## City of Auburn 2018 DirectionFinder® Survey Findings

Presented by

ETC Institute

May 2018

#### **ETC Institute**

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

...helping city and county governments gather and use survey data to enhance organizational performance for more than 30 years



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

### **Agenda**

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

### **Purpose**

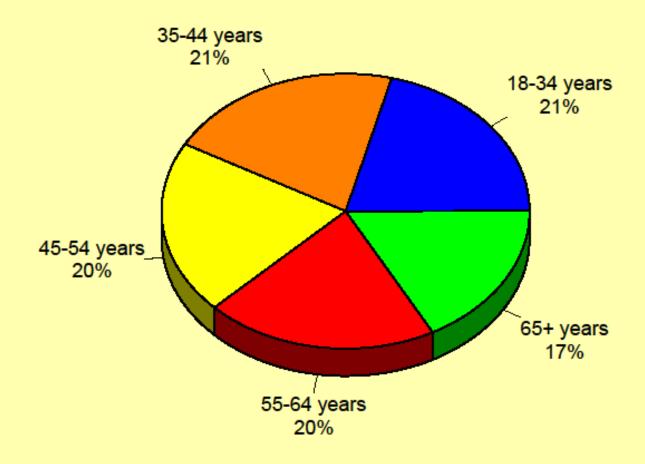
- To objectively assess resident satisfaction with the delivery of City services
- To measure trends from previous annual surveys
- To gather input from residents to help set budget priorities
- To compare Auburn's performance with other cities

### Methodology

- Survey Description
  - the survey contained many of the questions from previous years
  - survey was 7 pages in length
- Method of Administration
  - mailed to a random sample of households in the City
  - phone and email follow-ups done 7 days after the mailing
  - each survey took approximately 15-20 minutes to complete
- Sample Size:
  - 806 completed surveys
- Confidence Level: 95%
- Margin of Error: +/- 3.5% overall

#### Q34. Demographics: What is your age?

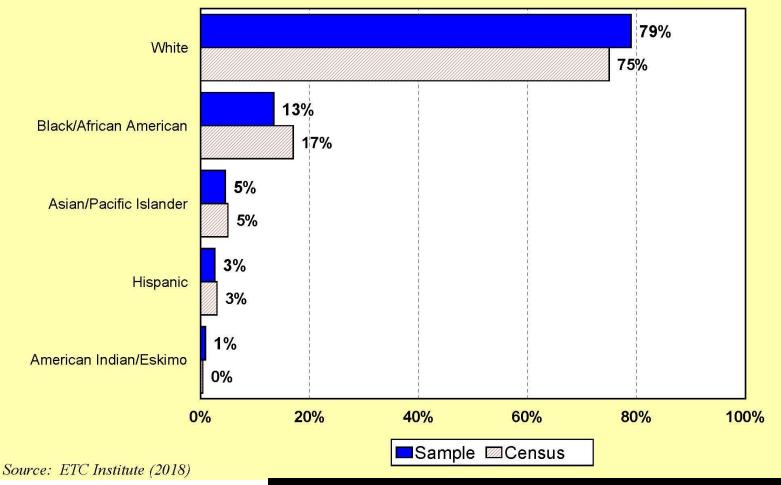
by percentage of residents surveyed



Source: ETC Institute (2018)

## Q35. Demographics: Which best describes your race/ethnicity?

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



#### Q36. Demographics: Total Annual Household Income

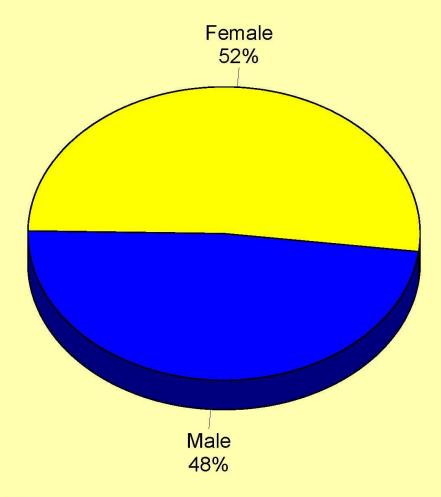
by percentage of residents surveyed



Source: ETC Institute (2018)

#### Q37. Demographics: Gender of the Respondents

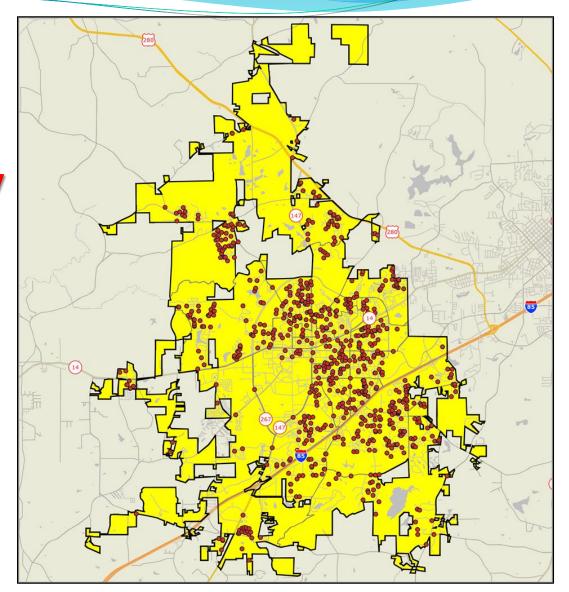
by percentage of residents surveyed



Source: ETC Institute (2018)

City of Auburn 2018 Citizen Survey

# Location of Respondents



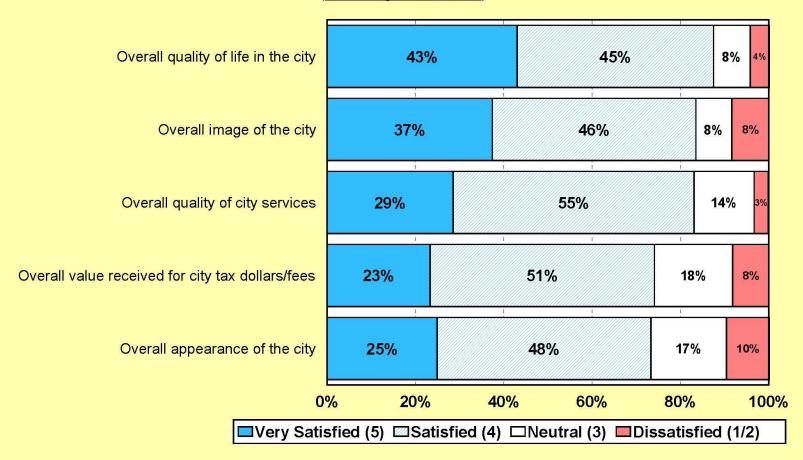
### **Bottom Line Up Front**

- Residents continue to have a very positive perception of the City
- Auburn is still setting the standard for the delivery of City services – the City's ratings are among the highest in the nation
- The City is equitably serving the needs of residents in all areas of the City
- Traffic flow and maintenance of city infrastructure are still the top priorities for improvement

# Major Finding #1 Residents Have Very Positive Perceptions of the City

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

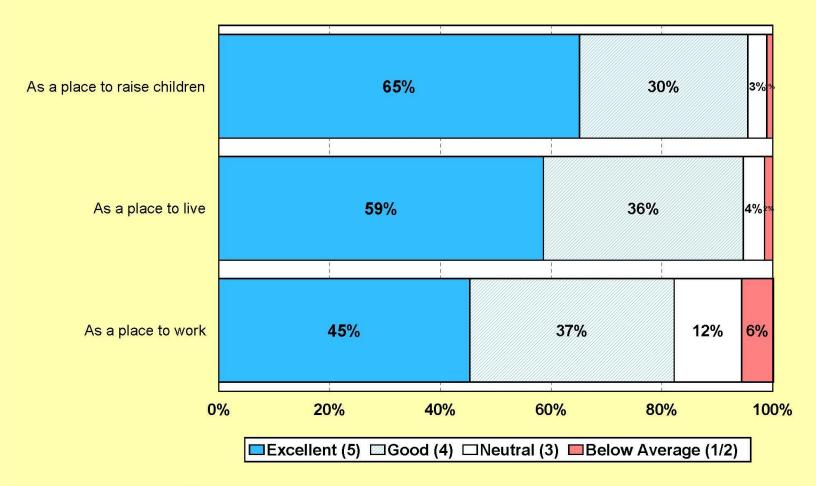
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

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

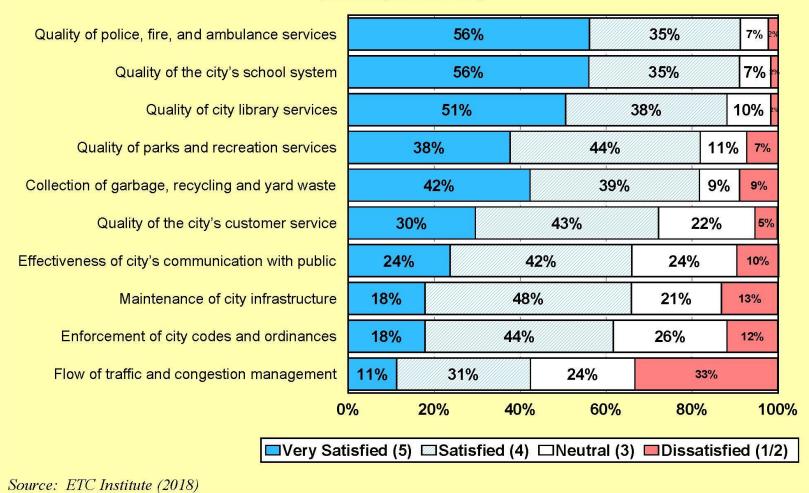
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

## Q1. Overall Satisfaction With City Services by Major Category

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

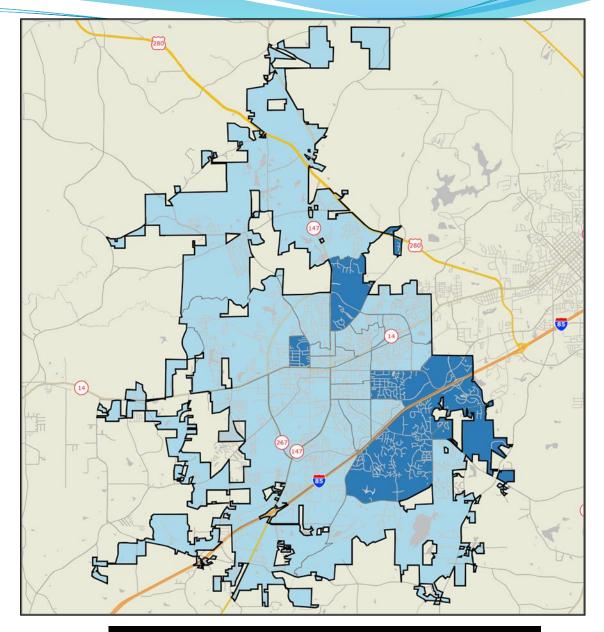


# Major Finding #2 The City is Equitably Serving Residents in All Areas of the City

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

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

# Citizen Satisfaction Mean rating on a 5-point scale 1.0-1.8 Very Dissatisfied 1.8-2.6 Dissatisfied 2.6-3.4 Neutral 3.4-4.2 Satisfied 4.2-5.0 Very Satisfied No Response ETC INSTITUTE



# Major Finding #3 The long-term trend is very positive

**LONG-TERM TRENDS Since 2006, Ratings Have Significantly** Improved in 42 Areas; Only 3 Areas Have **Decreased** 

Long-Term Trends				
By percentage of respondents who rated the item as a 4 or 5 on a 5-p	oint scale (ex	cluding "Don't K	now" respons	es
Service	2018	2006	Change	Category
SIGNIFICANT INCREASES				
Maintenance of community recreation centers	78%	52%	26%	Parks and Recreation
Quality of community recreation centers	75%	52%	23%	Parks and Recreation
Maintenance of walking trails	80%	58%	22%	Parks and Recreation
Police safety education programs	74%	54%	20%	Public Safety Services
Maintenance of swimming pools	68%	48%	20%	Parks and Recreation
Visibility of police in retail areas	79%	60%	19%	Public Safety Services
Quality of fire safety education programs	80%	62%	18%	Public Safety Services
Visibility of police in neighborhoods	79%	61%	18%	Public Safety Services
Enforcement of traffic laws	74%	58%	16%	Public Safety Services
Fire personnel emergency response time	92%	76%	16%	Public Safety Services
Quality of local ambulance service	85%	70%	15%	Public Safety Services
Quality of swimming pools	62%	48%	14%	Parks and Recreation
Maintenance of streets	69%	57%	12%	Maintenance
Fees charged for recreation programs	71%	60%	11%	Parks and Recreation
In City parks	77%	66%	11%	Feeling of Safety
Overall quality of fire protection	94%	83%	11%	Public Safety Services
Ease of pedestrian travel in Auburn	58%	47%	11%	Traffic Flow
Utility Billing Office customer service	80%	71%	9%	Garbage and Water
Efforts to prevent crime	78%	69%	9%	Public Safety Services
Quality of the city's website	70%	61%	9%	Communication
Residential garbage collection service	92%	84%	8%	Garbage and Water
Maintenance of street signs	83%	75%	8%	Maintenance
Overall cleanliness of streets/public areas	82%	74%	8%	Maintenance
Police response time	81%	73%	8%	Public Safety Services
Overall quality of police protection	90%	82%	8%	Public Safety Services
Ease of registering for programs	72%	65%	7%	Parks and Recreation
In commercial and retail areas	84%	77%	6%	Feeling of Safety
Quality of police, fire, & ambulance services	91%	85%	6%	Major City Services
Overall quality of City services	83%	77%	6%	Perceptions
Value received for your city tax dollars and fees	74%	68%	6%	Perceptions
Effectiveness of city's communication with public	66%	60%	6%	Major City Services
Yard waste removal service	84%	78%	6%	Garbage and Water
Maintenance of city infrastructure	66%	60%	6%	Major City Services
Enforcement of city codes & ordinances	62%	56%	6%	Major City Services
Maintenance of traffic signals	86%	80%	6%	Maintenance
Maintenance of sidewalks	70%	65%	5%	Maintenance
Quality of Open Line newsletter	78%	73%	5%	Communication
In your neighborhood at night	89%	84%	5%	Feeling of Safety
Overall feeling of safety in Auburn	92%	87%	5%	Feeling of Safety
Water service	83%	78%	5%	Garbage and Water
Adequacy of city street lighting	66%	61%	5%	Maintenance
Maintenance of cemeteries	77%	73%	4%	Parks and Recreation
SIGNIFICANT DECREASES				
Effectiveness of appointed boards/commissions	55%	59%	-4%	City Leadership
Overall quality of leadership	60%	66%	-6%	City Leadership
Effectiveness of the City Manager	61%	67%	-6%	City Leadership

# Most Notable Short-Term Increases Since 2017

- -Quality of the city's social media
- -Material types accepted for recycling
- -Quality of the city's website

# Most Notable Short-Term Decreases Since 2017

- -City's planning for future growth
- -Cleanup of large junk/abandoned vehicles
- -Cleanup of overgrown and weedy lots
- -Availability of public event space
- -Efforts to remove dilapidated structures

# Major Finding #4 The City of Auburn is Setting the Standard for the Delivery of City Services

#### NATIONAL COMPARISONS

# Auburn Rated Significantly Above the National Average in 61 areas

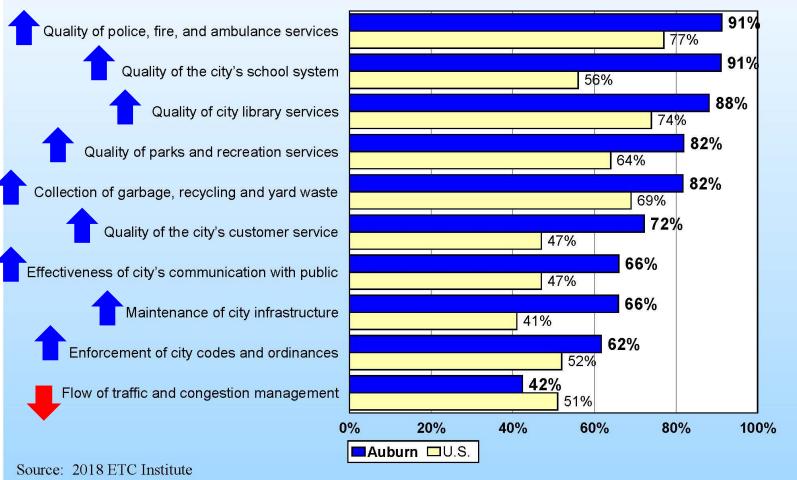
Comparing Auburn to the National A	verage			
Service	AUBURN	US	Difference	Category
SIGNIFICANTLY ABOVE NATIONAL AVERAGE				
Cleanup of debris/litter	80%	41%	39%	Code/Zoning Enforcement
Overall value received for city tax dollars/fees	74%	38%	36%	Perceptions
Quality of the city's school system	91%	56%	35%	Major City Services
Overall quality of city services	83%	49%	34%	Perceptions
Maintenance of swimming pools	68%	35%	33%	Parks and Recreation
Recycling at city's drop-off recycling center	76%	44%	32%	Garbage and Water
Utility Billing Office customer service	80%	48%	32%	Garbage and Water
As a place to work	82%	54%	28%	Quality of Life
Cleanup of large junk/abandoned vehicles	76%	48%	28%	Code/Zoning Enforcement
As a place to raise children	96%	68%	28%	Quality of Life
Quality of swimming pools	62%	35%	27%	Parks and Recreation
Quality of the city's customer service	72%	47%	25%	Major City Services
Maintenance of city infrastructure	66%	41%	25%	Major City Services
As aplace to live	95%	70%	25%	Quality of Life
Overall effectiveness of the City Manager	61%	37%	24%	City Leadership
Maintenance of sidewalks	70%	47%	23%	Maintenance
Yard waste removal service	84%	61%	23%	Garbage and Water
Mowing/trimming along streets and public areas	77%	54%	23%	Maintenance
Efforts to prevent crime	78%	56%	22%	Public Safety Services
Availability of info on City services/programs	68%	46%	22%	City Communication
Maintenance of walking trails	80%	59%	21%	Parks and Recreation
Police safety education programs	74%	54%	20%	Public Safety Services
Overall quality of leadership	60%	40%	20%	City Leadership
Overall cleanliness of streets and public areas	82%	62%	20%	Maintenance
Overall quality of police protection	90%	70%	20%	Public Safety Services
Water service	83%	63%	20%	Garbage and Water
Visibility of police in neighborhoods	79%	59%	20%	Public Safety Services
Maintenance of downtown Auburn	83%	63%	20%	Maintenance
Overall image of the city	84%	64%	20%	Perceptions
Residential garbage collection service	92%	73%	19%	Garbage and Water
Maintenance of streets	69%	50%	19%	Maintenance
Effectiveness of city's communication with public	66%	47%	19%	Major City Services
Quality of parks and recreation services	82%	64%	18%	Major City Services
Visibility of police in retail areas	79%	61%	18%	Public Safety Services
Quality of youth athletic programs	77%	60%	17%	Parks and Recreation
Overall appearance of Downtown Auburn	67%	50%	17%	Development and Redevelopment
Police response time	81%	65%	16%	Public Safety Services
Quality of fire safety education programs	80%	65%	15%	Public Safety Services
Maintenance of traffic signals	86%	71%	15%	Maintenance
Overall quality of life in the city	88%	73%	15%	Perceptions

#### NATIONAL COMPARISONS (CONT.)

Auburn Rated
Significantly
Below the
National Average
in just 2 areas

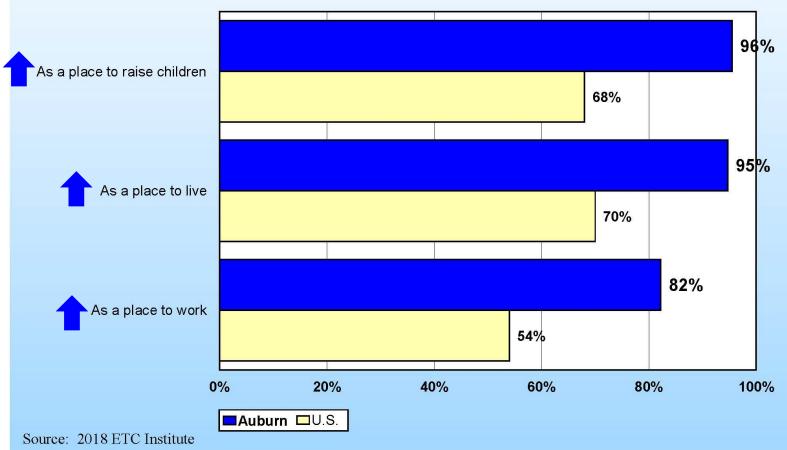
Service	AUBURN	US	Differenc	ce Category
SIGNIFICANTLY ABOVE NATIONAL AVERAGE				
Quality of police, fire, and ambulance services	91%	77%	14%	Major City Services
Quality of city library services	88%	74%	14%	Major City Services
Maintenance of parks	83%	70%	13%	Parks and Recreation
Quality of outdoor athletic fields	78%	65%	13%	Parks and Recreation
Collection of garbage, recycling and yard waste	82%	69%	13%	Major City Services
Level of public involvement in local decisions	46%	33%	13%	City Leadership
Maintenance of street signs	83%	71%	12%	Maintenance
Overall appearance of the city	73%	62%	11%	Perceptions
Overall quality of fire protection	94%	83%	11%	Public Safety Services
Enforcement of traffic laws	74%	64%	10%	Public Safety Services
Ease of registering for programs	72%	62%	10%	Parks and Recreation
Maintenance of community recreation centers	78%	68%	10%	Parks and Recreation
Enforcement of city codes and ordinances	62%	52%	10%	Major City Services
Adequacy of city street lighting	66%	56%	10%	Maintenance
Control of nuisance animals	64%	55%	9%	Code/Zoning Enforcement
Quality of the City's social media	65%	56%	9%	City Communication
Fire personnel emergency response time	92%	84%	8%	Public Safety Services
Quality of adult athletic programs	62%	54%	8%	Parks and Recreation
Quality of the City's website	70%	62%	8%	City Communication
Quality of local ambulance service	85%	80%	5%	Public Safety Services
Curbside recycling service overall	74%	69%	5%	Garbage and Water
SIGNIFICANTLY BELOW NATIONAL AVERAGE				
Flow of traffic and congestion management	42%	51%	-9%	Major City Services
The City s planning for future growth	38%	47%	-9%	Development and Redevelopme

## Overall Satisfaction with Major Categories of City Services <u>Auburn vs. the U.S.</u>

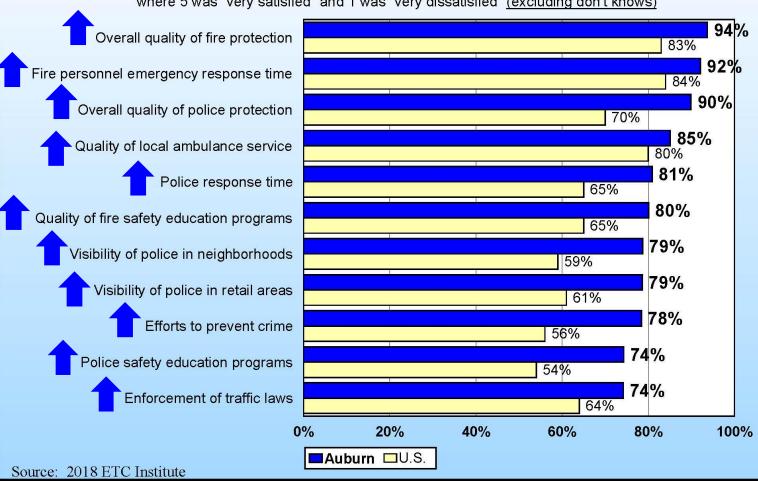


## Overall Ratings of the Community Auburn vs. the U.S.

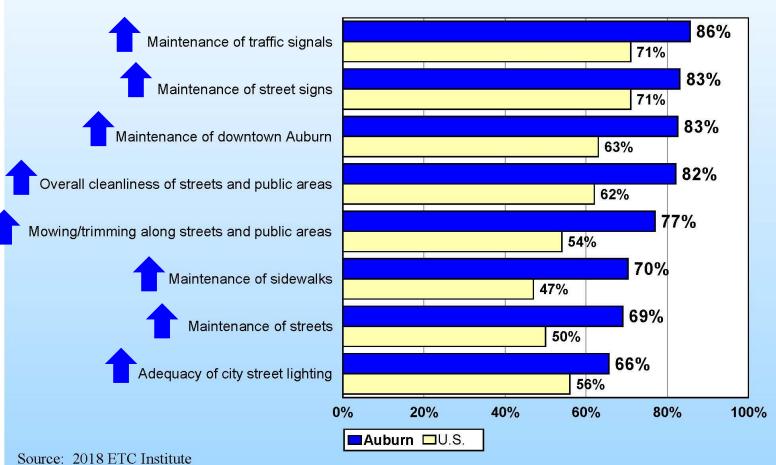
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



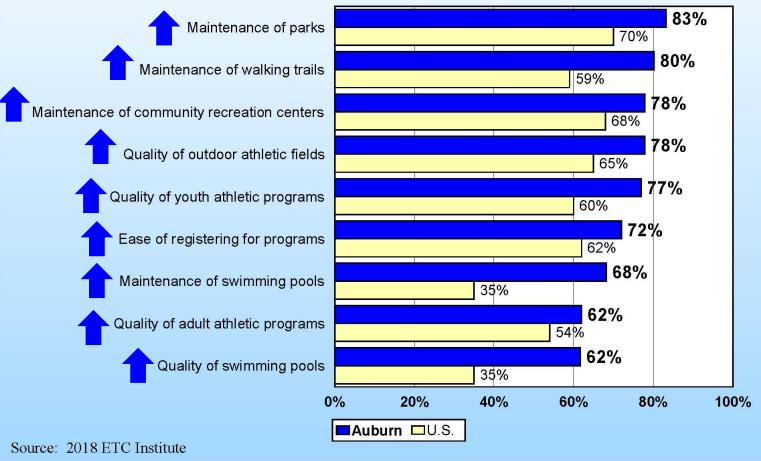
## Overall Satisfaction with Public Safety Services <u>Auburn vs. the U.S.</u>



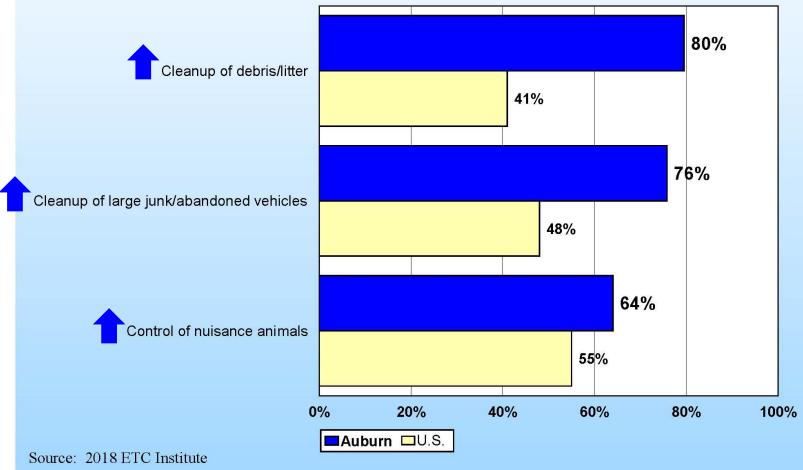
## Overall Satisfaction with City Maintenance Auburn vs. the U.S.



#### Overall Satisfaction with Parks and Recreation <u>Auburn vs. the U.S.</u>

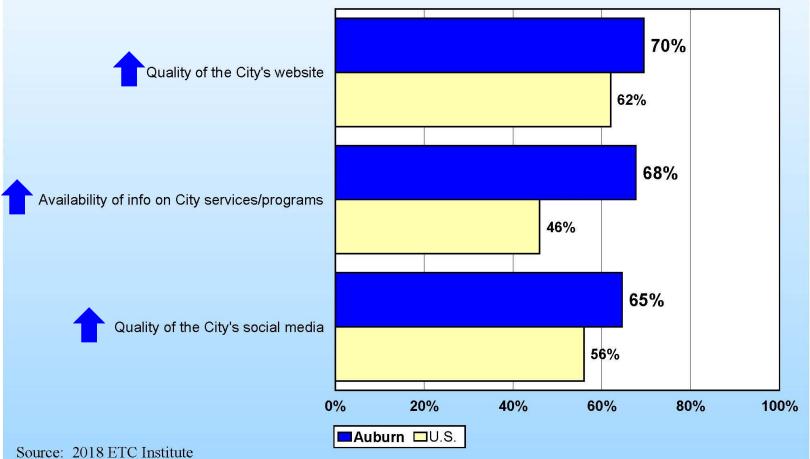


#### Overall Satisfaction with Code/Zoning Enforcement Auburn vs. the U.S.



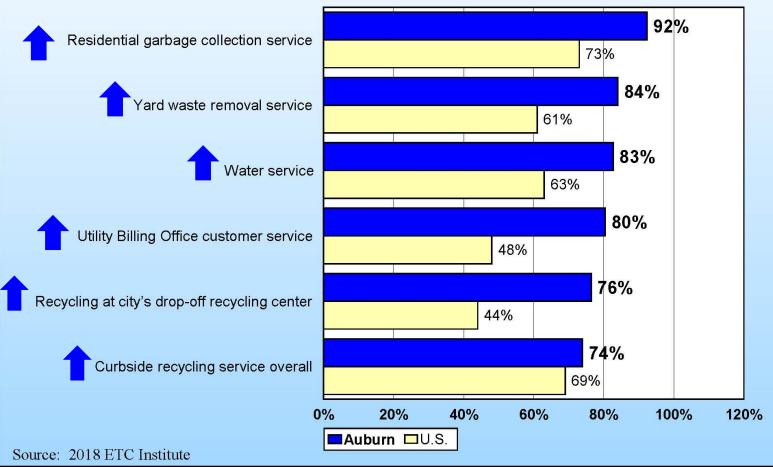
#### Overall Satisfaction with Communication Auburn vs. the U.S.

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)



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



### **Major Finding #5**

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

# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20) Flow of traffic & congestion management	66%	1	42%	10	0.3819	14
	00 70	'	42 70	10	0.0013	'
High Priority (IS .1020)  Maintenance of City infrastructure	49%	2	66%	8	0.1671	2
Medium Priority (IS <.10)						
Enforcement of City codes & ordinances	20%	7	62%	9	0.0747	3
Effectiveness of City's communication with the public	21%	6	66%	7	0.0704	4
Quality of parks & recreation services	26%	5	82%	4	0.0467	5
Collection of garbage, recycling & yard waste	18%	8	82%	5	0.0326	6
Quality of City's school system	35%	3	91%	2	0.0317	7
Quality of police, fire, & ambulance services	28%	4	91%	1	0.0246	8
Quality of City's customer service	8%	9	<b>72</b> %	6	0.0225	9
Quality of City library services	<b>7</b> %	10	88%	3	0.0077	10

## 2018 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Major Categories of City Services-

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

#### mean importance

#### Exceeding **Continued Emphasis Expectations** higher importance/higher satisfaction lower importance/high satisfaction Quality of police, fire, & ambulance services Quality of City's school system Quality of City library services. Satisfaction Rating mean satisfaction Collection of garbage, recycling & yard waste. Quality of parks & recreation services Quality of City's customer service Effectiveness of City's communication with the public. Maintenance of City infrastructure • Enforcement of City codes & ordinances . Flow of traffic & congestion management• Less Important **Opportunities for Improvement** higher importance/lower satisfaction lower importance/lower satisfaction Importance Rating Lower Importance Higher Importance

Source: ETC Institute (2018)

# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)						
Efforts to prevent crime	48%	1	78%	9	0.1037	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	40%	2	<b>79</b> %	7	0.0843	2
Enforcement of traffic laws	23%	4	74%	11	0.0588	3
Visibility of police in retail areas	21%	5	<b>79</b> %	8	0.0447	4
Police safety education programs	16%	7	74%	10	0.0421	5
Overall quality of police protection	35%	3	90%	3	0.0357	6
Quality of local ambulance service	<b>18</b> %	6	85%	4	0.0273	7
Police response time	12%	9	81%	5	0.0231	8
Quality of fire safety education programs	10%	10	80%	6	0.0197	9
Overall quality of fire protection	15%	8	94%	1	0.0094	10
Fire personnel emergency response time	9%	11	92%	2	0.0069	11

## 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Code/Zoning Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)						4
Cleanup of overgrown & weedy lots	35%	1	57%	6	0.1510	1
Efforts to remove dilapidated structures	31%	3	55%	7	0.1378	2
Medium Priority (IS <.10)						•
Enforcement of loud music restrictions	18%	4	58%	5	0.0761	3
Cleanup of debris/litter	34%	2	80%	1	0.0693	4
Control of nuisance animals	18%	5	64%	3	0.0630	5
Unrelated occupancy in your neighborhood	14%	7	60%	4	0.0567	6
Cleanup of large junk/abandoned vehicles	15%	6	76%	2	0.0370	7

# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Garbage and Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)		_		_		.4
Material types accepted for recycling	37%	2	67%	7	0.1239	1
Medium Priority (IS <.10)						
Curbside recycling service overall	38%	1	74%	6	0.0987	2
Water service	19%	5	83%	3	0.0324	3
Yard waste removal service	20%	4	84%	2	0.0322	4
Recycling at City's drop-off recycling center	9%	7	76%	5	0.0219	5
Utility Billing Office customer service	11%	6	80%	4	0.0208	6
Residential garbage collection service	22%	3	92%	1	0.0171	7

# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Parks and Recreation

	Most Important	Most Important		Satisfaction		I-S Rating
Category of Service	<u></u> %	Rank	%	Rank	Rating	Rank
Medium Priority (IS <.10)						
Quality of special events	31%	2	76%	8	0.0739	1
Quality of senior programs	20%	6	66%	14	0.0674	2
Maintenance of parks	39%	1	83%	1	0.0662	3
Quality of cultural arts programs	20%	5	70%	12	0.0613	4
Quality of special needs/therapeutics programs	12%	10	57%	17	0.0533	5
Quality of youth athletic programs	23%	4	77%	7	0.0522	6
Maintenance of walking trails	24%	3	80%	2	0.0473	7
Quality of community recreation centers	19%	7	75%	9	0.0469	8
Quality of adult athletic programs	11%	13	62%	15	0.0418	9
Quality of swimming pools	10%	15	62%	16	0.0383	10
Fees charged for recreation programs	12%	11	71%	11	0.0350	11
Maintenance of cemeteries	15%	8	77%	6	0.0347	12
Maintenance of community recreation centers	14%	9	78%	4	0.0305	13
Ease of registering for programs	10%	16	<b>72</b> %	10	0.0272	14
Quality of outdoor athletic fields	12%	12	78%	5	0.0267	15
Maintenance of outdoor athletic fields	11%	14	80%	3	0.0212	16
Maintenance of swimming pools	6%	17	68%	13	0.0175	17

# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Library

	Most Important	Most Important	Satisfaction	Satisfaction	Importance- Satisfaction	I-S Rating
Category of Service	%	Rank	%	Rank	Rating	Rank
Medium Priority (IS <.10)						
Adult programs	18%	4	69%	10	0.0569	1
Children's programs	23%	1	<b>78</b> %	6	0.0501	2
E-book collection	17%	6	<b>70</b> %	9	0.0498	3
Technology resources	21%	3	<b>78</b> %	8	0.0473	4
Books & audio/visual for adults	23%	2	81%	5	0.0440	5
Books & audio/visual for children	18%	5	81%	4	0.0338	6
Availability of study spaces	11%	10	<b>78</b> %	7	0.0231	7
Availability of parking	12%	8	81%	3	0.0218	8
Hours of operation	13%	7	88%	2	0.0155	9
Customer service	11%	9	89%	1	0.0112	10

# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)						_
Maintenance of streets	43%	1	69%	8	0.1321	1 🛑
Adequacy of City street lighting	38%	2	66%	10	0.1304	2 🛑
Medium Priority (IS <.10)						
Maintenance of biking paths & lanes	23%	5	60%	11	0.0907	3
Maintenance of sidewalks	28%	3	70%	7	0.0835	4
Cleanup of debris/litter on & near roadways	25%	4	69%	9	0.0787	5
Overall cleanliness of streets & public areas	22%	6	82%	5	0.0388	6
Mowing/trimming along streets & public areas	14%	8	77%	6	0.0317	7
Maintenance of Downtown Auburn	18%	7	83%	4	0.0311	8
Maintenance of traffic signals	10%	9	86%	1	0.0140	9
Maintenance of street signs	7%	10	83%	2	0.0113	10
Maintenance of City-owned buildings	5%	11	83%	3	0.0083	11

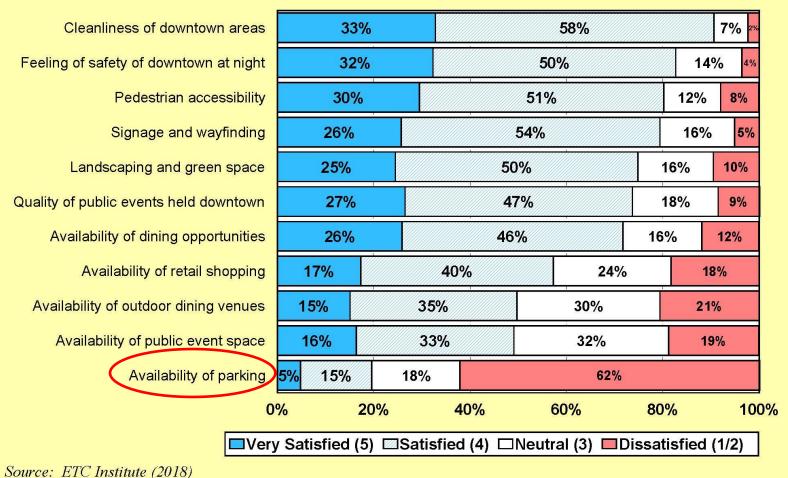
# 2018 Importance-Satisfaction Rating City of Auburn Citizen Survey Downtown Auburn

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)			•••			.4
Availability of parking	71%	1	20%	11	0.5692	1
High Priority (IS .1020)						4
Availability of outdoor dining venues	20%	5	50%	9	0.1011	2
Medium Priority (IS <.10)						
Availability of retail shopping	21%	4	<b>57</b> %	8	0.0892	3
Availability of public event space	12%	10	49%	10	0.0621	4
Availability of dining opportunities	19%	6	<b>72</b> %	7	0.0526	5
Quality of public events held Downtown	17%	7	74%	6	0.0434	6
Feeling of safety in Downtown at night	24%	2	83%	2	0.0422	7
Landscaping & green space	14%	9	75%	5	0.0355	8
Pedestrian accessibility	15%	8	80%	3	0.0299	9
Cleanliness of Downtown areas	21%	3	91%	1	0.0199	10
Signage & wayfinding	7%	11	<b>79</b> %	4	0.0140	11

# Major Finding #6 Other Issues

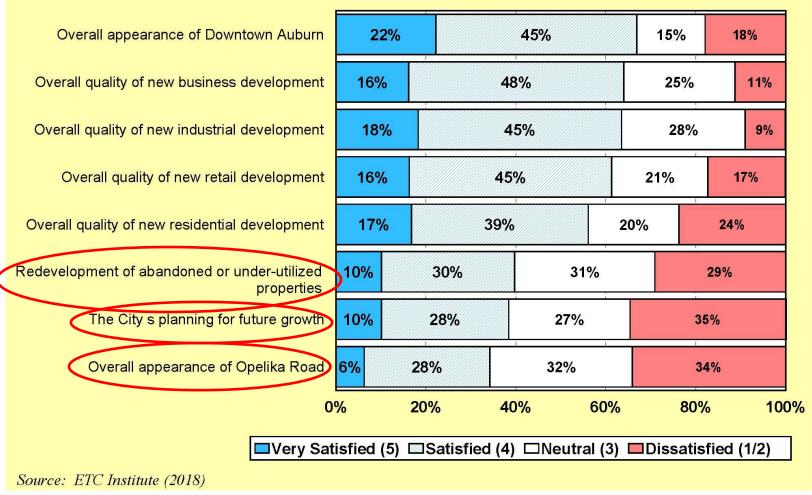
#### Q21. Satisfaction with Various Aspects of **Downtown Auburn**

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



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

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



### **Summary and Conclusion**

- Residents continue to have a very positive perception of the City
- Auburn is still setting the standard for the delivery of City services – the City's ratings are among the highest in the nation
- The City is equitably serving the needs of residents in all areas of the City
- Traffic flow and maintenance of city infrastructure are still the top priorities for improvement

## Questions?

**THANK YOU!!**