

City of Auburn 2014 DirectionFinder® Survey Findings

Presented by
ETC Institute

May 20, 2014

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 1,850,000 Persons Surveyed
for more than 800 cities in 48 States



Agenda

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

Purpose

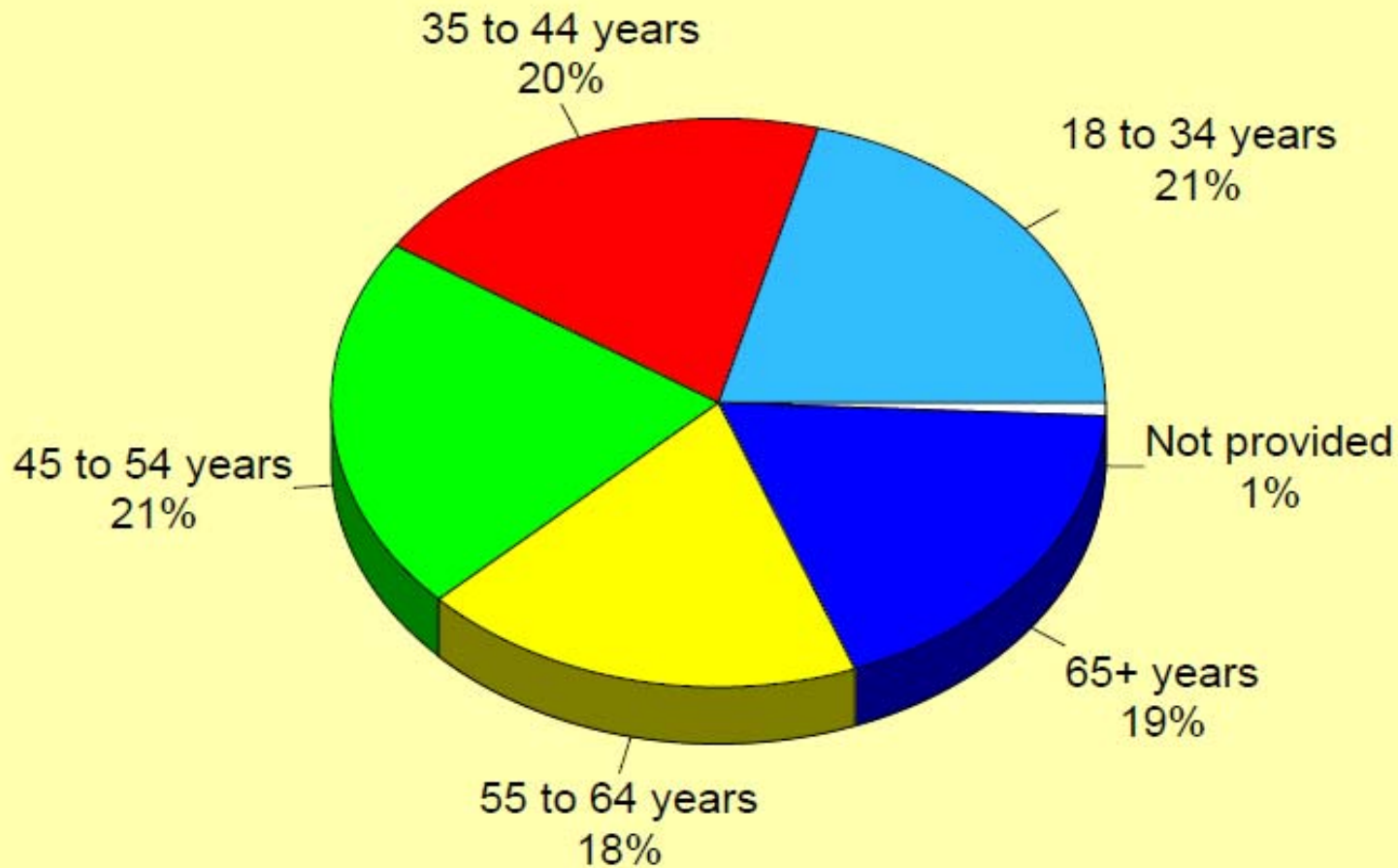
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous annual surveys**
- **To gather input from residents to help set budget priorities**
- **To compare Auburn's performance with other cities**

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 1,500 households in the City
 - phone follow-ups done 7 days after the mailing
 - each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - 763 completed surveys (51% response rate)
- **Confidence Level: 95%**
- **Margin of Error: +/- 3.5% overall**

Demographics: What is Your Age?

by percentage of residents surveyed

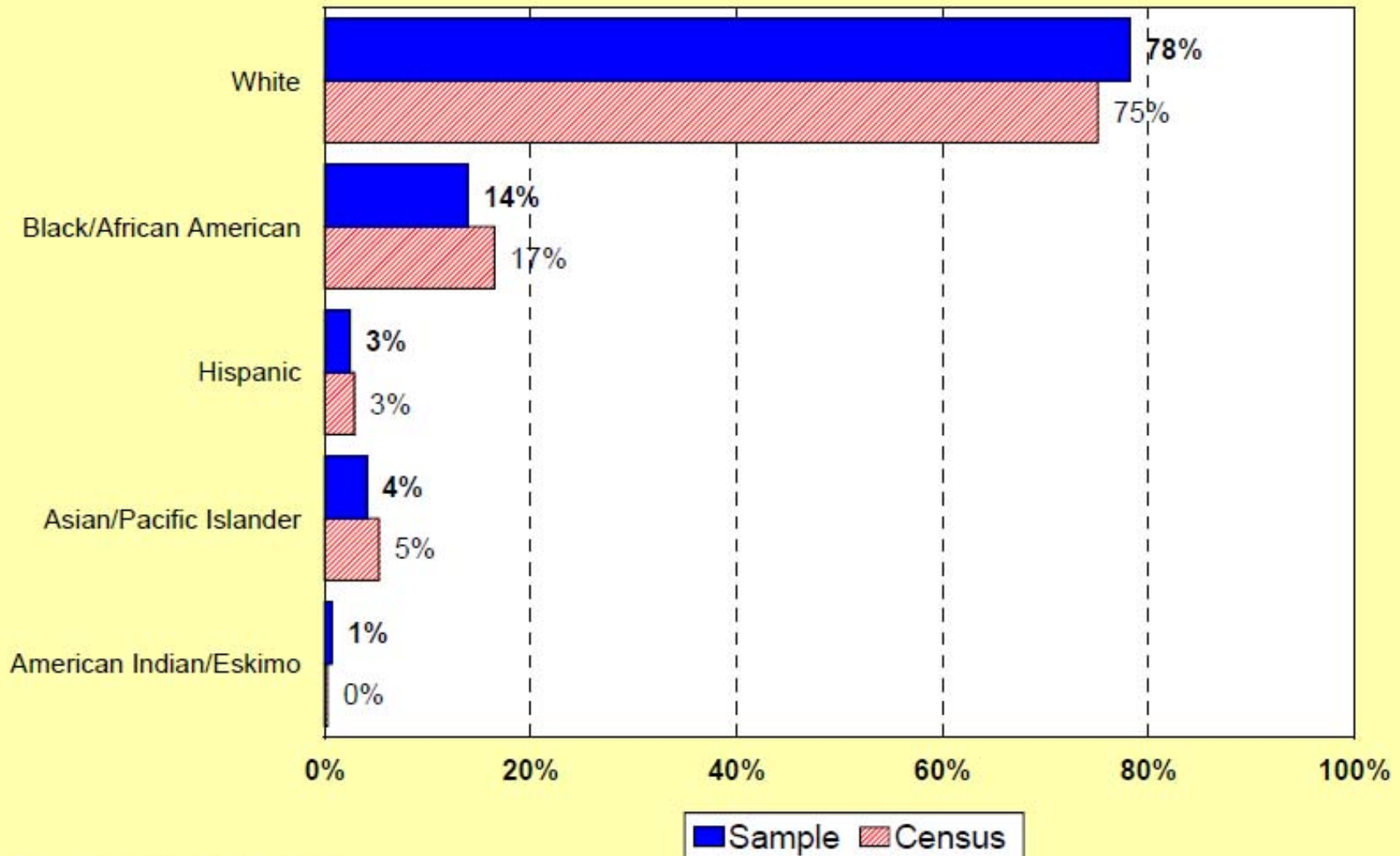


Source: ETC Institute (2014)

Good Representation By AGE

Demographics: Which best describes your race/ethnicity?

by percentage of residents surveyed

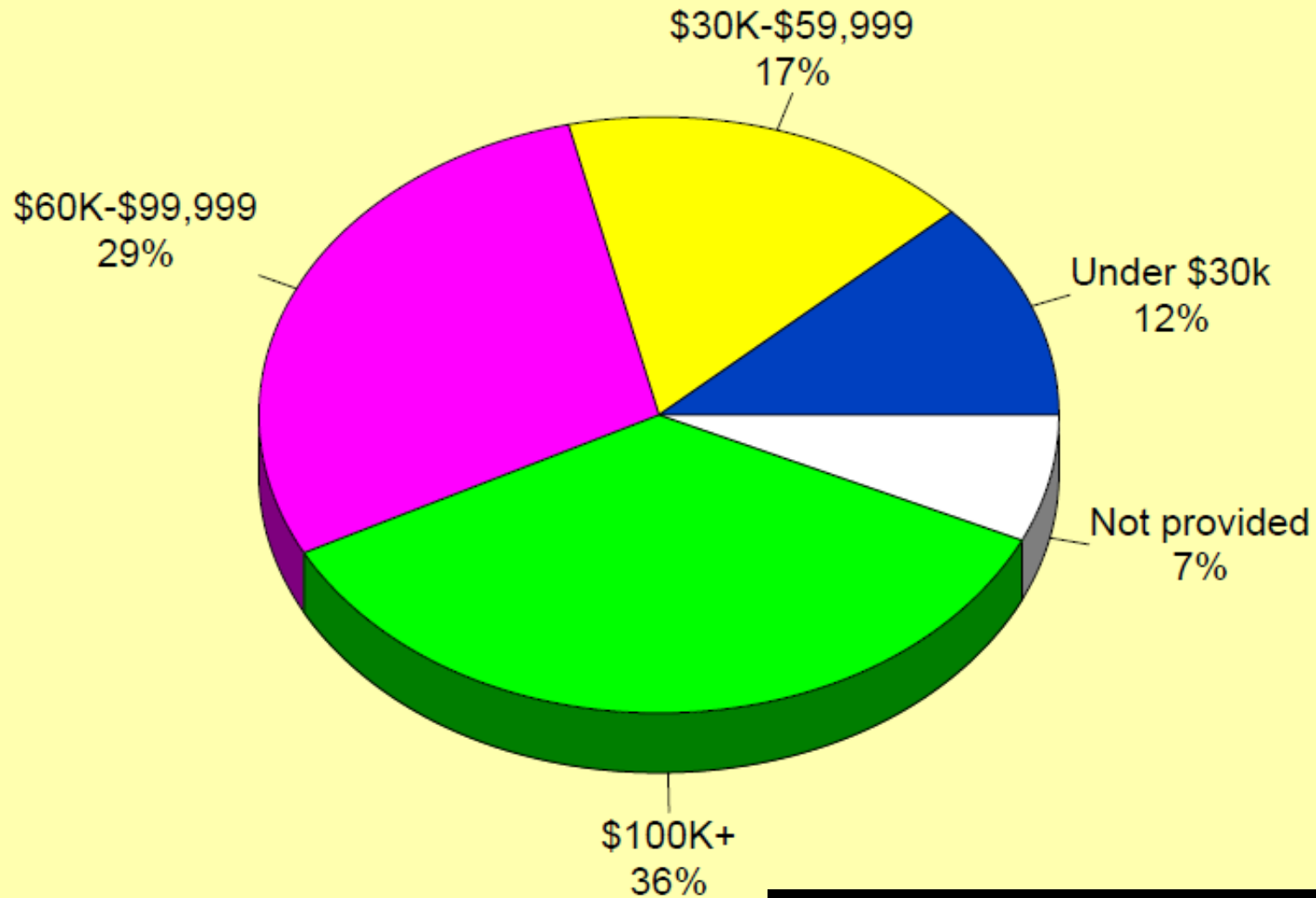


Source: ETC Institute (2014)

Good Representation By RACE/ETHNICITY

Demographics: Total Annual Household Income

by percentage of residents surveyed

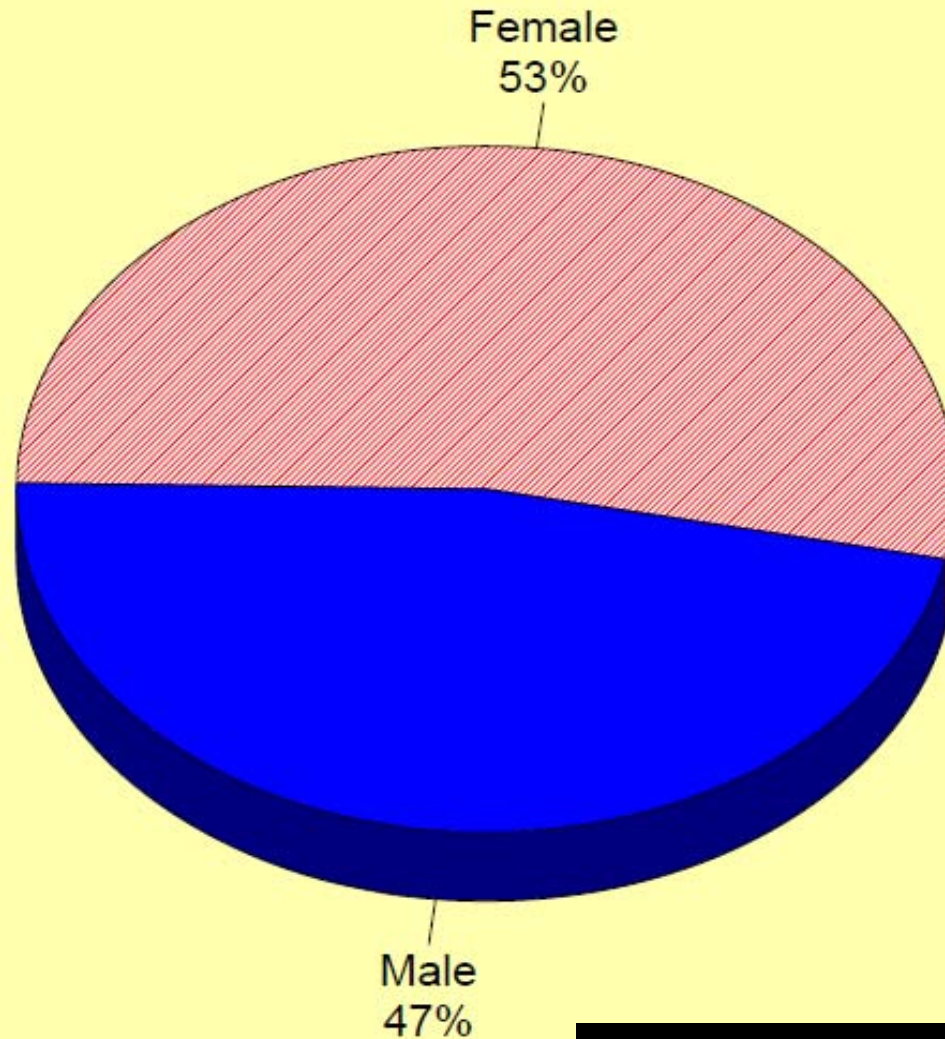


Good Representation By INCOME

Source: ETC Institute (2014)

Demographics: Gender of the Respondents

by percentage of residents surveyed

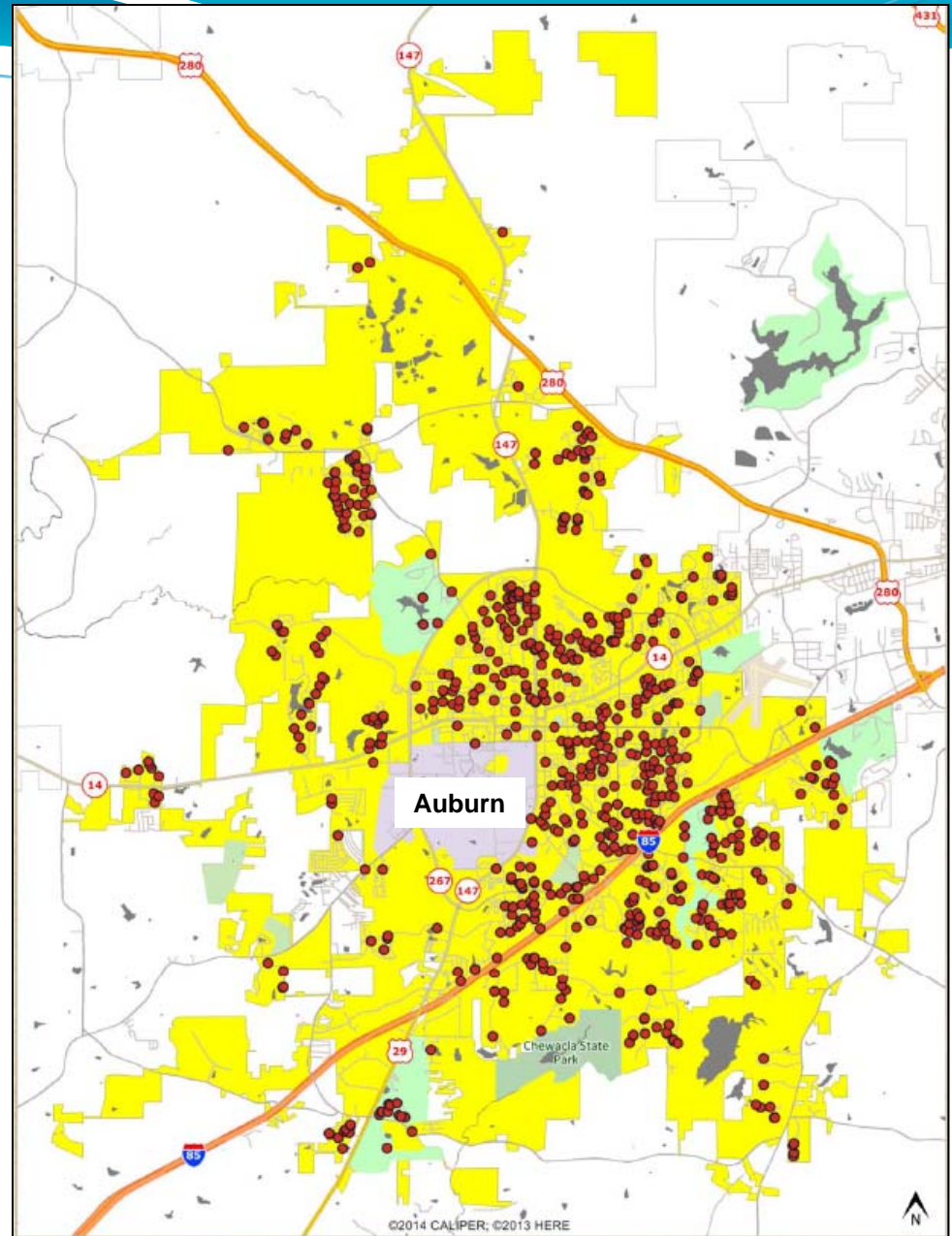


Source: ETC Institute (2014)

Good Representation By GENDER

City of Auburn 2014 Citizen Survey

Location of Respondents



Good Representation By LOCATION 100

Bottom Line Up Front

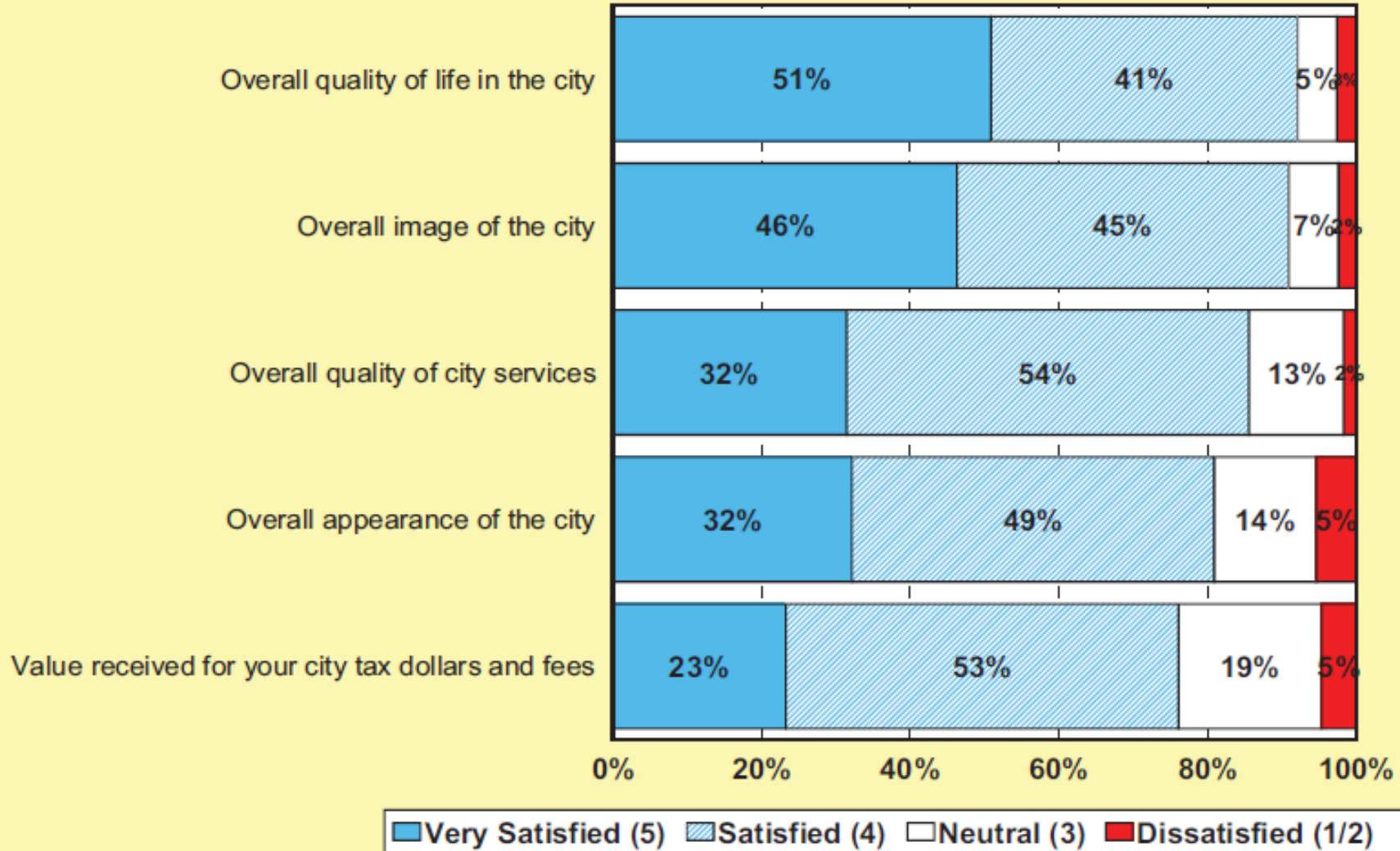
- Residents have a very positive perception of the City
- The City of is definitely moving in the right direction.
- The City is equitably serving the needs of residents in all areas of the City
- Auburn is setting the standard for the delivery of City services – the City’s ratings are among the highest in the nation
- Although improvements to traffic flow and street maintenance are still important, traffic flow is no longer classified as a “VERY HIGH” priority and Maintenance is now classified as a “MEDIUM” priority for the first time since ETC Institute began conducting the survey

Major Finding #1

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

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

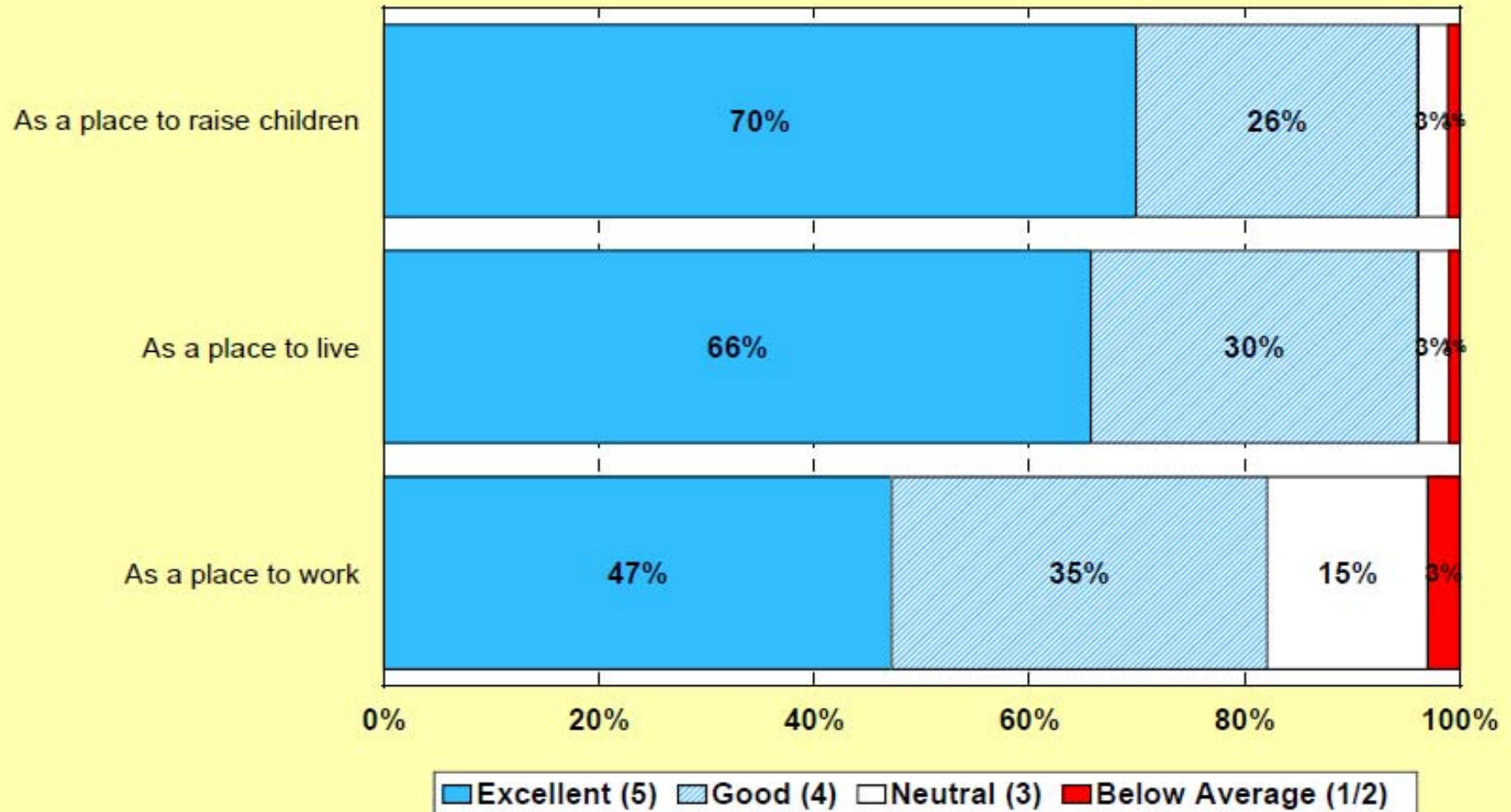
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Most Residents Feel Good About the Quality of City Services and Value Received for City Taxes and Fees

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)

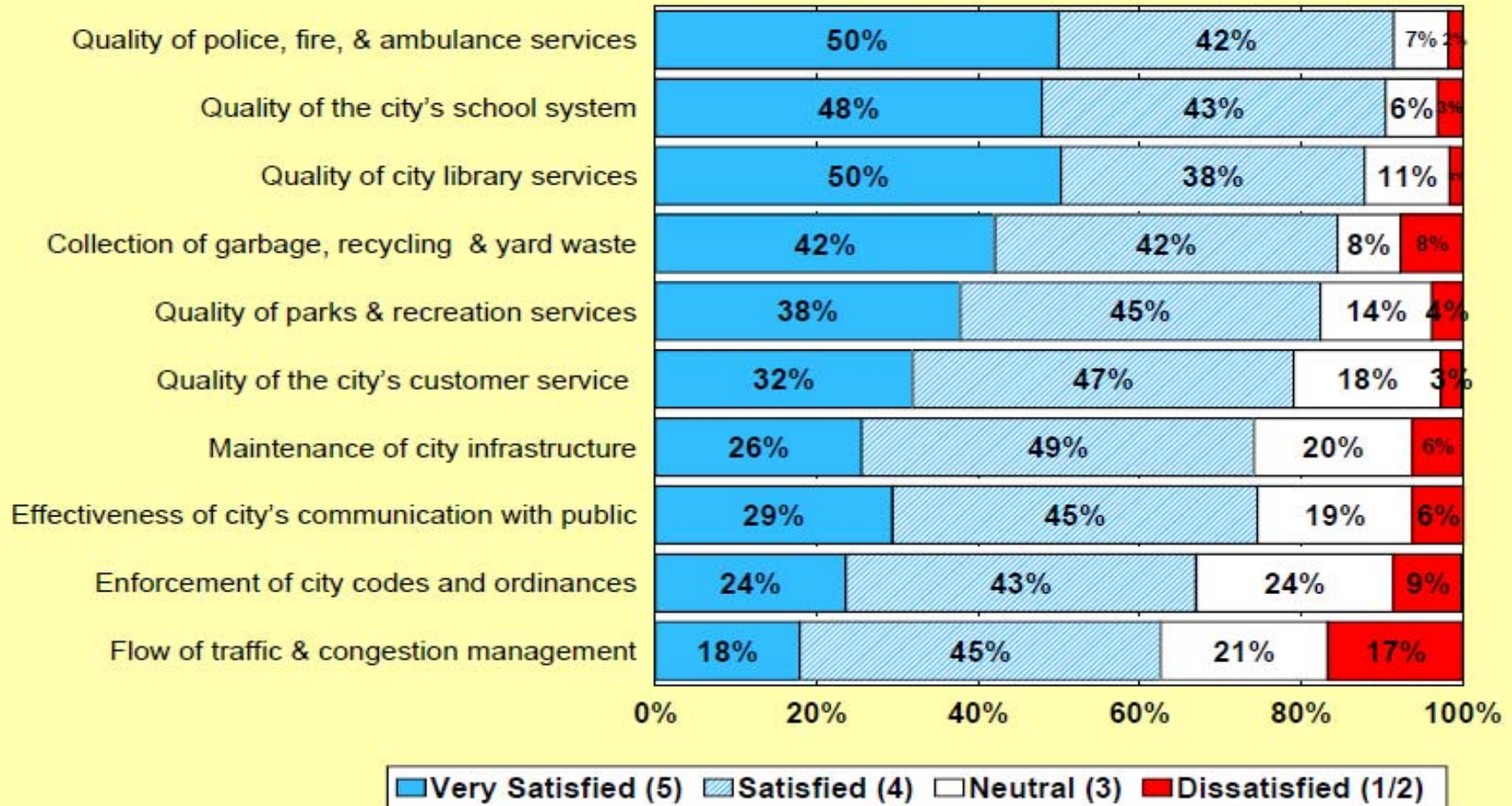


Source: ETC Institute (2014)

Residents think Auburn is a great place to live, work and raise children!

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 (2014)

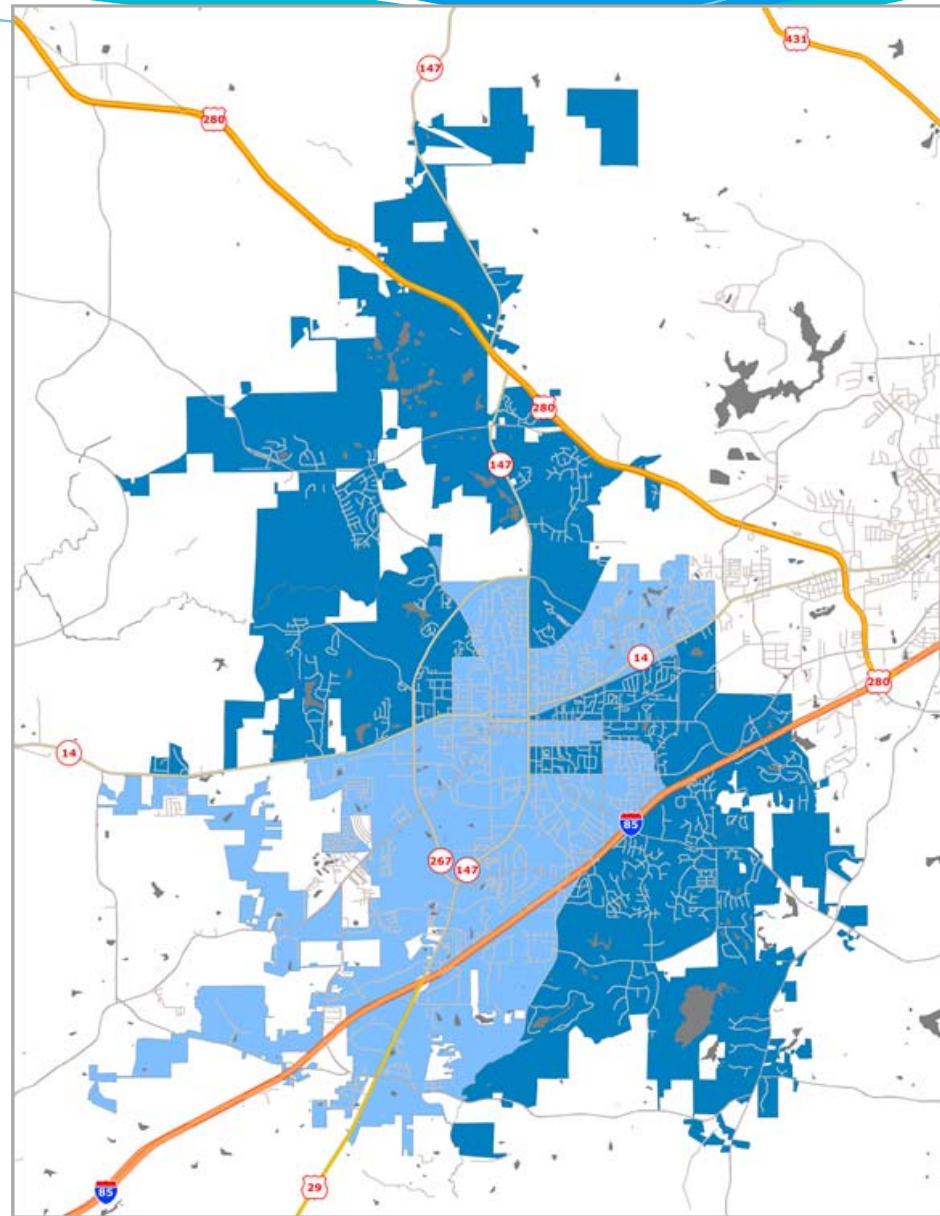
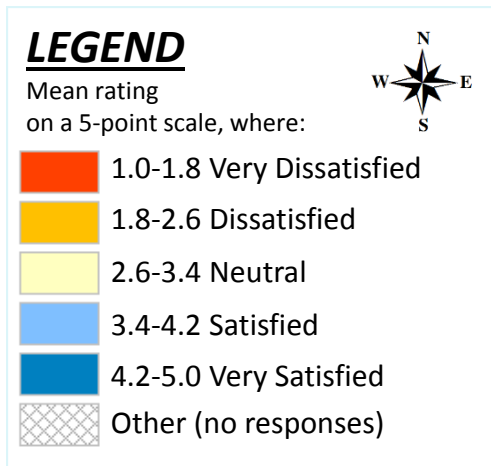
Satisfaction with City Services in High in ALL AREAS.

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 the Same in Most Parts of the City



Major Finding #3

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

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

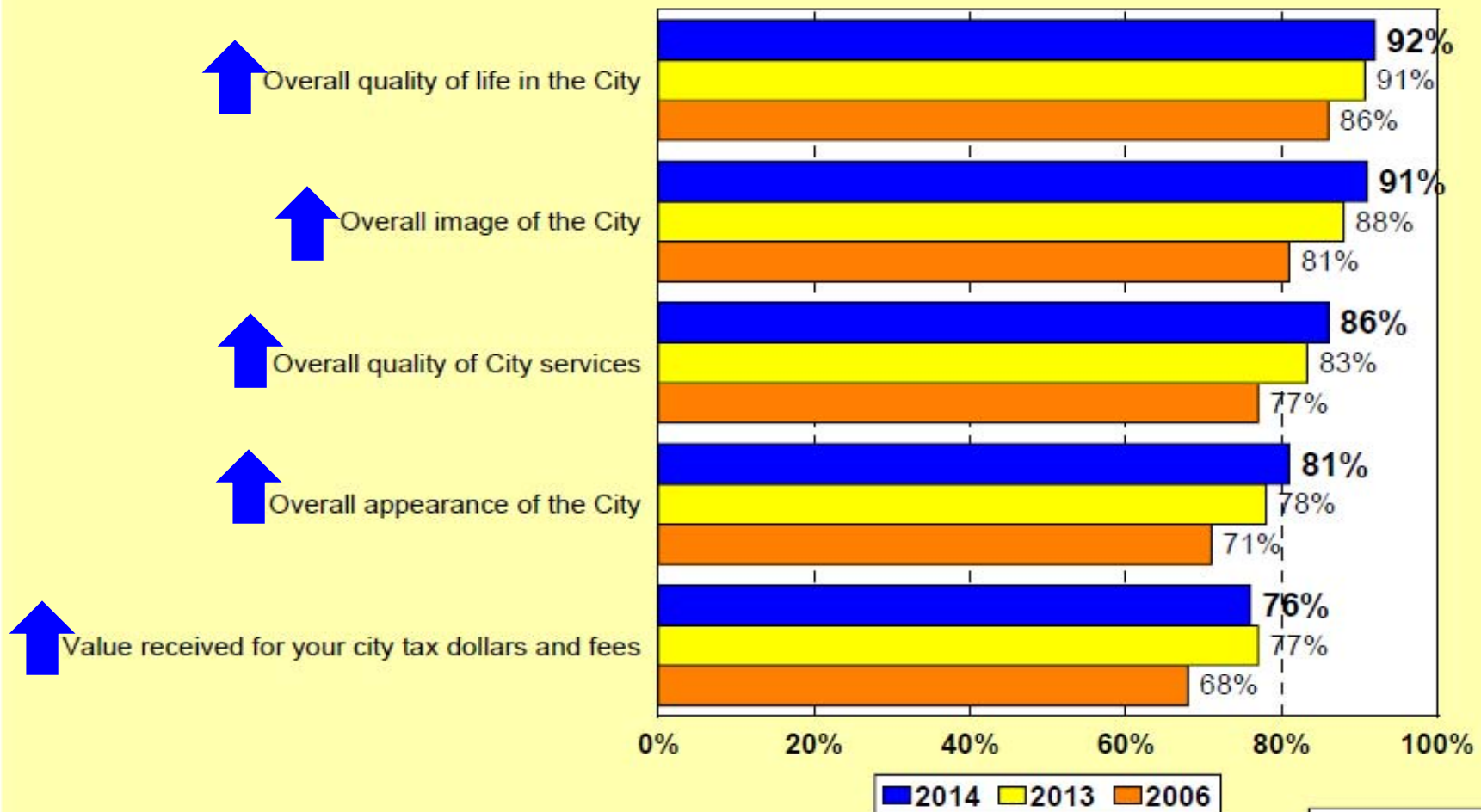
Category	by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)		Change From	Category
	2014	2006	2006	
SIGNIFICANT INCREASES				
Maintenance of walking trails	81%	58%	23%	Parks and Recreation
Ease of pedestrian travel in Auburn	69%	47%	22%	Traffic Flow and Transportation
Maintenance of community recreation centers	74%	52%	22%	Parks and Recreation
Quality of community recreation centers	73%	52%	21%	Parks and Recreation
Visibility of police in neighborhoods	81%	61%	20%	Public Safety Services
Flow of traffic & congestion management	63%	43%	20%	Overall Satisfaction
Efforts to prevent crime	77%	59%	18%	Public Safety Services
Police safety education programs	71%	54%	17%	Public Safety Services
Visibility of police in retail areas	77%	60%	17%	Public Safety Services
Maintenance of swimming pools	65%	48%	17%	Parks and Recreation
Maintenance of streets	73%	57%	16%	Maintenance
Quality of fire safety education programs	77%	62%	15%	Public Safety Services
Maintenance of biking paths/lanes	73%	58%	15%	Parks and Recreation
Maintenance of city infrastructure	75%	60%	15%	Overall Satisfaction
Enforcement of traffic laws	72%	58%	14%	Public Safety Services
Effectiveness of city's communication with public	74%	60%	14%	Overall Satisfaction
Fire personnel emergency response time	89%	76%	13%	Public Safety Services
Quality of swimming pools	61%	48%	13%	Parks and Recreation
Maintenance of street signs	88%	75%	13%	Maintenance
Adequacy of city street lighting	74%	61%	13%	Maintenance
Quality of local ambulance service	82%	70%	12%	Public Safety Services
Maintenance of sidewalks	77%	65%	12%	Maintenance
Feeling of safety in City parks	78%	66%	12%	Feeling of Safety
Enforcement of city codes & ordinances	67%	56%	11%	Overall Satisfaction
Maintenance of traffic signals	91%	80%	11%	Maintenance
Overall cleanliness of streets/public areas	85%	74%	11%	Maintenance
Overall image of the City	91%	81%	10%	Perceptions of the City
Overall appearance of the City	81%	71%	10%	Perceptions of the City
Ease of travel by bicycle in Auburn	43%	34%	9%	Traffic Flow and Transportation
Overall quality of City services	86%	77%	9%	Perceptions of the City
Maintenance of downtown Auburn	89%	80%	9%	Maintenance
Overall quality of police protection	90%	82%	8%	Public Safety Services
Police response time	80%	72%	8%	Public Safety Services
Overall quality of fire protection	91%	83%	8%	Public Safety Services
Value received for your city tax dollars and fees	76%	68%	8%	Perceptions of the City
Maintenance of cemeteries	81%	73%	8%	Parks and Recreation
Quality of the city's customer service	79%	71%	8%	Overall Satisfaction
Mowing and trimming along streets and public areas	82%	74%	8%	Maintenance
Residential garbage collection	92%	84%	8%	Garbage and Water Services
Feeling of safety in commercial and retail areas	85%	77%	8%	Feeling of Safety
Quality of OPEN LINE newsletter	81%	73%	8%	City Communication
Quality of police, fire, & ambulance services	92%	85%	7%	Overall Satisfaction
Utility Billing Office customer service	78%	71%	7%	Garbage and Water Services
Level of public involvement in decision-making	50%	43%	7%	City Communication
Overall quality of life in the City	92%	88%	8%	Perceptions of the City
Quality of adult athletic programs	65%	59%	6%	Parks and Recreation
Fees charged for recreation programs	66%	60%	6%	Parks and Recreation
Yard waste removal service	84%	78%	6%	Garbage and Water Services
Quality of the city's website	67%	61%	6%	City Communication
Ease of registering for programs	70%	65%	5%	Parks and Recreation
Water service	83%	78%	5%	Garbage and Water Services
Overall feeling of safety in Auburn	92%	87%	5%	Feeling of Safety
Effectiveness of the City Manager	71%	67%	4%	City Leadership
Effectiveness of appointed boards and commissions	63%	59%	4%	City Leadership
SIGNIFICANT DECREASES				
NONE				

**SHORT-TERM
TRENDS**
**Since 2013,
Ratings
Significantly
Improved in
51 Areas. There
Were Just Two
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 From	Category
	2014	2013	2013	
SIGNIFICANT INCREASES				
Quality of community recreation centers	73%	59%	14%	Parks and Recreation
Maintenance of community recreation centers	74%	63%	11%	Parks and Recreation
Availability of parking	37%	26%	11%	Downtown Auburn
Maintenance of biking paths/lanes	73%	65%	8%	Parks and Recreation
Quality of the city's customer service	79%	71%	8%	Overall Satisfaction
Flow of traffic & congestion management	63%	55%	8%	Overall Satisfaction
Feeling of safety traveling by bicycle in Auburn	46%	38%	8%	Feeling of Safety
Control of nuisance animals	68%	60%	8%	Code Enforcement
Mowing and trimming along streets and public areas	82%	74%	8%	City Maintenance
Ease of travel by bicycle in Auburn	43%	36%	7%	Traffic Flow and Transportation
Fees charged for recreation programs	66%	59%	7%	Parks and Recreation
Quality of adult athletic programs	65%	58%	7%	Parks and Recreation
Maintenance of city infrastructure	75%	68%	7%	Overall Satisfaction
Feeling of safety in City parks	78%	71%	7%	Feeling of Safety
Feeling of safety of downtown at night	90%	83%	7%	Downtown Auburn
Availability of public event space	59%	52%	7%	Downtown Auburn
Efforts to remove dilapidated structures	64%	57%	7%	Code Enforcement
Enforcement of loud music	64%	57%	7%	Code Enforcement
Quality of the city's social media	56%	49%	7%	City Communication
Maintenance of walking trails	81%	75%	6%	Parks and Recreation
Maintenance of cemeteries	81%	75%	6%	Parks and Recreation
Overall quality of new retail development	62%	56%	6%	Development and Redevelopment
Cleanup of overgrown and weedy lots	64%	58%	6%	Code Enforcement
Maintenance of street signs	88%	82%	6%	City Maintenance
Adequacy of city street lighting	74%	68%	6%	City Maintenance
Ease of pedestrian travel in Auburn	69%	64%	5%	Traffic Flow and Transportation
Fire personnel emergency response time	89%	84%	5%	Public Safety Services
Visibility of police in neighborhoods	81%	76%	5%	Public Safety Services
Maintenance of outdoor athletic fields	80%	75%	5%	Parks and Recreation
Quality of youth athletic programs	79%	74%	5%	Parks and Recreation
Ease of registering for programs	70%	65%	5%	Parks and Recreation
Quality of swimming pools	61%	56%	5%	Parks and Recreation
Quality of senior programs	59%	54%	5%	Parks and Recreation
Availability of outdoor dining venues	50%	45%	5%	Downtown Auburn
Overall cleanliness of streets/public areas	85%	80%	5%	City Maintenance
Level of public involvement in decision-making	50%	45%	5%	City Communication
Cleanup of large junk/abandoned vehicles	81%	77%	4%	Code Enforcement
Ease of travel by car in Auburn	81%	77%	4%	Traffic Flow and Transportation
Quality of fire safety education programs	77%	73%	4%	Public Safety Services
Maintenance of parks	86%	82%	4%	Parks and Recreation
Maintenance of swimming pools	65%	61%	4%	Parks and Recreation
Special needs/therapeutics programs	57%	53%	4%	Parks and Recreation
Enforcement of city codes & ordinances	67%	63%	4%	Overall Satisfaction
Recycling at city's drop-off recycling center	81%	77%	4%	Garbage and Water Services
Feeling of safety in your neighborhood at night	87%	83%	4%	Feeling of Safety
Feeling of safety in commercial and retail areas	85%	81%	4%	Feeling of Safety
Quality of public events held downtown	80%	76%	4%	Downtown Auburn
Landscaping and green space	75%	71%	4%	Downtown Auburn
Availability of dining opportunities	74%	70%	4%	Downtown Auburn
Overall appearance of downtown	83%	79%	4%	Development and Redevelopment
Maintenance of traffic signals	91%	87%	4%	City Maintenance
SIGNIFICANT DECREASES				
Cleanup of debris and litter	82%	86%	-4%	Code Enforcement
Quality of the city's website	67%	71%	-4%	City Communication

TRENDS: Overall Perceptions of the City of Auburn (2006, 2013 & 2014)

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 (2014)

TRENDS

221

Significant Increases From 2006:

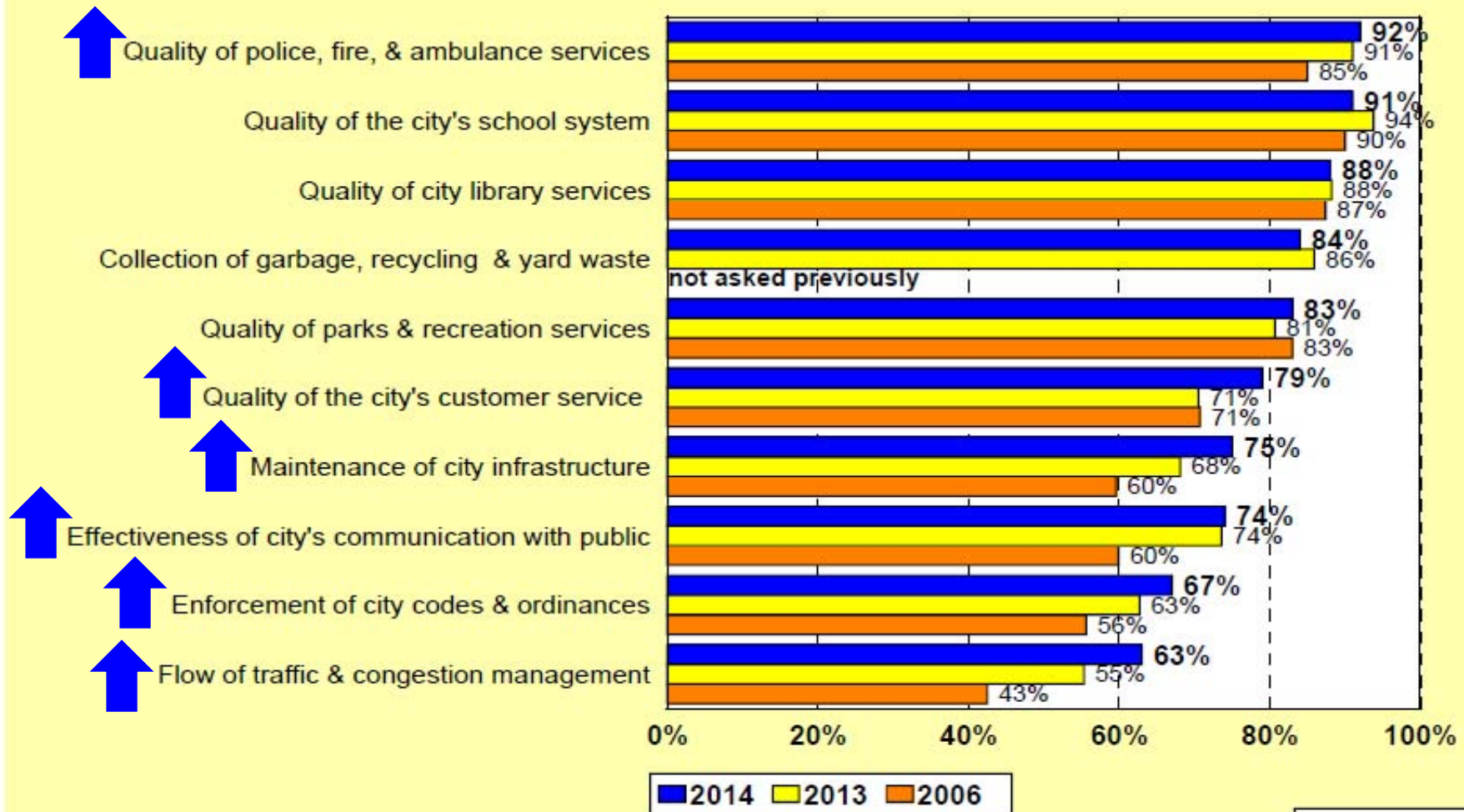


Significant Decreases From 2006:



TRENDS: Overall Satisfaction With City Services by Major Category (2006, 2013 & 2014)

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 (2014)

Significant Increases From 2006:

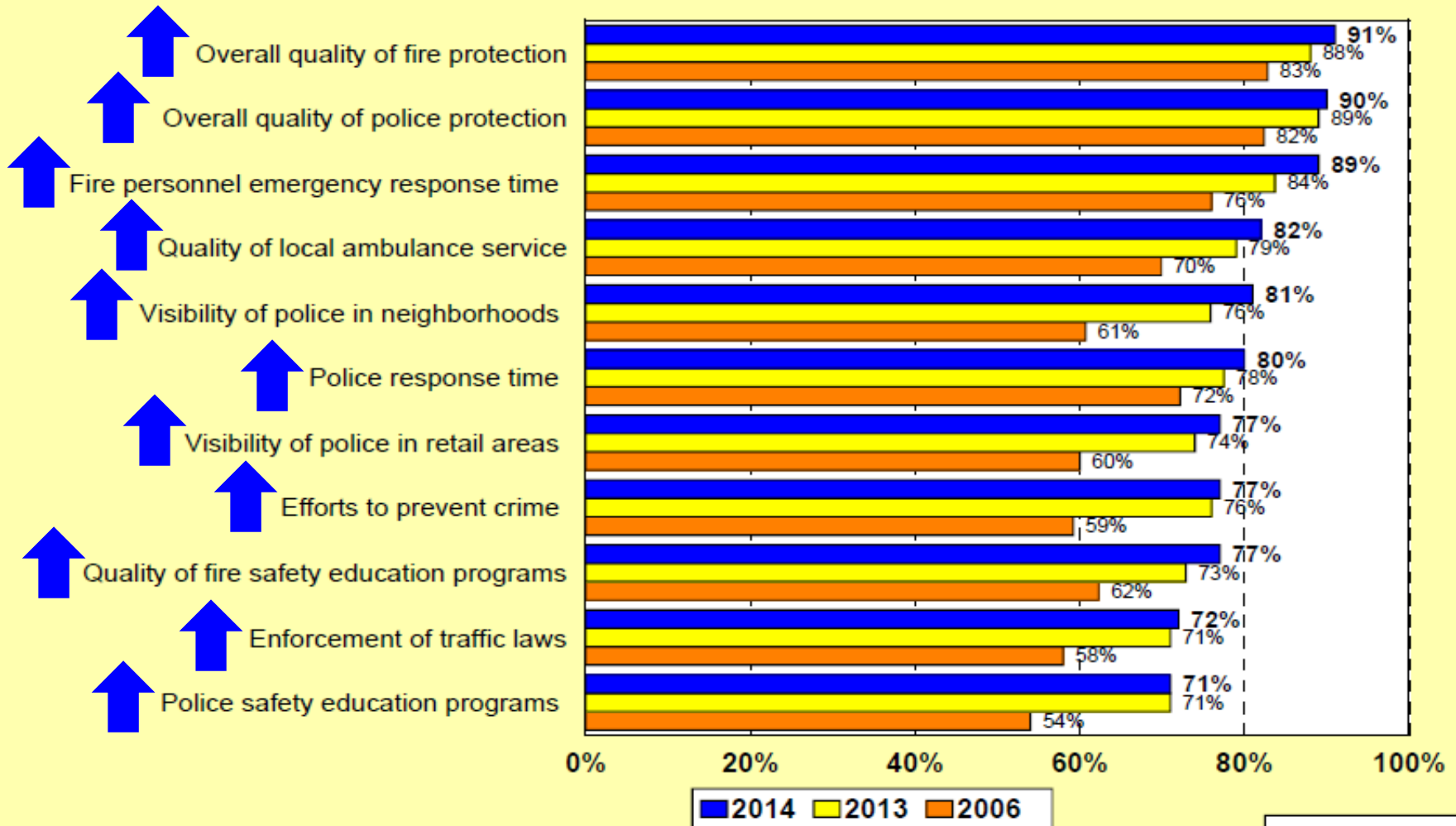


Significant Decreases From 2006:



TRENDS: Overall Satisfaction with Public Safety Services (2006, 2013 & 2014)

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



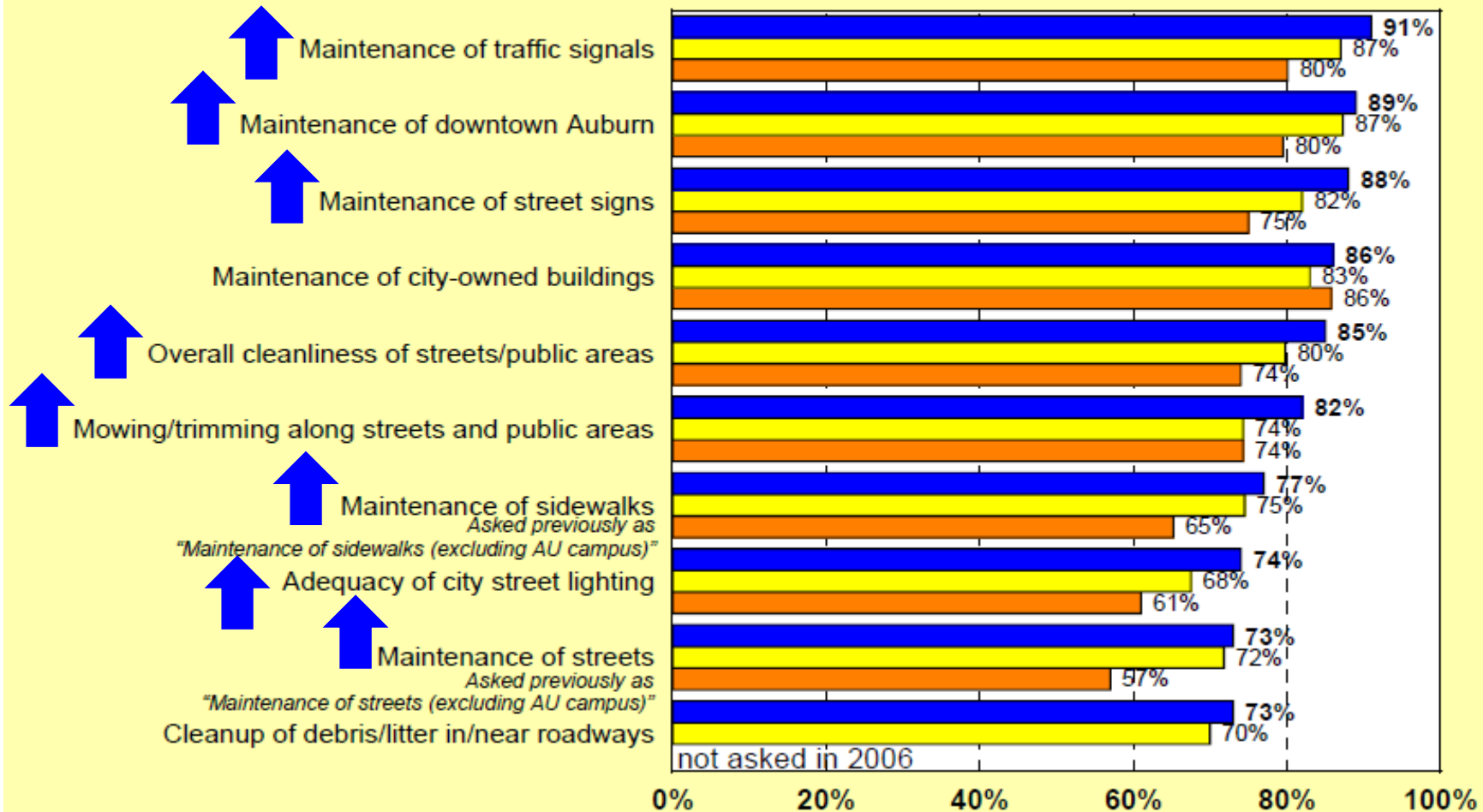
Source: ETC Institute (2014)

Significant Increases From 2006: ↑

Significant Decreases From 2006: ↓

TRENDS: Overall Satisfaction with City Maintenance (2006, 2013 & 2014)

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 (2014)

2014 2013 2006

TRENDS

Significant Increases From 2006:



Significant Decreases From 2006:



Major Finding #4

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

NATIONAL COMPARISONS

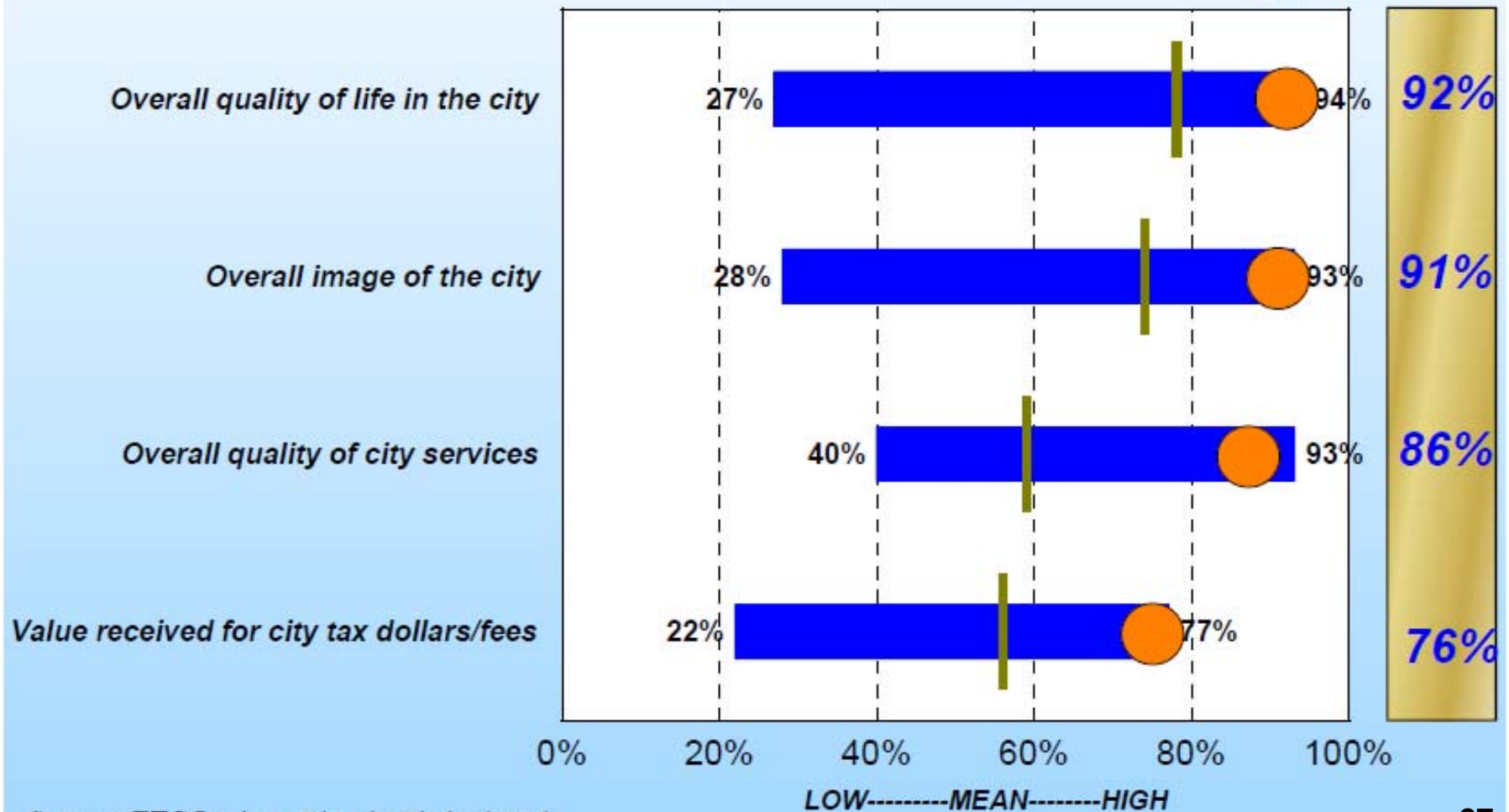
Auburn Rated Above the National Average in 58 of 60 Areas; 49 Items Were Significantly Above Average

Category	by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)			Category
	Auburn	National Average	Percent Above/Below National Average	
SIGNIFICANTLY ABOVE THE NATIONAL AVERAGE				
Clean-up of debris/litter	82%	50%	32%	Codes and Ordinances
Overall quality of City services	86%	56%	30%	Perceptions of the City
Value received for city tax dollars/fees	76%	47%	29%	Perceptions of the City
Quality of school system	91%	63%	28%	Overall Satisfaction
Maintenance of walking trails	81%	56%	25%	Parks and Recreation
Feeling of safety in downtown	92%	68%	24%	Feeling of Safety
Effectiveness of communication with the public	74%	50%	24%	Overall Satisfaction
Quality of customer service	79%	55%	24%	Overall Satisfaction
Maintenance of sidewalks	77%	55%	22%	Maintenance
Visibility of police in neighborhoods	81%	59%	22%	Public Safety Services
As a place to work	82%	60%	22%	Ratings of Quality of Life
Overall image of the city	91%	70%	21%	Perceptions of the City
Feeling of safety in your neighborhood at night	87%	67%	20%	Feeling of Safety
As a place to raise children	96%	76%	20%	Ratings of Quality of Life
Mowing/trimming of streets & public areas	82%	64%	18%	Maintenance
Enforcement of codes & ordinances	67%	49%	18%	Overall Satisfaction
Cleanliness of city streets & public areas	85%	68%	17%	Maintenance
Quality of swimming pools	61%	44%	17%	Parks and Recreation
Maintenance of biking trails	73%	56%	17%	Parks and Recreation
Effectiveness of the city manager	71%	55%	16%	City Leadership
Quality of police protection	90%	74%	16%	Public Safety Services
Efforts to prevent crime	77%	61%	16%	Public Safety Services
Availability of info. about parks/rec programs/services	71%	56%	15%	City Communication
Overall feeling of safety	92%	77%	15%	Feeling of Safety
Maintenance of major city streets	73%	58%	15%	Maintenance
Maintenance of city infrastructure	75%	60%	15%	Overall Satisfaction
Quality of parks & recreation services	83%	69%	14%	Overall Satisfaction
Overall quality of life in the city	92%	78%	14%	Perceptions of the City
Overall appearance of the city	81%	67%	14%	Perceptions of the City
As a place to live	96%	82%	14%	Ratings of Quality of Life
Adult athletic programs	65%	52%	13%	Parks and Recreation
Visibility of police in retail areas	77%	64%	13%	Public Safety Services
Leadership of elected officials	68%	56%	12%	City Leadership
Effectiveness of appointed boards/commissions	63%	51%	12%	City Leadership
Feeling of safety in city parks	78%	66%	12%	Feeling of Safety
Maintenance of traffic signals	91%	79%	12%	Maintenance
Police, fire, & ambulance service	92%	80%	12%	Overall Satisfaction
Youth athletic programs	79%	67%	12%	Parks and Recreation
Police response time to emergencies	80%	69%	11%	Public Safety Services
Availability of info. on city programs/services	66%	56%	10%	City Communication
Yard waste collection service	84%	74%	10%	Garbage and Water Services
Outdoor athletic fields	78%	68%	10%	Parks and Recreation
Maintenance of parks	86%	77%	9%	Parks and Recreation
Police safety education programs	71%	62%	9%	Public Safety Services
Feeling of safety in your neighborhood during the day	96%	88%	8%	Feeling of Safety
Quality of garbage collection service	92%	84%	8%	Garbage and Water Services
Quality of city library services	88%	80%	8%	Overall Satisfaction
Enforcement of local traffic laws	72%	66%	6%	Public Safety Services
Quality of the city's website	67%	62%	5%	City Communication
SIGNIFICANTLY BELOW THE NATIONAL AVERAGE				
NONE				

Perceptions that Residents Have of the City in Which They Live - 2014

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)

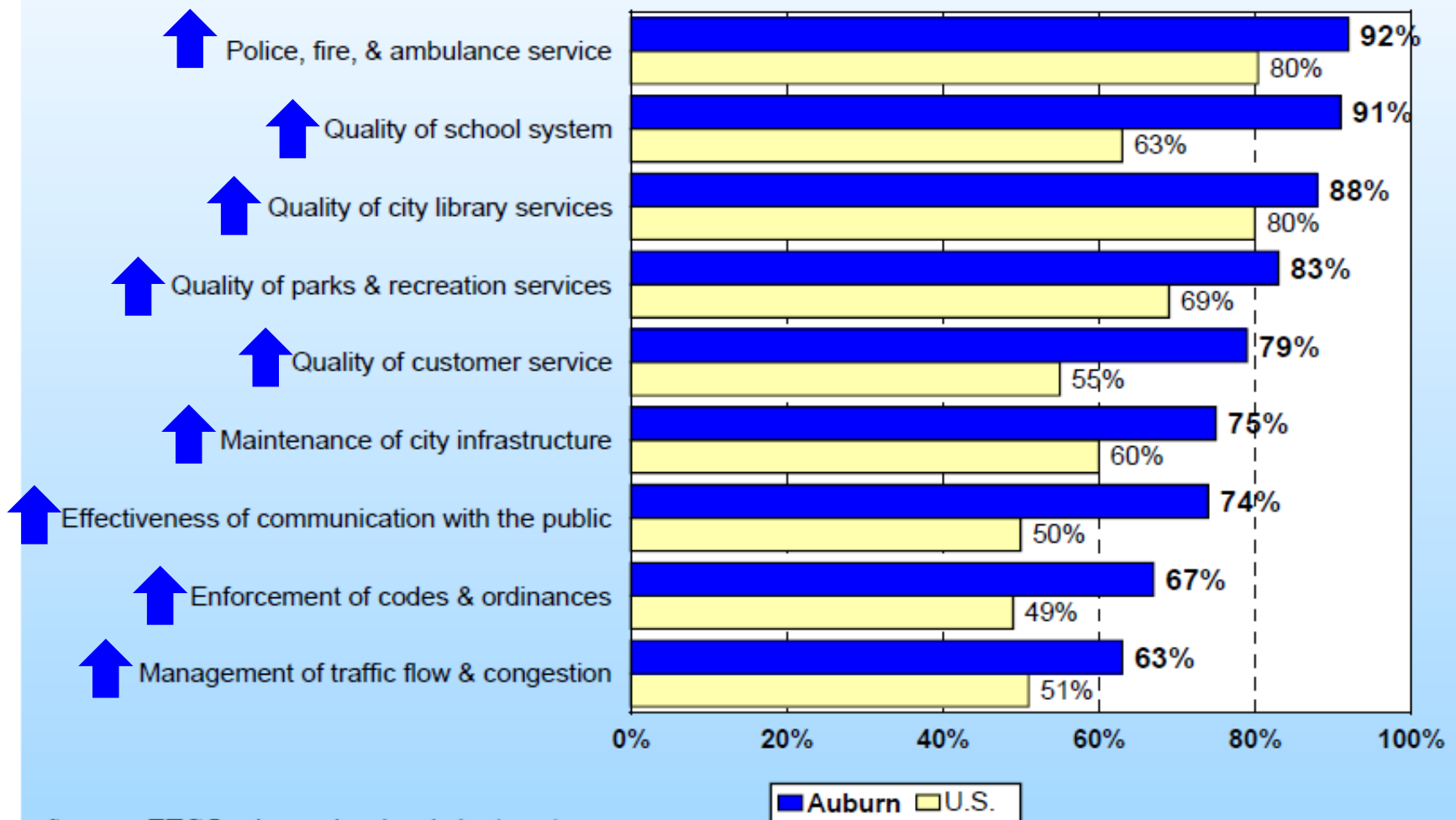
● **Auburn, AL**



Source: ETC Institute DirectionFinder (2014)

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)



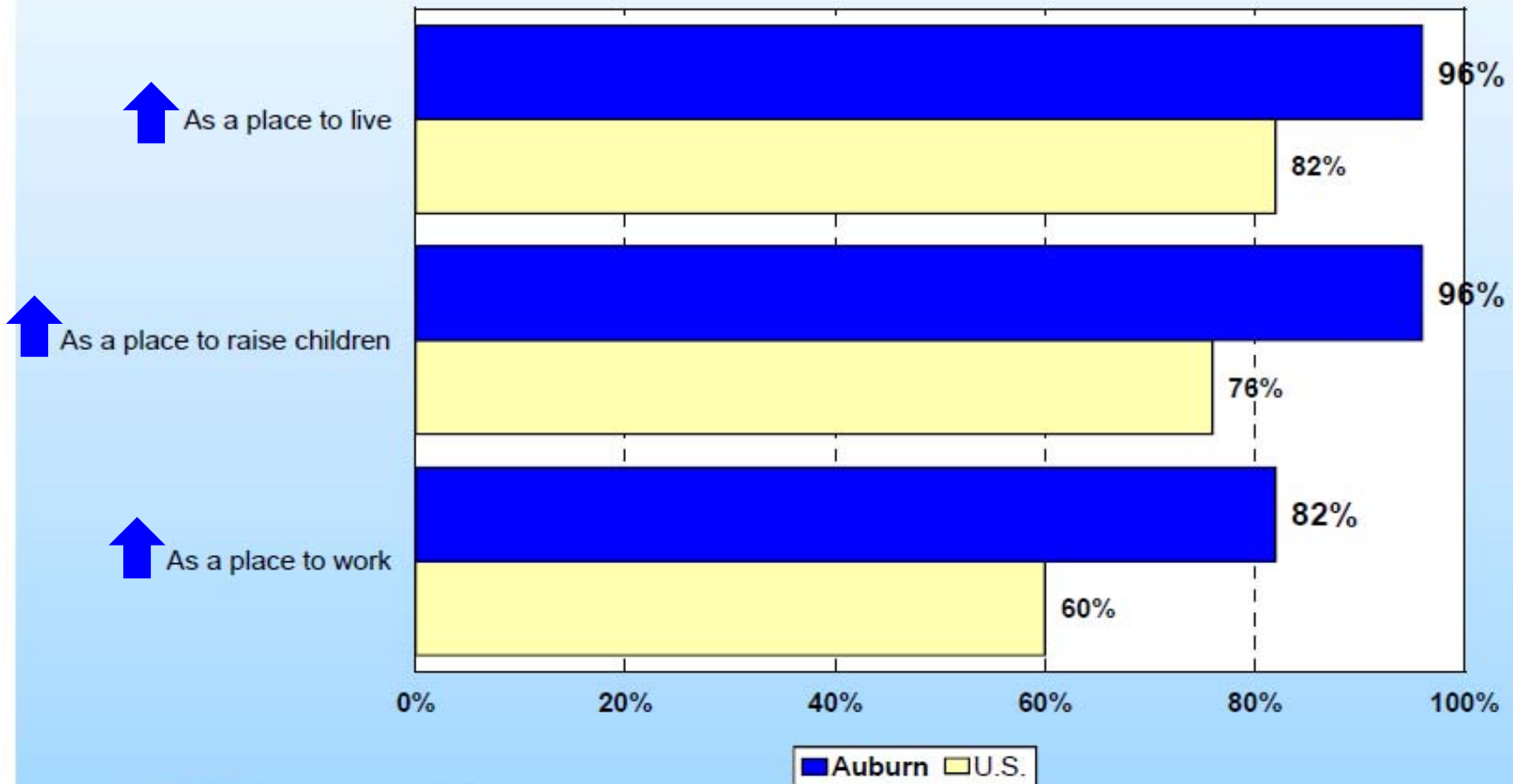
Source: ETC Institute DirectionFinder (2014)

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: ETC Institute DirectionFinder (2014)

Significantly Higher:

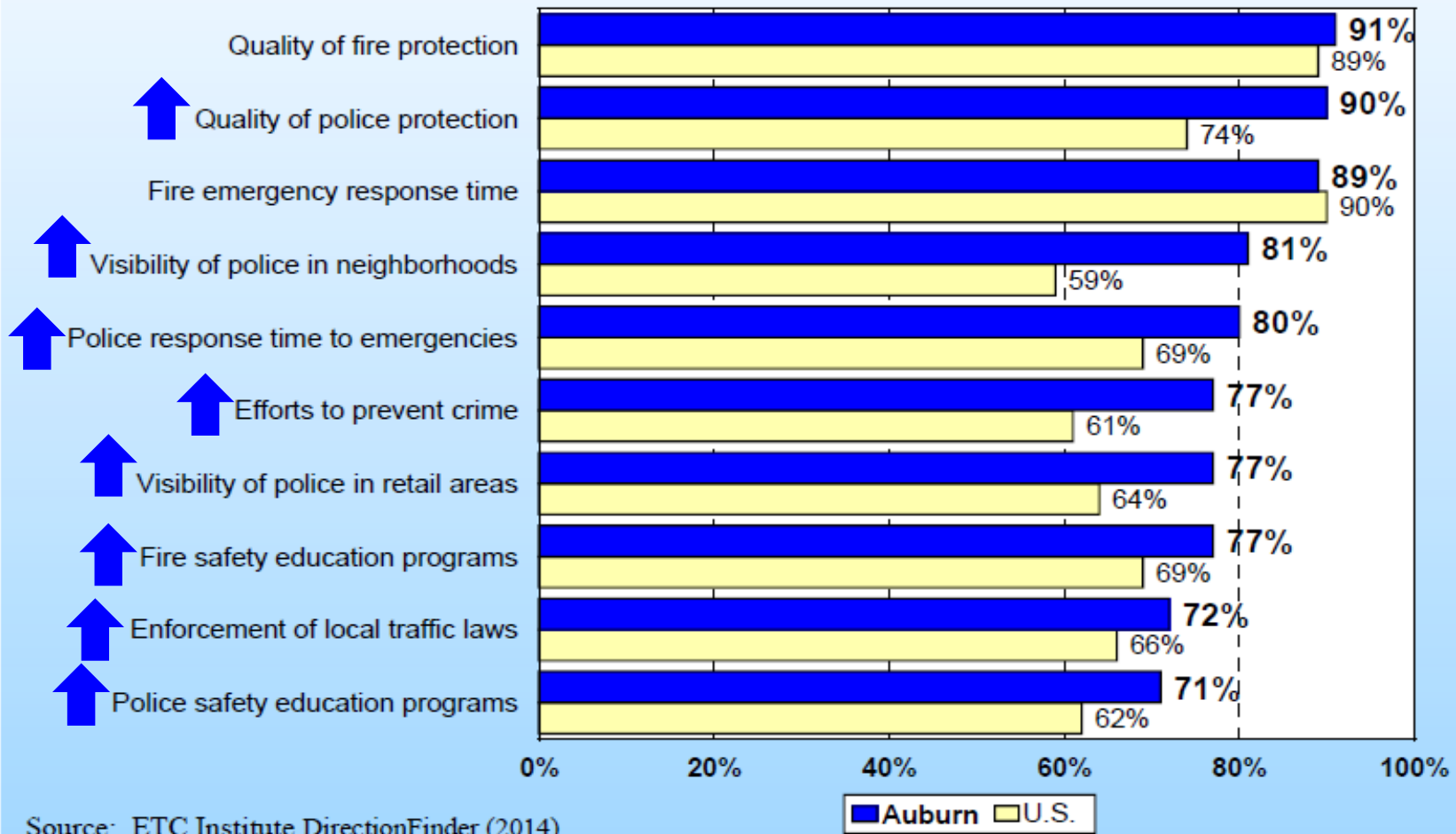


Significantly Lower:



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)

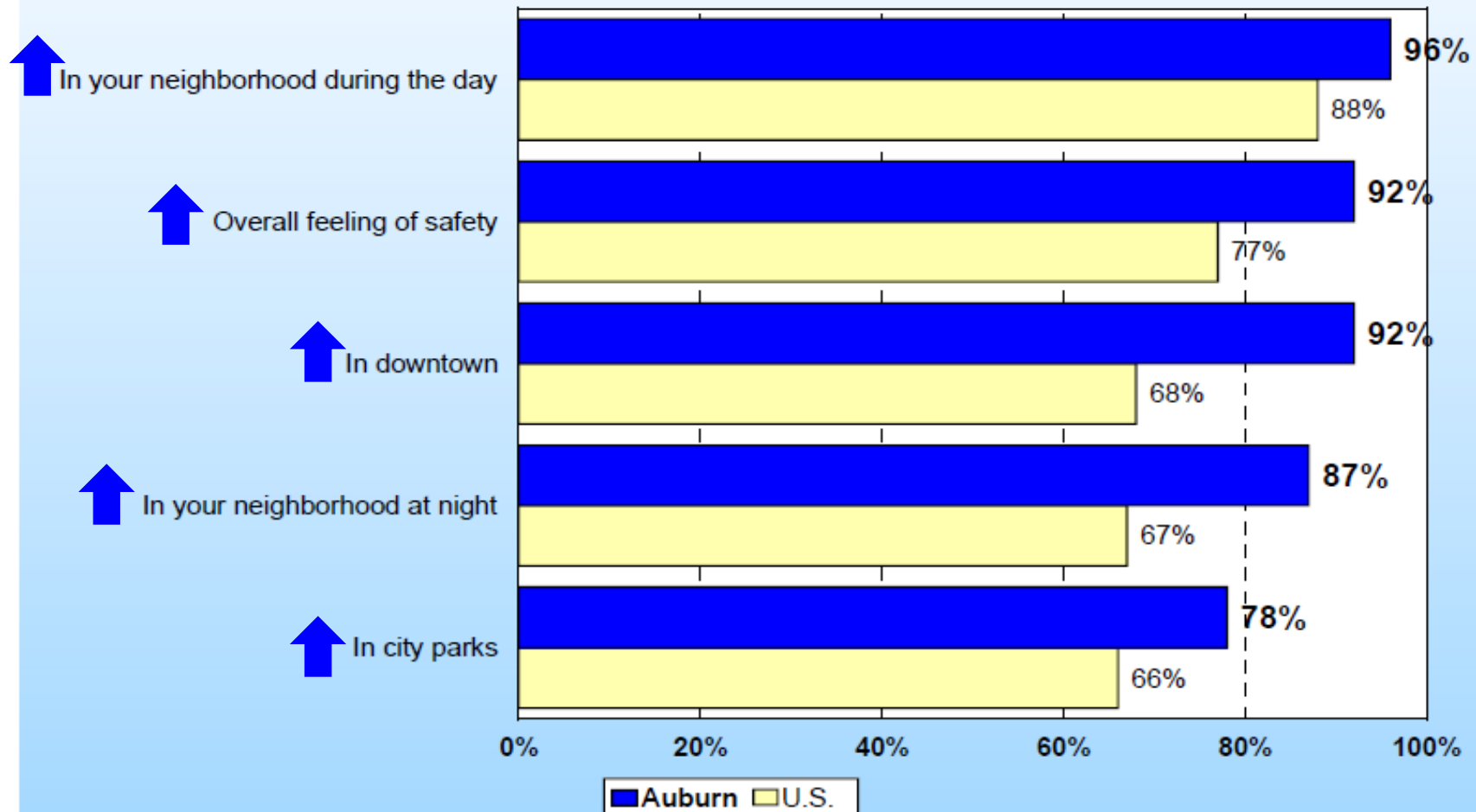


Significantly Higher: ↑

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: ETC Institute DirectionFinder (2014)

331

Significantly Higher:

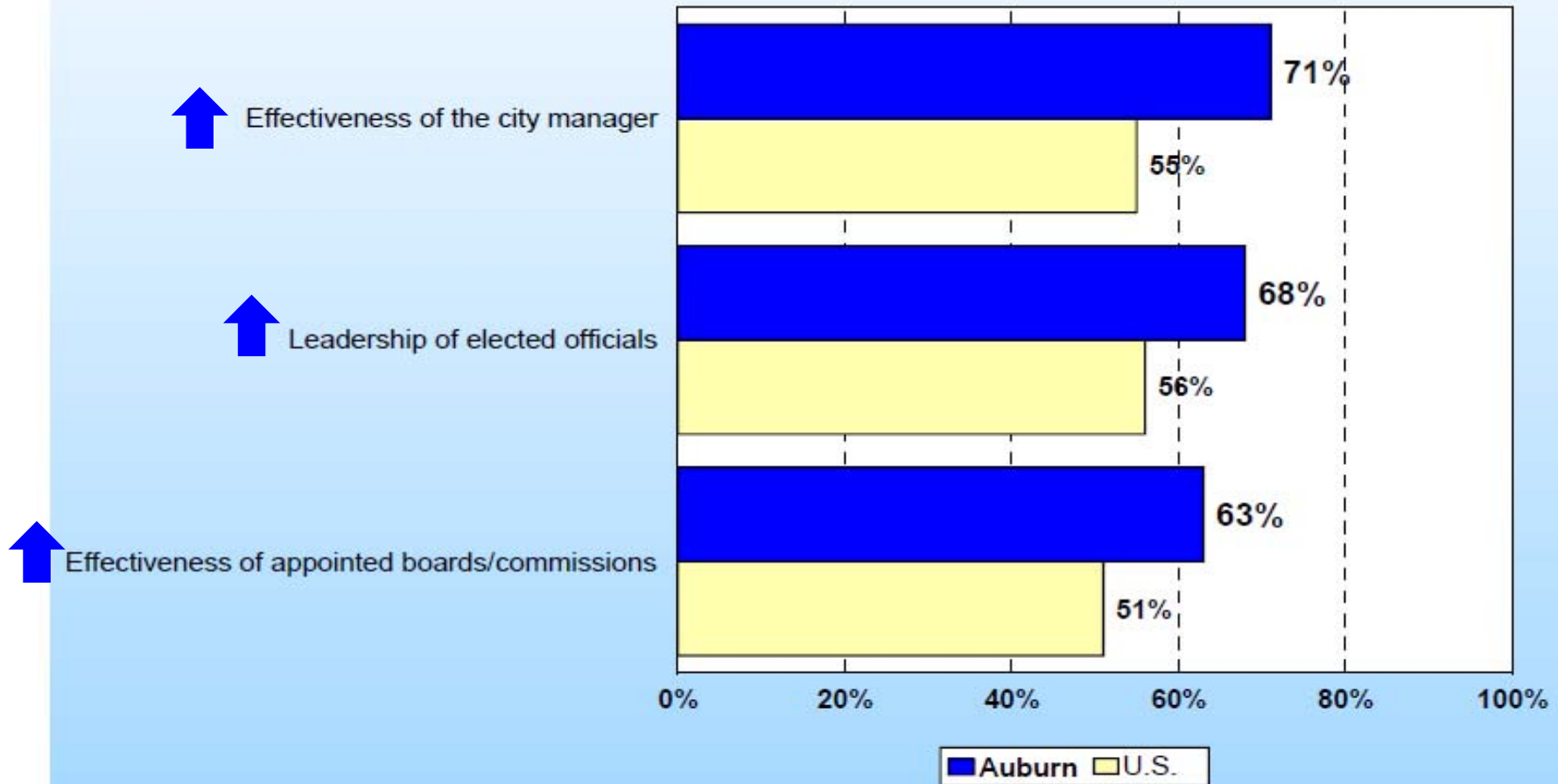


Significantly Lower:



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)



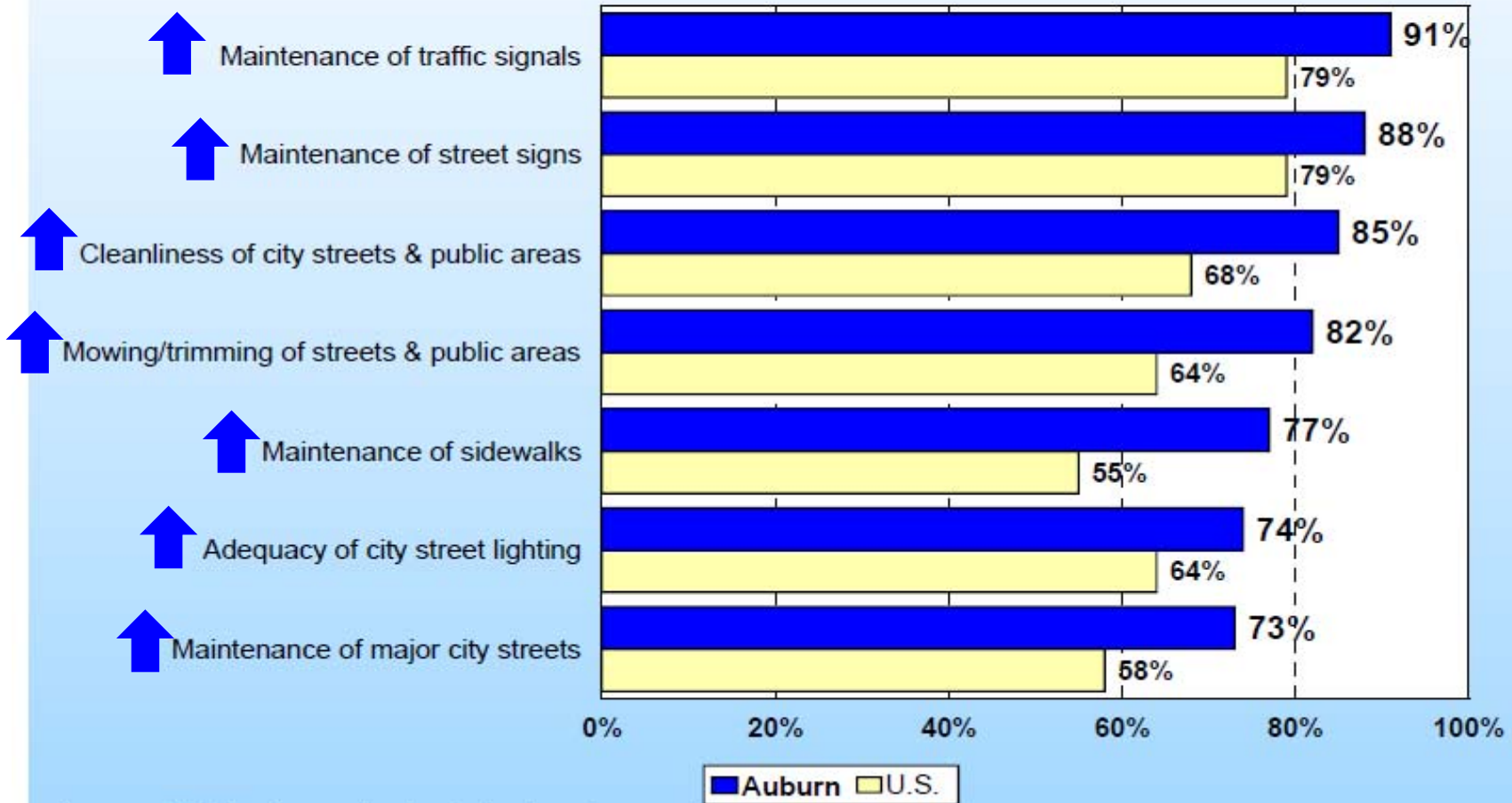
Source: ETC Institute DirectionFinder (2014)

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: ETC Institute DirectionFinder (2014)

Significantly Higher:

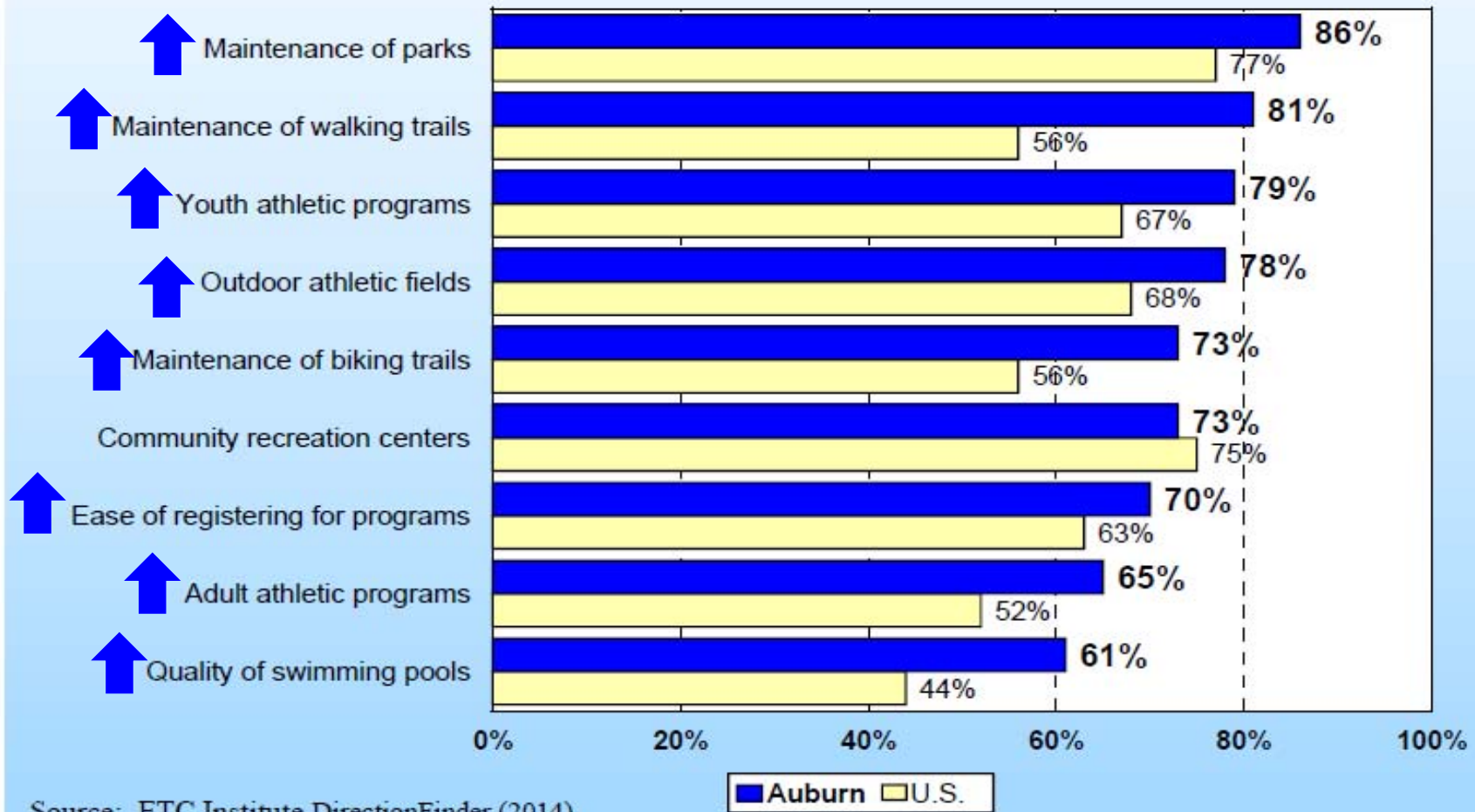


Significantly Lower:



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:

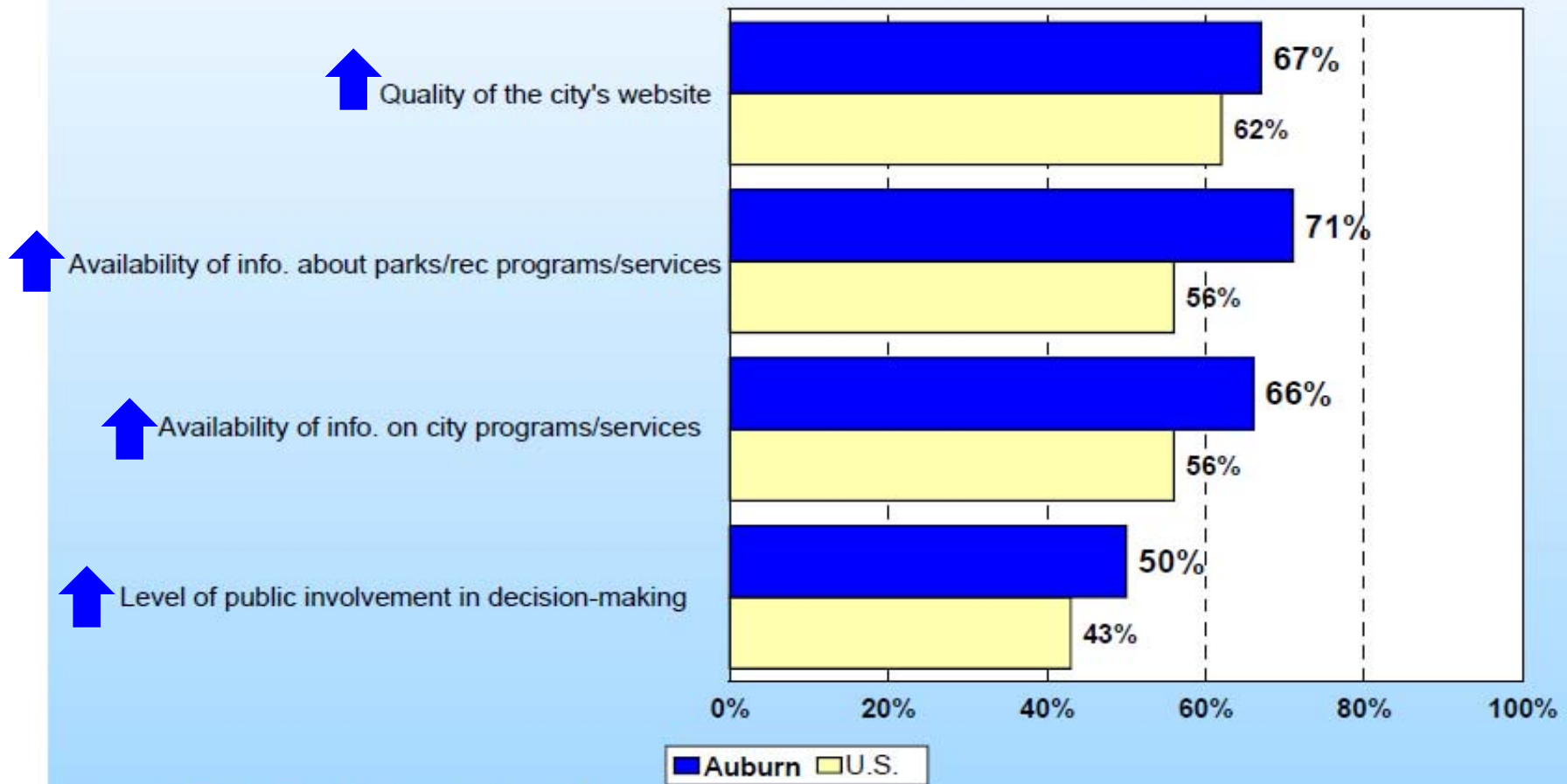


Significantly Lower:



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: ETC Institute DirectionFinder (2014)

Significantly Higher:

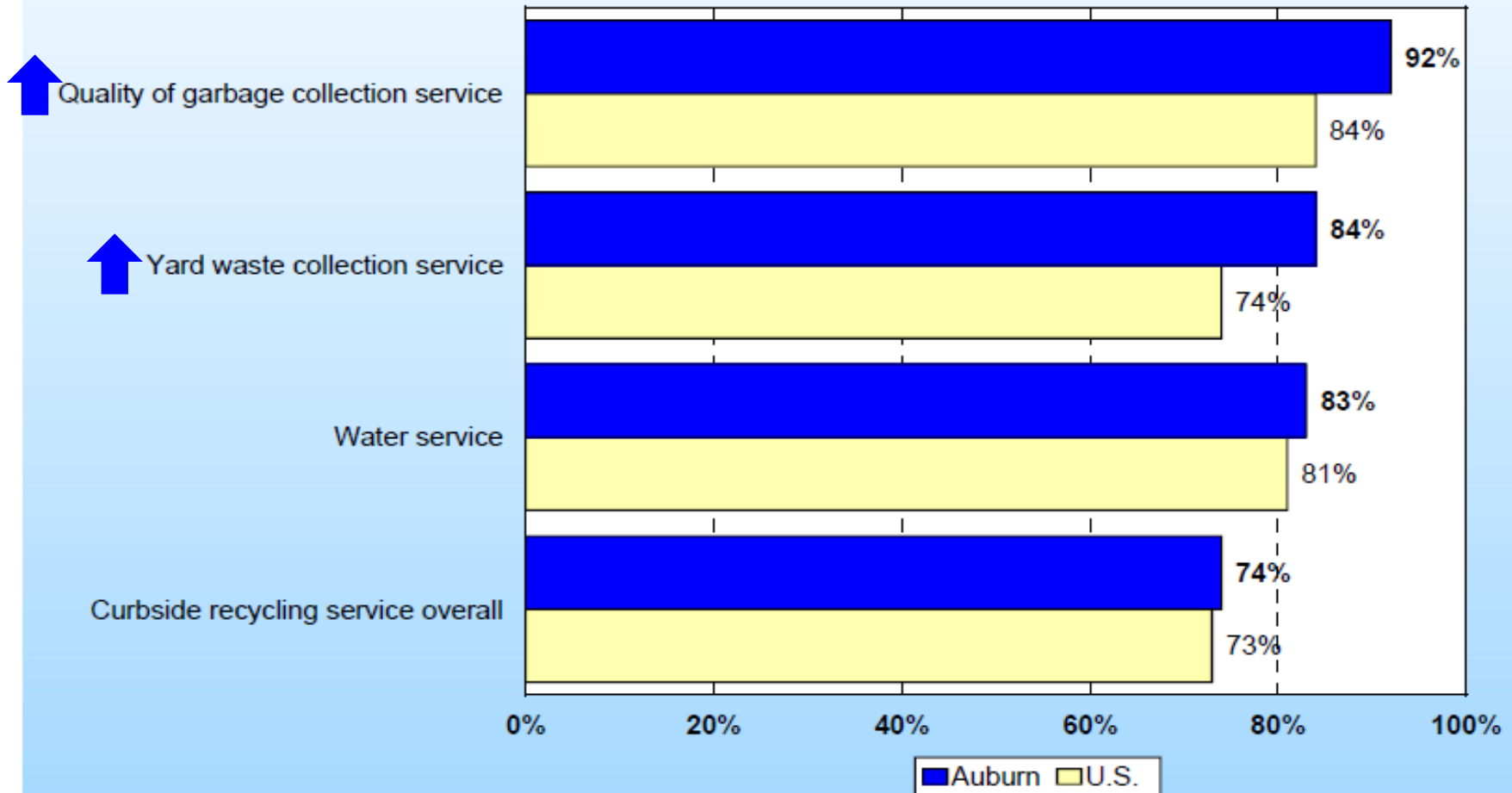


Significantly Lower:



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: ETC Institute DirectionFinder (2014)

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #5

Although Improvements to traffic flow and street maintenance are still important, traffic flow is no longer classified as a “VERY HIGH” priority and Maintenance is now classified as a “MEDIUM” priority for the first time since ETC Institute began conducting the survey

Importance-Satisfaction Rating

City of Auburn

LAST YEAR

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	54%	1	55%	10	0.2400	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of city infrastructure	42%	3	68%	8	0.1340	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes and ordinances	18%	6	63%	9	0.0671	3
Quality of parks & recreation services	28%	5	81%	5	0.0540	4
Quality of police, fire, & ambulance services	38%	4	91%	2	0.0339	5
Effectiveness of city's communication with public	12%	8	74%	6	0.0327	6
Quality of the city's school system	50%	2	94%	1	0.0309	7
Quality of the city's customer service	9%	9	71%	7	0.0266	8
Collection of garbage, recycling & yard waste	15%	7	86%	4	0.0204	9
Quality of city library services	6%	10	88%	3	0.0073	10

Overall Priorities: ←

Importance-Satisfaction Rating

City of Auburn

Major Categories of City Services

THIS YEAR

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>						
Flow of traffic & congestion management	49%	2	63%	10	0.1825	1
<u>Medium Priority (IS <.10)</u>						
Maintenance of city infrastructure	39%	3	75%	7	0.0978	2
Enforcement of city codes and ordinances	16%	8	67%	9	0.0512	3
Quality of the city's school system	52%	1	91%	2	0.0496	4
Quality of parks & recreation services	28%	5	83%	5	0.0481	5
Effectiveness of city's communication with public	18%	6	74%	8	0.0471	6
Quality of police, fire, & ambulance services	34%	4	92%	1	0.0285	7
Collection of garbage, recycling & yard waste	16%	7	84%	4	0.0261	8
Quality of the city's customer service	10%	9	79%	6	0.0207	9
Quality of city library services	6%	10	88%	3	0.0074	10

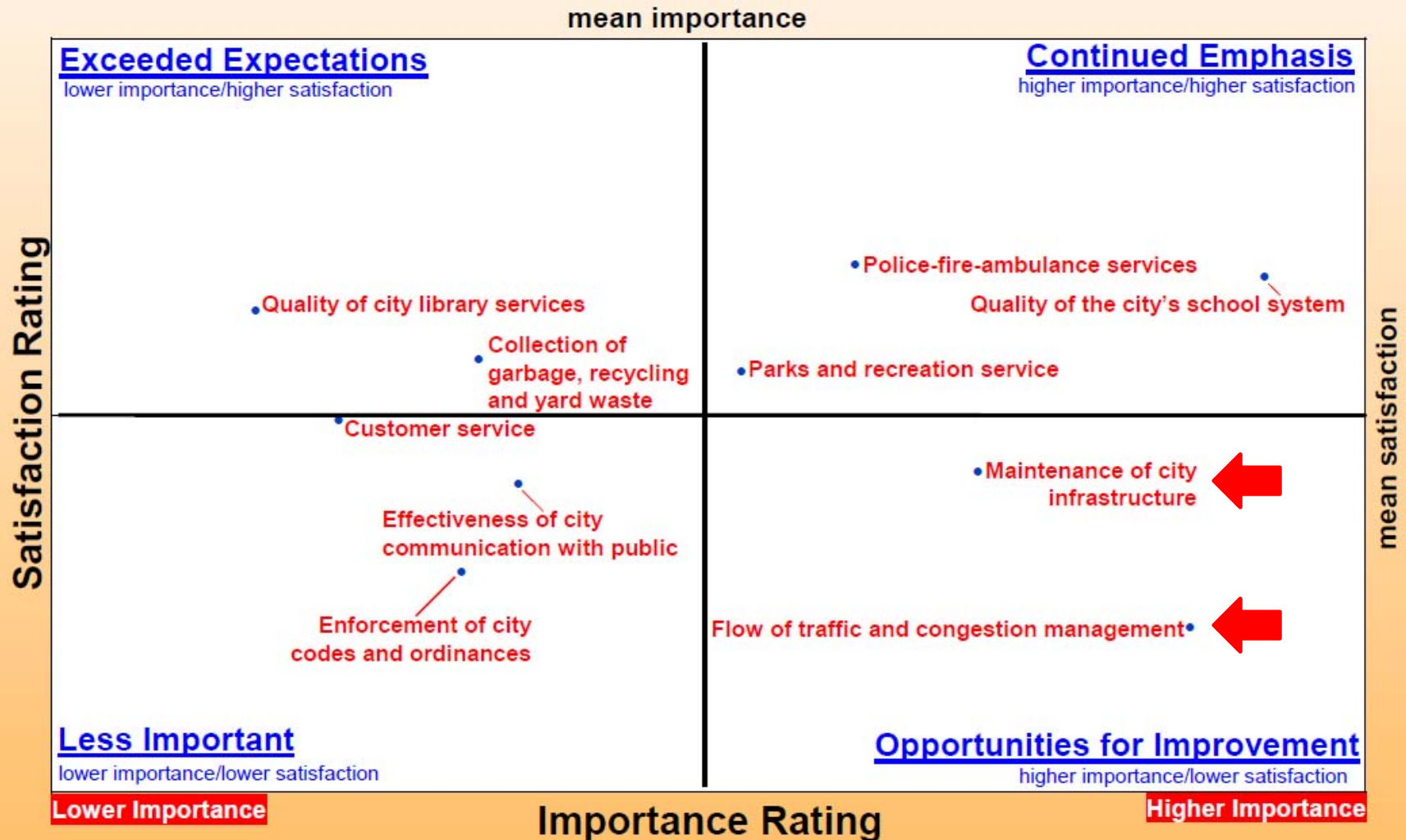


Traffic Flow is no longer a VERY HIGH Priority and Maintenance is a MEDIUM Priority for the First Time Since We Started Conducting the Survey

2014 City of Auburn Community 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

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts to prevent crime	45%	1	77%	8	0.1042	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	39%	2	81%	5	0.0753	2
Enforcement of traffic laws	23%	4	72%	10	0.0653	3
Visibility of police in retail areas	22%	5	77%	7	0.0495	4
Police safety education programs	12%	9	71%	11	0.0338	5
Overall quality of police protection	33%	3	90%	2	0.0326	6
Quality of local ambulance service	17%	7	82%	4	0.0301	7
Police response time	15%	8	80%	6	0.0290	8
Quality of fire safety education programs	7%	11	77%	9	0.0163	9
Overall quality of fire protection	17%	6	91%	1	0.0154	10
Fire personnel emergency response time	8%	10	89%	3	0.0094	11



Importance-Satisfaction Rating

City of Auburn

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Cleanup of overgrown & weedy lots	35%	2	64%	6	0.1292	1
Medium Priority (IS <.10)						
Efforts to remove dilapidated structures	26%	3	64%	4	0.0929	2
Control of nuisance animals	25%	4	68%	3	0.0795	3
Enforcement of loud music	20%	5	64%	5	0.0733	4
Cleanup of debris/litter	37%	1	82%	1	0.0673	5
Cleanup of large junk/abandoned vehicles	14%	6	81%	2	0.0271	6



Code Enforcement Priorities:



Importance-Satisfaction Rating

City of Auburn

Garbage and Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Material types accepted for recycling	36%	1	63%	7	0.1347	1
Medium Priority (IS <.10)						
Curbside recycling service	30%	2	74%	6	0.0800	2
Water service	20%	5	83%	3	0.0339	3
Yard waste removal service	21%	4	84%	2	0.0334	4
Utility Billing Office customer service	11%	6	78%	5	0.0230	5
Residential garbage collection service	26%	3	92%	1	0.0210	6
Recycling at City's drop-off recycling center	11%	7	81%	4	0.0203	7



Garbage and Water Services Priorities: 

Importance-Satisfaction Rating

City of Auburn

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of streets	56%	1	73%	9	0.1504	1
Adequacy of City street lighting	40%	2	74%	8	0.1037	2
Medium Priority (IS <.10)						
Cleanup of debris/litter in & near roadways	34%	3	73%	10	0.0905	3
Maintenance of sidewalks	24%	5	77%	7	0.0545	4
Overall cleanliness of streets & public areas	26%	4	85%	5	0.0393	5
Mowing/trimming along streets & public areas	16%	7	82%	6	0.0295	6
Maintenance of Downtown Auburn	18%	6	89%	2	0.0196	7
Maintenance of street signs	11%	9	88%	3	0.0131	8
Maintenance of traffic signals	14%	8	91%	1	0.0123	9
Maintenance of City-owned buildings	6%	10	86%	4	0.0083	10



Importance-Satisfaction Rating

City of Auburn

Parks and Recreation

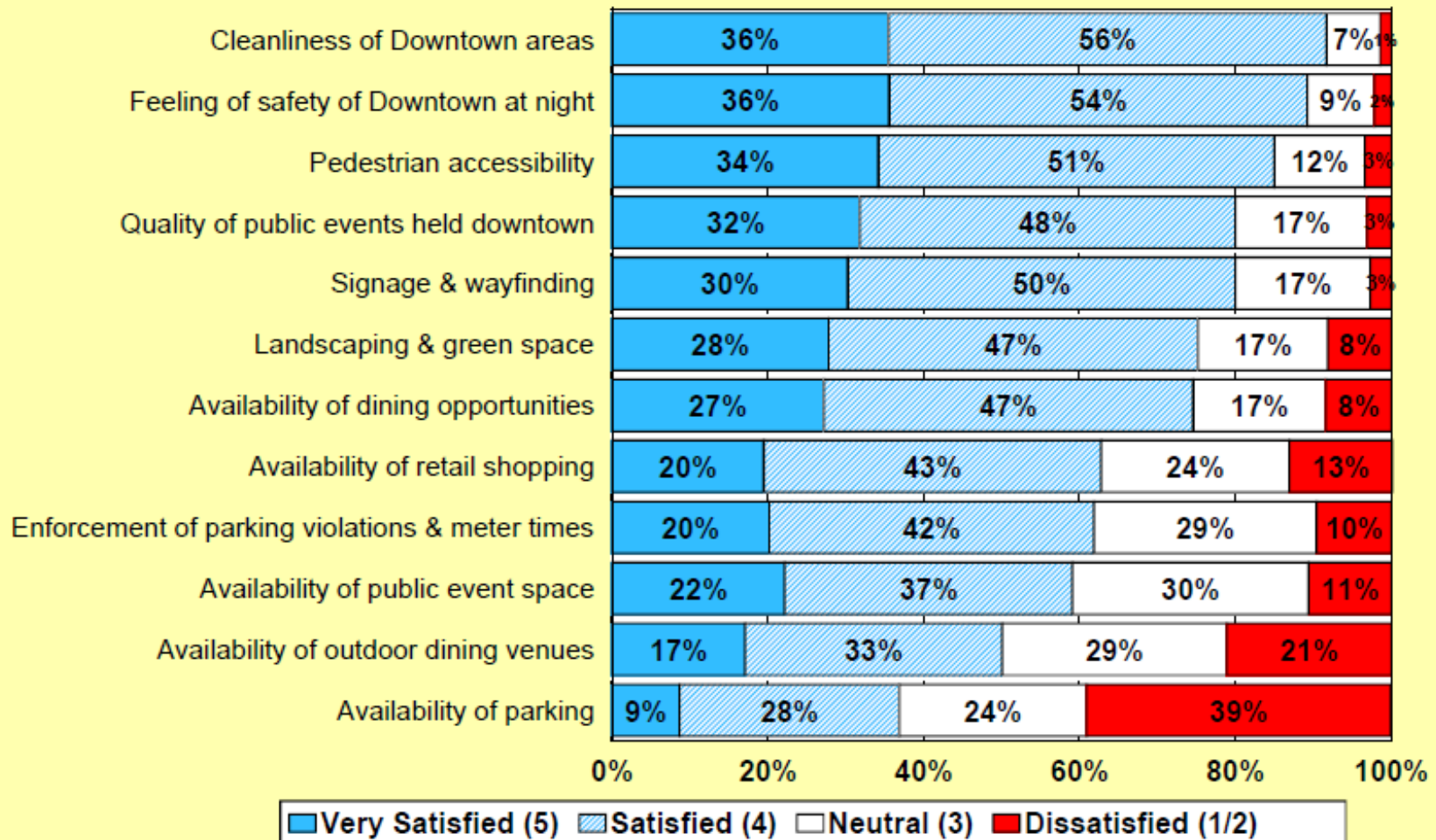
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Quality of senior programs	17%	5	59%	17	0.0686	1
Maintenance of parks	43%	1	86%	1	0.0619	2
Maintenance of walking trails	25%	2	81%	2	0.0467	3
Quality of cultural arts programs	15%	7	69%	12	0.0457	4
Maintenance of biking paths & lanes	16%	6	73%	9	0.0435	5
Quality of youth athletic programs	20%	4	79%	6	0.0414	6
Quality of special events (CityFest, etc.)	21%	3	81%	3	0.0397	7
Fees charged for recreation programs	12%	11	66%	13	0.0393	8
Quality of community recreation centers	15%	8	73%	10	0.0392	9
Quality of special needs/therapeutics programs	9%	17	57%	18	0.0380	10
Quality of swimming pools	9%	16	61%	16	0.0363	11
Maintenance of community recreation centers	14%	10	74%	8	0.0353	12
Quality of adult athletic programs	9%	15	65%	15	0.0333	13
Ease of registering for programs	11%	13	70%	11	0.0318	14
Maintenance of cemeteries	14%	9	81%	4	0.0273	15
Maintenance of outdoor athletic fields	12%	12	80%	5	0.0234	16
Quality of outdoor athletic fields	10%	14	78%	7	0.0220	17
Maintenance of swimming pools	6%	18	65%	14	0.0211	18

Major Finding #6

Other Issues

Satisfaction with Various Aspects of Downtown Auburn

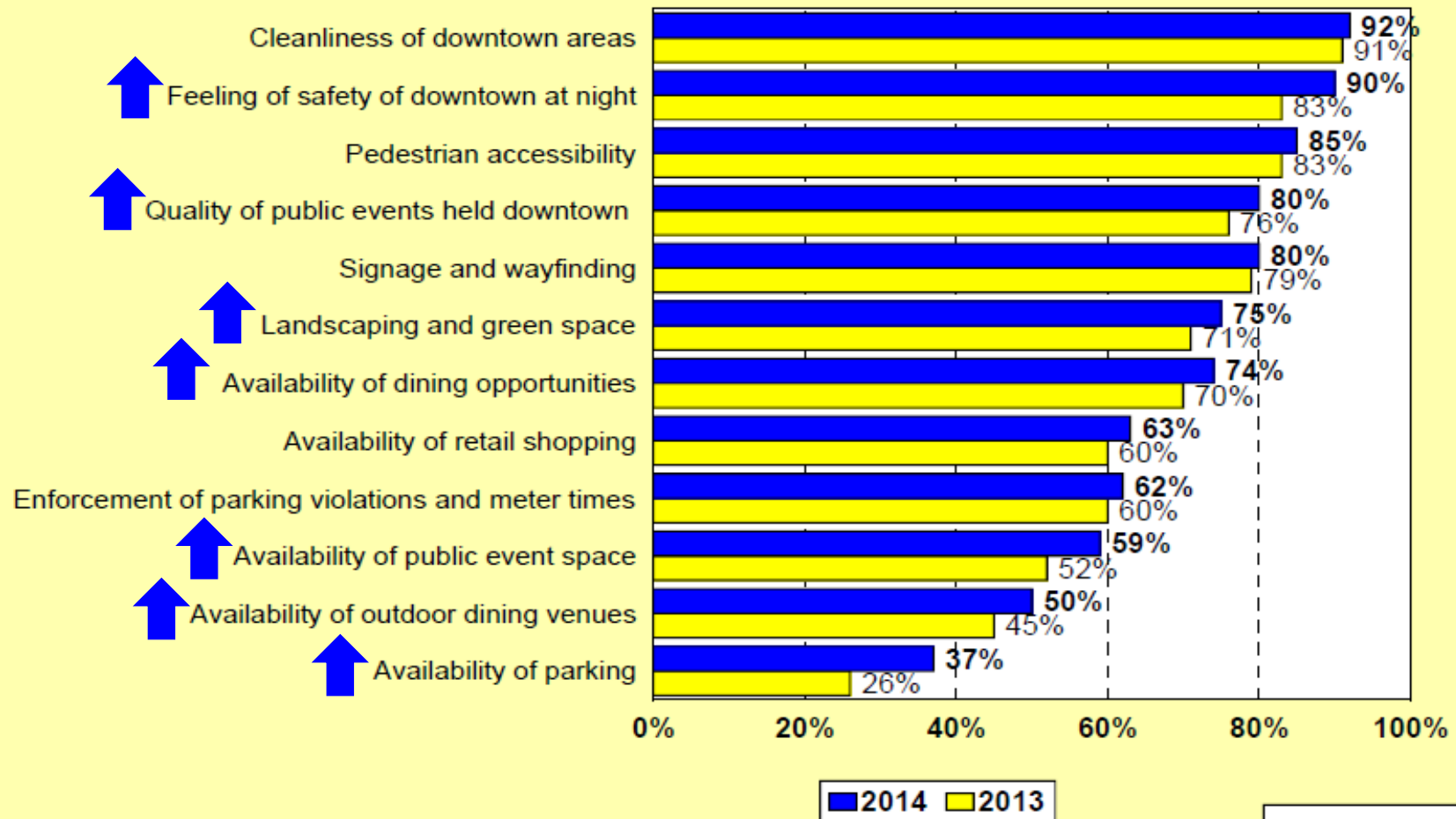
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2014)

TRENDS: Satisfaction with Various Aspects of Downtown Auburn - 2013 & 2014

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



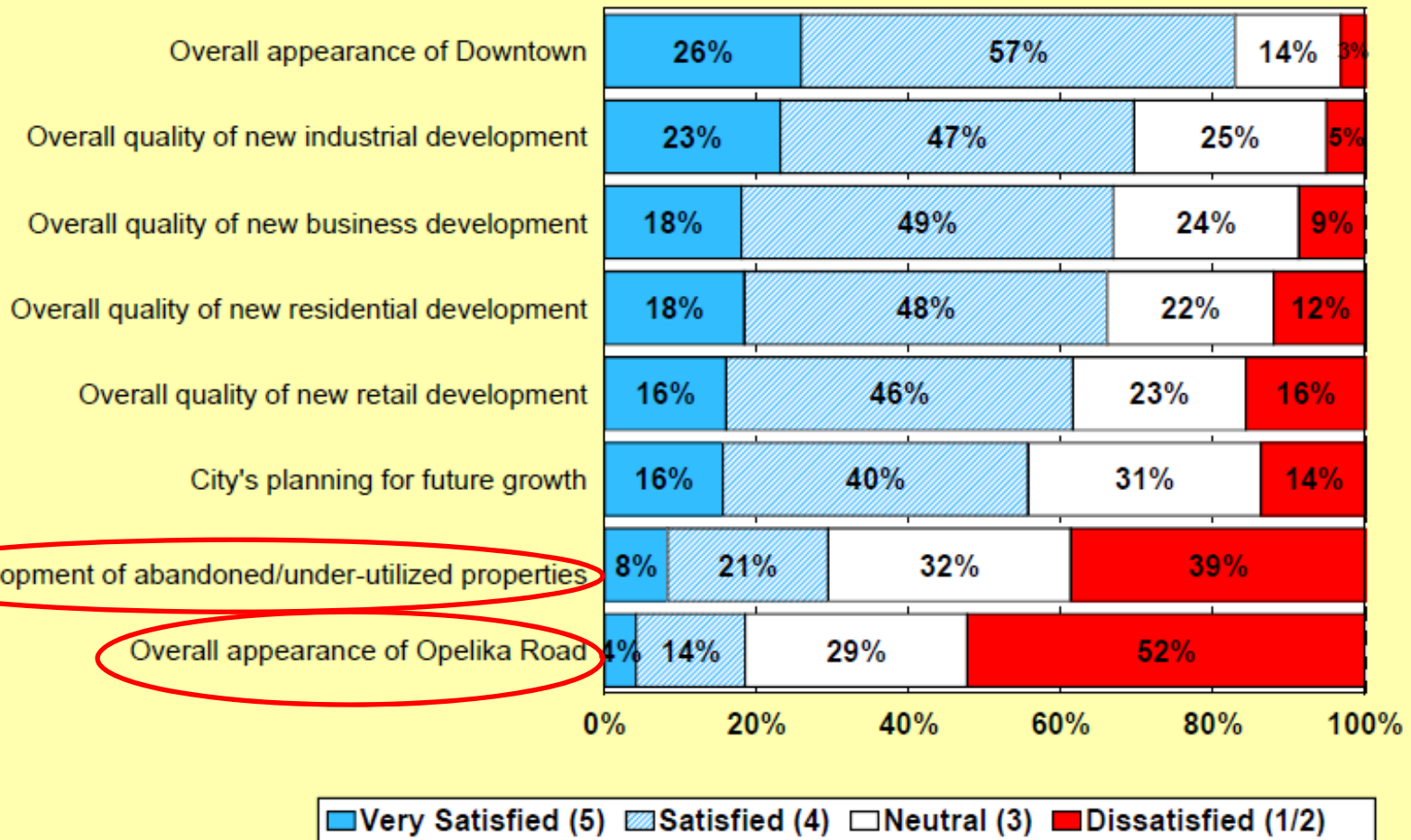
Source: ETC Institute (2014)

TRENDS

Significantly Higher: Significantly Lower:

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 (2014)



Summary and Conclusion

- Residents have a very positive perception of the City
- The City of is definitely moving in the right direction.
- The City is equitably serving the needs of residents in 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
- Although improvements to traffic flow and street maintenance are still important, traffic flow is no longer classified as a “VERY HIGH” priority and Maintenance is now classified as a “MEDIUM” priority for the first time since ETC Institute began conducting the survey

Questions?

THANK YOU!!