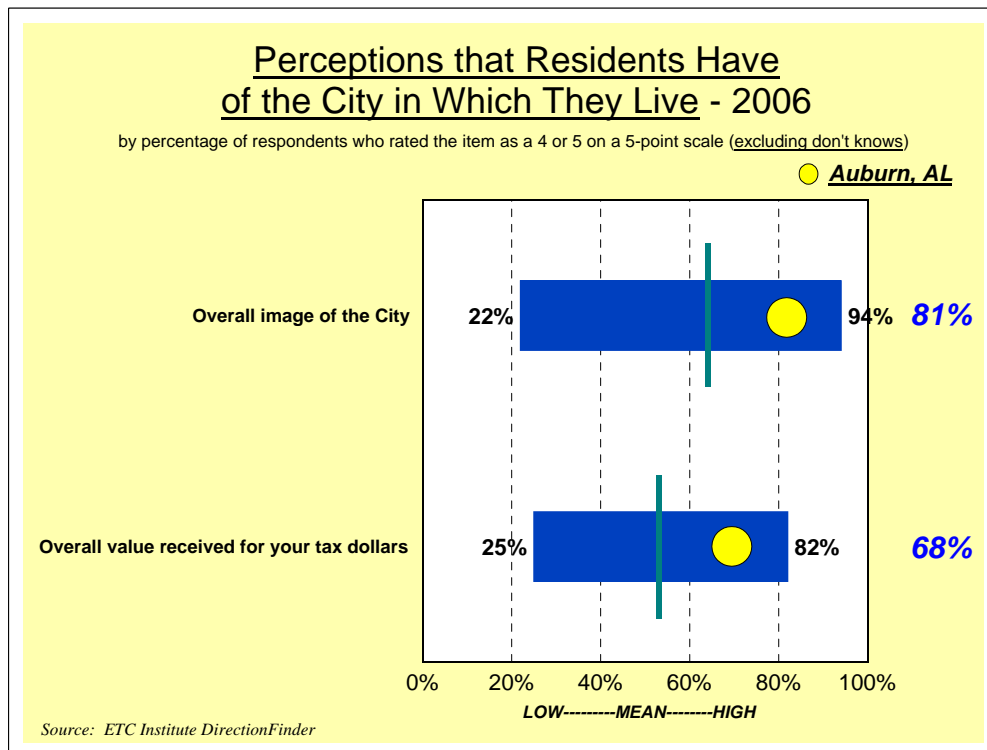
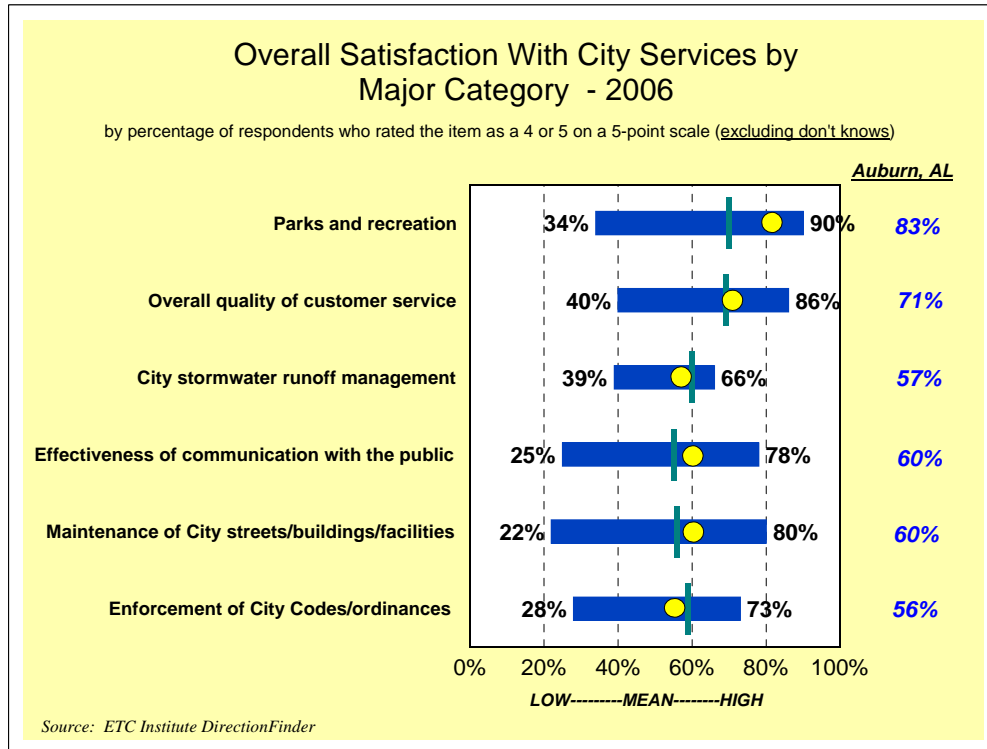
ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 100 cities in 21 states. Most participating cities conduct the survey on an annual or biennial basis.

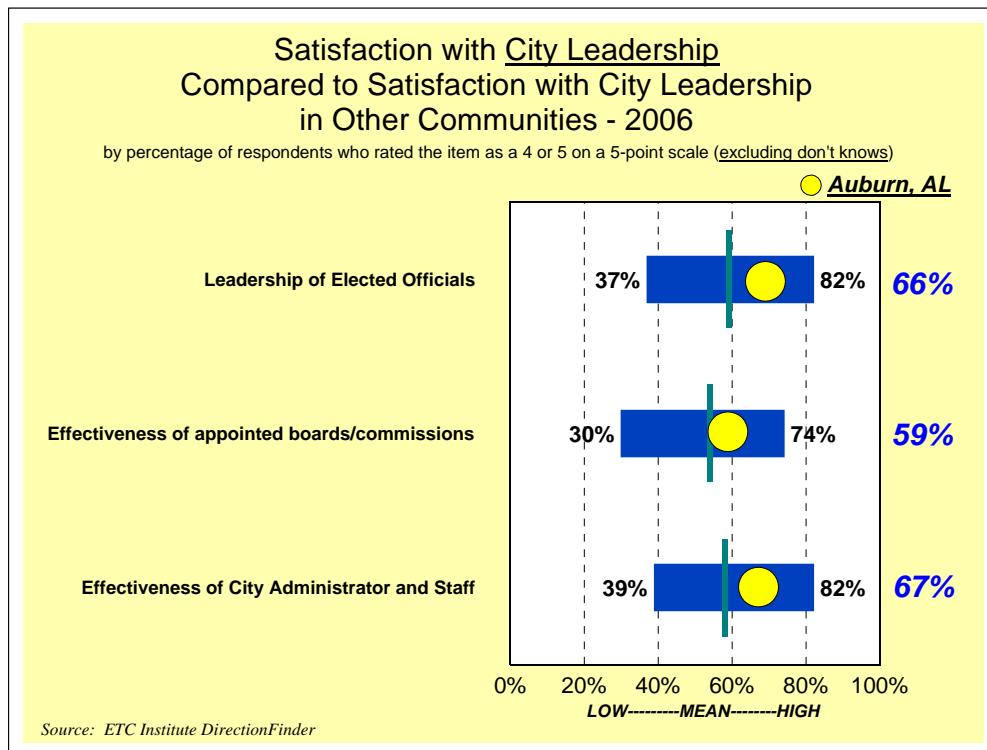
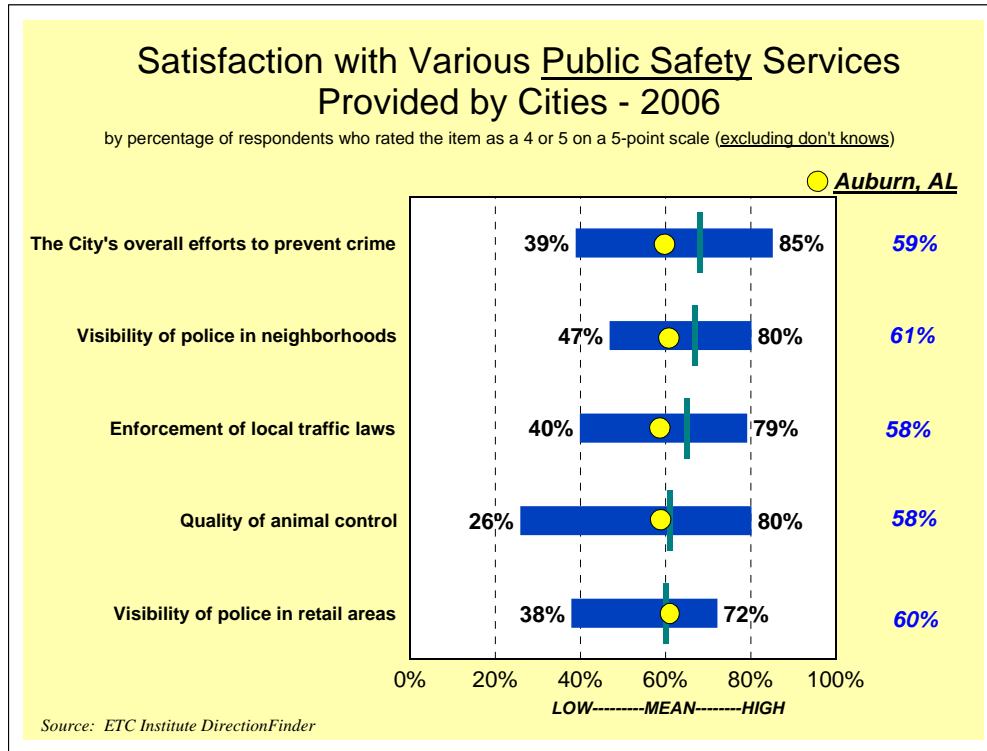
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2005 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 medium sized cities (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between March 2004 and March 2006. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

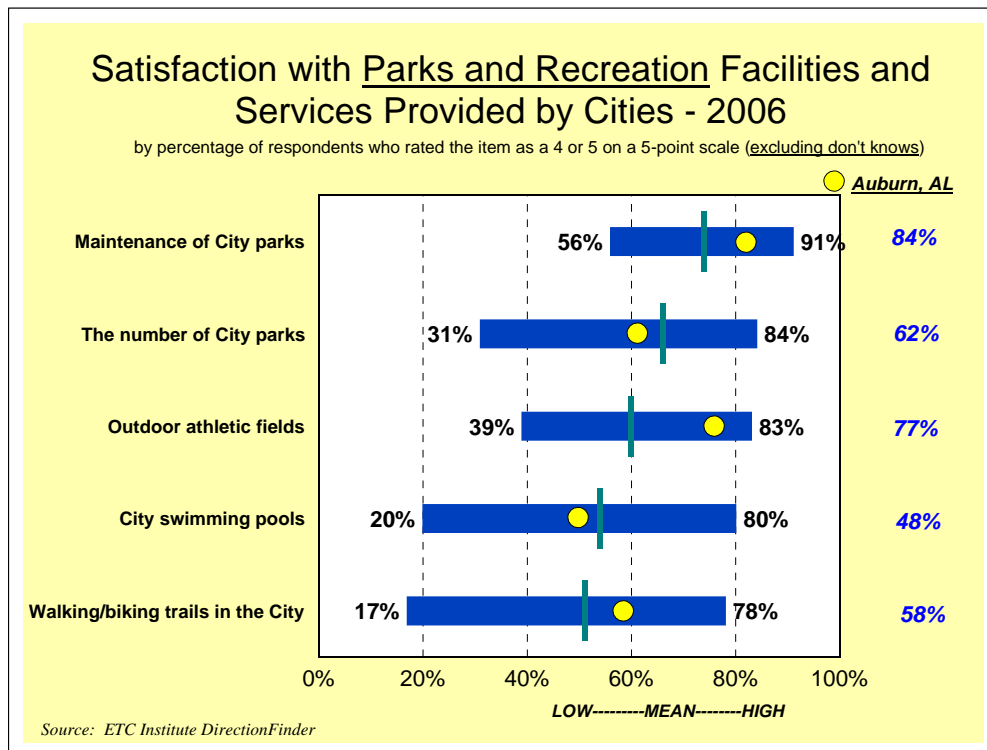
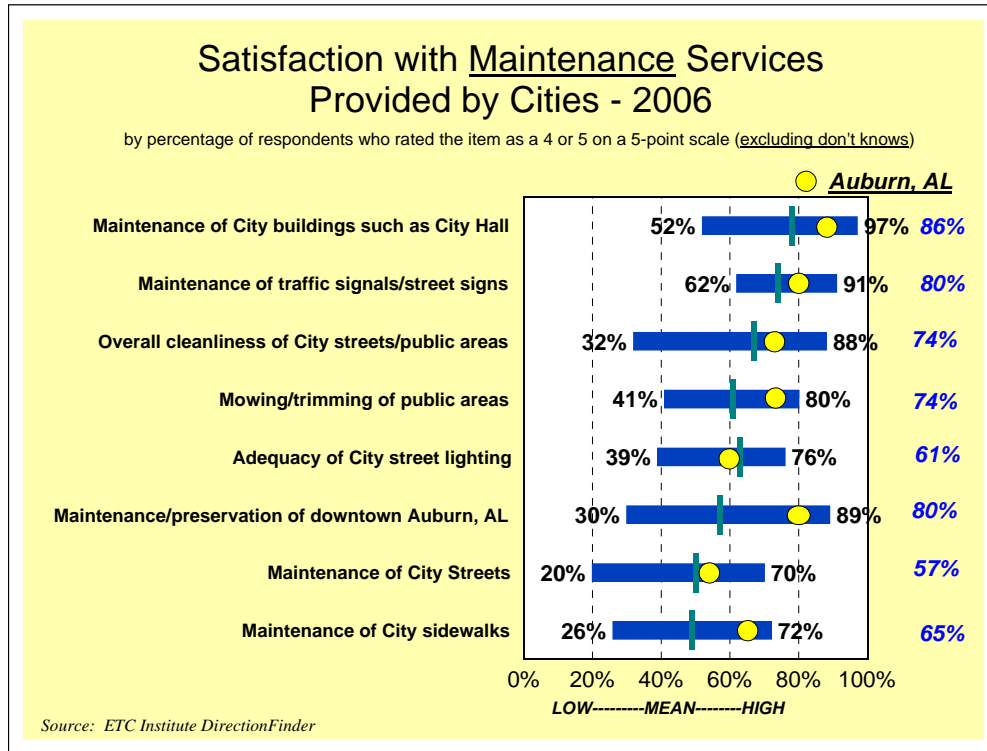
The 20 cities included in the performance comparisons that are shown in this report are listed below (cities that are home to a major university are identified with an “*”)

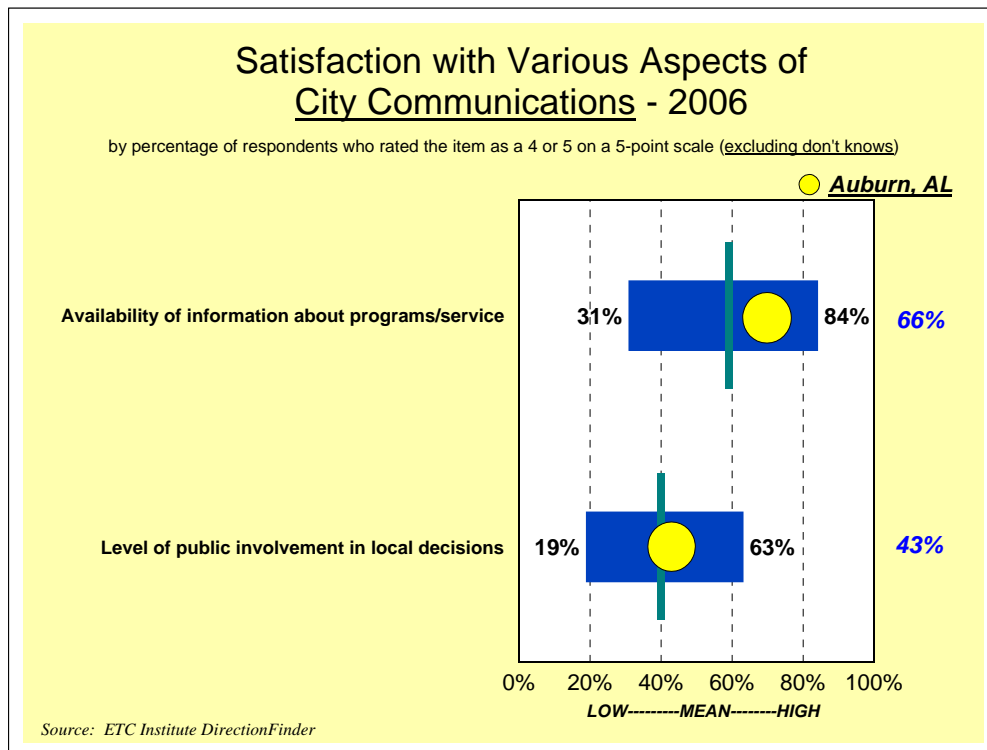
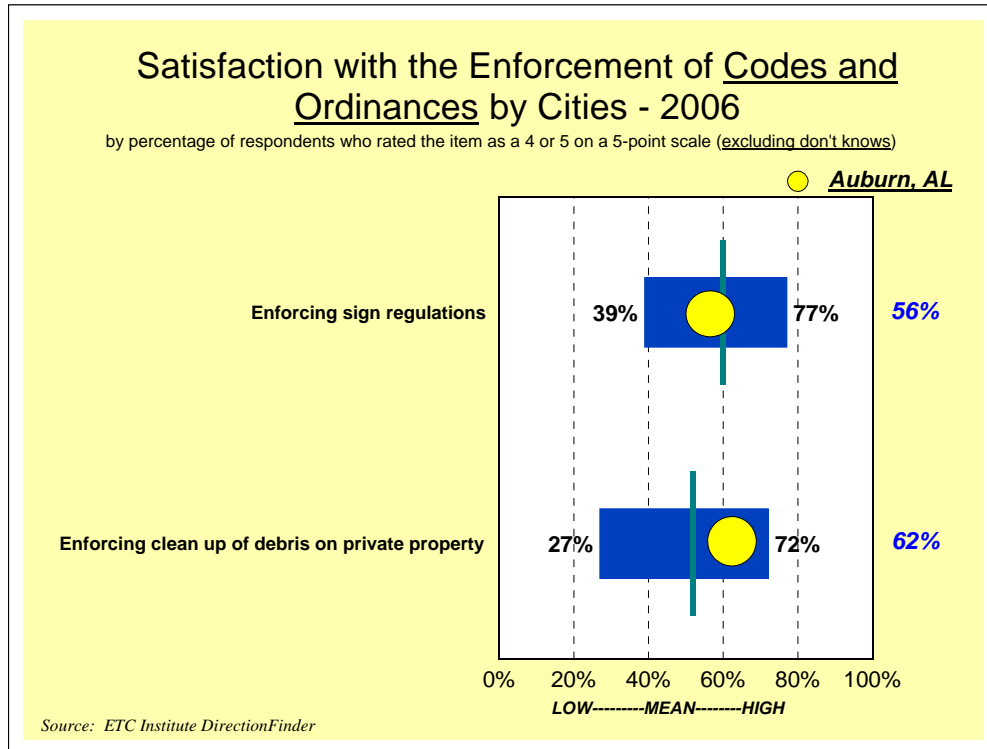
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas*
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas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

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

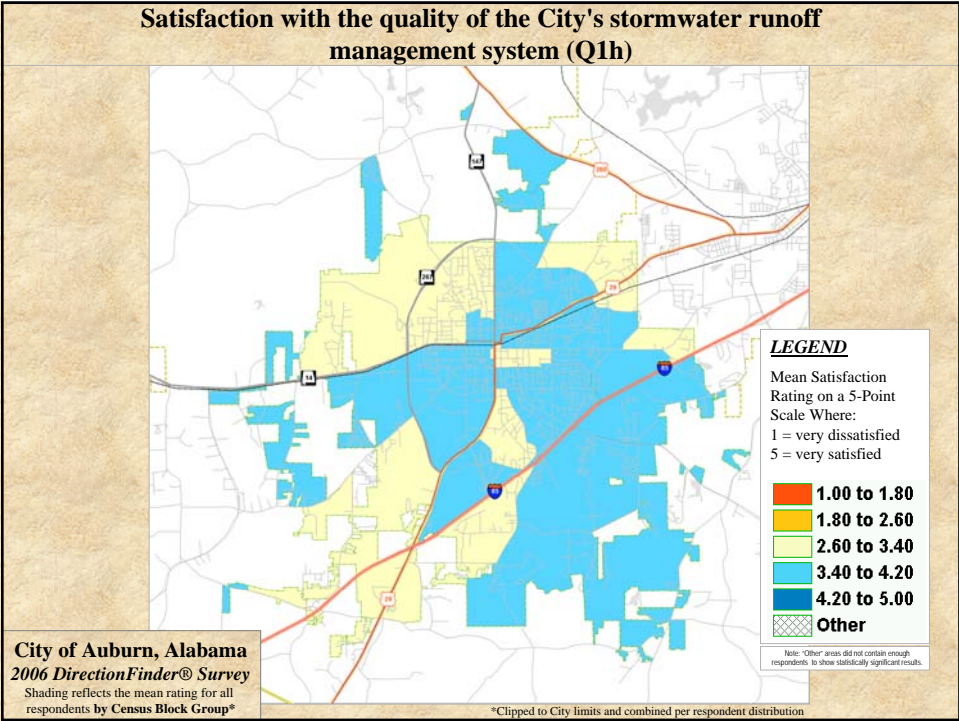
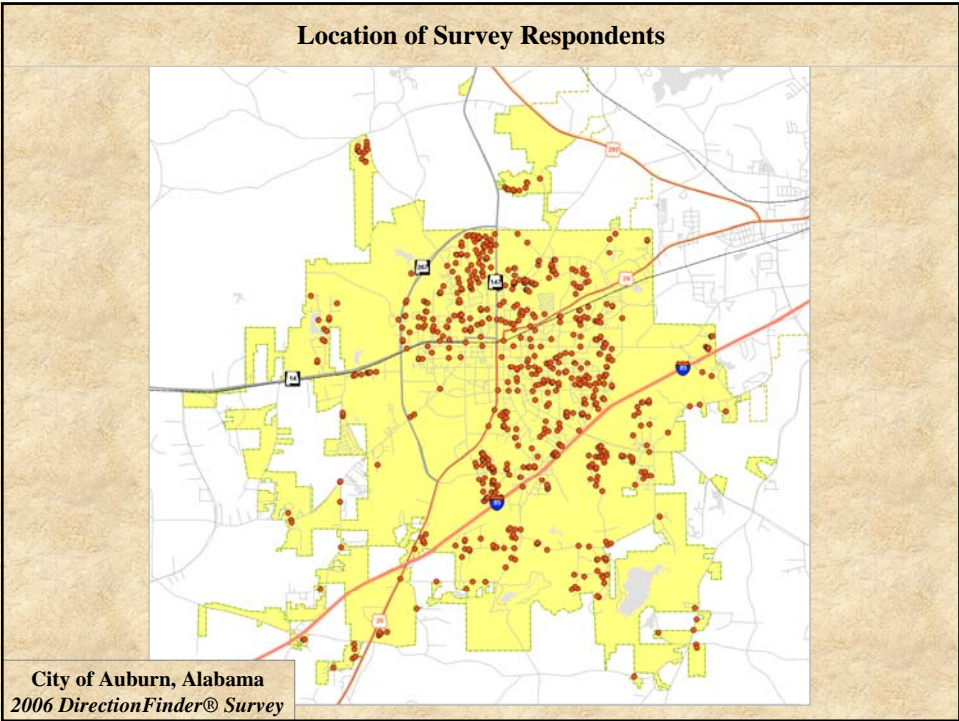


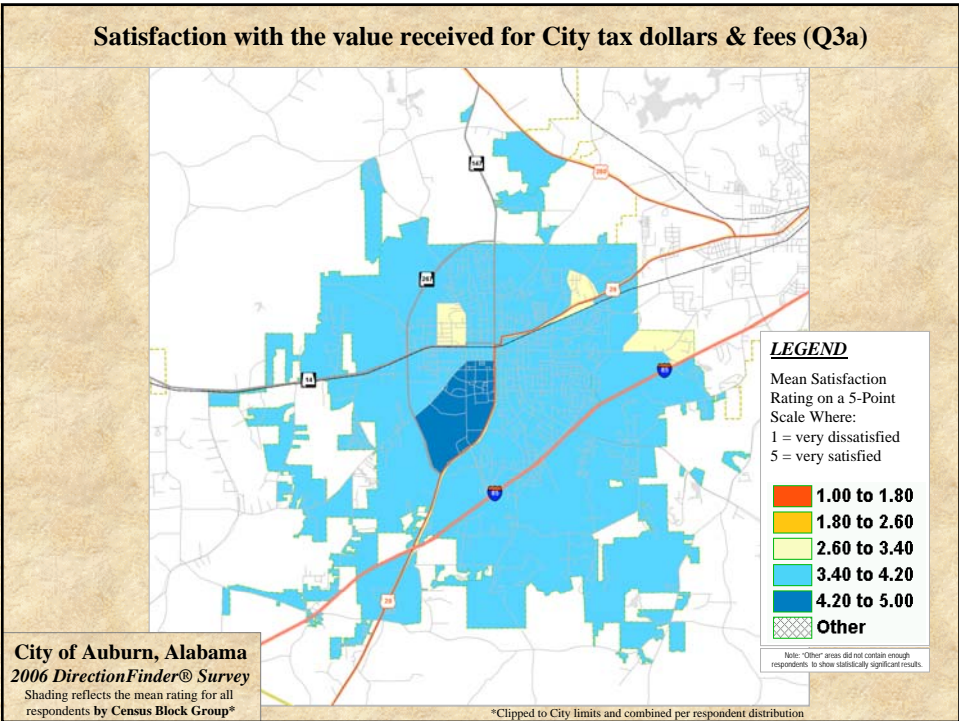
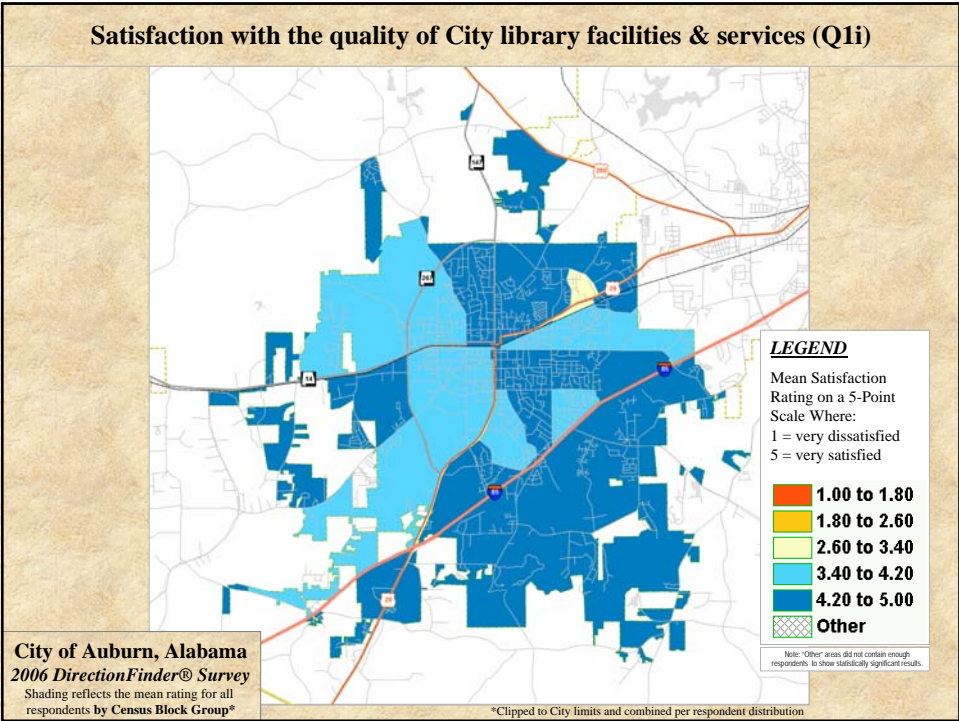


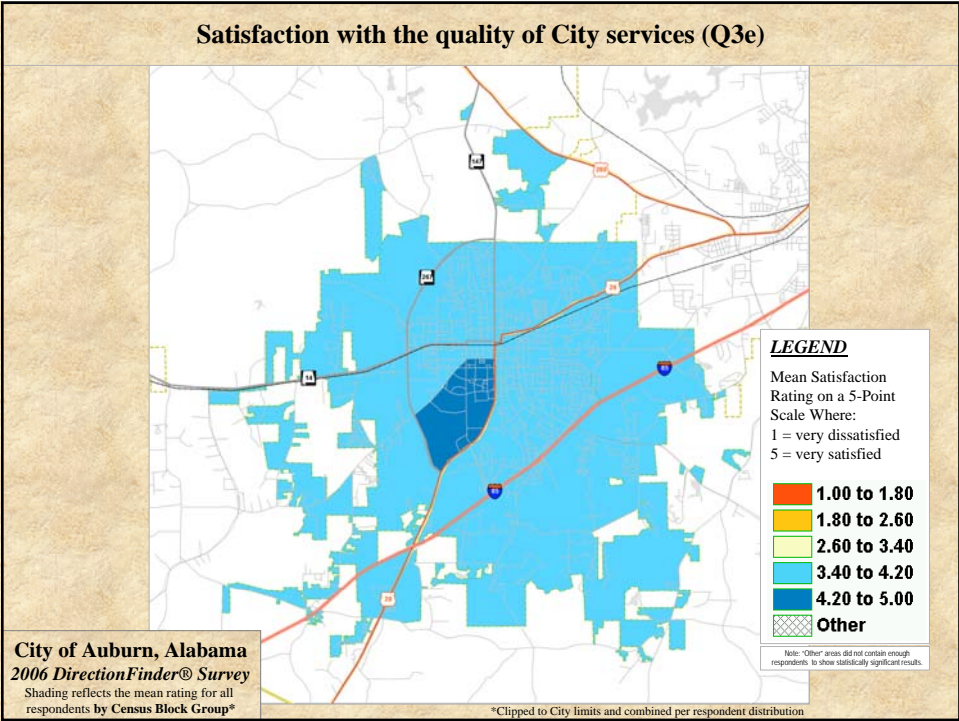
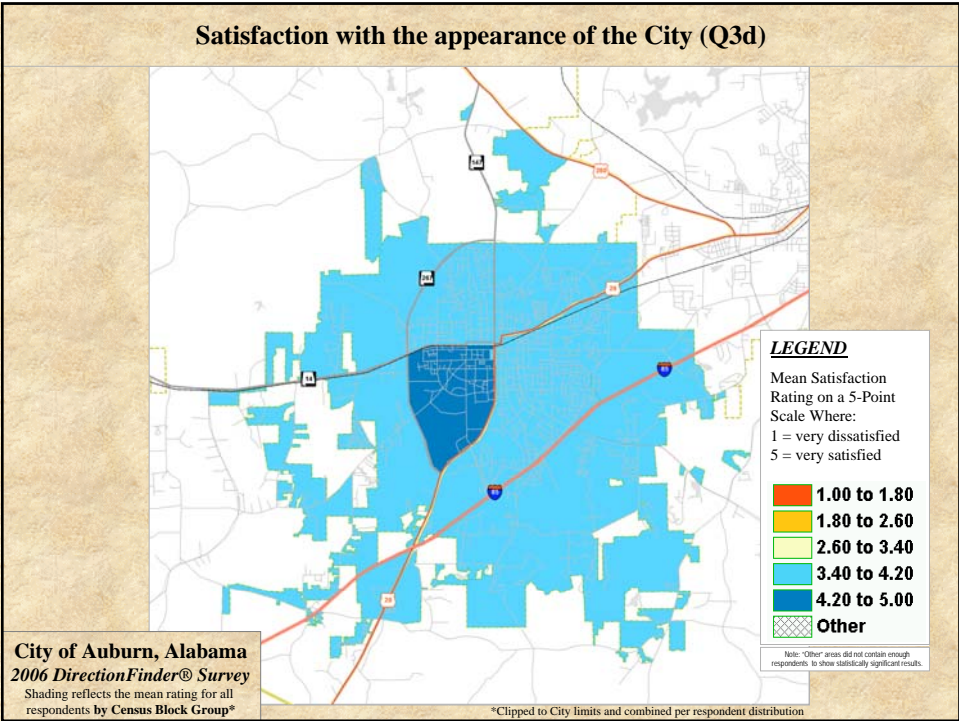


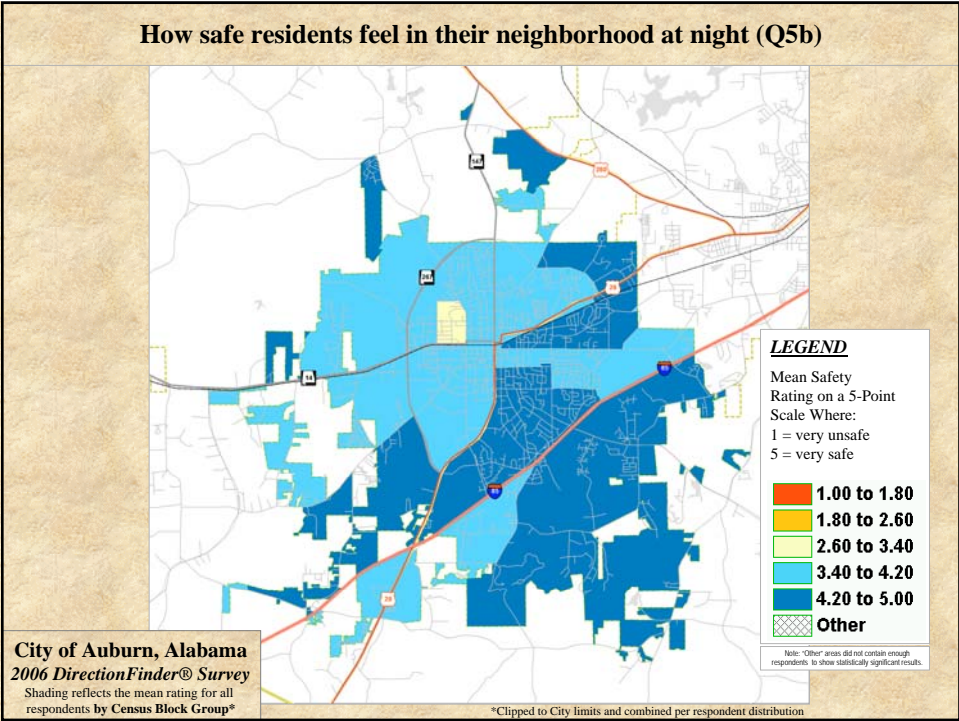
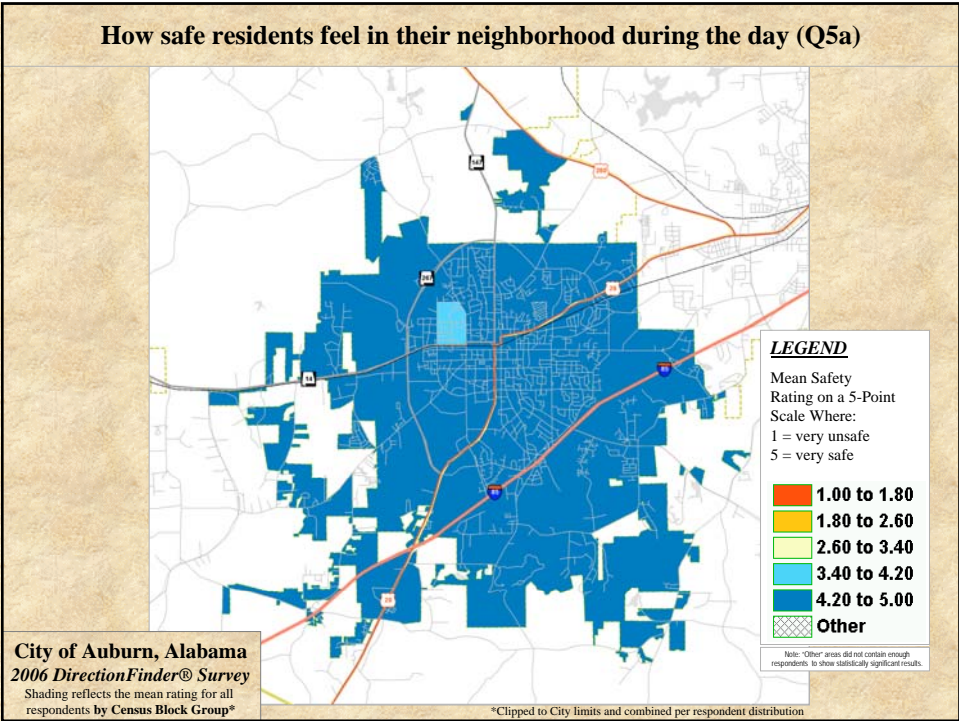


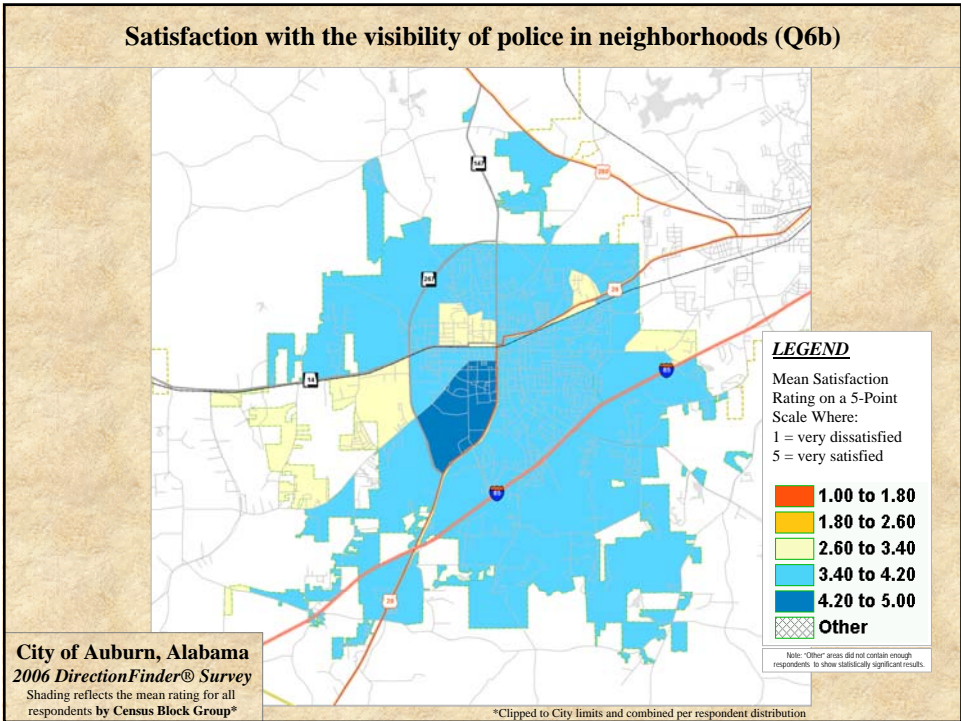
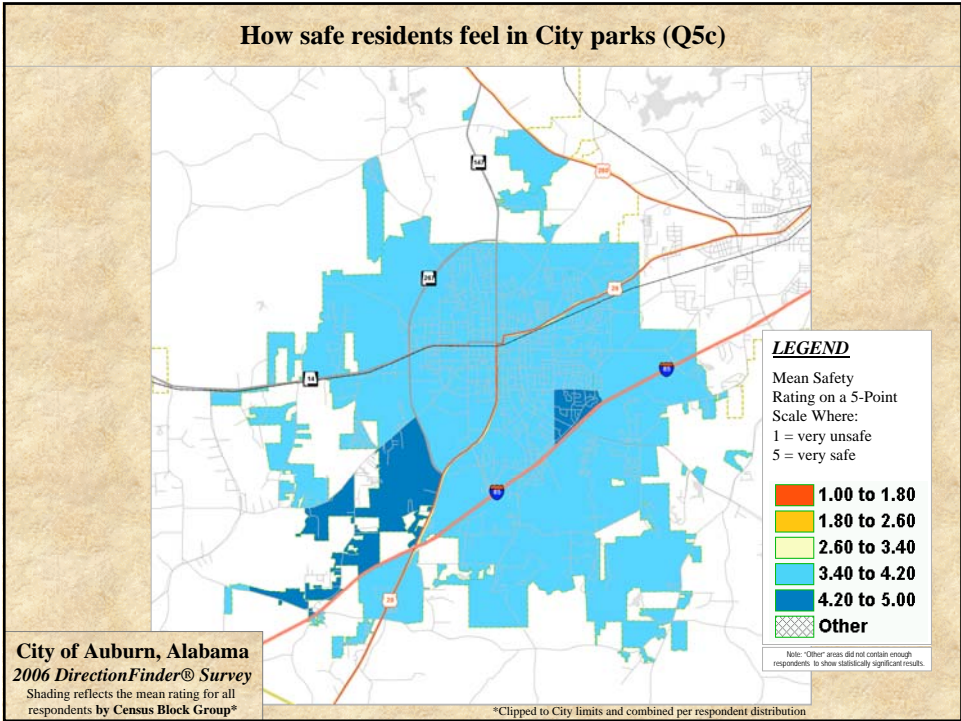
Section 3:
GIS Maps

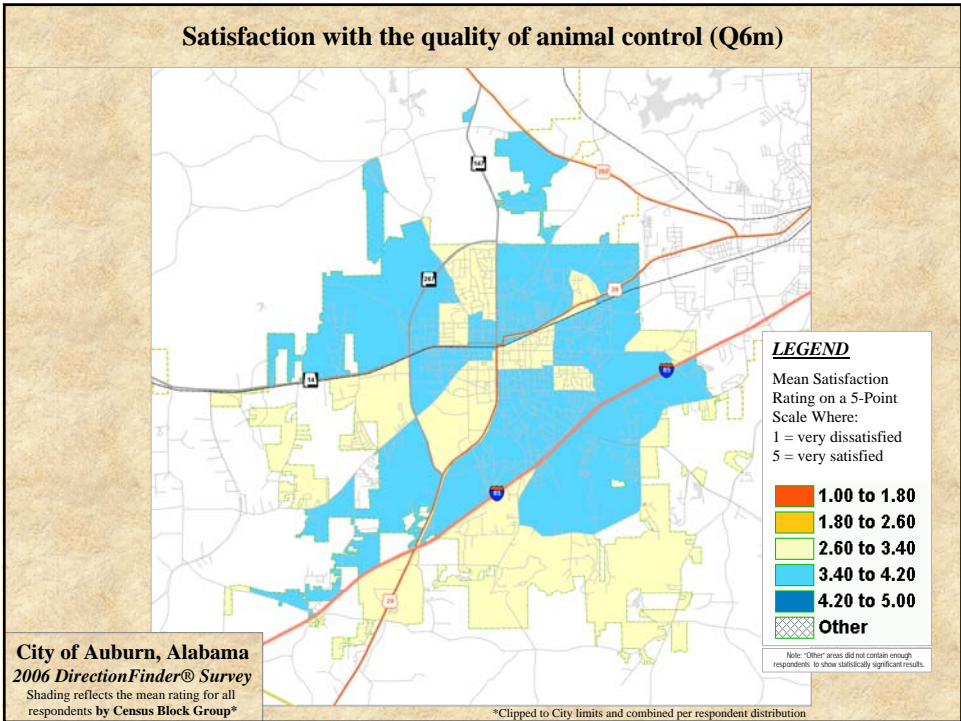
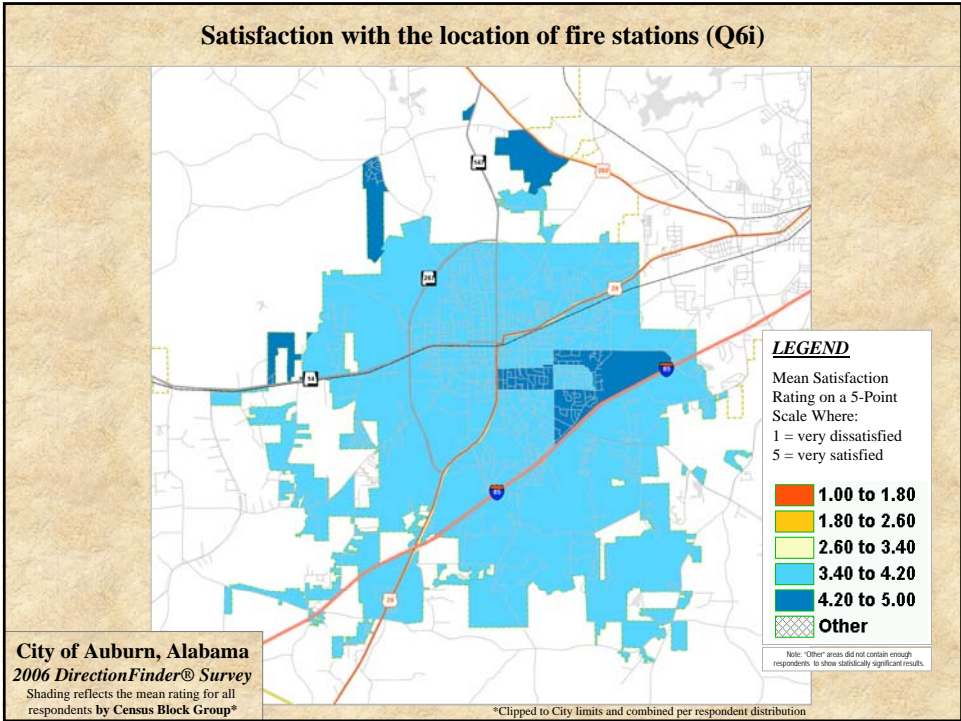


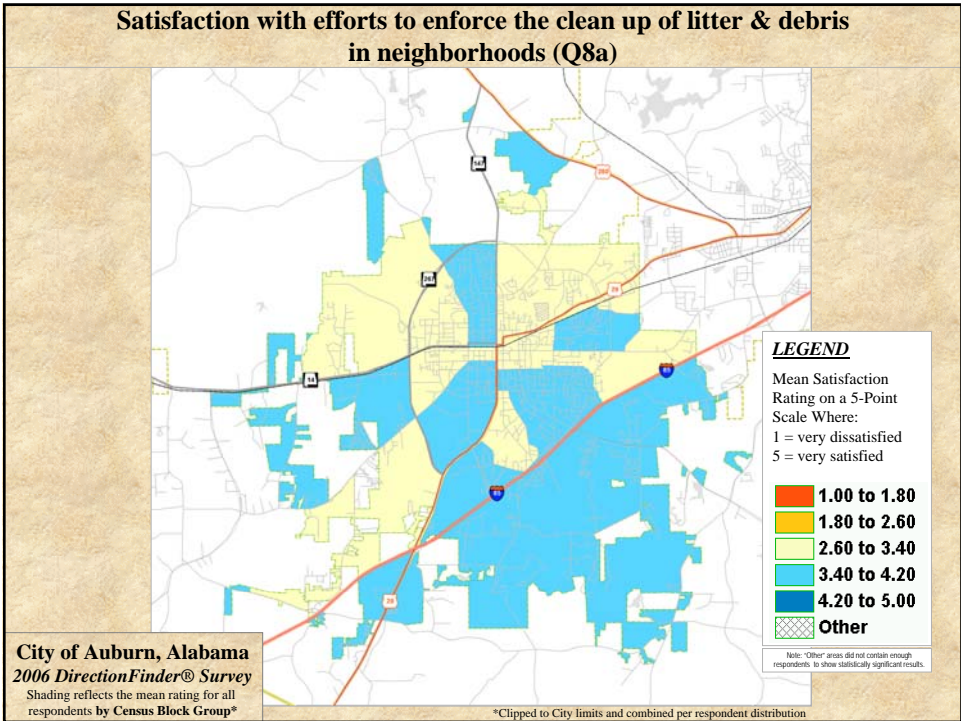
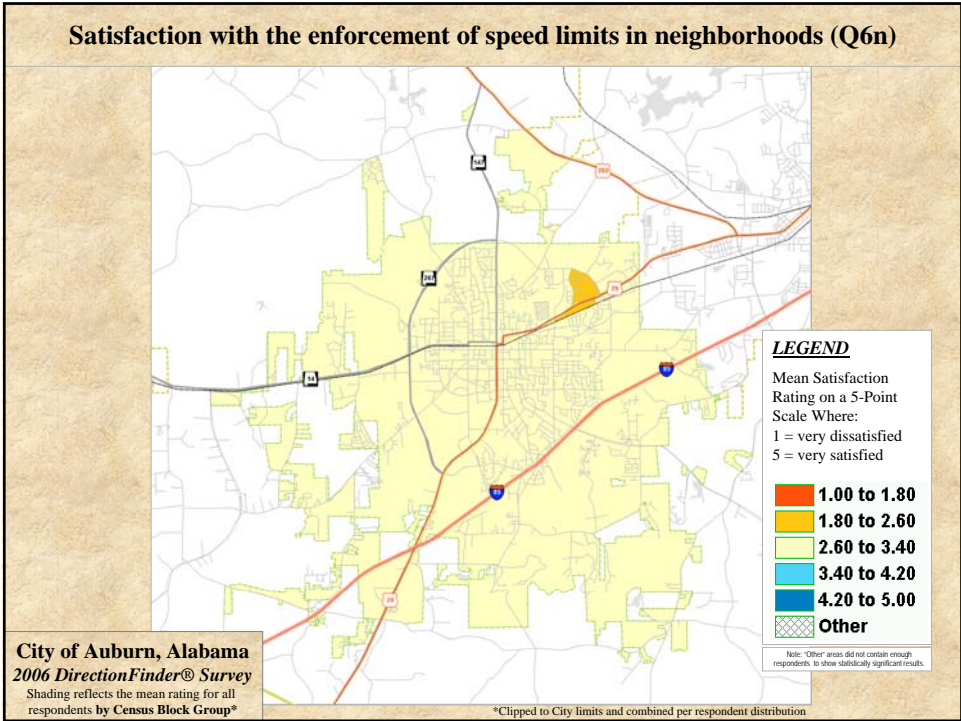


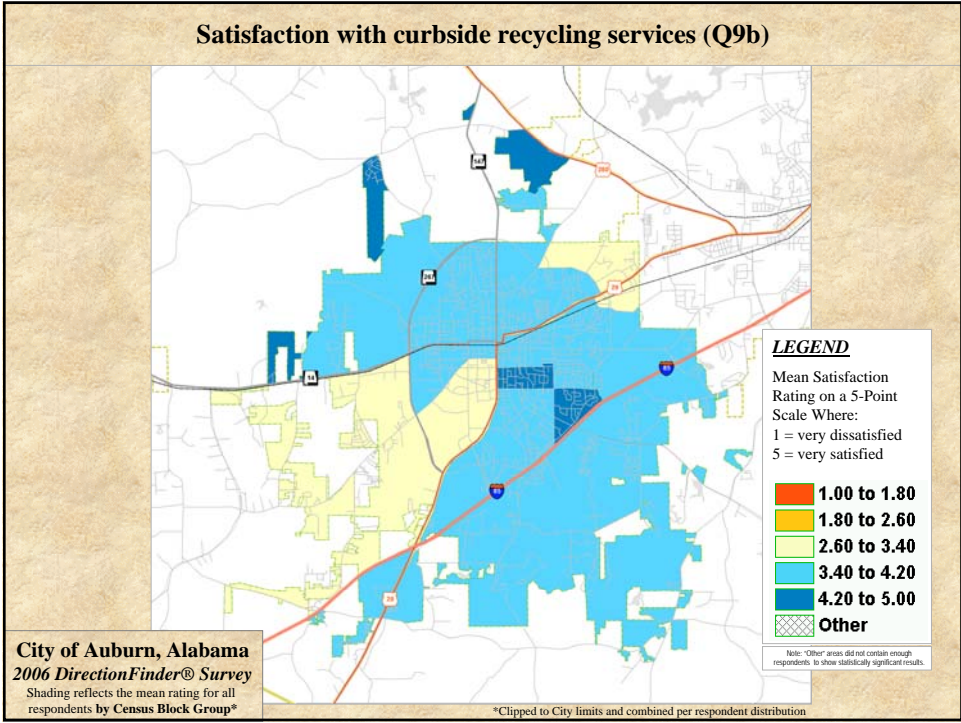
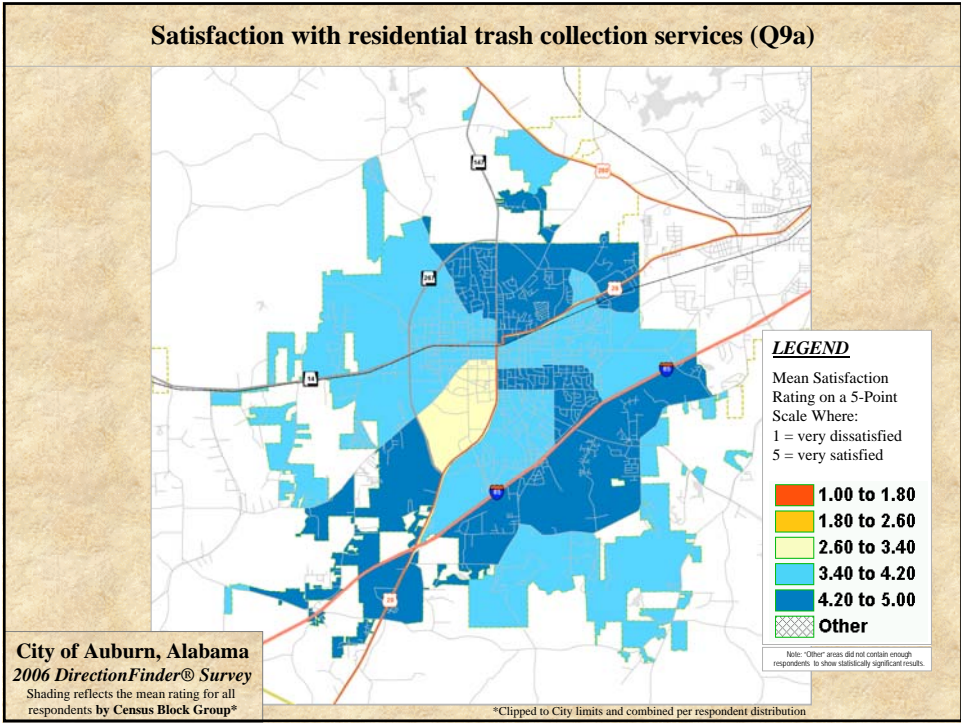


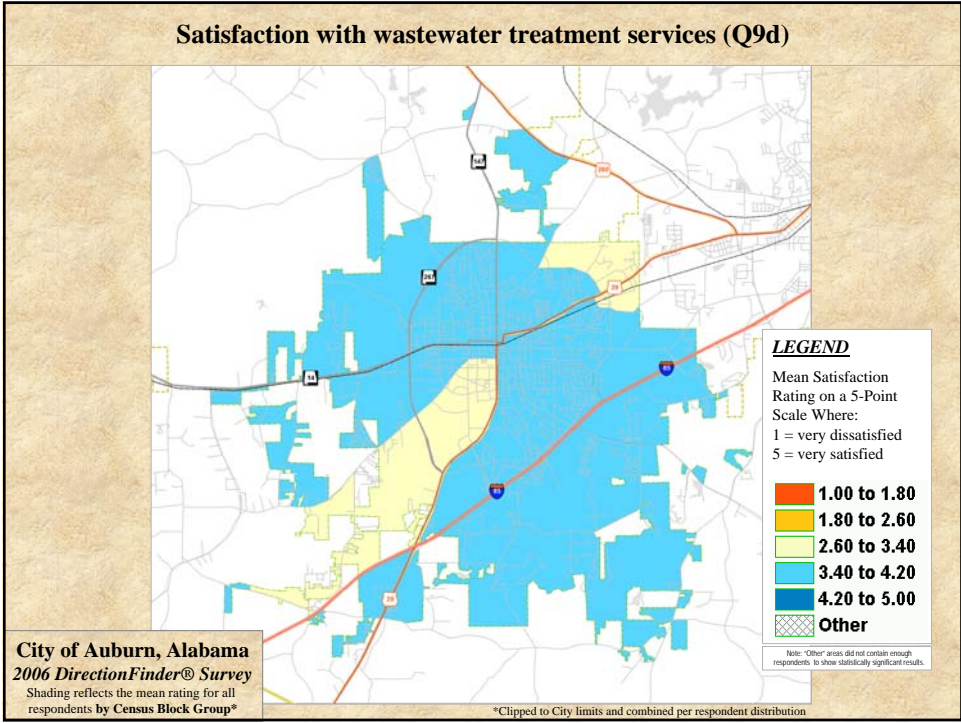
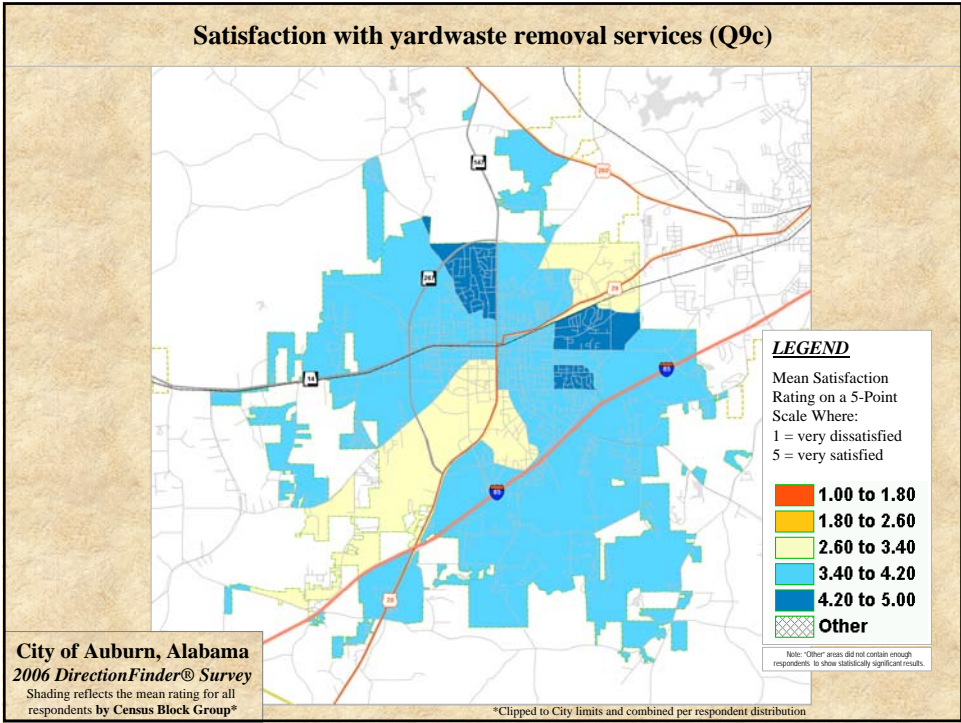


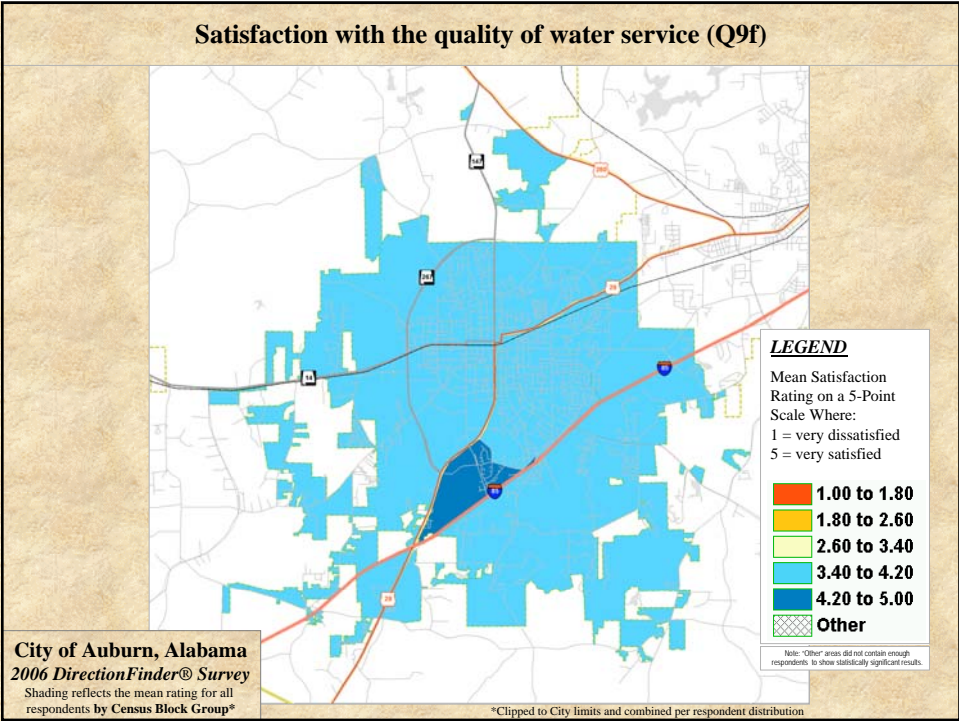
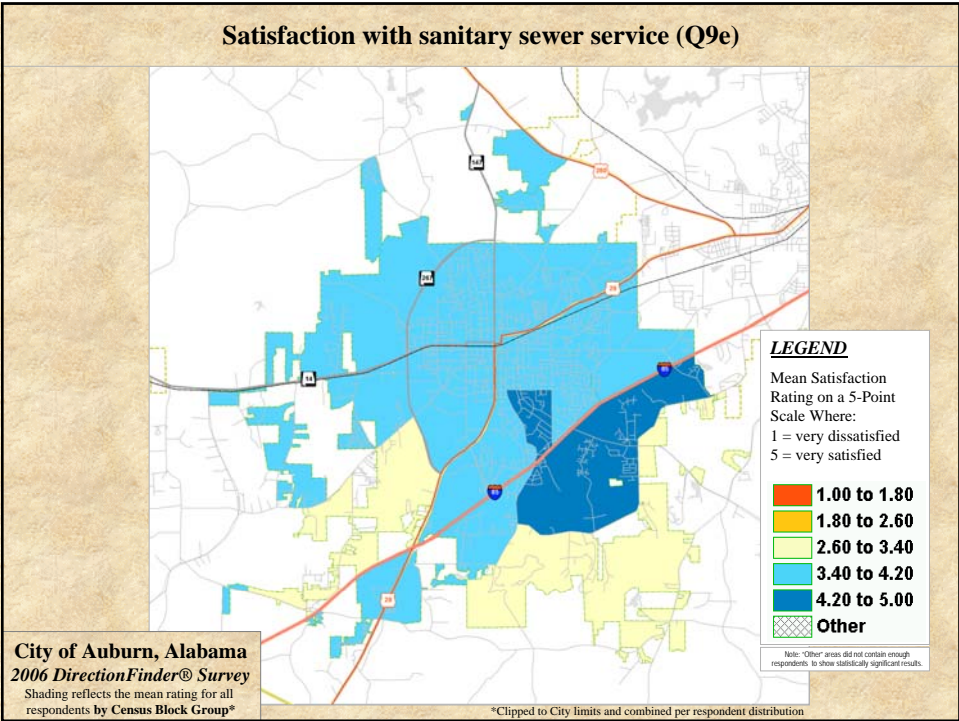


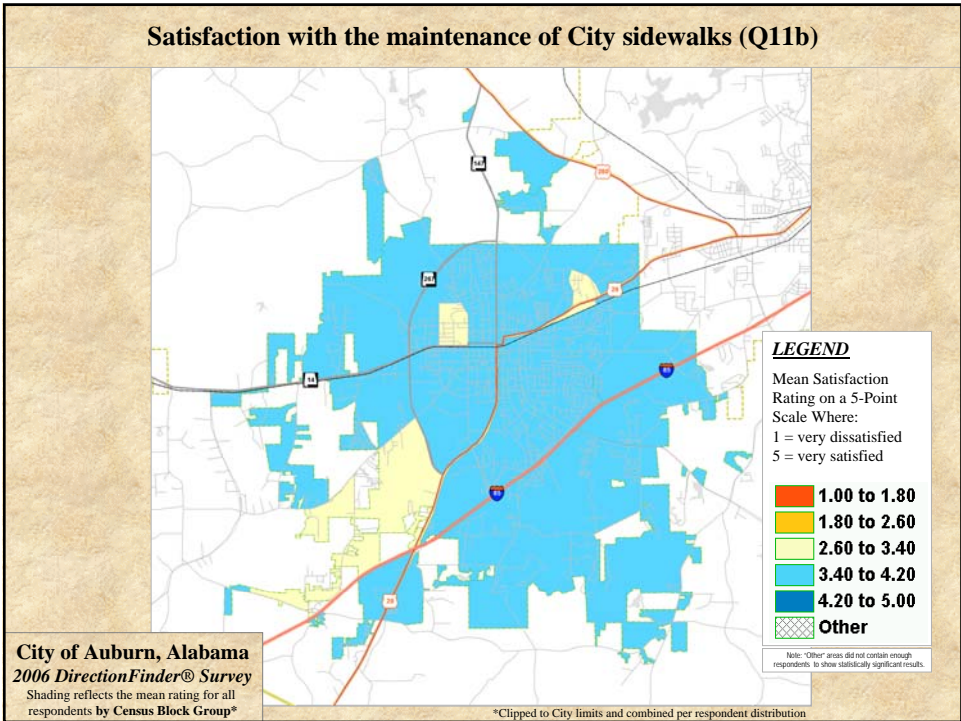
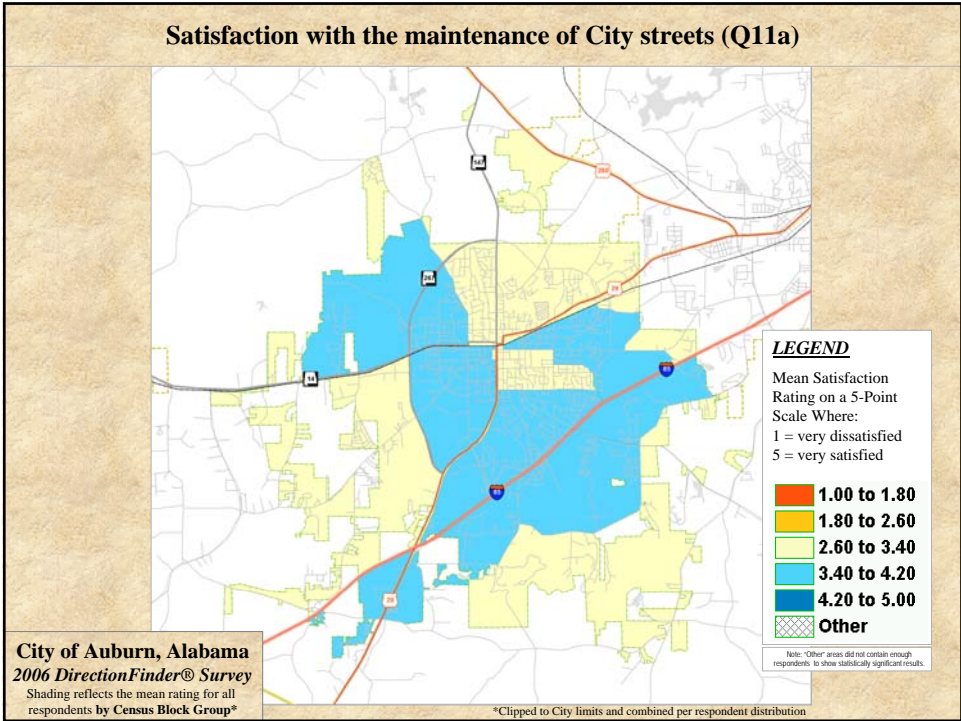


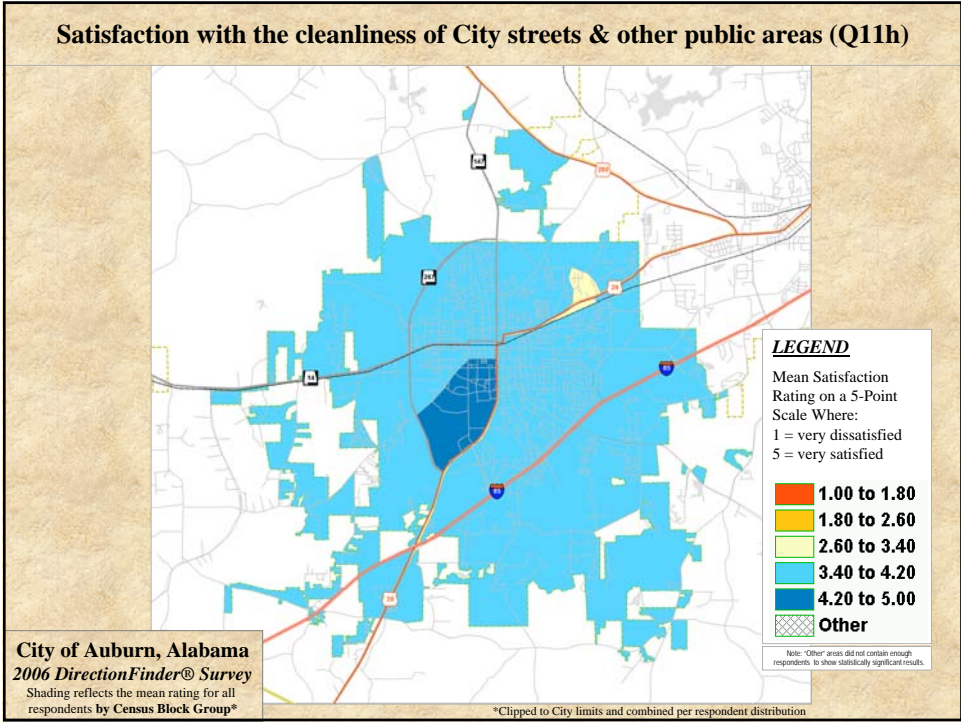
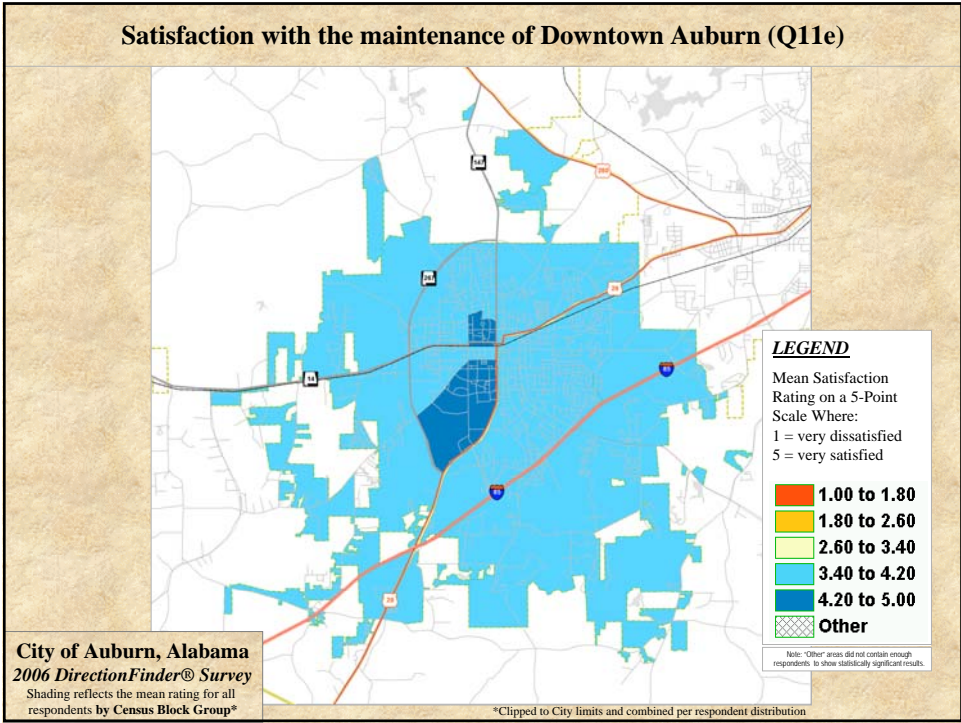


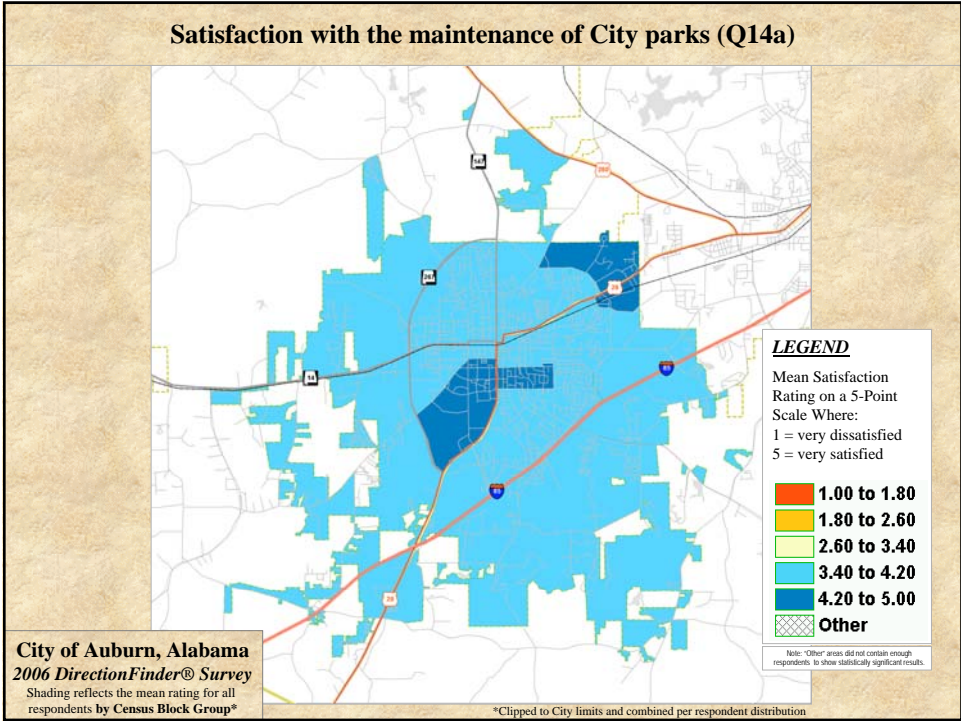
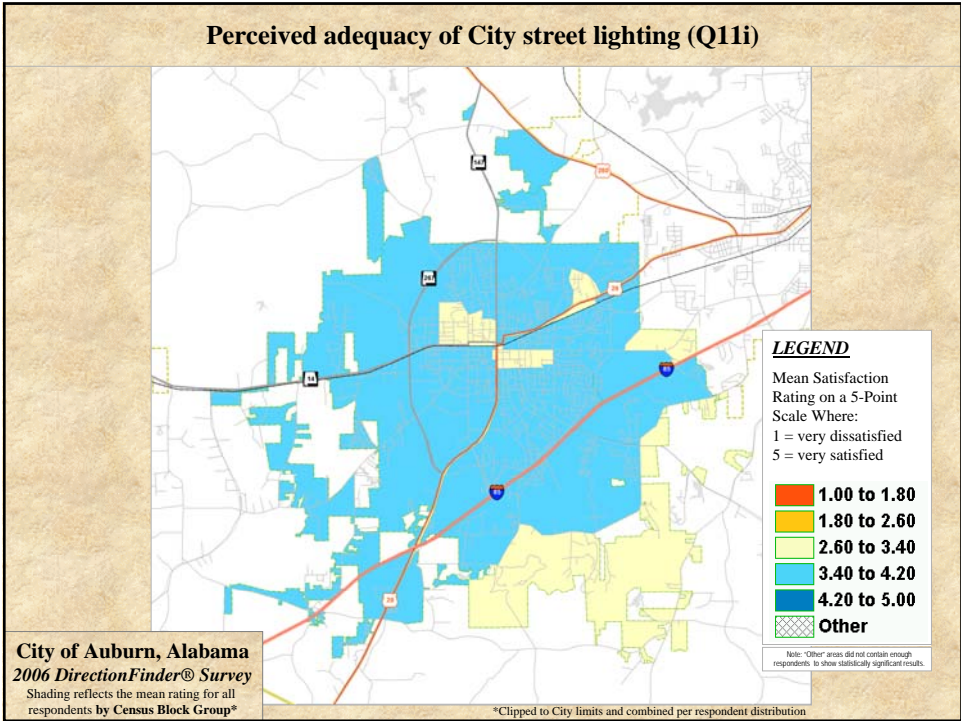


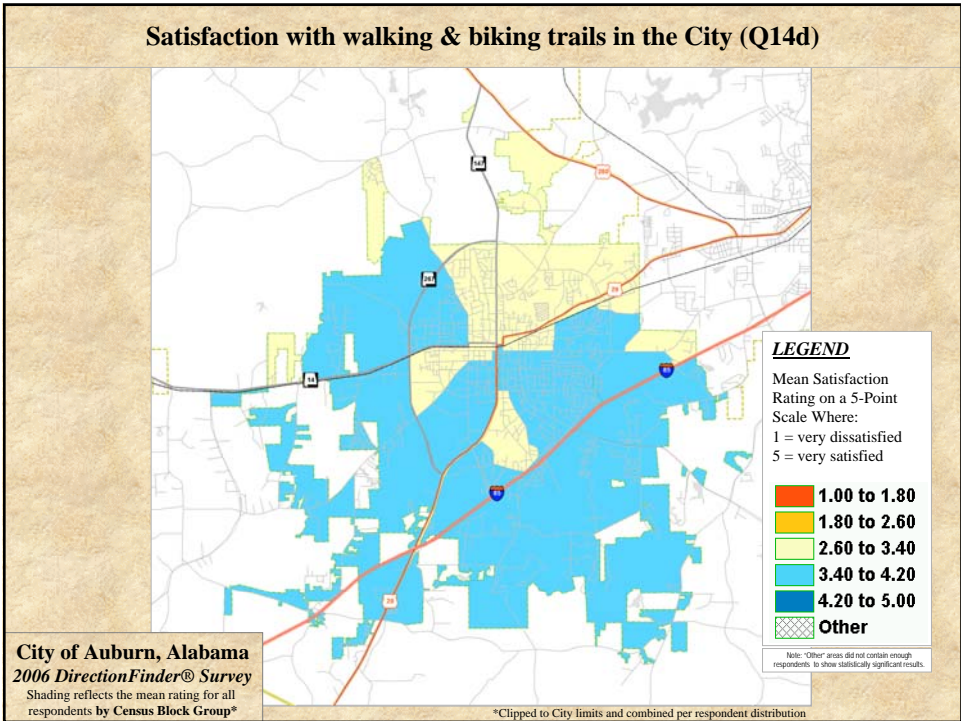
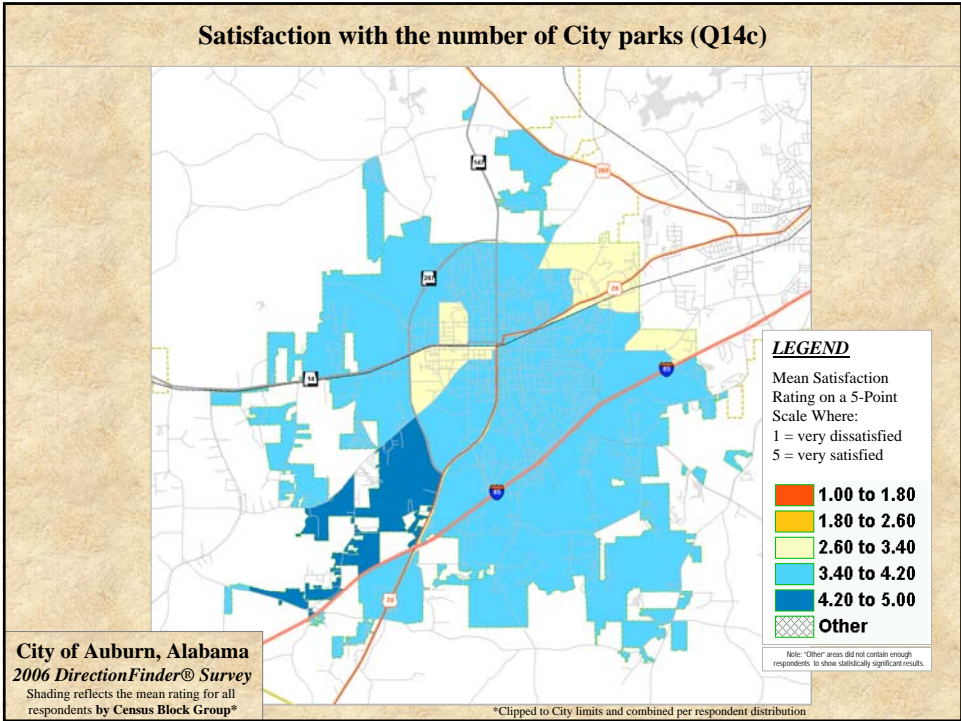


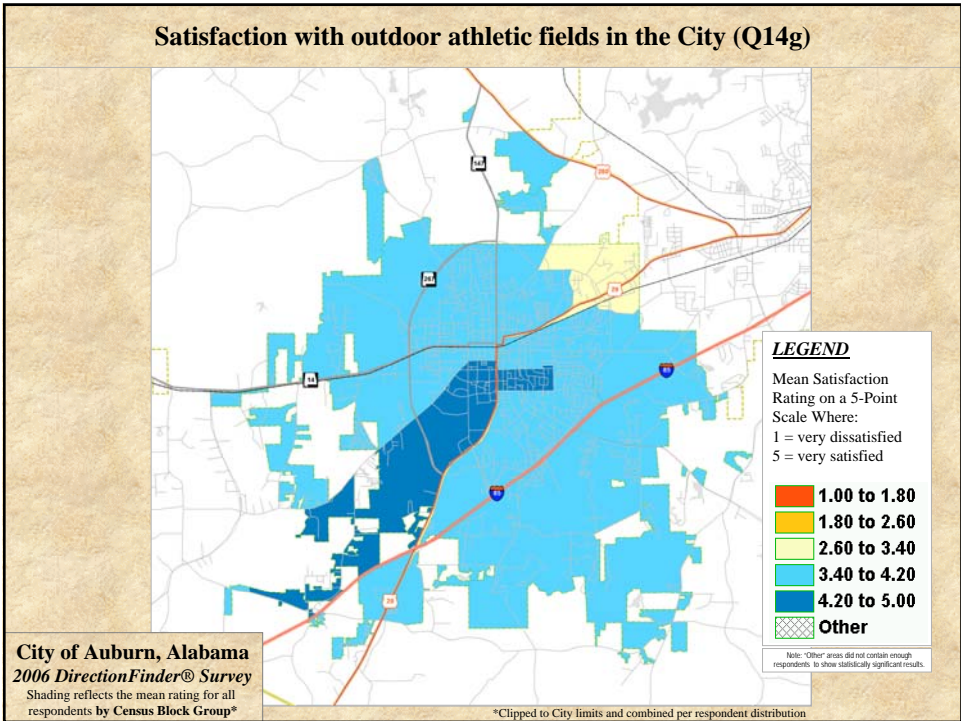
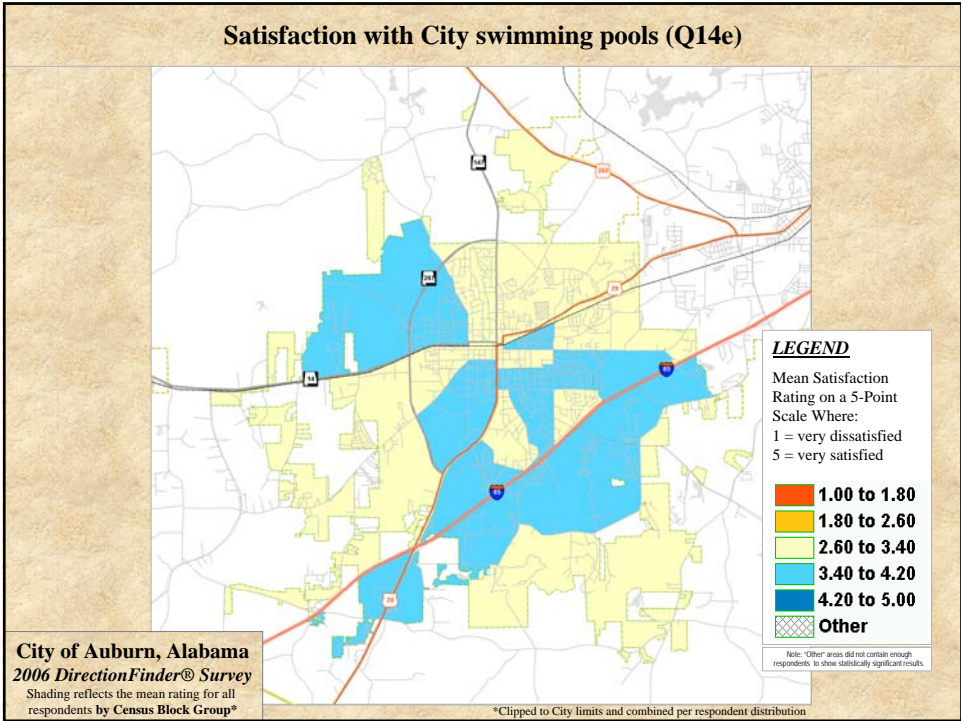


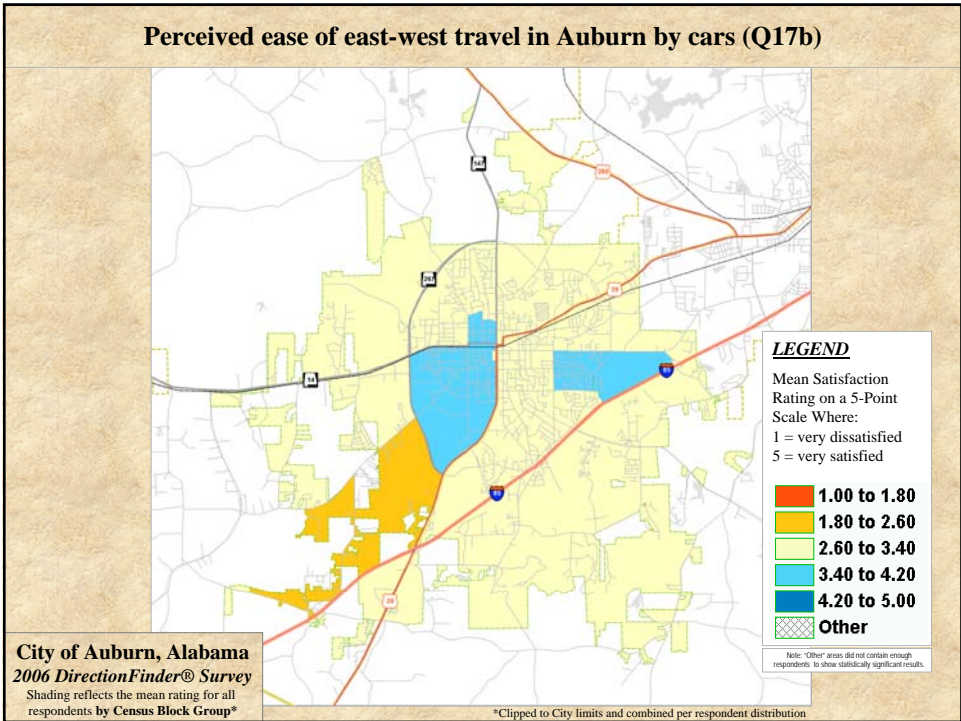
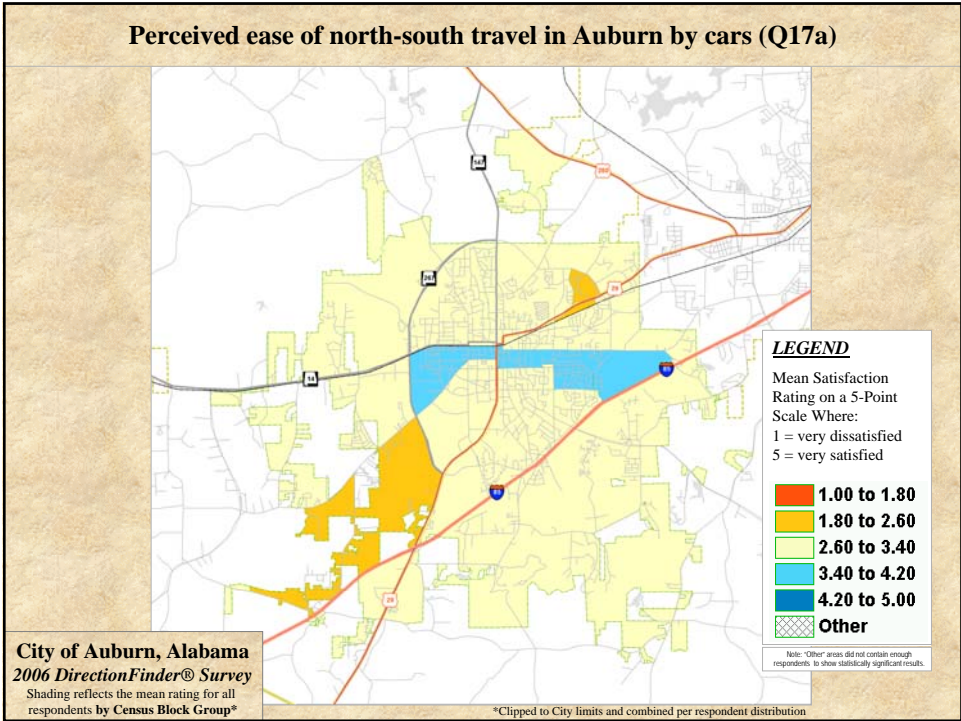


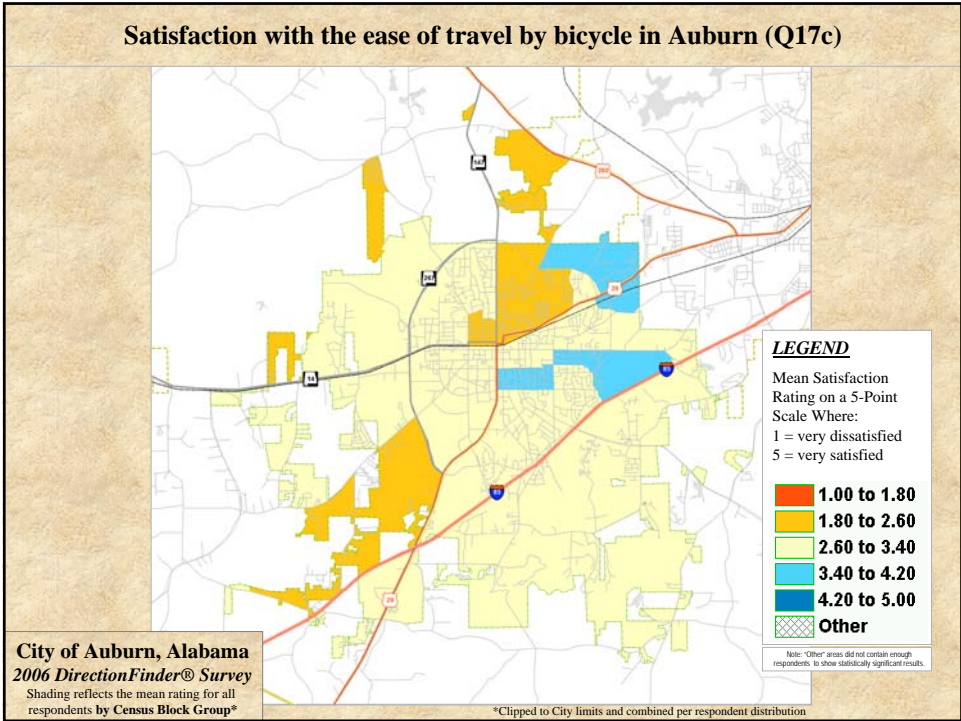












Section 4:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Auburn, Alabama

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Nineteen percent (19%) selected *parks and recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 83% of the residents survey rated the city's overall performance in *parks and recreation* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 19% was multiplied by 17% (1-0.83). This calculation yielded an I-S rating of 0.0323, which was ranked seventh out of ten major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Auburn are provided on the following page.

Importance-Satisfaction Rating

City of Auburn

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Flow of traffic/congestion management	66%	1	43%	10	0.3778	1
<i>High Priority (IS .10-.20)</i>						
Maintenance of streets, buildings, facilities	42%	2	60%	7	0.1697	2
Codes and ordinances	23%	6	56%	9	0.1030	3
<i>Medium Priority (IS <.10)</i>						
City communication	17%	8	60%	6	0.0682	4
Quality of Police, Fire and Ambulance	28%	4	85%	3	0.0418	5
Quality of stormwater runoff	26%	5	57%	8	0.0385	6
Parks and recreation	19%	7	83%	4	0.0323	7
Quality of Auburn's School system	32%	3	90%	1	0.0316	8
Customer service	9%	9	71%	5	0.0217	9
Quality of City Library facilities/service	6%	10	87%	2	0.0072	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Walking and biking trails in the City	30%	1	58%	9	0.1264	1
<i>Medium Priority (IS <.10)</i>						
Community recreation centers	18%	4	52%	11	0.0844	2
The number of City parks	20%	3	62%	6	0.0753	3
City swimming pools	11%	6	48%	12	0.0578	4
Maintenance of City parks	22%	2	84%	1	0.0347	5
Other City recreation programs	7%	10	58%	10	0.0306	6
Fees charged for recreation programs	7%	9	60%	7	0.0293	7
Maintenance of City cemeteries	11%	7	73%	4	0.0291	8
City's youth athletic programs	12%	5	76%	3	0.0287	9
City's adult athletic programs	6%	11	59%	8	0.0252	10
Outdoor athletic fields	9%	8	77%	2	0.0196	11
Ease of registering for programs	4%	12	65%	5	0.0136	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 Rating

City of Auburn

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcement of speed limits in neighborhoods	36%	1	38%	14	0.2218	1
<u>High Priority (IS .10-.20)</u>						
Enforcement of local traffic laws	24%	2	58%	12	0.1000	2
<u>Medium Priority (IS < .10)</u>						
The City's efforts to prevent crime	24%	3	59%	10	0.0971	3
Visibility of police in neighborhoods	21%	4	61%	8	0.0829	4
Quality of animal control	11%	7	58%	11	0.0468	5
Visibility of police in retail areas	11%	6	61%	9	0.0446	6
Quality of local police protection	19%	5	82%	2	0.0333	7
How quickly police respond to emergencies	10%	8	72%	5	0.0281	8
Police safety education programs	3%	13	54%	13	0.0147	9
Quality of local fire protection	7%	9	83%	1	0.0120	10
Quality of local ambulance service	4%	12	70%	6	0.0120	11
How quickly fire division personnel respond	4%	11	76%	4	0.0101	12
Locations of fire stations	5%	10	81%	3	0.0087	13
Fire safety education programs	2%	14	62%	7	0.0060	14

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets (excl. AU campus)	49%	1	57%	11	0.2094	1
<u>High Priority (IS .10-.20)</u>						
Adequacy of City street lighting	28%	2	61%	10	0.1088	2
<u>Medium Priority (IS < .10)</u>						
Maintenance of City sidewalks (excl. AU campus)	19%	4	65%	9	0.0644	3
Overall cleanliness of City streets/public areas	22%	3	74%	6	0.0564	4
Mowing/trimming of public areas	11%	5	74%	5	0.0285	5
Maintenance of street signs	9%	8	75%	7	0.0223	6
Maintenance of downtown Auburn	10%	6	80%	3	0.0211	7
Maintenance of traffic signals	10%	7	80%	2	0.0205	8
Sewer lines and manholes in the City	7%	9	73%	8	0.0178	9
Water lines and fire hydrants in the City	5%	10	78%	4	0.0101	10
Maintenance of City buildings, such as City Hall	2%	11	86%	1	0.0034	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 Matrix Analysis.

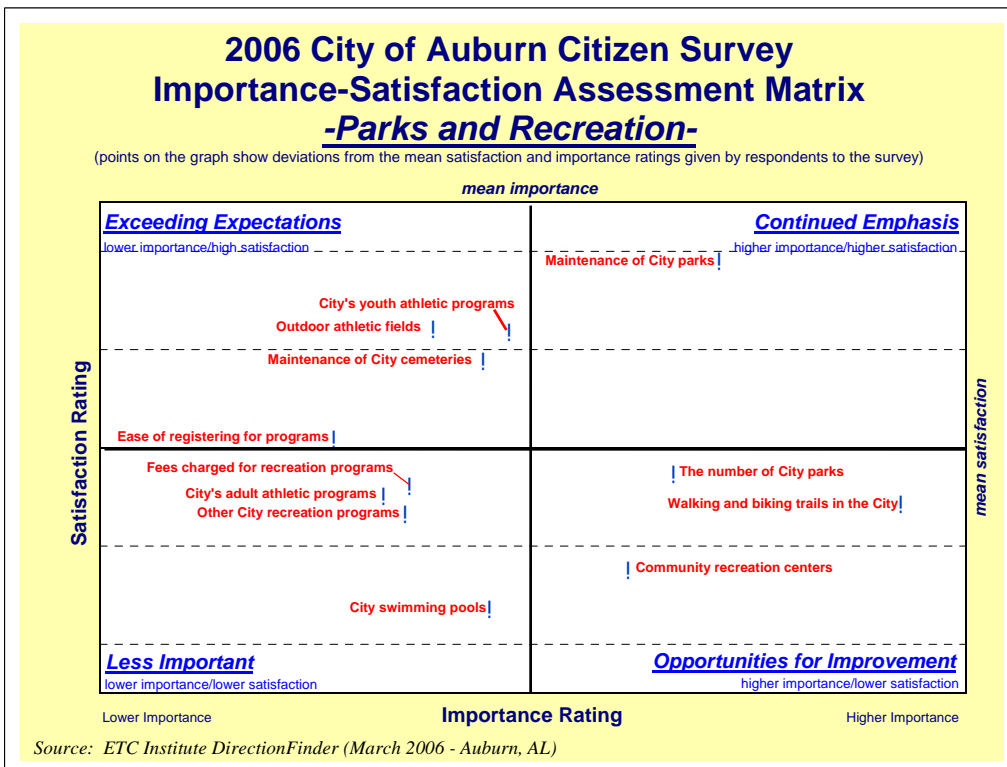
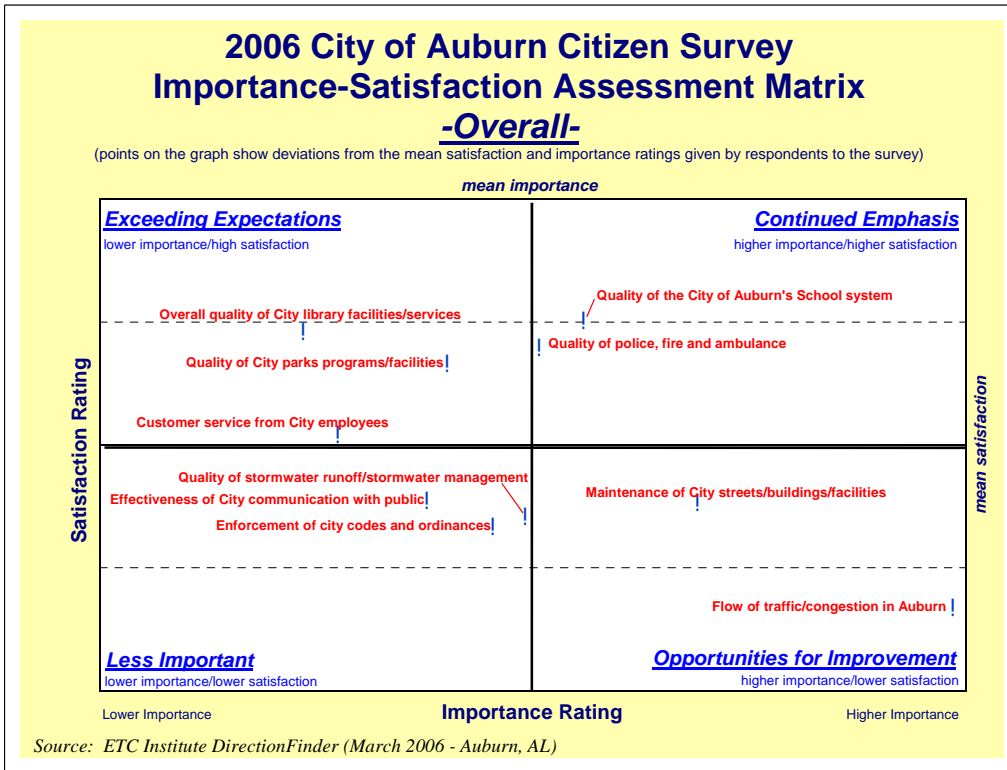
The Importance-Satisfaction matrix is based on the concept that cities will maximize overall satisfaction with city services by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed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

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

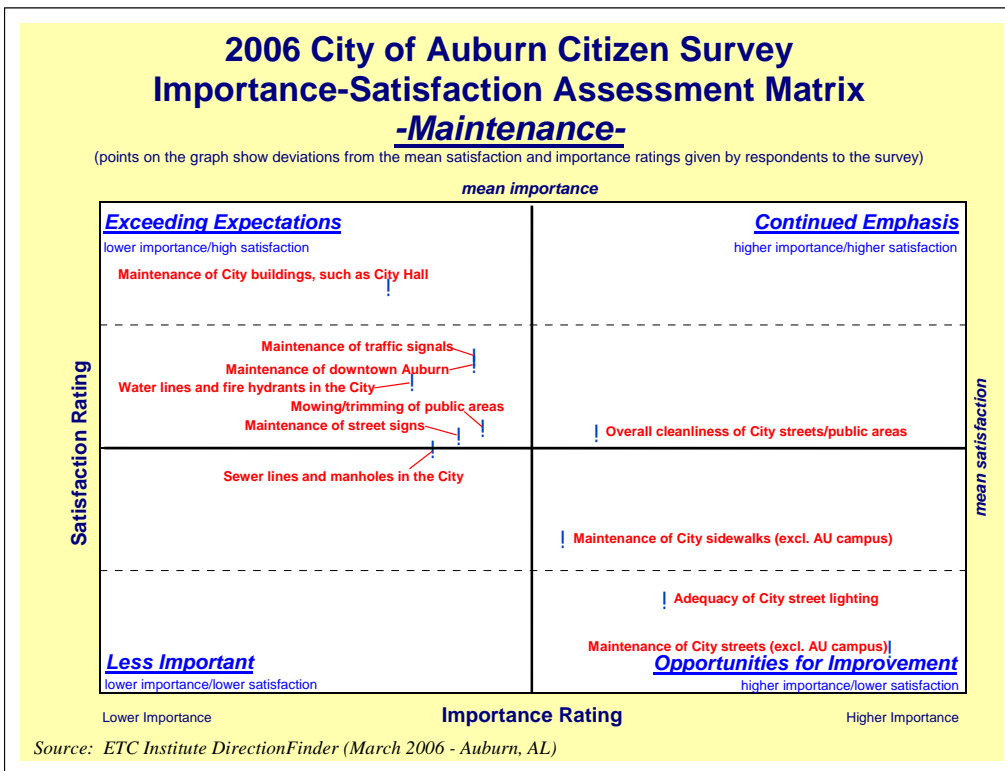
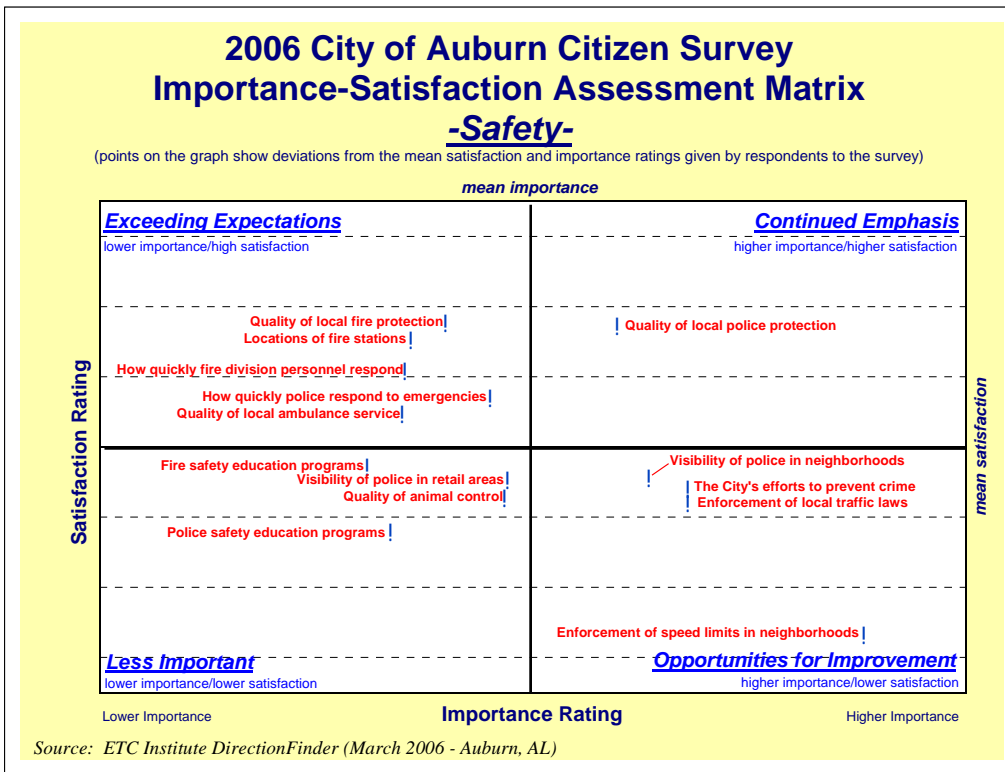
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting expectations. Items in this area have a significant impact on overall satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the Community is performing significantly better than expected. Items in this area do not significantly affect the overall level of satisfaction. 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 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 because the items are less important. The City should maintain current levels of emphasis on items in this area.

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

Section 4: Importance-Satisfaction Analysis



Section 4: Importance-Satisfaction Analysis



Section 5:
***Tabular Data and
Survey Instrument***

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

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q1a Quality of the City of Auburn's School system	0.3%	1.5%	7.0%	33.7%	38.9%	18.6%
Q1b Quality of police, fire, & ambulance services	0.5%	2.4%	11.2%	48.7%	30.0%	7.2%
Q1c Quality of City parks & recreation programs & facilities	0.3%	4.9%	11.7%	49.8%	28.2%	5.1%
Q1d Maintenance of City streets, buildings, & facilities	2.2%	15.2%	22.4%	44.9%	13.8%	1.5%
Q1e Enforcement of City codes & ordinances	3.4%	9.4%	26.2%	36.7%	12.1%	12.1%
Q1f Quality of customer service you receive from City employees	0.8%	5.7%	21.3%	45.2%	21.9%	5.1%
Q1g Effectiveness of City communication with the public	1.8%	8.1%	27.8%	40.9%	15.4%	6.1%
Q1h Quality of the City's stormwater runoff/management system	2.6%	11.9%	24.0%	41.2%	10.3%	10.1%
Q1i Quality of City library facilities & services	0.7%	1.2%	9.3%	40.2%	37.9%	10.7%
Q1j Flow of traffic & congestion management in the City	7.8%	26.7%	22.3%	34.1%	8.0%	1.1%

EXCLUDING DON'T KNOWS

Q1. Please rate your overall satisfaction with the following major categories of services provided by the City of Auburn. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of the City of Auburn's School system	0.3%	1.8%	8.6%	41.5%	47.8%
Q1b Quality of police, fire, & ambulance services	0.6%	2.6%	12.1%	52.5%	32.3%
Q1c Quality of City parks & recreation programs & facilities	0.3%	5.1%	12.4%	52.5%	29.7%
Q1d Maintenance of City streets, buildings, & facilities	2.2%	15.5%	22.7%	45.6%	14.0%
Q1e Enforcement of City codes & ordinances	3.8%	10.8%	29.8%	41.8%	13.8%
Q1f Quality of customer service you receive from City employees	0.9%	6.0%	22.5%	47.7%	23.0%
Q1g Effectiveness of City communication with the public	1.9%	8.6%	29.6%	43.5%	16.4%
Q1h Quality of the City's stormwater runoff/management system	2.9%	13.2%	26.7%	45.8%	11.4%
Q1i Quality of City library facilities & services	0.8%	1.4%	10.4%	45.0%	42.4%
Q1j Flow of traffic & congestion management in the City	7.9%	27.0%	22.5%	34.5%	8.0%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years? (all three selections)

<u>Q2 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
A = Quality of the City of Auburn's School system	234	31.6 %
B = Quality of police, fire & ambulance services	204	27.5 %
C = Quality of City parks & rec programs & facilities	141	19.0 %
D = Maintenance of City streets, buildings & facilities	312	42.1 %
E = Enforcement of City codes & ordinances	172	23.2 %
F = Quality of customer service.	66	8.9 %
G = Effectiveness of City communication	127	17.1 %
H = Quality of City's stormwater runoff/management	194	26.2 %
I = Quality of City library facilities & services	42	5.7 %
J = Flow of traffic & congestion management	487	65.7 %
Z = None chosen	55	7.4 %
Total	2034	

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

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q3a Value that you receive for your City tax dollars & fees	1.2%	6.1%	24.2%	51.0%	14.0%	3.5%
Q3b Image of the City	0.3%	5.4%	12.4%	52.9%	28.2%	0.8%
Q3c Quality of life in the City	0.5%	3.1%	10.9%	50.5%	34.3%	0.7%
Q3d Appearance of the City	1.5%	9.9%	17.4%	51.4%	19.0%	0.8%
Q3e Quality of City services	0.5%	3.2%	18.9%	58.3%	17.4%	1.6%

EXCLUDING DON'T KNOWS

Q3. Several items that may influence your perception of the City of Auburn are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a Value that you receive for your City tax dollars & fees	1.3%	6.3%	25.0%	52.9%	14.5%
Q3b Image of the City	0.3%	5.4%	12.5%	53.3%	28.4%
Q3c Quality of life in the City	0.5%	3.1%	11.0%	50.8%	34.5%
Q3d Appearance of the City	1.5%	9.9%	17.6%	51.8%	19.2%
Q3e Quality of City services	0.5%	3.3%	19.2%	59.3%	17.7%

Q4. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, which areas should City officials concentrate their efforts? Please rank the priority that should be placed on the following seven items. Write "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, and so on. Write "7" to identify the item that should be the LOWEST priority.

(N=741)

	Highest priority							Lowest priority	Don't Know
	1	2	3	4	5	6	7		
Q4a City school system	42.0%	13.0%	13.8%	9.2%	5.5%	3.8%	3.9%	8.9%	
Q4b Diversified retail base	2.4%	8.6%	8.1%	12.7%	10.3%	14.7%	31.0%	12.1%	
Q4c Transportation	7.8%	8.6%	15.8%	13.6%	12.7%	15.7%	15.1%	10.7%	
Q4d Public Safety									
Response Times	9.0%	20.1%	12.0%	16.5%	15.8%	10.9%	4.0%	11.6%	
Q4e Natural Resource									
Protection	9.2%	16.2%	14.6%	13.5%	14.2%	12.3%	8.5%	11.6%	
Q4f New Fire Stations	3.2%	3.2%	12.0%	12.6%	20.2%	21.6%	14.3%	12.8%	
Q4g Zoning & Land Use	20.6%	21.2%	13.6%	9.7%	8.2%	6.5%	9.7%	10.4%	

EXCLUDING DON'T KNOWS

Q4. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, which areas should City officials concentrate their efforts? Please rank the priority that should be placed on the following seven items. Write "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, and so on. Write "7" to identify the item that should be the LOWEST priority. (excluding not provided)

	Highest priority						Lowest priority
	1	2	3	4	5	6	
Q4a City school system	46.1%	14.2%	15.1%	10.1%	6.1%	4.1%	4.3%
Q4b Diversified retail base	2.8%	9.8%	9.2%	14.4%	11.7%	16.7%	35.3%
Q4c Transportation	8.8%	9.7%	17.7%	15.3%	14.2%	17.5%	16.9%
Q4d Public Safety							
Response Times	10.2%	22.7%	13.6%	18.6%	17.9%	12.4%	4.6%
Q4e Natural Resource							
Protection	10.4%	18.3%	16.5%	15.3%	16.0%	13.9%	9.6%
Q4f New Fire Stations	3.7%	3.7%	13.8%	14.4%	23.2%	24.8%	16.4%
Q4g Zoning & Land Use	23.0%	23.6%	15.2%	10.8%	9.2%	7.2%	10.8%

Q5. Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

(N=741)

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5	Don't know 9
Q5a In your neighborhood during the day	0.8%	0.8%	3.2%	33.8%	60.8%	0.5%
Q5b In your neighborhood at night	1.6%	3.9%	10.3%	44.0%	39.8%	0.4%
Q5c In City parks	1.1%	3.6%	25.0%	40.9%	16.1%	13.4%
Q5d In commercial & retail areas	0.4%	4.5%	17.5%	55.7%	20.0%	1.9%
Q5e Overall feeling of safety in Auburn	0.5%	1.6%	11.1%	59.9%	26.3%	0.5%

EXCLUDING DON'T KNOWS

Q5. Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe." (excluding don't know)

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5
Q5a In your neighborhood during the day	0.8%	0.8%	3.3%	34.0%	61.1%
Q5b In your neighborhood at night	1.6%	3.9%	10.3%	44.2%	40.0%
Q5c In City parks	1.2%	4.2%	28.8%	47.2%	18.5%
Q5d In commercial & retail areas	0.4%	4.5%	17.9%	56.8%	20.4%
Q5e Overall feeling of safety in Auburn	0.5%	1.6%	11.1%	60.2%	26.5%

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

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q6a Quality of local police protection	1.1%	2.8%	13.0%	57.1%	22.3%	3.8%
Q6b Visibility of police in neighborhoods	1.1%	11.5%	25.9%	43.9%	15.5%	2.2%
Q6c Visibility of police in retail areas	0.7%	7.3%	29.7%	43.3%	14.4%	4.6%
Q6d How quickly police respond to emergencies	0.5%	2.7%	18.8%	39.5%	17.8%	20.6%
Q6e City's efforts to prevent crime	1.3%	5.5%	29.1%	39.0%	13.1%	11.9%
Q6f Police safety education programs	0.9%	2.8%	30.2%	27.1%	11.2%	27.7%
Q6g Enforcement of local traffic laws	5.7%	11.7%	23.5%	42.5%	11.9%	4.7%
Q6h Quality of local fire protection	0.5%	1.2%	13.5%	52.4%	21.1%	11.3%
Q6i Location of fire stations	0.7%	2.3%	14.8%	51.6%	21.6%	9.0%
Q6j How quickly fire personnel respond to emergencies	0.4%	1.1%	16.1%	35.9%	19.4%	27.1%
Q6k Fire safety education programs	0.4%	0.9%	23.8%	28.6%	13.0%	33.3%
Q6l Quality of local ambulance service	1.1%	2.2%	18.4%	34.8%	15.2%	28.3%
Q6m Quality of animal control	3.6%	11.7%	20.5%	37.2%	12.0%	14.8%
Q6n Enforcement of speed limits in neighborhoods	12.7%	21.3%	25.2%	28.9%	8.0%	3.9%

EXCLUDING DON'T KNOWS

Q6. Public Safety Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q6a Quality of local police protection	1.1%	2.9%	13.5%	59.3%	23.1%
Q6b Visibility of police in neighborhoods	1.1%	11.7%	26.5%	44.8%	15.9%
Q6c Visibility of police in retail areas	0.7%	7.6%	31.1%	45.4%	15.1%
Q6d How quickly police respond to emergencies	0.7%	3.4%	23.6%	49.8%	22.4%
Q6e City's efforts to prevent crime	1.5%	6.3%	33.1%	44.3%	14.9%
Q6f Police safety education programs	1.3%	3.9%	41.8%	37.5%	15.5%
Q6g Enforcement of local traffic laws	5.9%	12.3%	24.6%	44.6%	12.5%
Q6h Quality of local fire protection	0.6%	1.4%	15.2%	59.1%	23.7%
Q6i Location of fire stations	0.7%	2.5%	16.3%	56.7%	23.7%
Q6j How quickly fire personnel respond to emergencies	0.6%	1.5%	22.0%	49.3%	26.7%
Q6k Fire safety education programs	0.6%	1.4%	35.6%	42.9%	19.4%
Q6l Quality of local ambulance service	1.5%	3.0%	25.6%	48.6%	21.3%
Q6m Quality of animal control	4.3%	13.8%	24.1%	43.7%	14.1%
Q6n Enforcement of speed limits in neighborhoods	13.2%	22.2%	26.3%	30.1%	8.3%

Q7. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by City leaders over the next two years? (both selections)

<u>Q7 Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
A = Quality of local police protection	140	18.9 %
B = Visibility of police in neighborhoods	156	21.1 %
C = Visibility of police in retail areas	84	11.3 %
D = How quickly police respond to emergencies	75	10.1 %
E = City's efforts to prevent crimes	176	23.8 %
F = Police safety education programs	24	3.2 %
G = Enforcement of local traffic laws	176	23.8 %
H = Quality of local fire protection	52	7.0 %
I = Location of fire stations	34	4.6 %
J = How quickly fire personnel respond to emerg	31	4.2 %
K = Fire safety education programs	12	1.6 %
L = Quality of local ambulance service	30	4.0 %
M = Quality of animal control	82	11.1 %
N = Enforcement of speed limits in neighborhoods	267	36.0 %
Z = None chosen	61	8.2 %
Total	1400	

Q8. Enforcement of Codes and Ordinances. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."
(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q8a Enforcing the clean up of litter & debris in your neighborhood	5.7%	14.3%	17.3%	43.5%	14.8%	4.5%
Q8b Enforcing sign regulations in the City	3.8%	7.7%	26.7%	39.0%	8.5%	14.3%
Q8c Enforcing zoning regulations in the City	5.4%	11.5%	27.4%	29.8%	7.6%	18.4%
Q8d Enforcement of unrelated occupancy	7.0%	13.2%	25.9%	20.0%	5.3%	28.6%
Q8e Enforcement of building codes	2.4%	7.3%	26.7%	29.4%	6.5%	27.7%

EXCLUDING DON'T KNOWS

Q8. Enforcement of Codes and Ordinances. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."
(excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q8a Enforcing the clean up of litter & debris in your neighborhood	5.9%	15.0%	18.1%	45.5%	15.5%
Q8b Enforcing sign regulations in the City	4.4%	9.0%	31.2%	45.5%	9.9%
Q8c Enforcing zoning regulations in the City	6.6%	14.0%	33.6%	36.5%	9.3%
Q8d Enforcement of unrelated occupancy	9.8%	18.5%	36.3%	28.0%	7.4%
Q8e Enforcement of building codes	3.4%	10.1%	36.9%	40.7%	9.0%

Q9. Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q9a Residential trash collection services	2.0%	5.1%	8.4%	42.0%	38.6%	3.8%
Q9b Curbside recycling services	3.2%	6.5%	12.8%	37.4%	28.2%	11.8%
Q9c Yardwaste removal services	1.8%	6.5%	11.8%	40.3%	30.3%	9.5%
Q9d Wastewater treatment services	0.5%	1.9%	18.8%	41.1%	15.4%	22.3%
Q9e Sanitary sewer service to your home	2.0%	1.8%	14.5%	46.9%	23.4%	11.5%
Q9f Quality of water service to your home	1.1%	4.7%	14.3%	49.6%	25.0%	5.3%
Q9g Customer service from the Water Revenue Office	1.6%	4.2%	18.6%	38.9%	20.8%	15.8%

EXCLUDING DON'T KNOWS**Q9. Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9a Residential trash collection services	2.1%	5.3%	8.7%	43.7%	40.2%
Q9b Curbside recycling services	3.7%	7.4%	14.5%	42.4%	32.0%
Q9c Yardwaste removal services	1.9%	7.2%	13.0%	44.5%	33.4%
Q9d Wastewater treatment services	0.7%	2.4%	24.2%	52.9%	19.8%
Q9e Sanitary sewer service to your home	2.3%	2.0%	16.3%	53.0%	26.4%
Q9f Quality of water service to your home	1.1%	5.0%	15.1%	52.4%	26.4%
Q9g Customer service from the Water Revenue Office	1.9%	5.0%	22.2%	46.2%	24.7%

Q10. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by City leaders over the next two years? (both selections)

<u>Q10 Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
A = Residential trash collection services	173	23.3 %
B = Curbside recycling services	193	26.0 %
C = Yardwaste removal services	160	21.6 %
D = Wastewater removal services	178	24.0 %
E = Sanitary sewer service to your home	108	14.6 %
F = Quality of water service to your home	290	39.1 %
G = Customer service from the Water Revenue Office	86	11.6 %
Z = None chosen	118	15.9 %
Total	1306	

Q11. City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q11a Maintenance of City streets	2.0%	19.2%	21.6%	45.8%	9.3%	2.0%
Q11b Maintenance of City sidewalks	1.2%	9.5%	23.0%	49.7%	13.4%	3.2%
Q11c Maintenance of street signs	1.8%	4.1%	19.9%	57.7%	13.9%	2.7%
Q11d Maintenance of traffic signals	0.3%	2.7%	16.5%	60.5%	17.7%	2.3%
Q11e Maintenance of Downtown Auburn	0.0%	2.7%	17.0%	58.5%	18.2%	3.5%
Q11f Maintenance of City buildings	0.0%	0.8%	12.4%	57.2%	22.8%	6.8%
Q11g Mowing & trimming along City streets & other public areas	0.7%	5.9%	18.5%	53.9%	18.6%	2.3%
Q11h Cleanliness of City streets & other public areas	0.8%	5.7%	19.1%	55.4%	16.9%	2.2%
Q11i Adequacy of City street lighting	2.7%	11.6%	24.5%	47.6%	11.2%	2.4%
Q11j Water lines & fire hydrants in the City	0.1%	1.5%	17.0%	50.8%	15.3%	15.3%
Q11k Sewer lines & manholes in the City	0.7%	2.2%	19.3%	46.1%	12.6%	19.2%

EXCLUDING DON'T KNOWS

Q11. City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11a Maintenance of City streets	2.1%	19.6%	22.1%	46.8%	9.5%
Q11b Maintenance of City sidewalks	1.3%	9.8%	23.7%	51.4%	13.8%
Q11c Maintenance of street signs	1.8%	4.2%	20.4%	59.3%	14.3%
Q11d Maintenance of traffic signals	0.3%	2.8%	16.9%	62.0%	18.1%
Q11e Maintenance of Downtown Auburn	0.0%	2.8%	17.6%	60.6%	18.9%
Q11f Maintenance of City buildings	0.0%	0.9%	13.3%	61.3%	24.5%
Q11g Mowing & trimming along City streets & other public areas	0.7%	6.1%	18.9%	55.2%	19.1%
Q11h Cleanliness of City streets & other public areas	0.8%	5.8%	19.5%	56.6%	17.3%
Q11i Adequacy of City street lighting	2.8%	11.9%	25.1%	48.8%	11.5%
Q11j Water lines & fire hydrants in the City	0.2%	1.8%	20.1%	60.0%	18.0%
Q11k Sewer lines & manholes in the City	0.8%	2.7%	23.9%	57.0%	15.6%

Q12. Which TWO areas of MAINTENANCE do you think should be emphasized most by City leaders over the next two years? (both selections)

<u>Q12 Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of City streets	361	48.7 %
B = Maintenance of City sidewalks	137	18.5 %
C = Maintenance of street signs	66	8.9 %
D = Maintenance of traffic signals	76	10.3 %
E = Maintenance of Downtown Auburn	76	10.3 %
F = Maintenance of City buildings	18	2.4 %
G = Mowing & trimming along City streets	82	11.1 %
H = Cleanliness of City streets & other public areas	160	21.6 %
I = Adequacy of City street lighting	207	27.9 %
J = Water lines & fire hydrants in the City	34	4.6 %
K = Sewer lines & manholes in the City	48	6.5 %
Z = None chosen	91	12.3 %
Total	1356	

Q13. City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q13a Quality of leadership provided by the City's elected officials	1.8%	6.6%	21.6%	44.9%	13.0%	12.2%
Q13b Effectiveness of appointed boards & commissions	1.1%	5.9%	27.0%	38.8%	10.0%	17.2%
Q13c Effectiveness of the City Manager & Staff	1.4%	3.2%	23.5%	40.5%	15.0%	16.4%

EXCLUDING DON'T KNOWS

Q13. City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q13a Quality of leadership provided by the City's elected officials	2.0%	7.5%	24.6%	51.1%	14.8%
Q13b Effectiveness of appointed boards & commissions	1.3%	7.2%	32.6%	46.8%	12.1%
Q13c Effectiveness of the City Manager & Staff	1.6%	3.9%	28.1%	48.5%	17.9%

Q14. Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q14a Maintenance of City parks	0.1%	2.6%	12.1%	55.5%	18.2%	11.5%
Q14b Maintenance of City cemeteries	0.9%	3.3%	16.6%	42.3%	14.2%	22.7%
Q14c Number of City parks	1.1%	11.8%	21.6%	42.1%	13.3%	10.2%
Q14d Walking & biking trails in the City	3.0%	12.5%	21.8%	38.1%	14.5%	10.0%
Q14e City swimming pools	2.4%	8.3%	25.5%	26.1%	7.3%	30.4%
Q14f Community recreation centers	1.8%	9.0%	25.6%	30.3%	9.0%	24.4%
Q14g Outdoor athletic fields	0.4%	2.7%	15.7%	40.8%	20.5%	19.8%
Q14h City's youth athletic programs	0.4%	2.7%	14.1%	35.3%	19.4%	28.1%
Q14i City's adult athletic programs	0.5%	4.1%	21.3%	27.4%	10.4%	36.2%
Q14j Other City recreation programs	0.7%	3.1%	22.8%	25.6%	10.3%	37.4%
Q14k Ease of registering for programs	0.5%	3.0%	20.1%	31.8%	12.5%	32.2%
Q14l Fees charged for recreation programs	1.1%	3.7%	22.5%	29.7%	11.8%	31.2%

EXCLUDING DON'T KNOWS

Q14. Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q14a Maintenance of City parks	0.2%	2.9%	13.7%	62.7%	20.6%
Q14b Maintenance of City cemeteries	1.2%	4.2%	21.4%	54.7%	18.4%
Q14c Number of City parks	1.2%	13.1%	24.0%	46.8%	14.8%
Q14d Walking & biking trails in the City	3.3%	13.9%	24.3%	42.4%	16.1%
Q14e City swimming pools	3.5%	11.9%	36.6%	37.4%	10.5%
Q14f Community recreation centers	2.3%	11.8%	33.9%	40.0%	11.8%
Q14g Outdoor athletic fields	0.5%	3.4%	19.6%	50.9%	25.5%
Q14h City's youth athletic programs	0.6%	3.8%	19.6%	49.1%	27.0%
Q14i City's adult athletic programs	0.9%	6.4%	33.4%	43.0%	16.4%
Q14j Other City recreation programs	1.1%	5.0%	36.4%	41.0%	16.5%
Q14k Ease of registering for programs	0.8%	4.4%	29.6%	46.8%	18.4%
Q14l Fees charged for recreation programs	1.6%	5.3%	32.7%	43.2%	17.2%

Q15. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by City leaders over the next two years? (both selections)

<u>Q15 Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of City parks	161	21.7 %
B = Maintenance of City cemeteries	80	10.8 %
C = Number of City parks	145	19.6 %
D = Walking & biking trails in the City	223	30.1 %
E = City swimming pools	82	11.1 %
F = Community recreation centers	130	17.5 %
G = Outdoor athletic fields	63	8.5 %
H = City's youth athletic programs	89	12.0 %
I = City's adult athletic programs	46	6.2 %
J = Other City recreation programs	53	7.2 %
K = Ease of registering for programs	29	3.9 %
L = Fees charged for recreation programs	55	7.4 %
<u>Z = None chosen</u>	<u>149</u>	<u>20.1 %</u>
Total	1305	

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

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q16a Availability of information about parks & recreation programs & services	0.7%	7.2%	21.2%	41.4%	17.0%	12.5%
Q16b Level of public involvement in local decision making	3.4%	13.7%	29.6%	27.0%	6.9%	19.4%
Q16c City's monthly newsletter Open Line	0.8%	1.9%	19.5%	41.5%	20.2%	16.0%
Q16d Quality of the City's web page	0.8%	3.5%	21.6%	28.5%	10.9%	34.7%

EXCLUDING DON'T KNOWS

Q16. City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q16a Availability of information about parks & recreation programs & services	0.8%	8.2%	24.2%	47.4%	19.4%
Q16b Level of public involvement in local decision making	4.2%	17.0%	36.7%	33.5%	8.6%
Q16c City's monthly newsletter Open Line	1.0%	2.3%	23.3%	49.4%	24.1%
Q16d Quality of the City's web page	1.2%	5.4%	33.1%	43.7%	16.6%

Q17. Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=741)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q17a Ease of north-south travel in Auburn by cars	6.2%	28.1%	20.6%	36.0%	4.9%	4.2%
Q17b Ease of east-west travel in Auburn by cars	5.3%	22.1%	24.3%	38.7%	5.3%	4.3%
Q17c Ease of travel by bicycle in Auburn	6.0%	14.9%	22.3%	17.2%	5.3%	34.3%
Q17d Ease of pedestrian travel in Auburn	4.2%	15.1%	26.2%	33.0%	7.7%	13.8%

EXCLUDING DON'T KNOWS

Q17. Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q17a Ease of north-south travel in Auburn by cars	6.5%	29.3%	21.5%	37.5%	5.1%
Q17b Ease of east-west travel in Auburn by cars	5.5%	23.1%	25.4%	40.4%	5.5%
Q17c Ease of travel by bicycle in Auburn	9.1%	22.7%	33.9%	26.2%	8.1%
Q17d Ease of pedestrian travel in Auburn	4.9%	17.5%	30.4%	38.3%	9.0%

Q18. Do you have access to the Internet at your home?

<u>Q18 Access to internet at home</u>	<u>Number</u>	<u>Percent</u>
1=Yes	590	79.7 %
2=No	148	20.0 %
9=Not provided	2	0.3 %
Total	740	100.0 %

Q18a. Do you have high speed, broadband Internet access or Dial-up access at your home?

<u>Q18a Do you have high speed broadband</u>	<u>Number</u>	<u>Percent</u>
1=Broadband	443	75.1 %
2=Dial-up	140	23.7 %
9=Don't know	7	1.2 %
Total	590	100.0 %

Q19. Would you be willing to pay up to \$20.00 per month for wireless internet connectivity at broadband (320 Kilobits per second) speeds?

<u>Q19 Willing to pay for wireless internet</u>	<u>Number</u>	<u>Percent</u>
1=Yes	313	42.3 %
2=No	210	28.4 %
9=Not provided	217	29.3 %
Total	740	100.0 %

Q20. Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=741)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5	Don't know 9
Q20a As a place to live	0.5%	0.5%	4.1%	36.1%	58.0%	0.8%
Q20b As a place to raise children	0.3%	1.2%	4.3%	31.4%	59.1%	3.8%
Q20c As a place to work	1.6%	3.5%	11.2%	36.6%	41.9%	5.1%

EXCLUDING DON'T KNOWS

Q20. Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following: (excluding don't know)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5
Q20a As a place to live	0.5%	0.5%	4.1%	36.4%	58.4%
Q20b As a place to raise children	0.3%	1.3%	4.5%	32.6%	61.4%
Q20c As a place to work	1.7%	3.7%	11.8%	38.6%	44.2%

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

<u>Q21 Called or visited City</u>	<u>Number</u>	<u>Percent</u>
1=Yes	310	41.9 %
2=No	425	57.4 %
9=Not provided	5	0.7 %
Total	740	100.0 %

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

<u>Q21a How easy to contact person needed</u>	<u>Number</u>	<u>Percent</u>
1=Very easy	116	37.4 %
2=Somewhat easy	137	44.2 %
3=Difficult	46	14.8 %
4=Very difficult	9	2.9 %
9=Not provided	2	0.6 %
Total	310	100.0 %

Q21b. What department did you contact?

<u>Q21b What department did you contact</u>	<u>Number</u>	<u>Percent</u>
0 = Don't remember	1	0.3 %
1 = Police	81	26.1 %
2 = Fire	13	4.2 %
3 = Planning	41	13.2 %
4 = Parks & Recreation	39	12.6 %
5 = Finance	31	10.0 %
6 = Water Revenue Office	77	24.8 %
7 = City Manager's Office	42	13.5 %
8 = Environmental Services	122	39.4 %
9 = Other	42	13.5 %
Total	489	

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

<u>Q21c Was department responsive to issue</u>	<u>Number</u>	<u>Percent</u>
1=Yes	245	79.0 %
2=No	59	19.0 %
9=Don't know	6	1.9 %
Total	310	100.0 %

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

Q22 Think students have impact on neighborhood	Number	Percent
1=Positive	192	25.9 %
2=Negative	131	17.7 %
3=No impact	335	45.3 %
9=Don't know	82	11.1 %
Total	740	100.0 %

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

Q23 Willing to pay per month to fund improvements	Number	Percent
1=Nothing	158	21.4 %
2=Up to \$1	97	13.1 %
3=Up to \$2	98	13.2 %
4=Up to \$3	78	10.5 %
5=Up to \$4	20	2.7 %
6=Up to \$5	129	17.4 %
7=More than \$5	31	4.2 %
9=Don't know	129	17.4 %
Total	740	100.0 %

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim)

2X WEEK GARBAGE PICK UP-RESIDENTIAL
4-WAY STOPS WITH TURNING LANES
ABILITY TO HANDLE GROWTH DEVELOPMENT
ABOSLUTELY NOTHING
ACTIVITIES AND PLACES TO GO FOR TEENAGERS
ADD MORE HIGH END RETAIL STORES
ADD MORE SIDEWALKS, ST LIGHTS, WIDEN SOME STREETS
ADD MORE WALKING-BIKING TRAILS
ADD NEW SPEEDWAY
ADD PARKS, OPEN AREAS, NON SMOKING RESTAURANTS
ADD PLAYGROUND IN SOME SUB-DIVISIONS
ADD SAMS TO TIGER TOWN, TIRED OF WALMART
ADD SOME OTHER FOOD PLACES, NOT JUST WHAT WE HAVE
ADDITION OF TOWN HOMES & CONDOS-TOO MUCH BUILDING
ADEQUATE TRAFFIC SIGNALS AND SIDEWALKS
AESTHETIC VALUE OF THE DEVELOPING BUSINESS-S COLLEGE
AJHS NEED MORE CONTROL, TOO MANY FIGHTS, DRUGS
ALL 3-4 STORY RESIDENTIAL APTS & MULTI-STORY BLDGS
ALL OK
ALL STREET NAMES SIGNS IN LARGE LETTERS ABOVE ST
ALLOW MORE CITIZEN INPUT IN CITY ISSUES
AMOUNT OF APTS BEING BUILT
AMOUNT OF CONSTRUCTION AND EQUIPMENT
AN IMPROVED LOCAL DAILY NEWSPAPER
ANOTHER CABLE COMPANY
APARTMENT QUALITY
APPEARANCE OF AREA ALONG OPELIKA RD
APPEARANCE OF BUSINESS AREA ON SOUTH COLLEGE
APPEARANCE OF SOUTH COLLEGE ST
APPEARANCES AT ENTRANCES TO CITY
ARCHITECTURAL REVIEW BOARD, MORE GREEN SPACE
AUBURN HIGH SCHOOL IS TOO BIG
AUBURN UNIVERSITY STADIUM MOVE IT OUT BY THE VAC
BAD DRIVING HABITS THE PEOPLE
BAD PR THE CITY HAS RECEIVED FROM POLICE DEPT
BEING HARASSED BY POLICE
BETTER ACCESSIBILITY TO PERSON W/PHYSICAL LIMITATI
BETTER BUS STOP SIGNS, BENCHES, SHELTER, BUS SCHED
BETTER CONTROL OF BUILDING RESIDENTIAL NEIGHBORHOO
BETTER FACILITIES FOR MUSICAL AND THEATER EVENTS
BETTER HOUSING FOR RETIRED CITIZENS
BETTER PUBLIC TRANS JOINT SERVICE W/TIGER TRANSIT
BETTER REGULATION OF TRAFFIC AT INTERSECTIONS

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

BETTER ROADS AND MORE PARKS
BETTER ROADS AND SIDEWALKS-BIKE LANES
BETTER STREET LIGHTING
BETTER TAFFIC FLOW
BETTER TIMINGS ON TRAFFIC LIGHTS, MORE ENFORCEMENT
BETTER TRAFFIC FLOW
BETTER TRASH COLLECTION
BIKE LANES ALL OVER TOWN, MORE POLICE ENFORCEMENT
BRING IN A COMPETITOR TO CHARTER CABLE
BUILD LARGE FACILITY W/SPACE TO HOST CULTURAL EVEN
BUILD MORE SIDEWALKS IN RESIDENTIAL AREAS
BUILDING CODES & APPEARANCES
BUILDING CODES FOR SINGLE RESIDENTIAL HOUSING
BUILDING OF RENTAL PROPERTIES IN FAMILY RESIDENTIA
BUS ROUTES
CABLE SERVICE
CEASE THE CONSTANT CONTROVERSIES AT AUBURN UNIVERS
CHANGE APPEARANCE OF STRIP MALL
CHANGE COLOR OF CITY ORANGE AND BLUE
CHANGE NOTHING
CHANGE THE TRAFFIC ROUTE BY BLDG OVERHEAD BRIDGE
CHANGE WAY IS HAS COLLEGE APTS & CONDO MIXED IN
CHANGE WAY WE GOVERN OUR CITY IN ITS GROWTH
CHARTER COMMUNICATIONS IS A HORRIBLE SERVICE
CHECK & BALANCE TO CHECK UP ON THOSE IN AUTHORITY
CHILDREN ATTENDING CITY SCHOOLS WHO LIVE OUTSIDE
CITY INCOME TAX
CITY INCOME TAX IS TOO HIGH
CITY LEADERSHIP & COUNCILMAN, TOO MUCH DEVELOPMENT
CITY LIMITS LOCATION
CITY PARKS, VERY FEW, AND NOT ATTRACTIVE
CITY SCHOOLS, TALK BIG BUT DON'T DO A GOOD JOB
CITY WOULD PAY MORE ATTENTION TO OLDER STREETS
CLEAN UP DEAD ANIMALS AND LITTER ON STREETS
CLEAN UP S COLLEGE, LESS STRIP MALLS
CLEANER SIDEWALKS, BIKE LANES AND STREET SWEEPERS
COLLEGE STUDENT PARTYING & LEAVING MESS ALL OVER
COMBINE CITY & COUNTY SERVICES TO SAVE MONEY
COMMERCIAL ON SOUTH COLLEGE ST
CONGESTION
CONGESTION OF TRAFFIC
CONGESTION WITH TRAFFIC DOWNTOWN

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

CONGESTIVENESS OF TRAFFIC
CONSISTENCY IN TRFFIC SIGNALS
CONSTRUCT MORE SIDEWALKS & BOTH BIKE-PEDESTIRAN LN
CONTINUE TO IMPROVE CAR TRAVEL AROUND AUBURN
CONTINUOUS PROBLEM WITH NOISE FROM AU STUDENTS
CONTROL DEVELOPERS WORKING IN CITY-OWN PLNG BOARD
CONTROL GROWTH
CONTROL ZONING LAWS TIGHTER
COST OF HOUSING
COST OF HOUSING
COST OF HOUSING AS OPPOSED TO OTHER AREA HOUSING
CREATE MOUNTAIN BIKE PARK, CONTINUE ADD GREENWAYS
CRIME, BURGLARY, HOME PRICES ARE RIDICULOUS
DECREASE CONGESTION ON OPELIKA RD NEAR MALL
DELETE BILLBOARDS, IMPROVE OPELIKA RD
DESTRUCTION OF NATURAL RESOURCES IN NAME OF GROWTH
DEVELOP PLAN TO PROTECT LAKES & STREAMS FROM EROSI
DEVELOPERS FUND ROADS INTO THEIR NEW SITES
DEVELOPERS PAY FOR STORM DRAINS, STREET, SEWER,
DEVELOPERS SHOULD FOOT BILL FOR STORMWATER IMPVMTS
DEVELOPMENT OF AU STUDENT APTS-DUPLEXES IN RESIDEN
DIRE NEED FOR SAFE PUBLIC HOUSING FOR DISABLE ADUL
DO AWAY W/UNSIGHLTY AWKWARD, DANGEROUS INTERSECTIO
DO SOMETHING ABOUT DOWNTOWN PARKING
DON'T BUILD APTS FOR STUDENT SO CLOSE TO HOMES
DON'T KNOW
DON'T KNOW
DON'T KNOW, WELL MAYBE COST OF LIVING & HOMES
DON'T LET DEVELOPERS OVER DEVELOP
DON'T LET IT GET TOO BIG
DOWNTOWN CONGESTION
DOWNTOWN NO COMMON MEETING GROUND IN AUBURN
DOWNTOWN TRAFFIC-TOO CONGESTED
DOWNTOWN TRFFIC
DRAIN SYSTEM, FLOW OF TRAFFIC ON COLLEGE-DOWNTOWN
EASIER TRAVEL THRU CITY ON PAVED STREETS
EASIER WAY FOR PEOPLE WHO ARE DISABLED HAVE ACCESS
EDUCATION LEADERS PREVENTING QUALITY OF EDUCATION
ELECTRICITY-GOES OFF TOO MUCH & OFTEN-NO REASON
ELIMINATE CLOSED MEETINGS OF COUNCIL AND COMMITTEE
ELIMINATE PARKING METERS & INSTALL 90 MINUTE PKG
ENCOURAGE BETTER BOOKSTORES TO COME TO TOWN
ENCOURAGE MORE ATTRACTIONS-RESTAURANTS-ADULT ATHEL

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

END THE DEVELOPMENT OF STRIP MALLS
ENFORCE CODES TO PRESERVE TREES & LIMIT BUILDING
ENFORCE NEIGHBORHOOD SPEED LIMITS
ENFORCE NOISE ORDINANCES FOR PARTIES & CAR STEREO
ENFORCE SINGLE FAMILY CODE IN RESIDENTIAL AREA
ENFORCEMENT & TRAFFIC, RUNNING OF RED LIGHTS
ENFORCEMENT OF BUILDING CODES
ENFORCEMENT OF LAWS & ORDINANCES
ENFORCEMENT OF PARKING REGULATIONS-DELIVERY TRUCKS
ENFORCEMENT OF RUNNING YELLOW-RED LIGHTS
ENFORCEMENT OF SPEED LIMITS & POLICE VISABILITY
ENFORCEMENT OF SPEED LIMITS THROUGHOUT THE CITY
ENFORCEMENT OF SPEEDING LIMITS
ENFORCEMENT OF TRAFFIC RULES & MORE LEFT TURN
ENFORCEMENT OF TRAFFIC SIGNALS
ENFORCEMENT OF UNRELATED OCCUPANCY CODES
ENSURE ALL CITY RESIDENT HAVE SAME CONSISTANT ROAD
EQUAL OPPORTUNITY FOR BLACK CITIZENS-EMPLOYMENT
EXCESSIVE TRAFFIC ON COLLEGE ST & OTHER STREETS
EXPANSION OF RETAIL ON GREEN AREAS
EXPENSE OF TRASH COLLECTION SERVICES, RECYCLING
EXPENSES
EYE SORE DEVELOPMENT
FEWER STUDENTS
FINISH CONSTRUCTION OF NEIGHBORHOOD PARKS FASTER
FIXING BRAIR CLIFF APT PARKING LOT HOLES
FOOTBALL WEEKEND TRAFFIC
GARABAGE PICK UP SERVICE ON PEAR TREE RD
GET COLLEGE STUDENTS HOUSEHOLD OUT OF NEIGHBORHOOD
GET MORE COPS IN THE NEIGHBORHOOD
GET NEW STREET & PAVING DEPARTMENT
GET RID OF ABANDONED BLDGS AND SUBSTANDARD HOUSING
GIFTED PROGRAMS FOR STUDENTS OR MAGNET SCHOOLS
GIRLS SOFTBALL SEEMS TO GET THE SHORT END OF FUNDS
GIVE EQUAL ATTENTION AND TREATMENT ALL RES AREAS
GOVT OFFICIALS CARE ABOUT AVERAGE PERSON
GREENSPACE, AUBURN BUILDING TOO FAST
GROWING TOO FAST
GROWING TOO FAST, LIKE SMALL TOWN ATMOSPHERE
GROWING TOO FAST, LIKE THE SMALL TOWN FEEL
GROWTH
GROWTH, AUBURN LOST ITS CHARM & VILLAGE APPEAL
GROWTH NEEDS TO BE BETTER CONTROLLED
GROWTH OF AUBURN

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

GROWTH OF AUBURN, SLOW IT DOWN, NICE SMALL TOWN
GROWTH-SOME OF IT NOT THOUGHT OUT VERY WELL
HARD ONE! AUBURN IS A GREAT PLACE TO LIVE
HAVE A COMMITTEE TO HELP ALL PEOPLE
HEAVY TRAFFIC
HIDEOUS DEVELOPMENT OF SOUTH COLLEGE ST
HIGH COST OF SEWER SERVICES, PARKING
HIGHER QUALITY OF NEW CONSTRUCTION ARCHITECTURE
HIRING AND FIRING PROCESS
HISTORICALLY POOR ZONING-RESIDENTIAL NOT BUFFERED
HORRIBLE RAILROAD GRADE CROSSINGS THROUGHOUT CITY
HOUSING COST-BUYING OR RENTING
HOUSING COSTS
HOUSING PRICES ARE GETTING RIDICULOUS
HOW COLLEGE KIDS SPEEDING ON GLENN AVE
HOW FAST IT IS GROWING
I LIKE AUBURN
I LIKE IT THE WAY IT IS
I THINK AUBURN IS ON THE RIGHT TRACK
I WOULD DECREASE THE PRICE OF HOMES
I WOULD IMPROVE THE PARKING PROBLEM DOWNTOWN
IMAGE
IMPROVE AND ENCOURGE PUBLIC & NON-MOTORIZED TRANS
IMPROVE CUSTOMER RELATIONS AT CITY HALL, WATER DEP
IMPROVE FLOW OF TRAFFIC
IMPROVE GROWTH CONTROL & MORE EMPHASIS ON ENVRNMNT
IMPROVE PROJECTS, LOWER COST OF LIVING APTS
IMPROVE PUBLIC HOUSING-BOYKIN-DRAKE AREA
IMPROVE PUBLIC PERCEPTION-BAD NEWS NOT REPORTED
IMPROVE STORMWATER DRAINAGE IN MY BACKYARD
IMPROVE THE ROADS OVER THE RAILROAD CROSSINGS
IMPROVE TRAFFIC CONGESTION IN DOWNTOWN AUBURN
IMPROVE TRAFFIC FLOW
IMPROVE TRAFFIC FLOW
IMPROVE VISUAL & FUNCTIONAL QUALITY OF NEW DEVELOP
IMPROVING SAFETY OF KIDS WHILE AT SCHOOL
IMPROVING TRAFFIC FLOW AROUND CAMPUS
IMPROVING ZONING
INABILITY OF CITY TO DO ANYTHING ON ABANDONED HOUS
INCREASE CONTROL TO PROTECT QUALITY OF ENVIRONMENT
INCREASE DEVELOPMENT OF S COLLEGE LOOK TRASHY
INEQUITY IN PAY-CHEIF OF POLICE, FIRE, PARKS & REC
INFLUENCE OF DEVELOPERS ON CITY GOVERNMENT
INFLUENCE OF SELECT INDIVIDUALS

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

INFLUX OF COLLEGE STUDENTS & LACK OF RESPECT
INTERSECTIONS & STOP LIGHTS
IT'S LOCATION
ITS RAPID GROWTH
JOBS
KEEP OUT THE PROJECTS, CRACK DOWN ON CRIME
LACK OF CONTROL OVER DEVELOPERS
LACK OF QUALITY AFFORDABLE FAMILY ENTERTAINMENT
LACK OF SIDEWALKS IN TERRACE ACRES
LACK OF SUSTAINABLE DEVELOPMENT, WE HAVE SPRAWL
LARGER STREETS ON MAIN THOROUGH FARES
LEASH LAWS BE ENFORCED
LESS BARS DOWNTOWN, NEED LOCAL TV STATION
LESS BUILDING OF APT'S NEAR FAMILY NEIGHBORHOODS
LESS CONSTRUCTION OR MAKE IT MORE SPREAD OUT
LESS CRIMINAL AVTIVITY
LESS EMPHASIS ON GROWTH & DEVELOPMENT
LESS RETAIL "BIG" DEVELOPMENTS NEAR NEIGHBORHOODS
LESS RETAIL BUSINESSES
LESS TACKY DEVELOPMENTS
LESS TRAFFIC
LIMIT NEGATIVE IMPACT THAT NEW DEVELOPMENT HAS
LITTER ON ROADS
LITTER PROBLEM ON CITY STREETS & FROM GARBAGE TRUC
LOCATION
LONG RANGE PLANNING FOR DEVELOPMENT
LONG TERM EFFECTS OF BUILDING NEW DEVELOPMENTS
LOOK AT THE LEGAL RESPONSIBLITIES OF MAYOR
LOSS OF GREEN SPACE, NO MORE APT BUILDINGS ETC
LOWER CITY SALES TAX & INCREASE CITY PROPERTY TAX
LOWER OCCUPATIONAL TAX OR LOWER FOR 1ST \$20,000
LOWER PROPERTY TAX
LOWER PROPERTY TAXES
LOWER SPEED LIMIT ON N COLLEGE THRU SHUG JORDON
LOWER SPEED LIMITS ON INCOMING ROADS
LOWER SPEED LIMITS ON S COLLEGE IN FRONT OF WALMAR
LOWER TAXES & GET BICYLISTS OFF THE ROAD
LOWERING THE NUMBER OF AU STUDENTS
MAINTAIN TREE BUFFER AROUND NEW HSG & RETAIL DEVEL
MAINTENANCE OF CITY STREET AND TRAFFIC FLOW
MAKE AUBURN AN INTERNATIONAL ORIENTED CITY
MAKE CHILDRENS ACTIVITIES AND RECREATION AVAILABLE
MAKE COLLEGE ST 1-WAY BETWEEN THATCH AND GLENN
MAKE DEVELOPERS PAY INFRASTRUCTURE COST

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

MAKE IT A CITY THAT LISTENS & RESPONDS TO CITIZENS
MAKE IT SMOKE FREE
MAKE LOW INCOME NEIGHBORHOODS MORE APPEALING
MAKE SMOKE FREE BUILDINGS, BARS, RESTAURANTS
MAYOR/CHIEF OF POLICE
MINDSET THAT GROWTH IS A TERRIBLE THING
MORE ACTIVITIES FOR SENIOR, STRICKER ZONING LAWS
MORE AFFORDABLE HOUSING FOR LOW INCOME FAMILIES
MORE AFFORDABLE HOUSING FOR THE ELDERLY
MORE BIKE & WALKING TRAILS, GARBAGE COLLECTION
MORE BIKE PATHS AND WALKING TRAILS
MORE CHOICES OF DEPARTMENT STORE SHOPS
MORE COMMERCIAL BUSINESS TO CREATE BETTER JOB MKT
MORE CONTROLLED GROWTH, MORE GREEN SPACE
MORE CULTURAL SOPHISTICATION & DIVERSITY
MORE DIVERISTY IN GOVERNMENT AND ON BOARDS
MORE DOWNTOWN PARKING
MORE EMPLOYMENT OPPORTUNITIES FOR ADULTS
MORE ENFORCEMENT OF RUNNING RED LIGHTS
MORE ENTERTAINMENT OPTIONS-THEATER, MUSEUMS ETC
MORE FAMILY ORIENTED ACTIVITIES, RESOURCES
MORE FOOD CHOICES, TRAFFIC
MORE HIGH QUALITY PRESCHOOL FULL DAY SERVICES
MORE JOBS FOR STUDENTS
MORE JOBS, SAFE BIKE PATHS ON OGLETREE FOR KIDS
MORE LIGHTED AREAS
MORE NIGHT TIME ACTIVITY AT PARKS ETC
MORE OPEN GOVT, LESS GOOD OLE BOYS
MORE PARKS FOR OUR CHILDREN
MORE PLANTS & TREES
MORE POLICE OFFICERS & HIGHER PAY FOR THOSE OFCRS
MORE POLICE OFFICERS & PROACTIVE POLICE PATROL
MORE POLICE PRESENCE IN CLOVERLEAF COMMUNITY
MORE POOLS FOR THE PUBLIC
MORE PUBLIC TRANSPORTATION UPSCALED FOR PEOPLE USE
MORE SHOPPING
MORE SIDEWALKS & BIKE TRAILS
MORE SIDEWALKS, PEOPLE FORCE TO WALK IN STREETS
MORE STERN LAWS PROTECTING BICYCLISTS & PEDESTRIAN
MORE STORES RESTAURANTS, AND RECREATION
MORE TECHNICAL, PROFESSIONAL JOBS
MORE WALKING & BIKING TRAILS
MORE WAYS FOR ADULTS TO MEET EACH OTHER
MY WATER STINKS, SMELLS LIKE AN ARMPIT & SULFUR

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

NEED AIRPORT IMPROVEMENT, MAINLY BETTER FACILITY
NEED TO ENFORCE NOISE ORDINANCE
NEEDS TO BE MORE OF A VILLAGE ASPECT
NEW SEWER, NO TRASH, I PAY TAXES & RECEIVE NOTHING
NEW YOUTH INDOOR-OUTDOOR BASKETBALL FACILITY
NO MAJOR COMPLAINTS
NO MORE APARTMENT BUILDINGS
NO MORE EXPANSION
NO MORE GROCERY STORES
NO ZONING FOR MY GROUP CHILDCARE
NOTHING IT'S WONDERFUL PLACE TO LIVE AND WORK
NUMBER OF TURN SIGNALS AT INTERSECTION
OFF ROAD RAMPS TO CONNECT STREETS
OFFICIALS OF CITY HALL
OPELIKA RD
OPEN SPACE CONCEPT IS BEING FORGOTTEN
OVER EMPHASIS ON "BIG BOX" RETAIL
OVERDEVELOPMENT
OVERDEVELOPMENT OF SUBDIVISIONS
PARKING, TRAFFIC FLOW
PARKING AT AUBURN UNIVERSITY
PAY MORE & CLOSE ATTENTION TO ZONING & RETAIL GROW
PEDESTRIANS WALKING IN ROAD NEAR CAMPUS
PEOPLE RUNNING RED LIGHTS
PEOPLE'S ATTITUDE TO DIVERSITY-DIFFERENCE
PLANT MORE TREES FROM I-85 TO CAMPUS
POLICE, PUBLIC SAFETY DECREASE CRIME, TRAFFIC
POLICE DEPT INABILITY TO SOLVE VIOLENT CRIMES
POLICE ENFORCEMENT OF TRAFFIC LAWS
POLICE FORCE NEEDS TO GO BACK THROUGH SCHOOLING
POLICE RESPONSIBILITY AND PRESENCE ON AU CAMPUS
POLITICAL END-FIGHTING
POLITICAL INFLUENCE OF DEVELOPERS
POLITICS
POST JOBS AVAILABLE IN THE CITY LIMITS
POST OFFICE-ANOTHER ONE IN SOUTH AREA
POWER SOME CONTRACTORS HAVE OVER CITY GOVERNMENT
PRECEPTION CITY IS RUN BY GOOD-OL BOY SYSTEM
PRICE, COST OF LIVING, LAND
PRICE OF LAND IN CITY LIMITS, SCHOOL SYSTEM
PROBLEM WITH TRFFIC DOWNTOWN
PROPERTY NOT KEPT UP-CODES NOT ENFORCED
PROTECT AS MUCH GREEN SPACE AS POSSIBLE
PROTECT GREENSPACE W/GOOD ZONING REGULATIONS

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

PROTECT TREES & SHRUBS REMOVED DURING CONSTRUCTION
PROTECTION OF TREES IN COMMERCIAL DEVELOPMENT AREA
PROVIDE ANOTHER CABLE COMPANY ACCESS TO AUBURN
PROVIDE INPUT FOR CITIZENS ON CITY ISSUES
PROVIDE MORE ENTERTAINMENT AND CULTURAL ACTIVITIES
PROVIDE PUBLIC TRANSPORTATION
PUBLIC PARK EAST OF TOWN
PUBLIC RELATIONS
PUBLIC SCHOOLS TOO MANY UNSAVORY CHILDREN
PUBLIC TRANSPORTATION
PUBLIC TRANSPORTATION NEEDED
PURSUING LOCAL INDUSTRIAL NOT AUTO OR FOREIGN
PUT AU POLICE BACK ON THE AU CAMPUS
PUT CAMERAS AT RED LIGHTS TO STOP RUNNING THEM
QUALITY OF LIFE
QUALITY OF WATER
RACE RELATIONS
RACISM AND HIGH HOUSING COSTS
RAILROAD CROSSING
RAILROAD CROSSING, CAUSES DAMAGE TO OUR CARS
RAILROAD CROSSING, TRAFFIC FLOW
RAILROAD TRACK ON E UNIVERSITY AT CICI'S PIZZA
RAMPANT GROWTH AT THE EXPENSE OF OPEN AREAS
RAPID GROWTH AND OVER POWERING SIGNS FROM BUSINESS
RAPID UNCONTROLLED GROWTH & ENCROACHMENT
RATE OF GROWTH MUCH BEYOND INFRASTRUCTURE DEVELOPM
REAL ESTATE NOT FEASIBLE FOR AVERAGE SINGLE PERSON
REAL ESTATE PRICES
RECYCLING EASIER, ELIMINATE HAVING ITEM SEPARATE
RED LIGHT RUNNING
REDUCE COST OF LIVING, UTILITIES, WATER, SEWER
REDUCE DEVELOPER INFLUENCE IN GROWTH
REDUCE LITTERING, ENFORCE TRAFFIC SAFETY, GROWTH
REDUCE OR ELIMINATE CITY OF AUBURN INCOME TAX
REDUCE SPEED LIMIT ON S COLLEGE-UNIVERSITY TO I-85
REDUCE TAXES, GET RID OF OCCUPATION TAX
REDUCE TRAFFIC CONGESTION
REMOVAL OF OLD TRASHED HOUSES IN MY NEIGHBORHOOD
RENTAL OWNERS BETTER UPKEEP OF RENTAL PROPERTIES
RENTAL PROPERTIES IN NEIGHBORHOOD YARD NOT MAINT
RENTL PROPERTY IN RESIDENTIAL AREA TOO MANY STUDEN
REPAIR ROADS IN NEIGHBORHOOD
REQUIRE DEVELOPERS TO REPAIR UTILITY CUTS
REQUIRED LANDSCAPE FOR STREET VIEWS FRONT OF BLDGS

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

RESTORE CONFIDENCE IN OUR LOCAL GOVERNMENT
RESTRICT THE CONTINUED GROWTH
RESURFACE ROAD & STREETS IN HOUSING AREAS
ROAD CONDITION, TRAFFIC PROBLEMS
ROAD CONSTRUCTION, COMMUNICATION, DETOURS ANNOUNCE
ROAD WORK AT CONGESTED TRAFFIC TIMES, TIMED BETTER
ROADS, CABLE
ROADWORK ON MAIN ARTERIES DURING FOOTBALL SEASON
RUNNING OF RED LIGHTS BY STUDENTS
S COLLEGE ST ENTRY TO CITY IS INCREDIBLY UGLY
SAFETY OF CHILDREN SHOULD BE THE UPMOST IMPORTANCE
SATISFIED
SAVE OLD BUILDINGS
SCHOOLS
SEE A CURFEW FOR HIGH SCHOOL CHILDREN
SENIOR CITIZEN "PERKS"-TRANSPORTATION, PARKING ETC
SHEILA ECKMAN
SHOPPING CONTROL ON EAST SIDE OF TOWN
SHOULD BE ANOTHER EXIT FROM I-85 & A BYPASS
SIDEWALK ON NORTH COLLEGE
SIDEWALKS & LITER ON THEM
SIDEWALKS IN MY NEIGHBORHOOD
SIDEWALKS NEEDED ON DONAHUE FROM HWY 14 TO CAMPUS
SIGNS FOR DIRECTION TO CHURCHES
SIZE
SLOW, ENVIRONMENTALLY FRIENDLY DEVELOPMENT
SLOW AGGRESSIVE GROWTH-USE SMART GROWTH
SLOW DOWN AND MANAGER GROWTH
SLOW DOWN BUILDING BOOM, KEEP SMALL TOWN FEELING
SLOW DOWN THE GROWTH & DEVELOPMENT
SLOW DOWN THE RAPID RESIDENTIAL GROWTH
SLOW GROWTH BY MAKING IT PAY FOR ALL COST INVOLVED
SLOW GROWTH FOR 1-2 YRS, THINGS GROWING TOO FAST
SLOW GROWTH, LIKE THE SMALL TOWN ATMOSPHERE
SLOWER GROWTH IS NEEDED
SLOWER SPEED IN DOWNTOWN, MORE ENFORCEMENT
SMOKE FREE RESTAURANTS
SOME BETTER DAYCARE FOR KIDS
SOUTH COLLEGE IS AN EYE SORE
SOUTH COLLEGE LOOK
SOUTH COLLEGE ST
SOUTH COLLEGE STREET TRAFFIC FLOW & SIGNAGE

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

SPEED ON SOME STREETS
SPEEDING & DISREGARD OF STOP LIGHTS & SIGNS
SPEEDING BY STUDENTS, BUMPER CLOSENESS
SPEEDING THROUGH NEIGHBORHOODS
STOP BLDG APT COMPLEXES TOO CLOSE TO SINGLE FAMILY
STOP BUILDING TALL STRUCTURES DOWNTOWN
STOP DEVELOPING COUNTLESS SUBDIVISIONS
STOP GROWTH
STOP ISSUING APT BLDG PERMITS FOR STUDENT APTS
STOP LETTING THE UNIVERSITY RUN THE CITY
STOP RAMPENT ANNEXATION & SUBSEQUENT OF NEW HOMES
STOP SPRAWL & INTRODUCTION OF BIG BOX STORES
STOP THE CRIME
STOP THE DESTRUCTION OF GREENSPACES
STOP UNCONTROLLED ANNEXATION
STREET SIGNS ARE IMPOSSIBLE TO SEE IN THE DARK
STREET SIGNS ON POST HARD TO READ, NEED REPLACED
STRICTER SIGN ORDIN, NEW COMMERCIAL GROWTH REGULA
STRICTLY ENFORCE ALL THE TEMP SIGNS
STRIP ALONG S COLLEGE & W MAGNOLIA
STRIP MALLS
STRONGER ENFORCEMENT OF LEASH LAW FOR DOG OWNERS
STUDENT BEHAVIOR ON CAMPUS, TRASH IN YARDS
STUDENT INFLUX INTO OLDER NEIGHBORHOODS
STUDENT NOISY PARTIES & GARBAGE THEY LEAVE AFTERWA
STUDENTS LIVING IN OUR FAMILY NEIGHBORHOOD
STUDENTS NOT LIVE IN RESIDENTIAL AREAS
TAX THOSE WHO LIVE IN AUBURN BUT WORK ELSEWHERE
THE CITY NEEDS A HOSPITAL
THE DOWNTOWN TRAFFIC CONGESTION
THE MAYOR
THE NEED TO FOCUS ON PERMANENT CITIZENS OF AUBURN
THE PERCEPTION OF NEGATIVE RACE RELATIONS
THE PLAYGROUNDS AT THE SCHOOLS
THE RATE AND TYPE OF DEVELOPMENT IN AUBURN
THE RETAIL GROWTH RATE
THE STUPID CONCRETE SIGNS ARE HARD TO READ AT NIGH
THE TRAFFIC
THE WAY STREAMS ARE IGNORED, ONE OF THE BEST ASSET
THE WAY STREETS ARE PATCHED AFTER BEING DUG UP
THE WAY THE DEVELOPERS HAVE THEIR WAY ON EVERYTHIN
TICKETS ISSUED FOR RUNNING RED LIGHTS & SPEEDING
TO FEEL SAFE EVERYWHERE IN AUBURN

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

TOO MANY APTS COMPLEXS, TOO MANY STRIP MALLS
TOO MANY APTS, BUSINESS ON NORTH & WEST SIDE
TOO MANY BANKS & CORNER DEVELOPMENT-LOSE ITS CHARM
TOO MUCH DEVELOPMENT TOO QUICKLY, NEED SMART GROWT
TOO MUCH GROWTH TOO FAST
TOO MUCH UNIFORMITY OF HOMES AVAILABLE
TOO RAPID GROWTH
TRACKLY LOOKING RETAIL DEVELOPMENT ON S COLLEGE
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC & PARKING
TRAFFIC & PARKING IN DOWNTOWN AUBURN MUST BE FIXED
TRAFFIC, PARKING & JOBS
TRAFFIC, PARKING DOWNTOWN
TRAFFIC, STUDENT HOUSING BLEED INTO RESIDENTIAL
TRAFFIC, VERY CONGESTED
TRAFFIC AND DOWNTOWN BUSINESS ACCESSIBILITY
TRAFFIC CONDITION, ROADS ALWAYS CONGESTED
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION & ENFORCE RUNNING RED LIGHTS
TRAFFIC CONGESTION 4-5PM DAILY
TRAFFIC CONGESTION DURING RUSH HOURS
TRAFFIC DURING FOOTBALL SEASON
TRAFFIC ENFORCEMENT, HORRIBLE STREETS
TRAFFIC FLOW
TRAFFIC FLOW & TENNIS COURTS
TRAFFIC FLOW AND MANAGEMENT IMPROVEMENT
TRAFFIC FLOW AND OR QUALITY OF STREETS
TRAFFIC FLOW IN CERTAIN AREAS AT CERTAIN TIMES
TRAFFIC FLOW PROBLEMS, SLOW GROWTH
TRAFFIC FLOW TO AND FROM COMPUS
TRAFFIC I REALIZE COMES W/GROWTH MUST BE PREPARED
TRAFFIC ISSUE, PEOPLE RUNNING RED LIGHTS
TRAFFIC LIGHT AT MAGNOLIA & COLLEGE

Q24. If you could change one thing about Auburn, what would you change? (responses recorded verbatim) - continued

TRAFFIC LIGHTS, TRAFFIC FLOW
TRAFFIC ON E UNIVERSITY AND WINDSOR DR
TRAFFIC ON GAMEDAY
TRAFFIC PROBLEMS
TRAFFIC SIGNAL ON COLLEGE SYNCHRONIZED
TRAFFIC SITUATION ON COLLEGE ST
TRANSPORTATION PUBLICLY
TRASH ALONG THE ROADS
TRASH ON ROADSIDES
TRASH PICKUP TWICE A WK, CHARGE BAMA FANS MORE TAX
TREE HUGGER ATTITUDES THAT ADD INCREASE COSTS
TRY TO GET PEOPLE FROM LITTERING
TURN SIGNAL AT SANFORD & COLLEGE
UGLY STREETS OF RETAIL AS ENTRANCE
UGLY TRASH CANS-SHOULD BE OUT OF SIGHT-BACKYARD
UNCHECKED POORLY CONCEIVED DEVELOPMENT
UNCONTROLLED GROWTH DUE TO ANNEXING MORE LAND
UNCONTROLLED GROWTH-STRIP MALLS, LOSS OF CHARACTER
UNCONTROLLED RETAIL GROWTH
UNDERAGE DRINKING, TOO MUCH OF IT GOES ON
UNFAIR ENFORCEMENT OF RULES
UNFUNDED GROWTH BY DEVELOPERS
UNIVERSITY CONGESTION-WITH STUDENTS IN SESSION
UNIVERSITY STUDENTS WARDROBE-STRICTER CODES
UNPLANNED OVERGROWTH OF IDENTICAL BUSINESSES
UNRESTRICTED GROWTH ON SOUTH COLLEGE
UNSIGHTLY GROWTH & OVERBUILDING OF STUDENT APTS
UNSIGHTLY LOOK OF NEW BLDS DESTROY CITIES IMAGE
UPDATING SOME SCHOOLS & REC CENTERS, MORE ARTS
UPGRADE POLICE PATROL HOUSING AREA IN BLACK AREA
USE A SHORTER QUESTIONAIRE
VISIBLE REFLECTIVE STREET SIGNS
VOTE TO CHANGE EVERYONE FROM TOP TO BOTTOM
WATER SYSTEM, WATER DOESN'T TASTE GOOD
WE LOVE AUBURN BUT SOUTH COLLEGE IS A MESS
WE NEED HIGHER PAYING JOBS
WIDER STREETS, MORE PARKING
WIRE RD NEEDS TO BE WIDENED FOR MORE TRAFFIC
WORKING RELATIONSHIPS BTWN CITY OF AUBURN & AU
WRITE ZONE ORD TO ACTUALLY IMPLEMENT MASTER PLAN
ZONING
ZONING FOR COLLEGE STUDENTS LIVING IN RESIDENTIAL

Q25. Would be in favor of a slight increase in property taxes if the revenue was dedicated for Auburn City Schools?

<u>Q25 In favor of slight property tax increase</u>	<u>Number</u>	<u>Percent</u>
1=Yes	363	49.1 %
2=No	243	32.8 %
9=Don't know	134	18.1 %
Total	740	100.0 %

Q26. How supportive would you be of having the City of Auburn adopt codes that would require new residential and non-residential development to preserve existing trees and/or plant a minimum number of new trees/shrubs?

<u>Q26 Support of adopting codes</u>	<u>Number</u>	<u>Percent</u>
1=Very supportive	449	60.7 %
2=Somewhat supportive	149	20.1 %
3=Not sure	87	11.8 %
4=Somewhat opposed	31	4.2 %
5=Very opposed	18	2.4 %
9=Not provided	6	0.8 %
Total	740	100.0 %

Q27. What is your primary source of information about City issues?

<u>Q27 Primary source of information</u>	<u>Number</u>	<u>Percent</u>
1=Local paper	402	54.3 %
2=TV	45	6.1 %
3=City Newsletter, Open Line	121	16.4 %
4=Radio	32	4.3 %
5=Word of mouth	91	12.3 %
6=City Website	24	3.2 %
7=Other	13	1.8 %
9=None chosen	12	1.6 %
Total	740	100.0 %

Q28. Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

Q28 City is building streets	Number	Percent
1=Yes	271	36.6 %
2=No	249	33.6 %
9=Don't know	220	29.7 %
Total	740	100.0 %

Q29. Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

Q29 Should city continue aggressively	Number	Percent
1=Yes	508	68.6 %
2=No	133	18.0 %
9=Don't know	99	13.4 %
Total	740	100.0 %

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

	Mean
Under age 5	0.17
Ages 5-9	0.17
Ages 10-14	0.18
Ages 15-19	0.15
Ages 20-34	0.43
Ages 35-44	0.35
Ages 45-54	0.40
Ages 55-64	0.31
Ages 65-74	0.20
Ages 75+	0.14

Q31. Approximately how many years have you lived in the City of Auburn?

Q31 Years lived in city of Auburn	Number	Percent
2=Under 3	68	9.4 %
5=3 to 5	102	14.1 %
10=6 to 10	128	17.7 %
15=11 to 15	80	11.1 %
20=16 to 20	62	8.6 %
30=21 to 30	105	14.5 %
31=31+	177	24.5 %
Total	722	100.0 %

Q32. Are you a full time University student?

Q32 Full time University student	Number	Percent
1=Yes	82	11.0 %
2=No	648	87.6 %
9=Not provided	10	1.4 %
Total	740	100.0 %

Q33. Do you own or rent your current residence?

Q33 Own or rent residence	Number	Percent
1=Own	619	83.6 %
2=Rent	106	14.3 %
9=Not provided	15	2.0 %
Total	740	100.0 %

Q34. What is your age?

Q34 Age	Number	Percent
Under 35 years	175	23.6 %
35 to 44 years	169	22.8 %
45 to 54 years	157	21.2 %
55 to 64 years	110	14.9 %
65+ years	116	15.7 %
Not provided	13	1.8 %
Total	740	100.0 %

Q35. Would you say your total household income is:

<u>Q35 Total household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$30,000	117	15.8 %
2=\$30,000 to \$59,999	186	25.1 %
3=\$60,000 to \$99,999	192	25.9 %
4=More than \$100,000	178	24.1 %
9=Not provided	67	9.1 %
Total	740	100.0 %

Q36. Your gender:

<u>Q36 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	353	47.7 %
2=Female	387	52.3 %
Total	740	100.0 %

Year 2006 City of Auburn Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you are not a resident of the City of Auburn, please disregard this survey. If you have questions, please call the Assistant City Manager Charles M. Duggan, Jr. at 501-7262.

OVERALL SATISFACTION

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

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

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

 1st 2nd 3rd

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

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

4. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, which areas should City officials concentrate their efforts? Please rank the priority that should be placed on the following seven items. Write "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, and so on. Write "7" to identify the item that should be the LOWEST priority.

- ___(A) City School System ___(D) Public Safety Response Times ___(F) New Fire Stations
 ___(B) Diversified Retail Base ___(E) Natural Resource Protection ___(G) Zoning & Land Use
 ___(C) Transportation

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

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

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

<i>How satisfied are you with:</i>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall quality of local police protection	5.....	4.....	3.....	2.....	1.....	9.....
(B) The visibility of police in neighborhoods	5.....	4.....	3.....	2.....	1.....	9.....
(C) The visibility of police in retail areas.....	5.....	4.....	3.....	2.....	1.....	9.....
(D) How quickly police respond to emergencies	5.....	4.....	3.....	2.....	1.....	9.....
(E) The City's efforts to prevent crime	5.....	4.....	3.....	2.....	1.....	9.....
(F) Police safety education programs	5.....	4.....	3.....	2.....	1.....	9.....
(G) Enforcement of local traffic laws.....	5.....	4.....	3.....	2.....	1.....	9.....
(H) Overall quality of local fire protection	5.....	4.....	3.....	2.....	1.....	9.....
(I) The location of fire stations	5.....	4.....	3.....	2.....	1.....	9.....
(J) How quickly fire personnel respond to emergencies	5.....	4.....	3.....	2.....	1.....	9.....
(K) Fire safety education programs.....	5.....	4.....	3.....	2.....	1.....	9.....
(L) Quality of local ambulance service.....	5.....	4.....	3.....	2.....	1.....	9.....
(M) Quality of animal control.....	5.....	4.....	3.....	2.....	1.....	9.....
(N) Enforcement of speed limits in neighborhoods.....	5.....	4.....	3.....	2.....	1.....	9.....

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

1st Choice: _____ 2nd Choice: _____

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

<i>How satisfied are you with:</i>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Enforcing the clean up of litter and debris in your neighborhood	5.....	4.....	3.....	2.....	1.....	9.....
(B) Enforcing sign regulations in the City	5.....	4.....	3.....	2.....	1.....	9.....
(C) Enforcing zoning regulations in the City.....	5.....	4.....	3.....	2.....	1.....	9.....
(D) Enforcement of unrelated occupancy.....	5.....	4.....	3.....	2.....	1.....	9.....
(E) Enforcement of building codes.....	5.....	4.....	3.....	2.....	1.....	9.....

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
How satisfied are you with:						
(A) Residential trash collection services	5	4	3	2	1	9
(B) Curbside recycling services	5	4	3	2	1	9
(C) Yardwaste removal services	5	4	3	2	1	9
(D) Wastewater treatment services.....	5	4	3	2	1	9
(E) Sanitary sewer service to your home	5	4	3	2	1	9
(F) Quality of water service to your home.....	5	4	3	2	1	9
(G) Customer service from the Water Revenue Office	5	4	3	2	1	9

10. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by City leaders over the next two years? [Write the letters below for your top two choices from Question #9 above]

1st Choice: _____ 2nd Choice: _____

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
How satisfied are you with:						
(A) Maintenance of City streets (not including those on the AU campus)	5	4	3	2	1	9
(B) Maintenance of City sidewalks (not including those on the AU campus).....	5	4	3	2	1	9
(C) Maintenance of street signs.....	5	4	3	2	1	9
(D) Maintenance of traffic signals.....	5	4	3	2	1	9
(E) Maintenance of Downtown Auburn.....	5	4	3	2	1	9
(F) Maintenance of City buildings, such as City Hall ..	5	4	3	2	1	9
(G) Mowing and trimming along City streets and other public areas.....	5	4	3	2	1	9
(H) Overall cleanliness of City streets and other public areas.....	5	4	3	2	1	9
(I) Adequacy of City street lighting.....	5	4	3	2	1	9
(J) Water lines and fire hydrants in the City	5	4	3	2	1	9
(K) Sewer lines and manholes in the City	5	4	3	2	1	9

12. Which TWO areas of MAINTENANCE do you think should be emphasized most by City leaders over the next two years? [Write the letters below for your top two choices from Question #11 above.]

1st Choice: _____ 2nd Choice: _____

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

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

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

Very Very Don't
Satisfied Satisfied Neutral Dissatisfied Dissatisfied Know

How satisfied are you with:

- (A) Maintenance of City parks5.....4.....3.....2.....1.....9
- (B) Maintenance of City cemeteries5.....4.....3.....2.....1.....9
- (C) The number of City parks5.....4.....3.....2.....1.....9
- (D) Walking and biking trails in the City5.....4.....3.....2.....1.....9
- (E) City swimming pools5.....4.....3.....2.....1.....9
- (F) Community recreation centers5.....4.....3.....2.....1.....9
- (G) Outdoor athletic fields (i.e. baseball,
 soccer, and softball).....5.....4.....3.....2.....1.....9
- (H) The City's youth athletic programs5.....4.....3.....2.....1.....9
- (I) The City's adult athletic programs5.....4.....3.....2.....1.....9
- (J) Other City recreation programs, such as
 classes, trips, and special events.....5.....4.....3.....2.....1.....9
- (K) Ease of registering for programs.....5.....4.....3.....2.....1.....9
- (L) Fees charged for recreation programs.....5.....4.....3.....2.....1.....9

15. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by City leaders over the next two years? [Write the letters below for your top two choices from Question #14 above]

1st Choice: _____ 2nd Choice: _____

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

Very Very Don't
Satisfied Satisfied Neutral Dissatisfied Dissatisfied Know

How satisfied are you with:

- (A) Availability of information about Parks
 and Recreation programs and services.....5.....4.....3.....2.....1.....9
- (B) Level of public involvement in local
 decision making5.....4.....3.....2.....1.....9
- (C) City’s monthly newsletter, *Open Line*5.....4.....3.....2.....1.....9
- (D) Quality of the City’s web page5.....4.....3.....2.....1.....9

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

Very Very Don't
Satisfied Satisfied Neutral Dissatisfied Dissatisfied Know

How satisfied are you with the:

- (A) Ease of north-south travel in Auburn
 by car on roads such as Donahue Dr.,
 College St., Gay St. and Dean Rd.....5.....4.....3.....2.....1.....9
- (B) Ease of east-west travel in Auburn
 by car on roads such as Glenn Ave.,
 Thach Ave., and Samford Ave.....5.....4.....3.....2.....1.....9
- (C) Ease of travel by bicycle in Auburn.....5.....4.....3.....2.....1.....9
- (D) Ease of pedestrian travel in Auburn.....5.....4.....3.....2.....1.....9

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

___(1) Yes ___(2) No

18a. [If YES to #18] Do you have high speed, broadband Internet access or Dial-up access at your home?

___(1) Broadband (DSL/Cable) ___(2) Dial-up

19. Would you be willing to pay up to \$20.00 per month for wireless internet connectivity at broadband (320 Kilobits per second) speeds?

___(1) Yes ___(2) No ___(9) Don't Know

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

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

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

___(1) Yes [answer Q#20a-c] ___(2) No [go to Q#21]

21a. [Only if YES to Q#20] How easy was it to contact the person you needed to reach?

___(1) Very easy ___(3) Difficult
___(2) Somewhat easy ___(4) Very difficult

21b. [Only if YES to Q#20] What department did you contact? (Check all that apply)

___(1) Police ___(6) Water Revenue Office
___(2) Fire ___(7) City Manager's Office
___(3) Planning ___(8) Environmental Services
___(4) Parks and Recreation (garbage, trash, recycling, animal control)
___(5) Finance (city licenses) ___(9) Other: _____

21c. [Only if YES to Q#20] Was the department you contacted responsive to your issue?

___(1) Yes ___(2) No

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

___(1) Positive ___(3) No impact
___(2) Negative ___(9) Don't know

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

___(1) Nothing ___(5) Up to \$4
___(2) Up to \$1 ___(6) Up to \$5
___(3) Up to \$2 ___(7) More than \$5
___(4) Up to \$3 ___(9) Don't know

24. If you could change one thing about Auburn, what would you change?
