



City of Auburn
Home of Auburn University

MEMORANDUM

To: Mayor and City Council
From: James C. Buston III, City Manager
Date: June 17, 2020
Subject: Citizen Survey Results for 2020

Governments have many ways of hearing from their citizens. Unfortunately, most of them are geared towards hearing about grievances from groups or individuals. It is typically fear, worry or dissatisfaction that drives someone to call or visit City Hall or participate in a council meeting. And so as elected and appointed leaders of the community, we primarily hear from those that have some sort of grievance and seldom hear from the satisfied. We hold public meetings, we receive numerous phone calls, emails and texts from citizens, we speak to civic clubs, and we have citizen input at city council meetings, planning commission meetings among many other settings for citizen input. Unfortunately, all of these venues are treated as opportunities for the public to air a grievance. What we hear in these venues reflects the opinions of special interests rather than the broader interests of the entire community. They reflect the opinions of individuals and groups, but not the community. We've all heard the adage that the "squeaky wheel gets the grease." Our systems for public input attract the squeaky wheel. For that reason, it is important that we seek a broader understanding of how all of our citizens view us. We do that through the use of a citizen survey.

The citizen survey is the only tool we have to measure the input of the community at large. It is designed using scientific and statistical principles to reflect, as accurately as possible, general public opinion. By using a random sample of the population, we can learn how most people feel about how we're doing as a government and as a community. Our citizen survey is designed to have a precision of plus or minus 3.8% at the 95% level of confidence. Put another way, this tells us that if you conducted the survey 100 times with 100 random samples, the results would be within 3.8% of the same numbers 95 times. It is science that gives us confidence that the survey results tell us what Auburn residents, generally think and feel about our City services.

The City of Auburn conducted its first citizen survey in 1985. The city conducted citizen surveys every year from 1987 through 2018. To better align the citizen survey with our biennial budget process, we are now conducting this survey biennially. Originally, the City of Auburn conducted its own survey, but in 2004 we hired the ETC Institute, a professional survey organization headquartered in Lenexa Kansas, to administer the survey. The survey was originally a phone survey but has moved to mail and online because of changes in both technology and people's habits (we no longer answer our phones).

Staff considers the survey to be one of our most valuable tools for receiving feedback from our citizens. It is the information gleaned from the survey that informs our budget priorities and shapes our policy recommendations. Additionally, the survey provides us with trend data that allows staff to measure improvements or declines in key performance areas year over year and react accordingly.

Questions on the survey are designed to gauge our citizens' satisfaction with city services and various

aspects of city governance as well as to tell us what projects they feel are more important to them. Many of the survey questions have remained constant over the years, allowing us to track public opinion over time. As you can see from the results in this year's survey, we again have had a very positive review from our citizens. Residents have a very high perception of the City. 95% rated Auburn a good/excellent place to live, which is much higher than the national average. In fact, we were rated higher than the national average in 57 out of 61 areas. More than just high marks in quality of life, residents also rate the quality of city services in Auburn 36% higher than the national average, and the quality of customer service was rated 32% higher. One of the most striking measures over the years has been that citizen satisfaction with the value of their tax dollar is a full 38% over other communities nationally.

But we're certainly not without room for improvement. The highest priority that came out of this year's results is the same as two years ago: flow and management of traffic.

Along with comparing our ratings to the national averages, ETC also provides us with benchmarking data comparing current and past results. This is the trend data that is so important to us for making decisions on where to invest taxpayer dollars.

The biggest increases in satisfaction since 2018 were largely regarding our curbside recycling program. We also saw increases in the effectiveness of communication and traffic flow. Our biggest decreases were in several areas related to Parks and Recreation, including community centers and walking trails. As we continue to implement the Parks, Recreation and Cultural Master Plan, we expect the community's perception of our Parks and Recreation facilities to rise.

Our big takeaways from this year's survey is that our residents still love living in Auburn and think highly of our City services. The areas where we saw some room for improvement will serve as a catalyst for our budget discussions this summer as we prepare for the 2021-2022 Biennial Budget. A full copy of the report is attached and a link to the survey presentation video you saw at the COW meeting on June 16, 2020, is available at www.auburnalabama.org/survey.

A part of the survey which tends to garner a lot of interest is the compilation of the answers to the open-ended question. While not statistically significant and unusable for benchmarking or planning, we have printed those answers for you in a separate section of the bound document you are receiving. This year, out of the 642 people who completed the survey, only 330 chose to leave us any feedback through the open-ended question. Of those 330 who chose to respond to the question, 110 left positive feedback. The 220 with negative feedback were all over the place but mostly complained about the building height in downtown.

Please let me know if you have any questions.

City of Auburn Citizen Survey

Findings Report

...helping organizations make better decisions since 1982

2020

Submitted to the City of Auburn, AL

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

April 2020





Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	77
Section 3: Importance-Satisfaction Analysis	103
Section 4: Tabular Data	123
Section 5: Survey Instrument	178

2020 City of Auburn Citizen Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Auburn during February and March of 2020. The purpose of the survey was to help the City of Auburn establish budget priorities and shape policy decisions. The results will also help City leaders gauge how successful they have been in providing quality services to residents and identify areas of improvement.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Auburn. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address. This was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Auburn from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 600 residents. This goal was met, with a total of 642 residents completing the survey. The overall results for the sample of 642 households have a precision of at least +/-3.8% at the 95% level of confidence.

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 ETC Institute’s *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.*”

**When trends are discussed in this report a significant increase, decrease, or difference is a change of +/-4%.*

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey
- benchmarking data that shows how the results for Auburn compare to other communities,
- importance-satisfaction analysis
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

Eighty-seven percent (87%) of residents surveyed, *who had an opinion*, were satisfied with the quality of life in the City; only 4% were dissatisfied and the remaining 10% gave a neutral rating. Eighty-four percent (84%) of residents surveyed, *who had an opinion*, were also satisfied with the overall quality of City services, 80% were satisfied with the overall image of the City, 75% were satisfied with the value received for their City tax dollars and fees, and 70% were satisfied with the overall appearance of the City.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of police, fire, and ambulance services (92%), overall quality of the City’s school system (92%), the collection of garbage, recycling, and yard waste (90%), and the overall quality of City library services (87%).

The overall areas that residents thought should receive the most emphasis from the City of Auburn over the next two years were: 1) flow of traffic and congestion management, 2) maintenance of City infrastructure, and 3) the quality of the City’s school system. These were the same three priorities from the 2018 survey results.

Feelings of Safety

Nearly all (98%) of the residents surveyed, *who had an opinion*, indicated they feel either “very safe” or “safe” in their neighborhood during the day. Eighty-nine percent (89%) of residents indicated they feel safe in their neighborhood at night, 89% of residents feel safe in Auburn in general, and 87% feel safe in downtown Auburn.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire protection (92%), the overall quality of police protection (92%), fire personnel emergency response time (90%), and the quality of

local ambulance service (85%). The public safety services residents felt should receive the most emphasis from City leaders over the next two years were: 1) efforts to prevent crime, 2) the visibility of police in neighborhoods, and 3) the overall quality of police protection.

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the cleanup of debris and litter (82%) and the cleanup of large junk and abandoned vehicles (77%). The code enforcement services residents felt should receive the most emphasis from City leaders over the next two years were: 1) the cleanup of overgrown and weedy lots, 2) the cleanup of debris and litter, and 3) efforts to remove dilapidated structures.
- **Garbage, Recycling, Sewer and Water Services.** The highest levels of satisfaction with garbage, recycling, sewer and water services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential garbage collection service (95%), curbside recycling service overall (90%), yard waste removal service (88%), and sewer service (88%). The services residents felt should receive the most emphasis from City leaders over the next two years were: 1) quality of drinking water and 2) material types accepted for recycling.
- **Development and Redevelopment in the City.** The highest levels of satisfaction with development and redevelopment in the City, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of new business development (57%), the overall appearance of Downtown Auburn (55%), and the quality of new industrial development (55%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of parks (75%), the quality of special events (73%), the quality of youth athletic programs (69%), and the quality of cemeteries (69%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were: 1) the quality of parks, 2) the quality of walking trails, and 3) the quality of community recreation centers.
- **Library Services.** The highest levels of satisfaction with library services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: customer service (85%) and hours of operation (85%). The two library services respondents indicated should receive the most emphasis over the next two years were: 1) children’s programs and 2) books and audio/visual for adults.
- **Traffic Flow and Transportation.** The highest levels of satisfaction with traffic flow and transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ease of travel by car in Auburn (58%) and the ease of pedestrian travel in Auburn (54%).

- Compared to other City priorities, 28% of residents indicated they believe it is either “extremely important” (20%) or “somewhat important” (32%) for the City of Auburn to implement a mass transit system
- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance City facilities (84%), maintenance of street signs (81%), the maintenance of traffic signals (80%), and the overall cleanliness of streets/public areas (79%). The three items respondents indicated should receive the most emphasis over the next two years were: 1) the maintenance of streets, 2) the adequacy of City street lighting, and 3) the maintenance of sidewalks.
- **Downtown Auburn.** The highest levels of satisfaction with Downtown Auburn, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the cleanliness of downtown areas (85%), pedestrian accessibility (79%), the feeling of safety downtown at night (76%), and the quality of public events held downtown (74%). The item respondents indicated should receive the most emphasis over the next two years was the availability of parking.
- **City Communication.** The highest levels of satisfaction with City Communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of Open Line newsletter (73%), the quality of the City’s website (67%), the availability of information on City services and programs (65%), and the quality of the City’s social media (63%).

Additional Findings

- Ninety-five percent (95%) of residents surveyed, *who had an opinion*, rated the City as an “excellent” or “good” place to live.
- Ninety-three percent (93%) of residents surveyed, *who had an opinion*, rated the City as an “excellent” or “good” place to raise children.
- There were no significant changes in the ratings of City leadership from 2018 to 2020. Most residents either gave positive or neutral ratings when asked to rate various items related to City Leadership.
- The primary sources that residents received information about City issues, services, and events were: word of mouth (52%), Open Line newsletter (51%), and the local newspaper (51%). Although most (52%) currently receive information from word of mouth, residents would most prefer to receive information from the Open Line newsletter, local newspaper, and the City’s website.

- Eighty-five percent (85%) of residents who had contacted the City during the past year felt it was either “very easy” (49%) or “somewhat easy” (36%) to contact the person they needed to reach.
- Eighty percent (80%) of residents who contacted the City during the past year indicated the department they contacted was responsive to their issue, 18% indicated they were not responsive, and 2% did not provide a response.

How the City of Auburn Compares to Other Communities Nationally

The City of Auburn continues to set the standard for the delivery of services compared to other U.S. Communities that are a part of ETC Institute’s Benchmarking Database. Auburn rated at or above the national average in 57 of the 61 areas that were assessed; 55 of these areas were rated significantly above the national average (4% or more above). Auburn rated below the national average in only 4 areas; 3 of these areas were significantly below the national average (4% or more below). The following table shows the areas where Auburn rated significantly above or below the national average.

Comparing Auburn to the National Average				
Service	AUBURN	US	Difference	Category
SIGNIFICANTLY ABOVE NATIONAL AVERAGE				
Recycling at city's drop-off recycling center	84%	43%	41%	Garbage, Recycling, Sewer & Water
Cleanup of debris/litter	82%	42%	40%	Code Enforcement
Value received for your city tax dollars and fees	75%	37%	38%	Perceptions
Utility Billing Office customer service	83%	47%	36%	Garbage, Recycling, Sewer & Water
Overall quality of City services	84%	48%	36%	Perceptions
Quality of the city's school system	92%	56%	36%	Major City Services
Quality of the city's customer service	74%	42%	32%	Major City Services
As a place to work	83%	54%	29%	Quality of Life
Cleanup of large junk/abandoned vehicles	77%	48%	29%	Code Enforcement
Effectiveness of city's communication with public	74%	46%	28%	Major City Services
Maintenance of sidewalks	69%	43%	26%	Maintenance
Overall quality of leadership	63%	38%	25%	City Leadership
Effectiveness of the City Manager	61%	36%	25%	City Leadership
Overall quality of police protection	92%	68%	24%	Public Safety Services
As a place to live	95%	71%	24%	Quality of Life
As a place to raise children	93%	70%	23%	Quality of Life
Maintenance of city infrastructure	65%	42%	23%	Major City Services
Visibility of police in neighborhoods	79%	56%	23%	Public Safety Services
Mowing/trimming along streets and public areas	75%	52%	23%	Maintenance
Residential garbage collection service	95%	72%	23%	Garbage, Recycling, Sewer & Water
Availability of info on city services & programs	65%	42%	23%	Communication
Efforts to prevent crime	78%	55%	23%	Public Safety Services
Collection of garbage, recycling and yard waste	90%	68%	22%	Garbage, Recycling, Sewer & Water
Curbside recycling service overall	90%	69%	21%	Garbage, Recycling, Sewer & Water
Water service	85%	64%	21%	Garbage, Recycling, Sewer & Water
Yard waste removal service	88%	67%	21%	Garbage, Recycling, Sewer & Water
Police safety education programs	72%	52%	20%	Public Safety Services
Police response time	82%	62%	20%	Public Safety Services
Overall cleanliness of streets/public areas	79%	59%	20%	Maintenance
Overall image of the City	80%	61%	19%	Perceptions
Visibility of police in retail areas	79%	60%	19%	Public Safety Services
Quality of police, fire, and ambulance services	92%	74%	18%	Major City Services
Maintenance of streets	64%	48%	16%	Maintenance
Quality of parks and recreation services	77%	61%	16%	Parks and Recreation
Level of public involvement in local decisions	46%	31%	15%	City Leadership
Overall quality of life in the City	87%	72%	15%	Perceptions
Quality of fire safety education programs	76%	62%	14%	Public Safety Services
Maintenance of street signs	81%	68%	13%	Maintenance
Maintenance of traffic signals	80%	68%	12%	Maintenance
Quality of city library services	87%	75%	12%	Major City Services

Comparing Auburn to the National Average - Continued				
Service	AUBURN	US	Difference	Category
SIGNIFICANTLY ABOVE NATIONAL AVERAGE				
Maintenance of downtown Auburn	75%	63%	12%	Maintenance
Overall quality of fire protection	92%	81%	11%	Public Safety
Enforcement of traffic laws	76%	65%	11%	Public Safety
Fire personnel emergency response time	90%	79%	11%	Public Safety
Control of nuisance animals	64%	53%	11%	Code Enforcement
Quality of the city's social media	63%	53%	10%	Communication
Quality of the city's website	67%	59%	8%	Communication
Quality of walking trails	66%	58%	8%	Parks and Recreation
Adequacy of city street lighting	65%	57%	8%	Maintenance
Quality of youth athletic programs	69%	62%	7%	Parks and Recreation
Enforcement of city codes and ordinances	60%	53%	7%	Major City Services
Overall appearance of Downtown Auburn	55%	48%	7%	Development and Redevelopment
Overall appearance of the City	70%	64%	6%	Perceptions
Quality of parks	75%	70%	5%	Parks and Recreation
Quality of local ambulance service	85%	81%	4%	Public Safety
SIGNIFICANTLY BELOW NATIONAL AVERAGE				
Flow and management of traffic	47%	51%	-4%	Major City Services
Quality of community recreation centers	59%	66%	-7%	Parks and Recreation
The City's planning for future growth	35%	45%	-10%	Development and Redevelopment

Trends

Long-Term Trends: Positive ratings for the City of Auburn improved or stayed the same in 62 of the 103 areas that were assessed in both 2006/2013 and 2020; 40 of these improvements were statistically significant. There were decreases in positive ratings in 41 of the 103 areas that were assessed in both 2006/2013 and 2020; 23 of these decreases were statistically significant. When comparisons to the 2006 results were not available the results from the 2013 survey were used which is when the questions were first asked. The significant changes can be found on the following page.

Long-Term Trends - Change From 2020 & 2006/2013*				
By percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)				
Service	2020	2006/2013*	Change	Category
SIGNIFICANT INCREASES				
Visibility of police in retail areas	79%	60%	19%	Public Safety Services
Police safety education programs	72%	54%	58%	Public Safety Services
Enforcement of traffic laws	76%	58%	18%	Public Safety Services
Visibility of police in neighborhoods	79%	61%	18%	Public Safety Services
Curbside recycling service overall	90%	74%	16%	Garbage, Recycling, Sewer & Water
Quality of local ambulance service	85%	70%	15%	Public Safety Services
Fire personnel emergency response time	90%	76%	14%	Public Safety Services
Quality of fire safety education programs	76%	62%	14%	Public Safety Services
Effectiveness of city's communication with public	74%	60%	14%	Major City Services
Overall appearance of Opelika Road	30%	18%	12%	Development & Redevelopment
Utility Billing Office customer service	83%	71%	12%	Garbage, Recycling, Sewer & Water
Residential garbage collection service	95%	84%	11%	Garbage, Recycling, Sewer & Water
Yard waste removal service	88%	78%	10%	Garbage, Recycling, Sewer & Water
Overall quality of police protection	92%	82%	10%	Public Safety Services
Overall quality of fire protection	92%	83%	9%	Public Safety Services
Police response time	82%	73%	9%	Public Safety Services
In the City's parks	75%	66%	9%	Feeling of Safety
Efforts to prevent crime	78%	69%	9%	Public Safety Services
Quality of walking trails	66%	58%	8%	Parks and Recreation
Value received for your city tax dollars and fees	75%	68%	7%	Perceptions
Quality of police, fire, & ambulance services	92%	85%	7%	Public Safety Services
Quality of community recreation centers	59%	52%	7%	Parks and Recreation
Ease of pedestrian travel in Auburn	54%	47%	7%	Traffic Flow and Transportation
Maintenance of streets	64%	57%	7%	Maintenance
Water service	85%	78%	7%	Garbage, Recycling, Sewer & Water
Overall quality of City services	84%	77%	7%	Perceptions
Maintenance of street signs	81%	75%	6%	Maintenance
Quality of the city's website	67%	61%	6%	Communication
Fees charged for recreation programs	66%	60%	6%	Parks and Recreation
Redevelop abandoned/under-utilized properties	34%	28%	6%	Development & Redevelopment
Availability of outdoor dining venues	50%	45%*	5%	Downtown
Maintenance of city infrastructure	65%	60%	5%	Major City Services
Overall cleanliness of streets/public areas	79%	74%	5%	Maintenance
In your neighborhood at night	89%	84%	5%	Feeling of Safety
Enforcement of city codes & ordinances	60%	56%	4%	Major City Services
In commercial and retail areas	81%	77%	4%	Feeling of Safety
Control of nuisance animals	64%	60%*	4%	Code Enforcement
Flow and management of traffic	47%	43%	4%	Major City Services
Adequacy of city street lighting	65%	61%	4%	Maintenance
Maintenance of sidewalks	69%	65%	4%	Maintenance
SIGNIFICANT DECREASES				
Ease of travel by bicycle in Auburn	30%	34%	-4%	Traffic Flow and Transportation
Cleanup of debris/litter	82%	86%*	-4%	Code Enforcement
Quality of cemeteries	69%	73%	-4%	Parks and Recreation
Quality of new retail development	52%	56%	-4%	Development & Redevelopment
Pedestrian accessibility	79%	83%*	-4%	Downtown
Availability of retail shopping	55%	60%*	-5%	Downtown
Maintenance of downtown Auburn	75%	80%	-6%	Maintenance
Availability of parking	20%	26%*	-6%	Downtown
Quality of parks & recreation services	77%	83%	-6%	Parks and Recreation
Effectiveness of the City Manager	61%	67%	-6%	City Leadership
Effectiveness of appointed boards/commissions	53%	59%	-6%	City Leadership
Cleanliness of downtown areas	85%	91%*	-7%	Downtown
Feeling of safety of downtown at night	76%	83%*	-7%	Downtown
Quality of youth athletic programs	69%	76%	-7%	Parks and Recreation
Quality of adult athletic programs	52%	59%	-7%	Parks and Recreation
Quality of new business development	57%	64%	-7%	Development & Redevelopment
Signage and wayfinding	72%	79%*	-7%	Downtown
Quality of parks	75%	84%	-9%	Parks and Recreation
Quality of outdoor athletic fields	65%	77%	-12%	Parks and Recreation
Quality of new industrial development	55%	69%	-14%	Development & Redevelopment
City's planning for future growth	35%	55%	-20%	Development & Redevelopment
Overall appearance of Downtown Auburn	55%	79%	-24%	Development & Redevelopment
Quality of new residential development	41%	65%	-24%	Development & Redevelopment

Percentages with an * indicates that the question was first asked in 2013 and that there are no 2006 comparisons

Short-Term Trends: Positive ratings for the City of Auburn improved or stayed the same in 38 of the 115 areas that were assessed in both 2018 and 2020; 7 of these improvements were statistically significant. There were decreases in positive ratings in 77 of the 109 areas that were assessed in both 2018 and 2020; 40 of these decreases were statistically significant. The significant changes can be found in the table below:

Short-Term Trends - Change From 2020 & 2018				
By percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "Don't Know" responses)				
Service	2020	2018	Change	Category
SIGNIFICANT INCREASES				
Curbside recycling service overall	90%	74%	16%	Garbage, Recycling, Sewer & Water
Material types accepted for recycling	80%	67%	13%	Garbage, Recycling, Sewer & Water
Collection of garbage, recycling & yard waste	90%	82%	8%	Major City Services
Effectiveness of city's communication with public	74%	66%	8%	Communication
Recycling at city's drop-off recycling center	84%	76%	7%	Garbage, Recycling, Sewer & Water
Flow and management of traffic	47%	42%	4%	Major City Services
Yard waste removal service	88%	84%	4%	Garbage, Recycling, Sewer & Water
SIGNIFICANT DECREASES				
Overall appearance of the City	70%	73%	-4%	Perceptions
Technology resources	74%	78%	-4%	Library
City's planning for future growth	35%	38%	-4%	Development & Redevelopment
Overall image of the City	80%	84%	-4%	Perceptions
Overall appearance of Opelika Road	30%	34%	-4%	Development & Redevelopment
Customer service	85%	89%	-4%	Library
Quality of fire safety education programs	76%	80%	-5%	Public Safety Services
Quality of cultural arts programs	65%	70%	-5%	Parks and Recreation
Overall connectivity for bicycles & pedestrians	34%	38%	-5%	Traffic Flow and Transportation
Maintenance of streets	64%	69%	-5%	Maintenance
Quality of parks & recreation services	77%	82%	-5%	Parks and Recreation
Quality of Open Line newsletter	73%	78%	-5%	Communication
Maintenance of traffic signals	80%	86%	-5%	Maintenance
Special needs/therapeutics programs	51%	57%	-5%	Parks and Recreation
Availability of parking	76%	81%	-5%	Library
Fees charged for recreation programs	66%	71%	-6%	Parks and Recreation
Ease of travel by bicycle in Auburn	30%	36%	-6%	Traffic Flow and Transportation
E-Book collection	65%	70%	-6%	Library
Cleanliness of downtown areas	85%	91%	-6%	Downtown
Redevelop abandoned/under-utilized properties	34%	40%	-6%	Development & Redevelopment
Feeling of safety of downtown at night	76%	83%	-6%	Downtown
Quality of new business development	57%	64%	-7%	Development & Redevelopment
Signage and wayfinding	72%	79%	-7%	Downtown
Quality of youth athletic programs	69%	77%	-8%	Parks and Recreation
Quality of parks	75%	83%	-8%	Parks and Recreation
Ease of registering for programs	64%	72%	-8%	Parks and Recreation
Maintenance of downtown Auburn	75%	83%	-8%	Maintenance
Quality of cemeteries	69%	77%	-8%	Parks and Recreation
Quality of new industrial development	55%	64%	-9%	Development & Redevelopment
Availability of info about City library services/programs	63%	72%	-9%	Communication
Quality of new retail development	52%	61%	-10%	Development & Redevelopment
Quality of adult athletic programs	52%	62%	-10%	Parks and Recreation
Availability of info on parks & rec pgms/services	62%	72%	-10%	Communication
Traveling by bicycle in Auburn	33%	43%	-11%	Traffic Flow and Transportation
Quality of senior programs	55%	66%	-12%	Parks and Recreation
Overall appearance of Downtown Auburn	55%	67%	-12%	Development & Redevelopment
Quality of outdoor athletic fields	65%	78%	-13%	Parks and Recreation
Quality of walking trails	66%	80%	-14%	Parks and Recreation
Quality of new residential development	41%	56%	-15%	Development & Redevelopment
Quality of community recreation centers	59%	75%	-16%	Parks and Recreation

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Flow of traffic and congestion management (IS Rating=0.3193)
- Maintenance of City infrastructure (IS Rating=0.2016)

The table below shows the importance-satisfaction rating for all 10 major categories of City services that were rated.

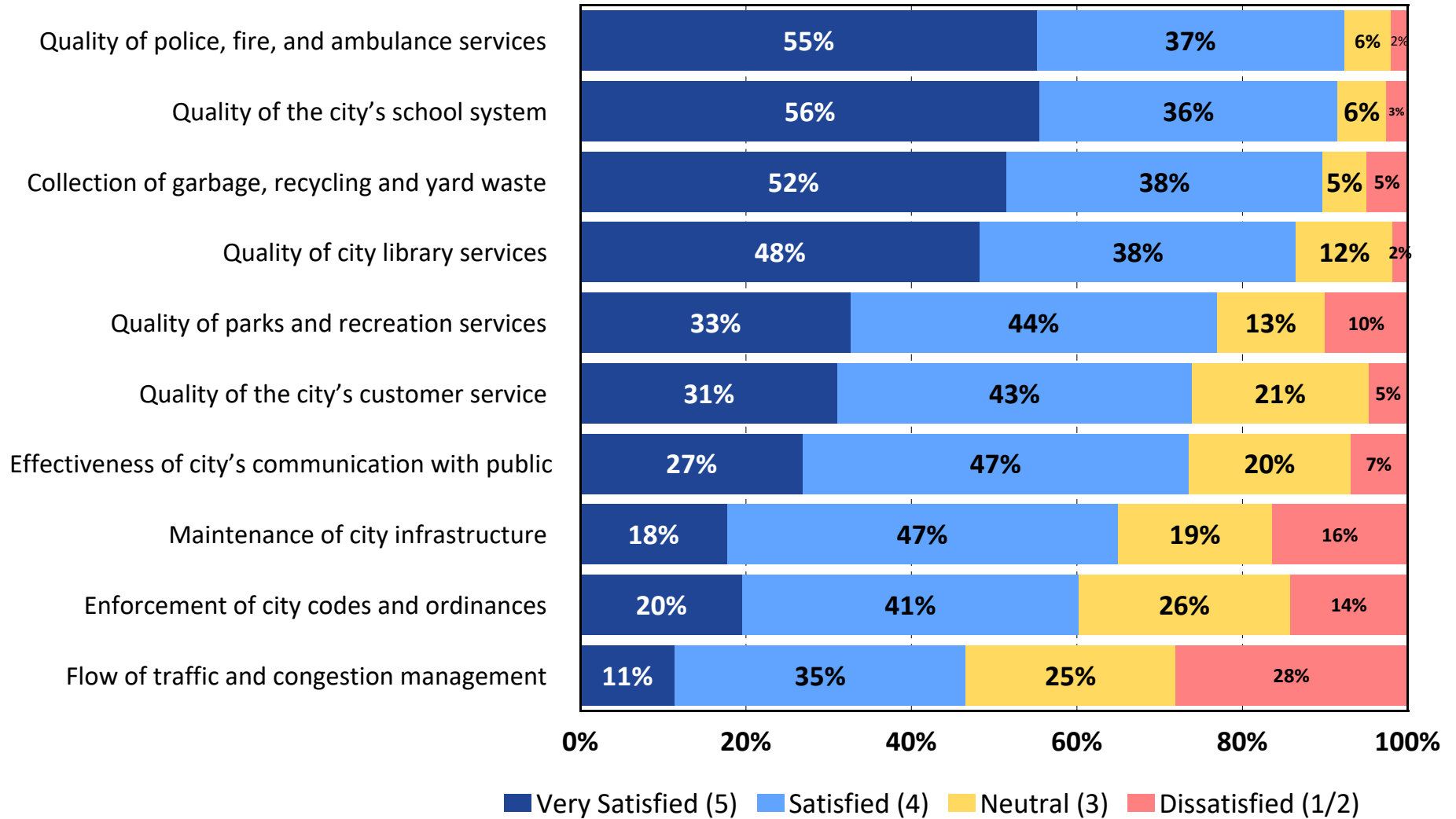
2020 Importance-Satisfaction Rating City of Auburn Citizen Survey Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Flow of traffic & congestion management	60%	1	47%	10	0.3193	1
Maintenance of city infrastructure	58%	2	65%	8	0.2016	2
Medium Priority (IS <.10)						
Enforcement of city codes & ordinances	22%	6	60%	9	0.0864	3
Quality of parks & recreation services	31%	4	77%	5	0.0716	4
Effectiveness of city’s communication with public	15%	7	74%	7	0.0395	5
Quality of the city’s school system	37%	3	92%	2	0.0310	6
Quality of police, fire, & ambulance services	29%	5	92%	1	0.0222	7
Quality of the city’s customer service	8%	8	74%	6	0.0209	8
Collection of garbage, recycling & yard waste	7%	9	90%	3	0.0071	9
Quality of city library services	5%	10	87%	4	0.0069	10

Section 1

Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

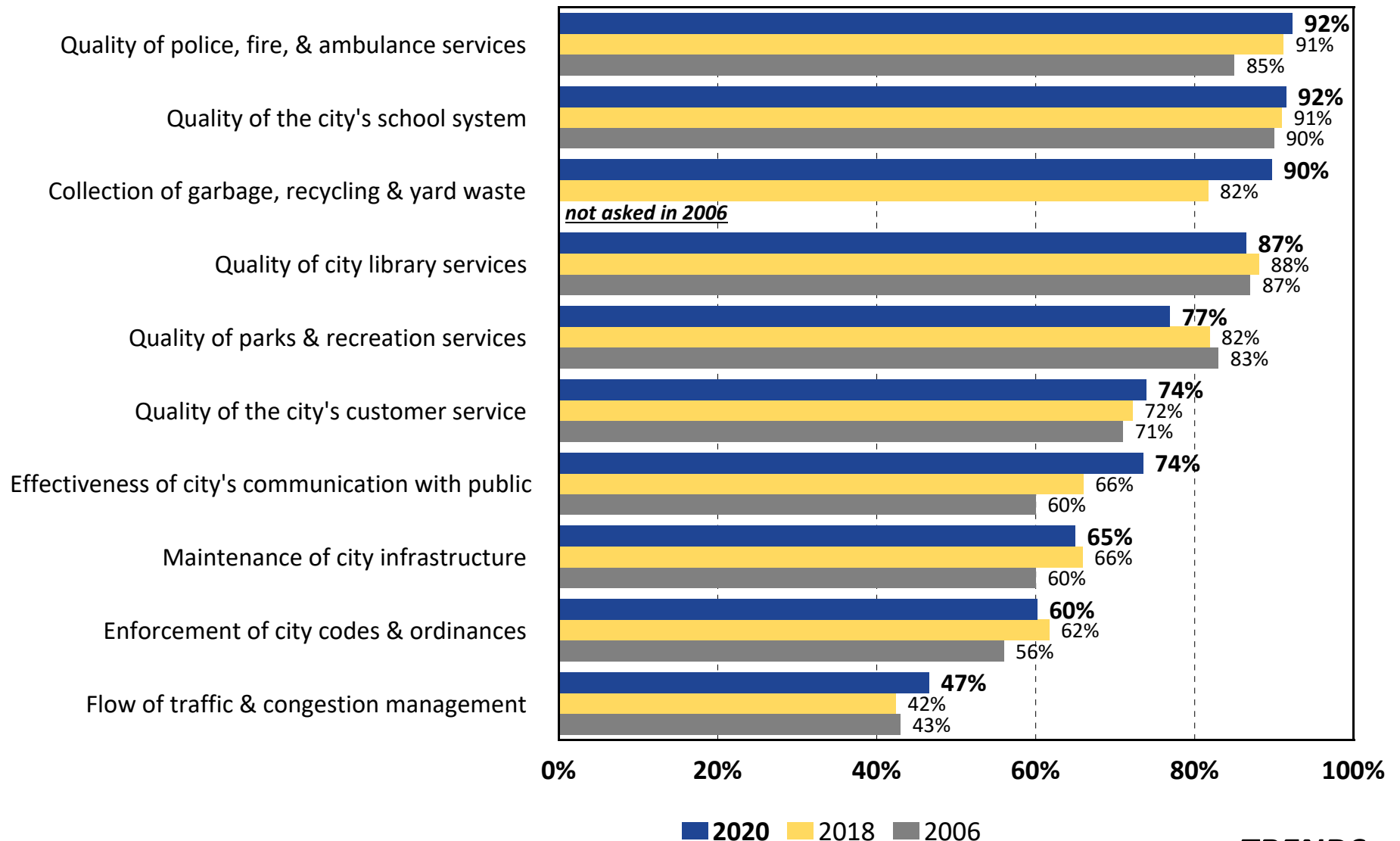
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Overall Satisfaction With City Services by Major Category (2006, 2018 & 2020)

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

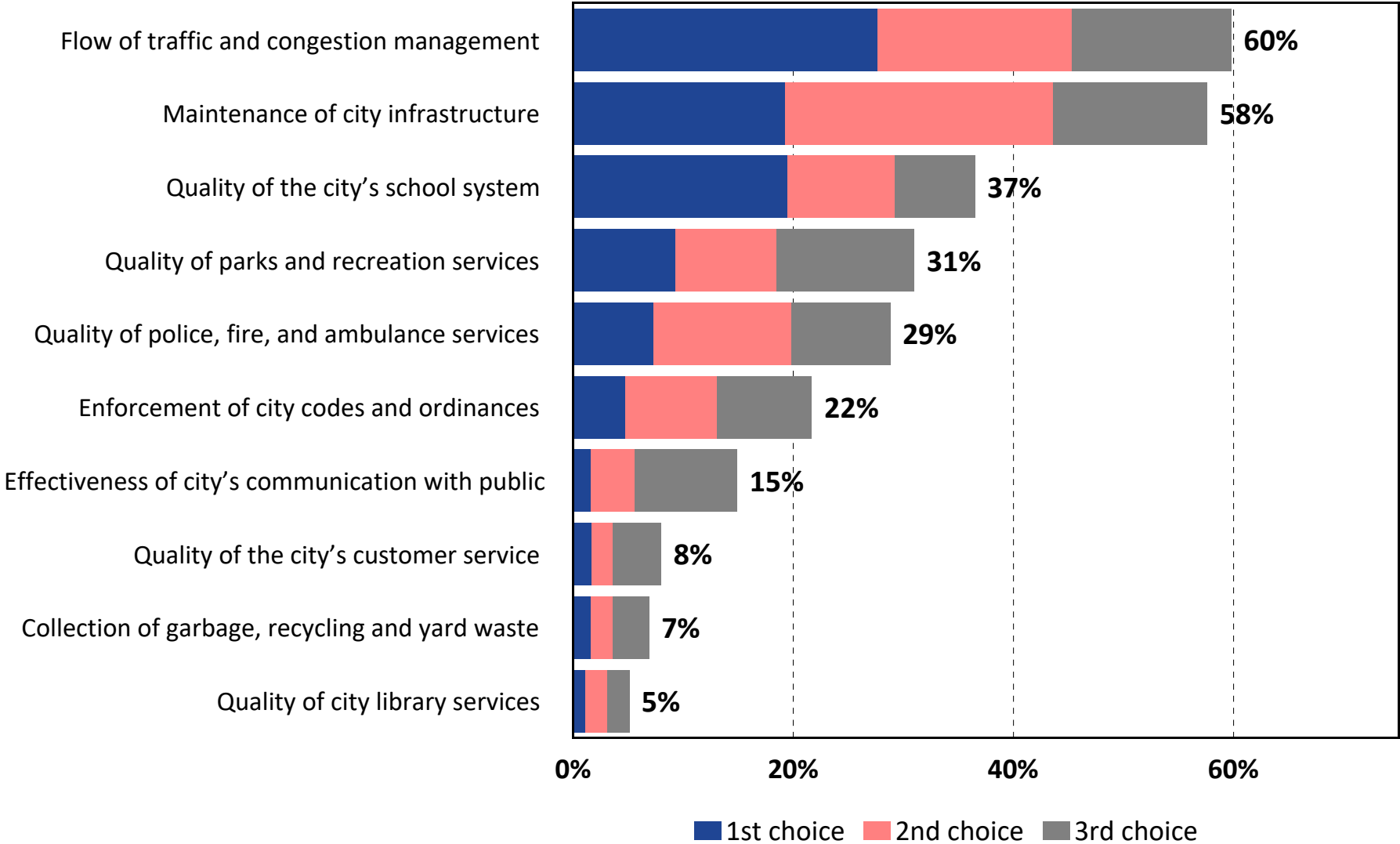


Source: ETC Institute (2020)

TRENDS

Q2. Major Categories of City Services That Should Receive the Most Emphasis Over the Next Two Years

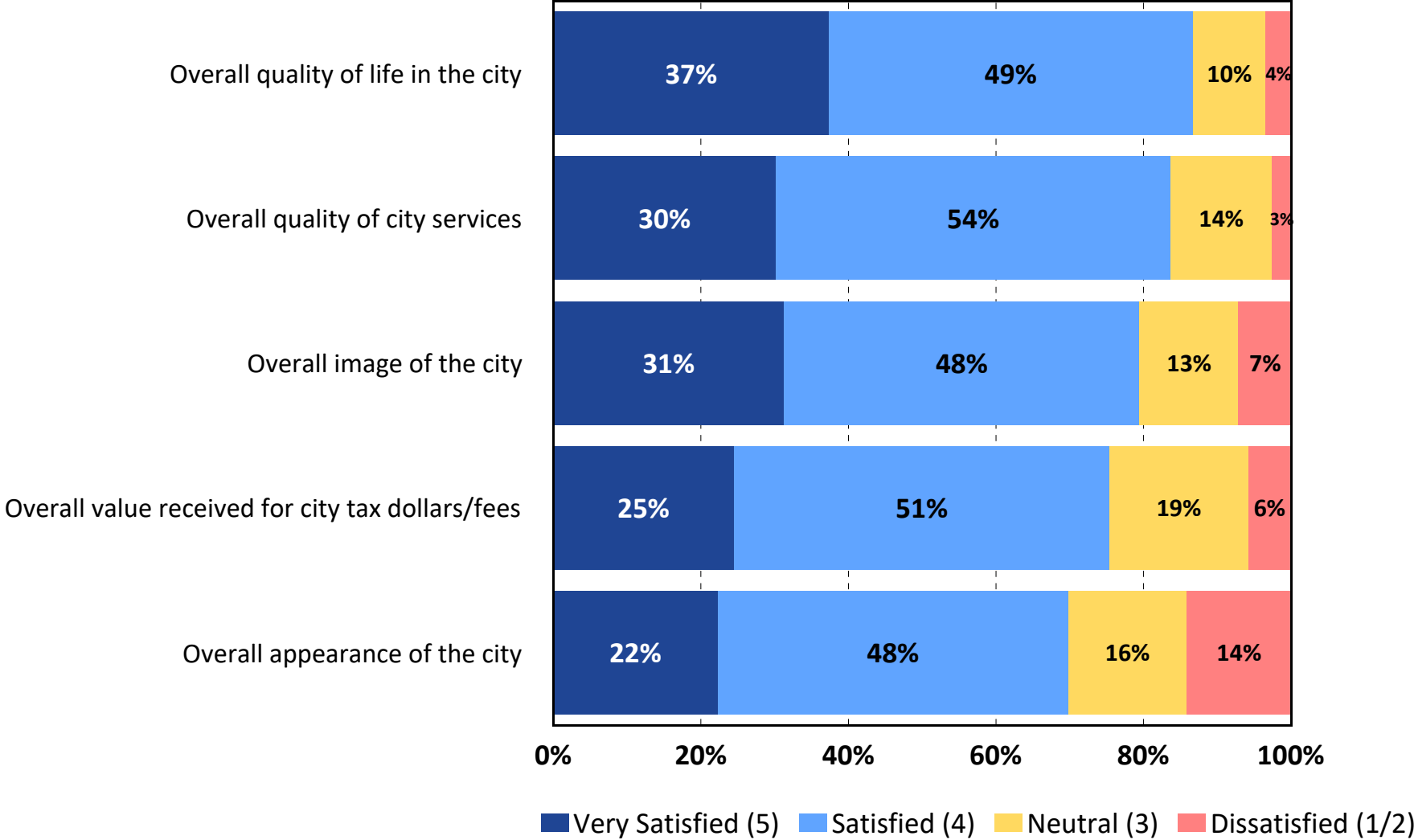
by percentage of residents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2020)

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

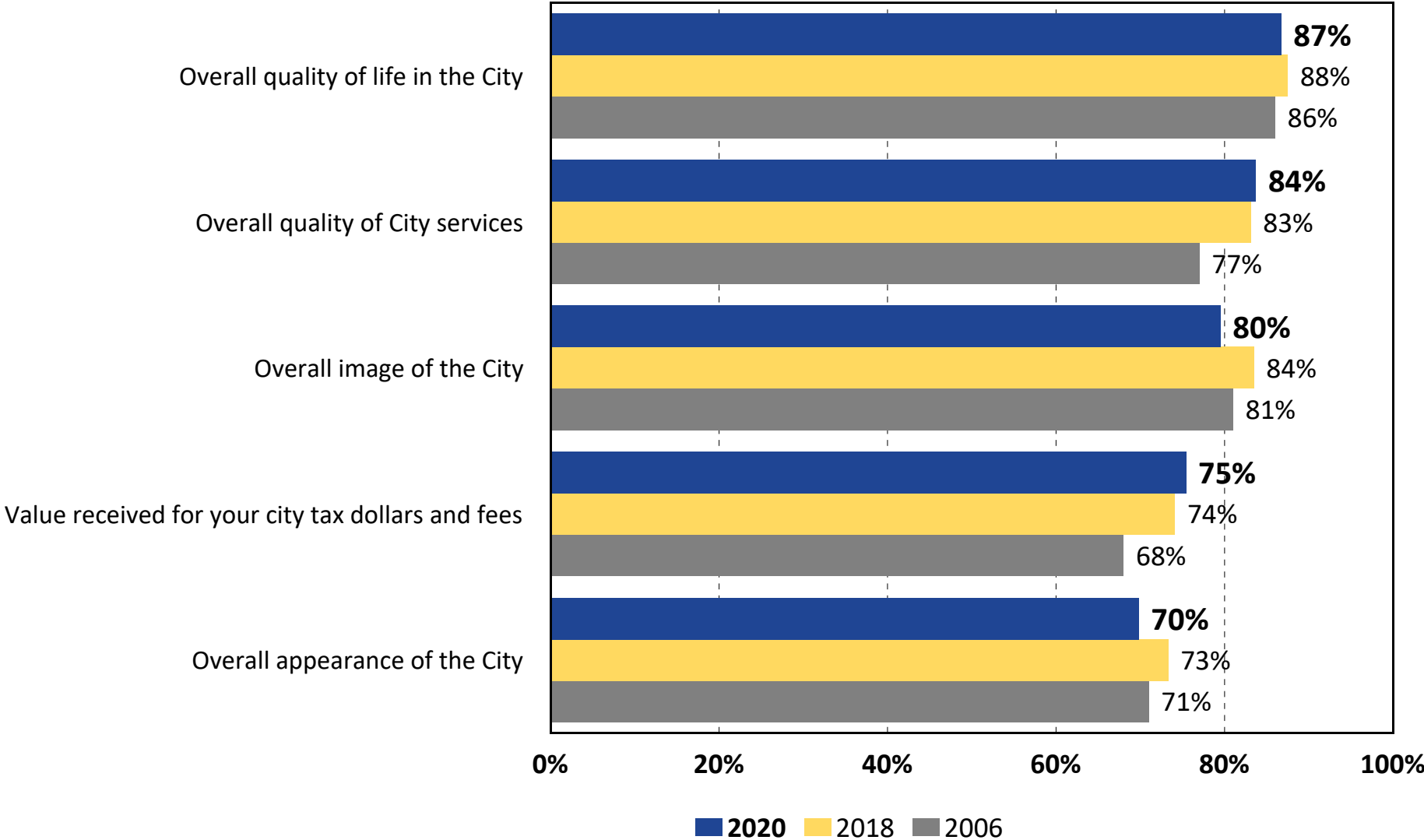
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Perceptions of the City of Auburn (2006, 2018 & 2020)

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



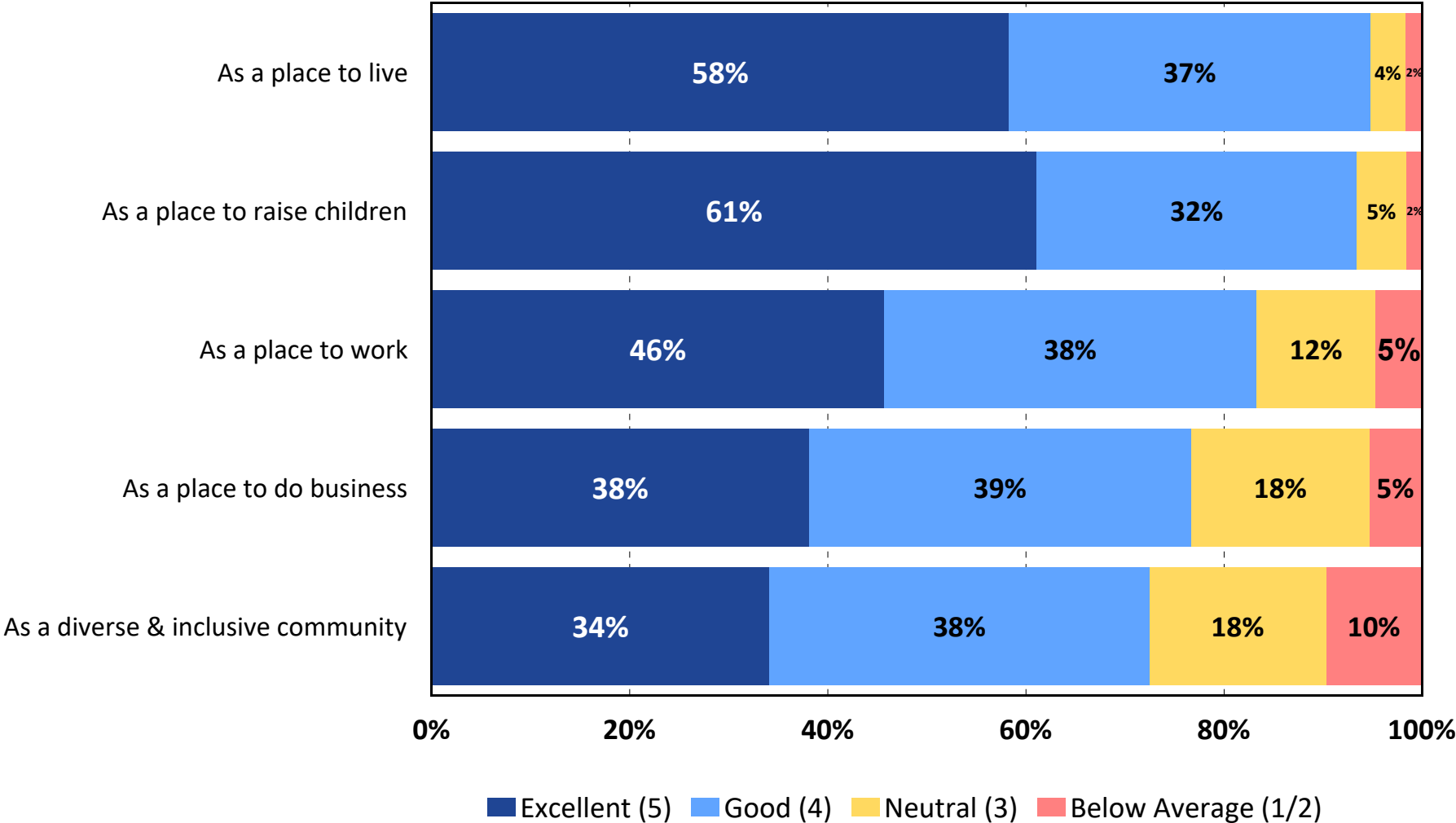
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q4. Quality of Life in the City of Auburn

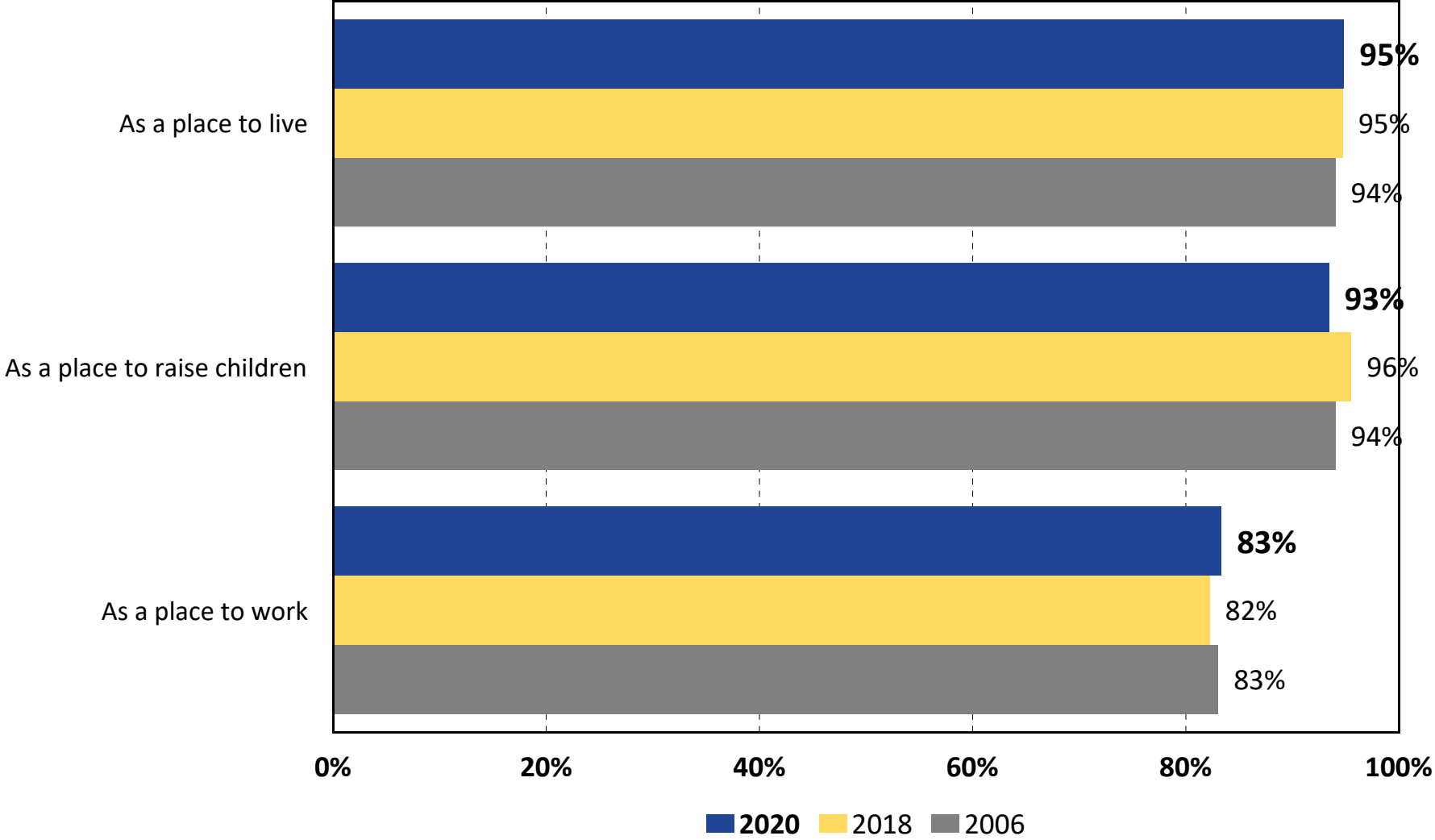
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Ratings of the Quality of Life in the City of Auburn (2006, 2018 & 2020)

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 (2020)

ETC Institute (2020)

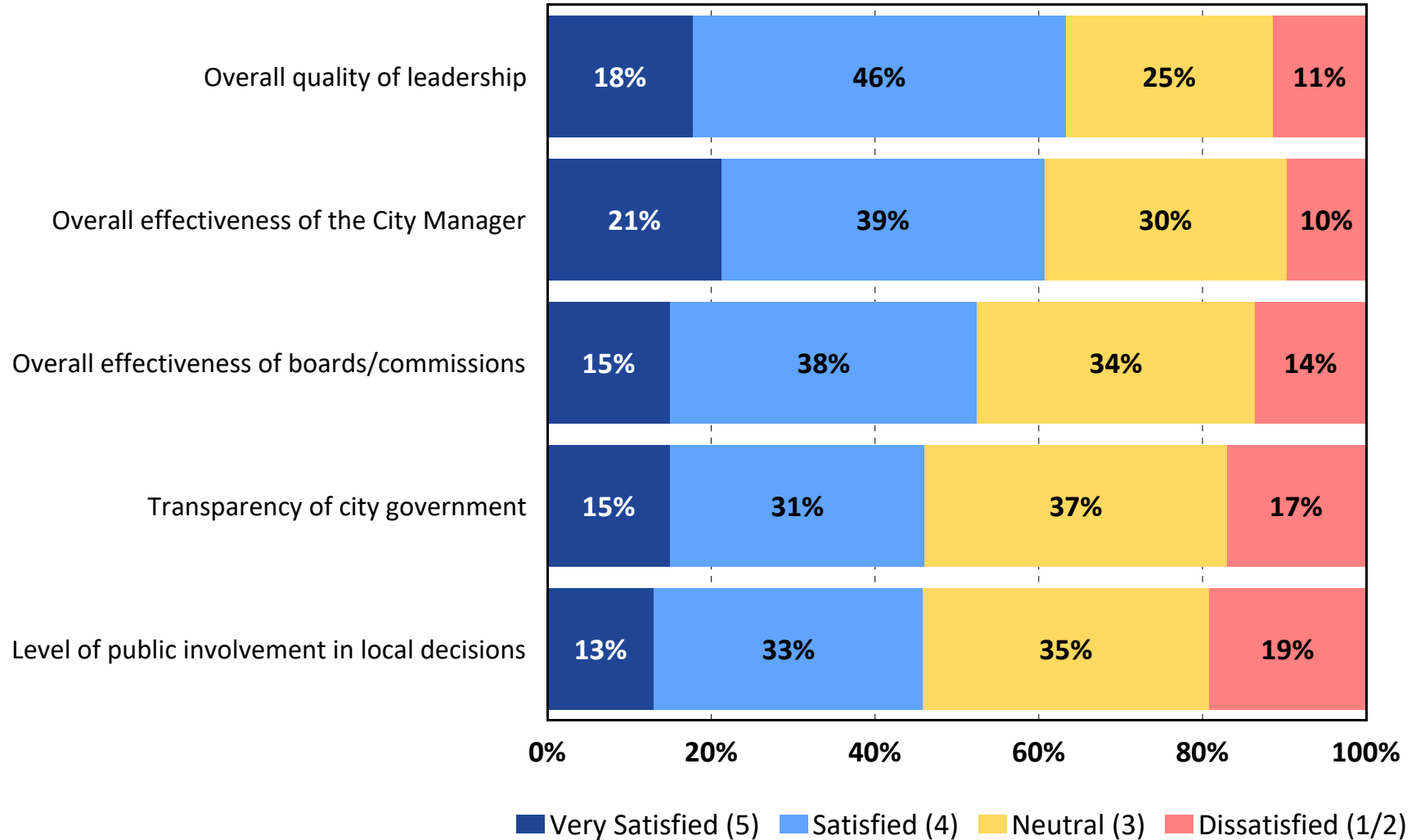
CITY LEADERSHIP

Source: ETC Institute (2020)

ETC Institute (2020)

Satisfaction with City Leadership

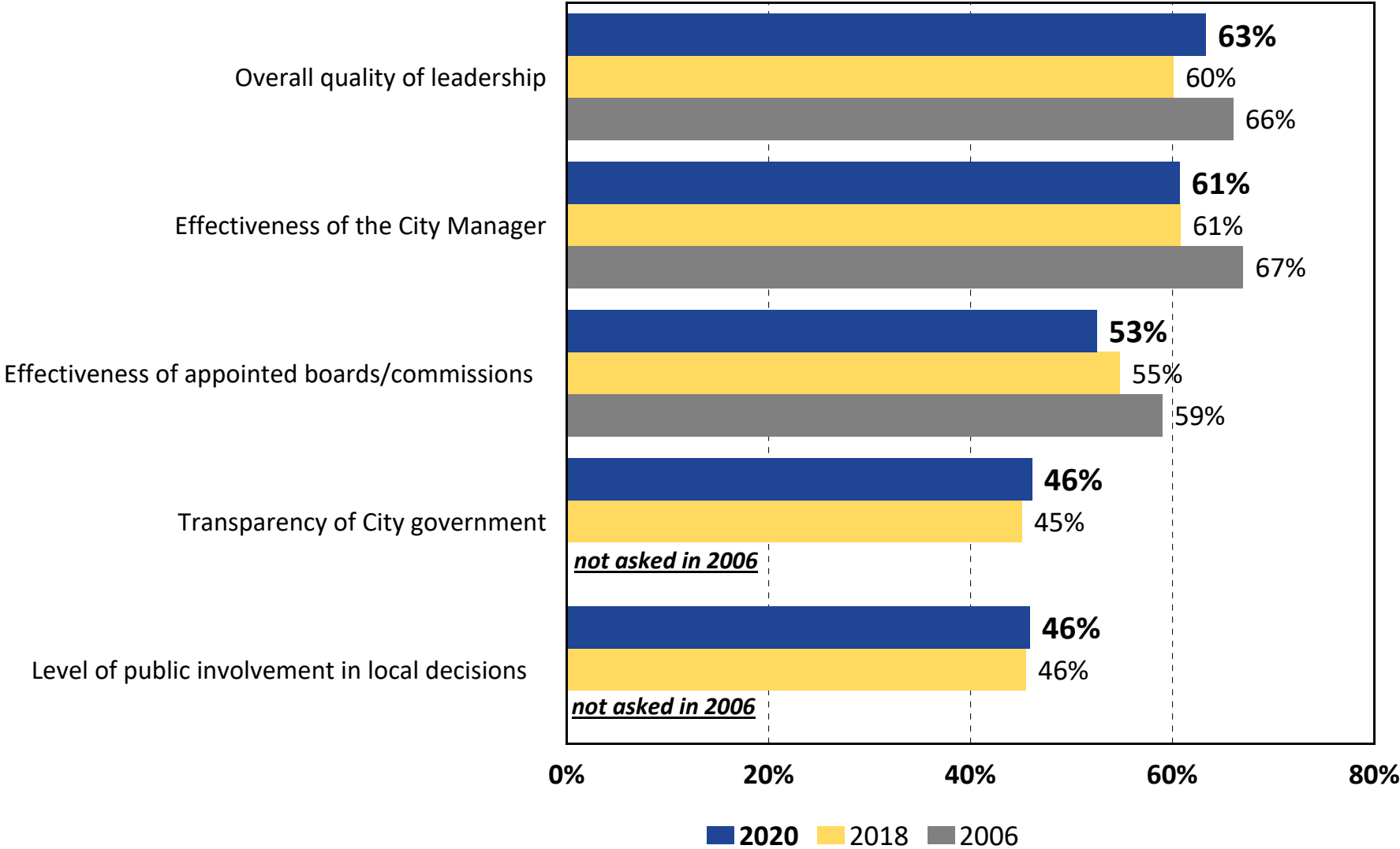
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with City Leadership (2006, 2018 & 2020)

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 (2020)

ETC Institute (2020)

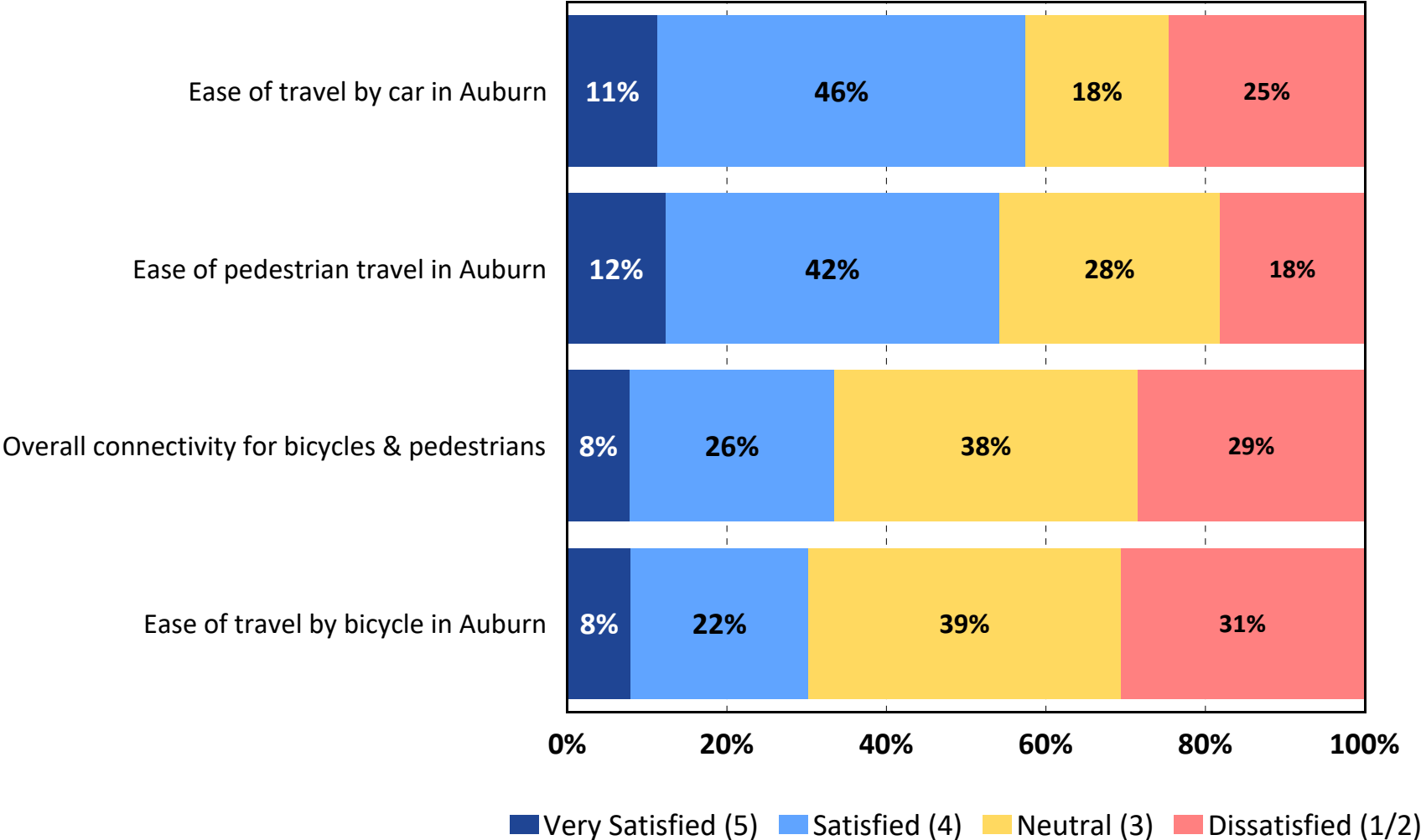
TRAFFIC FLOW and TRANSPORTATION

Source: ETC Institute (2020)

ETC Institute (2020)

Q6. Satisfaction with Traffic Flow and Transportation

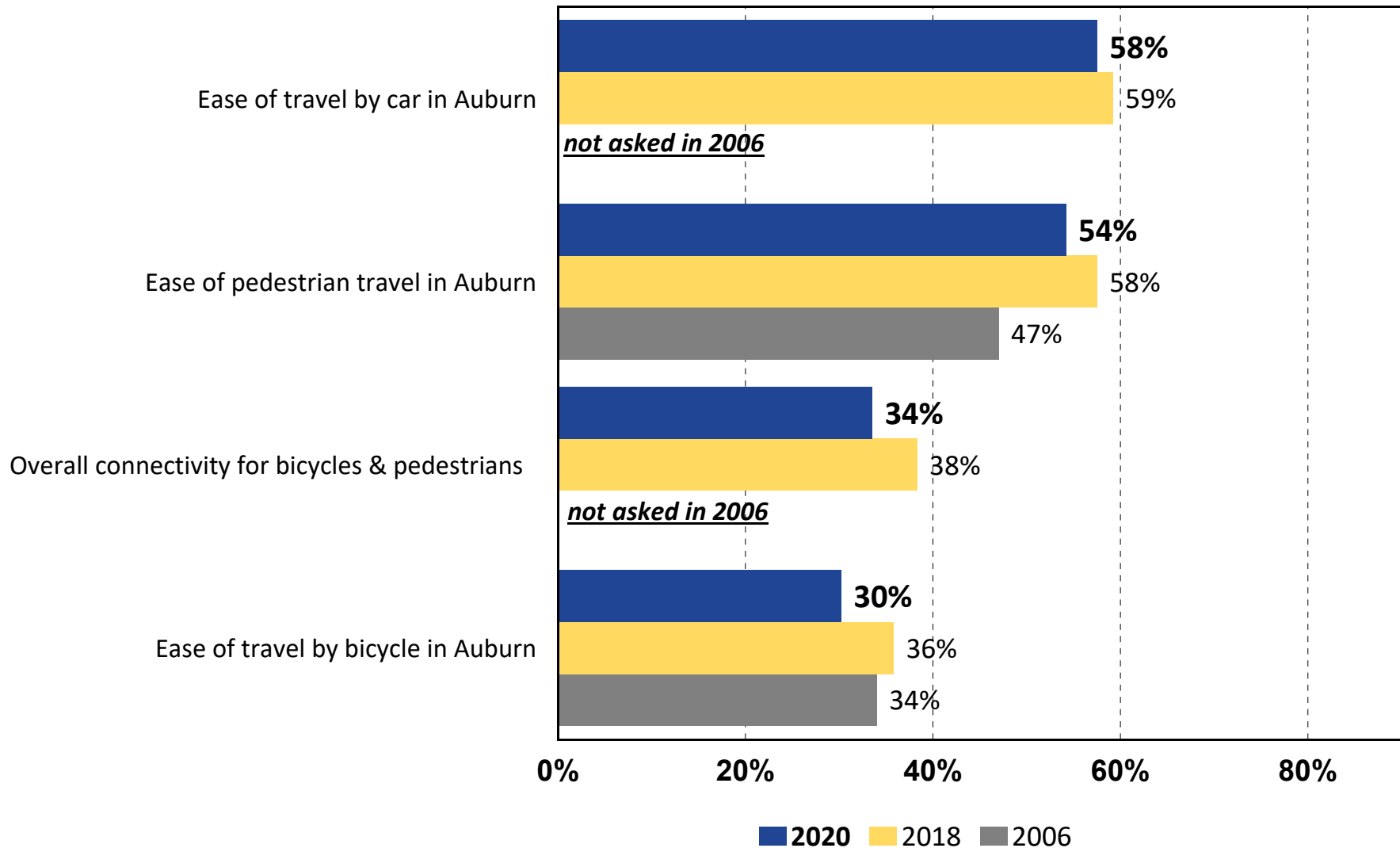
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Traffic Flow and Transportation (2006, 2018 & 2020)

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 (2020)

ETC Institute (2020)

TRENDS

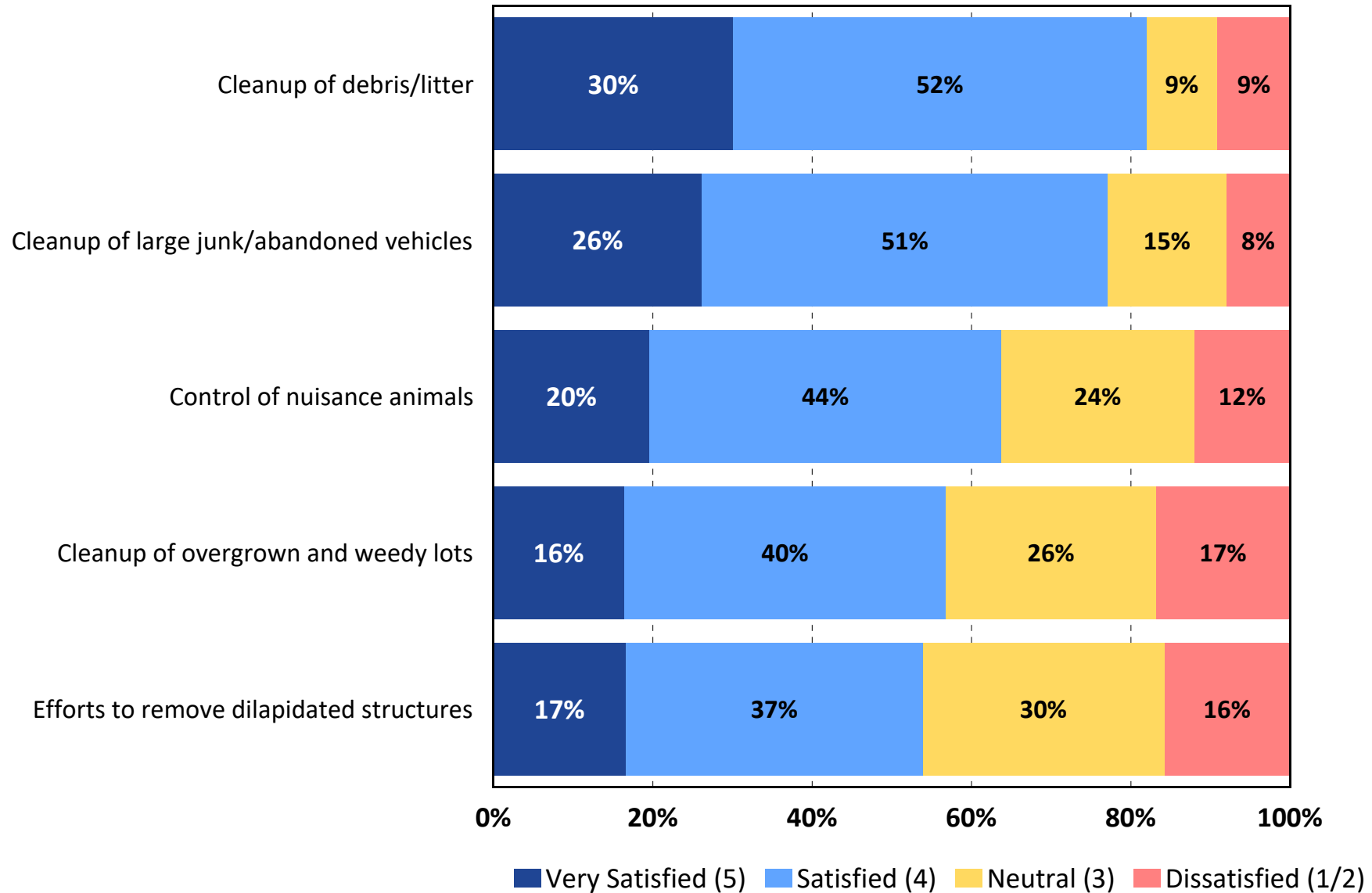
CODE ENFORCEMENT

Source: ETC Institute (2020)

ETC Institute (2020)

Q7. Satisfaction with Code Enforcement

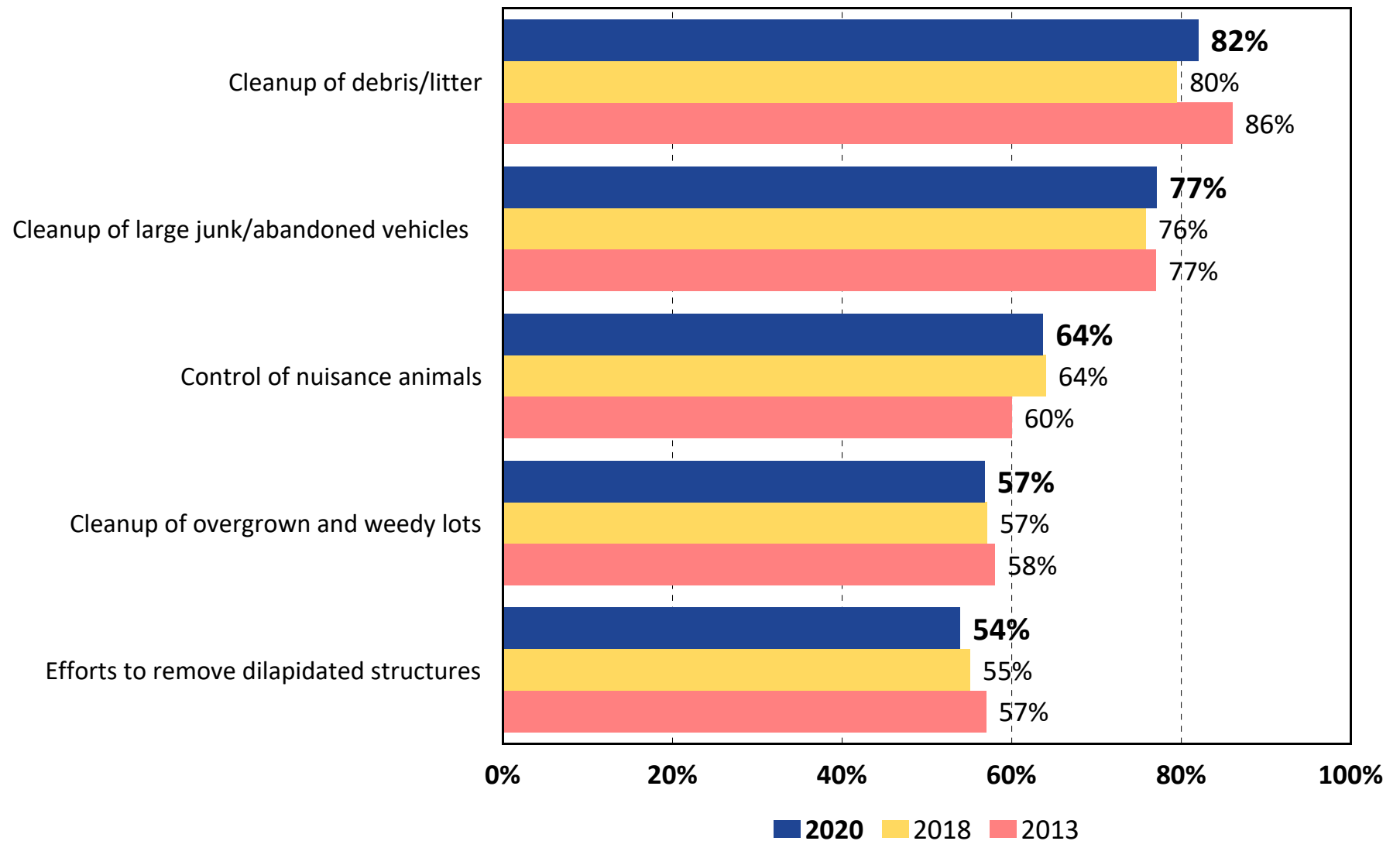
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Code Enforcement (2013, 2018 & 2020)

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



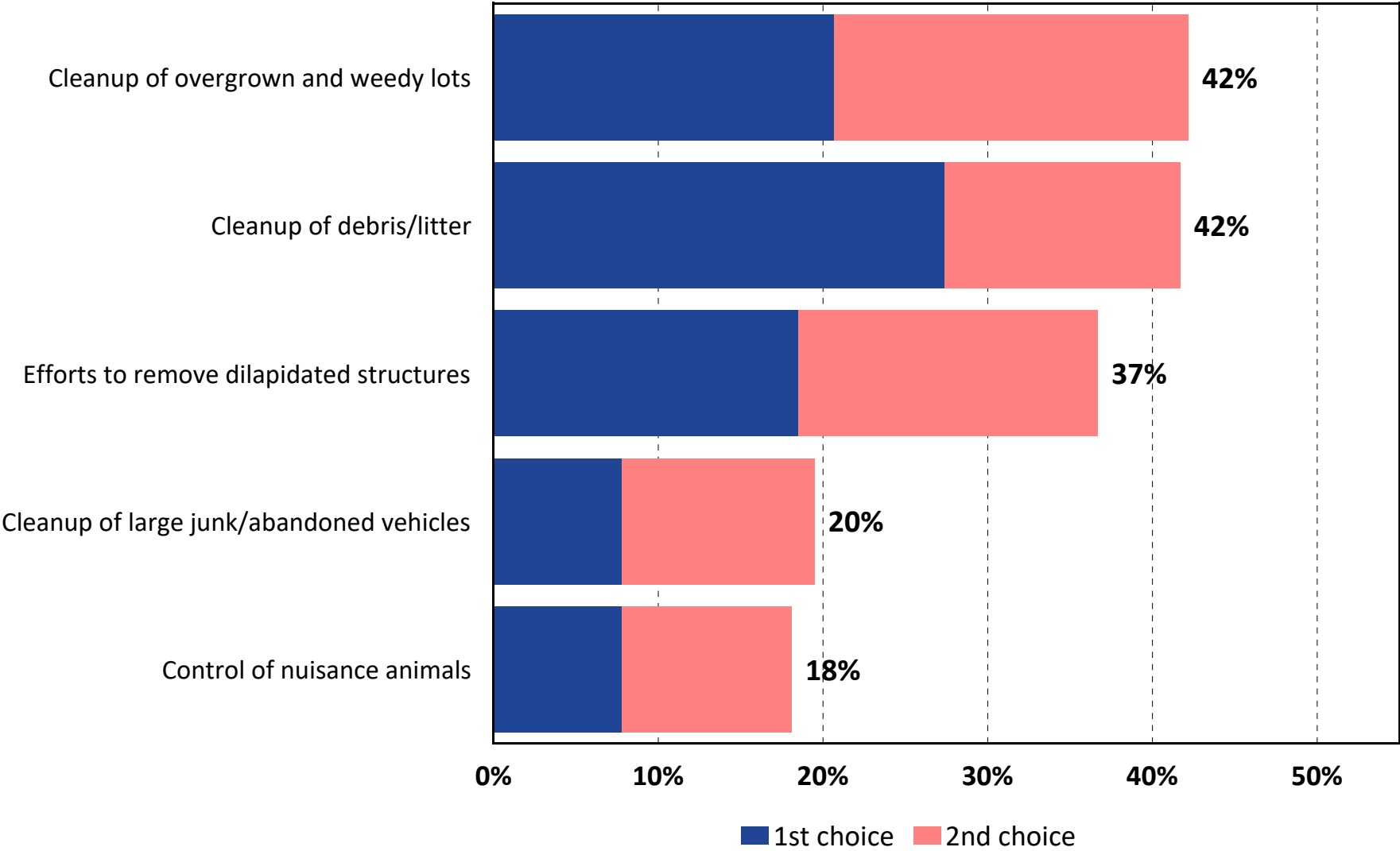
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q8. Code Enforcement Services That Should Be Emphasized Most Over the Next Two Years

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



Source: ETC Institute (2020)

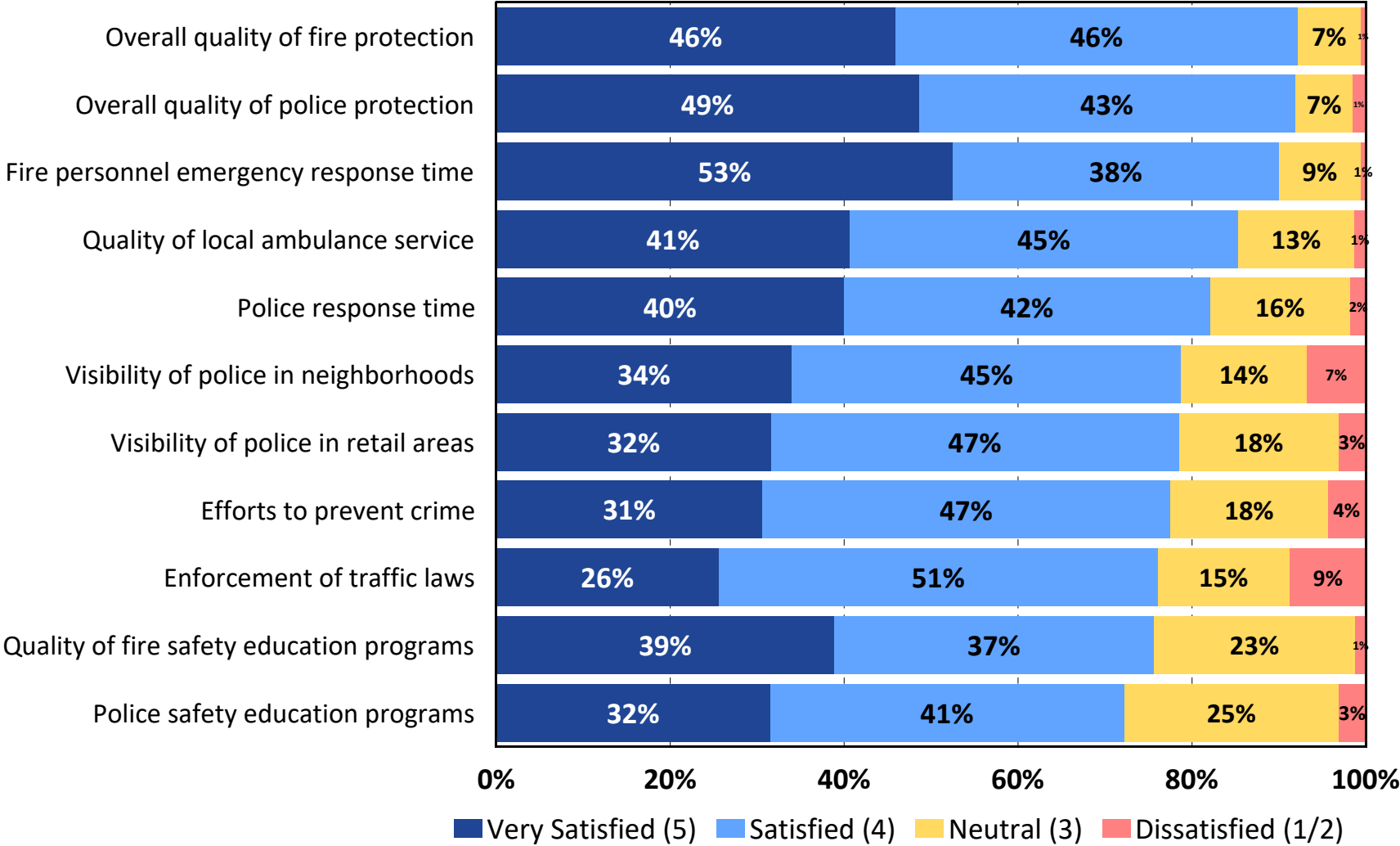
PUBLIC SAFETY

Source: ETC Institute (2020)

ETC Institute (2020)

Q9. Satisfaction with Public Safety

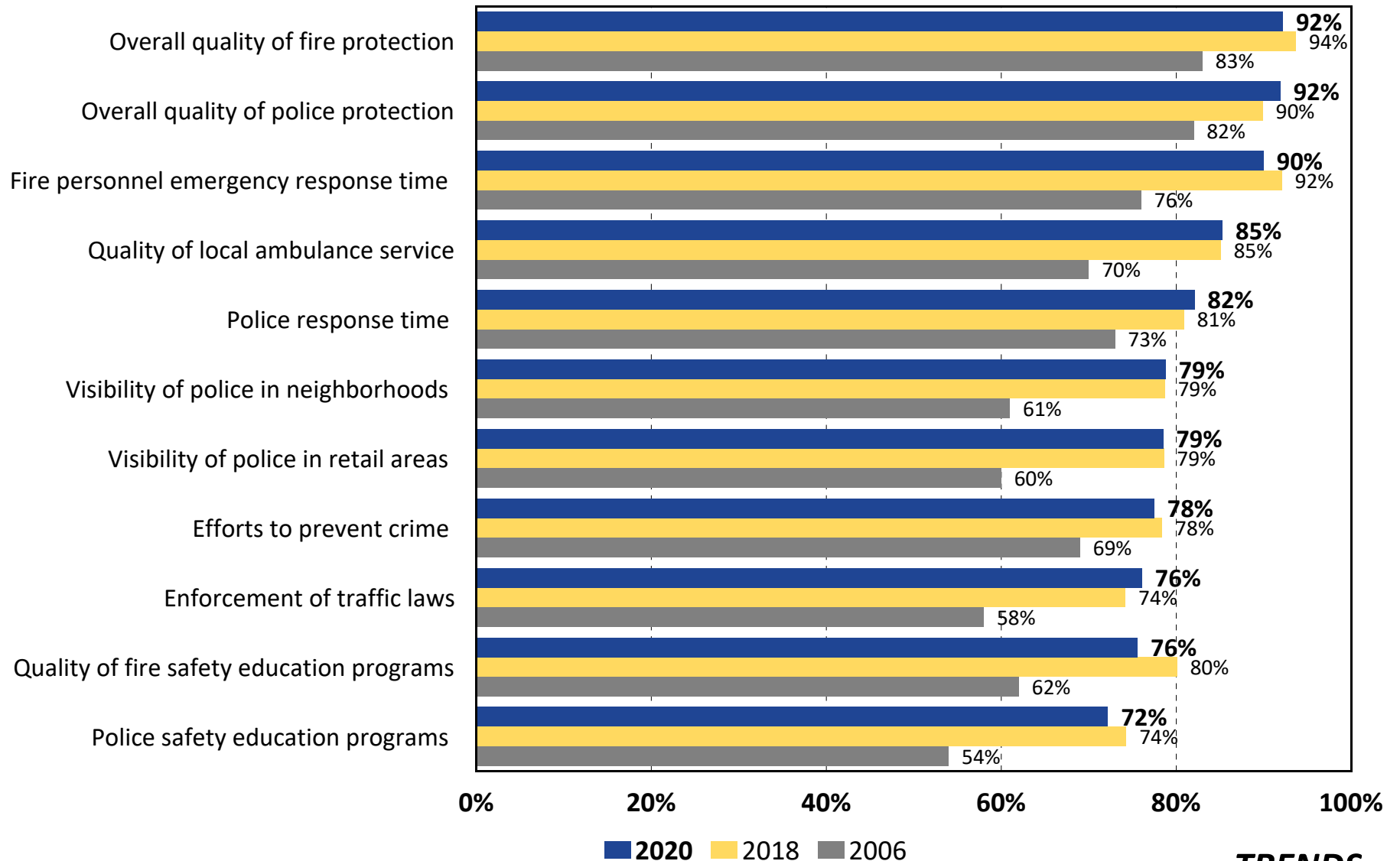
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Overall Satisfaction with Public Safety Services (2006, 2018 & 2020)

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



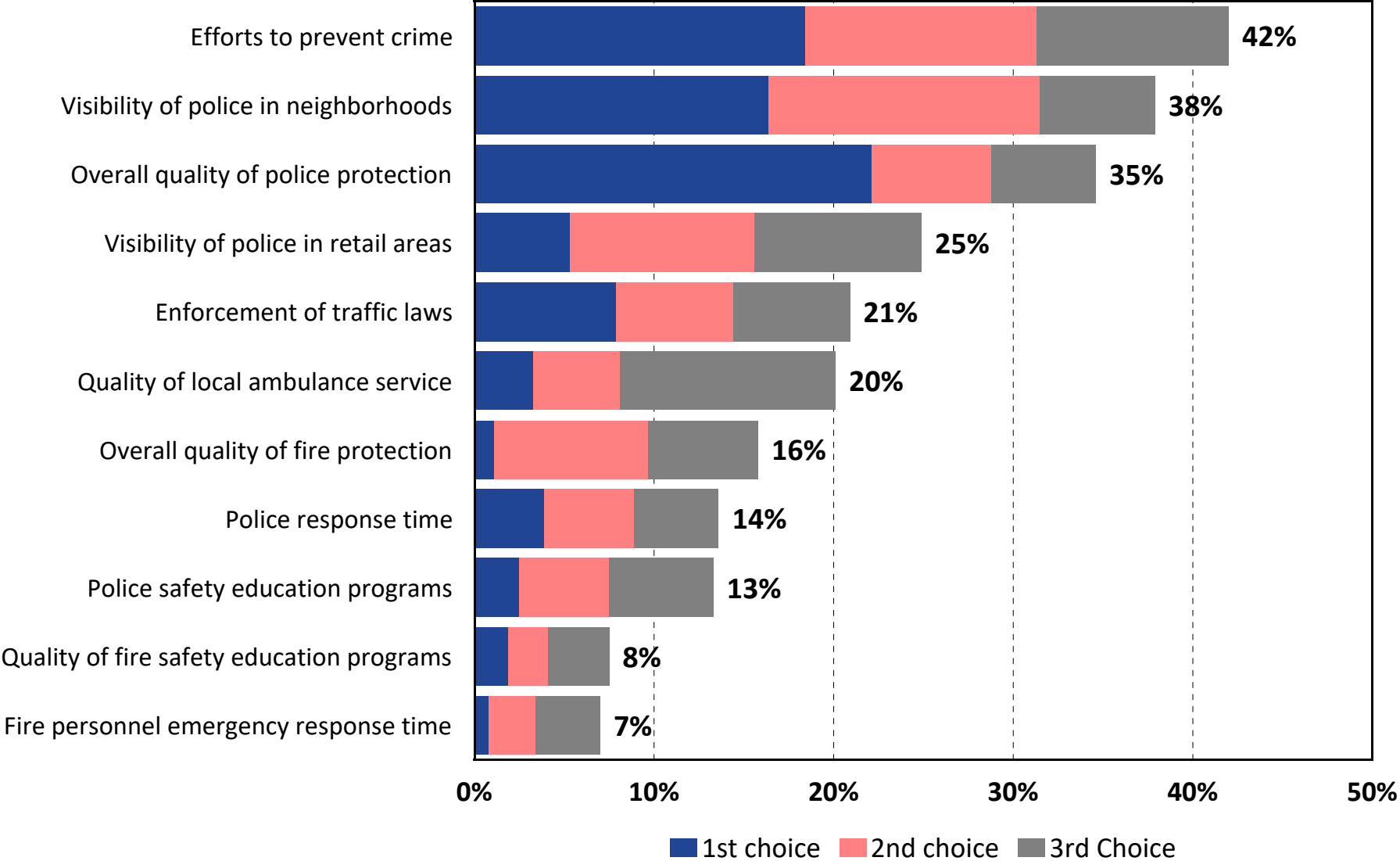
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q10. Public Safety 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 three choices



Source: ETC Institute (2020)

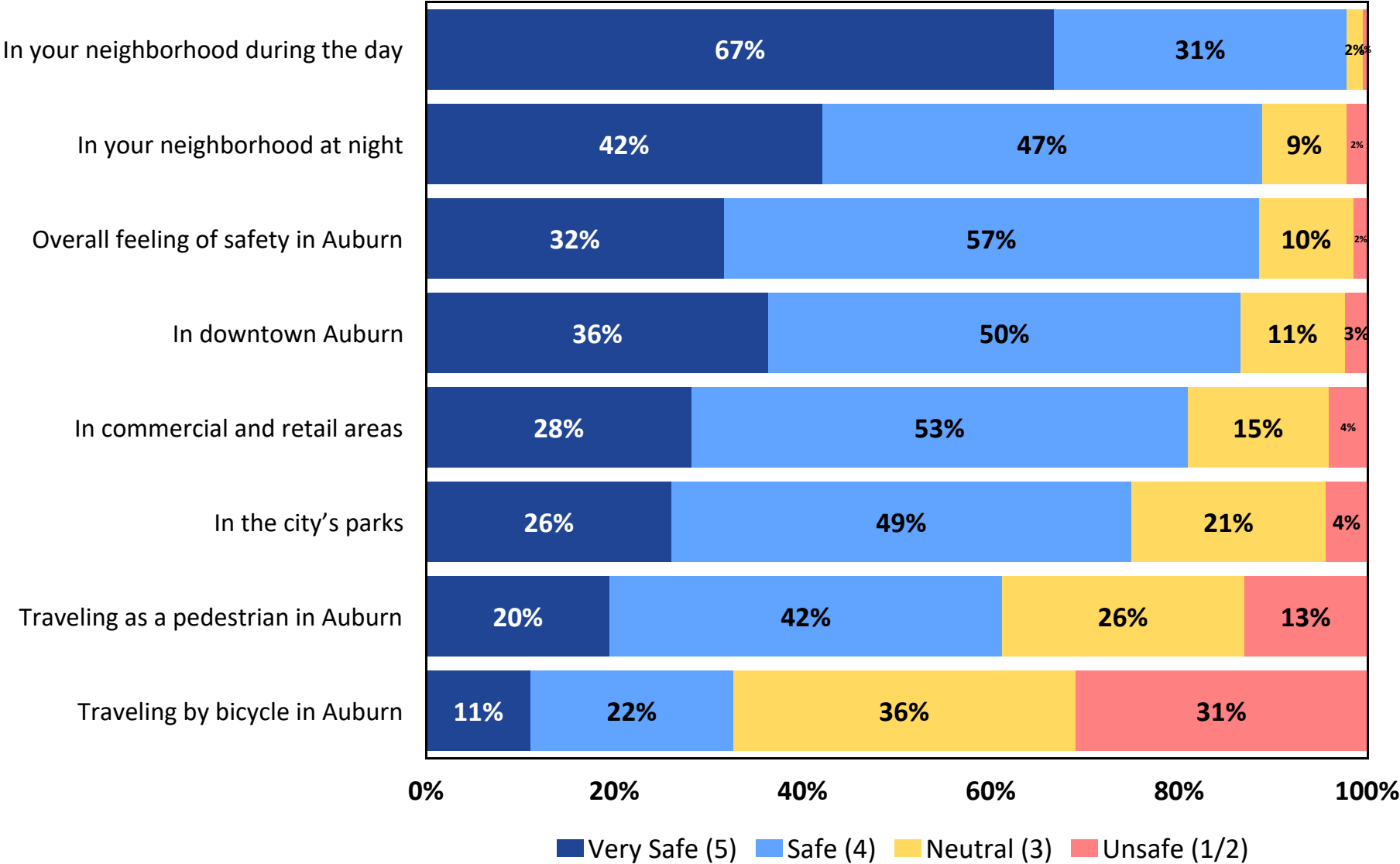
FEELING OF SAFETY

Source: ETC Institute (2020)

ETC Institute (2020)

Q11. Feeling of Safety in the City of Auburn

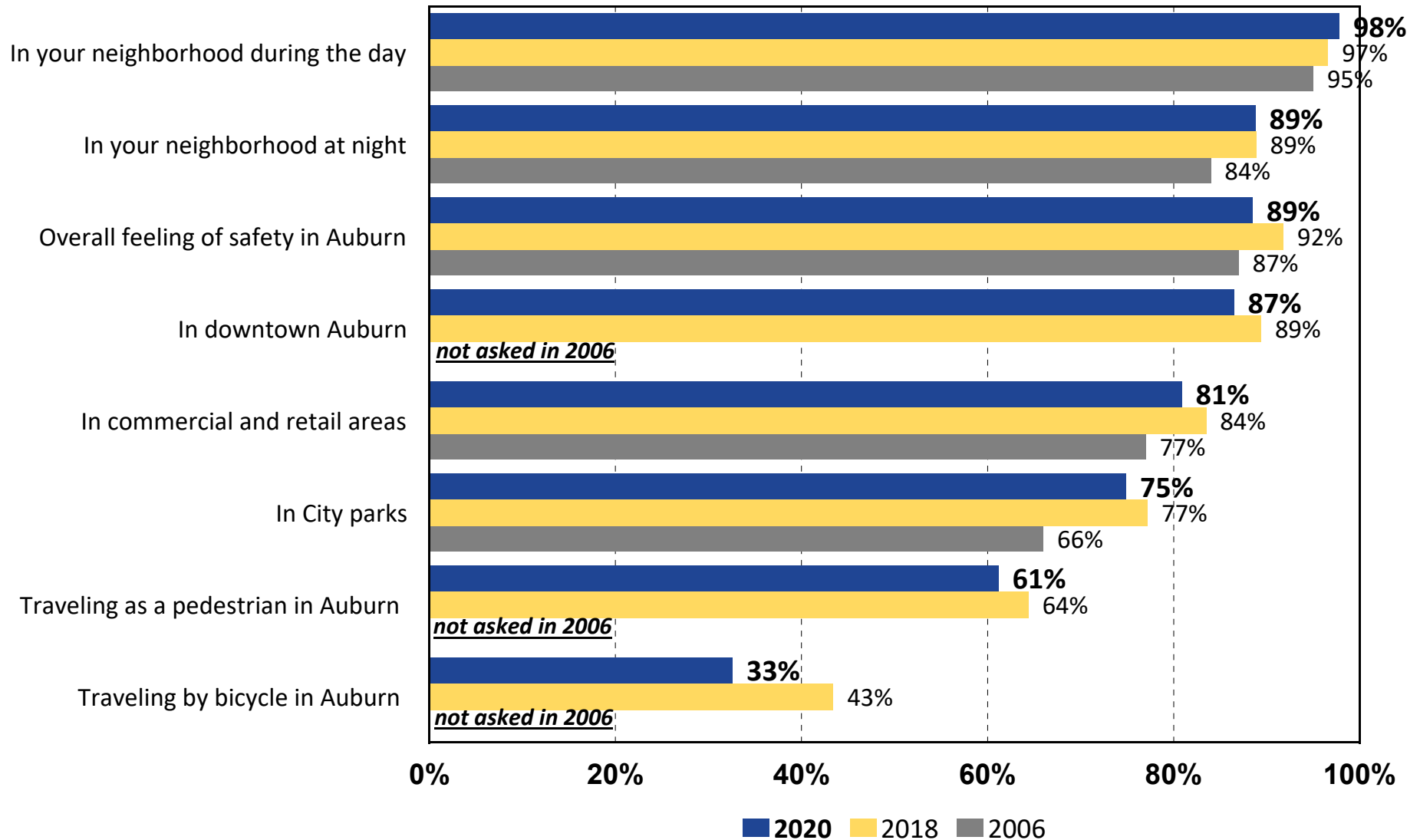
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Feeling of Safety in the City of Auburn (2006, 2018 & 2020)

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 (2020)

TRENDS

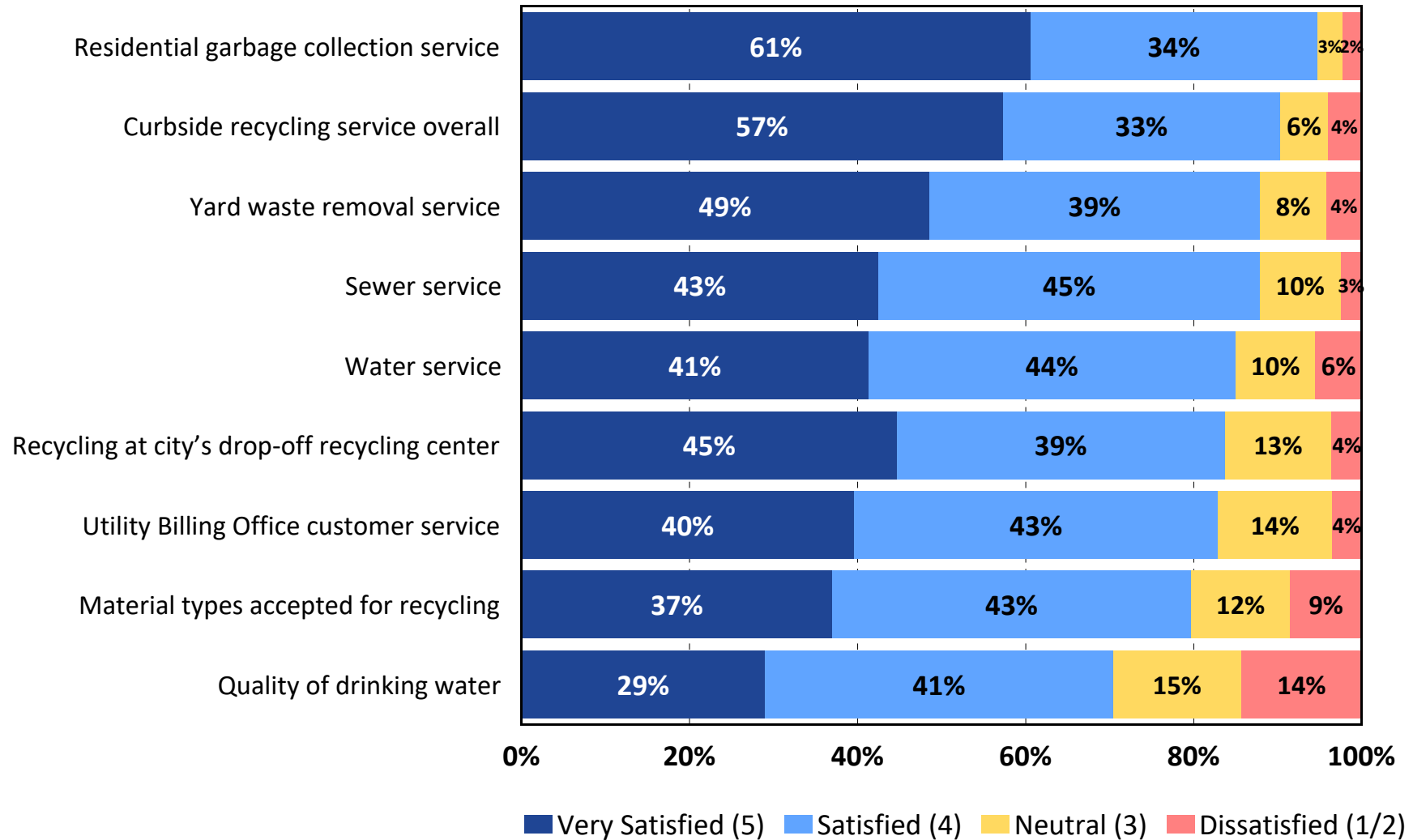
GARBAGE, RECYCLING, SEWER AND WATER SERVICES

Source: ETC Institute (2020)

ETC Institute (2020)

Q12. Satisfaction with Garbage, Recycling, Sewer and Water Services

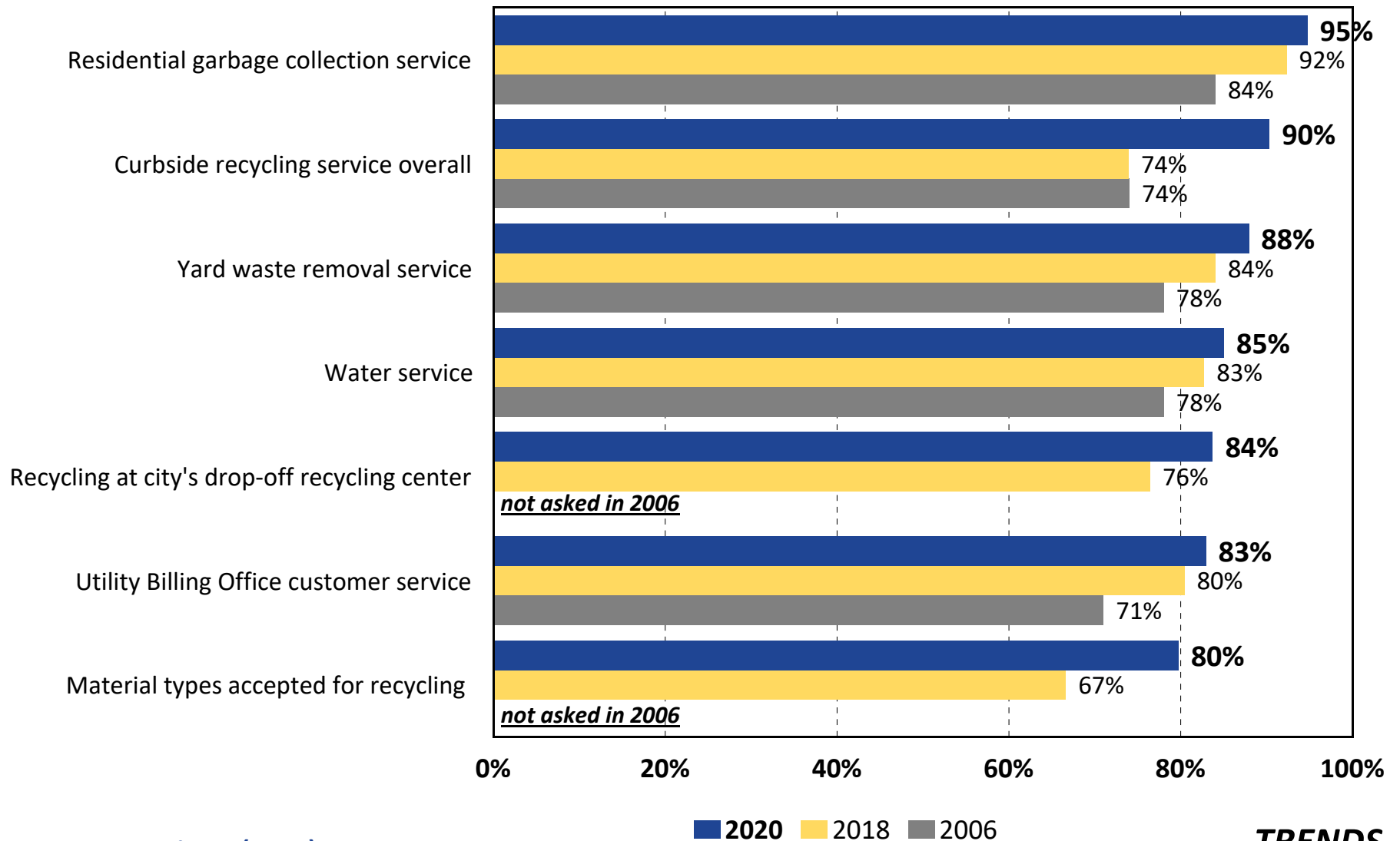
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Garbage, Recycling, Sewer and Water Services (2006, 2018 & 2020)

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



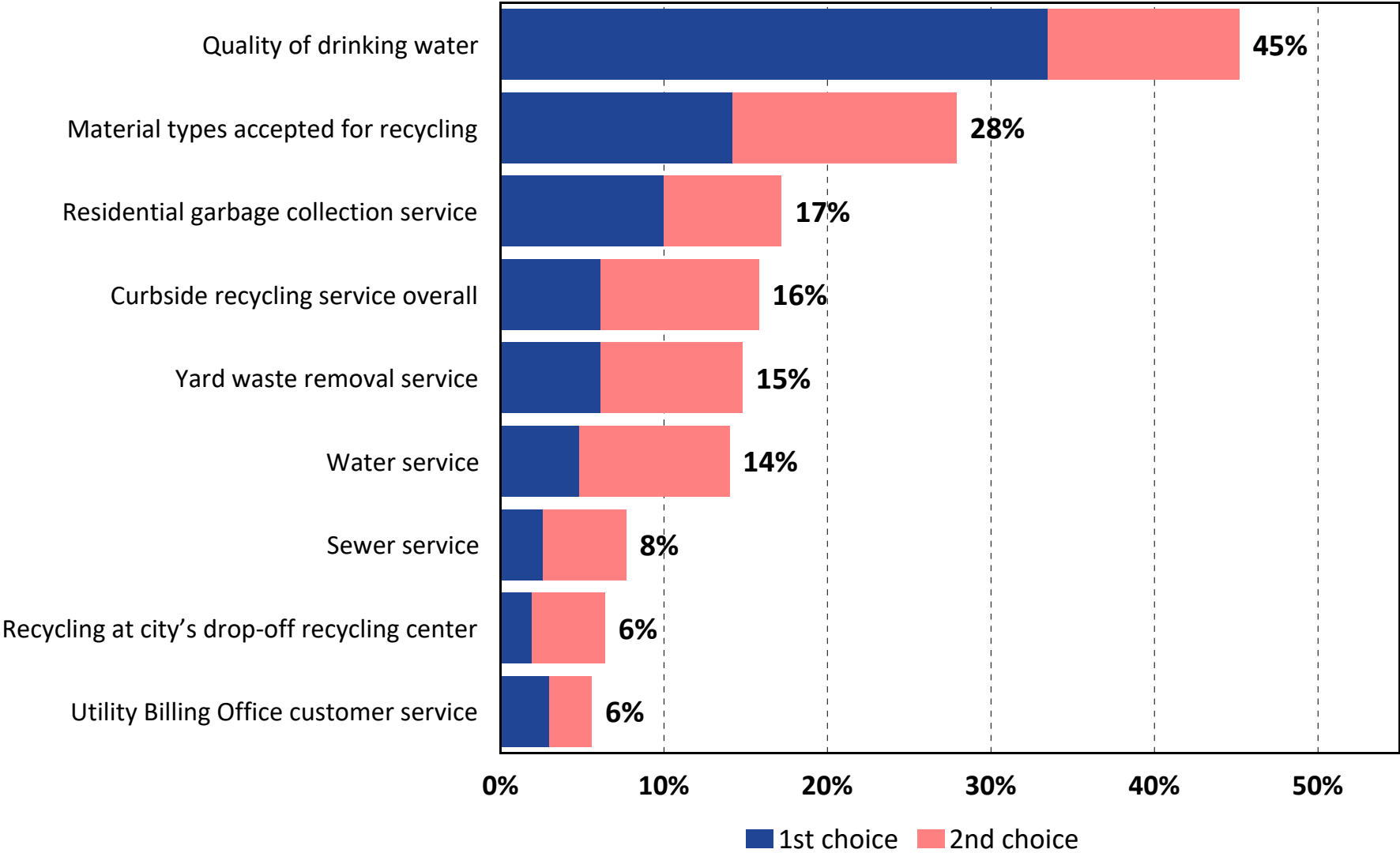
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q13. Garbage, Recycling, Sewer and Water Services That Should Be Emphasized Most Over the Next Two Years

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



Source: ETC Institute (2020)

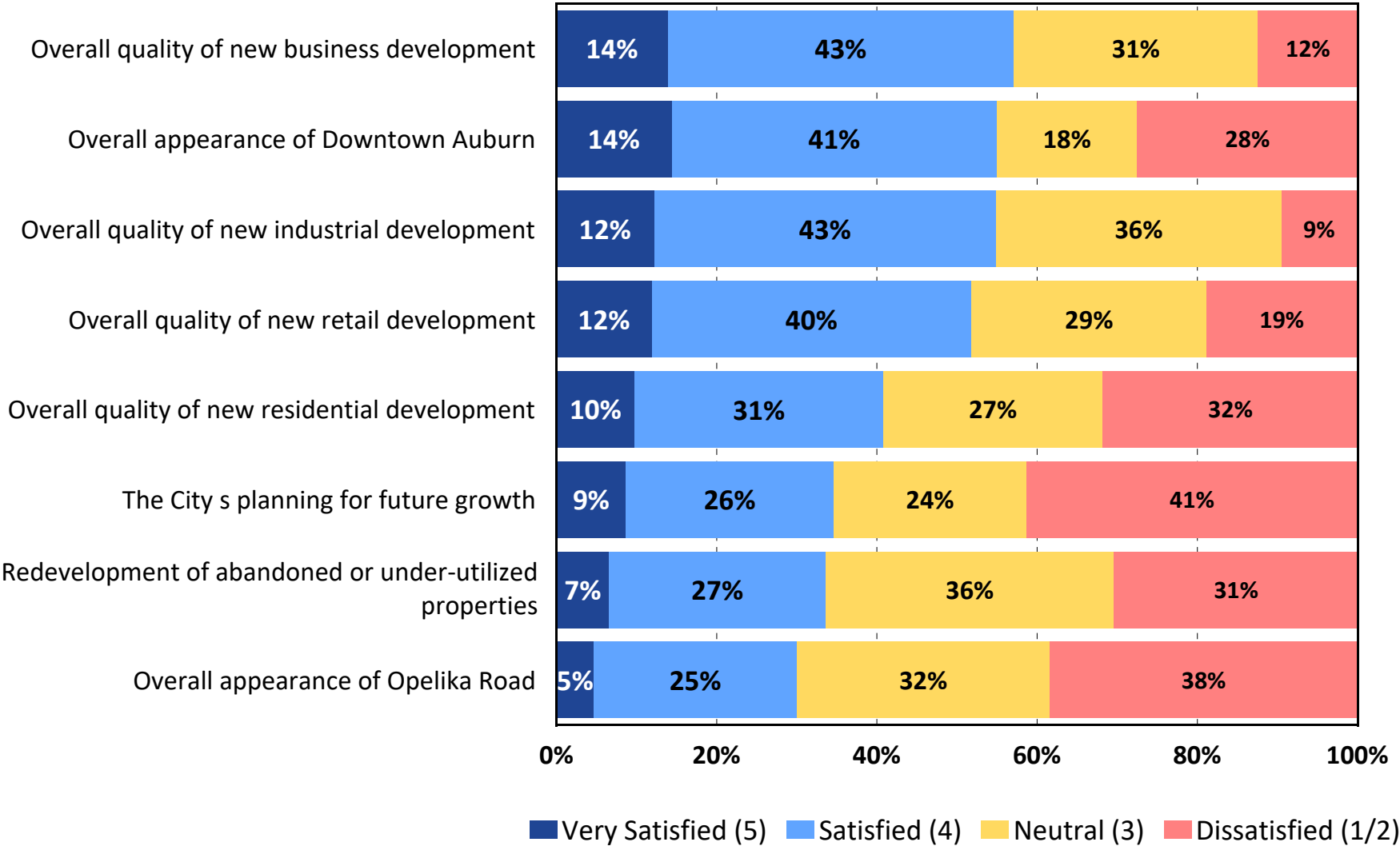
DEVELOPMENT AND REDEVELOPMENT IN THE CITY

Source: ETC Institute (2020)

ETC Institute (2020)

Q14. Satisfaction with Development and Redevelopment in the City

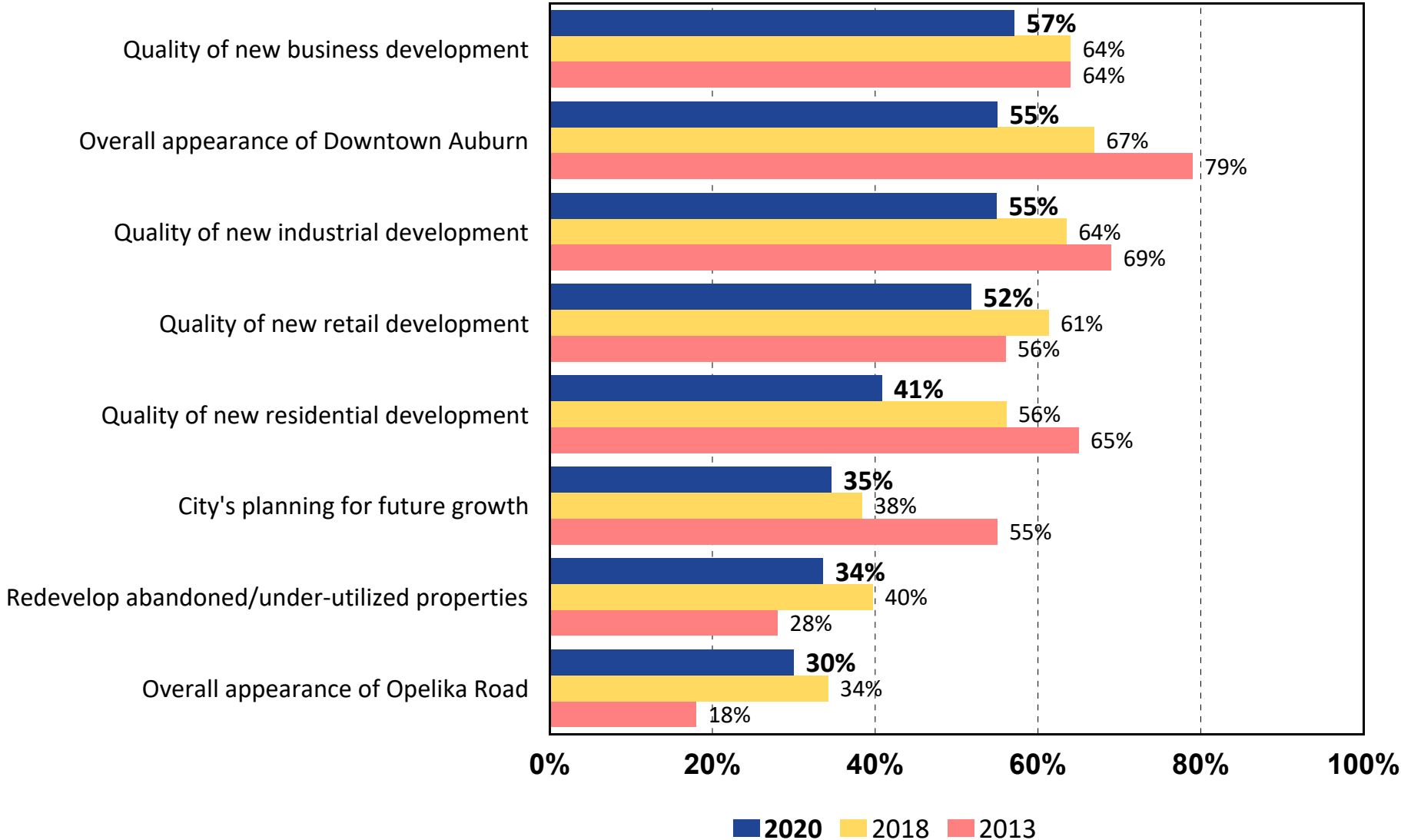
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Development and Redevelopment in the City (2013, 2018 & 2020)

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

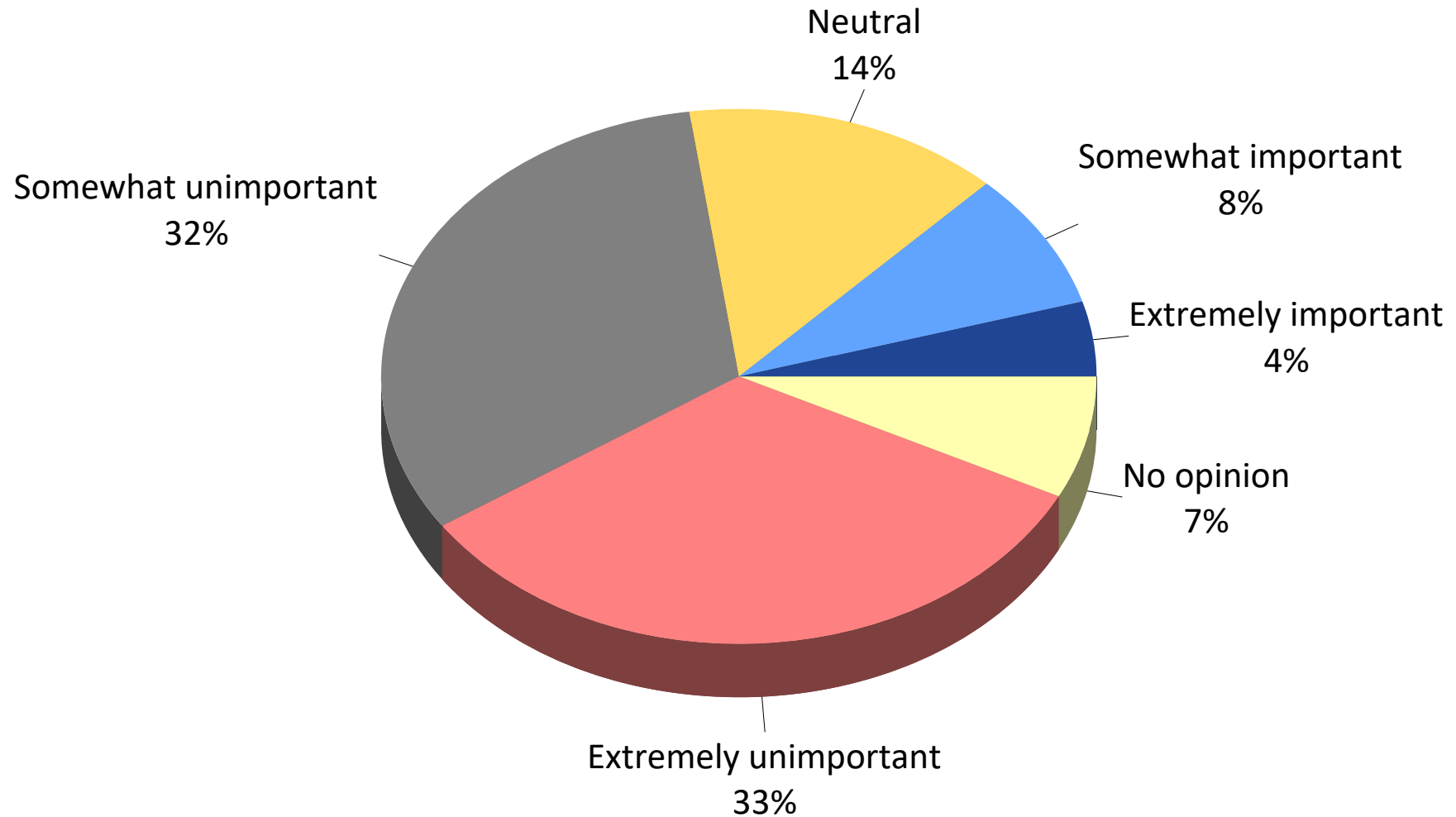


Source: ETC Institute (2020)

TRENDS

Q15. Importance of the City Investing in the Acquisition and Rehabilitation of Historically Significant Buildings for Public Use

by percentage of residents surveyed

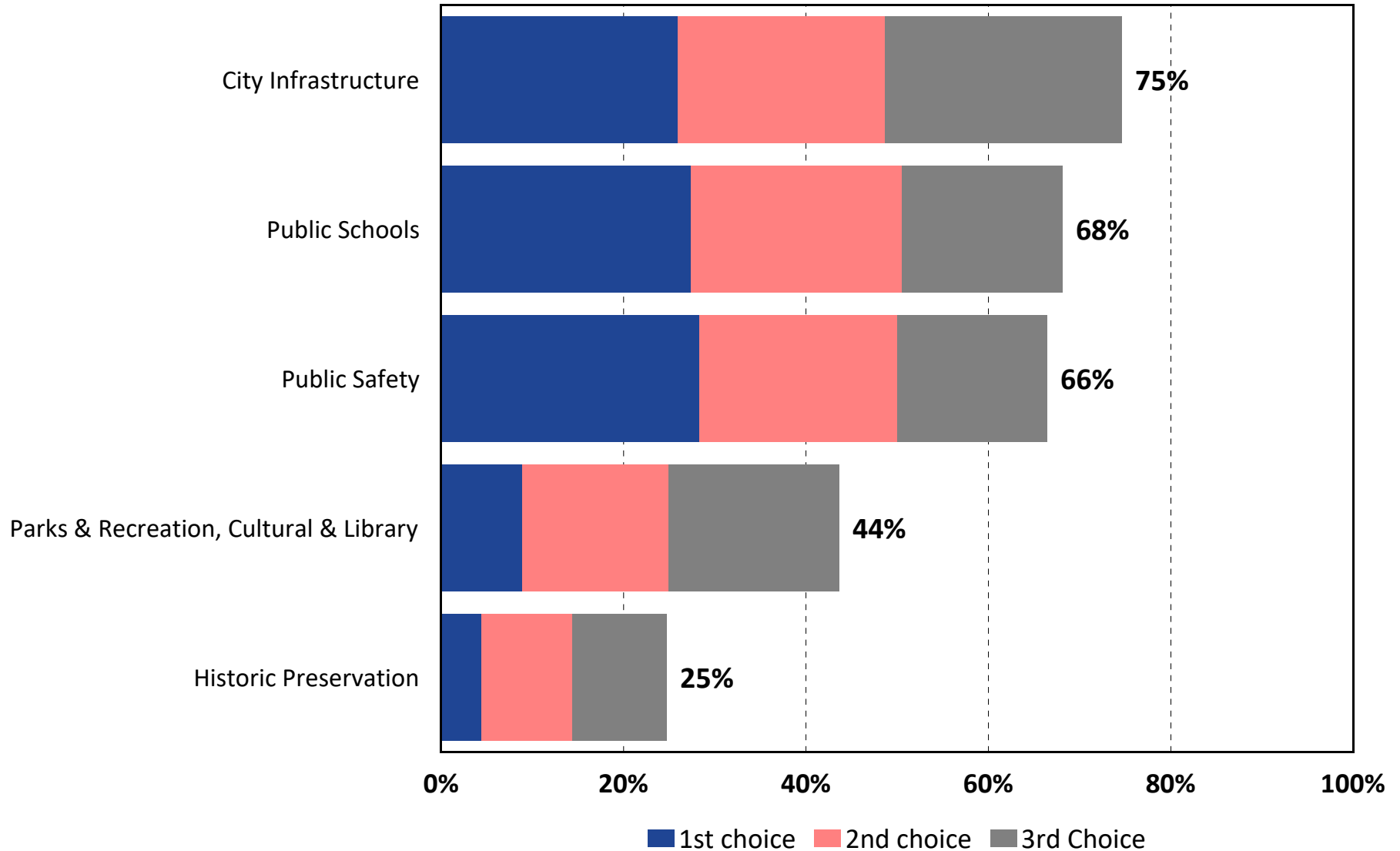


Source: ETC Institute (2020)

ETC Institute (2020)

Q16. Services That Should Receive the Most Funding 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 (2020)

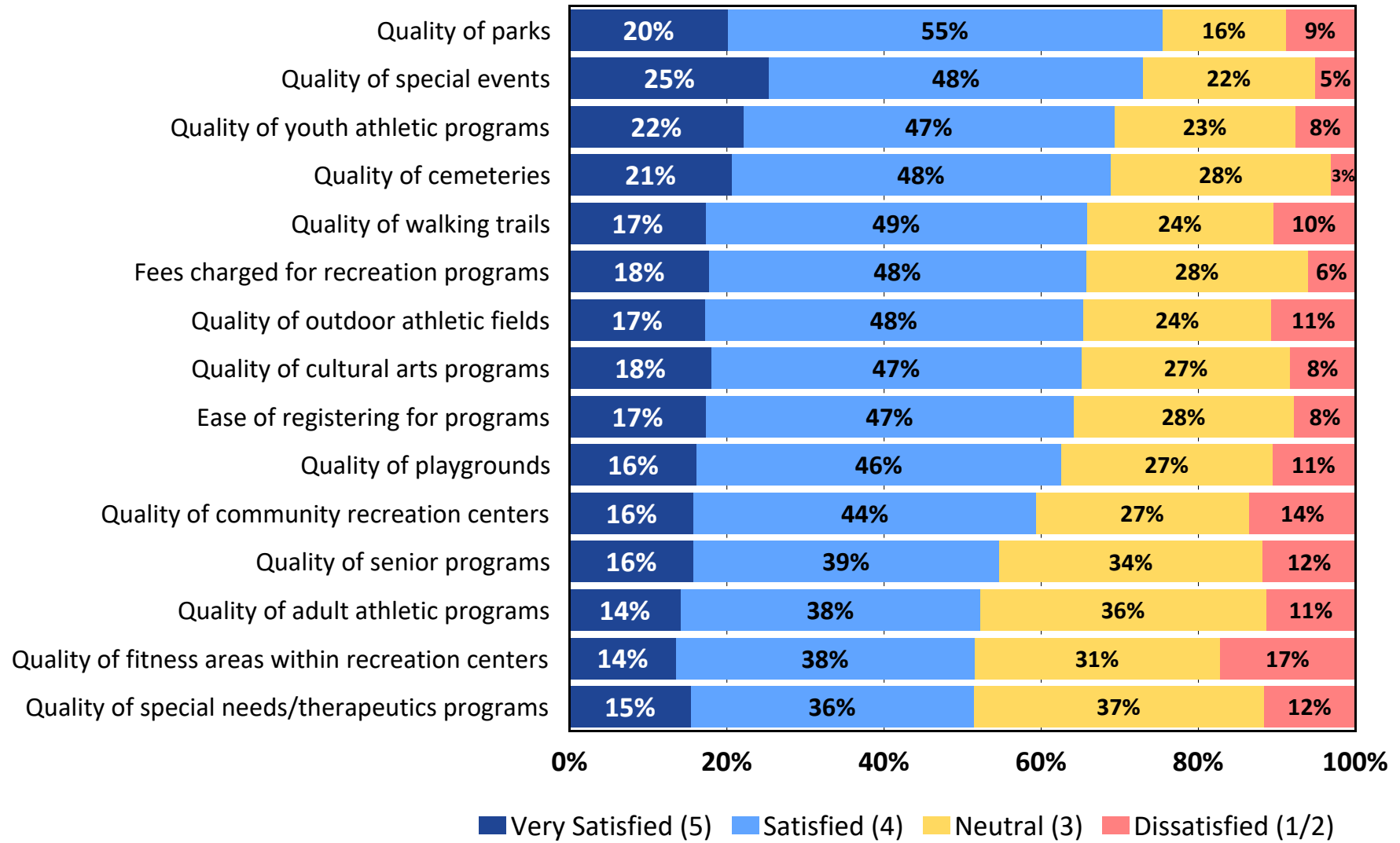
PARKS & RECREATION

Source: ETC Institute (2020)

ETC Institute (2020)

Q17. Satisfaction with Parks and Recreation

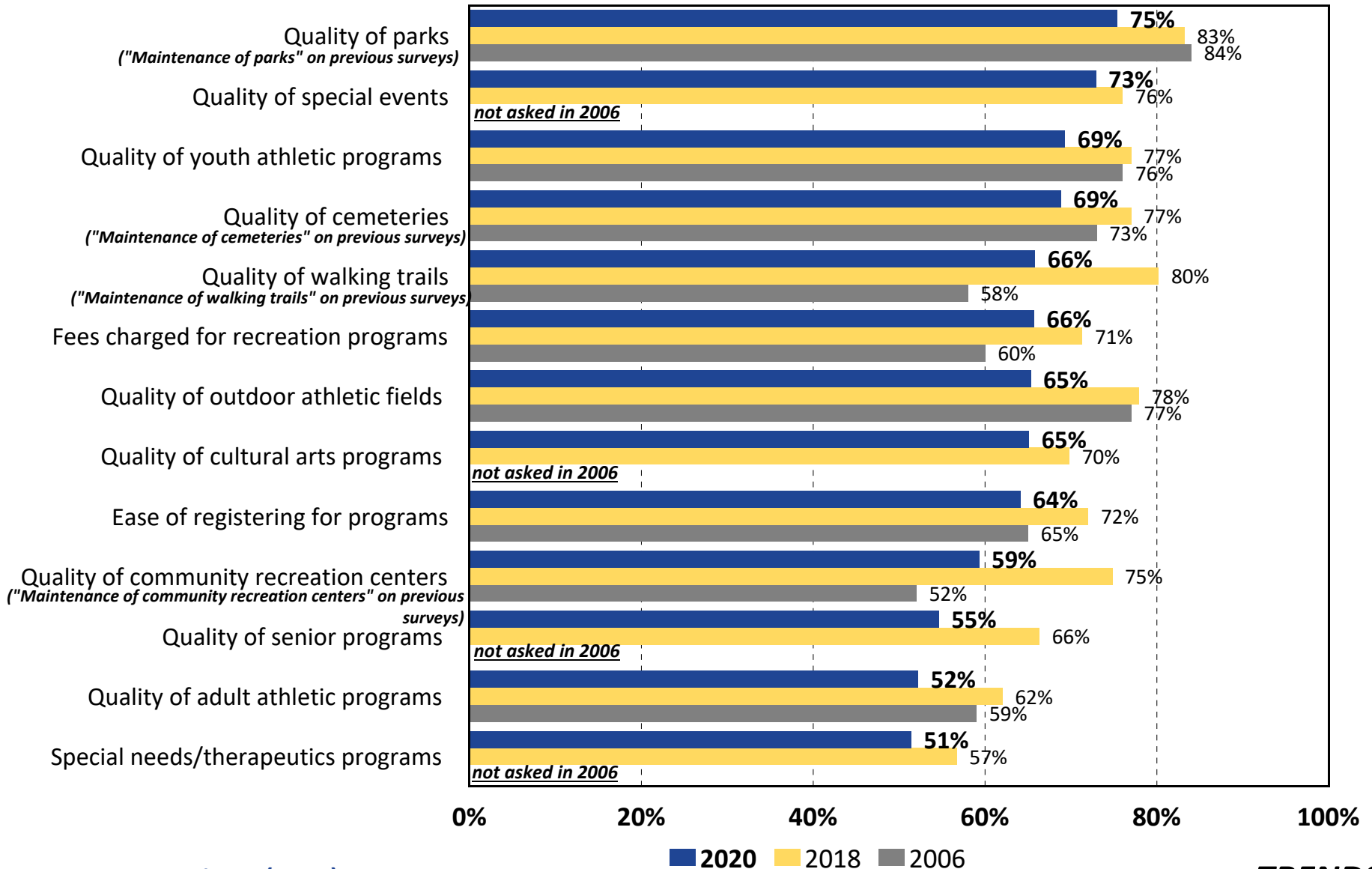
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Parks and Recreation (2006, 2018 & 2020)

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



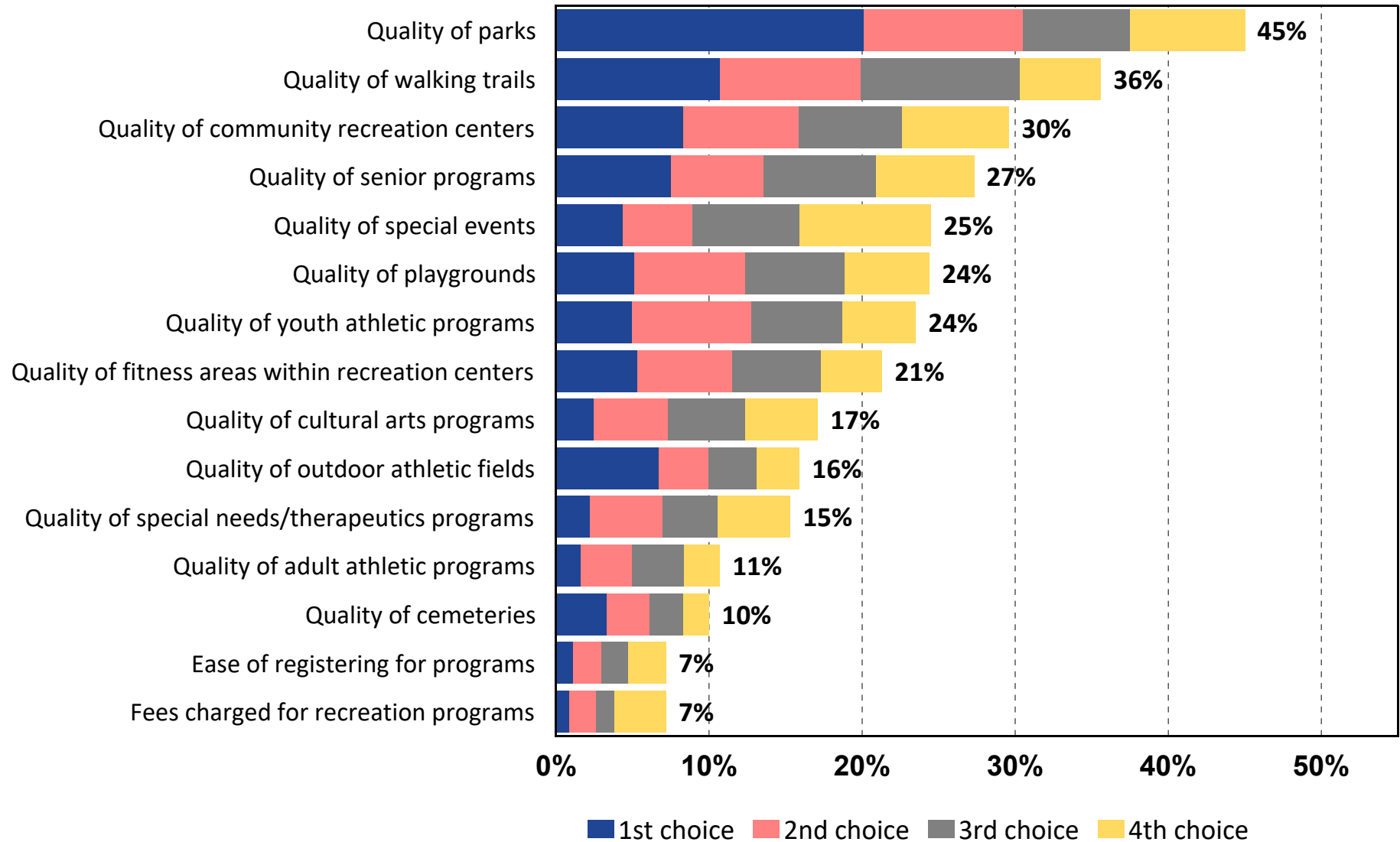
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q18. Parks and Recreation 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 four choices

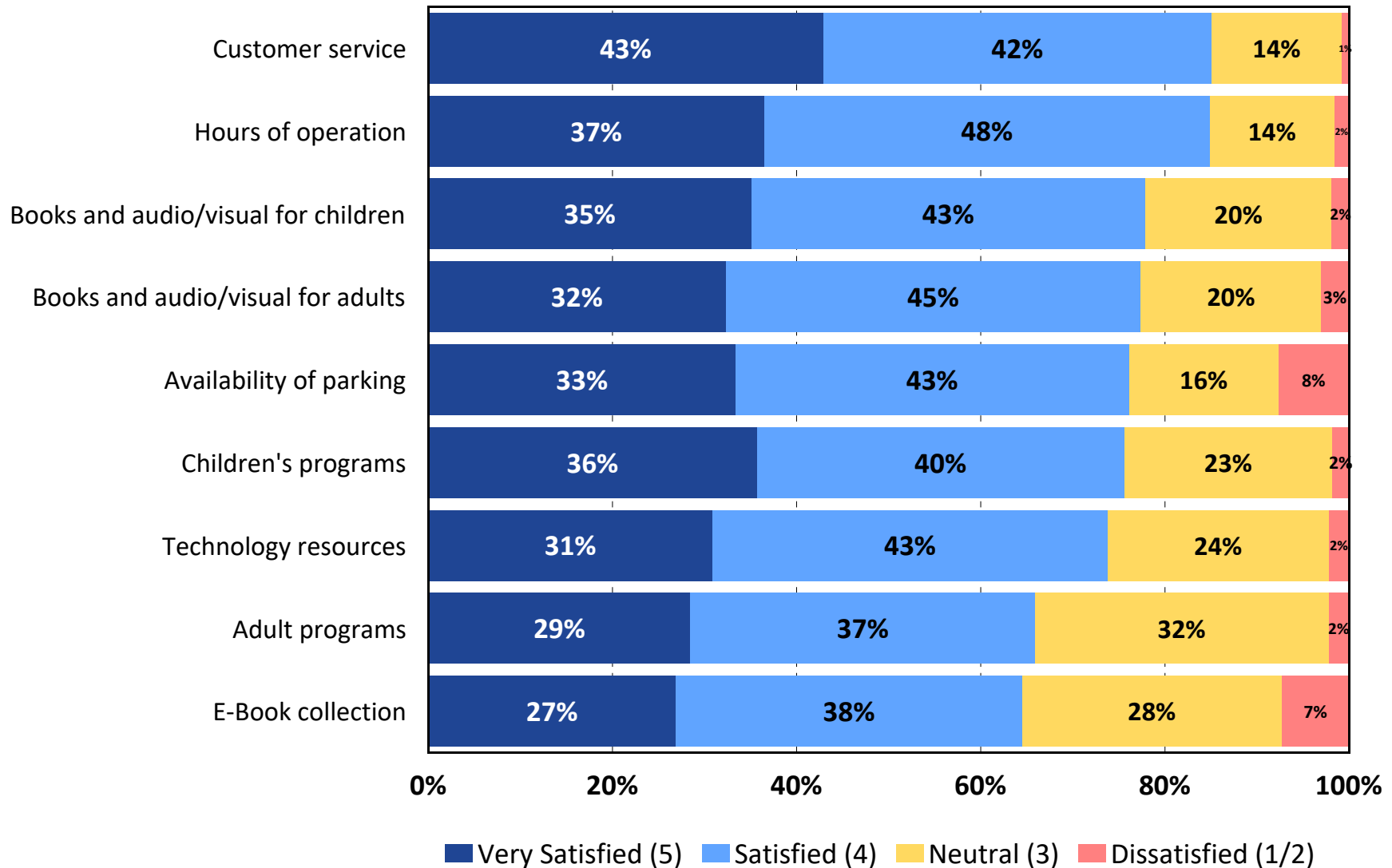


Source: ETC Institute (2020)

LIBRARY SERVICES

Q19. Satisfaction with Library Services

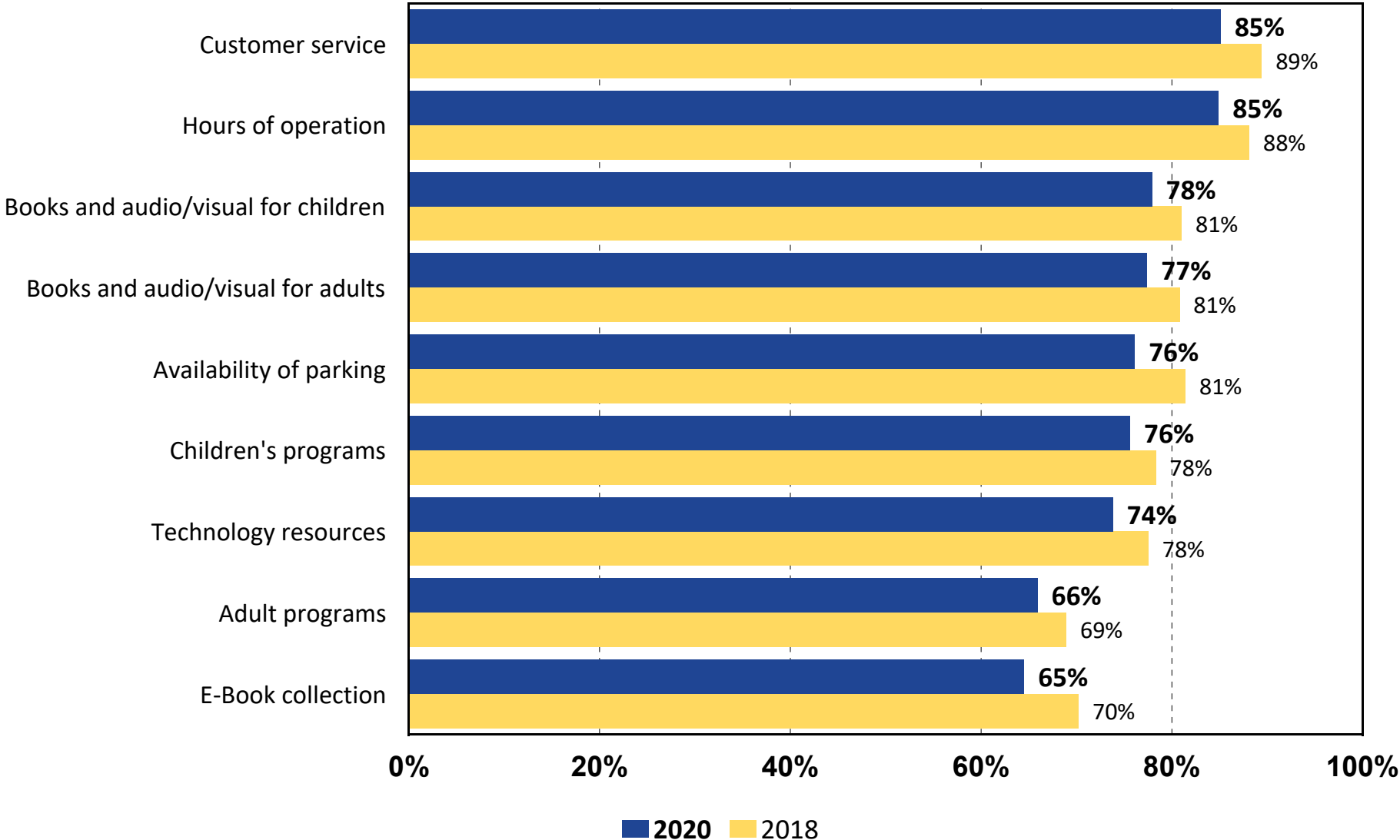
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Library Services (2018 & 2020)

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



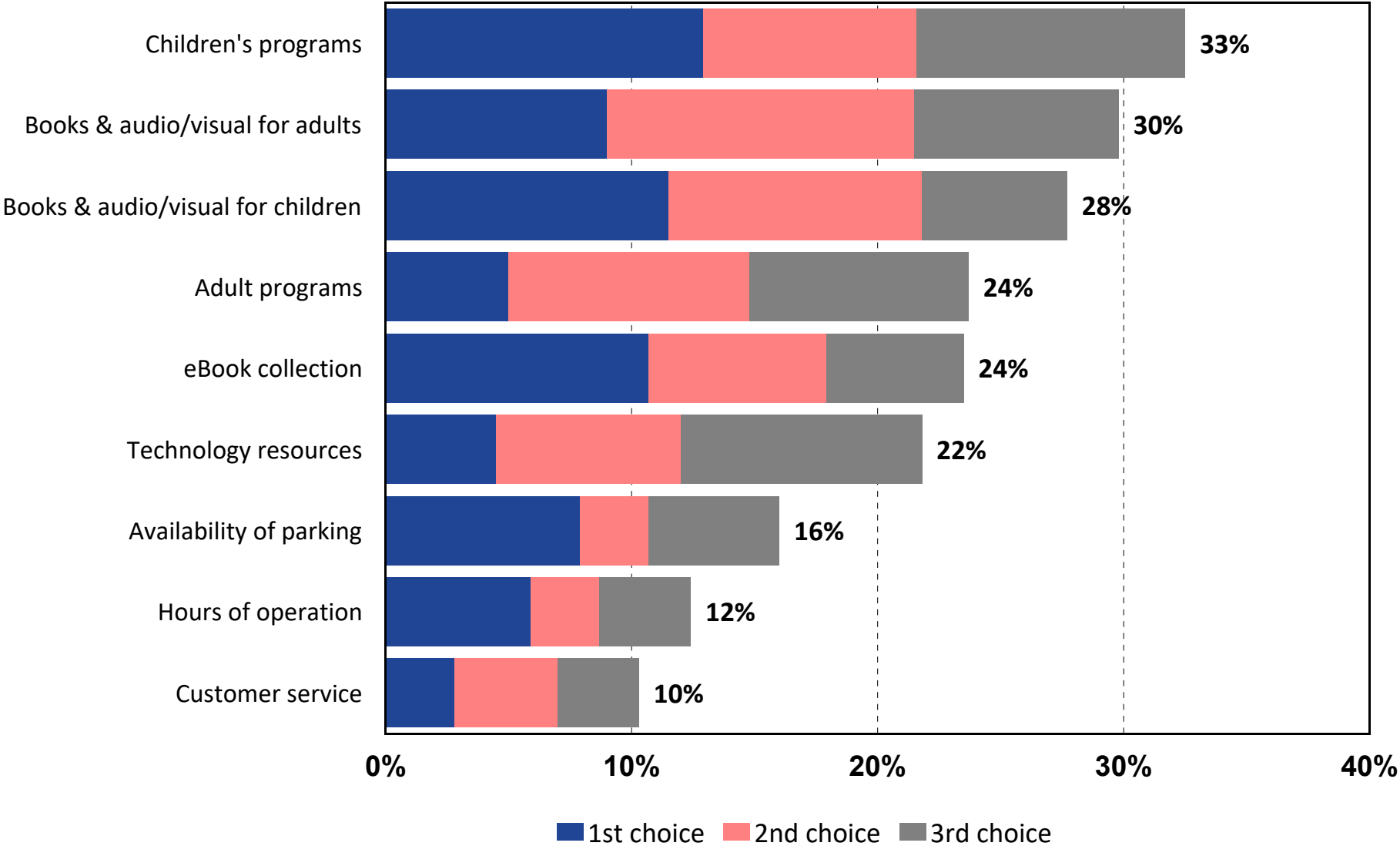
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q20. Library 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 three choices



Source: ETC Institute (2020)

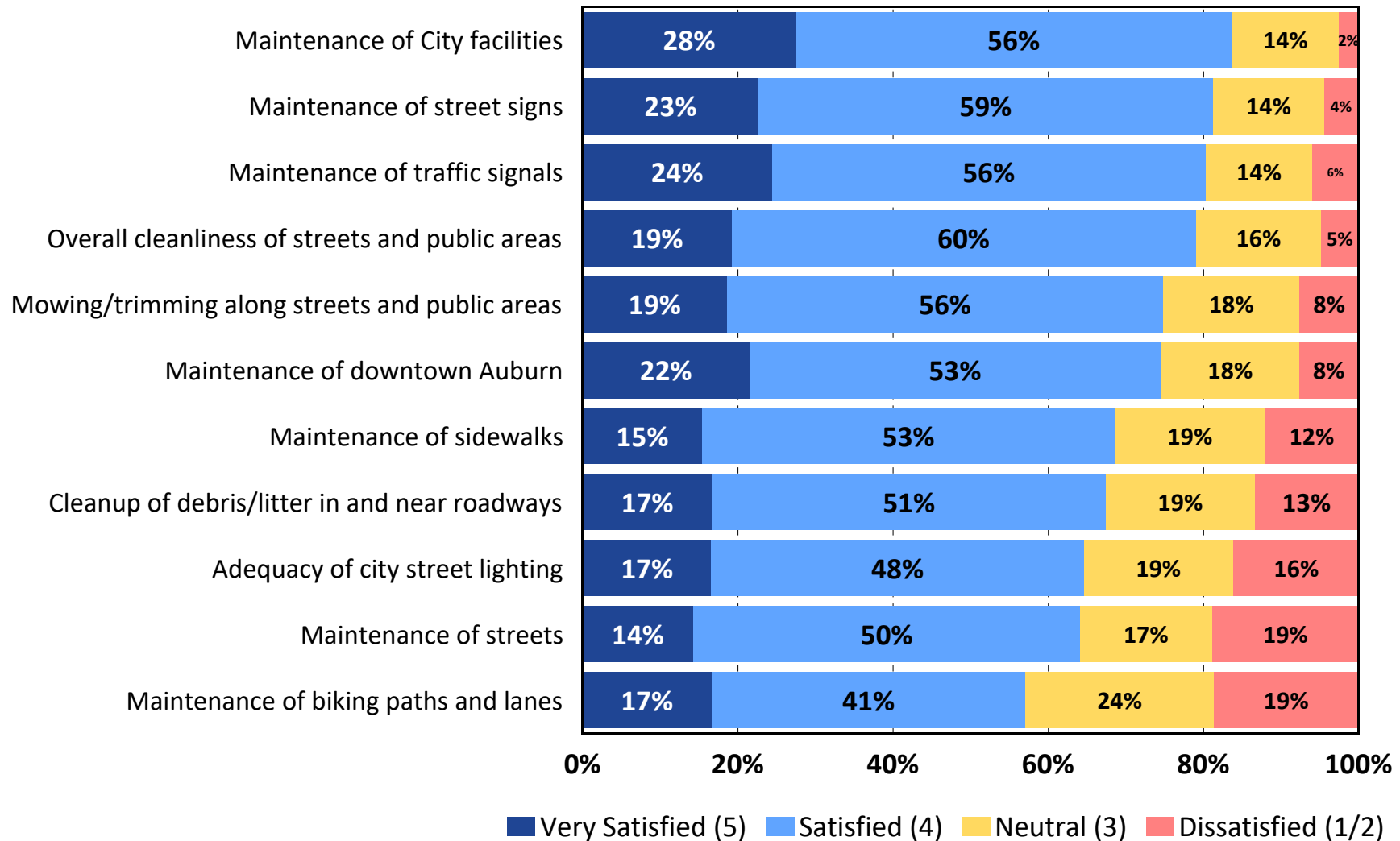
CITY MAINTENANCE

Source: ETC Institute (2020)

ETC Institute (2020)

Q21. Satisfaction with City Maintenance

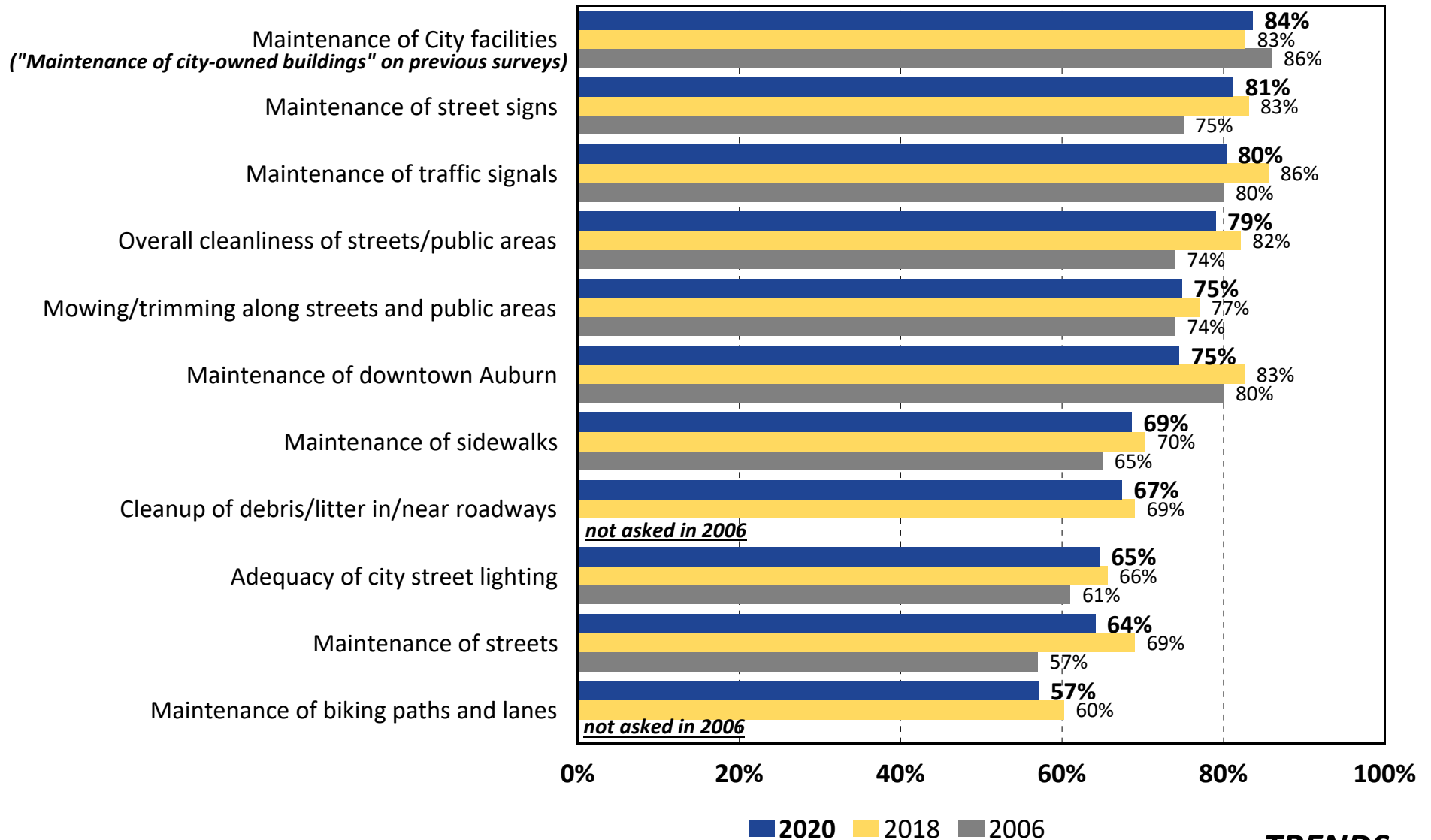
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with City Maintenance (2006, 2018 & 2020)

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

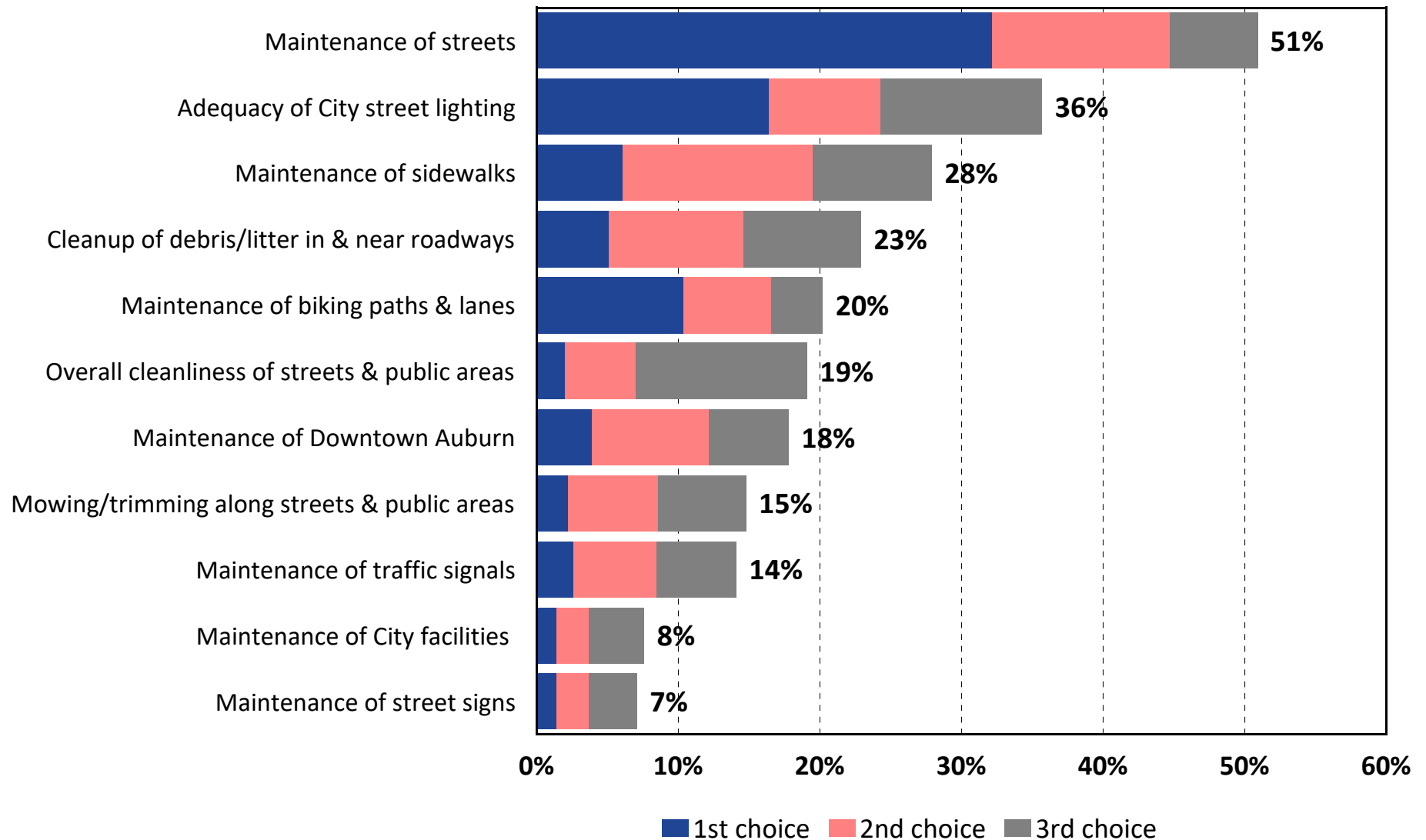


Source: ETC Institute (2020)

TRENDS

Q22. 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 three choices



Source: ETC Institute (2020)

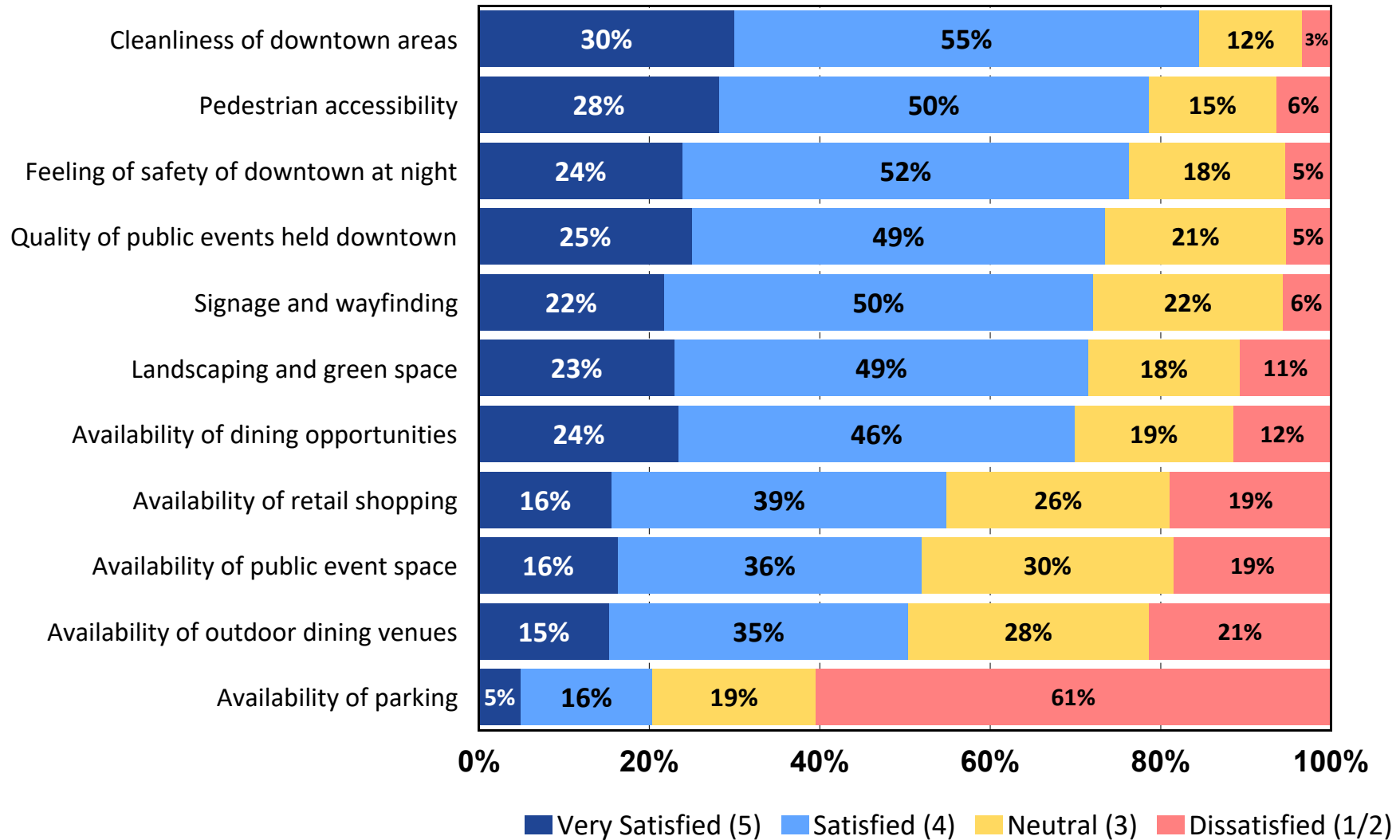
DOWNTOWN AUBURN

Source: ETC Institute (2020)

ETC Institute (2020)

Q23. Satisfaction with Downtown Auburn

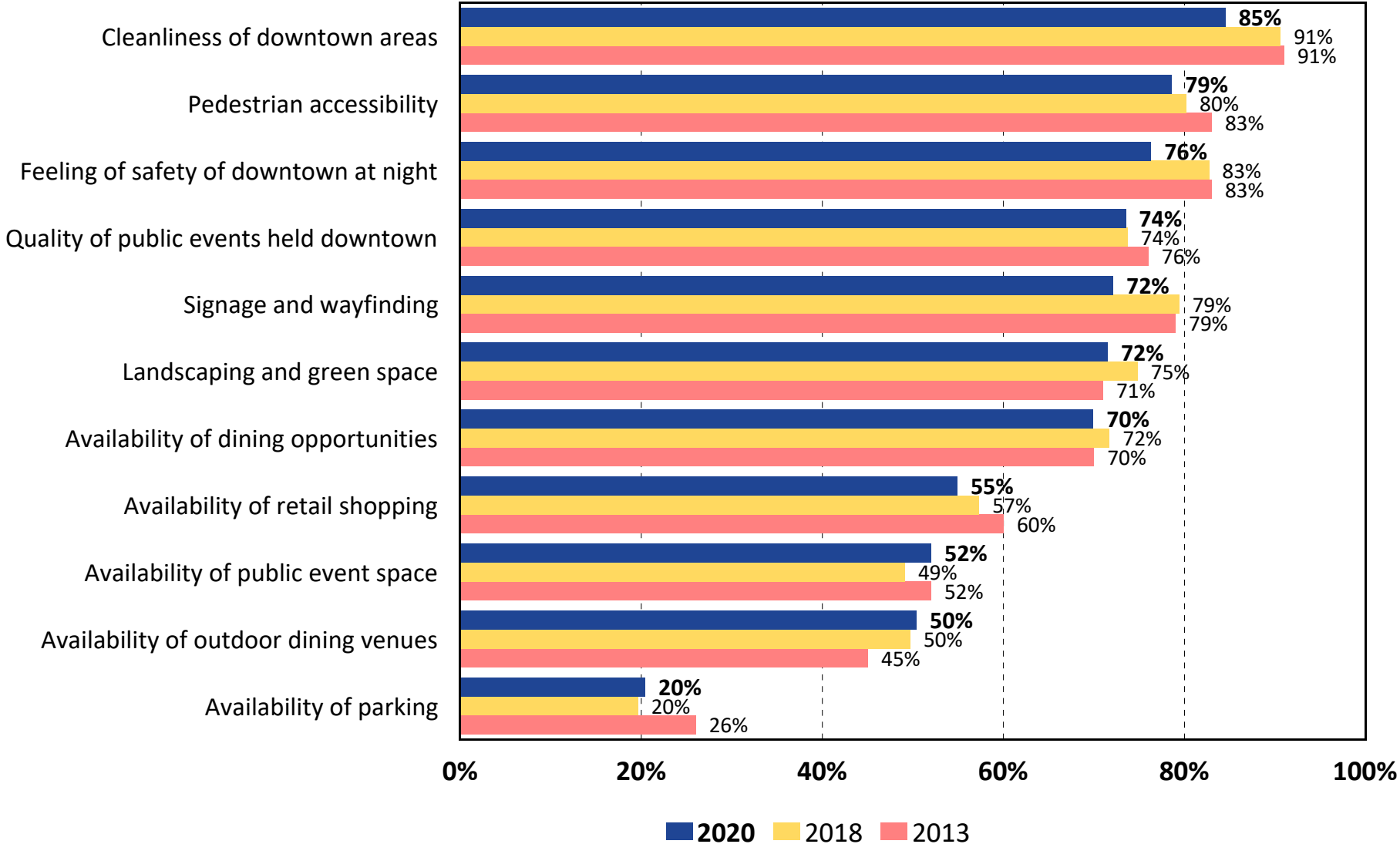
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with Downtown Auburn (2013, 2018 & 2020)

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

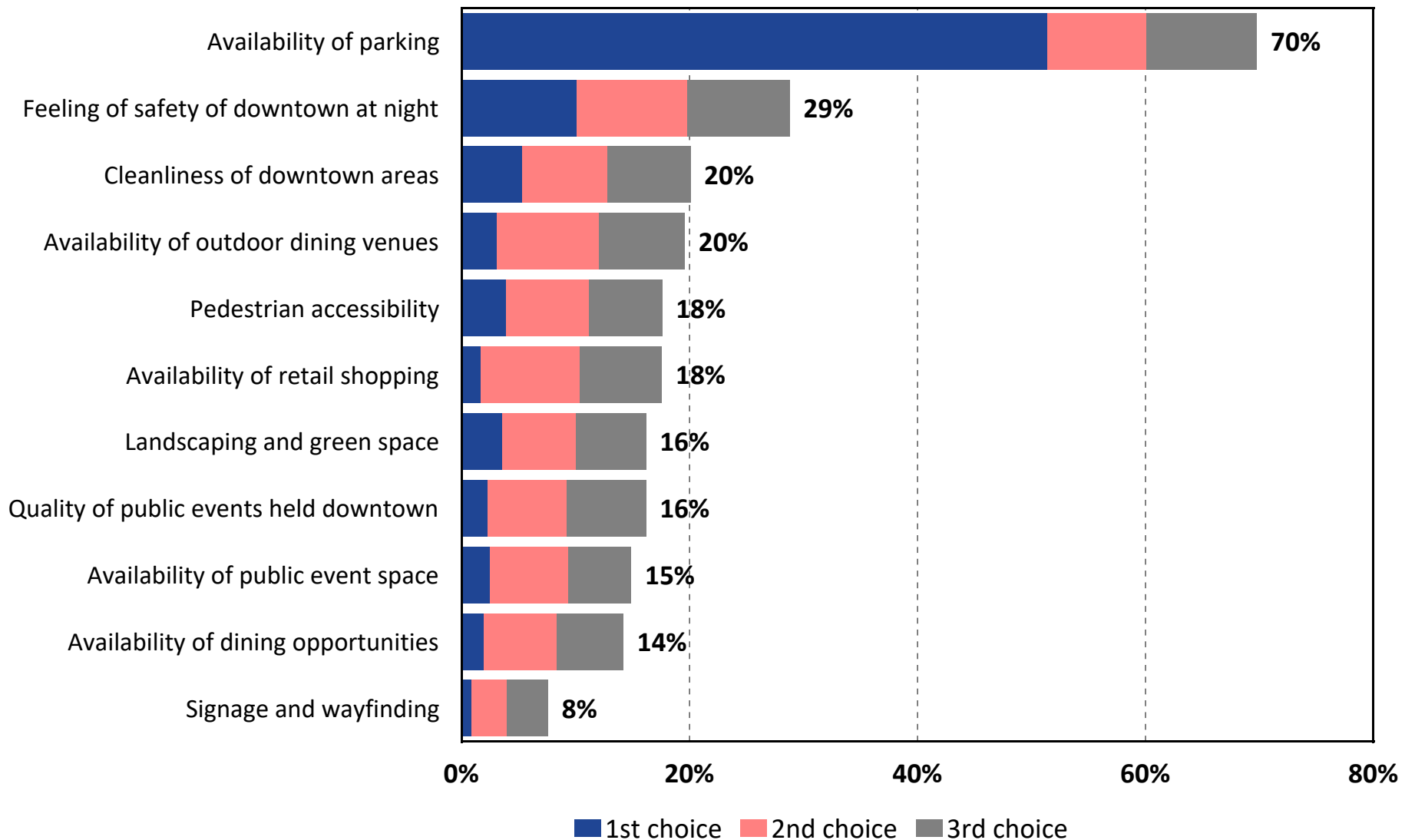


Source: ETC Institute (2020)

TRENDS

Q24. Areas of Downtown Auburn That Should Receive the Most Emphasis Over the Next Two Years

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



Source: ETC Institute (2020)

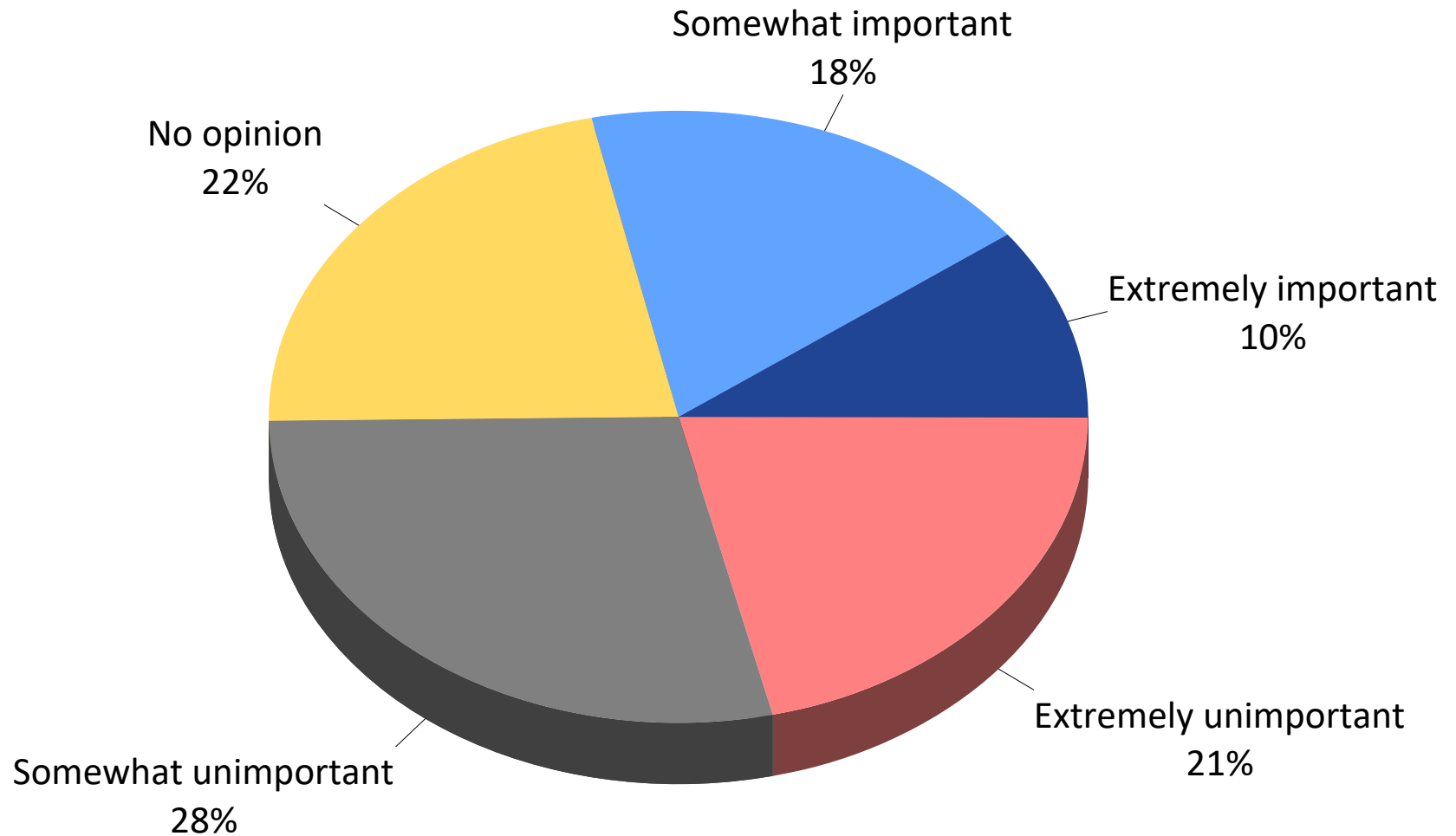
Project or Initiative Priorities

Source: ETC Institute (2020)

ETC Institute (2020)

Q25. Importance of Implementing a Mass Transit System Compared to Other City Priorities

by percentage of residents surveyed (excluding "not provided")



Source: ETC Institute (2020)

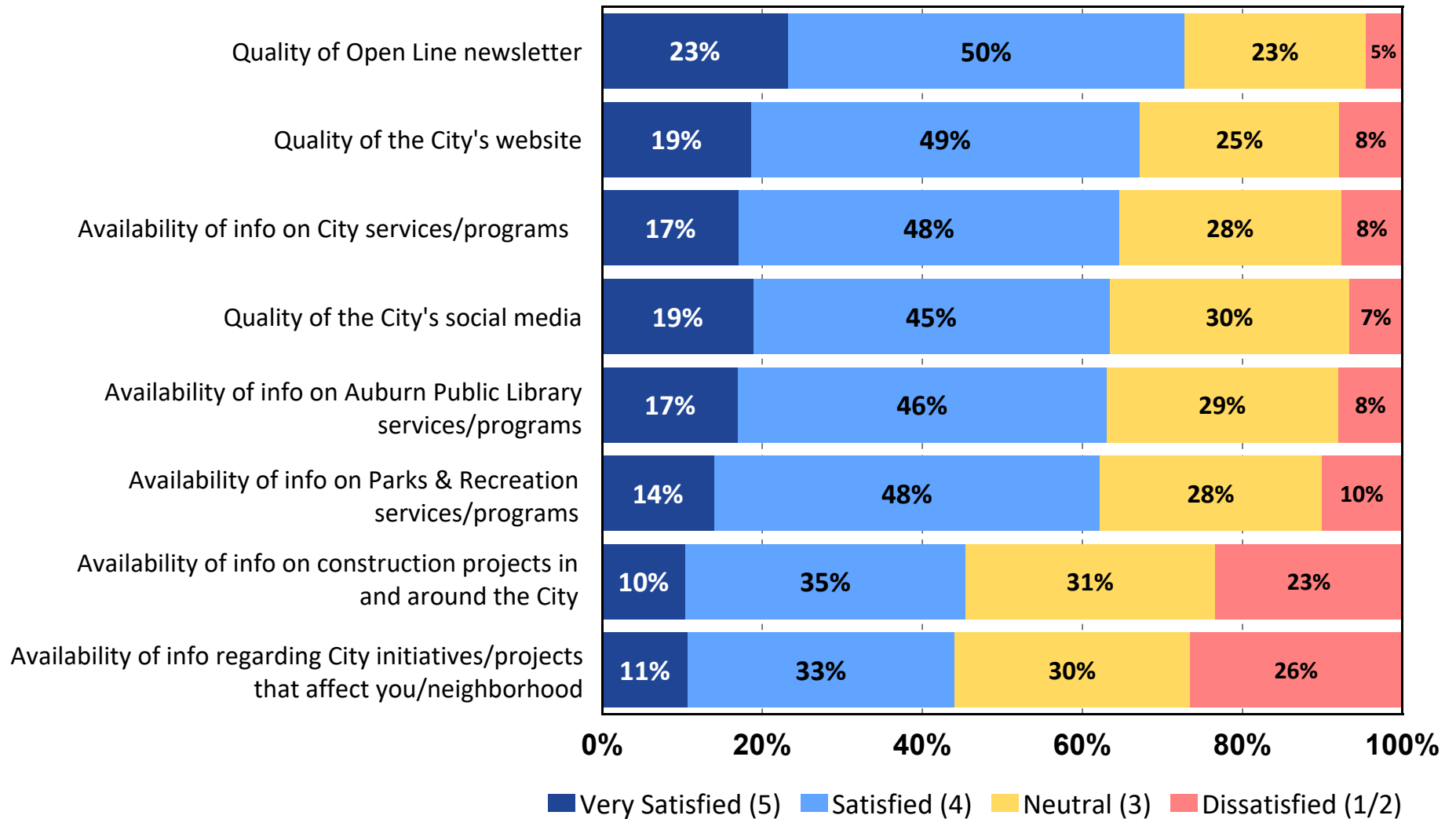
CITY COMMUNICATION

Source: ETC Institute (2020)

ETC Institute (2020)

Q26. Satisfaction with City Communication

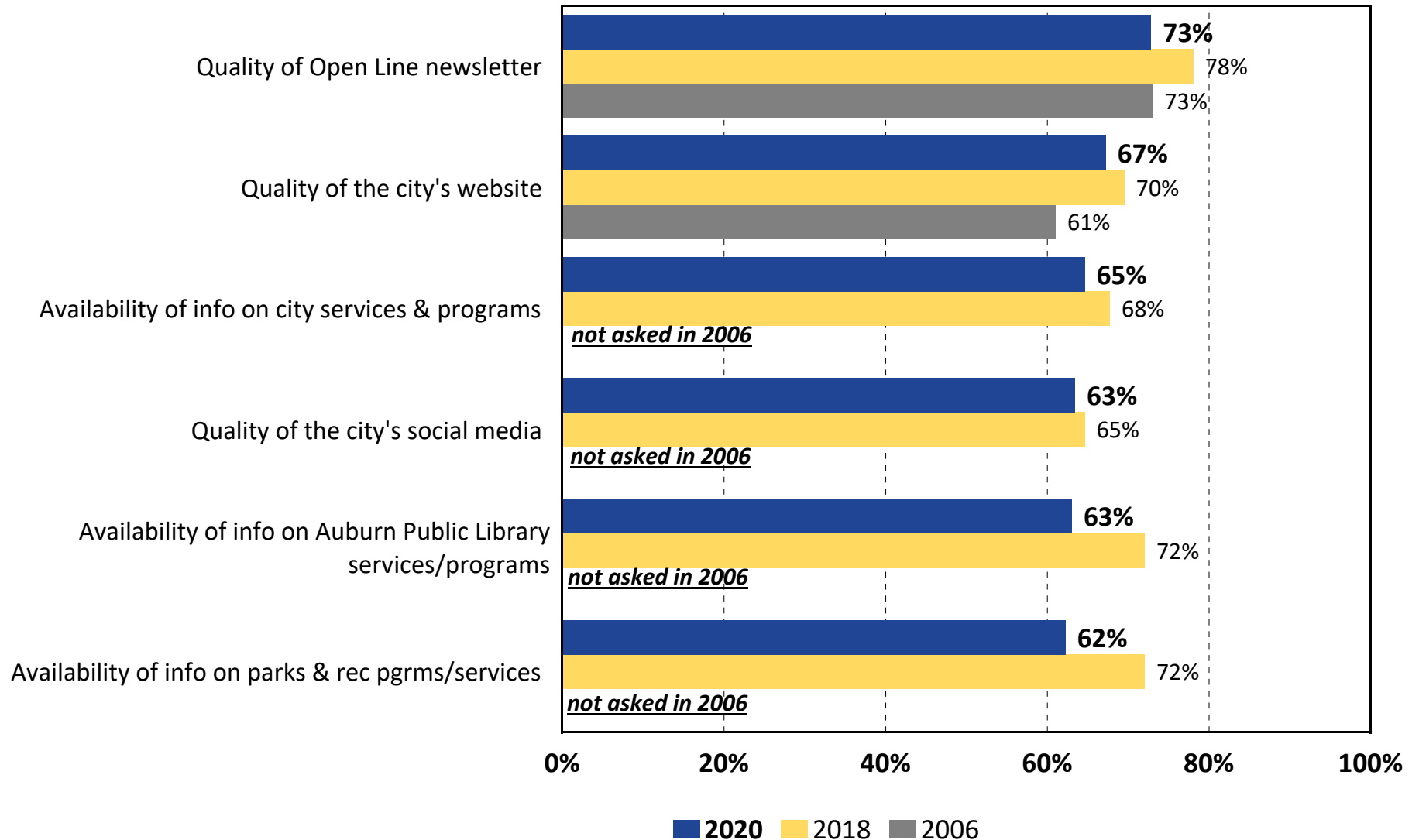
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2020)

Satisfaction with City Communication (2006, 2018 & 2020)

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



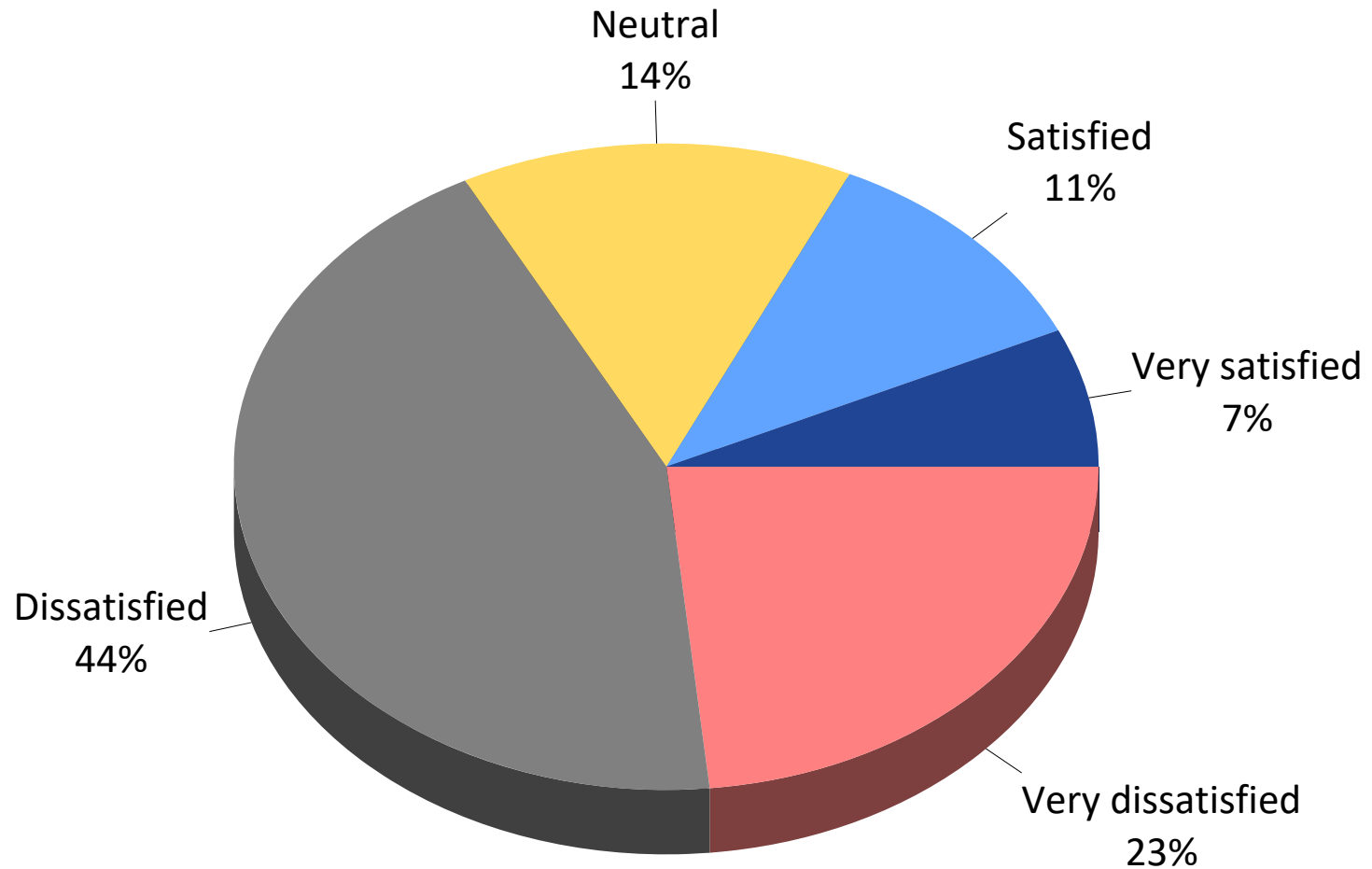
Source: ETC Institute (2020)

ETC Institute (2020)

TRENDS

Q27. Satisfaction With Availability of Internet Service

by percentage of residents surveyed (excluding "don't know")

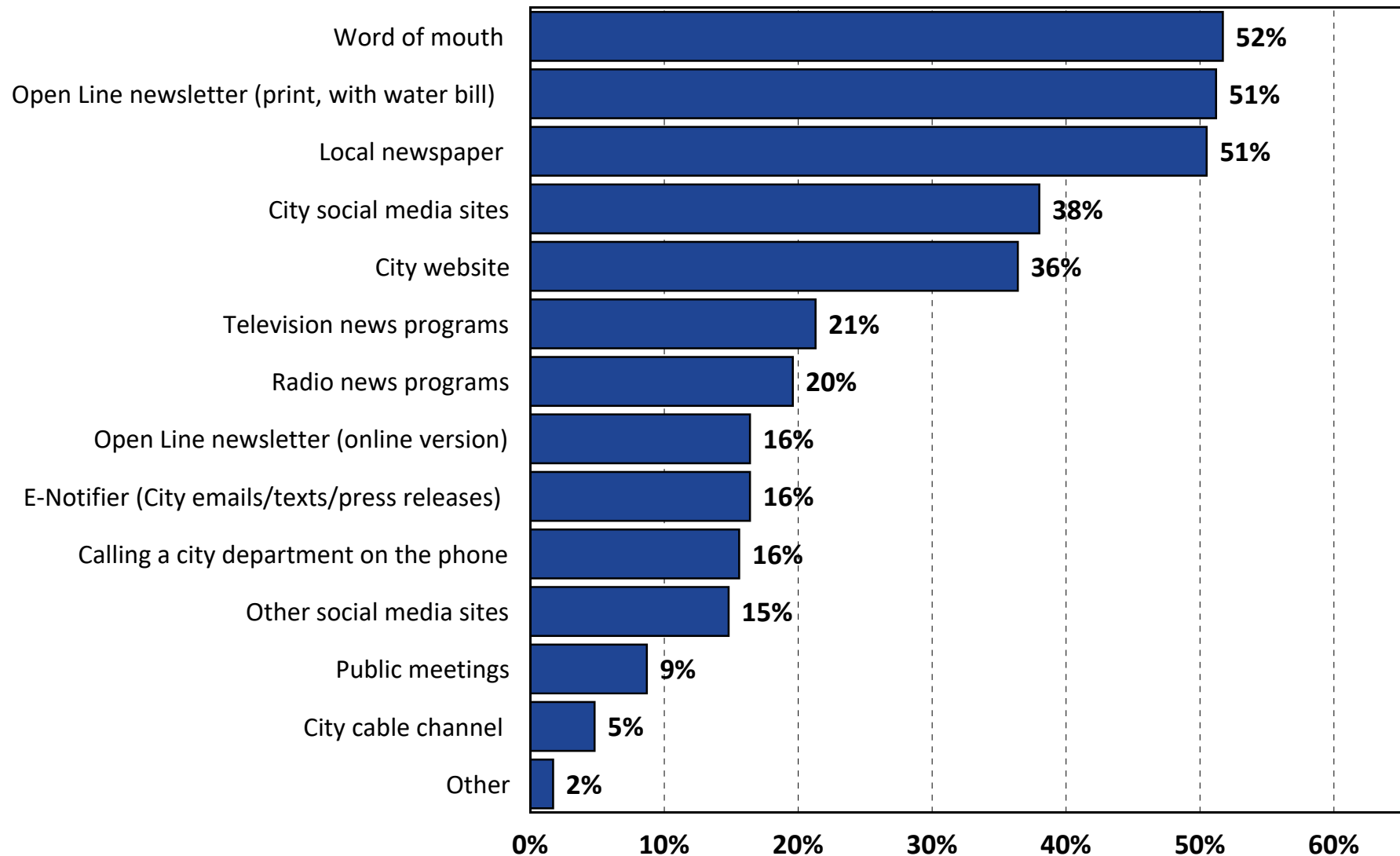


Source: ETC Institute (2020)

ETC Institute (2020)

Q28. Which of the following are your primary sources of information about city issues, services, and events?

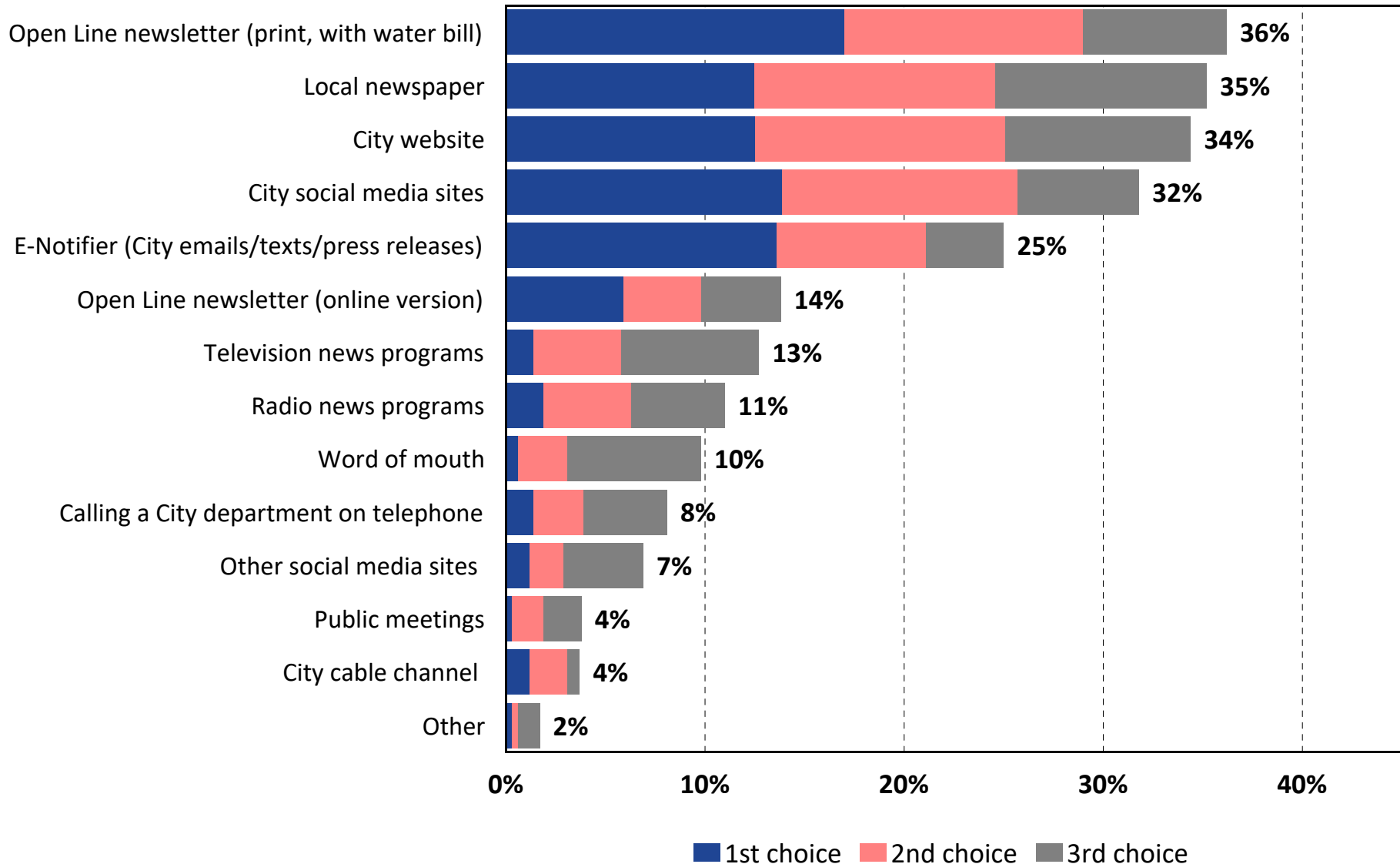
by percentage of residents (multiple choices could be made)



Source: ETC Institute (2020)

Q29. Preferred Sources of Information

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



Source: ETC Institute (2020)

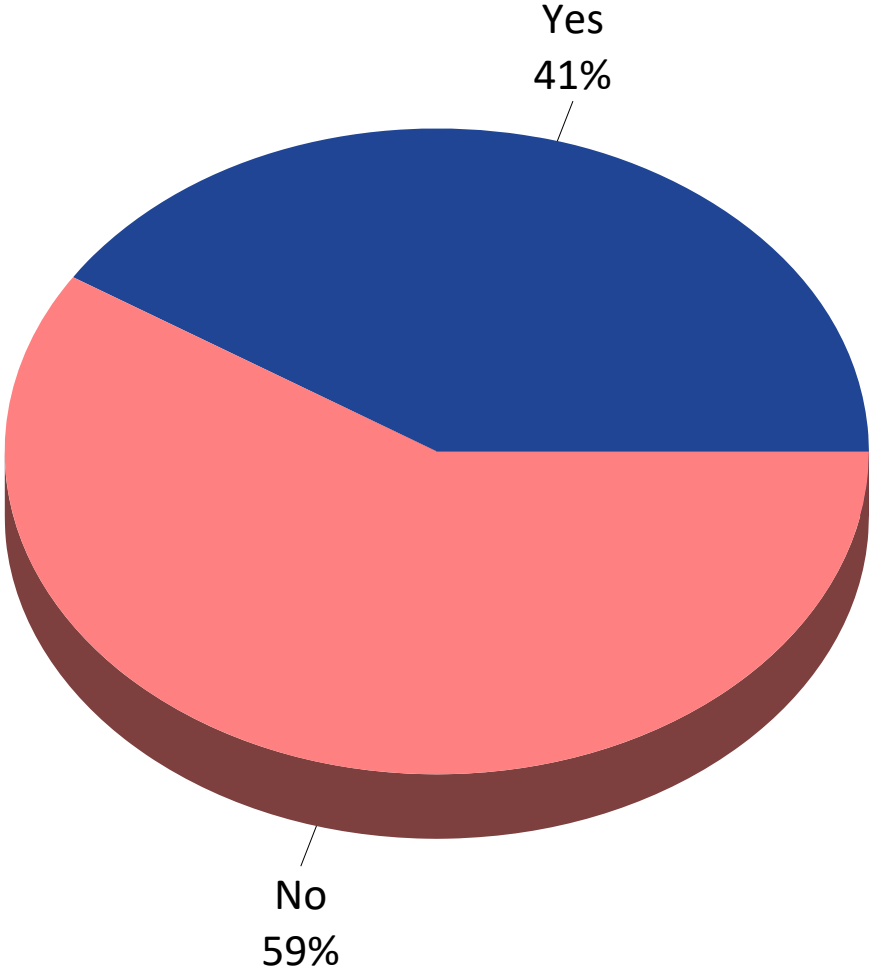
CUSTOMER SERVICE

Source: ETC Institute (2020)

ETC Institute (2020)

Q30. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of residents surveyed

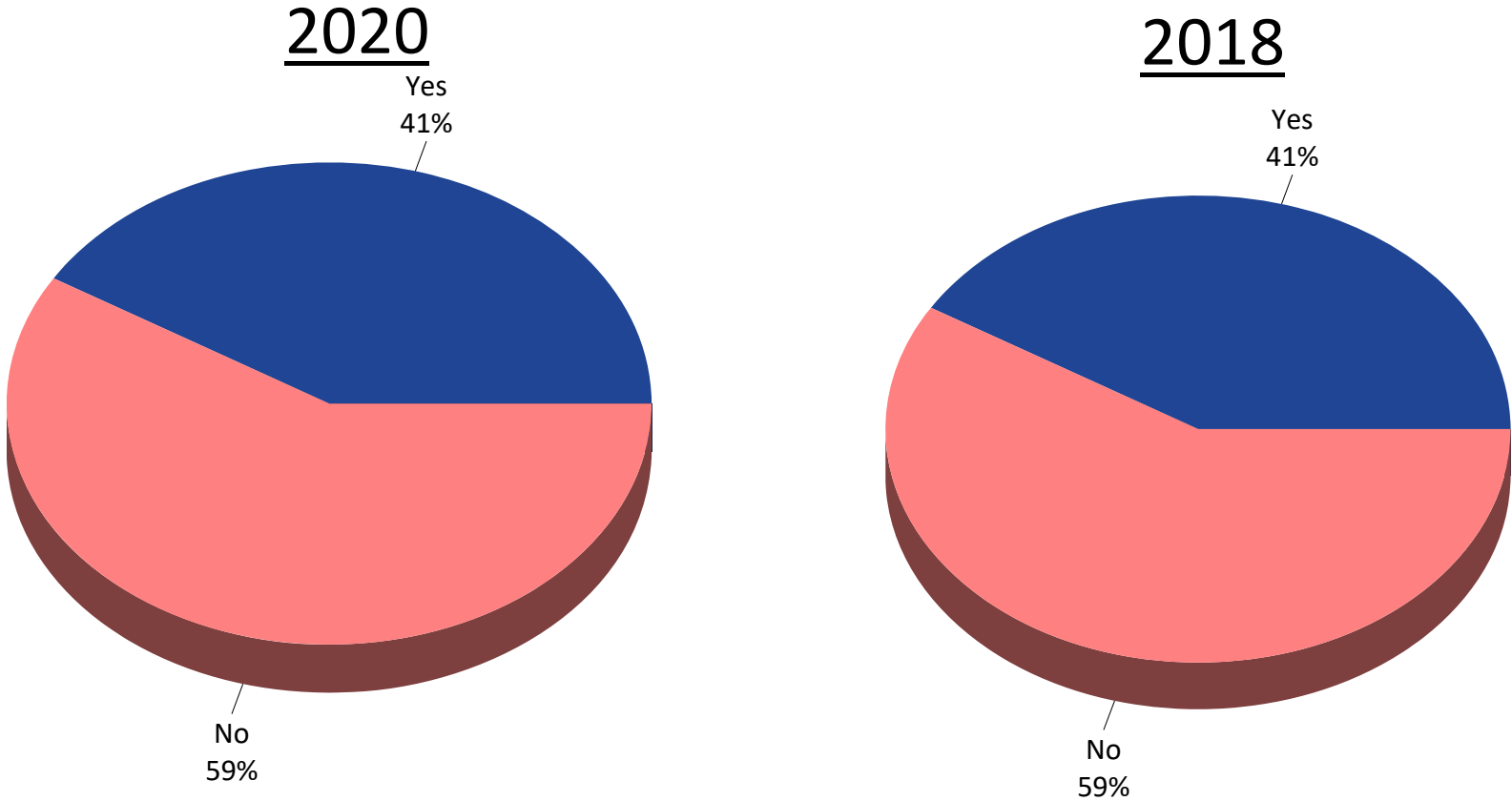


Source: ETC Institute (2020)

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

2018 vs. 2020

by percentage of residents surveyed

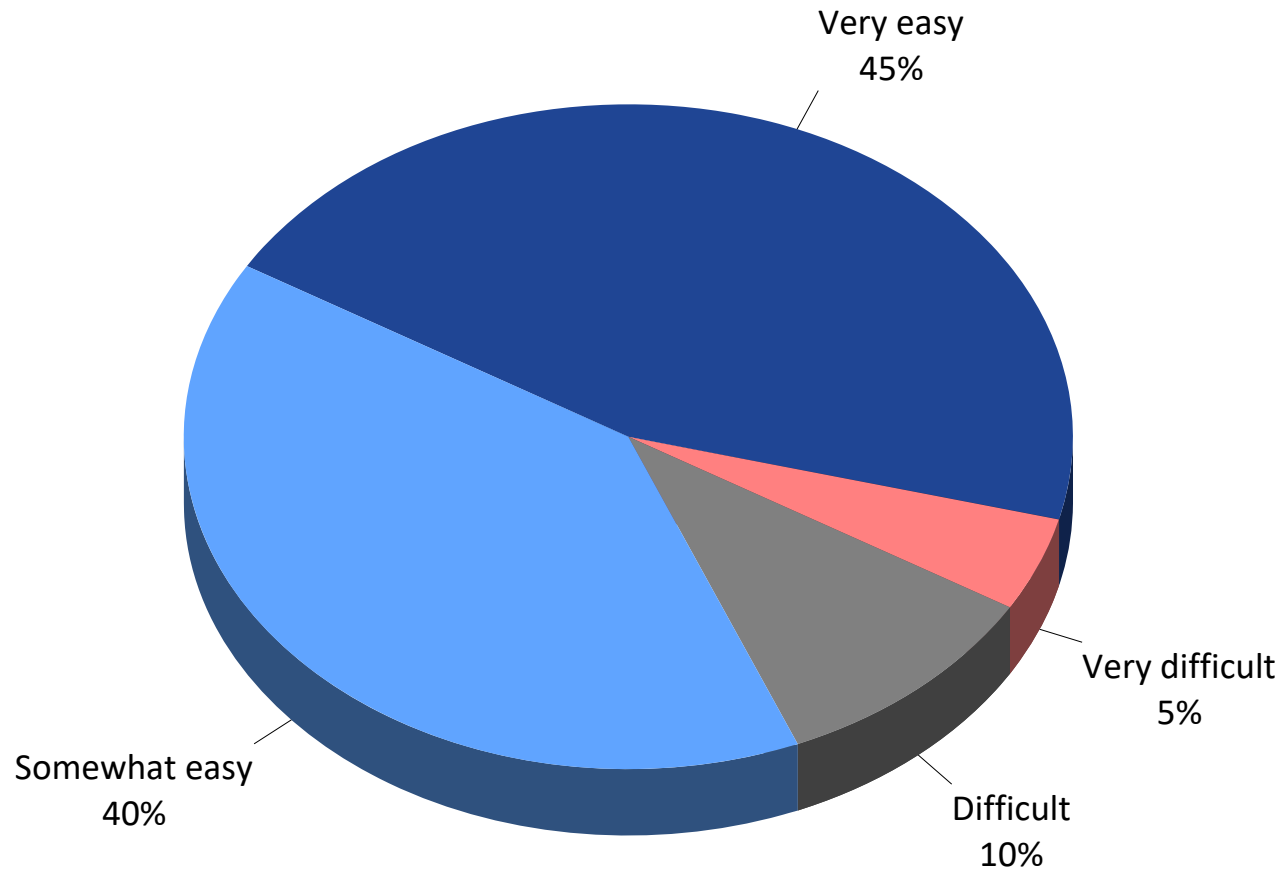


Source: ETC Institute (2020)

ETC Institute (2020)

Q30a. How easy was it to contact the person you needed to reach?

by percentage of respondents who contacted the City in the past year (excluding "not provided")

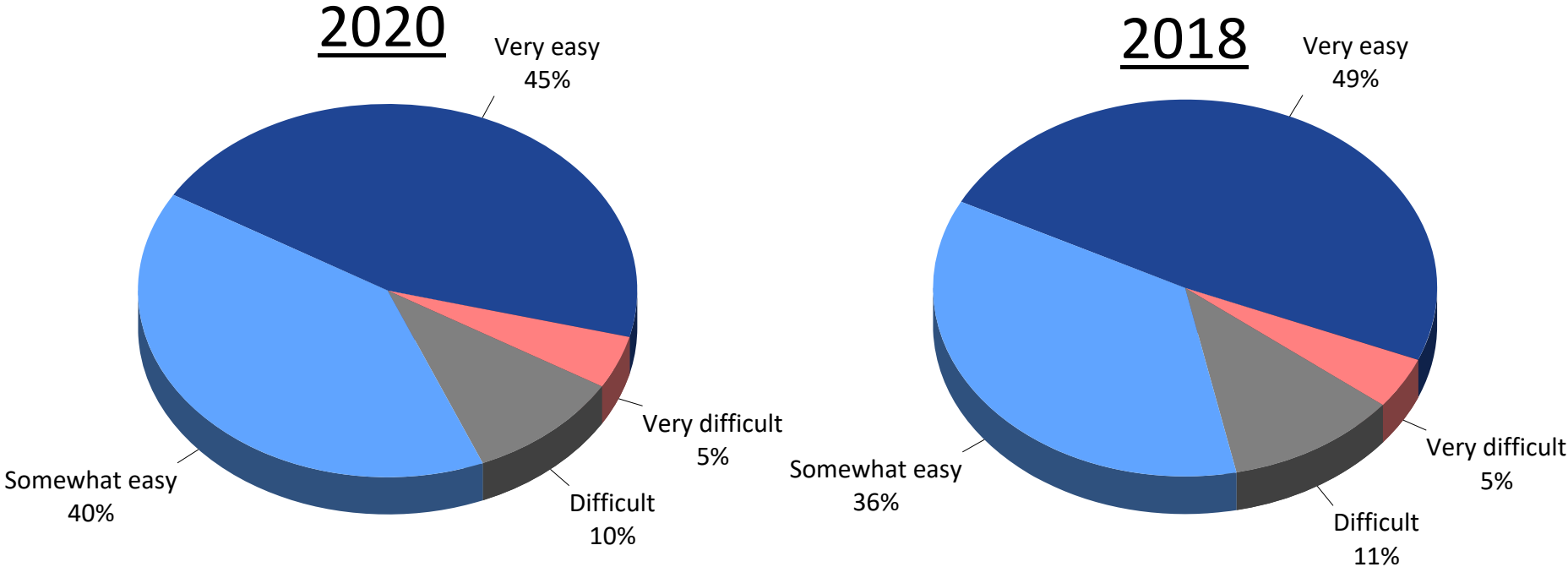


Source: ETC Institute (2020)

ETC Institute (2020)

How easy was it to contact the person you needed to reach? (2018 vs. 2020)

by percentage of respondents who contacted the City in the past year

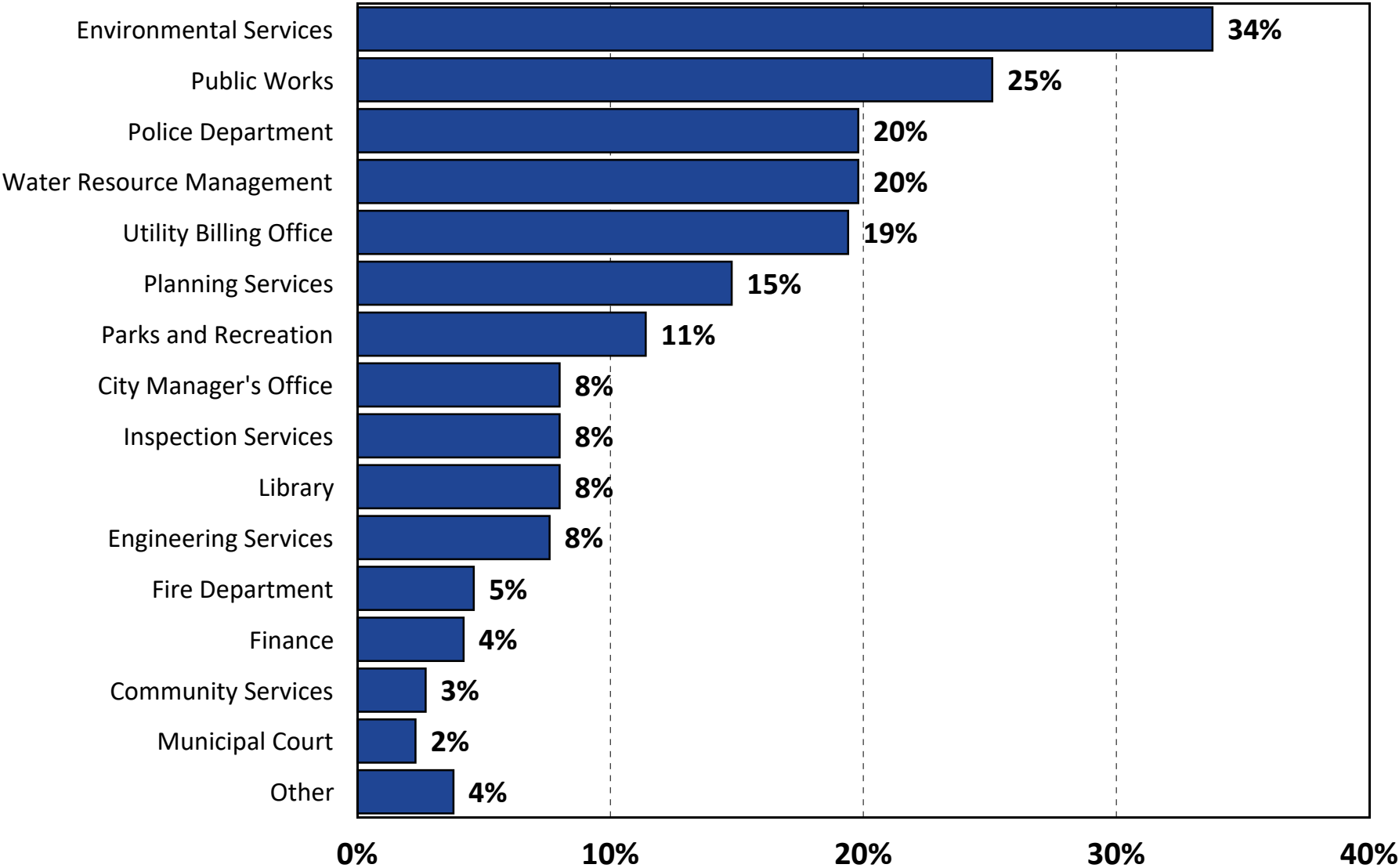


Source: ETC Institute (2020)

ETC Institute (2020)

Q30b. What City department did you contact?

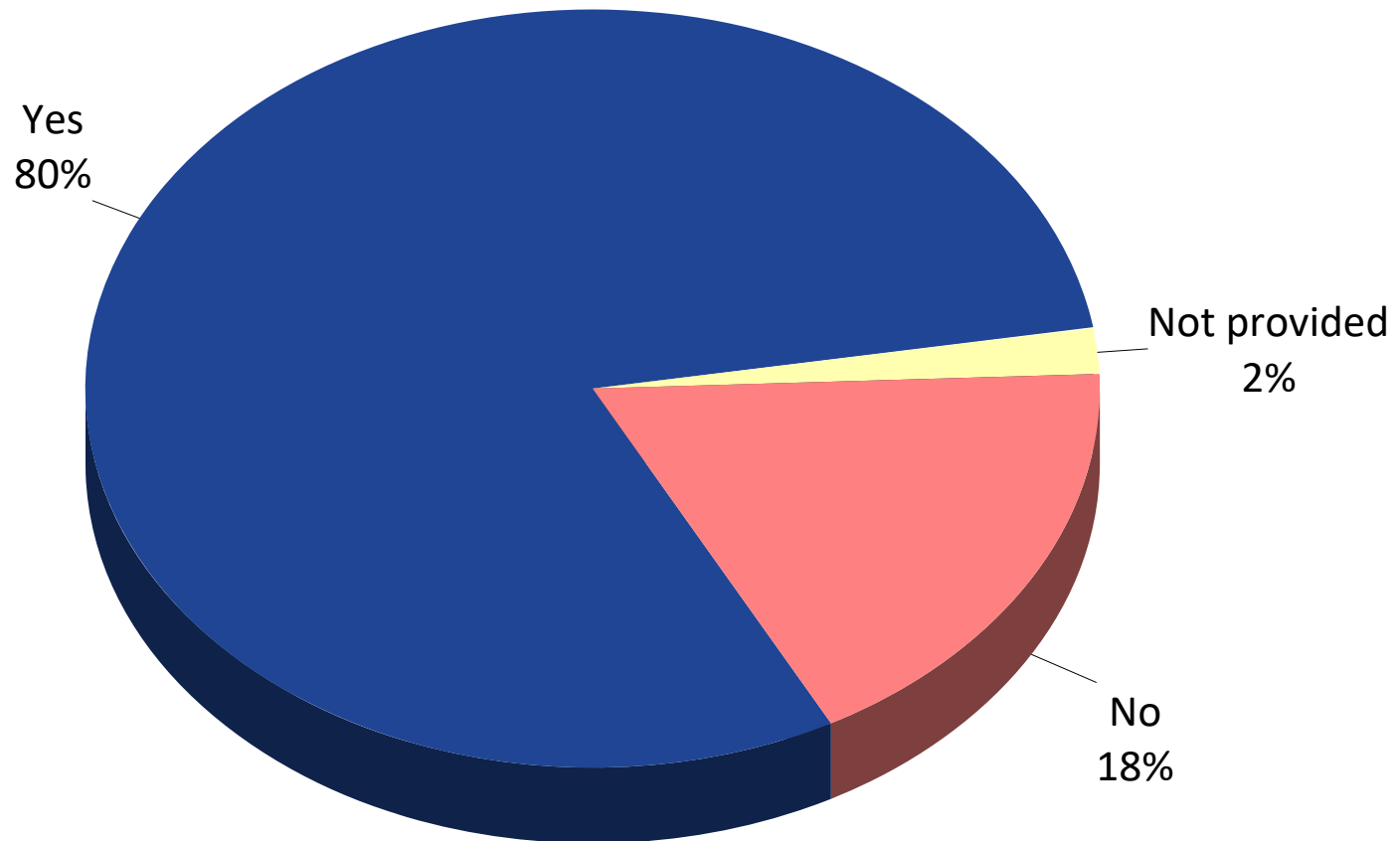
by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2020)

Q30c. Was the department(s) you contacted responsive to your issue?

by percentage of respondents who contacted the City in the past year

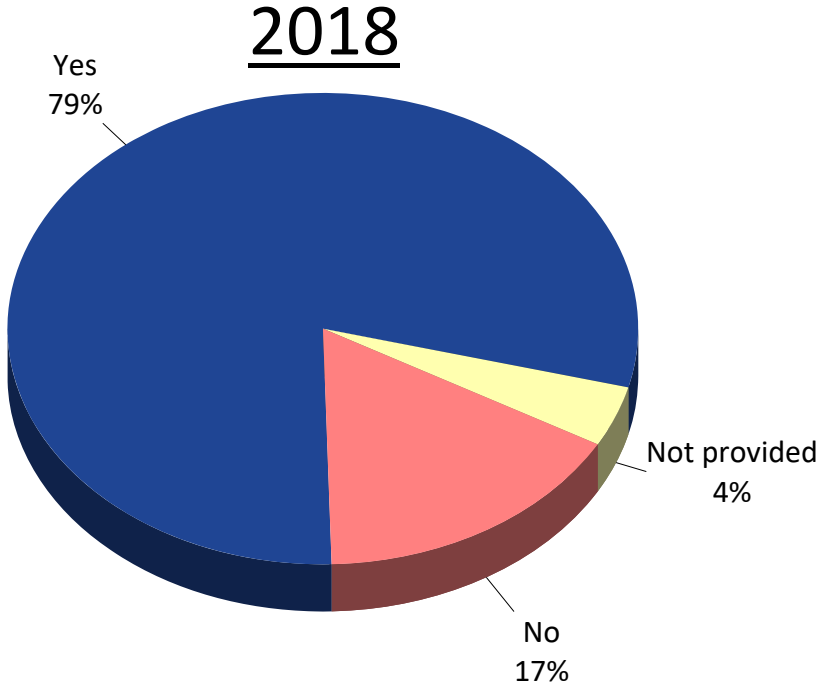
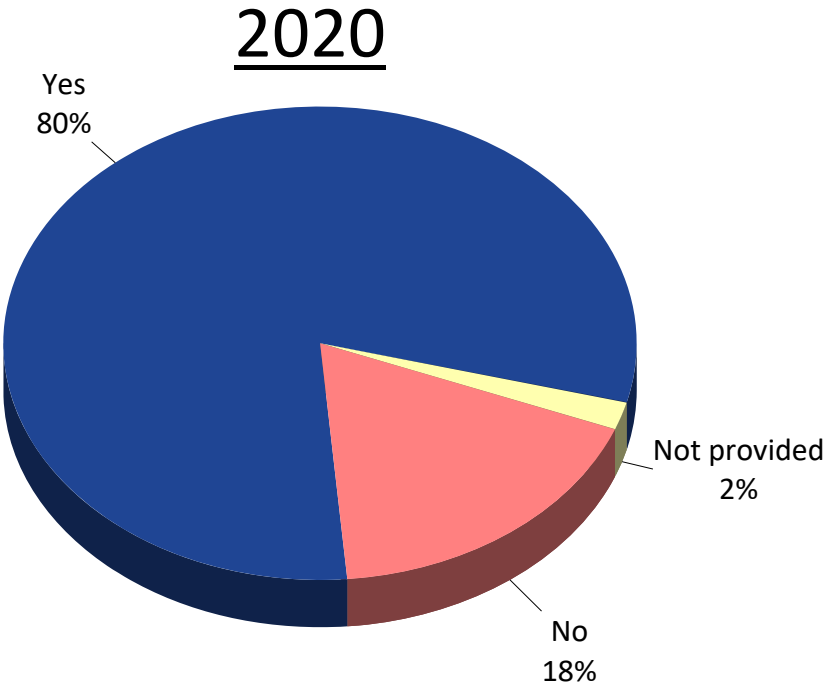


Source: ETC Institute (2020)

ETC Institute (2020)

Was the department you contacted responsive to your issue? (2018 vs. 2020)

by percentage of respondents who contacted the City in the past year



Source: ETC Institute (2020)

ETC Institute (2020)

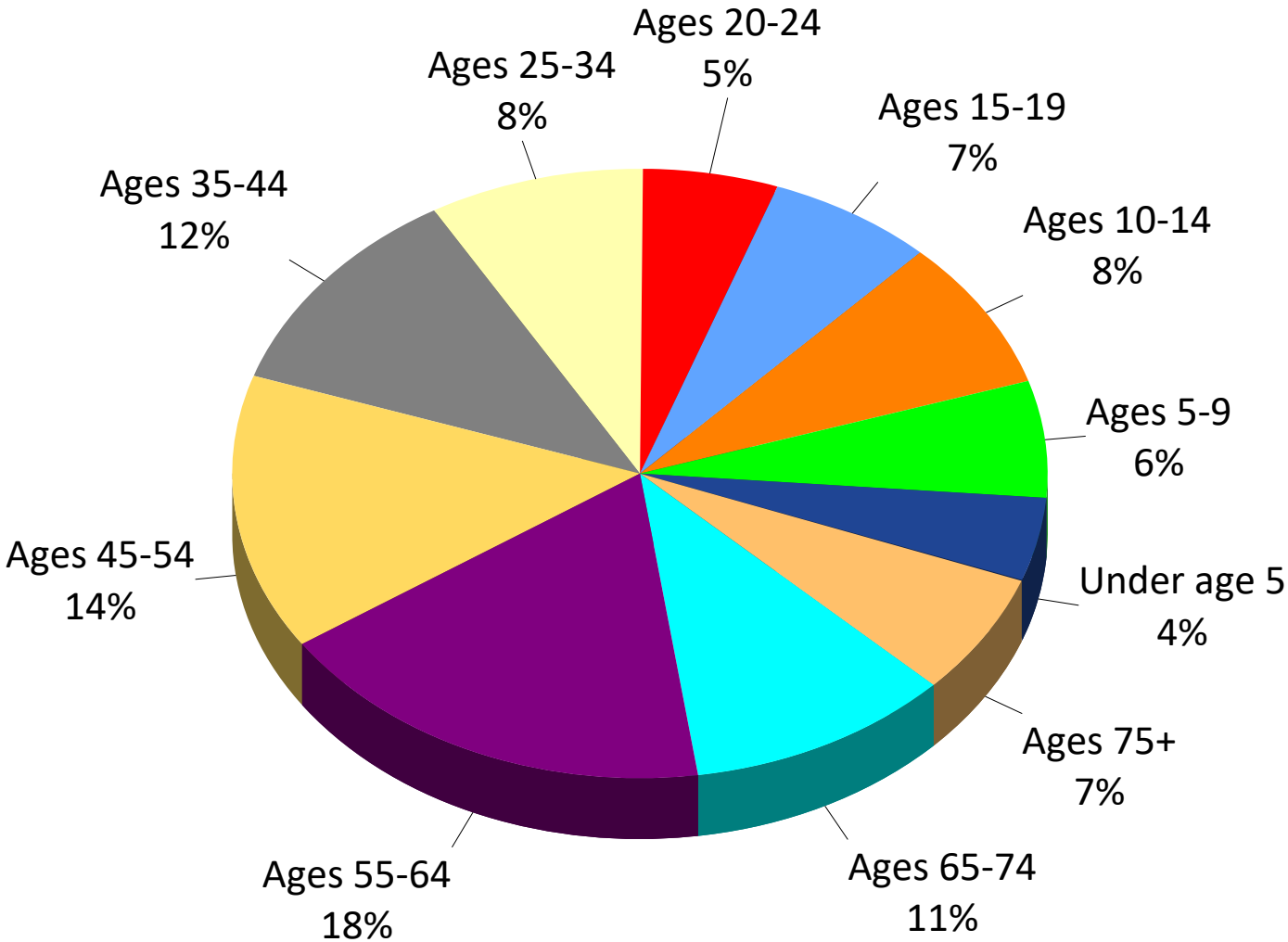
DEMOGRAPHICS

Source: ETC Institute (2020)

ETC Institute (2020)

Q32. Demographics: Ages of Household Members

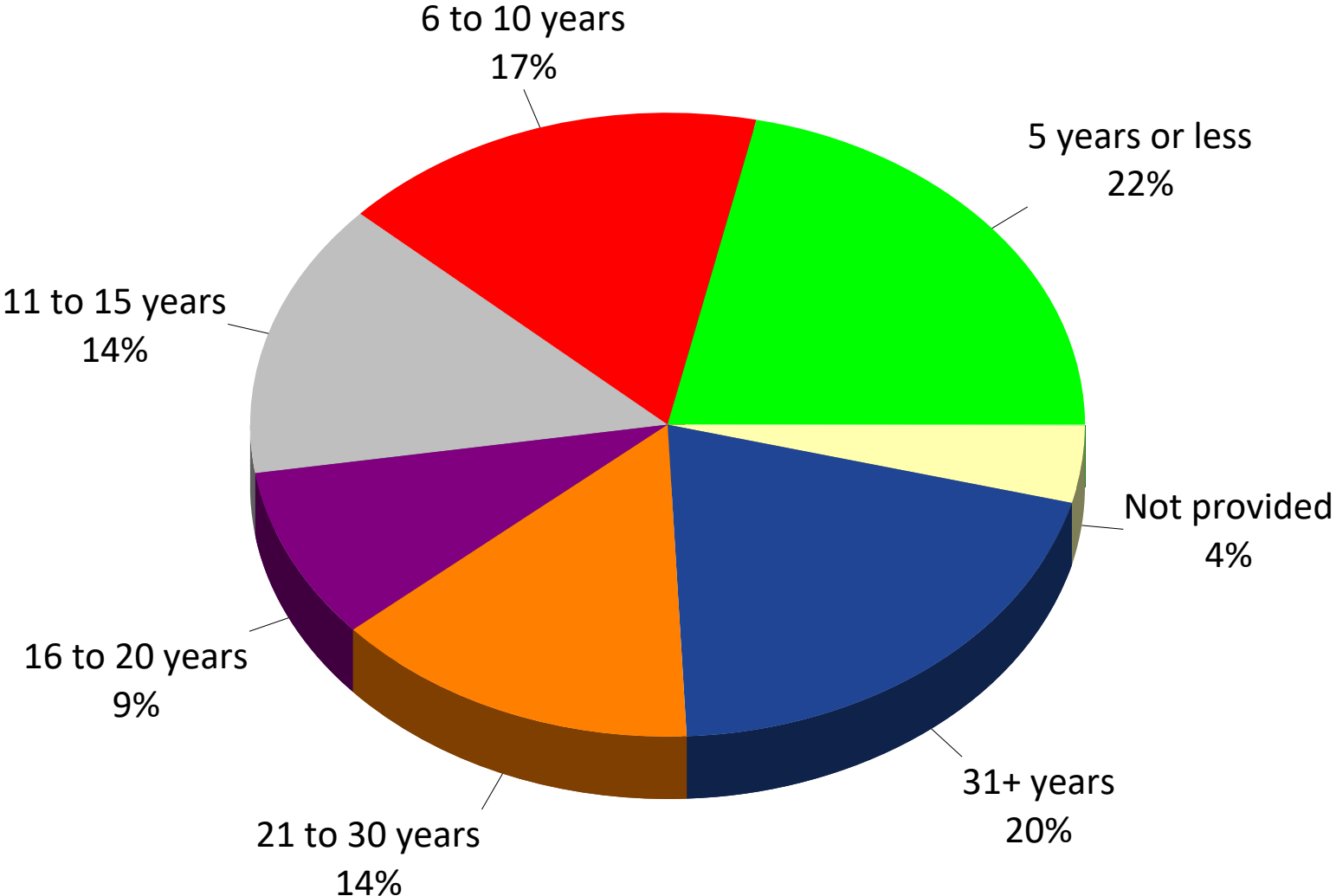
by percentage of residents in the household



Source: ETC Institute (2020)

Q33. Demographics: How many years have you lived in the City of Auburn?

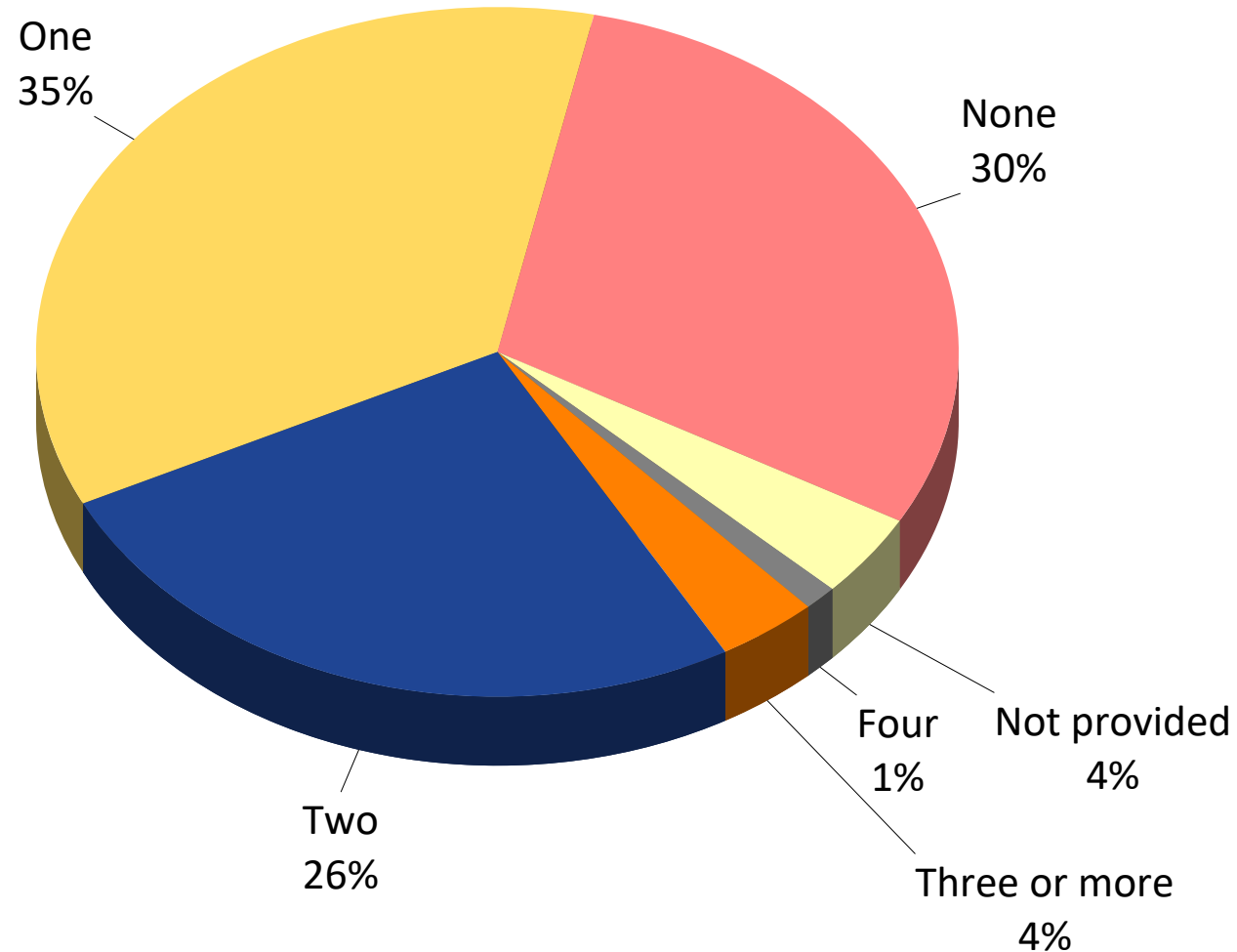
by percentage of residents surveyed



Source: ETC Institute (2020)

Q34. Demographics: How many people in your household work within the Auburn City Limits?

by percentage of residents surveyed

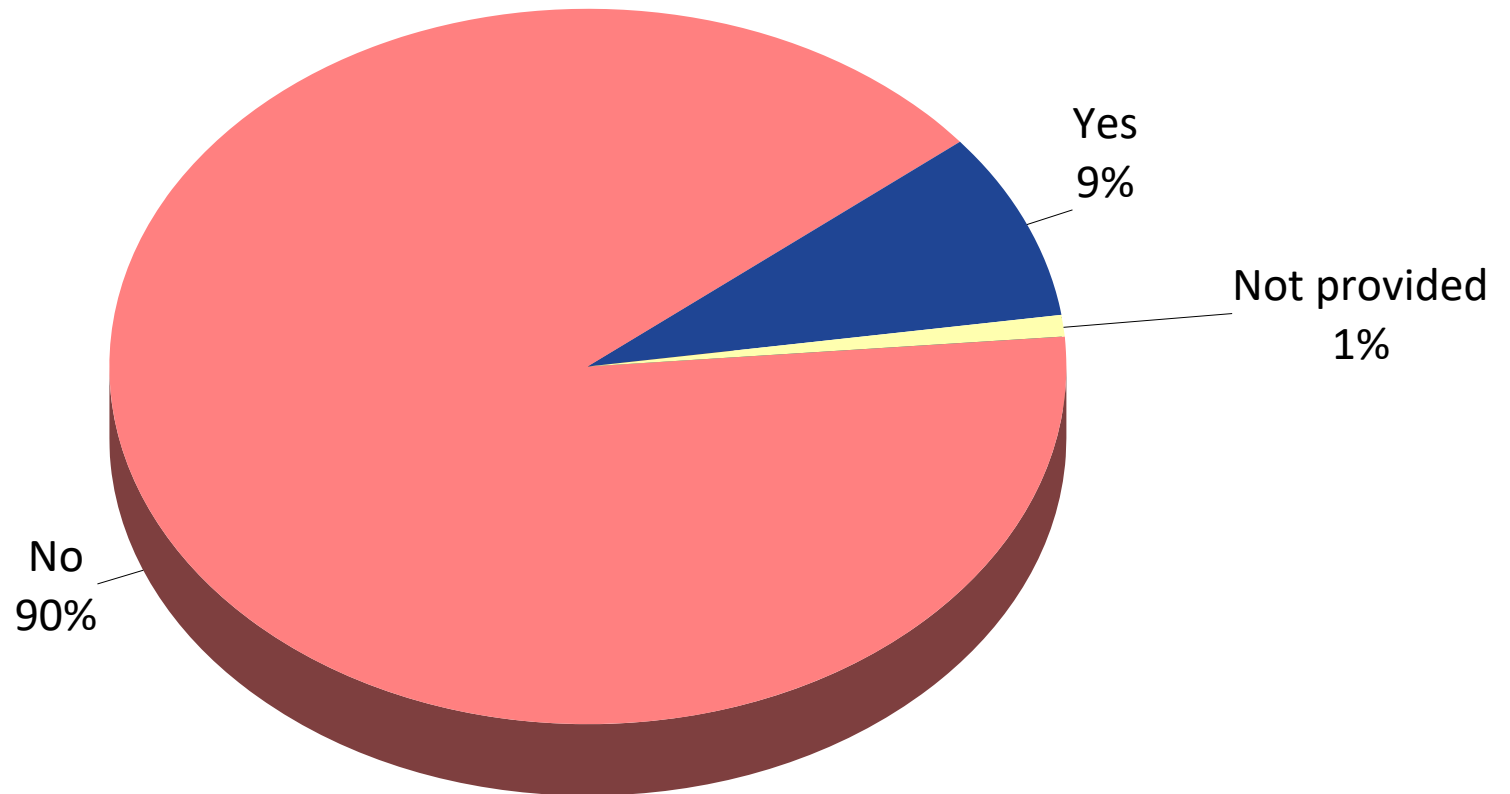


Source: ETC Institute (2020)

ETC Institute (2020)

Q35. Demographics: Are you a full time Auburn University student?

by percentage of residents surveyed

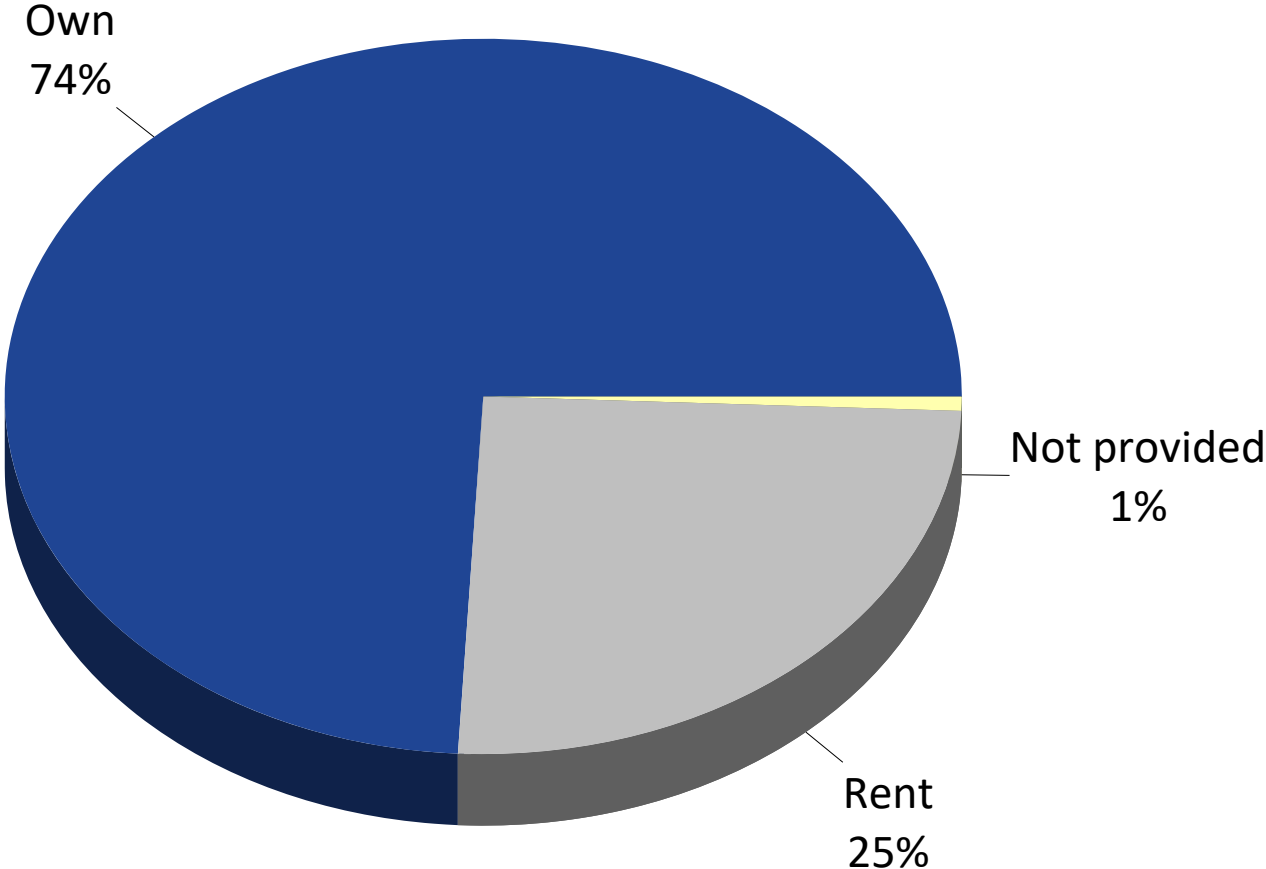


Source: ETC Institute (2020)

ETC Institute (2020)

Q36. Demographics: Do you own or rent your current residence?

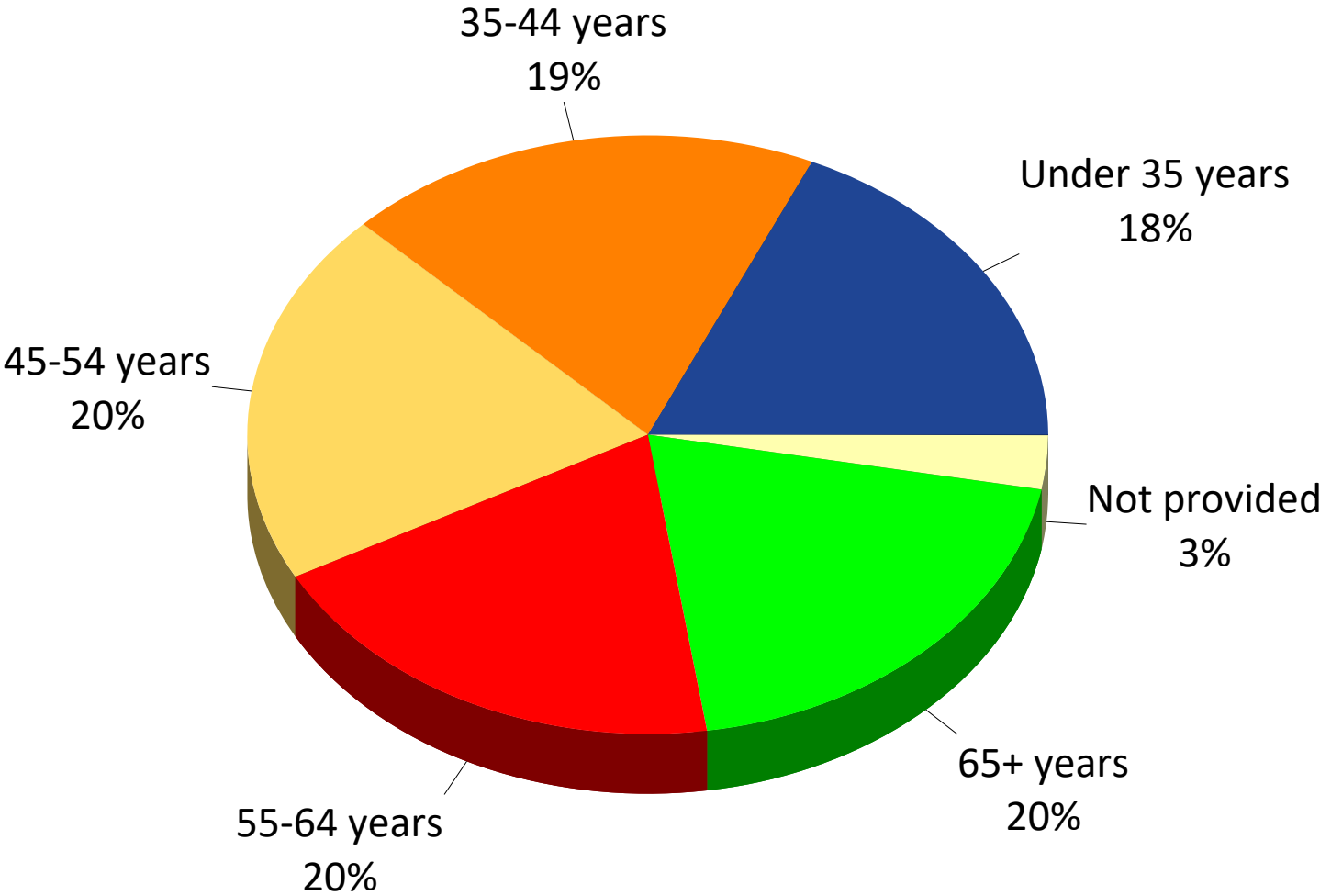
by percentage of residents surveyed



Source: ETC Institute (2020)

Q37. Demographics: What is your age?

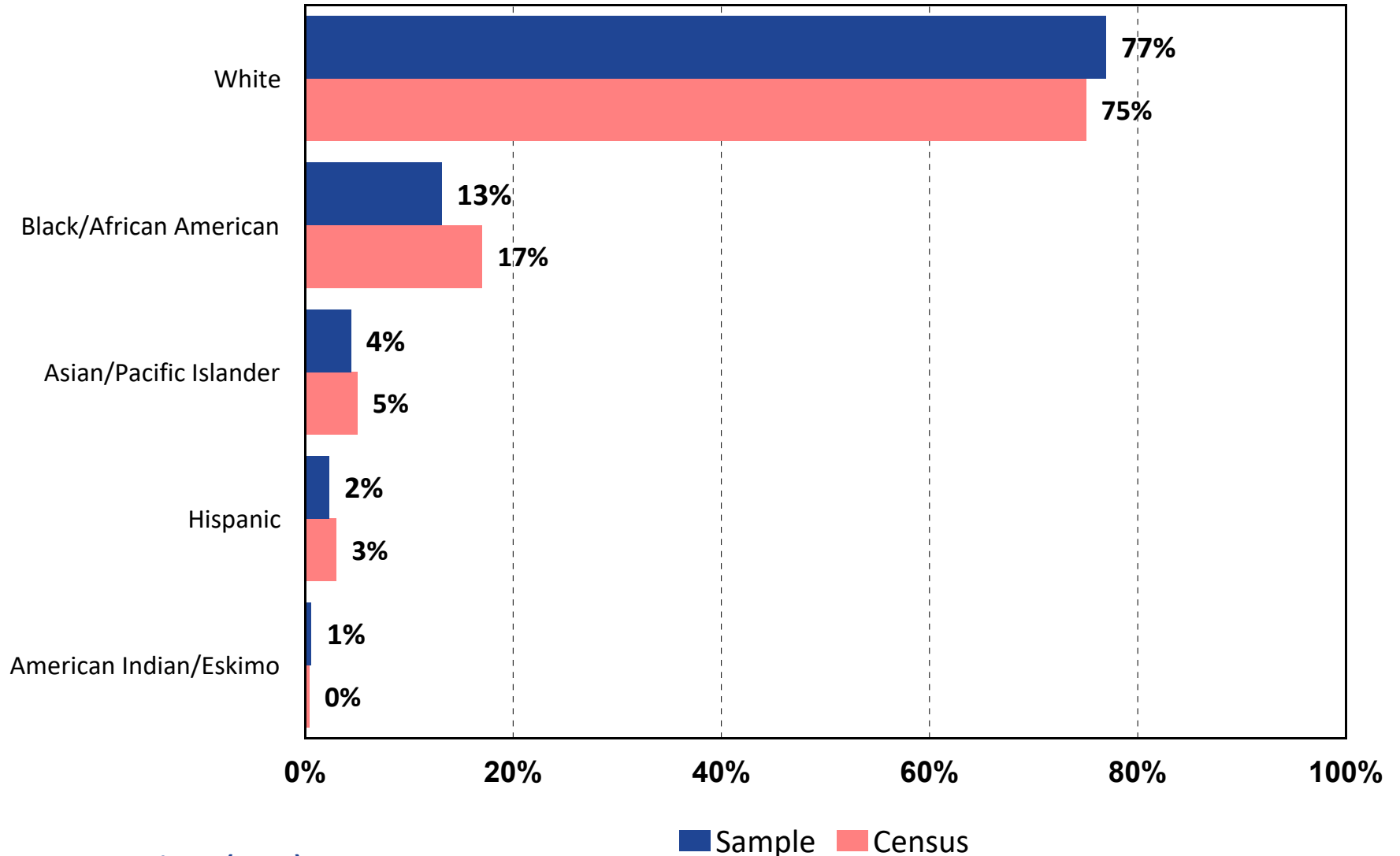
by percentage of residents surveyed



Source: ETC Institute (2020)

Q38. Demographics: Which best describes your race/ethnicity?

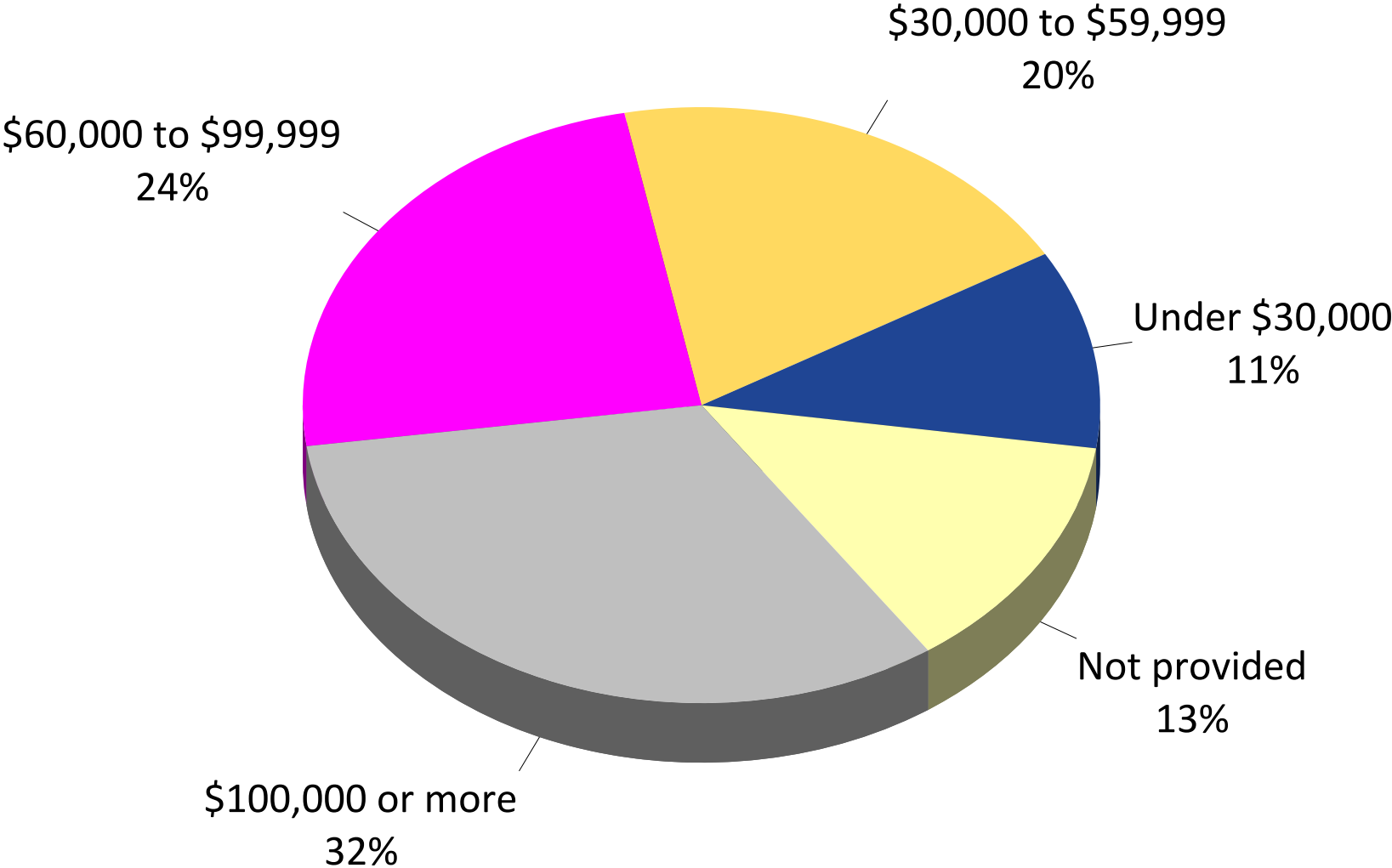
by percentage of residents surveyed (multiple choices could be made)



Source: ETC Institute (2020)

Q39. Demographics: Total Annual Household Income

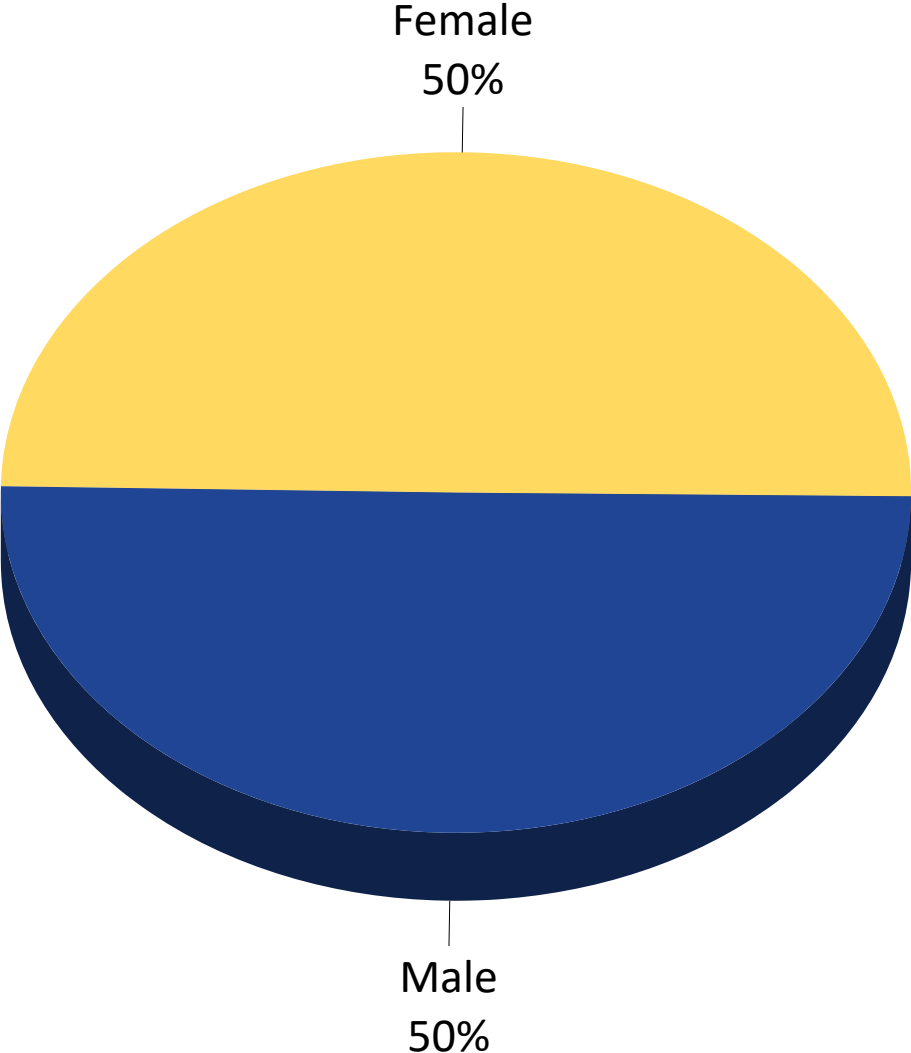
by percentage of residents surveyed



Source: ETC Institute (2020)

Q40. Demographics: Gender of the Respondents

by percentage of residents surveyed



Source: ETC Institute (2020)

ETC Institute (2020)

Section 2

Benchmarking Analysis

Benchmarking Summary Report

Year 2020 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents in the continental United States and (2) individual community surveys that were administered in 42 medium-sized cities (population of 50,000 to 200,000) between January 2017 and February 2020. The "U.S. Average" shown in this report reflects the overall results of ETC Institute's national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 42 cities included in the performance ranges that are shown in this report are listed below:

- Auburn, AL
- Baytown, TX
- Blue Springs, MO
- Chapel Hill, NC
- Columbia, MO
- Concord, NC
- Coral Springs, FL
- Davenport, IA
- Elgin, IL
- Fort Lauderdale, FL
- Greenville, NC
- High Point, NC
- Independence, MO
- Lawrence, KS
- Lee's Summit, MO
- Lenexa, KS
- McAllen, TX
- Meridian, ID
- Mesquite, TX
- Miami Beach, FL
- Missouri City, TX
- Olathe, KS
- Onslow County, NC
- Oswego, IL
- Overland Park, KS
- Pflugerville, TX
- Pueblo, CO
- Shawnee, KS
- Shoreline, WA
- South Bend, IN
- Springfield, MO
- St. Joseph, MO
- Sterling Heights, MI
- Sugar Land, TX
- Tamarac, FL
- Tempe, AZ
- Topeka, KS
- Tyler, TX
- Vancouver, WA
- Wes Des Moines, IA
- Wilmington, NC
- Wyandotte County, KS

Interpreting the National/Regional Chart

The chart on the following page shows how the overall results for Auburn compare to the U.S. averages based on the results of the 2019 survey that was administered by ETC Institute. The City of Auburn's results are shown in blue and the U.S. averages are shown in yellow.

Interpreting the Performance Range Chart

The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® survey since January 2017. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The orange dot on each bar shows how the results for Auburn compare to the average of the 42 medium-sized cities that have participated in ETC Institute's DirectionFinder® since January 2017, which is shown as a vertical dash. If the dot is located to the right of the vertical dash, the City of Auburn rated above the medium-sized city average. If the yellow dot is located to the left of the vertical dash, the City of Auburn rated below the medium-sized city average.

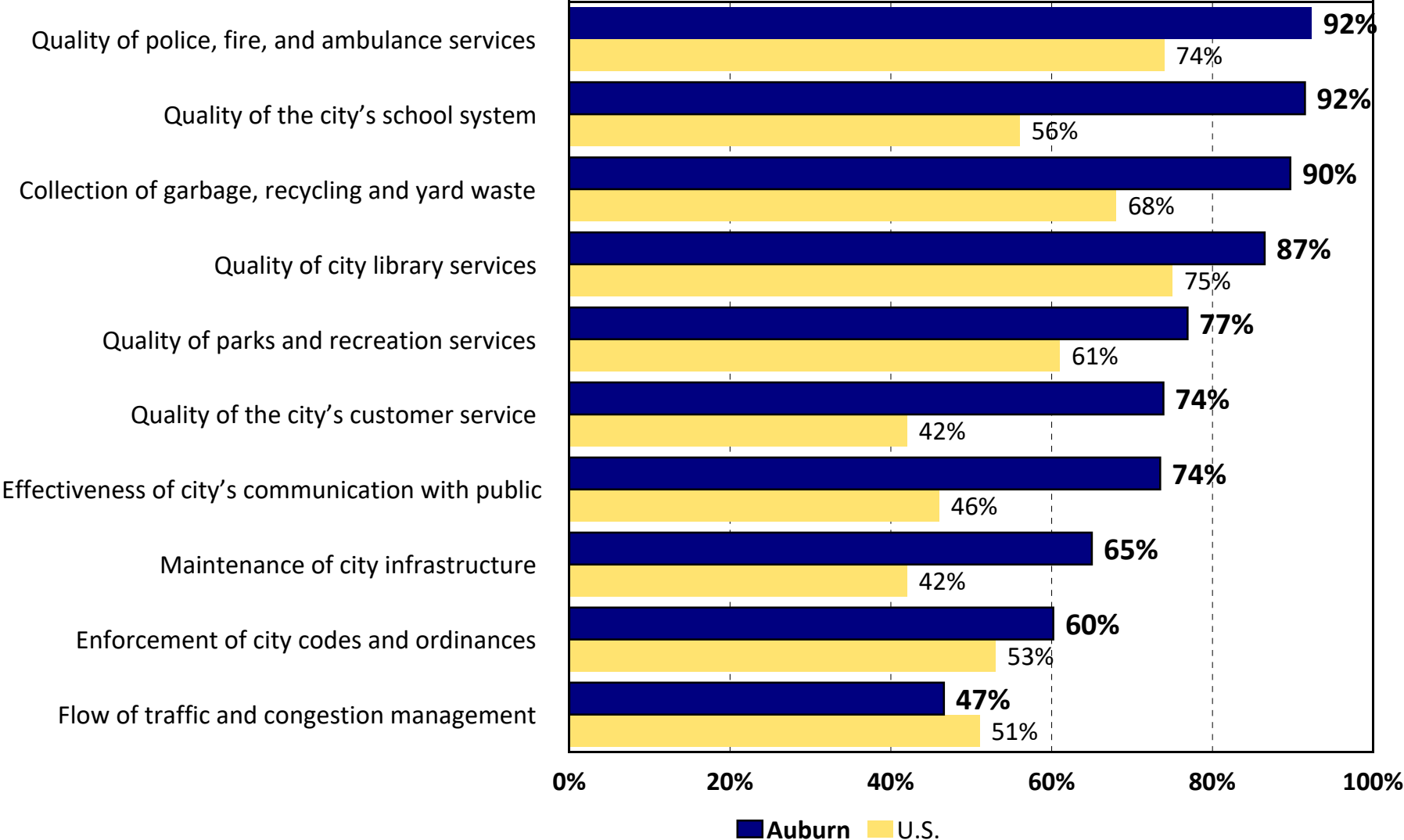
National Benchmarks

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

Overall Satisfaction with Major Categories of City Services

Auburn vs. the U.S.

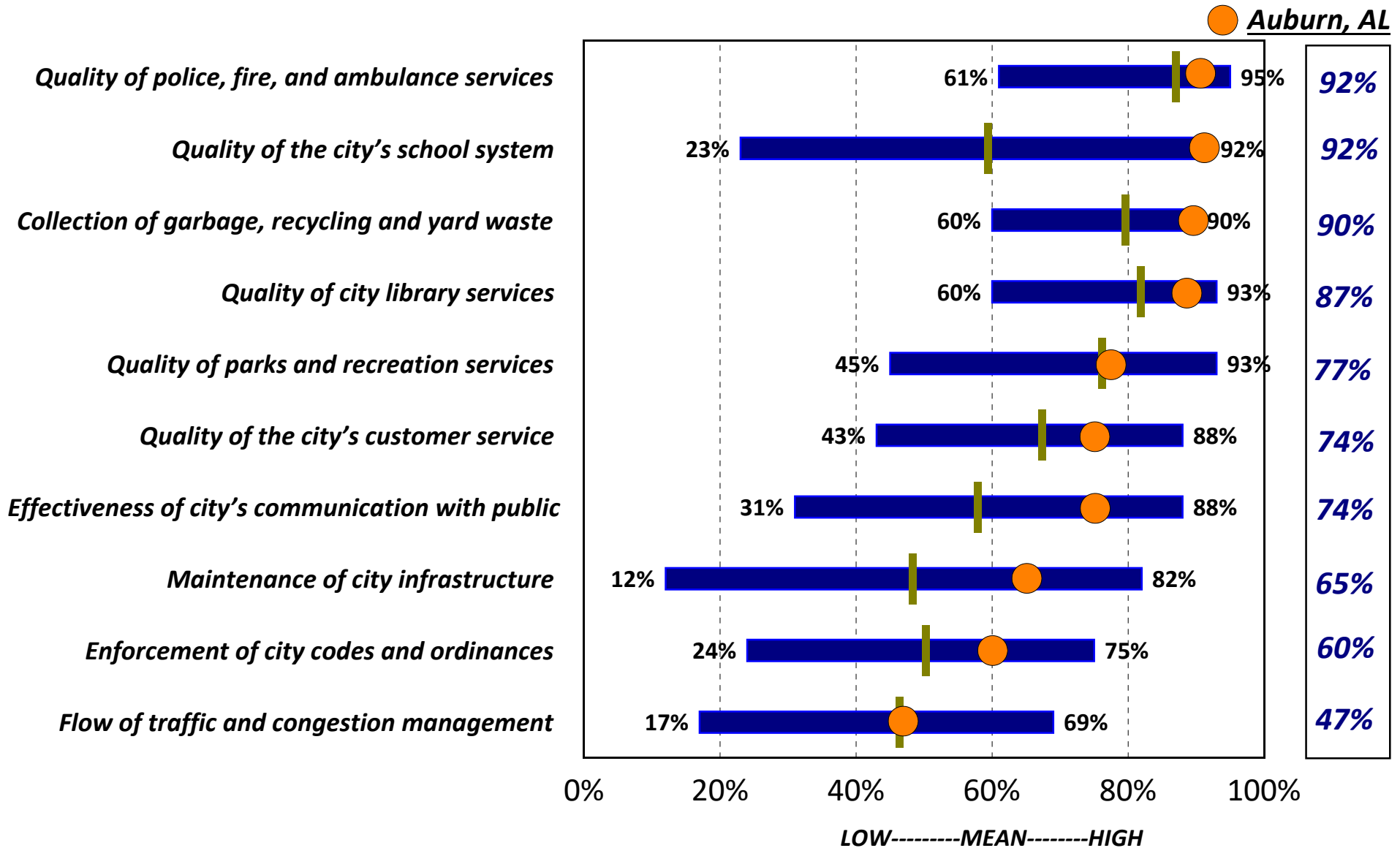
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Overall Satisfaction with Major City Services

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)

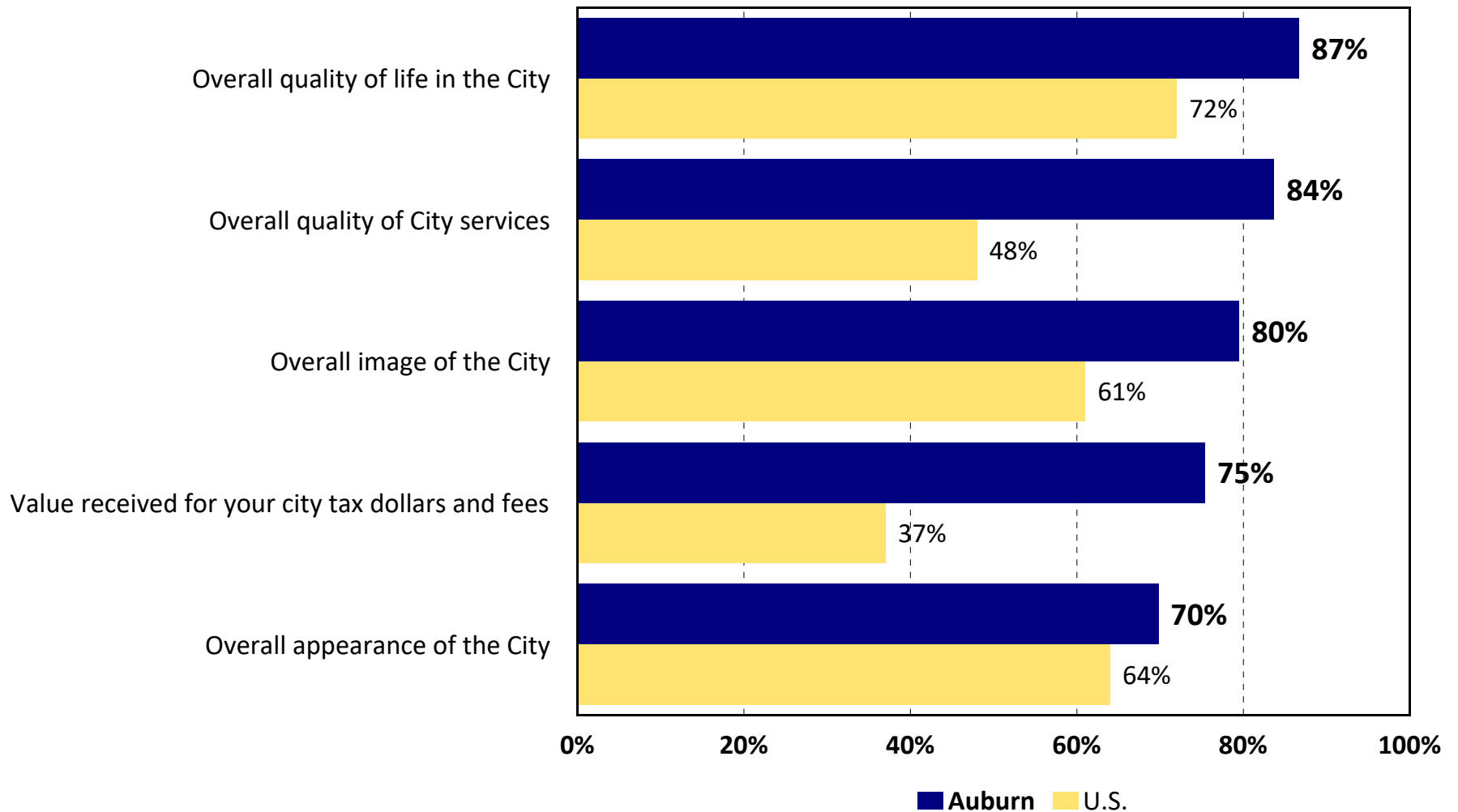


Source: 2020 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City

Auburn vs. the U.S.

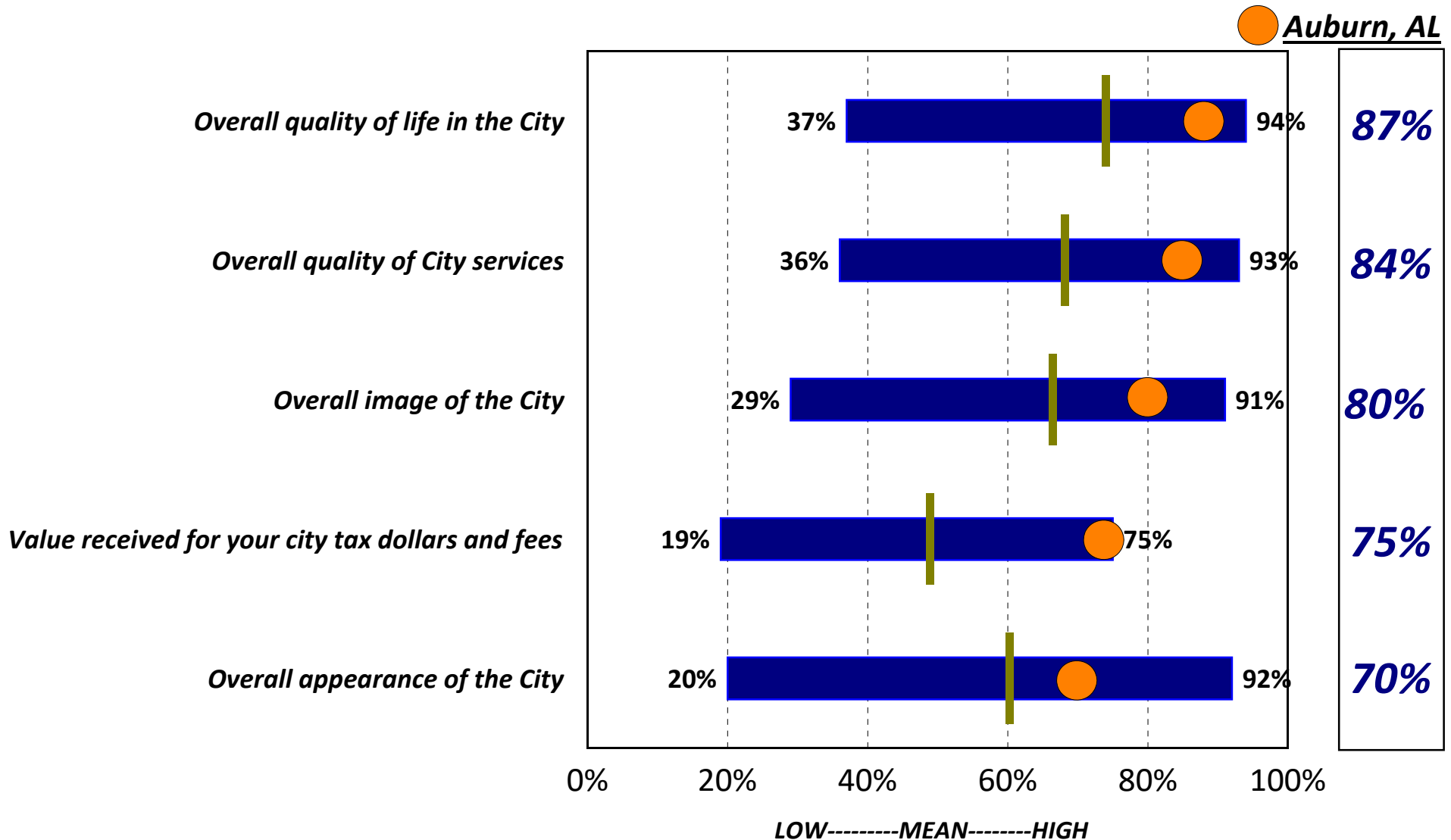
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Perceptions that Residents Have of the City in Which They Live

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)

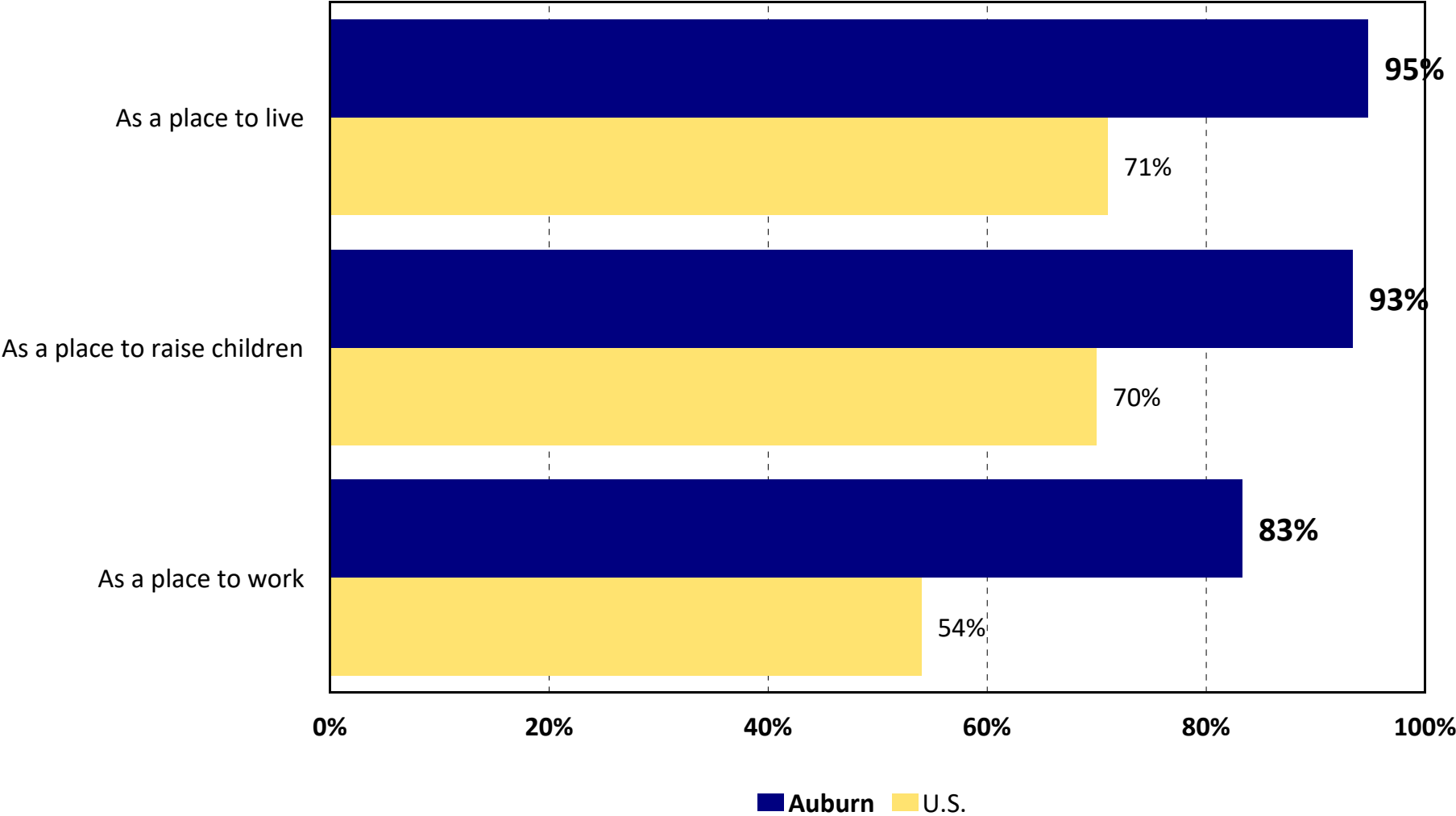


Source: 2020 ETC Institute

Overall Ratings of the Community

Auburn vs. the U.S.

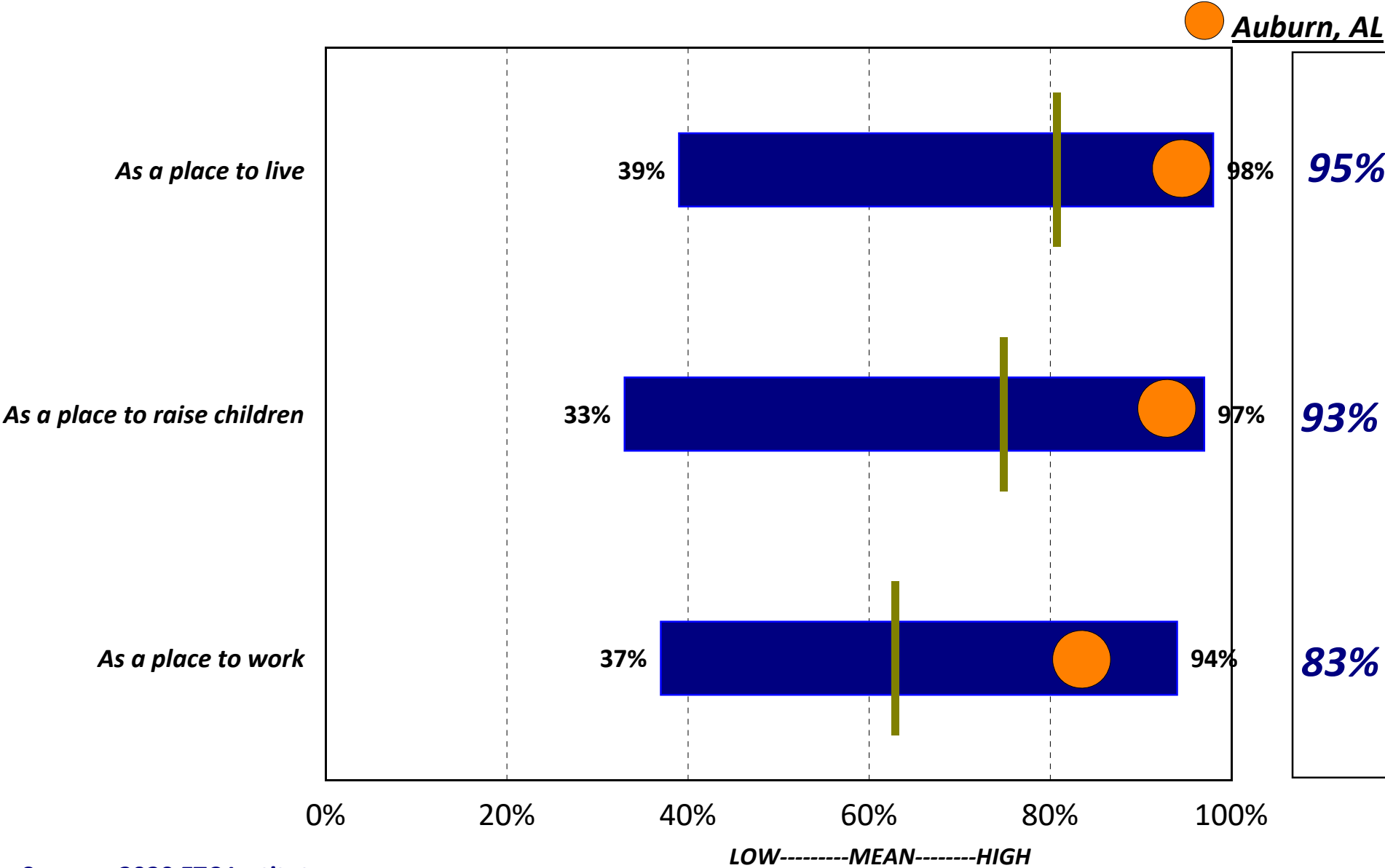
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2020 ETC Institute

Overall Ratings of the Community

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

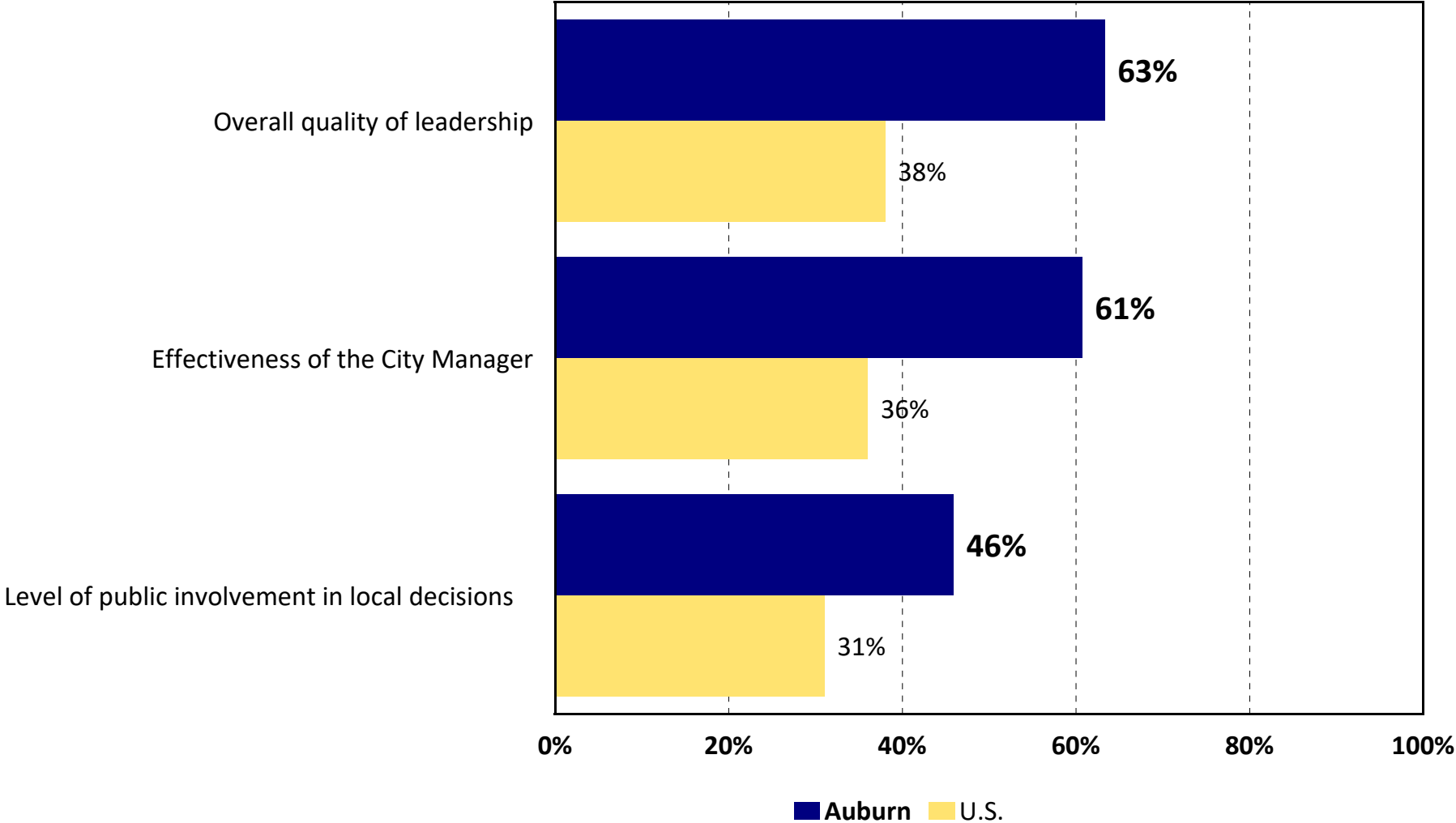


Source: 2020 ETC Institute

Overall Ratings of 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 "excellent" and 1 was "poor" (excluding don't knows)

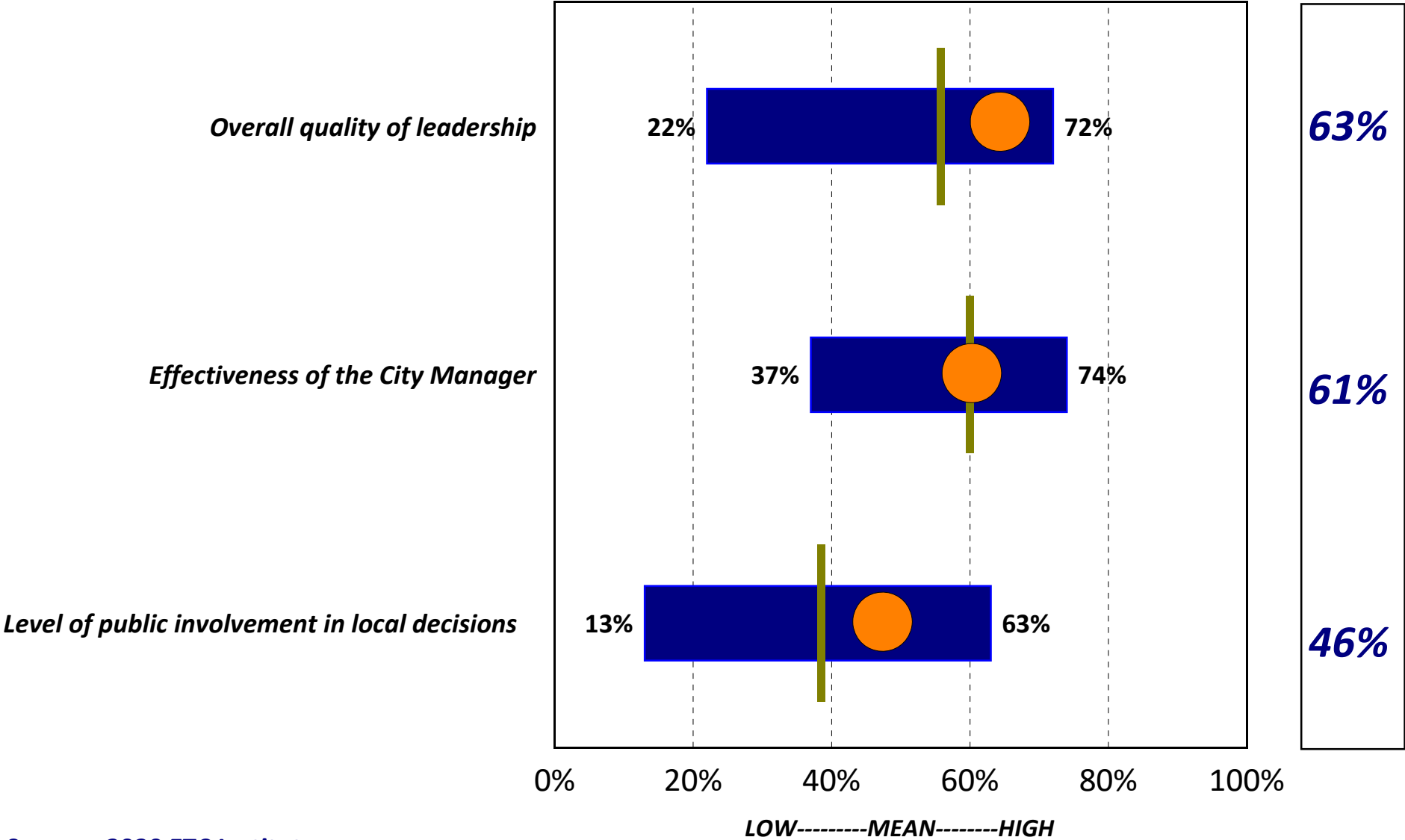


Source: 2020 ETC Institute

Overall Ratings of City Leadership

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)

 **Auburn, AL**

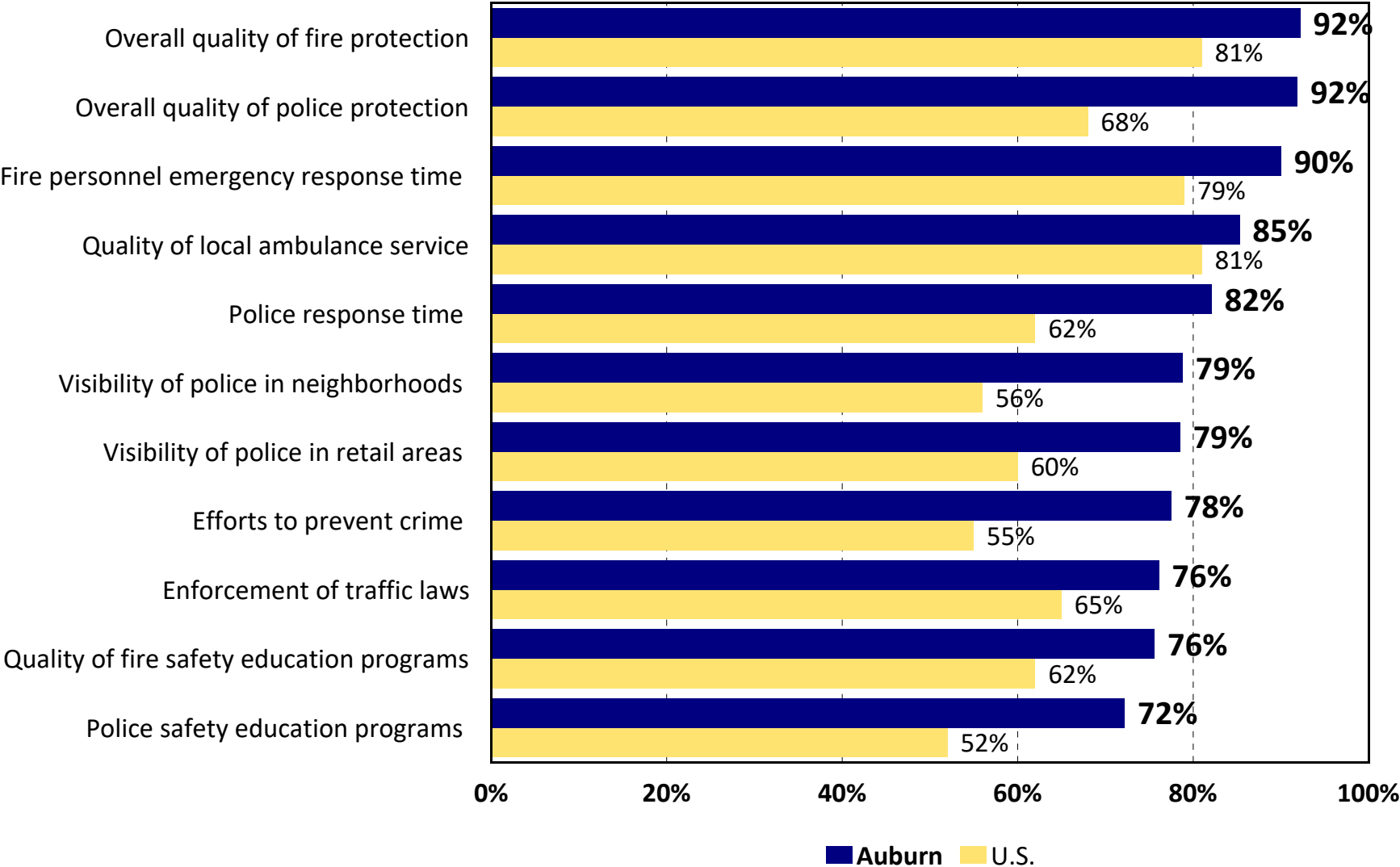


Source: 2020 ETC Institute

Overall Satisfaction with Public Safety Services

Auburn vs. the U.S.

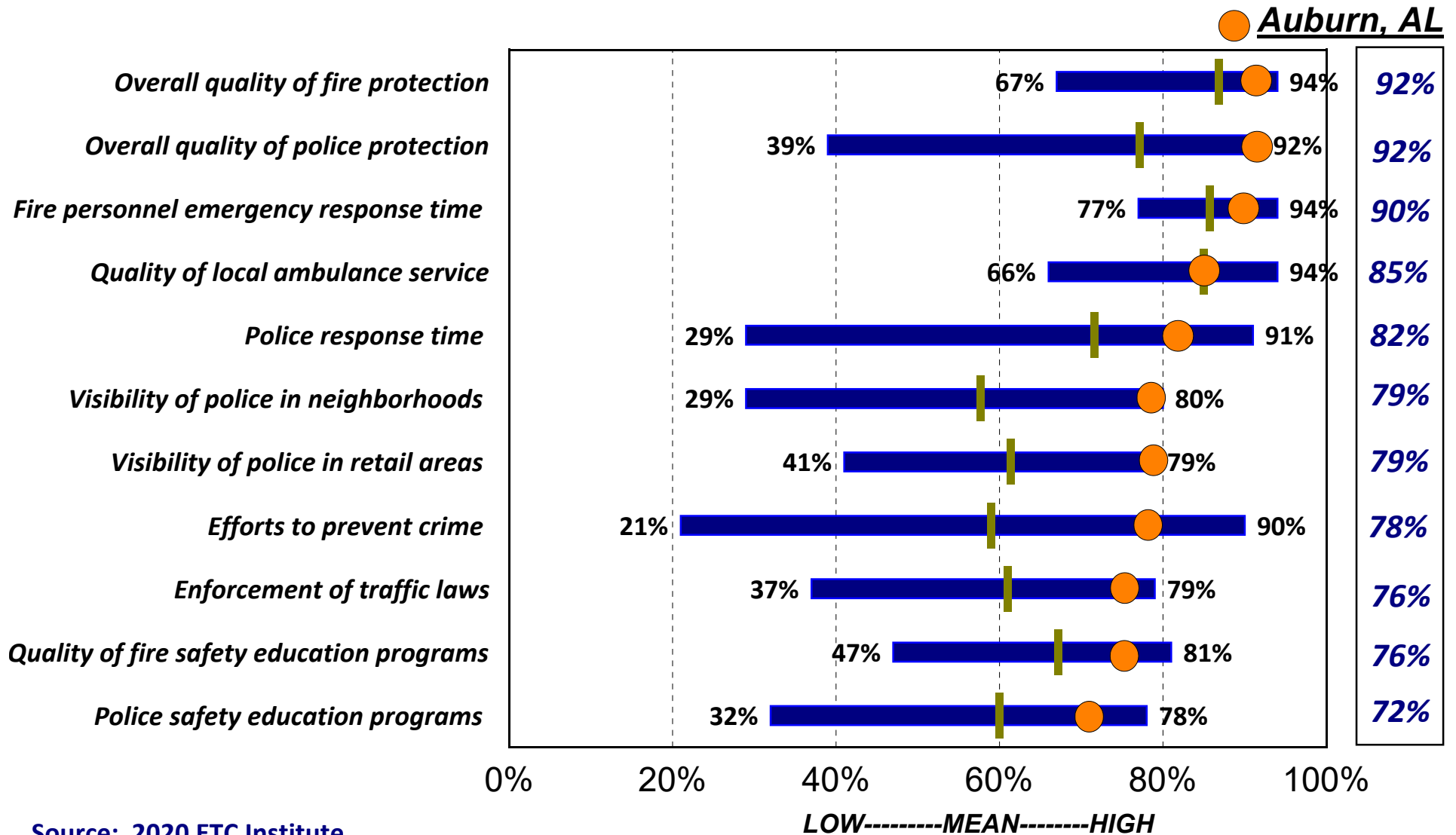
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Various Public Safety Services Provided by Cities

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)

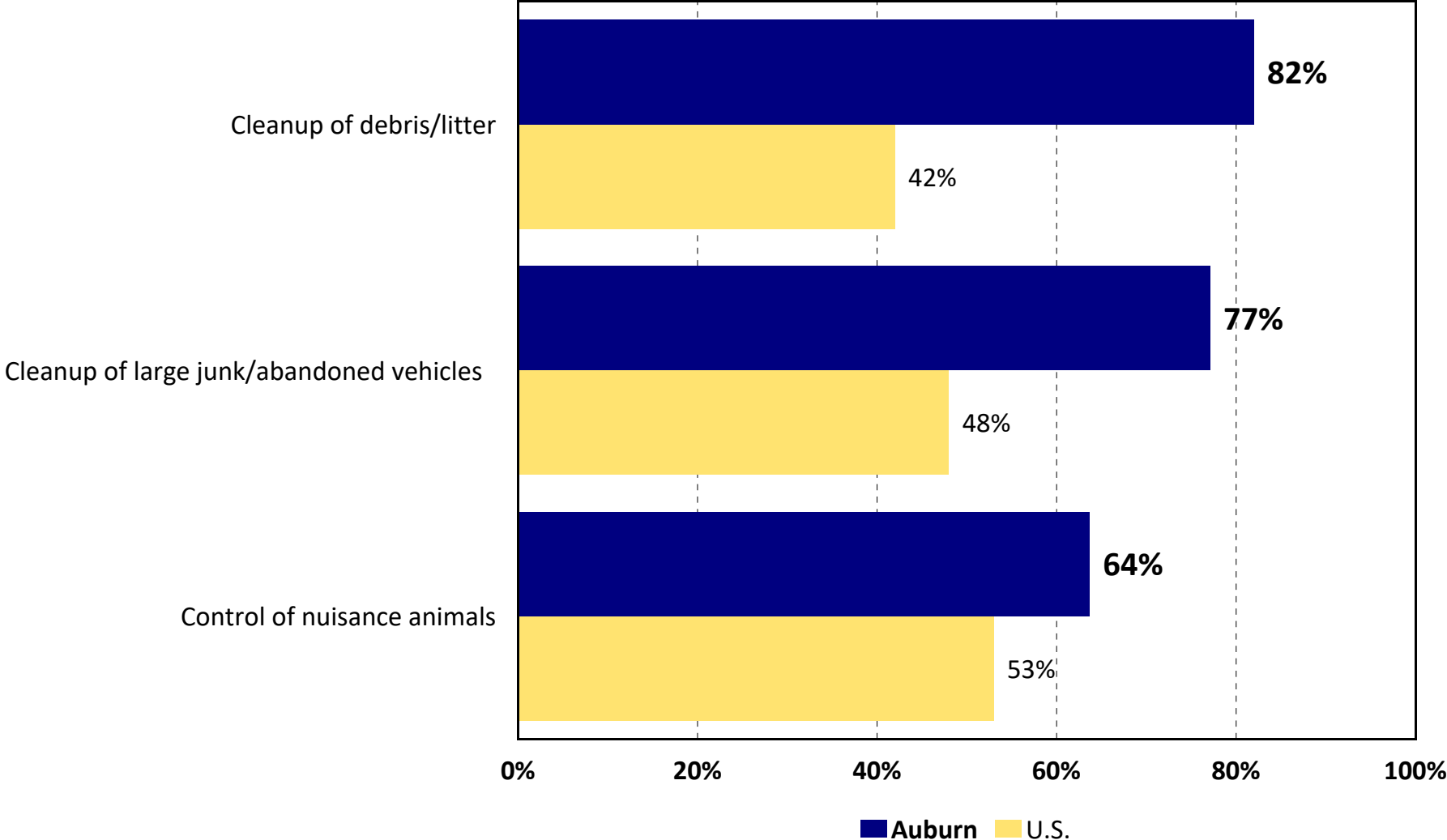


Source: 2020 ETC Institute

Overall Satisfaction with Code Enforcement

Auburn vs. the U.S.

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

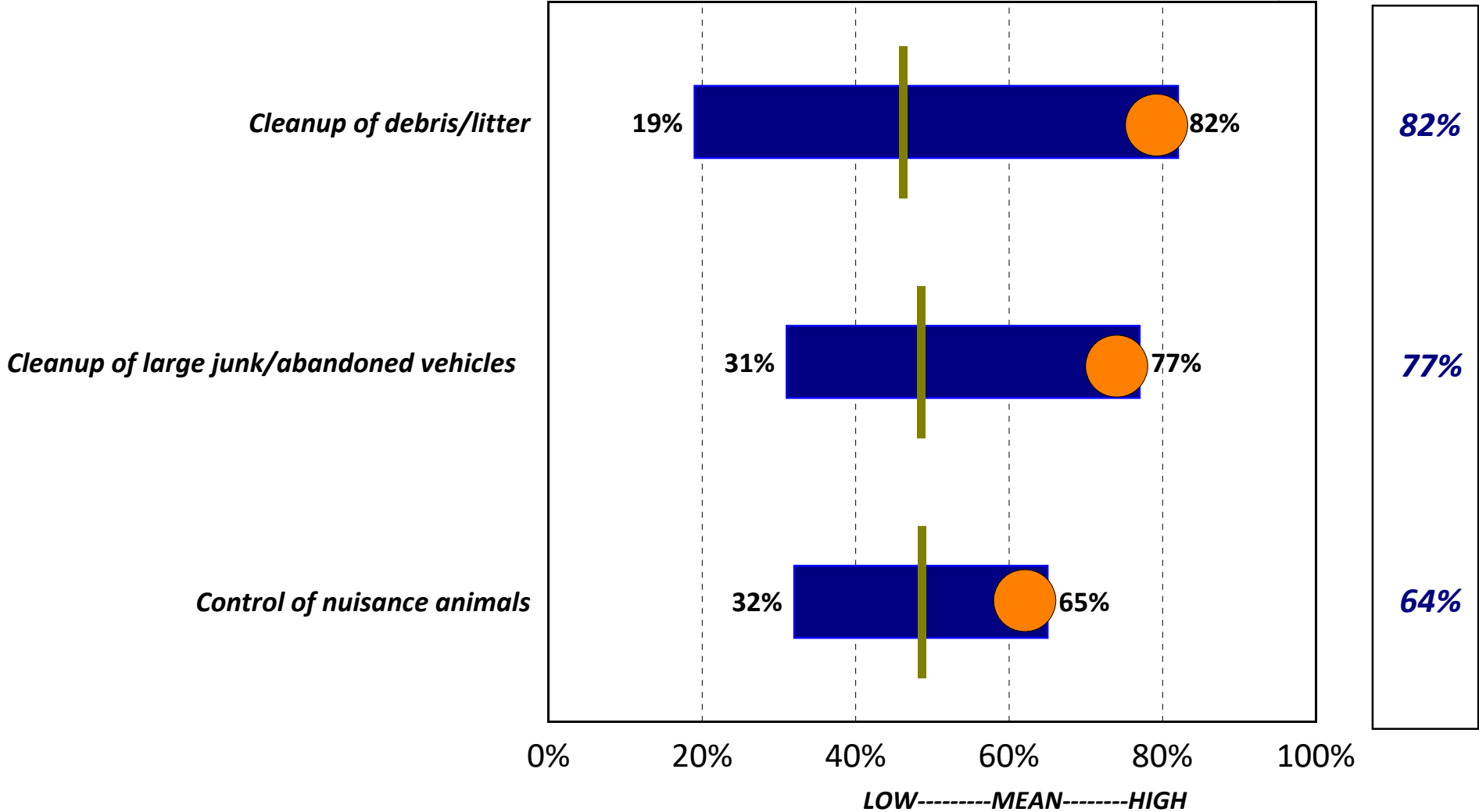


Source: 2020 ETC Institute

Satisfaction with Code Enforcement Provided by Cities

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)

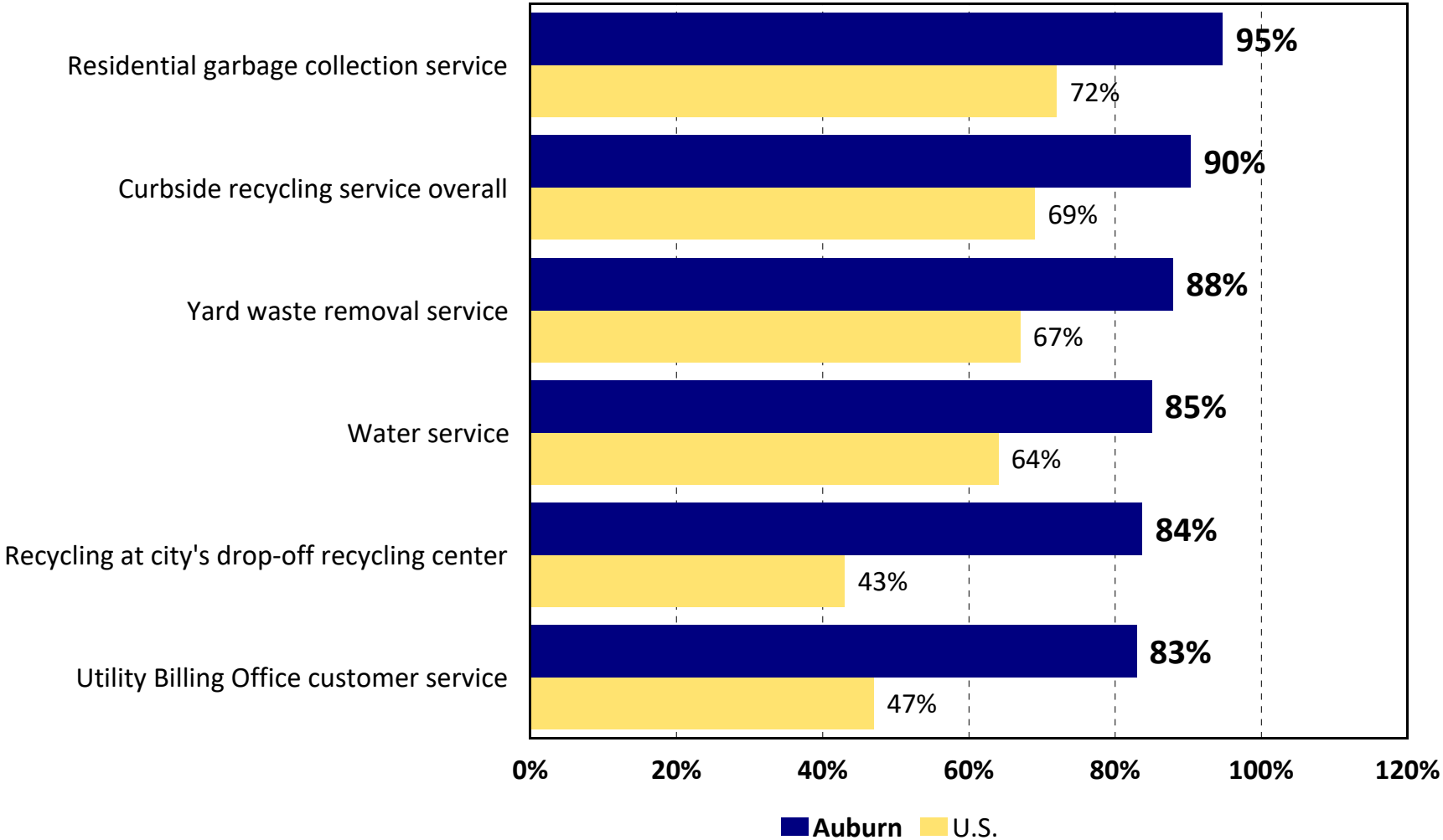
Auburn, AL



Source: 2020 ETC Institute

Overall Satisfaction with Garbage, Recycling, Sewer and Water 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)

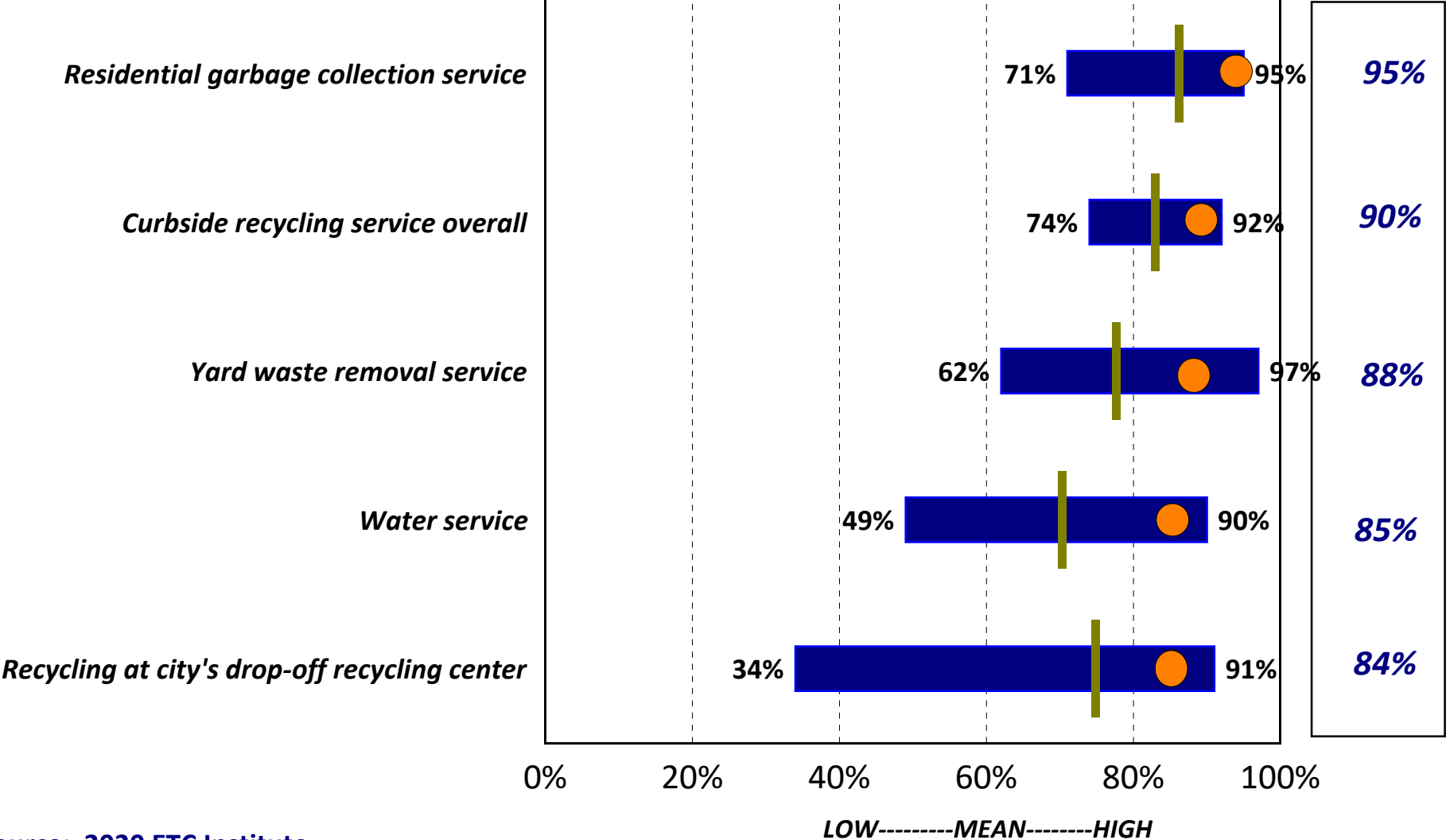


Source: 2020 ETC Institute

Satisfaction with Garbage and Water Services Provided by Cities

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

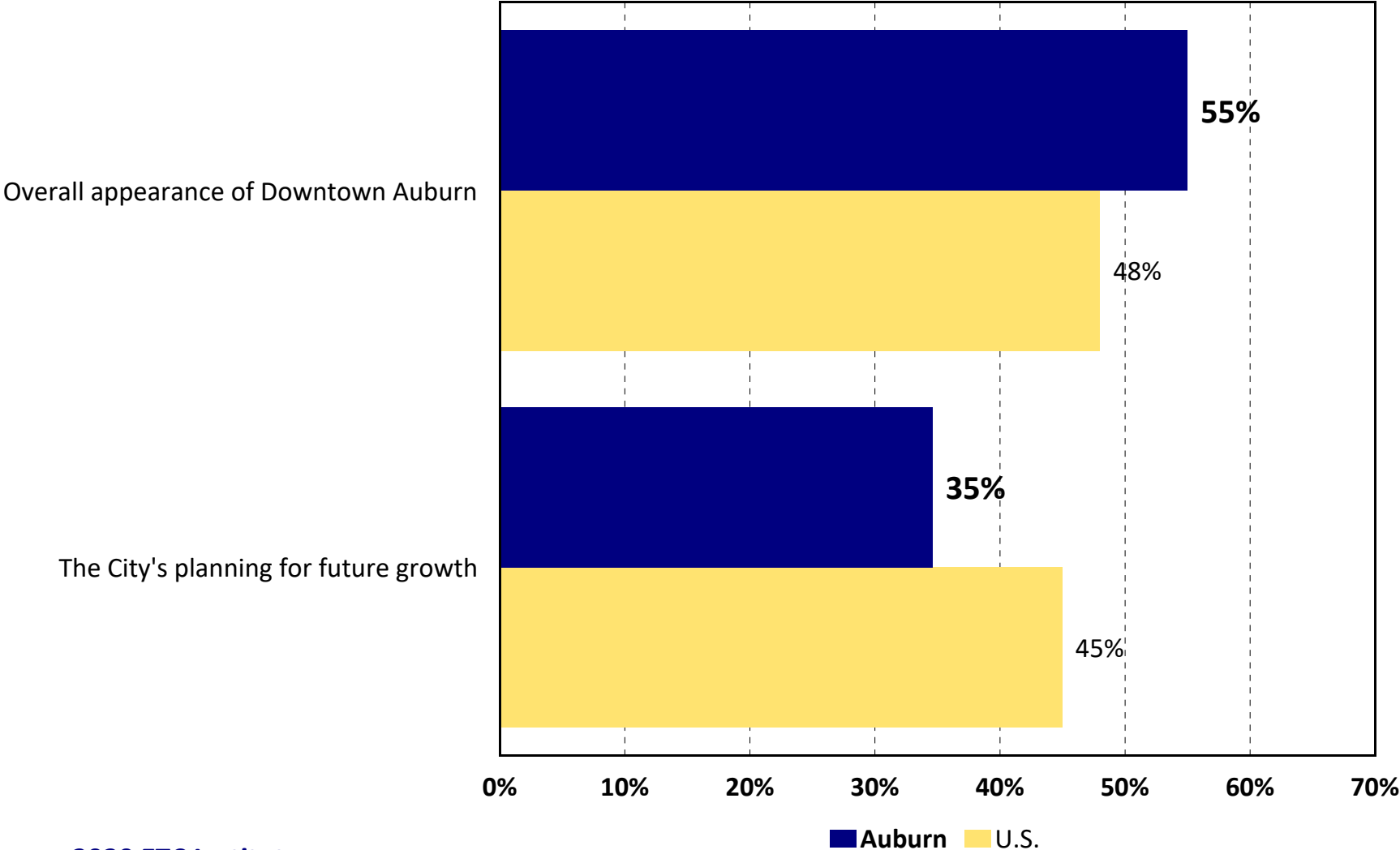


Source: 2020 ETC Institute

Overall Satisfaction with Development and Redevelopment

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)

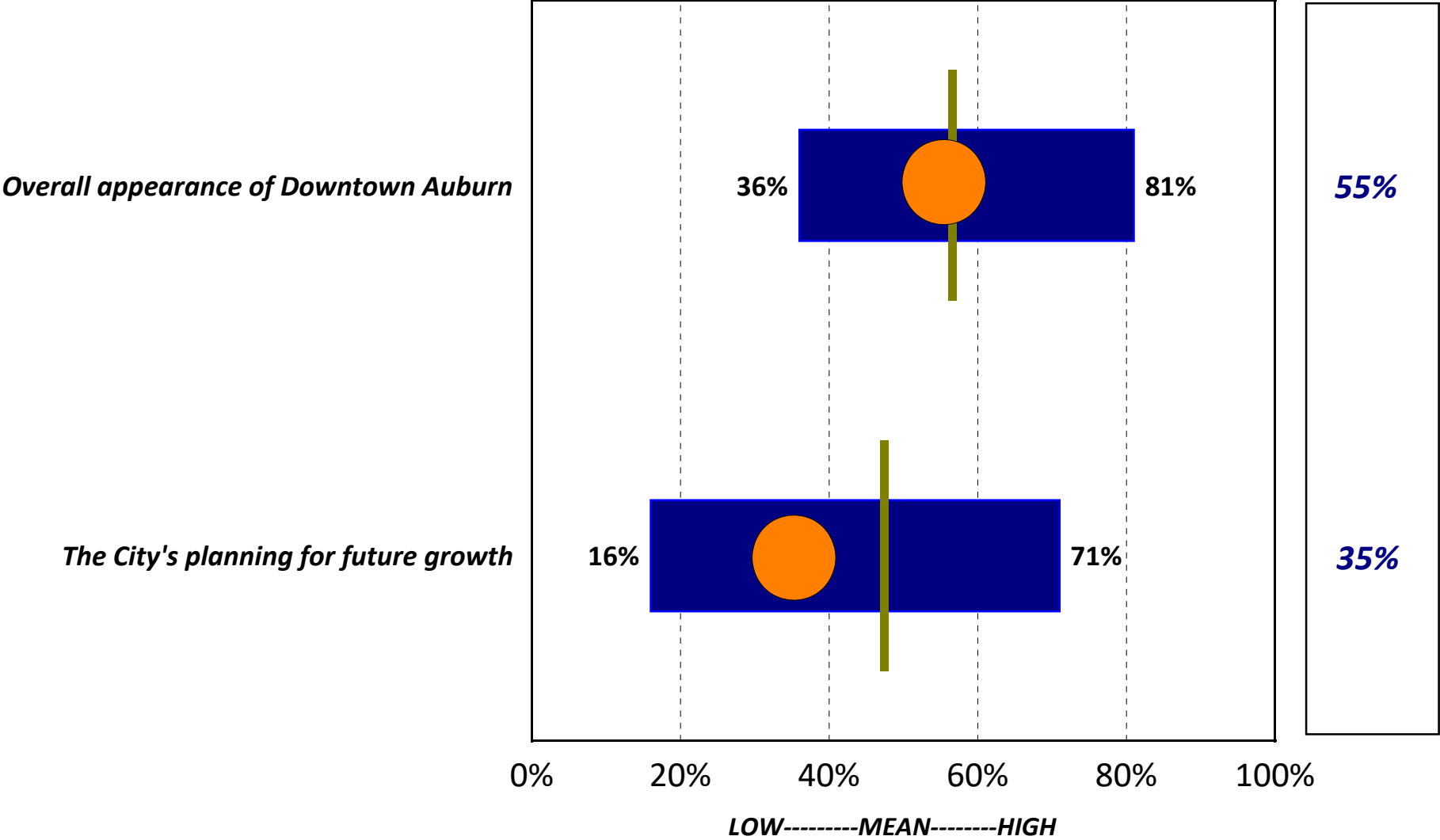


Source: 2020 ETC Institute

Satisfaction with Development and Redevelopment

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

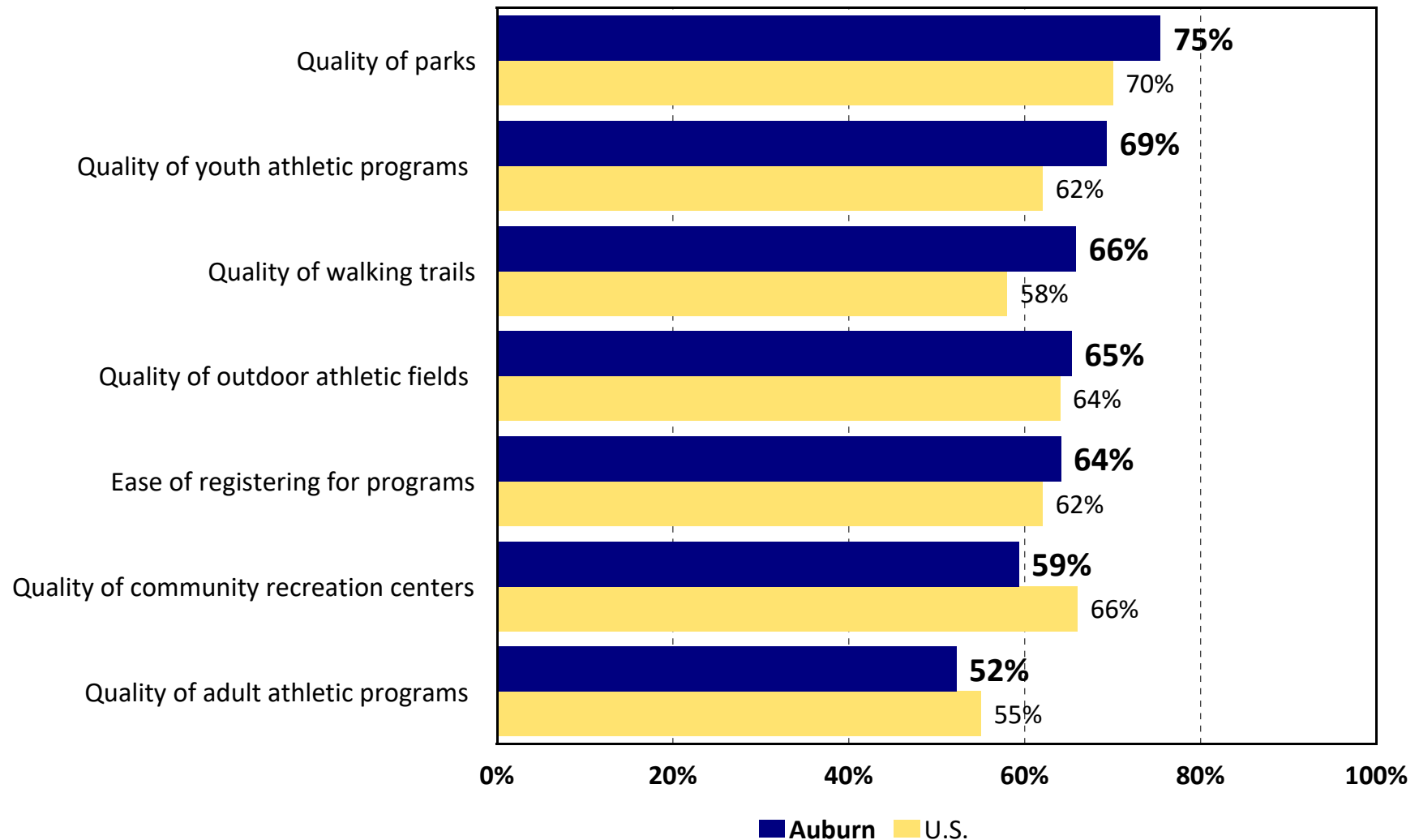


Source: 2020 ETC Institute

Overall Satisfaction with Parks and Recreation

Auburn vs. the U.S.

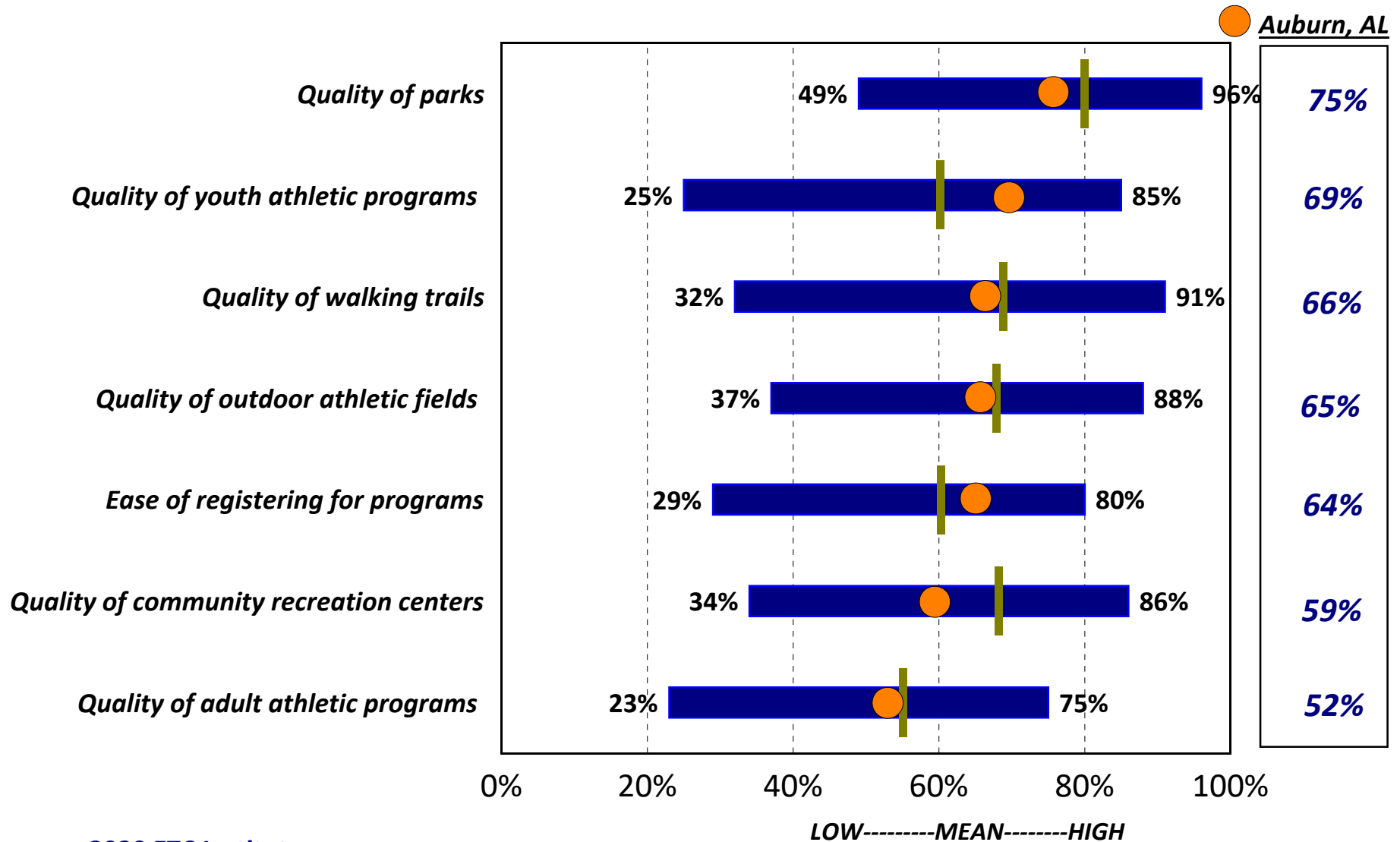
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities

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)

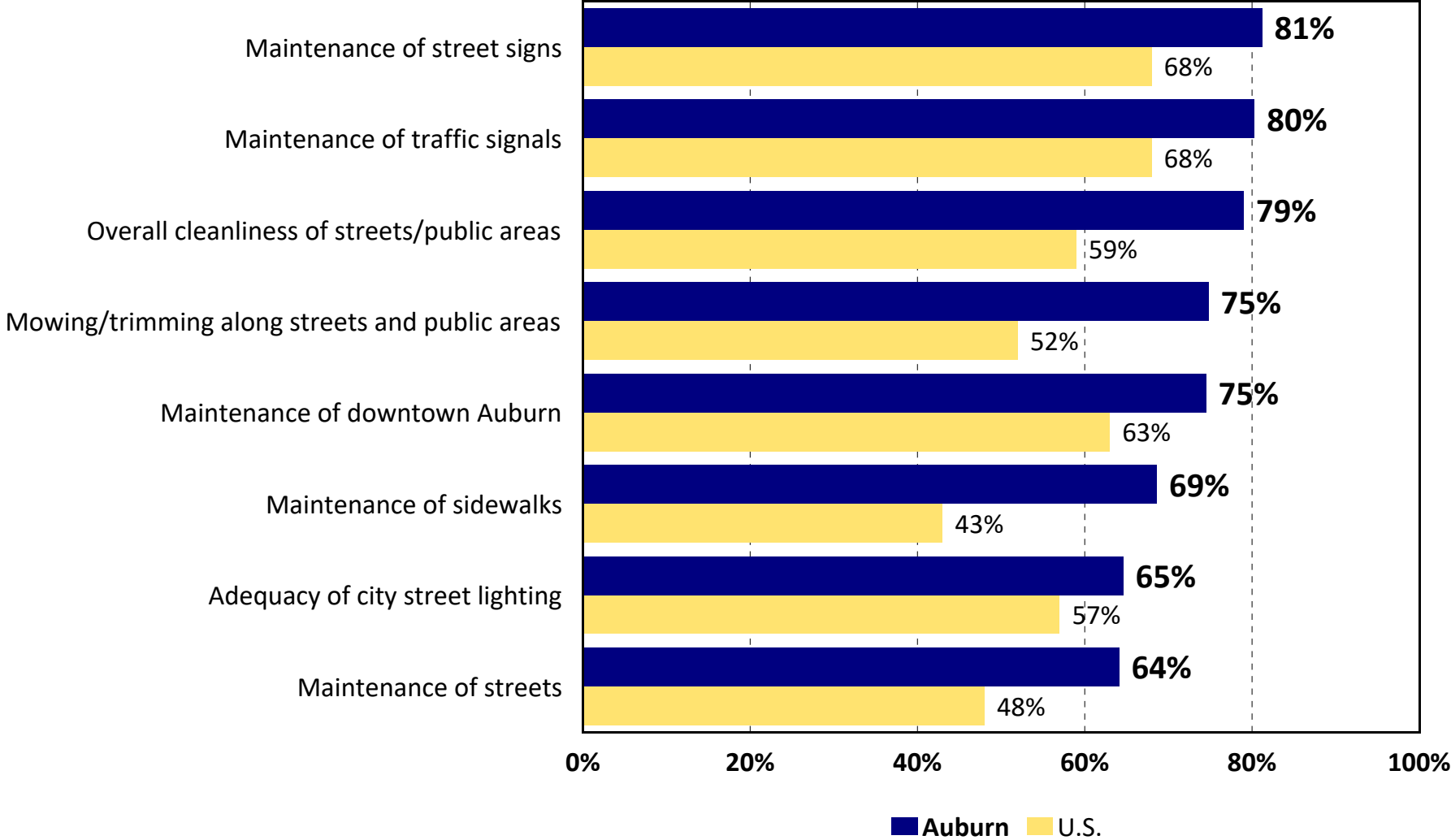


Source: 2020 ETC Institute

Overall Satisfaction with City Maintenance

Auburn vs. the U.S.

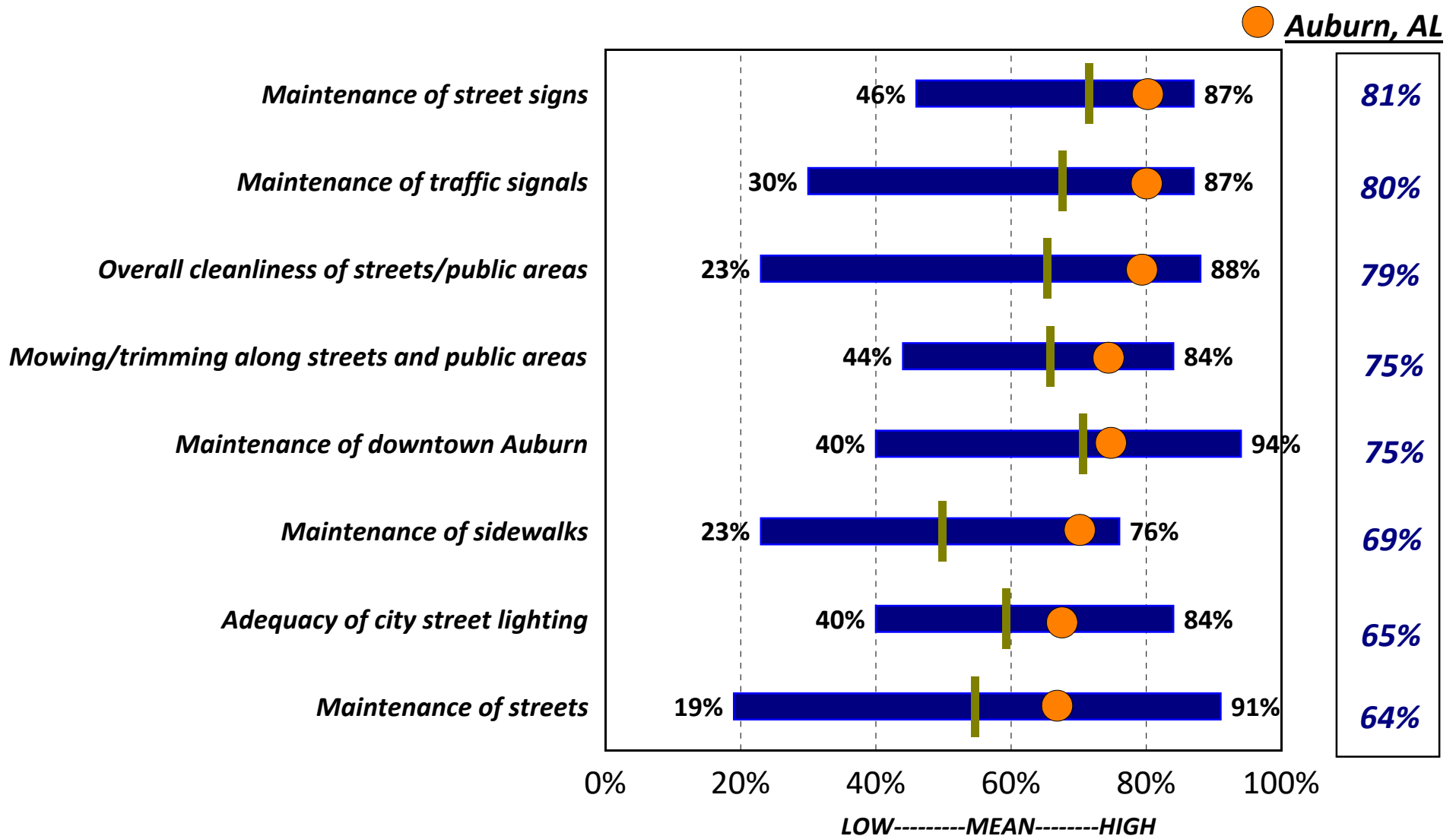
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Maintenance Services Provided by Cities

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)

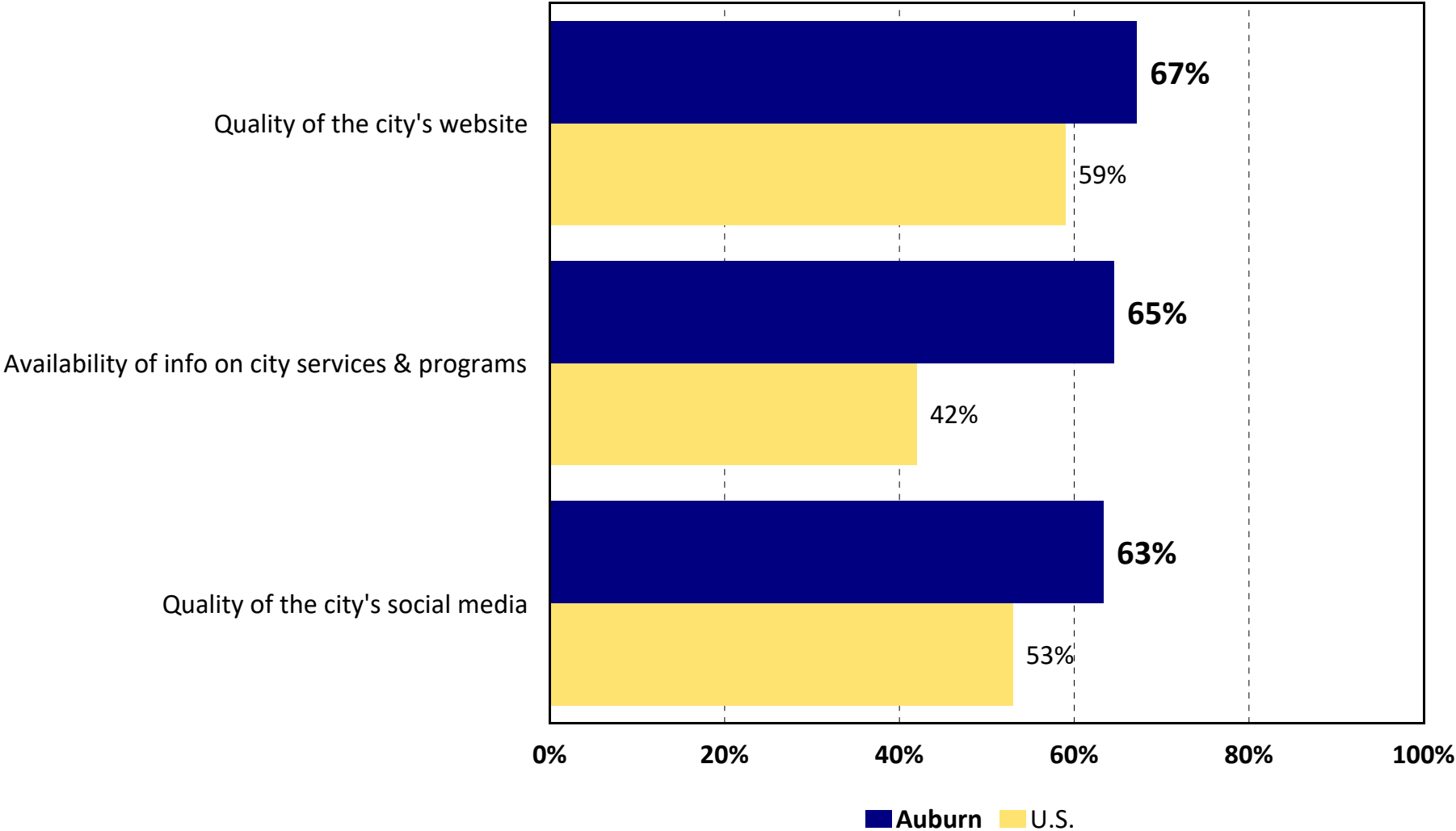


Source: 2020 ETC Institute

Overall Satisfaction with Communication

Auburn vs. the U.S.

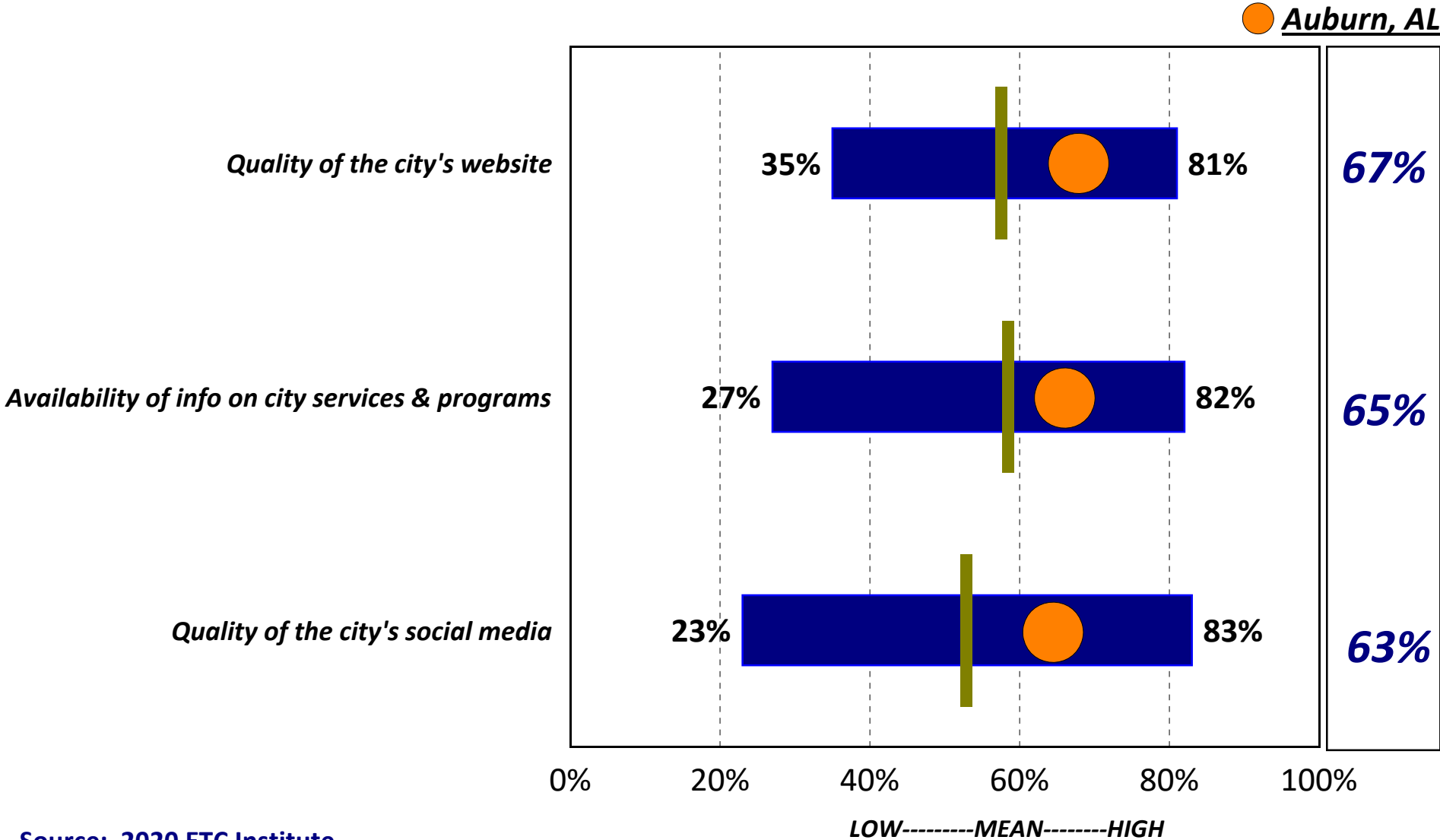
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with City Communication

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: 2020 ETC Institute

Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of Auburn Citizen Survey

Overview

Today, City officials have limited resources to address community needs. To use public input as an effective tool for setting priorities, City officials should consider both the (1) importance that the community places on issues; and (2) how 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 organizations will maximize overall citizen 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.

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 organization to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the organization's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major City services they thought should receive the most emphasis over the next two years. Approximately sixty percent (59.8%) of respondents selected *flow and management of traffic* as one of the most important services to emphasize over the next two years.

With regard to satisfaction, 46.6% of respondents surveyed rated the *flow and management of traffic* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *flow and management of traffic* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 59.8% was multiplied by 53.4% (1-0.466). This calculation yielded an I-S rating of 0.3193, which ranked first out of 10 service categories.



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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for 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 10 years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of Auburn are provided on the following pages.

2020 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 and management of traffic	60%	1	47%	10	0.3193	1
Maintenance of city infrastructure	58%	2	65%	8	0.2016	2
Medium Priority (IS <.10)						
Enforcement of city codes & ordinances	22%	6	60%	9	0.0864	3
Quality of parks & recreation services	31%	4	77%	5	0.0716	4
Effectiveness of city's communication with public	15%	7	74%	7	0.0395	5
Quality of the city's school system	37%	3	92%	2	0.0310	6
Quality of police, fire, & ambulance services	29%	5	92%	1	0.0222	7
Quality of the city's customer service	8%	8	74%	6	0.0209	8
Collection of garbage, recycling & yard waste	7%	9	90%	3	0.0071	9
Quality of city library services	5%	10	87%	4	0.0069	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 be most emphasized over the next 10 years.

Satisfaction %:

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

© 2020 ETC Institute

2020 Importance-Satisfaction Rating City of Auburn Citizen Survey Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Cleanup of overgrown and weedy lots	42%	1	57%	4	0.1823	1
Efforts to remove dilapidated structures	37%	3	54%	5	0.1692	2
Medium Priority (IS <.10)						
Cleanup of debris/litter	42%	2	82%	1	0.0751	3
Control of nuisance animals	18%	5	64%	3	0.0657	4
Cleanup of large junk/abandoned vehicles	20%	4	77%	2	0.0447	5

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 be most emphasized over the next 10 years.

Satisfaction %:

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

© 2020 ETC Institute

2020 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
Medium Priority (IS <.10)						
Efforts to prevent crime	42%	1	78%	8	0.0945	1
Visibility of police in neighborhoods	38%	2	79%	6	0.0803	2
Visibility of police in retail areas	25%	4	79%	7	0.0535	3
Enforcement of traffic laws	21%	5	76%	9	0.0500	4
Police safety education programs	13%	9	72%	11	0.0370	5
Quality of local ambulance service	20%	6	85%	4	0.0295	6
Overall quality of police protection	35%	3	92%	2	0.0280	7
Police response time	14%	8	82%	5	0.0243	8
Quality of fire safety education programs	8%	10	76%	10	0.0183	9
Overall quality of fire protection	16%	7	92%	1	0.0123	10
Fire personnel emergency response time	7%	11	90%	3	0.0070	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be most emphasized over the next 10 years.

Satisfaction %:

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

2020 Importance-Satisfaction Rating City of Auburn Citizen Survey Garbage, Recycling, Sewer & Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of drinking water	45%	1	70%	9	0.1338	1
Medium Priority (IS <.10)						
Material types accepted for recycling	28%	2	80%	8	0.0566	2
Water service	14%	6	85%	5	0.0210	3
Yard waste removal service	15%	5	88%	3	0.0179	4
Curbside recycling service overall	16%	4	90%	2	0.0153	5
Recycling at city's drop-off recycling center	6%	8	84%	6	0.0104	6
Utility Billing Office customer service	6%	9	83%	7	0.0096	7
Sewer service	8%	7	88%	4	0.0093	8
Residential garbage collection service	17%	3	95%	1	0.0091	9

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 be most emphasized over the next 10 years.

Satisfaction %:

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

2020 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of senior programs	27%	4	55%	12	0.1239	1
Quality of walking trails	36%	2	66%	5	0.1218	2
Quality of community recreation centers	30%	3	59%	11	0.1205	3
Quality of parks	45%	1	75%	1	0.1107	4
Quality of fitness areas within recreation centers	21%	8	52%	14	0.1033	5
Medium Priority (IS <.10)						
Quality of playgrounds	24%	6	63%	10	0.0915	6
Quality of special needs/therapeutics programs	15%	11	51%	15	0.0744	7
Quality of youth athletic programs	24%	7	69%	3	0.0721	8
Quality of special events	25%	5	73%	2	0.0664	9
Quality of cultural arts programs	17%	9	65%	8	0.0597	10
Quality of outdoor athletic fields	16%	10	65%	7	0.0552	11
Quality of adult athletic programs	11%	12	52%	13	0.0511	12
Quality of cemeteries	10%	13	69%	4	0.0312	13
Ease of registering for programs	7%	14	64%	9	0.0258	14
Fees charged for recreation programs	7%	15	66%	6	0.0247	15

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, and fourth most important responses for each item. Respondents were asked to identify the items they thought should be most emphasized over the next 10 years.

Satisfaction %:

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

2020 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Library

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
E-Book collection	24%	5	65%	9	0.0834	1
Adult programs	24%	4	66%	8	0.0808	2
Children's programs	33%	1	76%	6	0.0793	3
Books and audio/visual for adults	30%	2	77%	4	0.0673	4
Books and audio/visual for children	28%	3	78%	3	0.0612	5
Technology resources	22%	6	74%	7	0.0571	6
Availability of parking	16%	7	76%	5	0.0382	7
Hours of operation	12%	8	85%	2	0.0187	8
Customer service	10%	9	85%	1	0.0153	9

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 be most emphasized over the next 10 years.

Satisfaction %:

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

© 2020 ETC Institute

2020 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 .10-.20)						
Maintenance of streets	51%	1	64%	10	0.1827	1
Adequacy of city street lighting	36%	2	65%	9	0.1264	2
Medium Priority (IS <.10)						
Maintenance of sidewalks	28%	3	69%	7	0.0876	3
Maintenance of biking paths and lanes	20%	5	57%	11	0.0867	4
Cleanup of debris/litter in/near roadways	23%	4	67%	8	0.0747	5
Maintenance of downtown Auburn	18%	7	75%	6	0.0454	6
Overall cleanliness of streets/public areas	19%	6	79%	4	0.0401	7
Mowing/trimming along streets and public areas	15%	8	75%	5	0.0373	8
Maintenance of traffic signals	14%	9	80%	3	0.0278	9
Maintenance of street signs	7%	11	81%	2	0.0133	10
Maintenance of City facilities	8%	10	84%	1	0.0125	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be most emphasized over the next 10 years.

Satisfaction %:

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

2020 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
<u>Very Priority (IS >.20)</u>						
Availability of parking	70%	1	20%	11	0.5556	1
<u>Medium Priority (IS <.10)</u>						
Availability of outdoor dining venues	20%	4	50%	10	0.0972	2
Availability of retail shopping	18%	6	55%	8	0.0794	3
Availability of public event space	15%	9	52%	9	0.0715	4
Feeling of safety of downtown at night	29%	2	76%	3	0.0683	5
Landscaping and green space	16%	7	72%	6	0.0462	6
Quality of public events held downtown	16%	8	74%	4	0.0429	7
Availability of dining opportunities	14%	10	70%	7	0.0427	8
Pedestrian accessibility	18%	5	79%	2	0.0377	9
Cleanliness of downtown areas	20%	3	85%	1	0.0312	10
Signage and wayfinding	8%	11	72%	5	0.0212	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be most emphasized over the next 10 years.

Satisfaction %:

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

© 2020 ETC Institute



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 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.

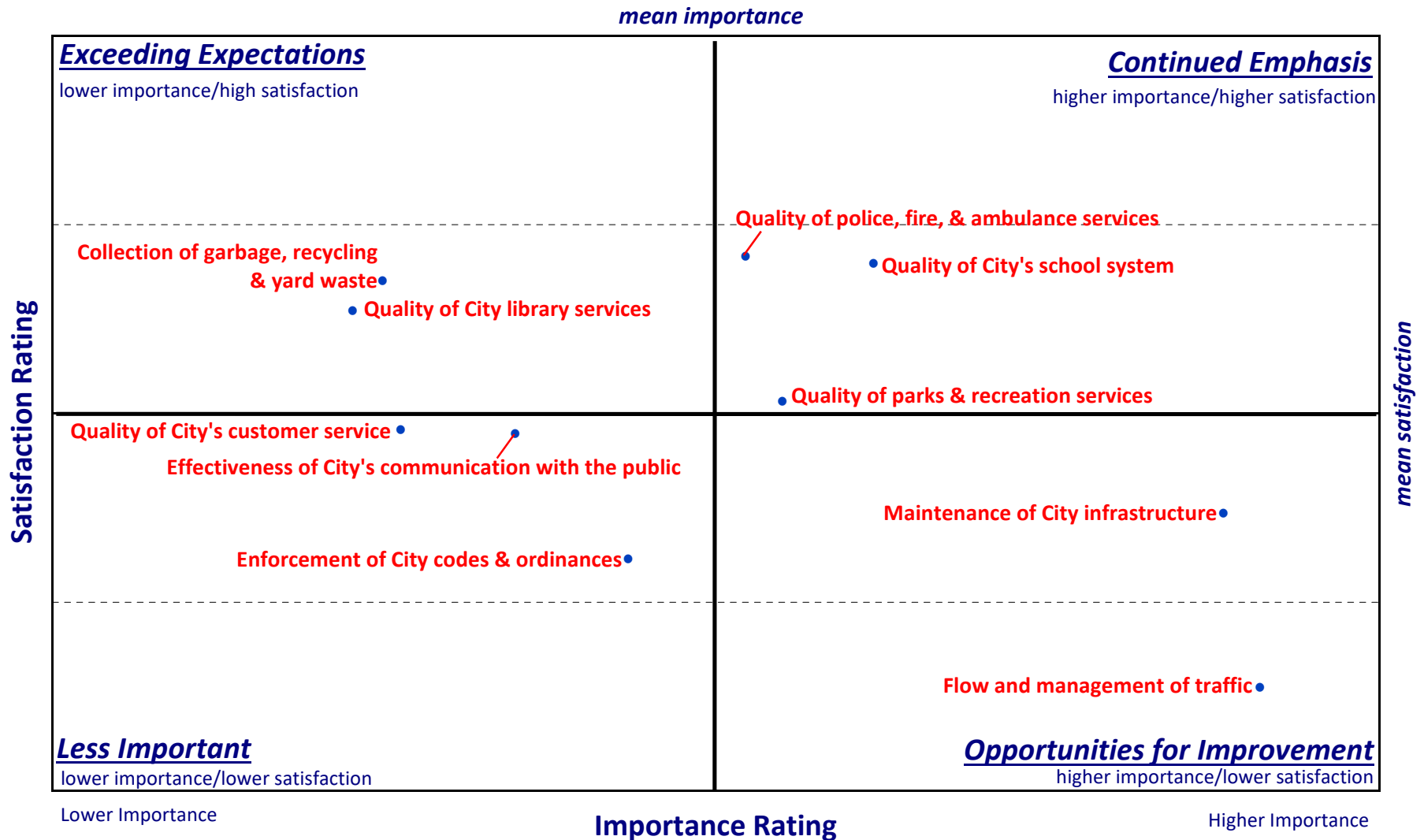
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the organization is meeting resident's expectations. Items in this area have a significant impact on the resident's overall level of satisfaction. The organization should maintain (or slightly increase)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

2020 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)

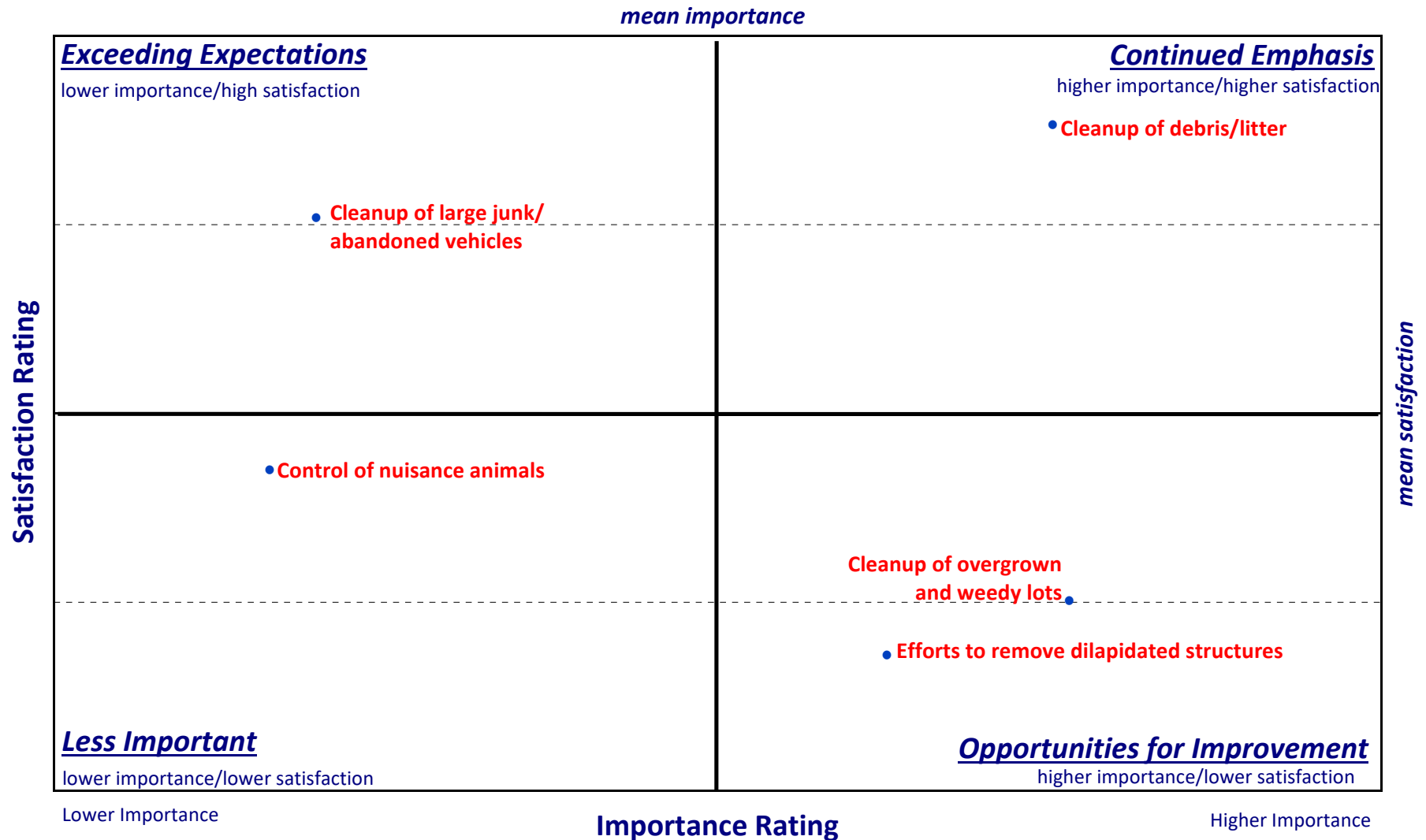


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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

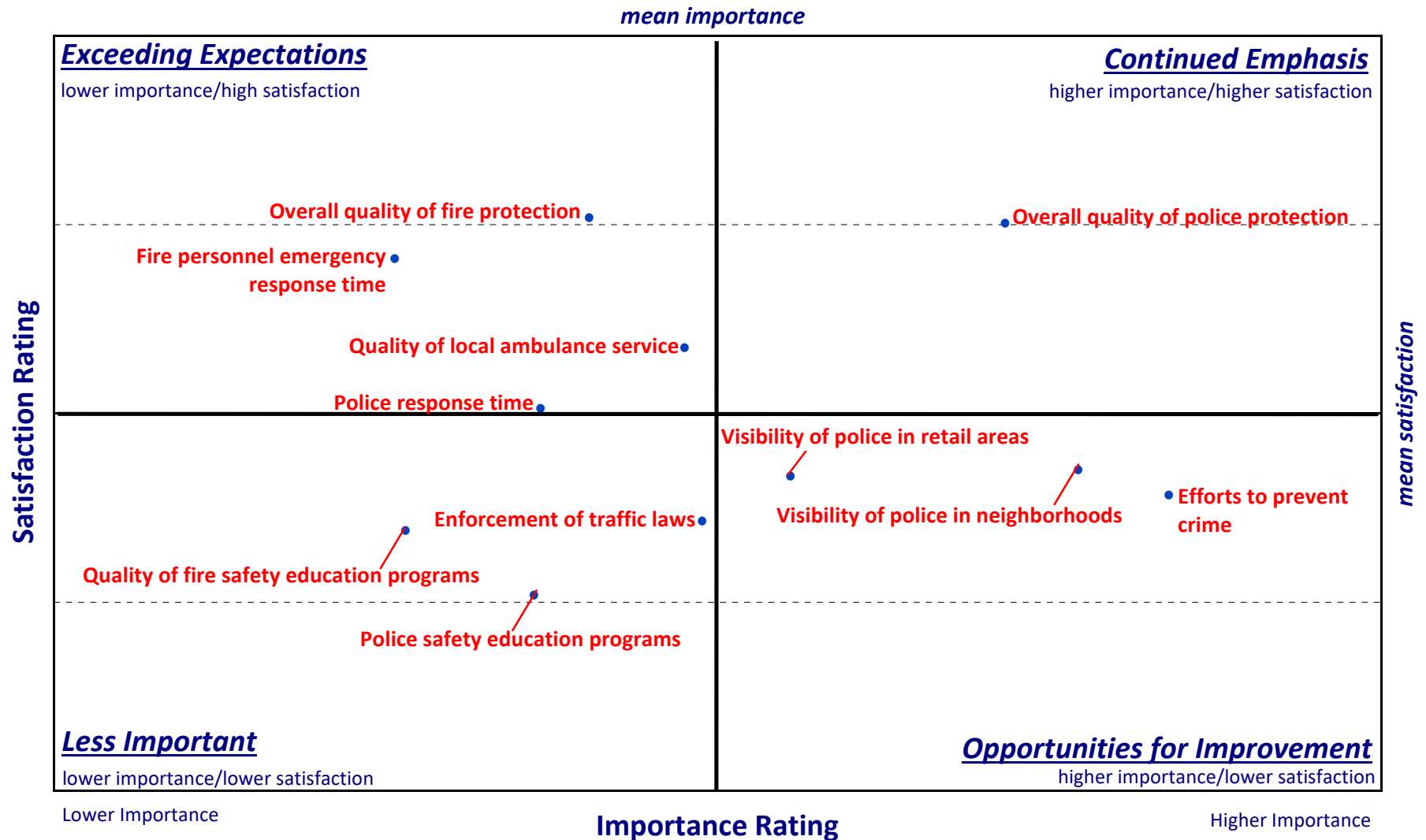


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

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

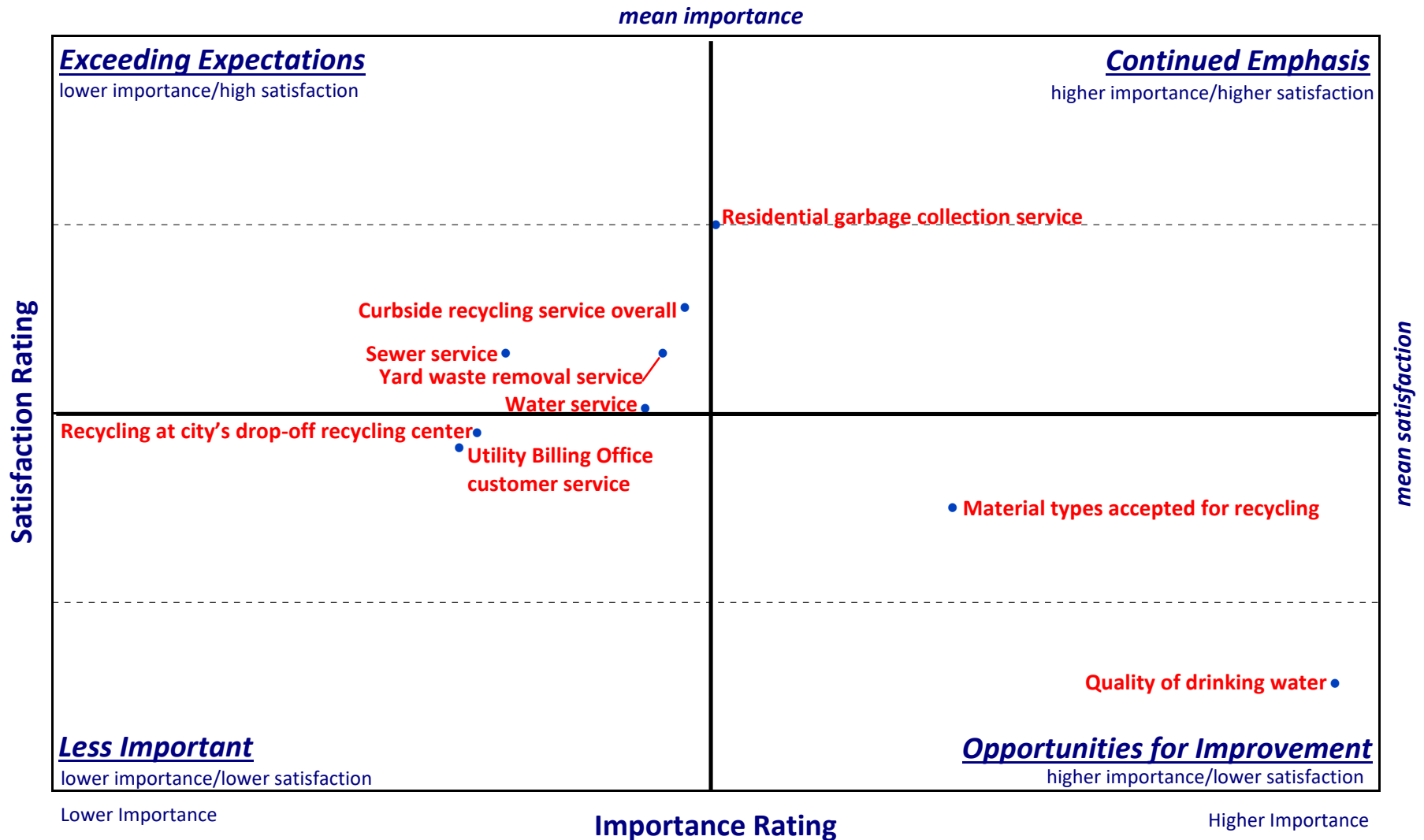


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Garbage, Recycling, Sewer and Water-

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

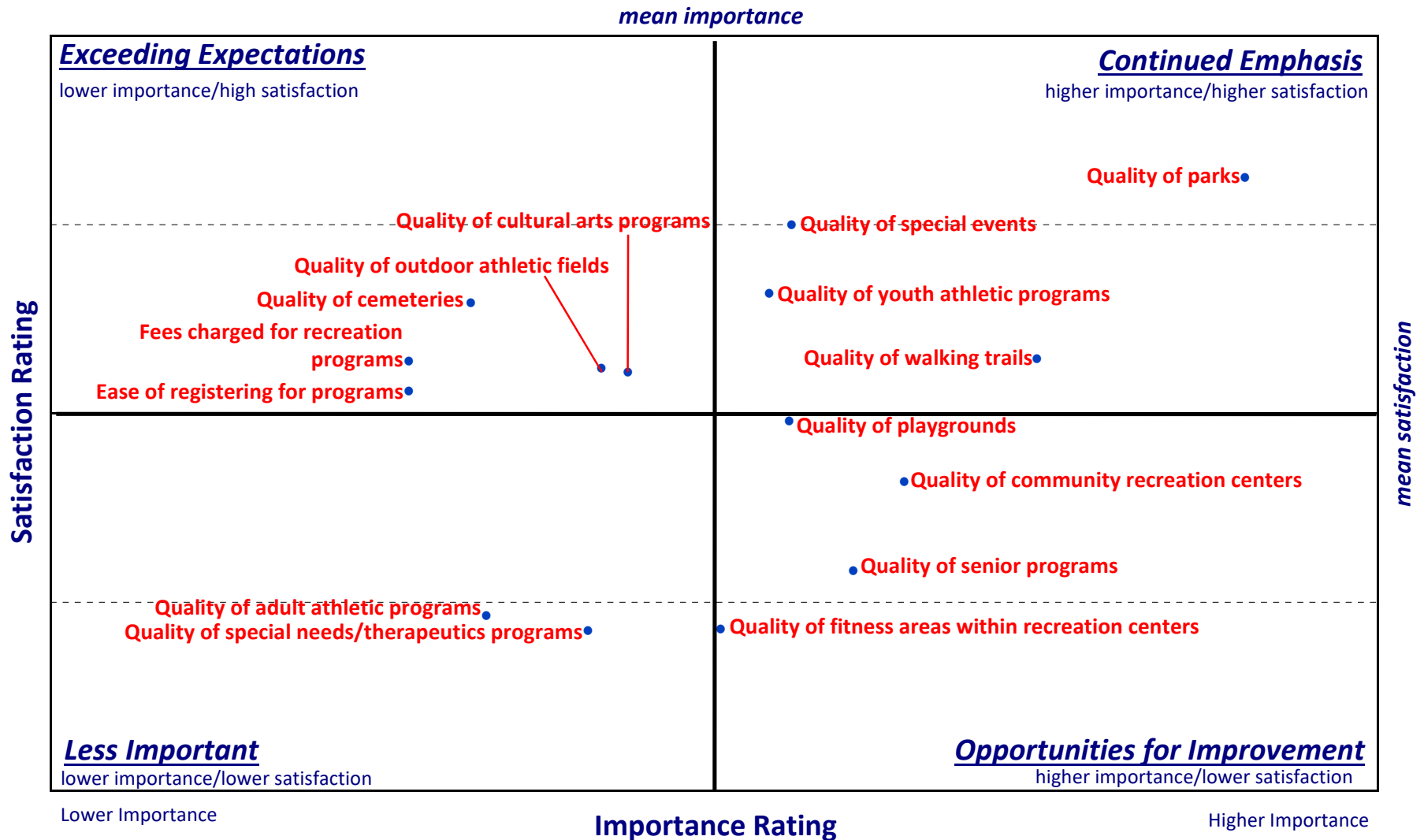


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

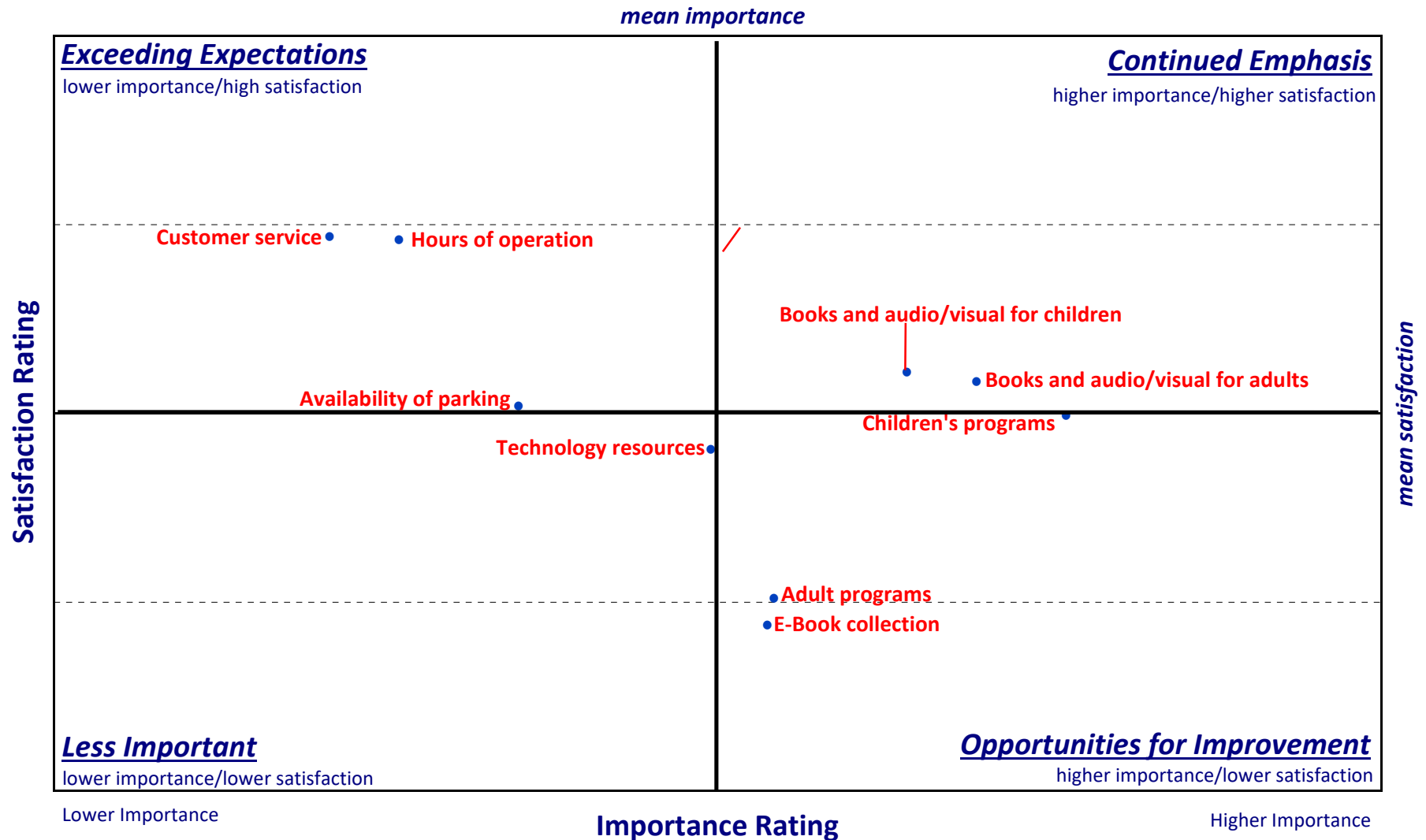


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Library-

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

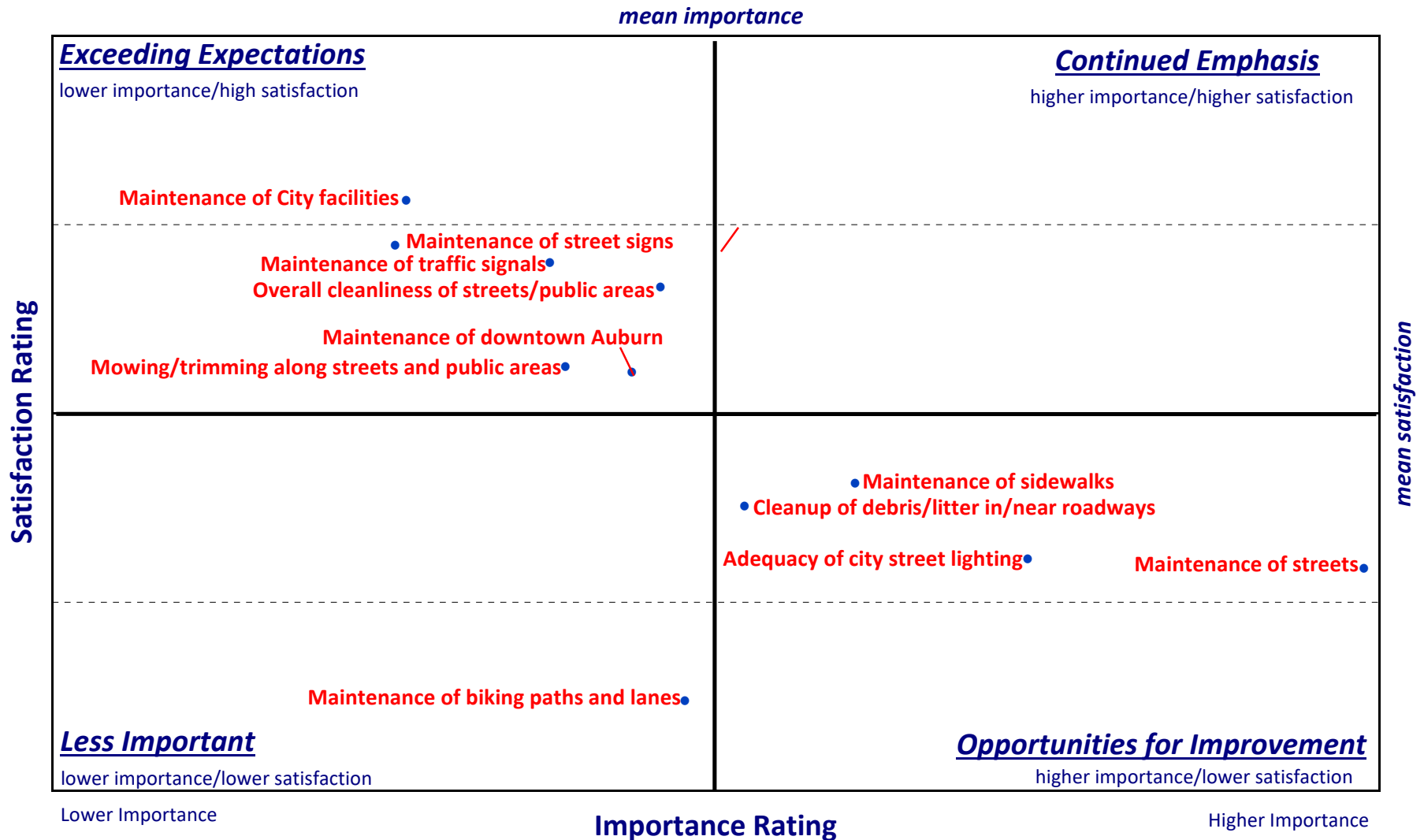


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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

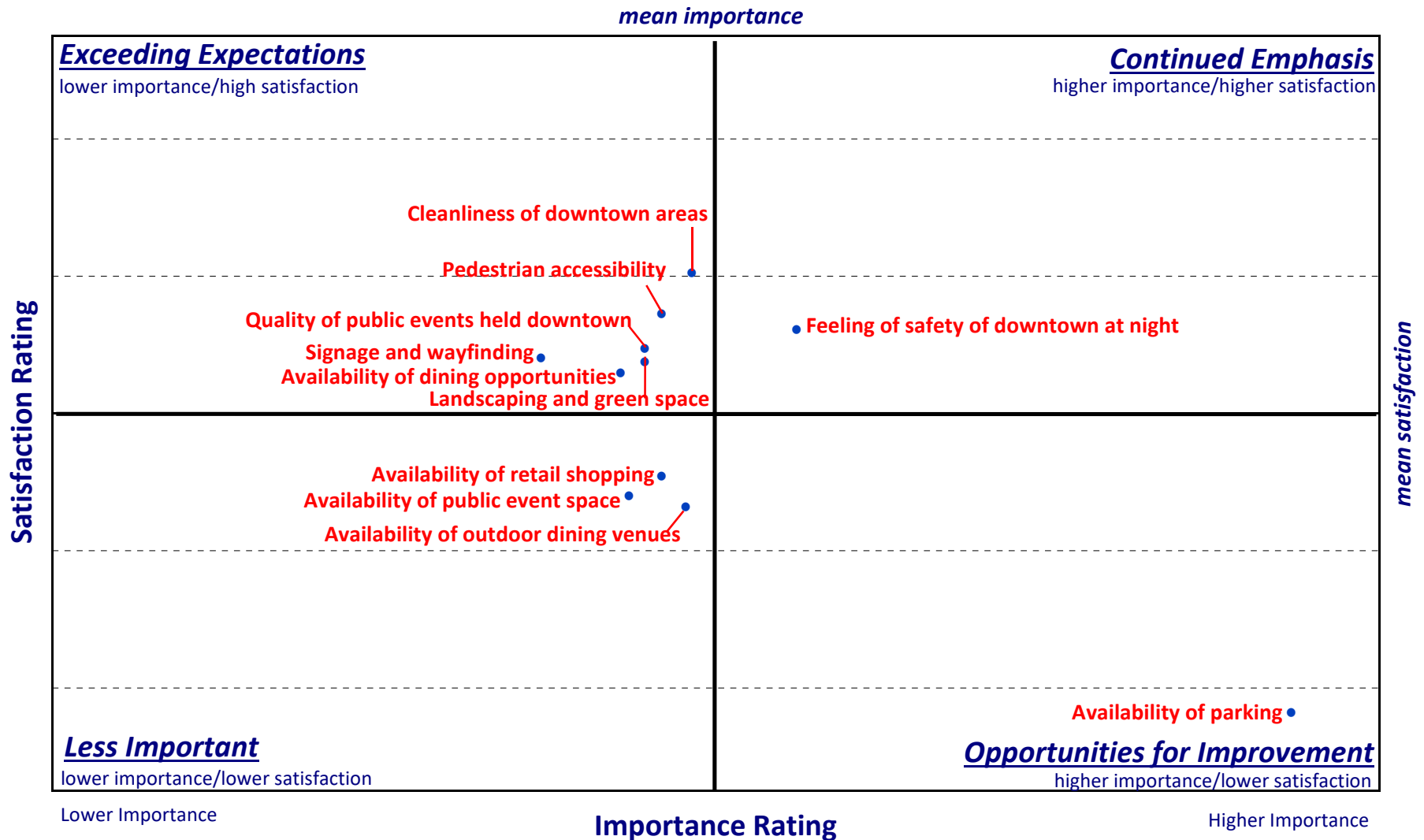


Source: ETC Institute (2020)

2020 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Downtown Auburn

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



Source: ETC Institute (2020)

Section 4

Tabular Data

Q1. Major Categories of City Services. Please rate your overall satisfaction with the following major categories of services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of City's school system	48.0%	31.2%	5.1%	2.0%	0.2%	13.6%
Q1-2. Quality of police, fire, & ambulance services	52.6%	35.4%	5.5%	1.4%	0.5%	4.7%
Q1-3. Quality of parks & recreation services	31.5%	42.5%	12.6%	7.2%	2.5%	3.7%
Q1-4. Quality of City library services	42.4%	33.5%	10.3%	1.4%	0.2%	12.3%
Q1-5. Quality of City's customer service	25.9%	35.5%	17.8%	2.6%	1.2%	17.0%
Q1-6. Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	17.4%	46.7%	18.4%	12.0%	4.2%	1.2%
Q1-7. Enforcement of City codes & ordinances	17.4%	36.1%	22.7%	9.3%	3.3%	11.1%
Q1-8. Flow & management of traffic	11.2%	34.7%	24.9%	19.0%	8.7%	1.4%
Q1-9. Collection of garbage, recycling & yard waste	51.2%	38.0%	5.3%	3.6%	1.4%	0.5%
Q1-10. Effectiveness of City's communication with the public	25.9%	44.7%	18.8%	3.6%	3.0%	4.0%

WITHOUT "DON'T KNOW"**Q1. Major Categories of City Services. Please rate your overall satisfaction with the following major categories of services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of City's school system	55.5%	36.0%	5.9%	2.3%	0.2%
Q1-2. Quality of police, fire, & ambulance services	55.2%	37.1%	5.7%	1.5%	0.5%
Q1-3. Quality of parks & recreation services	32.7%	44.2%	13.1%	7.4%	2.6%
Q1-4. Quality of City library services	48.3%	38.2%	11.7%	1.6%	0.2%
Q1-5. Quality of City's customer service	31.1%	42.8%	21.4%	3.2%	1.5%
Q1-6. Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	17.7%	47.3%	18.6%	12.1%	4.3%
Q1-7. Enforcement of City codes & ordinances	19.6%	40.6%	25.6%	10.5%	3.7%
Q1-8. Flow & management of traffic	11.4%	35.2%	25.3%	19.3%	8.8%
Q1-9. Collection of garbage, recycling & yard waste	51.5%	38.2%	5.3%	3.6%	1.4%
Q1-10. Effectiveness of City's communication with the public	26.9%	46.6%	19.6%	3.7%	3.1%

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	125	19.5 %
Quality of police, fire, & ambulance services	47	7.3 %
Quality of parks & recreation services	60	9.3 %
Quality of City library services	7	1.1 %
Quality of City's customer service	11	1.7 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	124	19.3 %
Enforcement of City codes & ordinances	30	4.7 %
Flow & management of traffic	178	27.7 %
Collection of garbage, recycling & yard waste	10	1.6 %
Effectiveness of City's communication with the public	10	1.6 %
<u>None chosen</u>	<u>40</u>	<u>6.2 %</u>
Total	642	100.0 %

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	62	9.7 %
Quality of police, fire, & ambulance services	80	12.5 %
Quality of parks & recreation services	59	9.2 %
Quality of City library services	13	2.0 %
Quality of City's customer service	12	1.9 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	156	24.3 %
Enforcement of City codes & ordinances	54	8.4 %
Flow & management of traffic	113	17.6 %
Collection of garbage, recycling & yard waste	13	2.0 %
Effectiveness of City's communication with the public	26	4.0 %
<u>None chosen</u>	<u>54</u>	<u>8.4 %</u>
Total	642	100.0 %

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	47	7.3 %
Quality of police, fire, & ambulance services	58	9.0 %
Quality of parks & recreation services	80	12.5 %
Quality of City library services	13	2.0 %
Quality of City's customer service	28	4.4 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	90	14.0 %
Enforcement of City codes & ordinances	55	8.6 %
Flow & management of traffic	93	14.5 %
Collection of garbage, recycling & yard waste	21	3.3 %
Effectiveness of City's communication with the public	60	9.3 %
<u>None chosen</u>	<u>97</u>	<u>15.1 %</u>
Total	642	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of City's school system	234	36.4 %
Quality of police, fire, & ambulance services	185	28.8 %
Quality of parks & recreation services	199	31.0 %
Quality of City library services	33	5.1 %
Quality of City's customer service	51	7.9 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	370	57.6 %
Enforcement of City codes & ordinances	139	21.7 %
Flow & management of traffic	384	59.8 %
Collection of garbage, recycling & yard waste	44	6.9 %
Effectiveness of City's communication with the public	96	15.0 %
<u>None chosen</u>	<u>40</u>	<u>6.2 %</u>
Total	1775	

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value that you receive for your City tax & fees	23.5%	48.9%	18.1%	4.0%	1.6%	3.9%
Q3-2. Overall image of City	30.8%	47.5%	13.2%	5.0%	2.0%	1.4%
Q3-3. Overall quality of life in City	37.1%	48.9%	9.8%	2.2%	1.2%	0.8%
Q3-4. Overall appearance of City	22.1%	47.2%	16.0%	11.1%	3.0%	0.6%
Q3-5. Overall quality of City services	29.6%	52.5%	13.4%	1.9%	0.8%	1.9%

WITHOUT "DON'T KNOW"

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value that you receive for your City tax & fees	24.5%	50.9%	18.8%	4.2%	1.6%
Q3-2. Overall image of City	31.3%	48.2%	13.4%	5.1%	2.1%
Q3-3. Overall quality of life in City	37.4%	49.3%	9.9%	2.2%	1.3%
Q3-4. Overall appearance of City	22.3%	47.5%	16.1%	11.1%	3.0%
Q3-5. Overall quality of City services	30.2%	53.5%	13.7%	1.9%	0.8%

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

(N=642)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	57.2%	35.8%	3.4%	0.9%	0.8%	1.9%
Q4-2. As a place to raise children	57.5%	30.4%	4.7%	0.9%	0.6%	5.9%
Q4-3. As a place to work	42.7%	35.0%	11.2%	3.0%	1.4%	6.7%
Q4-4. As a place to do business	34.3%	34.7%	16.2%	3.7%	0.9%	10.1%
Q4-5. As a diverse & inclusive community	32.9%	37.1%	17.1%	6.2%	3.1%	3.6%

WITHOUT "DON'T KNOW"**Q4. Please rate Auburn using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")**

(N=642)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	58.3%	36.5%	3.5%	1.0%	0.8%
Q4-2. As a place to raise children	61.1%	32.3%	5.0%	1.0%	0.7%
Q4-3. As a place to work	45.7%	37.6%	12.0%	3.2%	1.5%
Q4-4. As a place to do business	38.1%	38.6%	18.0%	4.2%	1.0%
Q4-5. As a diverse & inclusive community	34.1%	38.4%	17.8%	6.5%	3.2%

Q5. City Leadership. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of leadership provided by City's elected officials	16.0%	41.0%	22.7%	7.3%	3.0%	10.0%
Q5-2. Overall effectiveness of appointed boards & commissions	13.1%	32.7%	29.6%	9.7%	2.2%	12.8%
Q5-3. Overall effectiveness of City Manager	18.5%	34.3%	25.7%	5.3%	3.1%	13.1%
Q5-4. Level of public involvement in local decision-making	11.4%	28.8%	30.5%	11.1%	5.8%	12.5%
Q5-5. Transparency of City government	13.2%	27.4%	32.6%	9.8%	5.1%	11.8%

WITHOUT "DON'T KNOW"

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

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of leadership provided by City's elected officials	17.8%	45.5%	25.3%	8.1%	3.3%
Q5-2. Overall effectiveness of appointed boards & commissions	15.0%	37.5%	33.9%	11.1%	2.5%
Q5-3. Overall effectiveness of City Manager	21.3%	39.4%	29.6%	6.1%	3.6%
Q5-4. Level of public involvement in local decision-making	13.0%	32.9%	34.9%	12.6%	6.6%
Q5-5. Transparency of City government	15.0%	31.1%	36.9%	11.1%	5.8%

Q6. Traffic Flow and Transportation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Ease of travel by car in Auburn	11.1%	45.3%	17.6%	18.4%	5.8%	1.9%
Q6-2. Ease of travel by bicycle in Auburn	5.3%	14.6%	25.9%	13.9%	6.2%	34.1%
Q6-3. Ease of pedestrian travel in Auburn	11.1%	37.7%	24.8%	12.5%	3.9%	10.1%
Q6-4. Overall connectivity for bicycles & pedestrians	6.2%	20.6%	30.4%	16.0%	6.7%	20.1%

WITHOUT "DON'T KNOW"

Q6. Traffic Flow and Transportation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Ease of travel by car in Auburn	11.3%	46.2%	17.9%	18.7%	5.9%
Q6-2. Ease of travel by bicycle in Auburn	8.0%	22.2%	39.2%	21.0%	9.5%
Q6-3. Ease of pedestrian travel in Auburn	12.3%	41.9%	27.6%	13.9%	4.3%
Q6-4. Overall connectivity for bicycles & pedestrians	7.8%	25.7%	38.0%	20.1%	8.4%

Q7. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Cleanup of debris/litter	28.8%	49.7%	8.4%	6.9%	2.0%	4.2%
Q7-2. Cleanup of large junk/ abandoned vehicles	22.7%	44.2%	12.9%	5.0%	2.0%	13.1%
Q7-3. Cleanup of overgrown & weedy lots	14.6%	36.0%	23.5%	12.0%	3.0%	10.9%
Q7-4. Efforts to remove dilapidated structures	13.6%	30.5%	24.8%	9.2%	3.7%	18.2%
Q7-5. Control of nuisance animals	16.2%	36.4%	20.1%	6.2%	3.7%	17.3%

WITHOUT "DON'T KNOW"

Q7. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Cleanup of debris/litter	30.1%	51.9%	8.8%	7.2%	2.1%
Q7-2. Cleanup of large junk/ abandoned vehicles	26.2%	50.9%	14.9%	5.7%	2.3%
Q7-3. Cleanup of overgrown & weedy lots	16.4%	40.4%	26.4%	13.5%	3.3%
Q7-4. Efforts to remove dilapidated structures	16.6%	37.3%	30.3%	11.2%	4.6%
Q7-5. Control of nuisance animals	19.6%	44.1%	24.3%	7.5%	4.5%

Q8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. Top choice	Number	Percent
Cleanup of debris/litter	176	27.4 %
Cleanup of large junk/abandoned vehicles	50	7.8 %
Cleanup of overgrown & weedy lots	133	20.7 %
Efforts to remove dilapidated structures	119	18.5 %
Control of nuisance animals	50	7.8 %
None chosen	114	17.8 %
Total	642	100.0 %

Q8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. 2nd choice	Number	Percent
Cleanup of debris/litter	92	14.3 %
Cleanup of large junk/abandoned vehicles	75	11.7 %
Cleanup of overgrown & weedy lots	138	21.5 %
Efforts to remove dilapidated structures	117	18.2 %
Control of nuisance animals	66	10.3 %
None chosen	154	24.0 %
Total	642	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Cleanup of debris/litter	268	41.7 %
Cleanup of large junk/abandoned vehicles	125	19.5 %
Cleanup of overgrown & weedy lots	271	42.2 %
Efforts to remove dilapidated structures	236	36.8 %
Control of nuisance animals	116	18.1 %
None chosen	114	17.8 %
Total	1130	

Q9. Public Safety Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn.

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall quality of police protection	46.7%	41.6%	6.4%	0.6%	0.8%	3.9%
Q9-2. Visibility of police in neighborhoods	33.5%	44.1%	14.2%	5.8%	0.9%	1.6%
Q9-3. Visibility of police in retail areas	30.5%	45.3%	17.8%	2.3%	0.6%	3.4%
Q9-4. Police response time	29.4%	31.0%	11.8%	0.8%	0.6%	26.3%
Q9-5. Efforts to prevent crime	27.3%	41.7%	16.2%	2.6%	1.1%	11.1%
Q9-6. Police safety education programs	21.8%	28.2%	17.1%	1.6%	0.6%	30.7%
Q9-7. Enforcement of traffic laws	24.3%	48.0%	14.3%	6.1%	2.3%	5.0%
Q9-8. Overall quality of fire protection	39.6%	39.9%	6.2%	0.3%	0.2%	13.9%
Q9-9. Fire personnel emergency response time	36.6%	26.2%	6.5%	0.2%	0.3%	30.2%
Q9-10. Quality of fire safety education programs	25.1%	23.7%	15.0%	0.5%	0.3%	35.5%
Q9-11. Quality of local ambulance service	29.4%	32.2%	9.7%	0.6%	0.3%	27.7%

WITHOUT "DON'T KNOW"

Q9. Public Safety Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn. (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall quality of police protection	48.6%	43.3%	6.6%	0.6%	0.8%
Q9-2. Visibility of police in neighborhoods	34.0%	44.8%	14.4%	5.9%	0.9%
Q9-3. Visibility of police in retail areas	31.6%	46.9%	18.4%	2.4%	0.6%
Q9-4. Police response time	40.0%	42.1%	16.1%	1.1%	0.8%
Q9-5. Efforts to prevent crime	30.6%	46.9%	18.2%	3.0%	1.2%
Q9-6. Police safety education programs	31.5%	40.7%	24.7%	2.2%	0.9%
Q9-7. Enforcement of traffic laws	25.6%	50.5%	15.1%	6.4%	2.5%
Q9-8. Overall quality of fire protection	45.9%	46.3%	7.2%	0.4%	0.2%
Q9-9. Fire personnel emergency response time	52.5%	37.5%	9.4%	0.2%	0.4%
Q9-10. Quality of fire safety education programs	38.9%	36.7%	23.2%	0.7%	0.5%
Q9-11. Quality of local ambulance service	40.7%	44.6%	13.4%	0.9%	0.4%

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	142	22.1 %
Visibility of police in neighborhoods	105	16.4 %
Visibility of police in retail areas	34	5.3 %
Police response time	25	3.9 %
Efforts to prevent crime	118	18.4 %
Police safety education programs	16	2.5 %
Enforcement of traffic laws	51	7.9 %
Overall quality of fire protection	7	1.1 %
Fire personnel emergency response time	5	0.8 %
Quality of fire safety education programs	12	1.9 %
Quality of local ambulance service	21	3.3 %
None chosen	106	16.5 %
Total	642	100.0 %

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	43	6.7 %
Visibility of police in neighborhoods	97	15.1 %
Visibility of police in retail areas	66	10.3 %
Police response time	32	5.0 %
Efforts to prevent crime	83	12.9 %
Police safety education programs	32	5.0 %
Enforcement of traffic laws	42	6.5 %
Overall quality of fire protection	55	8.6 %
Fire personnel emergency response time	17	2.6 %
Quality of fire safety education programs	14	2.2 %
Quality of local ambulance service	31	4.8 %
None chosen	130	20.2 %
Total	642	100.0 %

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	37	5.8 %
Visibility of police in neighborhoods	41	6.4 %
Visibility of police in retail areas	60	9.3 %
Police response time	30	4.7 %
Efforts to prevent crime	69	10.7 %
Police safety education programs	37	5.8 %
Enforcement of traffic laws	42	6.5 %
Overall quality of fire protection	39	6.1 %
Fire personnel emergency response time	23	3.6 %
Quality of fire safety education programs	22	3.4 %
Quality of local ambulance service	77	12.0 %
None chosen	165	25.7 %
Total	642	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q10. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	222	34.6 %
Visibility of police in neighborhoods	243	37.9 %
Visibility of police in retail areas	160	24.9 %
Police response time	87	13.6 %
Efforts to prevent crime	270	42.1 %
Police safety education programs	85	13.2 %
Enforcement of traffic laws	135	21.0 %
Overall quality of fire protection	101	15.7 %
Fire personnel emergency response time	45	7.0 %
Quality of fire safety education programs	48	7.5 %
Quality of local ambulance service	129	20.1 %
None chosen	106	16.5 %
Total	1631	

Q11. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=642)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q11-1. In your neighborhood during the day	65.6%	30.5%	1.7%	0.3%	0.2%	1.7%
Q11-2. In your neighborhood at night	41.7%	46.3%	8.9%	1.7%	0.5%	0.9%
Q11-3. In City's parks	22.7%	42.5%	18.1%	3.4%	0.5%	12.8%
Q11-4. In commercial & retail areas	27.7%	51.9%	14.8%	3.4%	0.6%	1.6%
Q11-5. In Downtown Auburn	34.9%	48.0%	10.6%	1.4%	0.9%	4.2%
Q11-6. Traveling by bicycle in Auburn	6.4%	12.3%	20.9%	12.0%	5.8%	42.7%
Q11-7. Traveling as a pedestrian in Auburn	16.5%	35.4%	21.8%	8.9%	2.2%	15.3%
Q11-8. Overall feeling of safety in Auburn	31.2%	56.1%	9.8%	1.1%	0.5%	1.4%

WITHOUT "DON'T KNOW"

Q11. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=642)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q11-1. In your neighborhood during the day	66.7%	31.1%	1.7%	0.3%	0.2%
Q11-2. In your neighborhood at night	42.1%	46.7%	9.0%	1.7%	0.5%
Q11-3. In City's parks	26.1%	48.8%	20.7%	3.9%	0.5%
Q11-4. In commercial & retail areas	28.2%	52.7%	15.0%	3.5%	0.6%
Q11-5. In Downtown Auburn	36.4%	50.1%	11.1%	1.5%	1.0%
Q11-6. Traveling by bicycle in Auburn	11.1%	21.5%	36.4%	20.9%	10.1%
Q11-7. Traveling as a pedestrian in Auburn	19.5%	41.7%	25.7%	10.5%	2.6%
Q11-8. Overall feeling of safety in Auburn	31.6%	56.9%	10.0%	1.1%	0.5%

Q12. Garbage, Recycling, Sewer and Water Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential garbage collection service	58.9%	33.2%	3.0%	1.9%	0.3%	2.8%
Q12-2. Curbside recycling service overall	54.4%	31.3%	5.5%	3.3%	0.5%	5.1%
Q12-3. Material types accepted for recycling	34.7%	40.0%	11.1%	6.1%	1.9%	6.2%
Q12-4. Recycling at City's drop-off recycling center	34.1%	29.8%	9.7%	2.2%	0.6%	23.7%
Q12-5. Yard waste removal service	45.8%	37.2%	7.5%	3.3%	0.6%	5.6%
Q12-6. Sewer service	38.8%	41.4%	8.7%	1.9%	0.5%	8.7%
Q12-7. Water service	39.7%	42.1%	9.2%	3.3%	2.0%	3.7%
Q12-8. Quality of drinking water	27.7%	39.6%	14.6%	10.0%	3.7%	4.4%
Q12-9. Utility Billing Office customer service	33.0%	36.1%	11.4%	1.9%	1.1%	16.5%

WITHOUT "DON'T KNOW"

Q12. Garbage, Recycling, Sewer and Water Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential garbage collection service	60.6%	34.1%	3.0%	1.9%	0.3%
Q12-2. Curbside recycling service overall	57.3%	33.0%	5.7%	3.4%	0.5%
Q12-3. Material types accepted for recycling	37.0%	42.7%	11.8%	6.5%	2.0%
Q12-4. Recycling at City's drop-off recycling center	44.7%	39.0%	12.7%	2.9%	0.8%
Q12-5. Yard waste removal service	48.5%	39.4%	7.9%	3.5%	0.7%
Q12-6. Sewer service	42.5%	45.4%	9.6%	2.0%	0.5%
Q12-7. Water service	41.3%	43.7%	9.5%	3.4%	2.1%
Q12-8. Quality of drinking water	29.0%	41.4%	15.3%	10.4%	3.9%
Q12-9. Utility Billing Office customer service	39.6%	43.3%	13.6%	2.2%	1.3%

Q13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Residential garbage collection service	64	10.0 %
Curbside recycling service overall	39	6.1 %
Material types accepted for recycling	91	14.2 %
Recycling at City's drop-off recycling center	12	1.9 %
Yard waste removal service	39	6.1 %
Sewer service	17	2.6 %
Water service	31	4.8 %
Quality of drinking water	215	33.5 %
Utility Billing Office customer service	19	3.0 %
None chosen	115	17.9 %
Total	642	100.0 %

Q13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Residential garbage collection service	46	7.2 %
Curbside recycling service overall	62	9.7 %
Material types accepted for recycling	88	13.7 %
Recycling at City's drop-off recycling center	29	4.5 %
Yard waste removal service	56	8.7 %
Sewer service	33	5.1 %
Water service	59	9.2 %
Quality of drinking water	75	11.7 %
Utility Billing Office customer service	17	2.6 %
None chosen	177	27.6 %
Total	642	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q13. Sum of top 2 choices	Number	Percent
Residential garbage collection service	110	17.1 %
Curbside recycling service overall	101	15.7 %
Material types accepted for recycling	179	27.9 %
Recycling at City's drop-off recycling center	41	6.4 %
Yard waste removal service	95	14.8 %
Sewer service	50	7.8 %
Water service	90	14.0 %
Quality of drinking water	290	45.2 %
Utility Billing Office customer service	36	5.6 %
None chosen	115	17.9 %
Total	1107	

Q14. Development and Redevelopment. Please rate your satisfaction with the following areas in Auburn using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Overall quality of new residential development	8.9%	28.0%	24.8%	20.2%	8.6%	9.5%
Q14-2. Overall quality of new retail development (stores, restaurants, etc.)	11.4%	38.0%	28.0%	12.1%	5.8%	4.7%
Q14-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	13.1%	40.7%	28.7%	7.9%	3.7%	5.9%
Q14-4. Overall quality of new industrial development (warehouses, plants, etc.)	9.7%	33.8%	28.2%	4.5%	3.0%	20.9%
Q14-5. Redevelopment of abandoned or under-utilized properties	5.5%	22.4%	29.9%	17.9%	7.5%	16.8%
Q14-6. Overall appearance of Opelika Road	4.7%	24.9%	31.2%	30.5%	7.3%	1.4%
Q14-7. Overall appearance of Downtown Auburn	14.2%	40.0%	17.3%	18.2%	8.9%	1.4%
Q14-8. City's planning for future growth	7.6%	22.7%	21.2%	21.2%	15.1%	12.1%

WITHOUT "DON'T KNOW"

Q14. Development and Redevelopment. Please rate your satisfaction with the following areas in Auburn using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Overall quality of new residential development	9.8%	31.0%	27.4%	22.4%	9.5%
Q14-2. Overall quality of new retail development (stores, restaurants, etc.)	11.9%	39.9%	29.4%	12.7%	6.0%
Q14-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	13.9%	43.2%	30.5%	8.4%	4.0%
Q14-4. Overall quality of new industrial development (warehouses, plants, etc.)	12.2%	42.7%	35.6%	5.7%	3.7%
Q14-5. Redevelopment of abandoned or under-utilized properties	6.6%	27.0%	36.0%	21.5%	9.0%
Q14-6. Overall appearance of Opelika Road	4.7%	25.3%	31.6%	31.0%	7.4%
Q14-7. Overall appearance of Downtown Auburn	14.4%	40.6%	17.5%	18.5%	9.0%
Q14-8. City's planning for future growth	8.7%	25.9%	24.1%	24.1%	17.2%

Q15. Compared to other City priorities, how important is it for the City of Auburn to invest in the acquisition and rehabilitation of historically significant buildings for public use?

Q15. How important is it for City to invest in acquisition & rehabilitation of historically significant buildings for public use

	Number	Percent
Extremely important	28	4.4 %
Somewhat important	54	8.4 %
Neutral	92	14.3 %
Somewhat unimportant	207	32.2 %
Extremely unimportant	214	33.3 %
No opinion	47	7.3 %
Total	642	100.0 %

WITHOUT "NO OPINION"

Q15. Compared to other City priorities, how important is it for the City of Auburn to invest in the acquisition and rehabilitation of historically significant buildings for public use? (without "no opinion")

Q15. How important is it for City to invest in acquisition & rehabilitation of historically significant buildings for public use

	Number	Percent
Extremely important	28	4.7 %
Somewhat important	54	9.1 %
Neutral	92	15.5 %
Somewhat unimportant	207	34.8 %
Extremely unimportant	214	36.0 %
Total	595	100.0 %

Q16. Which THREE categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Public Safety (Police & Fire)	182	28.3 %
Parks & Recreation, Cultural & Library	57	8.9 %
Public Schools	176	27.4 %
Historic Preservation (Acquisition & Rehabilitation for Public Use)	28	4.4 %
City Infrastructure (Intersections, Sidewalks, Roads, Bike Lanes)	166	25.9 %
None chosen	33	5.1 %
Total	642	100.0 %

Q16. Which THREE categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public Safety (Police & Fire)	139	21.7 %
Parks & Recreation, Cultural & Library	103	16.0 %
Public Schools	148	23.1 %
Historic Preservation (Acquisition & Rehabilitation for Public Use)	64	10.0 %
City Infrastructure (Intersections, Sidewalks, Roads, Bike Lanes)	146	22.7 %
None chosen	42	6.5 %
Total	642	100.0 %

Q16. Which THREE categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years?

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public Safety (Police & Fire)	105	16.4 %
Parks & Recreation, Cultural & Library	120	18.7 %
Public Schools	113	17.6 %
Historic Preservation (Acquisition & Rehabilitation for Public Use)	66	10.3 %
City Infrastructure (Intersections, Sidewalks, Roads, Bike Lanes)	167	26.0 %
None chosen	71	11.1 %
Total	642	100.0 %

SUM OF TOP 3 CHOICES**Q16. Which THREE categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q16. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Public Safety (Police & Fire)	426	66.4 %
Parks & Recreation, Cultural & Library	280	43.6 %
Public Schools	437	68.1 %
Historic Preservation (Acquisition & Rehabilitation for Public Use)	158	24.6 %
City Infrastructure (Intersections, Sidewalks, Roads, Bike Lanes)	479	74.6 %
None chosen	33	5.1 %
Total	1813	

Q17. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Quality of parks	18.5%	50.9%	14.5%	5.8%	2.3%	7.9%
Q17-2. Quality of cemeteries	15.4%	36.1%	21.0%	1.7%	0.6%	25.1%
Q17-3. Quality of walking trails	15.3%	42.7%	20.9%	6.1%	3.1%	12.0%
Q17-4. Quality of playgrounds	12.8%	36.4%	21.2%	6.1%	2.2%	21.3%
Q17-5. Quality of community recreation centers	12.8%	35.2%	22.0%	8.4%	2.6%	19.0%
Q17-6. Quality of fitness areas within recreation centers	9.7%	27.1%	22.3%	9.2%	3.1%	28.7%
Q17-7. Quality of outdoor athletic fields	13.6%	37.9%	18.8%	4.8%	3.6%	21.3%
Q17-8. Quality of youth athletic programs	16.0%	34.3%	16.7%	3.1%	2.5%	27.4%
Q17-9. Quality of adult athletic programs	8.9%	24.0%	22.9%	5.0%	2.2%	37.1%
Q17-10. Quality of cultural arts programs	13.7%	35.8%	20.2%	5.1%	1.1%	24.0%
Q17-11. Quality of senior programs	8.7%	21.7%	18.7%	4.7%	1.9%	44.4%
Q17-12. Quality of special needs/therapeutics programs	7.8%	18.2%	18.7%	4.5%	1.4%	49.4%
Q17-13. Ease of registering for programs	12.6%	34.1%	20.4%	4.0%	1.7%	27.1%
Q17-14. Fees charged for recreation programs	13.1%	35.5%	20.9%	3.4%	1.1%	26.0%
Q17-15. Quality of special events (CityFest, Downtown Trick or Treat, etc.)	22.7%	42.5%	19.6%	3.3%	1.4%	10.4%

WITHOUT "DON'T KNOW"**Q17. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Quality of parks	20.1%	55.3%	15.7%	6.3%	2.5%
Q17-2. Quality of cemeteries	20.6%	48.2%	28.1%	2.3%	0.8%
Q17-3. Quality of walking trails	17.3%	48.5%	23.7%	6.9%	3.5%
Q17-4. Quality of playgrounds	16.2%	46.3%	26.9%	7.7%	2.8%
Q17-5. Quality of community recreation centers	15.8%	43.5%	27.1%	10.4%	3.3%
Q17-6. Quality of fitness areas within recreation centers	13.5%	38.0%	31.2%	12.9%	4.4%
Q17-7. Quality of outdoor athletic fields	17.2%	48.1%	24.0%	6.1%	4.6%
Q17-8. Quality of youth athletic programs	22.1%	47.2%	23.0%	4.3%	3.4%
Q17-9. Quality of adult athletic programs	14.1%	38.1%	36.4%	7.9%	3.5%
Q17-10. Quality of cultural arts programs	18.0%	47.1%	26.6%	6.8%	1.4%
Q17-11. Quality of senior programs	15.7%	38.9%	33.6%	8.4%	3.4%
Q17-12. Quality of special needs/therapeutics programs	15.4%	36.0%	36.9%	8.9%	2.8%
Q17-13. Ease of registering for programs	17.3%	46.8%	28.0%	5.6%	2.4%
Q17-14. Fees charged for recreation programs	17.7%	48.0%	28.2%	4.6%	1.5%
Q17-15. Quality of special events (CityFest, Downtown Trick or Treat, etc.)	25.4%	47.5%	21.9%	3.7%	1.6%

Q18. Which FOUR of the Parks and Recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. Top choice	Number	Percent
Quality of parks	129	20.1 %
Quality of cemeteries	21	3.3 %
Quality of walking trails	69	10.7 %
Quality of playgrounds	33	5.1 %
Quality of community recreation centers	53	8.3 %
Quality of fitness areas within recreation centers	34	5.3 %
Quality of outdoor athletic fields	43	6.7 %
Quality of youth athletic programs	32	5.0 %
Quality of adult athletic programs	10	1.6 %
Quality of cultural arts programs	16	2.5 %
Quality of senior programs	48	7.5 %
Quality of special needs/therapeutics programs	14	2.2 %
Ease of registering for programs	7	1.1 %
Fees charged for recreation programs	6	0.9 %
Quality of special events (CityFest, Downtown Trick or Treat, etc.)	28	4.4 %
None chosen	99	15.4 %
Total	642	100.0 %

Q18. Which FOUR of the Parks and Recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 2nd choice	Number	Percent
Quality of parks	67	10.4 %
Quality of cemeteries	18	2.8 %
Quality of walking trails	59	9.2 %
Quality of playgrounds	47	7.3 %
Quality of community recreation centers	49	7.6 %
Quality of fitness areas within recreation centers	40	6.2 %
Quality of outdoor athletic fields	21	3.3 %
Quality of youth athletic programs	50	7.8 %
Quality of adult athletic programs	22	3.4 %
Quality of cultural arts programs	31	4.8 %
Quality of senior programs	39	6.1 %
Quality of special needs/therapeutics programs	31	4.8 %
Ease of registering for programs	12	1.9 %
Fees charged for recreation programs	11	1.7 %
Quality of special events (CityFest, Downtown Trick or Treat, etc.)	29	4.5 %
None chosen	116	18.1 %
Total	642	100.0 %

Q18. Which FOUR of the Parks and Recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 3rd choice	Number	Percent
Quality of parks	45	7.0 %
Quality of cemeteries	14	2.2 %
Quality of walking trails	67	10.4 %
Quality of playgrounds	42	6.5 %
Quality of community recreation centers	43	6.7 %
Quality of fitness areas within recreation centers	37	5.8 %
Quality of outdoor athletic fields	20	3.1 %
Quality of youth athletic programs	38	5.9 %
Quality of adult athletic programs	22	3.4 %
Quality of cultural arts programs	33	5.1 %
Quality of senior programs	47	7.3 %
Quality of special needs/therapeutics programs	23	3.6 %
Ease of registering for programs	11	1.7 %
Fees charged for recreation programs	8	1.2 %
Quality of special events (CityFest, Downtown Trick or Treat, etc.)	45	7.0 %
None chosen	147	22.9 %
Total	642	100.0 %

Q18. Which FOUR of the Parks and Recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 4th choice	Number	Percent
Quality of parks	48	7.5 %
Quality of cemeteries	11	1.7 %
Quality of walking trails	34	5.3 %
Quality of playgrounds	35	5.5 %
Quality of community recreation centers	45	7.0 %
Quality of fitness areas within recreation centers	26	4.0 %
Quality of outdoor athletic fields	18	2.8 %
Quality of youth athletic programs	31	4.8 %
Quality of adult athletic programs	15	2.3 %
Quality of cultural arts programs	30	4.7 %
Quality of senior programs	41	6.4 %
Quality of special needs/therapeutics programs	30	4.7 %
Ease of registering for programs	16	2.5 %
Fees charged for recreation programs	22	3.4 %
Quality of special events (CityFest, Downtown Trick or Treat, etc.)	55	8.6 %
None chosen	185	28.8 %
Total	642	100.0 %

SUM OF TOP 4 CHOICES

Q18. Which FOUR of the Parks and Recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

<u>Q18. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	289	45.0 %
Quality of cemeteries	64	10.0 %
Quality of walking trails	229	35.7 %
Quality of playgrounds	157	24.5 %
Quality of community recreation centers	190	29.6 %
Quality of fitness areas within recreation centers	137	21.3 %
Quality of outdoor athletic fields	102	15.9 %
Quality of youth athletic programs	151	23.5 %
Quality of adult athletic programs	69	10.7 %
Quality of cultural arts programs	110	17.1 %
Quality of senior programs	175	27.3 %
Quality of special needs/therapeutics programs	98	15.3 %
Ease of registering for programs	46	7.2 %
Fees charged for recreation programs	47	7.3 %
Quality of special events (CityFest, Downtown Trick or Treat, etc.)	157	24.5 %
<u>None chosen</u>	<u>99</u>	<u>15.4 %</u>
Total	2120	

Q19. Library. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Hours of operation	29.1%	38.6%	10.7%	1.1%	0.2%	20.2%
Q19-2. Customer service	34.1%	33.5%	11.2%	0.5%	0.2%	20.6%
Q19-3. Books & audio/visual for children	22.7%	27.7%	13.1%	0.6%	0.6%	35.2%
Q19-4. Books & audio/visual for adults	23.7%	33.0%	14.3%	1.7%	0.5%	26.8%
Q19-5. Children's programs	21.2%	23.7%	13.4%	0.6%	0.5%	40.7%
Q19-6. Adult programs	16.0%	21.0%	17.9%	0.8%	0.5%	43.8%
Q19-7. Technology resources	19.6%	27.3%	15.3%	1.2%	0.2%	36.4%
Q19-8. eBook collection	16.0%	22.4%	16.8%	3.4%	0.9%	40.3%
Q19-9. Availability of parking	26.8%	34.3%	13.1%	4.7%	1.4%	19.8%

WITHOUT "DON'T KNOW"

Q19. Library. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Hours of operation	36.5%	48.4%	13.5%	1.4%	0.2%
Q19-2. Customer service	42.9%	42.2%	14.1%	0.6%	0.2%
Q19-3. Books & audio/visual for children	35.1%	42.8%	20.2%	1.0%	1.0%
Q19-4. Books & audio/visual for adults	32.3%	45.1%	19.6%	2.3%	0.6%
Q19-5. Children's programs	35.7%	39.9%	22.6%	1.0%	0.8%
Q19-6. Adult programs	28.5%	37.4%	31.9%	1.4%	0.8%
Q19-7. Technology resources	30.9%	42.9%	24.0%	2.0%	0.2%
Q19-8. eBook collection	26.9%	37.6%	28.2%	5.7%	1.6%
Q19-9. Availability of parking	33.4%	42.7%	16.3%	5.8%	1.7%

Q20. Which THREE of the library services listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
Hours of operation	38	5.9 %
Customer service	18	2.8 %
Books & audio/visual for children	74	11.5 %
Books & audio/visual for adults	58	9.0 %
Children's programs	83	12.9 %
Adult programs	32	5.0 %
Technology resources	29	4.5 %
eBook collection	69	10.7 %
Availability of parking	51	7.9 %
None chosen	190	29.6 %
Total	642	100.0 %

Q20. Which THREE of the library services listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Hours of operation	18	2.8 %
Customer service	27	4.2 %
Books & audio/visual for children	66	10.3 %
Books & audio/visual for adults	80	12.5 %
Children's programs	56	8.7 %
Adult programs	63	9.8 %
Technology resources	48	7.5 %
eBook collection	46	7.2 %
Availability of parking	18	2.8 %
None chosen	220	34.3 %
Total	642	100.0 %

Q20. Which THREE of the library services listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q20. 3rd choice	Number	Percent
Hours of operation	24	3.7 %
Customer service	21	3.3 %
Books & audio/visual for children	38	5.9 %
Books & audio/visual for adults	53	8.3 %
Children's programs	70	10.9 %
Adult programs	57	8.9 %
Technology resources	63	9.8 %
eBook collection	36	5.6 %
Availability of parking	34	5.3 %
None chosen	246	38.3 %
Total	642	100.0 %

SUM OF TOP 3 CHOICES

Q20. Which THREE of the library services listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q20. Sum of top 3 choices	Number	Percent
Hours of operation	80	12.5 %
Customer service	66	10.3 %
Books & audio/visual for children	178	27.7 %
Books & audio/visual for adults	191	29.8 %
Children's programs	209	32.6 %
Adult programs	152	23.7 %
Technology resources	140	21.8 %
eBook collection	151	23.5 %
Availability of parking	103	16.0 %
None chosen	190	29.6 %
Total	1460	

Q21. Maintenance. Excluding areas maintained by Auburn University, please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Maintenance of streets	13.9%	48.4%	16.5%	15.1%	3.3%	2.8%
Q21-2. Maintenance of sidewalks	14.8%	51.2%	18.5%	9.3%	2.3%	3.7%
Q21-3. Maintenance of street signs	22.0%	56.5%	13.9%	3.1%	1.1%	3.4%
Q21-4. Maintenance of traffic signals	23.7%	54.2%	13.2%	4.8%	0.9%	3.1%
Q21-5. Maintenance of biking paths & lanes	13.6%	33.0%	19.8%	9.8%	5.5%	18.4%
Q21-6. Maintenance of Downtown Auburn	20.6%	50.6%	17.1%	4.7%	2.5%	4.5%
Q21-7. Cleanup of debris/litter in & near roadways	16.2%	49.1%	18.5%	10.0%	3.0%	3.3%
Q21-8. Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	24.6%	50.2%	12.5%	1.1%	1.1%	10.6%
Q21-9. Mowing/trimming along streets & public areas	18.1%	54.7%	17.1%	5.3%	2.2%	2.6%
Q21-10. Overall cleanliness of streets & public areas	18.7%	58.1%	15.7%	3.4%	1.2%	2.8%
Q21-11. Adequacy of City street lighting	16.0%	46.4%	18.5%	12.5%	3.3%	3.3%

WITHOUT "DON'T KNOW"

Q21. Maintenance. Excluding areas maintained by Auburn University, please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Maintenance of streets	14.3%	49.8%	17.0%	15.5%	3.4%
Q21-2. Maintenance of sidewalks	15.4%	53.2%	19.3%	9.7%	2.4%
Q21-3. Maintenance of street signs	22.7%	58.5%	14.4%	3.2%	1.1%
Q21-4. Maintenance of traffic signals	24.4%	55.9%	13.7%	5.0%	1.0%
Q21-5. Maintenance of biking paths & lanes	16.6%	40.5%	24.2%	12.0%	6.7%
Q21-6. Maintenance of Downtown Auburn	21.5%	53.0%	17.9%	4.9%	2.6%
Q21-7. Cleanup of debris/litter in & near roadways	16.7%	50.7%	19.2%	10.3%	3.1%
Q21-8. Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	27.5%	56.1%	13.9%	1.2%	1.2%
Q21-9. Mowing/trimming along streets & public areas	18.6%	56.2%	17.6%	5.4%	2.2%
Q21-10. Overall cleanliness of streets & public areas	19.2%	59.8%	16.2%	3.5%	1.3%
Q21-11. Adequacy of City street lighting	16.6%	48.0%	19.2%	12.9%	3.4%

Q22. Which THREE of the areas of maintenance listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	207	32.2 %
Maintenance of sidewalks	39	6.1 %
Maintenance of street signs	9	1.4 %
Maintenance of traffic signals	17	2.6 %
Maintenance of biking paths & lanes	67	10.4 %
Maintenance of Downtown Auburn	25	3.9 %
Cleanup of debris/litter in & near roadways	33	5.1 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	9	1.4 %
Mowing/trimming along streets & public areas	14	2.2 %
Overall cleanliness of streets & public areas	13	2.0 %
Adequacy of City street lighting	105	16.4 %
<u>None chosen</u>	<u>104</u>	<u>16.2 %</u>
Total	642	100.0 %

Q22. Which THREE of the areas of maintenance listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	80	12.5 %
Maintenance of sidewalks	86	13.4 %
Maintenance of street signs	15	2.3 %
Maintenance of traffic signals	38	5.9 %
Maintenance of biking paths & lanes	40	6.2 %
Maintenance of Downtown Auburn	53	8.3 %
Cleanup of debris/litter in & near roadways	61	9.5 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	15	2.3 %
Mowing/trimming along streets & public areas	41	6.4 %
Overall cleanliness of streets & public areas	32	5.0 %
Adequacy of City street lighting	51	7.9 %
<u>None chosen</u>	<u>130</u>	<u>20.2 %</u>
Total	642	100.0 %

Q22. Which THREE of the areas of maintenance listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	40	6.2 %
Maintenance of sidewalks	54	8.4 %
Maintenance of street signs	22	3.4 %
Maintenance of traffic signals	36	5.6 %
Maintenance of biking paths & lanes	23	3.6 %
Maintenance of Downtown Auburn	36	5.6 %
Cleanup of debris/litter in & near roadways	53	8.3 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	25	3.9 %
Mowing/trimming along streets & public areas	40	6.2 %
Overall cleanliness of streets & public areas	78	12.1 %
Adequacy of City street lighting	73	11.4 %
None chosen	162	25.2 %
Total	642	100.0 %

SUM OF TOP 3 CHOICES

Q22. Which THREE of the areas of maintenance listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q22. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	327	50.9 %
Maintenance of sidewalks	179	27.9 %
Maintenance of street signs	46	7.2 %
Maintenance of traffic signals	91	14.2 %
Maintenance of biking paths & lanes	130	20.2 %
Maintenance of Downtown Auburn	114	17.8 %
Cleanup of debris/litter in & near roadways	147	22.9 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	49	7.6 %
Mowing/trimming along streets & public areas	95	14.8 %
Overall cleanliness of streets & public areas	123	19.2 %
Adequacy of City street lighting	229	35.7 %
None chosen	104	16.2 %
Total	1634	

Q23. Downtown Auburn. For each of the following issues in Downtown Auburn, please rate your level of satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Cleanliness of Downtown areas	28.5%	51.9%	11.5%	2.2%	1.1%	4.8%
Q23-2. Feeling of safety of Downtown at night	22.0%	48.1%	16.8%	3.6%	1.4%	8.1%
Q23-3. Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	26.9%	48.1%	14.3%	4.0%	2.0%	4.5%
Q23-4. Quality of public events held Downtown	22.4%	43.5%	19.0%	3.1%	1.6%	10.4%
Q23-5. Landscaping & green space	21.8%	46.0%	16.8%	7.3%	2.8%	5.3%
Q23-6. Signage & wayfinding	20.4%	47.4%	20.9%	4.4%	0.9%	6.1%
Q23-7. Availability of public event space	13.9%	30.4%	25.1%	13.4%	2.3%	15.0%
Q23-8. Availability of dining opportunities	22.1%	43.6%	17.4%	8.7%	2.0%	6.1%
Q23-9. Availability of outdoor dining venues	13.9%	31.8%	25.5%	17.0%	2.3%	9.5%
Q23-10. Availability of retail shopping	14.6%	36.9%	24.6%	14.5%	3.3%	6.1%
Q23-11. Availability of parking	4.7%	14.8%	18.2%	32.4%	25.2%	4.7%

WITHOUT "DON'T KNOW"

Q23. Downtown Auburn. For each of the following issues in Downtown Auburn, please rate your level of satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Cleanliness of Downtown areas	30.0%	54.5%	12.1%	2.3%	1.1%
Q23-2. Feeling of safety of Downtown at night	23.9%	52.4%	18.3%	3.9%	1.5%
Q23-3. Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	28.2%	50.4%	15.0%	4.2%	2.1%
Q23-4. Quality of public events held Downtown	25.0%	48.5%	21.2%	3.5%	1.7%
Q23-5. Landscaping & green space	23.0%	48.5%	17.8%	7.7%	3.0%
Q23-6. Signage & wayfinding	21.7%	50.4%	22.2%	4.6%	1.0%
Q23-7. Availability of public event space	16.3%	35.7%	29.5%	15.8%	2.7%
Q23-8. Availability of dining opportunities	23.5%	46.4%	18.6%	9.3%	2.2%
Q23-9. Availability of outdoor dining venues	15.3%	35.1%	28.2%	18.8%	2.6%
Q23-10. Availability of retail shopping	15.6%	39.3%	26.2%	15.4%	3.5%
Q23-11. Availability of parking	4.9%	15.5%	19.1%	34.0%	26.5%

Q24. Which THREE areas of Downtown Auburn listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q24. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	34	5.3 %
Feeling of safety of Downtown at night	65	10.1 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	25	3.9 %
Quality of public events held Downtown	15	2.3 %
Landscaping & green space	23	3.6 %
Signage & wayfinding	6	0.9 %
Availability of public event space	16	2.5 %
Availability of dining opportunities	13	2.0 %
Availability of outdoor dining venues	20	3.1 %
Availability of retail shopping	11	1.7 %
Availability of parking	330	51.4 %
None chosen	84	13.1 %
Total	642	100.0 %

Q24. Which THREE areas of Downtown Auburn listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q24. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	48	7.5 %
Feeling of safety of Downtown at night	62	9.7 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	47	7.3 %
Quality of public events held Downtown	44	6.9 %
Landscaping & green space	41	6.4 %
Signage & wayfinding	20	3.1 %
Availability of public event space	44	6.9 %
Availability of dining opportunities	41	6.4 %
Availability of outdoor dining venues	58	9.0 %
Availability of retail shopping	56	8.7 %
Availability of parking	56	8.7 %
None chosen	125	19.5 %
Total	642	100.0 %

Q24. Which THREE areas of Downtown Auburn listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q24. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	47	7.3 %
Feeling of safety of Downtown at night	58	9.0 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	41	6.4 %
Quality of public events held Downtown	45	7.0 %
Landscaping & green space	40	6.2 %
Signage & wayfinding	23	3.6 %
Availability of public event space	35	5.5 %
Availability of dining opportunities	37	5.8 %
Availability of outdoor dining venues	48	7.5 %
Availability of retail shopping	46	7.2 %
Availability of parking	62	9.7 %
None chosen	160	24.9 %
Total	642	100.0 %

SUM OF TOP 3 CHOICES

Q24. Which THREE areas of Downtown Auburn listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q24. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Downtown areas	129	20.1 %
Feeling of safety of Downtown at night	185	28.8 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	113	17.6 %
Quality of public events held Downtown	104	16.2 %
Landscaping & green space	104	16.2 %
Signage & wayfinding	49	7.6 %
Availability of public event space	95	14.8 %
Availability of dining opportunities	91	14.2 %
Availability of outdoor dining venues	126	19.6 %
Availability of retail shopping	113	17.6 %
Availability of parking	448	69.8 %
None chosen	84	13.1 %
Total	1641	

Q25. Compared to other City priorities, how important is it for the City of Auburn to implement a mass transit system?

Q25. How important is it for City to implement a mass transit system	Number	Percent
Extremely important	63	9.8 %
Somewhat important	114	17.8 %
No opinion	137	21.3 %
Somewhat unimportant	178	27.7 %
Extremely unimportant	134	20.9 %
Not provided	16	2.5 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Compared to other City priorities, how important is it for the City of Auburn to implement a mass transit system? (without "not provided")**

Q25. How important is it for City to implement a mass transit system	Number	Percent
Extremely important	63	10.1 %
Somewhat important	114	18.2 %
No opinion	137	21.9 %
Somewhat unimportant	178	28.4 %
Extremely unimportant	134	21.4 %
Total	626	100.0 %

Q26. City Communication. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Quality of Open Line newsletter	19.0%	40.7%	18.5%	2.5%	1.2%	18.1%
Q26-2. Quality of City's website	15.7%	41.1%	21.0%	5.8%	0.9%	15.4%
Q26-3. Quality of City's social media	13.4%	31.5%	21.2%	4.0%	0.6%	29.3%
Q26-4. Availability of information on City services & programs	15.0%	41.6%	24.3%	5.3%	1.4%	12.5%
Q26-5. Availability of information on construction projects in & around City	8.9%	29.9%	26.6%	14.6%	5.3%	14.6%
Q26-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	9.2%	28.7%	25.4%	16.5%	6.2%	14.0%
Q26-7. Availability of information about Parks & Recreation services & programs	12.5%	42.8%	24.6%	6.9%	2.0%	11.2%
Q26-8. Availability of information about City library services & programs	14.2%	38.3%	24.1%	5.8%	0.9%	16.7%

WITHOUT "DON'T KNOW"

Q26. City Communication. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=642)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Quality of Open Line newsletter	23.2%	49.6%	22.6%	3.0%	1.5%
Q26-2. Quality of City's website	18.6%	48.6%	24.9%	6.8%	1.1%
Q26-3. Quality of City's social media	18.9%	44.5%	30.0%	5.7%	0.9%
Q26-4. Availability of information on City services & programs	17.1%	47.5%	27.8%	6.0%	1.6%
Q26-5. Availability of information on construction projects in & around City	10.4%	35.0%	31.2%	17.2%	6.2%
Q26-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	10.7%	33.3%	29.5%	19.2%	7.2%
Q26-7. Availability of information about Parks & Recreation services & programs	14.0%	48.2%	27.7%	7.7%	2.3%
Q26-8. Availability of information about City library services & programs	17.0%	46.0%	29.0%	6.9%	1.1%

Q27. How satisfied are you with the availability of internet service in your neighborhood?

Q27. How satisfied are you with availability of internet service in your neighborhood	Number	Percent
Very satisfied	41	6.4 %
Satisfied	68	10.6 %
Neutral	87	13.6 %
Dissatisfied	264	41.1 %
Very dissatisfied	141	22.0 %
Don't know	41	6.4 %
Total	642	100.0 %

WITHOUT "DON'T KNOW"**Q27. How satisfied are you with the availability of internet service in your neighborhood? (without "don't know")**

Q27. How satisfied are you with availability of internet service in your neighborhood	Number	Percent
Very satisfied	41	6.8 %
Satisfied	68	11.3 %
Neutral	87	14.5 %
Dissatisfied	264	43.9 %
Very dissatisfied	141	23.5 %
Total	601	100.0 %

Q28. Which of the following are your primary sources of information about City issues, services, and events?

Q28. What are your primary sources of information about City issues, services, & events	Number	Percent
Open Line newsletter (online version)	105	16.4 %
Open Line newsletter (print, with water bill)	329	51.2 %
E-Notifier (City emails/texts/press releases)	105	16.4 %
City website	234	36.4 %
Calling a City department on telephone	100	15.6 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	31	4.8 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	244	38.0 %
Other social media sites (private, non-City sites)	95	14.8 %
Local newspaper (Villager, OA News)	324	50.5 %
Radio news programs	126	19.6 %
Television news programs	137	21.3 %
Word of mouth (friends/neighbors)	332	51.7 %
Public meetings	56	8.7 %
Other	11	1.7 %
Total	2229	

Q28-14. Other

Q28-14. Other	Number	Percent
NEXTDOOR APP	2	20.0 %
TOURISM	1	10.0 %
CHAMBERS	1	10.0 %
CHAMBER EMAIL	1	10.0 %
Signage	1	10.0 %
UNIVERSITY AND CHAMBER	1	10.0 %
Signs in people's yard	1	10.0 %
Ward meetings	1	10.0 %
Signs	1	10.0 %
Total	10	100.0 %

Q29. Which THREE of the sources of information listed in Question 28 would be the PREFERRED sources of information for your household?

Q29. Top choice	Number	Percent
Open Line newsletter (online version)	38	5.9 %
Open Line newsletter (print, with water bill)	109	17.0 %
E-Notifier (City emails/texts/press releases)	87	13.6 %
City website	80	12.5 %
Calling a City department on telephone	9	1.4 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	8	1.2 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	89	13.9 %
Other social media sites (private, non-City sites)	8	1.2 %
Local newspaper (Villager, OA News)	80	12.5 %
Radio news programs	12	1.9 %
Television news programs	9	1.4 %
Word of mouth (friends/neighbors)	4	0.6 %
Public meetings	2	0.3 %
Other	2	0.3 %
None chosen	105	16.4 %
Total	642	100.0 %

Q29. Which THREE of the sources of information listed in Question 28 would be the PREFERRED sources of information for your household?

Q29. 2nd choice	Number	Percent
Open Line newsletter (online version)	25	3.9 %
Open Line newsletter (print, with water bill)	77	12.0 %
E-Notifier (City emails/texts/press releases)	48	7.5 %
City website	81	12.6 %
Calling a City department on telephone	16	2.5 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	12	1.9 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	76	11.8 %
Other social media sites (private, non-City sites)	11	1.7 %
Local newspaper (Villager, OA News)	78	12.1 %
Radio news programs	28	4.4 %
Television news programs	28	4.4 %
Word of mouth (friends/neighbors)	16	2.5 %
Public meetings	10	1.6 %
Other	2	0.3 %
None chosen	134	20.9 %
Total	642	100.0 %

Q29. Which THREE of the sources of information listed in Question 28 would be the PREFERRED sources of information for your household?

<u>Q29. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Open Line newsletter (online version)	26	4.0 %
Open Line newsletter (print, with water bill)	46	7.2 %
E-Notifier (City emails/texts/press releases)	25	3.9 %
City website	60	9.3 %
Calling a City department on telephone	27	4.2 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	4	0.6 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	39	6.1 %
Other social media sites (private, non-City sites)	26	4.0 %
Local newspaper (Villager, OA News)	68	10.6 %
Radio news programs	30	4.7 %
Television news programs	44	6.9 %
Word of mouth (friends/neighbors)	43	6.7 %
Public meetings	12	1.9 %
Other	7	1.1 %
<u>None chosen</u>	<u>185</u>	<u>28.8 %</u>
Total	642	100.0 %

SUM OF TOP 3 CHOICES

Q29. Which THREE of the sources of information listed in Question 28 would be the PREFERRED sources of information for your household? (top 3)

<u>Q29. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Open Line newsletter (online version)	89	13.9 %
Open Line newsletter (print, with water bill)	232	36.1 %
E-Notifier (City emails/texts/press releases)	160	24.9 %
City website	221	34.4 %
Calling a City department on telephone	52	8.1 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	24	3.7 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	204	31.8 %
Other social media sites (private, non-City sites)	45	7.0 %
Local newspaper (Villager, OA News)	226	35.2 %
Radio news programs	70	10.9 %
Television news programs	81	12.6 %
Word of mouth (friends/neighbors)	63	9.8 %
Public meetings	24	3.7 %
Other	11	1.7 %
<u>None chosen</u>	<u>105</u>	<u>16.4 %</u>
Total	1607	

Q30. Have you called or visited the City with a question, problem, or complaint during the past year?

Q30. Have you called or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	263	41.0 %
No	379	59.0 %
Total	642	100.0 %

Q30a. How easy was it to contact the person you needed to reach?

Q30a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	118	44.9 %
Somewhat easy	103	39.2 %
Difficult	27	10.3 %
Very difficult	12	4.6 %
Not provided	3	1.1 %
Total	263	100.0 %

WITHOUT "NOT PROVIDED"**Q30a. How easy was it to contact the person you needed to reach? (without "not provided")**

Q30a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	118	45.4 %
Somewhat easy	103	39.6 %
Difficult	27	10.4 %
Very difficult	12	4.6 %
Total	260	100.0 %

Q30b. What department did you contact?

<u>Q30b. What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police Department	52	19.8 %
Fire Department	12	4.6 %
Municipal Court	6	2.3 %
Planning Services	39	14.8 %
Parks & Recreation	30	11.4 %
Library	21	8.0 %
Community Services	7	2.7 %
Inspection Services	21	8.0 %
Public Works	66	25.1 %
Engineering Services	20	7.6 %
Office of City Manager	21	8.0 %
Utility Billing Office	51	19.4 %
Environmental Services (garbage, recycling, trash, animal control)	89	33.8 %
Water Resource Management (water, sewer, & watershed management)	52	19.8 %
Finance (City licenses & taxes)	11	4.2 %
Other	10	3.8 %
Total	508	

Q30b-16. Other

<u>Q30b-16. Other</u>	<u>Number</u>	<u>Percent</u>
ENVIRONMENTAL	1	10.0 %
NEIGHBORHOOD INSPECTION	1	10.0 %
Water	1	10.0 %
PUBLIC SERVICE	1	10.0 %
Building Permits	1	10.0 %
Parking	1	10.0 %
Street Maintenance	1	10.0 %
City Councilman	1	10.0 %
Cemetery	1	10.0 %
Mayor	1	10.0 %
Total	10	100.0 %

Q30c. Was the department(s) you contacted responsive to your issue?

Q30c. Was the department you contacted responsive to your issue	Number	Percent
Yes	211	80.2 %
No	47	17.9 %
Not provided	5	1.9 %
Total	263	100.0 %

WITHOUT "NOT PROVIDED"

Q30c. Was the department(s) you contacted responsive to your issue? (without "not provided")

Q30c. Was the department you contacted responsive to your issue	Number	Percent
Yes	211	81.8 %
No	47	18.2 %
Total	258	100.0 %

Q32. Including yourself, how many people in your household are...

	Mean	Sum
number	2.7	1657
Under age 5	0.1	72
Ages 5-9	0.2	100
Ages 10-14	0.2	135
Ages 15-19	0.2	111
Ages 20-24	0.1	87
Ages 25-34	0.2	140
Ages 35-44	0.3	192
Ages 45-54	0.4	240
Ages 55-64	0.5	295
Ages 65-74	0.3	176
Ages 75+	0.2	109

Q33. Approximately how many years have you lived in the City of Auburn?

Q33. How many years have you lived in City of Auburn	Number	Percent
0-5	139	21.7 %
6-10	106	16.5 %
11-15	91	14.2 %
16-20	58	9.0 %
21-30	92	14.3 %
31+	131	20.4 %
Not provided	25	3.9 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Approximately how many years have you lived in the City of Auburn? (without "not provided")

Q33. How many years have you lived in City of Auburn	Number	Percent
0-5	139	22.5 %
6-10	106	17.2 %
11-15	91	14.7 %
16-20	58	9.4 %
21-30	92	14.9 %
31+	131	21.2 %
Total	617	100.0 %

Q34. How many people in your household work within the Auburn City limits?

Q34. How many people in your household work within City limits	Number	Percent
0	191	29.8 %
1	227	35.4 %
2	167	26.0 %
3	23	3.6 %
4+	8	1.2 %
Not provided	26	4.0 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"

Q34. How many people in your household work within the Auburn City limits? (without "not provided")

Q34. How many people in your household work within City limits	Number	Percent
0	191	31.0 %
1	227	36.9 %
2	167	27.1 %
3	23	3.7 %
4+	8	1.3 %
Total	616	100.0 %

Q35. Are you a full time Auburn University student?

<u>Q35. Are you a full time Auburn University student</u>	<u>Number</u>	<u>Percent</u>
Yes	55	8.6 %
No	581	90.5 %
Not provided	6	0.9 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Are you a full time Auburn University student? (without "not provided")**

<u>Q35. Are you a full time Auburn University student</u>	<u>Number</u>	<u>Percent</u>
Yes	55	8.6 %
No	581	91.4 %
Total	636	100.0 %

Q36. Do you own or rent your current residence?

<u>Q36. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	478	74.5 %
Rent	161	25.1 %
Not provided	3	0.5 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Do you own or rent your current residence? (without "not provided")**

<u>Q36. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	478	74.8 %
Rent	161	25.2 %
Total	639	100.0 %

Q37. What is your age?

Q37. Your age	Number	Percent
Under 35 years	118	18.4 %
35 to 44 years	123	19.2 %
45 to 54 years	130	20.2 %
55 to 64 years	125	19.5 %
65+ years	128	19.9 %
Not provided	18	2.8 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"**Q37. What is your age? (without "not provided")**

Q37. Your age	Number	Percent
Under 35 years	118	18.9 %
35 to 44 years	123	19.7 %
45 to 54 years	130	20.8 %
55 to 64 years	125	20.0 %
65+ years	128	20.5 %
Total	624	100.0 %

Q38. Which of the following best describes your race/ethnicity?

Q38. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	28	4.4 %
Black/African American	84	13.1 %
Hispanic	15	2.3 %
White/Caucasian	494	76.9 %
American Indian/Eskimo	4	0.6 %
Other	5	0.8 %
Total	630	

Q38-6. Other

Q38-6. Other	Number	Percent
Multiple races	3	60.0 %
West Indian	1	20.0 %
East Asian	1	20.0 %
Total	5	100.0 %

Q39. Would you say your total annual household income is...

Q39. Your total annual household income	Number	Percent
Under \$30K	68	10.6 %
\$30K to \$59,999	126	19.6 %
\$60K to \$99,999	155	24.1 %
\$100K+	208	32.4 %
Not provided	85	13.2 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"

Q39. Would you say your total annual household income is... (without "not provided")

Q39. Your total annual household income	Number	Percent
Under \$30K	68	12.2 %
\$30K to \$59,999	126	22.6 %
\$60K to \$99,999	155	27.8 %
\$100K+	208	37.3 %
Total	557	100.0 %

Q40. Your gender:

Q40. Your gender	Number	Percent
Male	318	49.5 %
Female	317	49.4 %
Not provided	7	1.1 %
Total	642	100.0 %

WITHOUT "NOT PROVIDED"

Q40. Your gender: (without "not provided")

Q40. Your gender	Number	Percent
Male	318	50.1 %
Female	317	49.9 %
Total	635	100.0 %

Section 5

Survey Instrument



City of Auburn
Home of Auburn University

February 2020

Dear Auburn Resident,

I am writing to ask for your assistance with the 2020 Citizen Survey. The first Citizen Survey was conducted in 1985, and annually from 1987 through 2017. Starting in 2018 the Citizen Survey will be conducted biennially to align with the City's biennial budget. The feedback we receive from the results of the survey helps us gauge how successful we have been in providing quality services to the residents of Auburn and helps us identify areas where we can improve. The Citizen Survey is a vital instrument in establishing budget priorities and shaping policy decisions. Auburn is known for its active and involved citizenry and your participation in this survey is an important way to get involved in helping guide our community.

ETC Institute from Olathe, Kansas is administering the survey. A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. If you prefer, you can complete the survey online at www.auburnsurvey.org. Your responses to the questions in the survey are anonymous. ***Please take a few minutes to complete and return this survey in the next few days. If you are not a resident of the City of Auburn, please disregard this survey.***

The results of the survey will be presented to the City Council and the public in Spring 2020. A comprehensive report analyzing the survey results will be available at City Hall and posted on the City's website, with a summary included in a future issue of Auburn's monthly newsletter, Open Line. If you have any questions about the survey, please call me at (334) 501-7260. Thank you for helping guide the direction of our community by completing and returning the enclosed survey. Your participation helps to ensure that "the Loveliest Village on the Plains" remains a very special place in which to live, work and raise our children.

Sincerely,

James C. Buston, III
City Manager

Enclosure



2020 City of Auburn Citizen Survey

Welcome to the City of Auburn's Citizen Survey for 2020. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and budget decisions. Please take a few minutes to complete this survey. If you have questions about this survey, please call the City Manager, James C. Buston III, at 334-501-7260.

1. **Major Categories of City Services.** Please rate your overall satisfaction with the following major categories of services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of the City's school system	5	4	3	2	1	9
02. Quality of police, fire, and ambulance services	5	4	3	2	1	9
03. Quality of parks and recreation services	5	4	3	2	1	9
04. Quality of City library services	5	4	3	2	1	9
05. Quality of the City's customer service	5	4	3	2	1	9
06. Maintenance of City infrastructure (streets, sidewalks and right-of-ways)	5	4	3	2	1	9
07. Enforcement of City codes and ordinances	5	4	3	2	1	9
08. Flow and management of traffic	5	4	3	2	1	9
09. Collection of garbage, recycling and yard waste	5	4	3	2	1	9
10. Effectiveness of City's communication with the public	5	4	3	2	1	9

2. **Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____

3. **Perceptions of the city.** Several items that may influence your perception of the city are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
02. Overall image of the city	5	4	3	2	1	9
03. Overall quality of life in the city	5	4	3	2	1	9
04. Overall appearance of the city	5	4	3	2	1	9
05. Overall quality of City Services	5	4	3	2	1	9

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

Please rate the city of Auburn...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. As a place to live	5	4	3	2	1	9
02. As a place to raise children	5	4	3	2	1	9
03. As a place to work	5	4	3	2	1	9
04. As a place to do business	5	4	3	2	1	9
05. As a diverse and inclusive community	5	4	3	2	1	9

5. **City Leadership.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
02. Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
03. Overall effectiveness of the City Manager	5	4	3	2	1	9
04. Level of public involvement in local decision-making	5	4	3	2	1	9
05. Transparency of City government	5	4	3	2	1	9

6. **Traffic Flow and Transportation.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Ease of travel by car in Auburn	5	4	3	2	1	9
02. Ease of travel by bicycle in Auburn	5	4	3	2	1	9
03. Ease of pedestrian travel in Auburn	5	4	3	2	1	9
04. Overall connectivity for bicycles and pedestrians	5	4	3	2	1	9

7. **Code Enforcement.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

In your neighborhood, how satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Cleanup of debris/litter	5	4	3	2	1	9
02. Cleanup of large junk/abandoned vehicles	5	4	3	2	1	9
03. Cleanup of overgrown and weedy lots	5	4	3	2	1	9
04. Efforts to remove dilapidated structures	5	4	3	2	1	9
05. Control of nuisance animals	5	4	3	2	1	9

8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

9. **Public Safety Services.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following public safety services provided by the City of Auburn.

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police protection	5	4	3	2	1	9
02. Visibility of police in neighborhoods	5	4	3	2	1	9
03. Visibility of police in retail areas	5	4	3	2	1	9
04. Police response time	5	4	3	2	1	9
05. Efforts to prevent crime	5	4	3	2	1	9
06. Police safety education programs	5	4	3	2	1	9
07. Enforcement of traffic laws	5	4	3	2	1	9
08. Overall quality of fire protection	5	4	3	2	1	9
09. Fire personnel emergency response time	5	4	3	2	1	9
10. Quality of fire safety education programs	5	4	3	2	1	9
11. Quality of local ambulance service	5	4	3	2	1	9

10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____

11. **Feeling of Safety.** Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe".

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
01. In your neighborhood during the day	5	4	3	2	1	9
02. In your neighborhood at night	5	4	3	2	1	9
03. In the City's parks	5	4	3	2	1	9
04. In commercial and retail areas	5	4	3	2	1	9
05. In downtown Auburn	5	4	3	2	1	9
06. Traveling by bicycle in Auburn	5	4	3	2	1	9
07. Traveling as a pedestrian in Auburn	5	4	3	2	1	9
08. Overall feeling of safety in Auburn	5	4	3	2	1	9

12. **Garbage, Recycling, Sewer and Water Services.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Residential garbage collection service	5	4	3	2	1	9
02. Curbside recycling service overall	5	4	3	2	1	9
03. Material types accepted for recycling	5	4	3	2	1	9
04. Recycling at the City's drop-off recycling center	5	4	3	2	1	9
05. Yard waste removal service	5	4	3	2	1	9
06. Sewer service	5	4	3	2	1	9
07. Water service	5	4	3	2	1	9
08. Quality of drinking water	5	4	3	2	1	9
09. Utility Billing Office customer service	5	4	3	2	1	9

13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: ____ 2nd: ____

14. **Development and Redevelopment.** Please rate your satisfaction with the following areas in Auburn using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of new residential development	5	4	3	2	1	9
02. Overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
03. Overall quality of new business development (offices, medical facilities, banks, etc.)	5	4	3	2	1	9
04. Overall quality of new industrial development (warehouses, plants, etc.)	5	4	3	2	1	9
05. Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
06. Overall appearance of Opelika Road	5	4	3	2	1	9
07. Overall appearance of Downtown Auburn	5	4	3	2	1	9
08. City's planning for future growth	5	4	3	2	1	9

15. Compared to other City priorities, how important is it for the City of Auburn to invest in the acquisition and rehabilitation of historically significant buildings for public use?

____(5) Extremely Important ____ (3) Neutral ____ (1) Extremely Unimportant
 ____ (4) Somewhat Important ____ (2) Somewhat Unimportant ____ (0) No Opinion

16. Which **THREE** categories do you think should receive the **MOST FUNDING EMPHASIS** from City leaders over the next **TWO** years? *[Write in your answers below using the numbers below]*

- (1) Public Safety (Police & Fire)
- (2) Parks & Recreation, Cultural and Library
- (3) Public Schools
- (4) Historic Preservation (Acquisition and Rehabilitation for Public Use)
- (5) City Infrastructure (Intersections, Sidewalks, Roads, Bike Lanes)

1st: ____ 2nd: ____ 3rd: ____

17. **Parks and Recreation.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of parks	5	4	3	2	1	9
02.	Quality of cemeteries	5	4	3	2	1	9
03.	Quality of walking trails	5	4	3	2	1	9
04.	Quality of playgrounds	5	4	3	2	1	9
05.	Quality of community recreation centers	5	4	3	2	1	9
06.	Quality of fitness areas within recreation centers	5	4	3	2	1	9
07.	Quality of outdoor athletic fields	5	4	3	2	1	9
08.	Quality of youth athletic programs	5	4	3	2	1	9
09.	Quality of adult athletic programs	5	4	3	2	1	9
10.	Quality of cultural arts programs	5	4	3	2	1	9
11.	Quality of senior programs	5	4	3	2	1	9
12.	Quality of special needs/therapeutics programs	5	4	3	2	1	9
13.	Ease of registering for programs	5	4	3	2	1	9
14.	Fees charged for recreation programs	5	4	3	2	1	9
15.	Quality of special events (CityFest, Downtown Trick or Treat, etc.)	5	4	3	2	1	9

18. Which **FOUR** of the Parks and Recreation areas listed in Question 17 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 17.]*

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

19. **Library.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Hours of operation	5	4	3	2	1	9
02.	Customer service	5	4	3	2	1	9
03.	Books and audio/visual for children	5	4	3	2	1	9
04.	Books and audio/visual for adults	5	4	3	2	1	9
05.	Children's programs	5	4	3	2	1	9
06.	Adult programs	5	4	3	2	1	9
07.	Technology resources	5	4	3	2	1	9
08.	E-Book collection	5	4	3	2	1	9
09.	Availability of parking	5	4	3	2	1	9

20. Which **THREE** of the library services listed in Question 19 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 19.]*

1st: ____ 2nd: ____ 3rd: ____

21. **Maintenance.** Excluding areas maintained by Auburn University, please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of streets	5	4	3	2	1	9
02.	Maintenance of sidewalks	5	4	3	2	1	9
03.	Maintenance of street signs	5	4	3	2	1	9
04.	Maintenance of traffic signals	5	4	3	2	1	9
05.	Maintenance of biking paths and lanes	5	4	3	2	1	9
06.	Maintenance of downtown Auburn	5	4	3	2	1	9
07.	Cleanup of debris/litter in and near roadways	5	4	3	2	1	9
08.	Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	5	4	3	2	1	9
09.	Mowing/trimming along streets and public areas	5	4	3	2	1	9
10.	Overall cleanliness of streets and public areas	5	4	3	2	1	9
11.	Adequacy of City street lighting	5	4	3	2	1	9

22. Which THREE of the areas of maintenance listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 21.]

1st: ____ 2nd: ____ 3rd: ____

23. **Downtown Auburn.** For each of the following issues in downtown Auburn, please rate your level of satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Cleanliness of downtown areas	5	4	3	2	1	9
02.	Feeling of safety of downtown at night	5	4	3	2	1	9
03.	Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	5	4	3	2	1	9
04.	Quality of public events held downtown	5	4	3	2	1	9
05.	Landscaping and green space	5	4	3	2	1	9
06.	Signage and wayfinding	5	4	3	2	1	9
07.	Availability of public event space	5	4	3	2	1	9
08.	Availability of dining opportunities	5	4	3	2	1	9
09.	Availability of outdoor dining venues	5	4	3	2	1	9
10.	Availability of retail shopping	5	4	3	2	1	9
11.	Availability of parking	5	4	3	2	1	9

24. Which THREE areas of downtown Auburn listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 23.]

1st: ____ 2nd: ____ 3rd: ____

25. Compared to other City priorities, how important is it for the City of Auburn to implement a mass transit system?

____(5) Extremely Important ____ (3) No Opinion ____ (1) Extremely Unimportant
 ____ (4) Somewhat Important ____ (2) Somewhat Unimportant

26. City Communication. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of Open Line newsletter	5	4	3	2	1	9
02. Quality of the City's website	5	4	3	2	1	9
03. Quality of the City's social media	5	4	3	2	1	9
04. Availability of information on City services and programs	5	4	3	2	1	9
05. Availability of information on construction projects in and around the city	5	4	3	2	1	9
06. Availability of information regarding City initiatives and projects that affect you or your neighborhood	5	4	3	2	1	9
07. Availability of information about Parks and Recreation services and programs	5	4	3	2	1	9
08. Availability of information about City library services and programs	5	4	3	2	1	9

27. How satisfied are you with the availability of internet service in your neighborhood?

- (5) Very Satisfied (3) Neutral (1) Very Dissatisfied
 (4) Satisfied (2) Dissatisfied (9) Don't Know

28. Which of the following are your primary sources of information about city issues, services, and events? [Check all that apply.]

- | | |
|---|--|
| <input type="checkbox"/> (01) Open Line newsletter (online version) | <input type="checkbox"/> (08) Other social media sites (private, non-City sites) |
| <input type="checkbox"/> (02) Open Line newsletter (print, with water bill) | <input type="checkbox"/> (09) Local newspaper (Villager, OA News) |
| <input type="checkbox"/> (03) E-Notifier (City emails/texts/press releases) | <input type="checkbox"/> (10) Radio news programs |
| <input type="checkbox"/> (04) City website | <input type="checkbox"/> (11) Television news programs |
| <input type="checkbox"/> (05) Calling a City department on the telephone | <input type="checkbox"/> (12) Word of mouth (friends/neighbors) |
| <input type="checkbox"/> (06) City cable channel (Charter Ch. 182, WOW Ch. 13) | <input type="checkbox"/> (13) Public meetings |
| <input type="checkbox"/> (07) City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn) | <input type="checkbox"/> (14) Other: _____ |

29. Which THREE of the sources of information listed in Question 28 would be the PREFERRED sources of information for your household? [Write in your answers below using the numbers from the list in Question 28.]

1st: _____ 2nd: _____ 3rd: _____

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

- (1) Yes [Answer 30a-c.] (2) No [Skip to 31.]

30a. How easy was it to contact the person you needed to reach?

- (4) Very Easy (3) Somewhat Easy (2) Difficult (1) Very Difficult

30b. What department did you contact? [Check all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> (01) Police Department | <input type="checkbox"/> (09) Public Works |
| <input type="checkbox"/> (02) Fire Department | <input type="checkbox"/> (10) Engineering Services |
| <input type="checkbox"/> (03) Municipal Court | <input type="checkbox"/> (11) Office of the City Manager |
| <input type="checkbox"/> (04) Planning Services | <input type="checkbox"/> (12) Utility Billing Office |
| <input type="checkbox"/> (05) Parks and Recreation | <input type="checkbox"/> (13) Environmental Services (garbage, recycling, trash, animal control) |
| <input type="checkbox"/> (06) Library | <input type="checkbox"/> (14) Water Resource Management (water, sewer, and watershed management) |
| <input type="checkbox"/> (07) Community Services | <input type="checkbox"/> (15) Finance (City licenses and taxes) |
| <input type="checkbox"/> (08) Inspection Services | <input type="checkbox"/> (16) Other: _____ |

30c. Was the department(s) you contacted responsive to your issue? (1) Yes (2) No

31. What is something about the City you would like to share with us?

DEMOGRAPHICS

32. Including yourself, how many people in your household are...

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

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

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

35. Are you a full time Auburn University student? ____ (1) Yes ____ (2) No

36. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

37. What is your age?

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

38. Which of the following best describes your race/ethnicity? [Check all that apply.]

____ (1) Asian/Pacific Islander ____ (3) Hispanic ____ (5) American Indian/Eskimo
____ (2) Black/African American ____ (4) White/Caucasian ____ (6) Other: _____

39. Would you say your total annual household income is...

____ (1) Under \$30,000 ____ (2) \$30,000 to \$59,999 ____ (3) \$60,000 to \$99,999 ____ (4) \$100,000 or more

40. 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

If you would like to suggest a question for consideration to be included in next year's survey, please visit our website at www.auburnalabama.org/survey and click on the "Submit Survey Question" menu button.

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

City of Auburn Citizen Survey

Open Ended Comments

...helping organizations make better decisions since 1982

2020

Submitted to the City of Auburn, AL

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

April 2020



Q31. What is something about the City you would like to share with us?

- A great place to live!
- A high priority for the city should be a new wellness center for community members that includes a pool with scheduled classes for different levels of water aerobics. With the closure of the Health Plus pool facility, individuals counting on the pool facilities for overall motion, wellbeing and health have been ignored. The closest facility is in Columbus, Ga. Additionally, many seniors used the facilities not only to stay in shape and overall well-being but as a social time which also benefits overall health. The hospital was extremely short sighted for the community with the action they took.
- A nice place to live and raise a family.
- A nice place to live.
- Accessibility is a law all receives an f! Not acceptable.
- Add glass to recycle pick up.
- Address localized flooding due to inadequate city drainage systems.
- All City council members who are physically able should bike to work.
- Although growth is important, the appearance of the "loveliest village on the plains" has been hijacked for progressive growth that does not preserve the beauty and landscape of our city. Opelika has done a wonderful job in catering to the older population and preserving the small-town feel. You should take note of its steady growth and appeal to an aging population that has tremendous resources for fitness, green space, and families.
- Although recycling has helped somewhat, we are now being told not to put pizza boxes with stuck on food in recycle can.
- Applaud diversity of city employee management leadership.
- Appreciate the hard work the mayor does.
- Arrest these drivers of loud un muffled vehicles who sound like drag racers! They were never a problem a few years before. Stop the dogs, they are everywhere.
- As a young couple with kids, we would like to see the apartment developments slow down.
- As much as I love Auburn University and all it does for our town. Please stop adding more apartments to Auburn for college housing. There is enough and the school system is suffering.
- Auburn has done a great job dealing with the massive population growth.
- Auburn is a wonderful place to live!
- Auburn is controlled by developers through the city manager that generally feeds council members to vote approval.
- Auburn is doing a great job in keeping up with growth, however, more needs to be done with traffic patterns and cross walks.
- Auburn needs more funding to support and enforce violations. Inspections of construction sites since we have so many.
- Auburn needs to grow and develop but the way council is choosing to do so already makes zero sense.
- Auburn police harassment is bad.
- Best city to live and raise a family in anywhere.
- Best, safest place to live and work and great schools.
- Better parking downtown.
- Billing and accounting for water works is very confusing and unorganized.
- Building too many tall buildings. Building for students, not residents.

- Called regarding the speeding along Hamilton Rd and how difficult it is to enter and exit neighborhood. No response or resolution.
- Cemeteries need continuous upkeep and maintenance. There needs to be a code and ordinance for motorist parking in front of a residents home in residential area.
- Check on suspected drug dealer and young people walking the street, some should be in school.
- City and planning commission have not done a good job managing construction projects downtown.
- City Council needs much more transparency and common sense when considering issues. Right now there are too many of the previous council present to consider new or different perspectives. You don't even discuss them. I do not see a sense of working together to ensure Auburn's future. It is difficult to watch council members who represent new ideas not supported or even listened. The optics are bad, and the real truth might be worse.
- City has grossly over built student housing.
- City leaders (both elected and salaried) should be (should have been) more proactive regarding downtown dormitories and more transparent. Developers slipped by those elected and hired to be watchful about downtown development. Downtown has turned into something that few people I talk to are proud of. Downtown has been transformed within the past four years--to an undesirable transformation. That the new downtown parking ramp has taken years to get underway is shameful. I understand that the Baptist Student Union had to hire legal counsel because the city has not met its promises to provide a new site for them in the new deck. I'm afraid we are/will soon be overbuilt in student housing, and I fear that the same will happen with apartment building and single-family dwellings sooner rather than later. The public schools seem to be trying their best to keep ahead of their needs; I wish I could say the same for the city.
- City officials have lost control of the development in the downtown area. It's a shame to see the changes that have taken place. I feel that the current moratorium on student housing developments is just PR and damage control. I don't think the current city officials actually care.
- Clean up Clarion hotel. Prostitution criminal activity. Also do something about sky bar.
- Code enforcement of old developed houses on Byrd Street, needs to be enforced.
- Communication!
- Concerned about the high-rise buildings in Auburn.
- Constant work on South College Street seems to be poor planning or incompetent city engineer. Other streets need work.
- Cox Road construction is a necessity. Family friendly downtown events would be nice.
- Currently, the Library is open to the public during the COVID-19 crisis, and it is completely irresponsible. This management decision is very poor.
- Disappointed with all of the multiple story apartment complexes in the downtown area. Downtown no longer looks like a quaint village. Our loveliest village of the plains no longer exists!
- Do not put a trailer in the city limits because they will not let you put a new one in its place must be a house no matter if it's your land and they will not help with fixing it up due to income.
- Do not use machines to answer the phone.
- Doing a Good Job, keep up the Good Work, Auburn is Great place to Live!
- Don't like all the new tall apartment buildings downtown, don't like paying for downtown parking at kiosks.
- Downtown is looking more and more like a large-scale apartment zone.

- Downtown is too congested.
- Downtown looks terrible now with new nondescript brick high rises that need permanent breezeways to keep you safe from falling bricks.
- Downtown must stay lovely, no more ugly high rises.
- Downtown needs a grocery store like trader joe's. No more condos and apartments and more parking.
- Downtown parking and safety.
- Downtown parking is terrible. We will go to Opelika or Ogletree to eat before downtown Auburn.
- Enforce speeding and running red lights as well as distracted drivers. Too many people dying. Tear down the Clarion hotel.
- Excellent city to live in.
- Excellent quality of life medical services and medical staff has not kept up with growth needs to be priority.
- Excessive citations by the police. In order to meet their quota, they ticket you for stopping on the stop block.
- Exit 51 being the main entry into Auburn is a disgrace to our lovely village on the plains. Also although expensive, we need to bury all electrical lines.
- Fantastic place for all ages. But downtown has lost its charm.
- Fix current sidewalks. Install new sidewalks from East Lake neighborhood.
- Garage containers are not put back on curb after being empty. They lay in the street at my house.
- Garbage truck passed by my house and did not collect my trash can or recycling can. Neither were blocked and were placed properly for pickup. After contacting environmental services three times and being put on hold/disconnected, I was told to leave my cans out and maybe they would get picked up the following day if they had time. Cans were left out, not picked up the following day. On top of everything, the person who took my call was rude and acted as if I was making an unreasonable request when it was them not doing their job that necessitated the call in the first place.
- Give a second notice on citation before searching people from house to house for an arrest.
- Given current COVID-19 issues, I would have liked to have seen the city handle things better. Closing more public spaces like the library.
- Go vigorously to control downtown student housing.
- Going downtown and seeing all the tall buildings makes me sad. The city failed its citizens by allowing these monstrosities.
- Good police, fire, and ambulance. Too many apartments, was corrupt, seems need better, new mayor.
- Great job!
- Great place to live.
- Great place to live and raise a family.
- Great place to live and raise children. Moved here in 2000. Love it.
- Great place to live. Close to other cities.
- Great place to raise a family and run a business.
- Great place to raise children, very good schools.
- Great town with a great mayor.
- Growing too fast, too many high rises in downtown area.
- Growing too fast!

- Housing for seniors that is affordable is hard to find. Auburn needs more like Grace Point. My name has been on the list for a year already.
- I am begging the city leaders to stop destroying all green space and trees.
- I am concerned about crime in Auburn. Violent crimes seem to be on the rise.
- I am concerned about the development in the downtown area.
- I am concerned about the rapid growth of our school system.
- I am happy to give 3 feet clearance to bikers in Auburn city limits but when we encounter bikers in a narrow 2 lane highway, it is nearly impossible to pass them given the time of the day. Worried for the safety of the bikers especially during wintertime. Also on some roadways that had 55 km speed limit people are driving at 60 or above without regard to turning cars. For example Shug Jordan Pkwy. City must either make turning lanes throughout the parkway or enforce speed control. The single most reason for the out of control traffic on Shug Jordan is the location of too many schools off of one single road! People that work out of town are either not able to access Shug Jordan or end up speeding due to delays. We need traffic lights where we need them desperately and speed breakers inside neighborhoods where people are flying not driving on our roads! Thanks.
- I am nervous about all the annexing.
- I am sad many buildings are being lost to make way for ugly, tall apartment buildings. We have lost historical sites for the almighty dollar.
- I am very distressed over the growth of the city. Downtown is impossible to visit due to lack of parking. Traffic is a nightmare all over. There is more student housing than there are students. The older apartments are going to wind up Section 8 and crime is going to increase. I especially hate that there will be a second high school. The great thing about Auburn is that it was a small town without being redneck. By allowing developers free rein, the city has been destroyed. The public services are excellent, don't get me wrong, but the city has become too big. Previously, the high cost of living helped control the growth but by allowing developers to slap a neighborhood on every space of land, anybody can move here now. We are turning into Montgomery and we can all see how well that is going for them now.
- I believe that traffic law enforcement needs dramatic improvement in Auburn. As a pedestrian, I feel that I have to assume every motorist would potentially kill me if I weren't always vigilant. I've had cars almost hit me while crossing crosswalks downtown. In my neighborhood, I've frequently had cars speed past me, sometimes on the wrong side of the road, with the driver looking down at their cell phone, never even noticing that I was there. Sometimes motorists intimidate or threaten pedestrians. I also feel that the rules of right of way are ignored in Auburn. Every time I go out driving, people run stop signs, pulling out on the road whether it's clear or not, sometimes without even looking. It literally happens once or twice every time I drive somewhere. I think that if an officer were watching Shelton Mill Rd near where I live, he or she could continuously issue citations all day long. I think the situation is the same across the city. I'd also like to add that I've enjoyed Opelika's new roundabouts. I think some would be nice in select locations in Auburn.
- I believe we as a City do not hold a high-quality standard to our infrastructure and landscaping. When comparing to other "top cities" in the state and around the country, we fall short in these areas. Samford Ave for example, one of the most traveled roads in town is also one of the roughest paved roads in the entire city. I think a lot of money has been spent on improving and adding sidewalks and landscaping but the maintenance of those areas falls extremely short. I also believe, and this is a long shot, that we should have a walking trail in town that is very well lit and not secluded for people who

need or want to walk and exercise but can't until after sundown. Overall the City of Auburn is a locomotive in every industry, and I hope it keeps barreling down the tracks, as long as our infrastructure and overall maintenance of the city, not just landscaping, is maintained at the highest level.

- I do not understand the need to destroy the soul and skyline of downtown Auburn with all of the apartments that have been built. We can no longer say we are the Prettiest Little Village on the Plains. The overflow of apartments in Auburn will start to attract the criminal element because apartment owners will lower rent to try and fill their buildings. Do not get me wrong, I Love Auburn and it is my home and I would not live anywhere else. I just want our town to retain the high quality of living for all people.
- I feel a family of five, I feel like garbage service is a minimal.
- I feel like there are too many student apartment complexes (and not enough students to fill them). I would like to see more shopping options in downtown.
- I feel that no matter what is being built or rezoned, what the builder wants, they get.
- I have lived in Auburn for 49 years and have found it to be a premium place to live and work. I have assisted in bringing in industries to this city and feel that Auburn has done a great job in finding quality manufacturing facilities that have settled here. Great job! I worked with Phil Dunlap for years and have the greatest respect for the fantastic job that he has done.
- I have really noticed that the city is outgrowing its infrastructure. It's been happening for a while, but it's starting to get bad. For example, I think it's past time to build a parking garage downtown large enough to accommodate everyone and get rid of the on-street parking along College and Magnolia. Keep two travel lanes on these streets and make the sidewalks much bigger and put in more outdoor seating for the local restaurants. This will improve traffic flow and make the downtown area much more attractive for pedestrians, of which there will be many more with all of the new residential development. I also think that the City needs to redouble its efforts to make the city safer for pedestrians and cyclists. The new sidewalks put in during 2019 (on Annaloe, Moore's Mill, etc.) are very welcome, but just a start. We need many more miles of sidewalks and much better street lighting. We also need better bike paths, where that is possible. Traffic density - vehicles, bikes, pedestrians, everything - will only increase in the next 20 years. I moved here in 2000 and since then Auburn's population has increased by more than 20,000. At this rate I will probably live to see Auburn's population pass 100,000 residents. Are we ready for that?
- I hope the city of Auburn can balance the growth with keeping a small-town feel.
- I just love living in Auburn! Thank you.
- I like that we are able to discuss issues about the city.
- I live in Wrights Mill Estates at 2031 South Evergreen Drive. My house and the three around me are the original houses and only ones without a sewer connection. If there was any way that we could tap into the sewer system, it would greatly help us with the value of our house and also the utilization of our property that is now filled with a septic tank and field lines.
- I love Auburn.
- I love Auburn but hate turning left at Samford and Gay (leaving campus heading away from Amsterdam), as I literally sweat in my car seat waiting for cars to honk or hit me. Would love a left turn signal there if possible.
- I love Auburn but I am afraid that it is growing too rapidly 5 story buildings or higher going up in downtown.

- I love Auburn but really love more walking and biking trails the one on Shell Toomer Drive.
- I love Auburn however I would rather have government assisted homes near our neighborhood.
- I love Auburn, not a fan of the high-rise buildings.
- I love Auburn. But I hate the overabundance of new and ugly student apartments in the downtown core. The City had done a poor job of managing this growth.
- I love living in Auburn and hope to stay here for good.
- I love our police force. By and large, they really don't get enough credit for the job they do. I just really, really wish they had more upstanding members in their ranks so they could be far more visible and maybe be able to do larger civilian-facing programs. I think a mass transportation system is definitely something that would benefit the student population of Auburn as well as local residents. I also really don't get our lack of sidewalks. It helps those of us who don't want to drive everywhere and constantly hunt for parking, which is limited in some areas. It would also be much safer for pedestrians in a number of busy commercial areas that are next to residential areas. It would just be a great boon for the entire city in my opinion.
- I love the city but concerned with over building of student housing.
- I love the growth in our city. I would like to see us plan for our future wisely in a way that does not lose our heritage.
- I love the local library. The only complaint is I lead a book club. It is mine but if I could put a flyer up, I could attract more book lovers to the local library but can't because it is not connected to the city.
- I love the police presence here.
- I love the red barn, it is public and allows dogs, please do not change.
- I love the school system, but the high school is falling in quality due to over population and facilities.
- I love this city as I was born and raised here then moved away and have lived all over the country, so I have lists of places to compare to. My number one complaint is our city park and rec is lagging way behind where it should be!
- I pay for Auburn city water but get Opelika water which taste and smells worse and is often brown, fix this!
- I really dislike the huge student housing complexes built in downtown Auburn. Every time I see them, it feels wrong.
- I really like single stream recycling. We recycle as much as we can, and our kids take pride in helping the environment. We love Auburn and feel safe here. The city is clean, has good roads and has lots of greenery. There are so many parks, but they are hard to locate. Could a map be posted on Facebook with all the parks /nature trail locations? By accident, we found one just miles from us. When is the round-about going to be built at College St and Farmville Rd?
- I should not pay \$100 dollars for internet a month to have it go out every night.
- I think Auburn has made great strides in becoming more pedestrian/bicycle friendly, but mostly in the areas close to campus/Downtown. I would like to see the sidewalks and bike paths extend all the way to the city limits. Also, there is inadequate lighting for walking and riding a bicycle at night, even on main roads that aren't in the heart of downtown. If more people could bike or walk, mass transit, traffic, and parking wouldn't be such hot button issues, so I think better, longer, safer pedestrian and bike paths should be a bigger priority. Also, I love the curbside recycling. Please don't ever cut it.
- I think the city is doing a wonderful job! Thank you for all that you do. I have only one request. Can we get a turn signal to turn onto Annaluhe Drive/Sagauhatchee Road from East University? It gets pretty busy during the day.

- I think the city is well managed but has little knowledge or appreciation for overall aesthetics.
- I will say I enjoy the special downtown Auburn events that already happen. I would like to see downtown become more of an entertainment district with the streets closed to traffic. Specifically on weekends during football season and some weekends in Summer.
- I wish the city could purchase the land on N College between N & S Cory Dr. for a city park.
- I would like more activities for my children during the summer, because the programs that are offered are always filled.
- I would like to see left turn lanes have left turn traffic lights. Without them, traffic bogs down.
- I would like to see more traffic signals on Hwy 14 and a bike walking path after the overpass.
- I would like to see no more student housing developments on the east side of College Street.
- I would like to see Parks and Rec have more baseball fields to use for youth practice.
- I would like to see tweaks in educational curriculums that are not so focused on memorization work for tests. That is the majority of the work I see happening since 6th grade. My child is currently in 8th grade. Some memorization of facts is necessary, but I would like to see more creativity in learning.
- I would like to share my opinion; I do not see enough housing being built for the lower income residents.
- Improve traffic management in certain sectors of the City. We need more mass transit in Auburn.
- Improve water quality for all north end!
- In regard to the high-rise buildings downtown, hate them.
- Infrastructure downtown needs improvement bad!
- Intersection at Farmville/N. Donahue is dangerous. Please check on this. Thanks!
- It has never been so apparent that the contractors of this town rule the roost. What has happened to downtown is horrid. Who can afford the rent on the high-rise apartments?
- It is awful that the city leadership has continued to allow all of the apartments being constructed, not just downtown but all over the city. Very dissatisfied with this!
- It is excellent that the City uses Dr. Bill Sauser for supervisor & team leader training. That definitely accomplishes certified leaders in various departments with advanced training for citizen interaction, customer service, problem solving etc. Keep it up.
- It is so unpleasant to go downtown that we do not even try.
- It's lost all of its character and downtown Auburn is now generic and catered only to students who will live here for only 4 years at the expense of the other residents and taxpayers. The city has destroyed historic buildings and the epitome of culture around here now appears to be basic white people with mass hysteria for chicken finger fast food places.
- Keep Auburn beautiful, it is a great place to live.
- Leadership does not listen to citizens.
- Less discrimination.
- Library needs more sitting space inside and parking investment in the outdoor space adds what value for most.
- Light pollution.
- Love all the programs and sports for kids.
- Love living here. Watch the intersection at University and Glenn at rush hour. Citizens crossing the double yellow lines and driving the wrong way on University beside football field to get to the left turn lane to turn north on Glenn. Very dangerous.

- Love living in Auburn. Concerned about number apartments and status of older apartments off campus and concerned about traffic and lack of roadways to handle growth.
- Love my recycle can!
- Lovely city. Traffic parking needs work. Garbage collection needs lots of work.
- Mayor Anders is very responsive to citizens interests and concerns. Very transparent.
- More activities for kids in summer programs and affordable. Also more pole lights in more areas.
- More festivals downtown. Every sidewalk needs the blinking lights that are on the ground.
- More indoor facilities for youth sports to facilitate games and significant practice time.
- More left turn light signals would be more helpful.
- More parking please.
- My biggest disappointment is all the high-rise student housing in and around downtown. Enough is enough. Stop already.
- My main complaint is the citizens' need for swimming facilities is not being met. Other recreational facilities are excellent.
- My neighborhood is constantly left off the street sweeping rotation.
- My yard debris was not picked up one week. After calling I was told someone would get back in touch with me and I never received a call.
- Need better, more reliable ambulance service.
- Need for heated swimming pool. YMCA. More walking trails especially around lakes and along rivers.
- Need more open space.
- Need more services and affordable housing for 55 plus instead of all for students.
- Need more sidewalks in residential area. Project along Moore's Mill Road was a good start.
- Need police to spend more time in neighborhoods.
- Need wider sidewalks need more bike lanes and need more pedestrian crosswalks and lights.
- Needs more planned community development. Improve roadside landscaping.
- Needs to be more inclusive and stop the building of student housing.
- Neighbors parking: I don't think people should be able to come in someone's neighborhood and park on the side or in front of someone's home. I have had so many issues with this problem of college students feeling like it's their neighborhood.
- New construction on twin forks the workers block the road with vehicles and take over the road with no directing traffic.
- No complaints or issues. We enjoy living in Auburn.
- No more multi-level apartments need to be built downtown.
- No more new apartments!
- Not enforcing city ordinances equally in all areas of the city. (Parking on sidewalks, garbage cans on the street 24/7.)
- Not happy about the numerous large student apartment buildings in downtown.
- Not satisfied with the amount of student housing, too much. Downtown was already tough to park, never able to come shop or eat downtown, so we go to Opelika. Auburn has sold out for the money and when all this empty housing starts going down, so will everything else including our schools.
- On the street I live on there has been several shootings and I leave to go to work at 4:00 am each morning. We need more police coverage in the wee hours of the morning.
- Open line articles often, do not include the date or time of an event.

- Over development on South College is an eye soar. Auburn is (or has) lost the right to claim, "loveliest village on the plains".
- Overall an amazing City to live in!
- Overall it is a great place to live, and city officials do a fantastic job!
- Overall the city management team does an outstanding job in running our city.
- Overall very pleased, no major complaints.
- Overall, Auburn is a clean and safe city.
- Parking is inadequate and expensive!
- People riding bikes needs to be looked into.
- Plan ahead for future development and bring in new industry that will support population besides university.
- Planning needs to be less reliant on cars. Urban fixes. City transit rail cars.
- Please address the abysmal condition of the Wire Road Soccer Complex. The fields are in horrific shape in terms of weeds and lack of drainage. It is nearly impossible to comprehend how Parks and Rec allowed the condition to deteriorate to this point. Please note, I am not speaking specifically of this winter's rain (January and February 2020). Nothing could be done to control the absurd amount of rain received over that period. But this problem has been going on for several years and no real effort has been directed towards addressing it. We don't need a multi-use indoor facility at the soccer complex in lieu of fixing our outdoor fields. Go to Oxford, AL if you want to see what a real outdoor soccer complex looks like.
- Please address traffic flow specifically timing, monitoring of traffic lights.
- Please allocate more money to parks and rec. Parks and swimming pools need to be built sooner!
- Please allow Publix access around Lake Ogletree for recreation and enjoyment of property.
- Please allow the public library to have its own website that is separate from the city site.
- Please do street sweeping more often in the fall.
- Please ease up on the high-rise condos. They look horrible! Maybe more valet services since parking is such an issue downtown.
- Please limit the downtown buildings, this is changing for the worse.
- Please make sure people clean up after their dogs.
- Please prioritize acquiring, renovating, and making good use of our historic old buildings. We lost the Cullar's House this past year. The historic White Street Baptist Church building dates to the 1930s and was a key area for mid-century Civil Rights actions. Please try to save this building.
- Please stop allowing developers to destroy green space for another neighborhood or retail space.
- Police division wasting time issuing tickets for traffic violations at unimportant times (i.e. giving tickets at 4-way stop signs at 4:30am on infrequently used roads when drivers could see another vehicle approaching from a half-mile away!).
- Poor planning on building height restrictions have resulted in the total destruction of any loveliest village image for the city of Auburn.
- Poor traffic control due to over building of housing developments and schools in same area. Contractors should provide the infrastructure before building the housing. Just up charge on housing to cover costs of expanding infrastructure.
- Quality of the cemeteries, I would like to improve is enforcement code adding decorate and statue on the graves. Thank you.

- Recycle glass in curbside recycling.
- Reduce the amount of dorm housing, it is ruining our city to the point we are looking at relocating. It is ruining our downtown.
- Residential growth needs to slow down.
- Restructure the recreation department, we need new leadership that help improve facilities. Baseball and softball are dangerous! They have a do-nothing attitude.
- Sad to see the big buildings coming to downtown.
- Save public spaces for our teenagers to gather and talk about their future.
- Seems like Auburn is losing its small town feel and traditions with new high-rise buildings.
- Shame not having indoor aerobics and therapy pool.
- Some city workers in January/February 2020 were preventing adequate business operations and not respecting private property.
- Speed bumps on Pleasant Ave Auburn to stop turn arounds on Linsey Rd and Pleasant Ave. Better trash pickup.
- Stop allowing the construction of the monstrous condos in downtown Auburn. The ones that have been built have totally destroyed the small-town look and feel that was so much of what Auburn is. Makes me hate to even go downtown.
- Stop building all of these apartment buildings. As newer student housing comes online, the older buildings are being abandoned by students and lowering rent forcing older complexes to lower rent which is bringing more crime into our downtown area.
- Stop building high rise apartments.
- Stop building high-rise "Atlanta wanna be's" in downtown Auburn!
- Stop building multi story buildings downtown, it looks awful.
- Stop destroying downtown and do not permit anymore apartment eyesores. Celebrate Auburn's village. It seems the city is only interested in catering to students, certainly not to longtime residents. Please publish how many rental bedrooms for students and what percent is occupied.
- Stop high rises downtown.
- Stop the idea that we want an "urban" environment. Look how beautiful downtown Opelika has developed! They kept the original facades. We enjoy that area much more than downtown Auburn, shame.
- Stop the student housing skyscrapers.
- Stormwater pollution prevention plans need to be better enforced.
- Student teacher ratio is way too high!
- Students living in family neighborhoods due to loopholes in codes.
- Sure would be nice to have police presence on Bent Creek Rd. No one, but the residents obey the speed limit.
- Take down street sign of convicted felon, don't build sidewalks where no one walks.
- The appearance of the newer student housing downtown is awful. Buildings designed by whoever designed the new building by the police department and the building across from First Baptist are pleasing and look like the old village atmosphere. The apartment buildings are pure trashy.
- The athletic fields and the children's athletic programs are the worst we have ever encountered.
- The big apartment buildings have taken away the charm of Auburn. Stop high rise.

- The citizens make Auburn great, not the city leaders. City leadership (elected officials) as well as city manager do not have a vision of the future, nor do they value Auburn's past history.
- The city has no oversight of the water works board and very poorly handled the water line going through Chewacla. The water works board handled public involvement extremely poorly and belittled anyone that asked questions. Also, why is there no access for trails or recreational activities around Lake Ogletree? The city of Opelika obviously has no problem with recreational activities around their water source.
- The City is allowing large scale multi-use apartments/retail to ruin the charm of the downtown strip. Entering the city is unattractive with this new development.
- The city must tighten building codes related to all growth-student/residential housing. Have infrastructure in place.
- The city needs a public transportation system.
- The city needs to demolish depleted homes/old homes that are no longer in livable condition.
- The city needs to do a better job protecting neighborhoods and historical structures. Very much dislike the development downtown.
- The city of Auburn is a nice place to live. My commute to work is ideal. No complaints.
- The city of Auburn is great place to live. Having teen kids, you realize safety concerns with turning lanes, lack of lighted streets and flow of traffic issues. Mainly lack of turn lanes and right-hand turn lanes at traffic lights. I do realize that improvements have been made. Which is great. Hope it continues. Really think that E. university and Gatewood could improve traffic flow. Also, I like the roundabouts that have popped up. Think Auburn could use more roundabouts, but with a little education on how to navigate them too!
- The city planning commission has allowed way too much unchecked building growth downtown and outlying housing developments.
- The city should not allow commercial billboards on N Donahoe Dr near Donahoe Ridge subdivision.
- The continued building of the 6 story apartments downtown has changed the face of Auburn. But not for the better.
- The diversity of this community and the caring of its citizens are what set us apart.
- The downtown development is a complete mess, traffic and bad parking have made me go anywhere but there to shop and eat and I live closer to downtown than anywhere else.
- The great partnership that exists between Auburn and Auburn University.
- The initiative for new and improved events downtown is developing a real love for the city outside the university.
- The neighborhood speed bumps and roundabouts are very poorly designed, no reason they should damage vehicles.
- The open line newsletter is wonderful! The construction downtown is looking better, but was very difficult to get around earlier. What can we do about glass recycling?
- The over building of apartments in downtown Auburn has ruined the small-town look and appeal of the city.
- The parking is awful!
- The parks and recreation facilities need to be a top priority. The state of the fields for most sports are extremely poor for a city the caliber of Auburn. We can do better.
- The policy on removing garbage cans from City streets and not leaving on street all week long.

- The quality of our public schools will continue to drive growth please invest more in gifted education.
- The residents of North Auburn 147 North are under served in regard to internet access and city water.
- The schools needs gyms, not multi-purpose rooms. We don't want any section 8 downtown. Stop building apartment complexes.
- The service I received in regard to the city easement maintenance was both professional and timely. The gentleman who came to my home and personally cleared a large tree that had fallen across my property line was one of the kindest city employees I have ever met. Thank you for caring for the citizens of Auburn.
- The traffic flow on I-85 through Auburn is too fast for the amount of traffic and the number of traffic lanes. Please work with Opelika and the AL State Highway Department to slow down the traffic between Exits 50 and 64. There are too many new housing developments.
- The website for paying water bill I badly designed. It is very convoluted and not user friendly.
- The website looks like 1999 and the way to register for parks and rec events and classes is also stuck in 1999.
- There are many small "cliques" within the city government it seems.
- There are no bike lanes or sidewalks. Small children never learn to ride bikes, people don't know their neighbors, we're all dying of obesity and lack of exercise, there are traffic jams all the time for no apparent reason, and all you do is repave roads (without widening them, adding a shoulder, or a bike lane) and build strip malls and parking lots. This place is one big horrific strip mall. Sidewalks and bike lanes cost nothing to build, but you're all in the pockets of developers. My only goal in life is to survive Auburn without anyone in my family getting killed by a car.
- There are several areas in the Cotswold's subdivision off Richland Road that are not being maintained by the city regardless of numerous calls from residents.
- There is a crosswalk on E. University at Summertree that is briefly blocked by a pole as you drive downhill towards Gay St. Cars that travel East go down the hill just before visually seeing the crosswalk. As one who uses the crosswalk to enter Town Creek Park, I ask that the city replace the existing crosswalk signs with solar crosswalk signs such as the ones on College St. at the hotel and conference center. Hopefully, the flashing signs will help drivers be aware of the crosswalk quicker and observe people waiting to cross when it is safe to do so.
- There is a major problem with the Nix Dance parking, on Stage Road. Parents park on both sides of the road make a very dangerous problem. Someday there will be a child lost. The police, or Safety officers have no control of these people.
- There need to be more kid friendly indoor activities. Stop building Dollar Generals on every corner.
- There seems to be a common perception that land developers and those striving for economic gain take presence over the residents.
- There seems to be a vacuum where there should be leadership. We are losing green space and natural areas. We are becoming a series of strip malls with an overdeveloped and, frankly, ugly downtown.
- Think it lacks a quality mall and could use more popular chain restaurants such as Carrabba's, Jason's Deli, Chili's.
- This is no longer the loveliest village on the plains. High rise apartments.
- Too many apartments.
- Too many bikes on roadways is a hazard. Not happy with downtown development.
- Too many high rises downtown. No longer has the charm of the most beautiful city on the plains.

- Too many yard signs makes the city look awful.
- Too much building of new houses. No thought going into handling traffic for it bottlenecks.
- Too much new high-rise building.
- Too much traffic on our street way too much speeding on the street and crazy driving everywhere in Auburn.
- Traffic.
- Traffic and maintenance of Sanford should be addressed.
- Traffic congestion has become terrible the last couple of years. There should be a median on East University Drive. The tall buildings downtown are a complete eyesore. More effort should be made to put restaurants further away from downtown. Also bike lanes need more connectivity.
- Traffic flow after athletic events does not flow smooth.
- Traffic flow after football games is horrendous. We are given maps that show our exit from the stadium parking deck. Never have the traffic officers abided by these instructions. Two lanes, one-way travel from Duncan onto Samford all the way to east University. This needs to be resolved as we have dealt with this issue for over 10 years. The maps given out by the athletic dept should be what is reinforced. Street signs are even put into place, but the officers are not allowing traffic flow. We have sat on Samford, unable to cross over College for over 30 minutes before. It's absolutely insane. I have complained through the city and the athletic dept many times through the years.
- Traffic light timing needs to be addressed. Some are green too long in one direction.
- Traffic lights do not match up. Go through one light and have to stop at the next. Not parking downtown!
- Traffic should accommodate building permits. You can't keep building houses without adding roads. Traffic for Moore's Mill Rd and East University light backs up past Publix on MM Rd.
- Traffic, Traffic and Traffic. We have allowed permits to be issued for bars without any parking be available to accommodate the patrons. (College and Glenn Ave). Stop allowing permits to business that do not have adequate parking. Have inspectors review the area before issuing permits. Traffic flow needs to be improved on University Drive, North College, Glenn Ave. Lights at Glenn and Ross, and Glenn and College need to be longer and synced. Roads need to be widened at the same areas. University Drive Glenn, College, Gay Street, and Ross. The city planners need to plan for 50,000 personnel at all times and avoid the old saying of the "Students are only here for a short period of time".
- Trying to grow too fast on existing infrastructure taking away from the loveliness and appeal of Auburn.
- Uncontrolled growth, particularly downtown, without corresponding improvements in infrastructure is making Auburn a much less pleasant place to live. City parks, especially Town Creek Park, have tremendous potential but are a disgrace compared to parks in many cities of similar size around the region. Retail is going backward--areas like Auburn Mall are steadily declining as business after business (OfficeMax, Earth Fare, IHOP) leave empty buildings and lost revenue while Opelika's Tiger Town continues to thrive. Stop congratulating yourselves every year on how wonderful Auburn is and start doing something to actually make it better.
- Underground power lines would improve Glenn Ave and Opelika Road. Enough with the vape shops. Help businesses grow in downtown. Add more parking, less apartments, and more dining.
- Very dissatisfied with over building of all student dorms in downtown Auburn.
- Water management pipes, need info on putting a top on pipe never received a call back on answer.

- Way too many perpetually unfinished student housing construction projects make downtown very ugly.
- We are fortunate to have the professionals that we have now running our city. (Maybe to install gates at all incoming roads!)
- We enjoy the downtown events throughout the year.
- We live in the best City you could afford.
- We live off of north Donohue we have noticed that litter has increased in the last year.
- We love Auburn.
- We love living in Auburn. School buses drive too fast. The intersection of Summer Trees and University is an eyesore! Who is responsible for maintenance? The city or the subdivision?
- We moved here in 2019-we love the atmosphere and the service of the departments.
- We need better outdoor recreation spaces and indoor options as well. A town growing at the rate Auburn is with the number participants in sports makes this unacceptable.
- We need covered playgrounds for children with sunshade, it is too hot about 7 months of the year.
- We need indoor soccer fields, better outdoor soccer fields, another library branch, fix streets that have been damaged by development. Annex pieces of country that have led to undesirable developments.
- We need left turn lanes on E University and on Dean Rd.
- We need more access to public pools. One pool for a city this size is not good enough.
- We need more bike paths and trails.
- We need more walking sidewalks in the neighborhoods.
- We need some more new food restaurants like a TGIF Fridays, Cheddar's, and Ezell to keep from going to Columbus all the time.
- We need some type of outdoor farmer's market in downtown Auburn.
- We need to protect our natural resources. Lake Wilmore and Chewacla. It's ridiculous the way the city is allowing money to control decisions being made with respect to these areas. We need far better bike lanes and bike safety.
- We need a better community theater center. We need to preserve historical areas.
- We need unique and different restaurants with outdoor seating.
- We need use able (extended) right turn lanes to alternate traffic on North Donahue.
- We will not locate our 50 employees in the city limits due only to ridiculous occupational tax otherwise we would prefer to move into town and support the city with sales tax.
- We would like for all of the new construction in downtown Auburn to be less trendy and not involved demolishing the historic buildings.
- We (city development) has ruined downtown! I am fearful of what the future holds with too many apartments and no growth of successful downtown business.
- Went to school here-never left great place. A good place to raise a family. No more tall buildings please.
- When I moved here ten years ago, this town was cleaner, less traffic downtown and more charming.
- When the city is expanding traffic patterns of outer communities should be planned ahead.
- When they are building new condos or houses the shouldn't be able to block the road.
- When we moved to Auburn, we chose it because it truly exemplified the "loveliest village on the plains" image. Now, I can't even go downtown to shop because there is no parking available, the

loveliness has been replaced with ugliness of high-rise buildings that seemingly get taller and taller with each city council meeting and I do not want to support the greed that seems pervasive in the downtown area. College students and their families going broke just to afford housing. The affordable housing is being bought by developers and the city. It is a travesty of justice. Historical buildings being torn down for more development-who are we keeping up with? I am through, but my husband loves it here. I personally think that I would move in a minute because of the mess. The University controls the town, what its residents can (and cannot) have access to, and is no longer living up to the "loveliest village on the plains". Now, it is like everywhere else, sad really.

Auburn is already feeling the effects of 'urban sprawl' with empty businesses etc. Please look at national trends - more online businesses, more working from home. If you want people to shop downtown, quit charging for parking, enforce parking for students. Give residents something to draw them downtown other than copying what Opelika already has in place. Open an internet cafe or something to fill empty space downtown. Open a flex office space with daily, weekly, or monthly rentals, think outside the box.

- While I understand that Auburn is a college town, I think there needs to be more emphasis on non-student or non-university employees.
- While it is ok to devote resources to bike paths, we also need to ensure that bicyclists follow the same rules as pedestrians and automobile drivers and utilize facilities for bicycles. Several times a week as I travel in the city bicyclists do not use bike lanes and seem to prefer to back traffic up and unnecessarily endanger motorists and themselves while causing traffic to be impeded. Many times bicyclists will travel two or three abreast with only one in the bike lane. Many bicyclists do not use bike lane on Shell Toomer preferring to delay traffic on the heavily traveled Shell Toomer and verbally abuse motorists who may try to pass.
- With all the growth over the past 30 years, it still seems like a small close-knit community.
- Work on traffic patterns need more parks outdoor space and improve downtown parking.
- Would be great to have more traffic lights programmed to be "traffic controlled".
- Would like a focus on bike lanes and mountain biking access.
- Would like to see improvements in walkability. The area needs general clean up.
- Would suggest improving the railroad crossings throughout town, in particular the one at North Gay Street and Mitcham Avenue. Kudos to COA for all of the improvements to traffic lights, crosswalks, street signs, and other wayfinding signage throughout town for the past decade. Traffic is obviously a major issue for everyone, but definitely need to improve the flow through intersections and how best to move a larger volume of vehicles. Continue to make improvements on Opelika Road, and make proactive steps to avoid the same decline of South College Street. Please make every effort to preserve any remaining historic structures in downtown Auburn and stop clear cutting everything to build 5+ story buildings that don't support the small "village" atmosphere - look to downtown Opelika as an example of preserving the historic character while still fostering business.
- You are doing a great job no city is perfect, but the quality of life offered in Auburn is great!
- You can't see the lines on newly paved roads in the rain you need to add reflectors exit south college.