

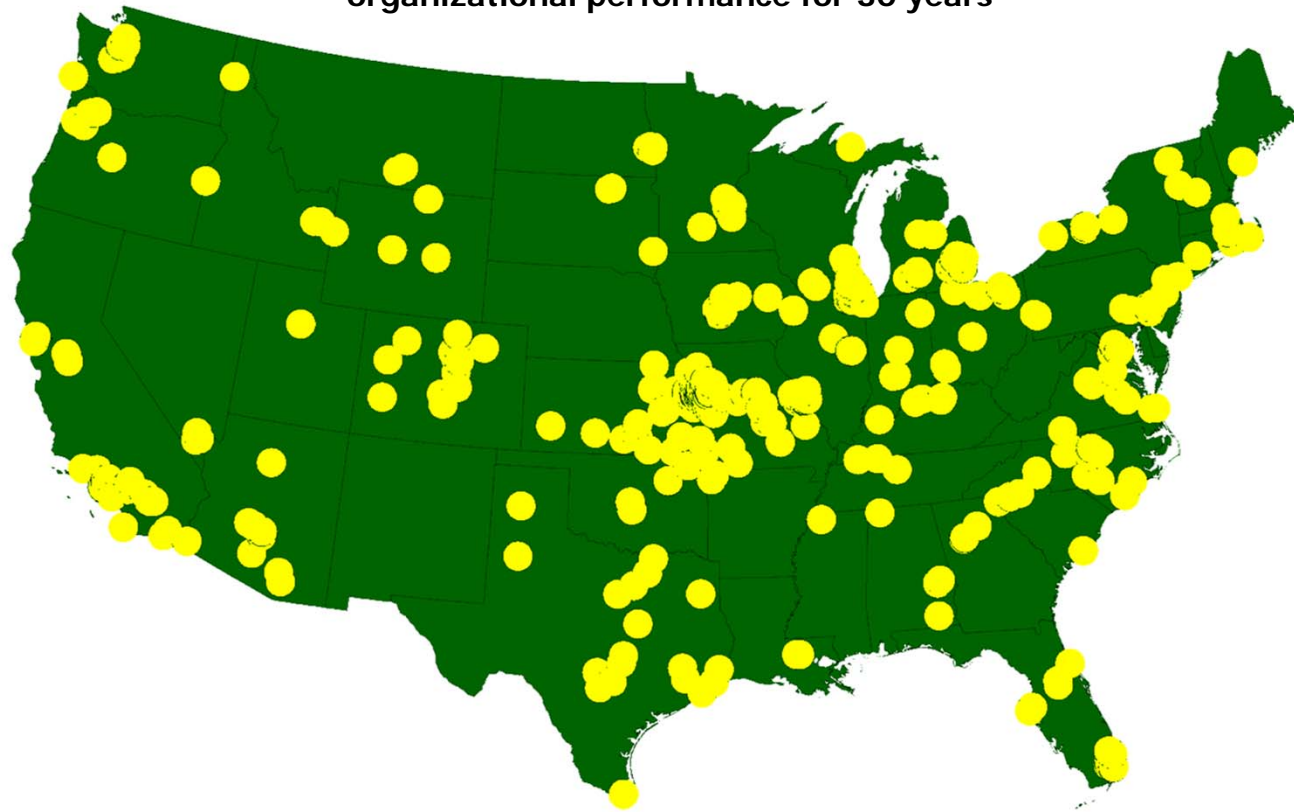
City of Auburn 2015 DirectionFinder[®] Survey Findings

Presented by
ETC Institute
April 2015

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

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



**More than 2,000,000 Persons Surveyed Since 2006 for
more than 700 cities in 49 States**



Agenda

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

Purpose

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

Methodology

- **Survey Description**
 - the survey contained many of the questions from previous years
 - survey was 7 pages in length
- **Method of Administration**
 - mailed to a random sample of households in the City
 - phone follow-ups done 7 days after the mailing
 - each survey took approximately 15-20 minutes to complete
- **Sample Size/Number of Completed Surveys:**
 - Goal: 600
 - Actual: 692
- **Confidence Level: 95%**
- **Margin of Error: +/- 3.7% overall**

Q32. Demographics: What is Your Age?

by percentage of residents surveyed

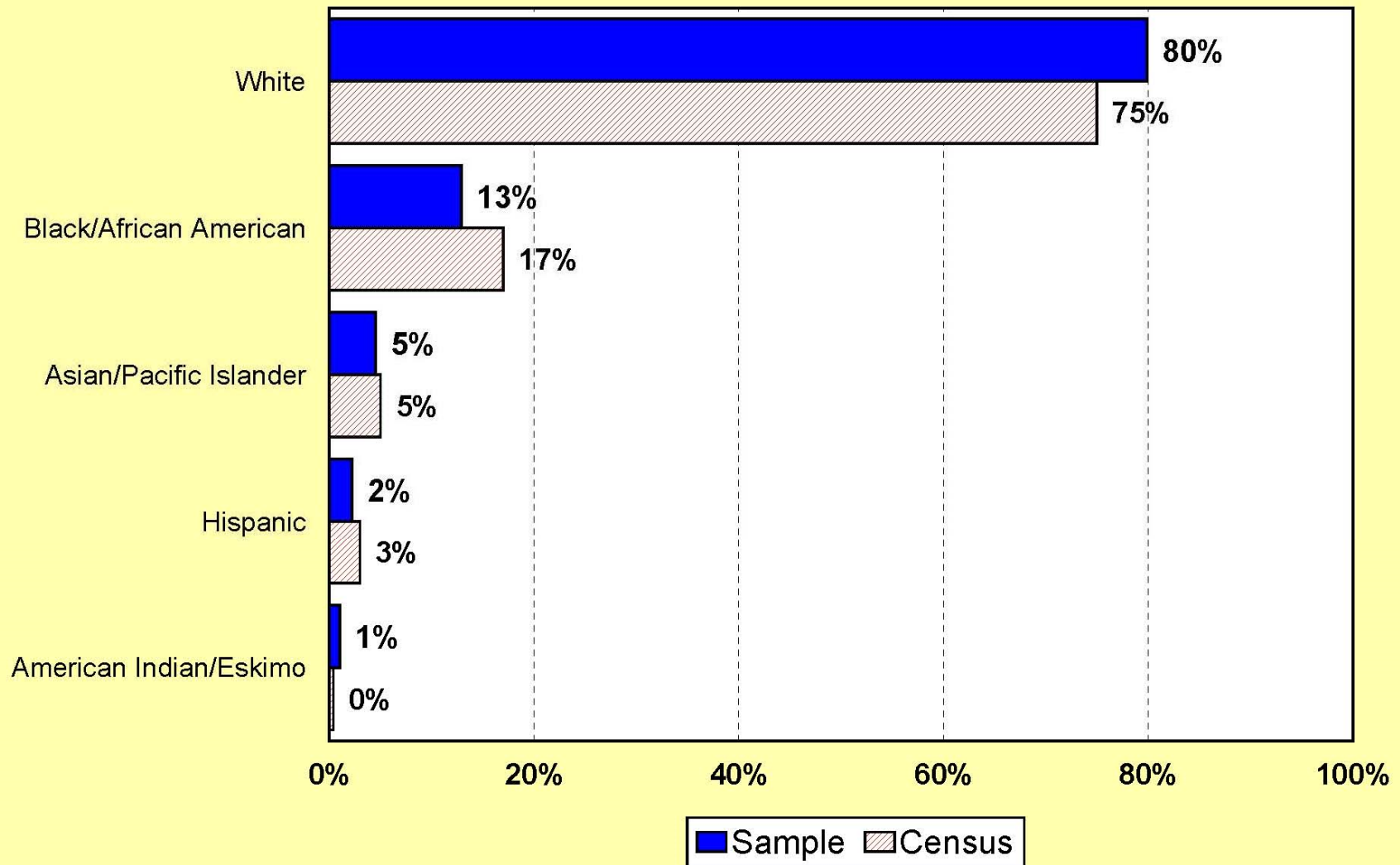


Good Representation By AGE

Source: ETC Institute (2015)

Q33. Demographics: Which best describes your race/ethnicity?

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

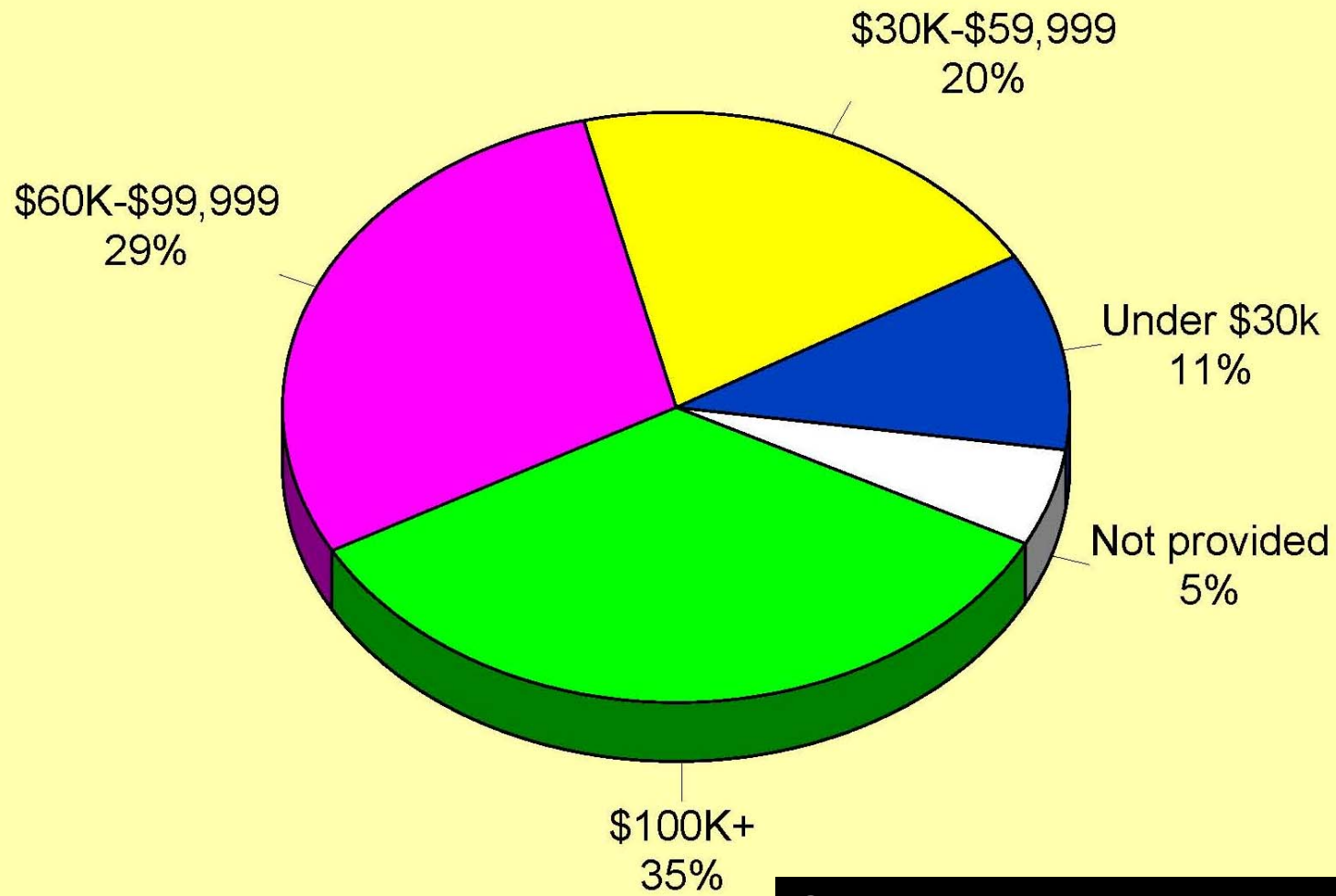


Source: ETC Institute (2015)

Good Representation By RACE/ETHNICITY

Q34. Demographics: Total Annual Household Income

by percentage of residents surveyed

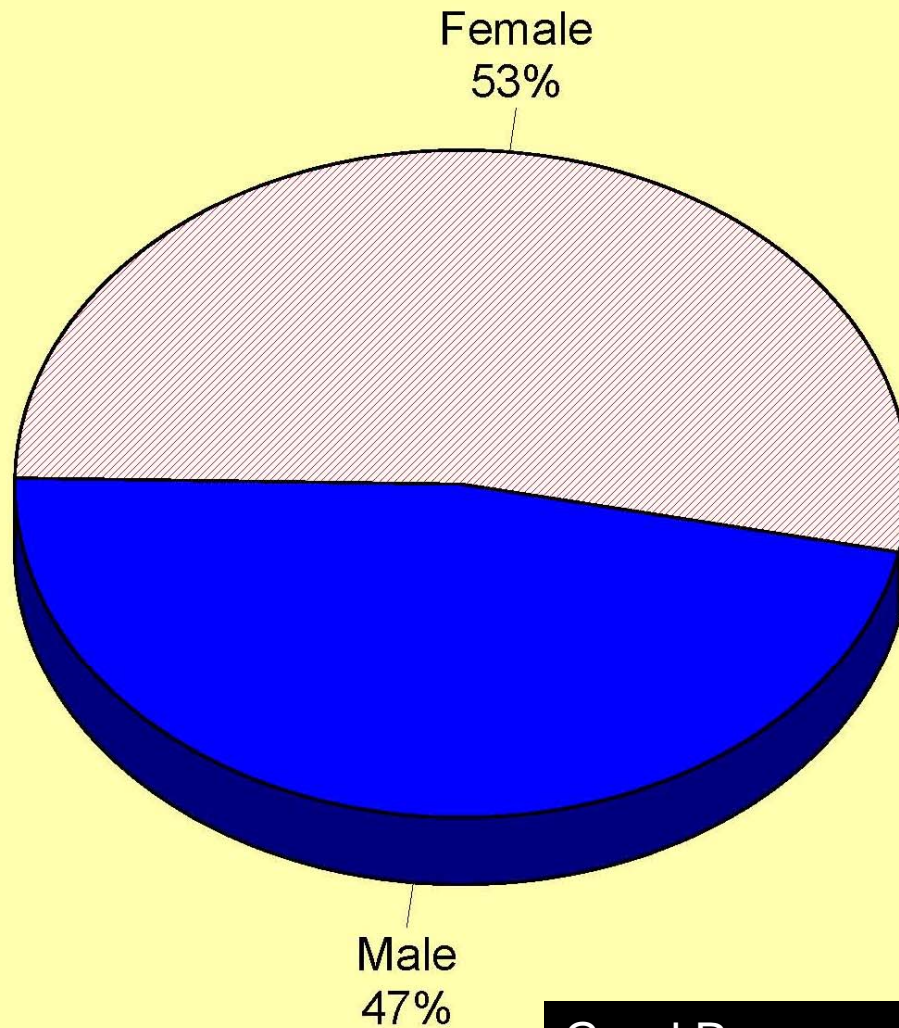


Source: ETC Institute (2015)

Good Representation By INCOME

Q35. Demographics: Gender of the Respondents

by percentage of residents surveyed

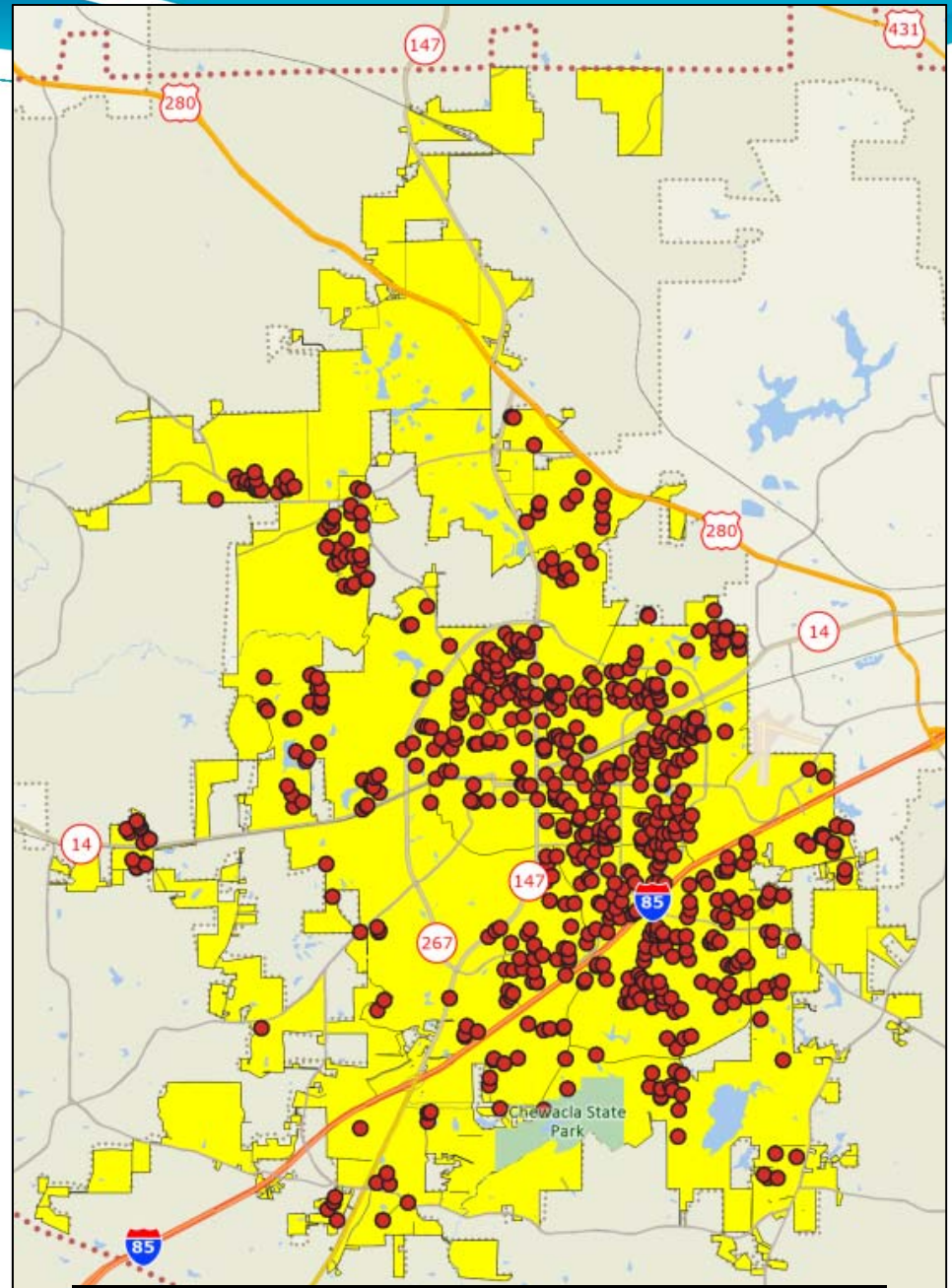


Good Representation By GENDER

Source: ETC Institute (2015)

City of Auburn 2015 Citizen Survey

Location of Respondents



Good Representation By LOCATION

Bottom Line Up Front

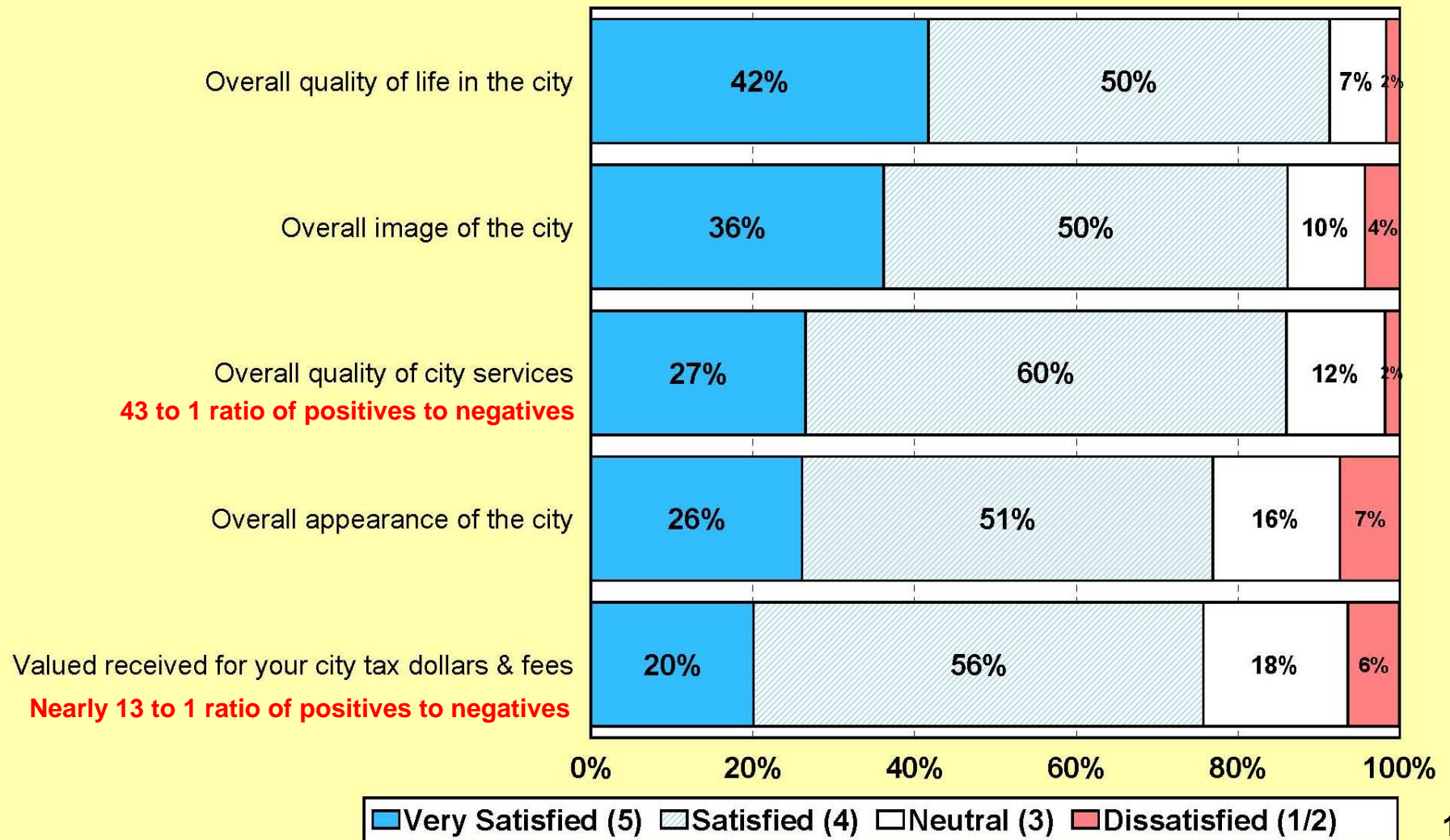
- The City of Auburn has an excellent “brand”
- Overall satisfaction with City services remains high
 - Since 2006, there have been significant increases in 50 areas that are assessed on the survey with no significant decreases
 - Overall, ratings were slightly lower in 2014 than 2015
- The City is equitably serving all areas of the City
- Auburn is setting the standard for the delivery of City services
- The City’s ratings are among the highest in the nation
- Traffic flow and maintenance of infrastructure continue to be the top opportunities for improvement

Major Finding #1

**Residents Have Very Positive
Perceptions of the City**

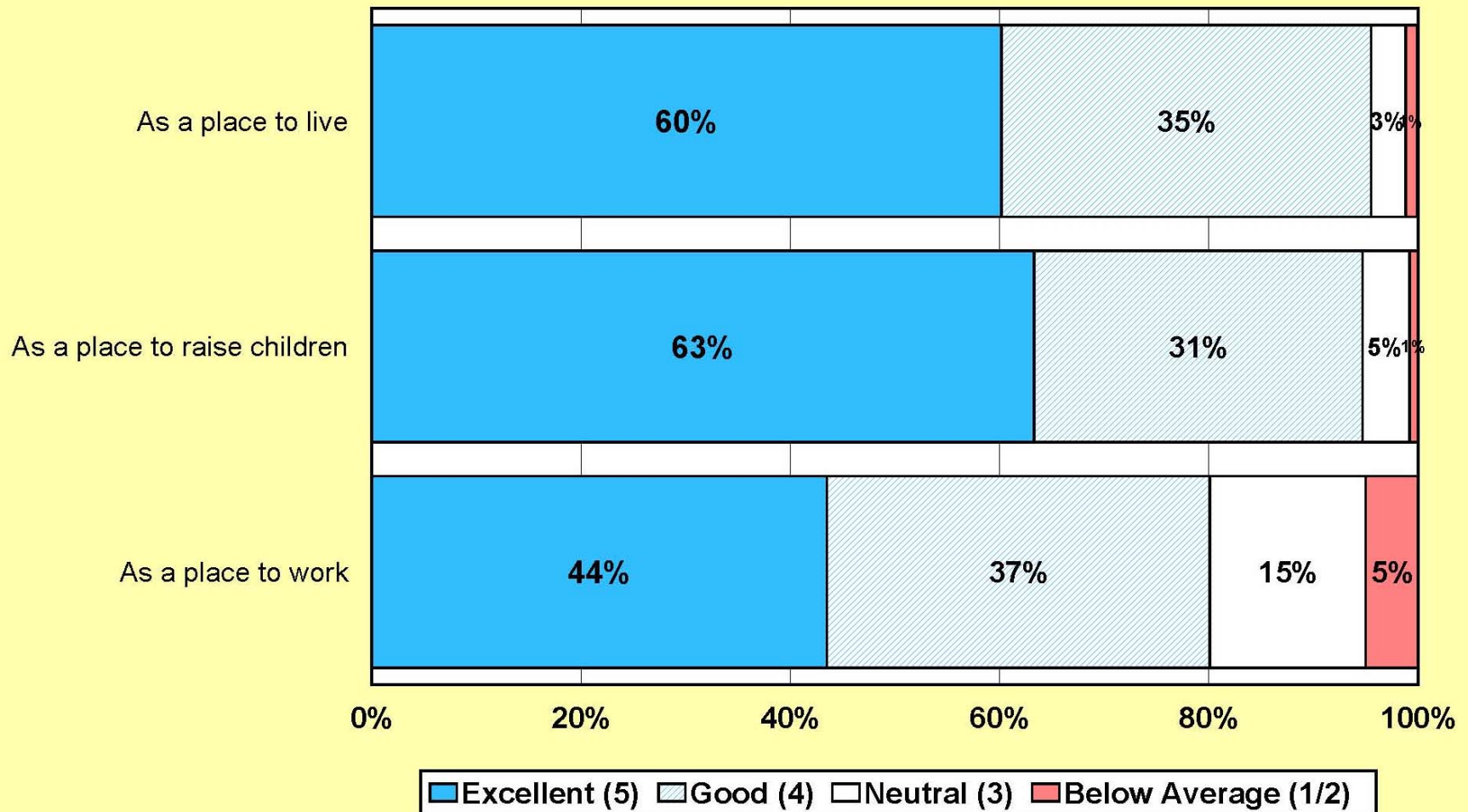
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

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



Q4. Quality of Life in the City of Auburn

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



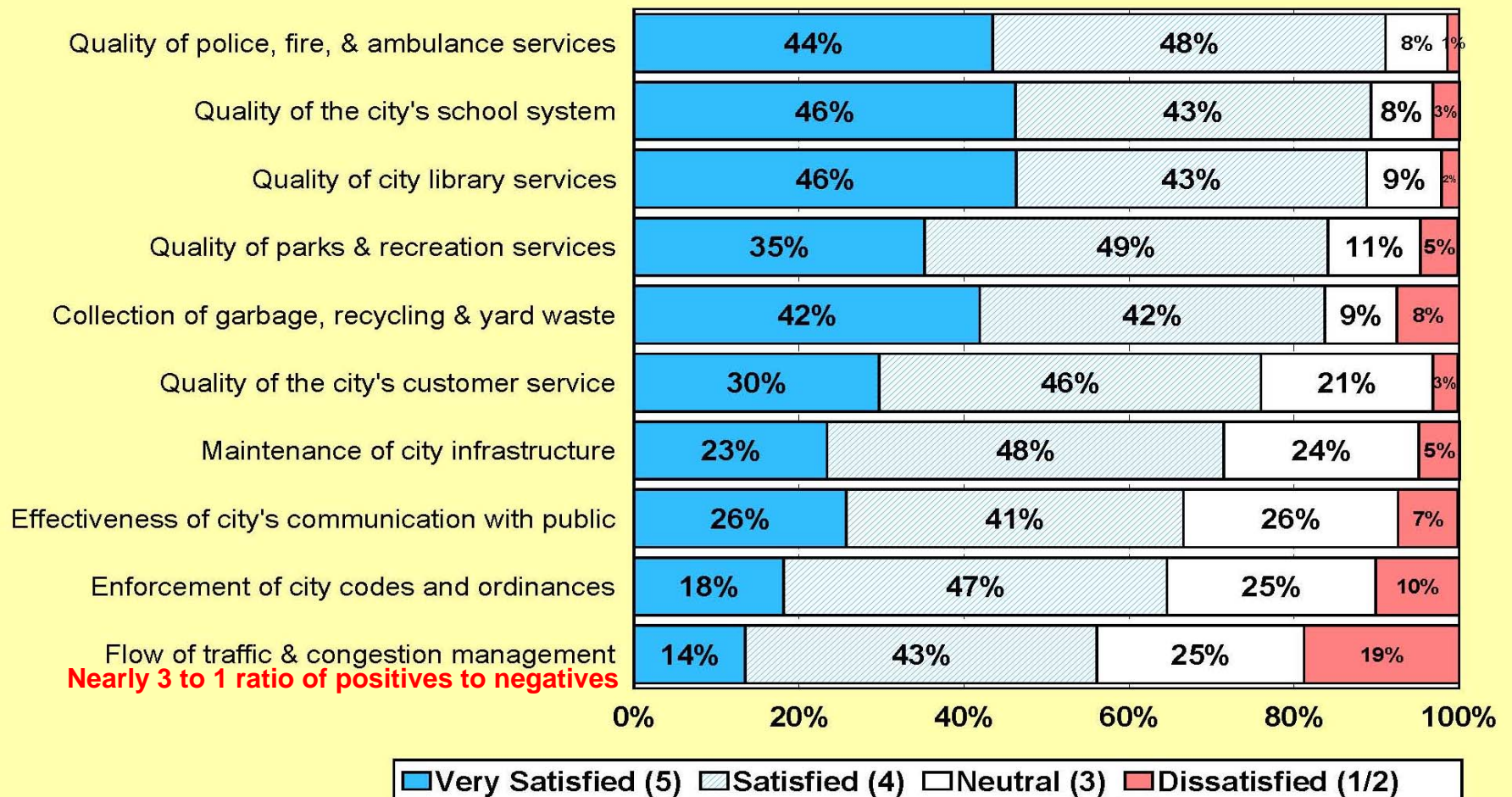
Source: ETC Institute (2015)

14

The very high percentage of "excellent" ratings indicates that the City has an great brand

Q1. Overall Satisfaction With City Services by Major Category

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



Source: ETC Institute (2015)

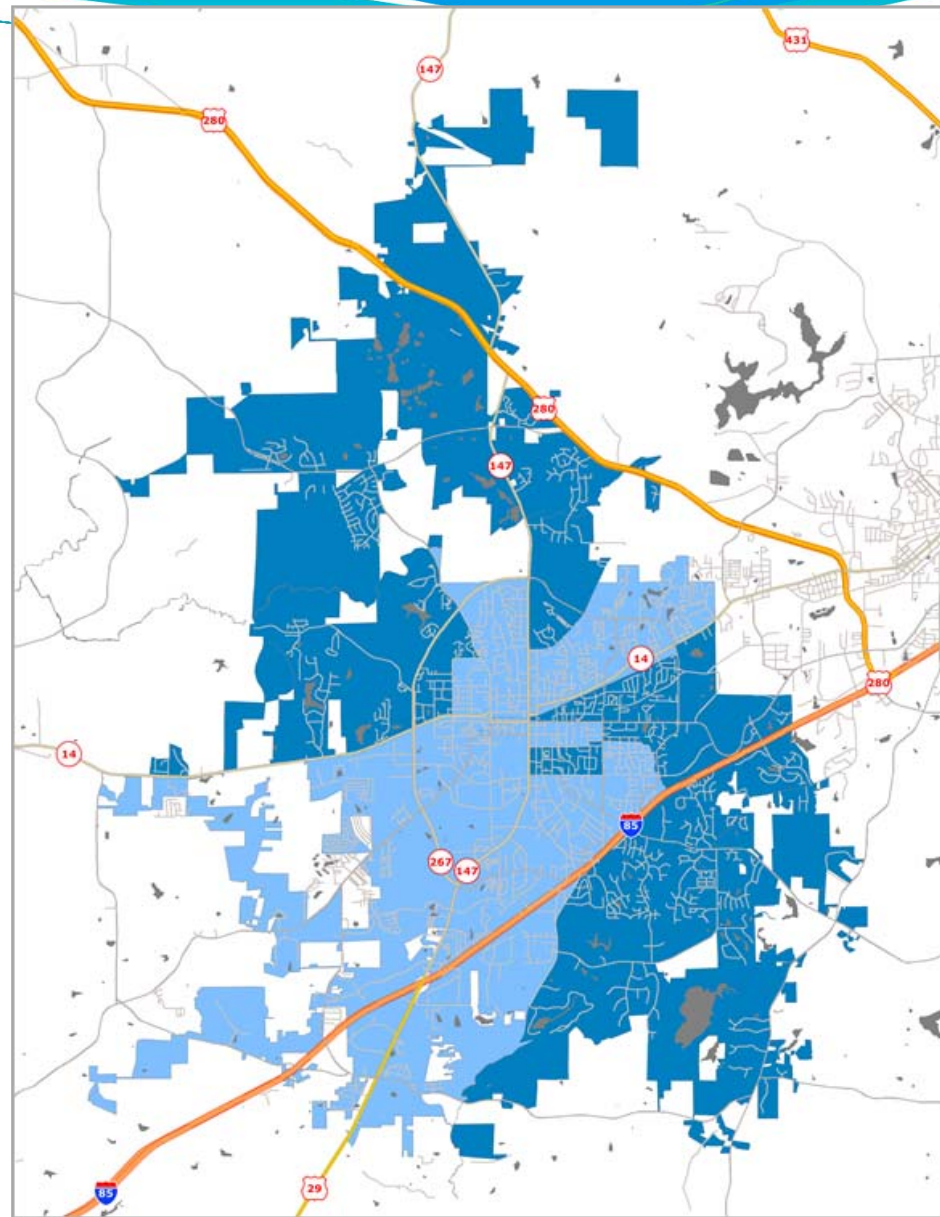
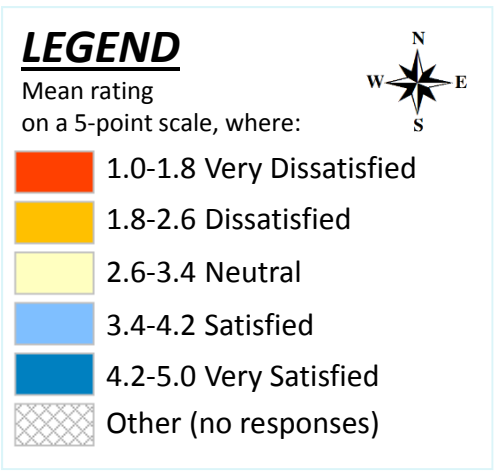
Satisfaction with City Services in High in ALL AREAS

Major Finding #2

**The City is Equitably Serving
Residents in All Areas
of the City**

Satisfaction with the OVERALL quality of services provided by the City

While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is High in All Areas of the City

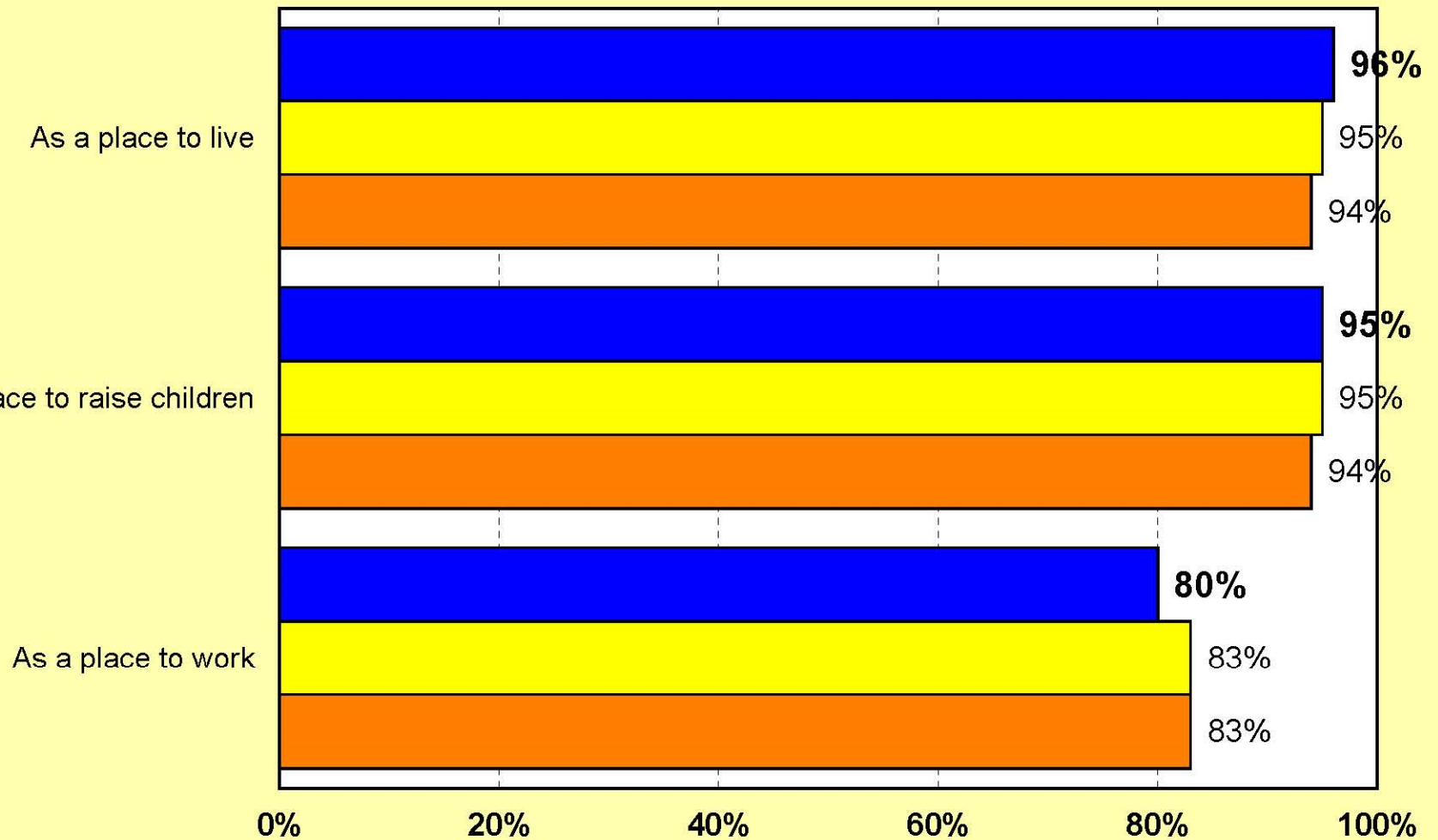


Major Finding #3

**The City Is Moving in the
Right Direction**

TRENDS: Ratings of the Quality of Life in the City of Auburn (2006, 2014 & 2015)

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



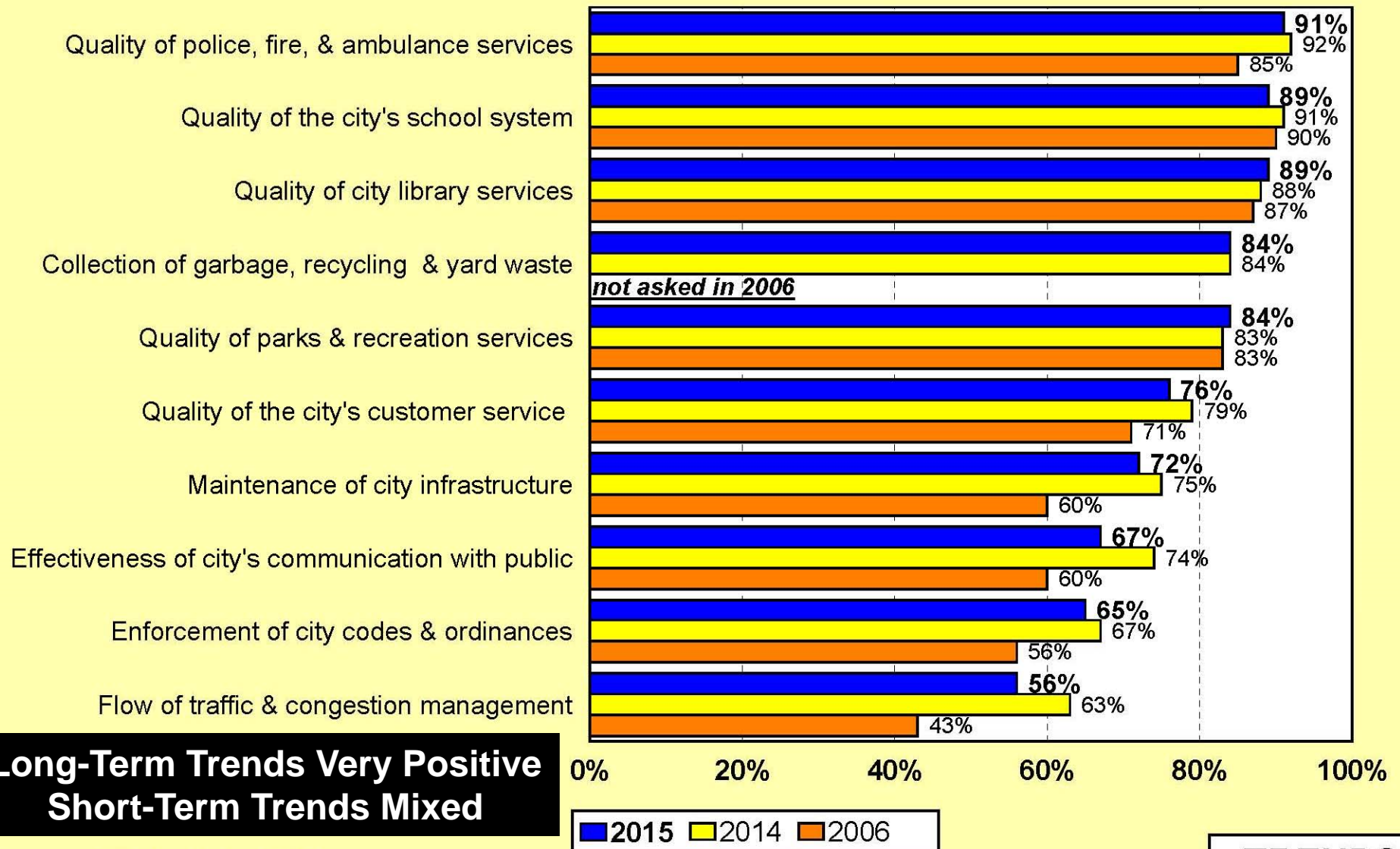
**Perceptions of the City
Remain Very Positive**

■ 2015 ■ 2014 ■ 2006

TRENDS

TRENDS: Overall Satisfaction With City Services by Major Category (2006, 2014 & 2015)

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



Long-Term Trends Very Positive
Short-Term Trends Mixed

Source: ETC Institute (2015)

TRENDS

**LONG-TERM
TRENDS**
**Since 2006,
Ratings Have
Significantly
Improved in
50 Areas. There
Have Been NO
Significant
Decreases**

Category	by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)		Change	Category
	2015	2006	From 2006	
SIGNIFICANT INCREASES				
Maintenance of walking trails	83%	58%	25%	Parks and Recreation
Quality of community recreation centers	75%	52%	23%	Parks and Recreation
Community recreation centers	75%	52%	23%	Parks and Recreation
Maintenance of streets	76%	57%	19%	Maintenance
Ease of pedestrian travel in Auburn	66%	47%	19%	Traffic Flow and Transportation
Maintenance of swimming pools	66%	48%	18%	Parks and Recreation
Enforcement of traffic laws	74%	58%	16%	Public Safety
In City parks	81%	66%	15%	Feeling of Safety
Visibility of police in retail areas	75%	60%	15%	Public Safety
Visibility of police in neighborhoods	76%	61%	15%	Public Safety
Quality of local ambulance service	84%	70%	14%	Public Safety
Police safety education programs	68%	54%	14%	Public Safety
Maintenance of biking paths/lanes	71%	58%	13%	Parks and Recreation
Flow of traffic & congestion management	56%	43%	13%	Overall Satisfaction
Maintenance of city infrastructure	72%	60%	12%	Overall Satisfaction
Fire personnel emergency response time	88%	76%	12%	Public Safety
Quality of fire safety education programs	74%	62%	12%	Public Safety
Maintenance of street signs	86%	75%	11%	Maintenance
Overall cleanliness of streets/public areas	84%	74%	10%	Maintenance
Quality of swimming pools	58%	48%	10%	Parks and Recreation
Maintenance of sidewalks	75%	65%	10%	Maintenance
Overall quality of City services	86%	77%	9%	Perceptions
Enforcement of city codes & ordinances	65%	56%	9%	Overall Satisfaction
Residential garbage collection	93%	84%	9%	Garbage & Water
Fees charged for recreation programs	68%	60%	8%	Parks and Recreation
Ease of registering for programs	73%	65%	8%	Parks and Recreation
In commercial and retail areas	85%	77%	8%	Feeling of Safety
Maintenance of downtown Auburn	88%	80%	8%	Maintenance
Value received for your city tax dollars and fees	76%	68%	8%	Perceptions
Yard waste removal service	86%	78%	8%	Garbage & Water
Overall quality of fire protection	90%	83%	7%	Public Safety
Water service	85%	78%	7%	Garbage & Water
Utility Billing Office customer service	78%	71%	7%	Garbage & Water
Maintenance of traffic signals	87%	80%	7%	Maintenance
Quality of Open Line newsletter	80%	73%	7%	City Communication
Effectiveness of city's communication with public	67%	60%	7%	Overall Satisfaction
Ease of travel by bicycle in Auburn	41%	34%	7%	Traffic Flow and Transportation
Mowing/trimming along streets and public areas	80%	74%	6%	Maintenance
Maintenance of cemeteries	79%	73%	6%	Parks and Recreation
Overall feeling of safety in Auburn	93%	87%	6%	Feeling of Safety
Police response time	79%	73%	6%	Public Safety
Quality of police, fire, & ambulance services	91%	85%	6%	Overall Satisfaction
Overall appearance of the City	77%	71%	6%	Perceptions
Overall quality of police protection	88%	82%	6%	Public Safety
Quality of adult athletic programs	64%	59%	5%	Parks and Recreation
Quality of the city's customer service	76%	71%	5%	Overall Satisfaction
Overall quality of life in the City	91%	86%	5%	Perceptions
Overall image of the City	86%	81%	5%	Perceptions
Efforts to prevent crime	73%	69%	4%	Public Safety
Adequacy of city street lighting	65%	61%	4%	Maintenance
SIGNIFICANT DECREASES				
NONE				



Notable Short-Term Trends: Increases

Two-Year Trends (2013 to 2015)

- Quality of community recreation centers (+16%)
- Quality of senior programs (+15%)
- Maintenance of community rec centers (+12%)
- Feeling of safety in city parks (+10%)
- Special needs/therapeutics programs (+10%)

One-Year Trends (2014 to 2015)

- Quality of senior programs (+10%)
- Special needs/therapeutics programs (+6%)
- Ease of registering for recreation programs (+3%)
- Feeling of safety in city parks (+3%)
- Maintenance of streets (+3%)



Notable Short-Term Trends: Decreases

Two-Year Trends (2013 to 2015)

- Quality of new residential development (-8%)
- Quality of the city's website (-7%)
- Effectiveness of communication with public (-7%)
- The city's efforts to plan for growth (-6%)
- Effectiveness of appointed boards/commissions (-6%)

One-Year Trends (2014 to 2015)

- Adequacy of city street lighting (-9%)
- Effectiveness of appointed boards/commissions (-7%)
- Effectiveness of communication with public (-7%)
- Flow of traffic and congestion management (-7%)
- Level of public involvement in decision-making (-6%)

Major Finding #4

**The City of Auburn is Setting
the Standard for the Delivery
of City Services**

NATIONAL COMPARISONS

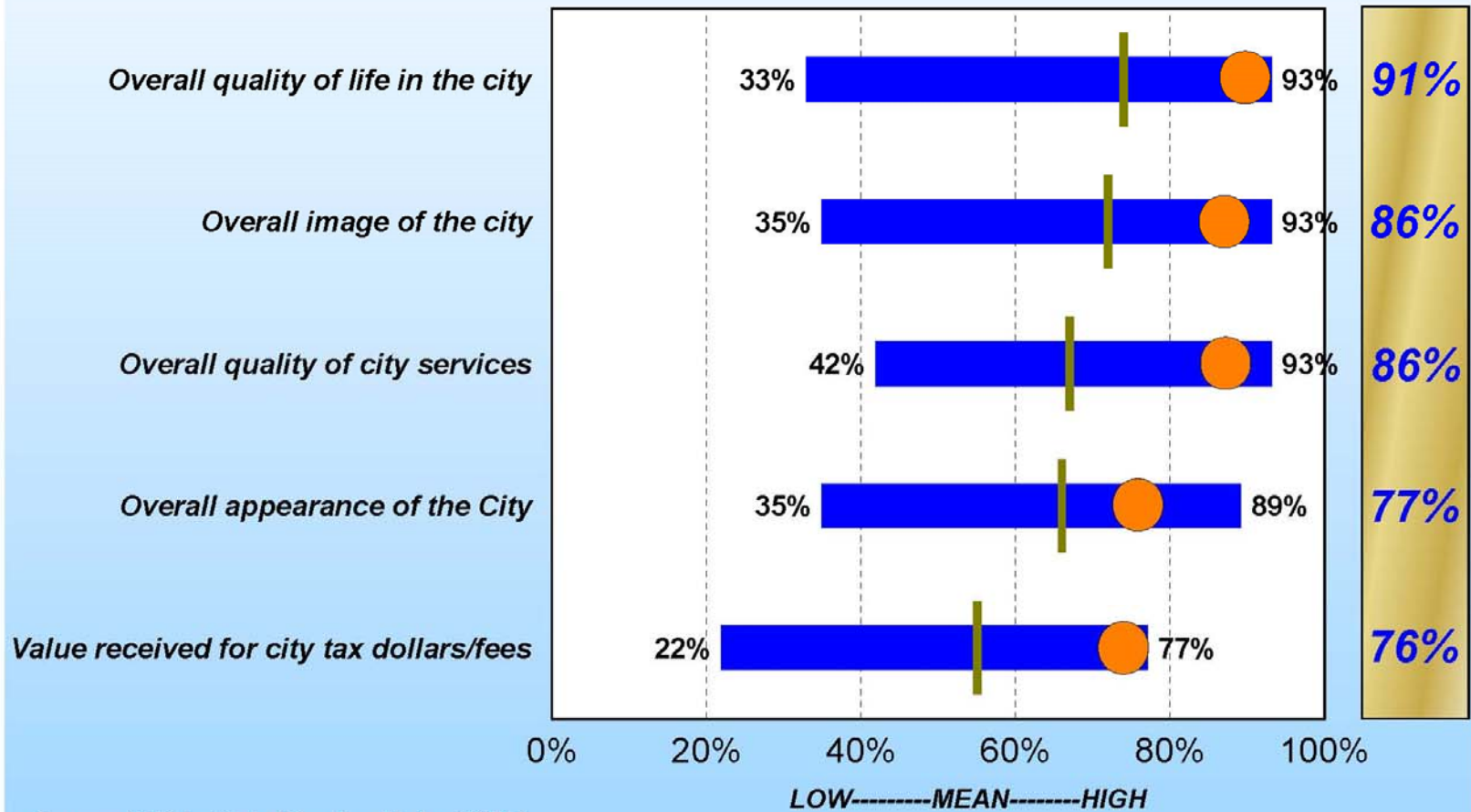
**Auburn Rated
Above the
National Average
in 59 of 62 Areas;
53 Items Were
Significantly
Above Average**

Category	by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)		Percent Above/Below w National Average	Category
	Auburn	National Average		
SIGNIFICANT INCREASES				
Overall quality of City services	86%	56%	30%	Perceptions of the City
Value received for city tax dollars/fees	76%	46%	30%	Perceptions of the City
Maintenance of walking trails	83%	54%	29%	Parks and Recreation
In downtown	92%	64%	28%	Feeling of Safety
Clean-up of debris/litter	82%	54%	28%	Code Enforcement
Quality of school system	89%	64%	25%	Overall Satisfaction
In your neighborhood at night	85%	62%	23%	Feeling of Safety
Quality of customer service	76%	55%	21%	Overall Satisfaction
Overall image of the city	86%	65%	21%	Perceptions of the City
As a place to raise children	95%	74%	21%	Quality of Life
As a place to work	80%	60%	20%	Quality of Life
As a place to live	96%	77%	19%	Quality of Life
Maintenance of major city streets	76%	57%	19%	Maintenance
Maintenance of sidewalks	75%	56%	19%	Maintenance
Effectiveness of the City Manager	67%	49%	18%	City Leadership
Effectiveness of communication with the public	67%	50%	17%	Overall Satisfaction
Overall quality of life in the city	91%	74%	17%	Perceptions of the City
Overall feeling of safety	93%	76%	17%	Feeling of Safety
Mowing/trimming of streets & public areas	80%	63%	17%	Maintenance
Maintenance of biking trails	71%	54%	17%	Parks and Recreation
Maintenance of city infrastructure	72%	56%	16%	Overall Satisfaction
In city parks	81%	65%	16%	Feeling of Safety
Leadership of elected officials	63%	47%	16%	City Leadership
Cleanliness of city streets & public areas	84%	68%	16%	Maintenance
Youth athletic programs	78%	62%	16%	Parks and Recreation
Quality of swimming pools	58%	42%	16%	Parks and Recreation
Quality of parks & recreation services	84%	69%	15%	Overall Satisfaction
Quality of police protection	88%	74%	14%	Public Safety
Visibility of police in neighborhoods	76%	62%	14%	Public Safety
Adult athletic programs	64%	50%	14%	Parks and Recreation
Clean-up of large junk/abandoned vehicles	77%	64%	13%	Code Enforcement
Enforcement of codes & ordinances	65%	53%	12%	Overall Satisfaction
Visibility of police in retail areas	75%	63%	12%	Public Safety
Efforts to prevent crime	73%	61%	12%	Public Safety
Availability of info on parks & rec prgms/services	67%	55%	12%	Communication
Yard waste collection service	86%	74%	12%	Utilities
Police, fire, & ambulance service	91%	81%	10%	Overall Satisfaction
Quality of city library services	89%	79%	10%	Overall Satisfaction
Overall appearance of the city	77%	67%	10%	Perceptions of the City
Police response time to emergencies	79%	69%	10%	Public Safety
In your neighborhood during the day	97%	87%	10%	Feeling of Safety
Maintenance of parks	86%	77%	9%	Parks and Recreation
Outdoor athletic fields	76%	67%	9%	Parks and Recreation
Quality of garbage collection service	93%	84%	9%	Utilities
Maintenance of traffic signals	87%	79%	8%	Maintenance
Ease of registering for programs	73%	65%	8%	Parks and Recreation
Clean-up of overgrown and weedy lots	61%	53%	8%	Code Enforcement
Enforcement of local traffic laws	74%	67%	7%	Public Safety
Police safety education programs	68%	61%	7%	Public Safety
Maintenance of street signs	86%	79%	7%	Maintenance
Effectiveness of appointed boards/commissions	56%	50%	6%	City Leadership
Fire safety education programs	74%	69%	5%	Public Safety
Water service	85%	80%	5%	Utilities
SIGNIFICANT DECREASES				
NONE				

Perceptions that Residents Have of the City in Which They Live - 2015

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

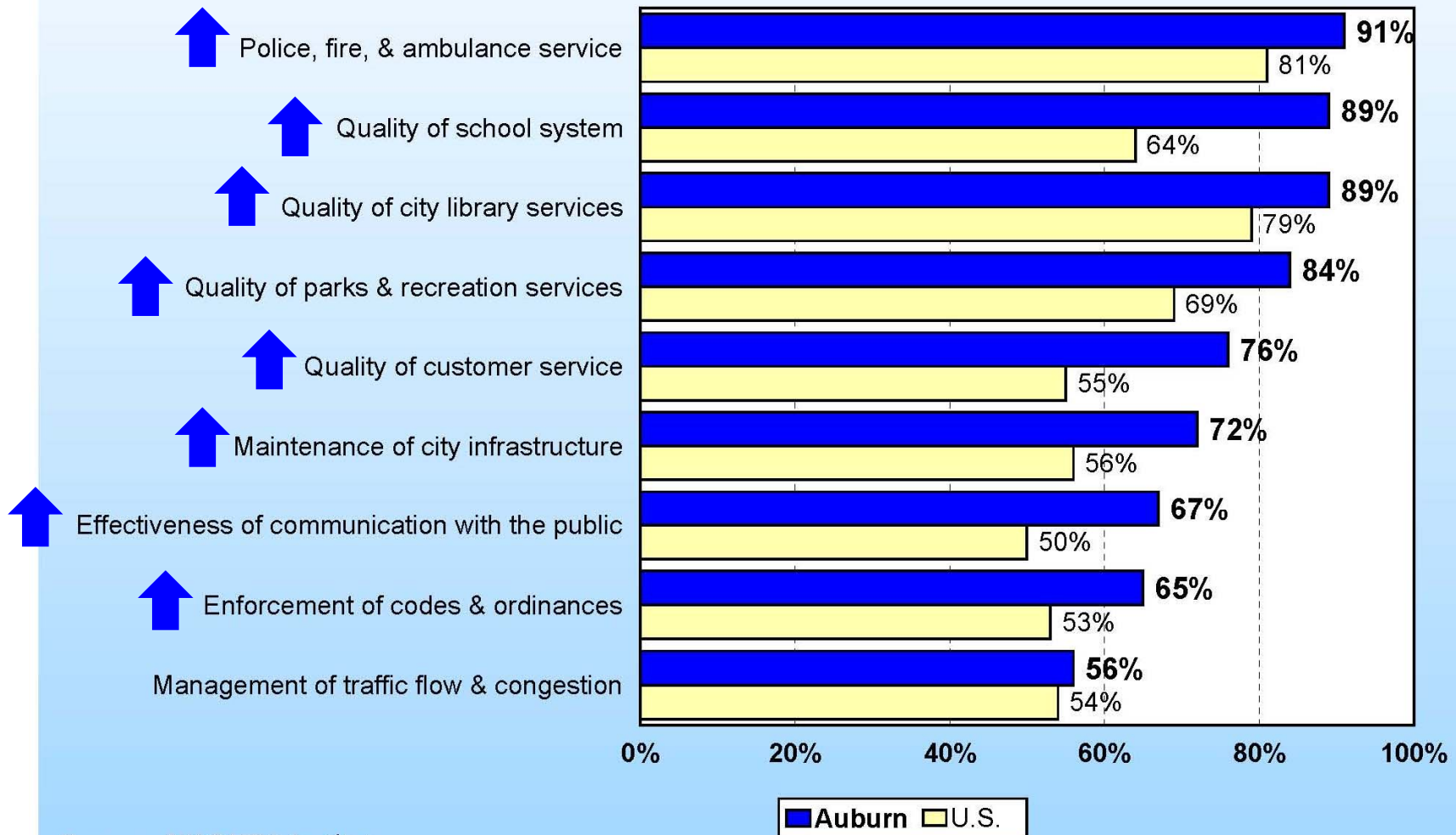
Auburn, AL



Source: ETC Institute DirectionFinder (2015)

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

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



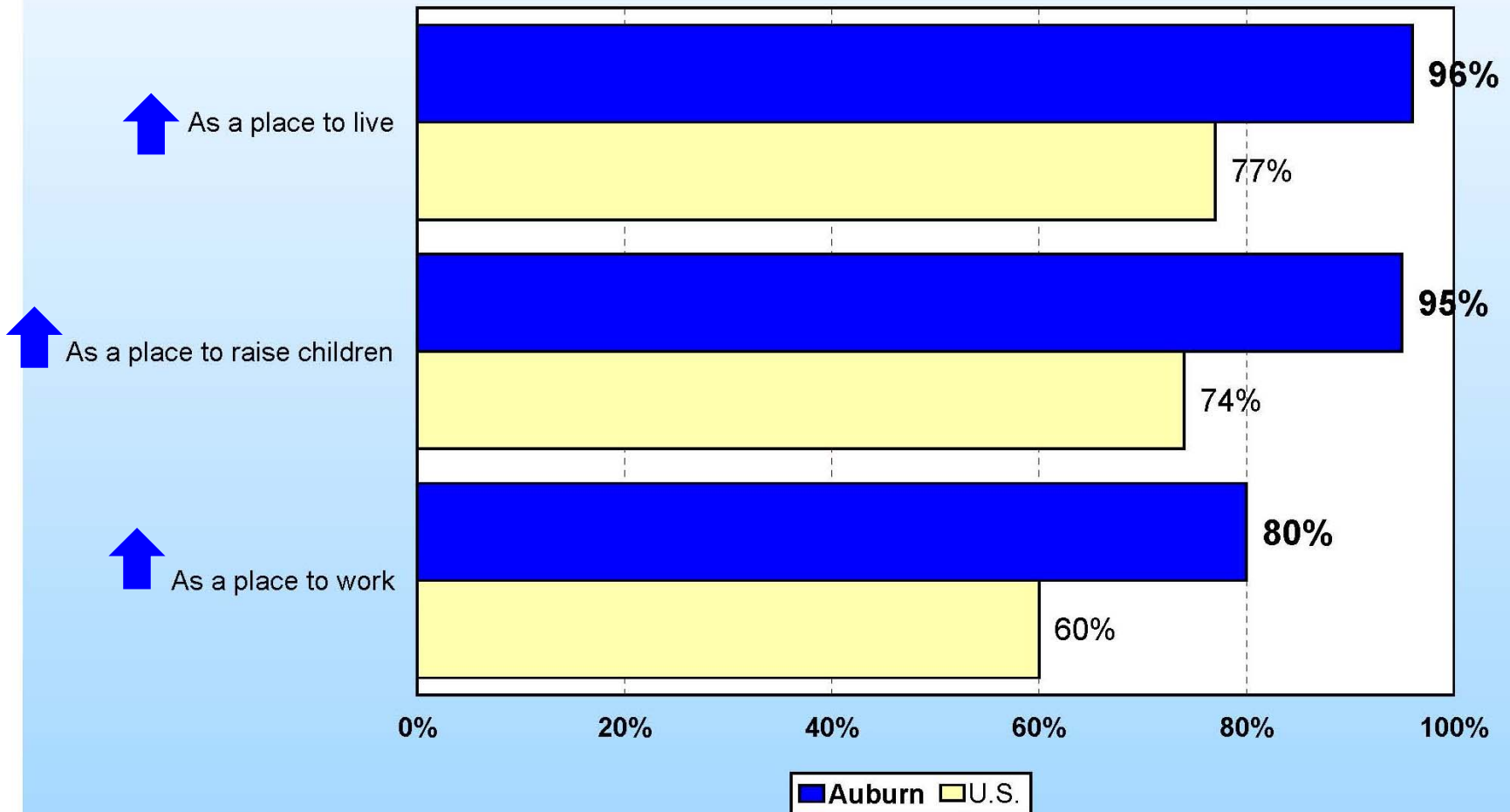
Source: 2015 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

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



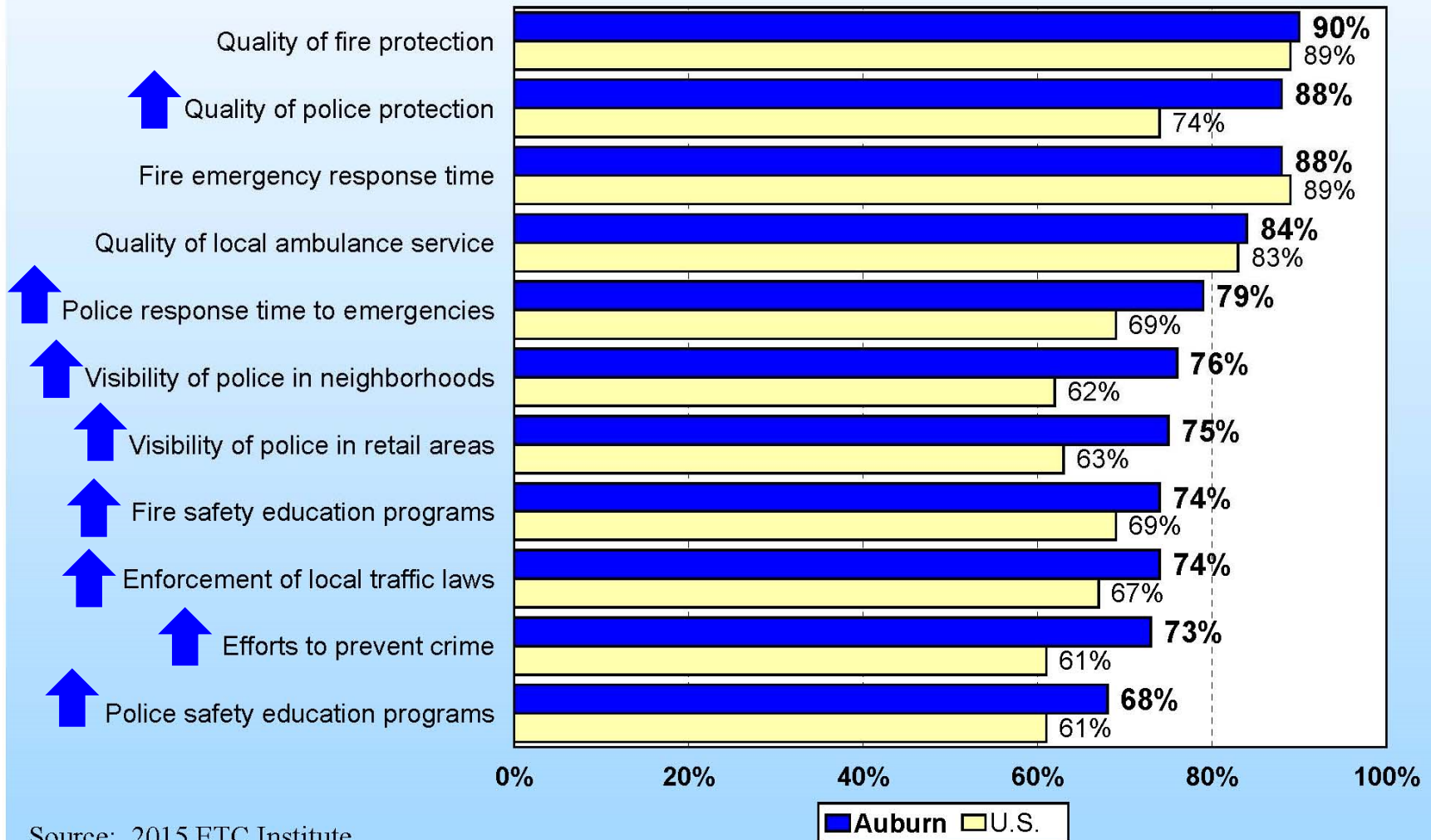
Source: 2015 ETC Institute

Significantly Higher: 

Significantly Lower: 

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)

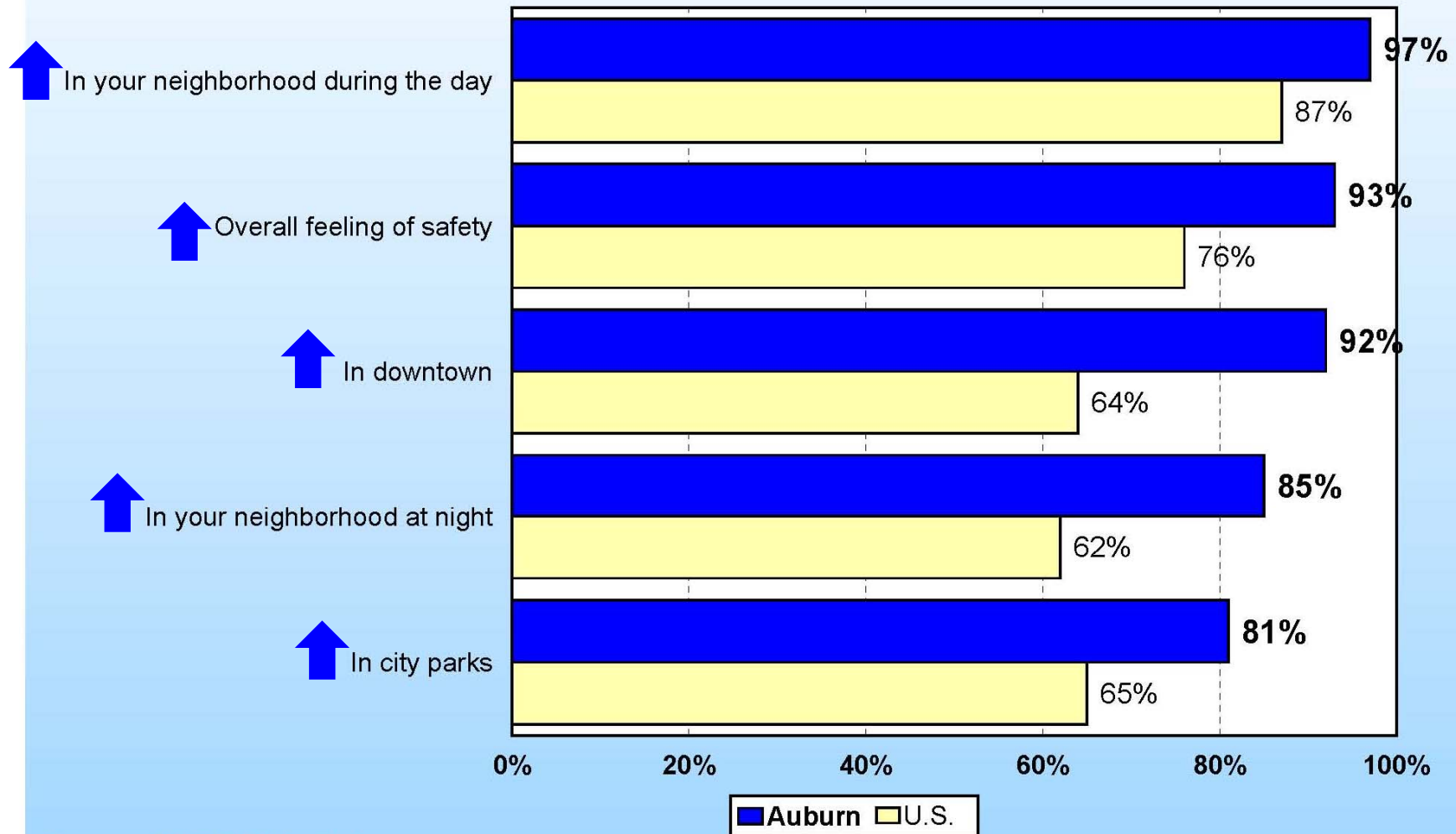


Significantly Higher: ↑

Significantly Lower: ↓

How Safe Residents Feel in Their Community Auburn vs. the U.S.

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



Source: 2015 ETC Institute

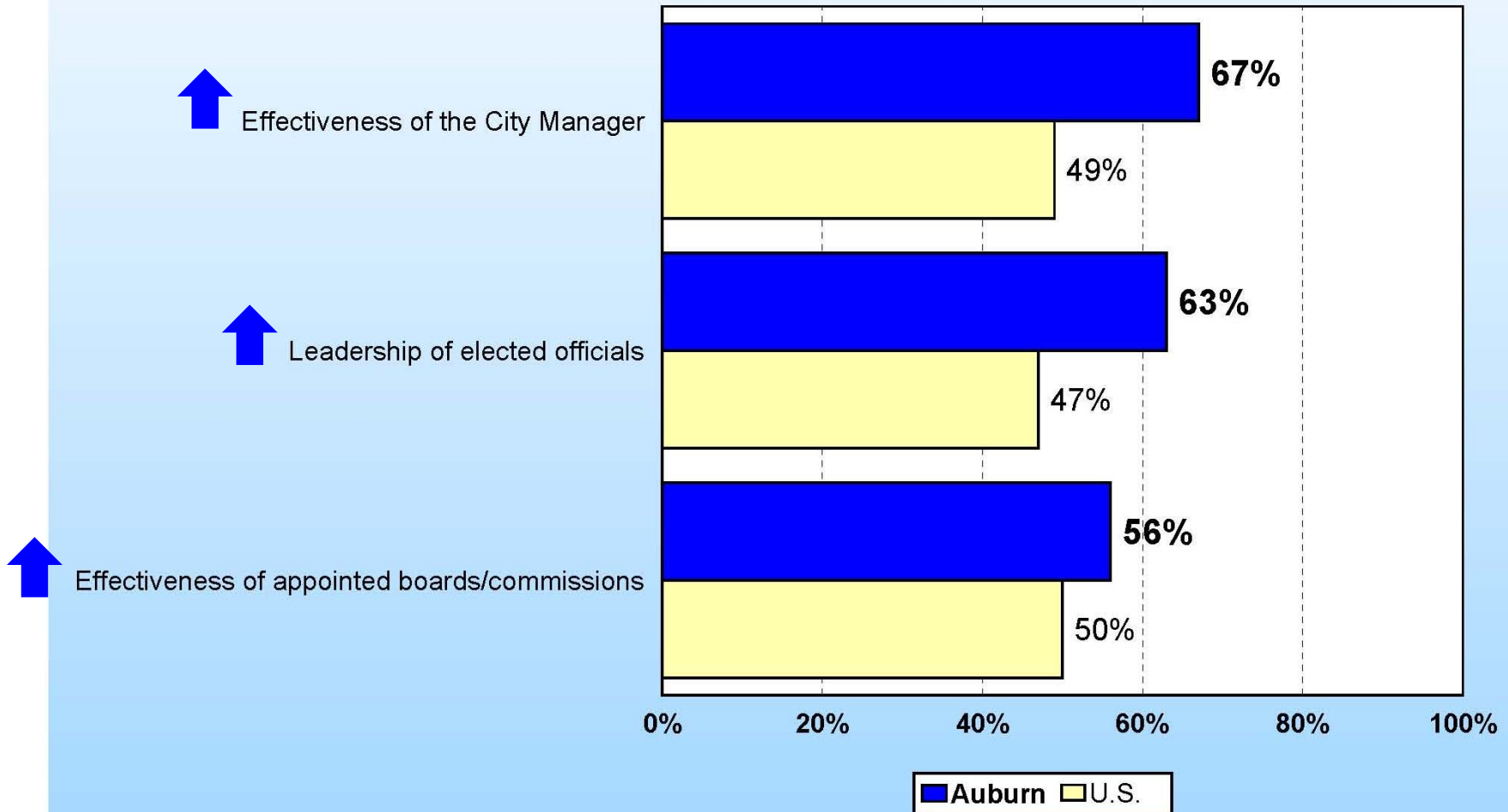
30

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with City Leadership Auburn vs. the U.S.

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



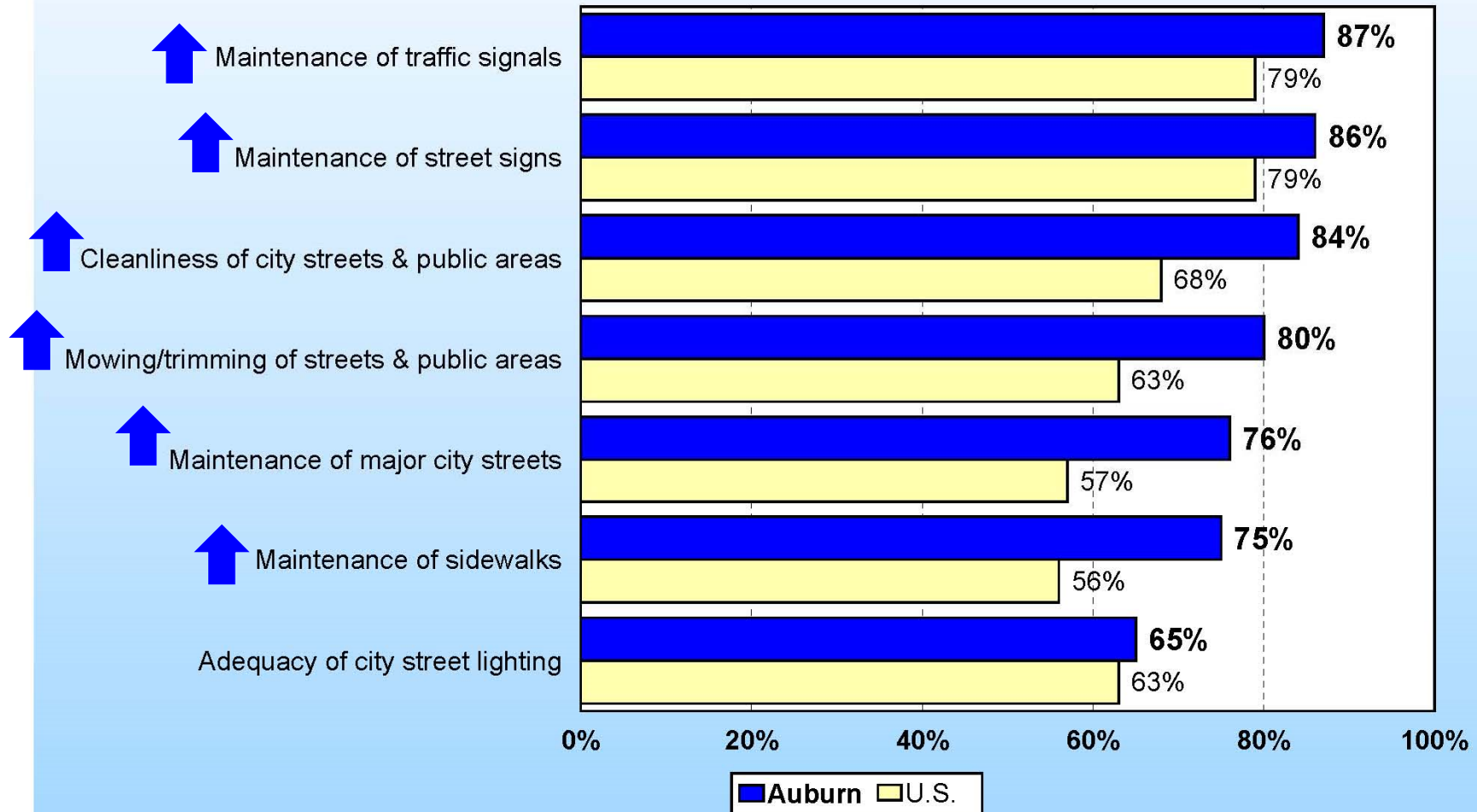
Source: 2015 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

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

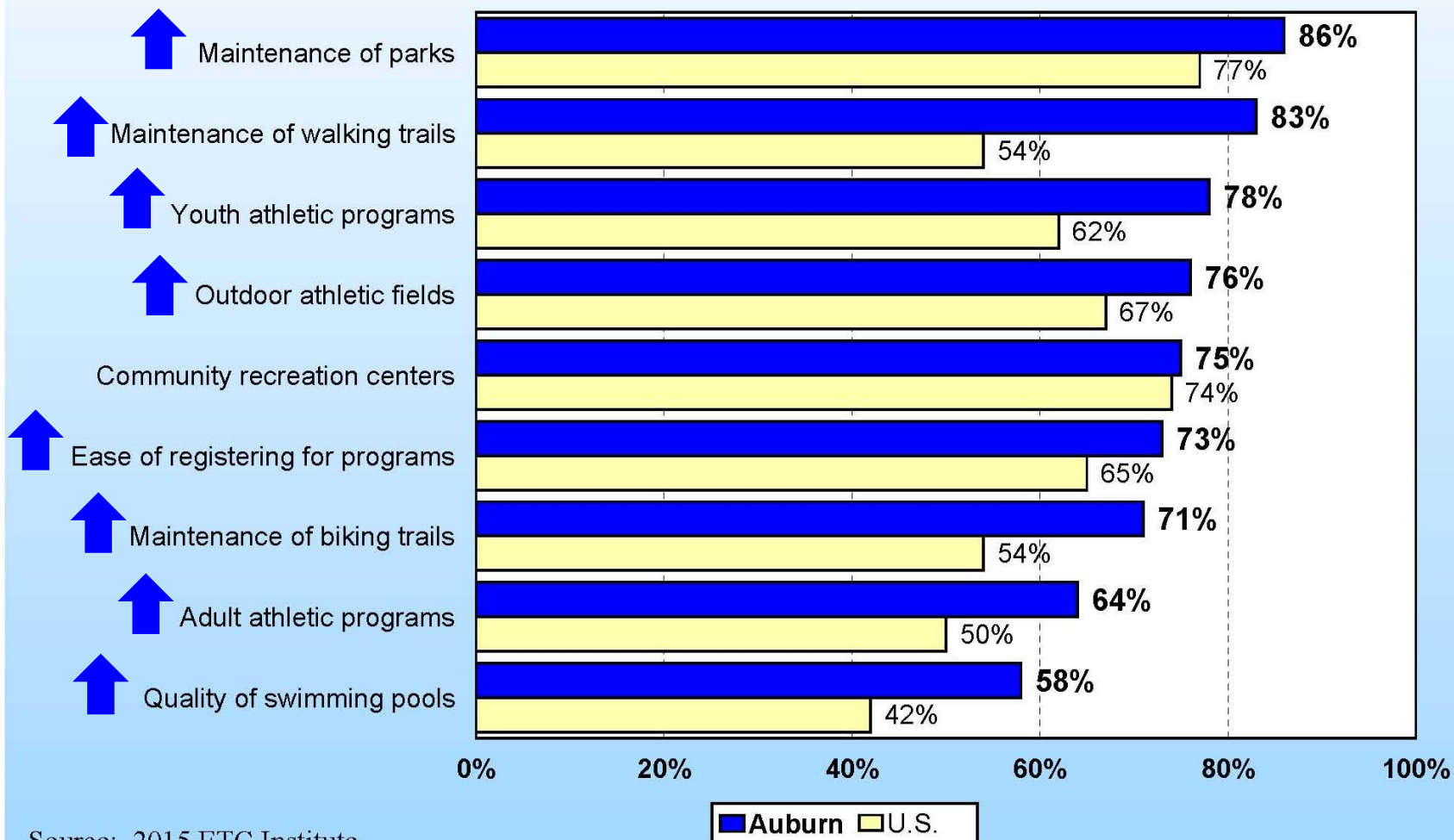


Source: 2015 ETC Institute

Significantly Higher: ↑ ***Significantly Lower:*** ↓

Overall Satisfaction with Parks and Recreation Auburn vs. the U.S.

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



Significantly Higher:



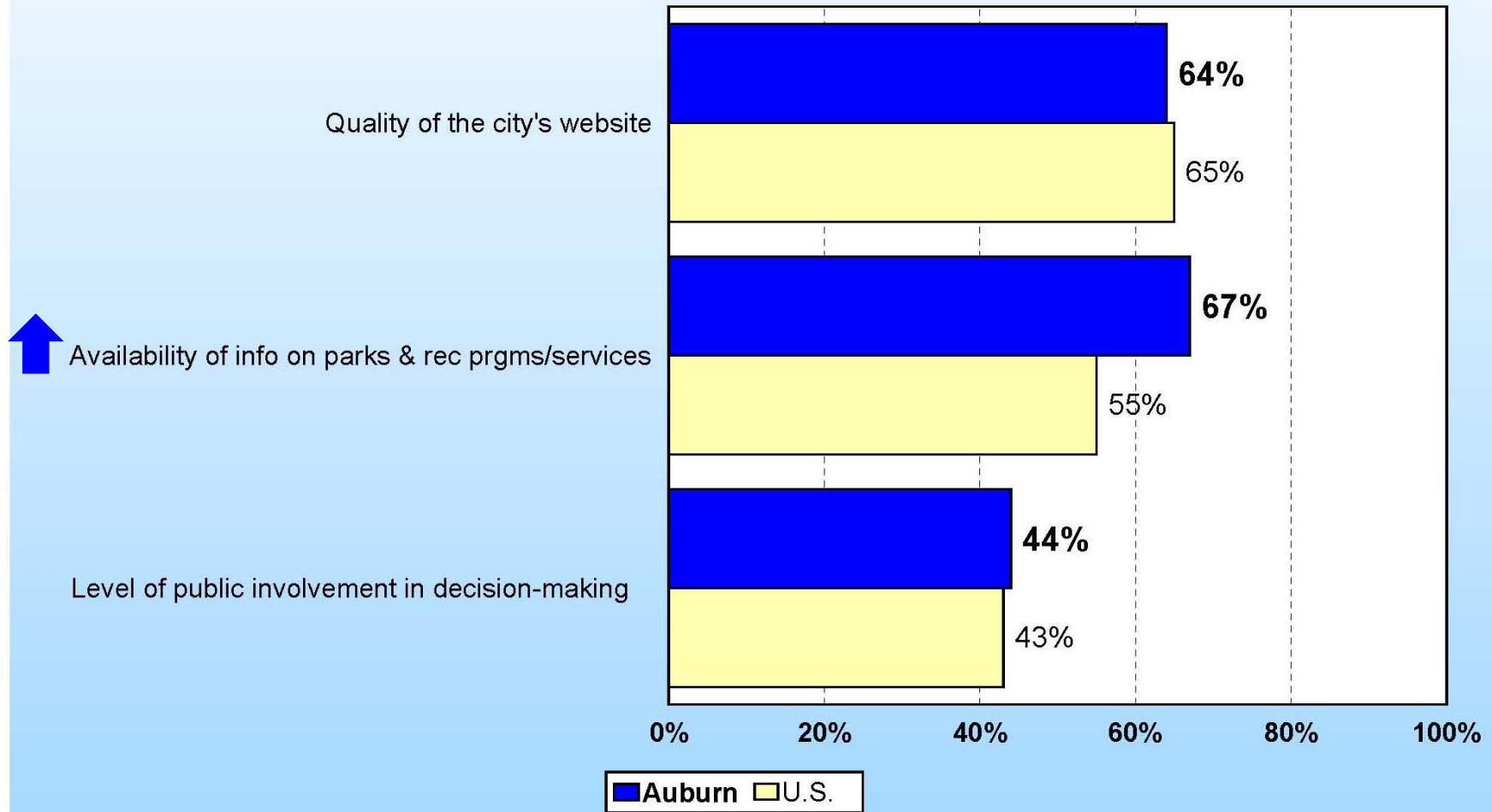
Significantly Lower:



Overall Satisfaction with Communication

Auburn vs. the U.S.

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



Source: 2015 ETC Institute

34

Significantly Higher:

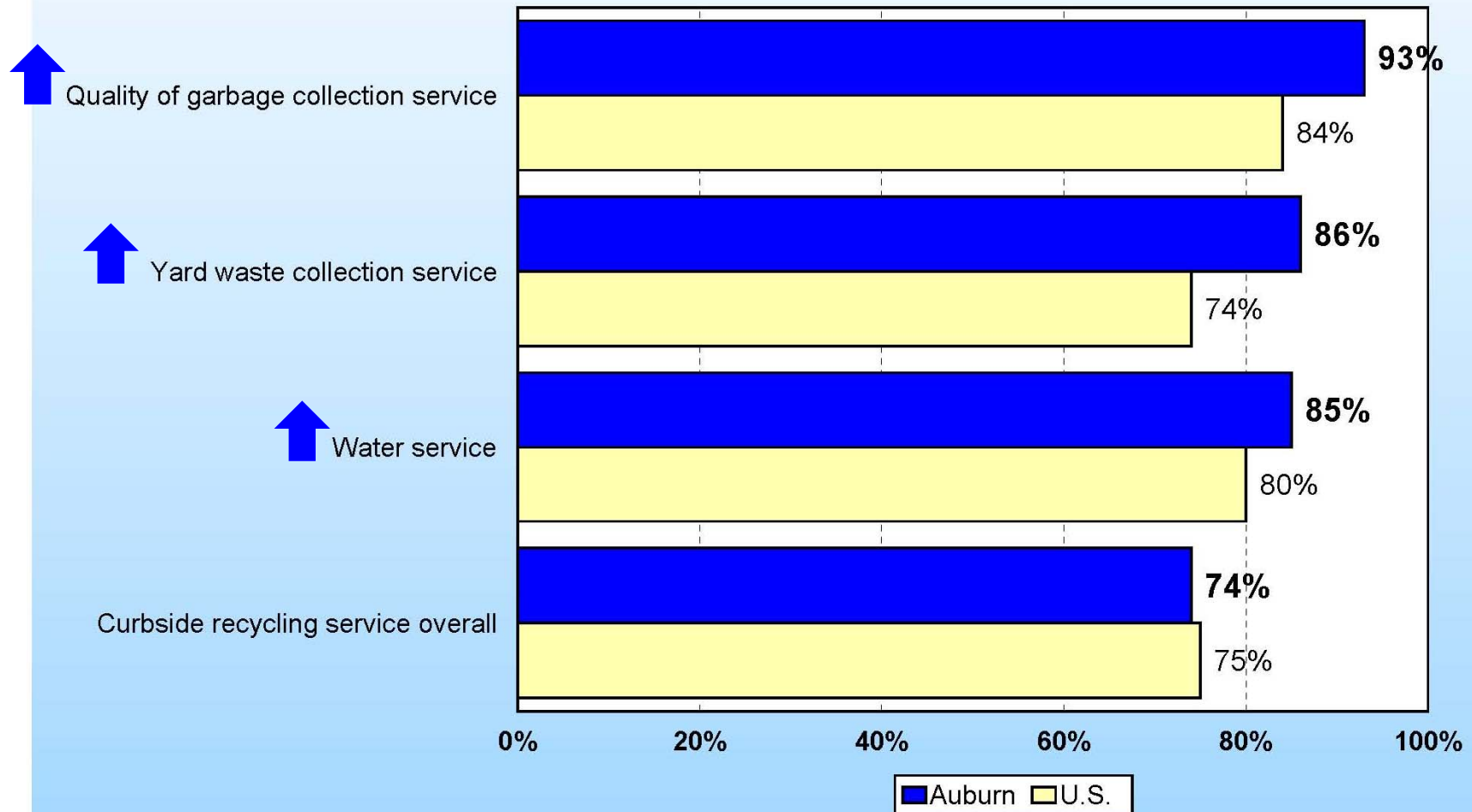


Significantly Lower:



Overall Satisfaction with Utility/Environmental 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: 2015 ETC Institute

Significantly Higher:



Significantly Lower:

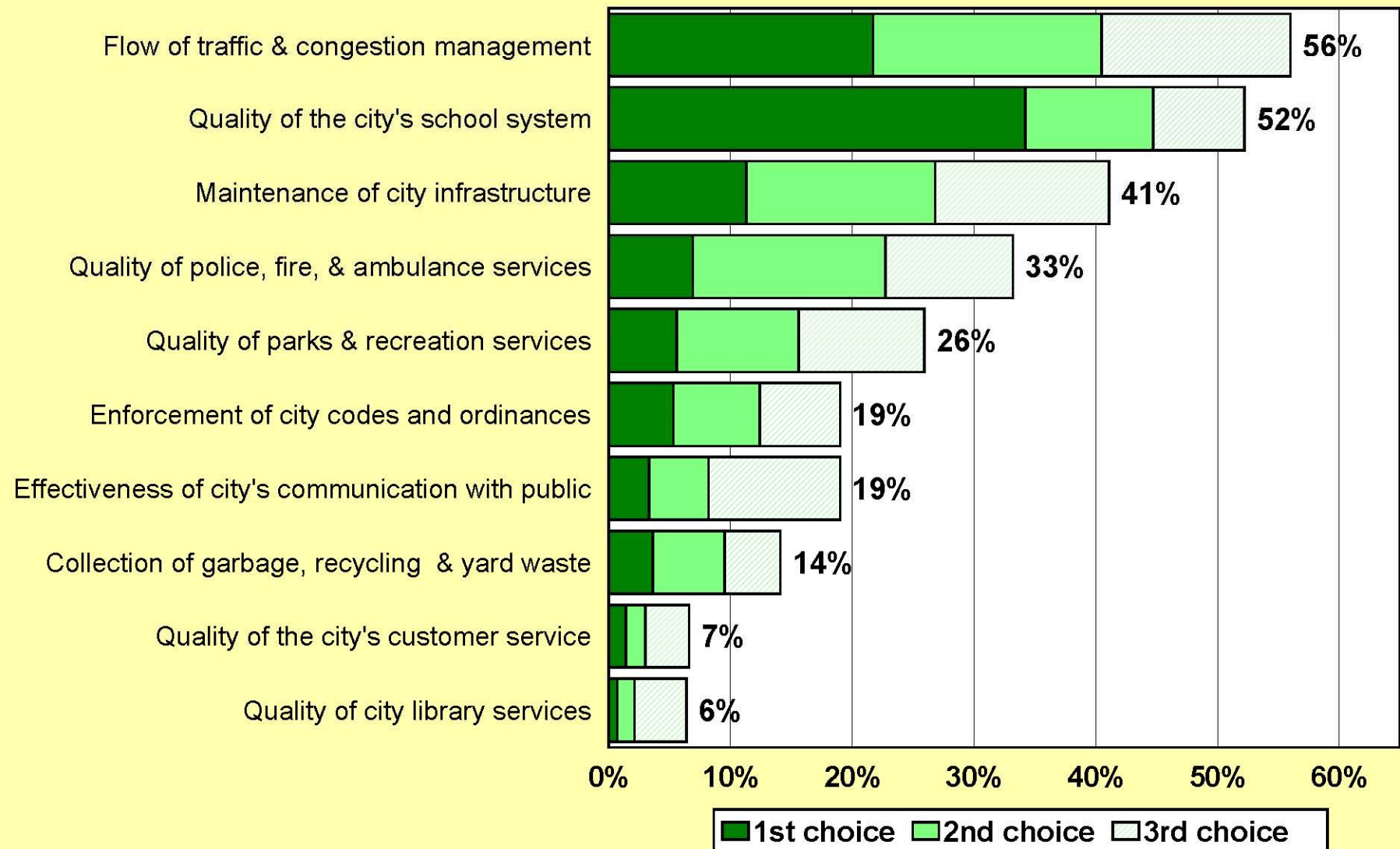


Major Finding #5

Traffic flow and maintenance of infrastructure continue to be the greatest opportunities for improvement

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

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



Source: ETC Institute (2015)

Importance-Satisfaction Rating

City of Auburn, Alabama

Major Categories of City Services

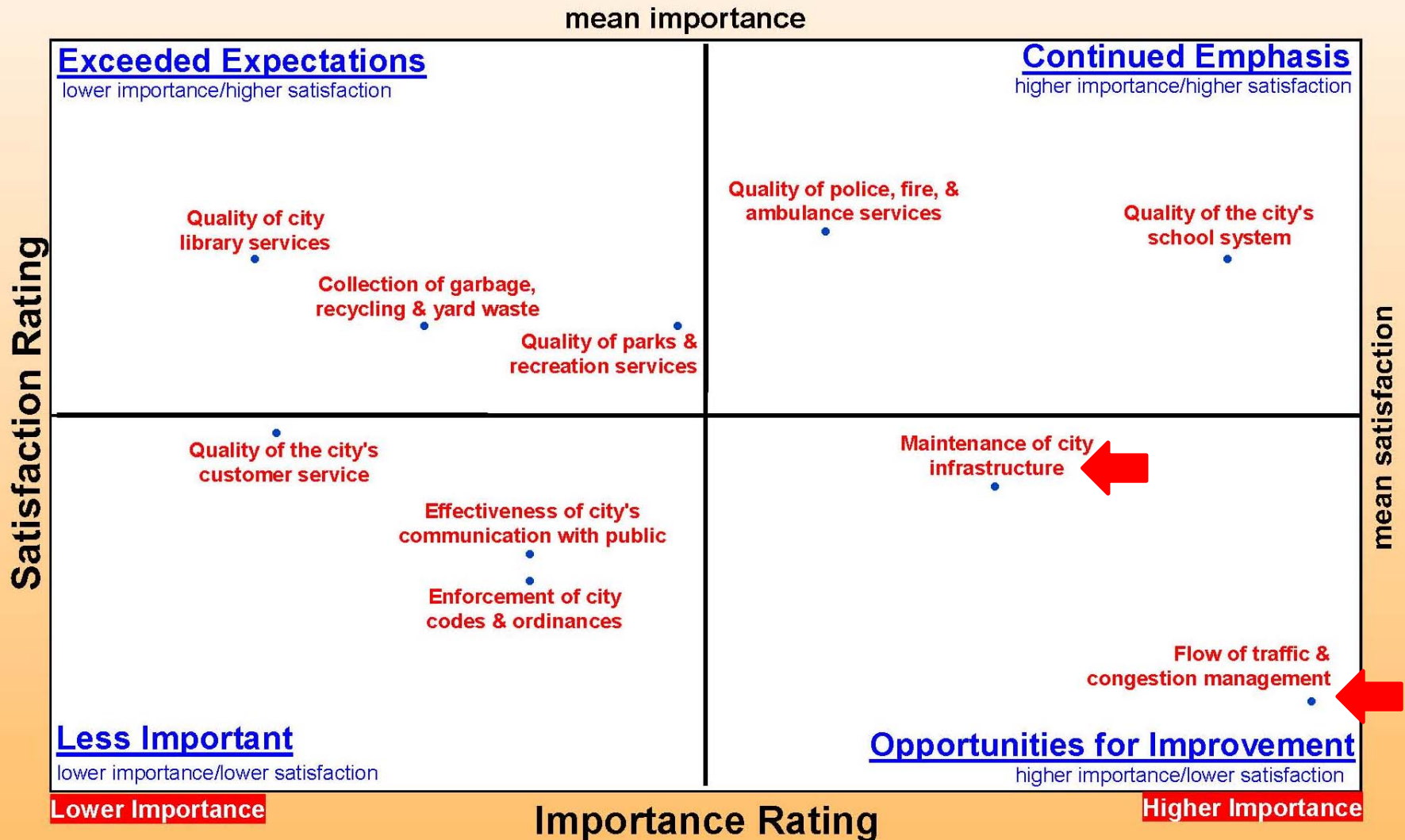
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic & congestion management	56%	1	56%	10	0.2464	1
<u>High Priority (IS .10 - .20)</u>						
Maintenance of city infrastructure	41%	3	72%	7	0.1148	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes and ordinances	19%	6	65%	9	0.0665	3
Effectiveness of city's communication with public	19%	7	67%	8	0.0627	4
Quality of the city's school system	52%	2	89%	2	0.0572	5
Quality of parks & recreation services	26%	5	84%	4	0.0416	6
Quality of police, fire, & ambulance services	33%	4	91%	1	0.0297	7
Collection of garbage, recycling & yard waste	14%	8	84%	5	0.0224	8
Quality of the city's customer service	7%	9	76%	6	0.0168	9
Quality of city library services	6%	10	89%	3	0.0066	10

Overall Priorities: 

2015 City of Auburn DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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



Importance-Satisfaction Rating

City of Auburn, Alabama

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Efforts to prevent crime	52%	1	73%	10	0.1404	1
Visibility of police in neighborhoods	42%	2	76%	6	0.1008	2
<u>Medium Priority (IS <.10)</u>						
Visibility of police in retail areas	22%	4	75%	7	0.0550	3
Enforcement of traffic laws	19%	5	74%	8	0.0494	4
Overall quality of police protection	40%	3	88%	2	0.0480	5
Police safety education programs	15%	8	68%	11	0.0480	6
Police response time	13%	9	79%	5	0.0273	7
Quality of local ambulance service	15%	7	84%	4	0.0240	8
Quality of fire safety education programs	7%	10	74%	9	0.0182	9
Overall quality of fire protection	16%	6	90%	1	0.0160	10
Fire personnel emergency response time	7%	11	88%	3	0.0084	11

Public Safety Priorities: 

Importance-Satisfaction Rating

City of Auburn, Alabama

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Cleanup of overgrown and weedy lots	36%	2	61%	6	0.1404	1
<u>Medium Priority (IS <.10)</u>						
Control of nuisance animals	23%	4	63%	4	0.0851	2
Efforts to remove dilapidated structures	24%	3	65%	3	0.0840	3
Enforcement of loud music	22%	5	62%	5	0.0836	4
Cleanup of debris/litter	36%	1	82%	1	0.0648	5
Cleanup of large junk/abandoned vehicles	15%	6	77%	2	0.0345	6

Code Enforcement Priorities:

Importance-Satisfaction Rating

City of Auburn, Alabama

Garbage and Water

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Material types accepted for recycling	39%	1	63%	7	0.1443	1
<u>Medium Priority (IS <.10)</u>						
Curbside recycling service overall	34%	2	74%	6	0.0884	2
Water service	20%	5	85%	3	0.0300	3
Yard waste removal service	21%	4	86%	2	0.0294	4
Utility Billing Office customer service	11%	7	78%	5	0.0242	5
Recycling at city's drop-off recycling center	11%	6	81%	4	0.0209	6
Residential garbage collection service	22%	3	93%	1	0.0154	7

Garbage and Water Services Priorities: 

Importance-Satisfaction Rating

City of Auburn, Alabama

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Adequacy of city street lighting	45%	2	65%	10	0.1575	1
Maintenance of streets	49%	1	76%	7	0.1176	2
<u>Medium Priority (IS <.10)</u>						
Cleanup of debris/litter in and near roadways	32%	3	72%	9	0.0896	3
Maintenance of sidewalks	30%	4	75%	8	0.0750	4
Overall cleanliness of streets and public areas	24%	5	84%	5	0.0384	5
Mowing/trimming along streets and public areas	18%	7	80%	6	0.0360	6
Maintenance of downtown Auburn	19%	6	88%	1	0.0228	7
Maintenance of street signs	12%	8	86%	3	0.0168	8
Maintenance of traffic signals	11%	9	87%	2	0.0143	9
Maintenance of city-owned buildings	8%	10	84%	4	0.0128	10

Maintenance Priorities: 

Importance-Satisfaction Rating

City of Auburn, Alabama

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Maintenance of biking paths and lanes	20%	5	71%	11	0.0578	1
Quality of special events	24%	2	77%	7	0.0545	2
Quality of cultural arts programs	18%	6	71%	12	0.0524	3
Maintenance of parks	38%	1	86%	1	0.0517	4
Quality of youth athletic programs	22%	4	78%	5	0.0475	5
Quality of swimming pools	11%	16	58%	18	0.0462	6
Quality of senior programs	14%	8	69%	13	0.0430	7
Quality of community recreation centers	17%	7	75%	9	0.0420	8
Maintenance of walking trails	24%	3	83%	2	0.0398	9
Quality of adult athletic programs	11%	15	64%	16	0.0395	10
Fees charged for recreation programs	12%	11	68%	14	0.0385	11
Quality of special needs/therapeutics programs	9%	17	63%	17	0.0336	12
Ease of registering for programs	11%	13	73%	10	0.0300	13
Maintenance of community recreation centers	14%	9	80%	3	0.0286	14
Maintenance of outdoor athletic fields	12%	10	78%	6	0.0266	15
Quality of outdoor athletic fields	11%	12	76%	8	0.0266	16
Maintenance of swimming pools	7%	18	66%	15	0.0237	17
Maintenance of cemeteries	11%	14	79%	4	0.0231	18

Parks and Recreation Services Priorities: No High Priorities in 2015

Importance-Satisfaction Rating

City of Auburn, Alabama

Downtown Auburn

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Availability of parking	62%	1	33%	12	0.4154	1
<u>High Priority (IS .10 - .20)</u>						
Availability of outdoor dining venues	21%	5	50%	11	0.1050	2
<u>Medium Priority (IS <.10)</u>						
Availability of retail shopping	22%	3	62%	8	0.0836	3
Availability of public event space	13%	10	57%	10	0.0559	4
Landscaping and green space	19%	6	73%	7	0.0513	5
Enforcement of parking violations & meter times	11%	11	58%	9	0.0462	6
Availability of dining opportunities	17%	7	73%	6	0.0459	7
Quality of public events held downtown	16%	8	78%	4	0.0352	8
Feeling of safety of downtown at night	24%	2	87%	2	0.0312	9
Cleanliness of downtown areas	22%	4	90%	1	0.0220	10
Pedestrian accessibility	14%	9	85%	3	0.0210	11
Signage and wayfinding	7%	12	77%	5	0.0161	12

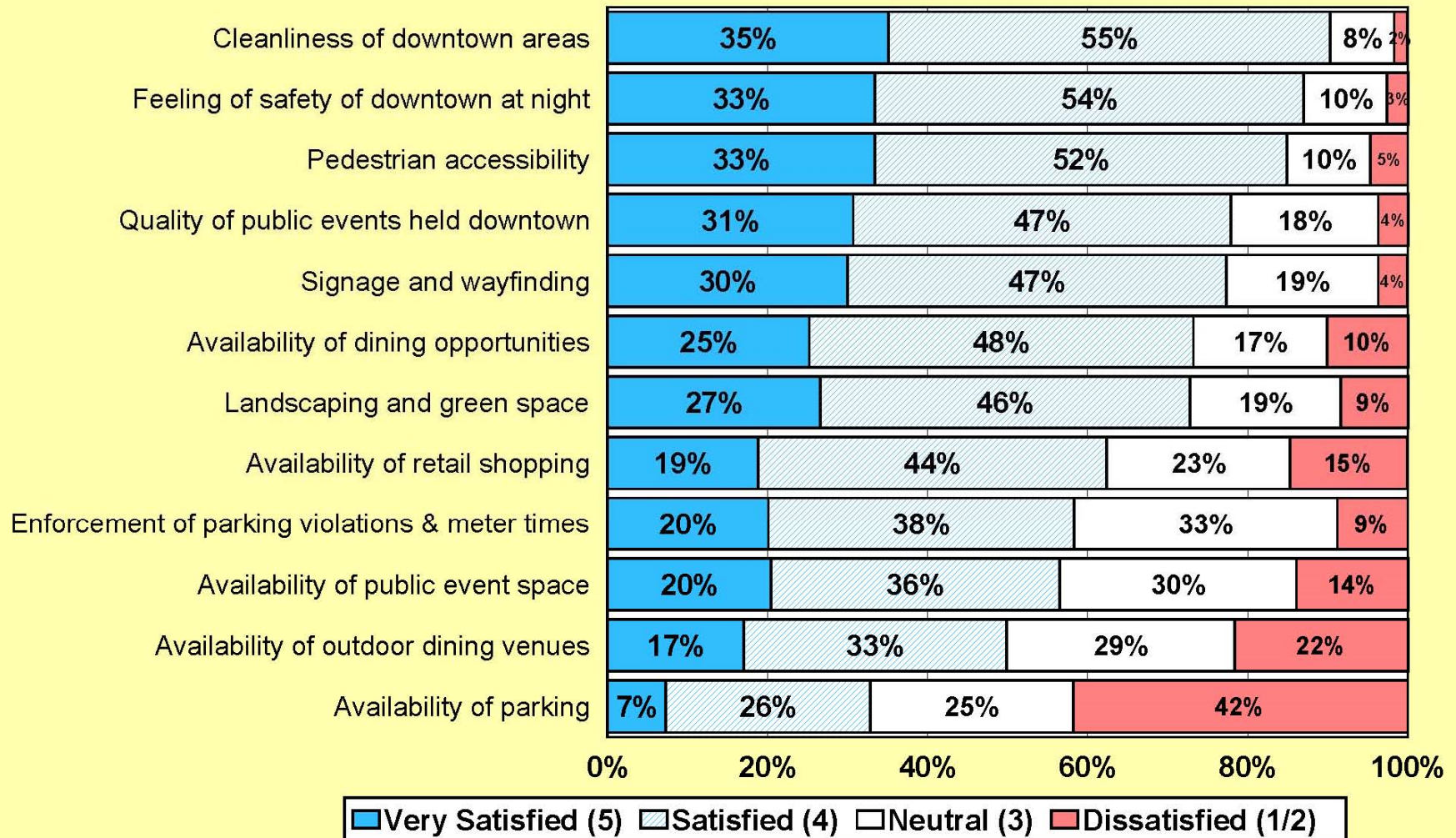
Downtown Auburn Priorities:

Major Finding #6

Other Issues

Q22. Satisfaction with Various Aspects of Downtown Auburn

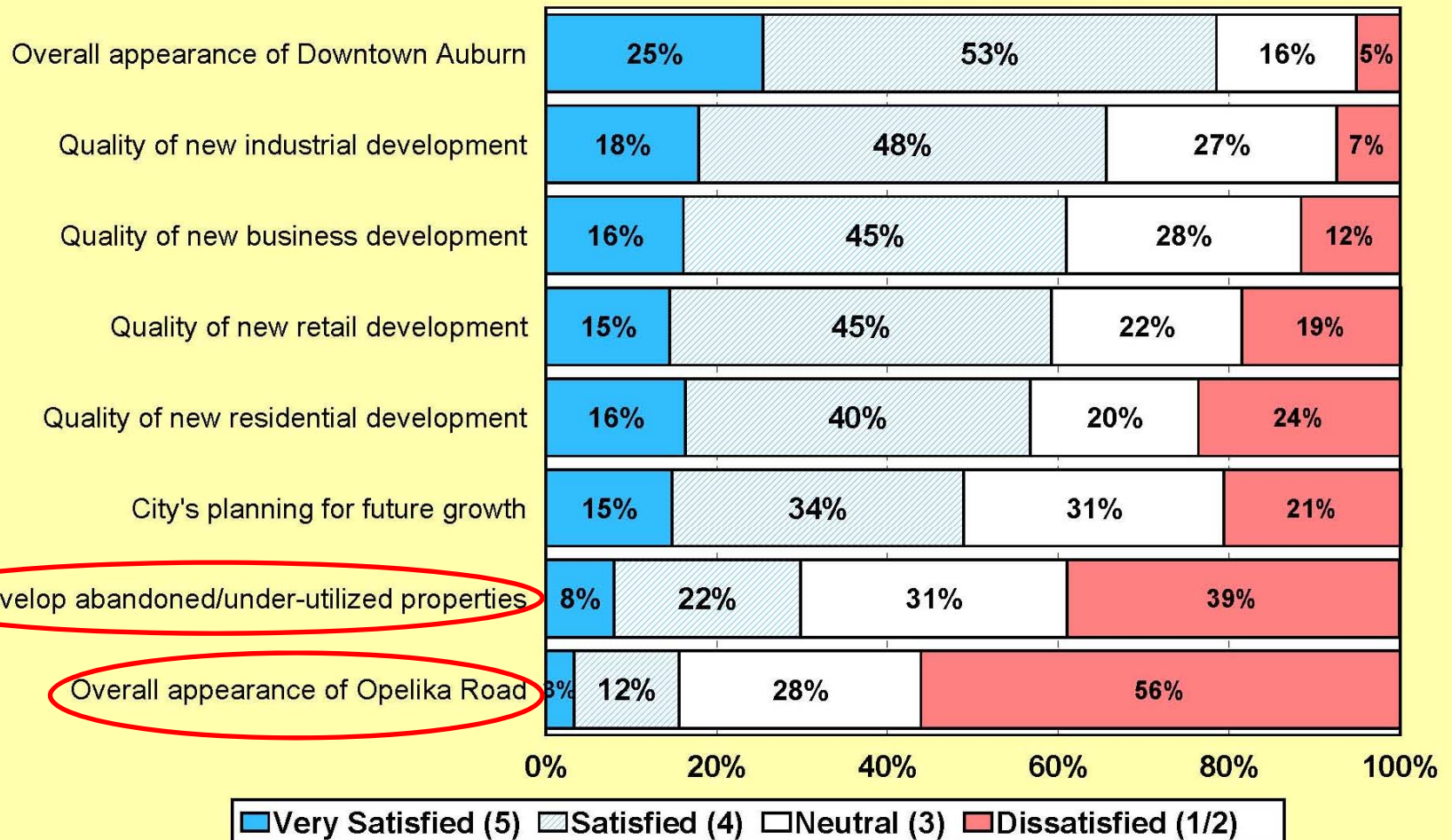
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2015)

Q25. Satisfaction with Various Aspects of Development and Redevelopment in the City

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



Source: ETC Institute (2015)



Summary

- The City of Auburn has an excellent “brand”
- Overall satisfaction with City services remains high
 - Since 2006, there have been significant increases in 50 areas that are assessed on the survey with no significant decreases
 - Overall, ratings were slightly lower in 2014 than 2015
- The City is equitably serving all areas of the City
- Auburn is setting the standard for the delivery of City services
- The City’s ratings are among the highest in the nation
- Traffic flow and maintenance of infrastructure continue to be the top opportunities for improvement

Questions?

THANK YOU!!