

# ***2020 Citizen Survey*** ***City of Auburn, Alabama***

Presented by

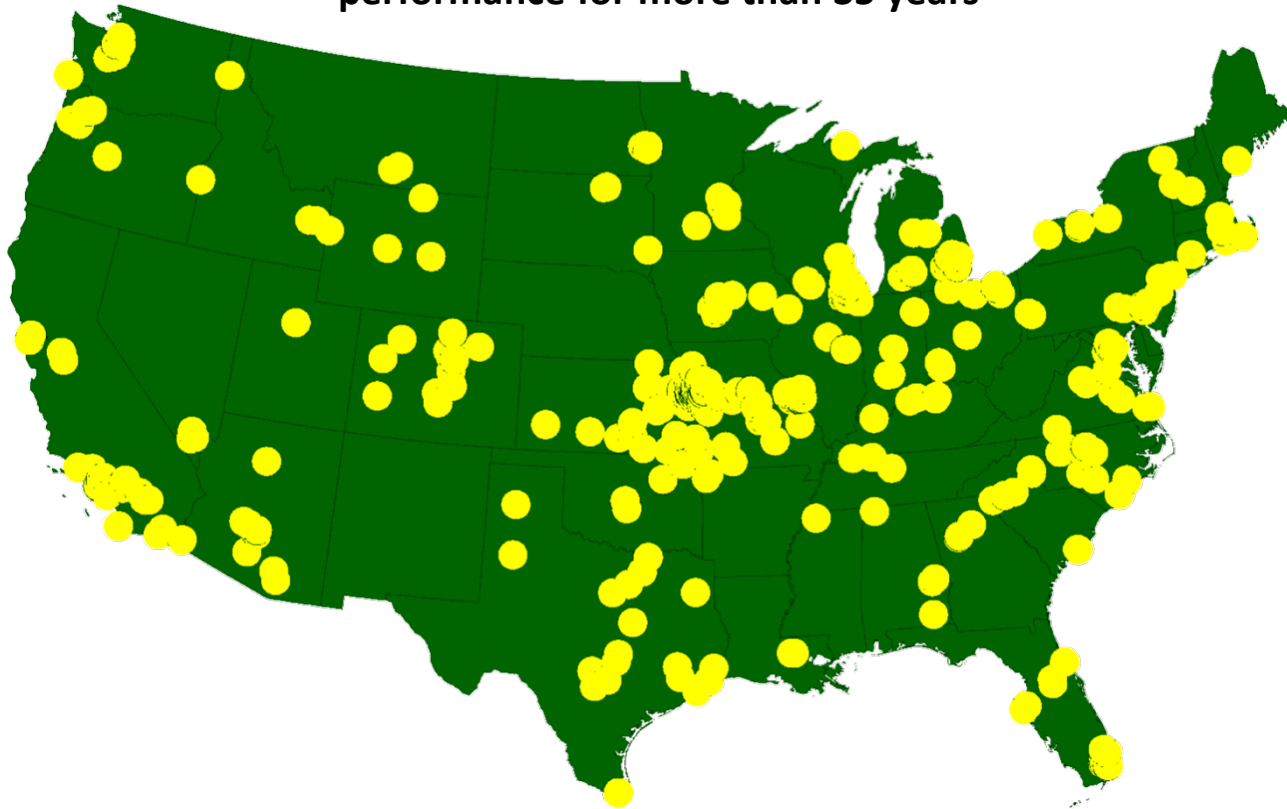


April 2020

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping local governments gather and use survey data to enhance organizational performance for more than 35 years



More than 2,200,000 Persons Surveyed Since 2010  
for more than 900 communities in 49 States

# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

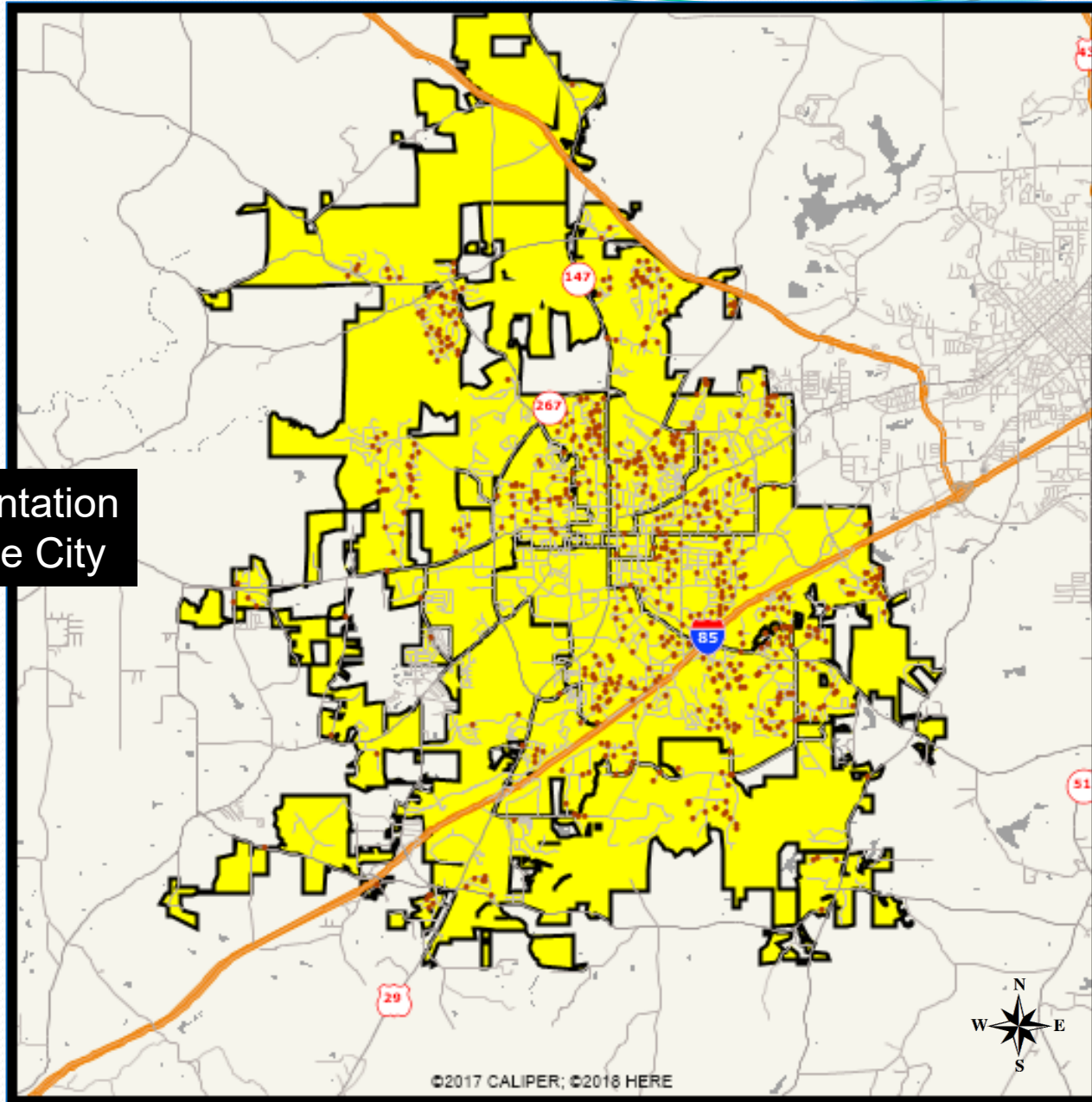
# Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with residents regionally and nationally**

# Methodology

- **Survey Description**
  - ❑ seven-page survey
  - ❑ included many of the same questions that were asked in previous years
- **Method of Administration**
  - ❑ by mail and online to a random sample of City residents
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ completed surveys: 642 (goal was 600)
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.8% overall

# Location of Survey Respondents



Good representation  
throughout the City

# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 95% rated Auburn as an excellent or good place to live
  - ❑ 93% rated Auburn as an excellent or good place to raise children
- **Satisfaction with City Services is Much Higher in Auburn Than Other Communities**
  - ❑ Auburn rated higher than the U.S. Average in 57 of 61 areas
  - ❑ Satisfaction with the Overall Quality of City Services rated 36% above the U.S. Average
  - ❑ Satisfaction with the Overall Quality of Customer Service rated 32% above the U.S. Average
- **Top Overall Priorities:**
  - ❑ Flow and Management of Traffic
  - ❑ Maintenance of City Infrastructure

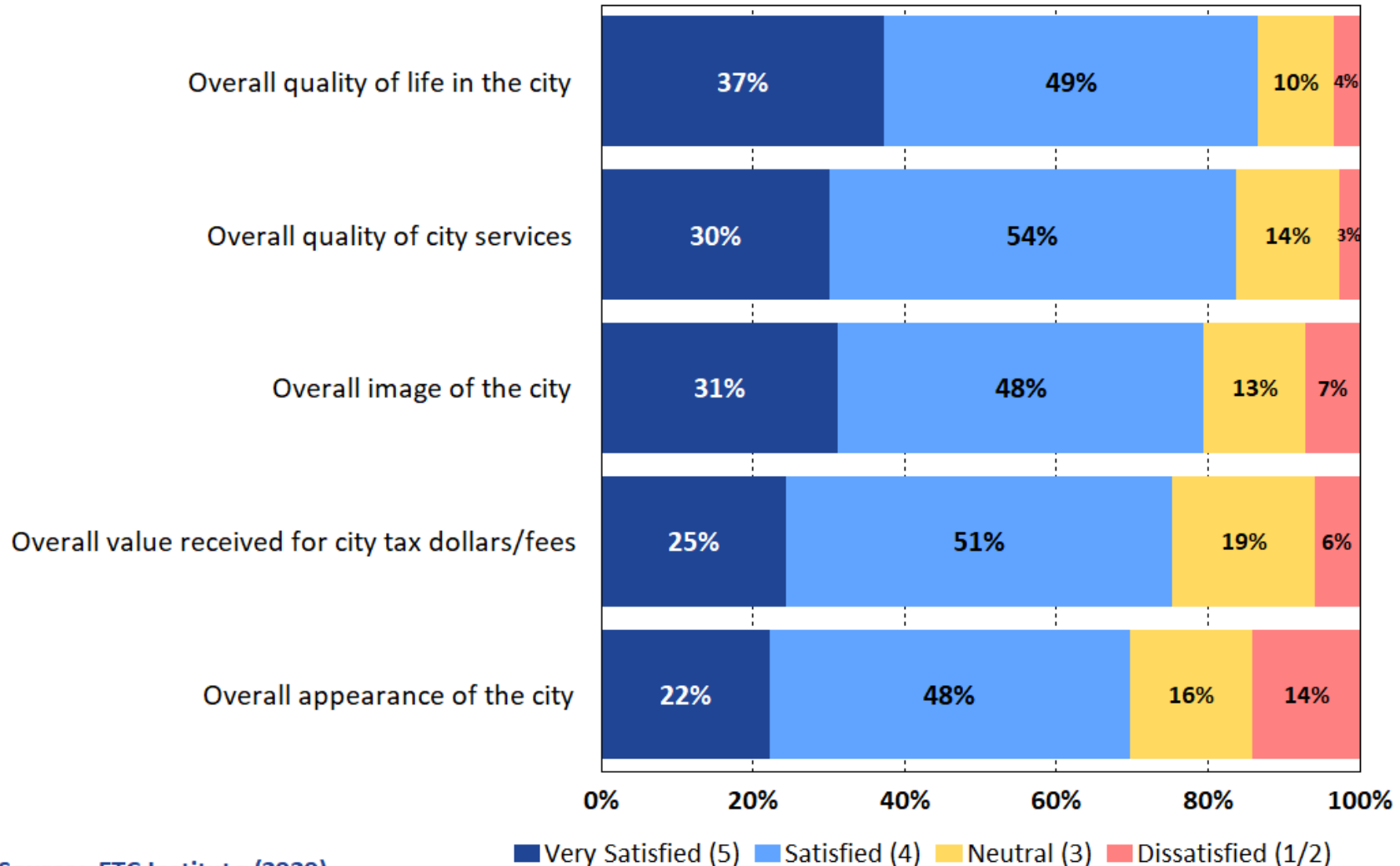
## **Major Finding #1**

**Residents Have a Very Positive  
Perception of the City**



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

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

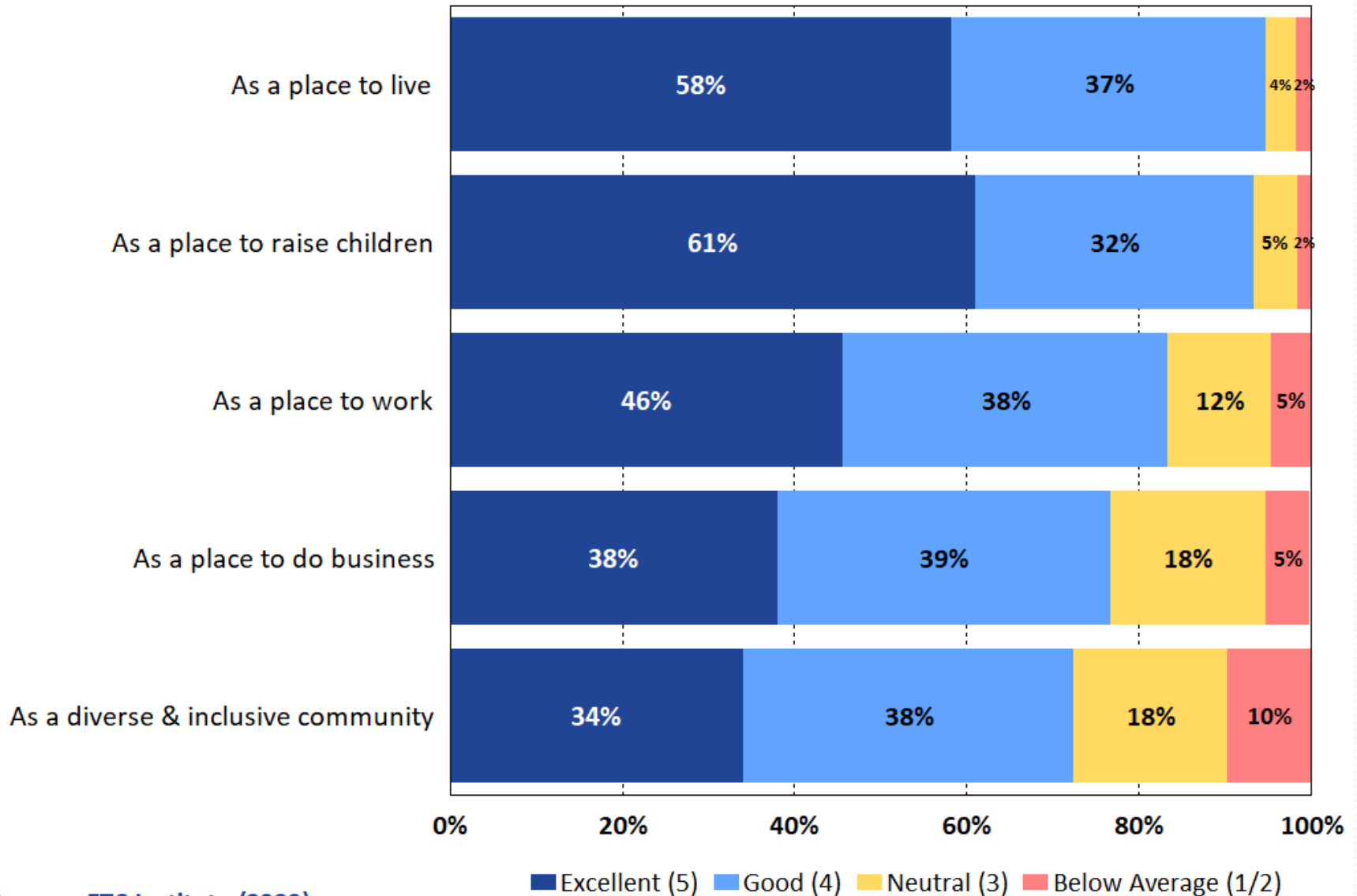


Source: ETC Institute (2020)

**84% of Residents Are Satisfied with the Overall Quality of City Services, Compared to Only 3% Who Are Dissatisfied**

# Q4. Quality of Life in the City of Auburn

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

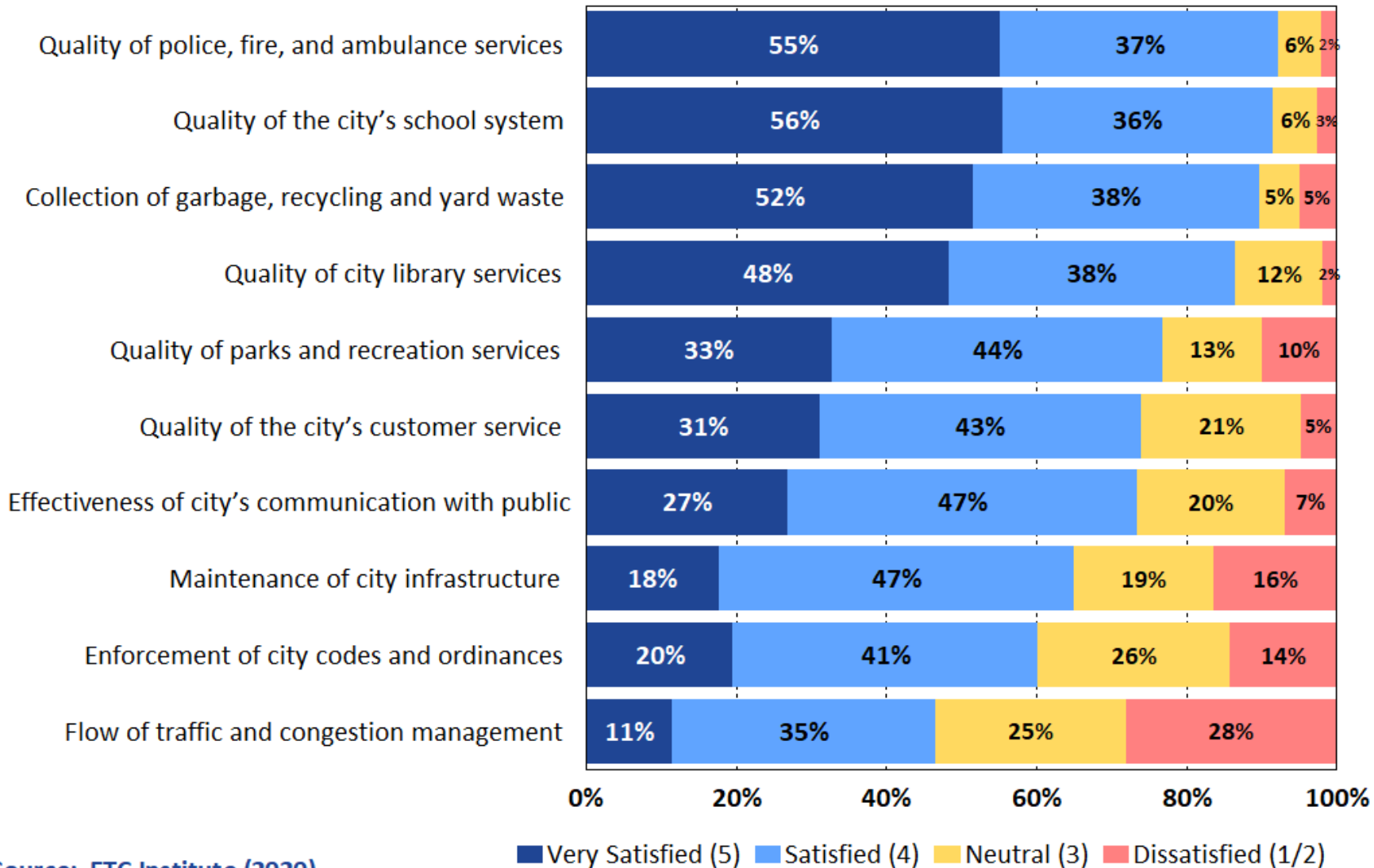


Source: ETC Institute (2020)

Over 90% of Residents Rated Auburn as an Excellent or Good Place to Live and Raise Children

# Q1. Overall Satisfaction with City Services by Major Category

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



Source: ETC Institute (2020)

Satisfaction Is High for City Services

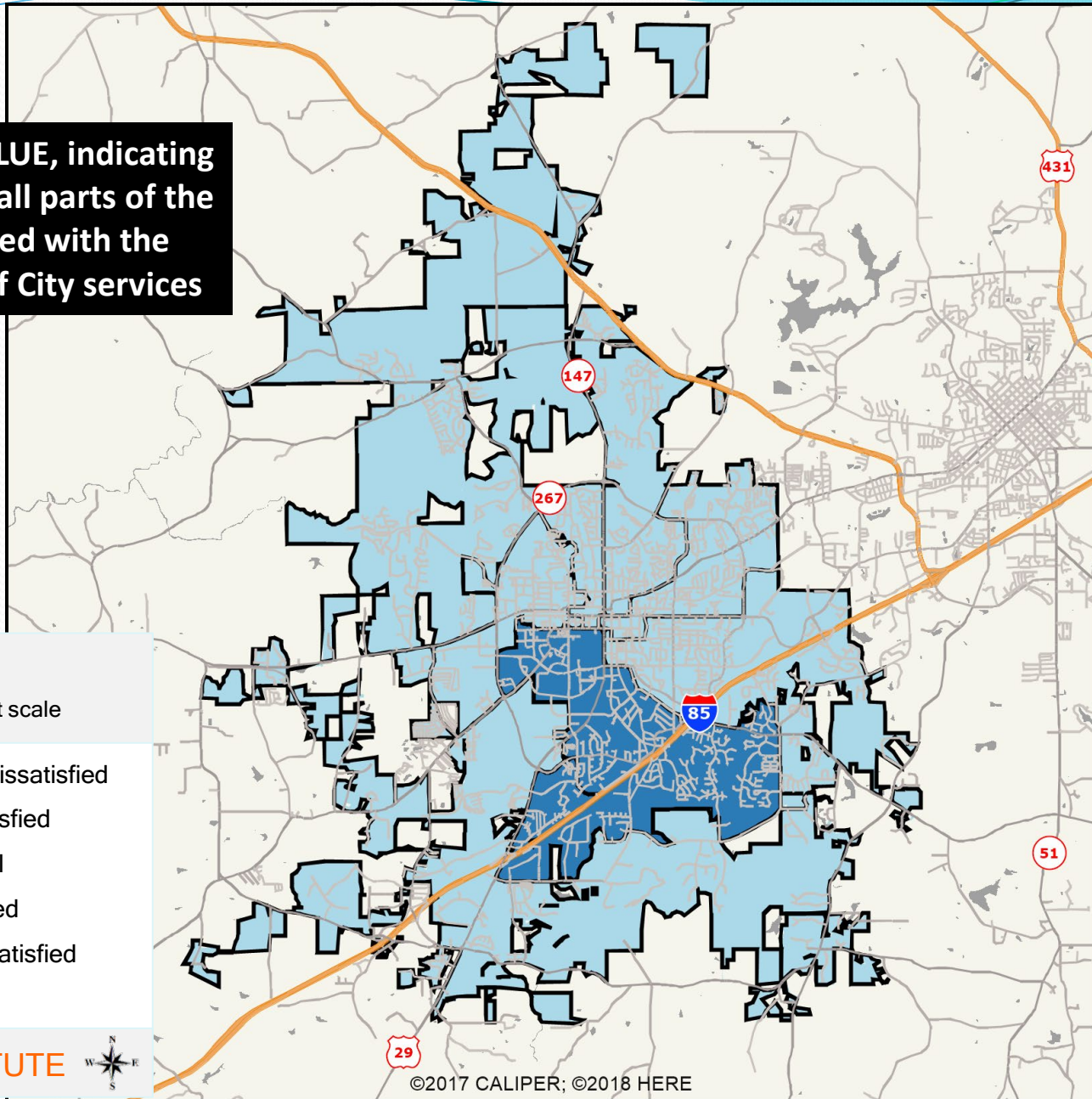
# Overall Quality of Services Provided by the City

All areas are in BLUE, indicating that residents in all parts of the City are satisfied with the overall quality of City services

## Legend

Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



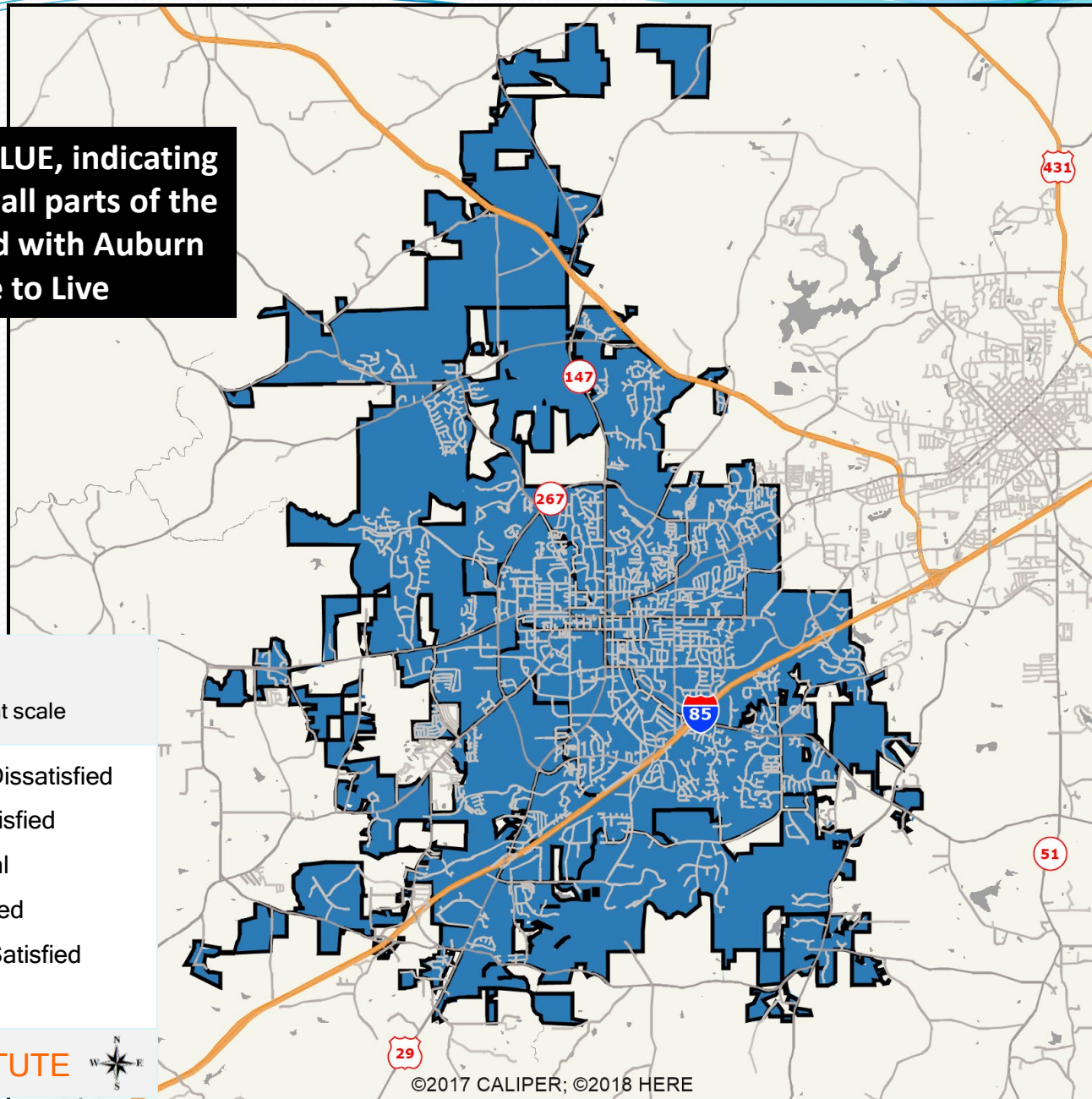
# Auburn as a Place to Live

All areas are in BLUE, indicating that residents in all parts of the City are satisfied with Auburn as a Place to Live

## Legend

Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



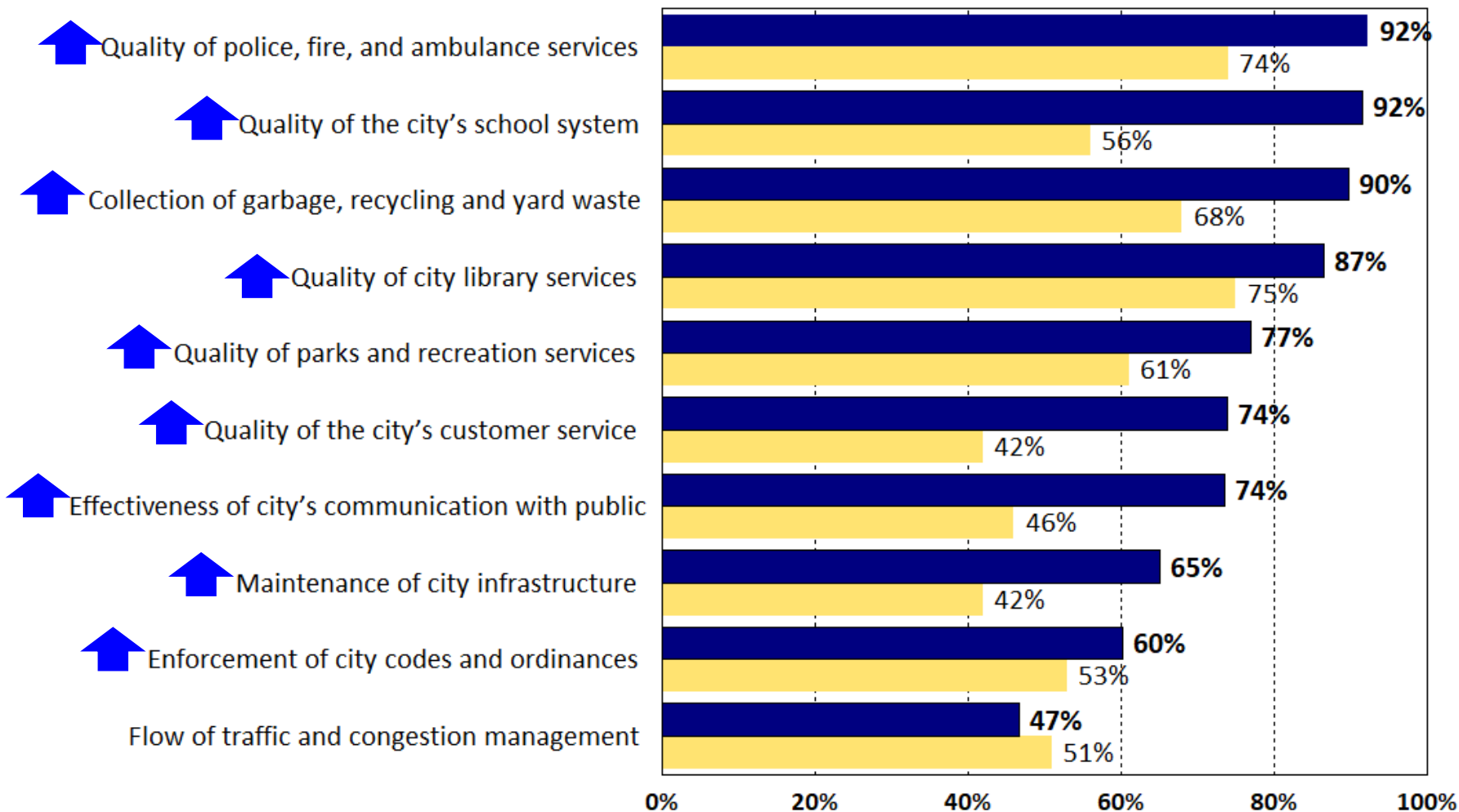
## **Major Finding #2**

**Satisfaction with City Services Is  
Much Higher in Auburn Than in  
Other Communities**

# Overall Satisfaction with Major Categories of City Services

## Auburn vs. the U.S.

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



Source: 2020 ETC Institute

■ Auburn ■ U.S.

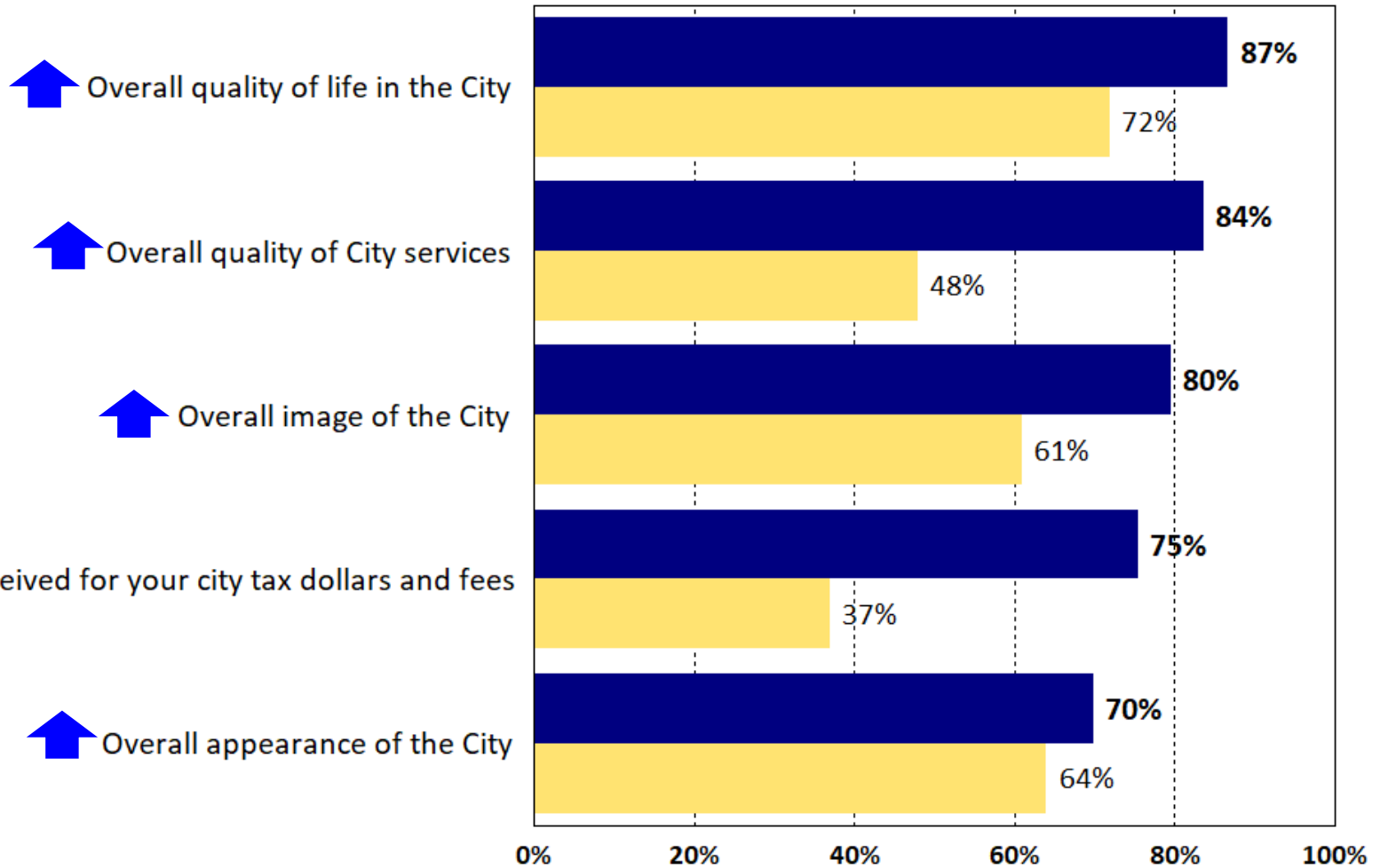
**Significantly Higher:** 

**Significantly Lower:** 

# Satisfaction with Issues that Influence Perceptions of the City

## Auburn vs. the U.S.

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



Source: 2020 ETC Institute

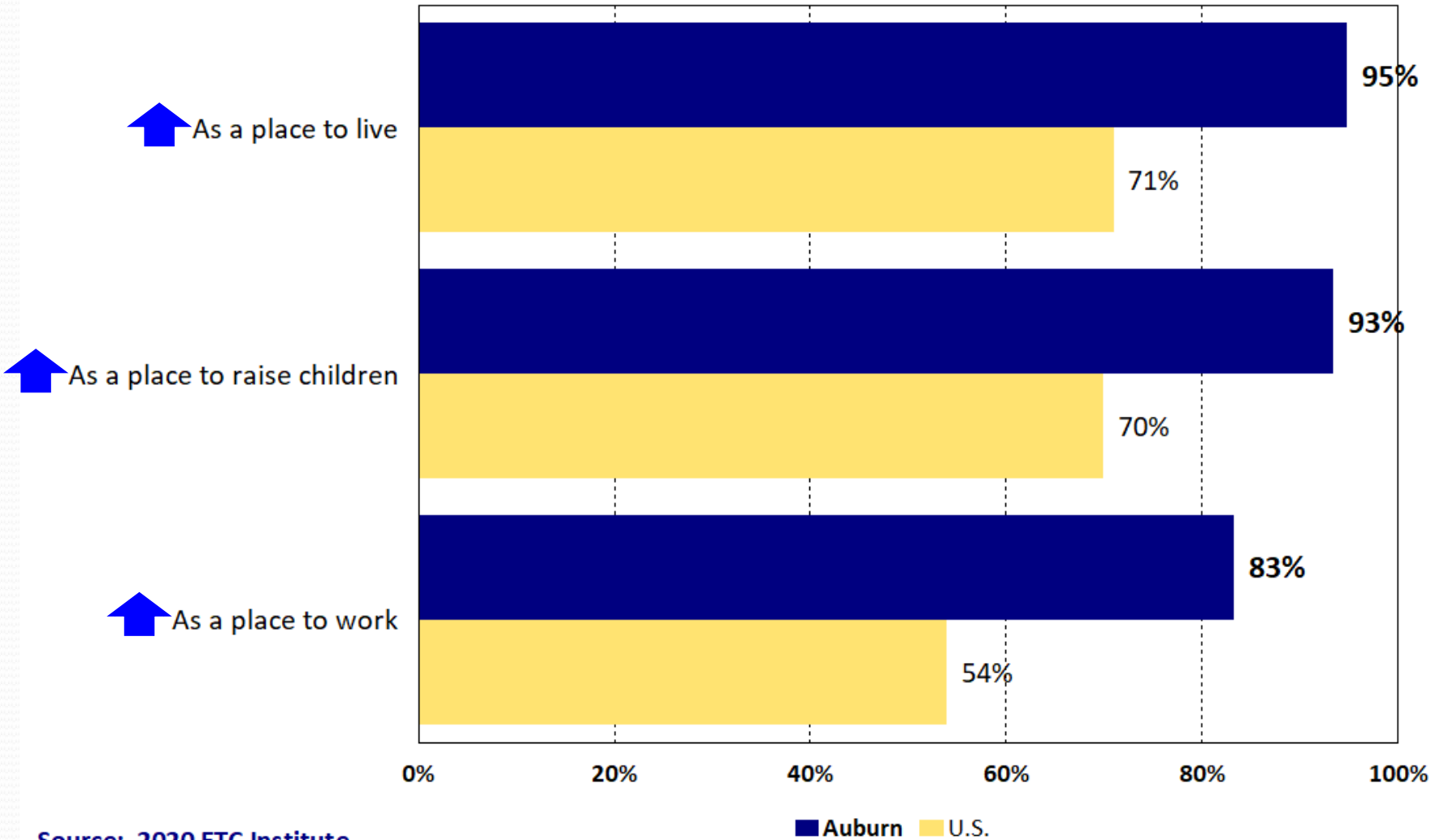
**Significantly Higher:** ↑

**Significantly Lower:** ↓



# Overall Ratings of the Community Auburn vs. the U.S.

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



Source: 2020 ETC Institute

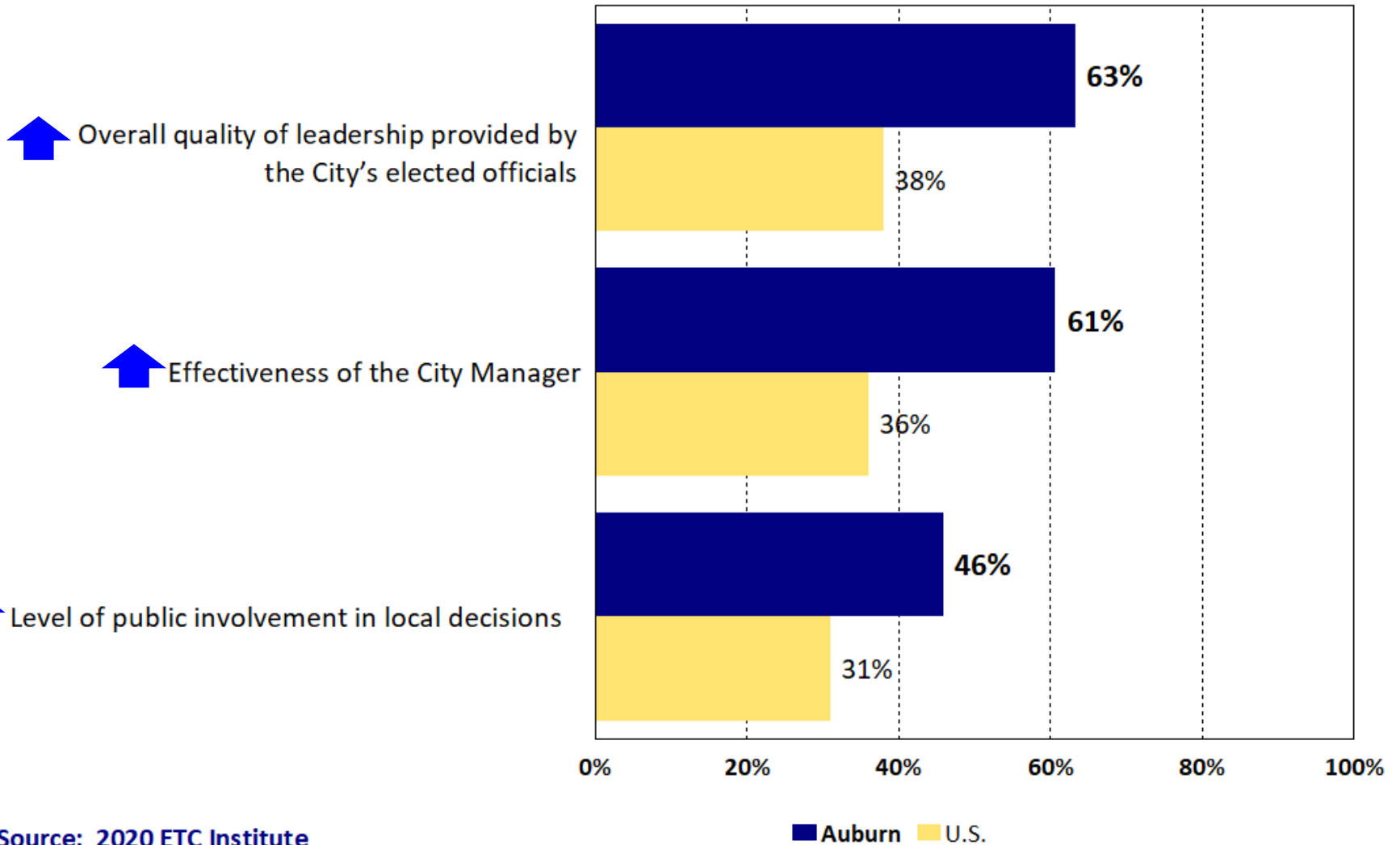
Significantly Higher: 

Significantly Lower: 

# Overall Ratings of City Leadership

## Auburn vs. the U.S.

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



Source: 2020 ETC Institute

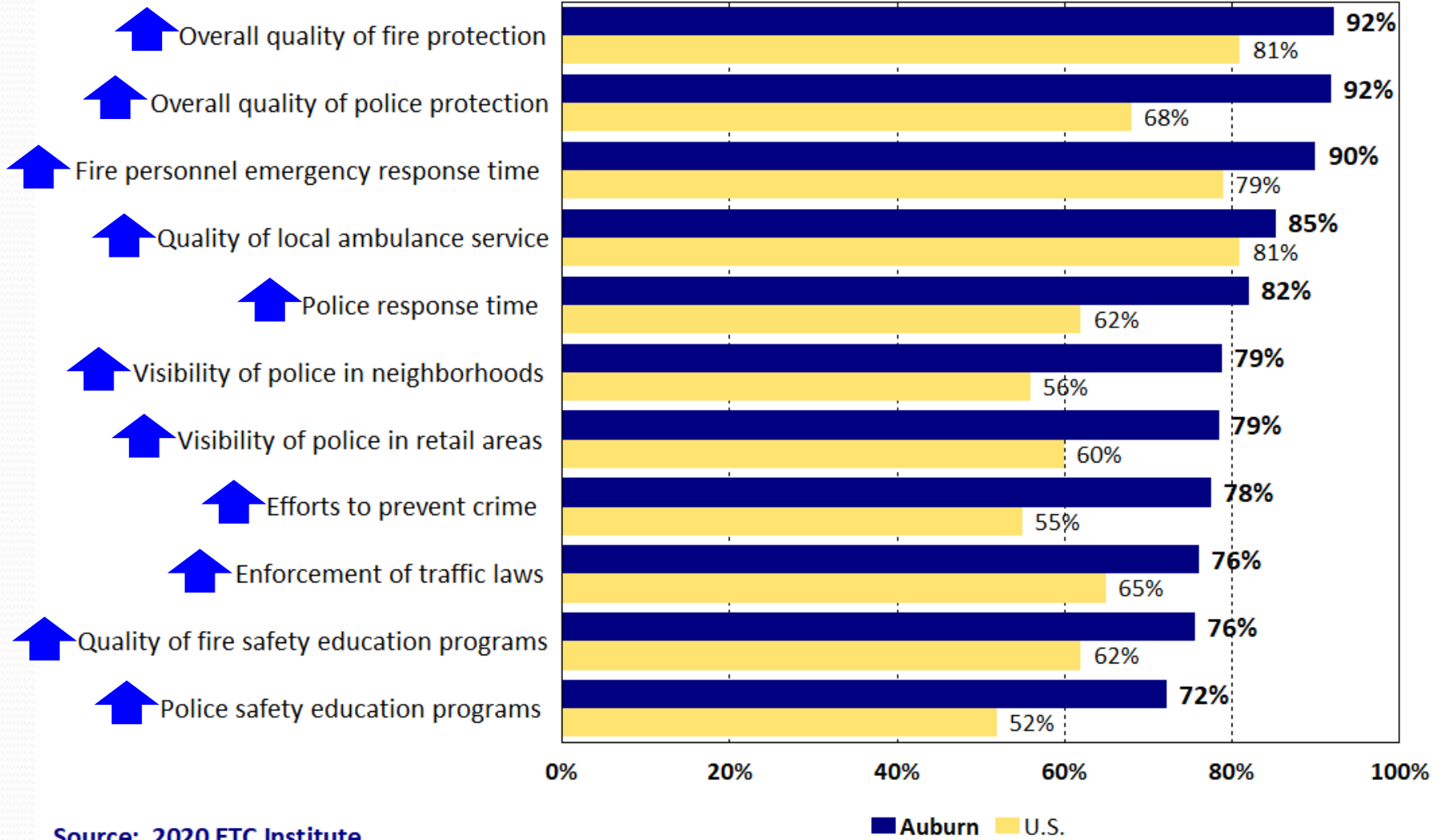
Significantly Higher: ↑

Significantly Lower: ↓

# Overall Satisfaction with Public Safety Services

## Auburn vs. the U.S.

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



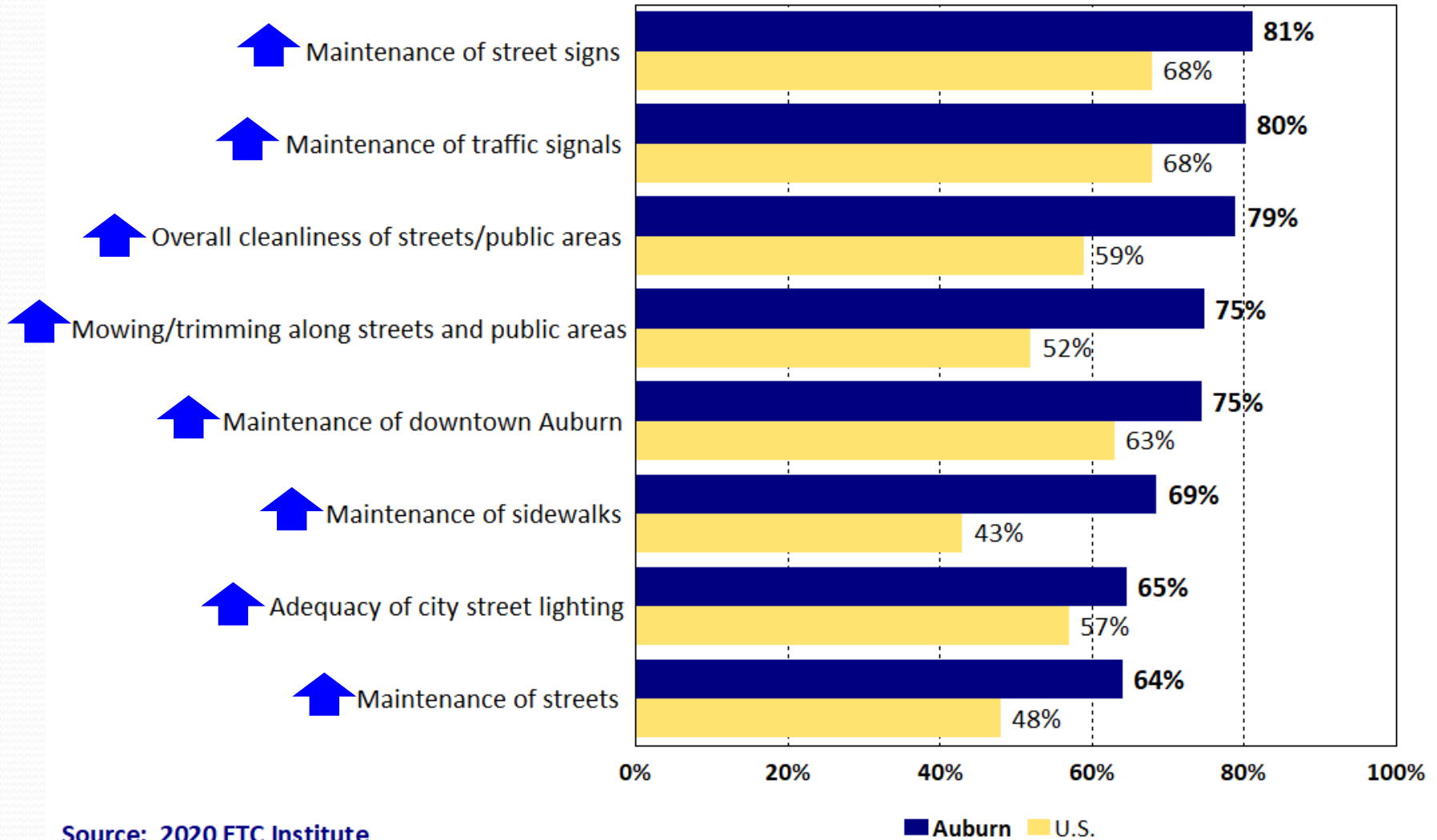
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with City Maintenance

## Auburn vs. the U.S.

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



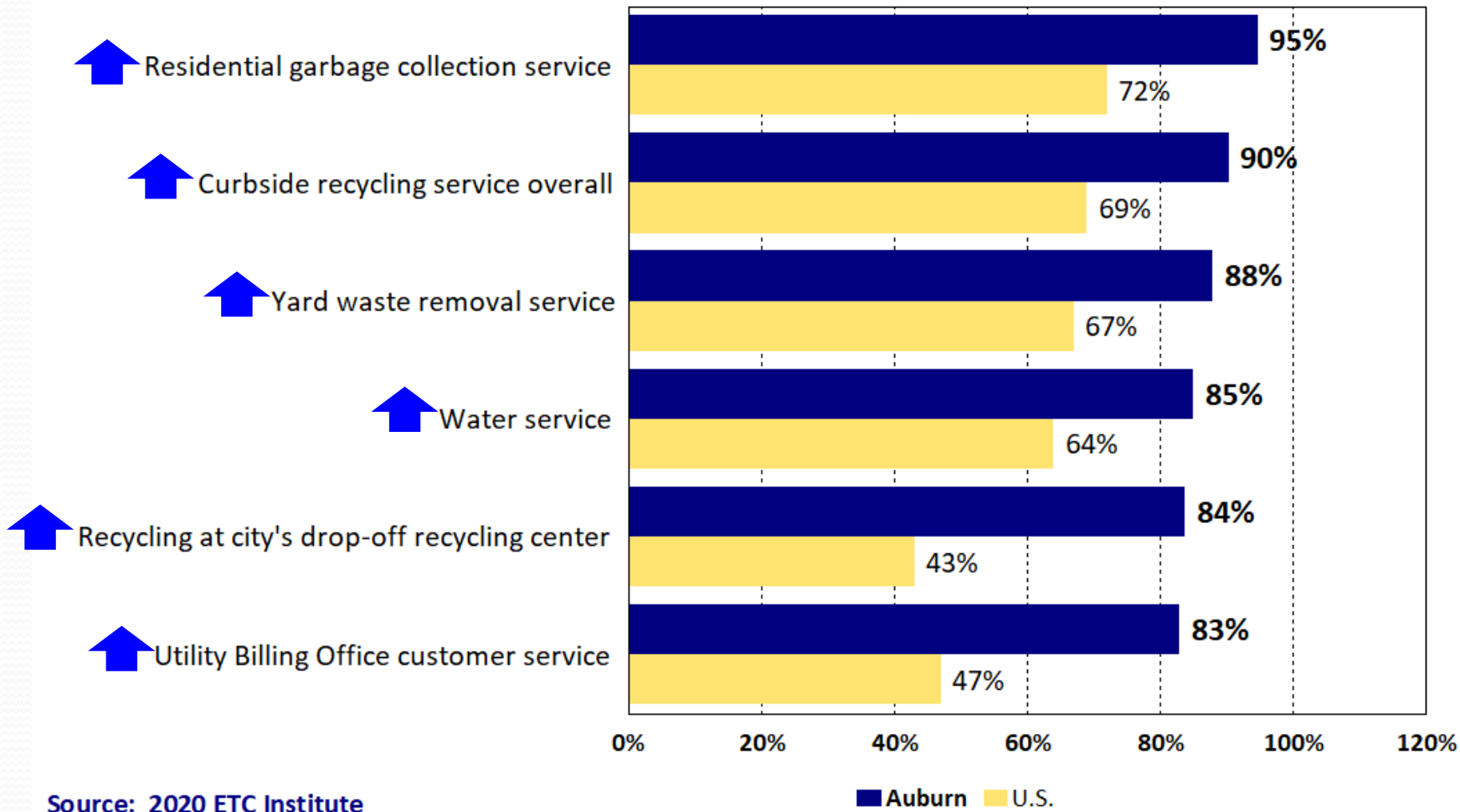
Source: 2020 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Garbage, Recycling, Sewer and Water Services Auburn vs. the U.S.

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



**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Communication

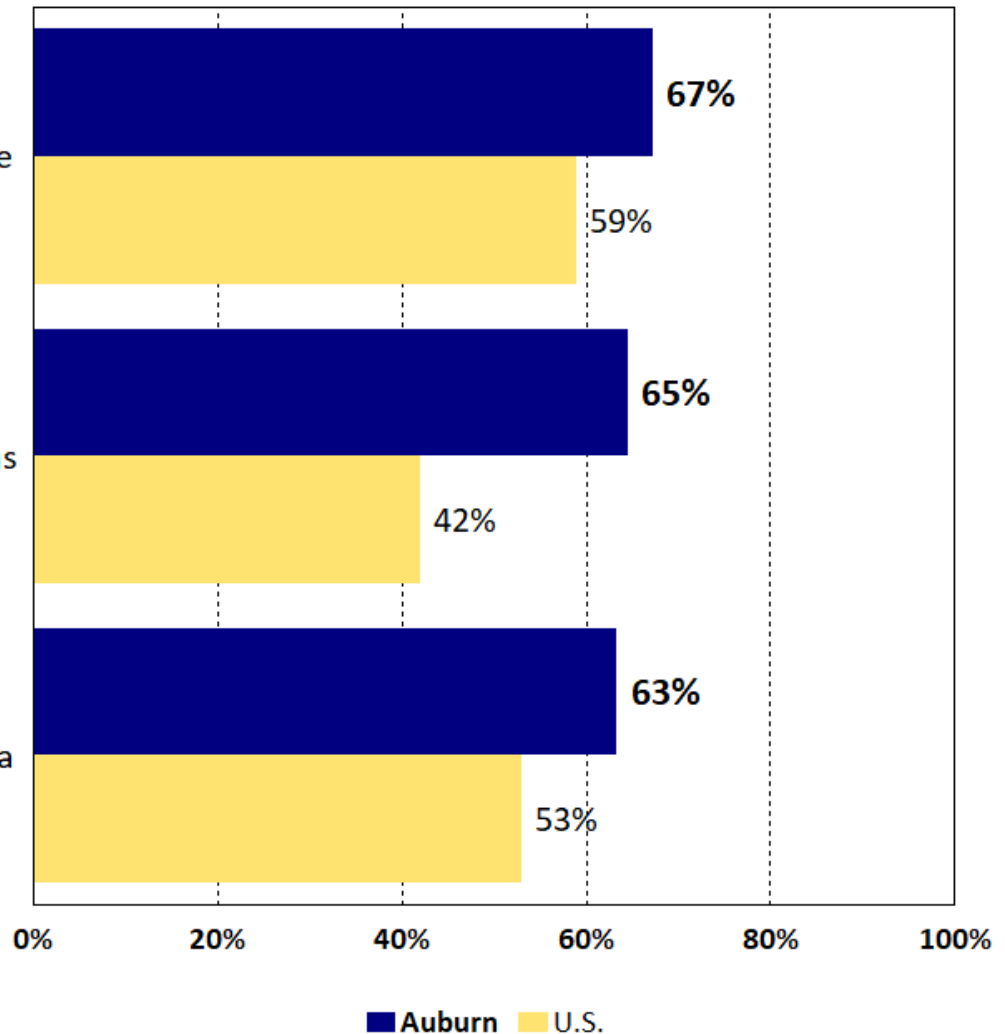
## Auburn vs. the U.S.

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

↑ Quality of the city's website

↑ Availability of info on city services & programs

↑ Quality of the city's social media



Source: 2020 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

# **Major Finding #3**

## **Trend Analysis**

# Trends

## Notable Satisfaction Increases Since 2018

- Curbside recycling
- Material types accepted for recycling
- Collection of garbage, recycling and yard waste
- Effectiveness of communication with the public
- Recycling at the City's drop-off recycling center
- Traffic flow and congestion

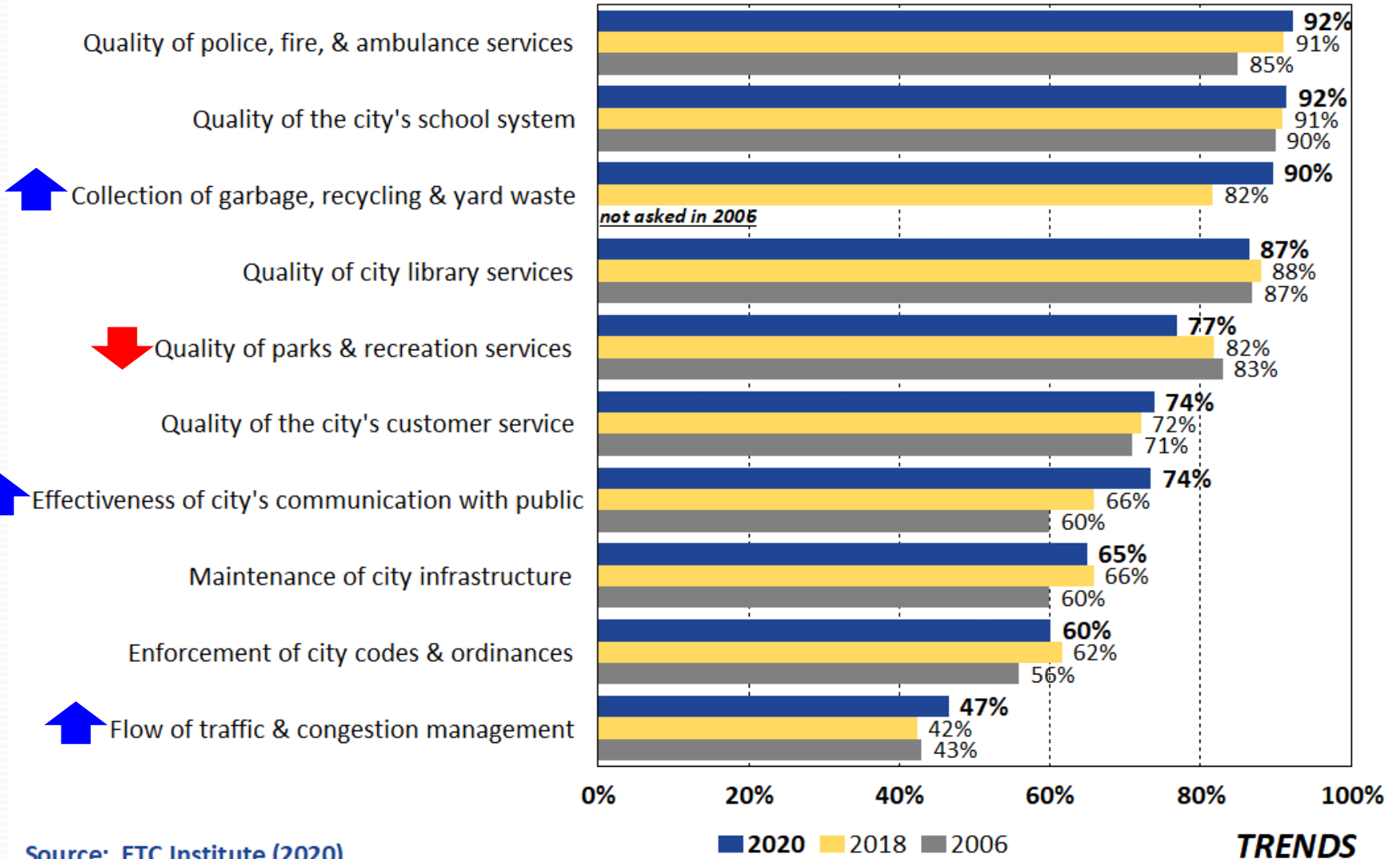
## Notable Satisfaction Decreases Since 2018

- Quality of community centers
- Quality of new residential development
- Quality of walking trails
- Quality of outdoor athletic fields
- Overall appearance of downtown
- Quality of senior programs



# Overall Satisfaction with City Services by Major Category (2006, 2018 & 2020)

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



Significant Increases From 2018: ↑

Significant Decreases From 2018: ↓

# **Major Finding #4**

## **Community Priorities**

# 2020 Importance-Satisfaction Rating

## City of Auburn Citizen Survey

### Major Categories of City Services

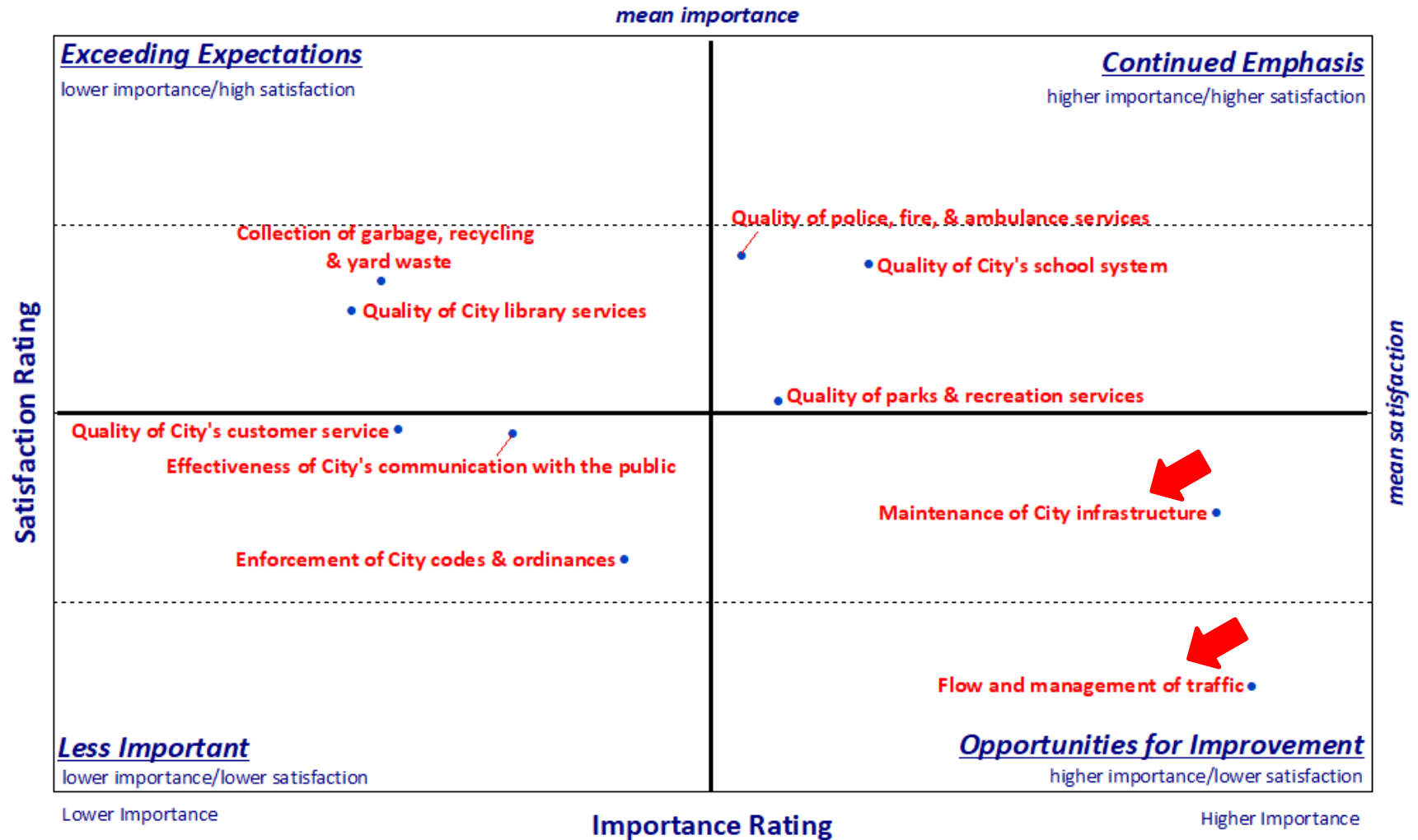
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very Priority (IS &gt;.20)</u></b>						
Flow and management of traffic	60%	1	47%	10	0.3193	1
Maintenance of city infrastructure	58%	2	65%	8	0.2016	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of city codes & ordinances	22%	6	60%	9	0.0864	3
Quality of parks & recreation services	31%	4	77%	5	0.0716	4
Effectiveness of city's communication with public	15%	7	74%	7	0.0395	5
Quality of the city's school system	37%	3	92%	2	0.0310	6
Quality of police, fire, & ambulance services	29%	5	92%	1	0.0222	7
Quality of the city's customer service	8%	8	74%	6	0.0209	8
Collection of garbage, recycling & yard waste	7%	9	90%	3	0.0071	9
Quality of city library services	5%	10	87%	4	0.0069	10

**Overall Priorities:** 

# 2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

## -Major Categories of City Services-

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



Source: ETC Institute (2020)

# 2020 Importance-Satisfaction Rating

## City of Auburn Citizen Survey

### Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Maintenance of streets	51%	1	64%	10	0.1827	1
Adequacy of city street lighting	36%	2	65%	9	0.1264	2
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of sidewalks	28%	3	69%	7	0.0876	3
Maintenance of biking paths and lanes	20%	5	57%	11	0.0867	4
Cleanup of debris/litter in/near roadways	23%	4	67%	8	0.0747	5
Maintenance of downtown Auburn	18%	7	75%	6	0.0454	6
Overall cleanliness of streets/public areas	19%	6	79%	4	0.0401	7
Mowing/trimming along streets and public areas	15%	8	75%	5	0.0373	8
Maintenance of traffic signals	14%	9	80%	3	0.0278	9
Maintenance of street signs	7%	11	81%	2	0.0133	10
Maintenance of City facilities	8%	10	84%	1	0.0125	11

**Maintenance Priorities:** 

# 2020 Importance-Satisfaction Rating

## City of Auburn Citizen Survey

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Efforts to prevent crime	42%	1	78%	8	0.0945	1
Visibility of police in neighborhoods	38%	2	79%	6	0.0803	2
Visibility of police in retail areas	25%	4	79%	7	0.0535	3
Enforcement of traffic laws	21%	5	76%	9	0.0500	4
Police safety education programs	13%	9	72%	11	0.0370	5
Quality of local ambulance service	20%	6	85%	4	0.0295	6
Overall quality of police protection	35%	3	92%	2	0.0280	7
Police response time	14%	8	82%	5	0.0243	8
Quality of fire safety education programs	8%	10	76%	10	0.0183	9
Overall quality of fire protection	16%	7	92%	1	0.0123	10
Fire personnel emergency response time	7%	11	90%	3	0.0070	11

**Public Safety Priorities:** 

# 2020 Importance-Satisfaction Rating

## City of Auburn Citizen Survey

### Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Cleanup of overgrown and weedy lots	42%	1	57%	4	0.1823	1
Efforts to remove dilapidated structures	37%	3	54%	5	0.1692	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Cleanup of debris/litter	42%	2	82%	1	0.0751	3
Control of nuisance animals	18%	5	64%	3	0.0657	4
Cleanup of large junk/abandoned vehicles	20%	4	77%	2	0.0447	5

**Code Enforcement Priorities:**

# 2020 Importance-Satisfaction Rating

## City of Auburn Citizen Survey

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-20)</u></b>						
Quality of senior programs	27%	4	55%	12	0.1239	1
Quality of walking trails	36%	2	66%	5	0.1218	2
Quality of community recreation centers	30%	3	59%	11	0.1205	3
Quality of parks	45%	1	75%	1	0.1107	4
Quality of fitness areas within recreation centers	21%	8	52%	14	0.1033	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of playgrounds	24%	6	63%	10	0.0915	6
Quality of special needs/therapeutics programs	15%	11	51%	15	0.0744	7
Quality of youth athletic programs	24%	7	69%	3	0.0721	8
Quality of special events	25%	5	73%	2	0.0664	9
Quality of cultural arts programs	17%	9	65%	8	0.0597	10
Quality of outdoor athletic fields	16%	10	65%	7	0.0552	11
Quality of adult athletic programs	11%	12	52%	13	0.0511	12
Quality of cemeteries	10%	13	69%	4	0.0312	13
Ease of registering for programs	7%	14	64%	9	0.0258	14
Fees charged for recreation programs	7%	15	66%	6	0.0247	15

**Parks and Recreation Priorities:**



# 2020 Importance-Satisfaction Rating

## City of Auburn Citizen Survey

### Downtown Auburn

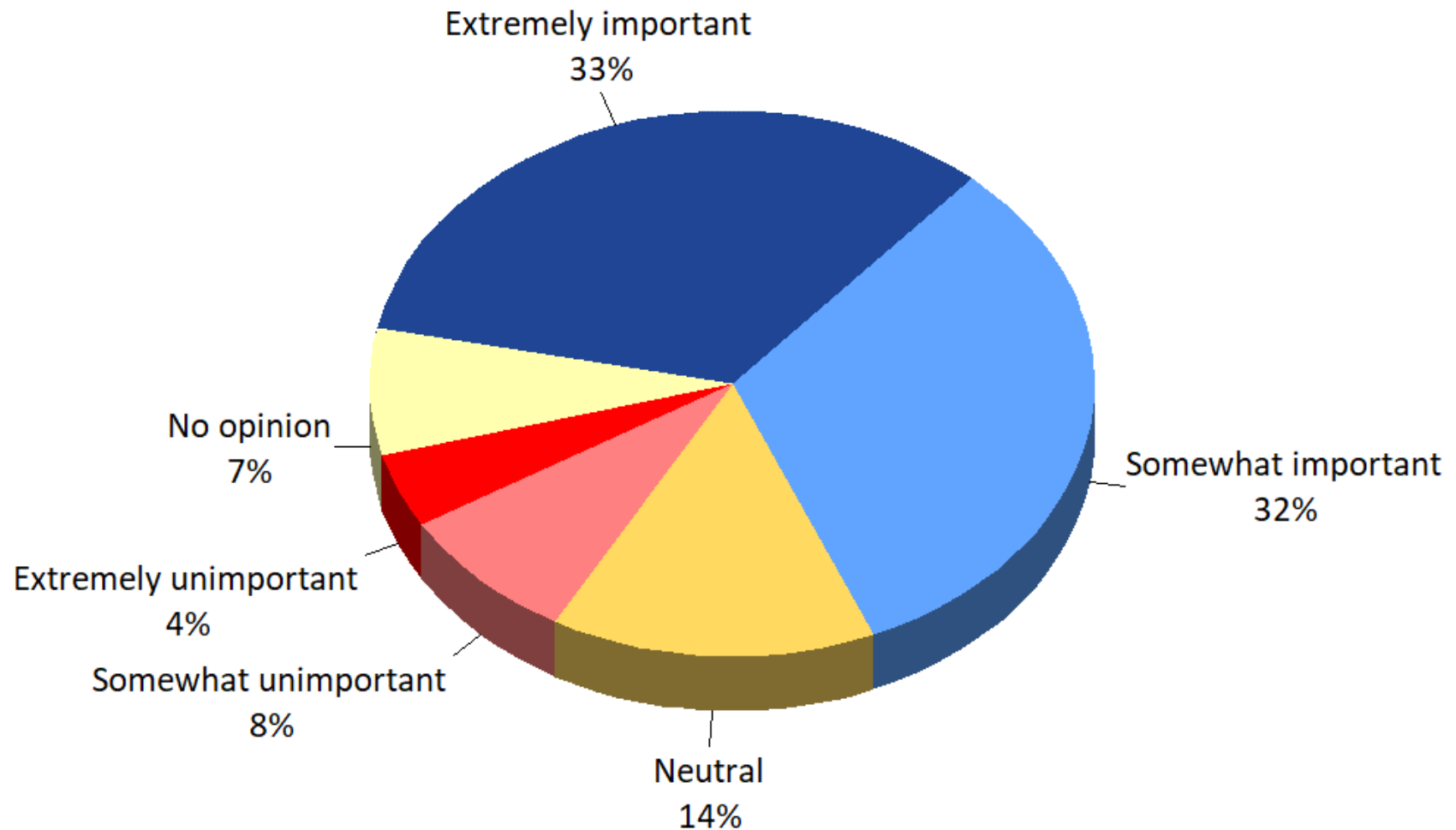
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very Priority (IS &gt;.20)</u></b>						
Availability of parking	70%	1	20%	11	0.5556	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of outdoor dining venues	20%	4	50%	10	0.0972	2
Availability of retail shopping	18%	6	55%	8	0.0794	3
Availability of public event space	15%	9	52%	9	0.0715	4
Feeling of safety of downtown at night	29%	2	76%	3	0.0683	5
Landscaping and green space	16%	7	72%	6	0.0462	6
Quality of public events held downtown	16%	8	74%	4	0.0429	7
Availability of dining opportunities	14%	10	70%	7	0.0427	8
Pedestrian accessibility	18%	5	79%	2	0.0377	9
Cleanliness of downtown areas	20%	3	85%	1	0.0312	10
Signage and wayfinding	8%	11	72%	5	0.0212	11

**Downtown Auburn Priorities:**

# **Other Findings**

# Q15. Compared to other City priorities, how important is it for the City of Auburn to invest in the acquisition and rehabilitation of historically significant buildings for public use?

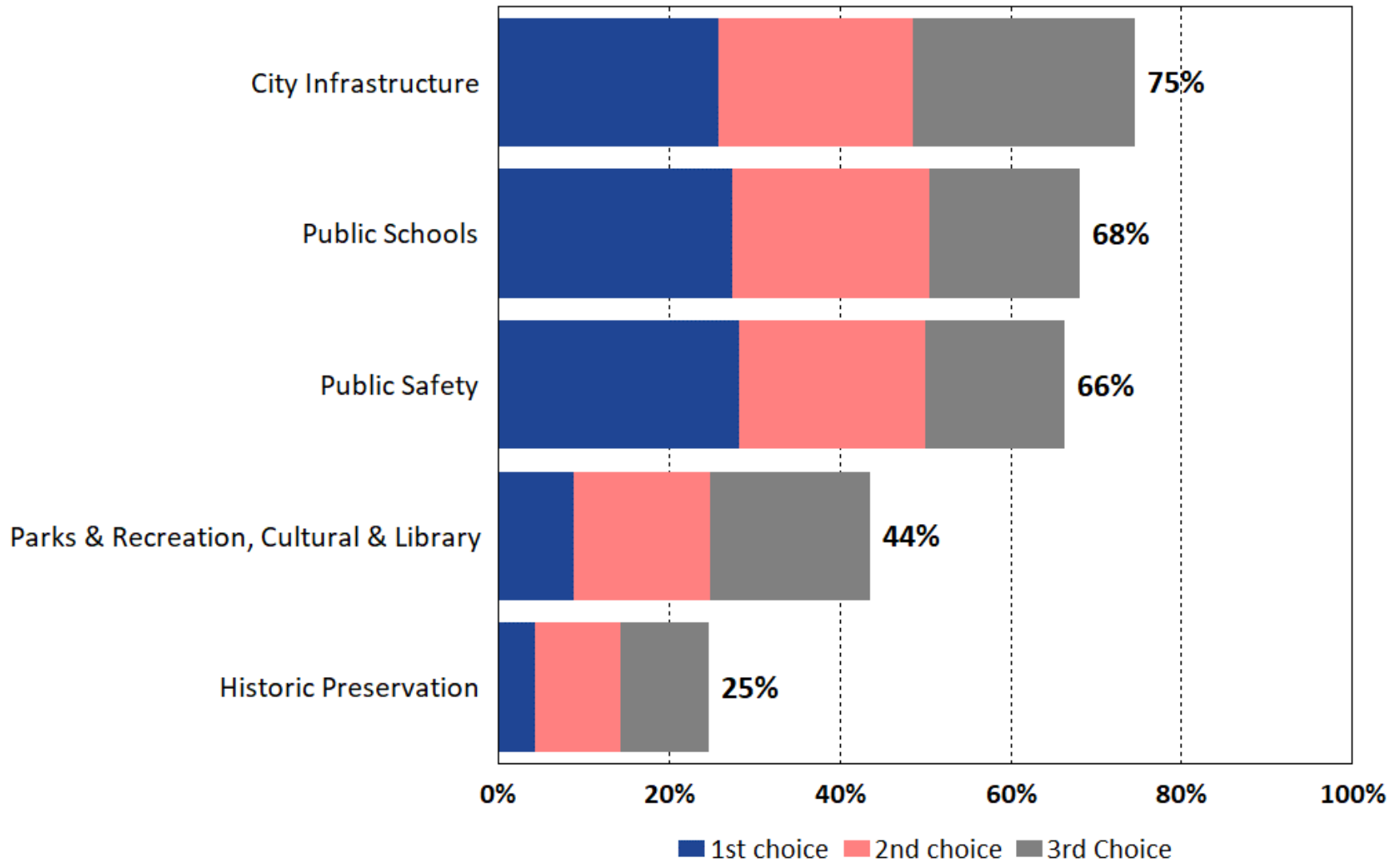
by percentage of residents surveyed



Source: ETC Institute (2020)

# Q16. Services That Should Receive the Most Funding Emphasis Over the Next Two Years

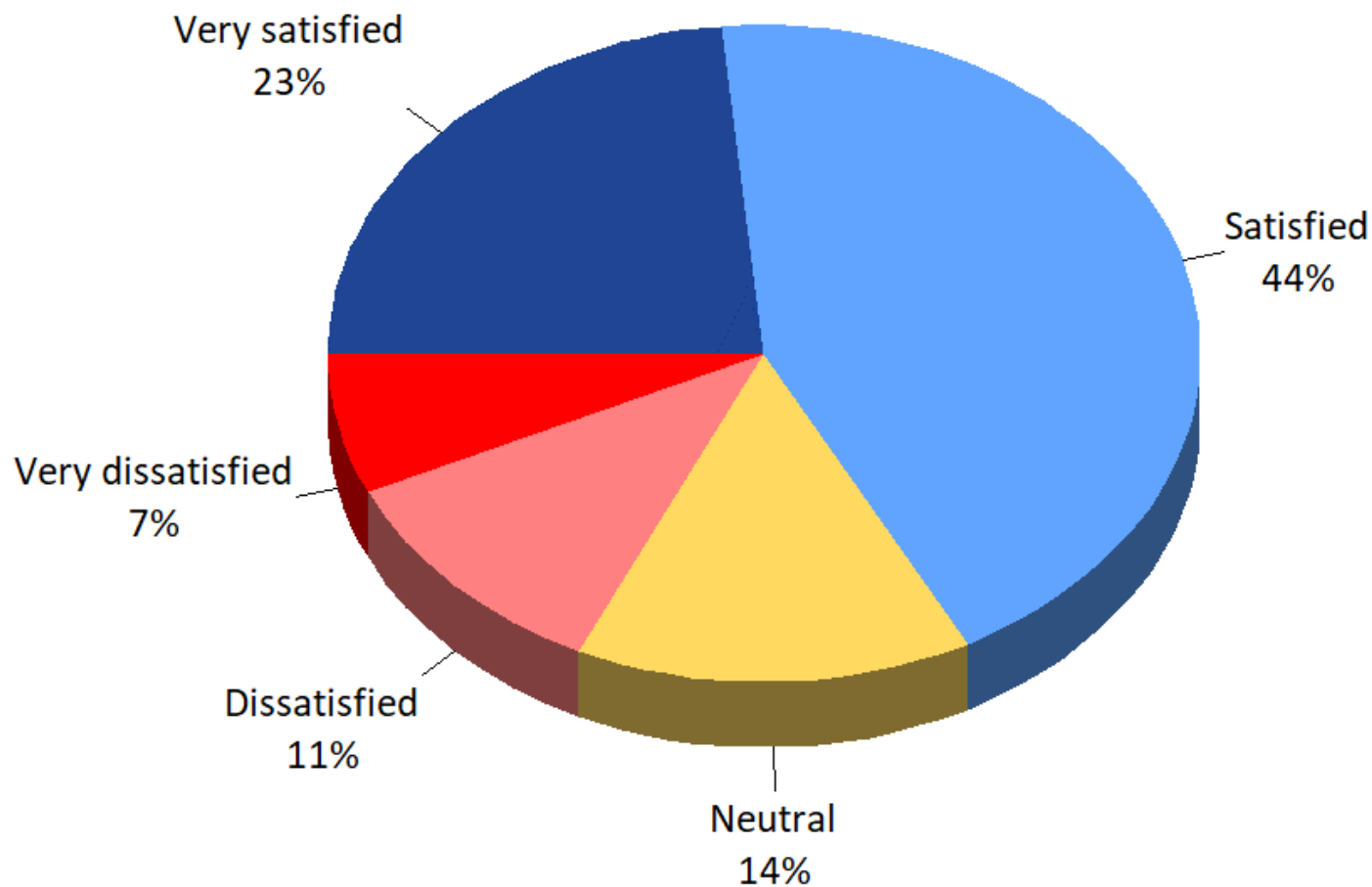
by percentage of residents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2020)

## Q27. How satisfied are you with the availability of internet service in your neighborhood?

by percentage of residents surveyed (excluding "don't know")



# *Summary*

# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 95% rated Auburn as an excellent or good place to live
  - ❑ 93% rated Auburn as an excellent or good place to raise children
- **Satisfaction with City Services is Much Higher in Auburn Than Other Communities**
  - ❑ Auburn rated higher than the U.S. Average in 57 of 61 areas
  - ❑ Satisfaction with the Overall Quality of City Services rated 36% above the U.S. Average
  - ❑ Satisfaction with the Overall Quality of Customer Service rated 32% above the U.S. Average
- **Top Overall Priorities:**
  - ❑ Flow and Management of Traffic
  - ❑ Maintenance of City Infrastructure

# Questions?

THANK YOU!!