



# DirectionFinder®

FINAL REPORT

# 2010 Citizen Survey

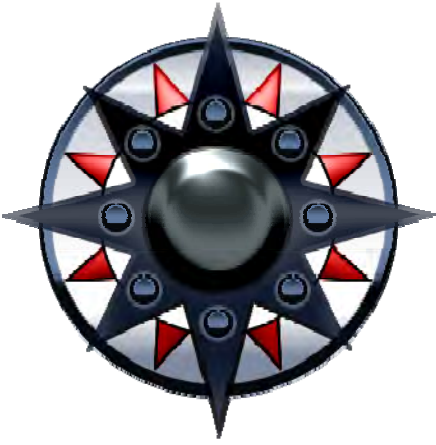
Submitted to

The City of  
**Auburn,  
Alabama**

ETC Institute  
725 W. Frontier Circle  
Olathe, KS  
66061

March 2010





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# DirectionFinder® Survey

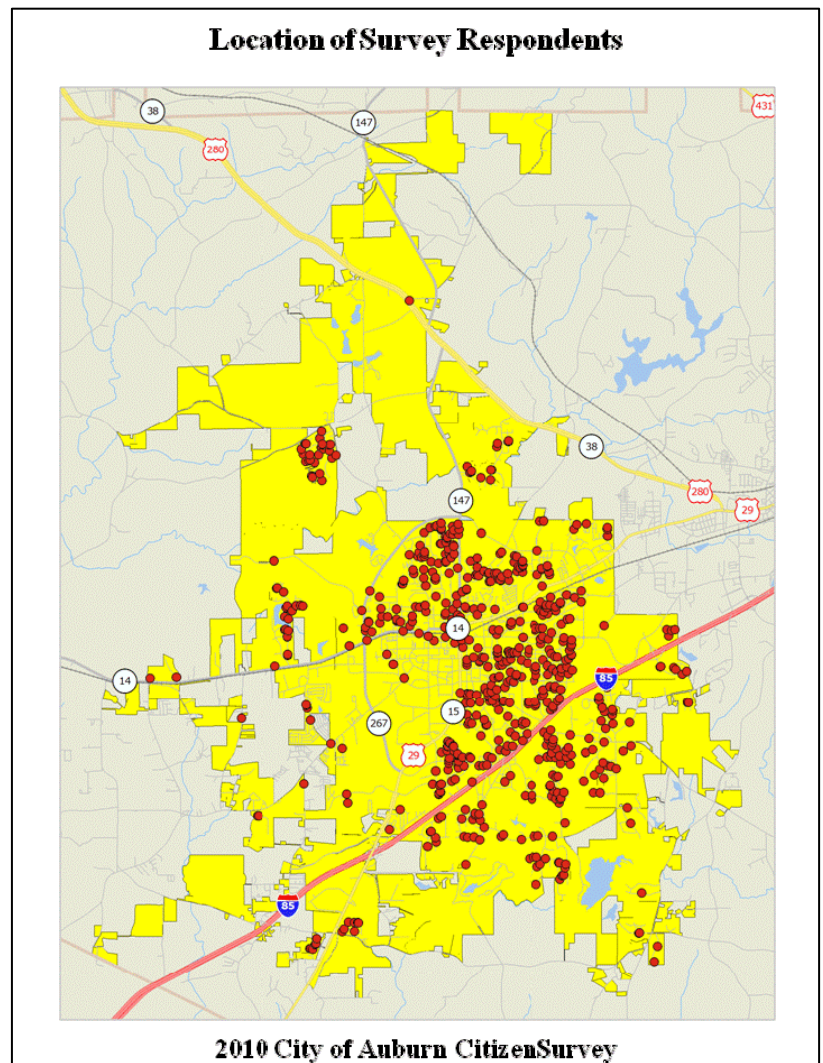
## Executive Summary

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### Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during the spring of 2010. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The City of Auburn has been administering an annual citizen survey for over 20 years.

**Resident Survey.** A six-page survey was mailed to a random sample of 1,500 households in the City of Auburn. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 419 completed the survey by phone and 359 returned it by mail for a total of 778 completed surveys (52% response rate). The results for the random sample of 778 households have a 95% level of confidence with a precision of at least +/- 3.5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



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

This report contains:

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

**\*note: tables showing the results of the leader survey will be provided in appendix A.**

## Major Findings

- **Most of the residents surveyed were satisfied with City services.** Ninety-two percent (92%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City’s public school system, 90% were satisfied with the quality of police, fire, and ambulance services, 88% were satisfied with the quality of city library services, and 81% were satisfied with the quality of city parks programs and facilities. *Satisfaction with the flow of traffic and congestion management increased by 7% over the past year. There was also a significant increase in satisfaction with the effectiveness of city communication (+5%). There were no significant decreases.*

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

- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Auburn over the next two years were: (1) flow of traffic and congestion management and (2) the maintenance of city streets and facilities. These have been the top priorities since 2004.

- **Perceptions of the City.** Most (89%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Auburn; only 2% were not satisfied; the remaining 9% gave a neutral rating. Also, most (89%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the overall image of Auburn; only 2% were not satisfied; the remaining 10% gave a neutral rating (does not equal 100% due to rounding). *There was one significant increase: overall appearance of Auburn (+5%) and there were no significant decreases.*
  
- **Public Safety.** Eighty-seven percent (87%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local police protection and local fire protection. Eighty-six percent (86%) of those surveyed were satisfied with fire personnel emergency response. Residents thought the public safety services that should receive the most additional emphasis over the next two years were: (1) efforts to prevent crime, and (2) enforcement of speed limits in neighborhoods. *Since the 2008 survey, satisfaction with the enforcement of speed limits in neighborhoods increased by 16%.*
  
- **Utility and Environmental Services.** Eighty-nine percent (89%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential garbage collection service. Eighty-five percent (85%) of those surveyed were satisfied with the quality of water service to their home and eighty-three percent (83%) were satisfied with sanitary sewer service. Residents thought the utility/environmental services that should receive the most additional emphasis over the next two years were (1) curbside recycling and (2) residential garbage collection.
  
- **City Maintenance.** The areas of maintenance with the highest levels of satisfaction included: the overall satisfaction with the maintenance of traffic signals (86%), maintenance of City buildings (85%), and maintenance of downtown Auburn (84%). Residents were generally least satisfied with the maintenance of city streets and the maintenance of sidewalks. Residents thought the city maintenance services that should receive the most additional emphasis over the next two years were (1) the maintenance of streets and (2) adequacy of city street lighting.
  
- **Parks and Recreation.** Eighty-four percent (84%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of city parks, 77% were satisfied with the outdoor athletic fields, and 76% were satisfied with maintenance of cemeteries. Residents thought the area of parks and recreation that should receive the most additional emphasis over the next two years was improvements to the City's walking and biking trails. *Improvements to walking and biking trails was also identified last year by respondents as the parks and recreation issue that should receive the most additional emphasis over the next two years.*

- **City Communications.** Three-fourths (75%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City newsletter (*Open Line*) and 71% were satisfied with the availability of information about city parks and recreation services.

### **Other Findings.**

- 88% of the residents surveyed in 2010 had access to the Internet at home. Ninety-three percent (93%) of those with Internet access at home had high-speed access. In 2006, 80% of those surveyed had Internet access at home, but only 75% had high-speed access.
- 94% of the residents surveyed were satisfied with Auburn as a place to raise children, 94% were satisfied with Auburn as a place to live and 83% were satisfied with Auburn as a place to work.
- 42% of the residents surveyed had called or visited the City with a question or complaint over the past year. Of those who had called or visited the City, 86% found it very or somewhat easy to reach the person they needed to reach; 13% found it difficult. More than three-fourths (81%) of those who had contacted the City thought the department they contacted was responsive to their issue.
- 32% of the residents surveyed thought that Auburn University students had a positive impact on their neighborhood, 12% thought that students had a negative impact, 48% thought they had no impact, and 8% did not have an opinion.

### **Significant Increases.**

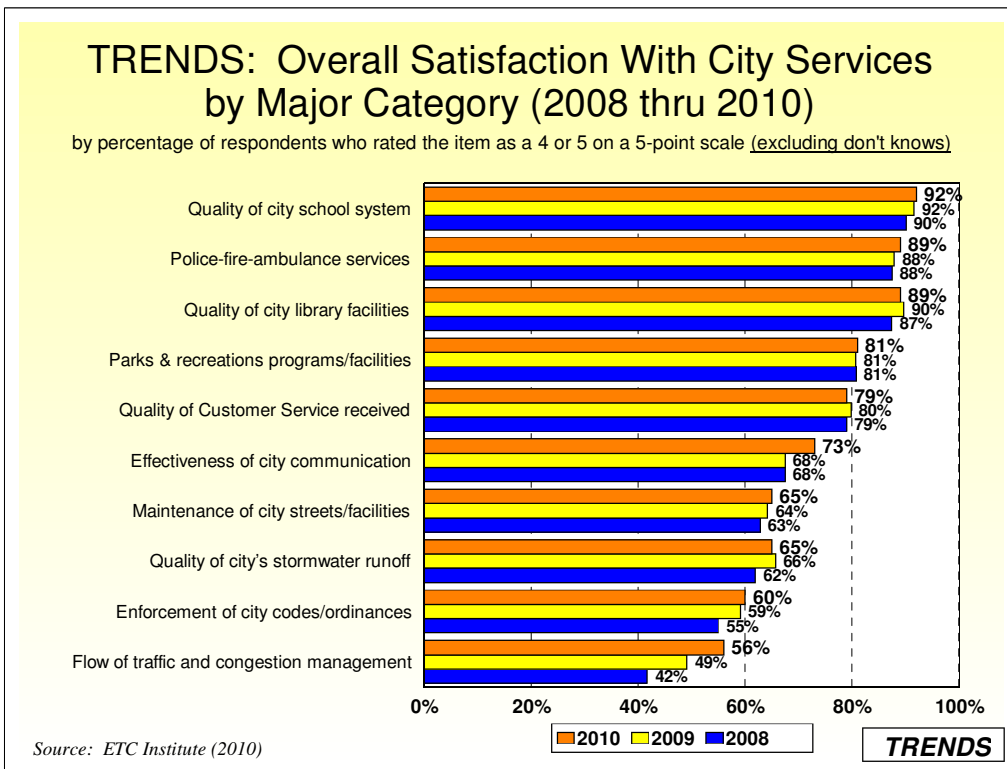
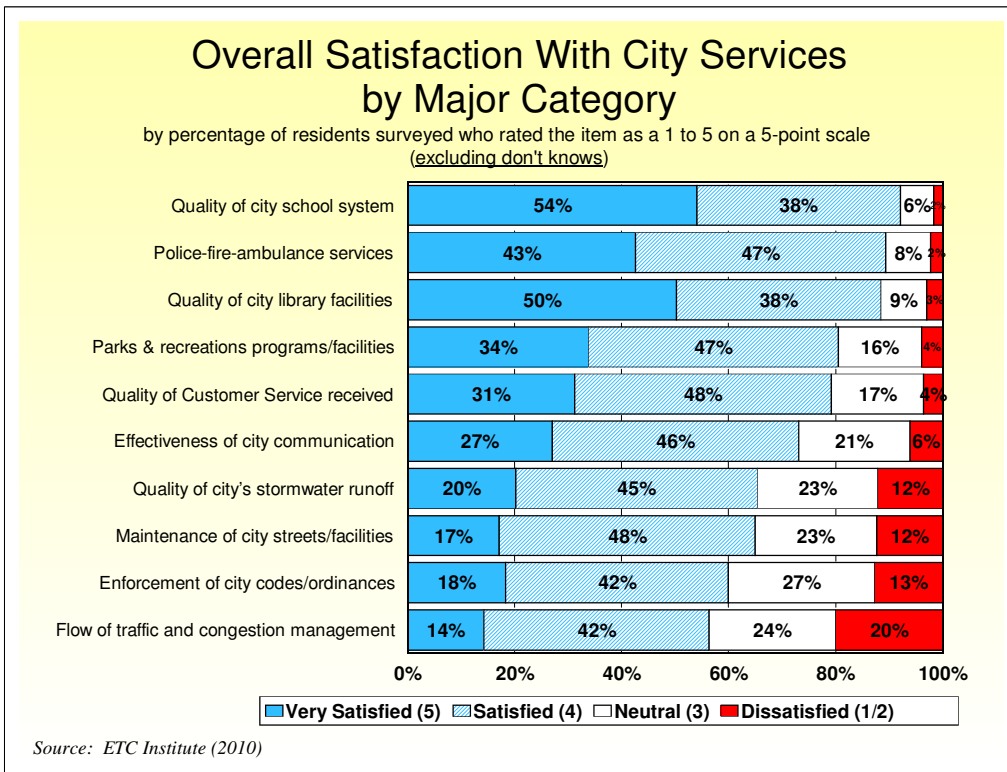
The City of Auburn had many significant increases in the 2010 DirectionFinder® survey. These significant increases are listed in a table on the following page.

<b>Category</b> by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	<b>2010</b>	<b>2009</b>	<b>Increase in Percentage</b>	<b>Category</b>
Visibility of police in neighborhood	73%	62%	11%	Public Safety
Enforcement of traffic laws	75%	65%	10%	Public Safety
Enforcement of speed limits in neighborhoods	62%	52%	10%	Public Safety
Transparency of city government	55%	46%	9%	City Communication
Fire codes and regulations	77%	69%	8%	City Codes and Ordinances
Building codes	60%	52%	8%	City Codes and Ordinances
Zoning regulations	54%	46%	8%	City Codes and Ordinances
Fire safety education programs	74%	66%	7%	Public Safety
Ease of east-west travel in Auburn	60%	53%	7%	Traffic Flow
Level of public involvement in local decision-making	49%	42%	7%	City Communication
Flow of traffic and congestion management	56%	49%	7%	Overall Satisfaction
Ease of north-south travel in Auburn	54%	48%	7%	Traffic Flow
Effectiveness of the City Manager	75%	69%	6%	City Leadership
Availability of info on other city services/programs	63%	57%	6%	City Communication
Erosion and sediment control regulations	50%	44%	6%	City Codes and Ordinances
Fire personnel emergency response	85%	80%	6%	Public Safety
Effectiveness of city communication	73%	68%	5%	Overall Satisfaction
Ease of travel by bicycle in Auburn	38%	33%	5%	Traffic Flow
Clean up of debris/litter in neighborhoods	77%	72%	5%	City Codes and Ordinances
Sign regulations	68%	64%	5%	City Codes and Ordinances
Adequacy of city street lighting	67%	63%	5%	Maintenance Services
Sewer lines and manholes	78%	73%	5%	Maintenance Services
Effectiveness of appointed boards	63%	59%	5%	City Leadership
Visibility of police in retail areas	68%	64%	4%	Public Safety
Overall appearance of the City	80%	75%	4%	Perceptions of City
Other city recreation programs	66%	61%	4%	Parks and Recreation Services
Quality of local ambulance service	77%	73%	4%	Public Safety
Police safety education programs	66%	62%	4%	Public Safety
Leadership provided by City's elected officials	70%	67%	4%	City Leadership

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

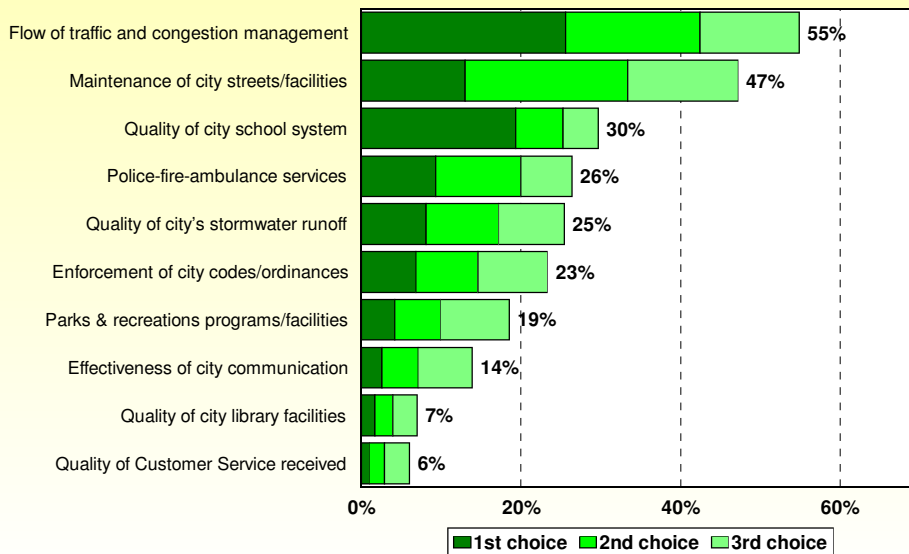
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### City Services That Should Receive the Most Emphasis Over the Next Two Years

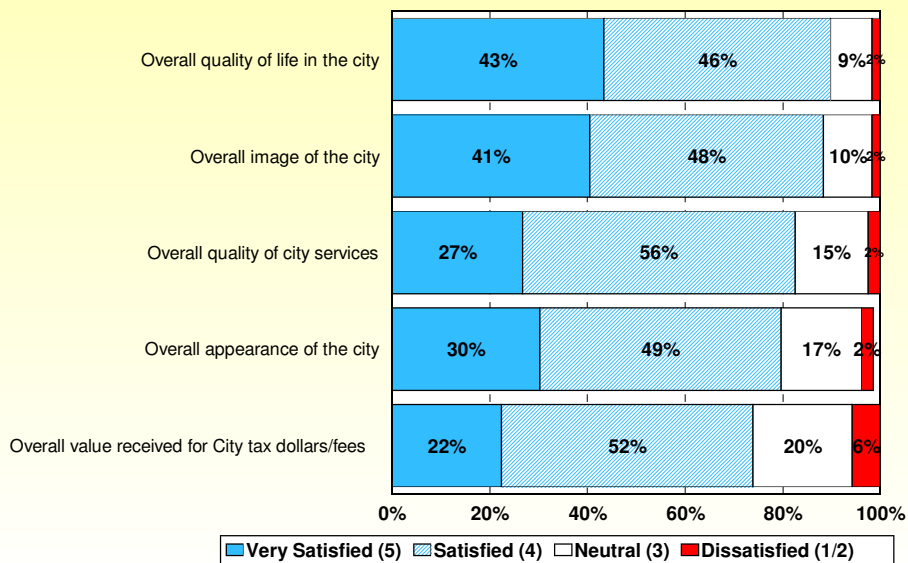
by percentage of residents surveyed who selected the item as one of their top three choices



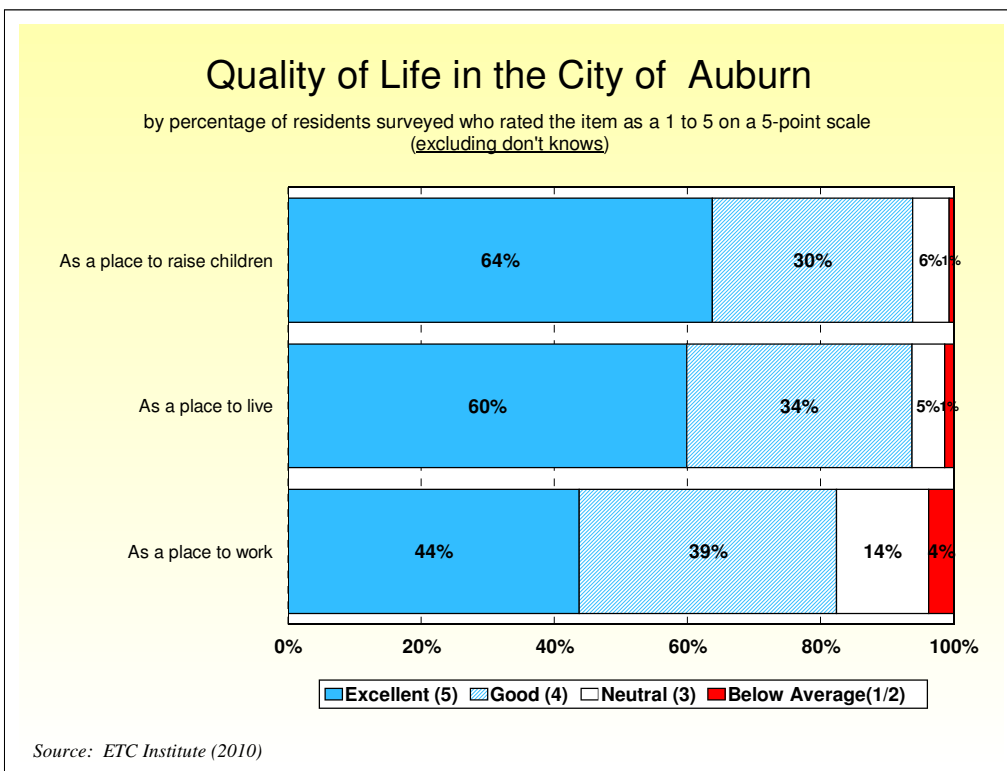
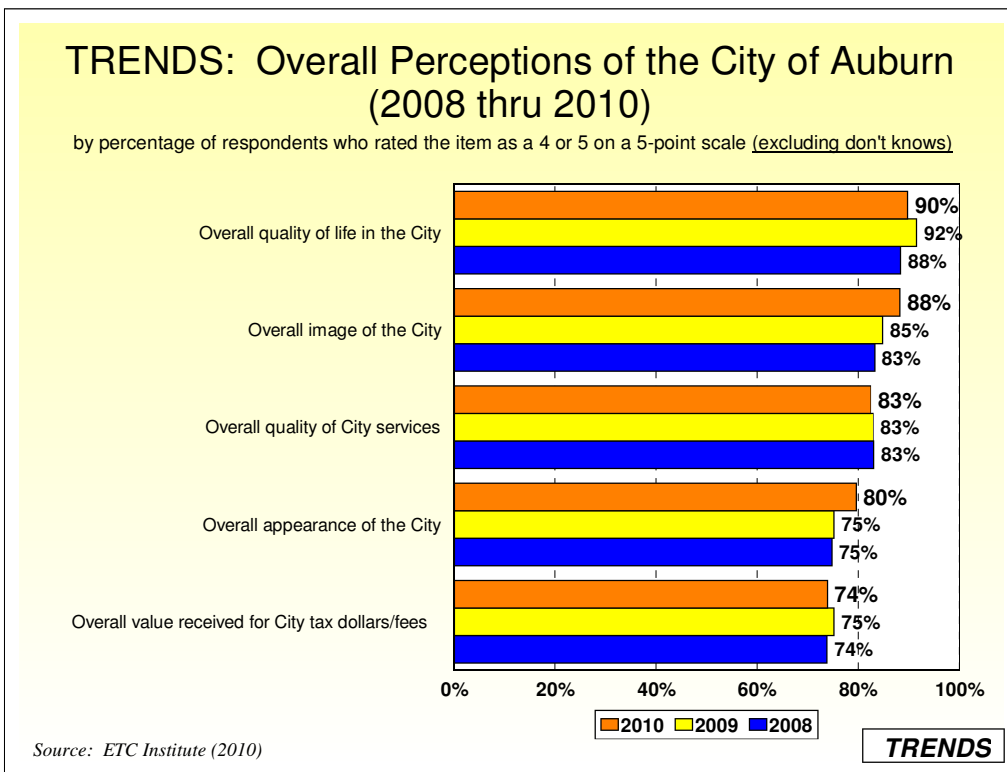
Source: ETC Institute (2010)

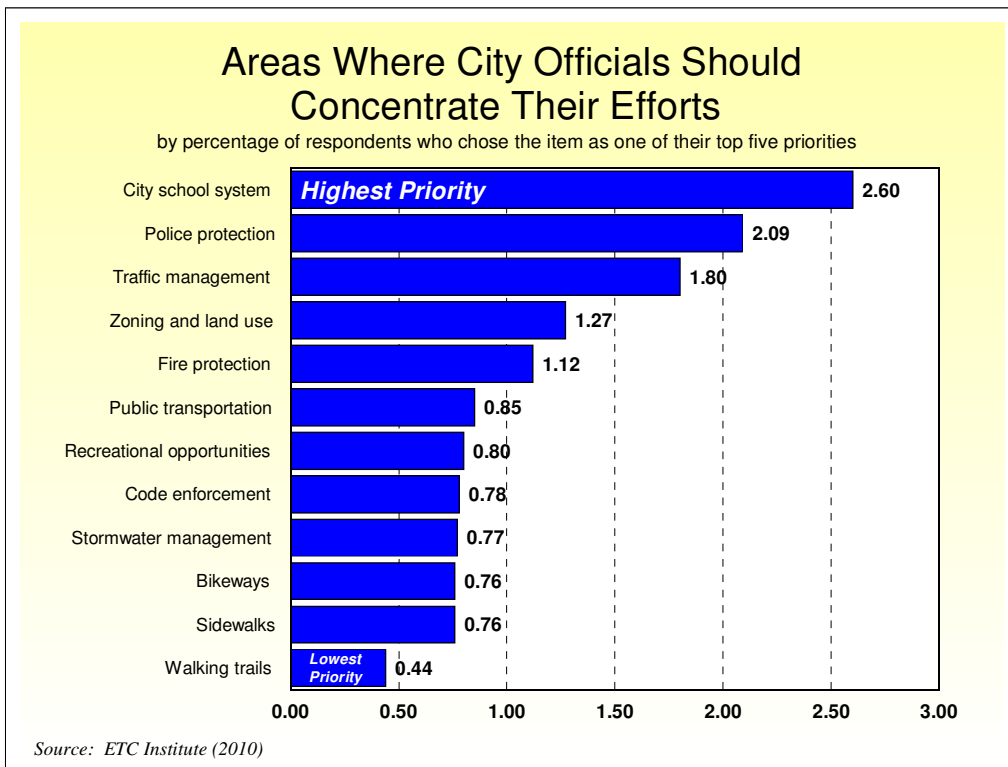
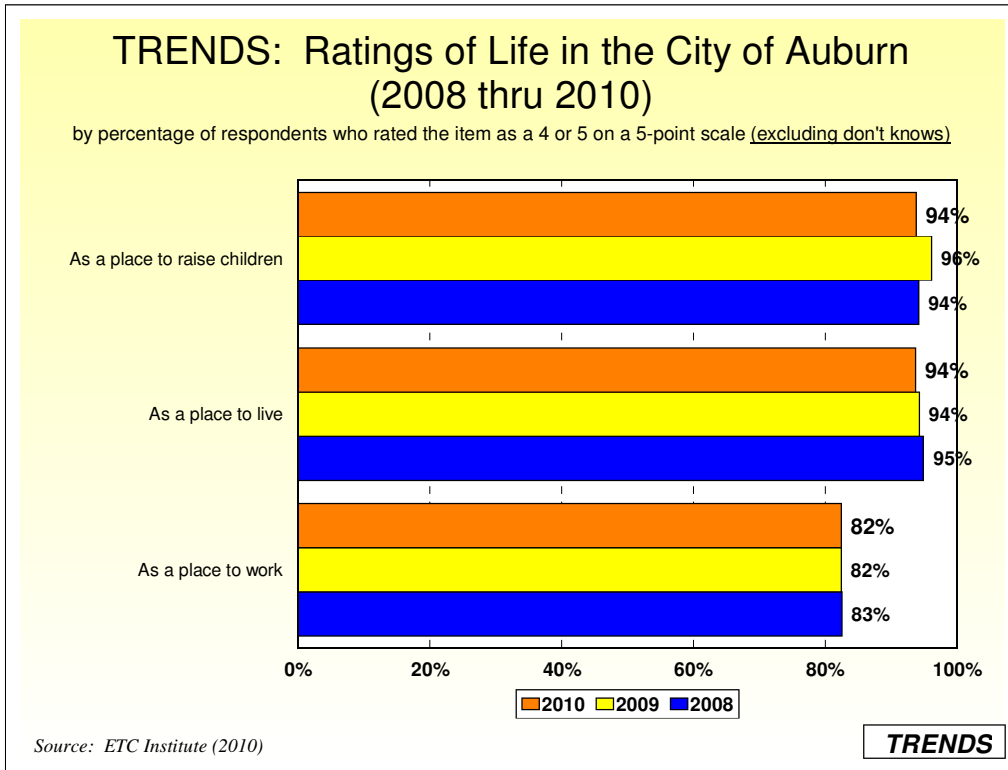
### Satisfaction With Items That Influence the Perception Residents Have of the City

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 (2010)

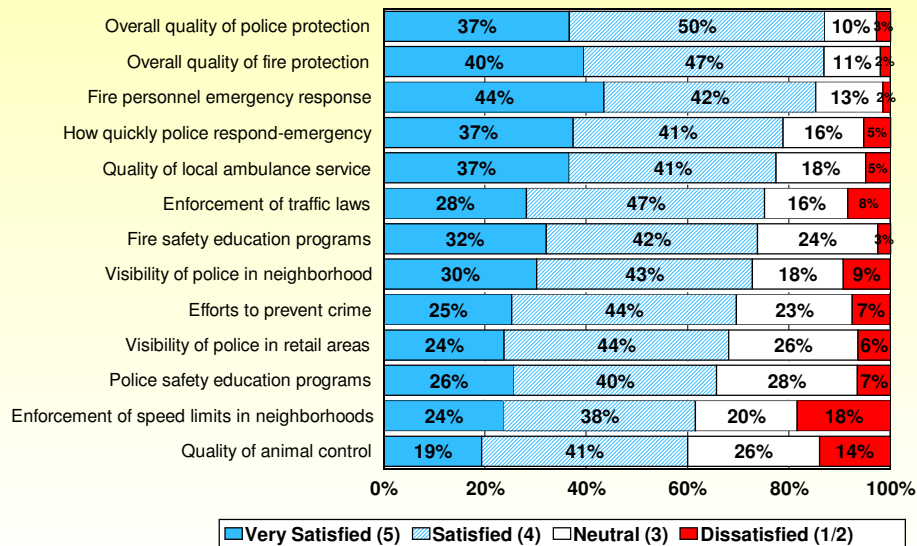




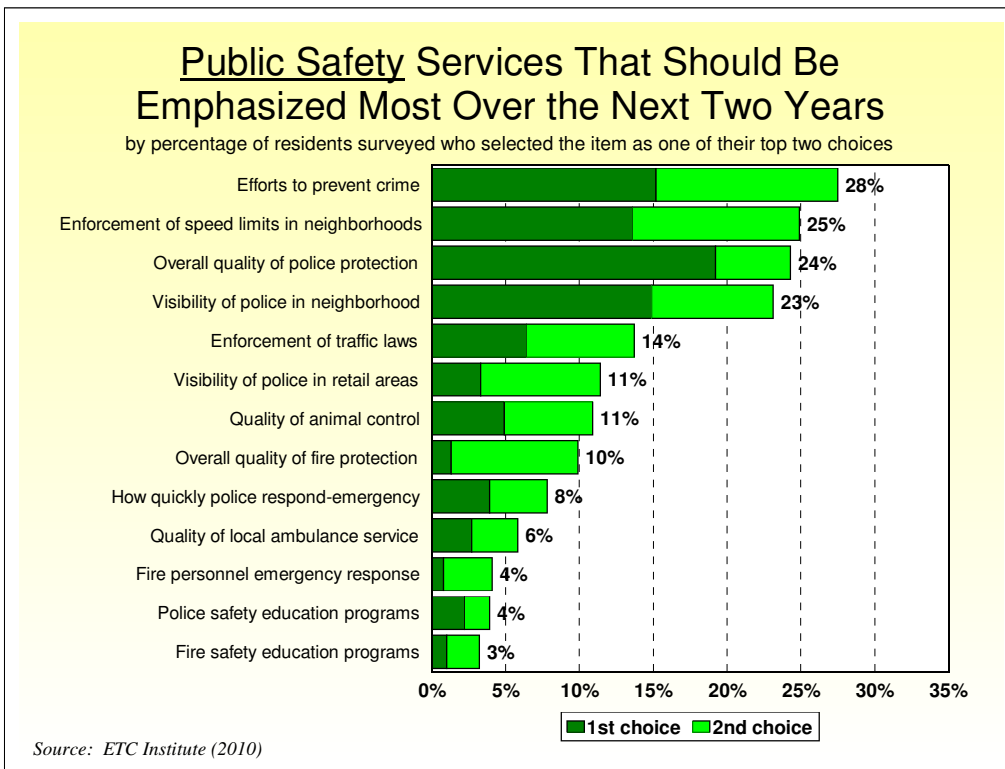
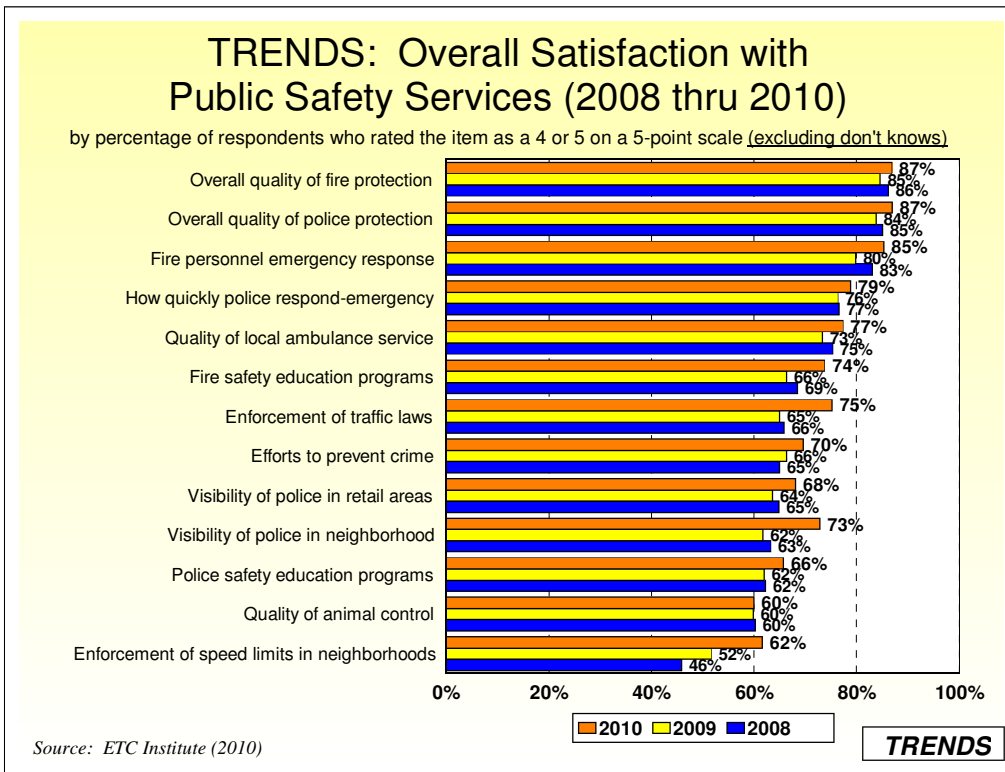
# PUBLIC SAFETY

## 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)



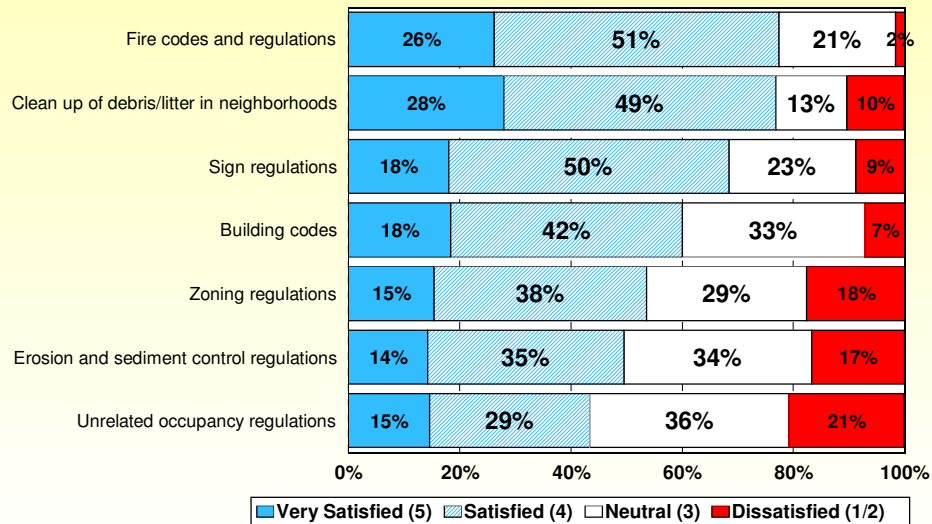
Source: ETC Institute (2010)



# CITY CODES AND ORDINANCES

## Satisfaction with Enforcement of City Codes and Ordinances

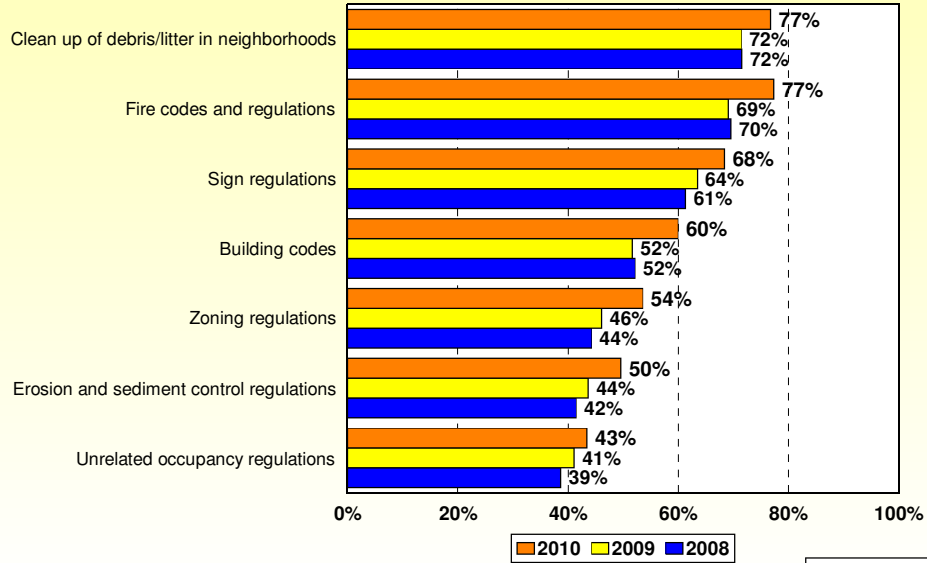
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2010)

### TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2008 thru 2010)

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

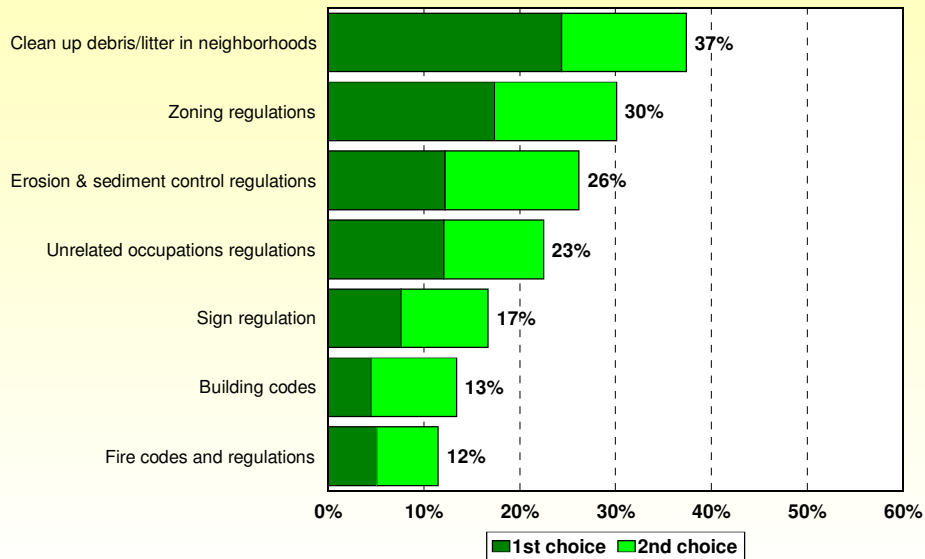


Source: ETC Institute (2010)

**TRENDS**

### Codes and Ordinances 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



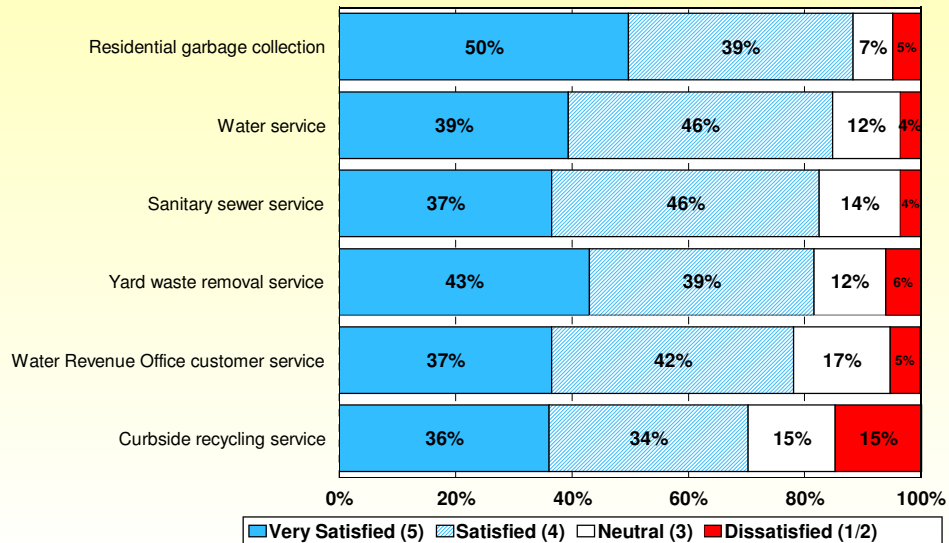
Source: ETC Institute (2010)



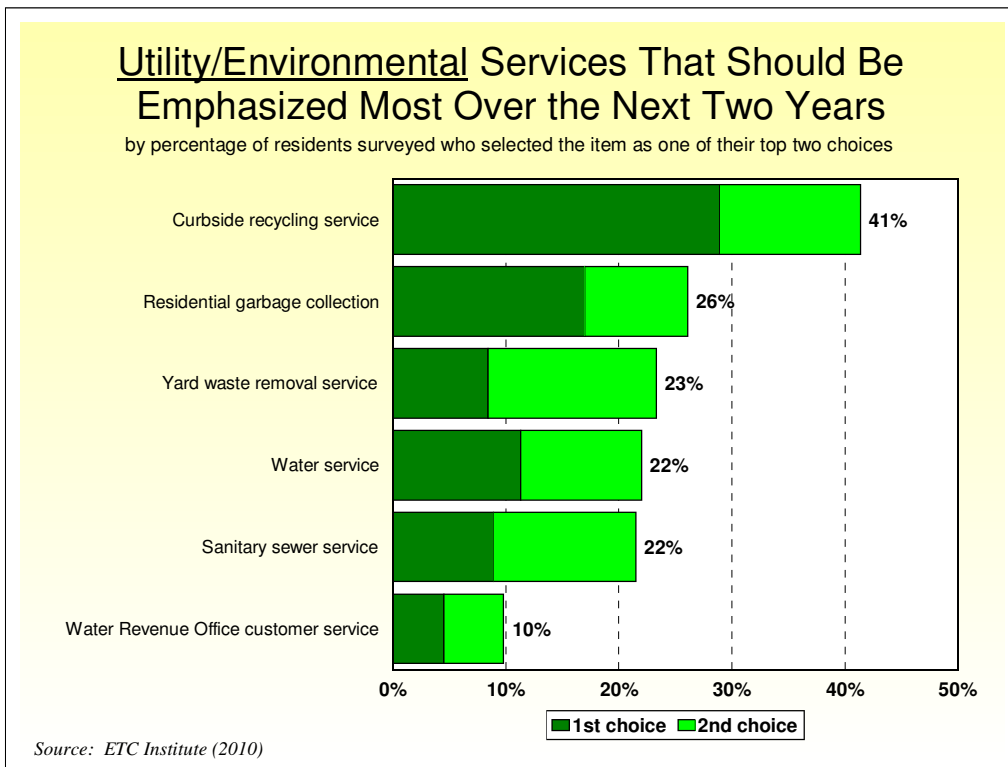
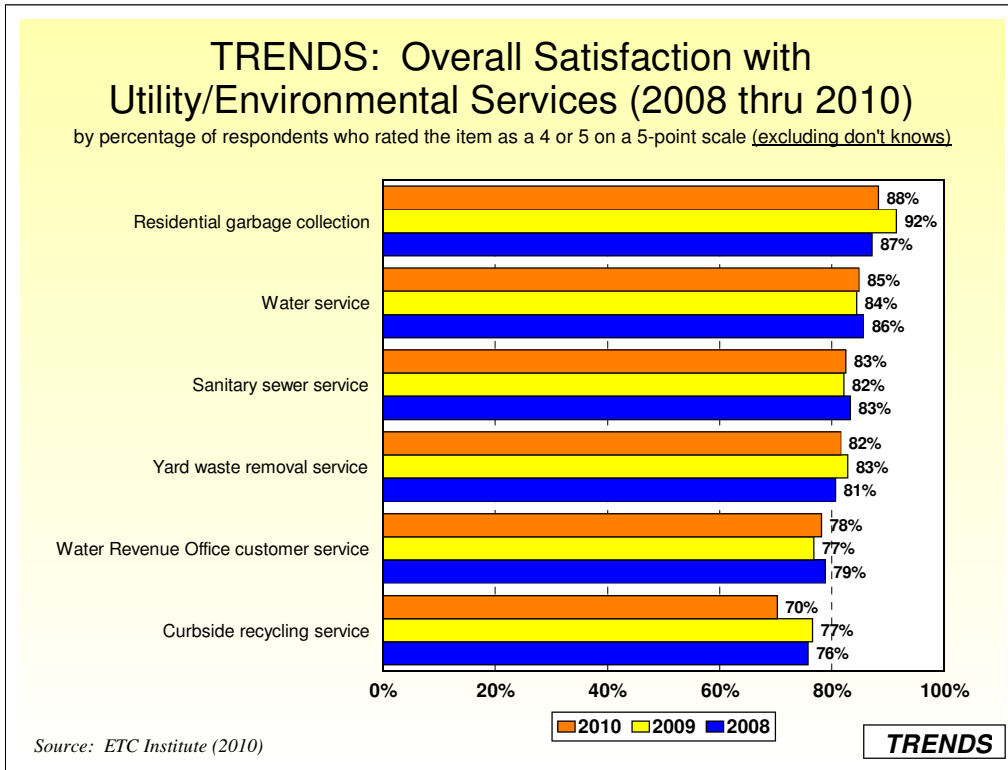
# UTILITY AND ENVIRONMENTAL SERVICES

## Satisfaction with Various Aspects of Utility/Environmental Services

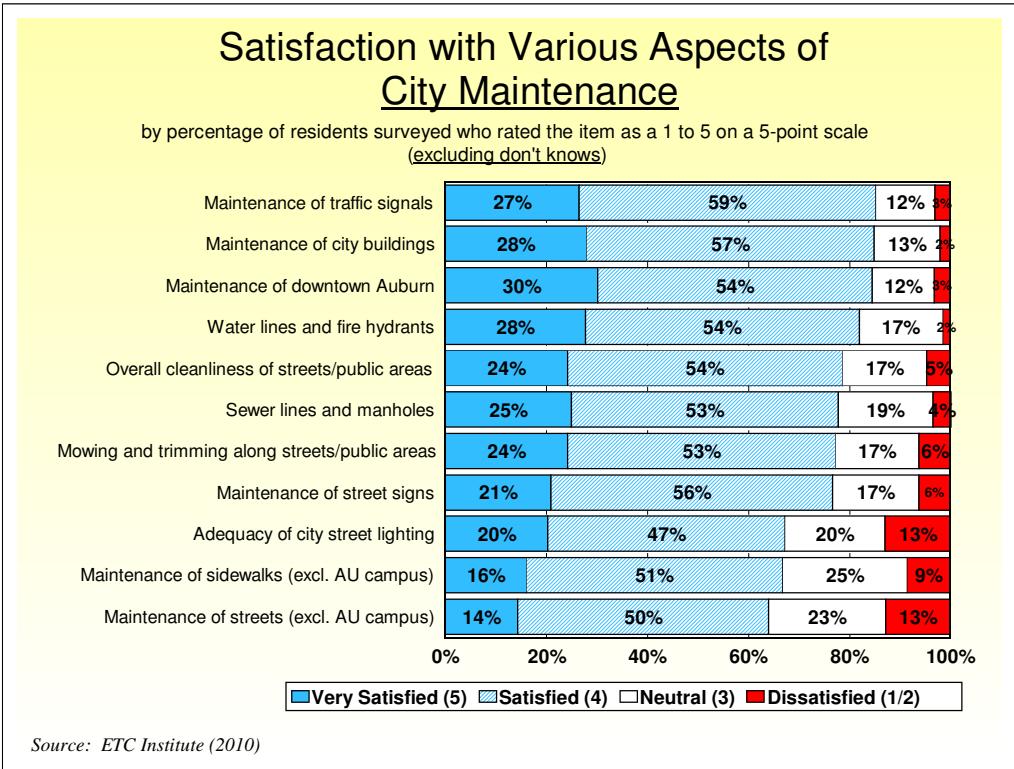
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

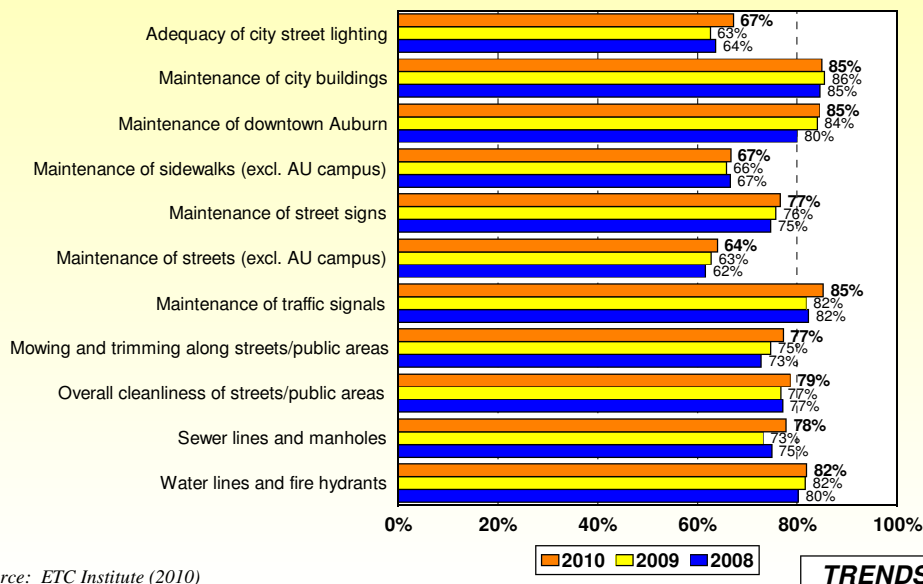


# CITY MAINTENANCE



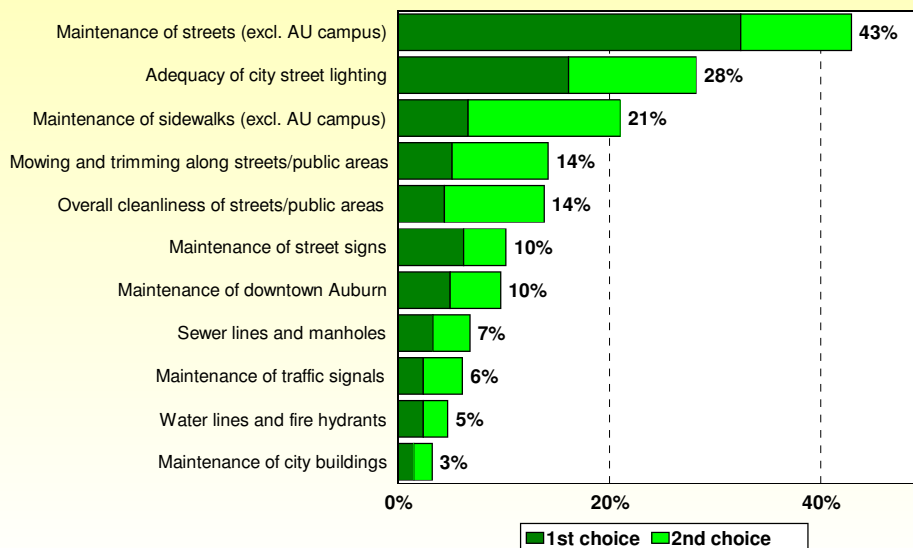
## TRENDS: Overall Satisfaction with City Maintenance (2008 thru 2010)

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

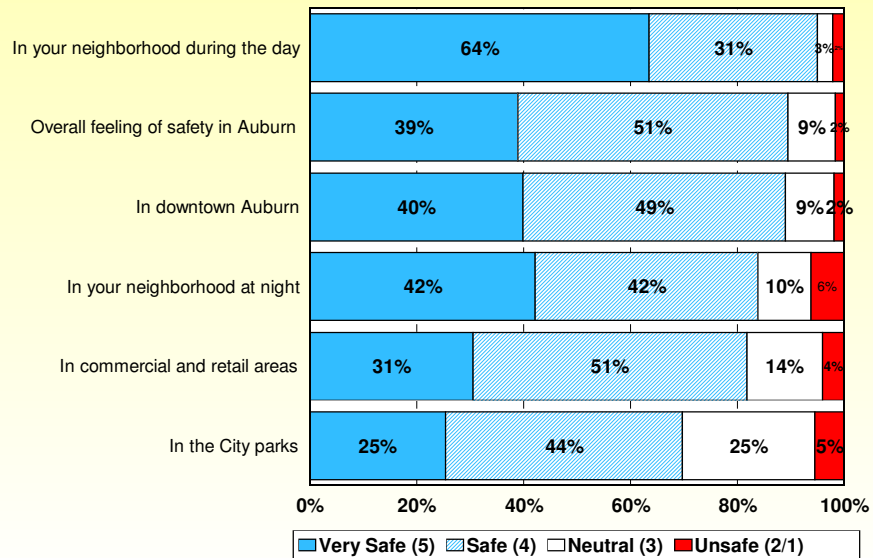
by percentage of residents surveyed who selected the item as one of their top two choices



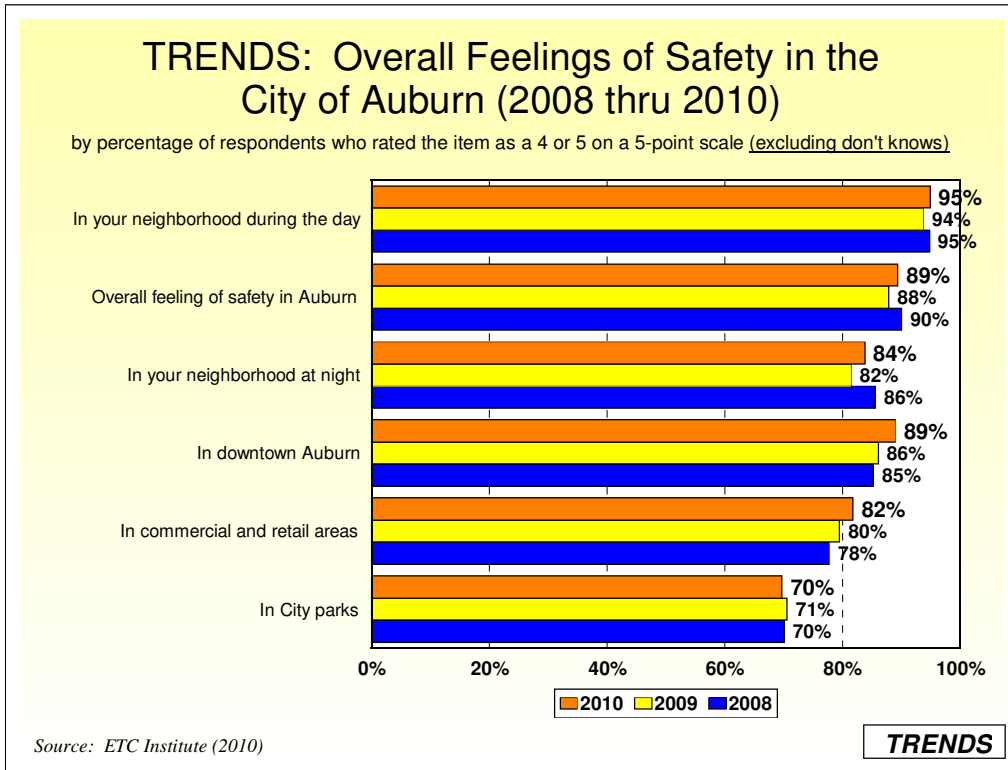
# FEELING OF SAFETY

## Feelings of Safety in Auburn

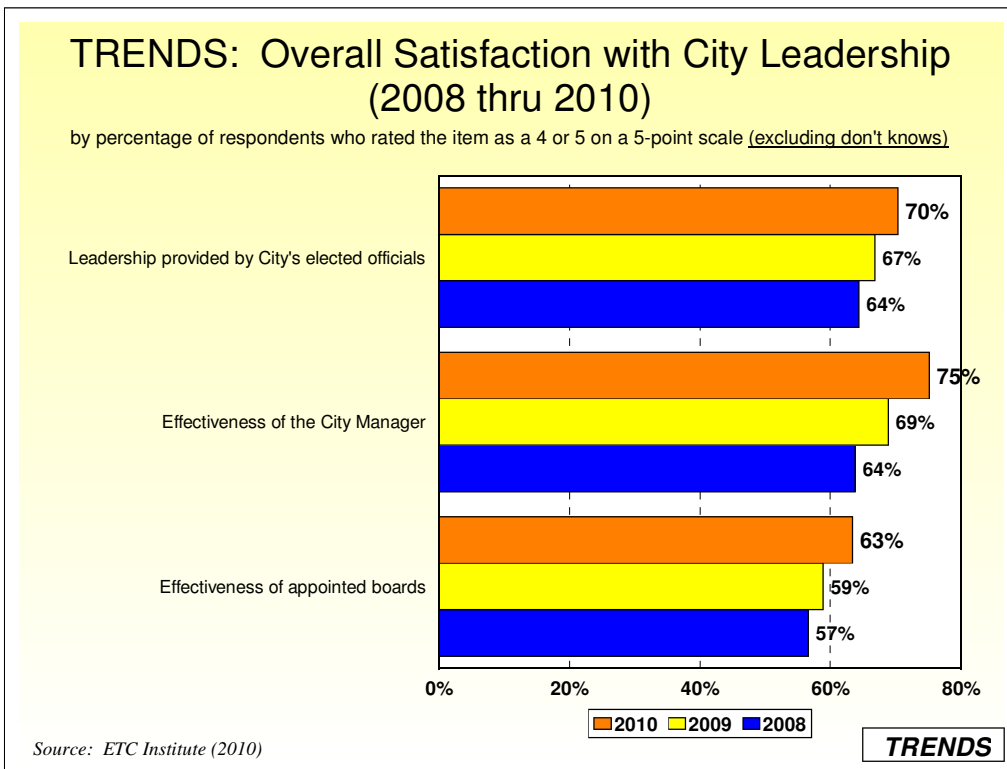
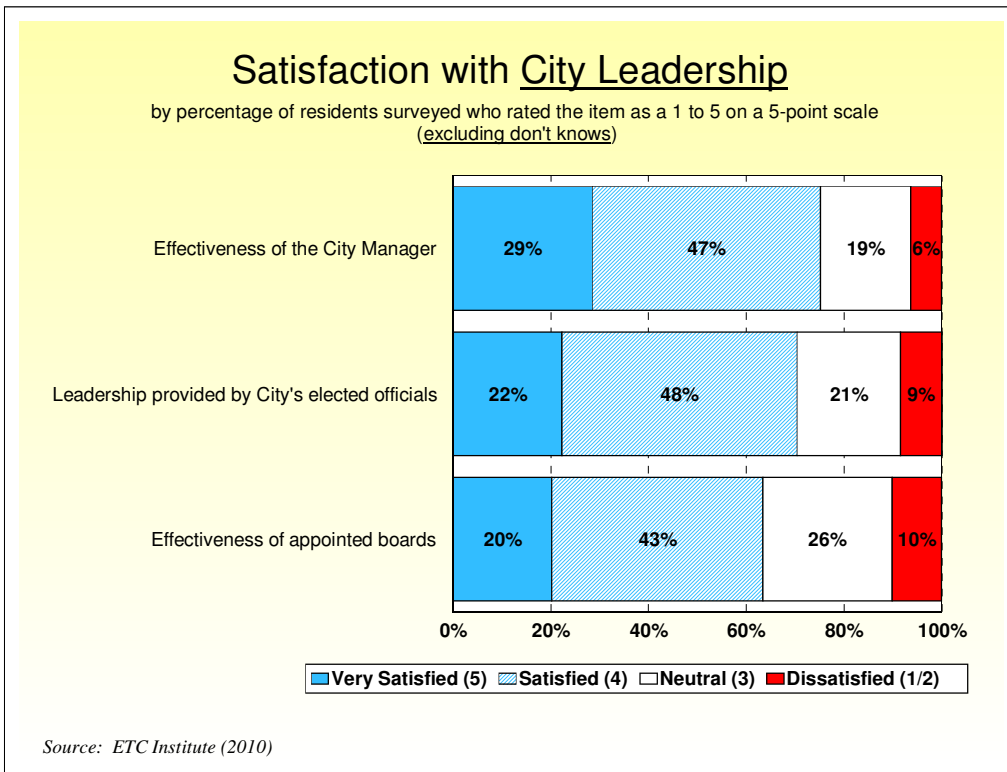
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2010)



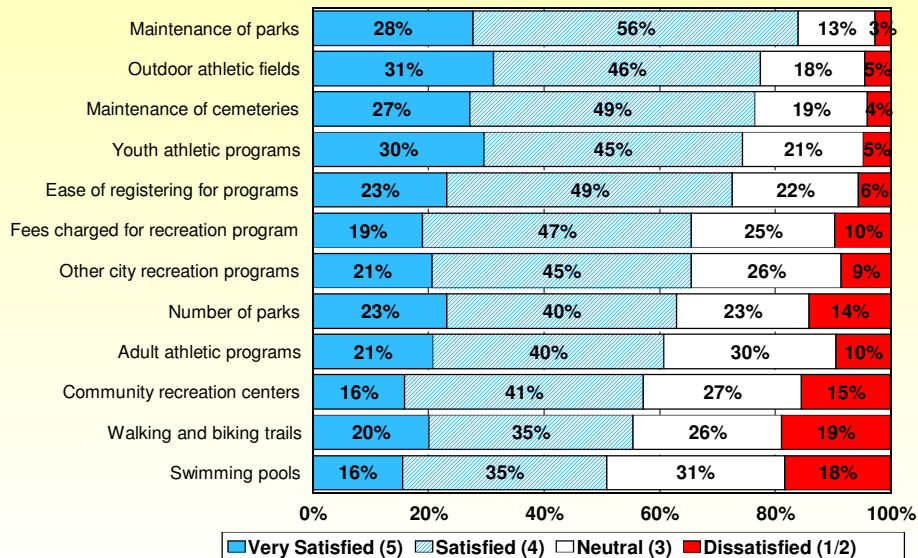
# CITY LEADERSHIP



# PARKS & RECREATION

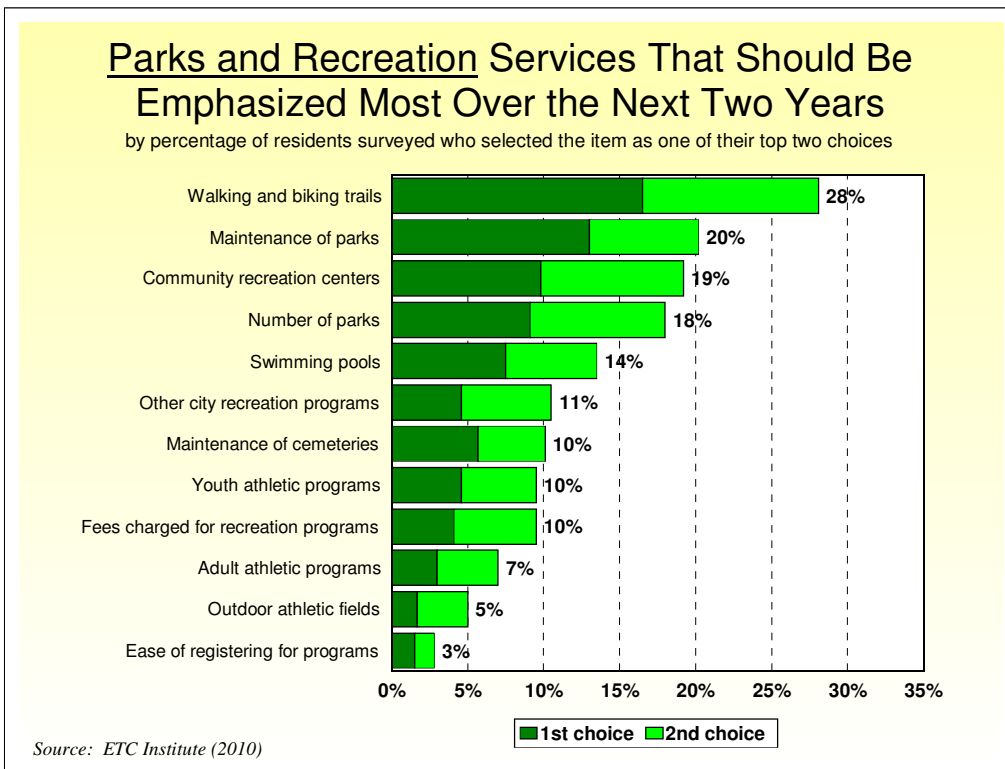
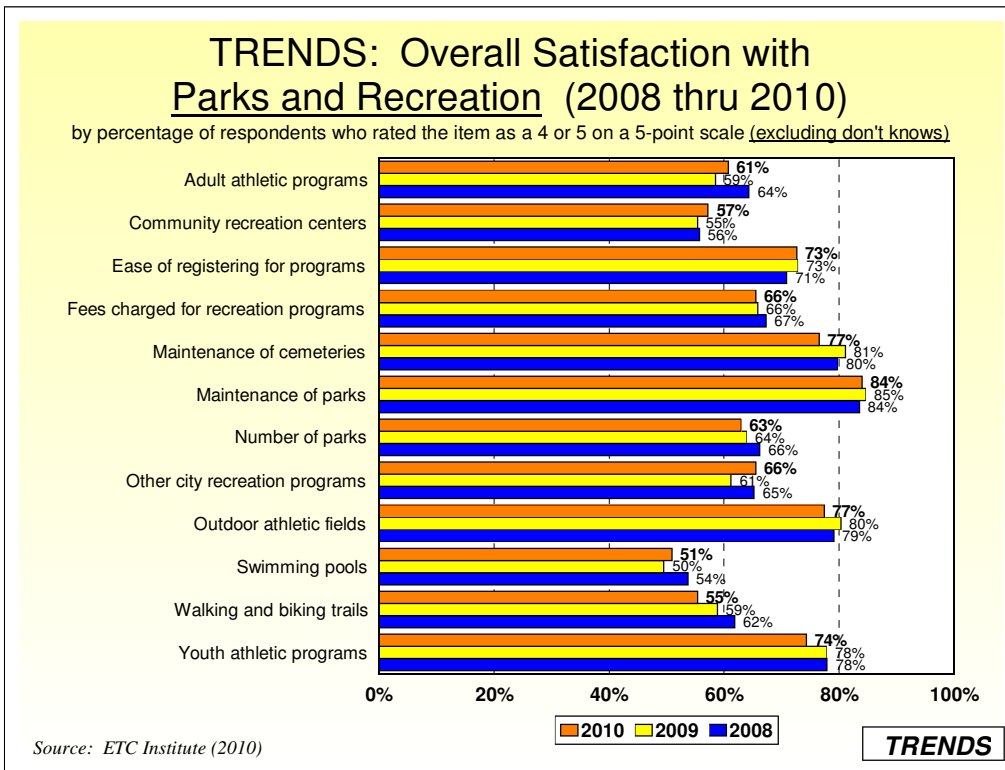
## Satisfaction with Various Aspects of Parks and Recreation

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 (2010)

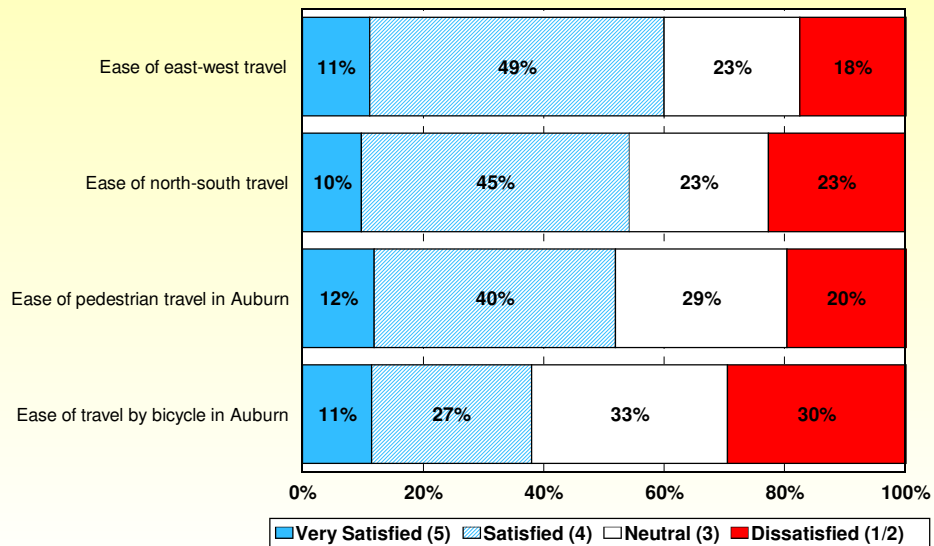




# Traffic Flow

## Satisfaction with Various Aspects of Traffic Flow

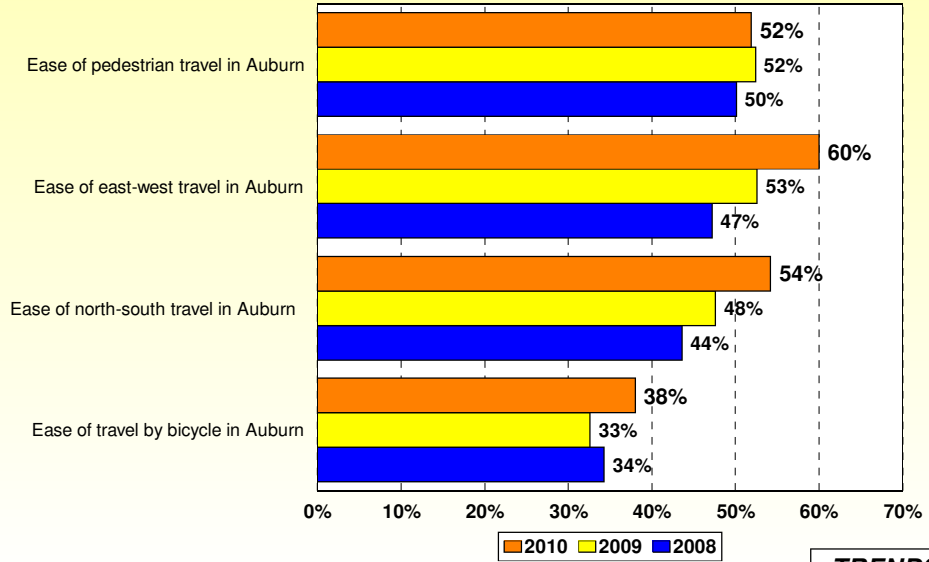
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



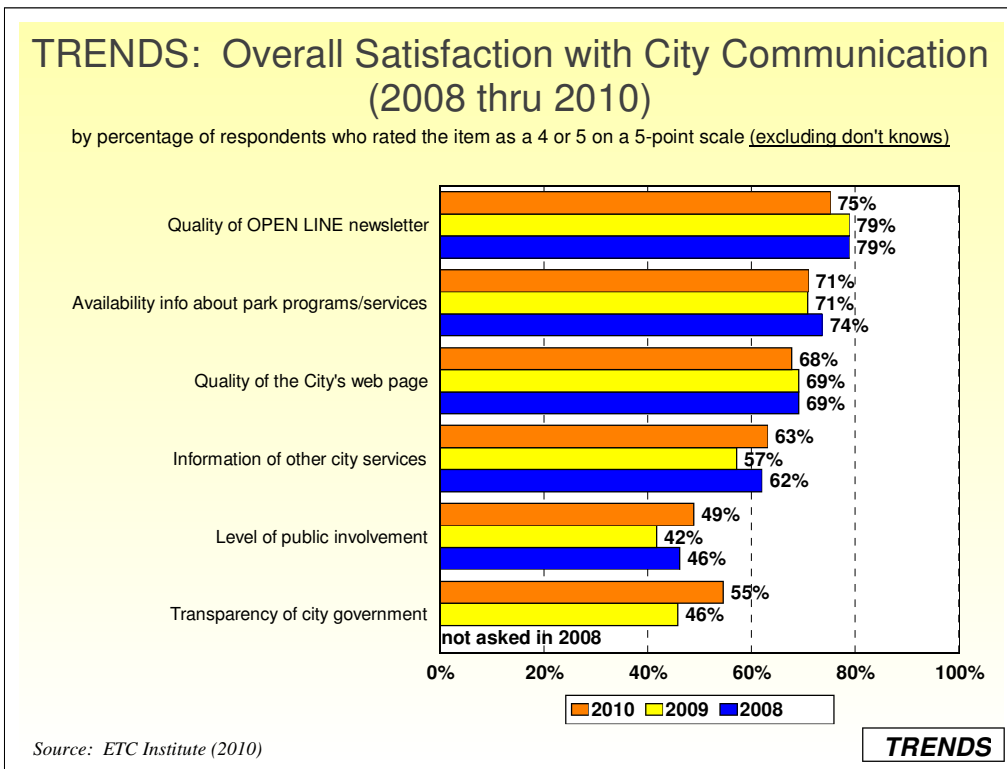
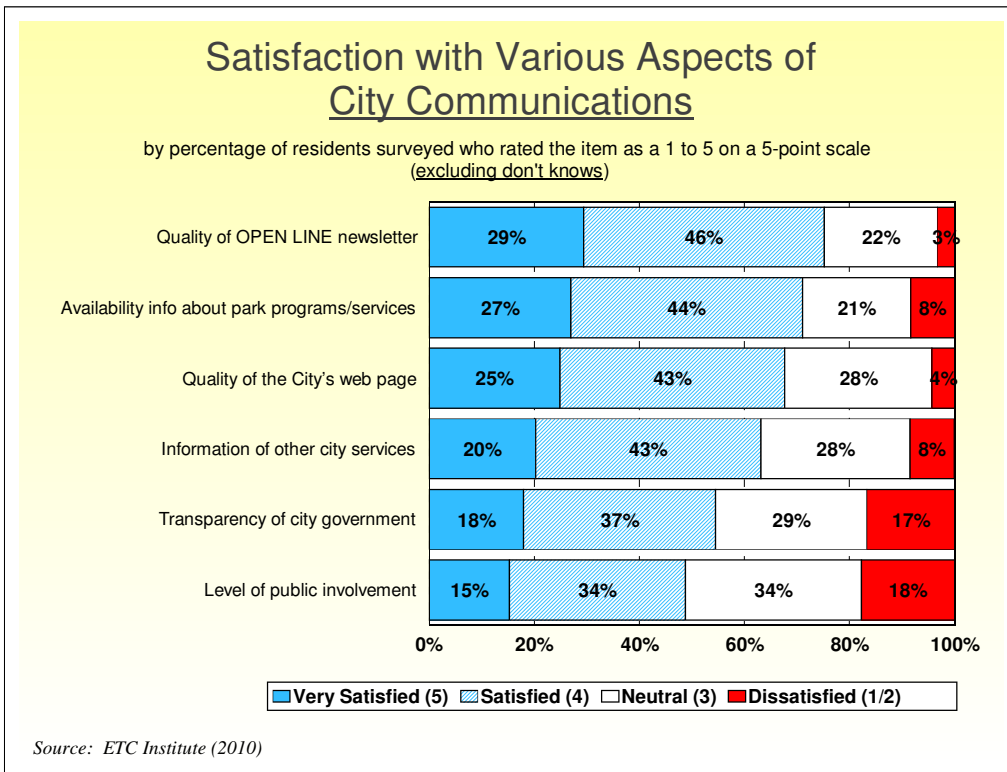
Source: ETC Institute (2010)

## TRENDS: Overall Satisfaction with Traffic Flow (2008 thru 2010)

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



# CITY COMMUNICATIONS

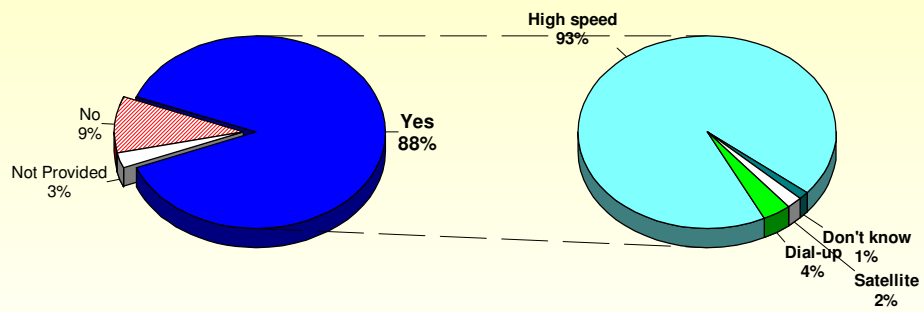


# OTHER ISSUES

## Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

### Do You Have High Speed or Dial-up Access?

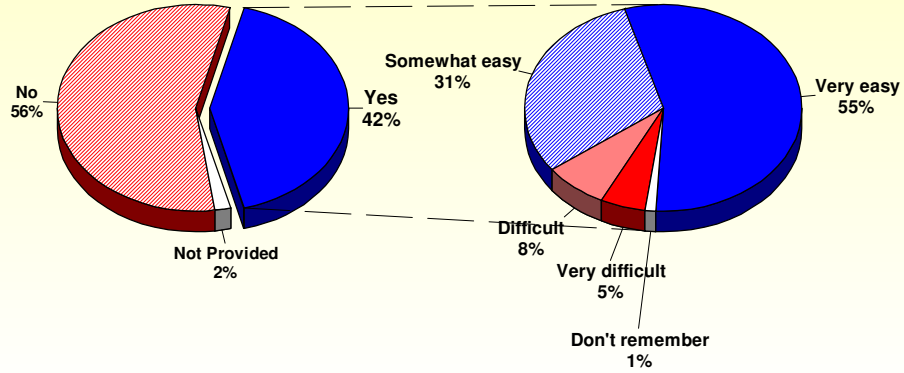


Source: ETC Institute (2010)

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

by percentage of residents surveyed

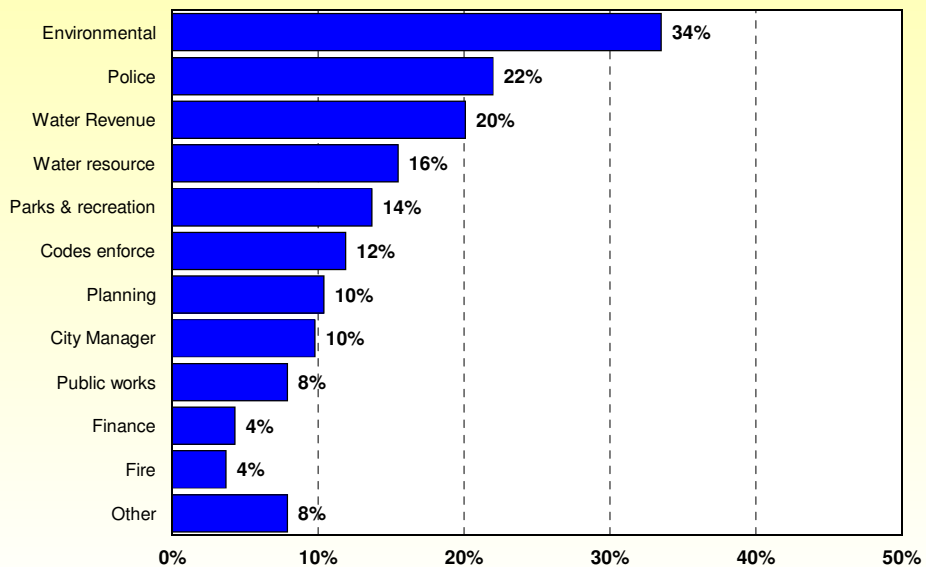
### How easy was it to contact the person you needed to reach?



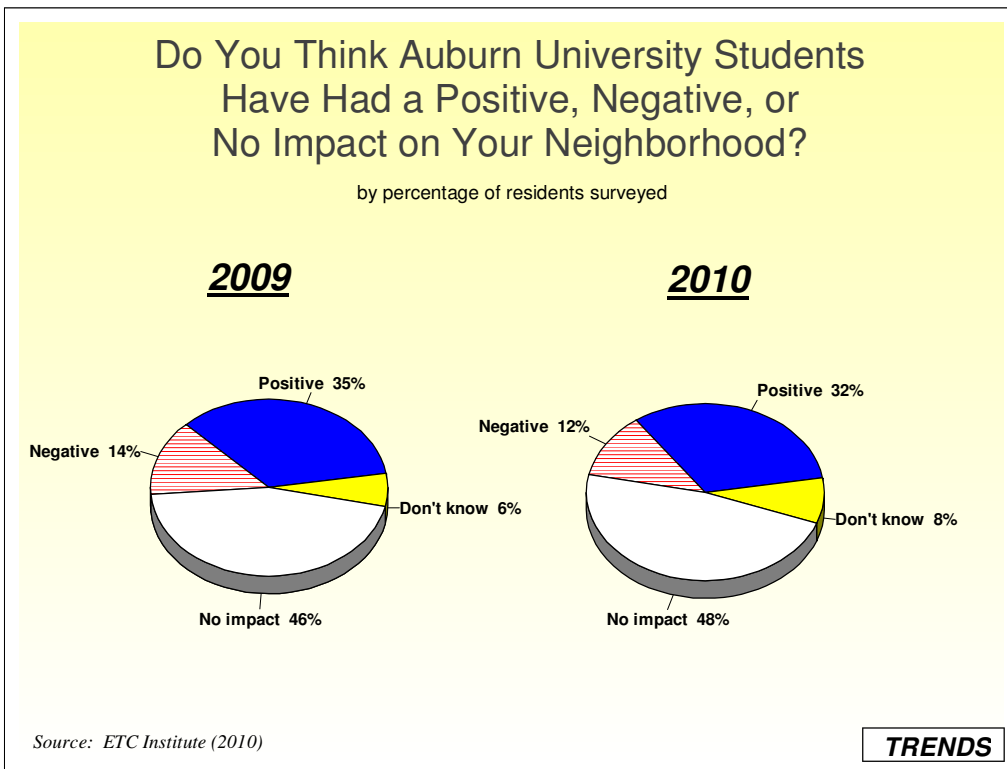
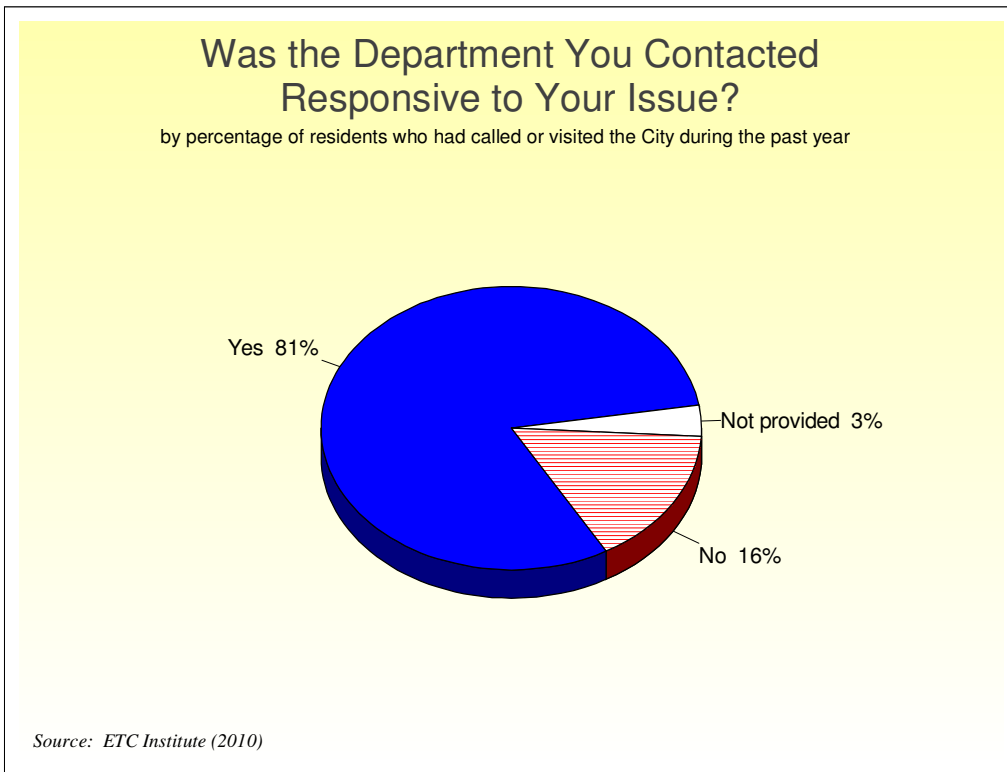
Source: ETC Institute (2010)

### What City department did you contact?

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

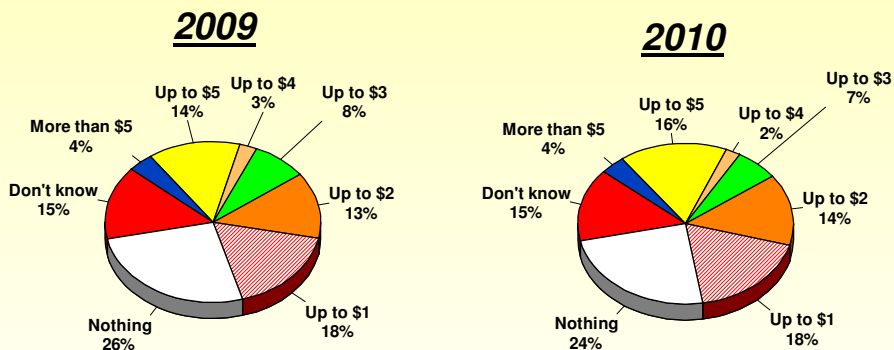


Source: ETC Institute (2010)



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

by percentage of residents surveyed

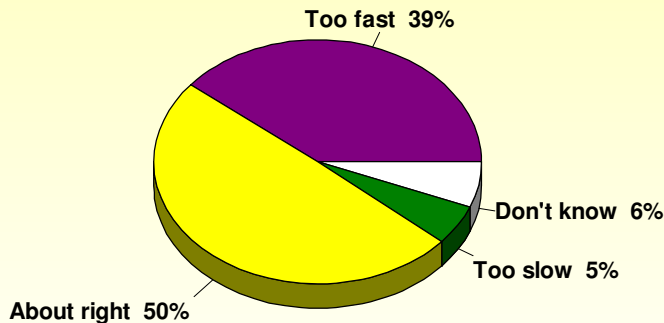


Source: ETC Institute (2010)

**TRENDS**

### Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?

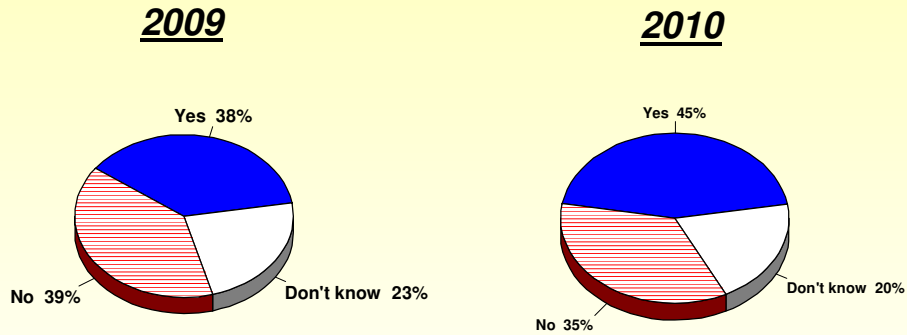
by percentage of residents surveyed



Source: ETC Institute (2010)



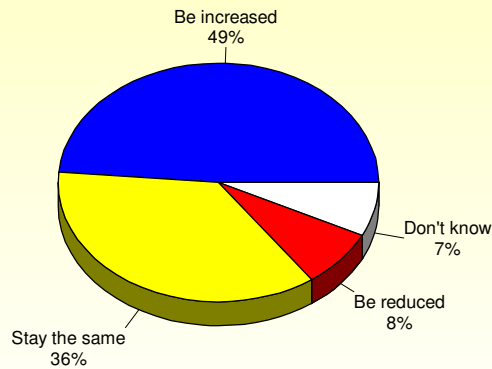
Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?  
by percentage of residents surveyed



Source: ETC Institute (2010)

**TRENDS**

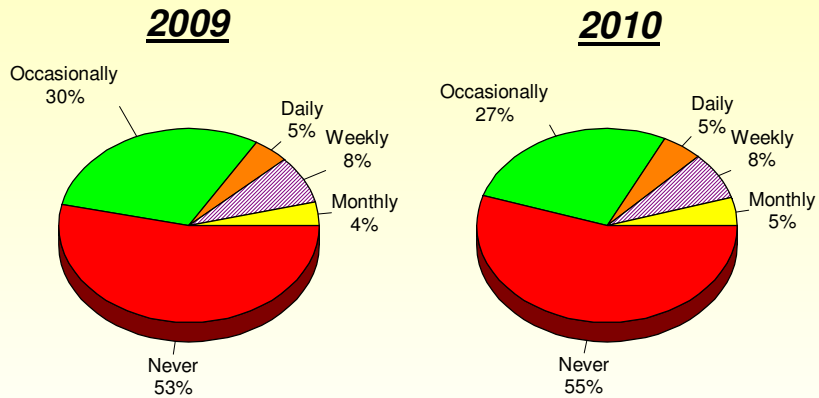
Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?  
by percentage of residents surveyed



Source: ETC Institute (2010)

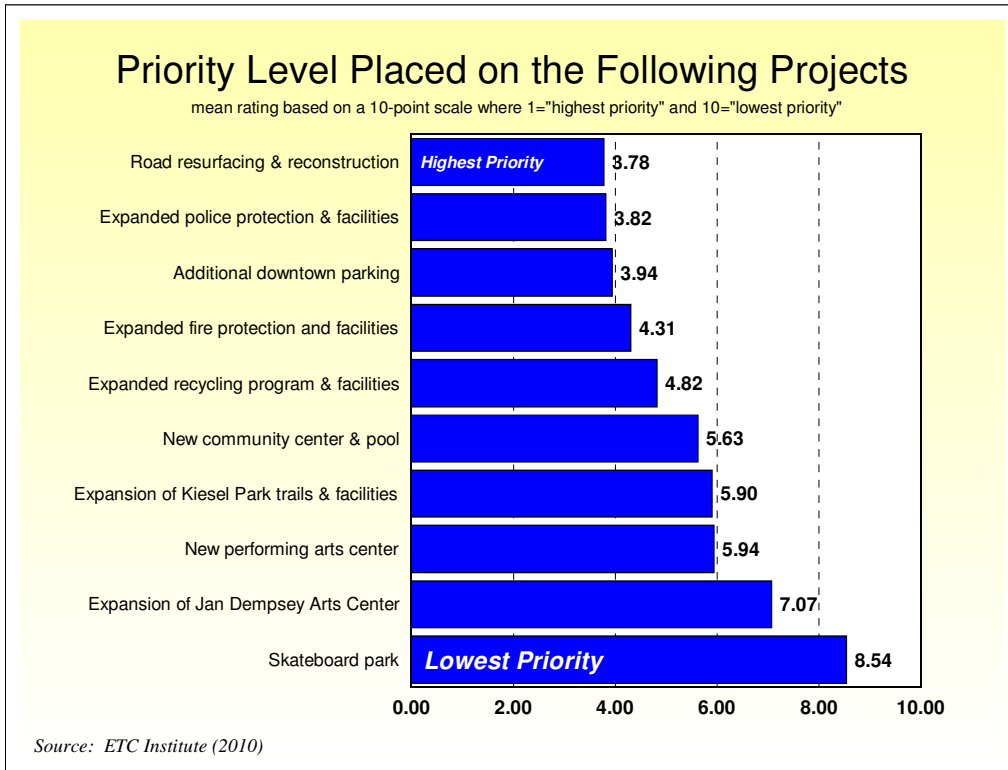
## How often do you use the City's bicycle lanes and facilities?

by percentage of residents surveyed



Source: ETC Institute (2010)

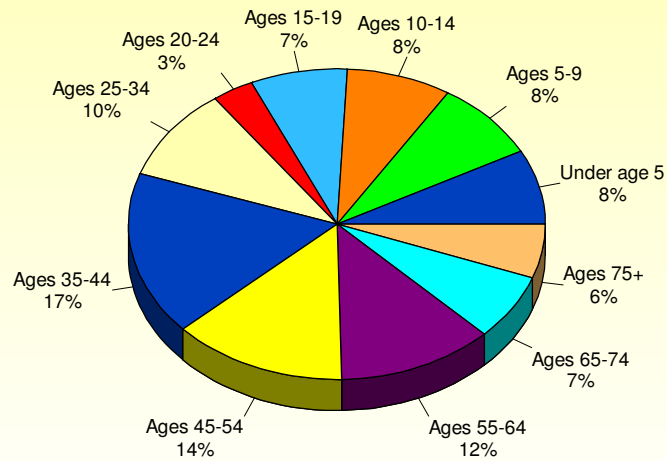
## Priority for Various Projects



# Demographics

### Demographics: Ages of people in respondents' households

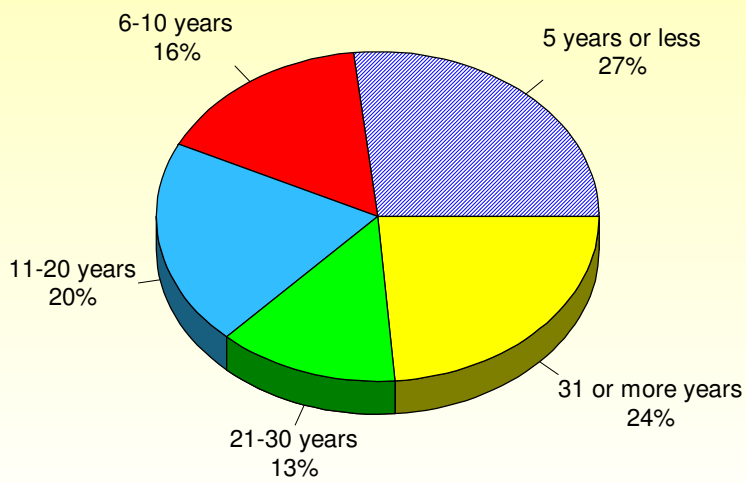
by percentage of residents surveyed



Source: ETC Institute (2010)

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

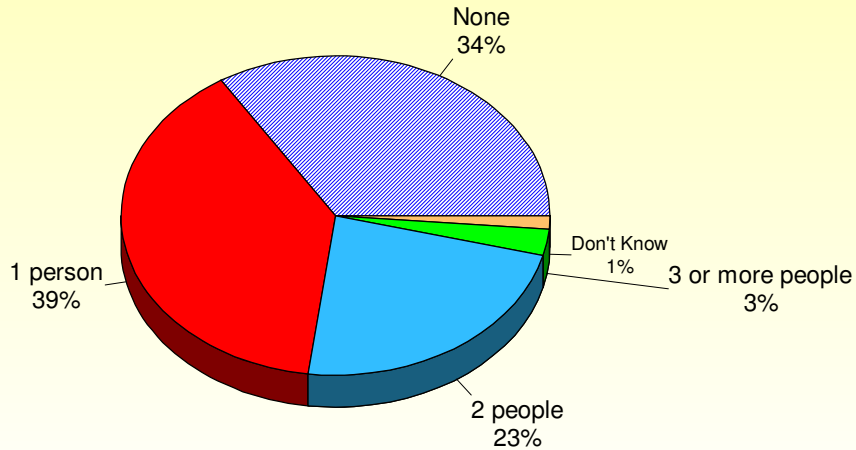
by percentage of residents surveyed



Source: ETC Institute (2010)

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

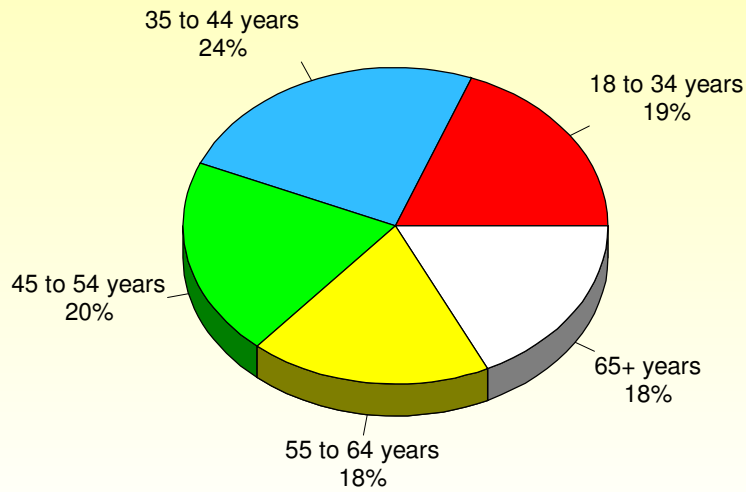
by percentage of residents surveyed



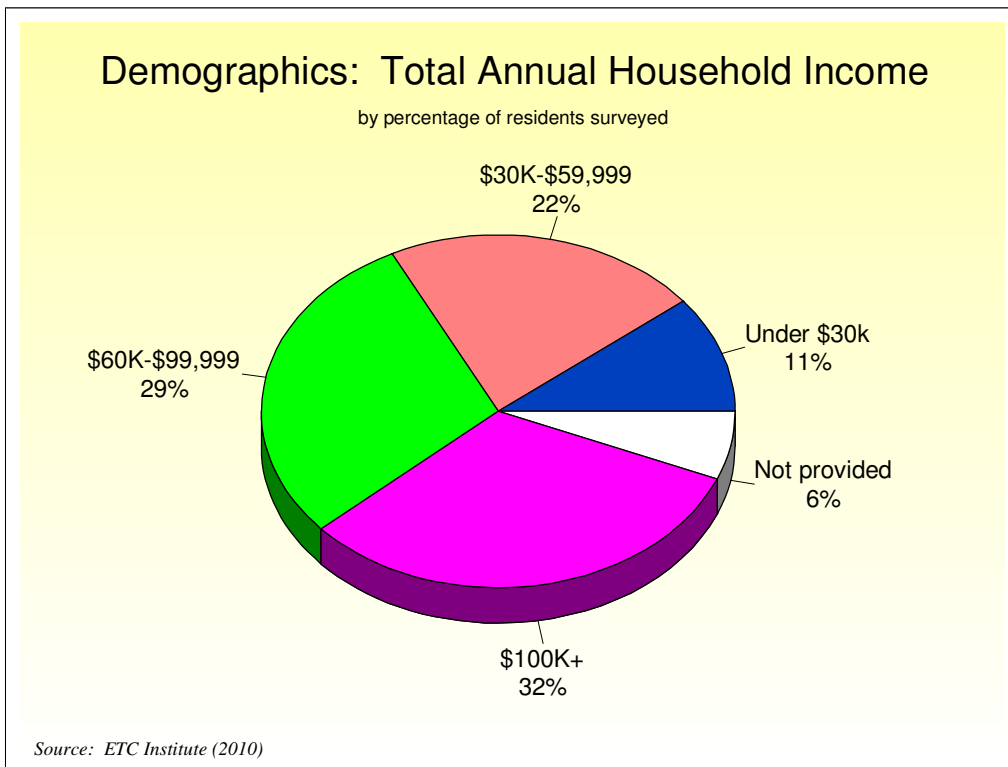
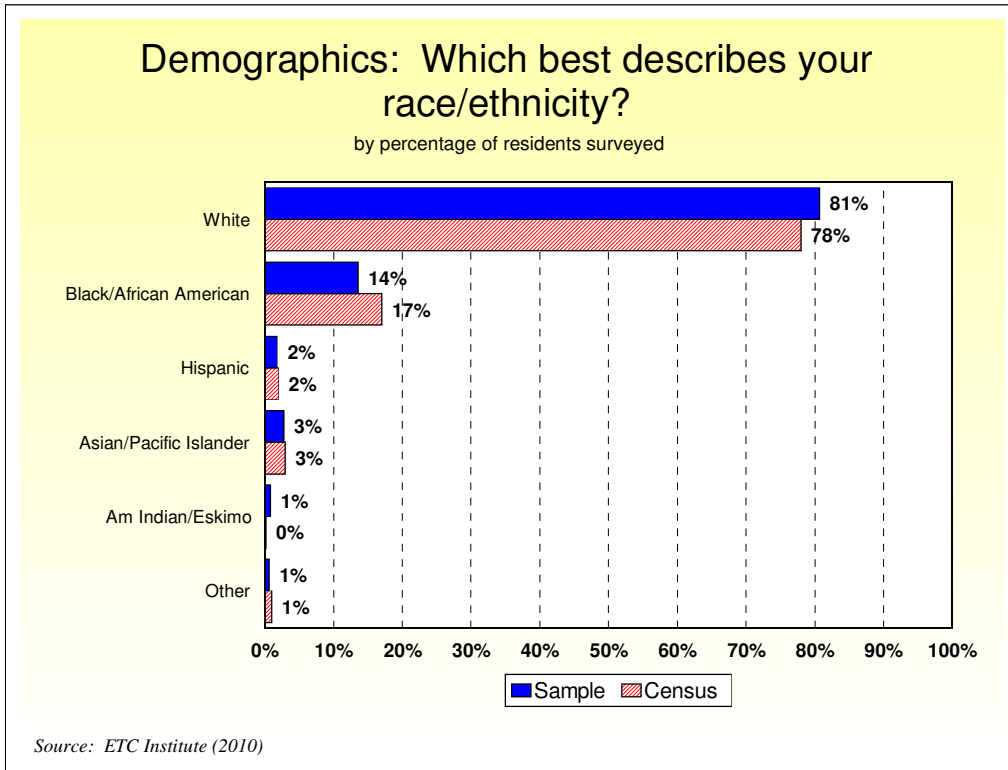
Source: ETC Institute (2010)

### Demographics: What is Your Age?

by percentage of residents surveyed

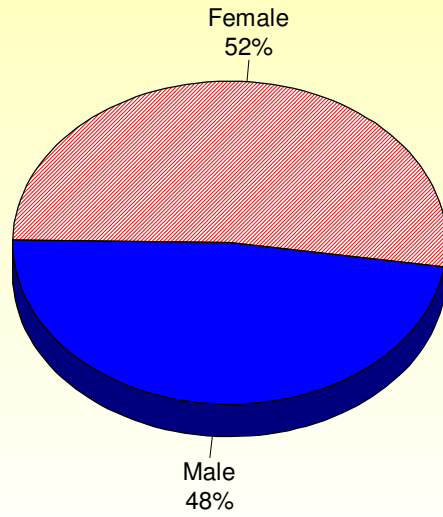


Source: ETC Institute (2010)



## Demographics: Gender of the Respondents

by percentage of residents surveyed

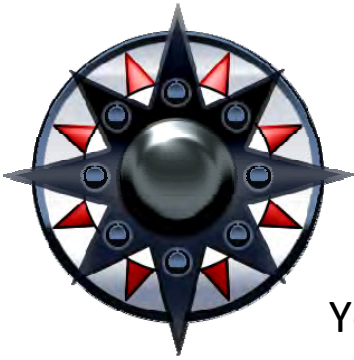


Source: ETC Institute (2010)

## Section 2: **Benchmarking Data**

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# DirectionFinder Survey

## Year 2010 Benchmarking Summary Report

### Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions.

Since November of 1999, the survey has been administered in more than 120 cities in 22 states. This report contains benchmarking data for 24 communities in U.S. where the survey was administered during the past two years. The communities represented in this report are medium sized communities with populations between 20,000 and 199,999.

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

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

The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for a various areas of municipal service delivery.

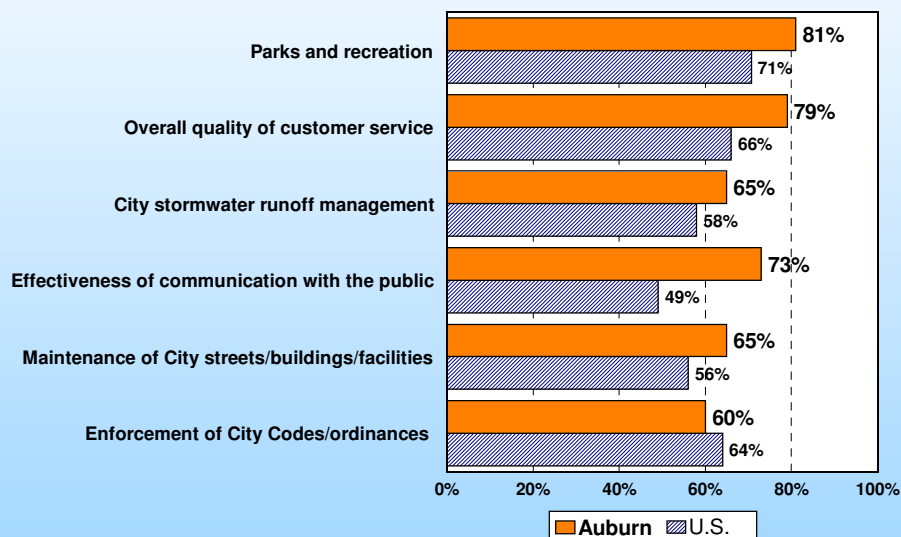
The actual ratings for Auburn are listed to the right of each chart. The dot on each bar shows how the results for Auburn compare to the other communities that were surveyed.

# 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 Various City Services Auburn vs. the U.S.

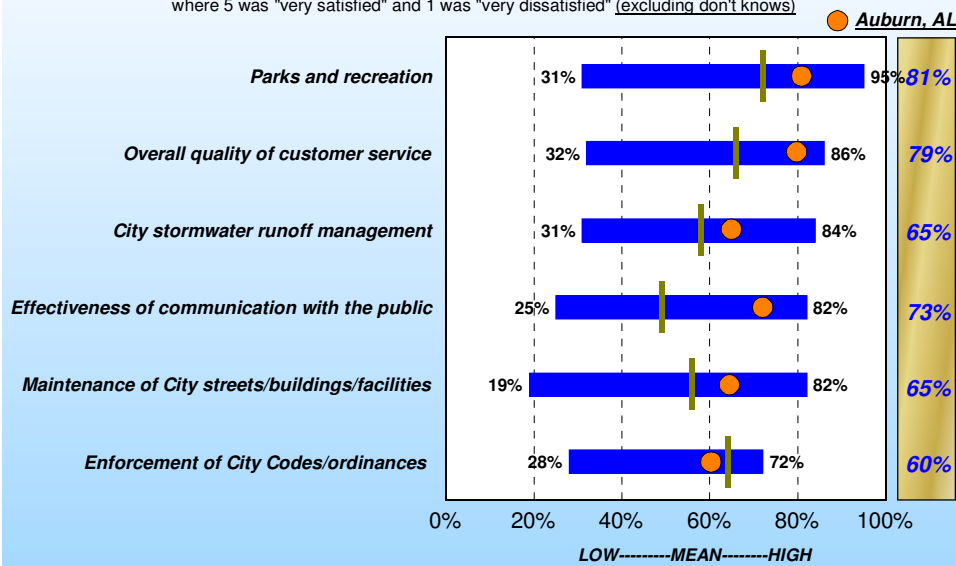
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder (2010)

### Overall Satisfaction with Various City Services by Major Category - 2010

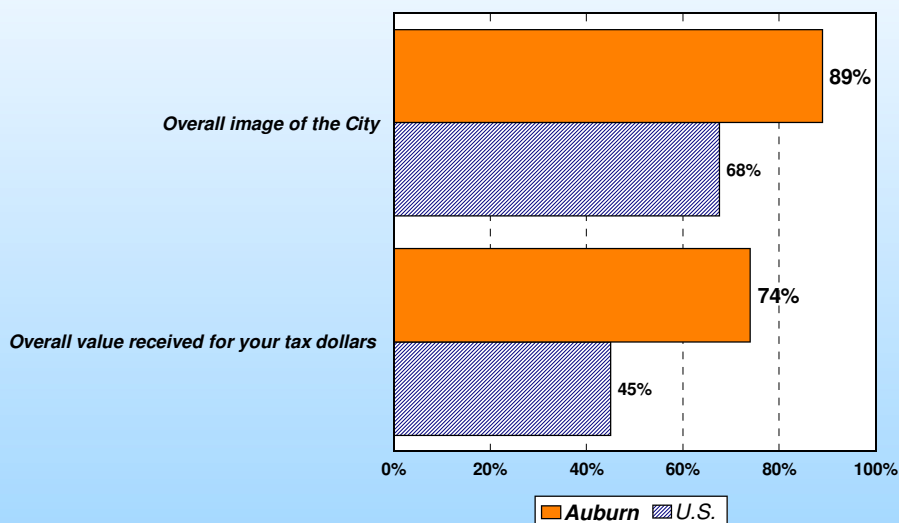
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



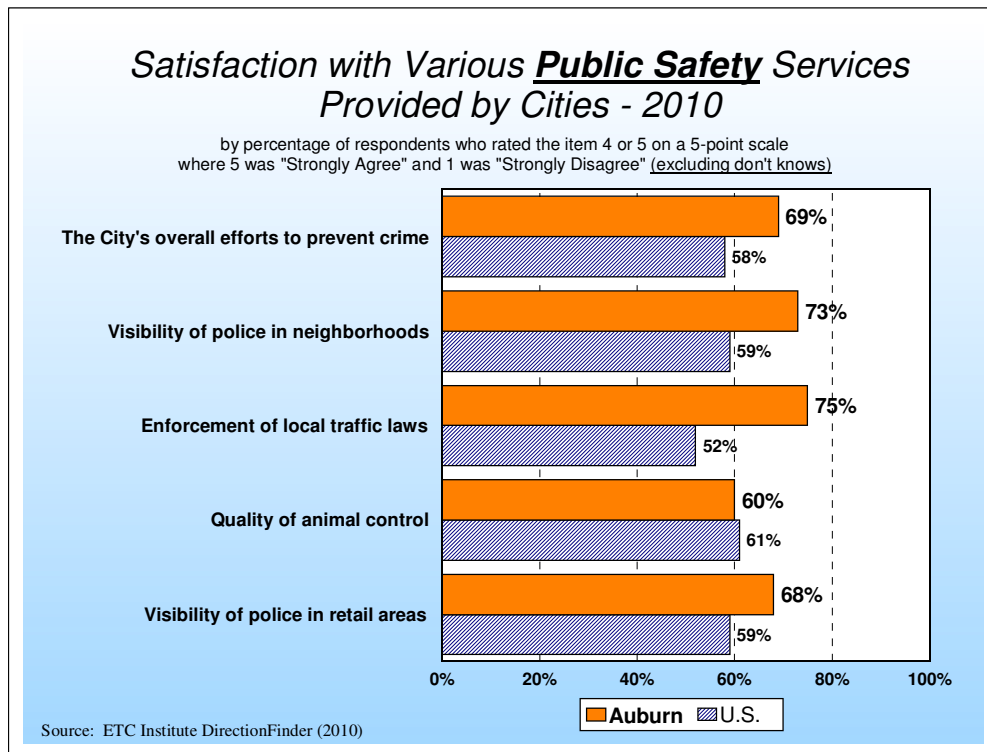
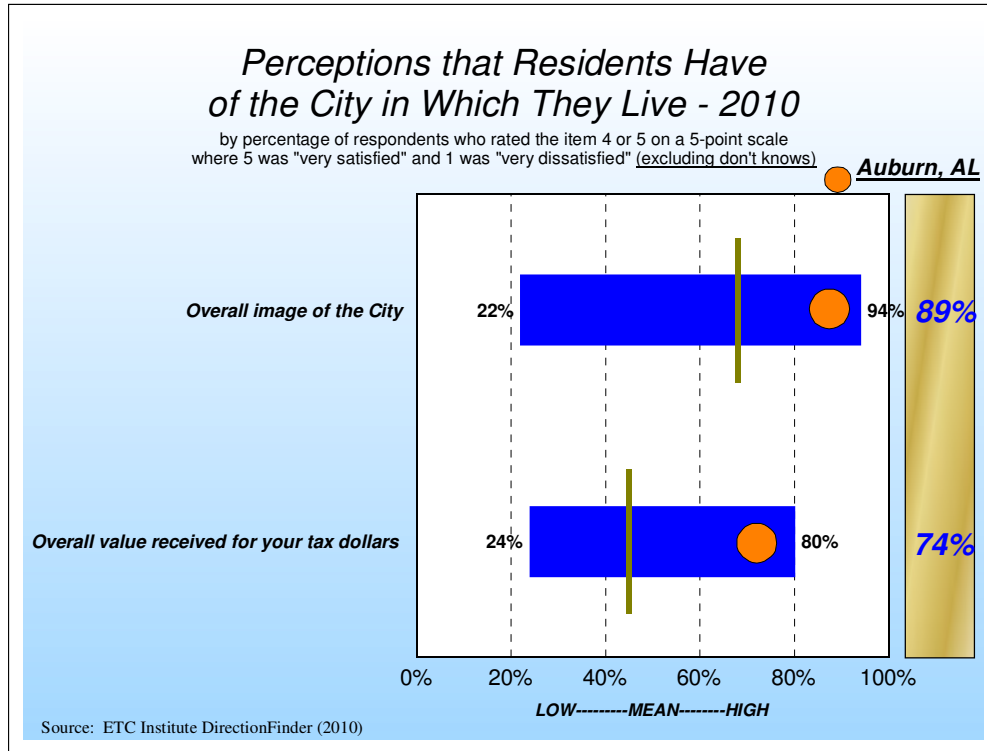
Source: ETC Institute DirectionFinder (2010)

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



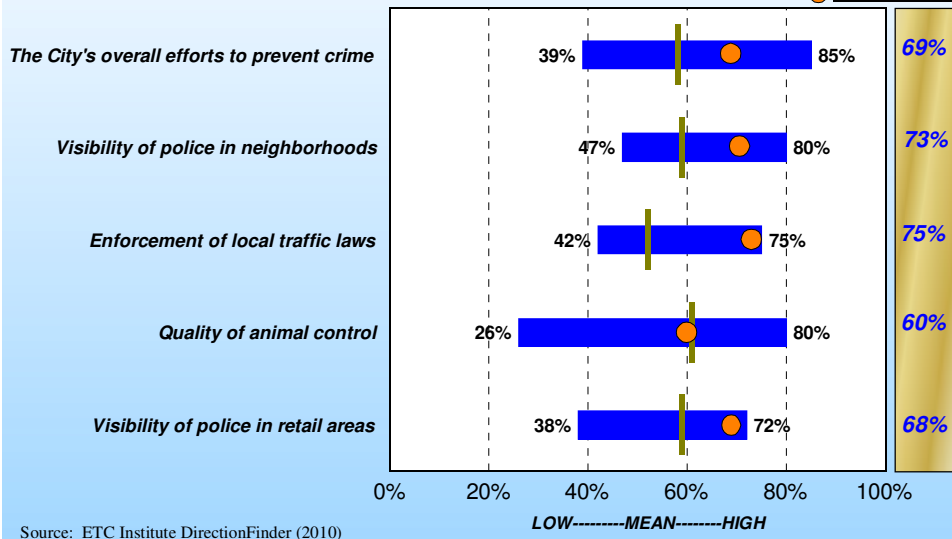
Source: ETC Institute DirectionFinder (2010)



### Satisfaction with Various Public Safety Services Provided by Cities - 2010

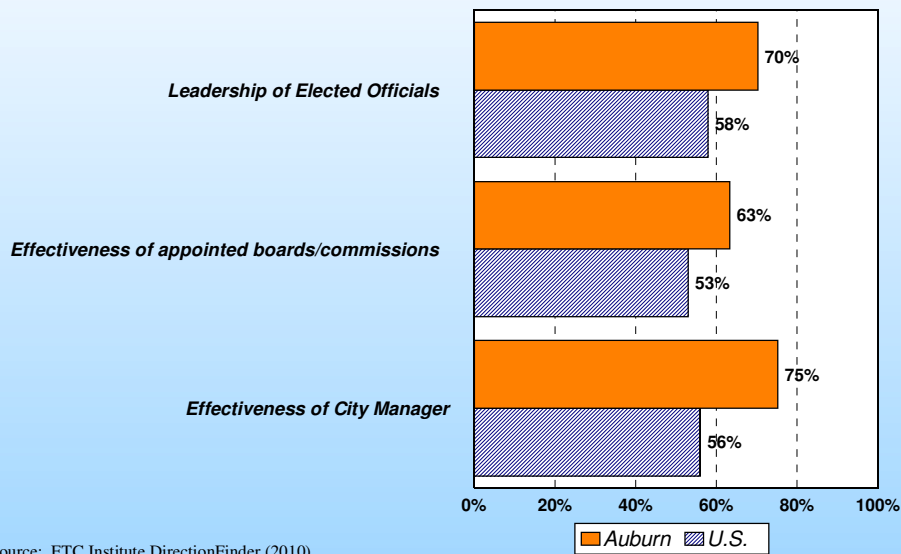
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "Strongly Agree" and 1 was "Strongly Disagree" (excluding don't knows)

**Auburn, AL**



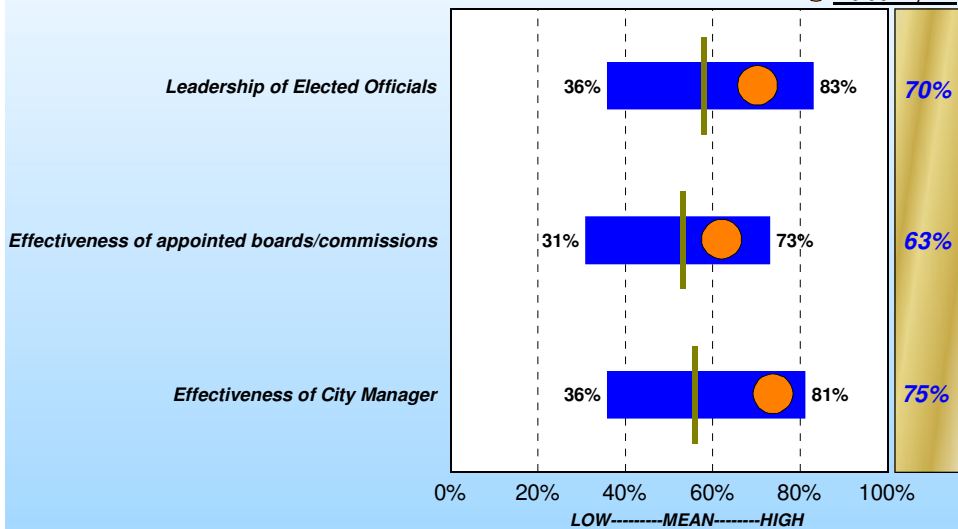
### Overall Satisfaction with City Leadership Auburn vs. the U.S.

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)



### Satisfaction with City Leadership Compared to Satisfaction with City Leadership in Other Communities - 2010

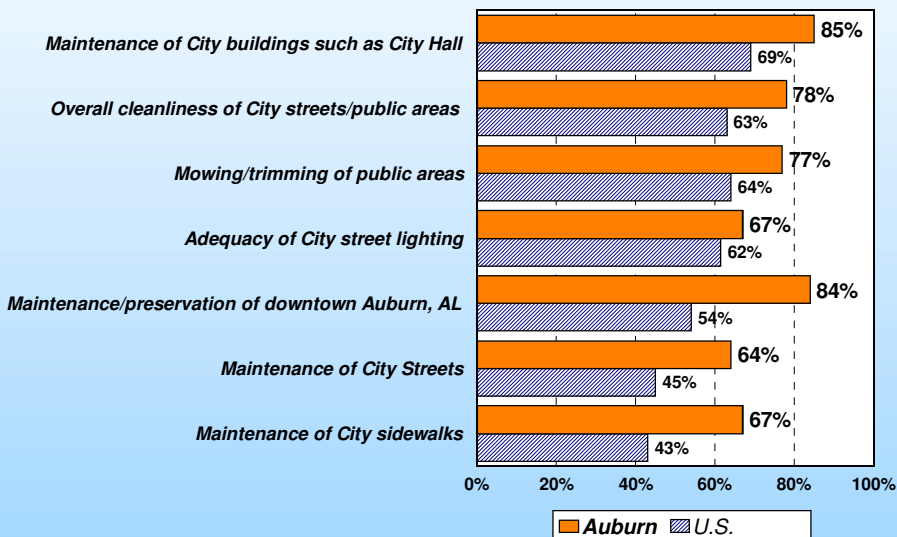
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows) ● Auburn, AL



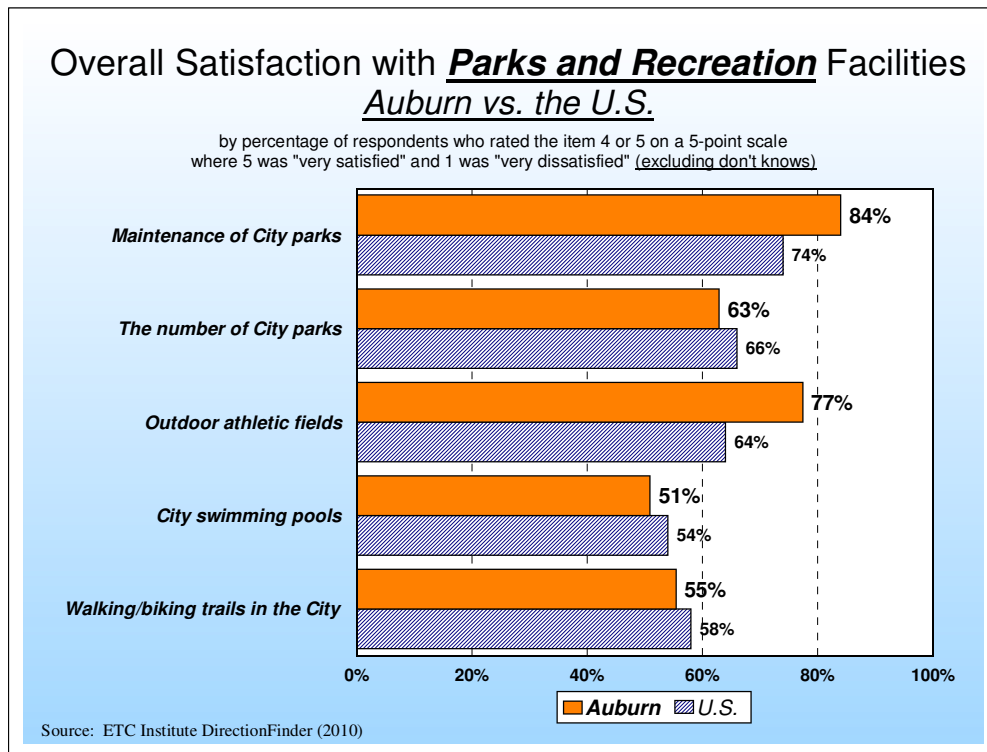
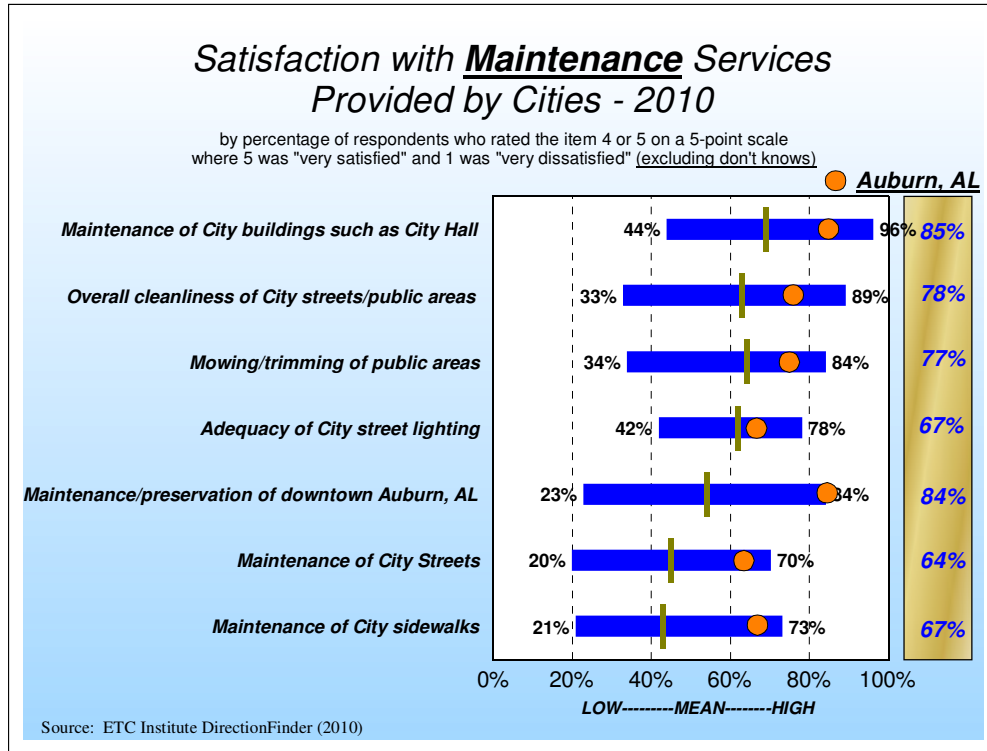
Source: ETC Institute DirectionFinder (2010)

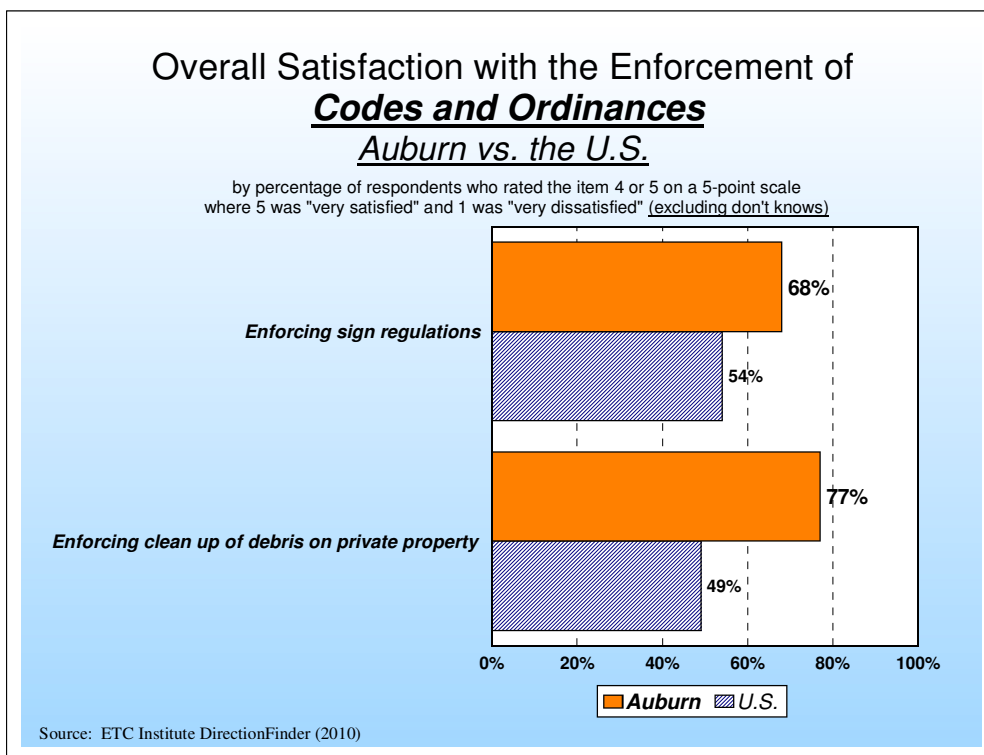
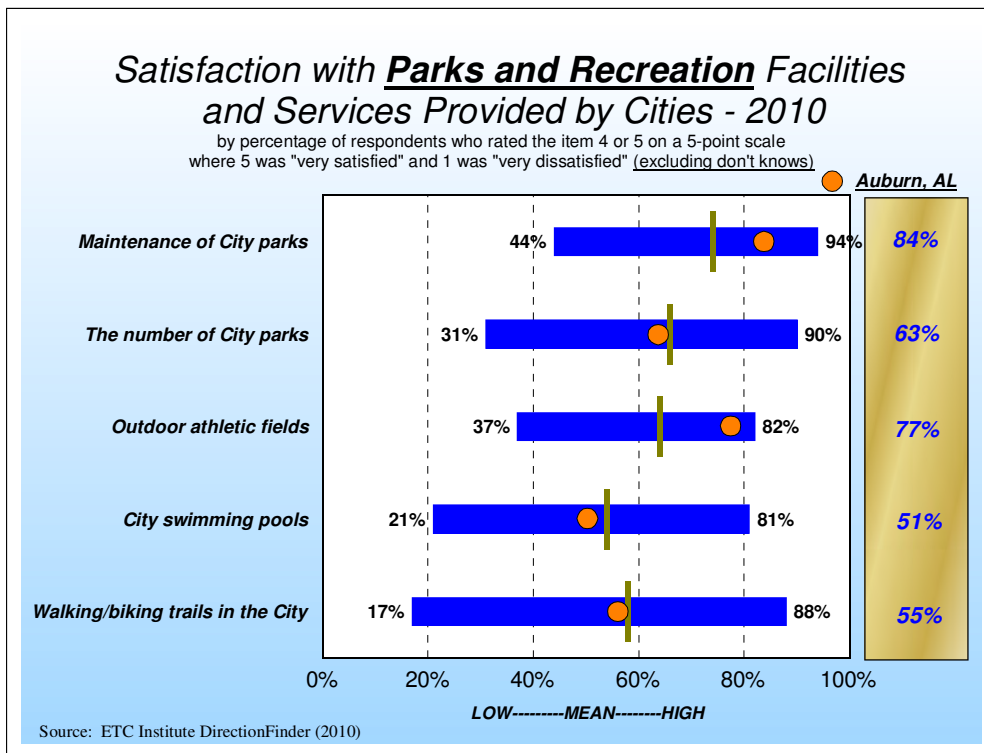
### Overall Satisfaction with Maintenance Auburn vs. the U.S.

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: ETC Institute DirectionFinder (2010)



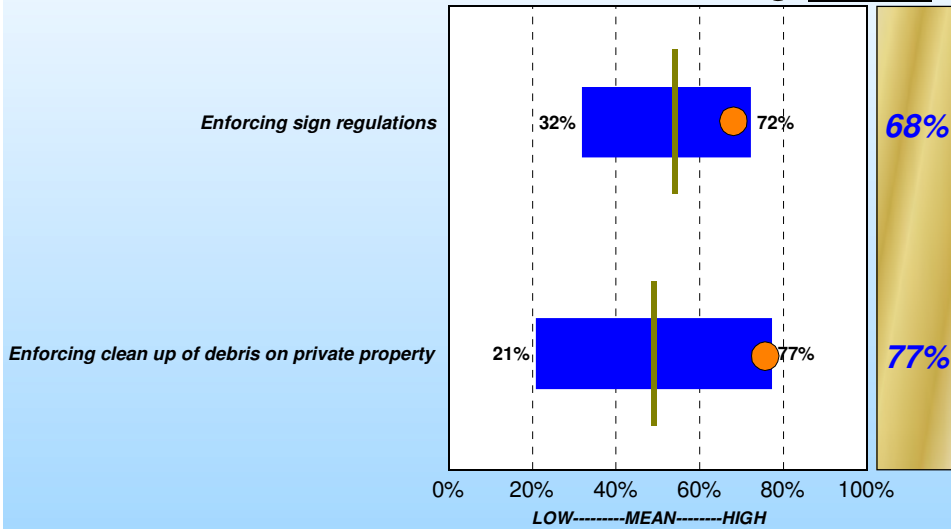




### Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2010

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)

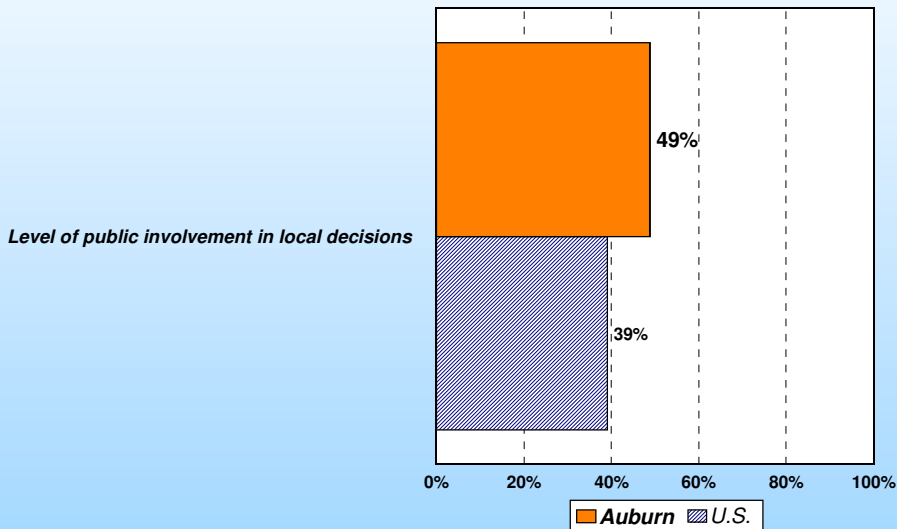
**Auburn, AL**



Source: ETC Institute DirectionFinder (2010)

### 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)



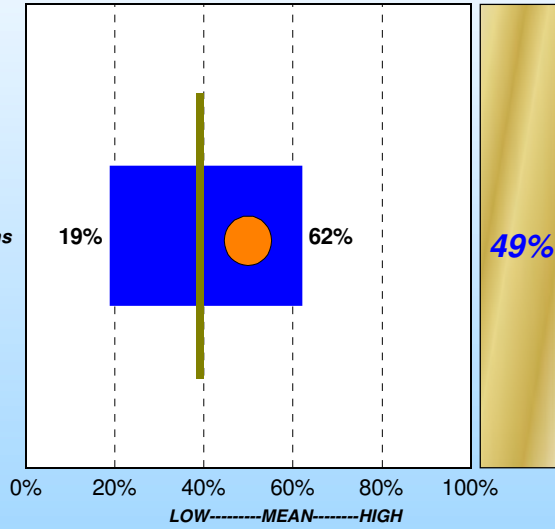
Source: ETC Institute DirectionFinder (2010)

### Satisfaction with Various Aspects of City Communications - 2010

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**

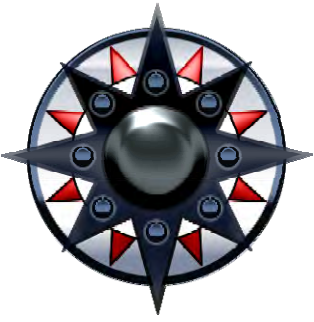
**Level of public involvement in local decisions**



Source: ETC Institute DirectionFinder (2010)

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

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# Importance-Satisfaction Analysis

## Auburn, Alabama

### Overview

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

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

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the Overall City services they thought should receive the most emphasis over the next two years. Approximately twenty-three percent (23%) selected the "Enforcement of city codes and ordinances" as one of the most important Overall City service issues to emphasize over the next two years.

With regard to satisfaction, approximately 60% of the residents surveyed rated their overall satisfaction with the "Enforcement of city codes and ordinances" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "Don't know" responses. The I-S rating for the "Enforcement of city codes and ordinances" was calculated by multiplying the sum of the

most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 23% was multiplied by 40%.

(1-0.60). This calculation yielded an I-S rating of 0.0932, which ranked third out of ten Overall City Services.

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

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

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

## Interpreting the Ratings

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

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

The results for Auburn are provided on the following page.

## Importance-Satisfaction Rating

### City of Auburn

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Flow of traffic and congestion management	55%	1	56%	10	0.2416	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of city streets/facilities	47%	2	65%	7	0.1652	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of city codes/ordinances	23%	6	60%	9	0.0932	3
Quality of city's stormwater runoff	25%	5	65%	8	0.0889	4
Effectiveness of city communication	14%	8	73%	6	0.0375	5
Parks & recreations programs/facilities	19%	7	81%	4	0.0352	6
Police-fire-ambulance services	26%	4	89%	2	0.0290	7
Quality of city school system	30%	3	92%	1	0.0238	8
Quality of Customer Service received	6%	10	79%	5	0.0126	9
Quality of city library facilities	7%	9	89%	3	0.0077	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.

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# 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
<b>Medium Priority (IS &lt; .10)</b>						
Enforcement of speed limits in neighborhoods	<b>25%</b>	2	<b>62%</b>	12	0.0956	<b>1</b>
Efforts to prevent crime	<b>28%</b>	1	<b>70%</b>	9	0.0836	<b>2</b>
Visibility of police in neighborhood	<b>23%</b>	4	<b>73%</b>	8	0.0628	<b>3</b>
Quality of animal control	<b>11%</b>	7	<b>60%</b>	13	0.0436	<b>4</b>
Visibility of police in retail areas	<b>11%</b>	6	<b>68%</b>	10	0.0364	<b>5</b>
Enforcement of traffic laws	<b>14%</b>	5	<b>75%</b>	6	0.0340	<b>6</b>
Overall quality of police protection	<b>24%</b>	3	<b>87%</b>	1	0.0316	<b>7</b>
How quickly police respond-emergency	<b>8%</b>	9	<b>79%</b>	4	0.0165	<b>8</b>
Police safety education programs	<b>4%</b>	12	<b>66%</b>	11	0.0134	<b>9</b>
Quality of local ambulance service	<b>6%</b>	10	<b>77%</b>	5	0.0131	<b>10</b>
Overall quality of fire protection	<b>10%</b>	8	<b>87%</b>	2	0.0130	<b>11</b>
Fire safety education programs	<b>3%</b>	13	<b>74%</b>	7	0.0084	<b>12</b>
Fire personnel emergency response	<b>4%</b>	11	<b>85%</b>	3	0.0060	<b>13</b>

**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

### Code and Ordinance Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Zoning regulations	<b>30%</b>	2	<b>54%</b>	5	0.1397	<b>1</b>
Erosion & sediment control regulations	<b>26%</b>	3	<b>50%</b>	6	0.1320	<b>2</b>
Unrelated occupations regulations	<b>23%</b>	4	<b>43%</b>	7	0.1274	<b>3</b>
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Clean up debris/litter in neighborhoods	<b>37%</b>	1	<b>77%</b>	2	0.0868	<b>4</b>
Building codes	<b>13%</b>	6	<b>60%</b>	4	0.0536	<b>5</b>
Sign regulations	<b>17%</b>	5	<b>68%</b>	3	0.0528	<b>6</b>
Fire codes and regulations	<b>12%</b>	7	<b>77%</b>	1	0.0260	<b>7</b>

**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 two most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

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# Importance-Satisfaction Rating

## City of Auburn

### Utility and Environmental Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Curbside recycling service	41%	1	70%	6	0.1230	1
<b>Medium Priority (IS &lt; .10)</b>						
Yard waste removal service	23%	3	82%	4	0.0429	2
Sanitary sewer service	22%	5	83%	3	0.0376	3
Water service	22%	4	85%	2	0.0334	4
Residential garbage collection	26%	2	88%	1	0.0305	5
Water Revenue Office customer service	10%	6	78%	5	0.0215	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

### CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Maintenance of streets (excl. AU campus)	43%	1	64%	11	0.1544	1
<b>Medium Priority (IS &lt; .10)</b>						
Adequacy of city street lighting	28%	2	67%	9	0.0925	2
Maintenance of sidewalks (excl. AU campus)	21%	3	67%	10	0.0699	3
Mowing and trimming along streets/public areas	14%	4	77%	7	0.0324	4
Overall cleanliness of streets/public areas	14%	5	79%	5	0.0295	5
Maintenance of street signs	10%	6	77%	8	0.0239	6
Sewer lines and manholes	7%	8	78%	6	0.0151	7
Maintenance of downtown Auburn	10%	7	85%	3	0.0150	8
Maintenance of traffic signals	6%	9	85%	1	0.0090	9
Water lines and fire hydrants	5%	10	82%	4	0.0085	10
Maintenance of city buildings	3%	11	85%	2	0.0048	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Auburn

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Walking and biking trails	<b>28%</b>	1	<b>55%</b>	11	0.1253	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
Community recreation centers	<b>19%</b>	3	<b>57%</b>	10	0.0822	<b>2</b>
Number of parks	<b>18%</b>	4	<b>63%</b>	8	0.0668	<b>3</b>
Swimming pools	<b>14%</b>	5	<b>51%</b>	12	0.0663	<b>4</b>
Other city recreation programs	<b>11%</b>	6	<b>66%</b>	6	0.0362	<b>5</b>
Fees charged for recreation programs	<b>10%</b>	8	<b>66%</b>	7	0.0328	<b>6</b>
Maintenance of parks	<b>20%</b>	2	<b>84%</b>	1	0.0323	<b>7</b>
Adult athletic programs	<b>7%</b>	10	<b>61%</b>	9	0.0275	<b>8</b>
Youth athletic programs	<b>10%</b>	9	<b>74%</b>	4	0.0244	<b>9</b>
Maintenance of cemeteries	<b>10%</b>	7	<b>77%</b>	3	0.0237	<b>10</b>
Outdoor athletic fields	<b>5%</b>	11	<b>77%</b>	2	0.0113	<b>11</b>
Ease of registering for programs	<b>3%</b>	12	<b>73%</b>	5	0.0077	<b>12</b>

**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 Matrix Analysis.**

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

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

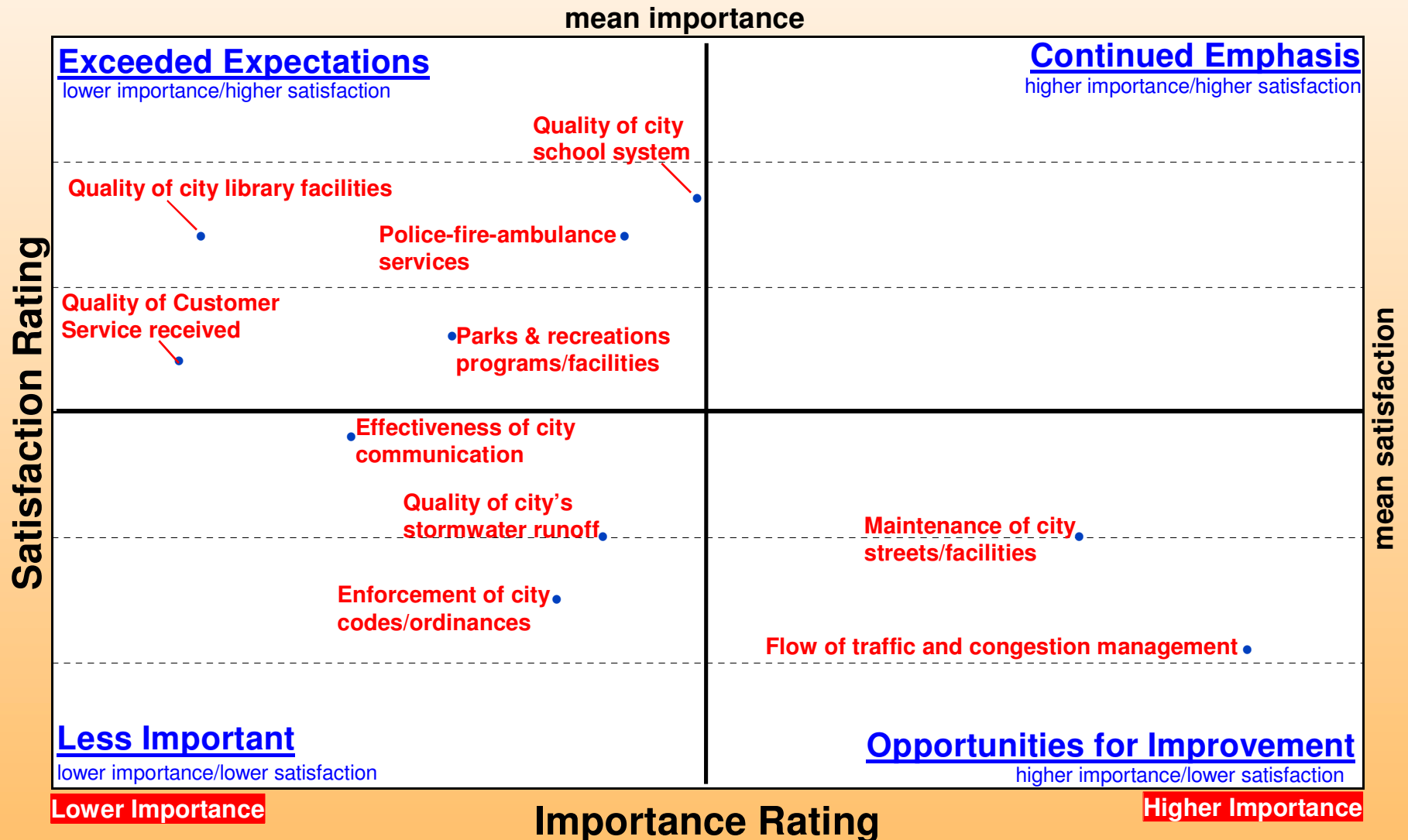
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

# 2010 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Overall-

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

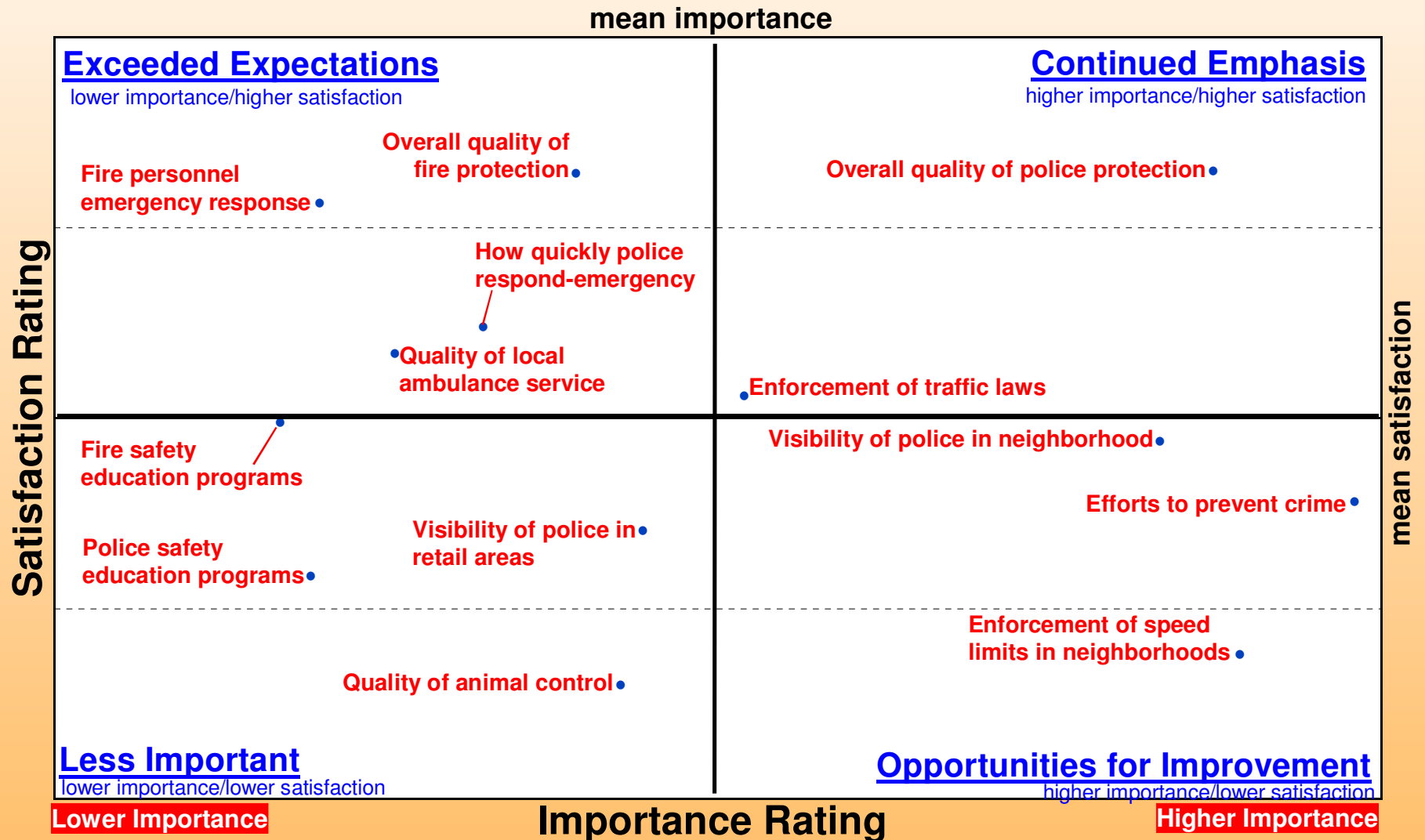


Source: ETC Institute (2010)

# 2010 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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

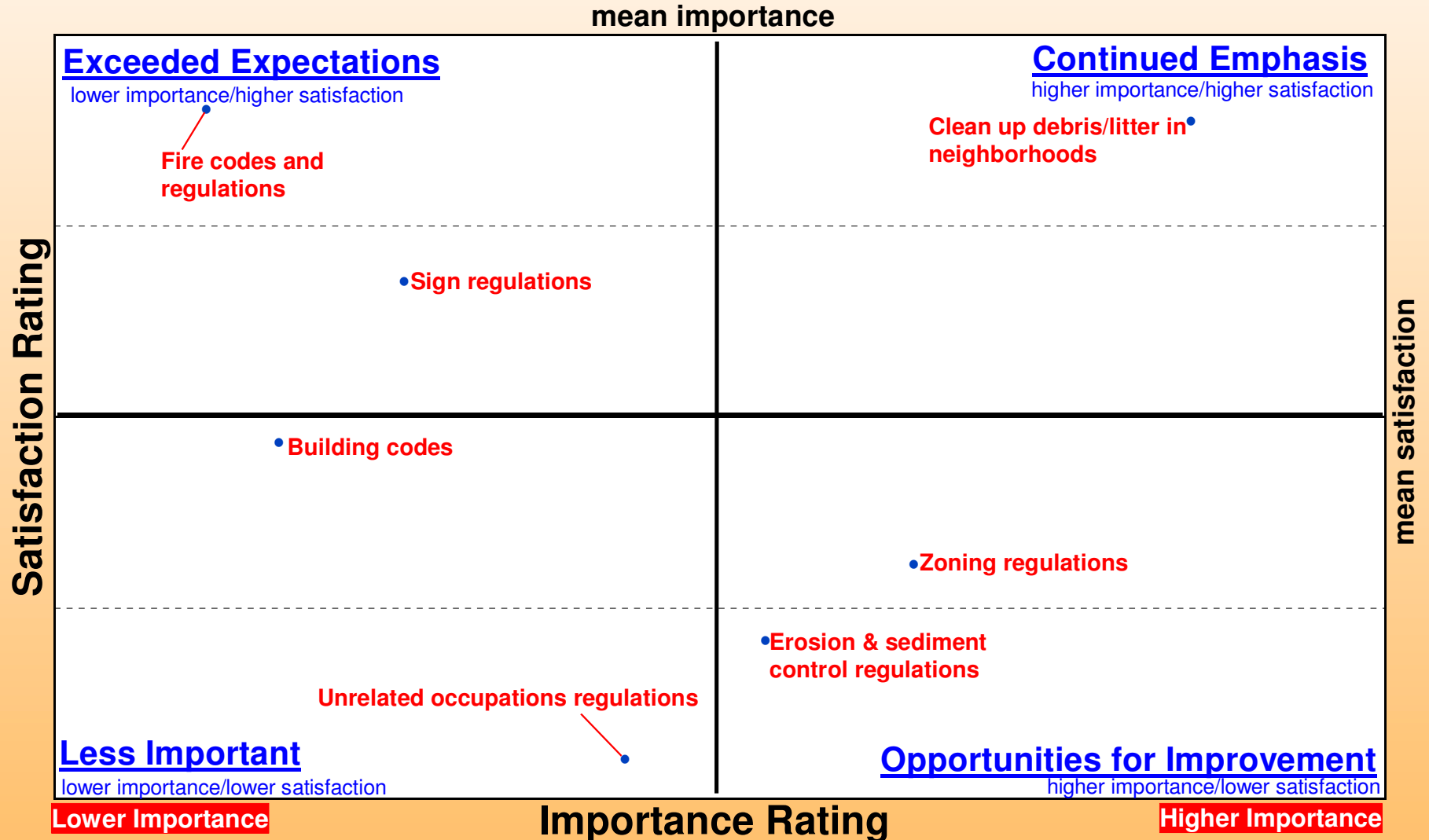


Source: ETC Institute (2010)

# 2010 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)

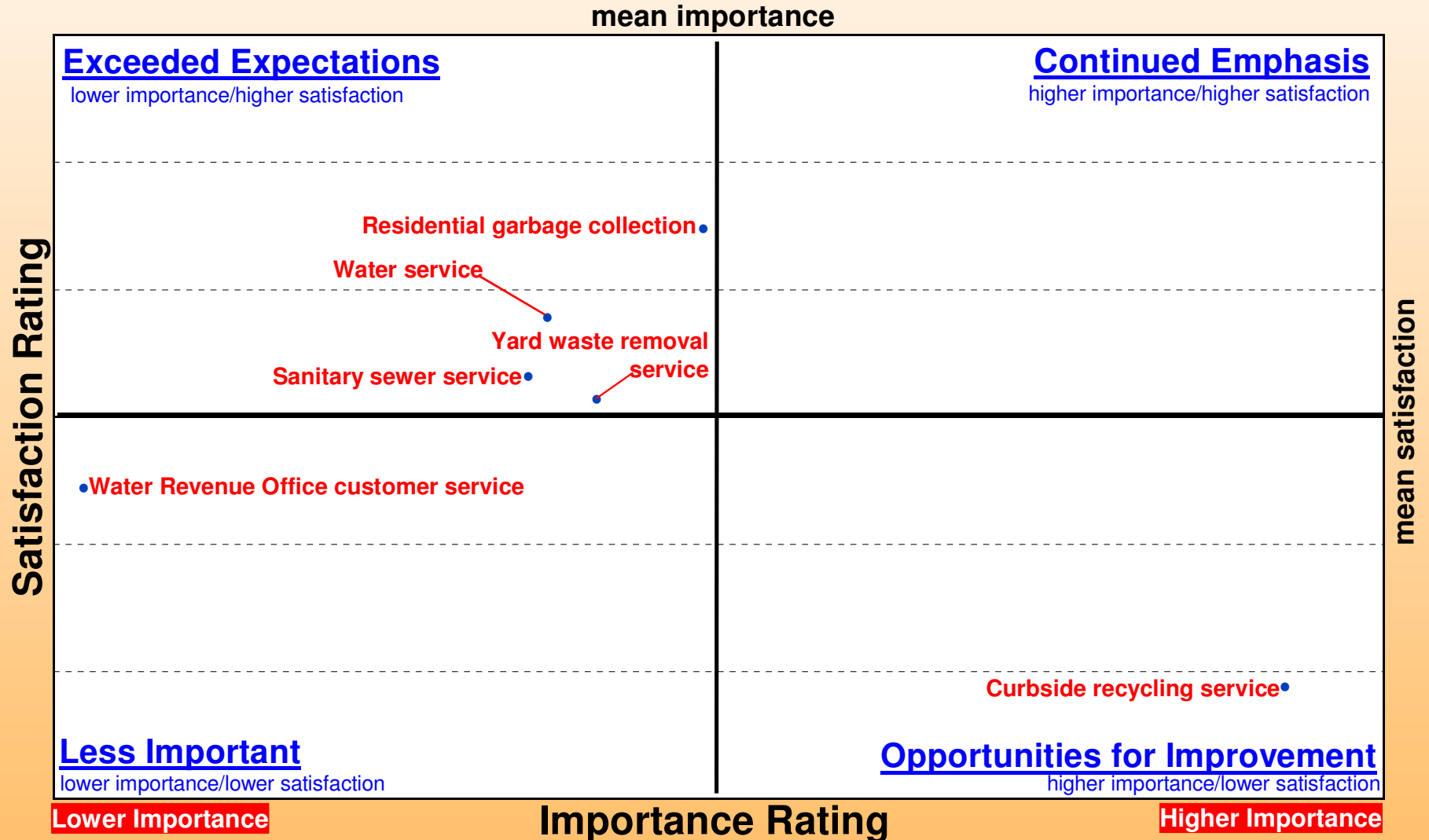


Source: ETC Institute (2010)

# 2010 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Utility and Environmental Services-

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



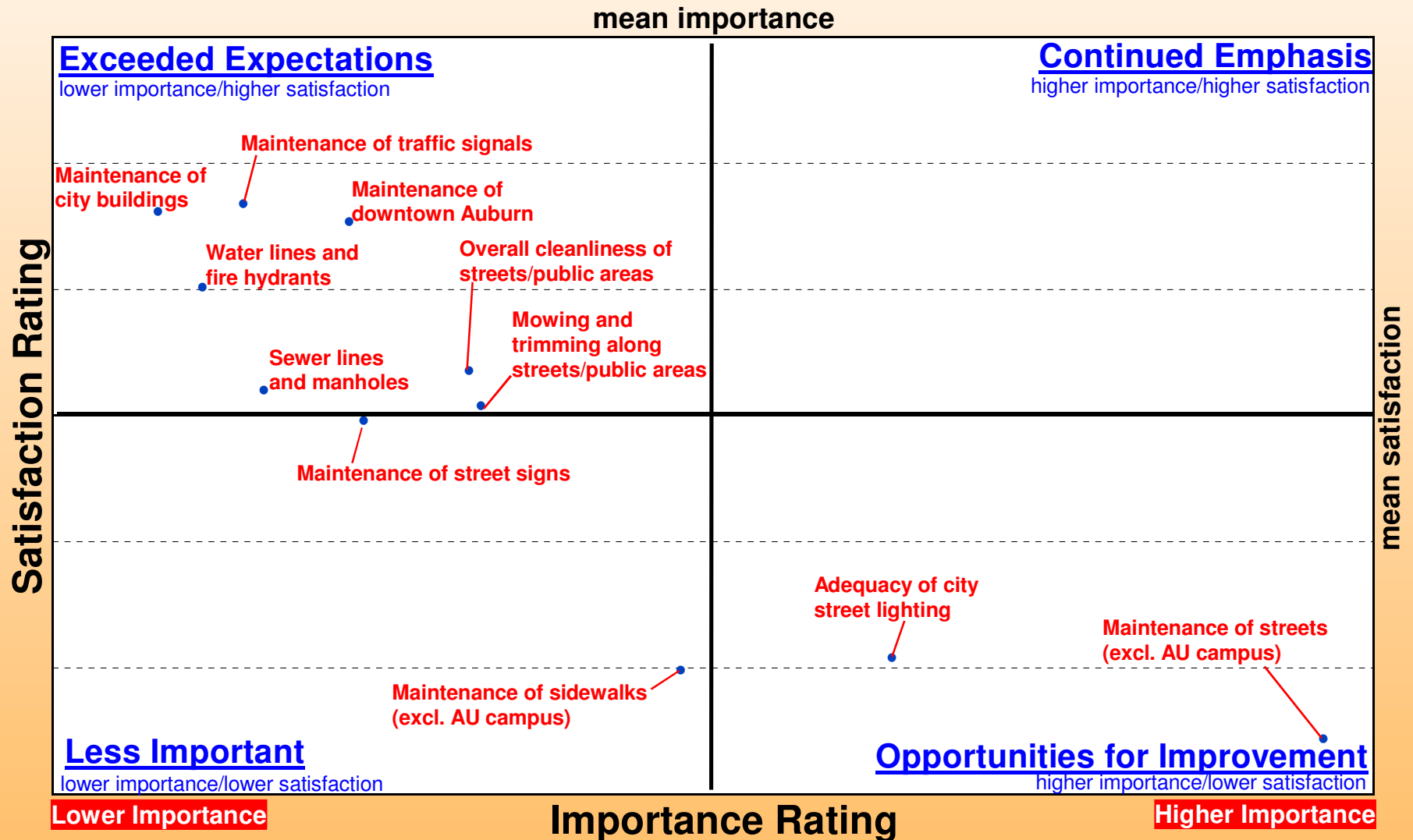
Source: ETC Institute (2010)



# 2010 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance Services-

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

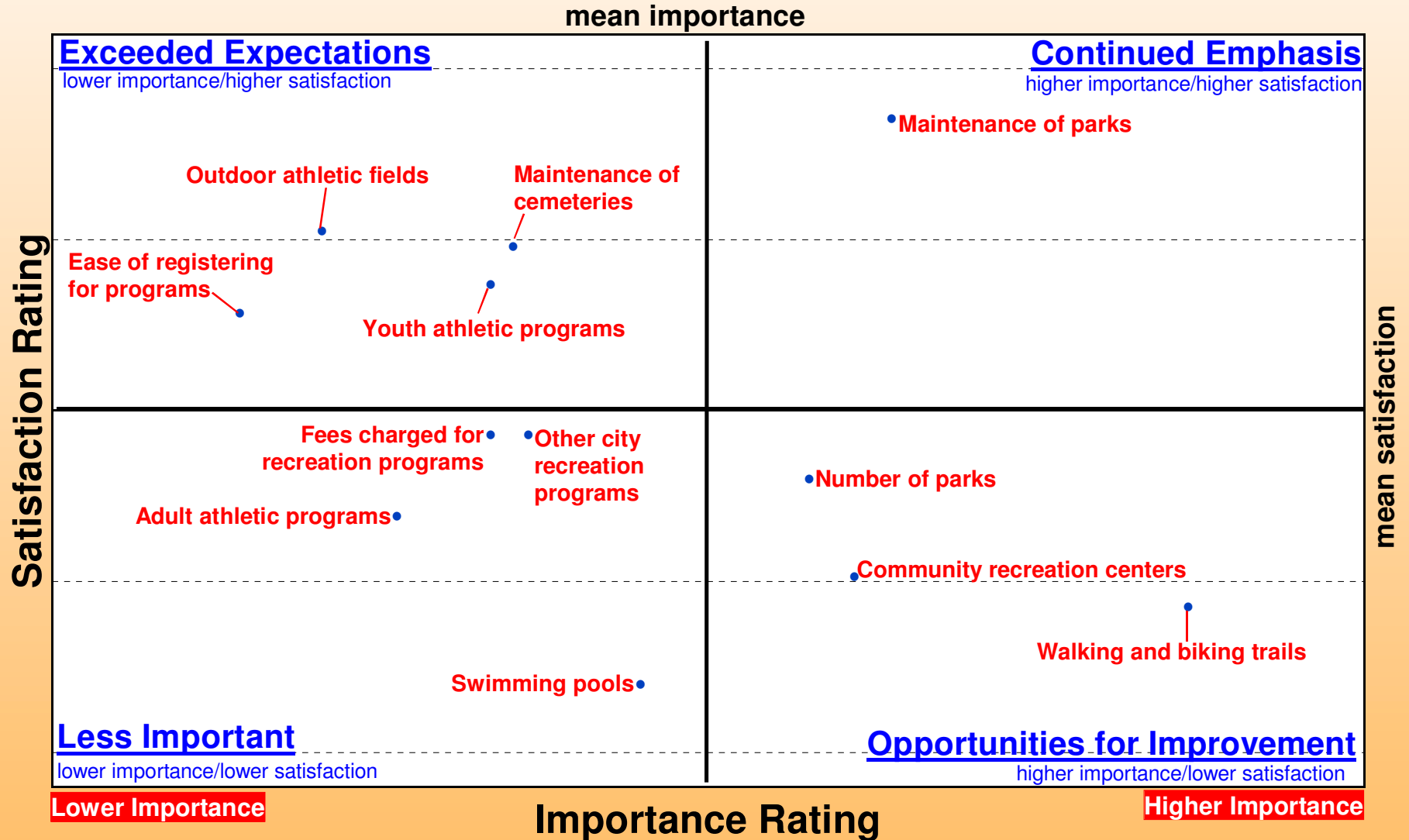


Source: ETC Institute (2010)

# 2010 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation Services-

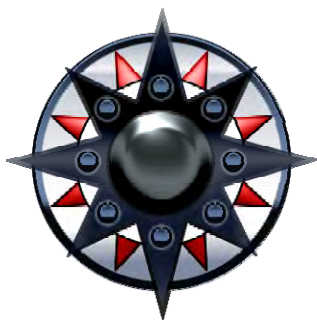
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2010)

## Section 4: **GIS Maps**

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## Interpreting the Maps

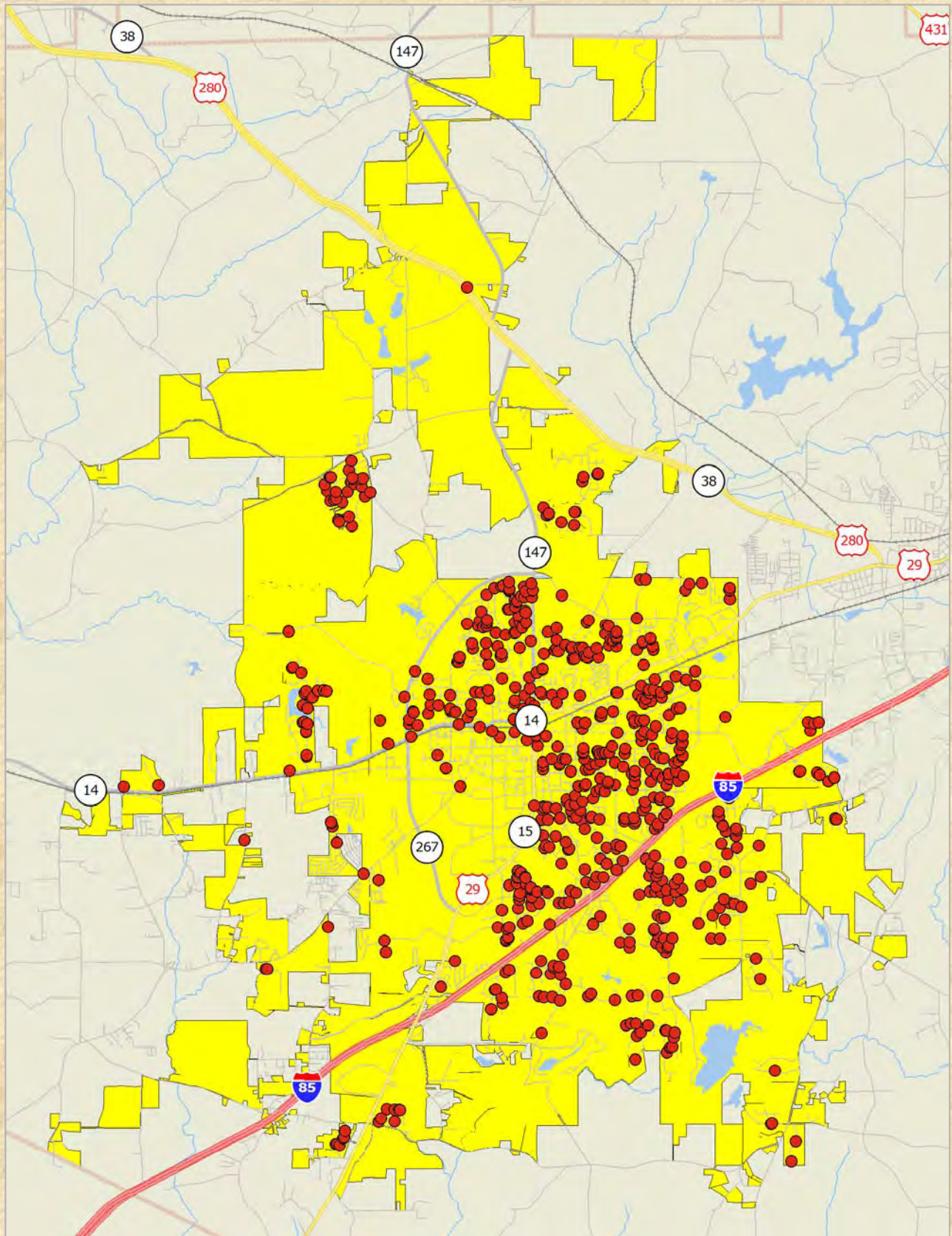
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

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:

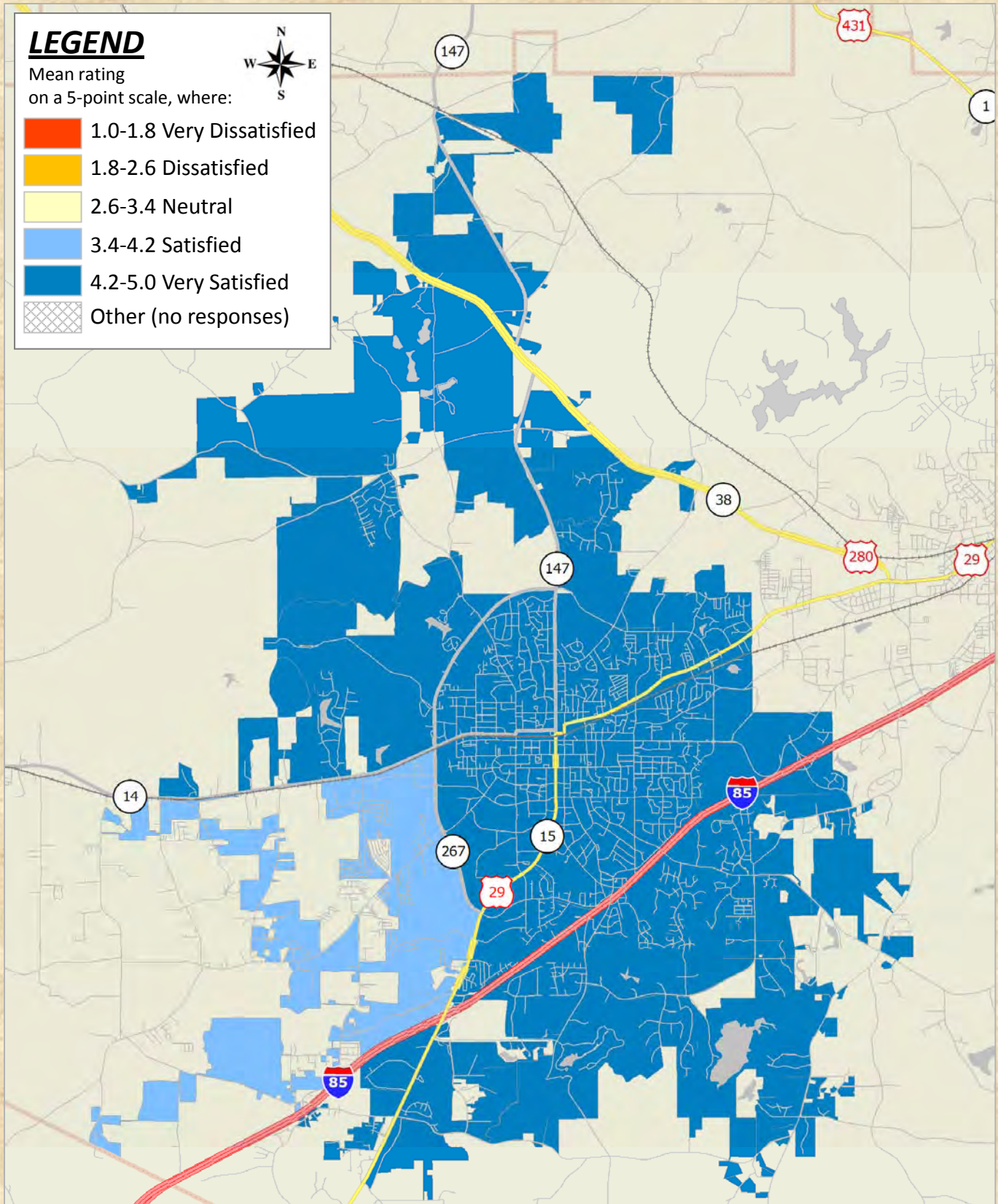
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

## Location of Survey Respondents



## 2010 City of Auburn CitizenSurvey

# Q1a Quality of the City's School system

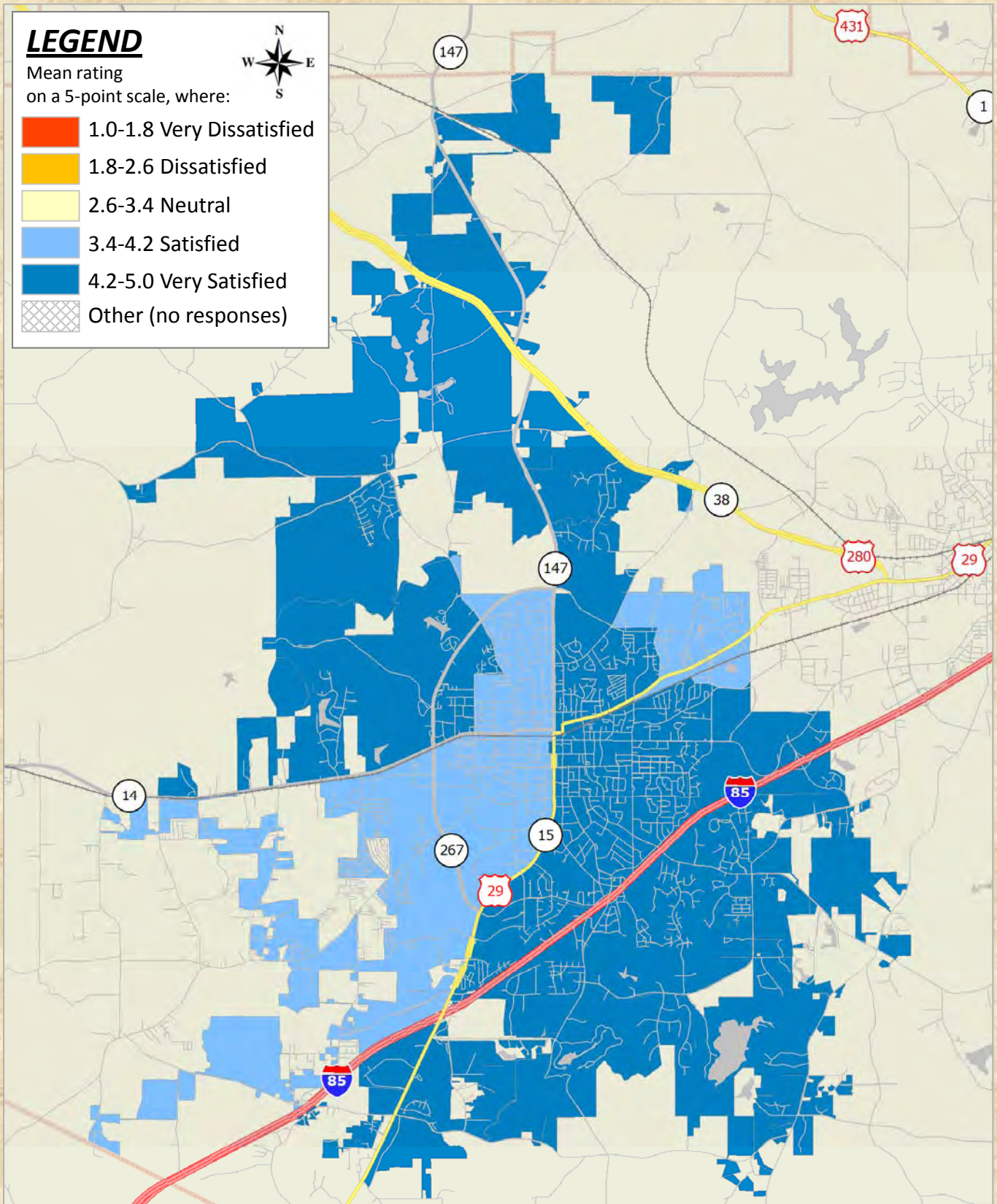


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1b Quality of police, fire, and ambulance services

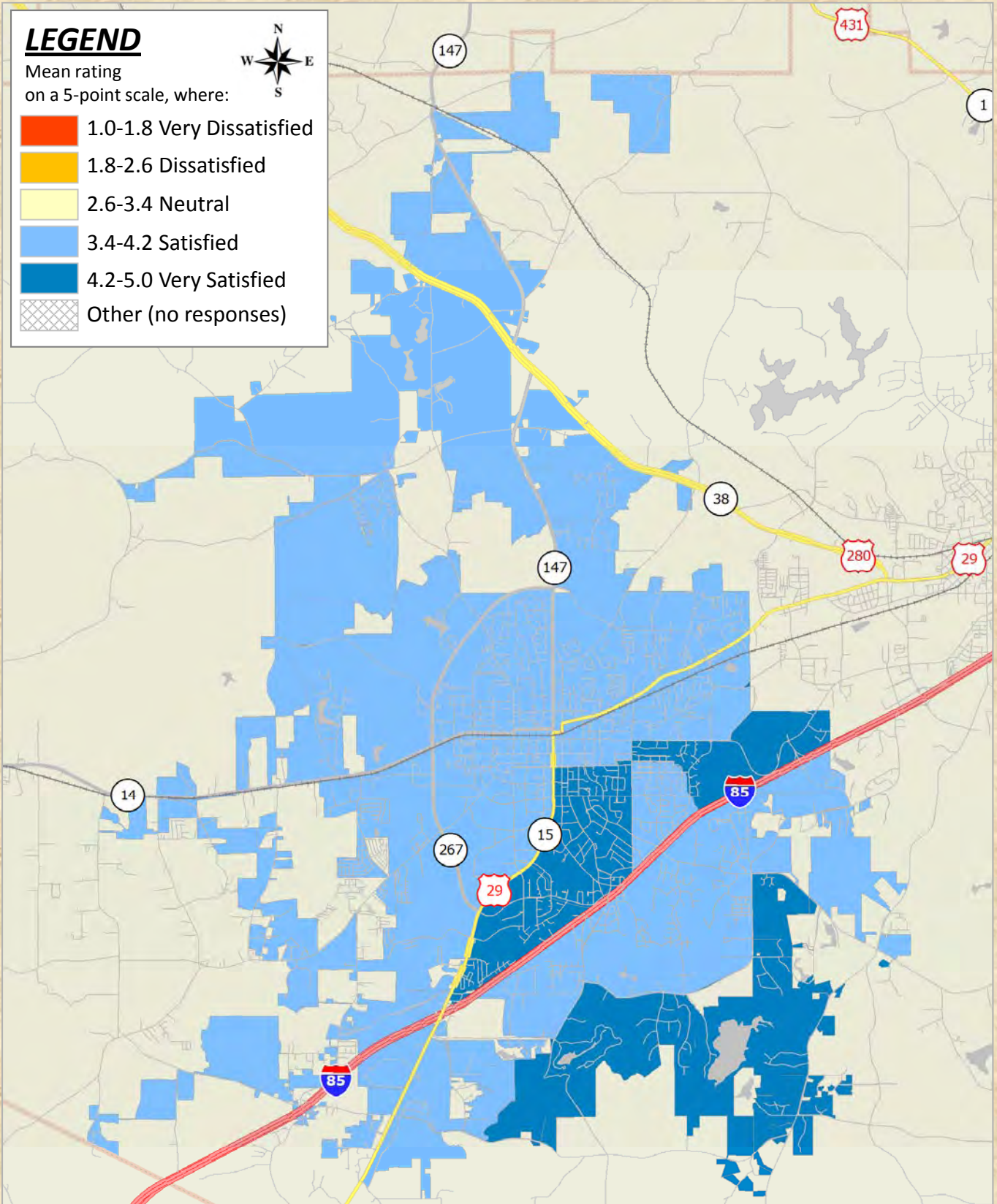


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1c Parks and Recreation programs



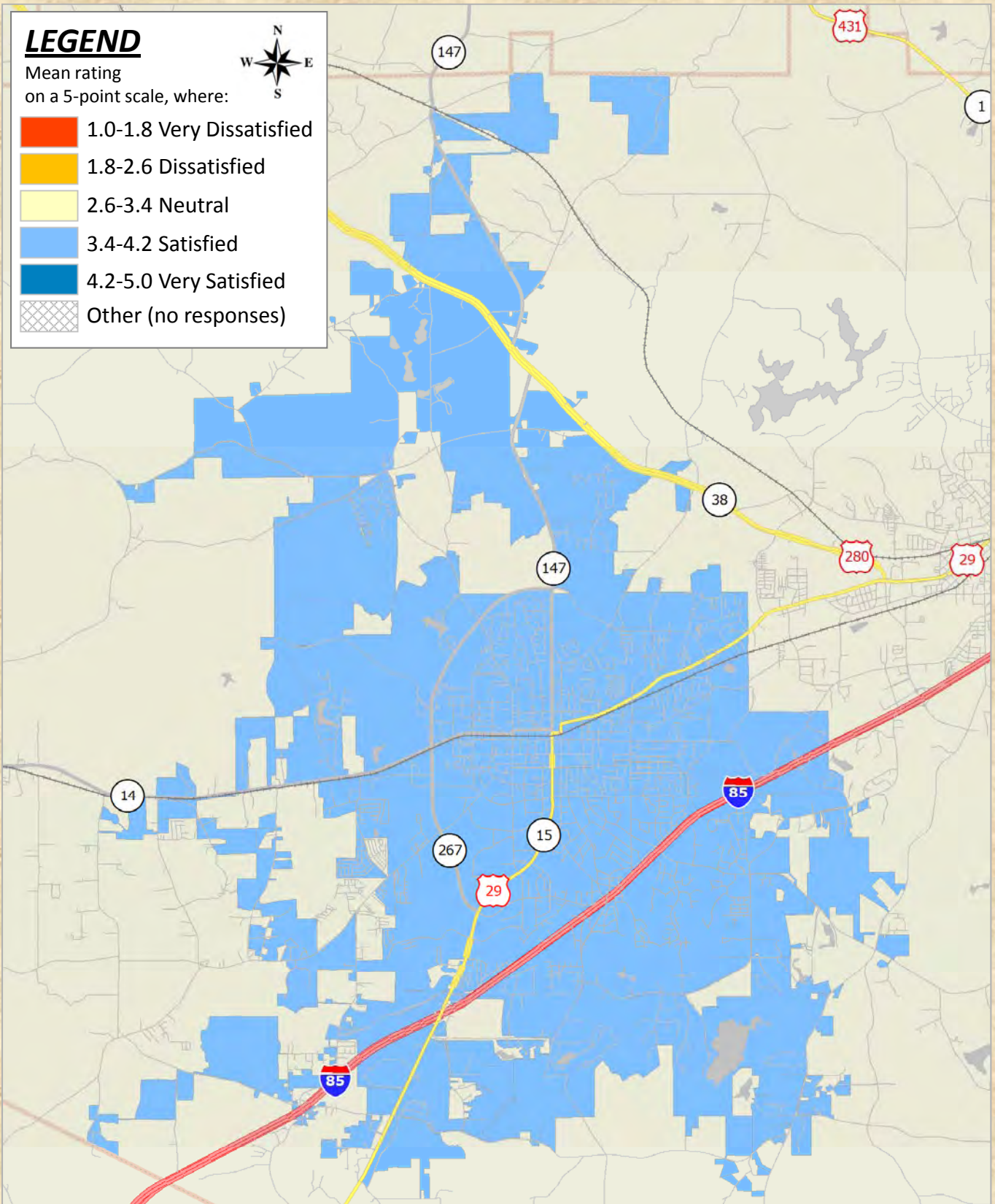
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q1d Maintenance of city streets and facilities

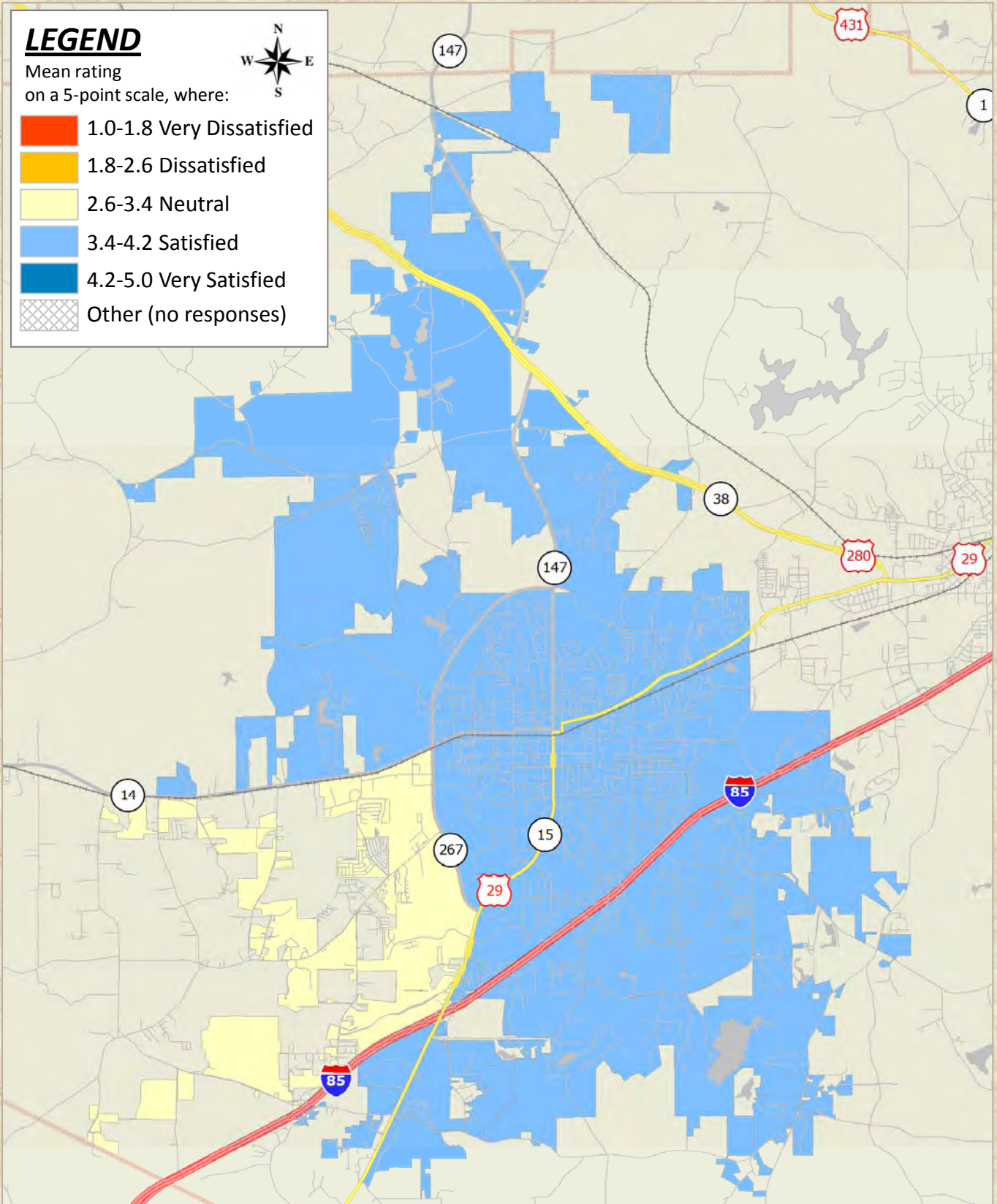


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1e Enforcement of city codes and ordinances

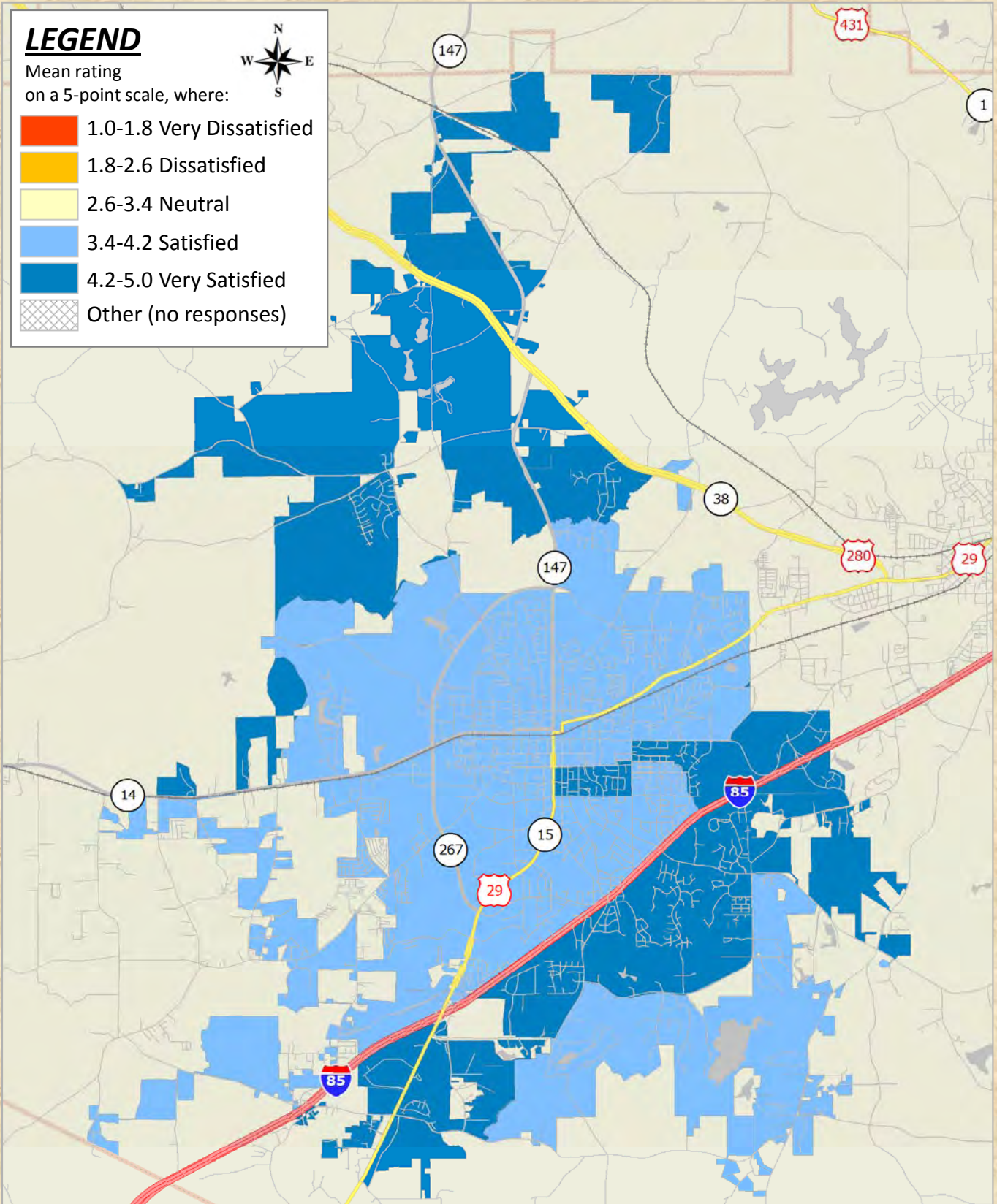


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1f Quality of customer service received from city employees

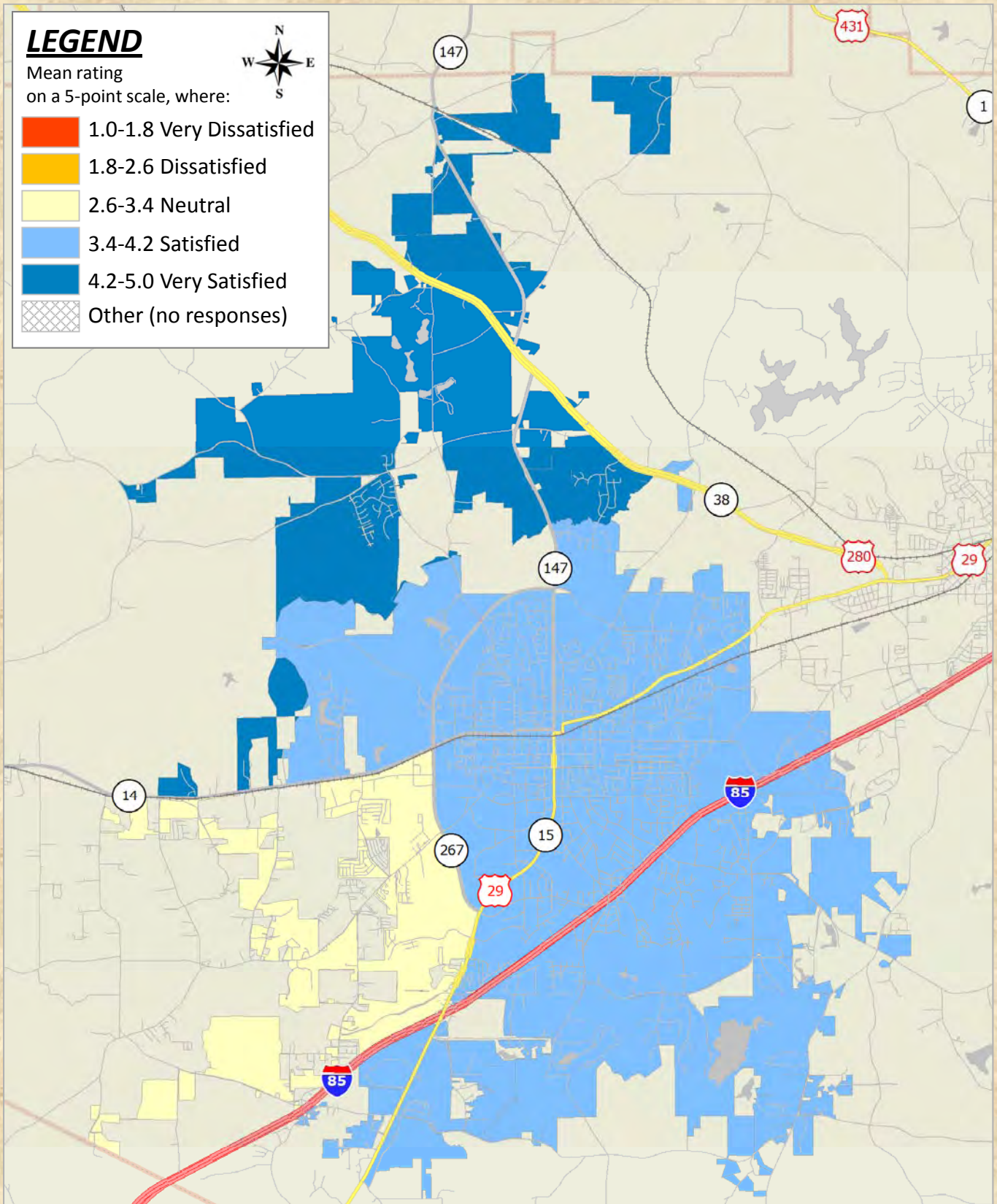


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1g Effectiveness of city communication with the public

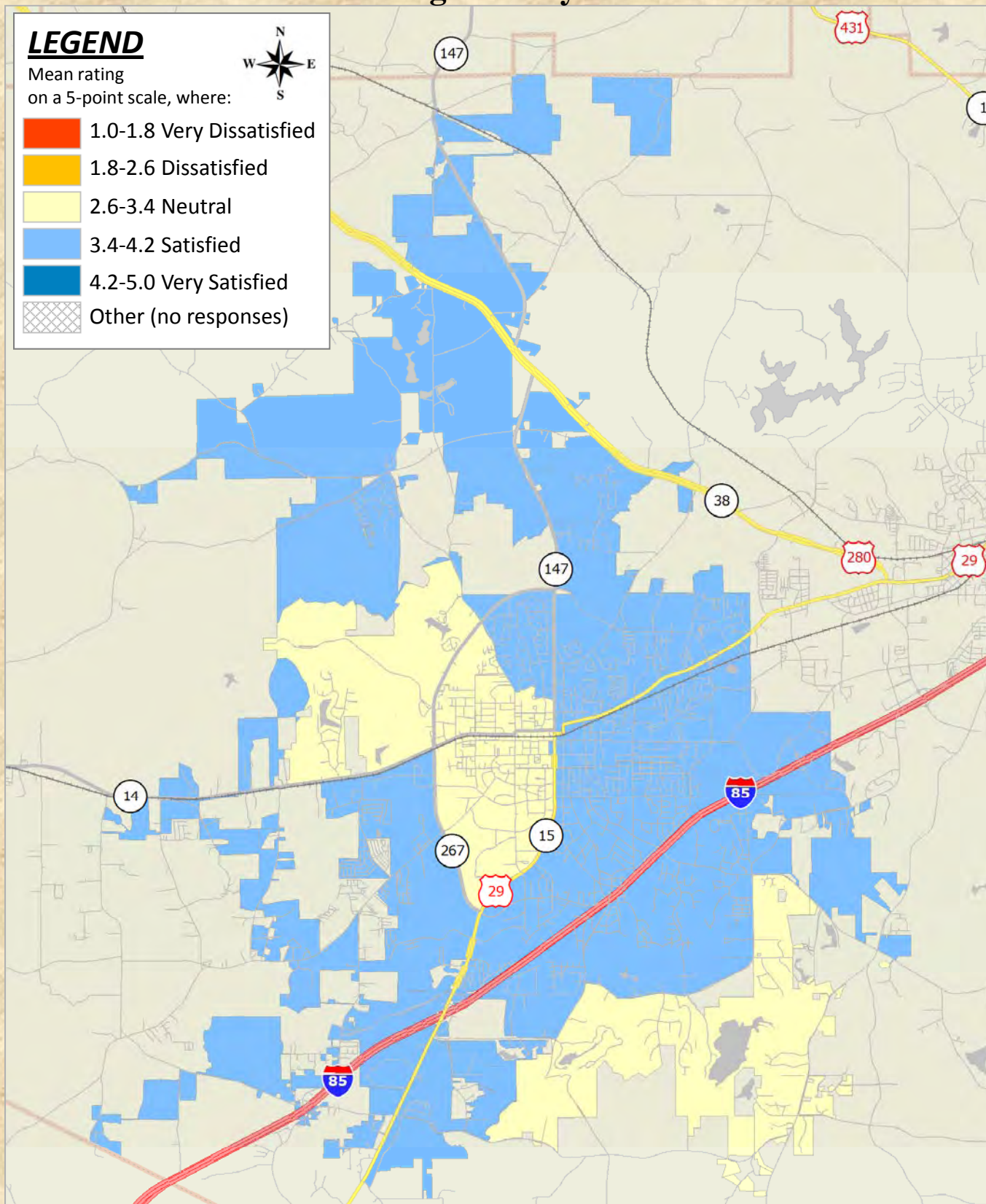


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1h Quality of City's stormwater runoff/stormwater management system

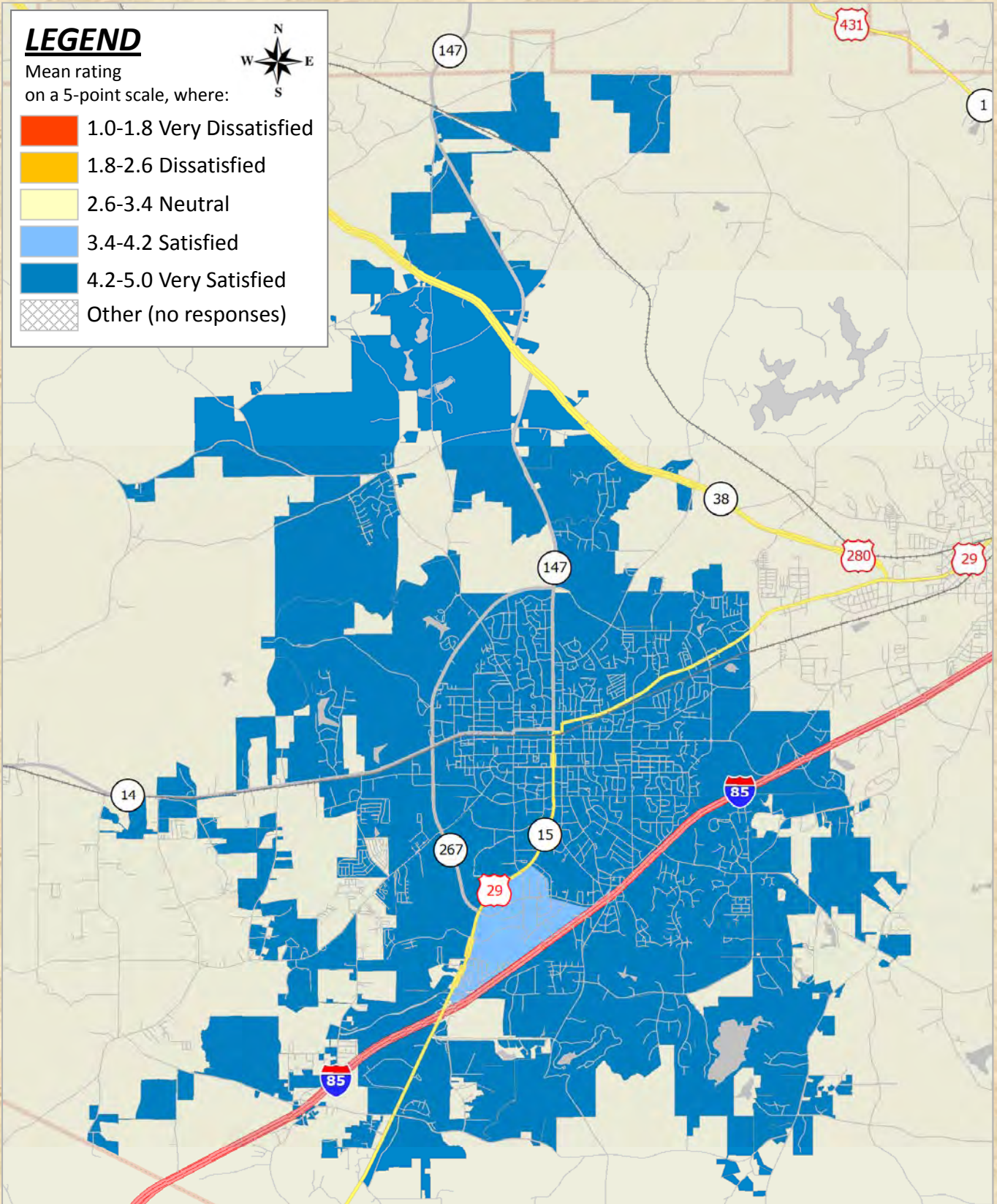


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1i Quality of city library facilities & services

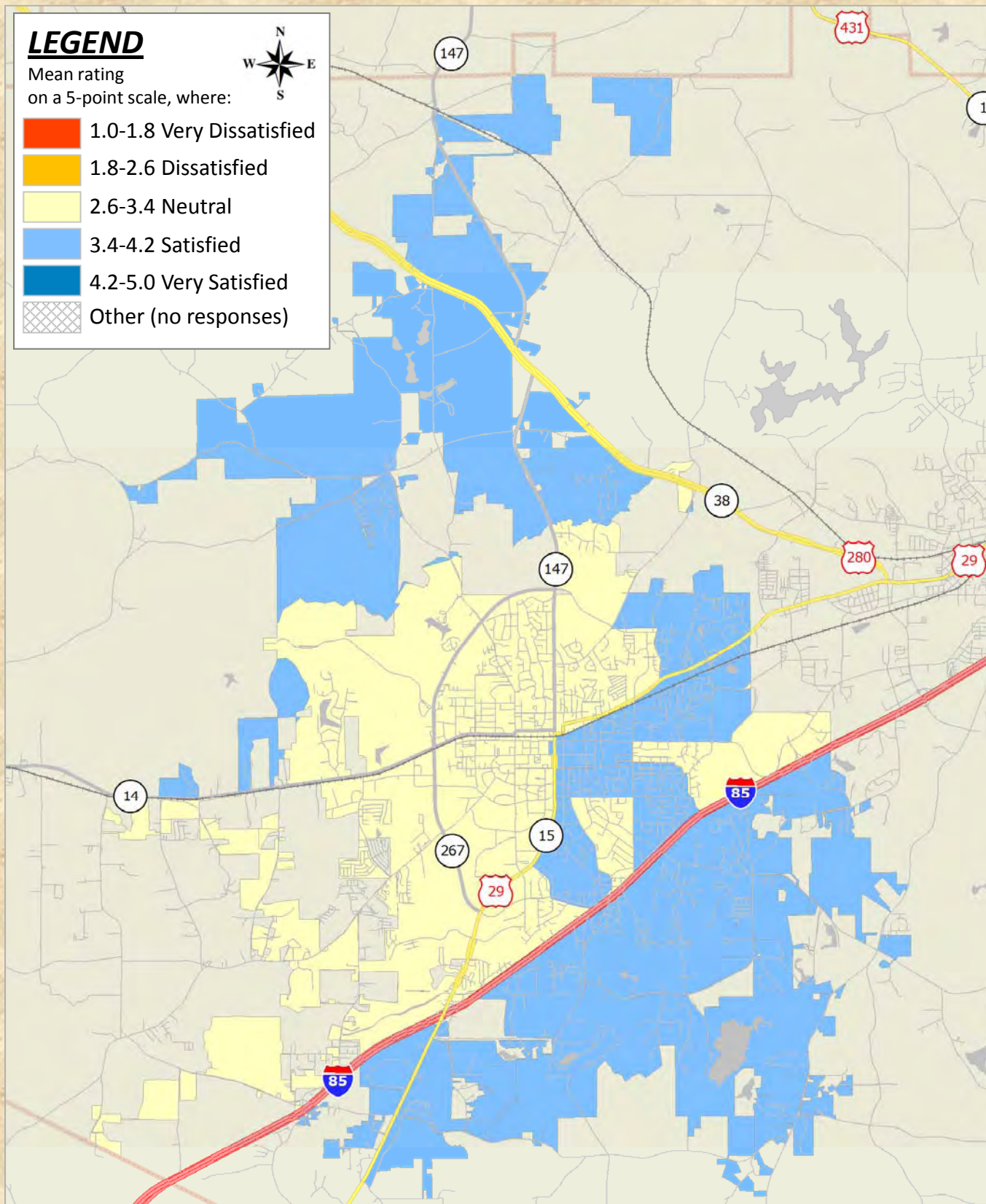


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q1j Flow of traffic and congestion management

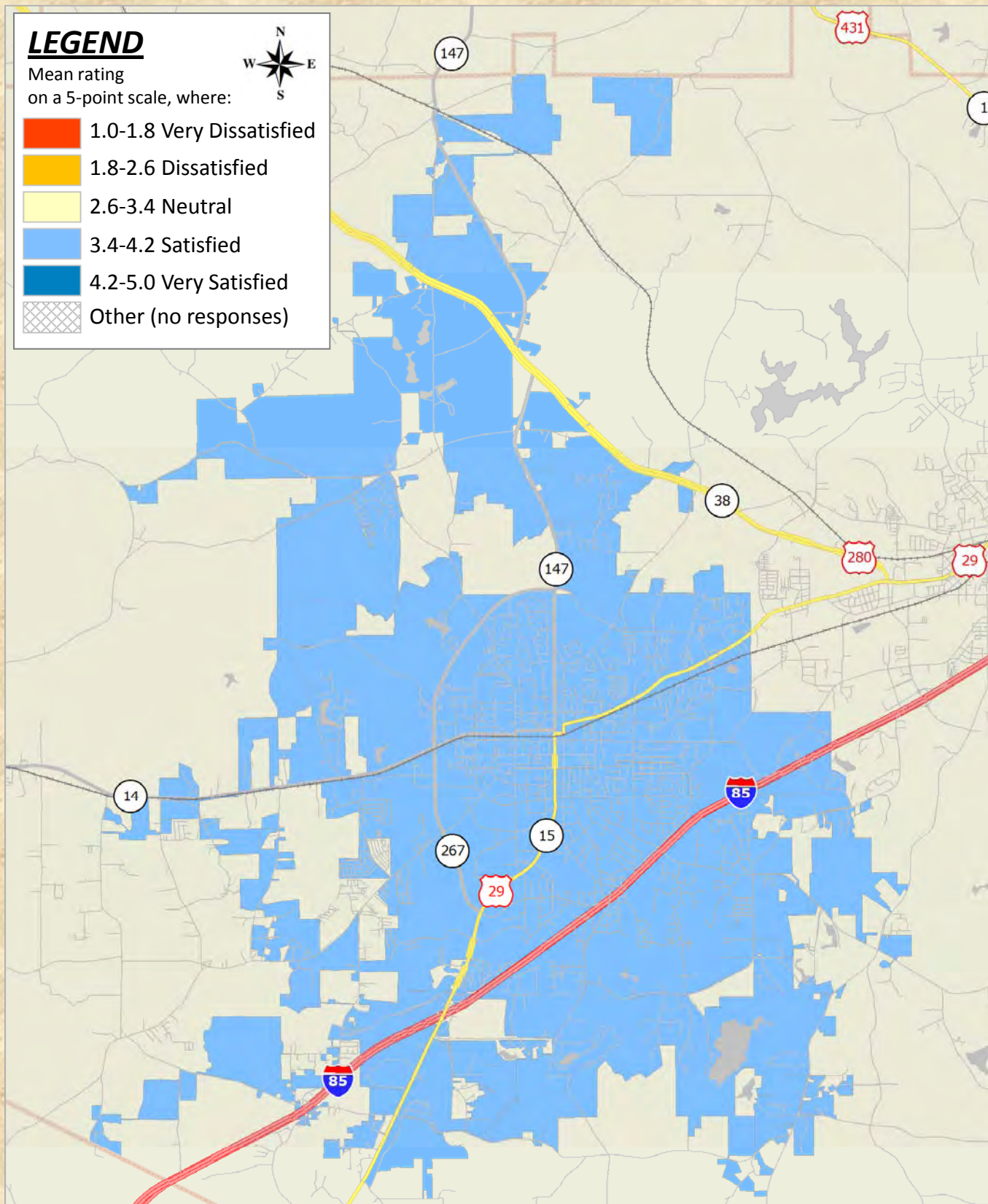


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q3a Overall value that you receive for your city tax dollars and fees



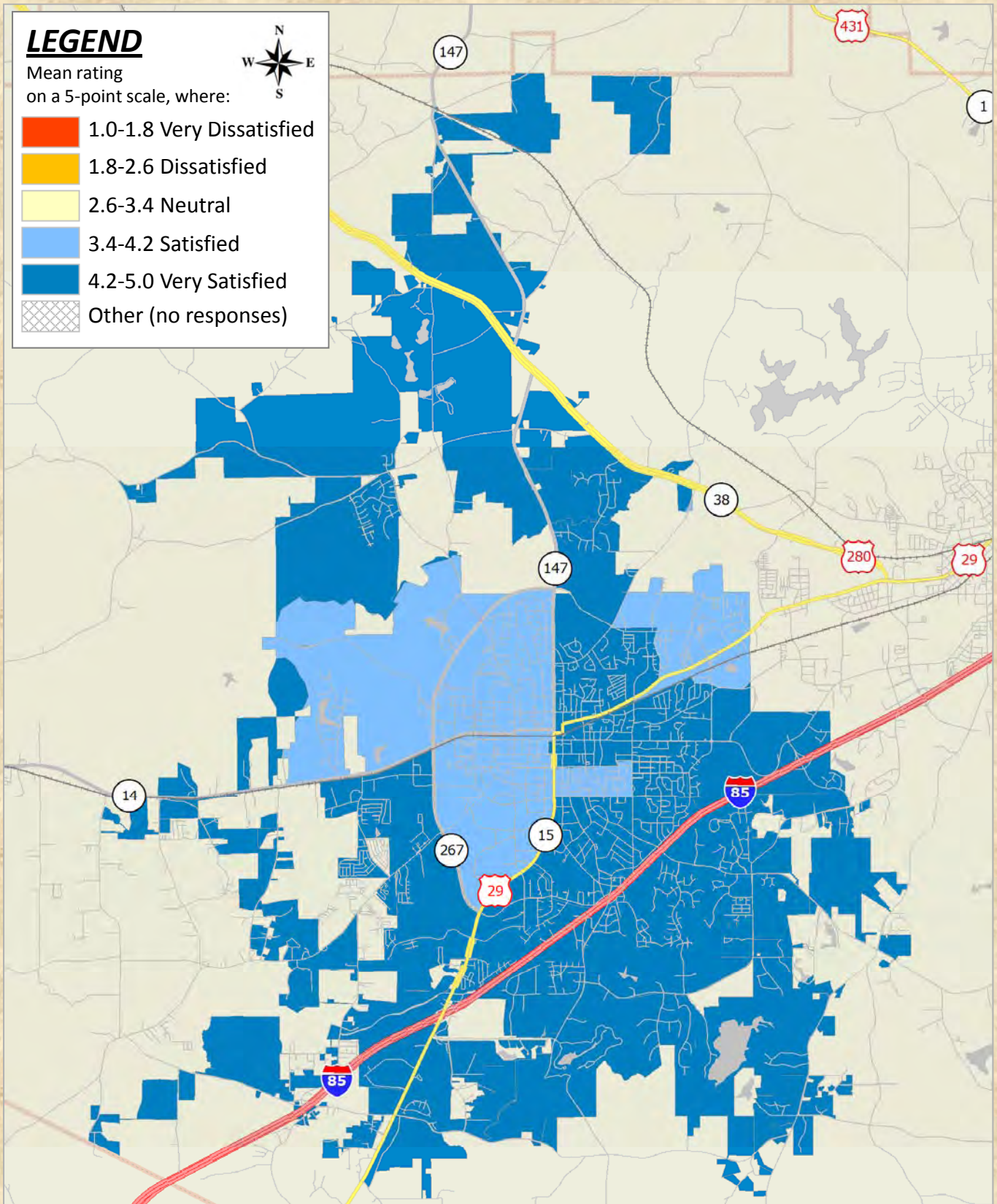
### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



## Q3b Overall image of the city

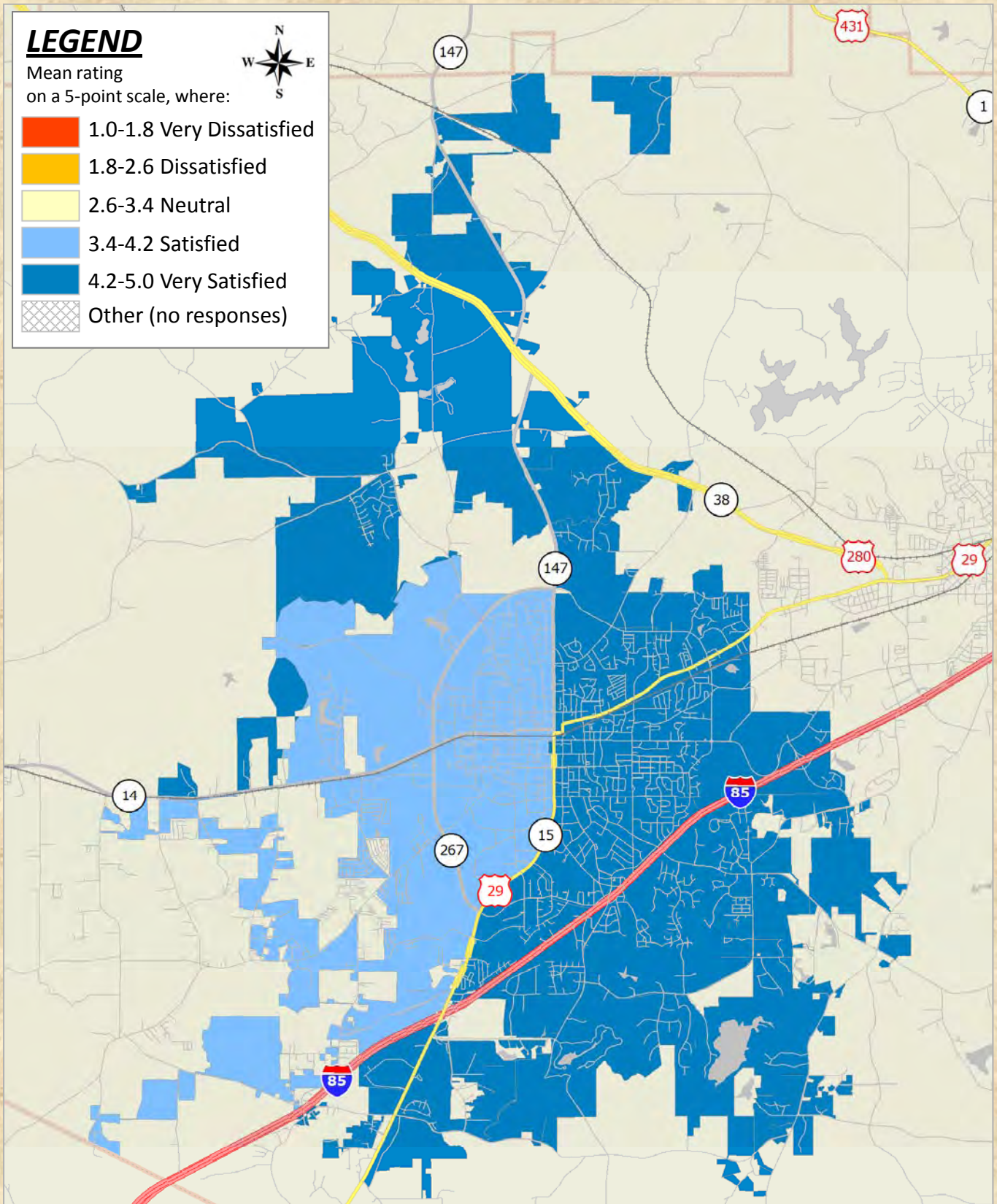


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q3c Overall quality of life in the city

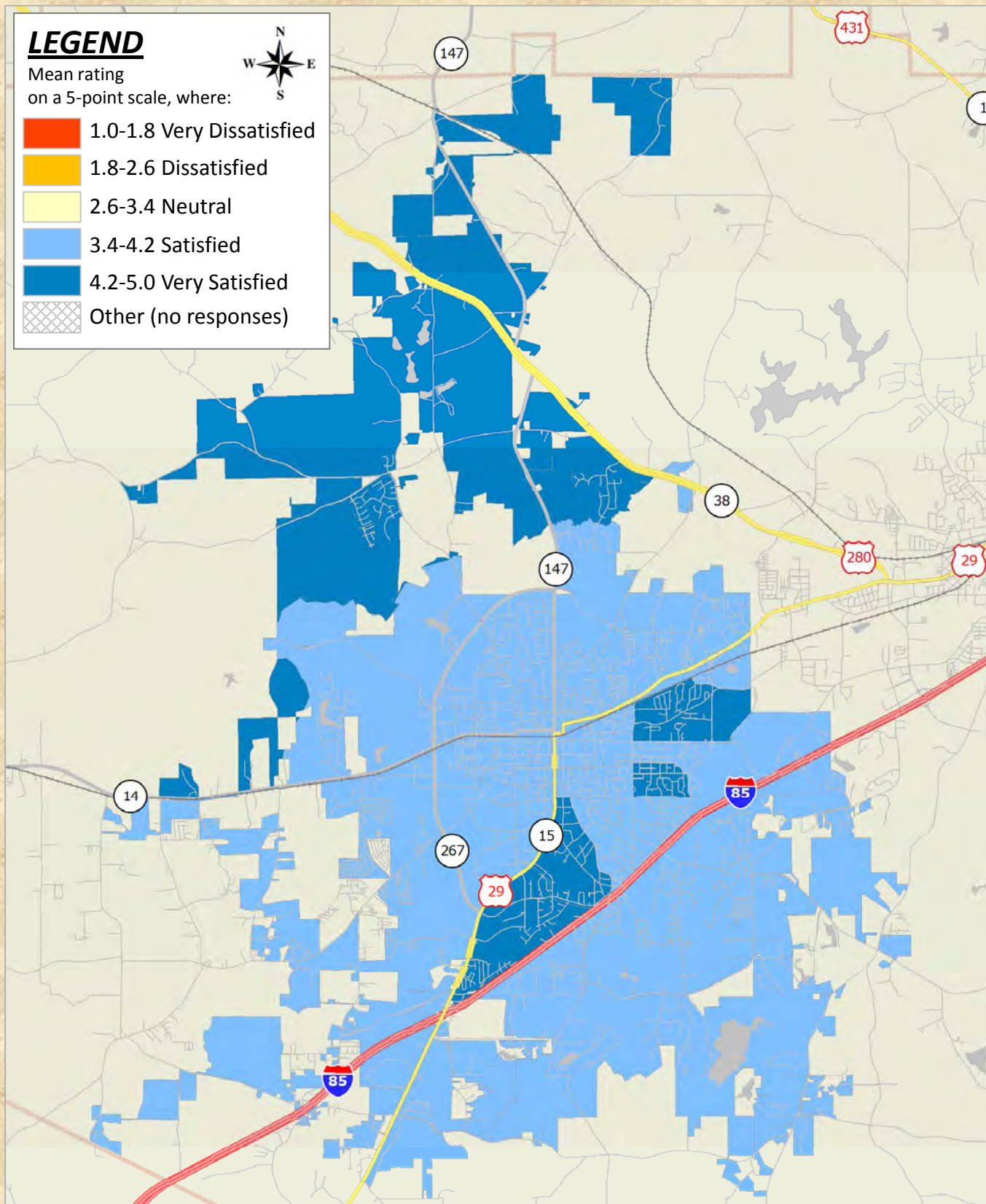


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q3d Overall appearance of the city

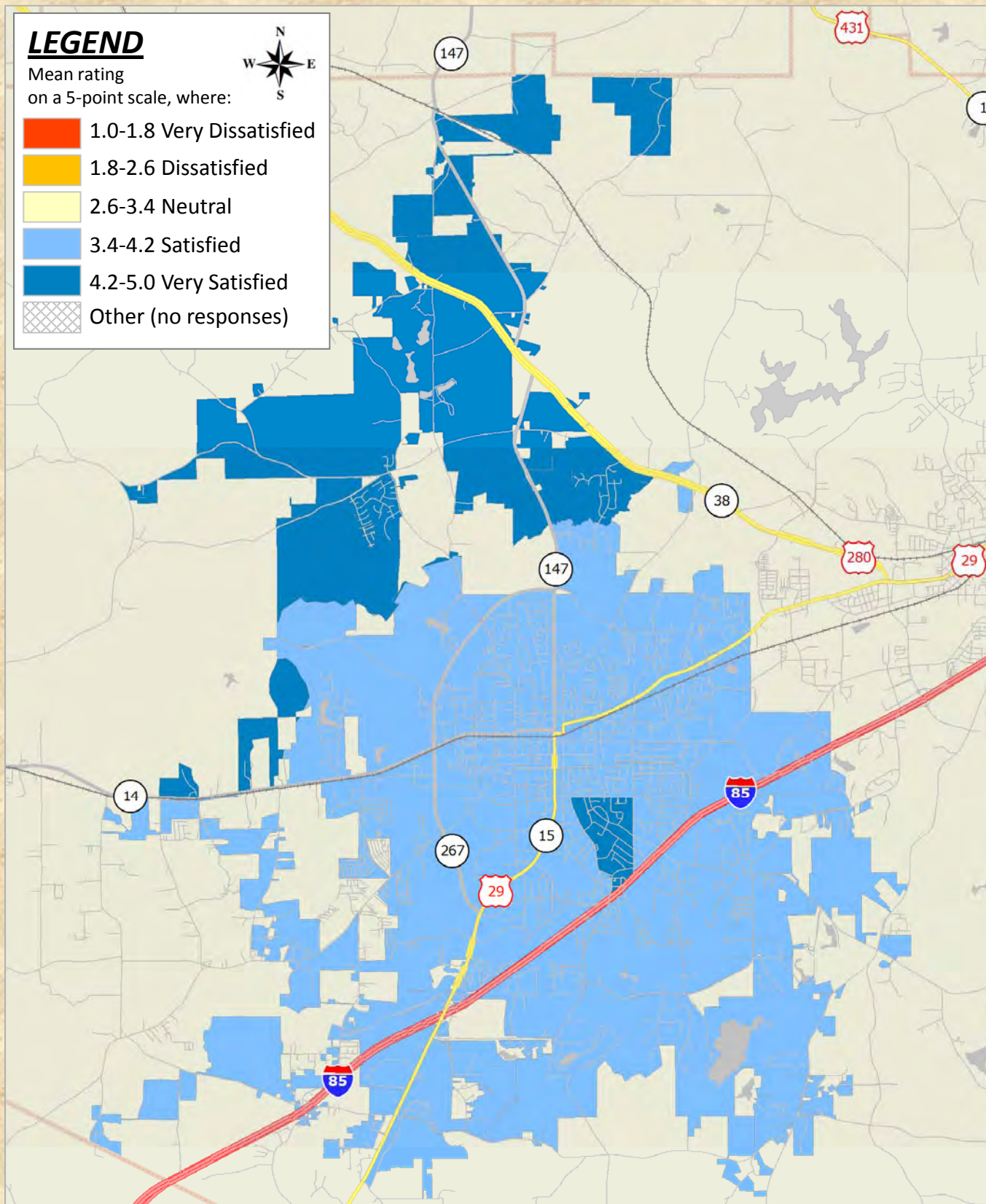


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q3e Overall quality of city services

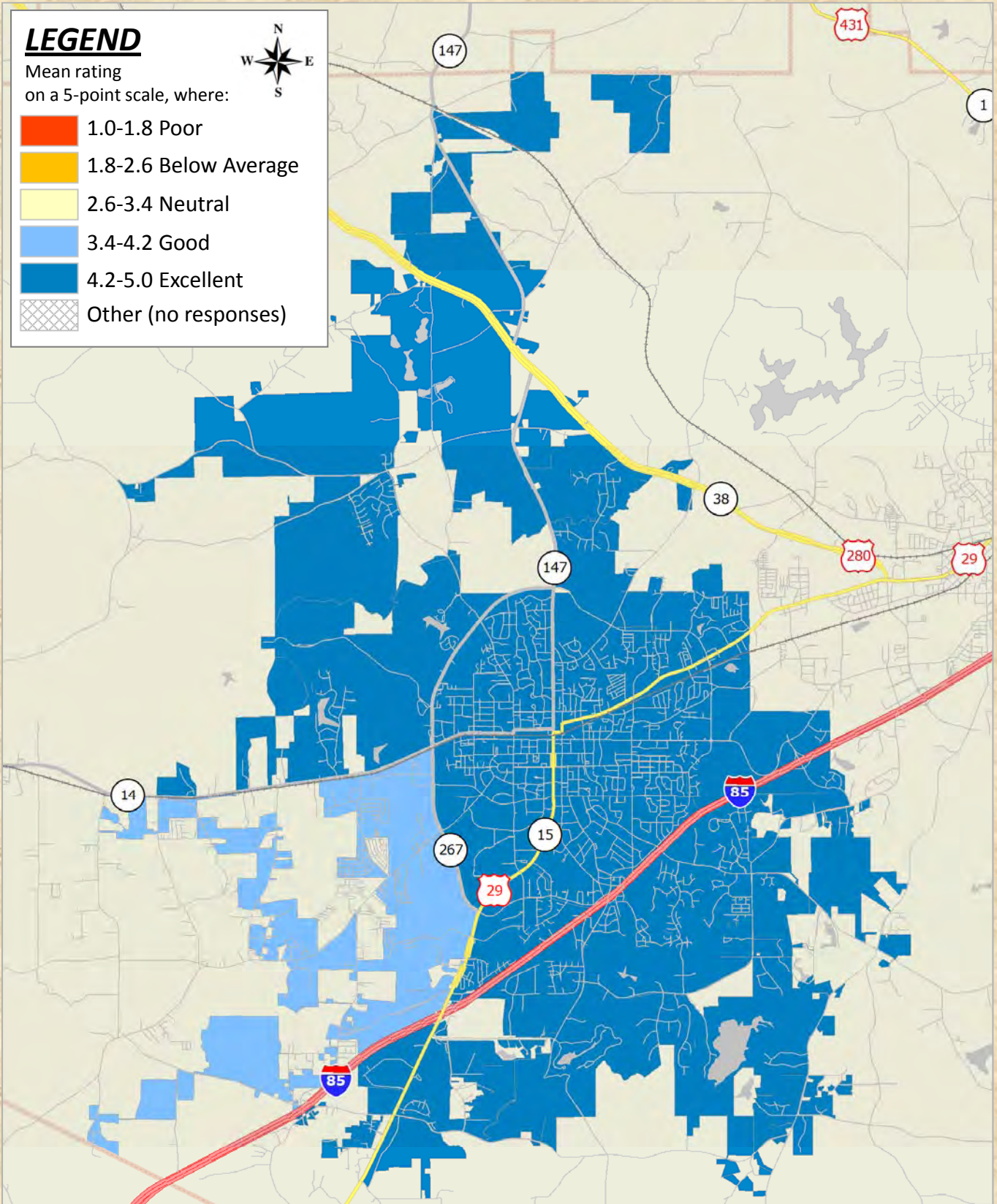


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q4a As a place to live

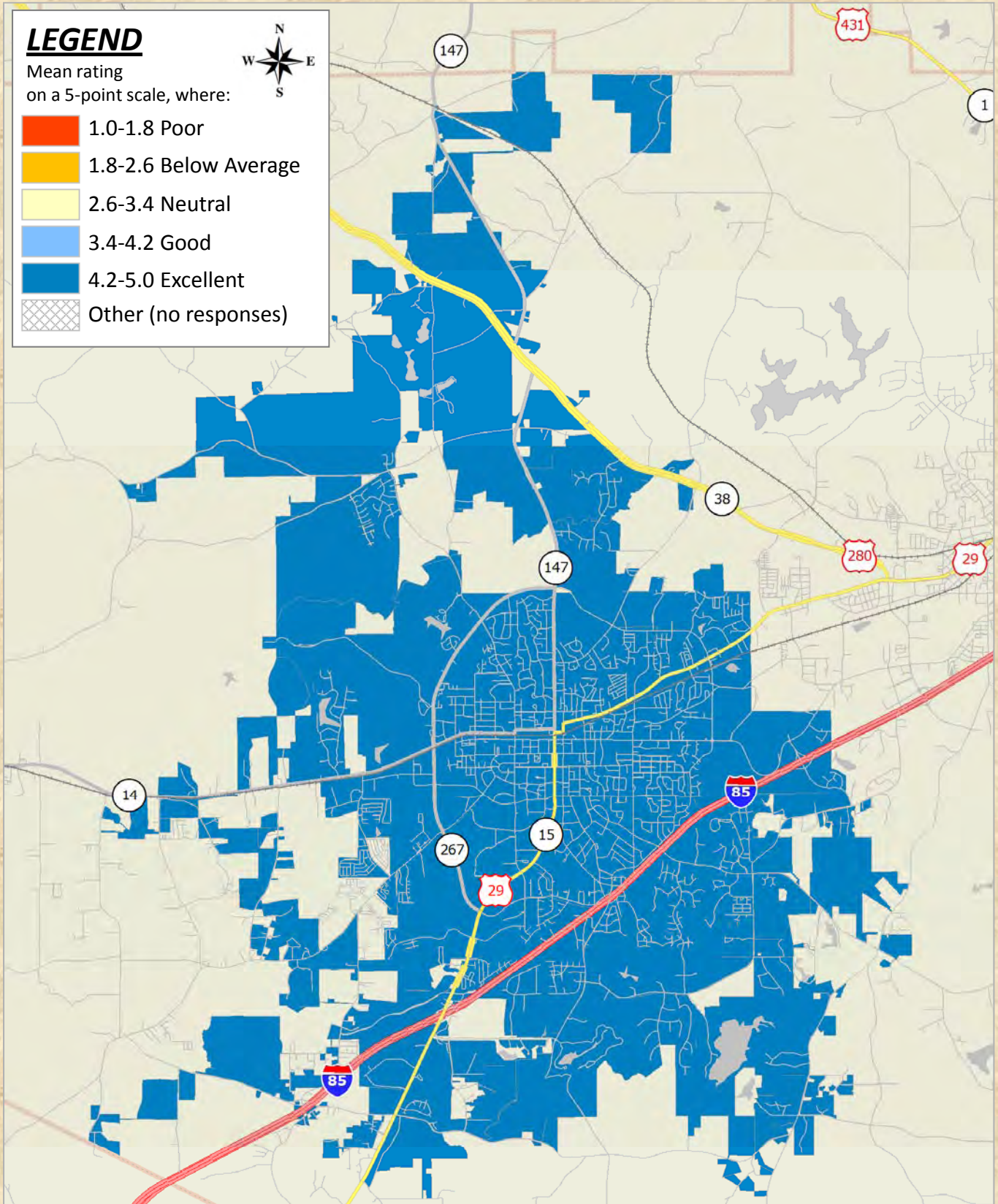


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q4b As a place to raise children

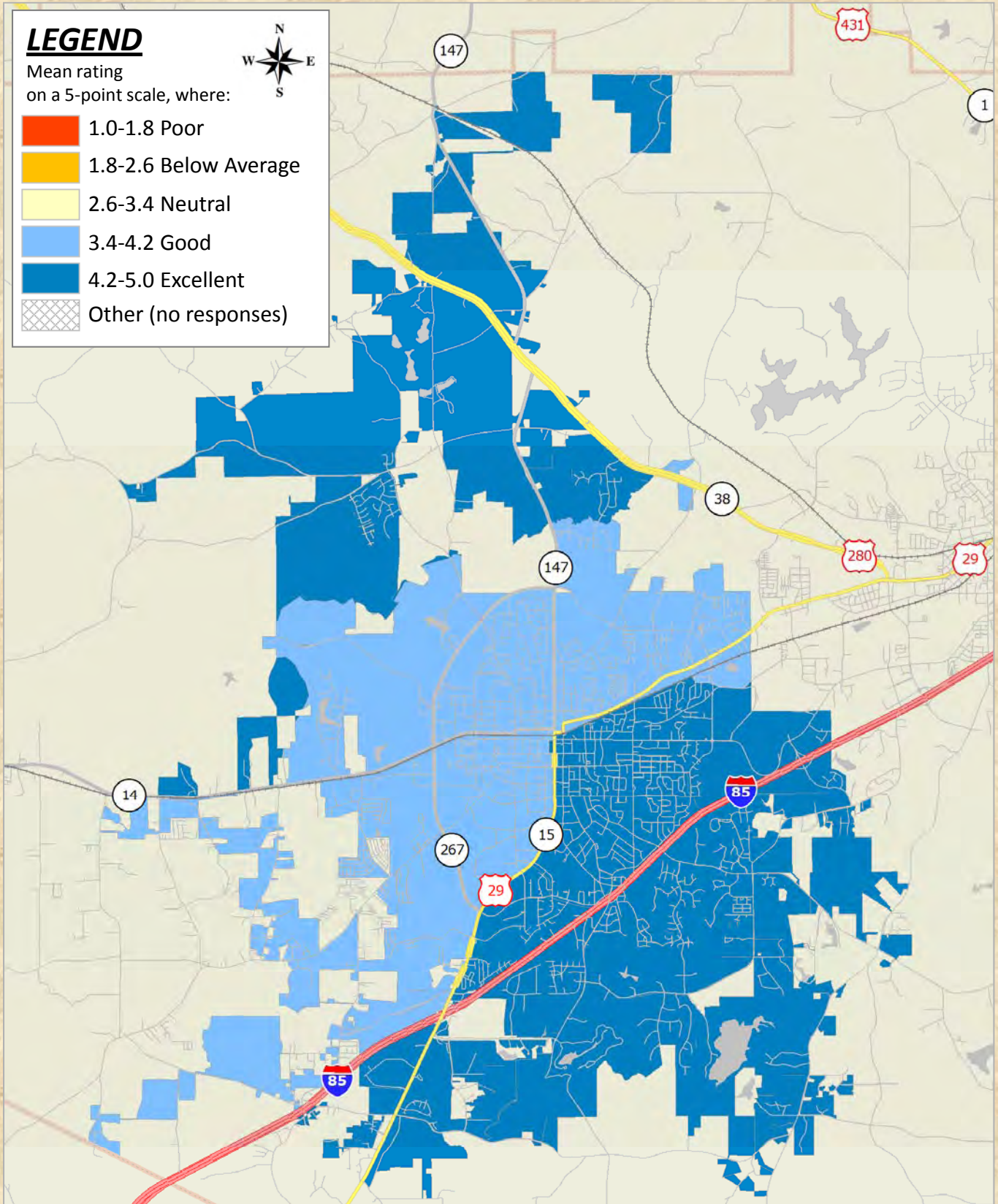


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q4c As a place to work

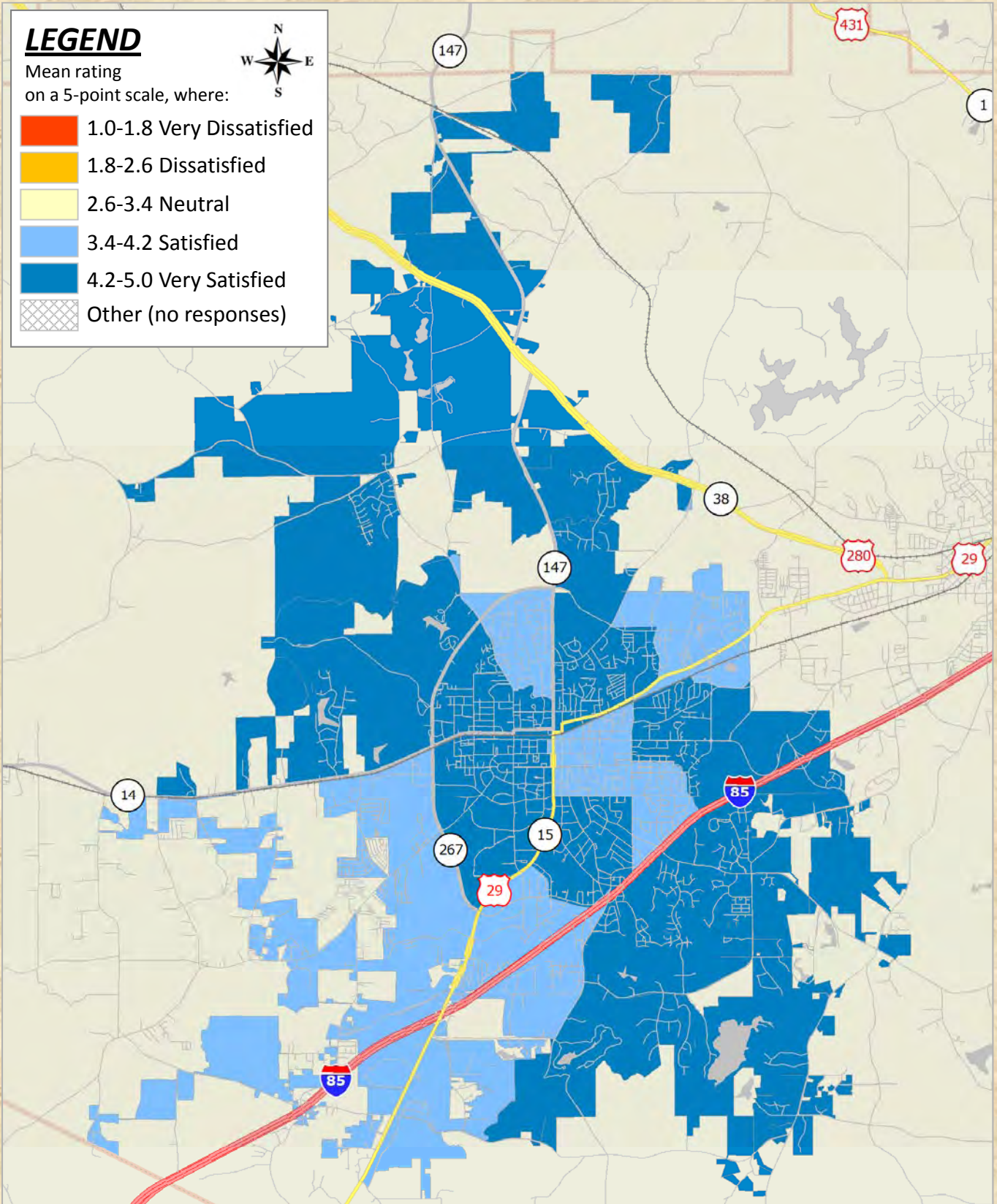


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q6a Overall quality of police protection



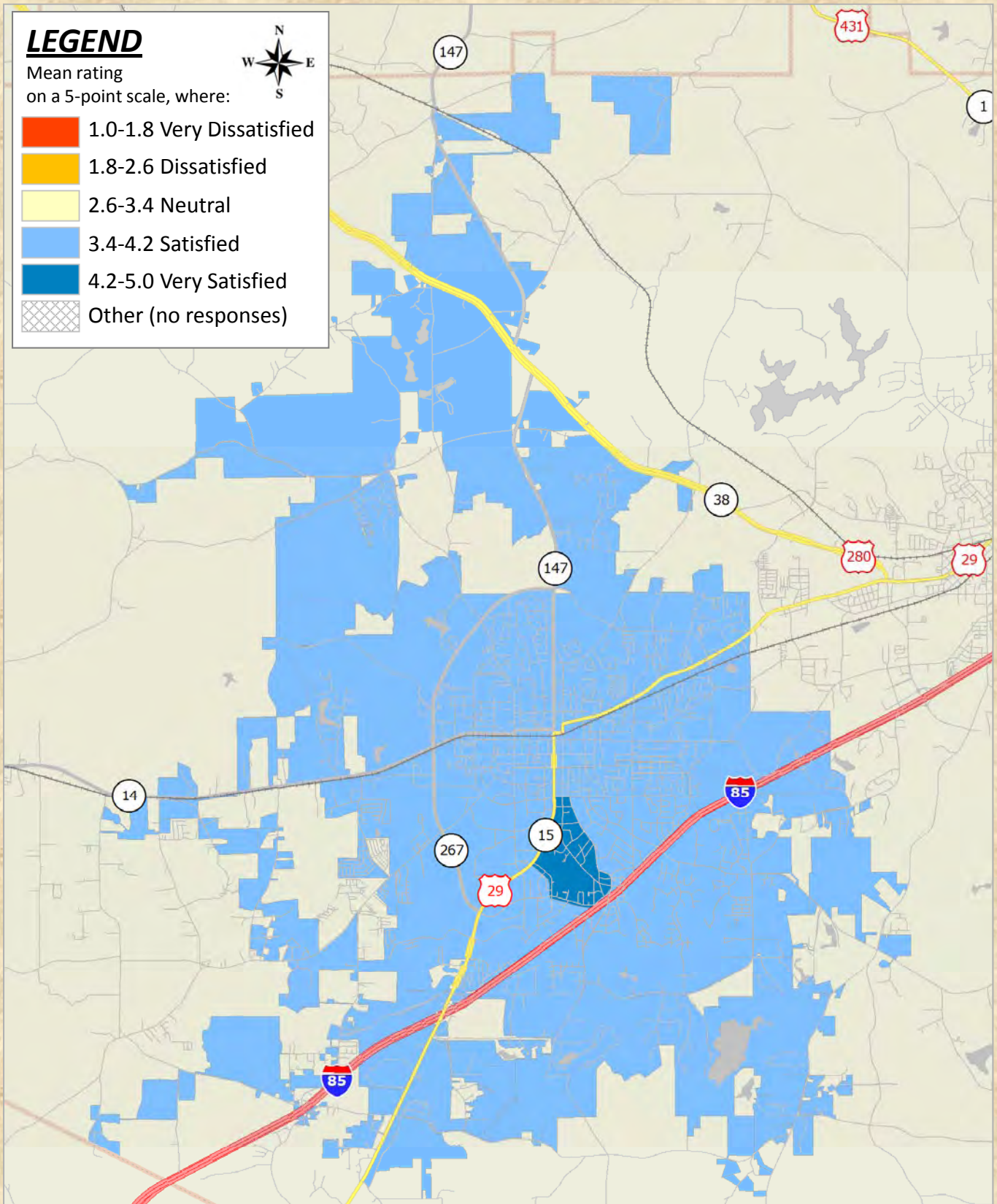
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



## Q6b Visibility of police in neighborhoods

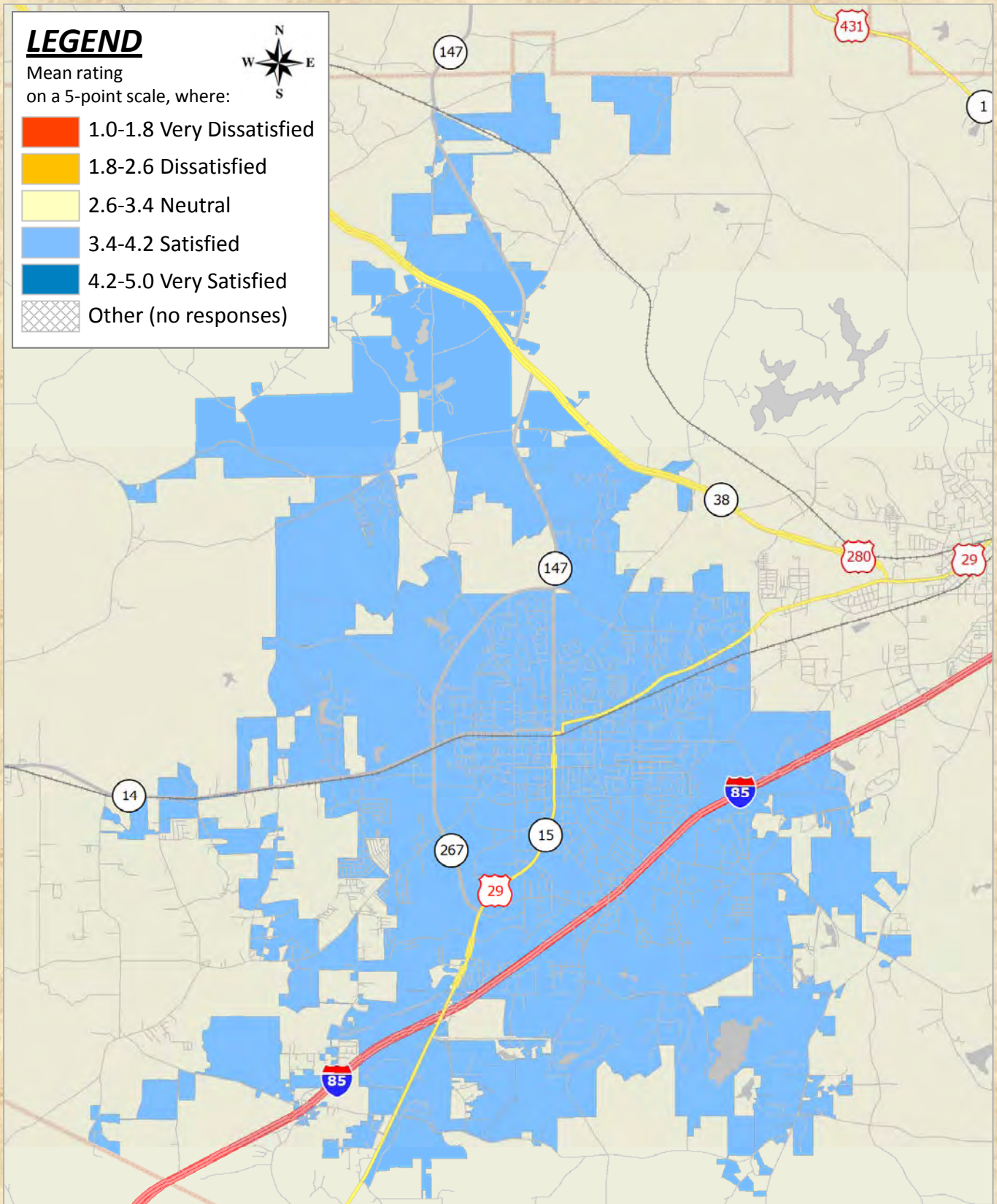


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q6c Visibility of police in retail areas

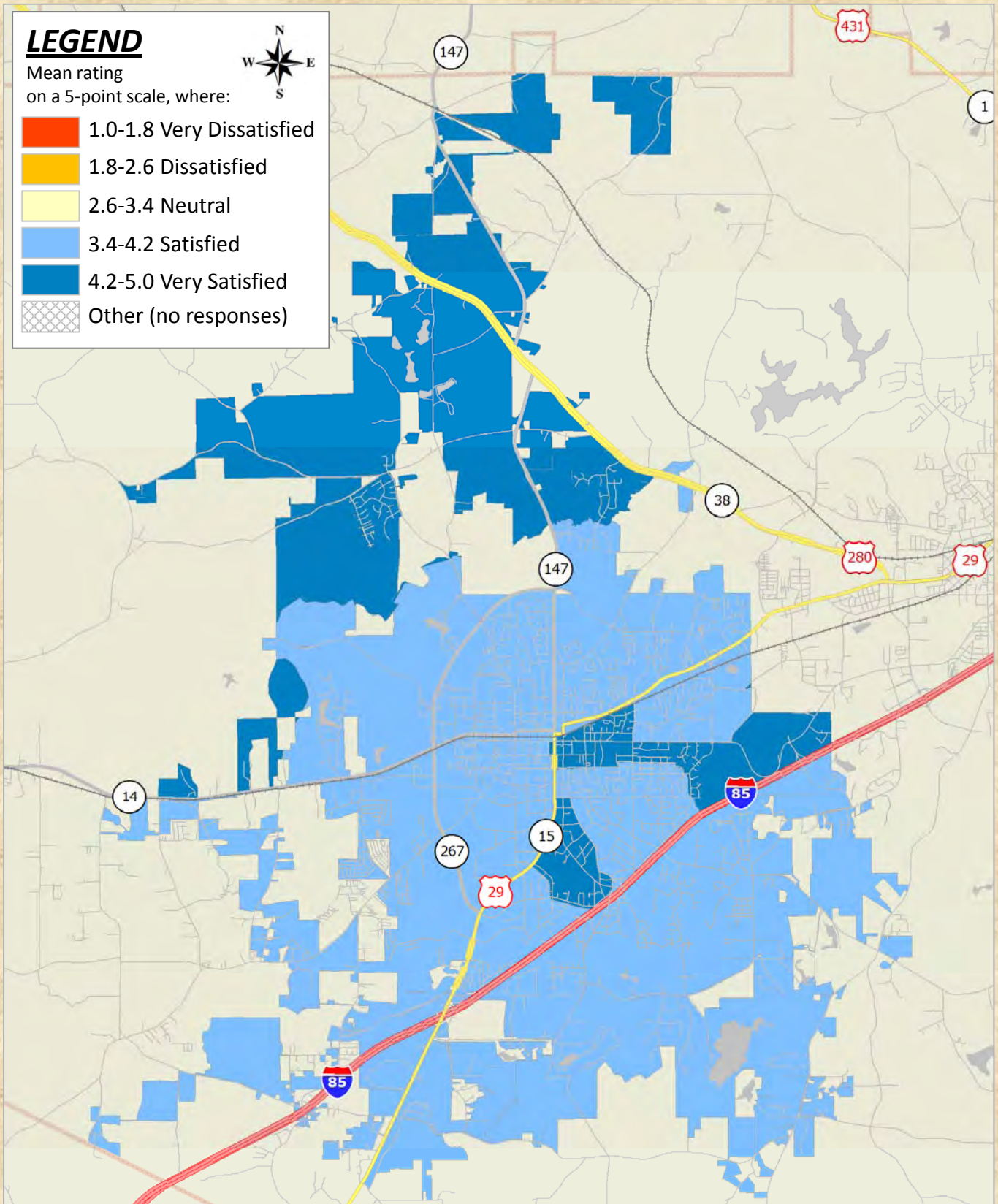


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q6d How quickly police respond to emergencies

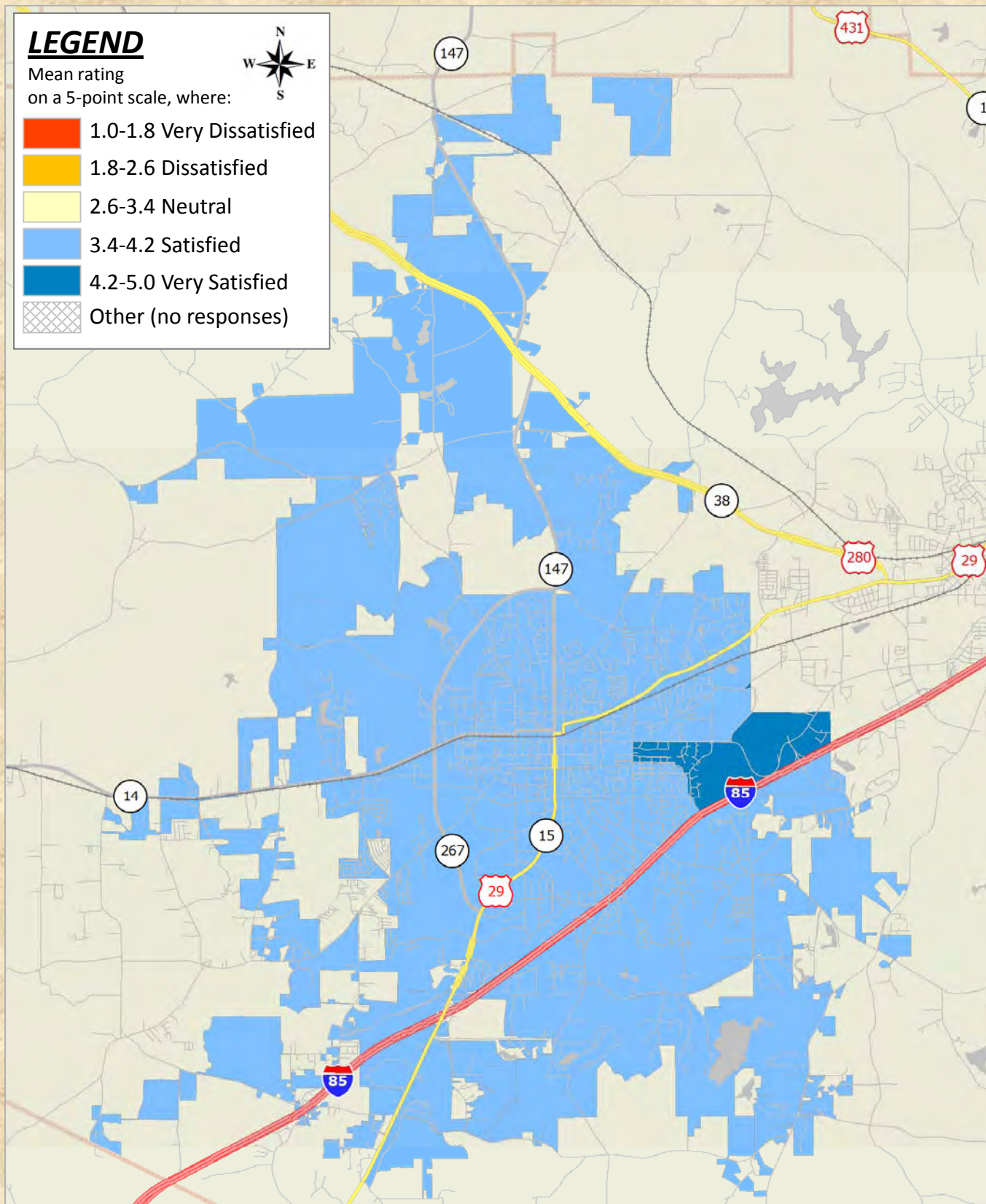


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q6e Efforts to prevent crime

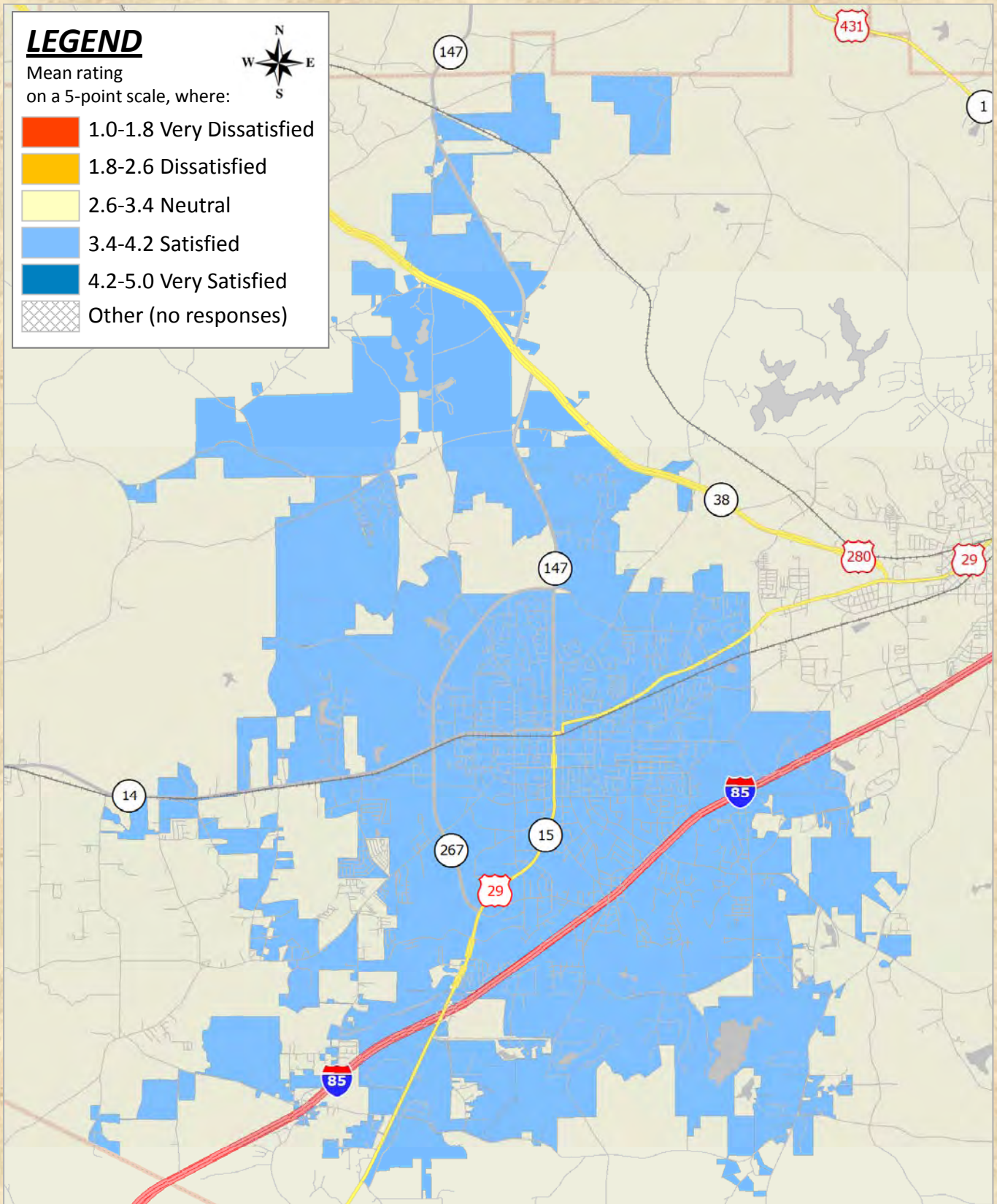


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q6f Police safety education programs

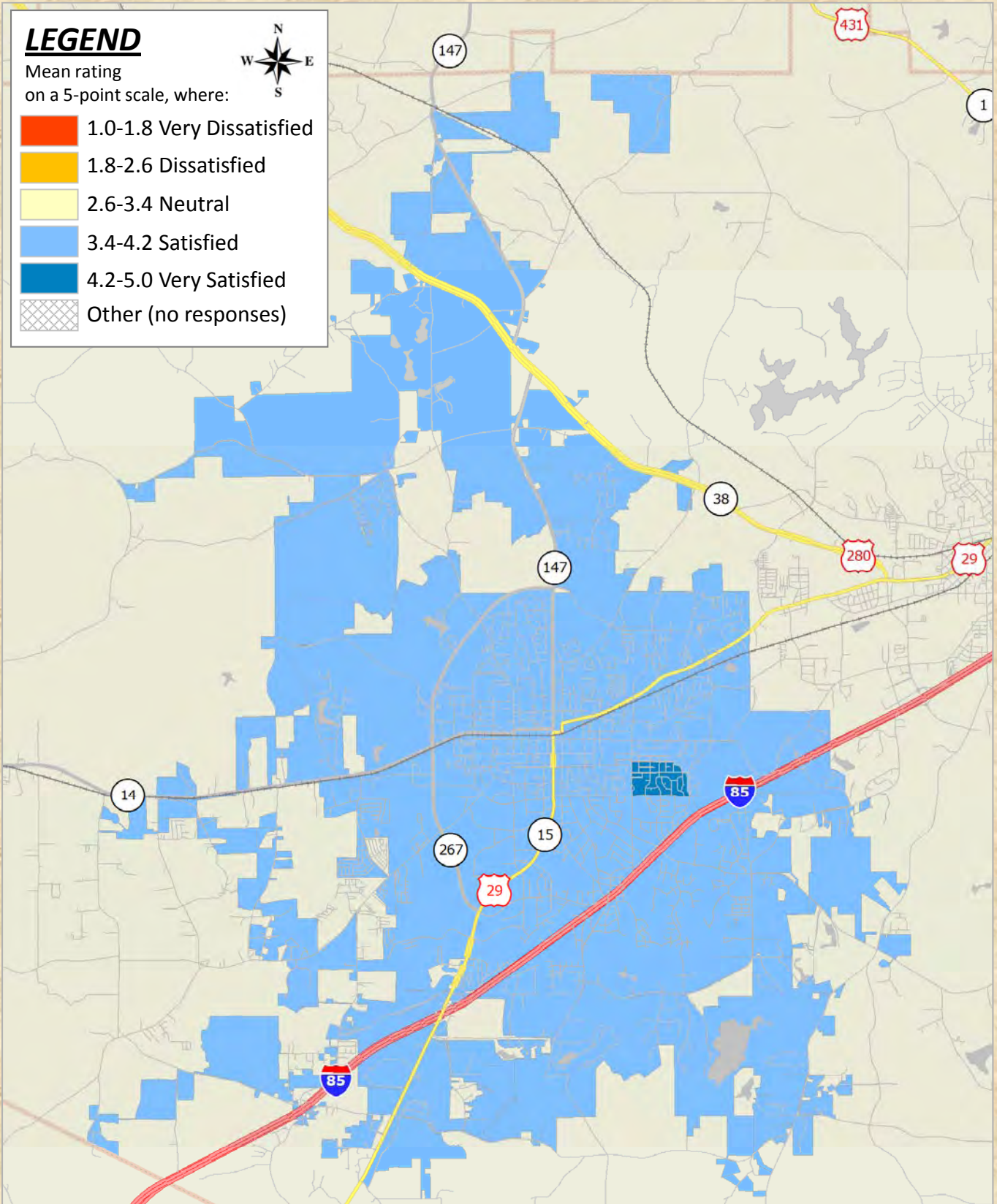


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q6g Enforcement of traffic laws

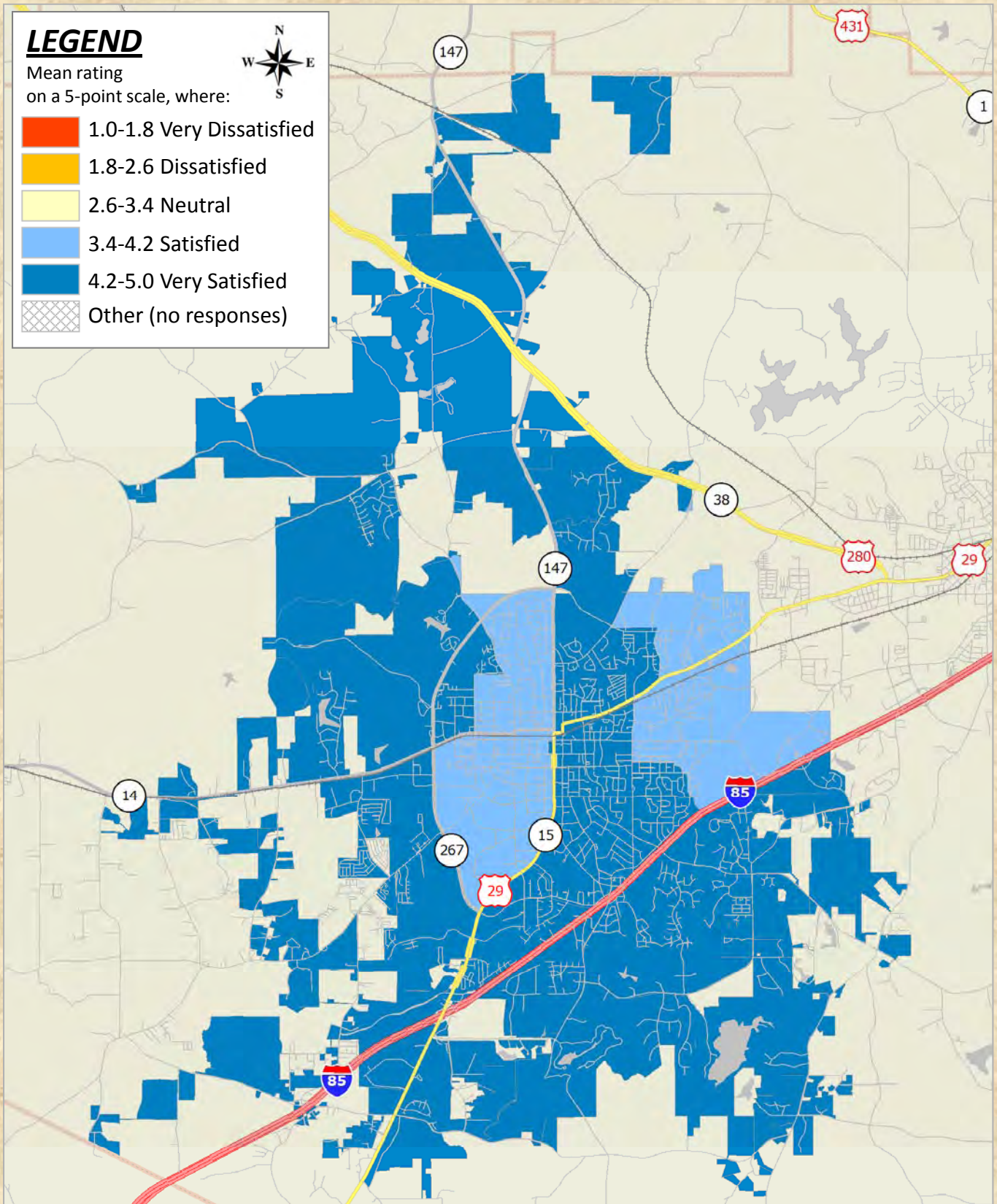


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q6h Overall quality of fire protection

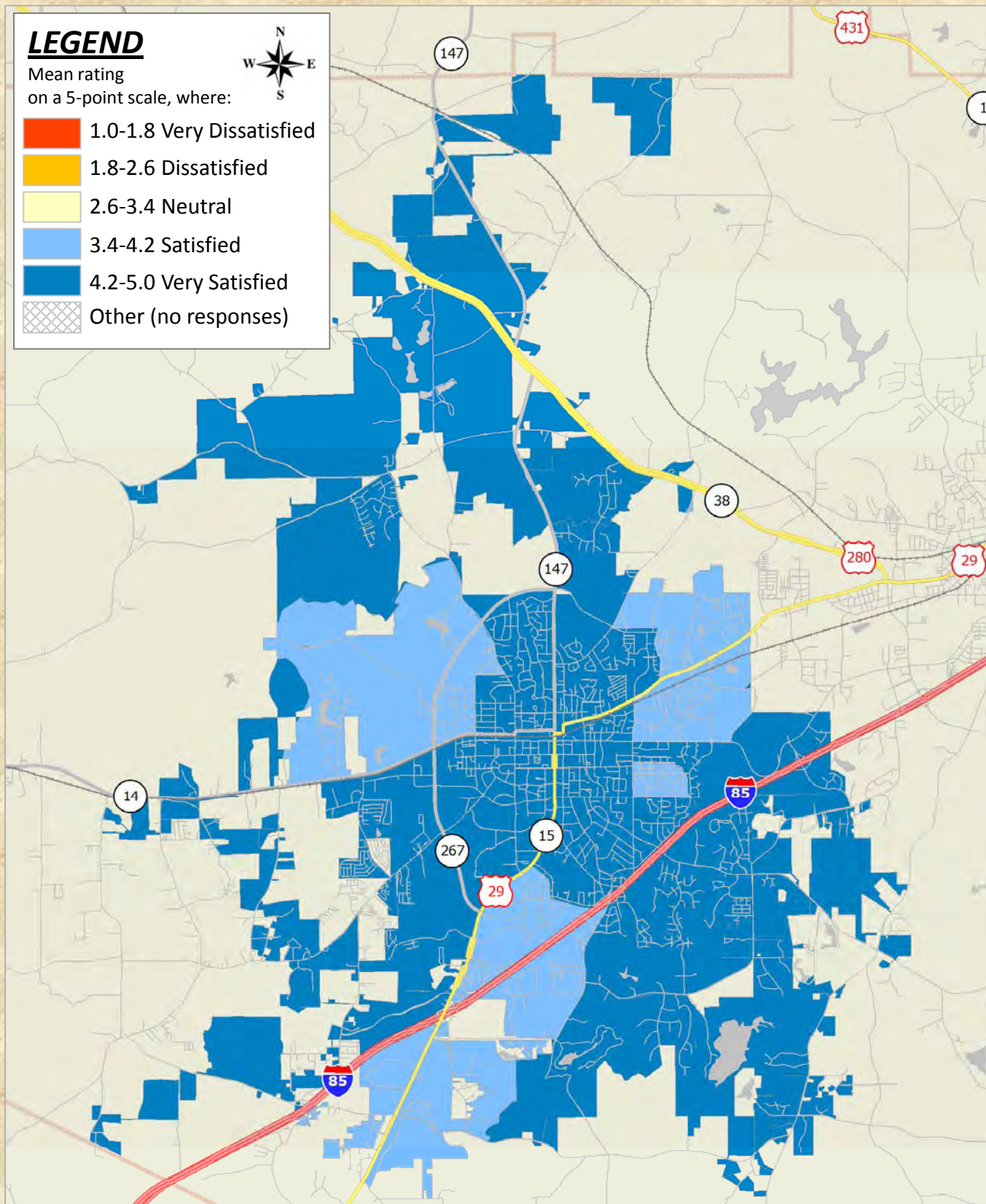


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q6i Fire personnel emergency response time



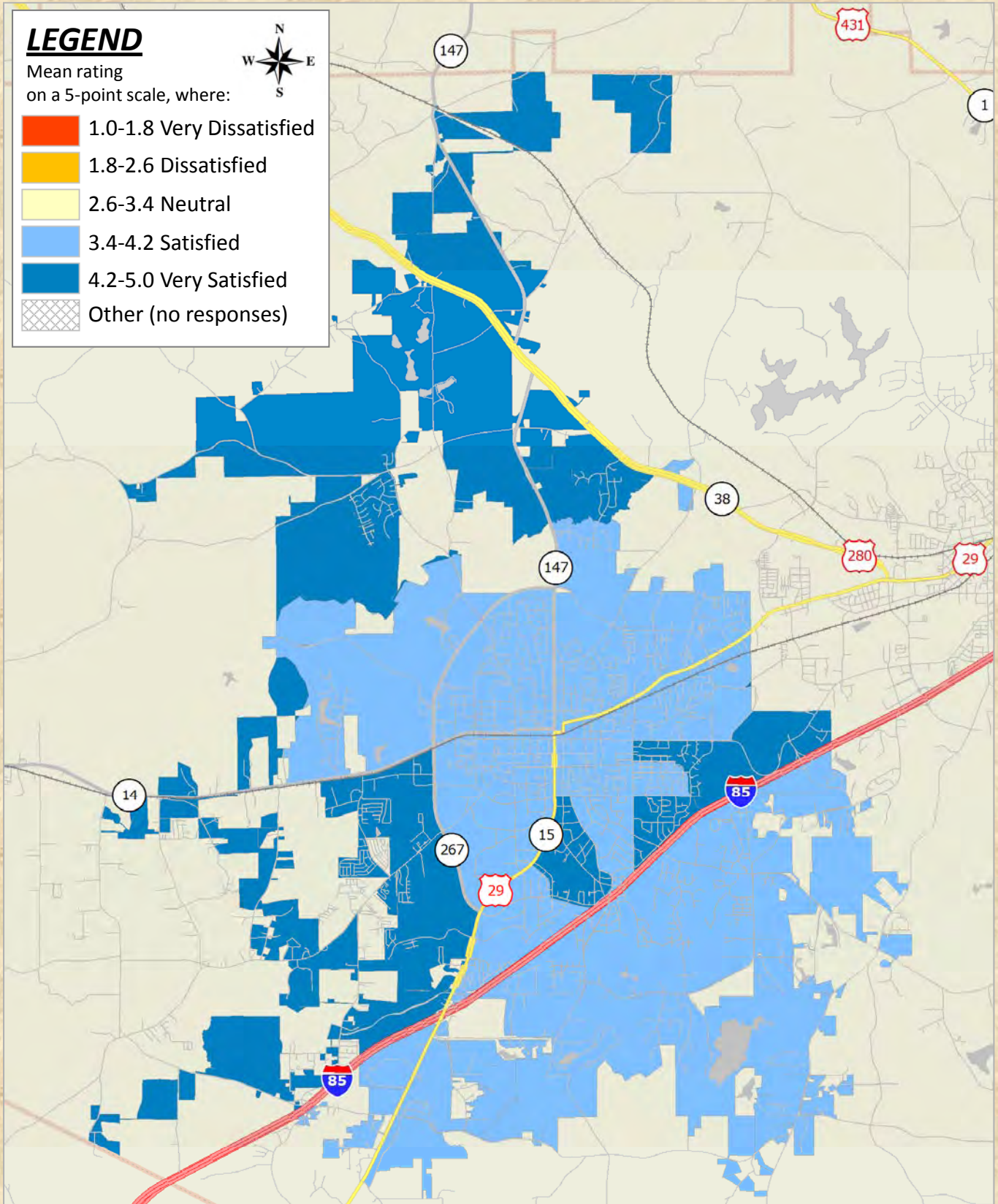
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



## Q6j Fire safety education programs

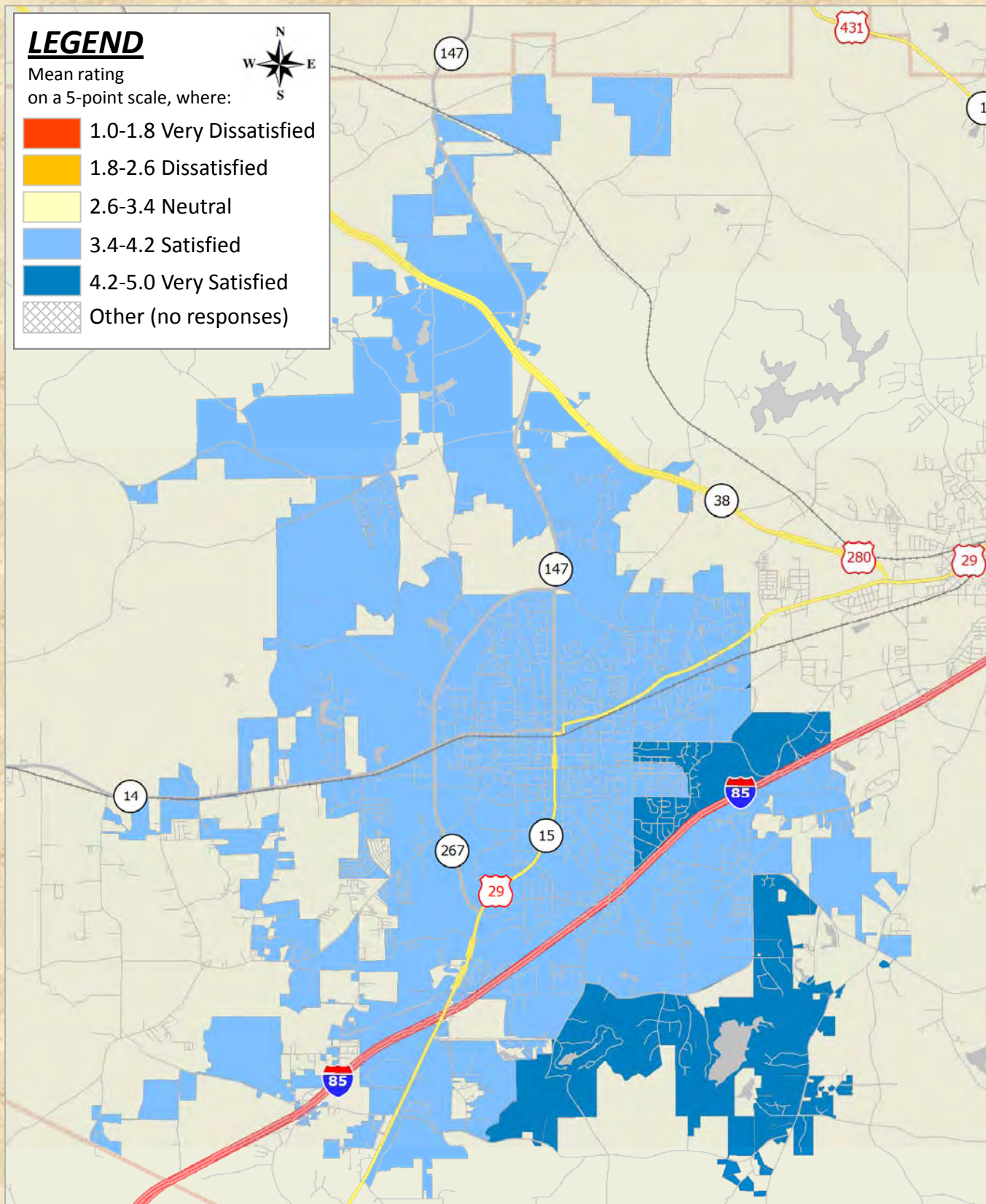


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q6k Quality of local ambulance service

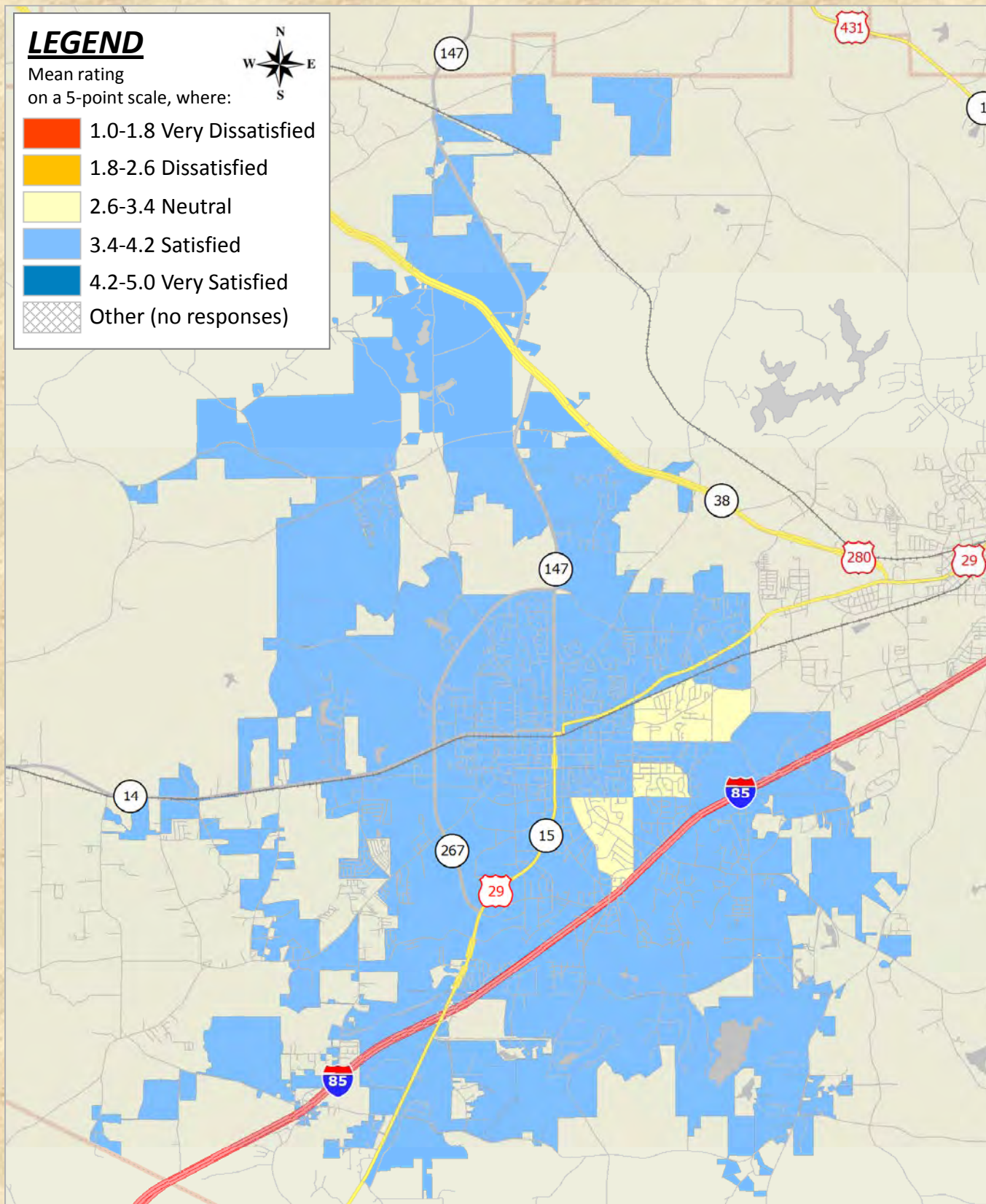


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q61 Quality of animal control

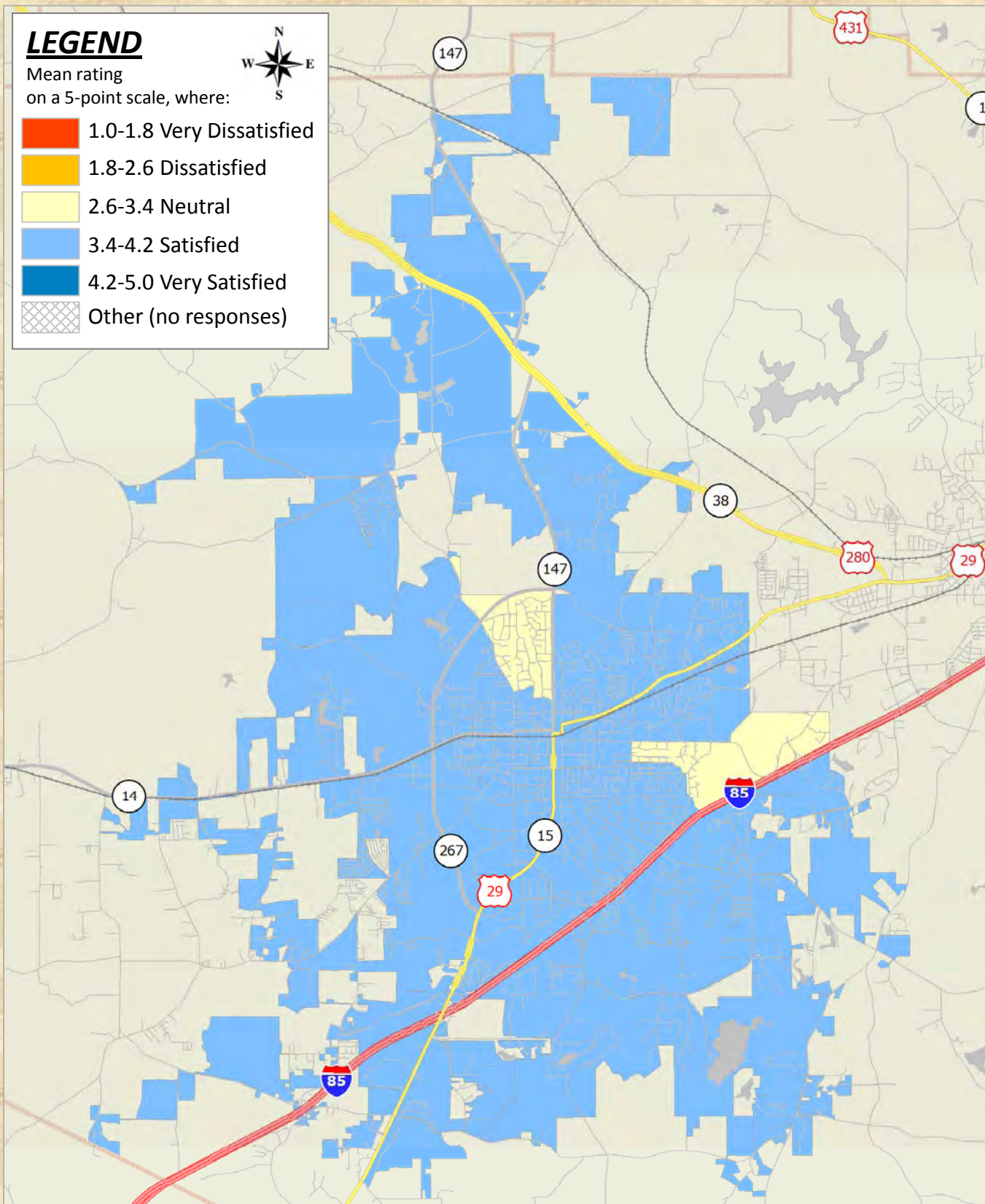


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q6m Enforcement of speed limits in neighborhoods

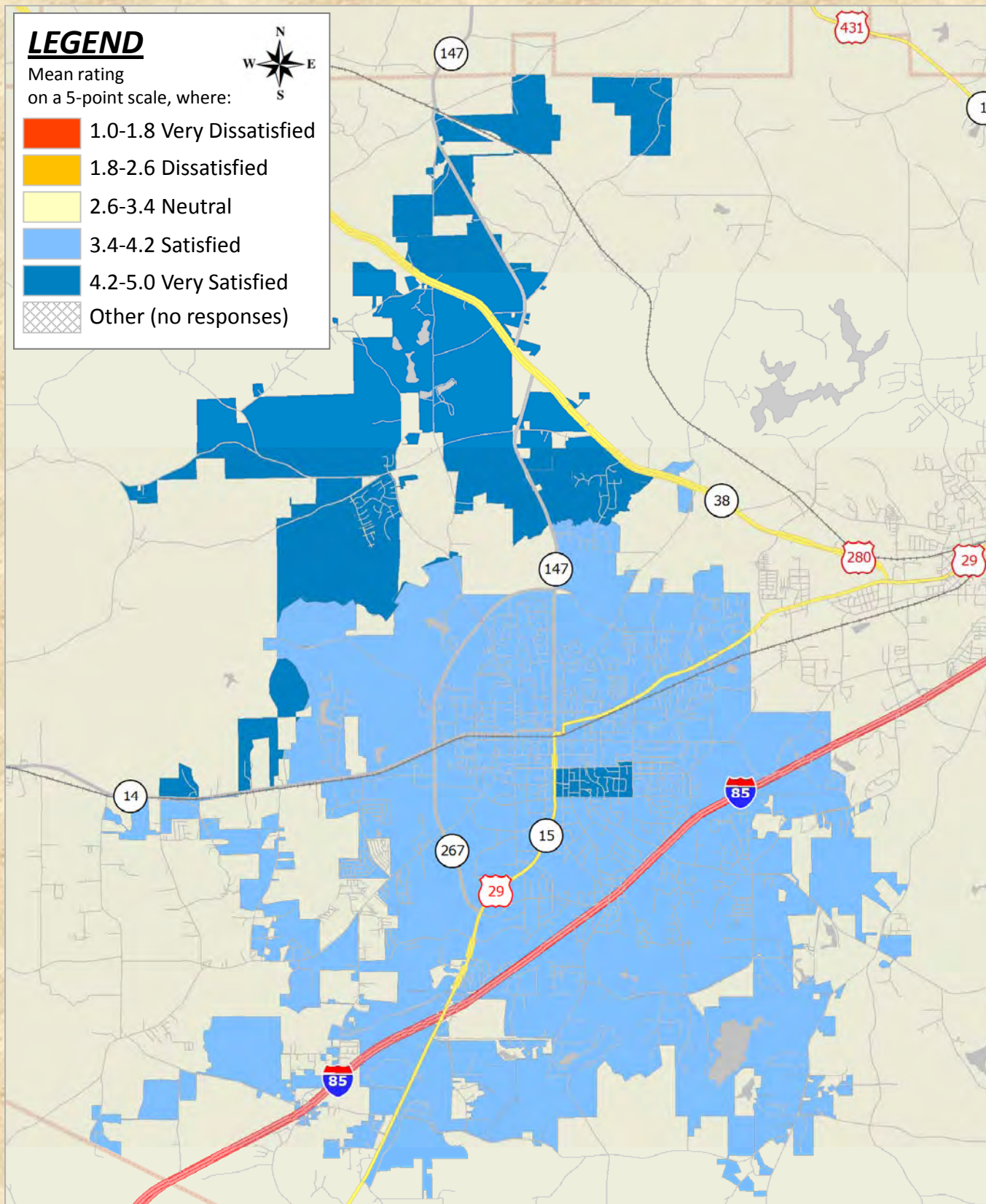


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q8a Clean up of debris/litter in neighborhoods

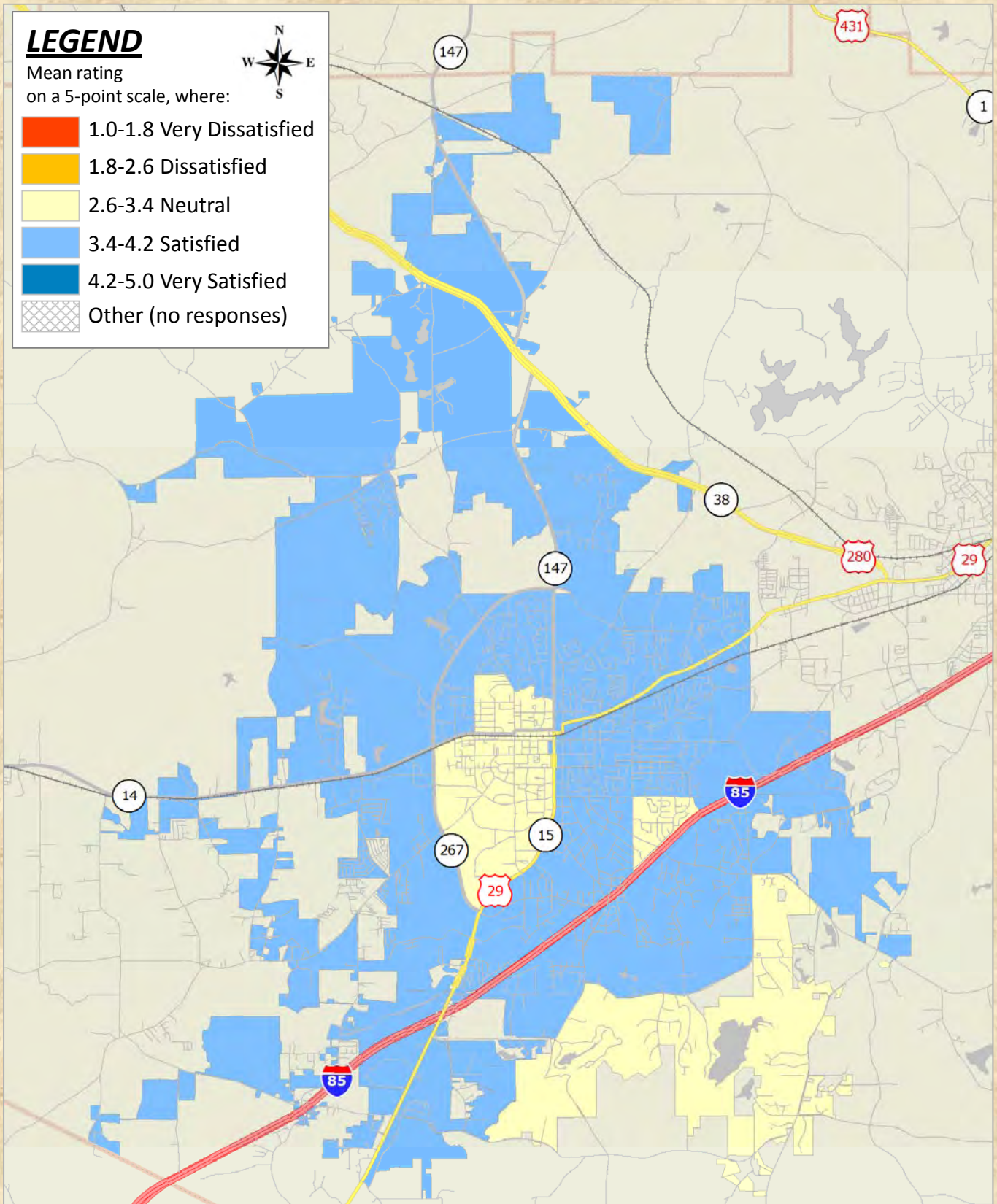


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q8b Sign regulations

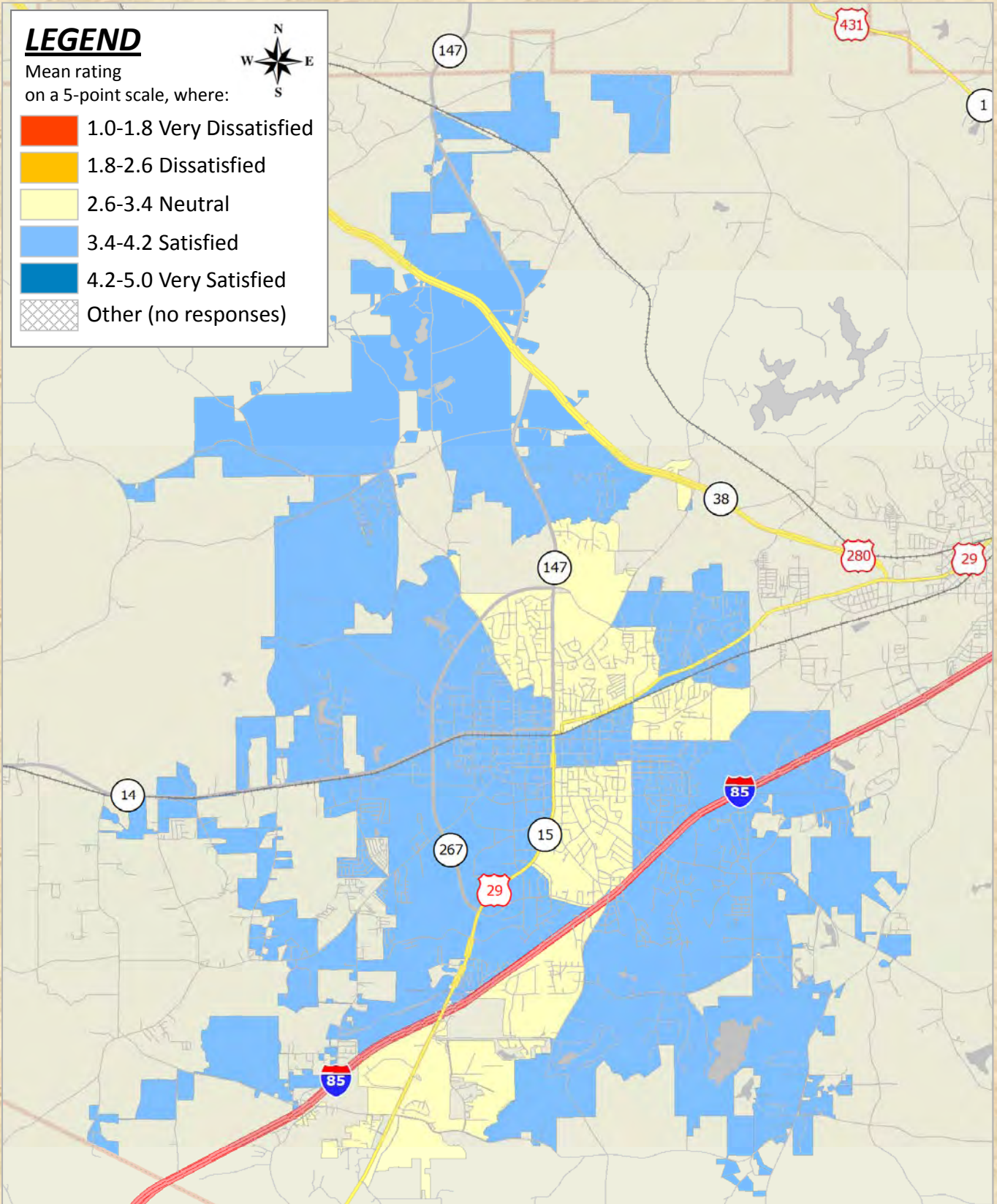


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q8c Zoning regulations

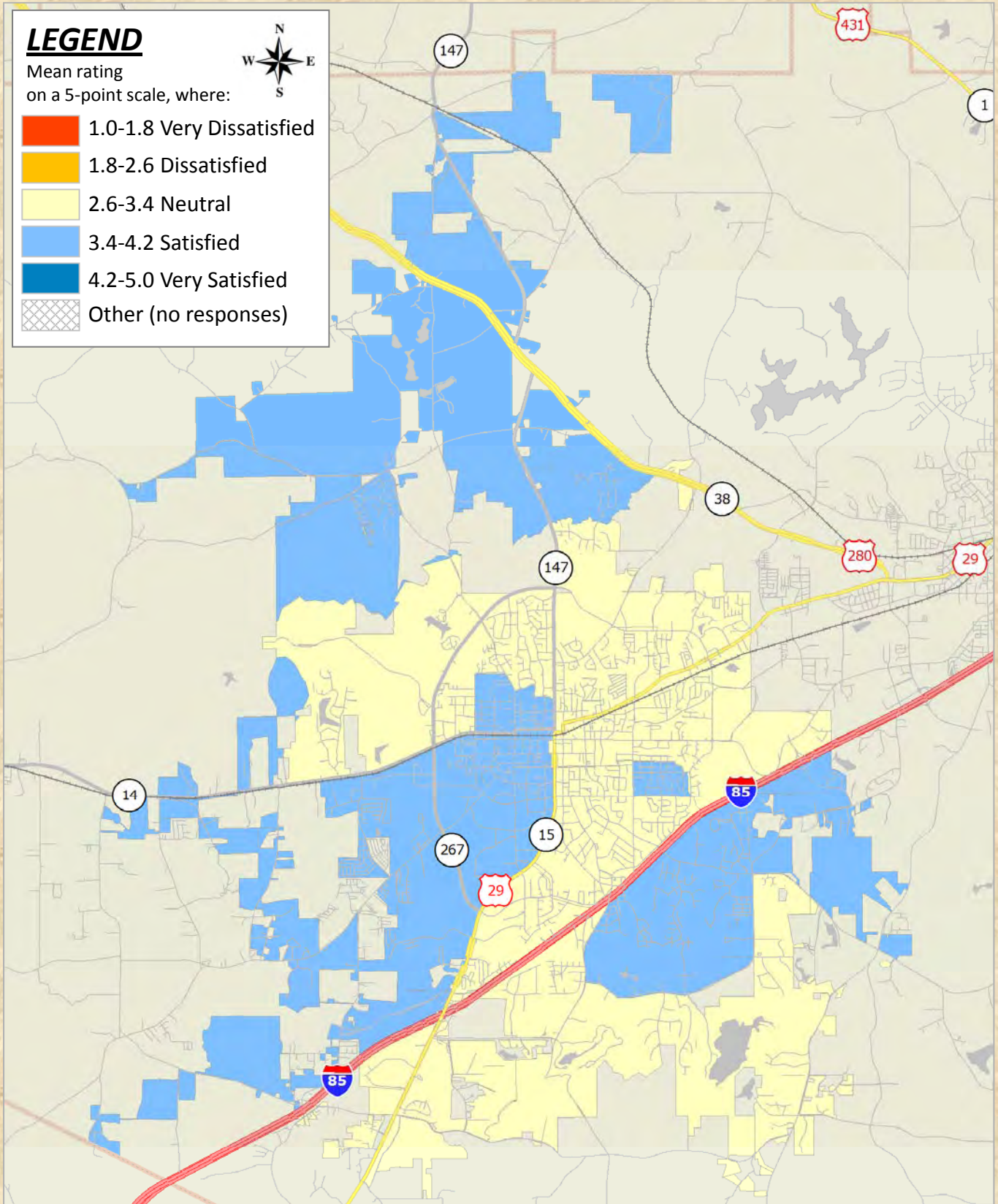


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q8d Unrelated occupancy regulations



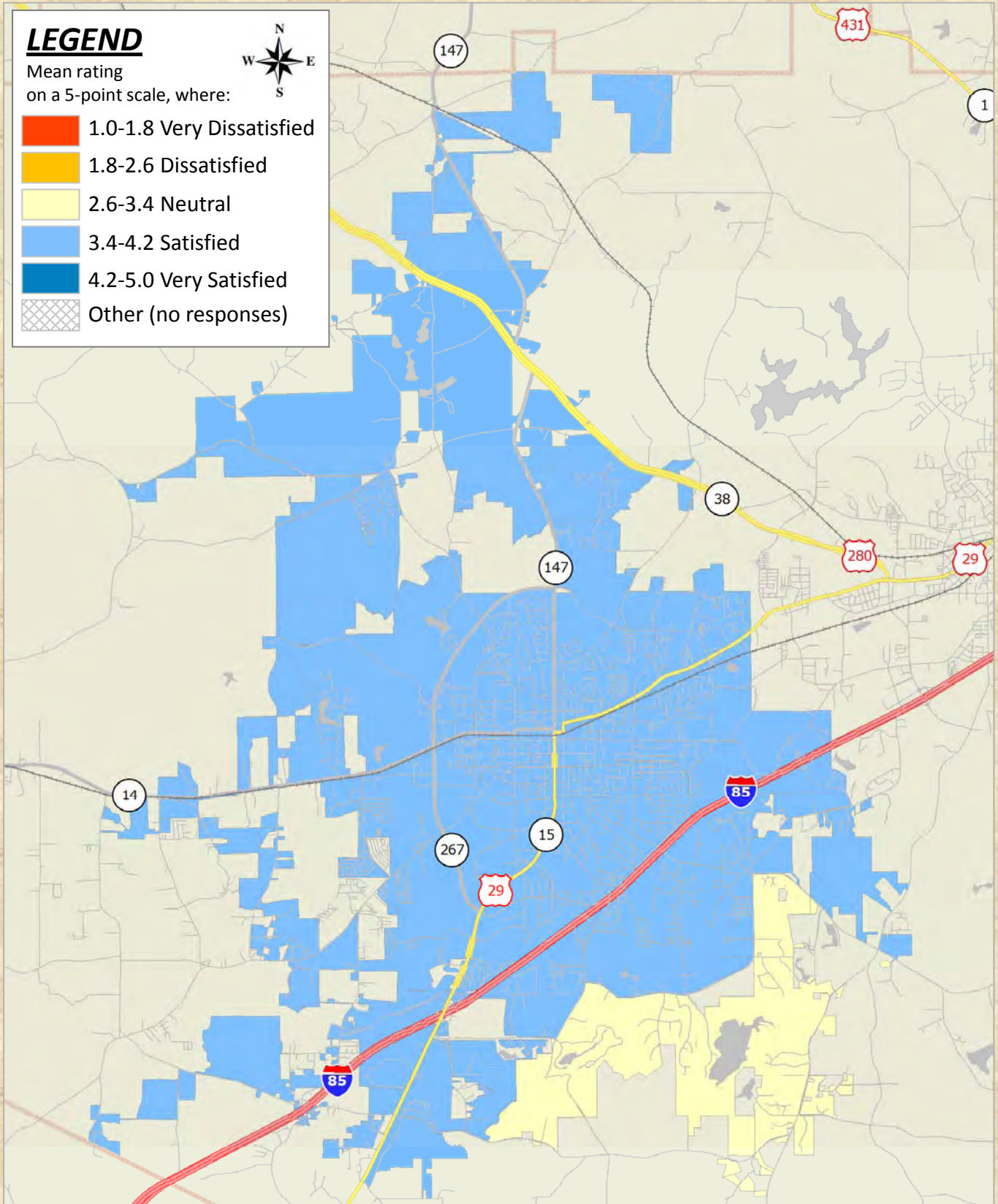
### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



## Q8e Building codes

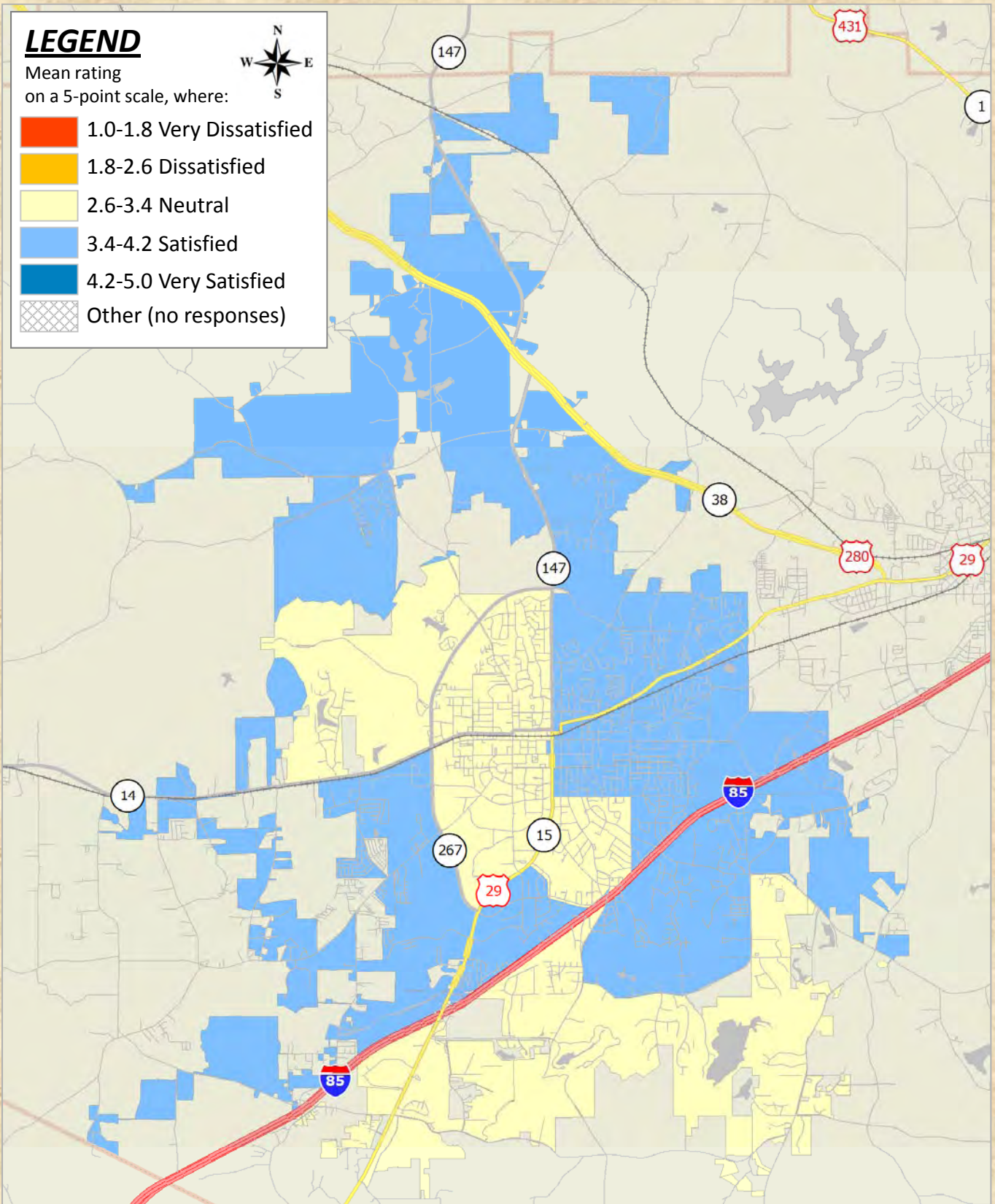


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q8f Erosion and sediment control regulations

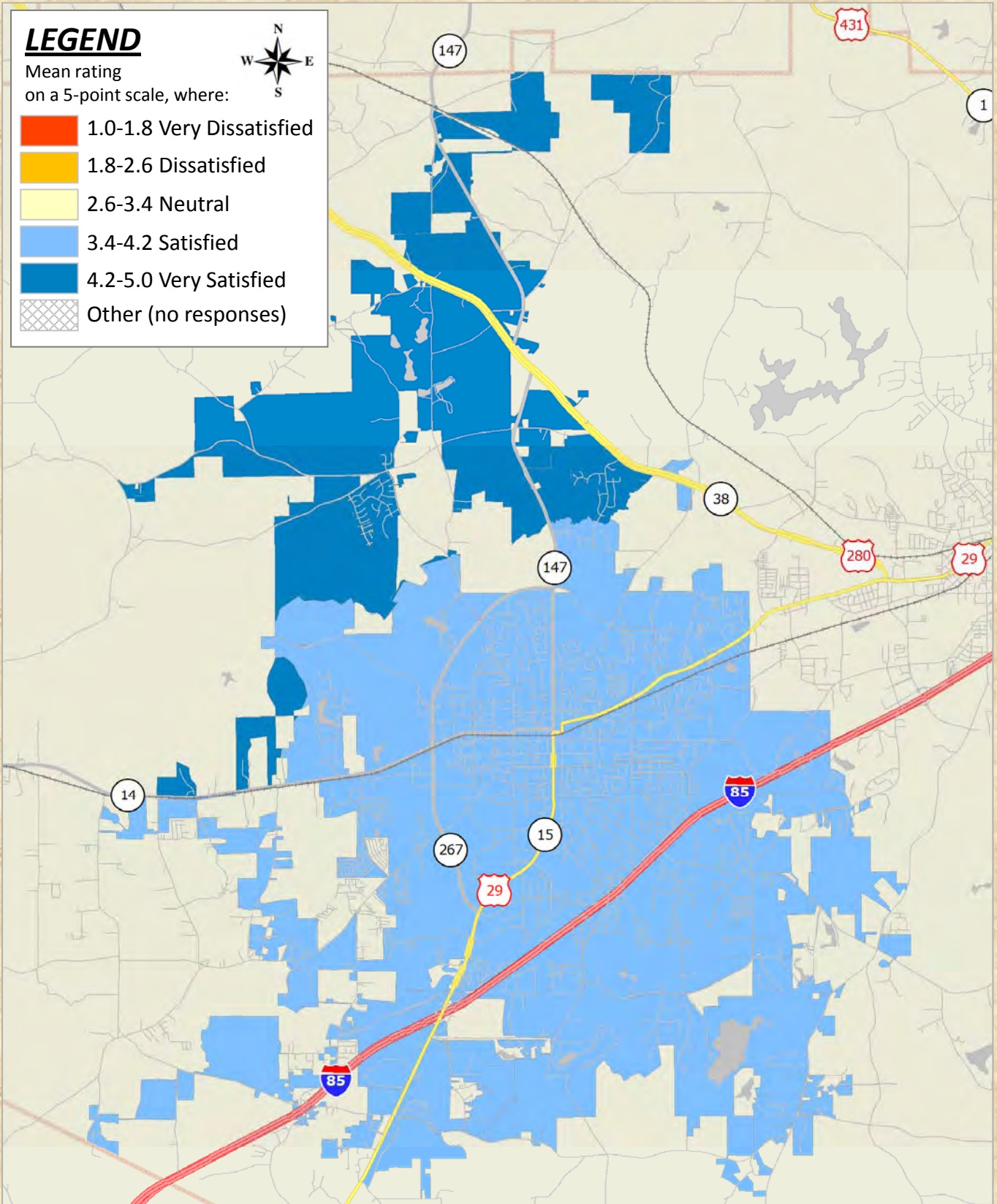


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q8g Fire codes and regulation

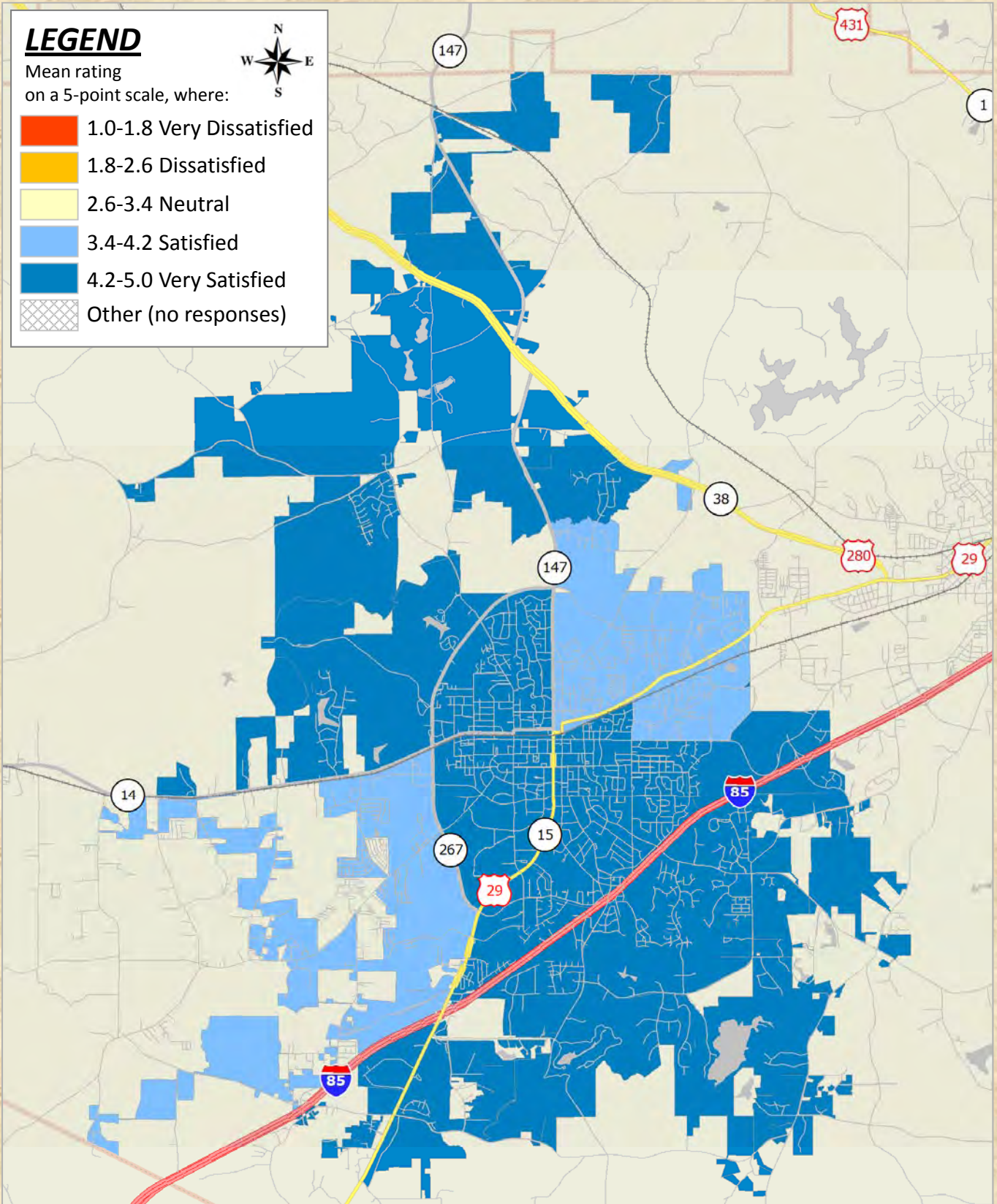


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q10a Residential garbage collection service

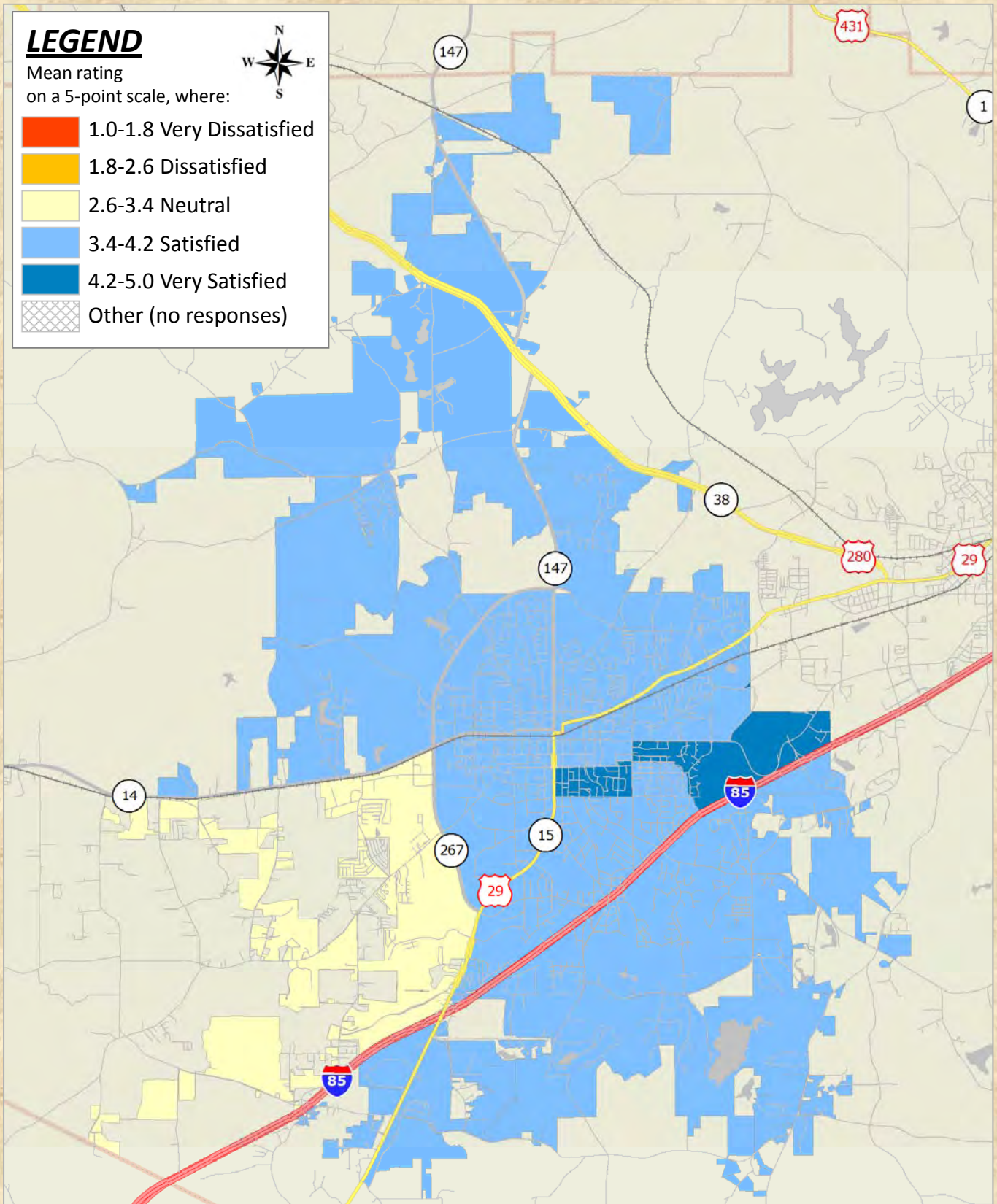


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q10b Curbside recycling service

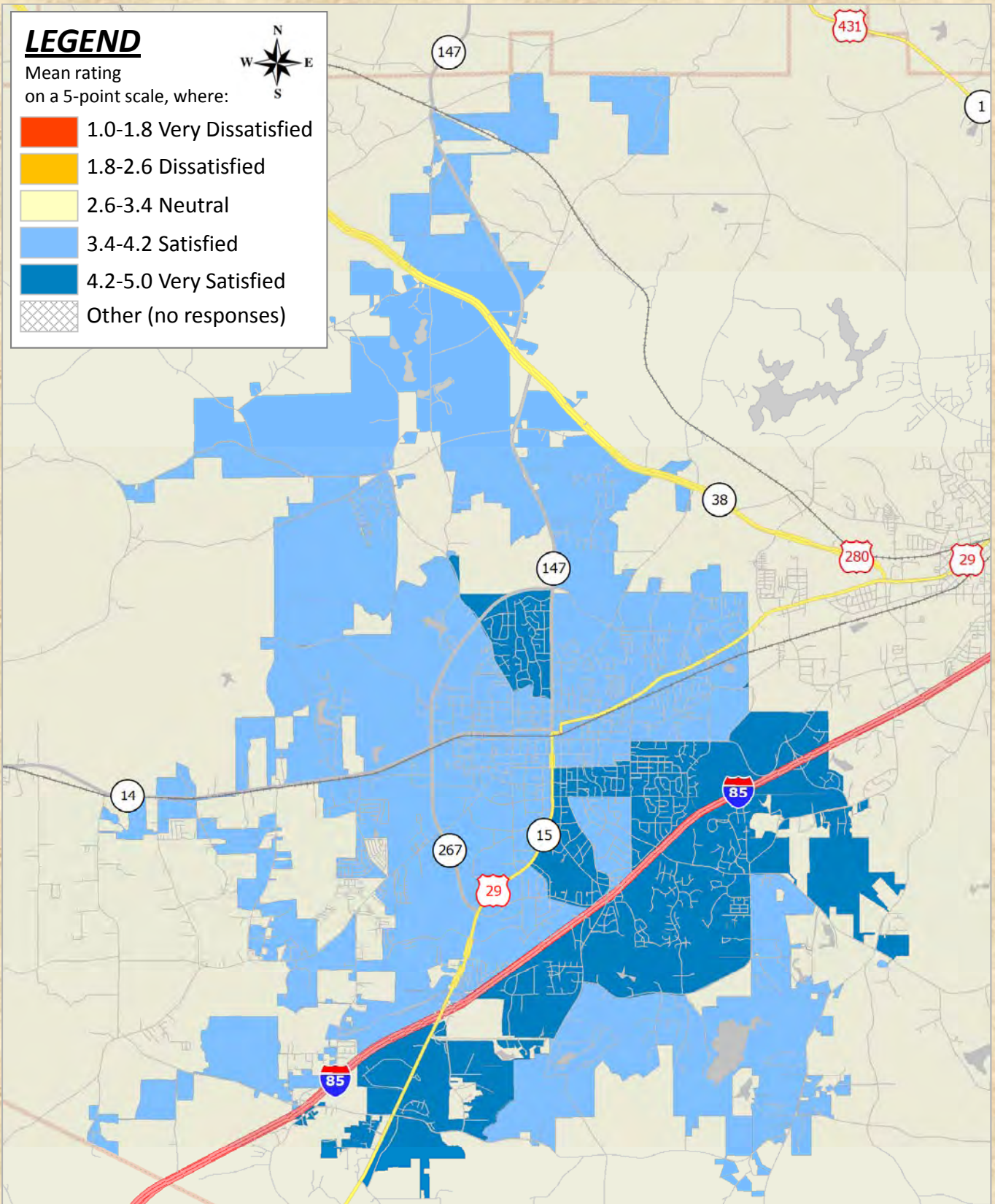


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q10c Yard waste removal service

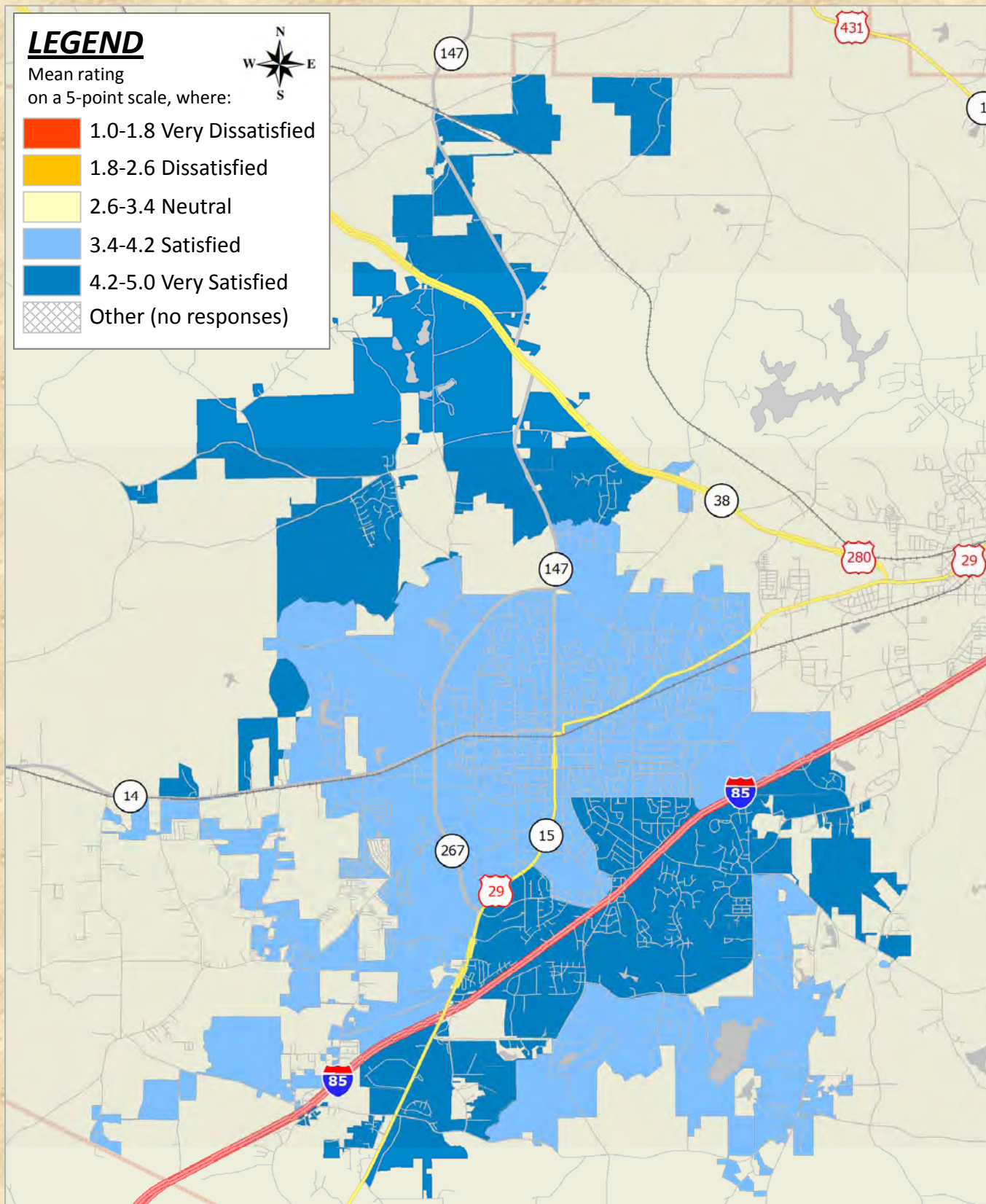


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q10d Sanitary sewer service

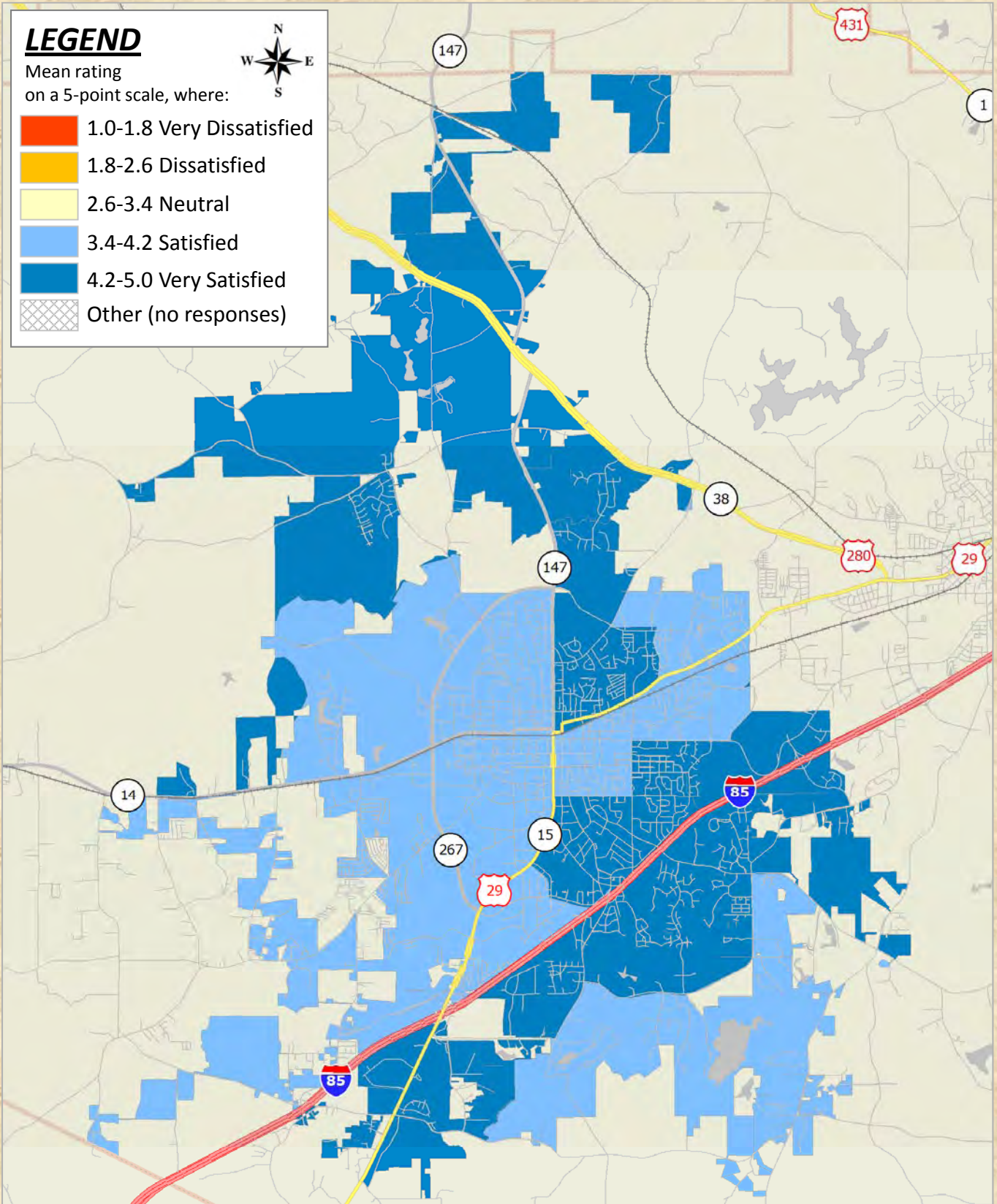


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q10e Water service



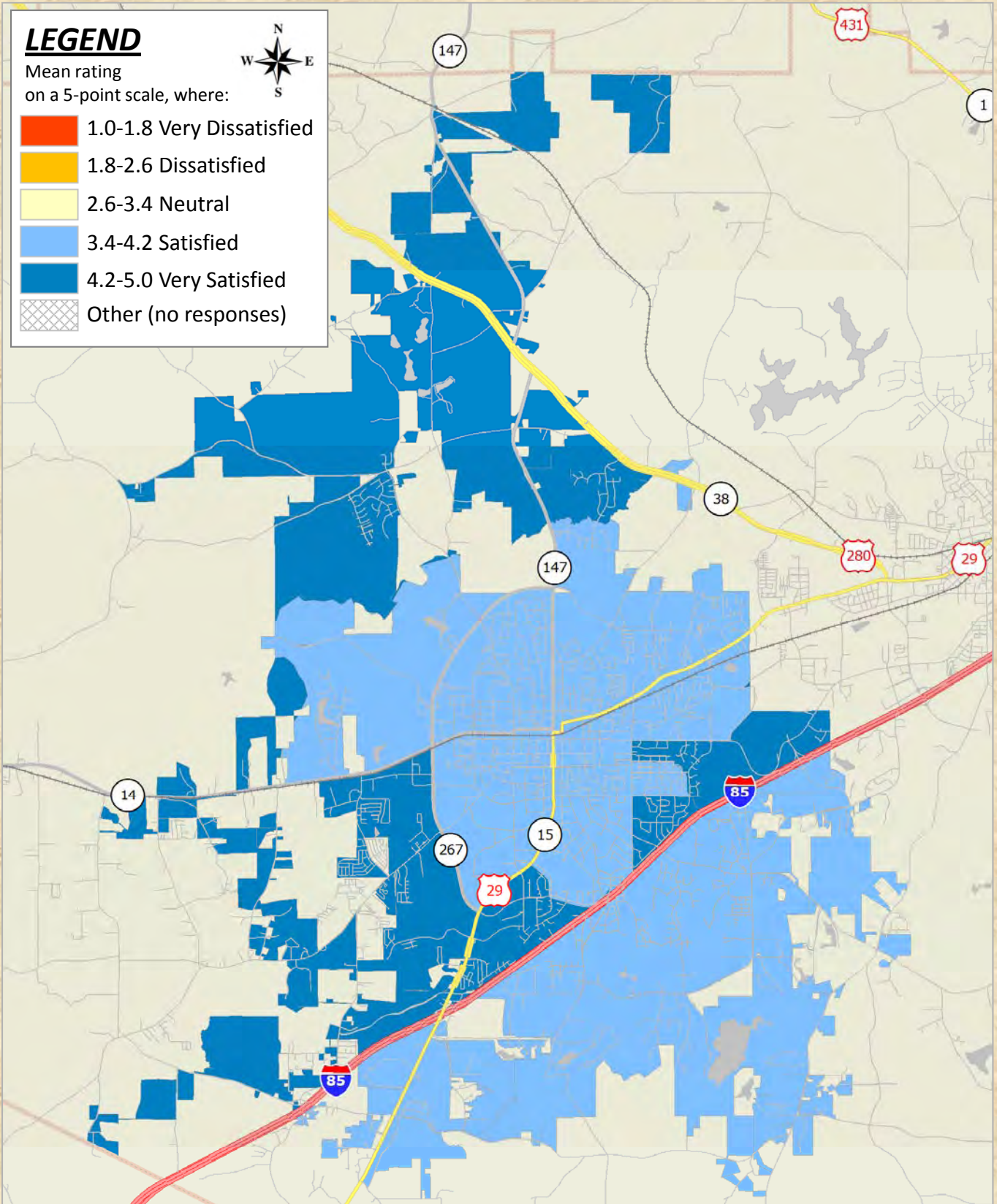
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q10f Water Revenue Office customer service

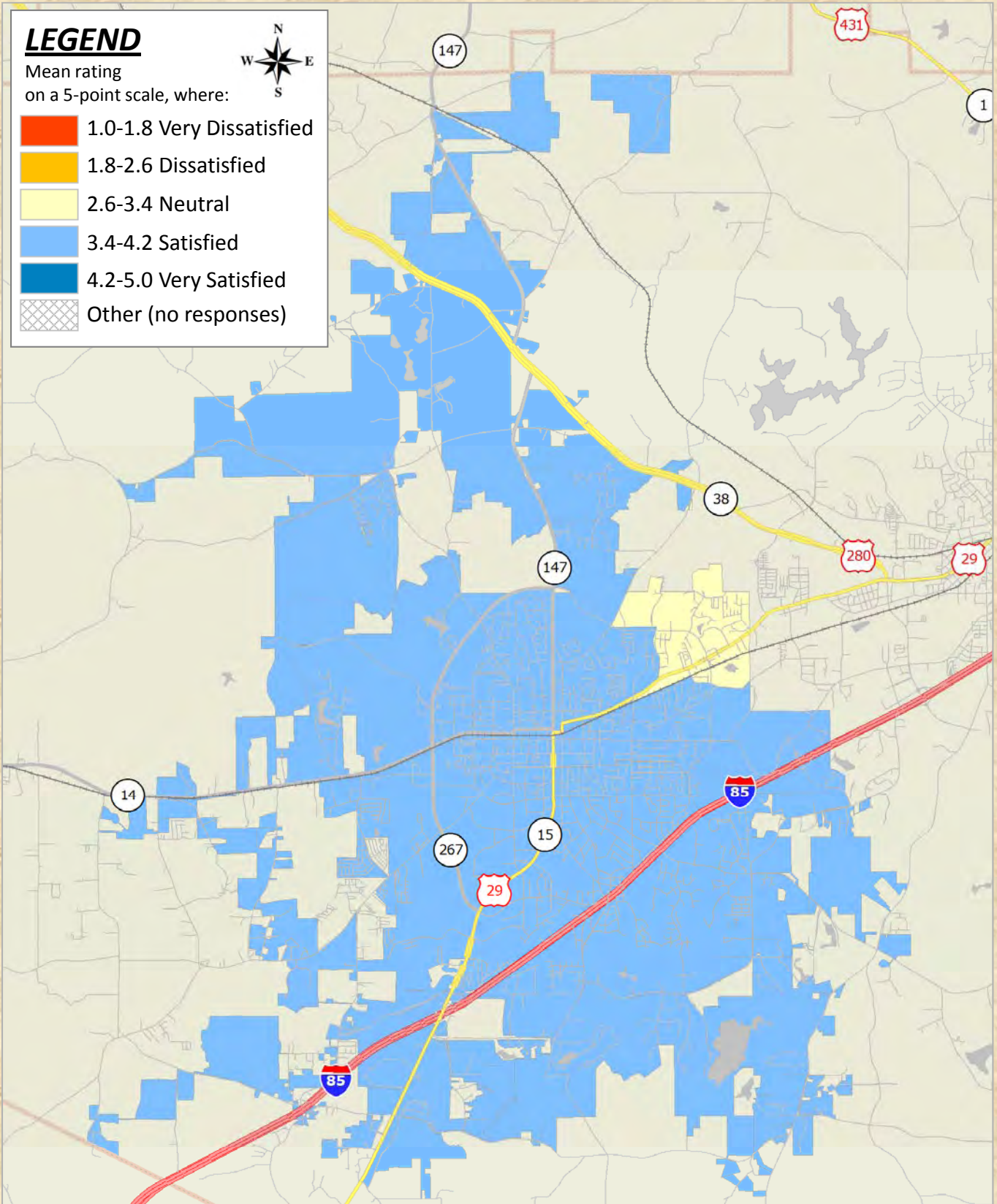


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12a Maintenance of streets

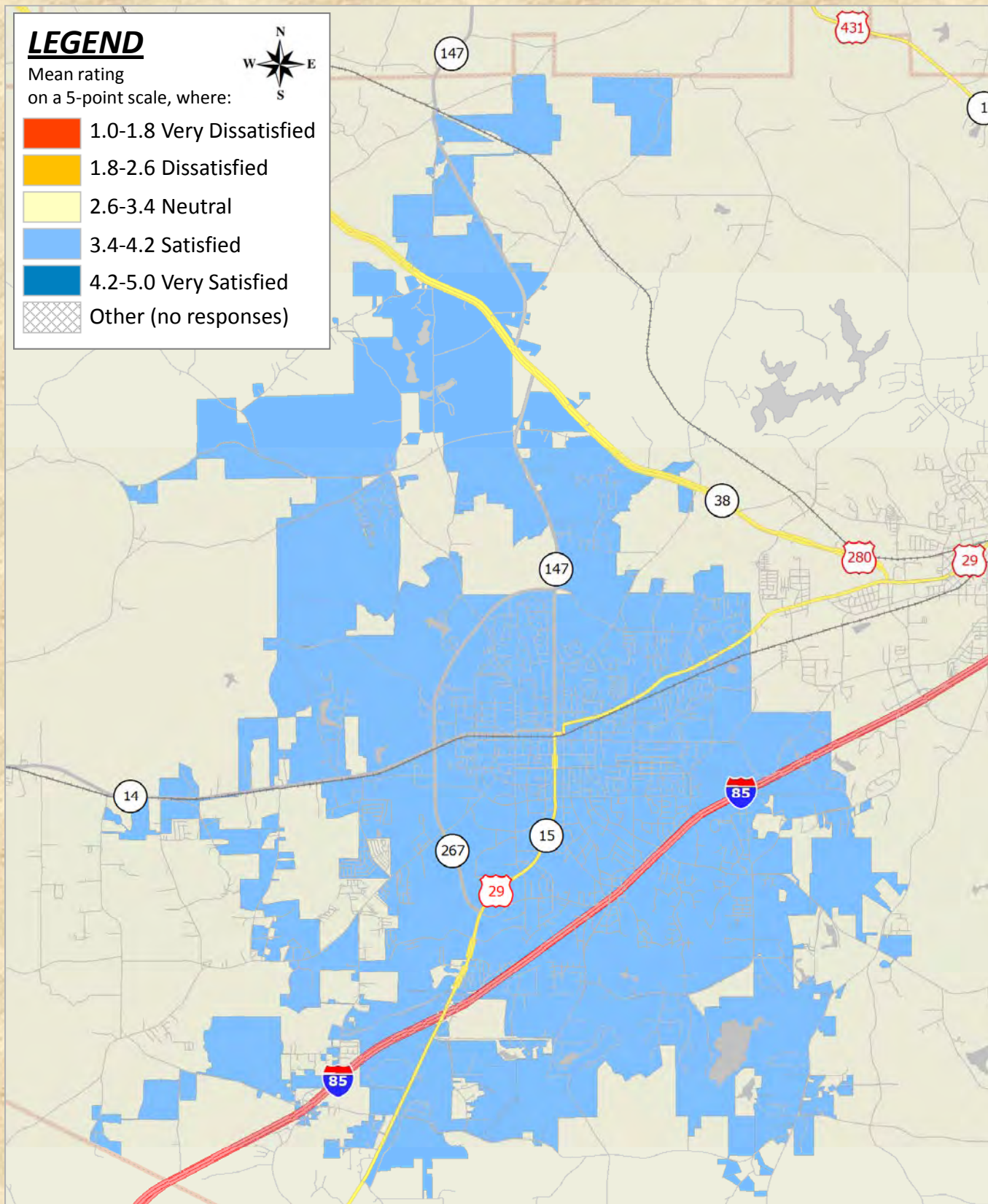


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q12b Maintenance of sidewalks

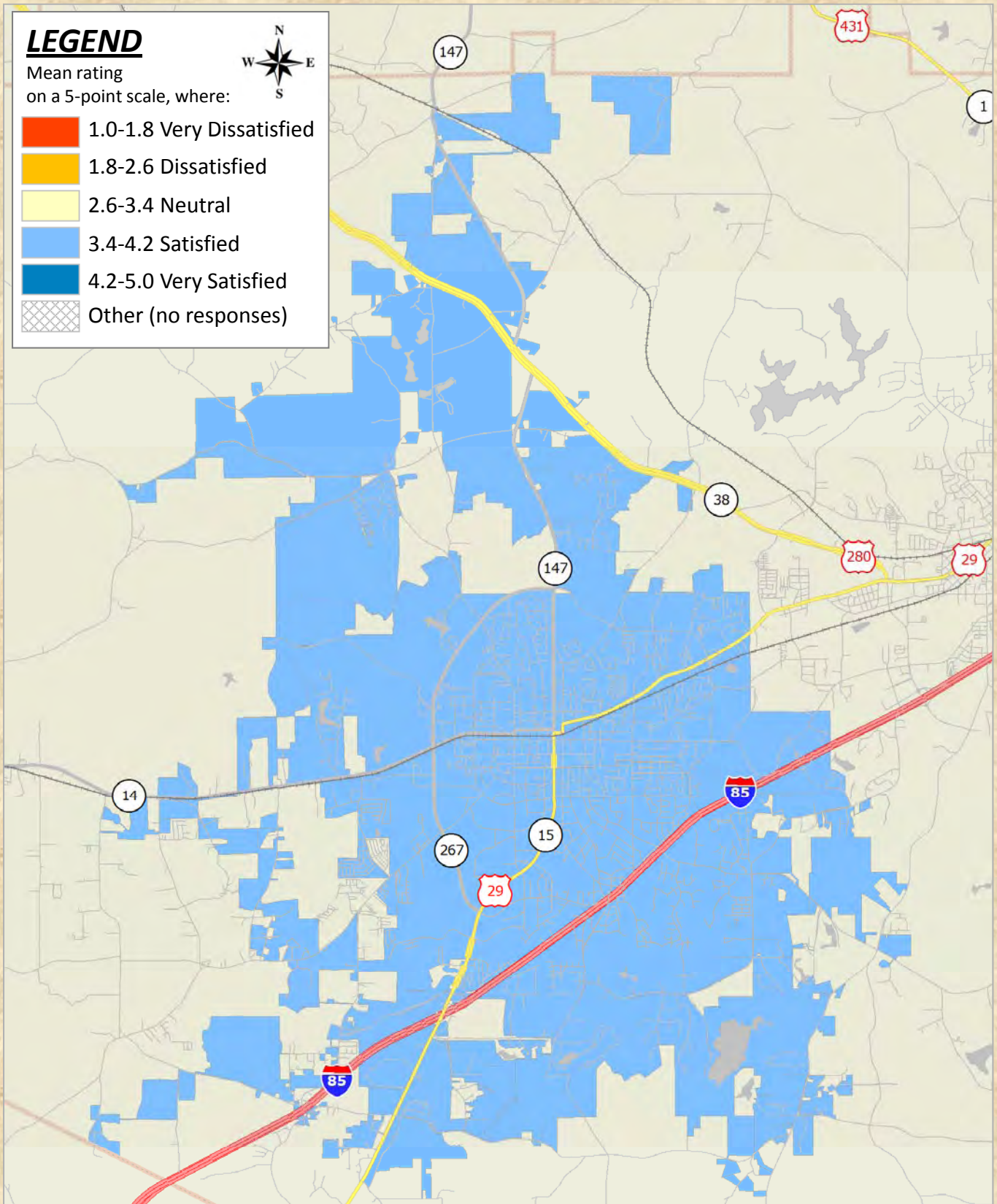


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q12c Maintenance of street signs

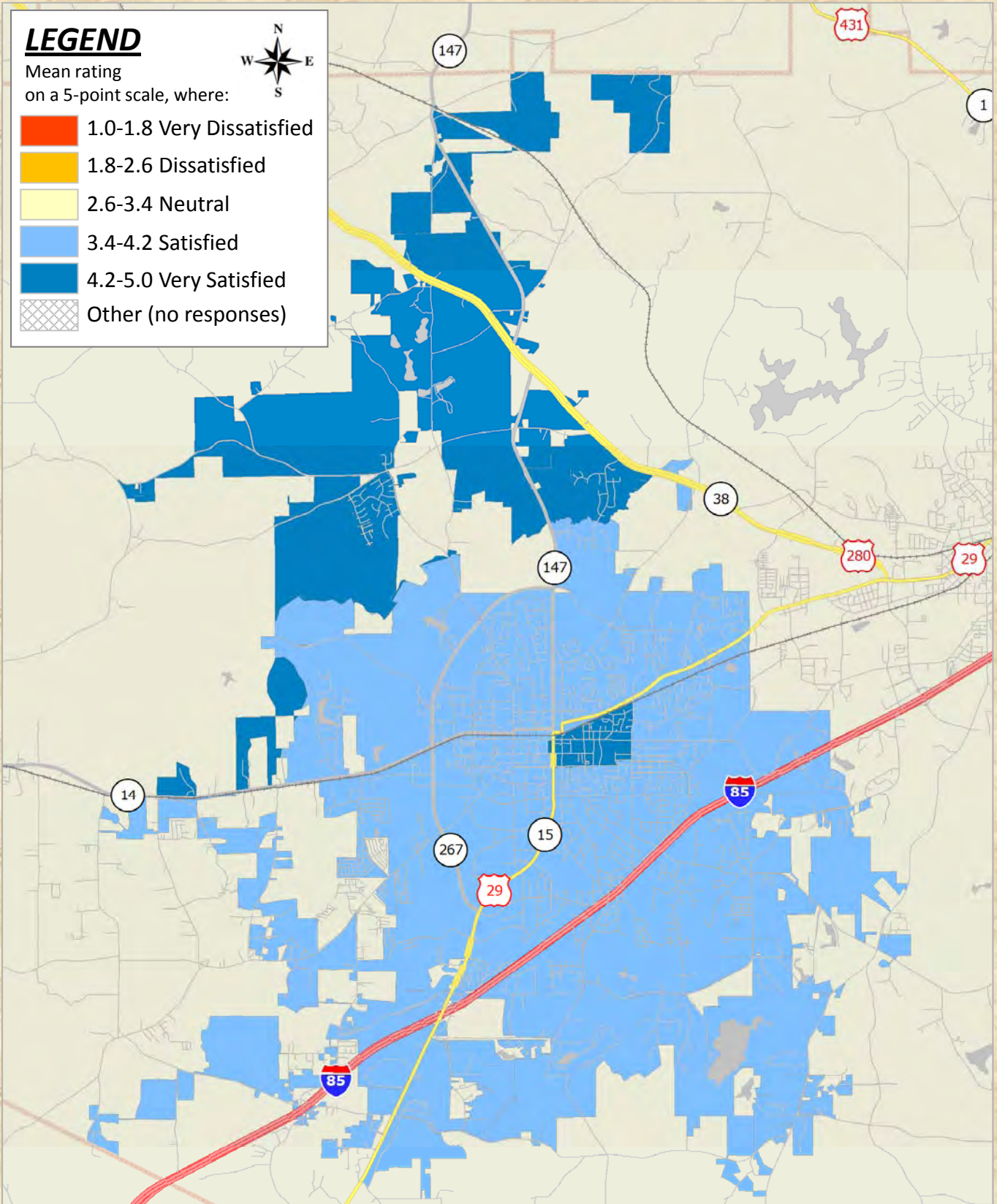


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12d Maintenance of traffic signals

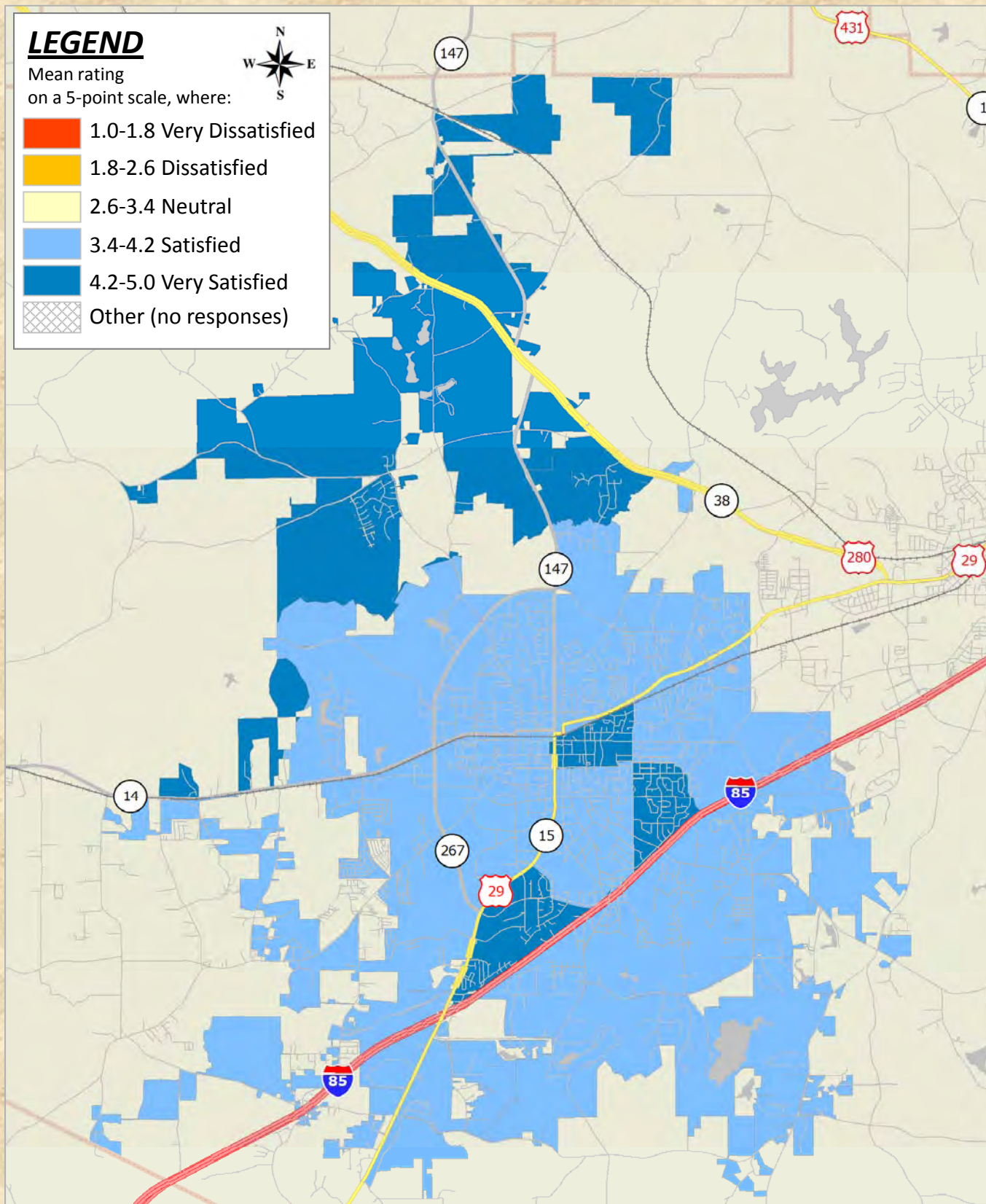


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12e Maintenance of downtown Auburn

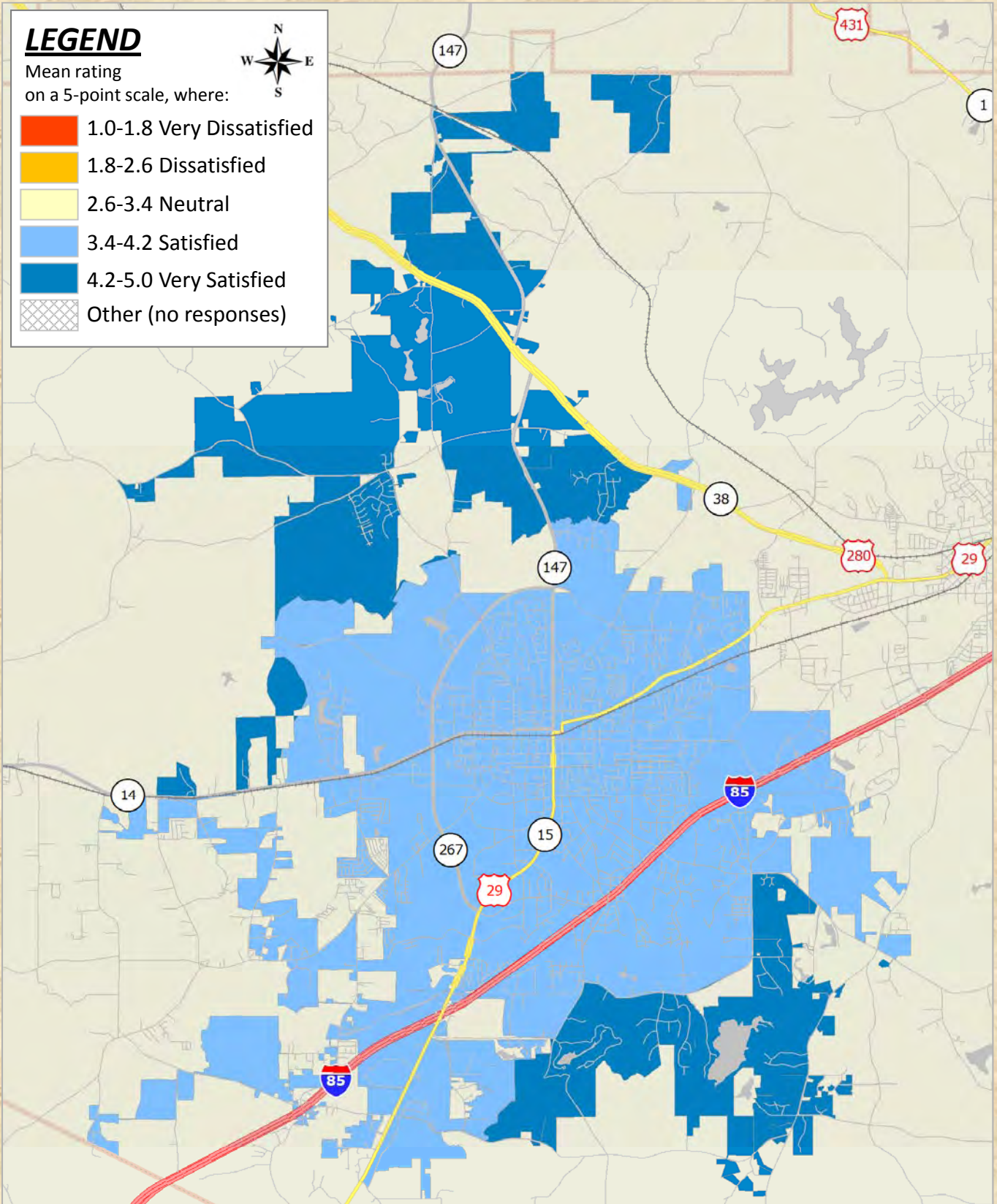


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12f Maintenance of city buildings

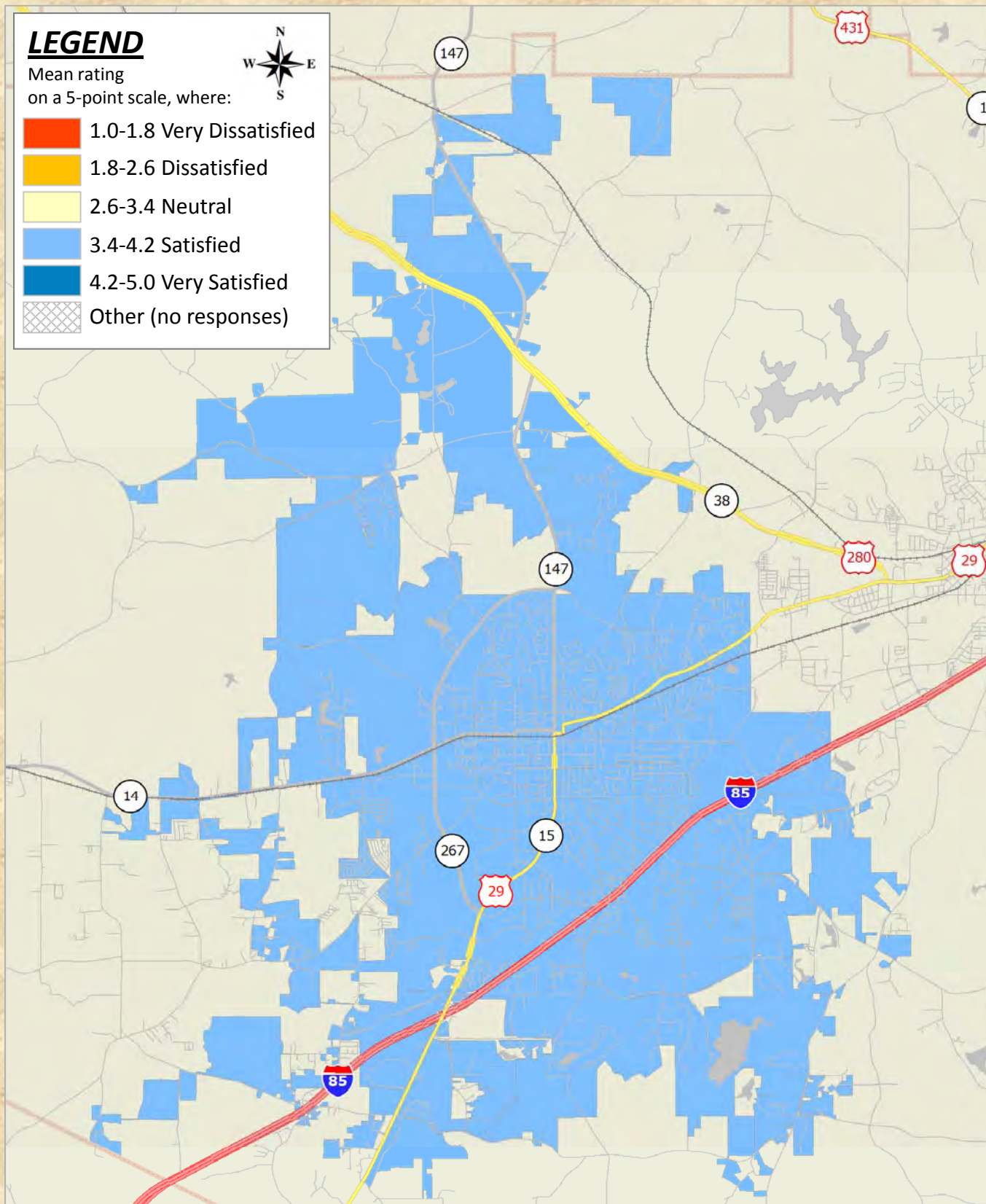


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12g Mowing and trimming along streets and other public areas



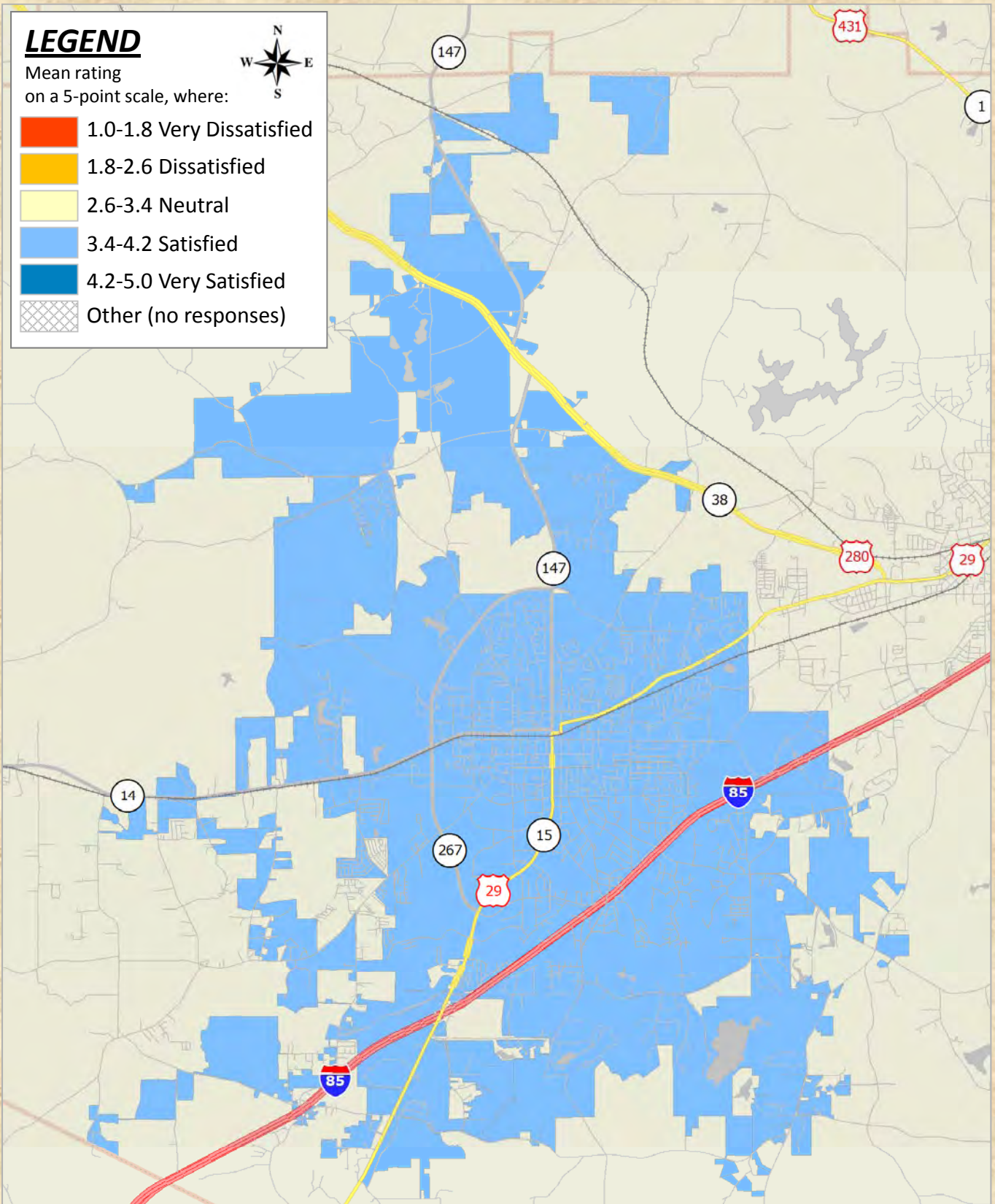
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q12h Overall cleanliness of streets and other public areas

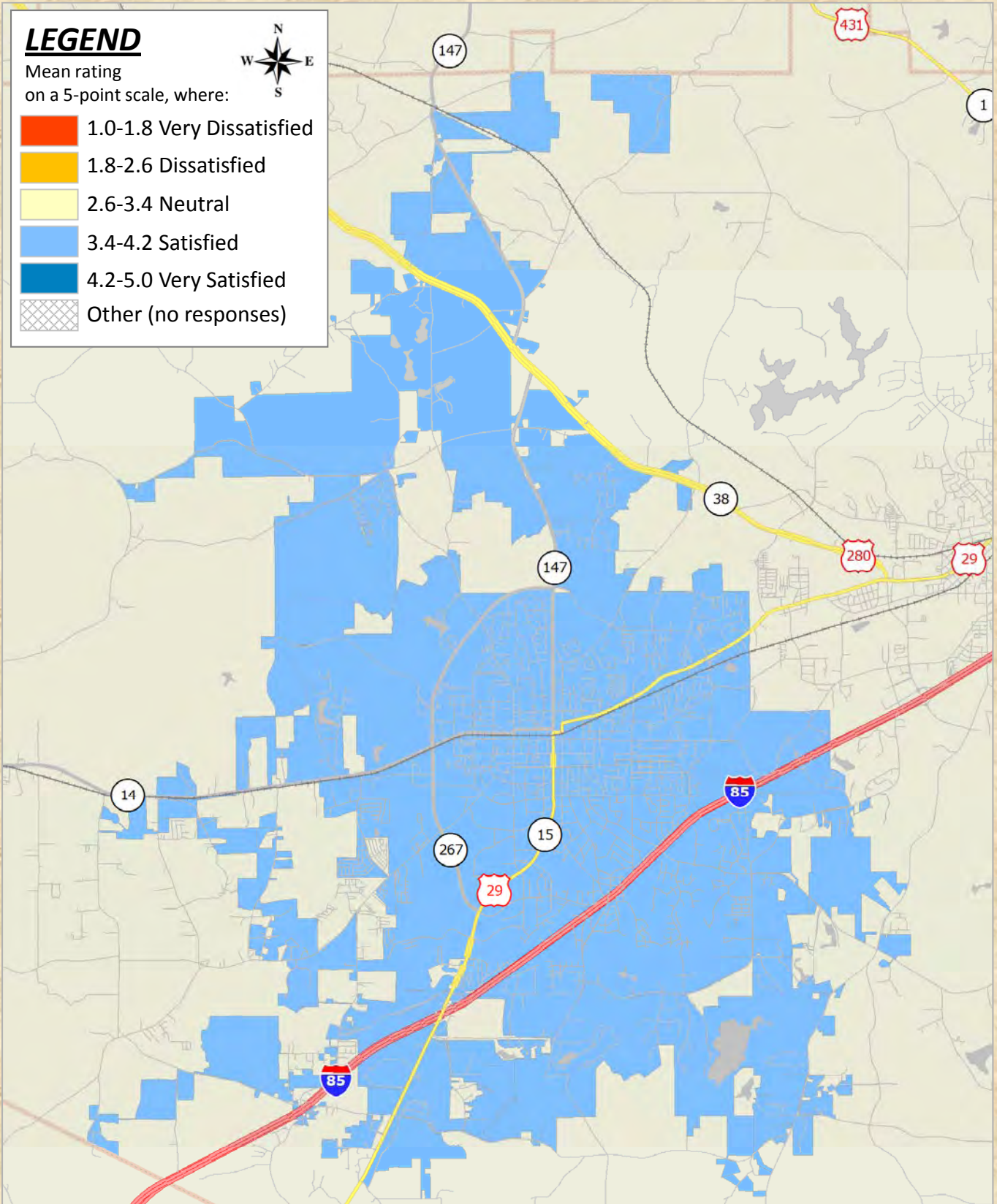


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12i Adequacy of city street lighting

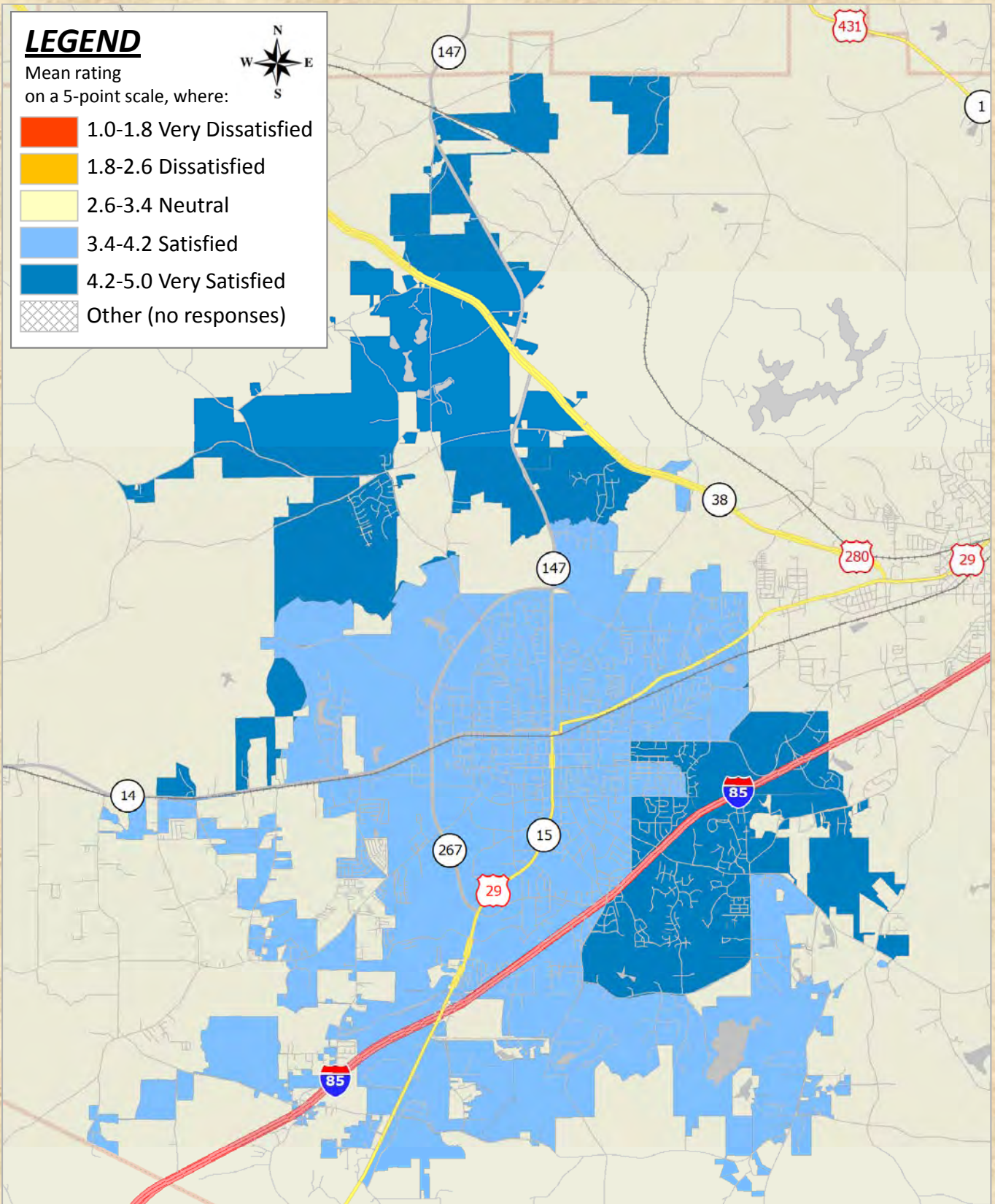


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12j Water lines and fire hydrants

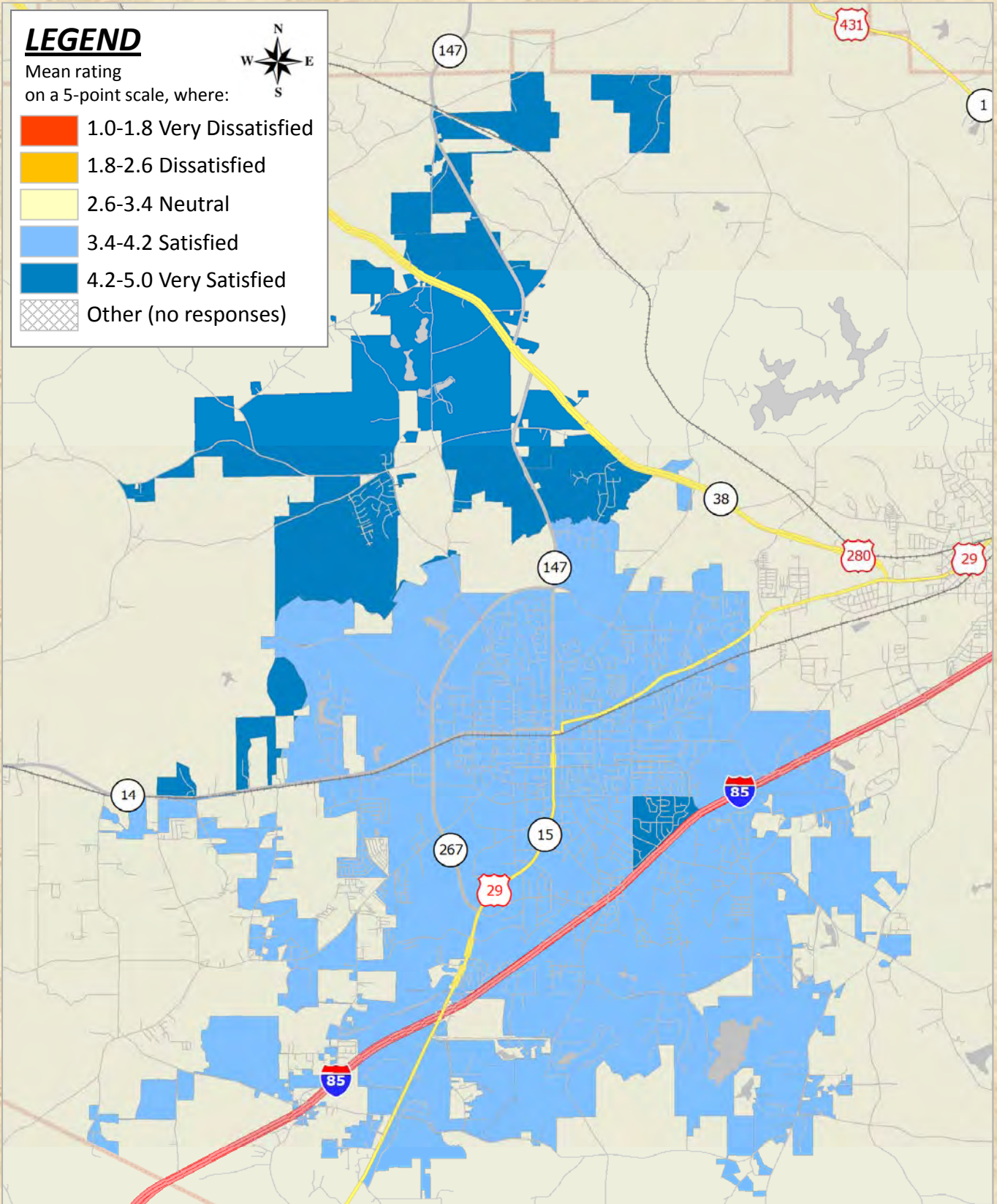


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q12k Sewer lines and manholes

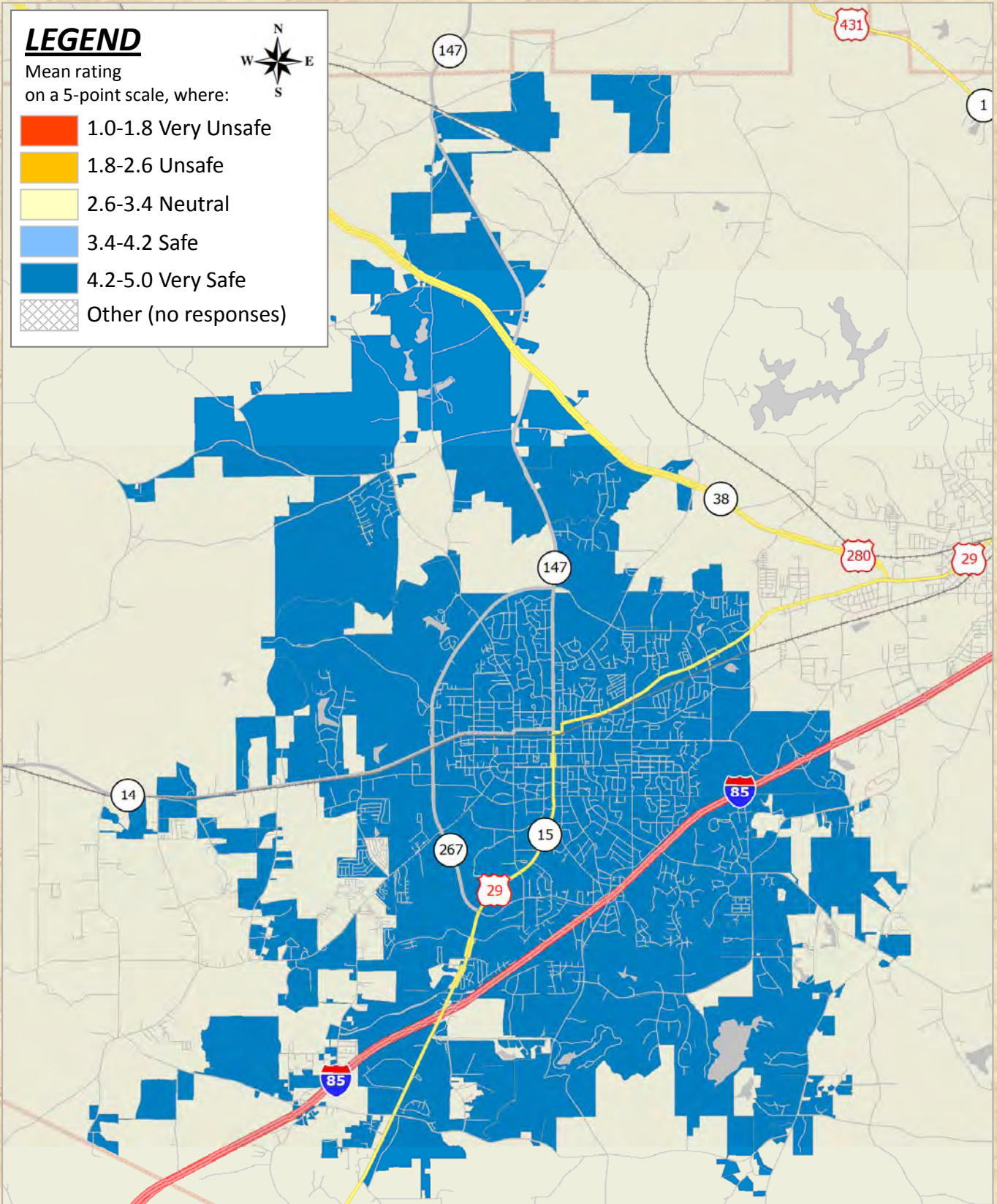


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q14a How safe do you feel in your neighborhood during the day

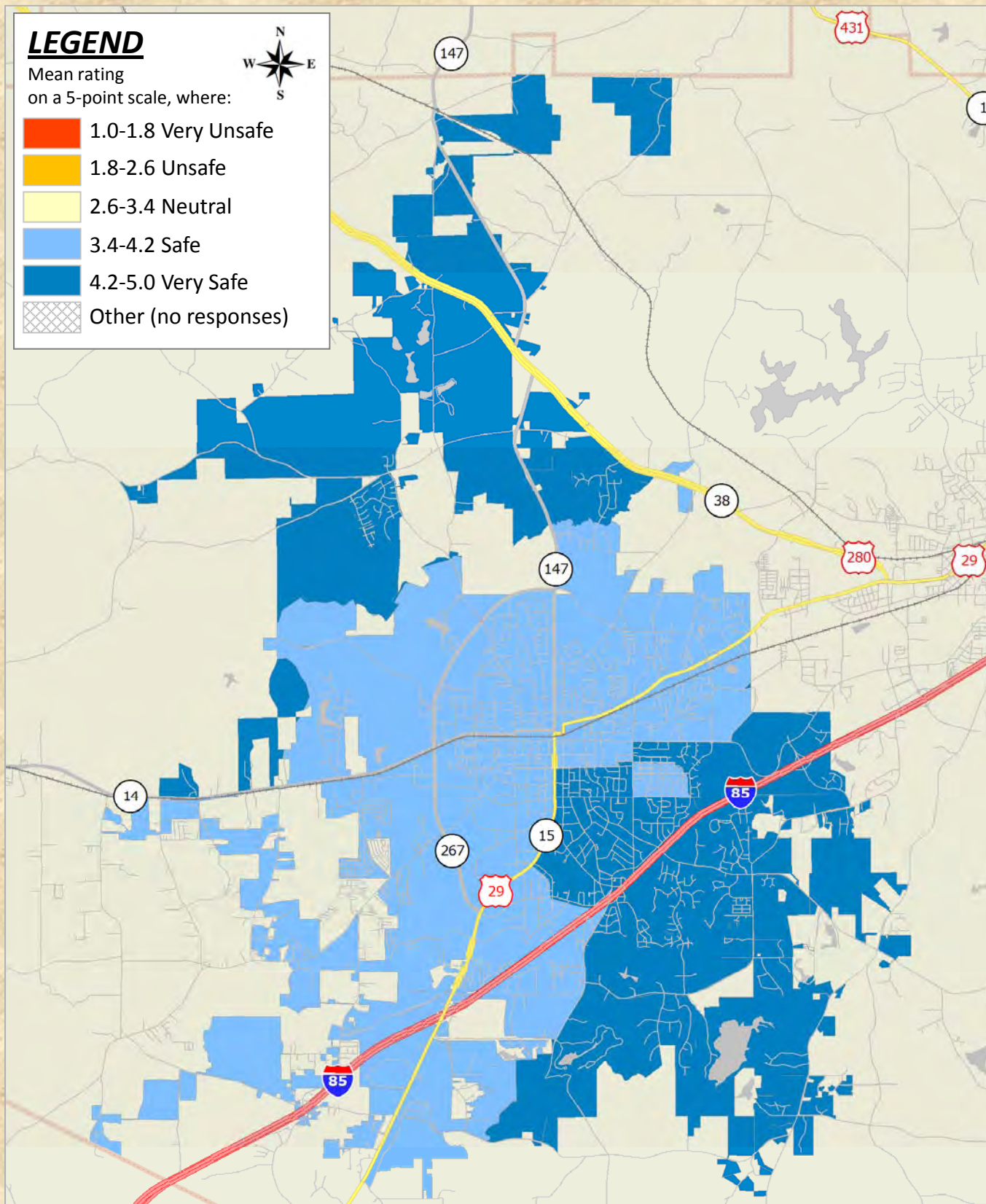


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q14b How safe do you feel in your neighborhood at night

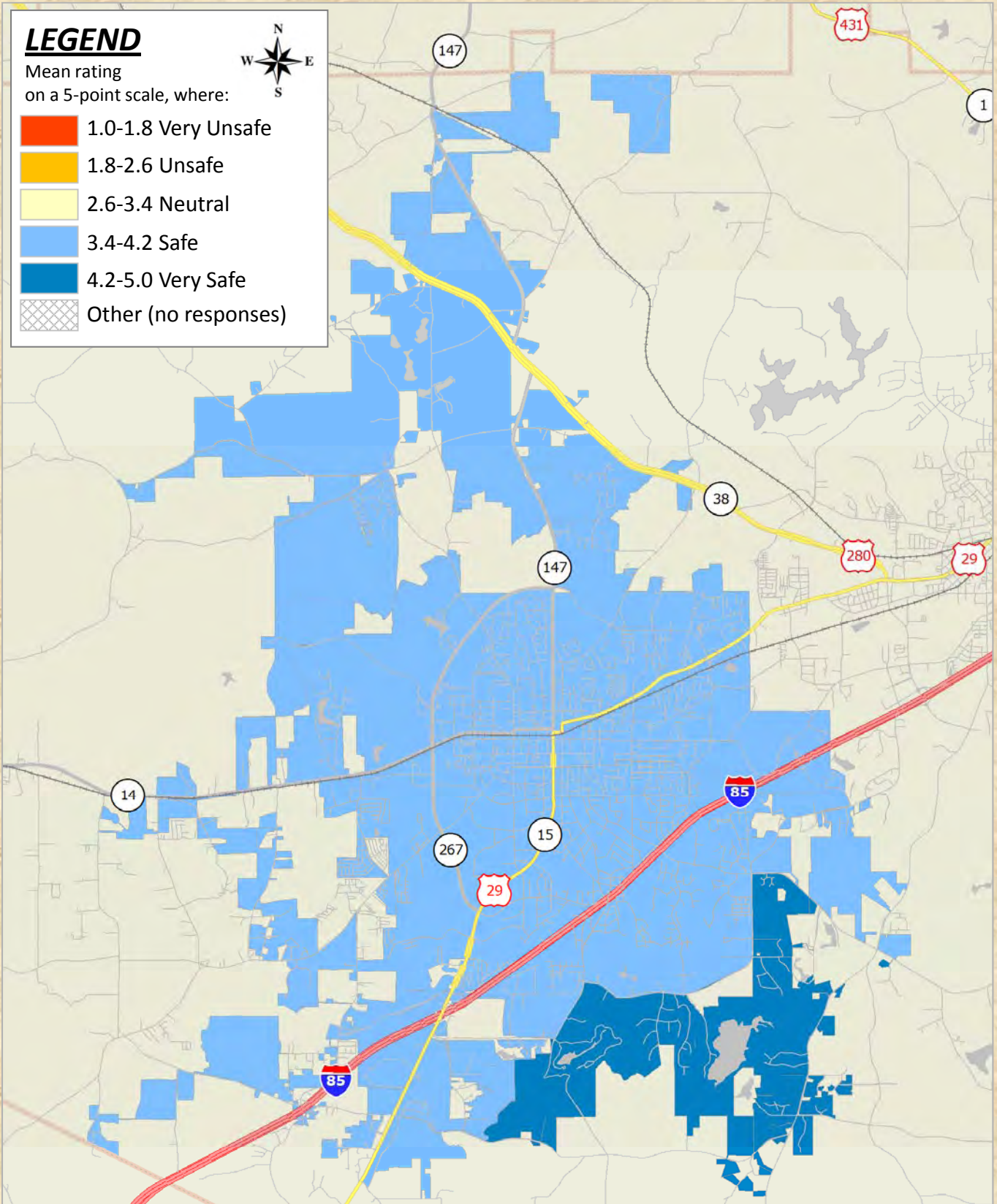


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q14c How safe do you feel in the City's parks

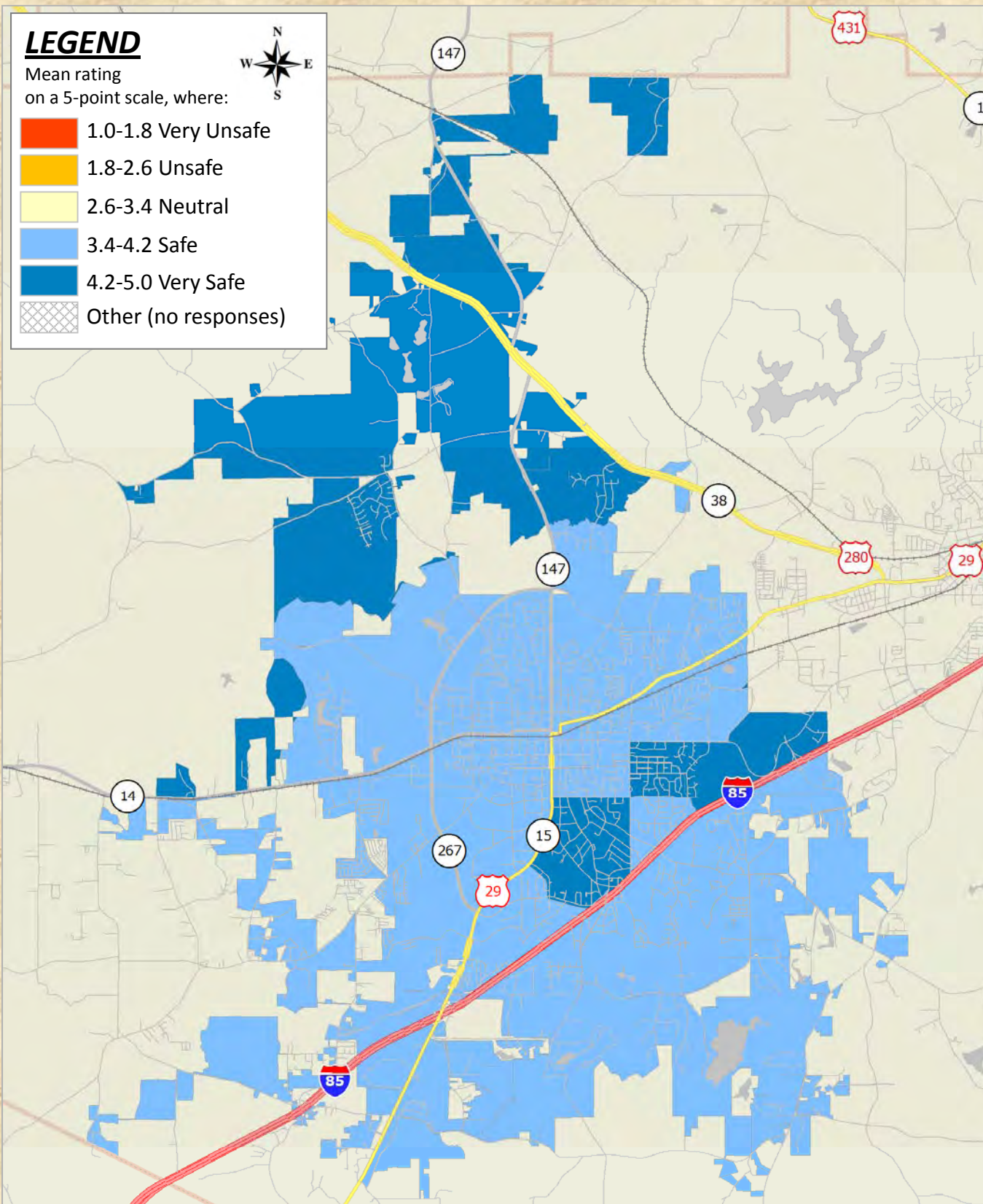


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q14d How safe do you feel in commercial and retail areas



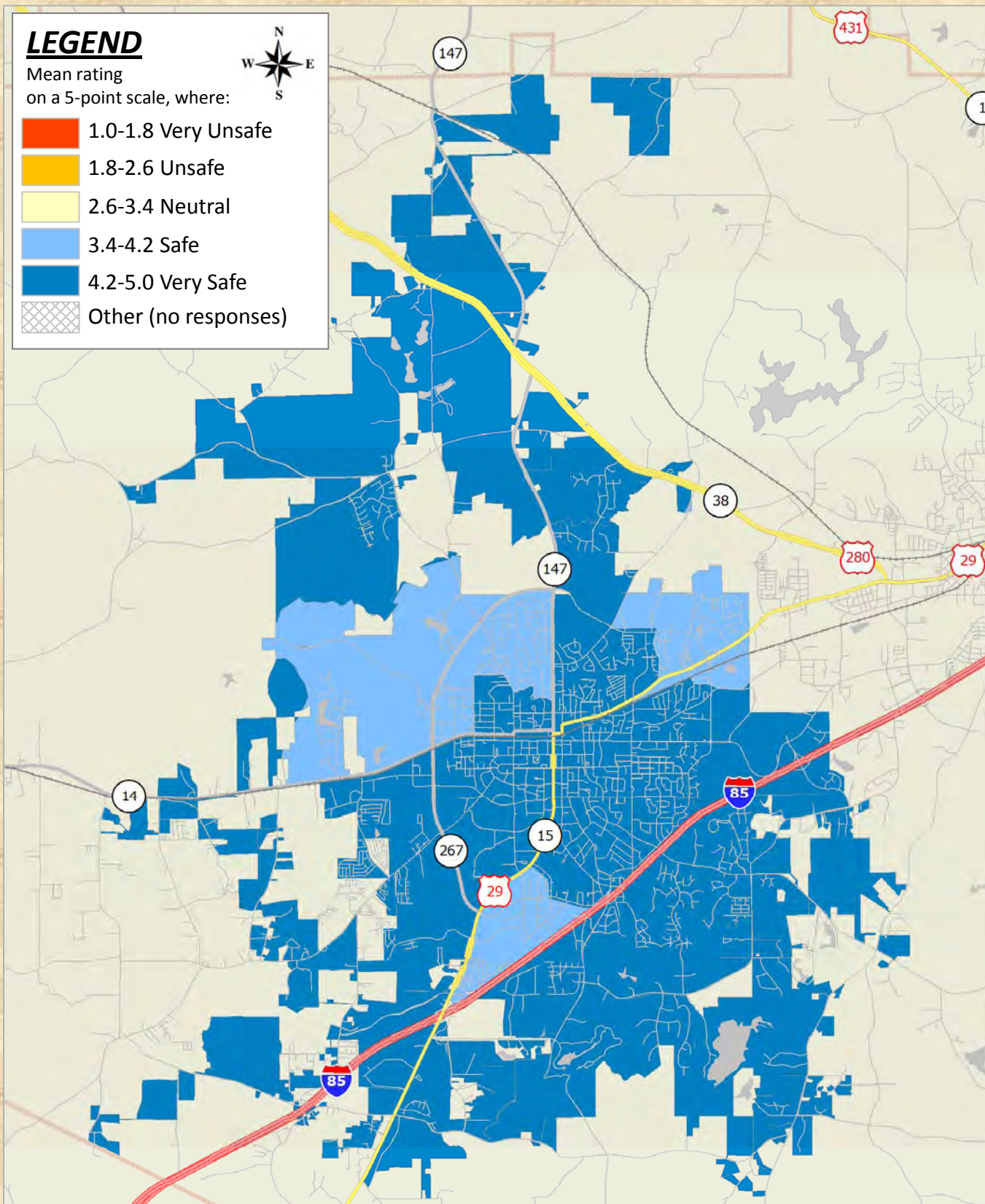
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q14e How safe do you feel in downtown Auburn

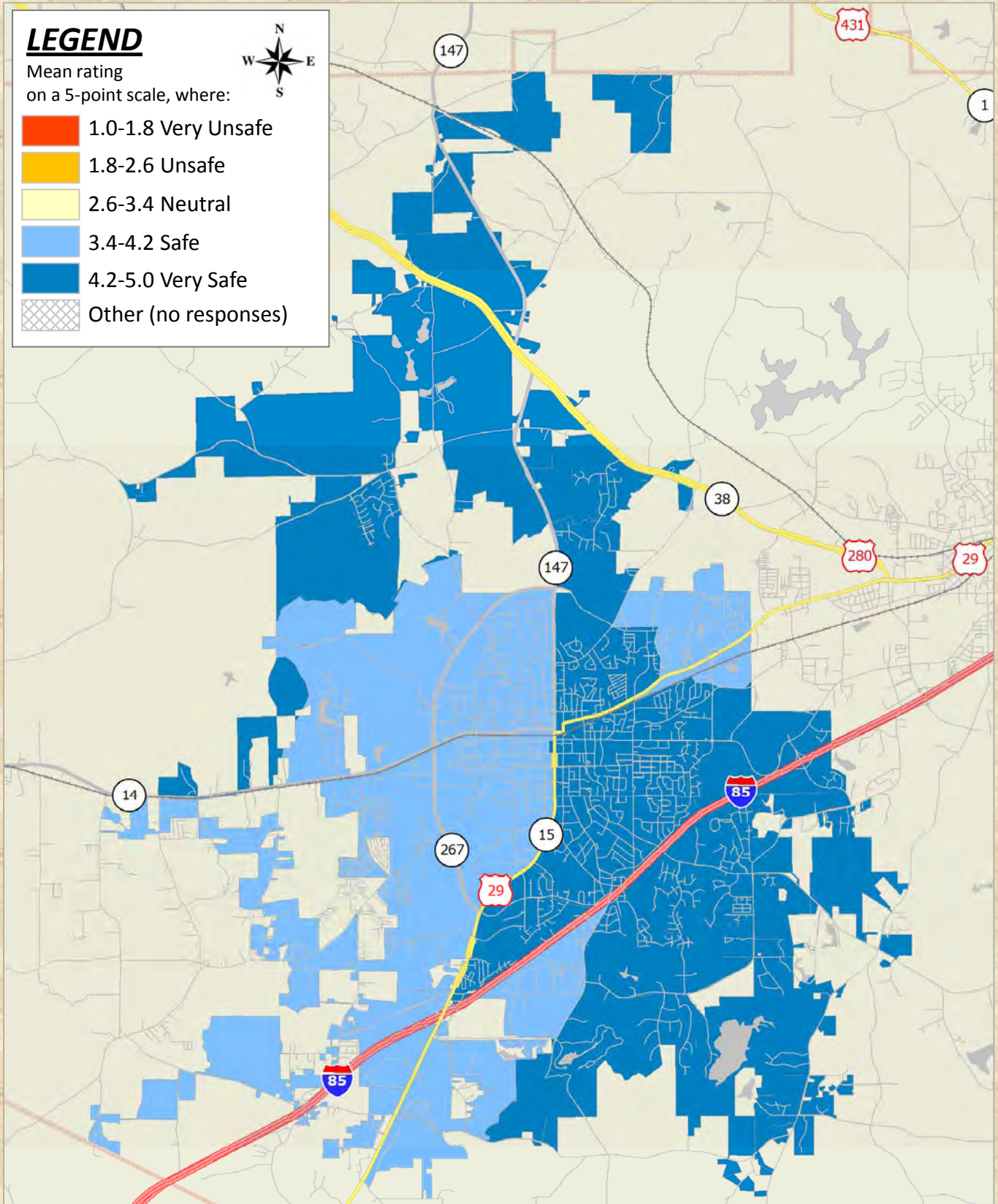


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q14f Overall feeling of safety in Auburn

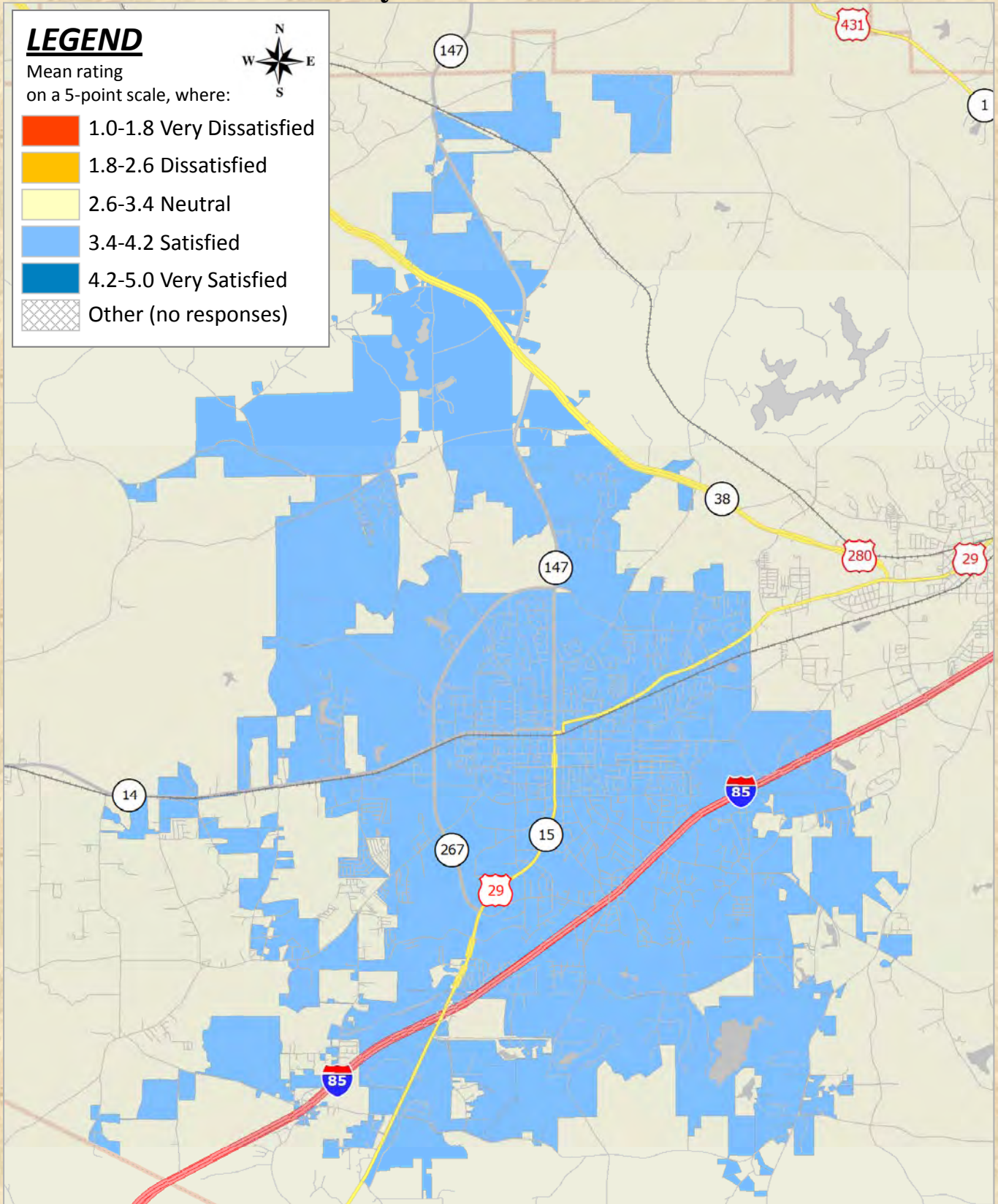


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q15a Overall quality of leadership provided by the City's elected officials

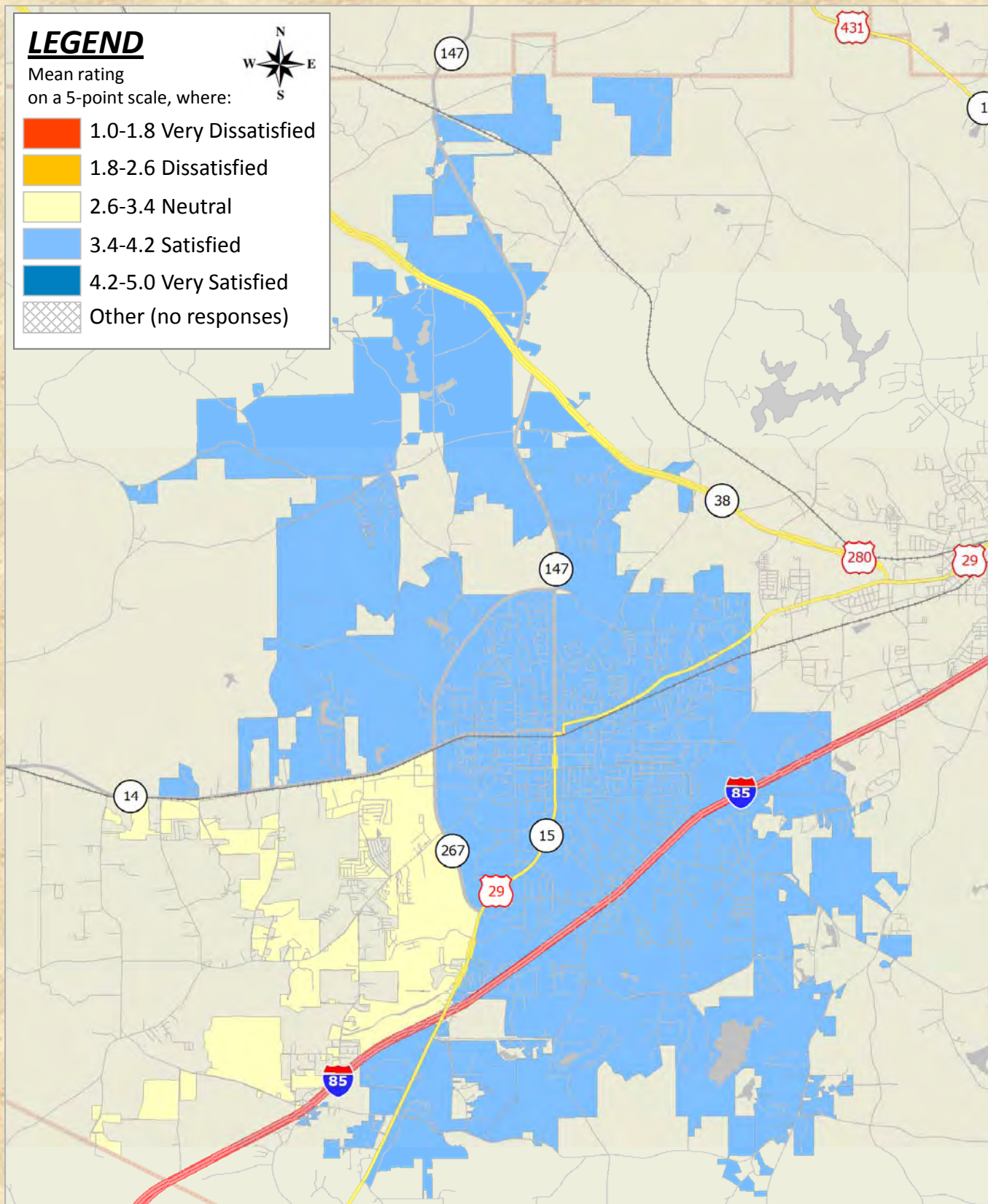


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q15b Overall effectiveness of appointed boards and commissions

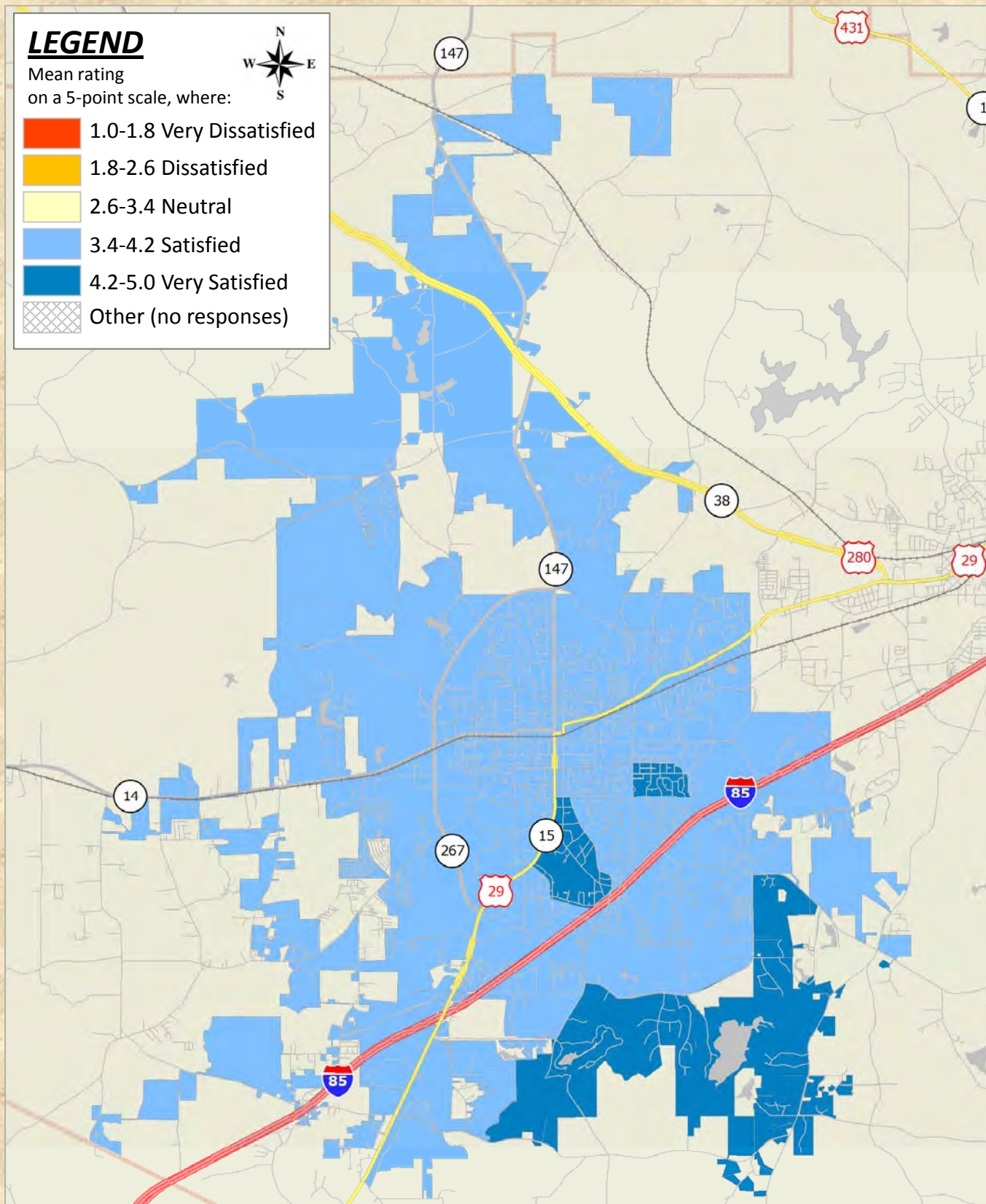


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q15c Overall effectiveness of the City Manager

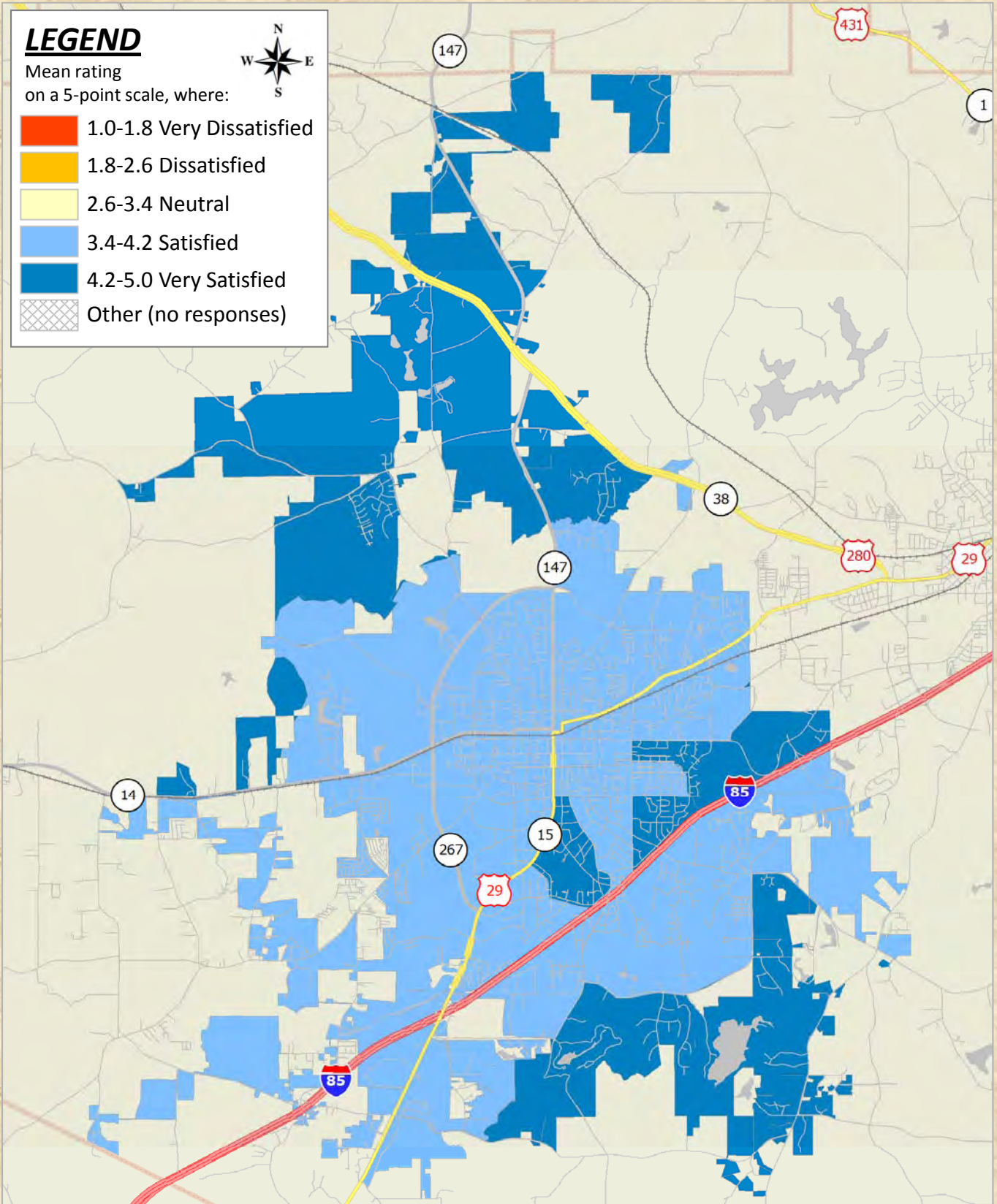


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16a Maintenance of parks

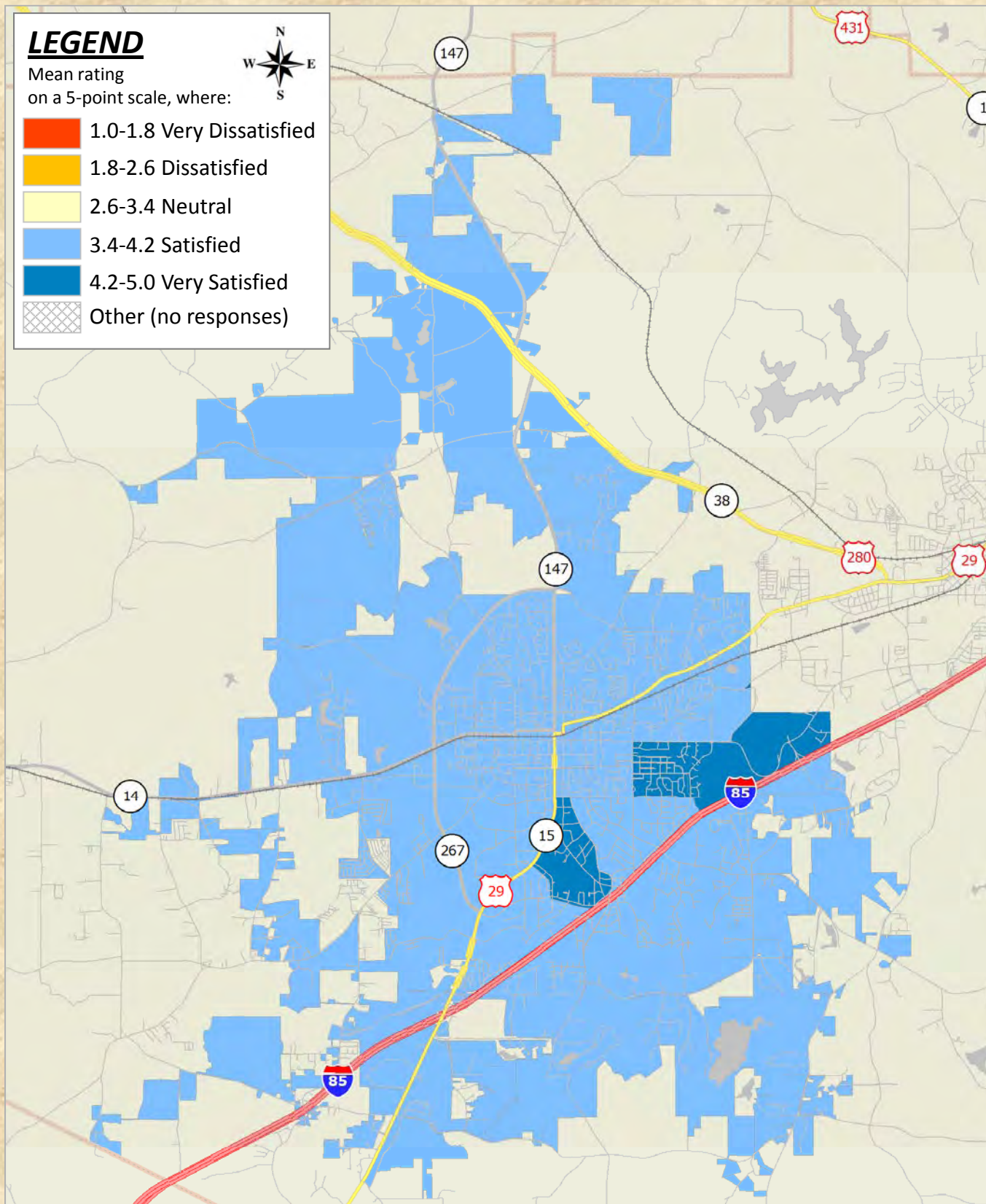


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16b Maintenance of cemeteries

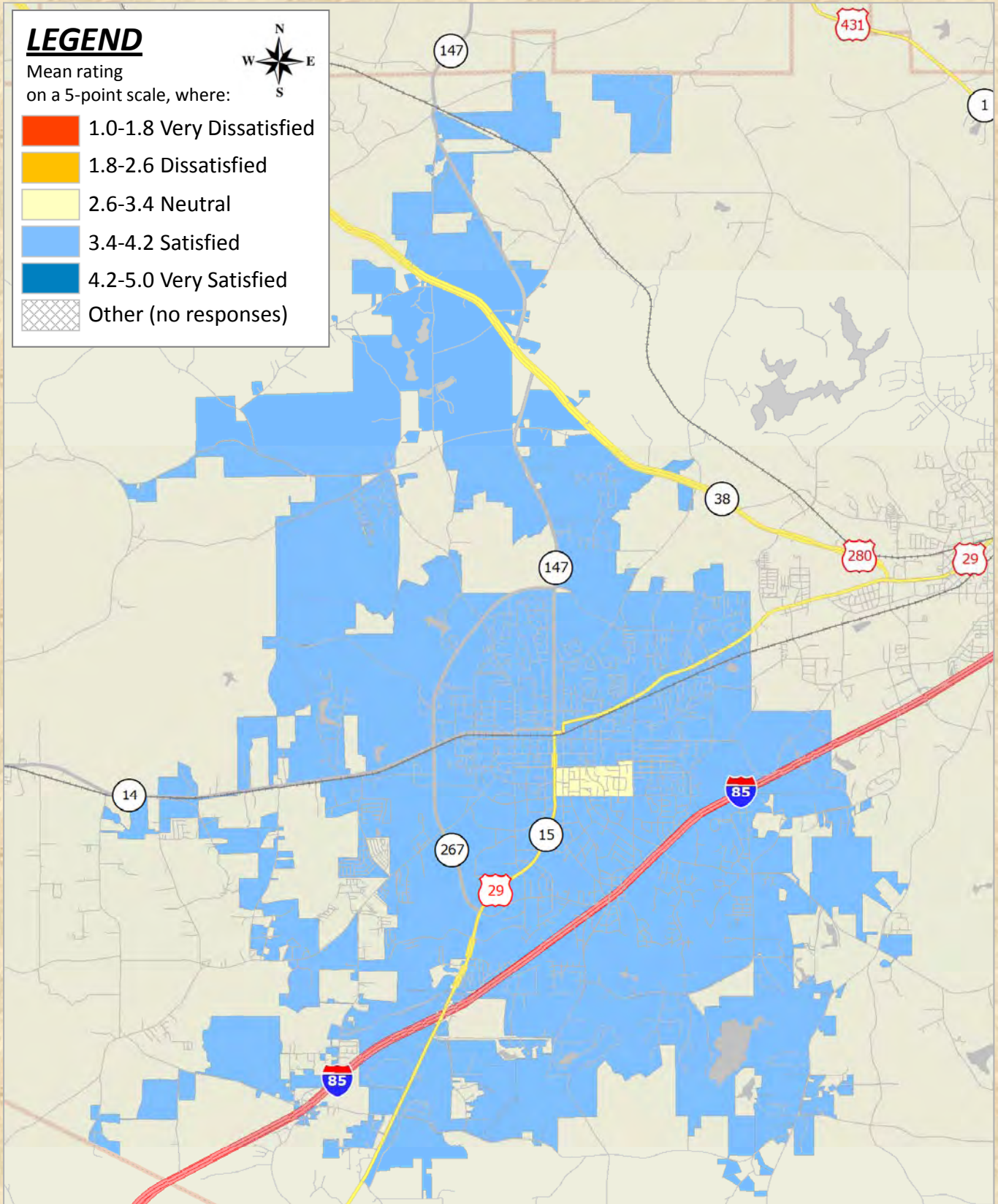


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16c Number of parks



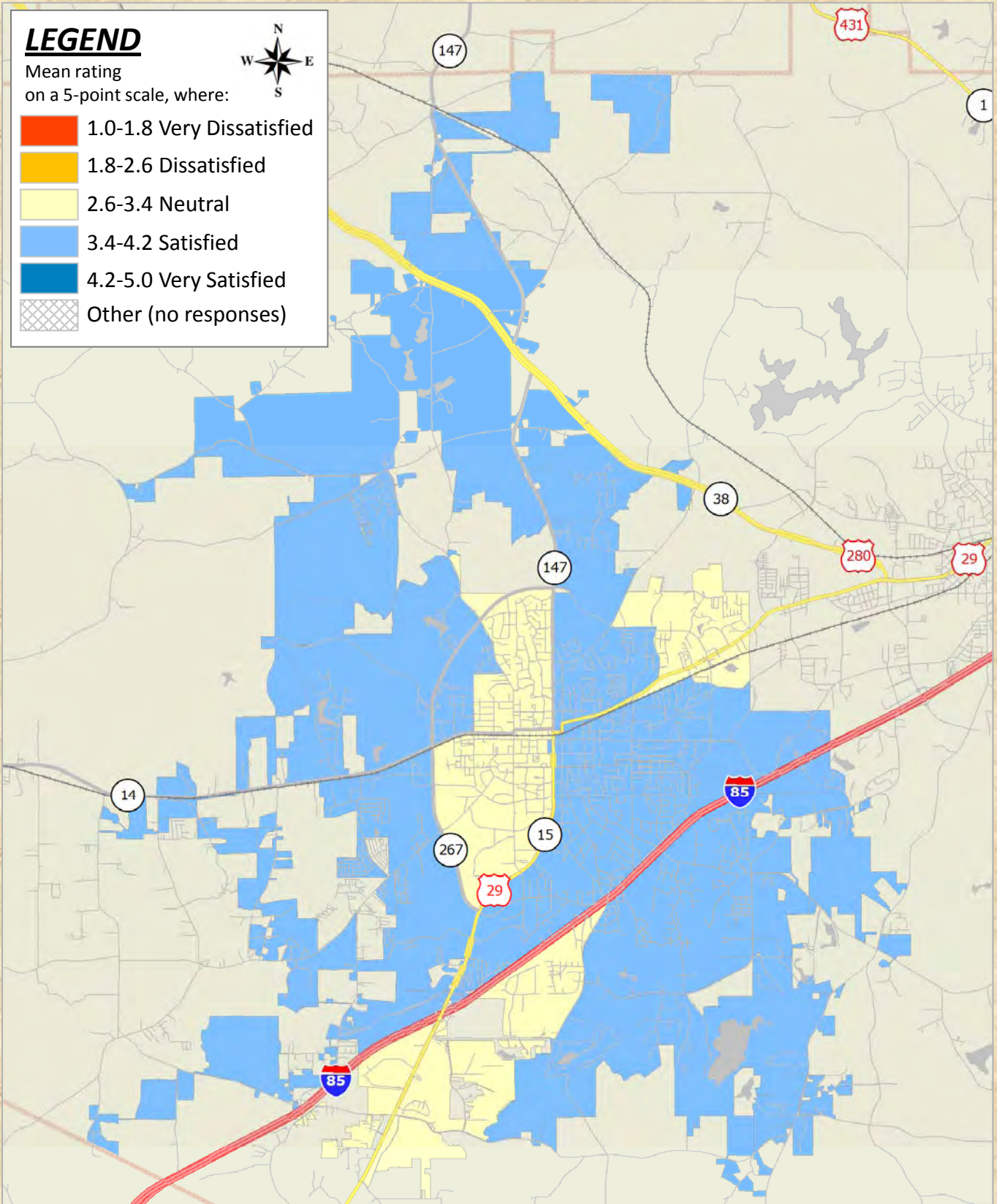
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q16d Walking and biking trails

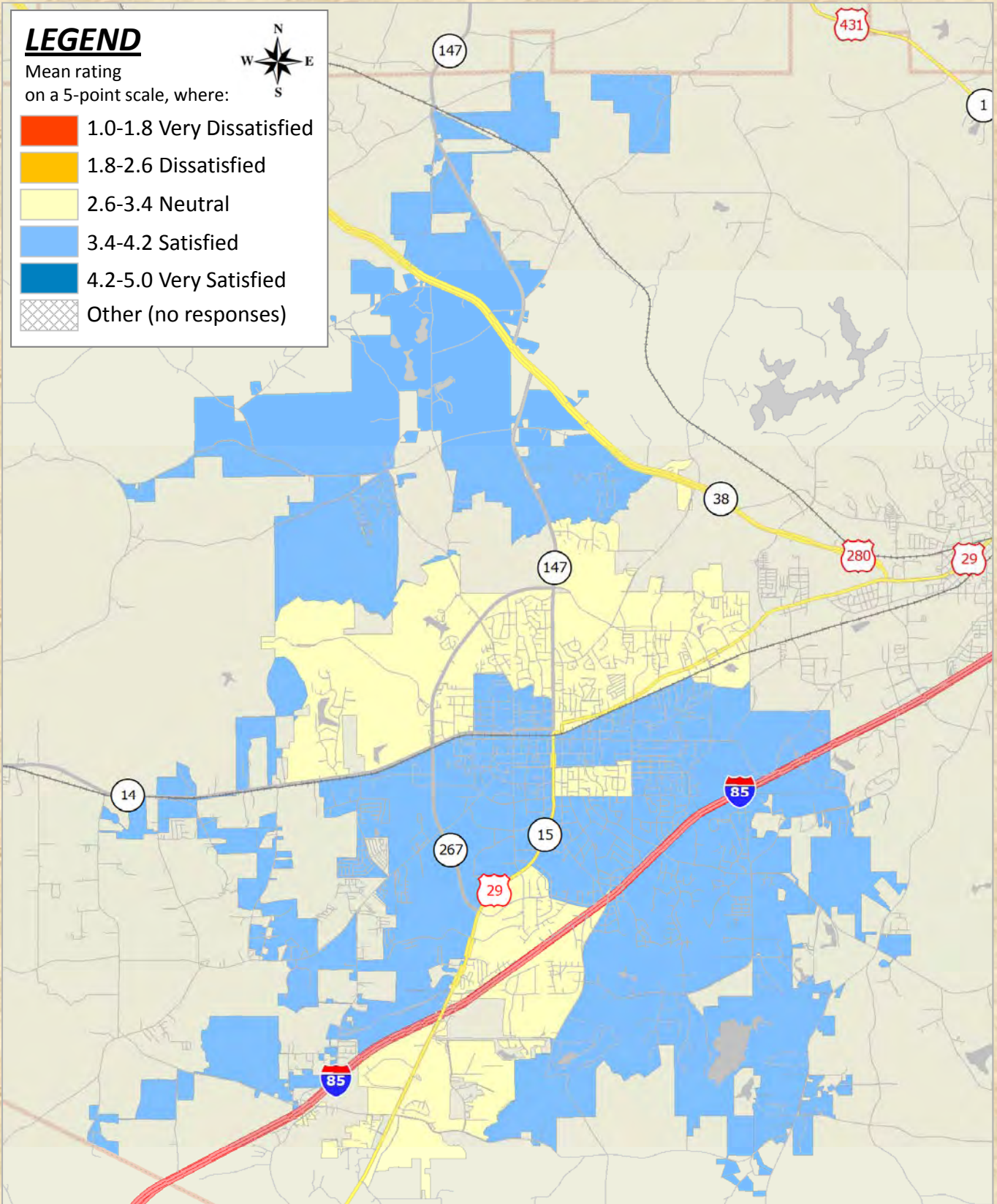


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16e Swimming pools

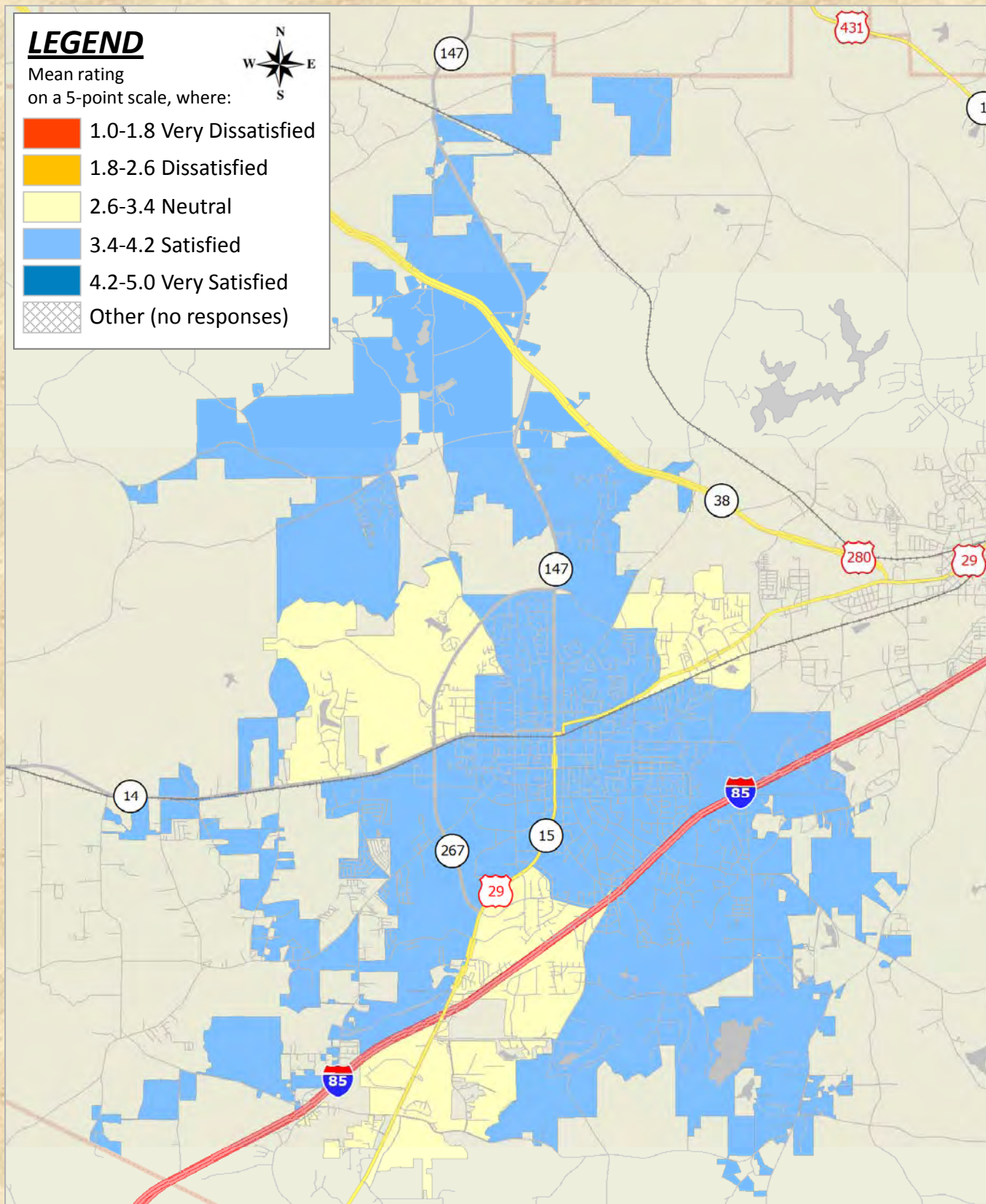


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16f Community recreation centers

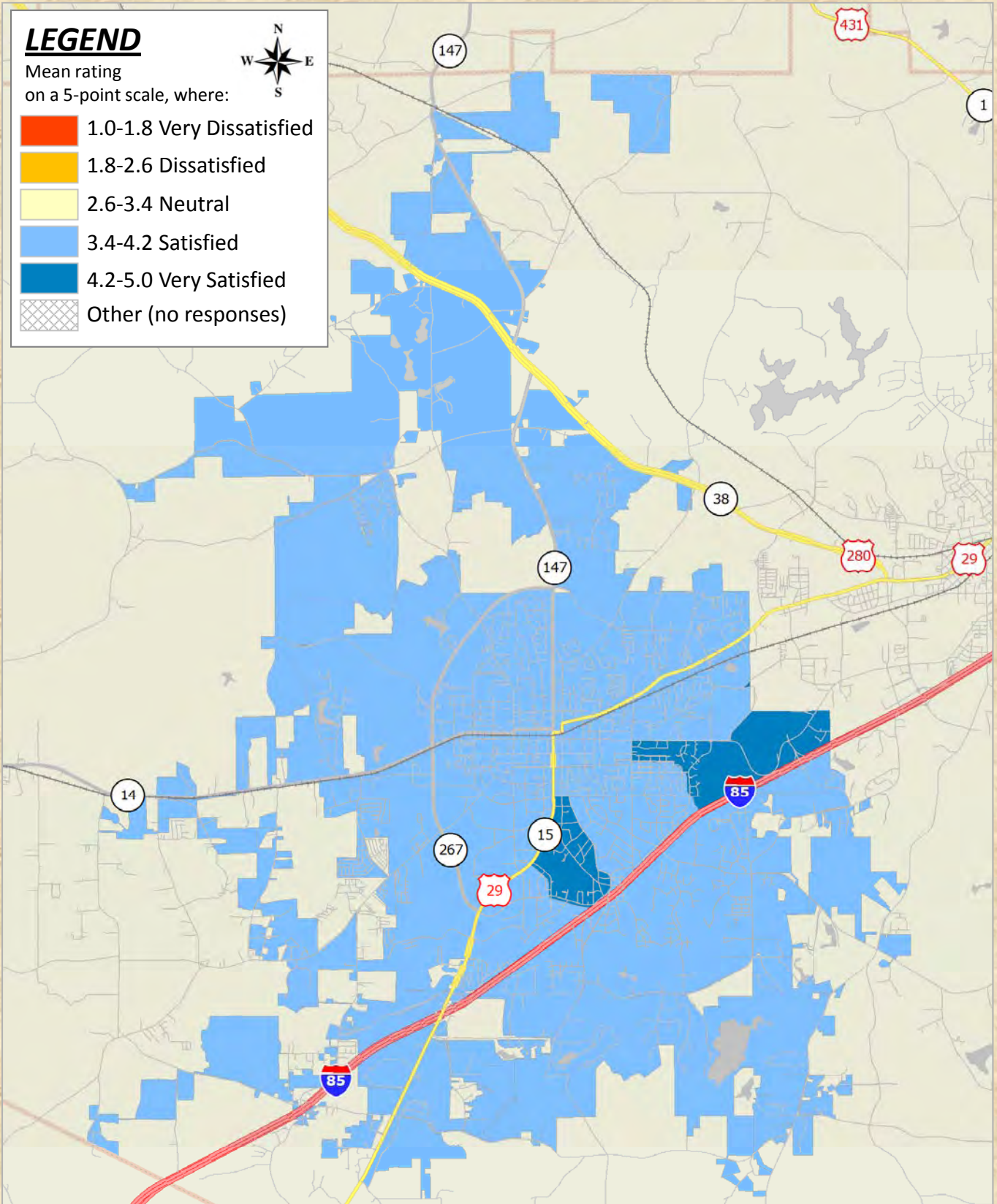


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16g Outdoor athletic fields

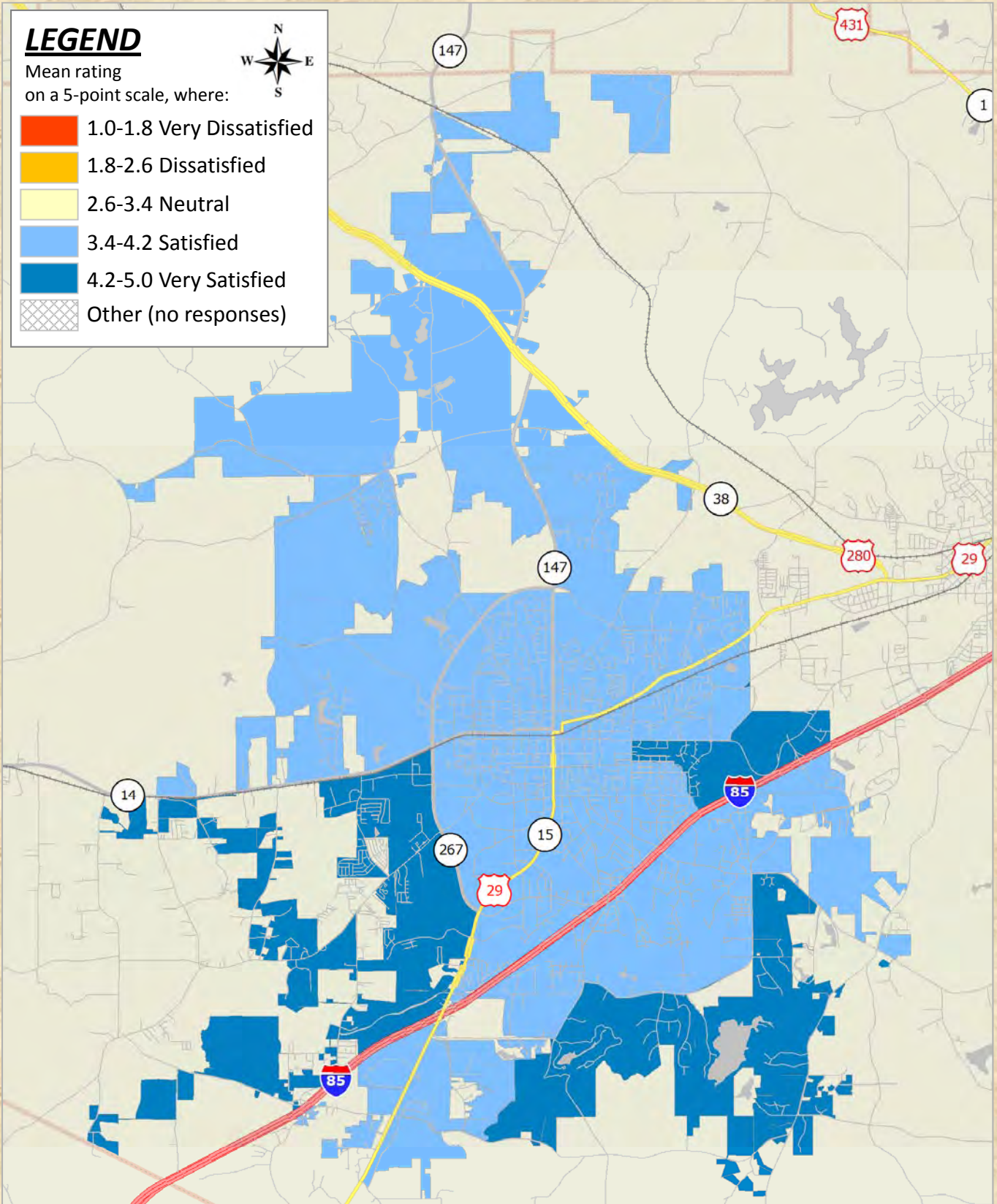


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16h Youth athletic programs

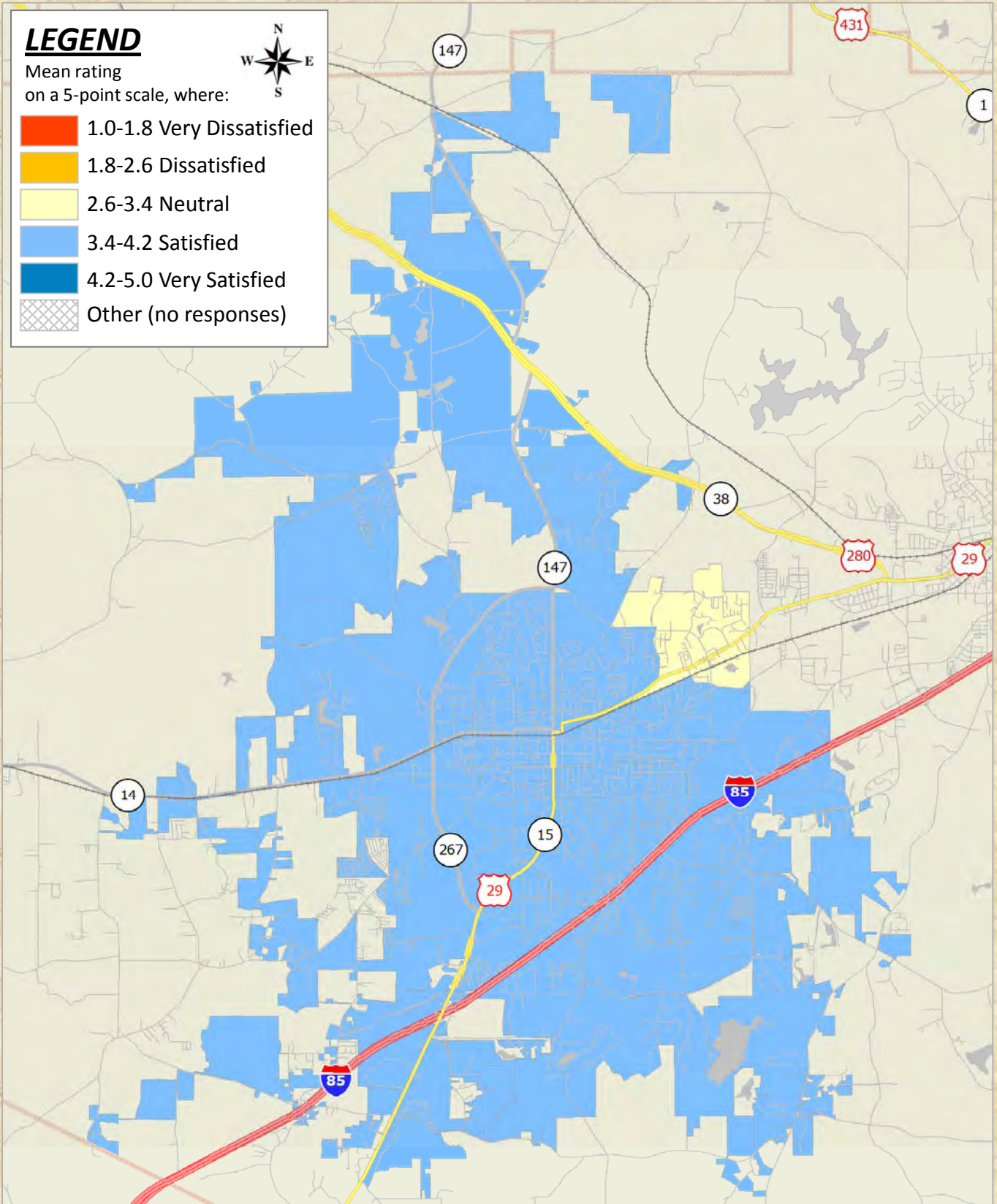


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16i Adult athletic programs

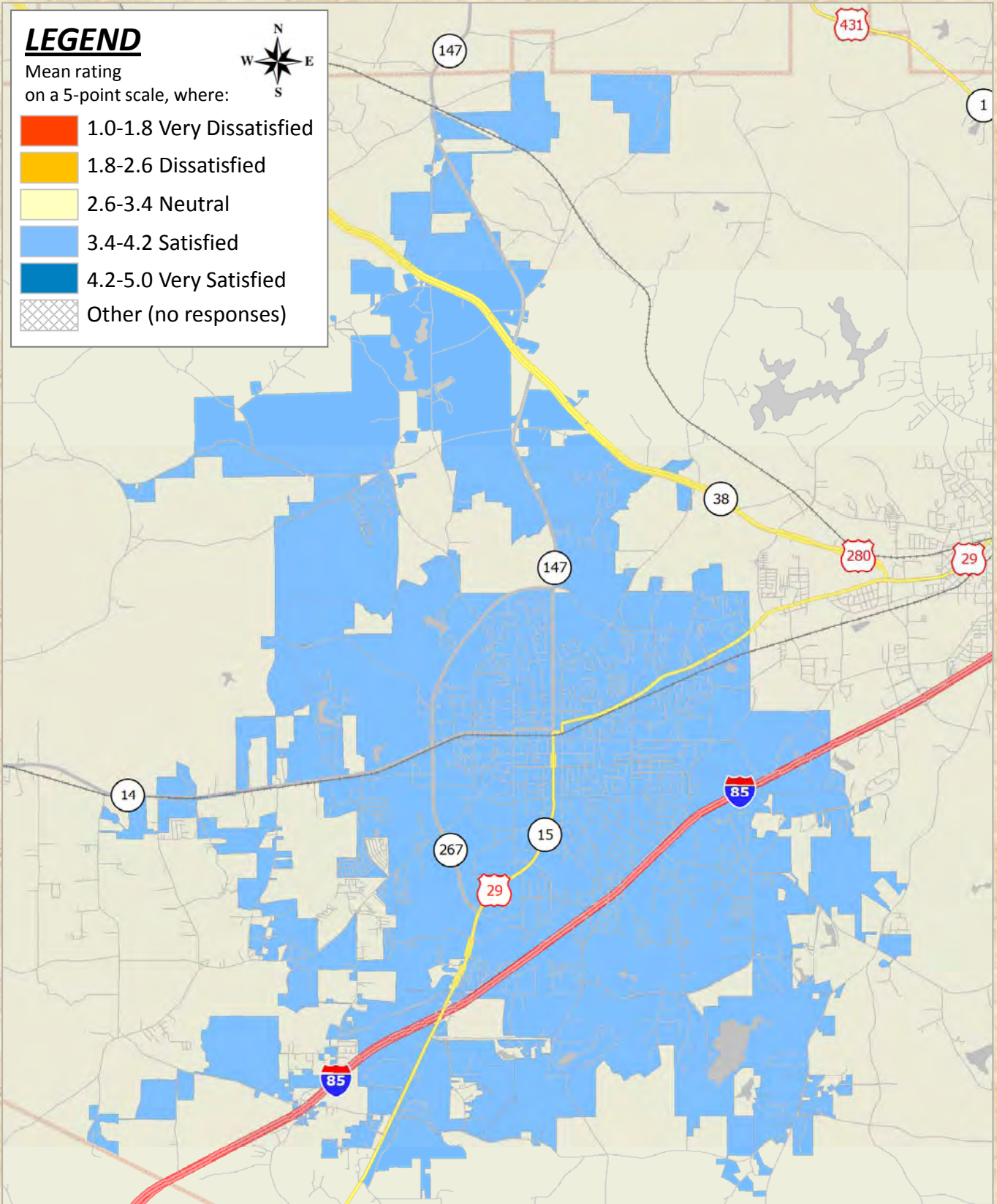


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16j Other city recreation programs

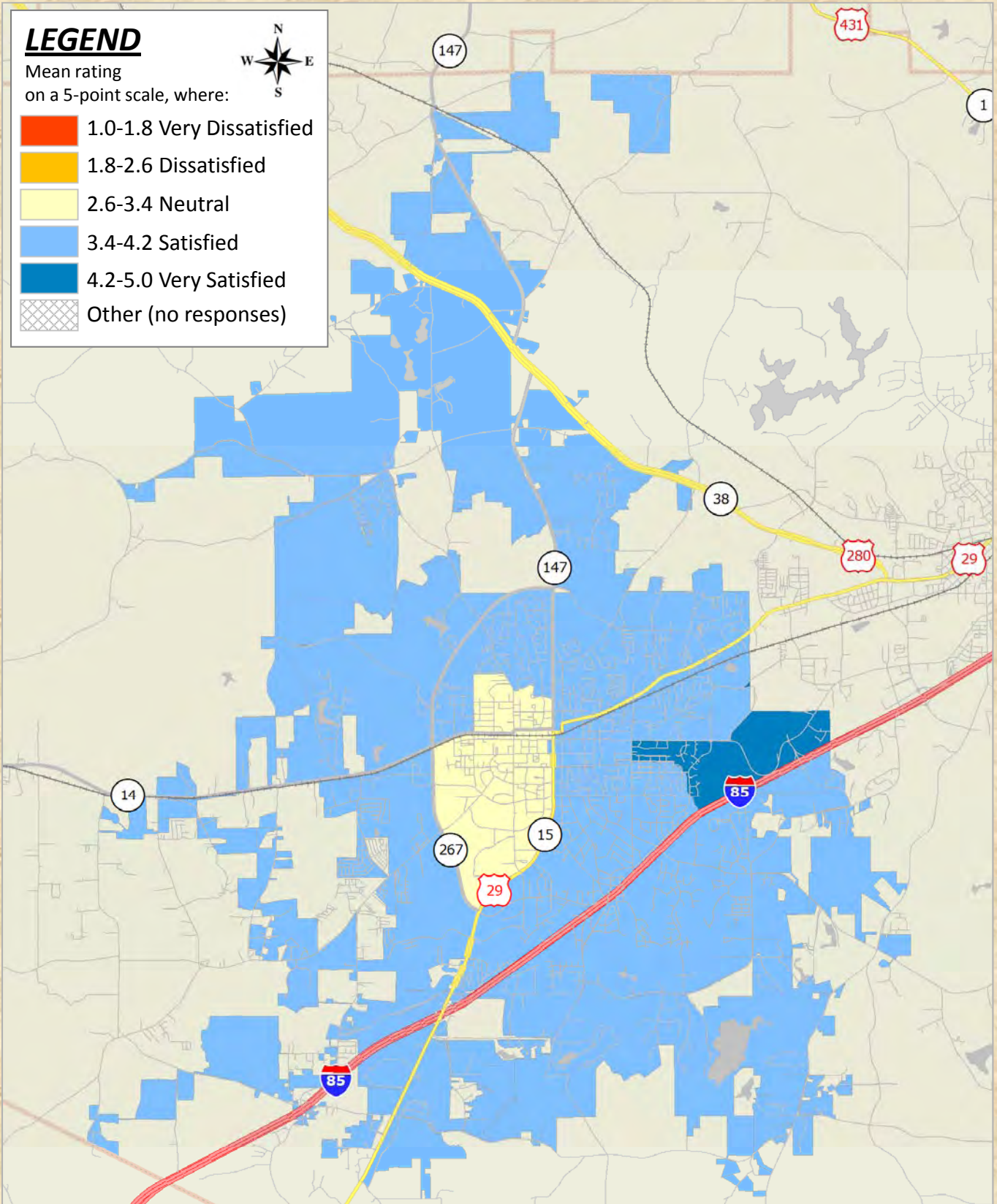


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q16k Ease of registering for programs



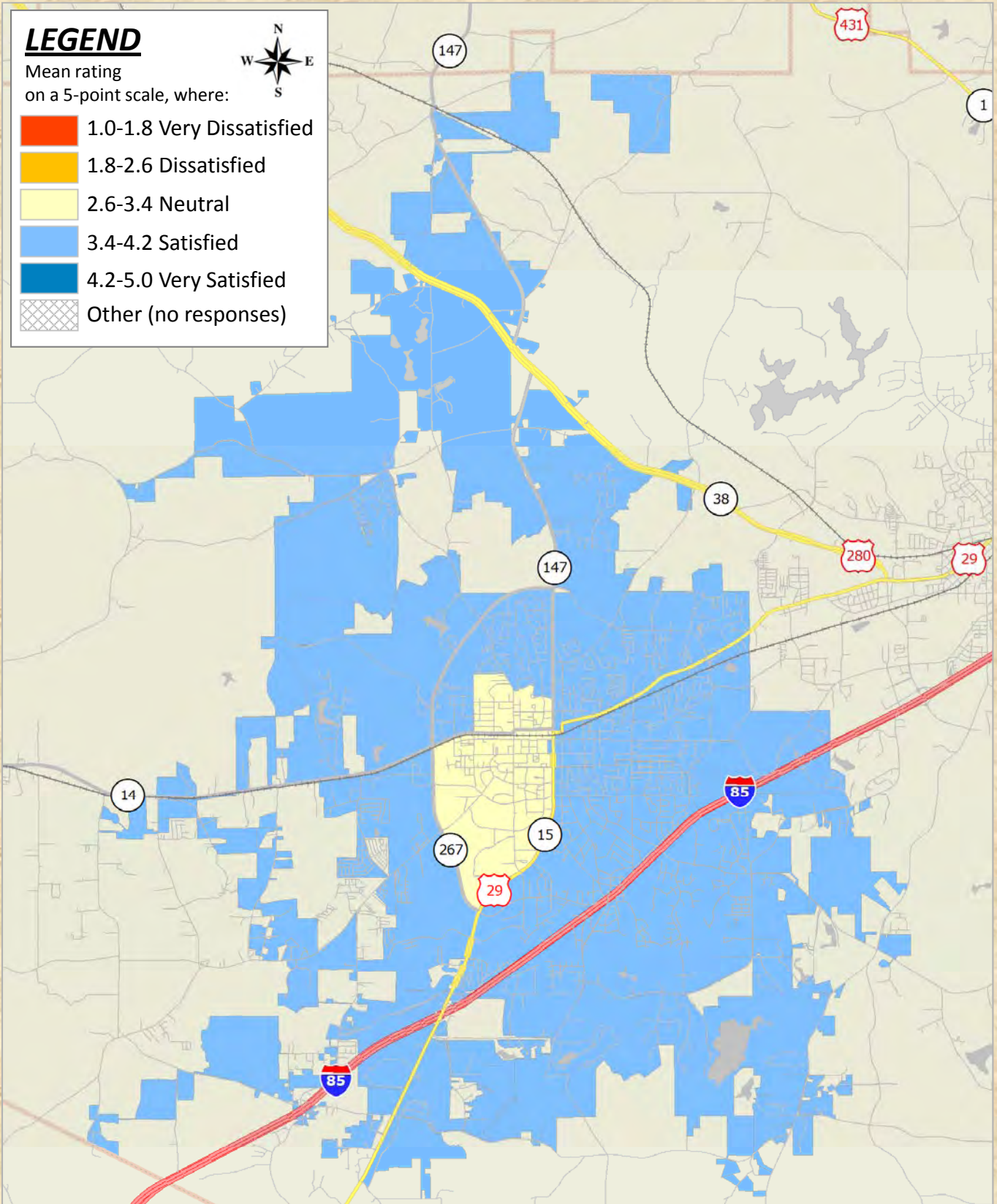
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q16l Fees charged for recreation programs

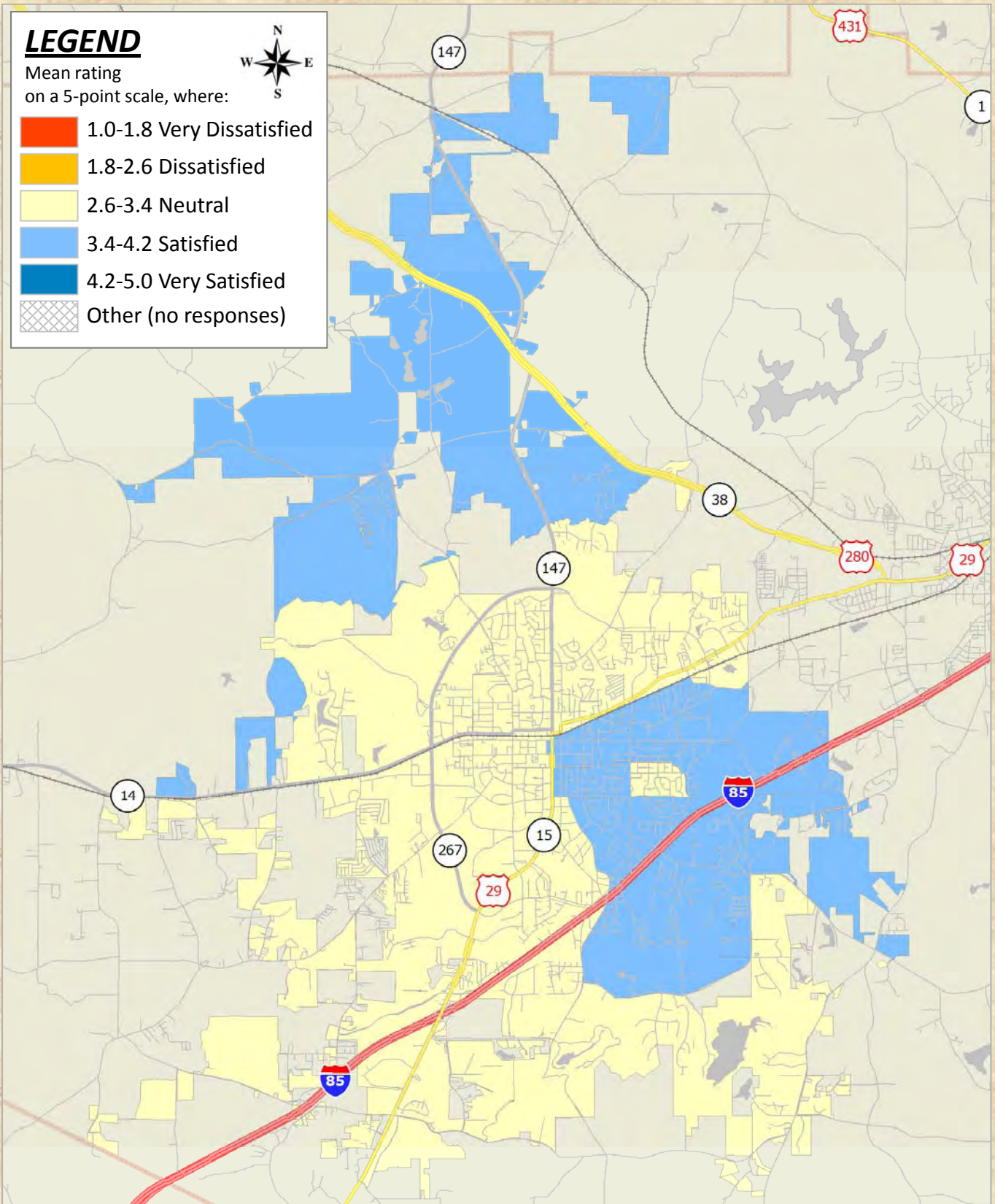


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q18a Ease of north-south travel in Auburn by car

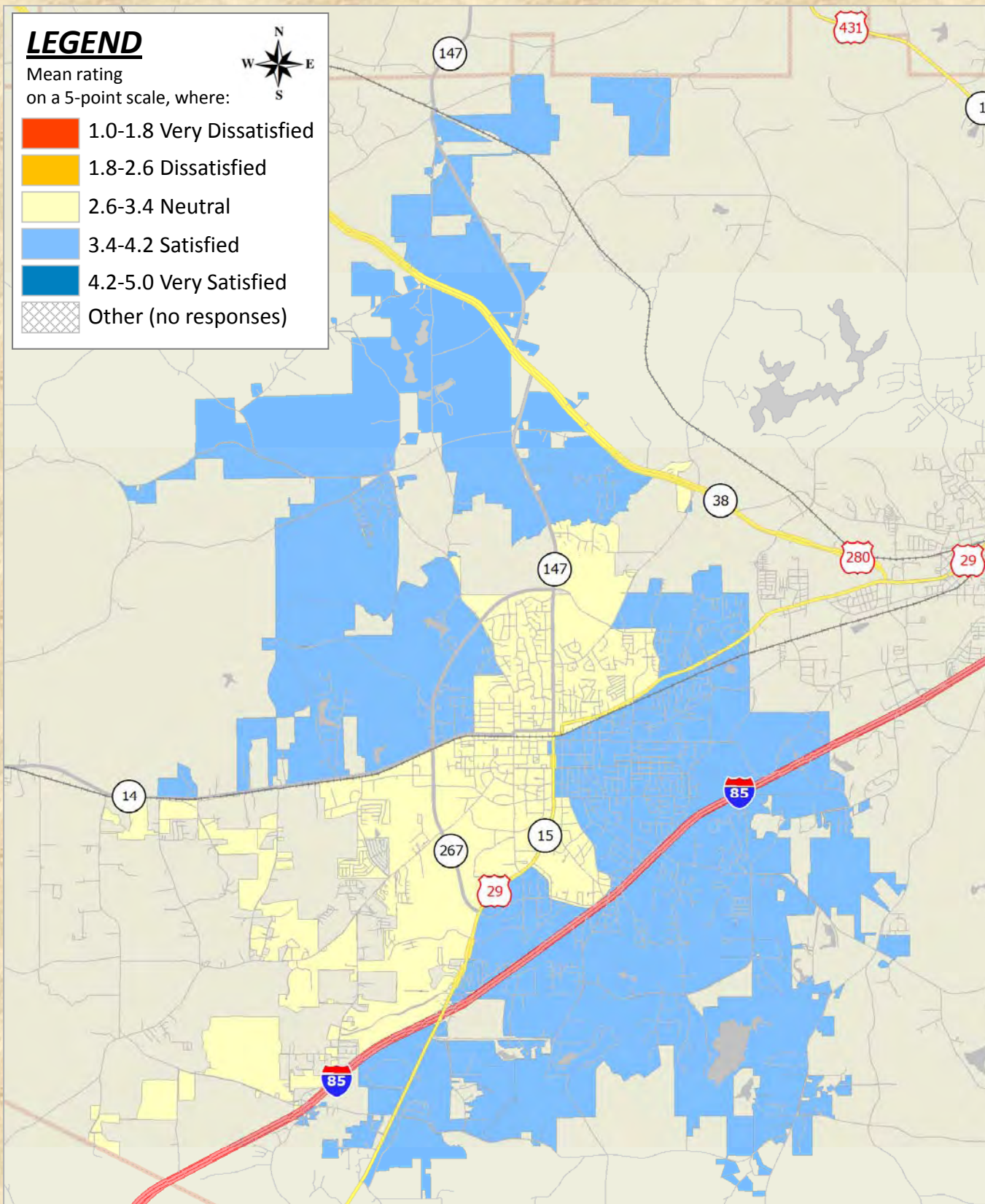


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q18b Ease of east-west travel in Auburn by car

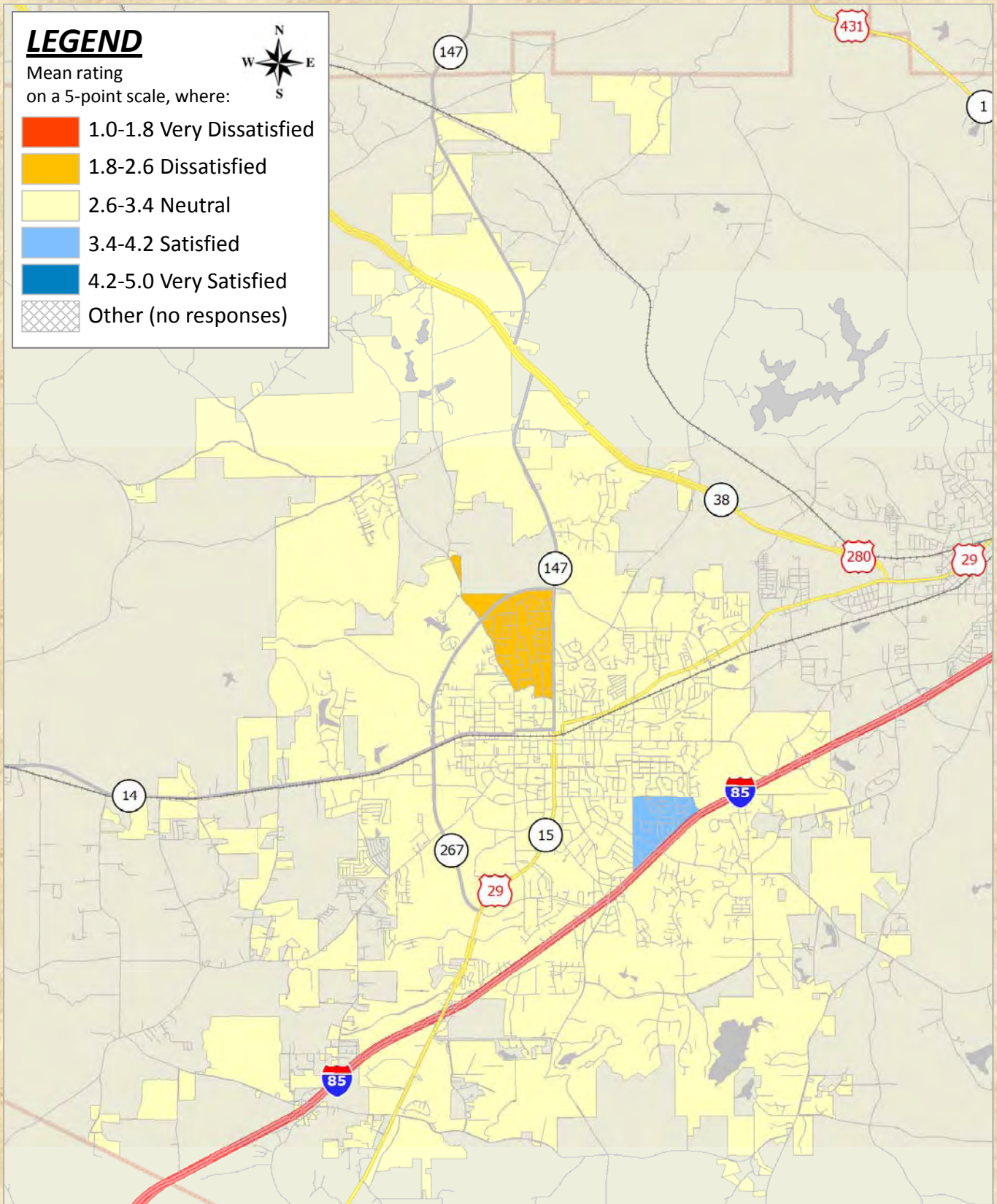


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q18c Ease of travel by bicycle in Auburn

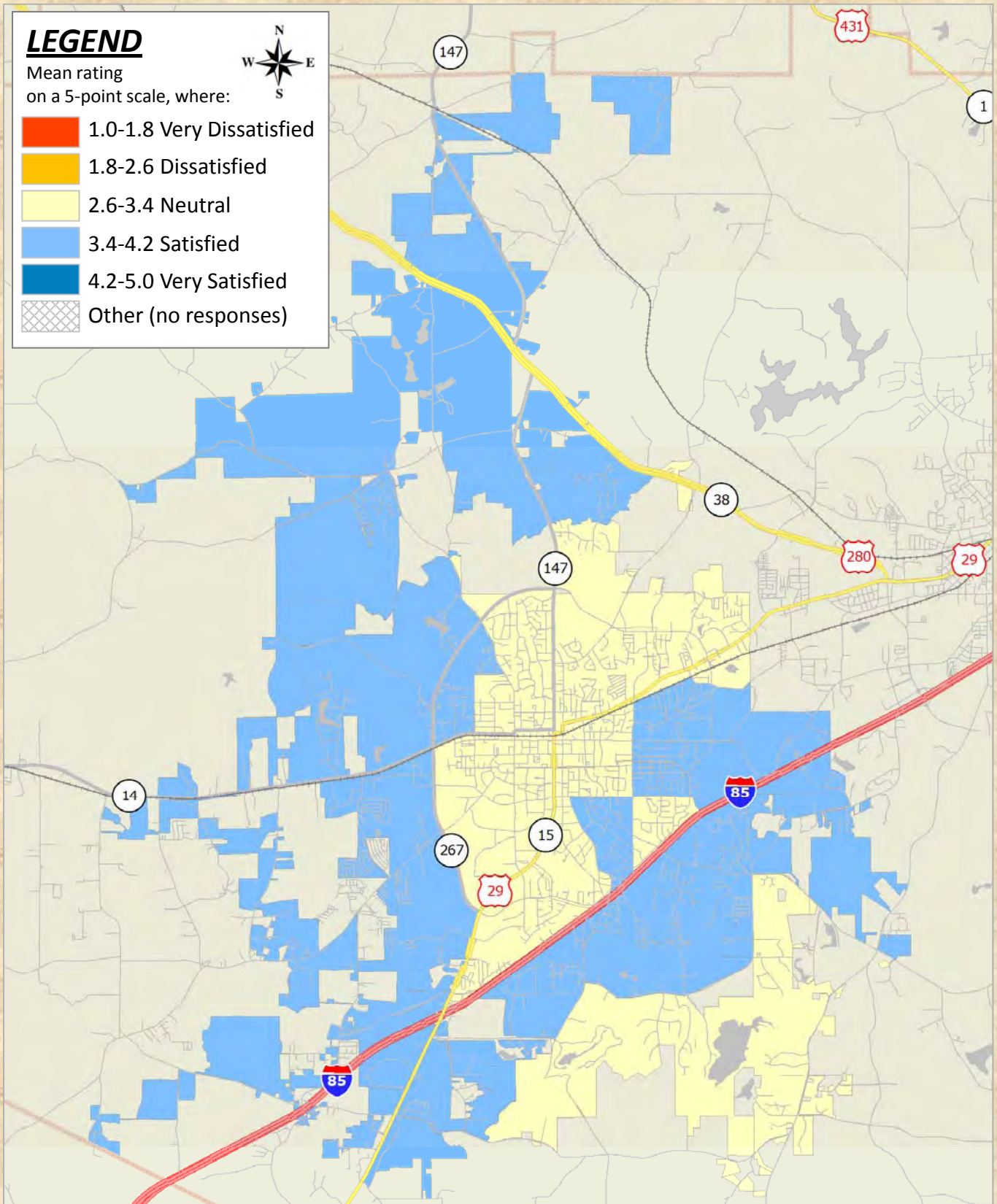


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q18d Ease of pedestrian travel in Auburn

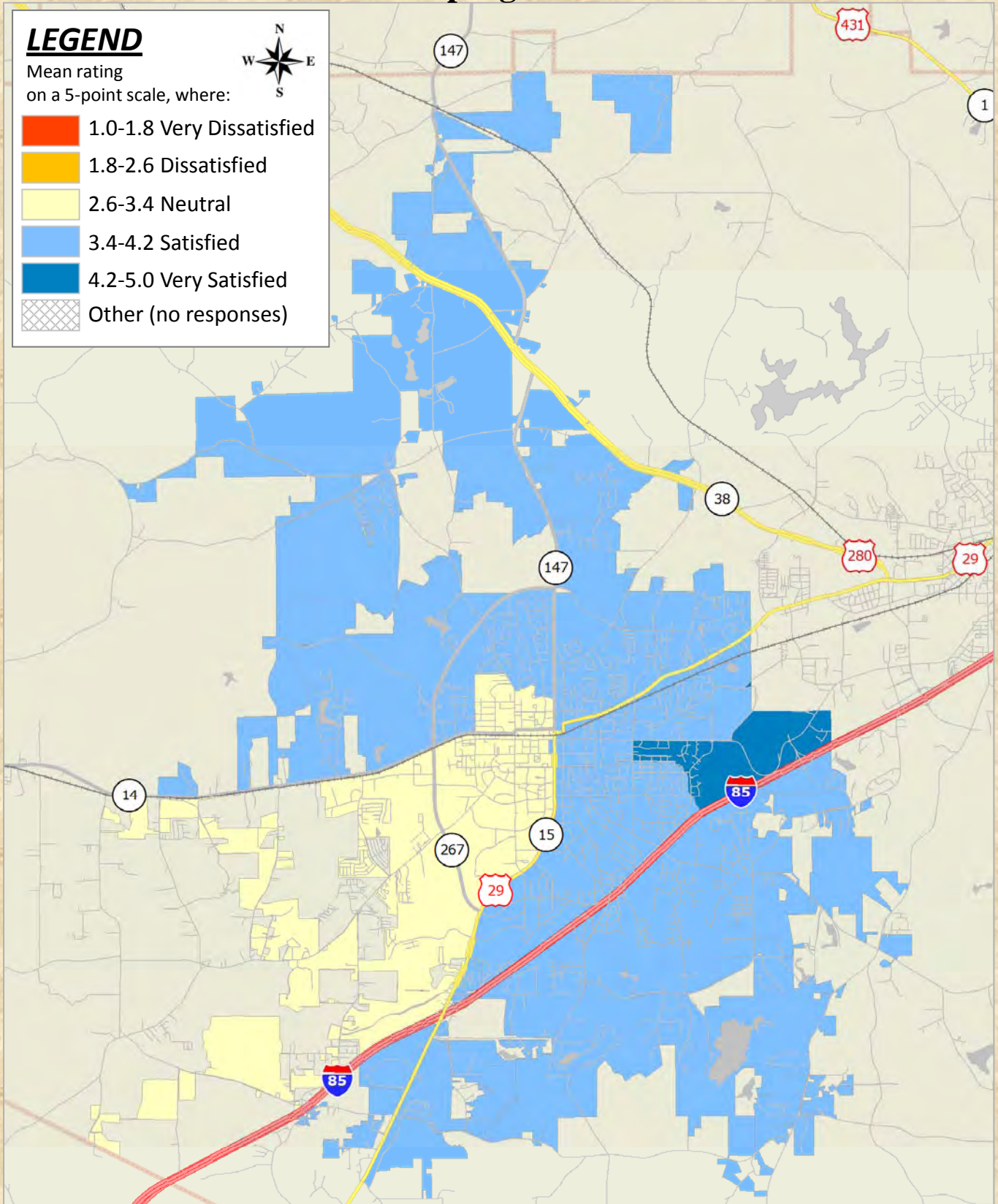


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q19a Availability of information about Parks and Recreation programs and services

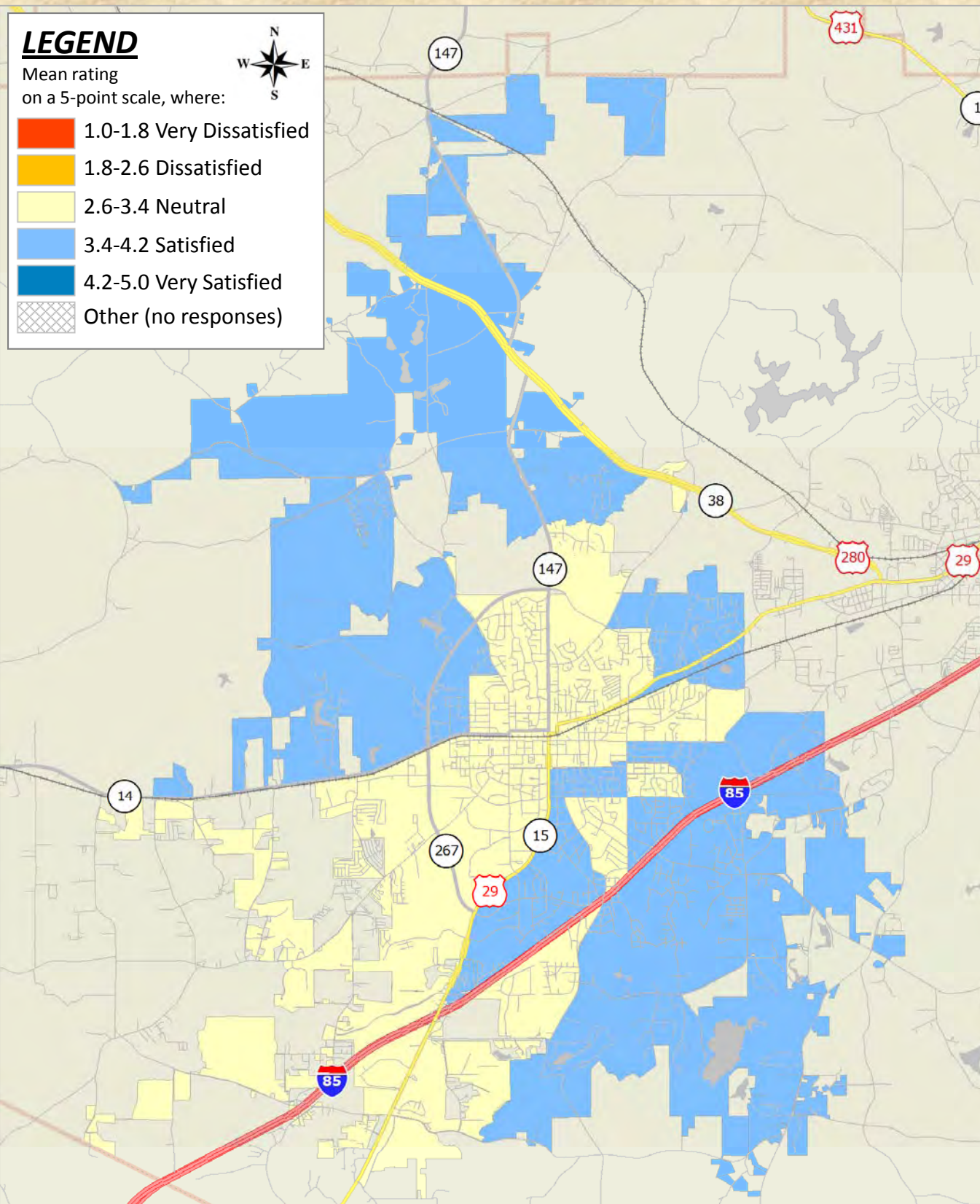


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q19b Level of public involvement in local decision-making

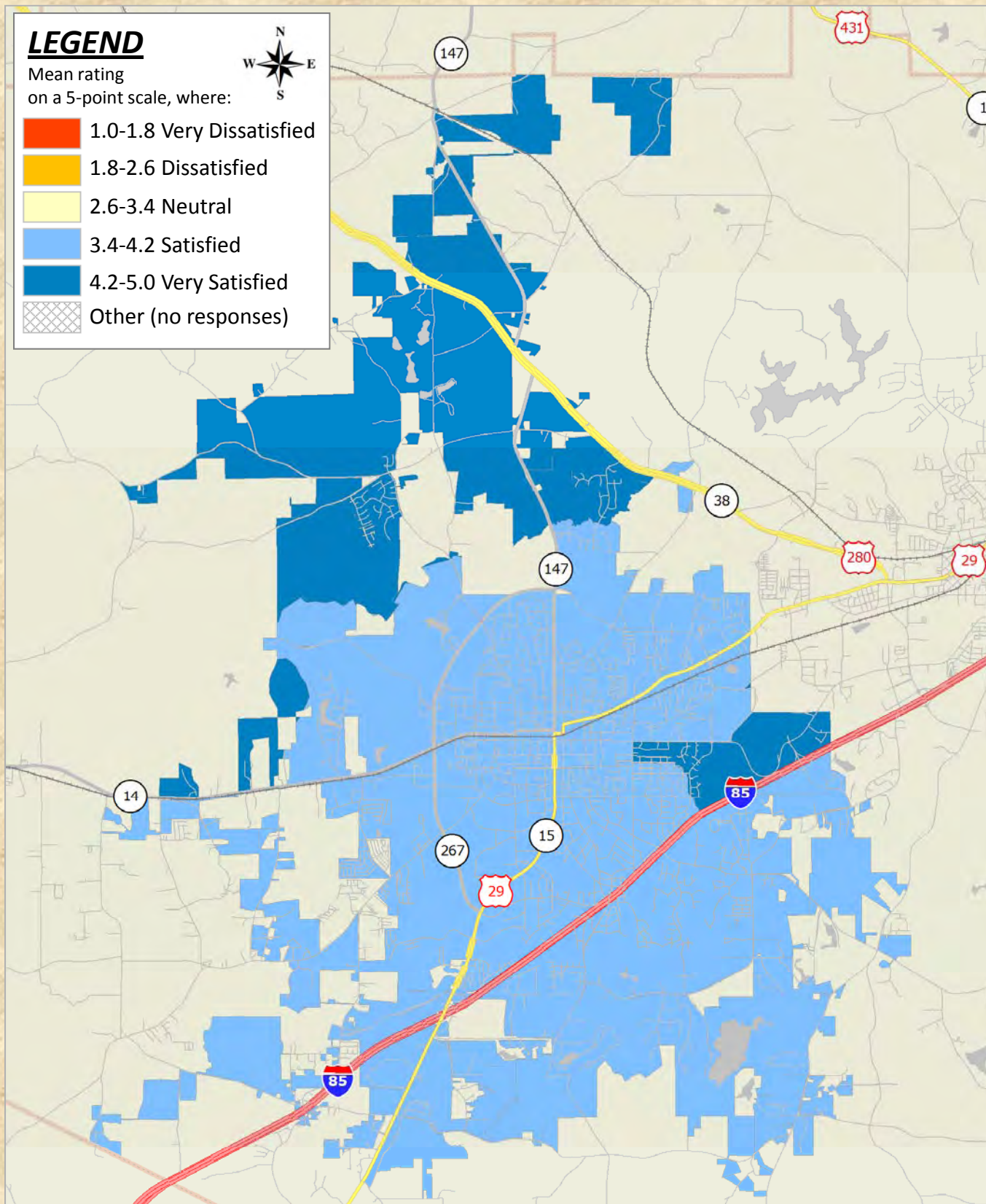


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q19c Quality of Open Line newsletter



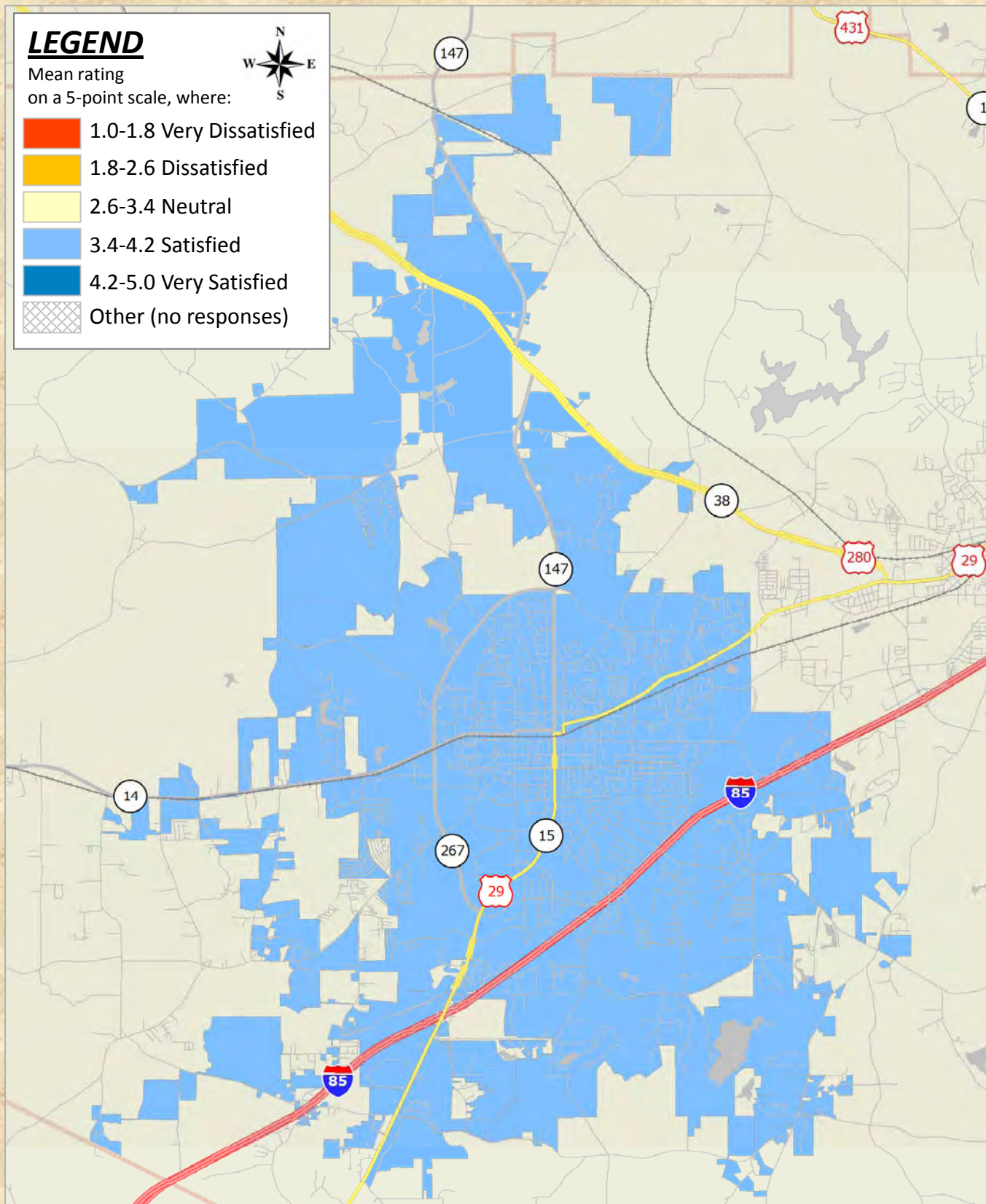
## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.



# Q19d Quality of the City's web page

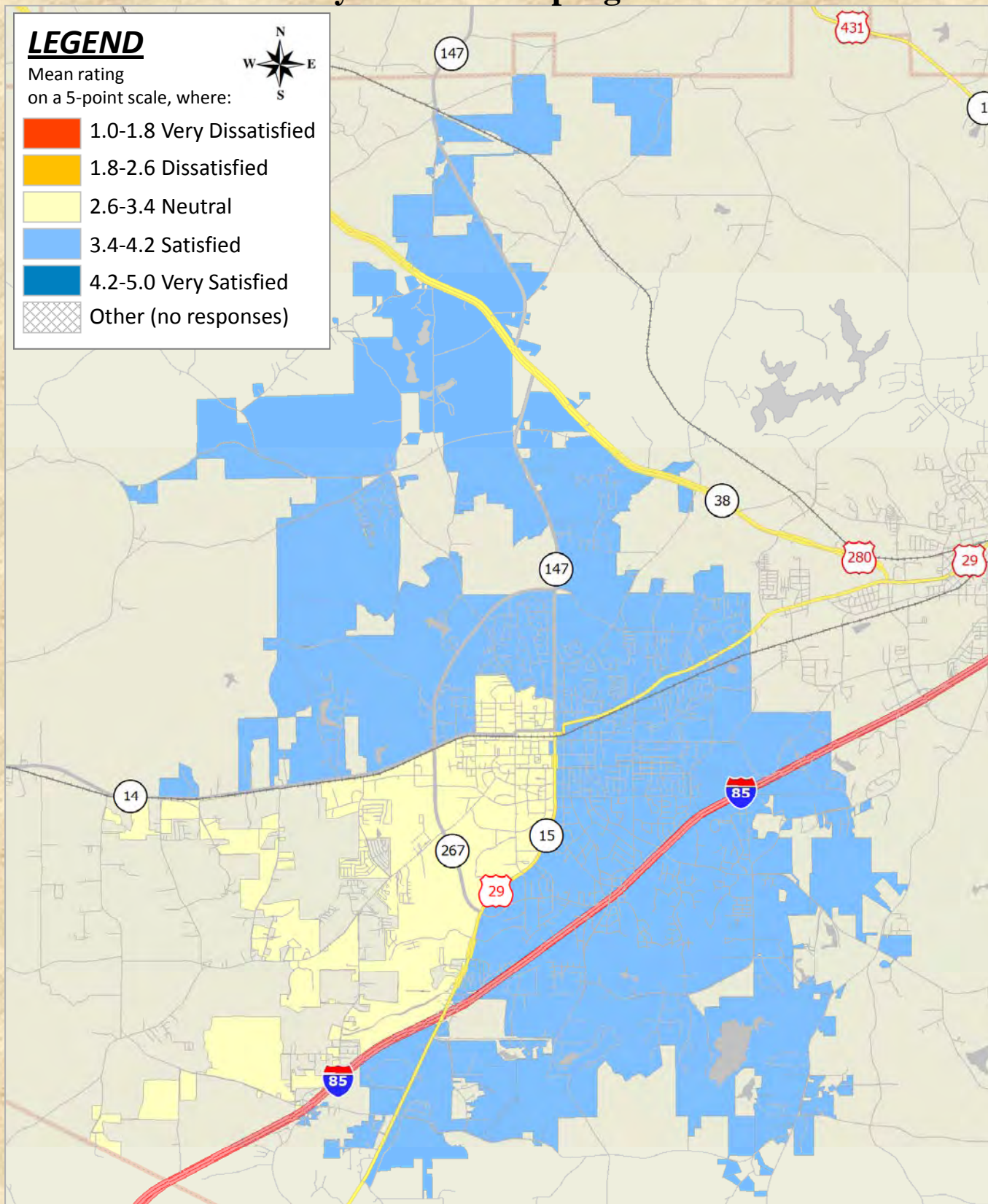


## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

## Q19e Availability of information on other city services and programs

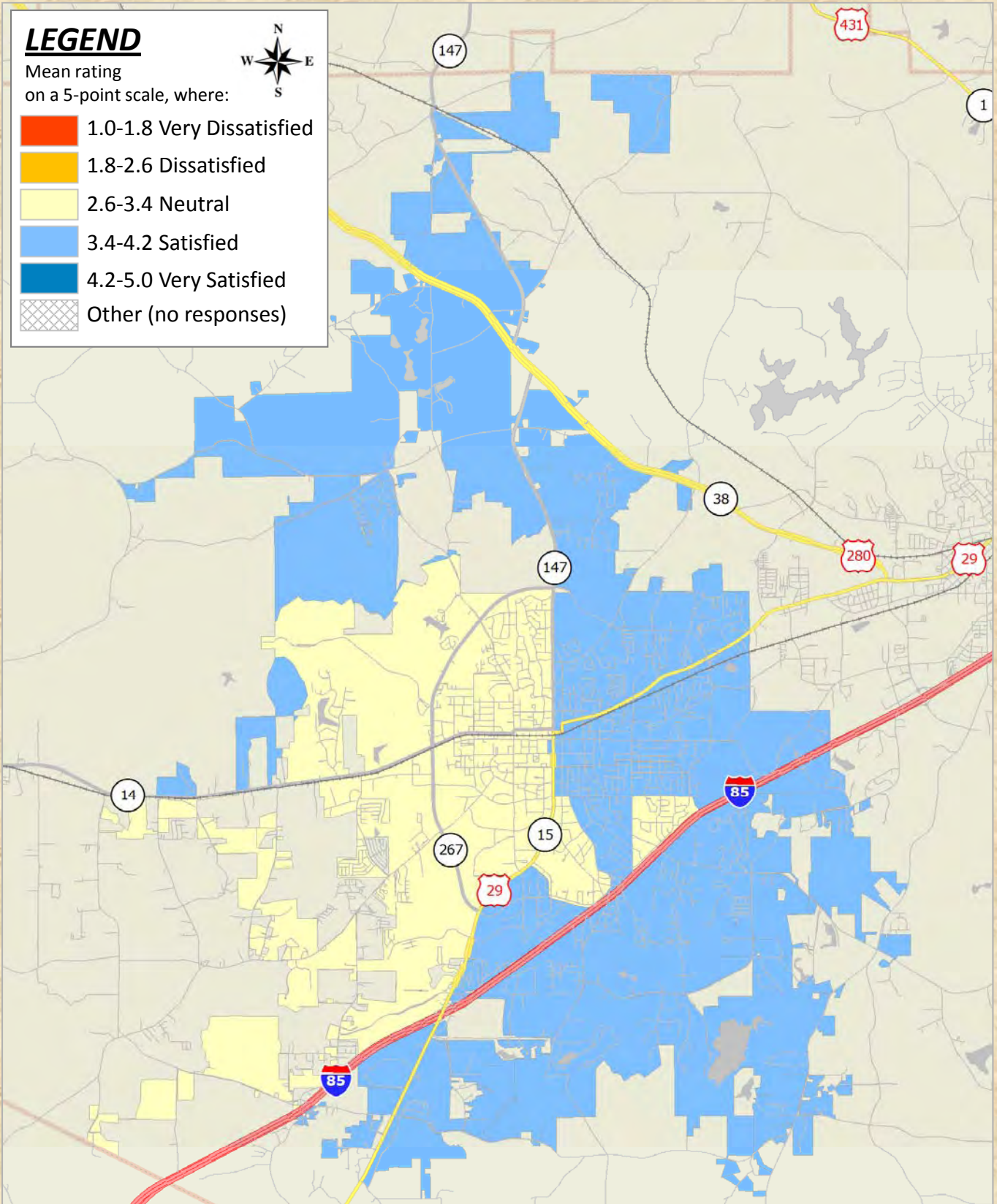


### 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

# Q19f Transparency of city government



## 2010 City of Auburn CitizenSurvey

Shading reflects the mean rating for all respondents by Census Block Group.

\*Selected CBGs were merged based on respondent distribution.

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

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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a Quality of the City's school system	45.6%	32.0%	5.3%	1.3%	0.1%	15.7%
Q1b Quality of police, fire, & ambulance services	40.5%	44.5%	8.0%	1.7%	0.5%	4.9%
Q1c Quality of parks & recreation programs & facilities	31.7%	43.8%	14.7%	3.3%	0.3%	6.2%
Q1d Maintenance of city streets and facilities	17.0%	47.6%	22.5%	10.0%	2.2%	0.8%
Q1e Enforcement of city codes and ordinances	16.1%	36.6%	24.0%	8.7%	2.4%	12.1%
Q1f Quality of customer service you receive from city employees	28.8%	44.2%	15.9%	2.7%	0.5%	7.8%
Q1g Effectiveness of city communication with the public	26.0%	44.3%	20.1%	4.5%	1.4%	3.7%
Q1h Quality of the City's stormwater runoff/stormwater management system	18.5%	41.4%	20.6%	8.0%	3.1%	8.5%
Q1i Quality of city library facilities & services	46.7%	35.5%	8.0%	2.3%	0.4%	7.2%
Q1j Flow of traffic & congestion management	14.0%	41.7%	23.3%	16.1%	3.7%	1.2%

**Excluding Don't Knows**

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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a Quality of the City's school system	54.1%	38.0%	6.3%	1.5%	0.2%
Q1b Quality of police, fire, & ambulance services	42.6%	46.8%	8.4%	1.8%	0.5%
Q1c Quality of parks & recreation programs & facilities	33.8%	46.7%	15.6%	3.6%	0.3%
Q1d Maintenance of city streets and facilities	17.1%	47.9%	22.7%	10.1%	2.2%
Q1e Enforcement of city codes and ordinances	18.3%	41.7%	27.3%	9.9%	2.8%
Q1f Quality of customer service you receive from city employees	31.2%	48.0%	17.3%	2.9%	0.6%
Q1g Effectiveness of city communication with the public	27.0%	46.1%	20.8%	4.7%	1.5%
Q1h Quality of the City's stormwater runoff/ stormwater management system	20.2%	45.2%	22.5%	8.7%	3.4%
Q1i Quality of city library facilities & services	50.3%	38.2%	8.6%	2.5%	0.4%
Q1j Flow of traffic & congestion management	14.2%	42.2%	23.6%	16.3%	3.8%

**First Choice****Q2 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q2 First Choice	Number	Percent
A=City's School System	150	19.3 %
B=Police, Fire, & Ambulance Services	72	9.3 %
C=Parks & Recreation Programs & Facilities	33	4.2 %
D=Maintenance of City Streets and Facilities	101	13.0 %
E=Enforcement of City Codes and Ordinances	53	6.8 %
F=Customer Service from City Employees	8	1.0 %
G=City Communication with the Public	20	2.6 %
H=City's Stormwater runoff/stormwater Management System	63	8.1 %
I=City Library Facilities & Services	13	1.7 %
J=Flow of Traffic & Congestion Management	199	25.6 %
Z=None Chosen	66	8.5 %
Total	778	100.0 %

**Second Choice****Q2 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q2 Second Choice	Number	Percent
A=City's School System	47	6.0 %
B=Police, Fire, & Ambulance Services	83	10.7 %
C=Parks & Recreation Programs & Facilities	44	5.7 %
D=Maintenance of City Streets and Facilities	159	20.4 %
E=Enforcement of City Codes and Ordinances	61	7.8 %
F=Customer Service from City Employees	15	1.9 %
G=City Communication with the Public	35	4.5 %
H=City's Stormwater runoff/stormwater Management System	71	9.1 %
I=City Library Facilities & Services	17	2.2 %
J=Flow of Traffic & Congestion Management	131	16.8 %
Z=None Chosen	115	14.8 %
Total	778	100.0 %

**Third Choice****Q2 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q2 Third Choice	Number	Percent
A=City's School System	34	4.4 %
B=Police, Fire, & Ambulance Services	50	6.4 %
C=Parks & Recreation Programs & Facilities	67	8.6 %
D=Maintenance of City Streets and Facilities	107	13.8 %
E=Enforcement of City Codes and Ordinances	68	8.7 %
F=Customer Service from City Employees	24	3.1 %
G=City Communication with the Public	53	6.8 %
H=City's Stormwater runoff/stormwater Management System	64	8.2 %
I=City Library Facilities & Services	24	3.1 %
J=Flow of Traffic & Congestion Management	97	12.5 %
Z=None Chosen	190	24.4 %
Total	778	100.0 %

**Sum of All Three Choices****Q2 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (top three)**

<u>Q2 Sum of All Three Choices</u>	<u>Number</u>	<u>Percent</u>
A=City's School System	231	29.7 %
B=Police, Fire, & Ambulance Services	205	26.3 %
C=Parks & Recreation Programs & Facilities	144	18.5 %
D=Maintenance of City Streets and Facilities	367	47.2 %
E=Enforcement of City Codes and Ordinances	182	23.4 %
F=Customer Service from City Employees	47	6.0 %
G=City Communication with the Public	108	13.9 %
H=City's Stormwater runoff/stormwater Management System	198	25.4 %
I=City Library Facilities & Services	54	6.9 %
J=Flow of Traffic & Congestion Management	427	54.9 %
<u>Z=None Chosen</u>	<u>66</u>	<u>8.5 %</u>
Total	2029	



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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a Overall value that you receive for your city tax dollars and fees	21.7%	49.9%	19.7%	5.1%	0.5%	3.1%
Q3b Overall image of the city	40.2%	47.4%	9.9%	1.5%	0.1%	0.8%
Q3c Overall quality of life in the city	43.2%	46.1%	8.5%	1.7%	0.0%	0.5%
Q3d-Overall appearance of the city	30.1%	49.2%	16.5%	3.2%	0.6%	0.4%
Q3e Overall quality of city services	26.5%	55.3%	14.9%	1.9%	0.5%	0.9%

**Excluding Don't Knows**

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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a Overall value that you receive for your city tax dollars and fees	22.4%	51.5%	20.3%	5.3%	0.5%
Q3b Overall image of the city	40.5%	47.8%	10.0%	1.6%	0.1%
Q3c Overall quality of life in the city	43.4%	46.4%	8.5%	1.7%	0.0%
Q3d-Overall appearance of the city	30.2%	49.4%	16.5%	3.2%	0.6%
Q3e Overall quality of city services	26.7%	55.8%	15.0%	1.9%	0.5%

**Q4 Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:**

(N=778)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a As a place to live	59.6%	33.7%	4.9%	1.3%	0.1%	0.4%
Q4b As a place to raise children	60.8%	28.7%	5.3%	0.4%	0.3%	4.6%
Q4c As a place to work	40.9%	36.2%	12.9%	2.9%	0.8%	6.4%

**Excluding Don't Knows**

**Q4 Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:(Excluding Don't Knows)**

(N=778)

	Excellent	Good	Neutral	Below Average	Poor
Q4a As a place to live	59.9%	33.8%	4.9%	1.3%	0.1%
Q4b As a place to raise children	63.7%	30.1%	5.5%	0.4%	0.3%
Q4c As a place to work	43.7%	38.7%	13.8%	3.1%	0.8%

**MEAN RATINGS**

**Q5 Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below. (Excluding "no responses")**

The **HIGHER** the mean of the item, the **HIGHER** the level of importance respondents placed on the issue.

	<u>Mean</u>
Q5a Bikeways	0.76
Q5b City school system	2.60
Q5c Code enforcement	0.78
Q5d Fire protection	1.12
Q5e Police protection	2.09
Q5f Public transportation	0.85
Q5g Recreational opportunities	0.80
Q5h Sidewalks	0.76
Q5i Stormwater management	0.77
Q5j Traffic management	1.80
Q5k Walking trails	0.44
Q5l Zoning and land use	1.27

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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a Overall quality of police protection	35.5%	48.7%	9.9%	1.7%	1.0%	3.1%
Q6b Visibility of police in neighborhoods	29.7%	41.9%	17.6%	7.7%	1.4%	1.7%
Q6c Visibility of police in retail areas	22.6%	42.2%	24.3%	5.3%	0.9%	4.8%
Q6d How quickly police respond to emergencies	28.3%	31.4%	12.1%	3.0%	1.0%	24.3%
Q6e Efforts to prevent crime	21.7%	38.0%	19.7%	4.8%	1.7%	14.1%
Q6f Police safety education programs	18.3%	28.5%	19.8%	3.7%	0.9%	28.8%
Q6g Enforcement of traffic laws	26.7%	44.6%	15.6%	5.8%	2.2%	5.1%
Q6h Overall quality of fire protection	33.9%	40.7%	9.5%	1.4%	0.4%	14.0%
Q6i Fire personnel emergency response time	30.5%	29.3%	9.3%	0.4%	0.6%	29.9%
Q6j Fire safety education programs	22.5%	29.2%	16.6%	1.5%	0.3%	29.9%
Q6k Quality of local ambulance service	25.7%	28.7%	12.5%	2.2%	1.3%	29.7%
Q6l Quality of animal control	16.1%	33.9%	21.7%	8.6%	3.1%	16.6%
Q6m Enforcement of speed limits in neighborhoods	22.9%	36.5%	19.3%	12.6%	5.1%	3.6%

**Excluding Don't Knows**

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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a Overall quality of police protection	36.7%	50.3%	10.3%	1.7%	1.1%
Q6b Visibility of police in neighborhoods	30.2%	42.6%	17.9%	7.8%	1.4%
Q6c Visibility of police in retail areas	23.8%	44.3%	25.5%	5.5%	0.9%
Q6d How quickly police respond to emergencies	37.4%	41.4%	16.0%	3.9%	1.4%
Q6e Efforts to prevent crime	25.3%	44.3%	22.9%	5.5%	1.9%
Q6f Police safety education programs	25.6%	40.1%	27.8%	5.2%	1.3%
Q6g Enforcement of traffic laws	28.2%	47.0%	16.4%	6.1%	2.3%
Q6h Overall quality of fire protection	39.5%	47.4%	11.1%	1.6%	0.4%
Q6i Fire personnel emergency response time	43.5%	41.8%	13.2%	0.6%	0.9%
Q6j Fire safety education programs	32.1%	41.7%	23.7%	2.2%	0.4%
Q6k Quality of local ambulance service	36.6%	40.8%	17.7%	3.1%	1.8%
Q6l Quality of animal control	19.3%	40.7%	26.0%	10.3%	3.7%
Q6m Enforcement of speed limits in neighborhoods	23.7%	37.9%	20.0%	13.1%	5.3%

**First Choice****Q7 Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years?**

<u>Q7 First Choice</u>	<u>Number</u>	<u>Percent</u>
A=Police Protection	149	19.2 %
B=Police in Neighborhoods	116	14.9 %
C=Police in Retail Areas	26	3.3 %
D=Police Respond to Emergencies	30	3.9 %
E=Efforts to Prevent Crime	118	15.2 %
F=Police Safety Education Programs	17	2.2 %
G=Enforcement of Traffic Laws	50	6.4 %
H=Fire Protection	10	1.3 %
I=Fire Personnel Emergency Response Time	6	0.8 %
J=Fire Safety Education Programs	8	1.0 %
K=Local Ambulance Service	21	2.7 %
L=Animal Control	38	4.9 %
M=Enforcement of Speed Limits in Neighborhoods	106	13.6 %
Z=None Chosen	83	10.7 %
Total	778	100.0 %

**Second Choice****Q7 Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years?**

<u>Q7 Second Choice</u>	<u>Number</u>	<u>Percent</u>
A=Police Protection	40	5.1 %
B=Police in Neighborhoods	64	8.2 %
C=Police in Retail Areas	63	8.1 %
D=Police Respond to Emergencies	30	3.9 %
E=Efforts to Prevent Crime	96	12.3 %
F=Police Safety Education Programs	13	1.7 %
G=Enforcement of Traffic Laws	57	7.3 %
H=Fire Protection	67	8.6 %
I=Fire Personnel Emergency Response Time	26	3.3 %
J=Fire Safety Education Programs	17	2.2 %
K=Local Ambulance Service	24	3.1 %
L=Animal Control	47	6.0 %
M=Enforcement of Speed Limits in Neighborhoods	88	11.3 %
Z=None Chosen	146	18.8 %
Total	778	100.0 %

**Sum of Both Choices****Q7 Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years? (top two)**

<u>Q7 Sum of Both Choices</u>	<u>Number</u>	<u>Percent</u>
A=Police Protection	189	24.3 %
B=Police in Neighborhoods	180	23.1 %
C=Police in Retail Areas	89	11.4 %
D=Police Respond to Emergencies	60	7.7 %
E=Efforts to Prevent Crime	214	27.5 %
F=Police Safety Education Programs	30	3.9 %
G=Enforcement of Traffic Laws	107	13.8 %
H=Fire Protection	77	9.9 %
I=Fire Personnel Emergency Response Time	32	4.1 %
J=Fire Safety Education Programs	25	3.2 %
K=Local Ambulance Service	45	5.8 %
L=Animal Control	85	10.9 %
M=Enforcement of Speed Limits in Neighborhoods	194	24.9 %
Z=None Chosen	83	10.7 %
Total	1410	

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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a Clean up of debris/litter in neighborhoods	27.1%	47.6%	12.5%	7.1%	3.0%	2.8%
Q8b Sign regulations	16.1%	45.0%	20.3%	5.1%	2.7%	10.8%
Q8c Zoning regulations	13.1%	32.5%	24.6%	10.3%	4.8%	14.8%
Q8d Unrelated occupancy regulations	10.9%	21.6%	26.9%	9.8%	5.8%	25.1%
Q8e Building codes	14.1%	32.0%	25.3%	3.9%	1.7%	23.0%
Q8f Erosion & sediment control regulations	11.1%	27.5%	26.2%	9.4%	3.6%	22.2%
Q8g Fire codes and regulation	20.1%	39.2%	16.1%	0.5%	0.8%	23.4%

**Excluding Don't Knows**

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

**(Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a Clean up of debris/litter in neighborhoods	27.9%	48.9%	12.8%	7.3%	3.0%
Q8b Sign regulations	18.0%	50.4%	22.8%	5.8%	3.0%
Q8c Zoning regulations	15.4%	38.2%	28.8%	12.1%	5.6%
Q8d Unrelated occupancy regulations	14.6%	28.8%	35.8%	13.0%	7.7%
Q8e Building codes	18.4%	41.6%	32.9%	5.0%	2.2%
Q8f Erosion & sediment control regulations	14.2%	35.4%	33.7%	12.1%	4.6%
Q8g Fire codes and regulation	26.2%	51.2%	21.0%	0.7%	1.0%



**First Choice****Q9 Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years?**

Q9 First Choice	Number	Percent
A=Clean up of debris/litter in neighborhoods	188	24.2 %
B=Sign regulations	59	7.6 %
C=Zoning regulations	135	17.4 %
D=Unrelated occupancy regulations	94	12.1 %
E=Building codes	35	4.5 %
F=Erosion & sediment control regulations	95	12.2 %
G=Fire codes and regulation	40	5.1 %
Z=None Chosen	132	17.0 %
Total	778	100.0 %

**Second Choice****Q9 Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years?**

Q9 Second Choice	Number	Percent
A=Clean up of debris/litter in neighborhoods	101	13.0 %
B=Sign regulations	71	9.1 %
C=Zoning regulations	99	12.7 %
D=Unrelated occupancy regulations	81	10.4 %
E=Building codes	69	8.9 %
F=Erosion & sediment control regulations	109	14.0 %
G=Fire codes and regulation	50	6.4 %
Z=None Chosen	198	25.4 %
Total	778	100.0 %

**Sum of Both Choices****Q9 Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years?(top two)**

Q9 Sum of Both Choices	Number	Percent
A=Clean up of debris/litter in neighborhoods	289	37.1 %
B=Sign regulations	130	16.7 %
C=Zoning regulations	234	30.1 %
D=Unrelated occupancy regulations	175	22.5 %
E=Building codes	104	13.4 %
F=Erosion & sediment control regulations	204	26.2 %
G=Fire codes and regulation	90	11.6 %
Z=None Chosen	132	17.0 %
Total	1358	

**Q10 Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a Residential garbage collection service	47.9%	37.3%	6.6%	3.1%	1.7%	3.5%
Q10b Curbside recycling service	32.6%	31.1%	13.5%	8.6%	4.9%	9.3%
Q10c Yard waste removal service	39.6%	35.6%	11.3%	4.0%	1.7%	7.8%
Q10d Sanitary sewer service	32.4%	40.9%	12.3%	2.3%	0.9%	11.2%
Q10e Water service	37.5%	43.4%	11.1%	2.3%	1.2%	4.5%
Q10f Water Revenue Office customer service	29.4%	33.5%	13.4%	2.7%	1.5%	19.4%

**Excluding Don't Knows**

**Q10 Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a Residential garbage collection service	49.7%	38.6%	6.8%	3.2%	1.7%
Q10b Curbside recycling service	36.0%	34.3%	14.9%	9.5%	5.4%
Q10c Yard waste removal service	43.0%	38.6%	12.3%	4.3%	1.8%
Q10d Sanitary sewer service	36.5%	46.0%	13.9%	2.6%	1.0%
Q10e Water service	39.3%	45.5%	11.6%	2.4%	1.2%
Q10f Water Revenue Office customer service	36.5%	41.6%	16.6%	3.3%	1.9%

**First Choice****Q11 Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years?**

Q11 First Choice	Number	Percent
A=Residential garbage collection service	132	17.0 %
B=Curbside recycling service	225	28.9 %
C=Yard waste removal service	65	8.4 %
D=Sanitary sewer service	69	8.9 %
E=Water service	88	11.3 %
F=Water Revenue Office customer service	35	4.5 %
Z=None Chosen	164	21.1 %
Total	778	100.0 %

**Second Choice****Q11 Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years?**

Q11 Second Choice	Number	Percent
A=Residential garbage collection service	71	9.1 %
B=Curbside recycling service	97	12.5 %
C=Yard waste removal service	116	14.9 %
D=Sanitary sewer service	98	12.6 %
E=Water service	83	10.7 %
F=Water Revenue Office customer service	41	5.3 %
Z=None Chosen	272	35.0 %
Total	778	100.0 %

**Sum of Both Choices****Q11 Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years?(top two)**

Q11 Top Priority	Number	Percent
A=Residential garbage collection service	203	26.1 %
B=Curbside recycling service	322	41.4 %
C=Yard waste removal service	181	23.3 %
D=Sanitary sewer service	167	21.5 %
E=Water service	171	22.0 %
F=Water Revenue Office customer service	76	9.8 %
Z=None Chosen	164	21.1 %
Total	1284	

**Q12 City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a Maintenance of streets (not including those on the AU campus)	14.0%	48.6%	22.7%	10.9%	1.7%	2.1%
Q12b Maintenance of sidewalks (not including those on the AU campus)	15.4%	48.8%	23.8%	7.5%	0.9%	3.6%
Q12c Maintenance of street signs	20.4%	54.4%	16.7%	5.3%	0.9%	2.3%
Q12d Maintenance of traffic signals	26.0%	57.5%	11.4%	2.1%	0.9%	2.2%
Q12e Maintenance of downtown Auburn	29.2%	52.7%	12.0%	2.4%	0.6%	3.1%
Q12f Maintenance of city buildings	26.0%	53.1%	12.1%	1.5%	0.4%	6.9%
Q12g Mowing and trimming along streets and other public areas	23.7%	51.8%	16.2%	4.9%	1.2%	2.3%
Q12h Overall cleanliness of streets and other public areas	23.7%	53.2%	16.3%	4.1%	0.5%	2.2%
Q12i Adequacy of city street lighting	19.7%	45.6%	19.3%	9.9%	2.7%	2.8%
Q12j Water lines and fire hydrants	24.7%	48.3%	14.8%	1.3%	0.1%	10.8%
Q12k Sewer lines and manholes	21.6%	45.9%	16.2%	2.3%	0.8%	13.2%

**Excluding Don't Knows**

**Q12 City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."(Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a Maintenance of streets (not including those on the AU campus)	14.3%	49.7%	23.1%	11.2%	1.7%
Q12b Maintenance of sidewalks (not including those on the AU campus)	16.0%	50.7%	24.7%	7.7%	0.9%
Q12c Maintenance of street signs	20.9%	55.7%	17.1%	5.4%	0.9%
Q12d Maintenance of traffic signals	26.5%	58.7%	11.7%	2.1%	0.9%
Q12e Maintenance of downtown Auburn	30.1%	54.4%	12.3%	2.5%	0.7%
Q12f Maintenance of city buildings	27.9%	57.0%	13.0%	1.7%	0.4%
Q12g Mowing and trimming along streets and other public areas	24.2%	53.0%	16.6%	5.0%	1.2%
Q12h Overall cleanliness of streets and other public areas	24.2%	54.4%	16.7%	4.2%	0.5%
Q12i Adequacy of city street lighting	20.2%	47.0%	19.8%	10.2%	2.8%
Q12j Water lines and fire hydrants	27.7%	54.2%	16.6%	1.4%	0.1%
Q12k Sewer lines and manholes	24.9%	52.9%	18.7%	2.7%	0.9%

**First Choice****Q13 Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years?**

Q13 First Choice	Number	Percent
A=Maintenance of streets	252	32.4 %
B=Maintenance of sidewalks	51	6.6 %
C=Maintenance of street signs	48	6.2 %
D=Maintenance of traffic signals	19	2.4 %
E=Maintenance of downtown Auburn	38	4.9 %
F=Maintenance of city buildings	12	1.5 %
G=Mowing and trimming along streets and other public areas	40	5.1 %
H=Overall cleanliness of streets and other public areas	34	4.4 %
I=Adequacy of city street lighting	125	16.1 %
J=Water lines and fire hydrants	19	2.4 %
K=Sewer lines and manholes	26	3.3 %
Z=None Chosen	114	14.7 %
Total	778	100.0 %

**Second Choice****Q13 Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years?**

Q13 Second Choice	Number	Percent
A=Maintenance of streets	82	10.5 %
B=Maintenance of sidewalks	112	14.4 %
C=Maintenance of street signs	31	4.0 %
D=Maintenance of traffic signals	29	3.7 %
E=Maintenance of downtown Auburn	37	4.8 %
F=Maintenance of city buildings	13	1.7 %
G=Mowing and trimming along streets and other public areas	71	9.1 %
H=Overall cleanliness of streets and other public areas	73	9.4 %
I=Adequacy of city street lighting	94	12.1 %
J=Water lines and fire hydrants	18	2.3 %
K=Sewer lines and manholes	27	3.5 %
Z=None Chosen	191	24.6 %
Total	778	100.0 %

**Sum of Both Choices****Q13 Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years?(top two)**

Q13 Top Priority	Number	Percent
A=Maintenance of streets	334	42.9 %
B=Maintenance of sidewalks	163	21.0 %
C=Maintenance of street signs	79	10.2 %
D=Maintenance of traffic signals	48	6.2 %
E=Maintenance of downtown Auburn	75	9.6 %
F=Maintenance of city buildings	25	3.2 %
G=Mowing and trimming along streets and other public areas	111	14.3 %
H=Overall cleanliness of streets and other public areas	107	13.8 %
I=Adequacy of city street lighting	219	28.1 %
J=Water lines and fire hydrants	37	4.8 %
K=Sewer lines and manholes	53	6.8 %
Z=None Chosen	114	14.7 %
Total	1365	

**Q14 Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."**

(N=778)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q14a In your neighborhood during the day	62.6%	31.0%	2.8%	1.7%	0.5%	1.4%
Q14b In your neighborhood at night	41.5%	41.0%	9.8%	4.6%	1.5%	1.5%
Q14c In the City parks	22.1%	38.6%	21.6%	3.9%	0.9%	13.0%
Q14d In commercial and retail areas	29.7%	49.9%	13.8%	3.3%	0.6%	2.7%
Q14e In downtown Auburn	38.3%	47.0%	8.7%	1.7%	0.1%	4.1%
Q14f Overall feeling of safety in Auburn	38.2%	49.6%	8.7%	1.4%	0.3%	1.8%

**Excluding Don't Knows**

**Q14 Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."(Excluding Don't Knows)**

(N=778)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q14a In your neighborhood during the day	63.5%	31.4%	2.9%	1.7%	0.5%
Q14b In your neighborhood at night	42.2%	41.6%	9.9%	4.7%	1.6%
Q14c In the City parks	25.4%	44.3%	24.8%	4.4%	1.0%
Q14d In commercial and retail areas	30.5%	51.3%	14.1%	3.4%	0.7%
Q14e In downtown Auburn	39.9%	49.1%	9.1%	1.7%	0.1%
Q14f Overall feeling of safety in Auburn	38.9%	50.5%	8.9%	1.4%	0.3%

**Q15 City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a Overall quality of leadership provided by the City's elected officials	20.1%	43.3%	19.0%	5.9%	1.8%	9.9%
Q15b Overall effectiveness of appointed boards and commissions	17.1%	36.6%	22.4%	6.6%	2.1%	15.3%
Q15c Overall effectiveness of the City Manager	24.2%	39.6%	15.7%	3.5%	1.8%	15.3%

**Excluding Don't Knows**

**Q15 City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a Overall quality of leadership provided by the City's elected officials	22.3%	48.1%	21.1%	6.6%	2.0%
Q15b Overall effectiveness of appointed boards and commissions	20.2%	43.2%	26.4%	7.7%	2.4%
Q15c Overall effectiveness of the City Manager	28.5%	46.7%	18.5%	4.1%	2.1%



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

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a Maintenance of parks	25.2%	51.2%	12.1%	2.1%	0.4%	9.1%
Q16b Maintenance of cemeteries	20.7%	37.5%	14.8%	2.6%	0.5%	23.9%
Q16c Number of parks	21.5%	36.8%	21.2%	10.9%	2.2%	7.5%
Q16d Walking and biking trails	18.1%	31.7%	23.1%	13.0%	4.0%	10.0%
Q16e Swimming pools	11.4%	26.1%	22.6%	11.6%	1.9%	26.3%
Q16f Community recreation centers	12.9%	33.3%	22.0%	9.8%	2.7%	19.4%
Q16g Outdoor athletic fields (i.e. baseball, soccer, and softball)	26.0%	38.3%	15.0%	2.8%	0.9%	17.0%
Q16h Youth athletic programs	22.8%	34.3%	16.1%	2.3%	1.3%	23.3%
Q16i Adult athletic programs	13.8%	26.3%	19.7%	5.0%	1.3%	33.9%
Q16j Other city recreation programs, (classes, trips, special events and arts programming)	14.9%	32.5%	18.8%	4.8%	1.4%	27.6%
Q16k Ease of registering for programs	16.6%	35.2%	15.6%	3.5%	0.5%	28.7%
Q16l Fees charged for recreation programs	13.6%	33.3%	17.7%	5.5%	1.4%	28.4%

**Excluding Don't Knows**

**Q16 City Parks and Recreation. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a Maintenance of parks	27.7%	56.3%	13.3%	2.3%	0.4%
Q16b Maintenance of cemeteries	27.2%	49.3%	19.4%	3.4%	0.7%
Q16c Number of parks	23.2%	39.7%	22.9%	11.8%	2.4%
Q16d Walking and biking trails	20.1%	35.3%	25.7%	14.4%	4.4%
Q16e Swimming pools	15.5%	35.4%	30.7%	15.7%	2.6%
Q16f Community recreation centers	15.9%	41.3%	27.3%	12.1%	3.3%
Q16g Outdoor athletic fields (i.e. baseball, soccer, and softball)	31.3%	46.1%	18.1%	3.4%	1.1%
Q16h Youth athletic programs	29.6%	44.7%	20.9%	3.0%	1.7%
Q16i Adult athletic programs	20.8%	39.9%	29.8%	7.6%	1.9%
Q16j Other city recreation programs, (classes, trips, special events and arts programming)	20.6%	44.9%	25.9%	6.6%	2.0%
Q16k Ease of registering for programs	23.2%	49.4%	21.8%	4.9%	0.7%
Q16l Fees charged for recreation programs	19.0%	46.5%	24.8%	7.7%	2.0%

**First Choice****Q17 Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years?**

Q17 First Choice	Number	Percent
A=Parks	101	13.0 %
B=Cemeteries	44	5.7 %
C=Number of parks	71	9.1 %
D=Walking/biking trails	128	16.5 %
E=Swimming pools	58	7.5 %
F=Community recreation centers	76	9.8 %
G=Outdoor athletic fields	13	1.7 %
H=Youth athletic programs	36	4.6 %
I=Adult athletic programs	23	3.0 %
J=Other city recreation programs	36	4.6 %
K=Ease of registering for programs	12	1.5 %
L=Fees charged for recreation programs	32	4.1 %
Z=None Chosen	148	19.0 %
Total	778	100.0 %

**Second Choice****Q17 Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years?**

Q17 Second Choice	Number	Percent
A=Parks	56	7.2 %
B=Cemeteries	34	4.4 %
C=Number of parks	69	8.9 %
D=Walking/biking trails	90	11.6 %
E=Swimming pools	47	6.0 %
F=Community recreation centers	73	9.4 %
G=Outdoor athletic fields	26	3.3 %
H=Youth athletic programs	38	4.9 %
I=Adult athletic programs	31	4.0 %
J=Other city recreation programs	46	5.9 %
K=Ease of registering for programs	10	1.3 %
L=Fees charged for recreation programs	42	5.4 %
Z=None Chosen	216	27.8 %
Total	778	100.0 %

**Sum of Both Choices****Q17 Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years? (top two)**

<u>Q17 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Parks	157	20.2 %
B=Cemeteries	78	10.0 %
C=Number of parks	140	18.0 %
D=Walking/biking trails	218	28.0 %
E=Swimming pools	105	13.5 %
F=Community recreation centers	149	19.2 %
G=Outdoor athletic fields	39	5.0 %
H=Youth athletic programs	74	9.5 %
I=Adult athletic programs	54	6.9 %
J=Other city recreation programs	82	10.5 %
K=Ease of registering for programs	22	2.8 %
L=Fees charged for recreation programs	74	9.5 %
Z=None Chosen	148	19.0 %
Total	1340	

**Q18 Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a Ease of north-south travel in Auburn by car on roads such as Donahue Dr., College St., Gay St. and Dean Rd	9.4%	43.1%	22.4%	17.5%	4.5%	3.2%
Q18b Ease of east-west travel in Auburn by car on roads such as Glenn Ave., Thach Ave., and Samford Ave	10.7%	47.2%	21.7%	14.7%	2.3%	3.5%
Q18c Ease of travel by bicycle in Auburn	7.5%	17.4%	21.2%	14.1%	5.1%	34.7%
Q18d Ease of pedestrian travel in Auburn	10.3%	34.6%	24.7%	13.1%	3.9%	13.5%

**Excluding Don't Knows**

**Q18 Traffic Flow. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a Ease of north-south travel in Auburn by car on roads such as Donahue Dr., College St., Gay St. and Dean Rd	9.7%	44.5%	23.1%	18.1%	4.6%
Q18b Ease of east-west travel in Auburn by car on roads such as Glenn Ave., Thach Ave., and Samford Ave	11.1%	48.9%	22.5%	15.2%	2.4%
Q18c Ease of travel by bicycle in Auburn	11.4%	26.6%	32.5%	21.7%	7.9%
Q18d Ease of pedestrian travel in Auburn	11.9%	40.0%	28.5%	15.2%	4.5%

**Q19 City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a Availability of information about Parks and Recreation programs and services	24.4%	39.7%	18.6%	6.6%	1.0%	9.6%
Q19b Level of public involvement in local decision-making	12.7%	27.9%	27.9%	12.1%	2.7%	16.7%
Q19c Quality of Open Line newsletter	24.6%	38.3%	18.0%	2.3%	0.4%	16.5%
Q19d Quality of the City's web page	19.3%	33.2%	21.7%	2.6%	0.8%	22.5%
Q19e Availability of information on other city services and programs	17.0%	35.7%	23.7%	5.5%	1.5%	16.6%
Q19f Transparency of city government/the city's willingness to openly share information with the community	15.0%	30.5%	24.0%	8.9%	5.1%	16.5%

**Excluding Don't Knows**

**Q19 City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."(Excluding Don't Knows)**

(N=778)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a Availability of information about Parks and Recreation programs and services	27.0%	44.0%	20.6%	7.3%	1.1%
Q19b Level of public involvement in local decision-making	15.3%	33.5%	33.5%	14.5%	3.2%
Q19c Quality of Open Line newsletter	29.4%	45.8%	21.5%	2.8%	0.5%
Q19d Quality of the City's web page	24.9%	42.8%	28.0%	3.3%	1.0%
Q19e Availability of information on other city services and programs	20.3%	42.8%	28.4%	6.6%	1.8%
Q19f Transparency of city government/the city's willingness to openly share information with the community	18.0%	36.5%	28.8%	10.6%	6.2%

**Q20 Do you have access to the Internet at your home?**

<u>Q20 Do you have access to the Internet at your home?</u>	<u>Number</u>	<u>Percent</u>
Yes	688	88.4 %
No	72	9.3 %
Not Provided	18	2.3 %
Total	778	100.0 %

**Q20a [If YES to #20] Do you have high speed, broadband, or dial-up Internet access at your home?**

<u>Q20a Do you have high speed, broadband or dial-up Internet access at your home?</u>	<u>Number</u>	<u>Percent</u>
Broadband (DSL/Cable)	637	92.6 %
Dial-up	25	3.6 %
Broadband (Satellite)	14	2.0 %
Don't Know	12	1.7 %
Total	688	100.0 %

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

<u>Q21 Have you called or visited the city with a question, problem, or complaint during the past year?</u>	<u>Number</u>	<u>Percent</u>
Yes	328	42.2 %
No	436	56.0 %
Not Provided	14	1.8 %
Total	778	100.0 %

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

<u>Q21a How easy was it to contact the person you needed to reach?</u>	<u>Number</u>	<u>Percent</u>
Very Easy	181	55.2 %
Somewhat Easy	101	30.8 %
Difficult	25	7.6 %
Very Difficult	17	5.2 %
Don't Remember	4	1.2 %
Total	328	100.0 %

**Q21b What department did you contact? (Check all that apply)**

<u>Q21b What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police	72	22.0 %
Fire	12	3.7 %
Planning	34	10.4 %
Parks and Recreation	45	13.7 %
Finance	14	4.3 %
Water Revenue Office	66	20.1 %
City Manager's Office	32	9.8 %
Environmental Services	110	33.5 %
Codes Enforcement	39	11.9 %
Public Works	26	7.9 %
Water Resource Management	51	15.5 %
Other	26	7.9 %
<u>None Chosen</u>	<u>2</u>	<u>0.6 %</u>
Total	529	

**Q21b other**Q21b Other

ANIMAL CONTROL  
ANIMAL CONTROL  
ANIMAL CONTROL  
ANIMAL CONTROL  
ANIMAL CONTROL  
ANIMAL CONTROL  
BUILDING PLANNING  
BUSINESS PERMIT  
CITY BONDS  
CITY COUNCILMAN  
CITY COUNCILMEMBE  
COUNCIL MEMBER  
COUNCILMAN  
COUNTY REGARDING ROADS  
ENGINEERING  
EROSION CONTROL  
HOUSING AUTHORITY  
HUMAN RESOURCS  
LIBRARY  
LIBRARY  
MAINTENANCE  
NON EMERGENCY  
NOT HELP BURNING CONWAYS  
RECYCLING  
RECYCLING  
TRANSPORTATION

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

<u>Q21c Was the department you contacted responsive to your issue?</u>	<u>Number</u>	<u>Percent</u>
Yes	265	80.8 %
No	52	15.9 %
<u>Not Provided</u>	<u>11</u>	<u>3.4 %</u>
Total	328	100.0 %



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

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

	Number	Percent
Positive	252	32.4 %
Negative	93	12.0 %
No Impact	370	47.6 %
Don't Know	63	8.1 %
Total	778	100.0 %

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

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

	Number	Percent
Nothing	188	24.2 %
Up To \$1	143	18.4 %
Up To \$2	111	14.3 %
Up To \$3	52	6.7 %
Up To \$4	17	2.2 %
Up To \$5	125	16.1 %
More than \$5	30	3.9 %
Don't Know	112	14.4 %
Total	778	100.0 %

**Q24 Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?**

Q24 Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?

	Number	Percent
Too fast	304	39.1 %
Too Slow	42	5.4 %
About Right	386	49.6 %
Don't know	46	5.9 %
Total	778	100.0 %

**Q25 Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?**

Q25 Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

	Number	Percent
Yes	349	44.9 %
No	272	35.0 %
Don't Know	157	20.2 %
Total	778	100.0 %

**Q26 Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?**

Q26 Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

	Number	Percent
Be increased	379	48.7 %
Stay the same	281	36.1 %
Be reduced	62	8.0 %
Don't Know	56	7.2 %
Total	778	100.0 %

**Q27 How often do you use the City's bicycle lanes and facilities?**

Q27 How often do you use the City's bicycle lanes and facilities?

	Number	Percent
Monthly	35	4.5 %
Weekly	63	8.1 %
Daily	40	5.1 %
Occasionally	211	27.1 %
Never	425	54.6 %
Not provided	4	0.5 %
Total	778	100.0 %

**Q28 What priority would you place on the following projects? (Excluding Don't Know)**

(N=778)

	01	02	03	04	05	06	07	08	09	10
Q28a Additional downtown parking	26.0%	15.5%	9.8%	10.3%	12.8%	6.0%	4.9%	4.6%	5.7%	4.4%
Q28b Expanded fire protection & facilities	7.4%	20.5%	18.8%	12.4%	11.8%	8.4%	7.4%	6.7%	4.4%	2.3%
Q28c Expanded police protection & facilities	25.8%	15.3%	14.4%	9.7%	10.1%	5.8%	4.9%	5.1%	5.8%	3.2%
Q28d Road resurfacing & construction	21.2%	13.2%	17.6%	15.7%	10.4%	7.6%	5.5%	3.2%	3.6%	2.2%
Q28e Skateboard park	2.5%	1.5%	2.4%	2.5%	4.6%	4.9%	6.2%	5.5%	7.3%	62.6%
Q28f Expanded recycling program & facilities	13.4%	9.2%	9.9%	12.4%	15.5%	11.5%	12.1%	7.0%	5.4%	3.5%
Q28g New community center and pool (Lake Wilmore)	7.8%	8.4%	8.7%	10.2%	9.9%	13.5%	12.9%	12.1%	10.8%	5.6%
Q28h New performing arts center	8.1%	7.2%	6.6%	8.4%	10.6%	12.5%	11.5%	14.0%	14.1%	7.1%
Q28i Expansion of Kiesel Park trails and facilities	4.5%	7.0%	10.3%	7.3%	11.6%	12.5%	15.0%	16.3%	11.2%	4.2%
Q28j Expansion of Jan Dempsey Community Arts Center	1.2%	4.3%	4.9%	7.5%	6.3%	9.8%	12.7%	18.8%	22.8%	11.8%

**MEAN RATING****Q28 What priority would you place on the following projects? (Excluding Don't Know)**

The **LOWER** the mean of the item, the **HIGHER** the level of importance respondents placed on the issue.

	Mean
Q28a Additional downtown parking	3.94
Q28b Expanded fire protection & facilities	4.31
Q28c Expanded police protection & facilities	3.82
Q28d Road resurfacing & construction	3.78
Q28e Skateboard park	8.54
Q28f Expanded recycling program & facilities	4.82
Q28g New community center and pool (Lake Wilmore)	5.63
Q28h New performing arts center	5.94
Q28i Expansion of Kiesel Park trails and facilities	5.90
Q28j Expansion of Jan Dempsey Community Arts Center	7.07

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

	Mean
number	2.70
Q30 Under age 5	0.21
Q30 Ages 5-9	0.23
Q30 Ages 10-14	0.22
Q30 Ages 15-19	0.20
Q30 Ages 20-24	0.09
Q30 Ages 25-34	0.27
Q30 Ages 35-44	0.46
Q30 Ages 45-54	0.37
Q30 Ages 55-64	0.33
Q30 Ages 65-74	0.19
Q30 Ages 75+	0.15

**Q31 How many years have you lived in the City of Auburn?**

Q31 How many years have you lived in the City of Auburn	Number	Percent
less than 2 years	92	11.8 %
3 to 5 years	113	14.5 %
6 to 10 years	125	16.1 %
11 to 20 years	156	20.1 %
21 to 30 years	102	13.1 %
31+ years	182	23.4 %
not provided	8	1.0 %
Total	778	100.0 %

**Q32 How many people in your household work within the Auburn city limits?**

Q32 How many people in your household work within the Auburn city limits?	Number	Percent
0	263	33.8 %
1	304	39.1 %
2	179	23.0 %
3+	20	2.6 %
Not provided	12	1.5 %
Total	778	100.0 %

**Q33 Are you a full time Auburn University student?**

Q33 Are you a full time Auburn University student?	Number	Percent
Yes	55	7.1 %
No	723	92.9 %
Total	778	100.0 %

**Q34 Do you own or rent your current residence?**

<u>Q34 Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	647	83.2 %
Rent	131	16.8 %
Total	778	100.0 %

**Q35 What is your age?**

<u>Q35 What is your age</u>	<u>Number</u>	<u>Percent</u>
18 To 34 Years	150	19.3 %
35 To 44 Years	189	24.3 %
45 To 54 Years	156	20.1 %
55 To 64 Years	142	18.3 %
65+ Years	141	18.1 %
Total	778	100.0 %

**Q36 Which of the following best describes your race/ethnicity? (Multiple Choices Allowed)**

<u>Q36 Which of the following best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	22	2.8 %
Black/African American	106	13.6 %
Hispanic	14	1.8 %
White	628	80.7 %
American Indian/Eskimo	6	0.8 %
Other	5	0.6 %
Not Provided	14	1.8 %
Total	795	

**Q37 Your total household income is:**

<u>Q37 Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	83	10.7 %
\$30,000 to \$59,999	168	21.6 %
\$60,000 to \$99,999	228	29.3 %
More than \$100,000	251	32.3 %
Not Provided	48	6.2 %
Total	778	100.0 %

**Q38 Your gender:**

<u>Q38 Respondents Gender</u>	<u>Number</u>	<u>Percent</u>
Male	376	48.3 %
Female	402	51.7 %
Total	778	100.0 %

# City of Auburn Citizen Survey for 2010

Welcome to the City of Auburn's Citizen Survey for 2010. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and investment 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 501-7261.

## OVERALL SATISFACTION

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

<i>How satisfied are you with the overall:</i>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(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 programs & facilities .....	5	4	3	2	1	9
(D) maintenance of city streets and facilities .....	5	4	3	2	1	9
(E) enforcement of city codes and ordinances .....	5	4	3	2	1	9
(F) quality of customer service you receive from city employees.....	5	4	3	2	1	9
(G) effectiveness of city communication with the public .....	5	4	3	2	1	9
(H) quality of the City's stormwater runoff/stormwater management system .....	5	4	3	2	1	9
(I) quality of city library facilities & services .....	5	4	3	2	1	9
(J) flow of traffic & congestion management.....	5	4	3	2	1	9

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

          
1st
          
2nd
          
3rd

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

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

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

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

5. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below. Write “1” for the item you think should be the HIGHEST priority, “2” for the second highest priority, “3” for the third highest priority, and so on.

- |                           |                                   |                              |
|---------------------------|-----------------------------------|------------------------------|
| ___(A) bikeways           | ___(E) police protection          | ___(I) stormwater management |
| ___(B) city school system | ___(F) public transportation      | ___(J) traffic management    |
| ___(C) codes enforcement  | ___(G) recreational opportunities | ___(K) walking trails        |
| ___(D) fire protection    | ___(H) sidewalks                  | ___(L) zoning and land use   |

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

<i>How satisfied are you with:</i>	Very Satisfied			Very Dissatisfied		Don't Know
	Satisfied	Satisfied	Neutral	Dissatisfied	Dissatisfied	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) how quickly police respond to emergencies .....	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) fire safety education programs.....	5	4	3	2	1	9
(K) quality of local ambulance service.....	5	4	3	2	1	9
(L) quality of animal control.....	5	4	3	2	1	9
(M) enforcement of speed limits in neighborhoods.....	5	4	3	2	1	9

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

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

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

<i>How satisfied are you with the enforcement of the following:</i>	Very Satisfied			Very Dissatisfied		Don't Know
	Satisfied	Satisfied	Neutral	Dissatisfied	Dissatisfied	Know
(A) clean up of debris/litter in neighborhoods .....	5	4	3	2	1	9
(B) sign regulations .....	5	4	3	2	1	9
(C) zoning regulations.....	5	4	3	2	1	9
(D) unrelated occupancy regulations .....	5	4	3	2	1	9
(E) building codes.....	5	4	3	2	1	9
(F) erosion & sediment control regulations .....	5	4	3	2	1	9
(G) fire codes and regulation .....	5	4	3	2	1	9

9. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years? [Write the letters below for your top two choices from Question #8 above.]

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

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) residential garbage collection service .....	5	4	3	2	1	9
(B) curbside recycling service.....	5	4	3	2	1	9
(C) yard waste removal service.....	5	4	3	2	1	9
(D) sanitary sewer service .....	5	4	3	2	1	9
(E) water service .....	5	4	3	2	1	9
(F) Water Revenue Office customer service.....	5	4	3	2	1	9

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

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

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) maintenance of streets (not including those on the AU campus) .....	5	4	3	2	1	9
(B) maintenance of sidewalks (not including those on the AU campus) .....	5	4	3	2	1	9
(C) maintenance of street signs .....	5	4	3	2	1	9
(D) maintenance of traffic signals .....	5	4	3	2	1	9
(E) maintenance of downtown Auburn.....	5	4	3	2	1	9
(F) maintenance of city buildings .....	5	4	3	2	1	9
(G) mowing and trimming along streets and other public areas.....	5	4	3	2	1	9
(H) overall cleanliness of streets and other public areas.....	5	4	3	2	1	9
(I) adequacy of city street lighting.....	5	4	3	2	1	9
(J) water lines and fire hydrants.....	5	4	3	2	1	9
(K) sewer lines and manholes.....	5	4	3	2	1	9

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

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

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

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
<i>How safe do you feel:</i>						
(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) overall feeling of safety in Auburn .....	5	4	3	2	1	9



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

	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<i>How satisfied are you with:</i>						
(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

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

	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<i>How satisfied are you with the:</i>						
(A) maintenance of parks .....	5	4	3	2	1	9
(B) maintenance of cemeteries.....	5	4	3	2	1	9
(C) number of parks .....	5	4	3	2	1	9
(D) walking and biking trails.....	5	4	3	2	1	9
(E) swimming pools.....	5	4	3	2	1	9
(F) community recreation centers.....	5	4	3	2	1	9
(G) outdoor athletic fields (i.e. baseball, soccer, and softball).....	5	4	3	2	1	9
(H) youth athletic programs.....	5	4	3	2	1	9
(I) adult athletic programs.....	5	4	3	2	1	9
(J) other city recreation programs, (classes, trips, special events and arts programming) .....	5	4	3	2	1	9
(K) ease of registering for programs .....	5	4	3	2	1	9
(L) fees charged for recreation programs.....	5	4	3	2	1	9

**17. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years?** [Write the letters below for your top two choices from Question #16 above]

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

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

	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<i>How satisfied are you with the:</i>						
(A) ease of north-south travel in Auburn by car on roads such as Donahue Dr., College St., Gay St. and Dean Rd.....	5	4	3	2	1	9
(B) ease of east-west travel in Auburn by car on roads such as Glenn Ave., Thach Ave., and Samford Ave.....	5	4	3	2	1	9
(C) ease of travel by bicycle in Auburn .....	5	4	3	2	1	9
(D) ease of pedestrian travel in Auburn.....	5	4	3	2	1	9

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

Very Satisfied
Satisfied
Neutral
Dissatisfied
Very Dissatisfied
Don't Know

**How satisfied are you with:**

- (A) availability of information about Parks and Recreation programs and services..... 5 .....4..... 3 ..... 2 .....1..... 9
- (B) level of public involvement in local decision-making.....5 .....4..... 3 ..... 2 .....1..... 9
- (C) quality of *Open Line* newsletter.....5 .....4..... 3 ..... 2 .....1..... 9
- (D) quality of the City’s web page .....5 .....4..... 3 ..... 2 .....1..... 9
- (E) availability of information on other city services and programs.....5 .....4..... 3 ..... 2 .....1..... 9
- (F) transparency of city government/the city’s willingness to openly share information with the community .....5 .....4..... 3 ..... 2 .....1..... 9

**20. Do you have access to the Internet at your home?** \_\_\_(1) Yes \_\_\_(2) No

**20a. [Only if YES to #20] Do you have high speed, broadband or dial-up Internet access at your home?**

- \_\_\_(1) broadband (DSL/cable)                      \_\_\_(3) broadband (satellite)
- \_\_\_(2) dial-up    \_\_\_(9) don’t know

**21. Have you called or visited the city with a question, problem, or complaint during the past year?**  
 \_\_\_(1) Yes [answer Q#21a-c]    \_\_\_(2) No [go to Q#22]

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

- \_\_\_(1) very easy    \_\_\_(3) difficult
- \_\_\_(2) somewhat easy    \_\_\_(4) very difficult

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

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

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

- \_\_\_(1) Yes    \_\_\_(2) No

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

- \_\_\_(1) positive    \_\_\_(3) no impact
- \_\_\_(2) negative    \_\_\_(9) don’t know

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

- \_\_\_(1) nothing    \_\_\_(5) up to \$4
- \_\_\_(2) up to \$1    \_\_\_(6) up to \$5
- \_\_\_(3) up to \$2    \_\_\_(7) more than \$5
- \_\_\_(4) up to \$3    \_\_\_(9) don't know

**24. Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?**

\_\_\_(1) too Fast \_\_\_(2) too Slow \_\_\_(3) about right \_\_\_(9) don't know

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

\_\_\_(1) yes \_\_\_(2) no \_\_\_(9) don't know

**26. Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?**

\_\_\_(1) be increased \_\_\_(2) stay the same \_\_\_(3) be reduced \_\_\_(9) don't know

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

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

**28. What priority would you place on the following projects?** [please indicate priority, with 1 being the HIGHEST priority and 10 being the LOWEST priority]

- \_\_\_(A) additional downtown parking
- \_\_\_(B) expanded fire protection & facilities
- \_\_\_(C) expanded police protection & facilities
- \_\_\_(D) road resurfacing & reconstruction
- \_\_\_(E) skateboard park
- \_\_\_(F) expanded recycling program & facilities
- \_\_\_(G) new community center and pool (Lake Wilmore)
- \_\_\_(H) new performing arts center
- \_\_\_(I) expansion of Kiesel Park trails and facilities
- \_\_\_(J) expansion of Jan Dempsey Community Arts Center

**29. If you could change ONE thing about the City of Auburn, what would you change?**

\_\_\_\_\_

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

Under age 5 ___	Ages 20-24 ___	Ages 55-64 ___
Ages 5-9 ___	Ages 25-34 ___	Ages 65-74 ___
Ages 10-14 ___	Ages 35-44 ___	Ages 75+ ___
Ages 15-19 ___	Ages 45-54 ___	

**31. How many years have you lived in the City of Auburn?** \_\_\_\_\_ years

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

**33. Are you a full time Auburn University student?** \_\_\_(1) Yes \_\_\_(2) No

**34. Do you own or rent your current residence?** \_\_\_(1) own \_\_\_(2) rent

**35. What is your age?**

___(1) under 25 years	___(4) 45 to 54 year
___(2) 25 to 34 years	___(5) 55 to 64 years
___(3) 35 to 44 years	___(6) 65+ years

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

- \_\_\_(1) Asian/Pacific Islander
- \_\_\_(2) Black/African American
- \_\_\_(3) Hispanic
- \_\_\_(4) White
- \_\_\_(5) American Indian/Eskimo
- \_\_\_(6) other: \_\_\_\_\_

**36. Your total household income is:**

___(1) under \$30,000	___(3) \$60,000 to \$99,999
___(2) \$30,000 to \$59,999	___(4) more than \$100,000

**37. Your gender:** \_\_\_(1) male \_\_\_(2) female

**This concludes the survey. 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 geographically code the responses and to help identify specific areas for improvement. Thank you!