

Open Line

A Monthly Newsletter for City of Auburn Citizens

June 2012

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The City of Auburn Sets the Standard Nationally

"The City of Auburn is setting the standard nationally," said ETC Vice President Chris Tatham as he revealed the 2012 Citizen Survey results to the Auburn City Council in April. It's a bold statement, but Tatham brought the numbers to back it up.

Overall, Auburn citizens ranked the City of Auburn above the national average in 53 measures, exceeding it by double digits in 30 of those measures. Tatham said that overall "customer satisfaction" in Auburn has increased 10 points since 2006, while the same composite score for cities nationally decreased 5 points in the same time frame. He also reported that satisfaction with the value received for taxes and for the overall quality of City services both exceeded the national average by 27 points. "When it comes to perceptions of the City, the two most important questions on the survey in my opinion, when I assess the strategic health of the community, are the overall quality of City services and the value that residents get for their local tax dollars," Tatham said. "What amazed me is that you rated both 27 points above the national average ... it really shows the confidence of residents in your ability to invest their resources in the places they think are important."



In addition to showing how Auburn stacks up against other cities, the Annual Citizen Survey paints a picture of how the community as a whole feels about Auburn's direction. Auburn citizens continue to identify Auburn as an education community. 93% of residents are satisfied with the local school system, up from 85% in 2005, and the highest measure since 2004. The survey shows that Auburn residents feel safe, with 91% reporting that they feel safe in Auburn and 96% reporting they feel safe in their neighborhoods. The survey indicates that residents feel positive about their community, with 95% satisfied with Auburn as a place to raise children, 94% satisfied with Auburn as a place to live and 90% satisfied with the overall image of the community. The survey also confirms that residents are satisfied with City services, with 84% satisfied with the overall quality of City services, 80% satisfied with the City's customer service, 90% satisfied with residential garbage collection and 91% satisfied with Police, Fire and ambulance services. Tatham also pointed out that dissatisfaction levels were extremely low. Where 72% of respondents indicated that they were "satisfied" or "very satisfied" with the value of their tax dollars, only 7% were "dissatisfied," or "very dissatisfied."

Residents provided further guidance to City leaders in the survey by indicating that traffic flow, street maintenance and Auburn City Schools should continue to be high priorities. Residents also showed an interest in increased downtown parking and improved community recreation centers. Projects that address these concerns will include several major road projects already scheduled for 2012, as well as upcoming projects to improve downtown parking, construct an addition to the Frank Brown Recreation Center and build a new Senior Center.

The ETC Institute, an independent market research firm that has performed surveys for more than 500 cities in 48 states, has conducted Auburn's annual citizen survey since 2004. Auburn City officials will be further analyzing survey results in the coming weeks to help determine the City's budget and service priorities for the next biennial budget. Full survey results, including video of the presentation, are available online at <http://www.auburnalabama.org/survey>. For more information on the Annual Citizen Survey, please call Auburn City Manager Charlie Duggan at (334) 501-7260.

Category (by % satisfied excluding "don't know")	2012	U.S. Average	% Points Above U.S. Average
Clean-up of debris in neighborhoods	77%	47%	30
Effectiveness of communications with the public	75%	46%	29
Overall quality of City services provided	84%	57%	27
Value received for City tax dollars/fees	72%	45%	27
Customer Service	80%	55%	25
Auburn as a place to work	82%	58%	24

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City of Auburn



Industries Plant Roots in Auburn

This spring began with several major industry announcements, with the City's Economic Development Department announcing a new local industry, as well as the expansion of two others, bringing additional jobs to the Auburn community. Auburn industries added more than 100 jobs each quarter during 2011. Two of Auburn's largest investments, GE Aviation and SiO₂, are expected to add more than 600 jobs alone during the next few years.

In March, HONAM Petrochemical Corporation held a grand opening for its manufacturing facility in Auburn where it will produce resin materials. The company's first U.S. manufacturing operation was formed under the name of HPM Alabama Corporation and occupies an existing facility at 765 West Veterans Boulevard in the Auburn Technology Park North. "While our initial investment here in Auburn is relatively small, HPM Alabama Corporation is very important for the Lotte Group," said Honam Petrochemical President Soo Young Huh. HPM Alabama Corporation has initially invested an estimated \$9.25 million dollars with the creation of 30 jobs, and will also collaborate with Auburn University for research and development projects.

SiO₂ Medical Products also made a major announcement in March and held a groundbreaking ceremony in April for a \$90 million facility which is currently underway at Auburn Technology Park West. SiO₂ Medical Products will supply the medical industry with innovative products for the biological drugs industry. SiO₂ is expected to bring 300 high-paying jobs to Auburn as it revolutionizes the medical field with its products and related processes which are protected by 37 patents worldwide. "It is a very special product and a product that's very much needed in the medical field," said Governor Robert Bentley. "This is a prime example of what we're trying to do in Alabama which is to create and announce good high-paying future jobs for this state" Bentley added.



In April, Seung Chang Airtek, Inc. (SCA) held an opening ceremony for the SCA Automotive Foam Plant located in the Auburn Industrial Park and announced that it will continue its commitment to Auburn by introducing another product family made up of vibration and noise dampening materials for the automotive industry. "This is an important day for the Seung Chang Airtek corporation. We started our business in Auburn in 2004 and this is another important milestone in our ability to serve our customers in North America," said Man Hong Park, CEO of the South Korean-based Seung Chang Airtek. The new plant has already employed 30 employees thus far.

MEETING SCHEDULE

JUNE

- 1 Tree Commission**, 11:30 a.m., Chamber of Commerce Conference Room, 714 East Glenn Avenue
- 4 Cemeteries Advisory Board**, 4:00 p.m., Dean Road Recreation Center, 307 South Dean Road
- 5 Parks & Recreation Advisory Board**, 5:15 p.m., Dean Road Recreation Center, 307 South Dean Road
- City Council**, 7 p.m., Council Chamber, 141 North Ross Street
- 6 Board of Zoning Adjustment**, 4:30 p.m., Council Chamber, 141 North Ross Street
- 12 Greenspace Advisory Board**, Noon, Dean Road Recreation Center, 307 South Dean Road
- Historic Preservation Commission**, 4 p.m., Development Services Building, 171 North Ross Street
- Board of Education**, 6 p.m., AHS Multi-Media Room, 405 South Dean Road
- 14 Planning Commission**, 5 p.m., Council Chamber, 141 North Ross Street
- 19 City Council**, 7 p.m., Council Chamber, 141 North Ross Street
- 21 Water Works Board**, 4 p.m., Water Board Conference Room, 1501 West Samford Avenue
- 26 Bicycle Committee**, 7 p.m., Development Services Building, 171 North Ross Street

Meeting times and places are subject to change.

For more information, including a map of City meeting locations, please visit www.auburnalabama.org/boards.



6th Annual SummerNight Downtown Art Walk

Join the City of Auburn, Auburn Arts Association, Jan Dempsey Community Arts Center, and the Downtown Auburn Merchants for the 6th Annual SummerNight Downtown Art Walk on Friday, June 15 from 6 – 9:30 p.m. in downtown Auburn. This FREE community event has become a summertime tradition for citizens of all ages to enjoy. Take advantage of late night shopping hours and enjoy an evening of dining, art, music, and children's activities. Local artists will have their works on display throughout downtown and many downtown merchants will be offering SummerNight specials.

Interested in participating in SummerNight as an artist or merchant? Please visit our website at www.auburnalabama.org/arts to download an application.

For more information, contact the Jan Dempsey Community Arts Center at 501-2963.

Downtown streets will be closed during the event. In the event of rain, join us on Saturday, June 16.

Outdoor Summer Movie Series

Want to enjoy a FREE movie night with your closest family and friends during a warm summer night? Join Auburn Parks and Recreation for the brand new, Outdoor Summer Movie Series! We will be showing FREE movies on select Friday evenings this summer that are sure to mean fun for the whole family! A wide assortment of movies will be offered to cater to a variety of audiences from children to adults! Movies will be shown at Duck Samford Park, Field 1. Show times begin 15 minutes after sunset, or approximately 8:30 p.m. Admission is FREE to the public. Moviegoers are encouraged to bring a blanket or lawn chair and a picnic (no alcohol or glass containers) and relax with the whole family. Food and beverages will also be available for purchase on-site.

Mark your calendars and join us Friday, June 22, June 29, July 13, and July 27 at Duck Samford Park, Field 1 and come join us for a Float-N-Movie at Samford Pool on July 20 and Aug. 18. For a list of movie titles, visit our website at www.auburnalabama.org/parks. Movie titles are subject to change; cancellations may occur due to weather conditions.

We'll see you at the movies this summer!

City Begins Process to Renew Opelika Road

On Tuesday, April 17, 2012, the Auburn City Council approved a professional services agreement with Design Workshop, Inc. to provide professional planning, corridor design, and public meeting facilitation services for the Renew Opelika Road project.

As one of the City's most important commercial corridors, Opelika Road was identified as a prime candidate for reinvestment in the recently adopted CompPlan 2030. Renew Opelika Road is intended to help revitalize and redevelop the area by encouraging new investment and reinvestment to enhance the visual environment, improve building utilization and lot configurations, fill vacancies and improve traffic flow and pedestrian accessibility. Renew Opelika Road will help maintain and grow the corridor as a vibrant, beautiful and economically-productive area.

The planning process will include an extensive process of public engagement through public design meetings, one-on-one interviews, and online opportunities for input. Utilizing public input and analysis of existing physical and economic conditions, Design Workshop, Inc. will draft a plan that addresses land use, building and site design, architecture, transportation, streetscapes, and recommendations for implementation and future funding. The development of the plan will take place under the guidance of a project steering committee made up of members of the City Council and Planning Commission, property and business owners, and city staff. Initial meetings for the general public are projected to be held in June.

For more information on renewing Opelika Road, including future public meeting dates, visit www.auburnalabama.org/renew or contact Justin Steinmann with the City of Auburn Planning Department at 501-3045 or at jsteinmann@auburnalabama.org.

Board Vacancies

- Three vacancies on the **Planning Commission** will be announced at the June 19, 2012 meeting and will be filled at the July 17, 2012 City Council meeting.
- Two vacancies on the **Greenspace Advisory Board** will be announced at the June 19, 2012 meeting and will be filled at the July 17, 2012 City Council meeting.



Citizens interested in serving are encouraged to contact their City Council member or notify the City Manager's Office.



Dean Road Ceramic Studio Day in Clay

Join Auburn Parks and Recreation and the Dean Road Ceramic Studio for a Day in Clay on Saturday, June 23. During this one-day open house, we encourage the whole family to visit our fully-equipped studio, watch demonstrations by studio members, and enjoy refreshments. Visitors looking for hands-on experience may choose to create an adult or kids project to create for just \$10/person. All projects are led by Dean Road Ceramics Studio instructors and will be taught at 1, 2, and 3 p.m. Since your handmade clay creation must have time to dry and be fired, please plan to pick up your work July 14 - 31.

Everyone is invited to attend; however, reservations are required to participate in the hands-on clay projects. Reserve a spot by contacting the Dean Road Recreation Center at 501-2930 by Friday, June 15. For more information, visit www.auburnalabama.org/parks.

Keeping Fire Hydrants Visible

The Auburn Fire Division and Auburn Water Works Board need your help keeping the area around fire hydrants clear. Auburn Fire Division relies on accessible fire hydrants for an emergency water supply. Accessing hydrants in an emergency is critical and can make the difference when it comes to protecting life and property.

The City of Auburn requires 3-feet of clear space around fire hydrants, most of which are located in the right-of-way. The hydrant should be visible and accessible from all approaches. Items such as shrubs, brush, tree limbs, posts, fences, vehicles, trash, storage or any other materials should not be placed near fire hydrants.



Drought Conditions Persist

The Auburn area has experienced below normal rainfall and varying levels of drought continuously since July of 2010. According to the U.S. Drought Monitor drought conditions are currently "extreme" in the Auburn area. The drought is projected to persist and possibly intensify during the upcoming summer growing season, creating an increased water demand for irrigation. During the drought last summer, water usage in Auburn increased by 30 percent over the previous year. Residents are encouraged to use water efficiently to help avoid water restrictions as drought conditions continue.

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Open Line Feedback

Do you have any suggestions, feedback, or story ideas that you would like to share? If so, please contact us at openline@auburnlabama.org or call 501-7255.

up COMING EVENTS

Due to space considerations, we are unable to publicize any events that are not directly affiliated with a City department.

Auburn Public Library

For more information, contact Auburn Public Library's Youth Services at 501-3196.



Baby Lapsit - Tuesdays at 9:30 a.m. for ages birth – 12 months and their caregivers.

Baby First Steps Storytime - Tuesdays at 10:30 a.m. for ages 12 - 24 months and their caregivers.

Tween Movie Day - Tuesdays at 2:00 p.m. for students entering 5th-8th grades.

Toddler Time - Wednesdays at 10:00 a.m. for ages 18 months - 3 years and their caregivers.



Salmagundi - Wednesdays at 2:00 p.m. for students entering K-5th grades.

Preschool Time - Thursdays at 10:00 a.m. for preschoolers ages 3 - 5 years and their caregivers.

Teen Cafe - Thursdays from 6:30-8:30 p.m. for students entering 8th-12th grades.



Parks and Recreation

For more information, contact Auburn Parks and Recreation at 501-2930.

Now Showing...Jan Dempsey Community Arts Center Exhibitions - Mark your calendar for the following Jan Dempsey Community Arts Center Exhibitions. The exhibits are free and open to the public Monday - Friday from 8 a.m. - 5 p.m. For more information, contact the Arts Center at 501-2963.

14th Annual Juried Art Exhibition, May 14 - June 27. A competitive exhibition open to artists and craftpersons residing or employed in Lee County, Alabama.



May 19-20...2012 Garden Tour The public is invited to the Lee County Master Gardeners' upcoming 2012 Garden Tour featuring seven unique and scenic gardens, including Richland Elementary School's garden sponsored by student, parent and community partners. The self-guided tour enables participants to drive to each garden featured on this year's tour map. Upon arrival, volunteers will assist participants as they make their way through the gardens. Proceeds help support Auburn Parks and Recreation including the maintenance of the Kiesel Park Demonstration Garden and related educational programs, tree plantings on Auburn's Historic Tree Trail, and other garden-related projects benefiting the Auburn community. **Tour Dates:** Saturday, May 19, 10:00 a.m. - 5:00 p.m. and Sunday, May 20, 1:00-6:00 p.m. Tickets cost \$17 in advance at the Chamber of Commerce and \$20 at any of the featured gardens on the event dates. A tour map will be provided on each ticket. For more details, visit www.LeeMG.org.

Ending May 25...Registration for Summer Camps and Programs - Registration for summer camps and programs will be held through May 25 at the Dean Road Recreation Center. For a complete listing of camps, programs, and summer events, be sure to pick up a copy of the Parks and Recreation Summer Brochure, available at City facilities and online at www.auburnlabama.org/parksbrochure. For more information, contact Auburn Parks and Recreation at 501-2930.

Open Daily...Auburn City Pools - Splash into summer at the Auburn City Pools! Pools open for daily swim hours on Friday, May 25. Purchase your 2012 Splash Pass weekdays at the Dean Road Recreation Center from 8 a.m. - 5 p.m. Splash Passes are good for unlimited admission to Auburn City Pools all summer. Passes are \$50 for individuals and \$125 for families. Family passes are good for immediate family members, including parents or guardians and children under the age of 19, residing in the same household only. For daily pool schedules, swim lesson offerings, special events, and more, pick up a copy of the Parks and Recreation Summer Brochure and be sure to visit us online at www.auburnlabama.org/pools.



Register through May 29...Adult Summer Softball Leagues - Registration for adult softball leagues is going on now at the Auburn Softball Complex. Participants may register through Tuesday, May 29. The cost is \$450, due in full at registration. A mandatory coaches meeting will be held on Tuesday, May 29 at 7 p.m. at the Auburn Softball Complex. The season begins Monday, June 4. Leagues offered include Men's 1 HR, Men's 4-Unlimited HR, Men's Industrial/Open, Men's Church, Co-ed/Recreation, Co-ed/Competitive. For more information, contact the Auburn Softball Complex at 501-2976.

Register by June 1...Rising Tiger and Junior Soccer Camps - The Auburn Soccer Association will host Rising Tiger (ages 4 - 7) and Junior Soccer (ages 8 - 15) camps June 4 - 7 at the Auburn Soccer Complex. These camps offer youth an opportunity to receive instruction from college and high school coaches and players. Rising Tiger Camp is from 9 - 11:30 a.m. each day. The cost is \$70/camper. Junior Soccer Camp is from 9 a.m. - Noon each day and the cost is \$85/camper. Participants must be registered by June 1. For more information, visit www.auburnlabama.org/soccer.



June 1...First Friday Night Tennis Mixer - Join the Auburn Community Tennis Association (ACTA) for the First Friday Night Tennis Mixer on June 1 at 6:30 p.m. at the City of Auburn/Auburn University Yarborough Tennis Center. Citizens ages 19 and up are encouraged to play. All levels of play are welcome. No partner is necessary. The event will be held rain or shine. Yarborough Tennis Center non-member court fees apply. For more information, visit www.auburnlabama.org/tennis or contact the Yarborough Tennis Center at 501-2920.

Register by June 7...Teen Scene Field Trip on the Coosa River - Pre-teens and teens ages 12 - 15 are invited to join Auburn Parks and Recreation as we ride the rapids on the Coosa River on Saturday, June 16 from 9 a.m. - 4 p.m. The six-mile long course consists of Class I and II rapids. All paddlers must be able to swim and should wear appropriate clothing, sunscreen, and footwear that will stay on during a swim. Equipment will be provided. Bring a light lunch and drink in a soft-sided, waterproof container. **Pre-registration is required by Thursday, June 7.** The cost of the trip is \$30, payable in CASH on the day of the trip. For more information, contact Auburn Parks and Recreation at 501-2930.

June 29...Friday Night Splash - Back by popular demand, join the Aquatics Staff from the Auburn City Pools for Friday Night Splash on June 29 from 6 - 8 p.m. at Samford Pool. Enjoy free swim, games, a cookout, music, and more! Admission is FREE with a Splash Pass or \$2/person. For more information, visit www.auburnlabama.org/pools or contact Auburn Parks and Recreation at 501-2930.