



# DirectionFinder®

## FINAL REPORT

# 2011 Citizen Survey

Submitted to

The City of  
**Auburn,  
Alabama**

ETC Institute  
725 W. Frontier Circle  
Olathe, KS  
66061

March 2010





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# DirectionFinder® Survey

## Executive Summary

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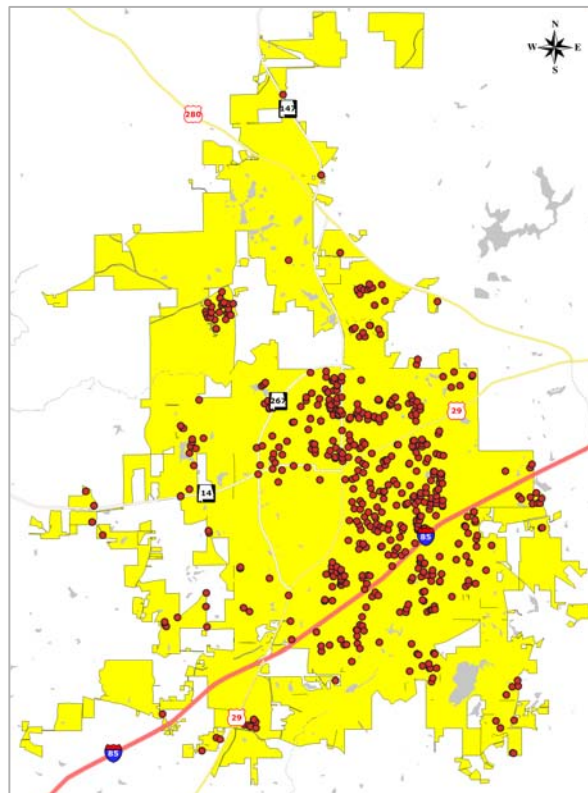
### Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during February 2011. 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 since 1985.

**Resident Survey.** A seven-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, 277 completed the survey by phone and 353 returned it by mail for a total of 630 completed surveys (52% response rate). The results for the random sample of 630 households have a 95% level of confidence with a precision of at least +/- 3.9%. 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 (see map to the right).

#### Location of Survey Respondents



City of Auburn 2011 Citizen Survey

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
- benchmarking data that shows how the results for Auburn compare to other communities
- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- tables that show the results for each question on the survey
- a copy of the survey instrument.

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

## Major Findings

- **Overall Satisfaction with City services.** The overall City services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of the City’s library facilities (90%), the quality of the City’s school system (89%), police, fire, and ambulance services (88%) and parks and recreation programs and facilities (82%). *The overall City services that showed **significant increases** in satisfaction ratings were: the quality of the City’s stormwater runoff (+7%), the enforcement of City codes and ordinances (+6%) and the maintenance of City streets and facilities (+5%). **There were no significant decreases.***

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

- **Overall Priorities.** The overall areas that residents thought should receive the most emphasis from the City of Auburn over the next two years were: 1) flow of traffic and congestion management, 2) the maintenance of city streets and facilities and 3) the quality of the school system.
- **Perceptions of the City.** Most (91%) of the residents surveyed, *who had an opinion*, were very satisfied with the overall quality of life in Auburn; only 3% were dissatisfied and the remaining 7% gave a neutral rating (does not equal 100% due to rounding). Most (91%) of the residents surveyed, *who had an opinion*, were also satisfied with the overall image of Auburn; only 2% were dissatisfied and the remaining 7% gave a neutral rating.



*The quality of life items that showed **significant increases** in positive ratings were: satisfaction with the overall value received for City tax dollars and fees (+4%) and ratings of the City as a place to work (+4%). **There were no significant decreases.***

- **Priorities to Address Growth.** The area that residents felt City officials should concentrate their efforts on most to address growth in the City, based upon the percentage of residents who rated the item as the highest priority, was the City's school system (56%). Other areas residents felt should be priorities were: traffic management (27%), police protection (23%) and watershed protection (22%).
- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of local fire protection (89%), the quality of local police protection (87%) and the response time of fire personnel (87%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) enforcement of speed limits in neighborhoods, and 2) efforts to prevent crime. *The public safety services that showed **significant increases** in satisfaction ratings from 2010 were: efforts to prevent crime (+5%), the quality of local ambulance service (+4%), the visibility of police in retail areas (+4%) and the quality of animal control (+4%). **There were no significant decreases.***
- **Codes and Ordinances.** More than three fourths (75%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with fire codes and regulations (77%) and the clean up of litter and debris in neighborhoods (76%). The codes and ordinances that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the clean up of litter and debris in neighborhoods and 2) zoning regulations. *The codes and ordinance that showed **significant improvements** in satisfaction ratings were: unrelated occupancy regulations (+11%), zoning regulations (+10%), erosion and sediment control regulations (+8%) and building codes (+4%). **There were no significant decreases.***
- **Utility and Environmental Services.** Most (91%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with residential garbage collection service (91%) and 87% were satisfied with yard waste removal service. The utility/environmental services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) curbside recycling service and 2) residential garbage collection. *The utility/environmental services that showed **significant increases** in satisfaction ratings were: yard waste removal service (+5%) and curbside recycling (+5%). **There was one significant decrease** in satisfaction ratings for the Water Revenue Office customer service (-4%).*
- **City Maintenance.** The maintenance services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the maintenance of City buildings (85%), maintenance of downtown Auburn (84%), and the maintenance of traffic signals (83%).

Residents were least satisfied with the adequacy of the City's street lighting (64%). The maintenance services that residents felt should receive the most emphasis from City leaders over the next two years were 1) the maintenance of streets and 2) the adequacy of city street lighting. *There were **no significant changes** in satisfaction ratings for any of the maintenance services rated from 2010.*

- **Feeling of Safety in the City.** Most (91%) of the residents surveyed, *who had an opinion*, generally felt safe (rating of 4 or 5 on a 5-point scale) in Auburn. In addition, ninety-five percent (95%) of residents felt safe in their neighborhood during the day and 91% felt safe in downtown Auburn. *There was a **significant increase** in the percent of residents who felt safe in City parks from 2010 (+4%). **There were no significant decreases.***
- **Parks and Recreation.** The parks and recreation services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the maintenance of City parks (84%), the maintenance of cemeteries (81%), and outdoor athletic fields (80%). The parks and recreation services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) walking trails, 2) maintenance of parks and 3) biking paths and lanes. *The parks and recreation services that showed **significant improvements** in satisfaction ratings were: swimming pools (+7%), walking trails (+6%), the number of parks (+5%) and the maintenance of cemeteries (+5%). **There were no significant decreases.***
- **City Communications.** Eighty percent (80%) 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 OPEN LINE newsletter and 76% were satisfied with the availability of information about city parks and recreation services. *There were **significant increases** in satisfaction ratings for the following city communication services: level of public involvement in decision-making (+8%), transparency of City government (+7%), quality of the OPEN LINE newsletter (+5) and the availability of information about park programs and services (+5%). **There were no significant decreases.***
- **Priority of Various City Projects.** The City projects that residents felt should be the highest priority, based upon the combined percent of residents who rated the item as a 1, 2 or 3 on a 10-point scale where a rating of 1 meant the item was very important, were: road resurfacing/reconstruction (55%), additional parking downtown (55%) and expanded police protection and facilities (52%).

### **Other Findings.**

- There were *significant increases* in satisfaction ratings for all of the City leadership items rated from 2010: the effectiveness of appointed boards (+10%), the leadership provided by the City's elected leaders (+9%) and the effectiveness of the City manager (+4%).
- Sixty-four percent (64%) of the residents surveyed indicated they would be very or somewhat supportive of having an increase in taxes or fees to fund the expansion of the Auburn school system; 23% were very or somewhat opposed and 13% did not have an opinion.
- Eighty-one percent (81%) of residents, who had contacted the City during the past year, felt the department they had contacted was responsive to their issue; 16% did not and 3% did not provide a response.
- There was a significant increase in the percent of residents who thought Auburn University students had a positive impact on their neighborhood (39% *positive* in 2011 versus 32% *positive* in 2010).
- The percent of residents who felt the City's current rate of growth was *about right* increased significantly from 2010 (57% felt growth was *about right* in 2011 versus 50% in 2010).
- There was a significant increase in the percent of residents who felt the City was building sufficient streets, intersections, sidewalks and water/sewer systems to keep up with the City's growth (48% *yes* in 2011 versus 38% in 2010).

### **Significant Changes From 2010.**

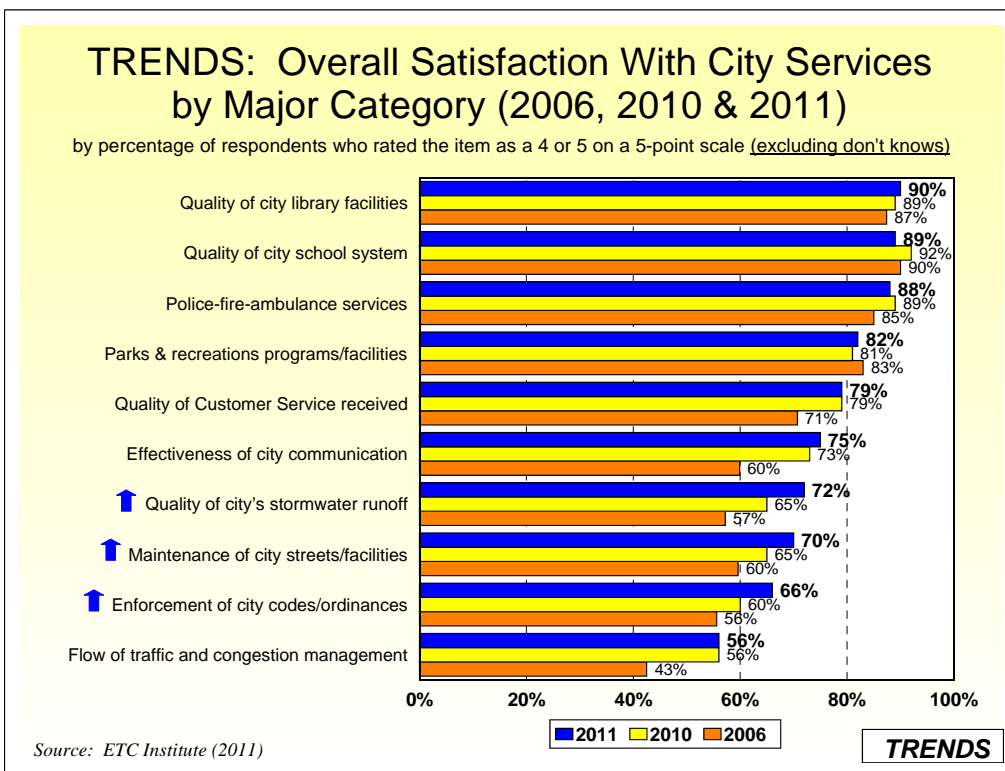
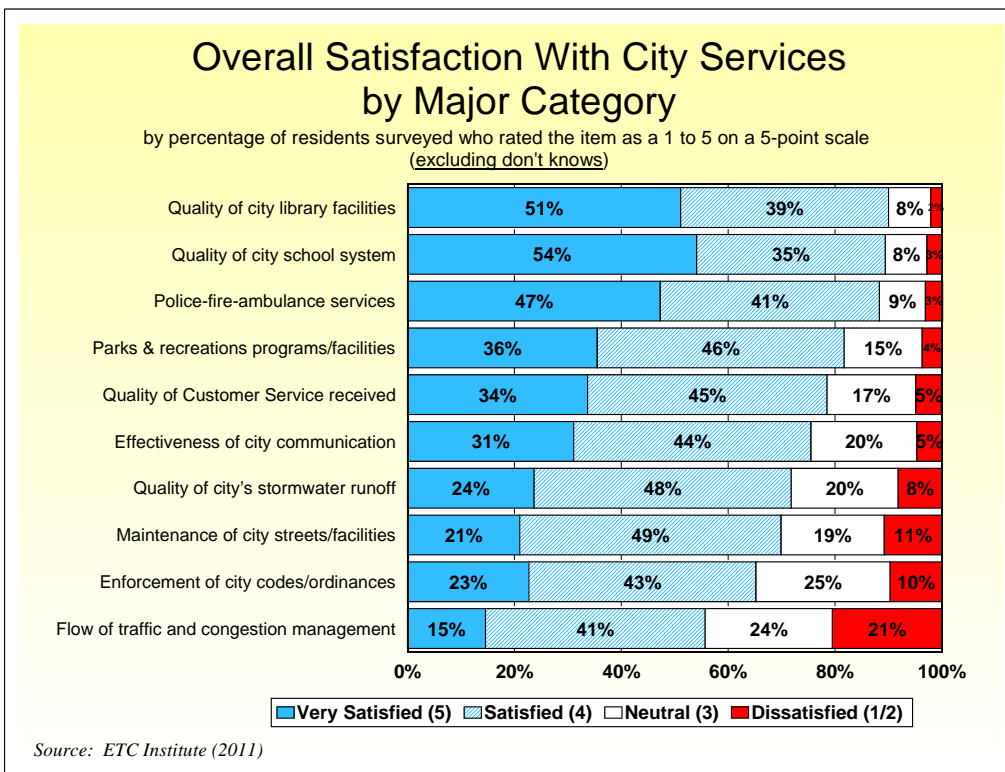
Of the 87 items rated in both 2010 and 2011, there were 27 *significant increases* in positive ratings and only 1 *significant decrease* in positive ratings. The item that showed a significant decrease in satisfaction ratings from 2010 was in the Water Revenue Office customer service. The significant increases are listed in order based upon the increase in percentage from 2010 in the table on the following page.

<b>Category</b> <b>by percentage of respondents who rated the item as a</b> <b>4 or 5 on a 5-point scale (excluding don't knows)</b>	<b>2011</b>	<b>2010</b>	<b>Increase in</b> <b>Percentage</b>	<b>Category</b>
Unrelated occupancy regulations	54%	43%	11%	City Codes and Ordinances
Zoning regulations	64%	54%	10%	City Codes and Ordinances
Effectiveness of appointed boards	73%	63%	10%	City Leadership
Leadership provided by City's elected officials	79%	70%	9%	City Leadership
Erosion and sediment control regulations	58%	50%	8%	City Codes and Ordinances
Level of public involvement in decision-making	57%	49%	8%	City Communication
Swimming pools	58%	51%	7%	Parks and Recreation Services
Quality of city's stormwater runoff	72%	65%	7%	Overall Satisfaction
Transparency of city government	61%	55%	7%	City Communication
Enforcement of city codes/ordinances	66%	60%	6%	Overall Satisfaction
Walking trails	61%	55%	6%	Parks and Recreation Services
Efforts to prevent crime	75%	70%	5%	Public Safety
Yard waste removal service	87%	82%	5%	Utility and Environmental Services
Number of parks	68%	63%	5%	Parks and Recreation Services
Maintenance of city streets/facilities	70%	65%	5%	Overall Satisfaction
Availability info about park programs/services	76%	71%	5%	City Communication
Quality of OPEN LINE newsletter	80%	75%	5%	City Communication
Curbside recycling service	75%	70%	5%	Utility and Environmental Services
Maintenance of cemeteries	81%	77%	5%	Parks and Recreation Services
In City parks	74%	70%	4%	Feeling of Safety
Overall value received for City tax dollars/fees	78%	74%	4%	Perceptions of the City
Quality of animal control	64%	60%	4%	Public Safety
Building codes	64%	60%	4%	City Codes and Ordinances
Visibility of police in retail areas	72%	68%	4%	Public Safety
Effectiveness of the City Manager	79%	75%	4%	City Leadership
As a place to work	86%	82%	4%	Ratings of Life
Quality of local ambulance service	81%	77%	4%	Public Safety



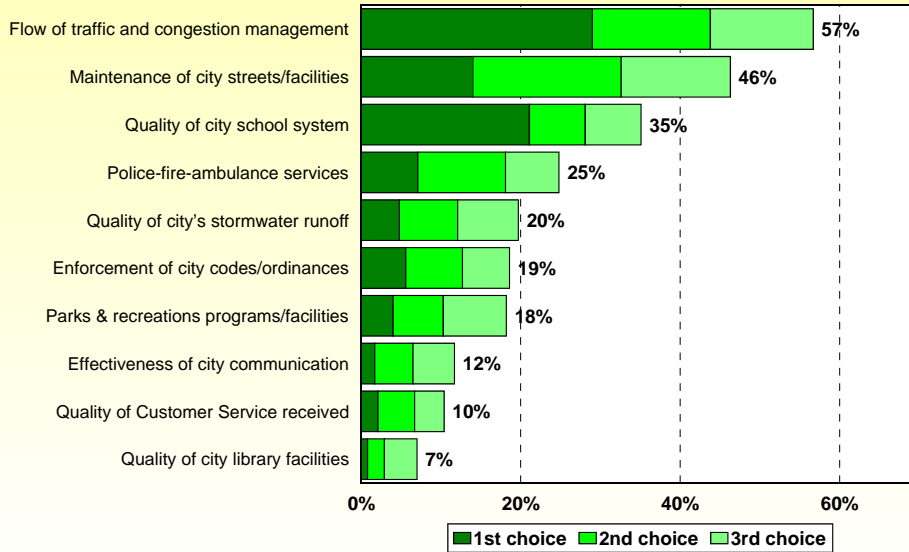
**Section 1:**  
**Charts and Graphs**

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

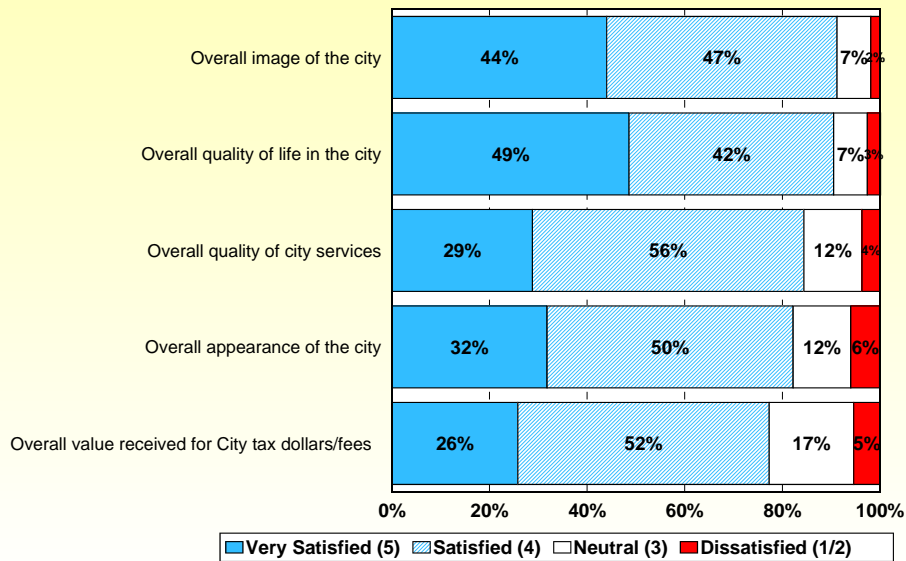
by percentage of residents surveyed who selected the item as one of their top three choices



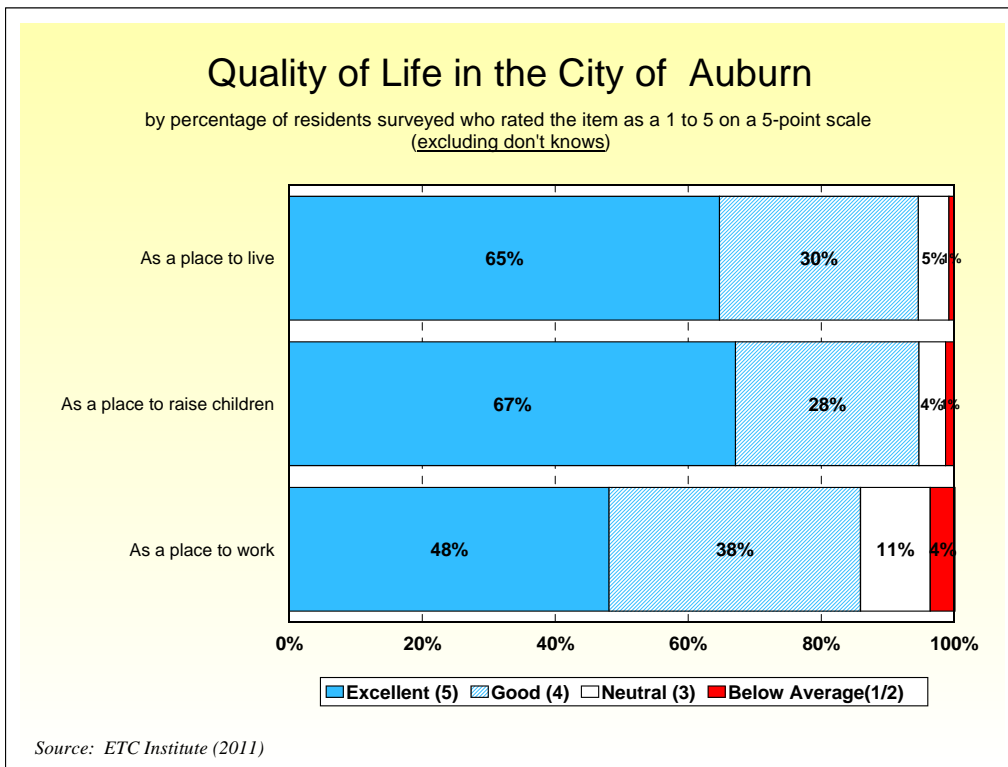
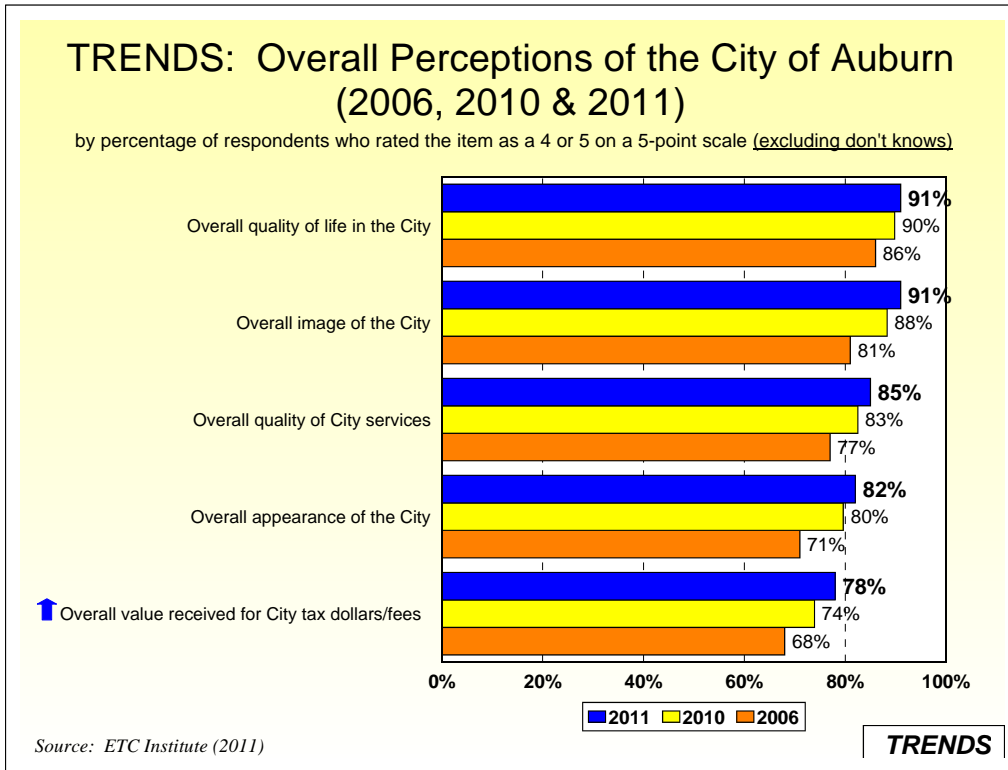
Source: ETC Institute (2011)

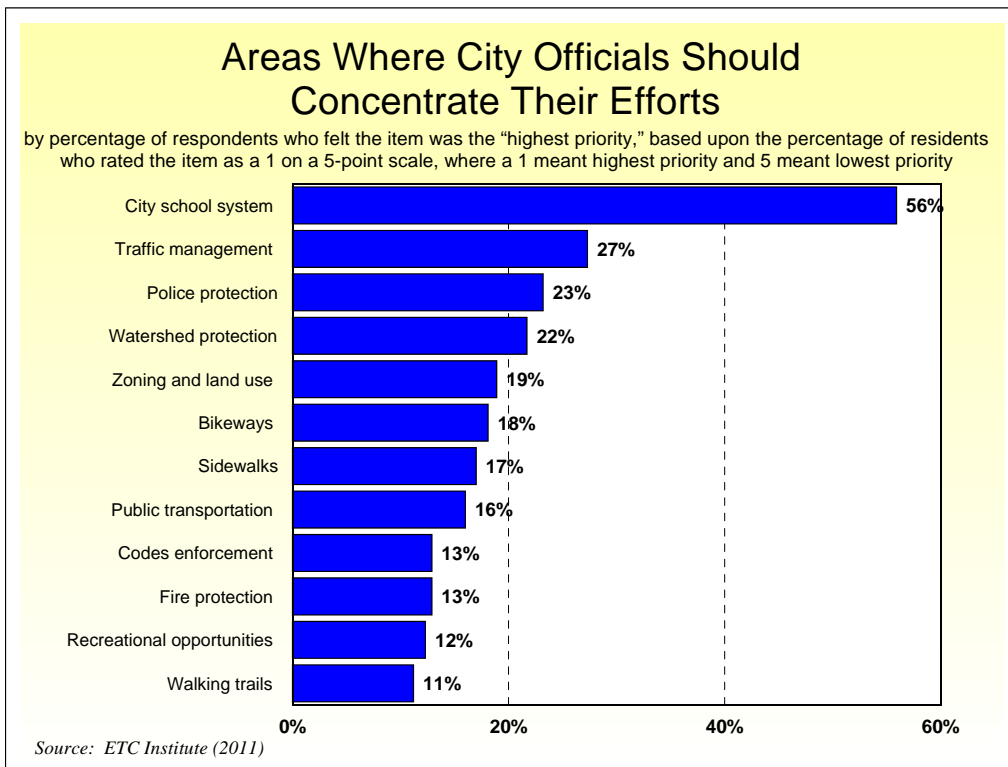
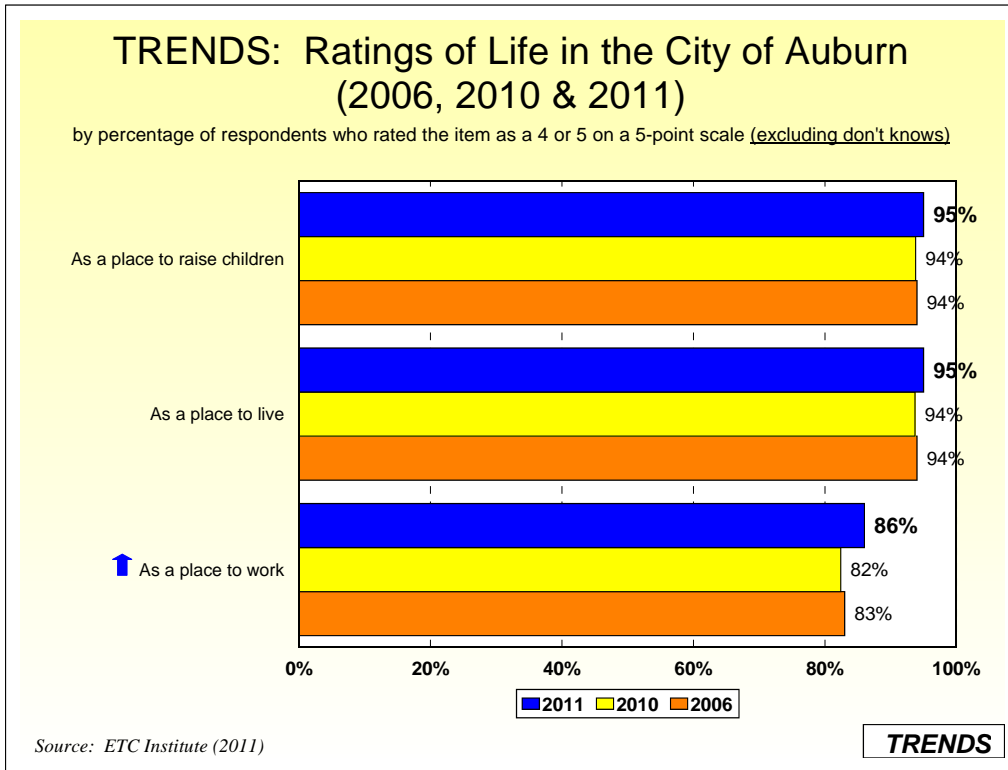
### Satisfaction With Items That Influence the Perception Residents Have of the City

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



Source: ETC Institute (2011)





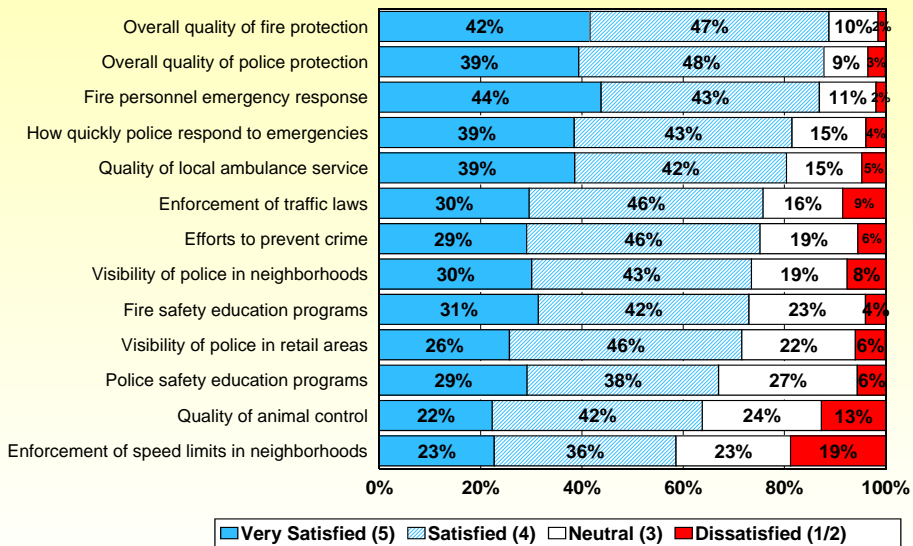


# PUBLIC SAFETY

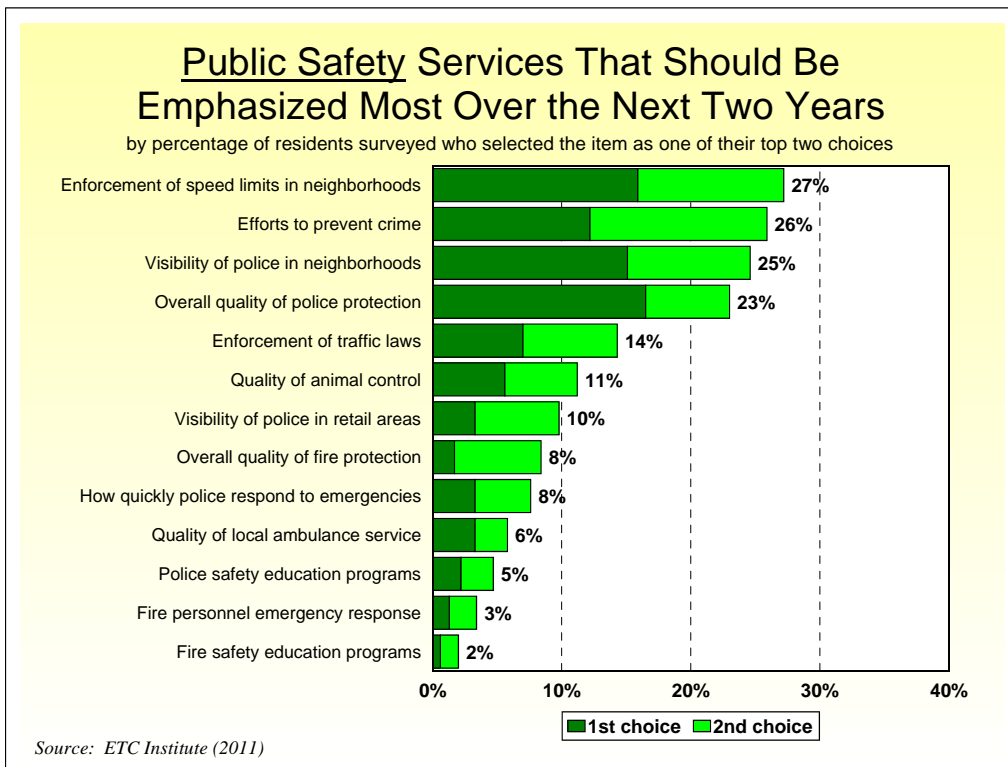
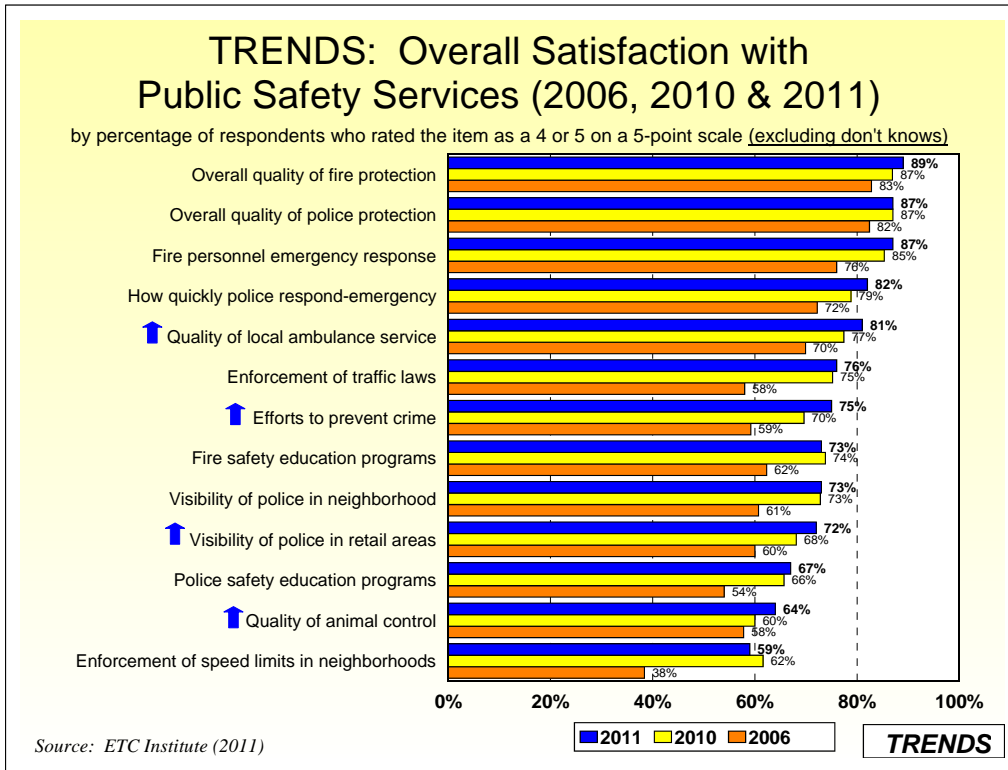
Source: ETC Institute (2011)

## Satisfaction with Various Aspects of Public Safety

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



Source: ETC Institute (2011)

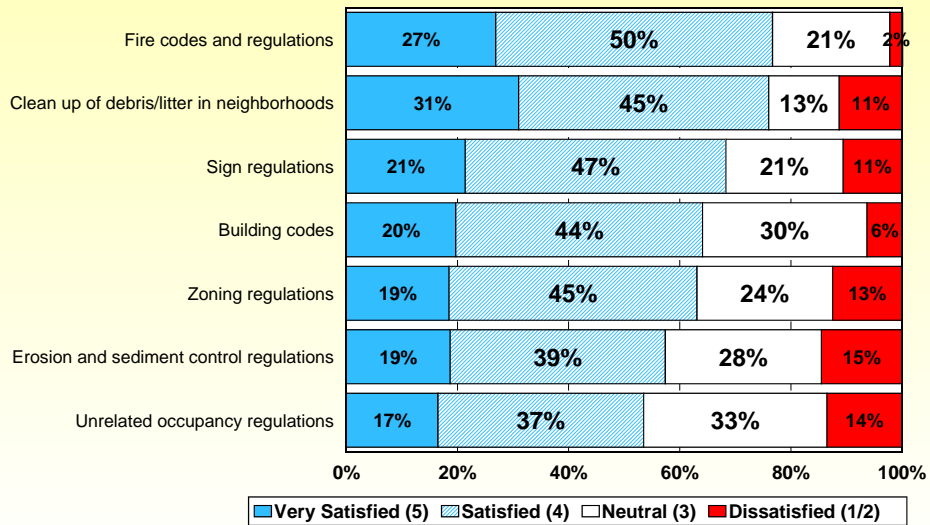


# CITY CODES AND ORDINANCES

Source: ETC Institute (2011)

## Satisfaction with Enforcement of City Codes and Ordinances

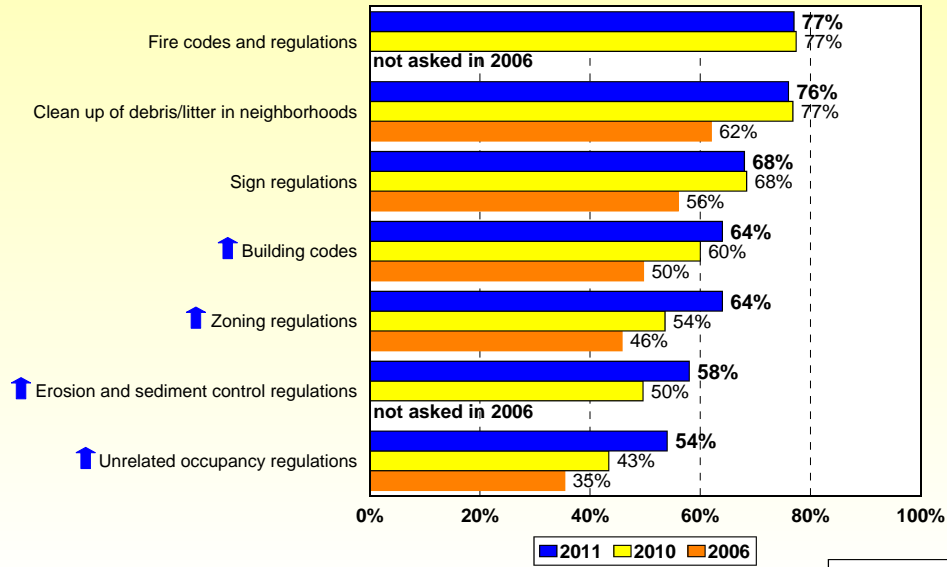
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2011)

### TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2006, 2010 & 2011)

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

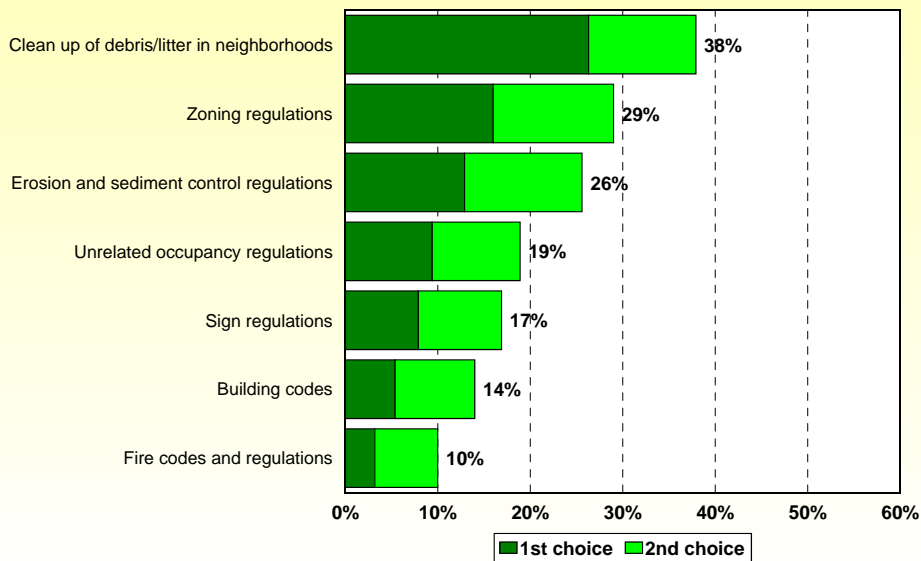


Source: ETC Institute (2011)

TRENDS

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

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



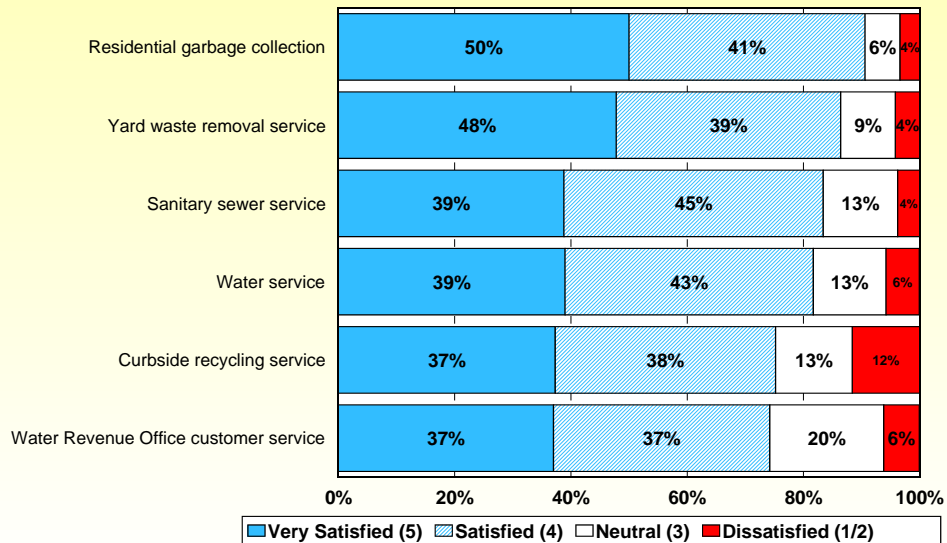
Source: ETC Institute (2011)

# UTILITY AND ENVIRONMENTAL SERVICES

Source: ETC Institute (2011)

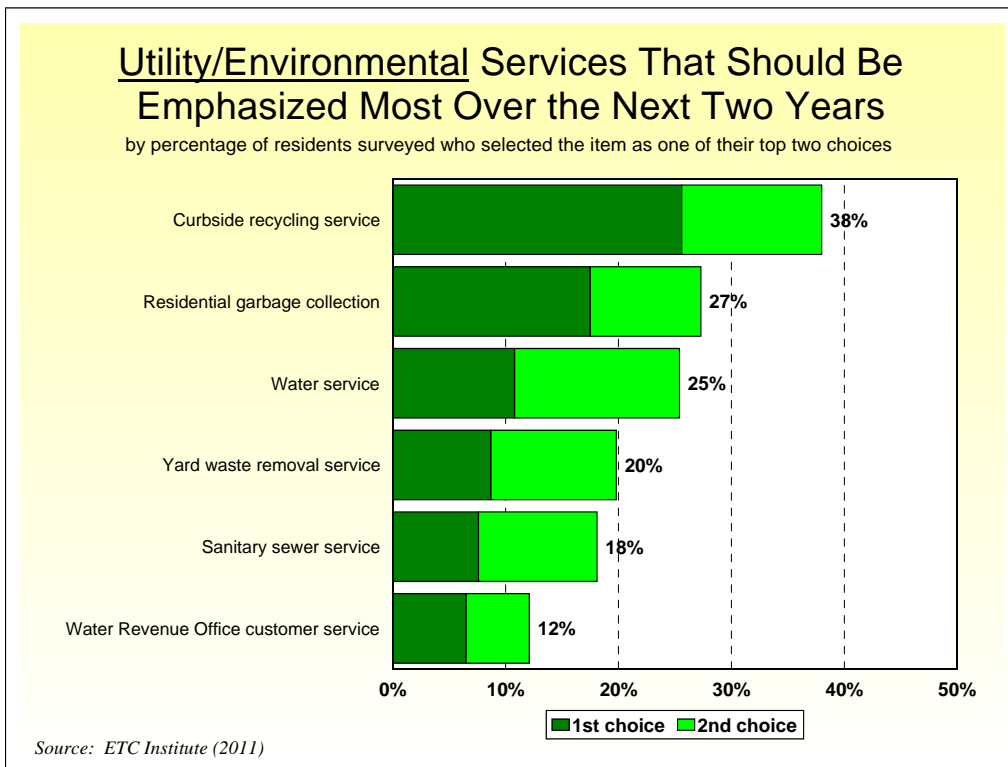
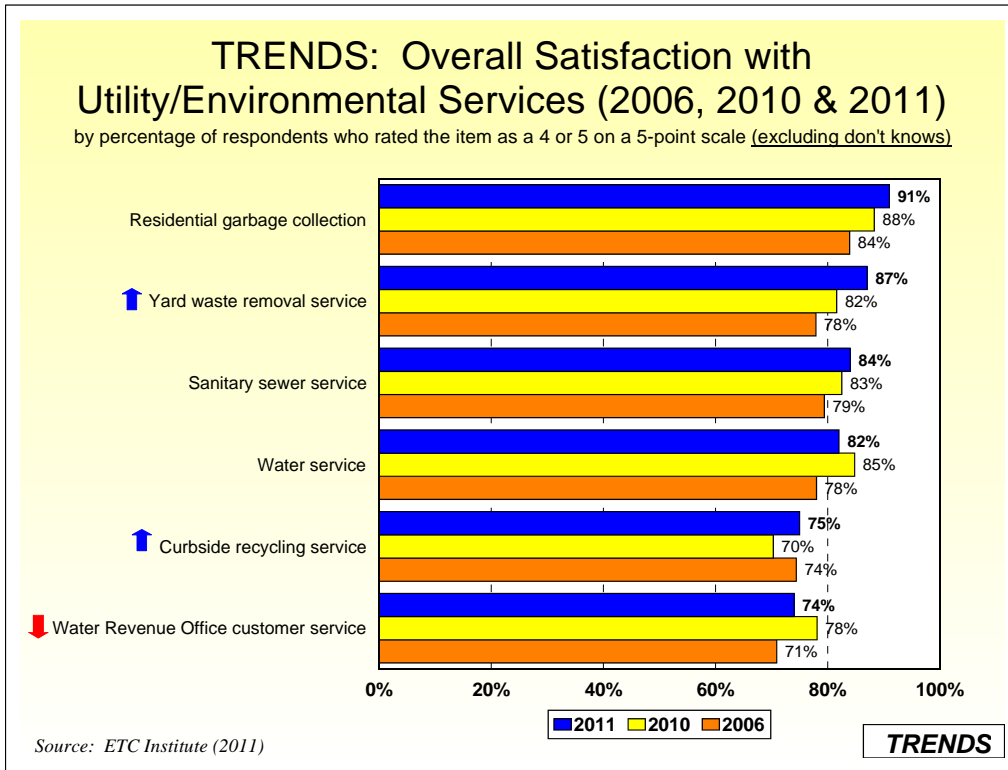
## Satisfaction with Various Aspects of Utility/Environmental Services

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



Source: ETC Institute (2011)



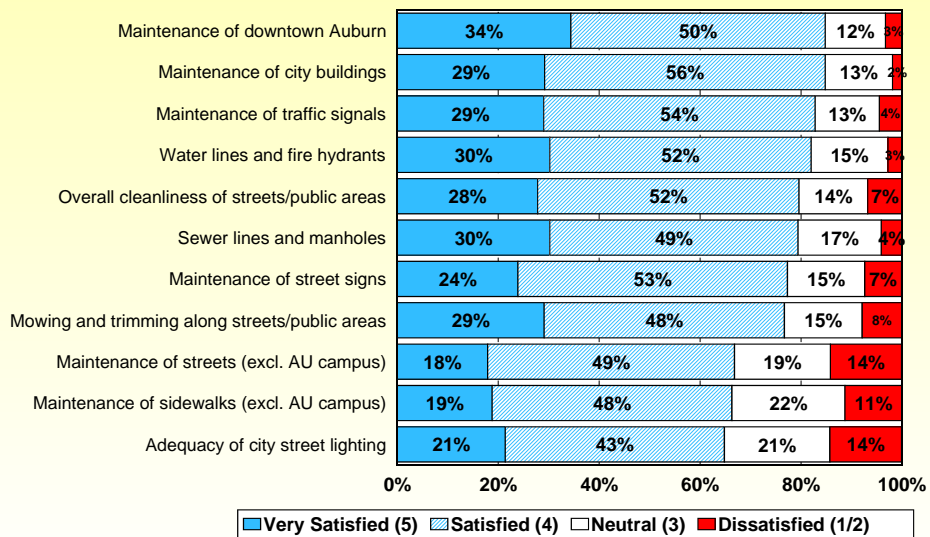


# CITY MAINTENANCE

Source: ETC Institute (2011)

## Satisfaction with Various Aspects of City Maintenance

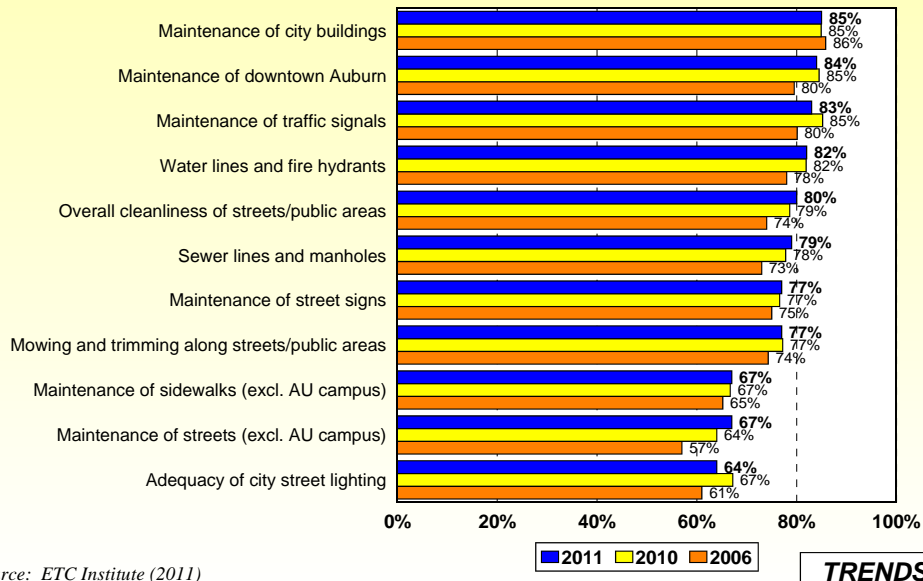
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2011)

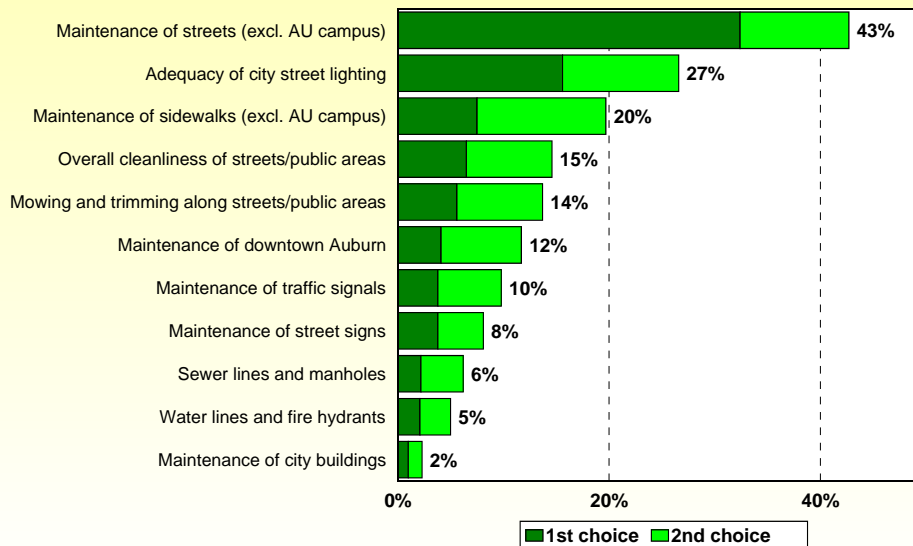
### TRENDS: Overall Satisfaction with City Maintenance (2006, 2010 & 2011)

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



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

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

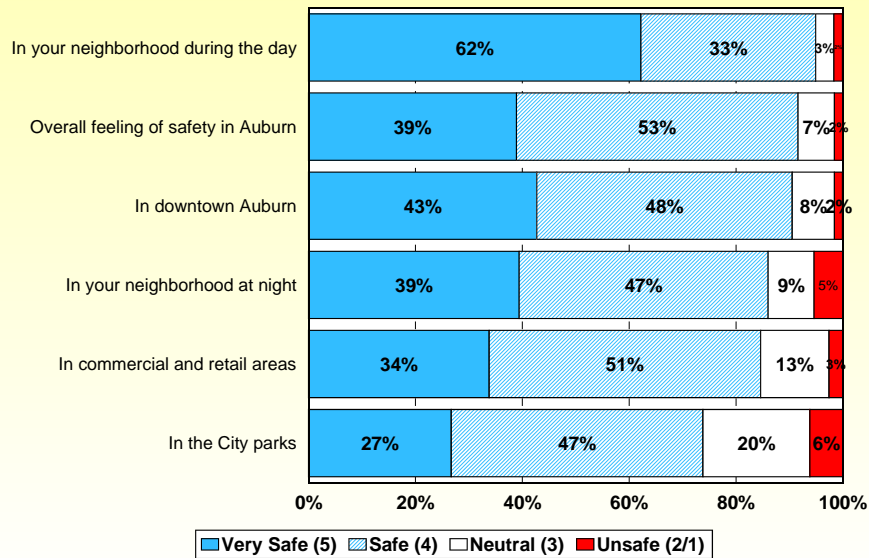


# FEELING OF SAFETY

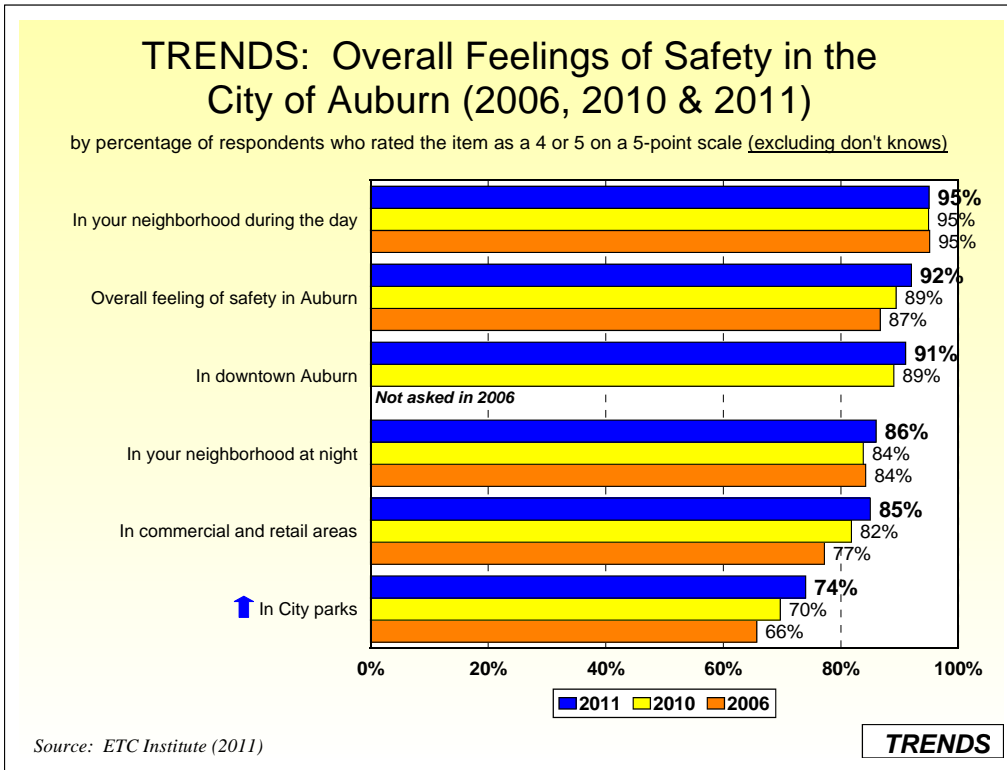
Source: ETC Institute (2011)

## Feelings of Safety in Auburn

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



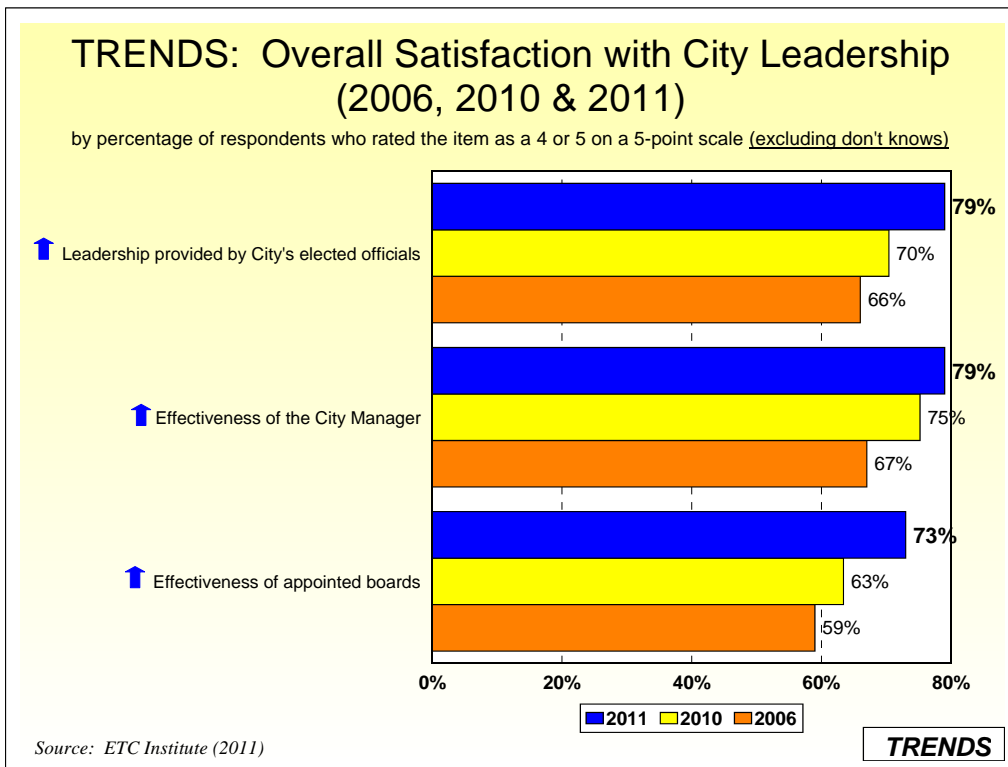
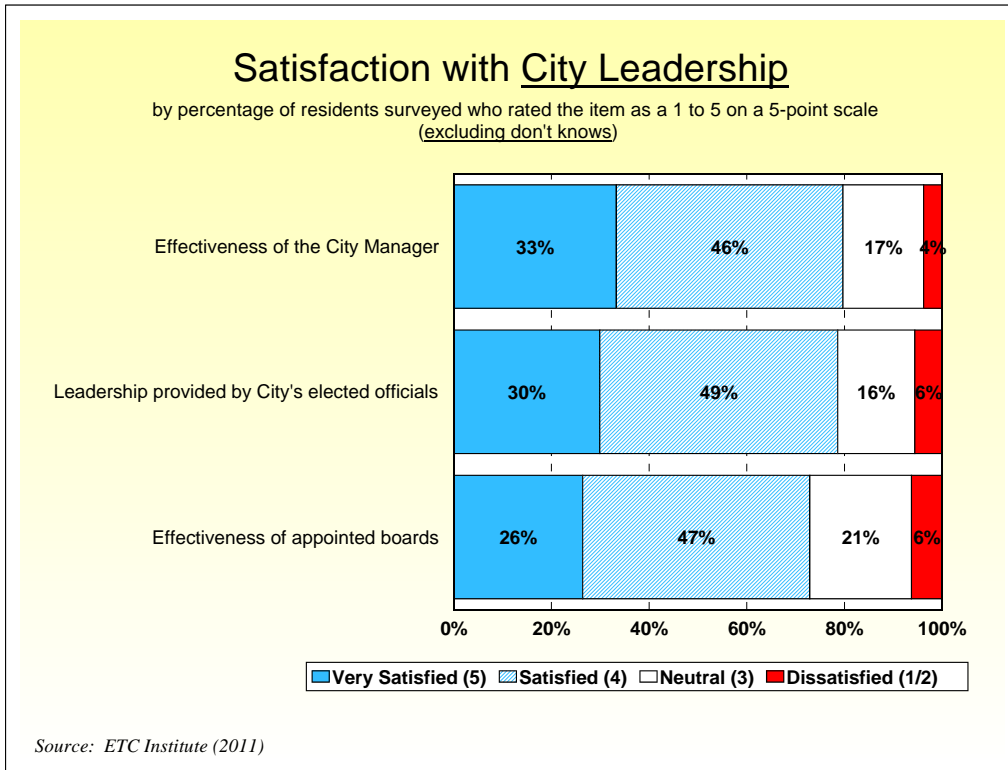
Source: ETC Institute (2011)



# CITY LEADERSHIP

Source: ETC Institute (2011)



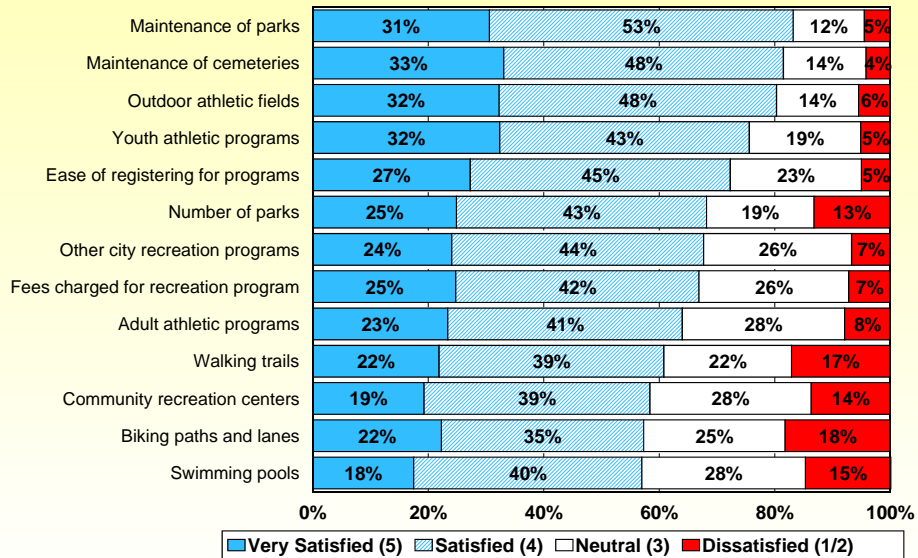


# PARKS & RECREATION

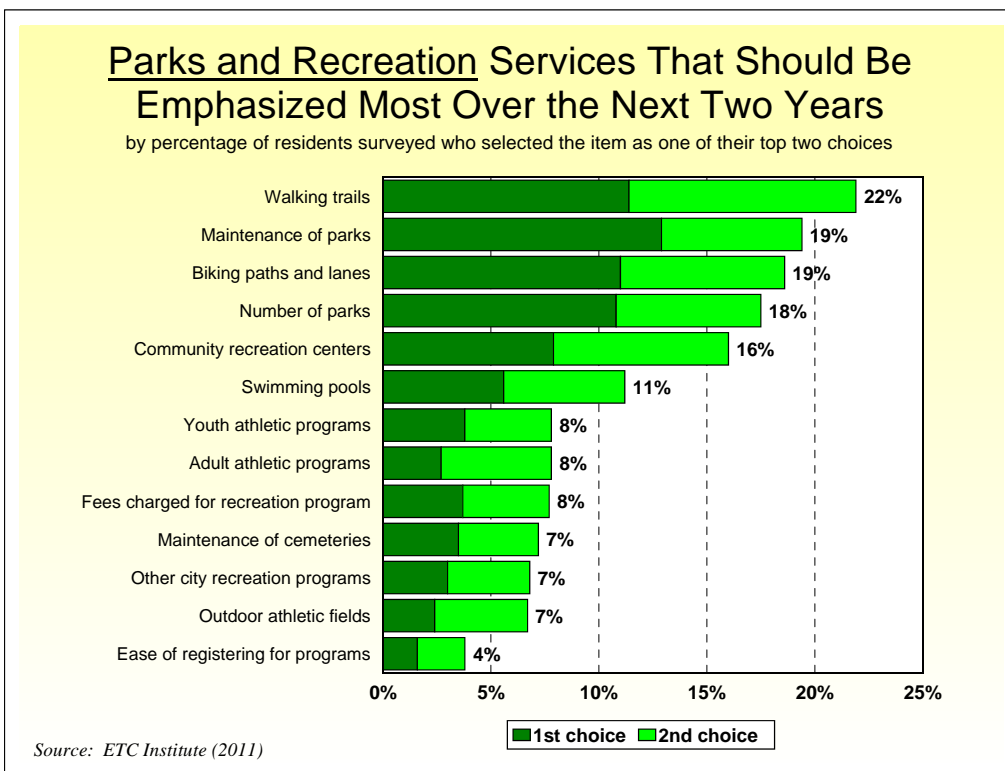
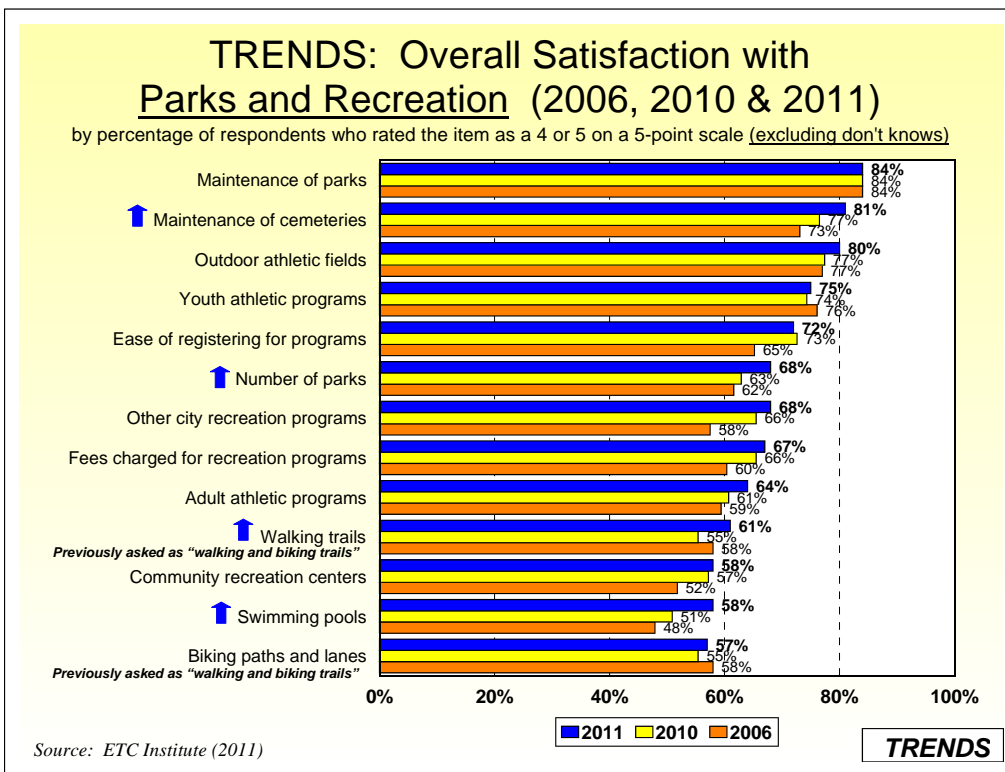
Source: ETC Institute (2011)

## Satisfaction with Various Aspects of Parks and Recreation

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



Source: ETC Institute (2011)

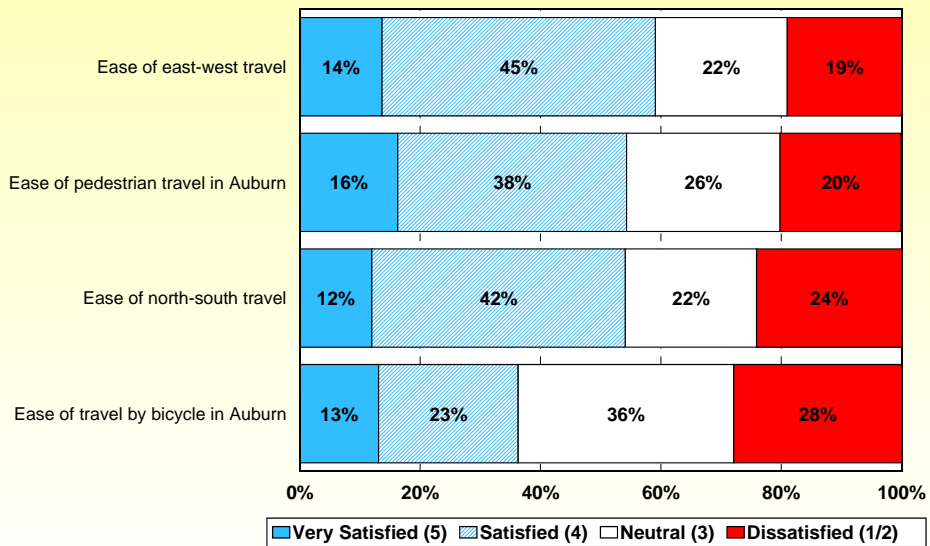


# Traffic Flow

Source: ETC Institute (2011)

## Satisfaction with Various Aspects of Traffic Flow

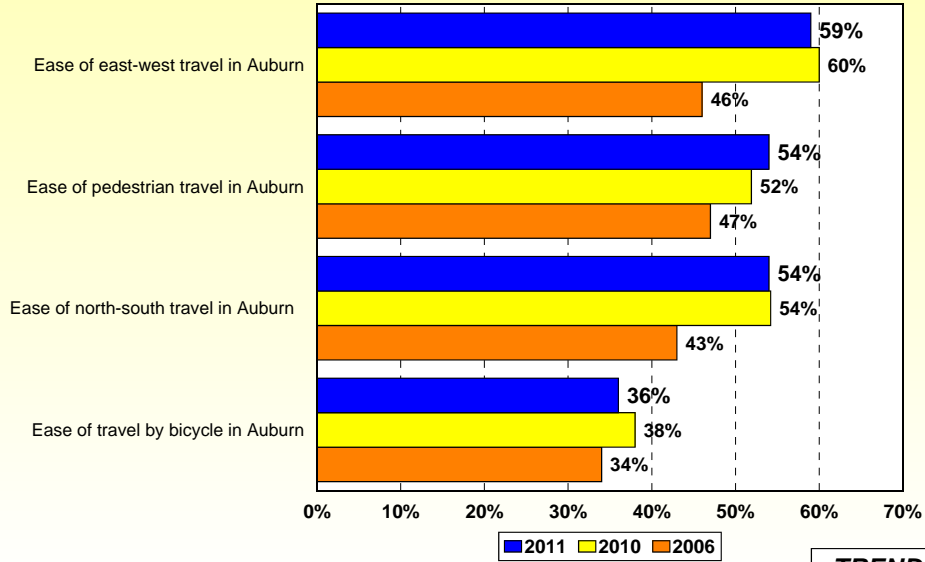
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute (2011)

### TRENDS: Overall Satisfaction with Traffic Flow (2006, 2010 & 2011)

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

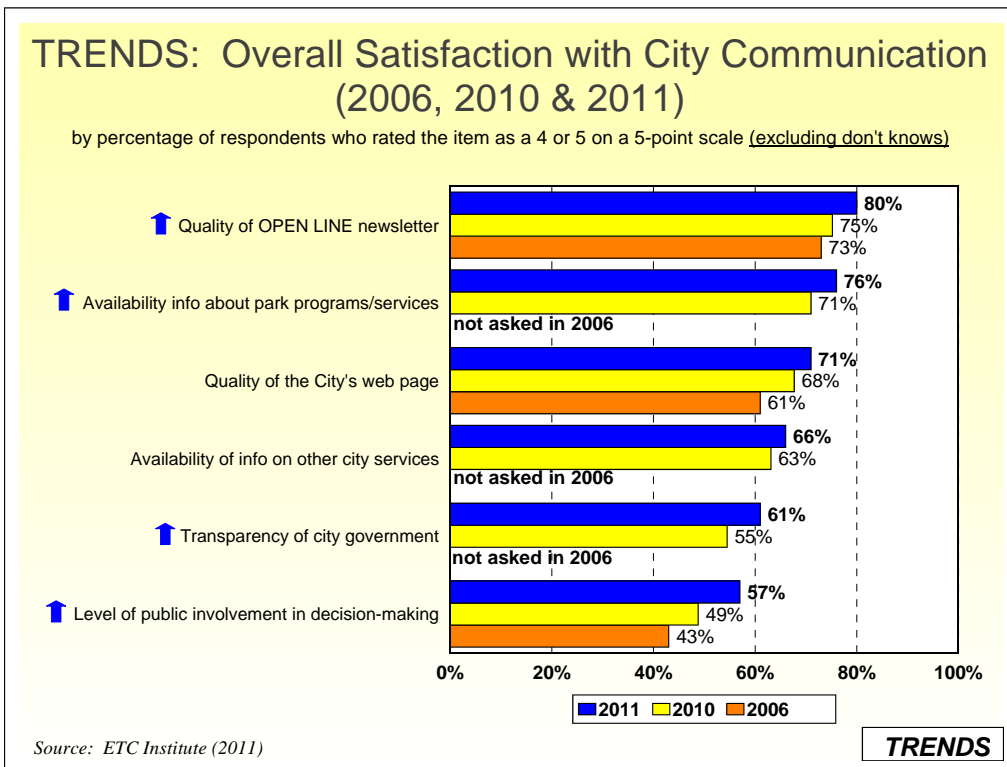
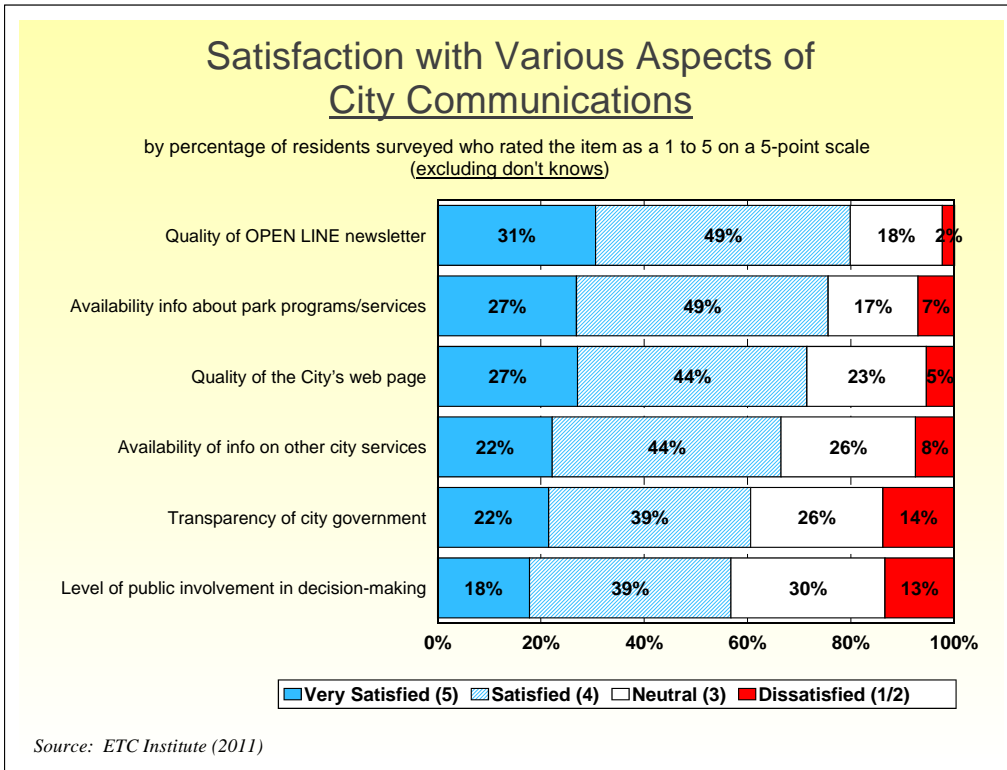


Source: ETC Institute (2011)

**TRENDS**

# CITY COMMUNICATIONS

Source: ETC Institute (2011)

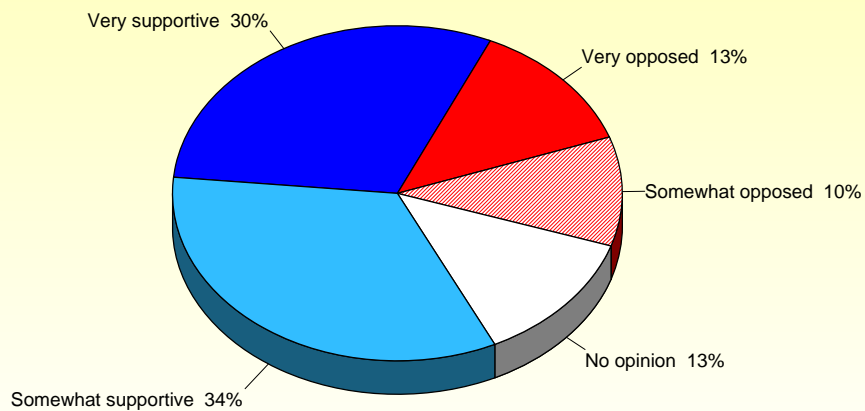


# OTHER ISSUES

Source: ETC Institute (2011)

## How Supportive Residents Would Be of An Increase in Taxes or Fees to Fund the Future Expansion of the Auburn City School System

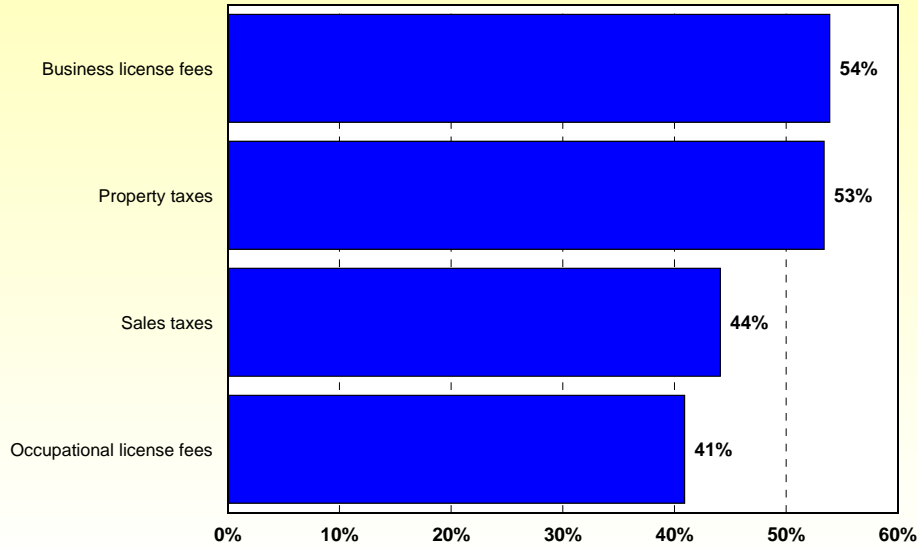
by percentage of residents surveyed



Source: ETC Institute (2011)

### Options Residents Were Most Supportive of to Fund the Expansion of the Auburn City School System

by percentage of the residents surveyed who were supportive of expanding the Auburn City School System  
residents were allowed to select ALL of they would be willing to support

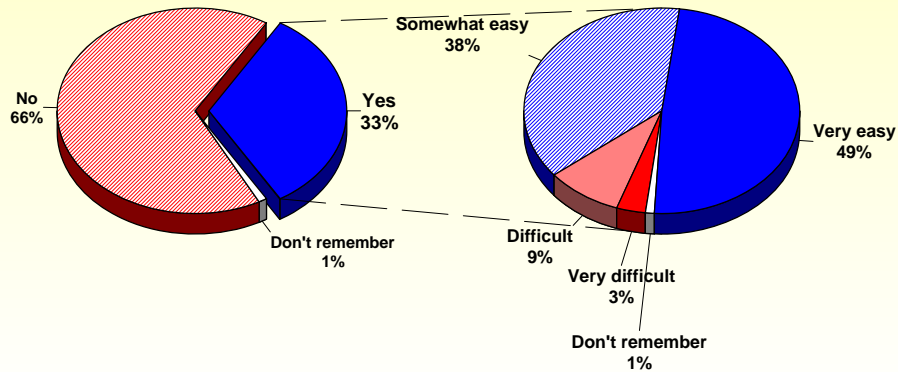


Source: ETC Institute (2011)

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

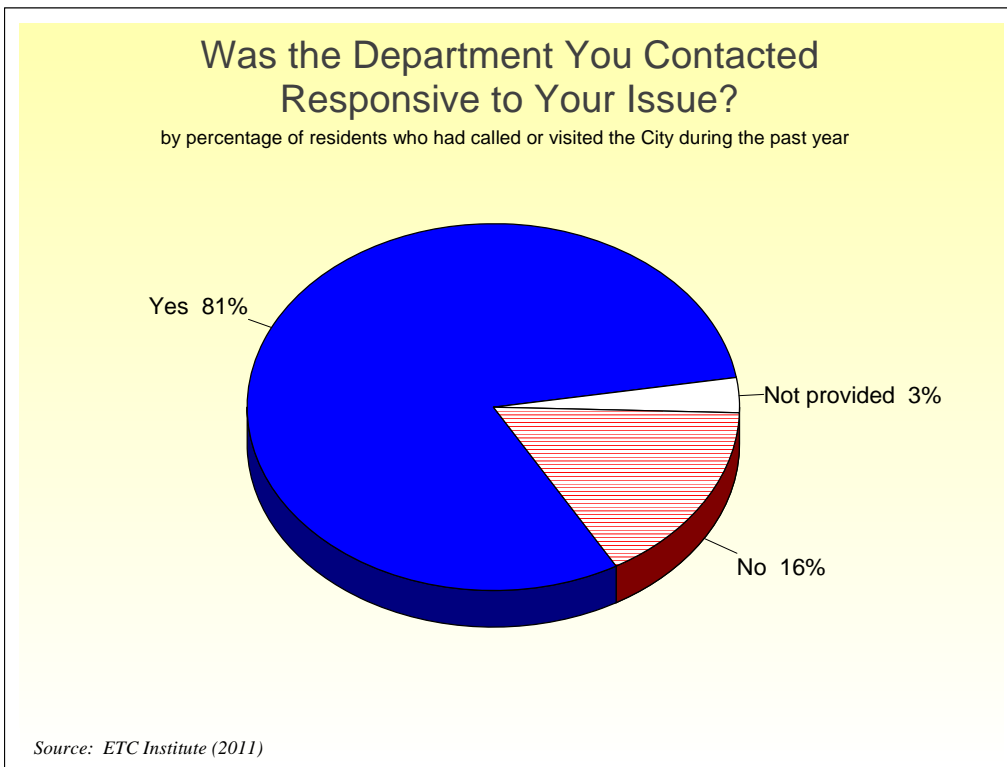
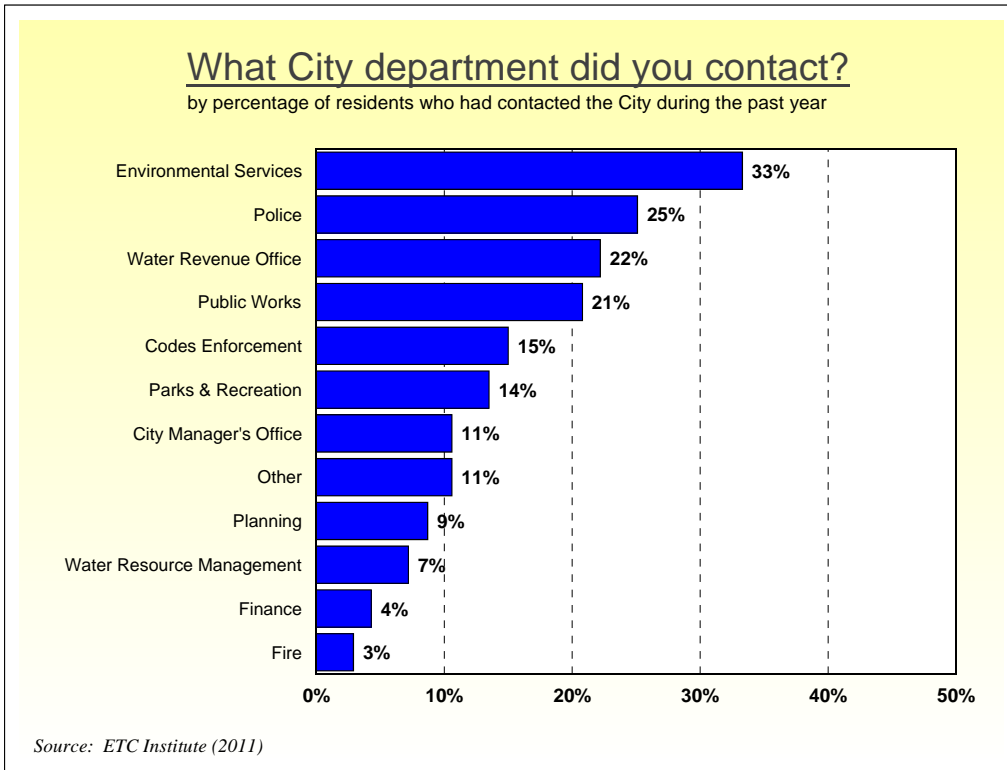
by percentage of residents surveyed

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



Source: ETC Institute (2011)



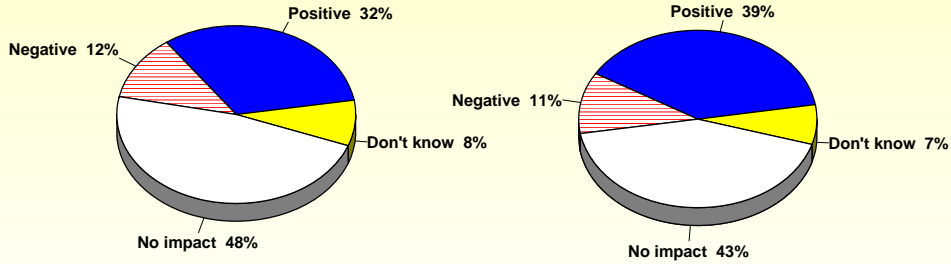


### Do You Think Auburn University Students Have Had a Positive, Negative, or No Impact on Your Neighborhood?

by percentage of residents surveyed

**2010**

**2011**



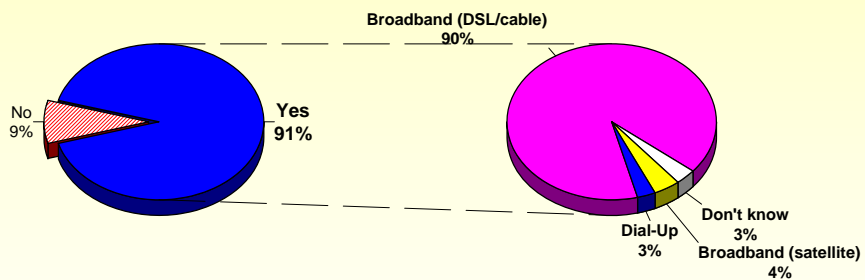
Source: ETC Institute (2011)

**TRENDS**

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

by percentage of residents surveyed

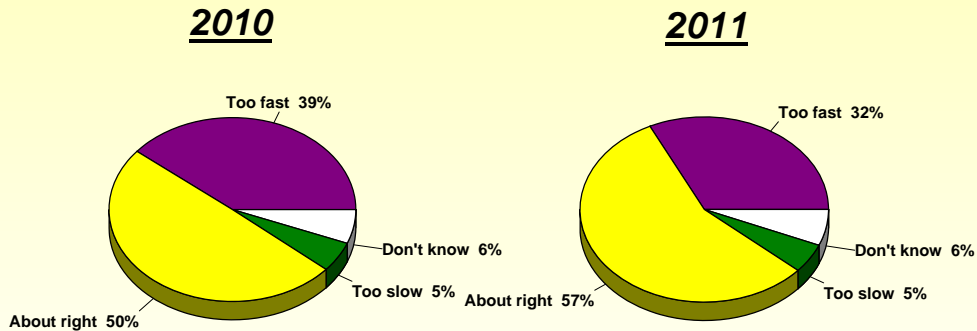
#### **Do You Have High Speed or Dial-up Access?**



Source: ETC Institute (2011)

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

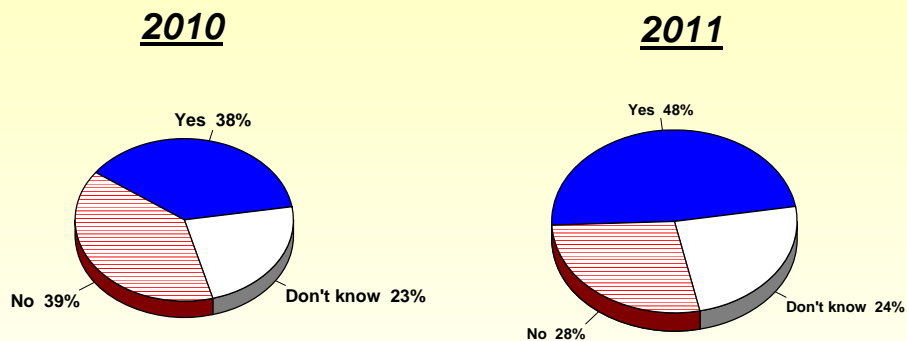
by percentage of residents surveyed



Source: ETC Institute (2011)

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

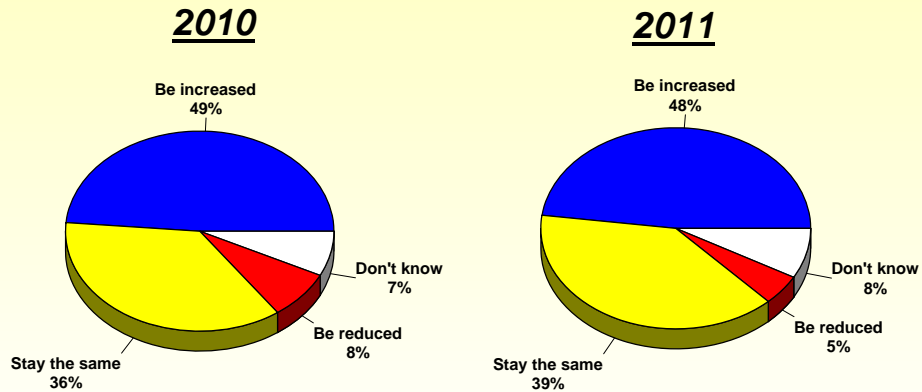


Source: ETC Institute (2011)

**TRENDS**

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

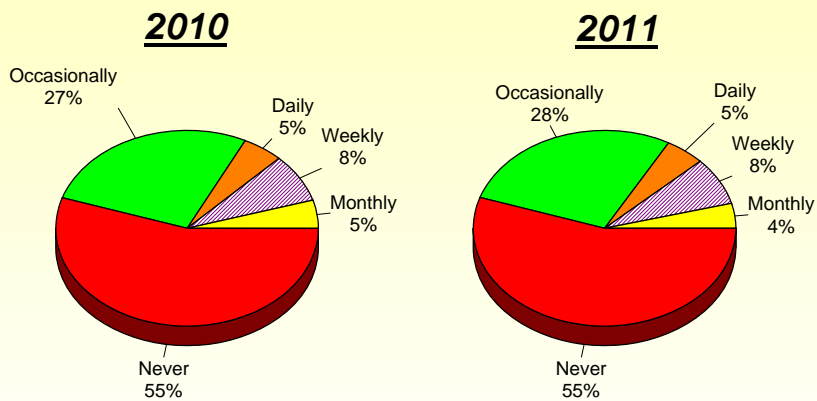
by percentage of residents surveyed



Source: ETC Institute (2011)

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

by percentage of residents surveyed



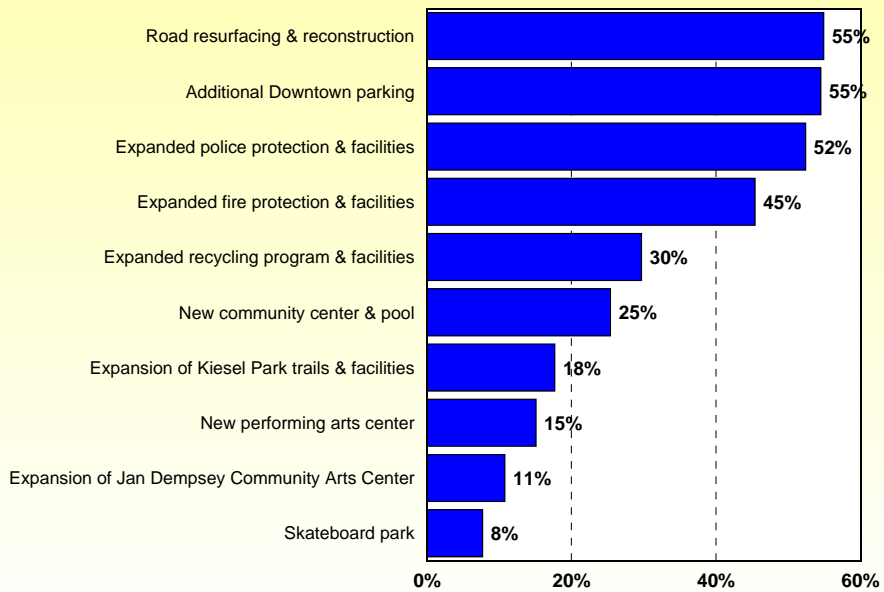
Source: ETC Institute (2011)

# Priority for Various Projects

Source: ETC Institute (2011)

## Priority of Various City Projects

percentage of residents who felt the item was a high priority based upon the combined percentage of residents who rated it as a 1, 2 or 3 on a 10-point scale, where a rating of 1 meant the "highest priority" and a rating of 10 meant "lowest priority"



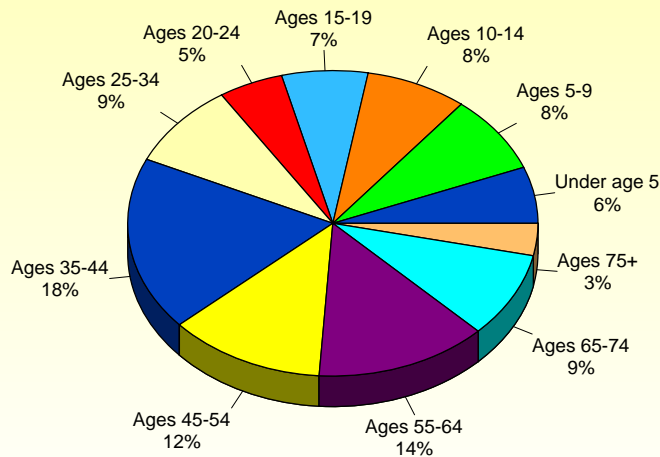
Source: ETC Institute (2011)

# Demographics

Source: ETC Institute (2011)

## Demographics: Ages of people in the household

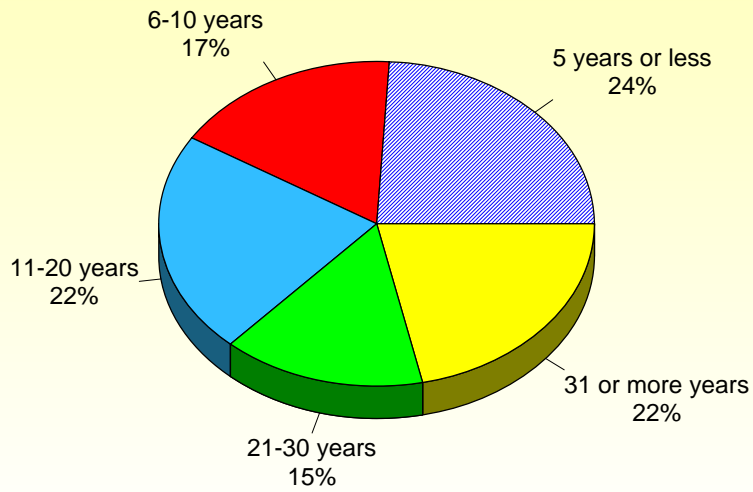
by percentage of residents surveyed



Source: ETC Institute (2011)

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

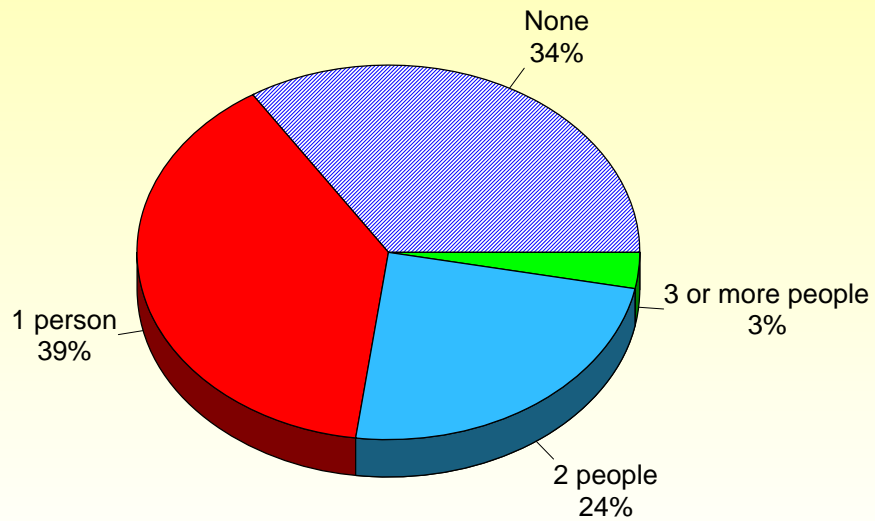
by percentage of residents surveyed



Source: ETC Institute (2011)

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

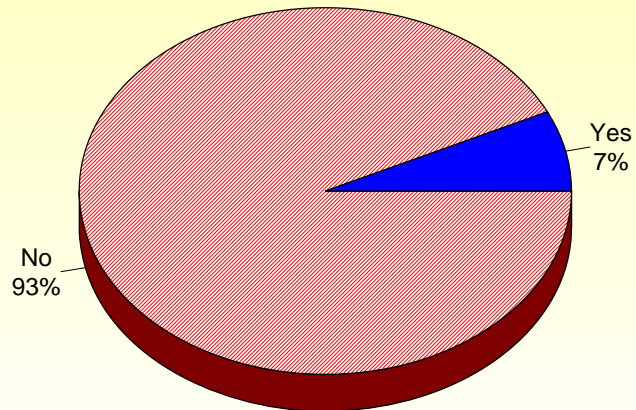
by percentage of residents surveyed



Source: ETC Institute (2011)

### Demographics: Are you a full time Auburn University student?

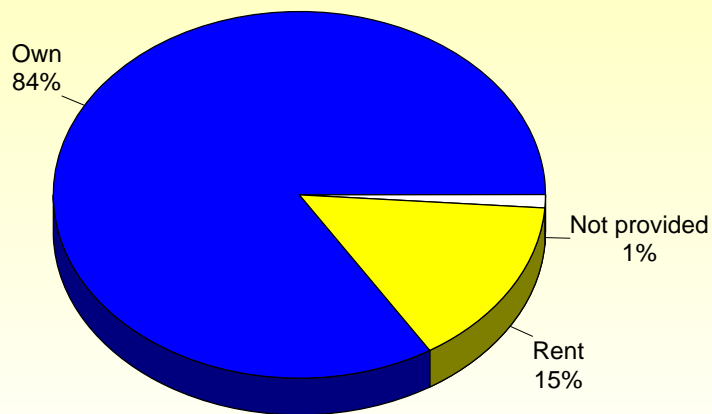
by percentage of residents surveyed



Source: ETC Institute (2011)

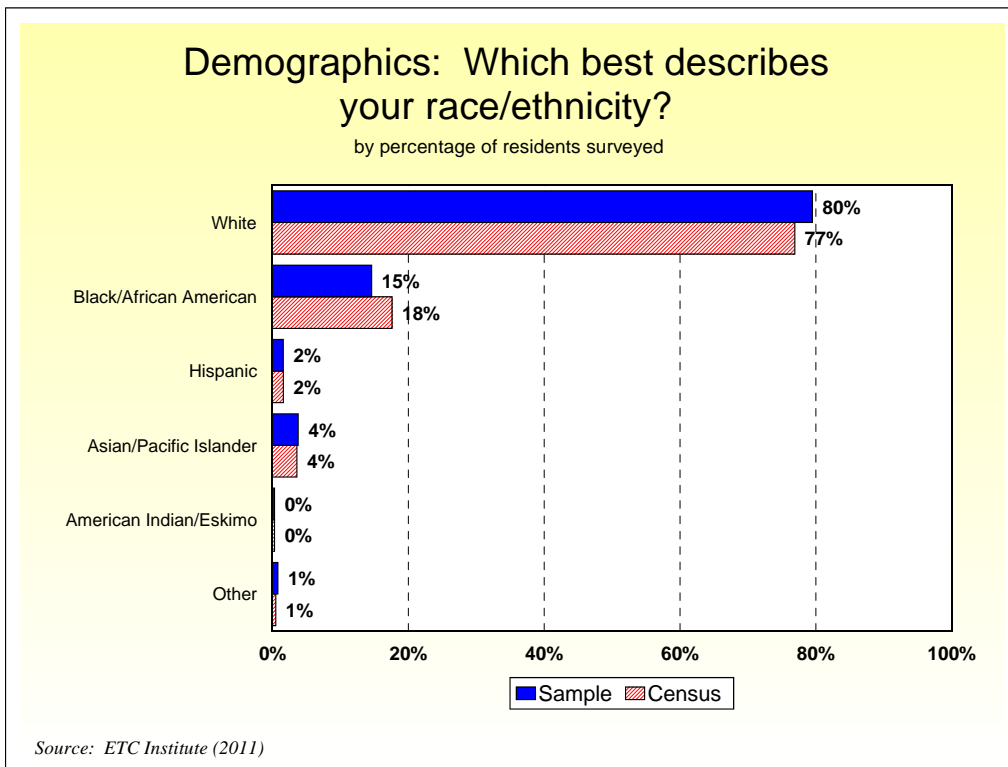
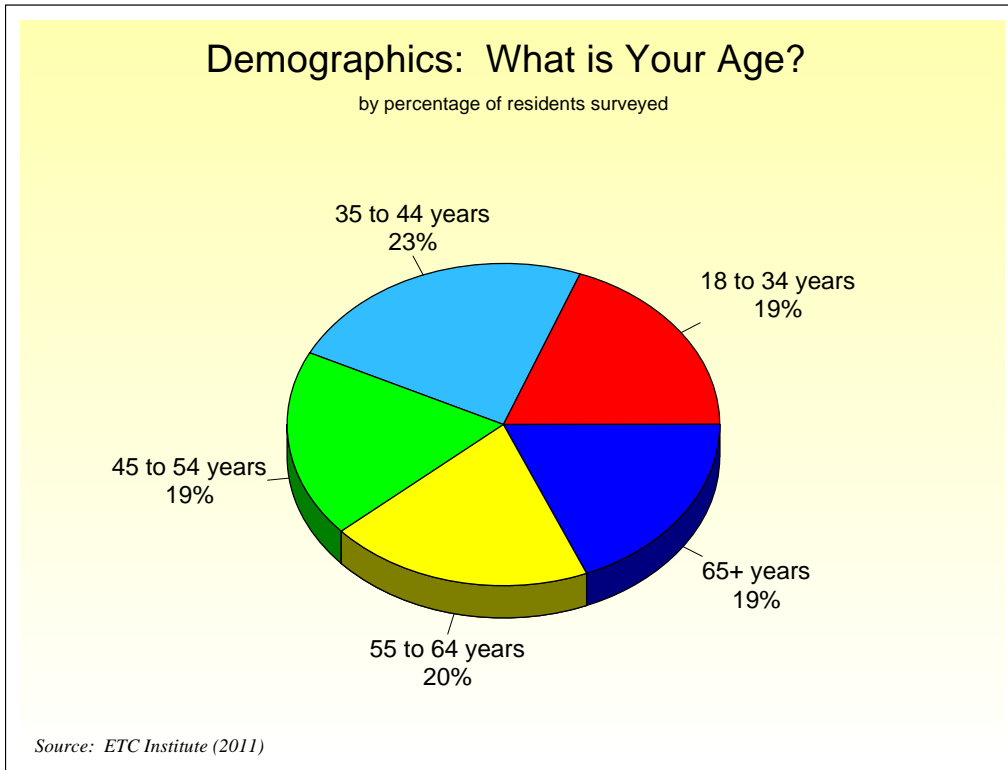
### Demographics: Do you own or rent your current residence?

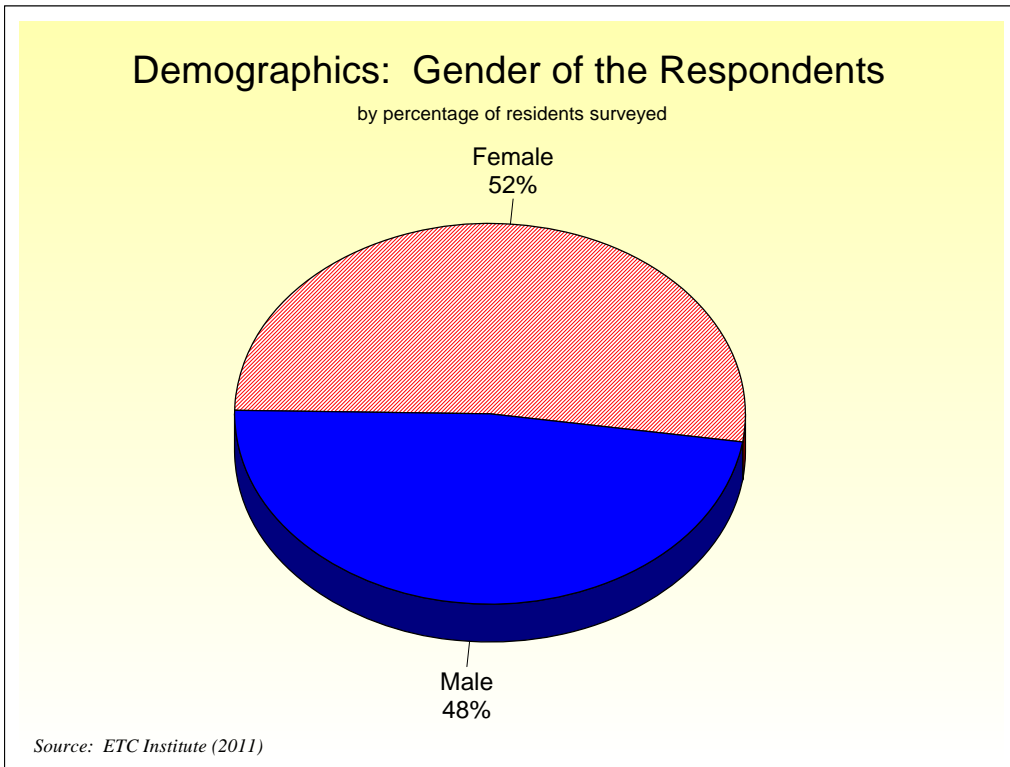
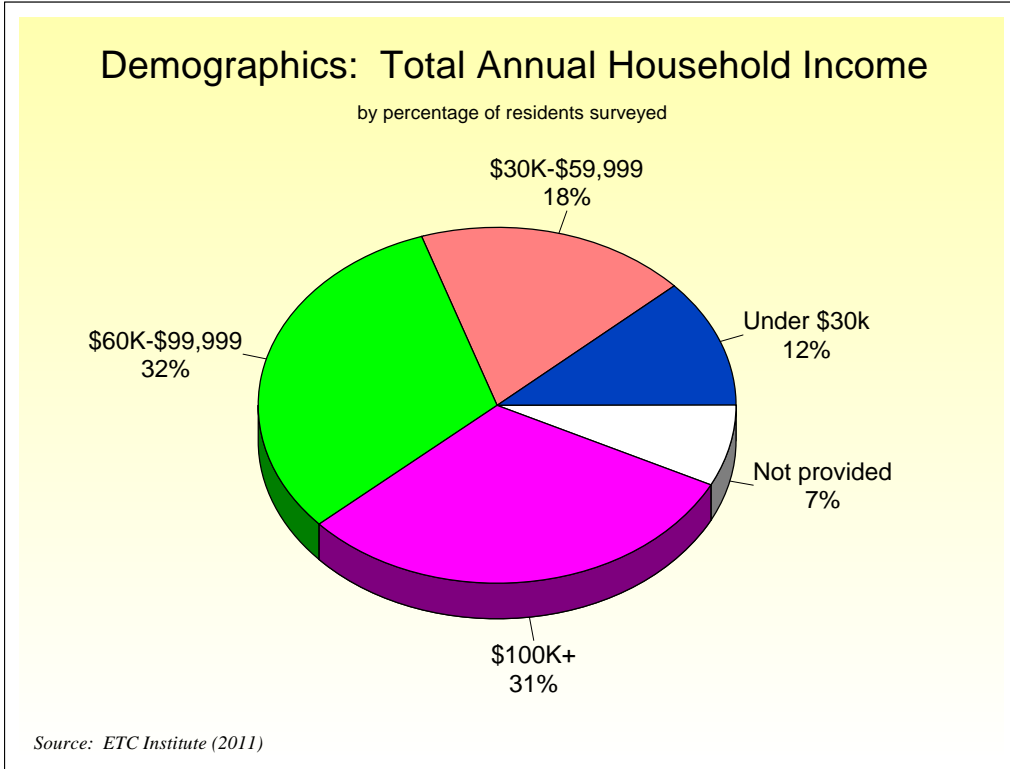
by percentage of residents surveyed



Source: ETC Institute (2011)

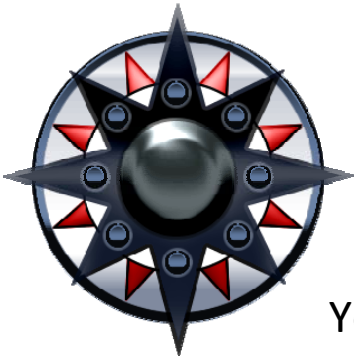






**Section 2:**  
**Benchmarking Data**

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# DirectionFinder Survey

## Year 2011 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 1999, the survey has been administered in more than 200 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during March 2010 to a random sample of 4,300 residents in the continental United States. The second source is from individual community surveys that were administered in 35 medium-sized cities (population of 20,000 to 199,999) between February 2009 and February 2011. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 35 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Davenport, Iowa
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Tempe Arizona
- Westland, Michigan
- West Des Moines, Iowa
- Wilmington, North Carolina
- Yuma, Arizona

### Interpreting the Performance Range Charts

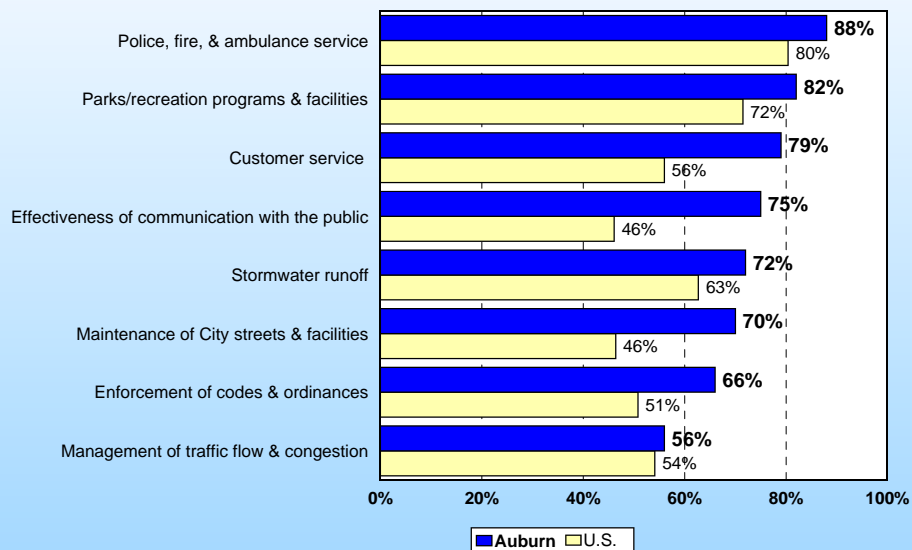
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The orange dot on each bar shows how the results for Auburn compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the orange dot is located to the right of the vertical dash, the City of Auburn rated above the national average. If the orange dot is located to the left of the vertical dash, the City of Auburn rated below the national average.

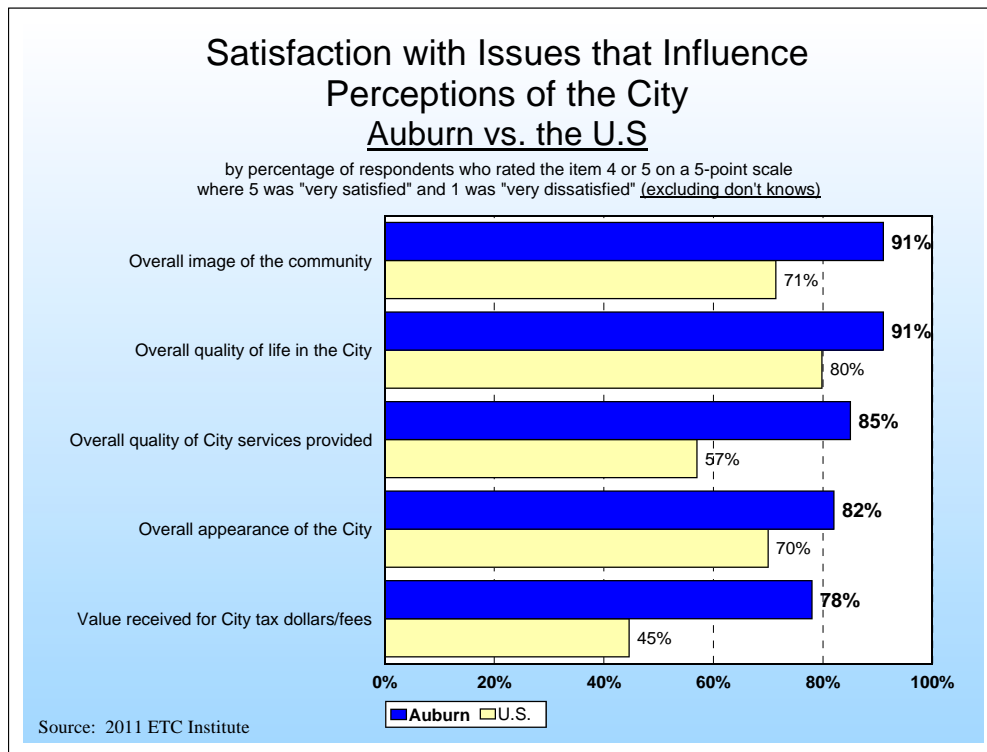
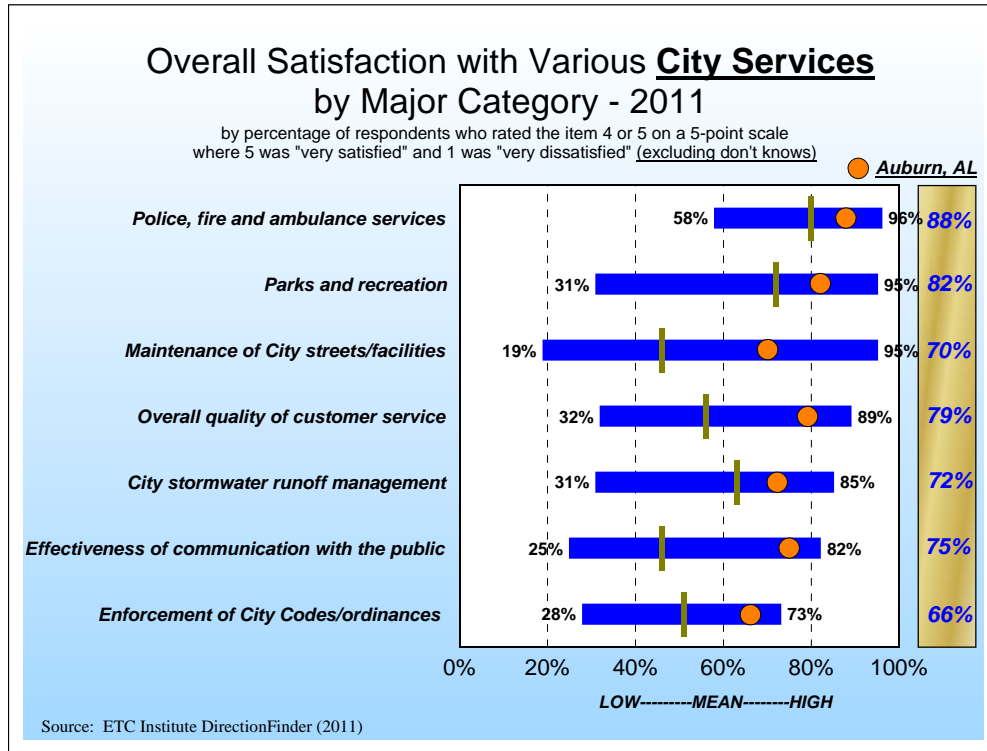
# National Benchmarks

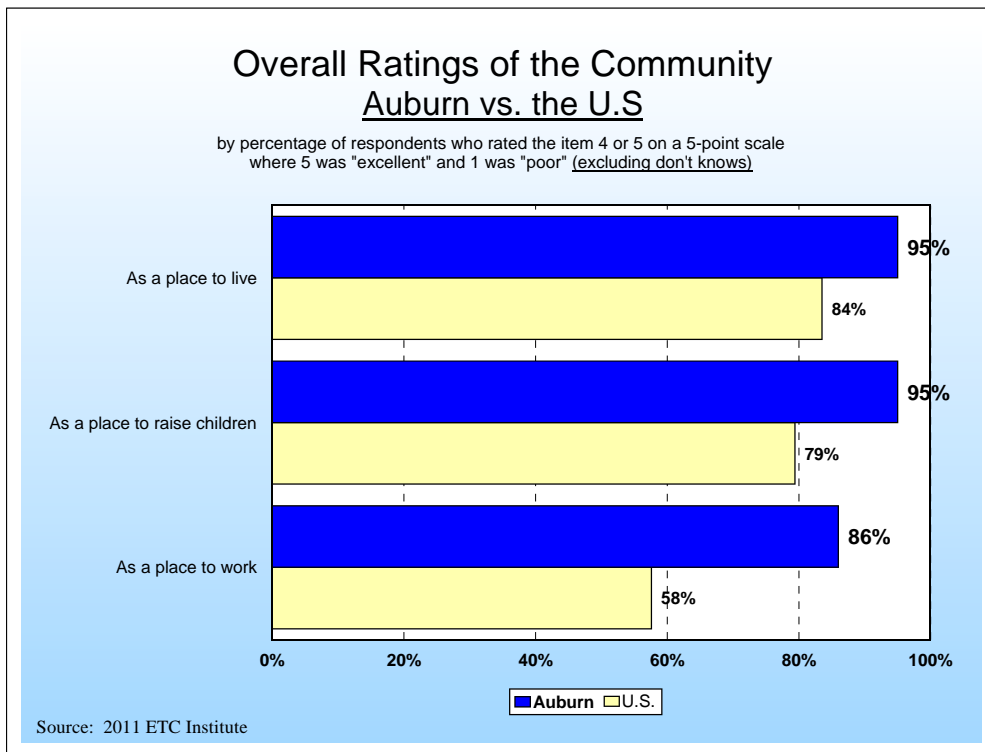
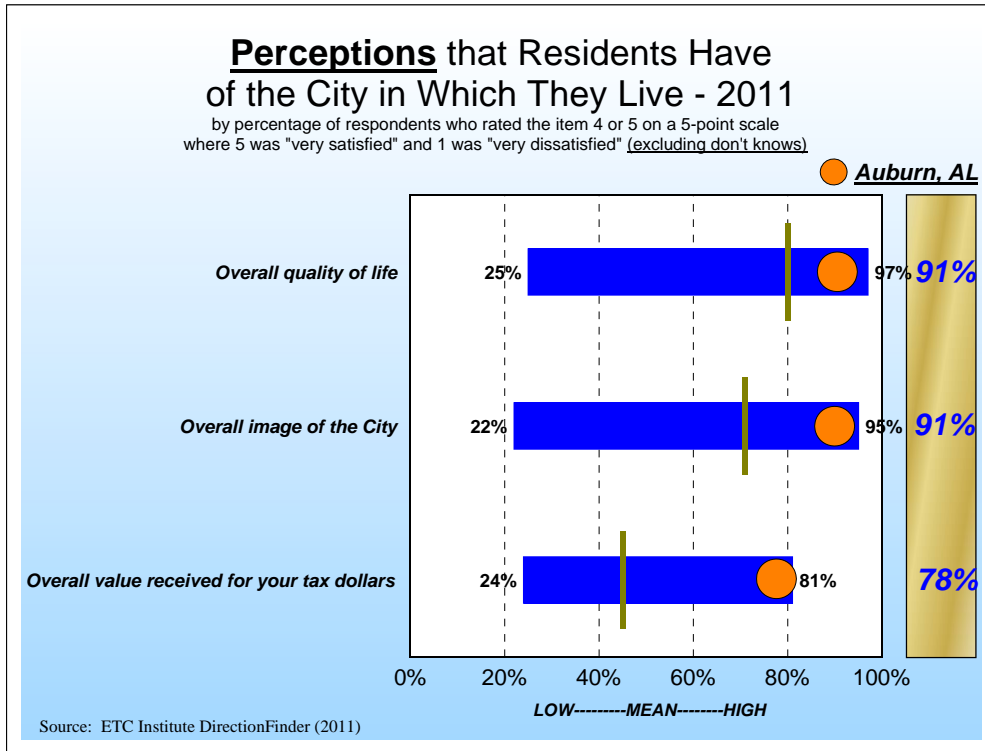
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Auburn, Alabama is not authorized without written consent from ETC Institute.**

## Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

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



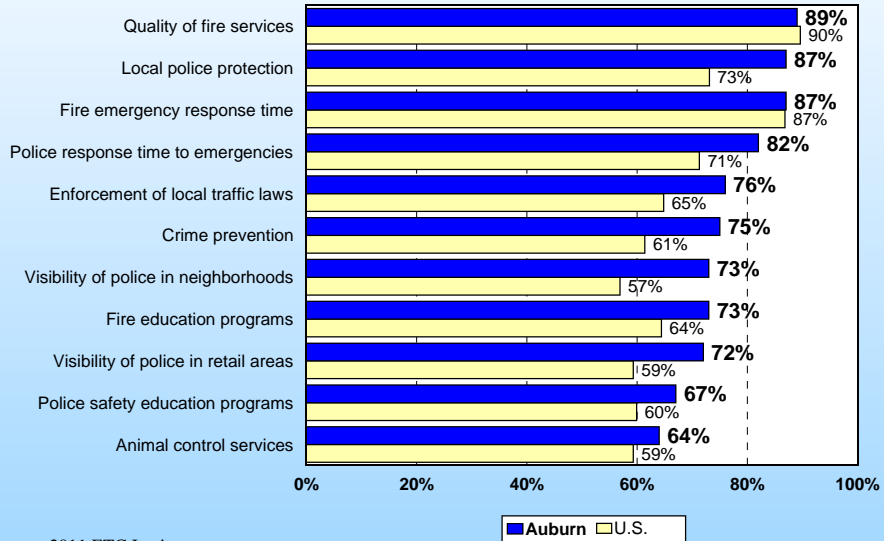






## Overall Satisfaction with Public Safety Services Auburn vs. the U.S

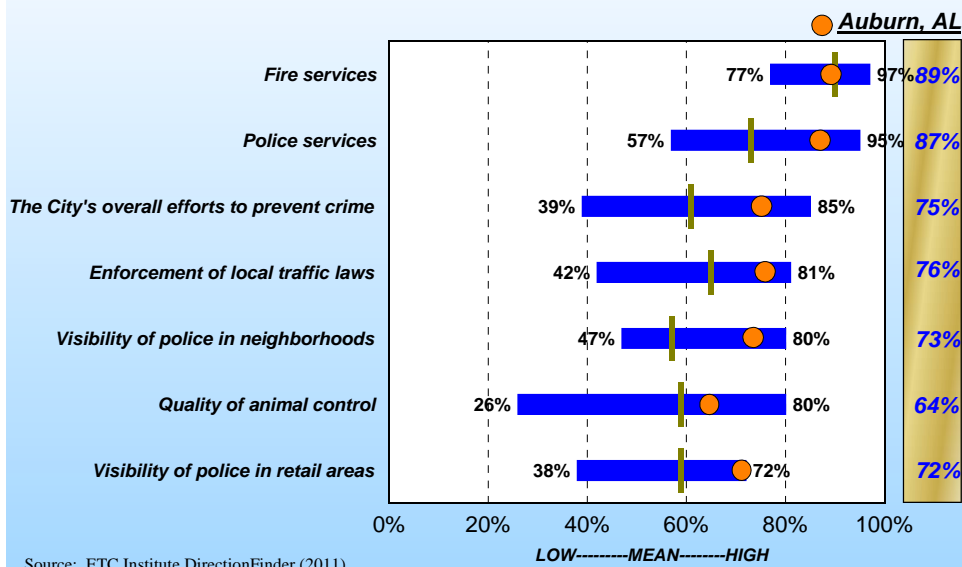
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



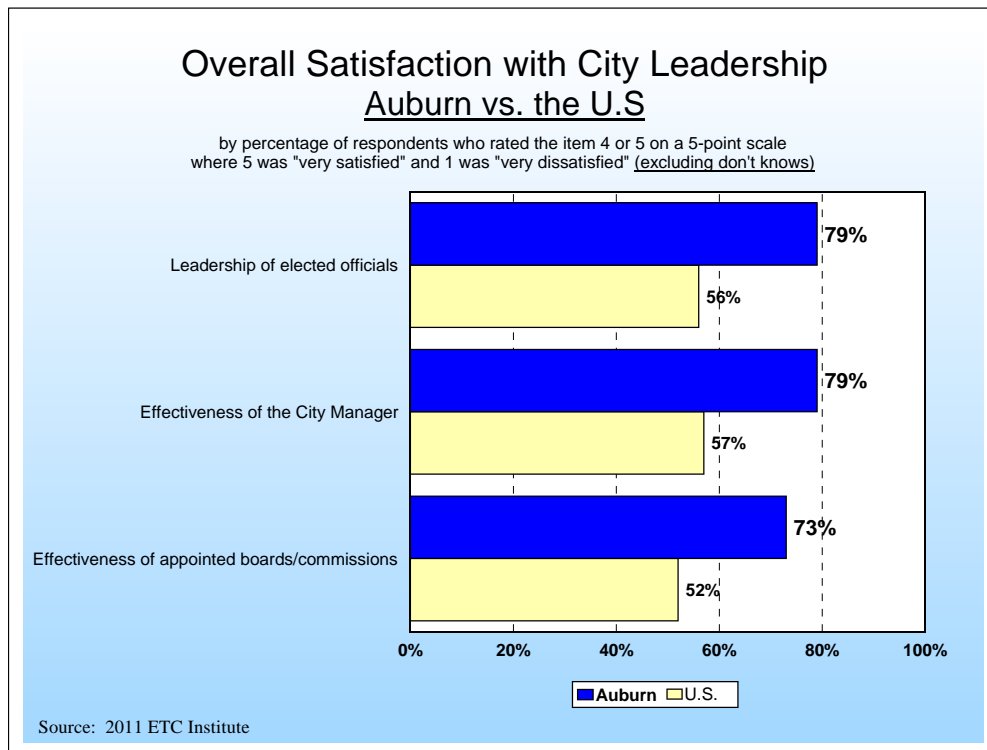
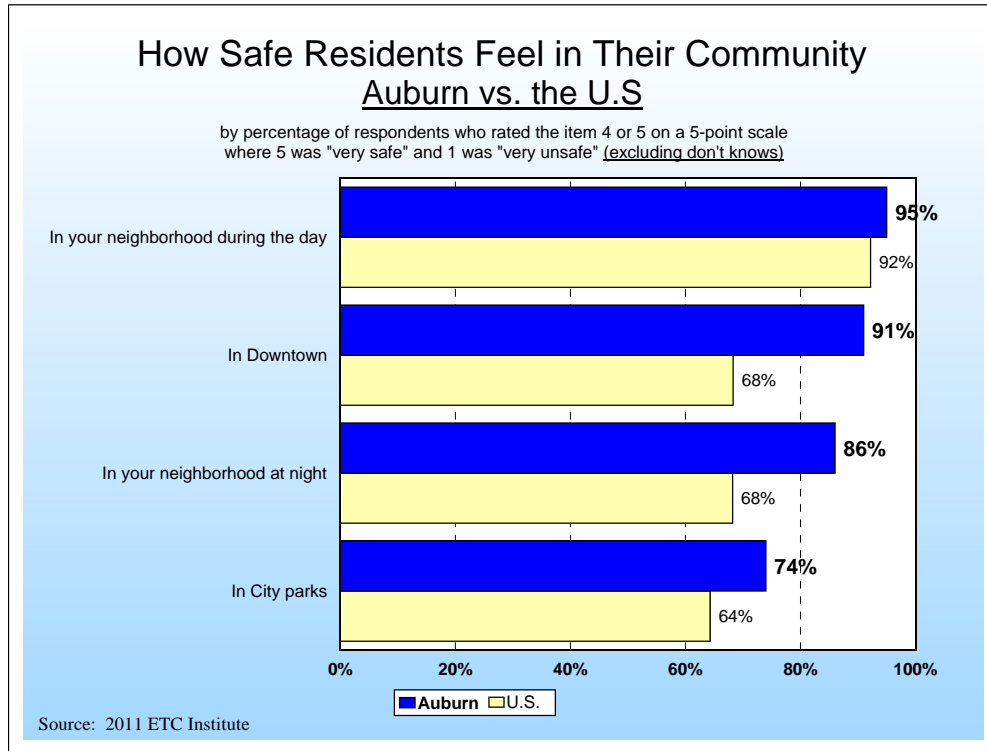
Source: 2011 ETC Institute

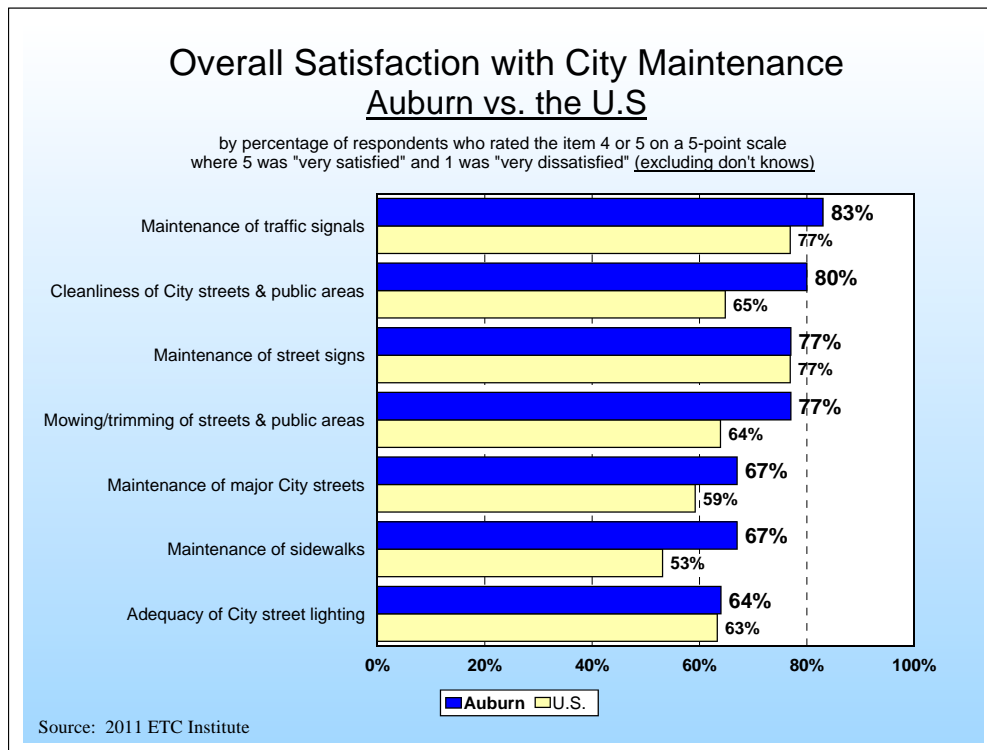
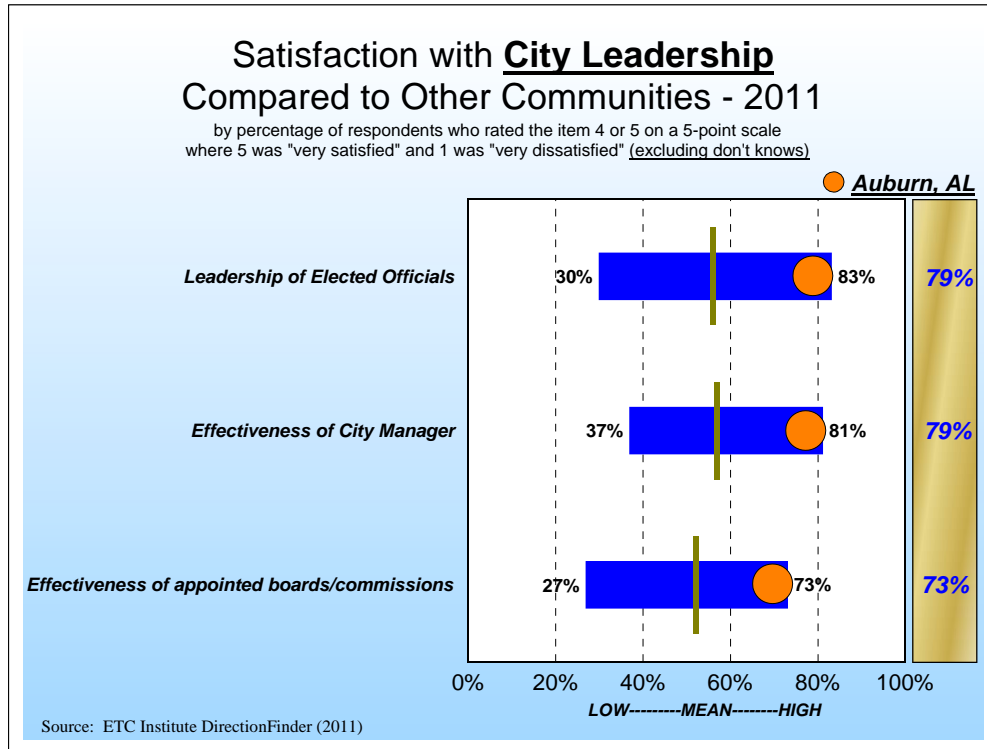
## Satisfaction with Various Public Safety Services Provided by Cities - 2011

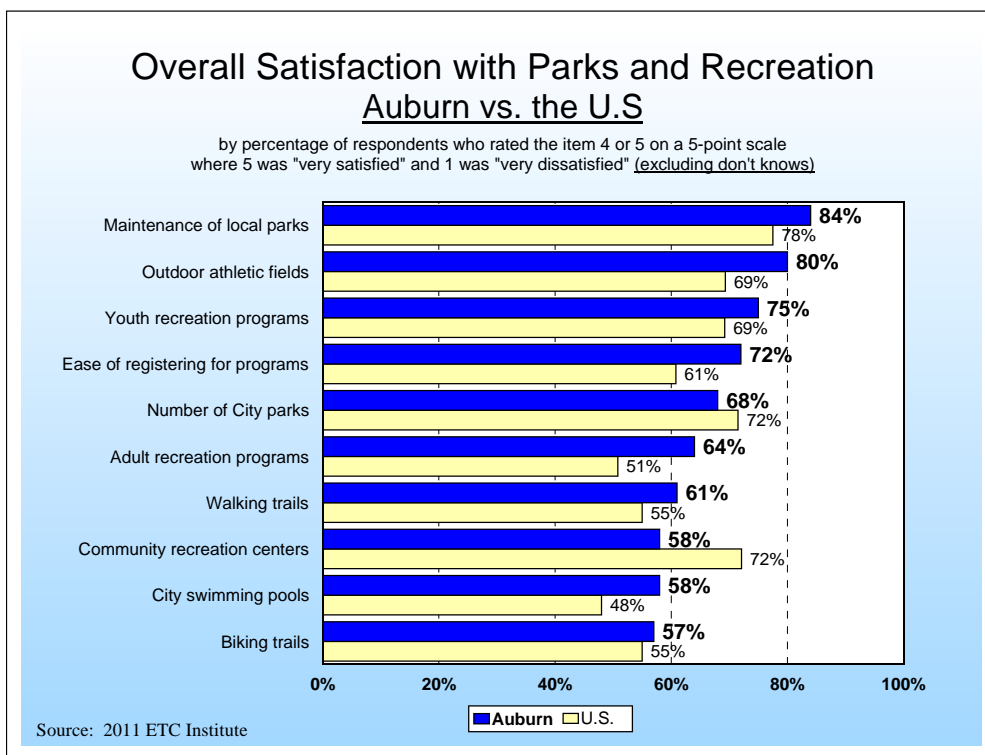
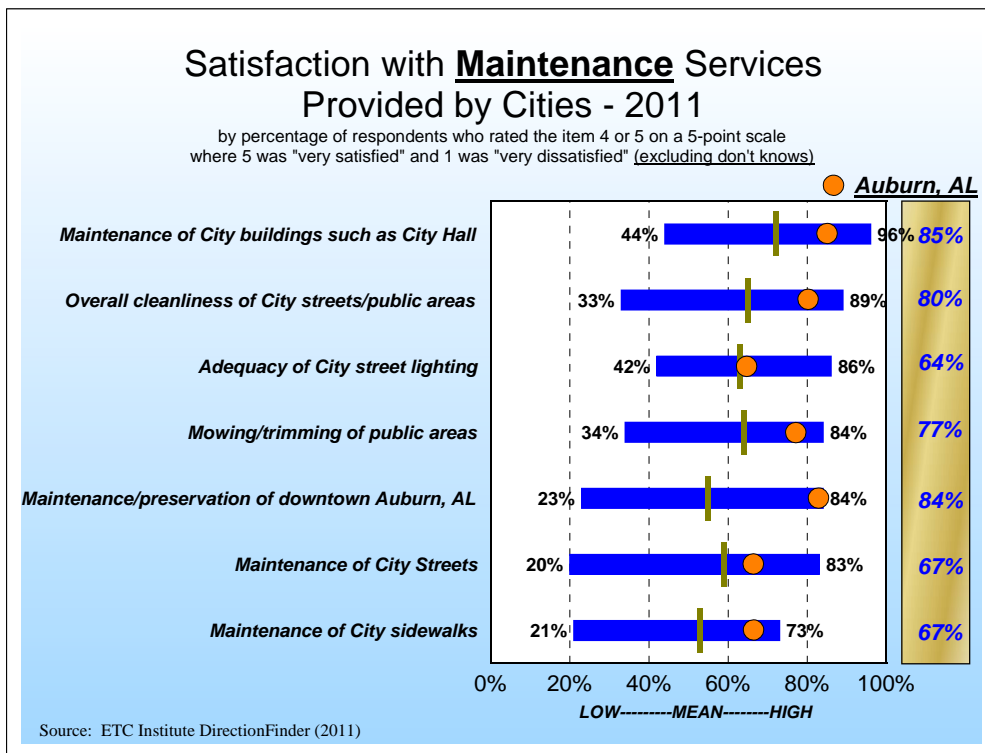
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "Strongly Agree" and 1 was "Strongly Disagree" (excluding don't knows)



Source: ETC Institute DirectionFinder (2011)

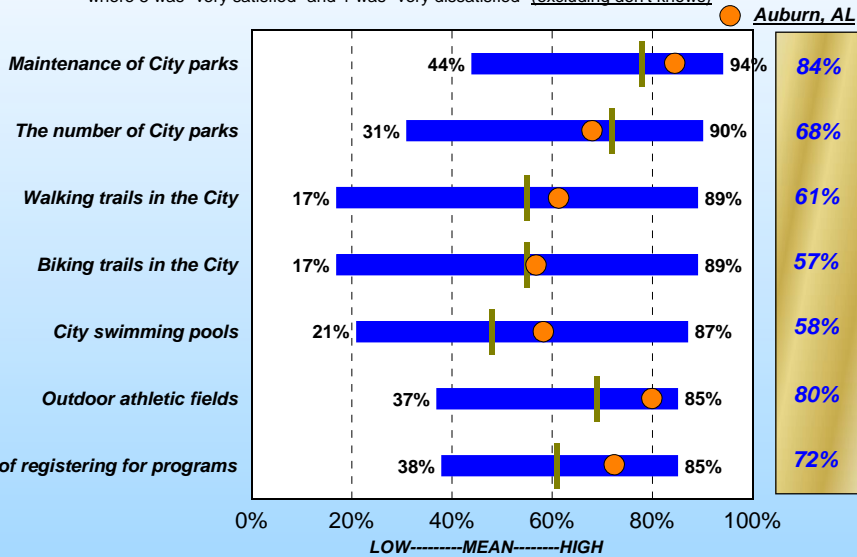






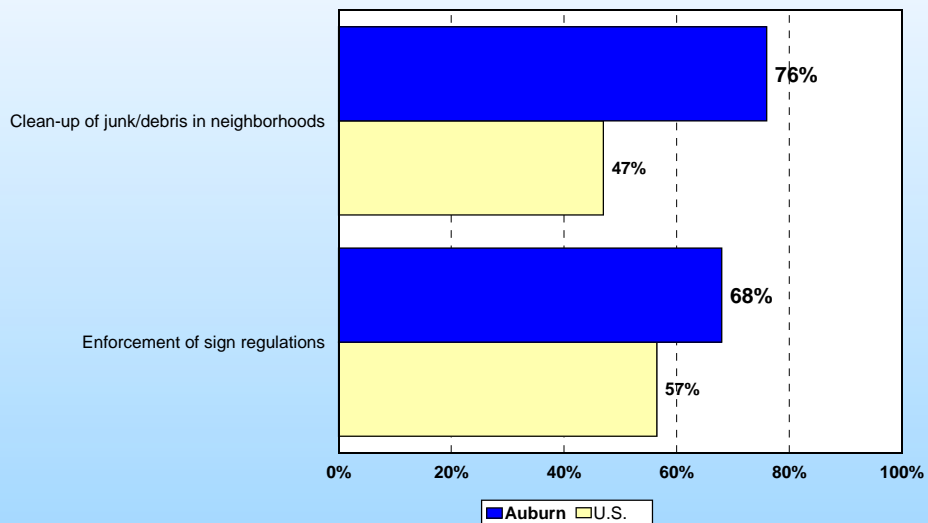
### Satisfaction with **Parks and Recreation** Facilities and Services Provided by Cities - 2011

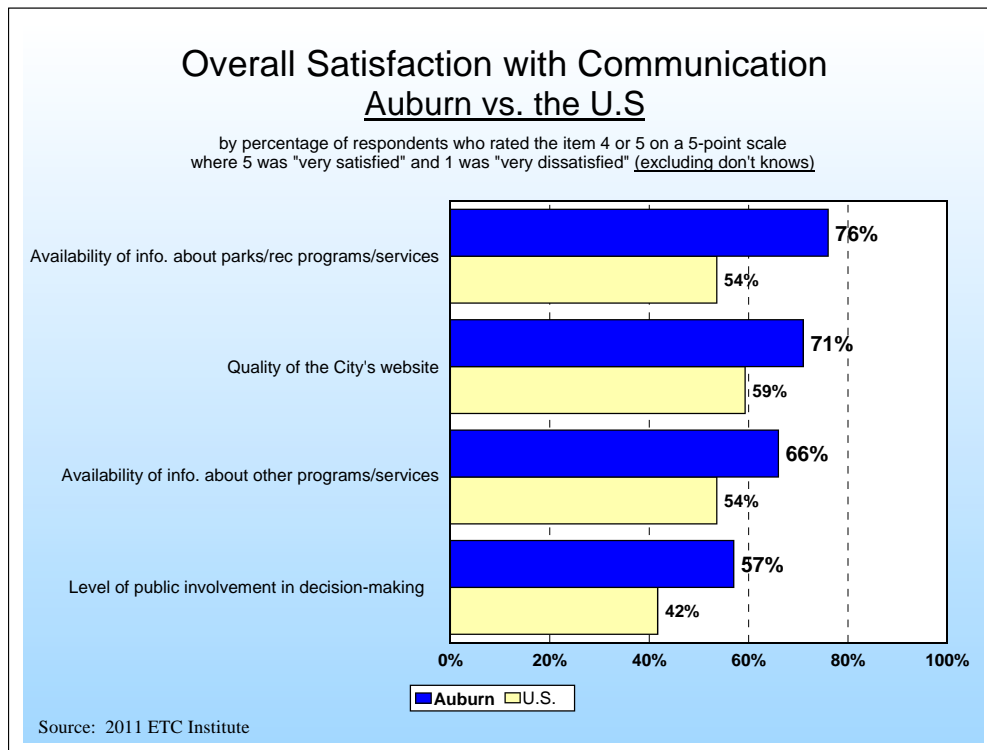
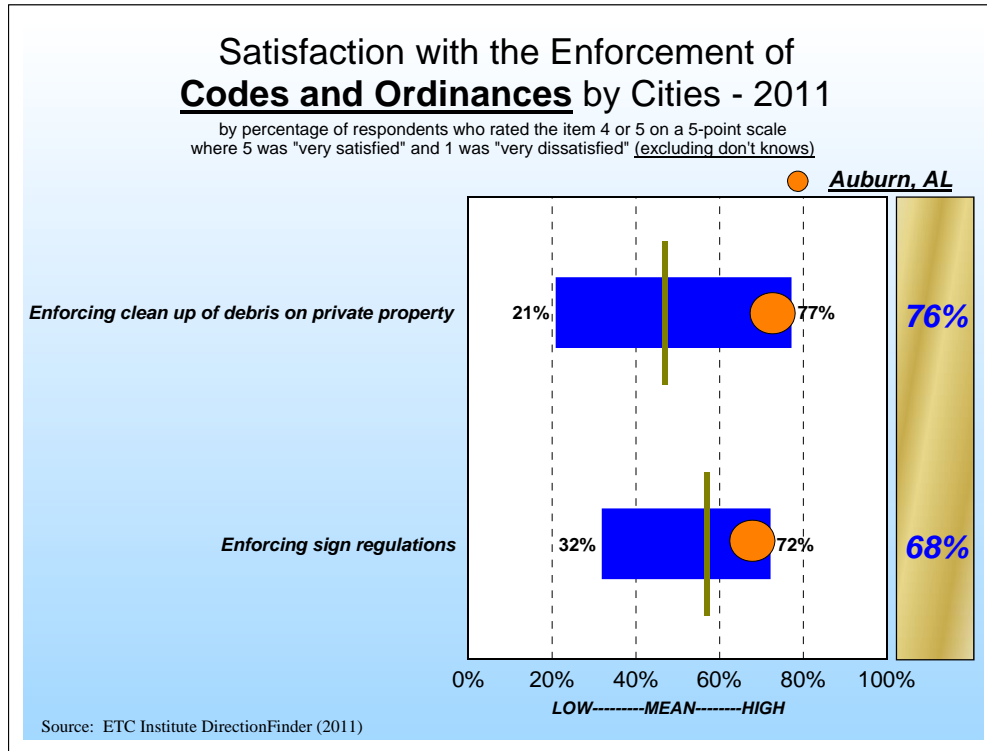
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

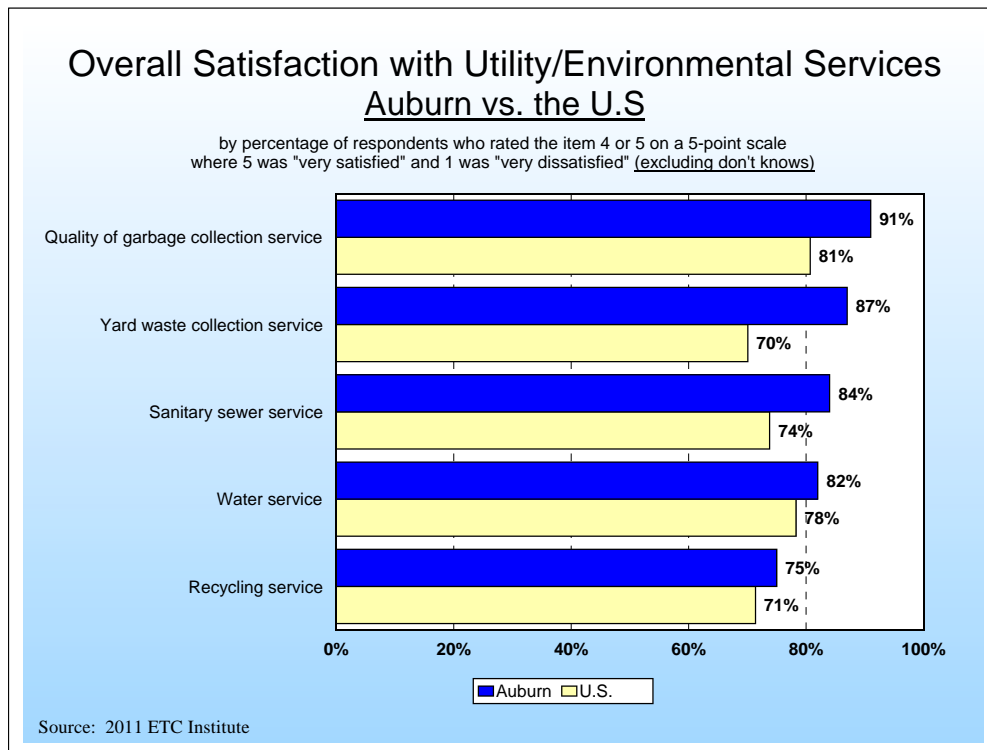
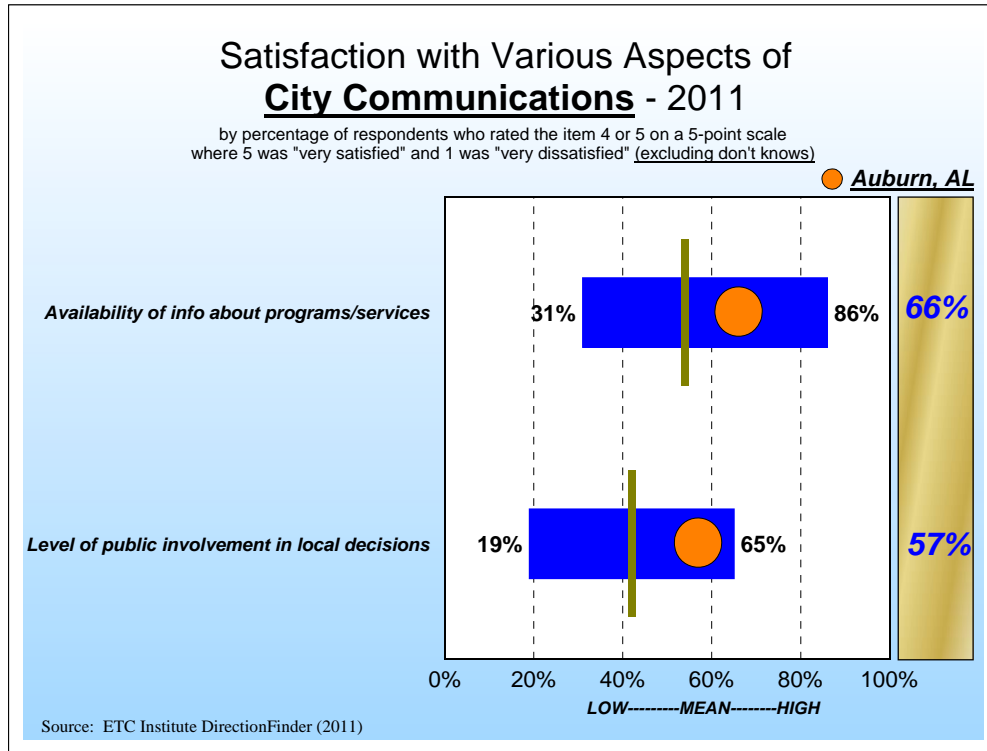


### Overall Satisfaction with Code Enforcement Auburn vs. the U.S

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







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

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# Importance-Satisfaction Analysis

## Auburn, Alabama

### Overview

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

The Importance-Satisfaction (I-S) 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 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 know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Fifty-seven percent (57%) of residents ranked the *flow of traffic and congestion management* as the most important service for the City to emphasize over the next two years.

With regard to satisfaction, the *flow of traffic and congestion management* was ranked tenth overall with 56% rating the *flow of traffic and congestion management* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for the *flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 57% was multiplied by 44% (1-0.56). This calculation yielded an I-S rating of 0.2508, which was ranked first out of the ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize 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.

## Interpreting the Ratings

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

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

The results for Auburn are provided on the following page.

## Importance-Satisfaction Rating

### City of Auburn

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Flow of traffic and congestion management	57%	1	56%	10	0.2508	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of city streets/facilities	46%	2	70%	8	0.1380	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of city codes/ordinances	19%	6	66%	9	0.0646	3
Quality of city's stormwater runoff	20%	5	72%	7	0.0560	4
Quality of city school system	35%	3	89%	2	0.0385	5
Parks & recreations programs/facilities	18%	7	82%	4	0.0324	6
Police-fire-ambulance services	25%	4	88%	3	0.0300	7
Effectiveness of city communication	12%	8	75%	6	0.0300	8
Quality of Customer Service received	10%	9	79%	5	0.0210	9
Quality of city library facilities	7%	10	90%	1	0.0070	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

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Enforcement of speed limits in neighborhoods	27%	1	59%	13	0.1107	1
<b>Medium Priority (IS &lt;.10)</b>						
Visibility of police in neighborhoods	25%	3	73%	8	0.0675	2
Efforts to prevent crime	26%	2	75%	7	0.0650	3
Quality of animal control	11%	6	64%	12	0.0396	4
Enforcement of traffic laws	14%	5	76%	6	0.0336	5
Overall quality of police protection	23%	4	87%	2	0.0299	6
Visibility of police in retail areas	10%	7	72%	10	0.0280	7
Police safety education programs	5%	11	67%	11	0.0165	8
How quickly police respond to emergencies	8%	8	82%	4	0.0144	9
Quality of local ambulance service	6%	10	81%	5	0.0114	10
Overall quality of fire protection	8%	9	89%	1	0.0088	11
Fire safety education programs	2%	13	73%	9	0.0054	12
Fire personnel emergency response	3%	12	87%	3	0.0039	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Auburn

### Code and Ordinance Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Erosion and sediment control regulations	26%	3	58%	6	0.1092	1
Zoning regulations	29%	2	64%	4	0.1044	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Clean up of debris/litter in neighborhoods	38%	1	76%	2	0.0912	3
Unrelated occupancy regulations	19%	4	54%	7	0.0874	4
Sign regulations	17%	5	68%	3	0.0544	5
Building codes	14%	6	64%	5	0.0504	6
Fire codes and regulations	10%	7	77%	1	0.0230	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 and two most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Auburn

### Utility and Environmental Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Curbside recycling service	38%	1	75%	5	0.0950	1
Water service	25%	3	82%	4	0.0450	2
Water Revenue Office customer service	12%	6	74%	6	0.0312	3
Sanitary sewer service	18%	5	84%	3	0.0288	4
Yard waste removal service	20%	4	87%	2	0.0260	5
Residential garbage collection	27%	2	91%	1	0.0243	6

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

**Most Important %:**

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

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Auburn

### CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Maintenance of streets (excl. AU campus)	43%	1	67%	9	0.1419	1
<b>Medium Priority (IS &lt;.10)</b>						
Adequacy of city street lighting	27%	2	64%	11	0.0972	2
Maintenance of sidewalks (excl. AU campus)	20%	3	67%	10	0.0660	3
Mowing and trimming along streets/public areas	14%	5	77%	7	0.0322	4
Overall cleanliness of streets/public areas	15%	4	80%	5	0.0300	5
Maintenance of downtown Auburn	12%	6	84%	2	0.0192	6
Maintenance of street signs	8%	8	77%	8	0.0184	7
Maintenance of traffic signals	10%	7	83%	3	0.0170	8
Sewer lines and manholes	6%	9	79%	6	0.0126	9
Water lines and fire hydrants	5%	10	82%	4	0.0090	10
Maintenance of city buildings	2%	11	85%	1	0.0030	11

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

**Most Important %:**

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

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Auburn

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Walking trails	22%	1	61%	10	0.0858	1
Biking paths and lanes	19%	3	57%	13	0.0817	2
Community recreation centers	16%	5	58%	11	0.0672	3
Number of parks	18%	4	68%	6	0.0576	4
Swimming pools	11%	6	58%	12	0.0462	5
Maintenance of parks	19%	2	84%	1	0.0304	6
Adult athletic programs	8%	8	64%	9	0.0288	7
Fees charged for recreation program	8%	9	67%	8	0.0264	8
Other city recreation programs	7%	12	68%	7	0.0224	9
Youth athletic programs	8%	7	75%	4	0.0200	10
Outdoor athletic fields	7%	11	80%	3	0.0140	11
Maintenance of cemeteries	7%	10	81%	2	0.0133	12
Ease of registering for programs	4%	13	72%	5	0.0112	13

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

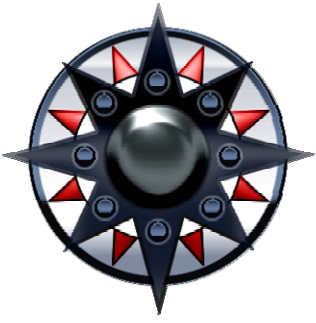
**Most Important %:**

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

**Satisfaction %:**

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





## Importance-Satisfaction Matrix Analysis Auburn, Alabama

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

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

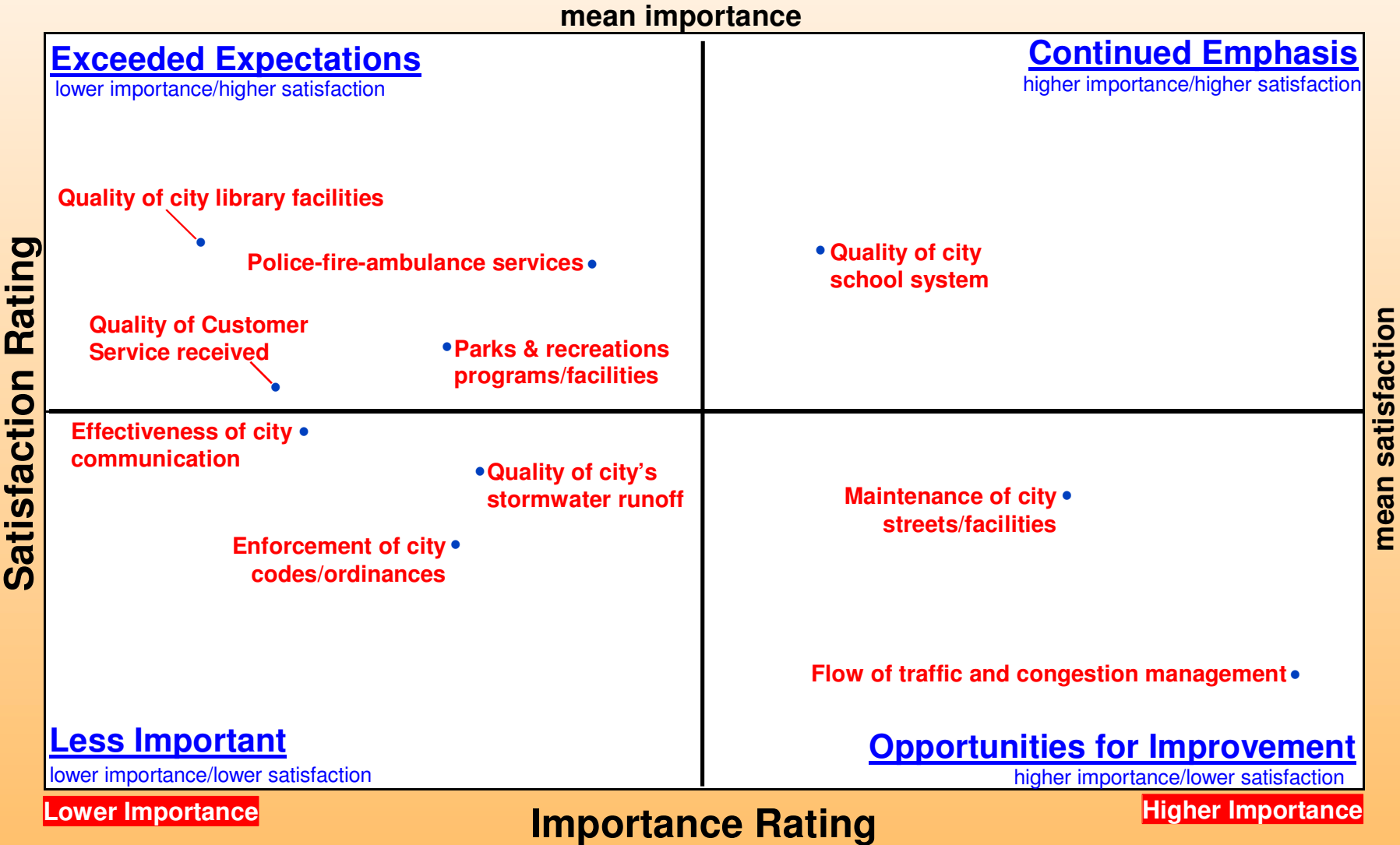
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Overall-

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

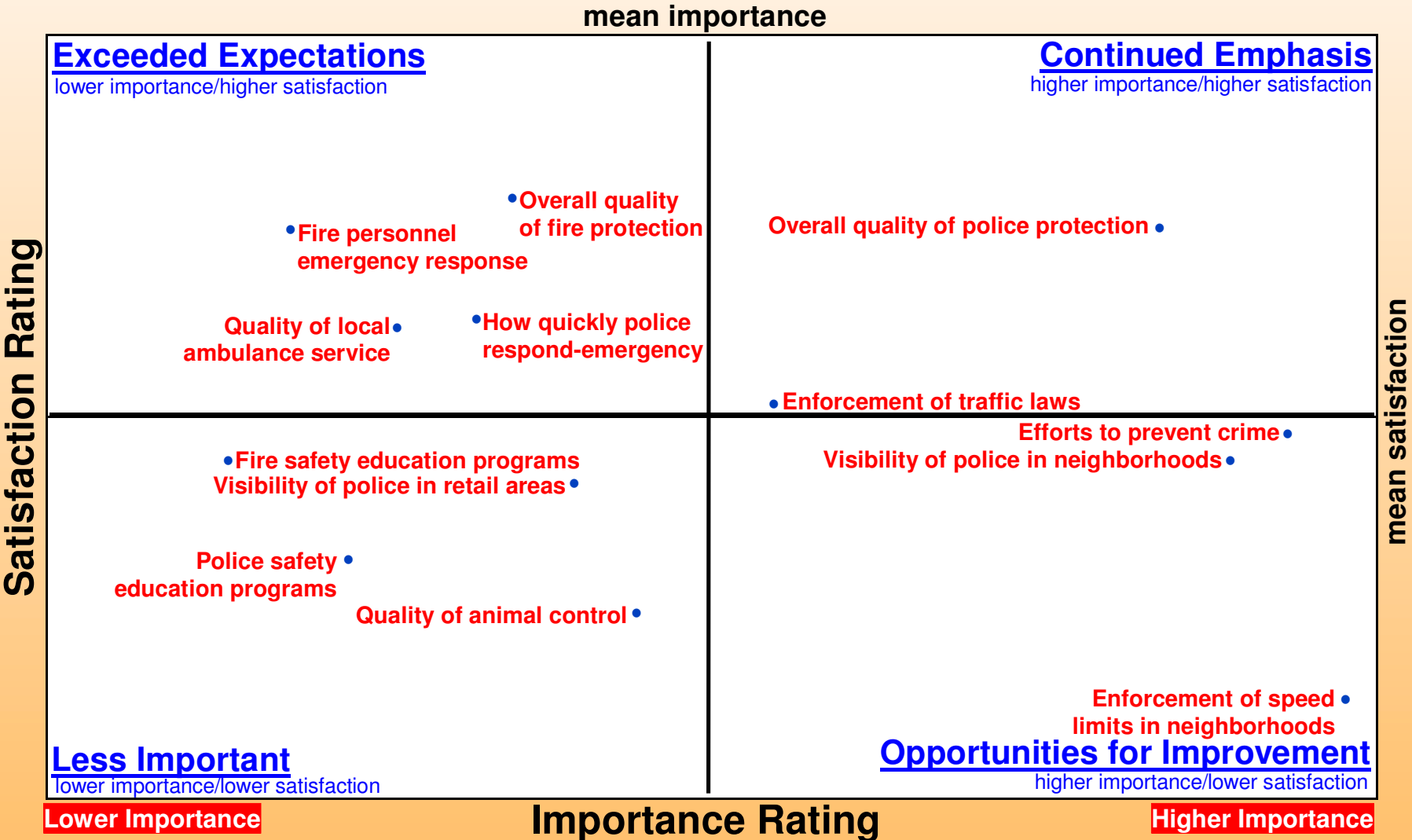


Source: ETC Institute (2011)  
ETC Institute (2011)

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

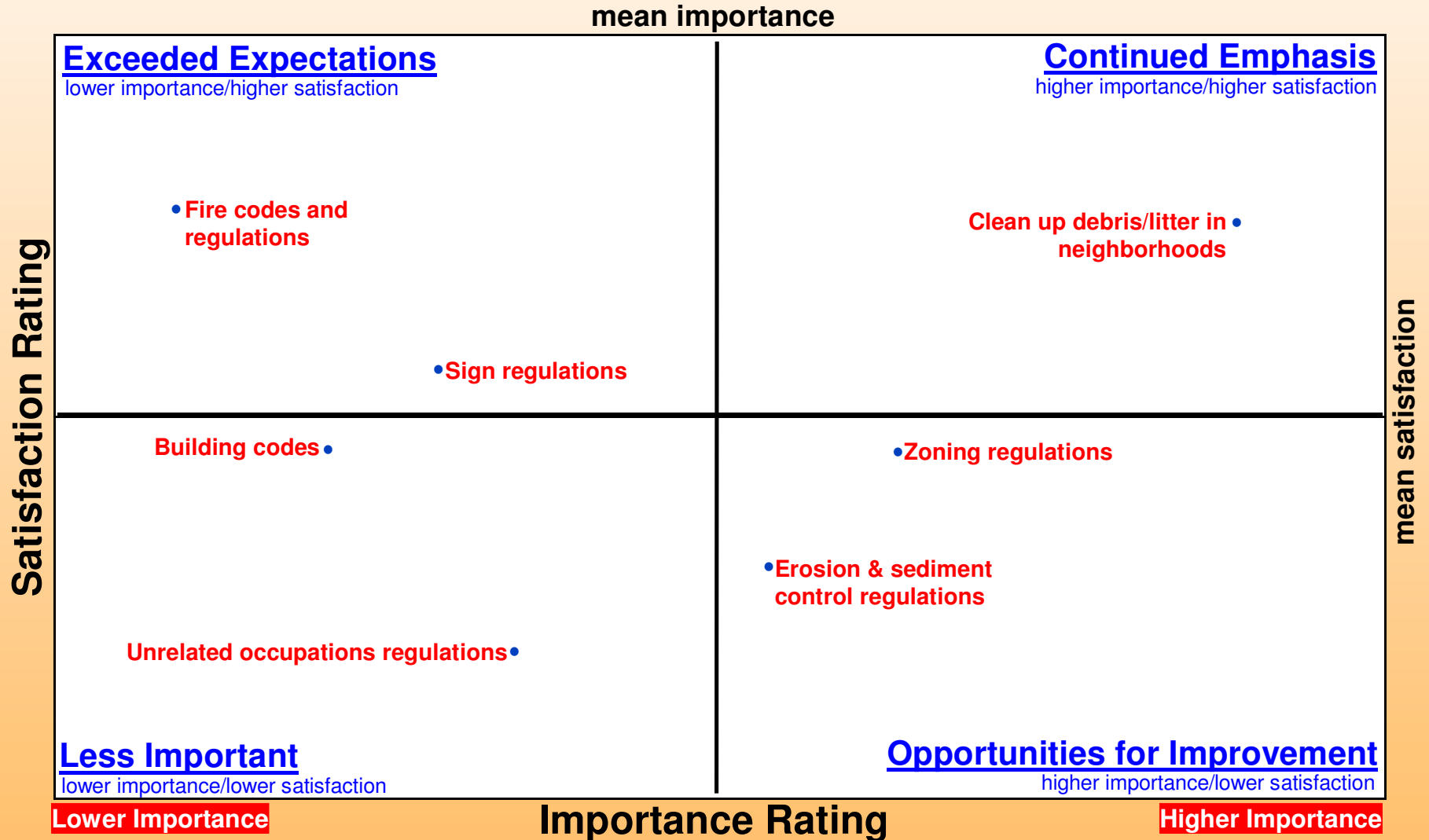
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

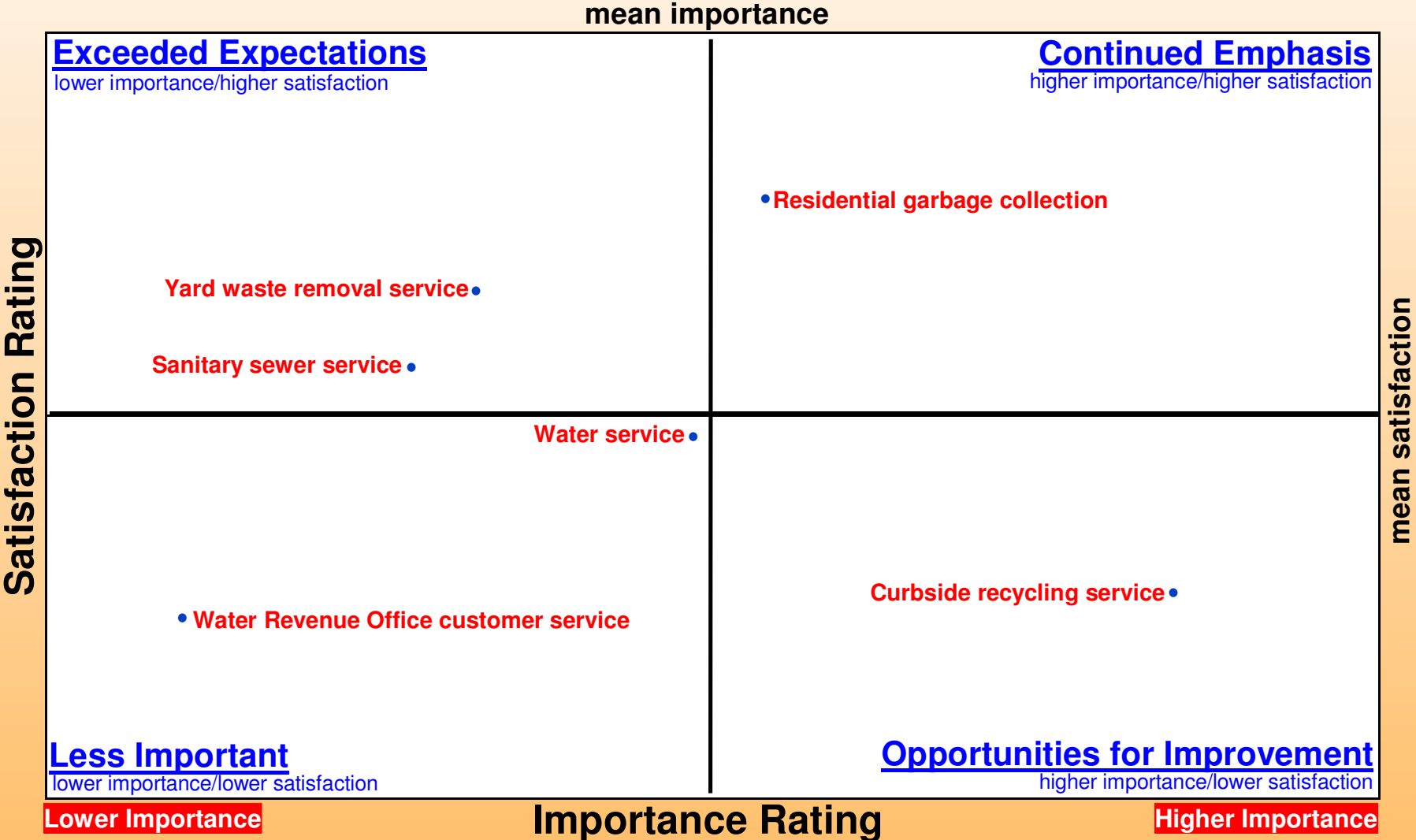
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Utility and Environmental Services-

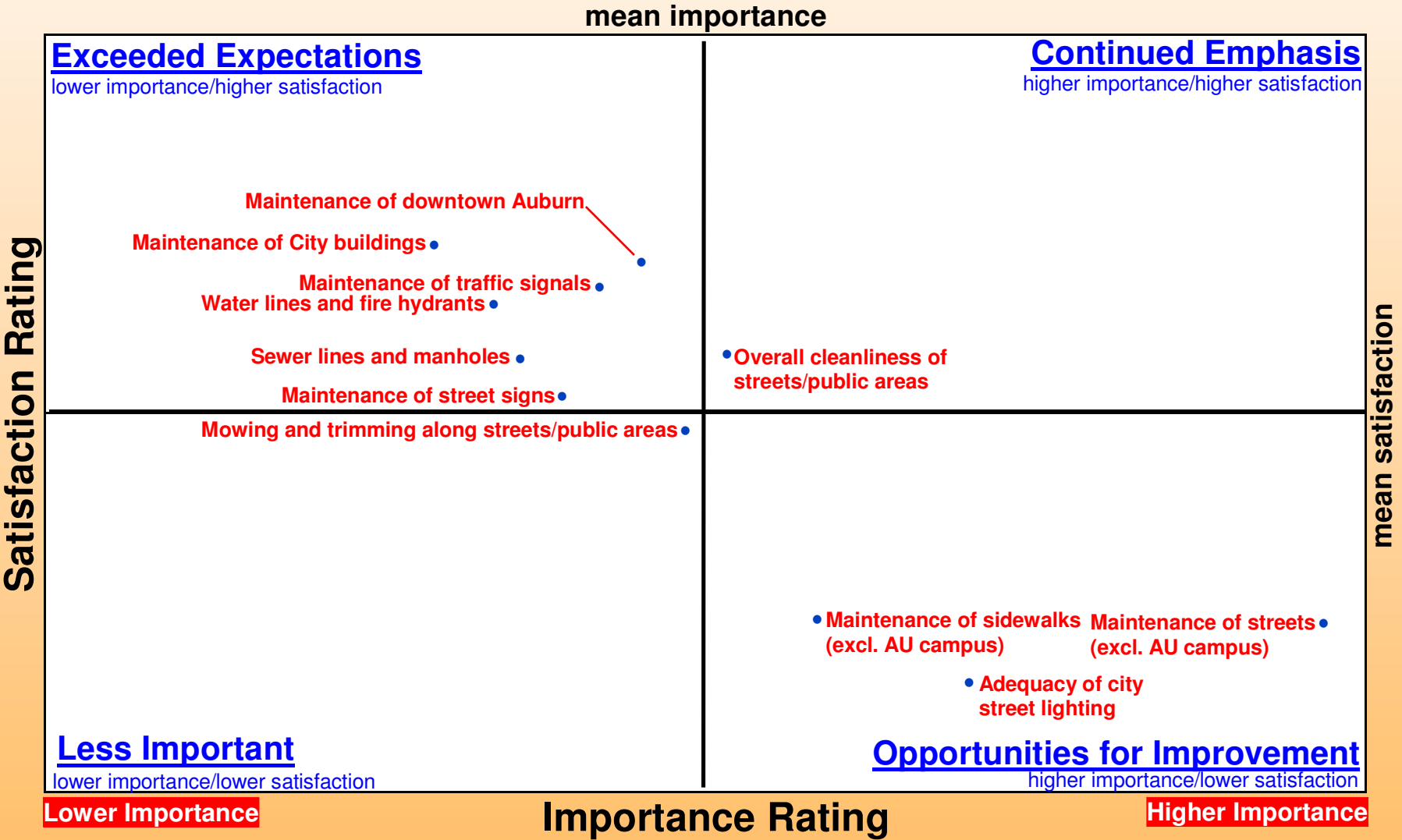
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance Services-

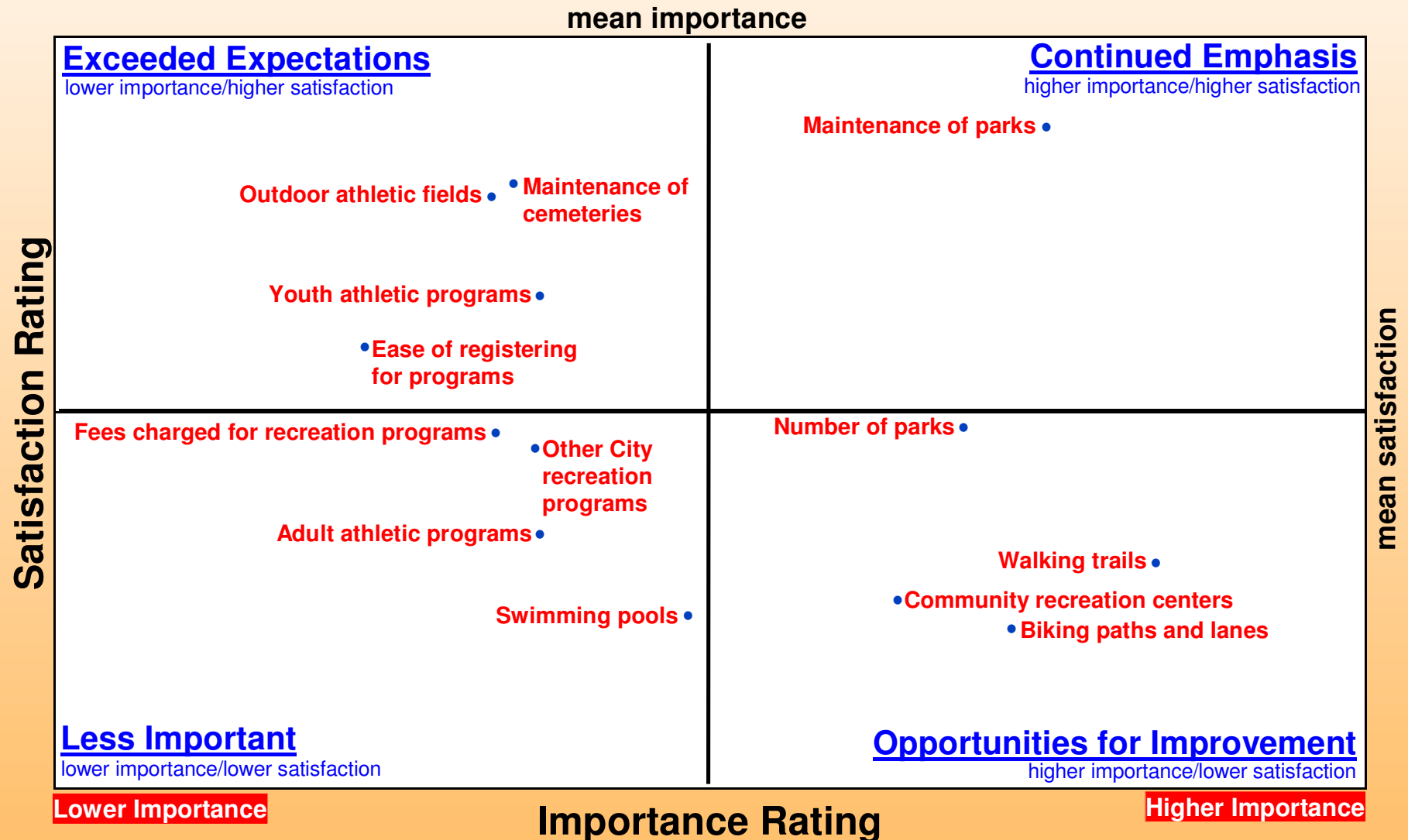
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation Services-

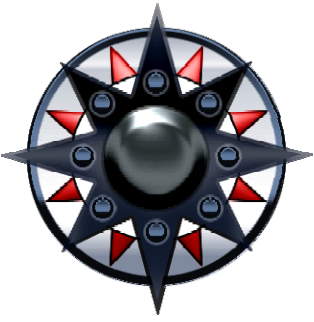
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



**Section 4:**  
**GIS Maps**

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## Interpreting the Maps

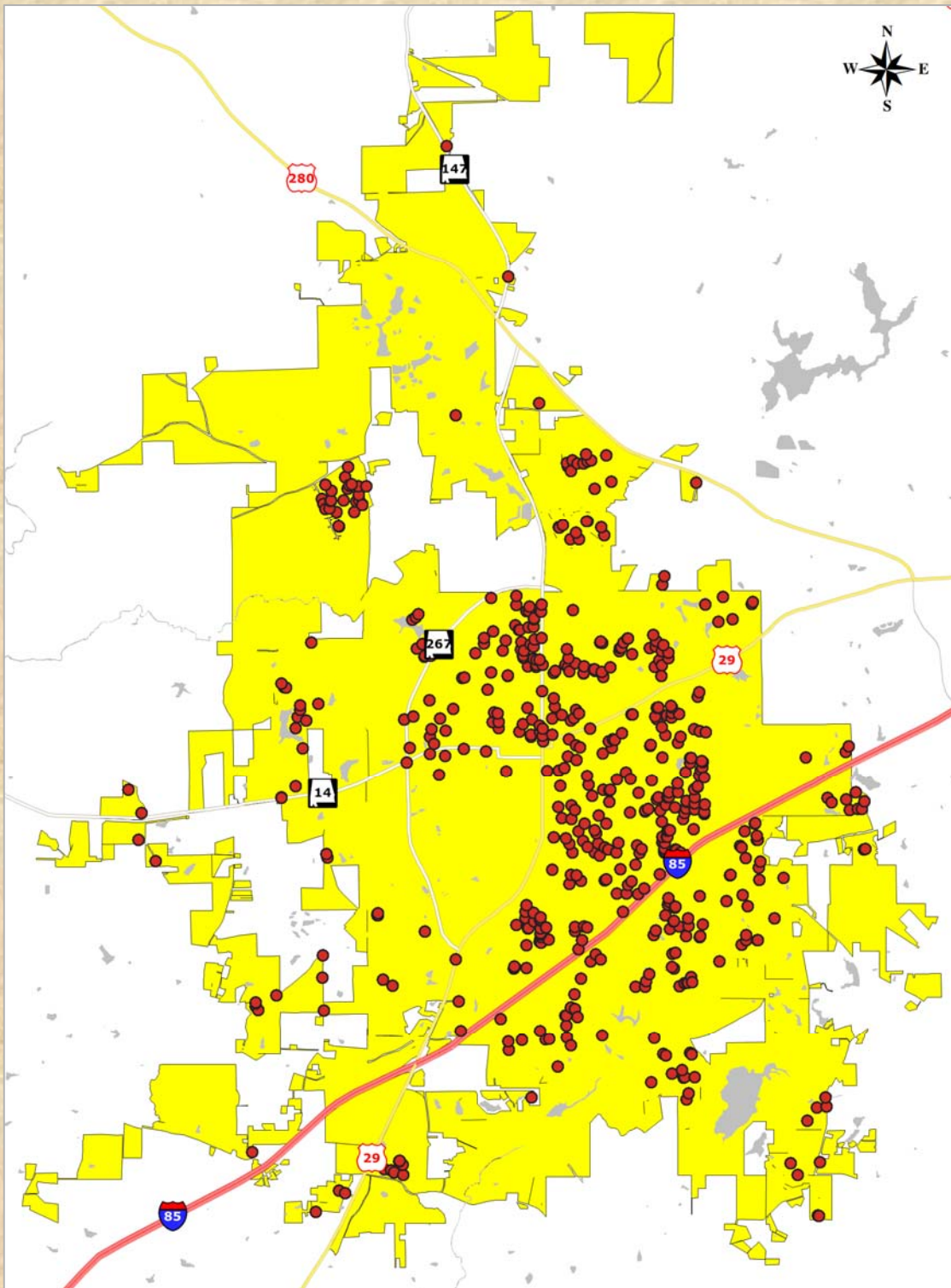
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

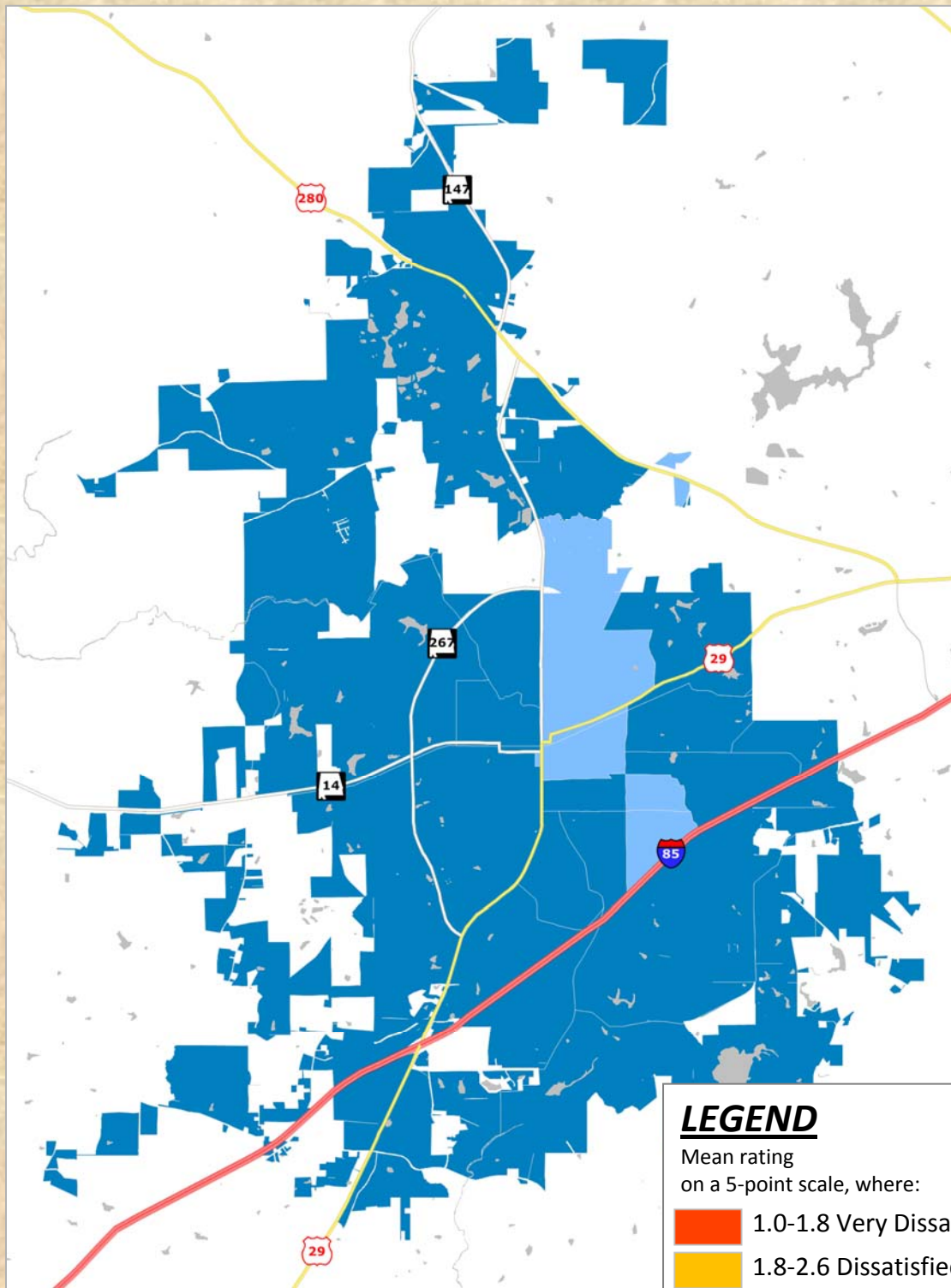
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

# Location of Survey Respondents



## City of Auburn 2011 Citizen Survey

# Q1a Satisfaction with the quality of the City's school system



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

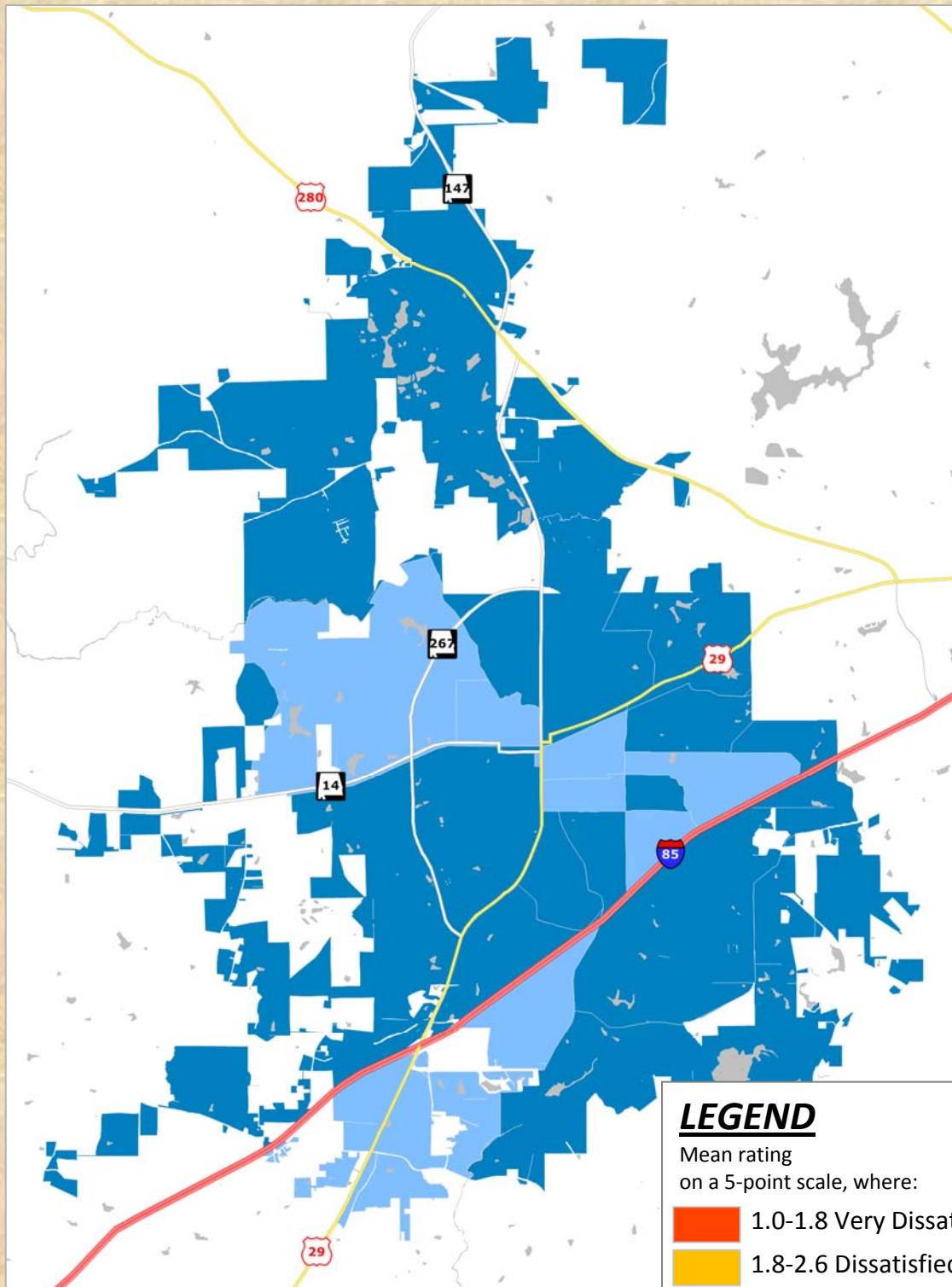
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q1b Satisfaction with the quality of police, fire & ambulance services



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

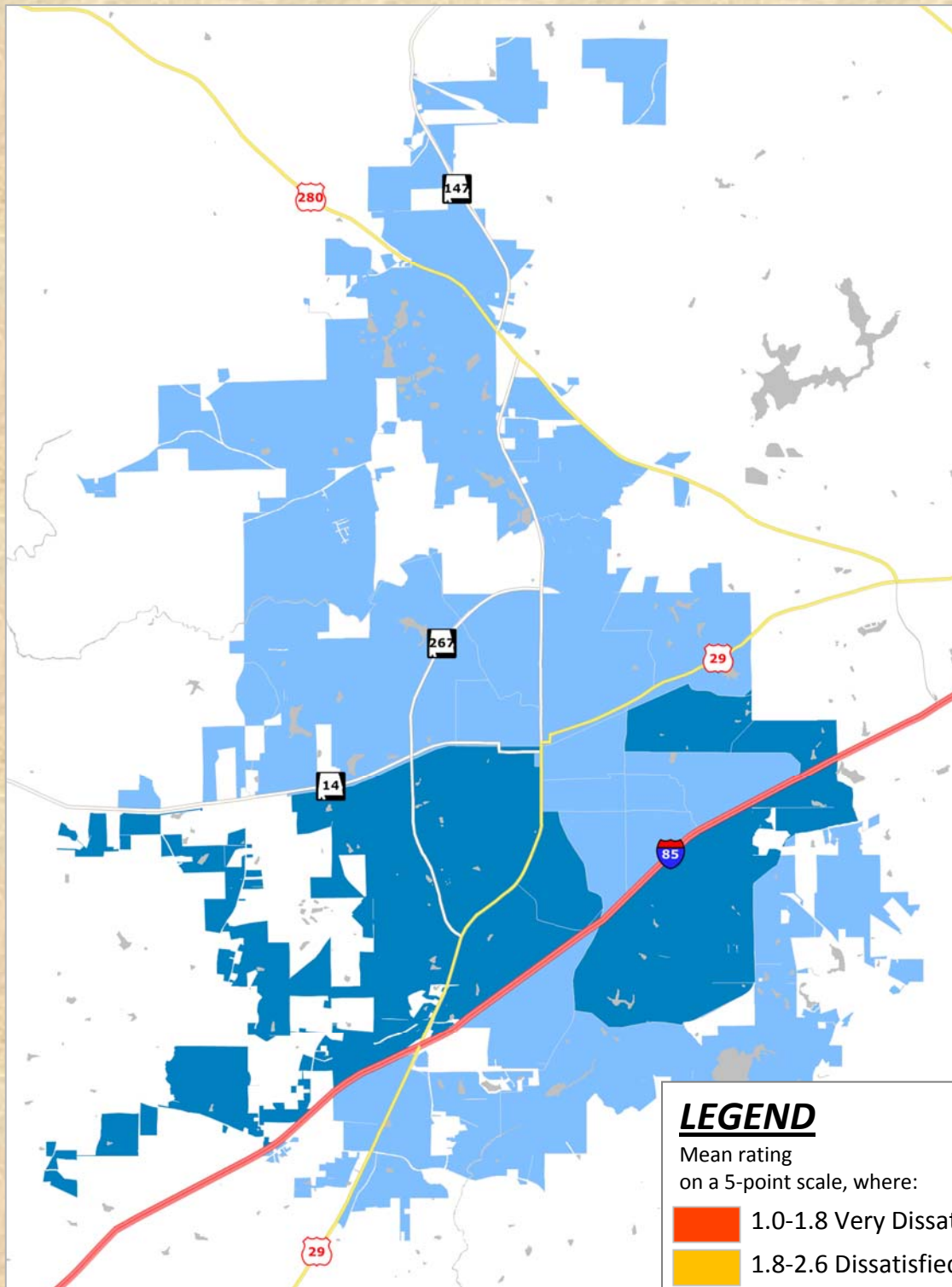
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q1c Satisfaction with the quality of parks/recreation programs & facilities



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

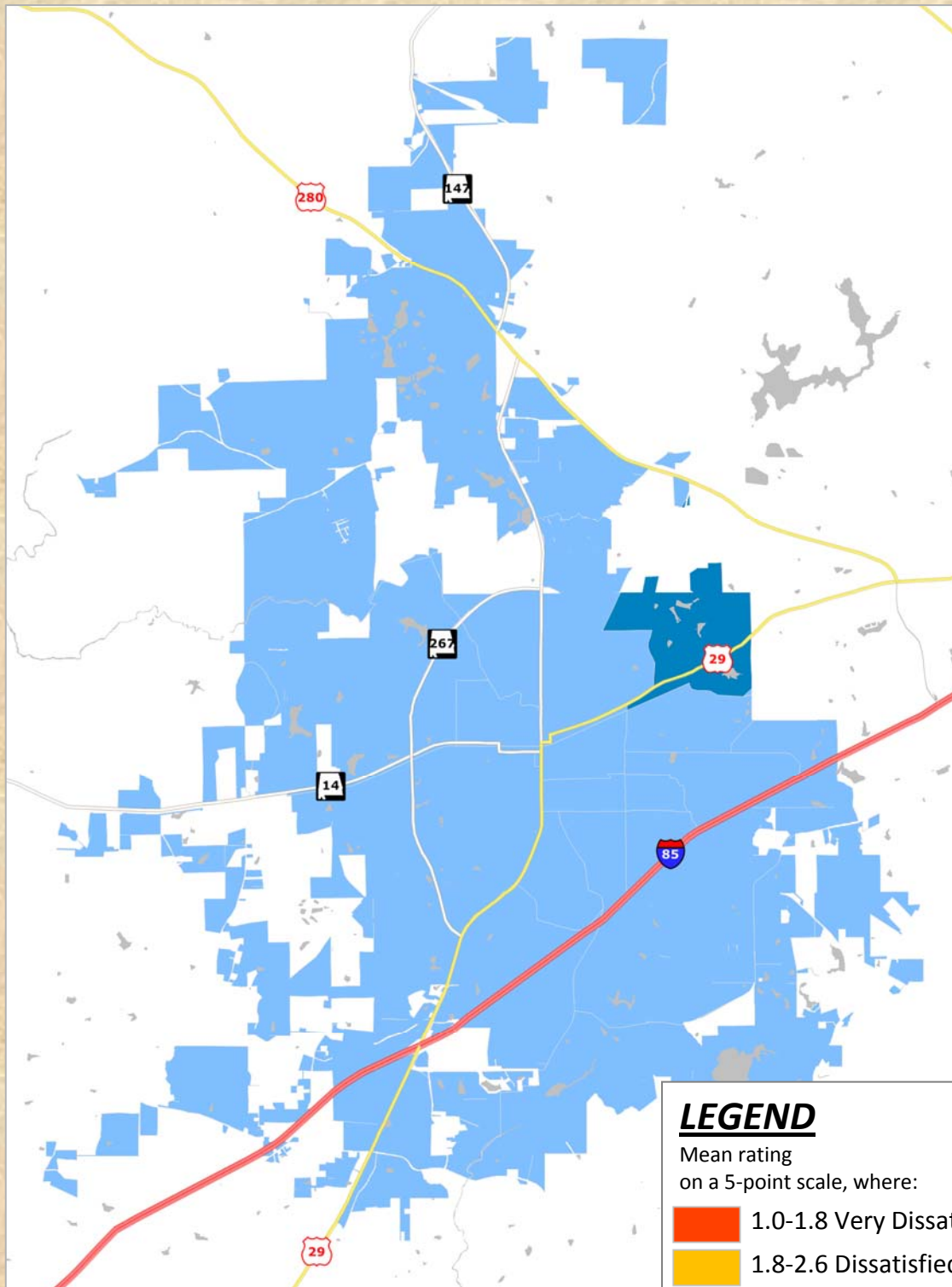
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q1d Satisfaction with the maintenance of City streets and facilities



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

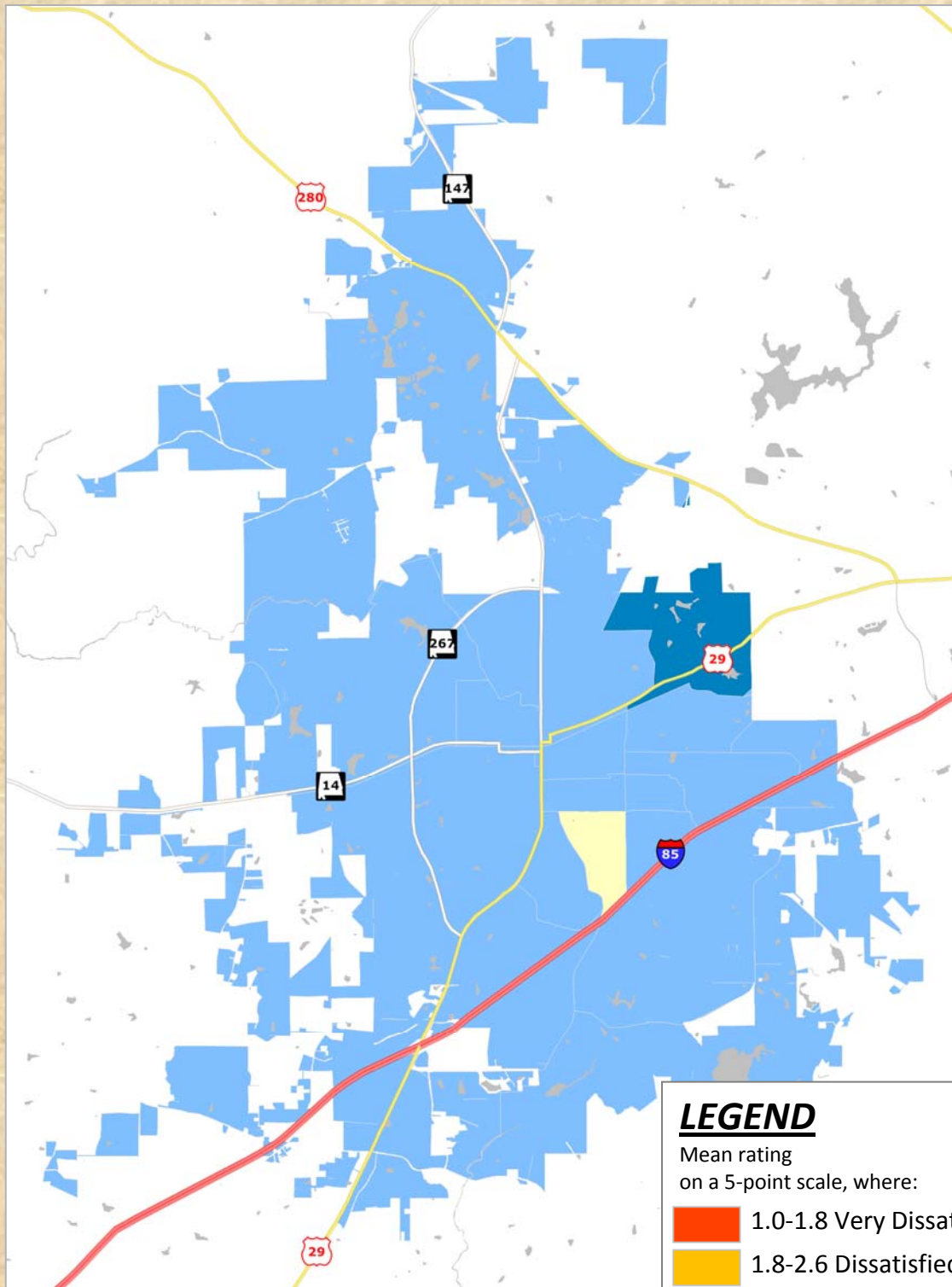
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q1e Satisfaction with the enforcement of City codes and ordinances



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

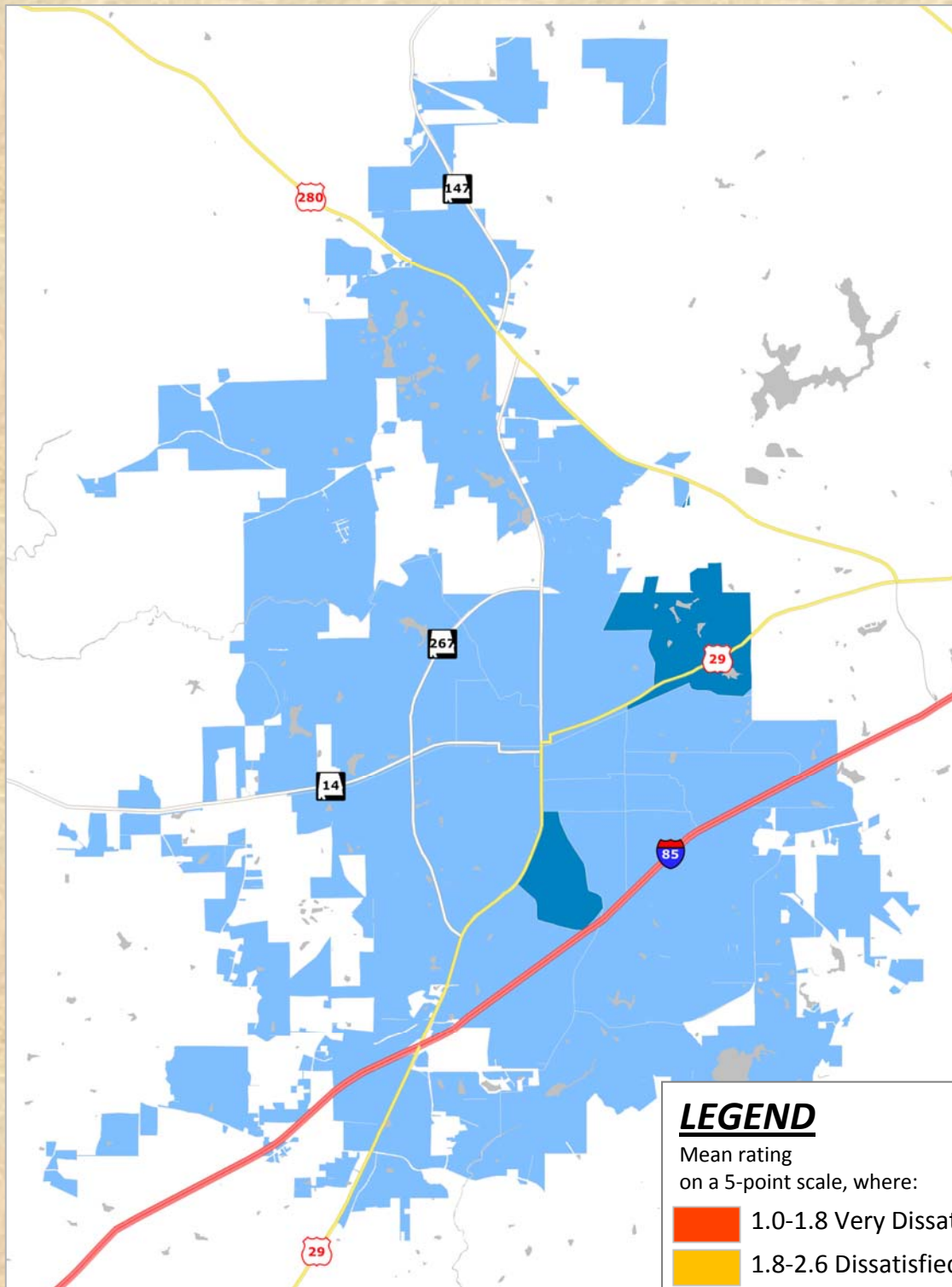
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q1f Satisfaction with the quality of customer service received from City employees



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

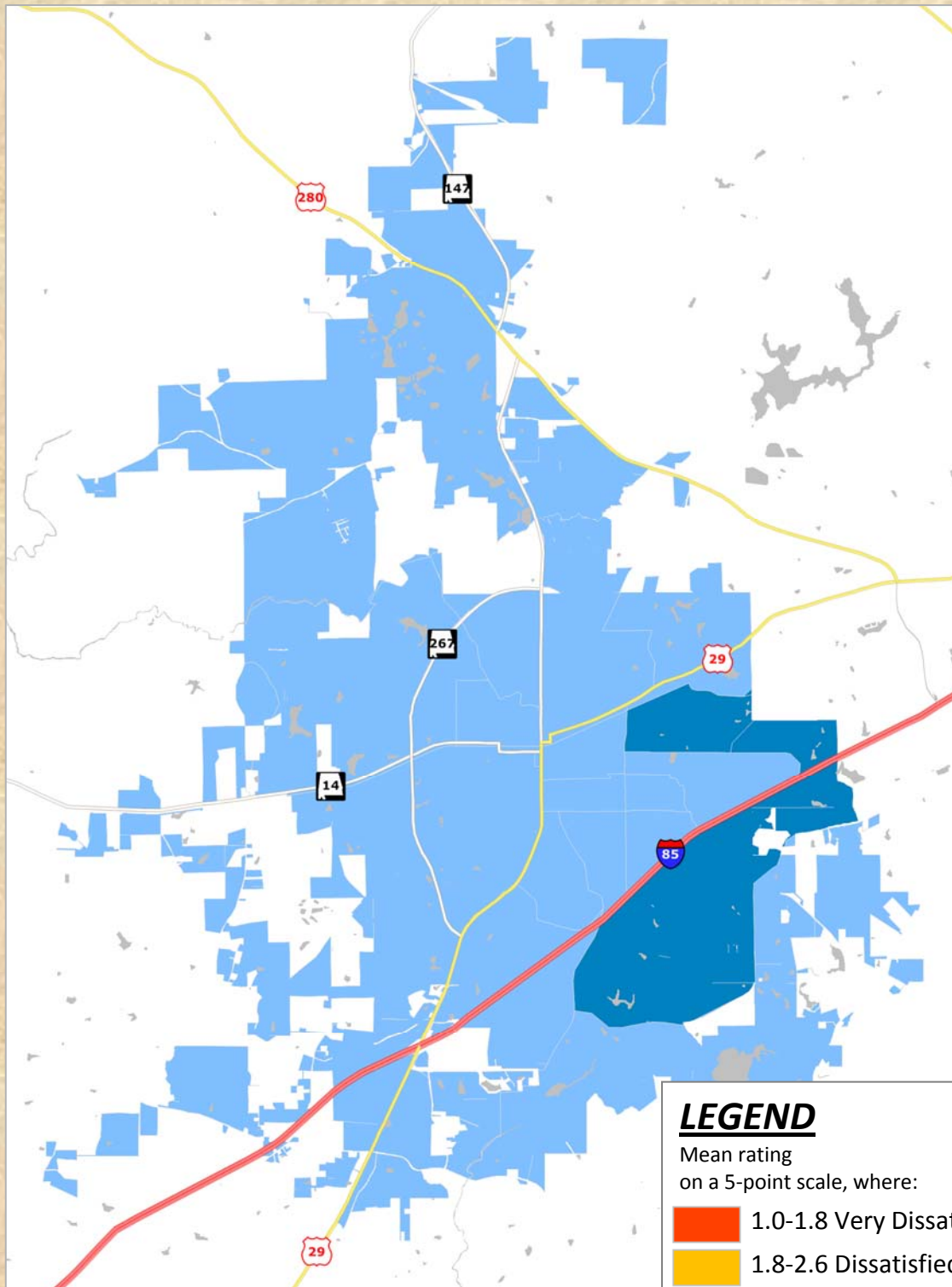
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q1g Satisfaction with the effectiveness of City communication with the public



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

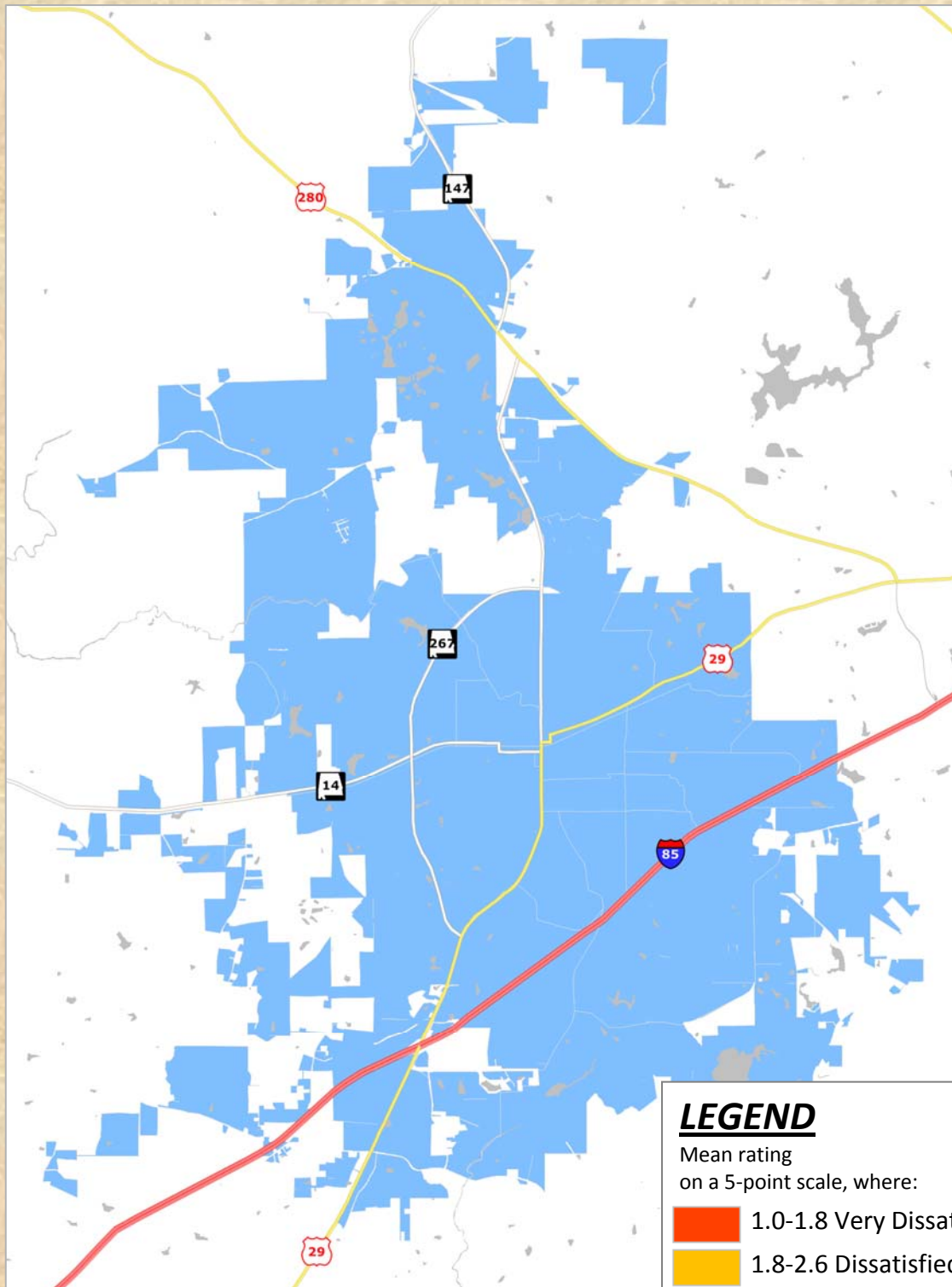
#### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



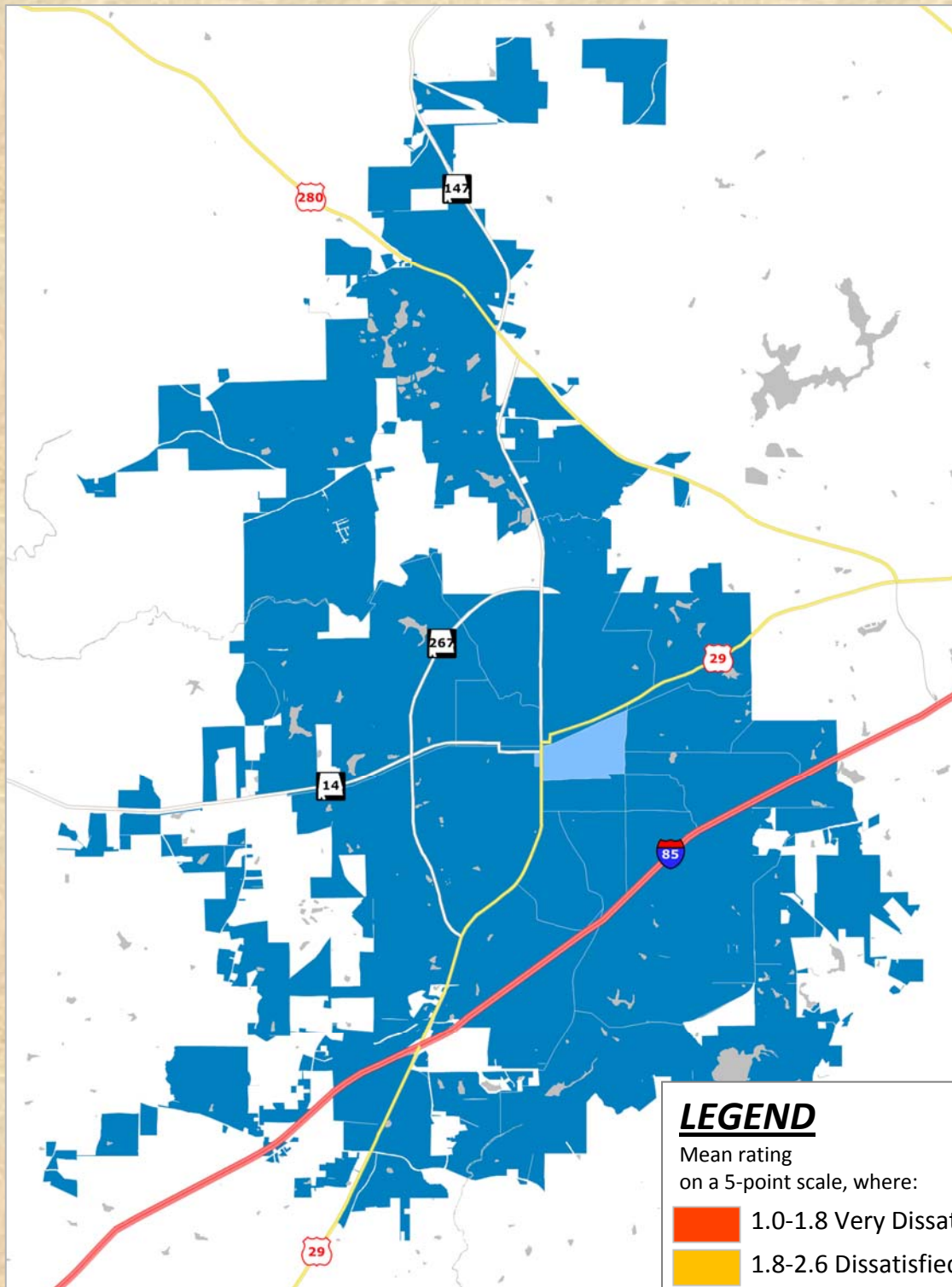
# Q1h Satisfaction with the City's stormwater runoff/ stormwater management system



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

## Q1i Satisfaction with the quality of City library facilities & services



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

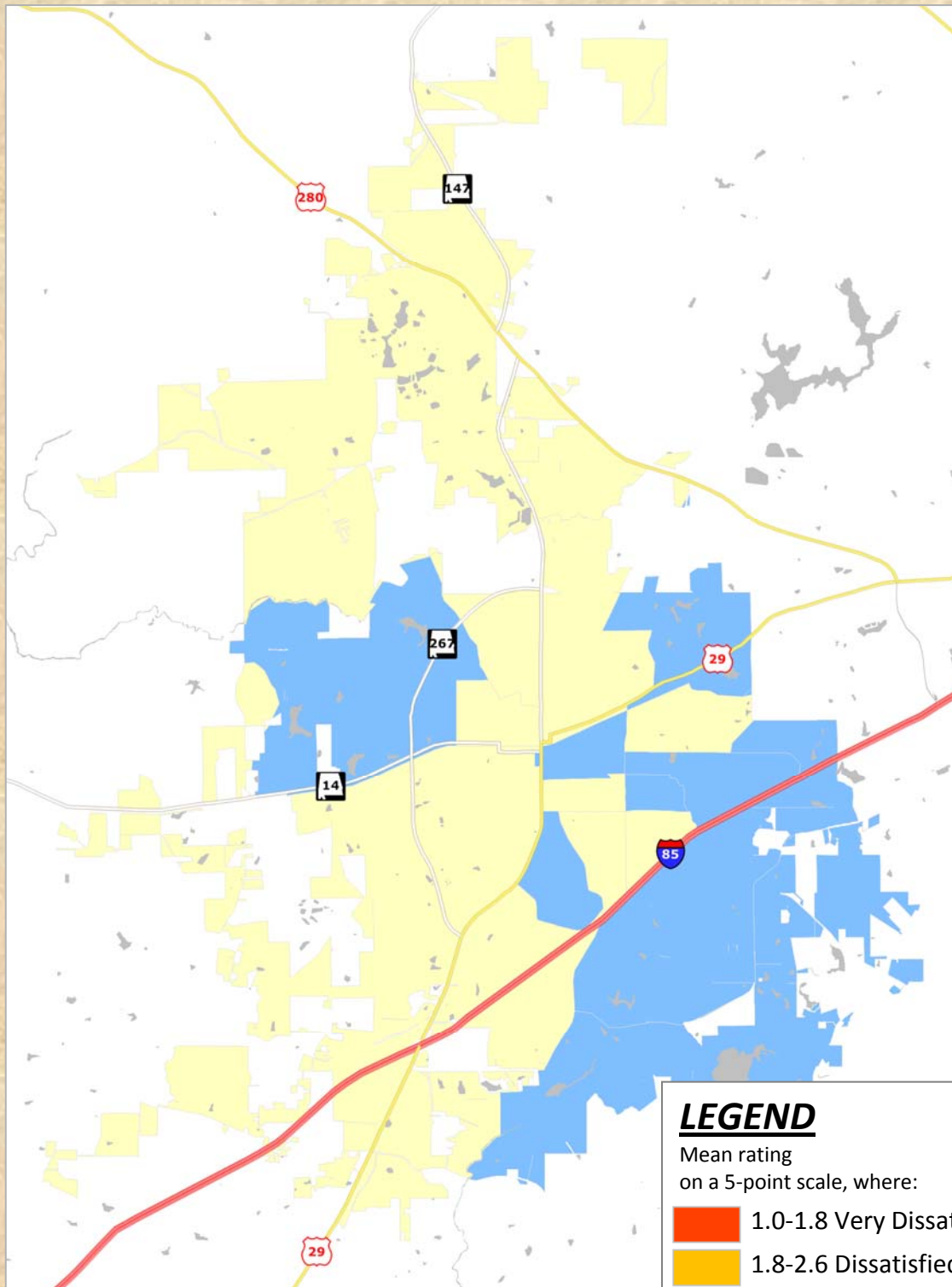
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q1j Satisfaction with the flow of traffic and congestion management




### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

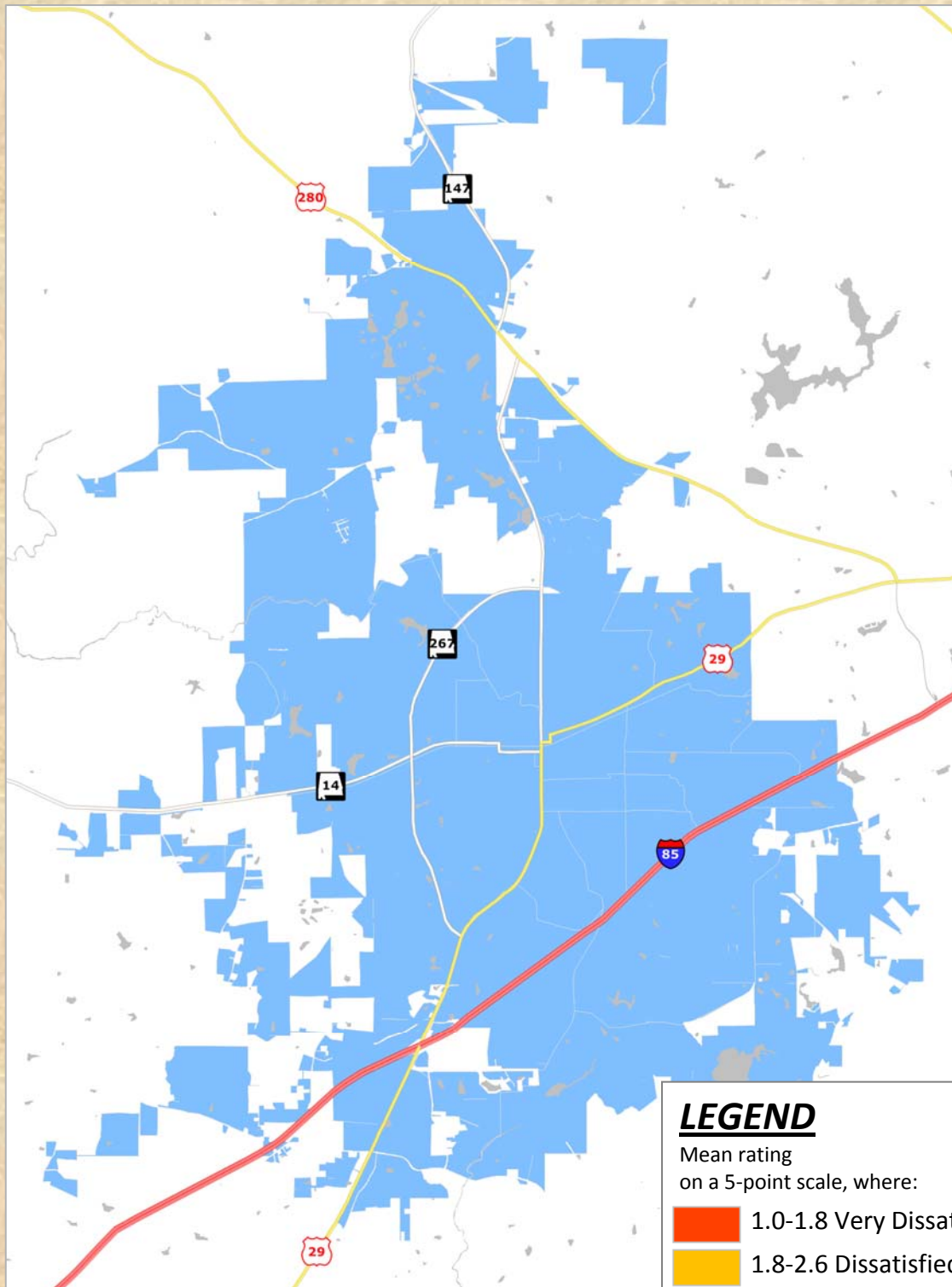
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q3a Satisfaction with the value received for City tax dollars and fees



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

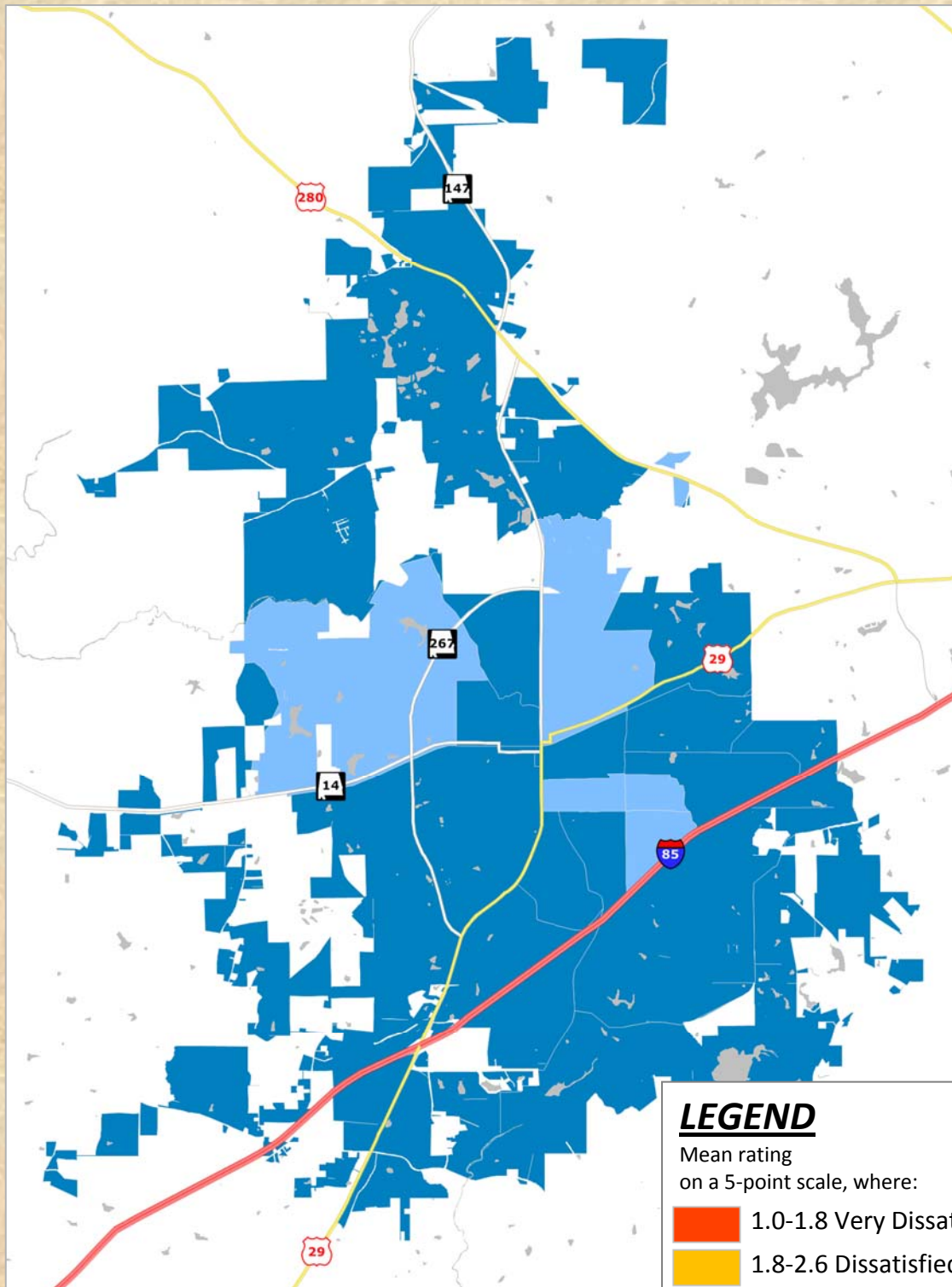
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q3b Satisfaction with the overall image of the City



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

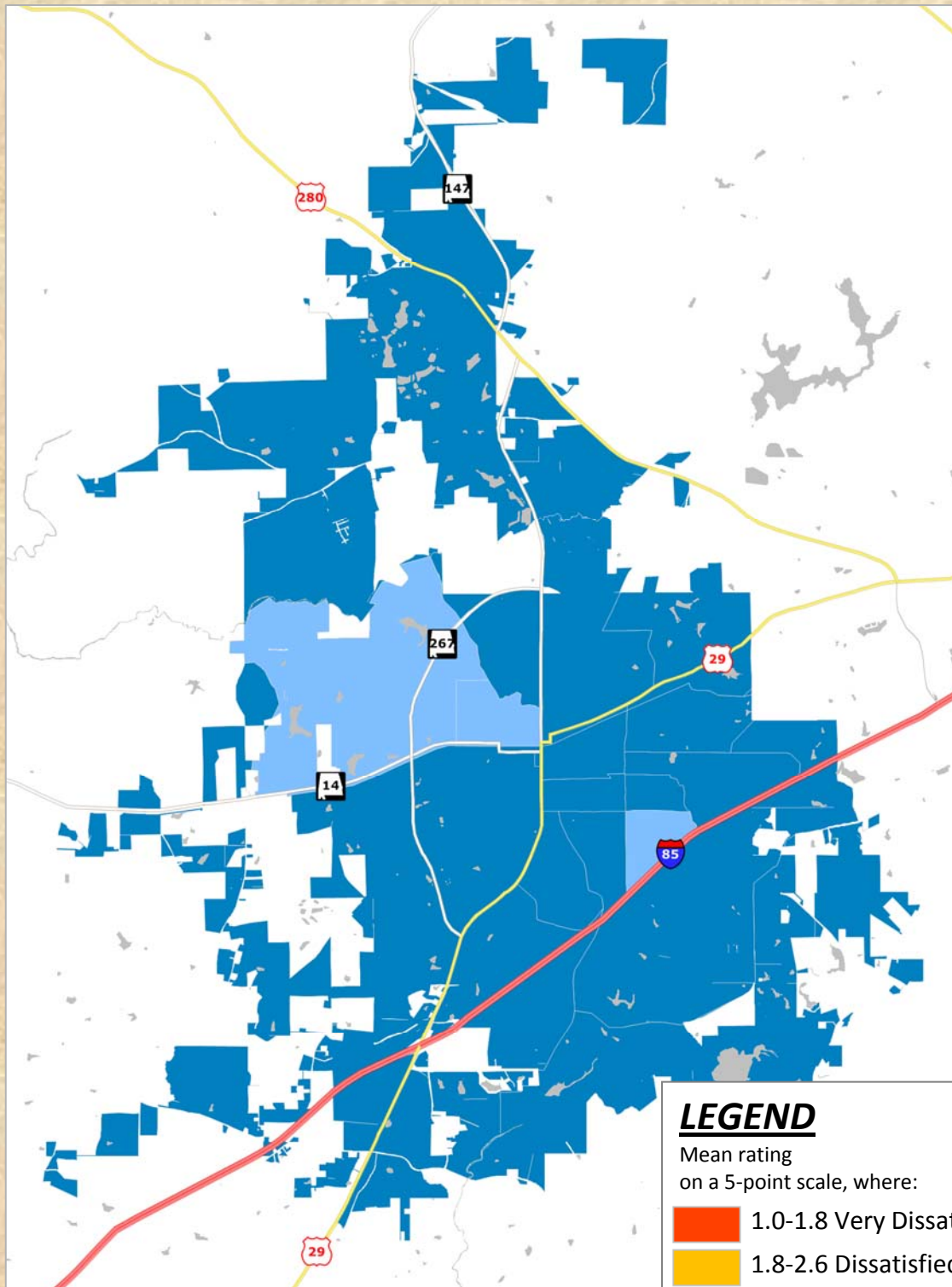
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q3c Satisfaction with the overall quality of life in the City



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

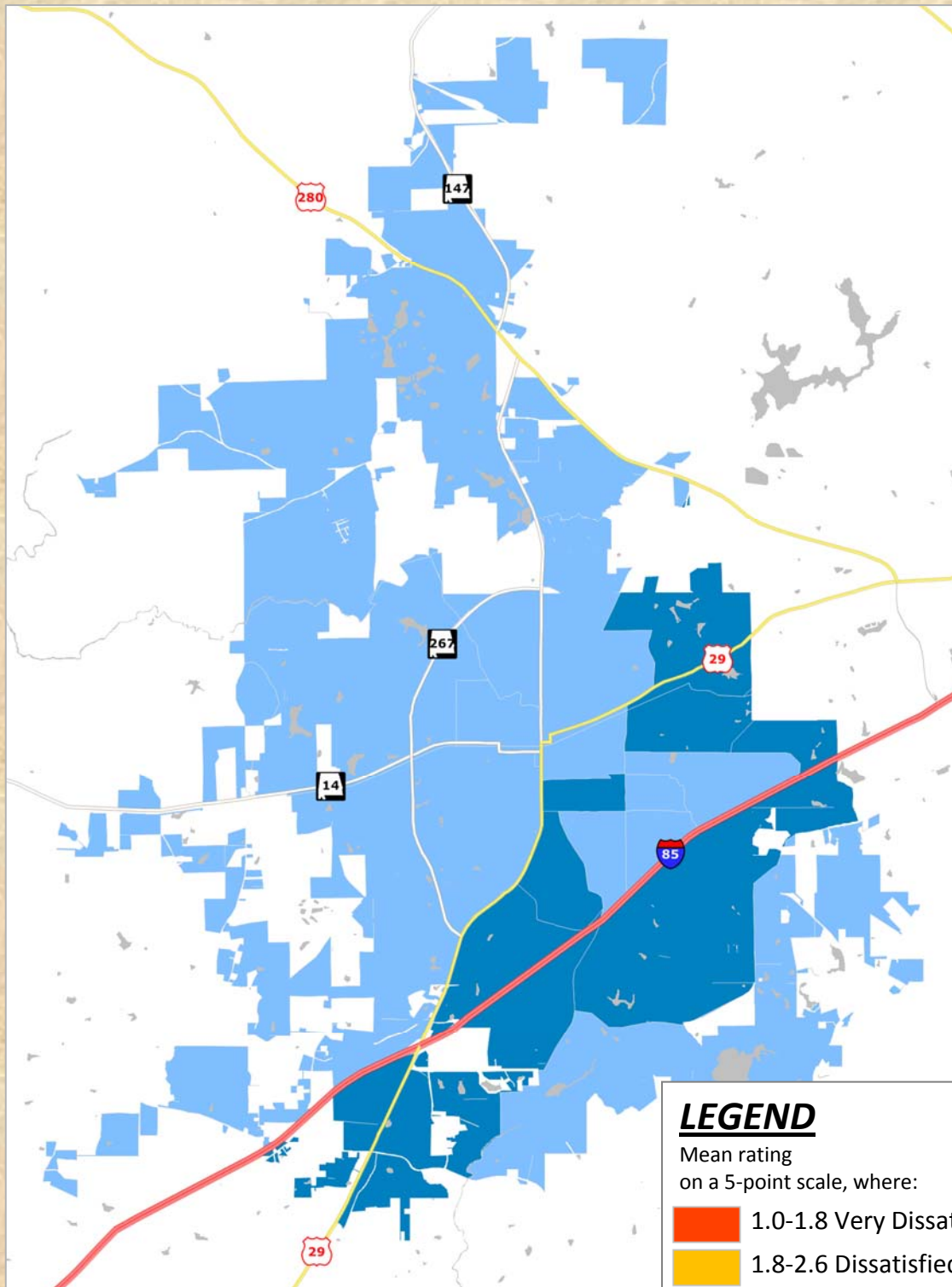
### LEGEND

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q3d Satisfaction with the overall appearance of the City






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

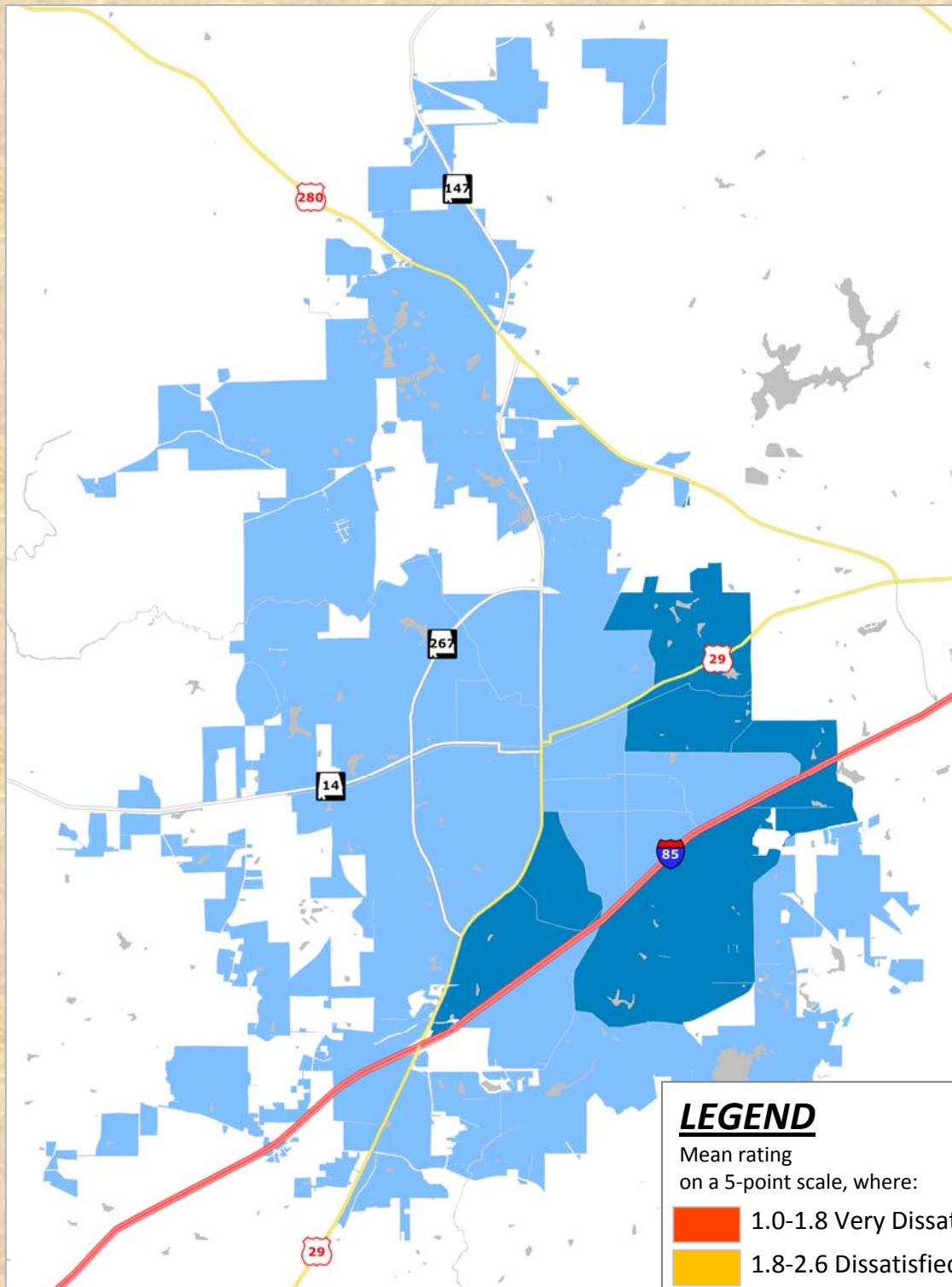
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q3e Satisfaction with the overall quality of city services



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

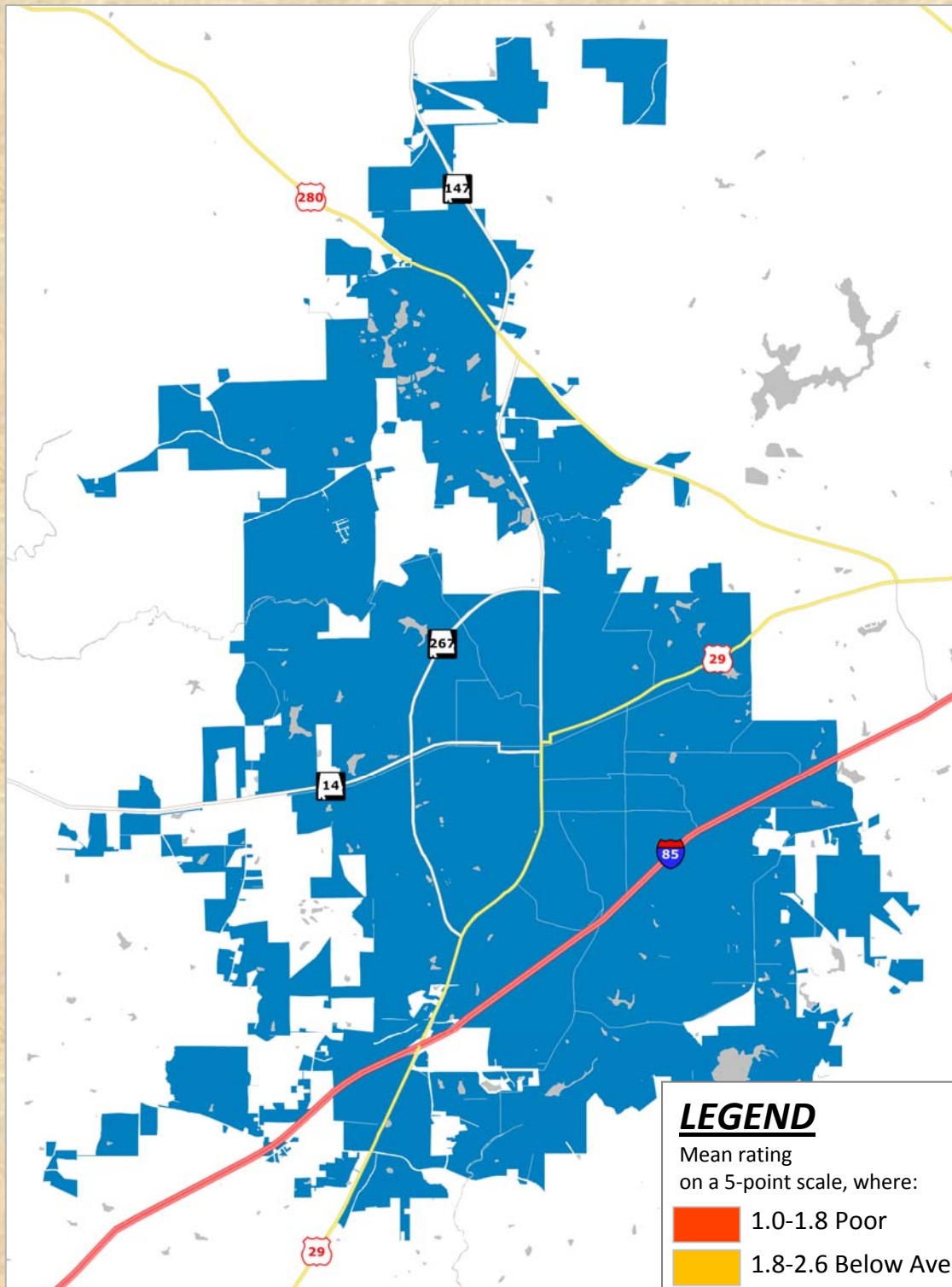
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q4a Ratings of Auburn as a place to live





### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

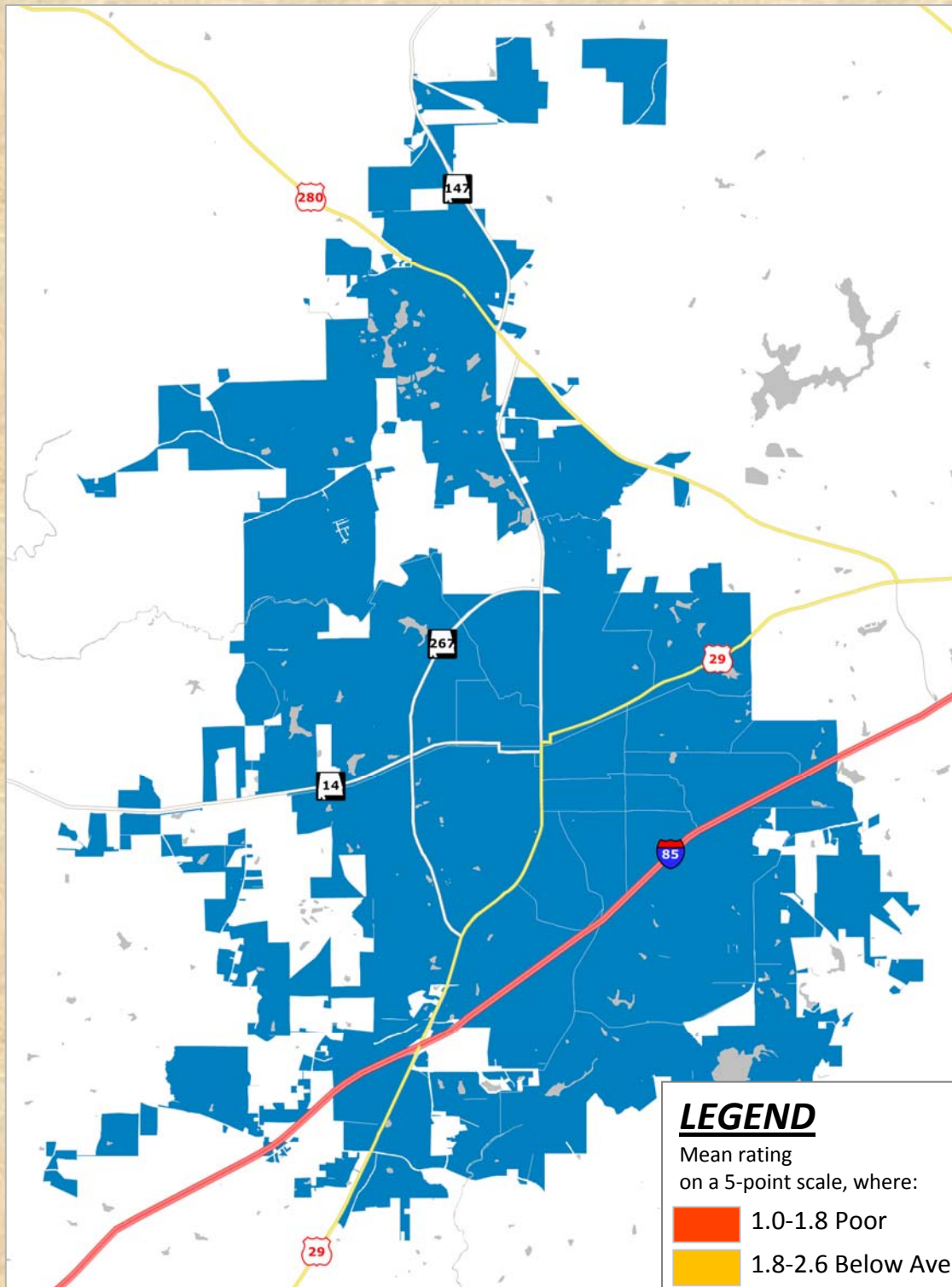
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)



# Q4b Ratings of Auburn as a place to raise children




## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

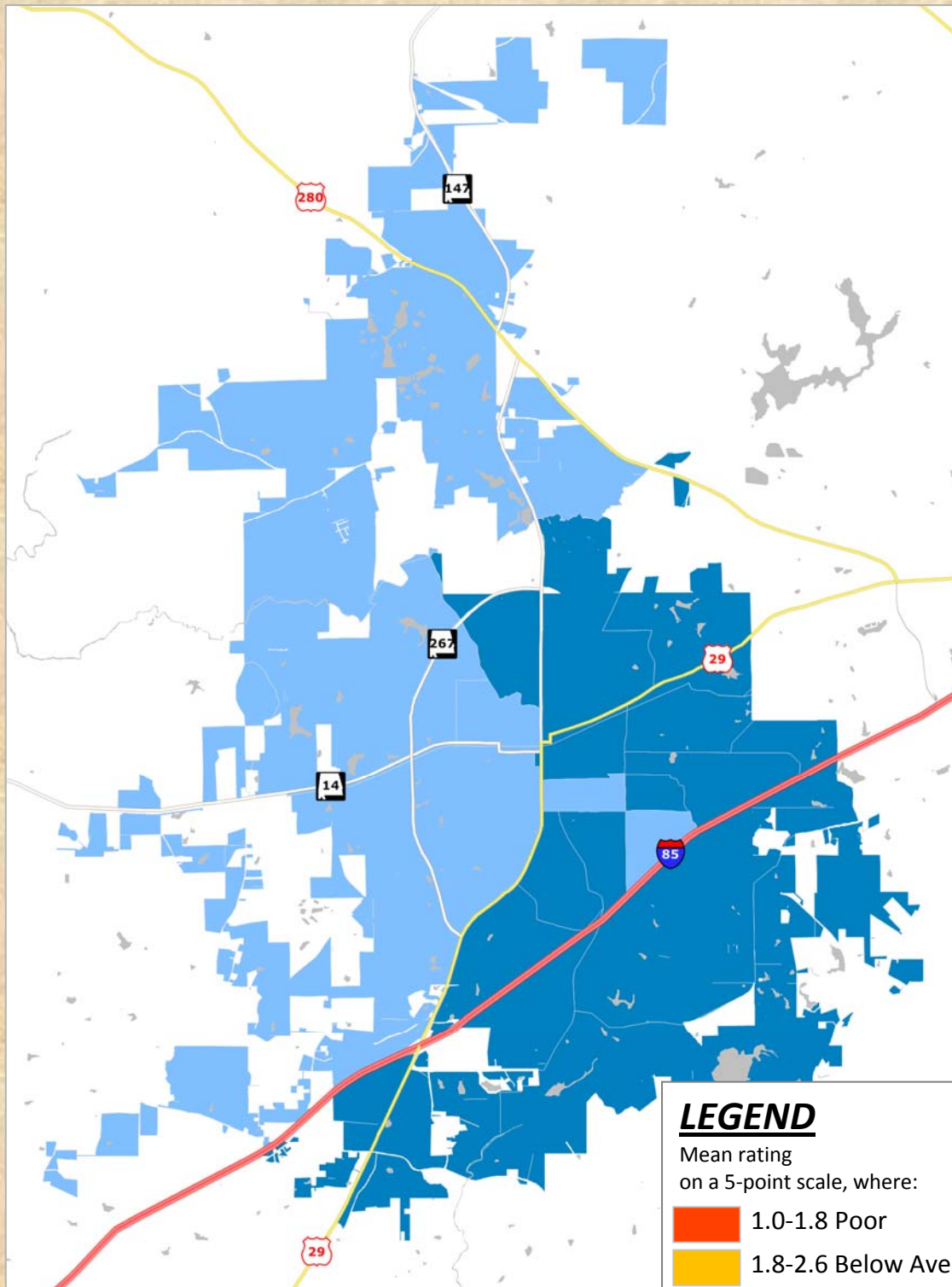
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)





## Q4c Ratings of Auburn as a place to work





### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

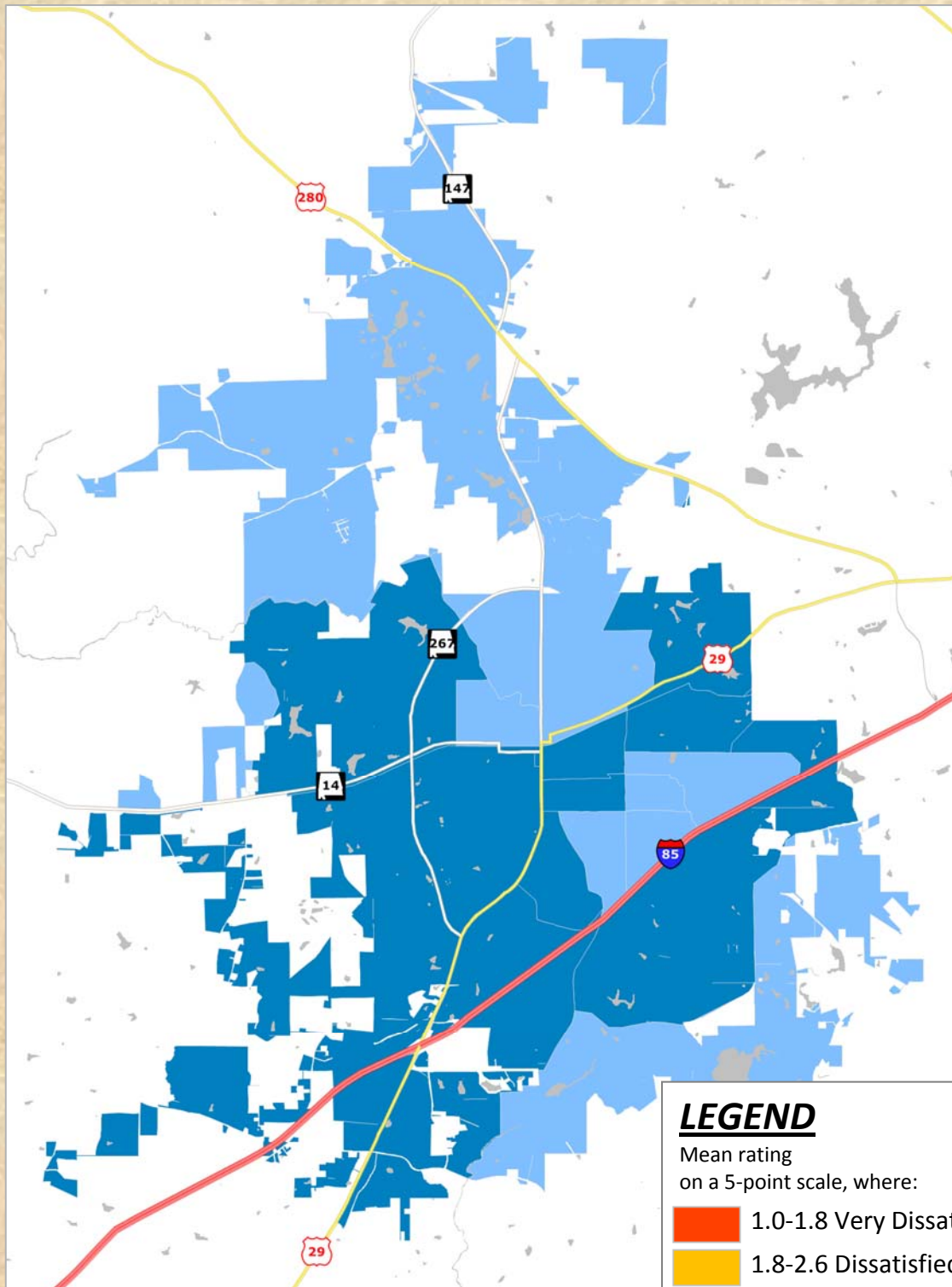
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)



# Q6a Satisfaction with the quality of police protection



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

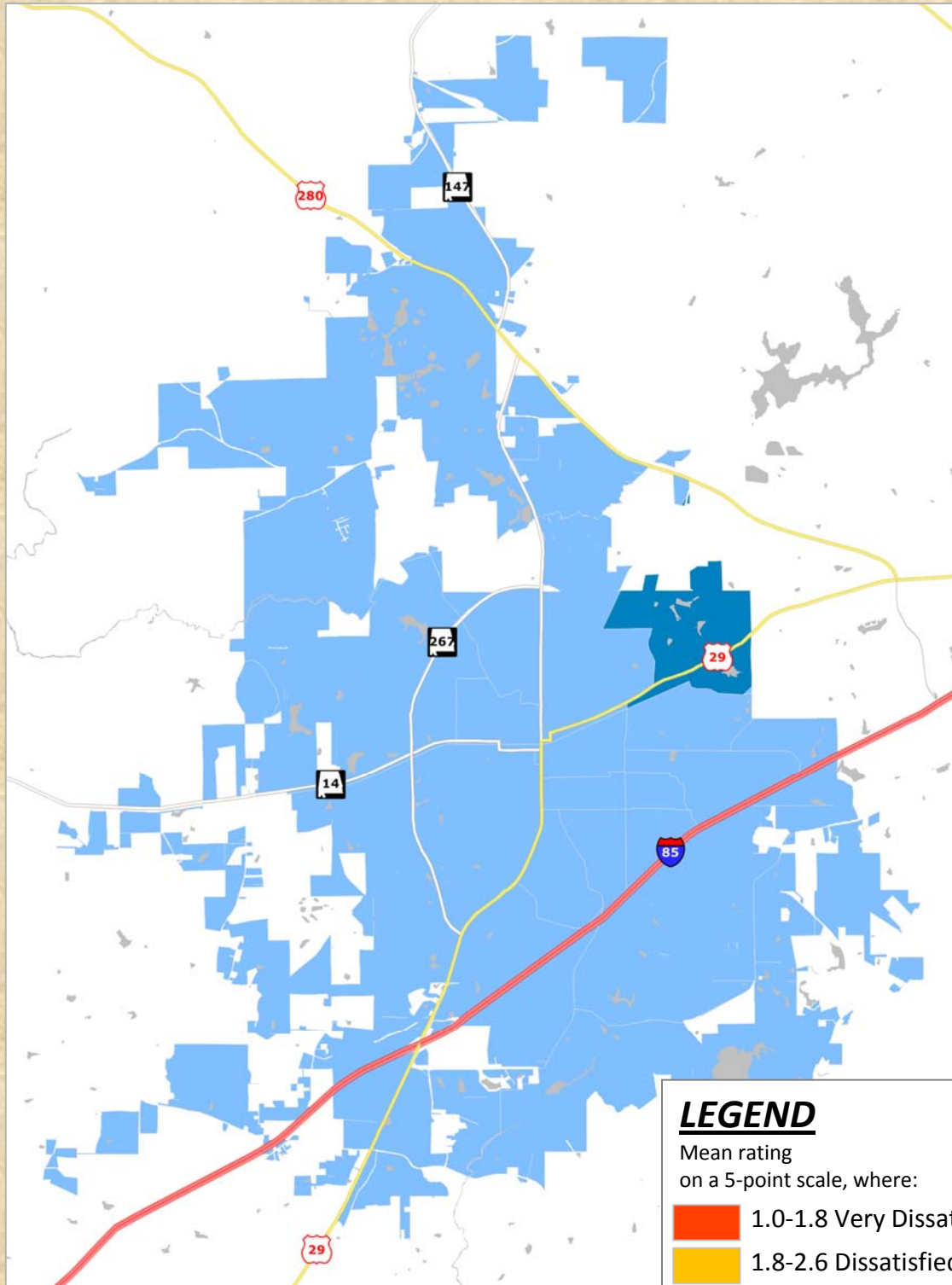
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q6b Satisfaction with the visibility of police in neighborhoods



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

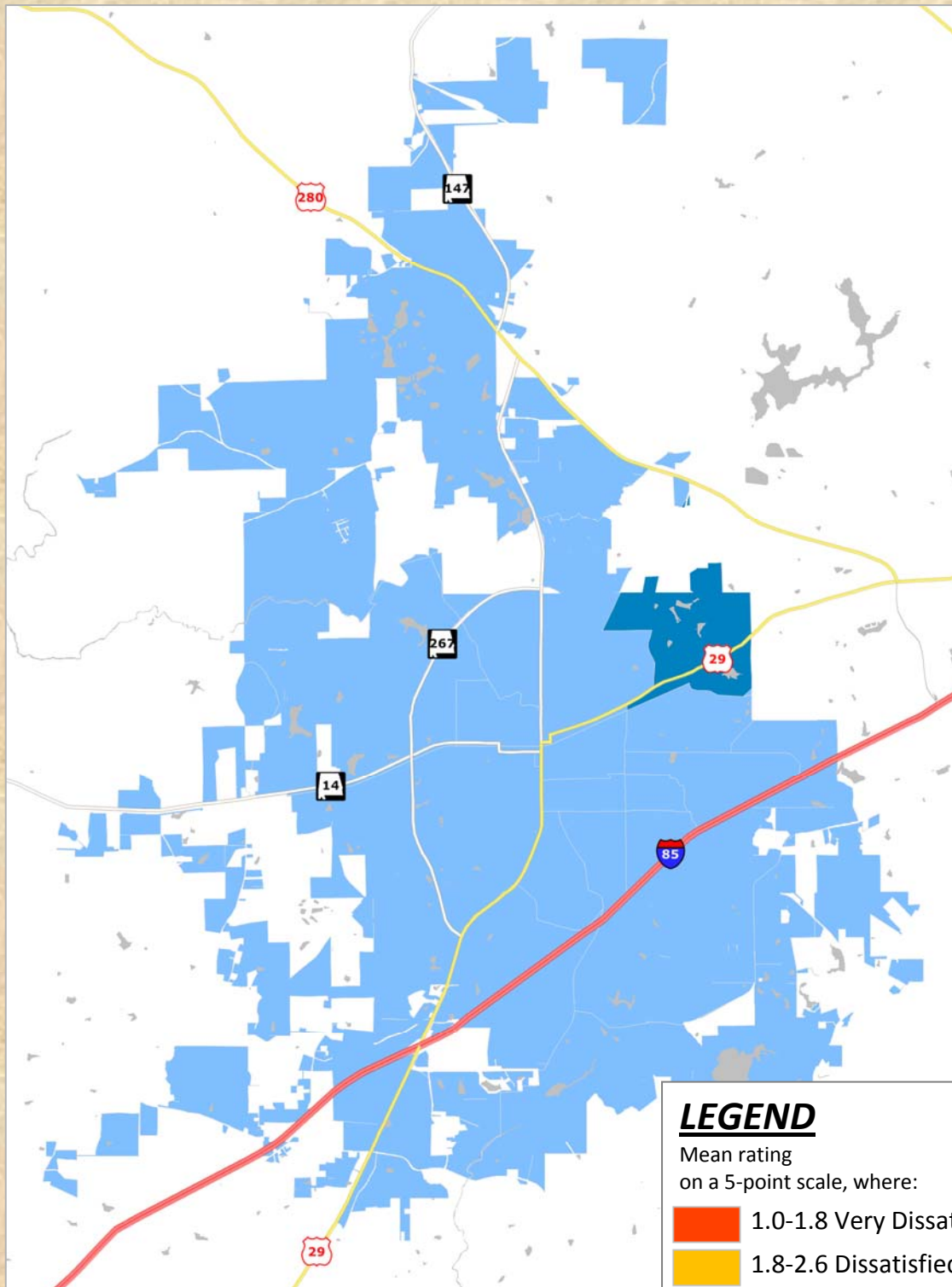
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q6c Satisfaction with the visibility of police in retail areas



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

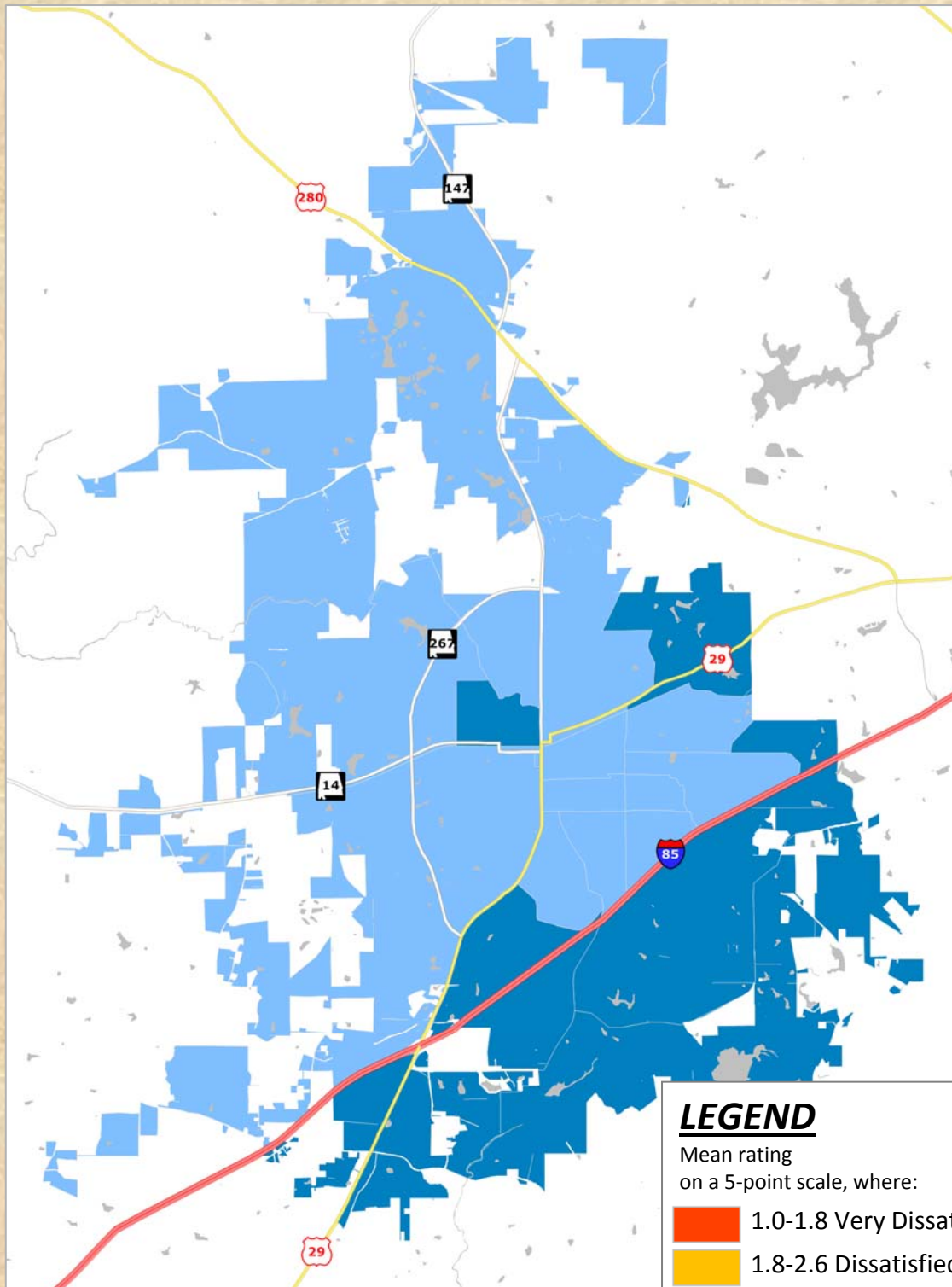
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q6d Satisfaction with how quickly police respond to emergencies



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

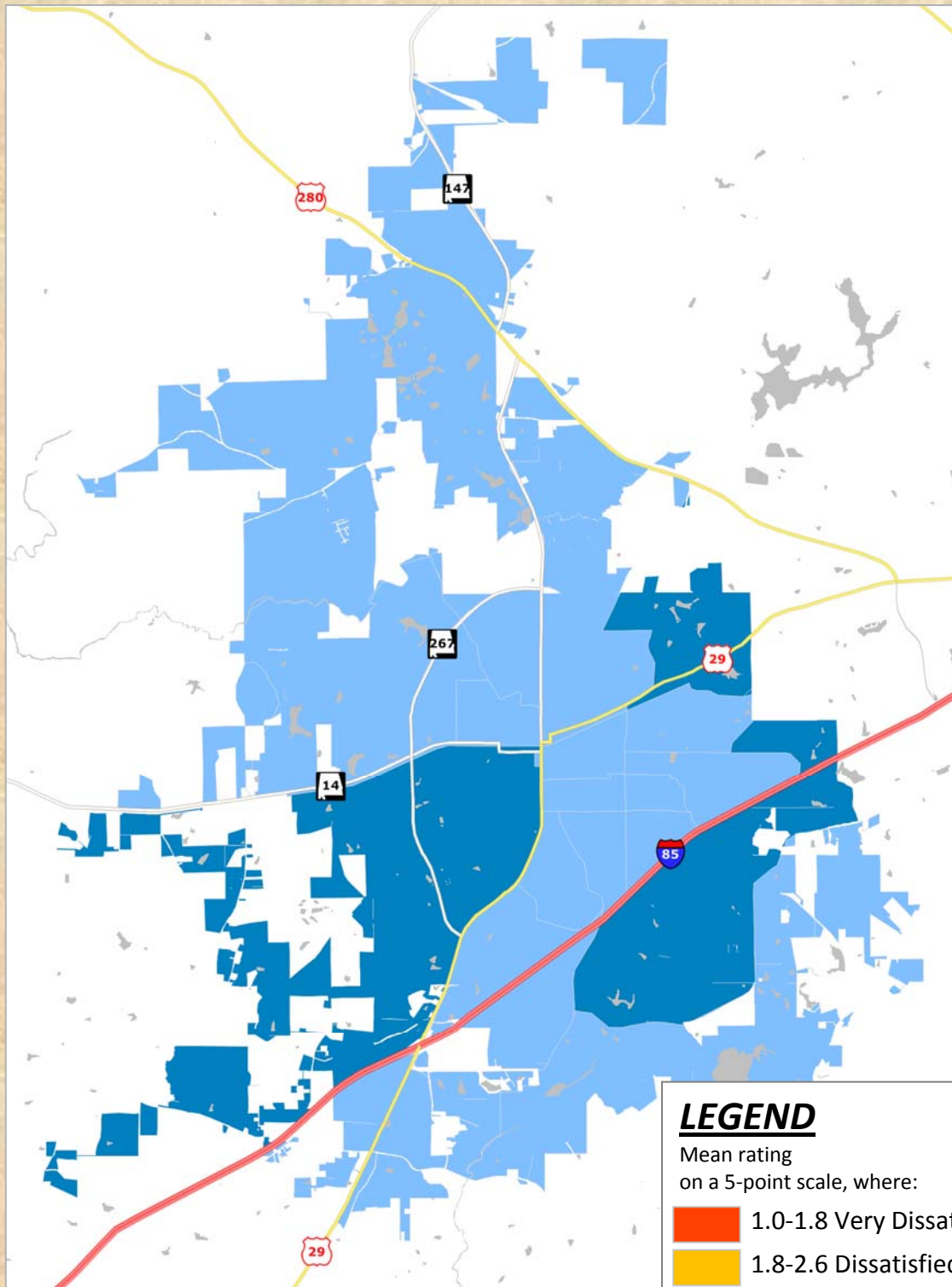
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q6e Satisfaction with efforts to prevent crime



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

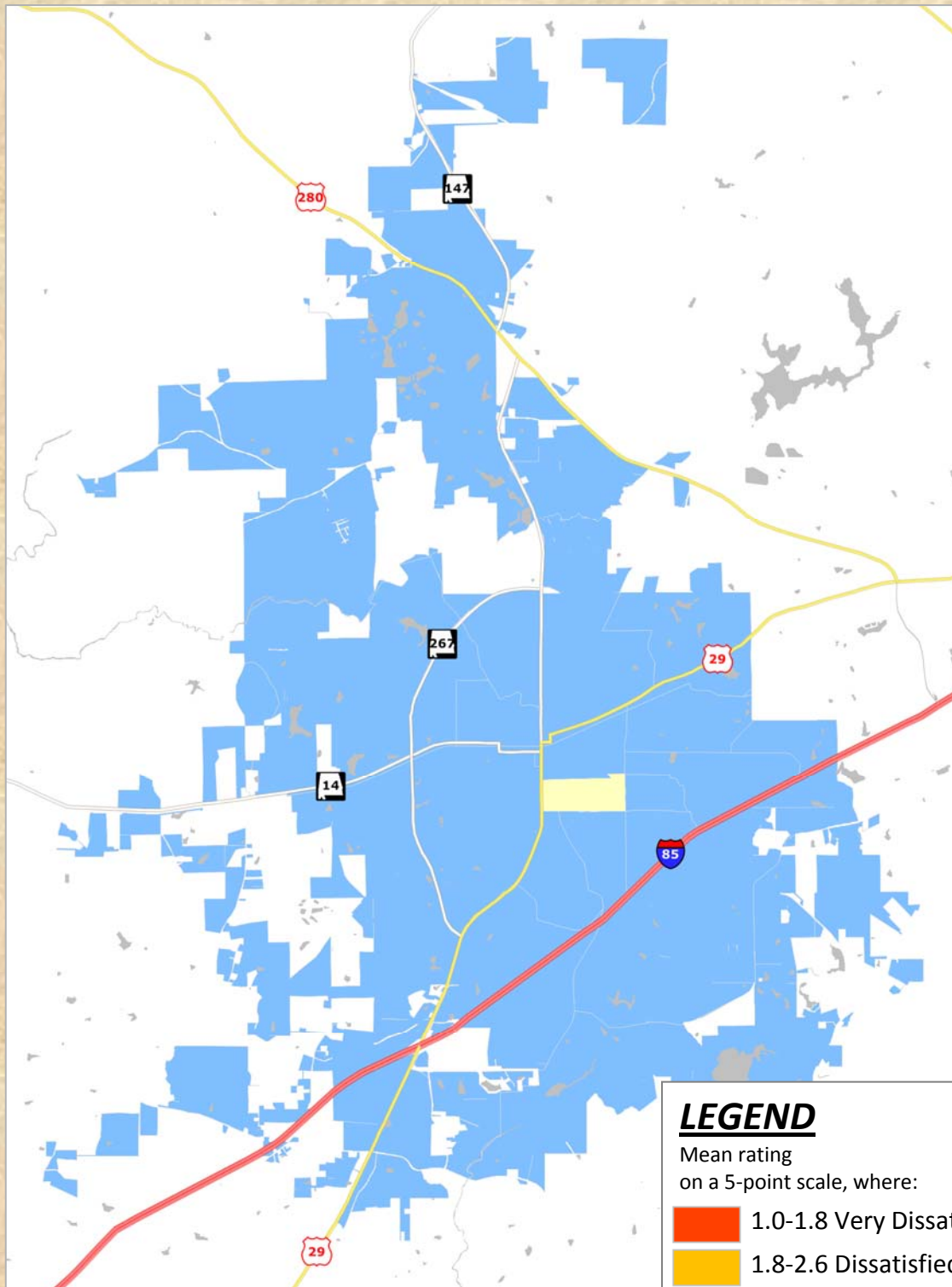
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q6f Satisfaction with police safety education programs



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

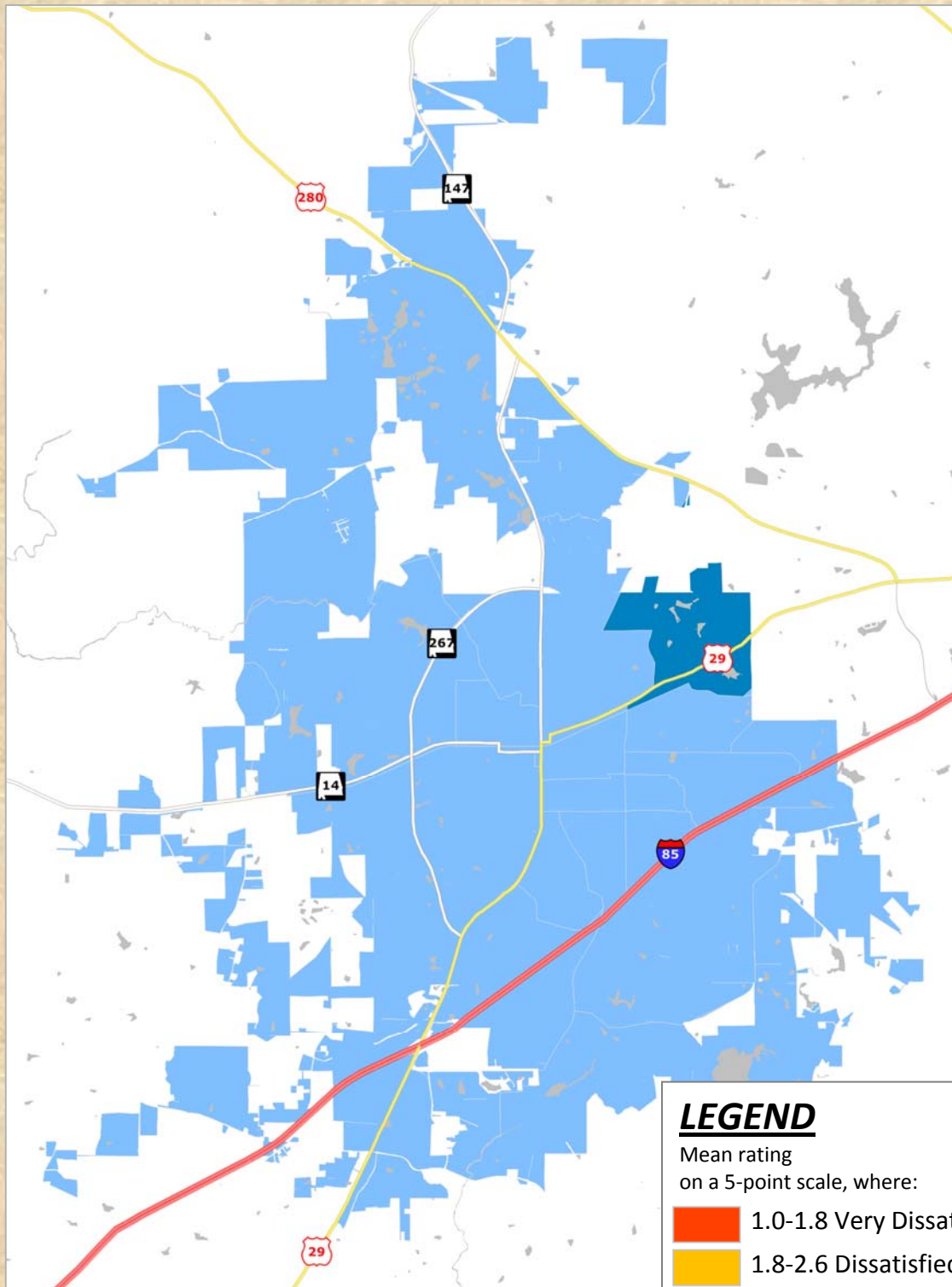
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q6g Satisfaction with the enforcement of traffic laws



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

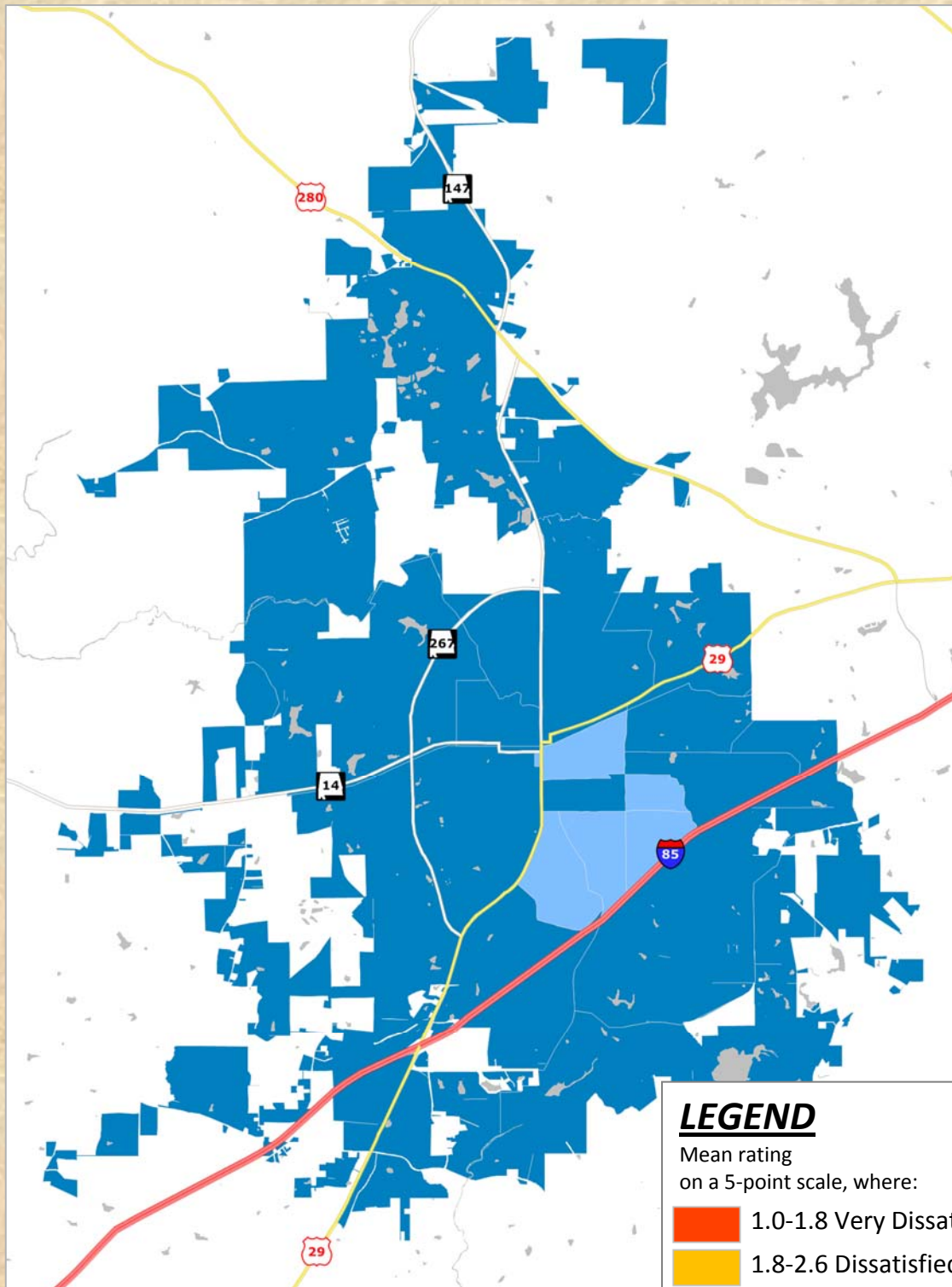
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q6h Satisfaction with the overall quality of fire protection



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

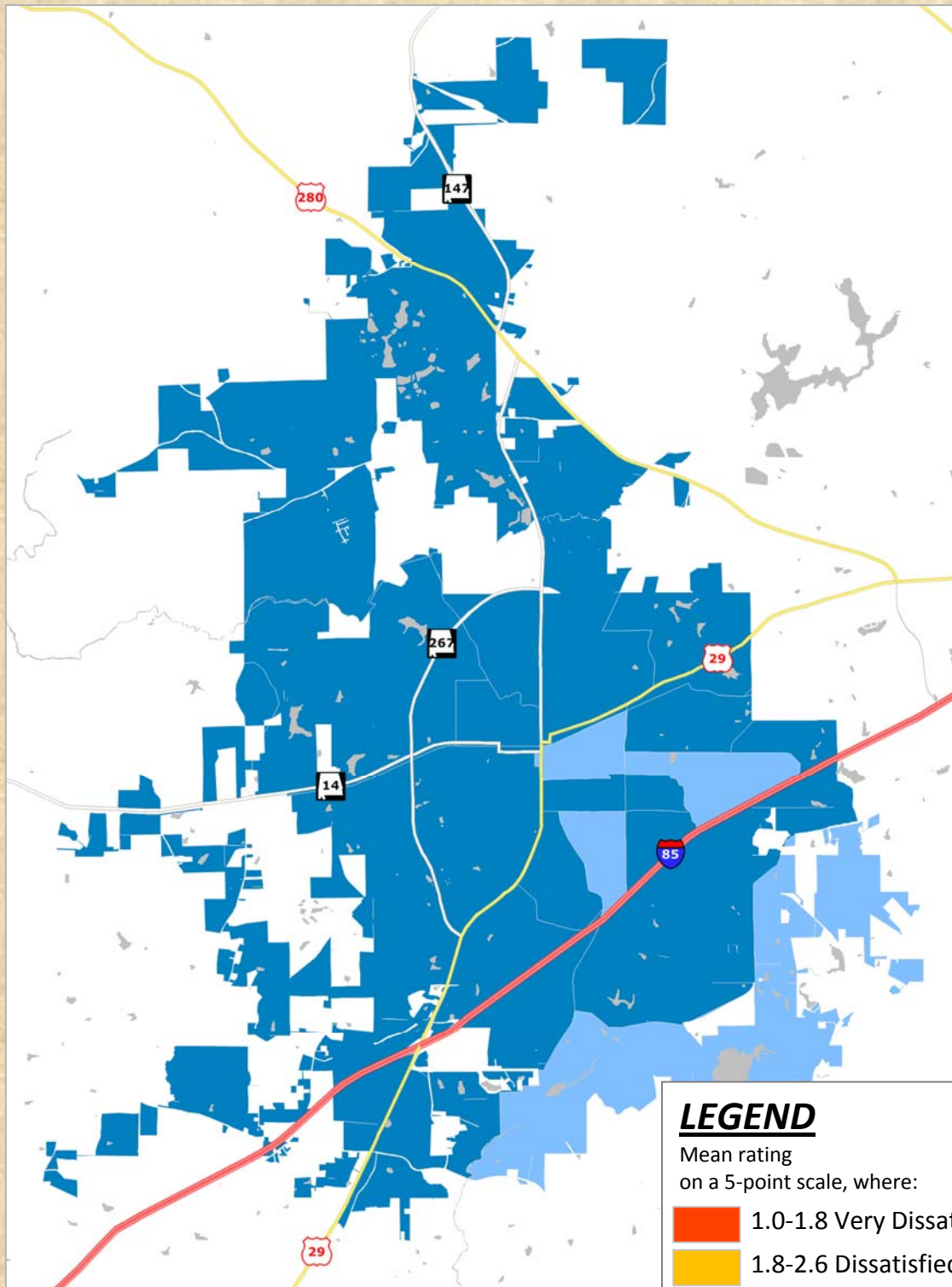
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q6i Satisfaction with fire personnel emergency response time



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

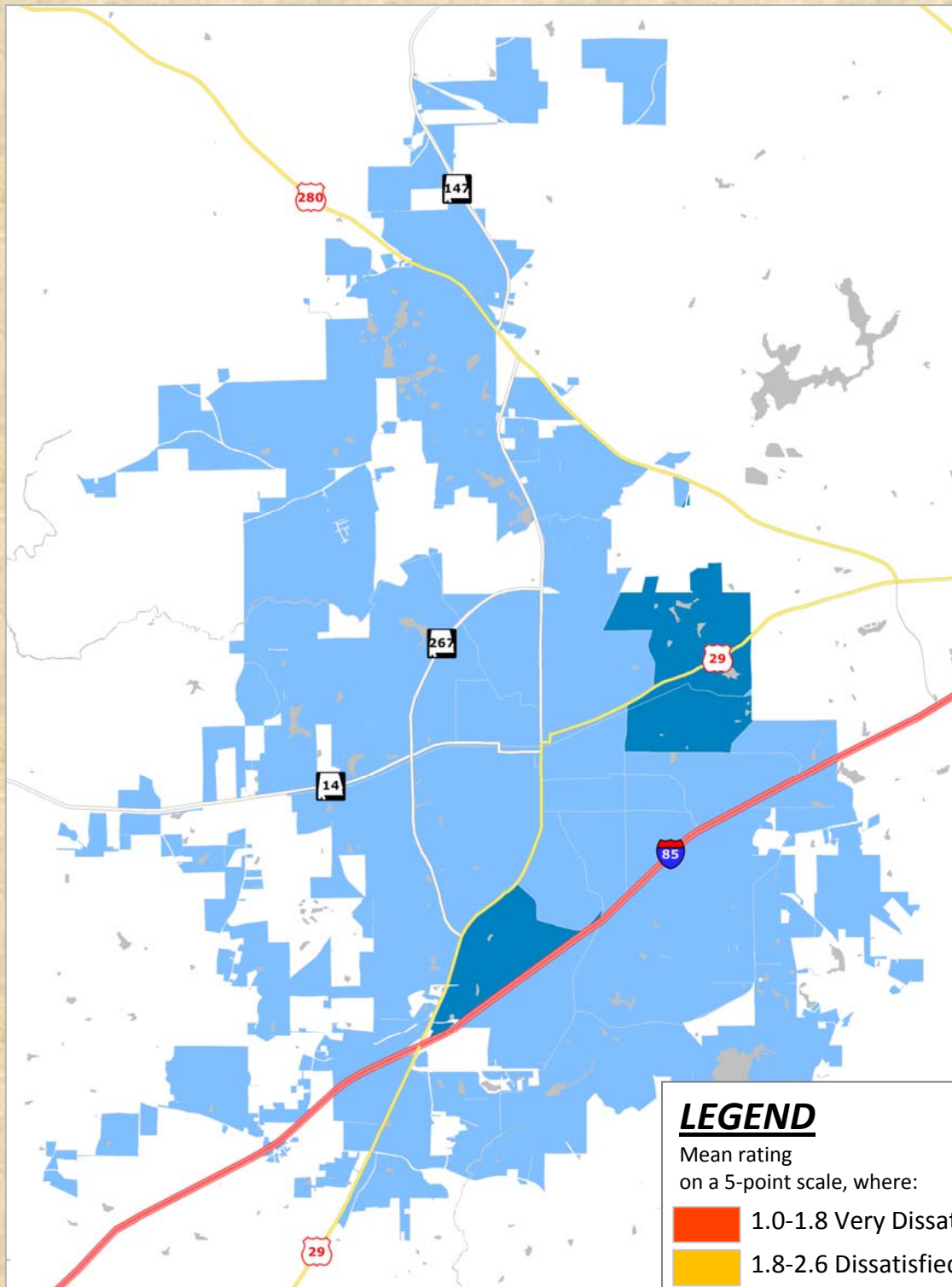
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q6j Satisfaction with fire safety education programs



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

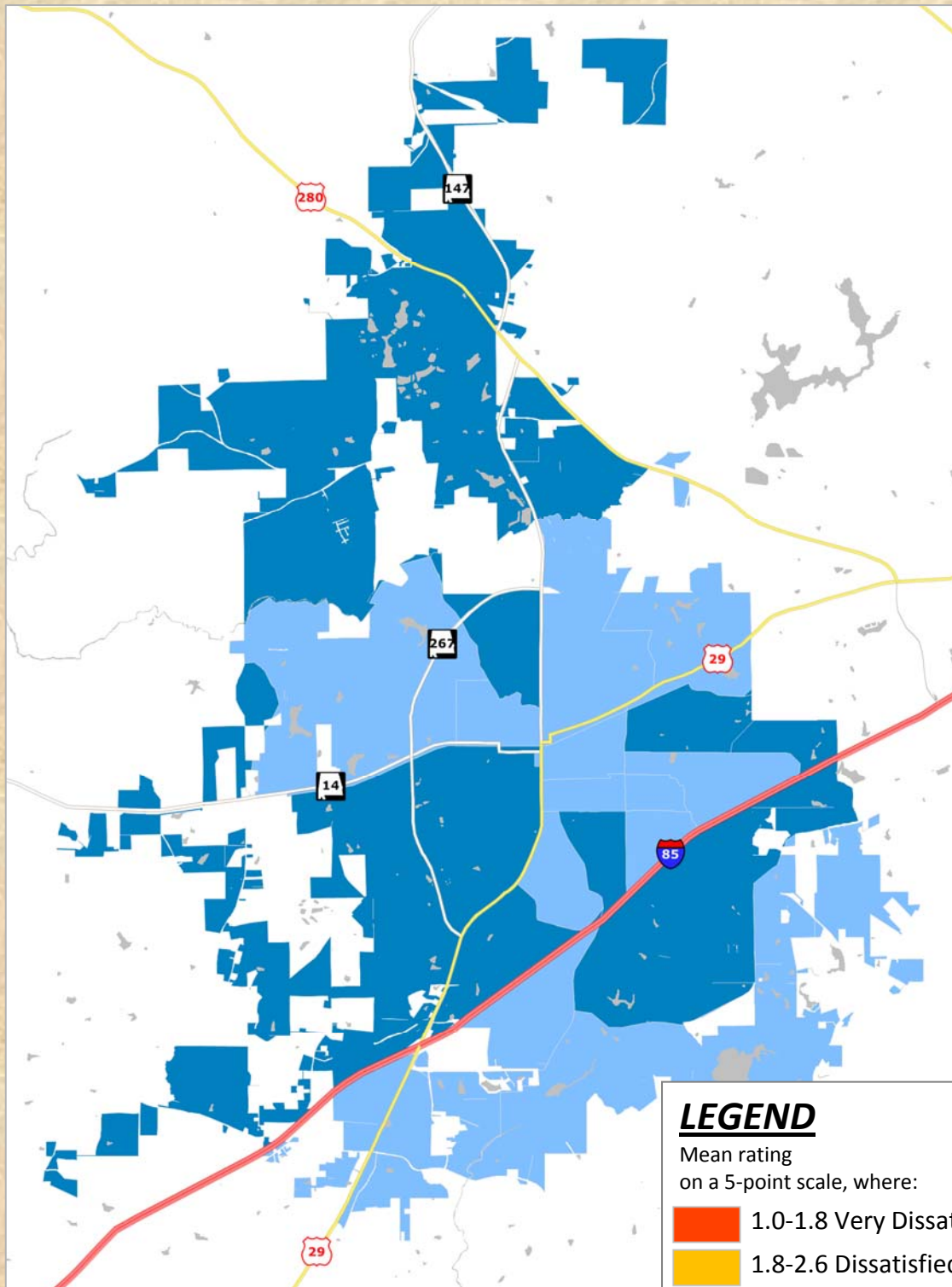
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q6k Satisfaction with the quality of ambulance service




## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

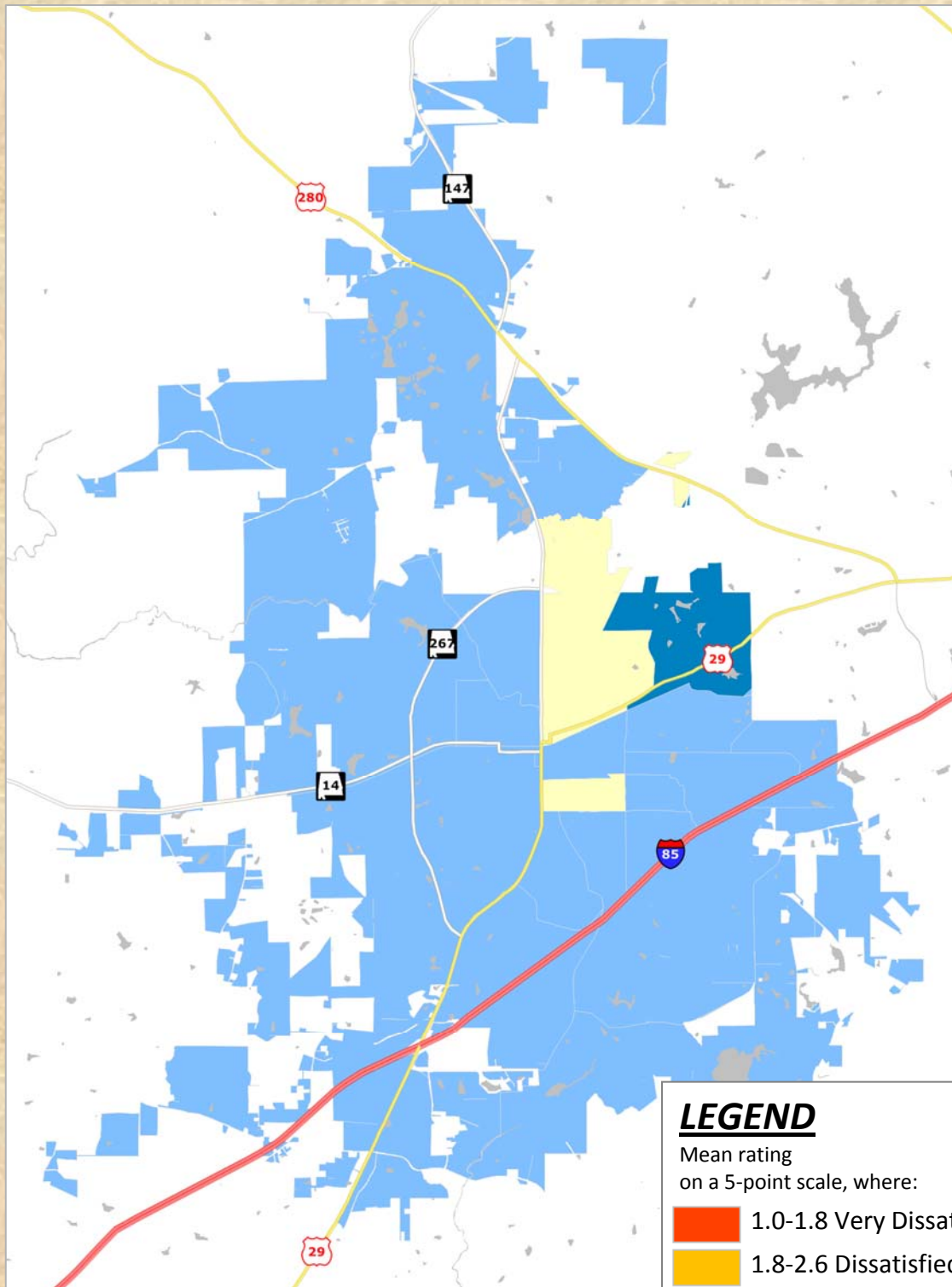
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q6I Satisfaction with the quality of animal control






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

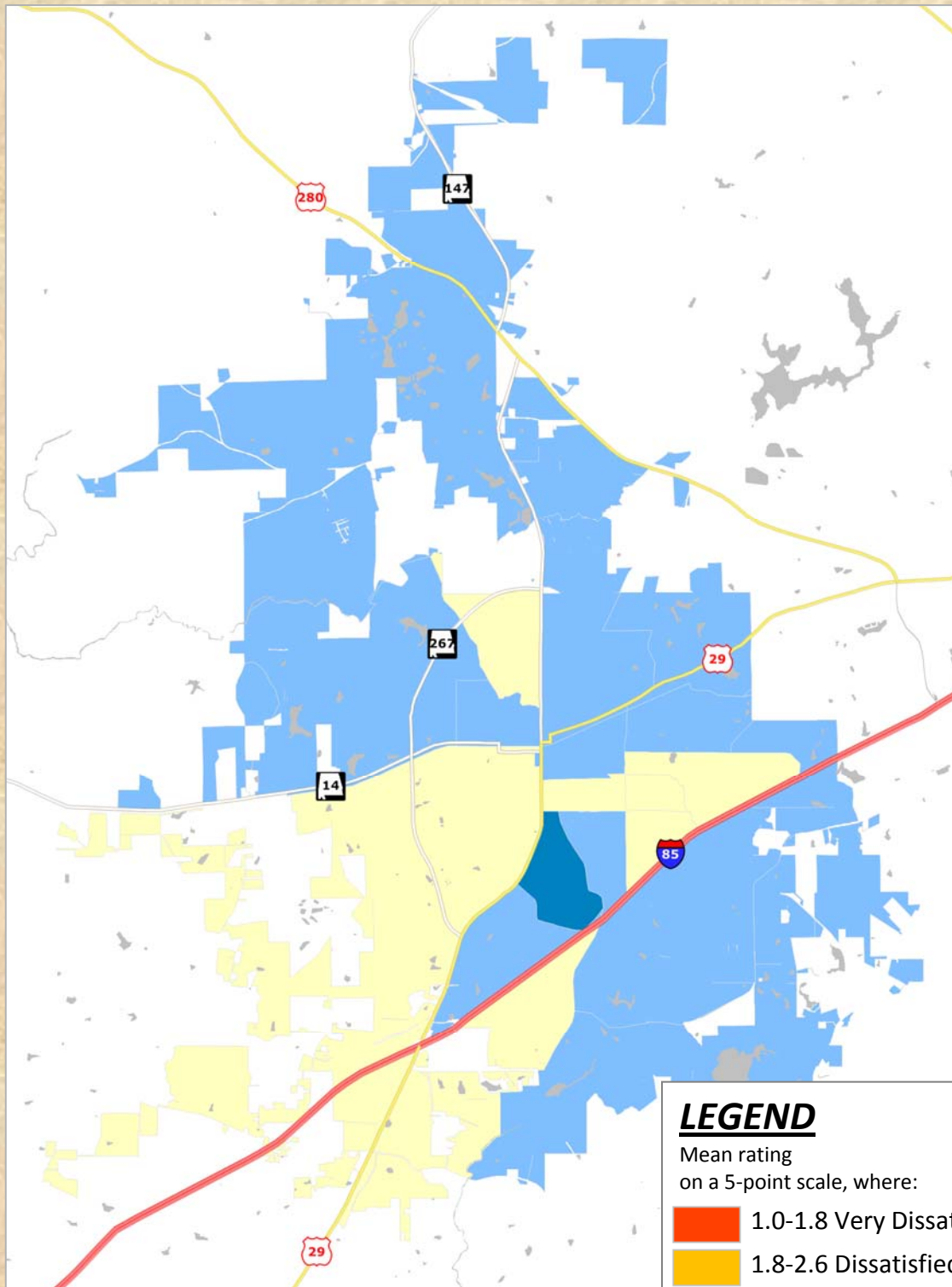
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q6m Satisfaction with the enforcement of speed limits in neighborhoods



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

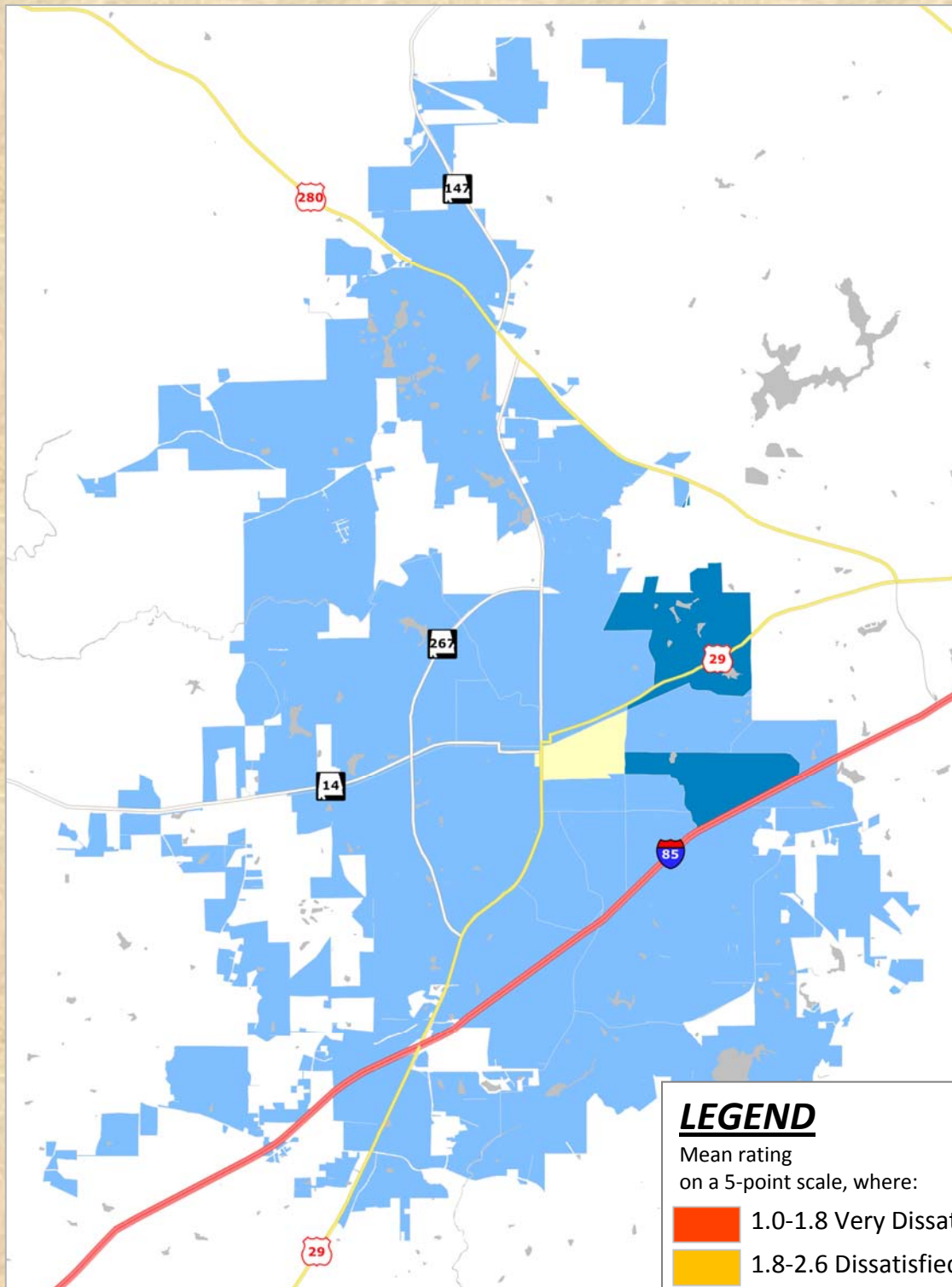
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q8a Satisfaction with the clean up of debris/ litter in neighborhoods






### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

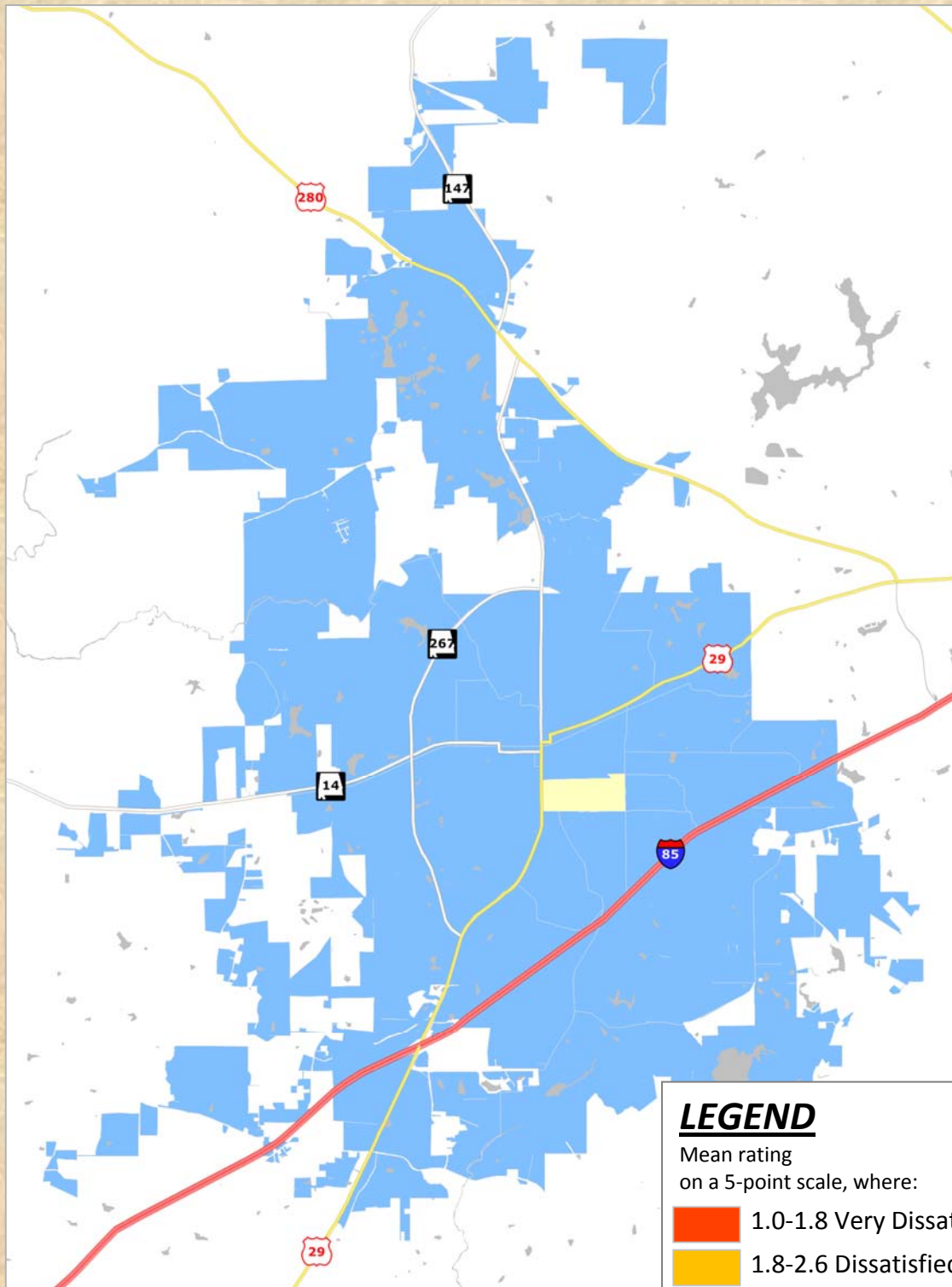
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q8b Satisfaction with sign regulations



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

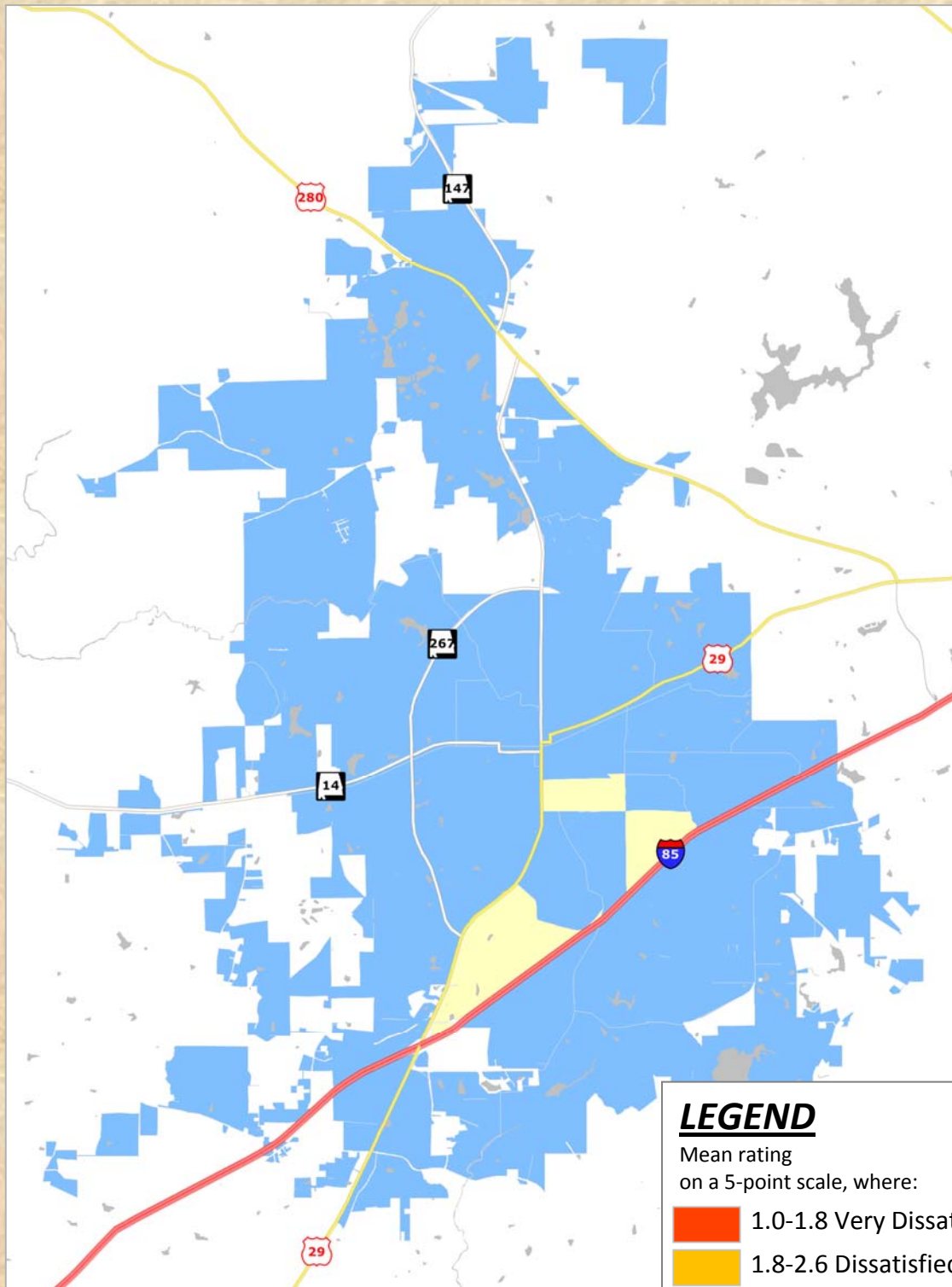
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q8c Satisfaction with zoning regulations



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

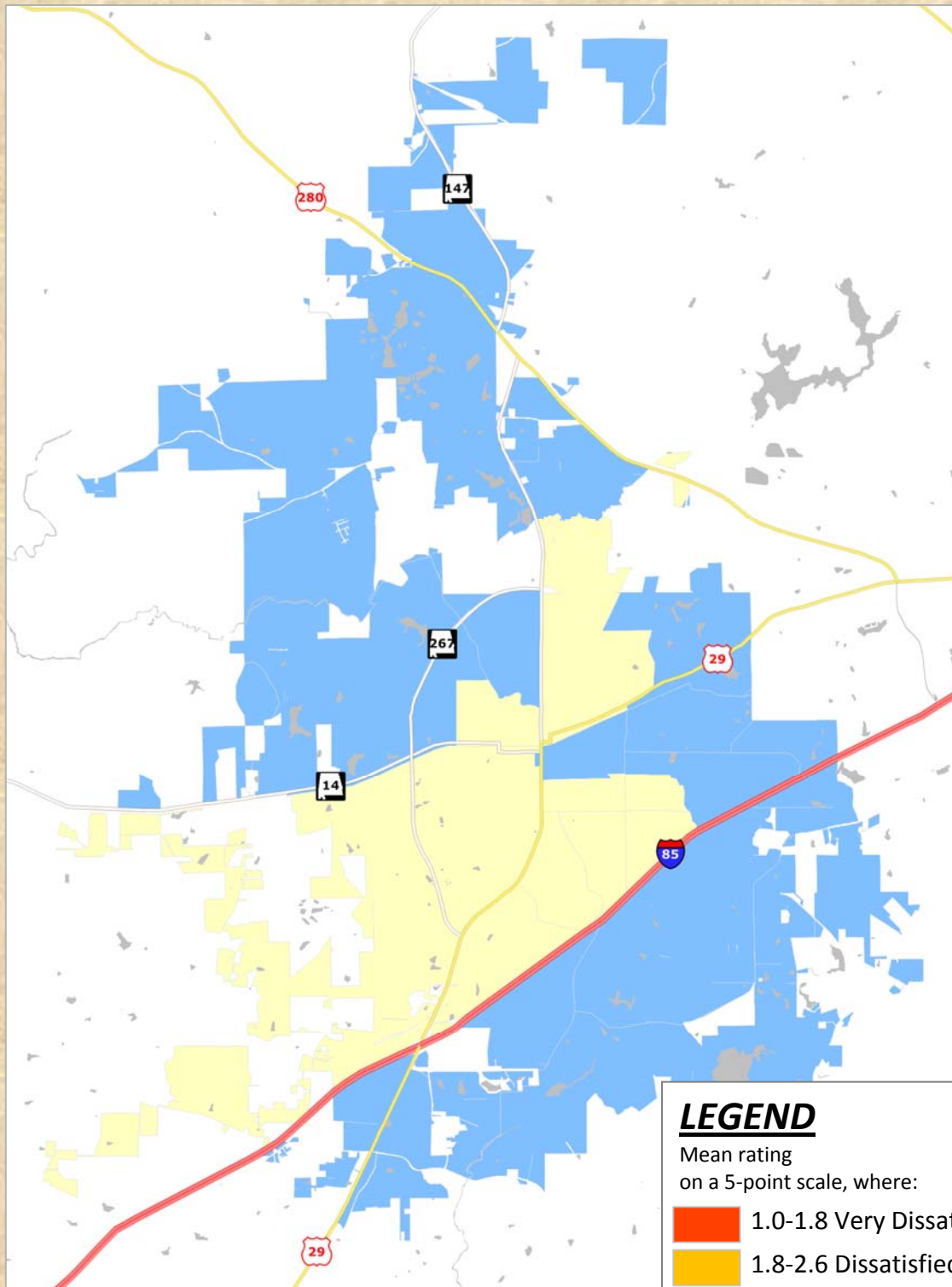
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q8d Satisfaction with unrelated occupancy regulations



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

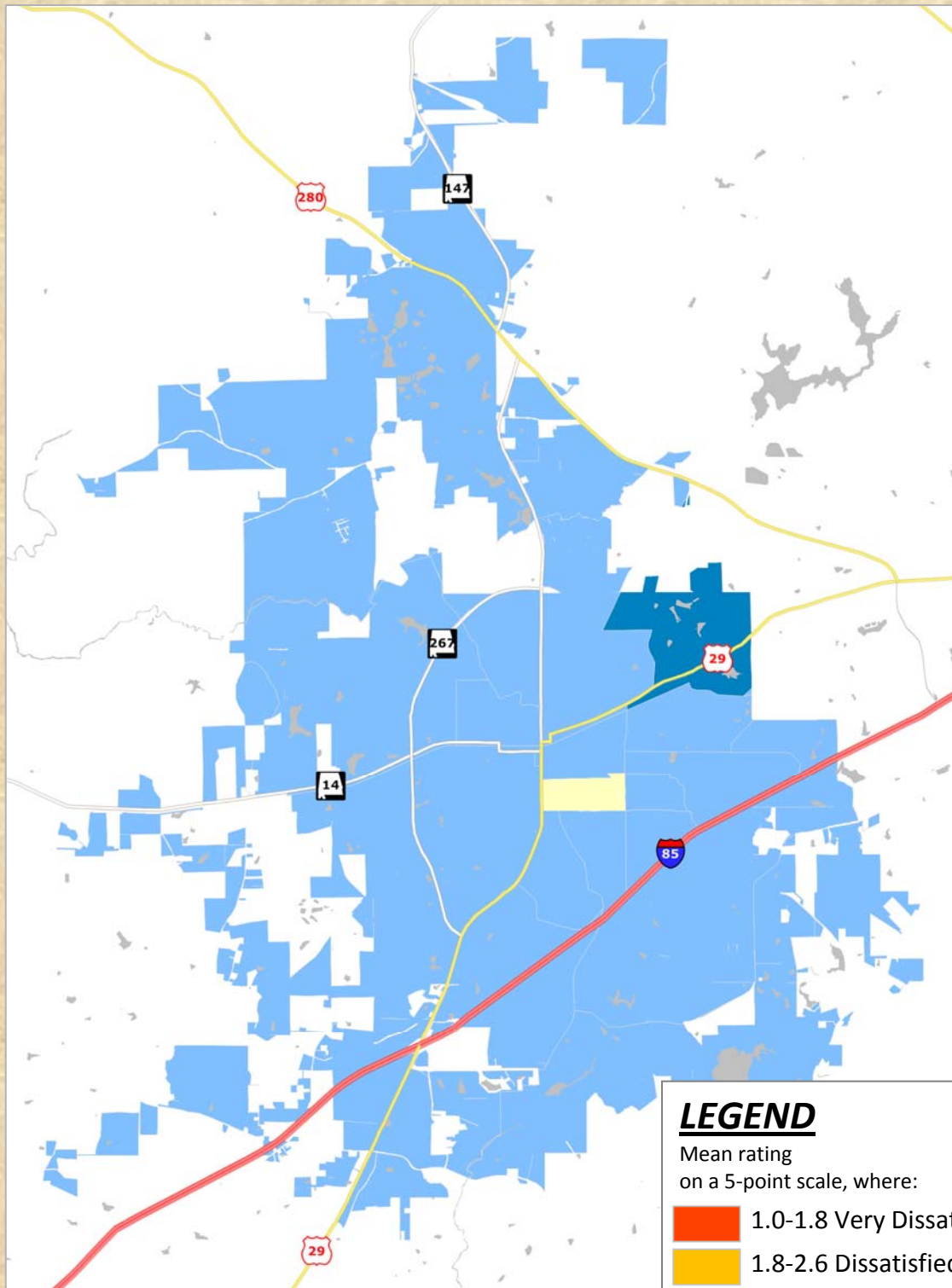
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q8e Satisfaction with building codes



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

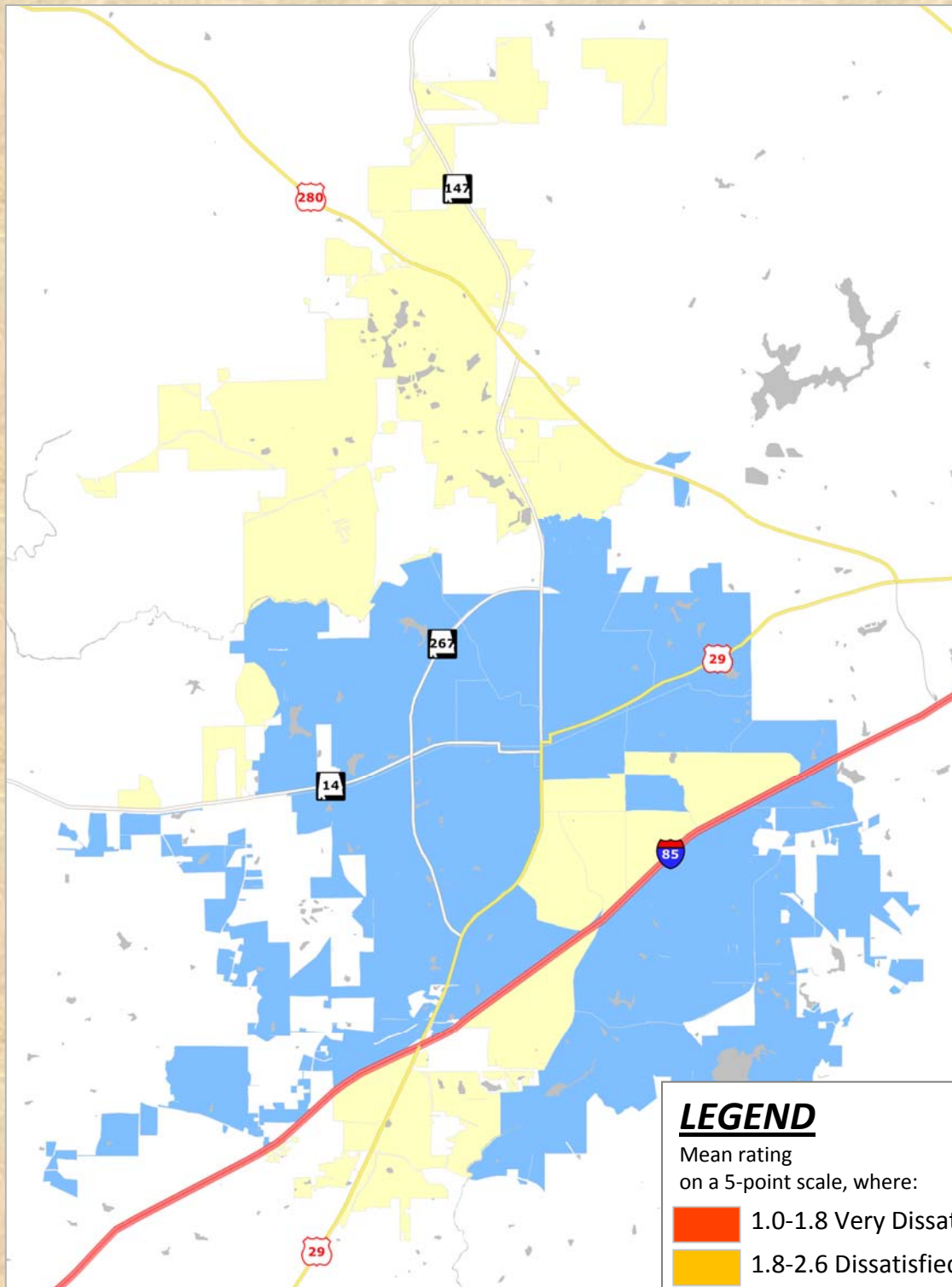
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q8f Satisfaction with the erosion & sediment control regulations




### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

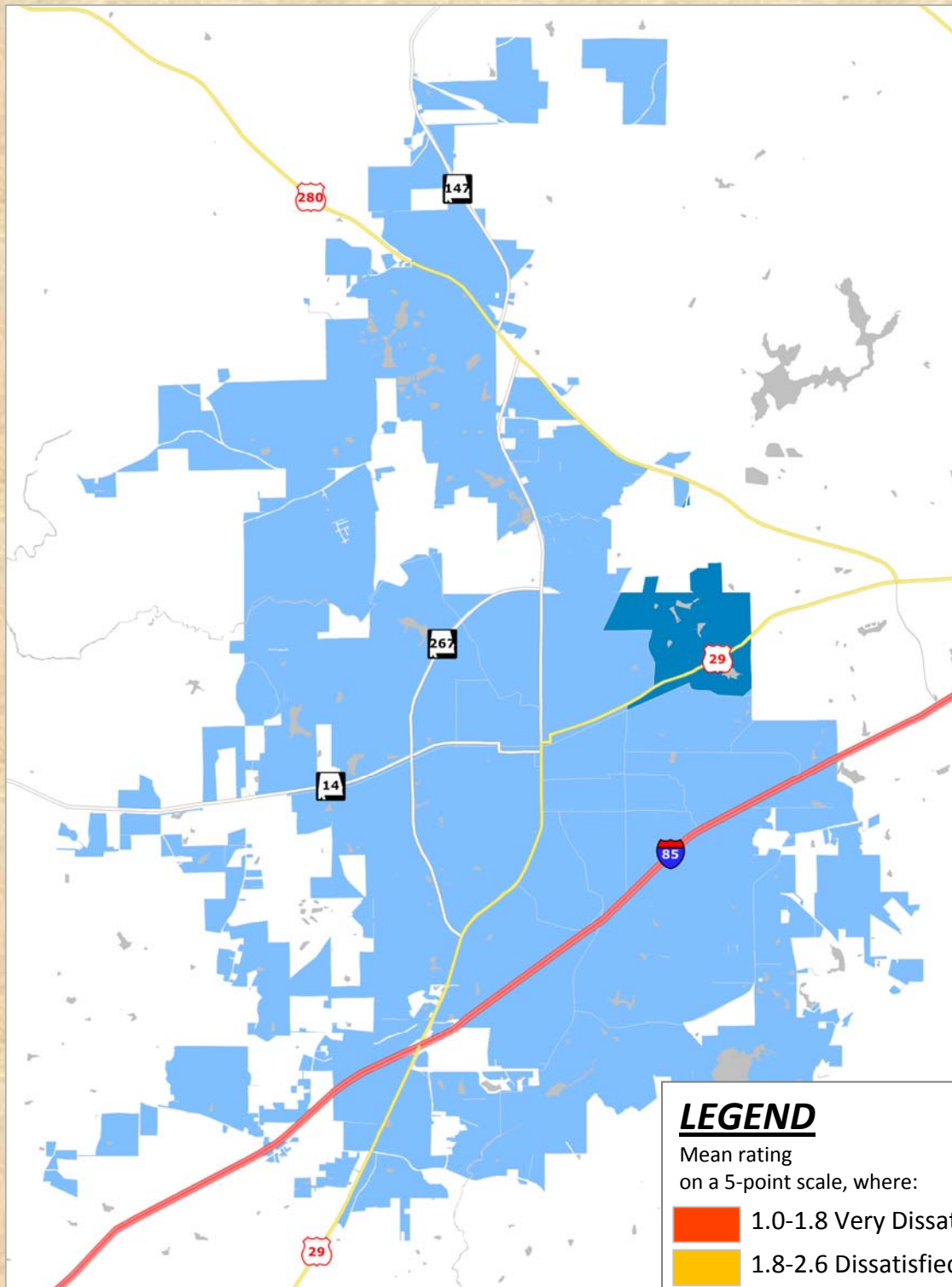
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q8g Satisfaction with fire codes & regulations






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

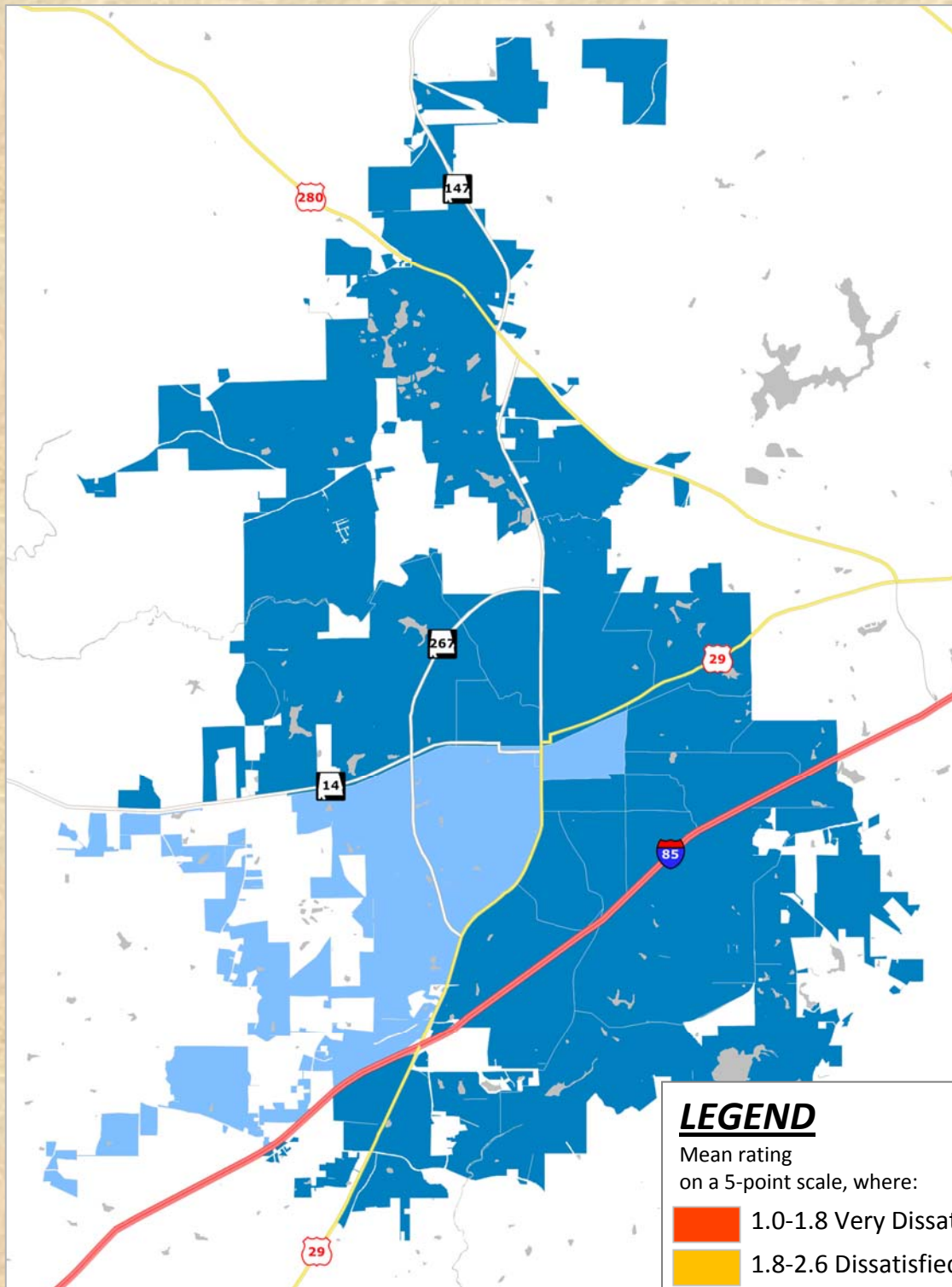
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q10a Satisfaction with residential garbage collection



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

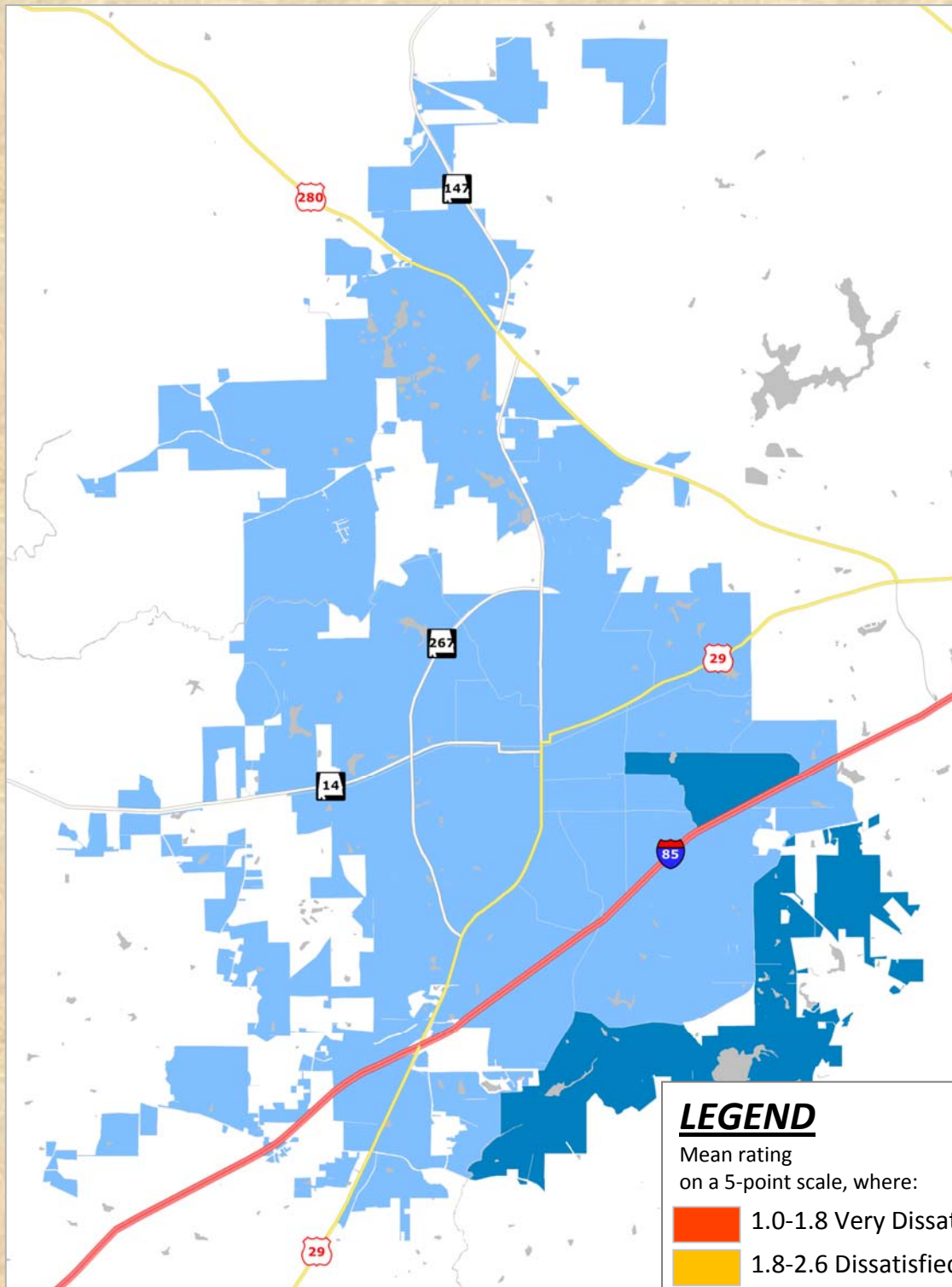
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q10b Satisfaction with curbside recycling service



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

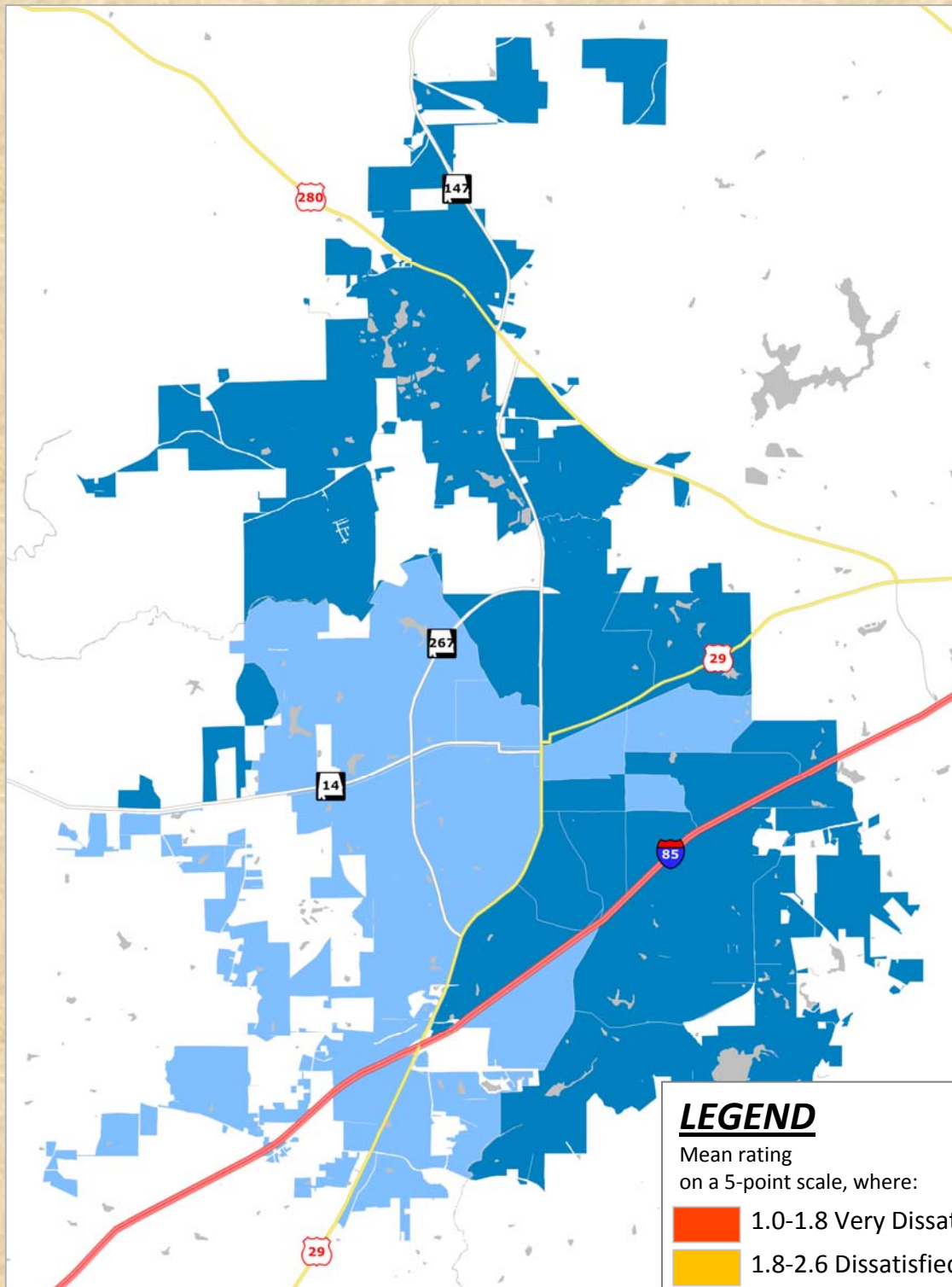
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q10c Satisfaction with yard waste removal service



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

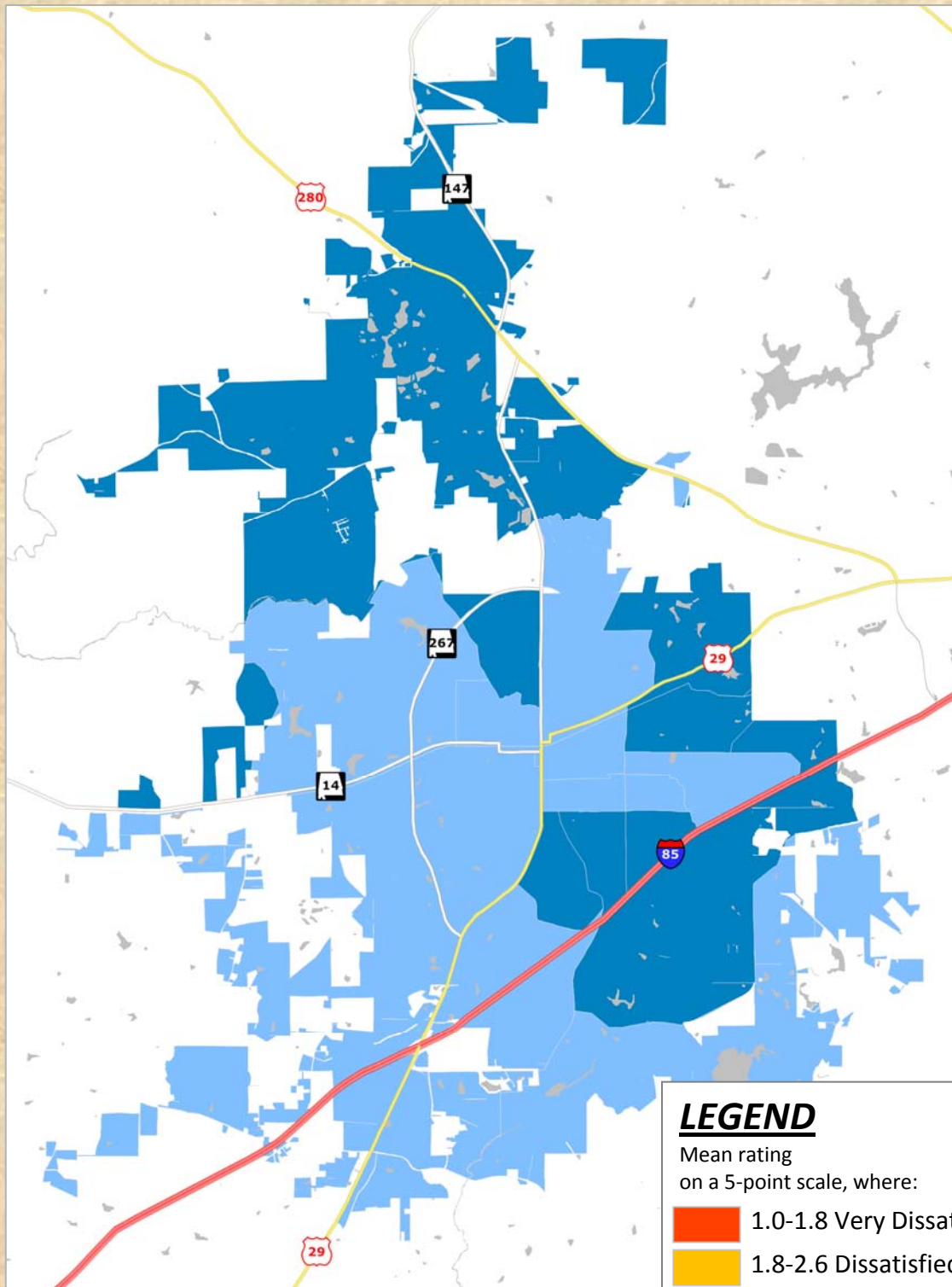
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q10d Satisfaction with sanitary sewer service



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

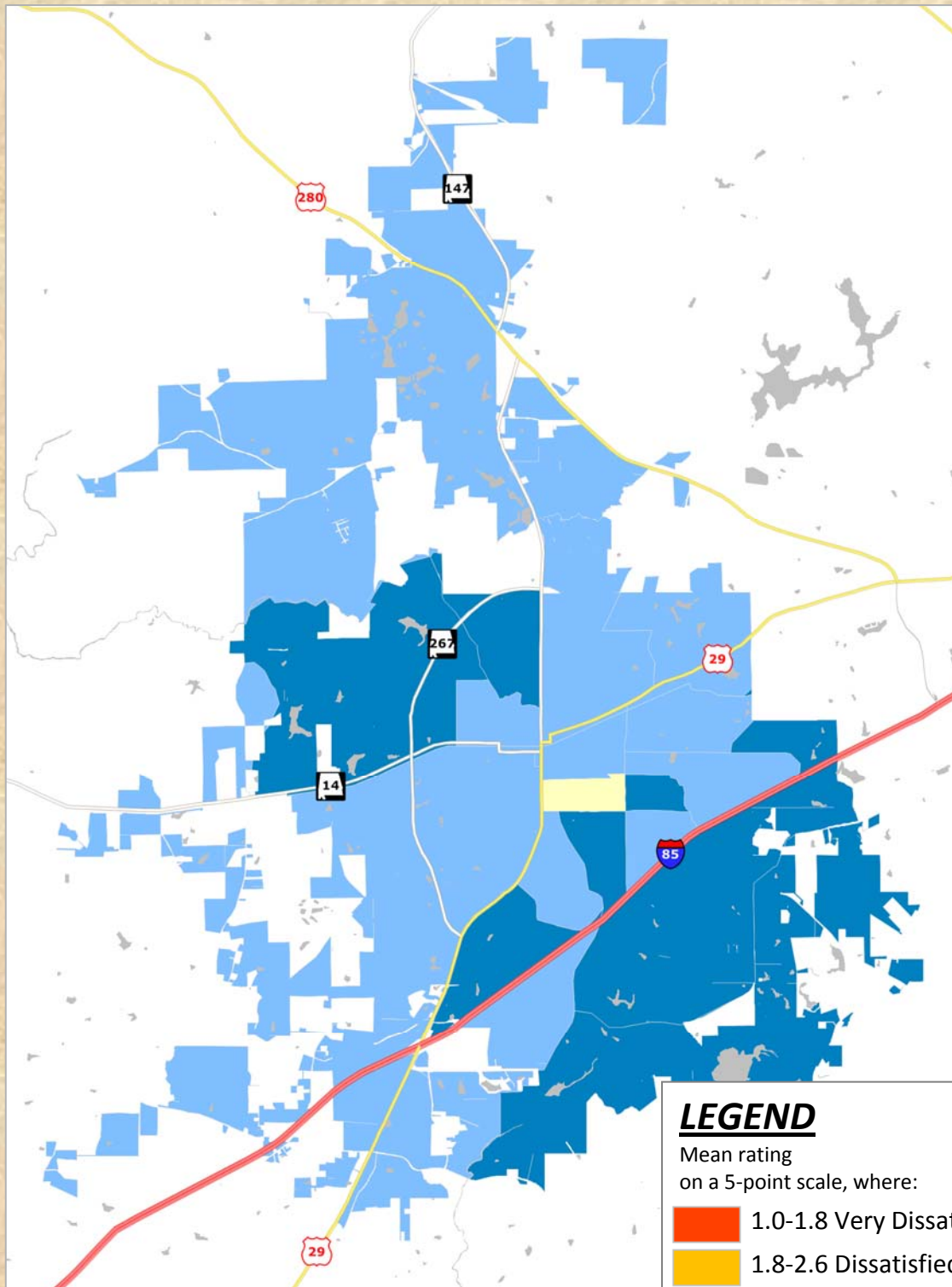
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q10e Satisfaction with water service



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

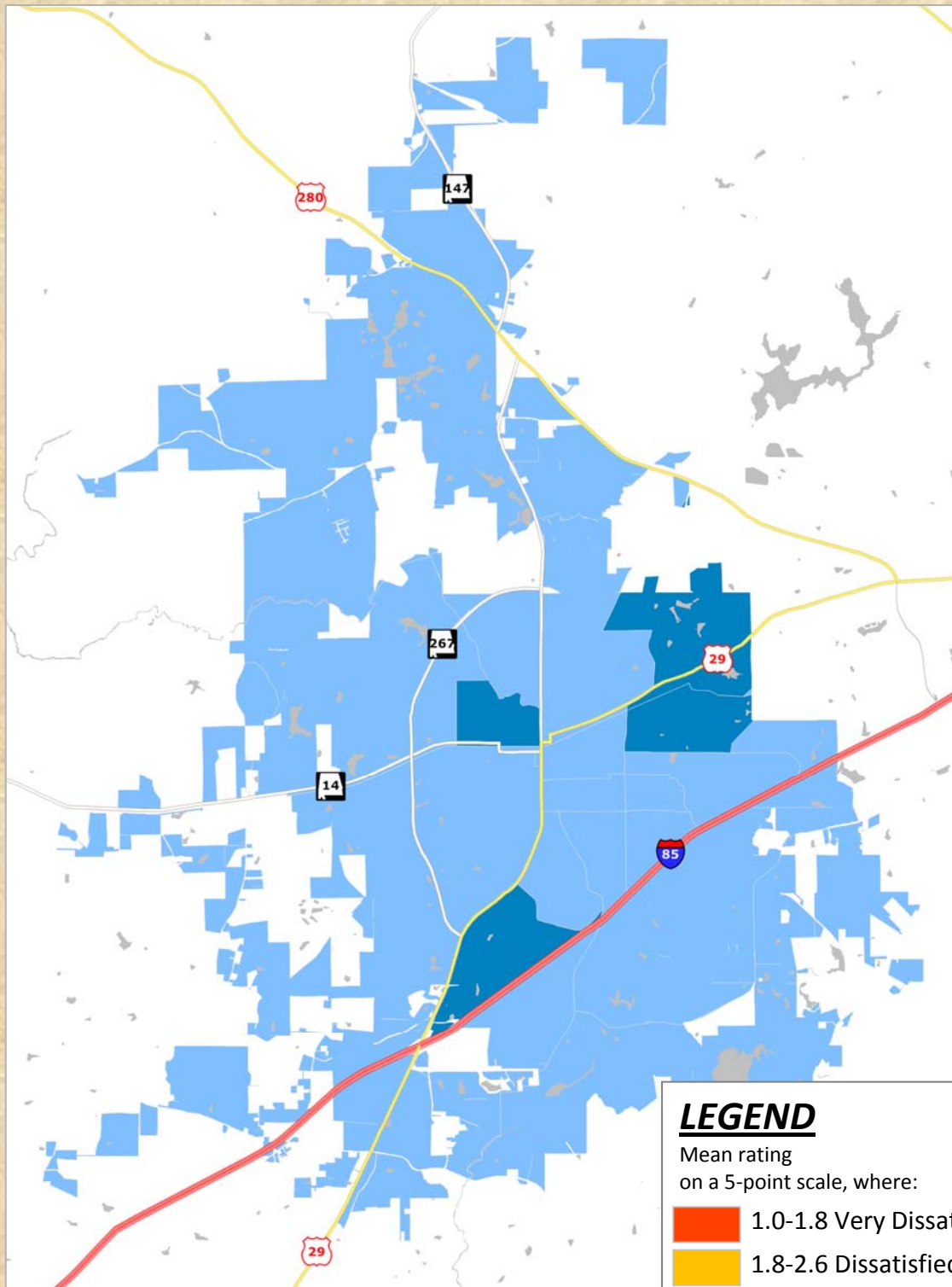
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q10f Satisfaction with Water Revenue Office customer service



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

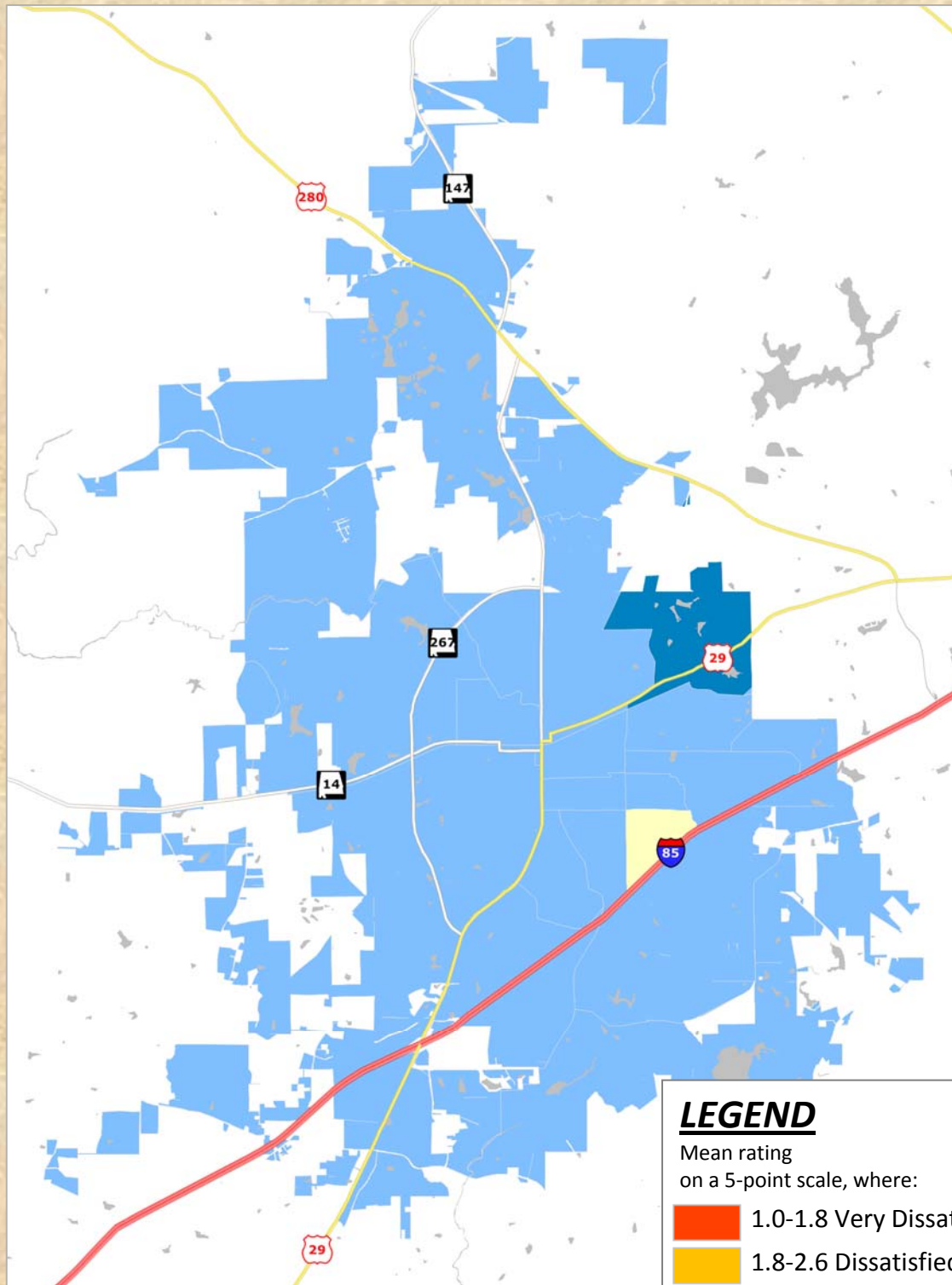
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q12a Satisfaction with the maintenance of streets (not including those on campus)



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

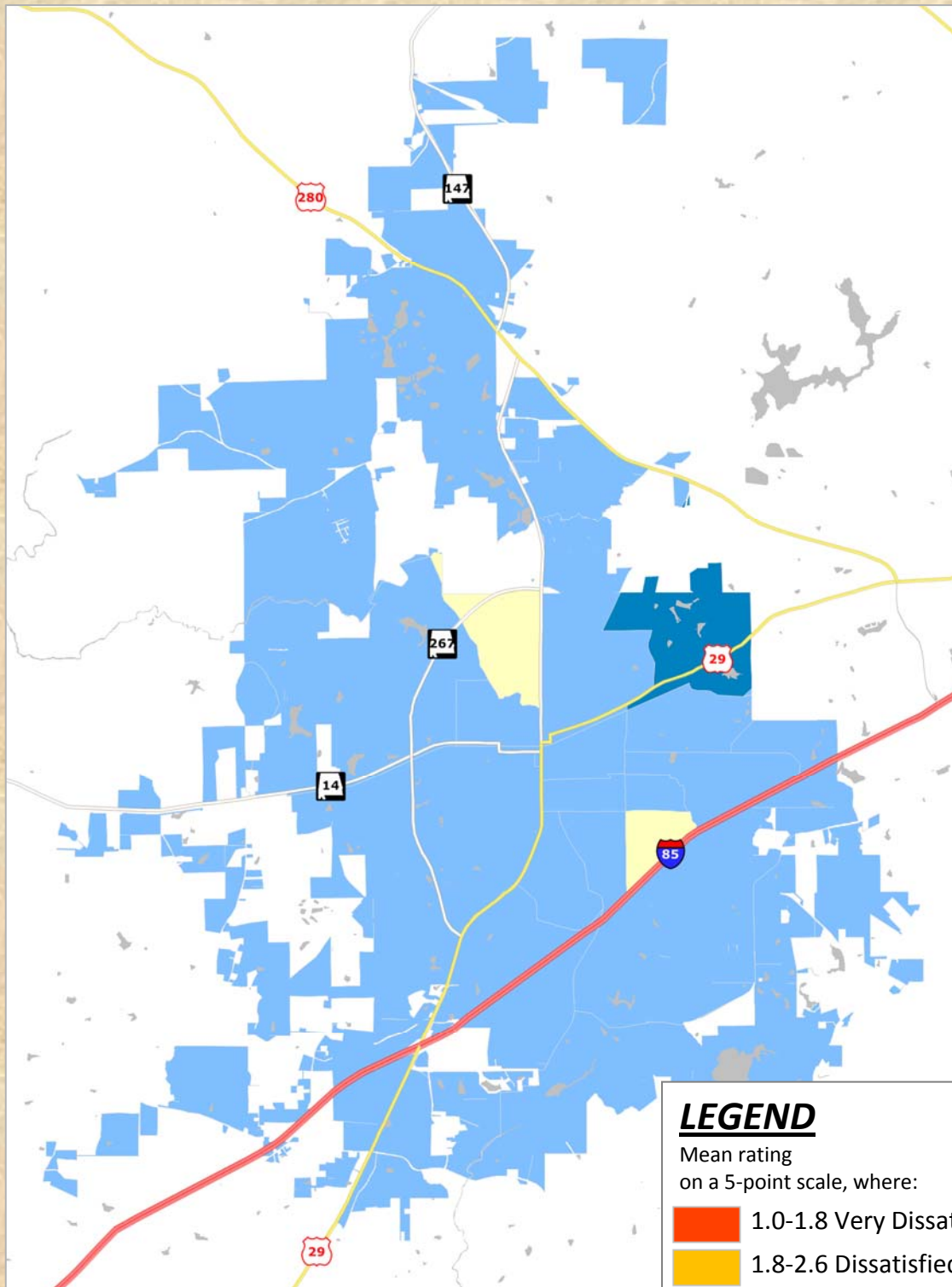
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q12b Satisfaction with the maintenance of sidewalks (not including those on campus)




### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

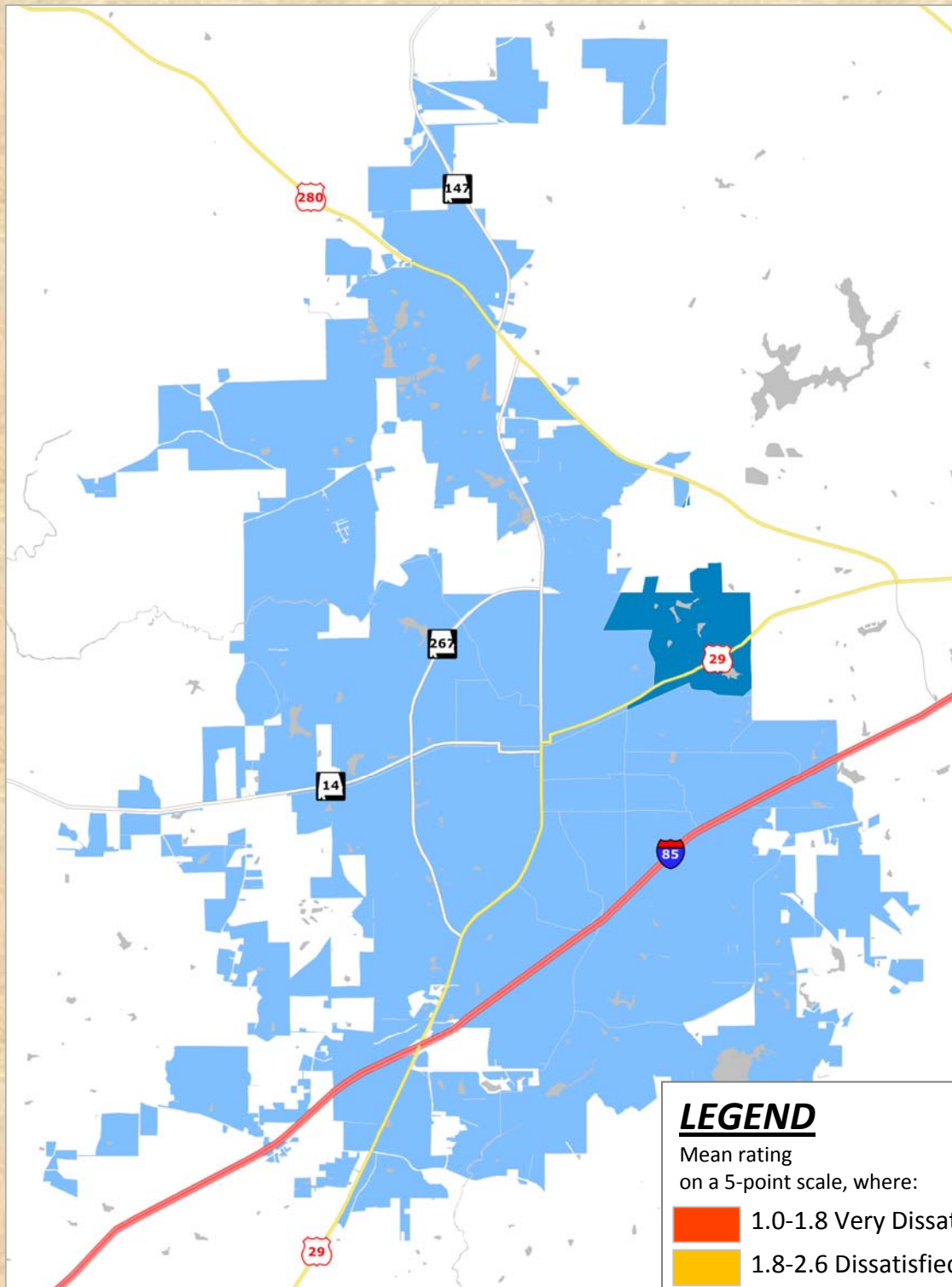
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q12c Satisfaction with the maintenance of street signs



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

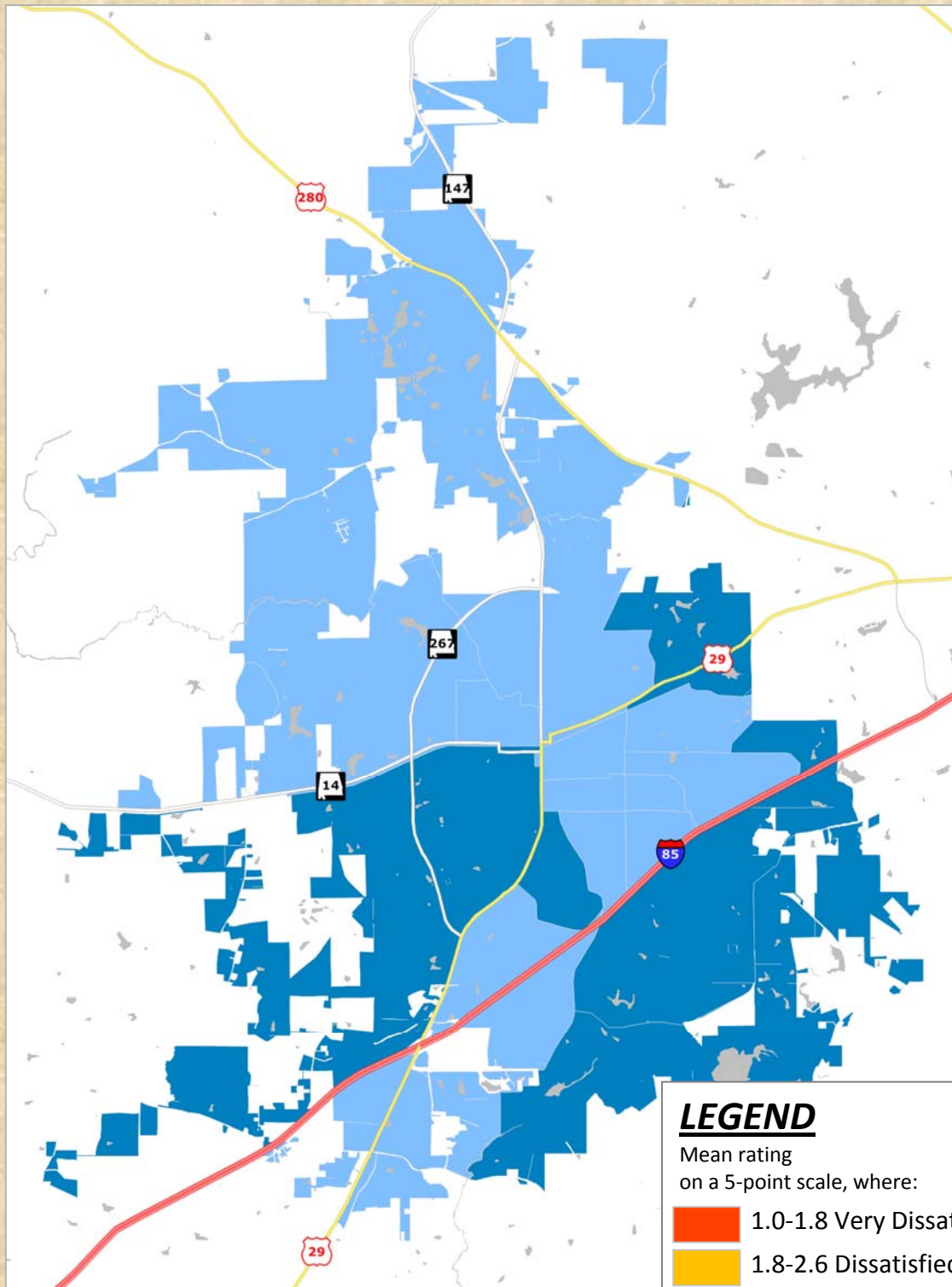
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q12d Satisfaction with the maintenance of traffic signals




## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

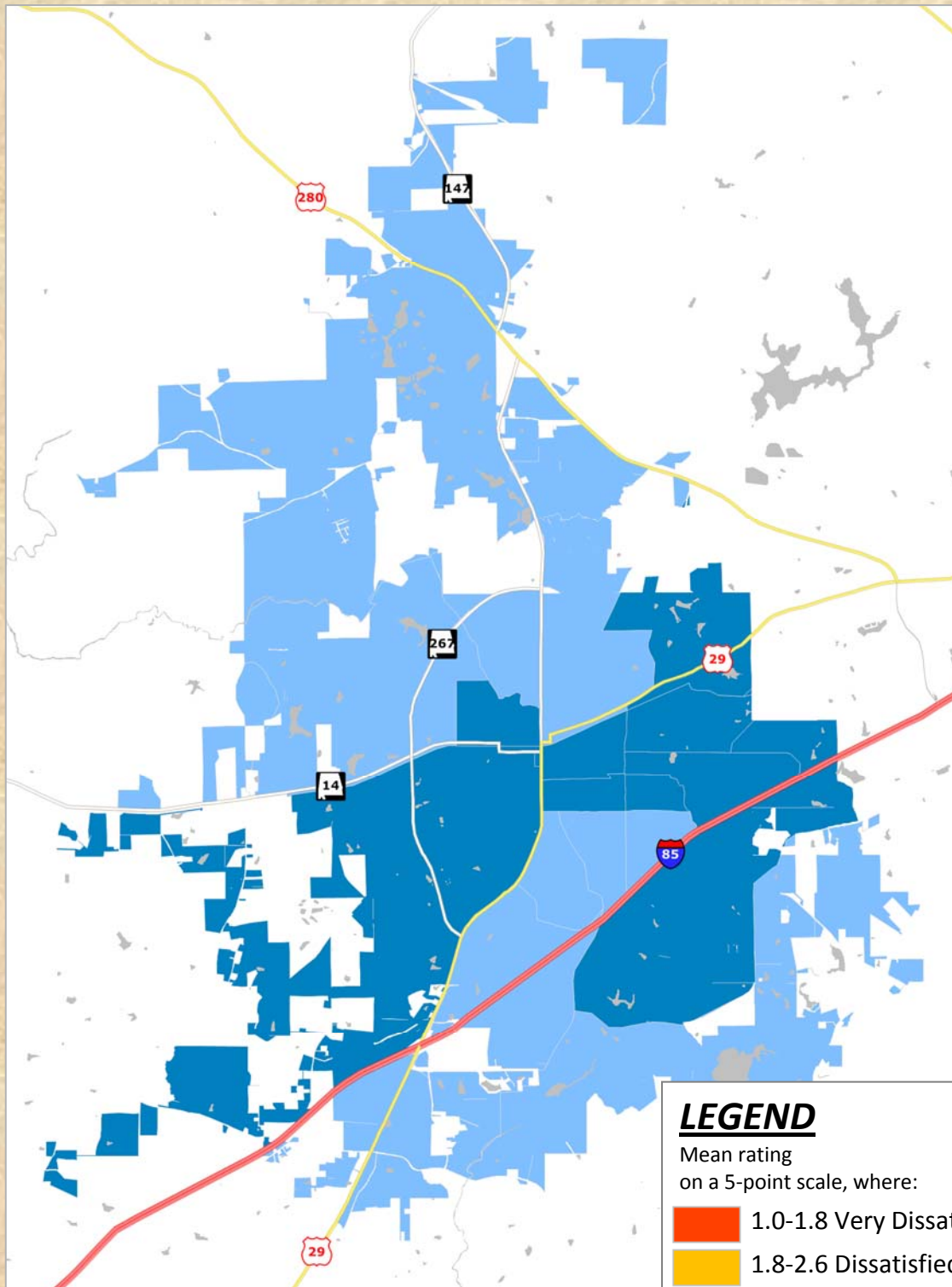
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q12e Satisfaction with the maintenance of downtown Auburn






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

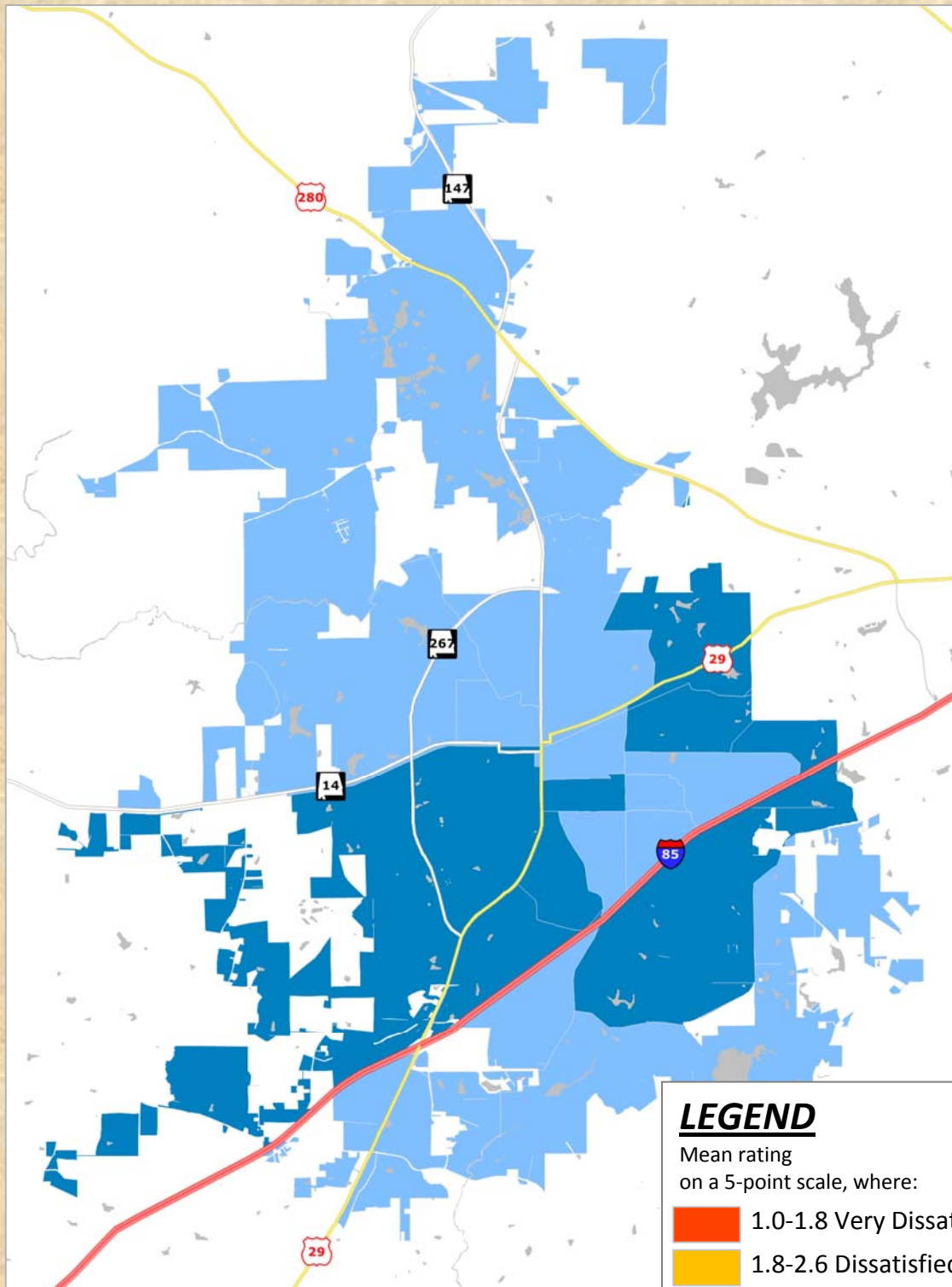
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q12f Satisfaction with the maintenance of city buildings



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

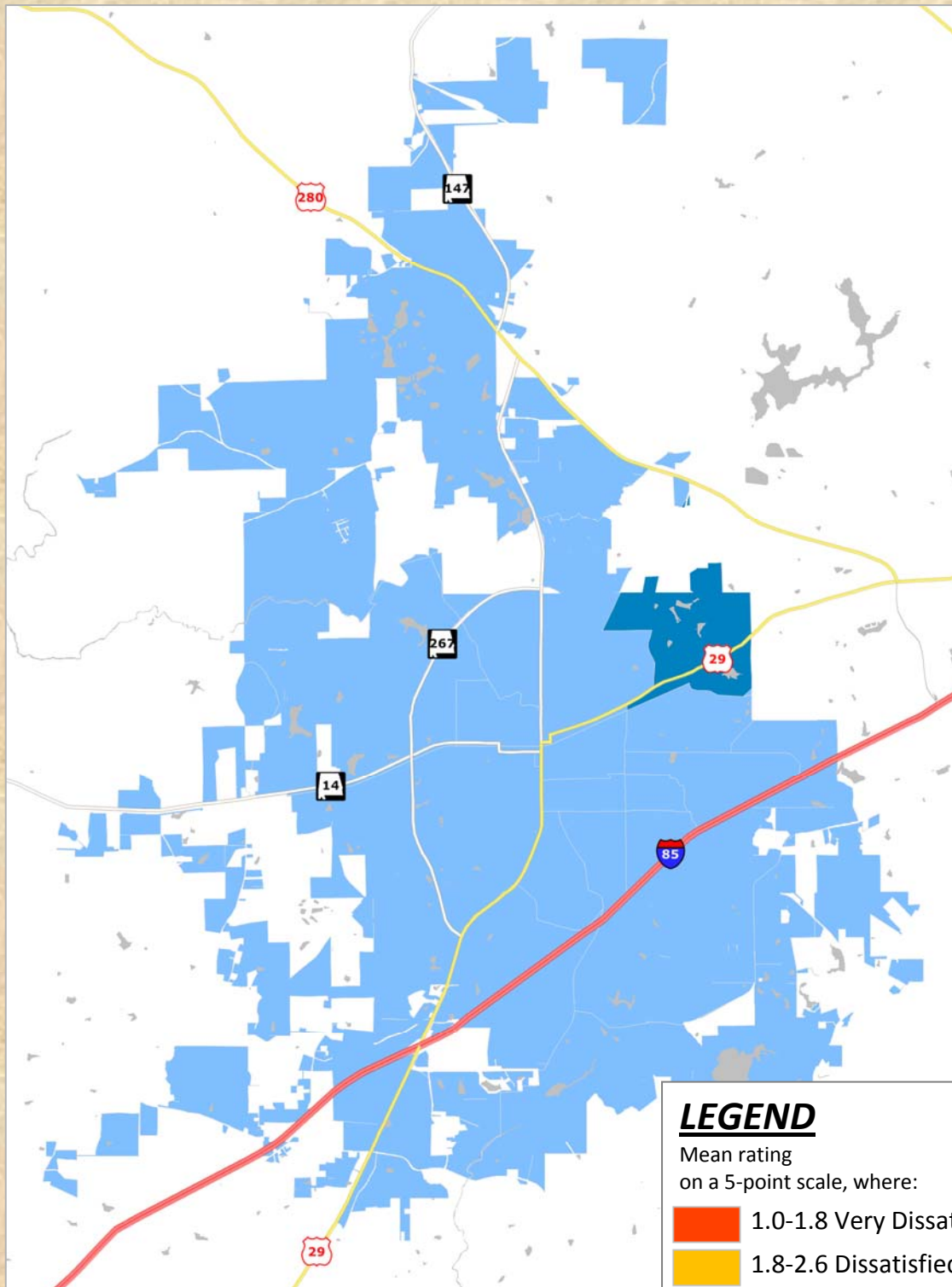
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q12g Satisfaction with the mowing & trimming along streets and other public areas




## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

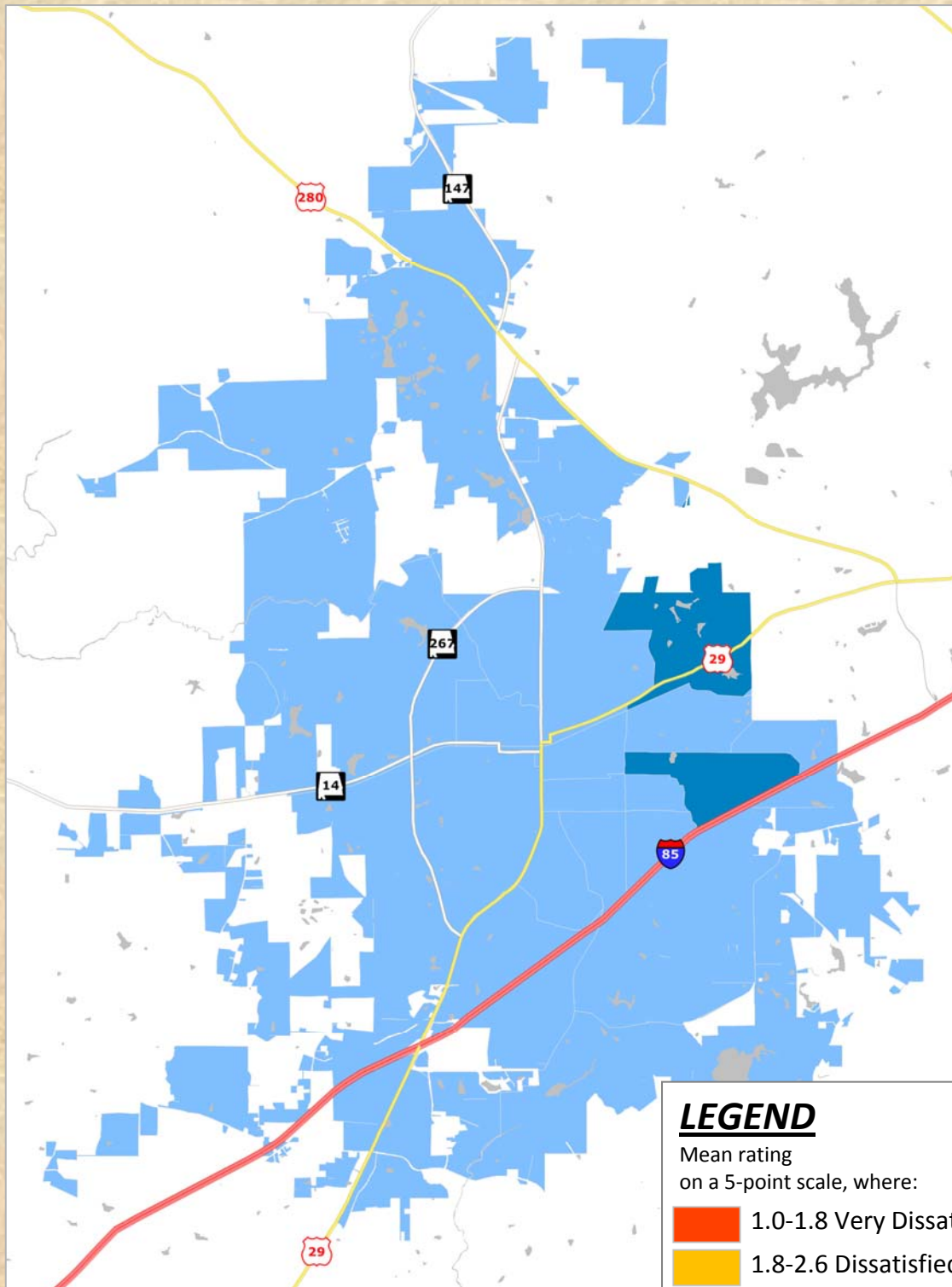
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q12h Satisfaction with the overall cleanliness of streets & other public areas

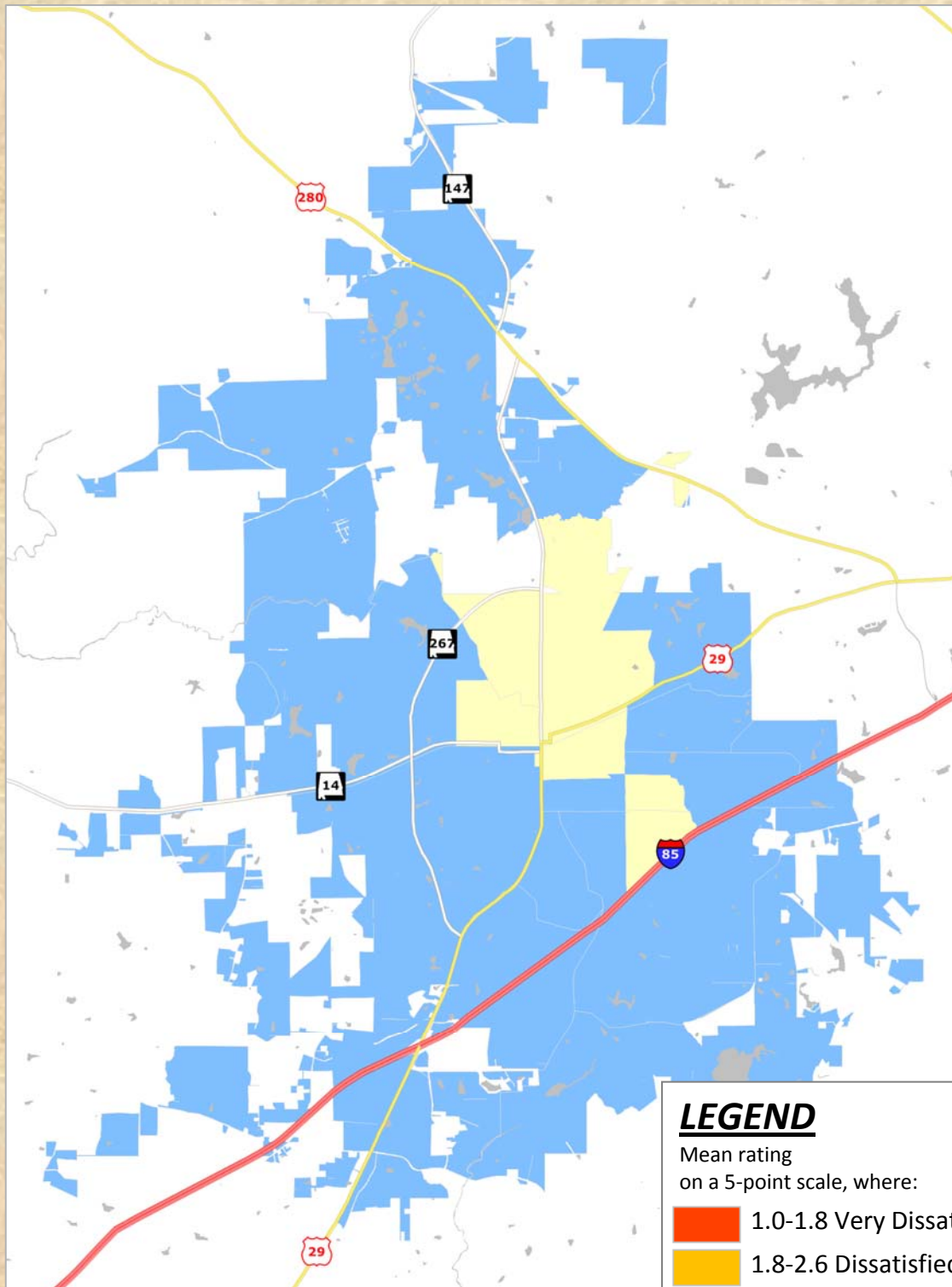


### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



# Q12i Satisfaction with the adequacy of City street lighting



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

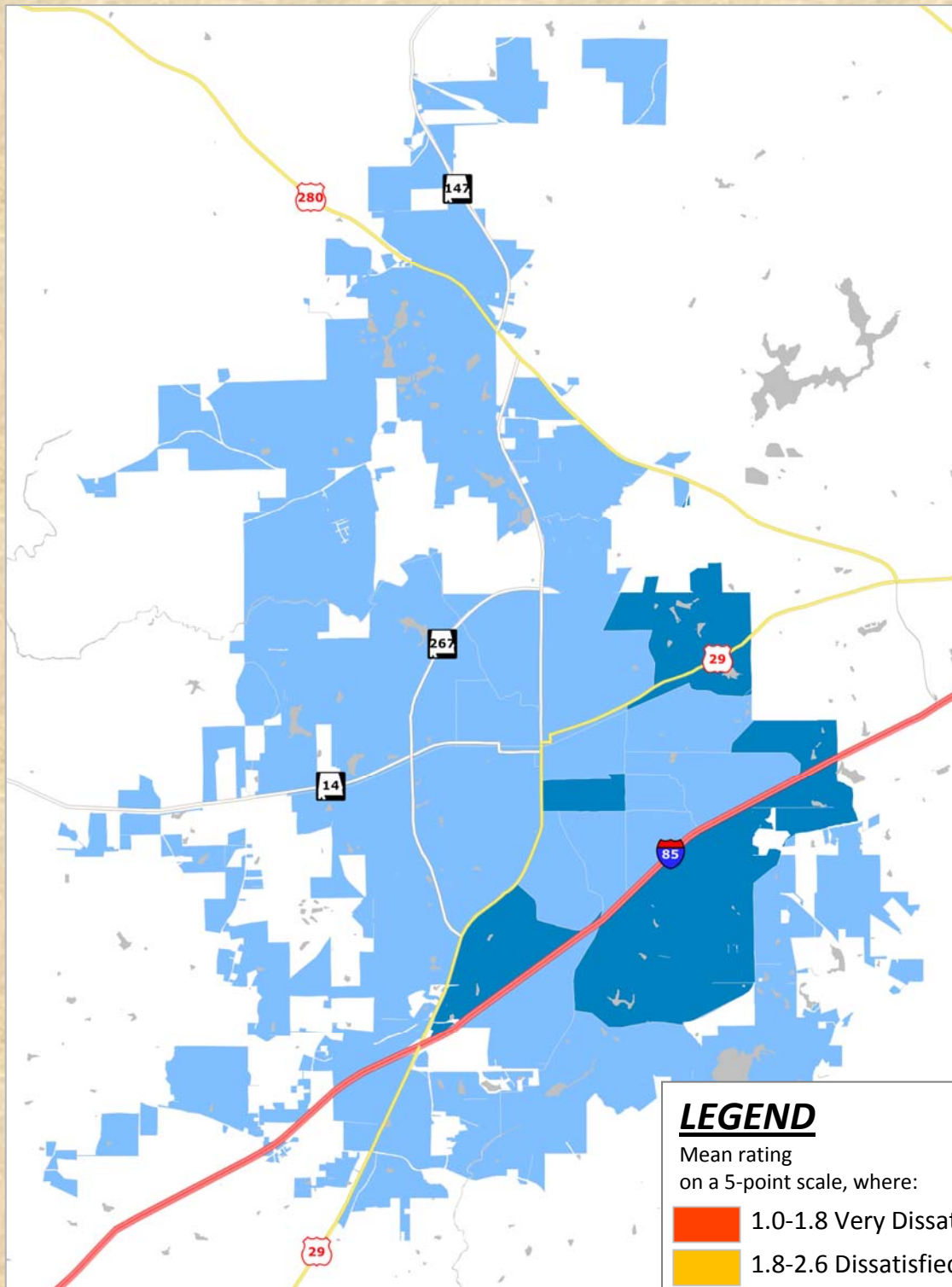
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q12j Satisfaction with the maintenance of water lines and fire hydrants



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

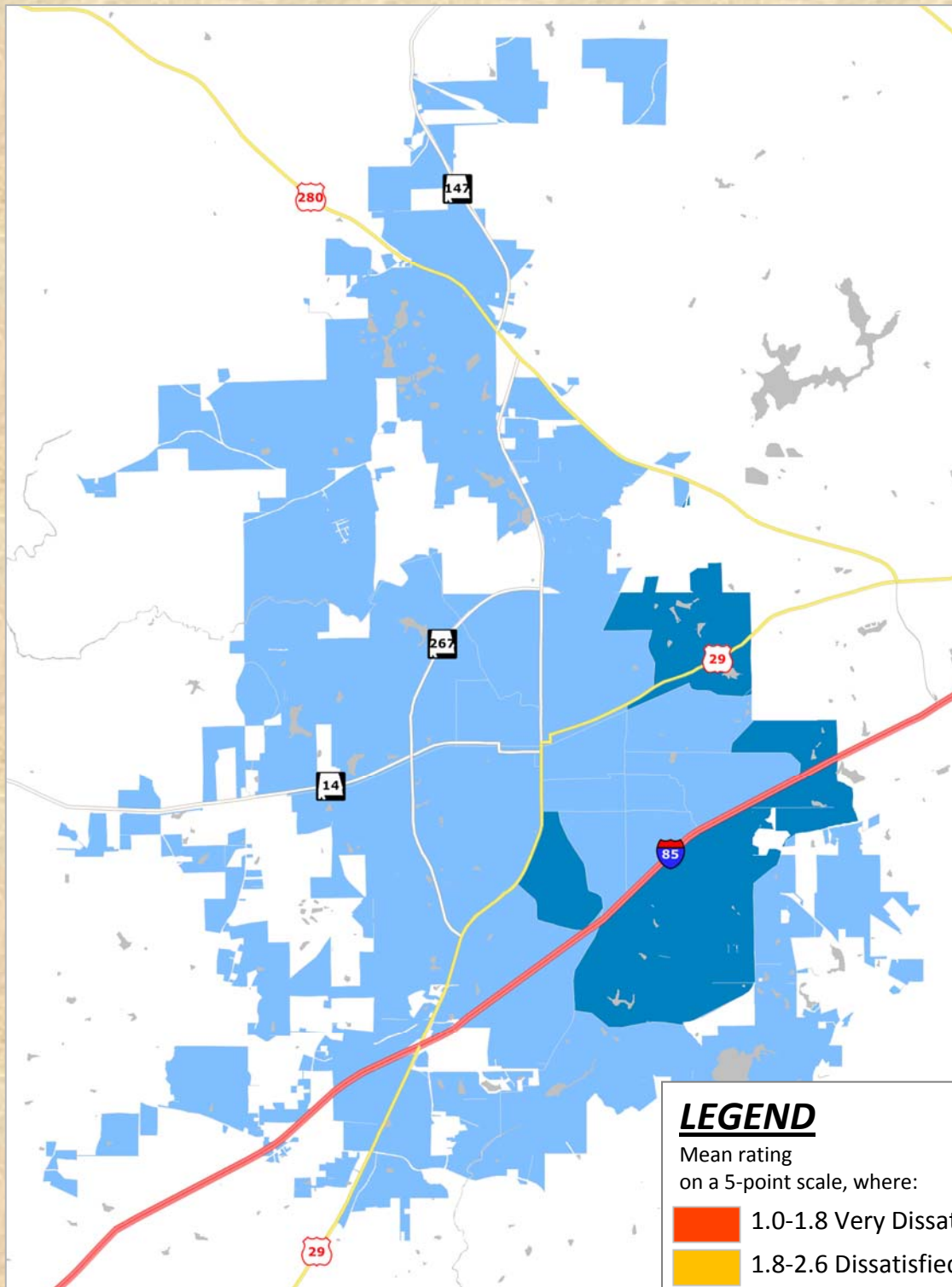
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q12k Satisfaction with the maintenance of sewer lines and manholes



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

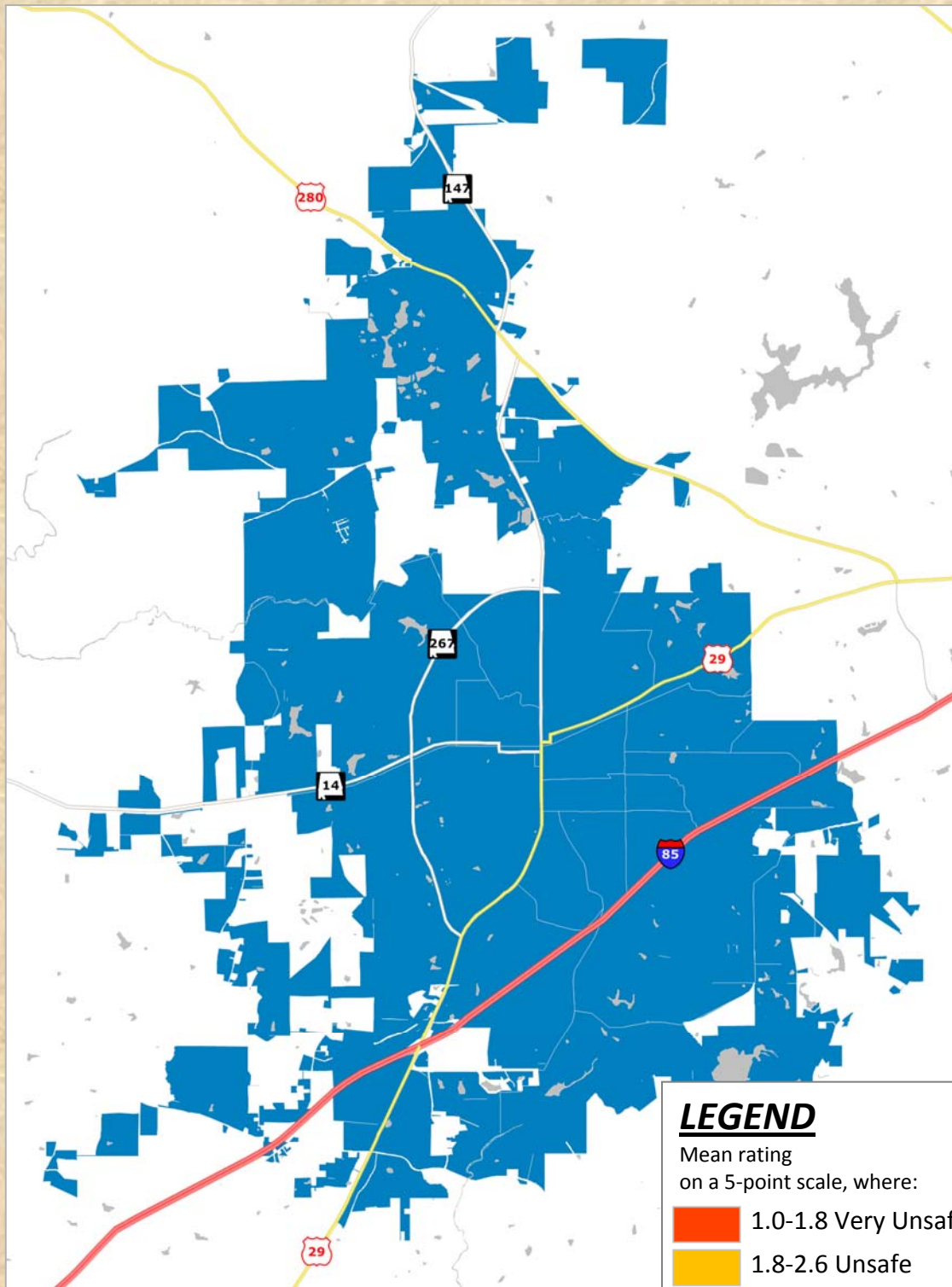
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q14a Feeling of safety in neighborhoods during day





## City of Auburn 2011 Citizen Survey


Shading reflects the mean rating for all respondents by CBG (merged as needed)


### **LEGEND**


Mean rating  
on a 5-point scale, where:


 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

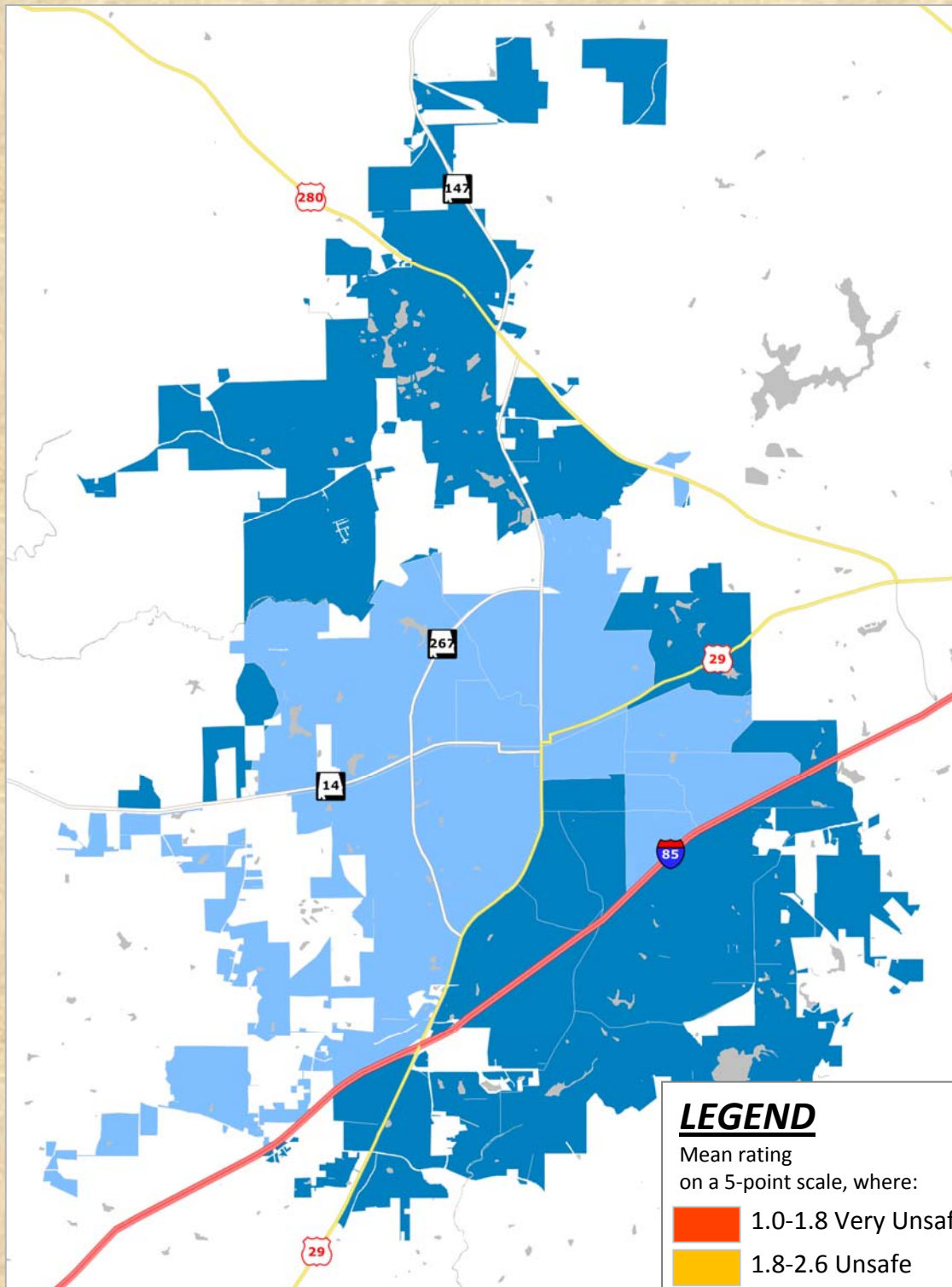
 3.4-4.2 Safe

 4.2-5.0 Very Safe

 Other (no responses)



# Q14b Feeling of safety in neighborhoods at night





## City of Auburn 2011 Citizen Survey


Shading reflects the mean rating for all respondents by CBG (merged as needed)


### **LEGEND**


Mean rating on a 5-point scale, where:


 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

 3.4-4.2 Safe

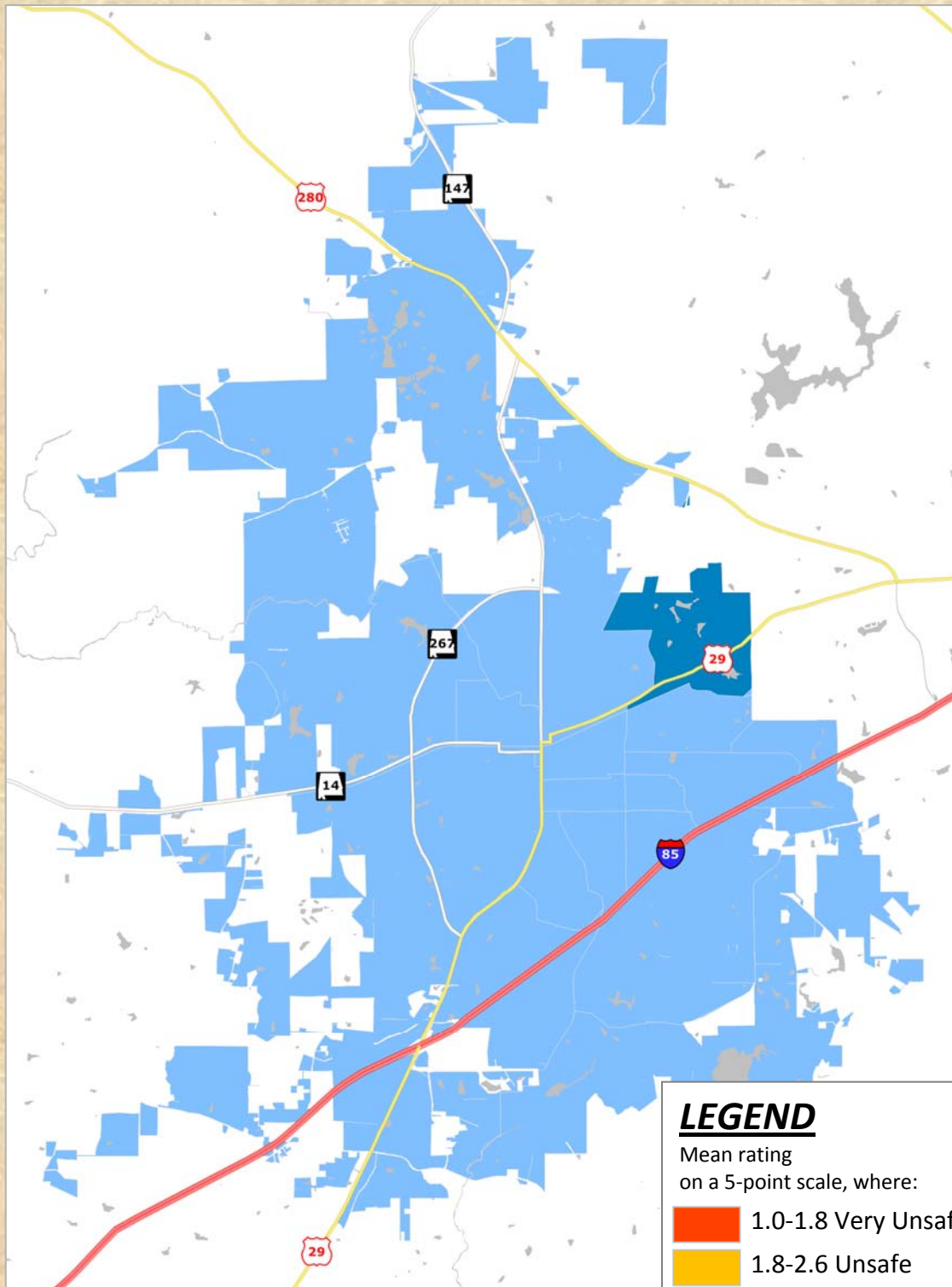
 4.2-5.0 Very Safe

 Other (no responses)





## Q14c Feeling of safe in the City's parks





### City of Auburn 2011 Citizen Survey


Shading reflects the mean rating for all respondents by CBG (merged as needed)


#### **LEGEND**


Mean rating  
on a 5-point scale, where:


 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

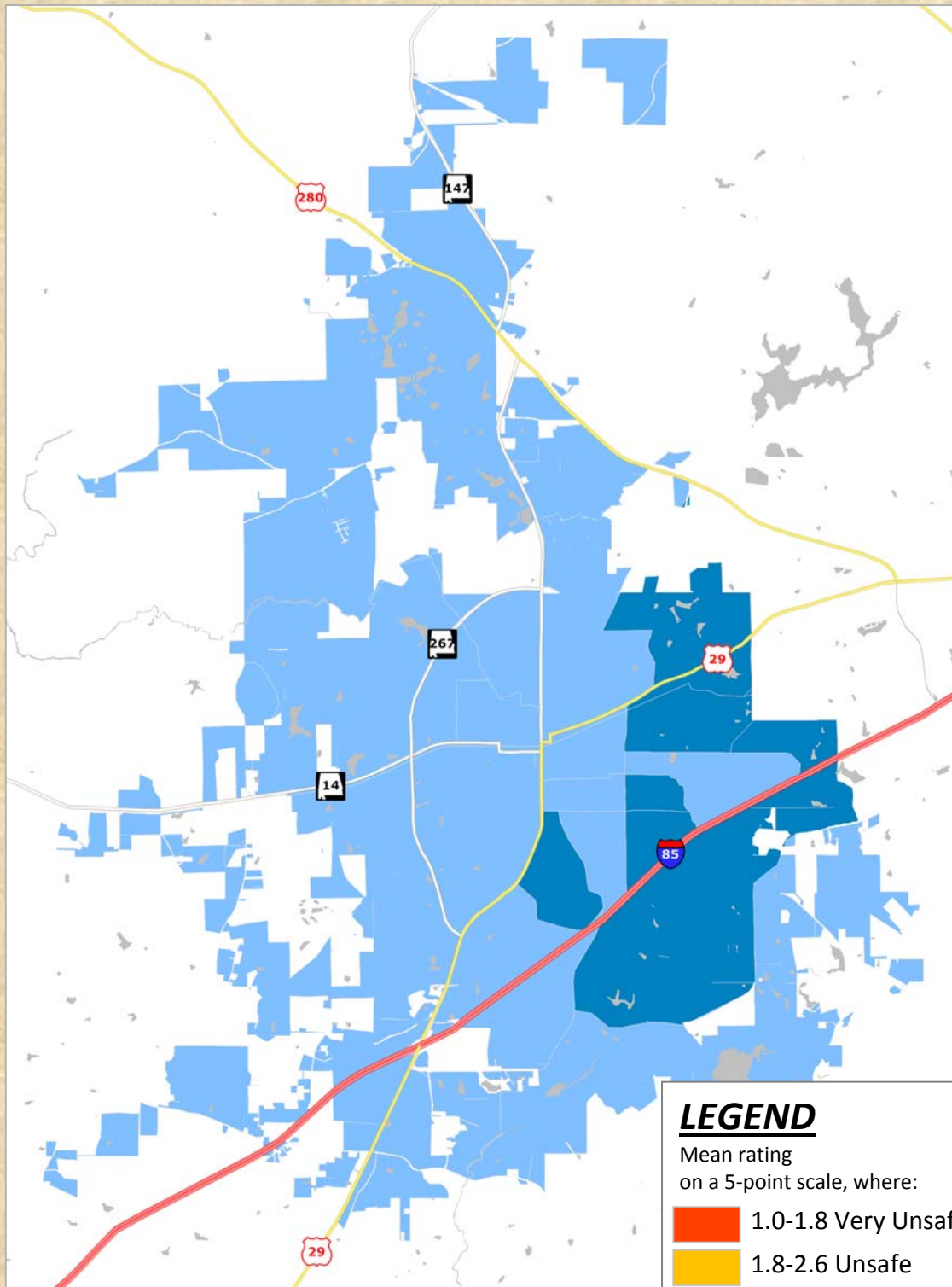
 3.4-4.2 Safe

 4.2-5.0 Very Safe

 Other (no responses)



# Q14d Feeling of safety in commercial/retail areas





## City of Auburn 2011 Citizen Survey


Shading reflects the mean rating for all respondents by CBG (merged as needed)


### **LEGEND**


Mean rating  
on a 5-point scale, where:


 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

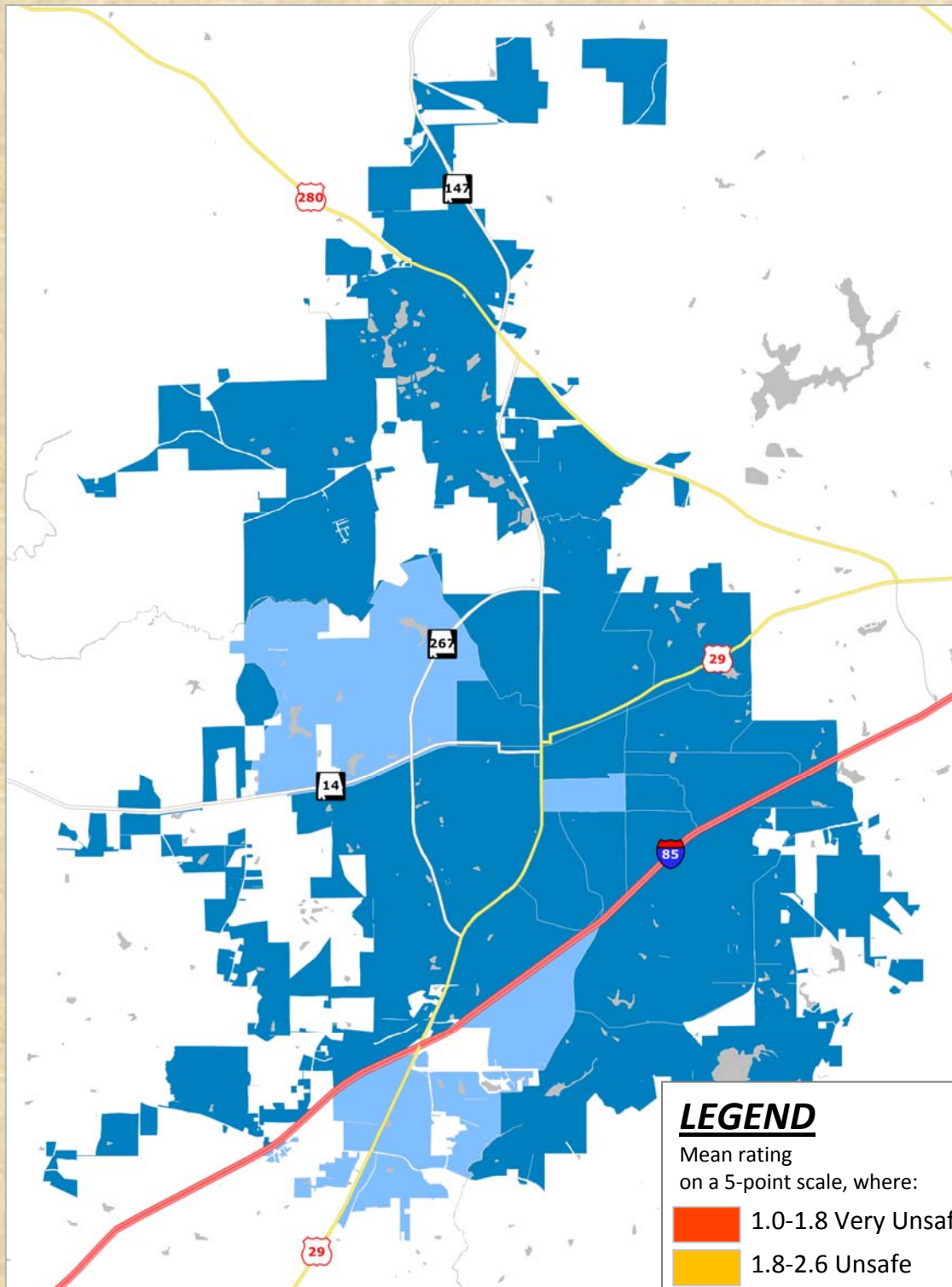
 3.4-4.2 Safe

 4.2-5.0 Very Safe

 Other (no responses)



## Q14e Feeling of safety in downtown Auburn





### City of Auburn 2011 Citizen Survey


Shading reflects the mean rating for all respondents by CBG (merged as needed)


#### **LEGEND**


Mean rating  
on a 5-point scale, where:


 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

 3.4-4.2 Safe

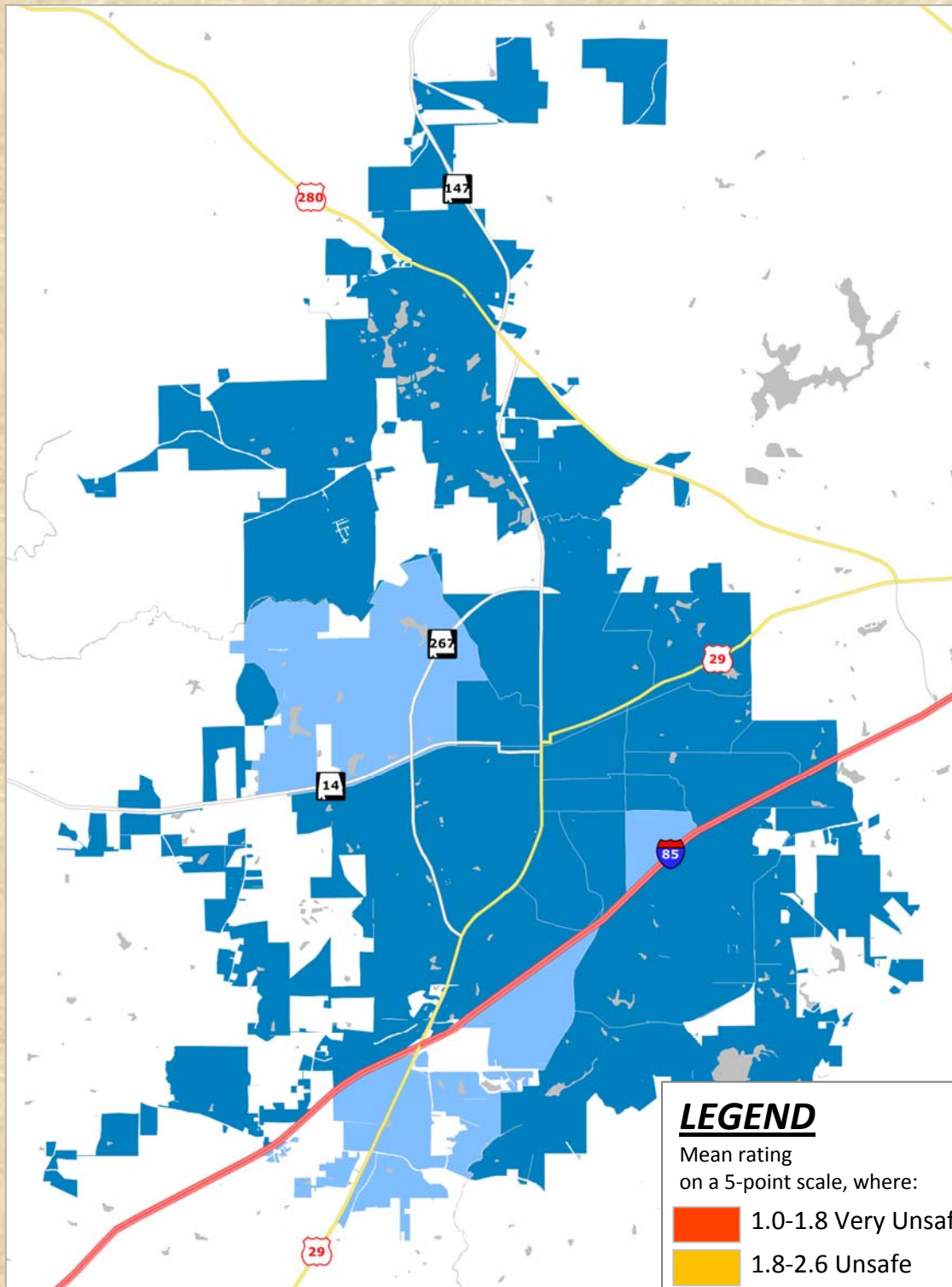
 4.2-5.0 Very Safe

 Other (no responses)





## Q14f Overall feeling of safety in Auburn





### City of Auburn 2011 Citizen Survey


Shading reflects the mean rating for all respondents by CBG (merged as needed)


#### **LEGEND**


Mean rating  
on a 5-point scale, where:


 1.0-1.8 Very Unsafe

 1.8-2.6 Unsafe

 2.6-3.4 Neutral

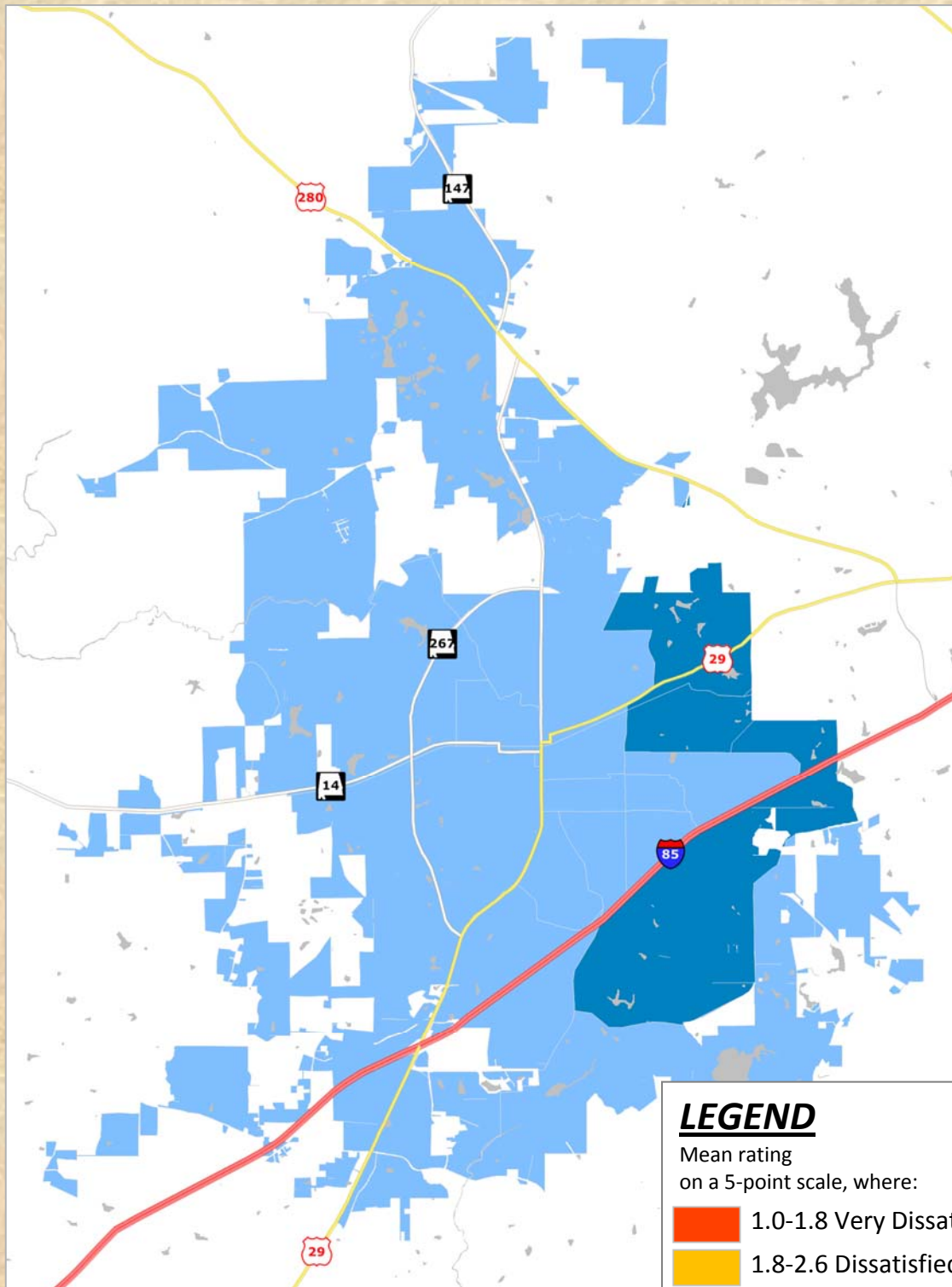
 3.4-4.2 Safe

 4.2-5.0 Very Safe

 Other (no responses)



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



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

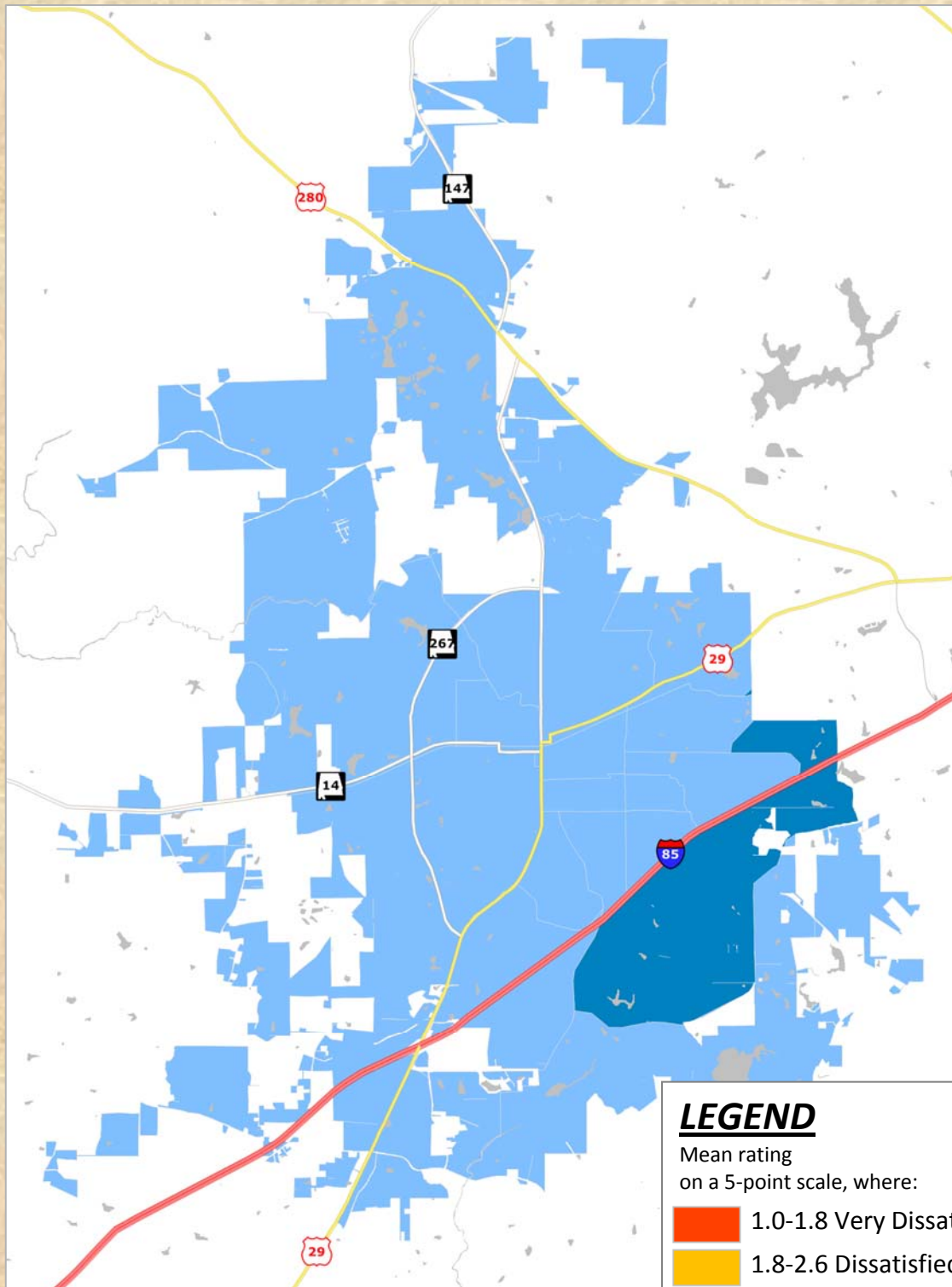
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





## Q15b Satisfaction with the effectiveness of appointed boards and commissions



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

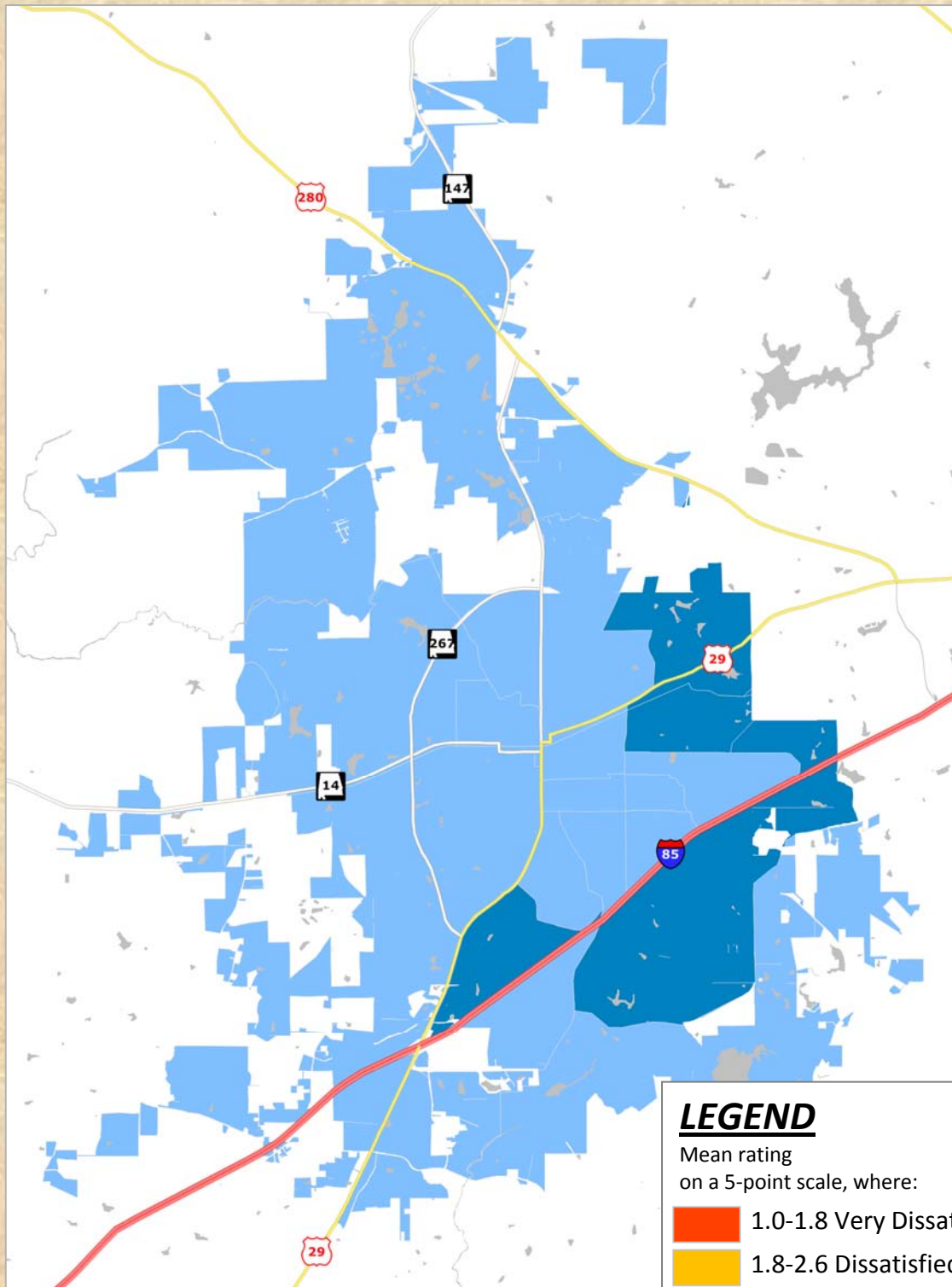
#### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q15c Satisfaction with effectiveness of the City Manager






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

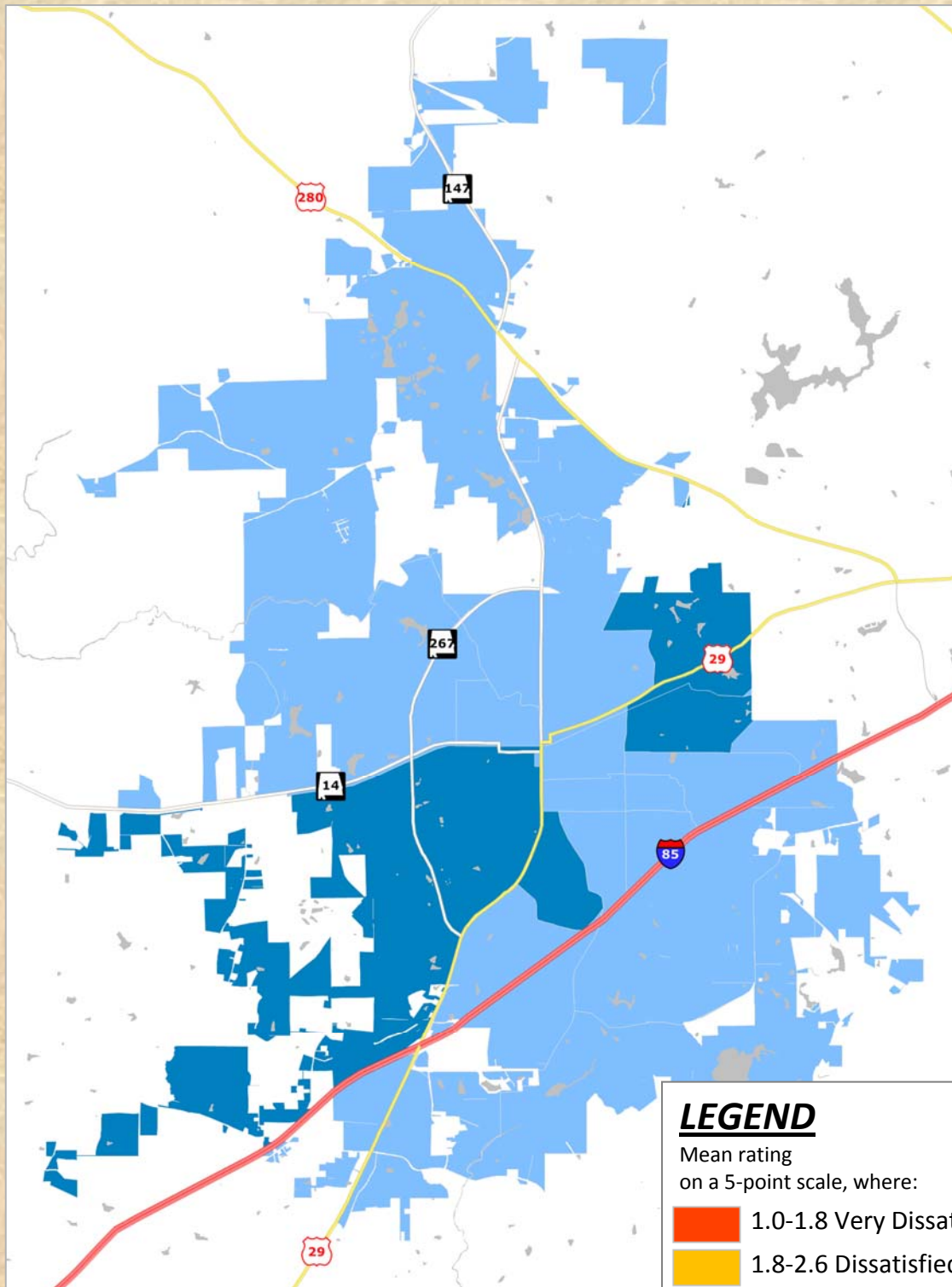
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16a Satisfaction with the maintenance of parks



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

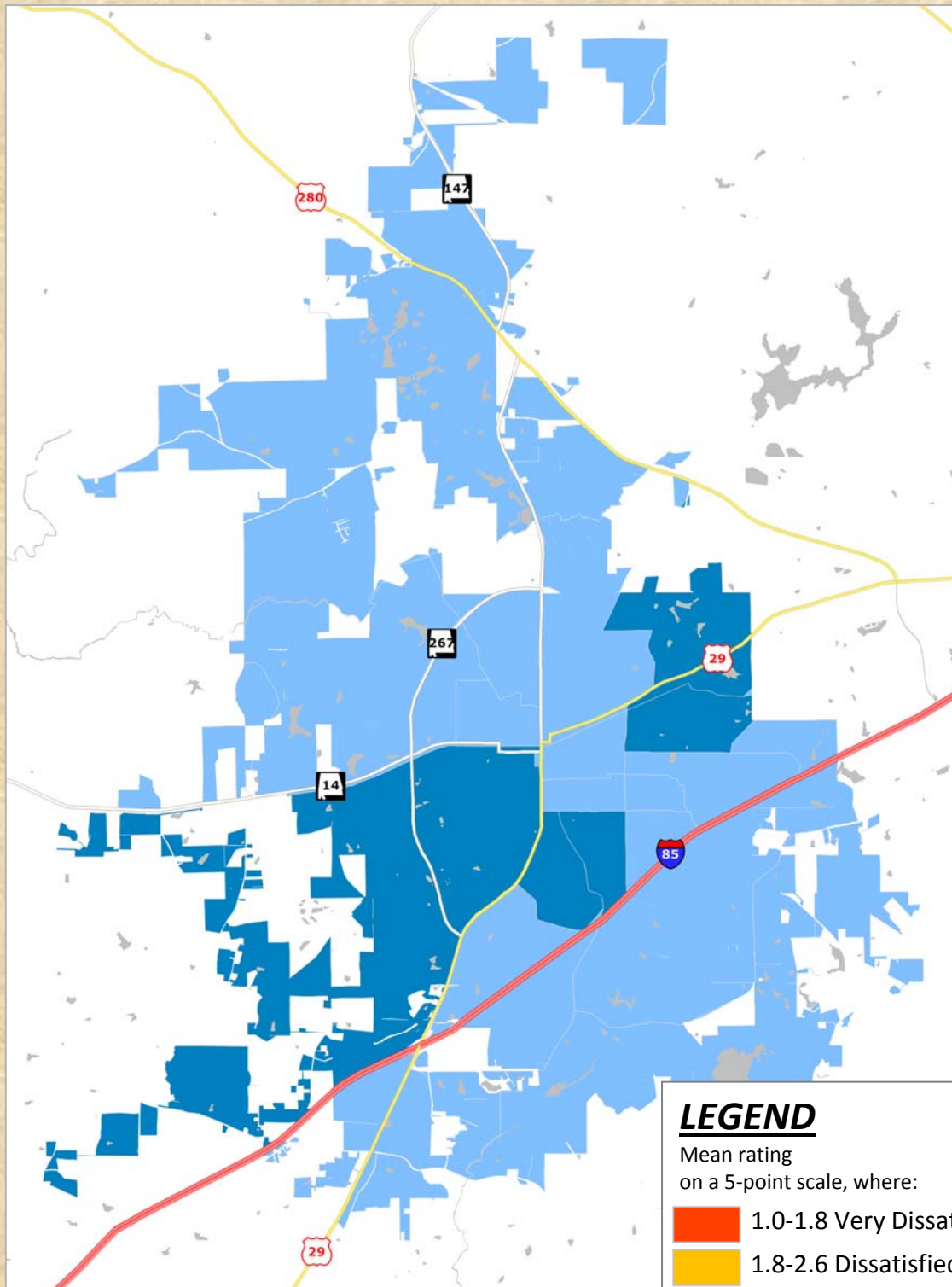
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q16b Satisfaction with the maintenance of cemeteries



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

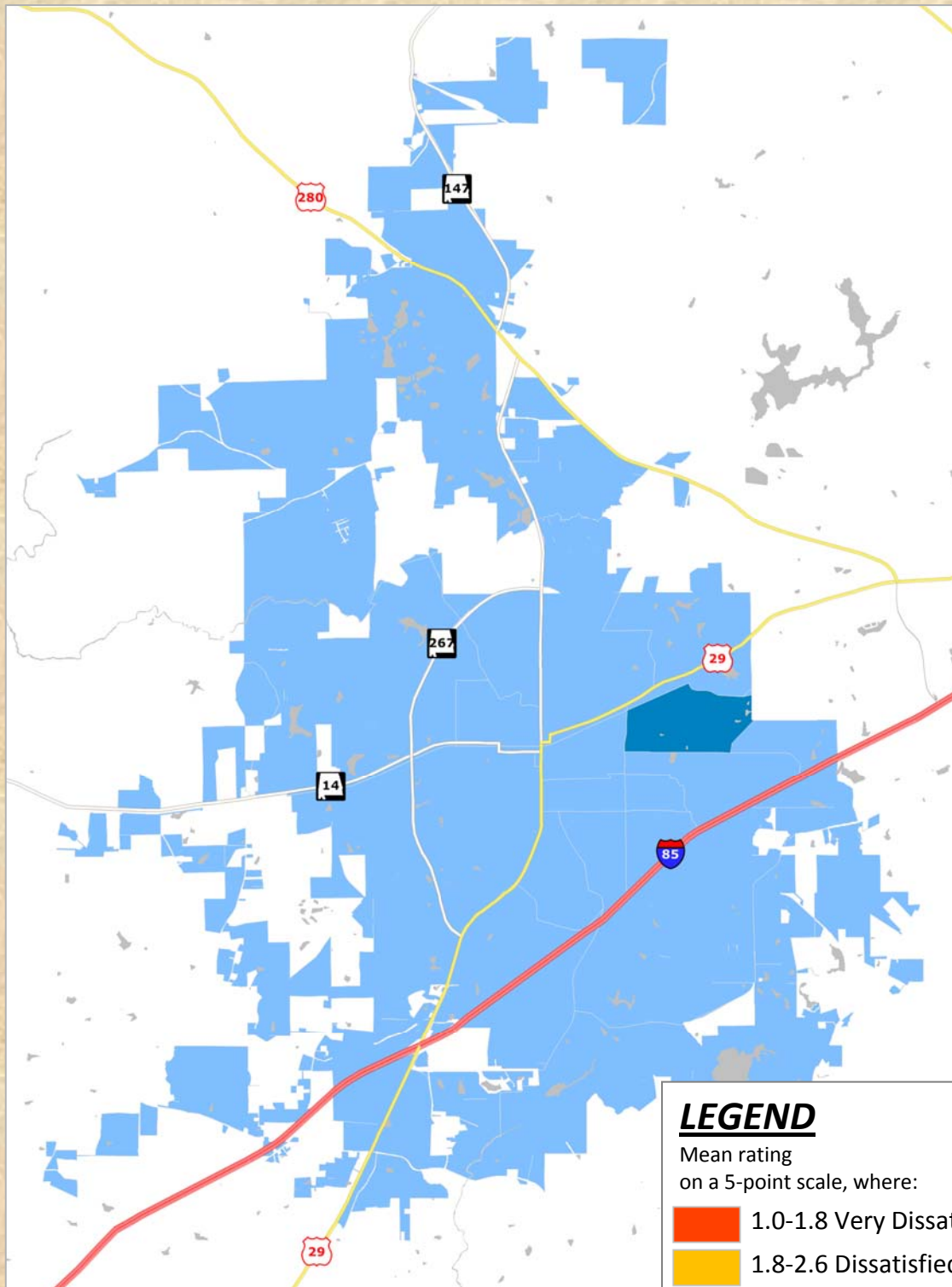
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q16c Satisfaction with the number of parks



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

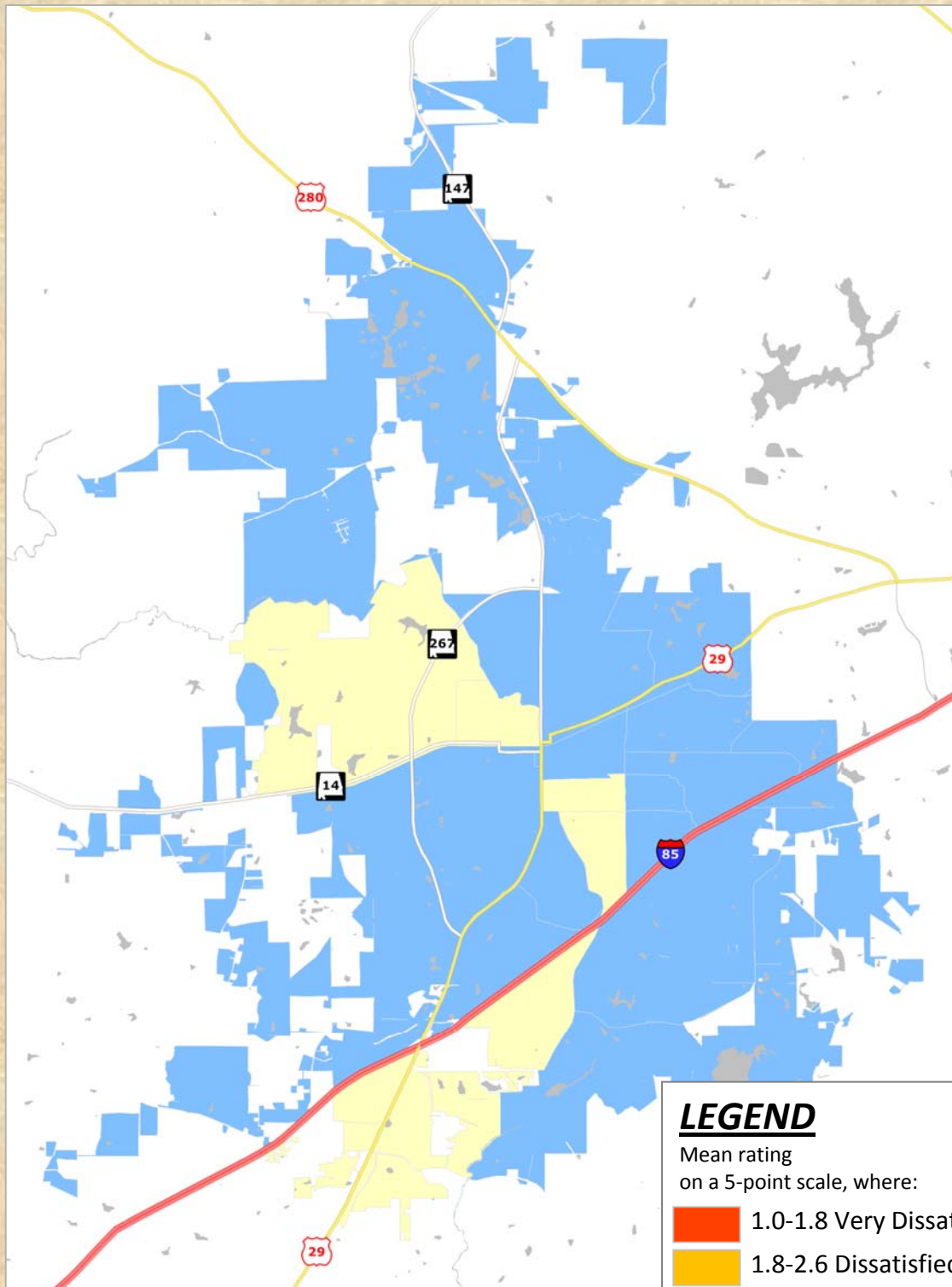
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q16d Satisfaction with walking trails



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

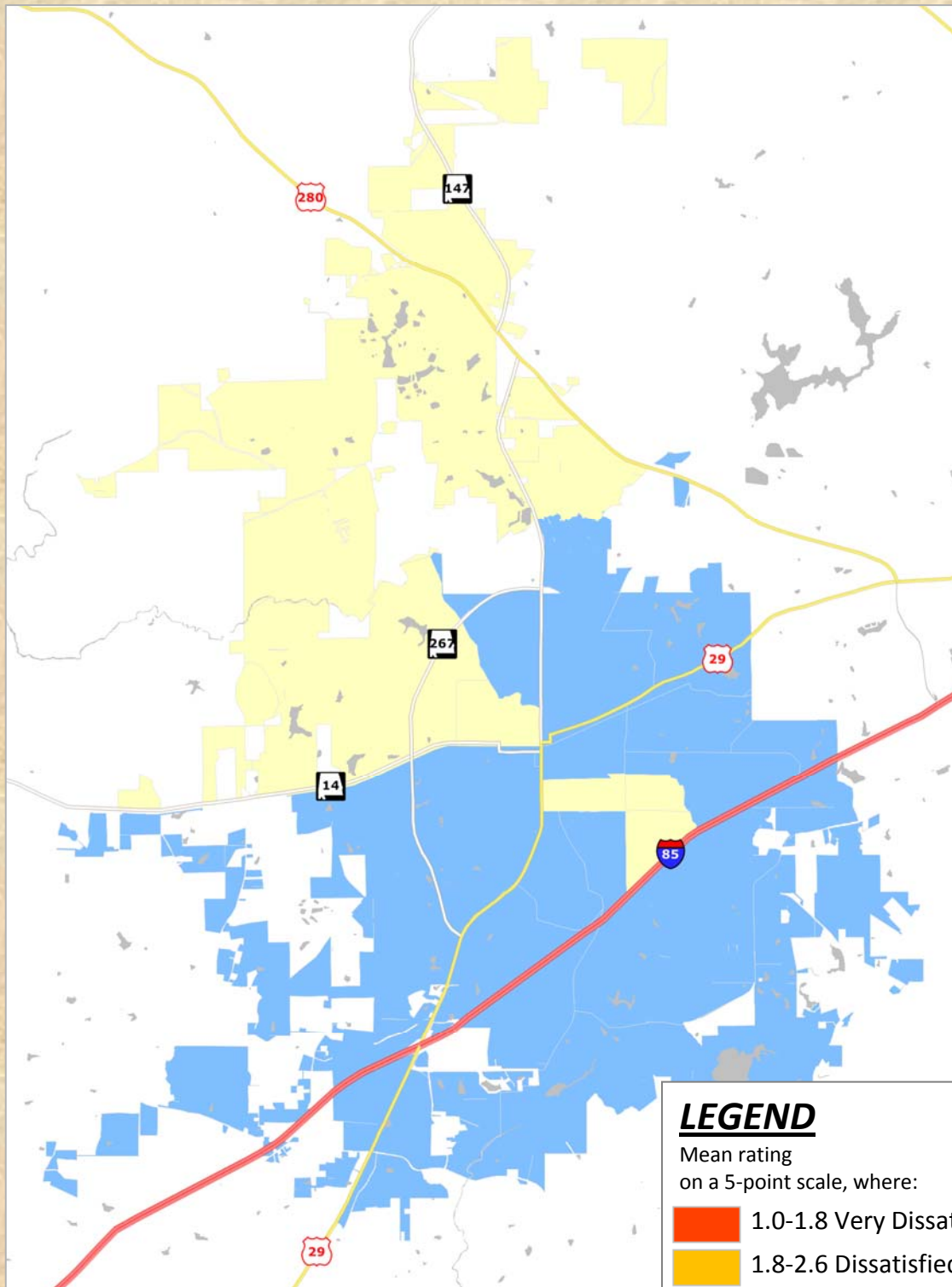
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16e Satisfaction with biking paths and lanes



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

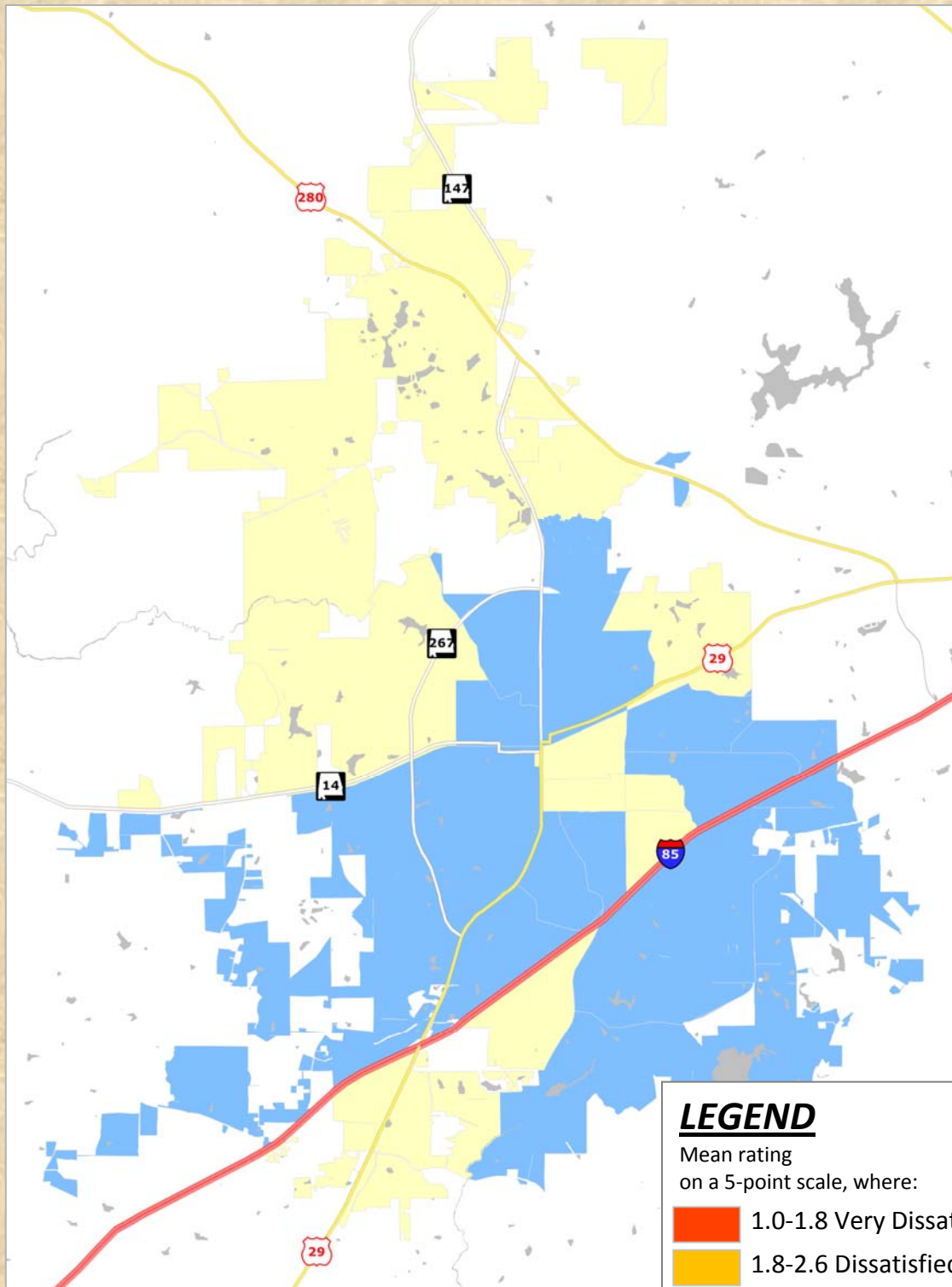
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16f Satisfaction with swimming pools



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

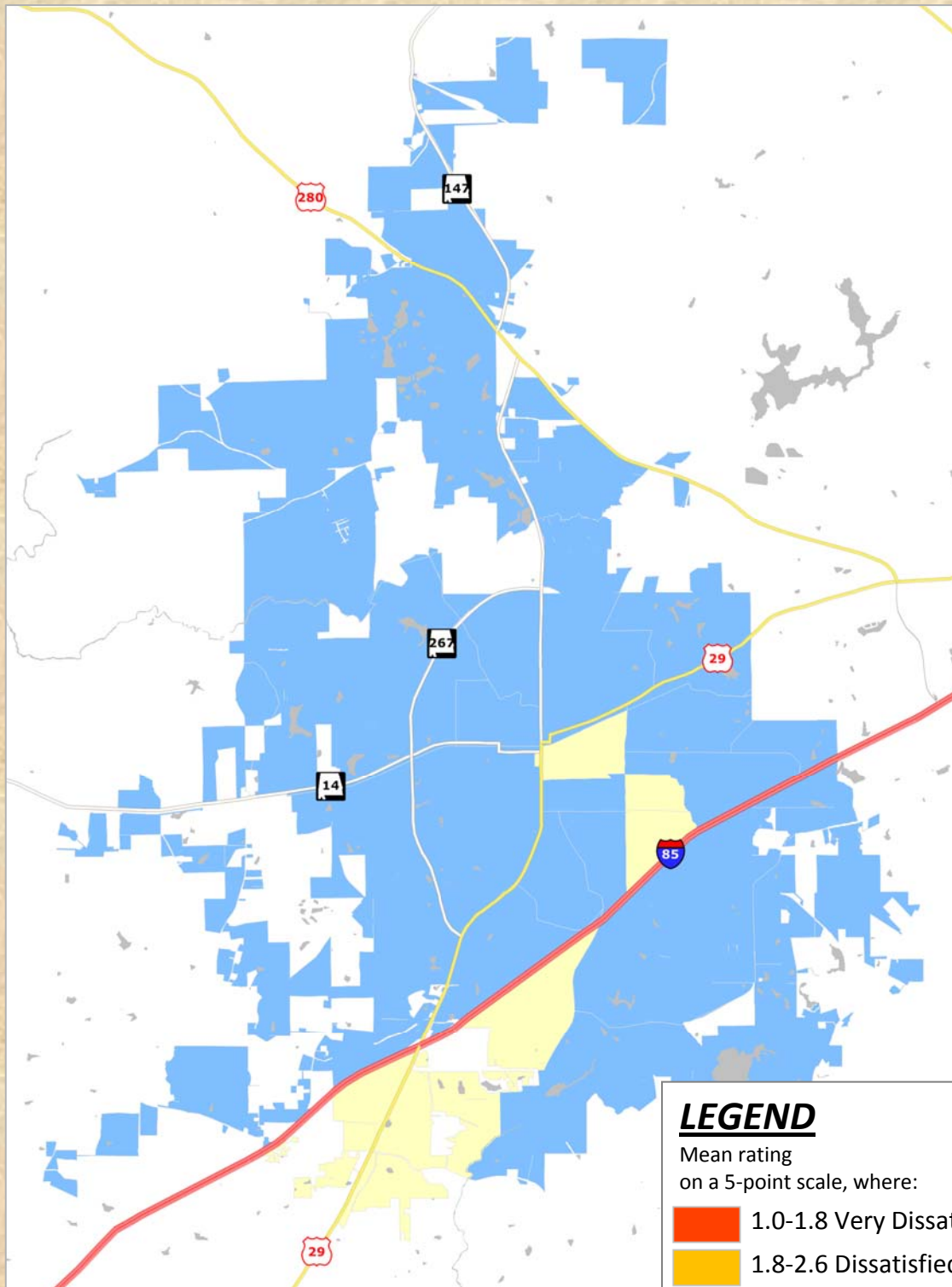
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q16g Satisfaction with community recreation centers



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

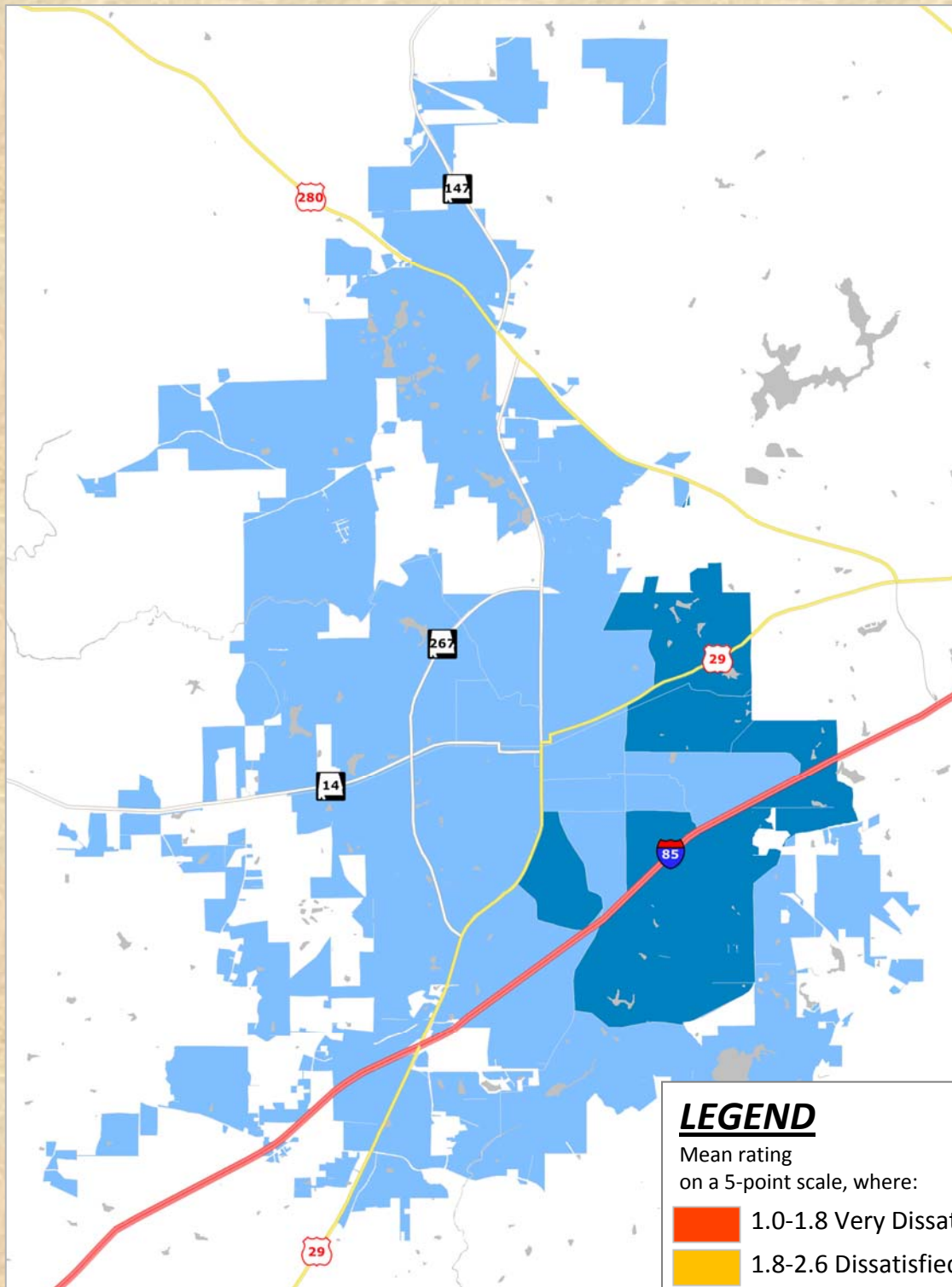
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16h Satisfaction with outdoor athletic fields






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

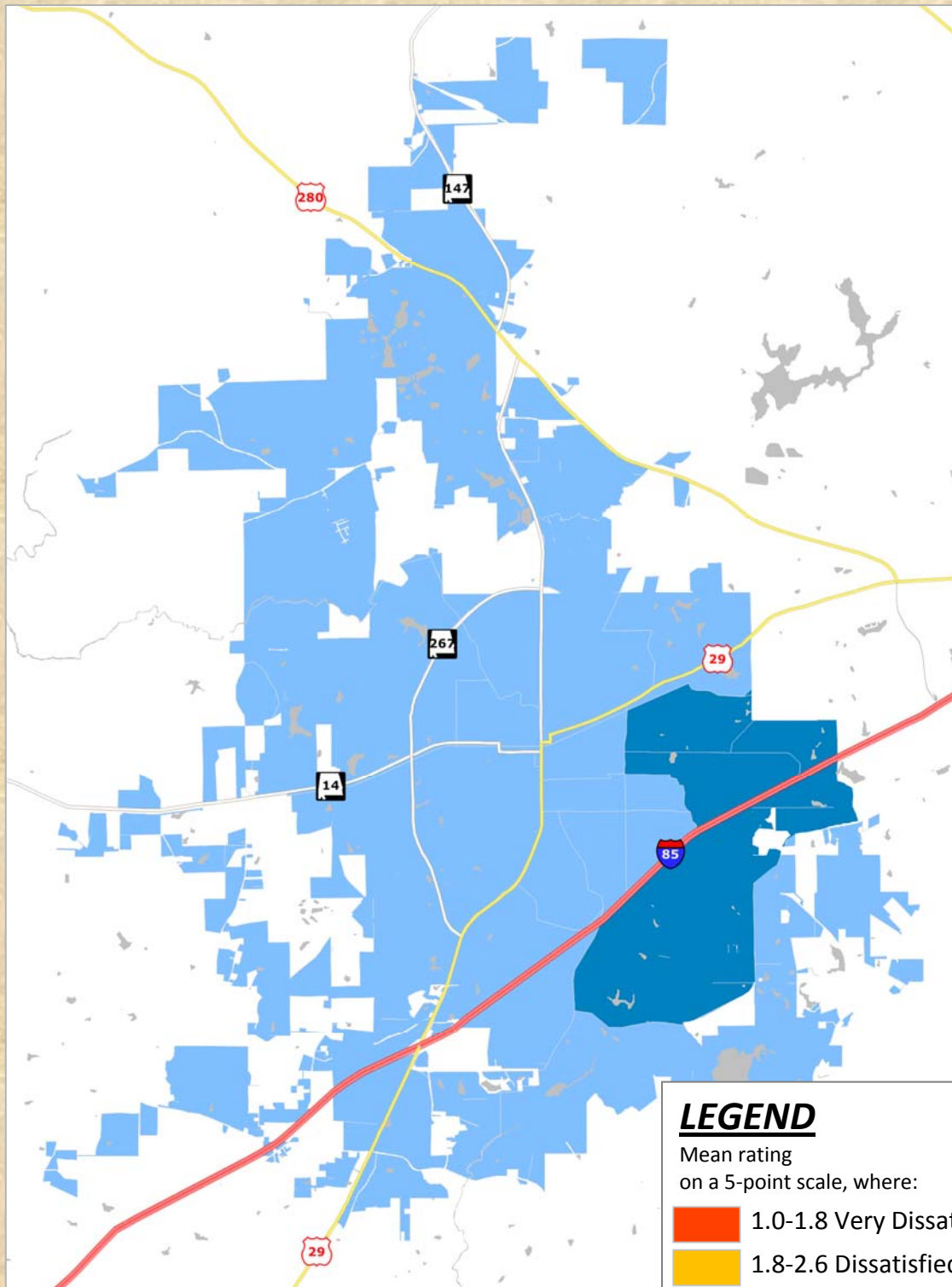
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q16i Satisfaction with youth athletic fields



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

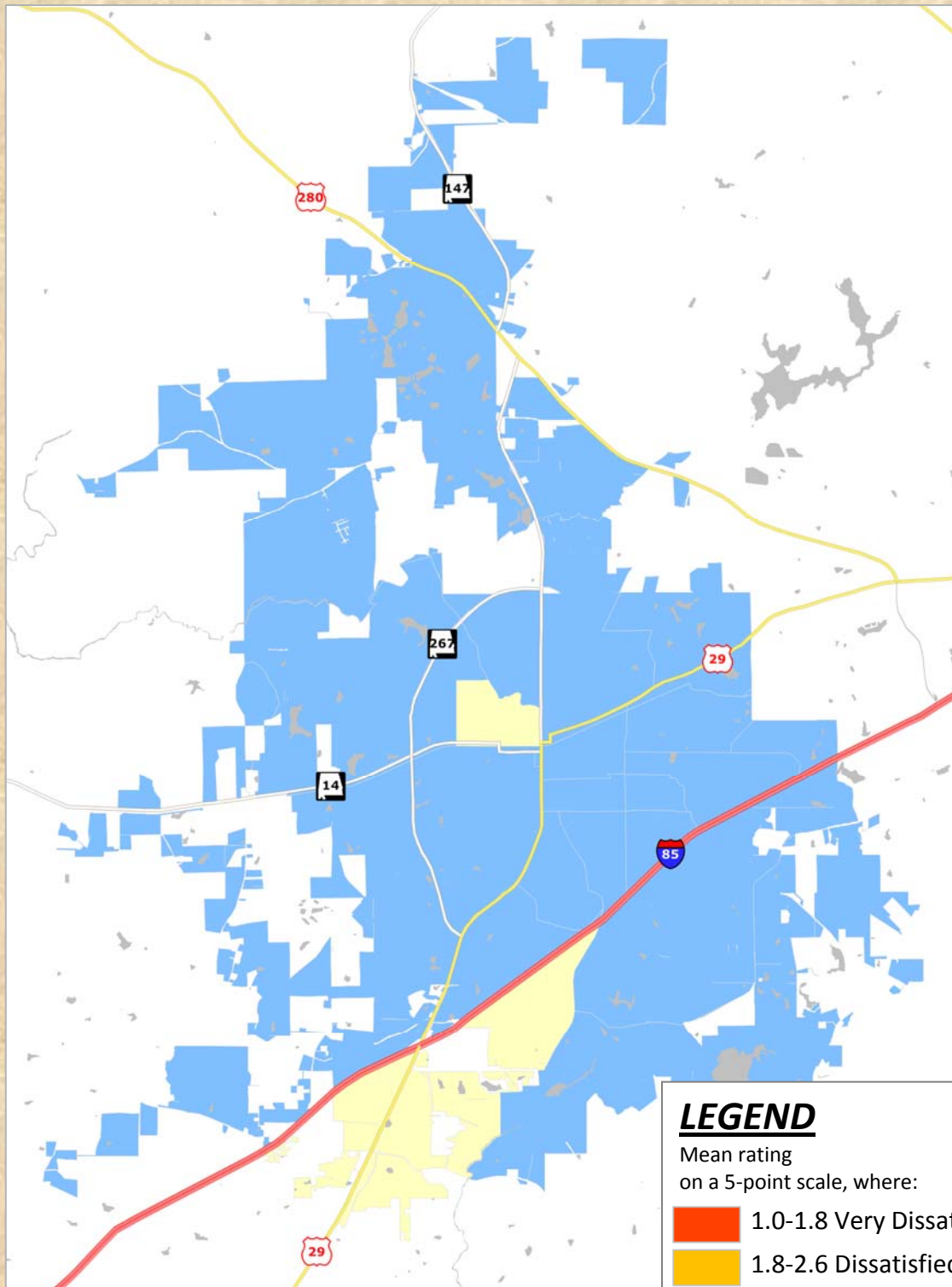
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16j Satisfaction with adult athletic fields



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

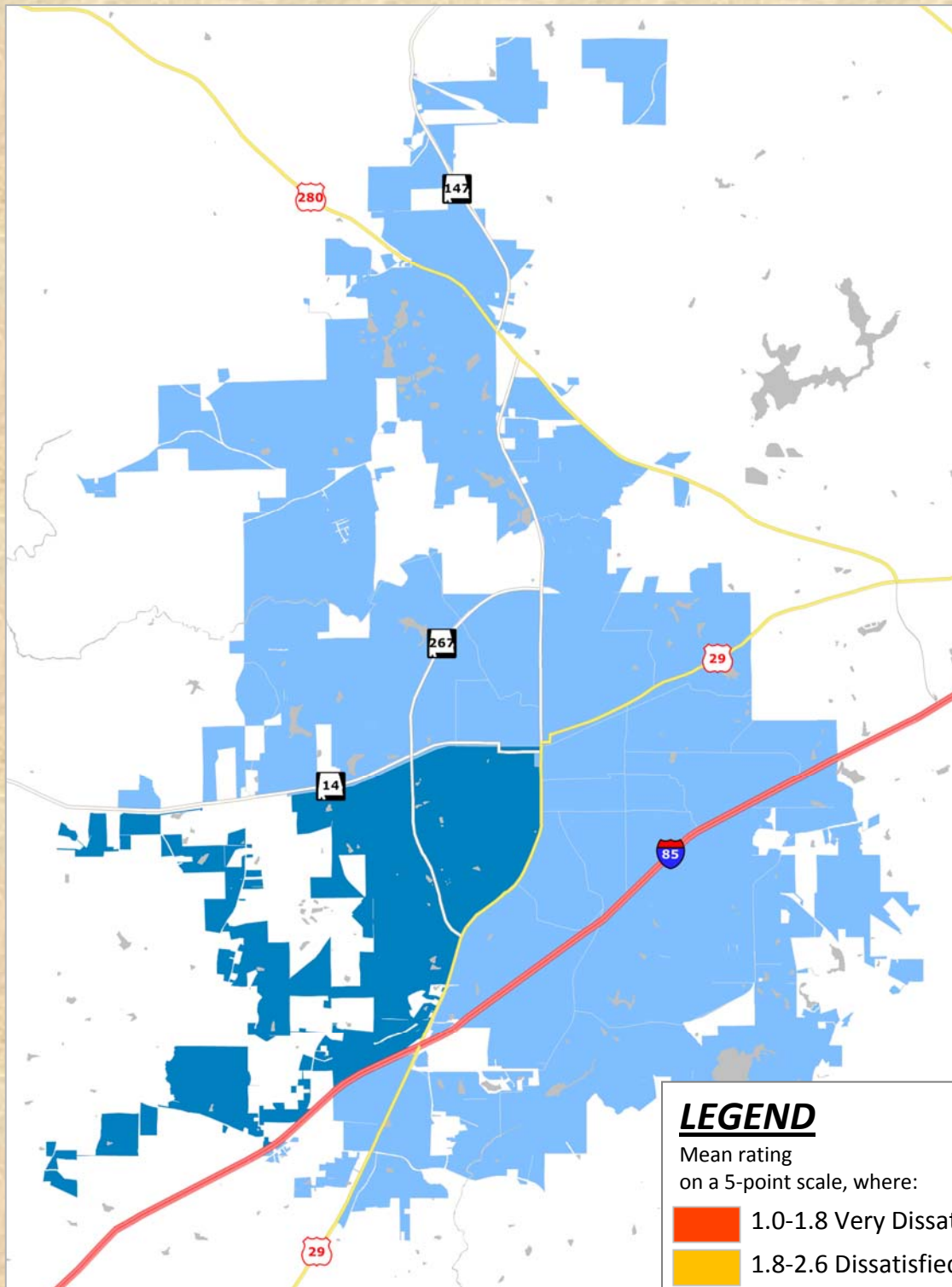
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16k Satisfaction with other city recreation programs



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

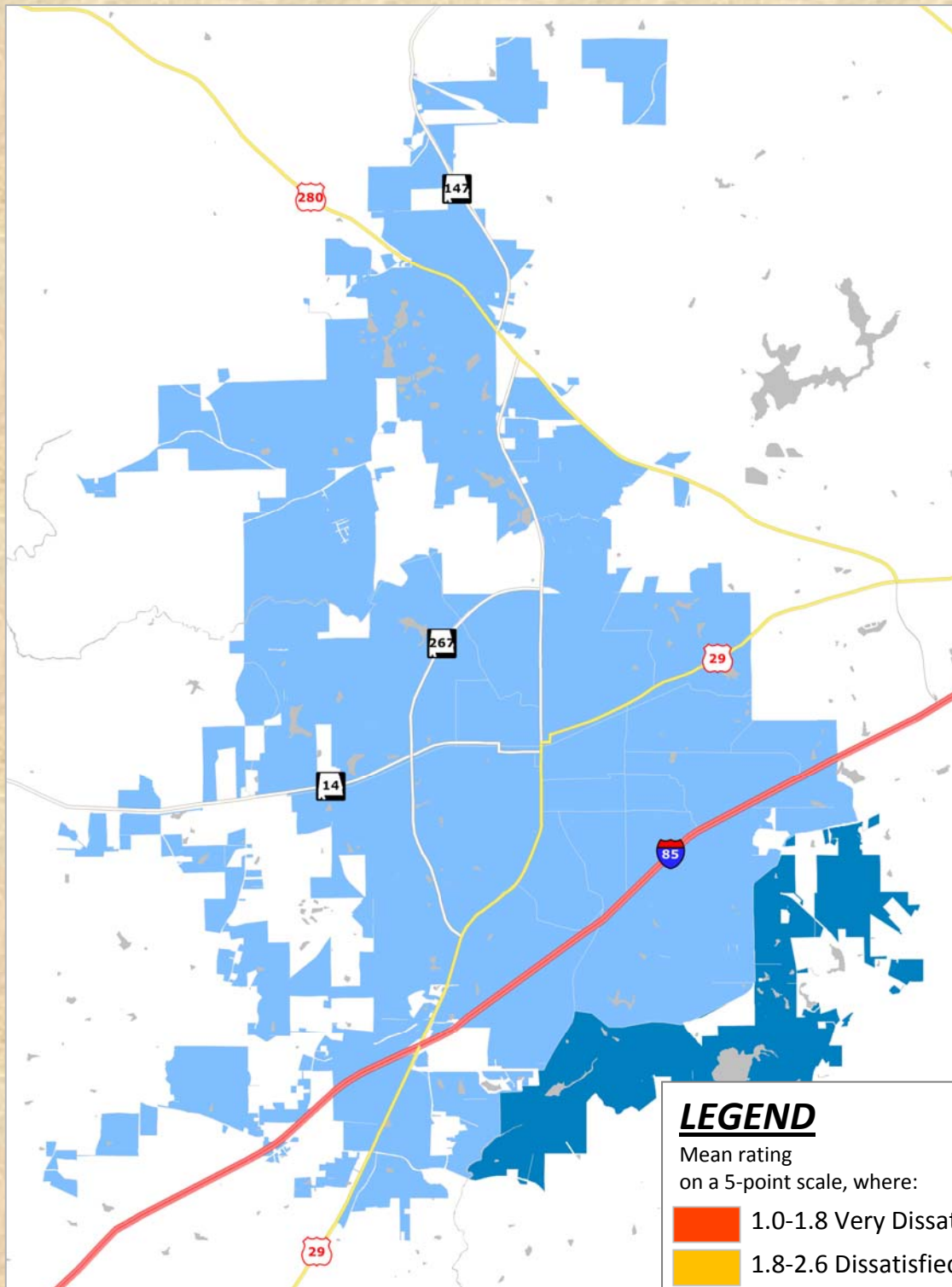
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q16l Satisfaction with the ease of registering for programs



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

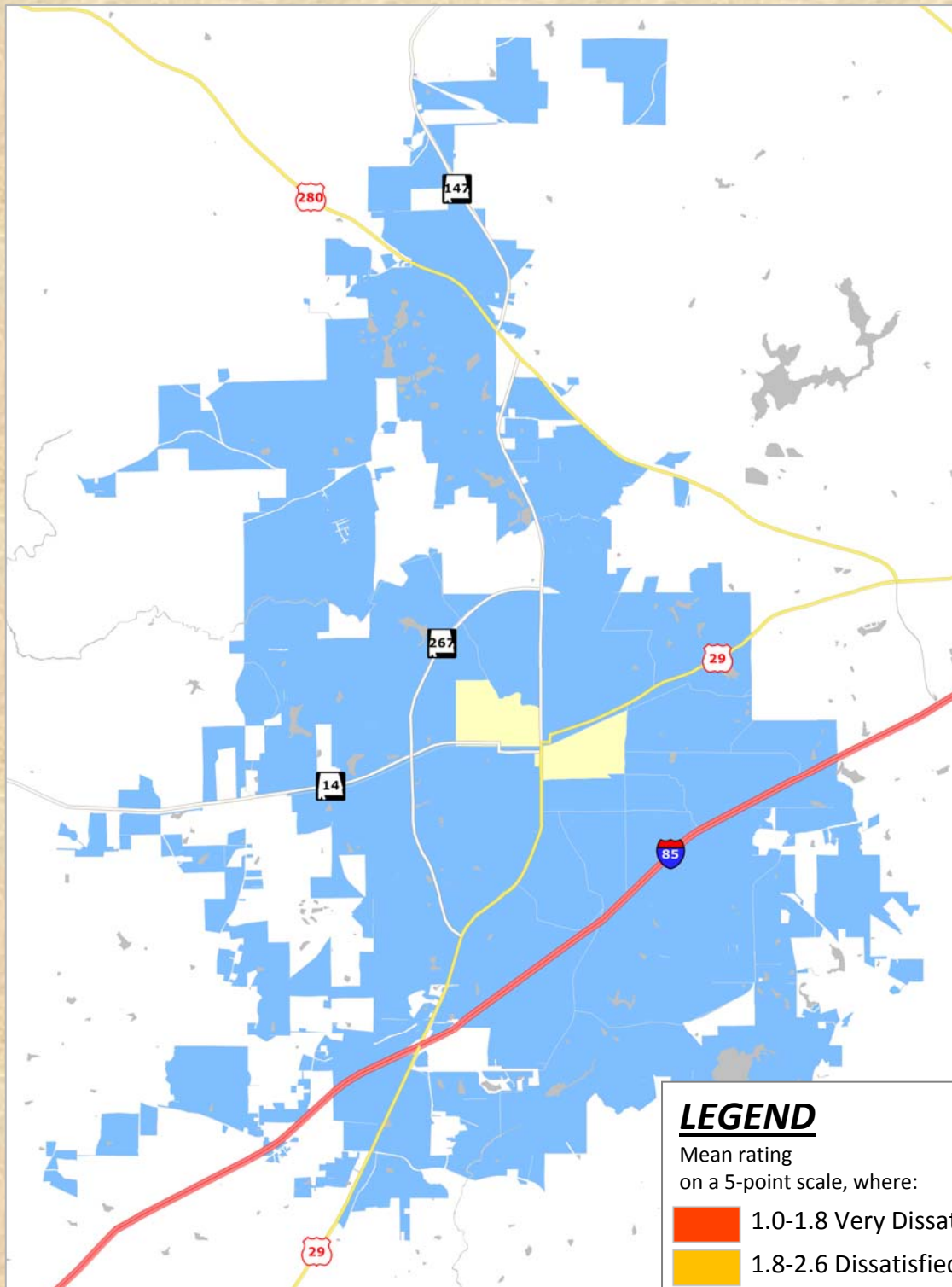
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q16m Satisfaction with fees charged for recreation program



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

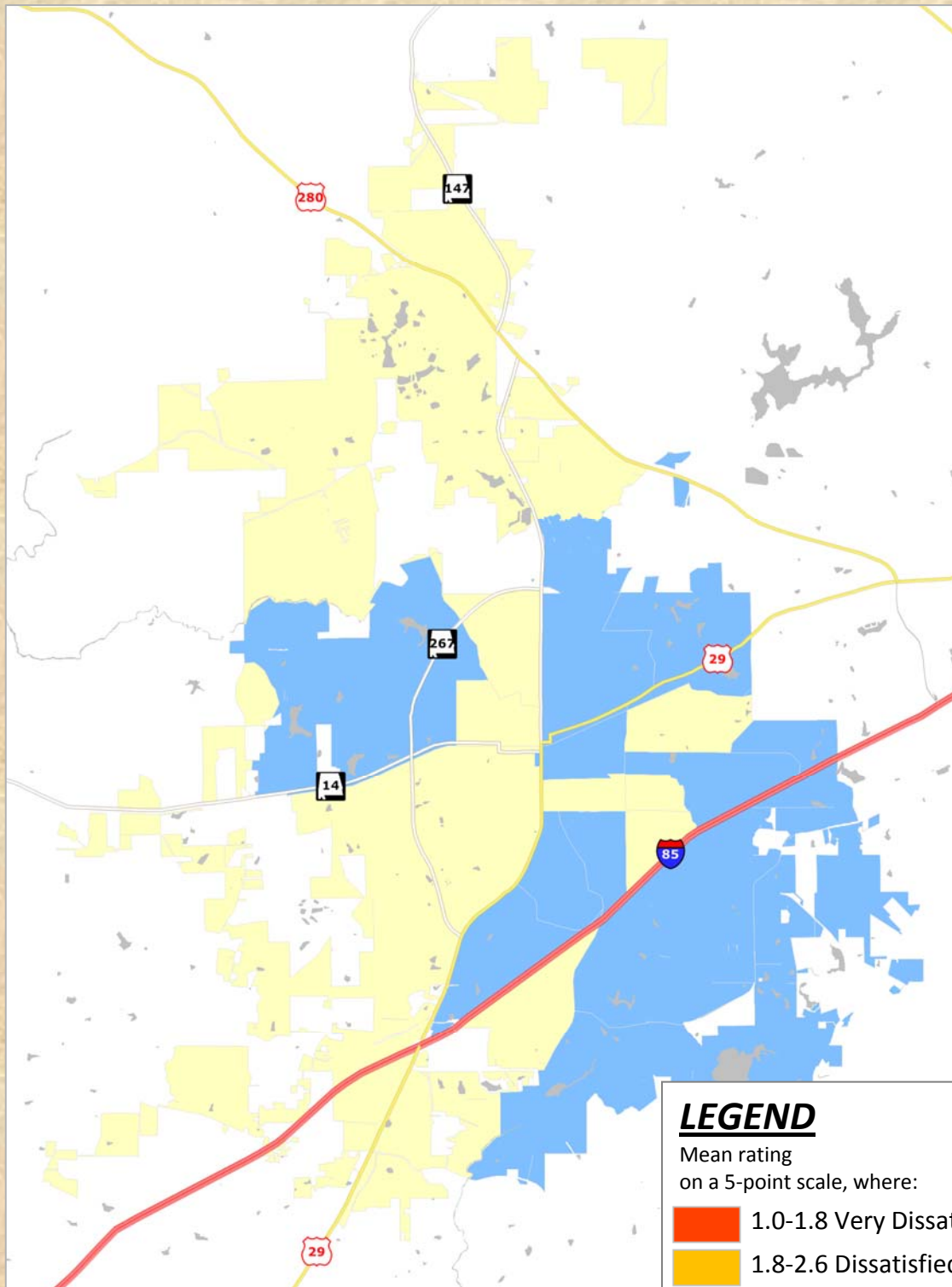
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q18a Satisfaction with the ease of north-south travel by car on roads such as Donahue Dr, College St, and etc.







## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

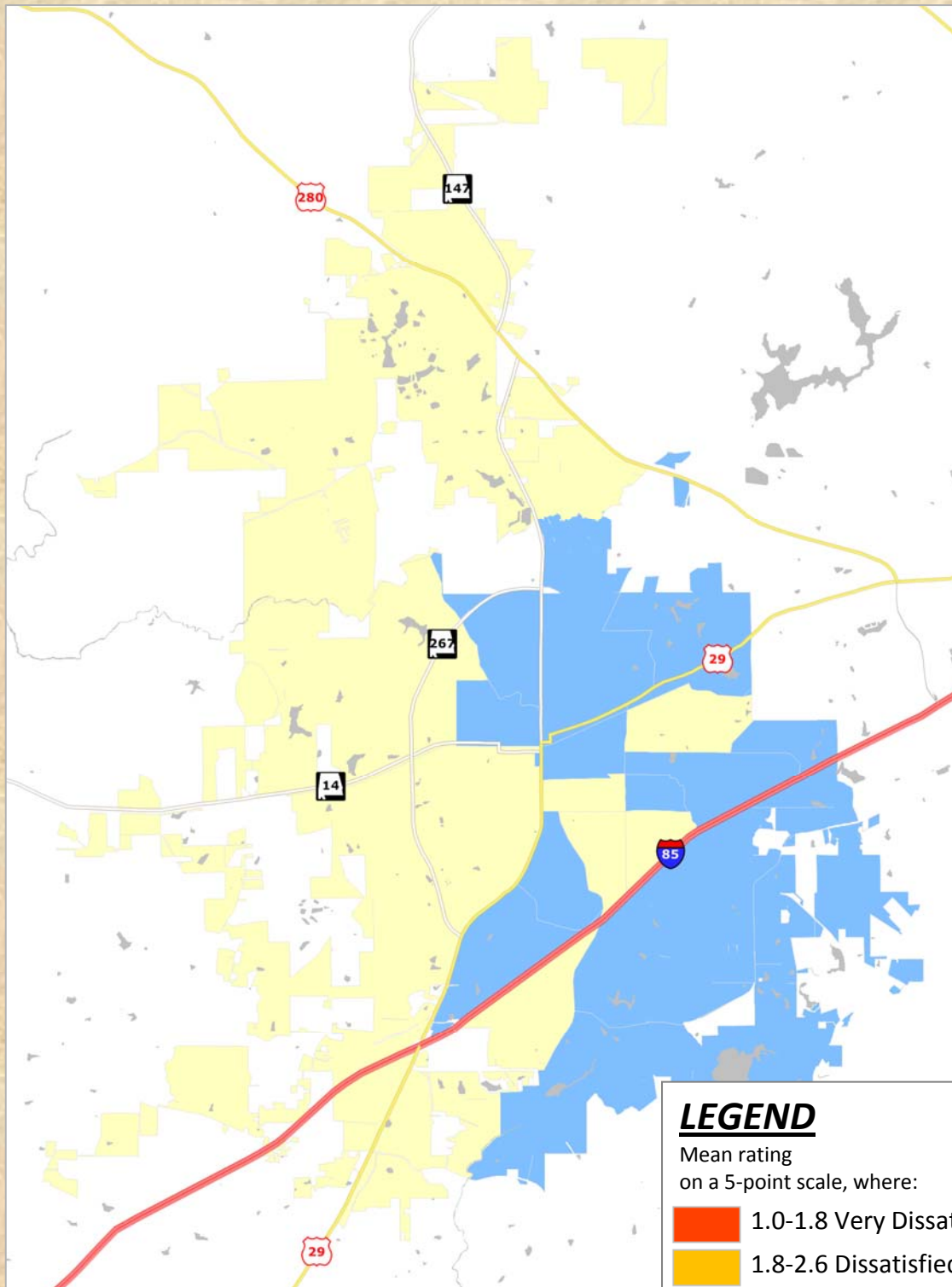
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q18b Satisfaction with the ease of east-west travel on Glenn Ave, Thach Ave, and etc.



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

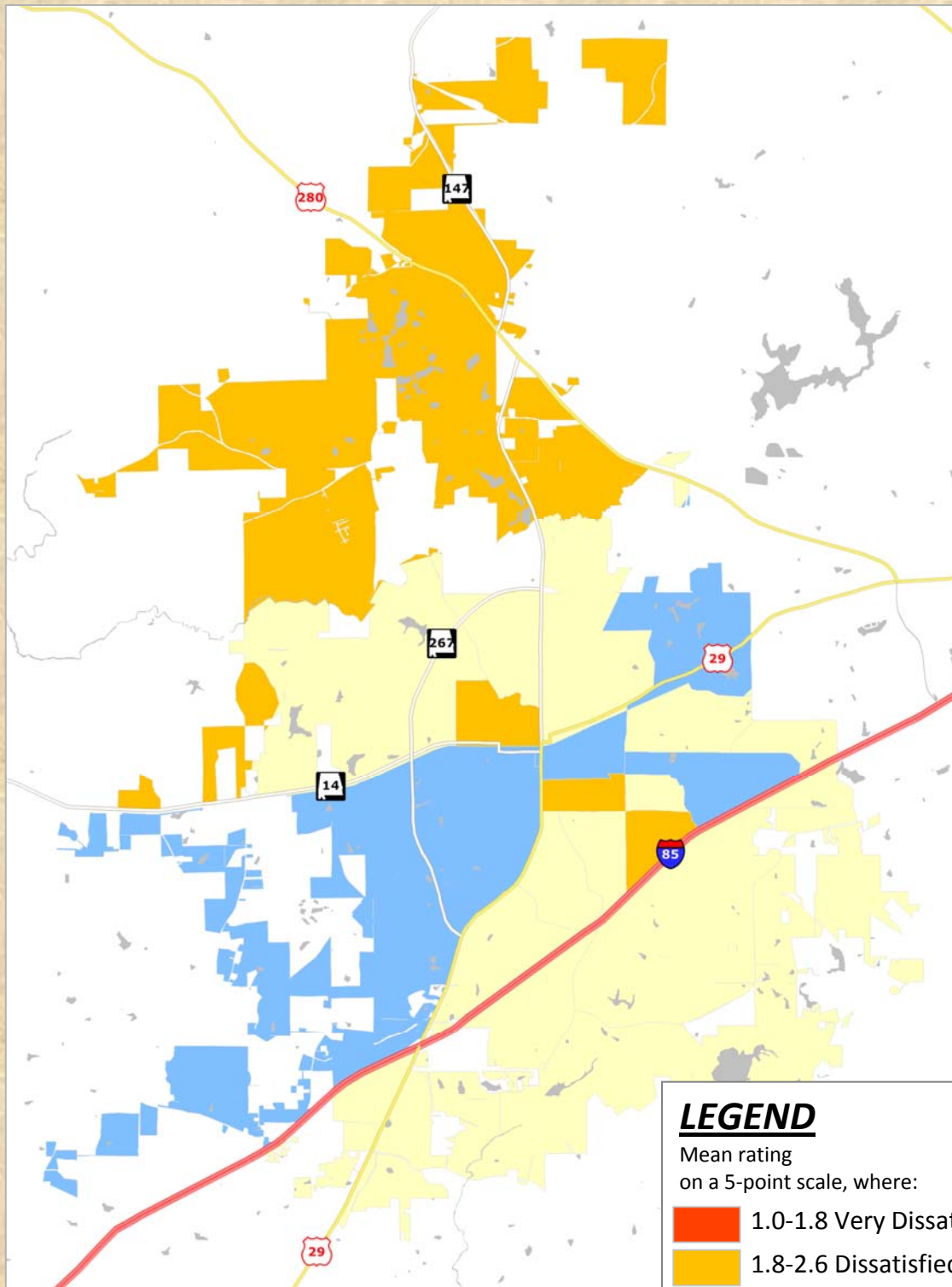
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q18c Satisfaction with the ease of travel by bicycle in Auburn




## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

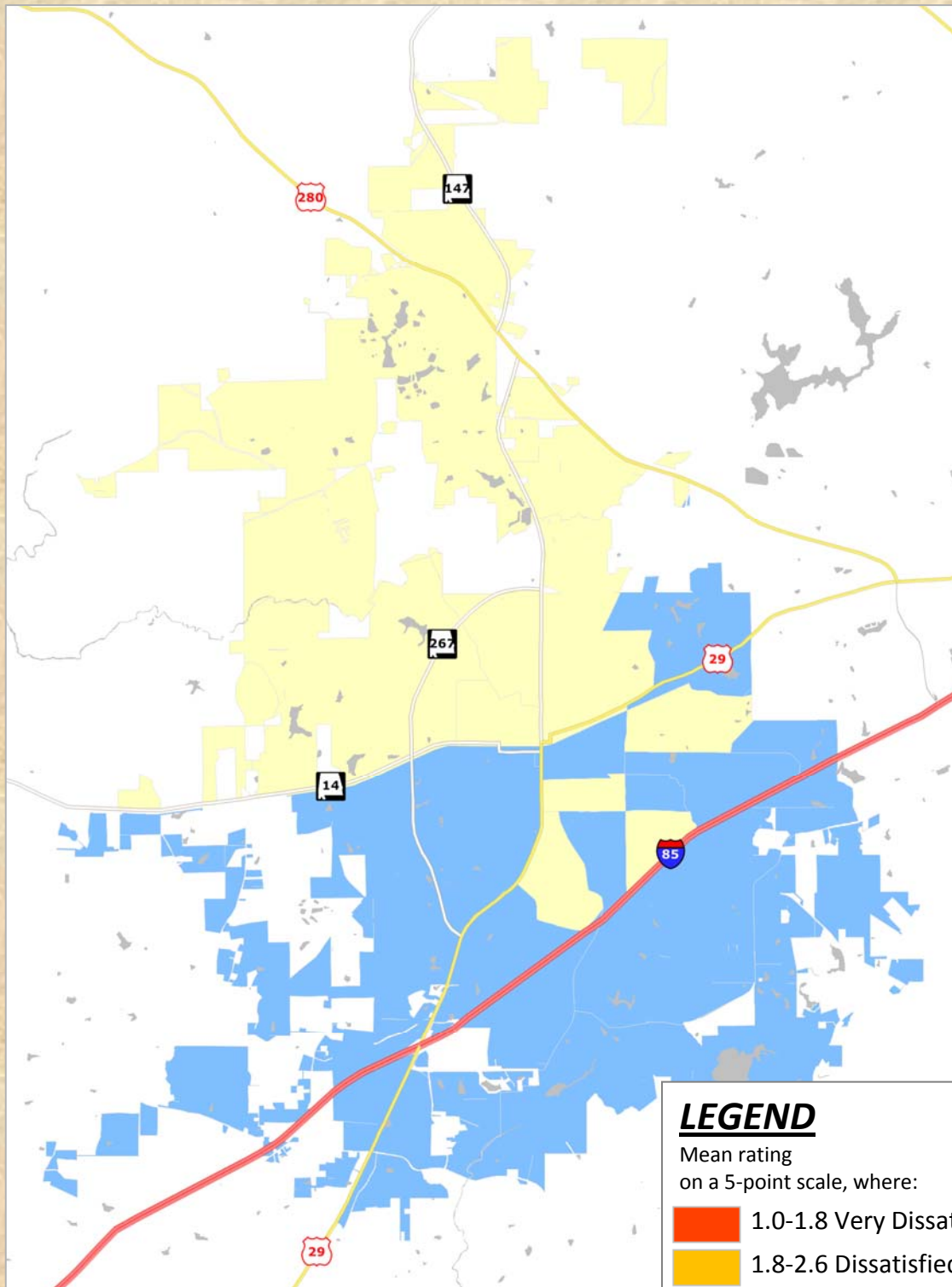
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q18d Satisfaction with the ease of pedestrian travel in Auburn



## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

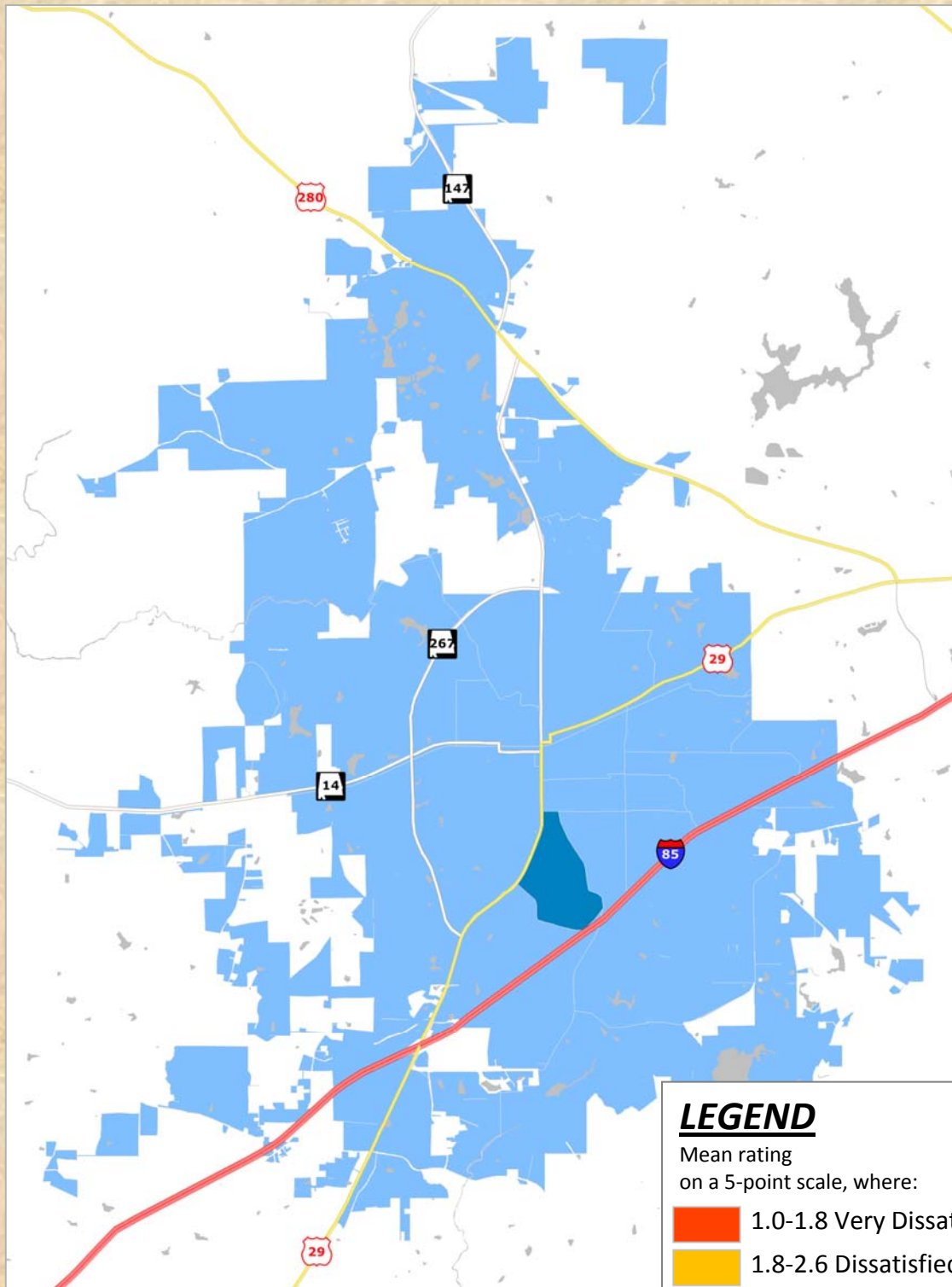
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q19a Satisfaction with the availability of information about Parks and Recreation programs and services







## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

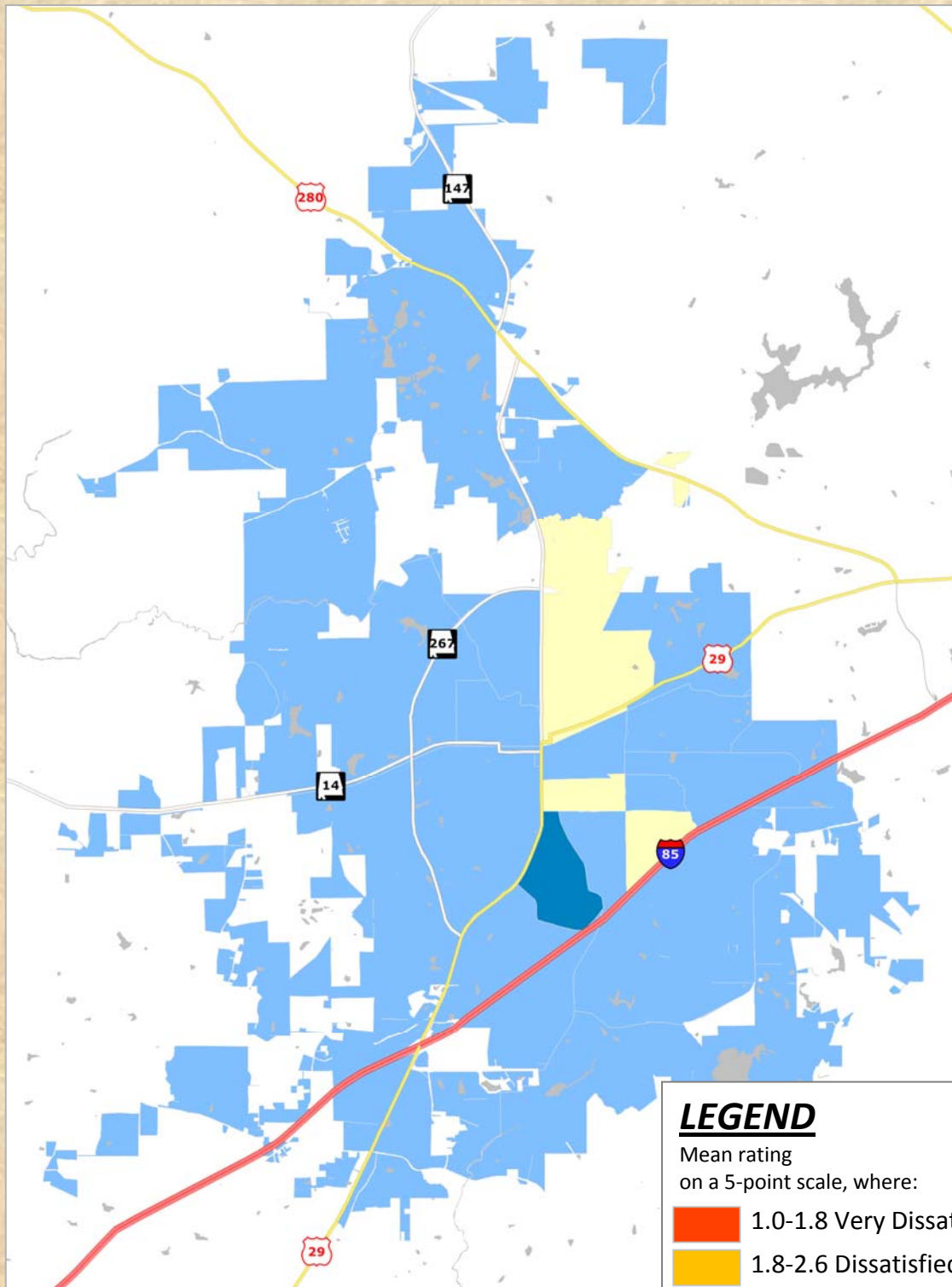
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q19b Satisfaction with the level of public involvement in local decision-making



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

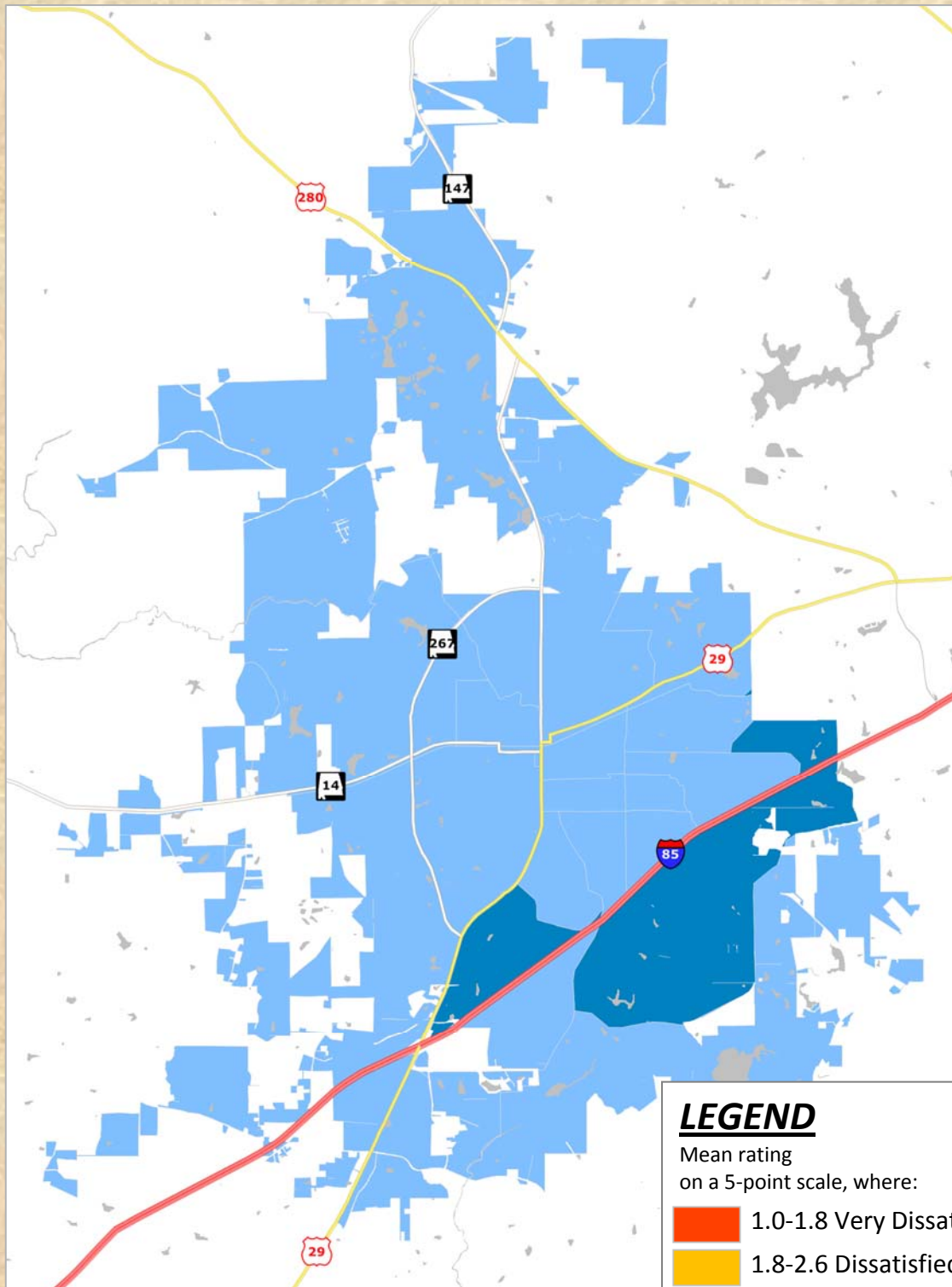
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q19c Satisfaction with the quality of the *OPEN LINE* newsletter



### City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

#### **LEGEND**

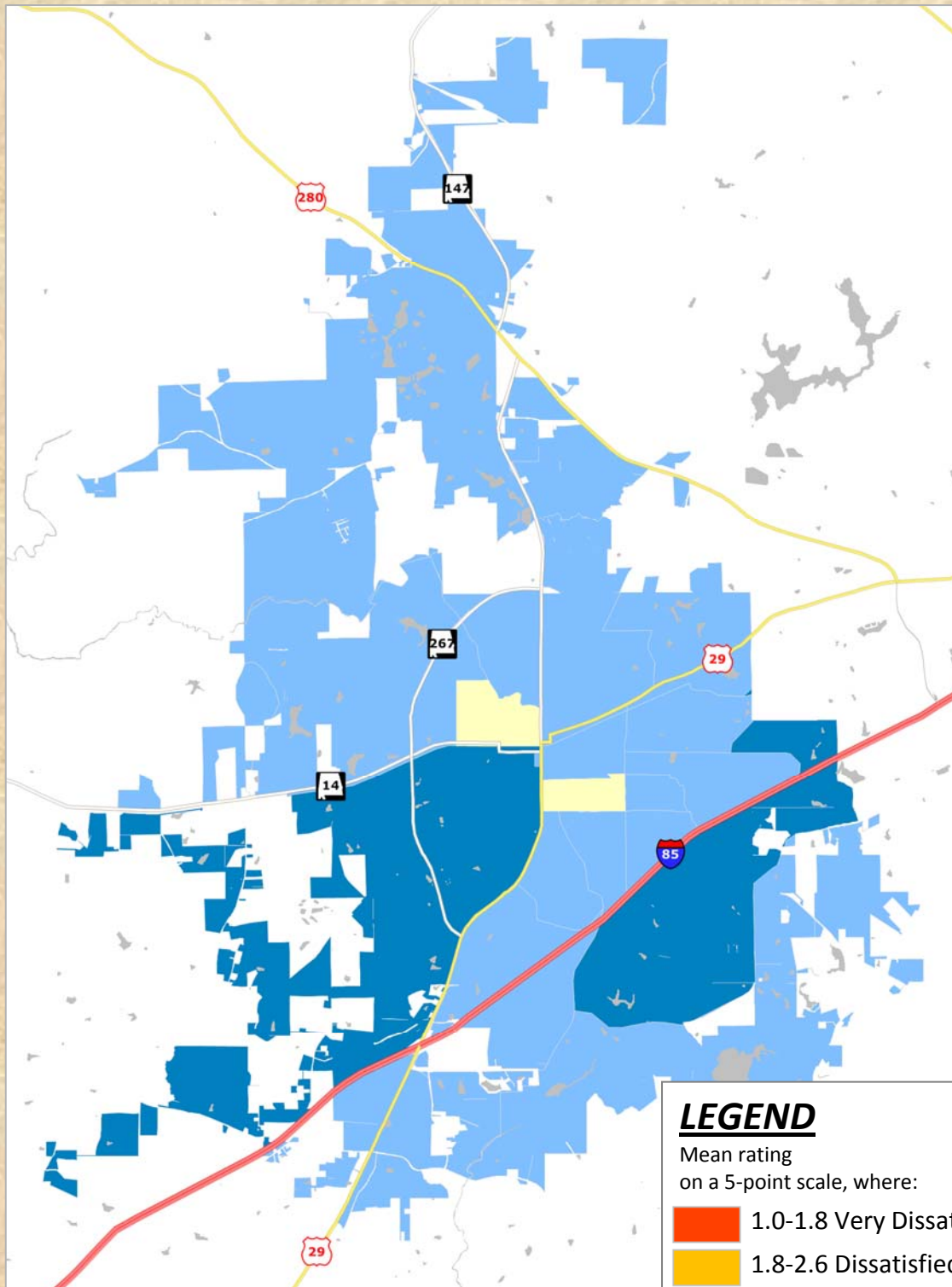
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q19d Satisfaction with the quality of the City's website




## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

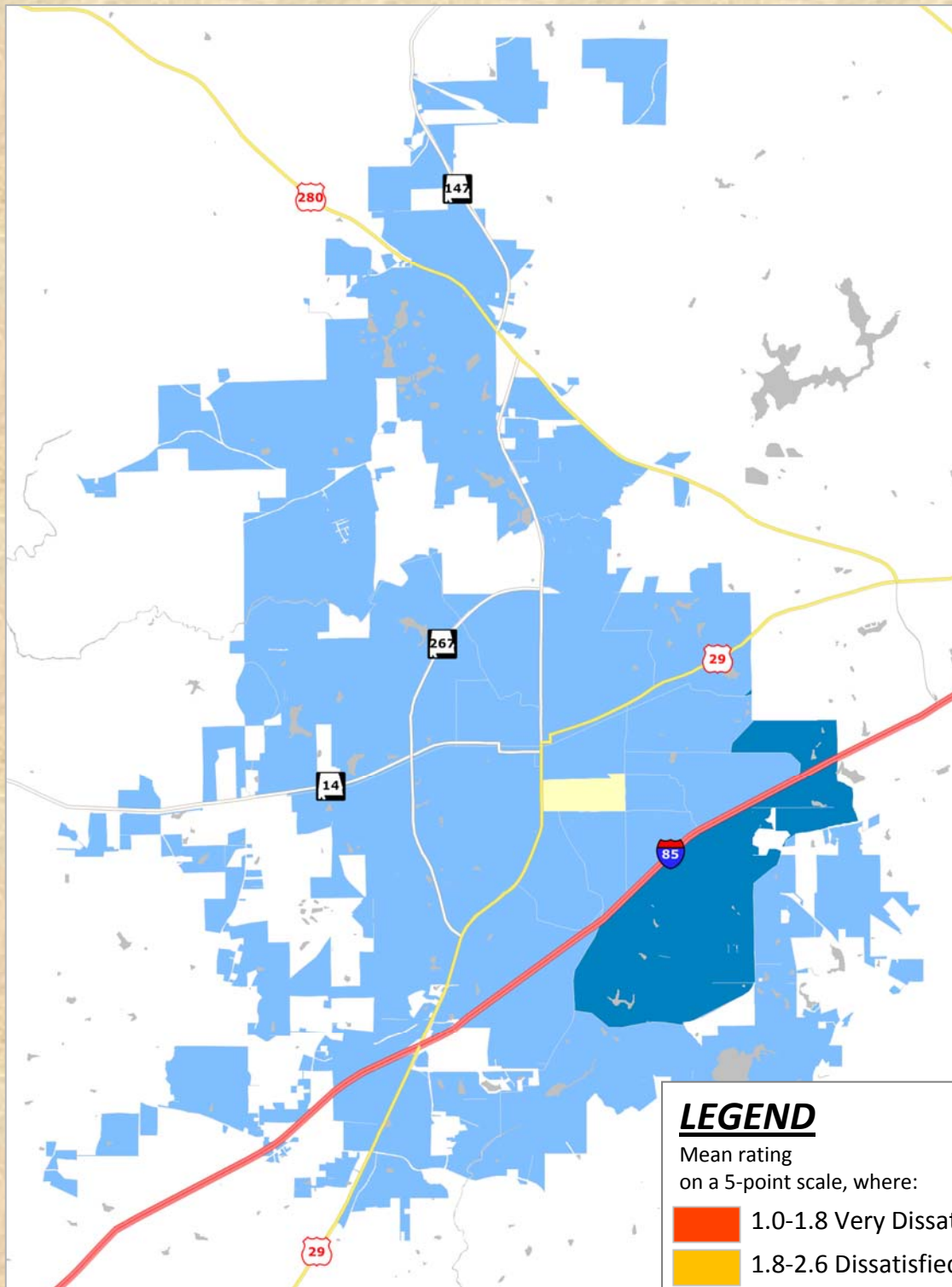
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)





# Q19e Satisfaction with availability of information on other city services and programs







## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

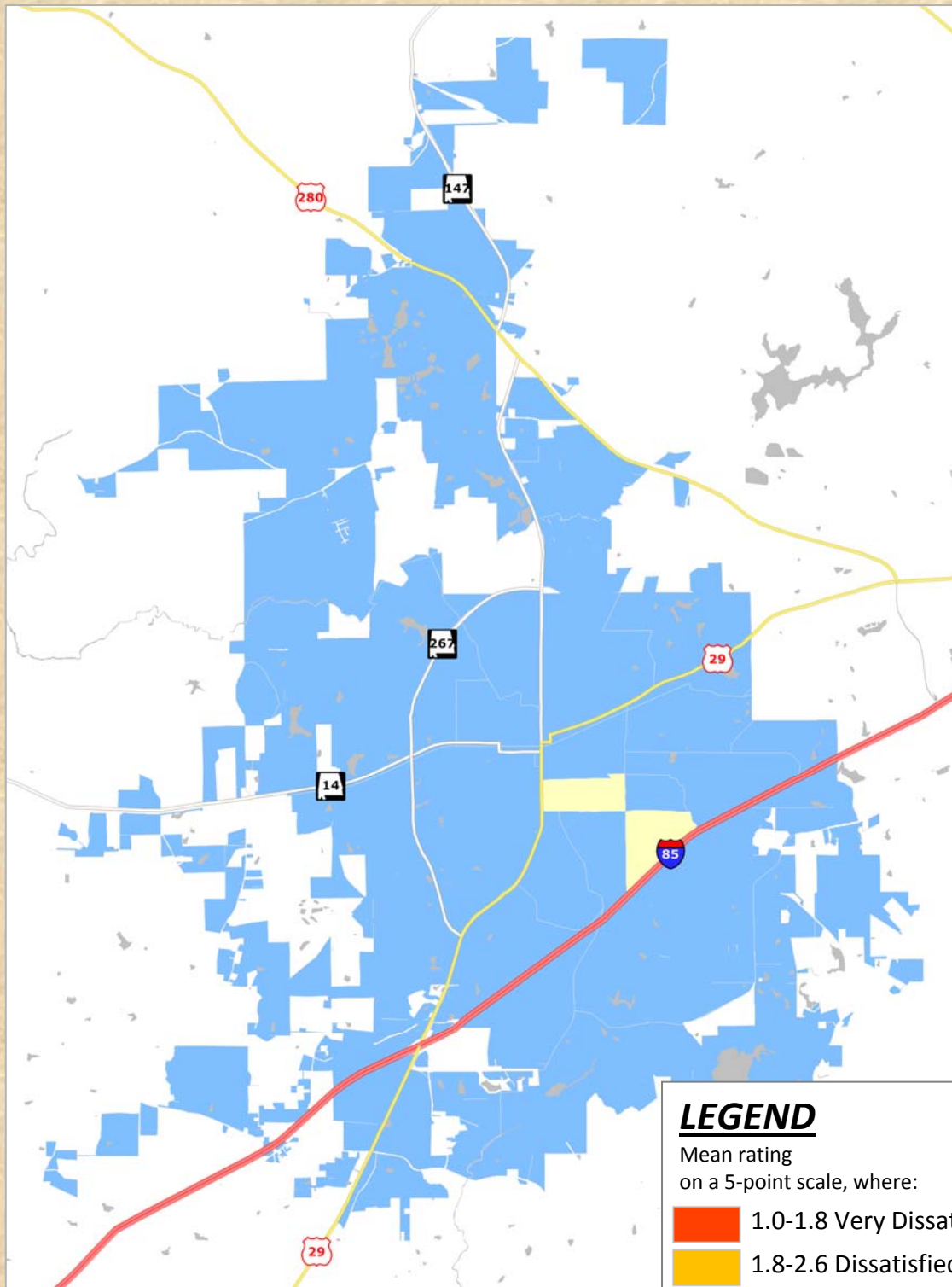
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



# Q19f Satisfaction with the transparency of city government/ the city's willingness to openly share info with the community






## City of Auburn 2011 Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



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

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

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of City's school system	45.4%	29.7%	6.5%	1.7%	0.6%	16.0%
Q1b. Quality of police, fire, & ambulance services	45.2%	39.2%	8.3%	1.7%	1.3%	4.3%
Q1c. Quality of parks & recreation programs & facilities	33.3%	43.3%	13.7%	2.2%	1.3%	6.2%
Q1d. Maintenance of City streets & facilities	20.6%	47.9%	18.9%	8.7%	1.9%	1.9%
Q1e. Enforcement of City codes & ordinances	20.3%	38.1%	22.5%	5.9%	2.9%	10.3%
Q1f. Quality of customer service from City employees	31.0%	41.1%	15.2%	3.2%	1.3%	8.3%
Q1g. Effectiveness of City communication with public	29.7%	42.4%	18.9%	3.3%	1.1%	4.6%
Q1h. Quality of stormwater runoff/stormwater management system	21.1%	42.9%	17.8%	5.1%	2.2%	11.0%
Q1i. Quality of City library facilities & services	46.3%	35.2%	7.1%	1.0%	1.0%	9.4%
Q1j. Flow of traffic & congestion management	14.4%	40.6%	23.5%	14.8%	5.6%	1.1%



**EXCLUDING DON'T KNOW**

**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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of City's school system	54.1%	35.3%	7.8%	2.1%	0.8%
Q1b. Quality of police, fire, & ambulance services	47.3%	41.0%	8.6%	1.8%	1.3%
Q1c. Quality of parks & recreation programs & facilities	35.5%	46.2%	14.6%	2.4%	1.4%
Q1d. Maintenance of City streets & facilities	21.0%	48.9%	19.3%	8.9%	1.9%
Q1e. Enforcement of City codes & ordinances	22.7%	42.5%	25.1%	6.5%	3.2%
Q1f. Quality of customer service from City employees	33.7%	44.8%	16.6%	3.5%	1.4%
Q1g. Effectiveness of City communication with public	31.1%	44.4%	19.8%	3.5%	1.2%
Q1h. Quality of stormwater runoff/stormwater management system	23.7%	48.1%	20.0%	5.7%	2.5%
Q1i. Quality of City library facilities & services	51.1%	38.9%	7.9%	1.1%	1.1%
Q1j. Flow of traffic & congestion management	14.6%	41.1%	23.8%	14.9%	5.6%

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

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
City's school system	133	21.1 %
Police/fire/ambulance services	45	7.1 %
Parks and recreation programs & facilities	25	4.0 %
Maintenance of City streets & facilities	88	14.0 %
Enforcement of City codes & ordinances	35	5.6 %
Customer service from City employees	13	2.1 %
Communication with the public	11	1.7 %
Stormwater runoff/stormwater management system	30	4.8 %
City library facilities & services	5	0.8 %
Flow of traffic & congestion management	183	29.0 %
None chosen	62	9.8 %
Total	630	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City's school system	44	7.0 %
Police/fire/ambulance services	69	11.0 %
Parks and recreation programs & facilities	40	6.3 %
Maintenance of City streets & facilities	117	18.6 %
Enforcement of City codes & ordinances	45	7.1 %
Customer service from City employees	29	4.6 %
Communication with the public	30	4.8 %
Stormwater runoff/stormwater management system	46	7.3 %
City library facilities & services	13	2.1 %
Flow of traffic & congestion management	93	14.8 %
None chosen	104	16.5 %
Total	630	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City's school system	44	7.0 %
Police/fire/ambulance services	42	6.7 %
Parks and recreation programs & facilities	50	7.9 %
Maintenance of City streets & facilities	86	13.7 %
Enforcement of City codes & ordinances	37	5.9 %
Customer service from City employees	23	3.7 %
Communication with the public	33	5.2 %
Stormwater runoff/stormwater management system	48	7.6 %
City library facilities & services	26	4.1 %
Flow of traffic & congestion management	81	12.9 %
None chosen	160	25.4 %
Total	630	100.0 %

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)**

<u>Q2. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
City's school system	221	35.1 %
Police/fire/ambulance services	156	24.8 %
Parks and recreation programs & facilities	115	18.3 %
Maintenance of City streets & facilities	291	46.2 %
Enforcement of City codes & ordinances	117	18.6 %
Customer service from City employees	65	10.3 %
Communication with the public	74	11.7 %
Stormwater runoff/stormwater management system	124	19.7 %
City library facilities & services	44	7.0 %
Flow of traffic & congestion management	357	56.7 %
None chosen	62	9.8 %
Total	1626	

**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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value for City tax dollars & fees	25.1%	50.0%	16.8%	3.5%	1.7%	2.9%
Q3b. Overall image of City	43.7%	46.8%	6.8%	1.3%	0.6%	0.8%
Q3c. Overall quality of life in City	48.3%	41.6%	6.8%	2.1%	0.6%	0.6%
Q3d. Overall appearance of City	31.6%	50.0%	11.7%	4.8%	1.1%	0.8%
Q3e. Overall quality of City services	28.6%	55.1%	11.7%	3.0%	0.6%	1.0%

**EXCLUDING DON'T KNOW**

**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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value for City tax dollars & fees	25.8%	51.5%	17.3%	3.6%	1.8%
Q3b. Overall image of City	44.0%	47.2%	6.9%	1.3%	0.6%
Q3c. Overall quality of life in City	48.6%	41.9%	6.9%	2.1%	0.6%
Q3d. Overall appearance of City	31.8%	50.4%	11.8%	4.8%	1.1%
Q3e. Overall quality of City services	28.8%	55.6%	11.9%	3.0%	0.6%



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

(N=630)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	64.3%	29.7%	4.6%	0.6%	0.2%	0.6%
Q4b. As a place to raise children	64.3%	26.5%	3.8%	1.0%	0.3%	4.1%
Q4c. As a place to work	45.9%	36.1%	10.0%	2.4%	1.1%	4.5%

**EXCLUDING DON'T KNOW**

**Q4. Please rate the City of Auburn on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following: (without "don't know")**

(N=630)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	64.7%	29.9%	4.6%	0.6%	0.2%
Q4b. As a place to raise children	67.1%	27.6%	4.0%	1.0%	0.3%
Q4c. As a place to work	48.1%	37.8%	10.5%	2.5%	1.2%

**Q5. Lee County and the City of Auburn have experienced steady employment, population, and economic growth over the past two decades. In addressing this growth, please indicate where city officials should concentrate their efforts by ranking the top FIVE issues from the list below.**

(N=630)

	Highest Priority 1	2	3	4	Lowest Priority 5
Q5a. Bikeways	18.1%	16.3%	23.1%	20.0%	22.5%
Q5b. City school system	55.9%	13.7%	13.9%	6.1%	10.5%
Q5c. Codes enforcement	12.9%	17.4%	19.7%	24.2%	25.8%
Q5d. Fire protection	12.9%	25.4%	24.2%	21.3%	16.3%
Q5e. Police protection	23.2%	32.8%	20.1%	14.3%	9.6%
Q5f. Public transportation	16.0%	22.8%	28.6%	17.0%	15.5%
Q5g. Recreational opportunities	12.3%	22.2%	20.8%	22.6%	22.2%
Q5h. Sidewalks	17.0%	23.0%	22.0%	18.5%	19.5%
Q5i. Watershed protection	21.7%	18.7%	23.5%	19.3%	16.9%
Q5j. Traffic management	27.3%	22.1%	21.6%	15.5%	13.5%
Q5k. Walking trails	11.2%	15.4%	27.3%	21.7%	24.5%
Q5l. Zoning & land use	18.9%	28.2%	17.5%	16.1%	19.3%

**Q6. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Quality of police protection	38.3%	47.0%	8.4%	2.2%	1.1%	3.0%
Q6b. Visibility of police in neighborhoods	29.4%	42.4%	18.4%	5.9%	1.6%	2.4%
Q6c. Visibility of police in retail areas	24.8%	44.1%	21.6%	4.8%	1.0%	3.8%
Q6d. How quickly police respond to emergencies	28.6%	31.9%	10.8%	2.2%	0.6%	25.9%
Q6e. Efforts to prevent crime	24.9%	39.5%	16.5%	3.2%	1.6%	14.3%
Q6f. Police safety education programs	20.6%	26.7%	19.4%	3.2%	0.8%	29.4%
Q6g. Enforcement of traffic laws	28.1%	43.8%	14.9%	6.0%	2.1%	5.1%
Q6h. Quality of fire protection	35.4%	40.2%	8.3%	0.6%	0.6%	14.9%
Q6i. Fire personnel emergency response time	29.2%	28.7%	7.5%	0.5%	0.8%	33.3%
Q6j. Fire safety education programs	21.0%	27.8%	15.4%	2.1%	0.6%	33.2%
Q6k. Quality of local ambulance service	27.1%	29.4%	10.5%	1.4%	1.9%	29.7%
Q6l. Quality of animal control	18.1%	33.7%	19.0%	6.7%	3.7%	18.9%
Q6m. Enforcement of speed limits in neighborhoods	21.9%	34.6%	21.7%	12.5%	5.6%	3.7%

**EXCLUDING DON'T KNOW****Q6. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Quality of police protection	39.4%	48.4%	8.7%	2.3%	1.1%
Q6b. Visibility of police in neighborhoods	30.1%	43.4%	18.9%	6.0%	1.6%
Q6c. Visibility of police in retail areas	25.7%	45.9%	22.4%	5.0%	1.0%
Q6d. How quickly police respond to emergencies	38.5%	43.0%	14.6%	3.0%	0.9%
Q6e. Efforts to prevent crime	29.1%	46.1%	19.3%	3.7%	1.9%
Q6f. Police safety education programs	29.2%	37.8%	27.4%	4.5%	1.1%
Q6g. Enforcement of traffic laws	29.6%	46.2%	15.7%	6.4%	2.2%
Q6h. Quality of fire protection	41.6%	47.2%	9.7%	0.7%	0.7%
Q6i. Fire personnel emergency response time	43.8%	43.1%	11.2%	0.7%	1.2%
Q6j. Fire safety education programs	31.4%	41.6%	23.0%	3.1%	1.0%
Q6k. Quality of local ambulance service	38.6%	41.8%	14.9%	2.0%	2.7%
Q6l. Quality of animal control	22.3%	41.5%	23.5%	8.2%	4.5%
Q6m. Enforcement of speed limits in neighborhoods	22.7%	35.9%	22.6%	13.0%	5.8%



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

<u>Q7. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	104	16.5 %
Visibility of police in neighborhoods	95	15.1 %
Visibility of police in retail areas	21	3.3 %
How quickly police respond to emergencies	21	3.3 %
Efforts to prevent crime	77	12.2 %
Police safety education programs	14	2.2 %
Enforcement of traffic laws	44	7.0 %
Quality of fire protection	11	1.7 %
Fire personnel emergency response time	8	1.3 %
Fire safety education programs	4	0.6 %
Quality of local ambulance service	21	3.3 %
Quality of animal control	35	5.6 %
Enforcement of speed limits in neighborhoods	100	15.9 %
None chosen	75	11.9 %
Total	630	100.0 %

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

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	41	6.5 %
Visibility of police in neighborhoods	60	9.5 %
Visibility of police in retail areas	41	6.5 %
How quickly police respond to emergencies	27	4.3 %
Efforts to prevent crime	86	13.7 %
Police safety education programs	16	2.5 %
Enforcement of traffic laws	46	7.3 %
Quality of fire protection	42	6.7 %
Fire personnel emergency response time	13	2.1 %
Fire safety education programs	9	1.4 %
Quality of local ambulance service	16	2.5 %
Quality of animal control	35	5.6 %
Enforcement of speed limits in neighborhoods	71	11.3 %
None chosen	127	20.2 %
Total	630	100.0 %

**Q7. Which TWO areas of PUBLIC SAFETY do you think should be emphasized most by city leaders over the next two years? (top 2)**

<u>Q7. Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	145	23.0 %
Visibility of police in neighborhoods	155	24.6 %
Visibility of police in retail areas	62	9.8 %
How quickly police respond to emergencies	48	7.6 %
Efforts to prevent crime	163	25.9 %
Police safety education programs	30	4.8 %
Enforcement of traffic laws	90	14.3 %
Quality of fire protection	53	8.4 %
Fire personnel emergency response time	21	3.3 %
Fire safety education programs	13	2.1 %
Quality of local ambulance service	37	5.9 %
Quality of animal control	70	11.1 %
Enforcement of speed limits in neighborhoods	171	27.1 %
None chosen	75	11.9 %
Total	1133	

**Q8. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Clean up of debris/litter in neighborhoods	30.2%	43.8%	12.4%	8.3%	2.7%	2.7%
Q8b. Sign regulations	19.4%	42.4%	19.0%	8.3%	1.3%	9.7%
Q8c. Zoning regulations	15.7%	37.9%	20.8%	8.6%	2.1%	14.9%
Q8d. Unrelated occupancy regulations	12.1%	27.0%	24.1%	7.3%	2.5%	27.0%
Q8e. Building codes	14.9%	33.7%	22.4%	4.0%	0.8%	24.3%
Q8f. Erosion & sediment control regulations	14.0%	28.9%	21.0%	8.1%	2.7%	25.4%
Q8g. Fire codes and regulation	20.6%	38.3%	16.2%	1.4%	0.3%	23.2%

**EXCLUDING DON'T KNOW**

**Q8. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Clean up of debris/litter in neighborhoods	31.0%	45.0%	12.7%	8.5%	2.8%
Q8b. Sign regulations	21.4%	46.9%	21.1%	9.1%	1.4%
Q8c. Zoning regulations	18.5%	44.6%	24.4%	10.1%	2.4%
Q8d. Unrelated occupancy regulations	16.5%	37.0%	33.0%	10.0%	3.5%
Q8e. Building codes	19.7%	44.4%	29.6%	5.2%	1.0%
Q8f. Erosion & sediment control regulations	18.7%	38.7%	28.1%	10.9%	3.6%
Q8g. Fire codes and regulation	26.9%	49.8%	21.1%	1.9%	0.4%

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

<u>Q9. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Clean up of debris/litter in neighborhoods	166	26.3 %
Sign regulations	50	7.9 %
Zoning regulations	101	16.0 %
Unrelated occupancy regulations	59	9.4 %
Building codes	34	5.4 %
Erosion/sediment control regulations	81	12.9 %
Fire codes & regulations	20	3.2 %
None chosen	119	18.9 %
Total	630	100.0 %

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

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Clean up of debris/litter in neighborhoods	73	11.6 %
Sign regulations	57	9.0 %
Zoning regulations	82	13.0 %
Unrelated occupancy regulations	60	9.5 %
Building codes	54	8.6 %
Erosion/sediment control regulations	80	12.7 %
Fire codes & regulations	43	6.8 %
None chosen	181	28.7 %
Total	630	100.0 %

**Q9. Which TWO areas of ENFORCEMENT OF CODES AND ORDINANCES do you think should be emphasized most by city leaders over the next two years? (top 2)**

<u>Q9. Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
Clean up of debris/litter in neighborhoods	239	37.9 %
Sign regulations	107	17.0 %
Zoning regulations	183	29.0 %
Unrelated occupancy regulations	119	18.9 %
Building codes	88	14.0 %
Erosion/sediment control regulations	161	25.6 %
Fire codes & regulations	63	10.0 %
None chosen	119	18.9 %
Total	1079	

**Q10. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Residential garbage collection service	47.9%	38.9%	5.7%	2.2%	1.1%	4.1%
Q10b. Curbside recycling service	33.7%	34.1%	11.9%	7.0%	3.5%	9.8%
Q10c. Yard waste removal service	43.7%	35.2%	8.6%	2.5%	1.3%	8.7%
Q10d. Sanitary sewer service	33.7%	38.7%	11.1%	2.4%	1.0%	13.2%
Q10e. Water service	36.7%	40.2%	11.7%	3.0%	2.4%	6.0%
Q10f. Water Revenue Office customer service	28.7%	28.9%	15.2%	2.4%	2.4%	22.4%

**EXCLUDING DON'T KNOW**

**Q10. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Residential garbage collection service	50.0%	40.6%	6.0%	2.3%	1.2%
Q10b. Curbside recycling service	37.3%	37.9%	13.2%	7.7%	3.9%
Q10c. Yard waste removal service	47.8%	38.6%	9.4%	2.8%	1.4%
Q10d. Sanitary sewer service	38.8%	44.6%	12.8%	2.7%	1.1%
Q10e. Water service	39.0%	42.7%	12.5%	3.2%	2.5%
Q10f. Water Revenue Office customer service	37.0%	37.2%	19.6%	3.1%	3.1%



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

Q11. 1st choice	Number	Percent
Residential garbage collection service	110	17.5 %
Curbside recycling service	161	25.6 %
Yard waste removal service	55	8.7 %
Sanitary sewer service	48	7.6 %
Water service	68	10.8 %
Water Revenue Office customer service	41	6.5 %
None chosen	147	23.3 %
Total	630	100.0 %

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

Q11. 2nd choice	Number	Percent
Residential garbage collection service	62	9.8 %
Curbside recycling service	78	12.4 %
Yard waste removal service	70	11.1 %
Sanitary sewer service	66	10.5 %
Water service	92	14.6 %
Water Revenue Office customer service	35	5.6 %
None chosen	227	36.0 %
Total	630	100.0 %

**Q11. Which TWO areas of UTILITY AND ENVIRONMENTAL SERVICES do you think should be emphasized most by city leaders over the next two years? (top 2)**

Q11. Sum of top two choices	Number	Percent
Residential garbage collection service	172	27.3 %
Curbside recycling service	239	37.9 %
Yard waste removal service	125	19.8 %
Sanitary sewer service	114	18.1 %
Water service	160	25.4 %
Water Revenue Office customer service	76	12.1 %
None chosen	147	23.3 %
Total	1033	

**Q12. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Maintenance of streets (not on AU)	17.5%	47.8%	18.6%	11.0%	2.9%	2.4%
Q12b. Maintenance of sidewalks (not on AU)	17.9%	45.4%	21.4%	7.9%	2.9%	4.4%
Q12c. Maintenance of street signs	23.3%	52.1%	14.9%	5.4%	1.7%	2.5%
Q12d. Maintenance of traffic signals	28.3%	52.4%	12.4%	3.8%	0.5%	2.7%
Q12e. Maintenance of Downtown Auburn	33.2%	48.6%	11.4%	2.4%	0.8%	3.7%
Q12f. Maintenance of City buildings	26.8%	51.1%	12.2%	0.8%	1.0%	8.1%
Q12g. Mowing & trimming along streets & other public areas	28.1%	46.0%	14.9%	4.9%	2.7%	3.3%
Q12h. Overall cleanliness of streets & other public areas	27.1%	50.6%	13.3%	5.2%	1.4%	2.2%
Q12i. Adequacy of City street lighting	20.8%	42.1%	20.3%	10.2%	3.7%	3.0%
Q12j. Maintenance of water lines & fire hydrants	25.9%	44.3%	13.0%	1.9%	0.5%	14.4%
Q12k. Maintenance of sewer lines & manholes	24.9%	40.6%	13.7%	2.4%	1.0%	17.5%

**EXCLUDING DON'T KNOW**

**Q12. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Maintenance of streets (not on AU)	17.9%	48.9%	19.0%	11.2%	2.9%
Q12b. Maintenance of sidewalks (not on AU)	18.8%	47.5%	22.4%	8.3%	3.0%
Q12c. Maintenance of street signs	23.9%	53.4%	15.3%	5.5%	1.8%
Q12d. Maintenance of traffic signals	29.0%	53.8%	12.7%	3.9%	0.5%
Q12e. Maintenance of Downtown Auburn	34.4%	50.4%	11.9%	2.5%	0.8%
Q12f. Maintenance of City buildings	29.2%	55.6%	13.3%	0.9%	1.0%
Q12g. Mowing & trimming along streets & other public areas	29.1%	47.6%	15.4%	5.1%	2.8%
Q12h. Overall cleanliness of streets & other public areas	27.8%	51.8%	13.6%	5.4%	1.5%
Q12i. Adequacy of City street lighting	21.4%	43.4%	20.9%	10.5%	3.8%
Q12j. Maintenance of water lines & fire hydrants	30.2%	51.8%	15.2%	2.2%	0.6%
Q12k. Maintenance of sewer lines & manholes	30.2%	49.2%	16.5%	2.9%	1.2%

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

Q13. 1st choice	Number	Percent
Maintenance of streets (not on AU)	204	32.4 %
Maintenance of sidewalks (not on AU)	47	7.5 %
Maintenance of street signs	24	3.8 %
Maintenance of traffic signals	24	3.8 %
Maintenance of Downtown Auburn	26	4.1 %
Maintenance of City buildings	6	1.0 %
Mowing & trimming along streets & other public areas	35	5.6 %
Cleanliness of streets & other public areas	41	6.5 %
Adequacy of City street lighting	98	15.6 %
Maintenance of water lines & fire hydrants	13	2.1 %
Maintenance of sewer lines & manholes	14	2.2 %
None chosen	98	15.6 %
Total	630	100.0 %

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

Q13. 2nd choice	Number	Percent
Maintenance of streets (not on AU)	65	10.3 %
Maintenance of sidewalks (not on AU)	77	12.2 %
Maintenance of street signs	27	4.3 %
Maintenance of traffic signals	38	6.0 %
Maintenance of Downtown Auburn	48	7.6 %
Maintenance of City buildings	8	1.3 %
Mowing & trimming along streets & other public areas	51	8.1 %
Cleanliness of streets & other public areas	51	8.1 %
Adequacy of City street lighting	69	11.0 %
Maintenance of water lines & fire hydrants	18	2.9 %
Maintenance of sewer lines & manholes	25	4.0 %
None chosen	153	24.3 %
Total	630	100.0 %

**Q13. Which TWO areas of MAINTENANCE do you think should be emphasized most by city leaders over the next two years? (top 2)**

<u>Q13. Sum top two choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets (not on AU)	269	42.7 %
Maintenance of sidewalks (not on AU)	124	19.7 %
Maintenance of street signs	51	8.1 %
Maintenance of traffic signals	62	9.8 %
Maintenance of Downtown Auburn	74	11.7 %
Maintenance of City buildings	14	2.2 %
Mowing & trimming along streets & other public areas	86	13.7 %
Cleanliness of streets & other public areas	92	14.6 %
Adequacy of City street lighting	167	26.5 %
Maintenance of water lines & fire hydrants	31	4.9 %
Maintenance of sewer lines & manholes	39	6.2 %
None chosen	99	15.7 %
Total	1108	



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

(N=630)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q14a. In your neighborhood during the day	61.0%	32.1%	3.3%	1.3%	0.3%	2.1%
Q14b. In your neighborhood at night	38.6%	45.6%	8.4%	4.3%	1.0%	2.2%
Q14c. In City's parks	23.3%	41.1%	17.5%	4.6%	0.8%	12.7%
Q14d. In commercial & retail areas	32.7%	49.2%	12.4%	2.4%	0.2%	3.2%
Q14e. In Downtown Auburn	41.0%	45.9%	7.6%	1.3%	0.2%	4.1%
Q14f. Overall feeling of safety in Auburn	37.9%	51.4%	6.7%	1.4%	0.2%	2.4%

**EXCLUDING DON'T KNOW**

**Q14. Please rate your feeling of safety on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe." (without "don't know")**

(N=630)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q14a. In your neighborhood during the day	62.2%	32.7%	3.4%	1.3%	0.3%
Q14b. In your neighborhood at night	39.4%	46.6%	8.6%	4.4%	1.0%
Q14c. In City's parks	26.7%	47.1%	20.0%	5.3%	0.9%
Q14d. In commercial & retail areas	33.8%	50.8%	12.8%	2.5%	0.2%
Q14e. In Downtown Auburn	42.7%	47.8%	7.9%	1.3%	0.2%
Q14f. Overall feeling of safety in Auburn	38.9%	52.7%	6.8%	1.5%	0.2%

**Q15. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Quality of leadership provided by City's elected officials	27.1%	44.1%	14.3%	3.7%	1.4%	9.4%
Q15b. Effectiveness of appointed boards & commissions	22.7%	40.0%	17.9%	4.6%	0.8%	14.0%
Q15c. Effectiveness of the City Manager	29.2%	40.6%	14.4%	2.4%	1.0%	12.4%

**EXCLUDING DON'T KNOW**

**Q15. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Quality of leadership provided by City's elected officials	29.9%	48.7%	15.8%	4.0%	1.6%
Q15b. Effectiveness of appointed boards & commissions	26.4%	46.5%	20.8%	5.4%	0.9%
Q15c. Effectiveness of the City Manager	33.3%	46.4%	16.5%	2.7%	1.1%

**Q16. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Maintenance of parks	27.1%	46.7%	11.0%	3.2%	0.8%	11.3%
Q16b. Maintenance of cemeteries	25.4%	37.1%	11.0%	2.5%	0.6%	23.3%
Q16c. Number of parks	22.5%	39.2%	16.8%	9.8%	2.1%	9.5%
Q16d. Walking trails	19.0%	33.8%	19.2%	11.9%	2.9%	13.2%
Q16e. Biking paths & lanes	18.9%	29.7%	20.8%	11.3%	4.1%	15.2%
Q16f. Swimming pools	13.2%	29.7%	21.3%	7.1%	4.0%	24.8%
Q16g. Community recreation centers	15.9%	32.2%	23.0%	8.4%	2.9%	17.6%
Q16h. Outdoor athletic fields	27.0%	40.2%	11.9%	3.3%	1.3%	16.3%
Q16i. Youth athletic programs	24.3%	32.4%	14.4%	3.0%	0.8%	25.1%
Q16j. Adult athletic programs	16.0%	27.8%	19.2%	4.1%	1.3%	31.6%
Q16k. Other City recreation programs	18.3%	33.0%	19.4%	3.8%	1.3%	24.3%
Q16l. Ease of registering for programs	20.0%	33.0%	16.7%	2.7%	1.0%	26.7%
Q16m. Fees charged for recreation programs	18.7%	31.7%	19.5%	3.2%	2.2%	24.6%

**EXCLUDING DON'T KNOW**

**Q16. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Maintenance of parks	30.6%	52.6%	12.3%	3.6%	0.9%
Q16b. Maintenance of cemeteries	33.1%	48.4%	14.3%	3.3%	0.8%
Q16c. Number of parks	24.9%	43.3%	18.6%	10.9%	2.3%
Q16d. Walking trails	21.9%	38.9%	22.1%	13.7%	3.3%
Q16e. Biking paths & lanes	22.3%	35.0%	24.5%	13.3%	4.9%
Q16f. Swimming pools	17.5%	39.5%	28.3%	9.5%	5.3%
Q16g. Community recreation centers	19.3%	39.1%	27.9%	10.2%	3.5%
Q16h. Outdoor athletic fields	32.3%	48.0%	14.2%	4.0%	1.5%
Q16i. Youth athletic programs	32.4%	43.2%	19.3%	4.0%	1.1%
Q16j. Adult athletic programs	23.4%	40.6%	28.1%	6.0%	1.9%
Q16k. Other City recreation programs	24.1%	43.6%	25.6%	5.0%	1.7%
Q16l. Ease of registering for programs	27.3%	45.0%	22.7%	3.7%	1.3%
Q16m. Fees charged for recreation programs	24.8%	42.1%	25.9%	4.2%	2.9%

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

Q17. 1st choice	Number	Percent
Maintenance of parks	81	12.9 %
Maintenance of cemeteries	22	3.5 %
Number of parks	68	10.8 %
Walking trails	72	11.4 %
Biking paths & lanes	69	11.0 %
Swimming pools	35	5.6 %
Community recreation centers	50	7.9 %
Outdoor athletic fields	15	2.4 %
Youth athletic programs	24	3.8 %
Adult athletic programs	17	2.7 %
Other City recreation programs	19	3.0 %
Ease of registering for programs	10	1.6 %
Fees charged for recreation programs	23	3.7 %
None chosen	125	19.8 %
Total	630	100.0 %

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

Q17. 2nd choice	Number	Percent
Maintenance of parks	41	6.5 %
Maintenance of cemeteries	23	3.7 %
Number of parks	42	6.7 %
Walking trails	66	10.5 %
Biking paths & lanes	48	7.6 %
Swimming pools	35	5.6 %
Community recreation centers	51	8.1 %
Outdoor athletic fields	27	4.3 %
Youth athletic programs	25	4.0 %
Adult athletic programs	32	5.1 %
Other City recreation programs	24	3.8 %
Ease of registering for programs	14	2.2 %
Fees charged for recreation programs	25	4.0 %
None chosen	177	28.1 %
Total	630	100.0 %



**Q17. Which TWO areas of PARKS and RECREATION do you think should be emphasized most by city leaders over the next two years? (top 2)**

<u>Q17. Sum of top choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	122	19.4 %
Maintenance of cemeteries	45	7.1 %
Number of parks	110	17.5 %
Walking trails	138	21.9 %
Biking paths & lanes	117	18.6 %
Swimming pools	70	11.1 %
Community recreation centers	101	16.0 %
Outdoor athletic fields	42	6.7 %
Youth athletic programs	49	7.8 %
Adult athletic programs	49	7.8 %
Other City recreation programs	43	6.8 %
Ease of registering for programs	24	3.8 %
Fees charged for recreation programs	48	7.6 %
None chosen	125	19.8 %
Total	1083	

**Q18. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Ease of north-south travel by car	11.6%	40.8%	21.1%	19.7%	3.7%	3.2%
Q18b. Ease of east-west travel by car	13.2%	43.7%	21.1%	15.1%	3.2%	3.8%
Q18c. Ease of travel by bicycle	8.7%	15.4%	23.8%	12.2%	6.3%	33.5%
Q18d. Ease of pedestrian travel	14.3%	33.3%	22.4%	13.7%	4.0%	12.4%

**EXCLUDING DON'T KNOW**

**Q18. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Ease of north-south travel by car	12.0%	42.1%	21.8%	20.3%	3.8%
Q18b. Ease of east-west travel by car	13.7%	45.4%	21.9%	15.7%	3.3%
Q18c. Ease of travel by bicycle	13.1%	23.2%	35.8%	18.4%	9.5%
Q18d. Ease of pedestrian travel	16.3%	38.0%	25.5%	15.6%	4.5%

**Q19. 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=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Availability of information about Parks & Recreation programs & services	25.2%	45.7%	16.3%	5.2%	1.3%	6.2%
Q19b. Level of public involvement in local decision-making	15.4%	33.7%	25.7%	8.1%	3.5%	13.7%
Q19c. Quality of Open Line newsletter	26.5%	42.7%	15.4%	1.4%	0.6%	13.3%
Q19d. Quality of City's website	22.7%	37.1%	19.4%	2.9%	1.6%	16.3%
Q19e. Availability of information on other city's services & programs	19.4%	38.6%	22.7%	5.2%	1.3%	12.9%
Q19f. Transparency of City government/ City's willingness to openly share information with community	19.0%	34.6%	22.7%	7.8%	4.4%	11.4%

**EXCLUDING DON'T KNOW**

**Q19. 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." (without "don't know")**

(N=630)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Availability of information about Parks & Recreation programs & services	26.9%	48.7%	17.4%	5.6%	1.4%
Q19b. Level of public involvement in local decision-making	17.8%	39.0%	29.8%	9.4%	4.0%
Q19c. Quality of Open Line newsletter	30.6%	49.3%	17.8%	1.6%	0.7%
Q19d. Quality of City's website	27.1%	44.4%	23.1%	3.4%	1.9%
Q19e. Availability of information on other city's services & programs	22.2%	44.3%	26.0%	6.0%	1.5%
Q19f. Transparency of City government/ City's willingness to openly share information with community	21.5%	39.1%	25.6%	8.8%	5.0%

**Q20. The City is considering ways to fund expansions within the school system to accommodate increased enrollment. How supportive would you be of an increase in taxes/fees to help fund future expansion of the Auburn City School System?**

Q20. How supportive would you be of an increase in taxes/fees	Number	Percent
Very supportive	190	30.2 %
Somewhat supportive	211	33.5 %
No opinion	82	13.0 %
Somewhat opposed	65	10.3 %
Very opposed	82	13.0 %
Total	630	100.0 %

**Q20a. (Only if your answer to Question #20 was (5) very supportive or (4) somewhat supportive] Please check ALL of the options for increases you would be willing to support.**

Q20a. Options for increases	Number	Percent
Occupational license fees	164	40.9 %
Business license fees	216	53.9 %
Property taxes	214	53.4 %
Sales taxes	177	44.1 %
Don't know	11	2.7 %
Total	782	

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

<u>Q21. Have you called or visited City</u>	<u>Number</u>	<u>Percent</u>
Yes	207	32.9 %
No	418	66.3 %
Don't remember	5	0.8 %
Total	630	100.0 %

**Q21a. [Only if YES to Question #21] How easy was it to contact the person you needed to reach?**

<u>Q21a. How easy was the contact</u>	<u>Number</u>	<u>Percent</u>
Very easy	102	49.3 %
Somewhat easy	78	37.7 %
Difficult	19	9.2 %
Very Difficult	7	3.4 %
Don't know	1	0.5 %
Total	207	100.0 %

**Q21b. [Only if YES to Question #21] What department did you contact?**

<u>Q21b. What department</u>	<u>Number</u>	<u>Percent</u>
Police	52	25.1 %
Fire	6	2.9 %
Planning	18	8.7 %
Parks & Recreation	28	13.5 %
Finance	9	4.3 %
Public Works	43	20.8 %
City Manager's Office	22	10.6 %
Environmental Services	69	33.3 %
Codes Enforcement	31	15.0 %
Water Revenue Office	46	22.2 %
Water Resource Management	15	7.2 %
Other	22	10.6 %
None chosen	4	1.9 %
Total	365	

**Q21c. [Only if YES to Question #21] Was the department you contacted responsive to your issue?**

<u>Q21c. Was the department responsive</u>	<u>Number</u>	<u>Percent</u>
Yes	168	81.2 %
No	34	16.4 %
Don't remember	5	2.4 %
Total	207	100.0 %



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

Q22. Impact on neighborhood by Auburn University students	Number	Percent
Positive	243	38.6 %
Negative	67	10.6 %
No impact	273	43.3 %
Don't know	47	7.5 %
Total	630	100.0 %

**Q23. Do you have access to internet at your home?**

Q23. Access to internet at home	Number	Percent
Yes	572	90.8 %
No	54	8.6 %
Not provided	4	0.6 %
Total	630	100.0 %

**Q23a. [Only if YES to Question #23] Do you have high speed, broadband or dial-up internet access at your home?**

Q23a. What kind of internet access	Number	Percent
Broadband (DSL/cable)	513	89.7 %
Dial-Up	16	2.8 %
Broadband (satellite)	24	4.2 %
Don't know	19	3.3 %
Total	572	100.0 %

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

<u>Q24. Current rate of growth</u>	<u>Number</u>	<u>Percent</u>
Too fast	202	32.1 %
Too slow	33	5.2 %
About right	356	56.5 %
Don't know	39	6.2 %
Total	630	100.0 %

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

<u>Q25. City is building sufficient infrastructure</u>	<u>Number</u>	<u>Percent</u>
Yes	303	48.1 %
No	174	27.6 %
Don't know	153	24.3 %
Total	630	100.0 %

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

<u>Q26. City's efforts to pursue commercial &amp; industrial projects</u>	<u>Number</u>	<u>Percent</u>
Be increased	304	48.3 %
Stay the same	246	39.0 %
Be reduced	34	5.4 %
Don't know	46	7.3 %
Total	630	100.0 %

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

<u>Q27. How often do you use bicycle lanes</u>	<u>Number</u>	<u>Percent</u>
Monthly	24	3.8 %
Weekly	47	7.5 %
Daily	29	4.6 %
Occasionally	178	28.3 %
Never	346	54.9 %
Don't know	6	1.0 %
Total	630	100.0 %

**Q28. What priority would you place on the following projects?**

(N=630)

	Highest Priority									Lowest Priority
	1	2	3	4	5	6	7	8	9	10
Q28a. Additional Downtown parking	29.6%	14.2%	10.7%	10.5%	10.5%	5.1%	3.5%	5.3%	5.5%	5.1%
Q28b. Expanded fire protection & facilities	8.2%	18.2%	19.0%	13.6%	12.1%	7.1%	8.2%	7.2%	4.5%	2.0%
Q28c. Expanded police protection & facilities	16.5%	19.8%	16.1%	13.9%	7.4%	7.2%	5.2%	5.7%	5.2%	3.0%
Q28d. Road resurfacing & reconstruction	25.5%	12.8%	16.6%	13.8%	11.1%	7.3%	4.7%	2.4%	4.0%	1.8%
Q28e. Skateboard park	1.5%	2.4%	3.8%	2.6%	3.9%	5.3%	5.6%	7.3%	7.5%	60.0%
Q28f. Expanded recycling program & facilities	11.5%	10.4%	7.8%	12.5%	17.5%	10.0%	9.5%	7.8%	8.7%	4.3%
Q28g. New community center & pool	8.5%	9.7%	7.2%	7.8%	11.6%	12.1%	12.5%	11.0%	13.1%	6.5%
Q28h. New performing arts center	5.7%	4.7%	4.7%	7.4%	11.3%	12.3%	12.9%	17.4%	14.9%	8.7%
Q28i. Expansion of Kiesel Park trails & facilities	3.6%	6.4%	7.7%	9.4%	12.6%	15.6%	13.3%	14.7%	11.5%	5.3%
Q28j. Expansion of Jan Dempsey Community Arts Center	2.1%	4.0%	4.7%	6.0%	8.7%	9.0%	17.3%	17.1%	18.3%	12.8%

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

	<u>Mean</u>	<u>Sum</u>
number	2.74	1716
Under 5	0.16	102
5-9	0.23	146
10-14	0.22	137
15-19	0.18	112
20-24	0.14	87
25-34	0.25	158
35-44	0.50	311
45-54	0.34	215
55-64	0.37	234
65-74	0.25	158
75+	0.09	58

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

<u>Q31. Years lived in Auburn</u>	<u>Number</u>	<u>Percent</u>
3 or less years	80	12.7 %
4 or 5 years	71	11.3 %
6 to 10 years	107	17.0 %
11 to 20 years	142	22.5 %
21 to 30 years	94	14.9 %
31+ years	136	21.6 %
Total	630	100.0 %

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

<u>Q32. How many work within City limits</u>	<u>Number</u>	<u>Percent</u>
None	211	33.5 %
1 person	248	39.4 %
2 people	152	24.1 %
3 people	14	2.2 %
4 people	2	0.3 %
7 people	1	0.2 %
8 people	1	0.2 %
9 people	1	0.2 %
Total	630	100.0 %

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

<u>Q33. Full time Auburn University student</u>	<u>Number</u>	<u>Percent</u>
Yes	46	7.3 %
No	584	92.7 %
Total	630	100.0 %

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

<u>Q34. Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
Own	528	83.8 %
Rent	95	15.1 %
Not provided	7	1.1 %
Total	630	100.0 %



**Q35. What is your age?**

<u>Q35. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	121	19.2 %
35-44 years	146	23.2 %
45-54 years	117	18.6 %
55-64 years	123	19.5 %
65+ years	118	18.7 %
<u>Not provided</u>	<u>5</u>	<u>0.8 %</u>
Total	630	100.0 %

**Q36. Which of the following best describes your race/ethnicity?**

<u>Q36. Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	24	3.8 %
Black/African American	92	14.6 %
Hispanic	10	1.6 %
White	501	79.5 %
American Indian/Eskimo	2	0.3 %
Other	5	0.8 %
<u>Not provided</u>	<u>11</u>	<u>1.7 %</u>
Total	645	

**Q36. Which of the following best describes your race/ethnicity?**

<u>Q36. Other response</u>	<u>Number</u>	<u>Percent</u>
AMERICAN ITALIAN	1	20.0 %
FRENCH/CREOLE	1	20.0 %
MIXED	1	20.0 %
POLISH	1	20.0 %
INDIA	1	20.0 %
<u>Total</u>	<u>5</u>	<u>100.0 %</u>

**Q37. Your total household income is:**

<u>Q37. Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	74	11.7 %
\$30K to \$59,999	115	18.3 %
\$60K to \$99,999	199	31.6 %
\$100K+	196	31.1 %
<u>Not provided</u>	<u>46</u>	<u>7.3 %</u>
Total	630	100.0 %

**Q38. Your gender:**

<u>Q38. Gender</u>	<u>Number</u>	<u>Percent</u>
Male	303	48.1 %
Female	327	51.9 %
<u>Total</u>	<u>630</u>	<u>100.0 %</u>



City of Auburn  
Home of Auburn University

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January 2011

Dear Auburn Resident,

I'm writing to ask for your assistance with the 2011 Citizen Survey. This survey, administered annually by the City of Auburn for over 20 years, is an important tool for our community and its leaders. The feedback we receive from the results of the survey helps us gauge how successful we have been in providing quality services to the residents of Auburn and also helps us identify areas in which we can improve. The Citizen Survey is a vital instrument in establishing budget priorities and forming policy decisions. Auburn is known for its active and involved citizenry; your participation in this survey is another important way to get involved in helping guide your community.

This year, we have partnered with ETC Institute to administer the survey. ***Please take a few minutes to complete and return this survey in the next few days. If you are not a resident of the City of Auburn, please disregard this survey.*** A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. ETC Institute will compile the results and present a report to the City in a few weeks. Your responses to the questions in the survey are anonymous. The sticker on the survey serves only to identify broad geographic areas and helps us identify areas in the City where we might improve our service delivery.

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

Sincerely,

*Charles M. Duggan Jr.*

Charles M. Duggan, Jr.  
City Manager

Enclosure

# City of Auburn Citizen Survey for 2011

Welcome to the City of Auburn's Citizen Survey for 2011. Your input is an important part of the City's ongoing effort to involve citizens in long-range planning and investment decisions. Please take a few minutes to complete this survey. If you have questions about this survey, please call the City Manager, Charles M. Duggan, Jr., at 501-7260.

## OVERALL SATISFACTION

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

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

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

          
1st
          
2nd
          
3rd

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

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

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

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

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

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

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

<i>How satisfied are you with:</i>	Very			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 police protection .....	5	4	3	2	1	9
(B) visibility of police in neighborhoods .....	5	4	3	2	1	9
(C) visibility of police in retail areas.....	5	4	3	2	1	9
(D) how quickly police respond to emergencies .....	5	4	3	2	1	9
(E) efforts to prevent crime.....	5	4	3	2	1	9
(F) police safety education programs.....	5	4	3	2	1	9
(G) enforcement of traffic laws .....	5	4	3	2	1	9
(H) overall quality of fire protection .....	5	4	3	2	1	9
(I) fire personnel emergency response time.....	5	4	3	2	1	9
(J) fire safety education programs.....	5	4	3	2	1	9
(K) quality of local ambulance service.....	5	4	3	2	1	9
(L) quality of animal control.....	5	4	3	2	1	9
(M) enforcement of speed limits in neighborhoods....	5	4	3	2	1	9

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

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

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

<i>How satisfied are you with the enforcement of the following:</i>	Very			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 .....	5	4	3	2	1	9
(C) zoning regulations.....	5	4	3	2	1	9
(D) unrelated occupancy regulations .....	5	4	3	2	1	9
(E) building codes.....	5	4	3	2	1	9
(F) erosion & sediment control regulations .....	5	4	3	2	1	9
(G) fire codes and regulation .....	5	4	3	2	1	9

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Very Satisfied
Satisfied
Neutral
Dissatisfied
Very Dissatisfied
Don't Know

**How satisfied are you with:**

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

**20. The City is considering ways to fund expansions within the school system to accommodate increased enrollment. How supportive would you be of an increase in taxes/fees to help fund future expansion of the Auburn City School System?**

\_\_\_(5) very supportive \_\_\_(4) somewhat supportive \_\_\_(3) no opinion \_\_\_(2) somewhat opposed \_\_\_(1) very opposed

**20a.** [Only if your answer to Q#20 was (5) very supportive or (4) somewhat supportive] **Please check ALL of the options for increases you would be willing to support?**

- \_\_\_(1) occupational license fees
- \_\_\_(2) business license fees
- \_\_\_(3) property taxes
- \_\_\_(4) sales taxes

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

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

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

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

- \_\_\_(1) yes
- \_\_\_(2) no

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

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

**23. Do you have access to the Internet at your home?** \_\_\_(1) yes \_\_\_(2) no [skip to Q24]

**23a.** [Only if YES to #23] **Do you have high speed, broadband or dial-up Internet access at your home?**

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

- 24. Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?**  
 (1) too fast     (2) too slow     (3) about right     (9) don't know
- 25. Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?**  
 (1) yes     (2) no     (9) don't know
- 26. Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?**  
 (1) be increased     (2) stay the same     (3) be reduced     (9) don't know
- 27. How often do you use the City's bicycle lanes and facilities?**  
 (1) monthly     (2) weekly     (3) daily     (4) occasionally     (5) never
- 28. What priority would you place on the following projects?** [please indicate priority, with **1** being the HIGHEST priority and **10** being the LOWEST priority]  
 (A) additional downtown parking     (F) expanded recycling program & facilities  
 (B) expanded fire protection & facilities     (G) new community center and pool (Lake Wilmore)  
 (C) expanded police protection & facilities     (H) new performing arts center  
 (D) road resurfacing & reconstruction     (I) expansion of Kiesel Park trails and facilities  
 (E) skateboard park     (J) expansion of Jan Dempsey Community Arts Center
- 29. If you could change ONE thing about the City of Auburn, what would you change?**  


---
- 30. How many persons in your household (counting yourself), are?**
- |             |                          |            |                          |            |                          |
|-------------|--------------------------|------------|--------------------------|------------|--------------------------|
| under age 5 | <input type="checkbox"/> | ages 20-24 | <input type="checkbox"/> | ages 55-64 | <input type="checkbox"/> |
| ages 5-9    | <input type="checkbox"/> | ages 25-34 | <input type="checkbox"/> | ages 65-74 | <input type="checkbox"/> |
| ages 10-14  | <input type="checkbox"/> | ages 35-44 | <input type="checkbox"/> | ages 75+   | <input type="checkbox"/> |
| ages 15-19  | <input type="checkbox"/> | ages 45-54 | <input type="checkbox"/> |            |                          |
- 31. How many years have you lived in the City of Auburn?** \_\_\_\_\_ years
- 32. How many people in your household work within the Auburn city limits?** \_\_\_\_\_ people
- 33. Are you a full time Auburn University student?**     (1) yes     (2) no
- 34. Do you own or rent your current residence?**     (1) own     (2) rent
- 35. What is your age?**
- |   |   |
|---|---|
| <input type="checkbox"/> (1) under 25 years | <input type="checkbox"/> (4) 45 to 54 year  |
| <input type="checkbox"/> (2) 25 to 34 years | <input type="checkbox"/> (5) 55 to 64 years |
| <input type="checkbox"/> (3) 35 to 44 years | <input type="checkbox"/> (6) 65+ years      |
- 36. Which of the following best describes your race/ethnicity (check all that apply)?**
- |   |   |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) White                  |
| <input type="checkbox"/> (2) Black/African American | <input type="checkbox"/> (5) American Indian/Eskimo |
| <input type="checkbox"/> (3) Hispanic               | <input type="checkbox"/> (6) other: _____           |
- 36. Your total household income is:**
- |   |   |
|---|---|
| <input type="checkbox"/> (1) under \$30,000       | <input type="checkbox"/> (3) \$60,000 to \$99,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (4) more than \$100,000  |
- 37. Your gender:**     (1) male     (2) female

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain **completely confidential**. The information printed on the sticker to the right will ONLY be used to geographically code the responses and to help identify specific areas for improvement. Thank you!