

2007 DirectionFinder® Survey

Findings Report



conducted for

the City of Auburn, Alabama

By

ETC Institute

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March 2007

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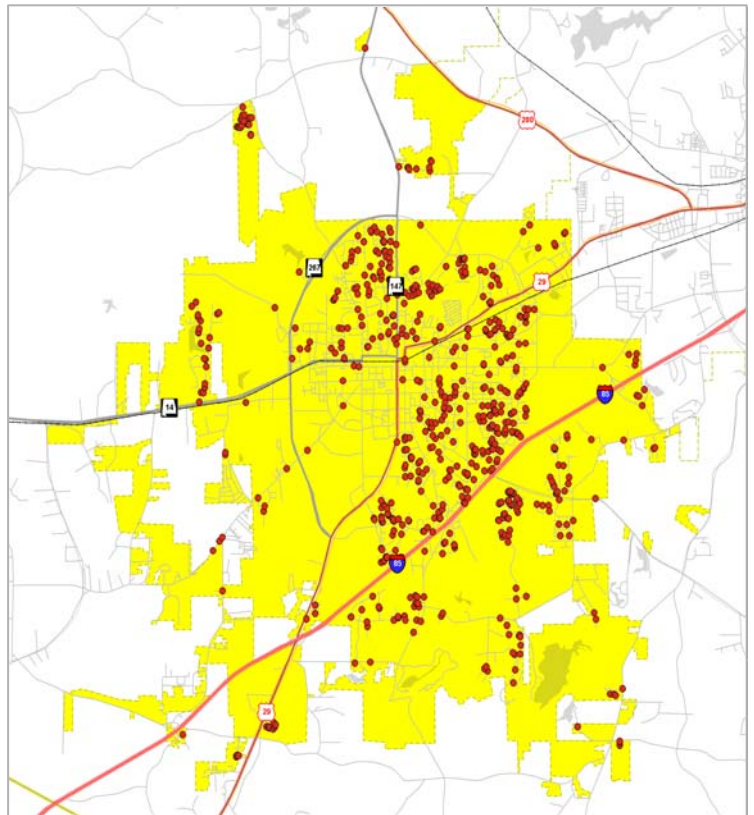
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during the spring of 2007. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The City of Auburn has been administering an annual citizen survey for nearly 20 years.

Resident Survey. A six-page survey was mailed to a random sample of 1,500 households in the City of Auburn. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 280 completed the survey by phone and 469 returned it by mail for a total of 749 completed surveys (50% response rate). The results for the random sample of 749 households have a 95% level of confidence with a precision of at least +/- 3.7%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don't know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Auburn with the results from other communities in the *DirectionFinder*® database. Since the number of “don't know” responses

often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.

This report contains:

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

Major Findings

- **Most of the residents surveyed were satisfied with City services.** Ninety-one percent (91%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City’s public school system, 88% were satisfied with quality of city libraries, 87% were satisfied with the quality of police, fire and ambulance services, and 81% were satisfied with the quality of city parks programs and facilities. The City of Auburn’s parks and recreation system rated in the top 25% of all DirectionFinder® cities in the nation.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Auburn over the next two years were: (1) management of traffic flow in the city and (2) the maintenance of city streets, buildings and facilities. These were also the top priorities in the 2004, 2005 and 2006 surveys.
- **Perceptions of the City.** Most (87%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Auburn; only 3% were not satisfied; the remaining 10% gave a neutral rating. **Overall satisfaction with the “value of city taxes and fees” and the “image of the city” rated in the top 25% of all DirectionFinder® cities in the nation.**
- **Public Safety.** Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection. Eighty-four percent (84%) of those surveyed were satisfied with the overall quality of police

protection. Residents thought the public safety service that should receive the most additional emphasis over the next two years was the enforcement of speed limits in neighborhoods.

- **Utility Services.** Eighty-seven percent (87%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with quality of residential trash collection services. Eighty-two percent (82%) of the residents surveyed were satisfied with sanitary sewer services to their home. Eighty-two percent (82%) of those surveyed were satisfied with the quality of water service to their home, and eighty-two percent (82%) were satisfied with yardwaste services. Residents thought the utility services that should receive the most additional emphasis over the next two years were water service and curbside recycling.
- **City Maintenance.** The areas of maintenance that were rated best by residents included: overall satisfaction with the maintenance of city buildings (83%), maintenance of traffic signals (79%), and maintenance of water lines and fire hydrants in Auburn (79%). Residents were generally least satisfied with the maintenance of city streets and the adequacy of street lighting in the City. **Overall satisfaction with the “maintenance and preservation of Downtown Auburn” and the “mowing/trimming of public areas” both rated in the top 25% of all DirectionFinder® cities in the nation.**
- **Parks and Recreation.** In general, residents were satisfied with parks and recreation facilities. Eighty-four percent (84%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of city parks, 81% were satisfied with the outdoor athletic fields, and 79% were satisfied with the city’s youth athletic program. Residents thought the area of parks and recreation that should receive the most additional emphasis over the next two years was improvements to the City’s walking and biking trails.
- **City Communications.** More than three-fourths (77%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City newsletter, *Open Line* and 73% were satisfied with the availability of information about city programs and services. **Satisfaction with the “availability of information about city programs and services” rated in the top 25% of all DirectionFinder® cities in the nation.**

Other Findings.

- 86% of the residents surveyed in 2007 had access to the Internet at home. Eighty-four percent (84%) of those with Internet access at home had high-speed access. In 2006, 80% of those surveyed had Internet access at home, but only 75% had high-speed access.
- 94% of the residents surveyed were satisfied with Auburn as a place to raise children; 96% were satisfied with Auburn as a place to live and 86% were satisfied with Auburn as a place to work.

- 47% of the residents surveyed had called or visited the City with a question or complaint over the past year. Of those who had called or visited the City, 81% found it very easy or somewhat easy to reach the person they needed to reach; 19% found it difficult. Three-fourths (75%) of those who had contacted the City thought the department they contacted was responsive to their needs.
- 28% of the residents surveyed thought that Auburn University students had a positive impact on their neighborhood, 20% thought that students had a negative impact, 44% thought they had no impact, and 7% did not have an opinion. *(total does not sum 100% due to rounding)*

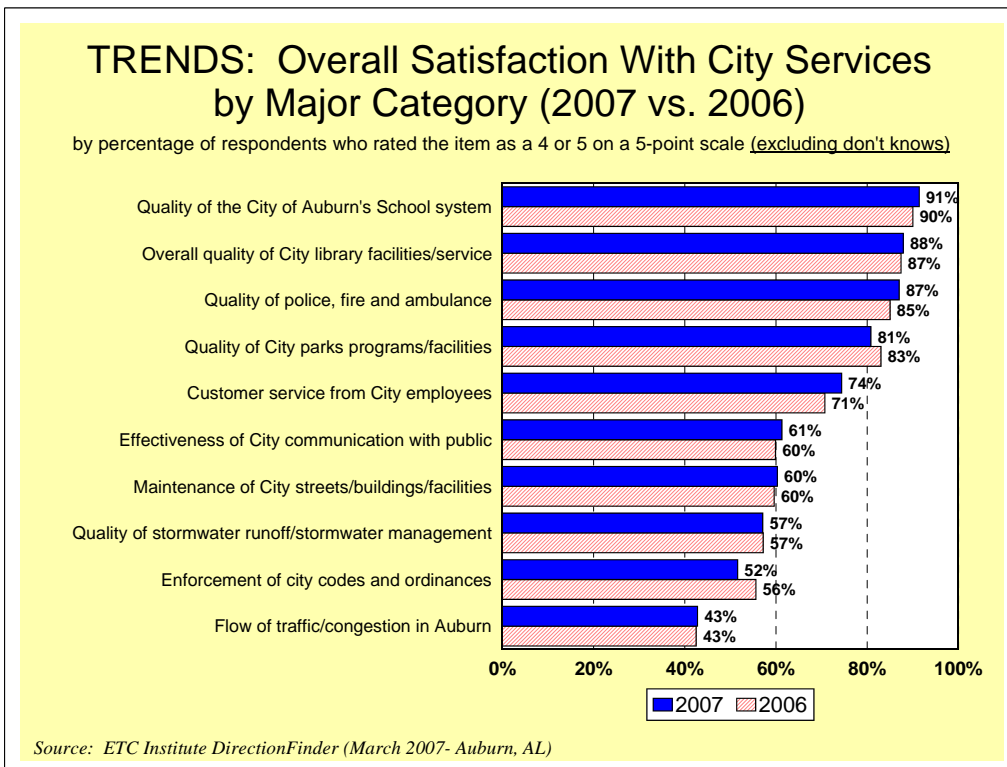
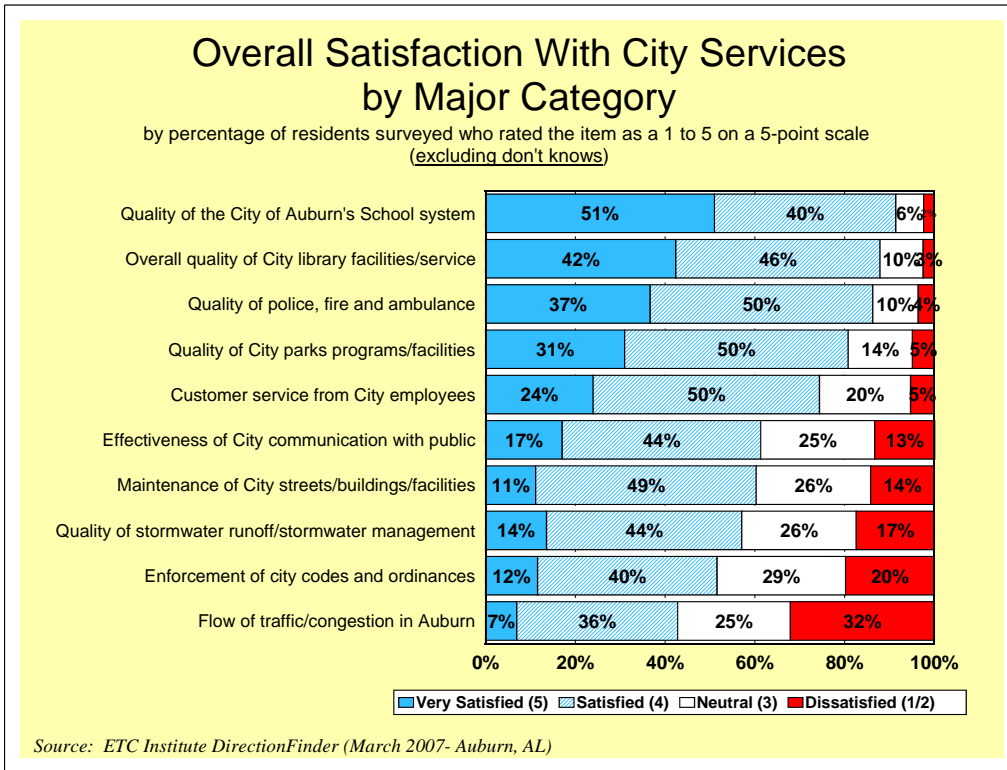
Conclusions and Recommendations for Action

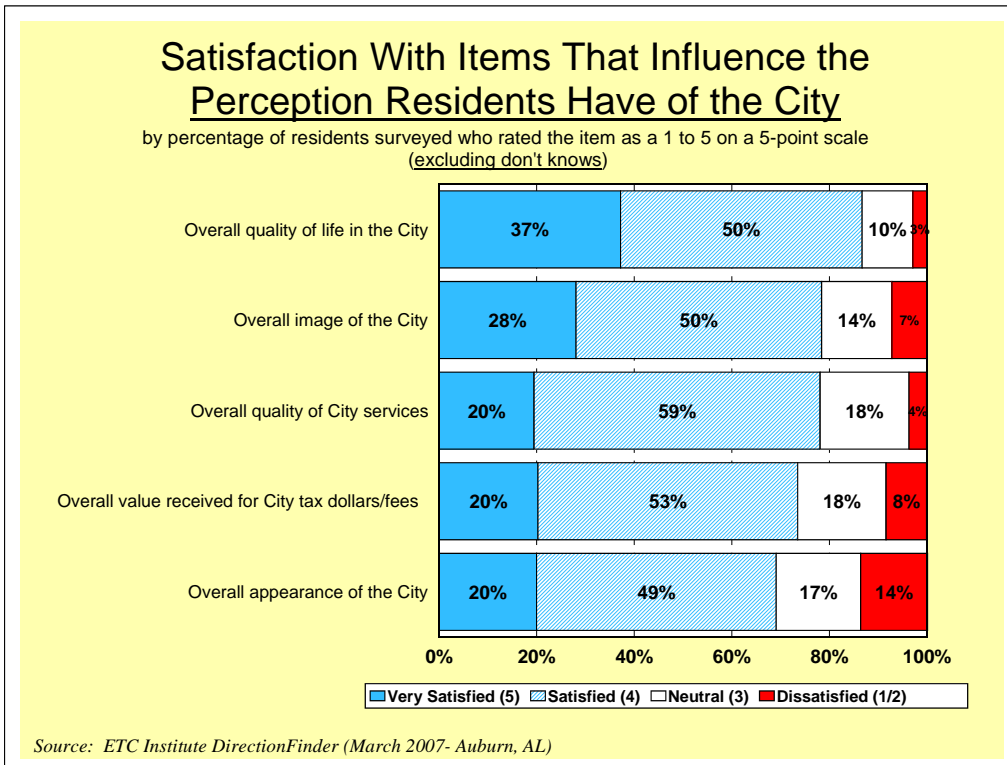
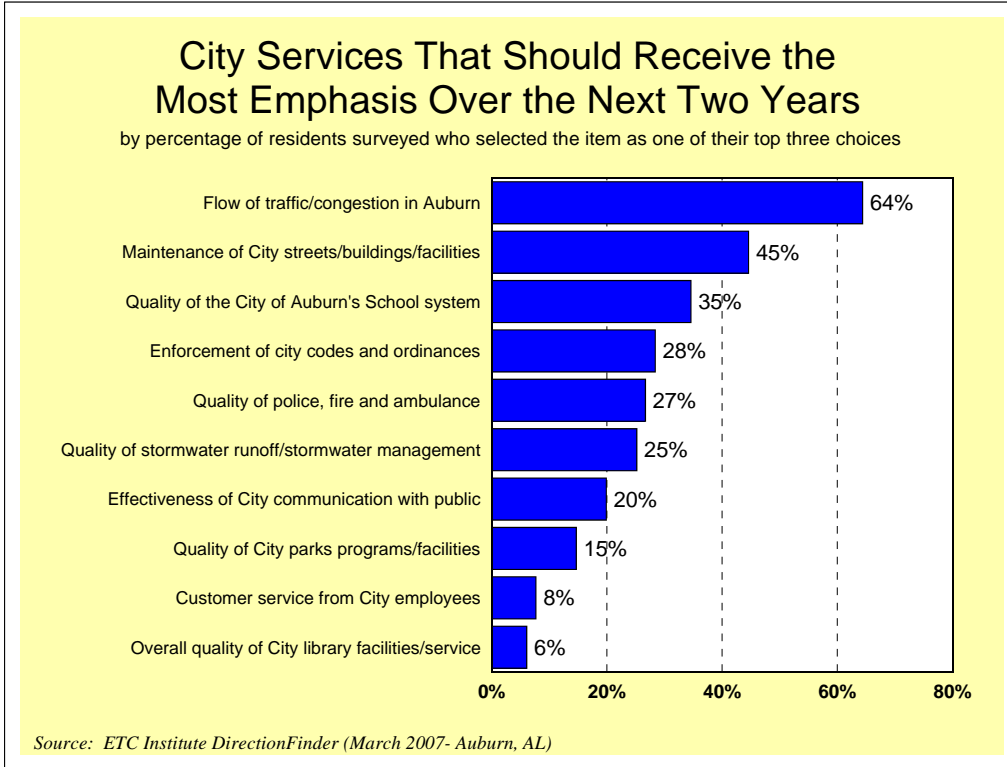
The City of Auburn continues to rate very well compared to other communities in ETC Institute's DirectionFinder® database. Overall satisfaction with the value for city taxes, parks and recreation, and the City's image are among the highest in the nation.

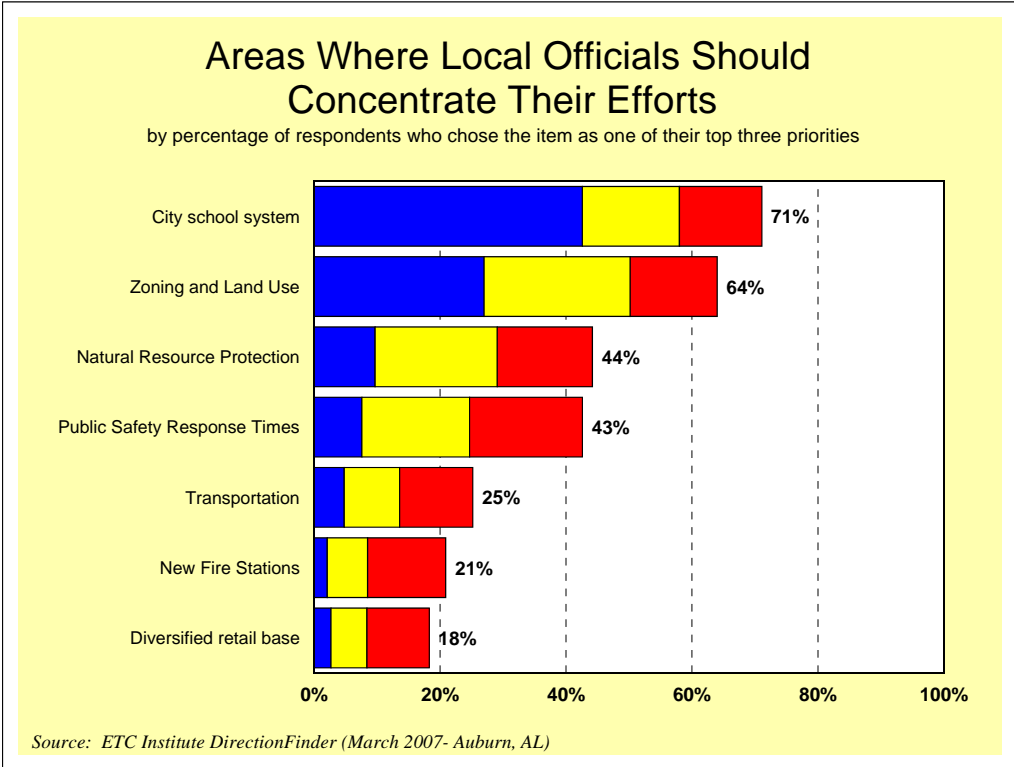
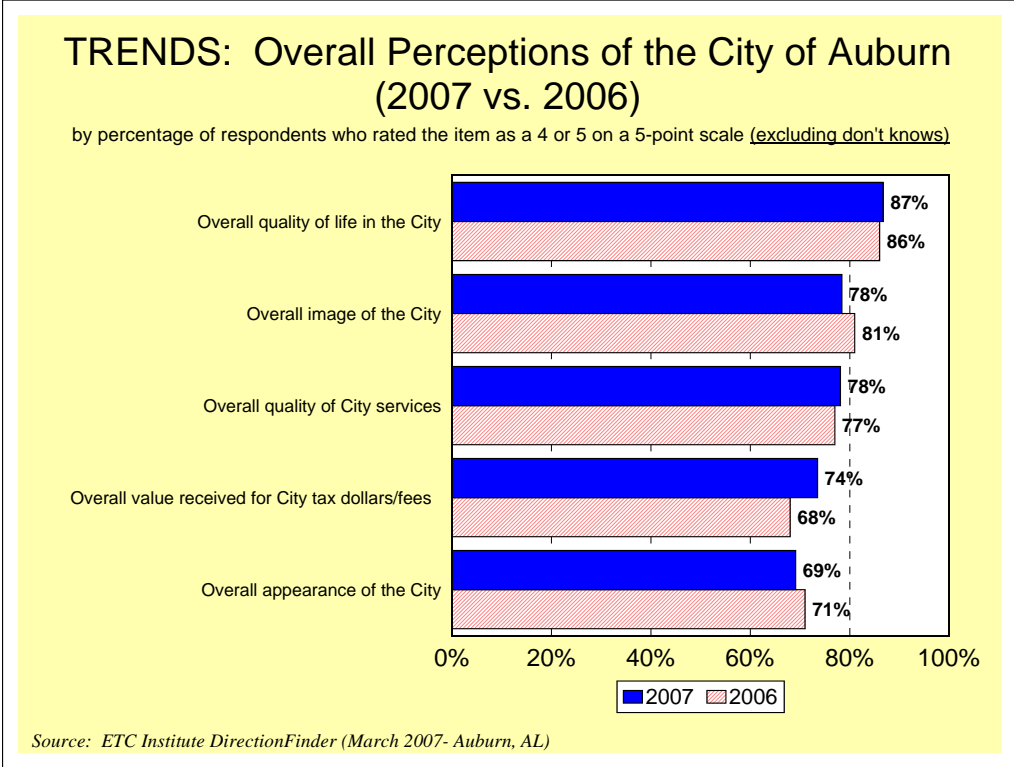
Although the City's ratings are currently high, the results of the survey and the importance satisfaction analysis that are contained in Section 4 of this report suggest that the City of Auburn should do the following to ensure that the City continues to receive high ratings in the future.

- **The City should continue to place a high priority on improvements to traffic flow and street maintenance.** These issues were identified as "very high" priorities in the importance-satisfaction rating analysis. Traffic flow improvements have been the highest rated priority for the past four years.
- **Although overall satisfaction with the City's park system is very high, the City should continue making improvements to the City's walking and biking trail system.** For the fourth year in row, increasing the number of walking and biking trails in the city was the highest priority among 12 parks and recreation services that were assessed on the survey. Needs for a *community recreation center and additional city parks* were identified as emerging issues in the importance-satisfaction matrix.
- **The City should increase efforts to stop speeding in neighborhoods.** This was the highest priority among 13 public safety services that were assessed on the survey and the only public safety item that was identified as a "very high" priority in the importance-satisfaction analysis.
- **The City should increase enforcement of zoning regulations and erosion/sediment control regulations.** Both issues were identified as "very high" priorities in the importance-satisfaction analysis for code enforcement.

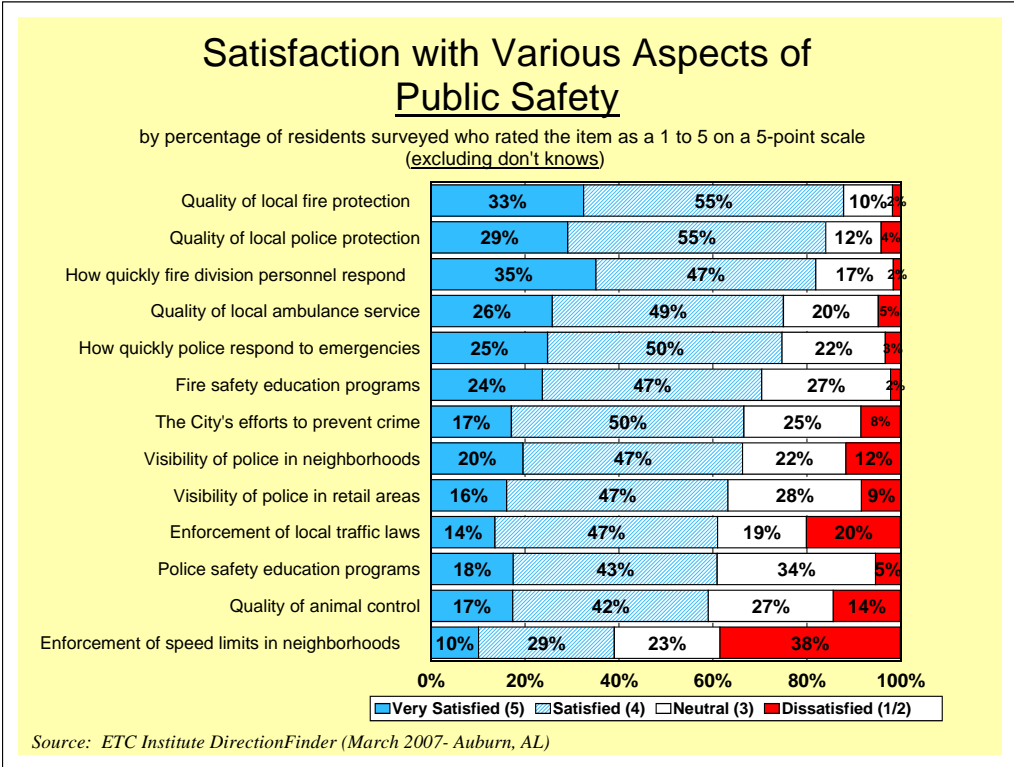
Section 1:
Charts and Graphs

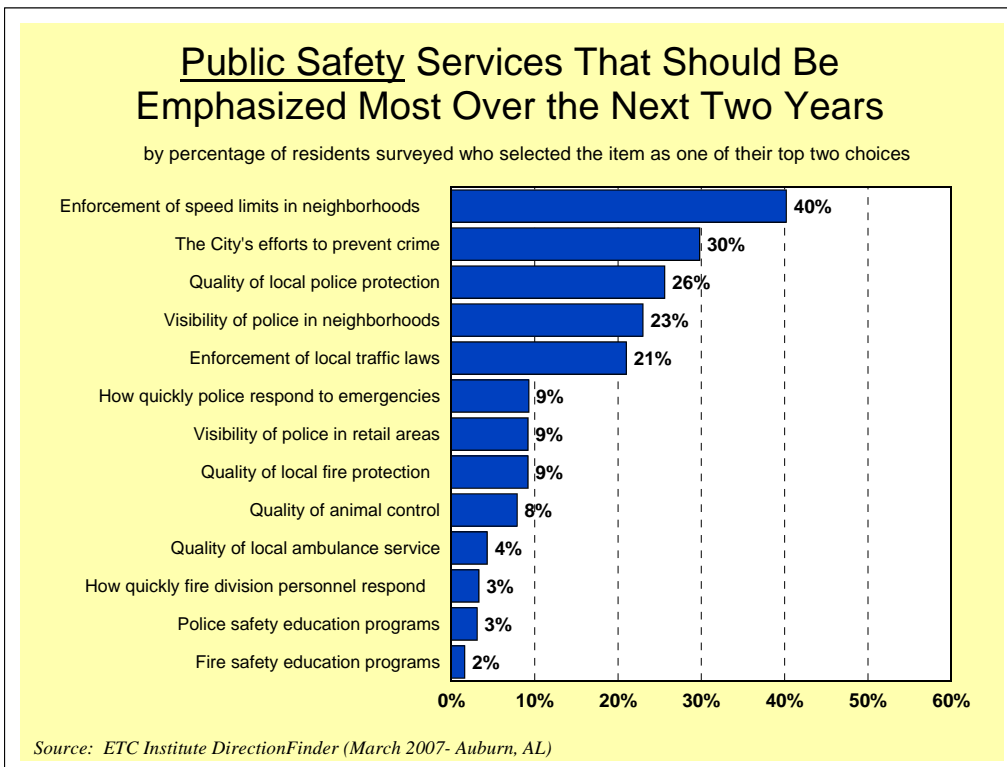
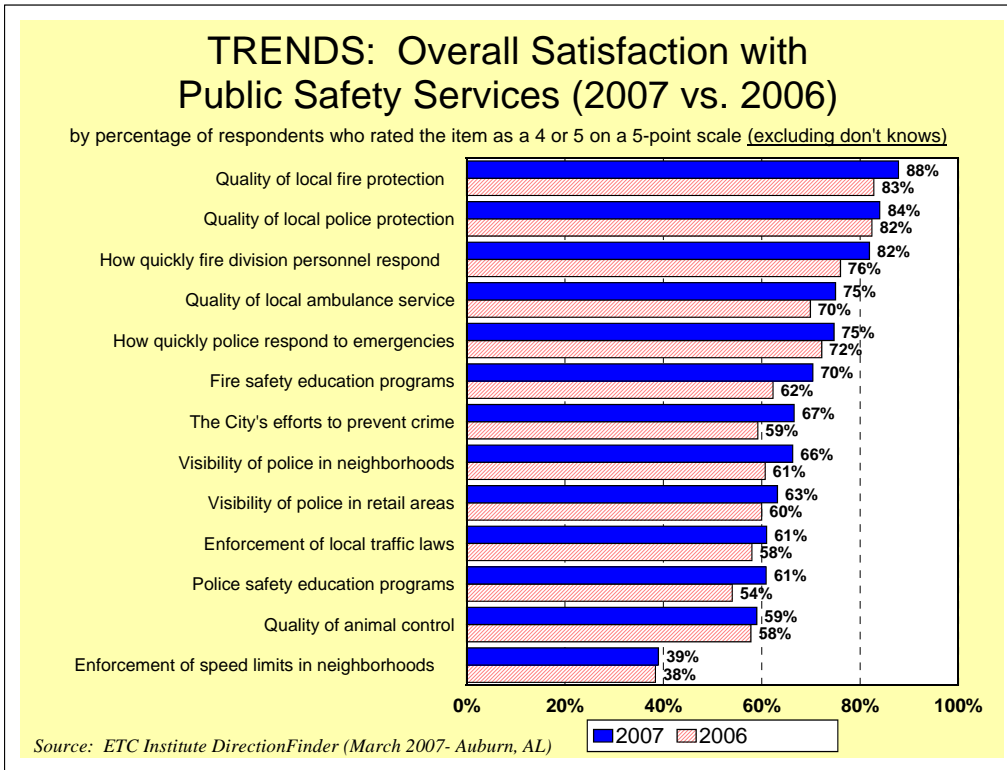




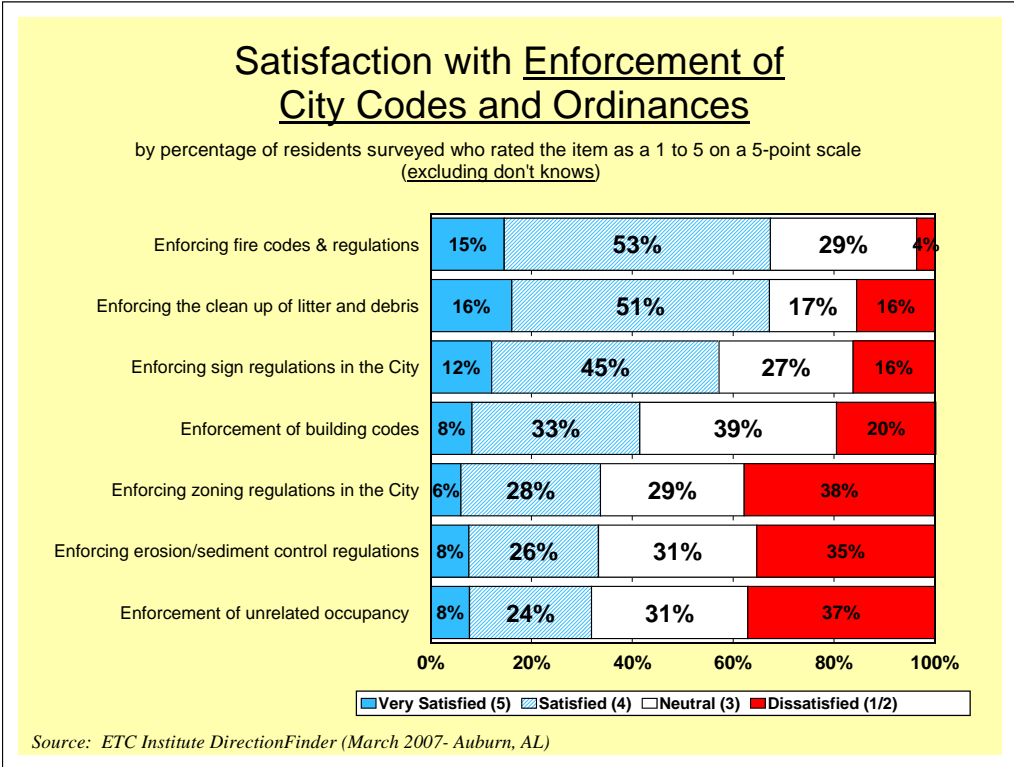


PUBLIC SAFETY



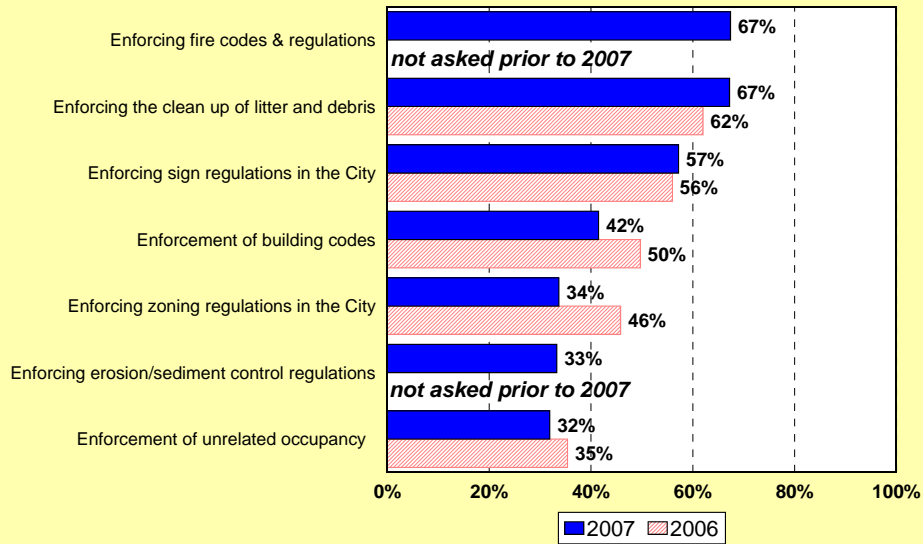


CITY CODES AND ORDINANCES



TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2007 vs. 2006)

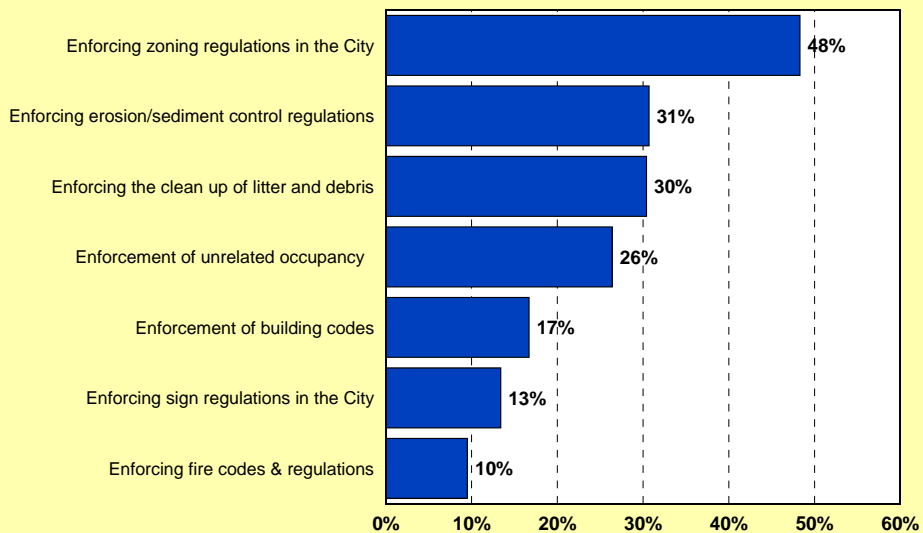
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

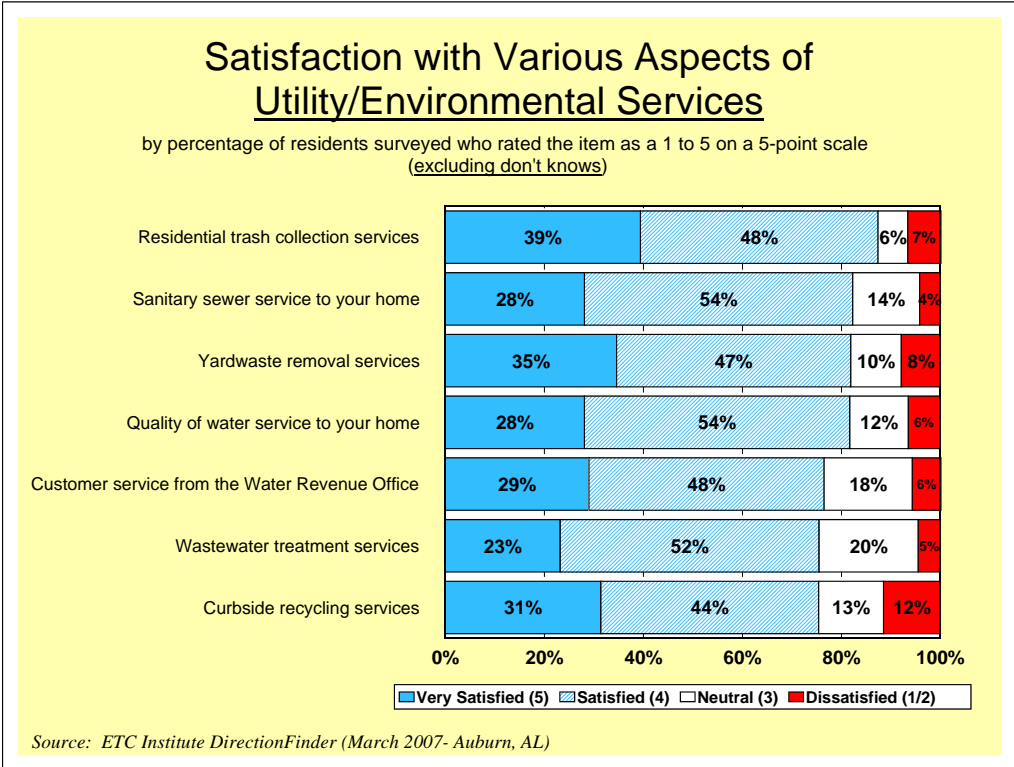
Codes and Ordinances That Should Be Emphasized Most Over the Next Two Years

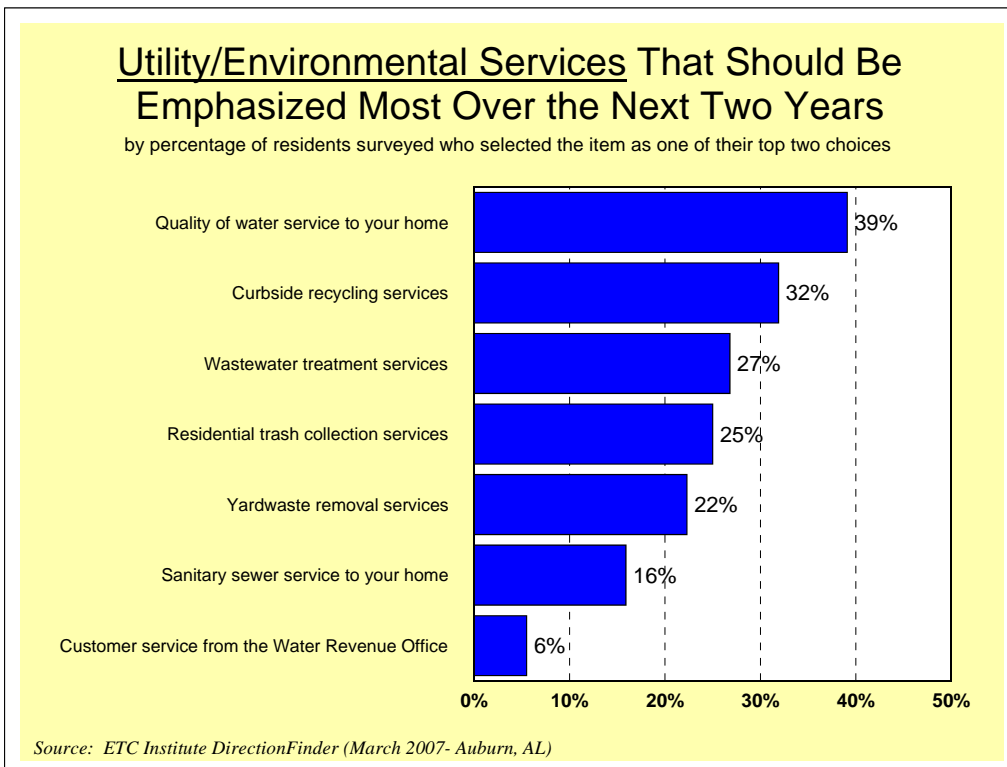
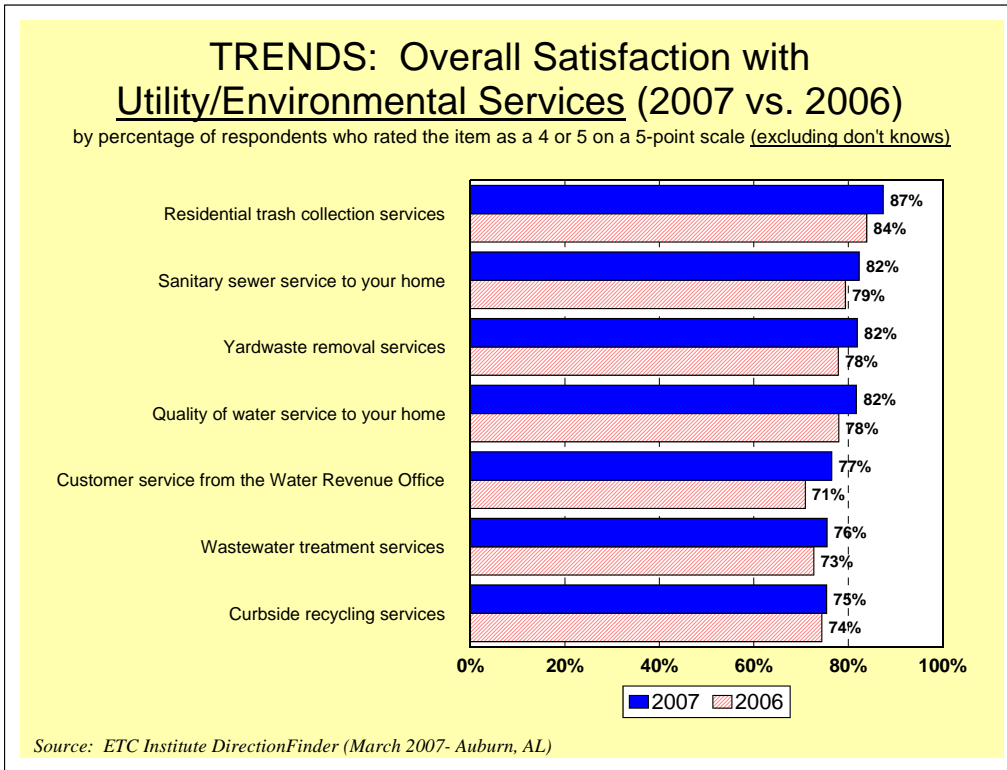
by percentage of residents surveyed who selected the item as one of their top two choices



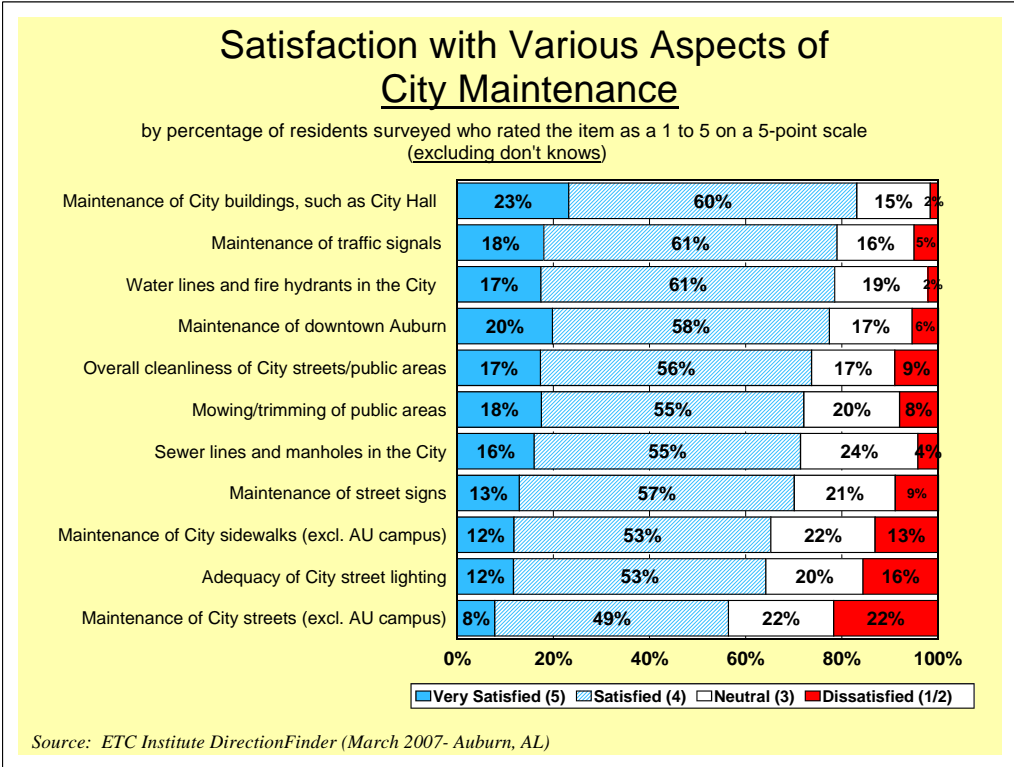
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

UTILITY SERVICES AND ENVIRONMENTAL SERVICES



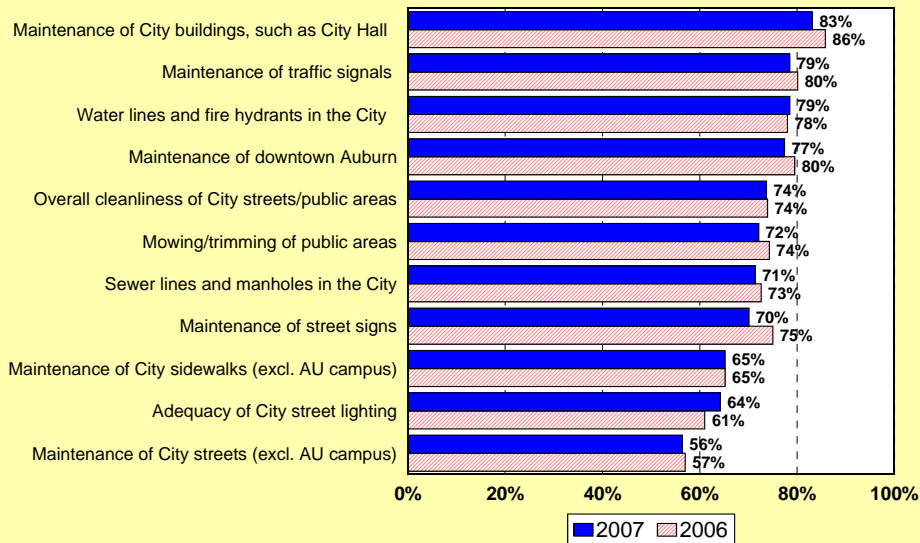


CITY MAINTENANCE



TRENDS: Overall Satisfaction with City Maintenance (2007 vs. 2006)

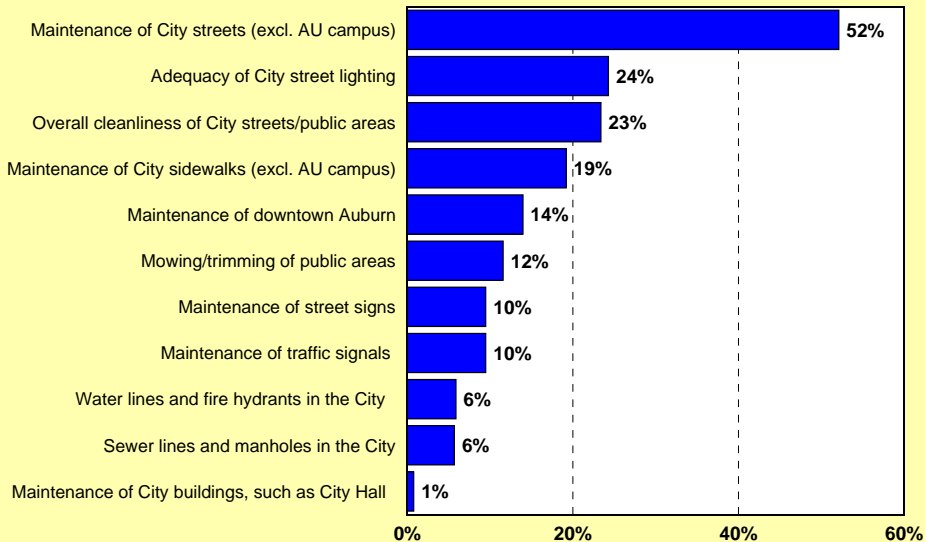
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

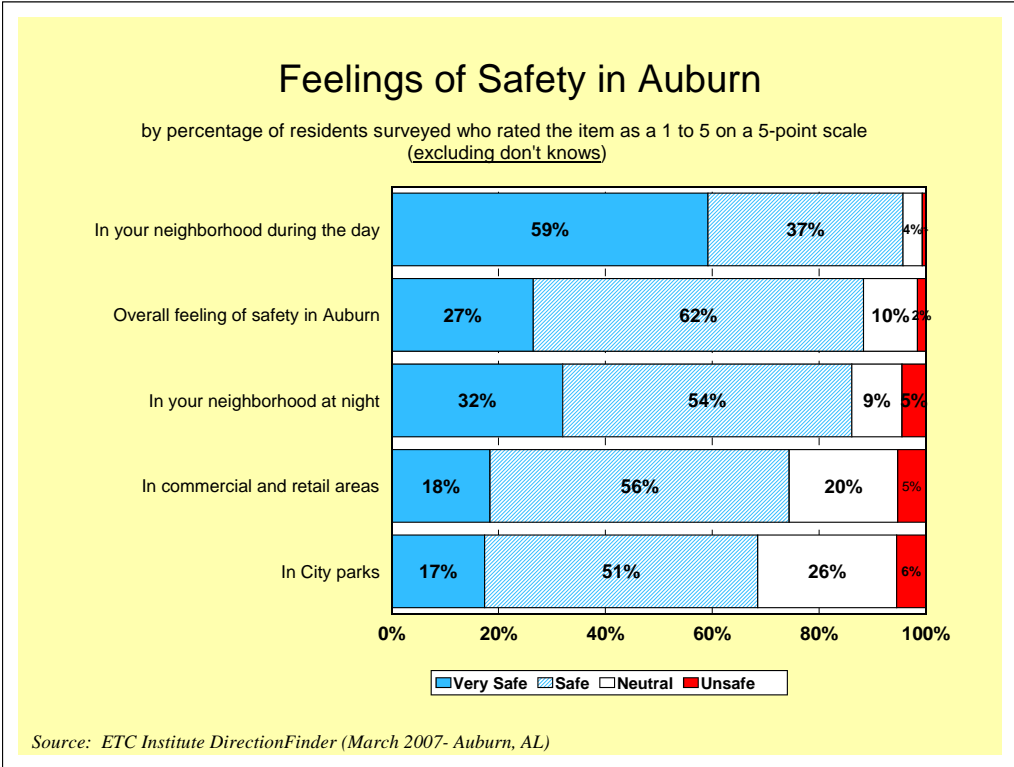
City Maintenance Services That Should Be Emphasized Most Over the Next Two Years

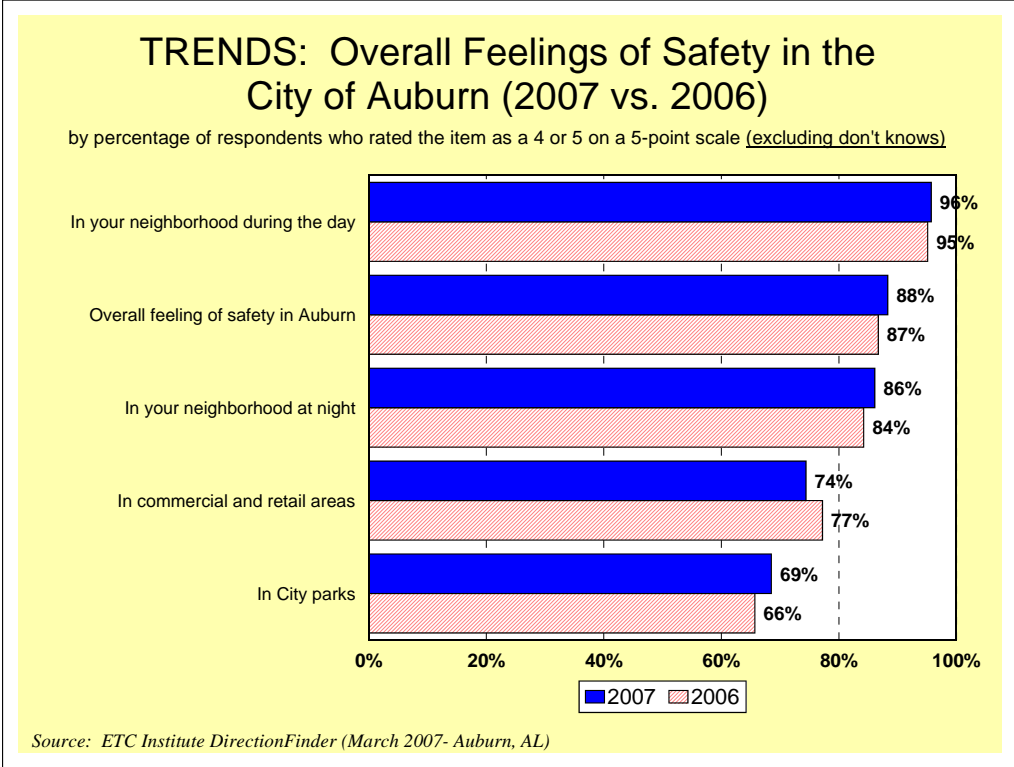
by percentage of residents surveyed who selected the item as one of their top two choices



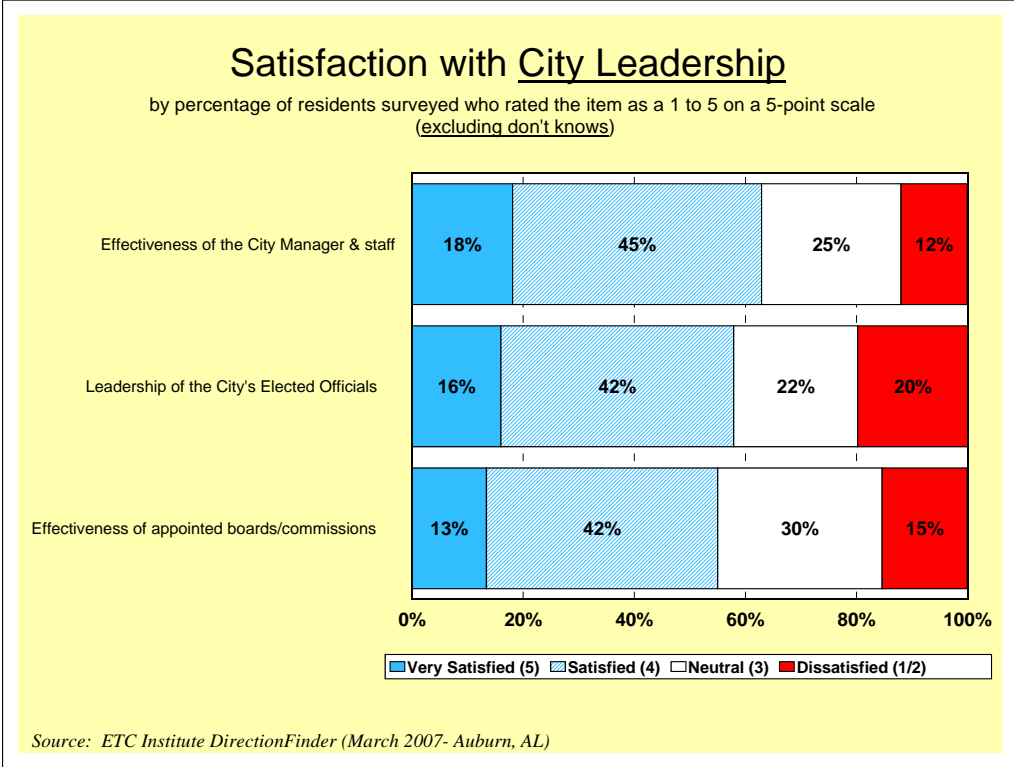
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

FEELING OF SAFETY

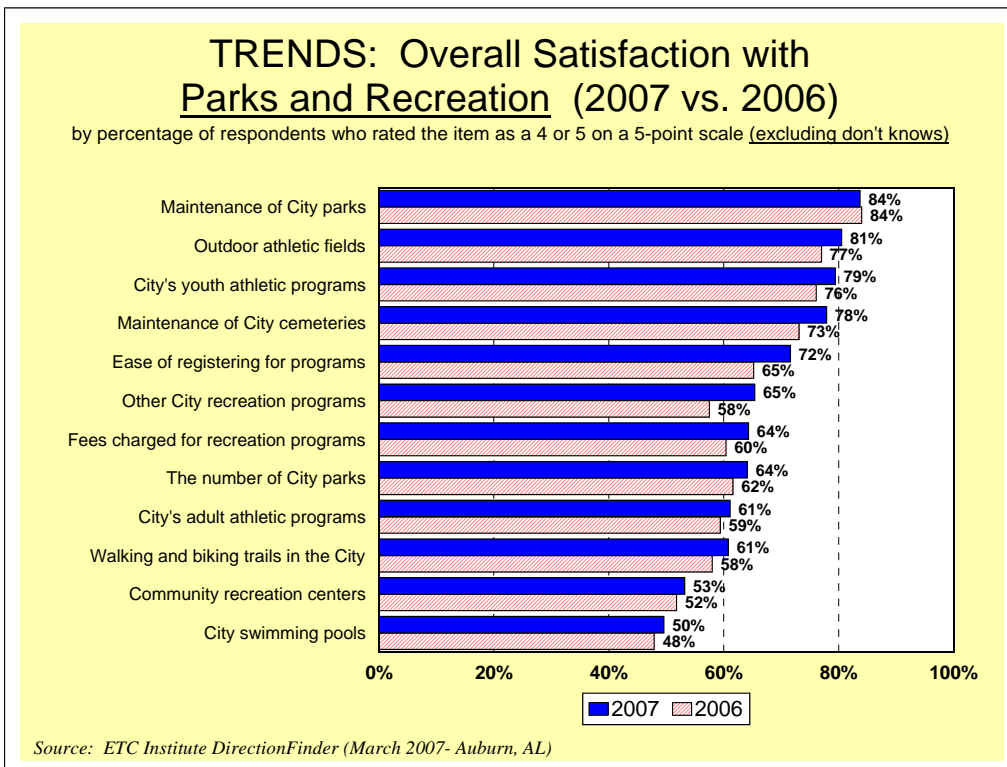
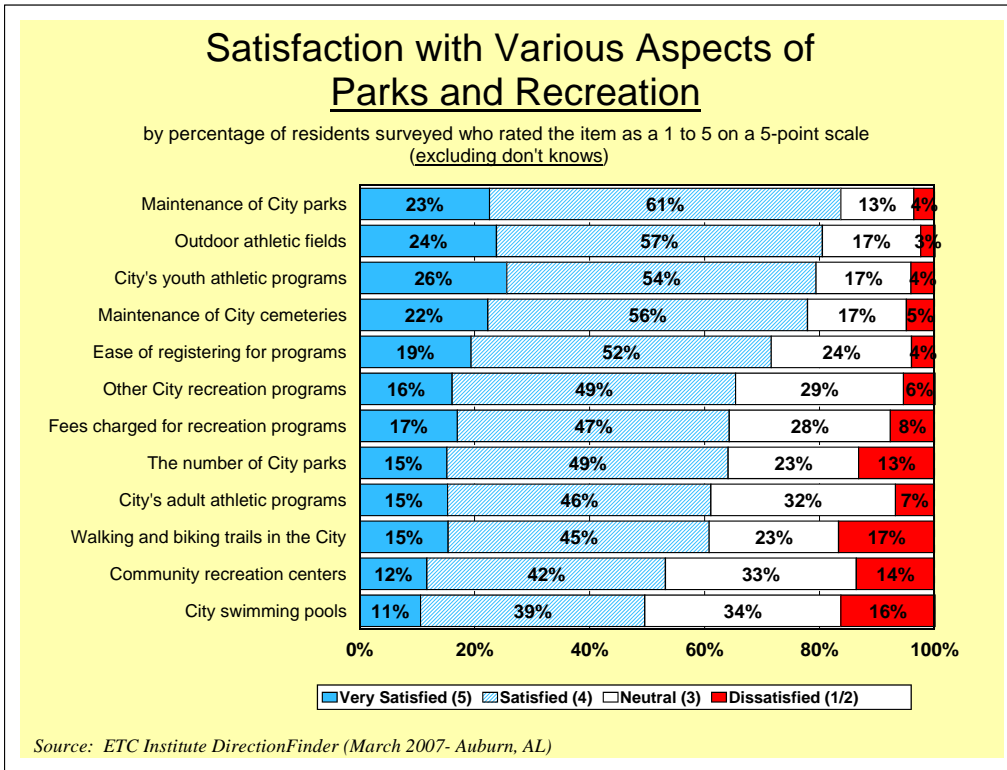




CITY LEADERSHIP

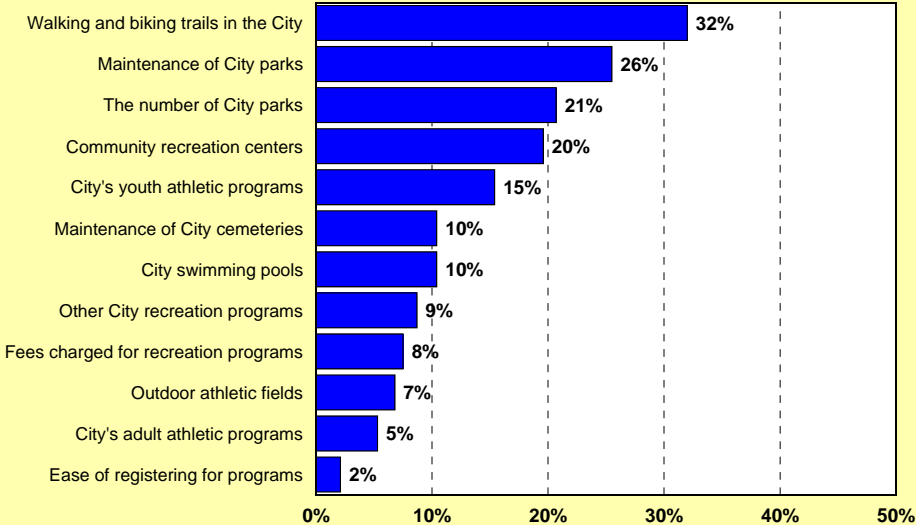


PARKS & RECREATION



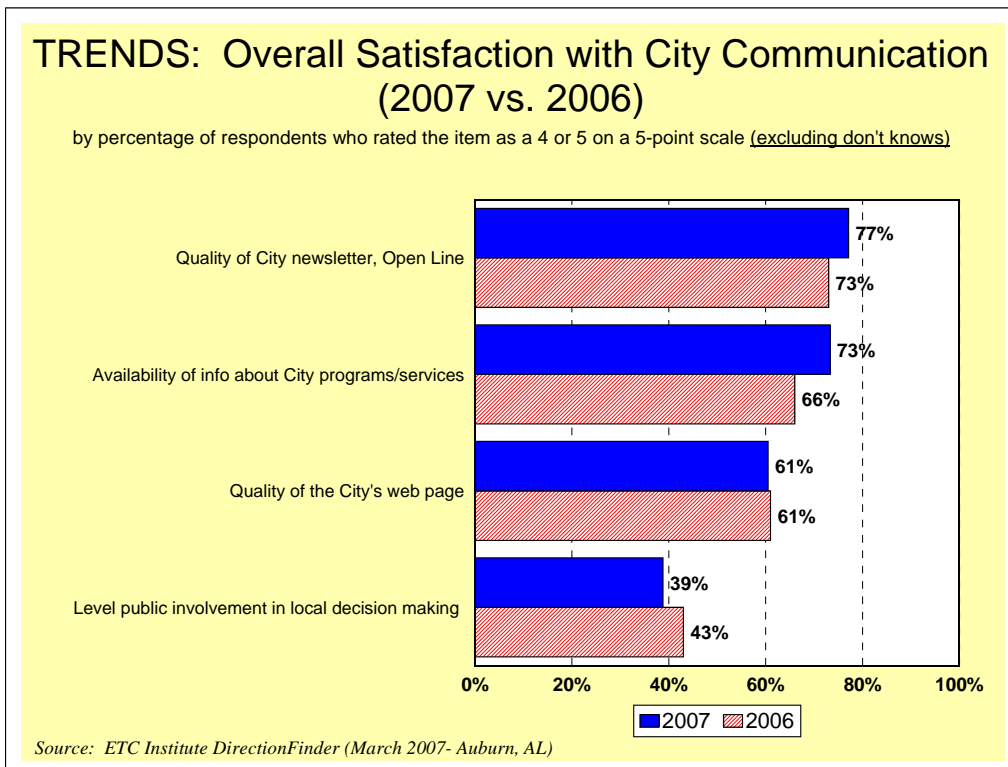
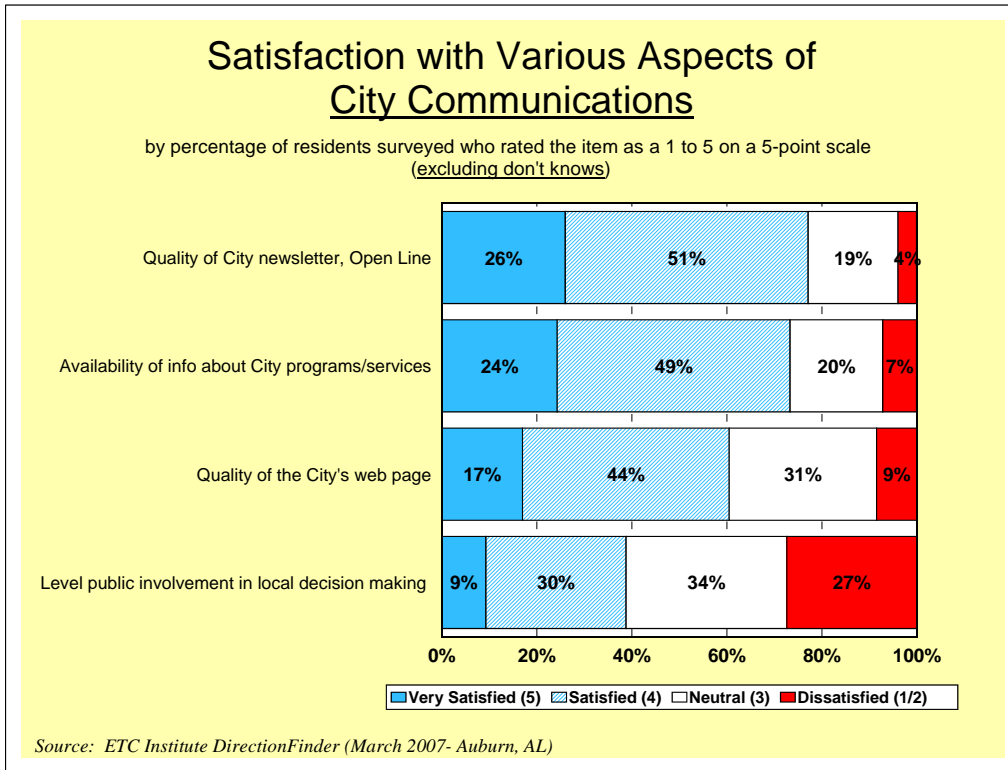
Parks and Recreation Services That Should Be Emphasized Most Over the Next Two Years

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

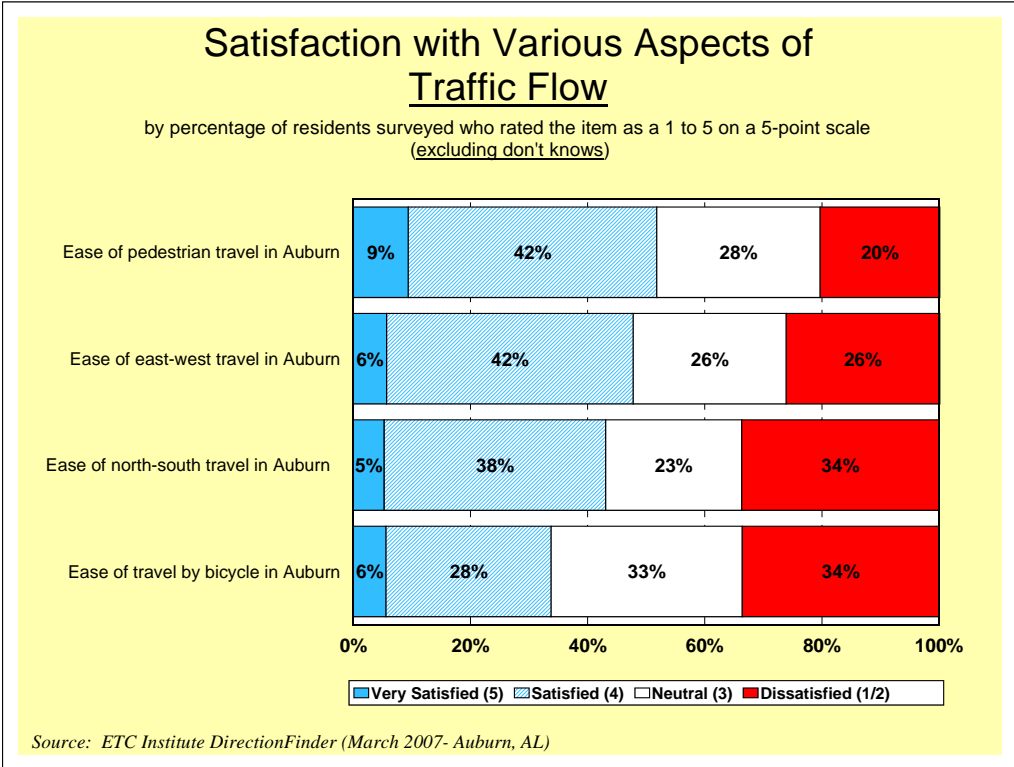


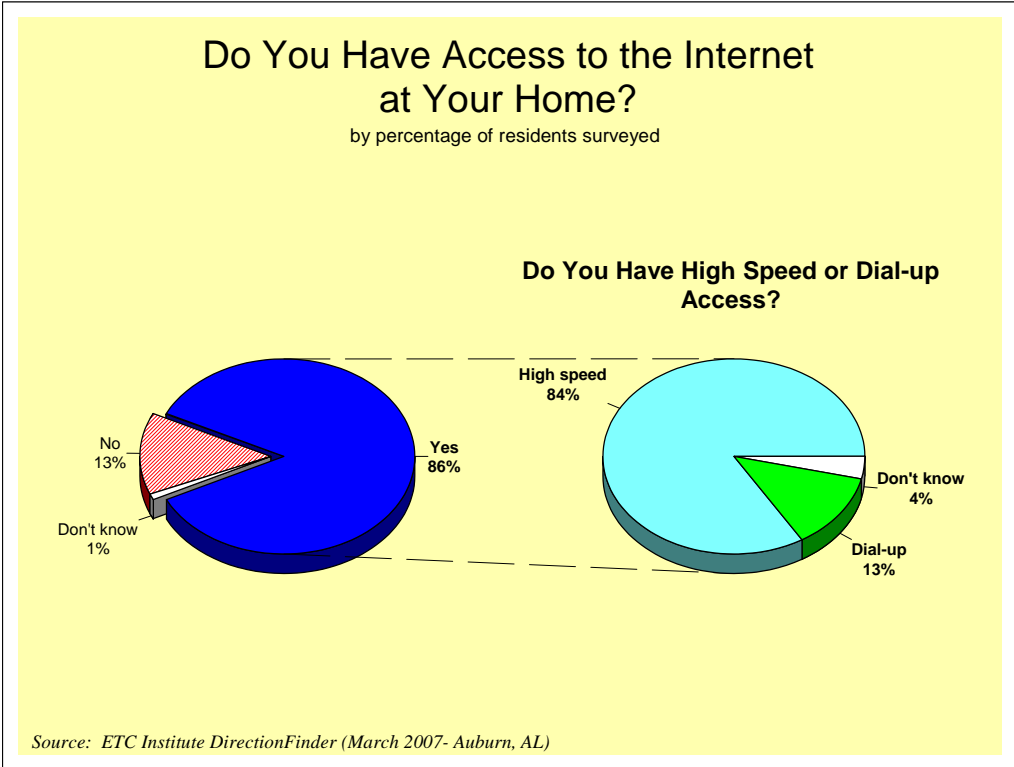
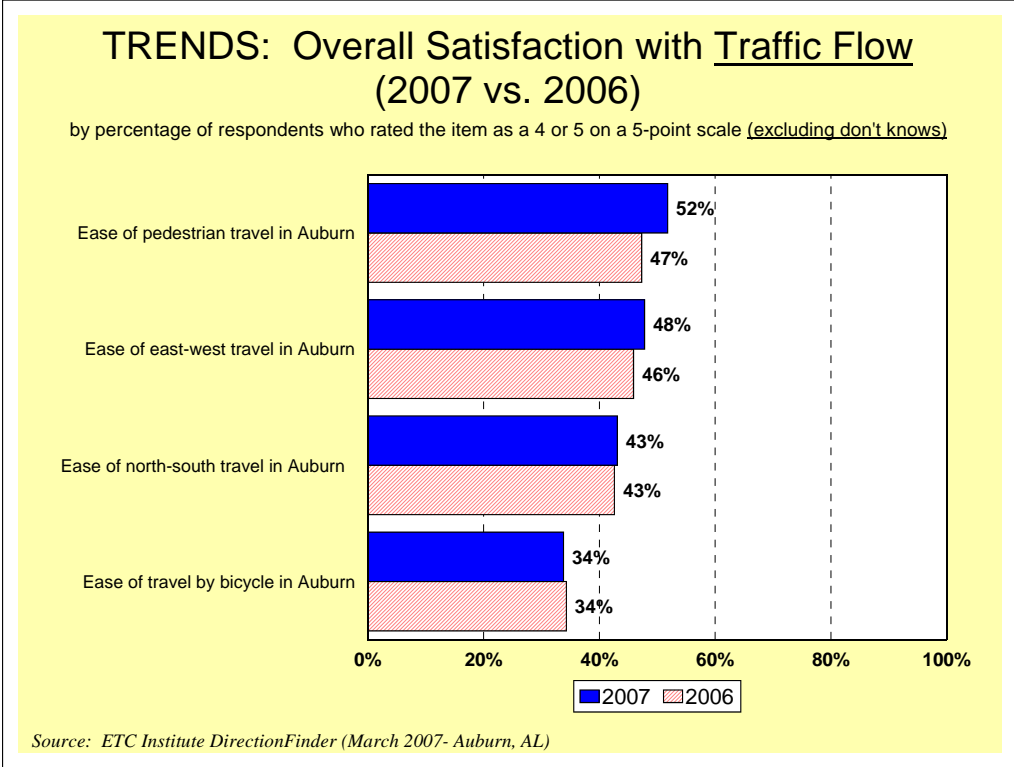
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

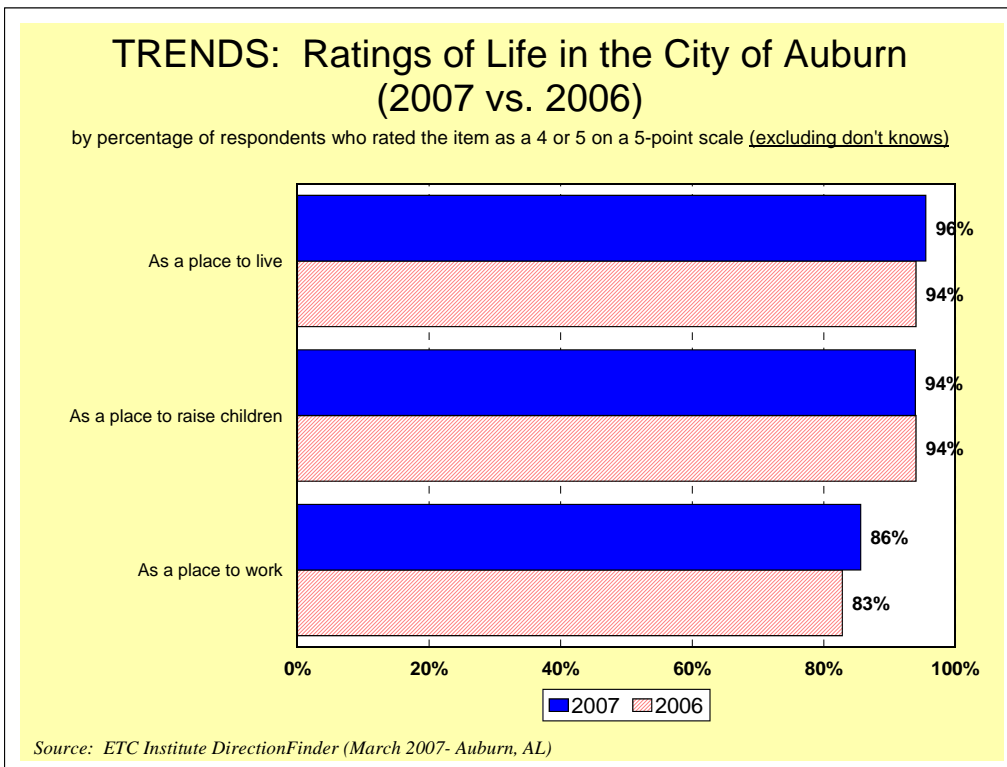
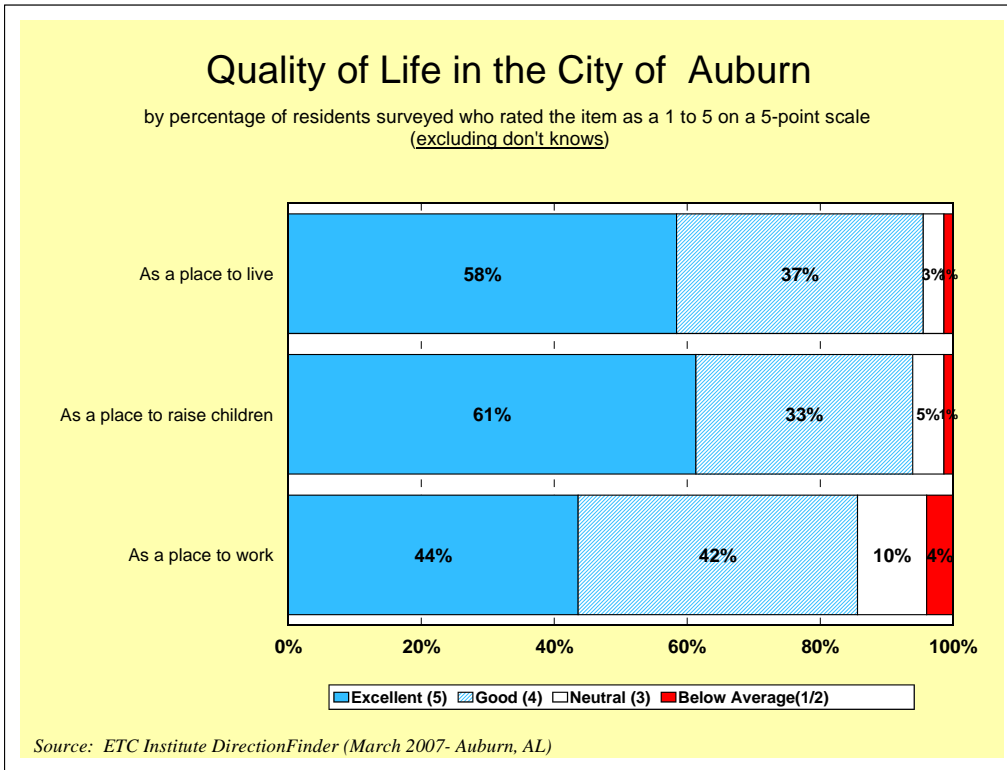
CITY COMMUNICATIONS



OTHER ISSUES



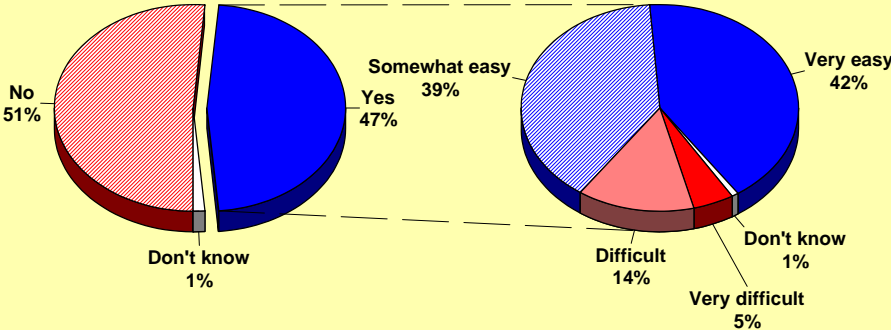




Have You Called or Visited the City with a Question, Problem, or Complaint During the Past Year?

by percentage of residents surveyed

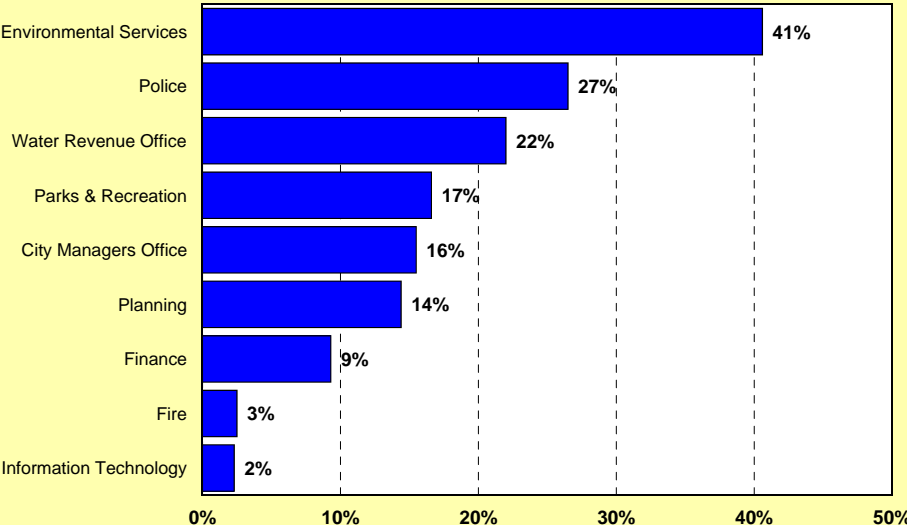
How easy was it to contact the person you needed to reach?



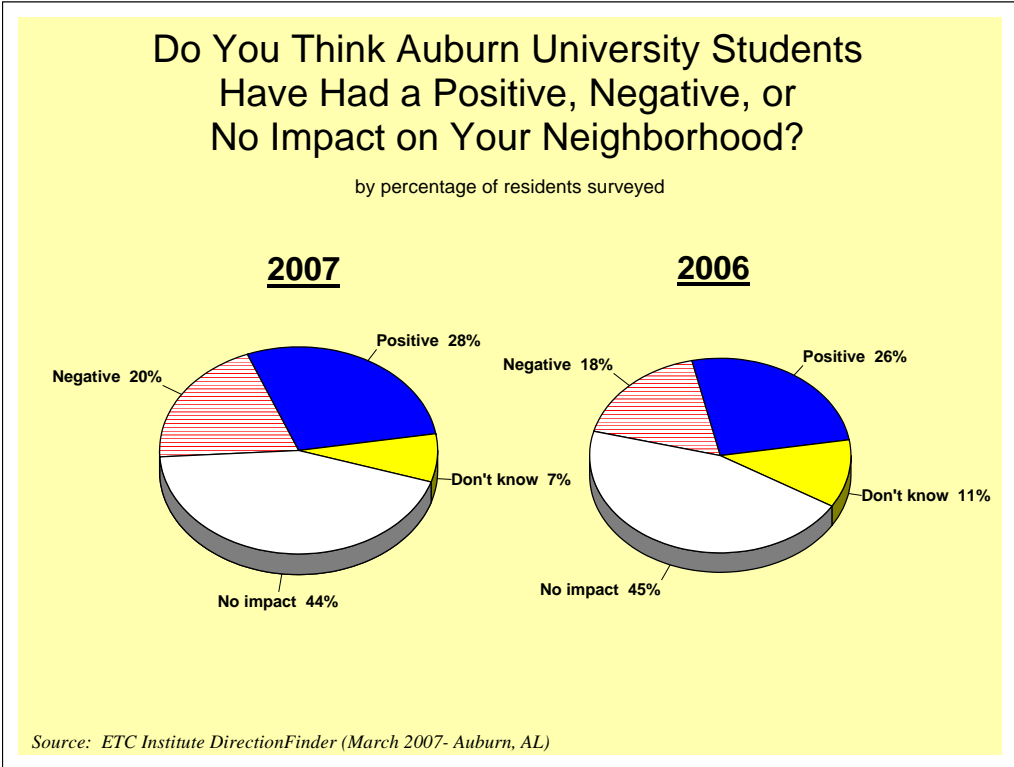
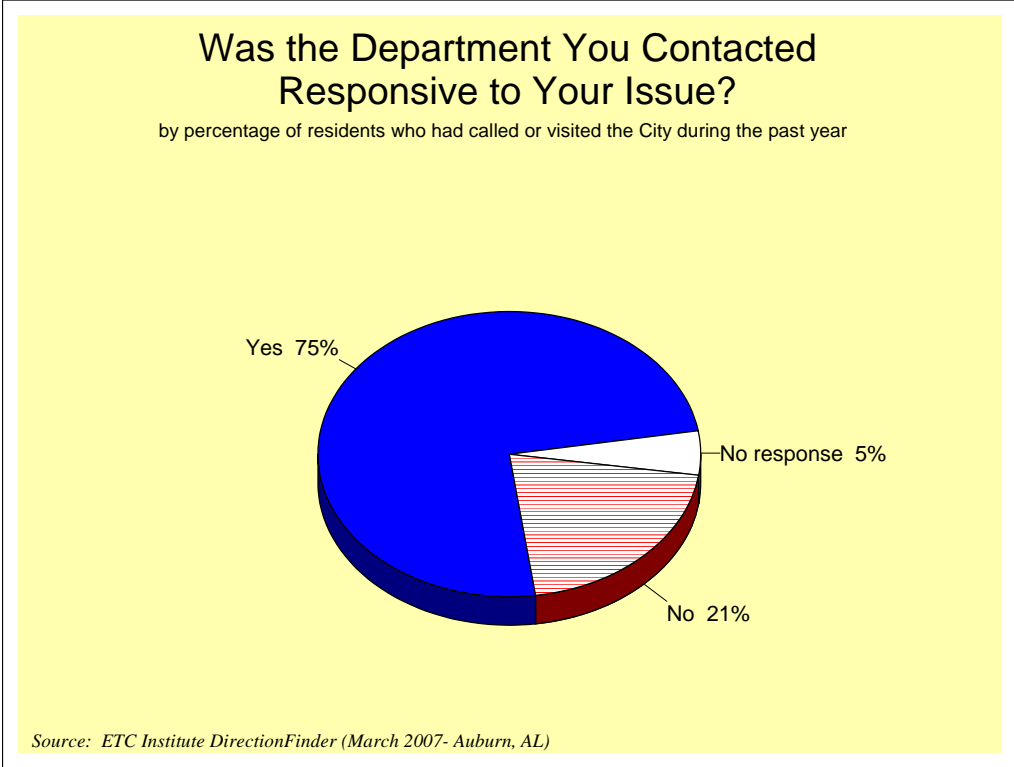
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

What City department did you contact?

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

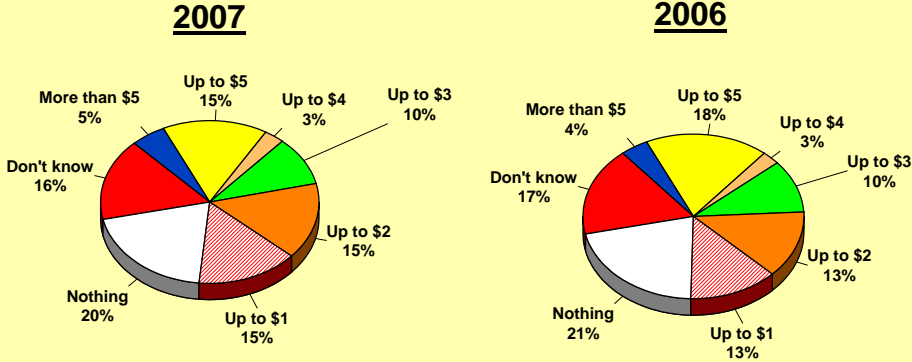


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)



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

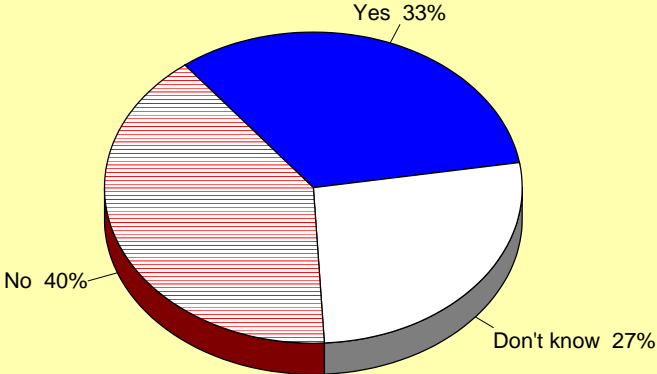
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

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

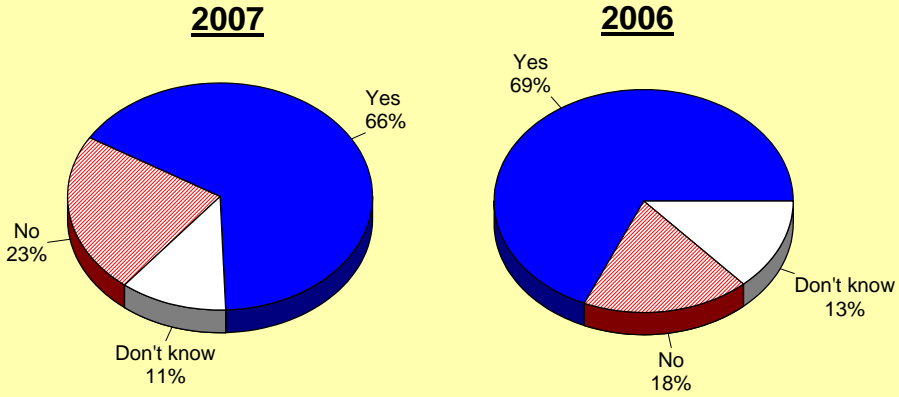
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

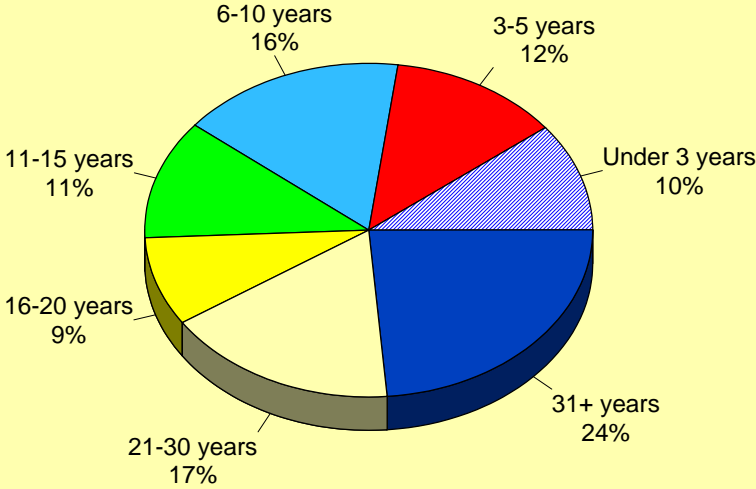
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

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

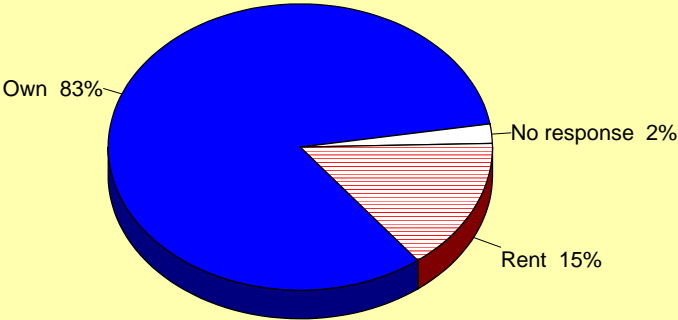
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

Demographics: Do you own or rent your current residence?

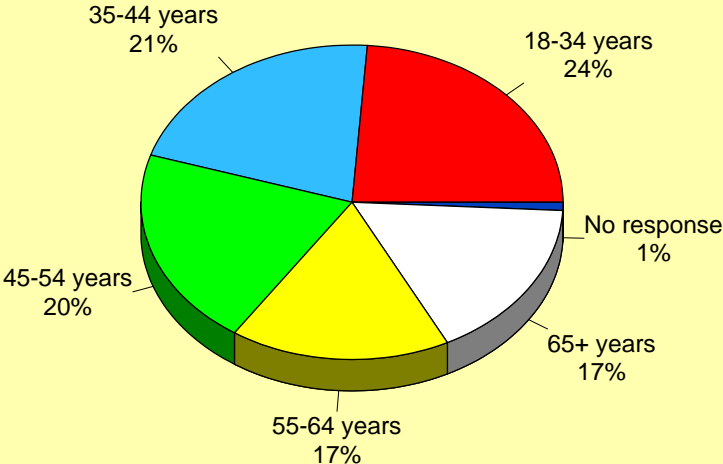
by percentage of residents surveyed



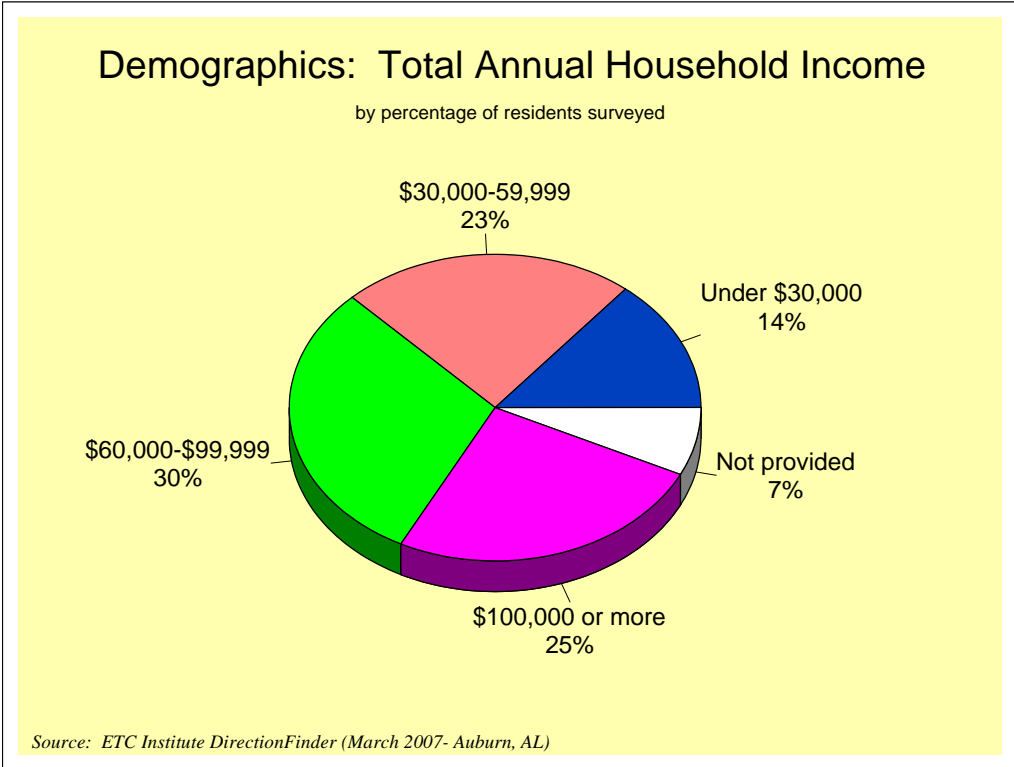
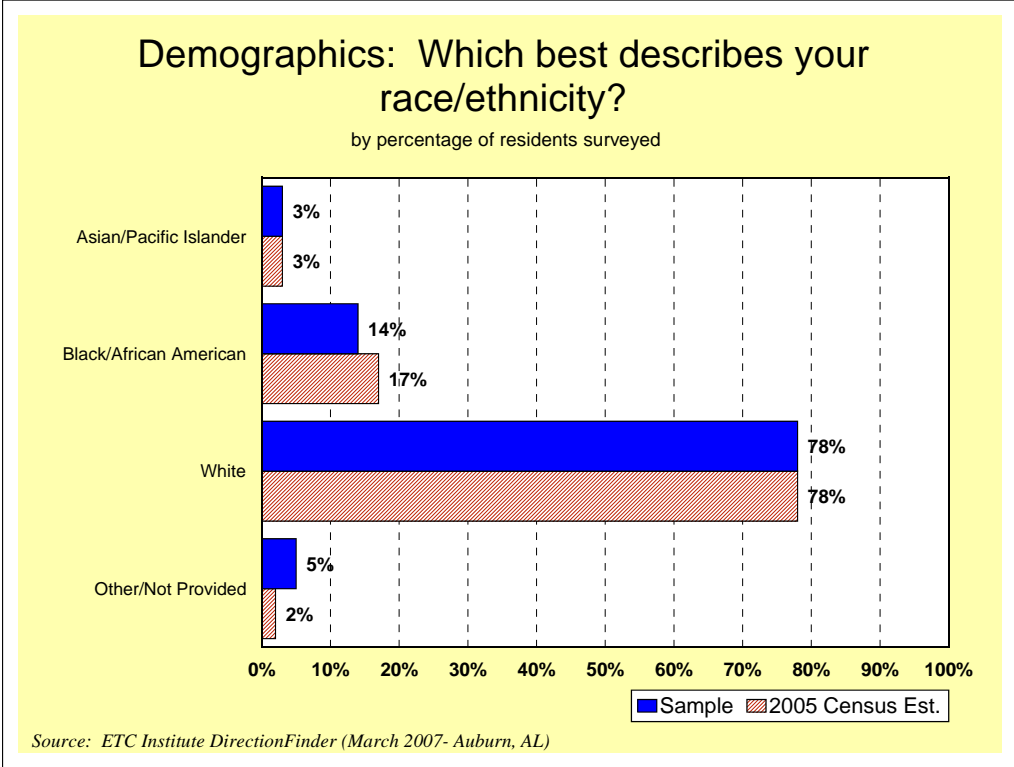
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

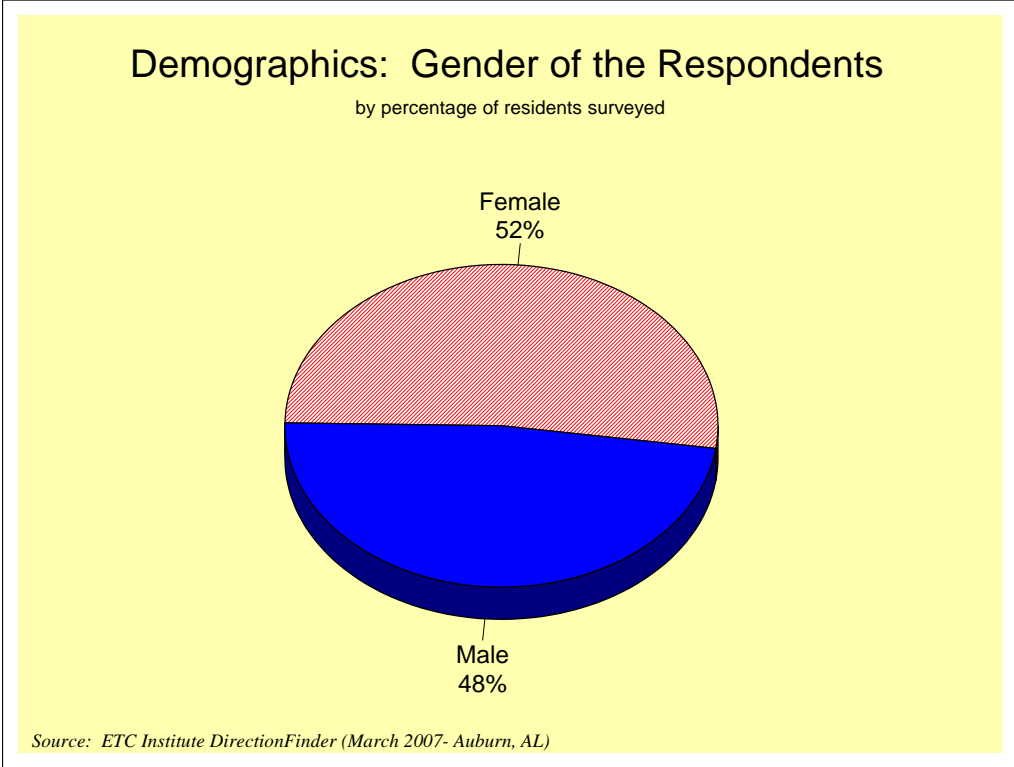
Demographics: What is Your Age?

by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)





Section 2:
Benchmarking Analysis

DirectionFinder® Survey

Year 2007 Benchmarking Summary Report

Overview

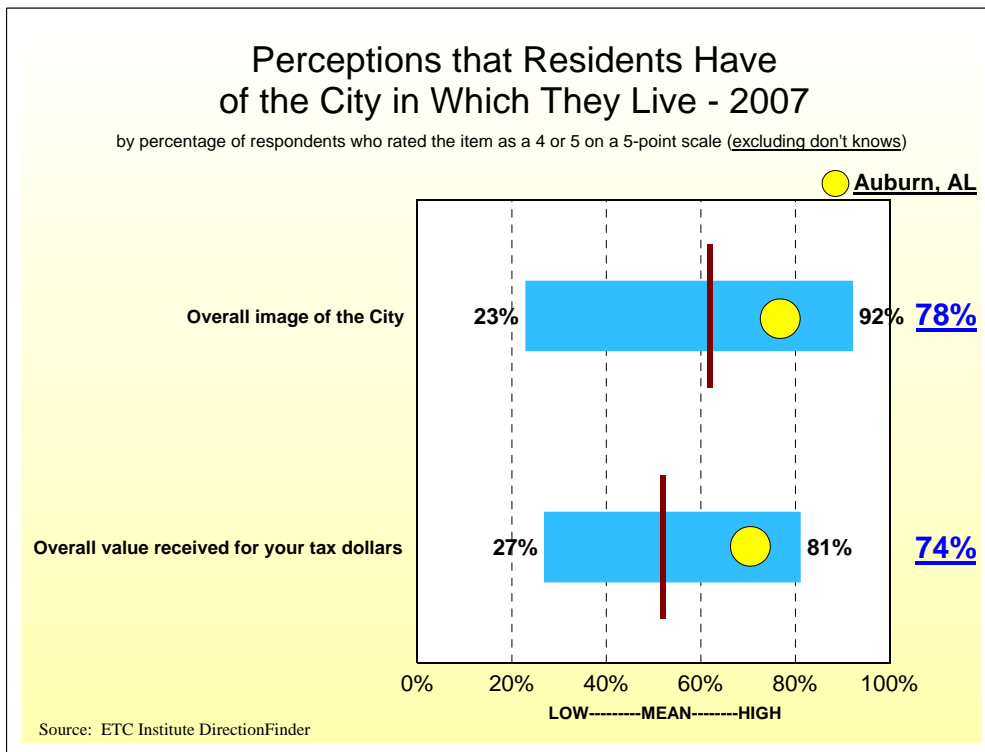
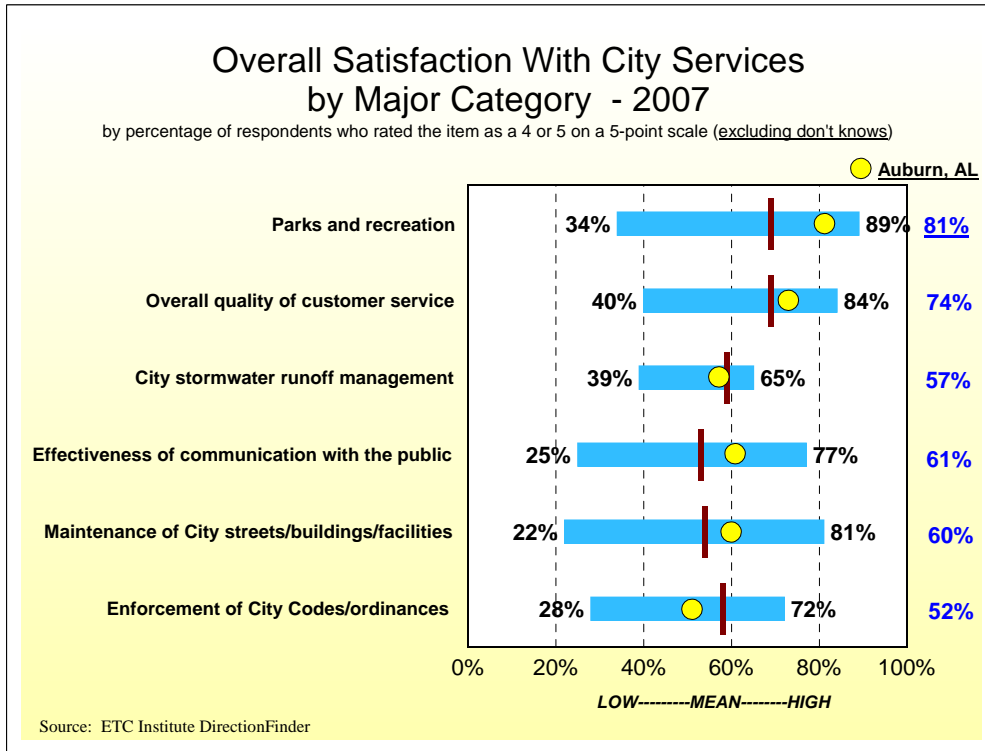
ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 130 cities in 28 states. Most participating cities conduct the survey on an annual or biennial basis.

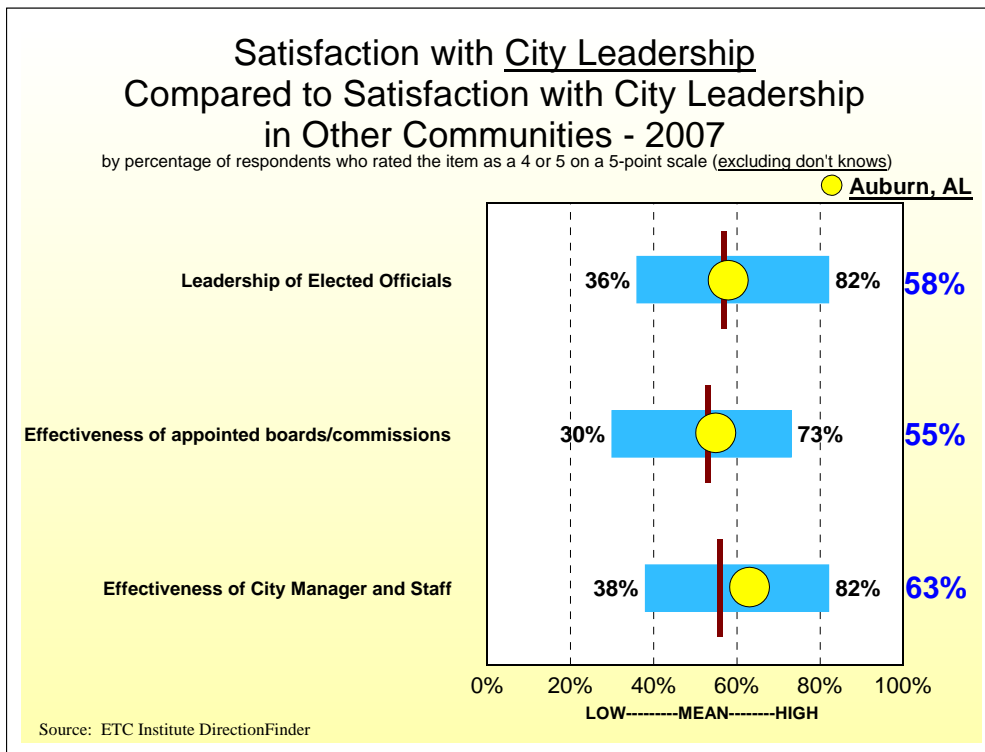
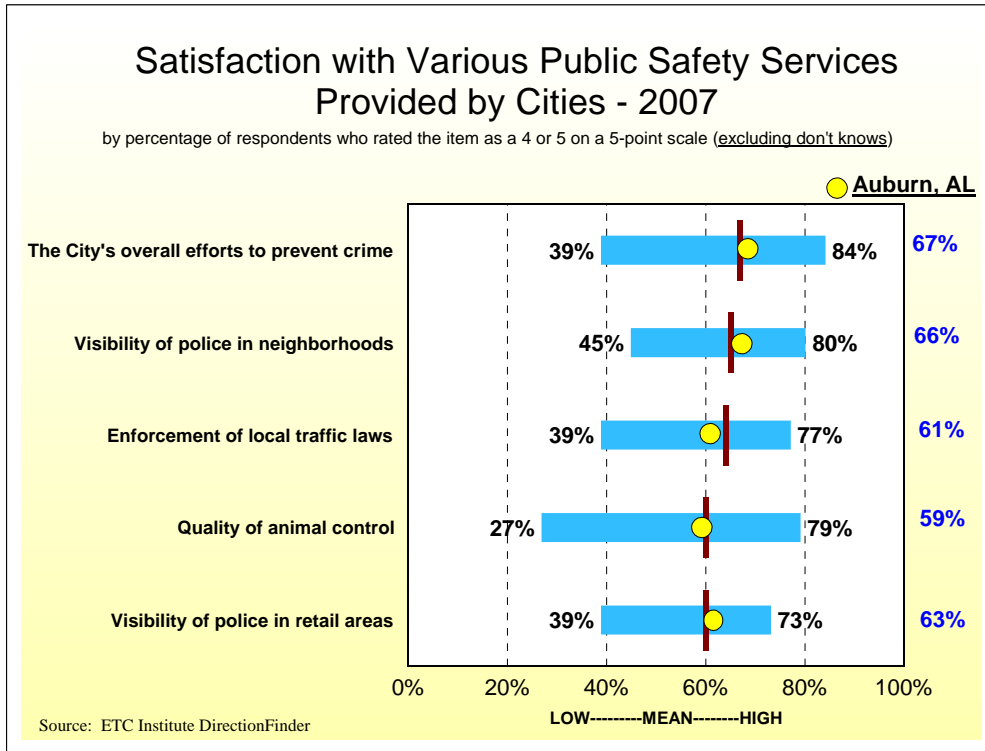
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2005 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 medium sized cities (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between October 2004 and March 2007. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

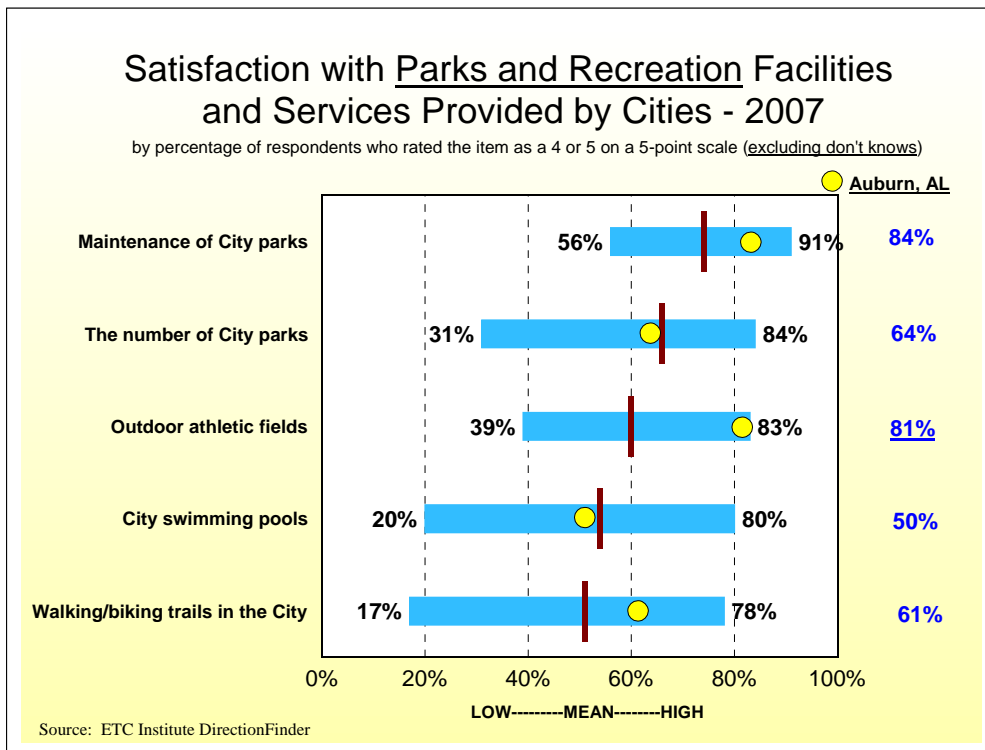
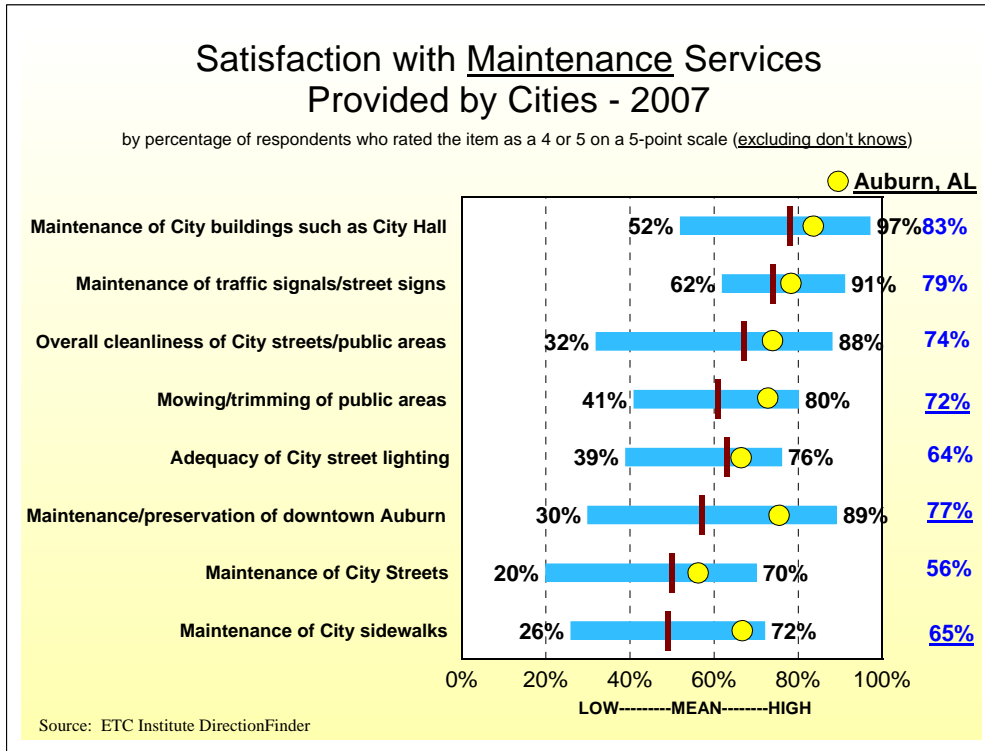
The 20 cities included in the performance comparisons that are shown in this report are listed below (cities that are home to a major university are identified with an “*”)

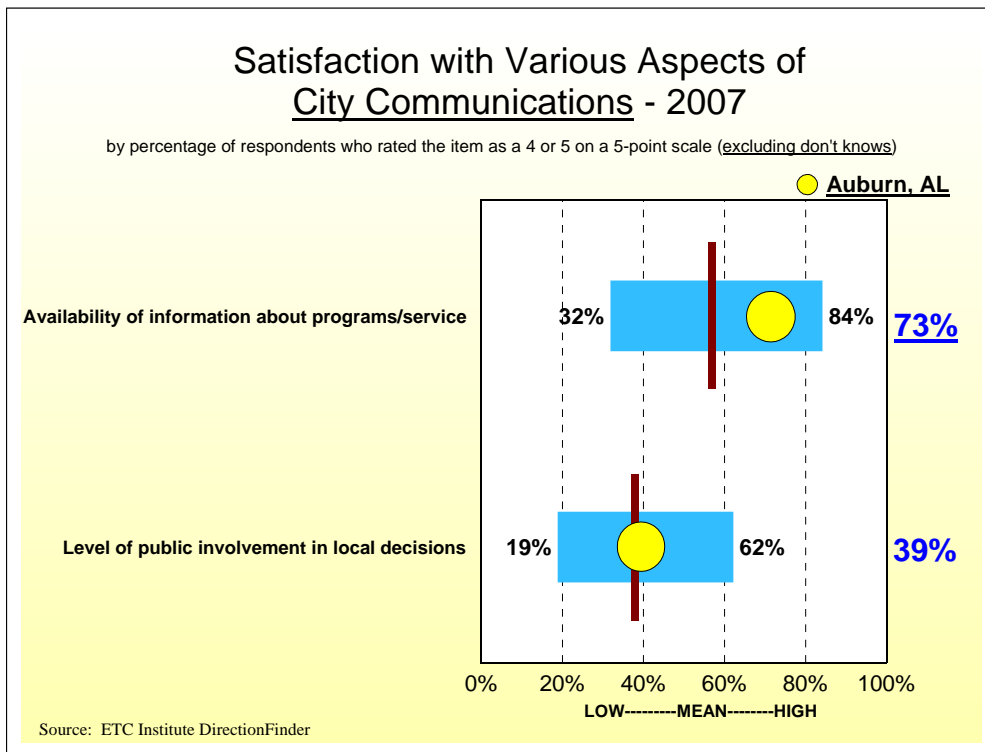
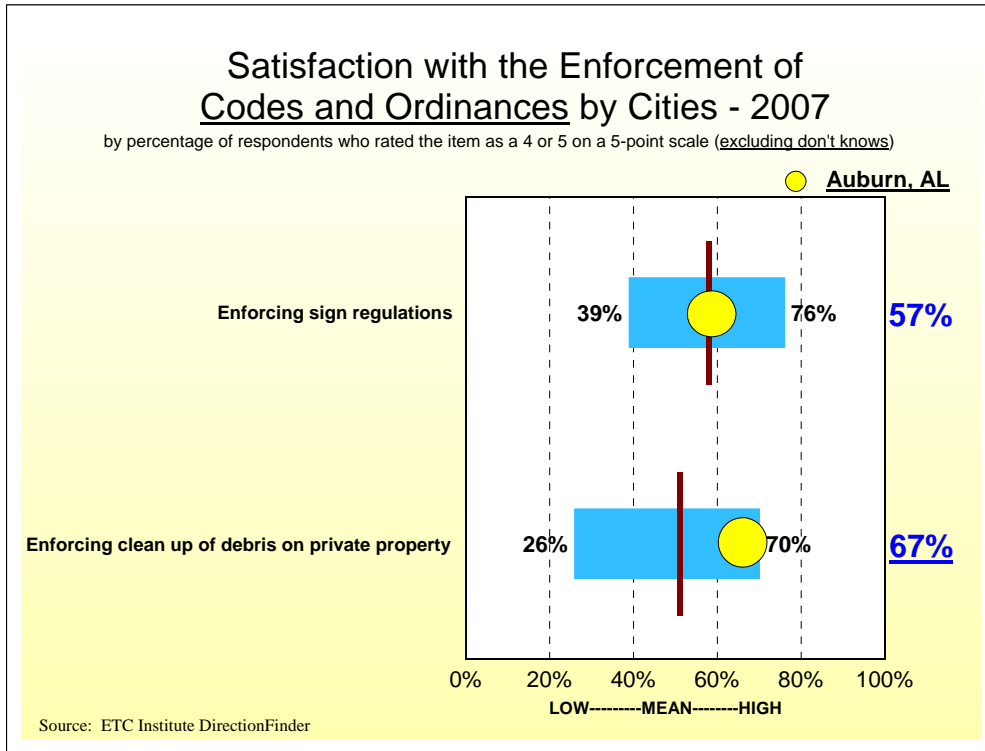
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas*
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas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

The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for nearly 50 areas of municipal service delivery. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute’s national survey for residents who live in cities with a population of 20,000 to 199,999. The actual ratings for Auburn are listed to the right of each chart. The dot on each bar shows how the results for Auburn compare to the other communities where the *DirectionFinder*® survey has been administered.

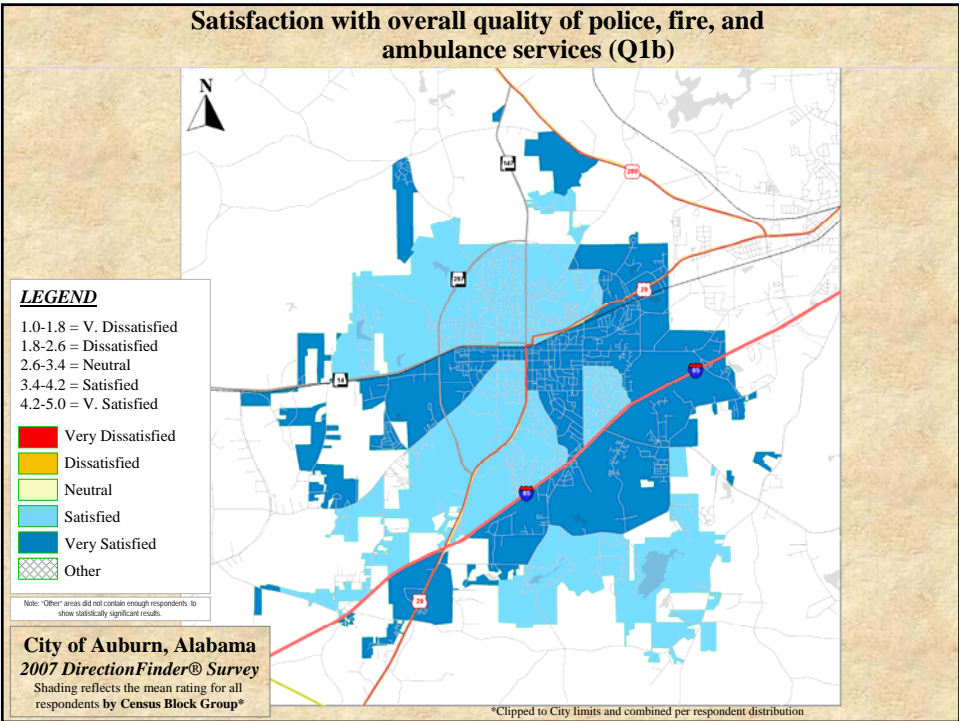
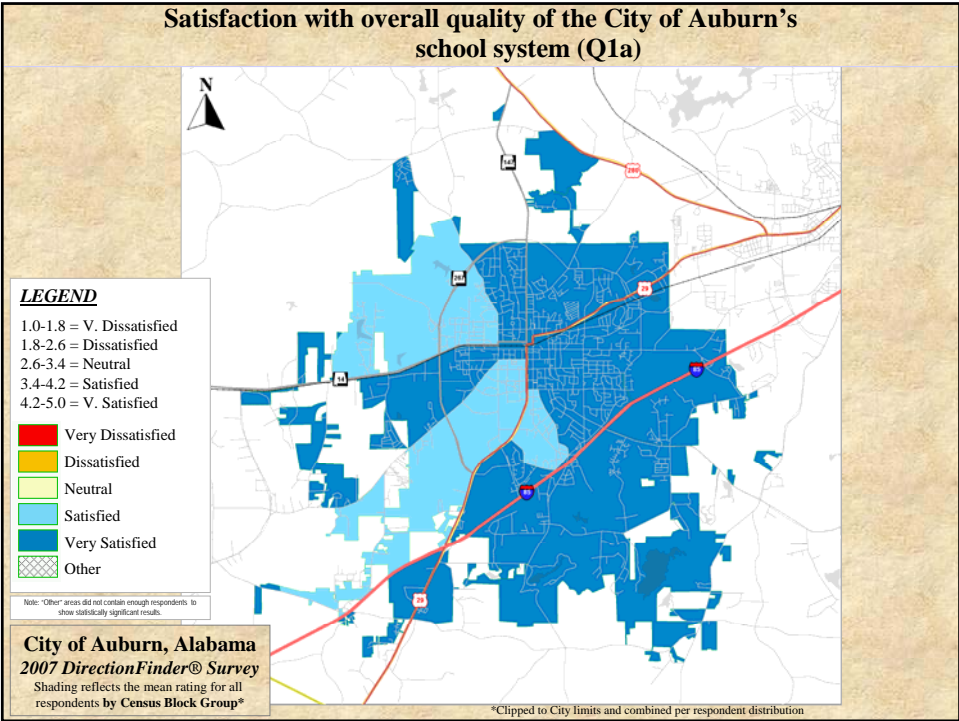


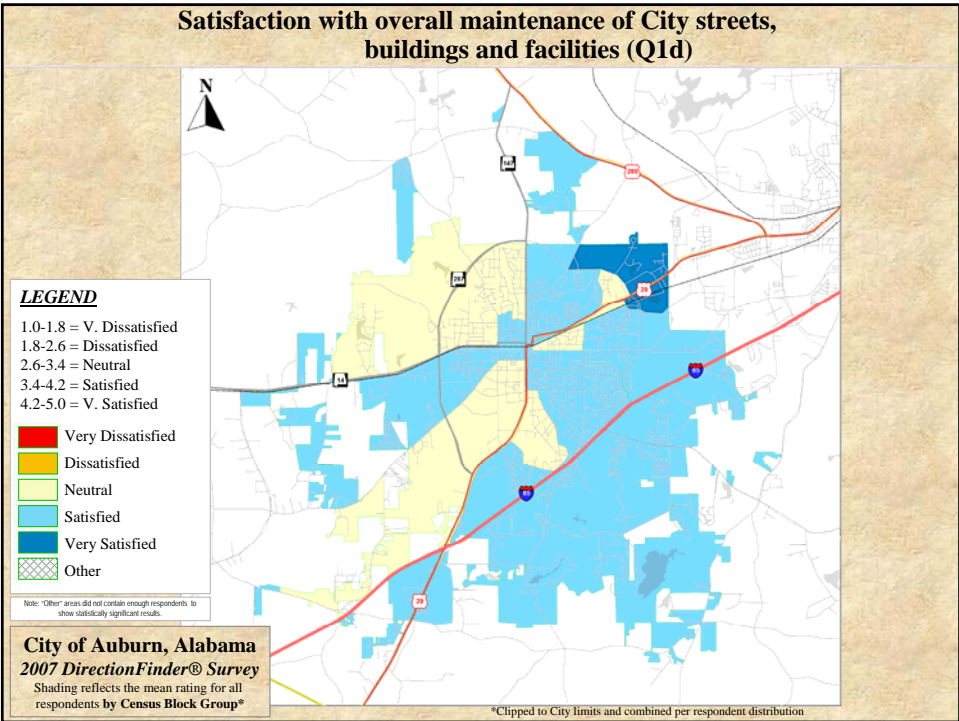
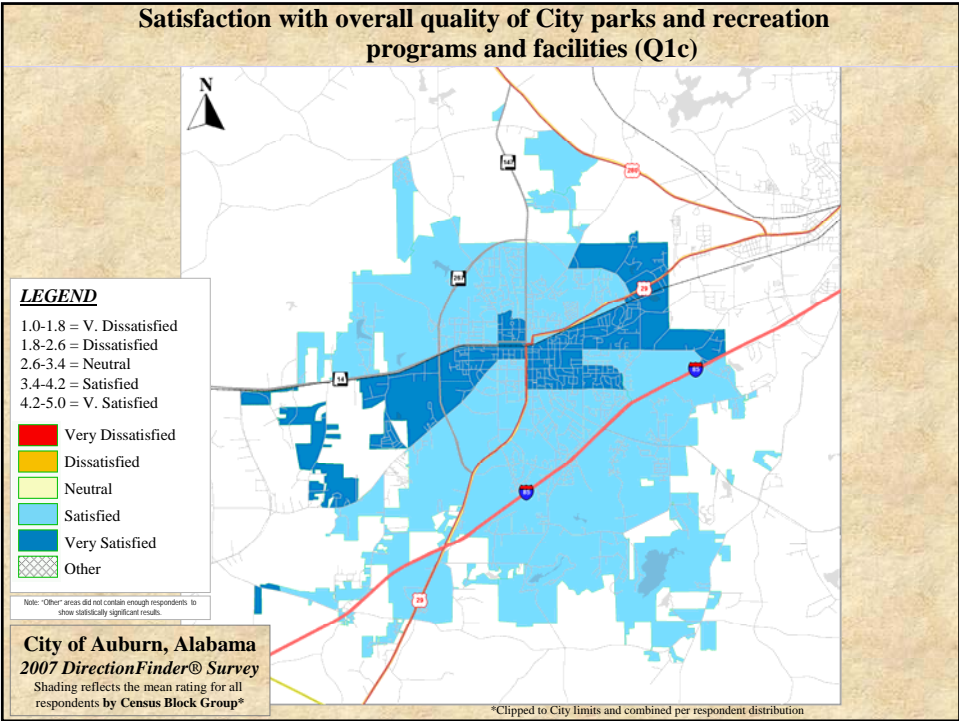


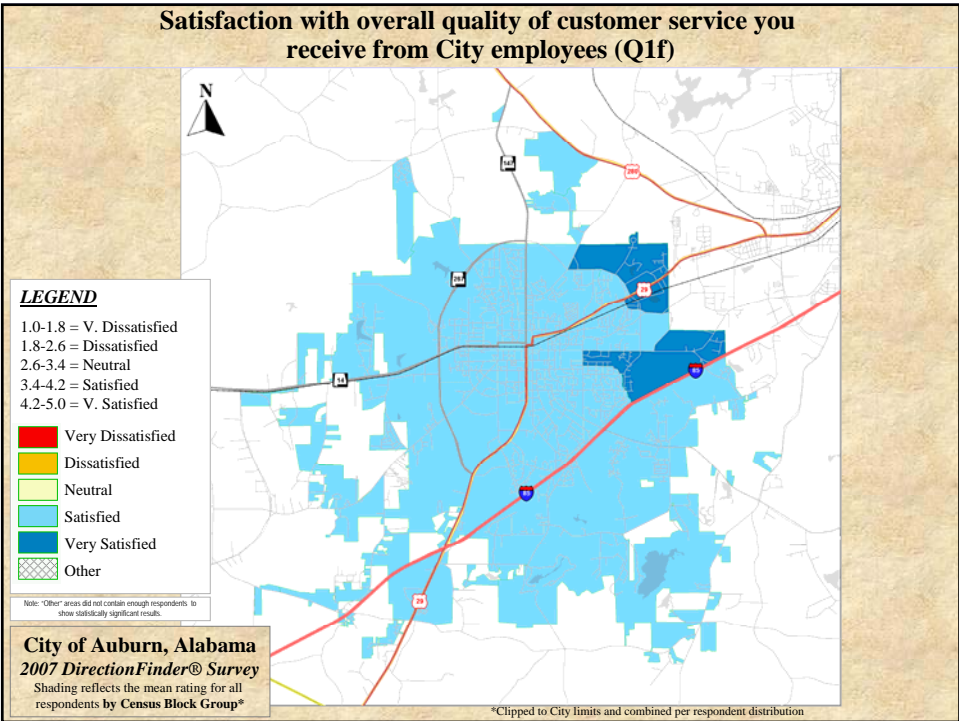
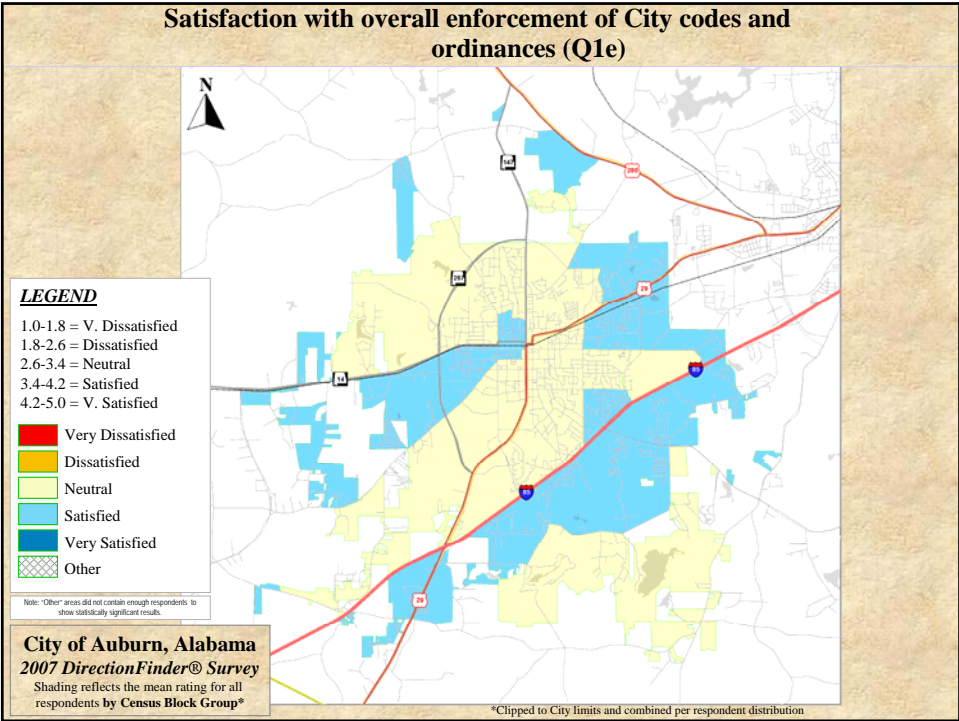


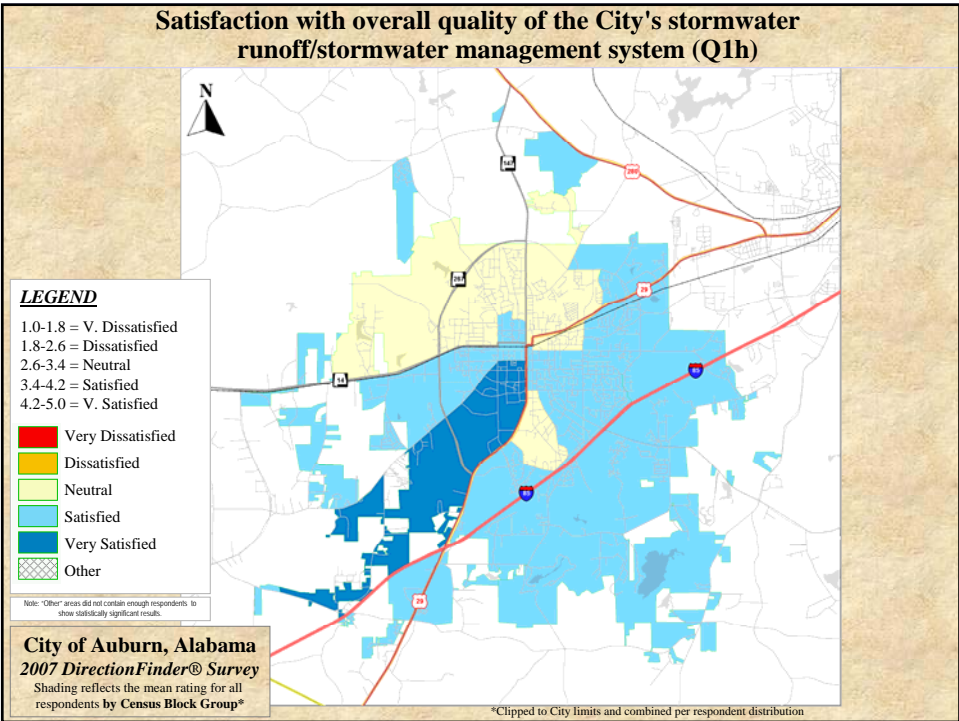
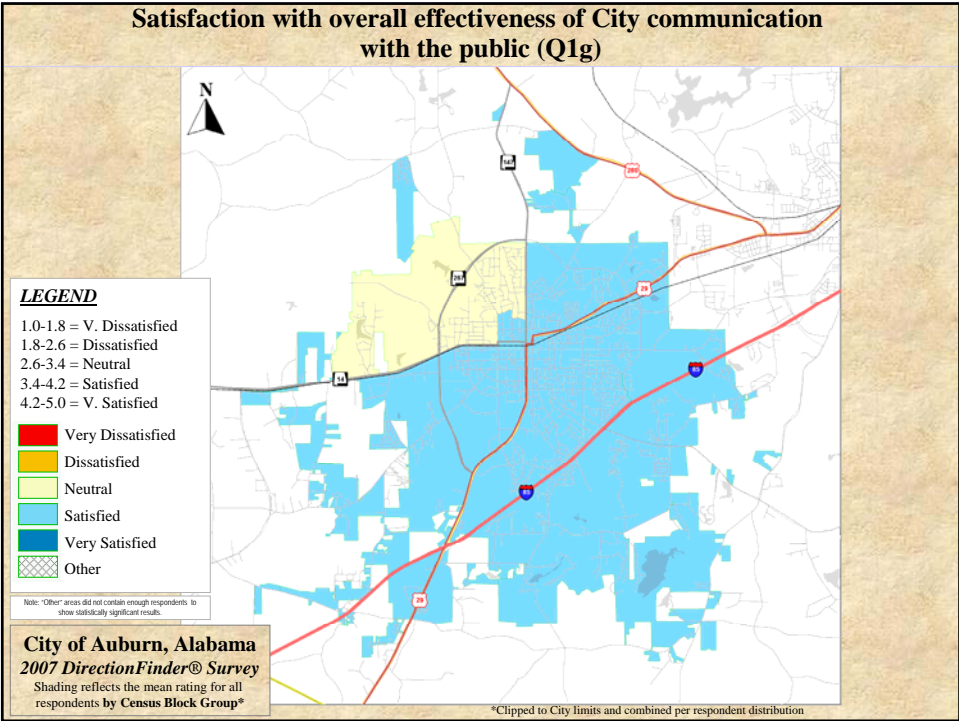


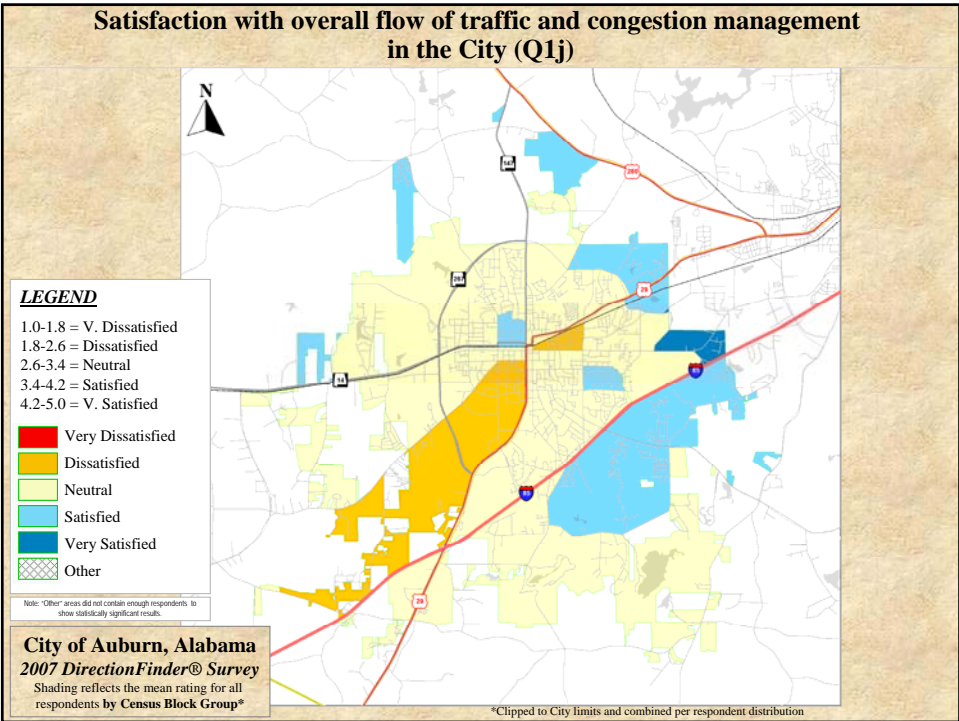
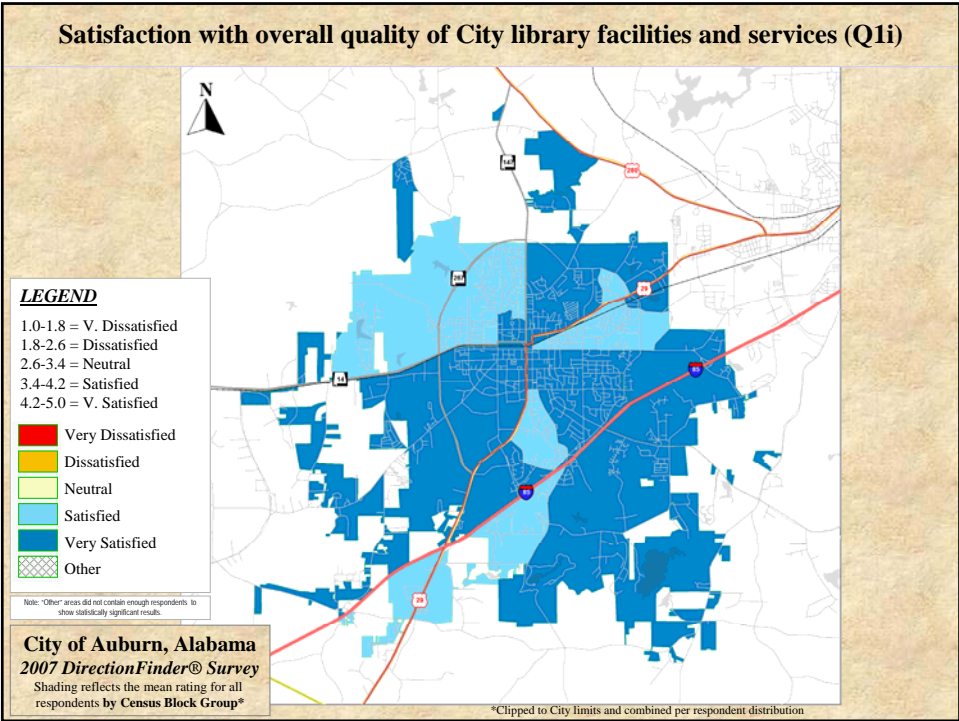
Section 3:
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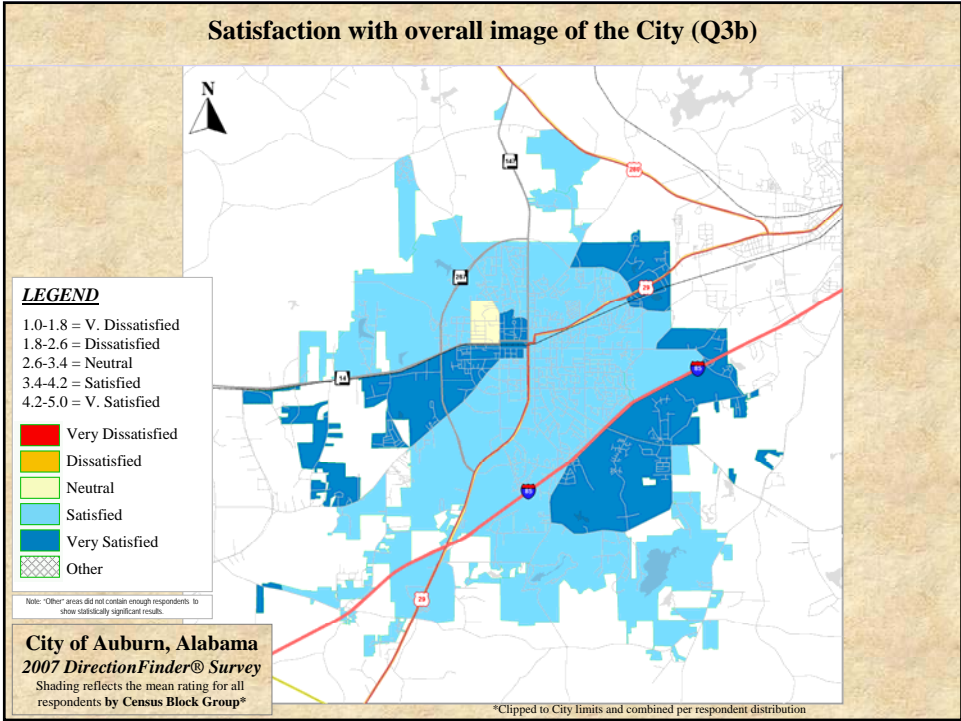
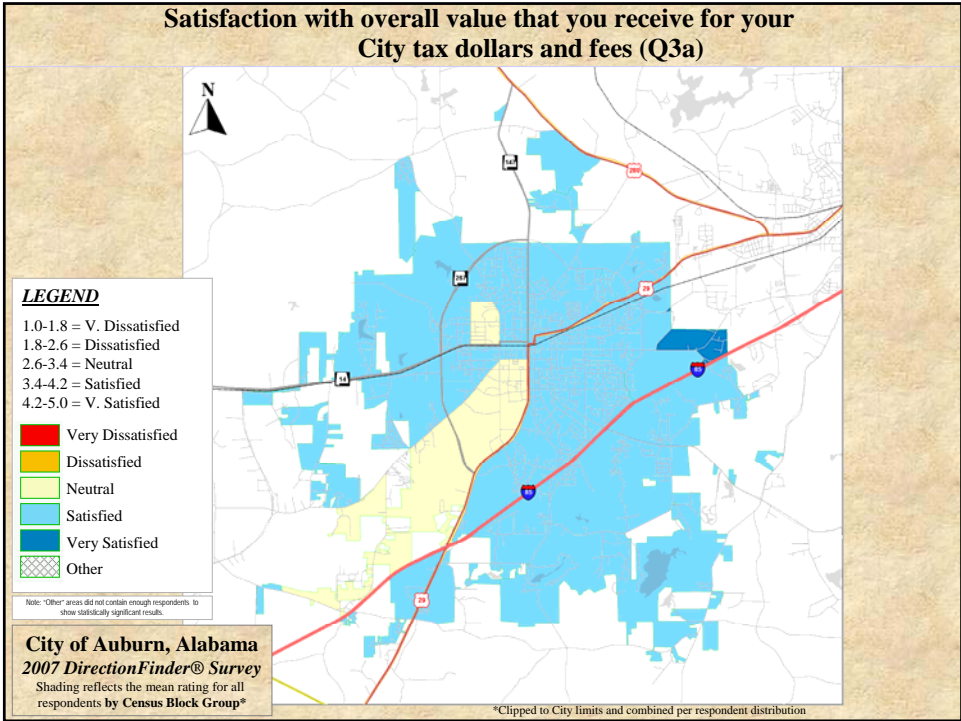


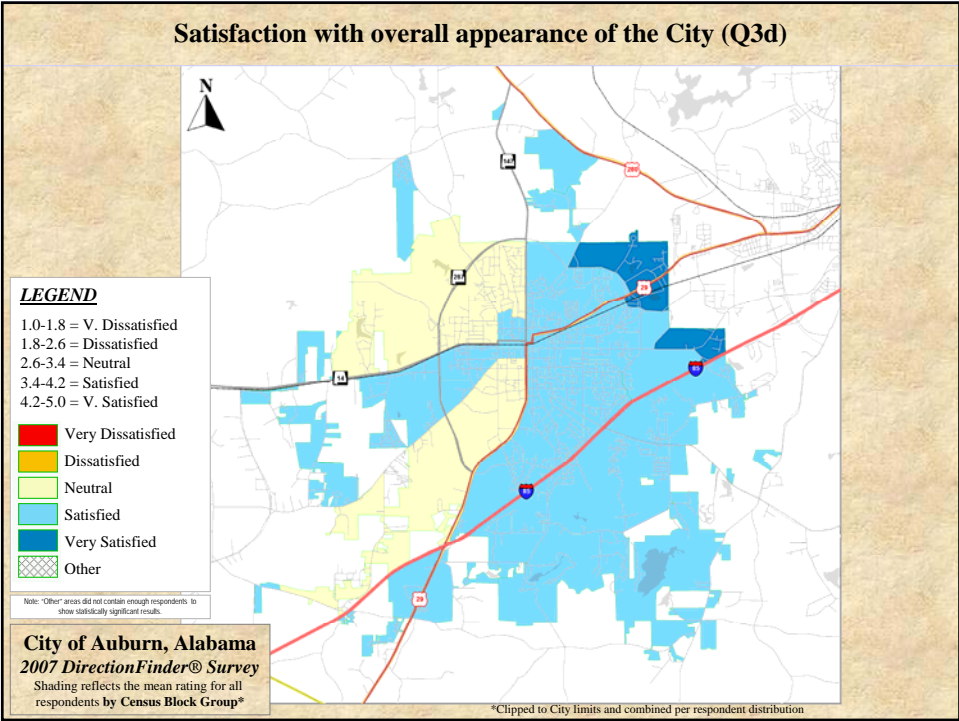
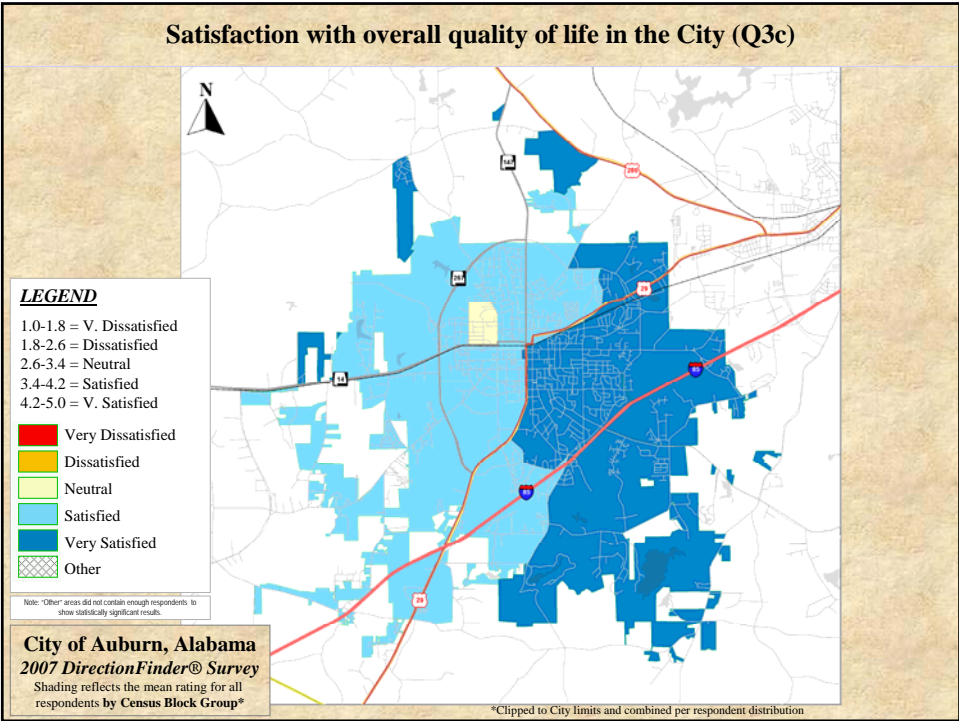


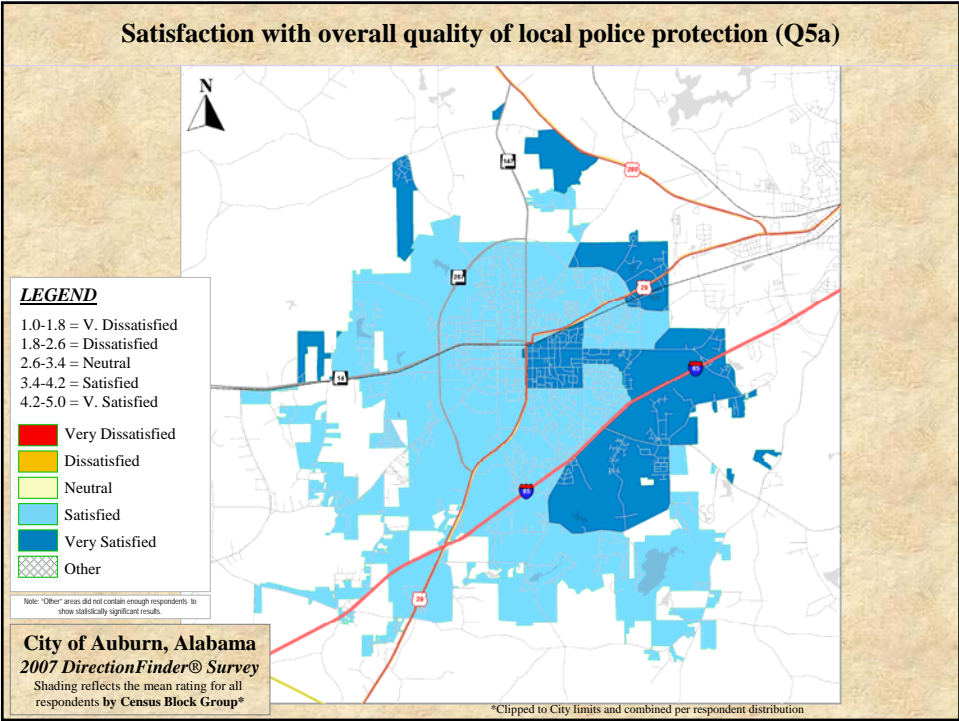
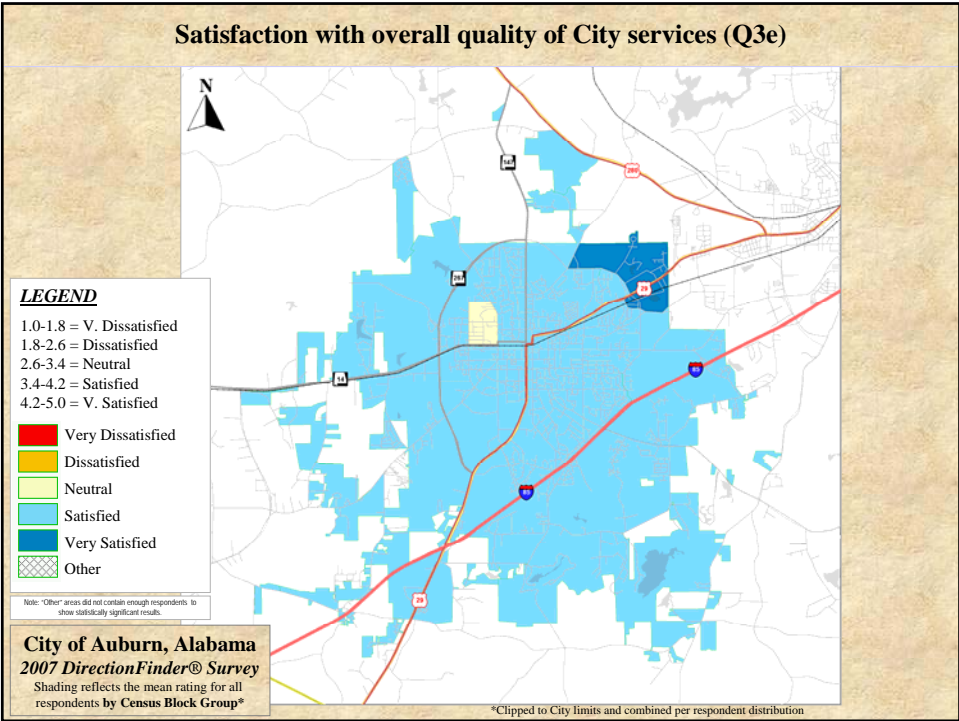


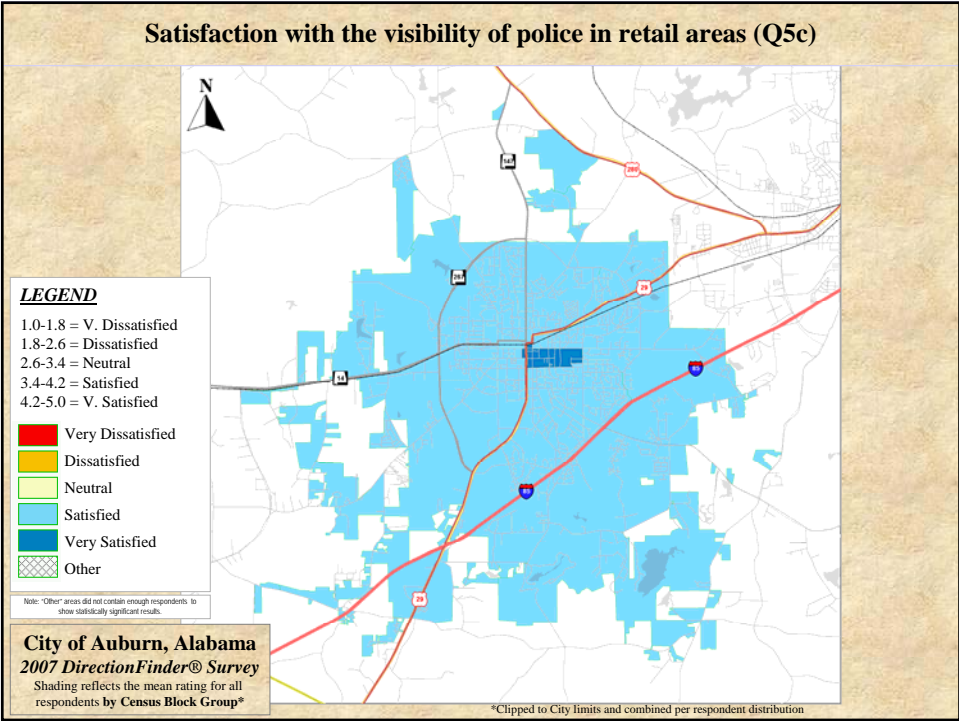
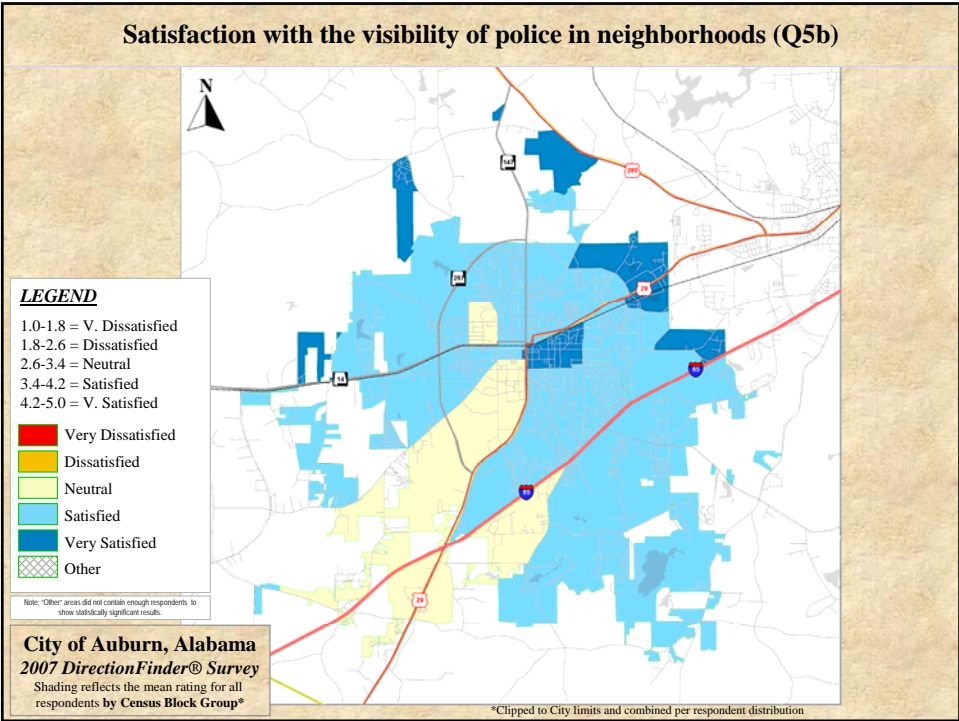


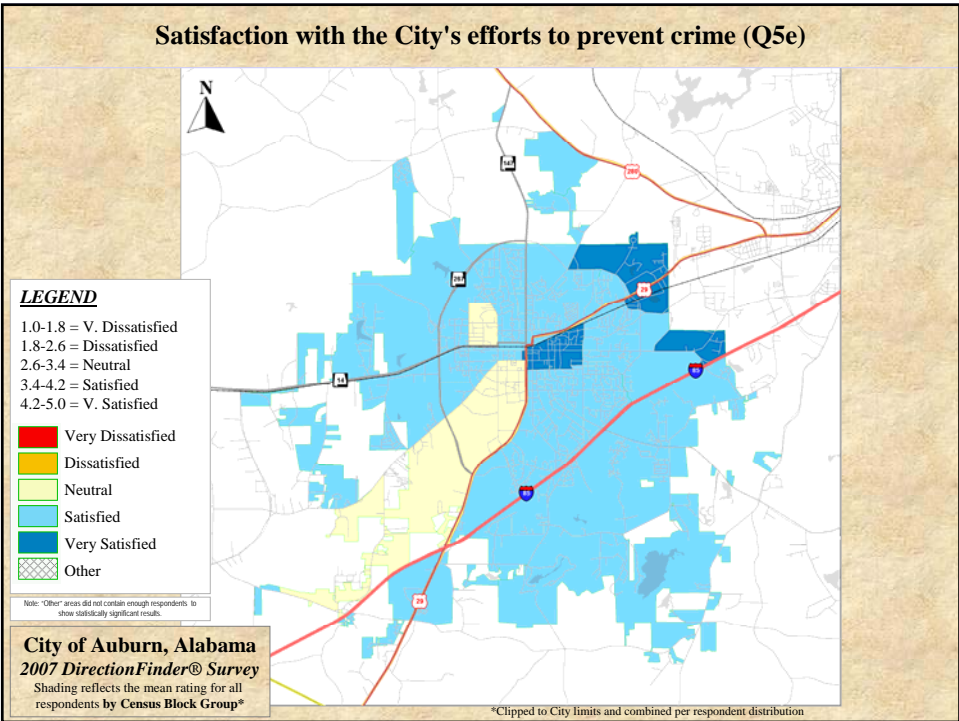
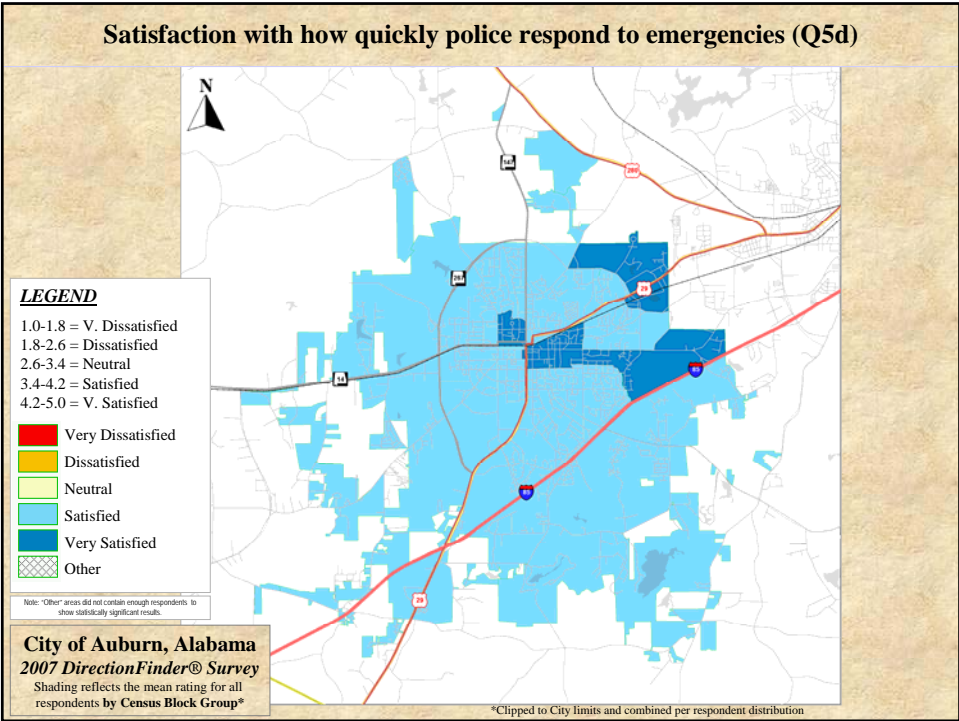


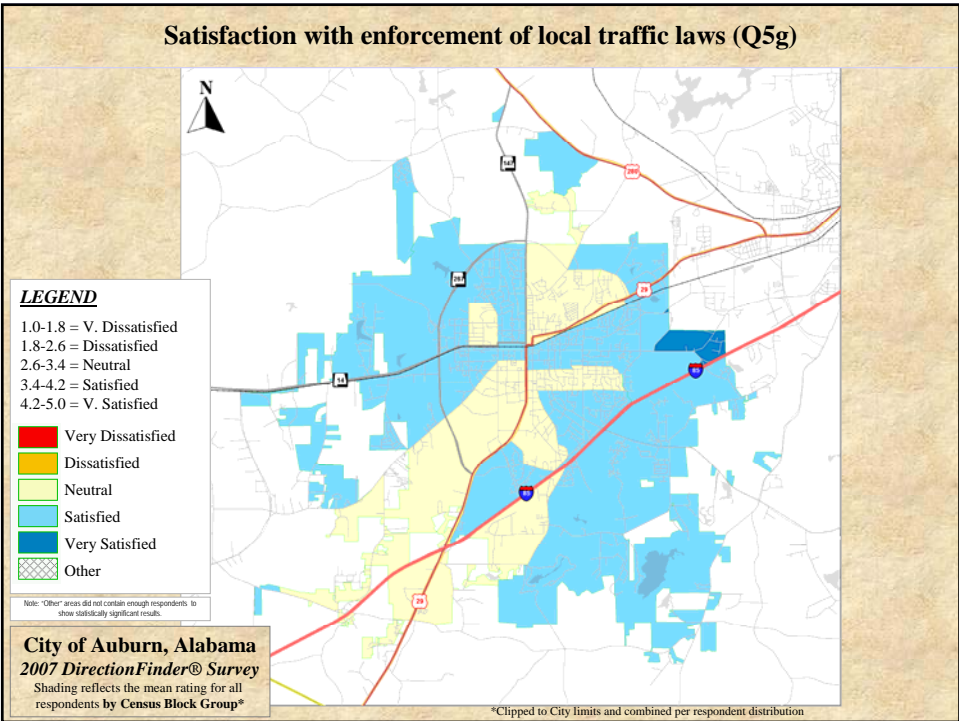
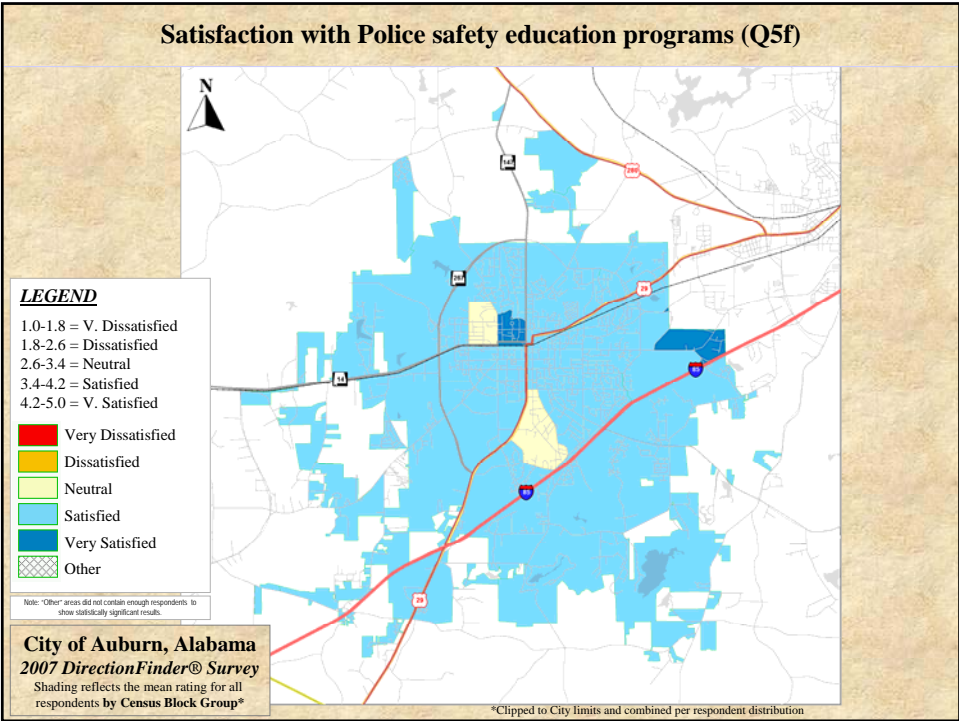


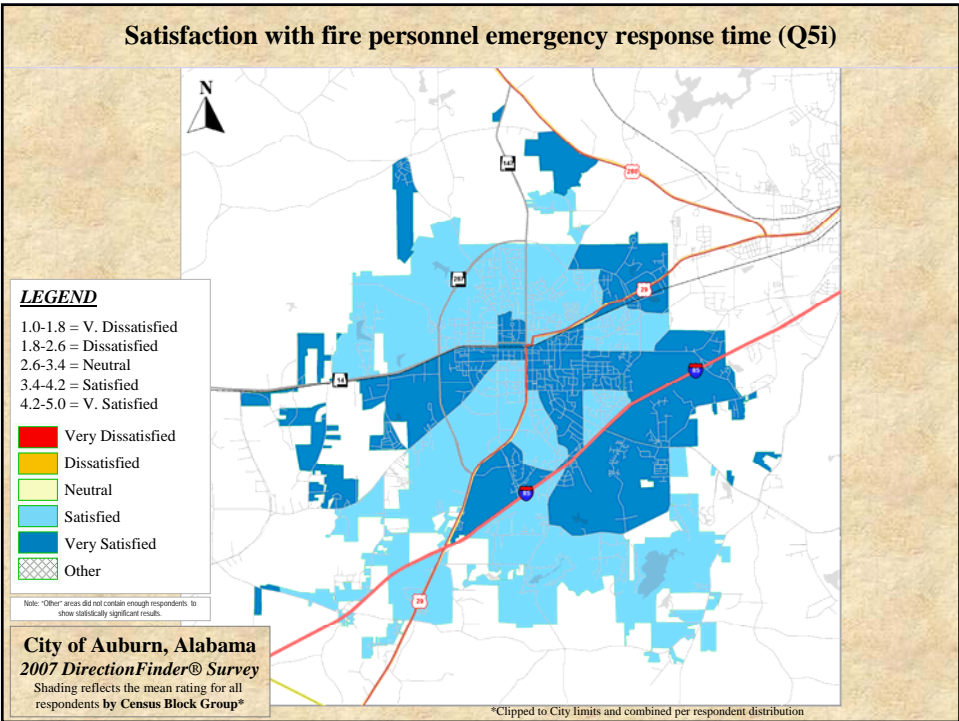
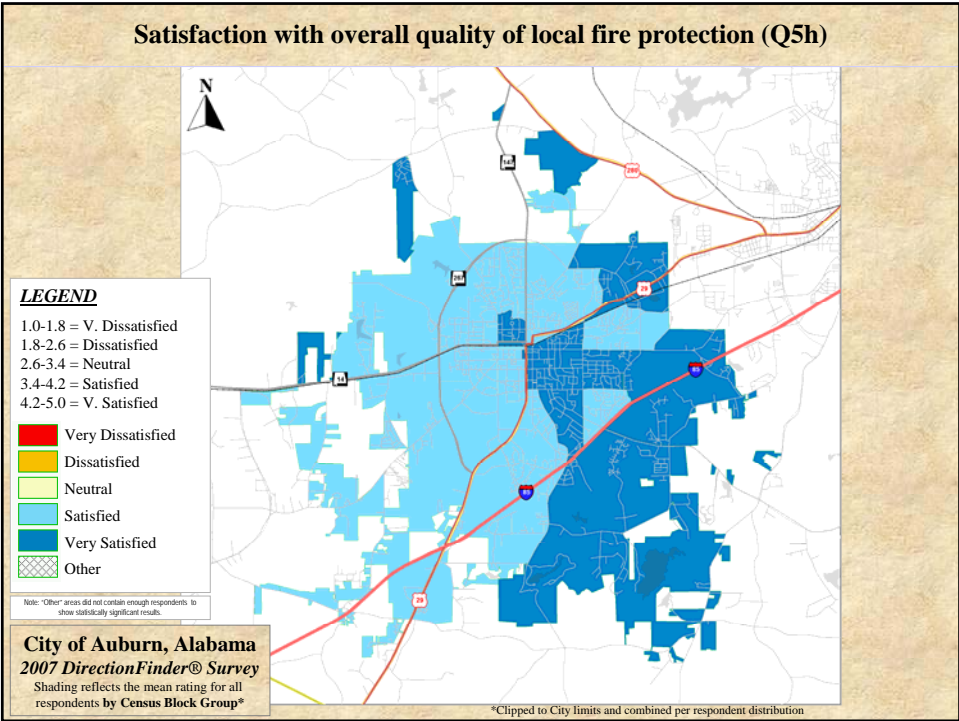


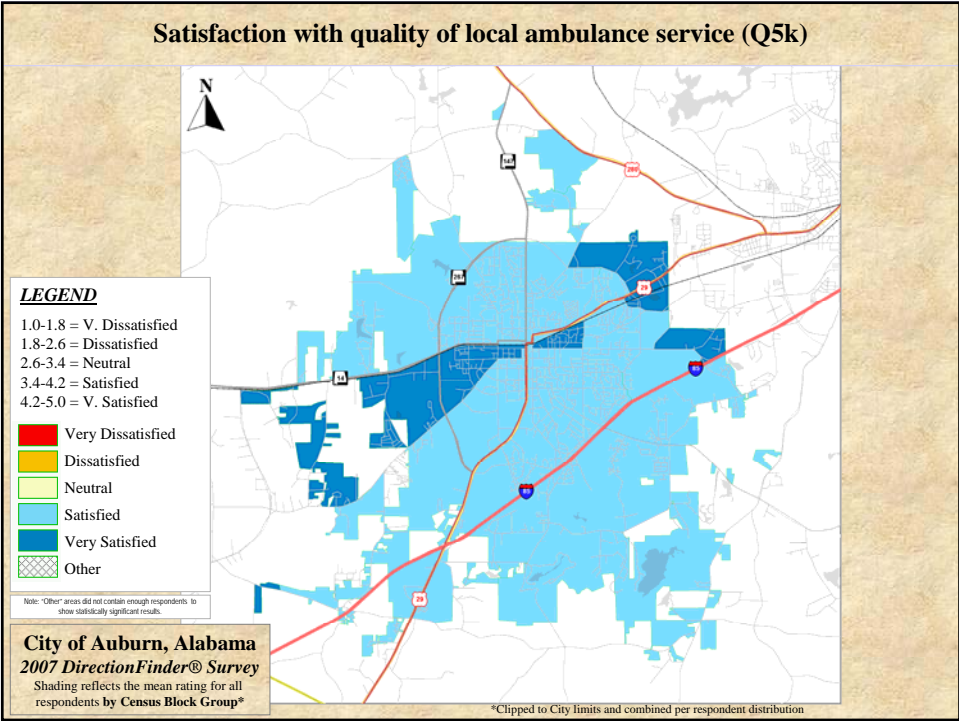
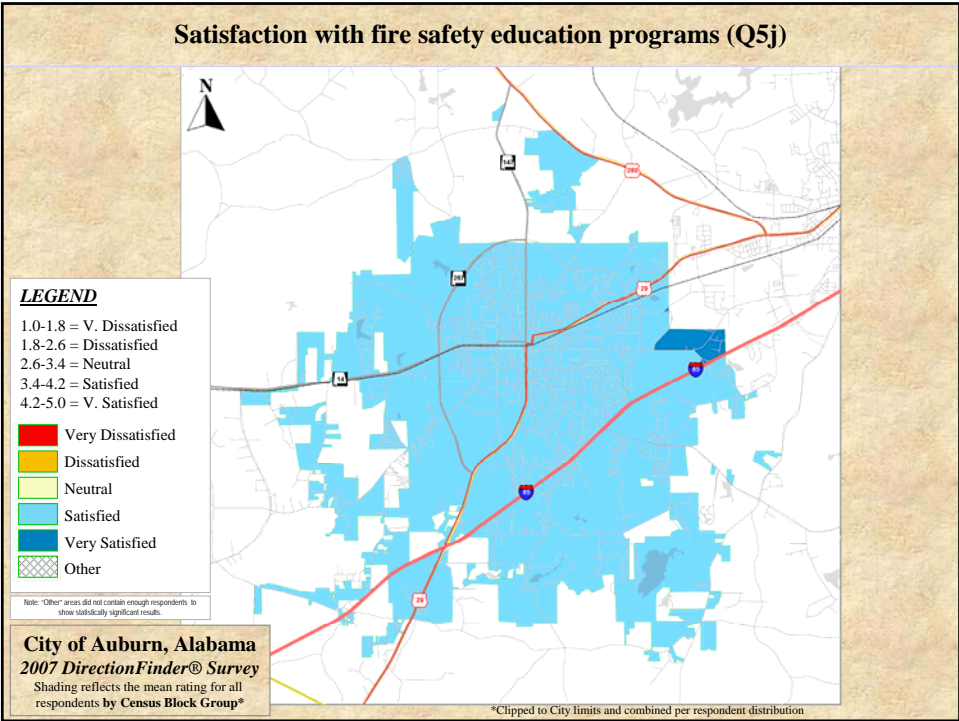


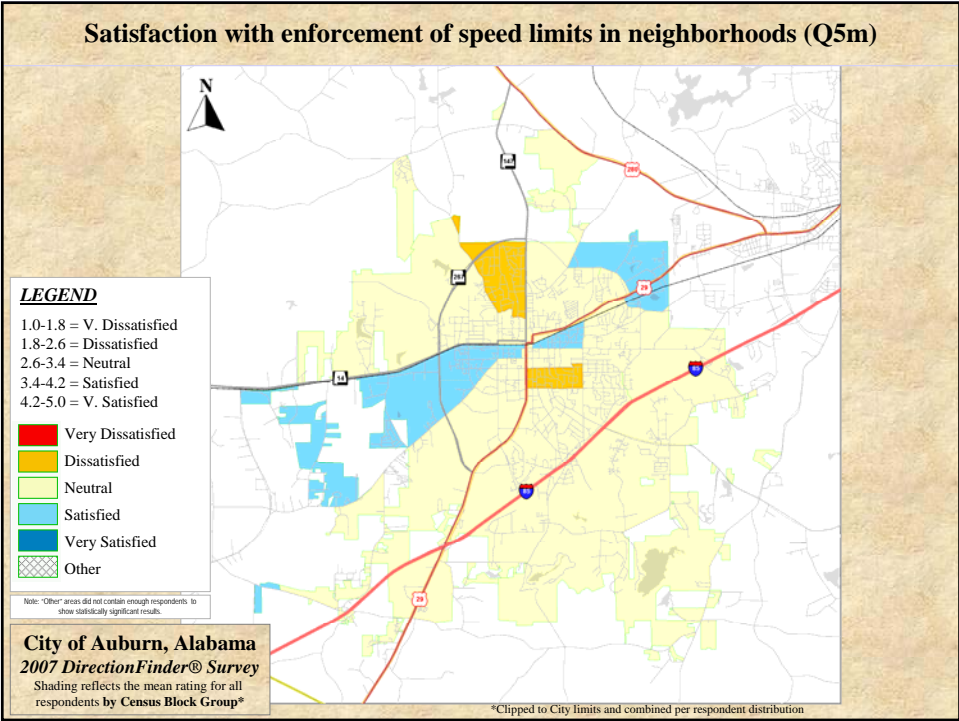
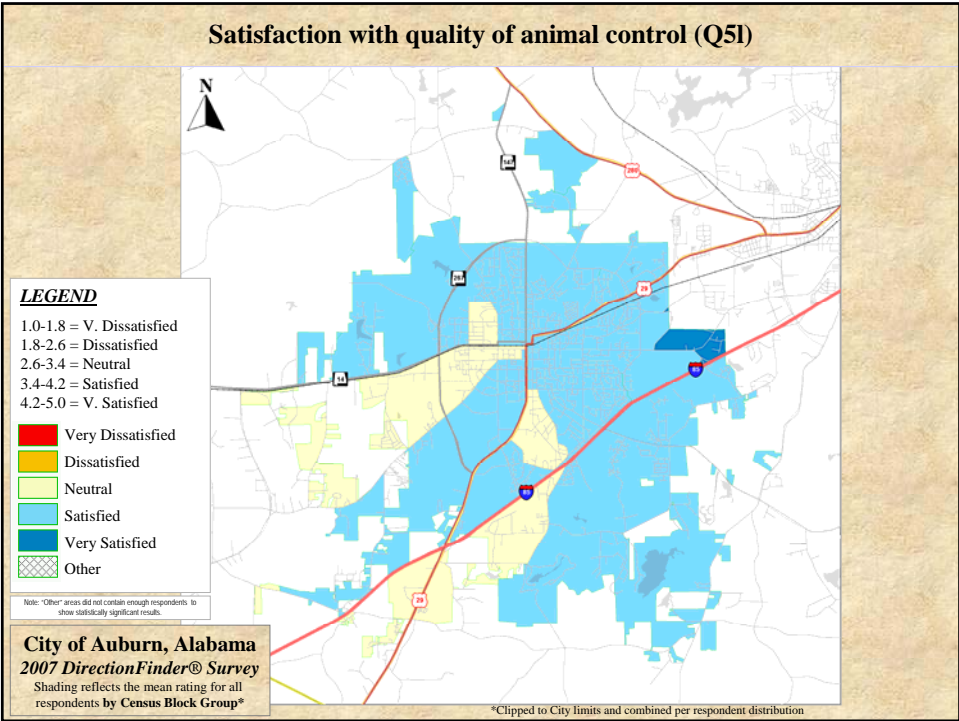


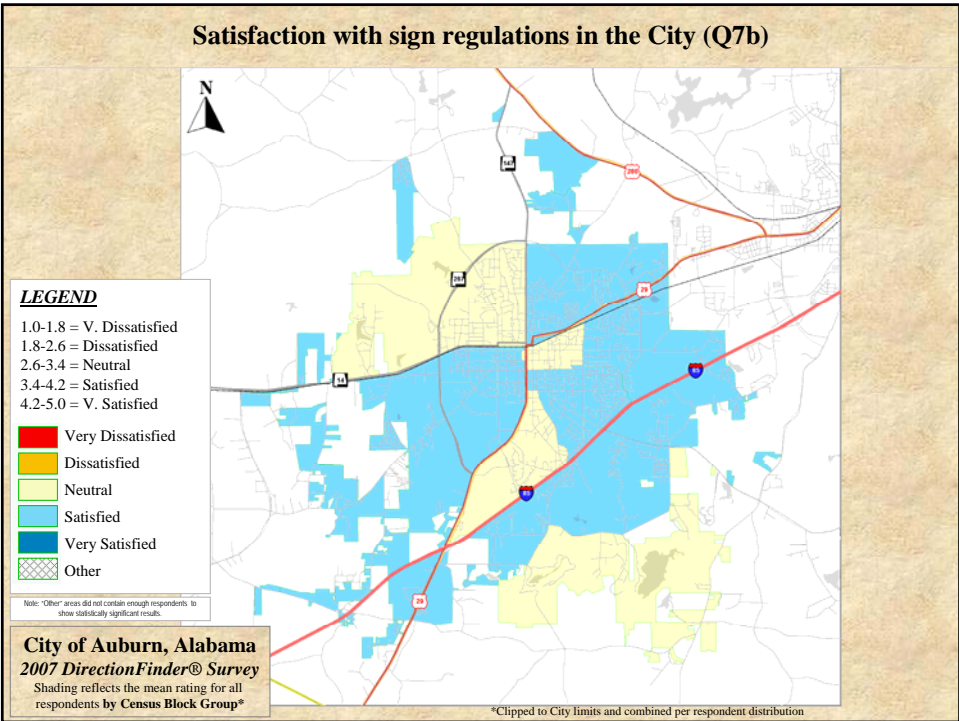
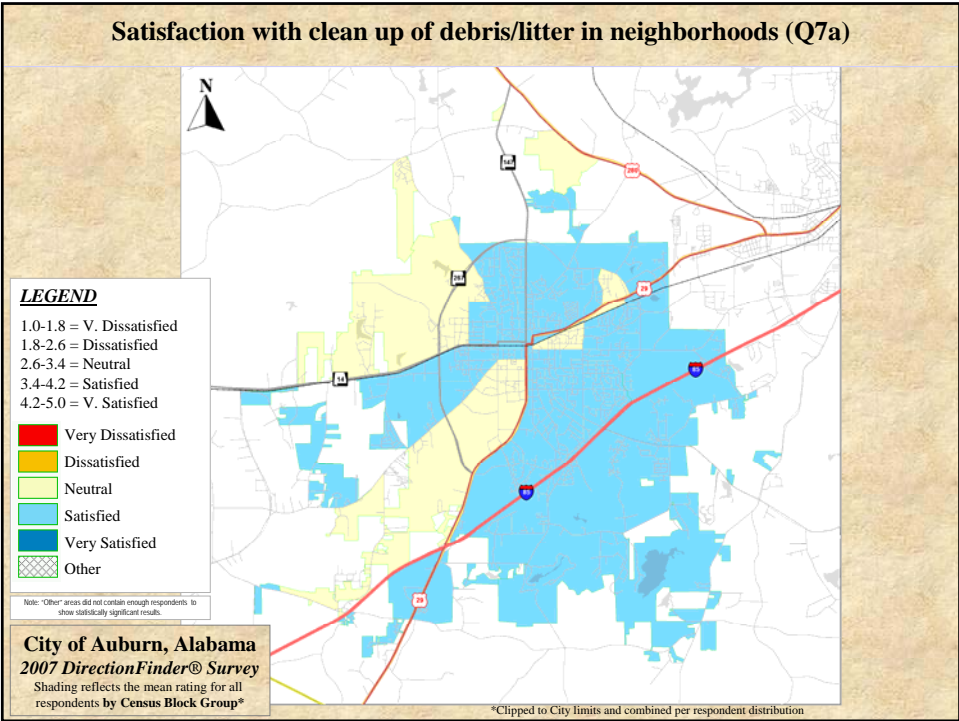


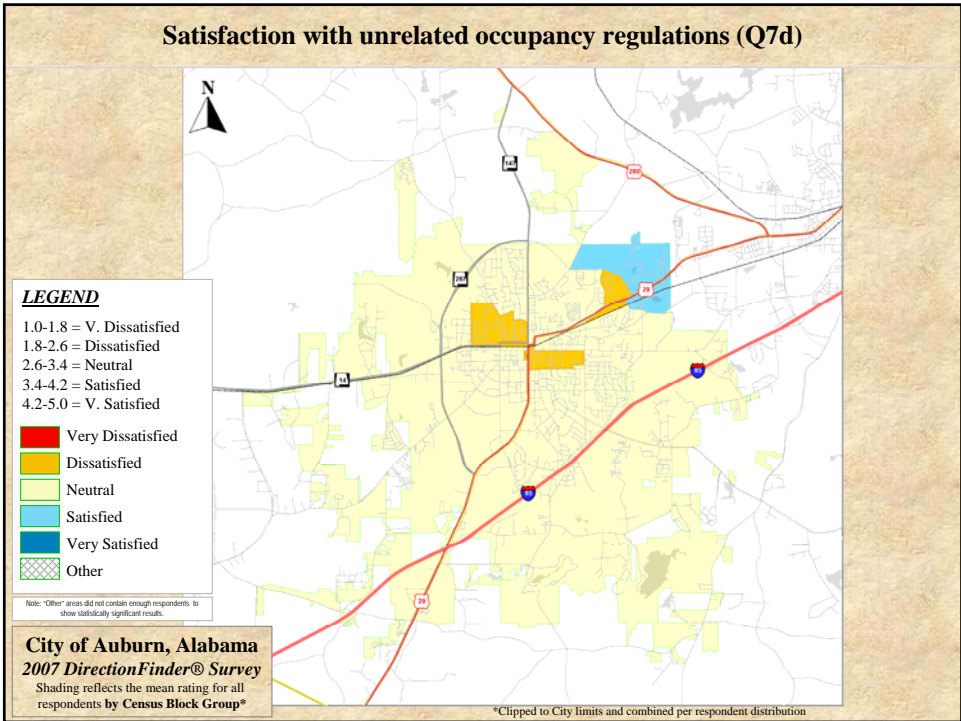
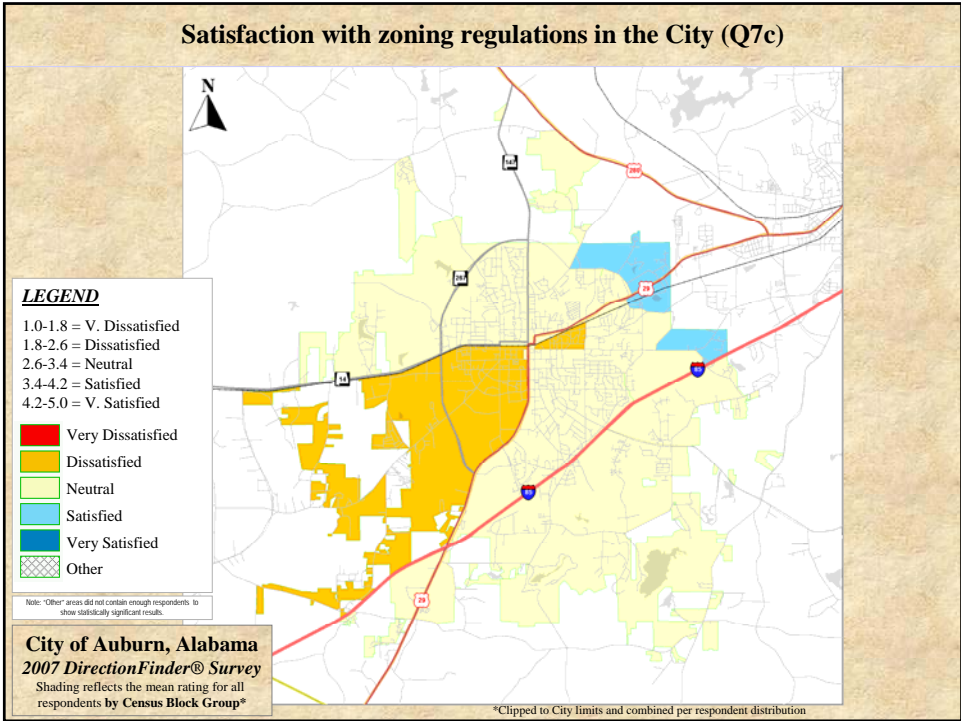


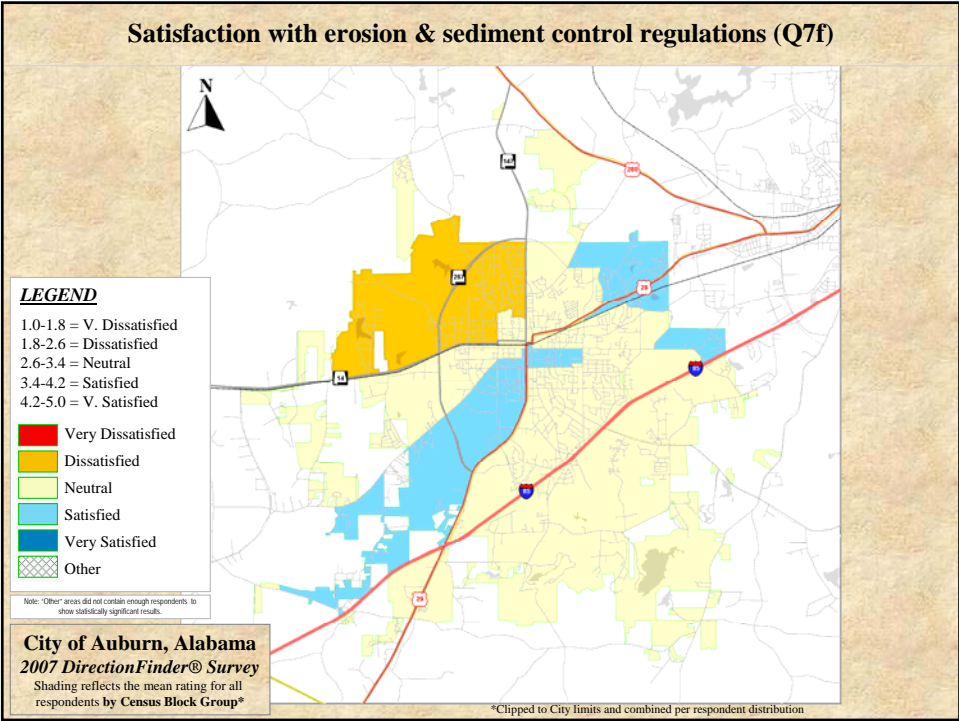
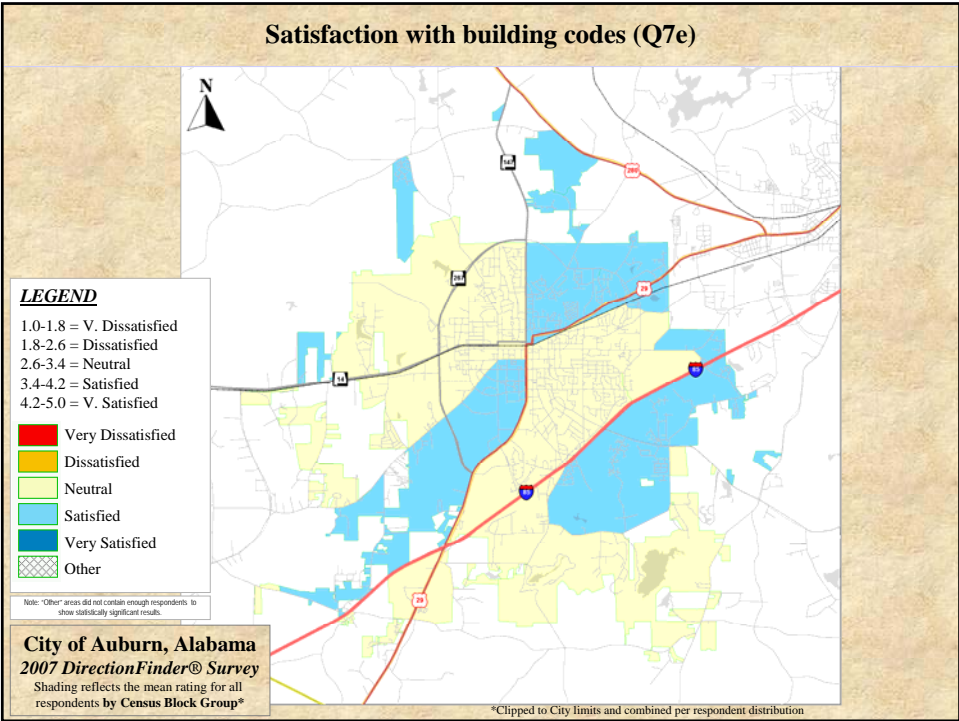


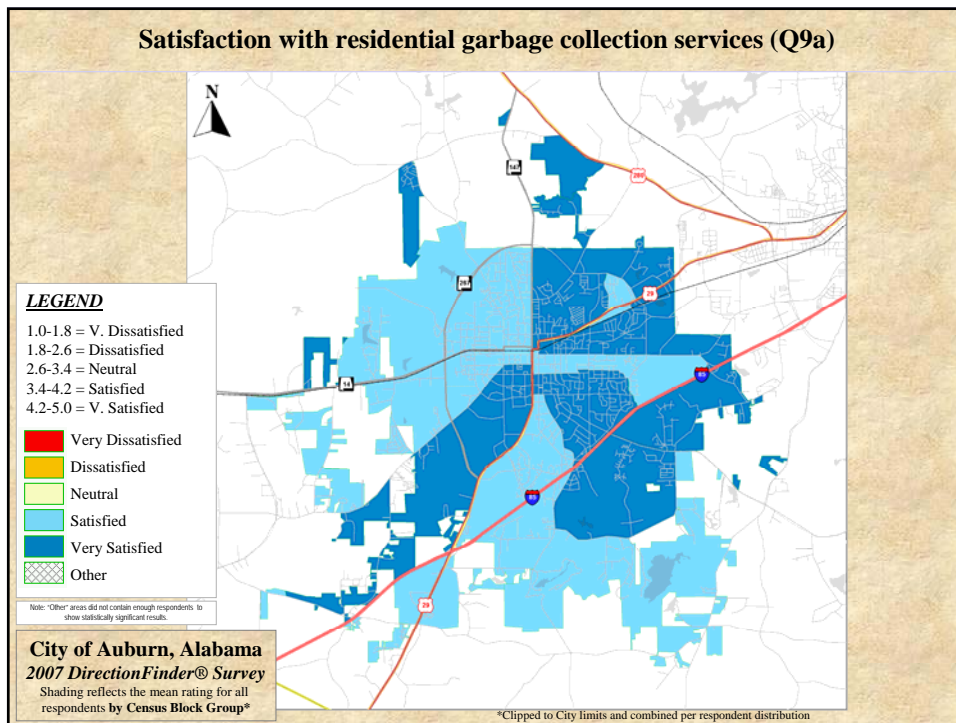
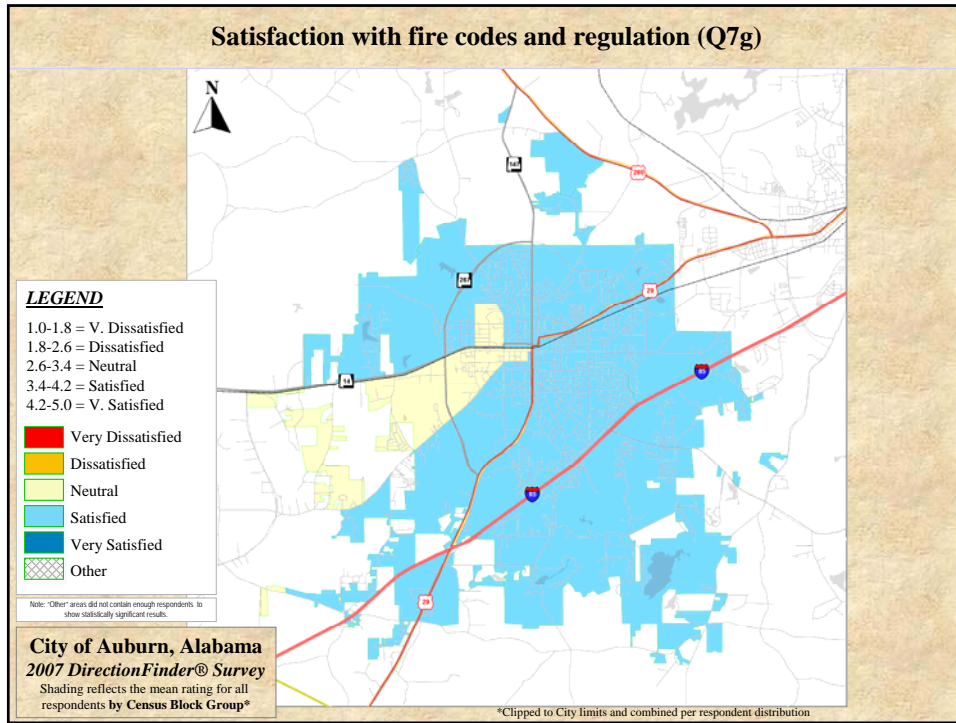


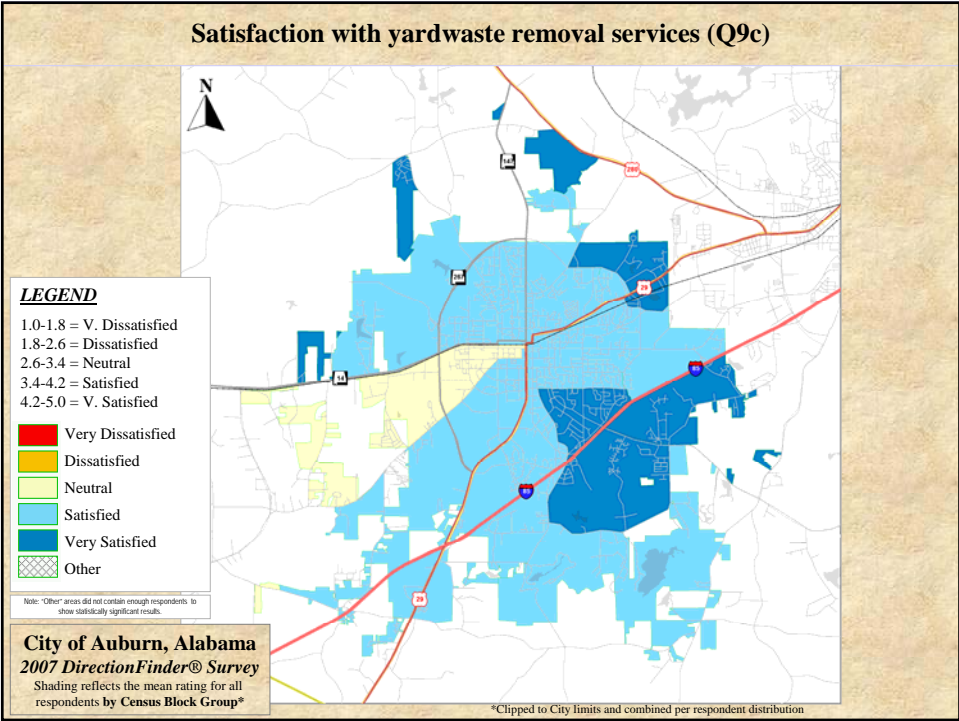
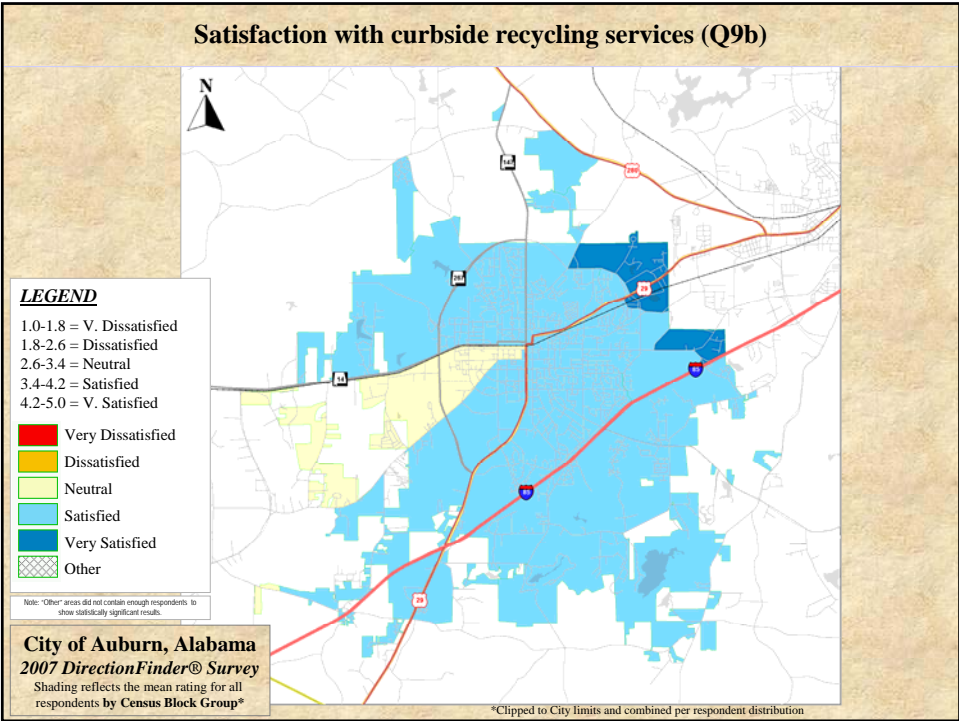


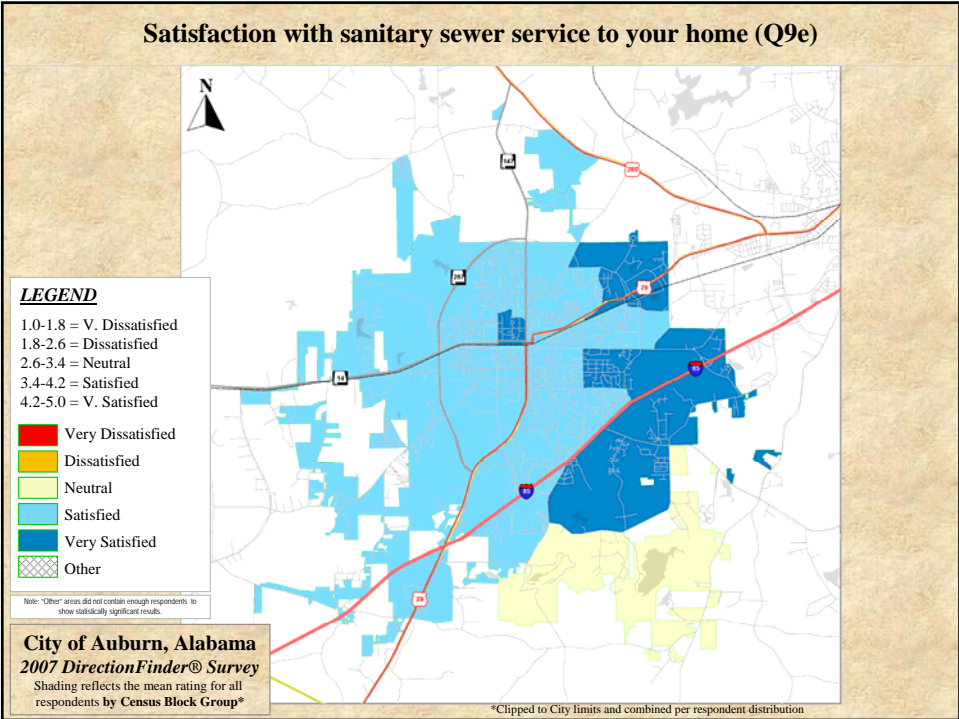
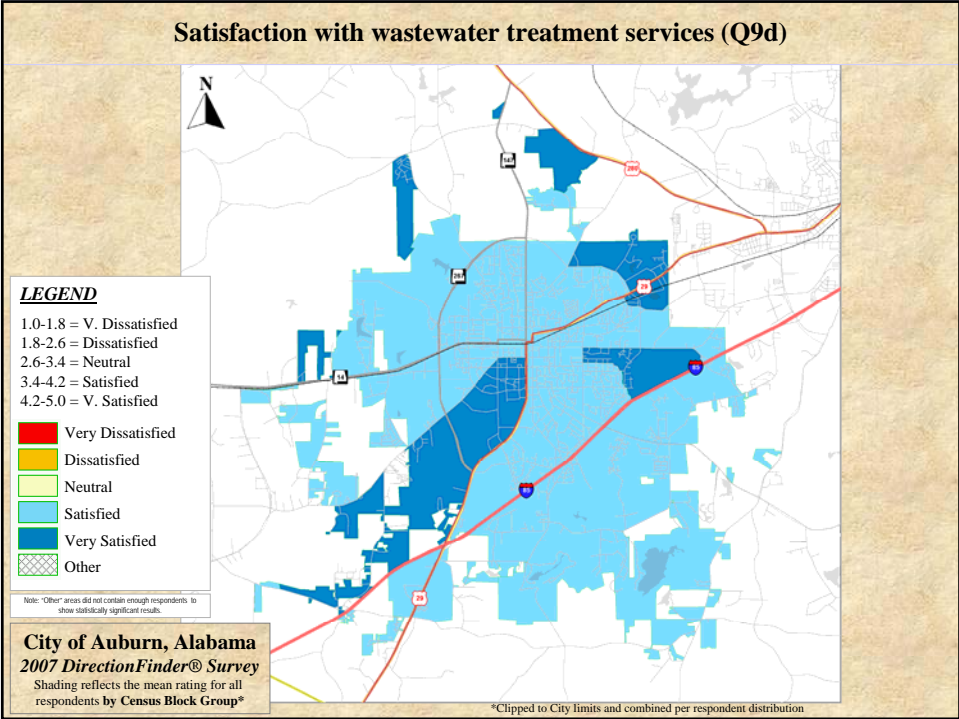


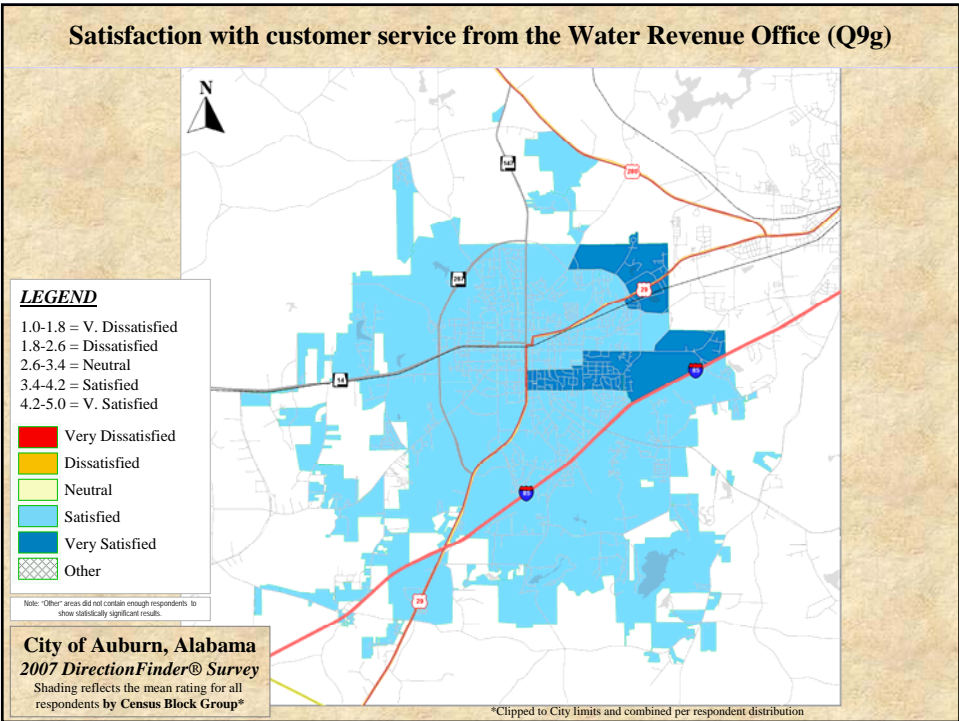
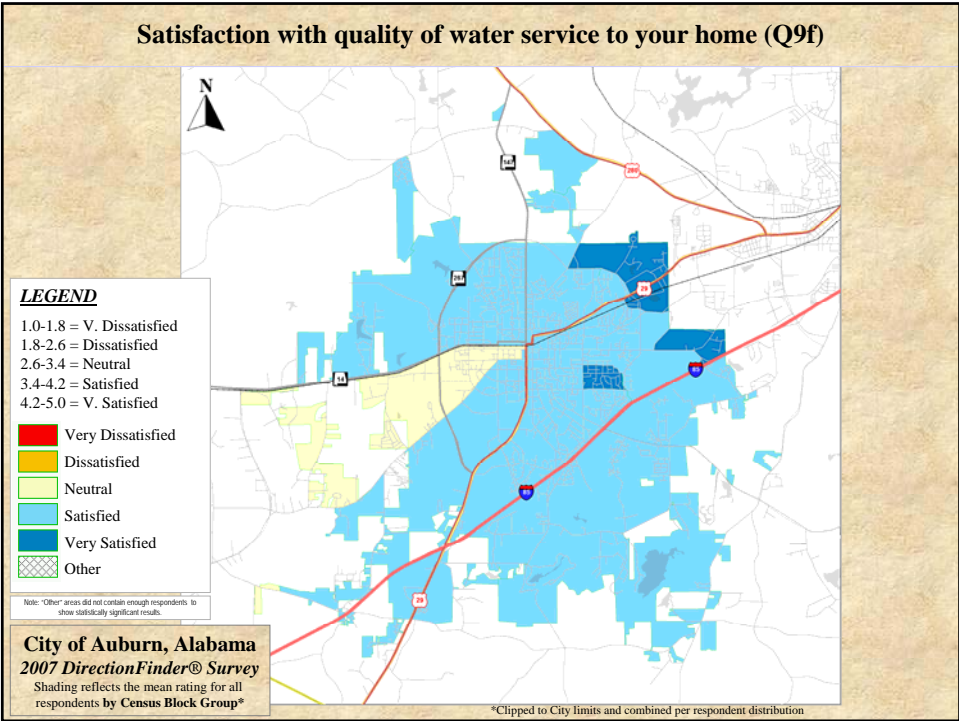


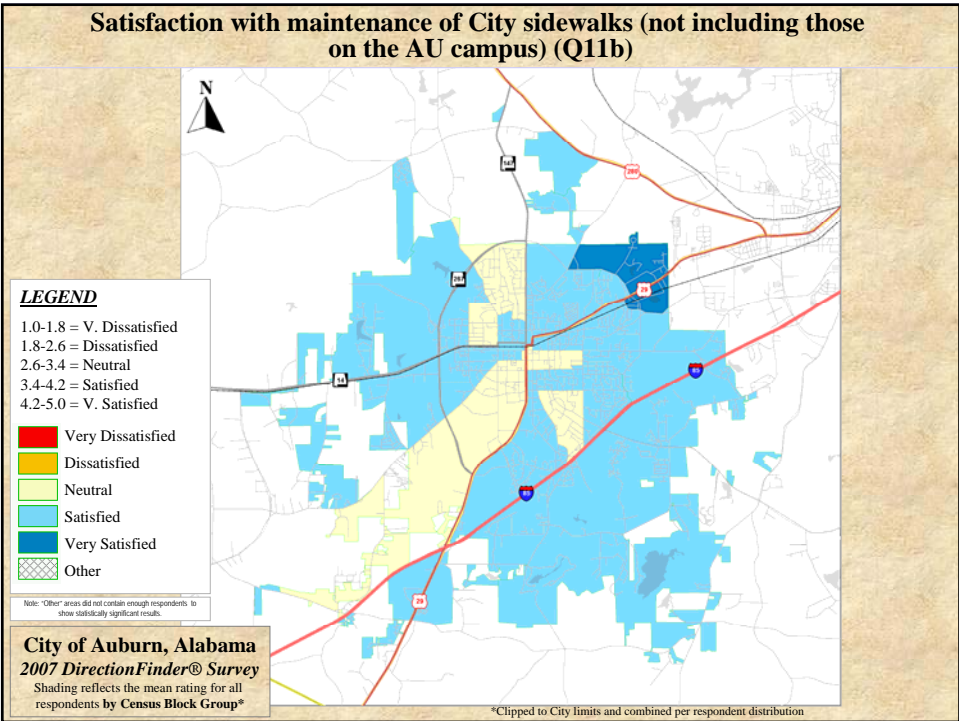
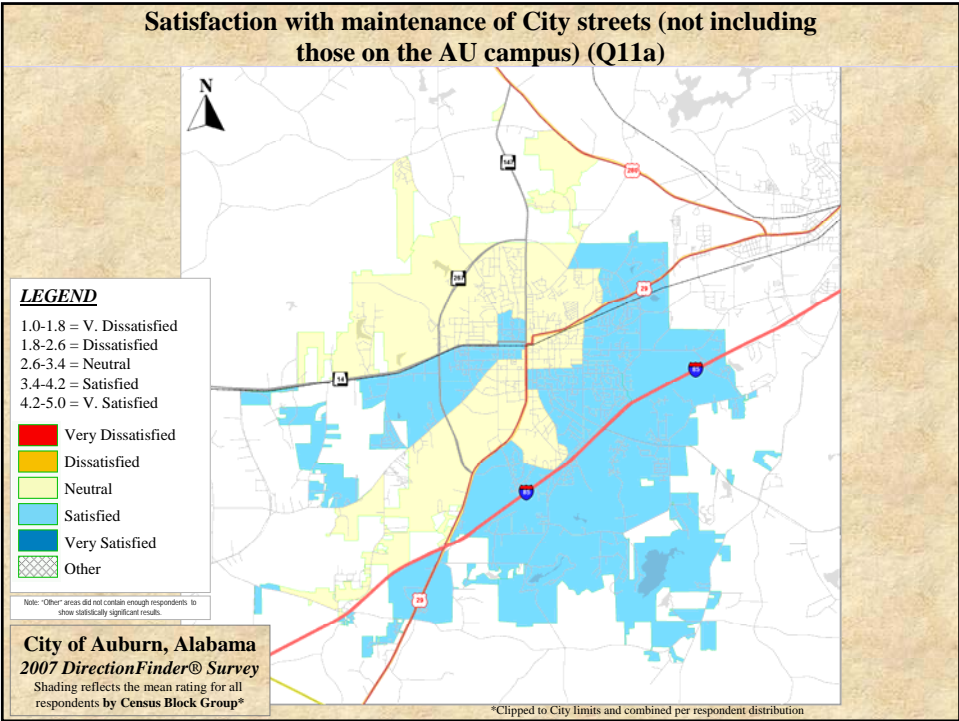


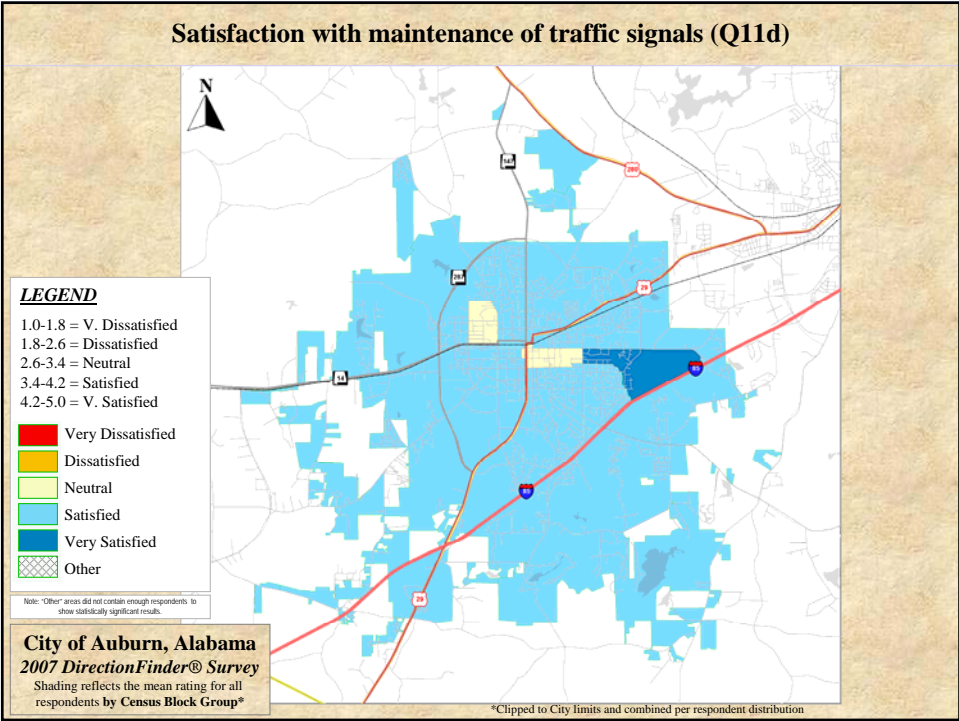
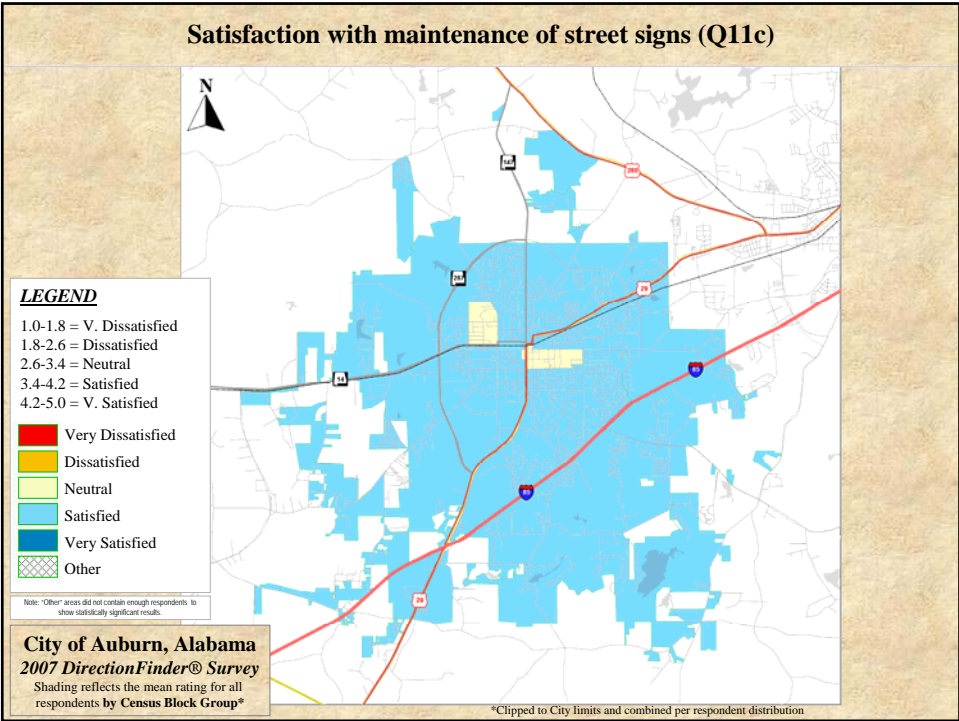


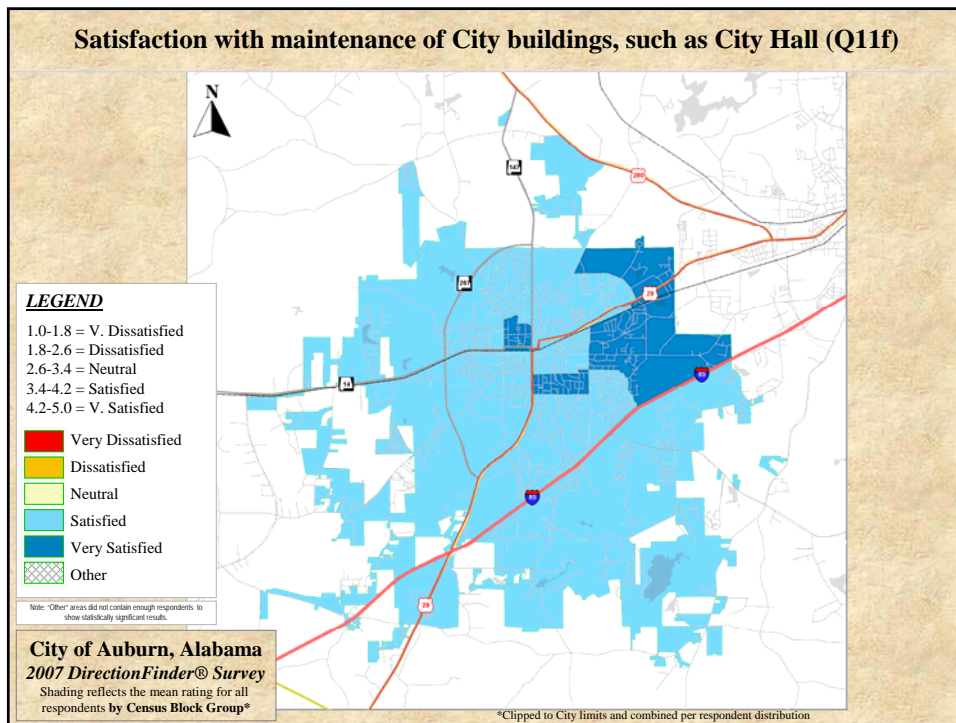
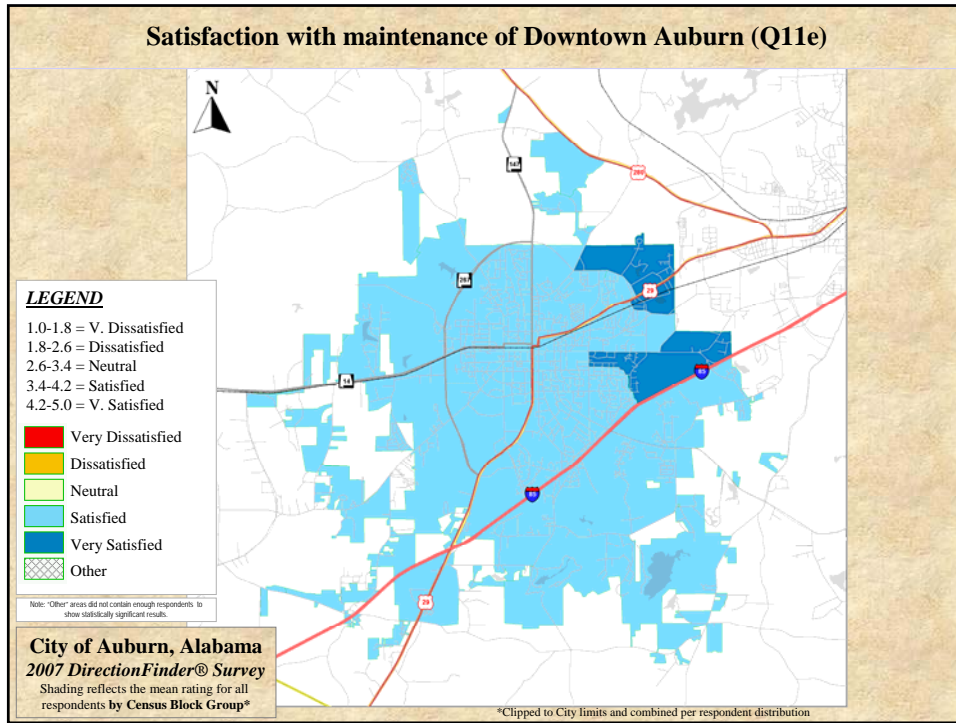


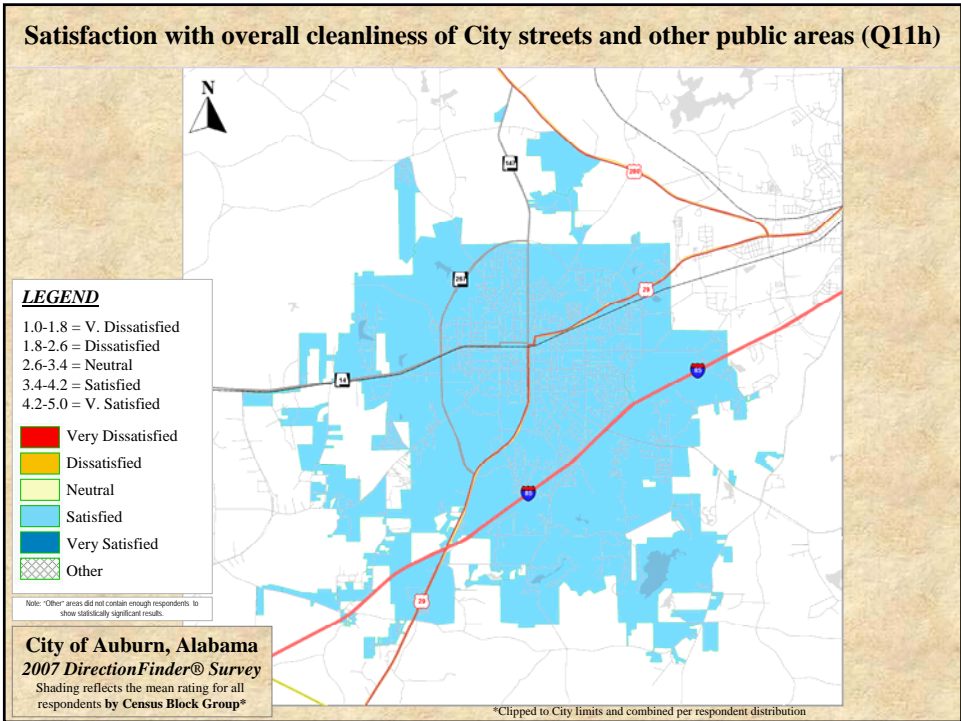
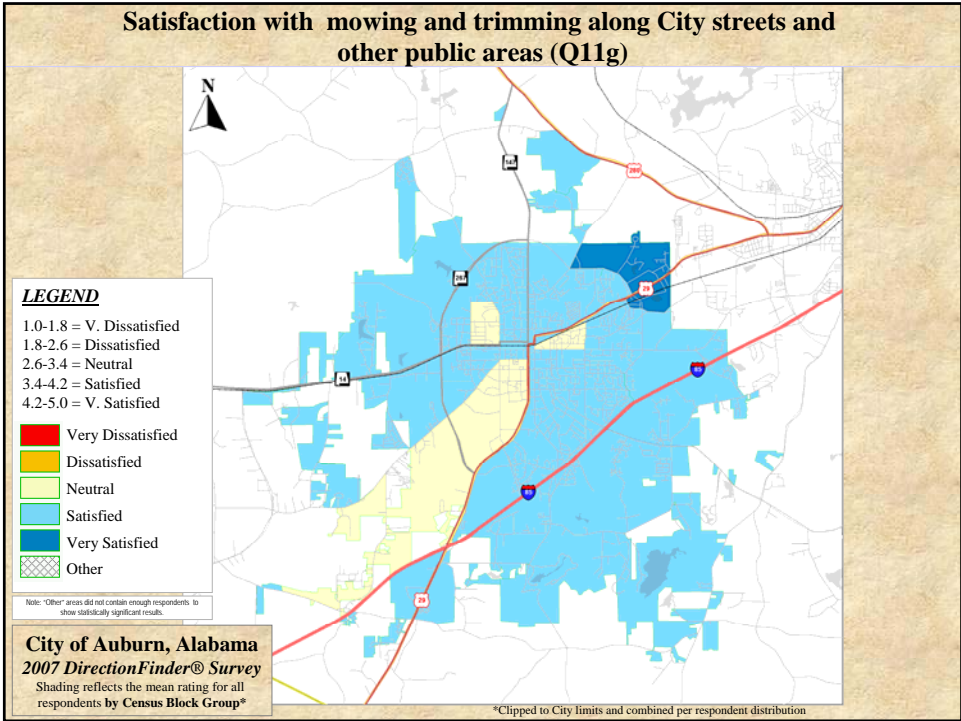


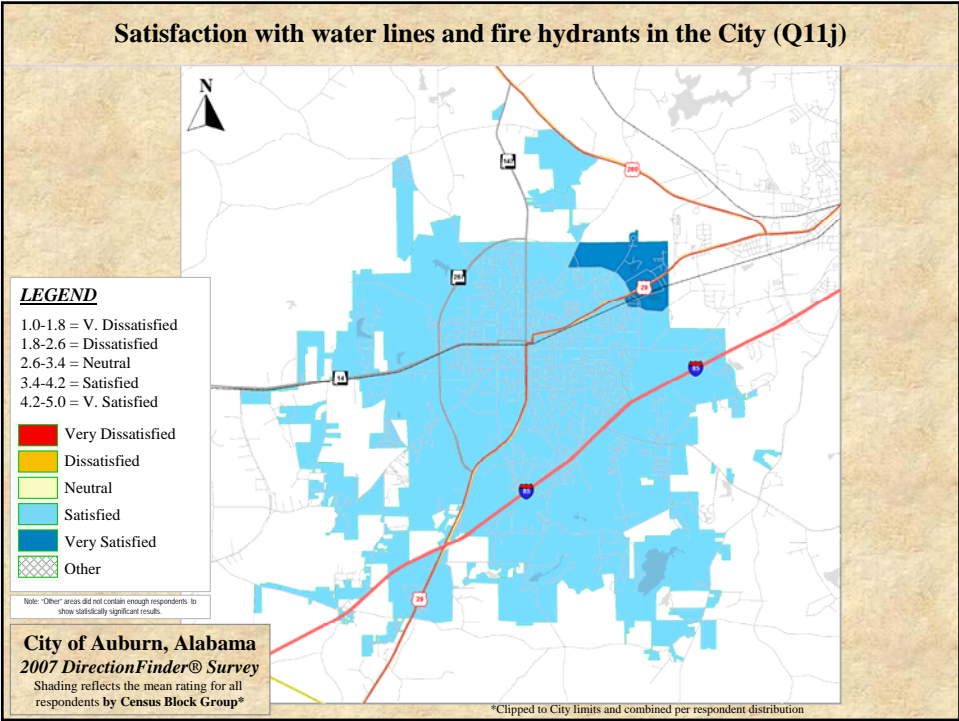
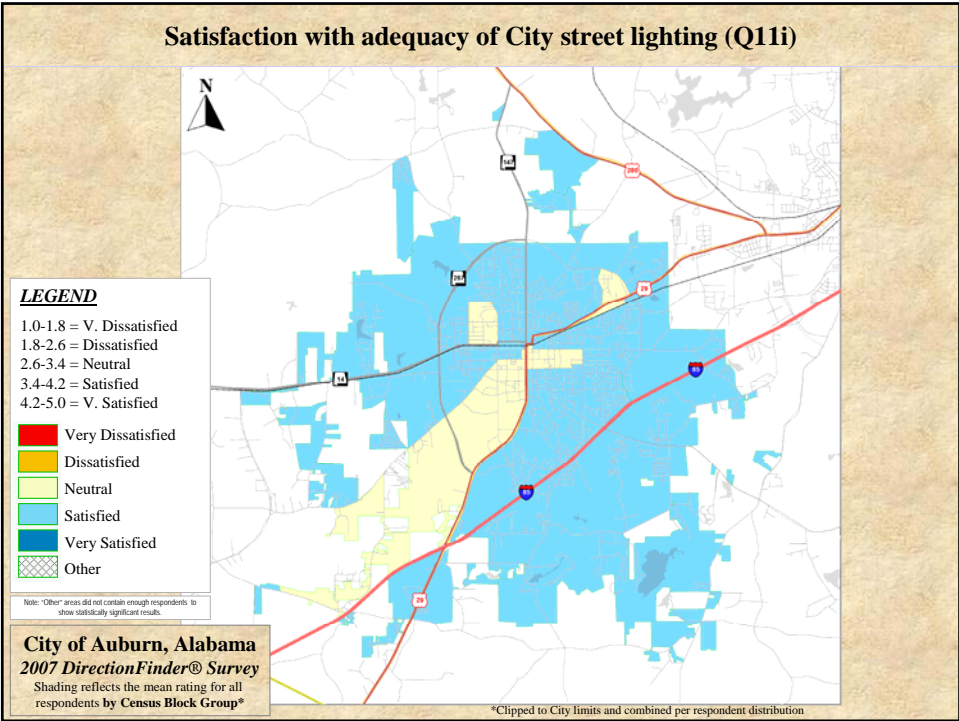


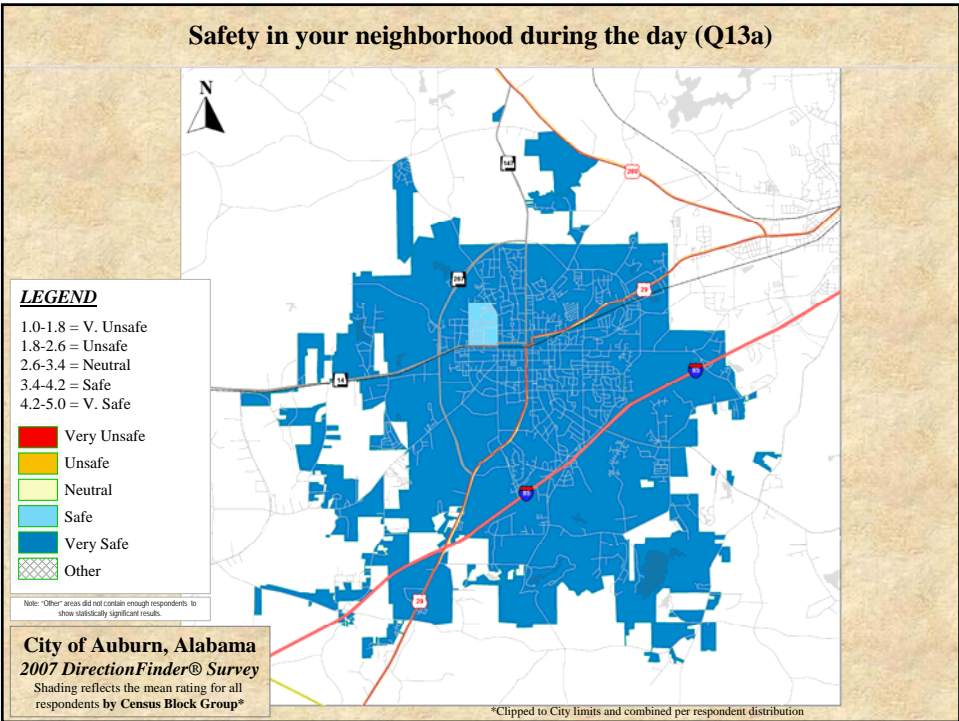
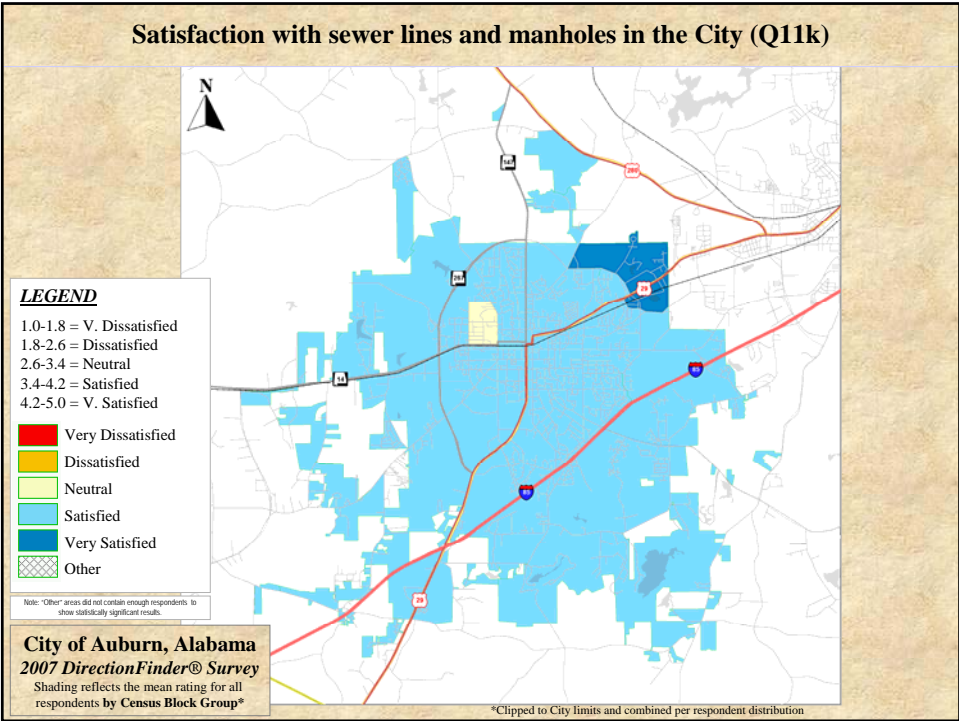


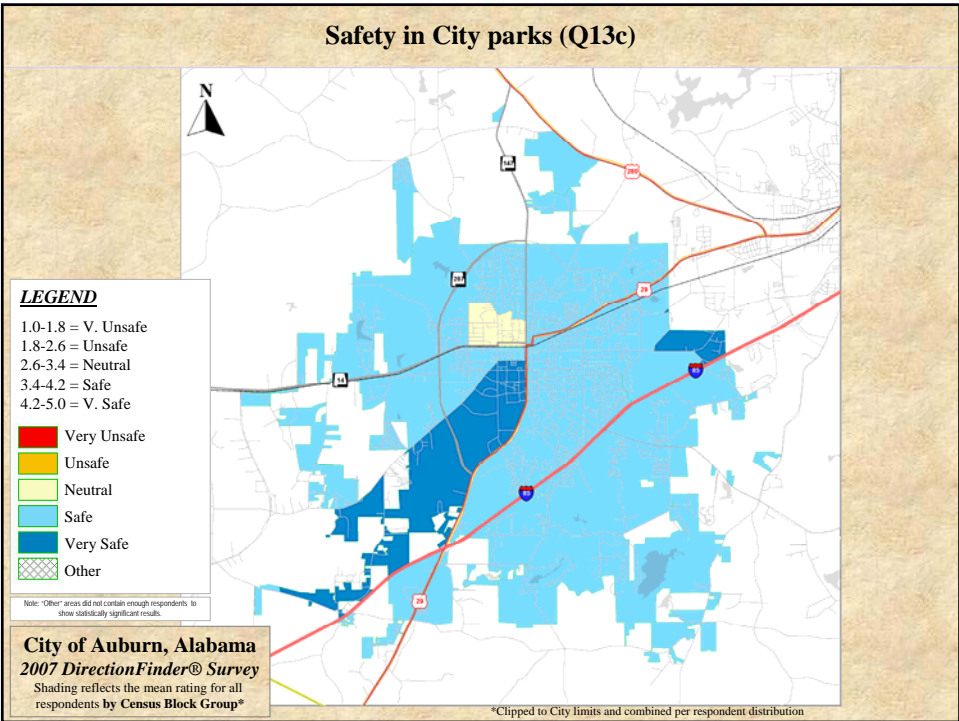
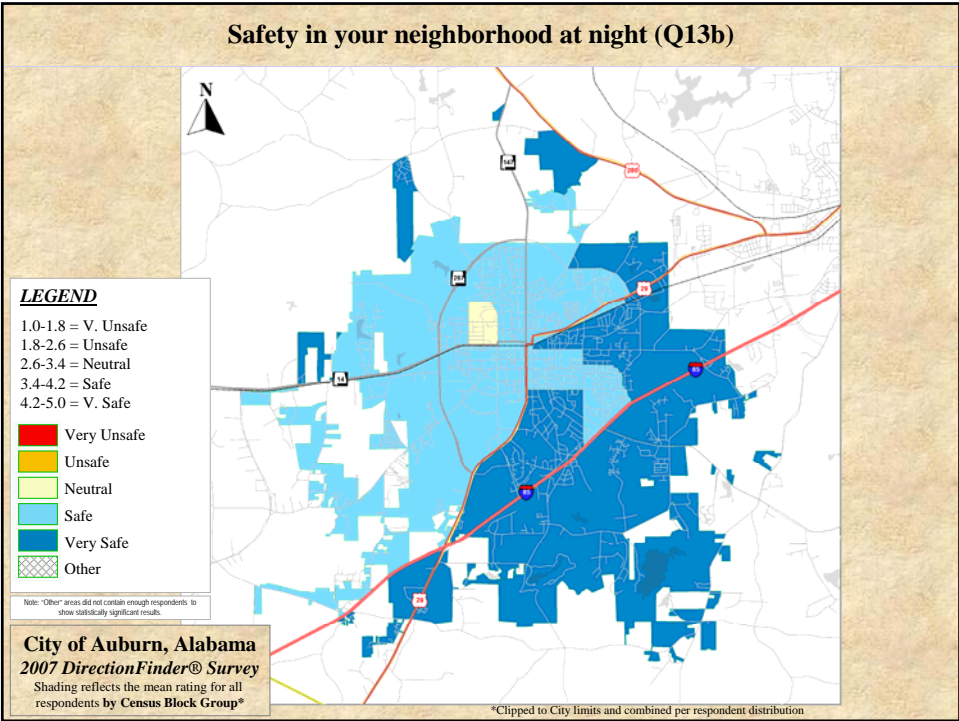


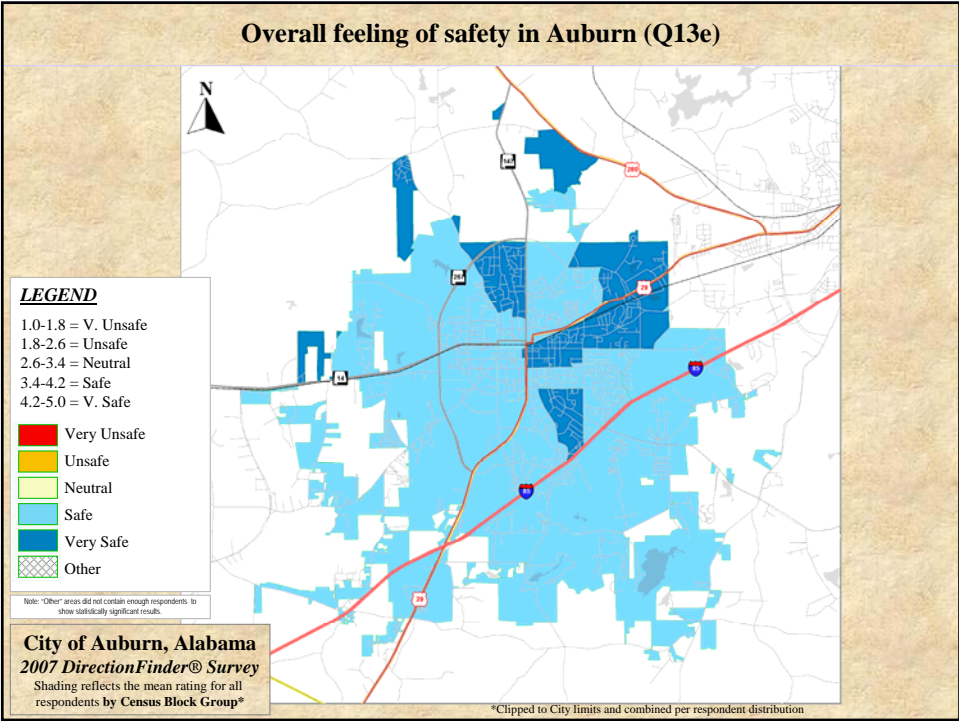
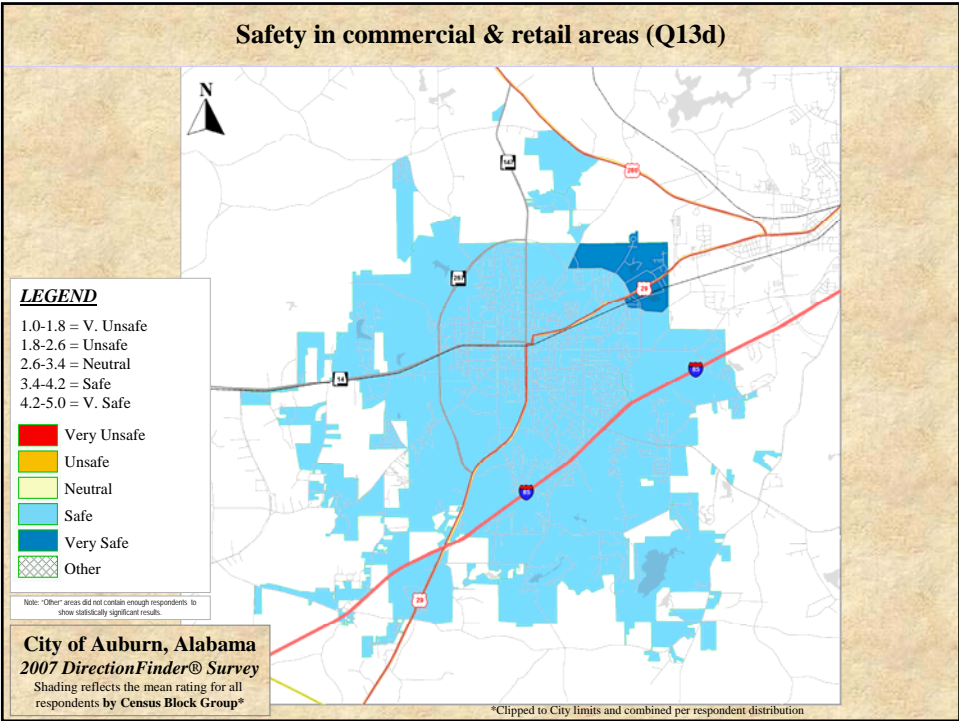


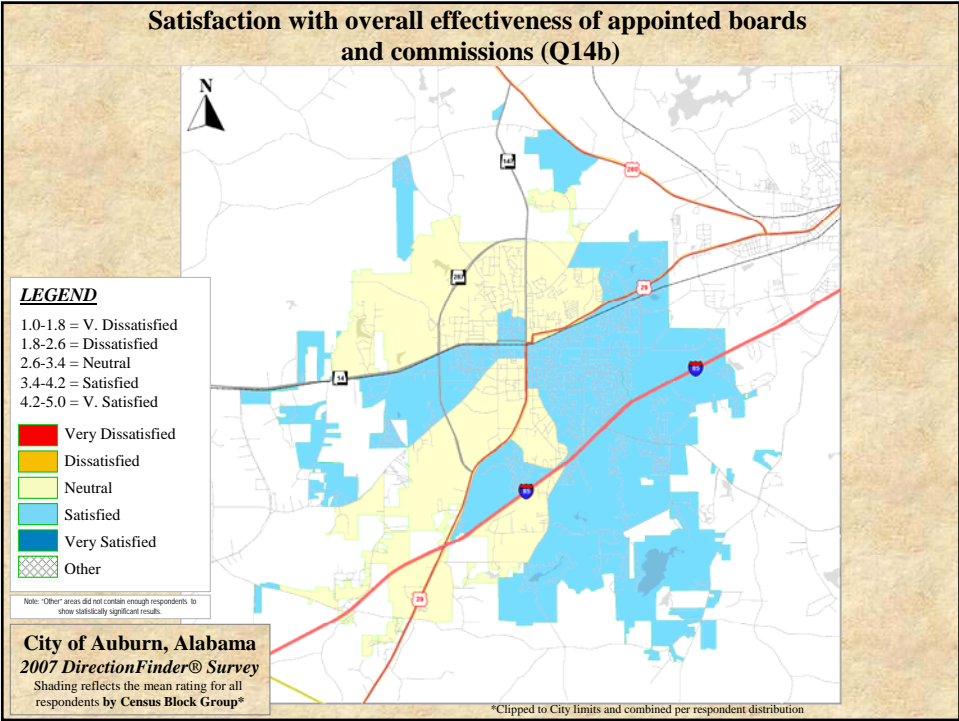
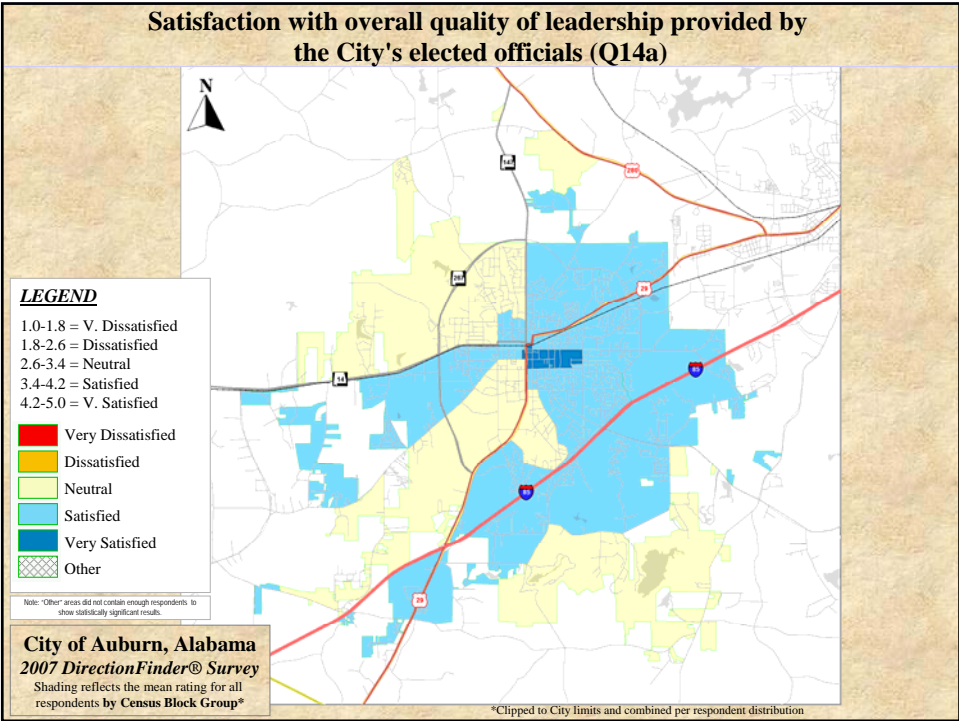


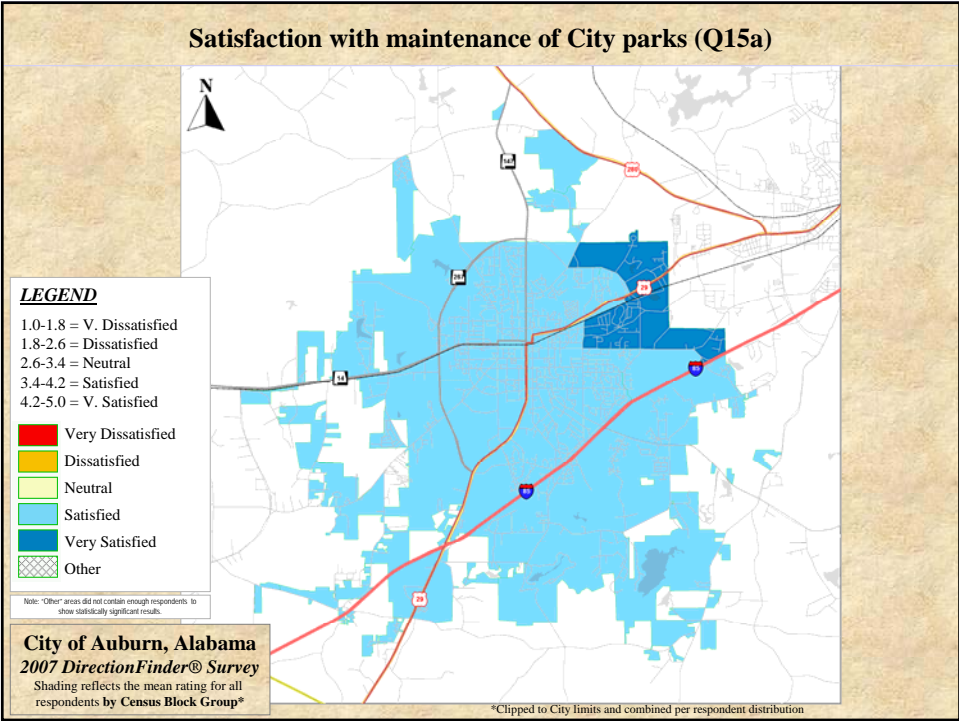
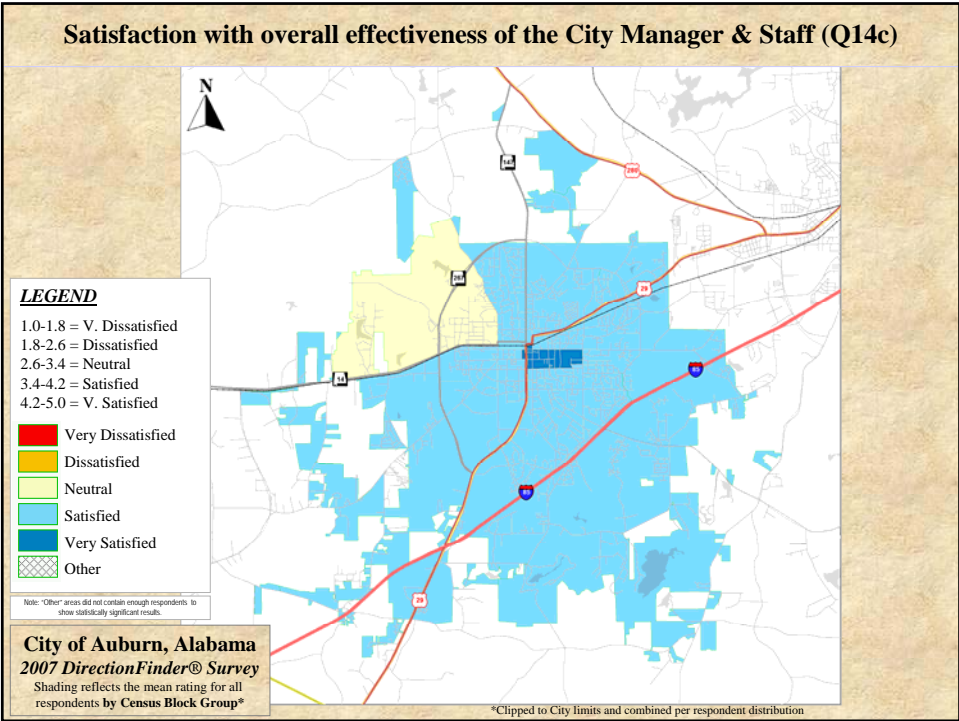


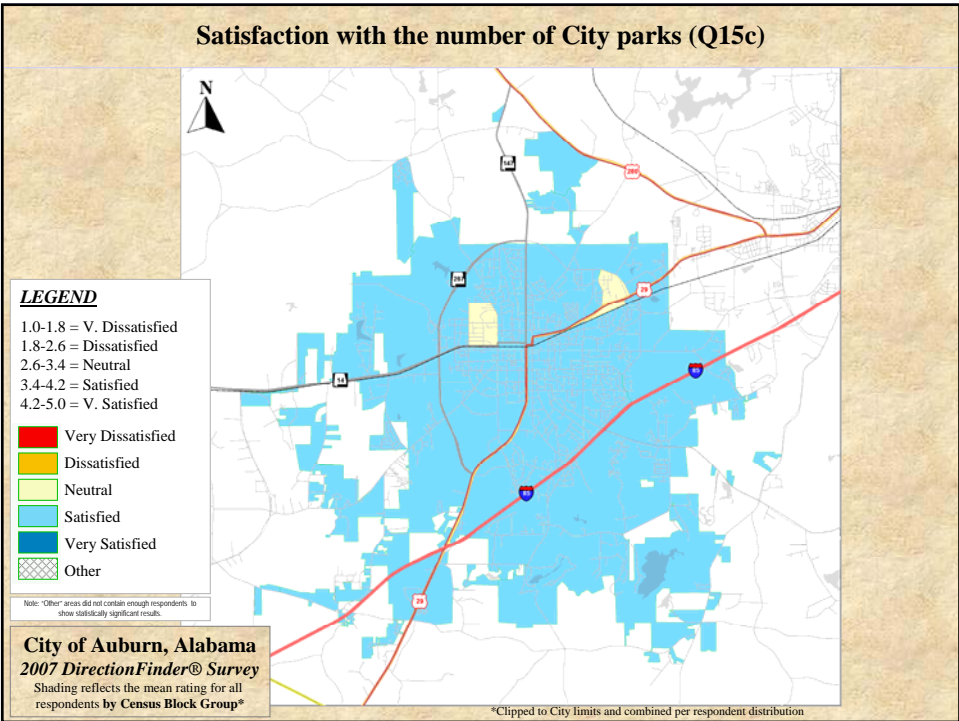
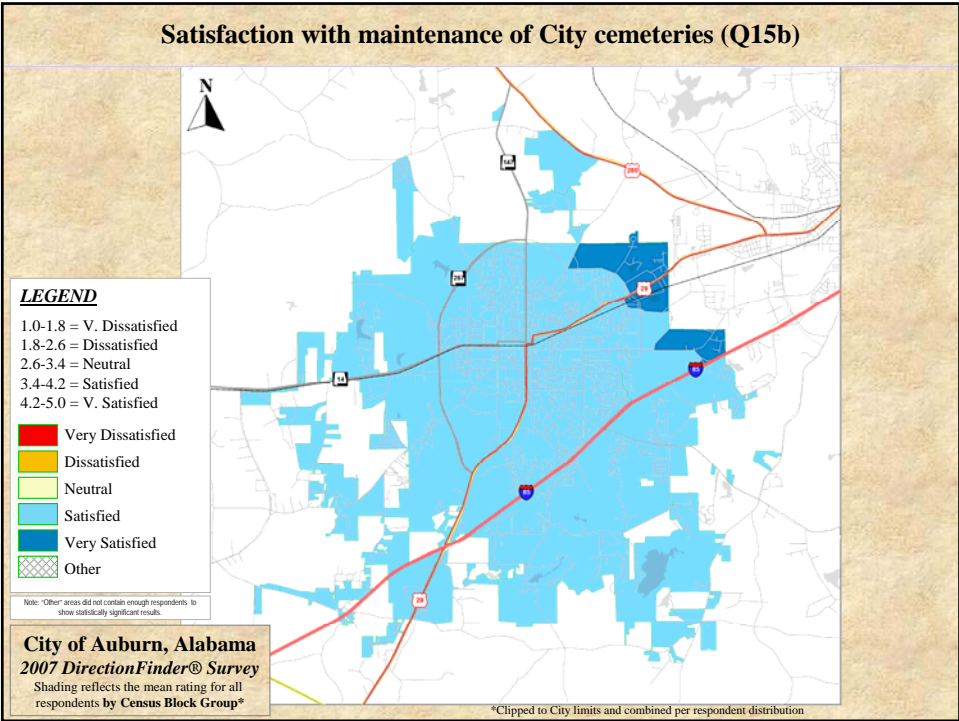


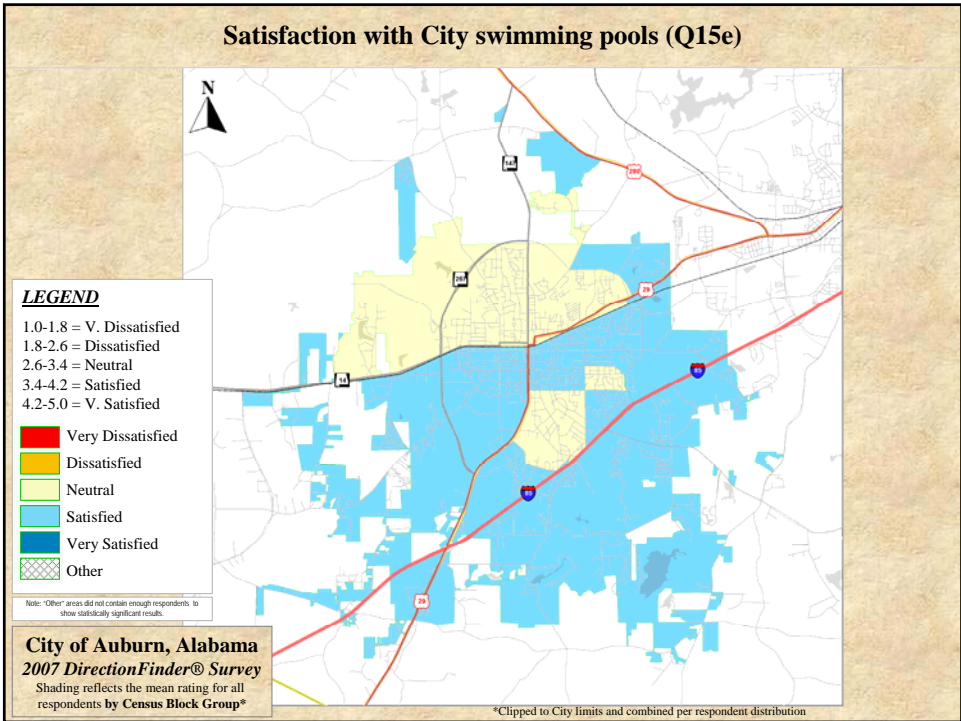
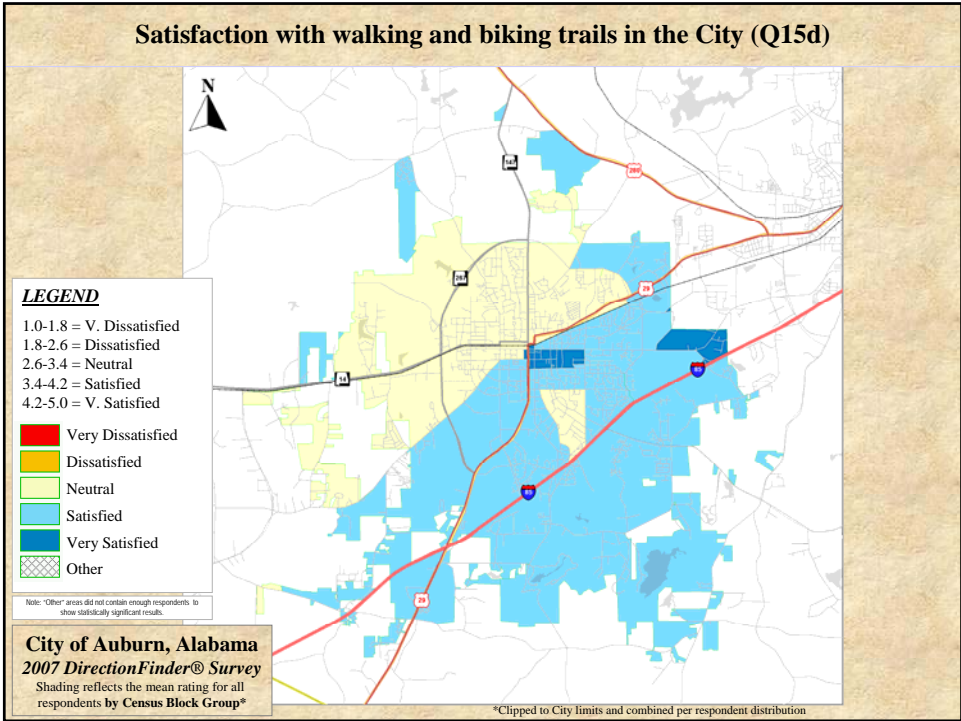


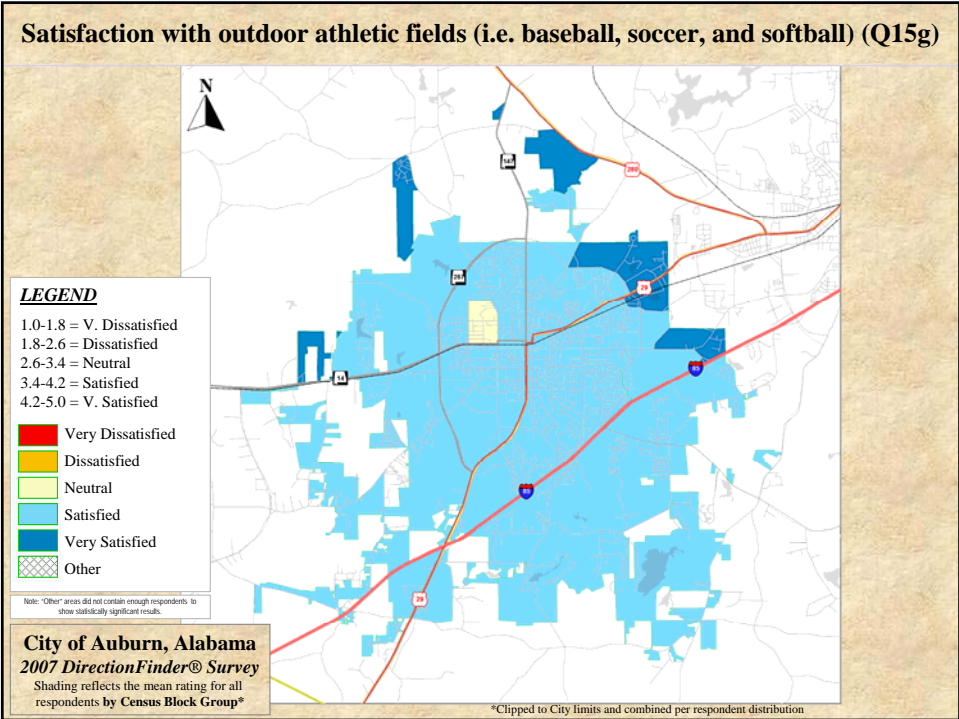
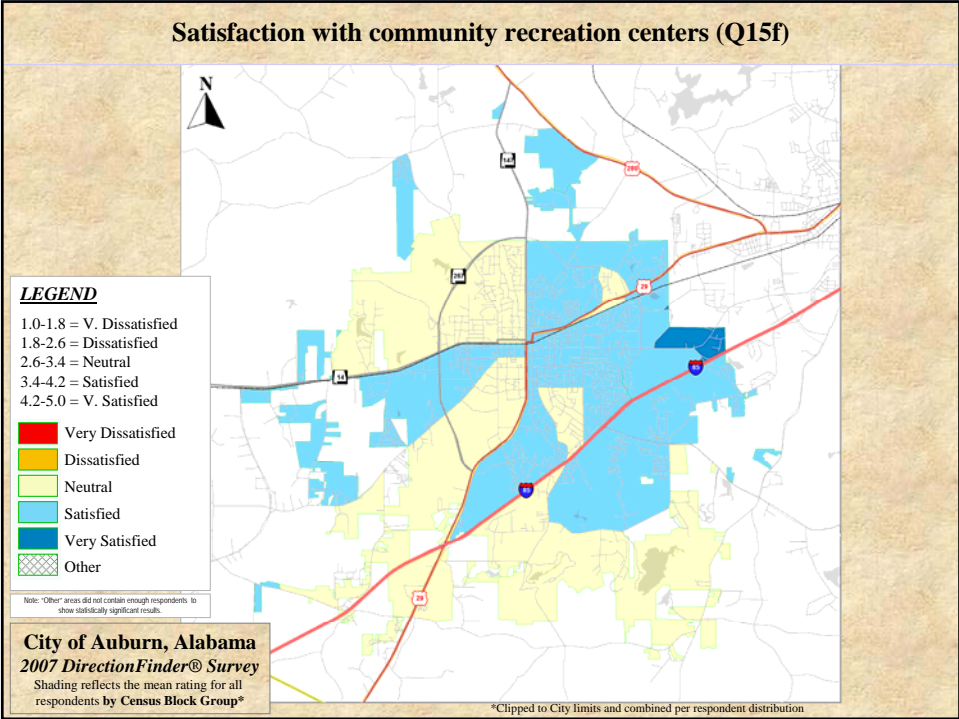


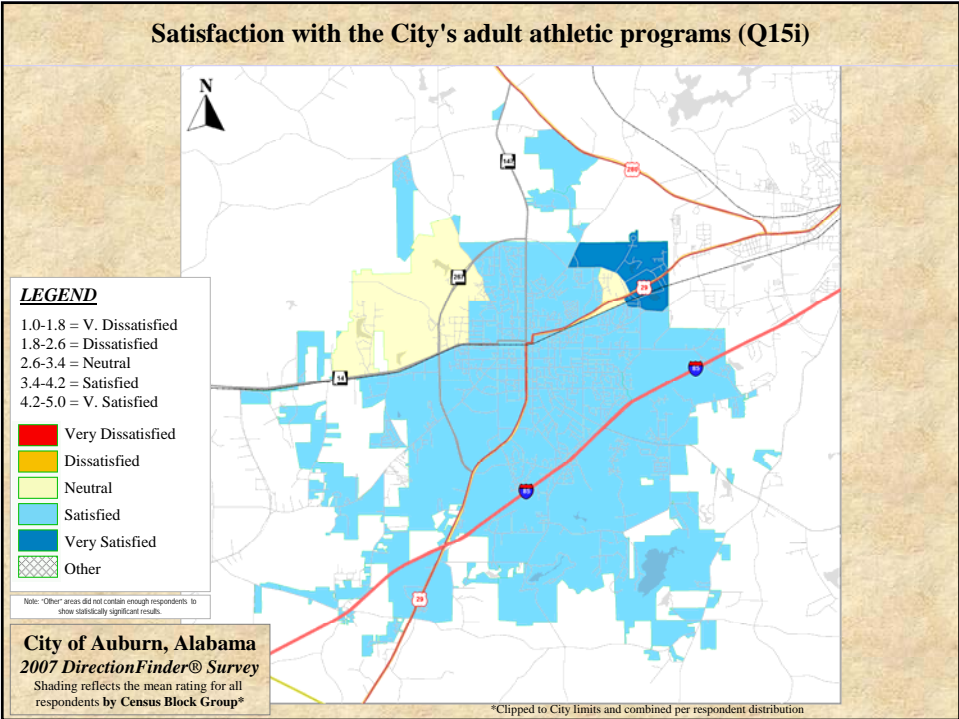
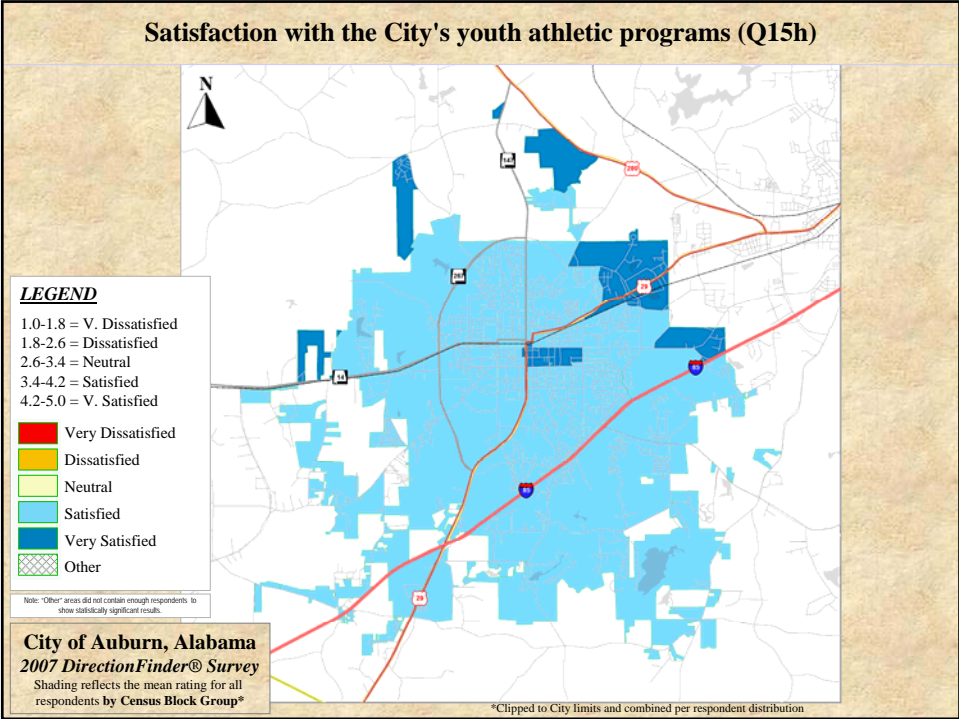


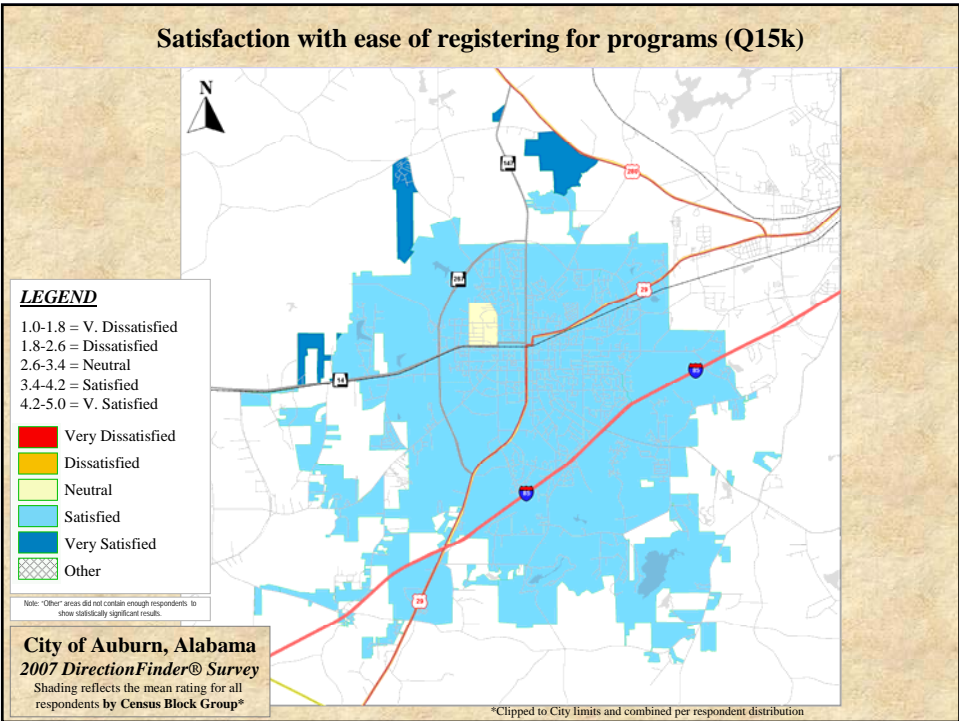
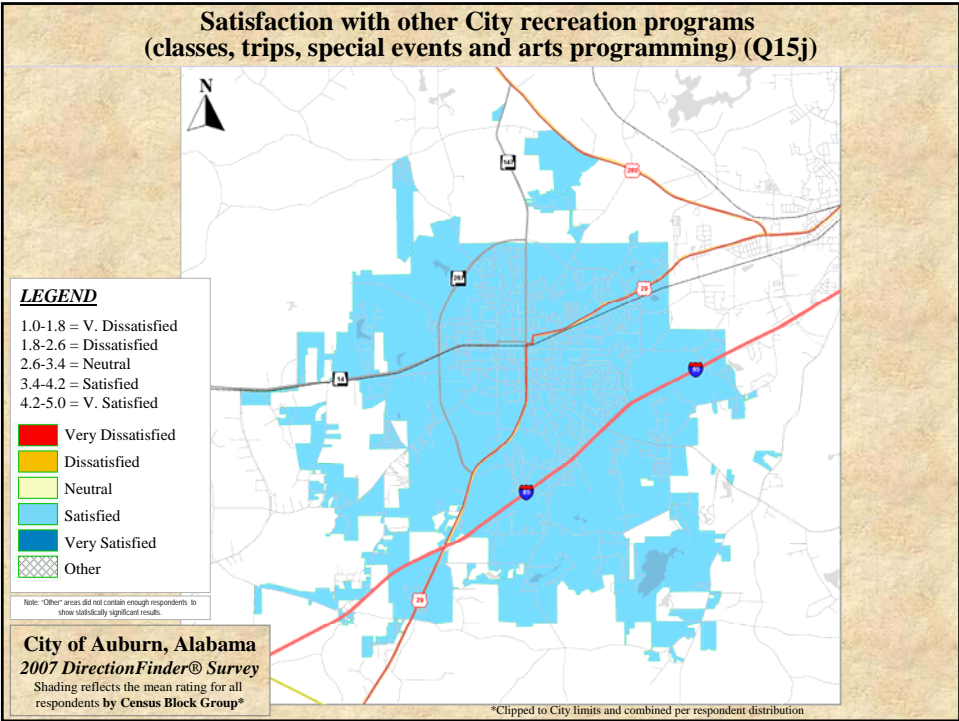


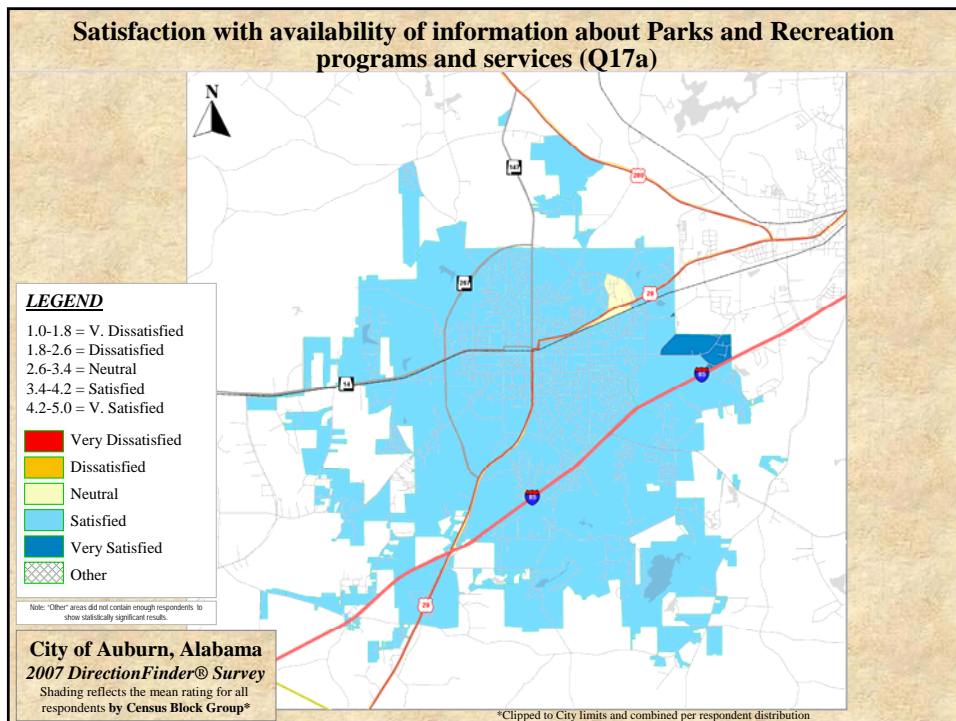
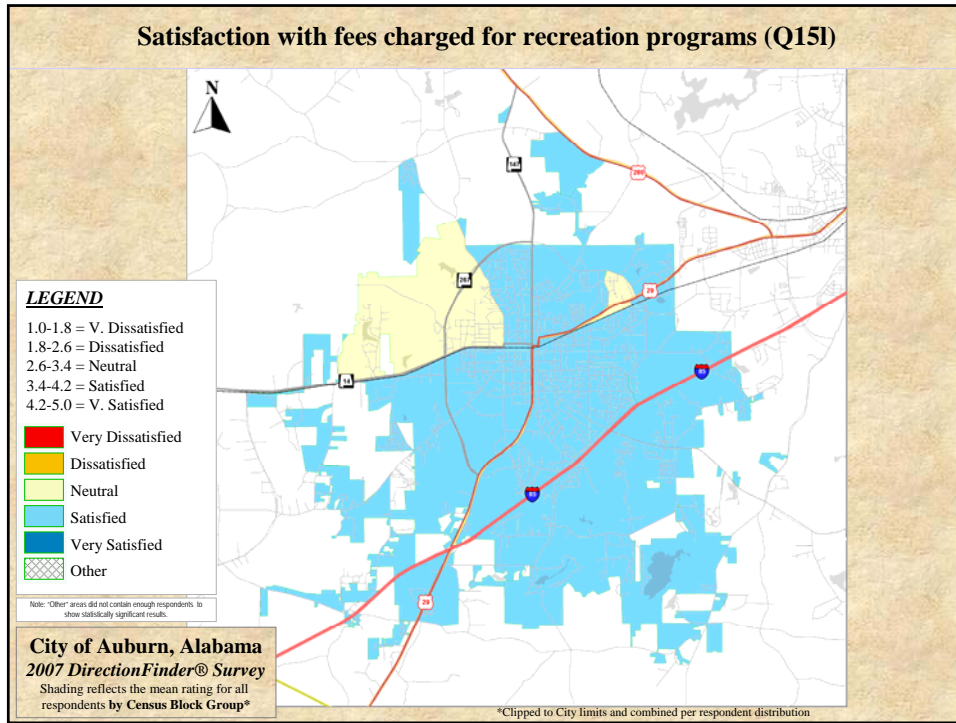


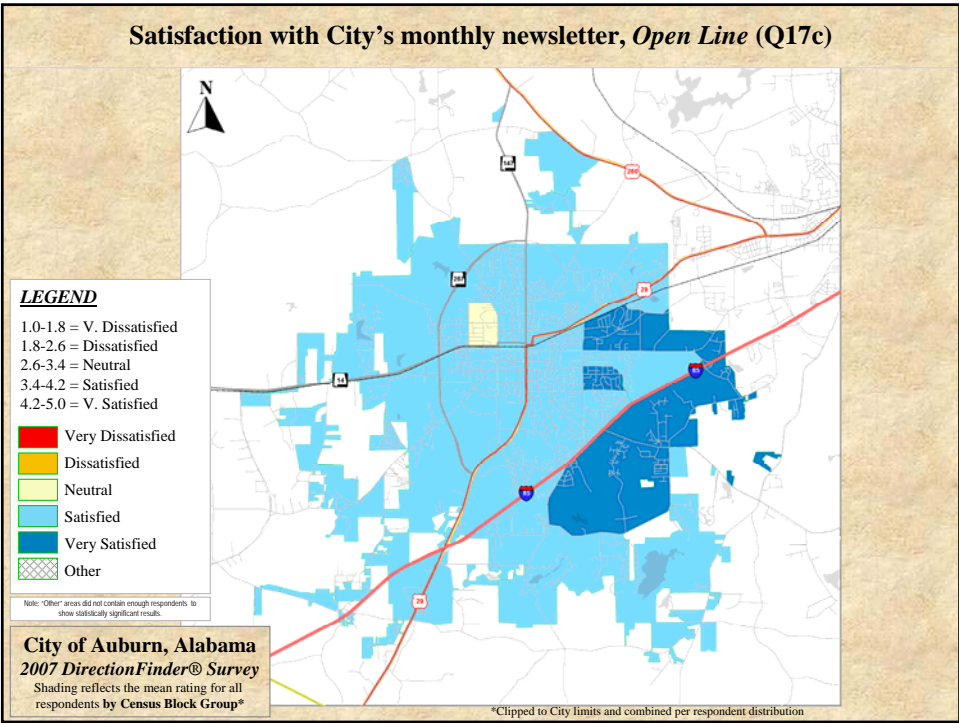
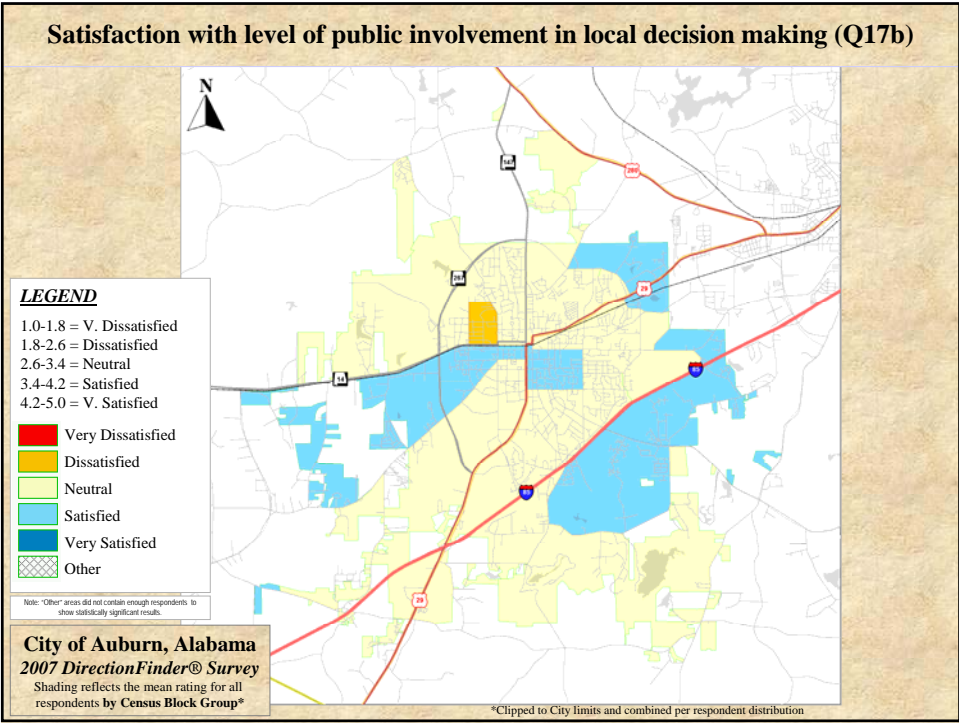


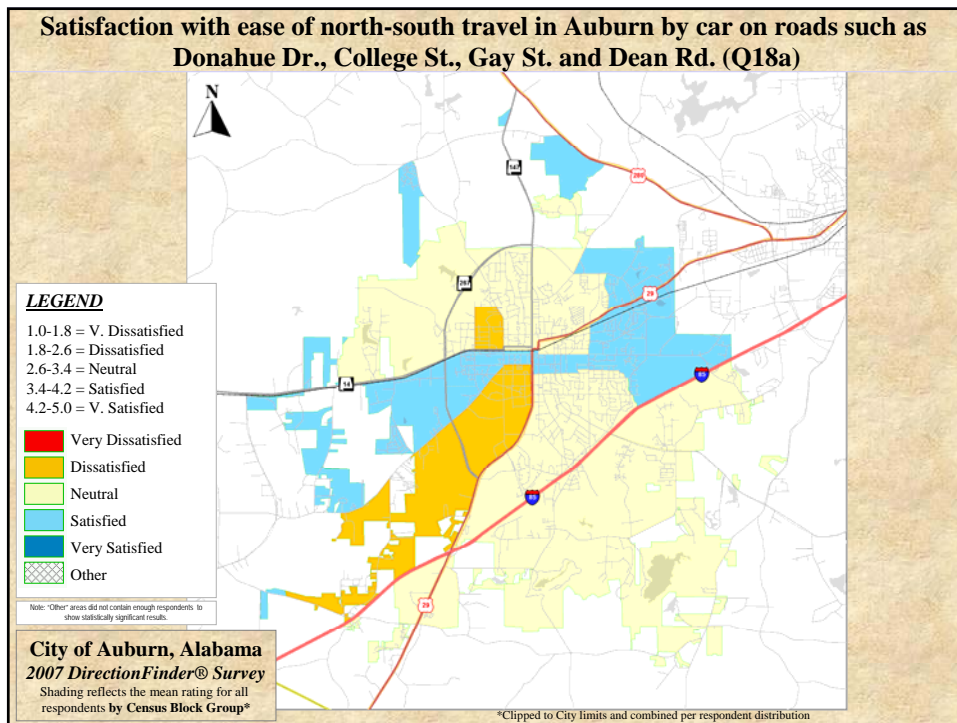
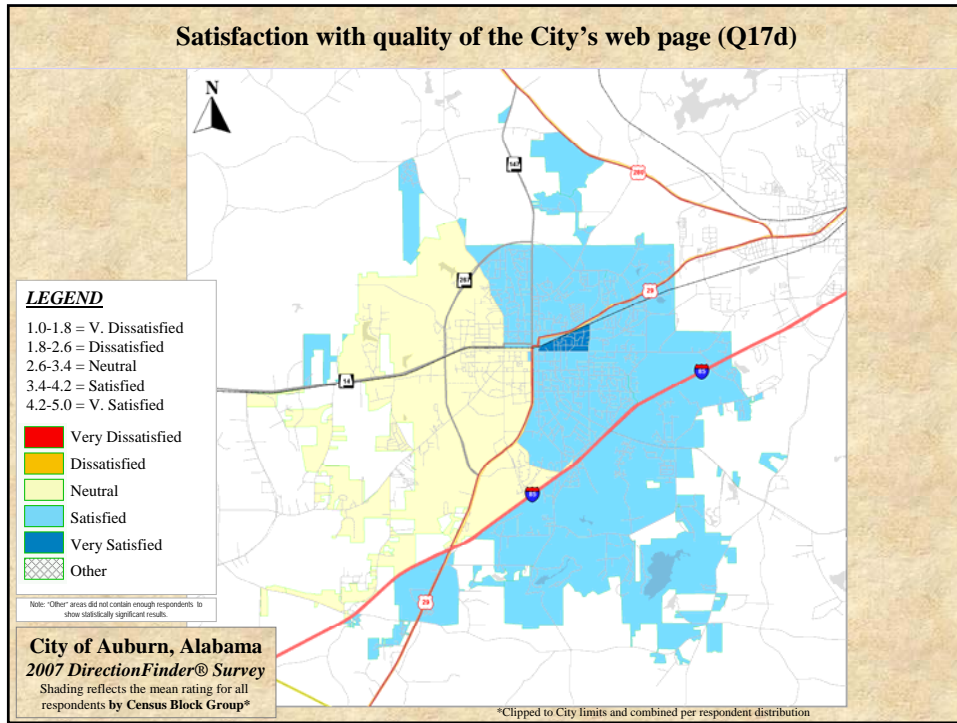


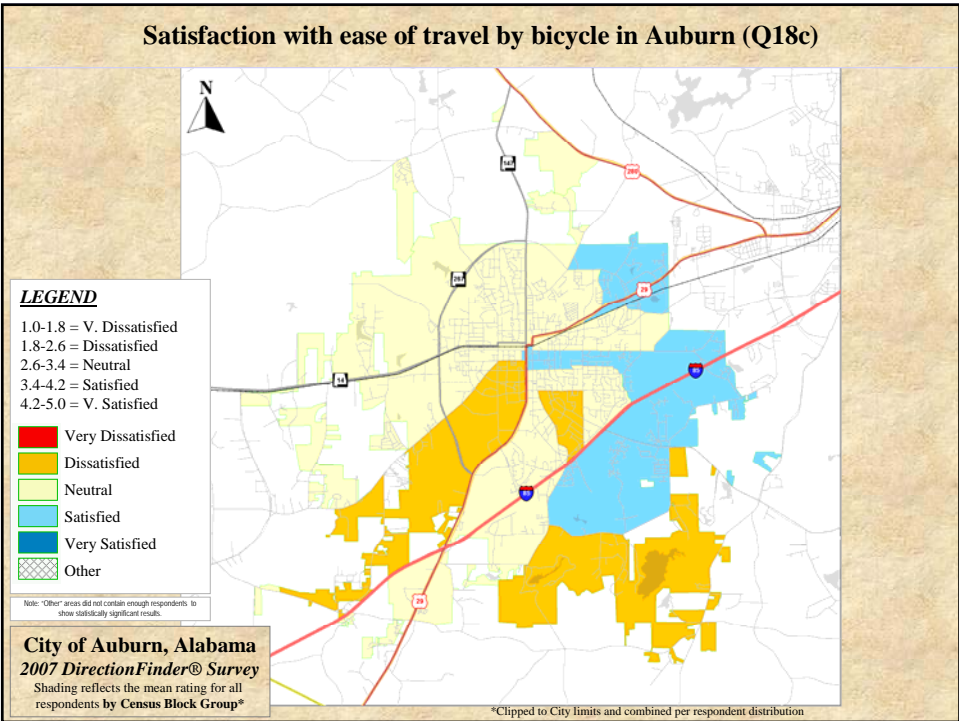
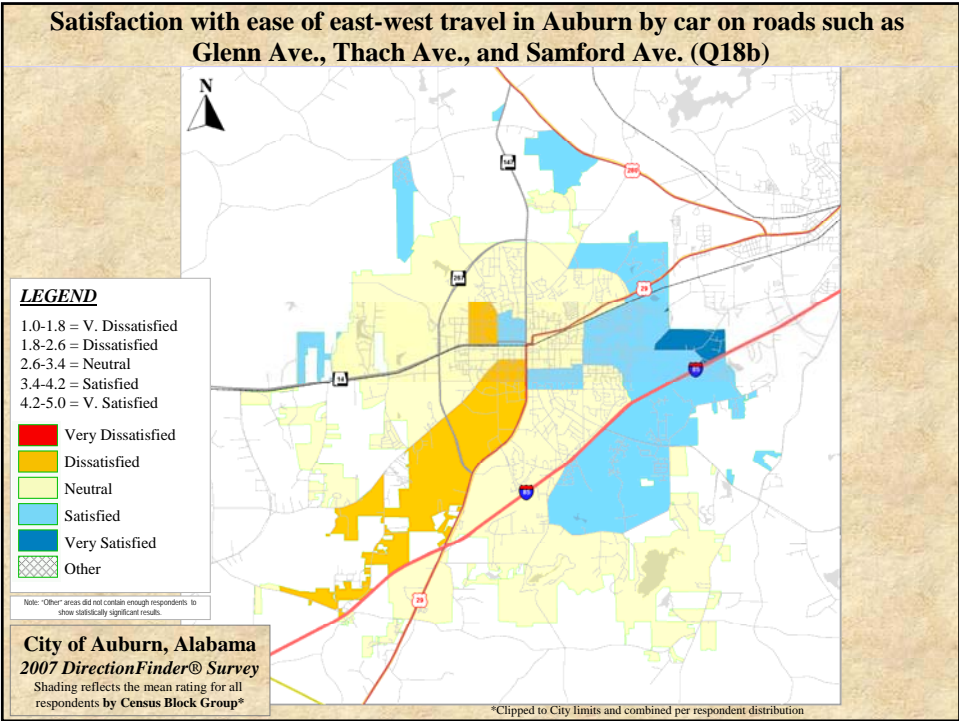


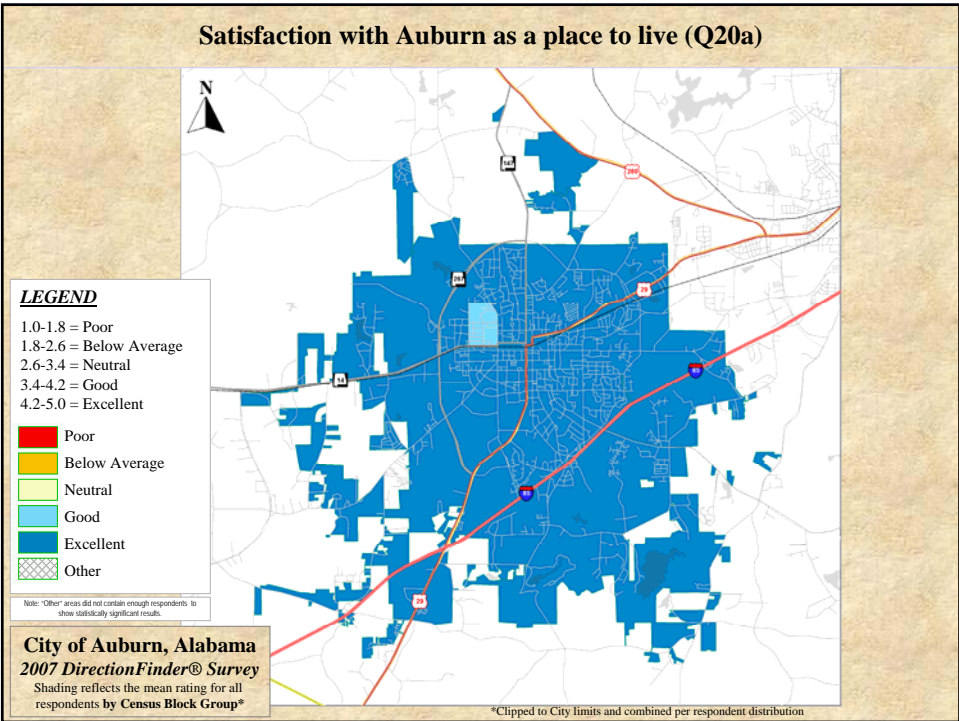
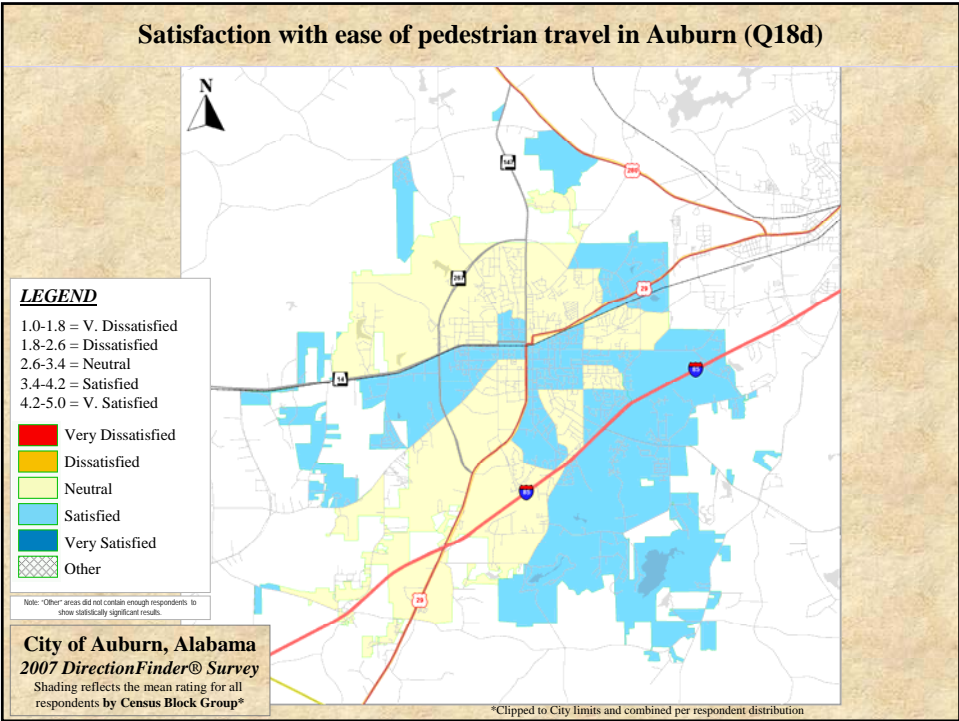


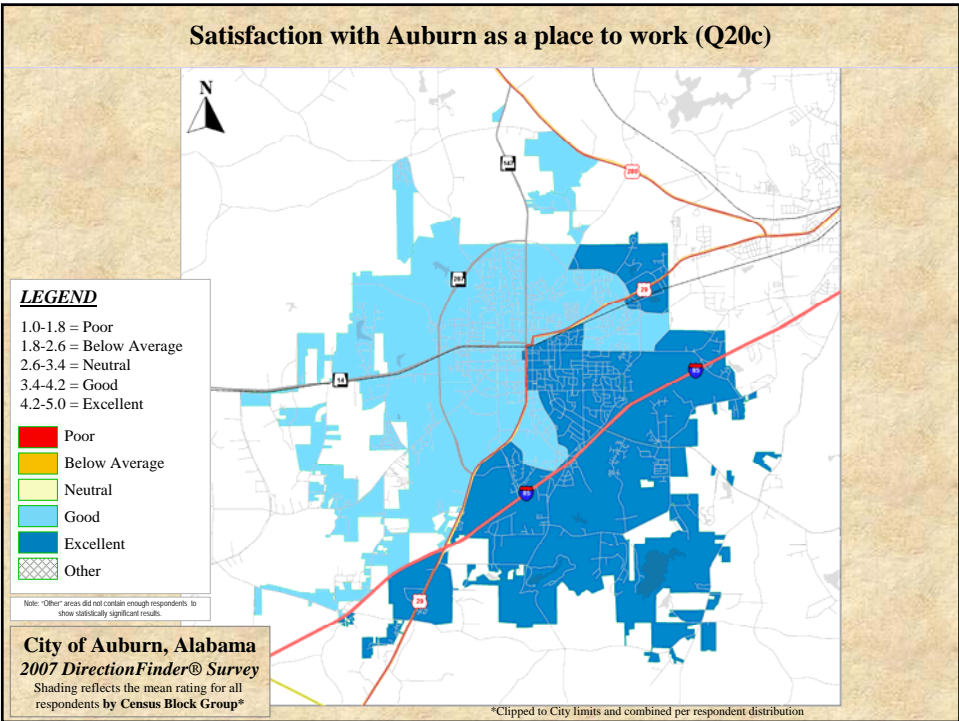
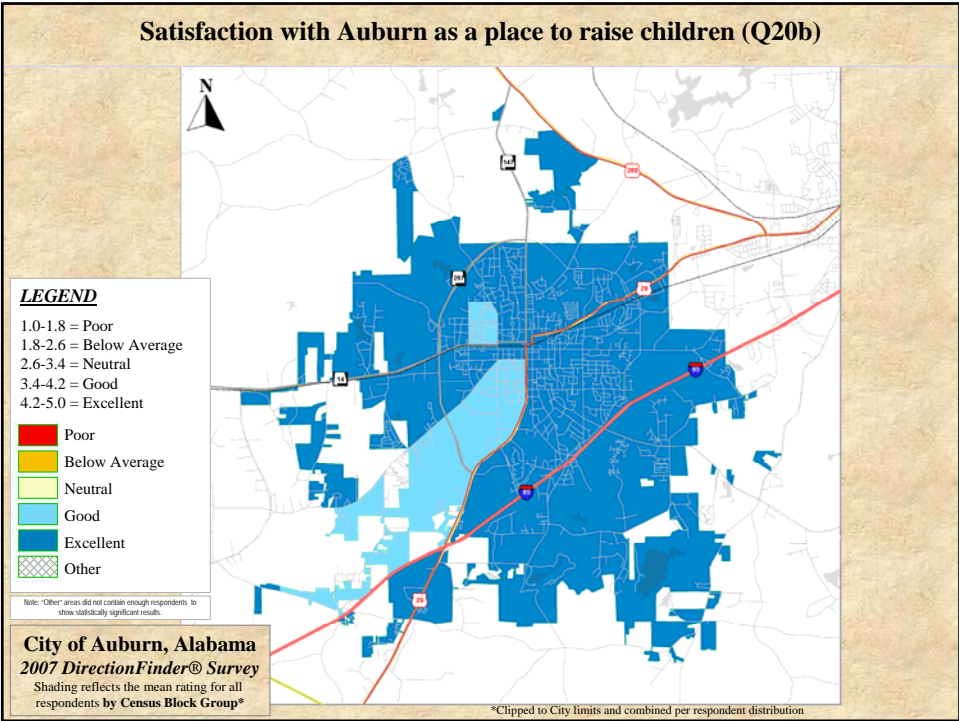












Section 4:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Auburn, Alabama

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifteen percent (15%) selected *parks programs and facilities* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 81% of the residents survey rated the city's overall performance in *parks and recreation* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *parks programs and facilities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 15% was multiplied by 19% (1-0.81). This calculation yielded an I-S rating of 0.0282, which was ranked eighth out of ten major 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 that they are positively satisfied with the delivery of the service.

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

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

Interpreting the Ratings

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

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

The results for Auburn are provided on the following page.

Importance-Satisfaction Rating

City of Auburn

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic/congestion in Auburn	64%	1	43%	10	0.3684	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of City streets/buildings/facilities	45%	2	60%	7	0.1771	2
Enforcement of city codes and ordinances	28%	4	52%	9	0.1375	3
Quality of stormwater runoff/stormwater mgmt	25%	6	57%	8	0.1081	4
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communication with public	20%	7	61%	6	0.0770	5
Quality of police, fire and ambulance	27%	5	86%	3	0.0366	6
Quality of the City of Auburn's School system	35%	3	91%	1	0.0298	7
Quality of City parks programs/facilities	15%	8	81%	4	0.0282	8
Customer service from City employees	8%	9	74%	5	0.0197	9
Overall quality of City library facilities/services	6%	10	88%	2	0.0074	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Walking and biking trails in the City	32%	1	61%	10	0.1254	1
<u>Medium Priority (IS <.10)</u>						
Community recreation centers	20%	4	53%	11	0.0917	2
The number of City parks	21%	3	64%	8	0.0743	3
City swimming pools	10%	7	50%	12	0.0524	4
Maintenance of City parks	26%	2	84%	1	0.0416	5
City's youth athletic programs	15%	5	79%	3	0.0317	6
Other City recreation programs	9%	8	65%	6	0.0301	7
Fees charged for recreation programs	8%	9	64%	7	0.0268	8
Maintenance of City cemeteries	10%	6	78%	4	0.0230	9
City's adult athletic programs	5%	11	61%	9	0.0206	10
Outdoor athletic fields	7%	10	81%	2	0.0133	11
Ease of registering for programs	2%	12	72%	5	0.0060	12

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Enforcement of speed limits in neighborhoods	40%	1	39%	13	0.2452	1
<u>Medium Priority (IS < .10)</u>						
The City's efforts to prevent crime	30%	2	67%	7	0.0995	2
Enforcement of local traffic laws	21%	5	61%	10	0.0819	3
Visibility of police in neighborhoods	23%	4	66%	8	0.0775	4
Quality of local police protection	26%	3	84%	2	0.0410	5
Visibility of police in retail areas	9%	7	63%	9	0.0339	6
Quality of animal control	8%	9	59%	12	0.0324	7
How quickly police respond to emergencies	9%	6	75%	5	0.0235	8
Police safety education programs	3%	12	61%	11	0.0121	9
Quality of local fire protection	9%	8	88%	1	0.0112	10
Quality of local ambulance service	4%	10	75%	4	0.0108	11
How quickly fire division personnel respond	3%	11	82%	3	0.0060	12
Fire safety education programs	2%	13	70%	6	0.0047	13

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of City streets (excl. AU campus)	52%	1	56%	11	0.2272	1
<u>Medium Priority (IS < .10)</u>						
Adequacy of City street lighting	24%	2	64%	10	0.0870	2
Maintenance of City sidewalks (excl. AU campus)	19%	4	65%	9	0.0668	3
Overall cleanliness of City streets/public areas	23%	3	74%	5	0.0615	4
Mowing/trimming of public areas	12%	6	72%	6	0.0324	5
Maintenance of downtown Auburn	14%	5	77%	4	0.0316	6
Maintenance of street signs	10%	7	70%	8	0.0284	7
Maintenance of traffic signals	10%	8	79%	2	0.0204	8
Sewer lines and manholes in the City	6%	10	71%	7	0.0163	9
Water lines and fire hydrants in the City	6%	9	79%	3	0.0127	10
Maintenance of City buildings, such as City Hall	1%	11	83%	1	0.0014	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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Code and Ordinance Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing zoning regulations in the City	48%	1	34%	5	0.3202	1
Enforcing erosion/sediment control regulations	31%	2	33%	6	0.2048	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of unrelated occupancy	26%	4	32%	7	0.1798	3
<u>Medium Priority (IS < .10)</u>						
Enforcing the clean up of litter and debris	30%	3	67%	2	0.0997	4
Enforcement of building codes	17%	5	42%	4	0.0977	5
Enforcing sign regulations in the City	13%	6	57%	3	0.0574	6
Enforcing fire codes & regulations	10%	7	67%	1	0.0310	7

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Utility and Environmental Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Curbside recycling services	32%	2	75%	7	0.0785	1
Quality of water service to your home	39%	1	82%	4	0.0716	2
Wastewater treatment services	27%	3	76%	6	0.0657	3
Yardwaste removal services	22%	5	82%	3	0.0404	4
Residential trash collection services	25%	4	87%	1	0.0315	5
Sanitary sewer service to your home	16%	6	82%	2	0.0281	6
Customer service from the Water Revenue Office	6%	7	77%	5	0.0129	7

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

Most Important %:

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

Satisfaction %:

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

SUPPLEMENT

*Important-Satisfaction
Matrices*

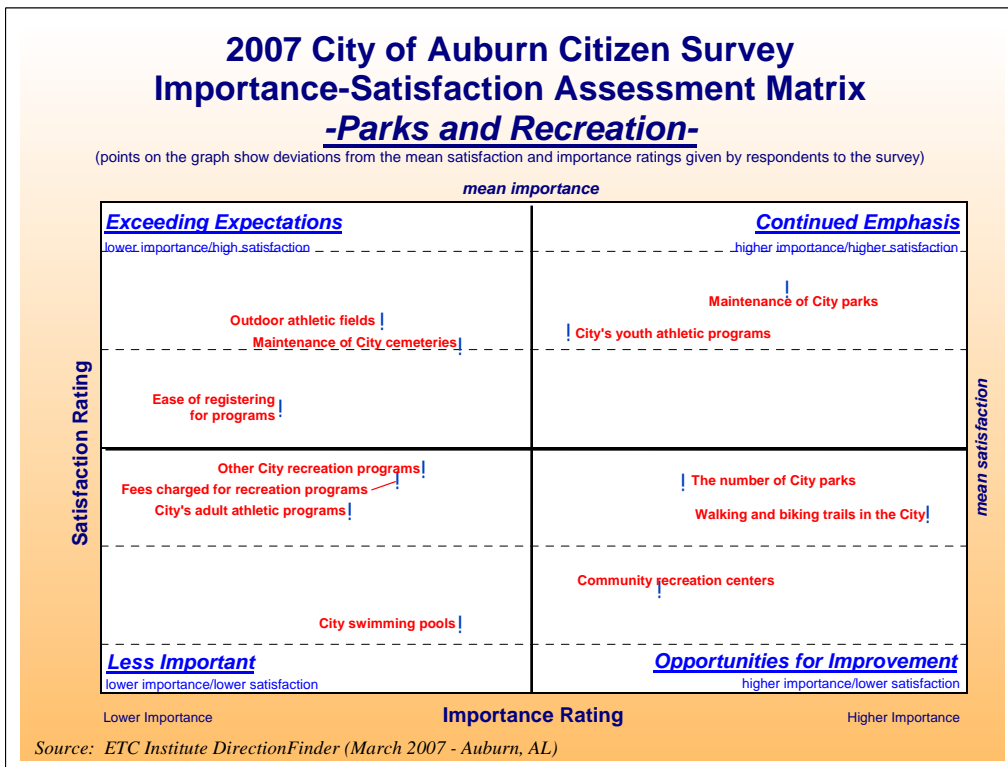
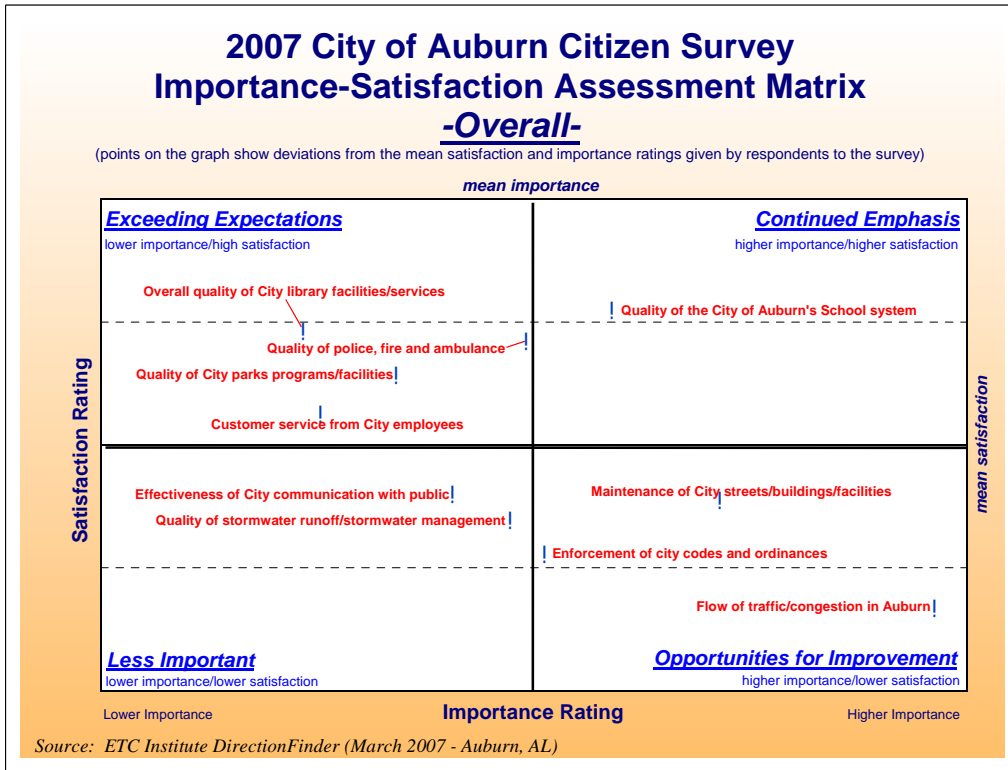
Importance-Satisfaction Matrix Analysis.

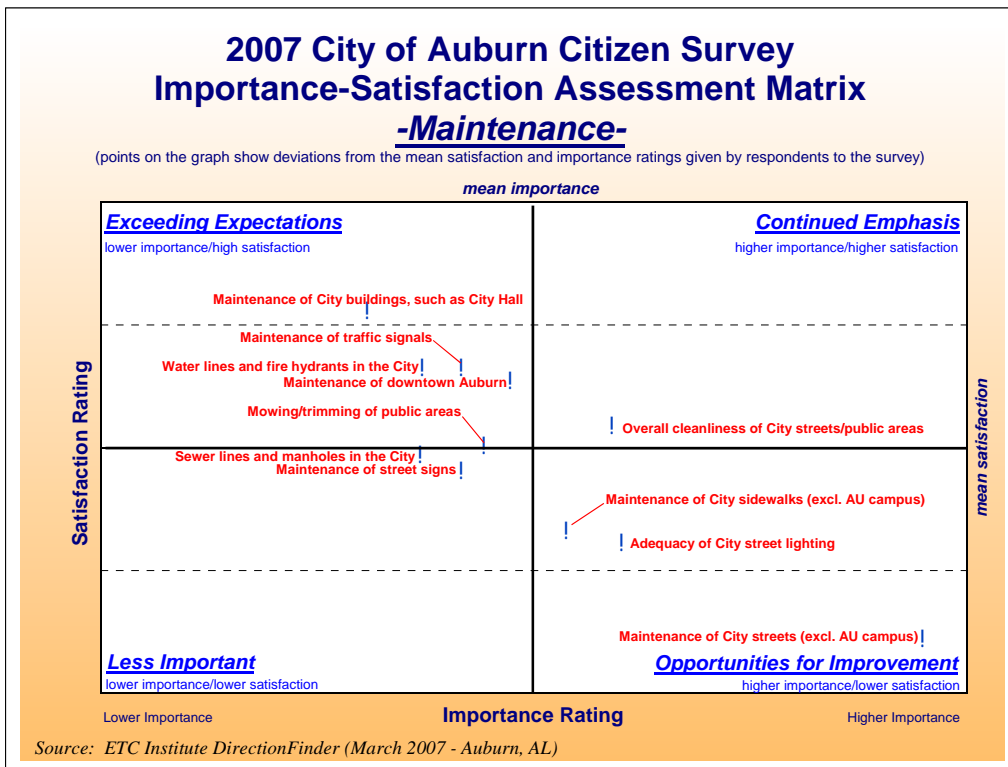
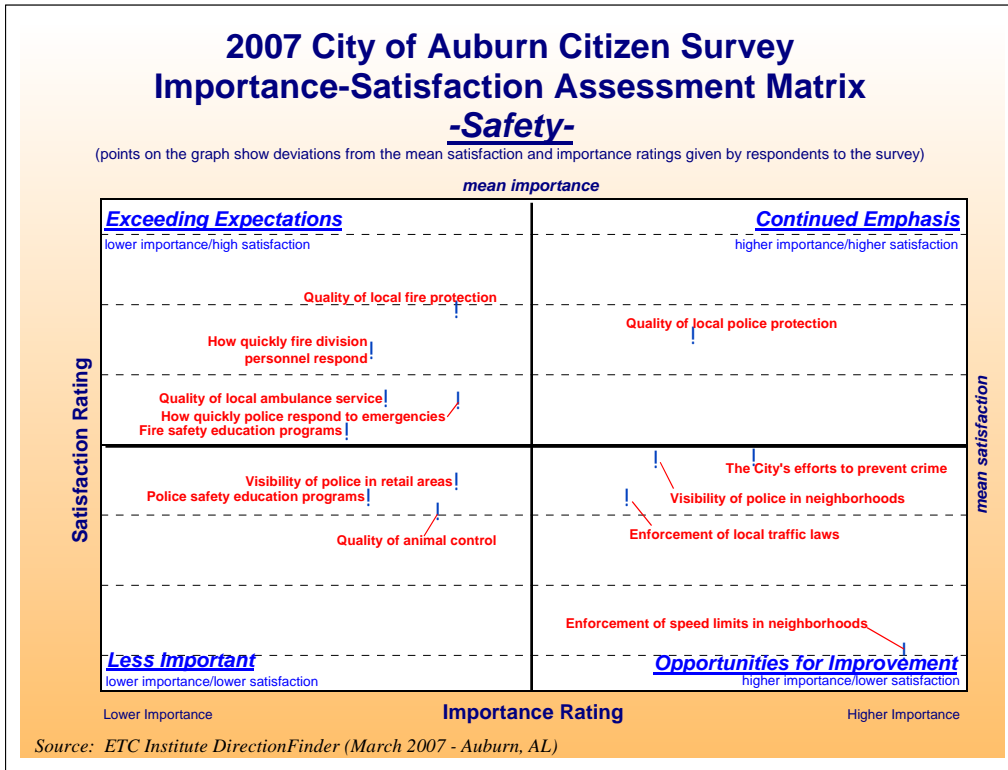
The Importance-Satisfaction matrix is based on the concept that cities will maximize overall satisfaction with city services by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major issues that were assessed on the survey against satisfaction with the City's performance in the area. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

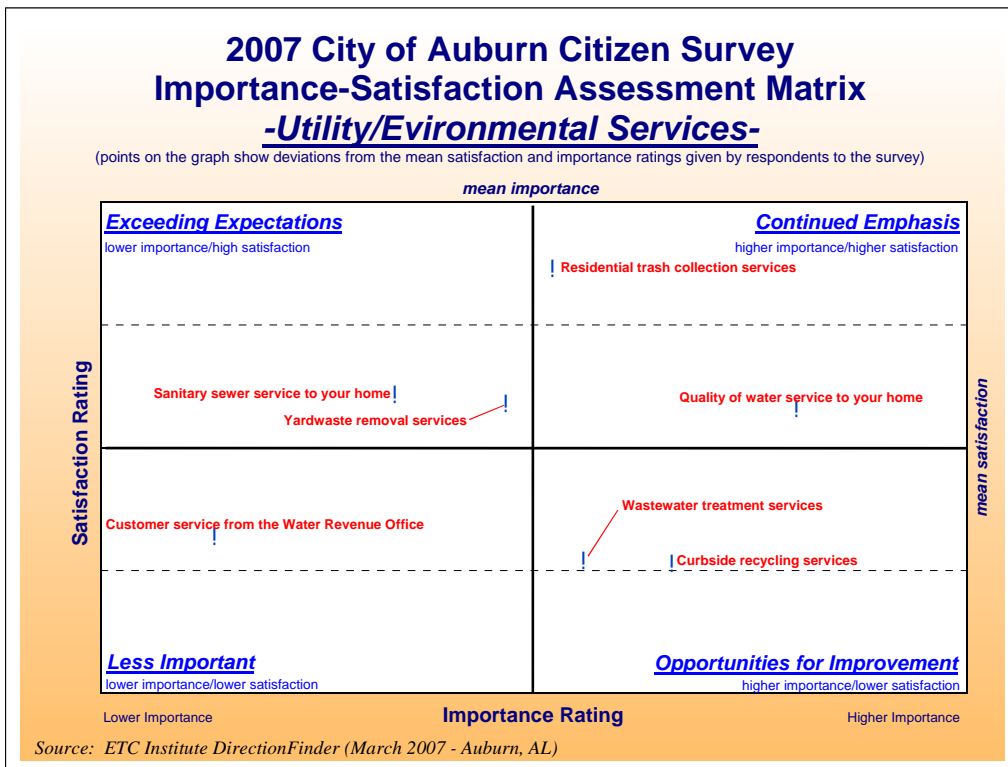
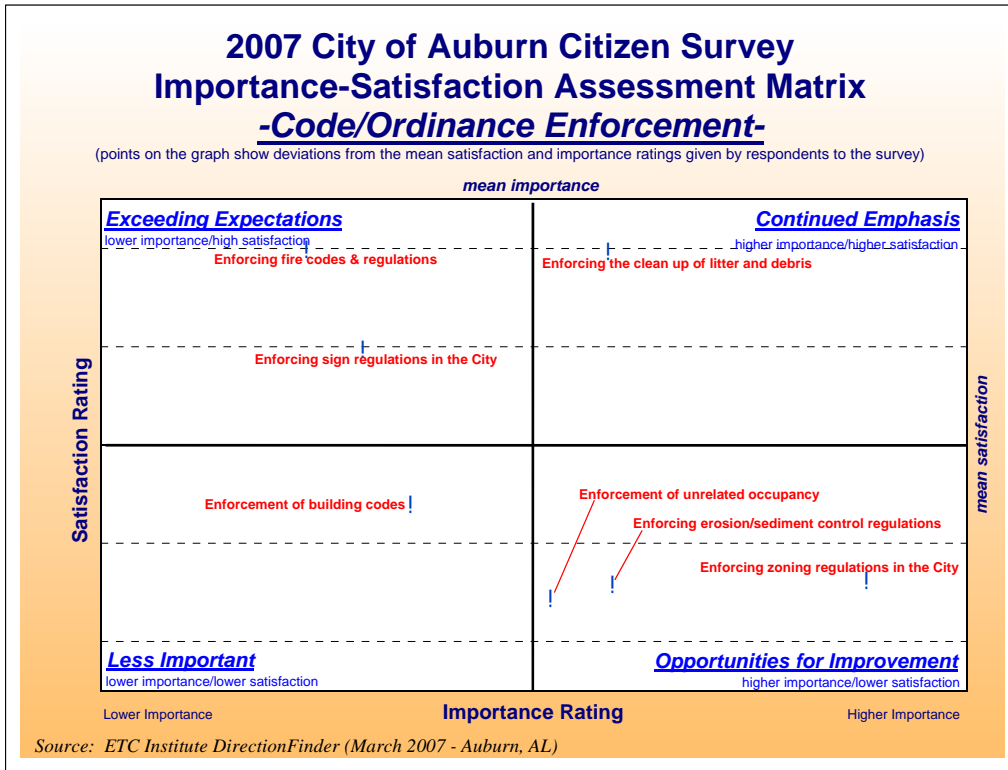
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

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

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







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

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

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q1a Quality of school system	0.7%	1.3%	5.2%	34.2%	43.1%	15.5%
Q1b Quality of police fire & ambulance	0.3%	3.1%	9.5%	46.6%	34.4%	6.1%
Q1c Quality of parks & rec programs & facilities	1.1%	3.6%	13.5%	47.0%	29.2%	5.6%
Q1d Maintenance of streets buildings & facilities	1.6%	12.6%	25.4%	48.7%	11.1%	0.7%
Q1e Enforcement of city codes & ordinances	3.7%	14.4%	26.3%	36.7%	10.7%	8.1%
Q1f Quality of customer service	1.3%	3.6%	19.1%	47.4%	22.6%	6.0%
Q1g Effectiveness of communication with public	3.7%	9.2%	24.7%	42.9%	16.6%	2.9%
Q1h Quality of stormwater runoff/management	4.8%	11.2%	23.5%	40.1%	12.6%	7.9%
Q1i Quality of library facilities & services	0.5%	1.7%	8.5%	40.7%	37.9%	10.5%
Q1j Flow of traffic & congestion management	7.7%	24.0%	24.8%	35.5%	6.9%	0.9%

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

excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of school system	0.8%	1.6%	6.2%	40.4%	51.0%
Q1b Quality of police fire & ambulance	0.3%	3.3%	10.1%	49.6%	36.7%
Q1c Quality of parks & rec programs & facilities	1.1%	3.8%	14.3%	49.8%	31.0%
Q1d Maintenance of streets buildings & facilities	1.6%	12.6%	25.5%	49.1%	11.2%
Q1e Enforcement of city codes & ordinances	4.1%	15.7%	28.6%	40.0%	11.6%
Q1f Quality of customer service	1.4%	3.8%	20.3%	50.4%	24.0%
Q1g Effectiveness of communication with public	3.9%	9.5%	25.4%	44.2%	17.1%
Q1h Quality of stormwater runoff/ management	5.2%	12.2%	25.5%	43.5%	13.6%
Q1i Quality of library facilities & services	0.6%	1.9%	9.6%	45.5%	42.4%
Q1j Flow of traffic & congestion management	7.8%	24.3%	25.1%	35.8%	7.0%

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

Q2 1 st choice	Number	Percent
A=Quality of School system	161	21.5 %
B=Quality of police, fire & ambulance	54	7.2 %
C=Quality of parks & rec programs	21	2.8 %
D=Maintenance of streets, buildings	91	12.1 %
E=Enforcement of codes & ordinances	51	6.8 %
F=Quality of customer service	12	1.6 %
G=Effectiveness of communication	31	4.1 %
H=Quality of stormwater runoff/management	52	6.9 %
I=Quality of library facilities & services	11	1.5 %
J=Flow of traffic & congestion management	221	29.5 %
Z=None chosen	44	5.9 %
Total	749	100.0 %

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

Q2 2 nd choice	Number	Percent
A=Quality of School system	54	7.2 %
B=Quality of police, fire & ambulance	77	10.3 %
C=Quality of parks & rec programs	36	4.8 %
D=Maintenance of streets, buildings	122	16.3 %
E=Enforcement of codes & ordinances	81	10.8 %
F=Quality of customer service	26	3.5 %
G=Effectiveness of communication	56	7.5 %
H=Quality of stormwater runoff/management	77	10.3 %
I=Quality of library facilities & services	17	2.3 %
J=Flow of traffic & congestion management	141	18.8 %
Z=None chosen	62	8.3 %
Total	749	100.0 %

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

Q2 3 rd choice	Number	Percent
A=Quality of School system	44	5.9 %
B=Quality of police, fire & ambulance	69	9.2 %
C=Quality of parks & rec programs	53	7.1 %
D=Maintenance of streets, buildings	121	16.2 %
E=Enforcement of codes & ordinances	81	10.8 %
F=Quality of customer service	20	2.7 %
G=Effectiveness of communication	62	8.3 %
H=Quality of stormwater runoff/management	60	8.0 %
I=Quality of library facilities & services	18	2.4 %
J=Flow of traffic & congestion management	120	16.0 %
Z=None chosen	101	13.5 %
Total	749	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (all three selections)

Q2 all three choices	Number	Percent
A = Quality of School system	259	34.6 %
B = Quality of police, fire & ambulance	200	26.7 %
C = Quality of parks & rec programs	110	14.7 %
D = Maintenance of streets, buildings	334	44.6 %
E = Enforcement of codes & ordinances	213	28.4 %
F = Quality of customer service	58	7.7 %
G = Effectiveness of communication	149	19.9 %
H = Quality of stormwater runoff/management	189	25.2 %
I = Quality of library facilities & services	46	6.1 %
J = Flow of traffic & congestion management	482	64.4 %
Z = None chosen	44	5.9 %
Total	2084	

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

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q3a Value that you receive for tax dollars & fees	1.9%	6.3%	17.6%	51.8%	19.8%	2.7%
Q3b Image of the city	0.7%	6.4%	14.2%	49.5%	27.6%	1.6%
Q3c Quality of life in the city	0.3%	2.5%	10.3%	49.0%	36.8%	1.1%
Q3d Appearance of the city	2.5%	10.9%	17.1%	48.6%	19.8%	1.1%
Q3e Quality of city services	0.8%	2.8%	18.0%	58.1%	19.4%	0.9%

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

excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a Value that you receive for tax dollars & fees	1.9%	6.4%	18.1%	53.2%	20.3%
Q3b Image of the city	0.7%	6.5%	14.4%	50.3%	28.1%
Q3c Quality of life in the city	0.3%	2.6%	10.4%	49.5%	37.2%
Q3d Appearance of the city	2.6%	11.1%	17.3%	49.1%	20.0%
Q3e Quality of city services	0.8%	2.8%	18.2%	58.6%	19.5%

Q4. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, where should City officials concentrate their efforts? Please rank the priority that should be placed on the following seven items. Write "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, and so on. Write "7" to identify the item that should be the LOWEST priority.

(N=749)

	Highest priority 1	2	3	4	5	6	Lowest priority 7	Don't know 9
Q4a City School System	42.6%	15.4%	13.1%	8.5%	7.1%	3.7%	4.0%	5.6%
Q4b Diversified Retail Base	2.7%	5.7%	9.9%	10.0%	12.7%	18.6%	32.6%	7.9%
Q4c Transportation	4.8%	8.8%	11.6%	13.8%	12.8%	19.0%	21.9%	7.3%
Q4d Public Safety Response Times	7.6%	17.1%	17.9%	18.4%	16.0%	10.9%	4.0%	8.0%
Q4e Nat. Resource Protection	9.7%	19.4%	15.1%	14.8%	13.2%	10.9%	9.5%	7.3%
Q4f New Fire Stations	2.1%	6.4%	12.4%	15.2%	21.9%	20.4%	13.4%	8.1%
Q4g Zoning & Land Use	27.0%	23.2%	13.8%	10.4%	7.5%	6.9%	5.5%	5.7%

Q4. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, where should City officials concentrate their efforts? Please rank the priority that should be placed on the following seven items. Write "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, and so on. Write "7" to identify the item that should be the LOWEST priority. excluding don't know

(N=749)

	Highest priority 1	2 2	3 3	4 4	5 5	6 6	Lowest priority 7
Q4a City School System	45.1%	16.3%	13.9%	9.1%	7.5%	4.0%	4.2%
Q4b Diversified Retail Base	2.9%	6.2%	10.7%	10.9%	13.8%	20.1%	35.4%
Q4c Transportation	5.2%	9.5%	12.5%	14.8%	13.8%	20.5%	23.6%
Q4d Public Safety Response Times	8.3%	18.6%	19.4%	20.0%	17.4%	11.9%	4.4%
Q4e Natural Resource Protection	10.5%	20.9%	16.3%	16.0%	14.3%	11.8%	10.2%
Q4f New Fire Stations	2.3%	7.0%	13.5%	16.6%	23.8%	22.2%	14.5%
Q4g Zoning & Land Use	28.6%	24.6%	14.6%	11.0%	7.9%	7.4%	5.8%

Q5. Public Safety Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q5a Quality of local police protection	1.2%	2.8%	11.3%	52.7%	27.9%	4.0%
Q5b Visibility of police in neighborhood	2.4%	9.1%	21.5%	45.7%	19.2%	2.1%
Q5c Visibility of police in retail areas	1.6%	6.5%	27.4%	45.4%	15.5%	3.6%
Q5d How quickly police respond to emergencies	0.9%	1.6%	17.1%	38.7%	19.2%	22.4%
Q5e Efforts to prevent crime	1.6%	5.9%	22.2%	44.1%	15.2%	11.1%
Q5f Police safety education programs	0.5%	3.3%	24.2%	31.1%	12.6%	28.3%
Q5g Enforcement of local traffic laws	5.5%	13.8%	18.2%	45.4%	13.1%	4.1%
Q5h Quality of local fire protection	0.3%	1.3%	9.1%	48.2%	28.3%	12.8%
Q5i Fire personnel emergency response	0.3%	0.9%	11.9%	33.8%	25.4%	27.8%
Q5j Fire safety education programs	0.1%	1.3%	18.8%	32.0%	16.3%	31.4%
Q5k Quality of local ambulance service	0.7%	2.8%	14.4%	35.1%	18.4%	28.6%
Q5l Quality of animal control	3.3%	8.9%	22.8%	35.6%	15.0%	14.3%
Q5m Enforcement of speed limits in neighborhoods	12.8%	24.2%	21.6%	27.8%	9.7%	3.9%

Q5. Public Safety Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." excluding don't know

(N=749)

	Very				Very
	dissatisfied	Dissatisfied	Neutral	Satisfied	satisfied
	1	2	3	4	5
Q5a Quality of local police protection	1.3%	2.9%	11.8%	54.9%	29.1%
Q5b Visibility of police in neighborhood	2.5%	9.3%	22.0%	46.7%	19.6%
Q5c Visibility of police in retail areas	1.7%	6.8%	28.4%	47.1%	16.1%
Q5d How quickly police respond to emergencies	1.2%	2.1%	22.0%	49.9%	24.8%
Q5e Efforts to prevent crime	1.8%	6.6%	24.9%	49.5%	17.1%
Q5f Police safety education programs	0.7%	4.7%	33.7%	43.4%	17.5%
Q5g Enforcement of local traffic laws	5.7%	14.3%	18.9%	47.4%	13.6%
Q5h Quality of local fire protection	0.3%	1.5%	10.4%	55.3%	32.5%
Q5i Fire personnel emergency response	0.4%	1.3%	16.5%	46.8%	35.1%
Q5j Fire safety education programs	0.2%	1.9%	27.4%	46.7%	23.7%
Q5k Quality of local ambulance service	0.9%	3.9%	20.2%	49.2%	25.8%
Q5l Quality of animal control	3.9%	10.4%	26.6%	41.6%	17.4%
Q5m Enforcement of speed limits in neighborhoods	13.3%	25.1%	22.5%	28.9%	10.1%

Q6. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by City leaders over the next two years?

Q6 1 st choice	Number	Percent
A=Quality of local police protection	146	19.5 %
B=Visibility of police in neighborhoods	83	11.1 %
C=Visibility of police in retail areas	17	2.3 %
D=How quickly police respond	32	4.3 %
E=Efforts to prevent crime	114	15.2 %
F=Police safety education programs	6	0.8 %
G=Enforcement of local traffic laws	65	8.7 %
H=Quality of local fire protection	12	1.6 %
I=Fire personnel emergency response	6	0.8 %
J=Fire safety education programs	4	0.5 %
K=Quality of local ambulance service	17	2.3 %
L=Quality of animal control	25	3.3 %
M=Enforcement of speed limits	186	24.8 %
Z=None chosen	36	4.8 %
Total	749	100.0 %

Q6. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by City leaders over the next two years?

Q6 2 nd choice	Number	Percent
A=Local police	46	6.1 %
B=Visibility of	89	11.9 %
C=Visibility of	52	6.9 %
D=How quickly	38	5.1 %
E=Efforts to	109	14.6 %
F=Police safety	17	2.3 %
G=Enforcement of	92	12.3 %
H=Local fire	57	7.6 %
I=Fire personnel	19	2.5 %
J=Fire safety	8	1.1 %
K=Local ambulance	15	2.0 %
L=Animal control	34	4.5 %
M=Enforcement of	115	15.4 %
Z=None chosen	58	7.7 %
Total	749	100.0 %

Q6. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by City leaders over the next two years? (both selections)

Q6 both choices	Number	Percent
A = Quality of local police protection	192	25.6 %
B = Visibility of police in neighborhoods	172	23.0 %
C = Visibility of police in retail areas	69	9.2 %
D = How quickly police respond	70	9.3 %
E = Efforts to prevent crime	223	29.8 %
F = Police safety education programs	23	3.1 %
G = Enforcement of local traffic laws	157	21.0 %
H = Quality of local fire protection	69	9.2 %
I = Fire personnel emergency response	25	3.3 %
J = Fire safety education programs	12	1.6 %
K = Quality of local ambulance service	32	4.3 %
L = Quality of animal control	59	7.9 %
M = Enforcement of speed limits	301	40.2 %
Z = None chosen	94	12.6 %
Total	1498	

Q7. Enforcement of Codes and Ordinances. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."
(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q7a Clean up of debris/litter in neighborhoods	3.6%	11.5%	16.8%	49.7%	15.6%	2.8%
Q7b Sign regulations in the city	3.3%	11.5%	24.3%	41.3%	11.1%	8.5%
Q7c Zoning regulations in the city	9.3%	24.8%	25.8%	25.1%	5.5%	9.5%
Q7d Unrelated occupancy regulations	9.1%	21.0%	25.1%	19.6%	6.3%	19.0%
Q7e Building codes	4.8%	10.5%	30.4%	25.9%	6.4%	21.9%
Q7f Erosion & sediment control regulations	10.1%	17.8%	24.8%	20.3%	6.0%	21.0%
Q7g Fire codes & regulations	0.7%	2.1%	21.8%	39.7%	10.9%	24.8%

Q7. Enforcement of Codes and Ordinances. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q7a Clean up of debris/litter in neighborhoods	3.7%	11.8%	17.3%	51.1%	16.1%
Q7b Sign regulations in the city	3.6%	12.6%	26.6%	45.1%	12.1%
Q7c Zoning regulations in the city	10.3%	27.4%	28.5%	27.7%	6.0%
Q7d Unrelated occupancy regulations	11.2%	25.9%	31.0%	24.2%	7.7%
Q7e Building codes	6.2%	13.5%	39.0%	33.2%	8.2%
Q7f Erosion & sediment control regulations	12.8%	22.5%	31.4%	25.7%	7.6%
Q7g Fire codes & regulations	0.9%	2.8%	29.0%	52.8%	14.6%

Q8. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized over the next two years?

Q8 1 st choice	Number	Percent
A=Clean up debris/litter in neighborhoods	141	18.8 %
B=Sign regulations	37	4.9 %
C=Zoning regulations	215	28.7 %
D=Unrelated occupancy regulations	99	13.2 %
E=Building codes	36	4.8 %
F=Erosion & sediment control regulations	114	15.2 %
G=Fire codes & regulation	27	3.6 %
Z=None chosen	80	10.7 %
Total	749	100.0 %

Q8. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized over the next two years?

<u>Q8 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Clean up debris/litter in neighborhoods	87	11.6 %
B=Sign regulations	63	8.4 %
C=Zoning regulations	147	19.6 %
D=Unrelated occupancy regulations	99	13.2 %
E=Building codes	89	11.9 %
F=Erosion & sediment control regulations	116	15.5 %
G=Fire codes & regulation	44	5.9 %
Z=None chosen	104	13.9 %
Total	749	100.0 %

Q8. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized over the next two years? (both selections)

<u>Q8 both choices</u>	<u>Number</u>	<u>Percent</u>
A = Clean up debris/litter in neighborhoods	228	30.4 %
B = Sign regulations	100	13.4 %
C = Zoning regulations	362	48.3 %
D = Unrelated occupancy regulations	198	26.4 %
E = Building codes	125	16.7 %
F = Erosion & sediment control regulations	230	30.7 %
G = Fire codes & regulation	71	9.5 %
Z = None chosen	80	10.7 %
Total	1394	

Q9. Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q9a Residential garbage collection services	2.1%	4.4%	5.9%	47.3%	38.9%	1.5%
Q9b Curbside recycling services	2.1%	8.5%	12.1%	40.9%	29.1%	7.2%
Q9c Yardwaste removal services	1.9%	5.6%	9.7%	45.0%	33.0%	4.8%
Q9d Wastewater treatment services	1.1%	2.5%	15.9%	41.5%	18.4%	20.6%
Q9e Sanitary sewer service to your home	1.3%	2.4%	12.0%	48.3%	25.1%	10.8%
Q9f Quality of water service to your home	1.9%	4.4%	11.5%	52.2%	27.4%	2.7%
Q9g Customer service from Water Revenue Office	1.7%	3.1%	15.0%	39.9%	24.4%	15.9%

Q9. Utility and Environmental Services. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

excluding don't

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9a Residential garbage collection services	2.2%	4.5%	6.0%	48.0%	39.4%
Q9b Curbside recycling services	2.3%	9.2%	13.1%	44.0%	31.4%
Q9c Yardwaste removal services	2.0%	5.9%	10.2%	47.3%	34.6%
Q9d Wastewater treatment services	1.3%	3.2%	20.0%	52.3%	23.2%
Q9e Sanitary sewer service to your home	1.5%	2.7%	13.5%	54.2%	28.1%
Q9f Quality of water service to your home	1.9%	4.5%	11.8%	53.6%	28.1%
Q9g Customer service from Water Revenue Office	2.1%	3.7%	17.8%	47.5%	29.0%

Q10. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by City leaders over the next two years?

Q10 1 st choice	Number	Percent
A=Residential garbage collection services	118	15.8 %
B=Curbside recycling services	135	18.0 %
C=Yardwaste removal services	64	8.5 %
D=Wastewater treatment services	95	12.7 %
E=Sanitary sewer service	39	5.2 %
F=Quality of water service	179	23.9 %
G=Customer service	20	2.7 %
Z=None chosen	99	13.2 %
Total	749	100.0 %

Q10. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by City leaders over the next two years?

Q10 2 nd choice	Number	Percent
A=Residential garbage collection services	69	9.2 %
B=Curbside recycling services	104	13.9 %
C=Yardwaste removal services	103	13.8 %
D=Wastewater treatment services	106	14.2 %
E=Sanitary sewer service	80	10.7 %
F=Quality of water service	114	15.2 %
G=Customer service	21	2.8 %
Z=None chosen	152	20.3 %
Total	749	100.0 %

Q10. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by City leaders over the next two years? (both selections)

Q10 both choices	Number	Percent
A = Residential garbage collection services	187	25.0 %
B = Curbside recycling services	239	31.9 %
C = Yardwaste removal services	167	22.3 %
D = Wastewater treatment services	201	26.8 %
E = Sanitary sewer service	119	15.9 %
F = Quality of water service	293	39.1 %
G = Customer service	41	5.5 %
Z = None chosen	99	13.2 %
Total	1346	

Q11. City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q11a Maintenance of city streets	2.4%	19.0%	21.6%	48.1%	7.7%	1.2%
Q11b Maintenance of city sidewalks	2.4%	10.4%	21.4%	52.5%	11.6%	1.7%
Q11c Maintenance of street signs	2.1%	6.7%	20.7%	56.3%	12.7%	1.5%
Q11d Maintenance of traffic signals	0.9%	4.3%	15.9%	59.1%	18.0%	1.7%
Q11e Maintenance of downtown Auburn	0.9%	4.4%	16.7%	55.9%	19.2%	2.8%
Q11f Maintenance of city buildings	0.1%	1.3%	14.4%	56.3%	21.8%	6.0%
Q11g Mowing & trimming along city streets	1.5%	6.3%	19.5%	53.4%	17.1%	2.3%
Q11h Cleanliness of city streets & other areas	1.7%	7.1%	17.1%	55.7%	17.1%	1.3%
Q11i Adequacy of city street lighting	2.5%	12.8%	19.9%	51.7%	11.5%	1.6%
Q11j Water lines & fire hydrants in the city	0.3%	1.6%	17.5%	55.0%	15.6%	10.0%
Q11k Sewer lines & manholes in the city	0.3%	3.5%	21.2%	48.2%	13.9%	13.0%

Q11. City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11a Maintenance of city streets	2.4%	19.2%	21.9%	48.6%	7.8%
Q11b Maintenance of city sidewalks	2.4%	10.6%	21.7%	53.4%	11.8%
Q11c Maintenance of street signs	2.2%	6.8%	21.0%	57.2%	12.9%
Q11d Maintenance of traffic signals	1.0%	4.3%	16.2%	60.2%	18.3%
Q11e Maintenance of downtown Auburn	1.0%	4.5%	17.2%	57.6%	19.8%
Q11f Maintenance of city buildings	0.1%	1.4%	15.3%	59.9%	23.2%
Q11g Mowing & trimming along city streets	1.5%	6.4%	19.9%	54.6%	17.5%
Q11h Cleanliness of city streets & other areas	1.8%	7.2%	17.3%	56.4%	17.3%
Q11i Adequacy of city street lighting	2.6%	13.0%	20.2%	52.5%	11.7%
Q11j Water lines & fire hydrants in the city	0.3%	1.8%	19.4%	61.1%	17.4%
Q11k Sewer lines & manholes in the city	0.3%	4.0%	24.4%	55.4%	16.0%

Q12. Which TWO areas of MAINTENANCE do you think should be emphasized most by City leaders over the next two years?

Q12 1 st choice	Number	Percent
A=Maintenance of streets	292	39.0 %
B=Maintenance of sidewalks	54	7.2 %
C=Maintenance of street signs	30	4.0 %
D=Maintenance of traffic signals	28	3.7 %
E=Maintenance of Downtown Auburn	44	5.9 %
F=Maintenance of buildings	2	0.3 %
G=Mowing & trimming along streets	28	3.7 %
H=Cleanliness of streets & other areas	65	8.7 %
I=Adequacy of street lighting	93	12.4 %
J=Water lines & fire hydrants	12	1.6 %
K=Sewer lines & manholes	22	2.9 %
Z=None chosen	79	10.5 %
Total	749	100.0 %

Q12. Which TWO areas of MAINTENANCE do you think should be emphasized most by City leaders over the next two years?

Q12 2 nd choice	Number	Percent
A=Maintenance of streets	98	13.1 %
B=Maintenance of sidewalks	90	12.0 %
C=Maintenance of street signs	41	5.5 %
D=Maintenance of traffic signals	43	5.7 %
E=Maintenance of Downtown Auburn	61	8.1 %
F=Maintenance of buildings	4	0.5 %
G=Mowing & trimming along streets	59	7.9 %
H=Cleanliness of streets & other areas	110	14.7 %
I=Adequacy of street lighting	89	11.9 %
J=Water lines & fire hydrants	32	4.3 %
K=Sewer lines & manholes	21	2.8 %
Z=None chosen	101	13.5 %
Total	749	100.0 %

Q12. Which TWO areas of MAINTENANCE do you think should be emphasized most by City leaders over the next two years? (both selections)

Q12 both choices	Number	Percent
A = Maintenance of streets	390	52.1 %
B = Maintenance of sidewalks	144	19.2 %
C = Maintenance of street signs	71	9.5 %
D = Maintenance of traffic signals	71	9.5 %
E = Maintenance of Downtown Auburn	105	14.0 %
F = Maintenance of buildings	6	0.8 %
G = Mowing & trimming along streets	87	11.6 %
H = Cleanliness of streets & other areas	175	23.4 %
I = Adequacy of street lighting	182	24.3 %
J = Water lines & fire hydrants	44	5.9 %
K = Sewer lines & manholes	43	5.7 %
Z = None chosen	79	10.5 %
Total	1397	

Q13. Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

(N=749)

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5	Don't know 9
Q13a In your neighborhood during the day	0.0%	0.7%	3.6%	36.2%	58.7%	0.8%
Q13b In your neighborhood at night	0.7%	3.7%	9.3%	53.7%	31.8%	0.8%
Q13c In City parks	0.7%	4.1%	22.7%	44.6%	15.2%	12.7%
Q13d In commercial & retail areas	0.8%	4.4%	19.9%	54.9%	18.0%	2.0%
Q13e Overall feeling of safety in Auburn	0.1%	1.5%	10.0%	61.0%	26.2%	1.2%

Q13. Feeling of Safety. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

excluding don't know

(N=749)

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5
Q13a In your neighborhood during the day	0.0%	0.7%	3.6%	36.5%	59.2%
Q13b In your neighborhood at night	0.7%	3.8%	9.4%	54.1%	32.0%
Q13c In City parks	0.8%	4.7%	26.0%	51.1%	17.4%
Q13d In commercial & retail areas	0.8%	4.5%	20.3%	56.0%	18.4%
Q13e Overall feeling of safety in Auburn	0.1%	1.5%	10.1%	61.8%	26.5%

Q14. City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q14a Quality of leadership provided	5.9%	12.7%	20.8%	39.1%	15.0%	6.5%
Q14b Appointed boards & commissions	4.5%	9.3%	26.8%	37.7%	12.1%	9.5%
Q14c Effectiveness of city manager & staff	4.1%	6.8%	23.0%	41.0%	16.6%	8.5%

Q14. City Leadership. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q14a Quality of leadership provided	6.3%	13.6%	22.3%	41.9%	16.0%
Q14b Appointed boards & commissions	5.0%	10.3%	29.6%	41.6%	13.4%
Q14c Effectiveness of city manager & staff	4.5%	7.4%	25.1%	44.8%	18.1%

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

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q15a Maintenance of city parks	0.3%	3.1%	11.6%	56.1%	20.7%	8.3%
Q15b Maintenance of city cemeteries	0.8%	3.1%	13.6%	44.1%	17.6%	20.8%
Q15c Number of city parks	2.3%	10.0%	21.1%	45.5%	14.2%	6.9%
Q15d Walking & biking trails in the city	3.5%	11.7%	20.4%	41.3%	14.0%	9.1%
Q15e City swimming pools	1.9%	9.2%	23.1%	26.4%	7.2%	32.2%
Q15f Community recreation centers	1.9%	8.8%	26.2%	32.7%	9.2%	21.2%
Q15g Outdoor athletic fields	0.7%	1.5%	14.6%	48.3%	20.3%	14.7%
Q15h City's youth athletic programs	1.2%	1.9%	12.4%	40.5%	19.2%	24.8%
Q15i City's adult athletic programs	1.2%	3.2%	21.0%	29.9%	10.0%	34.7%
Q15j Other city recreation programs	0.3%	3.6%	20.8%	35.1%	11.5%	28.7%
Q15k Ease of registering for programs	0.5%	2.4%	17.8%	38.1%	14.2%	27.1%
Q15l Fees charged for recreation programs	1.9%	3.9%	20.7%	35.0%	12.6%	26.0%

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

excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q15a Maintenance of city parks	0.3%	3.3%	12.7%	61.1%	22.6%
Q15b Maintenance of city cemeteries	1.0%	3.9%	17.2%	55.6%	22.3%
Q15c Number of city parks	2.4%	10.8%	22.7%	48.9%	15.2%
Q15d Walking & biking trails in the city	3.8%	12.9%	22.5%	45.4%	15.4%
Q15e City swimming pools	2.8%	13.6%	34.1%	39.0%	10.6%
Q15f Community recreation centers	2.4%	11.2%	33.2%	41.5%	11.7%
Q15g Outdoor athletic fields	0.8%	1.7%	17.1%	56.7%	23.8%
Q15h City's youth athletic programs	1.6%	2.5%	16.5%	53.8%	25.6%
Q15i City's adult athletic programs	1.8%	4.9%	32.1%	45.8%	15.3%
Q15j Other city recreation programs	0.4%	5.1%	29.2%	49.3%	16.1%
Q15k Ease of registering for programs	0.7%	3.3%	24.4%	52.2%	19.4%
Q15l Fees charged for recreation programs	2.5%	5.2%	28.0%	47.3%	17.0%

Q16. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by City leaders over the next two years?

<u>Q16 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of parks	118	15.8 %
B=Maintenance of cemeteries	38	5.1 %
C=Number of parks	83	11.1 %
D=Walking & biking trails	139	18.6 %
E=City swimming pools	47	6.3 %
F=Community recreation centers	71	9.5 %
G=Outdoor athletic fields	13	1.7 %
H=City's youth athletic programs	48	6.4 %
I=City's adult athletic programs	18	2.4 %
J=Other city recreation programs	29	3.9 %
K=Ease of registering for programs	6	0.8 %
L=Fees charged for programs	23	3.1 %
Z=None chosen	116	15.5 %
Total	749	100.0 %

Q16. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by City leaders over the next two years?

<u>Q16 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of parks	73	9.7 %
B=Maintenance of cemeteries	40	5.3 %
C=Number of parks	72	9.6 %
D=Walking & biking trails	101	13.5 %
E=City swimming pools	31	4.1 %
F=Community recreation centers	76	10.1 %
G=Outdoor athletic fields	38	5.1 %
H=City's youth athletic programs	67	8.9 %
I=City's adult athletic programs	22	2.9 %
J=Other city recreation programs	36	4.8 %
K=Ease of registering for programs	10	1.3 %
L=Fees charged for programs	33	4.4 %
Z=None chosen	150	20.0 %
Total	749	100.0 %

Q16. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by City leaders over the next two years? (both selections)

Q16 both choices	Number	Percent
A = Maintenance of parks	191	25.5 %
B = Maintenance of cemeteries	78	10.4 %
C = Number of parks	155	20.7 %
D = Walking & biking trails	240	32.0 %
E = City swimming pools	78	10.4 %
F = Community recreation centers	147	19.6 %
G = Outdoor athletic fields	51	6.8 %
H = City's youth athletic programs	115	15.4 %
I = City's adult athletic programs	40	5.3 %
J = Other city recreation programs	65	8.7 %
K = Ease of registering for programs	16	2.1 %
L = Fees charged for programs	56	7.5 %
Z = None chosen	116	15.5 %
Total	1348	

Q17. City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q17a Availability of information about programs	0.7%	5.7%	17.5%	43.9%	21.8%	10.4%
Q17b Public involvement in decision making	7.5%	16.3%	29.2%	25.5%	8.0%	13.5%
Q17c City's monthly newsletter Open Line	0.9%	2.7%	17.2%	46.5%	23.6%	9.1%
Q17d Quality of City's web page	1.9%	4.3%	22.4%	31.5%	12.3%	27.6%

Q17. City Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q17a Availability of information about programs	0.7%	6.4%	19.5%	49.0%	24.3%
Q17b Public involvement in decision making	8.6%	18.8%	33.8%	29.5%	9.3%
Q17c City's monthly newsletter Open Line	1.0%	2.9%	18.9%	51.1%	26.0%
Q17d Quality of City's web page	2.6%	5.9%	31.0%	43.5%	17.0%

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

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q18a Ease of north-south travel	6.5%	26.7%	22.8%	37.2%	5.2%	1.5%
Q18b Ease of east-west travel	4.5%	21.2%	25.6%	41.4%	5.6%	1.6%
Q18c Ease of travel by bicycle	6.5%	15.8%	21.6%	18.7%	3.7%	33.6%
Q18d Ease of pedestrian travel	5.1%	12.6%	24.2%	36.7%	8.1%	13.4%

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

excluding don't know

(N=749)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q18a Ease of north-south travel	6.6%	27.1%	23.2%	37.8%	5.3%
Q18b Ease of east-west travel	4.6%	21.6%	26.1%	42.1%	5.7%
Q18c Ease of travel by bicycle	9.9%	23.7%	32.6%	28.2%	5.6%
Q18d Ease of pedestrian travel	5.9%	14.5%	27.9%	42.4%	9.4%

Q19. Do you have access to the Internet at your home?

Q19 Have access to internet at home	Number	Percent
1=Yes	643	85.8 %
2=No	100	13.4 %
9=Don't know	6	0.8 %
Total	749	100.0 %

Q19a. Do you have high speed, broadband Internet access or Dial-up access at your home?

Q19a What kind	Number	Percent
1=Broadband (DSL/Cable)	533	83.0 %
2=Broadband (Satellite)	4	0.6 %
3=Dial-up	82	12.8 %
4=Don't know	23	3.6 %
Total	642	100.0 %

Q20. Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=749)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5	Don't know 9
Q20a As a place to live	0.3%	1.1%	3.1%	37.1%	58.4%	0.1%
Q20b As a place to raise children	0.3%	1.1%	4.5%	31.2%	58.7%	4.1%
Q20c As a place to work	0.3%	3.6%	10.0%	40.5%	41.9%	3.7%

Q20. Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

excluding don't know

(N=749)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5
Q20a As a place to live	0.3%	1.1%	3.1%	37.1%	58.4%
Q20b As a place to raise children	0.3%	1.1%	4.7%	32.6%	61.3%
Q20c As a place to work	0.3%	3.7%	10.4%	42.0%	43.6%

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

<u>Q21 Called or visited city</u>	<u>Number</u>	<u>Percent</u>
1=Yes	355	47.4 %
2=No	384	51.3 %
9=Don't know	10	1.3 %
Total	749	100.0 %

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

<u>Q21a How easy to contact person needed</u>	<u>Number</u>	<u>Percent</u>
1=Very easy	148	41.7 %
2=Somewhat	139	39.2 %
3=Difficult	48	13.5 %
4=Very difficult	17	4.8 %
9=Don't know	3	0.8 %
Total	355	100.0 %

Q21b. What department did you contact?

<u>Q21b Department contacted</u>	<u>Number</u>	<u>Percent</u>
01 = Police	94	26.5 %
02 = Fire	9	2.5 %
03 = Planning	51	14.4 %
04 = Parks & Recreation	59	16.6 %
05 = Finance	33	9.3 %
06 = Water Revenue Office	78	22.0 %
07 = City Manager's Office	55	15.5 %
08 = Environmental Services	144	40.6 %
09 = Information Technology	8	2.3 %
10 = Other	56	15.8 %
99 = Don't know	5	1.4 %
Total	592	

Q21b. Other:

<u>Q21b Other</u>	<u>Number</u>	<u>Percent</u>
ALISON FRAZIER=	1	1.8 %
ANIMAL CONTROL=	5	9.1 %
CEMETERIES=	1	1.8 %
CHARTER DIRECTOR=	1	1.8 %
CITY COUNCIL=	2	3.6 %
CITY HALL=	1	1.8 %
CITY HALL ISSUES=	1	1.8 %
CITY JUDGE=	1	1.8 %
CITY MAINTENANCE=	1	1.8 %
CITY STREETS HOME BUSINES=	1	1.8 %
CODES ENFORCEMENT=	1	1.8 %
CODES ENFORCEMENTS=	1	1.8 %
DOG LICENSE=	1	1.8 %
ECONOMIC DEVELOPMENT DEPT=	1	1.8 %
ELECTRIC=	1	1.8 %
IDB=	1	1.8 %
LIBRARY=	1	1.8 %
MARKING OF LANES ON ROADS=	1	1.8 %
MAYOR=	3	5.5 %
MAYOR & COUNCILMEN=	1	1.8 %
NO RESPONSE=	4	7.3 %
OCCUPANCY=	1	1.8 %
PUBLIC SAFETY DEPT=	1	1.8 %
PUBLIC WORKS=	5	9.1 %
SCHOOL=	1	1.8 %
SEWER=	3	5.5 %
SEWER DEPT=	1	1.8 %
STORM WATER/EROSION=	1	1.8 %
STREET MAINTENANCE=	1	1.8 %
STREETS=	1	1.8 %
TRAFFIC ENGINEERING=	1	1.8 %
TREE REMOVAL=	1	1.8 %
WATER & SEWER=	1	1.8 %
WATER BOARD=	1	1.8 %
WATER RESOURCE MANAGEMENT=	1	1.8 %
WATER TREATMENT=	1	1.8 %
ZONING=	2	3.6 %
<u>ZONING BOARD=</u>	<u>1</u>	<u>1.8 %</u>
Total	55	100.0 %

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

<u>Q21c Was department responsive to issue</u>	<u>Number</u>	<u>Percent</u>
1=Yes	265	74.6 %
2=No	73	20.6 %
9=Don't know	17	4.8 %
Total	355	100.0 %

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

<u>Q22 Think students have had impact</u>	<u>Number</u>	<u>Percent</u>
1=Positive	213	28.4 %
2=Negative	150	20.0 %
3=No impact	331	44.2 %
9=Don't know	55	7.3 %
Total	749	100.0 %

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

<u>Q23 Willing to pay to fund stormwater</u>	<u>Number</u>	<u>Percent</u>
1=Nothing	151	20.2 %
2=Up to \$1	112	15.0 %
3=Up to \$2	113	15.1 %
4=Up to \$3	74	9.9 %
5=Up to \$4	23	3.1 %
6=Up to \$5	115	15.4 %
7=More than \$5	40	5.3 %
9=Don't know	121	16.2 %
Total	749	100.0 %

Q24. Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

Q24 Believe that Auburn is keeping up	Number	Percent
1=Yes	247	33.0 %
2=No	302	40.3 %
9=Don't know	200	26.7 %
Total	749	100.0 %

Q25. Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

Q25 Continue aggressively pursuing	Number	Percent
1=Yes	493	65.8 %
2=No	171	22.8 %
9=Don't know	85	11.3 %
Total	749	100.0 %

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

-
- 147 OFF I-85 IS UGLY
 - A CITY COUNCEL INDEPENDENT OF DEVELOPERS
 - ABOLISH OR MODIFY CITY EMPLOYMENT TAX
 - ACCESS TO OUTDOOR ATHLETIC FIELDS
 - ACCESSABILITY TO COMMUNITY POOLS-HOURS
 - ADD A NO RIGHT ON RED AT OPELIKA & GLENN
 - ADD A PERFORMING ARTS CENTER
 - ADD A SKATE PARK & DECRIMINALIZE SKATING
 - ADD CITY-WIDE WIRELESS
 - ADD INTERSTATE ACCESS AT WEST SIDE
 - ADD MORE BICYCLE LANES ALONG ROADS
 - ADD MORE PARK FACILITIES
 - ADD MORE SEATING AT CITY PARKS & FIELDS
 - ADD STREET LIGHT AT US 29 & SHELL TOOMER
 - ADDITIONAL REC CENTER/GYMNASIUM
 - AIRPORT SHUTTLE TO ATLANTA & BIRMINGHAM
 - ALL DEVELOPMENT
 - ALL PERSONS UNDER 21 LIVE ON CAMPUS
 - ALL THE CONDO BEING BUILT FOR FOOTBALL
 - ALL THE NEW CONDOS/TOWNHOMES TAKING OVER
 - ALLOWING DEVELOPERS TO DO AS THEY PLEASE
 - AMOUNT OF CONDOS-LOSING VILLAGE FEEL
 - AMOUNT OF NEW BUILDINGS IS RIDICULOUS

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

APARTMENTS-OLD TOWN AREA BEING DESTROYED
APPEARANCE OF GAY ST
APPEARANCE OF SOUTH COLLEGE
ATTITUDE OF CITY MANAGER
ATTITUDES OF WORKERS AT POLICE STATION
AU CLOSING ROADS/MESSING UP TRAFFIC FLOW
AVAILABILITY OF PARKING DOWNTOWN
BAD ZONING-TOO MUCH DEVELOPMENT
BALANCE GROWTH & RESOURCE CONSERVATION
BETTER HOUSING FOR LOW INCOME FAMILIES
BETTER MANAGE THE GROWTH RATE
BETTER MANAGEMENT OF GROWTH
BETTER NEWSPAPER
BETTER ORGANIZE GROWTH OF AUBURN
BETTER ORGANIZED GROWTH
BETTER PARKS & RECREATION SYSTEM
BETTER PLANNING-S COLLEGE IS TRAINWRECK
BETTER POLICE EFFORTS ON SPEEDING
BETTER PUBLIC TRANSPORTATION
BETTER PUBLIC TRANSPORTATION FOR ELDERLY
BETTER PUBLIC TRANSPORTATION FOR SENIORS
BETTER RETAIL SHOPPING
BETTER SHOPPING STORES/FACILITIES
BETTER TRAFFIC CONTROL-MORE LANES
BETTER TRAFFIC LIGHTS
BIKE SAFETY LANES ON ALL STREETS
BRING BACK PRETTY OLD HOUSES TORN DOWN
BRING IN ANOTHER CABLE SOURCE
BUILD MORE AFFORDABLE HOMES
BUILD MORE BIKE PATHS
BUILD ON INDOOR SWIMMING POOL
BUILD STATES BEST BASKETBALL FACILITY
BUILDING CODES
BUILDING OF DENSE DWELLINGS
BUSINESS GROWTH NEEDS TO SLOW DOWN
CAMERAS ON INTERSECTIONS TO MONITOR
CAREFUL CONSIDERATION OF MULTIHOUING
CAREFULLY PLAN DOWNTOWN AREA WITH CHARM
CHANGE OF LEADERSHIP
CHANGE THE TOP HEAVY CITY GOVERNMENT
CHANGES IN DOWNTOWN SPIRIT TO BIG CITY
CITY COUNCIL MEMBERS-NEED MORE DIVERSITY
CITY COUNCIL MORE OPEN IN DECISIONS

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

CITY COUNCIL SHOULD WORK TOGETHER OPENLY

CITY COUNCIL SUPPORT GROWTH

CITY COUNCIL-ELIMINATE SHEILA ECKMAN

CITY GOVERNED BY CONTRACTORS/BUILDERS

CITY IS RESISTENT TO GROWTH

CITY LEADERS SHOULD WORK FOR GOOD OF ALL

CITY MAINTENANCE

CITY OFFICIALS NEED TO FOCUS ON OLD AREA

CITY PARK ON OGLETREE RD

CITY PLANNING

CITY SCHOOL SYSTEM

CITY SUPPORTED CHILDCARE

CLEAN UP JUNK CARS OUT OF YARDS

CLEAN UP LITTE ON SIDES OF STREETS

COLLEGE STREET FROM I-85 TO 280

COLLEGE STREET GATEWAY IS NOW HIDEOUS

COLLEGE STUDENT DRIVERS ARE HORRIBLE

COMMERCIAL DEVELOPMENT IS TAKING OVER

COMMUNICATION WITH PUBLIC

COMPETITION FOR CABLE TELEVISION SERVICE

CONCERNS ABOUT HOUSING RELATED TO INCOME

CONDOS/BUILDINGS TAKE AWAY FROM BEAUTY

CONDOS EVERYWHERE

CONDOS IN DOWNTOWN RUIN SMALL TOWN CHARM

CONDOS RUIN DOWNTOWN AREA VILLAGE

CONSIDERATION FOR SMALL NEIGHBORHOODS

CONSTRUCTING APARTMENTS ON EVERY LOT

CONSTRUCTION OF SO MANY CONDOS

CONTINUE MEDIA COVERAGE OF CITY PROJECTS

CONTROL DEVELOPERS/PLANNING COMMISSION

CONTROL EXCESSIVE BUILDING

CONTROL RESIDENTIAL DEVELOPMENT

CONTROL THE RAPID RESIDENTIAL EXPANSION

CONTROL THE TRAFFIC ON STREETS

CONTROL UNRESPONSIBLE GROWTH

CONTROLLED COMMERCIAL/RESIDENTIAL GROWTH

COST OF LIVING

COUNCIL-FOLLOW SPIRIT OF SUNSHINE LAW

COUNCIL OUGHT TO DICUSS BUSINESS OPENLY

COUNCIL TOO INVOLVED IN PUBLIC WORKS

CREATE MORE FOUR LANE OR ONE WAY STREETS

CURRENT COUNCIL

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

CUSTOMER SERVICE FROM WATER REVENUE DEPT

CUSTOMER SERVICE-ALL LEVELS OF EMPLOYERS

DECREASE FINANCIAL BURDEN ON SMALL BUSIN

DECREASE LUXURY CONDO DEVELOPMENT

DELAY LIGHTS CHANGING-RED AT SAME TIME

DESTRUCTION OF DOWNTOWN-GAY ST & COLLEGE

DESTRUCTION OF GREEN SPACE BY BUILDERS

DETERIORATION OF NEIGHBORHOODS BY DEBRIS

DEVELOPERS CLEAR CUTTING

DISHONESTY IN CITY MANAGEMENT & COUNCIL

DIVERSITY RELATIONS AMONG COMMUNITIES

DO NOT BUILD ANYMORE TRAFFIC TURNAROUNDS

DONT APPROVE EVERY SUBDIVISION

DONT BUILD SO MANY NEW SUBDIVISIONS

DONT CARE FOR SHEILA ECKMAN

DONT TRY TO REDO SCHOOL DISTRICT LINES

DOWNTOWN

DOWNTOWN

DOWNTOWN BECOMING UPSCALE CONDOS

DOWNTOWN BUILDINGS APPEAL & PARKING

DOWNTOWN CODES ENFORCEMENT/ZONING

DOWNTOWN CONGESTION

DOWNTOWN TRAFFIC

DOWNTOWN TRAFFIC FLOW

DOWNTOWN VEHICLE TRAFFIC DOES NOT FLOW

DRIVING CONGESTION

EASE AT WHICH BUILDERS MOVE IN CITY GOVT

EASIER BIKE TRANSIT

ELECT NEW MAYOR-HAMS AN UNETHICAL CROOK

ELIMINATE SALES OF ALL ALCOHOL IN CITY

ELIMINATE SALES TAX ON BASIC NEEDS

ENCOURAGE MORE BUSINESSES TO RECYCLE

ENFORCE NOISE REGULATIONS

ENFORCE TRAFFIC LAWS ALREADY IN PLACE

ENFORCEMENT OF TRAFFIC RULES

ENFORCEMENT OF UNRELATED STUDENT HOUSING

ENLARGE & PUT OVERHEAD ST NAMES IN RESID

EQUAL OPPORTUNITIES FOR ALL RACES

ESTABLISHED RESIDENTS GET NO RESPECT

EXERCISE PROGRAMS FOR SENIOR CITIZENS

EXPAND THE STREETS IN WIDTH

EXPENSIVE HOUSING

EXPLOSION OF NEW NEIGHBORHOODS

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

EXTREMELY HIGH COST OF HOUSING/PROPERTY
FIRST CLASS RESTAURANTS
FLOW OF TRAFFIC IN & AROUND AU CAMPUS
FOCUS MORE ON THE SMALL TOWN FEELING
FORCE RENOVATION OF EXISTING PROPERTIES
FOSTER NEIGHBORHOOD ASSOCIATIONS
FOUR WAY STOPS THAT HAVE TURNING LANES
FRANK BROWN REC CENTER-OLD-DARK-UNSAFE
GARBAGE COLLECTION TWICE A WEEK
GARBAGE PICK UP MORE OFTEN
GET AN ELECTED BOARD OF EDUCATION
GET ANOTHER CABLE PROVIDER-CHARTER SUCKS
GET RID OF SHEILA ECKMAN
GET RID OF SHEILA ECKMAN & HER CRONIES
GET RID OF STUPID SIGN REGULATIONS
GLENN/OPELIKA/COLLEGE NEED MIDDLE LANES
GROWING TOO FAST
GROWING TOO FAST-DESTROYING CITY'S CHARM
GROWTH OF AUBURN NEEDS TO SLOW DOWN
GROWTH PAYS FOR STORM WATER IMPROVEMENTS
GROWTH-RURAL URBANIZATION NEEDS TO SLOW
HARD HEADED CONCIL WOMAN
HAVE MORE PLACES/ACTIVITIES FOR YOUTH
HAVE POLICE PATROL PARKS A LITTLE BETTER
HAVE SIDEWALKS ON 1 SIDE OF EVERY STREET
HEIGHT OF SIGNAGE-KEEP ALL LOW
HELP KEEP SMALL BUSINESSES IN AUBURN TOO
HIGH END RETAIL STORES
HOMES ARE BEING BUILT TOO CLOSE TOGETHER
HOUSE PARTY RULES
HOUSING-ZONING WITH COLLEGE STUDENTS
HOW HARD IT IS TO BUY/AFFORD LAND
I LOVE AUBURN
I WANT DRIVERS TO STOP AT RED LIGHTS
I WOULD NOT ALLOW BURNING WITHIN CITY
I WOULD NOT EXTEND E SAMFORD AVE
I WOULD RATHER NOT SAY
IMPROVE CONDITIONS FOR PEDESTRIANS
IMPROVE QUALITY OF GROWTH
IMPROVE QUALITY OF STREETS
IMPROVE SCHOOLS & COMMUNICATION
IMPROVE STREETS
IMPROVE STREETS
IMPROVE THE LAYOUT OF THE STREETS

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

IMPROVE TRAFFIC FLOW
IMPROVE TRAFFIC FLOW AROUND CAMPUS
IMPROVE YOUTH RECREATION FACILITIES
IMPROVED TRAFFIC FLOW
INCREASE ABILITY TO TRAVEL WITH NO CAR
INCREASE RESPONSIVENESS TO CITIZENS
INCREASE TRANSPARENCY OF DECISION-MAKING
INDECISIVE
INFLUENCE OF MONEY HUNGRY DEVELOPERS
INTERESTS OF UNIVERSITY OVER RESIDENTS
ITS ABILITY TO WORK WITH COUNTY/OPELIKA
JUNKY LOOK ON S COLLEGE COMING INTO TOWN
KEEP AS SMALL COLLEGE TOWN
KEEP AU STUDENTS OUT OF RESIDENTIAL AREA
KEEP DOWNTOWN AUBURN'S CONCEPT AS VILLAGE
KEEP DOWNTOWN CHARM
KEEP IT A BEAUTIFUL CITY
KEEP IT SMALL
KEEP ONE HIGH SCHOOL & NO MORE CONDOS
KEEP PROPERTY TAX LOWER
KEEPING DOWNTOWN'S CHARM-NO CONDOS
LACK OF A PLAN TO PROTECT DOWNTOWN
LACK OF VISION & PREPARATION FOR GROWTH
LAND USE & ZONING
LEADERSHIP
LEADERSHIP
LEADERSHIP-OUR GROWTH PLAN IS A JOKE
LEAVE MORE TREES WHEN BUILDING CONDOS
LEAVING MORE GREENSPACE IN NEIGHBORHOODS
LENGTH OF EAST/WEST LIGHT AT GLENN & GAY
LESS CHEAP & UGLY APARTMENTS/STRIP MALLS
LESS CONDOS TAKING OVER BUSINESSES
LESS INDUSTRIAL GROWTH
LESS INFLUENCE FROM DEVELOPERS
LESS POLITICAL CORRECTNESS
LESS RESISTANCE TO REASONABLE GROWTH
LET FREE ENTERPRISE DRIVE AUBURN
LET THE INTERSTATE KNOW WHERE AUBURN IS
LIKE IT AS A SMALL TOWN

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

LIMIT AMOUNT OF RENTAL HOUSING IN CITY
LIMIT EROSION OF OLD NEIGHBORHOODS
LIMIT GROWTH-MAINTAIN QUALITY OF LIFE
LOOK OF BUSINESSES ON OPELIKA & COLLEGE
LOOK OF SOUTH COLLEGE ST FROM EXIT 51 N
LOOK OF SOUTH COLLEGE STREET
LOSING DOWNTOWN-BUILDING TOO MANY CONDOS
LOUD MUSIC/CARS IN LATE PM/EARLY AM
LOUD TRUCKS WITH BAD EXHAUST SYSTEMS
LOWER RENT ON APARTMENTS
LOWER TAXES
LOWER THE COST OF HOMES
MAINTAIN CHARACTER OF OLD HOMES-NO CONDO
MAINTAIN INTEGRITY OF A SMALL TOWN
MAINTAIN STUDENT HOUSING NEAR DOWNTOWN
MAINTAIN THE OLDER BUILDINGS
MAINTENANCE OF STREETS
MAINTENANCE OF STREETS & RR CROSSINGS
MAKE ALL MAJOR ROADS FOUR LANES
MAKE HOUSES LOOK BETTER
MAKE IT BIGGER
MAKE SURE THAT GROWTH PAYS FOR ITSELF
MAKING ALL DIRT ROADS IN THE CITY PAVED
MAKING SOCIETY HILL RD FOUR LANES
MAYOR-COUNCIL FORM OF GOVERNMENT
MAYOR HAS CONFLICT OF INTEREST IN VOTES
MAYORAL SYSTEM
METHOD OF ZONING
MIDPRICED HOUSING FOR WORKING COUPLES
MORE AGGRESSIVE SPEED LIMIT ENFORCEMENT
MORE BIKE PATHS ALONG ROADS
MORE CITY PARKS
MORE COST EFFECTIVE HOUSING
MORE EFFORT TO MAINTAIN AUBURN CHARACTER
MORE EMPHASIS ON BRINGING INDUSTRY TO US
MORE EMPHASIS ON GIRLS SPORTS
MORE ENVIRONMENTAL AWARENESS-RECYCLING
MORE FREQUENT/COOPERATIVE TRASH SERVICES
MORE FUNDING TO THE POLICE & FIRE DEPTS

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

MORE INTELLIGENT APPROACH TO GROWTH
MORE KID-FRIENDLY PLACES
MORE OFF ROAD BIKE & WALKING TRAILS
MORE OPEN GOVERNMENT-DEVELOPERS RUN CITY
MORE OPEN IN CONDUCT OF CITY BUSINESS
MORE OPENESS IN COUNCIL MEETINGS
MORE OVERPASSES OVER RAILROAD TRACKS
MORE PARKING
MORE PARKING DECKS DOWNTOWN
MORE PARKING DOWNTOWN-KEEP STUDENTS OUT
MORE PARKING DOWNTOWN-NO MORE CONDOS
MORE PARKING FOR UNIVERSITY STUDENTS
MORE PARKS & GREENSPACE
MORE PARKS & REC ACTIVITIES FOR KIDS
MORE PEDESTRIAN & QUAIN-RESTAURANT/CAFE
MORE PROFESSIONAL JOBS
MORE RECREATIONAL PROGRAMS
MORE RETAIL & RESTAURANTS
MORE RETAIL TO INCREASE TAX BASE
MORE ROADS-MORE BRIDGES OVER RAILROADS
MORE SAFE BICYCLE LANES FOR DAILY USE
MORE SAFETY IN THE NEIGHBORHOODS
MORE SCHOOLS
MORE SIDEWALKS
MORE SIDEWALKS & BIKE TRAILS
MORE SIDEWALKS LINKING STORES & HOMES
MORE SIDEWALKS-MORE PEDESTRIAN-FRIENDLY
MORE SIDEWALKS/BIKE ROUTES
MORE STREET LIGHTS & SIDEWALKS
MORE THAN ONE CABLE TV FRANCHISE
MORE THOUGHTFUL SUBDIVISION LAYOUTS
MORE THROUGH STREETS/COORDINATED LIGHTS
MORE TREES
MORE TURN LANES OR TURN LIGHTS
MORE TURN LANES/SIGNALS & BIKE PATHS
MORE TURNING LANES WITH TRAFFIC LIGHTS
MORE VISIBLE STREET SIGNS
MOVE FOOTBALL OUT OF CITY
MULTIPLE FAMILIES LIVE IN SINGLE RESIDEN

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

NEED MORE KID-FOCUSED ENTERTAINMENT
NEED OVERALL GROWTH PLAN
NEED PARKING DOWNTOWN
NEIGHBORHOOD SPEED LIMIT ENFORCEMENT
NO CONDOS DOWNTOWN
NO LONGER A SMALL TOWN ON THE PLAINS
NO MORE APARTMENTS & CONDOS
NO MORE DEVELOPERS/CONTRACTORS PLANNING
NO MORE LUXURY CONDOS & STUDENT HOUSING
NO MORE STUDENTS RENTING IN FAMILY AREA
NO ONE OBEYS RESIDENTIAL SPEED LIMITS
NO PROFIT TO OFFICIALS IN REAL ESTATE
NO REALTORS ON CITY COUNCIL
NO RESPONSE
NO SHOPPING STORES ON THE WEST SIDE
NOISE CONTROL FROM COLLEGE STUDENTS
NOTHING
NOTHING-IT IS PERFECT-I LOVE LIVING HERE
NUMBER OF APARTMENTS & CONDOS
NUMBER OF CONDOS BEING BUILT IN THE CITY
NW AREA GROCERY STORE-NEW BOWLING ALLEY
OFFER LOCAL CHANNELS THROUGH CABLE/DISH
OFFER MORE PROGRAMS TO BLACKS ON W SIDE
ONLY MAYOR & BUILDERS MAKE DECISIONS NOW
OPEN UP ALL CITY BUSINESS TO PUBLIC
OVERBUILDING OF STUDENT HOUSING
OVERCHARGE FOR SEWER-MORE THAN WATER USE
OVERDEVELOPMENT OF CONDOS NEEDS TO STOP
PARKING
PARKING & TRAFFIC PROBLEMS DOWNTOWN
PARKING DOWNTOWN
PARKING DOWNTOWN
PARKS WITH PLAYGROUNDS THROUGHOUT CITY
PARTS OF OPELIKA RD ARE AN EYESORE
PAVING STREETS
PEACE BETWEEN TREE-HUGGERS & DIRT-MOVERS
PEDESTRIANS IN THE STREETS
PERIMETER ROAD WITH HIGHER SPEED LIMITS
PLANNING COMMISSION

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

PLANNING COMMISSION
PLEASE QUIT CUTTING DOWN ALL THE TREES
POLICE DEPARTMENT
POLICE DEPT SELDOMLY SOLVES THE CRIMES
POLICE PRESENCE IN NEIGHBORHOODS
POLITICS
POLITICS ON THE CITY COUNCIL
POT HOLES & STREETS AT RAILROAD CROSSING
POWER OF DEVELOPERS TO IGNORE REGULATION
POWER SOME CONTRACTORS HAVE OVER CITY
PREFER SMALL TOWN ENVIRONMENT OF PAST
PRESENCE OF APARTMENTS/CONDOS DOWNTOWN
PRESERVE DOWNTOWN AUBURN & SHELL TOOMER
PRESERVE NATURAL VEGETATION
PRESERVE OLD HOUSES & NEIGHBORHOODS
PRESERVE OUR NATURAL AREAS LIKE CHEWACLA
PRESERVE THE CHARM OF CITY
PRESERVE THE HISTORIC HOMES DOWNTOWN
PREVENT SPRAWLING GROWTH
PROMOTE BLACK BUSINESS & ESTABLISHMENT
PROPERTY TAX RELIEF FOR THOSE OVER 65
PROTECT CHARACTER OF OUR OLD VILLAGE
PROTECT ESTABLISHED NEIGHBORHOODS
PROTECTING THE HERITAGE OF AUBURN
PROVIDE CITY SERVICES TO THOSE IN NEED
PUBLIC SAFETY
PUBLIC THERAPEUTIC SWIM FACILITY
PUT A HALT TO CONDO DEVELOPMENT DOWNTOWN
PUT RESTRAINT ON INFLUENCE OF DEVELOPERS
PUT TRAFFIC LIGHT AT WOODFIELD & COLLEGE
QUANTITY OF NEW HOMES NEEDS CONTROLLED
QUIT BUILDING STUDENT HOUSING EVERYWHERE
QUIT CUTTING DOWN OLD TREES FOR PARKING
QUIT DESTROYING OLD BUILDINGS
QUIT TEARING DOWN BEAUTIFUL OLD HOUSES
RAMPANT GROWTH
RAMPANT OVERDEVELOPMENT

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

RATE OF GROWTH SLOWED

REAL BIKE LANES

RECRUIT NEW CABLE PROVIDER

REDEVELOP SOUTH COLLEGE

REDUCE AMOUNT OF HIGH DENSITY HOUSING

REDUCE ANNEXATION OF LAND INTO CITY

REDUCE CRIME

REDUCE HOUSING PRICES & LOT PRICES

REDUCE OCCUPATIONAL TAX

REDUCE POVERTY OF LOW INCOME RECEIVED

REDUCE RELIANCE ON GAS-POWERED VEHICLES

REDUCE TAXES

REDUCE THE UNDUE INFLUENCE OF DEVELOPERS

RELUCTANCY TO PRESERVE DOWNTOWN/HISTORY

REPAVE NORTH SIDE NEIGHBORHOOD STREETS

REPAVE OUR STREETS

RESIDENTIAL PART OF GAY ST USED AS A HWY

RESPONSIVENESS OF COUNCIL TO RESIDENTS

RETAIL SIGNS-SET BACK FROM STREETS/BLDGS

REZONE S COLLEGE ST & PLANT TREES

ROAD CONGESTION

ROADWAY FROM OPELIKA RD THROUGH DOWNTOWN

ROADWAY IMPROVEMENTS-TRAFFIC CONTROL

ROUGH RAILROAD CROSSINGS

RUNNING TRAFFIC LIGHTS

RUSH HOUR TRAFFIC CONTROL

SAFE BIKE PATHS

SAFER LIVING WITH LESS CRIME

SAFETY IN NEIGHBORHOODS-MAINTAIN STREETS

SAVE SOME UNDEVELOPED AREAS FOR PARKS

SEWER SYSTEM PROBLEMS

SEWERS

SHOULD USE SENSORS FOR TRAFFIC LIGHTS

SIGNAGE/STORE FRONTS ON PEPPERELL PKWY

SLOW APARTMENT BUILDING

SLOW DOWN APARTMENT & CONDO GROWTH

SLOW DOWN BUILDING BOOM

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

SLOW DOWN DEVELOPMENT
SLOW DOWN GROWTH
SLOW DOWN HOUSING GROWTH
SLOW DOWN
SLOW DOWN THE PROCESS OF GROWTH
SLOW GROWTH & RETAIN SMALL TOWN ATMOSPHE
SLOW GROWTH-FOCUS ON QUALITY OF LIFE
SLOW GROWTH-NOT SO AGRESSIVE
SLOW RESIDENTIAL DEVELOPMENT
SLOW THE BUILDING OF NEW NEIGHBORHOODS
SLOW THE GROWTH OF CONDOS DOWNTOWN
SOUTH COLLEGE SREET TRAFFIC IS TERRIBLE
SOUTH COLLEGE-LOOKS CRAPPY
SPEED BUMPS IN SPRINGWOOD SUBDIVISION
SPEED CONTROL
SPEED OF GROWTH & DEVELOPMENT-TOO FAST
SPEEDING & RUNNING THE RED LIGHT
SPEEDING IN RESIDENTIAL SUBDIVISIONS
SPEEDING THRU NEIGHBORHOOD WHERE KIDS PL
SPEND LESS ON SCHOOLS-FIX STREETS
STOP BUILDING BUSINESSES WE DONT NEED
STOP BUILDING HIGH RISE APARTMENTS
STOP CATERING TO THE WEATLHY
STOP CLEARING LAND & BUILDING APARTMENTS
STOP CONDO GROWTH & ADDRESS TRAFFIC PROB
STOP CUTTING DOWN ALL THE TREES
STOP DEMOLISHING OLD AUBURN HOUSES
STOP DEVELOPERS FROM DESTROYING AUBURN
STOP GROWING
STOP GROWTH
STOP INFLUENCE OF DEVELOPERS
STOP INFLUX OF HOUSING TOWARD DOWNTOWN
STOP OVER BUILDING OF LUXURY CONDOS
STOP POORLY PLANNED RAPID DEVELOPMENT
STOP RED LIGHT RUNNERS
STOP TEARING DOWN HOUSES TO BUILD CONDOS
STOP THE LARGE CONDO & COMMERCIAL GROWTH
STOP THE OVERBUILDING OF NEW HOMES
STOP THE RUNAWAY SPRAWL IN AUBURN

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

STOP THE STUDENT HOUSING
STOP UNPLANNED GROWTH & BUILDINGS APTS
STOP WASTING MONEY ON FOOLISH PROJECTS
STORM WATER CONTROL-EASEMENT MAINTENANCE
STORM WATER IMPROVEMENTS
STREET MAINTENANCE-RAILROAD CROSSINGS
STREET SIGNS CANNOT BE READ EASILY
STREET SIGNS-REFLECTIVE GREEN ON SIGNALS
STREETS NEED RESURFACING
STRICT ENFORCEMENT OF ABANDONED CARS
STRICTER POLICIES ON DEVELOPERS
STRIP MALL CONGESTION ON SOUTH COLLEGE
STRIP MALLS TAKE AWAY FROM THE BEAUTY
STRONGER ZONING
STUDENT HOUSING BUILT NEXT TO NICE HOMES
STUDENTS RENTING HOUSES IN RESIDENTIAL
SUDDEN GROWTH IN HOUSING AREAS
SUMMER ACTIVITIES FOR KIDS 13 & OLDER
TAKE CARE OF EMPLOYEES FIRST ON GAME DAY
TAKE OUT SPEED BUMPS IN NEIGHBORHOODS
TAKE ZONING REGULATIONS SERIOUSLY
TAX STRUCTURE
TEARING DOWN WE ARE DESTROYING VILLAGE
THE ABUNDANCE OF APARTMENTS FOR STUDENTS
THE AMBULANCE SERVICE
THE APPEARANCE OF NORTH COLLEGE STREET
THE BAD ROADS-PAINTED LINES & ROAD SIGNS
THE BUILDING OF UNAFFORDABLE HOMES
THE CITY COUNCIL IS TOO PRO-BUSINESS
THE COST OF HOUSING IS TOO HIGH
THE DECLINE OF DOWNTOWN TO HIGH RISES
THE DESTRUCTION OF OLD BUILDINGS
THE DEVELOPMENT OF CONDOS EVERYWHERE
THE DOWNTOWN AREA
THE EXCESSIVE AMOUNT OF DEVELOPMENT
THE GROWTH INCORPORATING ADDITIONAL LAND
THE GROWTH OF CONDOS IN THE CITY
THE HIGH COST OF LIVING IN AUBURN
THE LACK OF DRAINS ON MY STREET

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

THE LACK OF HISTORIC PRESERVATION
THE MERGER WITH AUBURN UNIVERSITY POLICE
THE NUMBER OF CONDOS DOWNTOWN
THE NUMBER OF CRIMINALS LIVING HERE
THE OVERALL LOOK OF BUILDINGS
THE POLITICAL ATMOSPHERE
THE PRICE OF HOMES IS TOO HIGH
THE RAILROAD TRACKS
THE RAMPANT BUILDING OF HOUSES & CONDOS
THE STREET SYSTEM TO ACCOMODATE GROWTH
THE SUNSHINE LAW BREAKING CITY COUNCIL
THE TEARING DOWN OF OLD AU FOR CONDOS
THE TRAFFIC
THE TRAFFIC AROUND UNIVERISTY & PARKING
THE UNSIGHTLINESS OF OPELIKA RD
THE WAY THE AU STUDENTS TREAT OUR CITY
THE WAY TRAFFIC CHOKES DOWNTOWN AREA
THE WAY WE HANDLE THE AMOUNT OF GROWTH
THERE ARE ENOUGH BIKE TRAILS
TOO CONGESTED AT LONGLEAF & COLLEGE ST
TOO MANY CONDOS GOING UP
TOO MANY CONDOS IN INAPPROPRIATE PLACES
TOO MANY DUPLEXES & CONDOS
TOO MANY NEW HOUSING DEVELOPMENTS
TOO MANY OUTSIDE PEOPLE MOVING IN
TOO MANY PEOPLE RUN TRAFFIC LIGHTS
TOO MUCH DEVELOPMENT
TOO MUCH STRIP MALL BUILDING
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC & COMMERCIALIZATION ON SOUTH COL
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION
TRAFFIC CONGESTION FROM 3:30 TO 5:30

Q26. If you could change ONE thing about the City of Auburn, what would you change?

Comments transcribed verbatim

Q26 One change

TRAFFIC CONGESTION ON FOOTBALL DAYS
TRAFFIC CONGESTION-ESPECIALLY ON DEAN RD
TRAFFIC CONTROL-SPEED-FLOW
TRAFFIC CONTROL/CAMERAS AT INTERSECTIONS
TRAFFIC FLOW
TRAFFIC FLOW
TRAFFIC FLOW
TRAFFIC FLOW & BAD DRIVERS
TRAFFIC FLOW CONTROL IN & AROUND AU
TRAFFIC JAMS DURING PEAK HOURS UPTOWN
TRAFFIC LAWS ENFORCEMENT
TRAFFIC LIGHTS
TRAFFIC PROBLEM AROUND DOWNTOWN
TRAFFIC SPEED-STUDENT CAR CUTBACK
TRANSPORTATION
TRASH PICKUP ON ROADSIDES
TRIM/MOW THE SIDES OF THE STREETS MORE
TRY TO CONTROL GROWTH
UDAG MORTGAGE FOR SHLETON PARK
UNATTRACTIVE FAST FOOD/SHOPS AT HWY 85
UNCONTROLLED GROWTH
UNNECESSARY GROWTH-CONDOS ON S COLLEGE
UNREGULATED/UNATTRACTIVE DEVELOPMENT
URBAN SPRAWL ON S COLLEGE & OPELIKA RD
USE EXISTING BUILDINGS FOR NEW BUSINESSE
WATER & DRAINAGE ON MY PROPERTY
WATER TREATMENT PROGRAM
WAY IN WHICH MAYOR & COUNCIL DO BUSINESS
WE NEED A YMCA
WHITE MALE DOMINANCE
WHOLE FOODS-MARKET FOR HEALTHIER LIVING
YOU CANT SEE OR READ THE STREET SIGNS
ZONING & CODE ENFORCEMENT AROUND AU
ZONING & THE BUILDING OF HIGHRISES
ZONING REGULATIONS IN THE CITY
ZONING TO PROTECT NEIGHBORHOODS

Q27. How many persons in your household (counting yourself), are?

	Mean	Total	Sum
Q27 Under age 5	0.21	737	154
Q27 Ages 5-9	0.20	737	144
Q27 Ages 10-14	0.16	737	120
Q27 Ages 15-19	0.13	737	93
Q27 Ages 20-24	0.12	737	88
Q27 Ages 25-34	0.30	737	221
Q27 Ages 35-44	0.36	737	264
Q27 Ages 45-54	0.37	737	275
Q27 Ages 55-64	0.31	737	228
Q27 Ages 65-74	0.20	737	151
Q27 Ages 75+	0.17	737	124

Q28. How many years have you lived in the City of Auburn?

Q28 Years lived in Auburn	Number	Percent
2=Under 3	77	10.5 %
5=3 to 5	92	12.5 %
10=6 to 10	119	16.2 %
15=11 to 15	85	11.5 %
20=16 to 20	63	8.6 %
30=21 to 30	125	17.0 %
31=31+	175	23.8 %
Total	736	100.0 %

Q29. Are you a full time University student?

Q29 Full time University student	Number	Percent
1=Yes	86	11.5 %
2=No	652	87.0 %
9=Not provided	11	1.5 %
Total	749	100.0 %

Q30. Do you own or rent your current residence?

<u>Q30 Own or rent residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	622	83.1 %
2=Rent	111	14.8 %
9=Not provided	16	2.1 %
Total	749	100.0 %

Q31. What is your age?

<u>Q31 Age</u>	<u>Number</u>	<u>Percent</u>
18 to 34 years	179	23.9 %
35 to 44 years	160	21.4 %
45 to 54 years	153	20.4 %
55 to 64 years	125	16.7 %
65+ years	126	16.8 %
Not provided	6	0.8 %
Total	749	100.0 %

Q32. Which of the following best describes your race/ethnicity (check all that apply)?

<u>Q32 Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1 = Asian/Pacific Islander	20	2.7 %
2 = Black/African American	106	14.2 %
4 = White	587	78.4 %
5 = American Indian/Eskimo	7	0.9 %
6 = Other	2	0.3 %
9 = Not provided	32	4.3 %
Total	754	

Q33. Would you say your total household income is:

<u>Q33 Total household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$30,000	106	14.1 %
2=\$30,000 to \$59,999	173	23.1 %
3=\$60,000 to \$99,999	227	30.3 %
4=More than \$100,000	190	25.4 %
9=Not provided	53	7.1 %
Total	749	100.0 %

Q34. Your gender:

<u>Q34 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	360	48.1 %
2=Female	389	51.9 %
Total	749	100.0 %



City of Auburn
Home of Auburn University

February 2007

Dear Auburn Resident:

The City of Auburn administers an annual Citizen Survey to gather input from residents about the community's priorities and the quality of the services provided by the City. The Citizen Survey has been a valuable tool in monitoring the quality of City services, helping establish budget priorities, and making policy decisions. Your choice is important. This year, the City has partnered with ETC Institute to administer the survey.

Please take a few minutes to complete and return this survey in the next few days. A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. They will compile the results and present a report to the City in a few weeks.

Survey results will be available at City Hall, posted on the City's website, and included in a future issue of Auburn's monthly citizen newsletter, Open Line. If you have any questions, please call City Manager Charlie Duggan at 334-501-7261. Thank you for your time.

Sincerely,

Charles M. Duggan Jr.

Charles M. Duggan, Jr.
City Manager

Enclosure

Year 2007 City of Auburn Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you are not a resident of the City of Auburn, please disregard this survey.

If you have questions, please call City Manager Charles M. Duggan, Jr. at 501-7261

OVERALL SATISFACTION

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

<i>How satisfied are you with:</i>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) Overall quality of the City of Auburn's School system	5	4	3	2	1	9
(B) Overall quality of police, fire, and ambulance services	5	4	3	2	1	9
(C) Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
(D) Overall maintenance of City streets, buildings and facilities	5	4	3	2	1	9
(E) Overall enforcement of City codes and ordinances	5	4	3	2	1	9
(F) Overall quality of customer service you receive from City employees	5	4	3	2	1	9
(G) Overall effectiveness of City communication with the public	5	4	3	2	1	9
(H) Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
(I) Overall quality of City library facilities and services	5	4	3	2	1	9
(J) Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

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

 1st 2nd 3rd

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

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

4. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, where should City officials concentrate their efforts? Please rank the priority that should be placed on the following seven items. Write "1" for the item you think should be the HIGHEST priority, "2" for the second highest priority, and so on. Write "7" to identify the item that should be the LOWEST priority.

- ___(A) City School System ___(D) Public Safety Response Times ___(F) New Fire Stations
 ___(B) Diversified Retail Base ___(E) Natural Resource Protection ___(G) Zoning & Land Use
 ___(C) Transportation

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

<i>How satisfied are you with:</i>	Very			Very		Don't
	<u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Know</u>
(A) Overall quality of local police protection	5	4	3	2	1	9
(B) The visibility of police in neighborhoods	5	4	3	2	1	9
(C) The visibility of police in retail areas.....	5	4	3	2	1	9
(D) How quickly police respond to emergencies	5	4	3	2	1	9
(E) The City's efforts to prevent crime	5	4	3	2	1	9
(F) Police safety education programs	5	4	3	2	1	9
(G) Enforcement of local traffic laws.....	5	4	3	2	1	9
(H) Overall quality of local fire protection	5	4	3	2	1	9
(I) Fire personnel emergency response time.....	5	4	3	2	1	9
(J) Fire safety education programs.....	5	4	3	2	1	9
(K) Quality of local ambulance service.....	5	4	3	2	1	9
(L) Quality of animal control.....	5	4	3	2	1	9
(M) Enforcement of speed limits in neighborhoods...	5	4	3	2	1	9

6. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by City leaders over the next two years? [Write the letters below for your top two choices from Question #5 above.]

1st Choice: _____ 2nd Choice: _____

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

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

8. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized over the next two years?

[Write the letters below for your top two choices from Question #7 above.]

1st Choice: _____ 2nd Choice: _____

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) Residential garbage collection services	5	4	3	2	1	9
(B) Curbside recycling services	5	4	3	2	1	9
(C) Yardwaste removal services	5	4	3	2	1	9
(D) Wastewater treatment services.....	5	4	3	2	1	9
(E) Sanitary sewer service to your home	5	4	3	2	1	9
(F) Quality of water service to your home.....	5	4	3	2	1	9
(G) Customer service from the Water Revenue Office	5	4	3	2	1	9

10. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by City leaders over the next two years? [Write the letters below for your top two choices from Question #9 above]

1st Choice: _____ 2nd Choice: _____

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<i>How satisfied are you with:</i>						
(A) Maintenance of City streets (not including those on the AU campus)	5	4	3	2	1	9
(B) Maintenance of City sidewalks (not including those on the AU campus).....	5	4	3	2	1	9
(C) Maintenance of street signs.....	5	4	3	2	1	9
(D) Maintenance of traffic signals.....	5	4	3	2	1	9
(E) Maintenance of Downtown Auburn.....	5	4	3	2	1	9
(F) Maintenance of City buildings, such as City Hall ..	5	4	3	2	1	9
(G) Mowing and trimming along City streets and other public areas.....	5	4	3	2	1	9
(H) Overall cleanliness of City streets and other public areas.....	5	4	3	2	1	9
(I) Adequacy of City street lighting.....	5	4	3	2	1	9
(J) Water lines and fire hydrants in the City	5	4	3	2	1	9
(K) Sewer lines and manholes in the City	5	4	3	2	1	9

12. Which TWO areas of MAINTENANCE do you think should be emphasized most by City leaders over the next two years? [Write the letters below for your top two choices from Question #11 above.]

1st Choice: _____ 2nd Choice: _____

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

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
<i>How safe do you feel:</i>						
(A) In your neighborhood during the day.....	5	4	3	2	1	9
(B) In your neighborhood at night	5	4	3	2	1	9
(C) In City parks.....	5	4	3	2	1	9
(D) In commercial and retail areas	5	4	3	2	1	9
(E) Overall feeling of safety in Auburn	5	4	3	2	1	9

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

	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<i>How satisfied are you with:</i>						
(A) Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
(B) Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
(C) Overall effectiveness of the City Manager & staff	5	4	3	2	1	9

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

	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<i>How satisfied are you with:</i>						
(A) Maintenance of City parks	5	4	3	2	1	9
(B) Maintenance of City cemeteries	5	4	3	2	1	9
(C) The number of City parks	5	4	3	2	1	9
(D) Walking and biking trails in the City	5	4	3	2	1	9
(E) City swimming pools	5	4	3	2	1	9
(F) Community recreation centers	5	4	3	2	1	9
(G) Outdoor athletic fields (i.e. baseball, soccer, and softball).....	5	4	3	2	1	9
(H) The City's youth athletic programs	5	4	3	2	1	9
(I) The City's adult athletic programs	5	4	3	2	1	9
(J) Other City recreation programs, (classes, trips, special events and arts programming)	5	4	3	2	1	9
(K) Ease of registering for programs.....	5	4	3	2	1	9
(L) Fees charged for recreation programs.....	5	4	3	2	1	9

16. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by City leaders over the next two years?

[Write the letters below for your top two choices from Question #15 above]

1st Choice: _____ 2nd Choice: _____

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

	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
<i>How satisfied are you with:</i>						
(A) Availability of information about Parks and Recreation programs and services.....	5	4	3	2	1	9
(B) Level of public involvement in local decision making	5	4	3	2	1	9
(C) City’s monthly newsletter, <i>Open Line</i>	5	4	3	2	1	9
(D) Quality of the City’s web page	5	4	3	2	1	9

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

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied Don't Know

How satisfied are you with the:

- (A) Ease of north-south travel in Auburn
by car on roads such as Donahue Dr.,
College St., Gay St. and Dean Rd..... 5 4 3 2 1 9
- (B) Ease of east-west travel in Auburn
by car on roads such as Glenn Ave.,
Thach Ave., and Samford Ave..... 5 4 3 2 1 9
- (C) Ease of travel by bicycle in Auburn..... 5 4 3 2 1 9
- (D) Ease of pedestrian travel in Auburn..... 5 4 3 2 1 9

19. Do you have access to the Internet at your home?

___(1) Yes ___(2) No

19a. [If YES to #19] Do you have high speed, broadband Internet access or Dial-up access at your home?

___(1) Broadband (DSL/Cable) ___(2) Broadband (Satellite)
___(3) Dial-up ___(4) Don't know

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

- How would you rate Auburn:*
- Excellent Good Neutral Below Average Poor Don't Know
- (A) As a place to live..... 5 4 3 2 1 9
- (B) As a place to raise children 5 4 3 2 1 9
- (C) As a place to work 5 4 3 2 1 9

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

___(1) Yes [answer Q#21a-c] ___(2) No [go to Q#22]

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

___(1) Very easy ___(3) Difficult
___(2) Somewhat easy ___(4) Very difficult

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

___(1) Police ___(7) City Manager's Office
___(2) Fire ___(8) Environmental Services
___(3) Planning (garbage, trash, recycling, animal control)
___(4) Parks and Recreation ___(9) Information Technology (web, GIS)
___(5) Finance (city licenses) ___(10) Other _____
___(6) Water Revenue Office

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

___(1) Yes ___(2) No

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

___(1) Positive ___(3) No impact
___(2) Negative ___(9) Don't know

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

- ___(1) Nothing
- ___(2) Up to \$1
- ___(3) Up to \$2
- ___(4) Up to \$3
- ___(5) Up to \$4
- ___(6) Up to \$5
- ___(7) More than \$5
- ___(9) Don't know

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

- ___(1) Yes
- ___(2) No
- ___(9) Don't Know

25. Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

- ___(1) Yes
- ___(2) No
- ___(9) Don't Know

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

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

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

28. How many years have you lived in the City of Auburn? _____ years

29. Are you a full time University student? ___(1) Yes ___(2) No

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

31. What is your age?

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

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

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

33. Would you say your total household income is:

- ___(1) Under \$30,000
- ___(2) \$30,000 to \$59,999
- ___(3) \$60,000 to \$99,999
- ___(4) More than \$100,000

34. 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