

2014 City of Auburn Citizen Survey

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Final Report

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2014 City of Auburn Citizen Survey

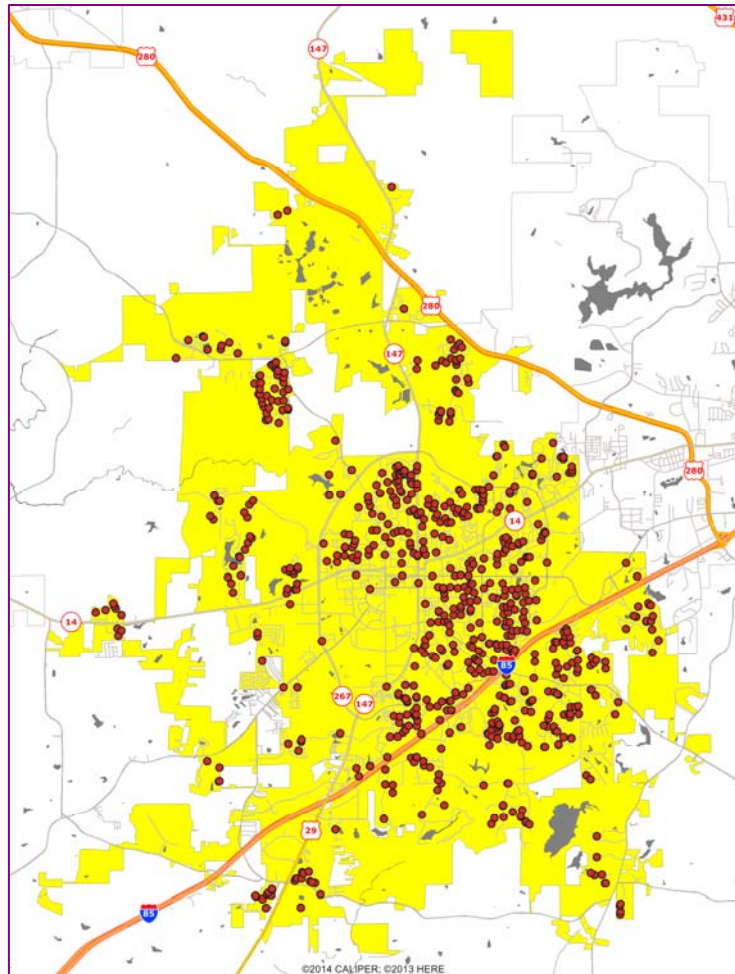
Executive Summary Report

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during February 2014. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The City of Auburn has been administering an annual citizen survey since 1985.

Resident Survey. A seven-page survey was mailed to a random sample of 1,500 households in the City of Auburn. Of the households that received a survey, 763 completed the survey (a 51% response rate). The results for the random sample of 763 households have a 95% level of confidence with a precision of at least +/-3.5%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey (see map to the right).

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



This report contains:

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

Major Findings

- **Overall Satisfaction with City Services.** The overall City services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: police, fire, and ambulance services (92%), the quality of the City's school system (91%) and the quality of City library services (88%). *Four of the overall City services showed significant increases in positive ratings from 2013: 1) quality of the City's customer service (+8%), 2) maintenance of city infrastructure (+7%), 3) enforcement of city codes & ordinances (+4%) and 4) flow of traffic & congestion management (+8%). None of the overall City services showed significant decreases in positive ratings from 2013.*

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

- **Overall Priorities.** The overall areas that residents thought should receive the most emphasis from the City of Auburn over the next two years were: 1) the quality of the City's school system, 2) flow of traffic and congestion management and 3) the maintenance of city infrastructure.
- **Perceptions of the City.** Ninety-two percent (92%) of the residents surveyed, *who had an opinion*, were very satisfied with the quality of life in the City; only 3% were dissatisfied and the remaining 5% gave a neutral rating. Most (91%) of the residents surveyed, *who had an opinion*, were also satisfied with the overall image of the City; only 2% were dissatisfied and the remaining 7% gave a neutral rating. *None of the items related to perceptions of the City showed significant increases or decreases in positive ratings from 2013 to 2014.*
- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the quality of fire protection (91%), the quality of local police protection (90%) and the response time of fire personnel (89%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) efforts to prevent crime, 2) the visibility of police in neighborhoods and 3) the overall quality of police protection. *There were three public safety services that showed significant increases in positive ratings from 2013 to 2014: 1) response time of fire personnel (+5%), 2) the visibility of police in neighborhoods (+5%) and 3) the quality of fire safety education programs.*

There were **no decreases in positive ratings** in any of the public safety services rated from 2013 to 2014.

- **Feeling of Safety in the City.** Ninety-two percent (92%) of the residents surveyed, *who had an opinion*, generally felt safe (rating of 4 or 5 on a 5-point scale) in Auburn. In addition, ninety-six percent (96%) of residents felt safe in their neighborhood during the day and 92% felt safe in downtown Auburn. *There were four significant increases in positive ratings from 2013 to 2014: 1) feeling safe in neighborhoods at night (+4%), 2) in commercial and retail areas (+4%), 3) in City parks (+7%) and 4) traveling by bicycle in Auburn (+8%). There were no decreases in positive ratings with regard to feelings of safety from 2013 to 2014.*
- **Code Enforcement.** The code enforcement services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the clean-up of debris and litter (82%), the cleanup of large junk and abandoned vehicles (81%) and the control of nuisance animals (68%). The code enforcement services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the cleanup of debris and litter and 2) the cleanup of overgrown and weedy lots. *Of the six code enforcement services that were surveyed, five showed significant increases in positive ratings from 2013 to 2014: 1) cleanup of large junk/abandoned vehicles (+4%), 2) control of nuisance animals (+8%), 3) efforts to remove dilapidated structures (+7%), 4) enforcement of loud music (+7%) and 5) cleanup of overgrown and weedy lots (+6%). There was one significant decrease in positive ratings from 2013 to 2014: cleanup of debris and litter (-4%).*
- **Garbage and Water Services.** Residents were generally satisfied with garbage and water services in Auburn. The services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: residential garbage collection services (92%), yard waste removal service (84%) and water service (83%). The garbage and water services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the material types accepted for recycling and 2) overall curbside recycling service. *The garbage and water service that showed a significant increase in positive ratings from 2013 was recycling at the city's drop-off recycling center (+4%). There were no significant decreases in positive ratings in any of the garbage and water services rated from 2013.*
- **Traffic Flow and Transportation.** The traffic flow and transportation issue that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) was the ease of travel by car in Auburn (81%). *There were significant increases in each of the traffic flow and transportation categories from 2013 to 2014: 1) ease of travel by car in Auburn (+4%), 2) ease of pedestrian travel in Auburn (+5%) and 3) ease of travel by bicycle in Auburn (+7%).*

City Maintenance. The maintenance services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of traffic signals (91%), the maintenance of downtown Auburn (89%), the maintenance of street signs (88%) and the maintenance of city-owned buildings (86%). The maintenance service that residents felt should receive the most emphasis from City leaders over the next two years was the maintenance of streets. Residents also felt it was important to emphasize the adequacy of city street lighting and the cleanup of litter and debris in or near roadways. *The maintenance services that showed **significant increases** in satisfaction ratings were: 1) the maintenance of traffic signals (+4%), 2) the maintenance of street signs (+6%), 3) overall cleanliness of streets and public areas (+5%), 4) mowing and trimming along streets and public areas (+8%) and 5) adequacy of city street lighting (+6%). There were **no decreases in positive ratings** for any of the maintenance services that were rated from 2013.*

- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of City parks (86%), maintenance of walking trails (81%), the quality of special events (81%), maintenance of cemeteries (81%), maintenance of outdoor athletic fields (80%), and the quality of youth athletic programs (79%). The parks and recreation service that residents felt should receive the most emphasis from City leaders over the next two years was the maintenance of parks. Residents also felt it was important to emphasize the maintenance of walking trails, quality of special events and quality of youth athletic programs. *Of the eighteen parks and recreation services that were surveyed, fifteen showed **significant increases** in positive ratings from 2013. The highest of these increases included: the quality of community recreation centers (+14%) and the maintenance of community recreation centers (+11%). There were **no decreases in positive ratings** for any of the parks and recreation services that were rated from 2013.*
- **City Communication.** Eighty-one percent (81%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's *Open Line* newsletter and 71% were satisfied with the availability of information on parks and recreation programs and services. *There were two **significant increases** in positive ratings in the following communication services rated from 2013: quality of the city's social media (+7%) and the level of public involvement in decision-making (+5%). There was one **significant decrease** in satisfaction ratings in communication services from 2013: quality of the city's website (-4%).*
- **Downtown Auburn.** The aspects of downtown Auburn that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the cleanliness of downtown areas (92%), the feeling of safety of downtown at night (90%), pedestrian accessibility (85%) and quality of public events held downtown (80%). Residents felt it was most important to emphasize the availability of parking in downtown Auburn over the next two years, as well as the feeling of safety of downtown at night. *There were **significant increases** in seven of the twelve aspects of downtown Auburn rated from 2013: 1) feeling of safety of downtown at night (+7%), 2) quality of public events held downtown (+4%), 3) landscaping and green space (+4%),*

4) availability of dining opportunities (+4%), 5) availability of public event space (+7%), 6) availability of outdoor dining venues (+5%) and 7) availability of parking (+11%).

There were **no decreases** in any of the satisfaction ratings pertaining to downtown Auburn from 2013.

- **Development and Redevelopment in the City.** The development and redevelopment services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the overall appearance of downtown Auburn (83%), the quality of new industrial development (70%) and the quality of new business development (67%). *There were two significant increases in satisfaction with development and redevelopment in Auburn: 1) overall appearance of downtown (+4%) and 2) overall quality of new retail development (+6%). There were no decreases in development and redevelopment issues rated from 2013.*

Other Findings.

- Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to raise children; only 1% felt it was a below average place to raise children and 3% were neutral.
- Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to live; only 1% felt it was a below average place to live and 3% were neutral.
- Residents were asked to indicate what they felt were the most important transportation safety issues in Auburn. The transportation safety issue that residents felt was most important was in Auburn was texting while driving/distracted driving (71%). Residents also felt neighborhood speeding (29%) and running red lights (25%) were important transportation safety issues.
- Sixty-five percent (65%) of the residents surveyed reported they did NOT use the city's bicycle lanes and facilities; 18% occasionally used the bicycle lanes and facilities, 3% used them monthly, 11% used them weekly or daily and 3% did not provide a response.
- The primary sources from which residents received information about city issues, services and events were: word of mouth (62%), the *Open Line* newsletter (62%), the local newspaper (61%) and the city website via home computer (46%).
- Eighty-five percent (85%) of the residents surveyed, who had contacted the City during the past year, felt it was easy to contact the person they needed to reach; 14% felt it was difficult and 1% did not remember.
- Seventy-eight percent (78%) of residents, who had contacted the City during the past year, felt the department they had contacted was responsive to their issue, 13% did not and 9% did not provide a response.

Trends

A summary of the long-term trends (2006 to 2014) and the short-term trends (2013 to 2014) are provided on the following pages. It is important to note that the 2014 survey was changed significantly from previous years, so trends are not available for many questions.

Long-Term Trends. Positive ratings for the City of Auburn improved or stayed the same in 67 of the 68 areas that were assessed in both 2006 and 2014; 54 of these improvements were statistically significant (increases of 4% or more were significant). There was a decrease in positive ratings in only 1 of the 68 areas that were rated in both 2006 and 2014; this decrease was not statistically significant (decreases of 4% or more were significant). The significant changes from 2006 to 2014 are shown in the table on the next page.

Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	Change From			Category
	2014	2006	2006	
SIGNIFICANT INCREASES				
Maintenance of walking trails	81%	58%	23%	Parks and Recreation
Ease of pedestrian travel in Auburn	69%	47%	22%	Traffic Flow and Transportation
Maintenance of community recreation centers	74%	52%	22%	Parks and Recreation
Quality of community recreation centers	73%	52%	21%	Parks and Recreation
Visibility of police in neighborhoods	81%	61%	20%	Public Safety Services
Flow of traffic & congestion management	63%	43%	20%	Overall Satisfaction
Efforts to prevent crime	77%	59%	18%	Public Safety Services
Police safety education programs	71%	54%	17%	Public Safety Services
Visibility of police in retail areas	77%	60%	17%	Public Safety Services
Maintenance of swimming pools	65%	48%	17%	Parks and Recreation
Maintenance of streets	73%	57%	16%	Maintenance
Quality of fire safety education programs	77%	62%	15%	Public Safety Services
Maintenance of biking paths/lanes	73%	58%	15%	Parks and Recreation
Maintenance of city infrastructure	75%	60%	15%	Overall Satisfaction
Enforcement of traffic laws	72%	58%	14%	Public Safety Services
Effectiveness of city's communication with public	74%	60%	14%	Overall Satisfaction
Fire personnel emergency response time	89%	76%	13%	Public Safety Services
Quality of swimming pools	61%	48%	13%	Parks and Recreation
Maintenance of street signs	88%	75%	13%	Maintenance
Adequacy of city street lighting	74%	61%	13%	Maintenance
Quality of local ambulance service	82%	70%	12%	Public Safety Services
Maintenance of sidewalks	77%	65%	12%	Maintenance
Feeling of safety in City parks	78%	66%	12%	Feeling of Safety
Enforcement of city codes & ordinances	67%	56%	11%	Overall Satisfaction
Maintenance of traffic signals	91%	80%	11%	Maintenance
Overall cleanliness of streets/public areas	85%	74%	11%	Maintenance
Overall image of the City	91%	81%	10%	Perceptions of the City
Overall appearance of the City	81%	71%	10%	Perceptions of the City
Ease of travel by bicycle in Auburn	43%	34%	9%	Traffic Flow and Transportation
Overall quality of City services	86%	77%	9%	Perceptions of the City
Maintenance of downtown Auburn	89%	80%	9%	Maintenance
Overall quality of police protection	90%	82%	8%	Public Safety Services
Police response time	80%	72%	8%	Public Safety Services
Overall quality of fire protection	91%	83%	8%	Public Safety Services
Value received for your city tax dollars and fees	76%	68%	8%	Perceptions of the City
Maintenance of cemeteries	81%	73%	8%	Parks and Recreation
Quality of the city's customer service	79%	71%	8%	Overall Satisfaction
Mowing and trimming along streets and public areas	82%	74%	8%	Maintenance
Residential garbage collection	92%	84%	8%	Garbage and Water Services
Feeling of safety in commercial and retail areas	85%	77%	8%	Feeling of Safety
Quality of OPEN LINE newsletter	81%	73%	8%	City Communication
Quality of police, fire, & ambulance services	92%	85%	7%	Overall Satisfaction
Utility Billing Office customer service	78%	71%	7%	Garbage and Water Services
Level of public involvement in decision-making	50%	43%	7%	City Communication
Overall quality of life in the City	92%	86%	6%	Perceptions of the City
Quality of adult athletic programs	65%	59%	6%	Parks and Recreation
Fees charged for recreation programs	66%	60%	6%	Parks and Recreation
Yard waste removal service	84%	78%	6%	Garbage and Water Services
Quality of the city's website	67%	61%	6%	City Communication
Ease of registering for programs	70%	65%	5%	Parks and Recreation
Water service	83%	78%	5%	Garbage and Water Services
Overall feeling of safety in Auburn	92%	87%	5%	Feeling of Safety
Effectiveness of the City Manager	71%	67%	4%	City Leadership
Effectiveness of appointed boards and commissions	63%	59%	4%	City Leadership
SIGNIFICANT DECREASES				
NONE				

Short-Term Trends. Positive ratings for the City of Auburn improved or stayed the same in 101 of the 111 areas that were assessed in both 2013 and 2014; 51 of these improvements were statistically significant (increases of 4% or more were significant). There were decreases in positive ratings in 10 of the 111 areas that were rated in both 2013 and 2014; 2 of these decreases were statistically significant (decreases of 4% or more were significant). The significant changes from 2013 to 2014 are shown in the table below.

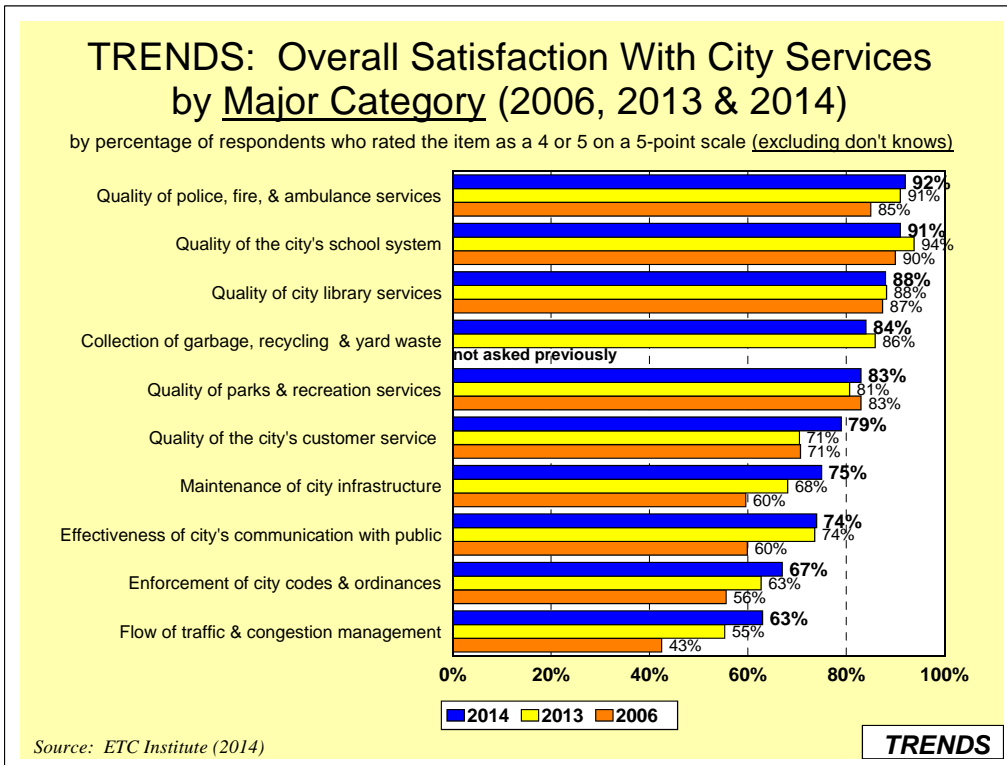
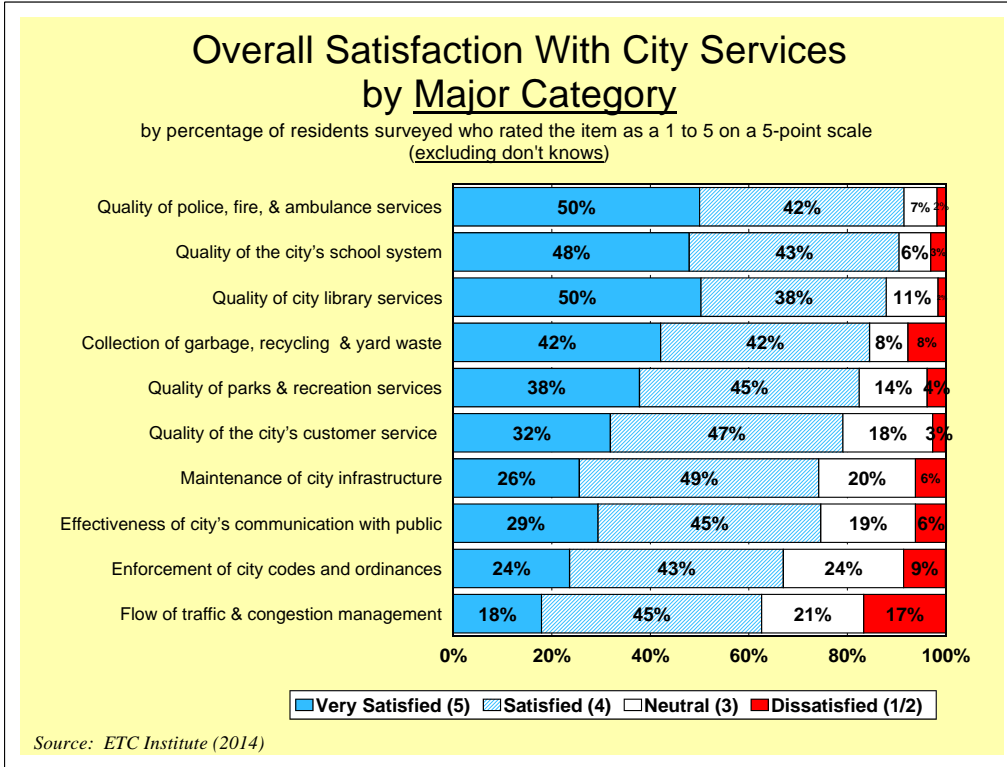
Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	Change From			Category
	2014	2013	2013	
SIGNIFICANT INCREASES				
Quality of community recreation centers	73%	59%	14%	Parks and Recreation
Maintenance of community recreation centers	74%	63%	11%	Parks and Recreation
Availability of parking	37%	26%	11%	Downtown Auburn
Maintenance of biking paths/lanes	73%	65%	8%	Parks and Recreation
Quality of the city's customer service	79%	71%	8%	Overall Satisfaction
Flow of traffic & congestion management	63%	55%	8%	Overall Satisfaction
Feeling of safety traveling by bicycle in Auburn	46%	38%	8%	Feeling of Safety
Control of nuisance animals	68%	60%	8%	Code Enforcement
Mowing and trimming along streets and public areas	82%	74%	8%	City Maintenance
Ease of travel by bicycle in Auburn	43%	36%	7%	Traffic Flow and Transportation
Fees charged for recreation programs	66%	59%	7%	Parks and Recreation
Quality of adult athletic programs	65%	58%	7%	Parks and Recreation
Maintenance of city infrastructure	75%	68%	7%	Overall Satisfaction
Feeling of safety in City parks	78%	71%	7%	Feeling of Safety
Feeling of safety of downtown at night	90%	83%	7%	Downtown Auburn
Availability of public event space	59%	52%	7%	Downtown Auburn
Efforts to remove dilapidated structures	64%	57%	7%	Code Enforcement
Enforcement of loud music	64%	57%	7%	Code Enforcement
Quality of the city's social media	56%	49%	7%	City Communication
Maintenance of walking trails	81%	75%	6%	Parks and Recreation
Maintenance of cemeteries	81%	75%	6%	Parks and Recreation
Overall quality of new retail development	62%	56%	6%	Development and Redevelopment
Cleanup of overgrown and weedy lots	64%	58%	6%	Code Enforcement
Maintenance of street signs	88%	82%	6%	City Maintenance
Adequacy of city street lighting	74%	68%	6%	City Maintenance
Ease of pedestrian travel in Auburn	69%	64%	5%	Traffic Flow and Transportation
Fire personnel emergency response time	89%	84%	5%	Public Safety Services
Visibility of police in neighborhoods	81%	76%	5%	Public Safety Services
Maintenance of outdoor athletic fields	80%	75%	5%	Parks and Recreation
Quality of youth athletic programs	79%	74%	5%	Parks and Recreation
Ease of registering for programs	70%	65%	5%	Parks and Recreation
Quality of swimming pools	61%	56%	5%	Parks and Recreation
Quality of senior programs	59%	54%	5%	Parks and Recreation
Availability of outdoor dining venues	50%	45%	5%	Downtown Auburn
Overall cleanliness of streets/public areas	85%	80%	5%	City Maintenance
Level of public involvement in decision-making	50%	45%	5%	City Communication
Cleanup of large junk/abandoned vehicles	81%	77%	4%	Code Enforcement
Ease of travel by car in Auburn	81%	77%	4%	Traffic Flow and Transportation
Quality of fire safety education programs	77%	73%	4%	Public Safety Services
Maintenance of parks	86%	82%	4%	Parks and Recreation
Maintenance of swimming pools	65%	61%	4%	Parks and Recreation
Special needs/therapeutics programs	57%	53%	4%	Parks and Recreation
Enforcement of city codes & ordinances	67%	63%	4%	Overall Satisfaction
Recycling at city's drop-off recycling center	81%	77%	4%	Garbage and Water Services
Feeling of safety in your neighborhood at night	87%	83%	4%	Feeling of Safety
Feeling of safety in commercial and retail areas	85%	81%	4%	Feeling of Safety
Quality of public events held downtown	80%	76%	4%	Downtown Auburn
Landscaping and green space	75%	71%	4%	Downtown Auburn
Availability of dining opportunities	74%	70%	4%	Downtown Auburn
Overall appearance of downtown	83%	79%	4%	Development and Redevelopment
Maintenance of traffic signals	91%	87%	4%	City Maintenance
SIGNIFICANT DECREASES				
Cleanup of debris and litter	82%	86%	-4%	Code Enforcement
Quality of the city's website	67%	71%	-4%	City Communication

How Auburn Compares to Other Communities

The City of Auburn is setting the standard for the delivery of city services compared to other U.S. communities. Auburn rated above the national average for other U.S. communities in 58 of the 60 areas that were assessed, 49 of which were significantly above the national average (5% or more above the national average). Auburn rated below the national average in 2 areas, neither of which was significantly below the national average (5% or more below the national average). The areas where Auburn rated significantly above the national average are shown in the table below.

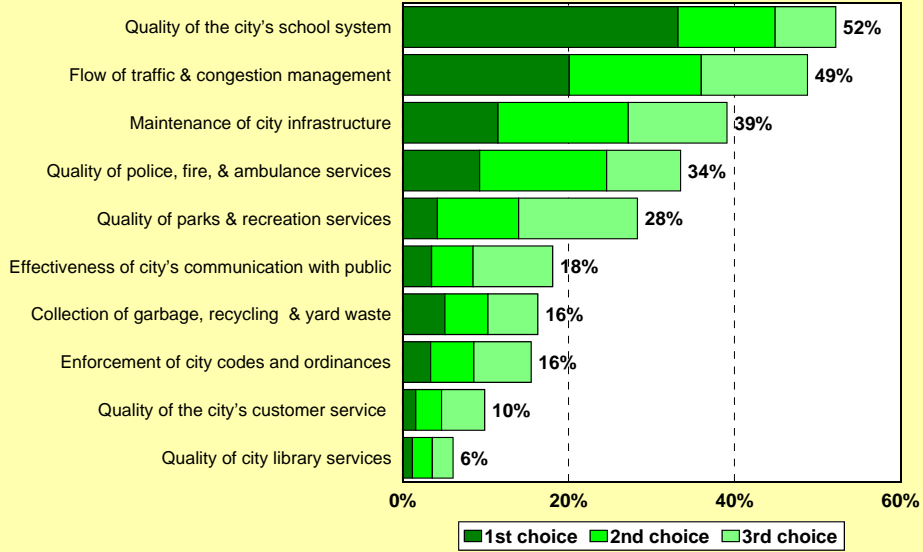
Category	Percent			
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	Auburn	National Average	Above/Below National Average	Category
SIGNIFICANTLY ABOVE THE NATIONAL AVERAGE				
Clean-up of debris/litter	82%	50%	32%	Codes and Ordinances
Overall quality of City services	86%	56%	30%	Perceptions of the City
Value received for city tax dollars/fees	76%	47%	29%	Perceptions of the City
Quality of school system	91%	63%	28%	Overall Satisfaction
Maintenance of walking trails	81%	56%	25%	Parks and Recreation
Feeling of safety in downtown	92%	68%	24%	Feeling of Safety
Effectiveness of communication with the public	74%	50%	24%	Overall Satisfaction
Quality of customer service	79%	55%	24%	Overall Satisfaction
Maintenance of sidewalks	77%	55%	22%	Maintenance
Visibility of police in neighborhoods	81%	59%	22%	Public Safety Services
As a place to work	82%	60%	22%	Ratings of Quality of Life
Overall image of the city	91%	70%	21%	Perceptions of the City
Feeling of safety in your neighborhood at night	87%	67%	20%	Feeling of Safety
As a place to raise children	96%	76%	20%	Ratings of Quality of Life
Mowing/trimming of streets & public areas	82%	64%	18%	Maintenance
Enforcement of codes & ordinances	67%	49%	18%	Overall Satisfaction
Cleanliness of city streets & public areas	85%	68%	17%	Maintenance
Quality of swimming pools	61%	44%	17%	Parks and Recreation
Maintenance of biking trails	73%	56%	17%	Parks and Recreation
Effectiveness of the city manager	71%	55%	16%	City Leadership
Quality of police protection	90%	74%	16%	Public Safety Services
Efforts to prevent crime	77%	61%	16%	Public Safety Services
Availability of info. about parks/rec programs/services	71%	56%	15%	City Communication
Overall feeling of safety	92%	77%	15%	Feeling of Safety
Maintenance of major city streets	73%	58%	15%	Maintenance
Maintenance of city infrastructure	75%	60%	15%	Overall Satisfaction
Quality of parks & recreation services	83%	69%	14%	Overall Satisfaction
Overall quality of life in the city	92%	78%	14%	Perceptions of the City
Overall appearance of the city	81%	67%	14%	Perceptions of the City
As a place to live	96%	82%	14%	Ratings of Quality of Life
Adult athletic programs	65%	52%	13%	Parks and Recreation
Visibility of police in retail areas	77%	64%	13%	Public Safety Services
Leadership of elected officials	68%	56%	12%	City Leadership
Effectiveness of appointed boards/commissions	63%	51%	12%	City Leadership
Feeling of safety in city parks	78%	66%	12%	Feeling of Safety
Maintenance of traffic signals	91%	79%	12%	Maintenance
Police, fire, & ambulance service	92%	80%	12%	Overall Satisfaction
Youth athletic programs	79%	67%	12%	Parks and Recreation
Police response time to emergencies	80%	69%	11%	Public Safety Services
Availability of info. on city programs/services	66%	56%	10%	City Communication
Yard waste collection service	84%	74%	10%	Garbage and Water Services
Outdoor athletic fields	78%	68%	10%	Parks and Recreation
Maintenance of parks	86%	77%	9%	Parks and Recreation
Police safety education programs	71%	62%	9%	Public Safety Services
Feeling of safety in your neighborhood during the day	96%	88%	8%	Feeling of Safety
Quality of garbage collection service	92%	84%	8%	Garbage and Water Services
Quality of city library services	88%	80%	8%	Overall Satisfaction
Enforcement of local traffic laws	72%	66%	6%	Public Safety Services
Quality of the city's website	67%	62%	5%	City Communication
SIGNIFICANTLY BELOW THE NATIONAL AVERAGE				
NONE				

Section 1:
Charts and Graphs



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

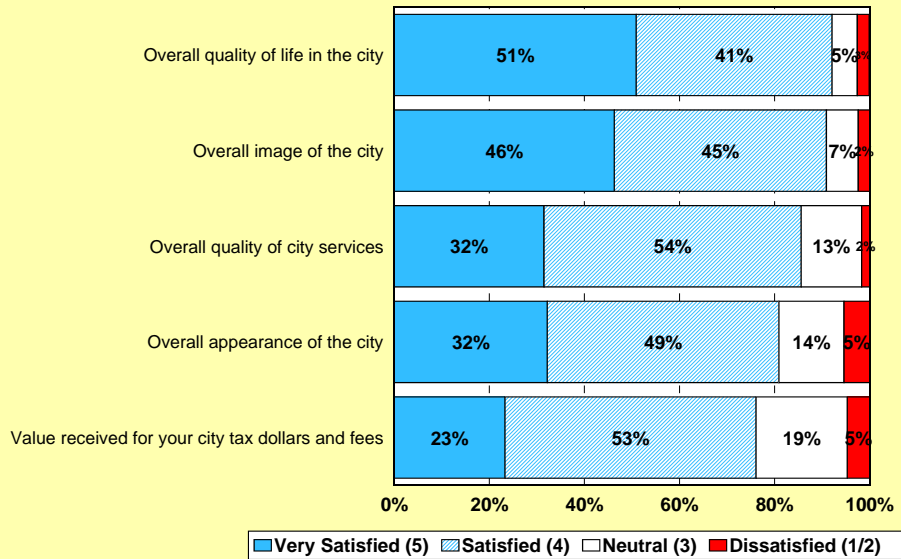
by percentage of residents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2014)

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

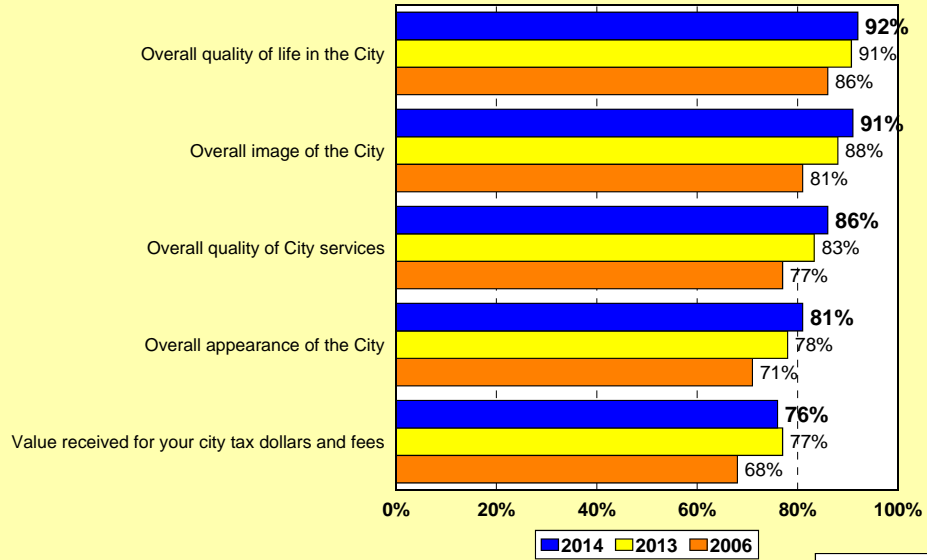
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014)

TRENDS: Overall Perceptions of the City of Auburn (2006, 2013 & 2014)

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

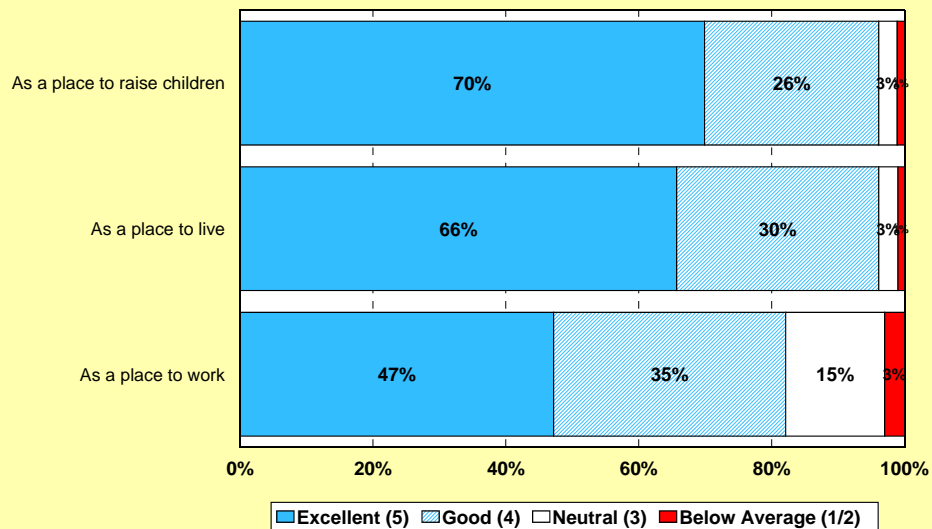


Source: ETC Institute (2014)

TRENDS

Quality of Life in the City of Auburn

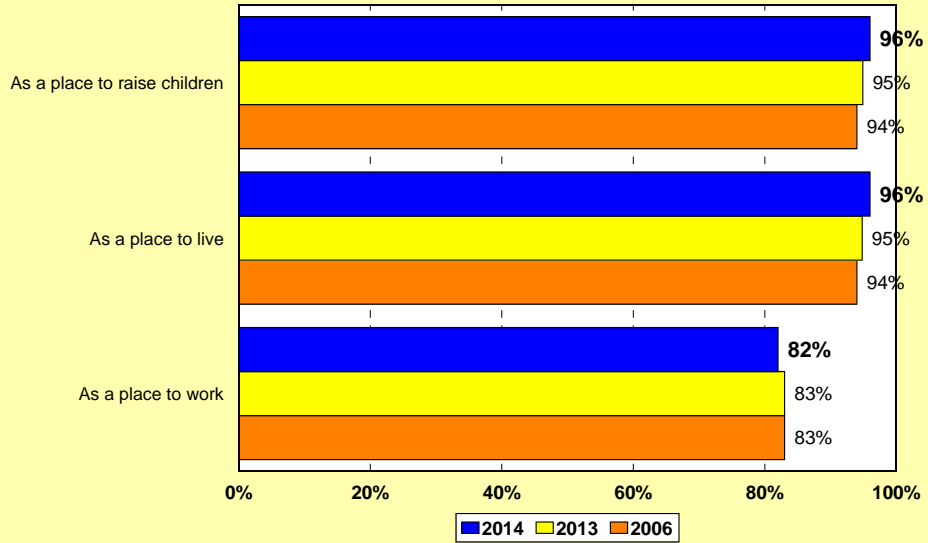
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2014)

TRENDS: Ratings of the Quality of Life in the City of Auburn (2006, 2013 & 2014)

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

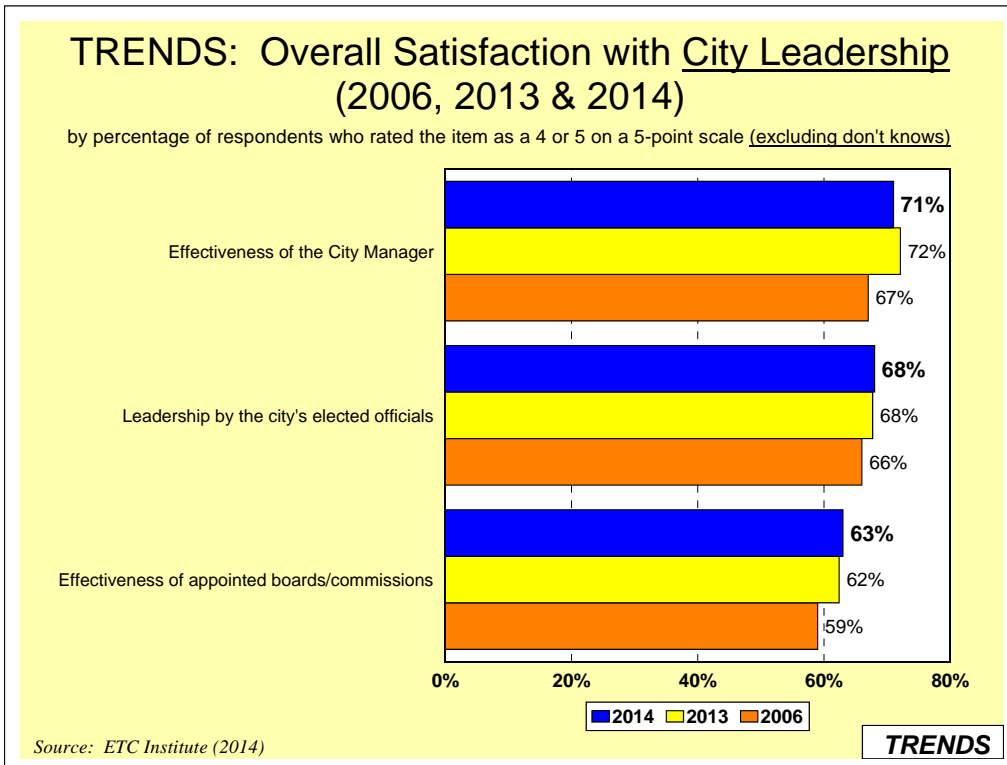
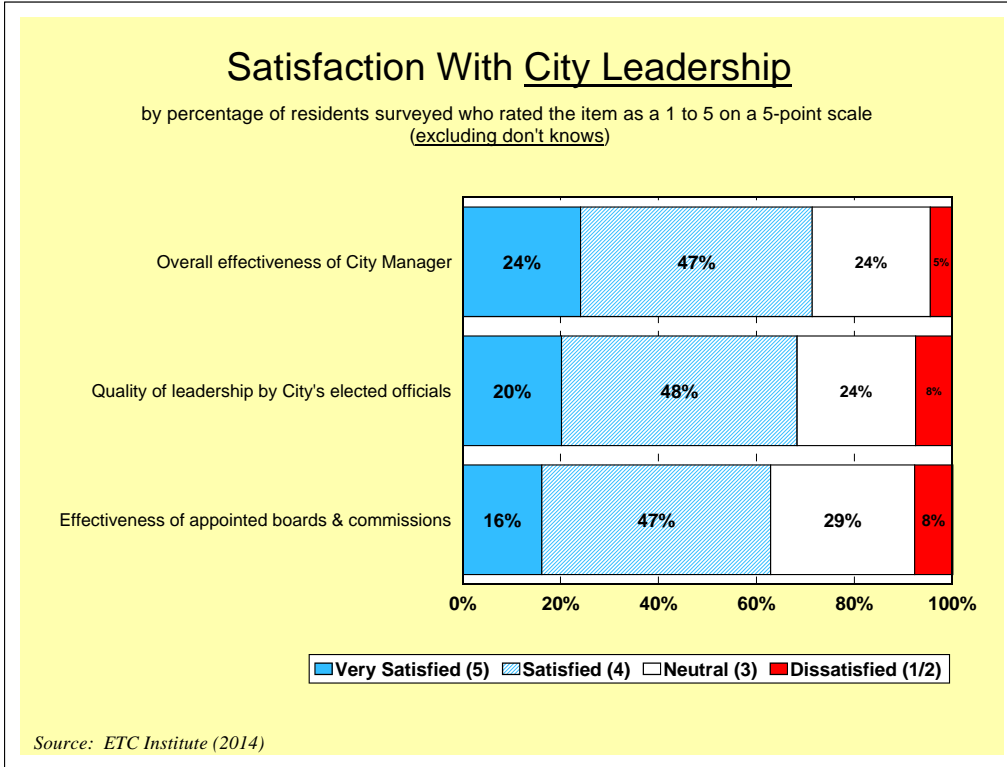


Source: ETC Institute (2014)

TRENDS

CITY LEADERSHIP

Source: ETC Institute (2014)

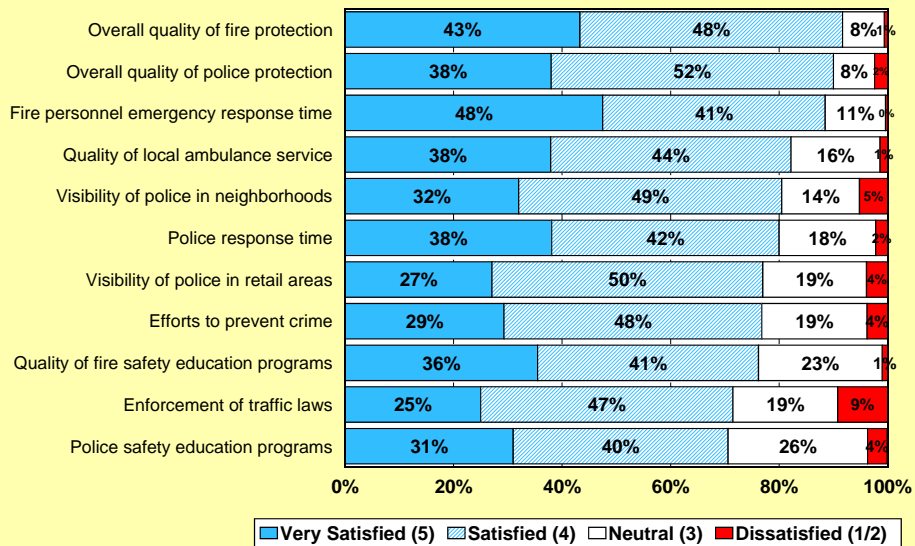


PUBLIC SAFETY

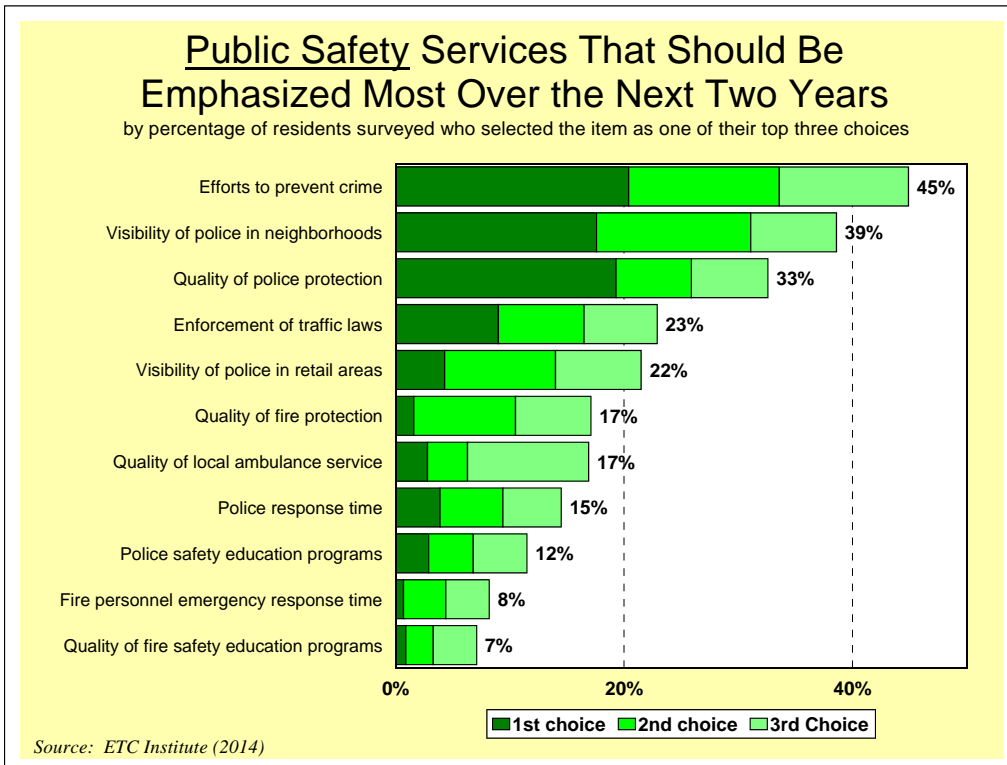
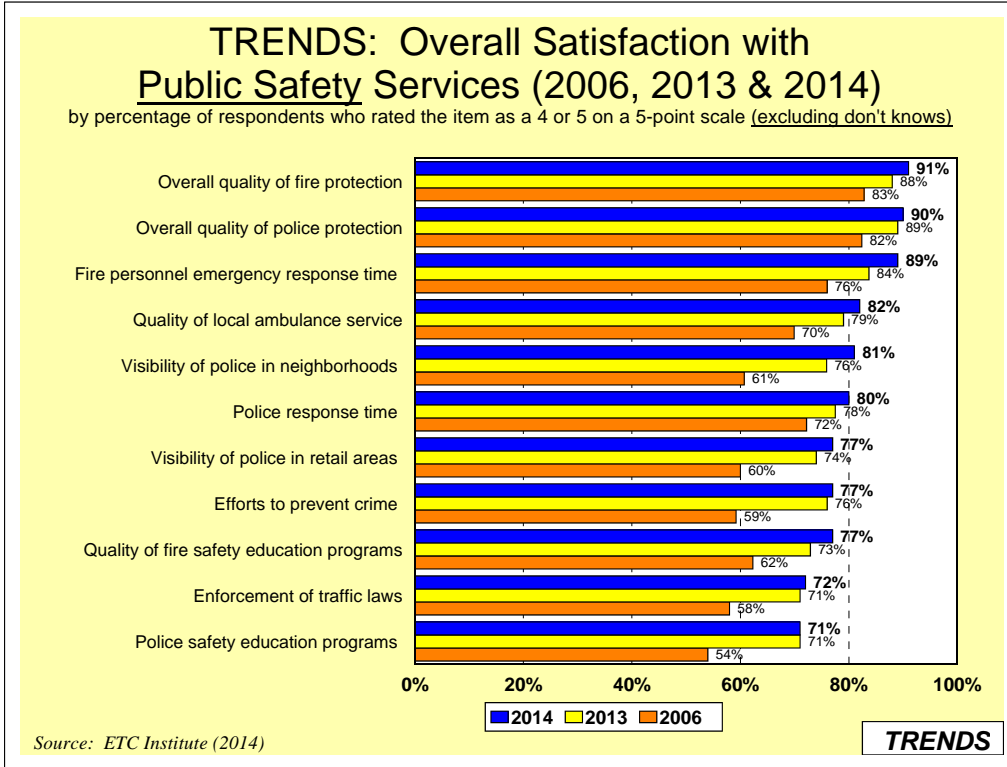
Source: ETC Institute (2014)

Satisfaction with Various Aspects of Public Safety

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



Source: ETC Institute (2014)

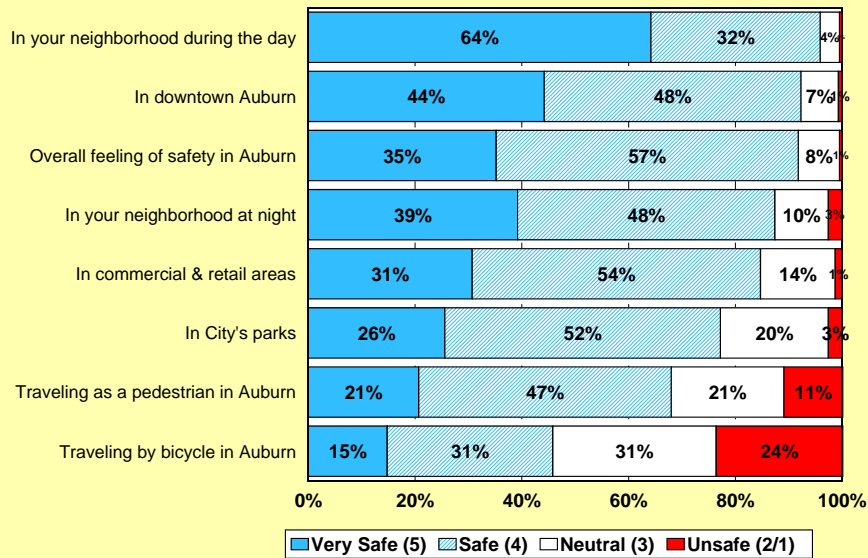


FEELING OF SAFETY

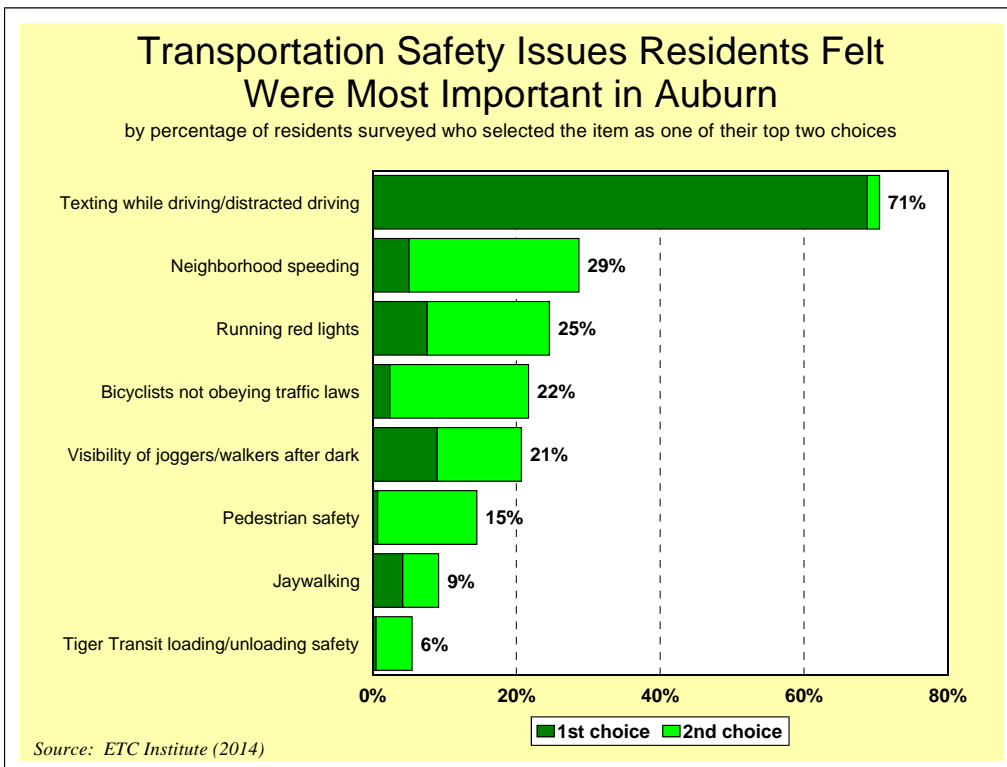
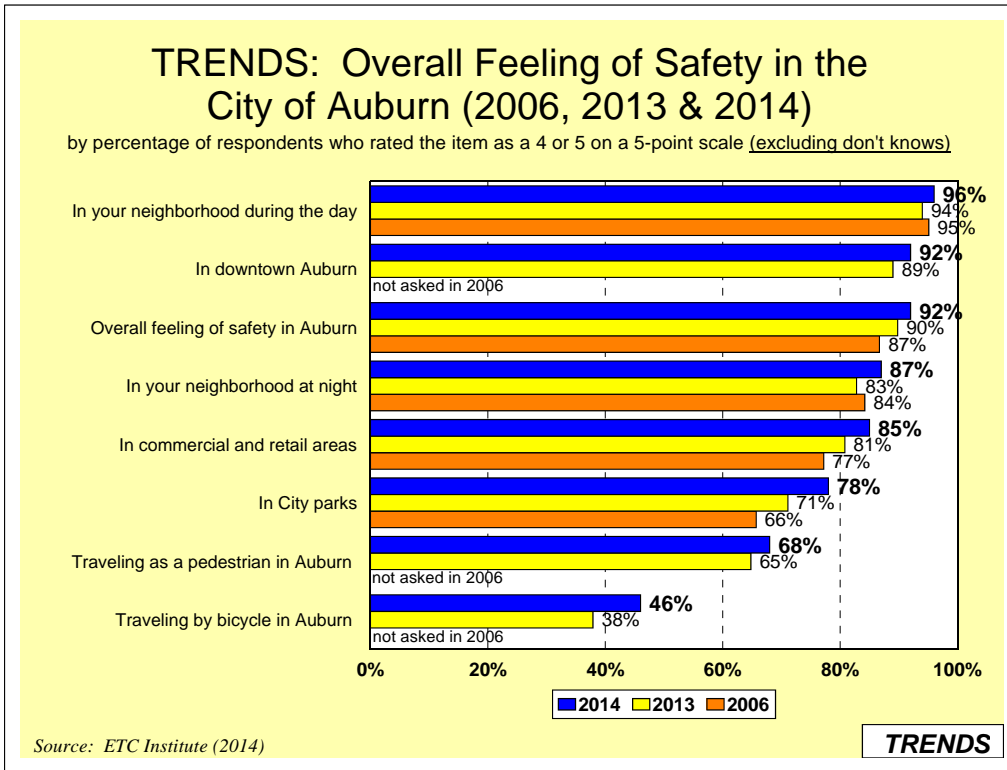
Source: ETC Institute (2014)

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 (2014)

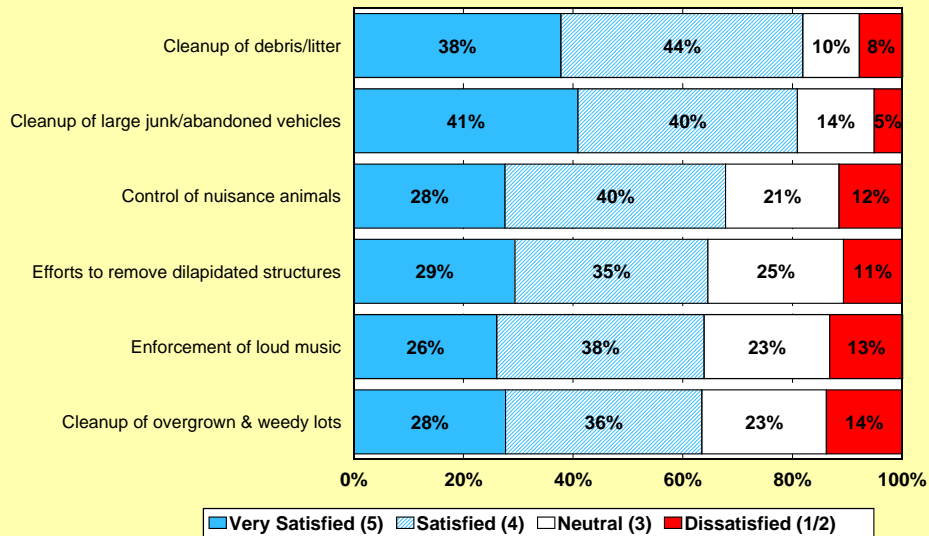


CODE ENFORCEMENT

Source: ETC Institute (2014)

Satisfaction with Code Enforcement

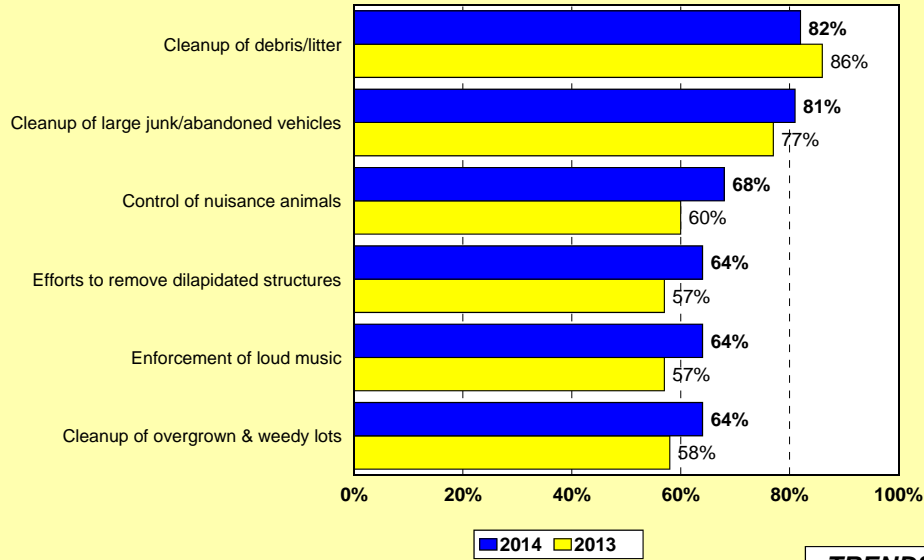
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2014)

TRENDS: Satisfaction with Code Enforcement 2013 & 2014

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

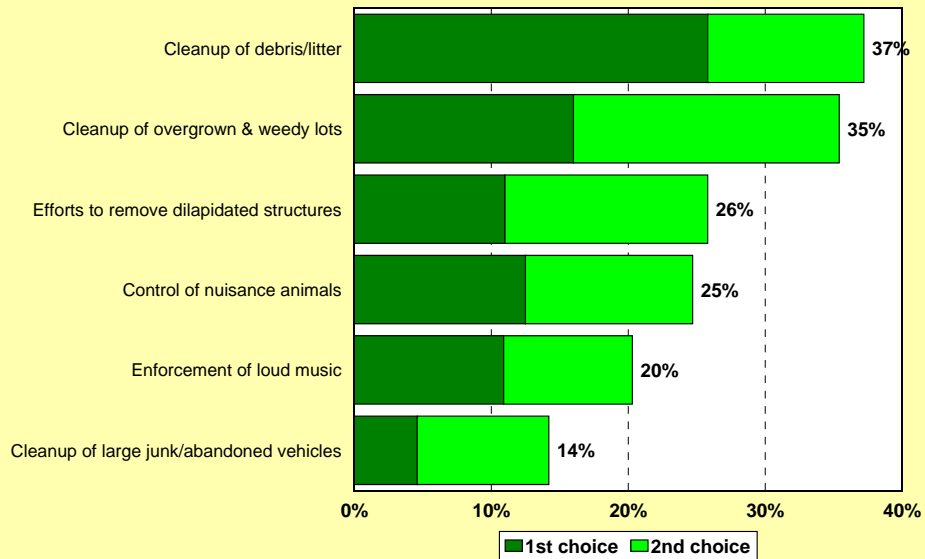


Source: ETC Institute (2014)

TRENDS

Code Enforcement Services That Should Be Emphasized Most Over the Next Two Years

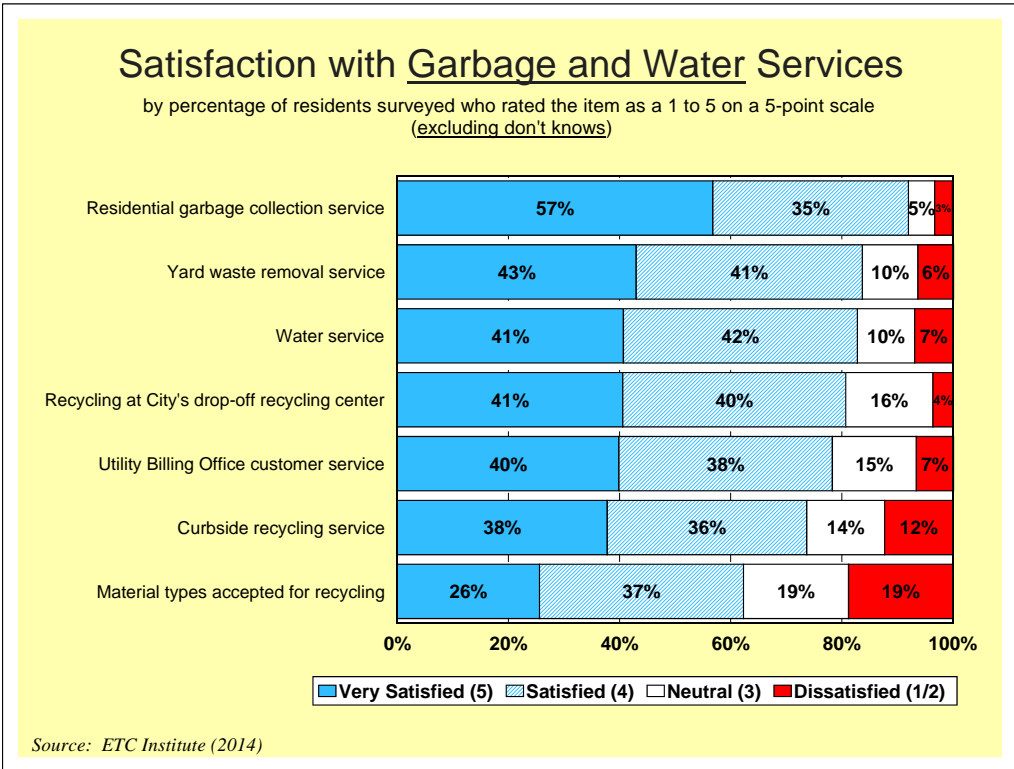
by percentage of residents surveyed who selected the item as one of their top two choices



Source: ETC Institute (2014)

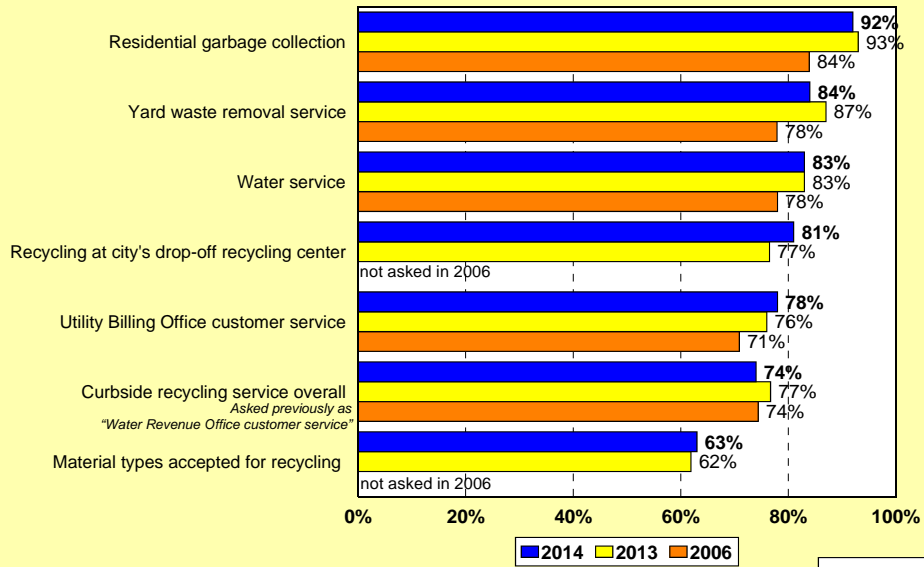
GARBAGE and WATER SERVICES

Source: ETC Institute (2014)



TRENDS: Satisfaction with Garbage and Water Services (2006, 2013 & 2014)

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

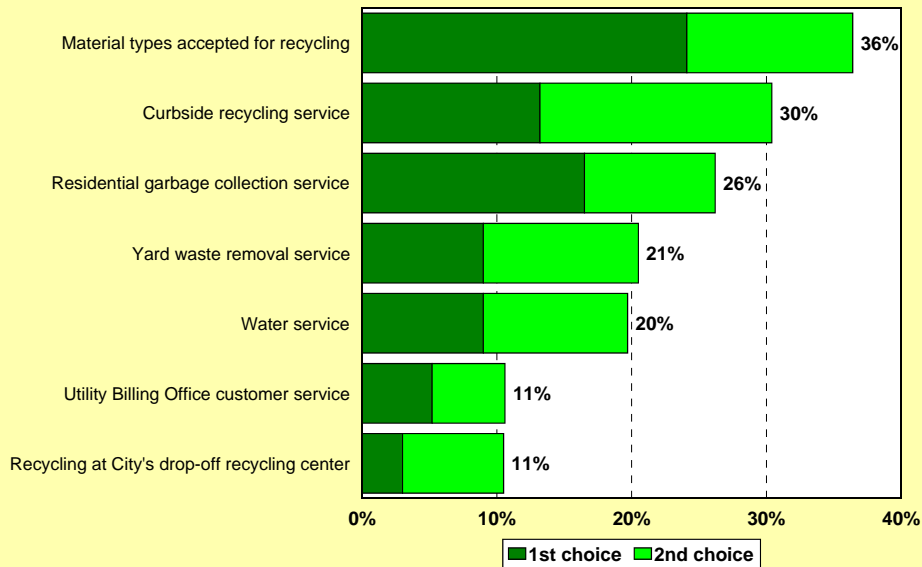


Source: ETC Institute (2014)

TRENDS

Garbage and Water Services That Should Be Emphasized Most Over the Next Two Years

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



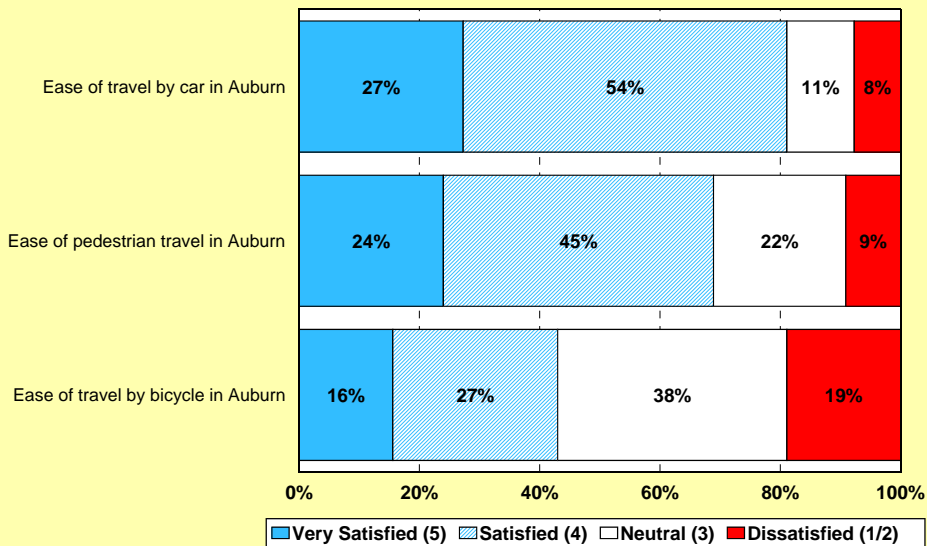
Source: ETC Institute (2014)

TRAFFIC FLOW and TRANSPORTATION

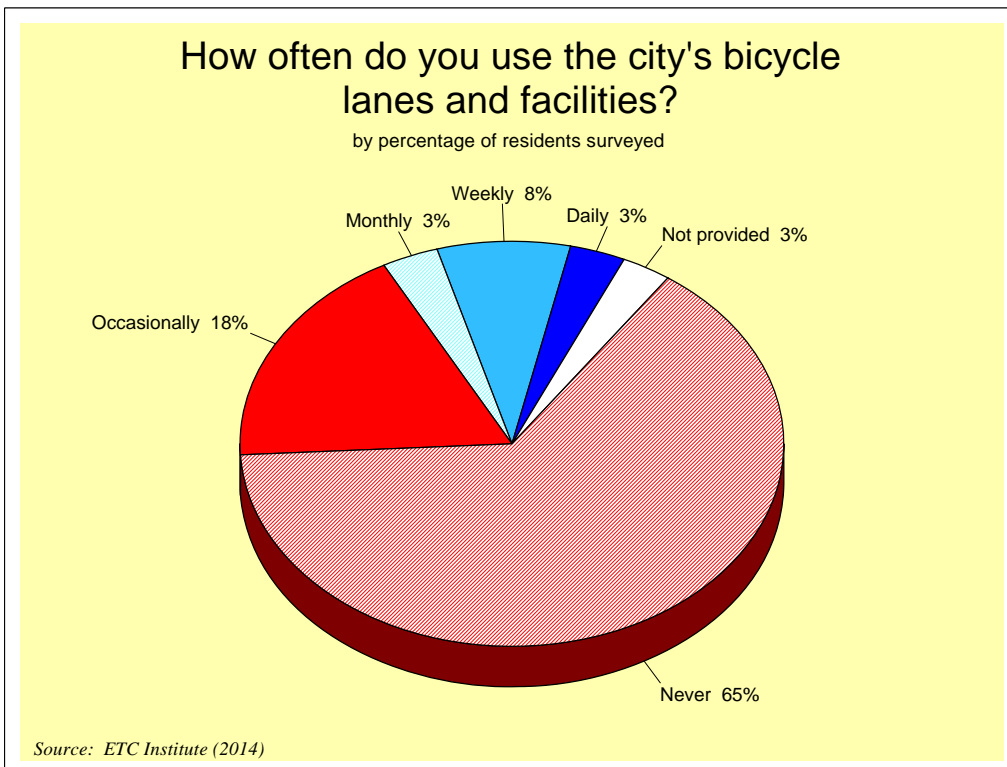
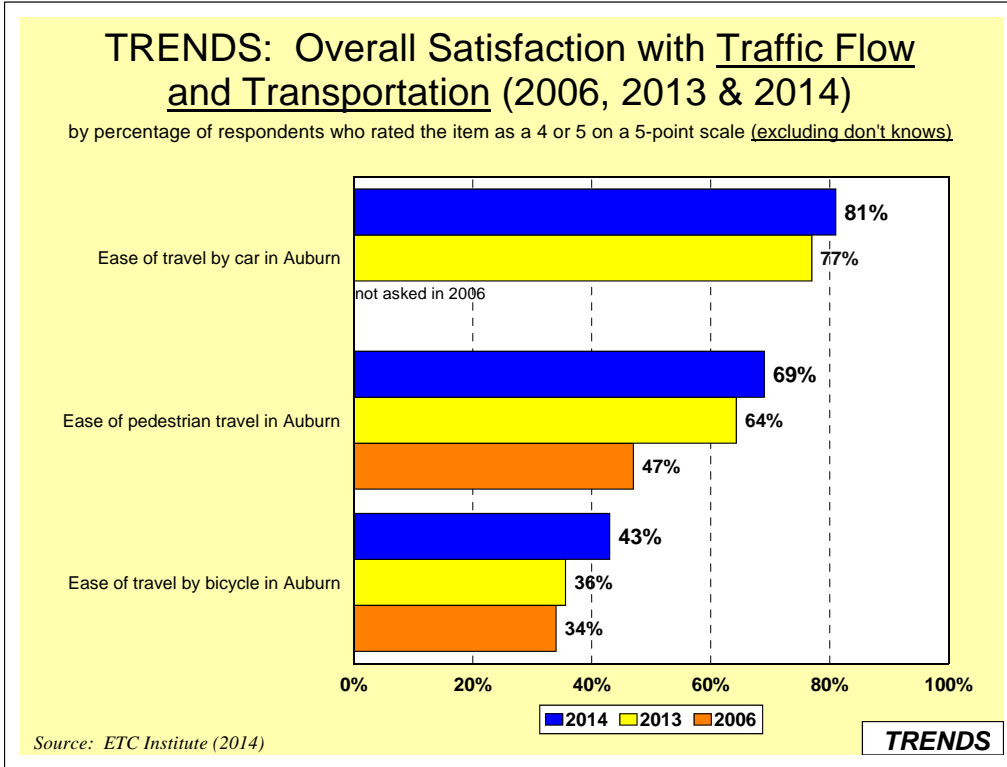
Source: ETC Institute (2014)

Satisfaction with Various Aspects of Traffic Flow and Transportation

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



Source: ETC Institute (2014)

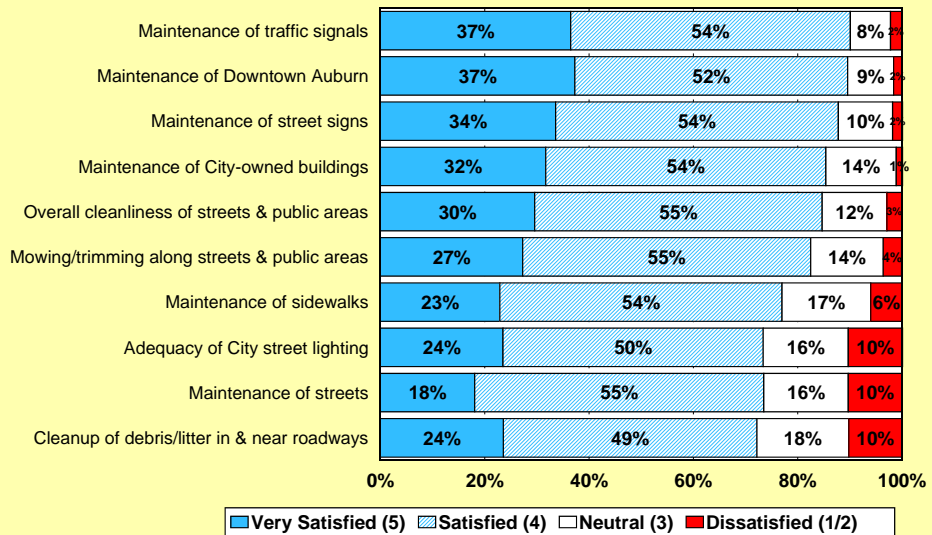


CITY MAINTENANCE

Source: ETC Institute (2014)

Satisfaction with Various Aspects of City Maintenance

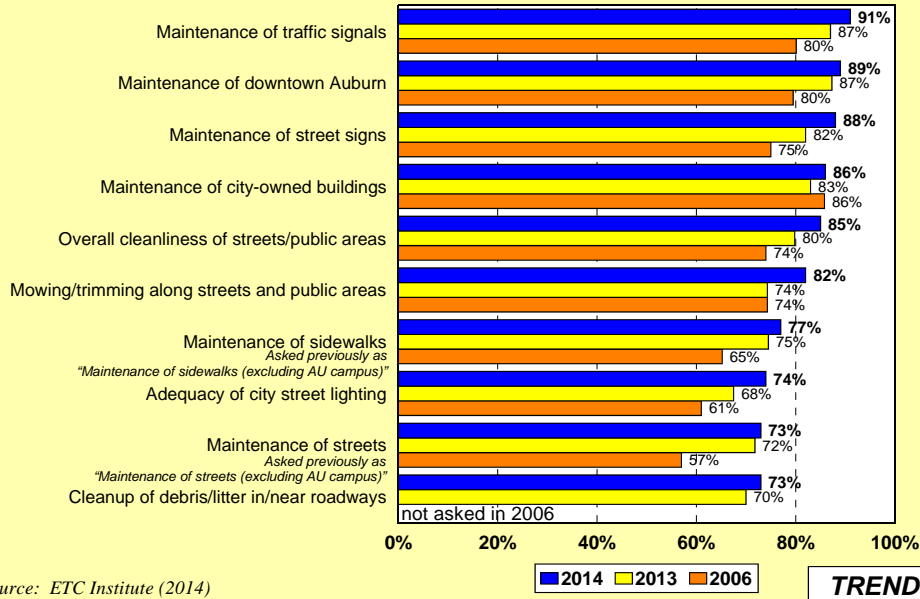
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2014)

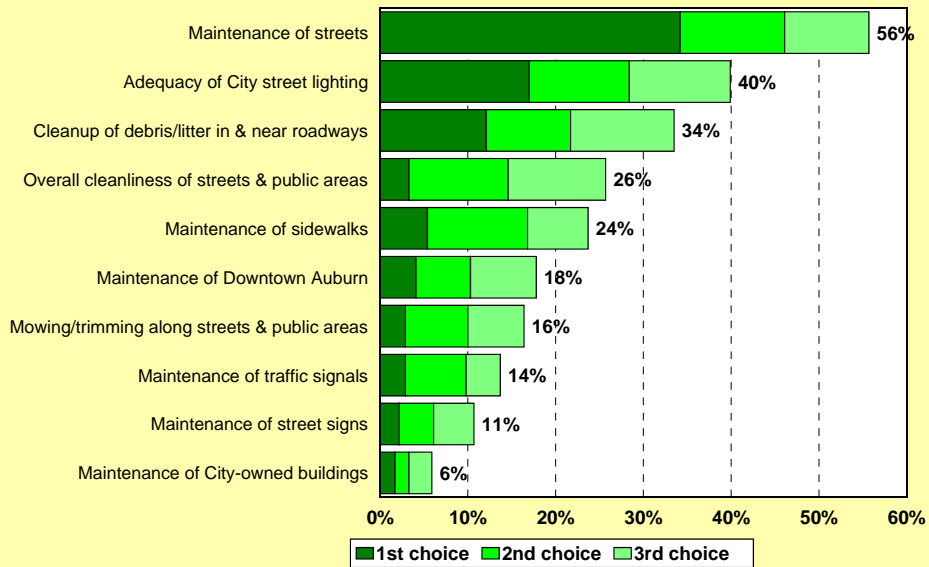
TRENDS: Overall Satisfaction with City Maintenance (2006, 2013 & 2014)

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



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

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

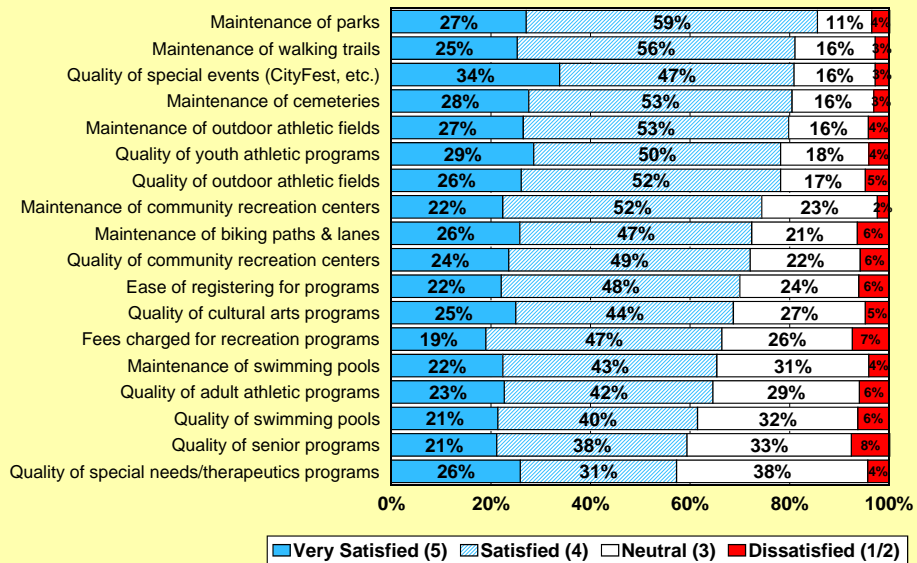


PARKS & RECREATION

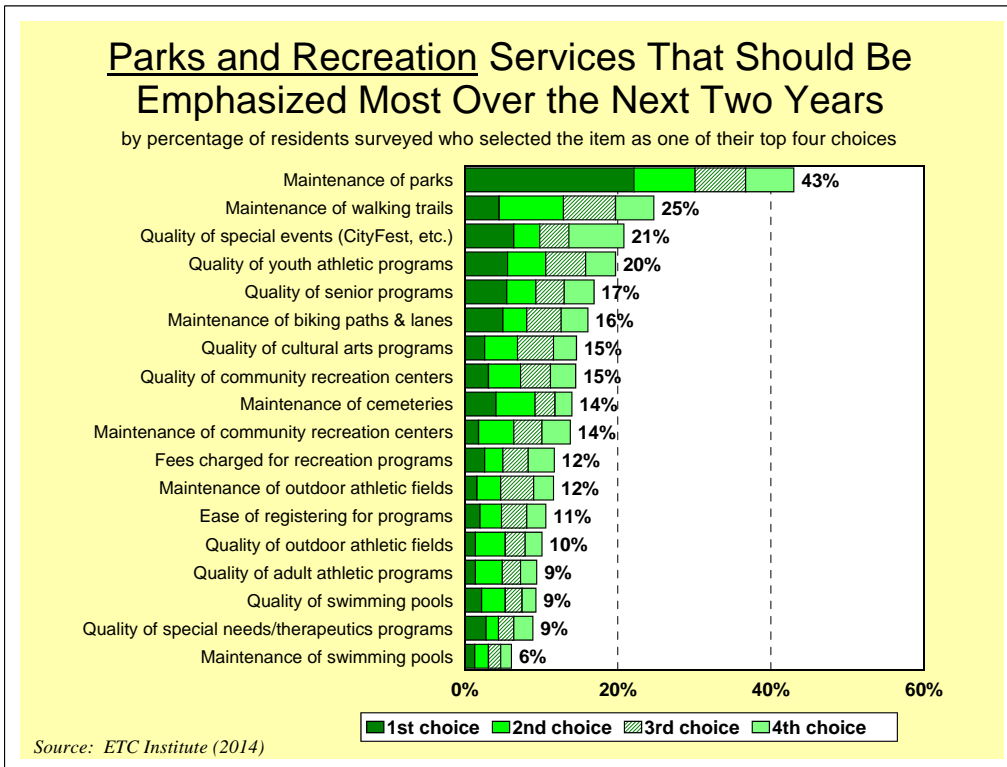
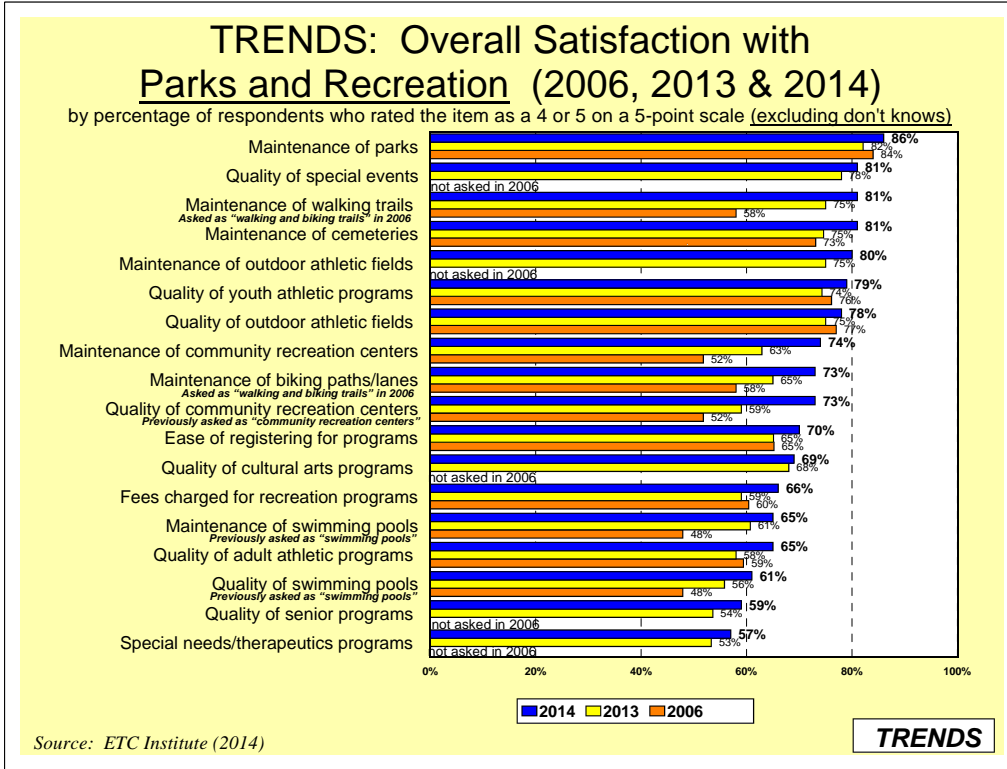
Source: ETC Institute (2014)

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 (2014)

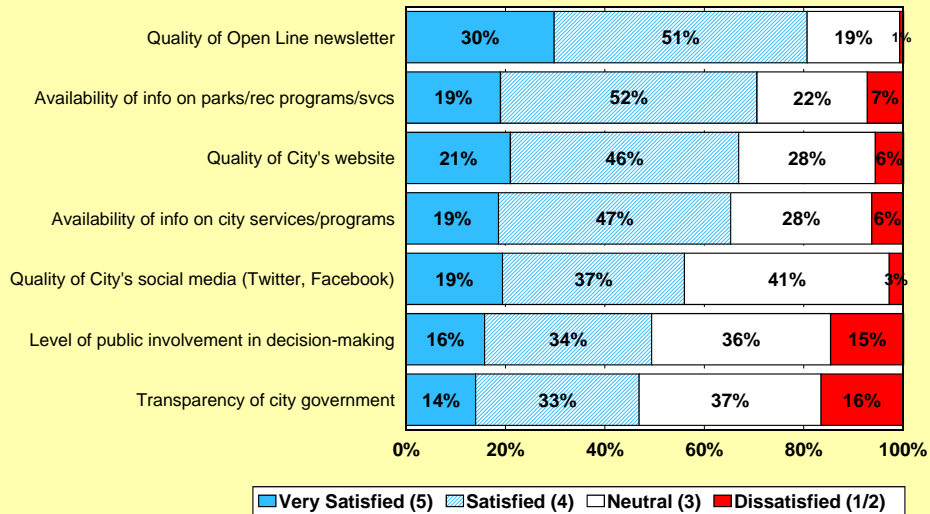


CITY COMMUNICATION

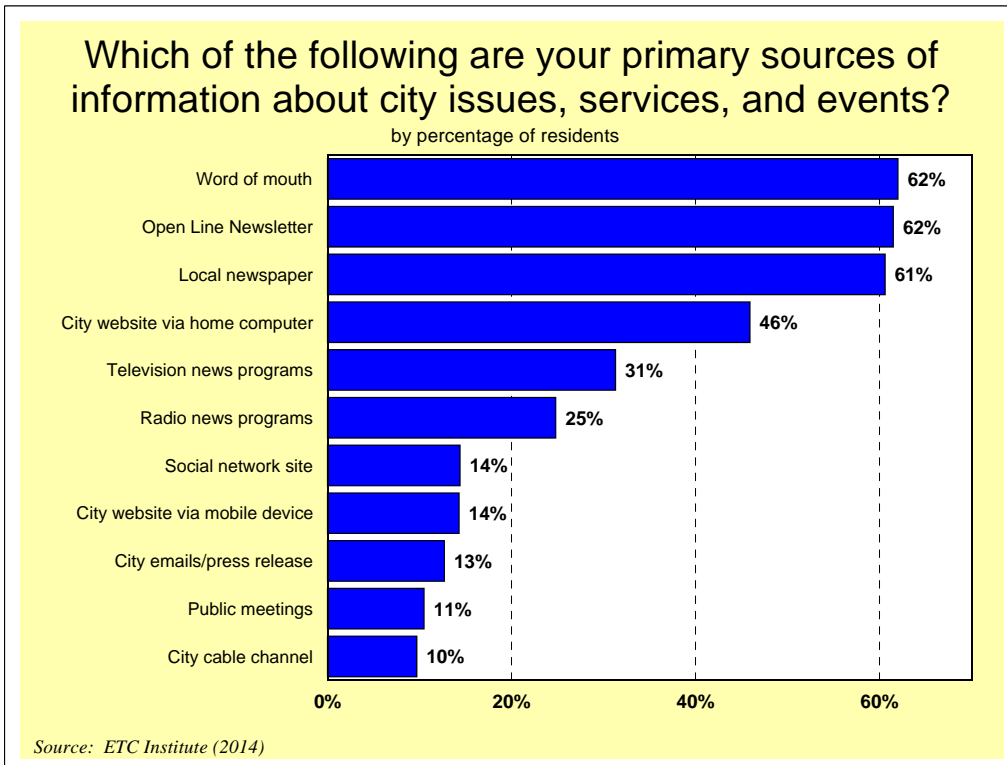
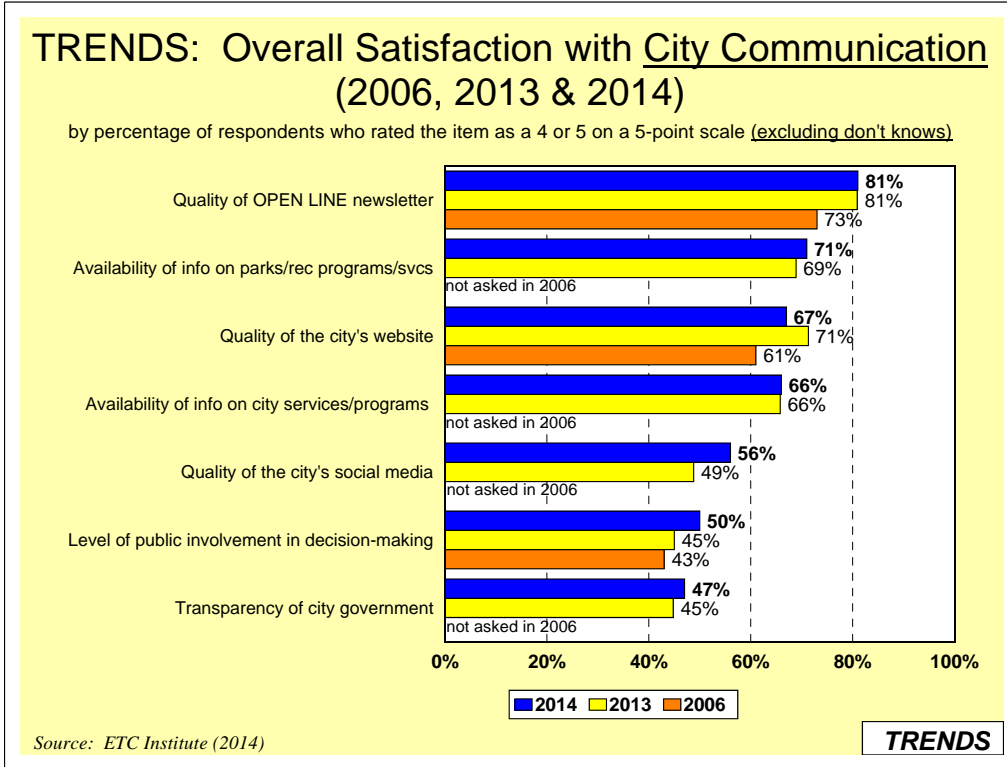
Source: ETC Institute (2014)

Satisfaction with Various Aspects of City Communication

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



Source: ETC Institute (2014)

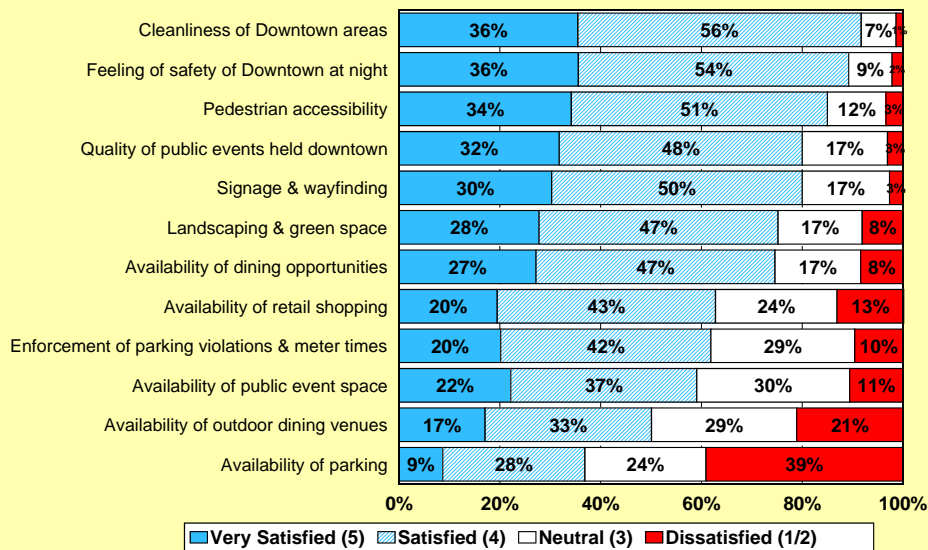


DOWNTOWN AUBURN

Source: ETC Institute (2014)

Satisfaction with Various Aspects of Downtown Auburn

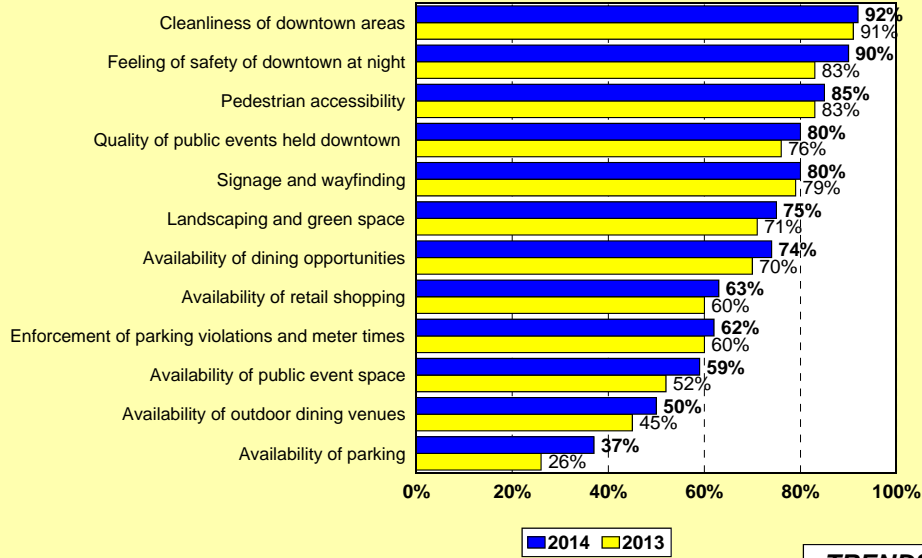
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2014)

TRENDS: Satisfaction with Various Aspects of Downtown Auburn - 2013 & 2014

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

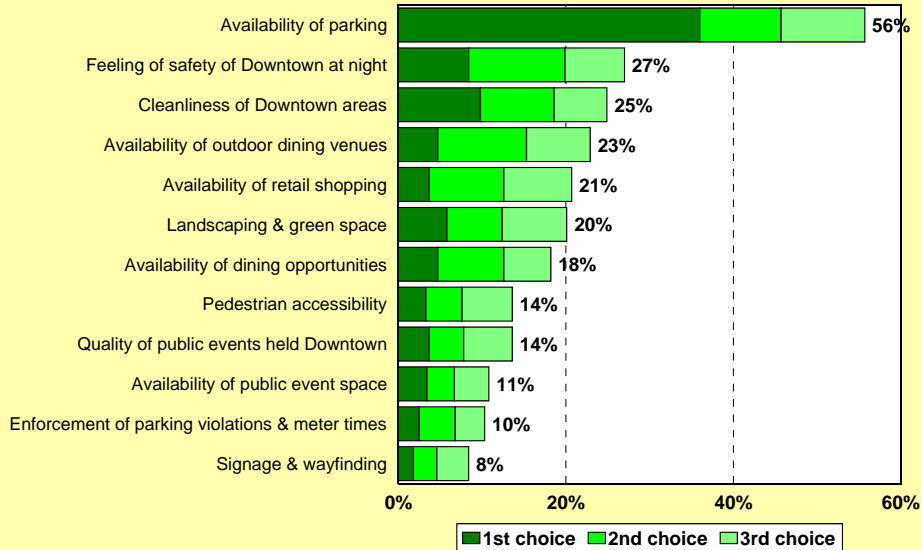


Source: ETC Institute (2014)

TRENDS

Areas of Downtown Auburn That Should Receive the Most Emphasis Over the Next Two Years

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



Source: ETC Institute (2014)

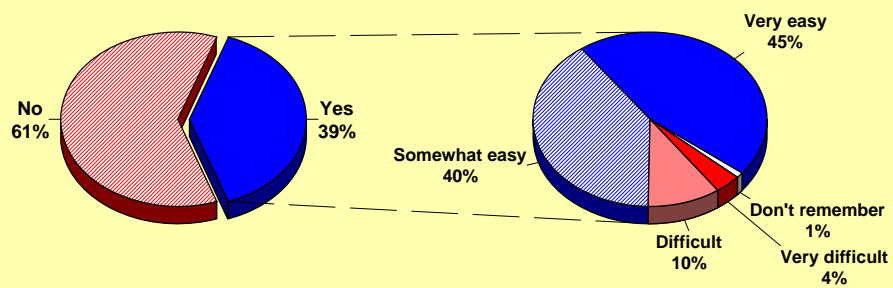
CUSTOMER SERVICE

Source: ETC Institute (2014)

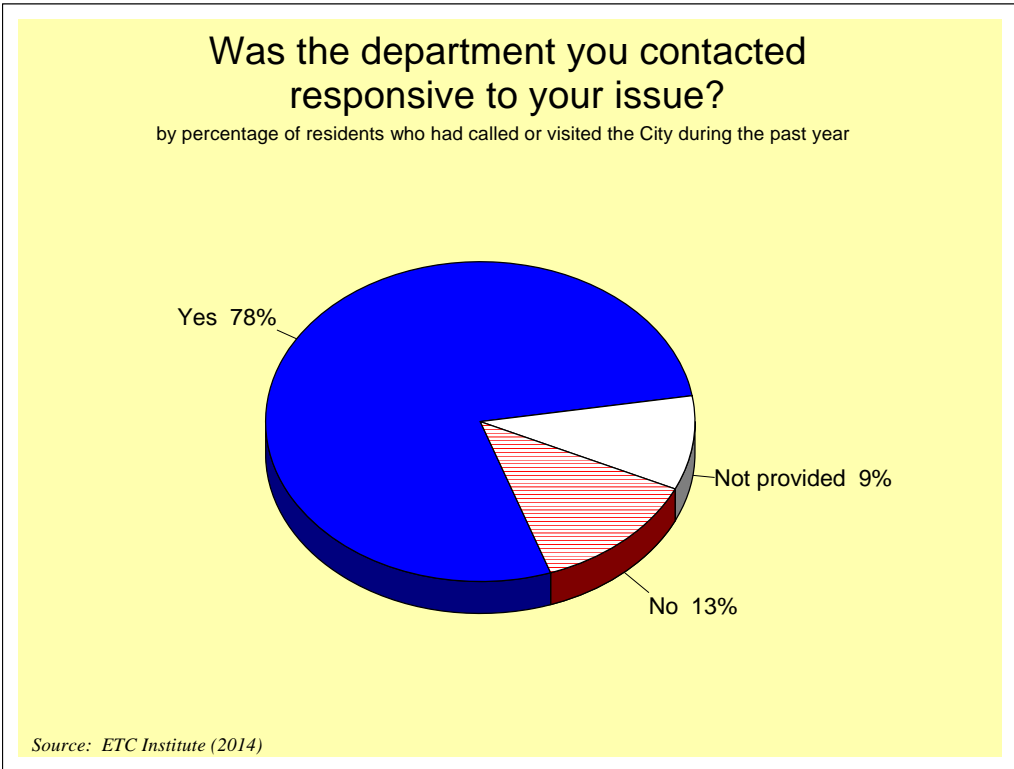
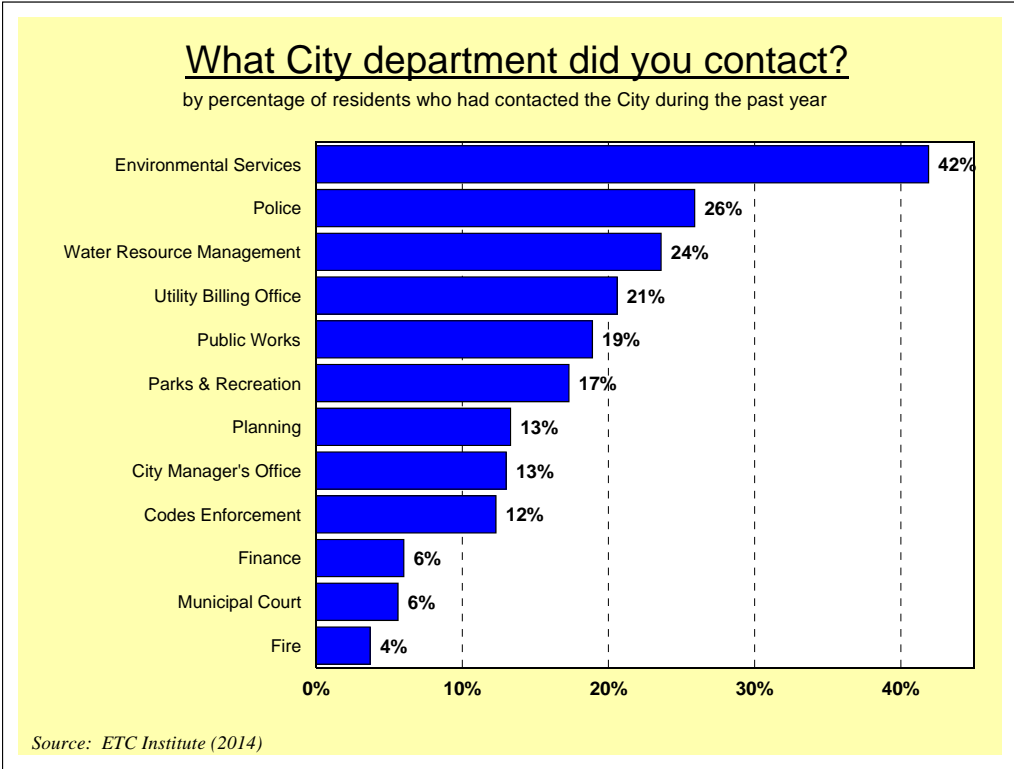
Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of residents surveyed

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



Source: ETC Institute (2014)

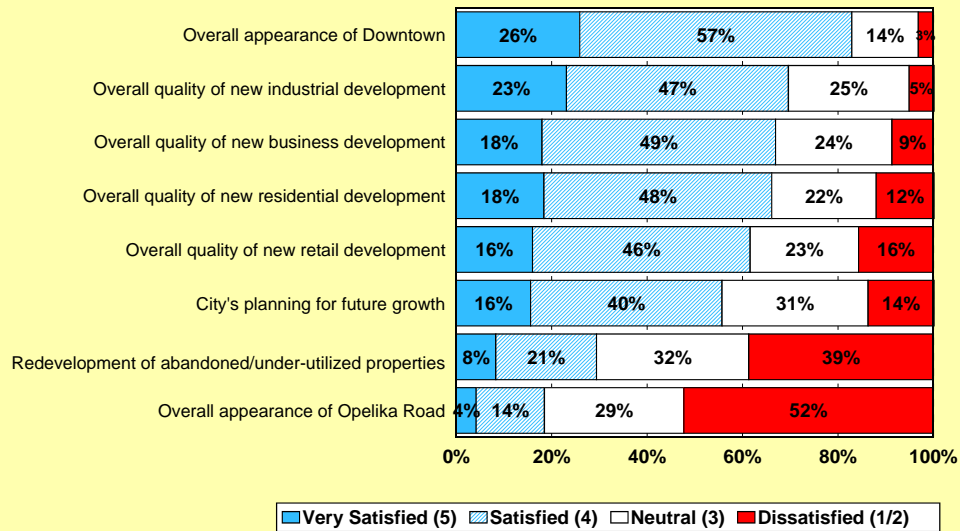


DEVELOPMENT AND REDEVELOPMENT IN THE CITY

Source: ETC Institute (2014)

Satisfaction with Various Aspects of Development and Redevelopment in the City

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

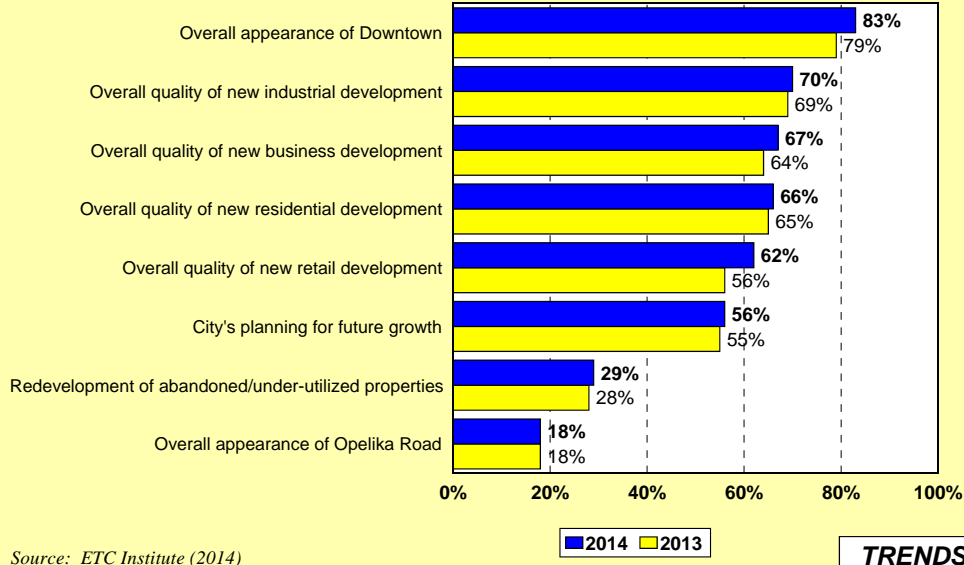


Source: ETC Institute (2014)

TRENDS: Satisfaction with Various Aspects of Development and Redevelopment in the City

2013 & 2014

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

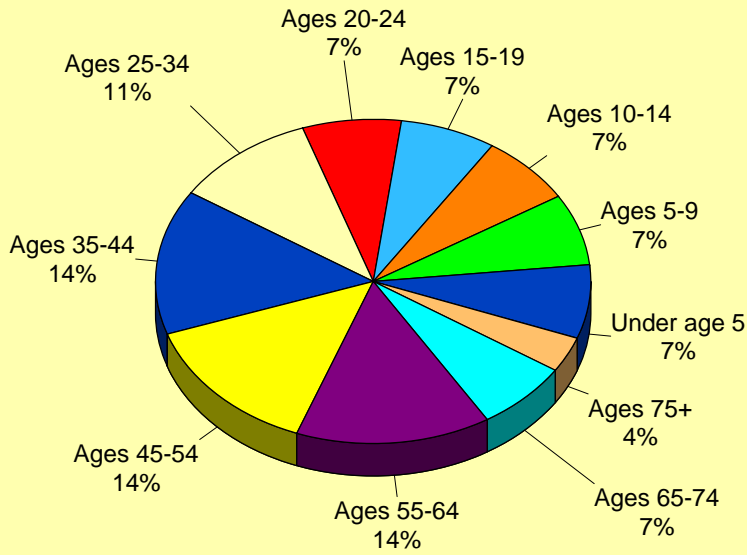


DEMOGRAPHICS

Source: ETC Institute (2014)

Demographics: Ages of people in the household

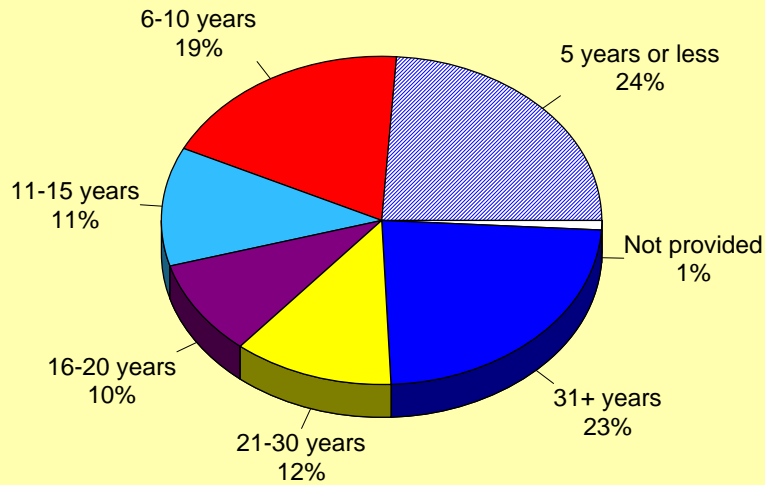
by percentage of residents surveyed



Source: ETC Institute (2014)

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

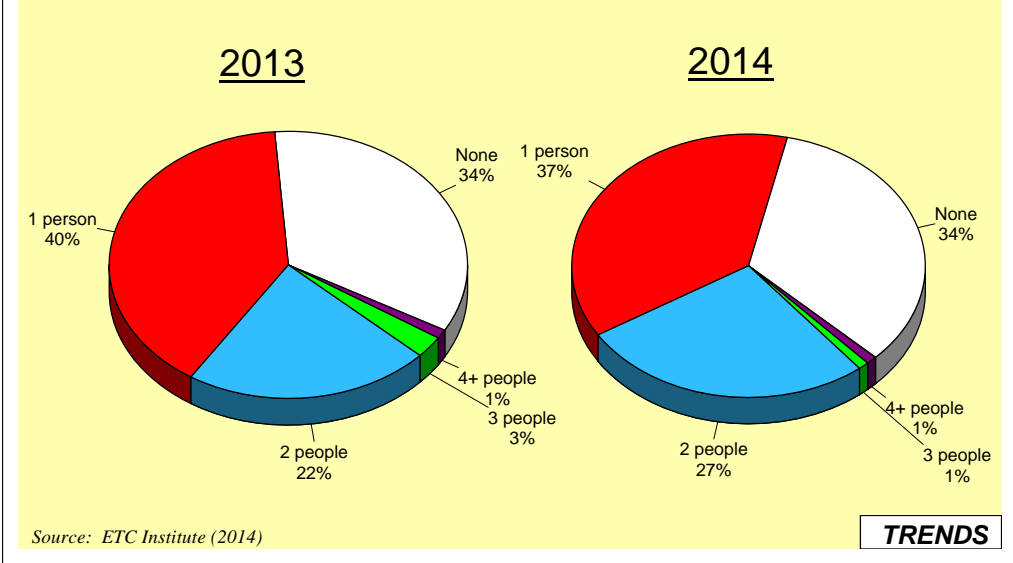
by percentage of residents surveyed



Source: ETC Institute (2014)

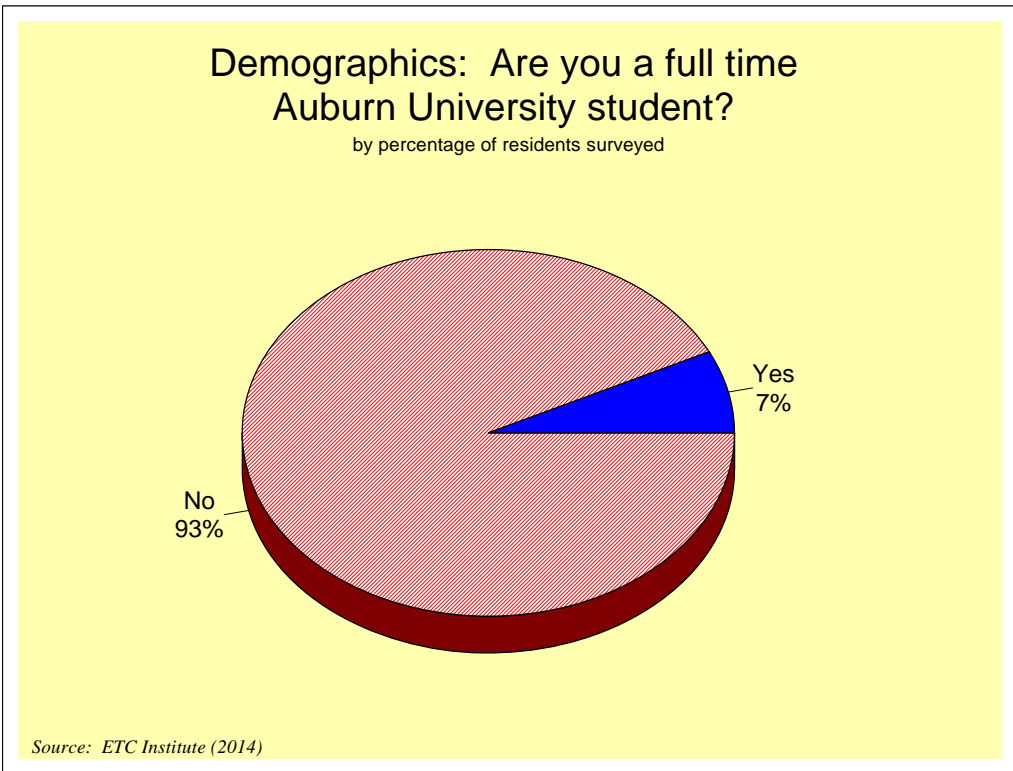
Demographics: How many people in your household work within the Auburn City Limits?

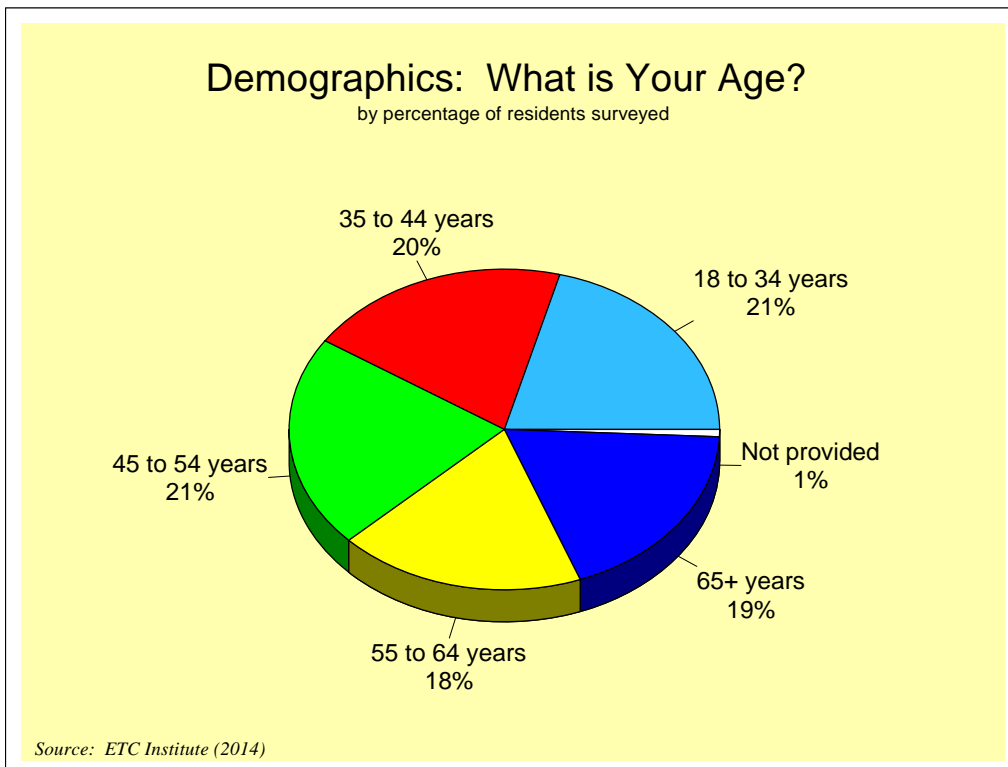
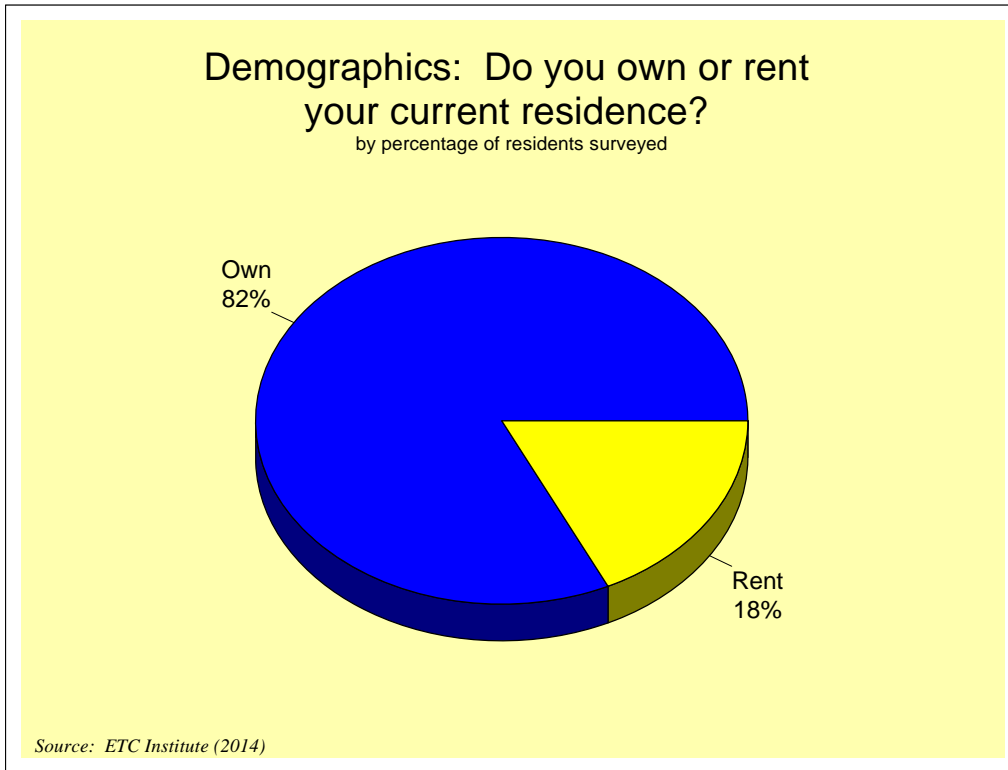
by percentage of residents surveyed

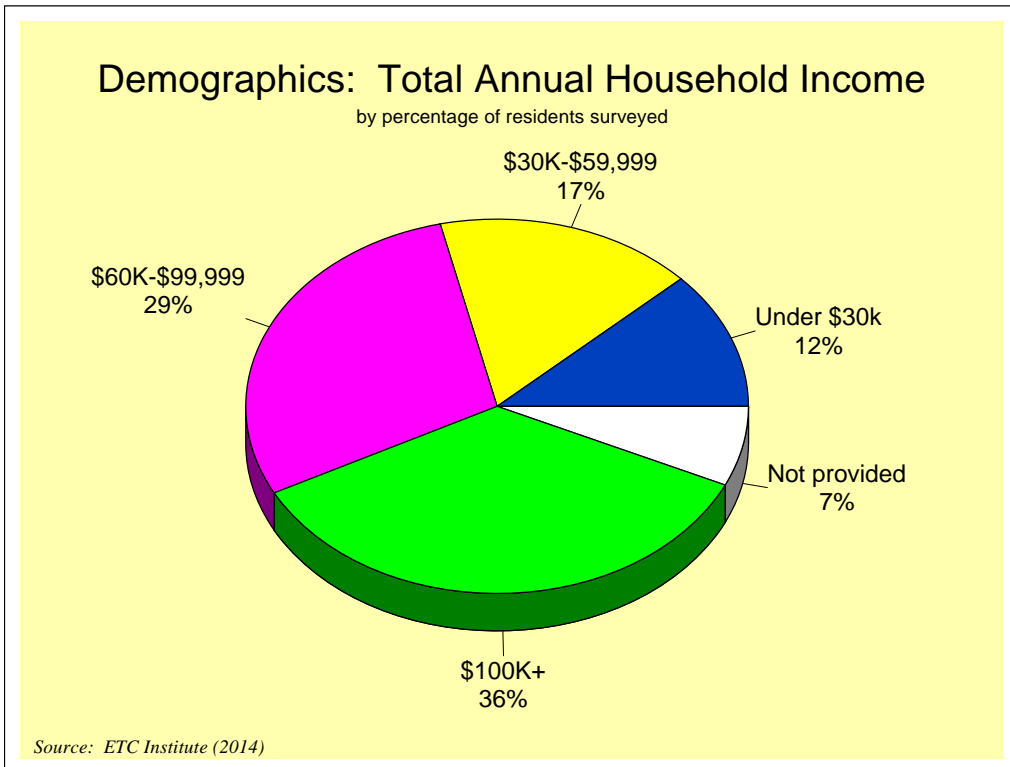
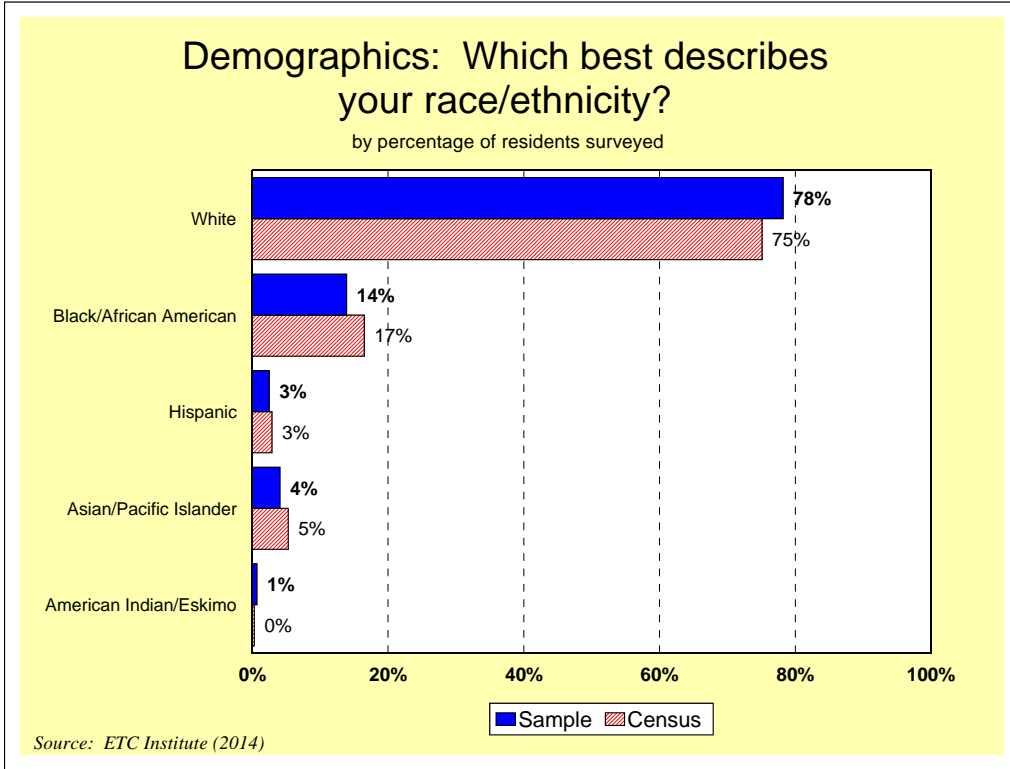


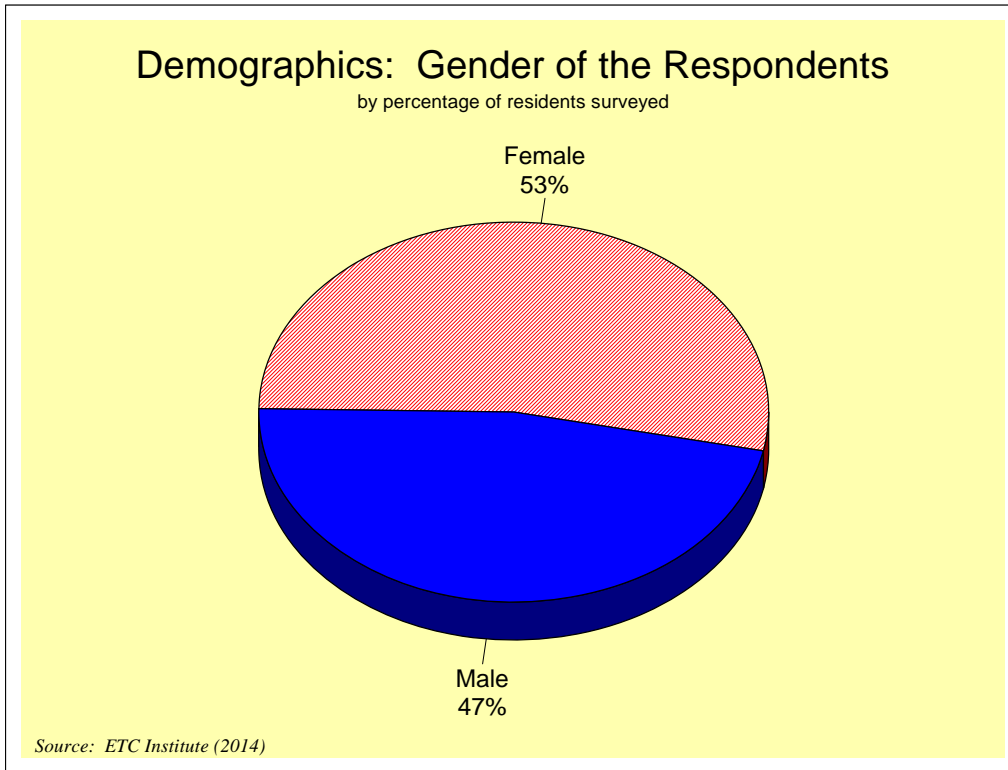
Demographics: Are you a full time Auburn University student?

by percentage of residents surveyed

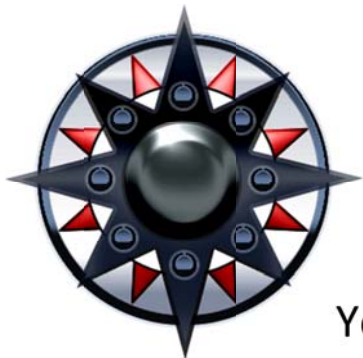








Section 2:
Benchmarking Analysis



DirectionFinder Survey

Year 2014 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of more than 3,500 residents in the continental United States. The second source is from individual community surveys that were administered in 38 medium-sized cities (population of 20,000 to 199,999) between January 2010 and March 2014. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 38 cities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Auburn, Alabama
- Blue Springs, Missouri
- Bryan, Texas
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Dothan, Alabama
- Garden City, Kansas
- Hallandale Beach, Florida
- High Point, North Carolina
- Independence, Missouri
- Junction City, Kansas
- Lawrence, Kansas
- Lenexa, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Prairie Village, Kansas
- Pueblo, Colorado
- Round Rock, Texas
- Saint Joseph, Missouri
- Shoreline, Washington
- Springfield, Missouri
- Tamarac, Florida
- Tempe Arizona
- Vancouver, Washington
- Vestavia Hills, Alabama
- Wentzville, Missouri
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Performance Range Charts

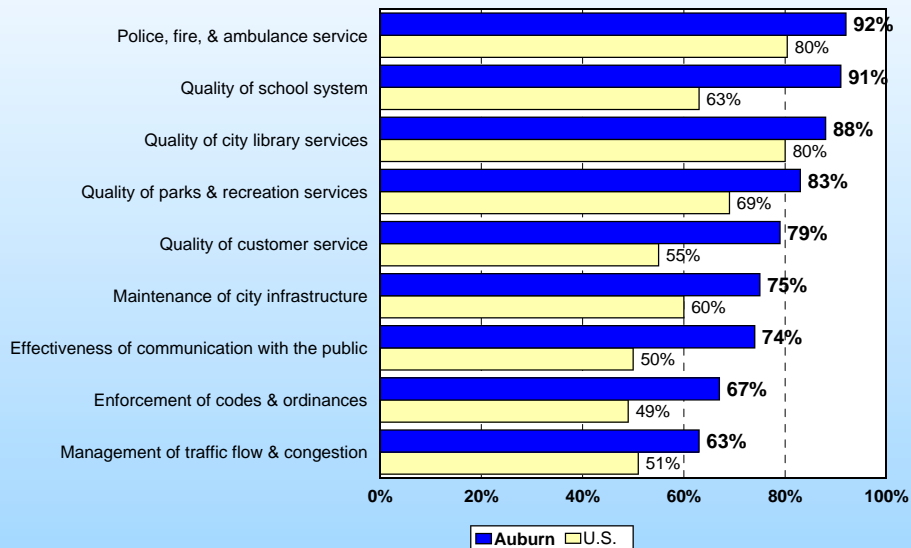
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction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

National Benchmarks

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

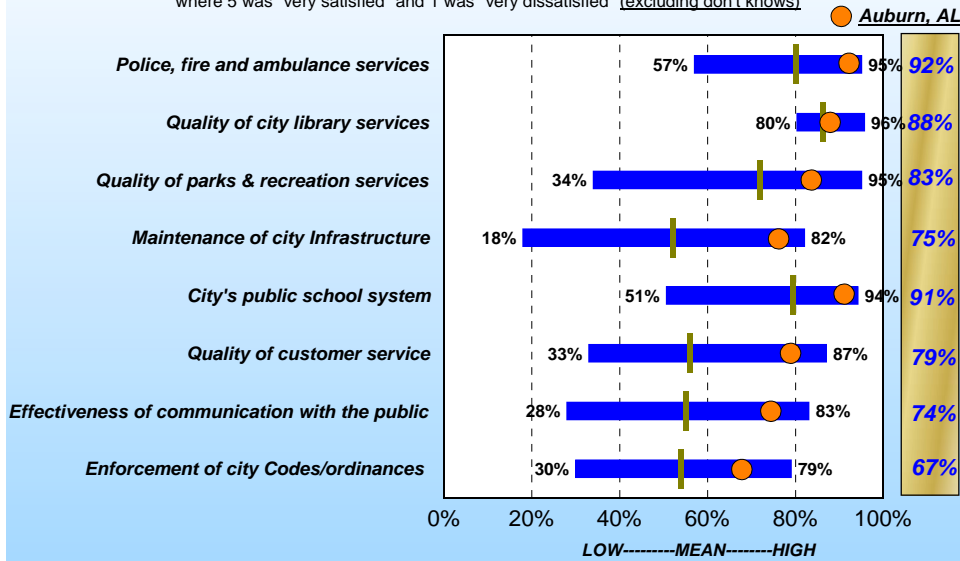
Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

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



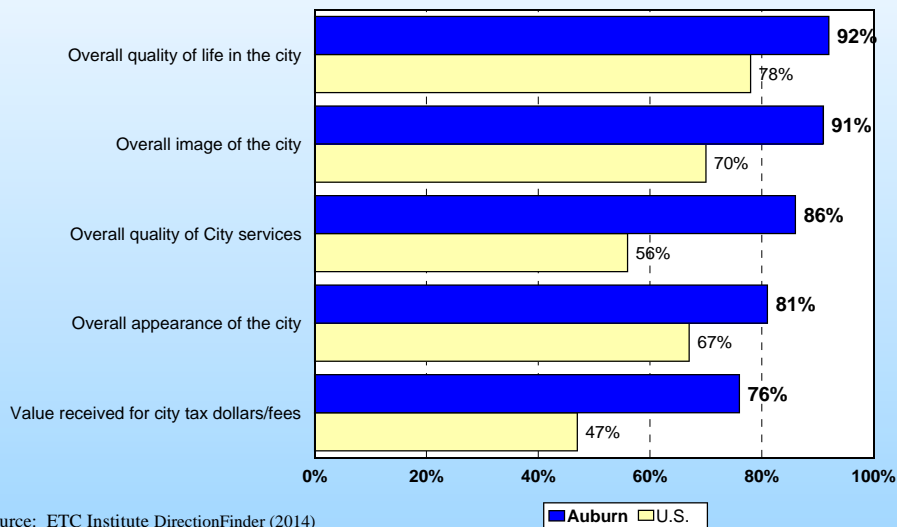
Overall Satisfaction with Various City Services by Major Category - 2014

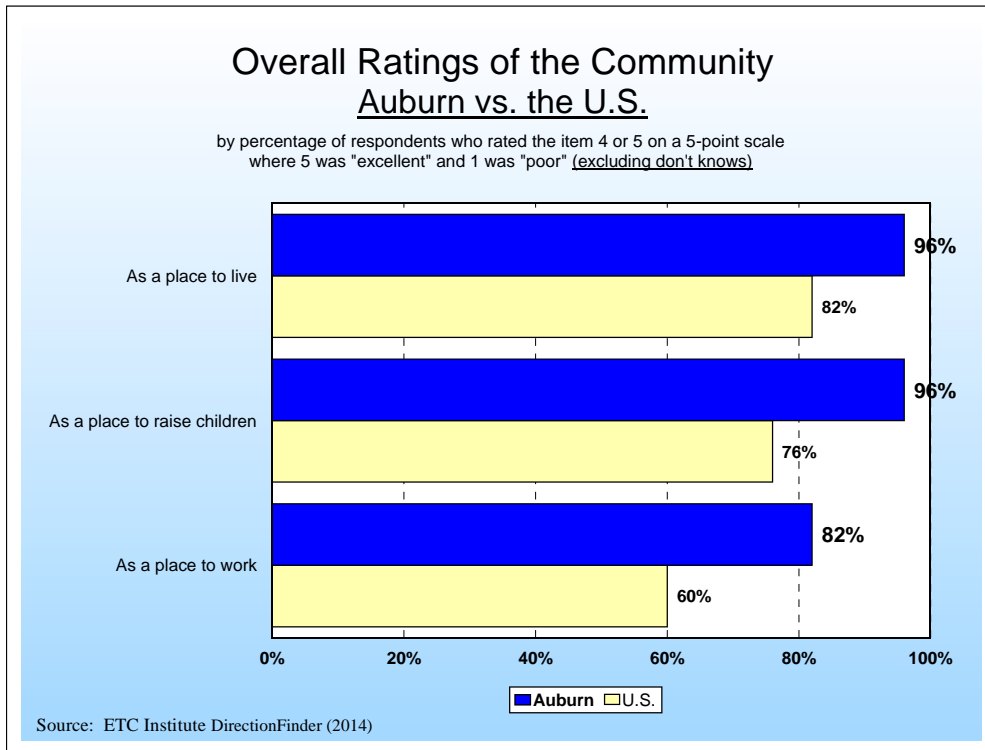
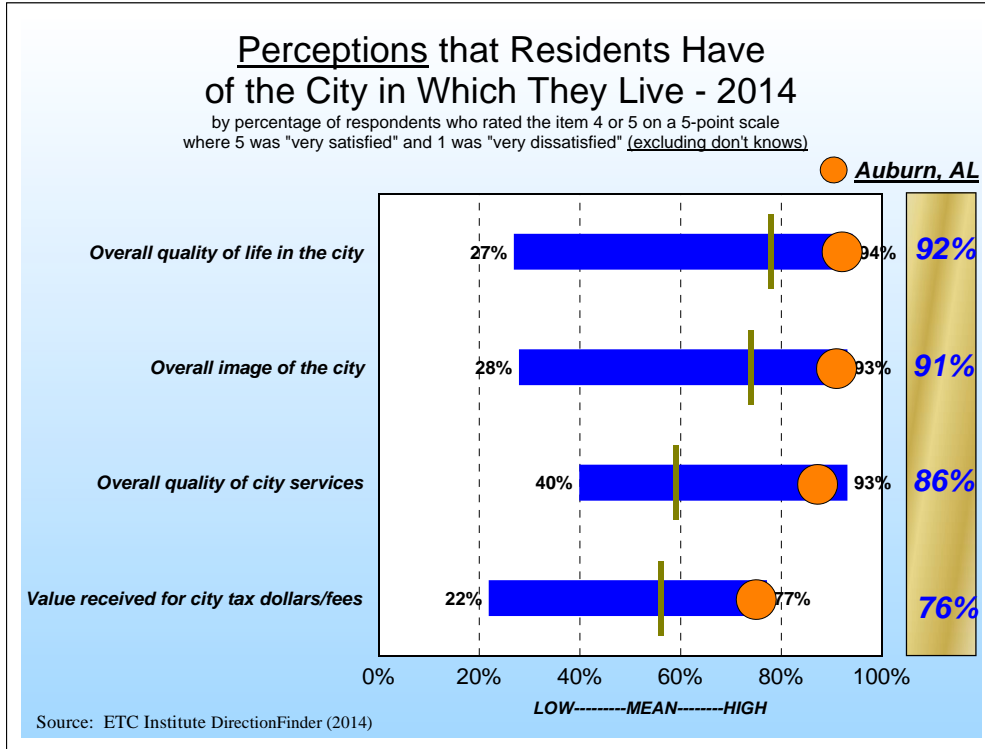
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

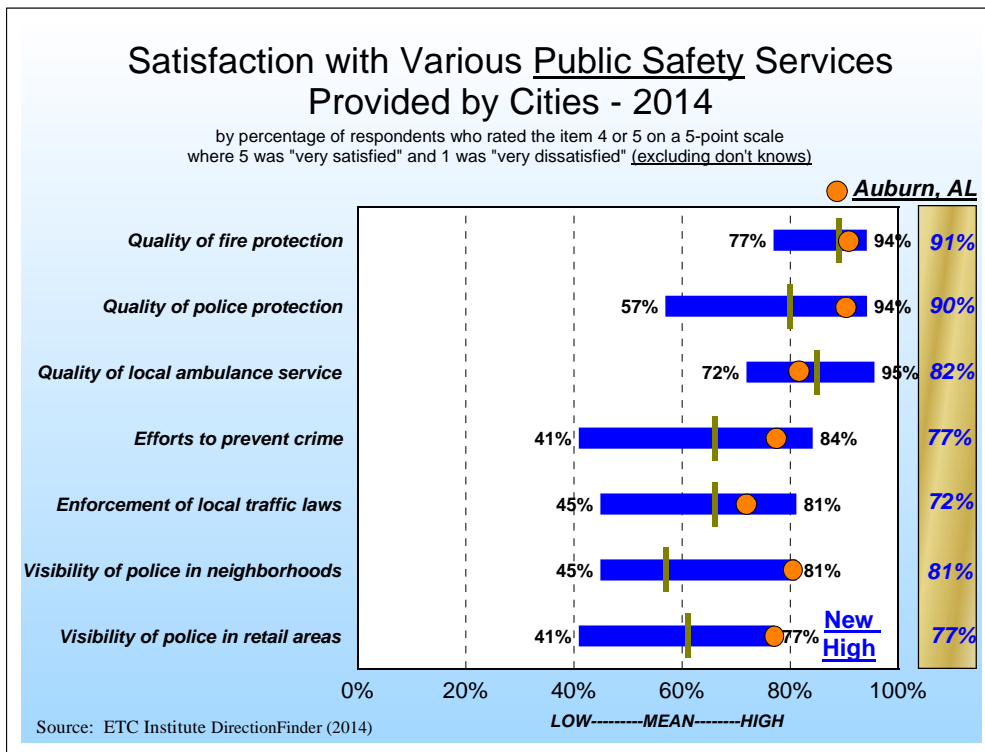
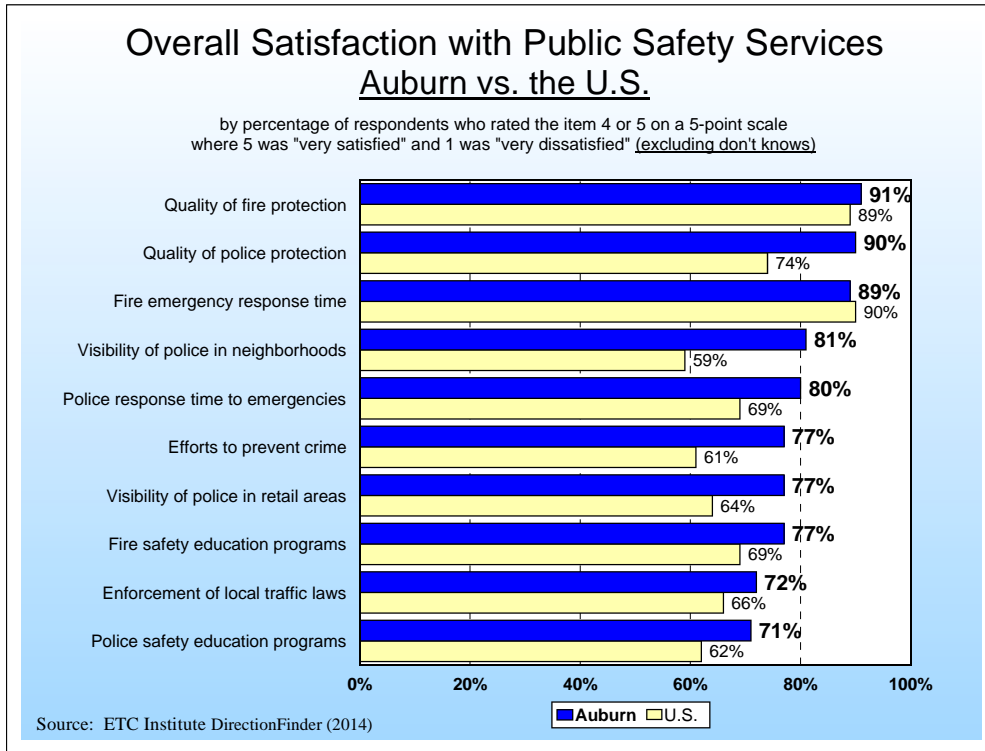


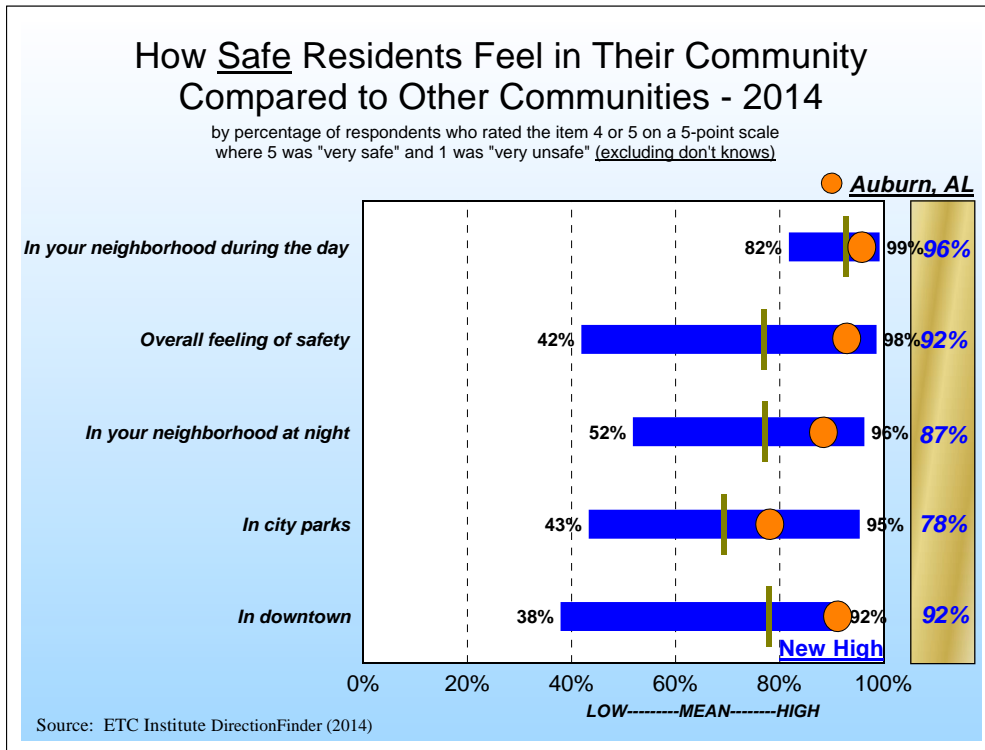
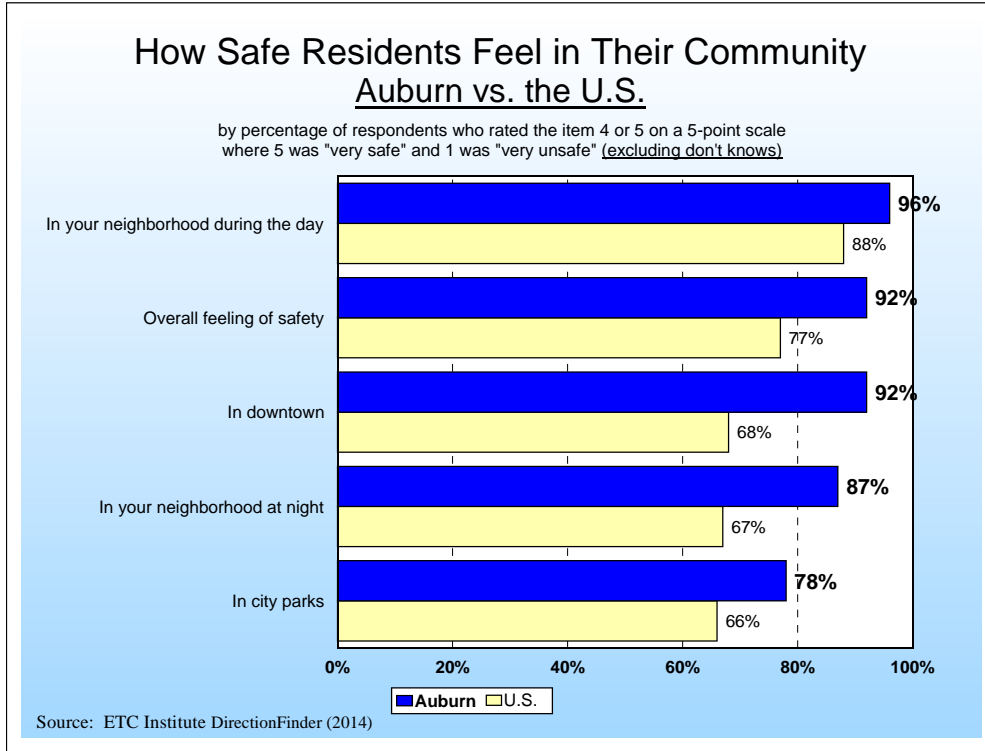
Satisfaction with Issues that Influence Perceptions of the City Auburn vs. the U.S.

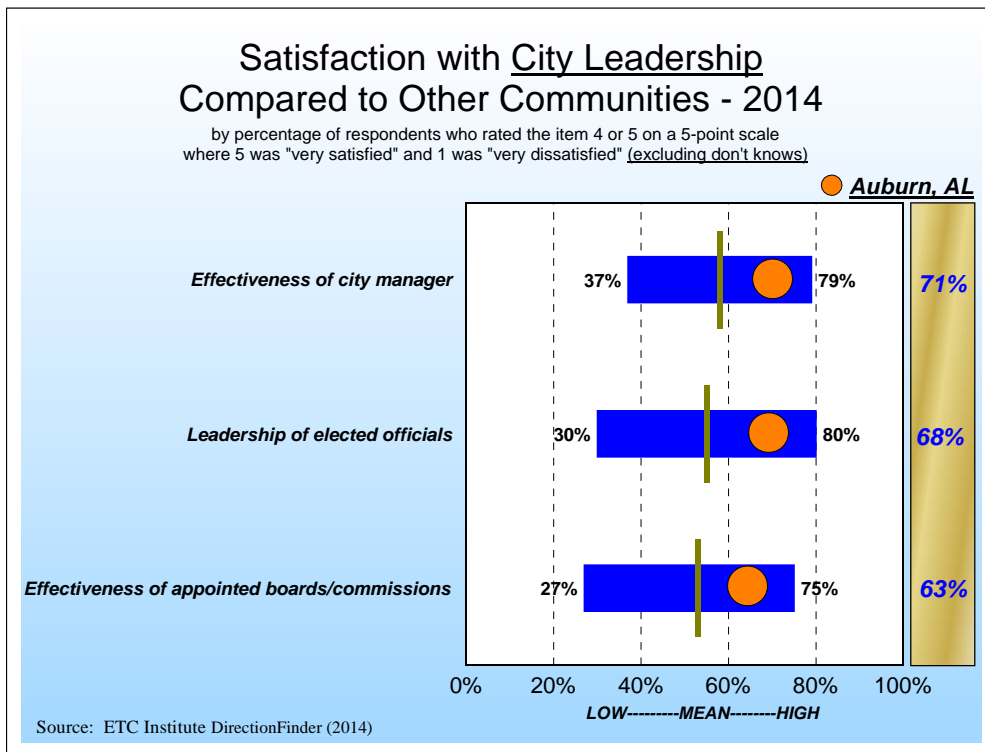
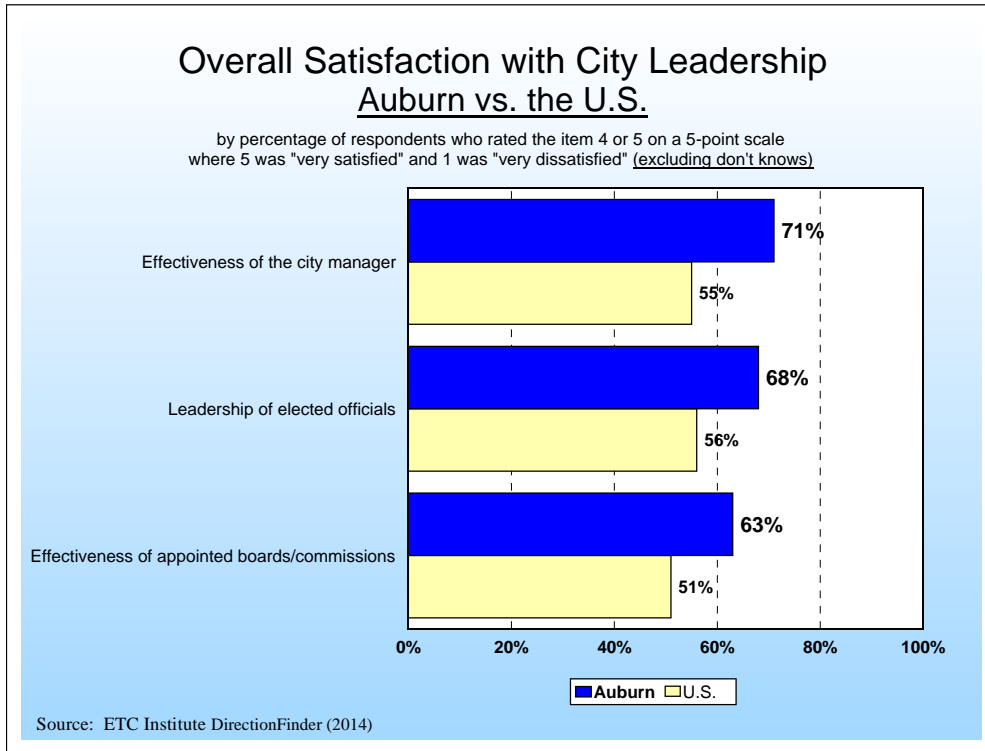
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

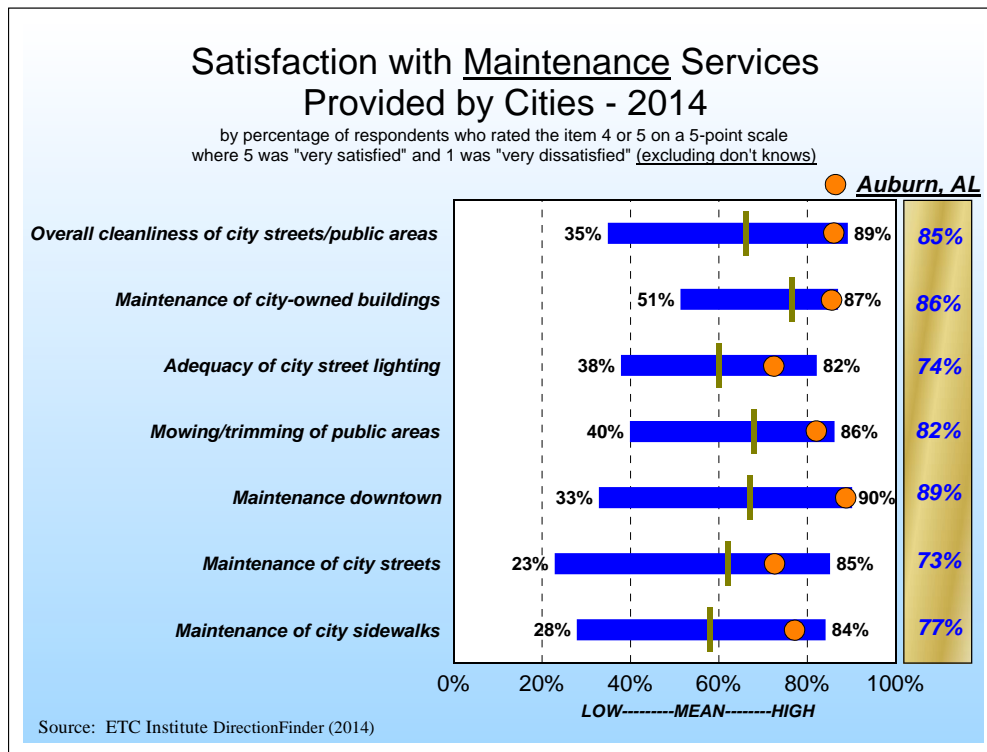
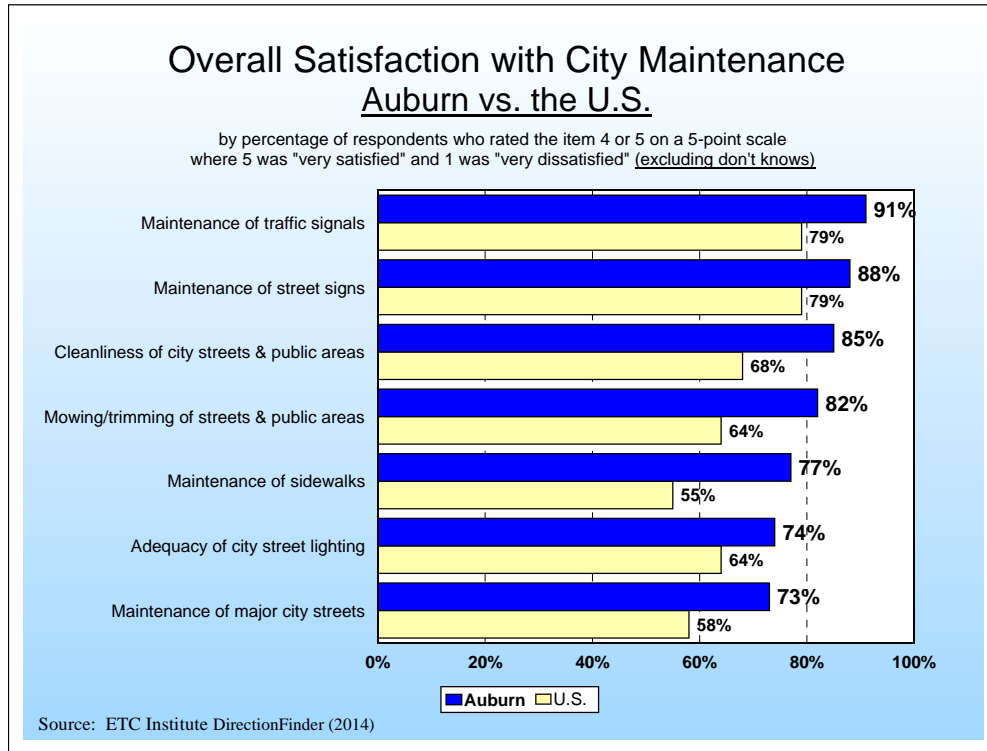






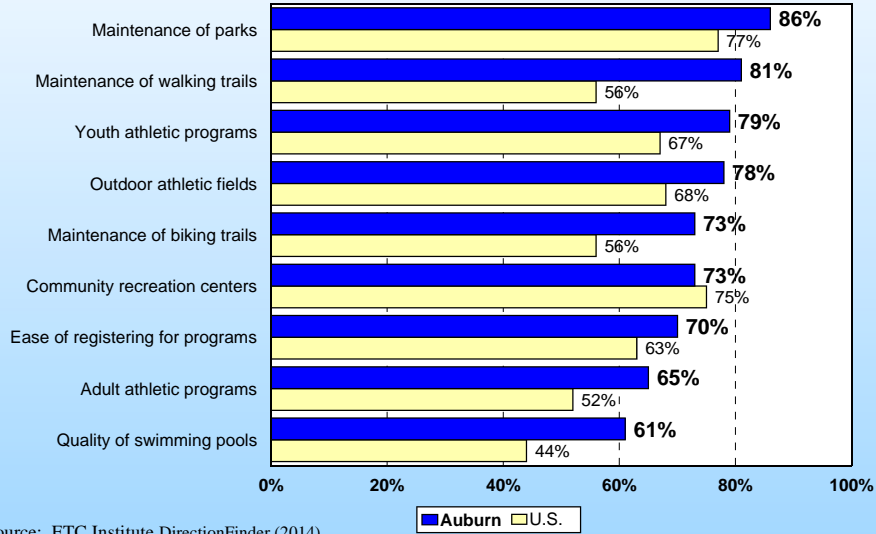






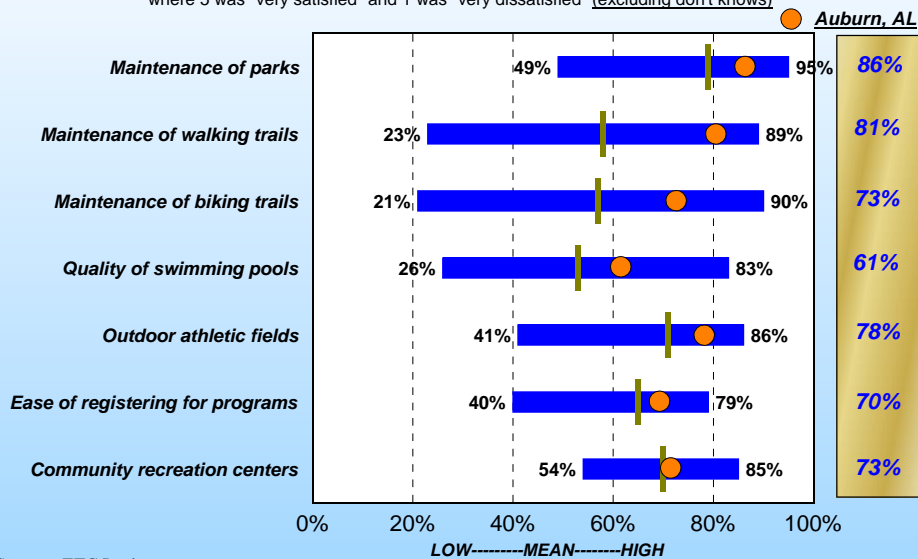
Overall Satisfaction with Parks and Recreation Auburn vs. the U.S.

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



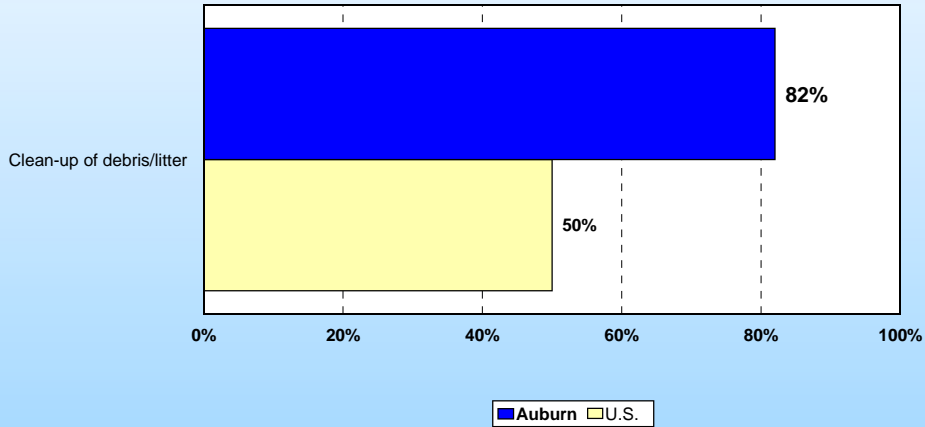
Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2014

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



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

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

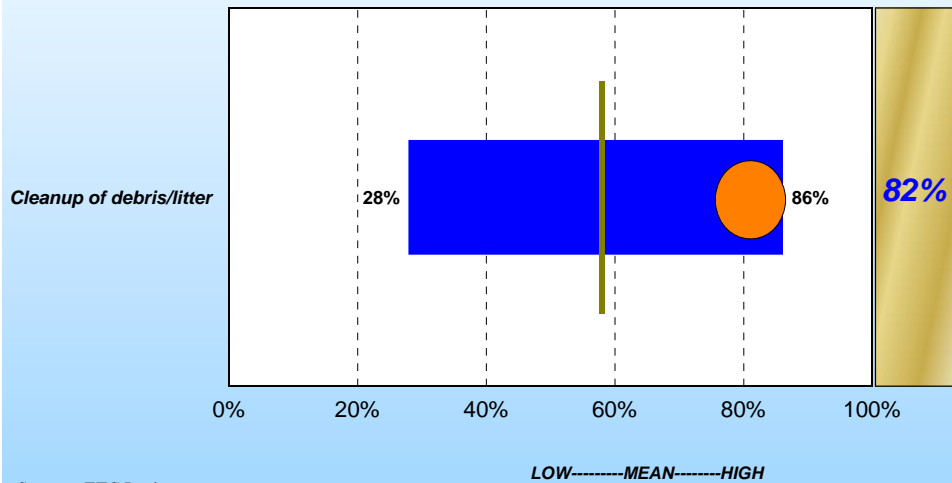


Source: ETC Institute DirectionFinder (2014)

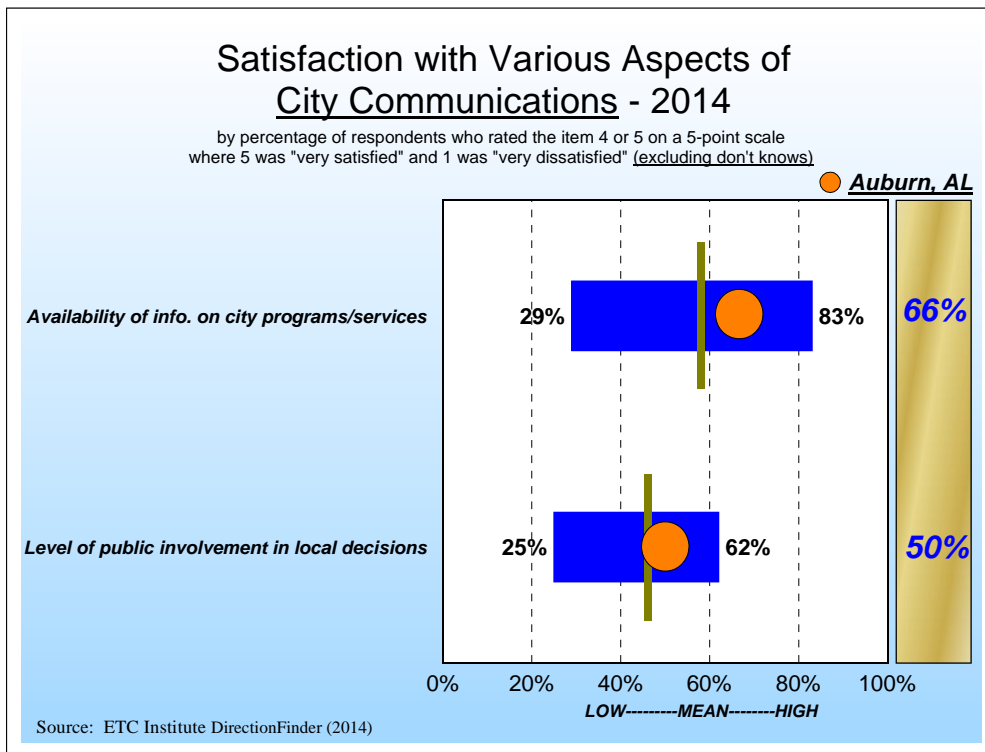
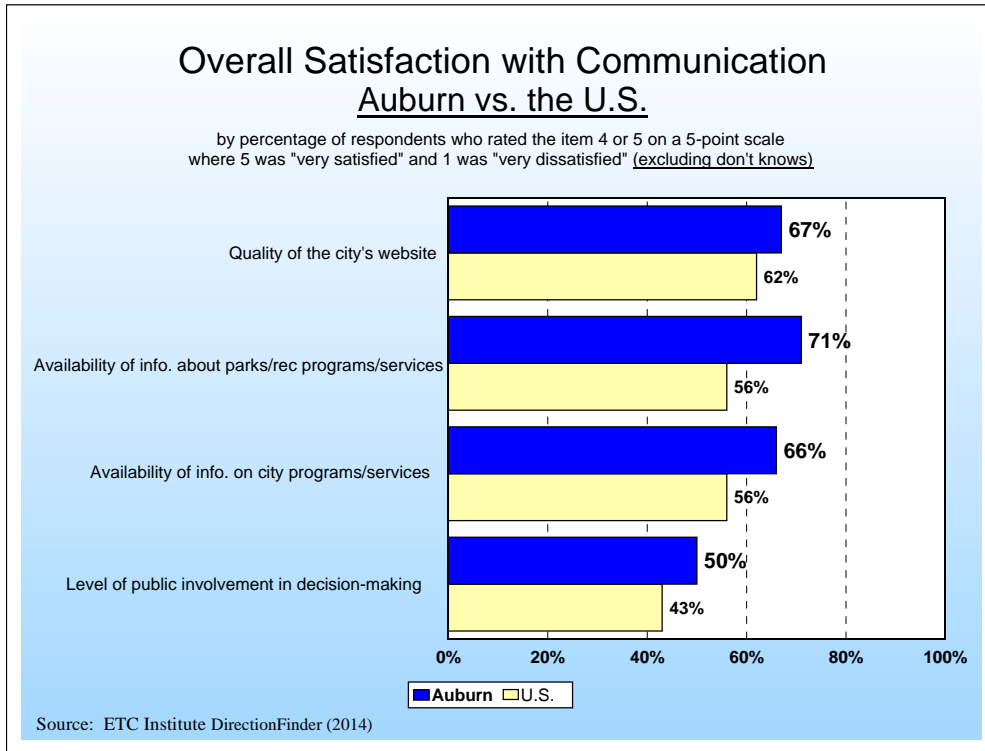
Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2014

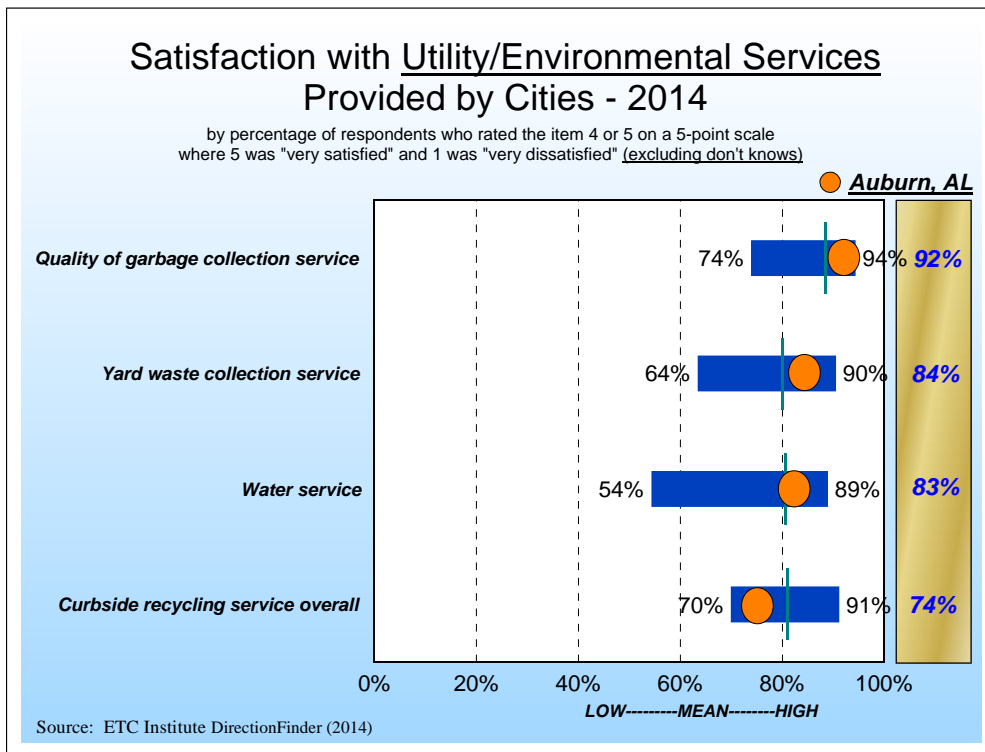
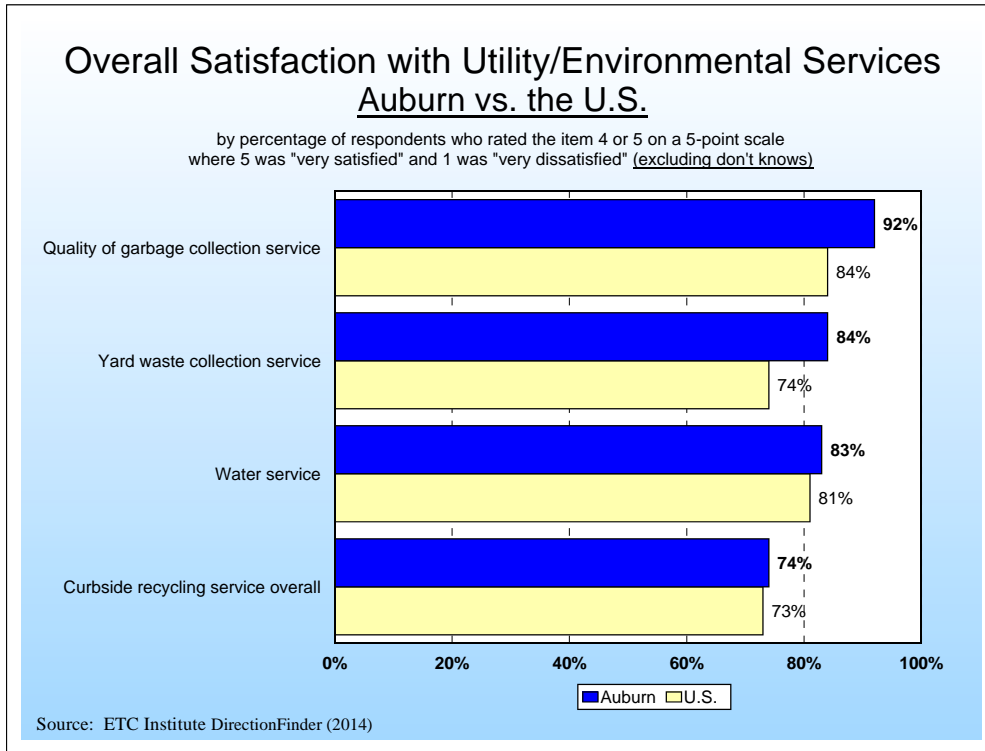
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

● **Auburn, AL**

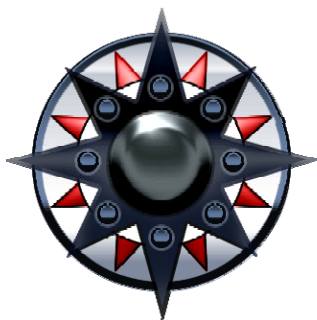


Source: ETC Institute DirectionFinder (2014)





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



Importance-Satisfaction Analysis

Auburn, Alabama

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Approximately forty-nine percent (48.8%) of residents ranked the *flow of traffic and congestion management* as one of the most important services for the City to emphasize over the next two years.

With regard to satisfaction, the *flow of traffic and congestion management* was ranked tenth overall, with 62.6% rating the *flow of traffic and congestion management* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for the *flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 48.8% was

multiplied by 37.4% (1-0.626). This calculation yielded an I-S rating of 0.1825, which was ranked first out of the ten major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Auburn are provided on the following page.

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Flow of traffic & congestion management	49%	2	63%	10	0.1825	1
Medium Priority (IS <.10)						
Maintenance of city infrastructure	39%	3	75%	7	0.0978	2
Enforcement of city codes and ordinances	16%	8	67%	9	0.0512	3
Quality of the city's school system	52%	1	91%	2	0.0496	4
Quality of parks & recreation services	28%	5	83%	5	0.0481	5
Effectiveness of city's communication with public	18%	6	74%	8	0.0471	6
Quality of police, fire, & ambulance services	34%	4	92%	1	0.0285	7
Collection of garbage, recycling & yard waste	16%	7	84%	4	0.0261	8
Quality of the city's customer service	10%	9	79%	6	0.0207	9
Quality of city library services	6%	10	88%	3	0.0074	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts to prevent crime	45%	1	77%	8	0.1042	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	39%	2	81%	5	0.0753	2
Enforcement of traffic laws	23%	4	72%	10	0.0653	3
Visibility of police in retail areas	22%	5	77%	7	0.0495	4
Police safety education programs	12%	9	71%	11	0.0338	5
Overall quality of police protection	33%	3	90%	2	0.0326	6
Quality of local ambulance service	17%	7	82%	4	0.0301	7
Police response time	15%	8	80%	6	0.0290	8
Quality of fire safety education programs	7%	11	77%	9	0.0163	9
Overall quality of fire protection	17%	6	91%	1	0.0154	10
Fire personnel emergency response time	8%	10	89%	3	0.0094	11

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Cleanup of overgrown & weedy lots	35%	2	64%	6	0.1292	1
Medium Priority (IS <.10)						
Efforts to remove dilapidated structures	26%	3	64%	4	0.0929	2
Control of nuisance animals	25%	4	68%	3	0.0795	3
Enforcement of loud music	20%	5	64%	5	0.0733	4
Cleanup of debris/litter	37%	1	82%	1	0.0673	5
Cleanup of large junk/abandoned vehicles	14%	6	81%	2	0.0271	6

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Garbage and Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Material types accepted for recycling	36%	1	63%	7	0.1347	1
Medium Priority (IS <.10)						
Curbside recycling service	30%	2	74%	6	0.0800	2
Water service	20%	5	83%	3	0.0339	3
Yard waste removal service	21%	4	84%	2	0.0334	4
Utility Billing Office customer service	11%	6	78%	5	0.0230	5
Residential garbage collection service	26%	3	92%	1	0.0210	6
Recycling at City's drop-off recycling center	11%	7	81%	4	0.0203	7

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of streets	56%	1	73%	9	0.1504	1
Adequacy of City street lighting	40%	2	74%	8	0.1037	2
Medium Priority (IS <.10)						
Cleanup of debris/litter in & near roadways	34%	3	73%	10	0.0905	3
Maintenance of sidewalks	24%	5	77%	7	0.0545	4
Overall cleanliness of streets & public areas	26%	4	85%	5	0.0393	5
Mowing/trimming along streets & public areas	16%	7	82%	6	0.0295	6
Maintenance of Downtown Auburn	18%	6	89%	2	0.0196	7
Maintenance of street signs	11%	9	88%	3	0.0131	8
Maintenance of traffic signals	14%	8	91%	1	0.0123	9
Maintenance of City-owned buildings	6%	10	86%	4	0.0083	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
Medium Priority (IS <.10)						
Quality of senior programs	17%	5	59%	17	0.0686	1
Maintenance of parks	43%	1	86%	1	0.0619	2
Maintenance of walking trails	25%	2	81%	2	0.0467	3
Quality of cultural arts programs	15%	7	69%	12	0.0457	4
Maintenance of biking paths & lanes	16%	6	73%	9	0.0435	5
Quality of youth athletic programs	20%	4	79%	6	0.0414	6
Quality of special events (CityFest, etc.)	21%	3	81%	3	0.0397	7
Fees charged for recreation programs	12%	11	66%	13	0.0393	8
Quality of community recreation centers	15%	8	73%	10	0.0392	9
Quality of special needs/therapeutics programs	9%	17	57%	18	0.0380	10
Quality of swimming pools	9%	16	61%	16	0.0363	11
Maintenance of community recreation centers	14%	10	74%	8	0.0353	12
Quality of adult athletic programs	9%	15	65%	15	0.0333	13
Ease of registering for programs	11%	13	70%	11	0.0318	14
Maintenance of cemeteries	14%	9	81%	4	0.0273	15
Maintenance of outdoor athletic fields	12%	12	80%	5	0.0234	16
Quality of outdoor athletic fields	10%	14	78%	7	0.0220	17
Maintenance of swimming pools	6%	18	65%	14	0.0211	18

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating City of Auburn Downtown Auburn

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of parking	56%	1	37%	12	0.3515	1
High Priority (IS .10-.20)						
Availability of outdoor dining venues	23%	4	50%	11	0.1143	2
Medium Priority (IS <.10)						
Availability of retail shopping	21%	5	63%	8	0.0770	3
Landscaping & green space	20%	6	75%	6	0.0498	4
Availability of dining opportunities	18%	7	74%	7	0.0473	5
Availability of public event space	11%	10	59%	10	0.0442	6
Enforcement of parking violations & meter times	10%	11	62%	9	0.0392	7
Quality of public events held downtown	14%	9	80%	4	0.0272	8
Feeling of safety of Downtown at night	27%	2	90%	2	0.0270	9
Cleanliness of Downtown areas	25%	3	92%	1	0.0207	10
Pedestrian accessibility	14%	8	85%	3	0.0204	11
Signage & wayfinding	8%	12	80%	5	0.0168	12

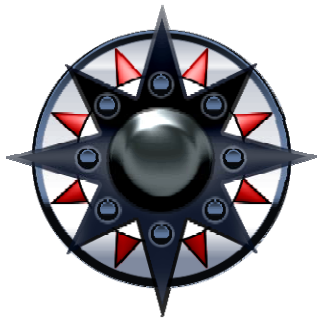
Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

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

Satisfaction %:

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



Importance-Satisfaction Matrix Analysis Auburn, Alabama

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

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

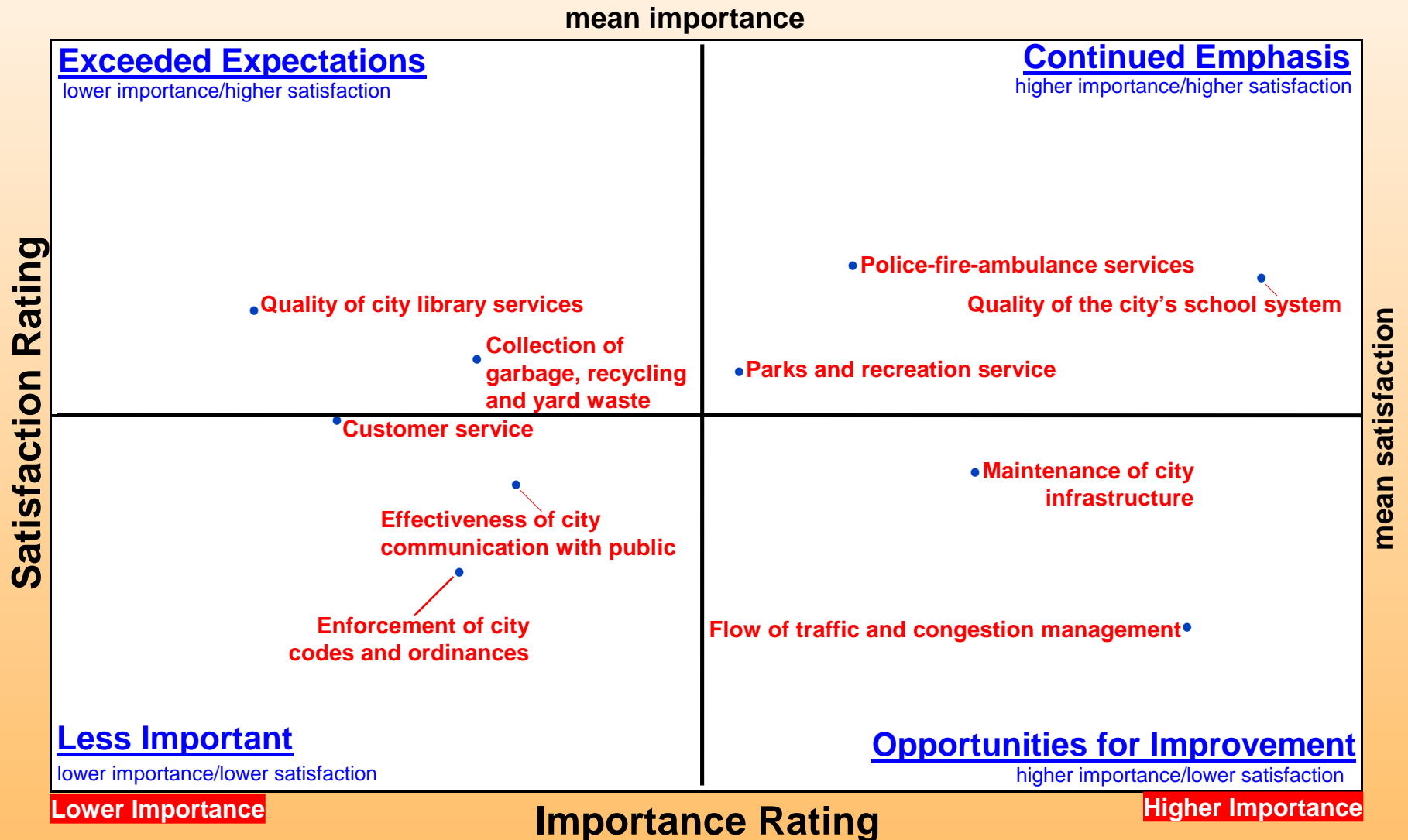
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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

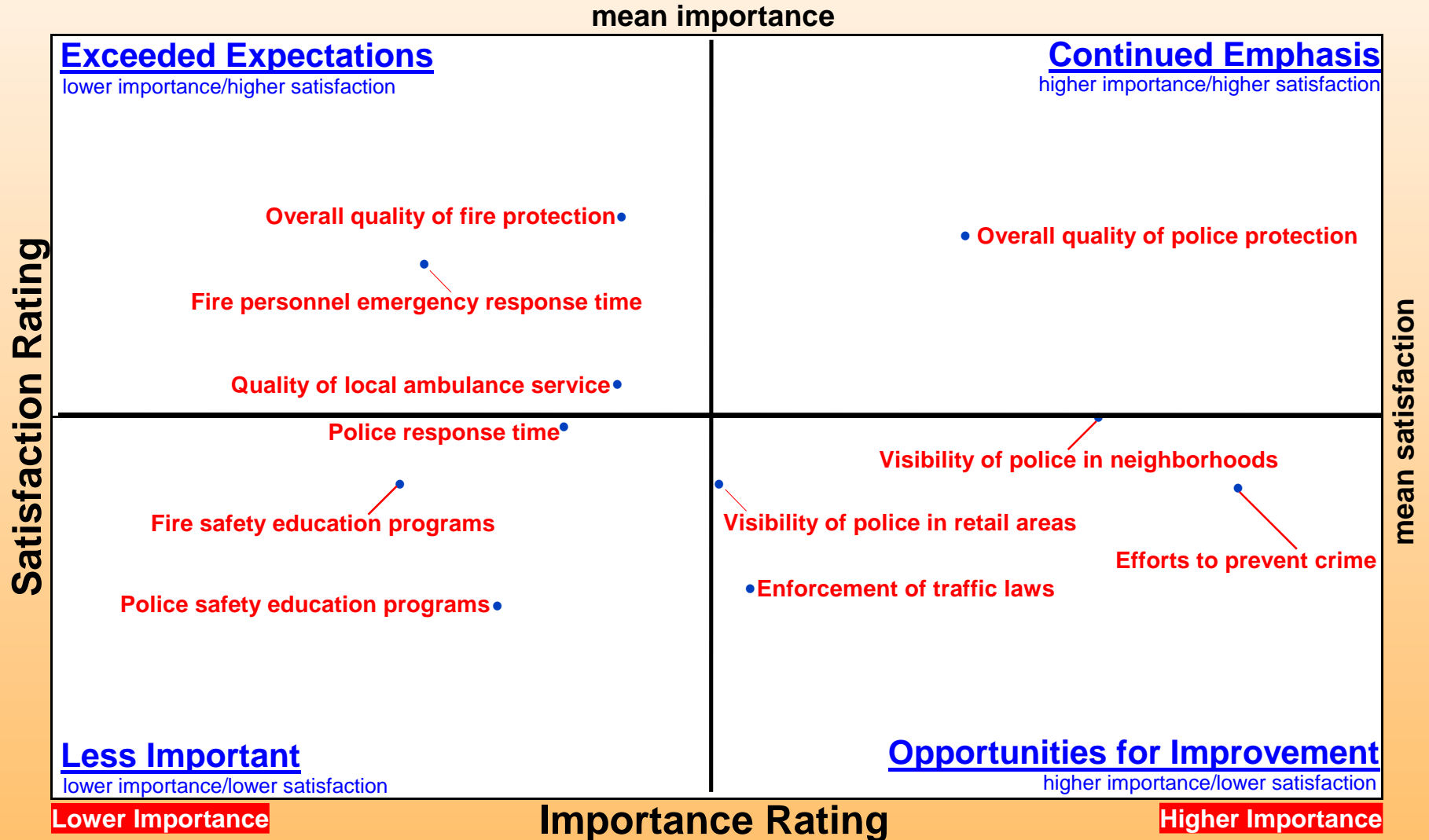


Source: ETC Institute (2014)

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety Services-

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

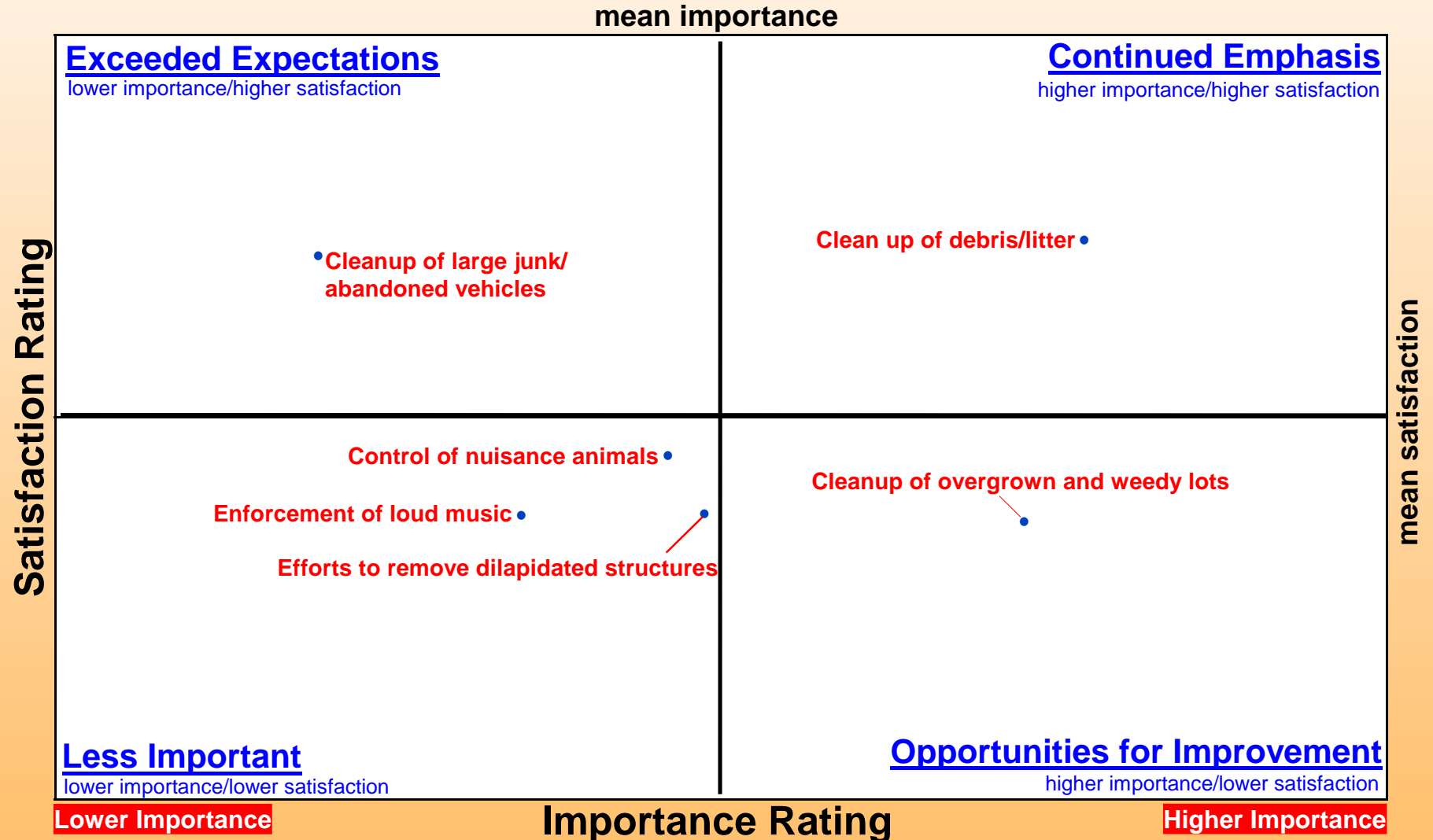


Source: ETC Institute (2014)

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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

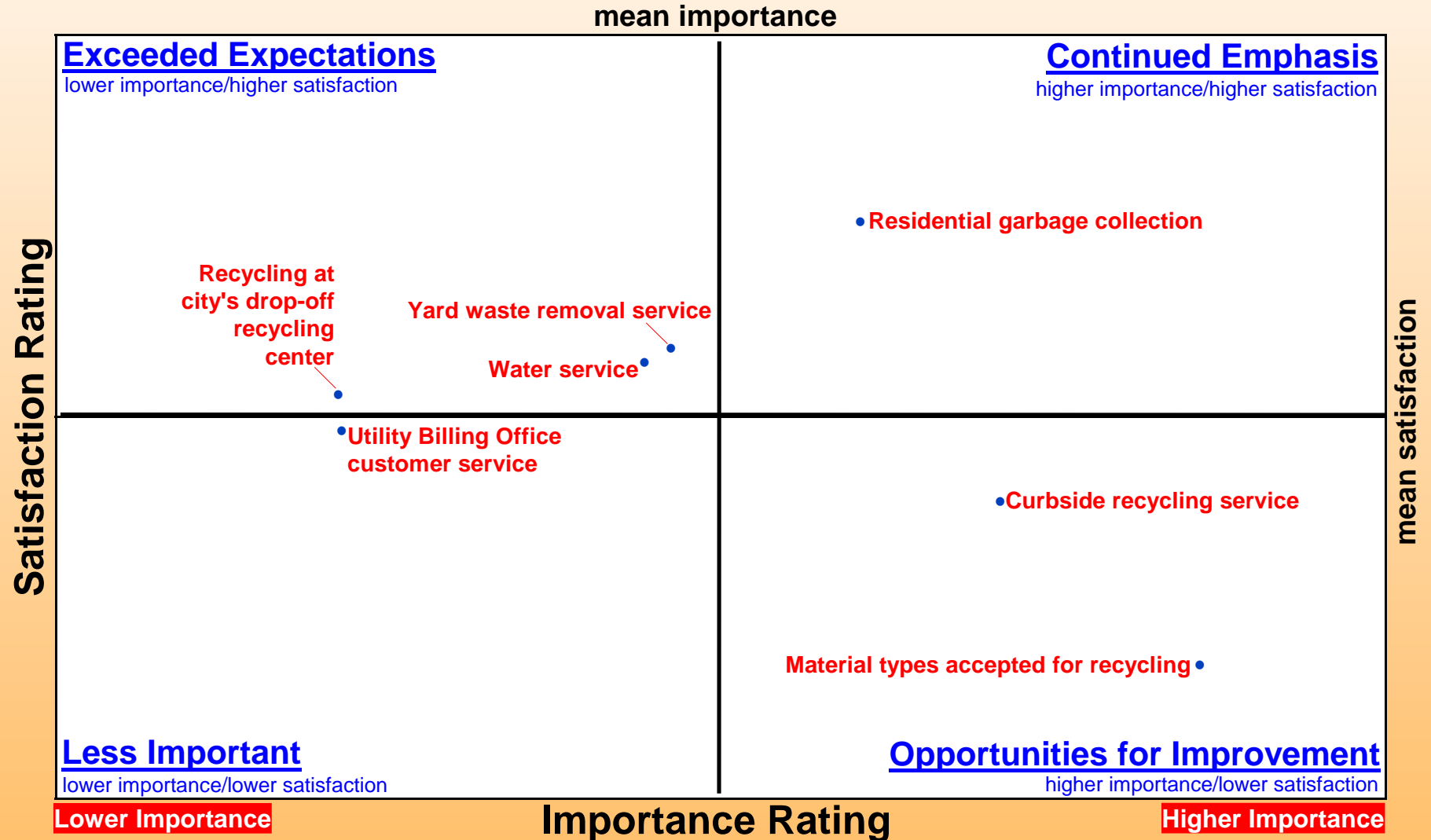


Source: ETC Institute (2014)

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Garbage and Water Services-

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

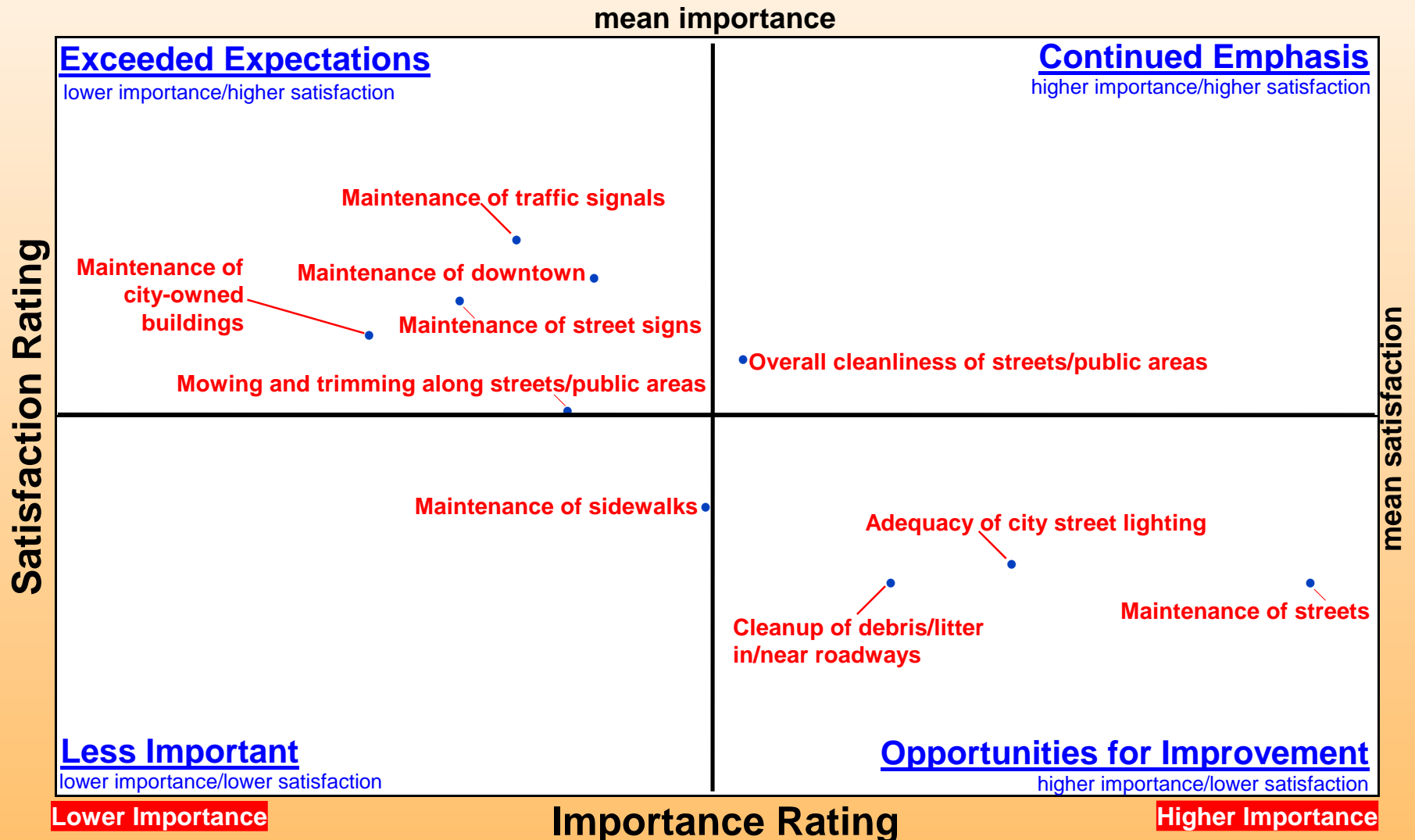


Source: ETC Institute (2014)

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

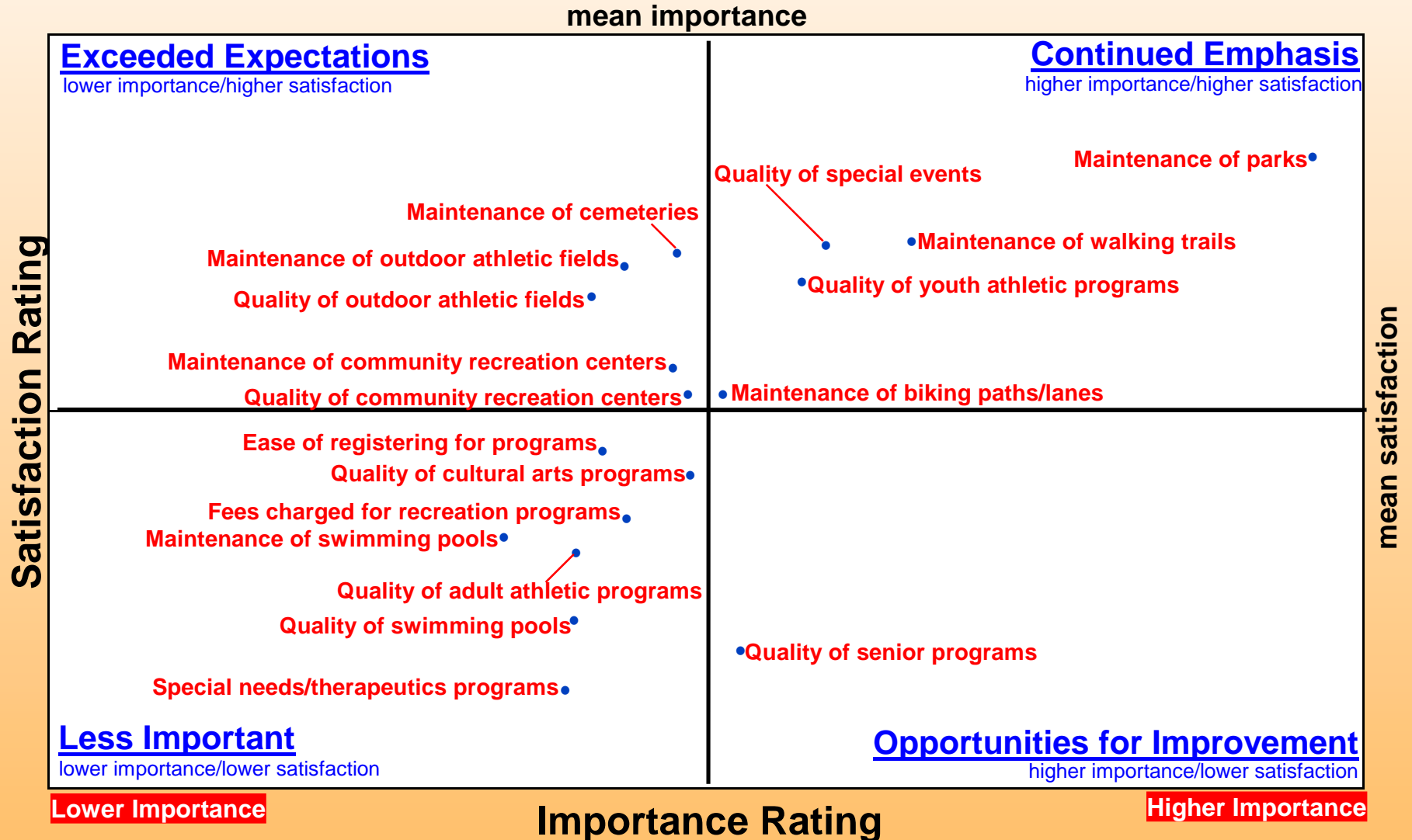
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

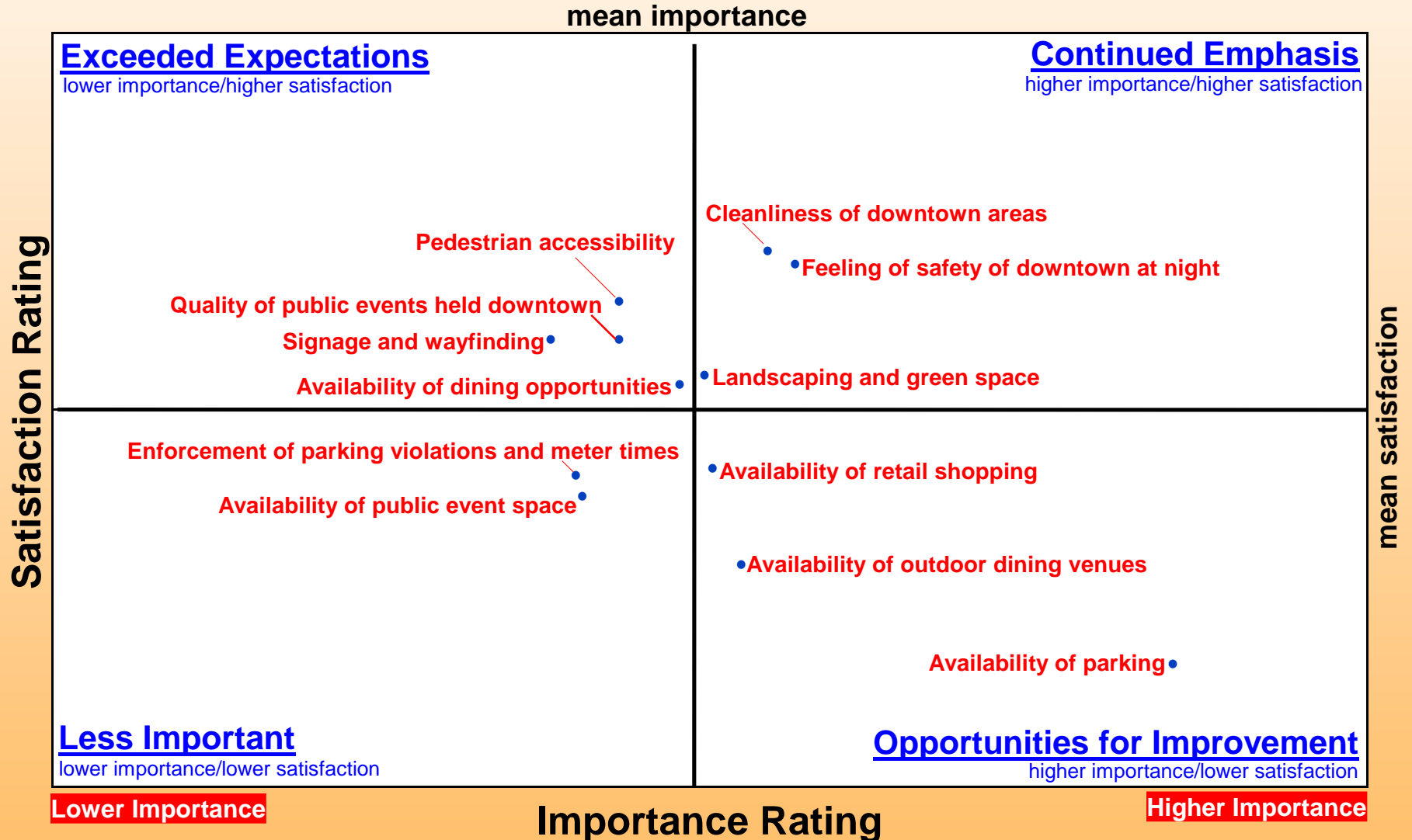


Source: ETC Institute (2014)

2014 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Downtown Auburn-

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



Source: ETC Institute (2014)

Section 4:
Tabular Data

Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of City's school system	38.4%	34.2%	5.1%	2.1%	0.4%	19.8%
Q1b. Quality of police, fire, & ambulance services	46.8%	38.8%	6.3%	1.4%	0.3%	6.4%
Q1c. Quality of parks & recreation services	35.5%	41.8%	13.0%	2.9%	0.7%	6.2%
Q1d. Quality of City's library services	41.5%	31.1%	8.7%	1.0%	0.3%	17.4%
Q1e. Quality of City's customer service	25.7%	38.0%	14.7%	1.7%	0.4%	19.5%
Q1f. Maintenance of City infrastructure	24.0%	45.5%	18.3%	5.1%	0.7%	6.4%
Q1g. Enforcement of City codes & ordinances	20.1%	36.8%	20.7%	6.0%	1.2%	15.2%
Q1h. Flow of traffic & congestion management	17.7%	44.2%	20.4%	13.2%	3.3%	1.2%
Q1i. Collection of garbage, recycling & yard waste	41.2%	41.4%	7.6%	4.8%	2.6%	2.4%
Q1j. Effectiveness of City's communication with public	27.9%	42.9%	18.2%	5.4%	0.5%	5.1%

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of City's school system	47.9%	42.6%	6.4%	2.6%	0.5%
Q1b. Quality of police, fire, & ambulance services	50.0%	41.5%	6.7%	1.5%	0.3%
Q1c. Quality of parks & recreation services	37.8%	44.6%	13.8%	3.1%	0.7%
Q1d. Quality of City's library services	50.3%	37.6%	10.5%	1.3%	0.3%
Q1e. Quality of City's customer service	31.9%	47.2%	18.2%	2.1%	0.5%
Q1f. Maintenance of City infrastructure	25.6%	48.6%	19.6%	5.5%	0.7%
Q1g. Enforcement of City codes & ordinances	23.6%	43.4%	24.4%	7.1%	1.4%
Q1h. Flow of traffic & congestion management	17.9%	44.7%	20.7%	13.4%	3.3%
Q1i. Collection of garbage, recycling & yard waste	42.1%	42.4%	7.8%	5.0%	2.7%
Q1j. Effectiveness of City's communication with public	29.4%	45.2%	19.2%	5.7%	0.6%

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	253	33.2 %
Quality of police, fire, & ambulance services	71	9.3 %
Quality of parks & recreation services	32	4.2 %
Quality of City's library services	9	1.2 %
Quality of City's customer service	12	1.6 %
Maintenance of City infrastructure	88	11.5 %
Enforcement of City codes & ordinances	26	3.4 %
Flow of traffic & congestion management	153	20.1 %
Collection of garbage, recycling & yard waste	39	5.1 %
Effectiveness of City's communication with public	27	3.5 %
None chosen	53	6.9 %
Total	763	100.0 %

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	89	11.7 %
Quality of police, fire, & ambulance services	117	15.3 %
Quality of parks & recreation services	75	9.8 %
Quality of City's library services	18	2.4 %
Quality of City's customer service	24	3.1 %
Maintenance of City infrastructure	120	15.7 %
Enforcement of City codes & ordinances	40	5.2 %
Flow of traffic & congestion management	121	15.9 %
Collection of garbage, recycling & yard waste	40	5.2 %
Effectiveness of City's communication with public	38	5.0 %
None chosen	81	10.6 %
Total	763	100.0 %

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	56	7.3 %
Quality of police, fire, & ambulance services	68	8.9 %
Quality of parks & recreation services	109	14.3 %
Quality of City's library services	19	2.5 %
Quality of City's customer service	40	5.2 %
Maintenance of City infrastructure	91	11.9 %
Enforcement of City codes & ordinances	53	6.9 %
Flow of traffic & congestion management	98	12.8 %
Collection of garbage, recycling & yard waste	46	6.0 %
Effectiveness of City's communication with public	73	9.6 %
None chosen	110	14.4 %
Total	763	100.0 %

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	398	52.2 %
Quality of police, fire, & ambulance services	256	33.6 %
Quality of parks & recreation services	216	28.3 %
Quality of City's library services	46	6.0 %
Quality of City's customer service	76	10.0 %
Maintenance of City infrastructure	299	39.2 %
Enforcement of City codes & ordinances	119	15.6 %
Flow of traffic & congestion management	372	48.8 %
Collection of garbage, recycling & yard waste	125	16.4 %
Effectiveness of City's communication with public	138	18.1 %
None chosen	53	6.9 %
Total	2098	

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value you receive for your City tax & fees	22.7%	51.4%	18.7%	3.7%	0.9%	2.6%
Q3b. Overall image of City	45.9%	44.2%	6.7%	2.1%	0.3%	0.9%
Q3c. Overall quality of life in City	50.3%	40.8%	5.2%	2.0%	0.5%	1.2%
Q3d. Overall appearance of City	31.8%	48.1%	13.5%	4.6%	0.8%	1.2%
Q3e. Overall quality of City services	30.9%	53.1%	12.5%	1.3%	0.4%	1.8%

WITHOUT DON'T KNOW

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Auburn are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value you receive for your City tax & fees	23.3%	52.8%	19.2%	3.8%	0.9%
Q3b. Overall image of City	46.3%	44.6%	6.7%	2.1%	0.3%
Q3c. Overall quality of life in City	50.9%	41.2%	5.3%	2.0%	0.5%
Q3d. Overall appearance of City	32.2%	48.7%	13.7%	4.6%	0.8%
Q3e. Overall quality of City services	31.5%	54.1%	12.7%	1.3%	0.4%

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

(N=763)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	65.1%	30.1%	2.9%	0.9%	0.1%	0.8%
Q4b. As a place to raise children	65.7%	24.6%	2.6%	1.0%	0.0%	6.0%
Q4c. As a place to work	43.5%	32.1%	13.8%	2.0%	0.8%	7.9%

WITHOUT DON'T KNOW

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

(N=763)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	65.7%	30.4%	2.9%	0.9%	0.1%
Q4b. As a place to raise children	69.9%	26.2%	2.8%	1.1%	0.0%
Q4c. As a place to work	47.2%	34.9%	14.9%	2.1%	0.9%

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of leadership provided by City's elected officials	18.0%	42.7%	21.5%	5.6%	1.0%	11.1%
Q5b. Overall effectiveness of appointed boards & commissions	13.4%	38.5%	24.2%	4.8%	1.6%	17.4%
Q5c. Overall effectiveness of City Manager	20.4%	40.1%	20.4%	3.0%	0.8%	15.2%

WITHOUT DON'T KNOW

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of leadership provided by City's elected officials	20.2%	48.1%	24.2%	6.3%	1.2%
Q5b. Overall effectiveness of appointed boards & commissions	16.2%	46.7%	29.4%	5.9%	1.9%
Q5c. Overall effectiveness of City Manager	24.1%	47.3%	24.1%	3.6%	0.9%

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Overall quality of police protection	36.8%	50.3%	7.3%	1.8%	0.5%	3.1%
Q6b. Visibility of police in neighborhoods	31.3%	47.4%	14.0%	4.5%	0.7%	2.1%
Q6c. Visibility of police in retail areas	25.7%	47.2%	18.1%	3.4%	0.3%	5.4%
Q6d. Police response time	27.0%	29.6%	12.6%	1.4%	0.1%	29.2%
Q6e. Efforts to prevent crime	25.0%	40.5%	16.5%	2.5%	0.8%	14.7%
Q6f. Police safety education programs	21.4%	27.3%	17.7%	2.1%	0.4%	31.2%
Q6g. Enforcement of traffic laws	23.5%	43.6%	18.1%	7.1%	1.6%	6.2%
Q6h. Overall quality of fire protection	36.2%	40.4%	6.4%	0.5%	0.0%	16.5%
Q6i. Fire personnel emergency response time	30.4%	26.2%	7.1%	0.3%	0.0%	36.0%
Q6j. Quality of fire safety education programs	22.3%	25.6%	14.3%	0.5%	0.1%	37.2%
Q6k. Quality of local ambulance service	24.9%	29.1%	10.7%	0.8%	0.1%	34.3%

WITHOUT DON'T KNOW

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Overall quality of police protection	38.0%	52.0%	7.6%	1.9%	0.5%
Q6b. Visibility of police in neighborhoods	32.0%	48.5%	14.3%	4.6%	0.7%
Q6c. Visibility of police in retail areas	27.1%	49.9%	19.1%	3.6%	0.3%
Q6d. Police response time	38.1%	41.9%	17.8%	2.0%	0.2%
Q6e. Efforts to prevent crime	29.3%	47.5%	19.4%	2.9%	0.9%
Q6f. Police safety education programs	31.0%	39.6%	25.7%	3.0%	0.6%
Q6g. Enforcement of traffic laws	25.0%	46.5%	19.3%	7.5%	1.7%
Q6h. Overall quality of fire protection	43.3%	48.4%	7.7%	0.6%	0.0%
Q6i. Fire personnel emergency response time	47.5%	41.0%	11.1%	0.4%	0.0%
Q6j. Quality of fire safety education programs	35.5%	40.7%	22.8%	0.8%	0.2%
Q6k. Quality of local ambulance service	37.9%	44.3%	16.4%	1.2%	0.2%

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q7. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	147	19.3 %
Visibility of police in neighborhoods	134	17.6 %
Visibility of police in retail areas	33	4.3 %
Police response time	30	3.9 %
Efforts to prevent crime	156	20.4 %
Police safety education programs	22	2.9 %
Enforcement of traffic laws	69	9.0 %
Quality of fire protection	12	1.6 %
Fire personnel emergency response time	5	0.7 %
Quality of fire safety education programs	7	0.9 %
Quality of local ambulance service	21	2.8 %
None chosen	127	16.6 %
Total	763	100.0 %

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q7. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	50	6.6 %
Visibility of police in neighborhoods	103	13.5 %
Visibility of police in retail areas	74	9.7 %
Police response time	42	5.5 %
Efforts to prevent crime	101	13.2 %
Police safety education programs	30	3.9 %
Enforcement of traffic laws	57	7.5 %
Quality of fire protection	68	8.9 %
Fire personnel emergency response time	28	3.7 %
Quality of fire safety education programs	18	2.4 %
Quality of local ambulance service	27	3.5 %
None chosen	165	21.6 %
Total	763	100.0 %

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q7. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	51	6.7 %
Visibility of police in neighborhoods	57	7.5 %
Visibility of police in retail areas	57	7.5 %
Police response time	39	5.1 %
Efforts to prevent crime	86	11.3 %
Police safety education programs	36	4.7 %
Enforcement of traffic laws	49	6.4 %
Quality of fire protection	50	6.6 %
Fire personnel emergency response time	29	3.8 %
Quality of fire safety education programs	29	3.8 %
Quality of local ambulance service	81	10.6 %
None chosen	199	26.1 %
Total	763	100.0 %

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

<u>Q7. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	248	32.5 %
Visibility of police in neighborhoods	294	38.5 %
Visibility of police in retail areas	164	21.5 %
Police response time	111	14.5 %
Efforts to prevent crime	343	45.0 %
Police safety education programs	88	11.5 %
Enforcement of traffic laws	175	22.9 %
Quality of fire protection	130	17.0 %
Fire personnel emergency response time	62	8.1 %
Quality of fire safety education programs	54	7.1 %
Quality of local ambulance service	129	16.9 %
None chosen	127	16.6 %
Total	1925	

Q8. FEELING OF SAFETY. Please rate your feeling of safety in the following areas using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

(N=763)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. In your neighborhood during the day	63.7%	31.5%	3.5%	0.5%	0.0%	0.8%
Q8b. In your neighborhood at night	38.9%	47.8%	10.0%	2.0%	0.5%	0.8%
Q8c. In City's parks	22.1%	44.6%	17.4%	2.0%	0.3%	13.6%
Q8d. In commercial & retail areas	30.1%	53.1%	13.8%	1.2%	0.1%	1.7%
Q8e. In downtown Auburn	43.3%	47.1%	6.8%	0.5%	0.1%	2.2%
Q8f. Traveling by bicycle in Auburn	9.3%	19.5%	19.3%	10.0%	5.0%	37.0%
Q8g. Traveling as a pedestrian in Auburn	18.9%	43.1%	19.3%	8.0%	2.0%	8.8%
Q8h. Overall feeling of safety in Auburn	34.9%	56.1%	7.6%	0.5%	0.0%	0.9%

WITHOUT DON'T KNOW

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

(N=763)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. In your neighborhood during the day	64.2%	31.7%	3.6%	0.5%	0.0%
Q8b. In your neighborhood at night	39.2%	48.2%	10.0%	2.0%	0.5%
Q8c. In City's parks	25.6%	51.6%	20.2%	2.3%	0.3%
Q8d. In commercial & retail areas	30.7%	54.0%	14.0%	1.2%	0.1%
Q8e. In downtown Auburn	44.2%	48.1%	7.0%	0.5%	0.1%
Q8f. Traveling by bicycle in Auburn	14.8%	31.0%	30.6%	15.8%	7.9%
Q8g. Traveling as a pedestrian in Auburn	20.7%	47.3%	21.1%	8.8%	2.2%
Q8h. Overall feeling of safety in Auburn	35.2%	56.6%	7.7%	0.5%	0.0%

Q9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn? Rank in order by writing 1 for the most important and 2 for the second most important.

Q9. 1 st Choice	Number	Percent
Texting while driving/distracted driving	525	68.8 %
Jaywalking	32	4.2 %
Visibility of joggers/walkers after dark	69	9.0 %
Running red lights	58	7.6 %
Neighborhood speeding	39	5.1 %
Bicyclists not obeying traffic laws	18	2.4 %
Tiger Transit loading/unloading safety	4	0.5 %
Pedestrian safety	5	0.7 %
None chosen	13	1.7 %
Total	763	100.0 %

Q9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn? Rank in order by writing 1 for the most important and 2 for the second most important.

Q9. 2 nd Choice	Number	Percent
Texting while driving/distracted driving	13	1.7 %
Jaywalking	38	5.0 %
Visibility of joggers/walkers after dark	89	11.7 %
Running red lights	130	17.0 %
Neighborhood speeding	180	23.6 %
Bicyclists not obeying traffic laws	147	19.3 %
Tiger Transit loading/unloading safety	38	5.0 %
Pedestrian safety	105	13.8 %
None chosen	23	3.0 %
Total	763	100.0 %

Q9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn? Rank in order by writing 1 for the most important and 2 for the second most important. (Sum of Top Two Choices)

Q9. Sum of Top 2 Choices	Number	Percent
Texting while driving/distracted driving	538	70.5 %
Jaywalking	70	9.2 %
Visibility of joggers/walkers after dark	158	20.7 %
Running red lights	188	24.6 %
Neighborhood speeding	219	28.7 %
Bicyclists not obeying traffic laws	165	21.6 %
Tiger Transit loading/unloading safety	42	5.5 %
Pedestrian safety	110	14.4 %
None chosen	13	1.7 %
Total	1503	

Q10. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Cleanup of debris/litter	37.1%	43.3%	10.1%	5.1%	2.6%	1.8%
Q10b. Cleanup of large junk/abandoned vehicles	34.1%	33.3%	11.7%	2.8%	1.4%	16.8%
Q10c. Cleanup of overgrown & weedy lots	23.9%	30.8%	19.5%	8.8%	3.0%	14.0%
Q10d. Efforts to remove dilapidated structures	21.6%	26.0%	18.2%	5.5%	2.4%	26.3%
Q10e. Enforcement of loud music	21.1%	30.5%	18.5%	7.7%	3.0%	19.1%
Q10f. Control of nuisance animals	23.3%	34.1%	17.6%	6.4%	3.3%	15.3%

WITHOUT DON'T KNOW

Q10. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Cleanup of debris/litter	37.8%	44.1%	10.3%	5.2%	2.7%
Q10b. Cleanup of large junk/abandoned vehicles	40.9%	40.0%	14.0%	3.3%	1.7%
Q10c. Cleanup of overgrown & weedy lots	27.7%	35.8%	22.7%	10.2%	3.5%
Q10d. Efforts to remove dilapidated structures	29.4%	35.2%	24.7%	7.5%	3.2%
Q10e. Enforcement of loud music	26.1%	37.8%	22.9%	9.6%	3.7%
Q10f. Control of nuisance animals	27.6%	40.2%	20.7%	7.6%	3.9%

Q11. Which TWO of the CODE ENFORCEMENT items listed in Question 10 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q11. 1 st Choice	Number	Percent
Cleanup of debris/litter	197	25.8 %
Cleanup of large junk/abandoned vehicles	35	4.6 %
Cleanup of overgrown & weedy lots	122	16.0 %
Efforts to remove dilapidated structures	84	11.0 %
Enforcement of loud music	83	10.9 %
Control of nuisance animals	95	12.5 %
None chosen	147	19.3 %
Total	763	100.0 %

Q11. Which TWO of the CODE ENFORCEMENT items listed in Question 10 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q11. 2 nd Choice	Number	Percent
Cleanup of debris/litter	87	11.4 %
Cleanup of large junk/abandoned vehicles	73	9.6 %
Cleanup of overgrown & weedy lots	148	19.4 %
Efforts to remove dilapidated structures	113	14.8 %
Enforcement of loud music	72	9.4 %
Control of nuisance animals	93	12.2 %
None chosen	177	23.2 %
Total	763	100.0 %

Q11. Which TWO of the CODE ENFORCEMENT items listed in Question 10 do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Two Choices)

Q11. Sum of Top 2 Choices	Number	Percent
Cleanup of debris/litter	284	37.2 %
Cleanup of large junk/abandoned vehicles	108	14.2 %
Cleanup of overgrown & weedy lots	270	35.4 %
Efforts to remove dilapidated structures	197	25.8 %
Enforcement of loud music	155	20.3 %
Control of nuisance animals	188	24.6 %
None chosen	147	19.3 %
Total	1349	

Q12. GARBAGE AND WATER SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Residential garbage collection service	54.9%	34.1%	4.6%	2.2%	0.9%	3.3%
Q12b. Curbside recycling service	33.3%	31.6%	12.3%	7.3%	3.5%	11.9%
Q12c. Material types accepted for recycling	22.5%	32.2%	16.6%	12.3%	4.2%	12.1%
Q12d. Recycling at City's drop-off recycling center	30.9%	30.5%	11.9%	2.0%	0.8%	23.9%
Q12e. Yard waste removal service	38.9%	36.8%	9.0%	4.3%	1.4%	9.4%
Q12f. Water service	38.9%	40.2%	9.8%	3.0%	3.5%	4.5%
Q12g. Utility Billing Office customer service	34.3%	33.0%	13.0%	3.3%	2.5%	13.9%

WITHOUT DON'T KNOW

Q12. GARBAGE AND WATER SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Residential garbage collection service	56.8%	35.2%	4.7%	2.3%	0.9%
Q12b. Curbside recycling service	37.8%	35.9%	14.0%	8.3%	4.0%
Q12c. Material types accepted for recycling	25.6%	36.7%	18.9%	14.0%	4.8%
Q12d. Recycling at City's drop-off recycling center	40.6%	40.1%	15.7%	2.6%	1.0%
Q12e. Yard waste removal service	43.0%	40.7%	10.0%	4.8%	1.6%
Q12f. Water service	40.7%	42.1%	10.3%	3.2%	3.7%
Q12g. Utility Billing Office customer service	39.9%	38.4%	15.1%	3.8%	2.9%

Q13. Which TWO of the GARBAGE AND WATER SERVICES listed in Question 12 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q13. 1 st Choice	Number	Percent
Residential garbage collection service	126	16.5 %
Curbside recycling service	101	13.2 %
Material types accepted for recycling	184	24.1 %
Recycling at City's drop-off recycling center	23	3.0 %
Yard waste removal service	69	9.0 %
Water service	69	9.0 %
Utility Billing Office customer service	40	5.2 %
None chosen	151	19.8 %
Total	763	100.0 %

Q13. Which TWO of the GARBAGE AND WATER SERVICES listed in Question 12 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q13. 2 nd Choice	Number	Percent
Residential garbage collection service	74	9.7 %
Curbside recycling service	131	17.2 %
Material types accepted for recycling	94	12.3 %
Recycling at City's drop-off recycling center	57	7.5 %
Yard waste removal service	88	11.5 %
Water service	82	10.7 %
Utility Billing Office customer service	41	5.4 %
None chosen	196	25.7 %
Total	763	100.0 %

Q13. Which TWO of the GARBAGE AND WATER SERVICES listed in Question 12 do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Two Choices)

Q13. Sum of Top 2 Choices	Number	Percent
Residential garbage collection service	200	26.2 %
Curbside recycling service	232	30.4 %
Material types accepted for recycling	278	36.4 %
Recycling at City's drop-off recycling center	80	10.5 %
Yard waste removal service	157	20.6 %
Water service	151	19.8 %
Utility Billing Office customer service	81	10.6 %
None chosen	151	19.8 %
Total	1330	

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

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Ease of travel by car in Auburn	26.9%	52.9%	11.0%	6.8%	0.8%	1.6%
Q14b. Ease of travel by bicycle in Auburn	8.4%	14.7%	20.4%	6.7%	3.4%	46.4%
Q14c. Ease of pedestrian travel in Auburn	21.1%	39.6%	19.4%	6.2%	1.8%	11.9%

WITHOUT DON'T KNOW

Q14. TRAFFIC FLOW & TRANSPORTATION. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Ease of travel by car in Auburn	27.3%	53.8%	11.2%	6.9%	0.8%
Q14b. Ease of travel by bicycle in Auburn	15.6%	27.4%	38.1%	12.5%	6.4%
Q14c. Ease of pedestrian travel in Auburn	24.0%	44.9%	22.0%	7.0%	2.1%

Q15. How often do you use the City's bicycle lanes and facilities?

Q15. How often do you use City's bicycle lanes & facilities	Number	Percent
Daily	25	3.3 %
Weekly	59	7.7 %
Monthly	26	3.4 %
Occasionally	138	18.1 %
Never	492	64.5 %
Not provided	23	3.0 %
Total	763	100.0 %

Q16. MAINTENANCE. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Maintenance of streets	17.7%	54.3%	15.9%	8.7%	1.4%	2.1%
Q16b. Maintenance of sidewalks	22.1%	52.3%	16.4%	4.7%	1.0%	3.4%
Q16c. Maintenance of street signs	32.6%	52.7%	10.1%	1.6%	0.3%	2.8%
Q16d. Maintenance of traffic signals	35.5%	52.2%	7.5%	1.8%	0.3%	2.8%
Q16e. Maintenance of Downtown Auburn	36.0%	50.6%	8.5%	1.4%	0.1%	3.3%
Q16f. Cleanup of debris/litter in & near roadways	22.8%	47.1%	17.0%	8.0%	1.8%	3.3%
Q16g. Maintenance of City-owned buildings	28.3%	48.0%	12.1%	1.0%	0.0%	10.6%
Q16h. Mowing/trimming along streets & public areas	26.5%	53.5%	13.5%	2.5%	0.9%	3.1%
Q16i. Overall cleanliness of streets & public areas	28.8%	53.7%	12.1%	2.4%	0.5%	2.5%
Q16j. Adequacy of City street lighting	22.8%	48.5%	15.9%	8.5%	1.6%	2.8%

WITHOUT DON'T KNOW

Q16. MAINTENANCE. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Maintenance of streets	18.1%	55.4%	16.2%	8.8%	1.5%
Q16b. Maintenance of sidewalks	22.9%	54.1%	17.0%	4.9%	1.1%
Q16c. Maintenance of street signs	33.6%	54.2%	10.4%	1.6%	0.3%
Q16d. Maintenance of traffic signals	36.5%	53.6%	7.7%	1.9%	0.3%
Q16e. Maintenance of Downtown Auburn	37.3%	52.3%	8.8%	1.5%	0.1%
Q16f. Cleanup of debris/litter in & near roadways	23.6%	48.6%	17.6%	8.3%	1.9%
Q16g. Maintenance of City-owned buildings	31.7%	53.7%	13.5%	1.2%	0.0%
Q16h. Mowing/trimming along streets & public areas	27.3%	55.2%	13.9%	2.6%	0.9%
Q16i. Overall cleanliness of streets & public areas	29.6%	55.1%	12.4%	2.4%	0.5%
Q16j. Adequacy of City street lighting	23.5%	49.9%	16.3%	8.8%	1.6%

Q17. Which THREE of the areas of MAINTENANCE listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q17. 1 st Choice	Number	Percent
Maintenance of streets	261	34.2 %
Maintenance of sidewalks	41	5.4 %
Maintenance of street signs	17	2.2 %
Maintenance of traffic signals	22	2.9 %
Maintenance of Downtown Auburn	31	4.1 %
Cleanup of debris/litter in & near roadways	92	12.1 %
Maintenance of City-owned buildings	13	1.7 %
Mowing/trimming along streets & public areas	22	2.9 %
Overall cleanliness of streets & public areas	25	3.3 %
Adequacy of City street lighting	130	17.0 %
None chosen	109	14.3 %
Total	763	100.0 %

Q17. Which THREE of the areas of MAINTENANCE listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q17. 2 nd Choice	Number	Percent
Maintenance of streets	91	11.9 %
Maintenance of sidewalks	87	11.4 %
Maintenance of street signs	30	3.9 %
Maintenance of traffic signals	53	6.9 %
Maintenance of Downtown Auburn	47	6.2 %
Cleanup of debris/litter in & near roadways	73	9.6 %
Maintenance of City-owned buildings	12	1.6 %
Mowing/trimming along streets & public areas	54	7.1 %
Overall cleanliness of streets & public areas	86	11.3 %
Adequacy of City street lighting	87	11.4 %
None chosen	143	18.7 %
Total	763	100.0 %

Q17. Which THREE of the areas of MAINTENANCE listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO Years?

Q17. 3rd choice	Number	Percent
Maintenance of streets	73	9.6 %
Maintenance of sidewalks	53	6.9 %
Maintenance of street signs	35	4.6 %
Maintenance of traffic signals	30	3.9 %
Maintenance of Downtown Auburn	57	7.5 %
Cleanup of debris/litter in & near roadways	90	11.8 %
Maintenance of City-owned buildings	20	2.6 %
Mowing/trimming along streets & public areas	49	6.4 %
Overall cleanliness of streets & public areas	85	11.1 %
Adequacy of City street lighting	88	11.5 %
None chosen	183	24.0 %
Total	763	100.0 %

Q17. Which THREE of the areas of MAINTENANCE listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

Q17. Sum of Top 3 Choices	Number	Percent
Maintenance of streets	425	55.7 %
Maintenance of sidewalks	181	23.7 %
Maintenance of street signs	82	10.7 %
Maintenance of traffic signals	105	13.8 %
Maintenance of Downtown Auburn	135	17.7 %
Cleanup of debris/litter in & near roadways	255	33.4 %
Maintenance of City-owned buildings	45	5.9 %
Mowing/trimming along streets & public areas	125	16.4 %
Overall cleanliness of streets & public areas	196	25.7 %
Adequacy of City street lighting	305	40.0 %
None chosen	109	14.3 %
Total	1963	

Q18. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Maintenance of parks	23.9%	51.5%	9.6%	2.6%	0.5%	11.9%
Q18b. Maintenance of cemeteries	19.4%	37.2%	11.5%	1.4%	0.8%	29.6%
Q18c. Maintenance of walking trails	20.6%	45.3%	13.1%	1.7%	0.5%	18.7%
Q18d. Maintenance of biking paths & lanes	18.0%	32.5%	14.8%	3.4%	1.0%	30.3%
Q18e. Maintenance of swimming pools	10.9%	20.8%	14.8%	1.6%	0.4%	51.5%
Q18f. Quality of swimming pools	10.6%	19.9%	16.0%	2.4%	0.8%	50.3%
Q18g. Maintenance of community recreation centers	15.2%	35.3%	15.7%	1.2%	0.4%	32.2%
Q18h. Quality of community recreation centers	16.5%	33.9%	15.5%	3.1%	0.9%	30.0%
Q18i. Maintenance of outdoor athletic fields	19.8%	39.7%	11.9%	2.5%	0.7%	25.4%
Q18j. Quality of outdoor athletic fields	19.3%	38.5%	12.6%	2.8%	0.8%	26.1%
Q18k. Quality of youth athletic programs	18.2%	31.6%	11.3%	1.8%	0.8%	36.3%
Q18l. Quality of adult athletic programs	12.6%	23.2%	16.3%	2.6%	0.7%	44.7%
Q18m. Quality of cultural arts programs	16.4%	28.7%	17.4%	2.2%	0.9%	34.3%
Q18n. Quality of senior programs	10.1%	18.2%	15.7%	2.8%	0.9%	52.3%
Q18o. Quality of special needs/therapeutics programs	11.1%	13.5%	16.5%	1.3%	0.5%	57.0%
Q18p. Ease of registering for programs	14.4%	31.2%	15.6%	3.1%	0.8%	34.9%
Q18q. Fees charged for recreation programs	12.6%	31.3%	17.3%	3.1%	1.7%	33.9%
Q18r. Quality of special events (CityFest, Downtown Trick or Treat, etc_)	28.2%	39.3%	13.6%	1.8%	0.5%	16.5%

WITHOUT DON'T KNOW

Q18. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Maintenance of parks	27.1%	58.5%	10.9%	3.0%	0.6%
Q18b. Maintenance of cemeteries	27.6%	52.9%	16.4%	2.0%	1.1%
Q18c. Maintenance of walking trails	25.3%	55.8%	16.1%	2.1%	0.6%
Q18d. Maintenance of biking paths & lanes	25.8%	46.6%	21.2%	4.9%	1.5%
Q18e. Maintenance of swimming pools	22.4%	43.0%	30.5%	3.2%	0.8%
Q18f. Quality of swimming pools	21.4%	40.1%	32.2%	4.7%	1.6%
Q18g. Maintenance of community recreation centers	22.4%	52.0%	23.2%	1.7%	0.6%
Q18h. Quality of community recreation centers	23.6%	48.5%	22.1%	4.5%	1.3%
Q18i. Maintenance of outdoor athletic fields	26.5%	53.3%	16.0%	3.3%	0.9%
Q18j. Quality of outdoor athletic fields	26.1%	52.1%	17.0%	3.7%	1.1%
Q18k. Quality of youth athletic programs	28.6%	49.6%	17.7%	2.9%	1.2%
Q18l. Quality of adult athletic programs	22.7%	41.9%	29.4%	4.7%	1.2%
Q18m. Quality of cultural arts programs	25.0%	43.7%	26.5%	3.4%	1.4%
Q18n. Quality of senior programs	21.2%	38.2%	33.0%	5.8%	1.9%
Q18o. Quality of special needs/therapeutics programs	25.9%	31.4%	38.4%	3.0%	1.2%
Q18p. Ease of registering for programs	22.1%	47.9%	23.9%	4.8%	1.2%
Q18q. Fees charged for recreation programs	19.0%	47.4%	26.2%	4.8%	2.6%
Q18r. Quality of special events (CityFest, Downtown Trick or Treat, etc_)	33.8%	47.1%	16.3%	2.2%	0.6%

Q19. Which FOUR of the areas of PARKS AND RECREATION listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years?

Q19. 1 st Choice	Number	Percent
Maintenance of parks	169	22.1 %
Maintenance of cemeteries	31	4.1 %
Maintenance of walking trails	34	4.5 %
Maintenance of biking paths & lanes	38	5.0 %
Maintenance of swimming pools	10	1.3 %
Quality of swimming pools	17	2.2 %
Maintenance of community recreation centers	14	1.8 %
Quality of community recreation centers	24	3.1 %
Maintenance of outdoor athletic fields	12	1.6 %
Quality of outdoor athletic fields	11	1.4 %
Quality of youth athletic programs	43	5.6 %
Quality of adult athletic programs	11	1.4 %
Quality of cultural arts programs	20	2.6 %
Quality of senior programs	42	5.5 %
Quality of special needs/therapeutics programs	21	2.8 %
Ease of registering for programs	15	2.0 %
Fees charged for recreation programs	20	2.6 %
Quality of special events	49	6.4 %
None chosen	182	23.9 %
Total	763	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years?

Q19. 2 nd Choice	Number	Percent
Maintenance of parks	61	8.0 %
Maintenance of cemeteries	39	5.1 %
Maintenance of walking trails	64	8.4 %
Maintenance of biking paths & lanes	24	3.1 %
Maintenance of swimming pools	14	1.8 %
Quality of swimming pools	24	3.1 %
Maintenance of community recreation centers	35	4.6 %
Quality of community recreation centers	32	4.2 %
Maintenance of outdoor athletic fields	24	3.1 %
Quality of outdoor athletic fields	30	3.9 %
Quality of youth athletic programs	38	5.0 %
Quality of adult athletic programs	27	3.5 %
Quality of cultural arts programs	33	4.3 %
Quality of senior programs	29	3.8 %
Quality of special needs/therapeutics programs	12	1.6 %
Ease of registering for programs	21	2.8 %
Fees charged for recreation programs	18	2.4 %
Quality of special events	26	3.4 %
None chosen	212	27.8 %
Total	763	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years?

Q19. 3rd Choice	Number	Percent
Maintenance of parks	50	6.6 %
Maintenance of cemeteries	20	2.6 %
Maintenance of walking trails	52	6.8 %
Maintenance of biking paths & lanes	34	4.5 %
Maintenance of swimming pools	12	1.6 %
Quality of swimming pools	17	2.2 %
Maintenance of community recreation centers	28	3.7 %
Quality of community recreation centers	30	3.9 %
Maintenance of outdoor athletic fields	33	4.3 %
Quality of outdoor athletic fields	20	2.6 %
Quality of youth athletic programs	40	5.2 %
Quality of adult athletic programs	18	2.4 %
Quality of cultural arts programs	36	4.7 %
Quality of senior programs	28	3.7 %
Quality of special needs/therapeutics programs	15	2.0 %
Ease of registering for programs	25	3.3 %
Fees charged for recreation programs	25	3.3 %
Quality of special events	29	3.8 %
None chosen	251	32.9 %
Total	763	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years?

Q19. 4 th Choice	Number	Percent
Maintenance of parks	48	6.3 %
Maintenance of cemeteries	17	2.2 %
Maintenance of walking trails	38	5.0 %
Maintenance of biking paths & lanes	27	3.5 %
Maintenance of swimming pools	11	1.4 %
Quality of swimming pools	14	1.8 %
Maintenance of community recreation centers	28	3.7 %
Quality of community recreation centers	25	3.3 %
Maintenance of outdoor athletic fields	20	2.6 %
Quality of outdoor athletic fields	17	2.2 %
Quality of youth athletic programs	30	3.9 %
Quality of adult athletic programs	16	2.1 %
Quality of cultural arts programs	23	3.0 %
Quality of senior programs	30	3.9 %
Quality of special needs/therapeutics programs	19	2.5 %
Ease of registering for programs	19	2.5 %
Fees charged for recreation programs	26	3.4 %
Quality of special events	55	7.2 %
None chosen	300	39.3 %
Total	763	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years? (Sum of Top Four Choices)

Q19. Sum of Top 4 Choices	Number	Percent
Maintenance of parks	328	43.0 %
Maintenance of cemeteries	107	14.0 %
Maintenance of walking trails	188	24.6 %
Maintenance of biking paths & lanes	123	16.1 %
Maintenance of swimming pools	47	6.2 %
Quality of swimming pools	72	9.4 %
Maintenance of community recreation centers	105	13.8 %
Quality of community recreation centers	111	14.5 %
Maintenance of outdoor athletic fields	89	11.7 %
Quality of outdoor athletic fields	78	10.2 %
Quality of youth athletic programs	151	19.8 %
Quality of adult athletic programs	72	9.4 %
Quality of cultural arts programs	112	14.7 %
Quality of senior programs	129	16.9 %
Quality of special needs/therapeutics programs	67	8.8 %
Ease of registering for programs	80	10.5 %
Fees charged for recreation programs	89	11.7 %
Quality of special events	159	20.8 %
None chosen	182	23.9 %
Total	2289	

Q20. CITY COMMUNICATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Quality of Open Line newsletter	24.4%	41.7%	15.2%	0.5%	0.1%	18.1%
Q20b. Quality of City's website	17.0%	37.2%	22.3%	3.8%	0.8%	18.9%
Q20c. Quality of City's social media (Twitter, Facebook, etc)	8.3%	15.6%	17.6%	1.0%	0.1%	57.4%
Q20d. Availability of information on City services & programs	16.0%	40.1%	24.4%	4.7%	0.7%	14.2%
Q20e. Availability of information about Parks & Recreation programs & services	16.4%	44.4%	19.1%	5.1%	1.0%	13.9%
Q20f. Level of public involvement in local decision-making	12.7%	27.0%	29.0%	8.9%	2.9%	19.5%
Q20g. Transparency of City government	11.3%	26.5%	29.5%	9.0%	4.2%	19.5%

WITHOUT DON'T KNOW

Q20. CITY COMMUNICATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Quality of Open Line newsletter	29.8%	50.9%	18.6%	0.6%	0.2%
Q20b. Quality of City's website	21.0%	45.9%	27.5%	4.7%	1.0%
Q20c. Quality of City's social media (Twitter, Facebook, etc)	19.4%	36.6%	41.2%	2.5%	0.3%
Q20d. Availability of information on City services & programs	18.6%	46.7%	28.4%	5.5%	0.8%
Q20e. Availability of information about Parks & Recreation programs & services	19.0%	51.6%	22.2%	5.9%	1.2%
Q20f. Level of public involvement in local decision-making	15.8%	33.6%	36.0%	11.1%	3.6%
Q20g. Transparency of City government	14.0%	32.9%	36.6%	11.2%	5.2%

Q21. Which of the following are your primary sources of information about City issues, services, and events?

Q21. Your primary sources of information about City issues, services, & events

	Number	Percent
Open Line Newsletter	469	61.5 %
City website via home computer	350	45.9 %
City website via mobile device	109	14.3 %
Local newspaper	462	60.6 %
City cable channel	74	9.7 %
Radio news programs	189	24.8 %
Television news programs	239	31.3 %
Social network site	110	14.4 %
Word of mouth	473	62.0 %
City emails/press release	97	12.7 %
Public meetings	80	10.5 %
Other	16	2.1 %
None chosen	27	3.5 %
Total	2695	

Q21. Other

Q21. Other	Number	Percent
AUBURN PARENT MAGAZINE	1	6.3 %
AUBURN UNIVERSITY	2	12.5 %
CALLED CITY & ASKED	1	6.3 %
CHAMBER OF COMMERCE	1	6.3 %
CITY EVENT MAGAZINE	1	6.3 %
HAM RADIO	1	6.3 %
LEAGUE OF WOMEN VOTERS	1	6.3 %
LIBRARY	1	6.3 %
LISTENING TO RADIO ADS	1	6.3 %
OFFICE	1	6.3 %
OUTDOOR SIGNS	1	6.3 %
PERSONAL RESEARCH	1	6.3 %
ROAD SIGNS	1	6.3 %
SCHOOL NEWSLETTERS	1	6.3 %
TEACHERS AT AU	1	6.3 %
Total	16	100.0 %

Q22. DOWNTOWN AUBURN. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Cleanliness of Downtown areas	34.9%	55.2%	6.8%	1.0%	0.3%	1.8%
Q22b. Feeling of safety of Downtown at night	33.3%	50.1%	8.0%	2.0%	0.1%	6.6%
Q22c. Pedestrian accessibility	32.8%	48.8%	11.1%	2.5%	0.8%	4.1%
Q22d. Quality of public events held Downtown	28.3%	43.0%	15.1%	2.5%	0.3%	10.9%
Q22e. Landscaping & green space	27.0%	46.0%	16.3%	6.9%	0.9%	2.9%
Q22f. Signage & wayfinding	29.1%	47.7%	16.6%	2.5%	0.1%	3.9%
Q22g. Availability of public event space	18.5%	30.7%	25.2%	7.2%	1.6%	16.9%
Q22h. Availability of dining opportunities	26.3%	46.0%	16.5%	6.8%	1.3%	3.0%
Q22i. Availability of outdoor dining venues	15.6%	30.1%	26.3%	15.6%	3.7%	8.7%
Q22j. Availability of retail shopping	18.7%	41.7%	23.2%	10.5%	2.2%	3.7%
Q22k. Availability of parking	8.5%	27.5%	23.5%	26.2%	11.9%	2.4%
Q22l. Enforcement of parking violations & meter times	16.9%	34.9%	23.9%	5.2%	2.8%	16.4%

WITHOUT DON'T KNOW

Q22. DOWNTOWN AUBURN. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Cleanliness of Downtown areas	35.5%	56.2%	6.9%	1.1%	0.3%
Q22b. Feeling of safety of Downtown at night	35.6%	53.6%	8.6%	2.1%	0.1%
Q22c. Pedestrian accessibility	34.2%	50.8%	11.6%	2.6%	0.8%
Q22d. Quality of public events held Downtown	31.8%	48.2%	16.9%	2.8%	0.3%
Q22e. Landscaping & green space	27.8%	47.4%	16.7%	7.2%	0.9%
Q22f. Signage & wayfinding	30.3%	49.7%	17.3%	2.6%	0.1%
Q22g. Availability of public event space	22.2%	36.9%	30.3%	8.7%	1.9%
Q22h. Availability of dining opportunities	27.2%	47.4%	17.0%	7.0%	1.4%
Q22i. Availability of outdoor dining venues	17.1%	33.0%	28.8%	17.1%	4.0%
Q22j. Availability of retail shopping	19.5%	43.3%	24.1%	10.9%	2.3%
Q22k. Availability of parking	8.7%	28.2%	24.0%	26.8%	12.2%
Q22l. Enforcement of parking violations & meter times	20.2%	41.7%	28.5%	6.3%	3.3%

Q23. Which THREE areas of DOWNTOWN AUBURN listed in Question 22 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q23. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	75	9.8 %
Feeling of safety of Downtown at night	64	8.4 %
Pedestrian accessibility	25	3.3 %
Quality of public events held Downtown	28	3.7 %
Landscaping & green space	44	5.8 %
Signage & wayfinding	14	1.8 %
Availability of public event space	26	3.4 %
Availability of dining opportunities	36	4.7 %
Availability of outdoor dining venues	36	4.7 %
Availability of retail shopping	28	3.7 %
Availability of parking	275	36.0 %
Enforcement of parking violations & meter times	19	2.5 %
None chosen	93	12.2 %
Total	763	100.0 %

Q23. Which THREE areas of DOWNTOWN AUBURN listed in Question 22 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q23. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	67	8.8 %
Feeling of safety of Downtown at night	88	11.5 %
Pedestrian accessibility	33	4.3 %
Quality of public events held Downtown	31	4.1 %
Landscaping & green space	50	6.6 %
Signage & wayfinding	21	2.8 %
Availability of public event space	25	3.3 %
Availability of dining opportunities	60	7.9 %
Availability of outdoor dining venues	81	10.6 %
Availability of retail shopping	68	8.9 %
Availability of parking	74	9.7 %
Enforcement of parking violations & meter times	33	4.3 %
None chosen	132	17.3 %
Total	763	100.0 %

Q23. Which THREE areas of DOWNTOWN AUBURN listed in Question 22 do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q23. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	48	6.3 %
Feeling of safety of Downtown at night	54	7.1 %
Pedestrian accessibility	46	6.0 %
Quality of public events held Downtown	44	5.8 %
Landscaping & green space	59	7.7 %
Signage & wayfinding	29	3.8 %
Availability of public event space	31	4.1 %
Availability of dining opportunities	43	5.6 %
Availability of outdoor dining venues	58	7.6 %
Availability of retail shopping	62	8.1 %
Availability of parking	76	10.0 %
Enforcement of parking violations & meter times	27	3.5 %
None chosen	186	24.4 %
Total	763	100.0 %

Q23. Which THREE areas of DOWNTOWN AUBURN listed in Question 22 do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

<u>Q23. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	190	24.9 %
Feeling of safety of Downtown at night	206	27.0 %
Pedestrian accessibility	104	13.6 %
Quality of public events held Downtown	103	13.5 %
Landscaping & green space	153	20.1 %
Signage & wayfinding	64	8.4 %
Availability of public event space	82	10.7 %
Availability of dining opportunities	139	18.2 %
Availability of outdoor dining venues	175	22.9 %
Availability of retail shopping	158	20.7 %
Availability of parking	425	55.7 %
Enforcement of parking violations & meter times	79	10.4 %
None chosen	93	12.2 %
Total	1971	

Q24. Have you called or visited the City with a question, problem, or complaint during the past year?

<u>Q24. Have you called or visited City past year</u>	<u>Number</u>	<u>Percent</u>
Yes	301	39.4 %
No	462	60.6 %
Total	763	100.0 %

Q24a. [Only if YES to Question 24] How easy was it to contact the person you needed to reach?

<u>Q24a. How easy was it to contact the person</u>	<u>Number</u>	<u>Percent</u>
Very easy	137	45.5 %
Somewhat easy	120	39.9 %
Difficult	30	10.0 %
Very difficult	11	3.7 %
Don't remember	3	1.0 %
Total	301	100.0 %

Q24b. [Only if YES to Question 24] What department did you contact?

<u>Q24b. What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police	78	25.9 %
Fire	11	3.7 %
Planning	40	13.3 %
Parks & Recreation	52	17.3 %
Codes Enforcement	37	12.3 %
Public Works	57	18.9 %
City Manager's Office	39	13.0 %
Utility Billing Office	62	20.6 %
Municipal Court	17	5.6 %
Environmental Services	126	41.9 %
Water Resource Management	71	23.6 %
Finance	18	6.0 %
Other	13	4.3 %
None chosen	3	1.0 %
Total	624	

Q24b. Other

<u>Q24b. Other</u>	<u>Number</u>	<u>Percent</u>
INFORMATION TECHNOLOGY	1	7.7 %
ECONOMIC DEVELOPMENT	1	7.7 %
COMMISSION MAYOR	1	7.7 %
ABOUT THE BEAVERS	1	7.7 %
STREET LIGHTS	1	7.7 %
EARLY VOTING	1	7.7 %
SCHOOL BOARD	1	7.7 %
STREET SIGNS	1	7.7 %
STREET LIGHTING	1	7.7 %
COUNCILMAN	1	7.7 %
ENGINEERING/TRAFFIC	1	7.7 %
CITY STREETS	1	7.7 %
VOTING	1	7.7 %
Total	13	100.0 %

Q24c. [Only if YES to Question 24] Was the department you contacted responsive to your issue?

<u>Q24c. Was the department contacted responsive</u>	<u>Number</u>	<u>Percent</u>
Yes	234	77.7 %
No	39	13.0 %
Not provided	28	9.3 %
Total	301	100.0 %

Q25. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn:

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q25a. Overall quality of new residential development	16.5%	42.9%	19.7%	8.4%	2.5%	10.1%
Q25b. Overall quality of new retail development	15.1%	43.0%	21.4%	11.8%	3.0%	5.8%
Q25c. Overall quality of new business development	16.6%	45.2%	22.5%	5.8%	2.2%	7.6%
Q25d. Overall quality of new industrial development	18.7%	37.7%	20.6%	2.8%	1.4%	18.7%
Q25e. Redevelopment of abandoned or under-utilized properties	6.7%	17.0%	25.8%	23.2%	8.1%	19.1%
Q25f. Overall appearance of Opelika Road	4.1%	13.9%	28.4%	34.9%	16.0%	2.8%
Q25g. Overall appearance of Downtown Auburn	25.3%	55.7%	13.6%	2.6%	0.5%	2.2%
Q25h. City's planning for future growth	12.1%	30.9%	23.6%	7.1%	3.5%	22.8%

WITHOUT DON'T KNOW

Q25. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn: (without "don't know")

(N=763)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25a. Overall quality of new residential development	18.4%	47.7%	21.9%	9.3%	2.8%
Q25b. Overall quality of new retail development	16.0%	45.6%	22.7%	12.5%	3.2%
Q25c. Overall quality of new business development	18.0%	48.9%	24.4%	6.2%	2.4%
Q25d. Overall quality of new industrial development	23.1%	46.5%	25.3%	3.4%	1.8%
Q25e. Redevelopment of abandoned or under-utilized properties	8.3%	21.1%	31.9%	28.7%	10.0%
Q25f. Overall appearance of Opelika Road	4.2%	14.3%	29.2%	35.8%	16.4%
Q25g. Overall appearance of Downtown Auburn	25.9%	57.0%	13.9%	2.7%	0.5%
Q25h. City's planning for future growth	15.6%	40.1%	30.6%	9.2%	4.6%

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

	Mean	Sum
number	2.7	2016
Under age 5	0.2	121
Ages 5-9	0.2	132
Ages 10-14	0.2	154
Ages 15-19	0.2	126
Ages 20-24	0.2	127
Ages 25-34	0.3	244
Ages 35-44	0.4	271
Ages 45-54	0.4	273
Ages 55-64	0.4	287
Ages 65-74	0.2	188
Ages 75+	0.1	93

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

Q28. How many years have you lived in Auburn	Number	Percent
5 or less	183	24.0 %
6 to 10	144	18.9 %
11 to 15	88	11.5 %
16 to 20	73	9.6 %
21 to 30	89	11.7 %
31+	179	23.5 %
Not provided	7	0.9 %
Total	763	100.0 %

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

<u>Q29. How many people work within Auburn City limits</u>	<u>Number</u>	<u>Percent</u>
0	255	33.4 %
1	280	36.7 %
2	204	26.7 %
3	8	1.0 %
4+	8	1.0 %
<u>Not provided</u>	<u>8</u>	<u>1.0 %</u>
Total	763	100.0 %

Q30. Are you a full time Auburn University student?

<u>Q30. Are you a full time Auburn University student</u>	<u>Number</u>	<u>Percent</u>
Yes	55	7.2 %
No	707	92.7 %
<u>Not provided</u>	<u>1</u>	<u>0.1 %</u>
Total	763	100.0 %

Q31. Do you own or rent your current residence?

<u>Q31. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	626	82.0 %
Rent	134	17.6 %
<u>Not provided</u>	<u>3</u>	<u>0.4 %</u>
Total	763	100.0 %

Q32. What is your age?

<u>Q32. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 34 years	160	21.0 %
35 to 44 years	151	19.8 %
45 to 54 years	163	21.4 %
55 to 64 years	141	18.5 %
65+ years	143	18.7 %
<u>Not provided</u>	<u>5</u>	<u>0.7 %</u>
Total	763	100.0 %

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

<u>Q33. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	31	4.1 %
Black/African American	106	13.9 %
Hispanic	19	2.5 %
White/Caucasian	597	78.2 %
American Indian/Eskimo	5	0.7 %
<u>Not provided</u>	<u>9</u>	<u>1.2 %</u>
Total	767	

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

<u>Q34. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	91	11.9 %
\$30K-\$59,999	127	16.6 %
\$60K-\$99,999	221	29.0 %
\$100K+	272	35.6 %
<u>Not provided</u>	<u>52</u>	<u>6.8 %</u>
Total	763	100.0 %

Q35. Your gender:

<u>Q35. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	359	47.1 %
Female	404	52.9 %
Total	763	100.0 %

Section 5:
Survey Instrument



City of Auburn
Home of Auburn University

January 2014

Dear Auburn Resident,

I am writing to ask for your assistance with the 2014 Citizen Survey. This survey has been administered annually by the City of Auburn for the past 26 years. The feedback we receive from the results of the survey helps us gauge how successful we have been in providing quality services to the residents of Auburn and also helps us identify areas where we can improve. The Citizen Survey is a vital instrument in establishing budget priorities and forming policy decisions. Auburn is known for its active and involved citizenry and your participation in this survey is another important way to get involved in helping guide our community.

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

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

Sincerely,

Charles M. Duggan Jr.

Charles M. Duggan, Jr.
City Manager



2014 City of Auburn Citizen Survey

Welcome to the City of Auburn's Citizen Survey for 2014. Your input is an important part of the city's ongoing effort to involve citizens in long-range planning and budget decisions. Please take a few minutes to complete this survey. If you have questions about this survey, please call the City Manager, Charles M. Duggan, Jr., at 501-7260.

1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. quality of the city's school system	5	4	3	2	1	9
B. quality of police, fire, & ambulance services	5	4	3	2	1	9
C. quality of parks & recreation services	5	4	3	2	1	9
D. quality of city library services	5	4	3	2	1	9
E. quality of the city's customer service	5	4	3	2	1	9
F. maintenance of city infrastructure	5	4	3	2	1	9
G. enforcement of city codes and ordinances	5	4	3	2	1	9
H. flow of traffic & congestion management	5	4	3	2	1	9
I. collection of garbage, recycling & yard waste	5	4	3	2	1	9
J. effectiveness of city's communication with public	5	4	3	2	1	9

2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Q1 above].

1st _____ 2nd _____ 3rd _____

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

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

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

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

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

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

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

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. overall quality of police protection	5	4	3	2	1	9
B. visibility of police in neighborhoods	5	4	3	2	1	9
C. visibility of police in retail areas	5	4	3	2	1	9
D. police response time	5	4	3	2	1	9
E. efforts to prevent crime	5	4	3	2	1	9
F. police safety education programs	5	4	3	2	1	9
G. enforcement of traffic laws	5	4	3	2	1	9
H. overall quality of fire protection	5	4	3	2	1	9
I. fire personnel emergency response time	5	4	3	2	1	9
J. quality of fire safety education programs	5	4	3	2	1	9
K. quality of local ambulance service	5	4	3	2	1	9

7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q6 above].

1st ____ 2nd ____ 3rd ____

8. **FEELING OF SAFETY.** Please rate your feeling of safety in the following areas using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe.”:

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. in your neighborhood during the day	5	4	3	2	1	9
B. in your neighborhood at night	5	4	3	2	1	9
C. in the city's parks	5	4	3	2	1	9
D. in commercial and retail areas	5	4	3	2	1	9
E. in downtown Auburn	5	4	3	2	1	9
F. traveling by bicycle in Auburn	5	4	3	2	1	9
G. traveling as a pedestrian in Auburn	5	4	3	2	1	9
H. overall feeling of safety in Auburn	5	4	3	2	1	9

9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn? Rank in order by writing 1 for the most important and 2 for the second most important.

- | | |
|--|--|
| ____(A) texting while driving/distracted driving | ____(E) neighborhood speeding |
| ____(B) jaywalking | ____(F) bicyclists not obeying traffic laws |
| ____(C) visibility of joggers/walkers after dark | ____(G) Tiger Transit loading/unloading safety |
| ____(D) running red lights | ____(H) pedestrian safety |

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

In your neighborhood, how satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. cleanup of debris/litter	5	4	3	2	1	9
B. cleanup of large junk/abandoned vehicles	5	4	3	2	1	9
C. cleanup of overgrown and weedy lots	5	4	3	2	1	9
D. efforts to remove dilapidated structures	5	4	3	2	1	9
E. enforcement of loud music	5	4	3	2	1	9
F. control of nuisance animals	5	4	3	2	1	9

11. Which **TWO** of the **CODE ENFORCEMENT** items listed above do you think should receive the most emphasis from city leaders over the next **TWO** Years? [Write in the letters below using the letters from Q10 above].

1st ____ 2nd: ____

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

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. residential garbage collection service	5	4	3	2	1	9
B. curbside recycling service overall	5	4	3	2	1	9
C. material types accepted for recycling	5	4	3	2	1	9
D. recycling at city’s drop-off recycling center	5	4	3	2	1	9
E. yard waste removal service	5	4	3	2	1	9
F. water service	5	4	3	2	1	9
G. Utility Billing Office customer service	5	4	3	2	1	9

13. Which **TWO** of the **GARBAGE AND WATER SERVICES** listed on the previous page do you think should receive the most emphasis from city leaders over the next **TWO** Years? [Write in the letters below using the letters from Q12 above].

1st ____ 2nd: ____

14. **TRAFFIC FLOW & TRANSPORTATION**. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

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

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

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

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

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. maintenance of streets	5	4	3	2	1	9
B. maintenance of sidewalks	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. cleanup of debris/litter in and near roadways	5	4	3	2	1	9
G. maintenance of city-owned buildings	5	4	3	2	1	9
H. mowing/trimming along streets and public areas	5	4	3	2	1	9
I. overall cleanliness of streets and public areas	5	4	3	2	1	9
J. adequacy of city street lighting	5	4	3	2	1	9

17. Which **THREE** of the areas of **MAINTENANCE** listed above do you think should receive the most emphasis from city leaders over the next **TWO** Years? [Write in the letters below using the letters from Q16 above].

1st ____ 2nd ____ 3rd ____

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

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. maintenance of parks	5	4	3	2	1	9
B. maintenance of cemeteries	5	4	3	2	1	9
C. maintenance of walking trails	5	4	3	2	1	9
D. maintenance of biking paths and lanes	5	4	3	2	1	9
E. maintenance of swimming pools	5	4	3	2	1	9
F. quality of swimming pools	5	4	3	2	1	9
G. maintenance of community recreation centers	5	4	3	2	1	9
H. quality of community recreation centers	5	4	3	2	1	9
I. maintenance of outdoor athletic fields	5	4	3	2	1	9
J. quality of outdoor athletic fields	5	4	3	2	1	9
K. quality of youth athletic programs	5	4	3	2	1	9
L. quality of adult athletic programs	5	4	3	2	1	9
M. quality of cultural arts programs	5	4	3	2	1	9
N. quality of senior programs	5	4	3	2	1	9
O. quality of special needs/therapeutics programs	5	4	3	2	1	9
P. ease of registering for programs	5	4	3	2	1	9
Q. fees charged for recreation programs	5	4	3	2	1	9
R. quality of special events (<i>CityFest, Downtown Trick or Treat, etc...</i>)	5	4	3	2	1	9

19. Which **FOUR** of the areas of **PARKS AND RECREATION** listed above do you think should receive the most emphasis from city leaders over the next **TWO** Years? [Write in the letters below using the letters from Q18 above].

1st ____ 2nd ____ 3rd ____ 4th ____

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

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. quality of <i>Open Line</i> newsletter	5	4	3	2	1	9
B. quality of the city’s website	5	4	3	2	1	9
C. quality of the city’s social media (<i>Twitter, Facebook, etc</i>)	5	4	3	2	1	9
D. availability of information on city services and programs	5	4	3	2	1	9
E. availability of information about Parks & Recreation programs and services	5	4	3	2	1	9
F. level of public involvement in local decision-making	5	4	3	2	1	9
G. transparency of city government	5	4	3	2	1	9

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

- | | |
|---|--|
| ___ (1) <i>Open Line</i> newsletter | ___ (7) television news programs |
| ___ (2) city website via home computer (desktop, laptop) | ___ (8) social networking site (<i>Facebook, Twitter, YouTube</i>) |
| ___ (3) city website via mobile device (phone, tablet) | ___ (9) word of mouth (friends/neighbors) |
| ___ (4) local newspaper (<i>Villager, OA News</i>) | ___ (10) city emails/press releases (<i>e-Notifier</i>) |
| ___ (5) city cable channel (Charter Ch. 16, Knology Ch. 13) | ___ (11) public meetings |
| ___ (6) radio news programs | ___ (12) Other _____ |

22. DOWNTOWN AUBURN. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. cleanliness of downtown areas	5	4	3	2	1	9
B. feeling of safety of downtown at night	5	4	3	2	1	9
C. pedestrian accessibility	5	4	3	2	1	9
D. quality of public events held downtown	5	4	3	2	1	9
E. landscaping and green space	5	4	3	2	1	9
F. signage and wayfinding	5	4	3	2	1	9
G. availability of public event space	5	4	3	2	1	9
H. availability of dining opportunities	5	4	3	2	1	9
I. availability of outdoor dining venues	5	4	3	2	1	9
J. availability of retail shopping	5	4	3	2	1	9
K. availability of parking	5	4	3	2	1	9
L. enforcement of parking violations and meter times	5	4	3	2	1	9

23. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q22 above].

1st ____ 2nd ____ 3rd ____

DEMOGRAPHICS

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

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

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

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

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

31. Do you own or rent your current residence? _____(1) own _____(2) rent

32. What is your age?

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

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

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

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

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

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

This concludes the survey for 2014. If you would like to suggest a question for consideration to be included in next year’s survey, please visit our website at www.auburnalabama.org/survey and click on the “Submit Survey Question” menu button. **Thank you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:

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

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

2014 City of Auburn Citizen Survey *Appendix A – GIS Maps*

...helping organizations make better decisions since 1982

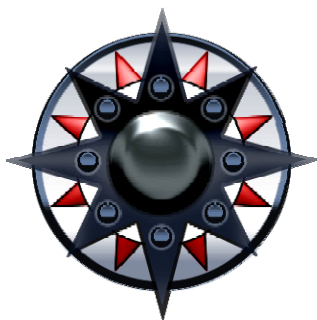
Final Report

Submitted to the City of Auburn, Alabama by:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas
66061

April 2014





Interpreting the Maps

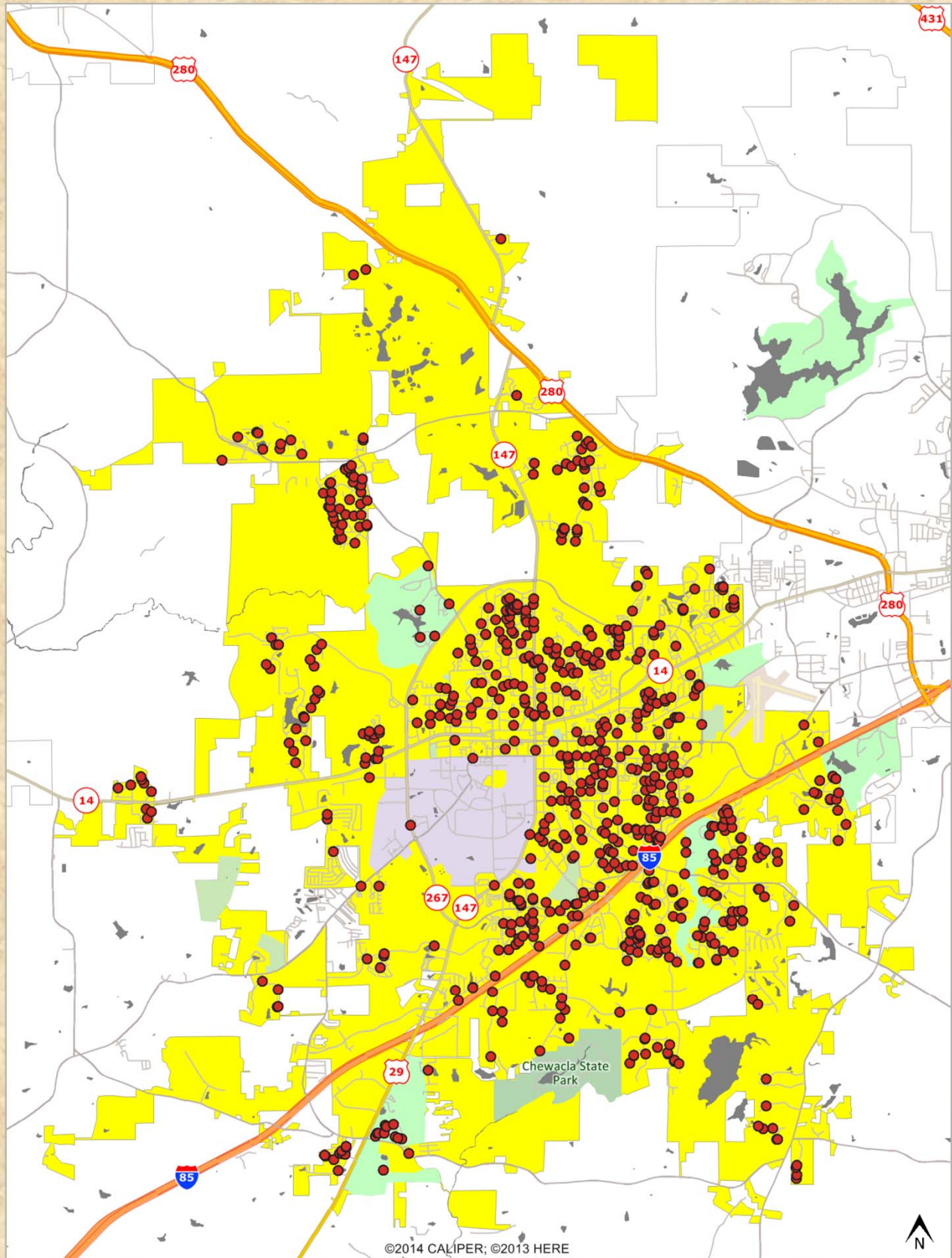
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

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

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

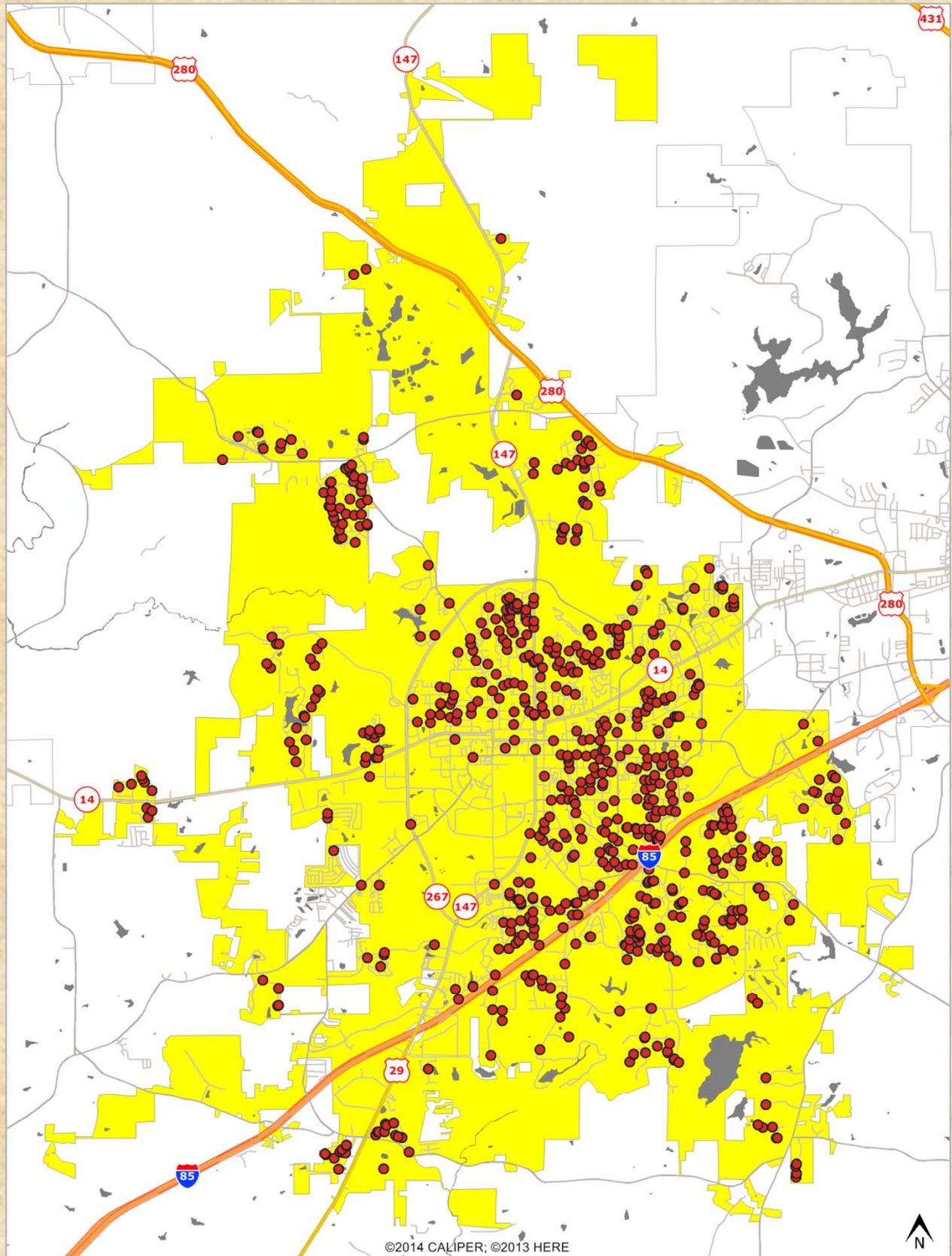
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

Location of Survey Respondents



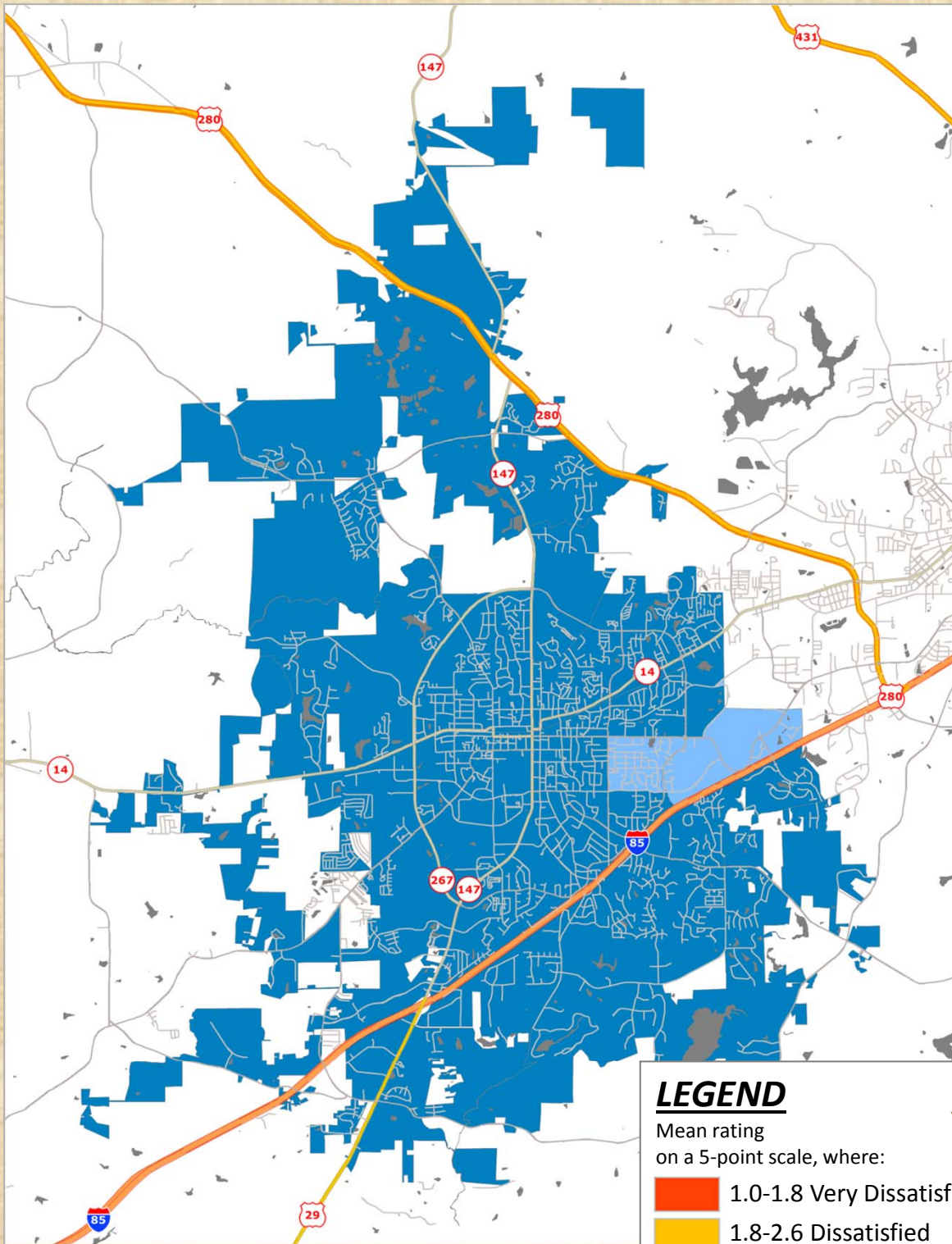
2014 City of Auburn Citizen Survey

Location of Survey Respondents



2014 City of Auburn Citizen Survey

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



2014 City of Auburn Citizen Survey

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

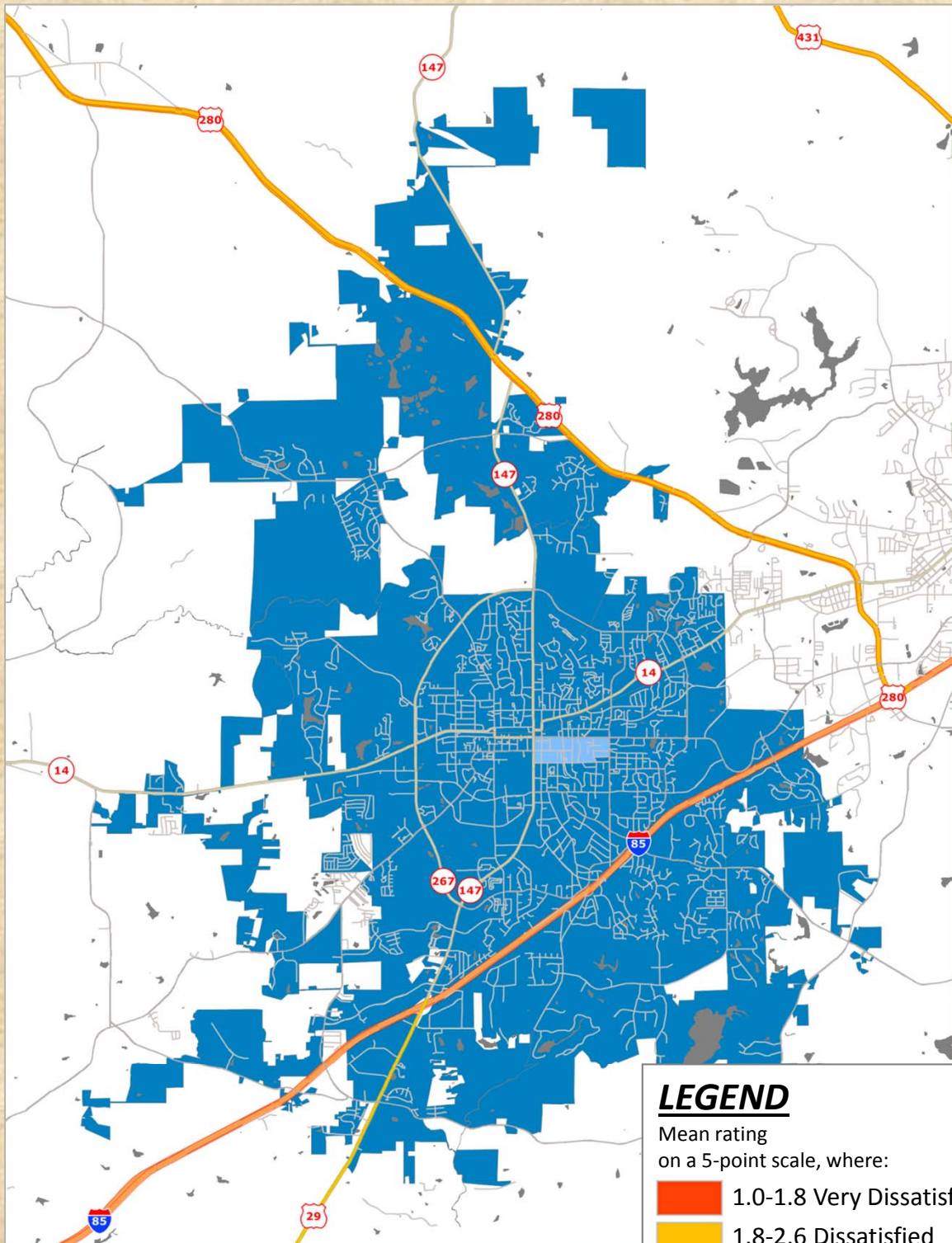
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



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




2014 City of Auburn Citizen Survey

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

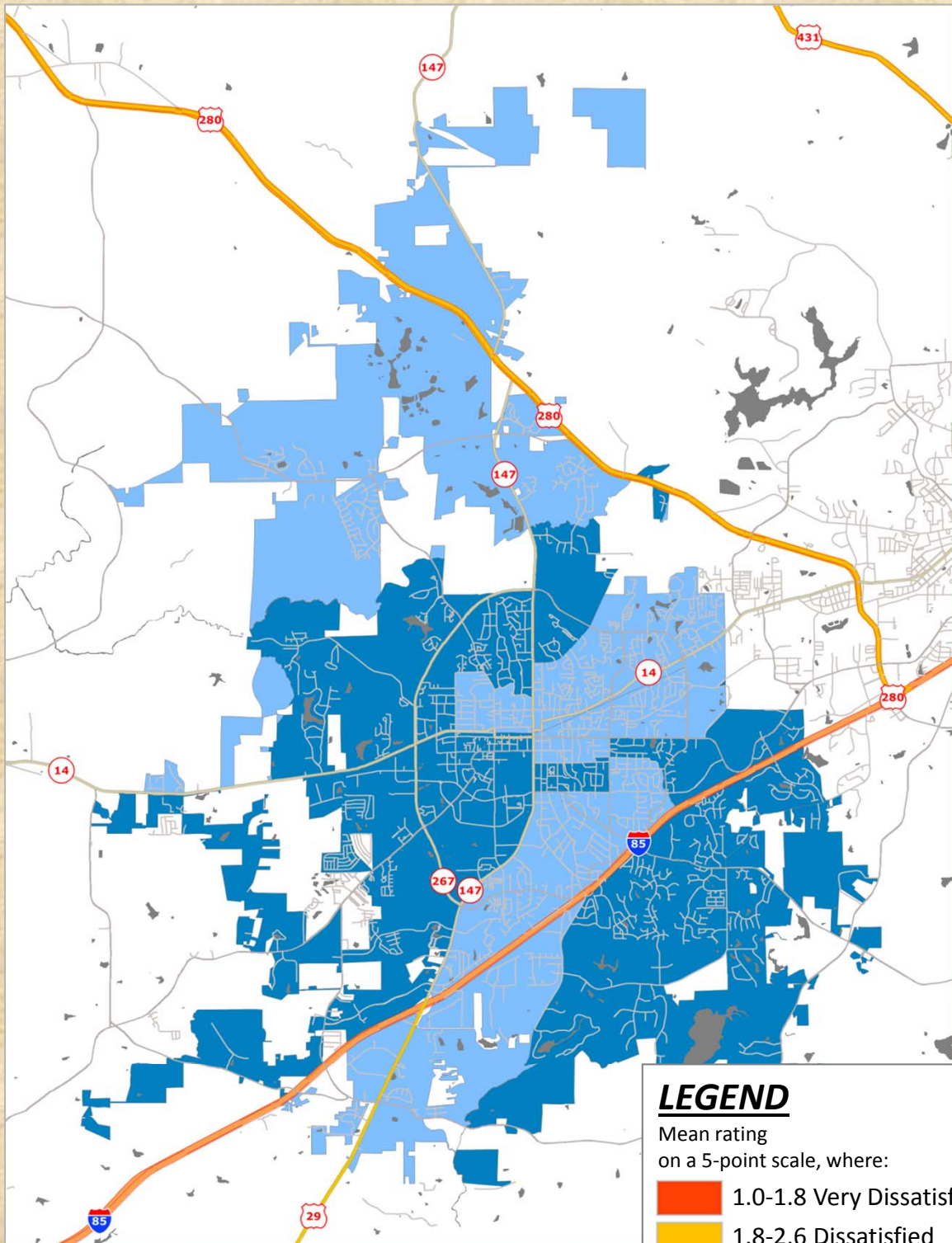
LEGEND

Mean rating on a 5-point scale, where:

-  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
-  Other (no responses)



Q1c Satisfaction with the quality of parks & recreation services



2014 City of Auburn Citizen Survey

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

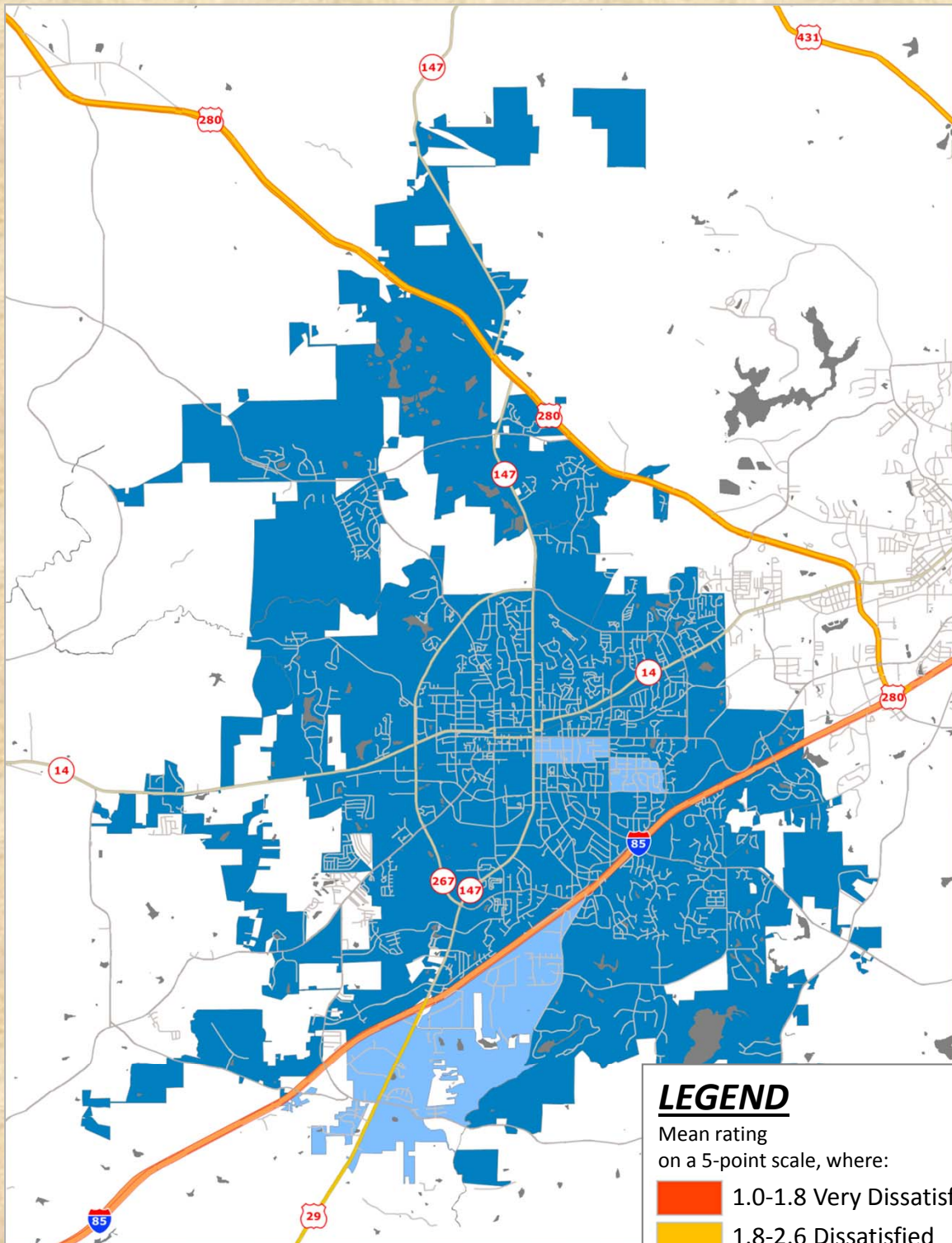
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



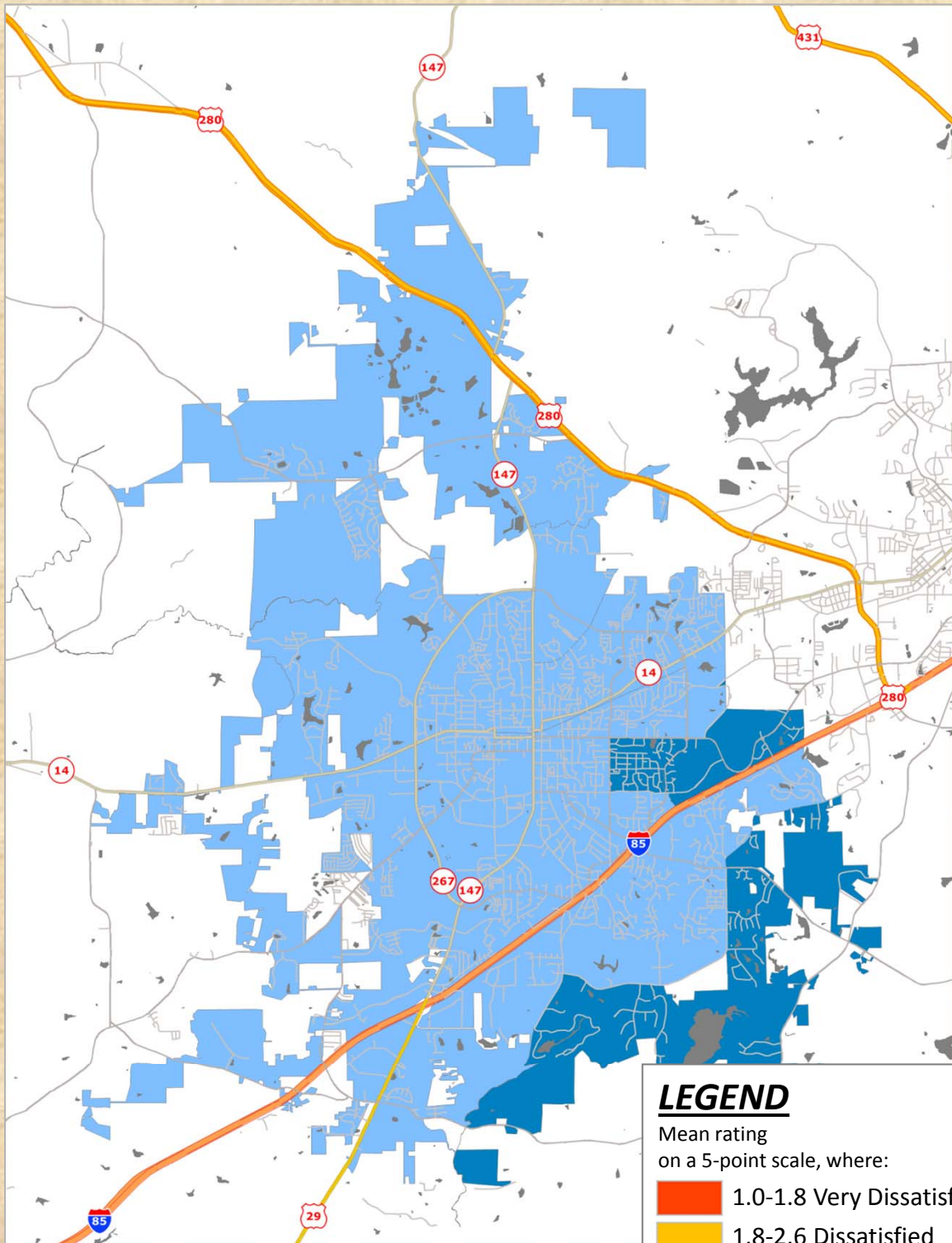
Q1d Satisfaction with the quality of city library services



2014 City of Auburn Citizen Survey

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

Q1e Satisfaction with the quality of the city's customer service



2014 City of Auburn Citizen Survey

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

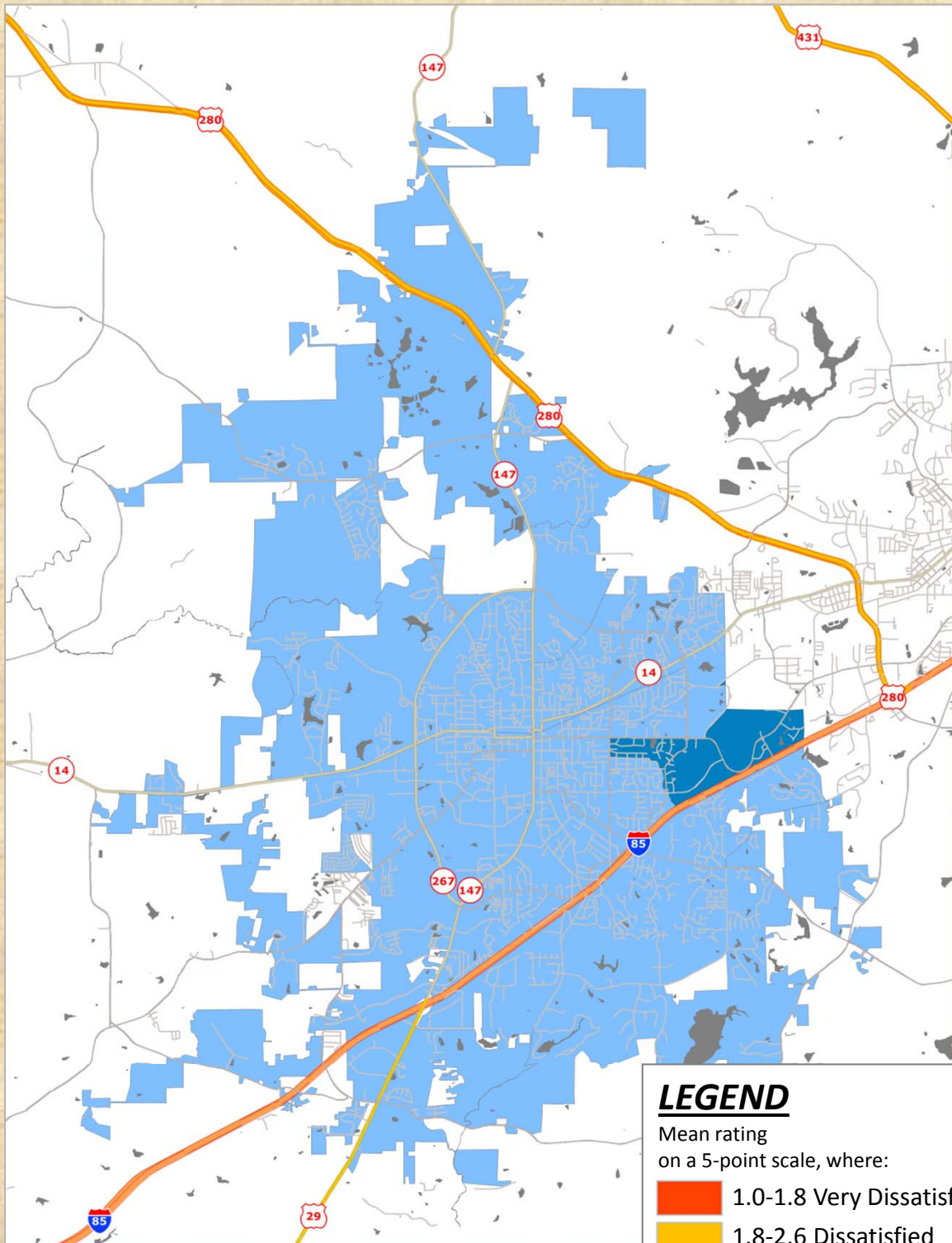
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q1f Satisfaction with maintenance of city infrastructure



2014 City of Auburn Citizen Survey

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

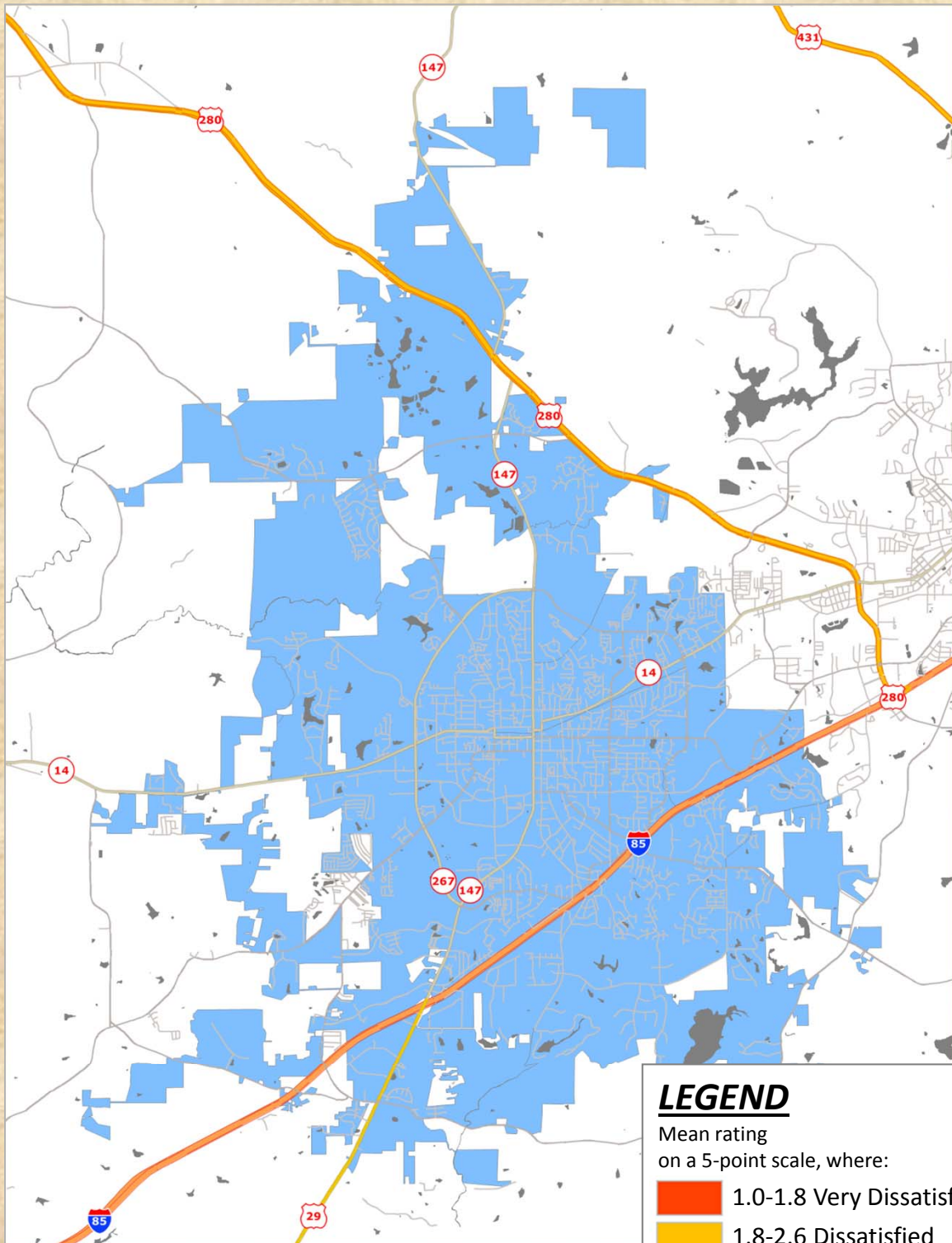
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q1g Satisfaction with enforcement of city codes and ordinances



2014 City of Auburn Citizen Survey

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

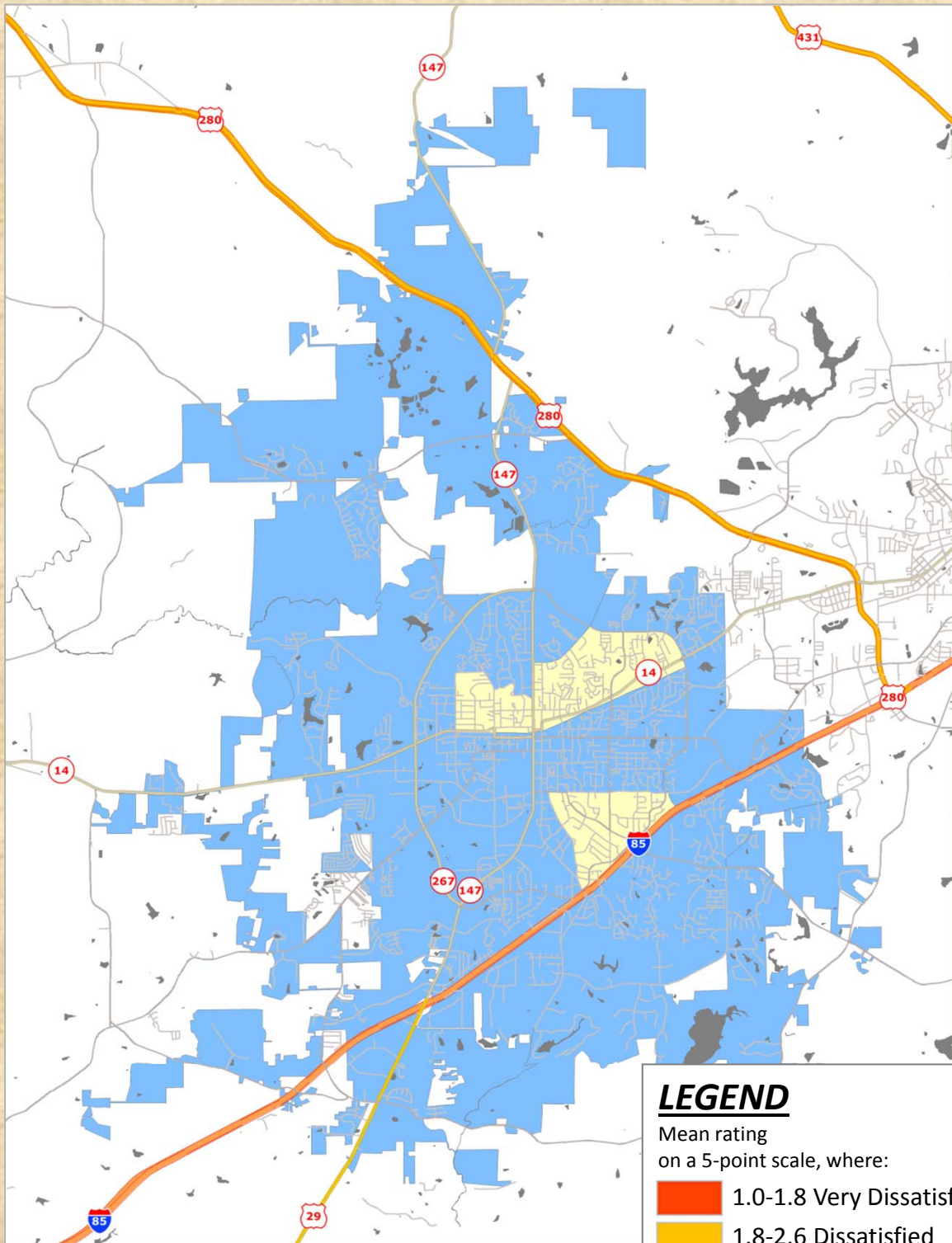
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q1h Satisfaction with flow of traffic & congestion management



2014 City of Auburn Citizen Survey

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

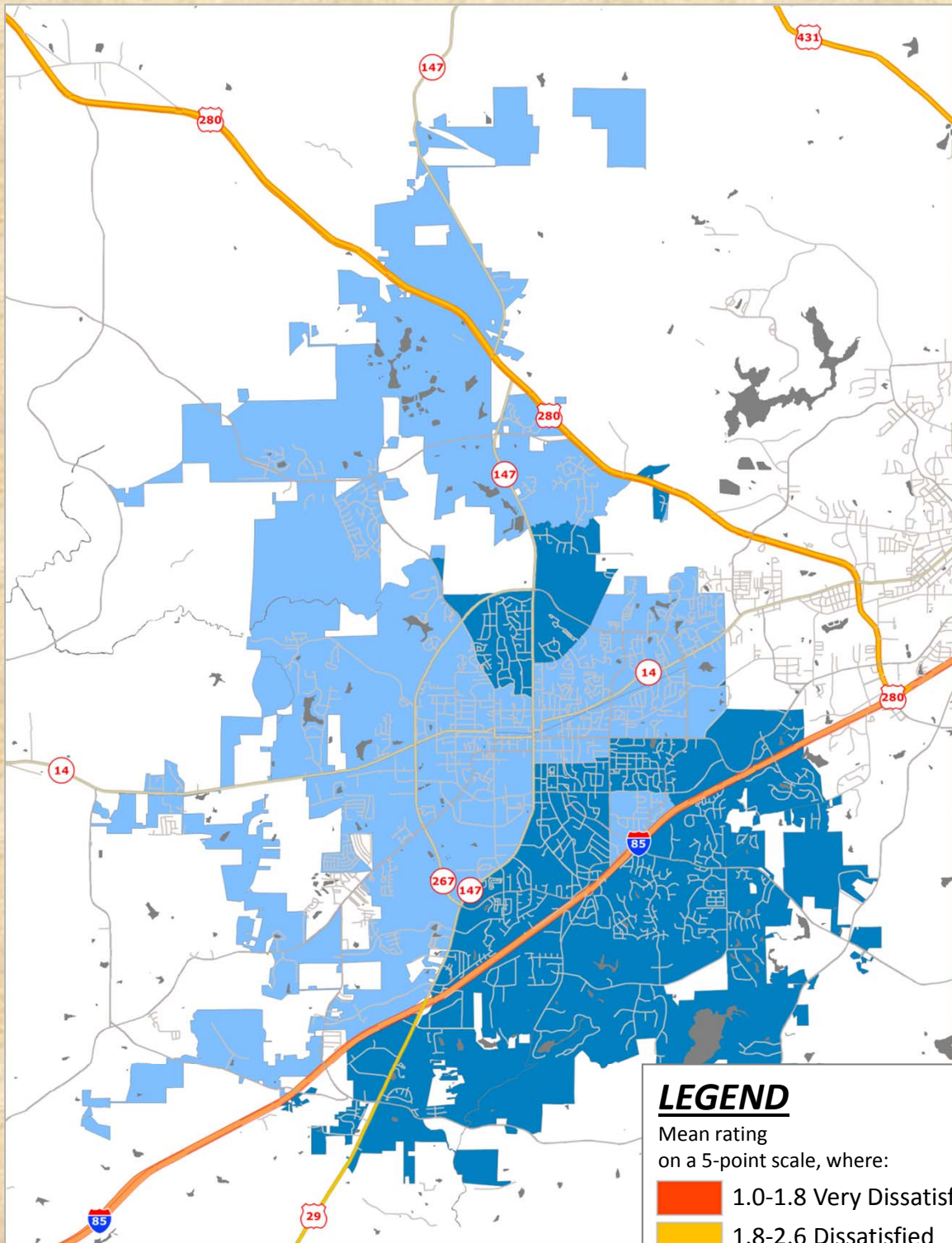
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



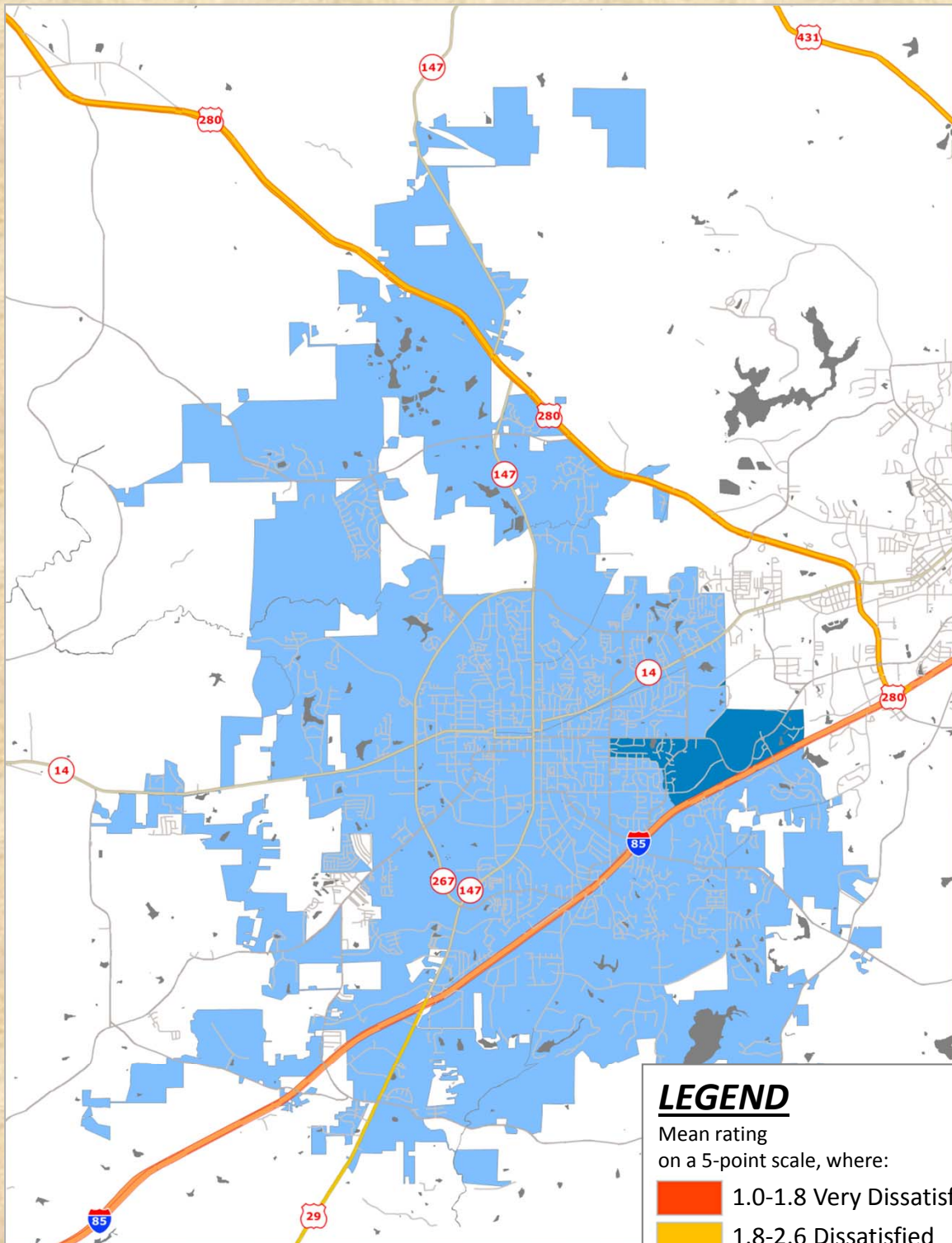
Q1i Satisfaction with collection of garbage, recycling & yard waste



2014 City of Auburn Citizen Survey

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

Q1j Satisfaction with effectiveness of city's communication with public



2014 City of Auburn Citizen Survey

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

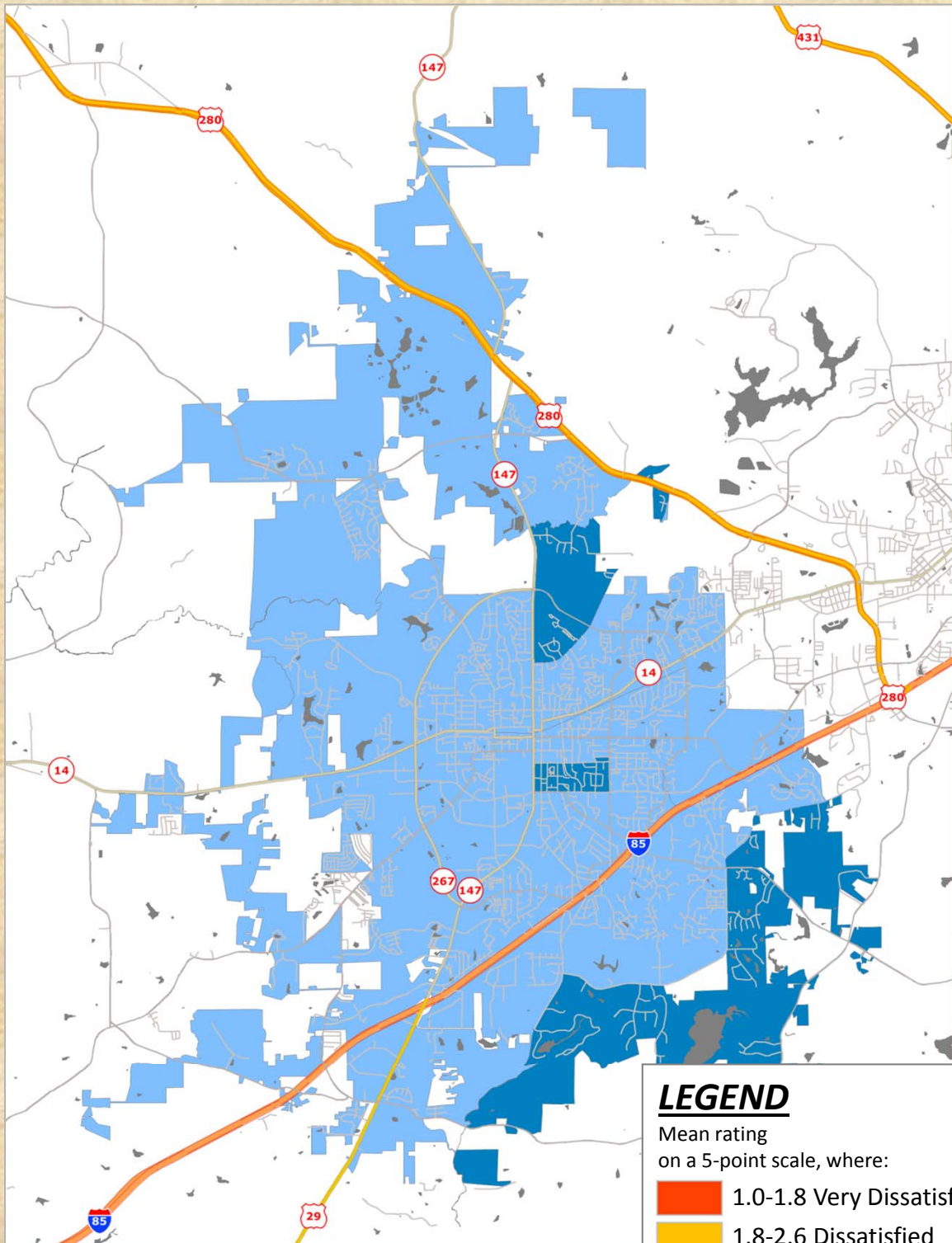
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q3a Satisfaction with value received for city tax dollars and fees



2014 City of Auburn Citizen Survey

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

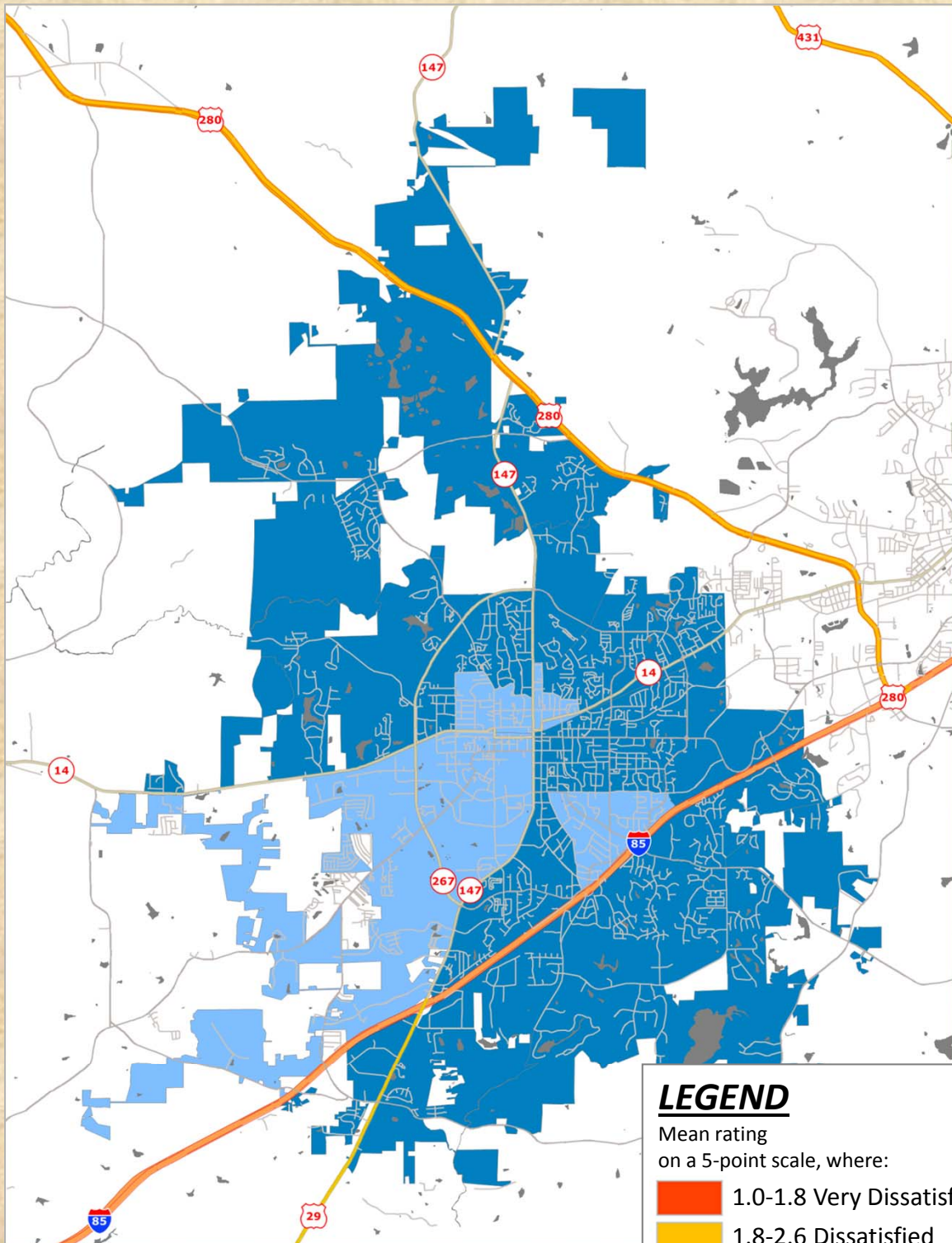
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q3b Satisfaction with overall image of the city



2014 City of Auburn Citizen Survey

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

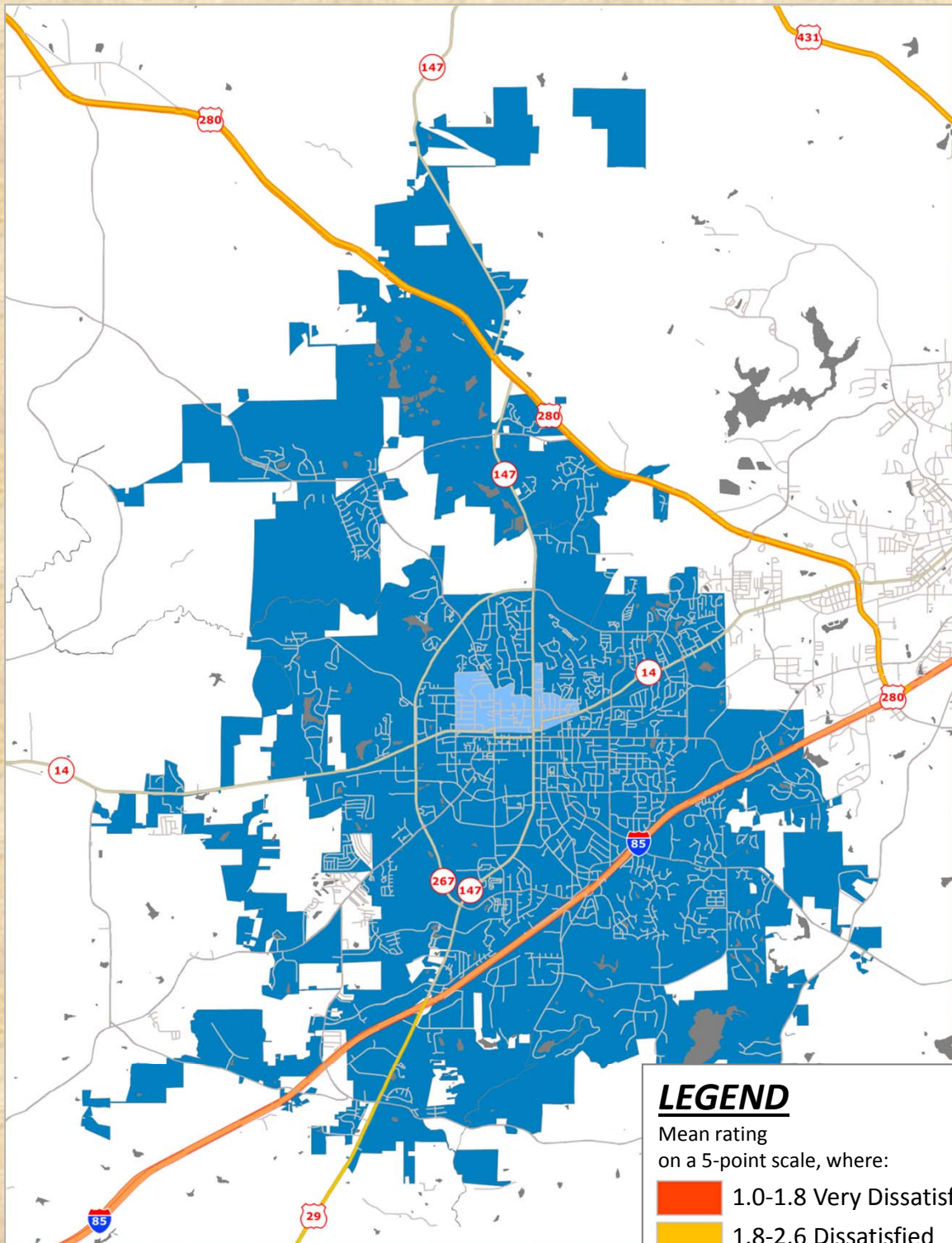
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q3c Satisfaction with overall quality of life in the city



2014 City of Auburn Citizen Survey

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

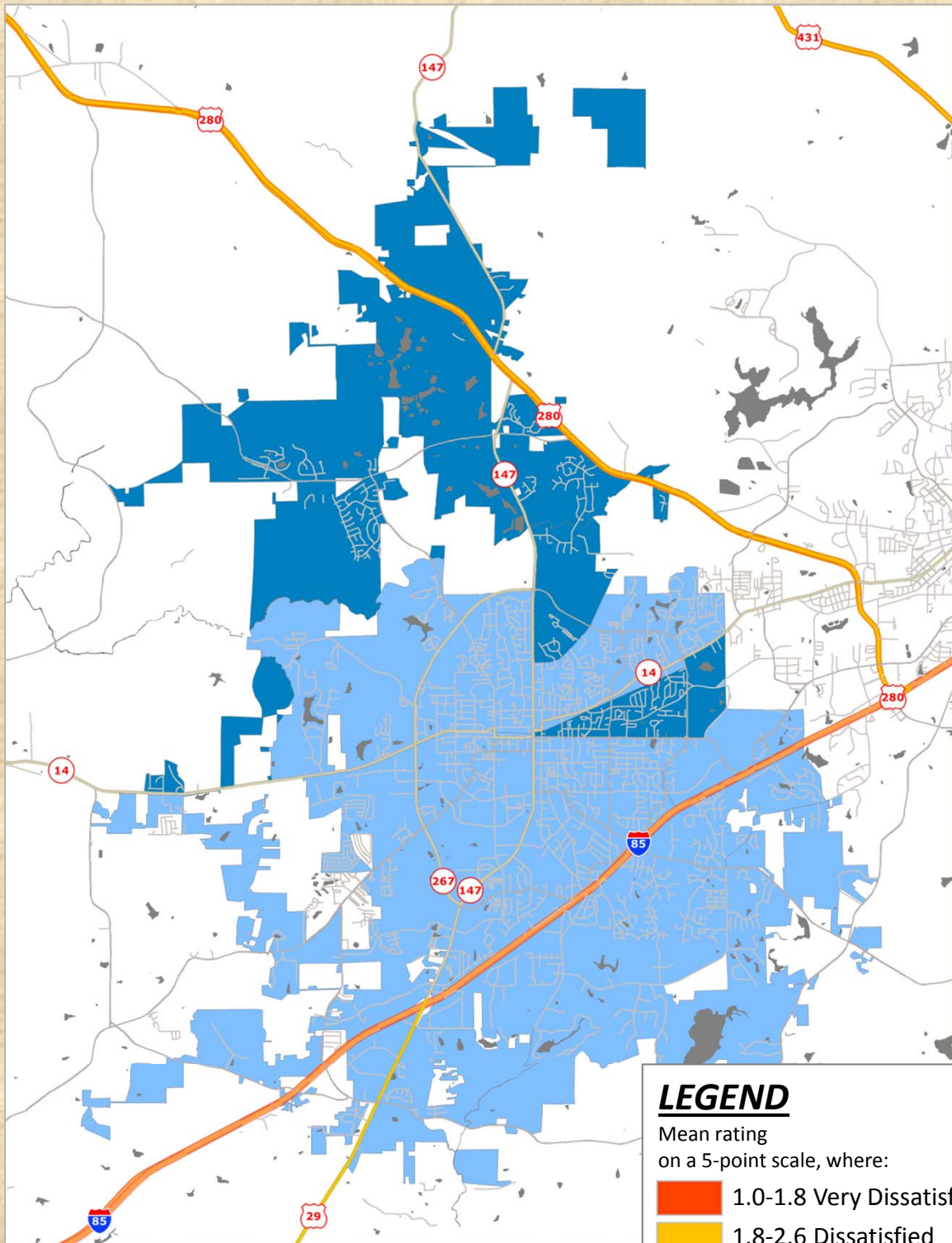
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q3d Satisfaction with overall appearance of the city



2014 City of Auburn Citizen Survey

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

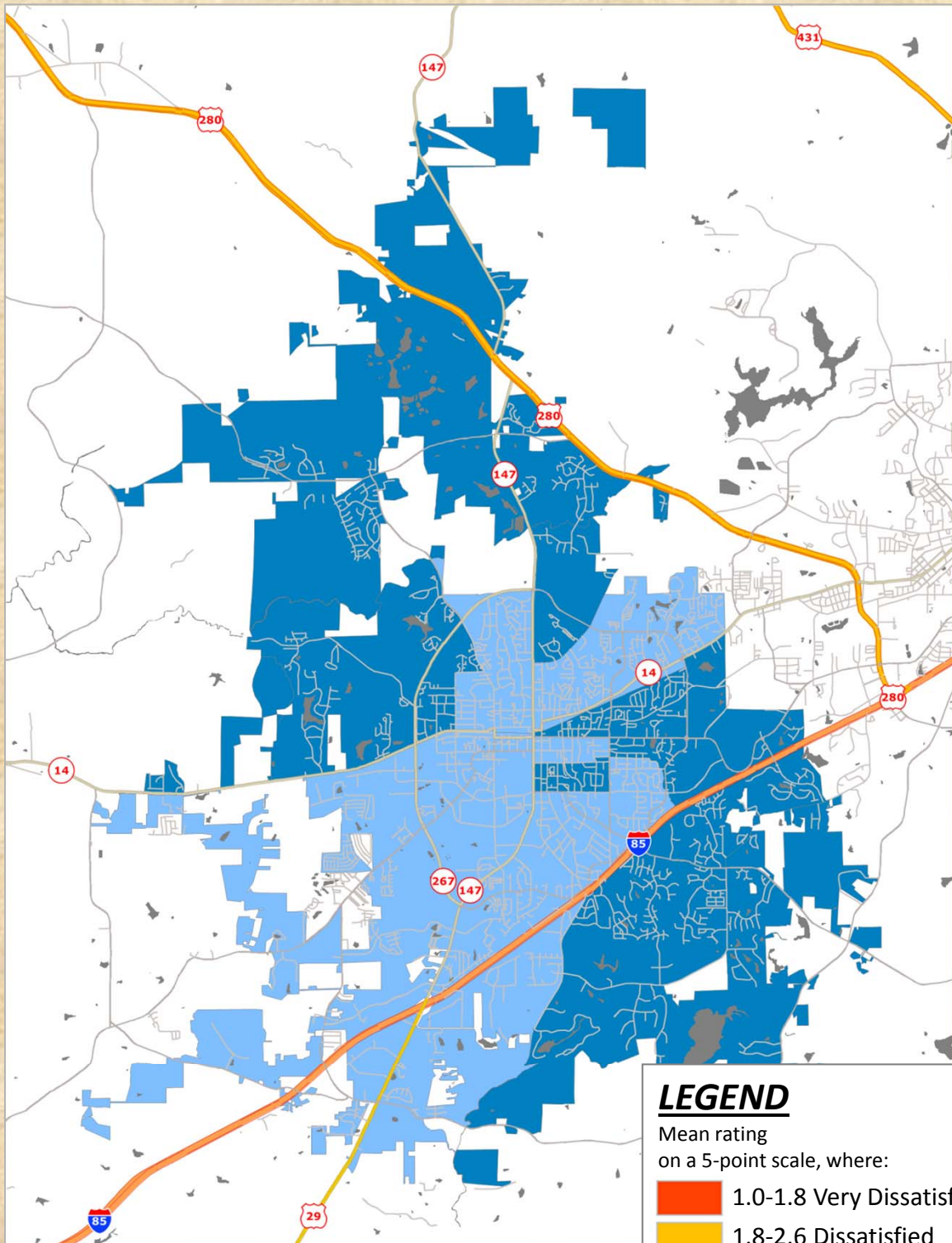
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q3e Satisfaction with overall quality of city services



2014 City of Auburn Citizen Survey

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

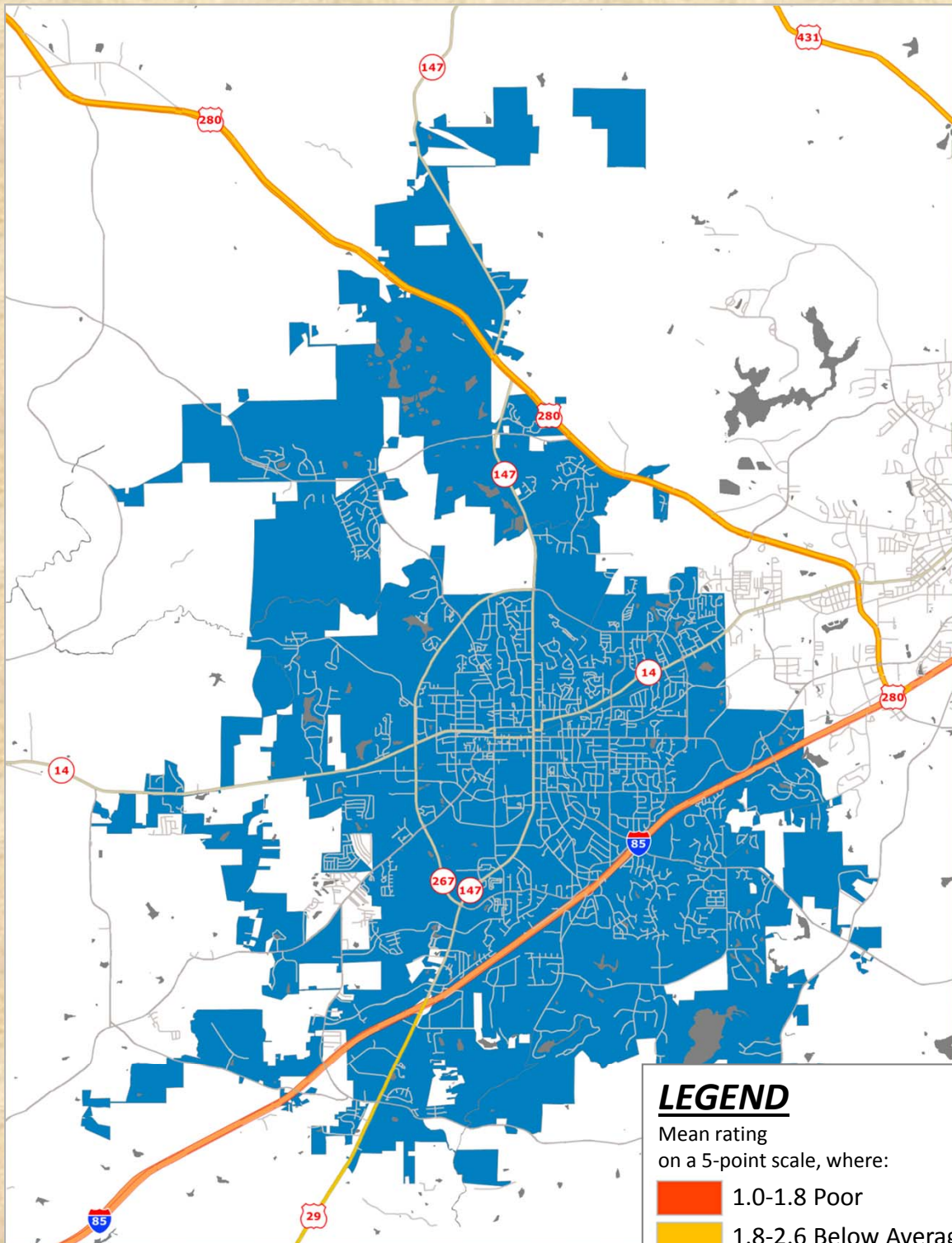
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q4a Ratings as a place to live



2014 City of Auburn Citizen Survey

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

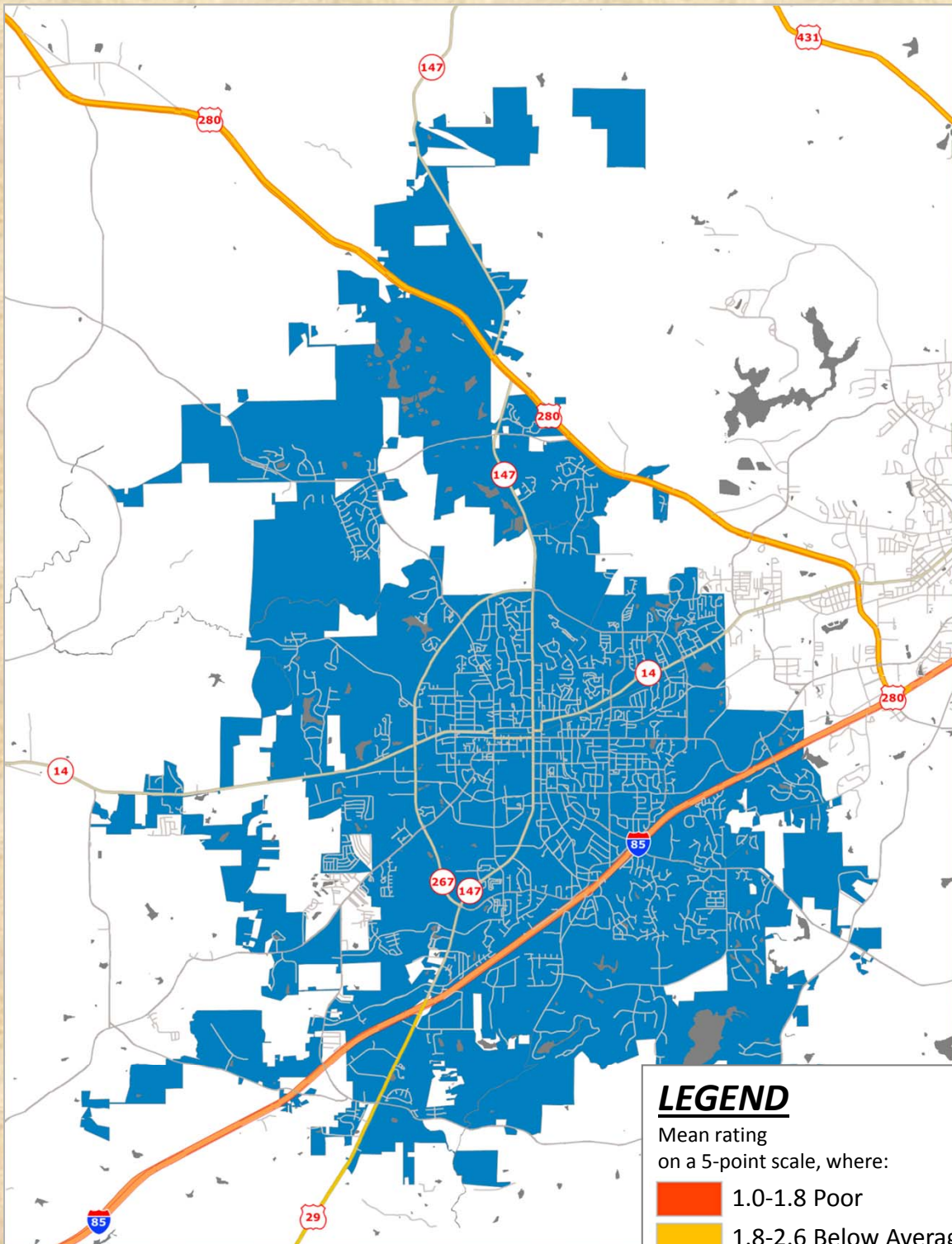
LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)



Q4b Ratings as a place to raise children



2014 City of Auburn Citizen Survey

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

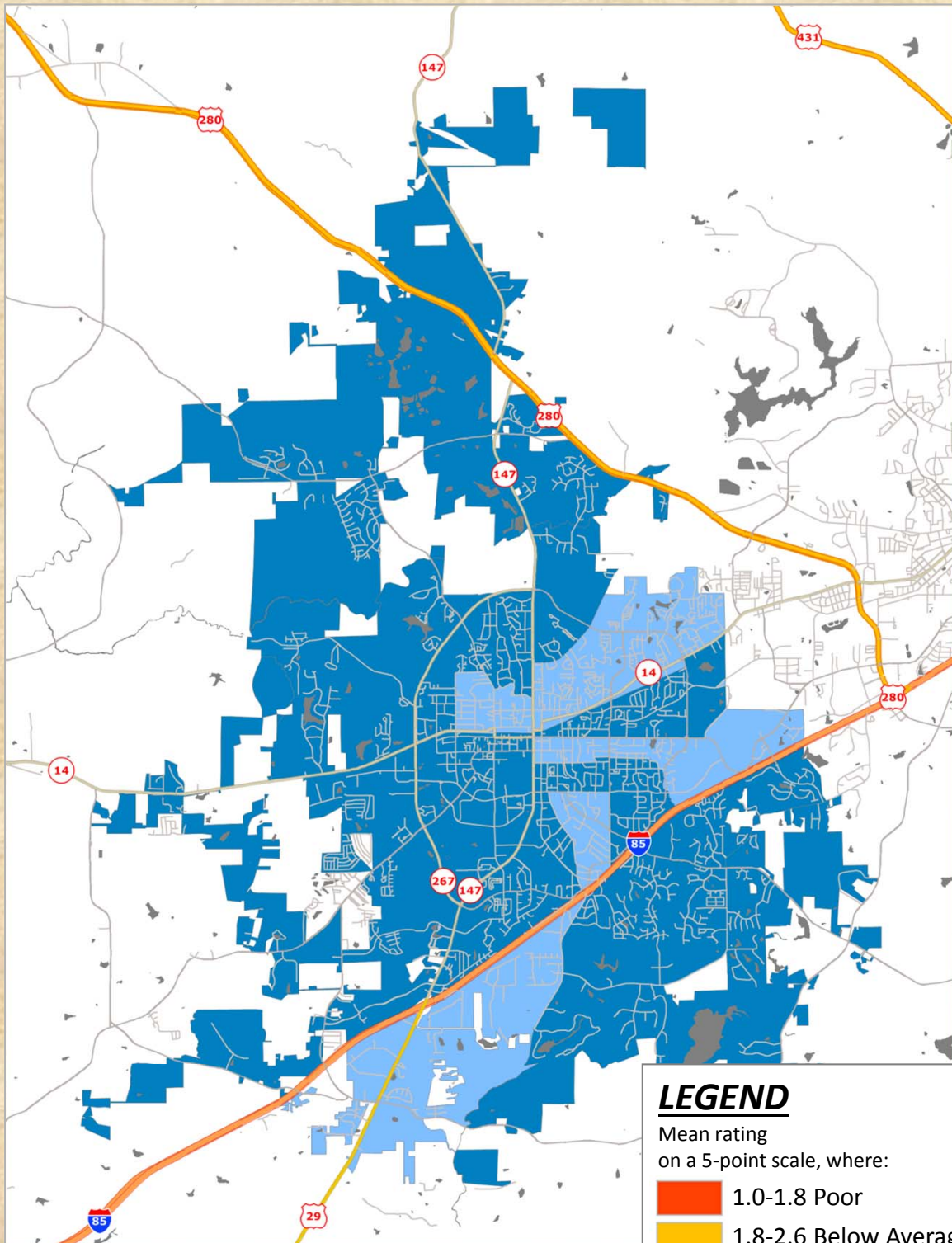
LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)



Q4c Ratings as a place to work



2014 City of Auburn Citizen Survey

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

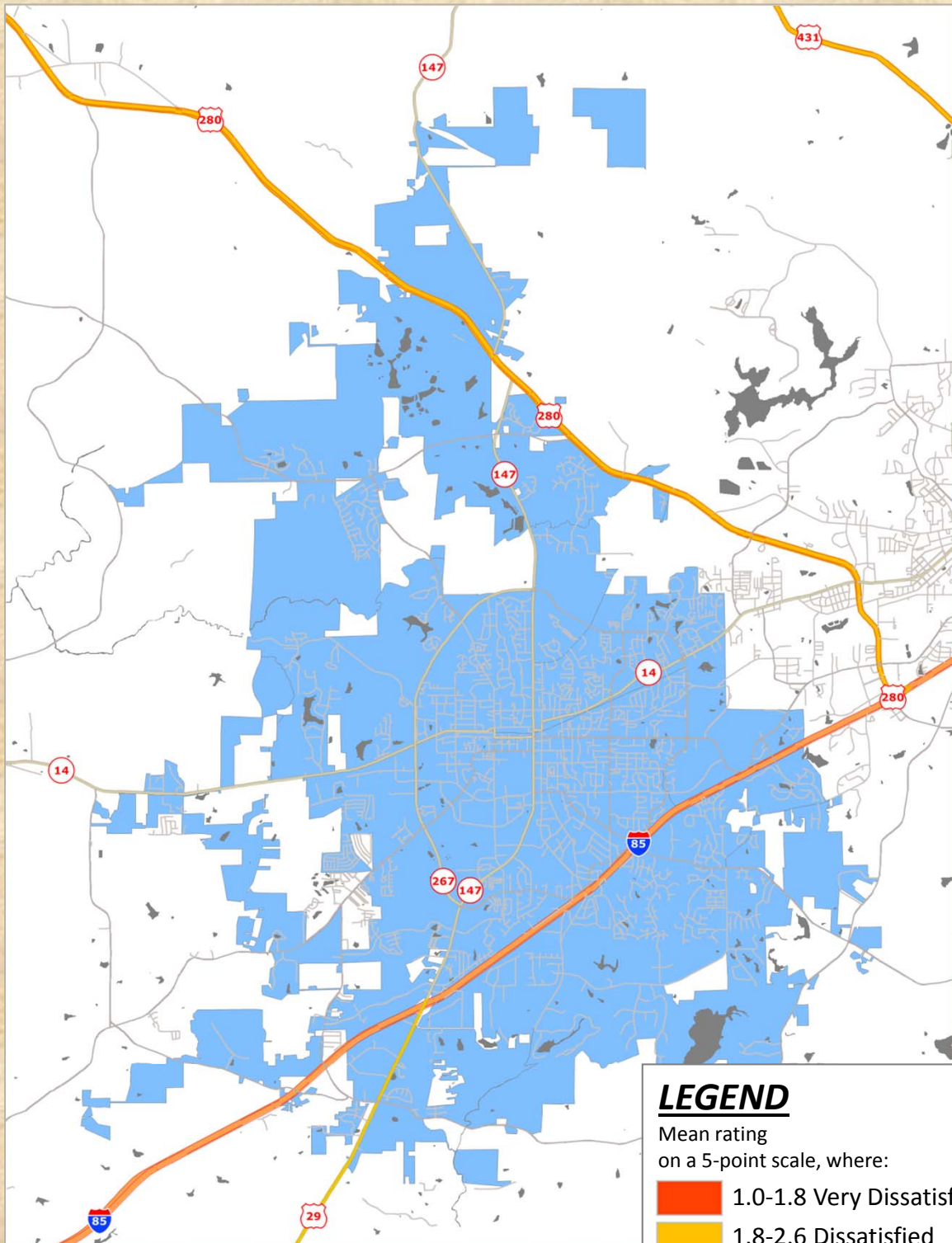
LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)



Q5a Satisfaction with overall quality of leadership provided by the city's elected officials



2014 City of Auburn Citizen Survey

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

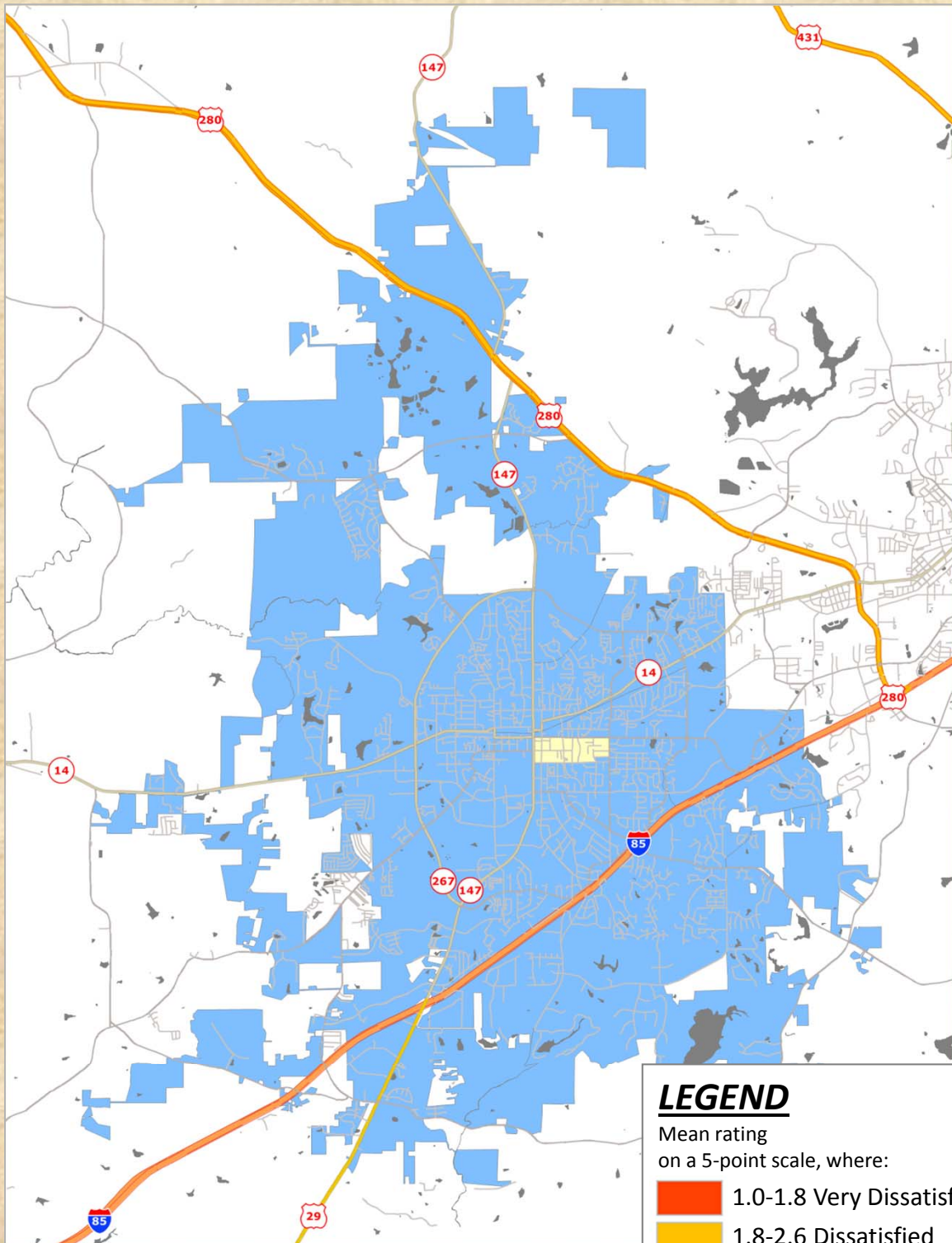
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q5b Satisfaction with overall effectiveness of appointed boards and commissions



2014 City of Auburn Citizen Survey

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

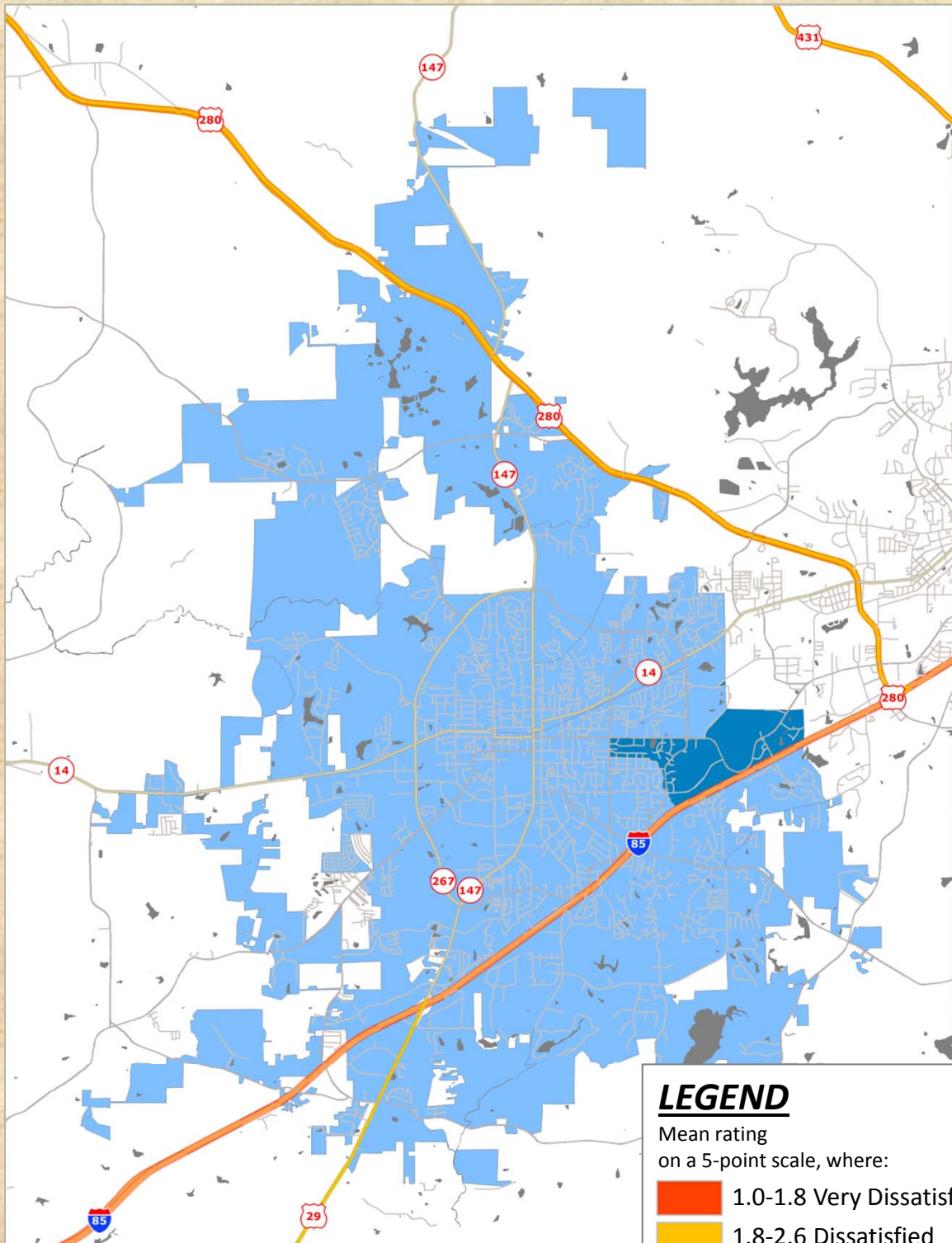
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q5c Satisfaction with overall effectiveness of City Manager



2014 City of Auburn Citizen Survey

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

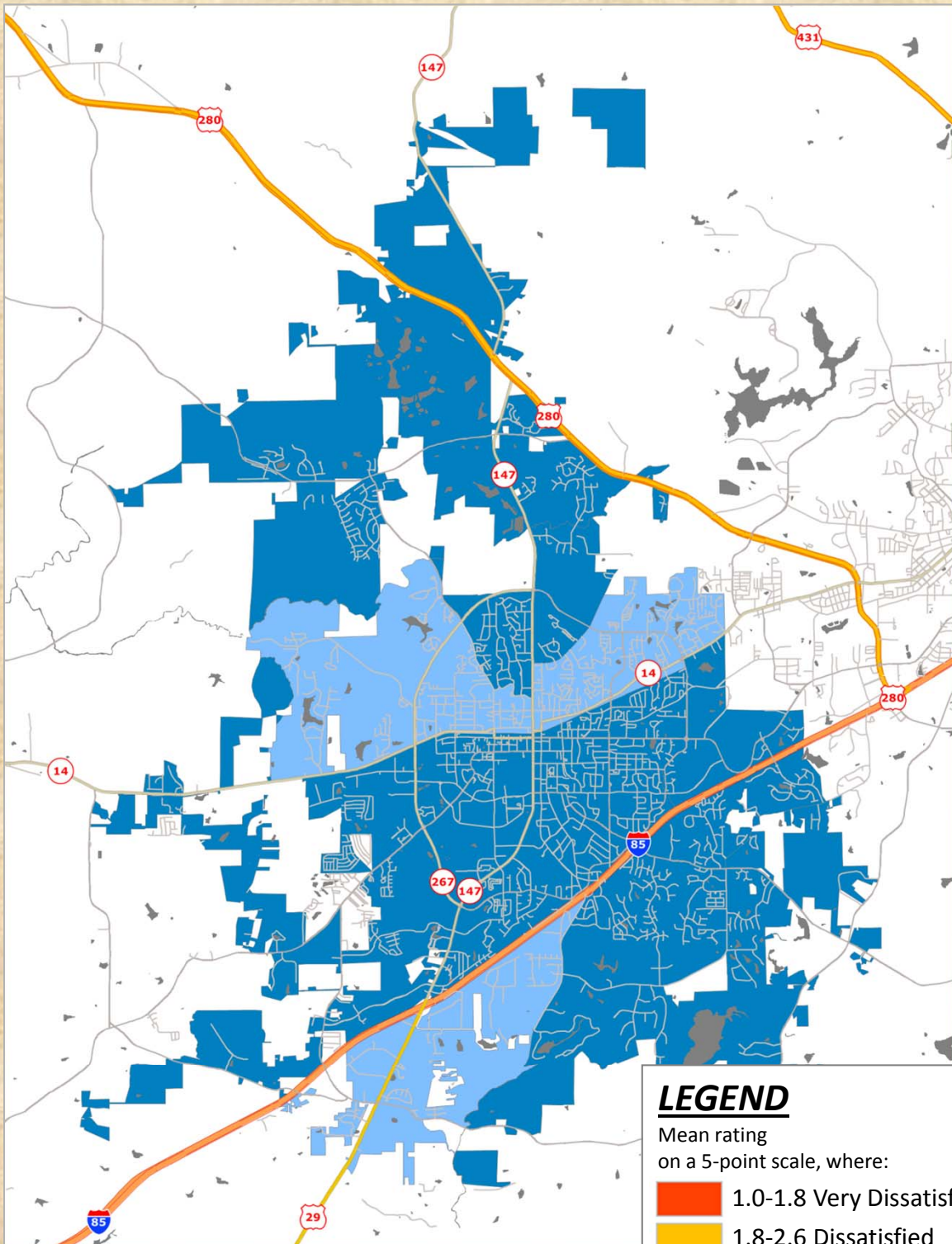
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



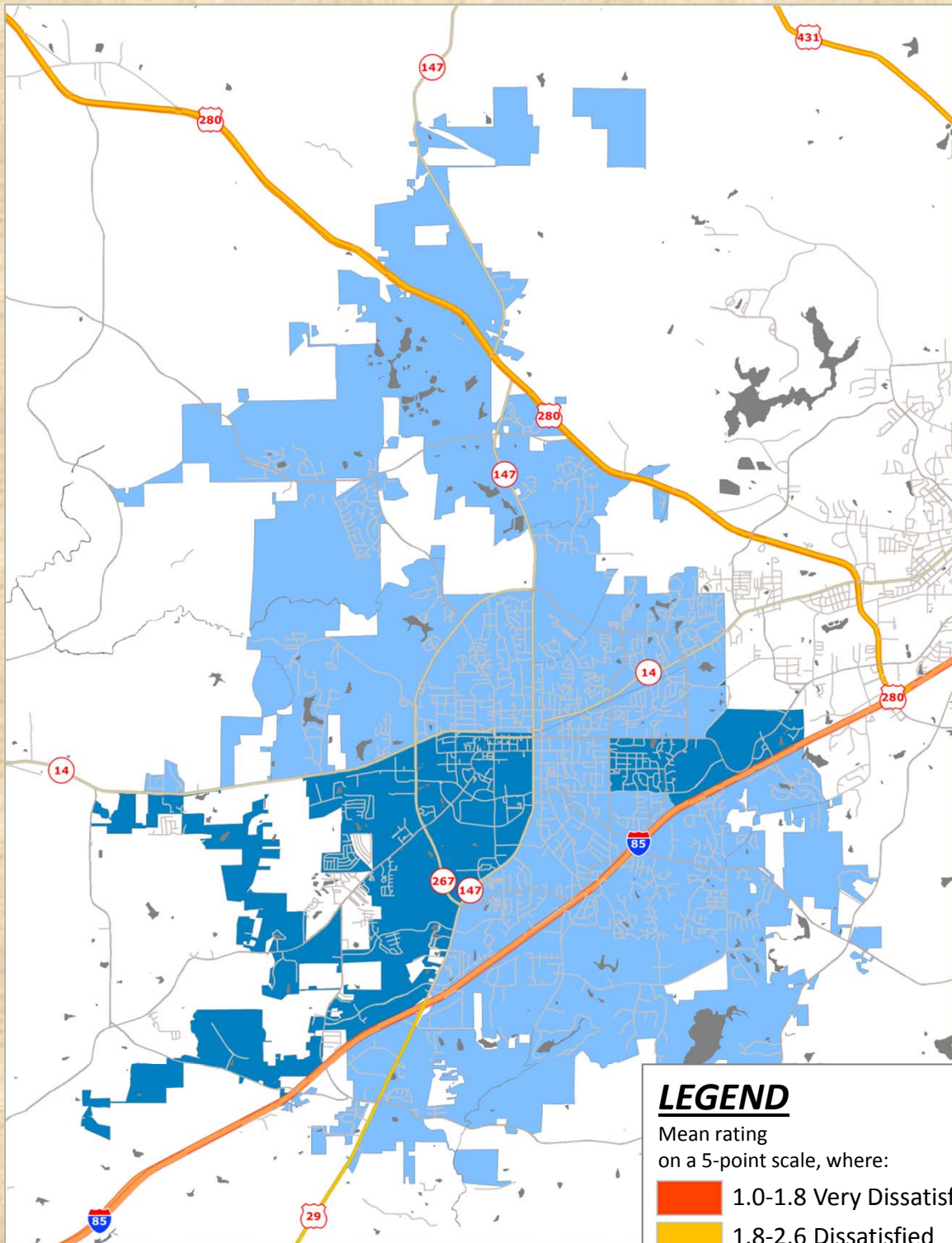
Q6a Satisfaction with overall quality of police protection



2014 City of Auburn Citizen Survey

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

Q6b Satisfaction with visibility of police in neighborhoods



2014 City of Auburn Citizen Survey

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

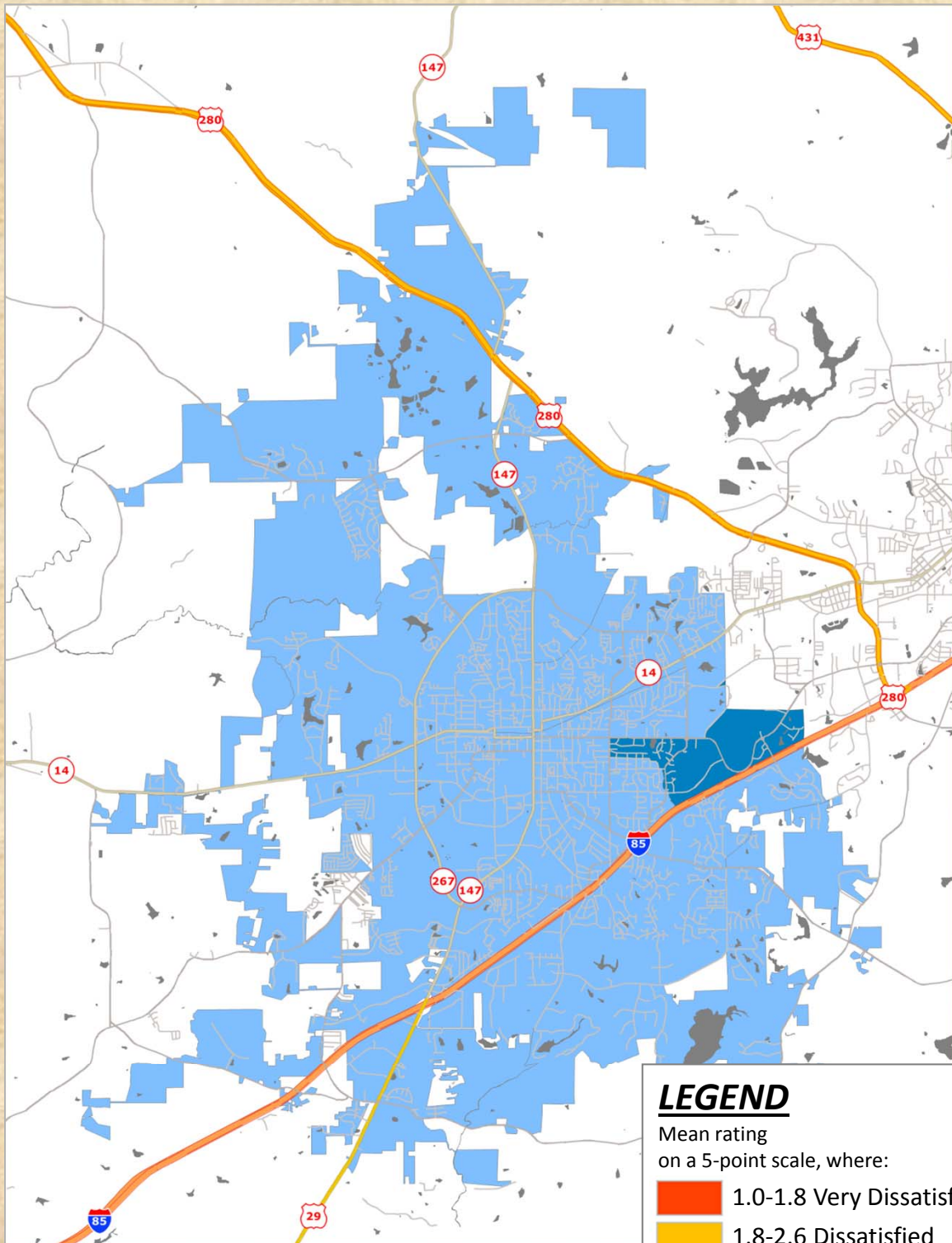
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q6c Satisfaction with visibility of police in retail areas



2014 City of Auburn Citizen Survey

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

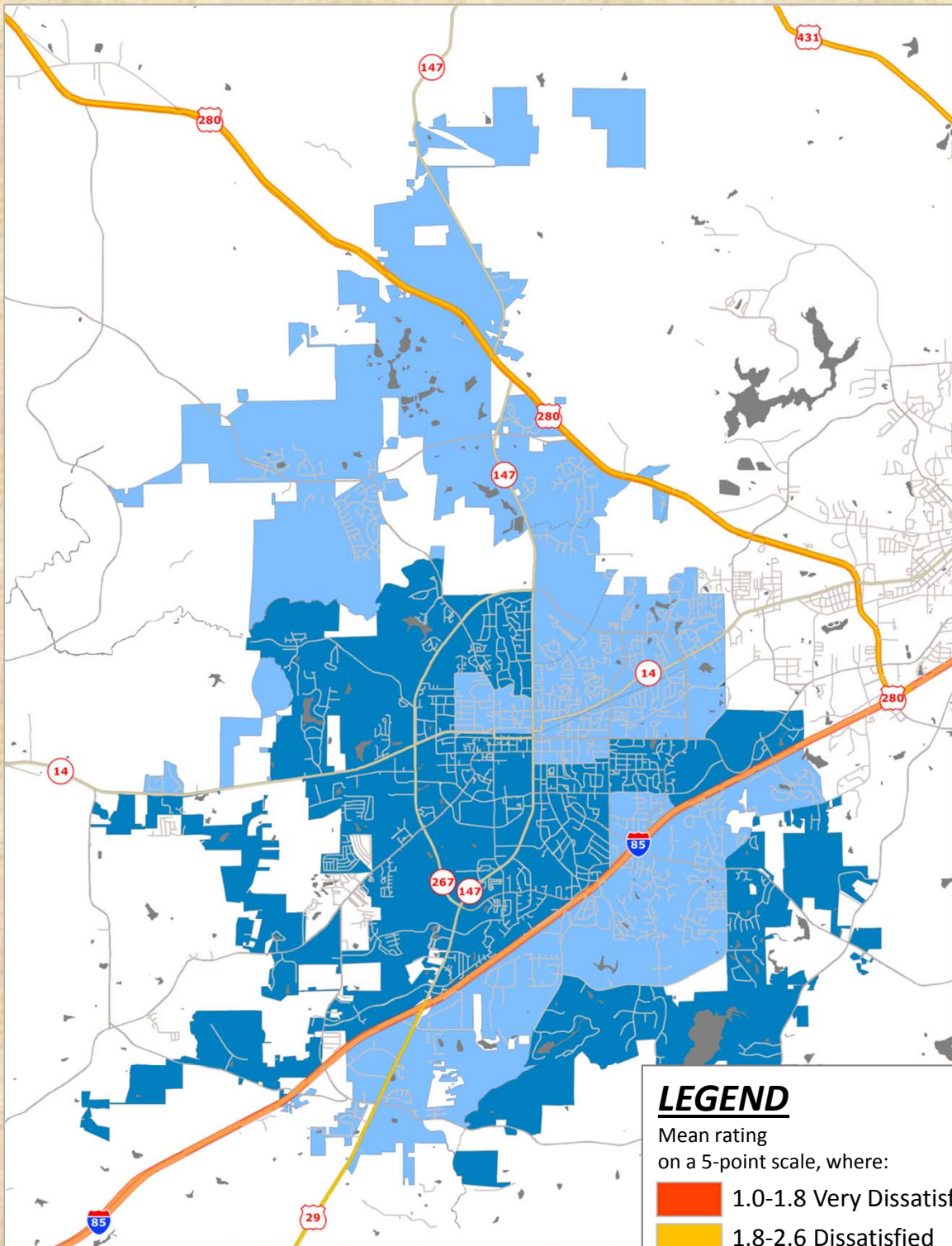
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



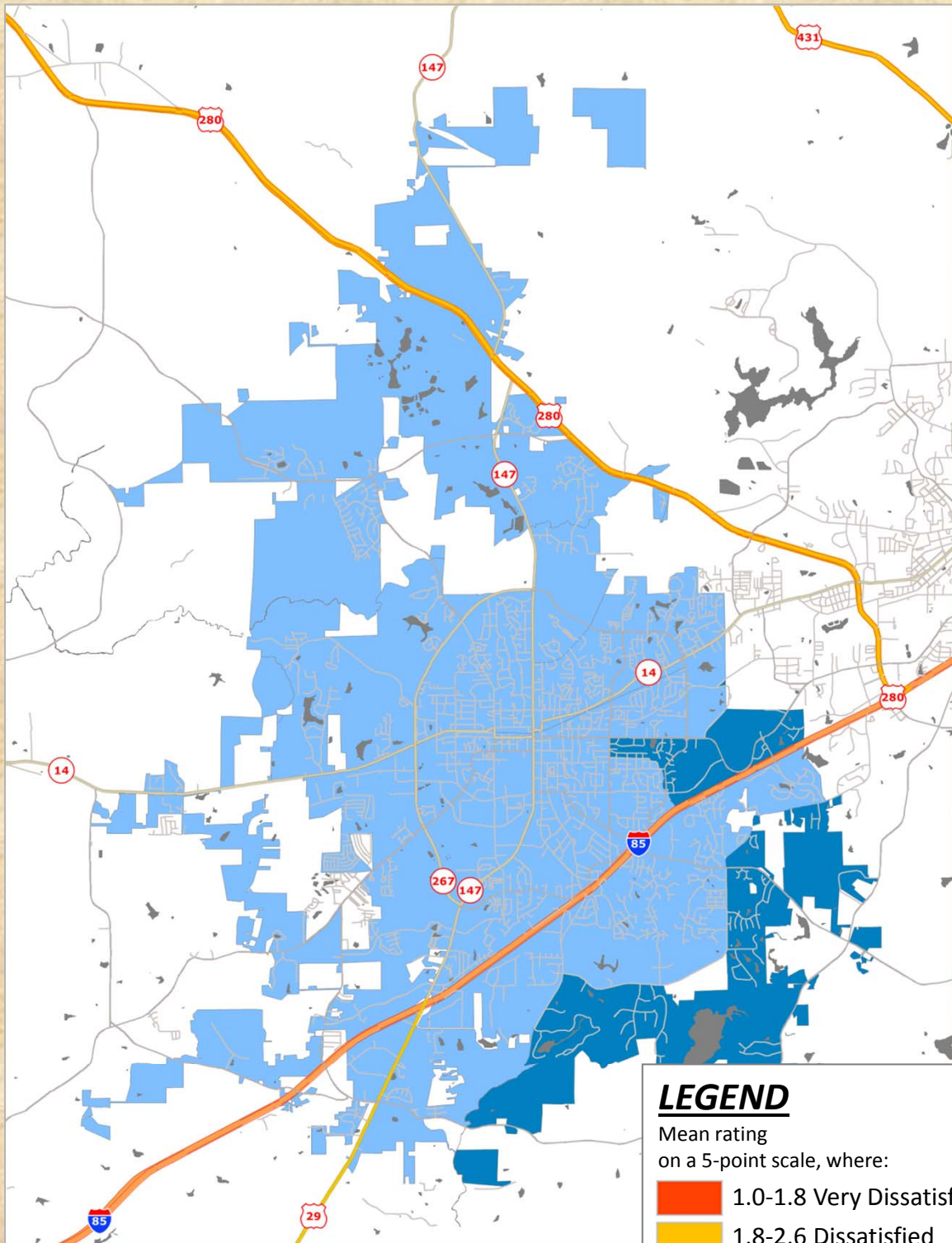
Q6d Satisfaction with police response time



2014 City of Auburn Citizen Survey

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

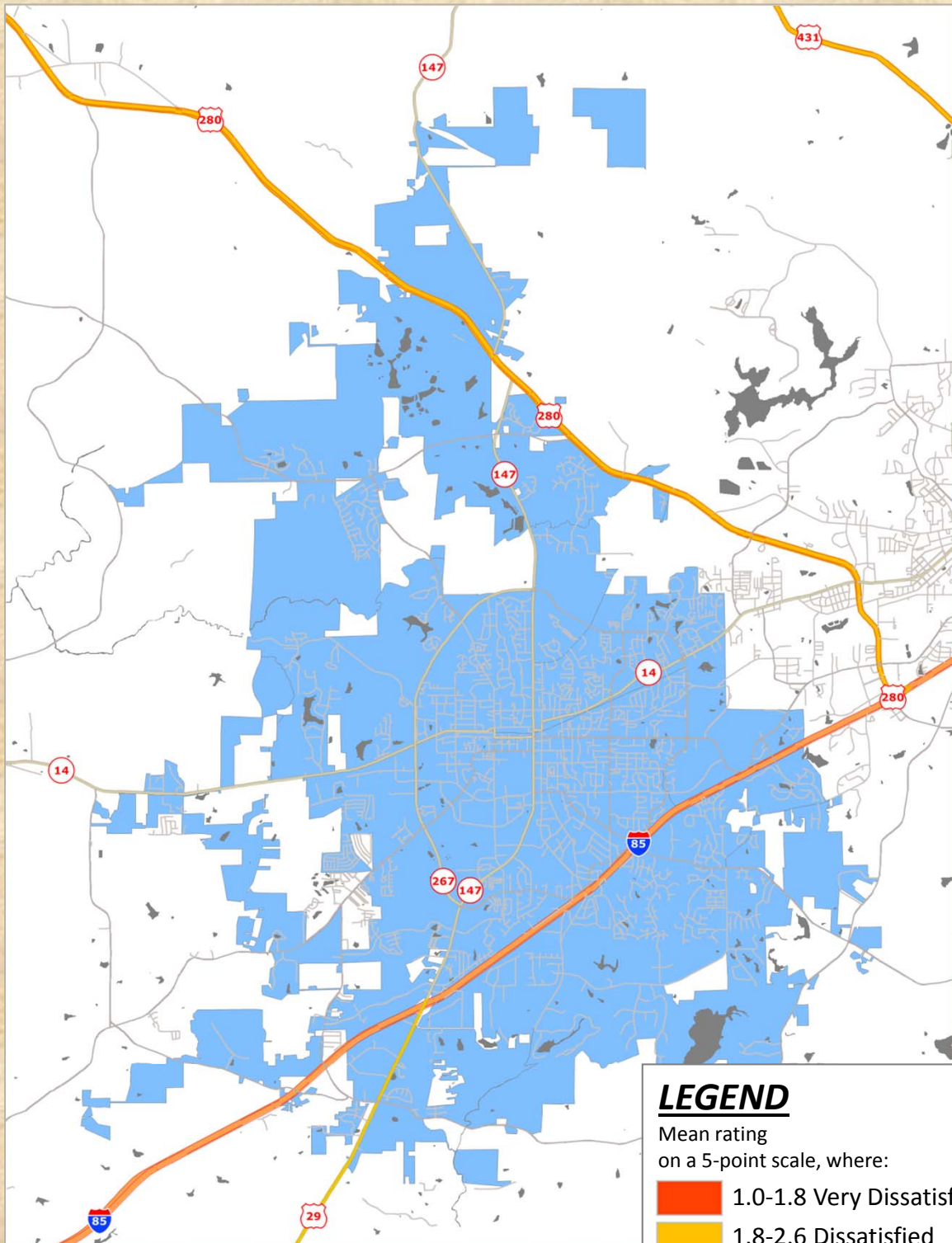
Q6e Satisfaction with efforts to prevent crime



2014 City of Auburn Citizen Survey

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

Q6f Satisfaction with police safety education programs



2014 City of Auburn Citizen Survey

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

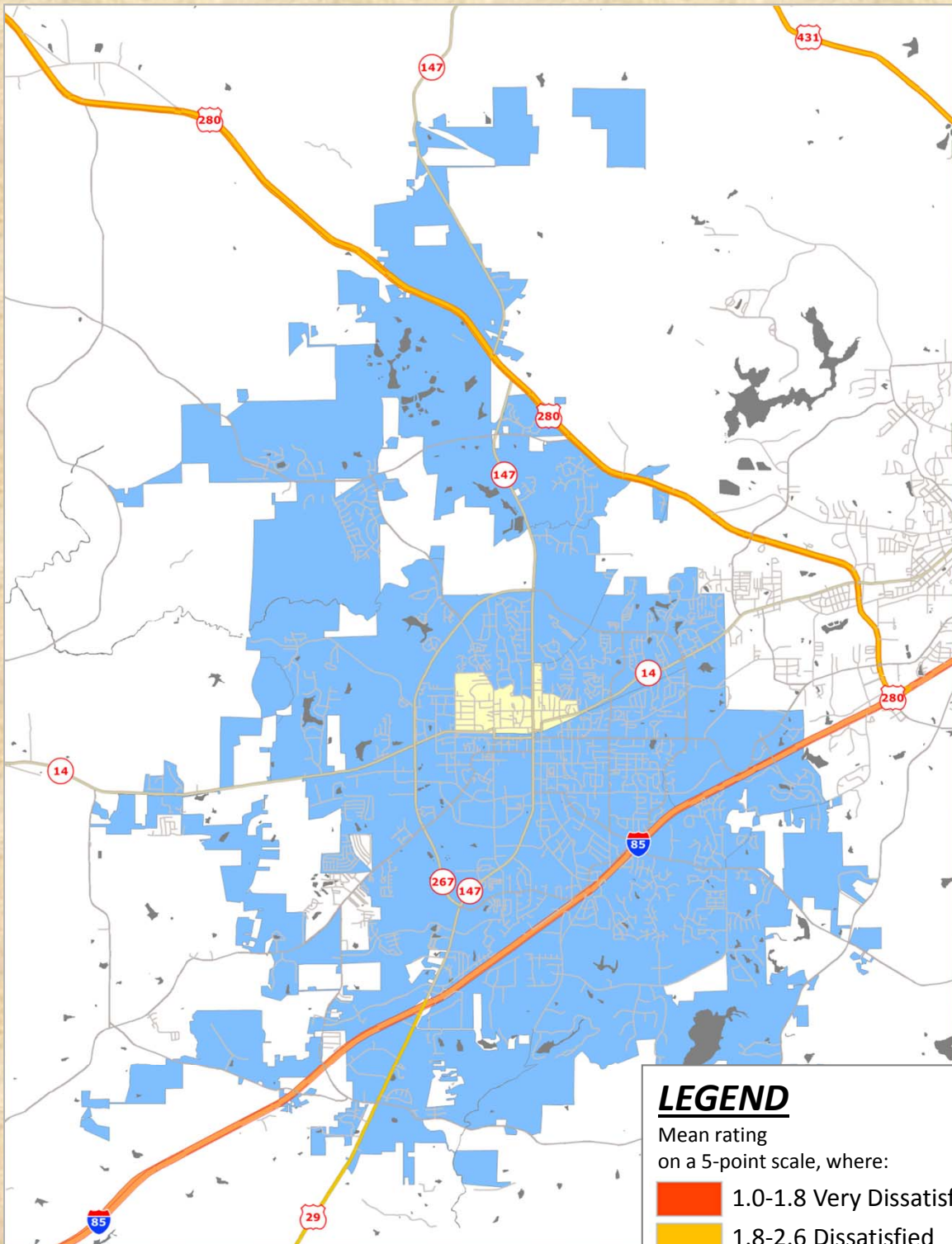
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q6g Satisfaction with enforcement of traffic laws



2014 City of Auburn Citizen Survey

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

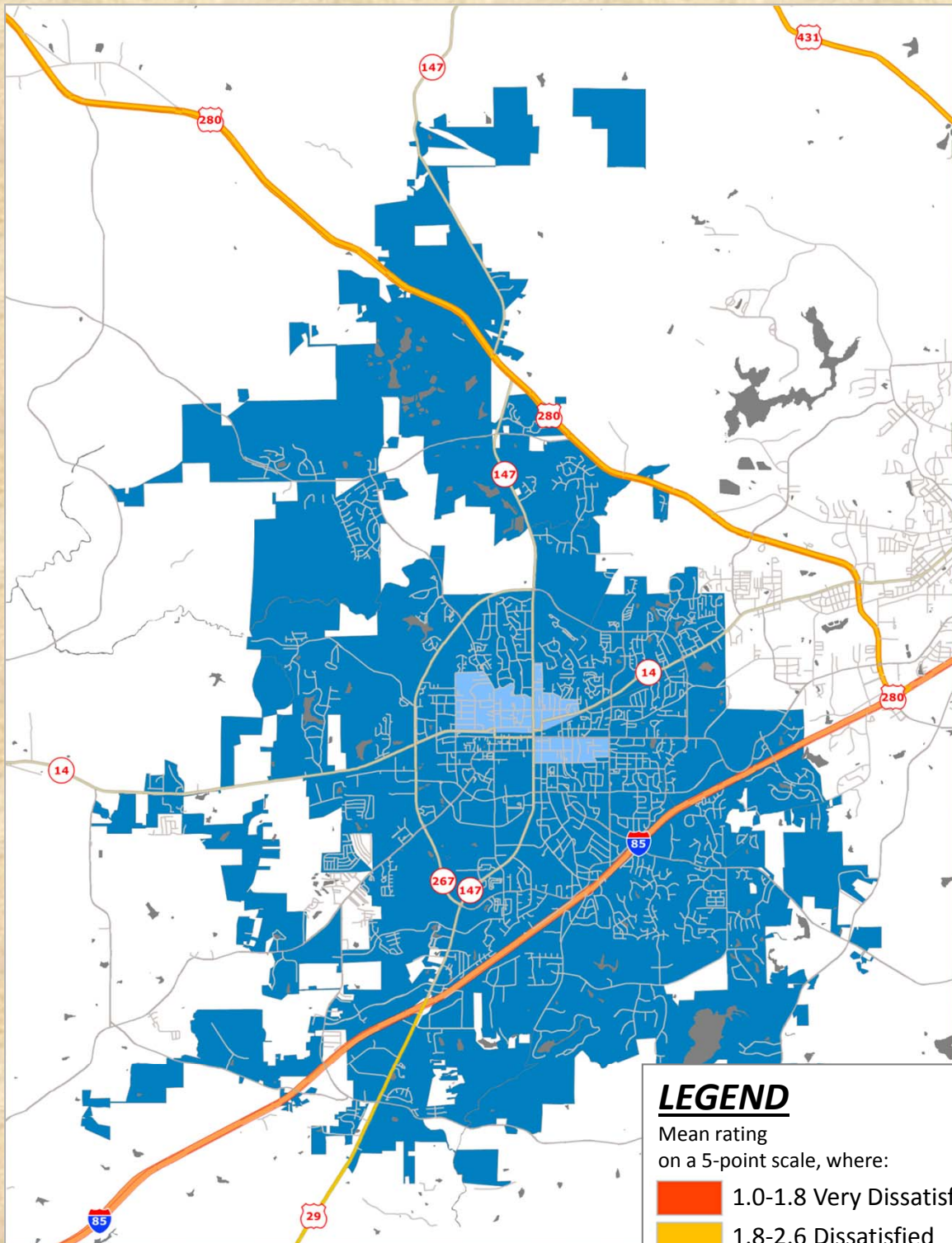
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q6h Satisfaction with overall quality of fire protection



2014 City of Auburn Citizen Survey

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

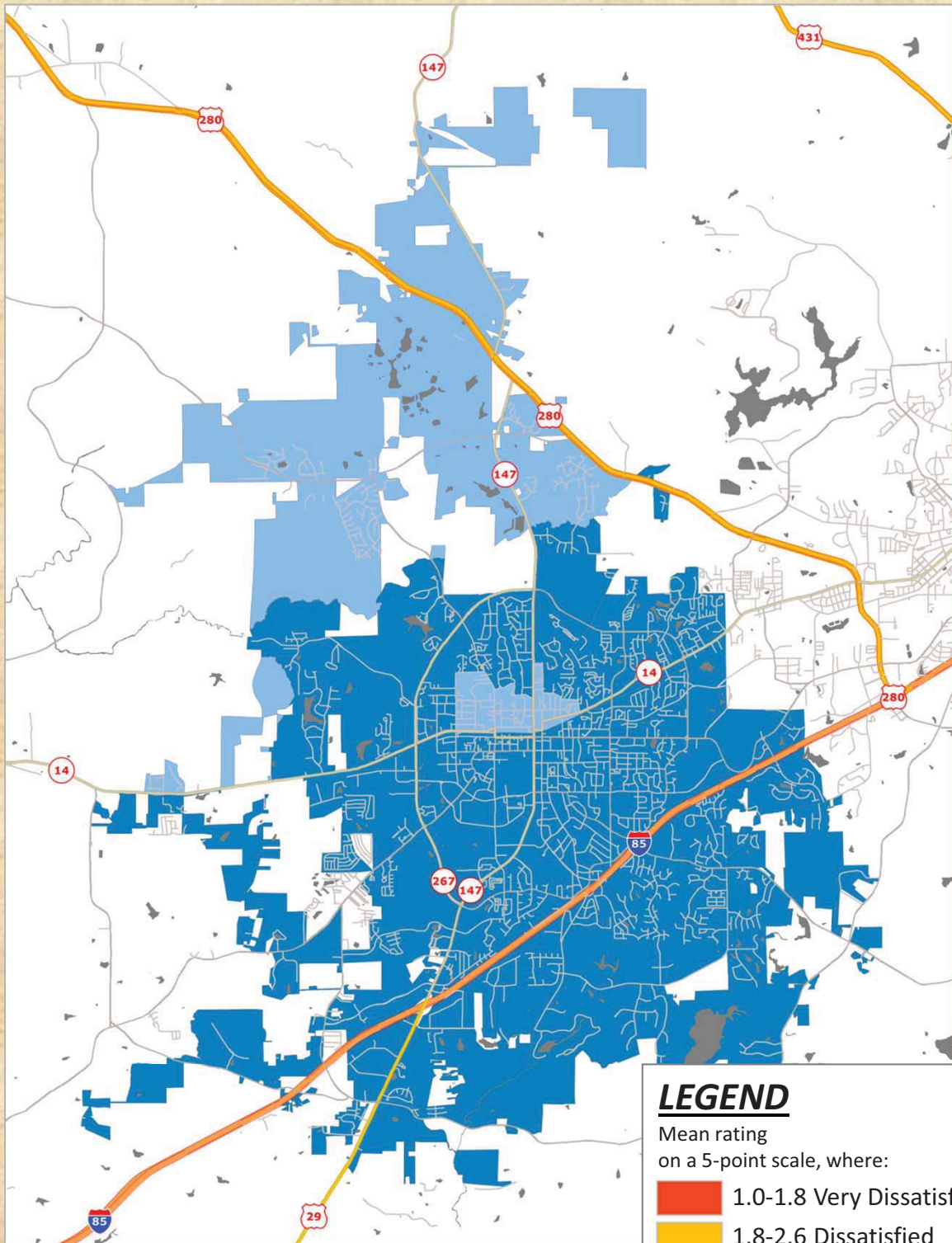
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q6i Satisfaction with fire personnel emergency response time



2014 City of Auburn Citizen Survey

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

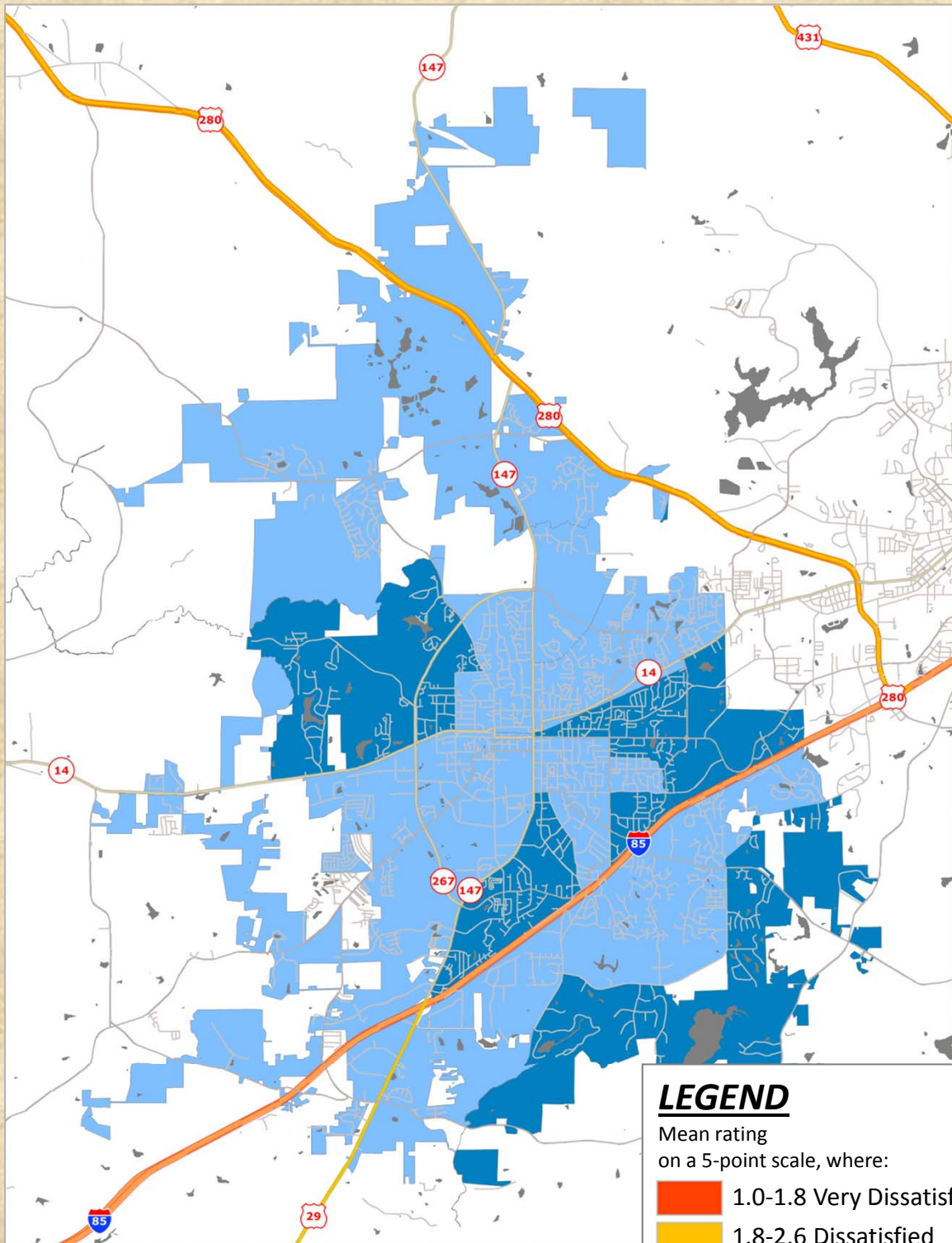
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q6j Satisfaction with quality of fire safety education programs



2014 City of Auburn Citizen Survey

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

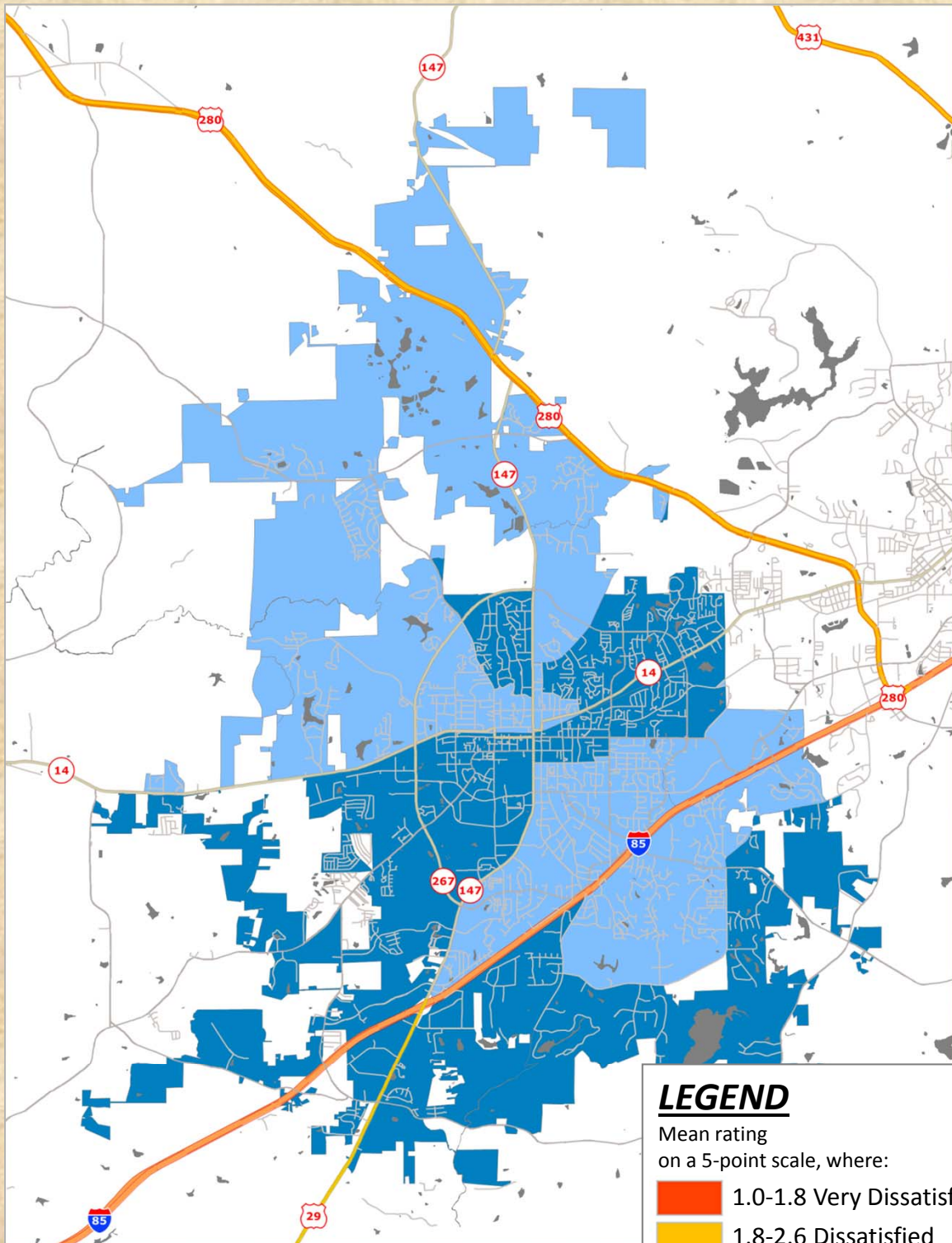
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q6k Satisfaction with quality of local ambulance service



2014 City of Auburn Citizen Survey

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

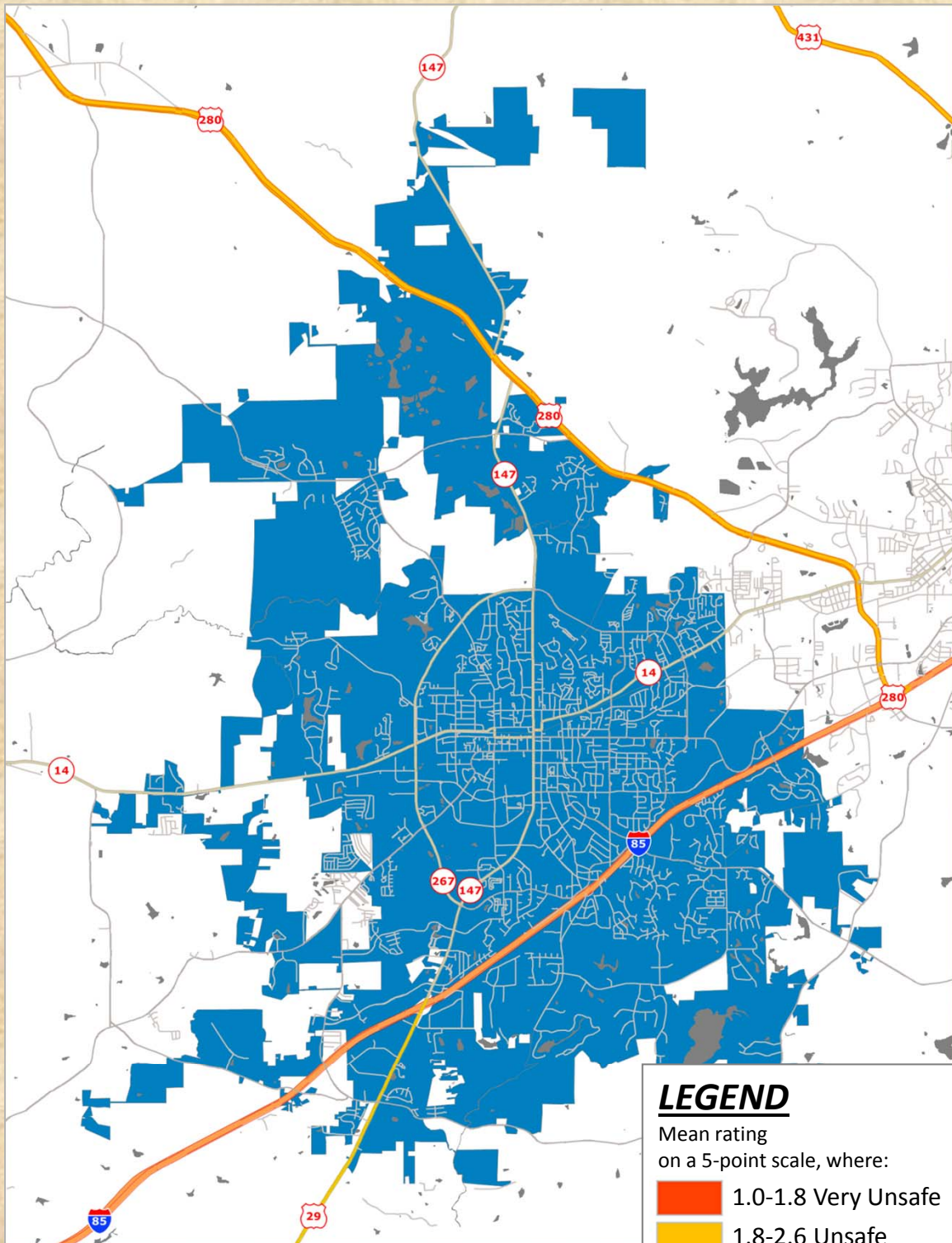
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



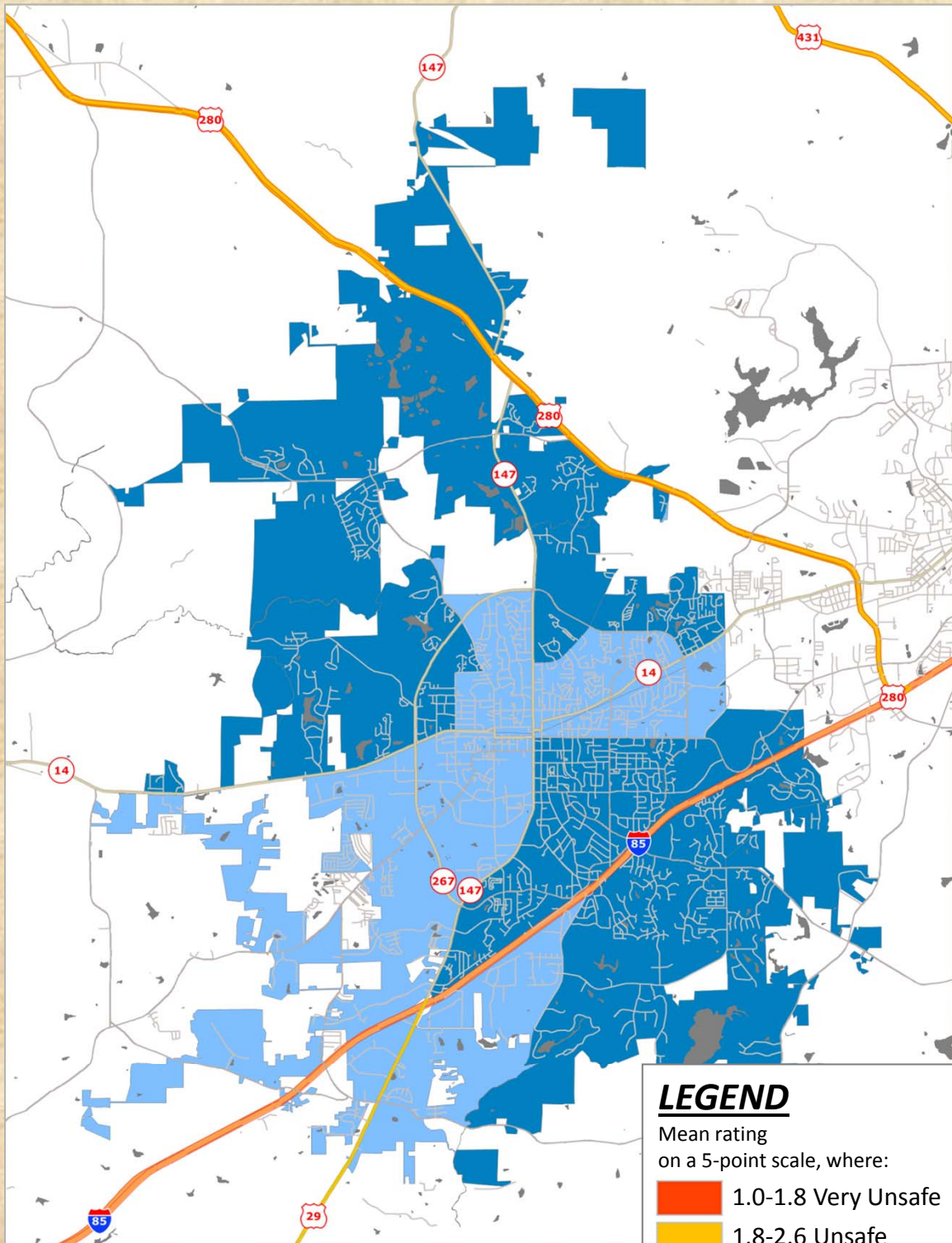
Q8a How safe residents feel in neighborhood during the day



2014 City of Auburn Citizen Survey

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

Q8b How safe residents feel in neighborhood at night



2014 City of Auburn Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:

1.0-1.8 Very Unsafe

1.8-2.6 Unsafe

2.6-3.4 Neutral

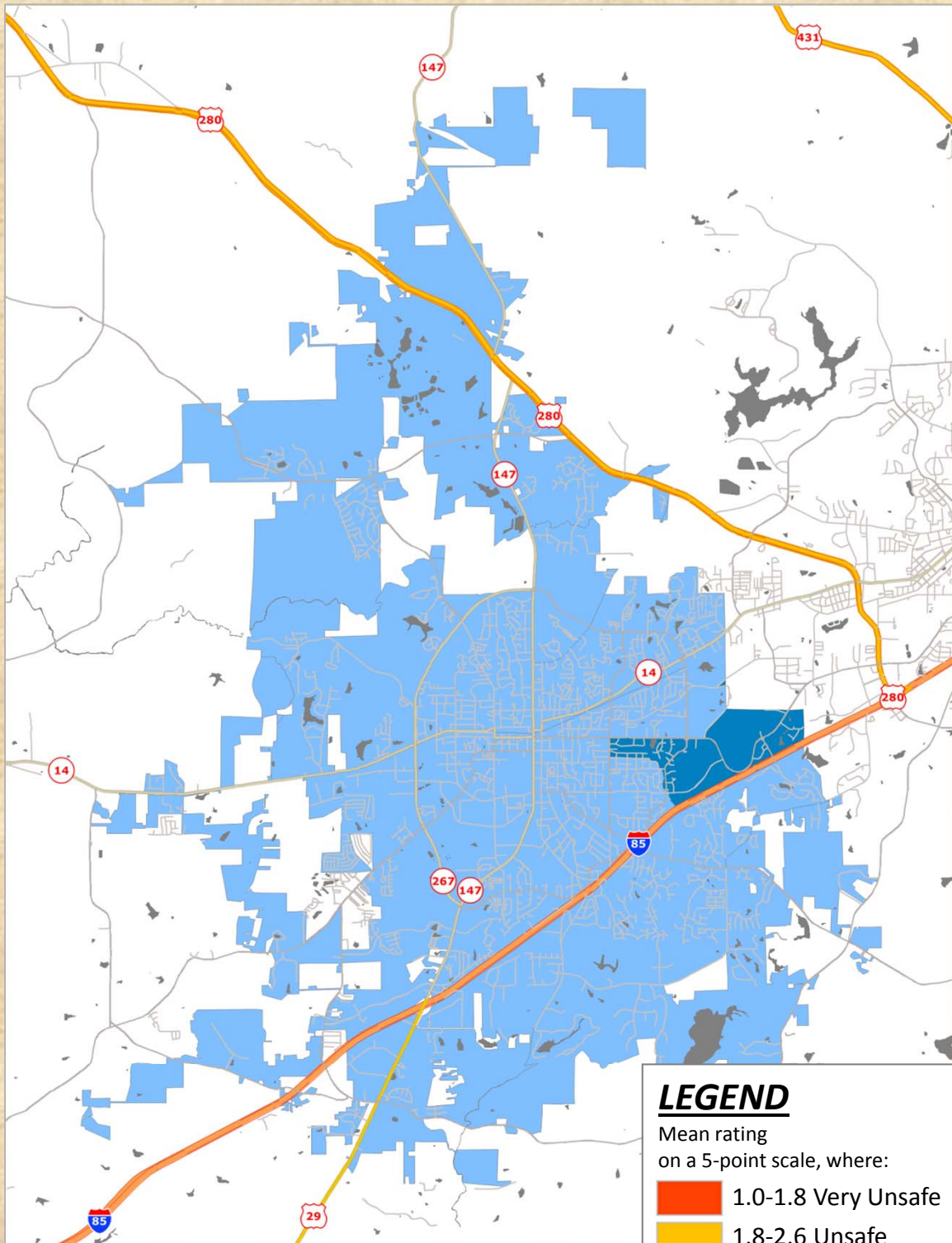
3.4-4.2 Safe

4.2-5.0 Very Safe

Other (no responses)



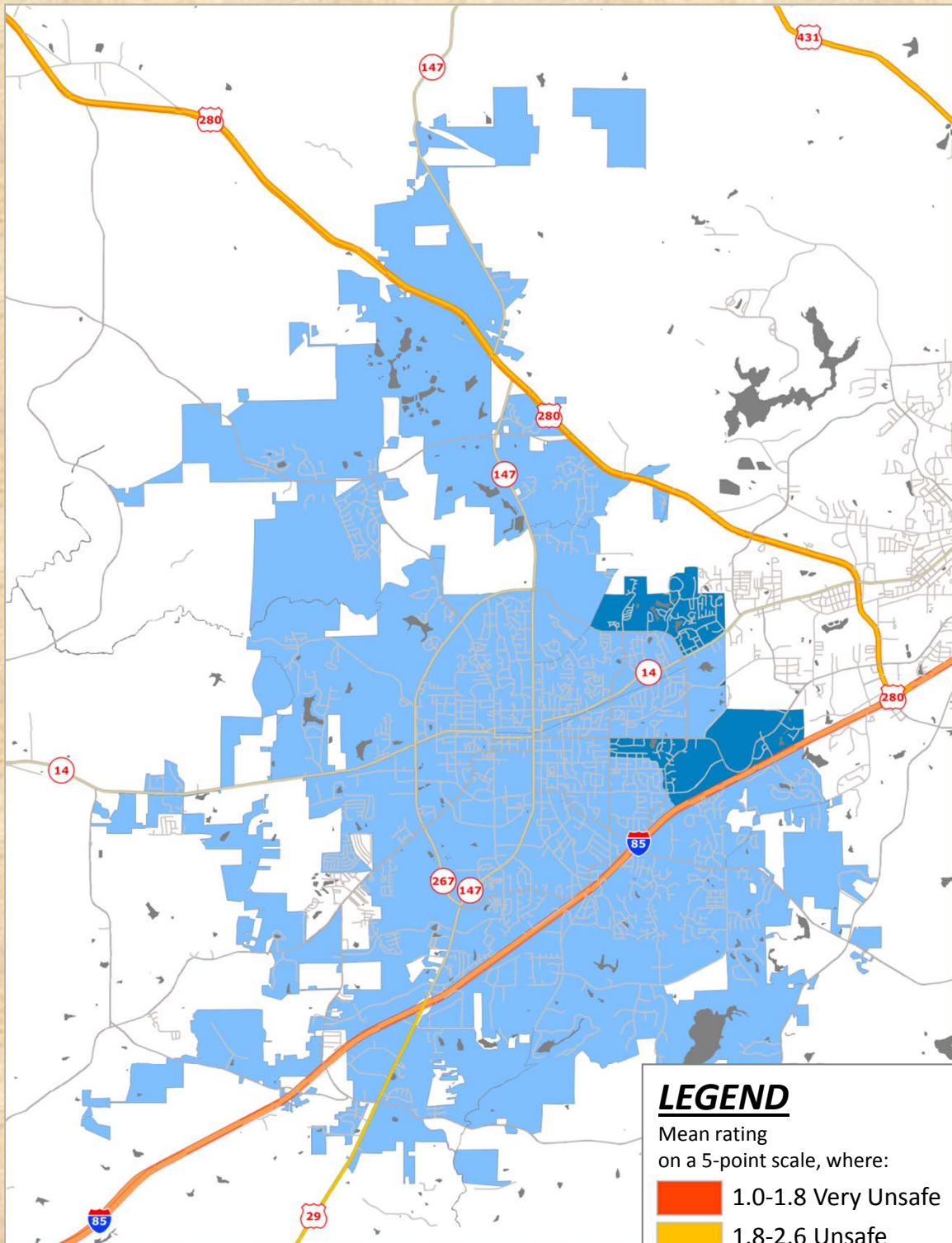
Q8c How safe residents feel in the city's parks



2014 City of Auburn Citizen Survey

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

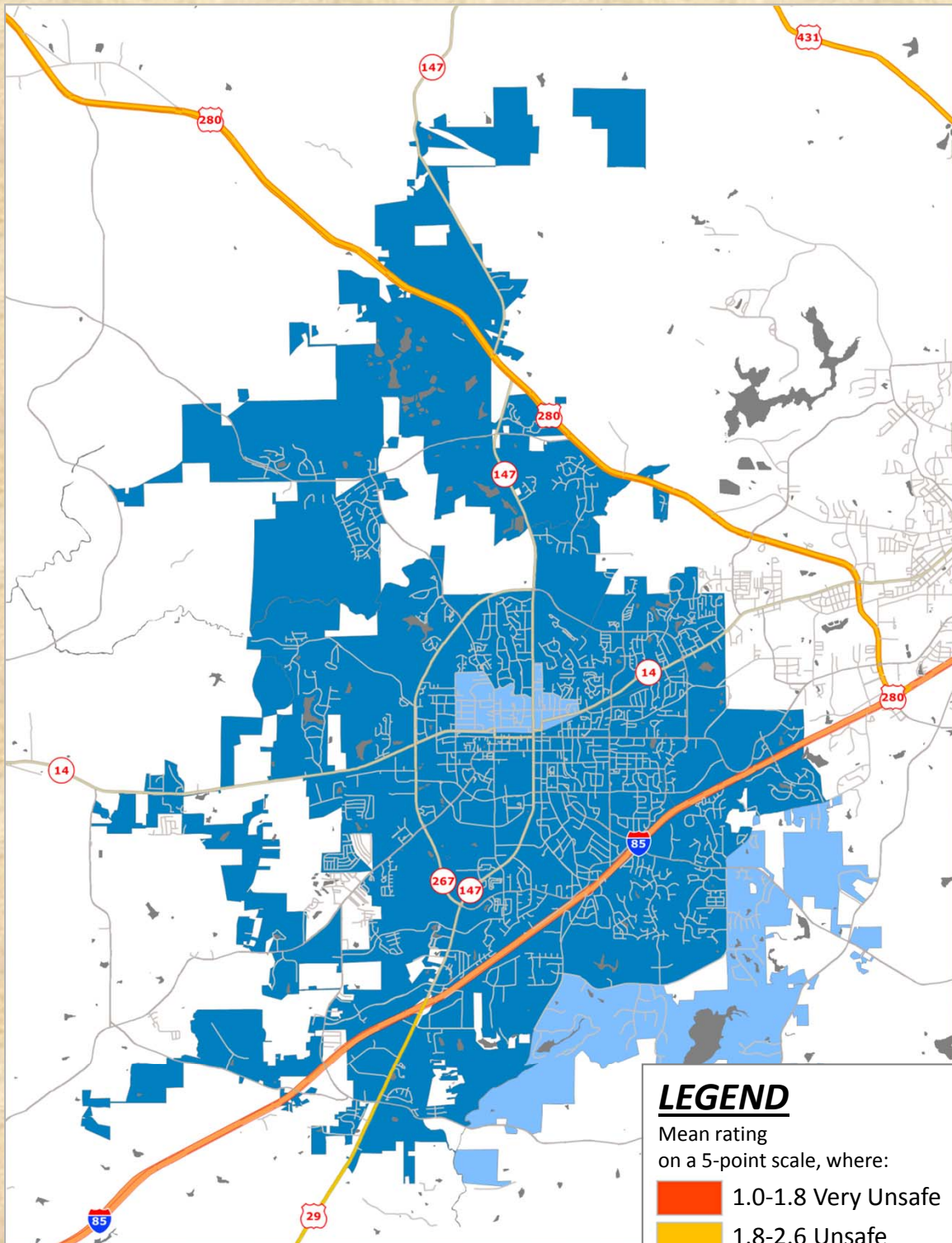
Q8d How safe residents feel in commercial and retail areas



2014 City of Auburn Citizen Survey

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

Q8e How safe residents feel in downtown Auburn



2014 City of Auburn Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:

1.0-1.8 Very Unsafe

1.8-2.6 Unsafe

2.6-3.4 Neutral

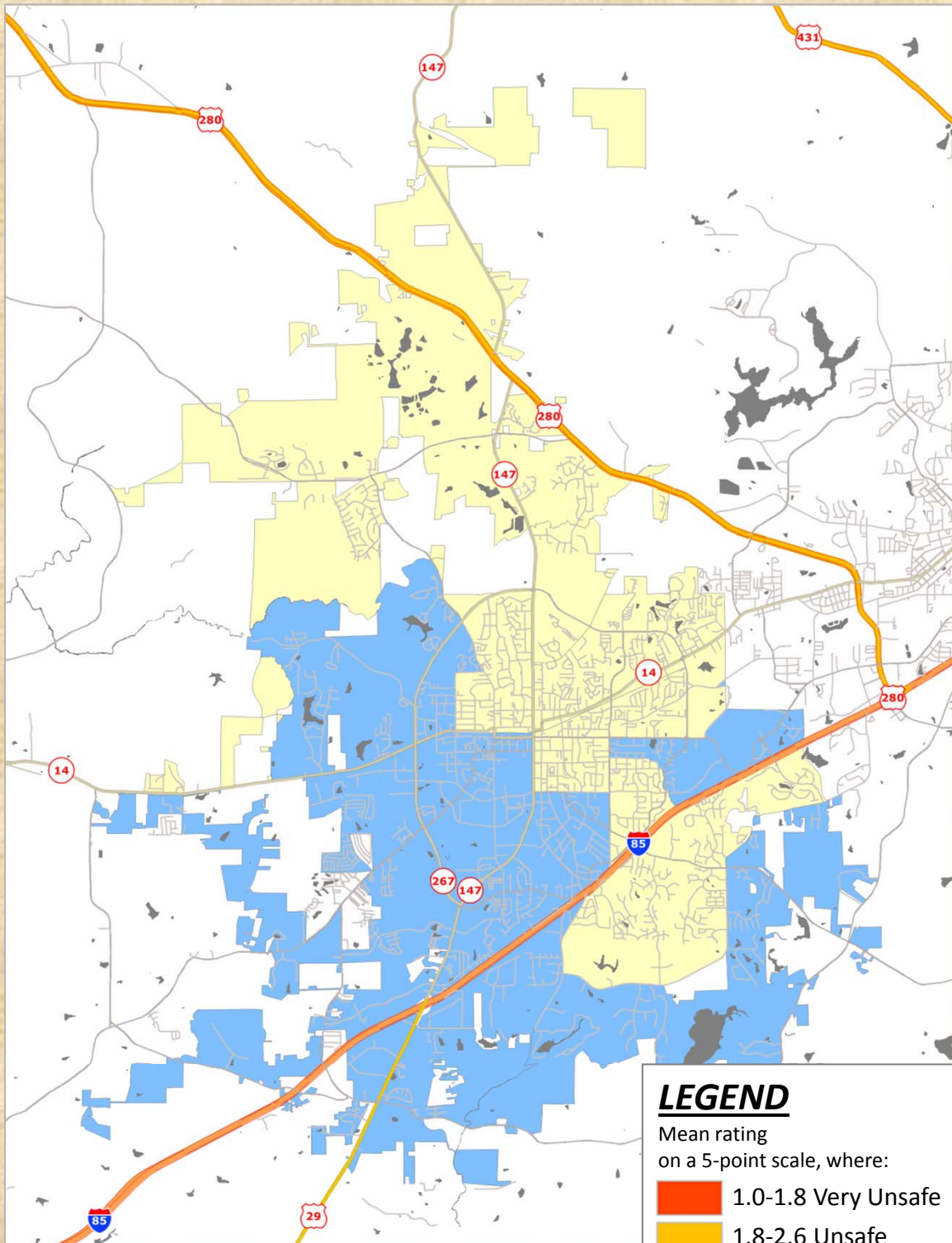
3.4-4.2 Safe

4.2-5.0 Very Safe

Other (no responses)



Q8f How safe residents feel traveling by bicycle in Auburn



2014 City of Auburn Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:

1.0-1.8 Very Unsafe

1.8-2.6 Unsafe

2.6-3.4 Neutral

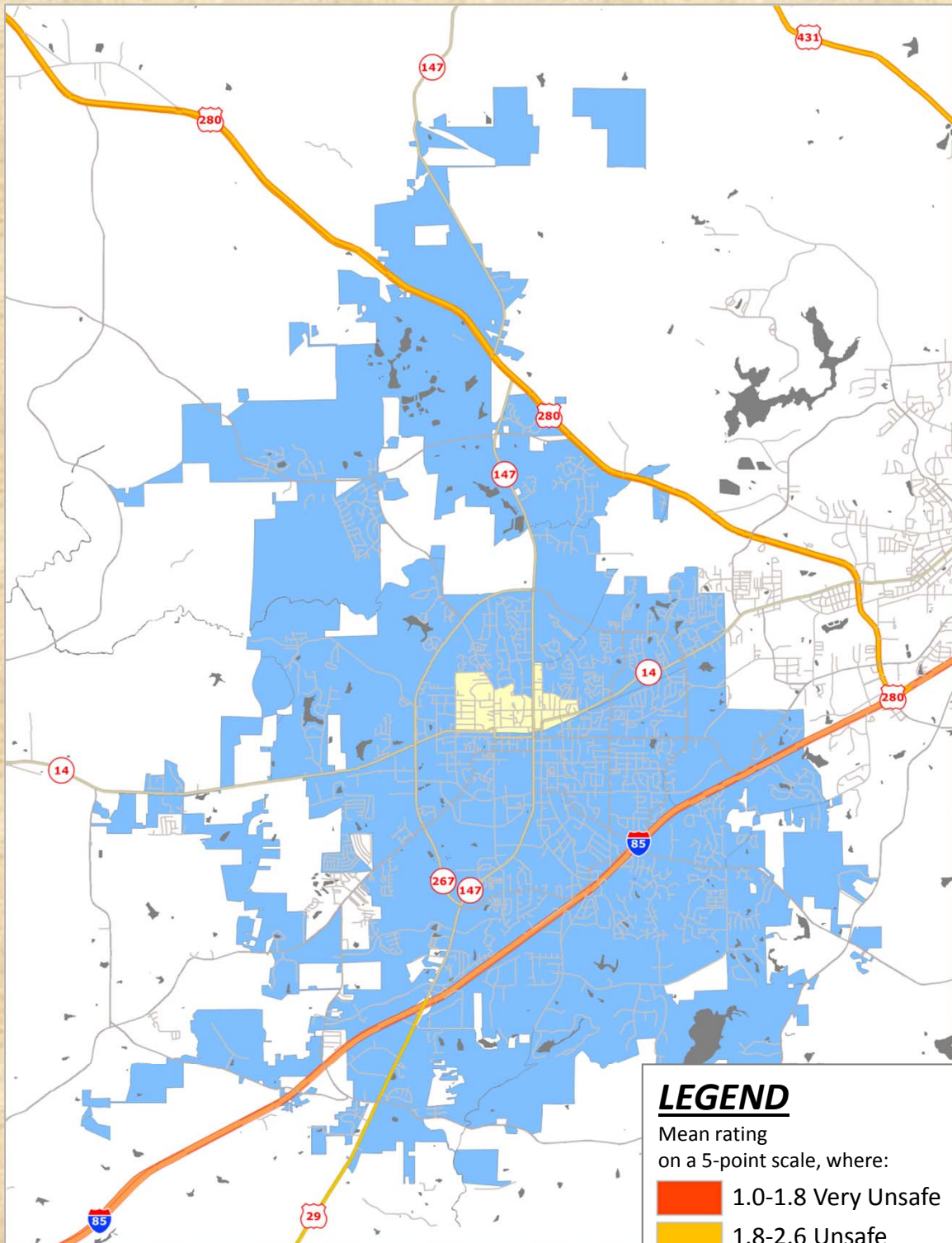
3.4-4.2 Safe

4.2-5.0 Very Safe

Other (no responses)



Q8g How safe residents feel traveling as a pedestrian in Auburn



2014 City of Auburn Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:

1.0-1.8 Very Unsafe

1.8-2.6 Unsafe

2.6-3.4 Neutral

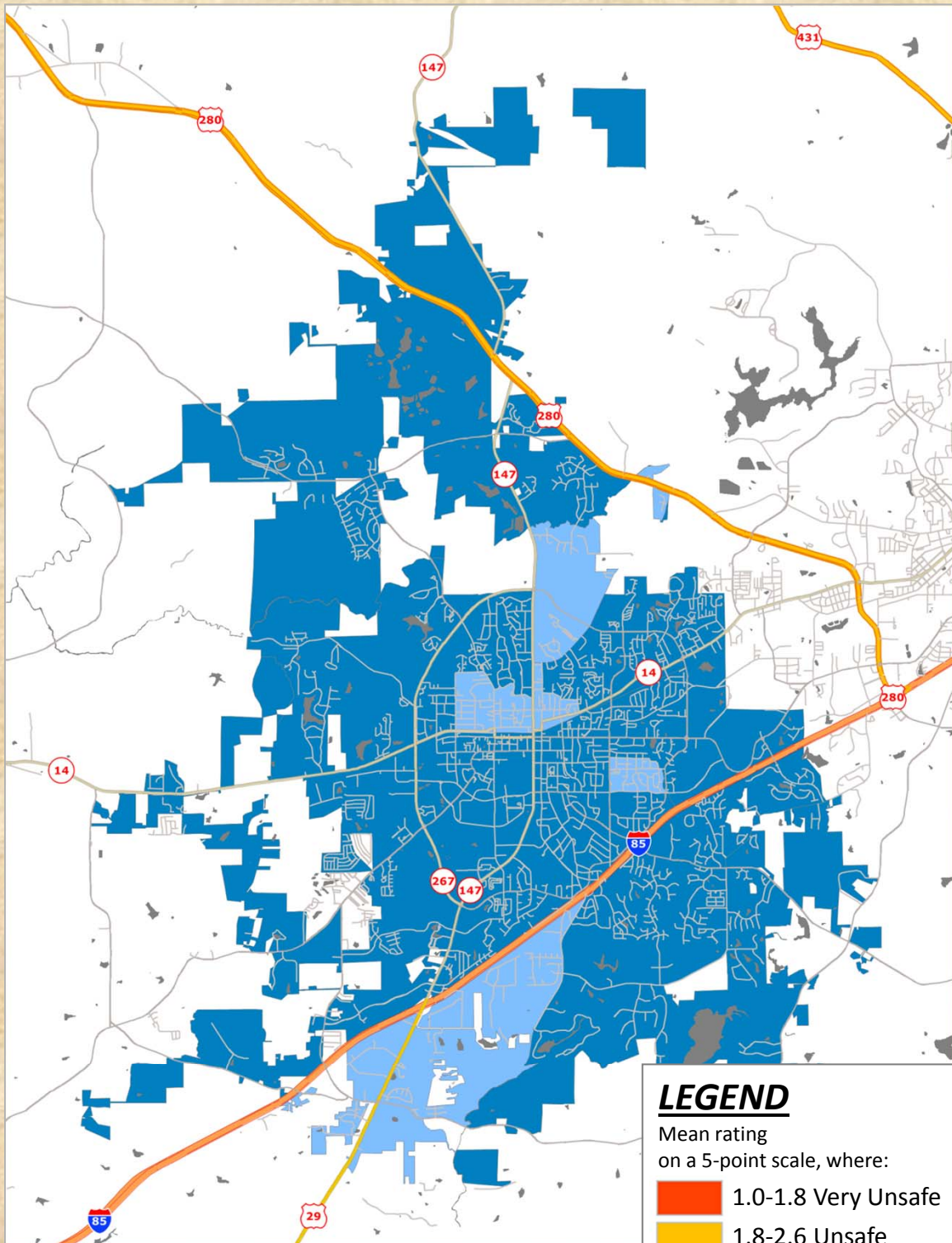
3.4-4.2 Safe

4.2-5.0 Very Safe

Other (no responses)



Q8h Overall feeling of safety in Auburn



2014 City of Auburn Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:

1.0-1.8 Very Unsafe

1.8-2.6 Unsafe

2.6-3.4 Neutral

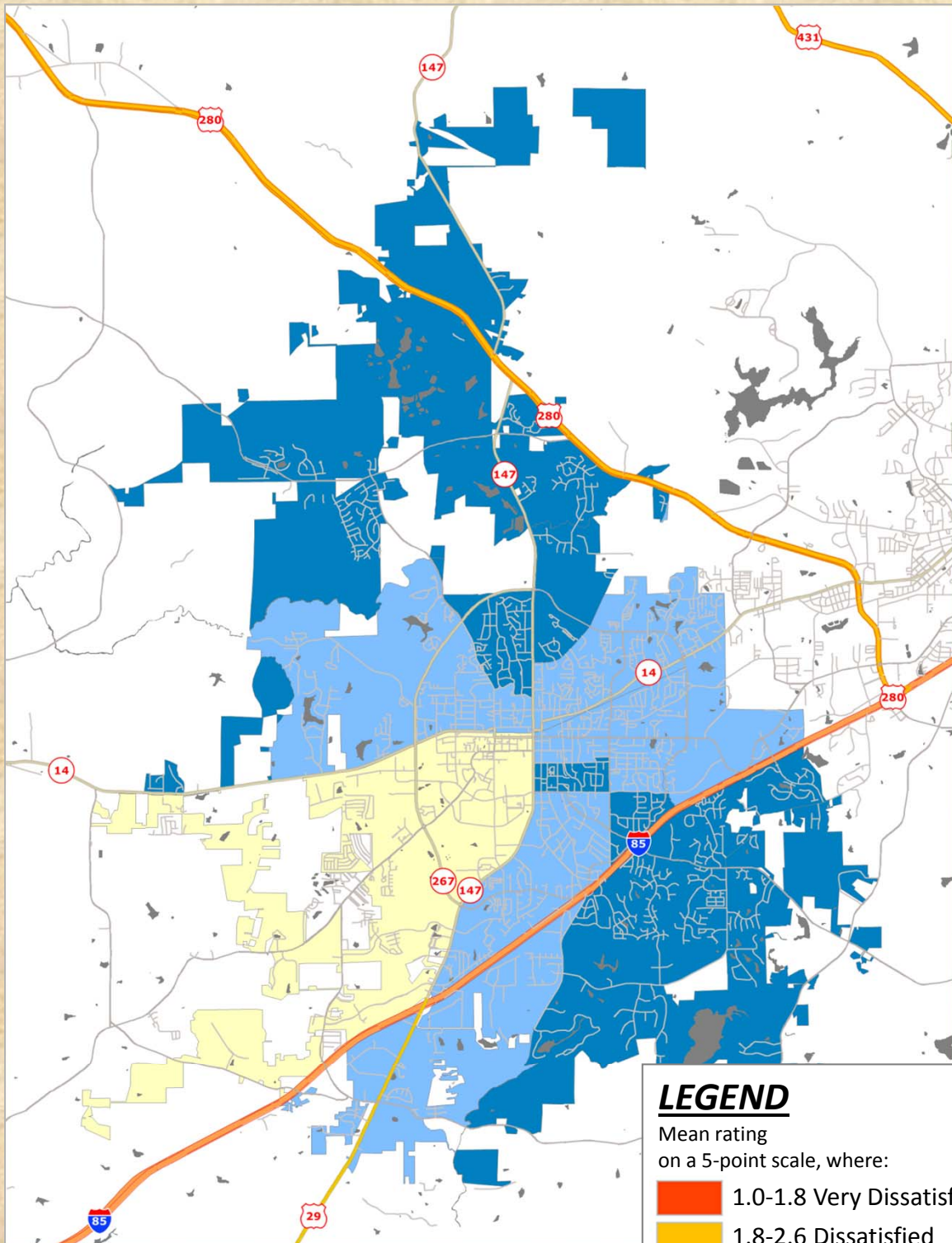
3.4-4.2 Safe

4.2-5.0 Very Safe

Other (no responses)



Q10a Satisfaction with cleanup of debris/litter



2014 City of Auburn Citizen Survey

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

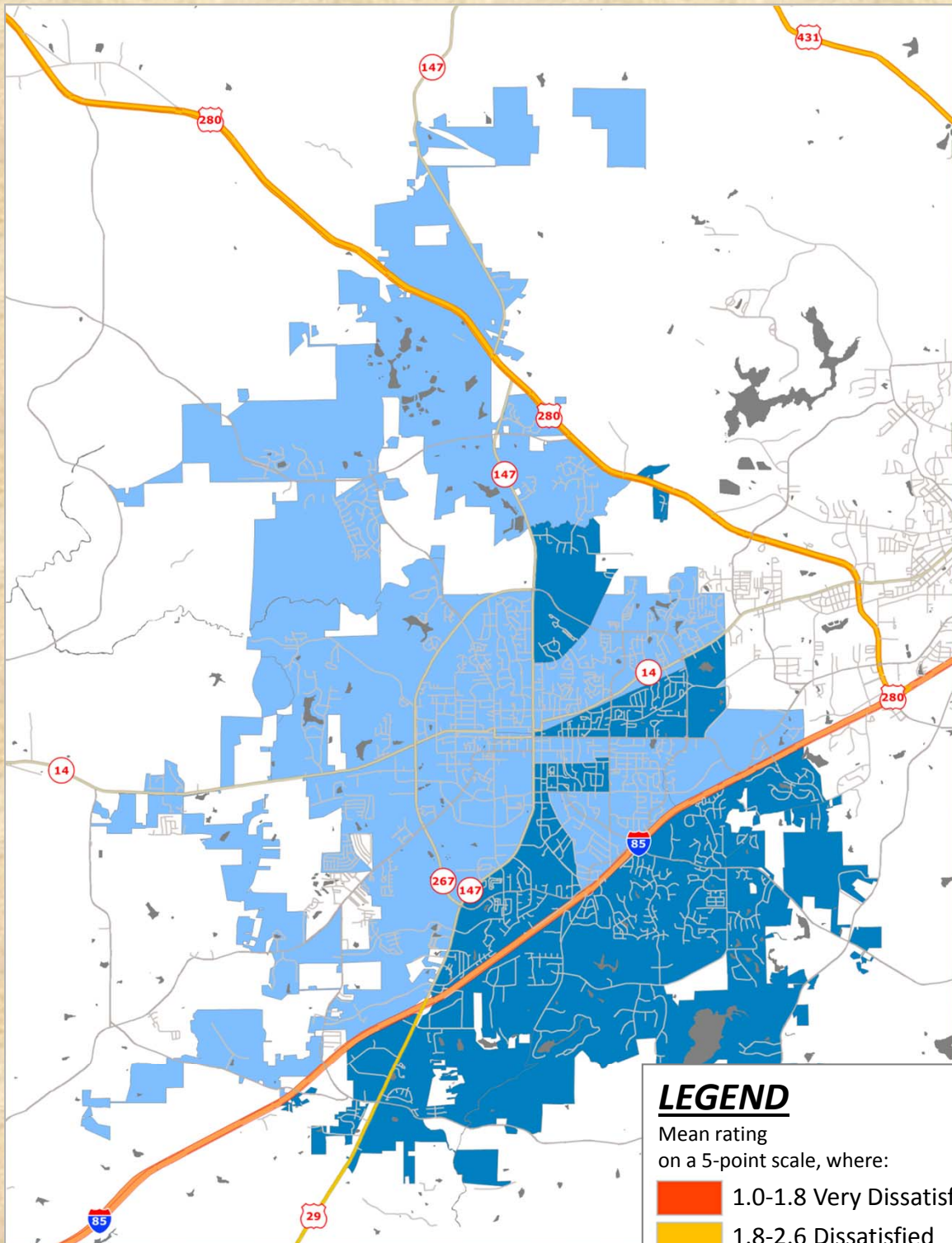
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q10b Satisfaction with cleanup of large junk/abandoned vehicles




2014 City of Auburn Citizen Survey

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

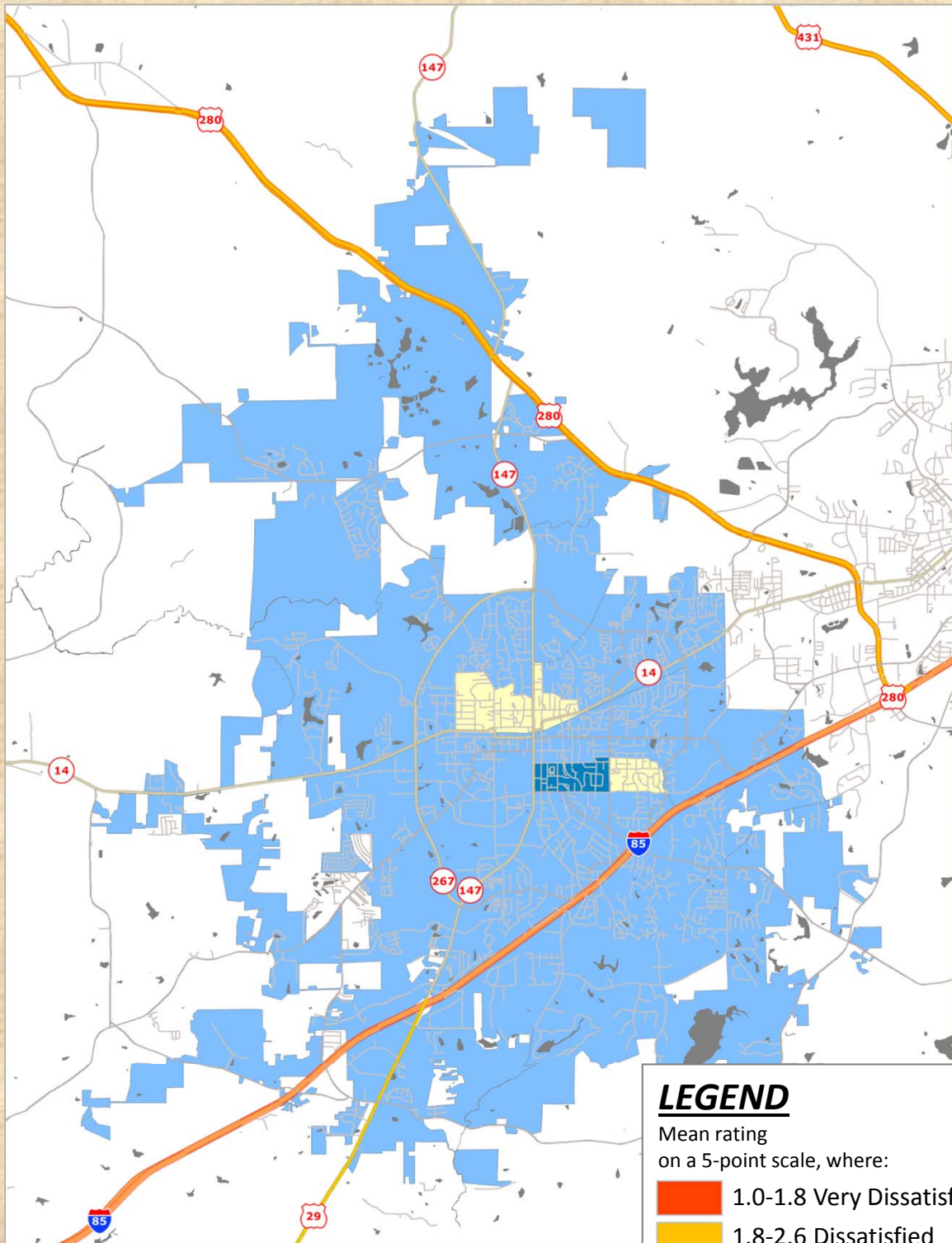
LEGEND

Mean rating on a 5-point scale, where:

-  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
-  Other (no responses)



Q10c Satisfaction with cleanup of overgrown and weedy lots



2014 City of Auburn Citizen Survey

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

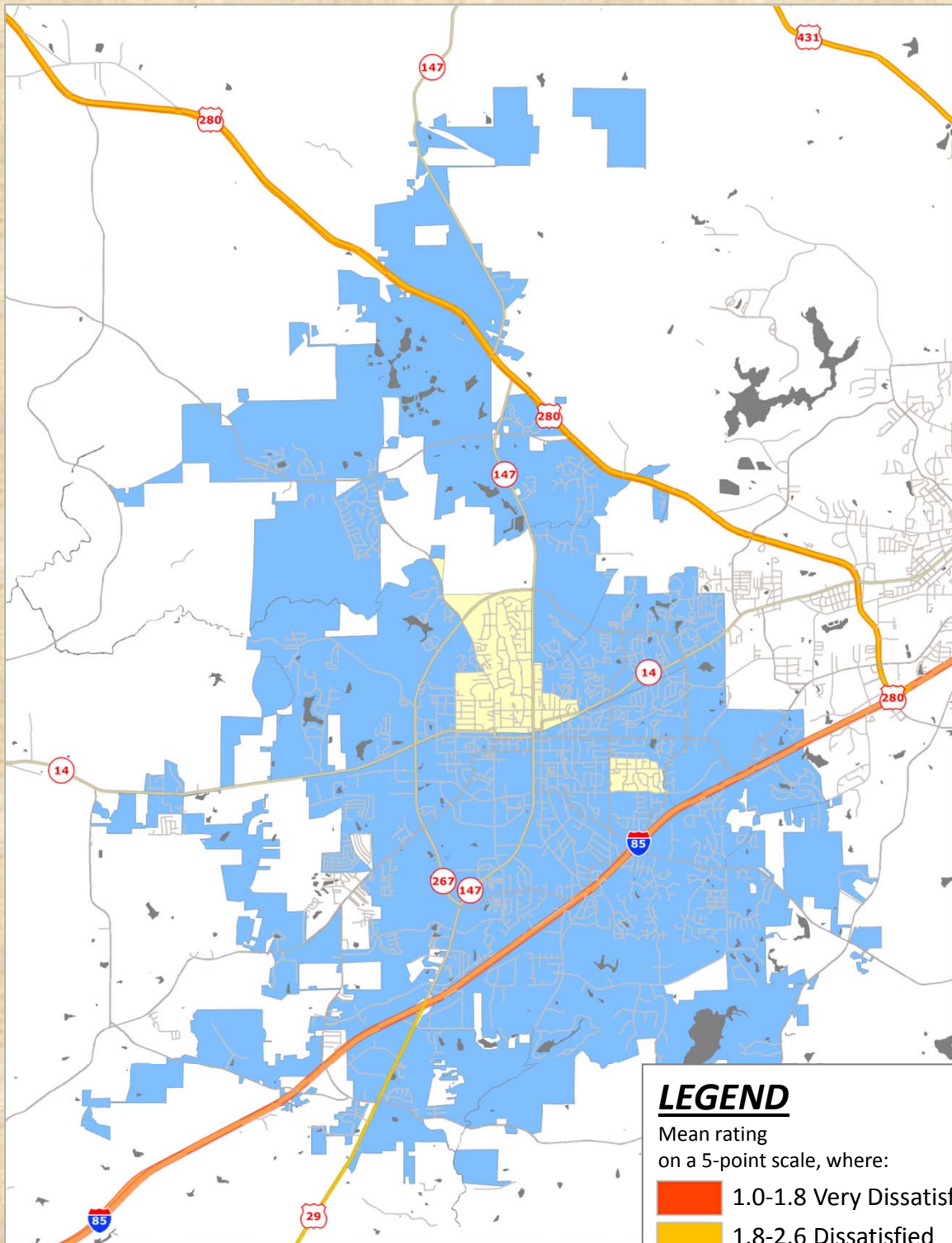
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q10d Satisfaction with efforts to remove dilapidated structures



2014 City of Auburn Citizen Survey

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

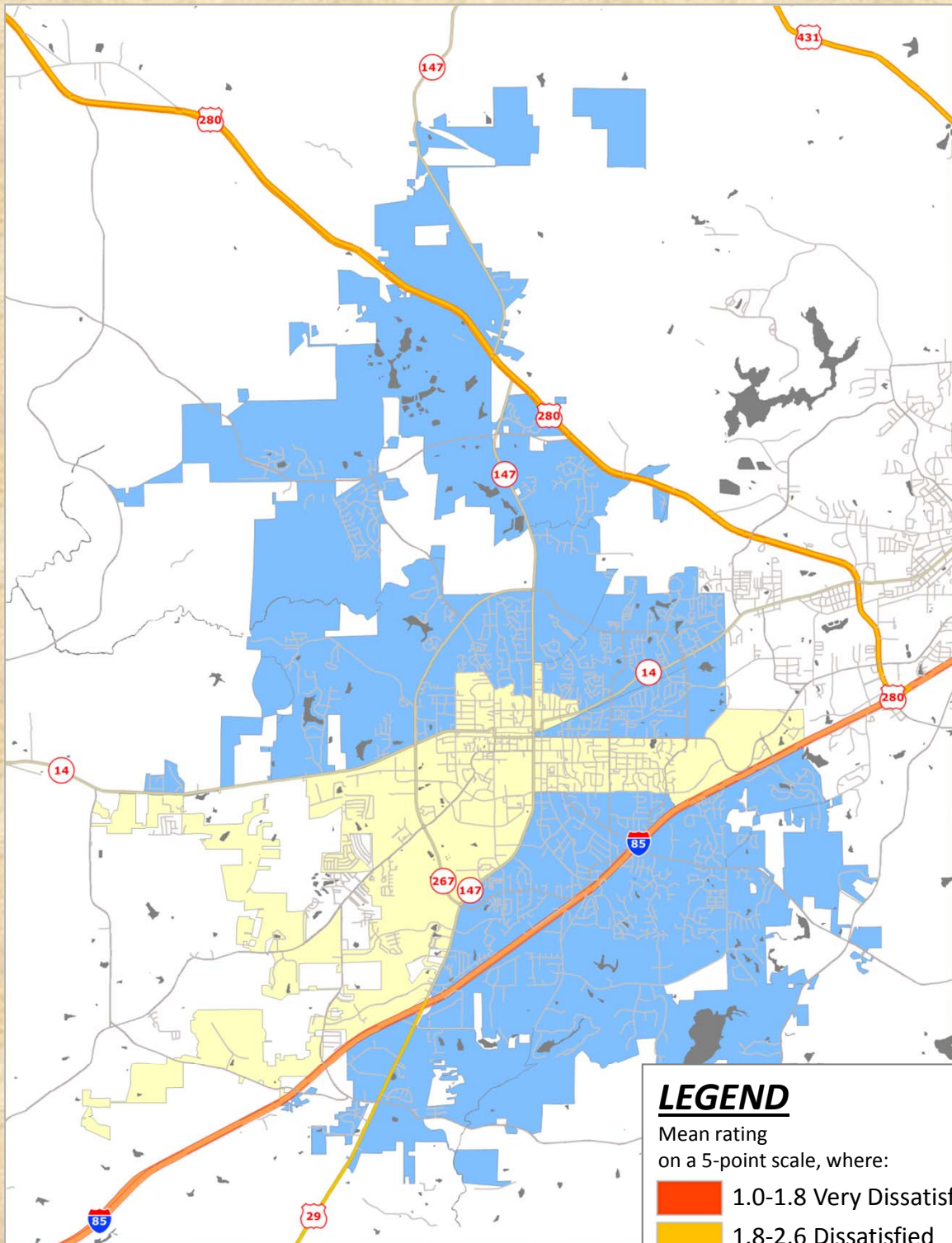
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q10e Satisfaction with enforcement of loud music



2014 City of Auburn Citizen Survey

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

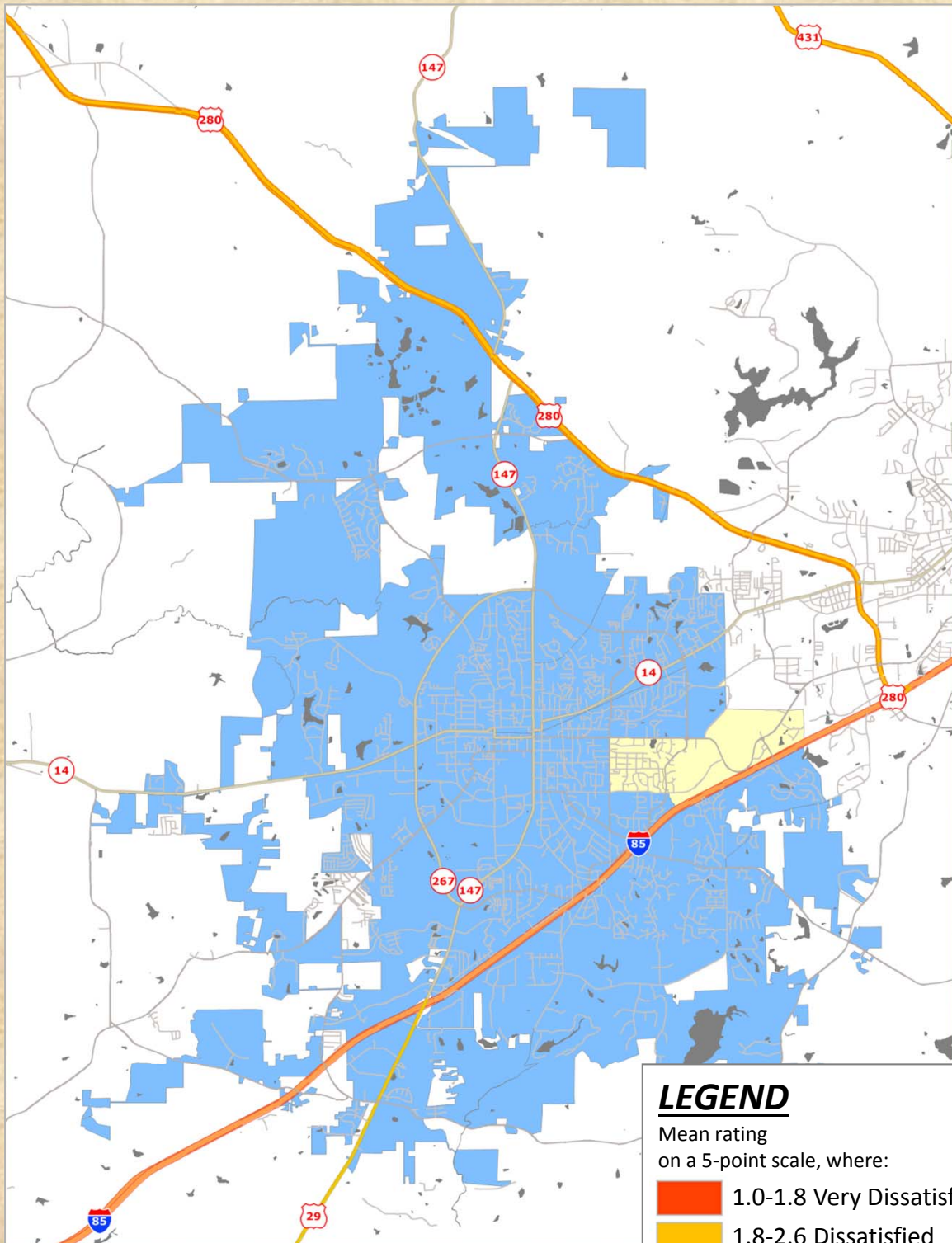
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q10f Satisfaction with control of nuisance animals



2014 City of Auburn Citizen Survey

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

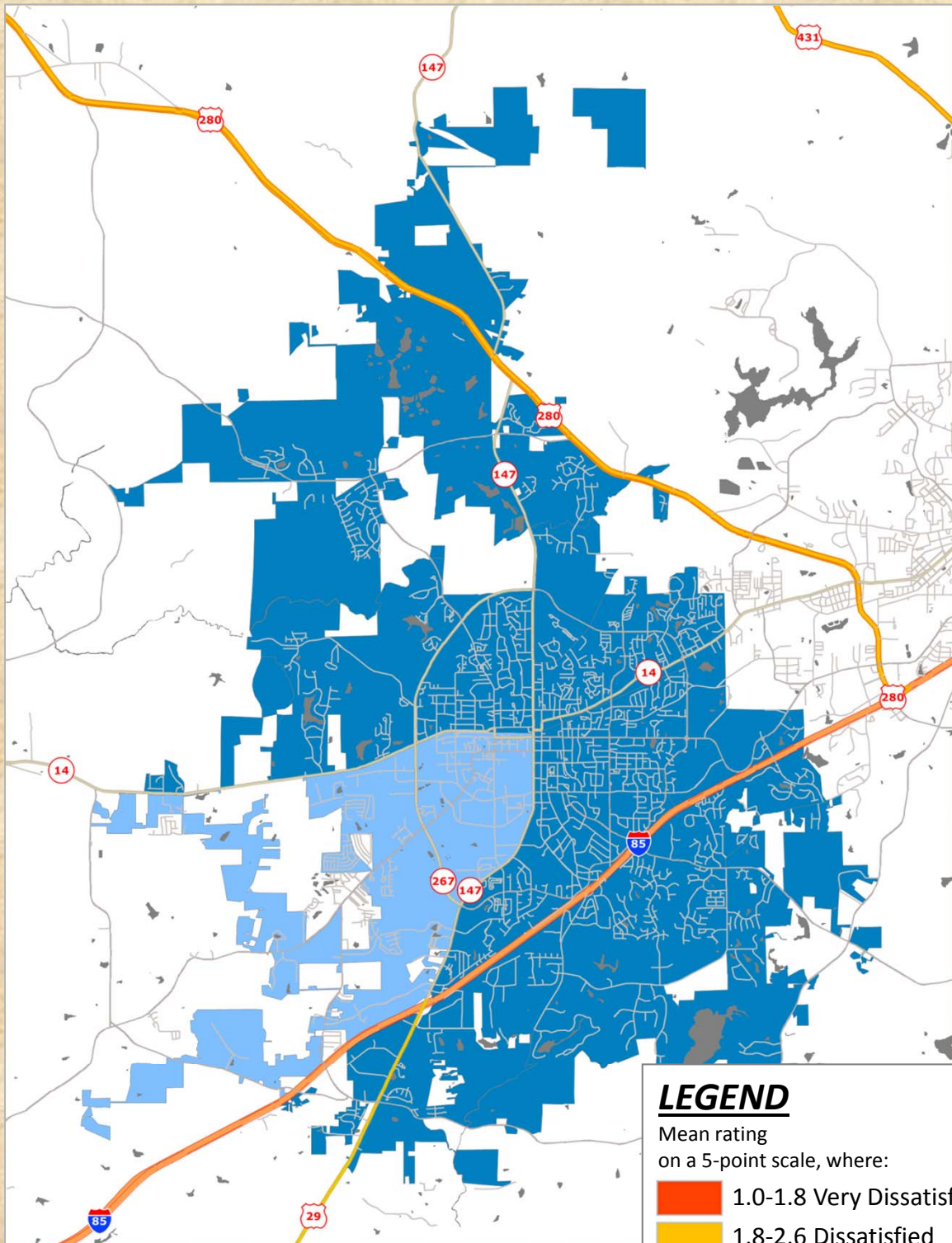
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q12a Satisfaction with residential garbage collection



2014 City of Auburn Citizen Survey

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

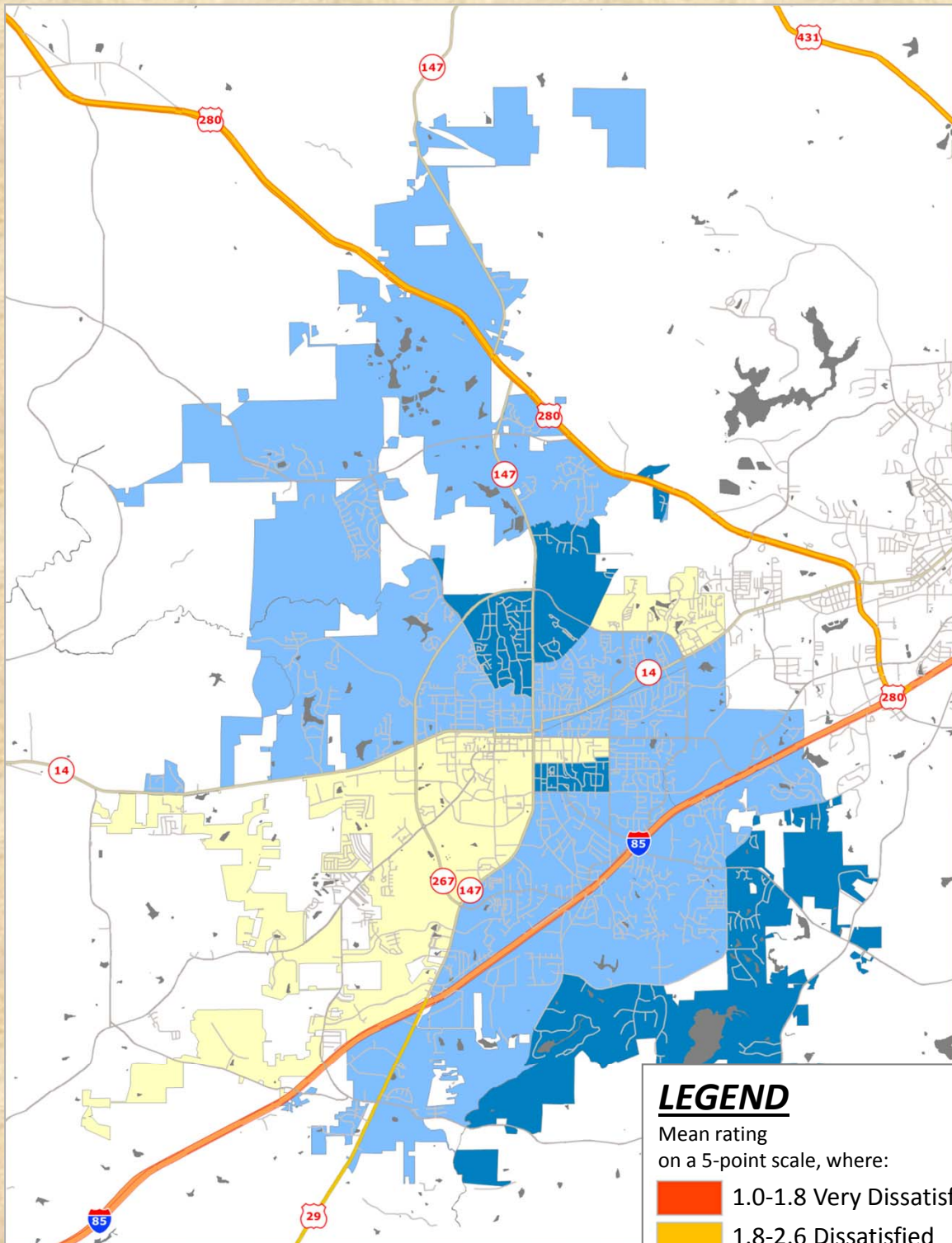
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



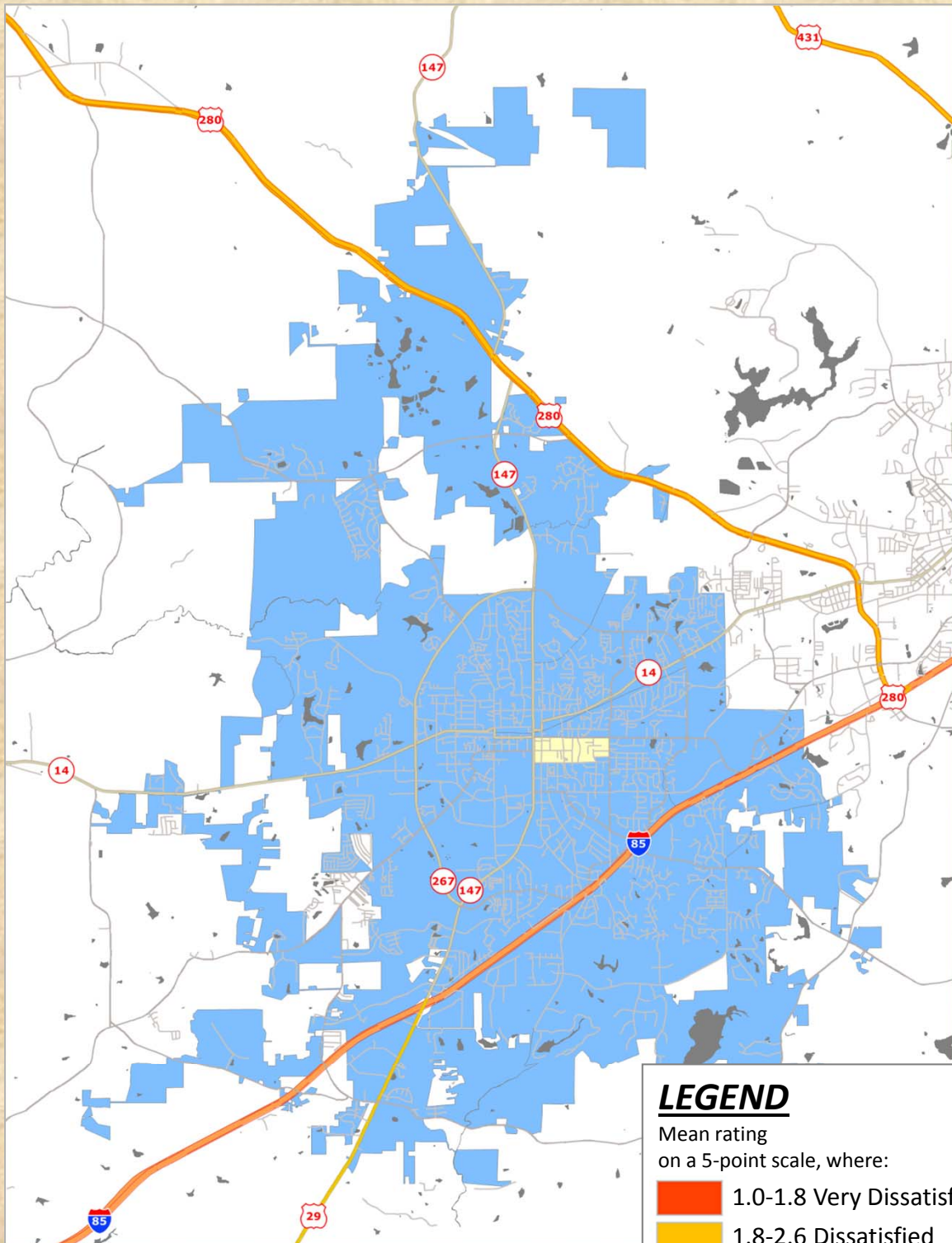
Q12b Satisfaction with curbside recycling service



2014 City of Auburn Citizen Survey

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

Q12c Satisfaction with material types accepted for recycling



2014 City of Auburn Citizen Survey

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

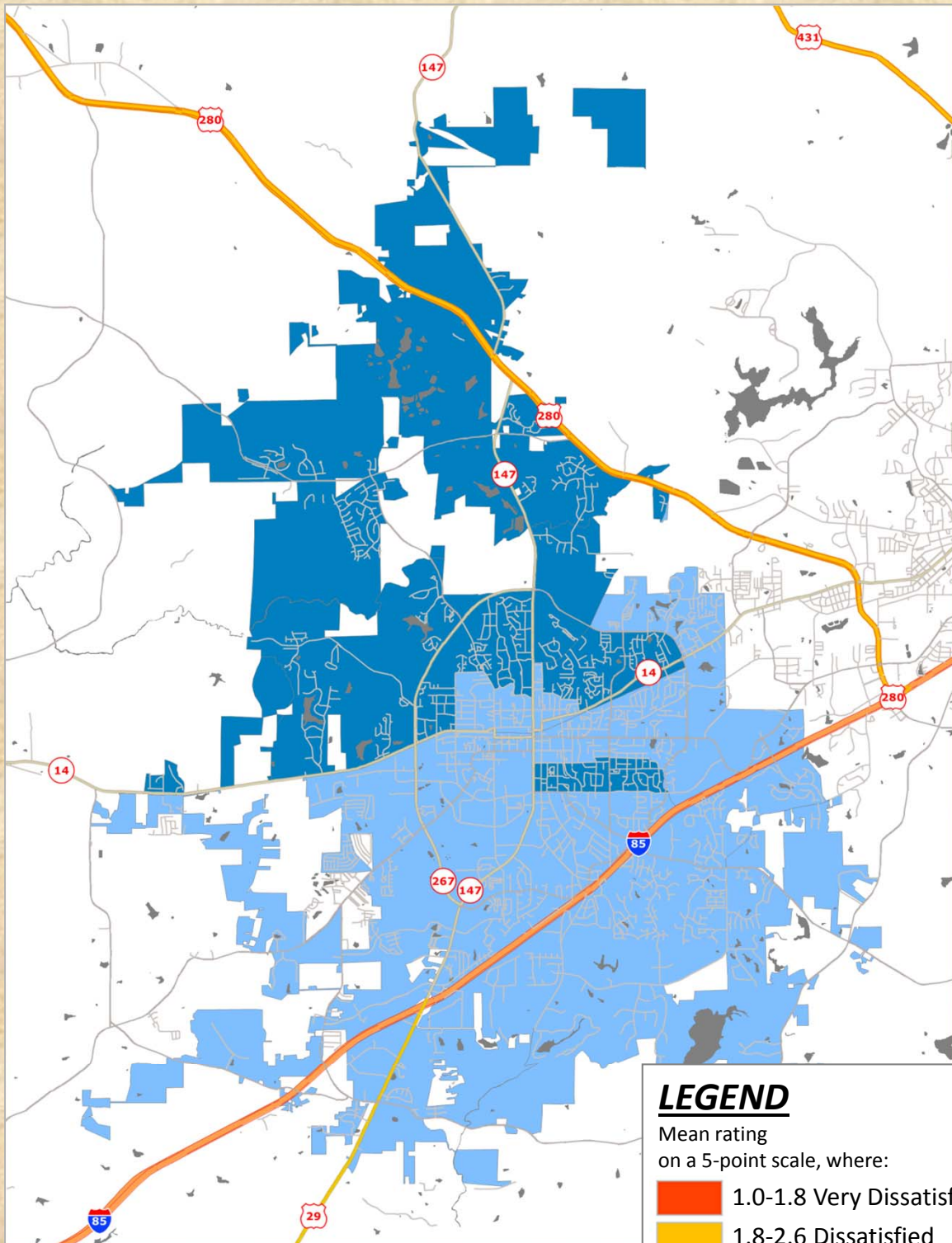
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q12d Satisfaction with recycling at city's drop-off recycling center



2014 City of Auburn Citizen Survey

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

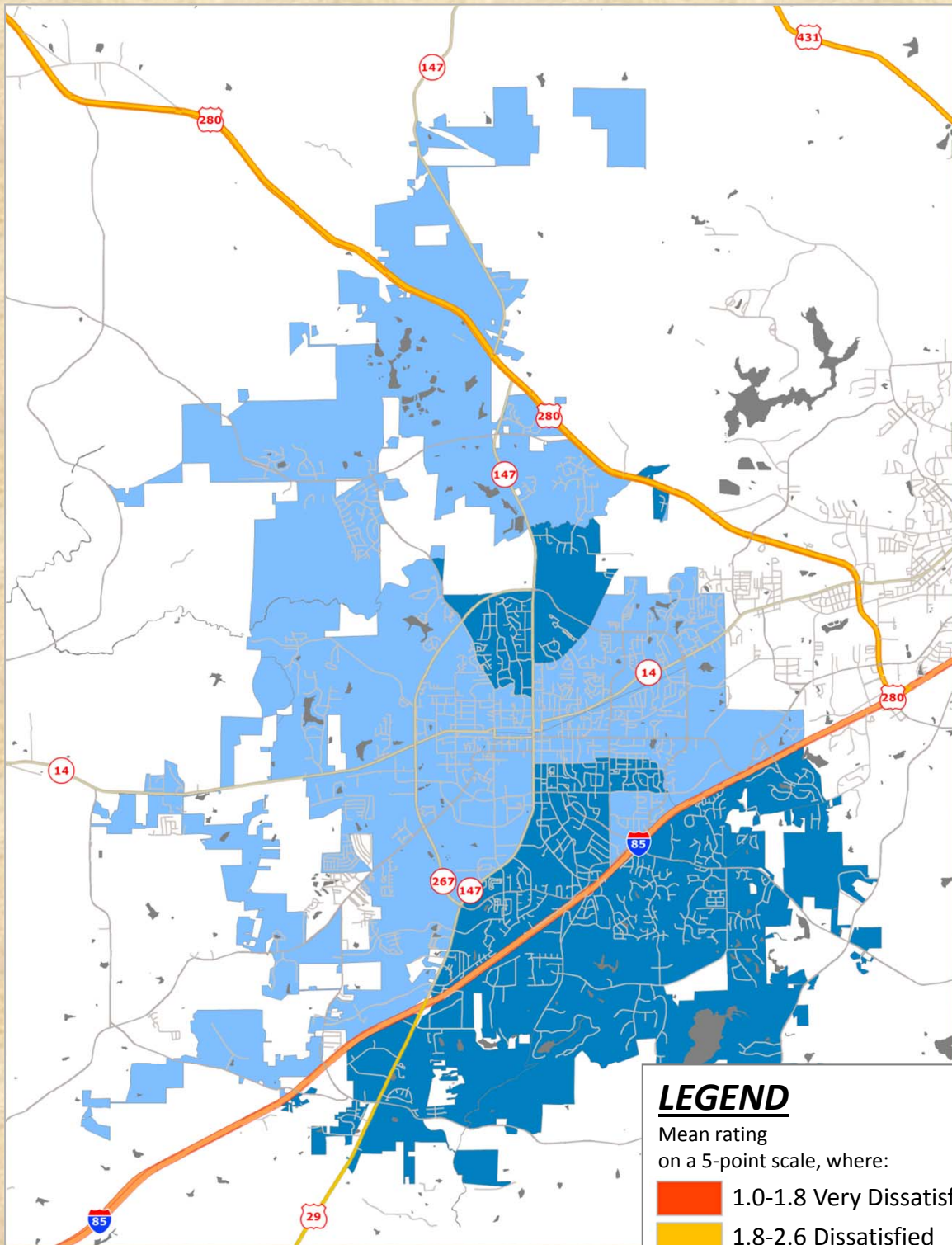
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



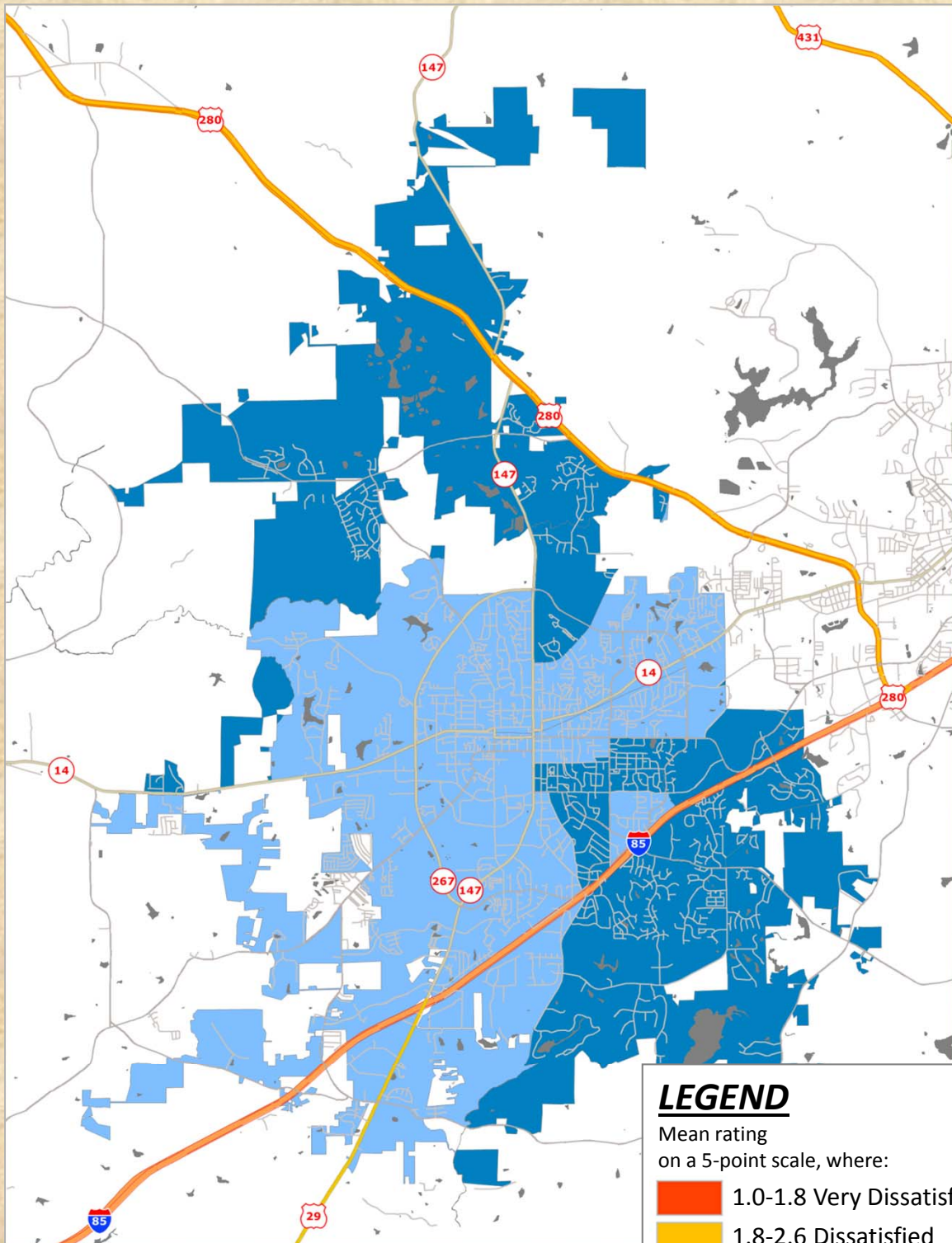
Q12e Satisfaction with yard waste removal service



2014 City of Auburn Citizen Survey

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

Q12f Satisfaction with water service



2014 City of Auburn Citizen Survey

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

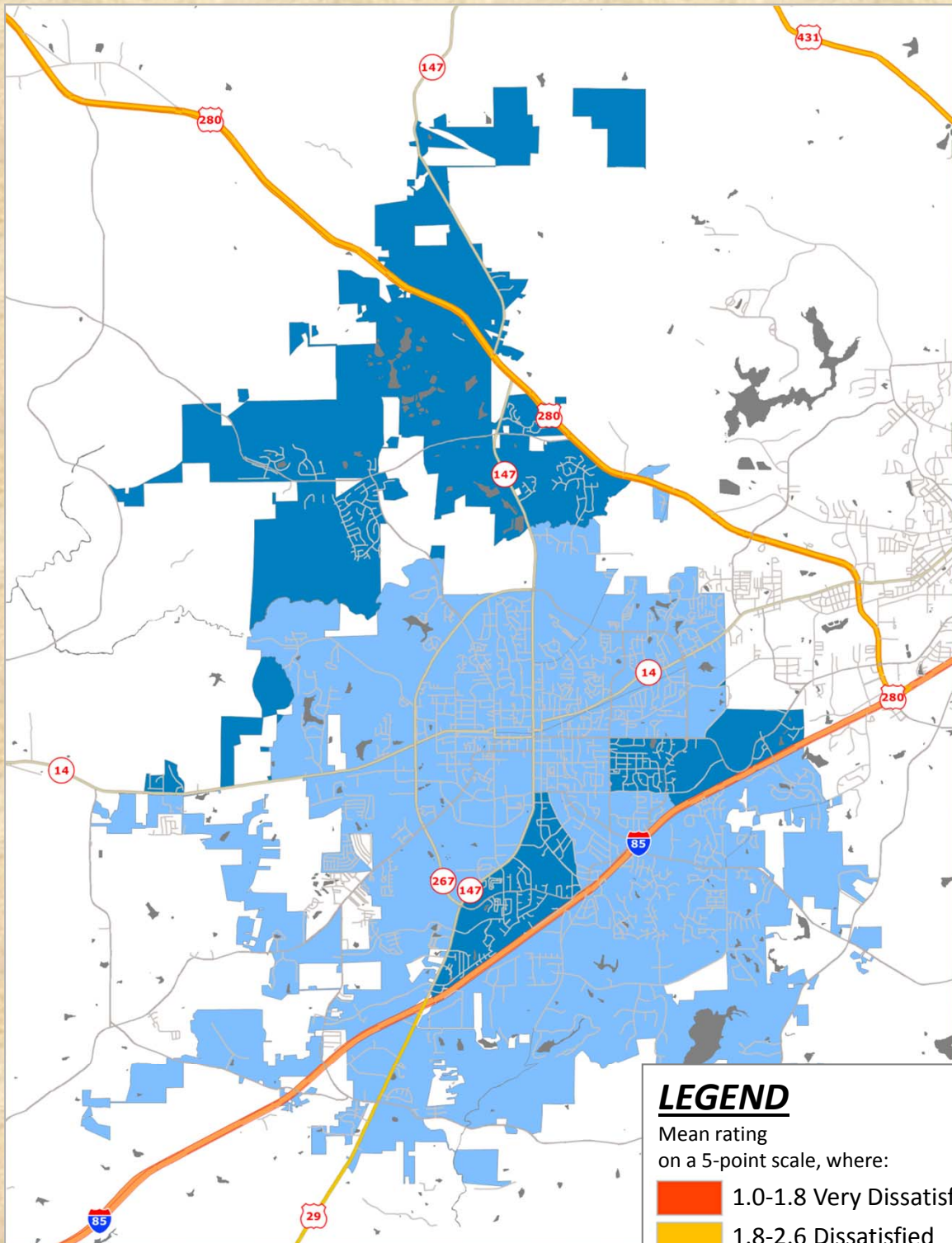
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q12g Satisfaction with Utility Billing Office customer service



2014 City of Auburn Citizen Survey

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

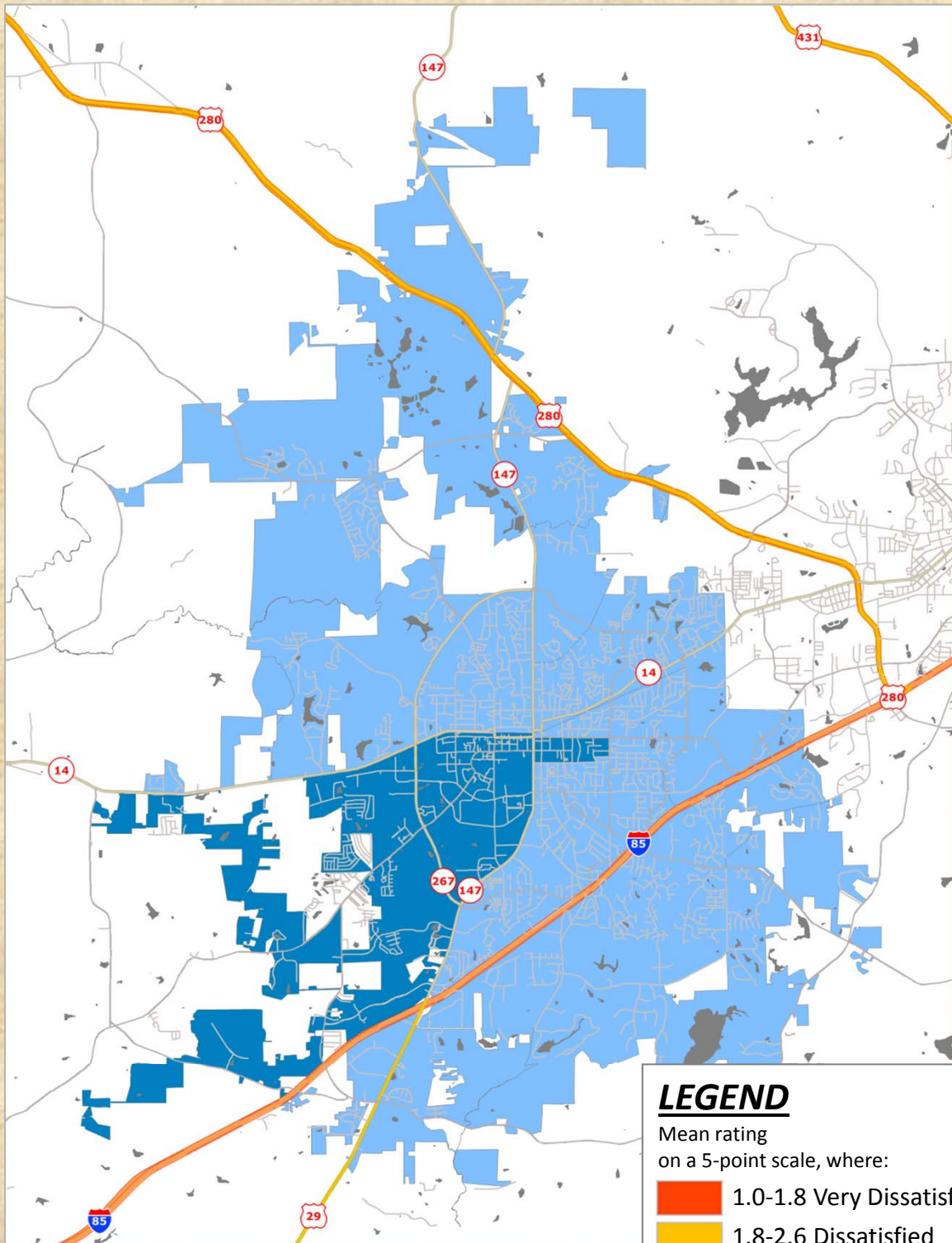
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q14a Satisfaction with ease of travel by car in Auburn



2014 City of Auburn Citizen Survey

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

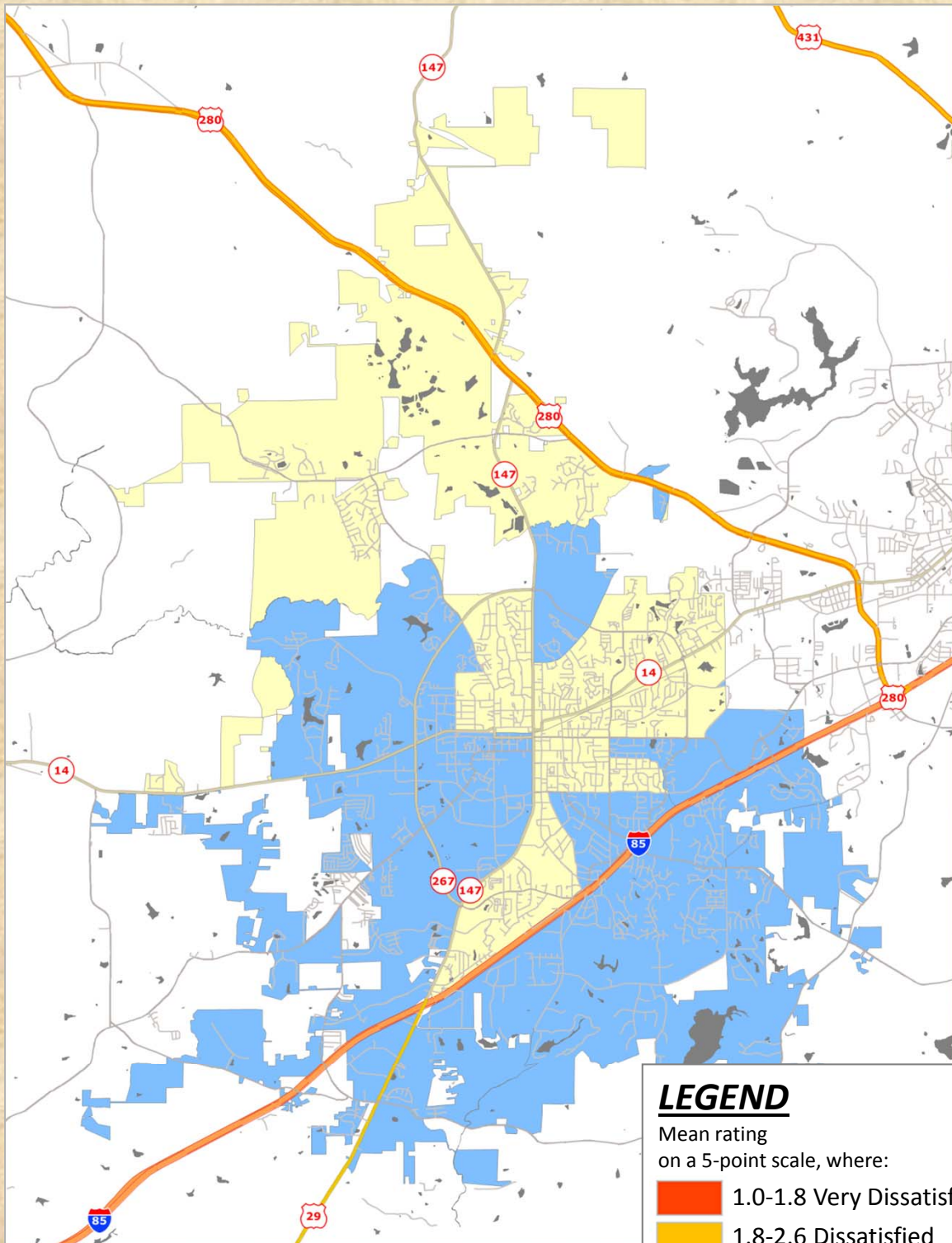
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q14b Satisfaction with ease of travel by bicycle in Auburn



2014 City of Auburn Citizen Survey

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

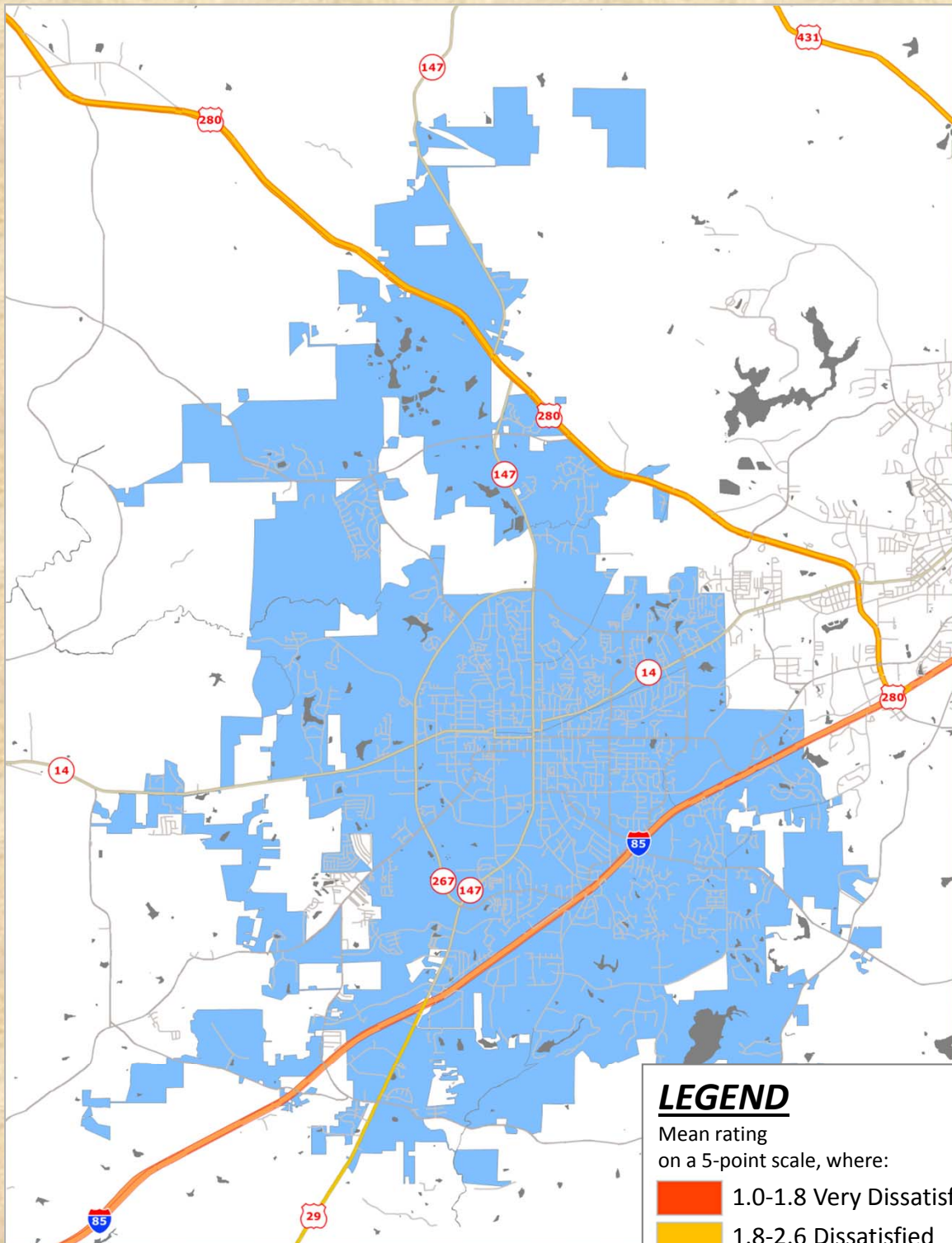
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q14c Satisfaction with ease of pedestrian travel in Auburn



2014 City of Auburn Citizen Survey

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

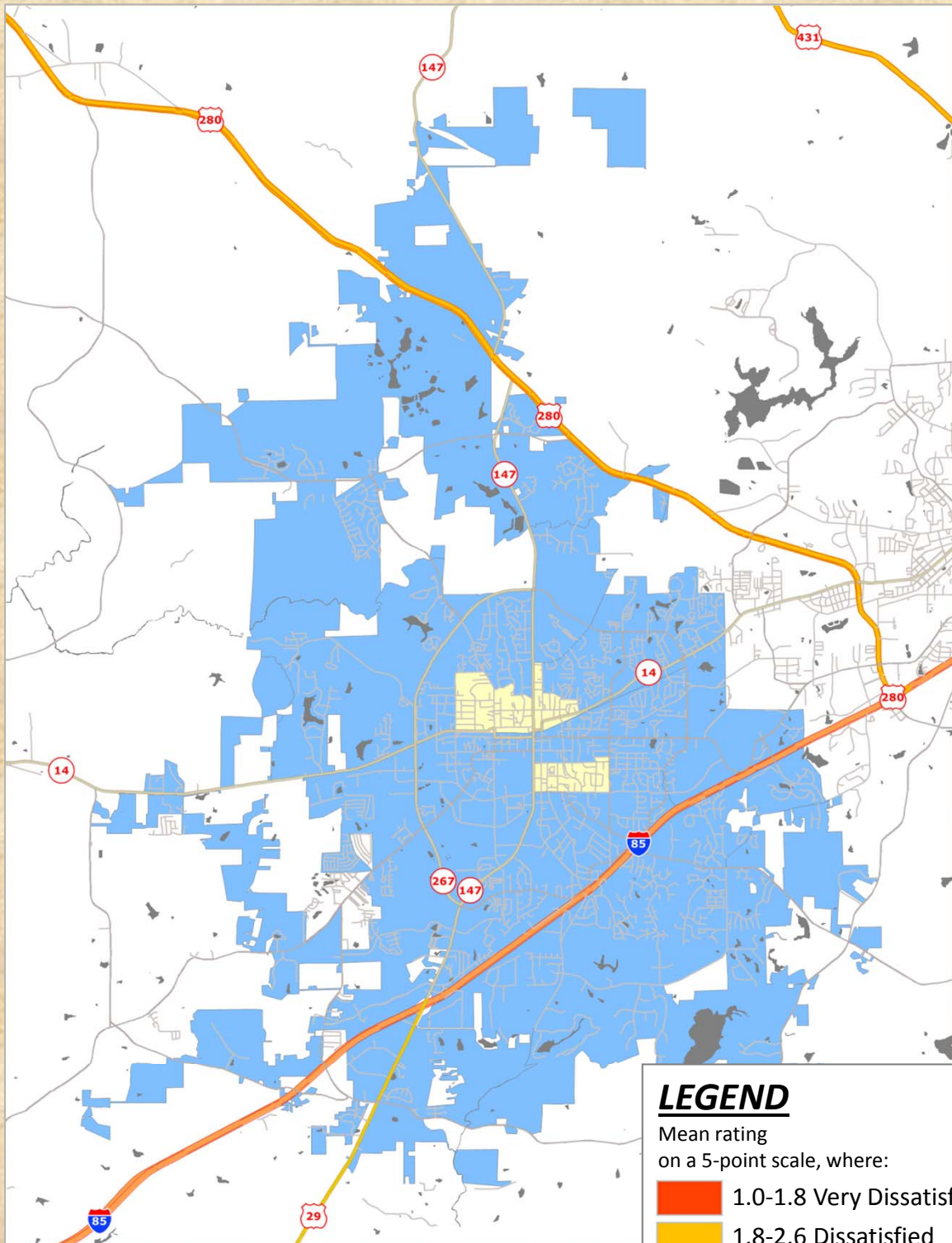
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q16a Satisfaction with maintenance of streets



2014 City of Auburn Citizen Survey

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

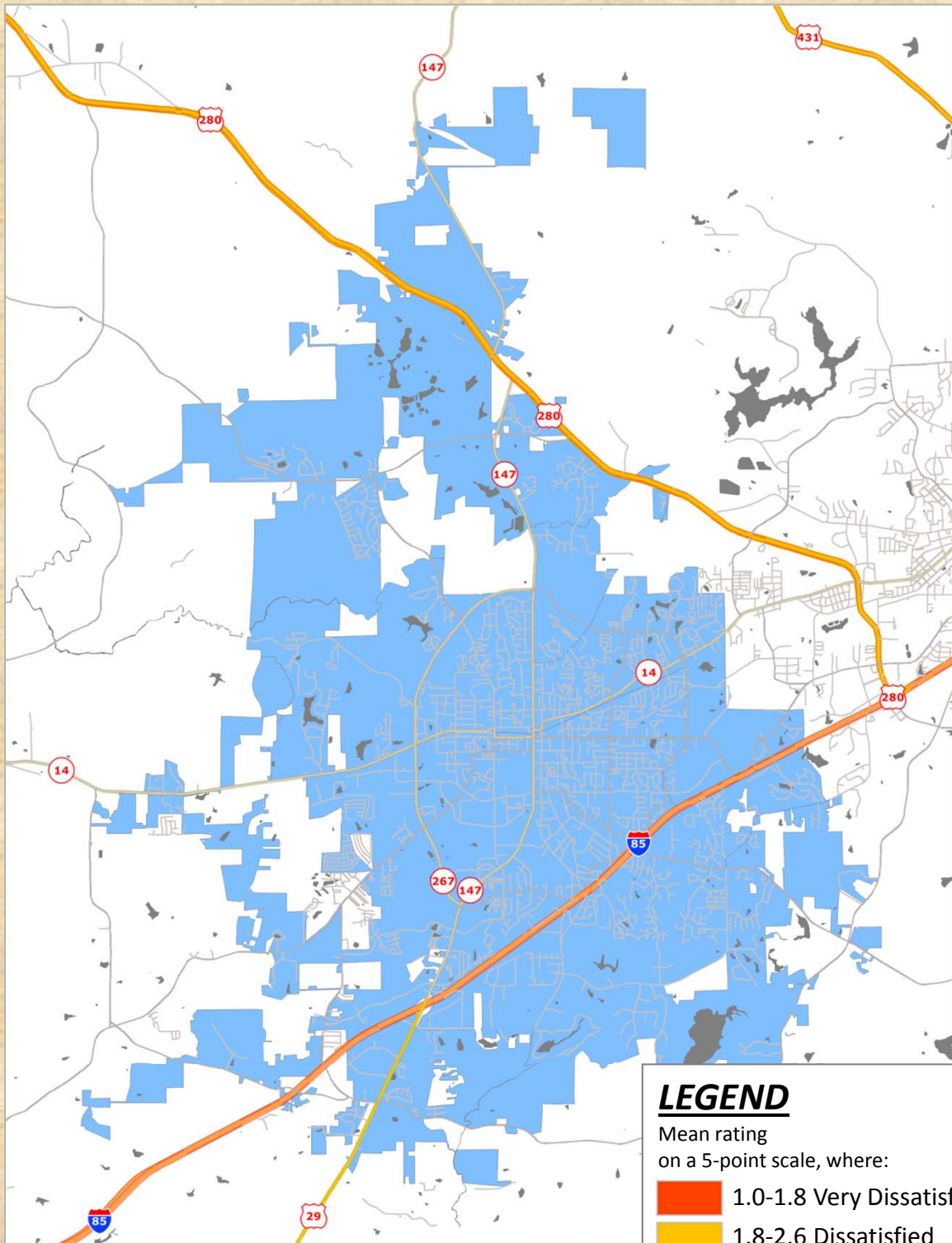
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q16b Satisfaction with maintenance of sidewalks



2014 City of Auburn Citizen Survey

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

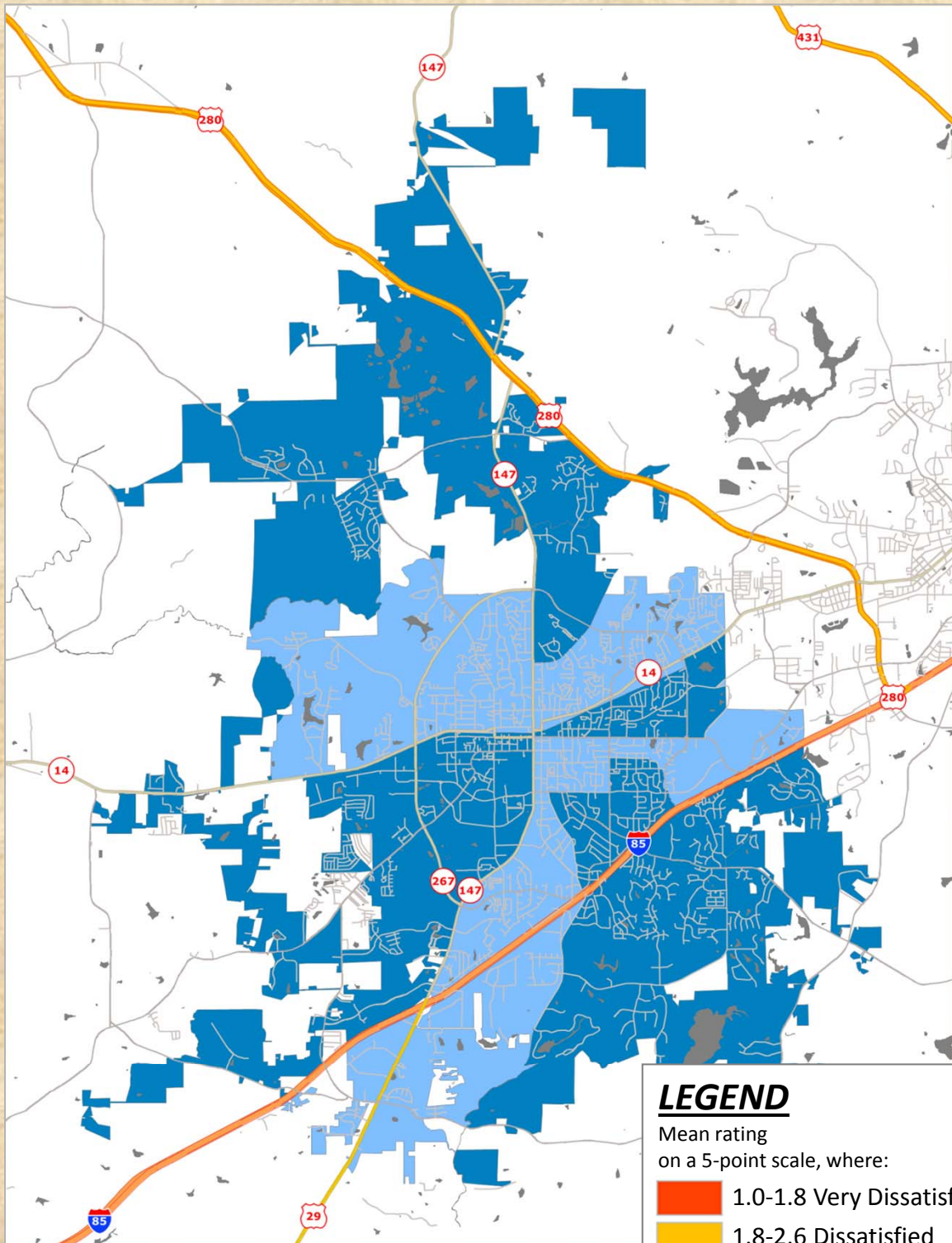
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q16c Satisfaction with maintenance of street signs



2014 City of Auburn Citizen Survey

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

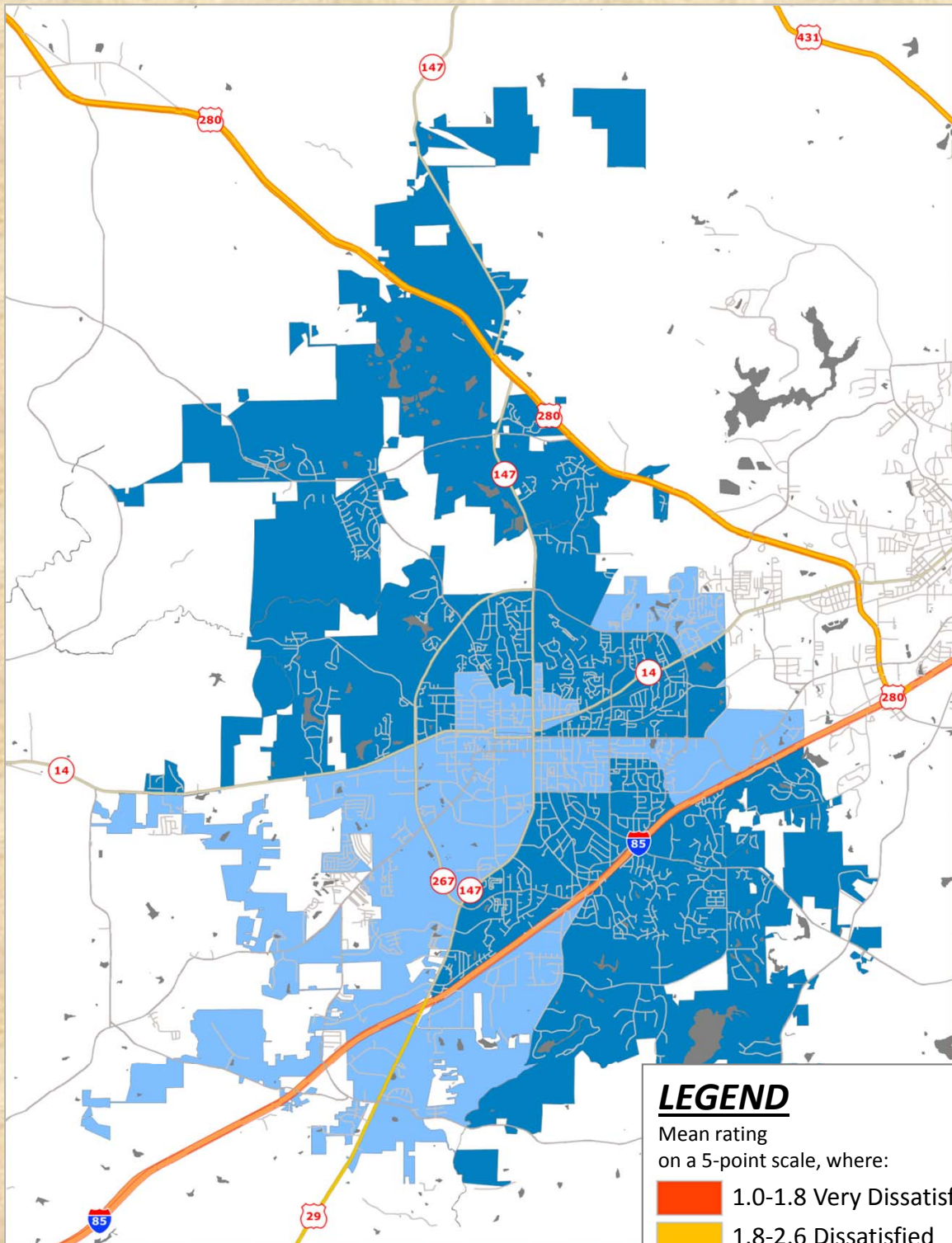
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q16d Satisfaction with maintenance of traffic signals



2014 City of Auburn Citizen Survey

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

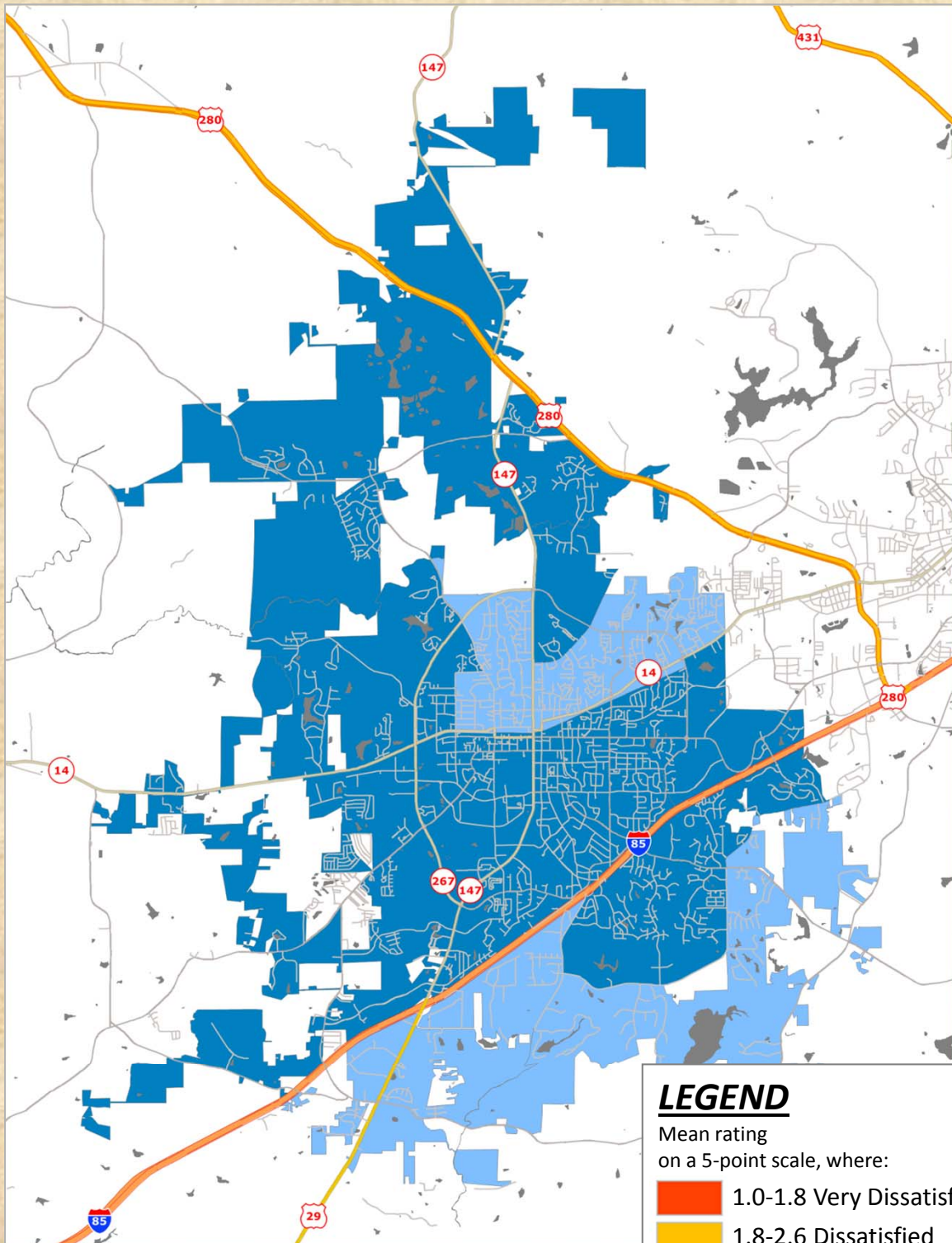
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q16e Satisfaction with maintenance of downtown Auburn



2014 City of Auburn Citizen Survey

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

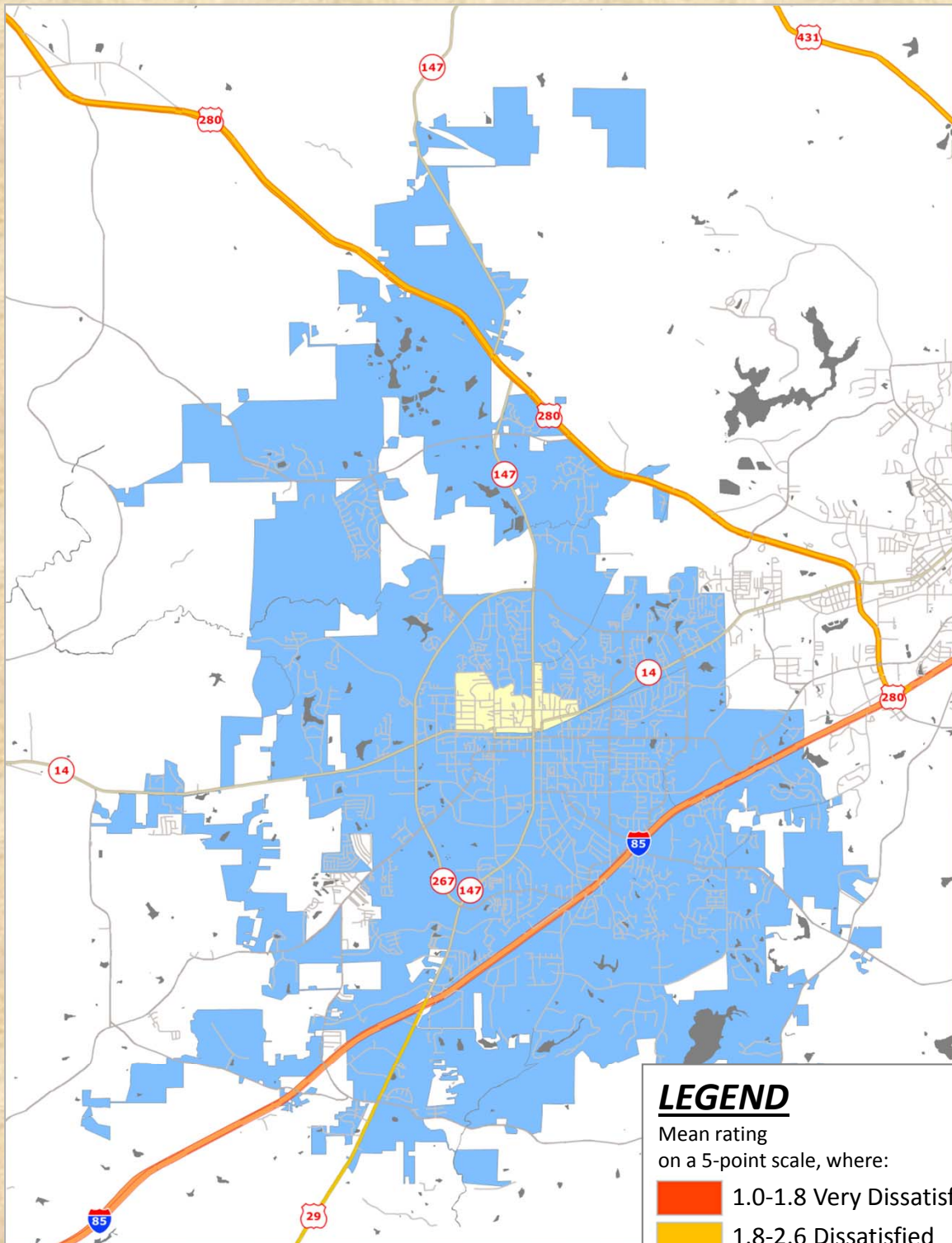
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



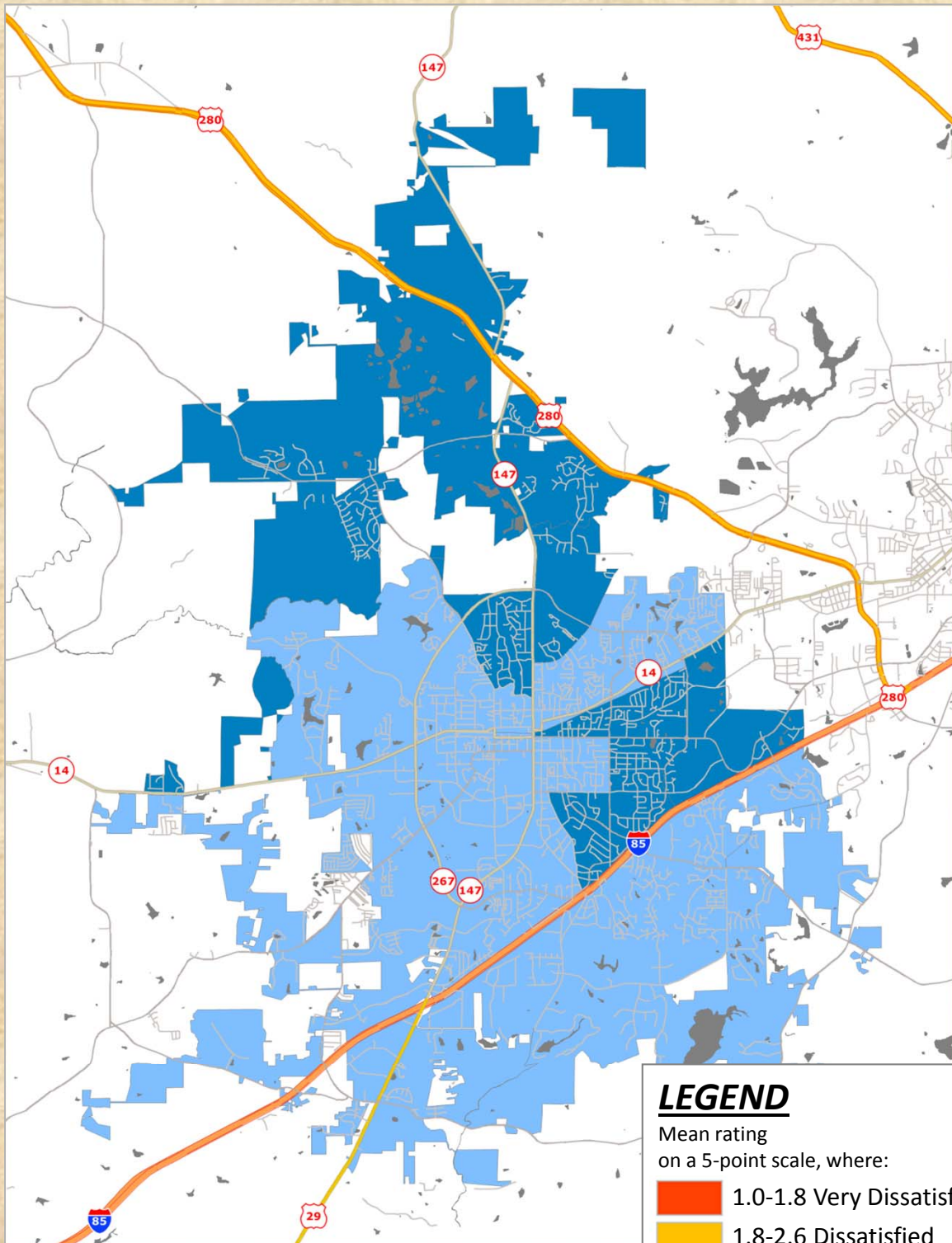
Q16f Satisfaction with cleanup of debris/litter in and near roadways



2014 City of Auburn Citizen Survey

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

Q16g Satisfaction with maintenance of city-owned buildings



2014 City of Auburn Citizen Survey

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

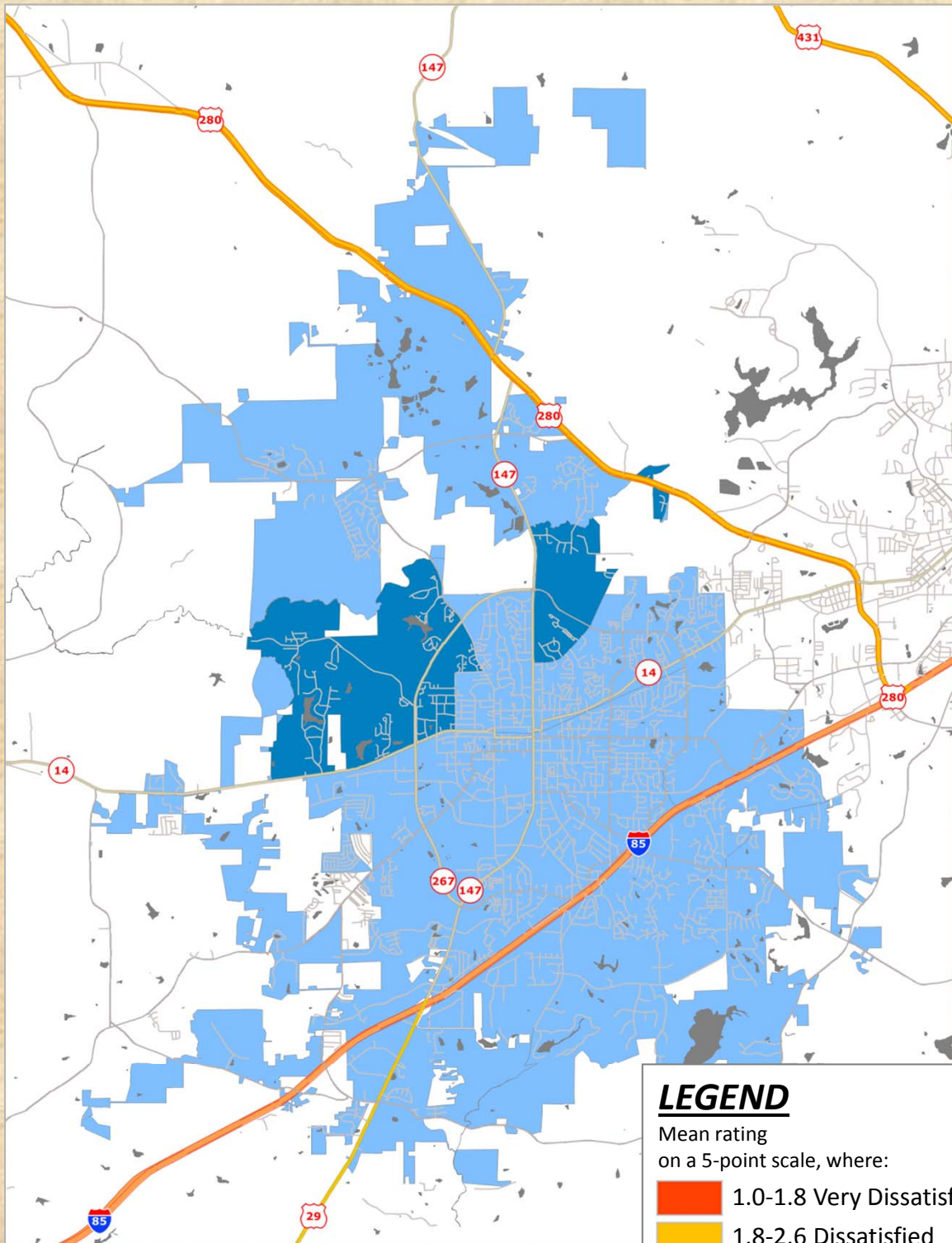
LEGEND

Mean rating on a 5-point scale, where:

-  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
-  Other (no responses)



Q16h Satisfaction with mowing/trimming along streets and public areas









2014 City of Auburn Citizen Survey

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

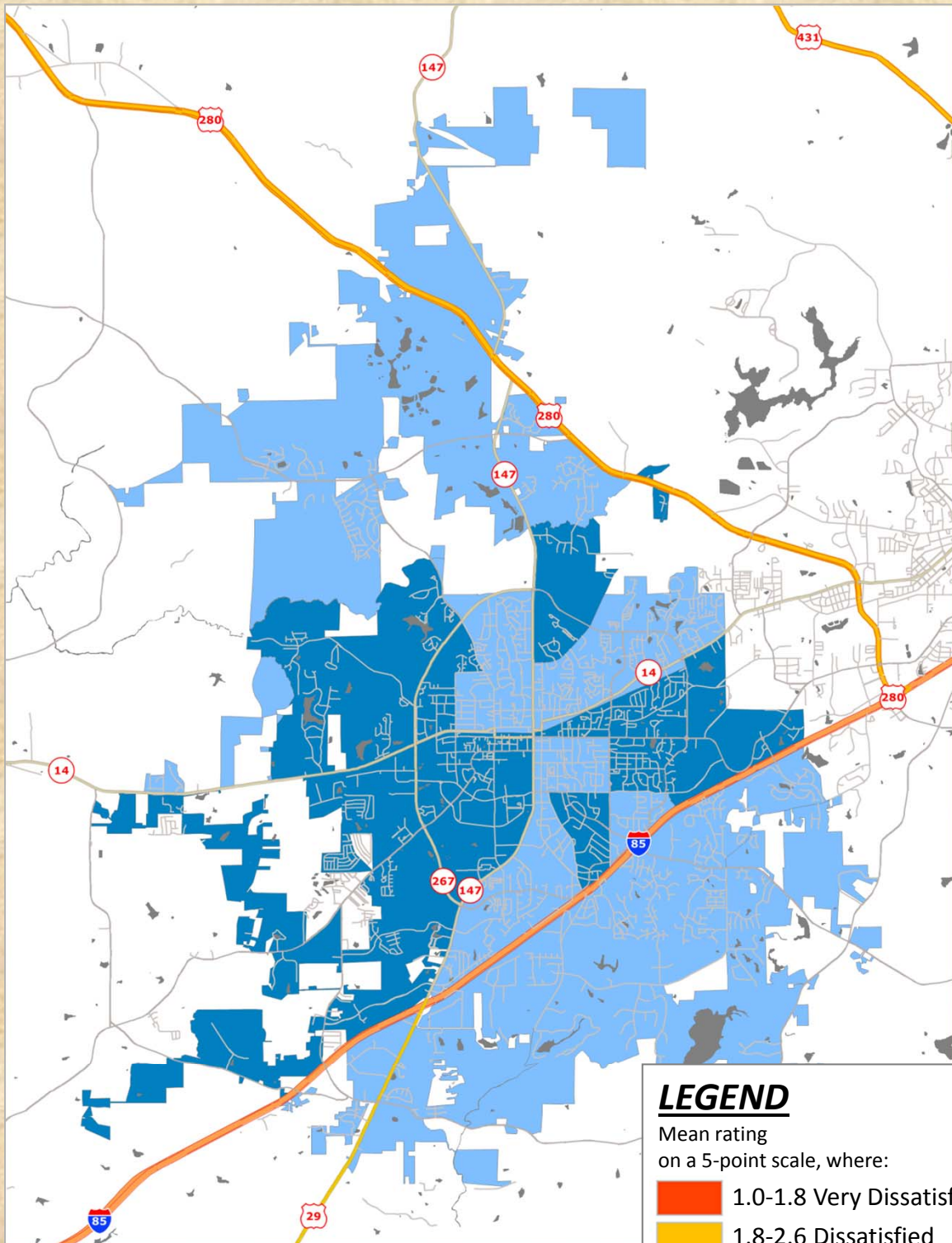
LEGEND

Mean rating on a 5-point scale, where:

-  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
-  Other (no responses)



Q16i Satisfaction with overall cleanliness of streets and public areas



2014 City of Auburn Citizen Survey

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

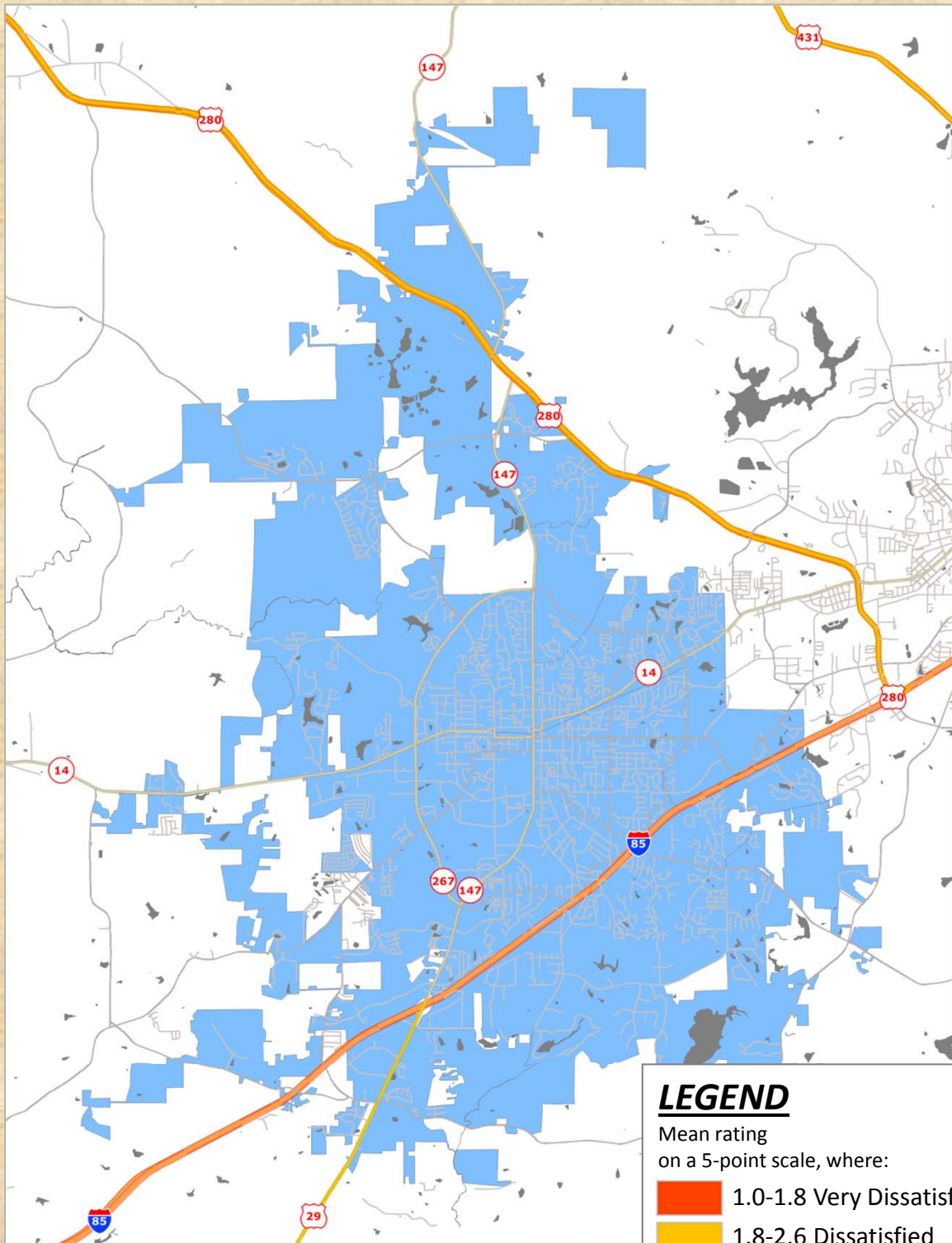
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q16j Satisfaction with adequacy of city street lighting



2014 City of Auburn Citizen Survey

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

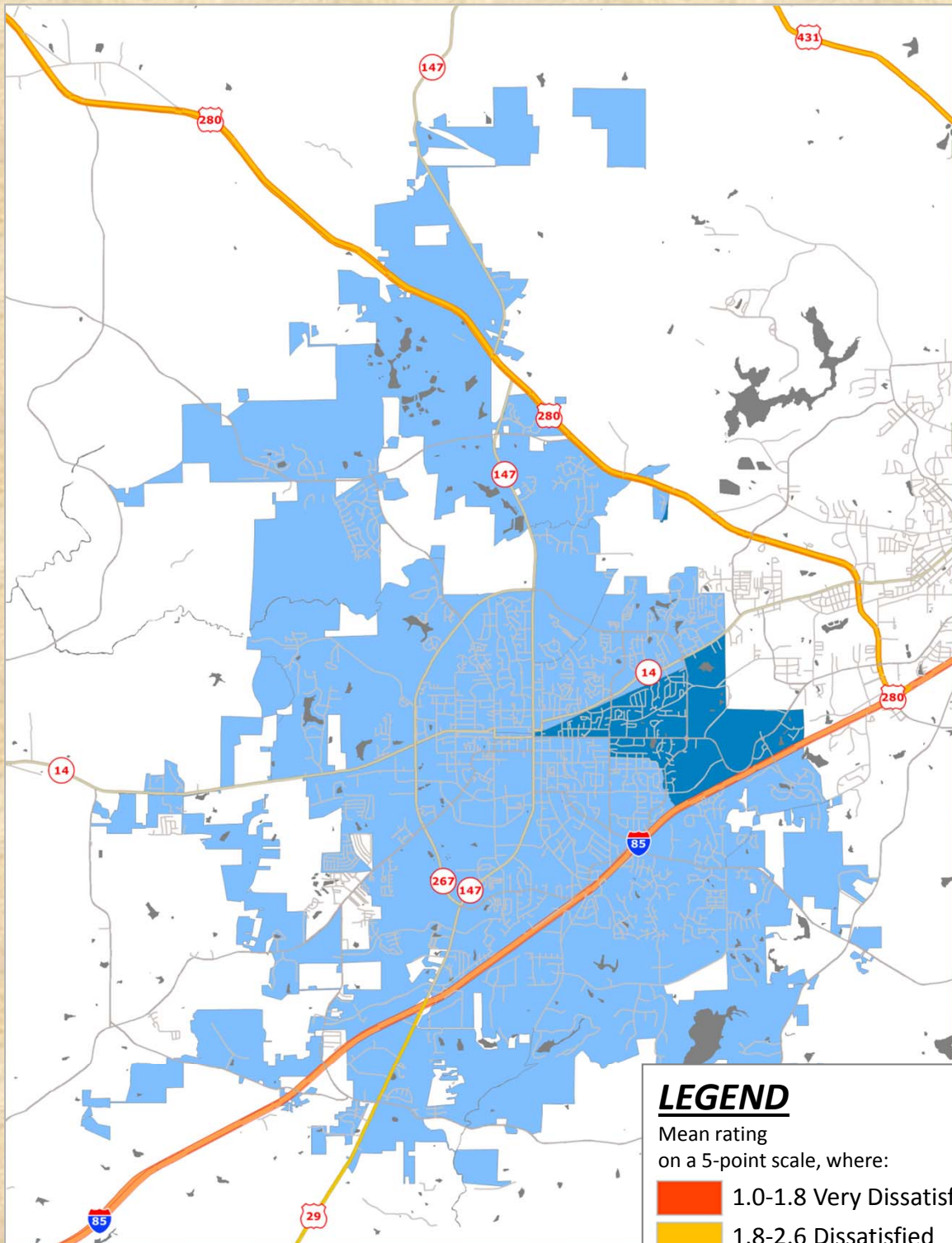
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18a Satisfaction with maintenance of parks



2014 City of Auburn Citizen Survey

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

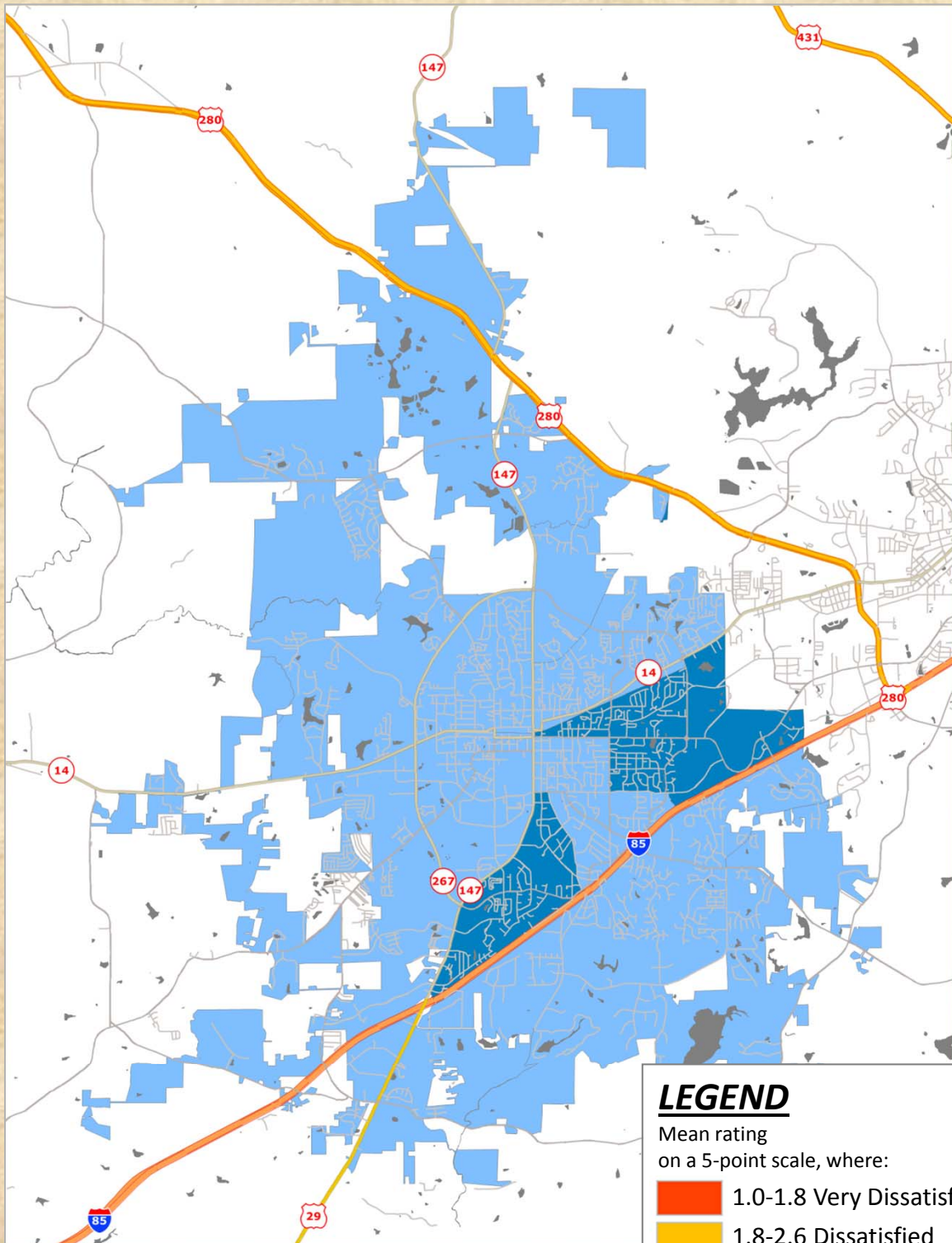
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



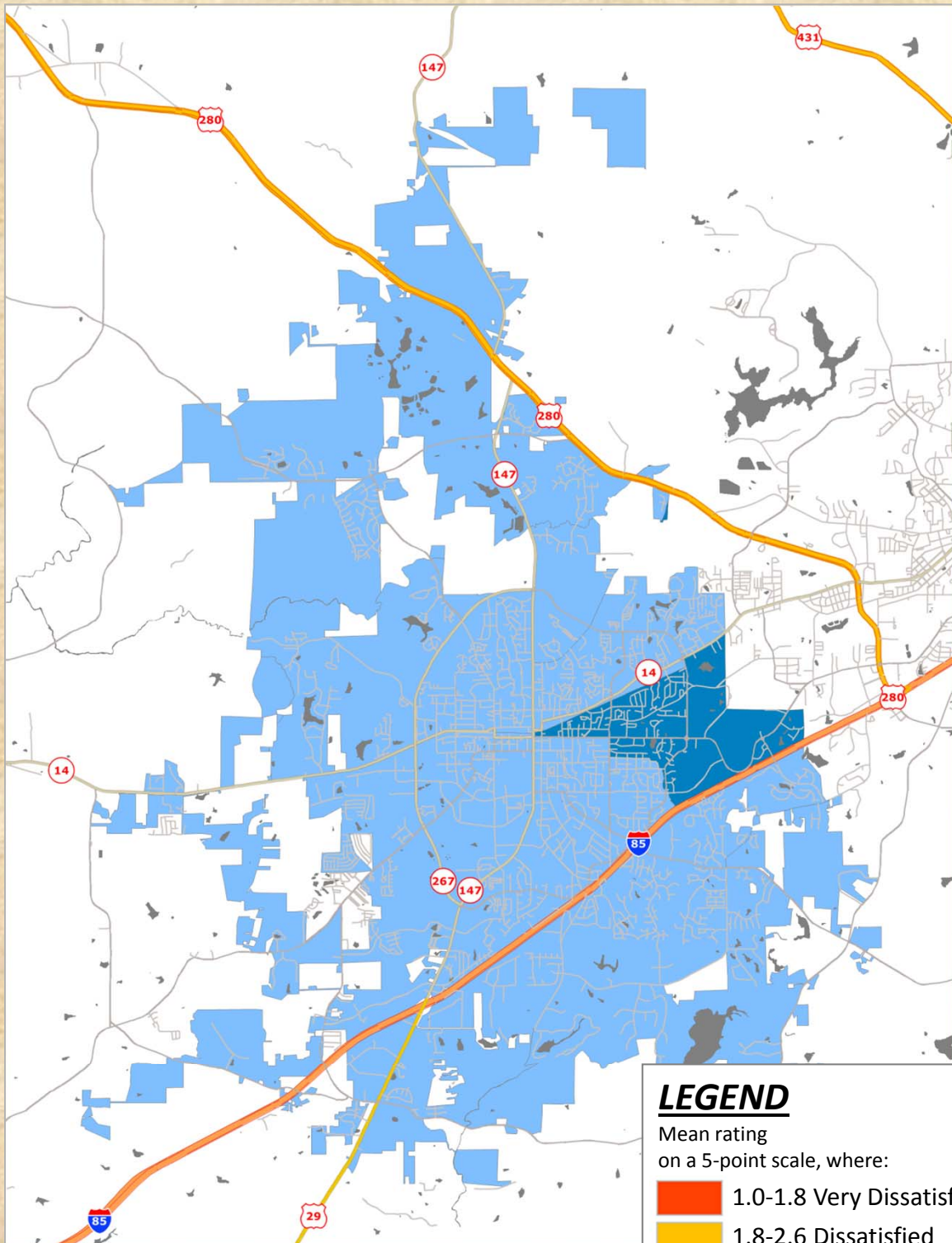
Q18b Satisfaction with maintenance of cemeteries



2014 City of Auburn Citizen Survey

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

Q18c Satisfaction with maintenance of walking trails



2014 City of Auburn Citizen Survey

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

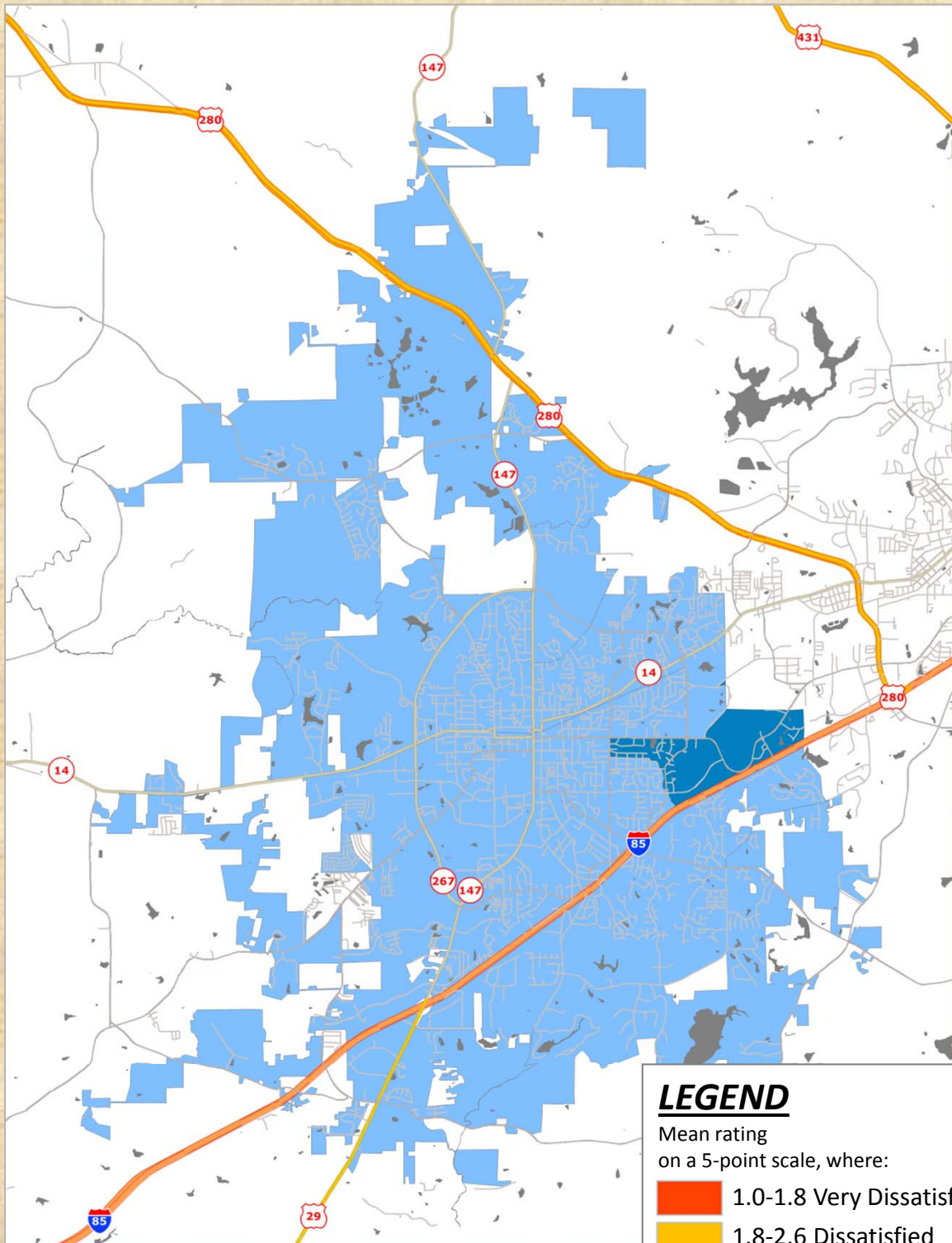
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18d Satisfaction with maintenance of biking paths and lanes



2014 City of Auburn Citizen Survey

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

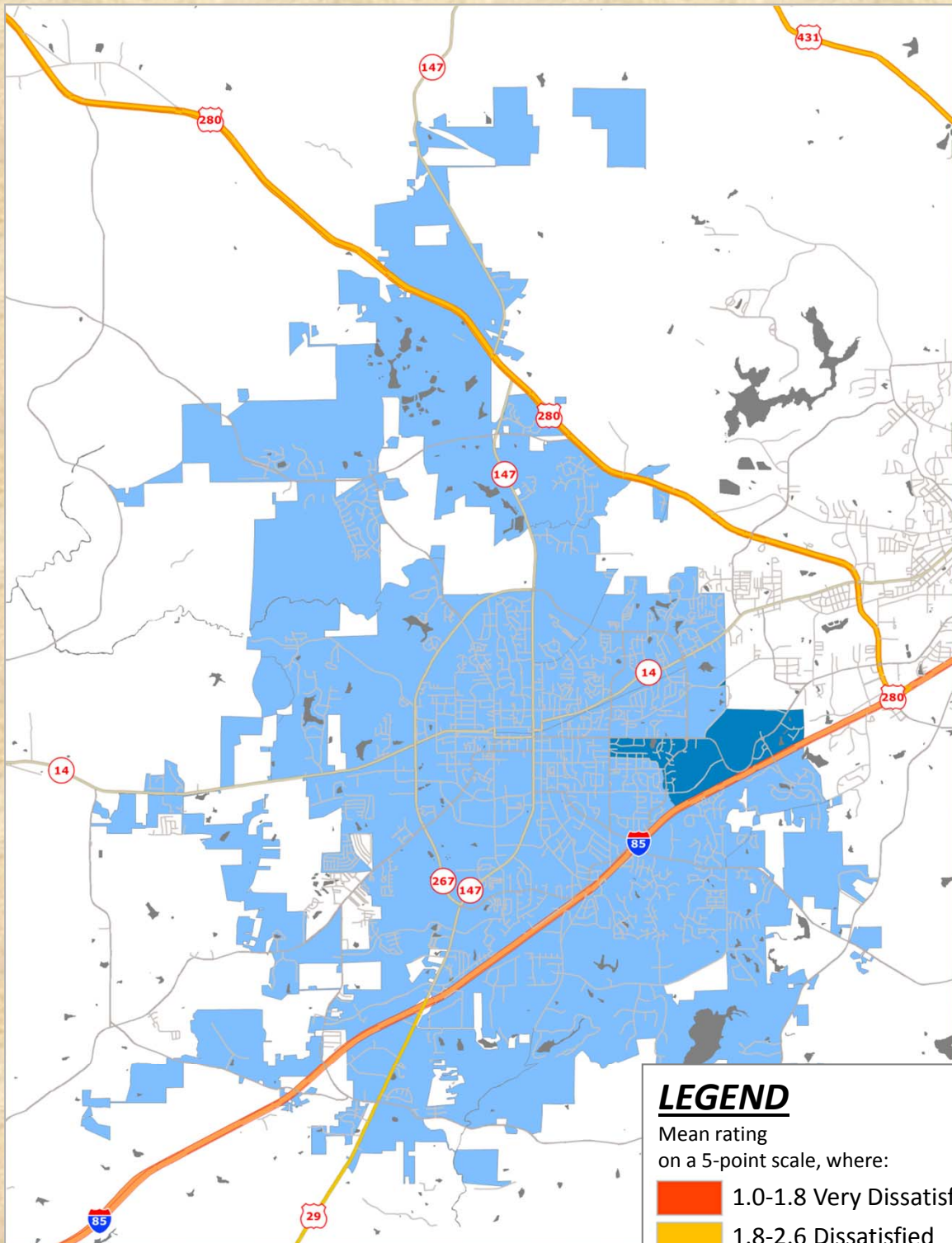
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18e Satisfaction with maintenance of swimming pools



2014 City of Auburn Citizen Survey

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

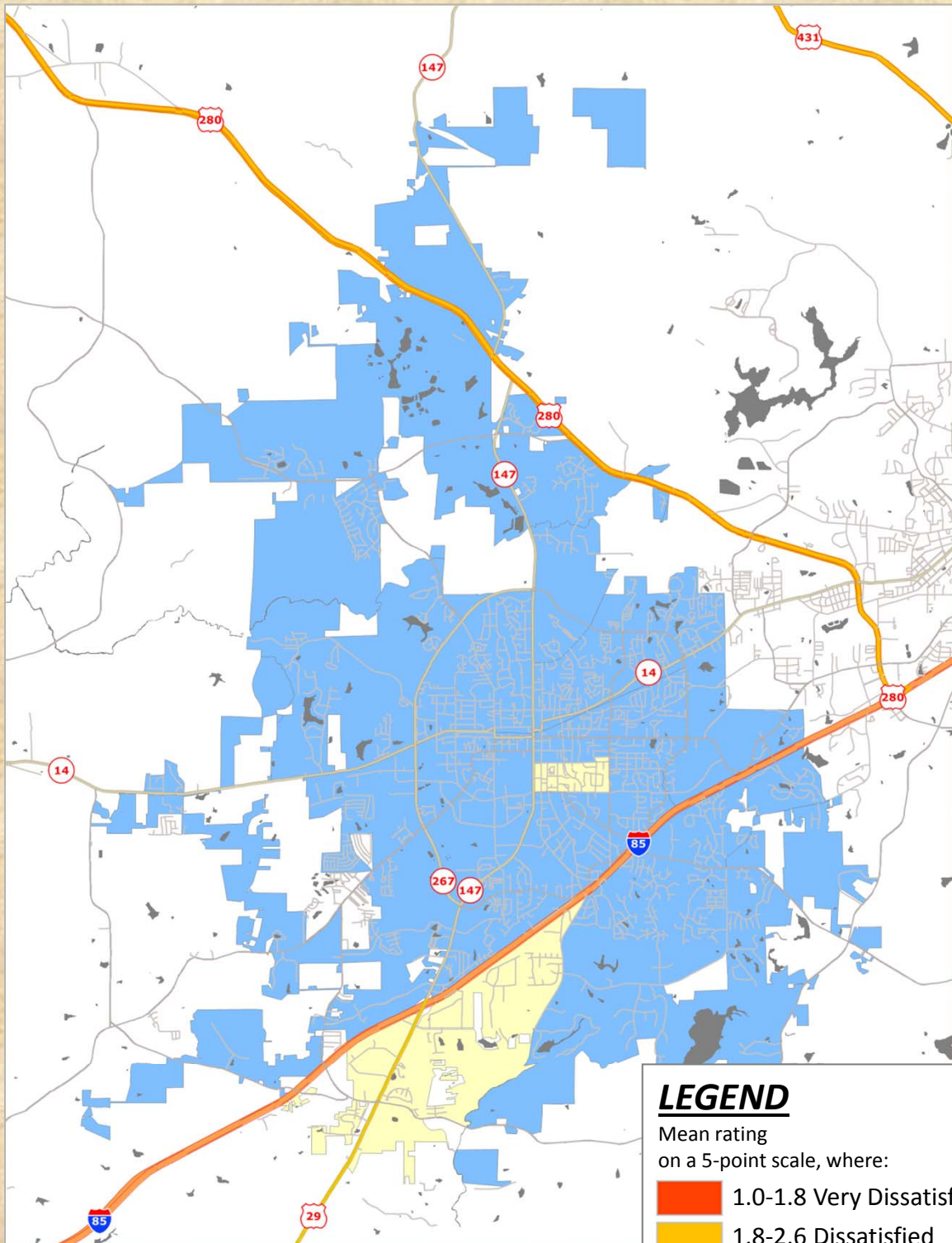
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18f Satisfaction with quality of swimming pools



2014 City of Auburn Citizen Survey

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

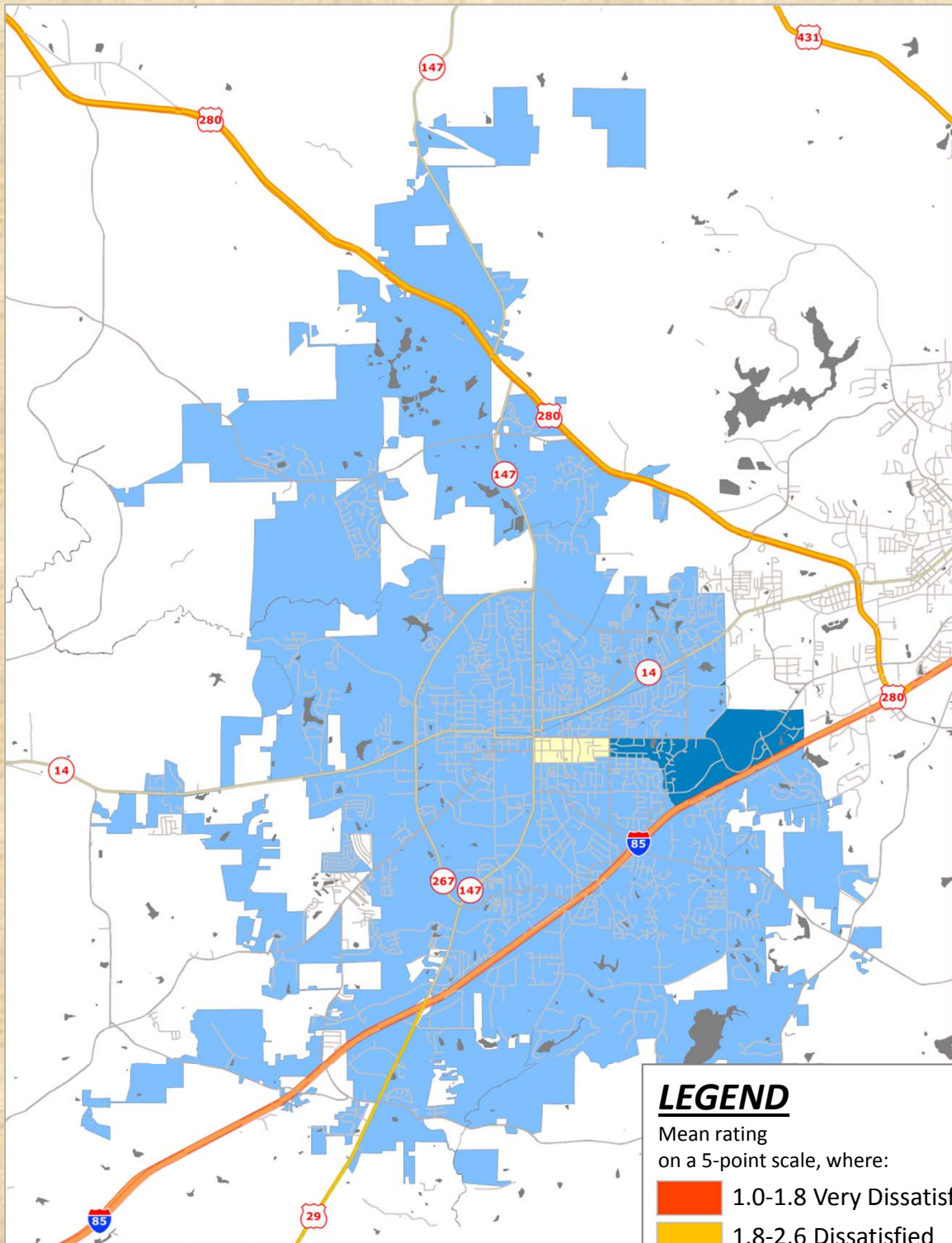
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18g Satisfaction with maintenance of community recreation centers



LEGEND

Mean rating on a 5-point scale, where:

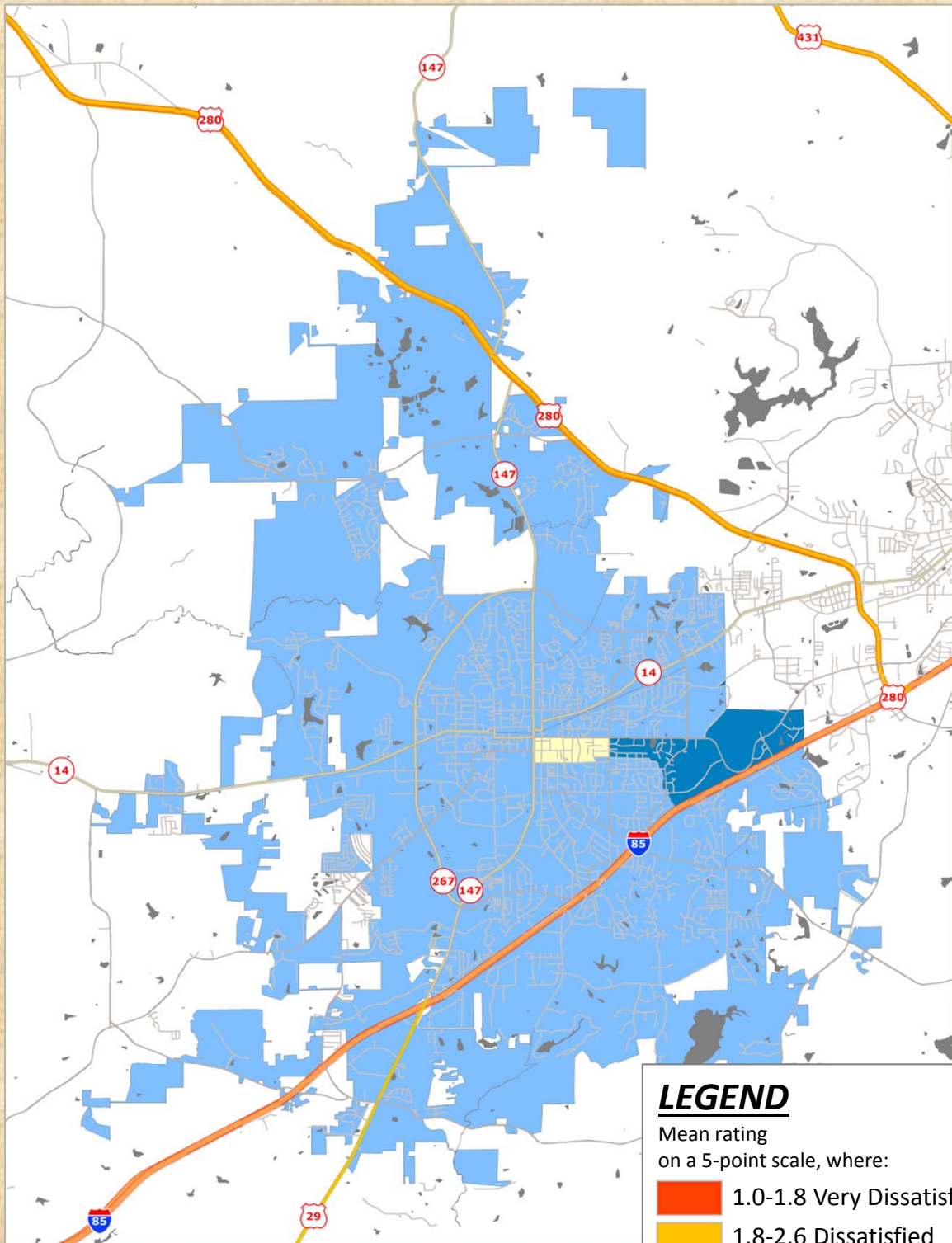
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2014 City of Auburn Citizen Survey

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

Q18h Satisfaction with quality of community recreation centers



2014 City of Auburn Citizen Survey

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

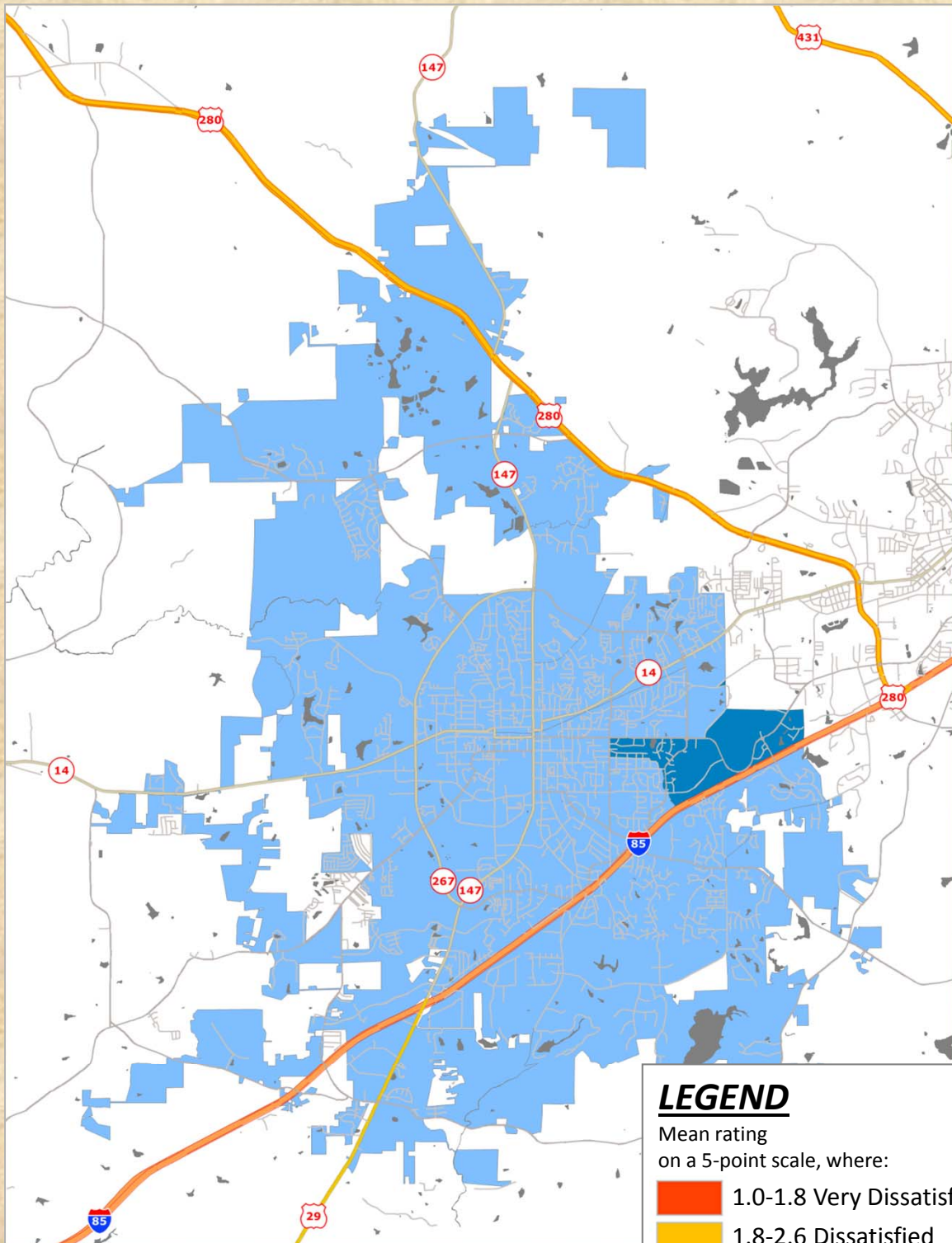
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18i Satisfaction with maintenance of outdoor athletic fields



2014 City of Auburn Citizen Survey

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

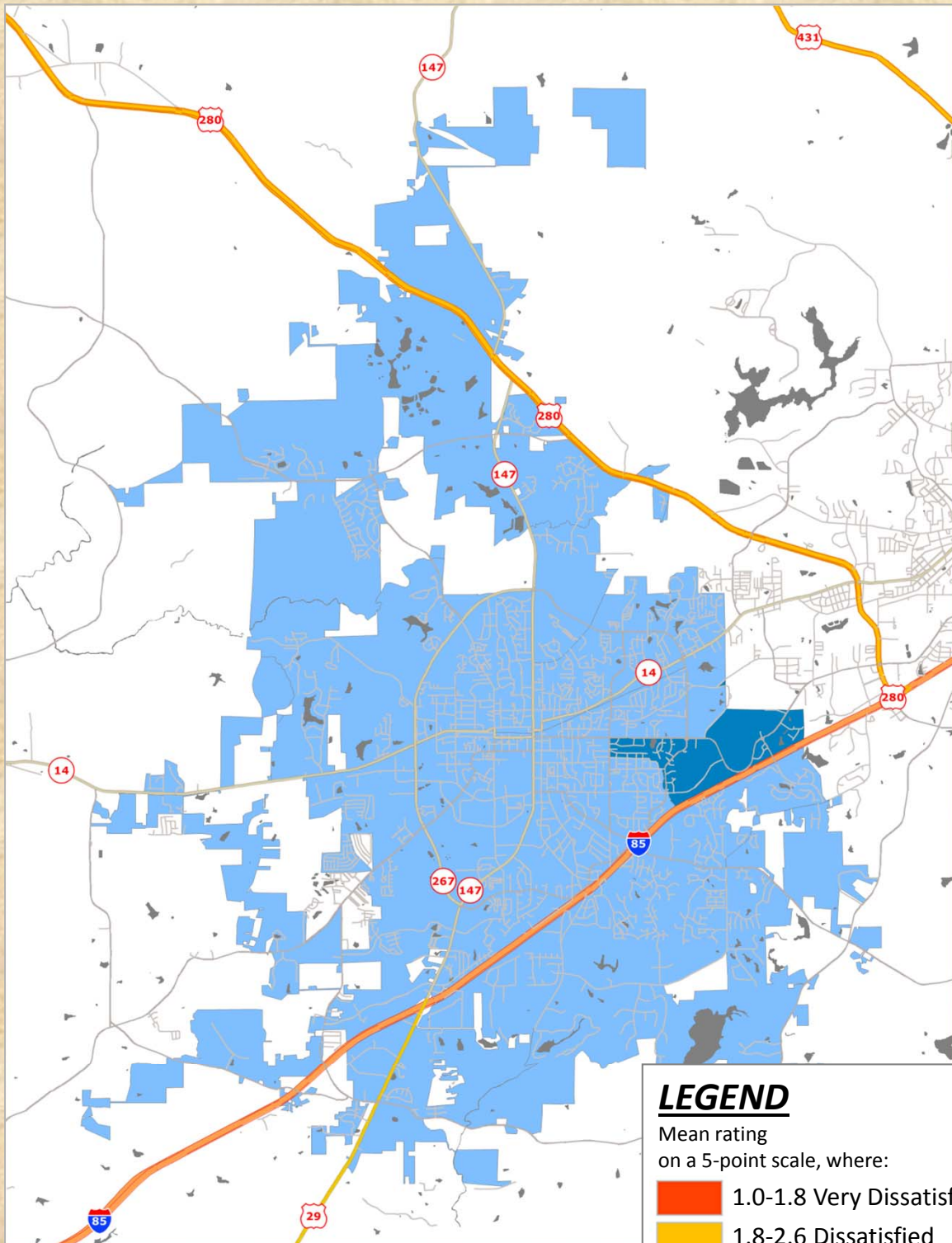
LEGEND

Mean rating on a 5-point scale, where:

-  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
-  Other (no responses)



Q18j Satisfaction with quality of outdoor athletic fields



2014 City of Auburn Citizen Survey

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

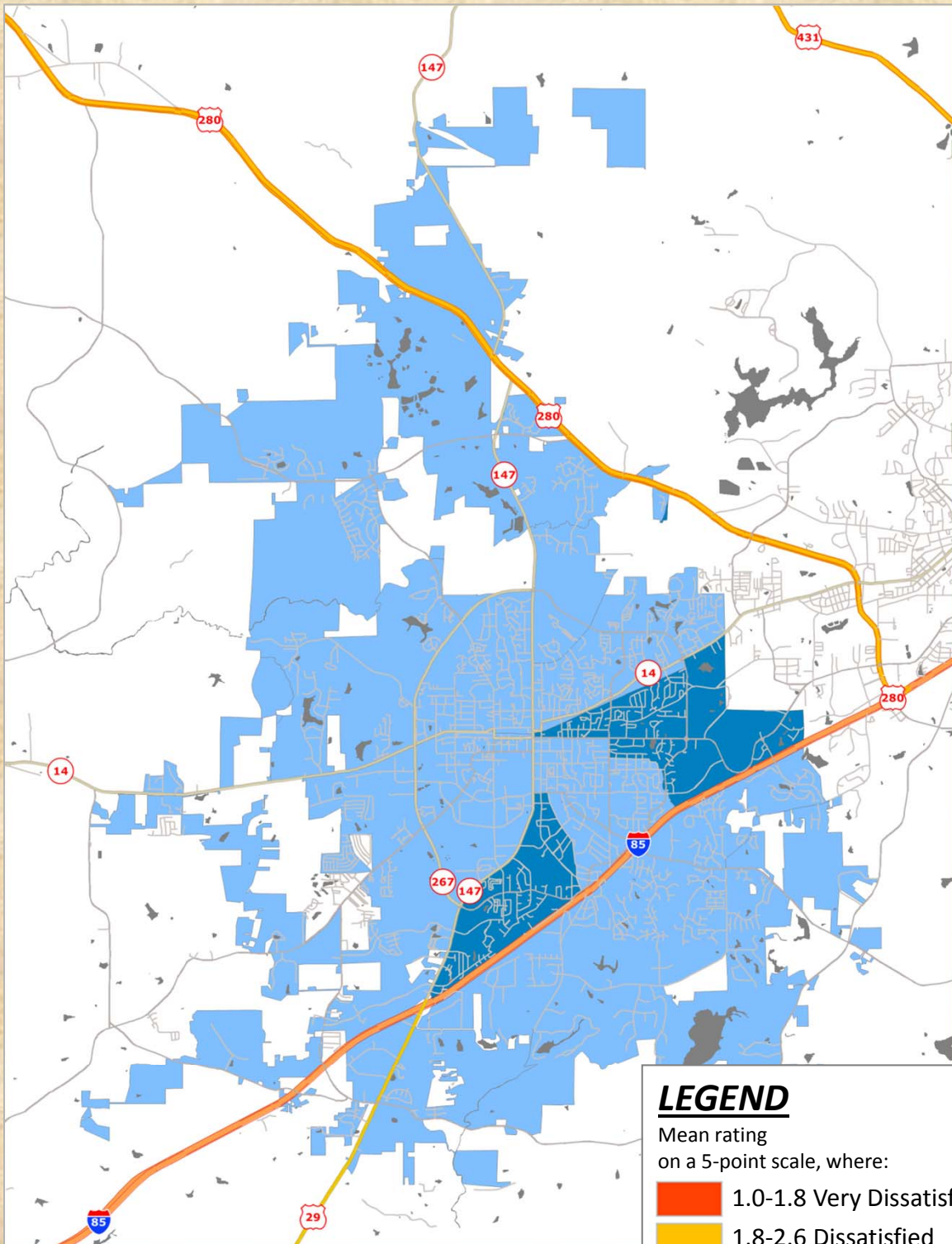
LEGEND

Mean rating on a 5-point scale, where:

-  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
-  Other (no responses)



Q18k Satisfaction with quality of youth athletic programs



2014 City of Auburn Citizen Survey

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

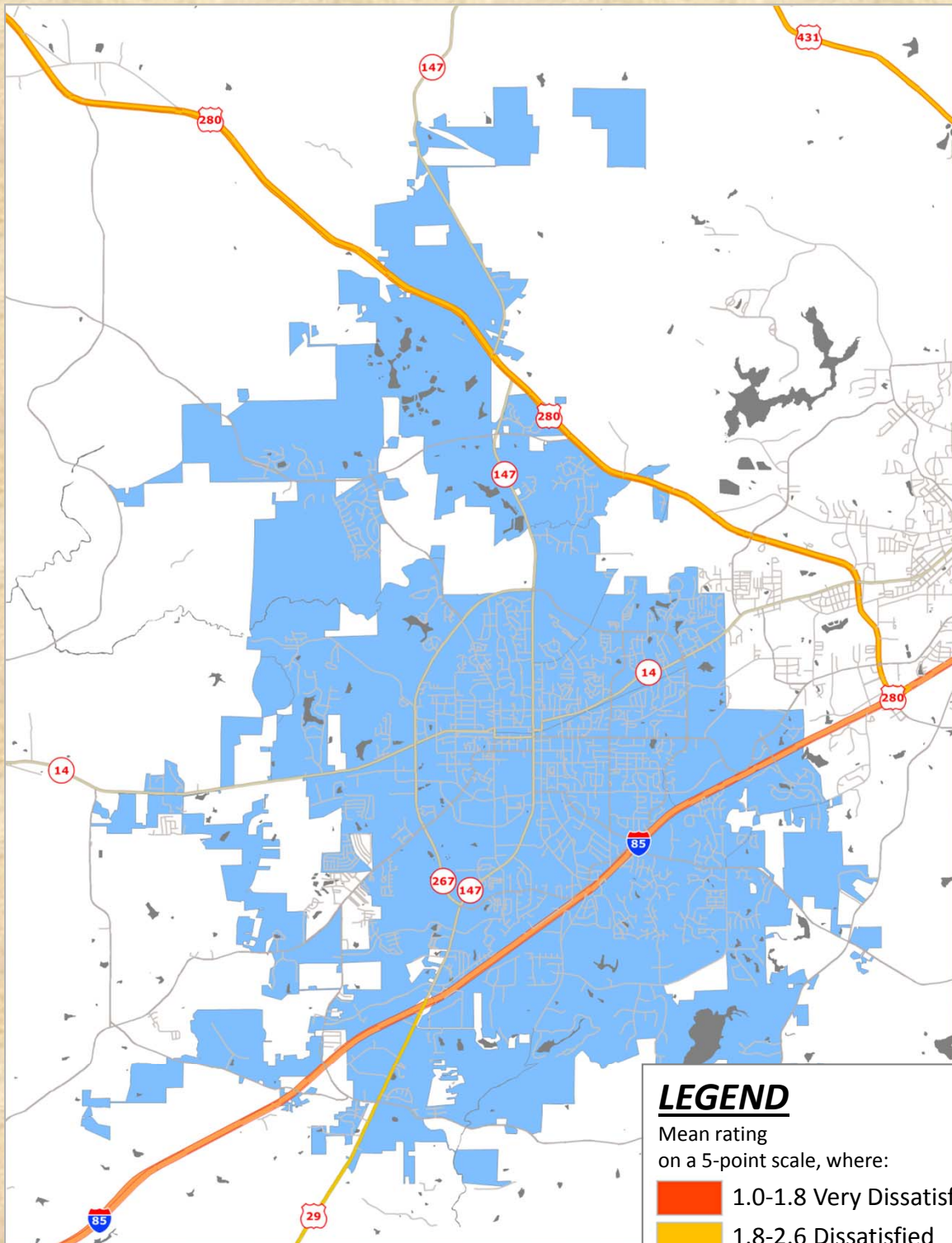
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18I Satisfaction with quality of adult athletic programs



2014 City of Auburn Citizen Survey

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

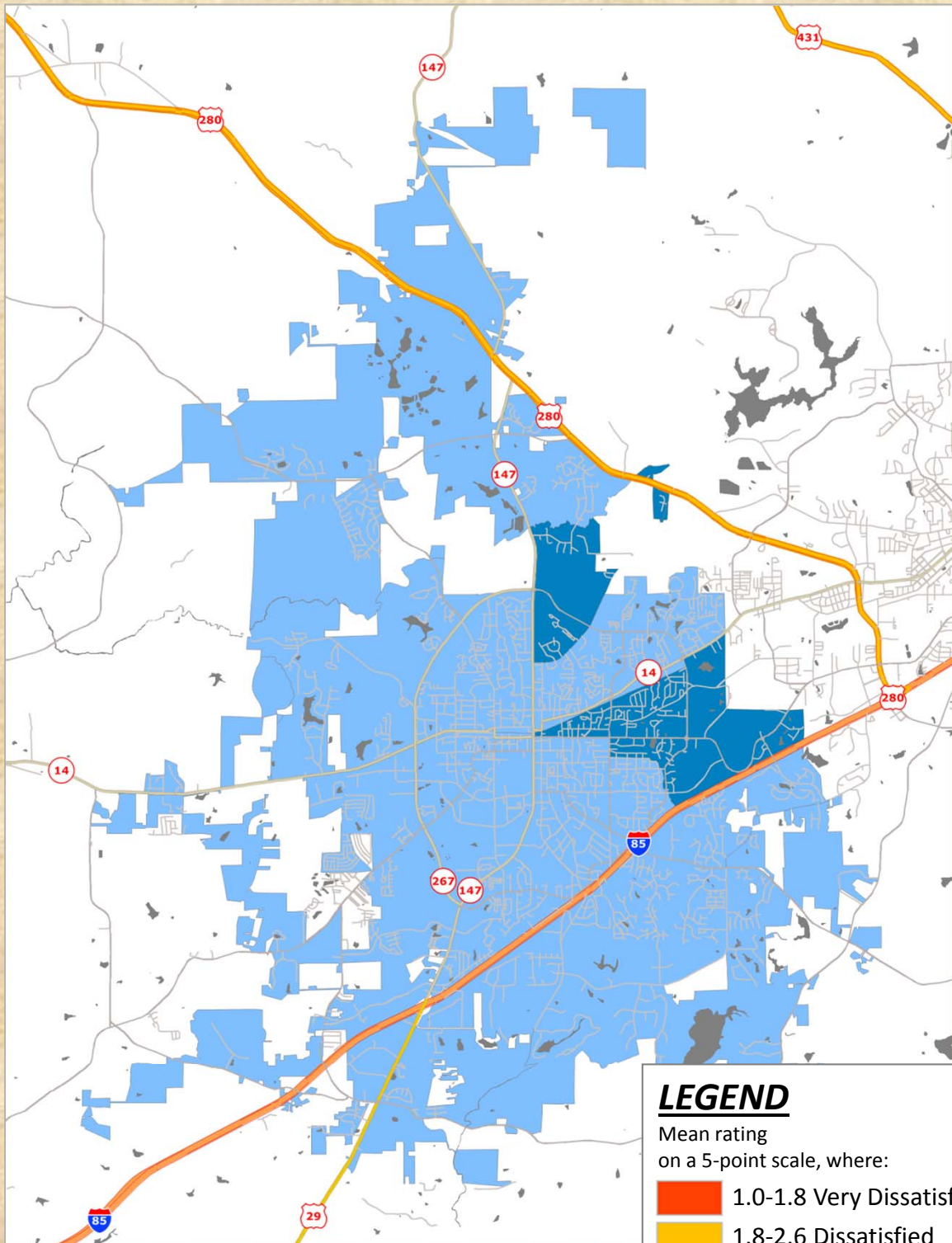
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18m Satisfaction with quality of cultural arts programs



2014 City of Auburn Citizen Survey

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

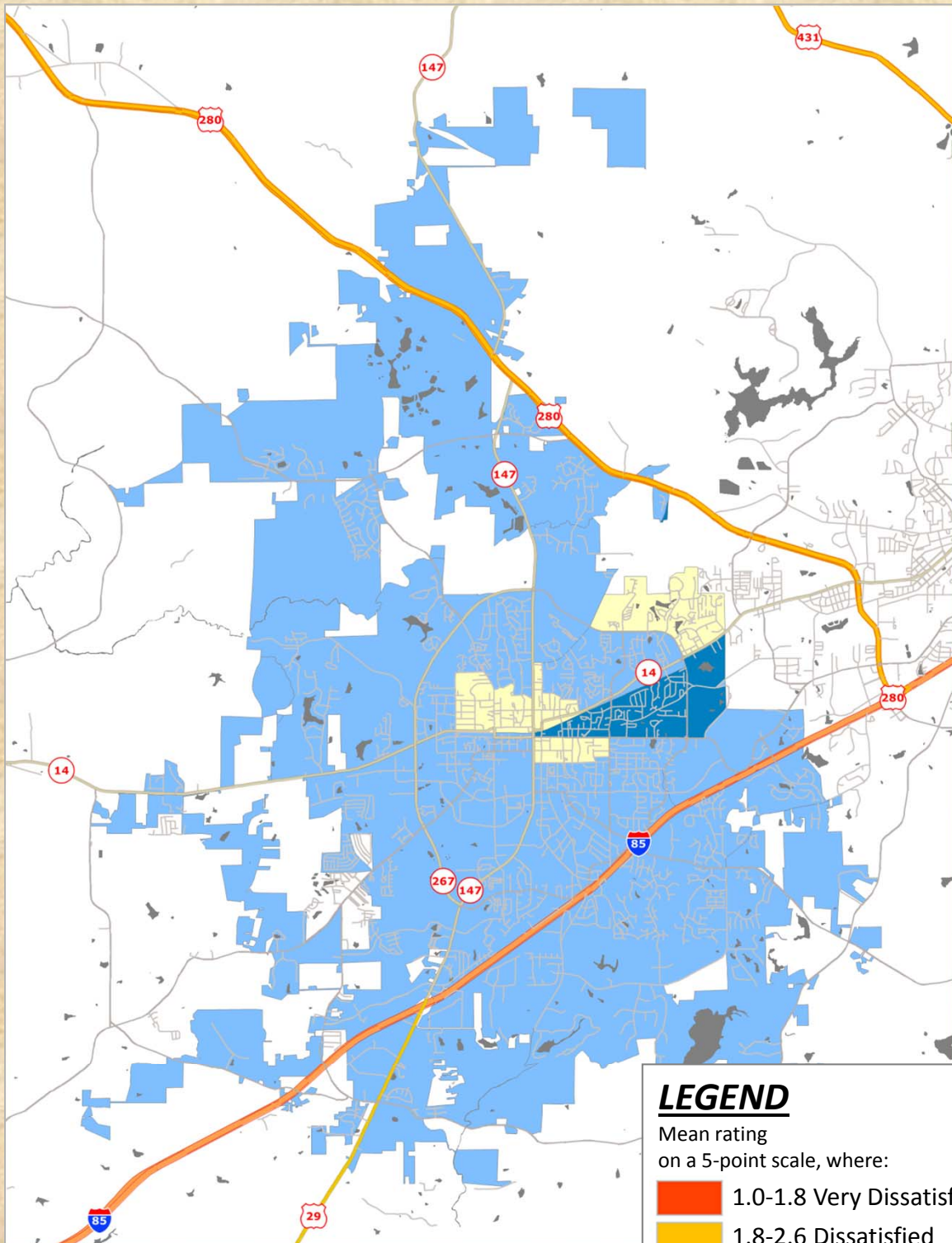
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18n Satisfaction with quality of senior programs



2014 City of Auburn Citizen Survey

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

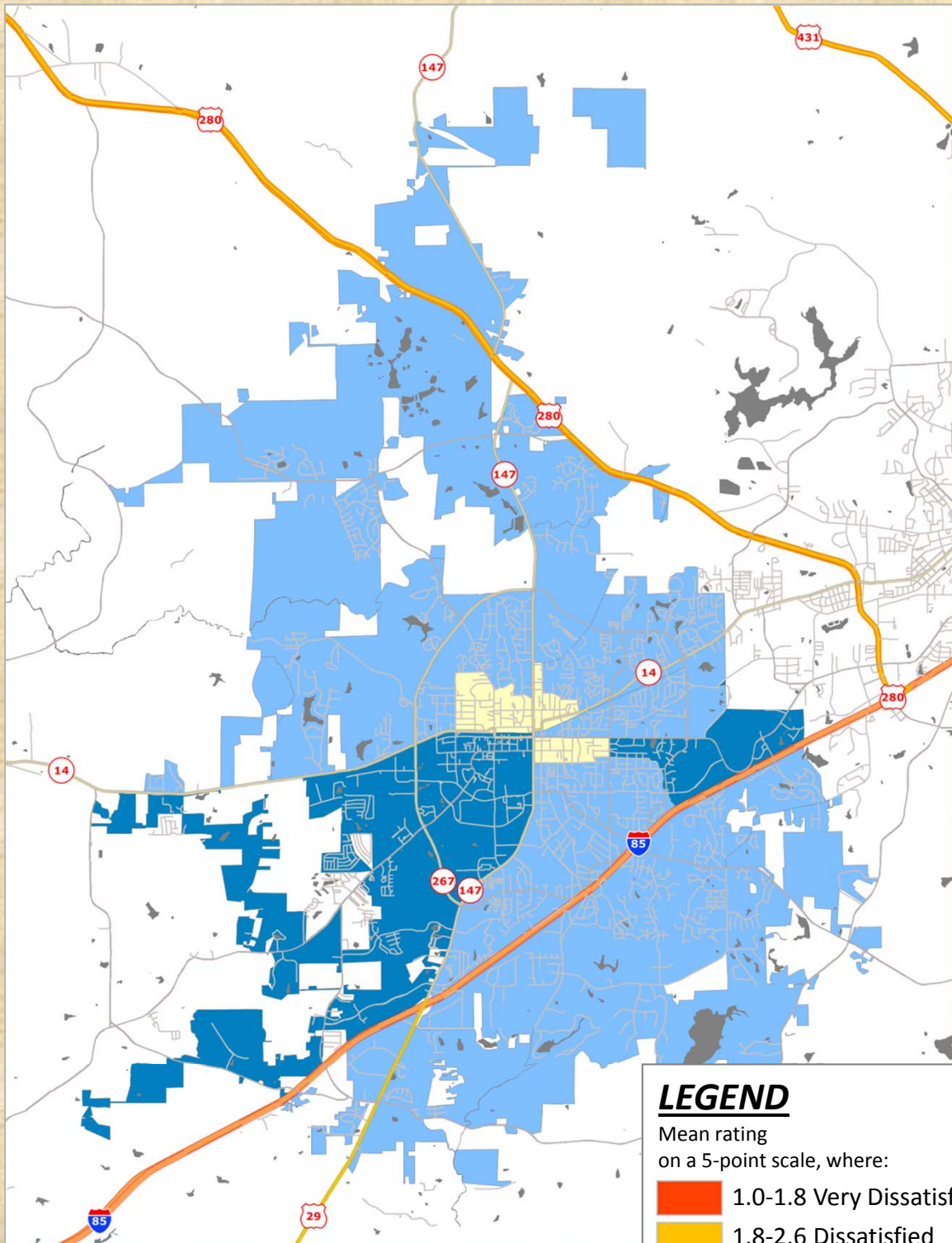
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18o Satisfaction with quality of special needs/therapeutics programs



2014 City of Auburn Citizen Survey

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

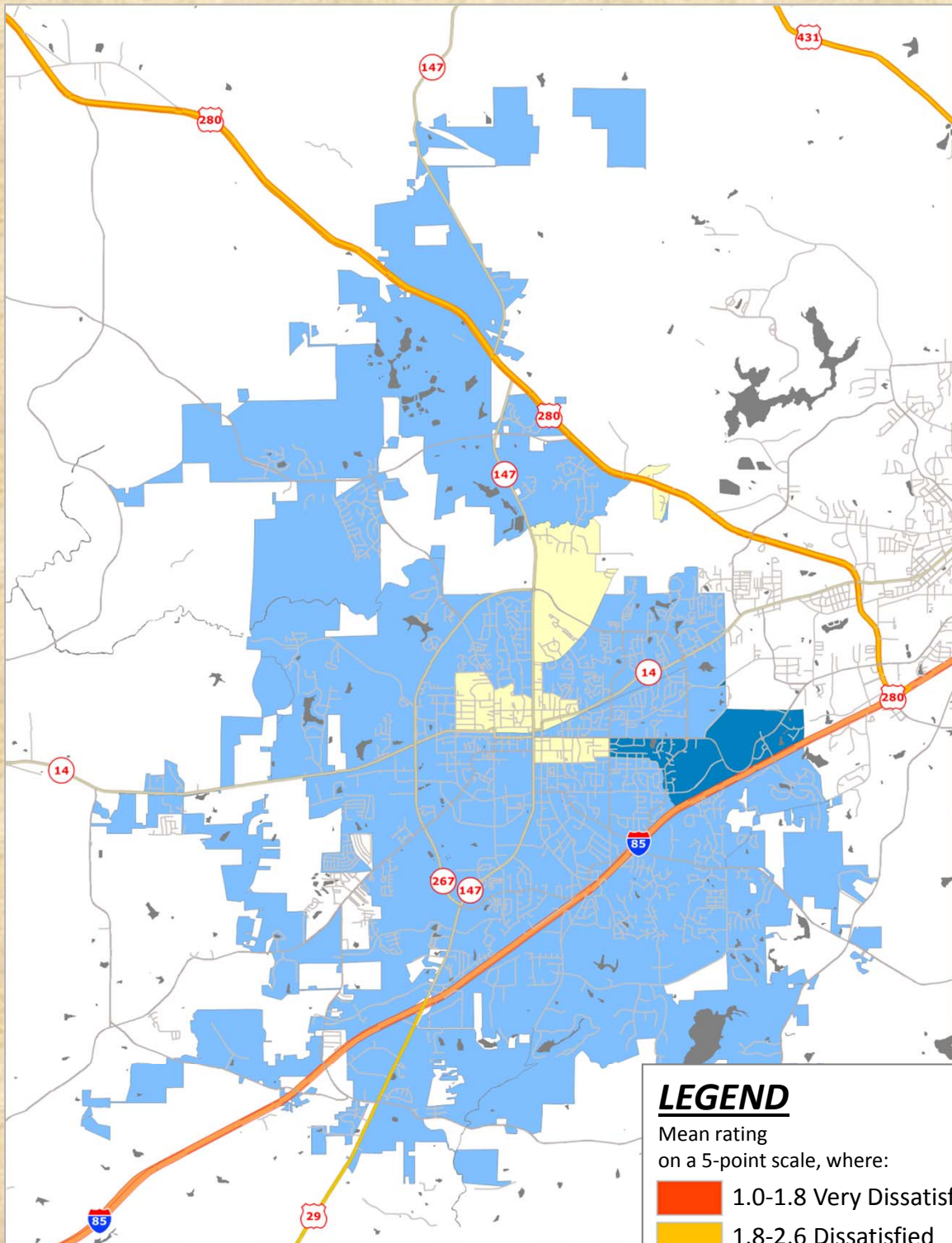
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18p Satisfaction with ease of registering for programs



2014 City of Auburn Citizen Survey

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

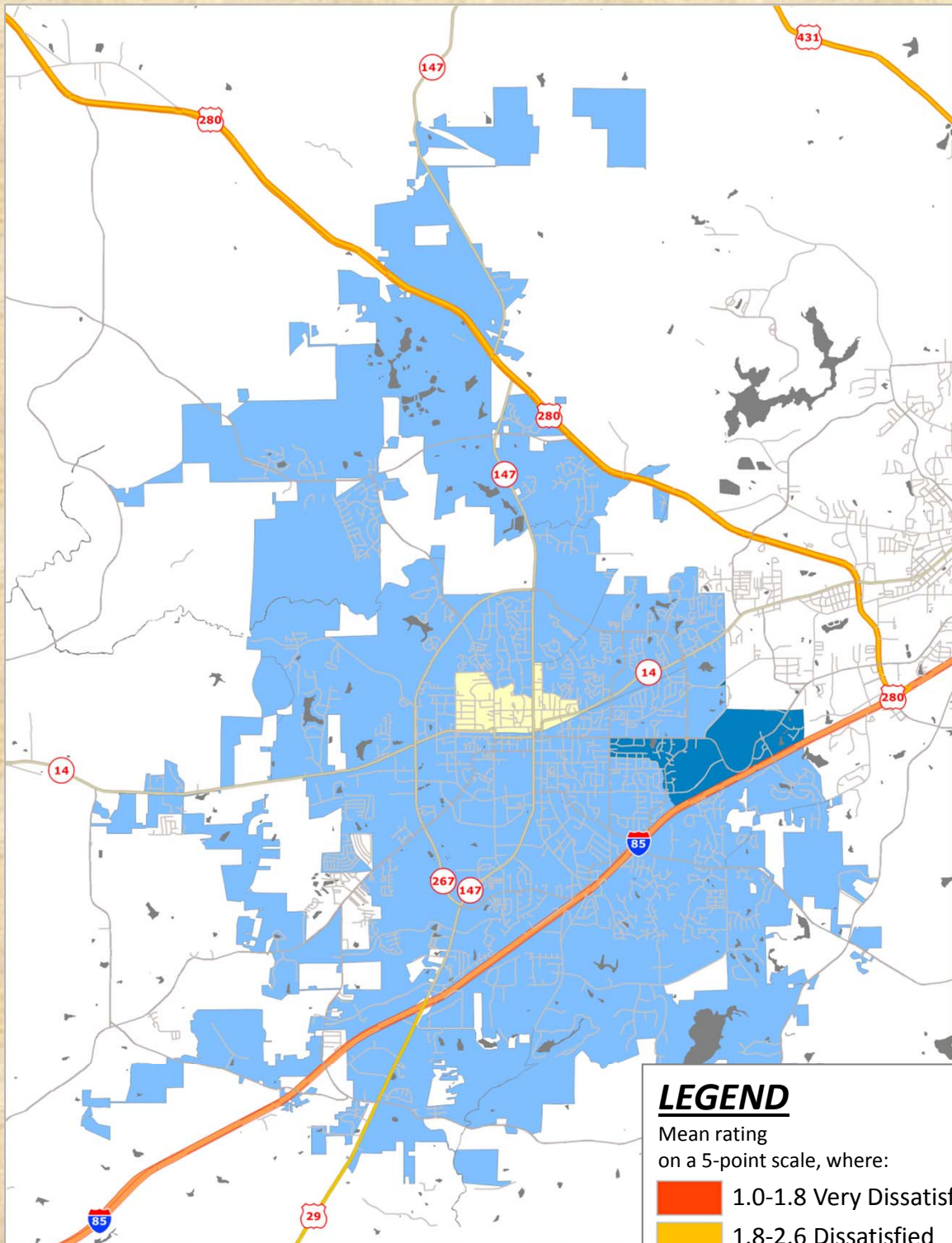
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18q Satisfaction with fees charged for recreation programs



2014 City of Auburn Citizen Survey

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

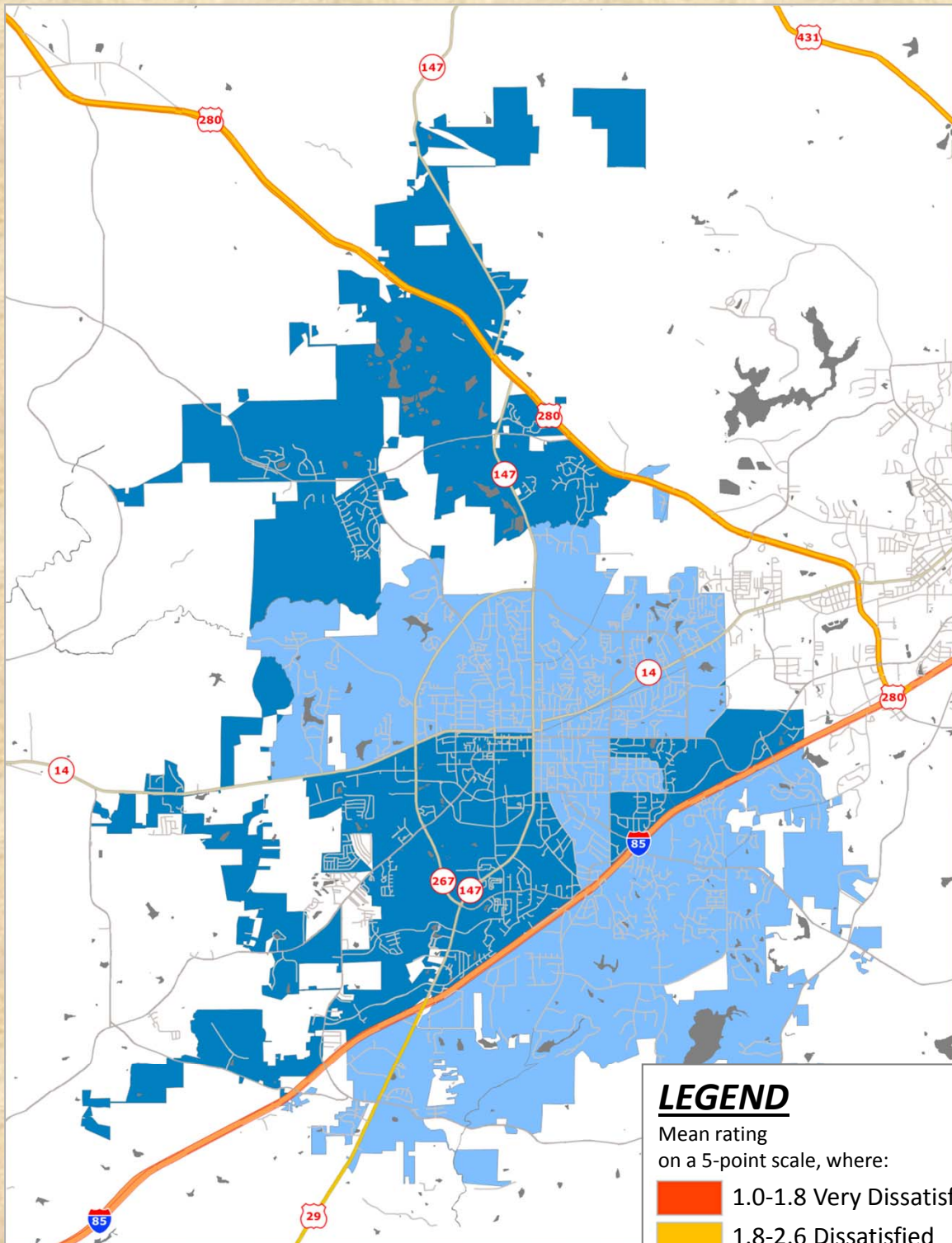
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q18r Satisfaction with quality of special events



2014 City of Auburn Citizen Survey

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

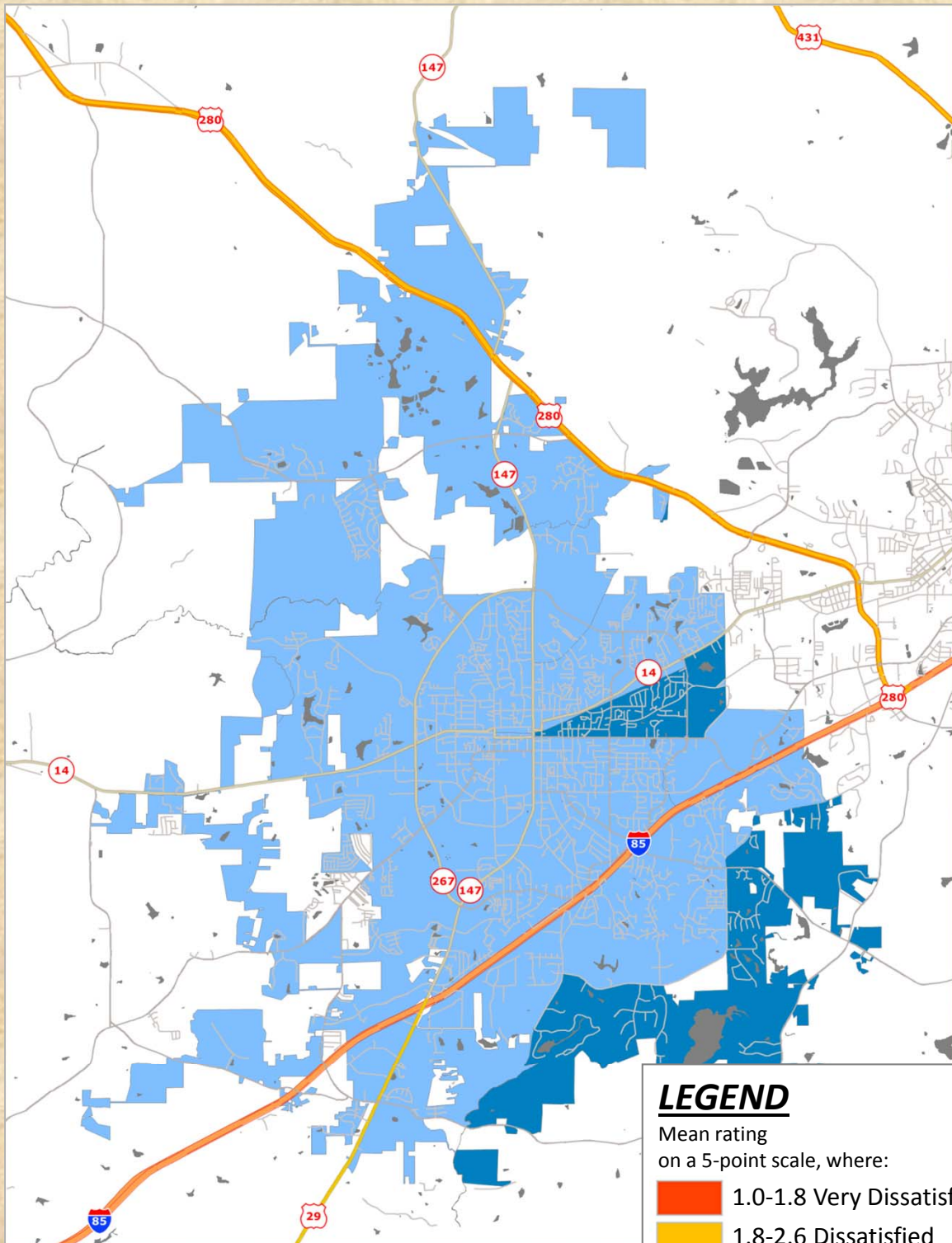
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20a Satisfaction with quality of Open Line newsletter



2014 City of Auburn Citizen Survey

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

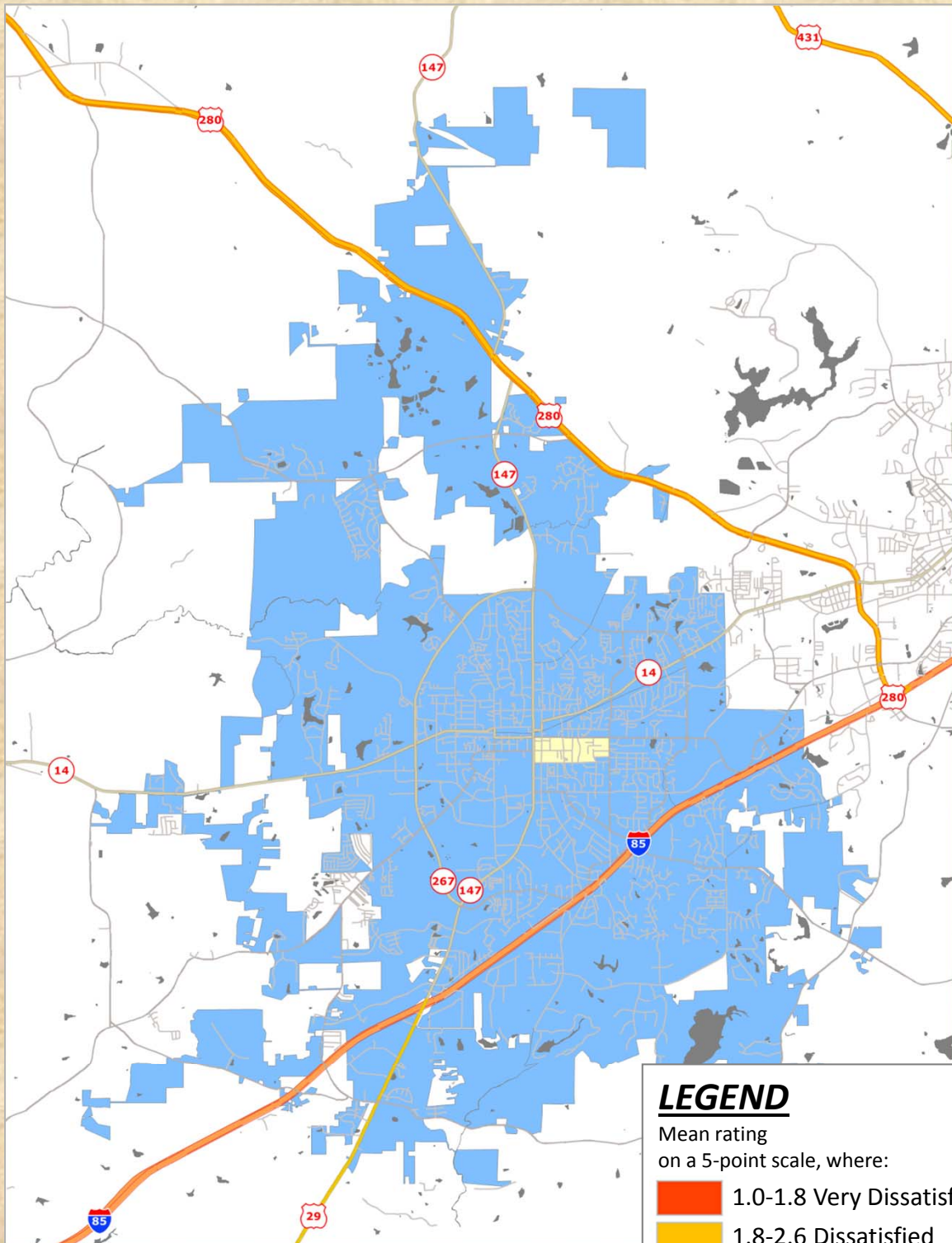
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20b Satisfaction with quality of the city's website



2014 City of Auburn Citizen Survey

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

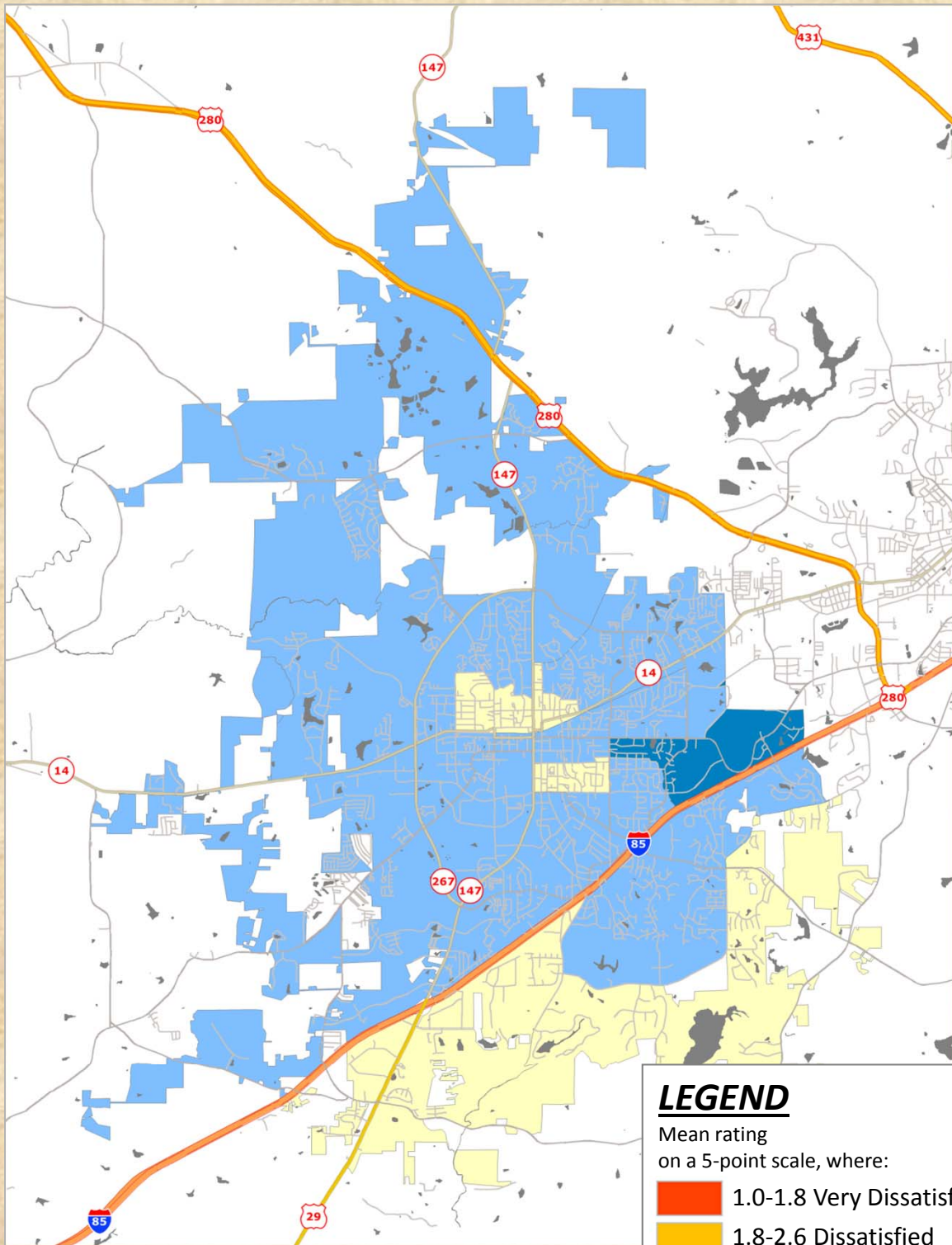
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20c Satisfaction with quality of the city's social media



2014 City of Auburn Citizen Survey

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

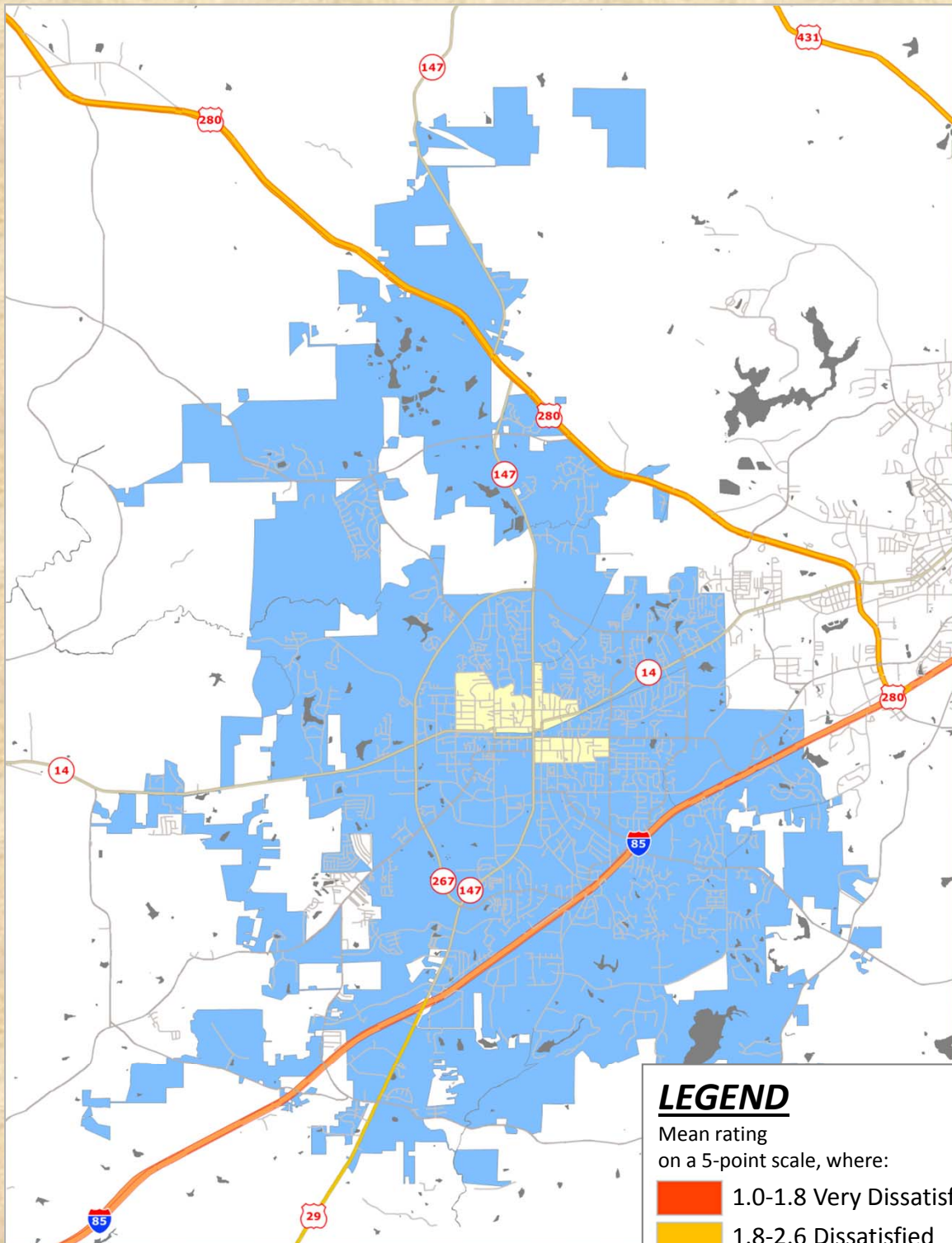
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20d Satisfaction with availability of information on city services and programs



2014 City of Auburn Citizen Survey

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

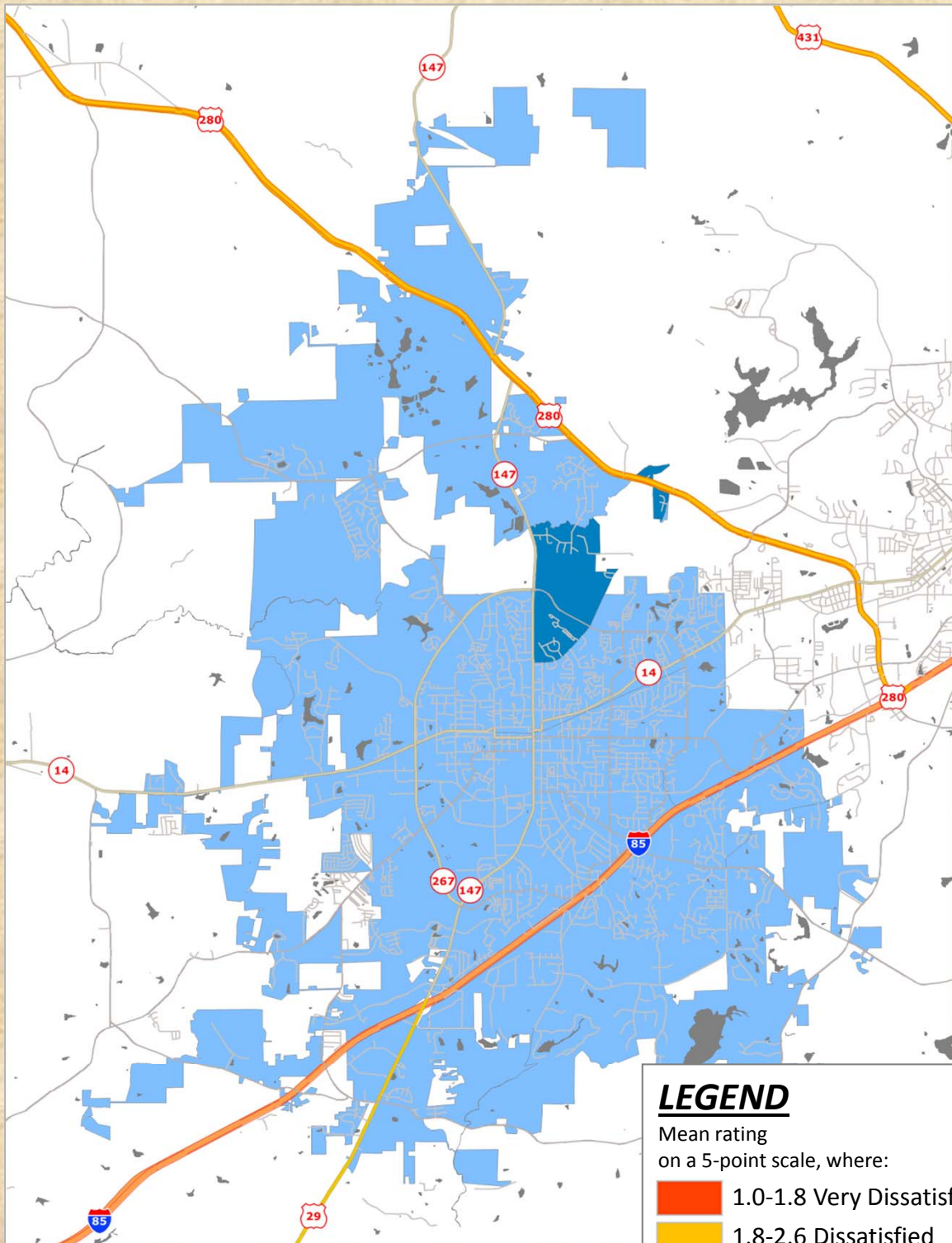
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20e Satisfaction with availability of information about Parks & Recreation programs and services



2014 City of Auburn Citizen Survey

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

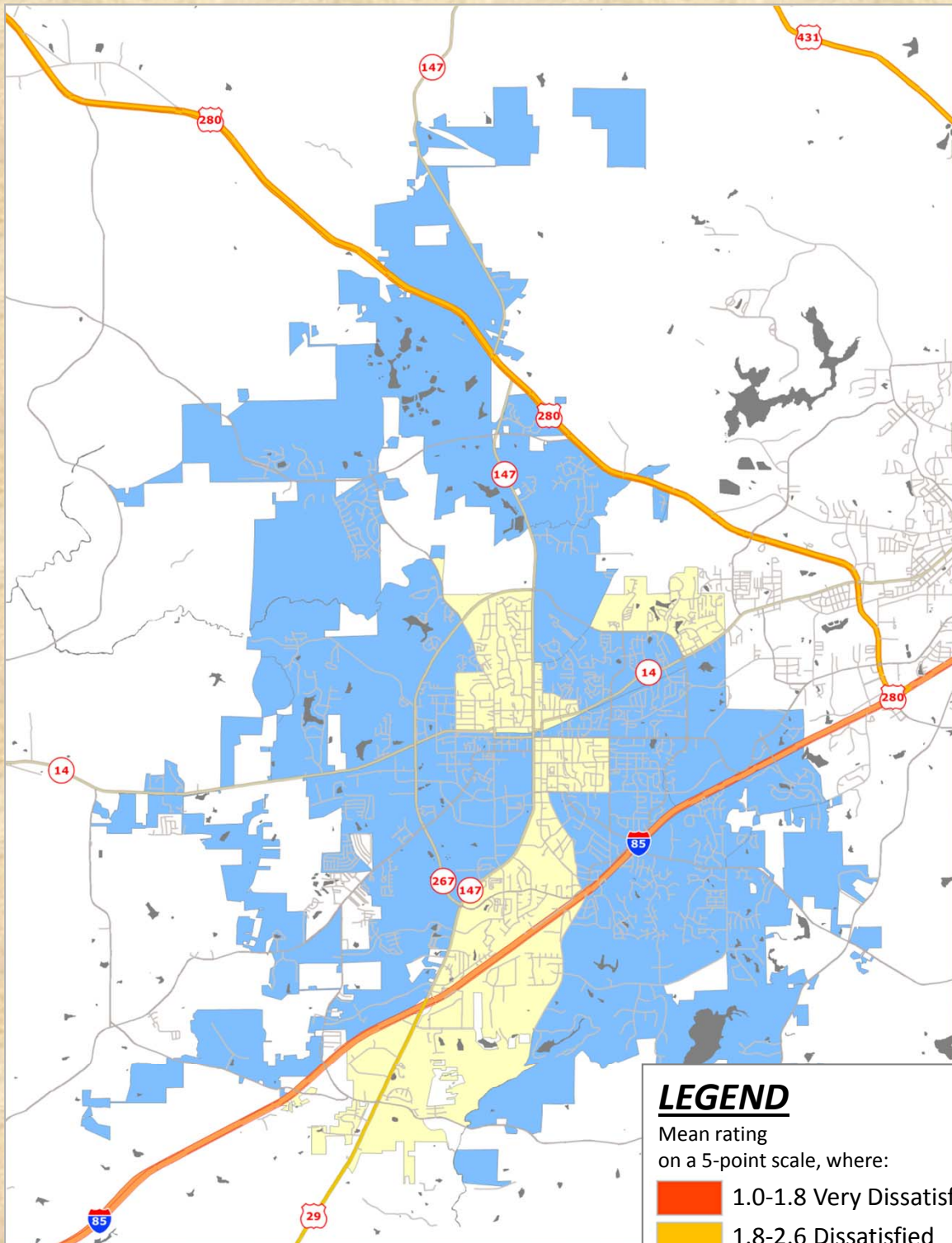
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20f Satisfaction with level of public involvement in local decision-making



2014 City of Auburn Citizen Survey

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

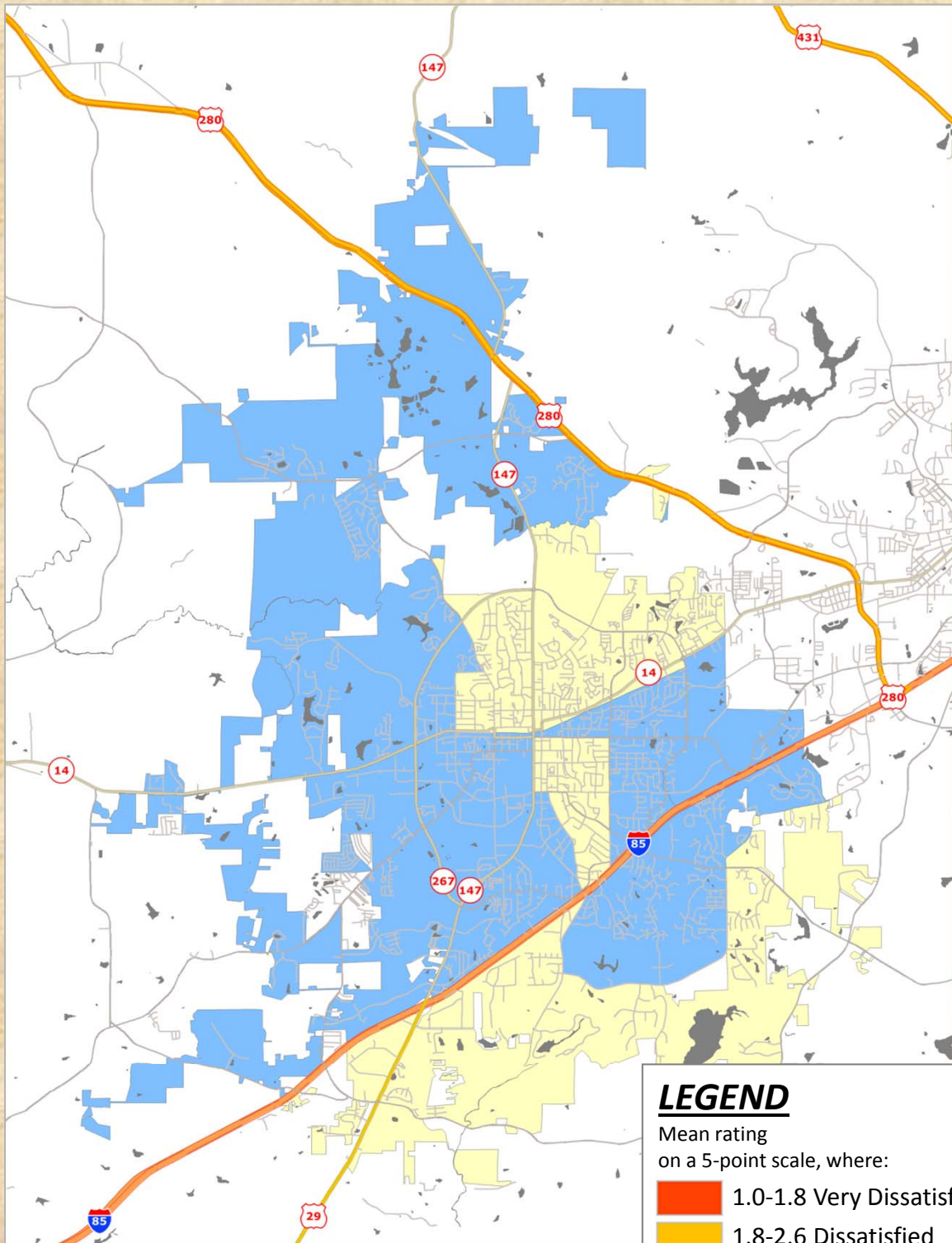
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q20g Satisfaction with transparency of city government



2014 City of Auburn Citizen Survey

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

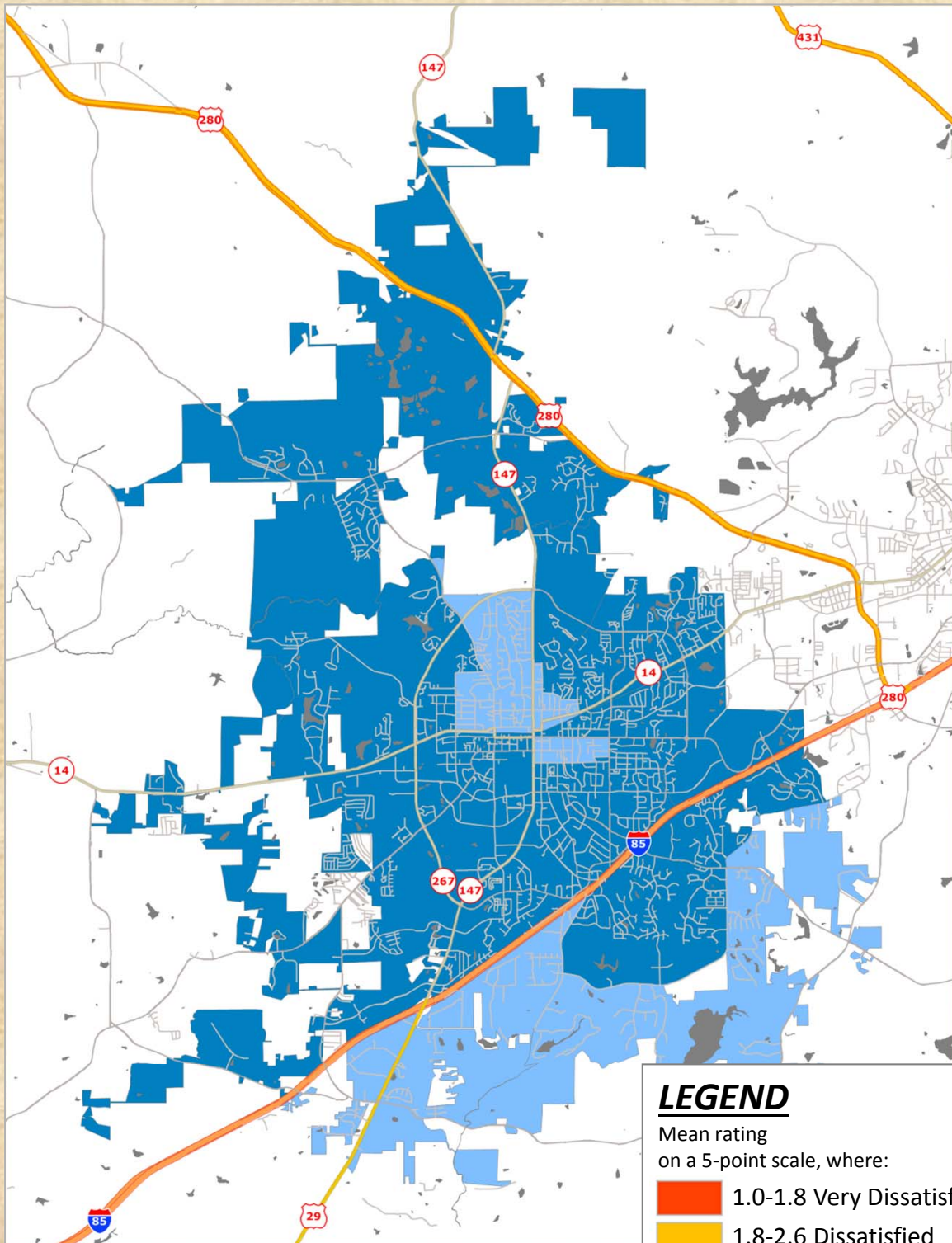
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22a Satisfaction with cleanliness of downtown areas



2014 City of Auburn Citizen Survey

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

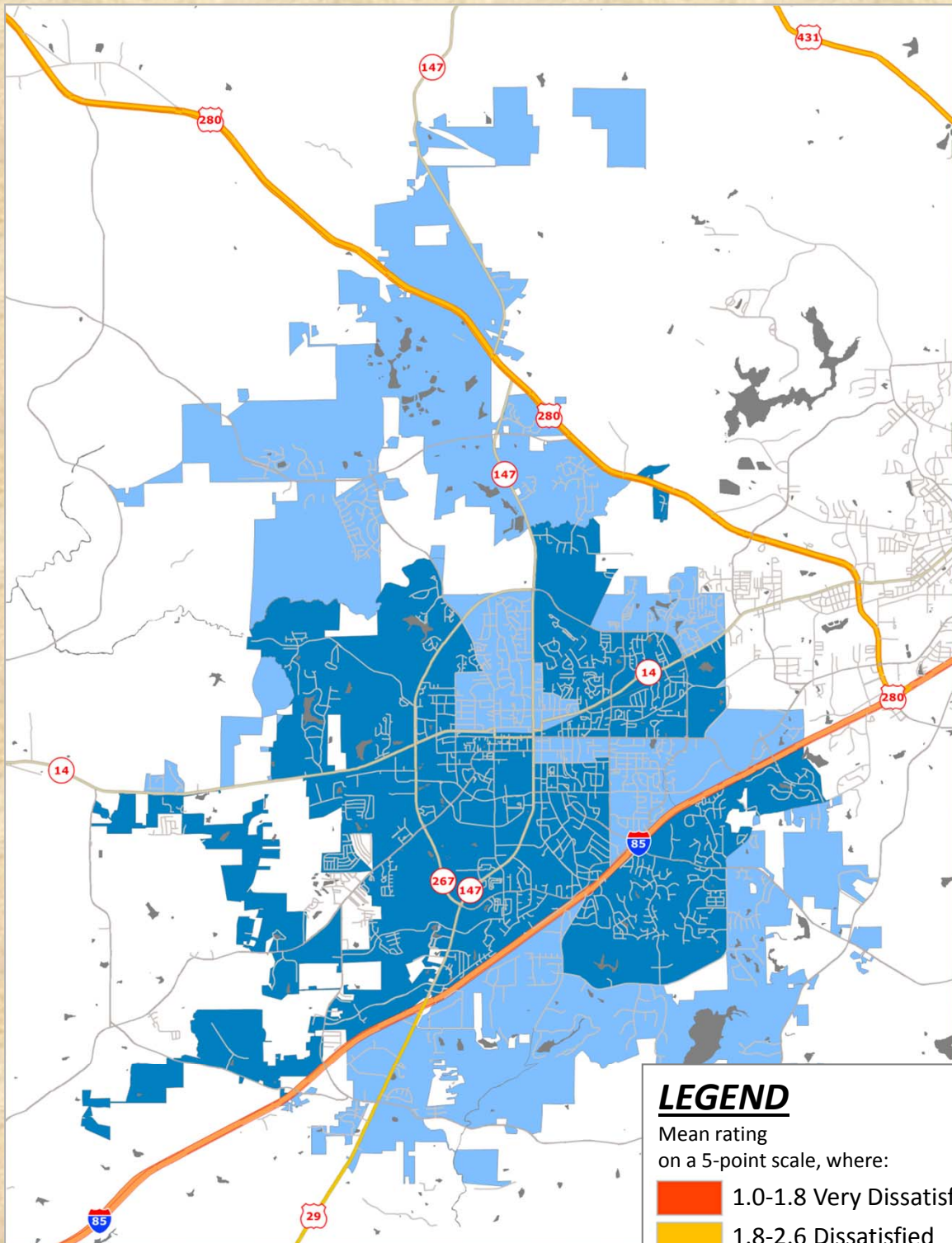
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22b Satisfaction with feeling of safety downtown at night



2014 City of Auburn Citizen Survey

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

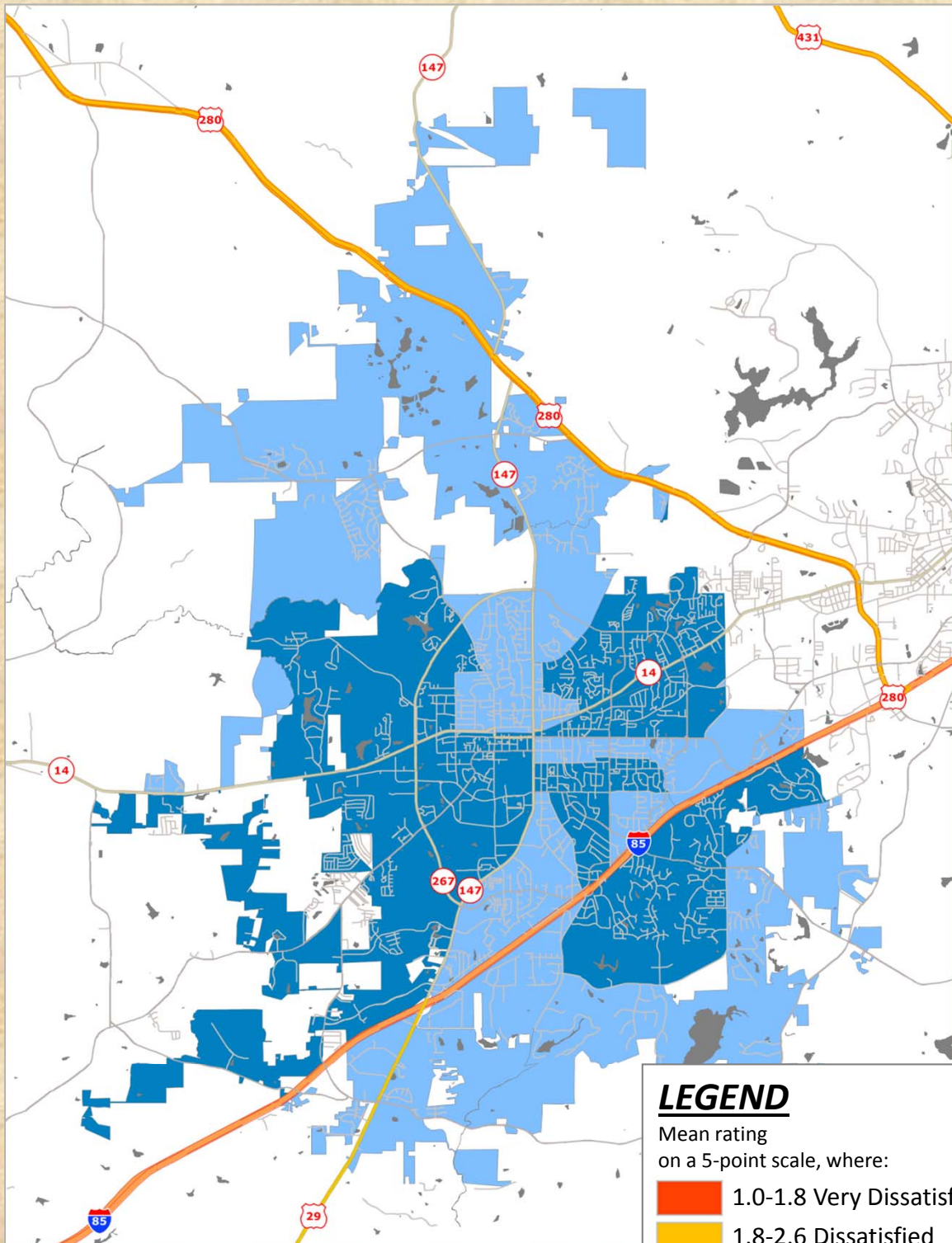
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



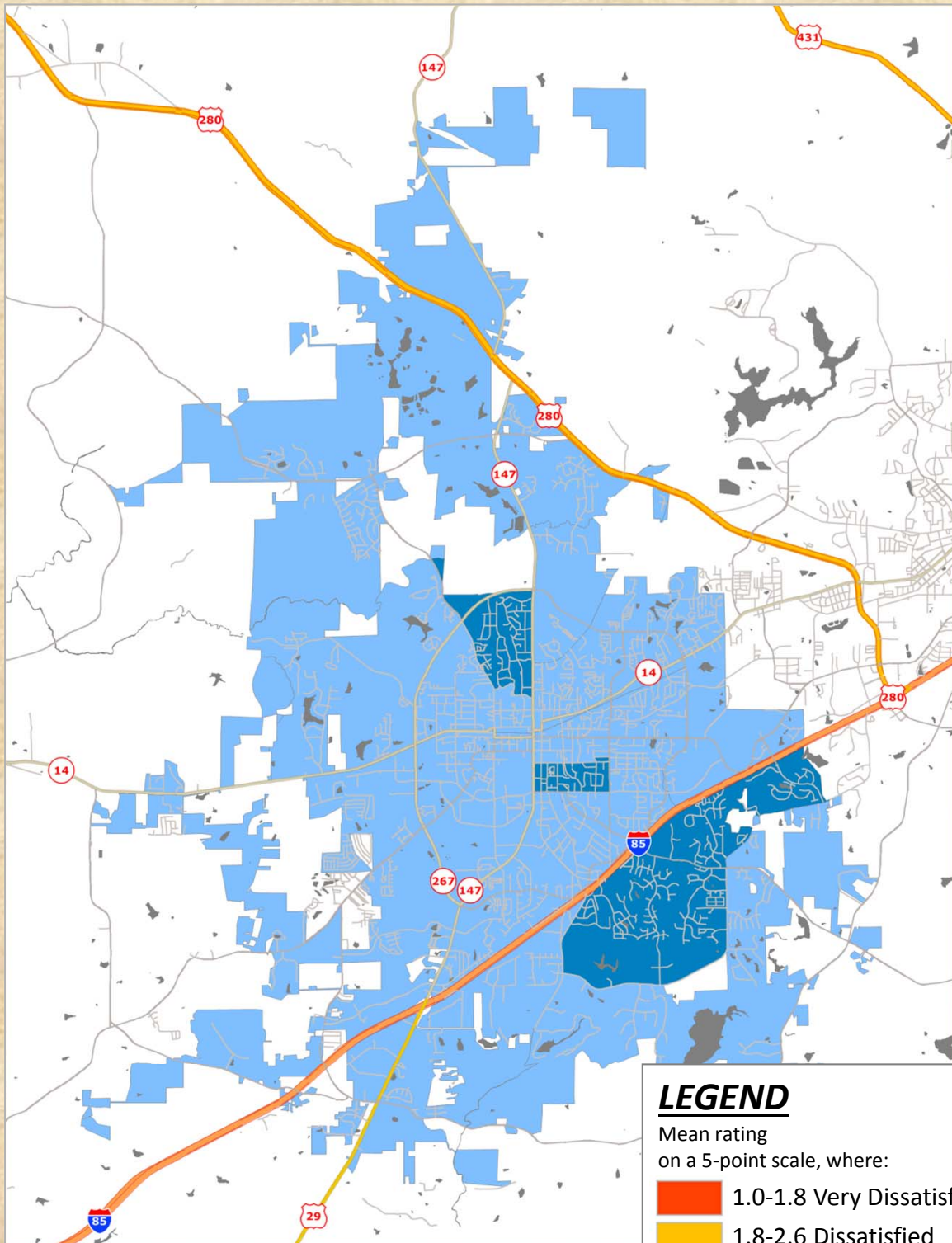
Q22c Satisfaction with pedestrian accessibility



2014 City of Auburn Citizen Survey

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

Q22d Satisfaction with quality of public events held downtown



2014 City of Auburn Citizen Survey

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

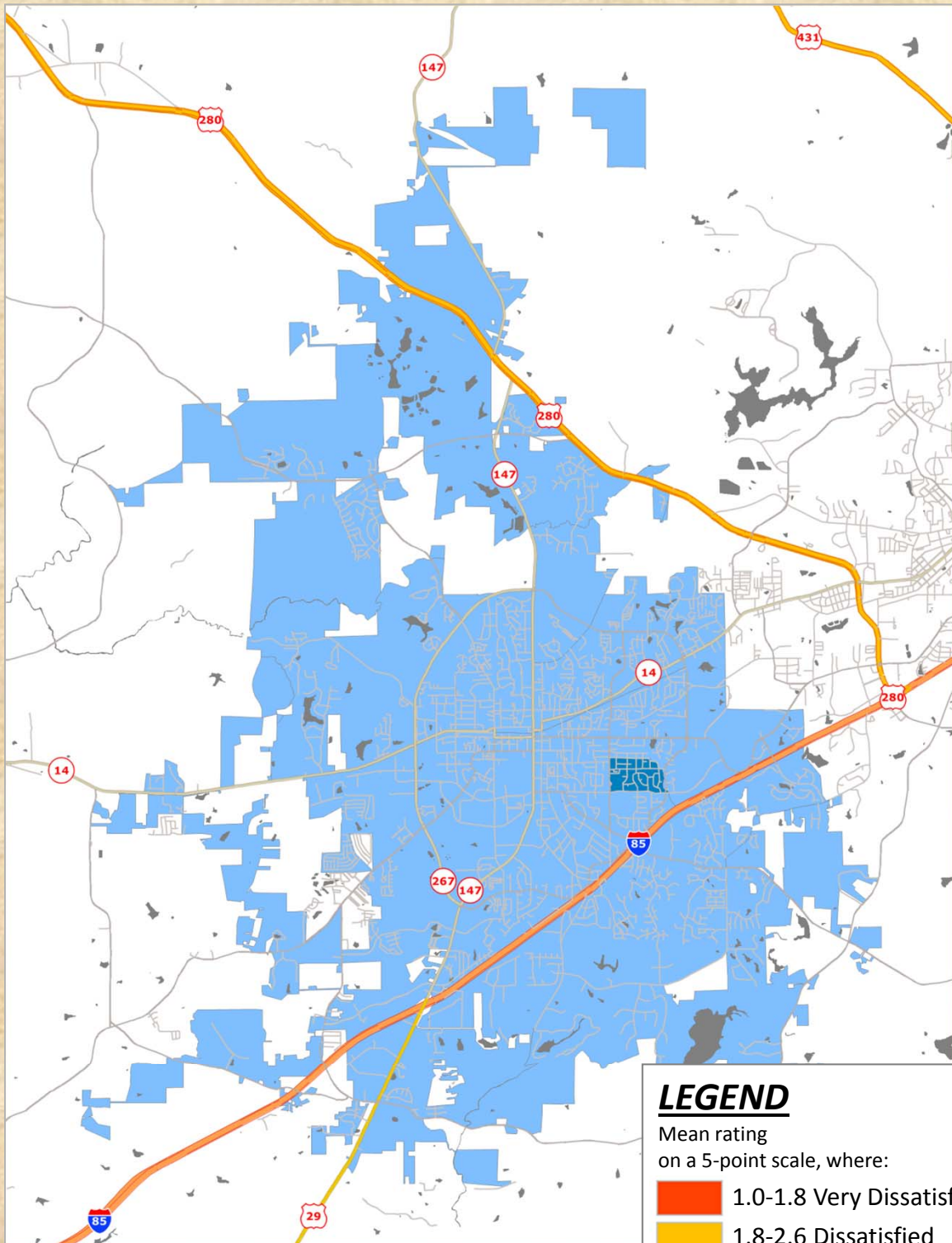
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22e Satisfaction with landscaping and green space



2014 City of Auburn Citizen Survey

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

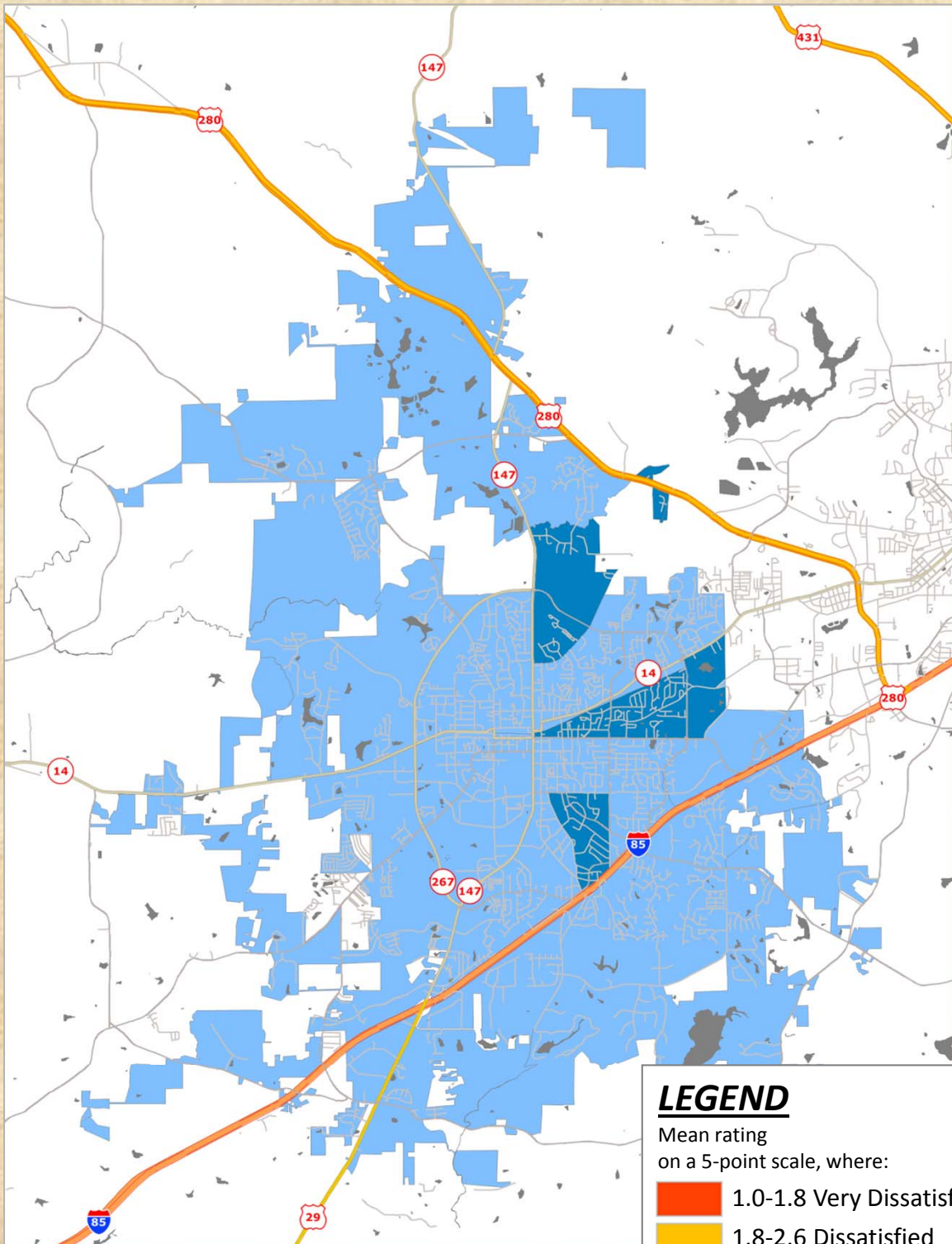
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22f Satisfaction with signage and wayfinding



2014 City of Auburn Citizen Survey

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

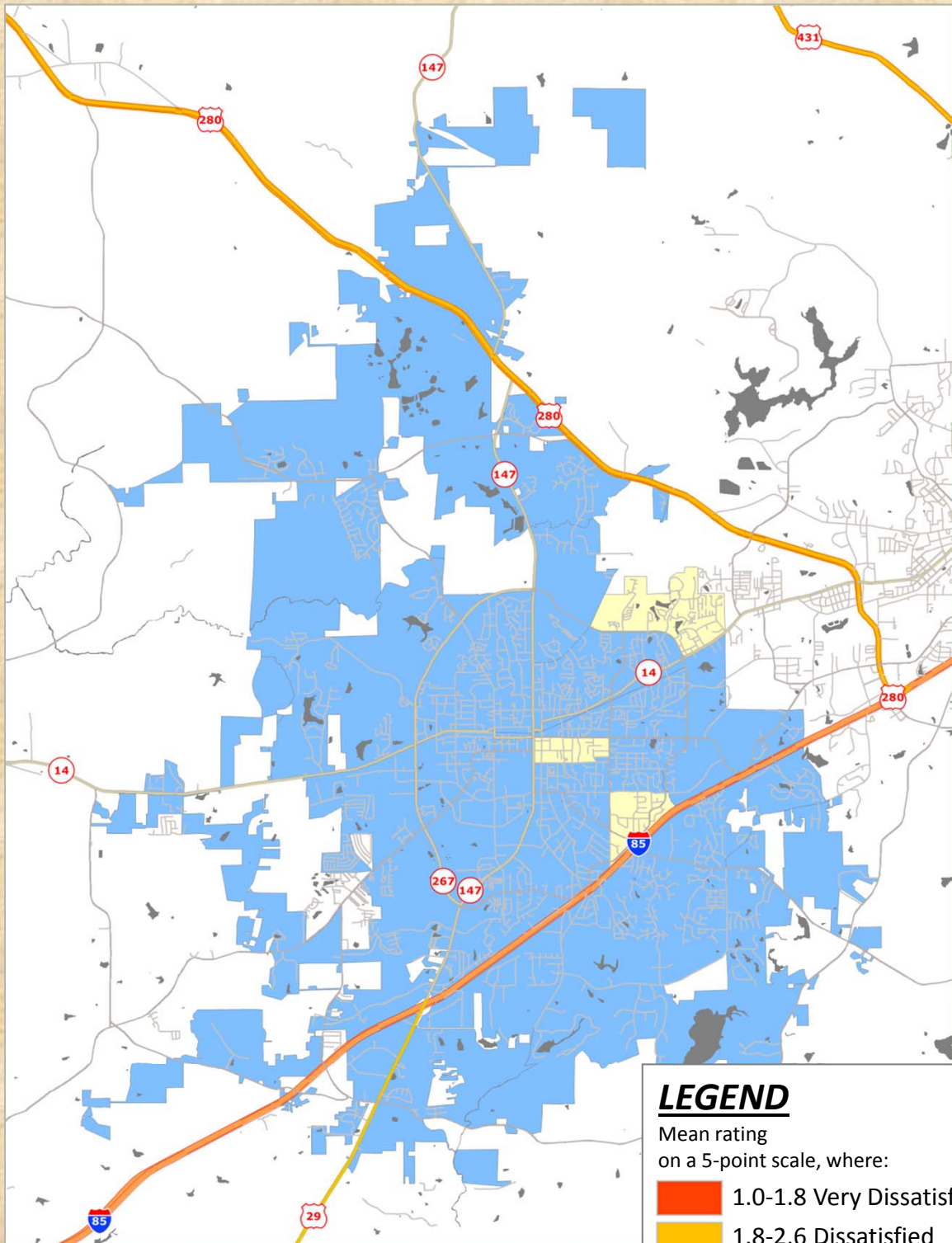
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22g Satisfaction with availability of public event space



2014 City of Auburn Citizen Survey

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

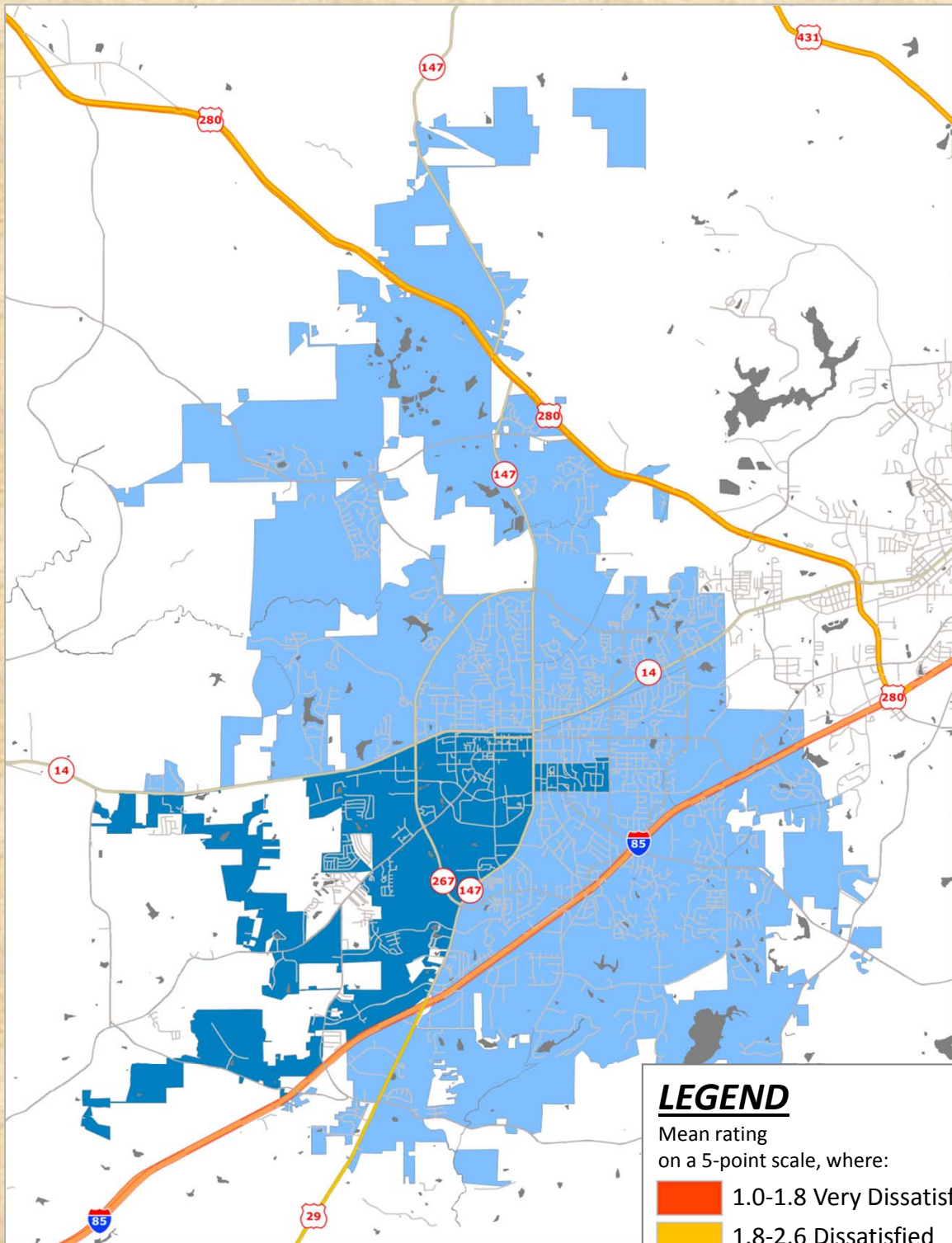
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22h Satisfaction with availability of dining opportunities




2014 City of Auburn Citizen Survey

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

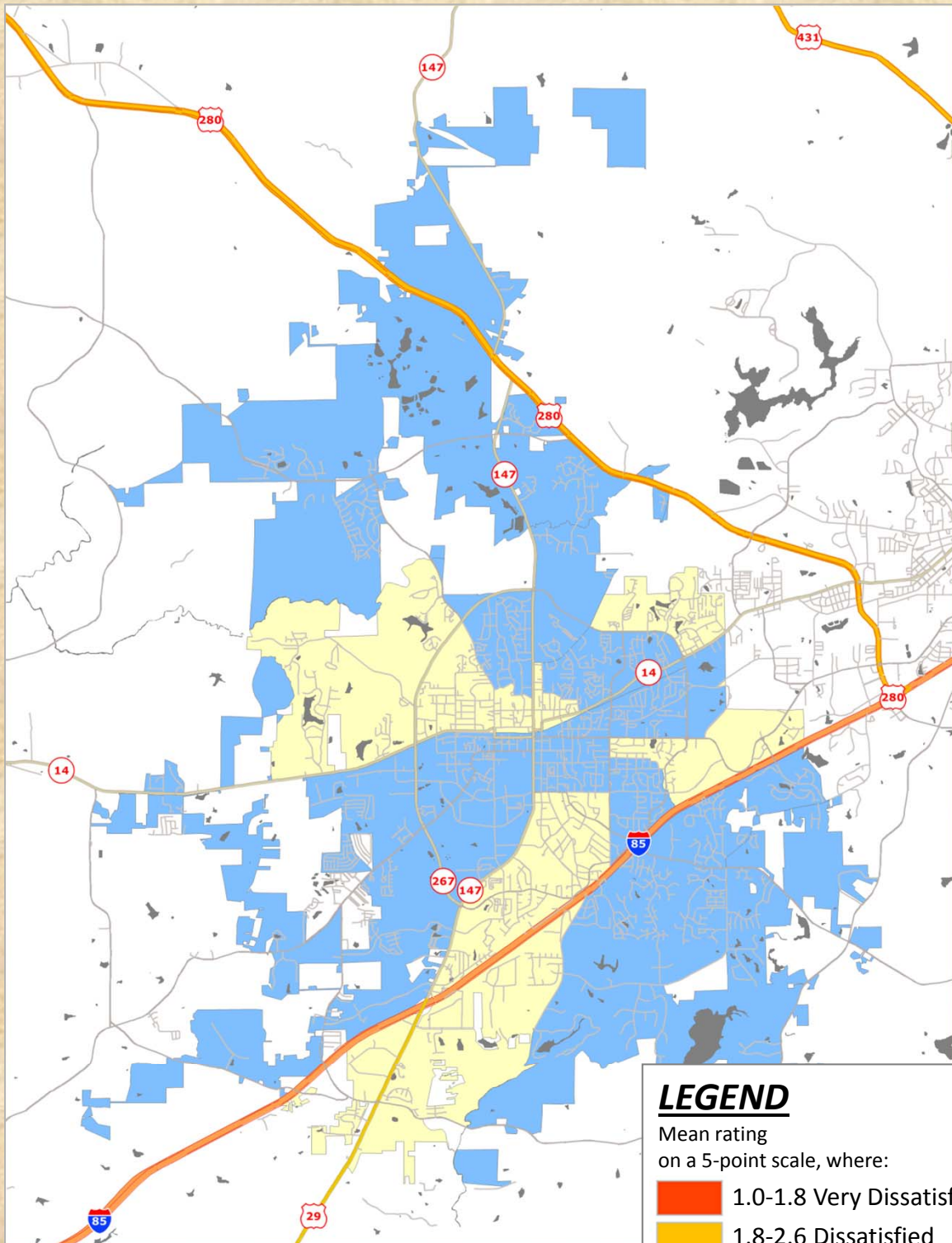
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22i Satisfaction with availability of outdoor dining venues



2014 City of Auburn Citizen Survey

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

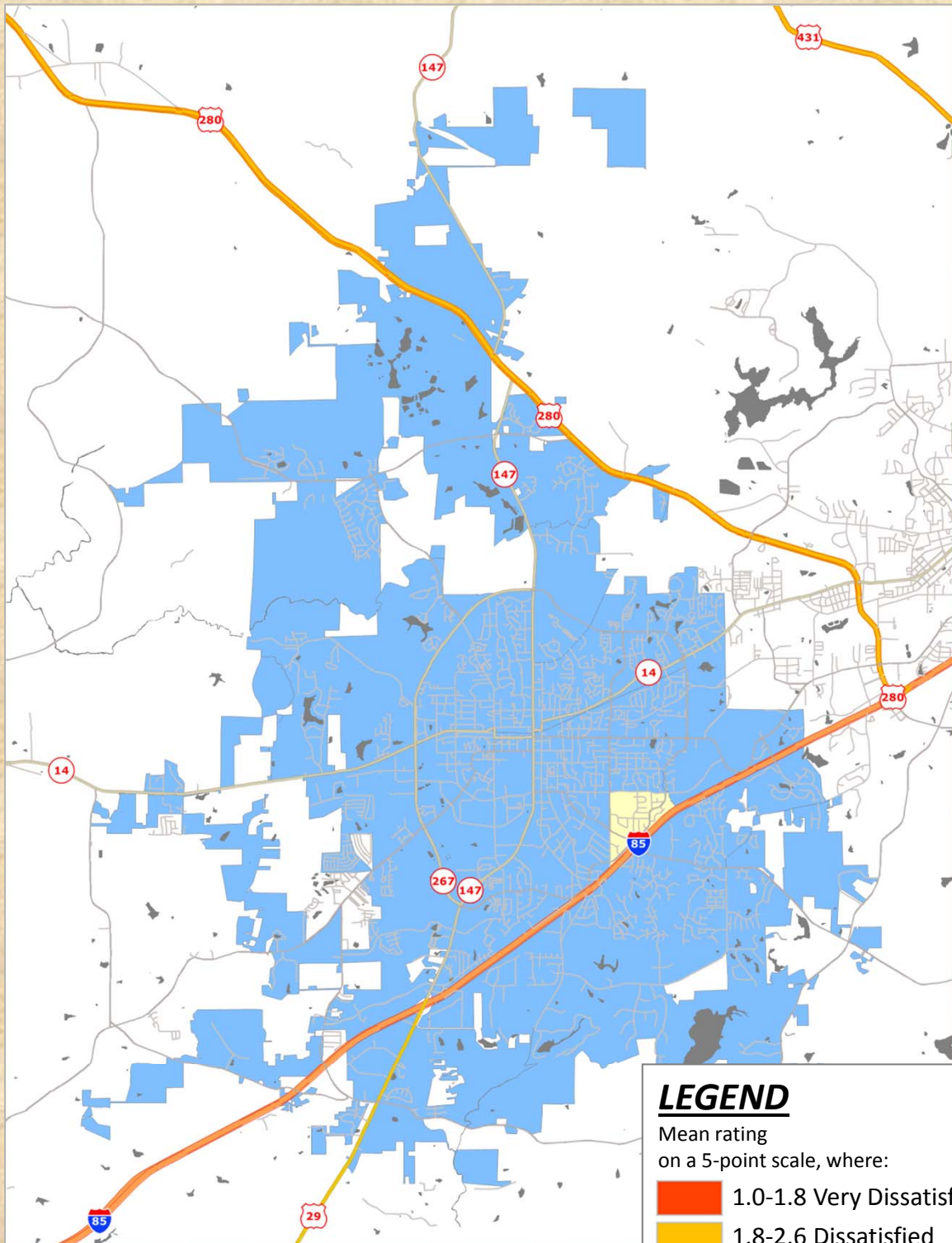
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22j Satisfaction with availability of retail shopping



2014 City of Auburn Citizen Survey

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

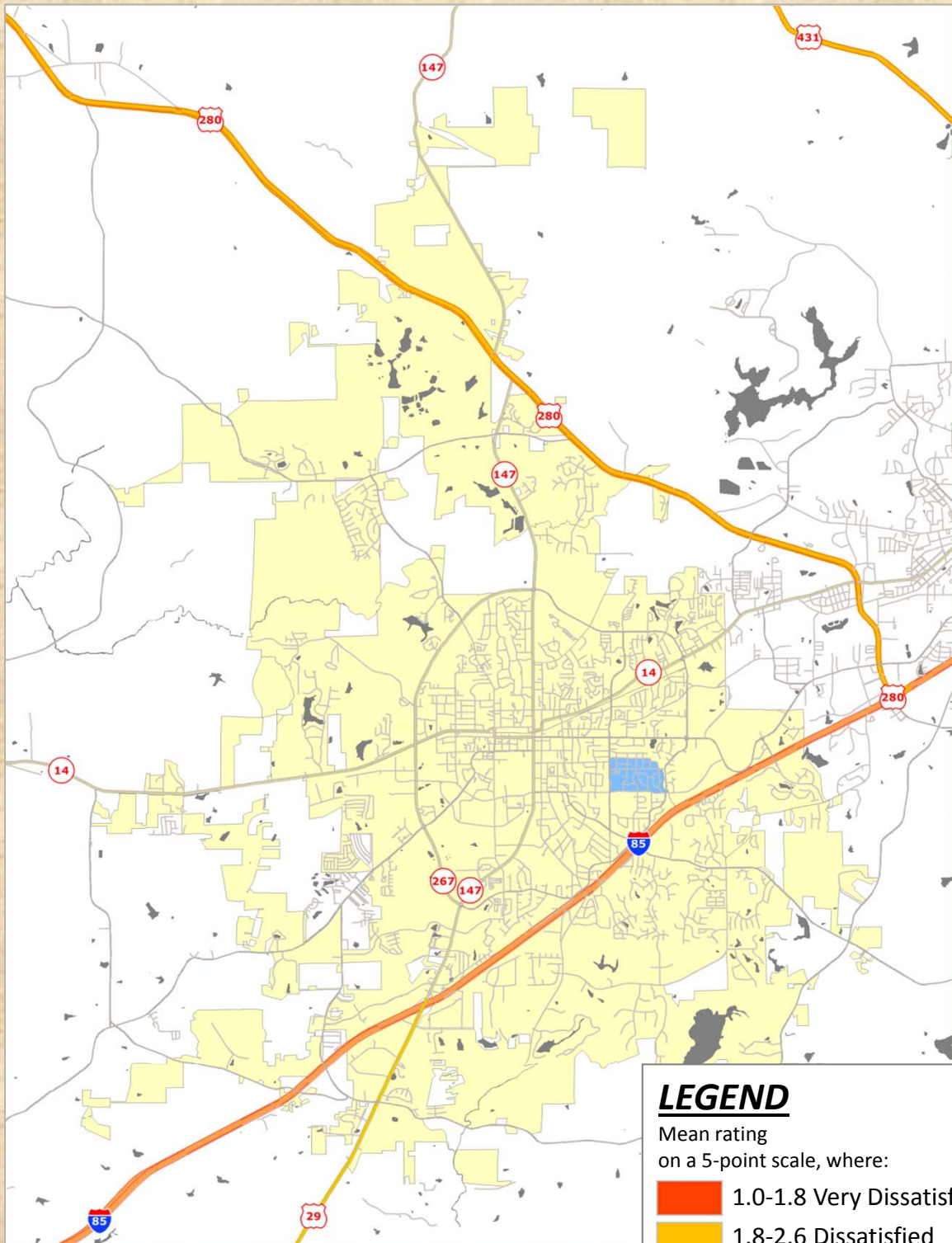
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q22k Satisfaction with availability of parking



2014 City of Auburn Citizen Survey

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

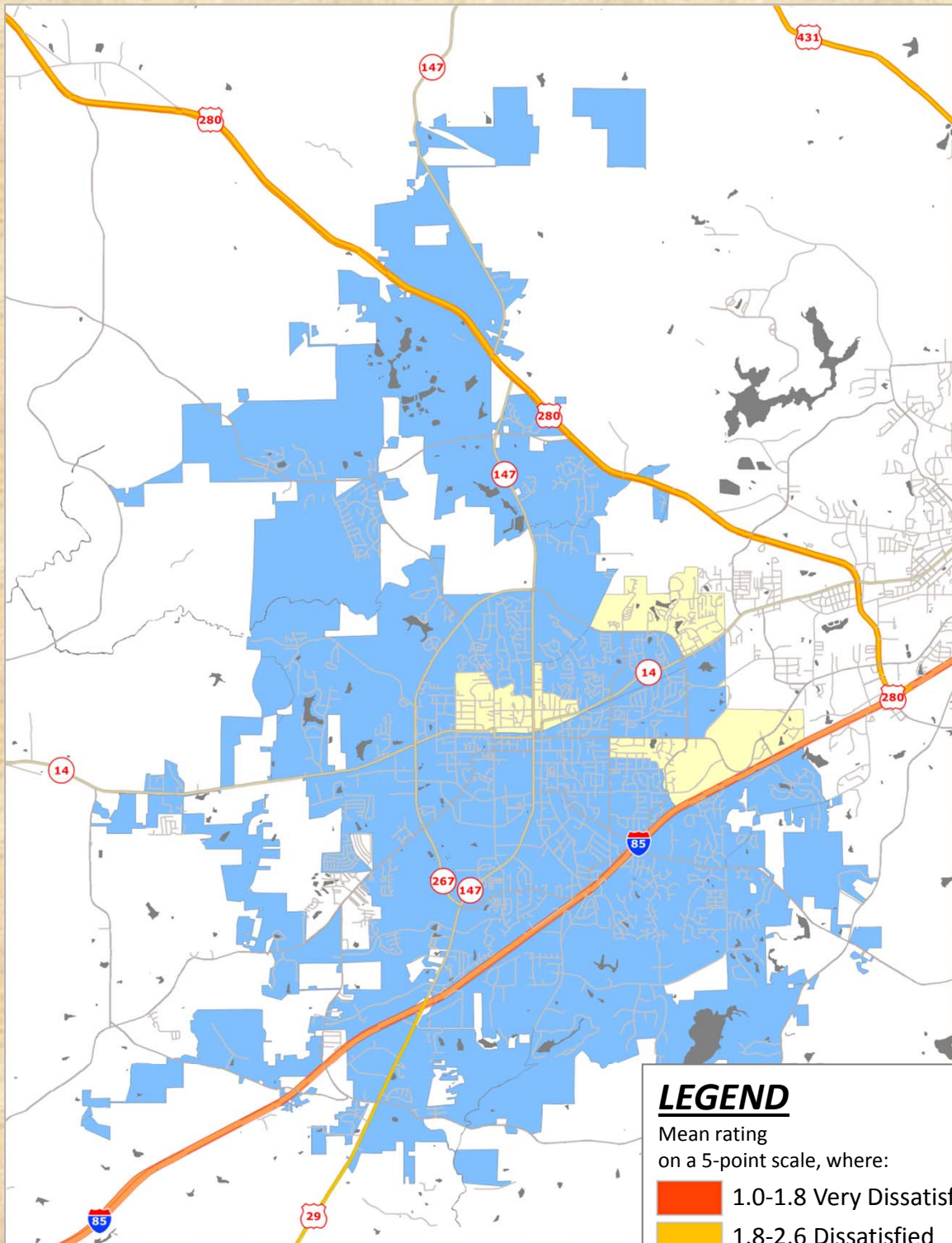
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q221 Satisfaction with enforcement of parking violations and meter times



2014 City of Auburn Citizen Survey

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

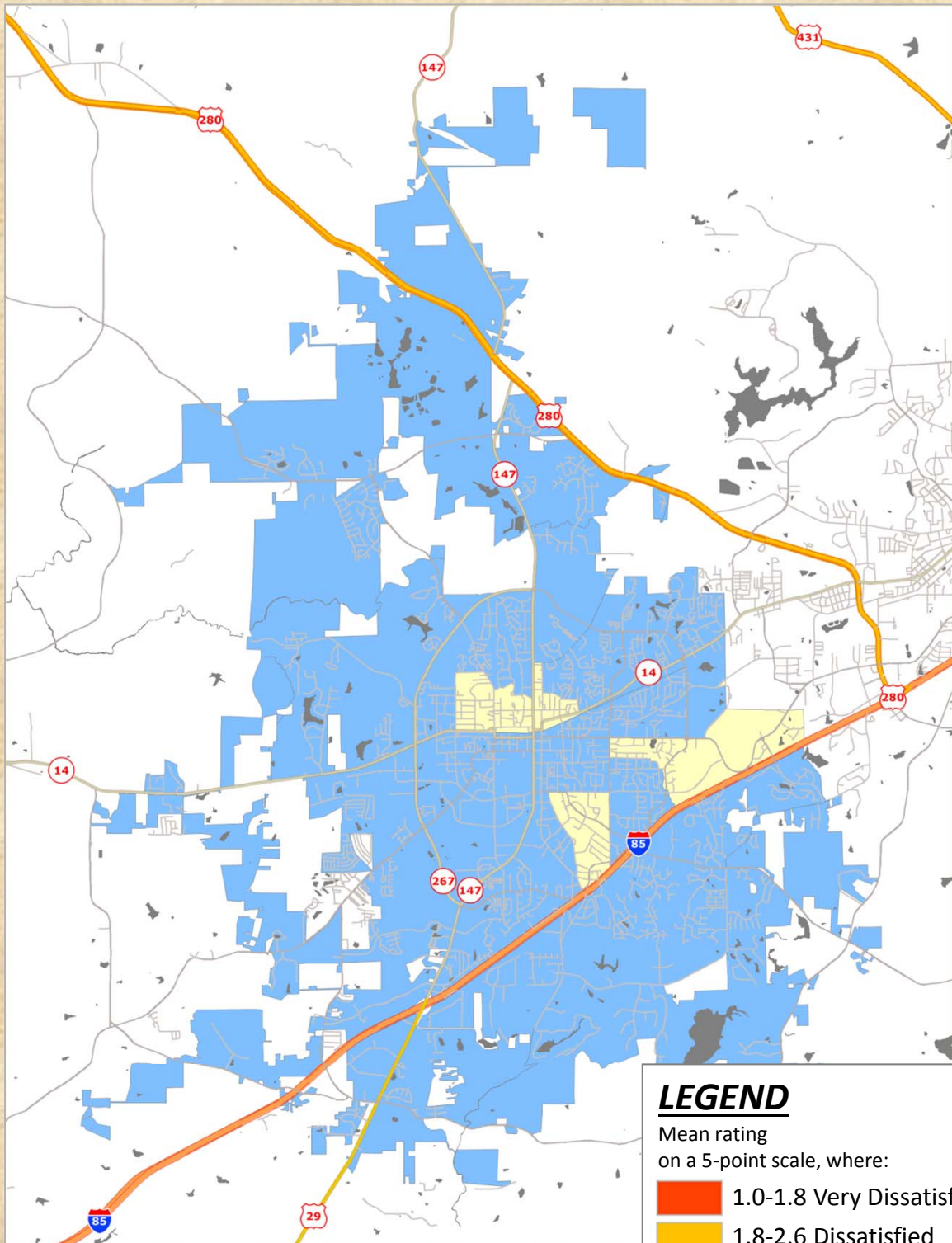
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25a Satisfaction with overall quality of new residential development



2014 City of Auburn Citizen Survey

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

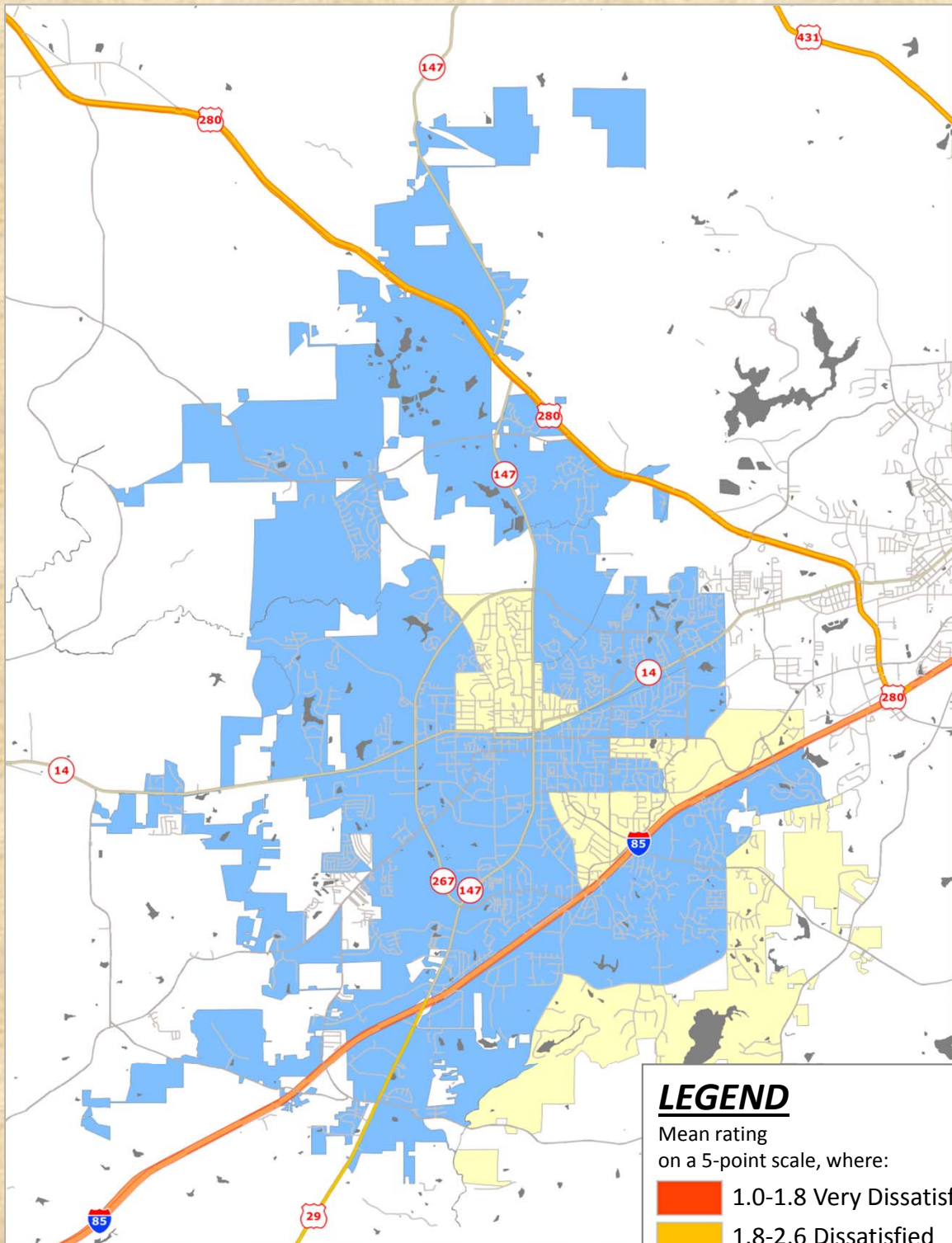
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25b Satisfaction with overall quality of new retail development



2014 City of Auburn Citizen Survey

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

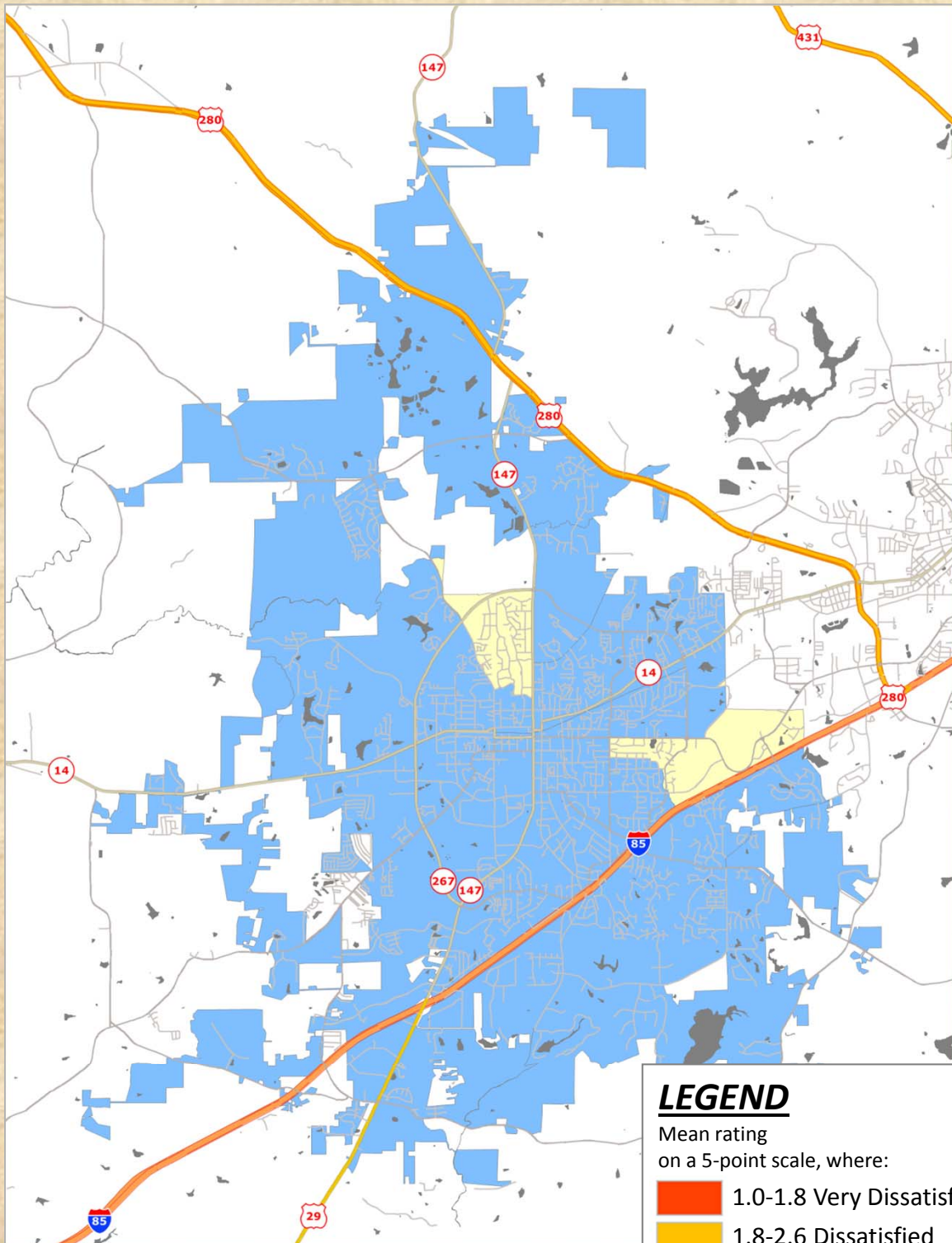
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25c Satisfaction with overall quality of new business development



2014 City of Auburn Citizen Survey

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

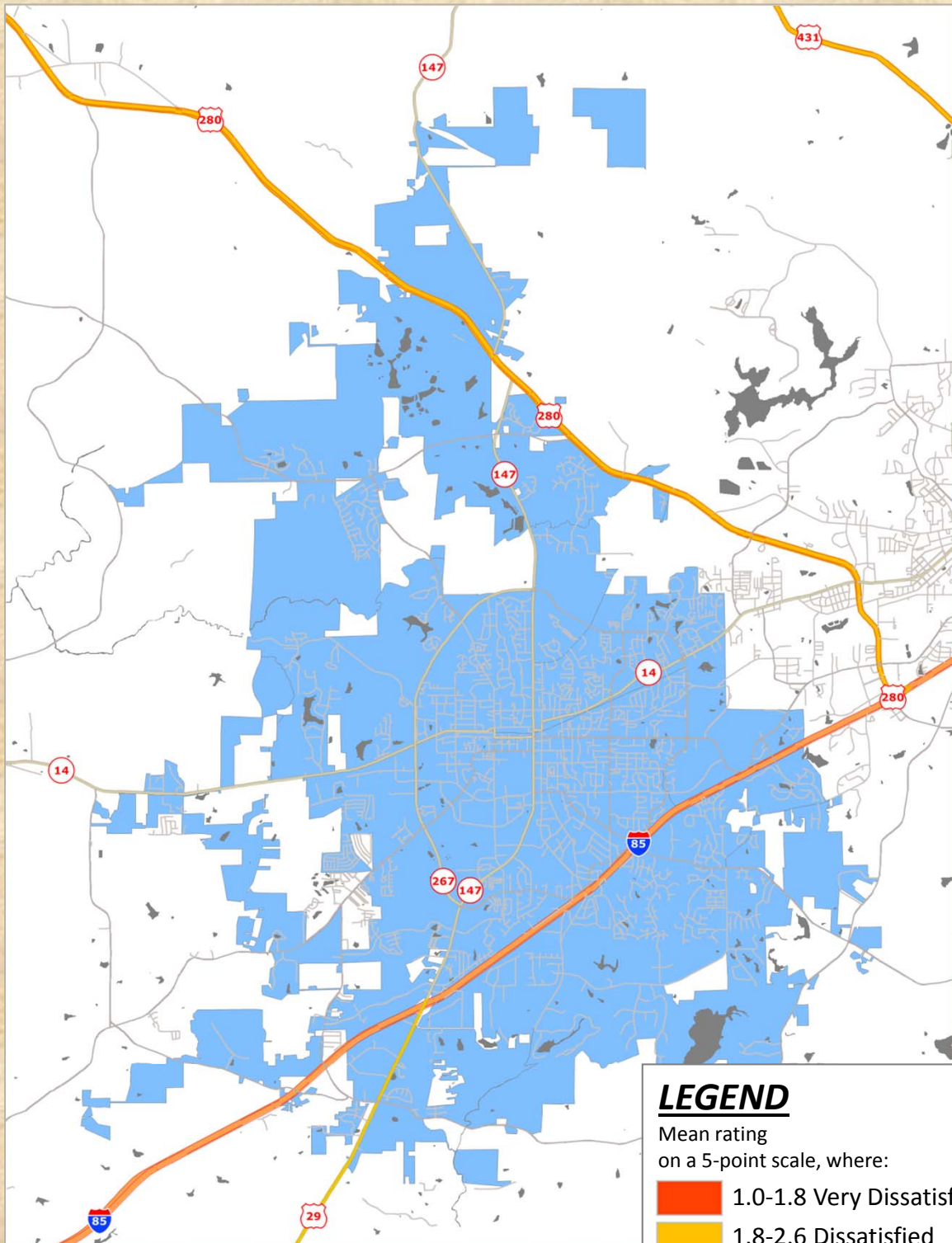
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25d Satisfaction with overall quality of new industrial development



2014 City of Auburn Citizen Survey

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

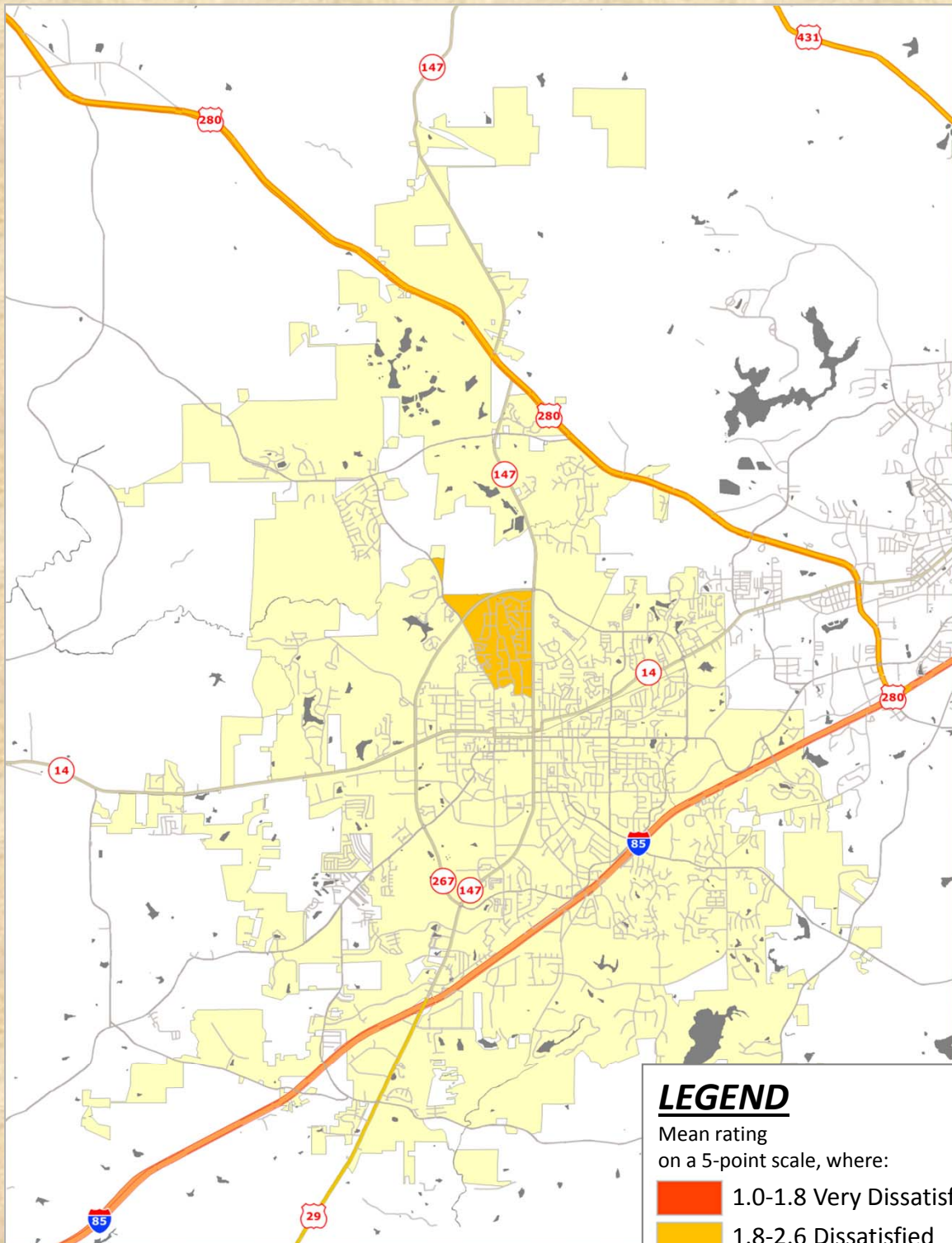
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25e Satisfaction with redevelopment of abandoned or under-utilized properties



2014 City of Auburn Citizen Survey

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

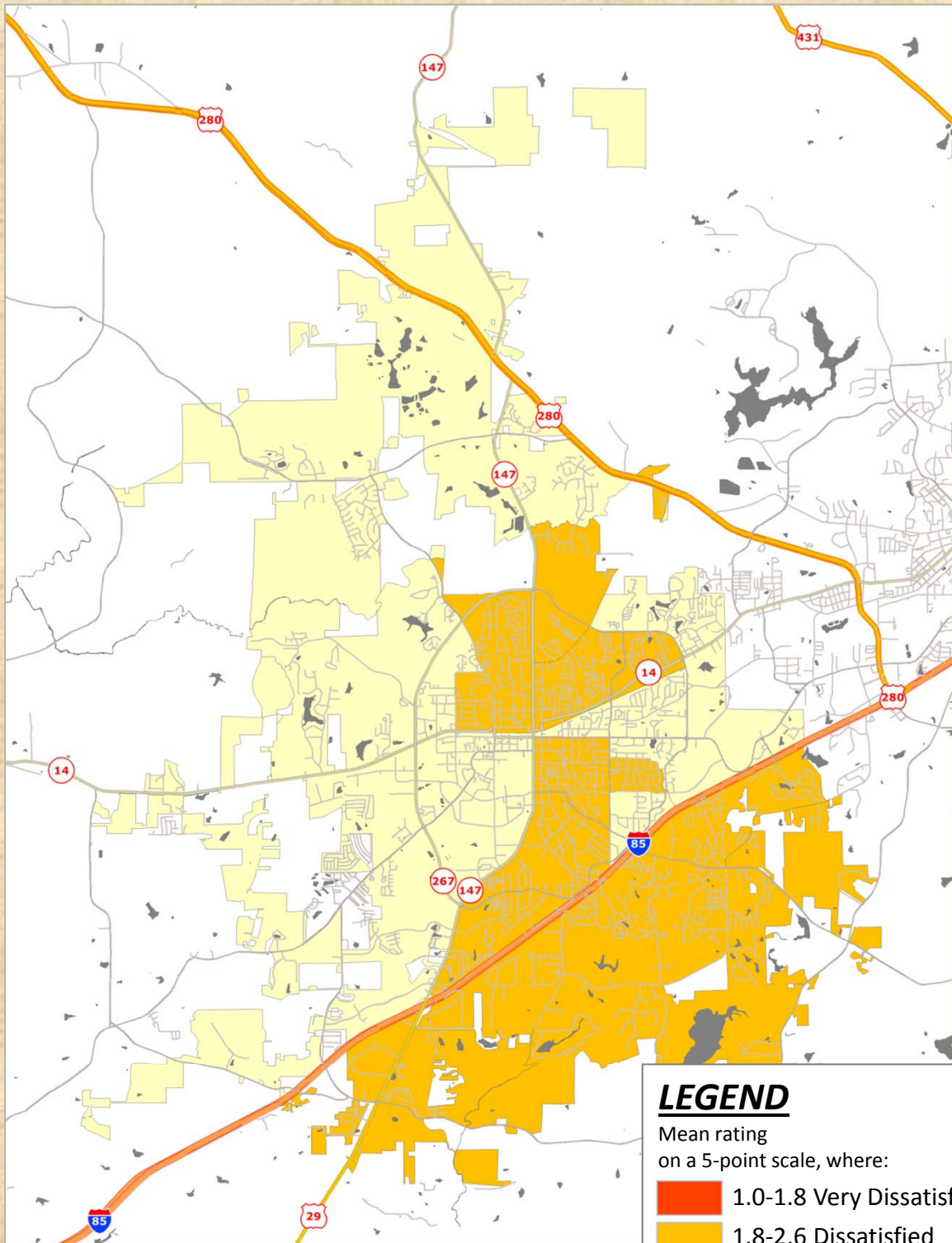
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25f Satisfaction with overall appearance of Opelika Road



2014 City of Auburn Citizen Survey

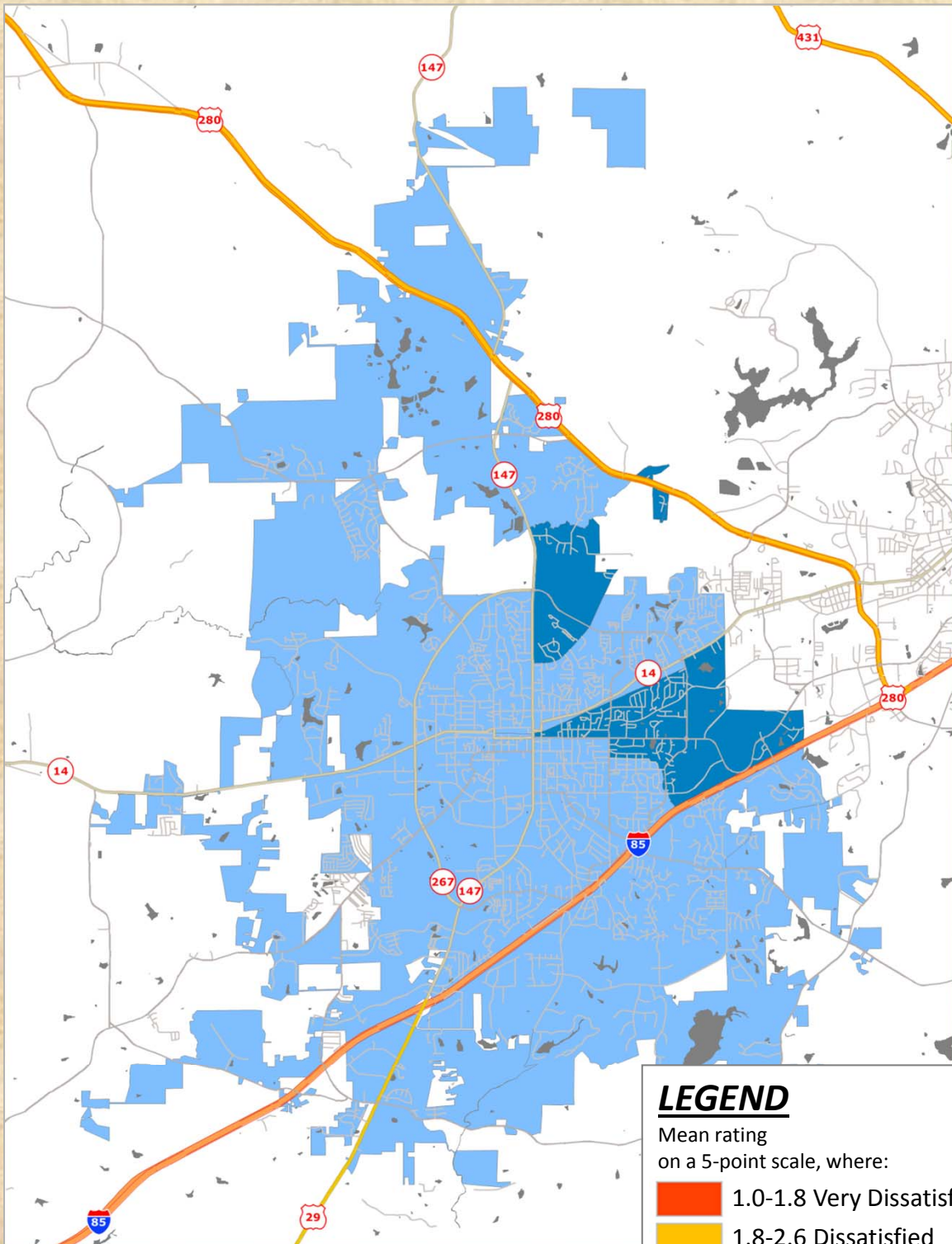
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)

Q25g Satisfaction with overall appearance of Downtown Auburn



2014 City of Auburn Citizen Survey

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

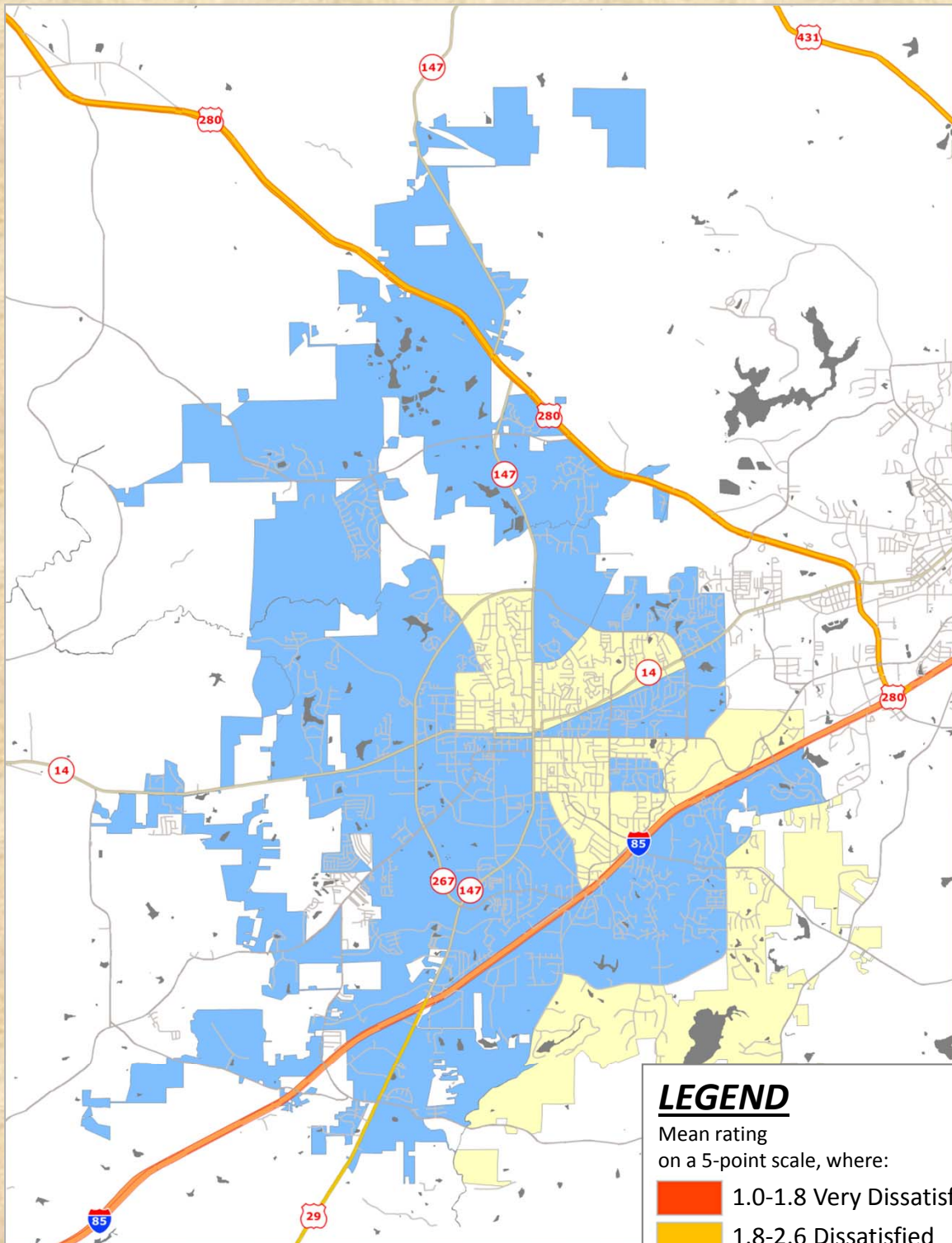
LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



Q25h Satisfaction with city's planning for future growth



2014 City of Auburn Citizen Survey

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

LEGEND

Mean rating on a 5-point scale, where:

- 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
- Other (no responses)



2014 City of Auburn Citizen Survey *Appendix B – Question 26* *Citizen Comments*

...helping organizations make better decisions since 1982

Submitted to the City of Auburn, Alabama by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

April 2014



Q26. If you could improve one thing about the City of Auburn, what would it be?

- Continued offering of restaurants, retail options, etc. Better YMCA with advertising of programs offered, i.e. exercise programs.
- Traffic congestion.
- Parking.
- Improve Exit 51 entrance to Auburn. Exit 50 to 51 on I-85 and turning onto College has lots of eyesores.
- Increase taxes for schools.
- Enforce the amount of people and cars living in one house. Keep people from parking on the street, and make them use their driveways.
- Wire Road fields need improvements.
- Affordable housing for middle class.
- The overcrowding that is occurring in the schools. We moved here for the school system and overall quality of education and we are quickly losing that due to increased classroom size and lack of space.
- Historic preservation (what a joke).
- Game day traffic.
- Going after Auburn University's meal plan. It is suffocating retail, restaurant and all businesses in downtown Auburn and surrounding areas. Fix that, breathe life back into community, free up over \$14 million a year of spendable cash in Auburn community.
- Driver education of bikers and how to share the road with bikers.
- I would like to see the City's school system work within its budget limits and not continually ask the City for more money.
- Better enforcement of housing and zoning codes (# of unrelated people living together). The city doesn't help people in non-covenant neighborhoods with this. Stop tearing down all the old charming houses, which are the beauty of Auburn.
- Availability of parking. Appearance of Opelika Road.
- Provide more police officers; need added detectives for drug investigations. There have been numerous murders, shootings in apartments down off of South College. These are increased occurrences. Drug-related crimes are increasing and require added drug investigation and undercover police investigation.
- Fill the empty buildings.
- The Mall! You need to copy Opelika's plans for downtown. We need more upscale or quality shopping and dining. In Auburn, there are no Starbuck's or Books-A-Million. No more Dollar stores.
- Lower the garbage fees.
- We need more stores in the mall and we need to fill the empty buildings (K-Mart, Winn Dixie, etc.).
- Stop tearing down attractive older buildings for development. South College is so unattractive now. Slow down with the tackiness of development.

- The appearance of downtown (more landscaping).
- Citizen involvement in policy and process decisions.
- Save the old/historic buildings and trees! Save Shell - Toomer Parkway.
- The appearance of Opelika Road and old businesses.
- Schools, since moving here for a job at the University, the quality of my child's school has decreased while the stress placed on teachers has increased.
- Science center for youth.
- Bring more retail shopping to Auburn instead of Opelika.
- Develop more retail if market conditions permit.
- Please have a traffic light installed at Commerce Drive and Opelika Road. Please! Please! Please!
- Open the water park again or something like it for the summertime (bring in more tourists and money).
- Make the cyclists obey the traffic laws. A lot of emphasis has been put on cars respecting the cyclists, but they act like they own the road. Cutting in front of cars without signaling, running stop signs and lights, etc.
- Provide public sewer service in my neighborhood.
- After the sidewalks were "salted", they need to be cleared so people don't fall on the salt. I'm talking about the sidewalks on Glenn Avenue and Magnolia Avenue. Thank you.
- More attractions, like the water park, aquarium or museums.
- Culture, community events, community art and better dining options.
- Cut down on City work force. There's always one working and three watching.
- Overall, I'm satisfied with the city of Auburn. I have no outstanding axes to grind.
- Availability/ease of parking downtown.
- We need a large Pizza Hut, Dairy Queen, large quality furniture store and a Barnes and Noble bookstore. Thanks.
- Indoor pool.
- The biggest issue I have noticed is the epidemic of texting while driving and walking.
- Teen events.
- Stop tearing down the old to put up the new. The city is losing its history. Opelika is far surpassing Auburn on this level.
- Access to adapted sports. Equal opportunity for all to play sports.
- Improve bike safety by adding more bike lanes that actually connect to each other. Current bike lanes are partial, disconnected, apparently placed at random. It baffles me that we won a "bike friendly award".
- Public's support of schools! Fund a new high school and support the growth of students.
- Control of automobile traffic around school entrances.
- A community-wide effort to promote diversification and equality.
- Bicycle lanes and friendliness.
- We love recycling services, but curbside service requiring excessive sorting is a huge deterrent. We've heard this from several city residents, friends, and colleagues who do not recycle at all.

We currently use the drop off, but would like to use curbside. For example, sorting glass three ways: green, brown, clear, etc.

- More fitness-friendly sidewalks, trails, clean bike paths, etc.
- Completion of the Moure's Mill Rd. and Dean Rd. project. What is the delay?
- Modernize downtown.
- Safety, better outdoor activities, greenway system, and more events.
- Protect our city school system (funding).
- Improve the appearance of new development. We don't need things to look like South College or Opelika. Auburn is more unique than that.
- If possible, try and improve the appearance of Opelika Road. Some areas are junky looking. The Post Office access and Egress could be improved.
- Continue to develop downtown.
- Planning.
- Elected officials.
- Police need to stop harassing people of color, black/Mexican. Jumping behind them just because and following them just because. I have seen it too many times. I have been through it twice. I got stopped for no reason and the cop could not give me a good reason.
- Landscape College and Opelika Roads to look nice and improve business appearance.
- Better tasting water! We just moved here and love Auburn.
- Youth activities. We need more for teens.
- Pools.
- Replace or improve old school buildings.
- Lower water prices. Clean up Opelika Road (a real eyesore for Auburn).
- Slow down the pace of growth. We are closer to losing what has always made the town special. Making us bigger does not always mean making us better.
- Having a bigger park for dogs, kids, etc.
- Opelika Road.
- Better roads.
- Re-purposing old buildings/lots before developing new land.
- Flow of traffic on Opelika Rd and Frederick Rd.
- Not allow a Dollar General Store every few miles in nice established neighborhoods or anywhere on University Drive/Shug Parkway inward to downtown Auburn. This is a beautiful town and you (city leaders) have done a great job of making it beautiful. Please keep it that way. Safety from drugs and violent acts, especially in apartment communities.
- Don't overdevelop and ruin the "home town" atmosphere.
- Encourage more survey and tech companies to come here to create jobs.
- Fewer student apartment developments downtown, more retail/dining/entertainment for adults.
- Have more outdoor dining that was not college-aged bar-related so families could enjoy.
- City management. Limit mayor's term to two four-year terms. New leadership within police and fire departments.

- I would change the growth and development of new retail (South College and Opelika Rd) and residential developments. The sprawl of retail is especially horrible. Perhaps hire urban designers that know how to control this?
- I reared my children here and consider it a great place to live.
- More greenery around traveled ways (flowers, trees, etc.).
- More green space. Too much clear cutting of trees for development. Less development. Utilize empty buildings first before building anymore. Crack down on loud cars and trucks.
- Planning for future growth is lacking.
- Auburn city water should be supplied to every city of Auburn resident.
- Parking.
- More school facility needs met.
- Have professional performing theatre/dining areas brought to the community.
- Get Wynn Dixie back at Glenn and East University. Work with developers to fill old K-Mart and Sears spaces.
- Roads.
- I would be doing safety in Auburn, especially college campus.
- Support for schools.
- Opelika Road's congestion and trouble locating businesses because there are so many buildings.
- Opelika road.
- Better traffic control for athletic events at Auburn University.
- Keep up the good work.
- More parking.
- Nothing - it is a great place to live and raise a family. I am super proud to be an Auburn Alumni.
- More parking or more public transportation.
- Parking and traffic flow.
- Parking situation downtown. What a mess. It makes us travel to other places (Opelika, Columbus) for dining/shopping.
- Animal control.
- Change name of Mike Hubbard Blvd.
- Preservation and standards of new development. Large downtown condo looks like something out of East Berlin.
- Use vehicles longer. I see too many new cars and trucks of the City's around town.
- Opelika Road; road signs at night are hard to read.
- Better ways to enforce texting and driving.
- Traffic improvement on Dean Road or parking downtown.
- Reduce the oversized police force and relocate the saved tax dollars.
- More variety of businesses (retail, restaurants, etc.) in downtown Auburn.
- Trash pick-up and water prices.
- A better program for senior citizens. Reduced cost for seniors at city tennis center.
- Plan for, zone, and enforce less density.
- Slower growth and more planning with residential areas.

- Please repave side streets on the west side of town. Willis Turk Road in particular is a disaster.
- More police officers.
- A recycling materials center (not just a drop off).
- Less emphasis on growth (new businesses, housing).
- Reduce the noise from loud mufflers.
- More business-friendly.
- Re-purposing abandoned big box stores. These could be utilized as schools, UC centers, community centers, Bruno's and Winn Dixie stand empty.
- Reduce abuse of disabled parking.
- Road. Appearance that could look more pretty.
- More cultural events.
- Tearing down these old houses on Byrd St. There are three on the upper end of the street, I have complained about it for years.
- Do something about all the empty buildings.
- The roads.
- Stop growing; it was a much nicer, safer, peaceful place to live 20 years ago. It has lost its small town feeling.
- Too many empty existing commercial buildings.
- Outdoor café style dining and retail shops in Auburn. Improve parking. Revitalize the mall and Opelika Road.
- Although I feel that Auburn police makes its presence known, I think if there were stationary police forces on the four corners of Auburn University's campus, I would feel much safer. To clarify, I would like police, whose sole purpose is to be present or quickly respond to emergency calls, not to worry with speeding or DUIs as their peers could handle those issues.
- Parking downtown needs to be more easily accessible.
- Get higher standards for building. We have too many shoddy-looking new housing developments and horrible apartment complexes. Require businesses to be hidden from view on entrance to Tokin (South College).
- Communication with new residents and the city offerings.
- Recycling program.
- Expansion of recycling. It would be great to see the recycling center expand what kinds of materials they accept.
- Install traffic light at the intersection of Wire/2nd/Cox Roads. Reconfigure intersection. If I could add a second, ticket competition bike riders on Wire Road who do not use bike path.
- Be more attractive to businesses so the tax base will increase. Do not keep trying to raise everyone's taxes.
- Redevelopment of abandoned or under-utilized properties.
- Opelika Road is an eyesore.
- Lights along Shug Jordan between College Street and Wire Road.
- Reduce taxes in all forms. Especially business licenses, occupational taxes, water fees, garbage fees, sales taxes. The city, in my opinion, wastes millions of dollars yearly that could be better

spent in the private sector. The city collects 10-12 million dollars more now (2013) than in 2010. Give it to schools or back to people.

- The attitude of entitlement in the Auburn City schools.
- Make it so that I feel safe letting my children ride their bikes from their neighborhood to other parts of the city.
- Single stream recycling.
- Be more responsive to all ideas, not just to those pushed by city management.
- Attention to detail when repaving neighborhood roads. My road was repaired. Gutters were mistakenly paved and when it rains, water comes up over the curb depositing water and trash on yards instead of flowing down the street.
- Railroad crossings are rough and bumpy. Sensors on all traffic lights. Pave Thatch Ave. near public library. Blinking yellow lights when turning left.
- Traffic flow when big events are held at the University.
- Improved funding for school system.
- Quit annexing new areas into Auburn. The schools are overcrowded, largely due to continuing development and annexing new areas without the infrastructure to handle the new population.
- Stop new apartment complexes and so many banks. Address abandoned, under-utilized properties. More renovation of older centralized structures such as the Block of College, Samford Gay.
- Implementation of a children's activities center, example Hollywood Connection.
- Too many developers helping to push guidelines for planning codes in area to allow for more units on property and pushing forward setbacks. Limit developer influence.
- Cleaning up Opelika Road.
- To be able to drive around and see city workers sitting around talking when on the clock, driving brand new trucks on it taking eight of them to do a job that two people could do. Waste of money.
- Stop the growth if you can't support local schools. Student/teacher ratio is at an all-time high. It is greatly affecting the quality of instruction and teacher morale.
- Improvement of the smaller streets.
- Can't think of anything.
- Parking!
- Its concern for families must be appreciated and safeguarded above concerns for all else.
- Build a high school.
- Education: educate Tiger Transit riders that they are on public transit, not school buses any longer. It is not State law that autos have to just stop for them when they get off the bus. Also, educate drivers about pedestrian/runner safety when driving. There is no excuse for drivers about to run over people walking or jogging.
- Improve the appearance of Opelika Road.
- Bring in more businesses.
- Work on making Opelika Road more attractive and secure businesses in former K-Mart and Sears buildings.
- Stop building so many apartments/condos. We have plenty of gas stations and banks.

- Requirements for rural one acre lots to be reevaluated.
- I am disappointed that we keep removing all buildings with historic character/value. There are very few places in the town that have a unique appearance. Everything just looks like a suburb of an average city.
- Vehicle speed.
- Allocate more money to schools.
- Parking space.
- Parking and events downtown.
- We've got to get more space in our city school buildings.
- Appearance of or lack of plant life in downtown Auburn and the killing of all trees during construction in neighborhoods.
- More clean industry and business, i.e. corporate headquarters, medical manufacturing, IT, call center.
- Improve Opelika Road and South College.
- More open and honest government officials.
- Heightened development/design standards (i.e. "raise the bar").
- Join the 21st century. There is a lot of good about Auburn, but it could be so much better.
- Provide service alleys behind homes, i.e., middle of the block.
- Teachers - more teachers, fewer administrators.
- Increased variety of quality retail shopping.
- The problems within the city's schools.
- Communication and information sent out to new residents.
- Redevelopment of abandoned properties such as K-Mart, Sears, Bruno's, most of Opelika Road and South College Street.
- Parking.
- Availability of downtown parking.
- Opelika Road is an eyesore. How about trees and landscaping? We need a hospital. EAMC is old, dirty and outside of Auburn City limits.
- Instead of building new buildings, renovate the unused ones.
- City employees need to take a pay cut. They make too much money and do very little. Use that money and clean up Opelika Road and Wire Road.
- Downtown additional parking.
- Move public parking downtown.
- Go after retail and industrial development.
- Bringing some retail/dining choices here.
- Parking.
- Better jobs.
- Making city meetings at times when most working adults can attend to have better community input.
- A diverse city council.

- Much better esthetic requirements for developers and businesses on Shell Toomer/South College and I-85 areas.
- More child-friendly businesses and activities.
- Turn signals on traffic lights.
- Keeping abandoned buildings and overgrown lots from becoming an eyesore.
- Cover the cost of our tags. Too expensive.
- Use 1-cent sales tax for school construction.
- We need a quality, updated mall and shopping area like Tiger Town. We keep hearing officials say, "Shop Auburn," but Auburn doesn't offer anything to compete with Tiger Town or a mall that is appealing to go to. We don't need any more Dollar stores or banks.
- The train station and its importance to the city.
- Listen to all residents of Auburn.
- We should have gotten Tiger Town.
- Have an ordinance to not allow a bar serving alcohol next door to a church. Someone should interview Father Wells Warren about the overall impact on this church, which has been in Auburn since 1928.
- Auburn needs more diversity in all areas, entertainment, business, etc.
- Downtown parking.
- Appearance of Opelika/South College.
- Bury electric/wires underground throughout city so limbs aren't such an issue when icing occurs.
- Zero tolerance for texting and driving.
- Bigger outdoor music events. I love that you all sent out this survey.
- I would promote a more community-style neighborhood planning with larger sidewalks and shopping within walking distance. I would centralize parks and recreation like Opelika did.
- Traffic control. Synchronize traffic lights. Remove yield sign at Moore's Mill Road and Grove Hill.
- Stop rampant construction of apartment and condo ghettos, banks, gas stations and mini-malls. Why not make Auburn lovely rather than a development nightmare?
- Better long-term planning and management/budgeting of tax revenues to continue the most necessary spending without strapping citizens with more tax increases. In my opinion, having lived in many cities during my life, Auburn is an expensive place to live.
- Restrict the building of student housing/apartments.
- Zoning debates (Dollar General on East University) adversely affect all Auburnites. The reason this happened is inexcusable.
- Emerging threat of crime, i.e., drugs, graffiti and gangs, especially in AJHS and AHS.
- Pedestrian friendliness. More crosswalks and sidewalks.
- Stop new building and revitalize previous structures for viability.
- Stop cutting down trees.
- Too many road blocks. I got stopped three times in one day. Overkill!
- Overdevelopment - allowing new development without dealing with older buildings (i.e. Winn Dixie, Bruno's on East University and Glenn Avenue).

- Tie developments together for bike access and walking. Build sidewalk (wide for bikes/strollers) around University and Shug Jordan to minimize traffic and increase safe bike/pedestrian travel.
- Lighting on city streets throughout Auburn. The lights (existing) are too dim and do not provide a safe environment for driving (South College and medians can't be seen at night). This is very dangerous.
- Planning Commission's focus on developers/city revenue versus what's best in terms of appearance of developments, quality of developments and environmental impact.
- More job opportunities.
- To make our leaders understand that raising taxes and fees is not the only solution. To them it may be easy, but it is not for all of us.
- Publish traffic flow during football games. You probably do, I just don't know where it is. Hard to get around one-way streets.
- Prevent another Opelika Road/South College scenario.
- Would like to see the city of Auburn value the older homes that we have. How many CVS pharmacies and parking lots do we really need?
- Downtown parking.
- Enforcement of existing ordinances concerning bike riders and their adherence to them. We have many laws/ordinances as motorists regarding bike riders, but it seems they (bikers) do not follow basic safety rules for themselves such as; traffic laws, yielding, stop signs, personal reflectors and helmets.
- Bicycle space.
- Downtown parking and pedestrian traffic.
- Fix the pot holes.
- Stop overbuilding. Too many condos and too many new apartments.
- Respect the property owners in Auburn as far as what it means to be a citizen, not just a support system for Auburn University. The permanent long term citizens of Auburn need more input into the growth and development of the city not just the financial support (taxes).
- Less banks, nail salons, chicken/burger places, etc. More/better retail and dining facilities. Put anything into old Bruno's, Winn Dixie, K-Mart, etc.
- More biking lanes on busy streets.
- Adding more green space such as trees. Beauty, parks, bike path. Celebration Grove in Keisel Park needs work. Replace signs, etc.
- I would like to see the city seriously consider the two high school option. Countless studies show that student success is far greater when graduating class size is fewer than 400. Concern has been expressed about dividing the city, but primary concern should be the overall student success, right? The city will get used to two schools, though no one likes change.
- Better access to parking downtown. Make downtown more quaint and unique.
- Parking.
- Make the water in our area taste better.
- I think it is very unfair to charge one person in a home for services such as garbage, sewage etc., as it would a dozen people living in one house.
- Do away with city occupational tax.

- Traffic light at Lee Road 147 and Farmville 72.
- Don't raise taxes.
- Schools.
- Please stop the low income housing recruitment and development. It is killing our school system, which is why most people move to Auburn and pay higher taxes and property.
- Improving the appearance of the 85 #51 entrance. The present collection of blank billboards and empty weed-covered lots is, in a word, unappealing.
- Property taxes.
- Additional (and ease of) public parking. Opelika Road could benefit from a much-needed facelift, too.
- Keep the history of Auburn, through preserving homes and buildings. Especially in the downtown area.
- Low salaries compared to cost of living.
- We need careful and considerate residential planning. Approvals in 2013 allowed high-density add-on to established neighborhoods. The cost/benefit is not there for the community.
- Police sensitivity.
- Sidewalks.
- More street lighting for crime prevention and safety. Especially in neighborhoods.
- Better urban planning (think Portland, Oregon). No more Haley-Redd developments (clearcuts).
- Repave Harper.
- The traffic lights. They need to be synchronized.
- More sidewalks.
- More kid-friendly stores.
- More shopping and new restaurants (not more BBQ).
- I'd like to list 2 items. More and improved athletic facilities through parks and rec. Need to catch up with City's growth. And the mall needs improvement.
- The gate to the right of J and M has been an eyesore for a long time now.
- Schools.
- Cleaning up areas for new developments/growth. Recycling.
- Find ways to demolish old houses and buildings that are just standing on property, which makes the city look bad. I must say that all students need to be trained on stopping at a school bus stop sign. I've seen too many run through a stop sign on a school bus. This is very serious.
- Make the city a bike and walking friendly city.
- Opelika Road.
- Redevelopment of abandoned buildings.
- Better parks for young children.
- Traffic blocking the intersection of Gay Street and Glenn Avenue when the light changes.
- Recycling should be easier to do at the home/curbside. Orange and blue bins should be provided. Should not have to sort by color of glass and paper, etc.
- More activities for kids (toddler-kindergarten).

- Keep sidewalks clear of construction/dirt/debris run-off. Dean Road extension is really bad. I am a runner and I try to run on sidewalks for safety, but some are pretty treacherous.
- More entertainment outside of Auburn University athletic events.
- Police response time. More officers/vehicles.
- Better communication to the citizens of Auburn about the services that are offered throughout all of the departments. A lot of citizens still don't know where their tax dollars go and how each department uses the funds.
- Better defined sidewalks/trails for the urban neighborhoods. There's only a strip of gravel to walk on when moving along Shug Jordan Pkwy as a pedestrian.
- Police department - stop racial profiling.
- Additional sidewalks.
- Parking in downtown, even though I realize it is challenging with 25,000 college students looking for parking. Additional parking in 2013 is very nice. Where are the downtown employees parking?
- Sales tax base. Losing Tiger Town was rough.
- Better recycling options. Glass/curbside pickup. Green glass bottles, fluorescent bulbs, other light bulbs. Announce special recycling dates far ahead for things such as hazardous waste and electronics.
- Infrastructure and park quality.
- South College.
- Waste of man hours, where only 2 is needed to do maintenance. The city has 5-7 men with 5-7 standing or sitting on trucks while 1 or 2 do the work.
- Making people keep their property clean.
- I was outraged that Auburn considered raising property taxes. The city already has an income tax. Manage your funds and stay out of the public's pockets. It's not your money to take.
- Flow of traffic at intersections and through downtown. The South College/Shug Jordan intersection improvements this year were great.
- Traffic flow through downtown.
- I would have the city give cost of living raises to city employees. The COLA has not been received in many years and employees are barely hanging on.
- Availability of medical specialists. I often have to travel to Birmingham or Columbus for specialty physicians.
- More retail development so that we don't have to shop in Opelika at Tiger Town.
- The look of downtown.
- With the great influx of new business to the Auburn/Opelika area, the city of Auburn needs to constantly focus on improving and maintaining the city's infrastructure, especially our roads.
- More restaurants.
- We have too many areas that need to be pushed over that could be green space. Like the overgrown lot by my house. I have spent about 400 dollars to keep the rats out. Also, we need a hospital. Also, more white collar/professional jobs.
- Opelika road-including vacant business bldgs, gas stations, service roads and parking at businesses along Opelika Road. Eye appeal (sore) of existing businesses.

- Growth in residential areas is outpacing city's infrastructure. Apartments are out of control in number and clientele of city is declining. Revenue for school growth must be a top priority.
- Improve attractiveness of main roads coming into Auburn, eliminating large closed stores, controlling proliferation. So many fast food and retail buildings that aren't attractive. Preserving green space and adding floral areas. Examples: South College and Opelika Hwy.
- I would emphasize to the debris pick-up crew and garbage collection to avoid scouring the residents grass with the cans and the jaws on the crane.
- Improve senior programs (expand offerings).
- Quit building all these apartments and turning the old ones into subsidized housing. You are bringing crap into Auburn. It's turning into Montgomery.
- Tax on food is too high. Also, don't want to pay people a good salary.
- Do away with parking meters in downtown Auburn.
- Traffic flow around East University/Shug Jordan is a poor way travel around town, especially East University.
- Auburn needs to be more pro-active in attracting quality retail to the city. Opelika is beating us and it feels like Auburn is resting.
- New lot(s) development: Water exit from lots.
- The "get rich quick" attitude that has taken our community businesses instead of the "neighbor helping neighbor" attitude that Auburn has always been known for.
- For the city to actively and aggressively recruit new major retail stores for Auburn, to focus more on recruitment of new and major businesses for South College Street. To actually secure agreement for a free-standing Starbucks. City of Opelika has absolutely overwhelmed Auburn with new retail and restaurants, they are kicking our tail. We need to respond.
- Opelika Road needs to be improved.
- Parking downtown.
- Traffic on game days (football season).
- Opelika road.
- Reduce the bloat (cost) of city government, especially the Water Department. Water bills are much higher than when we moved here and now a minimum fee on yard meters, but water department has a very nice new building and a lot of employees with a leisurely existence.
- The traffic light at Gay and Glenn bothers me. The light, when red, is too long on the Gay Street direction.
- Add turn lane on all of bypass.
- Cleanliness. We need less trash everywhere.
- Stop annexing properties into Auburn for development. The town is growing too much.
- Improve railroad crossings so that trains do not have to blow horns as they pass through residential areas between 10 pm and 6 am.
- More money for schools.
- I would incorporate a wildlife manager into the planning department to assist in long-range planning with wildlife management in mind since we keep taking their habitat.
- Traffic lights aren't in sync. Terrible in the morning.
- Roads.

- Enforcement of traffic codes, equal speed limits on busy streets such as College Street, University Drive and Dean Road.
- I would provide a sports complex, like the one in Opelika. There could be more offered for young adults, like exercise, activities, etc.
- Eliminate tax abatement for existing business to re-develop or renovate. Money should be used for schools.
- Politicians that work to improve the city rather than helping those same politicians to garner funds for individual grand use plans.
- I would improve the overcrowding issue at the high school.
- Stop putting trash on the side of the road in a school zone when you don't live over here. It looks like a junk yard.
- Too much careless development and destruction of historical properties.
- Bike lanes wider.
- Recruit business to occupy empty buildings like Sears, K-Mart and the Bruno's building, which are eyesores sitting empty and scream that business is poor in our town.
- I would like to see less destruction in residential areas to build apartment complexes. Also, less destruction of the few remaining green areas.
- Paving the main streets of town. Samford Avenue, parts of Dean Road and other streets are in dire need of paving, but don't pave and then go in one month later and dig it up. You do that too often.
- Water utility bills need more lead time between billing date and due date. The bill often arrives with 7 days or less time to pay, which is problematic for those who travel for work.
- Instead of building more and more student-oriented housing all over the place and leaving the older housing to fall into disrepair or abandonment, perhaps offer incentives to renovate older properties. The same goes for even larger ones. Unless there is some other business waiting in the wings to take over, perhaps the business moving on to a new building should be required to raise the old one.
- More employment for non-professionals and reduction in residential development.
- In the respected office of law enforcement, much attention should be paid to the police division regarding identity management and consideration of every person residing in this city. In other words, not letting the badge be a shield of mistreatment or dishonesty to the people (all races entailed) of this city.
- Instead of building new shopping centers, many of which stand unoccupied, do something with what exists. Please invest in our mall. We don't want it to be empty and an eyesore in five years.
- I would improve the litter collection/street clean-up.
- Online registration for daddy/daughter dance. This is 2014.
- More money for schools.
- South College and Opelika Road are eyesores and need severe makeovers.
- School board - transparency, honesty and keep promises made.
- Redevelopment of abandoned or under-utilized properties.
- Keep annexing to control our boundaries.

- Maintenance of downtown Auburn is important. However, the routes leading in and out of the city are just as important. The amount of road debris is appalling. Routes 280, Farmville, Donahue and Mrs. James are full of debris from city garbage trucks and open-bed pick-up trucks. Your impression of Auburn is tainted by the first visitors. When visitors from New Jersey comment on the debris, you might want to think about changing something.
- Funding for new high school.
- Quit building new homes. Leave some trees, please.
- Appearance of Opelika road.
- Require utilities to repair roadside ROW when torn up by trucks.
- We enjoy Auburn, but it would be nice to have more entertainment opportunities.
- Traffic flow.
- Improve how money is handled and spent.
- Shopping.
- Parking downtown.
- More bicycle lanes.
- Retail to compete with Tiger Town.
- Very satisfied and enjoy retirement living in Auburn. Sometimes concerned about joggers and bicycles on roads with no designated lanes to run or bike.
- More sidewalks on residential sidewalks in older neighborhoods near downtown.
- Safety in Ridgecrest project and also delivery in Auburn.
- Make curbside recycling easier. Provide bins to new residents. Don't wait until landfill issues become huge.
- Turning our water rights over without consulting residents, telling us it will be done without asking us. Now my rates are almost doubled. Timberwood resident. Also, city should pass an ordinance for loud music in single family residences to give the law enforcement more authority.
- Transportation.
- Noise.
- The funding to schools - revote! This time the City needs to assure the public that they will NOT misallocate our money.
- Increase minimum wage.
- Traffic during rush hours.
- Planning - we do not take leadership. The City is reactive, not proactive, and they give too much to developers.
- Taxes would be cheaper! People already can't afford to live here as it is, but can't afford to move either! Plus, we shouldn't have to pay taxes to the schools when we don't have kids in school.
- We do not use many of the City's services, but the ones we have used are excellent.
- Bring in more retail and restaurants so we aren't having to spend all our money in Opelika (Tiger Town).
- Stop building more new homes and annexing in property adding to our school overcrowding issues.

- More dining opportunities. Less police patrolling for tickets.
- I wish City leaders would promote environment-friendly growth.
- More/better shopping and entertainment.
- More public events using the green spaces.
- Cleaning up and getting rid of the kudzu along with the kudzu bugs. Clean up areas with overgrowth of weeds.
- Divide into two high schools - 7A is too large.
- Our schools have so much money that they use it like oxygen. A little conservation making prudent decisions with resources, etc. is a good discipline for any enterprise or person and especially to teach our children. The government and schools need to not create a fear regarding not enough money to provide our wealthy system.
- I would take the one-cent sales tax and give it all to the City schools rather than to development. Schools should be our first, most important need.
- Downtown/South College traffic flow.
- It is too easy for them to raise taxes/fees. Another tax increase is coming soon!
- Over development of residential neighborhoods with little to no green space.
- It seems some roads are just horrible. Gay St. and parts of Glenn.
- More retail to provide sales tax revenue. Industrial development gets too much attention.
- More retail stores.
- Opelika Rd. - it's ugly.
- Spend tax dollars more wisely. Limit government.
- Create more green space, put parking lots behind businesses so that it creates a beautiful park-like atmosphere.
- Game day parking.
- Opelika Rd. The whole area needs a major remodel to attract new/vibrant businesses.
- More soccer fields and programs.
- Overall appearance of Opelika Rd.
- It's a pretty good City. No complaints for Auburn...Opelika needs help, though.
- More traffic calming devices. Our Twin Creeks neighborhood has a real problem with speeding on Longwood Dr.
- Classroom sizes, teacher-to-student ratio. Biggest issue affecting Auburn.
- More recreation opportunities for small children.
- Senior activities.
- Better parking downtown.
- Parks.
- Continuing to improve retail and restaurants. Fun breakfast place is a need!
- The streets still need some improving, especially around the schools (Sanford and Dean Rd.). They are really bumpy and rough on cars.
- More uniformity. Parts of Opelika Rd. are okay but many parts are trashy.
- Remove invasive plant species overtaking roadways and parks.
- Better timing of traffic lights, especially in downtown area.

- Improve pedestrian or bike friendly routes to small businesses and retail or community centers.
- Railroad tracks crossing need to be smoother on vehicle tires (too bumpy).
- Better options for bicycle commuting.
- More retail establishments to generate tax revenues rather than shopping in Opelika.
- Opelika Rd. is a dirty, ugly entrance to our town.
- Garden center and plots for lease.
- Improve traffic flow on E. Glenn and E. Sanford.
- Better restaurants and shopping.
- More focus on schools and less on industrial development/park.
- Better schools.
- Better use of abandoned store fronts along Opelika Rd.
- Overzealous police department. My wife received a ticket for no seat belt and had her seat belt on. Officer pulled over wrong person but wouldn't admit he was wrong so it cost us \$25 because we don't have time to go sin in court to dispute the ticket nor should she even have to.
- Traffic.
- Figure out a way to use the large buildings of big box stores that have gone out of business (e.g. grocery stores, Walmarts, K-Marts, etc.).
- Curb appeal on Opelika Rd.
- Emphasis on compact development.
- Recycling (curbside recycling service).
- The library needs a Facebook page.
- Have more parking, planning need to have retail development have service roads off the main roads. Also need to try and get more things into the City to give kids that are high school age things to do.
- More retail downtown.
- STOP, or at least CONTROL, development. Auburn is no longer, and probably never will be again "The loveliest village on the plains." Thanks to rampant destruction of natural areas and monstrous buildings in order to build yet more characterless housing in a city that is already over built. Stop caving in to developers and speculators.
- Improve the landscaping of the downtown parks and recreation areas. Add more flowering trees, shrubs, architecture, outdoor picnic areas, etc.
- Enforce speed limits.
- Make sure population growth is planned wisely and doesn't take away the quaint charm of the City.
- Not sure. Encourage citizens to vote for improvement and school things, taxes.
- Stop the sprawl on S. College.
- S. College St. appearance, traffic flow.
- Schools, #1 priority always.
- Parking for employees of downtown, with no meter fees and spaces for employees of downtown during game days or major events. Maybe build a parking lot and employees hang tags of job name on it; just an idea. Downtown employee parking. An idea for employees

would be to issue hangtags to the employers of the business downtown. When employees come in for work they receive a hangtag, place in car for duration of day/shift. Then when leaving return tag to employer/manager. Some places already have private parking for their employees, but not all do. I risk receiving a parking ticket each time I work during the week before 5pm. I have co-workers with several tickets and fines for forgetting to pay the meter or being caught refeeding the meter. As an employee I don't work 2 hour shifts so I have no choice. I don't have enough time to move my car and risk not finding a spot. I spend up to \$2 a day in parking...that adds up to \$10 a week or even more. If this issue could please be considered. Thanks, signed "Concerned Citizen".

- Let me come back to Auburn water rather than Loachapola water.
- People moving here just for the schools, especially renters. If you don't work here you shouldn't be able to use the public schools. You should have to use the schools where you are from so our schools don't continue to get overrun and degenerate.
- Improve shopping. Auburn needs a "Tiger Town" of its own. Or massively improve the mall...so we don't have to drive to Atlanta, Birmingham or Montgomery for quality shopping.
- Better urban planning. More green spaces.
- Ease and cost of getting a separate water meter for lawn irrigation systems in order to avoid paying sewage fees on water used to irrigate my yard.
- Take better care to preserve green space.
- If I could change one thing about the City of Auburn, it would be the ability to have salt trucks available during the winter months. I moved from IL to AL last year and have experienced ice and snow before. In my opinion, it is better to have salt/snow plow trucks on hand and not need them instead of needing them and not having them.
- As a retired educator who taught for 38 years, I feel that Auburn City Schools have room to improve in order to meet the needs of all students. They are good at CYA for students in ADA programs or great at supporting IB programs, but fail in addressing needs and opportunities for the average child. Due to my husband's career, I taught in four states, five school systems and seven different schools over these 38 years. Two schools had been awarded "President's Schools of Excellence". Auburn City Schools have much room for improvement because of failure to address the average child. Larger classes, less experienced and qualified teachers and negative attitudes toward this group of children.
- I would want to make it citable for bicyclists to use roadways without bike lanes and/or sidewalks. That is dangerous on some of our hilly roads.
- Have the developers stop devouring old neighborhoods for condo development. We need more green spaces.
- Too many red lights on E. University Drive/Shug Jordan Parkway.
- Focus less on the car and more on the pedestrian/biker!
- More green space.
- More retail shopping.
- City streets.
- More walking and running trails/paths.

- Too many police officers in cars. So many that it becomes uncomfortable. Good men and women, polite and professional, but I don't like to see them everywhere I go. It's disconcerting.
- Need more retail business to include nice eating establishments. Opelika has Auburn beat in this. Most people I know go to Opelika to shop and eat out! Too much industrial development as well.
- Improve shopping (i.e. Mall area/old K-Mart) etc. Bring in HH Gregg and more restaurants.
- Year-round traffic flow like currently experienced in the summer. Really, it would be to not grow too much.
- Traffic enforcement including bike and pedestrian travel.
- Improvement of the appearance of Opelika Road and College Street (off exit 51).
- Zoning. Too many apartment buildings.
- Bike paths.
- Find a way to entice business to the abandoned strip malls such as: Bruno's, Winn Dixie and K-Mart buildings.
- Traffic flow on game days.
- More recreational options, especially outdoor parks.
- Auburn needs a biking/walking path that is accessible around the city - a safe way to get places and get exercise without having to drive at all.
- Less construction of banks and gas stations. Need more development of retail and restaurants.
- Traffic safety - local attitude is that it is OK to run red lights.
- Would love for downtown Auburn to be expanded.
- To not turn University Drive into a speed trap. I hear too many people say this and that's not a good thing to have someone say about our city.
- Legalize marijuana.
- Planning for growth in our school system.
- No more tax abatements.
- More areas to walk around and enjoy for adults.
- Traffic lights at the four-way near the mail. The lights change extremely fast and only two to three vehicles get to turn onto Opelika Road before it changes.
- There are some abandoned properties that have been sitting untouched for years. A couple on Glenn Ave. come to mind, specifically. It would be nice if the city would deal with these eyesores.
- Traffic flow/sync red lights.
- Paved walking paths. I have a small child and I haven't found a place that I can walk with his stroller because the paths are not paved.
- Property taxes are high, but city is great, so it is worth it in the long run.
- Retail development.
- Overcrowding of schools.
- Add a dog park in the city near downtown.
- Enforce leash law in neighborhoods.

- The police force has a bad reputation for giving tickets to meet a quota. The police should be out fighting drugs and serious criminal activity, not running radar on small residential streets. Work to improve public opinion.
- Consider sustainability when making decisions, particularly in development decisions.
- More transparency in the local government.
- Decrease in land taxes (property).
- Higher quality retail stores.
- Make it like the "loveliest" little village it used to be. Upkeep and cleanliness has deteriorated since I moved here 20+ years ago.
- South College Street is also a problem.
- More parking.
- Improve and increase the use of green space (no more apartments). Transparency of City finances. Opelika is kicking our butts business and family-wise. The cost of residential living is unjustified with the decreasing value of city services.
- Public transportation inside Auburn.
- Cut back on tax abatements and use the funds instead to help the schools. Enforce the pet and bike laws in city parks and roadways.
- The focus - move outward from downtown Auburn and to outlying areas within the city limits.
- Summertree Road to Southview Road on E. University and Opelika Road. Other than that, the city seems to be going in the right direction! Thank you for all you do.
- Overall appearance of S. College Street.
- Develop more vocational education in schools. At least it should feed into industry needs in the areas.
- Obeying red lights!
- Better code enforcement. If none exist, then we need to have some. Many areas (residential) are a mess. Signage standards are poor.
- Price of garbage not to increase - too high, in my opinion.
- More careful zoning. More attention to preservation. Ongoing support of ACS.
- Schools updated, especially high school and junior high.
- More parks.
- Enforcement of traffic laws such as speeding and following distance.
- Sidewalks. There are none in my area.
- Traffic - east/west.
- Planning/managing for future growth. Show expansion of city limits and look for efficient means of managing city services to avoid taxation increases.
- Opelika Road is ugly - empty buildings.
- Opelika Road (appearance).
- Revitalization of abandoned buildings, especially on Opelika Road.
- Appearance of Downtown and entrance into Auburn from I-85.
- Stop allowing so many apartment buildings and cheap, as well as expanding borders, residential development. It has led to overcrowding of schools and parks and rec programs. These

programs and schools are suffering greatly due to the ability to move into Auburn without supporting tax base.

- More retail shops, parks and community connections.
- Re-use abandoned buildings. For example, Bruno's, K-Mart, and now Winn Dixie.
- Auburn mall.
- Downtown family activities.
- Address the vacant retail/commercial real estate areas.
- Stop expanding. City infrastructure and school system cannot handle the growth. Too many people live here, but work outside Lee County.
- Develop an alternative to the occupational tax that generates revenue from commuter residents.
- There need to be more residential homes, apartments and duplexes for low-income people and senior citizens. All you see are 2-3 story apartments only for students being put in older residential areas, which cause traffic congestion and noise.
- Stop the large handouts to lure new businesses.
- Recycling issues solved. Too picky and inconsistent.
- The number of Tiger Transits and routes.
- Parking availability.
- Better use of empty spaces.
- More green space, parks and pedestrian walkways. Stop building banks and apartments on every surface.