

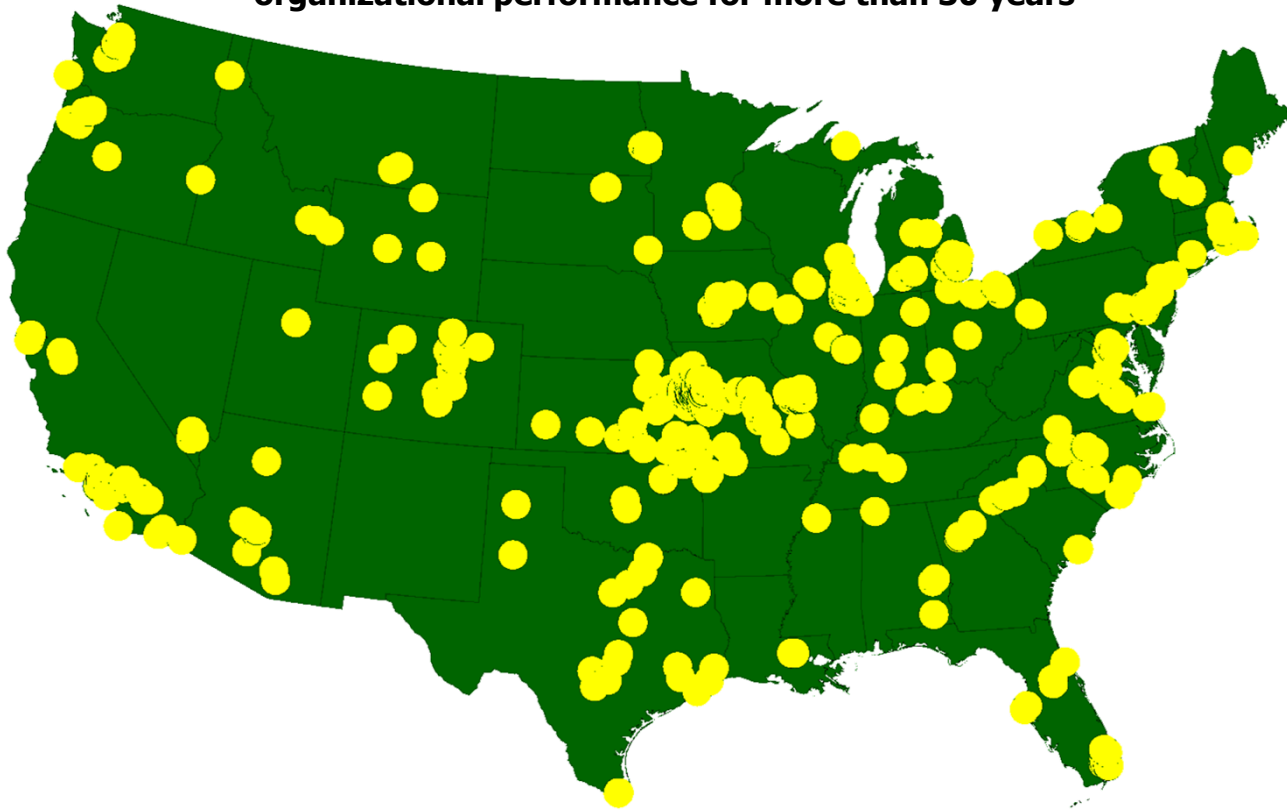
City of Auburn 2017 DirectionFinder[®] Survey Findings

Presented by
ETC Institute
May 2017

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 more than 30 years



More than 2,100,000 Persons Surveyed Since 2006 for
more than 900 cities in 49 States

Agenda

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

Purpose

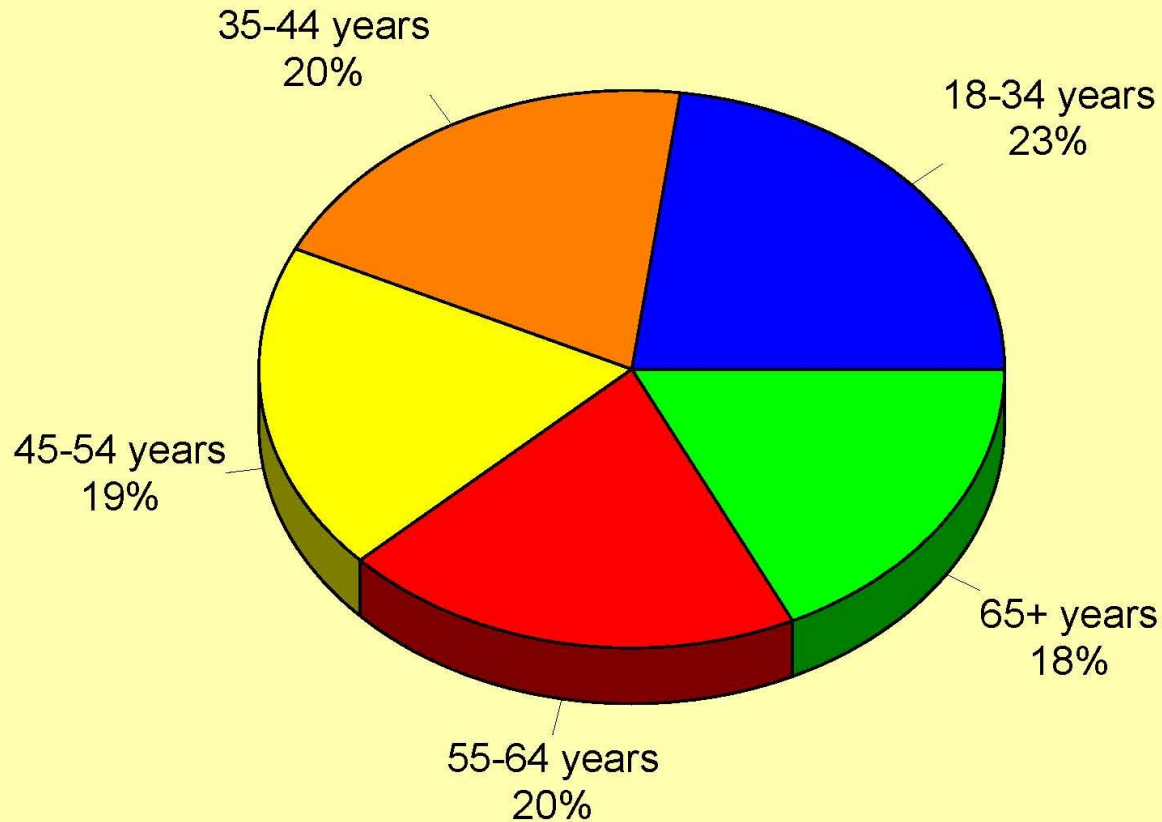
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous annual surveys**
- **To gather input from residents to help set budget priorities**
- **To compare Auburn's performance with other cities**

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 and email follow-ups done 7 days after the mailing
 - each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - 760 completed surveys
- **Confidence Level: 95%**
- **Margin of Error: +/- 3.5% overall**

Q32. Demographics: What is your age?

by percentage of residents surveyed

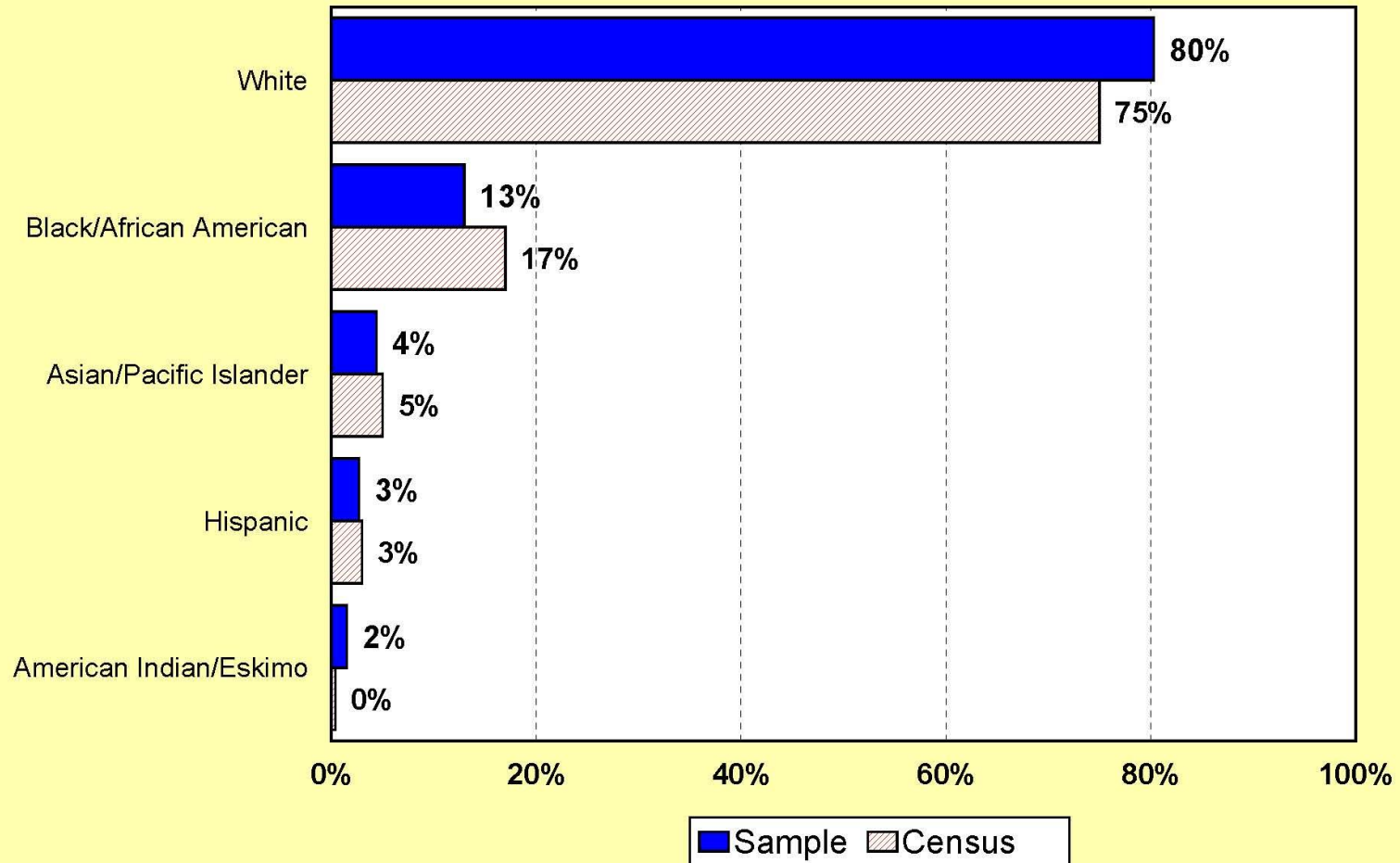


Source: ETC Institute (2017)

Good Representation By AGE

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

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

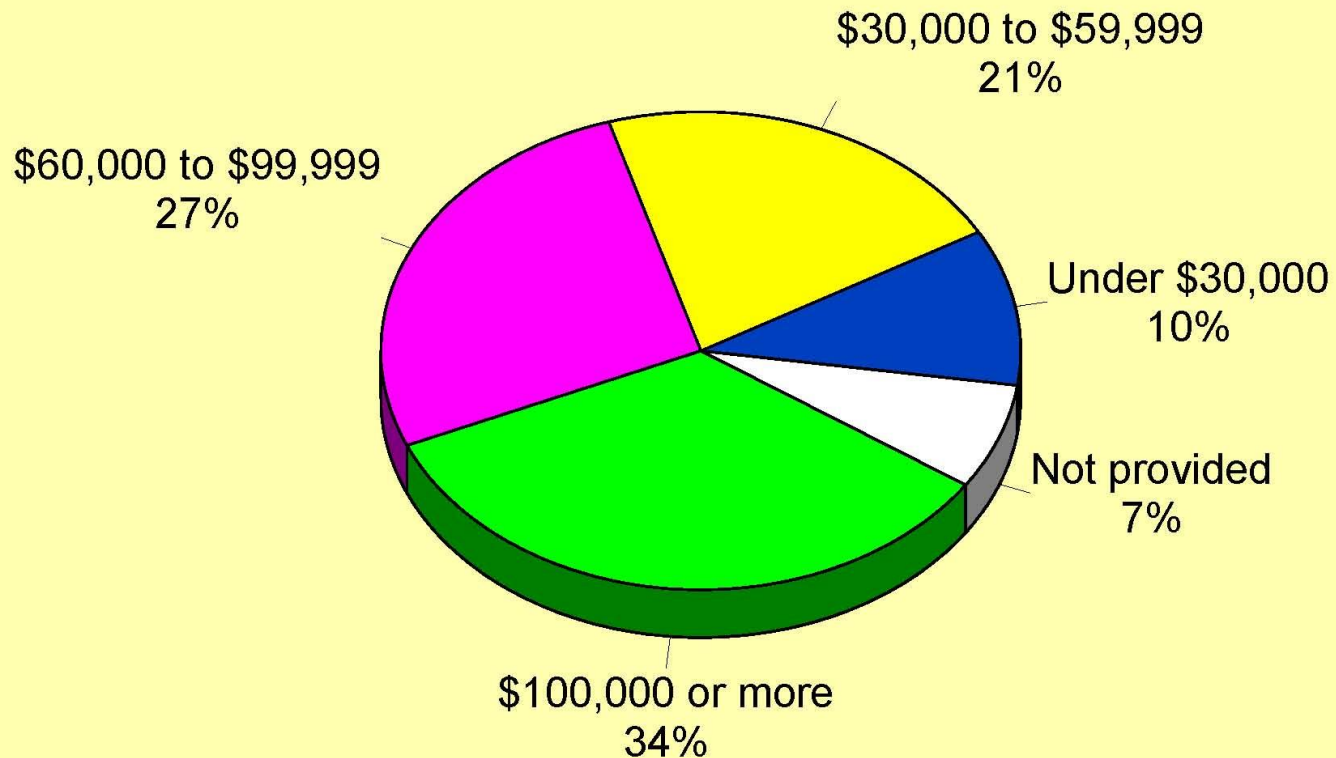


Source: ETC Institute (2017)

Good Representation By RACE/ETHNICITY

Q34. Demographics: Total Annual Household Income

by percentage of residents surveyed

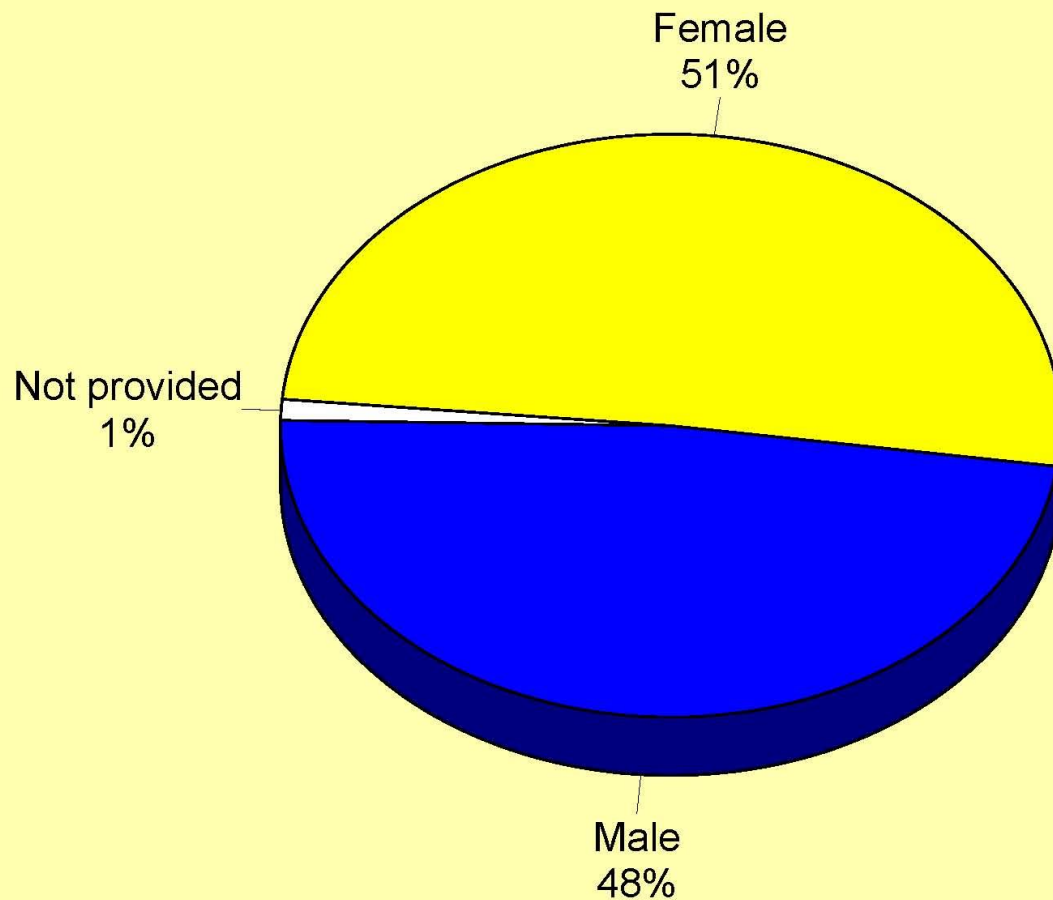


Source: ETC Institute (2017)

Good Representation By INCOME

Q35. Demographics: Gender of the Respondents

by percentage of residents surveyed

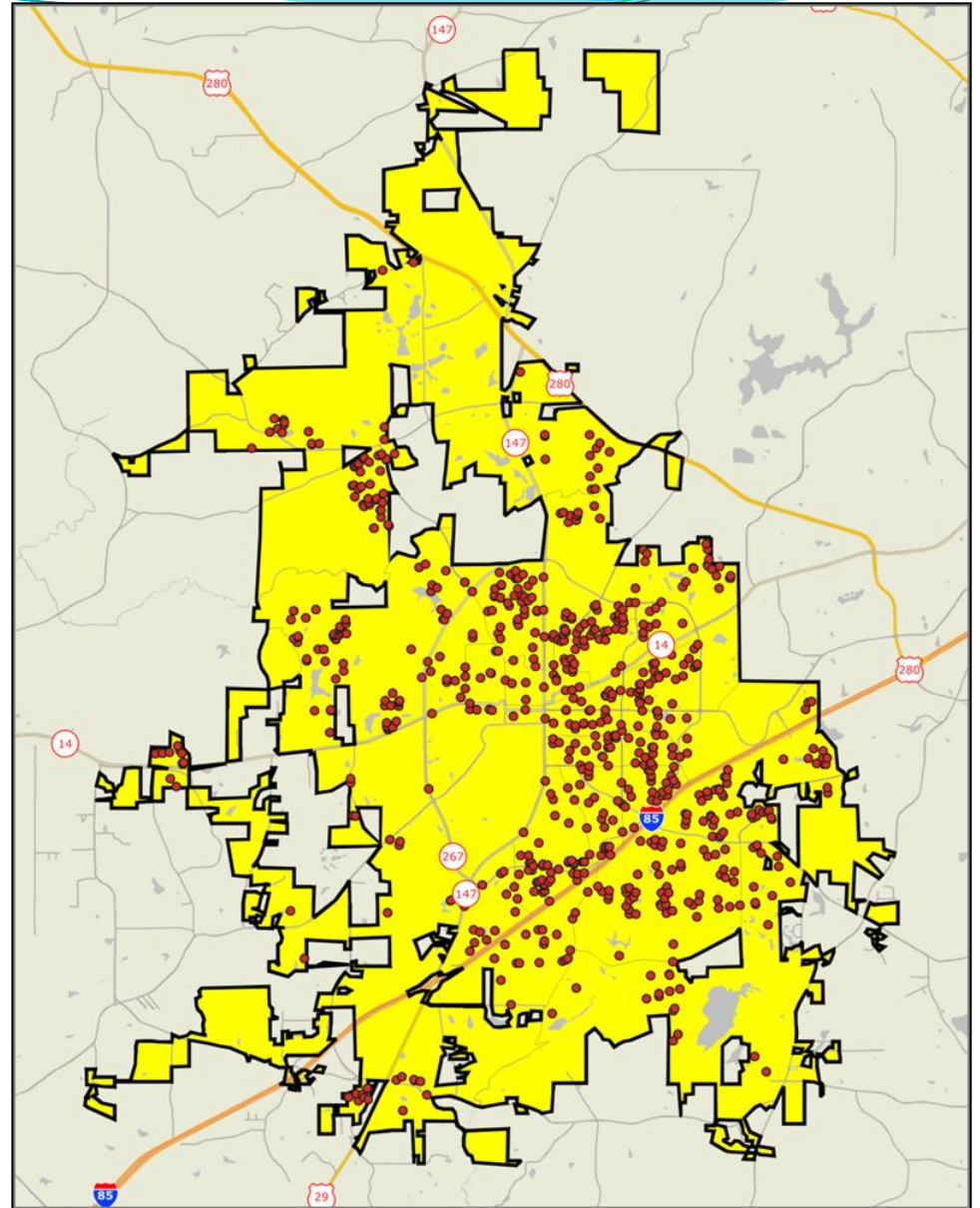


Source: ETC Institute (2017)

Good Representation By GENDER

City of Auburn 2017 Citizen Survey

Location of Respondents



Good Representation By LOCATION

Bottom Line Up Front

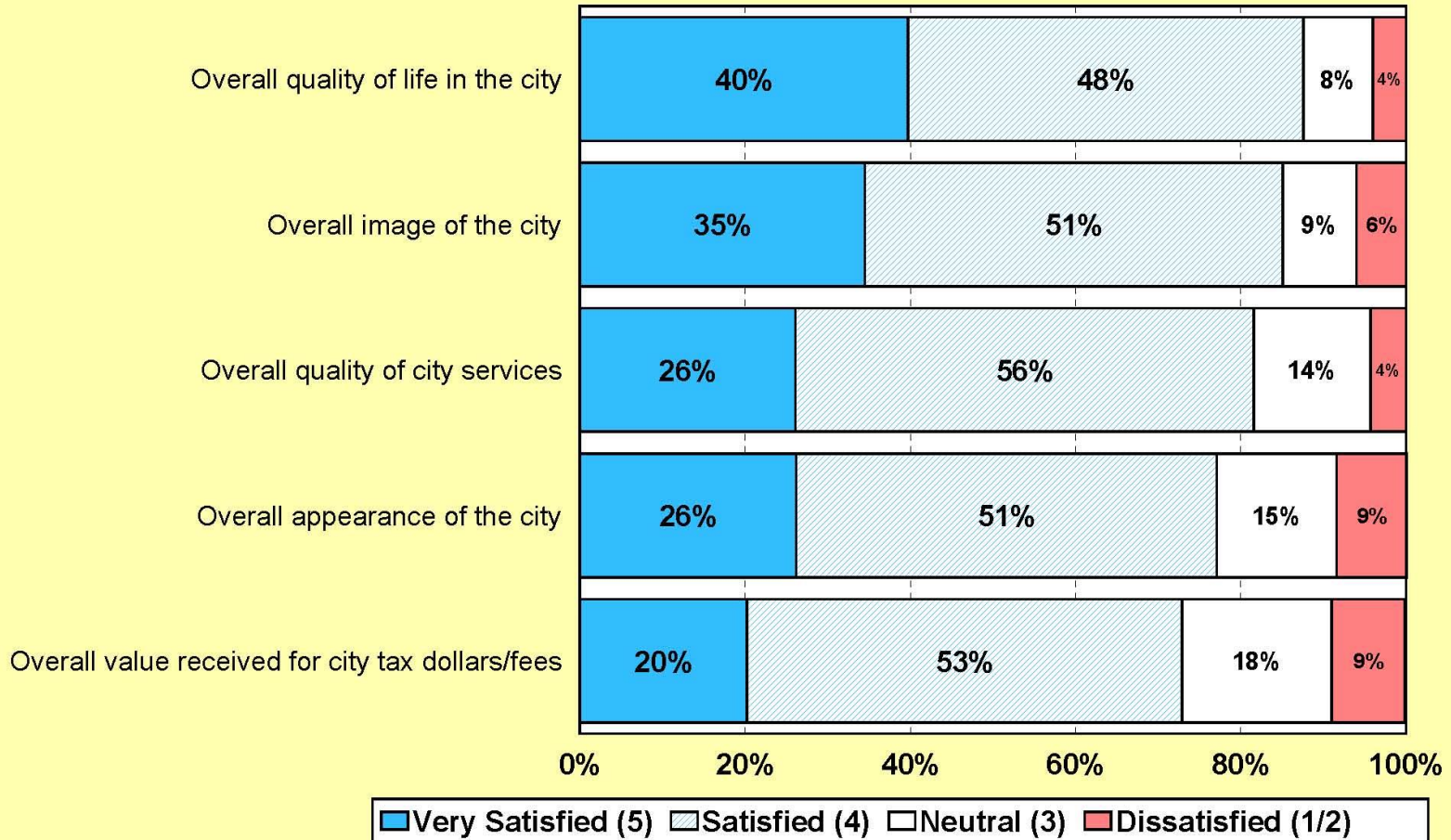
- Residents continue to have a very positive perception of the City
- Although the results slightly lower in 2017 vs. 2016, Auburn is still setting the standard for the delivery of City services – the City's ratings are among the highest in the nation
- The City is equitably serving the needs of residents in all areas of the City
- Traffic flow and maintenance of city infrastructure are still the top priorities 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

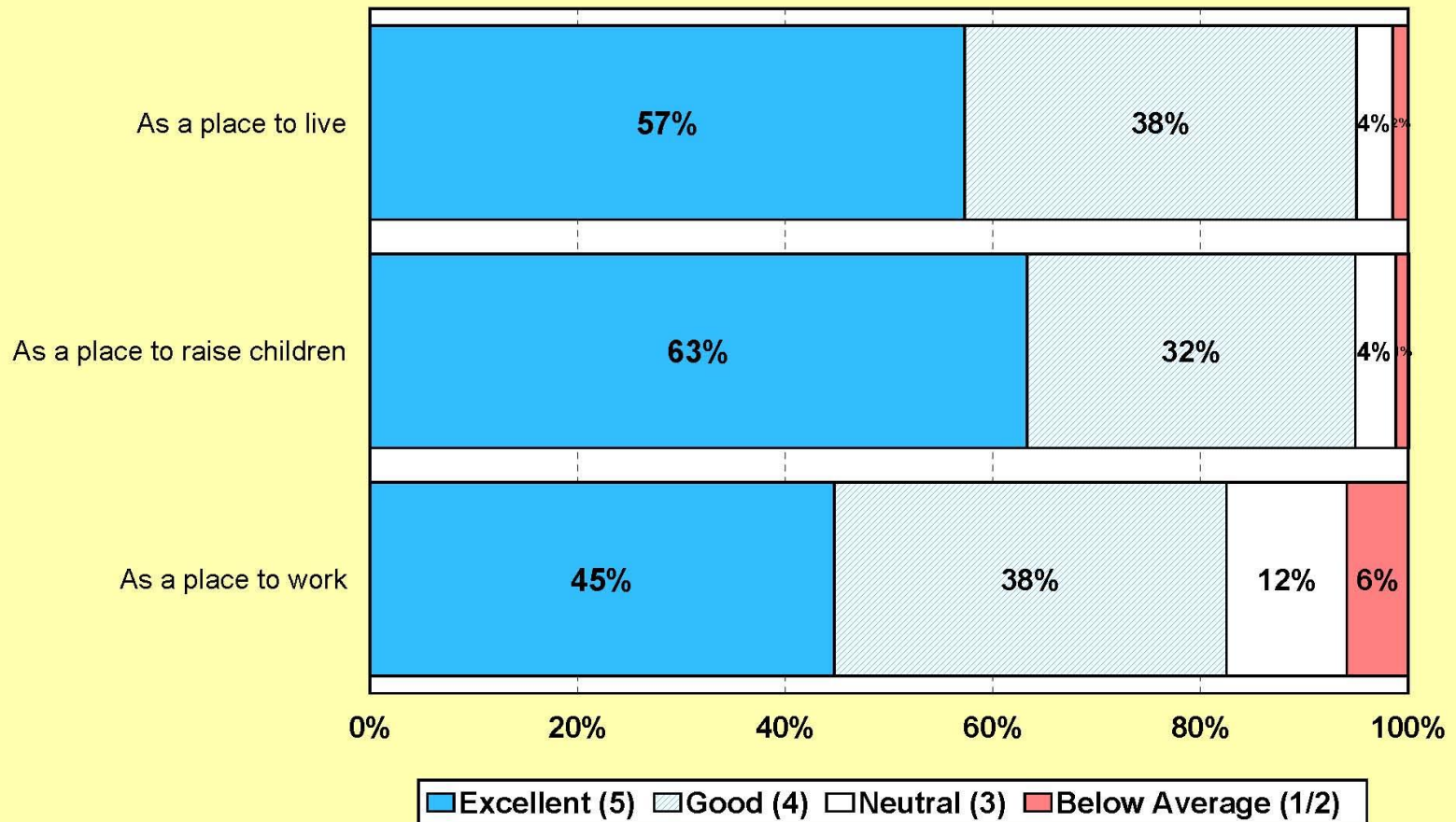
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2017)

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)

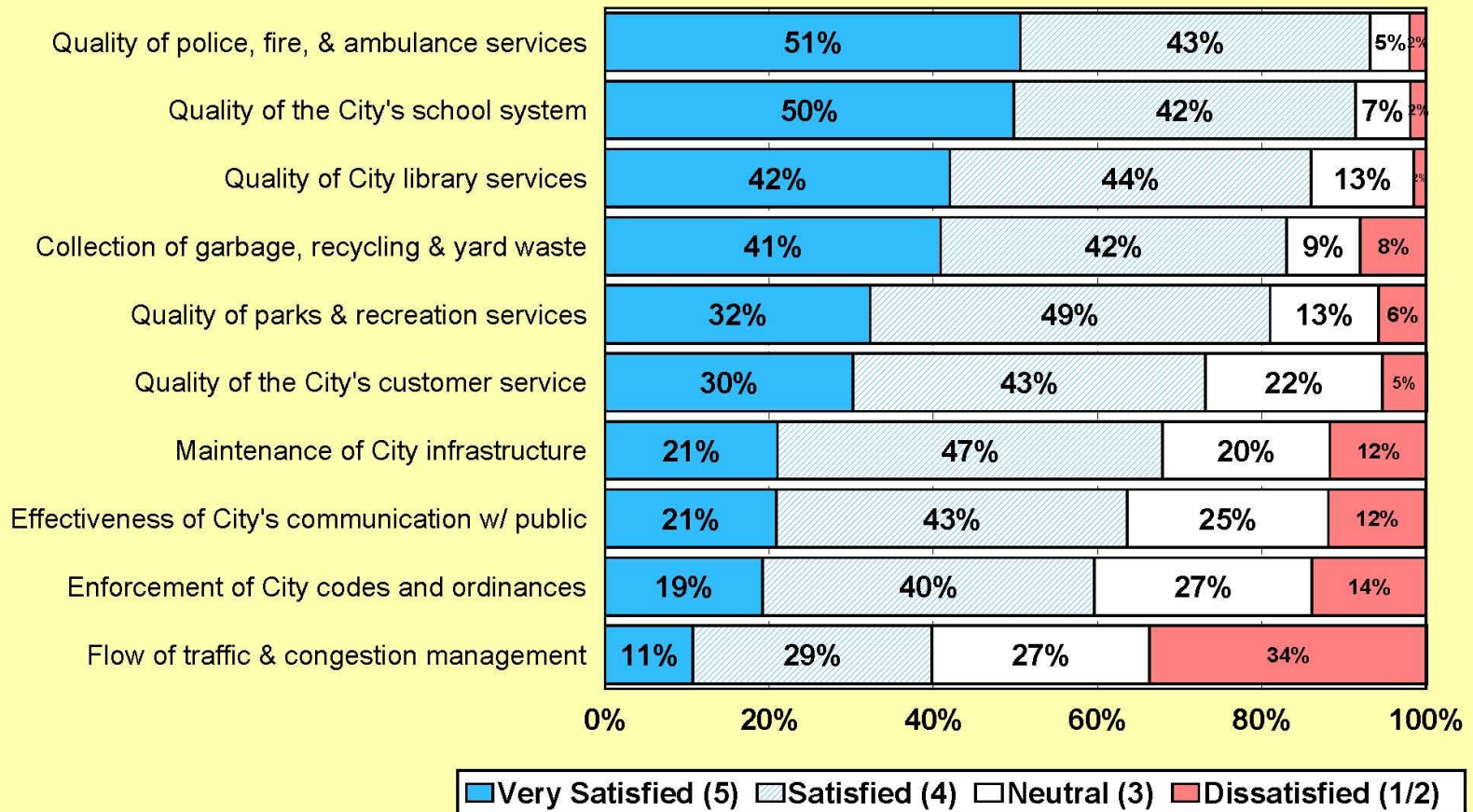


Source: ETC Institute (2017)

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

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 (2017)

Satisfaction with City Services is High in Most 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

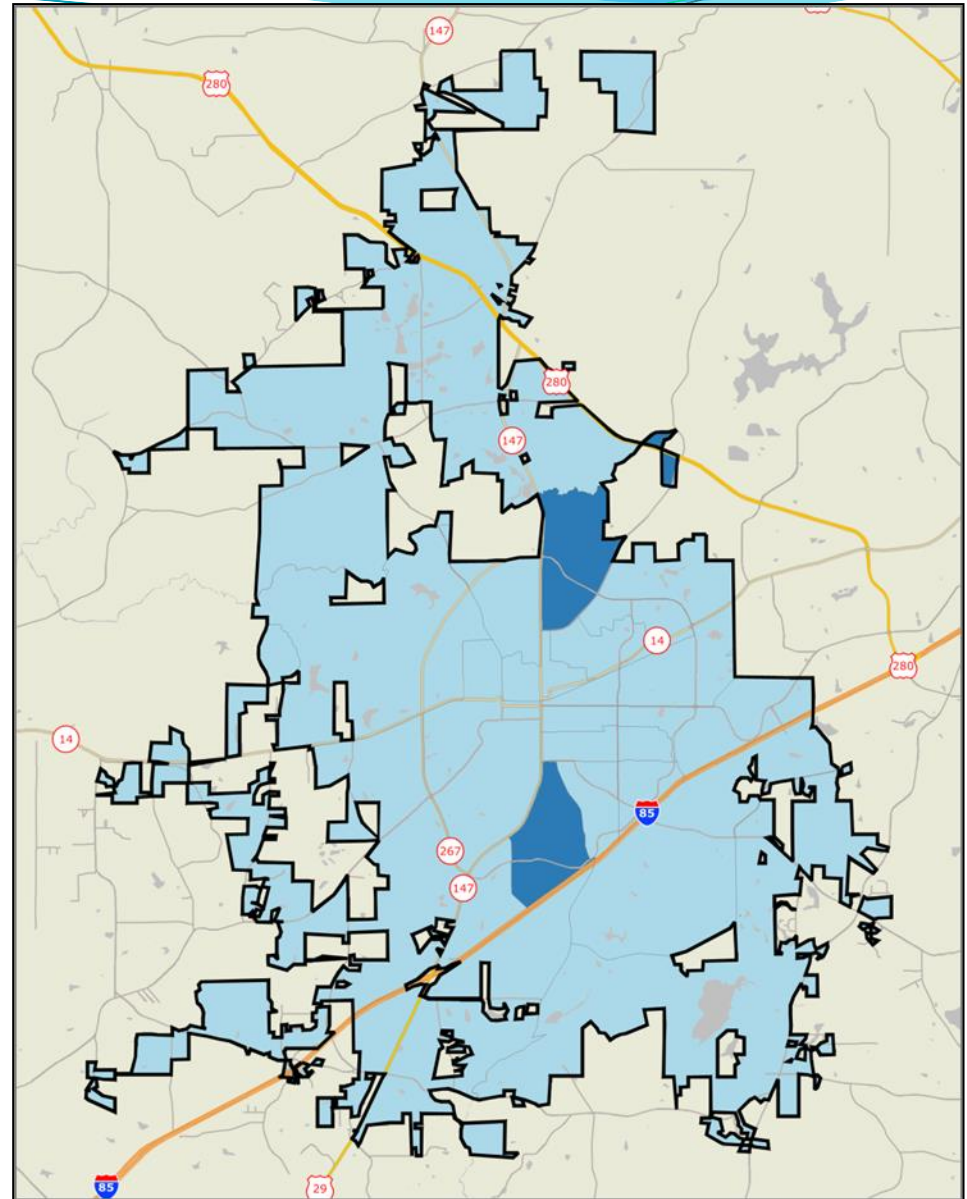
While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City

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)



2017 City of Auburn Citizen Survey

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

Major Finding #3

Satisfaction was down slightly from 2016, but the long-term trend is still very positive

LONG-TERM TRENDS

Since 2006, Ratings Have Significantly Improved in 46 Areas; Only 5 Areas Have Decreased

Category	2017	2006	Change from 2006	Category
SIGNIFICANT INCREASES				
Maintenance of community recreation centers	78%	52%	26%	Parks and Recreation Services
Level of public involvement in decision-making	68%	43%	25%	City Communication
Maintenance of walking trails	80%	58%	22%	Parks and Recreation Services
Quality of community recreation centers	73%	52%	21%	Parks and Recreation Services
Maintenance of swimming pools	68%	48%	20%	Parks and Recreation Services
Police safety education programs	71%	54%	17%	Public Safety
Maintenance of streets	73%	57%	16%	City Maintenance
Quality of local ambulance service	86%	70%	16%	Public Safety
Quality of fire safety education programs	78%	62%	16%	Public Safety
Visibility of police in neighborhoods	77%	61%	16%	Public Safety
Visibility of police in retail areas	76%	60%	16%	Public Safety
Fire personnel emergency response time	91%	76%	15%	Public Safety
Ease of pedestrian travel in Auburn	62%	47%	15%	Traffic Flow and Transportation
Enforcement of traffic laws	72%	58%	14%	Public Safety
Feeling of safety in city parks	78%	66%	12%	Feeling of Safety
Quality of swimming pools	60%	48%	12%	Parks and Recreation Services
Maintenance of street signs	86%	75%	11%	City Maintenance
Overall cleanliness of streets and public areas	85%	74%	11%	City Maintenance
Overall quality of fire protection	93%	83%	10%	Public Safety
Maintenance of biking paths and lanes	68%	58%	10%	Parks and Recreation Services
Police response time	83%	73%	10%	Public Safety
Residential garbage collection service	93%	84%	9%	Garbage and Water Services
Utility Billing Office customer service	80%	71%	9%	Garbage and Water Services
Quality of police, fire, and ambulance services	94%	85%	9%	Overall Satisfaction
Overall quality of police protection	91%	82%	9%	Public Safety
Efforts to prevent crime	78%	69%	9%	Public Safety
Maintenance of sidewalks	73%	65%	8%	City Maintenance
Maintenance of city infrastructure	68%	60%	8%	Overall Satisfaction
Feeling of safety in commercial and retail areas	84%	77%	7%	Feeling of Safety
Fees charged for recreation programs	67%	60%	7%	Parks and Recreation Services
Maintenance of traffic signals	87%	80%	7%	City Maintenance
Yard waste removal service	84%	78%	6%	Garbage and Water Services
Quality of adult athletic programs	65%	59%	6%	Parks and Recreation Services
Adequacy of city street lighting	67%	61%	6%	City Maintenance
Overall appearance of the City	77%	71%	6%	Perceptions of the City
Water service	83%	78%	5%	Garbage and Water Services
Maintenance of Downtown Auburn	85%	80%	5%	City Maintenance
Mowing and trimming along streets and public areas	79%	74%	5%	City Maintenance
Overall image of the city	86%	81%	5%	Perceptions of the City
Overall quality of City services	82%	77%	5%	Perceptions of the City
Value received for city tax dollars and fees	73%	68%	5%	Perceptions of the City
Ease of travel by bicycle in Auburn	39%	34%	5%	Traffic Flow and Transportation
Maintenance of cemeteries	77%	73%	4%	Parks and Recreation Services
Overall feeling of safety in Auburn	91%	87%	4%	Feeling of Safety
Feeling of safety in neighborhood at night	88%	84%	4%	Feeling of Safety
Effectiveness of city's communication with the public	64%	60%	4%	Overall Satisfaction
SIGNIFICANT DECREASES				
Effectiveness of the City Manager	61%	67%	6%	City Leadership
Overall quality of leadership	60%	66%	6%	City Leadership
Effectiveness of appointed boards and commissions	54%	59%	5%	City Leadership
Curbside recycling service	69%	74%	5%	Garbage and Water Services
Maintenance of city-owned buildings	82%	86%	4%	City Maintenance

Most Notable Short-Term Increases Since 2016

- Quality of local ambulance service
- Quality of senior programs
- Ease of travel by bicycle in Auburn

Most Notable Short-Term Decreases Since 2016

- Availability of parking in Downtown Auburn
- Overall appearance of Downtown Auburn
- Quality of new industrial development
- Quality of new residential development
- Quality of community recreation centers
- Signage and wayfinding in Downtown Auburn
- The quality of the City's website
- Enforcement city codes and ordinances
- The flow of traffic and congestion management
- Maintenance of cemeteries
- Maintenance of biking paths and lanes
- Quality of swimming programs
- Ease of travel by car in Auburn

Major Finding #4

Although the Ratings Were Slightly Lower in 2017 vs. 2016, The City of Auburn is Still Setting the Standard for the Delivery of City Services

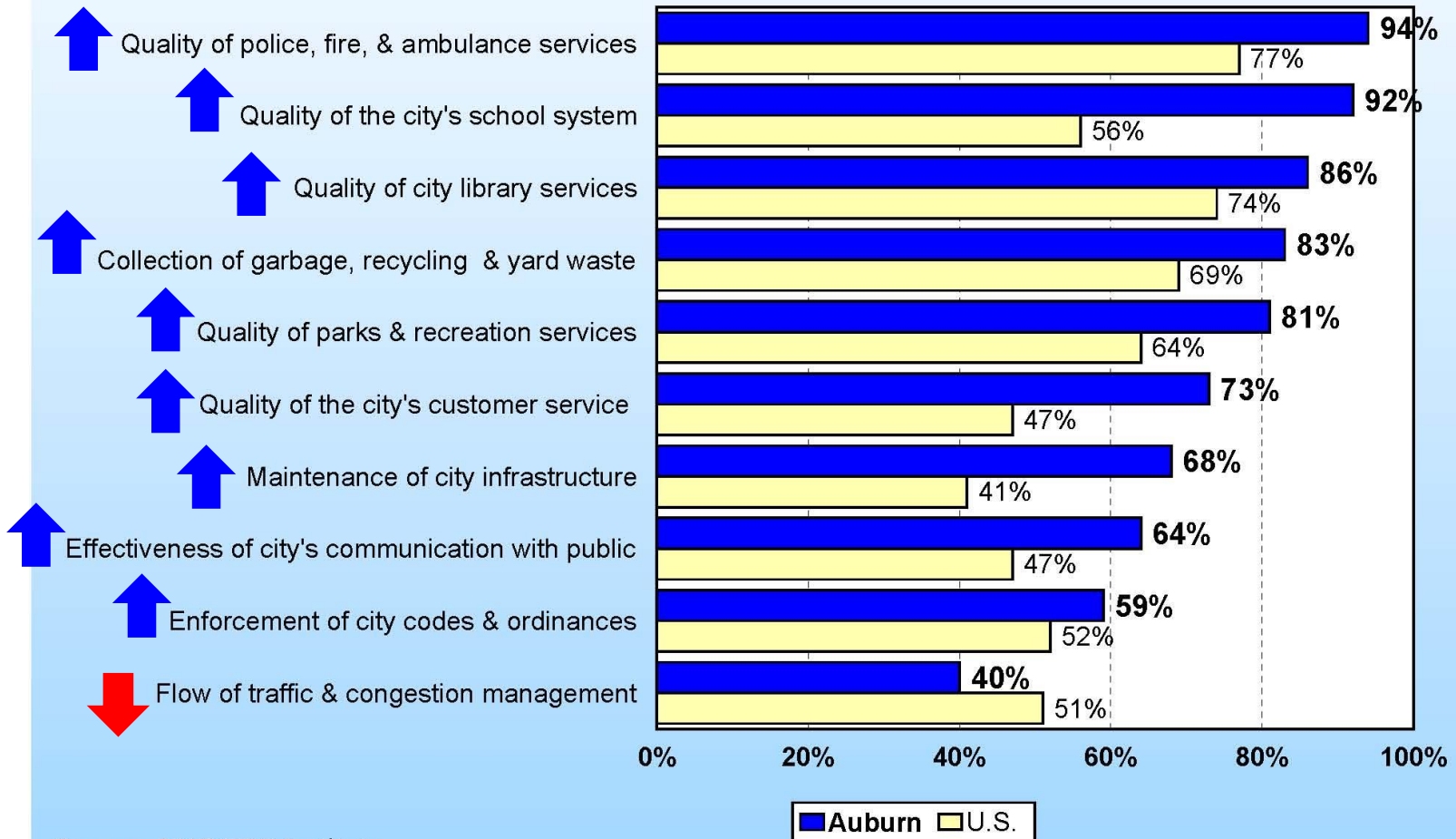
NATIONAL COMPARISONS

Auburn Rated Significantly Below the National Average in just 1 area

Category	Auburn	National Average	Percent Above/Below National Average	Category
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)				
SIGNIFICANTLY ABOVE NATIONAL AVERAGE				
Cleanup of debris and litter	82%	41%	41%	Code Enforcement
Quality of the city's school system	92%	56%	36%	Overall Satisfaction
Value received for city tax dollars and fees	73%	38%	35%	Perceptions of the City
Level of public involvement in decision-making	68%	33%	35%	Communication
Overall quality of City services	82%	49%	33%	Perceptions of the City
Cleanup of large junk/abandoned vehicles	81%	48%	33%	Code Enforcement
Utility Billing Office customer service	80%	48%	32%	Garbage and Water Services
Recycling at city's drop-off recycling center	75%	44%	31%	Garbage and Water Services
As a place to work	83%	54%	29%	Quality of Life
Maintenance of city infrastructure	68%	41%	27%	Overall Satisfaction
As a place to raise children	95%	68%	27%	Quality of Life
Quality of the city's customer service	73%	47%	26%	Overall Satisfaction
Maintenance of sidewalks	73%	47%	26%	City Maintenance
Mowing and trimming along streets and public areas	79%	54%	25%	City Maintenance
As a place to live	95%	70%	25%	Quality of Life
Quality of swimming pools	60%	35%	25%	Parks and Recreation
Maintenance of streets	73%	50%	23%	City Maintenance
Overall cleanliness of streets/public areas	85%	62%	23%	City Maintenance
Cleanup of overgrown and weedy lots	64%	41%	23%	Code Enforcement
Maintenance of downtown	85%	63%	22%	City Maintenance
Efforts to prevent crime	78%	56%	22%	Public Safety
Overall image of the City	86%	64%	22%	Perceptions of the City
Overall quality of police protection	91%	70%	21%	Public Safety
Maintenance of walking trails	80%	59%	21%	Parks and Recreation
Residential garbage collection service	93%	73%	20%	Garbage and Water Services
Water service	83%	63%	20%	Garbage and Water Services
Visibility of police in neighborhoods	77%	59%	18%	Public Safety
Yard waste removal service	84%	66%	18%	Garbage and Water Services
Police response time	83%	65%	18%	Public Safety
Cleanup of debris and litter in and near roadways	72%	54%	18%	City Maintenance
Police safety education programs	71%	54%	17%	Public Safety
Quality of police, fire, and ambulance services	94%	77%	17%	Overall Satisfaction
Quality of parks and recreation services	81%	64%	17%	Overall Satisfaction
Effectiveness of city's communication with the public	64%	47%	17%	Overall Satisfaction
Quality of youth athletic programs	77%	60%	17%	Parks and Recreation
Maintenance of traffic signals	87%	71%	16%	City Maintenance
Maintenance of street signs	86%	71%	15%	City Maintenance
Visibility of police in retail areas	76%	61%	15%	Public Safety
Overall quality of life in the City	88%	73%	15%	Perceptions of the City
Overall appearance of the City	77%	62%	15%	Perceptions of the City
Maintenance of parks	85%	70%	15%	Parks and Recreation
Availability of information on city services and programs	61%	46%	15%	Communication
Collection of garbage, recycling and yard waste	83%	69%	14%	Overall Satisfaction
Quality of fire safety education programs	78%	65%	13%	Public Safety
Quality of outdoor athletic fields	78%	65%	13%	Parks and Recreation
Quality of city library services	86%	74%	12%	Overall Satisfaction
Adequacy of city street lighting	67%	56%	11%	City Maintenance
Quality of adult athletic programs	65%	54%	11%	Parks and Recreation
Overall quality of fire protection	93%	83%	10%	Public Safety
Control of nuisance animals	65%	55%	10%	Code Enforcement
Maintenance of community recreation centers	78%	68%	10%	Parks and Recreation
Maintenance of biking paths and lanes	68%	59%	9%	Parks and Recreation
Enforcement of traffic laws	72%	64%	8%	Public Safety
Enforcement of city codes and ordinances	59%	52%	7%	Overall Satisfaction
Fire personnel emergency response time	91%	84%	7%	Public Safety
Quality of local ambulance service	86%	80%	6%	Public Safety
SIGNIFICANTLY BELOW NATIONAL AVERAGE				
Flow of traffic and congestion management	40%	51%	11%	Overall Satisfaction

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)



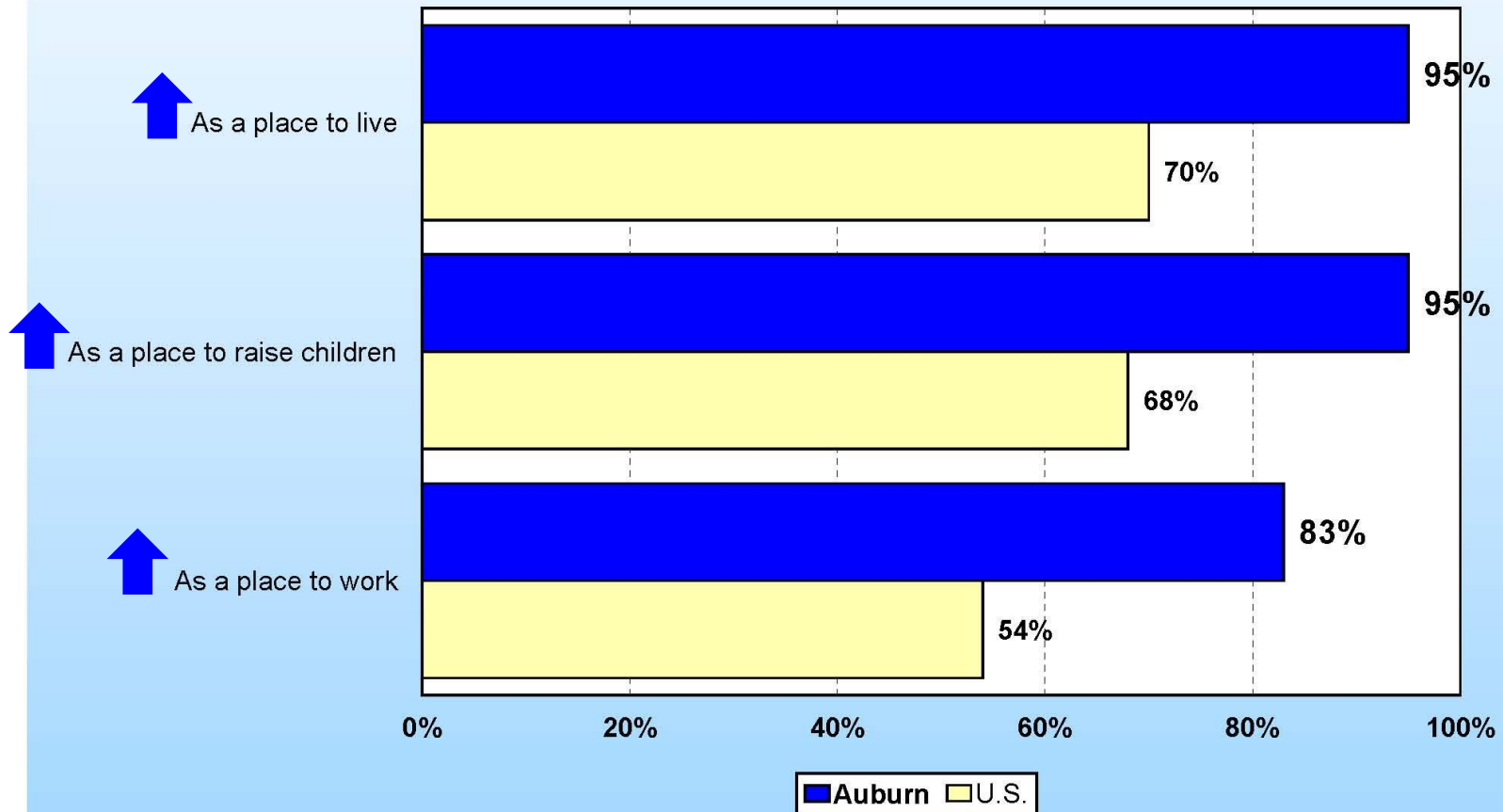
Source: 2017 ETC Institute

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)



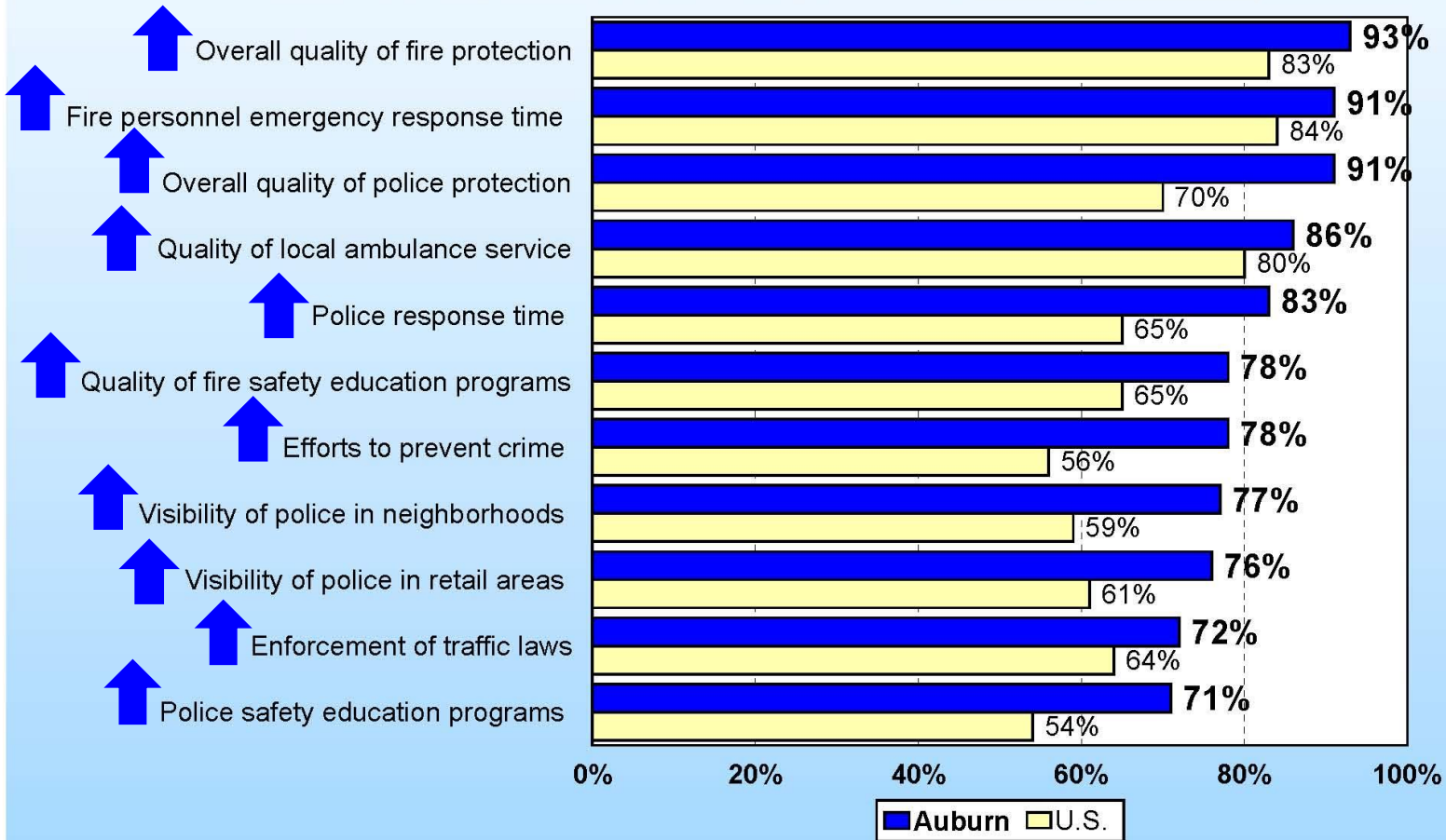
Source: 2017 ETC Institute

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)



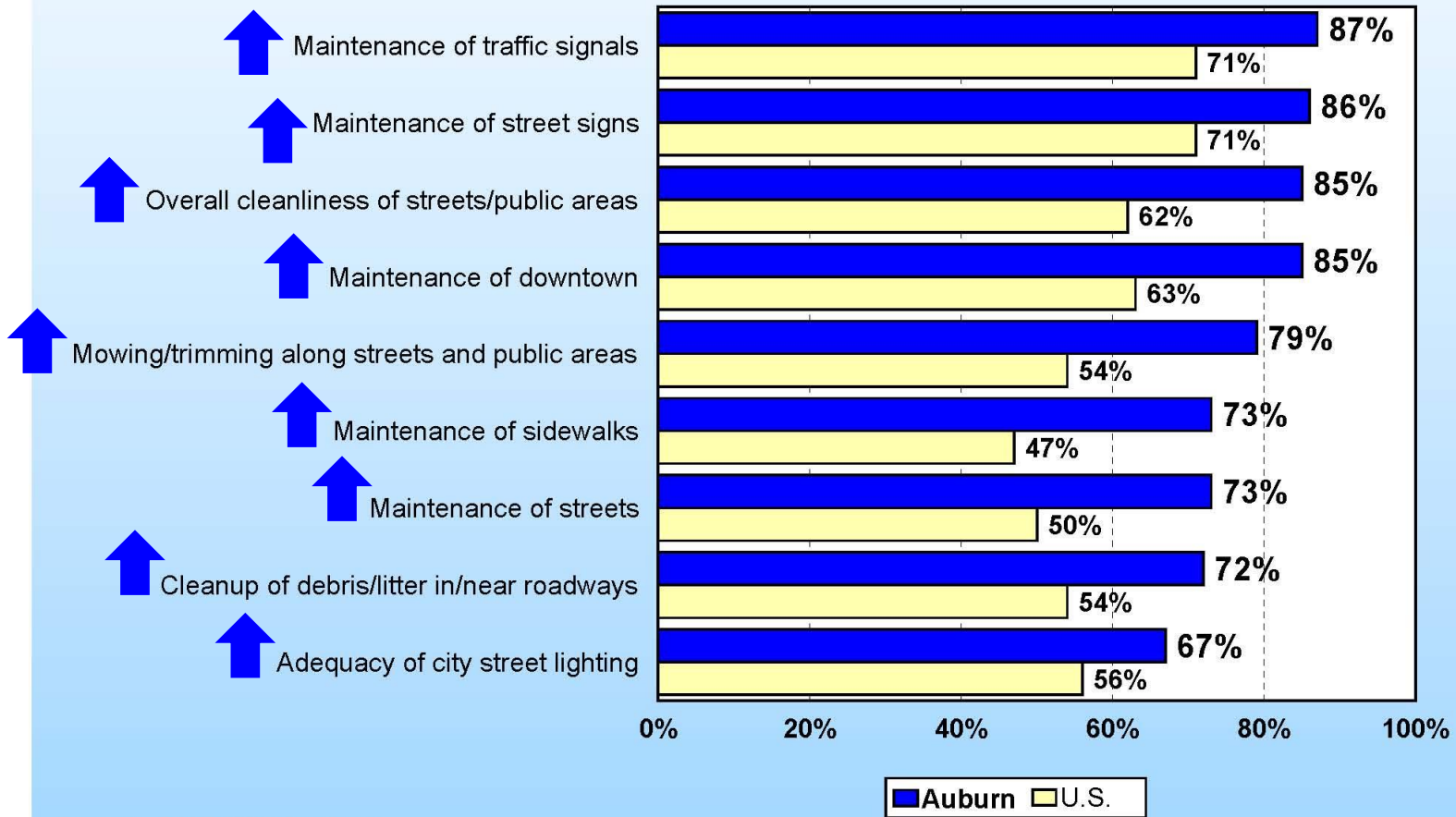
Source: 2017 ETC Institute

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)



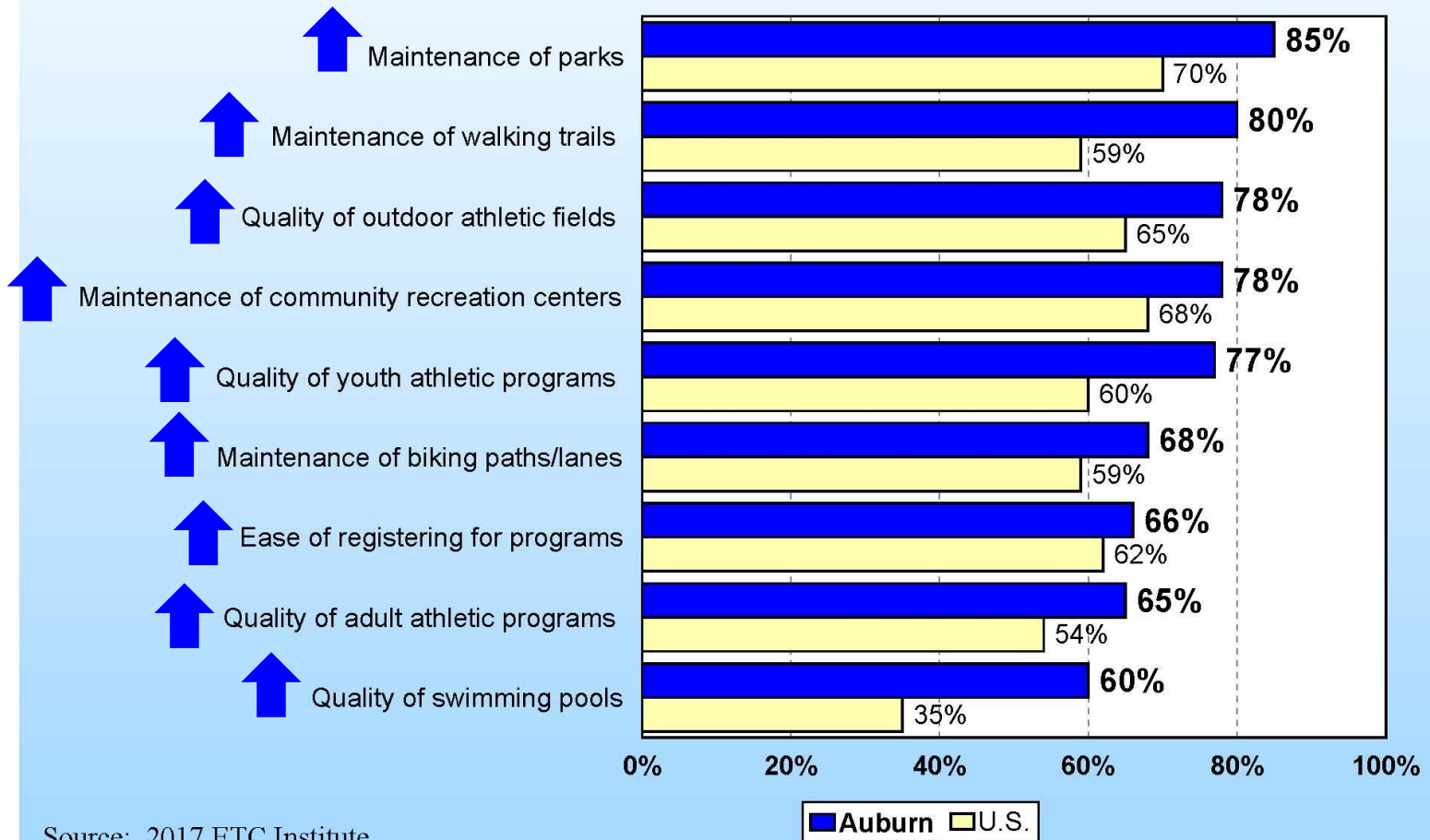
Source: 2017 ETC Institute

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)



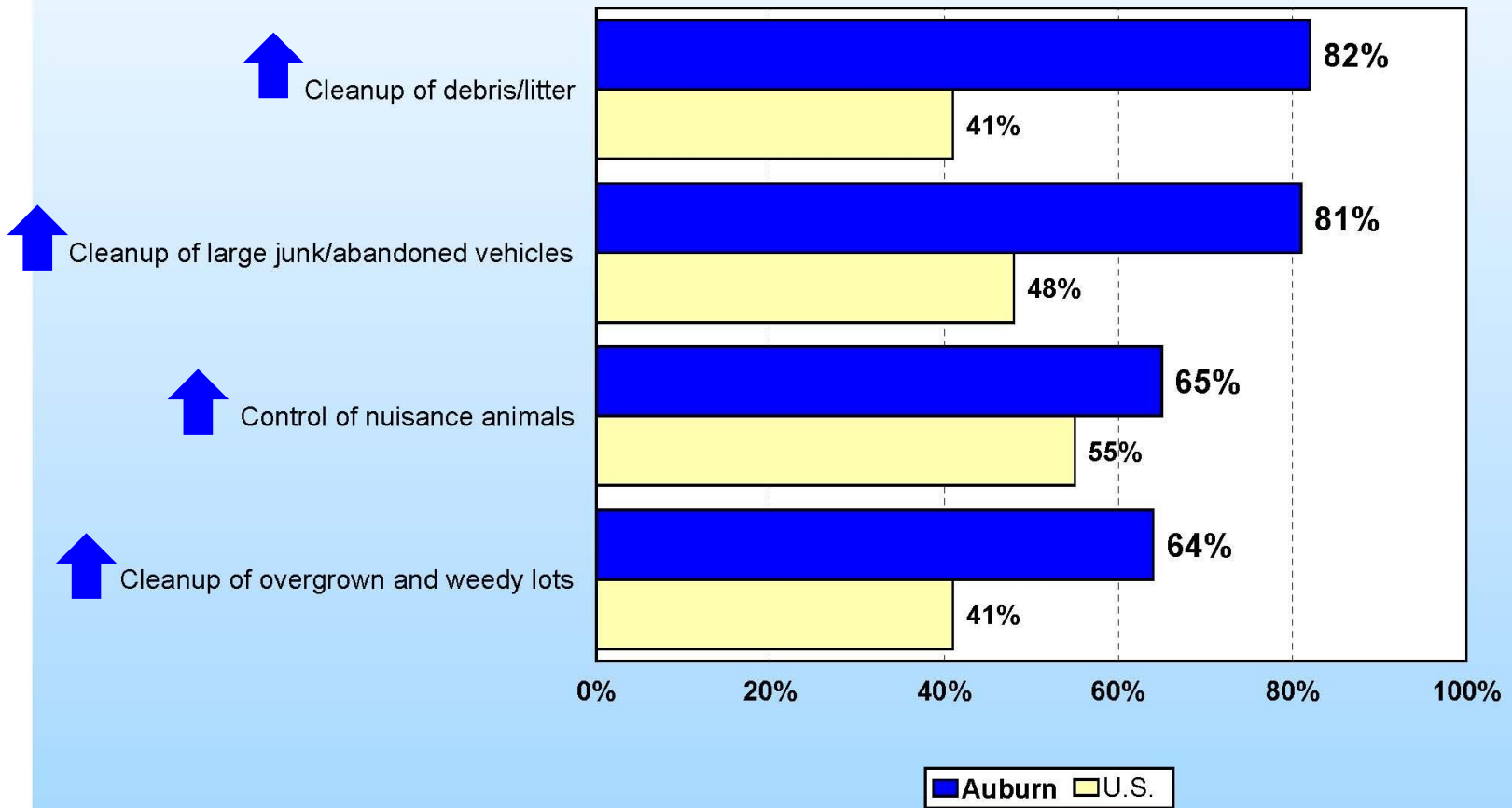
Source: 2017 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

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



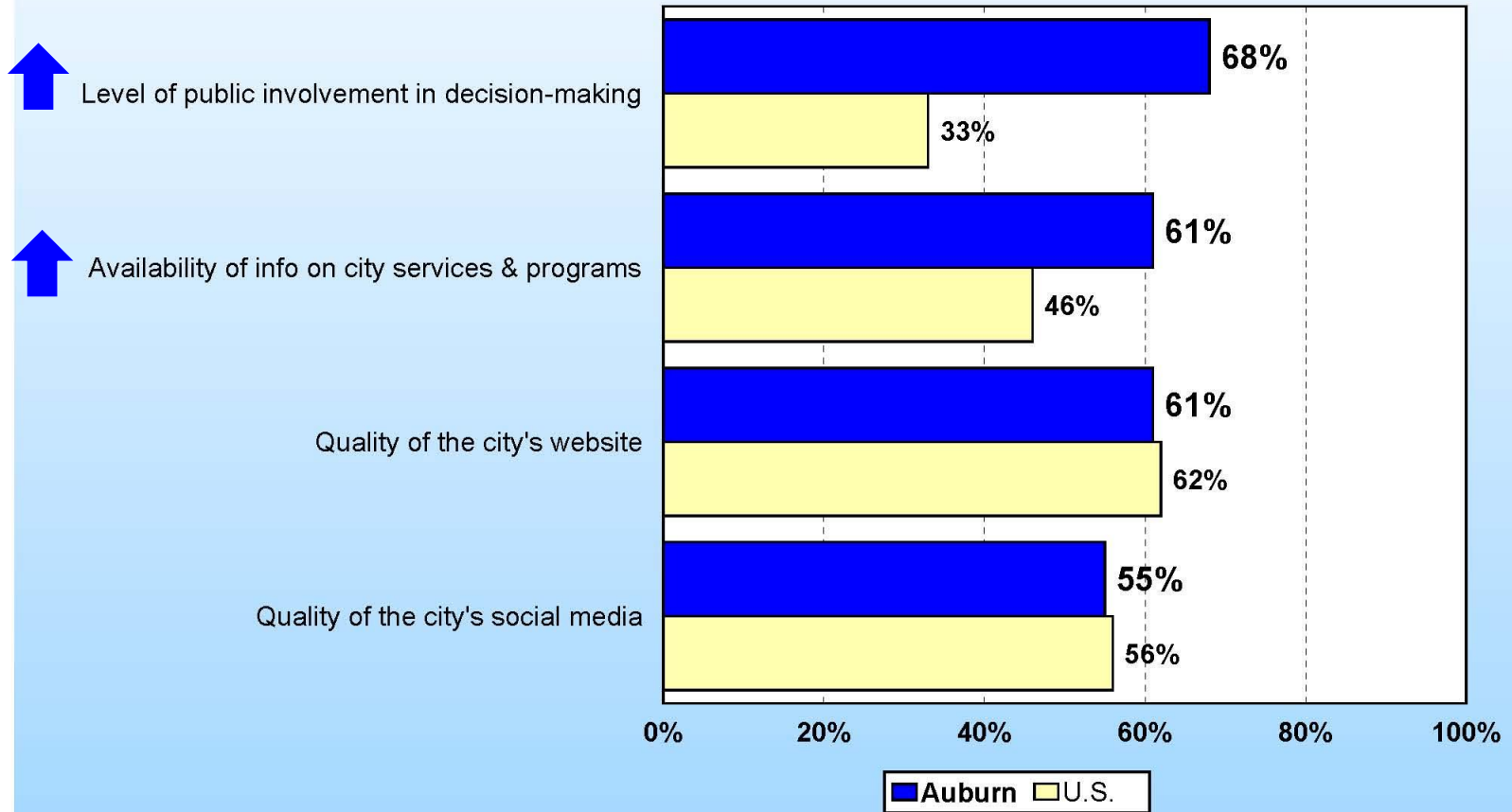
Source: 2017 ETC Institute

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)



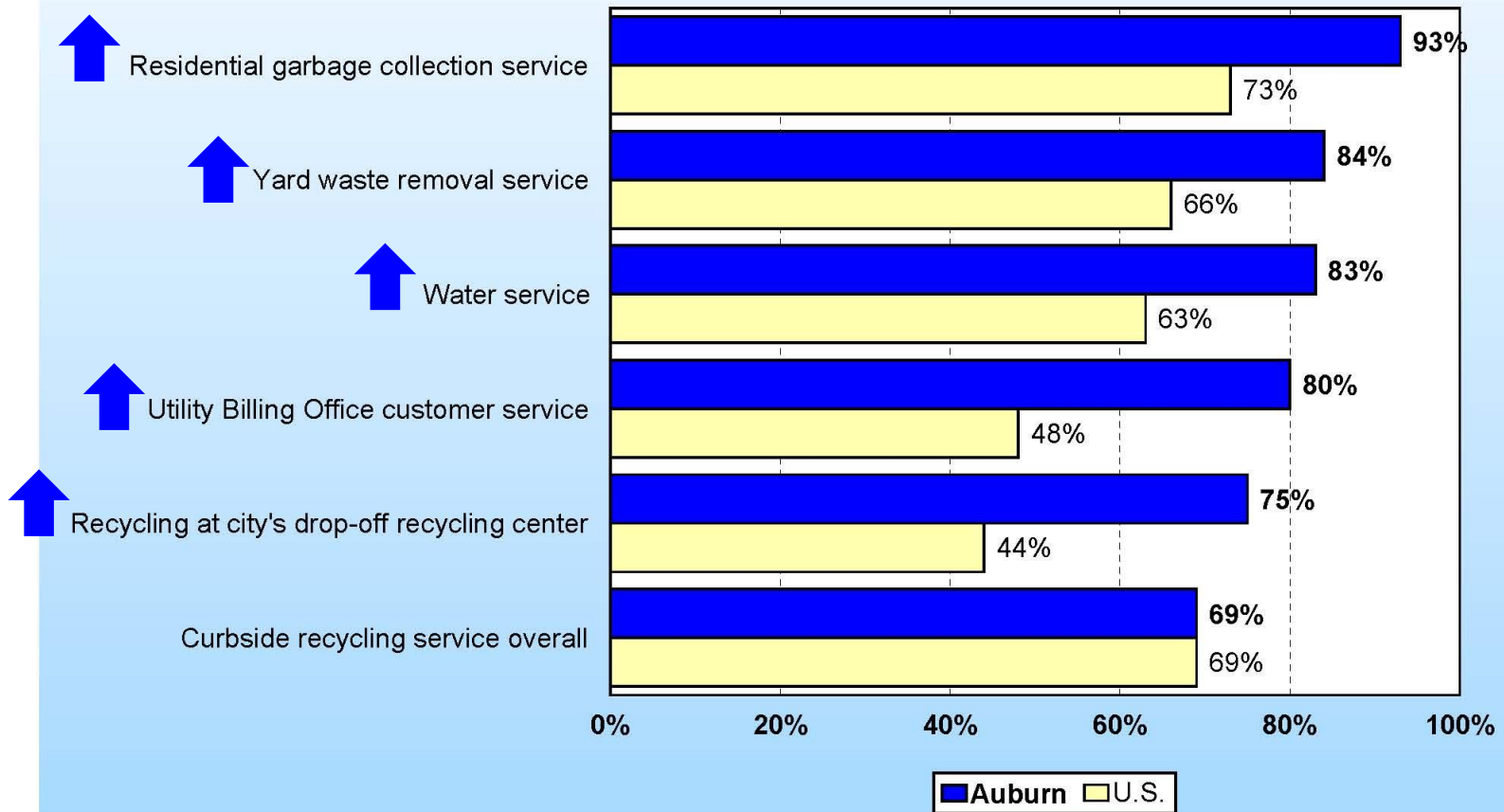
Source: 2017 ETC Institute

Significantly Higher:

Significantly Lower:

Overall Satisfaction with Garbage and Water Services Auburn vs. the U.S.

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



Source: 2017 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #5

Traffic flow and maintenance of city infrastructure are the top priorities for improvement over the next two years

Importance-Satisfaction Rating

City of Auburn

Major Categories of City Services

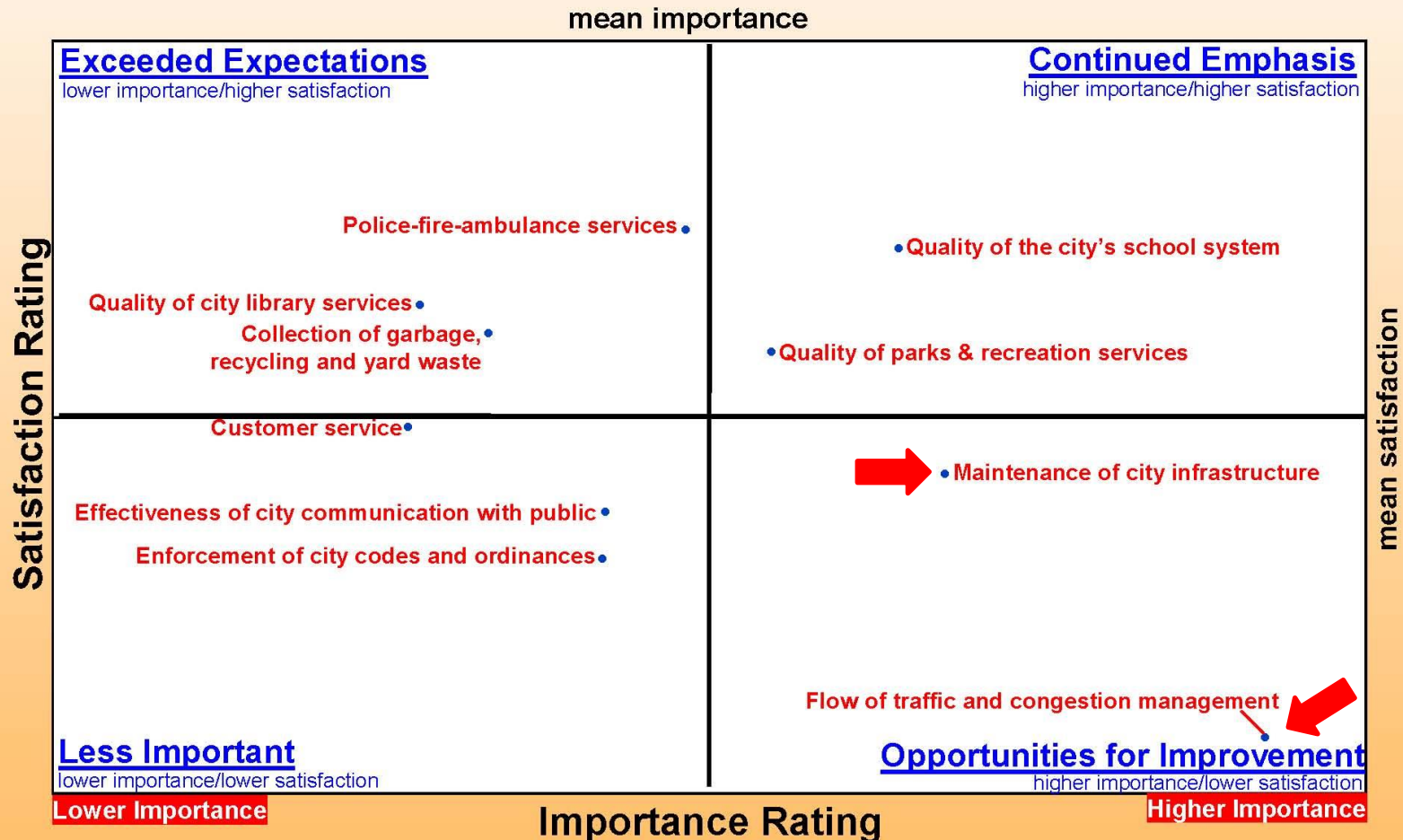
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic & congestion management	66%	1	40%	10	0.3954	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of City infrastructure	44%	2	68%	7	0.1408	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes and ordinances	21%	7	59%	9	0.0841	3
Effectiveness of City's communication w/ public	21%	6	64%	8	0.0745	4
Quality of parks & recreation services	32%	4	81%	5	0.0610	5
Quality of the City's school system	41%	3	92%	2	0.0326	6
Collection of garbage, recycling & yard waste	13%	8	83%	4	0.0216	7
Quality of the City's customer service	7%	10	73%	6	0.0194	8
Quality of police, fire, & ambulance services	26%	5	94%	1	0.0157	9
Quality of City library services	8%	9	86%	3	0.0112	10

Overall Priorities: 

2017 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)



Source: ETC Institute (2017)

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	46%	1	78%	7	0.1021	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	42%	2	77%	8	0.0968	2
Enforcement of traffic laws	23%	4	72%	10	0.0636	3
Police safety education programs	18%	6	71%	11	0.0528	4
Visibility of police in retail areas	21%	5	76%	9	0.0499	5
Overall quality of police protection	34%	3	91%	3	0.0307	6
Quality of local ambulance service	18%	7	86%	4	0.0252	7
Quality of fire safety education programs	11%	9	78%	6	0.0244	8
Police response time	11%	10	83%	5	0.0179	9
Overall quality of fire protection	15%	8	93%	1	0.0108	10
Fire personnel emergency response time	6%	11	91%	2	0.0056	11

Public Safety Priorities:



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 and weedy lots	36%	2	64%	5	0.1310	1
Medium Priority (IS <.10)						
Efforts to remove dilapidated structures	26%	3	65%	4	0.0921	2
Enforcement of loud music	21%	4	61%	6	0.0831	3
Cleanup of debris/litter	39%	1	82%	1	0.0704	4
Control of nuisance animals	20%	5	65%	3	0.0700	5
Cleanup of large junk/abandoned vehicles	17%	6	81%	2	0.0314	6

Code Enforcement Priorities: 

Importance-Satisfaction Rating						
City of Auburn						
<u>Garbage and Water Services</u>						
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	37%	2	58%	7	0.1567	1
Curbside recycling service overall	42%	1	69%	6	0.1308	2
<u>Medium Priority (IS <.10)</u>						
Water service	20%	4	83%	3	0.0378	3
Yard waste removal service	18%	5	84%	2	0.0286	4
Recycling at city's drop-off recycling center	10%	6	75%	5	0.0260	5
Utility Billing Office customer service	10%	7	80%	4	0.0202	6
Residential garbage collection service	23%	3	93%	1	0.0159	7

Garbage and Water Services Priorities: 

Importance-Satisfaction Rating

City of Auburn

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Maintenance of biking paths and lanes	21%	4	68%	11	0.0675	1
Quality of senior programs	17%	8	64%	16	0.0623	2
Quality of cultural arts programs	20%	5	69%	10	0.0614	3
Quality of special events	26%	3	78%	5	0.0563	4
Maintenance of parks	37%	1	85%	1	0.0552	5
Maintenance of walking trails	26%	2	80%	2	0.0518	6
Quality of community recreation centers	19%	7	73%	9	0.0513	7
Quality of special needs/therapeutics programs	12%	11	60%	18	0.0476	8
Quality of youth athletic programs	20%	6	77%	7	0.0449	9
Quality of swimming pools	11%	12	60%	17	0.0424	10
Ease of registering for programs	10%	14	66%	14	0.0347	11
Maintenance of cemeteries	14%	9	77%	8	0.0327	12
Quality of adult athletic programs	9%	17	65%	15	0.0319	13
Fees charged for recreation programs	9%	16	67%	13	0.0304	14
Quality of outdoor athletic fields	12%	10	78%	4	0.0266	15
Maintenance of community recreation centers	10%	13	78%	6	0.0229	16
Maintenance of outdoor athletic fields	10%	15	79%	3	0.0202	17
Maintenance of swimming pools	6%	18	68%	12	0.0195	18

Parks and Recreation Services Priorities: No High Priorities in 2017

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)						
Adequacy of city street lighting	40%	2	67%	10	0.1323	1
Maintenance of streets	46%	1	73%	8	0.1234	2
Medium Priority (IS <.10)						
Cleanup of debris/litter in and near roadways	28%	3	72%	9	0.0792	3
Maintenance of sidewalks	28%	4	73%	7	0.0756	4
Overall cleanliness of streets and public areas	25%	5	85%	3	0.0380	5
Mowing/trimming along streets and public areas	16%	7	79%	6	0.0338	6
Maintenance of downtown Auburn	21%	6	85%	4	0.0312	7
Maintenance of traffic signals	14%	8	87%	1	0.0178	8
Maintenance of street signs	10%	9	86%	2	0.0137	9
Maintenance of city-owned buildings	6%	10	82%	5	0.0113	10

Maintenance Priorities: 

Importance-Satisfaction Rating

City of Auburn

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	67%	1	23%	12	0.5128	1
<u>Medium Priority (IS <.10)</u>						
Availability of outdoor dining venues	19%	4	53%	11	0.0879	2
Availability of retail shopping	18%	6	60%	8	0.0736	3
Availability of public event space	14%	9	58%	10	0.0588	4
Availability of dining opportunities	19%	5	70%	7	0.0558	5
Quality of public events held downtown	16%	7	74%	6	0.0421	6
Feeling of safety of downtown at night	23%	2	82%	2	0.0409	7
Enforcement of parking violations & meter times	8%	11	59%	9	0.0328	8
Landscaping and green space	14%	10	76%	5	0.0326	9
Pedestrian accessibility	14%	8	82%	3	0.0256	10
Cleanliness of downtown areas	20%	3	90%	1	0.0200	11
Signage and wayfinding	8%	12	79%	4	0.0160	12

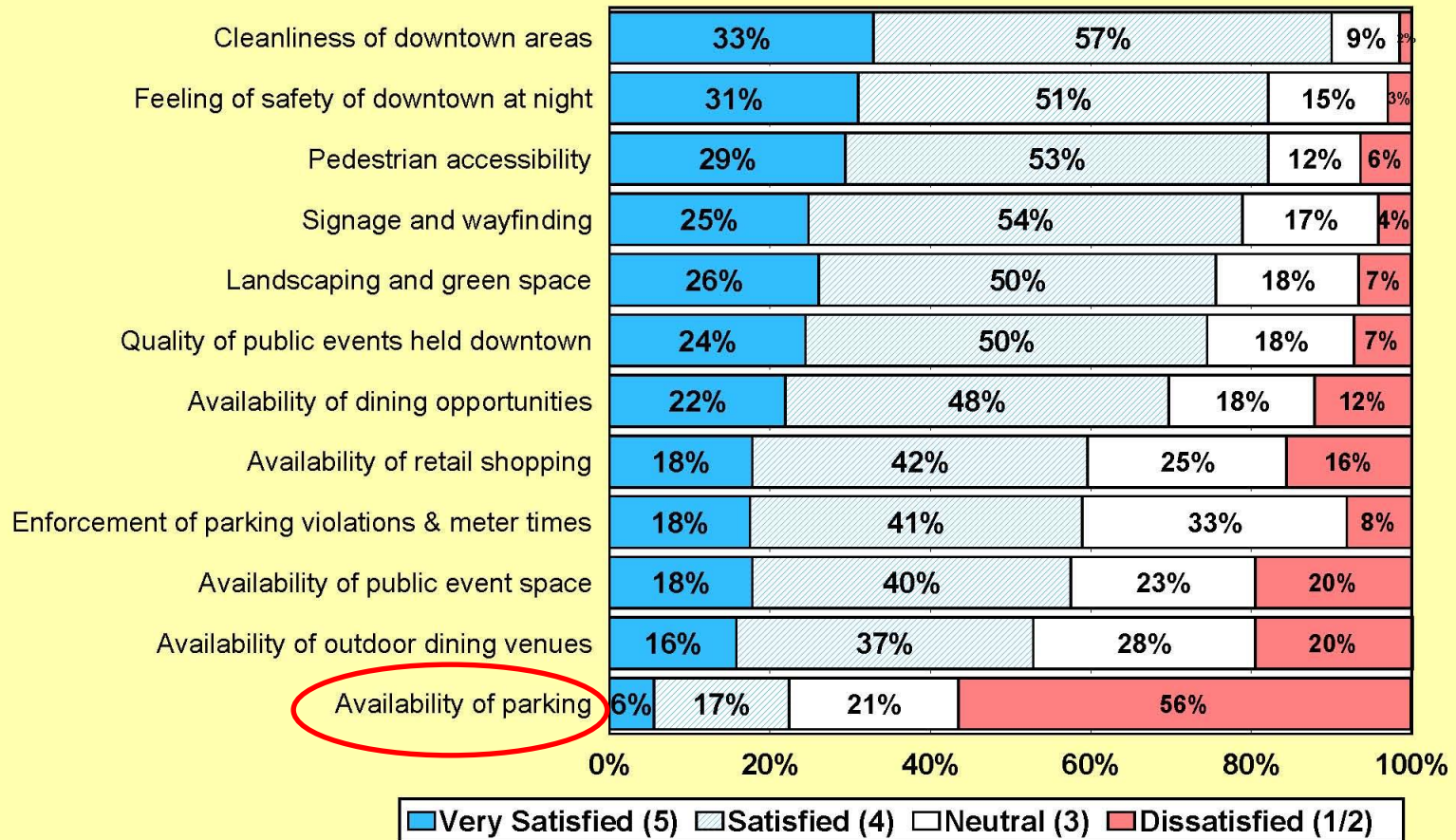
Downtown Auburn Priorities: 

Major Finding #6

Other Issues

Q20. Satisfaction with Various Aspects of Downtown Auburn

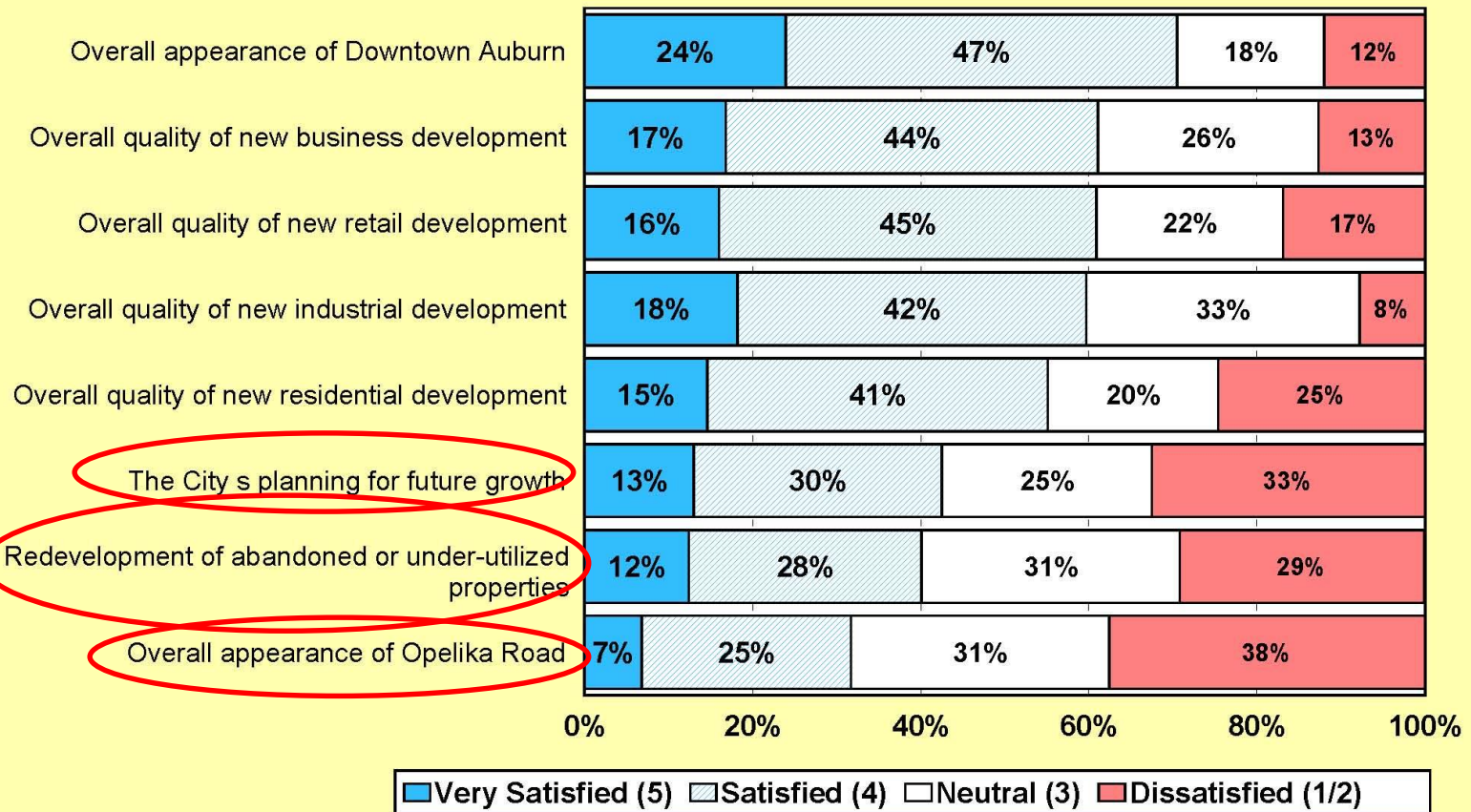
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2017)

Q13. 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 (2017)

Summary and Conclusion

- Residents continue to have a very positive perception of the City
- Although the results slightly lower in 2017 vs. 2016, Auburn is still setting the standard for the delivery of City services – the City's ratings are among the highest in the nation
- The City is equitably serving the needs of residents in all areas of the City
- Traffic flow and maintenance of city infrastructure are still the top priorities for improvement

Questions?

THANK YOU!!