

# *City of Auburn 2016 DirectionFinder® Survey Findings*

Presented by  
*ETC Institute*  
May 2016

# ETC Institute

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

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More than 2,100,000 Persons Surveyed Since 2006 for  
more than 900 cities in 49 States



# Agenda

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



# Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous annual surveys**
- **To gather input from residents to help set budget priorities**
- **To compare Auburn's performance with other cities**

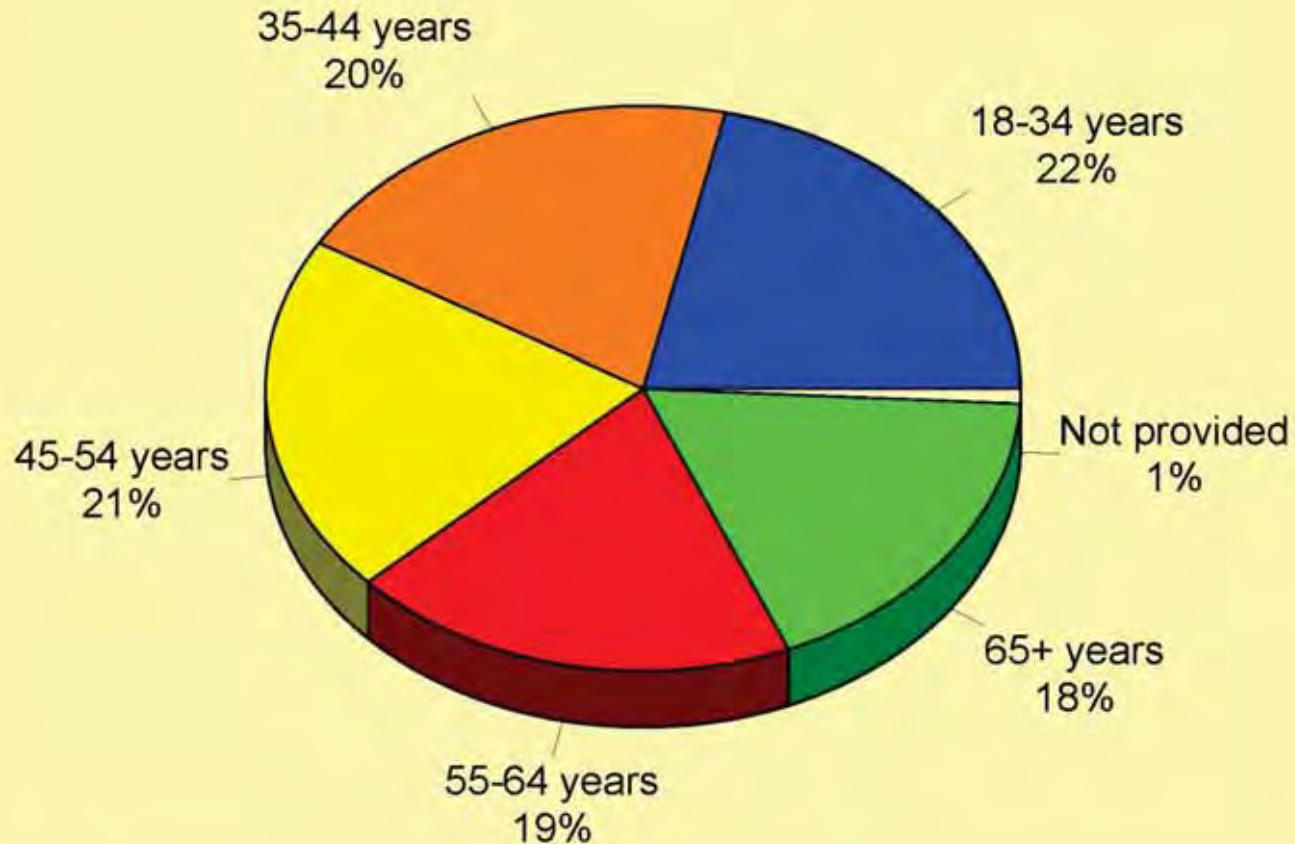


# Methodology

- **Survey Description**
  - the survey contained many of the questions from previous years
  - survey was 7 pages in length
- **Method of Administration**
  - mailed to a random sample of households in the City
  - phone and email follow-ups done 7 days after the mailing
  - each survey took approximately 15-20 minutes to complete
- **Sample Size:**
  - 735 completed surveys
- **Confidence Level: 95%**
- **Margin of Error: +/- 3.6% overall**

## Q32. Demographics: What is Your Age?

by percentage of residents surveyed

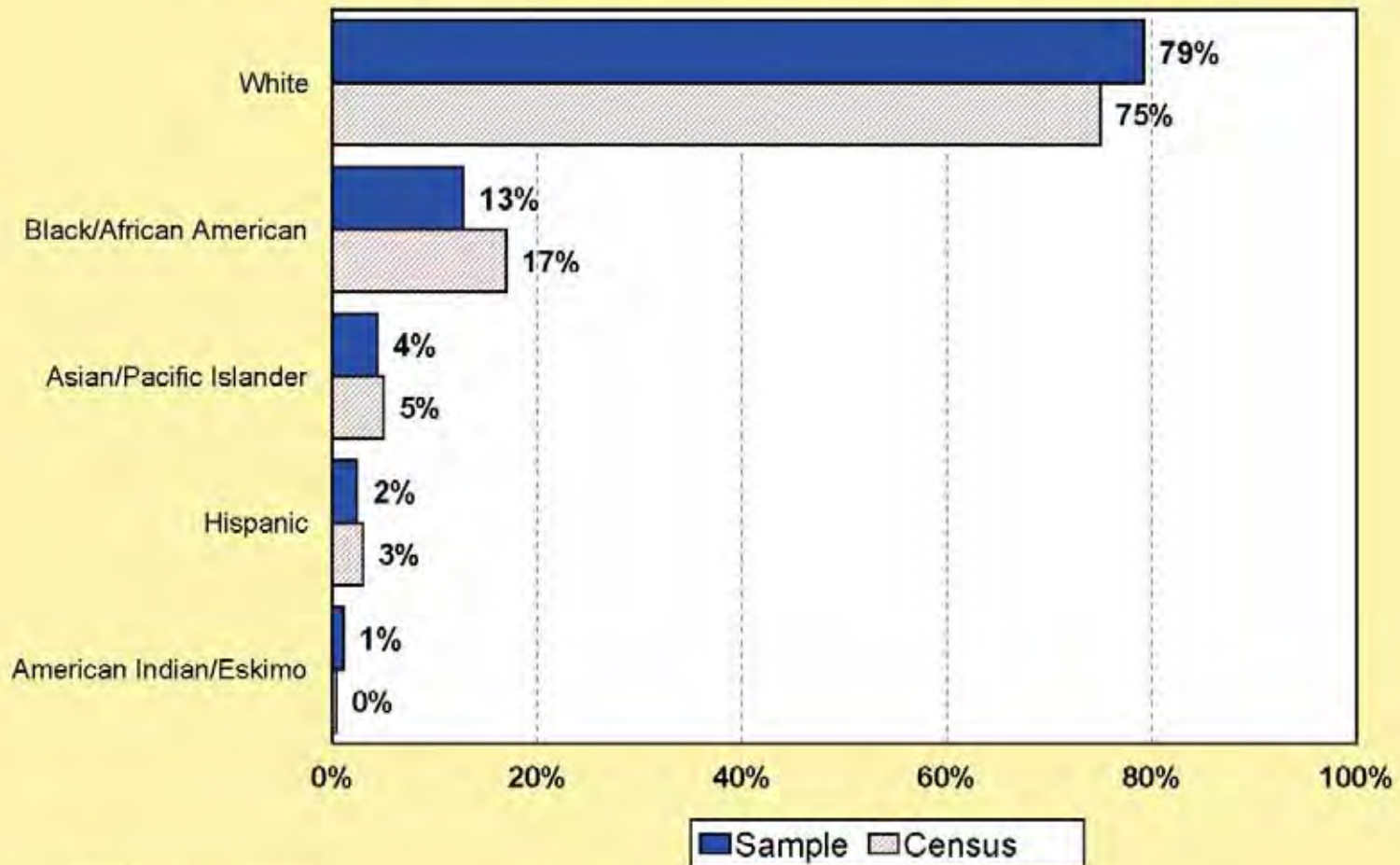


Source: ETC Institute (2016)

Good Representation By AGE

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

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

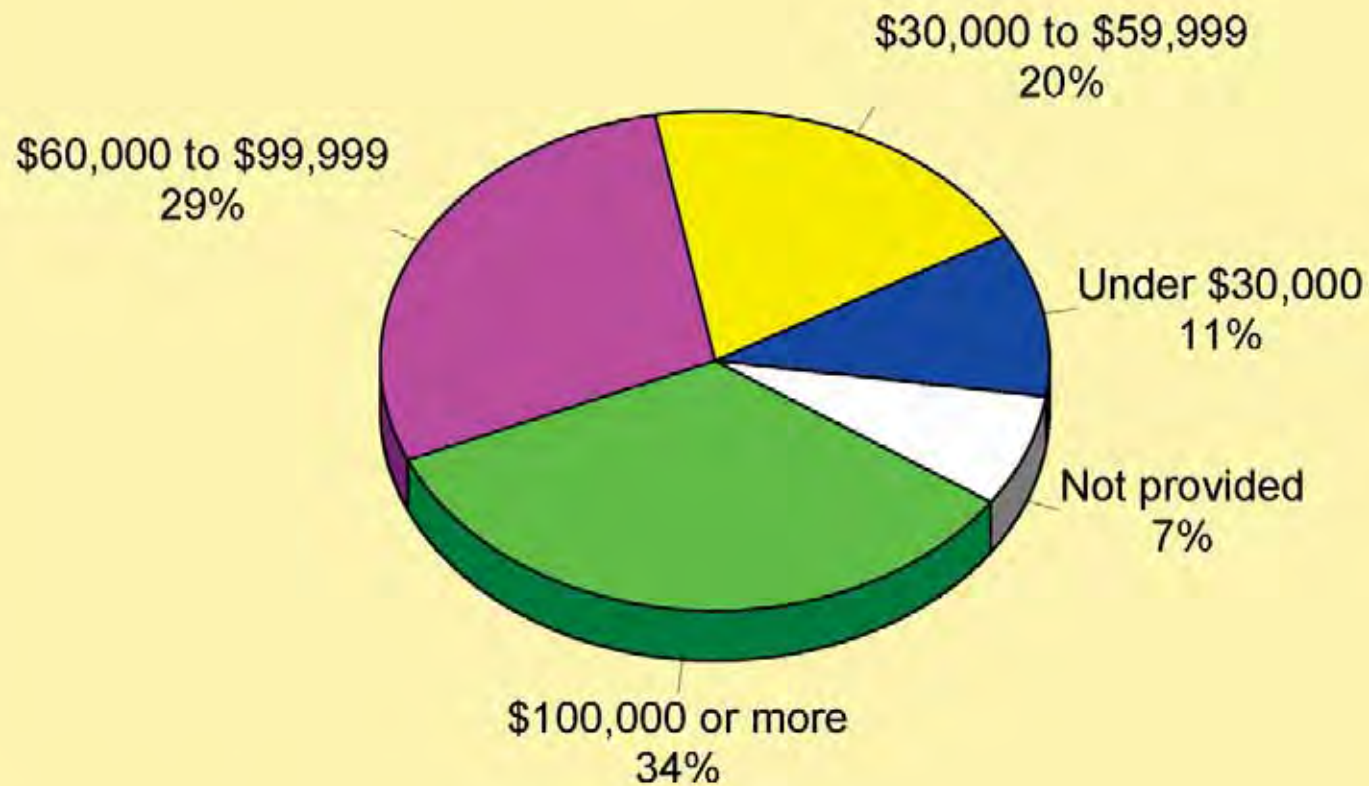


Source: ETC Institute (2016)

Good Representation By RACE/ETHNICITY

## Q34. Demographics: Total Annual Household Income

by percentage of residents surveyed



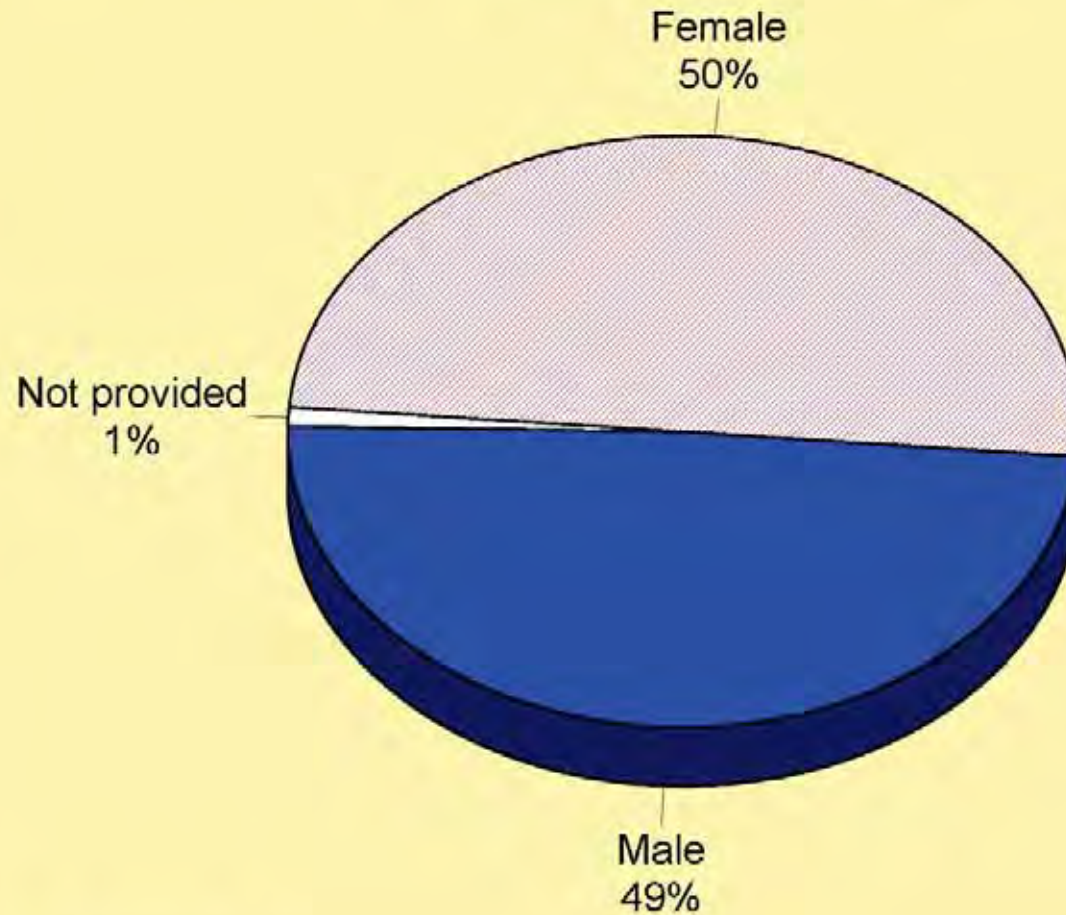
Source: ETC Institute (2016)

Good Representation By INCOME



## Q35. Demographics: Gender of the Respondents

by percentage of residents surveyed

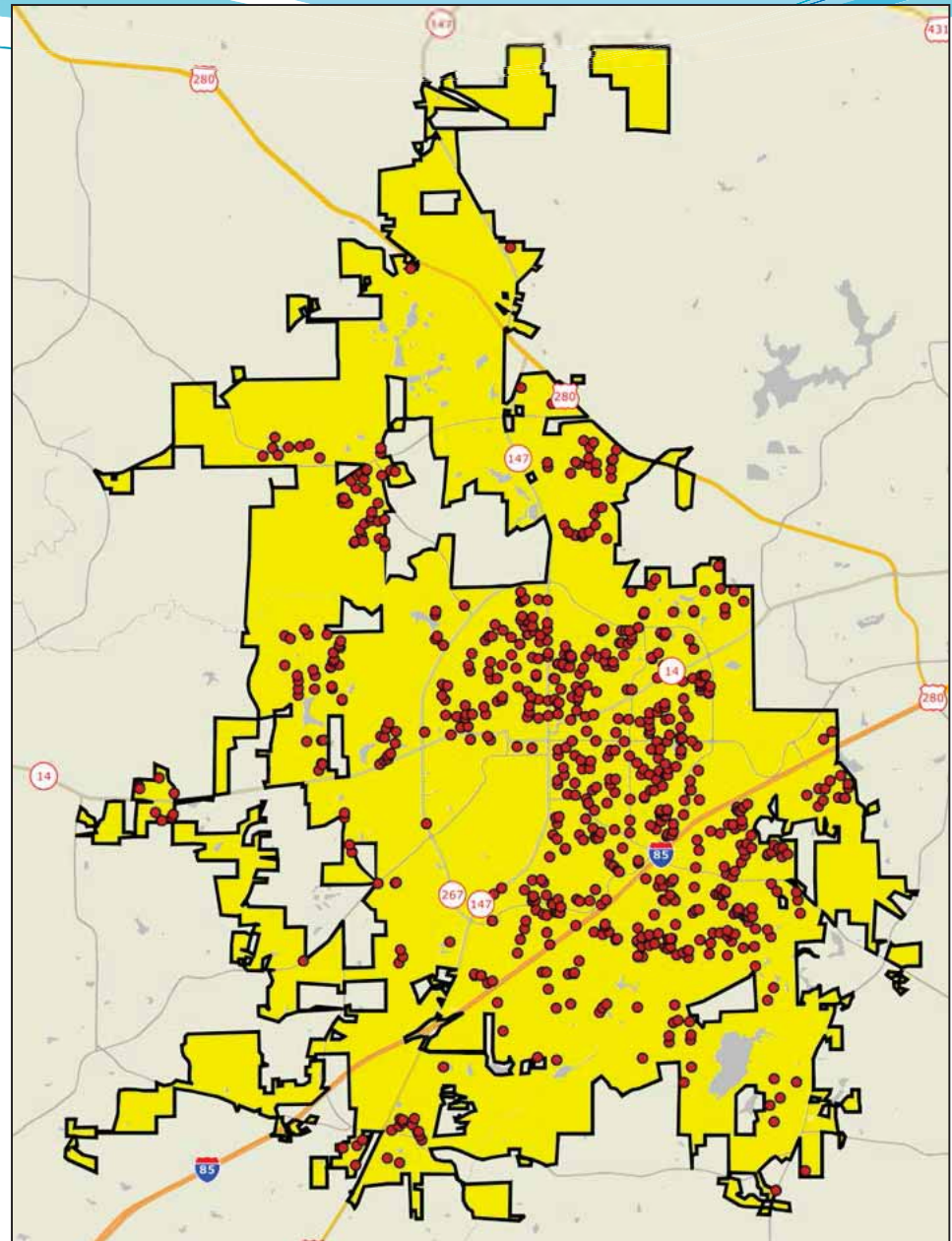


Source: ETC Institute (2016)

Good Representation By GENDER

# City of Auburn 2016 Citizen Survey

## Location of Respondents



Good Representation By LOCATION

# Bottom Line Up Front

- Residents continue to have a very positive perception of the City
- The City continues to move in the right direction.
  - Among areas that changed by 5% or more, there were 11 increases vs. 6 decreases
- The City is equitably serving the needs of residents in all areas of the City
- Auburn is setting the standard for the delivery of City services – the City's ratings are among the highest in the nation
- Traffic flow and maintenance of city infrastructure are still the top priorities for improvement
- Project priorities include improvements to downtown parking and Opelika Road

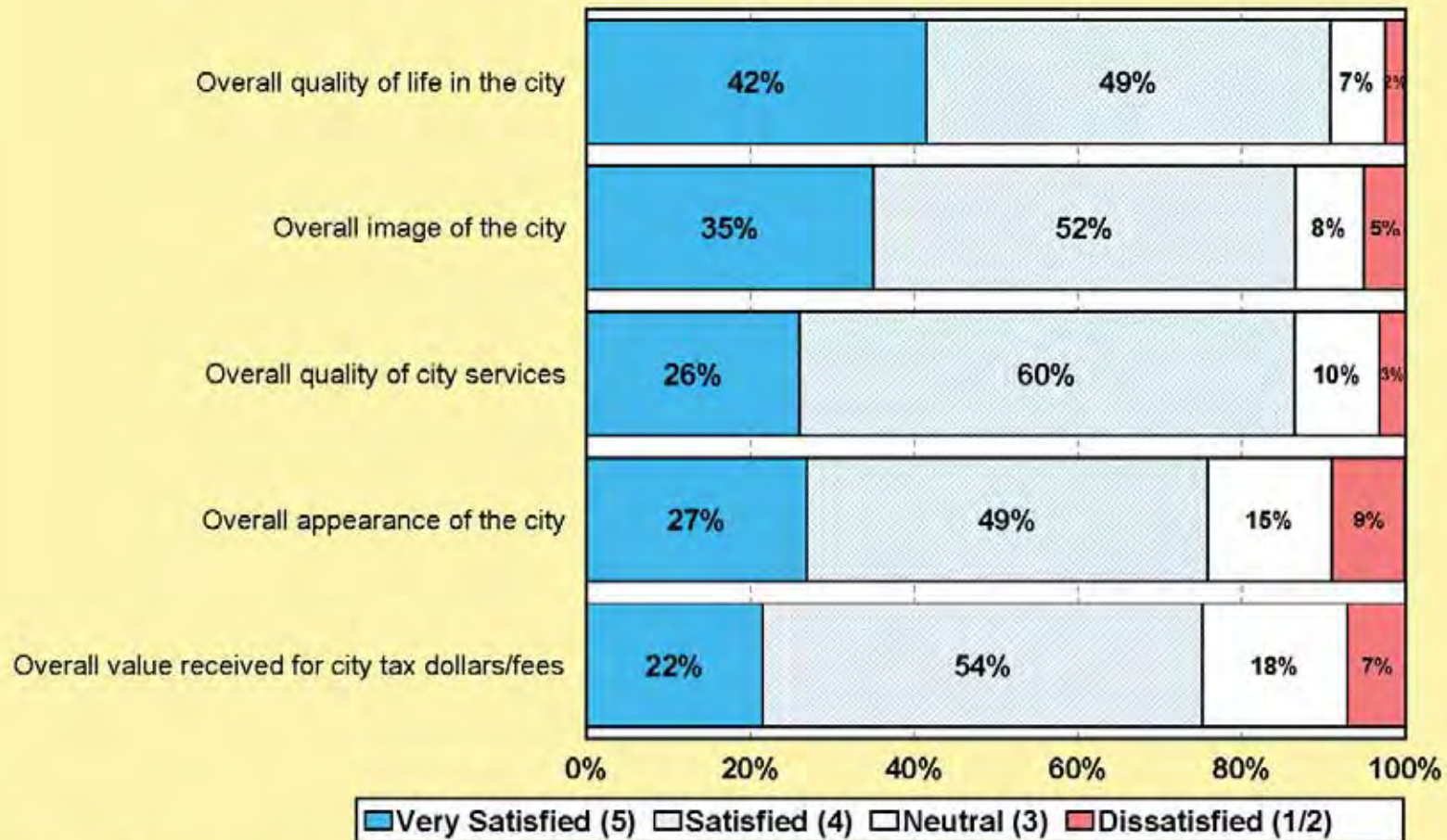


## *Major Finding #1*

**Residents Have Very Positive  
Perceptions of the City**

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

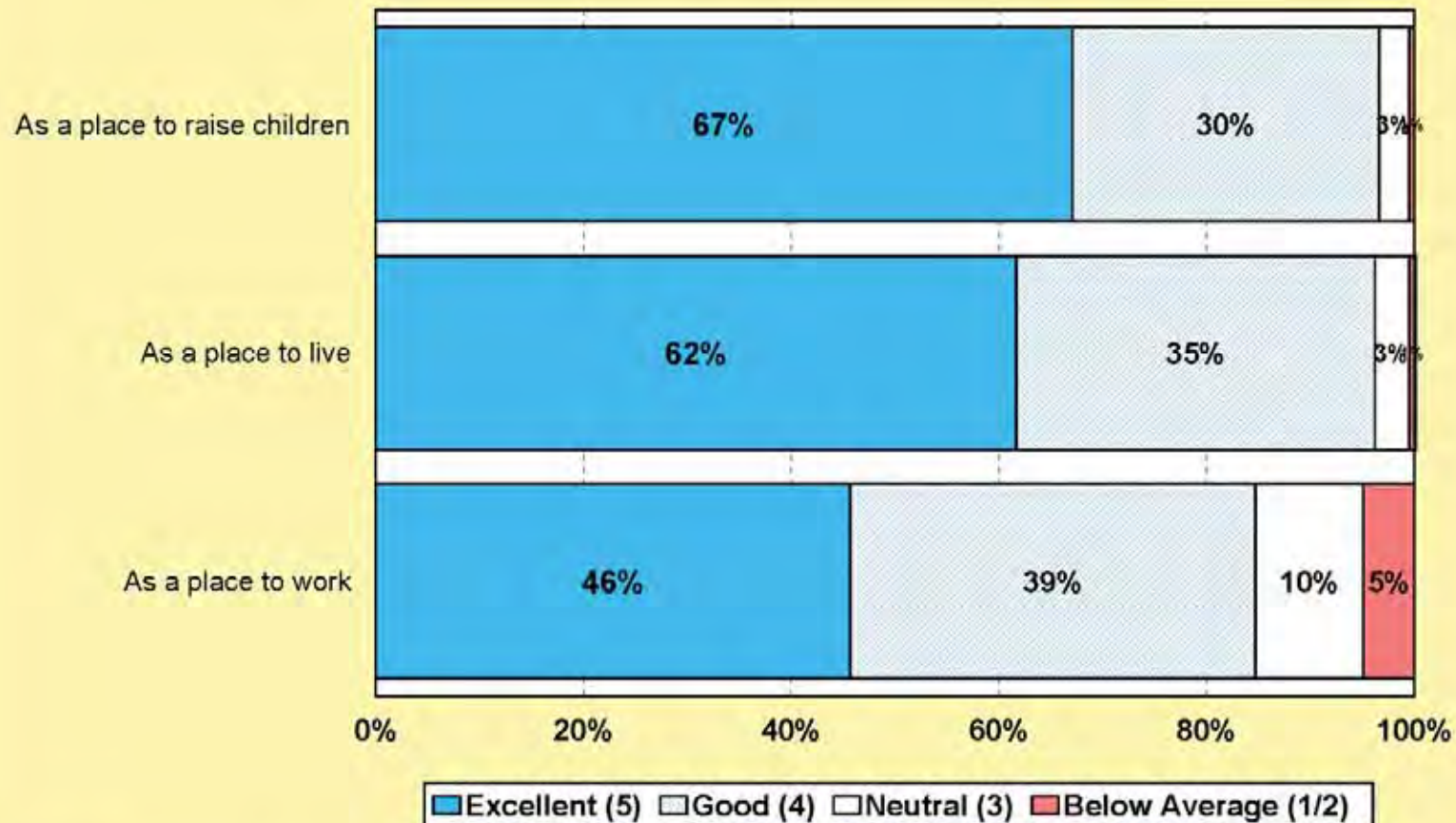
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2016)

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

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



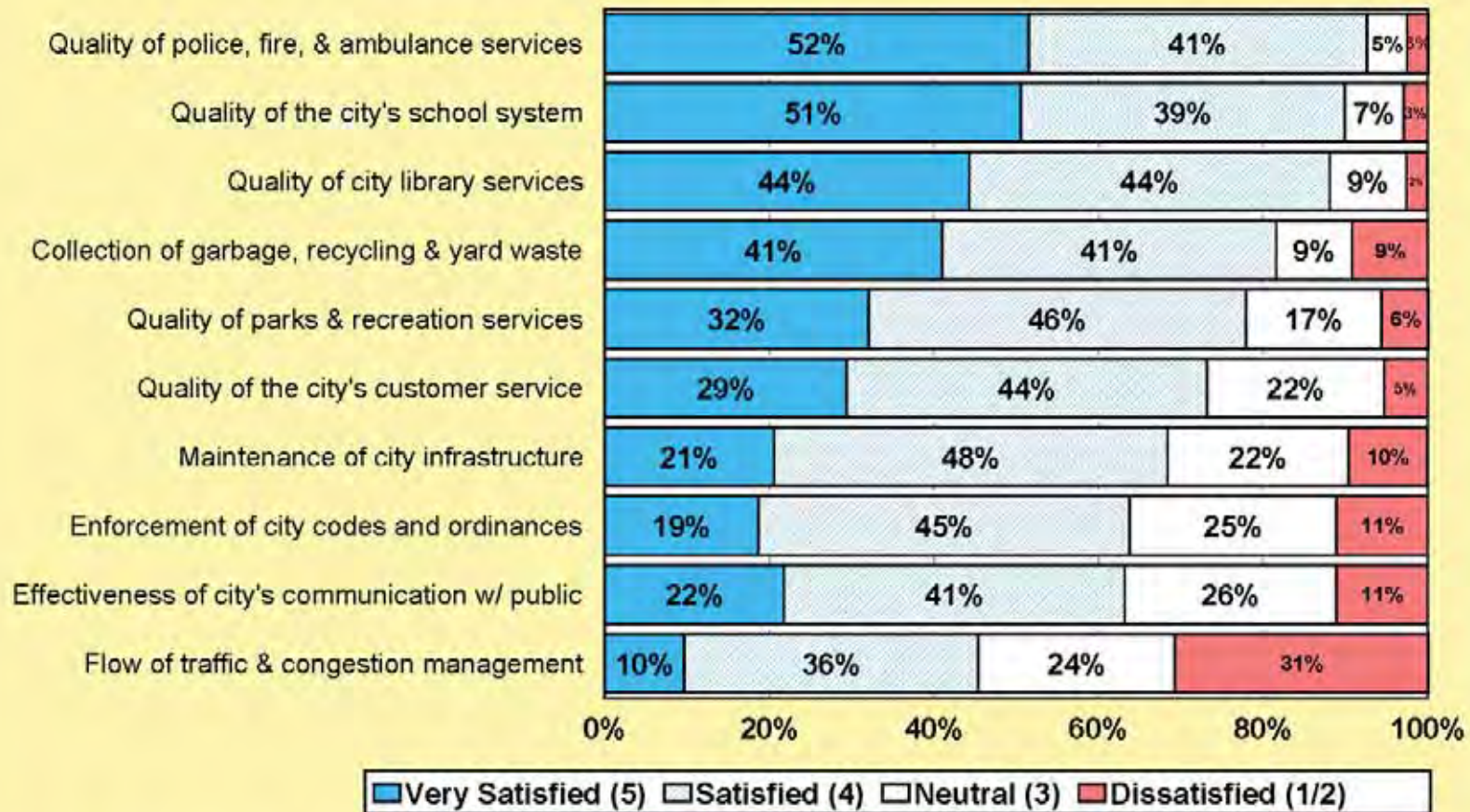
Source: ETC Institute (2016)

Residents think Auburn is a great place to live, work and raise children



# Q1. Overall Satisfaction With City Services by Major Category

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



Source: ETC Institute (2016)

Satisfaction with City Services is High in Most Areas

## *Major Finding #2*







**The City is Equitably Serving  
Residents in All Areas  
of the City**

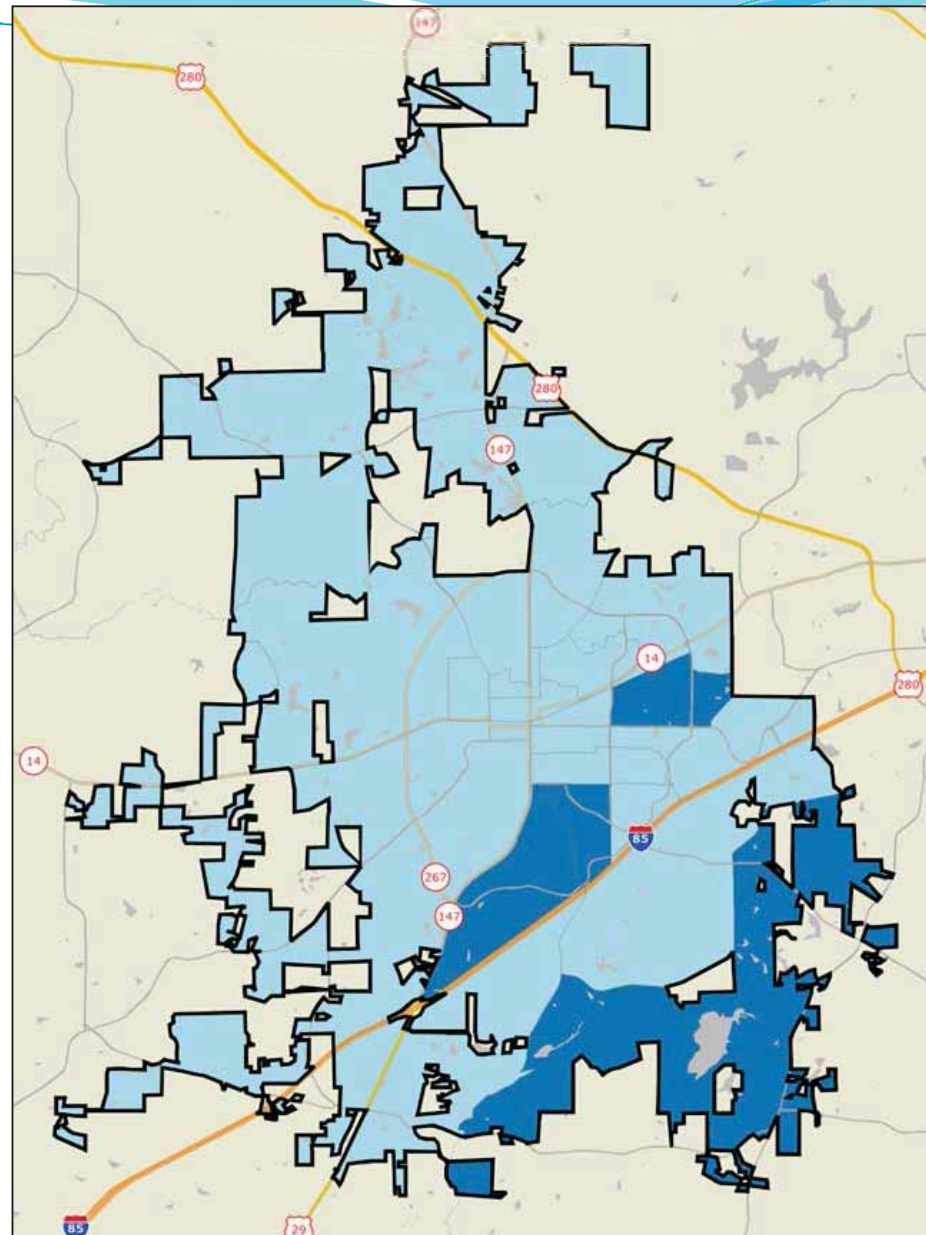
# Satisfaction with the OVERALL quality of services provided by the City

**While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City**

## **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)



**2016 City of Auburn Citizen Survey**  
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Major Finding #3**

**The City Is Moving in the  
Right Direction**



**LONG-TERM  
TRENDS**

**Since 2006,  
Ratings Have  
Significantly  
Improved in  
50 Areas; There  
Have Been Only  
TWO Significant  
Decreases**

Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	2016	2006	Change From 2006	Category
<b>SIGNIFICANT INCREASES</b>				
Quality of community recreation centers	79%	52%	27%	Parks and Recreation
Maintenance of walking trails	83%	58%	25%	Parks and Recreation
Community recreation centers	77%	52%	25%	Parks and Recreation
Maintenance of swimming pools	70%	48%	22%	Parks and Recreation
Visibility of police in retail areas	80%	60%	20%	Public Safety
Visibility of police in neighborhoods	79%	61%	18%	Public Safety
Ease of pedestrian travel in Auburn	65%	47%	18%	Traffic Flow and Transportation
Maintenance of streets	74%	57%	17%	Maintenance
Quality of swimming pools	65%	48%	17%	Parks and Recreation
Police safety education programs	70%	54%	16%	Public Safety
Maintenance of biking paths/lanes	73%	58%	15%	Parks and Recreation
Fire personnel emergency response time	91%	76%	15%	Public Safety
Quality of fire safety education programs	76%	62%	14%	Public Safety
Maintenance of street signs	88%	75%	13%	Maintenance
In City parks	78%	66%	12%	Feeling of Safety
Enforcement of traffic laws	70%	58%	12%	Public Safety
Quality of local ambulance service	82%	70%	12%	Public Safety
Maintenance of sidewalks	76%	65%	11%	Maintenance
Police response time	84%	73%	11%	Public Safety
Utility Billing Office customer service	81%	71%	10%	Garbage & Water
Overall cleanliness of streets/public areas	84%	74%	10%	Maintenance
Adequacy of city street lighting	71%	61%	10%	Maintenance
Maintenance of downtown Auburn	89%	80%	9%	Maintenance
Maintenance of traffic signals	89%	80%	9%	Maintenance
Mowing/trimming along streets and public areas	83%	74%	9%	Maintenance
Maintenance of cemeteries	82%	73%	9%	Parks and Recreation
Overall quality of City services	86%	77%	9%	Perceptions
Overall quality of fire protection	92%	83%	9%	Public Safety
Residential garbage collection	92%	84%	8%	Garbage & Water
Maintenance of city infrastructure	68%	60%	8%	Overall Satisfaction
Enforcement of city codes & ordinances	64%	56%	8%	Overall Satisfaction
Quality of police, fire, & ambulance services	93%	85%	8%	Overall Satisfaction
Fees charged for recreation programs	68%	60%	8%	Parks and Recreation
Overall quality of police protection	90%	82%	8%	Public Safety
Efforts to prevent crime	77%	69%	8%	Public Safety
Control of nuisance animals	68%	60%	8%	Codes and Ordinances
In commercial and retail areas	84%	77%	7%	Feeling of Safety
Yard waste removal service	85%	78%	7%	Garbage & Water
Water service	85%	78%	7%	Garbage & Water
Value received for your city tax dollars and fees	75%	68%	7%	Perceptions
Cleanup of overgrown and weedy lots	65%	58%	7%	Codes and Ordinances
Efforts to remove dilapidated structures	64%	57%	7%	Codes and Ordinances
Quality of the city's website	67%	61%	6%	City Communication
Overall image of the City	87%	81%	6%	Perceptions
Overall feeling of safety in Auburn	92%	87%	5%	Feeling of Safety
Quality of adult athletic programs	64%	59%	5%	Parks and Recreation
Overall appearance of the City	76%	71%	5%	Perceptions
Overall quality of life in the City	91%	86%	5%	Perceptions
Enforcement of loud music	62%	57%	5%	Codes and Ordinances
Ease of registering for programs	69%	65%	4%	Parks and Recreation
<b>SIGNIFICANT DECREASES</b>				
Quality of parks & recreation services	78%	83%	5%	Overall Satisfaction
Curbside recycling service	70%	74%	4%	Garbage & Water

# Short-Term Increases Since 2015

- Overall appearance of Opelika Road (+20%)
- Redevelopment of abandoned/under-utilized properties (+12%)
- Signage and wayfinding (+8%)
- Landscaping and green space (+7%)
- Quality of swimming pools (+7%)
- Adequacy of city street lighting (+6%)
- Availability of outdoor dining venues (+6%)
- Police response time (+5%)
- Visibility of police in retail areas (+5%)
- Control of nuisance animals (+5%)
- Quality of new residential development (+5%)

# Short-Term Decreases Since 2015

- The flow of traffic and congestion management (-11%)
- Quality of senior programs (-9%)
- Special needs/therapeutics programs (-7%)
- The quality of parks and recreation services (-6%)
- The City's planning for future growth (-6%)
- Quality of public events held downtown (-6%)

## *Major Finding #4*

The City of Auburn is Setting  
the Standard for the Delivery  
of City Services



# NATIONAL COMPARISONS

**Auburn Rated Above the National Average in 61 of 62 Areas; 53 Items Were Significantly Above Average**

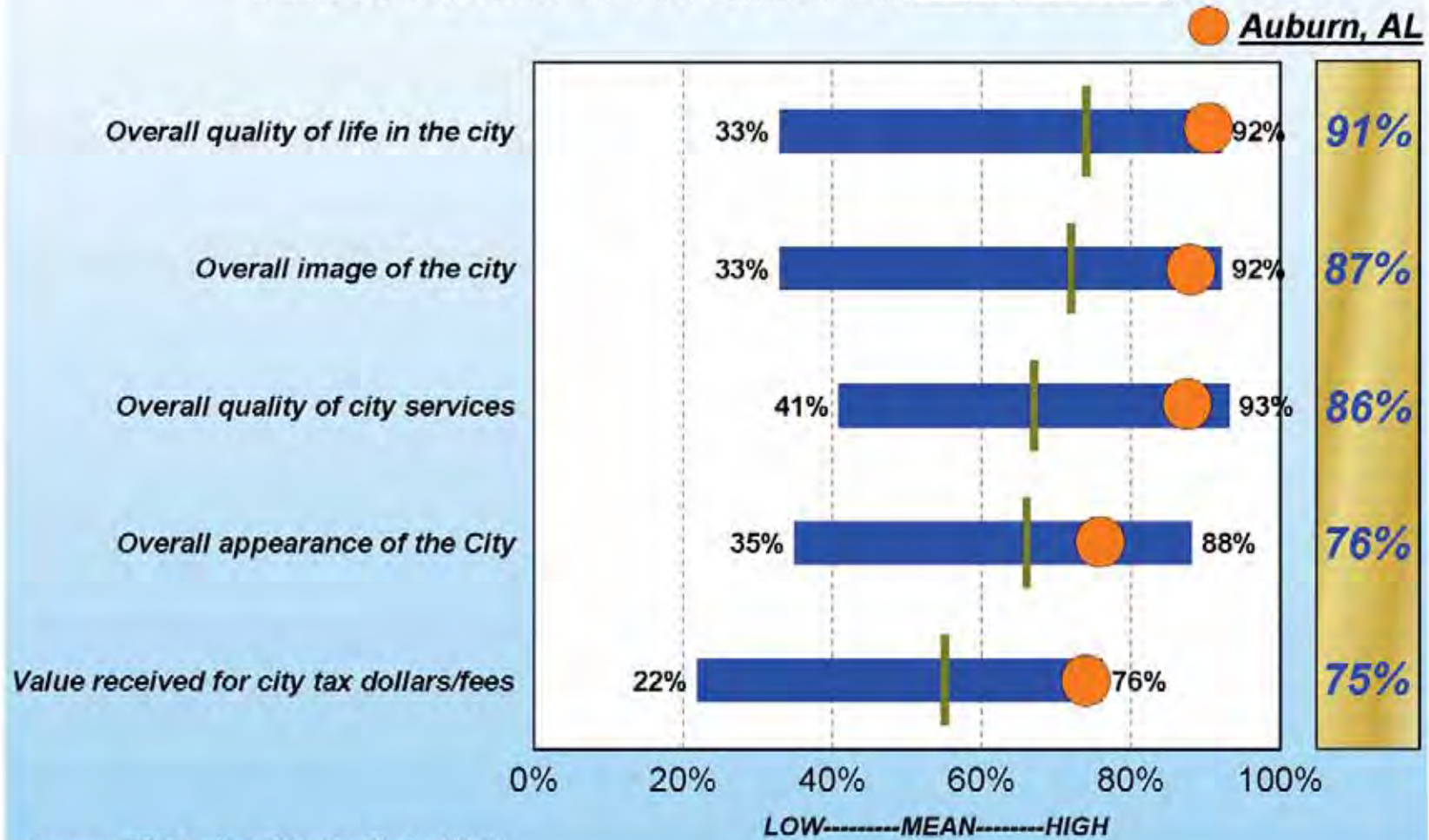
Category	by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)			Percent Above/Below National Average	Category
	Auburn	National Average	National Average		
<b>SIGNIFICANTLY ABOVE NATIONAL AVERAGE</b>					
Overall quality of City services	86%	55%	31%		Perceptions of the City
Value received for city tax dollars/fees	75%	45%	30%		Perceptions of the City
Clean-up of debris/litter	83%	54%	29%		Code Enforcement
Maintenance of walking trails	83%	54%	29%		Parks and Recreation
In downtown	92%	64%	28%		Feeling of Safety
Quality of school system	90%	64%	26%		Overall Satisfaction
In your neighborhood at night	85%	61%	24%		Feeling of Safety
Overall image of the city	87%	63%	24%		Perceptions of the City
As a place to work	85%	61%	24%		Quality of Life
Quality of swimming pools	65%	42%	23%		Parks and Recreation
As a place to raise children	97%	74%	23%		Quality of Life
Maintenance of sidewalks	76%	56%	20%		Maintenance
Mowing/trimming of streets & public areas	83%	63%	20%		Maintenance
As a place to live	96%	76%	20%		Quality of Life
Maintenance of biking trails	73%	54%	19%		Parks and Recreation
Clean-up of large junk/abandoned vehicles	80%	62%	18%		Code Enforcement
Maintenance of major city streets	74%	56%	18%		Maintenance
Cleanliness of city streets & public areas	84%	66%	18%		Maintenance
Quality of customer service	73%	55%	18%		Overall Satisfaction
Visibility of police in neighborhoods	79%	61%	18%		Public Safety
Youth athletic programs	78%	61%	17%		Parks and Recreation
Overall quality of life in the city	91%	74%	17%		Perceptions of the City
Visibility of police in retail areas	80%	63%	17%		Public Safety
Overall feeling of safety	92%	76%	16%		Feeling of Safety
Quality of police protection	90%	74%	16%		Public Safety
Efforts to prevent crime	77%	61%	16%		Public Safety
Leadership of elected officials	60%	45%	15%		City Leadership
Clean-up of overgrown and weedy lots	65%	50%	15%		Code Enforcement
In city parks	78%	63%	15%		Feeling of Safety
Police response time to emergencies	84%	69%	15%		Public Safety
Effectiveness of communication with the public	63%	49%	14%		Overall Satisfaction
Adult athletic programs	64%	50%	14%		Parks and Recreation
Effectiveness of the City Manager	61%	48%	13%		City Leadership
Availability of info on parks & rec prgms/services	67%	54%	13%		Communication
Maintenance of city infrastructure	68%	55%	13%		Overall Satisfaction
Police, fire, & ambulance service	93%	81%	12%		Overall Satisfaction
Outdoor athletic fields	79%	67%	12%		Parks and Recreation
In your neighborhood during the day	96%	85%	11%		Feeling of Safety
Maintenance of traffic signals	89%	78%	11%		Maintenance
Quality of parks & recreation services	78%	67%	11%		Overall Satisfaction
Enforcement of codes & ordinances	64%	53%	11%		Overall Satisfaction
Police safety education programs	70%	59%	11%		Public Safety
Yard waste collection service	85%	74%	11%		Utilities
Quality of city library services	88%	78%	10%		Overall Satisfaction
Maintenance of street signs	88%	79%	9%		Maintenance
Maintenance of parks	84%	75%	9%		Parks and Recreation
Overall appearance of the city	76%	67%	9%		Perceptions of the City
Fire safety education programs	76%	67%	9%		Public Safety
Quality of garbage collection service	92%	83%	9%		Utilities
Ease of registering for programs	69%	63%	6%		Parks and Recreation
Water service	85%	79%	6%		Utilities
Effectiveness of appointed boards/commissions	53%	48%	5%		City Leadership
Enforcement of local traffic laws	70%	65%	5%		Public Safety
<b>SIGNIFICANTLY BELOW NATIONAL AVERAGE</b>					
Management of traffic flow & congestion	45%	51%	6%		Overall Satisfaction

# CITIES INCLUDED IN PERFORMANCE RANGES

- Abilene, Texas
- Auburn, Alabama
- Baytown, Texas
- Blue Springs, Missouri
- Bryan, Texas
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Dothan, Alabama
- Fort Lauderdale, Florida
- Garden City, Kansas
- Grandview, Missouri
- Hallandale Beach, Florida
- High Point, North Carolina
- Independence, Missouri
- Junction City, Kansas
- Lawrence, Kansas
- Lenexa, Kansas
- Naperville, Illinois
- Newport Beach, California
- Newport News, Virginia
- Olathe, Kansas
- Overland Park, Kansas
- Pflugerville, Texas
- Pueblo, Colorado
- Round Rock, Texas
- Saint Joseph, Missouri
- San Marcos, Texas
- Shawnee, Kansas
- Shoreline, Washington
- Springfield, Missouri
- Tamarac, Florida
- Tempe Arizona
- Vancouver, Washington
- Vestavia Hills, Alabama
- Wentzville, Missouri
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

# Perceptions that Residents Have of the City in Which They Live - 2016

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)

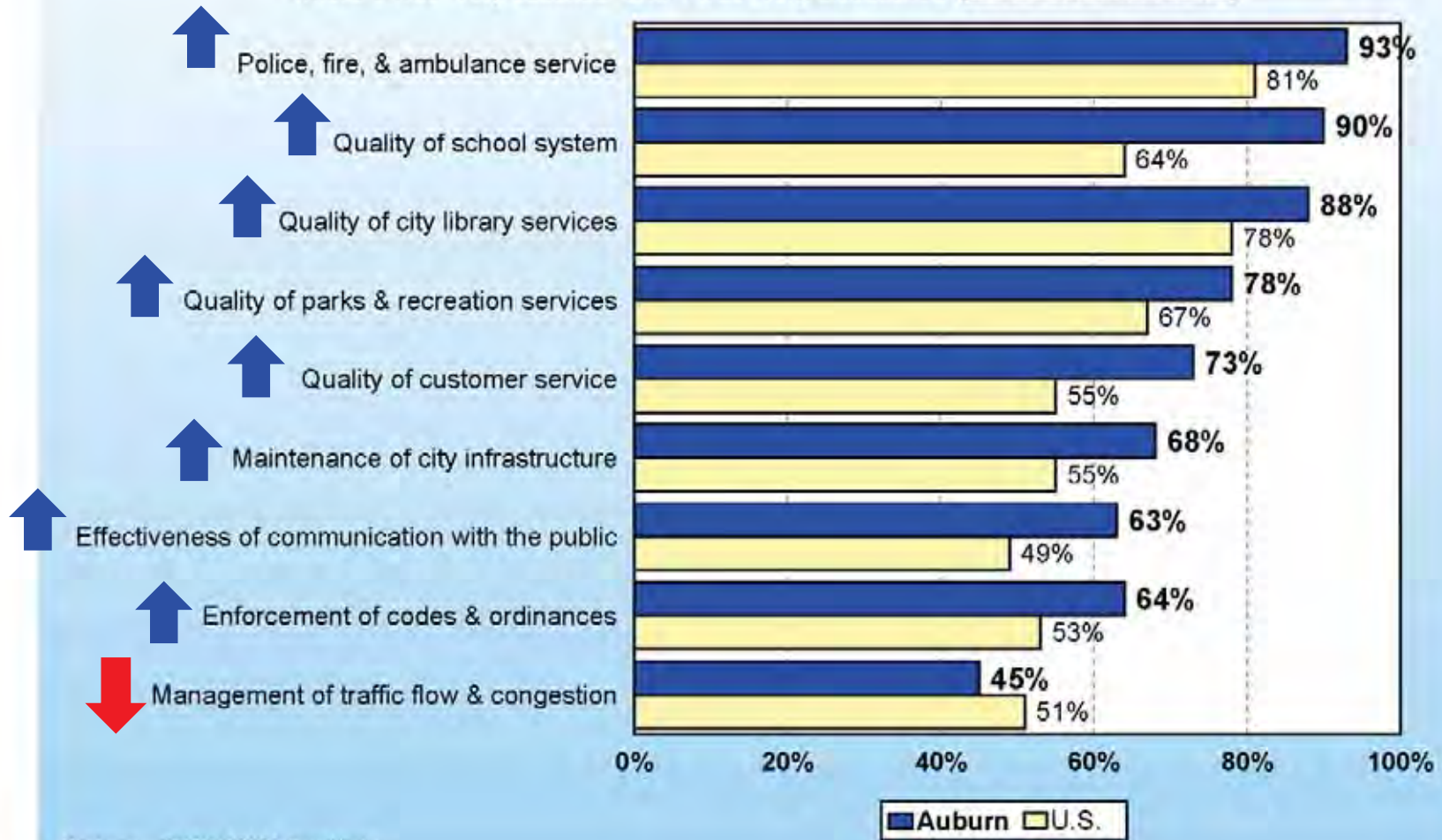


Source: ETC Institute DirectionFinder (2016)



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

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



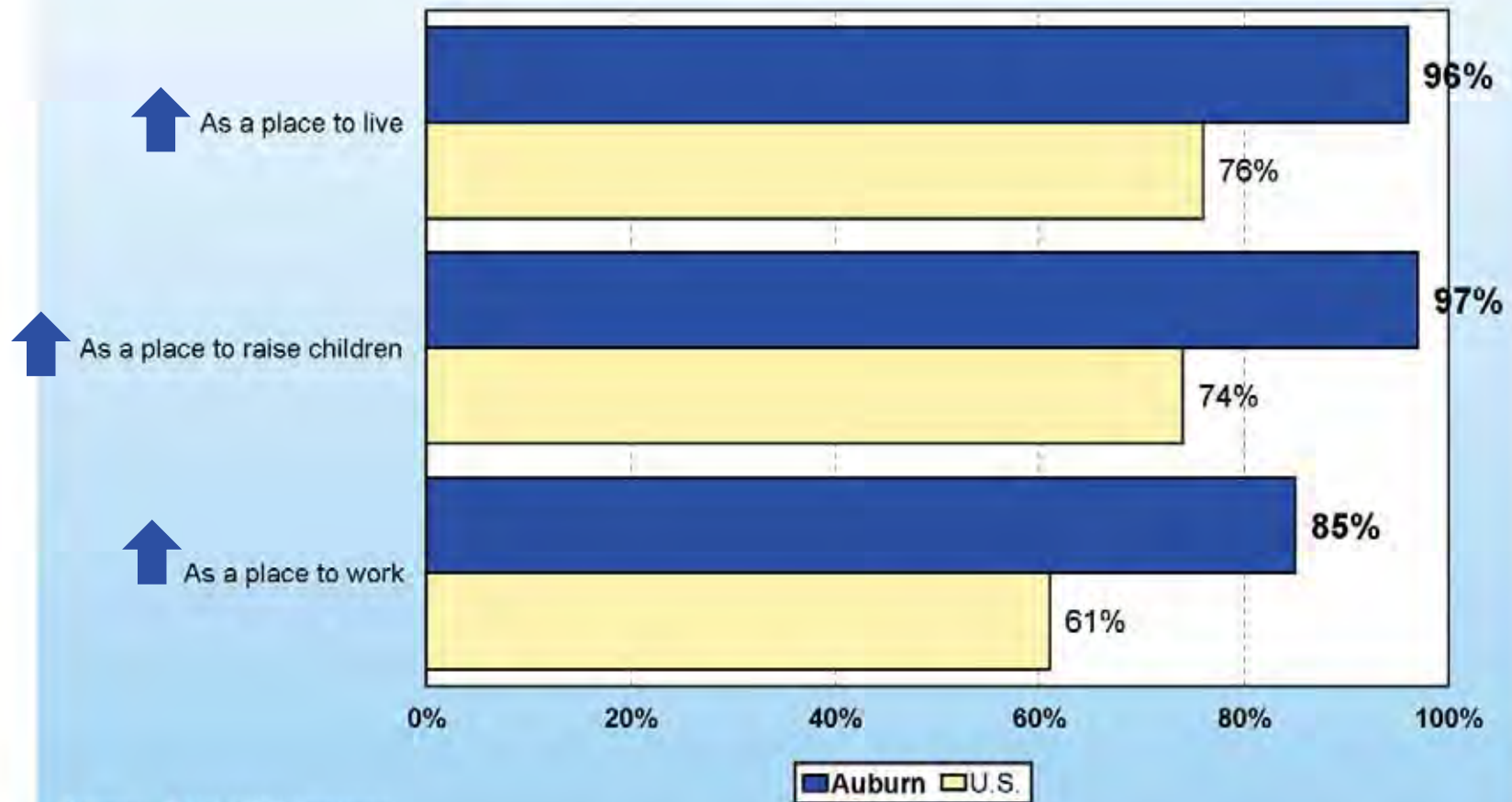
Source: 2016 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

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



Source: 2016 ETC Institute

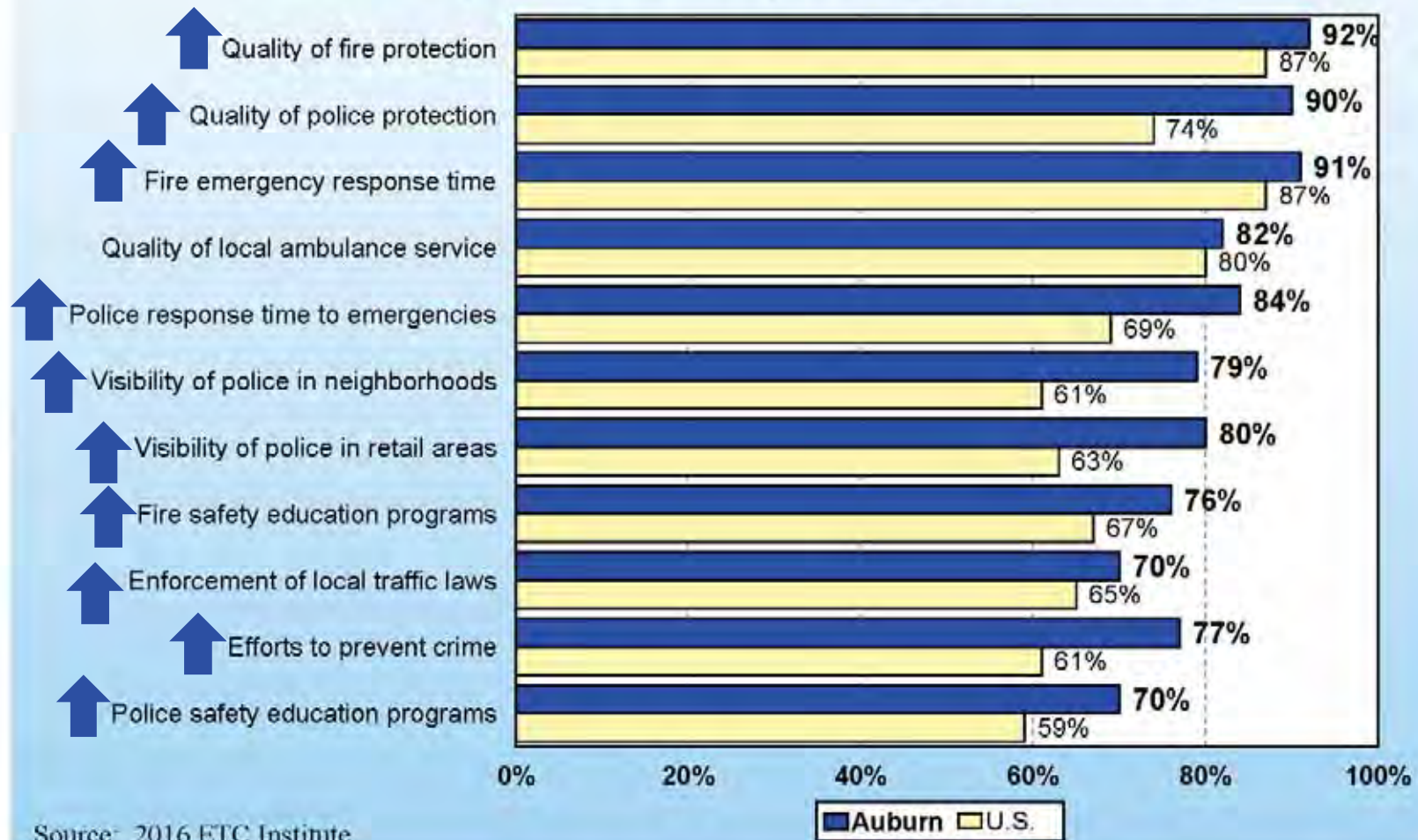
27

Significantly Higher: ↑

Significantly Lower: ↓

# Overall Satisfaction with Public Safety Services Auburn vs. the U.S.

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



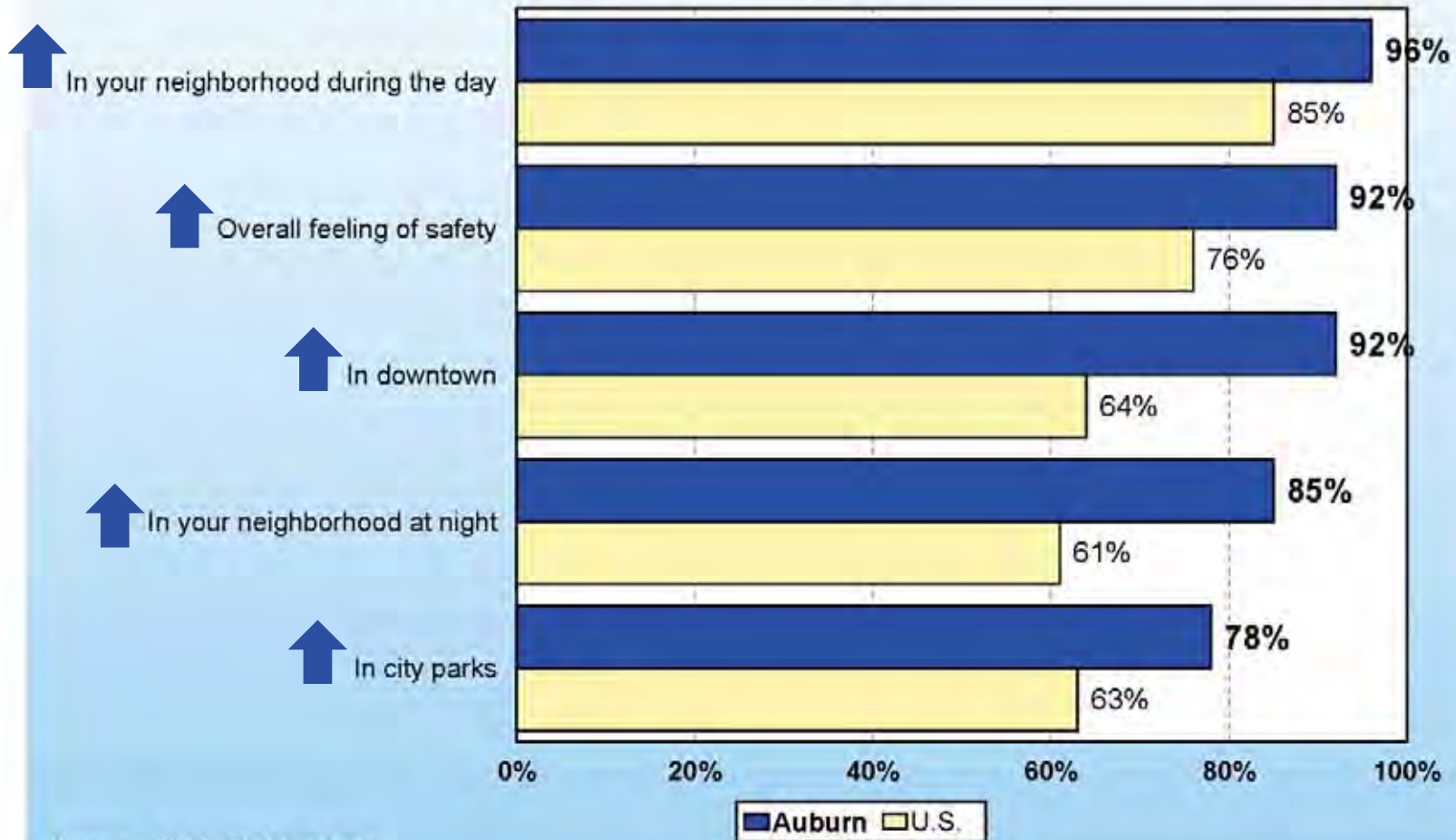
Significantly Higher: ↑

Significantly Lower: ↓



# How Safe Residents Feel in Their Community Auburn vs. the U.S.

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



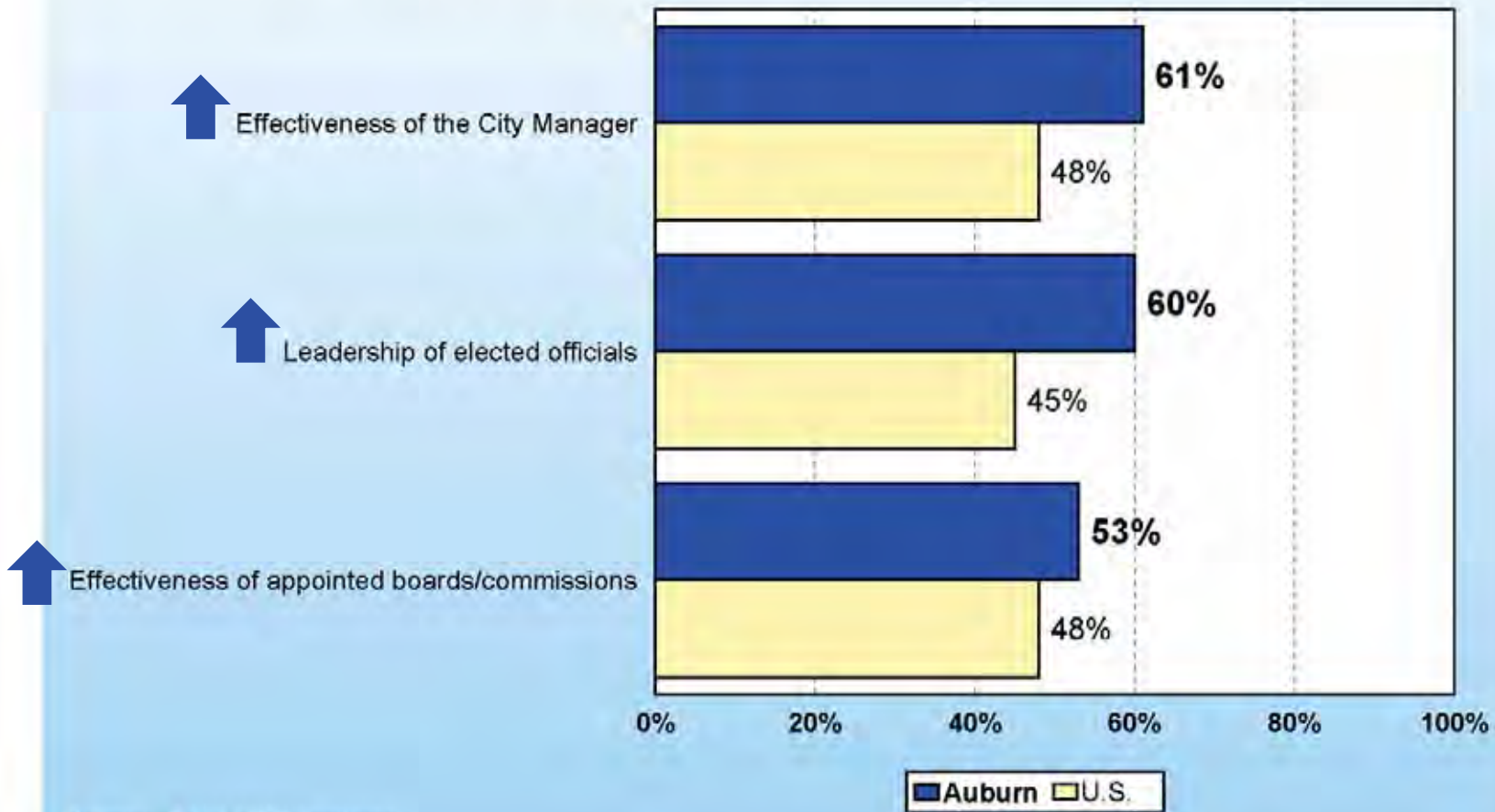
Source: 2016 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

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



Source: 2016 ETC Institute

Significantly Higher:

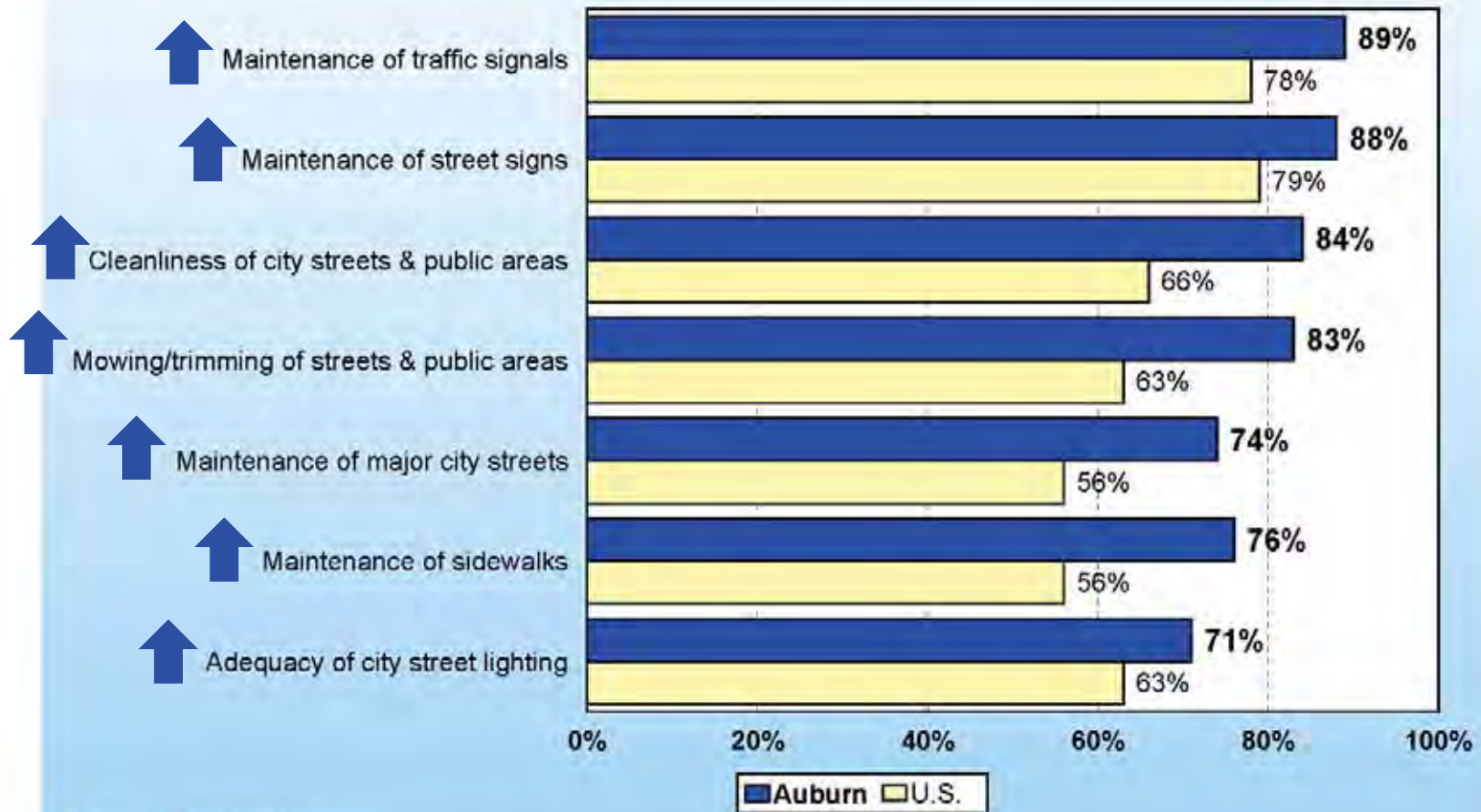


Significantly Lower:



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

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



Source: 2016 ETC Institute

*Significantly Higher:*



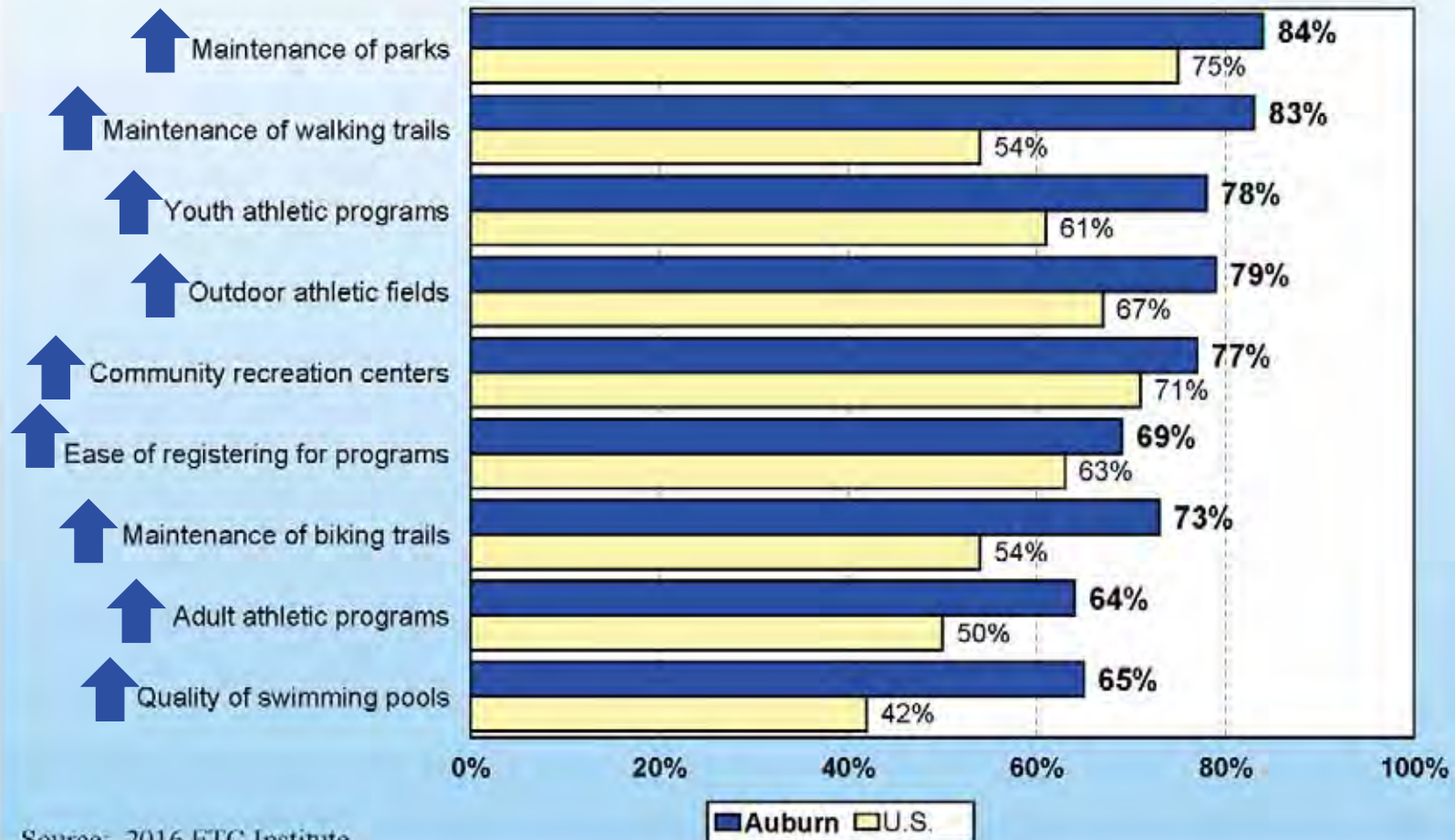
*Significantly Lower:*





# 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)



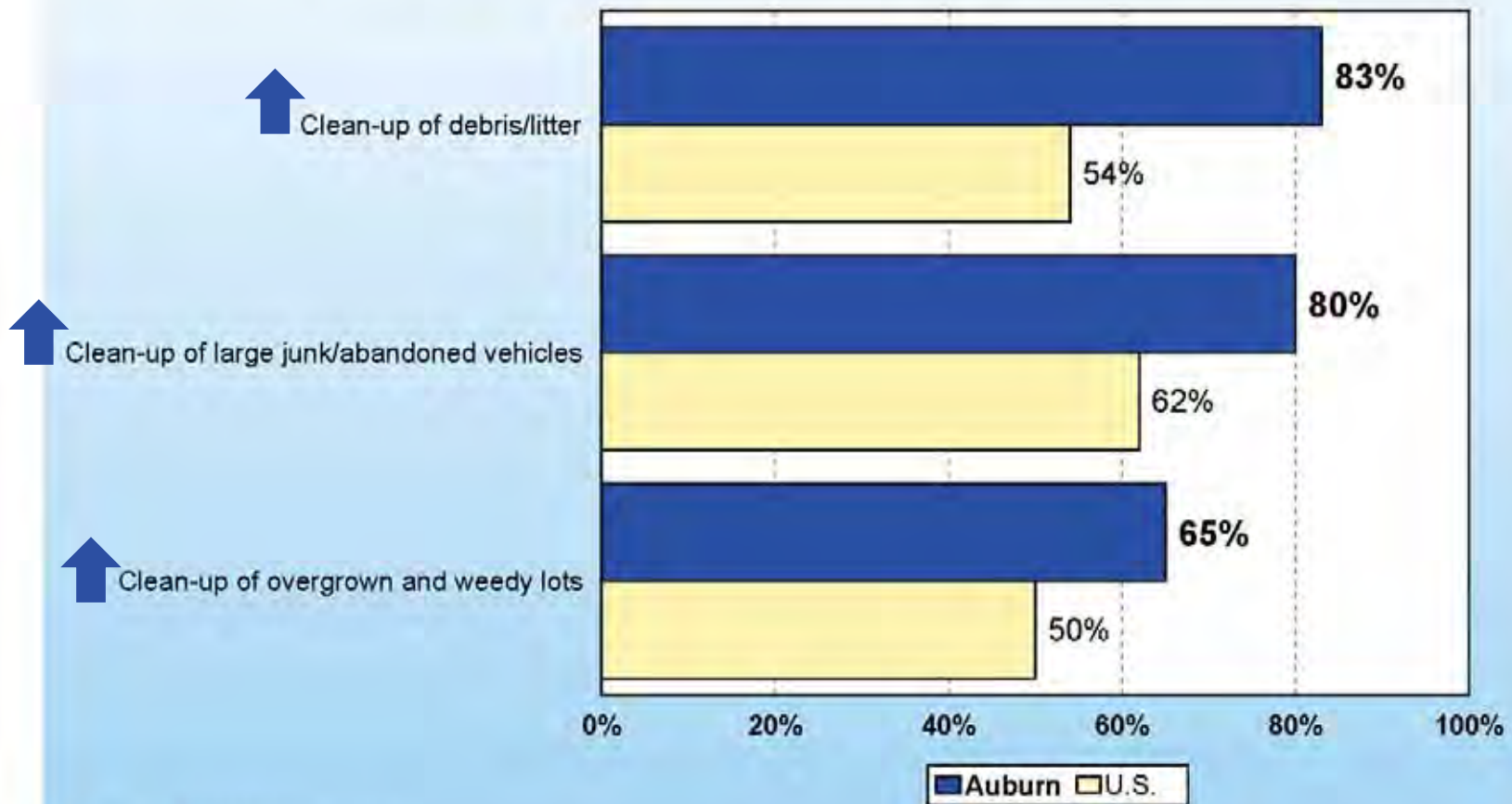
Significantly Higher: ↑

Significantly Lower: ↓



# 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)



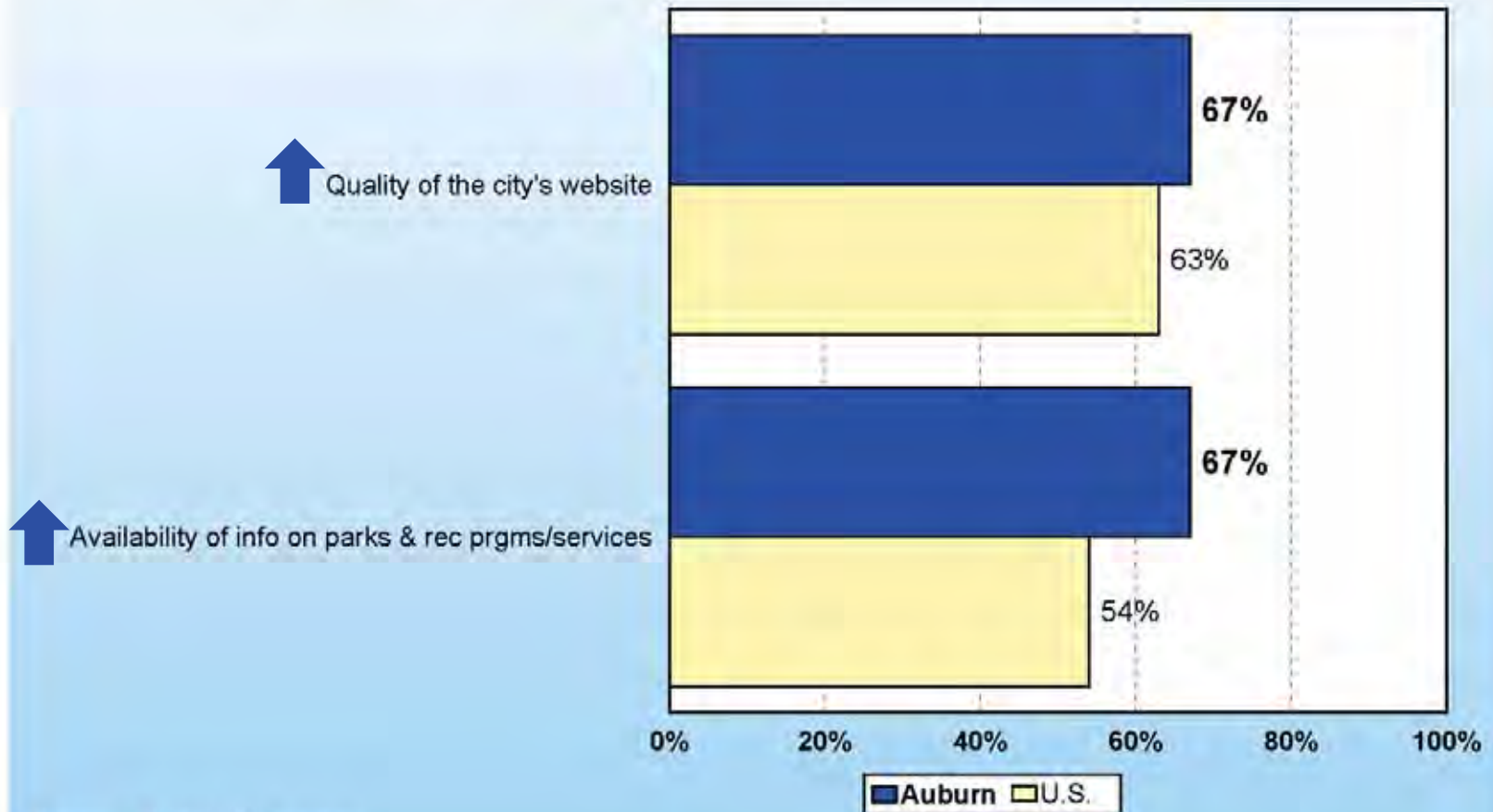
Source: 2016 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

## Overall Satisfaction with Communication Auburn vs. the U.S.

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



Source: 2016 ETC Institute

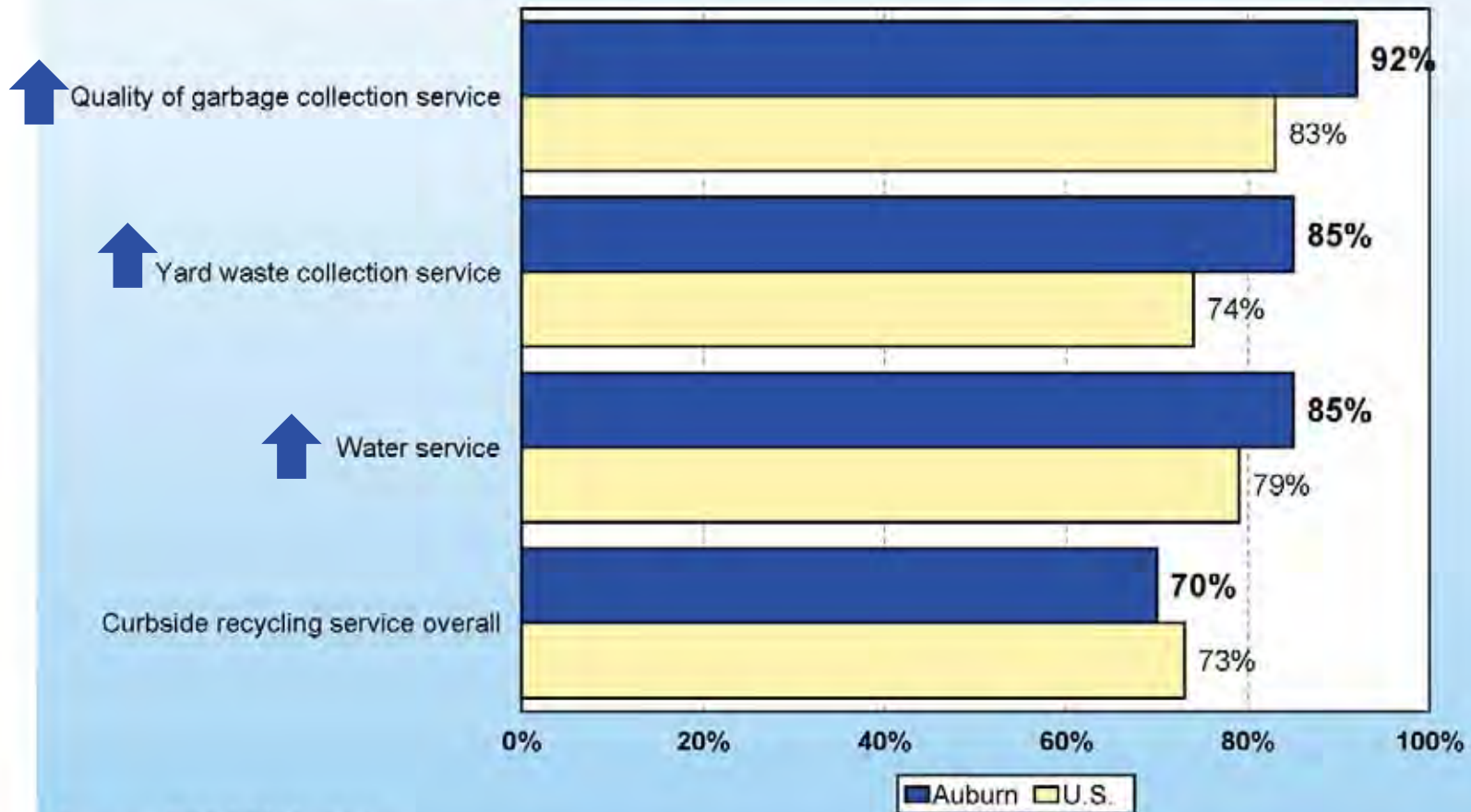
34

Significantly Higher: ↑

Significantly Lower: ↓

# Overall Satisfaction with Utility/Environmental Services Auburn vs. the U.S.

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



Source: 2016 ETC Institute

Significantly Higher:



Significantly Lower:



## *Major Finding #5*

**Traffic flow and maintenance of city infrastructure are the top priorities for improvement over the next two years**



# Importance-Satisfaction Rating

City of Auburn

## OVERALL

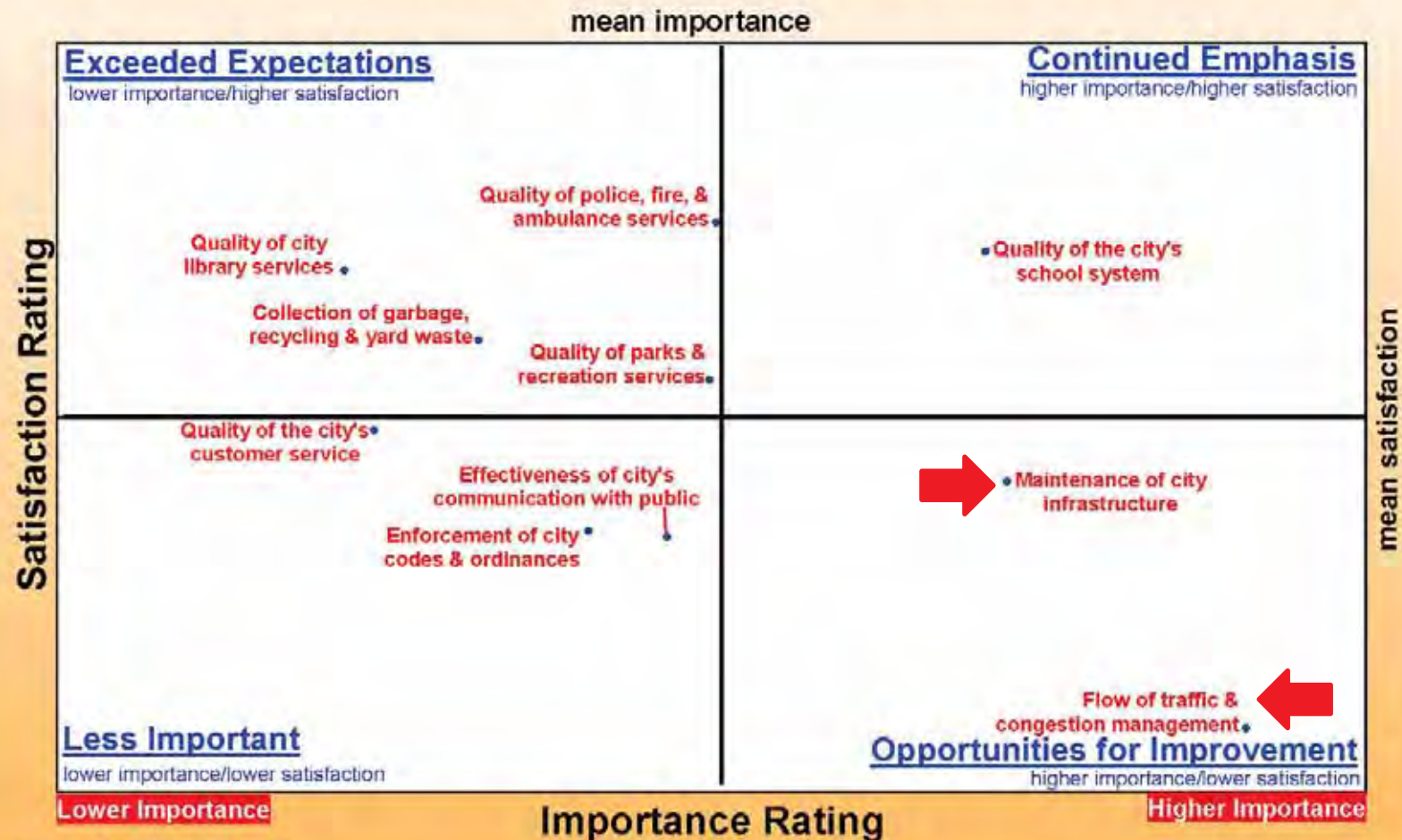
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS &gt;.20)</i>						
Flow of traffic & congestion management	60%	1	46%	10	0.3240	1
<i>High Priority (IS .10-.20)</i>						
Maintenance of city infrastructure	46%	2	69%	7	0.1426	2
<i>Medium Priority (IS &lt;.10)</i>						
Effectiveness of city's communication w/ public	25%	6	63%	9	0.0920	3
Enforcement of city codes and ordinances	20%	7	64%	8	0.0724	4
Quality of parks & recreation services	27%	5	78%	5	0.0597	5
Quality of the city's school system	44%	3	90%	2	0.0444	6
Collection of garbage, recycling & yard waste	13%	8	82%	4	0.0239	7
Quality of police, fire, & ambulance services	28%	4	93%	1	0.0207	8
Quality of the city's customer service	7%	7	73%	6	0.0188	9
Quality of city library services	5%	10	88%	3	0.0060	10

Overall Priorities: 

# 2016 City of Auburn DirectionFinder 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 (2016)

# Importance-Satisfaction Rating

City of Auburn

## PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Efforts to prevent crime	47%	1	78%	8	0.1034	1
<i>Medium Priority (IS &lt;.10)</i>						
Visibility of police in neighborhoods	42%	2	79%	7	0.0886	2
Enforcement of traffic laws	22%	4	70%	11	0.0662	3
Visibility of police in retail areas	21%	5	80%	6	0.0416	4
Police safety education programs	14%	8	71%	10	0.0406	5
Overall quality of police protection	37%	3	90%	3	0.0370	6
Quality of local ambulance service	20%	6	82%	5	0.0354	7
Quality of fire safety education programs	10%	10	76%	9	0.0242	8
Police response time	13%	9	84%	4	0.0215	9
Overall quality of fire protection	17%	7	92%	1	0.0133	10
Fire personnel emergency response time	7%	11	91%	2	0.0066	11

Public Safety Priorities: 

# 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
<i>High Priority (IS .10-.20)</i>						
Cleanup of overgrown and weedy lots	38%	2	65%	4	0.1349	1
<i>Medium Priority (IS &lt;.10)</i>						
Efforts to remove dilapidated structures	27%	3	64%	5	0.0969	2
Control of nuisance animals	24%	4	67%	3	0.0792	3
Enforcement of loud music	19%	5	62%	6	0.0728	4
Cleanup of debris/litter	40%	1	83%	1	0.0670	5
Cleanup of large junk/abandoned vehicles	16%	6	79%	2	0.0336	6

Code Enforcement Priorities:





# 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
<i>High Priority (IS .10-.20)</i>						
Material types accepted for recycling	37%	1	62%	7	0.1425	1
<i>Medium Priority (IS &lt;.10)</i>						
Curbside recycling service overall	31%	2	70%	6	0.0942	2
Water service	23%	4	86%	2	0.0322	3
Yard waste removal service	21%	5	85%	3	0.0313	4
Recycling at city's drop-off recycling center	10%	6	78%	5	0.0223	5
Residential garbage collection service	25%	3	92%	1	0.0213	6
Utility Billing Office customer service	9%	7	81%	4	0.0170	7

Garbage and Water Services Priorities: 

# Importance-Satisfaction Rating

City of Auburn

## PARKS AND RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS &lt;.10)</i>						
Quality of senior programs	17%	6	60%	17	0.0678	1
Maintenance of biking paths and lanes	22%	3	73%	10	0.0587	2
Quality of special events	25%	2	77%	8	0.0570	3
Maintenance of parks	35%	1	84%	1	0.0550	4
Quality of special needs/therapeutics programs	12%	10	55%	18	0.0540	5
Quality of cultural arts programs	15%	7	69%	12	0.0464	6
Quality of youth athletic programs	19%	5	78%	7	0.0426	7
Fees charged for recreation programs	12%	11	68%	14	0.0389	8
Quality of adult athletic programs	10%	15	64%	16	0.0360	9
Maintenance of walking trails	20%	4	83%	2	0.0342	10
Quality of community recreation centers	14%	8	77%	9	0.0329	11
Quality of swimming pools	9%	16	65%	15	0.0320	12
Ease of registering for programs	10%	13	69%	13	0.0312	13
Maintenance of community recreation centers	14%	9	79%	6	0.0295	14
Maintenance of outdoor athletic fields	10%	12	80%	4	0.0202	15
Maintenance of cemeteries	10%	14	81%	3	0.0190	16
Quality of outdoor athletic fields	9%	17	79%	5	0.0189	17
Maintenance of swimming pools	6%	18	70%	11	0.0180	18

**Parks and Recreation Services Priorities: No High Priorities in 2016**

# 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
<i>High Priority (IS .10-.20)</i>						
Maintenance of streets	43%	1	75%	9	0.1075	1
Adequacy of city street lighting	37%	2	71%	10	0.1084	2
<i>Medium Priority (IS &lt;.10)</i>						
Cleanup of debris/litter in and near roadways	26%	4	76%	8	0.0629	3
Maintenance of sidewalks	26%	3	76%	7	0.0616	4
Overall cleanliness of streets and public areas	25%	5	84%	5	0.0393	5
Mowing/trimming along streets and public area	15%	7	84%	6	0.0240	6
Maintenance of downtown Auburn	18%	6	89%	1	0.0193	7
Maintenance of traffic signals	11%	8	89%	2	0.0125	8
Maintenance of street signs	8%	9	88%	3	0.0096	9
Maintenance of city-owned buildings	5%	10	84%	4	0.0079	10

Maintenance Priorities: 

# 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
<i>Very High Priority (IS &gt;.20)</i>						
Availability of parking	58%	1	33%	12	0.3903	1 
<i>Medium Priority (IS &lt;.10)</i>						
Availability of retail shopping	19%	4	61%	8	0.0741	2
Availability of outdoor dining venues	16%	7	57%	11	0.0688	3
Quality of public events held downtown	19%	5	72%	7	0.0536	4
Availability of public event space	13%	9	61%	9	0.0512	5
Availability of dining opportunities	17%	6	73%	6	0.0466	6
Feeling of safety of downtown at night	26%	2	85%	3	0.0390	7
Landscaping and green space	14%	8	80%	5	0.0281	8
Enforcement of parking violations & meter time	7%	11	60%	10	0.0281	9
Pedestrian accessibility	12%	10	84%	4	0.0198	10
Cleanliness of downtown areas	20%	3	93%	1	0.0148	11
Signage and wayfinding	6%	12	86%	2	0.0084	12

Downtown Auburn Priorities: 

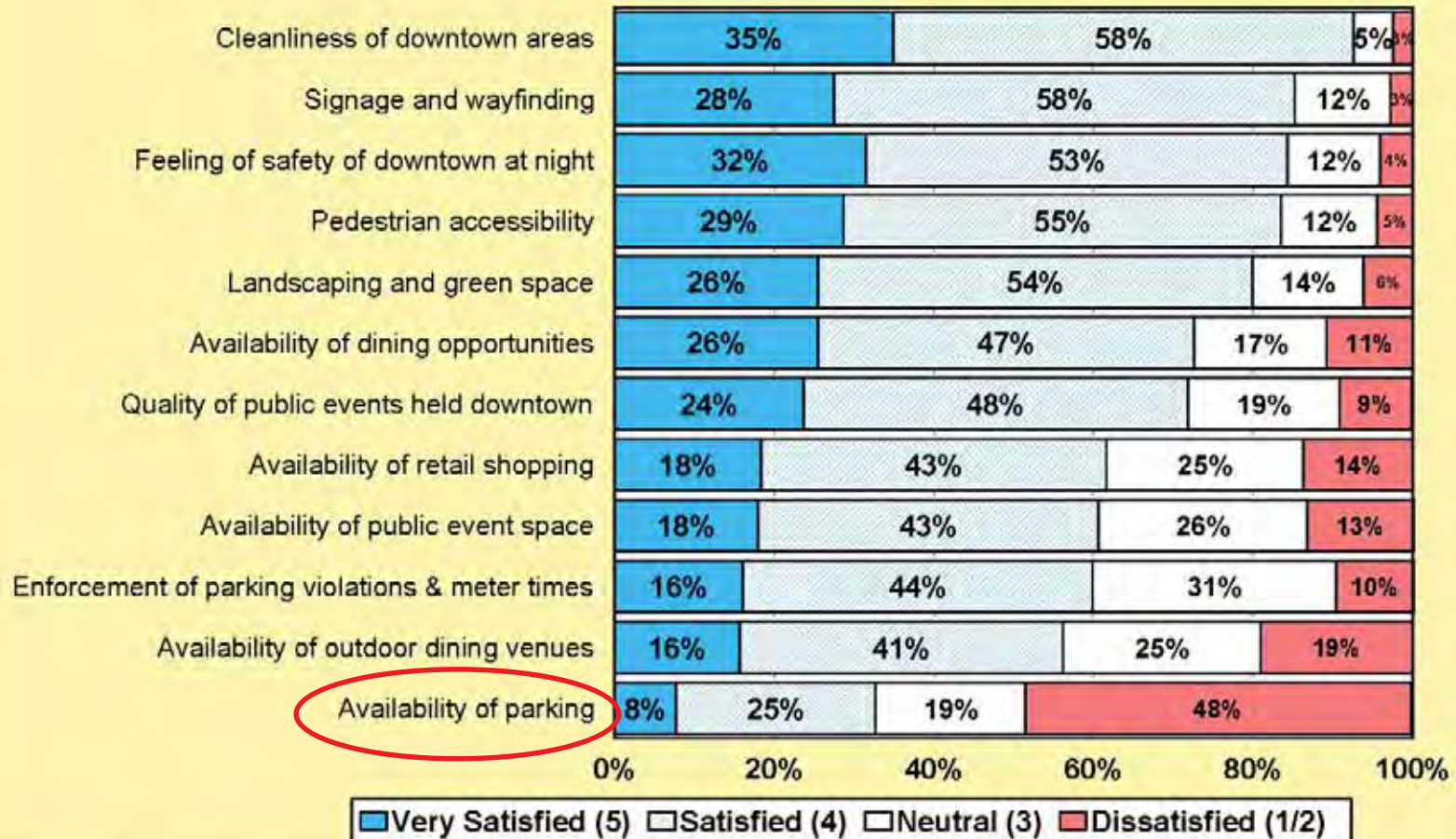


## *Major Finding #6*

### Other Issues

## Q20. Satisfaction with Various Aspects of Downtown Auburn

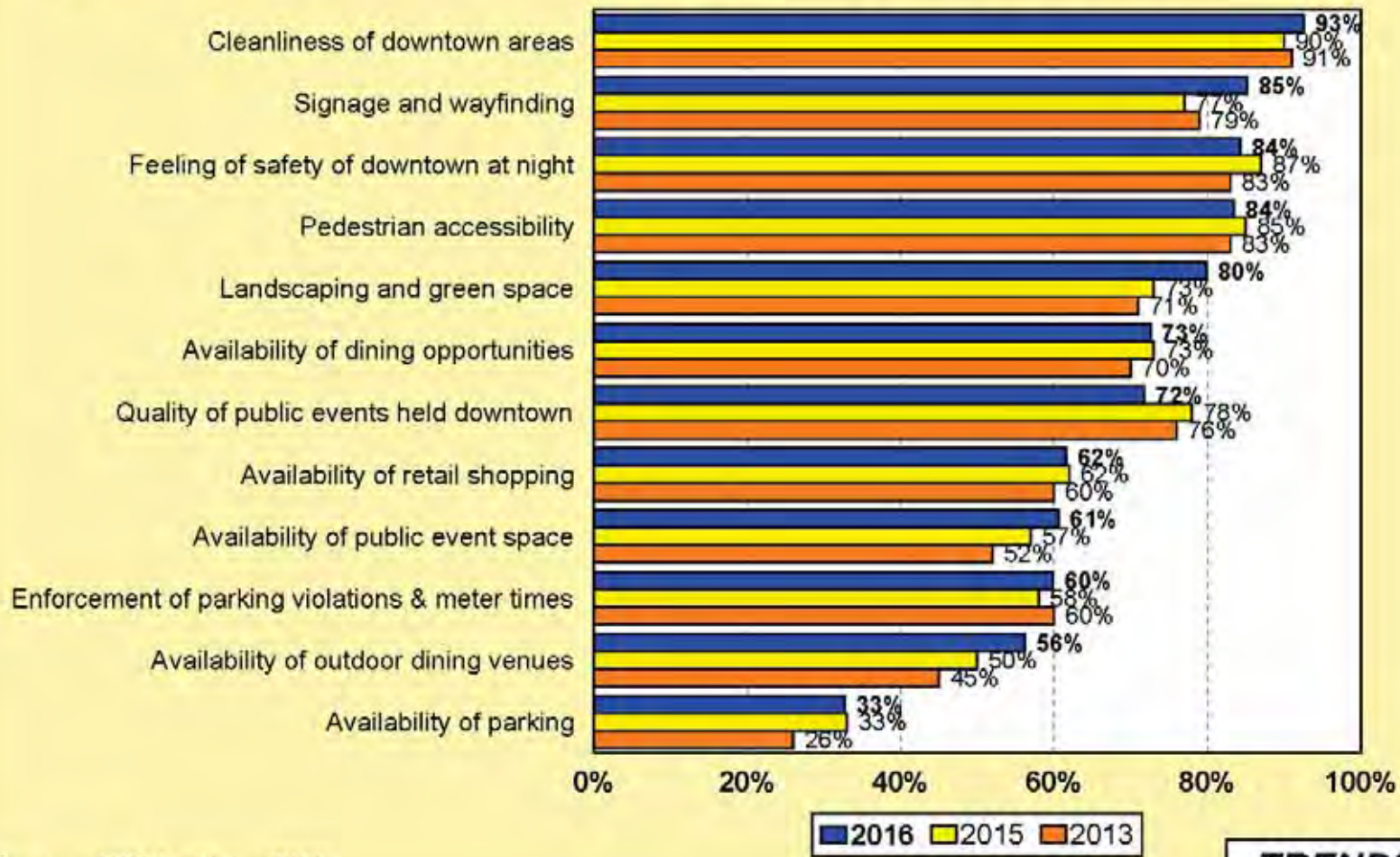
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2016)

# TRENDS: Overall Satisfaction with Downtown Auburn (2013, 2015, & 2016)

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



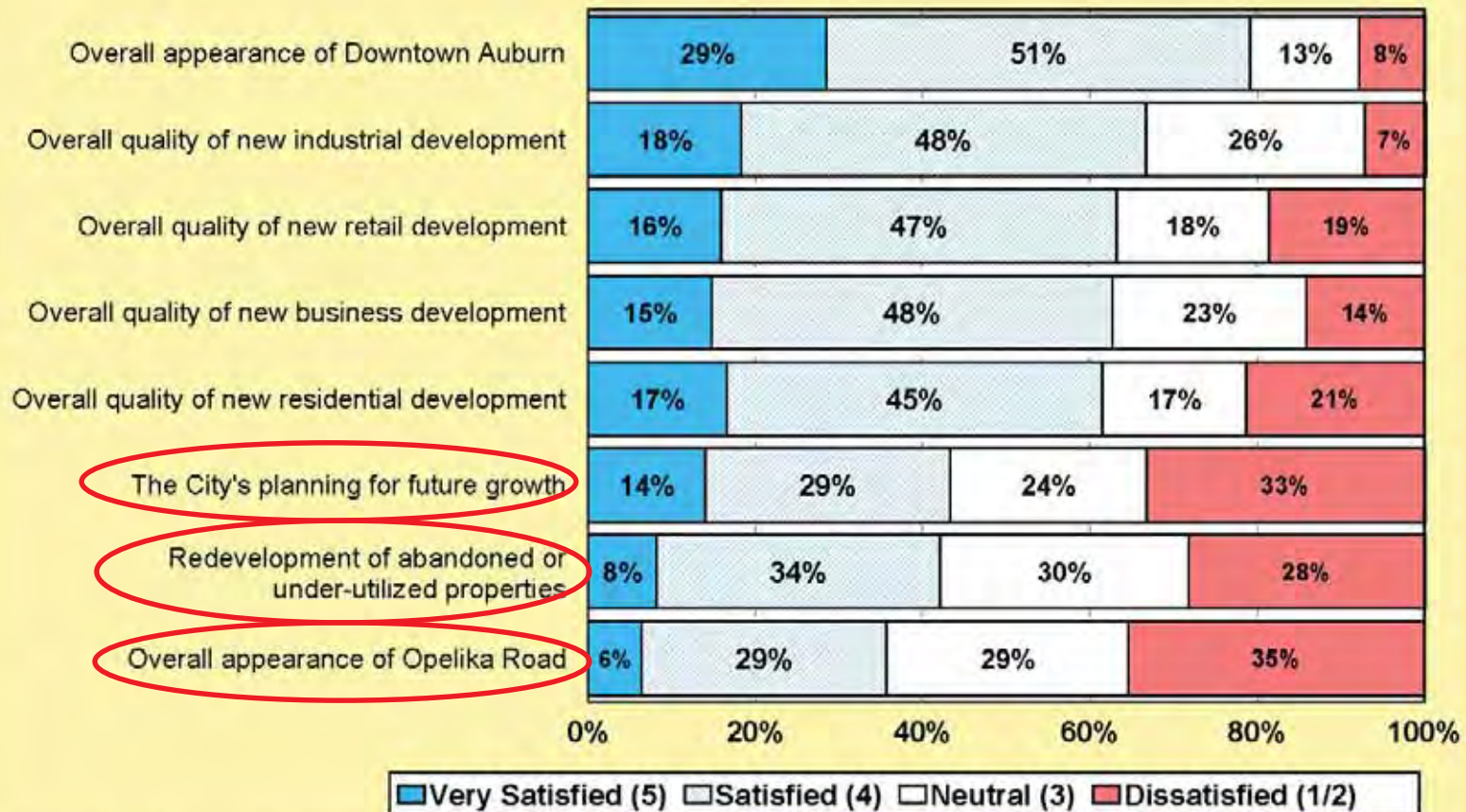
Source: ETC Institute (2016)

**TRENDS**



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

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

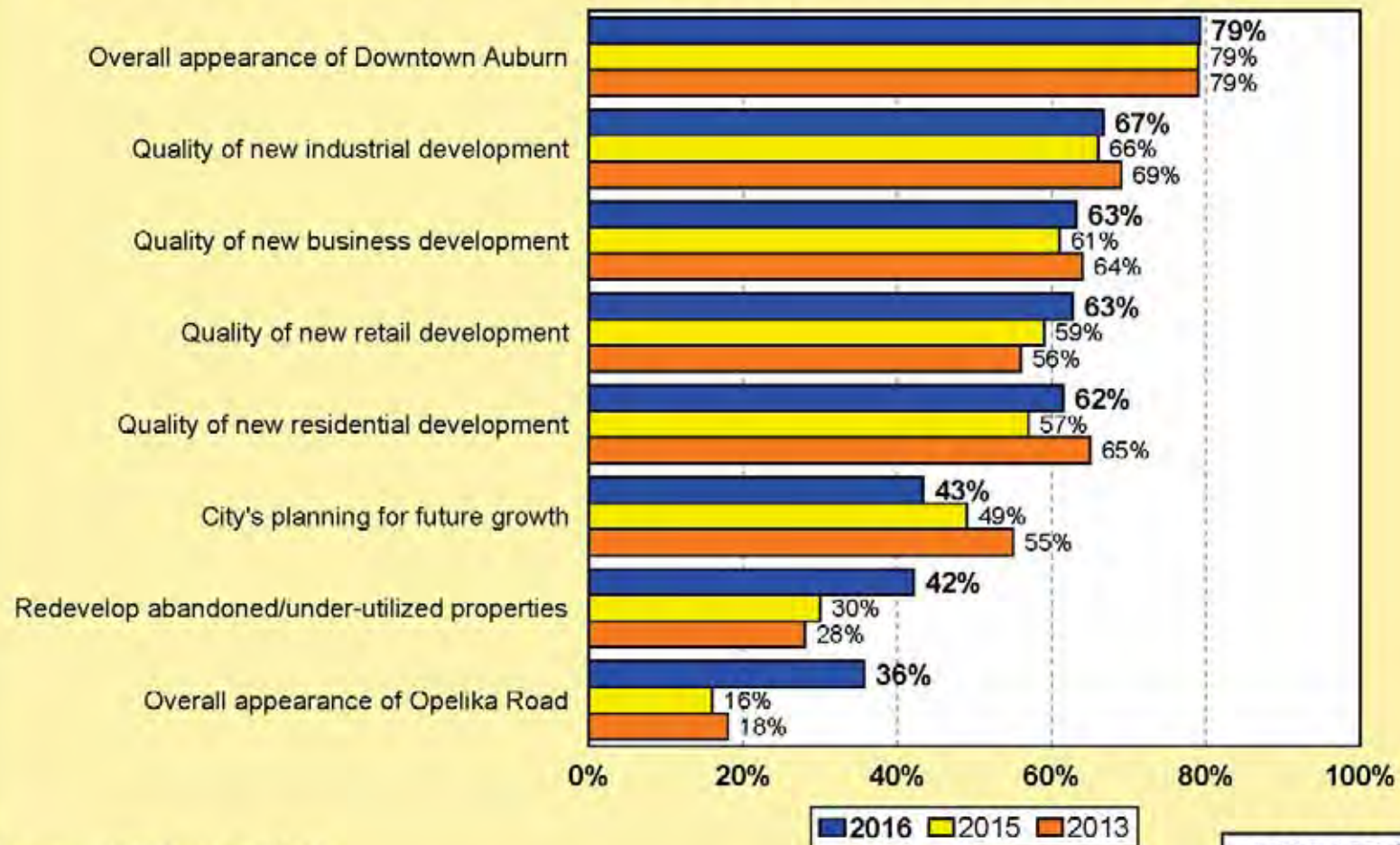


Source: ETC Institute (2016)



# TRENDS: Overall Satisfaction with Development and Redevelopment in the City (2013, 2015, & 2016)

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

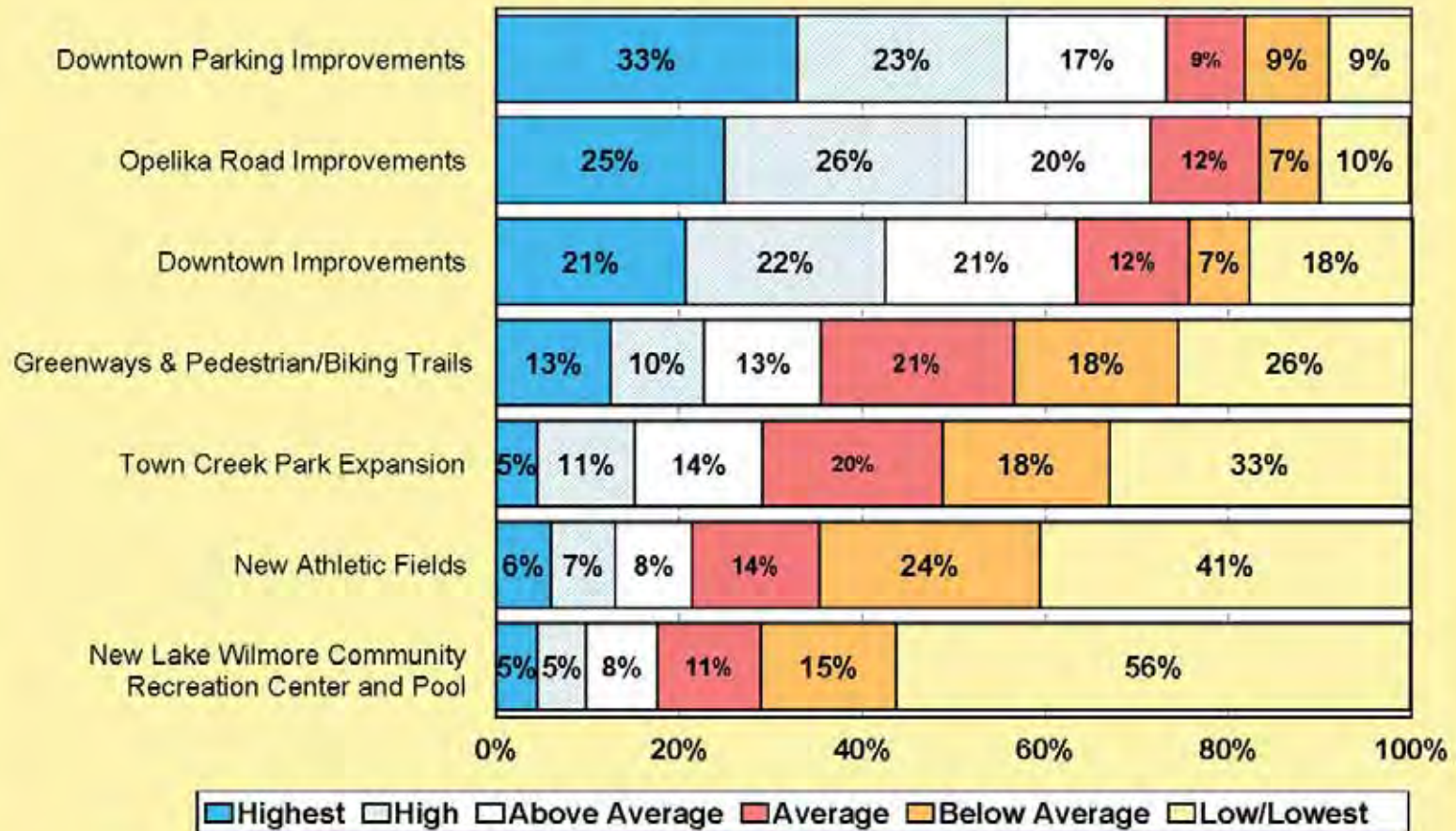


Source: ETC Institute (2016)

**TRENDS**

## Q22. Project or Initiative Priorities for the City to Pursue Over the Next 3 Years

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 (2016)

# Summary and Conclusion

- Residents continue to have a very positive perception of the City
- The City continues to move in the right direction.
  - Among areas that changed by 5% or more, there were 11 increases vs. 6 decreases
- The City is equitably serving the needs of residents in all areas of the City
- Auburn is setting the standard for the delivery of City services – the City's ratings are among the highest in the nation
- Traffic flow and maintenance of city infrastructure are still the top priorities for improvement
- Project priorities include improvements to downtown parking and Opelika Road

# Questions?

**THANK YOU!!**