



DirectionFinder®

FINAL REPORT

2013 Citizen Survey

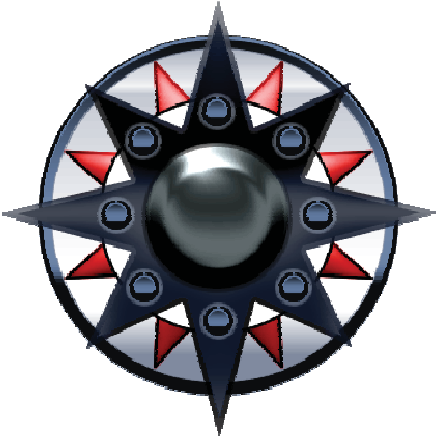
Submitted to

The City of
**Auburn,
Alabama**

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

March 2013





Contents

Executive Summary.....	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Data	32
Section 3: Importance-Satisfaction Analysis	46
Importance-Satisfaction Matrix Analysis.....	56
Section 4: GIS Maps.....	64
Section 5: Tabular Data and Survey Instrument	178
Appendix A: 2013 Leader Survey Results	A-1



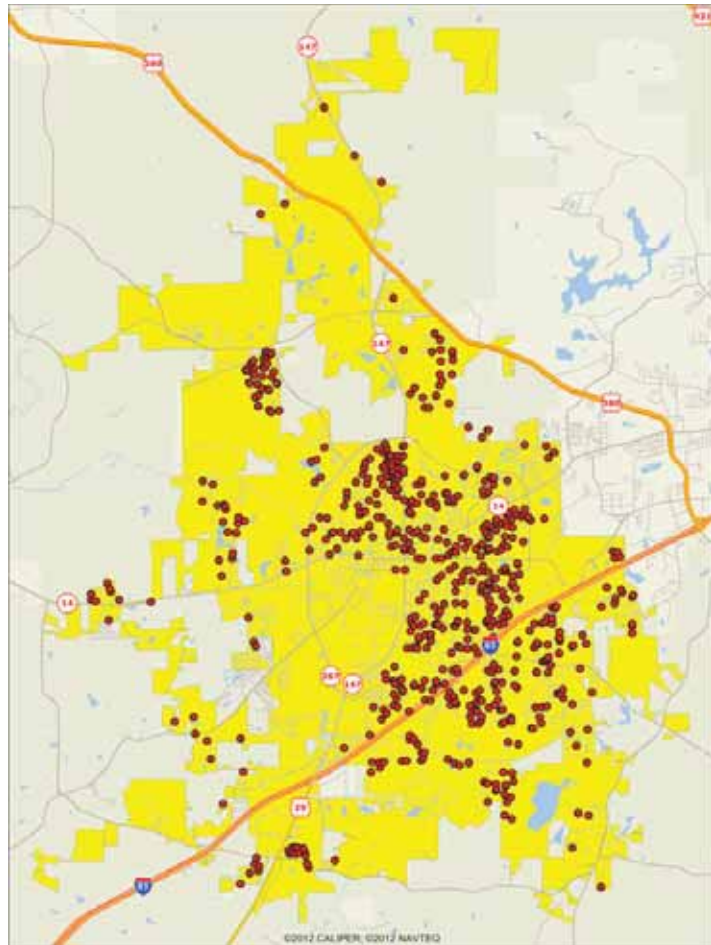
DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during February 2013. 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, 285 completed the survey by phone and 390 returned it by mail for a total of 675 completed surveys (45% response rate). The results for the random sample of 675 households have a 95% level of confidence with a precision of at least +/- 3.8%. 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).



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: the results of the leader survey are 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 school system (94%), police, fire, and ambulance services (91%) and the quality of City library services (88%). *None of the overall City services showed significant increases in positive ratings from 2012. The overall City services that showed a significant decrease in positive ratings from 2012 was the quality of the city’s customer service (-9%). Despite the decrease in positive ratings for customer service, it is important to note that this decrease was not accompanied by a significant increase in dissatisfaction ratings from 2012.*

*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 quality of the City’s school system and 3) the maintenance of city infrastructure.
- **Perceptions of the City.** Most (91%) of the residents surveyed, *who had an opinion*, were very satisfied with the quality of life in the City; only 2% were dissatisfied and the remaining 8% gave a neutral rating. Most (88%) of the residents surveyed, *who had an opinion*, were also satisfied with the overall image of the City; only 4% were dissatisfied and the remaining 9% gave a neutral rating. *The item that showed a significant increase in positive ratings from 2012 was the overall value received for city tax dollars and fees (+5%). None of the items related to perceptions of the City showed significant decreases in positive ratings from 2012 to 2013.*

- **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 police protection (89%), the quality of local fire protection (88%) and the response time of fire personnel (84%). The public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) efforts to prevent crime, 2) the visibility of police in neighborhoods and 3) the overall quality of police protection. *There were two public safety services that showed **significant increases** in positive ratings from 2012 to 2013: police safety education programs (+5%) and the visibility of police in retail areas (+4%). There were **no decreases in positive ratings** in any of the public safety services rated from 2012 to 2013.*
- **Code Enforcement.** The code enforcement services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the clean-up of debris and litter (86%), the cleanup of large junk and abandoned vehicles (77%) and the control of nuisance animals (60%). The code enforcement services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the cleanup of overgrown and weedy lots and 2) the cleanup of debris/litter. *Given that the code enforcement questions changed for the 2013 survey, trends are not available for this question.*
- **Garbage and Water Services.** Residents were generally satisfied with garbage and water services in Auburn. The services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: residential garbage collection services (93%), yard waste removal service (87%) and water service (83%). The garbage and water services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the material types accepted for recycling and 2) overall curbside recycling service. *The garbage and water service that showed a **significant increase** in positive ratings from 2012 was overall curbside recycling service (+4%). There were **no decreases in positive ratings** in any of the garbage and water services rated from 2012.*
- **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 downtown Auburn (87%), the maintenance of traffic signals (87%), the maintenance of city-owned buildings (83%) and the maintenance of street signs (82%). The maintenance service that residents felt should receive the most emphasis from City leaders over the next two years was the maintenance of streets. Residents also felt it was important to emphasize the adequacy of city street lighting and the cleanup of litter and debris in or near roadways. *The maintenance services that showed **significant increases** in satisfaction ratings were: the maintenance of sidewalks (+10%), the maintenance of streets (+9%), the maintenance of street signs (+6%), the maintenance of Downtown Auburn (+4) and the maintenance of traffic signals (+4%). There were **no decreases in positive ratings** for any of the maintenance services that were rated from 2012.*

- **Feeling of Safety in the City.** Most (90%) 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-four percent (94%) of residents felt safe in their neighborhood during the day and 89% felt safe in downtown Auburn. *There were **no significant changes in positive ratings** in any of the safety issues rated from 2012.*
- **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 (82%), the quality of special events (78%), the maintenance of walking trails (75%), the maintenance of outdoor athletic fields (75%), the quality of outdoor athletic fields (75%) and the maintenance of cemeteries (75%). The parks and recreation service that residents felt should receive the most emphasis from City leaders over the next two years was the maintenance of parks. Residents also felt it was important to emphasize: the maintenance of walking trails, senior programs and youth athletic programs. *The parks and recreation services that showed **significant increases** in positive ratings from 2012 were: the maintenance of walking trails (+17%), the maintenance of biking paths/lanes (+11%), community recreation centers (+6%) and the maintenance of swimming pools (+5%). The parks and recreation services that showed **significant decreases** in satisfaction ratings from 2012 were: fees charged for recreation programs (-7%), ease of registering for recreation programs (-7%), maintenance of cemeteries (-7%) and the quality of adult athletic programs (-5%).*
- **City Communication.** Eighty-one percent (81%) 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 71% were satisfied with the quality of the city's website. *There were **significant increases** in positive ratings in the following communication services rated from 2012: quality of the city's website (+4%), the quality of the OPEN LINE newsletter (+4%) and the availability of information on city programs and services (+4%). There were **significant decreases** in satisfaction ratings in two of the communication services rated from 2012: transparency of city government (-9%) and the availability of information about Parks and Recreation programs and services (-6%).*
- **Downtown Auburn.** The aspects of Downtown Auburn that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the cleanliness of downtown areas (91%), the feeling of safety downtown (83%), pedestrian accessibility (83%) and signage and wayfinding (76%). Residents felt it was most important to emphasize the availability of parking in Downtown Auburn over the next two years. Residents also felt it was important to emphasize the feeling of safety of downtown at night, the cleanliness of downtown areas and the availability of outdoor dining venues during the next two years. *Trends are not available for this question.*
- **Development and Redevelopment in the City.** The development and redevelopment services that residents, *who had an opinion*, were most satisfied with (rating of 4 or 5 on a 5-point scale) were: the overall appearance of Downtown Auburn (79%), the quality of new industrial development (69%) and the quality of new residential development (65%). *Trends are not available for this question.*

Other Findings.

- Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to raise children; only 1% felt it was a below average place to raise children and 4% were neutral.
- Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to live; only 2% felt it was a below average place to live and 4% were neutral (note: does not equal 100% due to rounding).
- Residents were asked to indicate what they felt were the most important transportation safety issues in Auburn. The transportation safety issue that residents felt was most important was in Auburn was texting while driving/distracted driving (73%). Residents also felt neighborhood speeding (25%) and running red lights (25%) were important transportation safety issues.
- Sixty-two percent (62%) of the residents surveyed reported they did NOT use the city's bicycle lanes and facilities; 21% occasionally used the bicycle lanes and facilities, 2% used them monthly, 11% used them weekly or daily and 4% did not provide a response.
- The primary sources that residents received information about city issues, services and events were: the local newspaper (67%), word of mouth (62%) and the *Open Line* newsletter (62%).
- Eighty-four percent (84%) of the residents surveyed, who had contacted the City during the past year, felt it was easy to contact the person they needed to reach; 15% felt it was difficult and 1% did not remember.
- Eighty percent (80%) of residents, who had contacted the City during the past year, felt the department they had contacted was responsive to their issue, 14% did not and 6% did not provide a response.

Trends

A summary of the long-term trends (2006 to 2013) and the short-term (2012 to 2013) are provided on the following pages. It is important to note that the 2013 survey was changed significantly from previous years so trends are not available for many questions.

Long-Term Trends. Positive ratings for the City of Auburn improved or stayed the same in 59 of the 68 areas that were assessed in both 2006 and 2013; 45 of these improvements were statistically significant (increases of 4% or more were significant). There were decreases in positive ratings in 9 of the 68 areas that were rated in both 2006 and 2013; none of these decreases were statistically significant (decreases of 4% or more were significant). The significant changes from 2006 to 2013 are shown in the table below.

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
	2013	2006	2006	
SIGNIFICANT INCREASES				
Ease of pedestrian travel in Auburn	64%	47%	17%	Traffic Flow and Transportation
Police safety education programs	71%	54%	17%	Public Safety Services
Maintenance of walking trails	75%	58%	17%	Parks and Recreation
Efforts to prevent crime	76%	59%	17%	Public Safety Services
Visibility of police in neighborhoods	76%	61%	15%	Public Safety Services
Maintenance of streets	72%	57%	15%	Maintenance
Visibility of police in retail areas	74%	60%	14%	Public Safety Services
Effectiveness of city's communication with public	74%	60%	14%	Overall Satisfaction
Enforcement of traffic laws	71%	58%	13%	Public Safety Services
Maintenance of swimming pools	61%	48%	13%	Parks and Recreation
Flow of traffic & congestion management	55%	43%	12%	Overall Satisfaction
Community recreation centers	63%	52%	11%	Parks and Recreation
Quality of fire safety education programs	73%	62%	11%	Public Safety Services
Quality of the city's website	71%	61%	10%	City Communication
Maintenance of sidewalks	75%	65%	10%	Maintenance
Quality of local ambulance service	79%	70%	9%	Public Safety Services
Residential garbage collection	93%	84%	9%	Garbage and Water Services
Yard waste removal service	87%	78%	9%	Garbage and Water Services
Value received for your city tax dollars and fees	77%	68%	9%	Perceptions of the City
Maintenance of city infrastructure	68%	60%	8%	Overall Satisfaction
Quality of OPEN LINE newsletter	81%	73%	8%	City Communication
Quality of swimming pools	56%	48%	8%	Parks and Recreation
Fire personnel emergency response time	84%	76%	8%	Public Safety Services
Quality of community recreation centers	59%	52%	7%	Parks and Recreation
Enforcement of city codes & ordinances	63%	56%	7%	Overall Satisfaction
Maintenance of downtown Auburn	87%	80%	7%	Maintenance
Overall image of the City	88%	81%	7%	Perceptions of the City
Overall appearance of the City	78%	71%	7%	Perceptions of the City
Maintenance of street signs	82%	75%	7%	Maintenance
Maintenance of biking paths/lanes	65%	58%	7%	Parks and Recreation
Maintenance of traffic signals	87%	80%	7%	Maintenance
Overall quality of police protection	89%	82%	7%	Public Safety Services
Adequacy of city street lighting	68%	61%	7%	Maintenance
Overall quality of City services	83%	77%	6%	Perceptions of the City
Quality of police, fire, & ambulance services	91%	85%	6%	Overall Satisfaction
Police response time	78%	72%	6%	Public Safety Services
Overall cleanliness of streets/public areas	80%	74%	6%	Maintenance
Feeling of safety in City parks	71%	66%	5%	Feeling of Safety
Overall quality of fire protection	88%	83%	5%	Public Safety Services
Utility Billing Office customer service	76%	71%	5%	Garbage and Water Services
Effectiveness of the City Manager	72%	67%	5%	City Leadership
Water service	83%	78%	5%	Garbage and Water Services
Overall quality of life in the City	91%	86%	5%	Perceptions of the City
Quality of the city's school system	94%	90%	4%	Overall Satisfaction
Feeling of safety in commercial and retail areas	81%	77%	4%	Feeling of Safety
SIGNIFICANT DECREASES				
NONE				

Short-term Trends. Positive ratings for the City of Auburn improved or stayed the same in 50 of the 72 areas that were assessed in both 2012 and 2013; 17 of these improvements were statistically significant (increases of 4% or more were significant). There were decreases in positive ratings in 22 of the 72 areas that were rated in both 2012 and 2013; 10 of these decreases were statistically significant (decreases of 4% or more were significant). Although there were decreases in positive ratings in 22 areas, none of these decreases were accompanied by significant increases in negative ratings. The significant changes from 2012 to 2013 are shown in the table below.

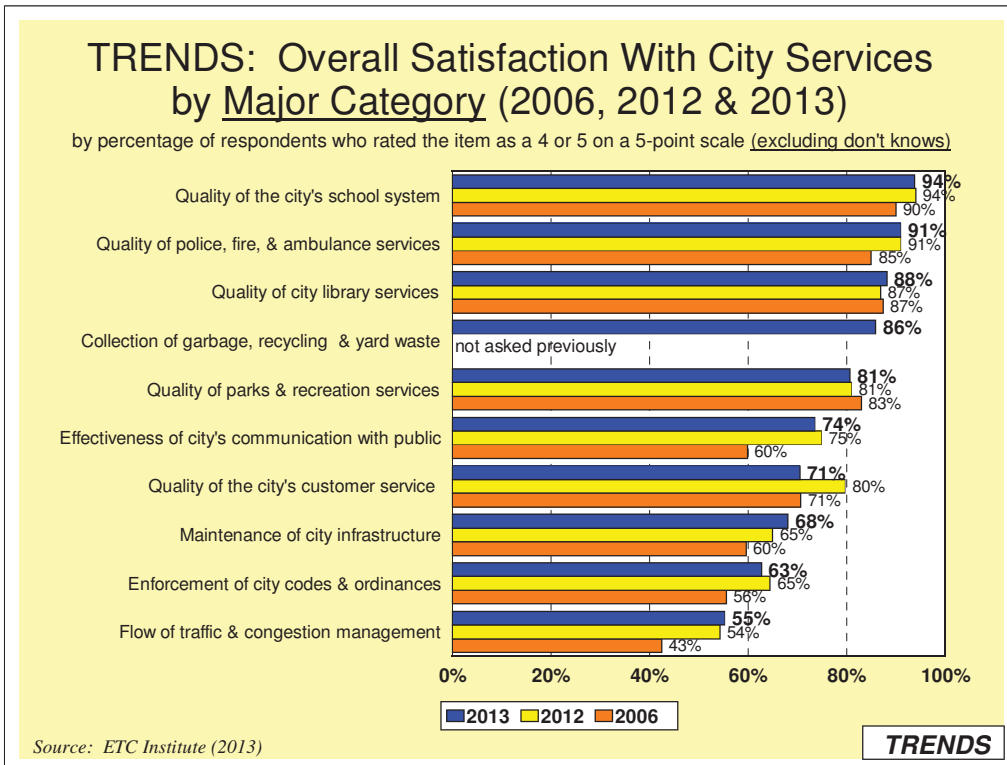
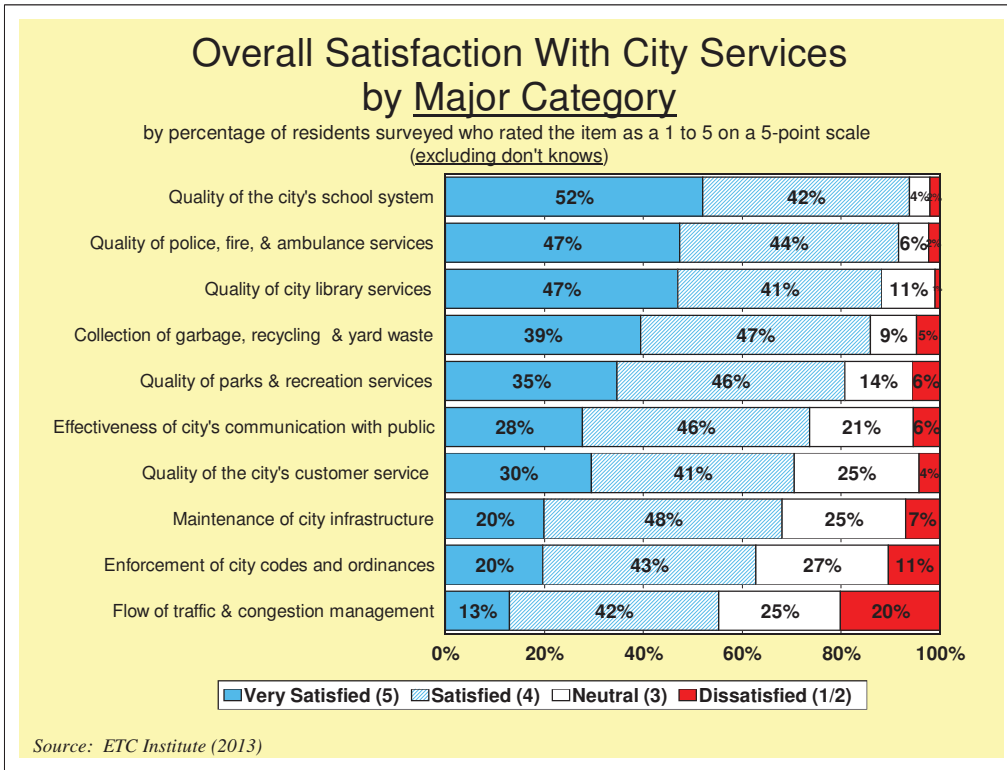
Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	Change From			Category
	2013	2012	2012	
SIGNIFICANT INCREASES				
Maintenance of walking trails	75%	58%	17%	Parks and Recreation
Ease of pedestrian travel in Auburn	64%	51%	13%	Traffic Flow and Transportation
Maintenance of biking paths and lanes	65%	54%	11%	Parks and Recreation
Maintenance of sidewalks	75%	65%	10%	Maintenance
Maintenance of streets	72%	63%	9%	Maintenance
Maintenance of street signs	82%	76%	6%	Maintenance
Community recreation centers	63%	57%	6%	Parks and Recreation
Value received for your city tax dollars and fees	77%	72%	5%	Perceptions of the City
Police safety education programs	71%	66%	5%	Public Safety Services
Quality of the city's website	71%	67%	4%	City Communication
Maintenance of swimming pools	61%	56%	5%	Parks and Recreation
Visibility of police in retail areas	74%	70%	4%	Public Safety Services
Maintenance of downtown Auburn	87%	83%	4%	Maintenance
Maintenance of traffic signals	87%	83%	4%	Maintenance
Quality of OPEN LINE newsletter	81%	77%	4%	City Communication
Availability of information on city services and programs	66%	62%	4%	City Communication
Curbside recycling service overall	77%	73%	4%	Garbage and Water Services
SIGNIFICANT DECREASES				
Effectiveness of the City Manager	72%	76%	-4%	City Leadership
Quality of adult athletic programs	58%	63%	-5%	Parks and Recreation
Availability of information about Parks and Recreation programs and services	69%	75%	-6%	City Communication
Leadership by the city's elected officials	68%	74%	-6%	City Leadership
Effectiveness of appointed boards/commissions	62%	69%	-7%	City Leadership
Maintenance of cemeteries	75%	82%	-7%	Parks and Recreation
Ease of registering for programs	65%	72%	-7%	Parks and Recreation
Fees charged for recreation programs	59%	66%	-7%	Parks and Recreation
Quality of the city's customer service	71%	80%	-9%	Overall Satisfaction
Transparency of city government	45%	54%	-9%	City Communication

How Auburn Compares to Other Communities

The City of Auburn is setting the standard for the delivery of city services compared to other U.S. communities. Auburn rated above the national average for other U.S. communities in 57 of the 60 of the areas that were assessed; 49 of which were significantly above the national average (5% or more above the national average). Auburn rated below the national average in 3 areas; 2 of which were significantly below the national average (5% or more below the national average). The areas where Auburn rated significantly above and below the national average are shown in the table below.

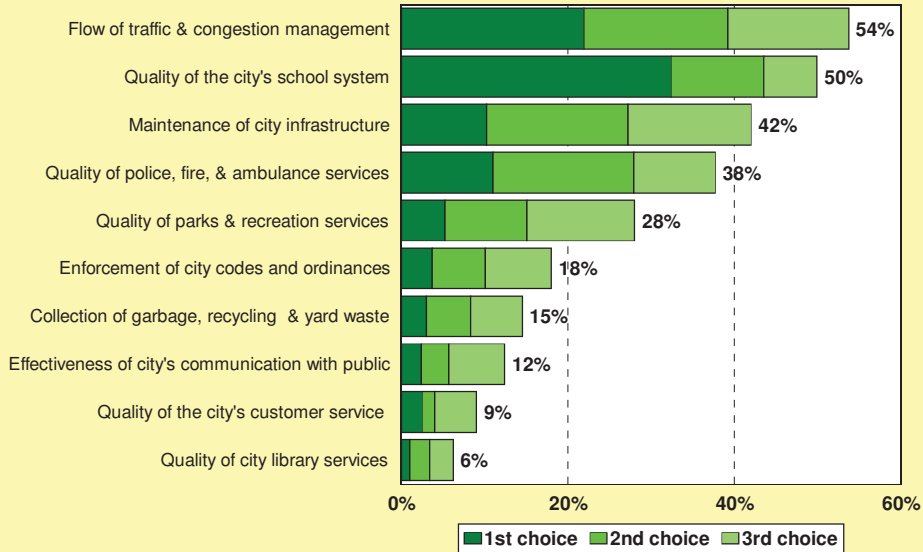
Category				
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	Auburn	National Average	Percent Above/Below National Average	Category
SIGNIFICANTLY ABOVE THE NATIONAL AVERAGE				
Clean-up of debris/litter	86%	50%	36%	Codes and Ordinances
Quality of school system	94%	63%	31%	Overall Satisfaction
Value received for city tax dollars/fees	77%	47%	30%	Perceptions of the City
Overall quality of City services	83%	56%	27%	Perceptions of the City
Effectiveness of communication with the public	74%	50%	24%	Overall Satisfaction
As a place to work	83%	60%	23%	Ratings of Quality of Life
Feeling of safety in downtown	89%	68%	21%	Feeling of Safety
Maintenance of sidewalks	75%	55%	20%	Maintenance
As a place to raise children	95%	76%	19%	Ratings of Quality of Life
Maintenance of walking trails	75%	56%	19%	Parks and Recreation
Overall image of the city	88%	70%	18%	Perceptions of the City
Visibility of police in neighborhoods	76%	59%	17%	Public Safety Services
Effectiveness of the city manager	72%	55%	17%	City Leadership
Quality of customer service	71%	55%	16%	Overall Satisfaction
Feeling of safety in your neighborhood at night	83%	67%	16%	Feeling of Safety
Quality of police protection	89%	74%	15%	Public Safety Services
Efforts to prevent crime	76%	61%	15%	Public Safety Services
Enforcement of codes & ordinances	63%	49%	14%	Overall Satisfaction
Maintenance of major city streets	72%	58%	14%	Maintenance
Overall quality of life in the city	91%	78%	13%	Perceptions of the City
As a place to live	95%	82%	13%	Ratings of Quality of Life
Overall feeling of safety	90%	77%	13%	Feeling of Safety
Availability of info. about parks/rec programs/services	69%	56%	13%	City Communication
Yard waste collection service	87%	74%	13%	Garbage and Water Services
Quality of parks & recreation services	81%	69%	12%	Overall Satisfaction
Leadership of elected officials	68%	56%	12%	City Leadership
Cleanliness of city streets & public areas	80%	68%	12%	Maintenance
Quality of swimming pools	56%	44%	12%	Parks and Recreation
Overall appearance of the city	78%	67%	11%	Perceptions of the City
Effectiveness of appointed boards/commissions	62%	51%	11%	City Leadership
Police, fire, & ambulance service	91%	80%	11%	Overall Satisfaction
Visibility of police in retail areas	74%	64%	10%	Public Safety Services
Mowing/trimming of streets & public areas	74%	64%	10%	Maintenance
Availability of info. on city programs/services	66%	56%	10%	City Communication
Police response time to emergencies	78%	69%	9%	Public Safety Services
Police safety education programs	71%	62%	9%	Public Safety Services
Maintenance of biking trails	65%	56%	9%	Parks and Recreation
Quality of the city's website	71%	62%	9%	City Communication
Quality of garbage collection service	93%	84%	9%	Garbage and Water Services
Quality of city library services	88%	80%	8%	Overall Satisfaction
Maintenance of city infrastructure	68%	60%	8%	Overall Satisfaction
Maintenance of traffic signals	87%	79%	8%	Maintenance
Outdoor athletic fields	75%	68%	7%	Parks and Recreation
Youth athletic programs	74%	67%	7%	Parks and Recreation
Feeling of safety in your neighborhood during the day	94%	88%	6%	Feeling of Safety
Adult athletic programs	58%	52%	6%	Parks and Recreation
Enforcement of local traffic laws	71%	66%	5%	Public Safety Services
Feeling of safety in city parks	71%	66%	5%	Feeling of Safety
Maintenance of parks	82%	77%	5%	Parks and Recreation
SIGNIFICANTLY BELOW THE NATIONAL AVERAGE				
Community recreation centers	63%	75%	-12%	Parks and Recreation
Fire emergency response time	84%	90%	-6%	Public Safety Services

Section 1:
Charts and Graphs



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

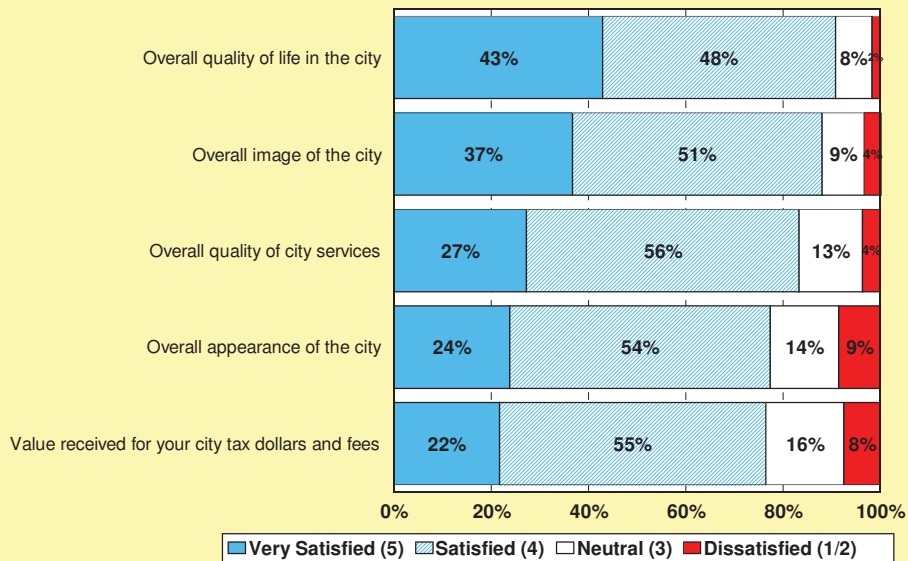
by percentage of residents surveyed who selected the item as one of their top three choices



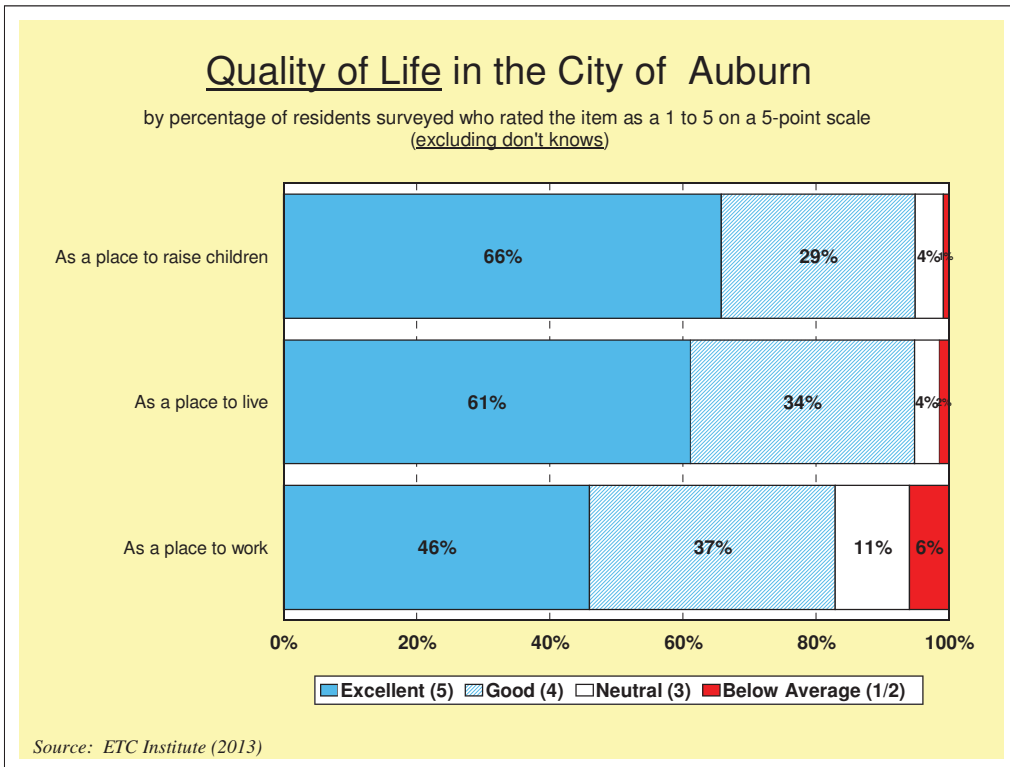
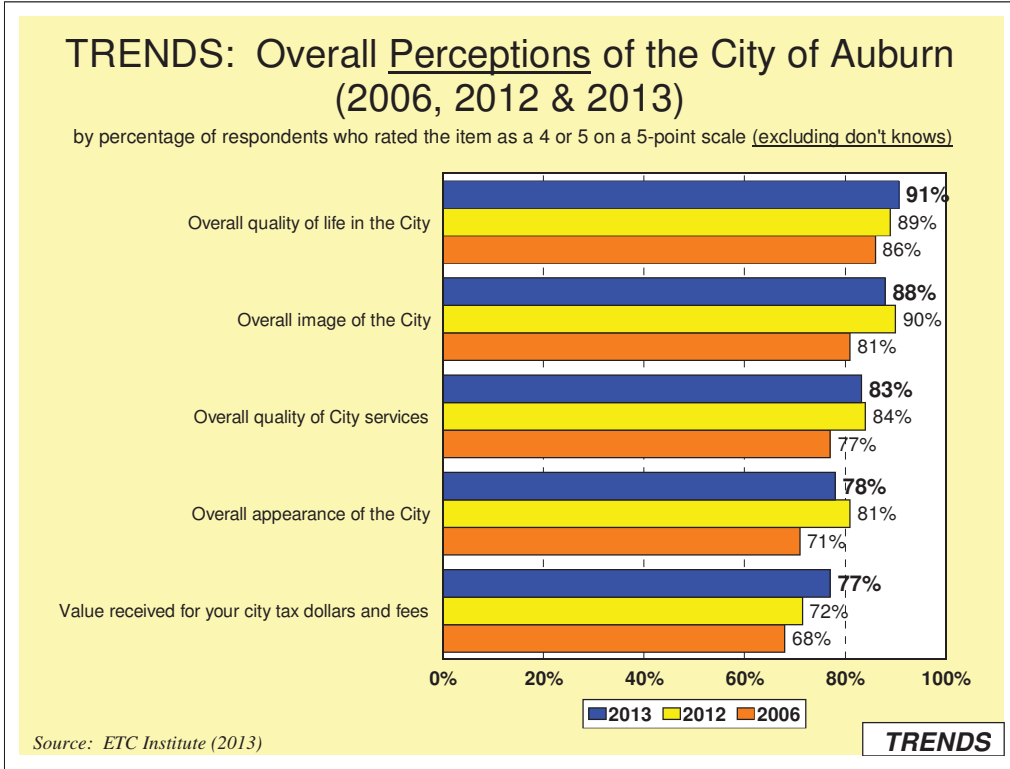
Source: ETC Institute (2013)

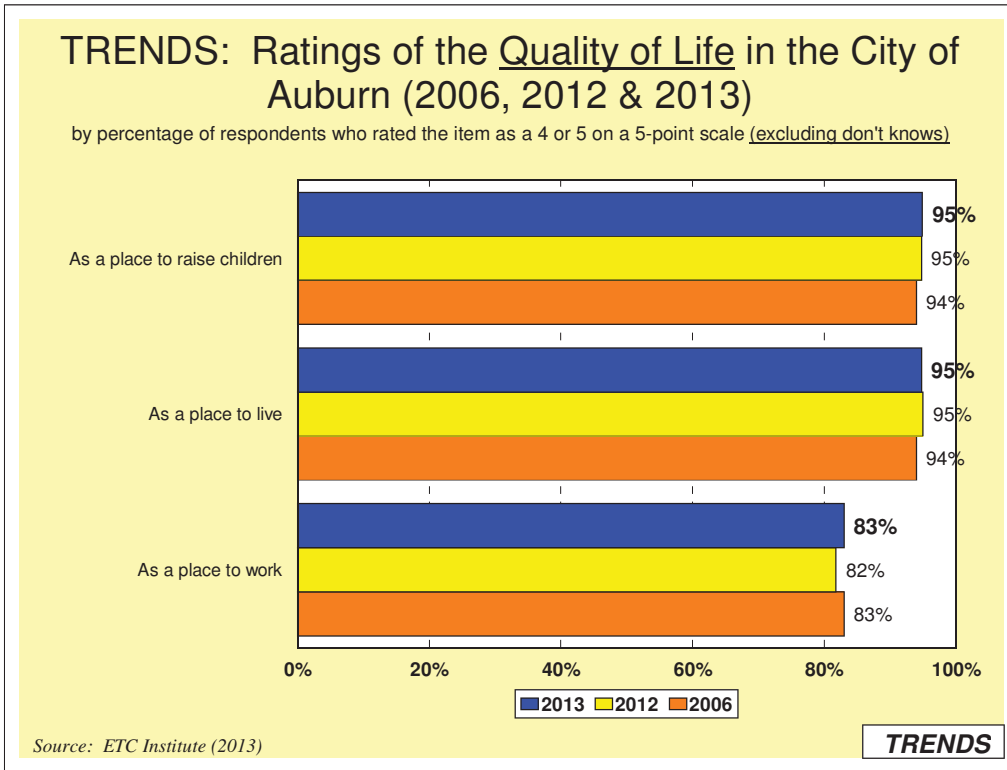
Satisfaction With Items That Influence the Perception Residents Have of the City

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



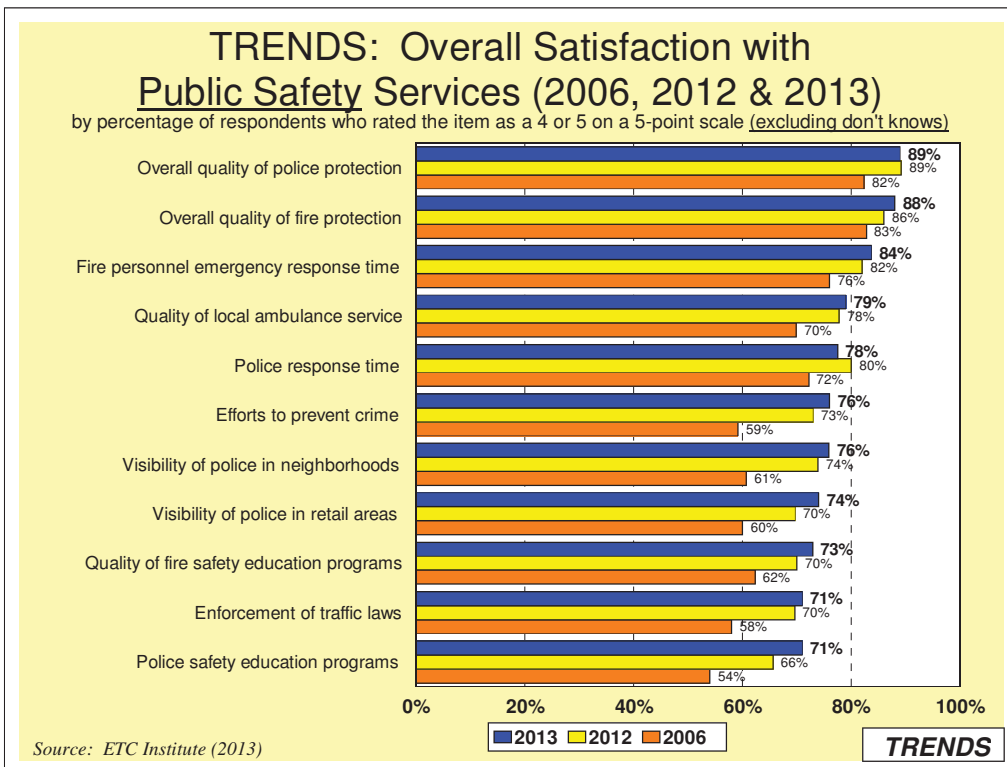
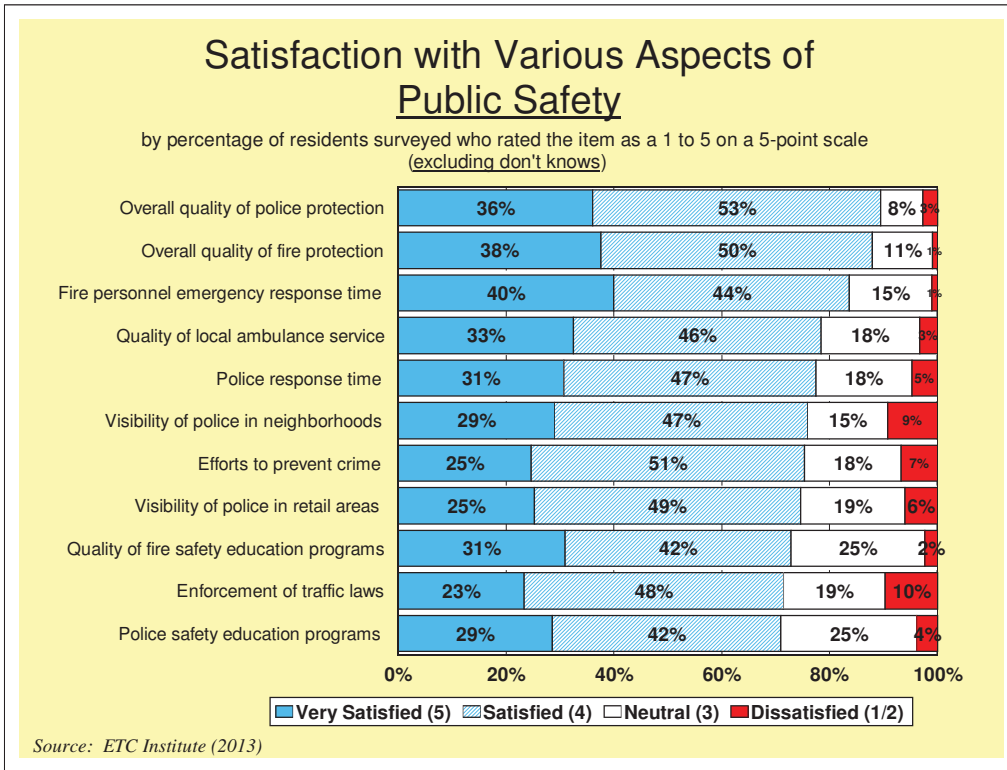
Source: ETC Institute (2013)

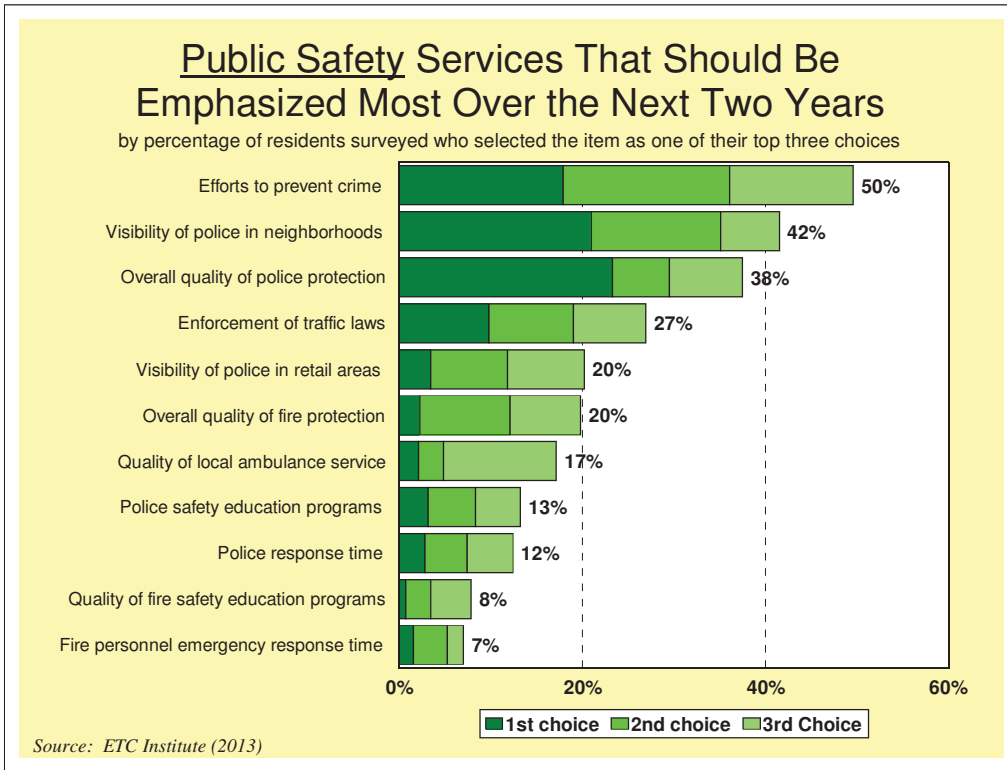




PUBLIC SAFETY

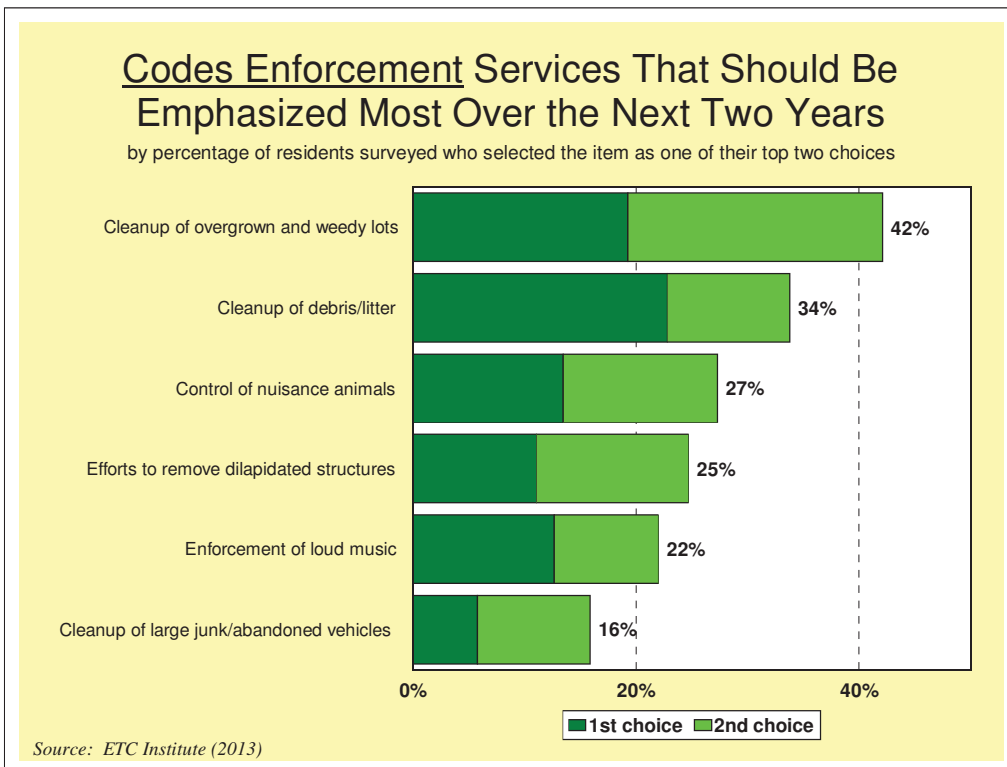
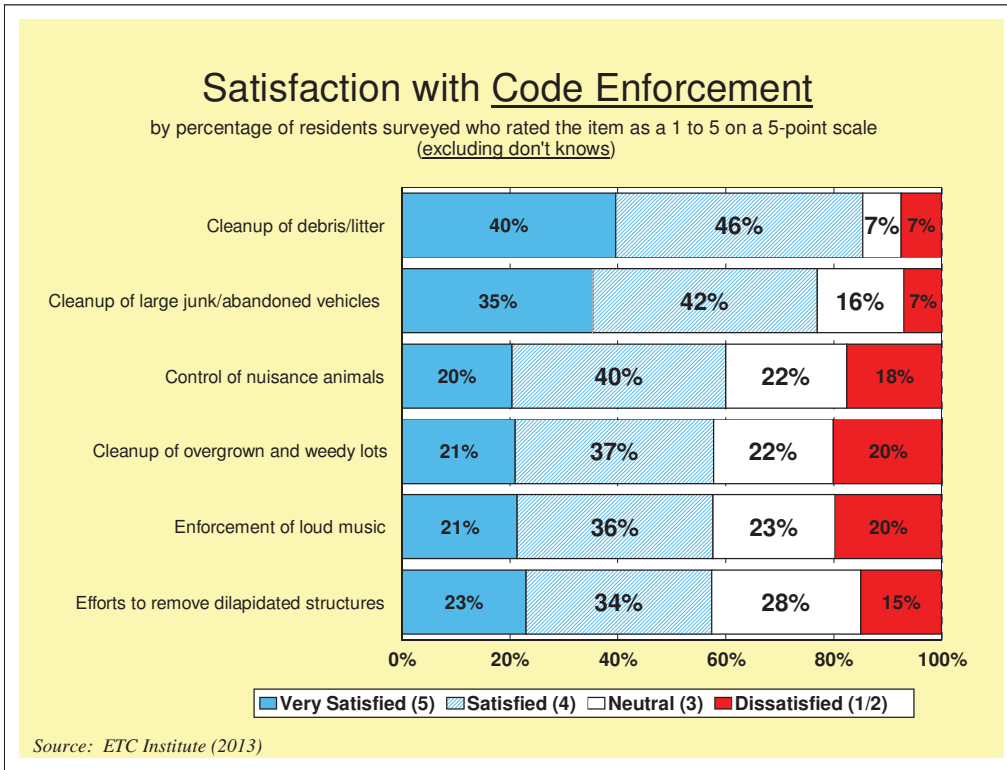
Source: ETC Institute (2013)





CODE ENFORCEMENT

Source: ETC Institute (2013)

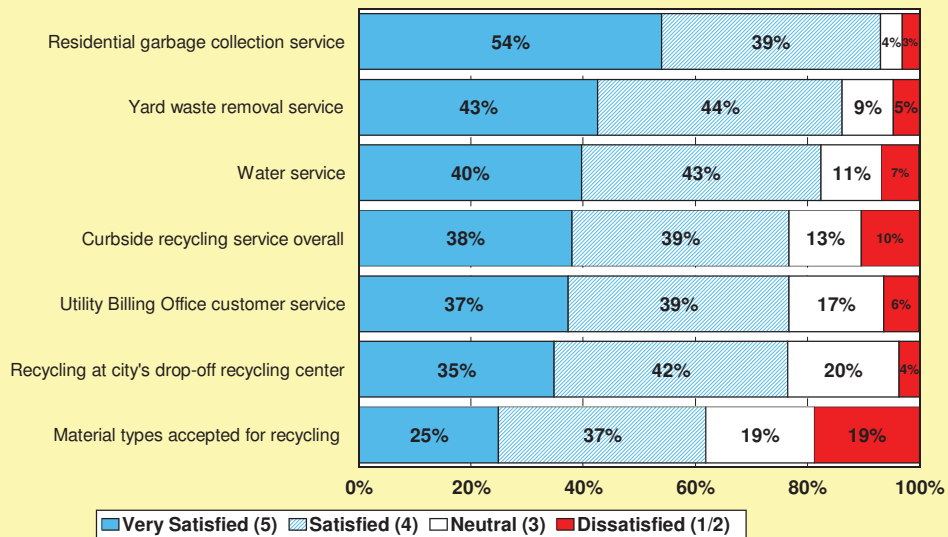


GARBAGE and WATER SERVICES

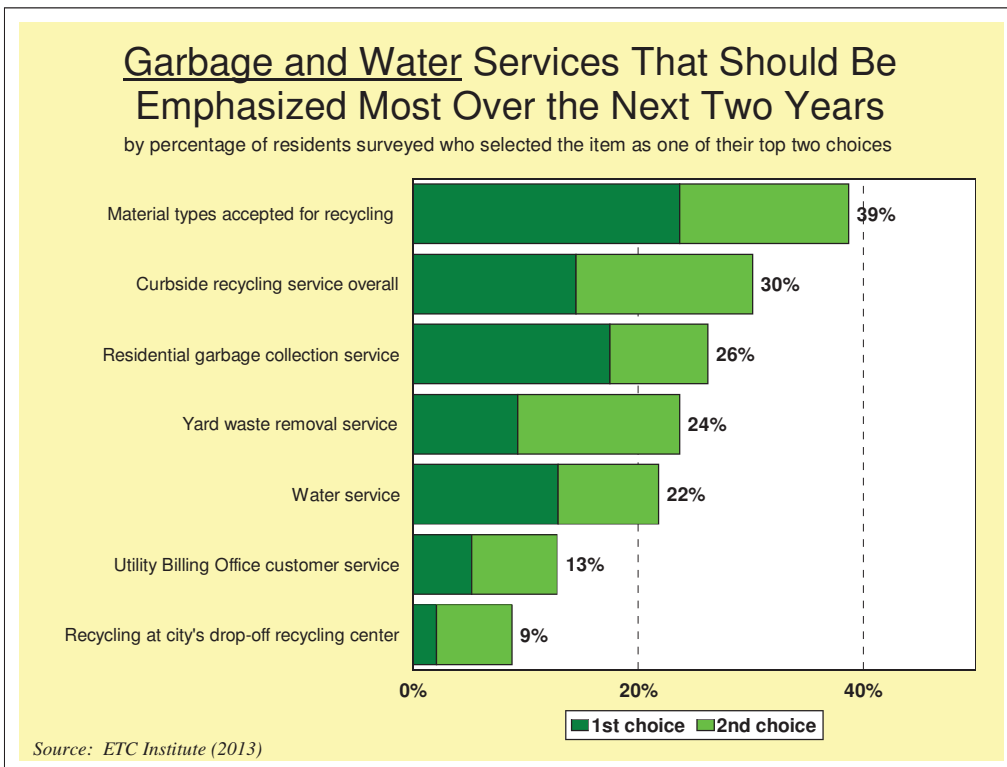
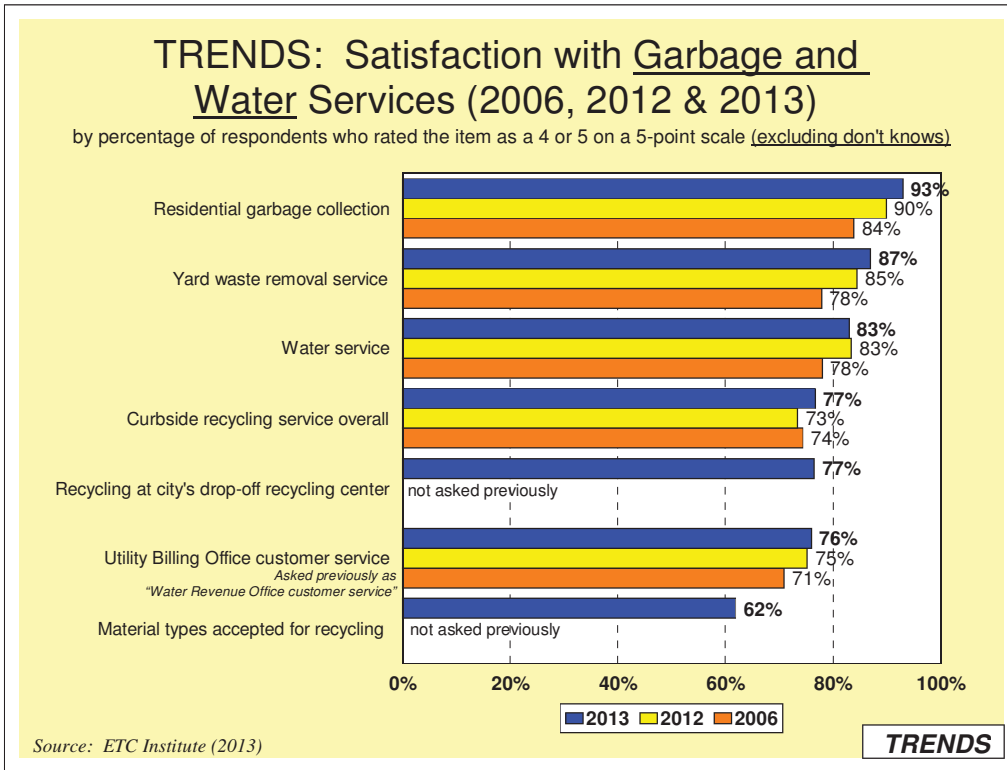
Source: ETC Institute (2013)

Satisfaction with Garbage and Water Services

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

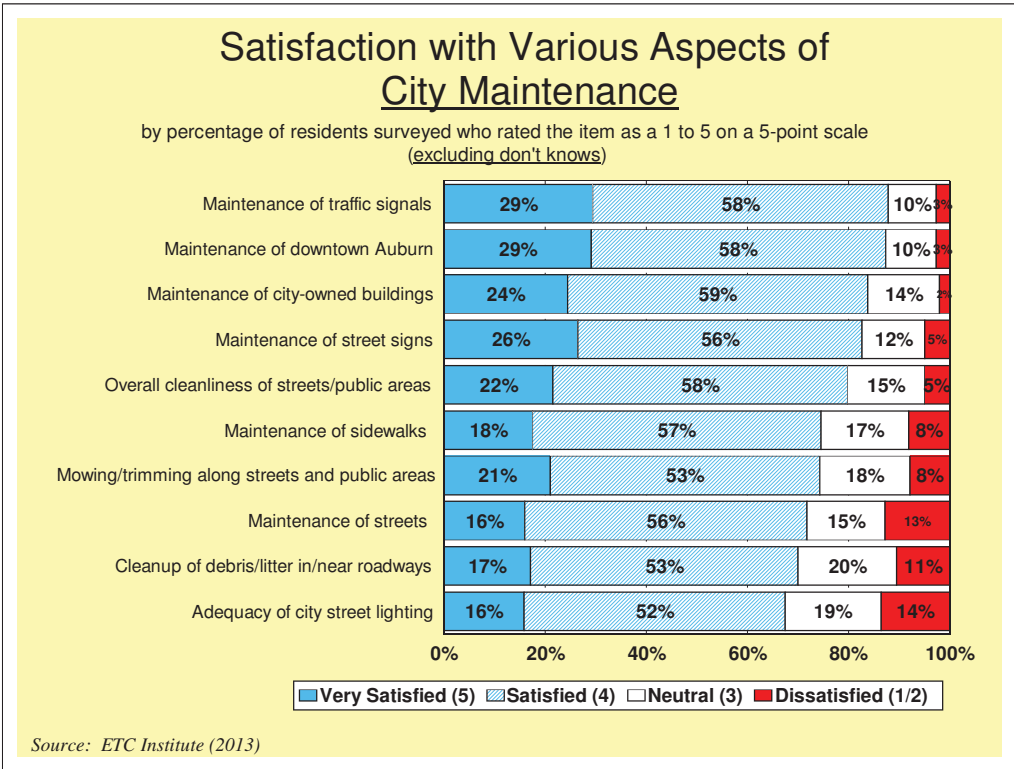


Source: ETC Institute (2013)



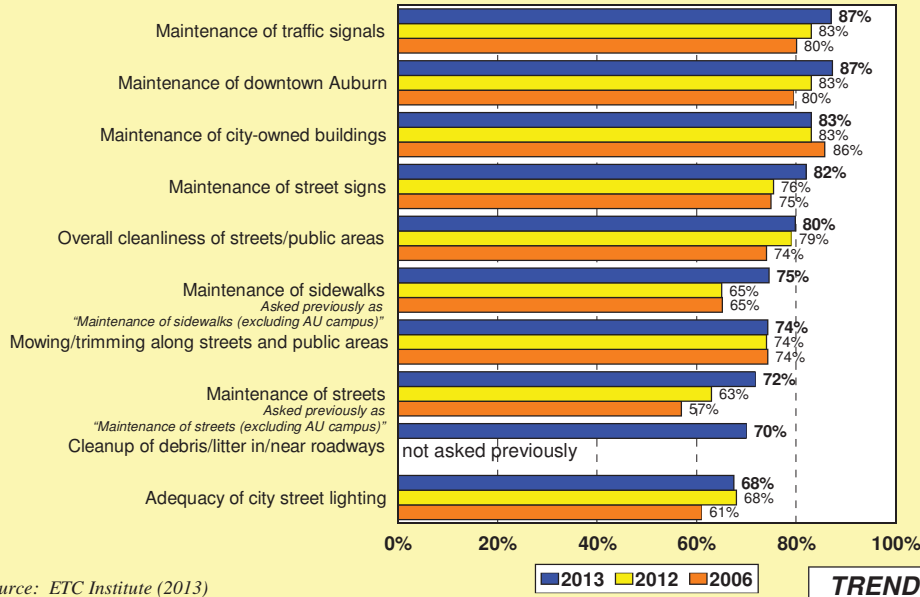
CITY MAINTENANCE

Source: ETC Institute (2013)



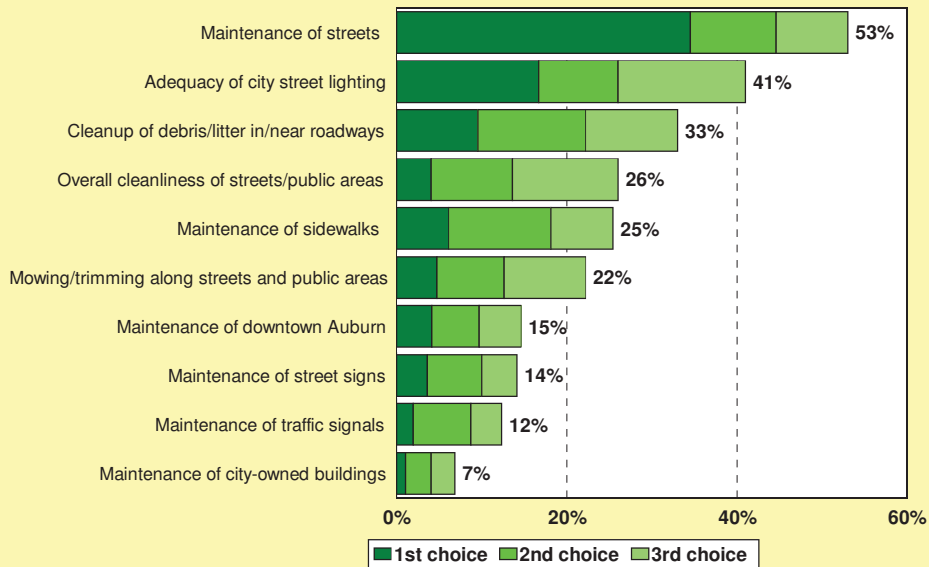
TRENDS: Overall Satisfaction with City Maintenance (2006, 2012 & 2013)

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

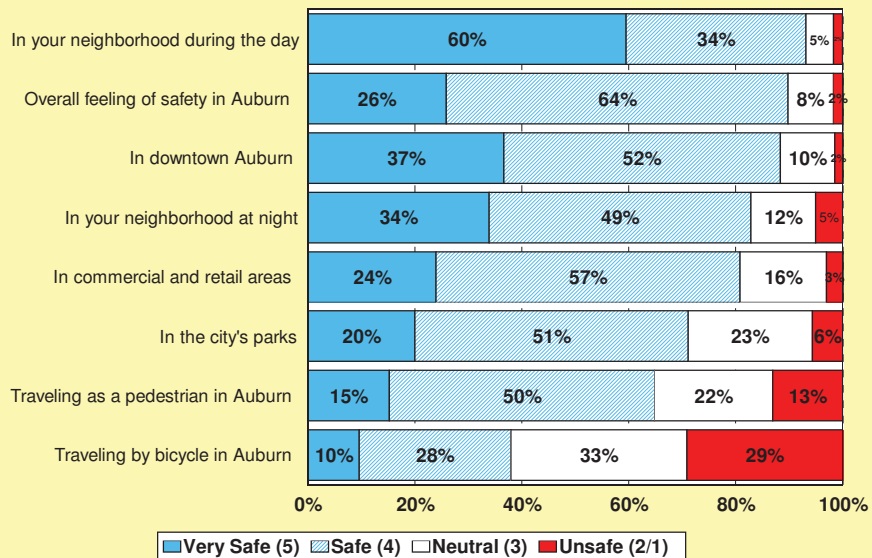


FEELING OF SAFETY

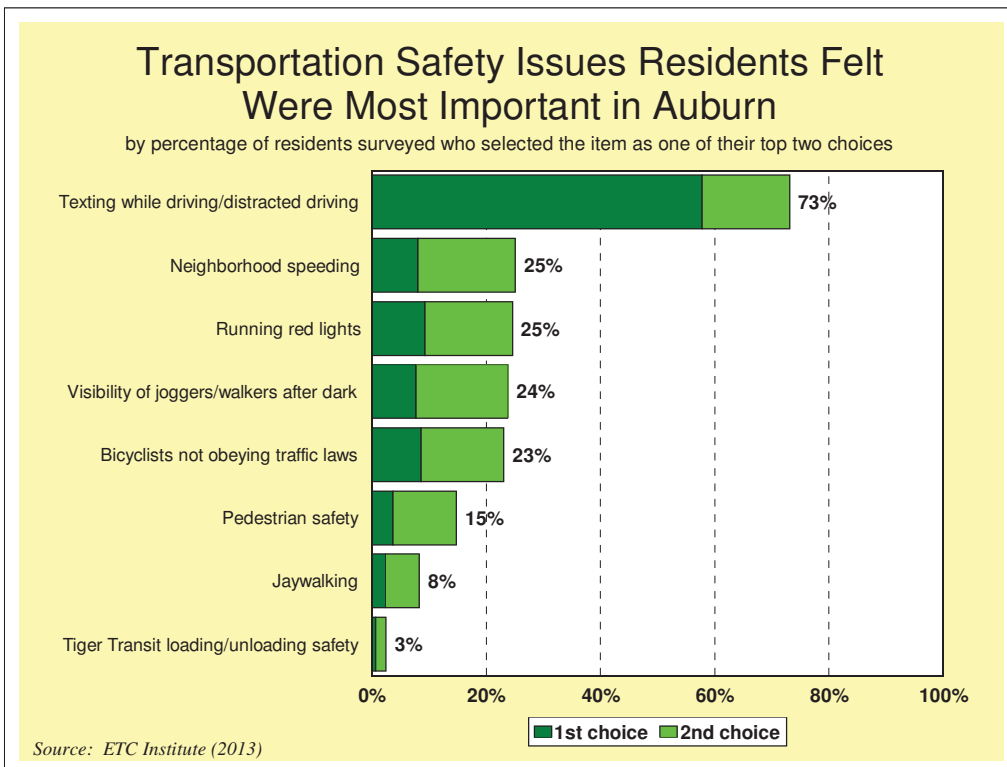
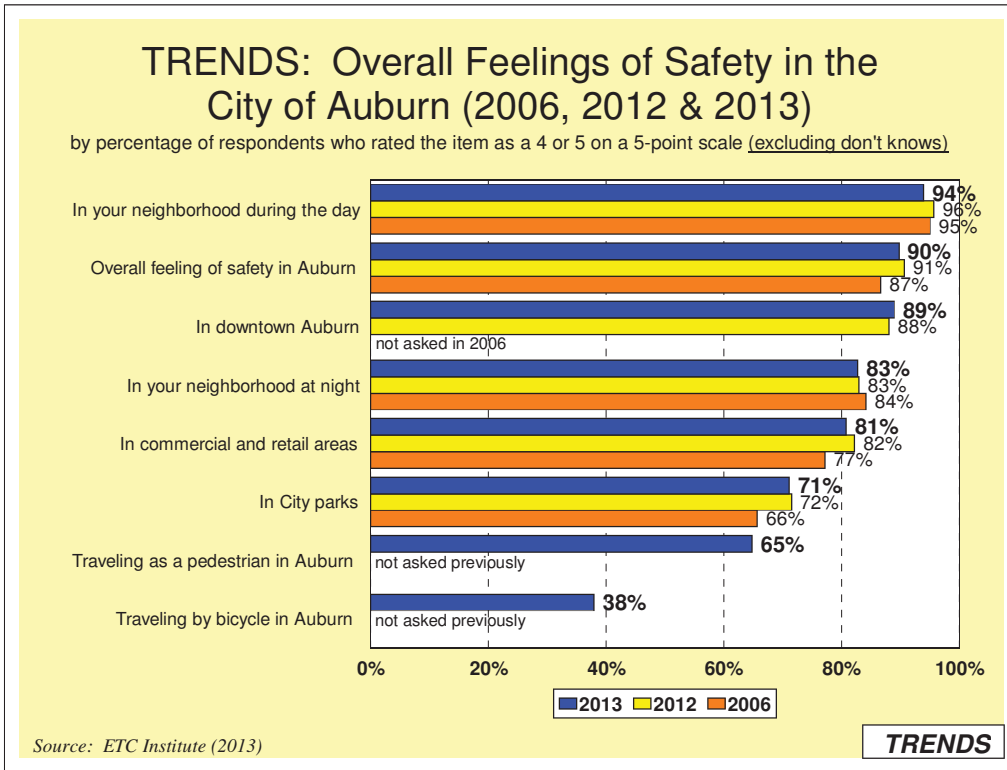
Source: ETC Institute (2013)

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 (2013)

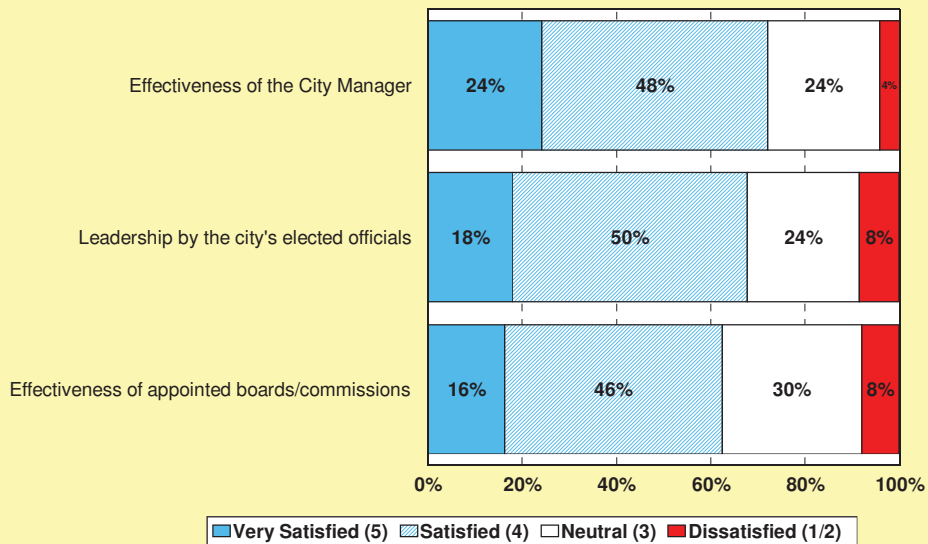


CITY LEADERSHIP

Source: ETC Institute (2013)

Satisfaction with City Leadership

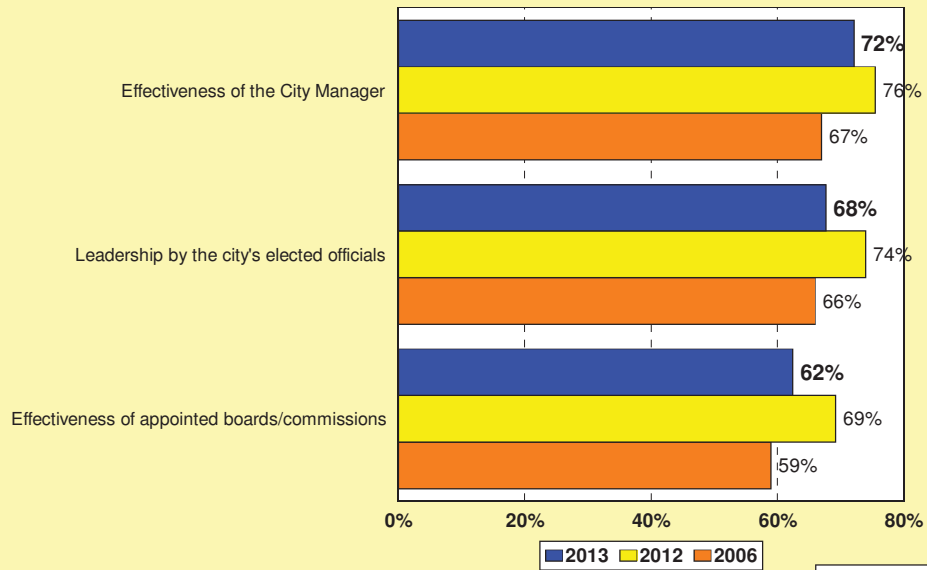
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2013)

TRENDS: Overall Satisfaction with City Leadership (2006, 2012 & 2013)

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

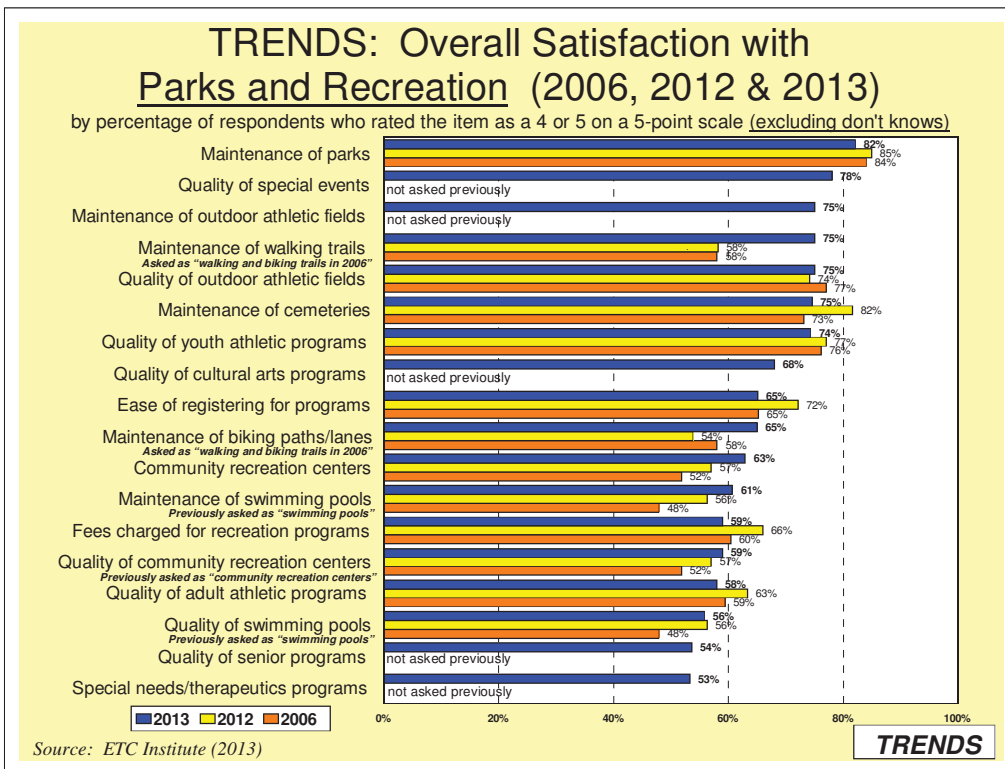
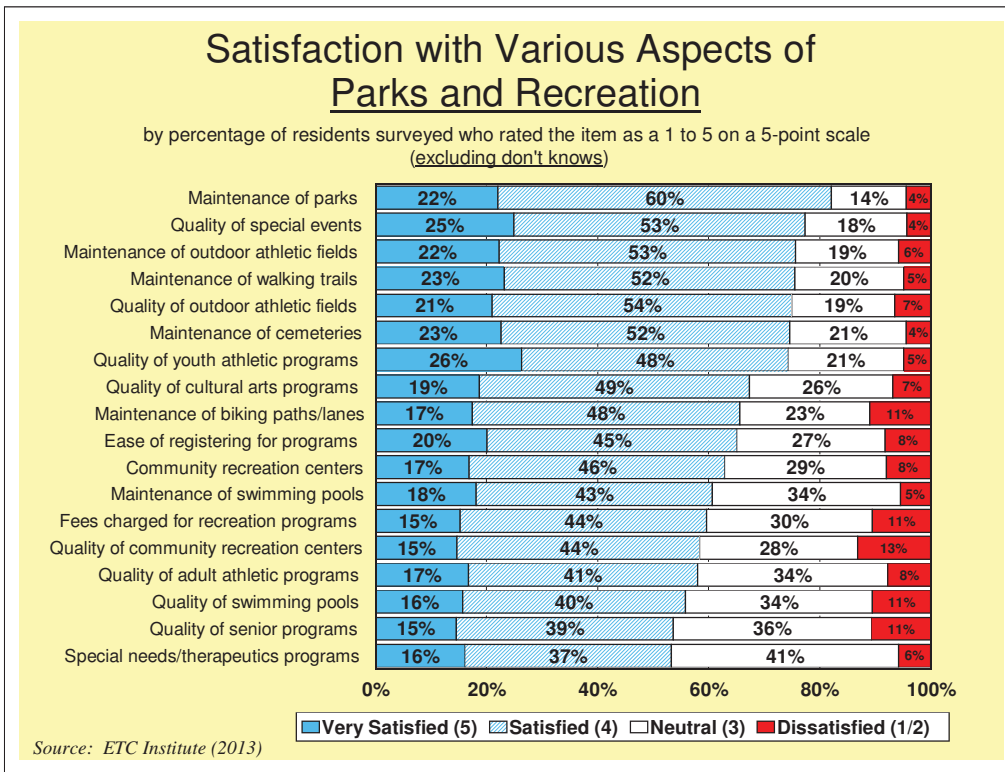


Source: ETC Institute (2013)

TRENDS

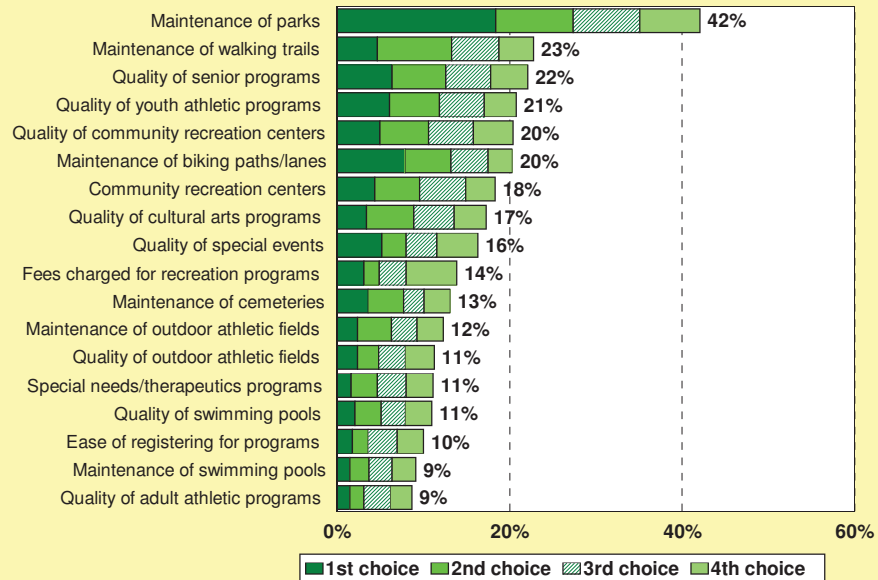
PARKS & RECREATION

Source: ETC Institute (2013)



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

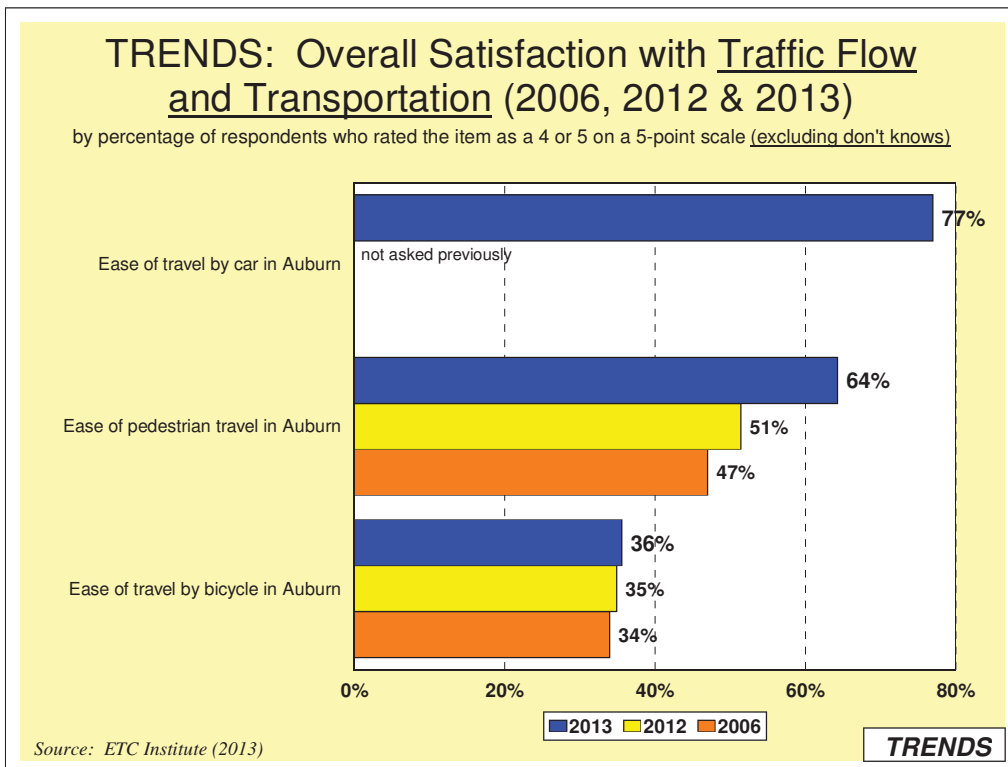
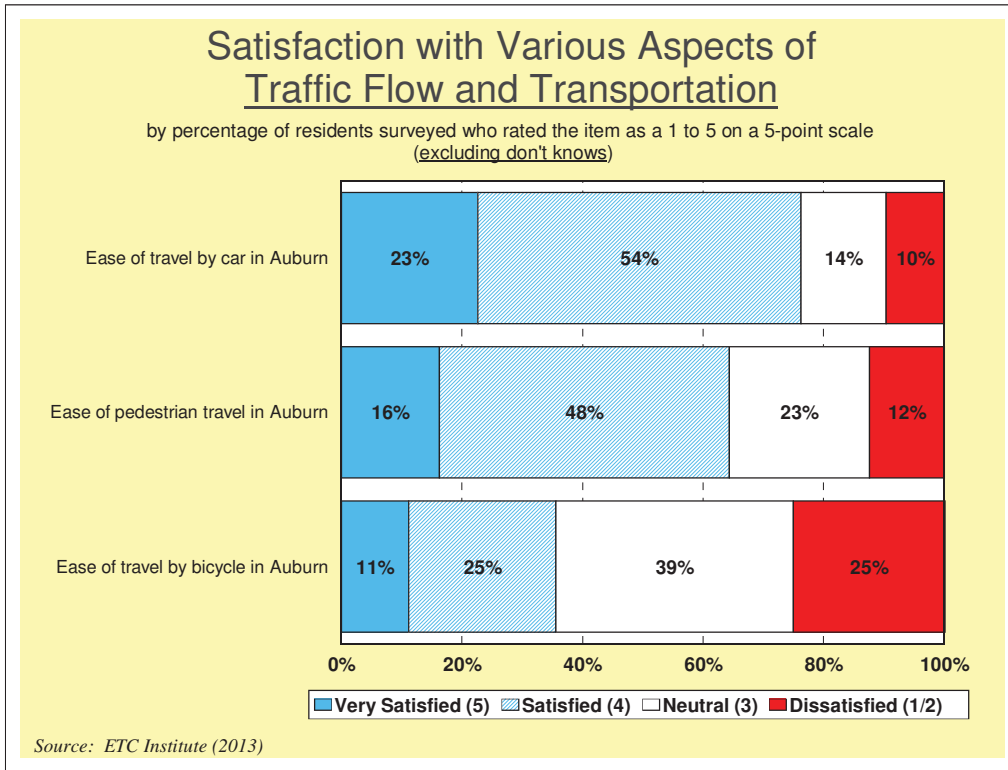
by percentage of residents surveyed who selected the item as one of their top two choices

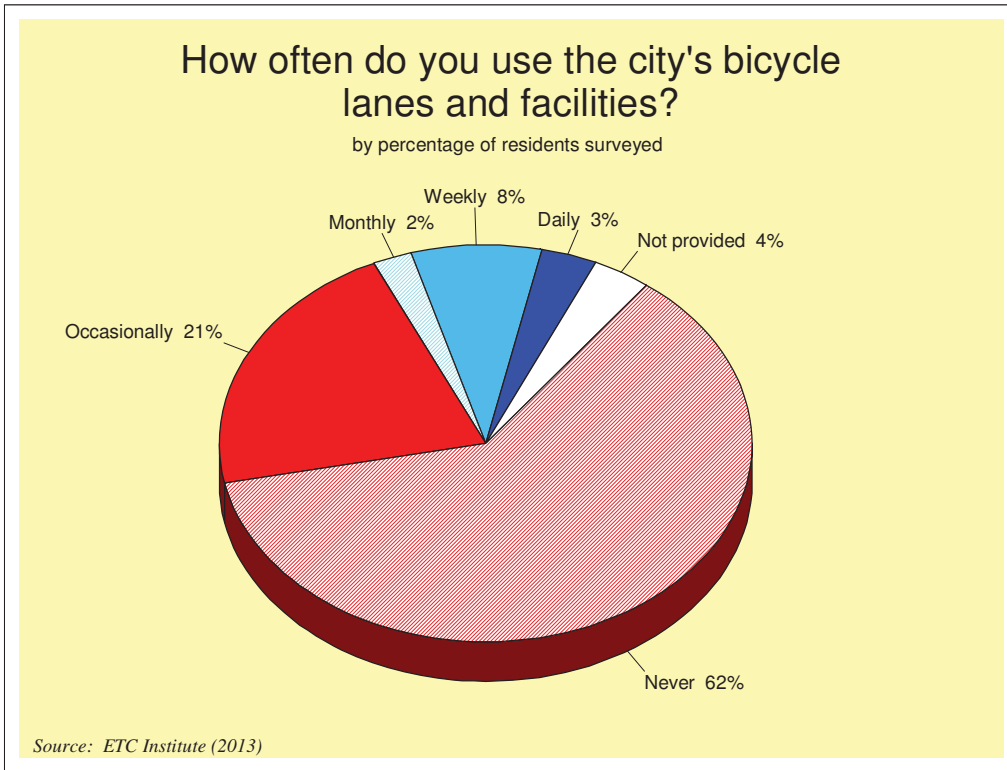


Source: ETC Institute (2013)

TRAFFIC FLOW and TRANSPORTATION

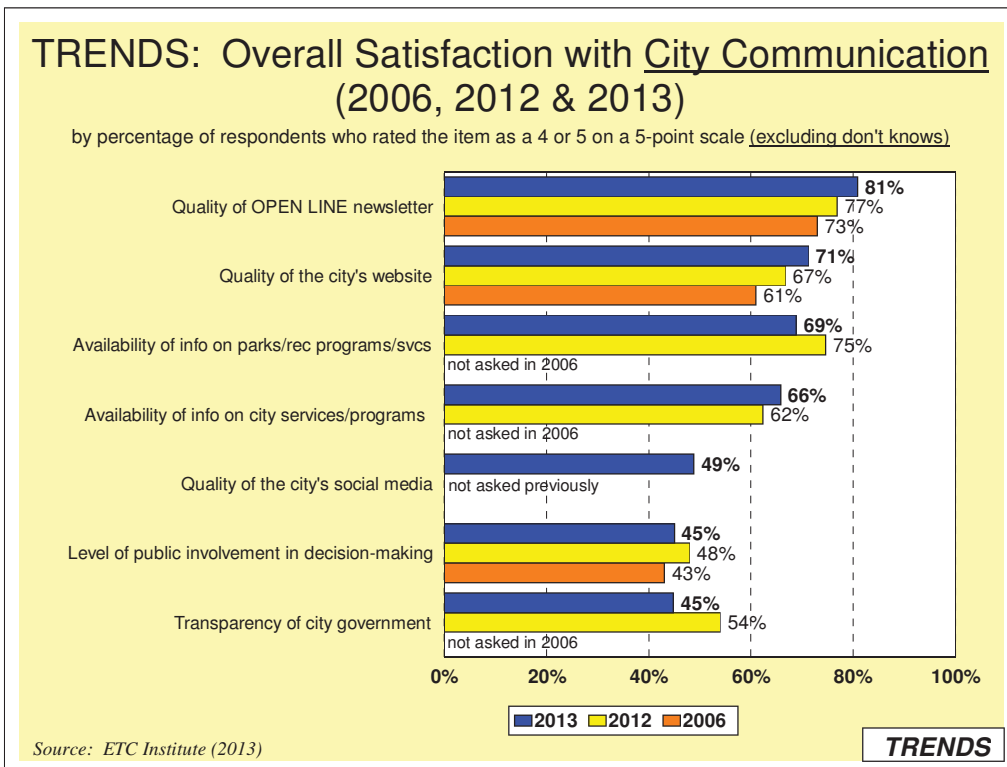
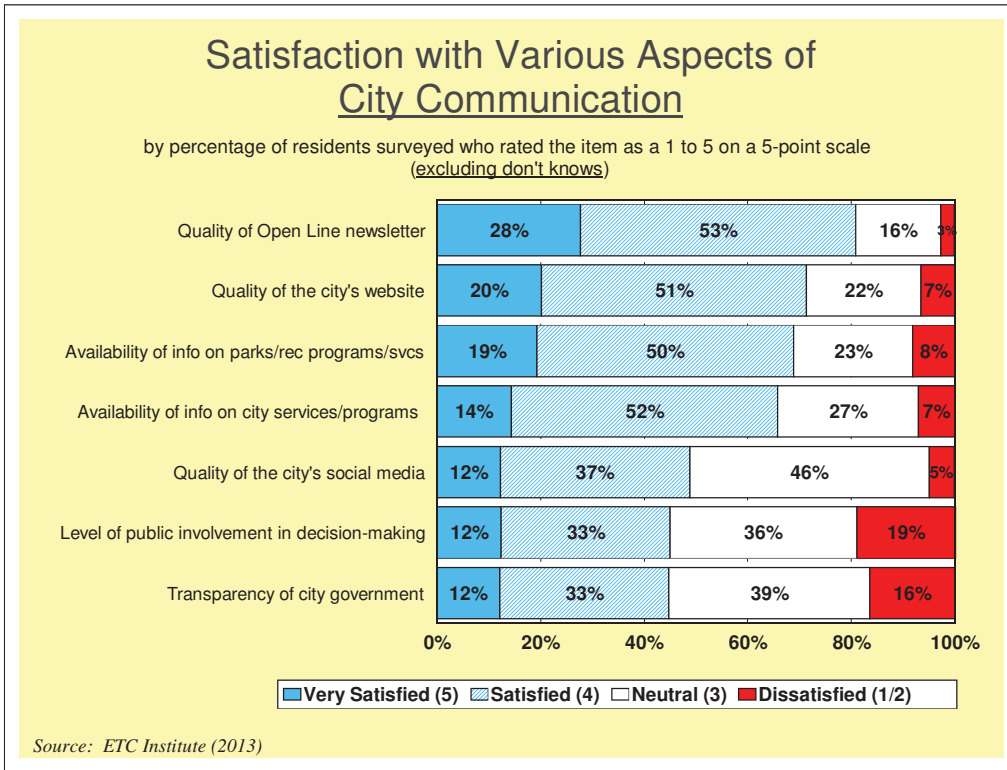
Source: ETC Institute (2013)





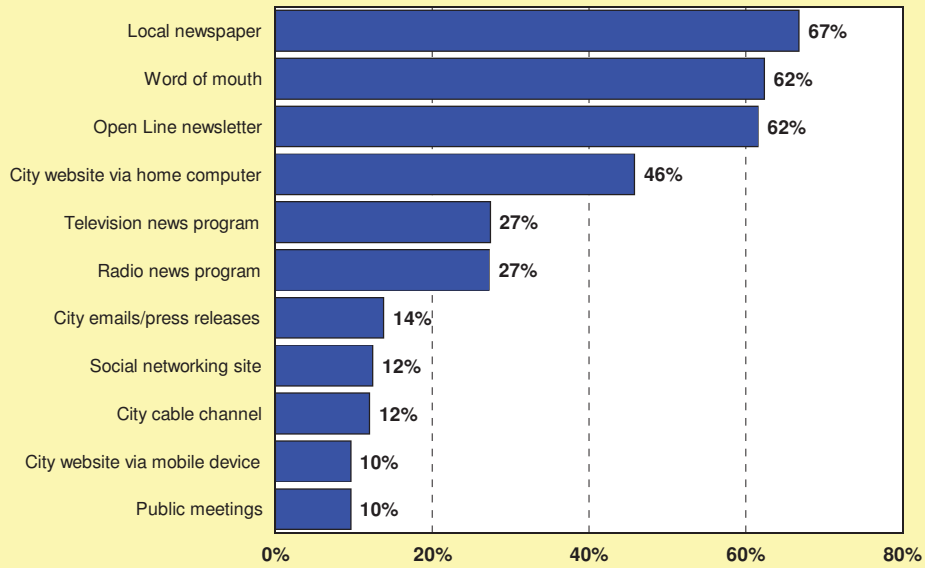
CITY COMMUNICATION

Source: ETC Institute (2013)



Which of the following are your primary sources of information about city issues, services, and events?

by percentage of residents



Source: ETC Institute (2013)

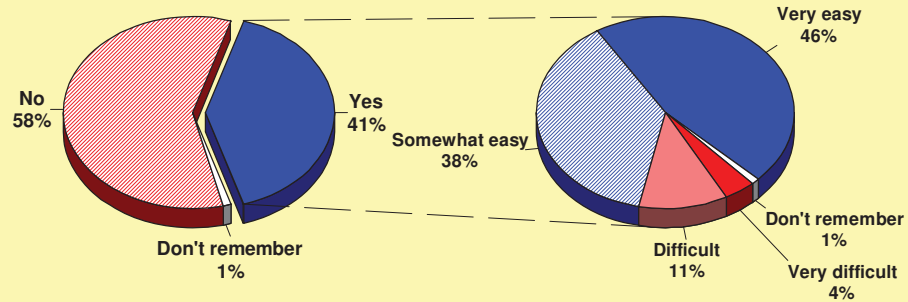
CUSTOMER SERVICE

Source: ETC Institute (2013)

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

by percentage of residents surveyed

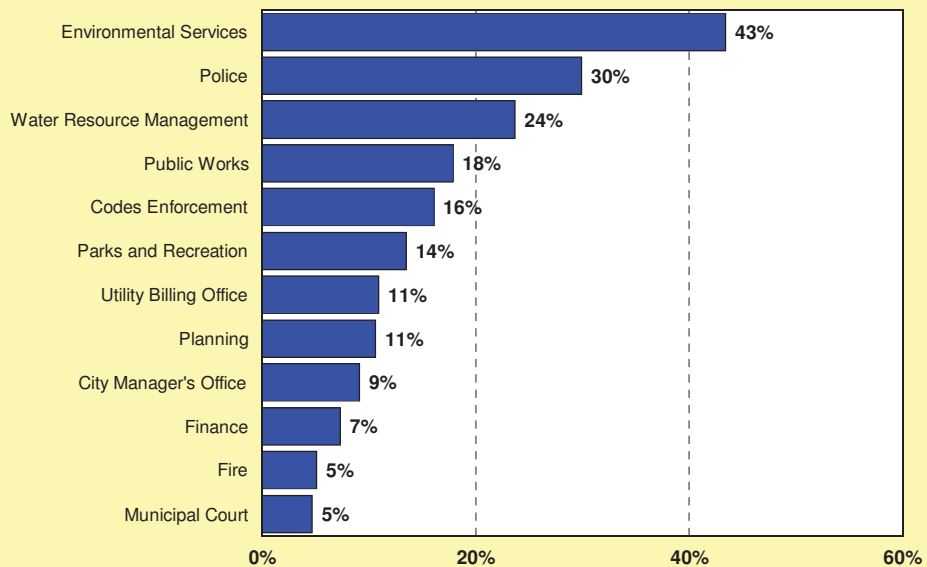
How easy was it to contact the person you needed to reach?



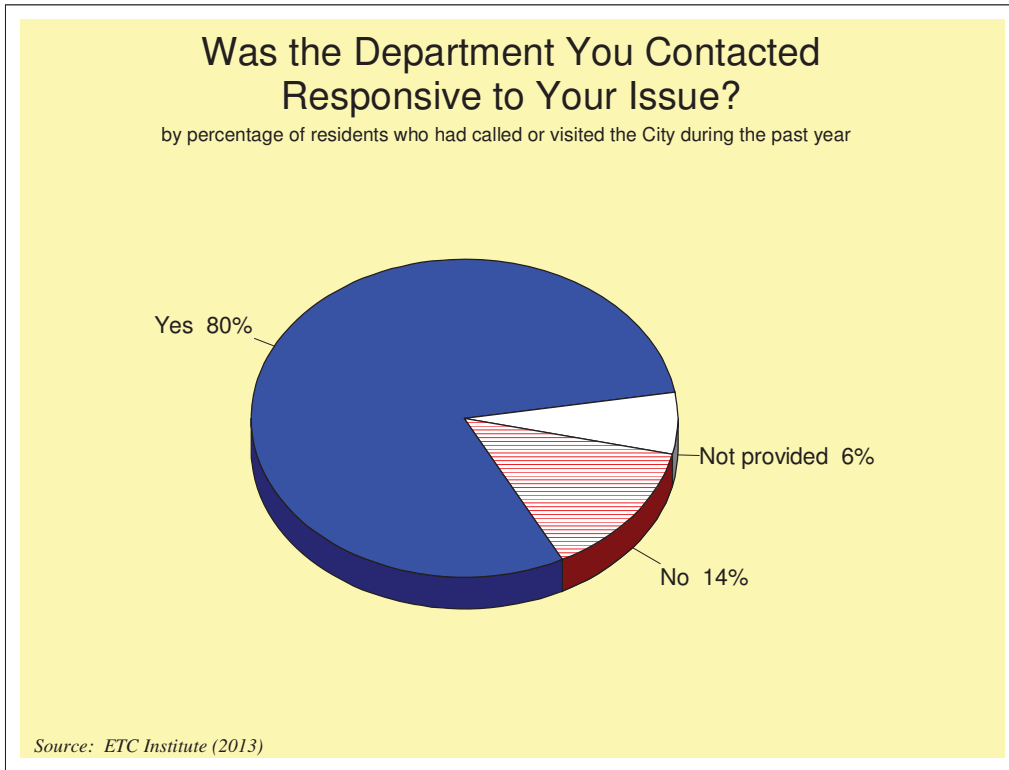
Source: ETC Institute (2013)

What City department did you contact?

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

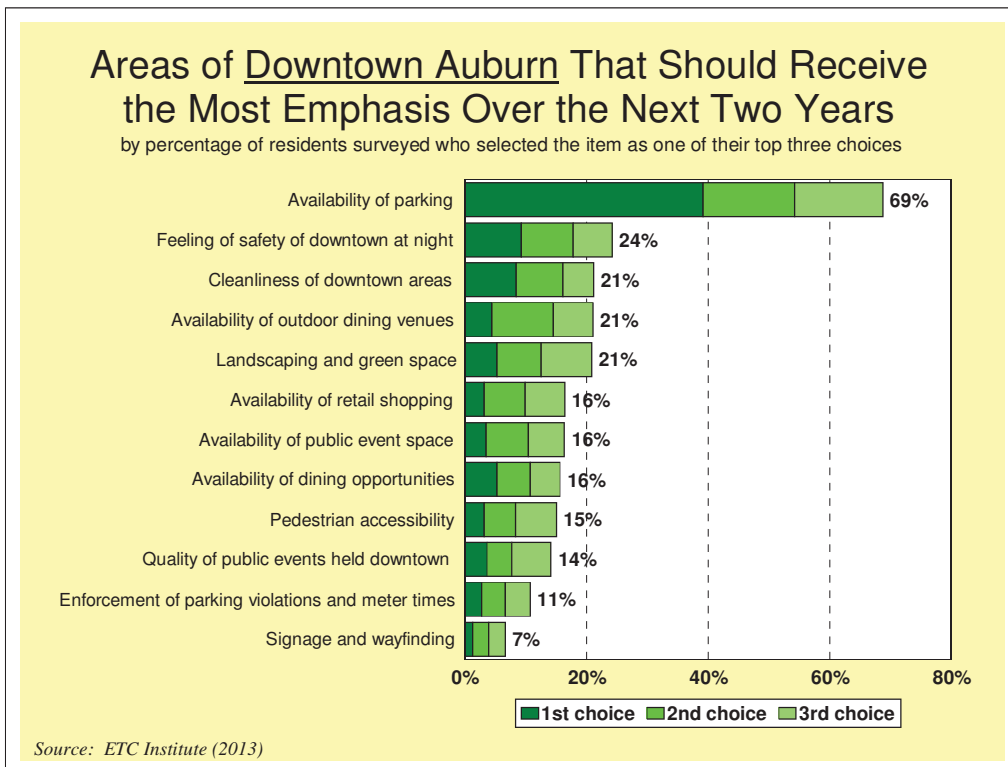
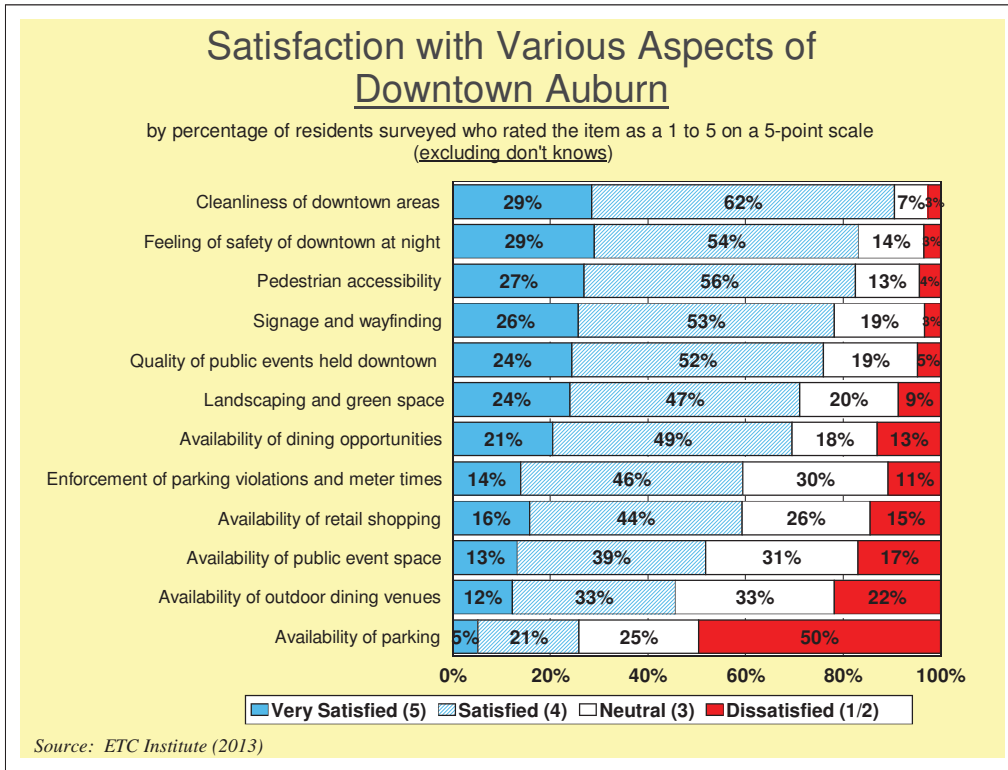


Source: ETC Institute (2013)



DOWNTOWN AUBURN

Source: ETC Institute (2013)

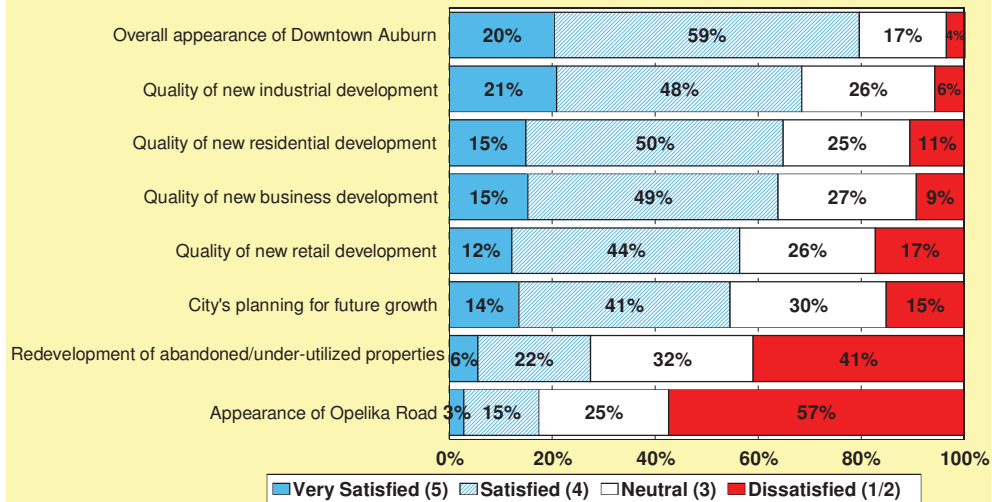


DEVELOPMENT AND REDEVELOPMENT IN THE CITY

Source: ETC Institute (2013)

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)



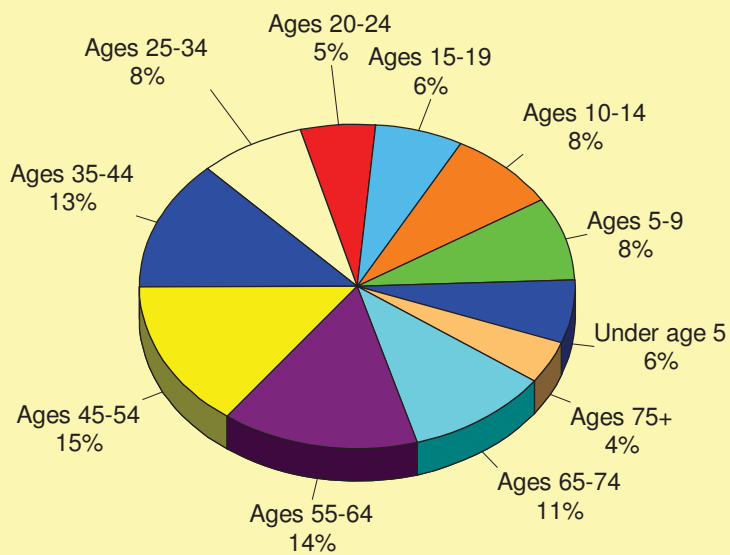
Source: ETC Institute (2013)

DEMOGRAPHICS

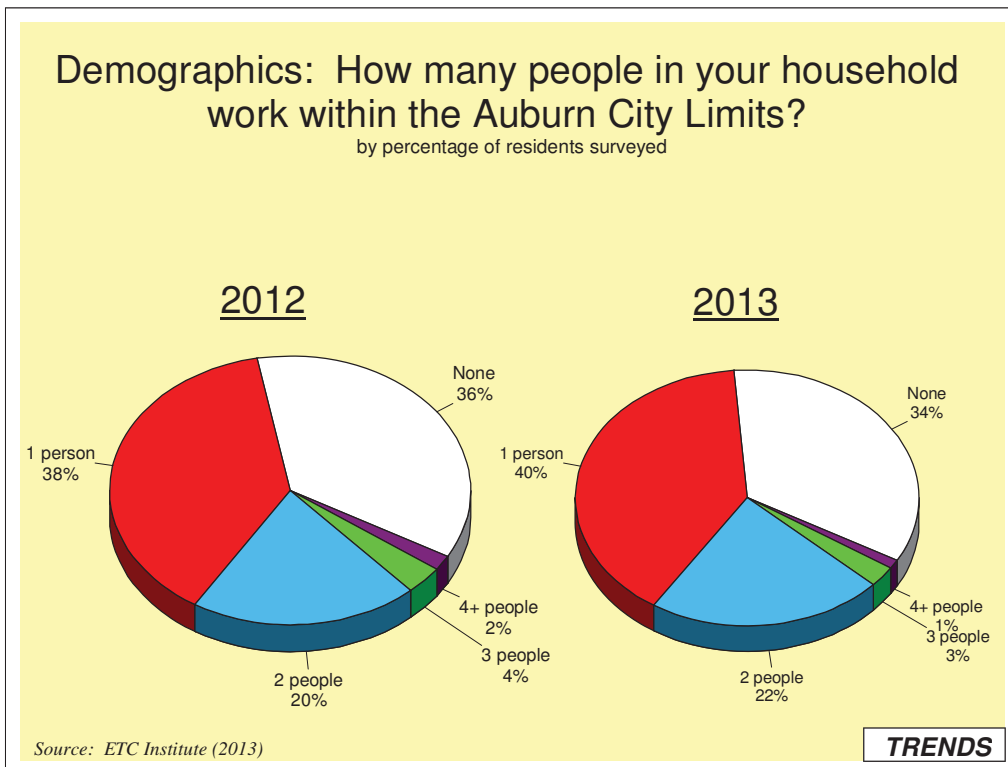
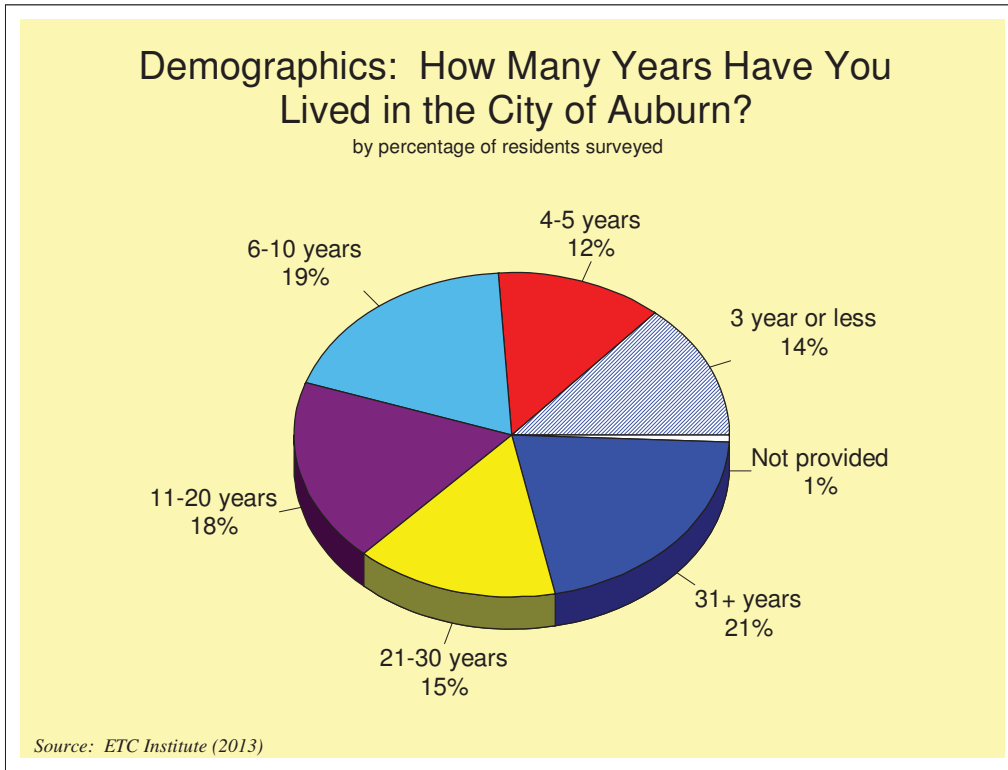
Source: ETC Institute (2013)

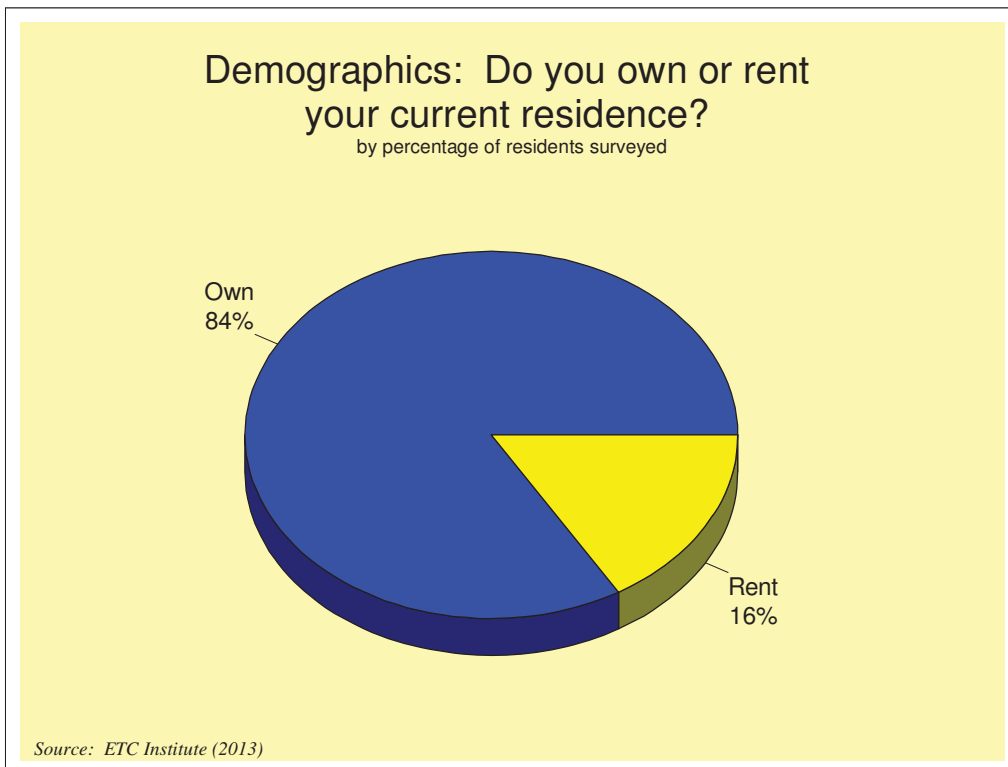
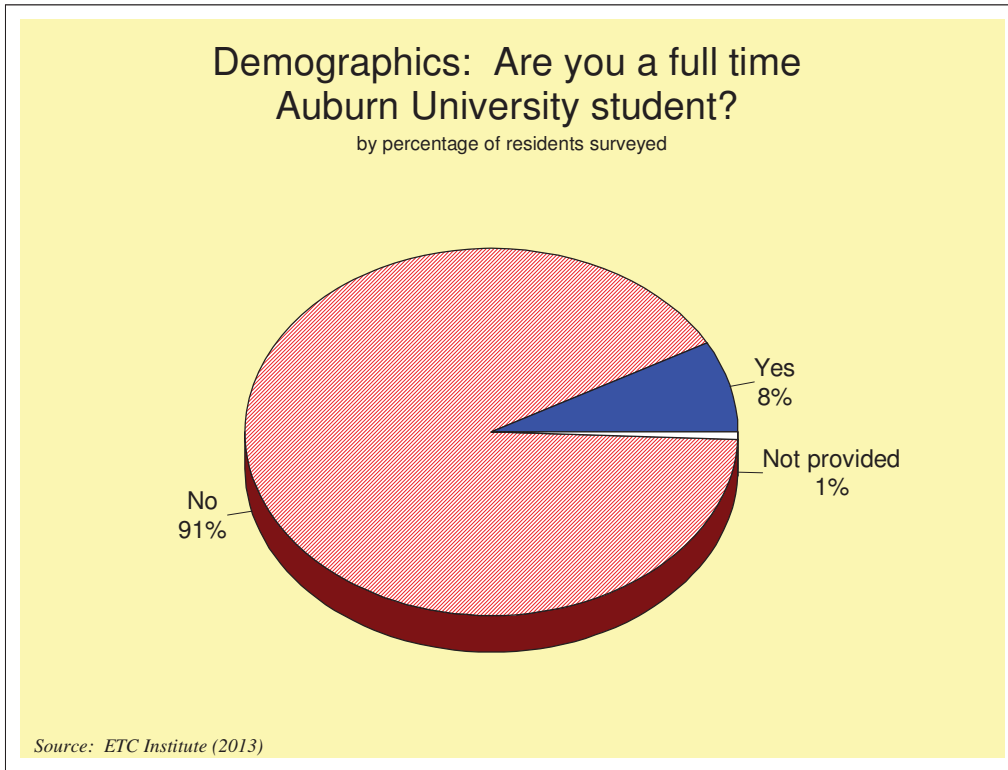
Demographics: Ages of people in the household

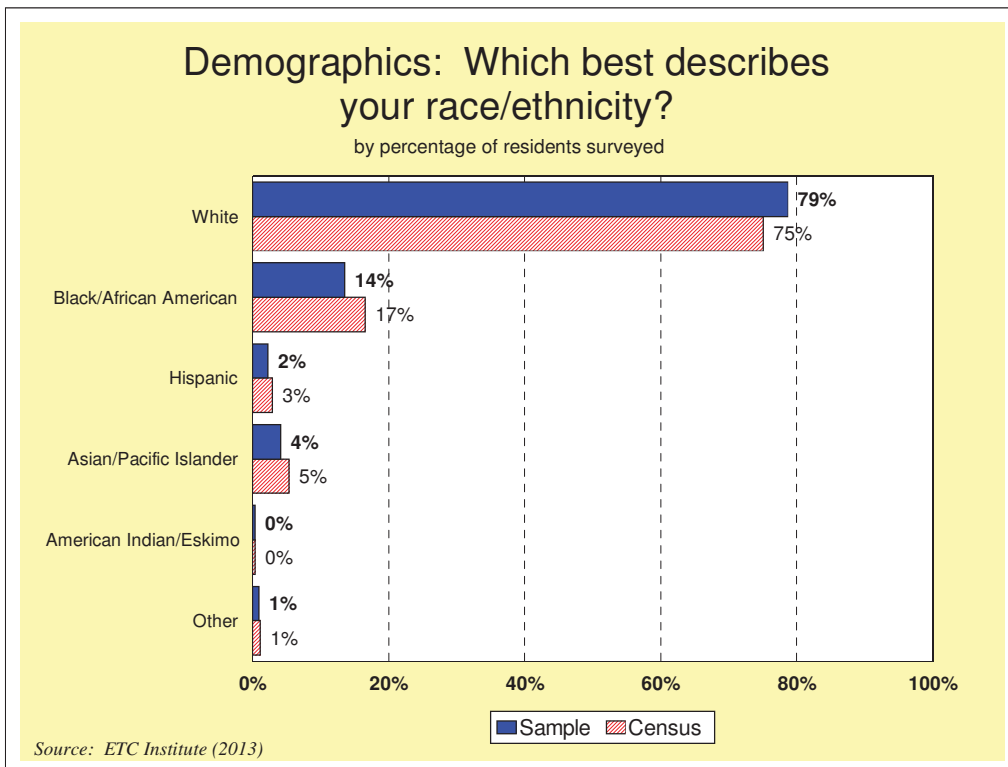
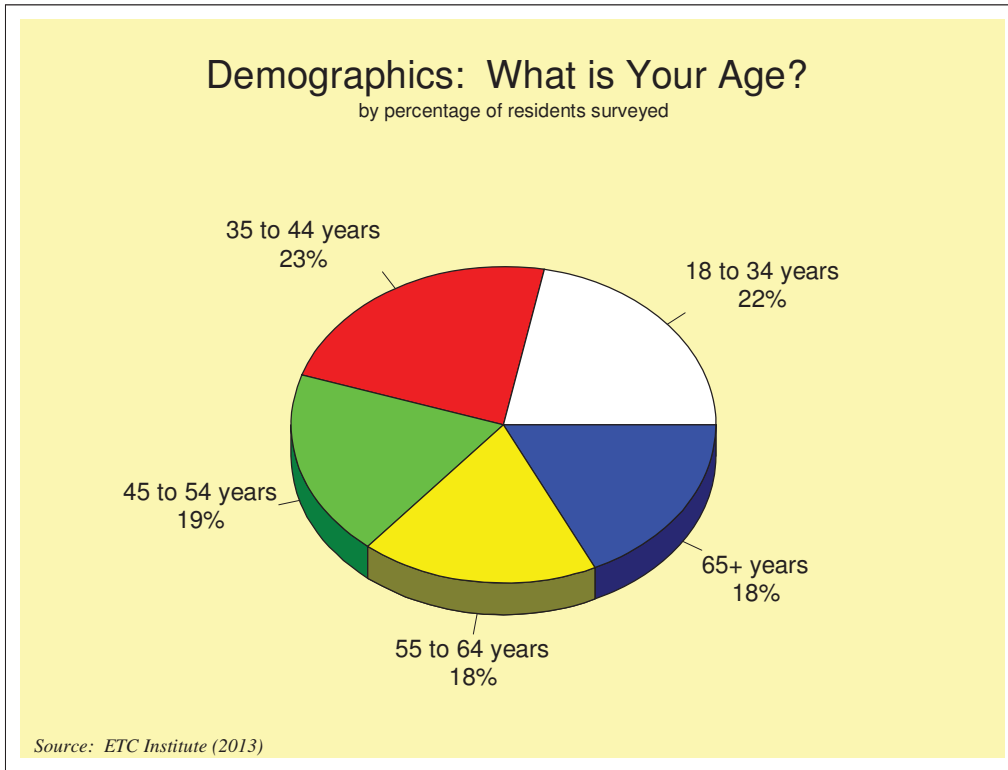
by percentage of residents surveyed

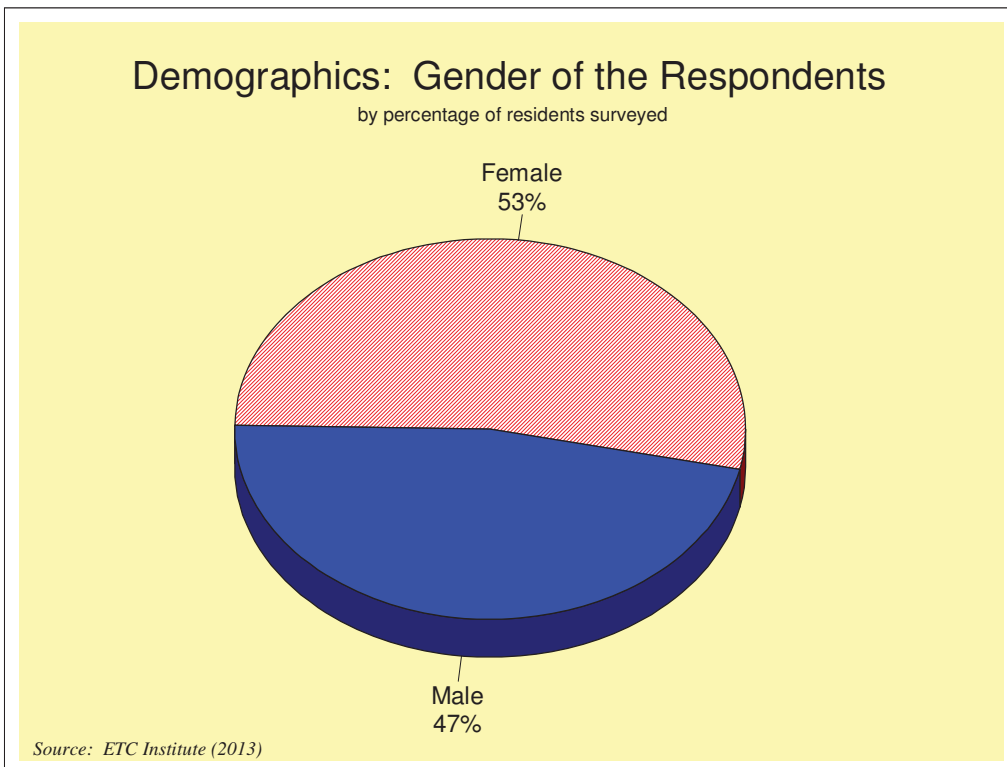
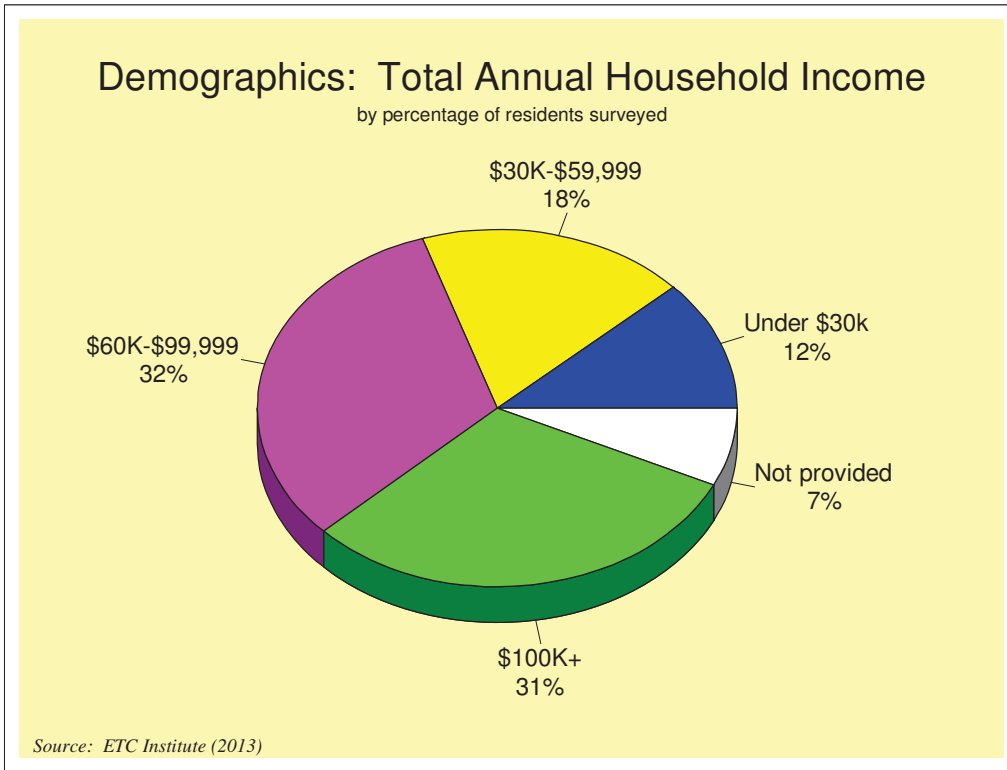


Source: ETC Institute (2013)









Section 2:
Benchmarking Data



DirectionFinder Survey

Year 2013 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 210 cities and counties in 43 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of more than 3,500 residents in the continental United States. The second source is from individual community surveys that were administered in 38 medium-sized cities (population of 20,000 to 199,999) between January 2010 and March 2013. 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 38 cities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Auburn, Alabama
- Blue Springs, Missouri
- Bryan, Texas
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Dothan, Alabama
- Garden City, Kansas
- Hallandale Beach, Florida
- High Point, North Carolina
- Independence, Missouri
- Junction City, Kansas
- Lawrence, Kansas
- Lenexa, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Prairie Village, Kansas
- Pueblo, Colorado
- Round Rock, Texas
- Saint Joseph, Missouri
- Shoreline, Washington
- Springfield, Missouri
- Tamarac, Florida
- Tempe Arizona
- Vancouver, Washington
- Vestavia Hills, Alabama
- Wentzville, Missouri
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Performance Range Charts

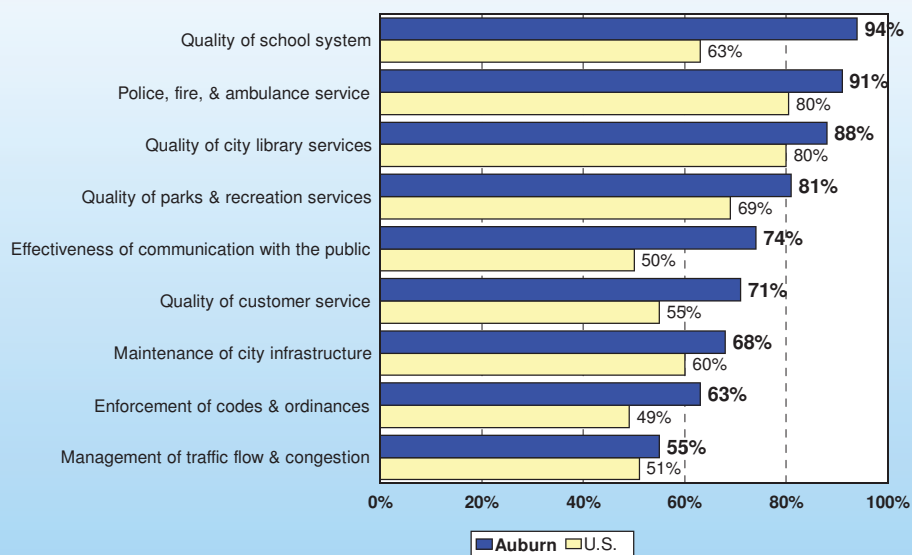
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction 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.

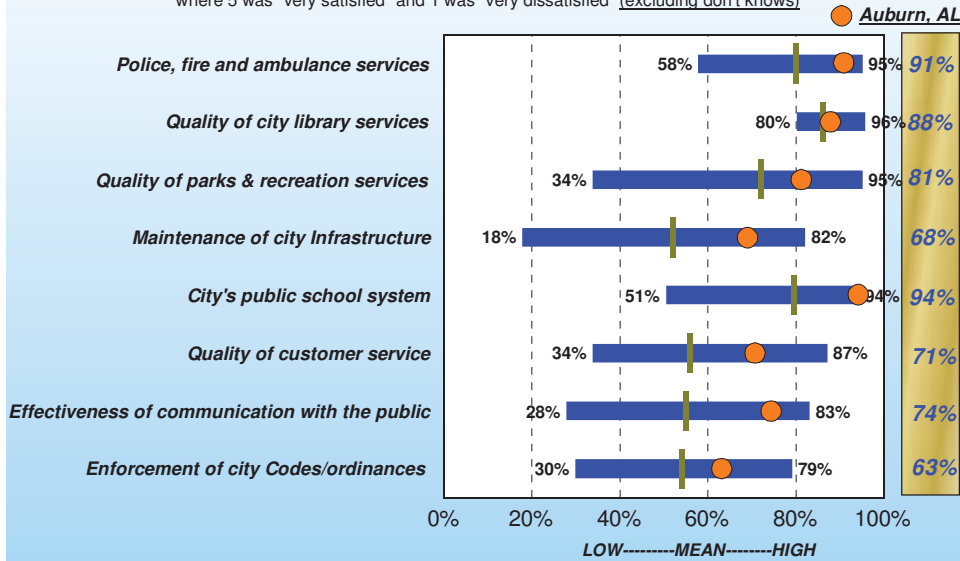
Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

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 Various City Services by Major Category - 2013

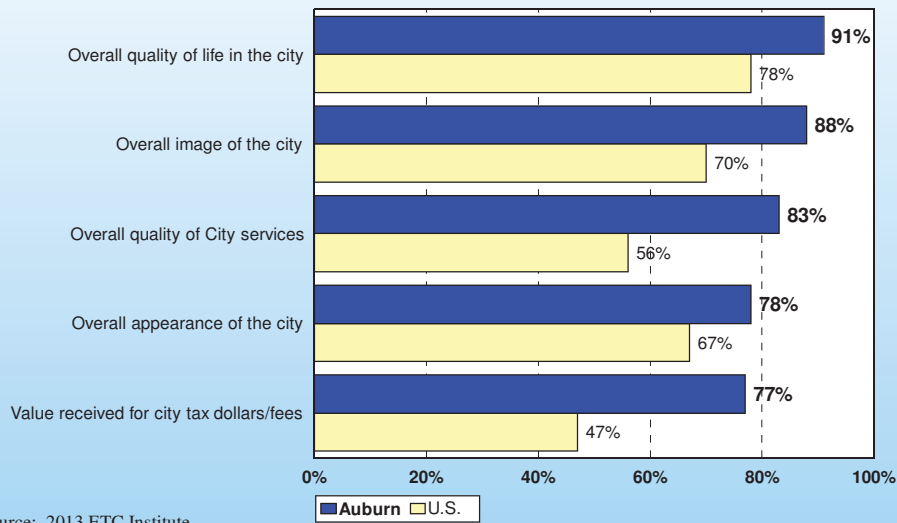
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



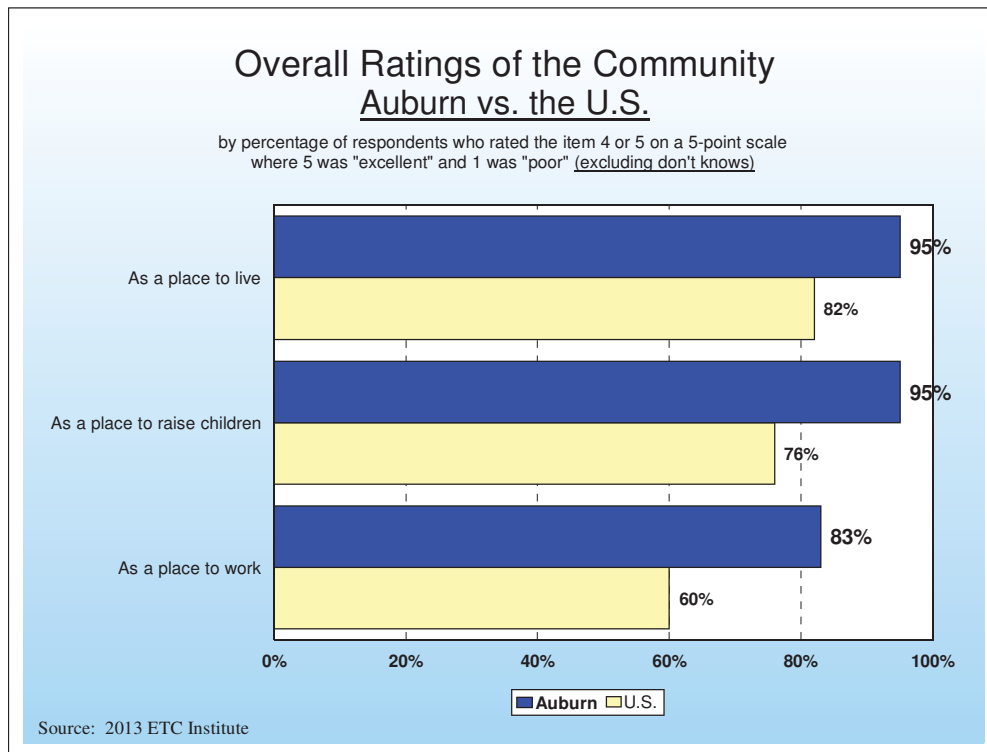
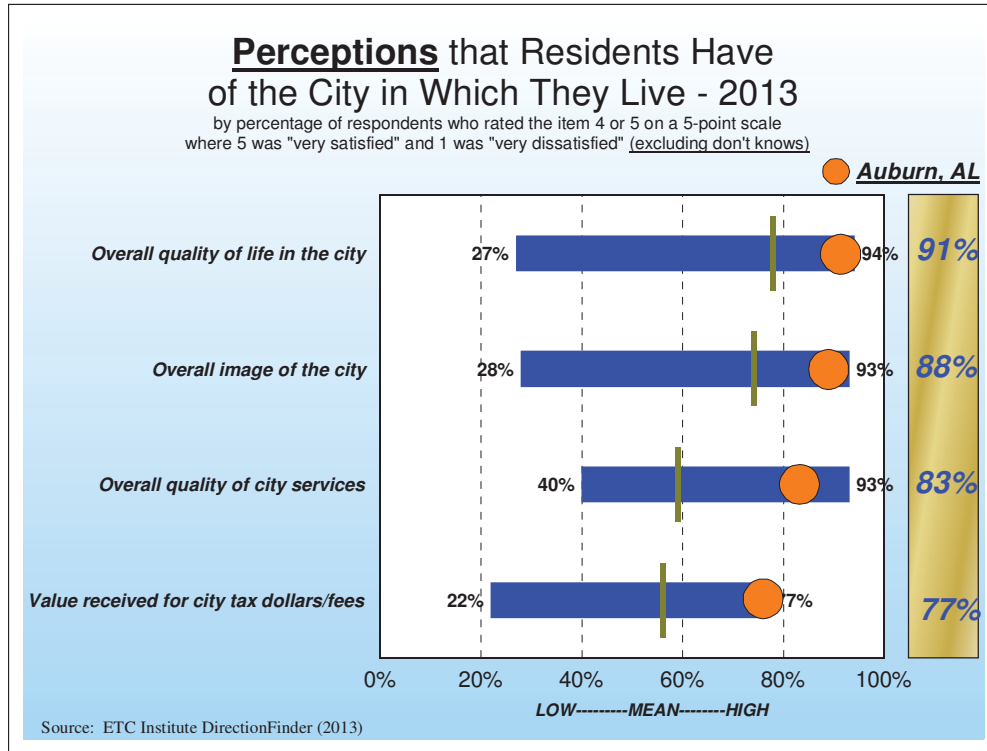
Source: ETC Institute DirectionFinder (2013)

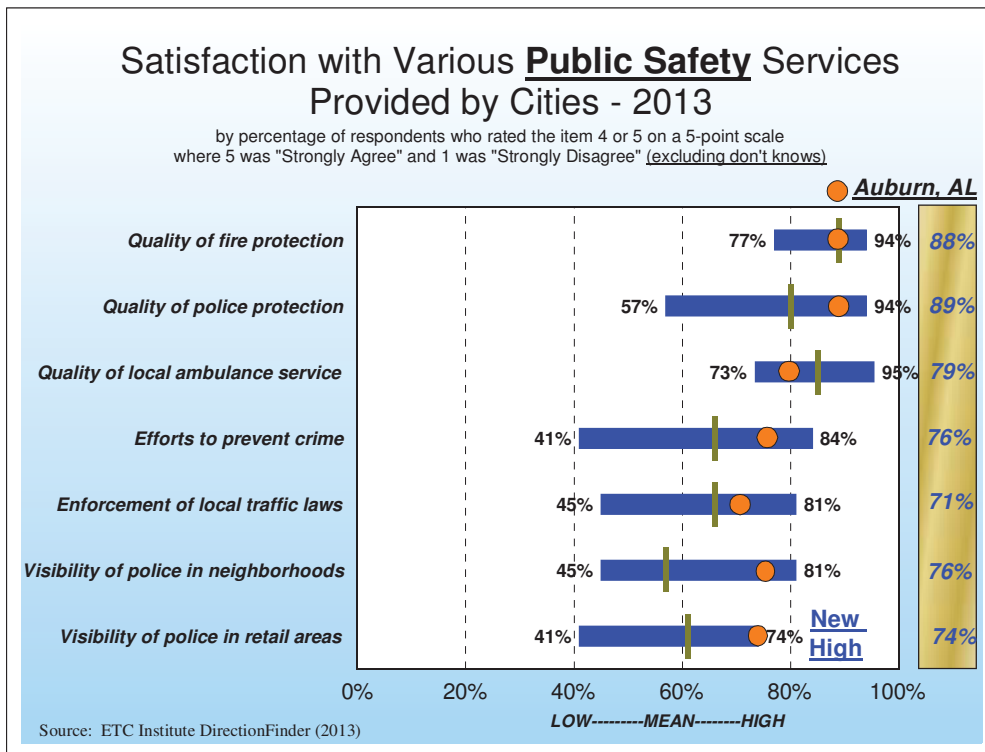
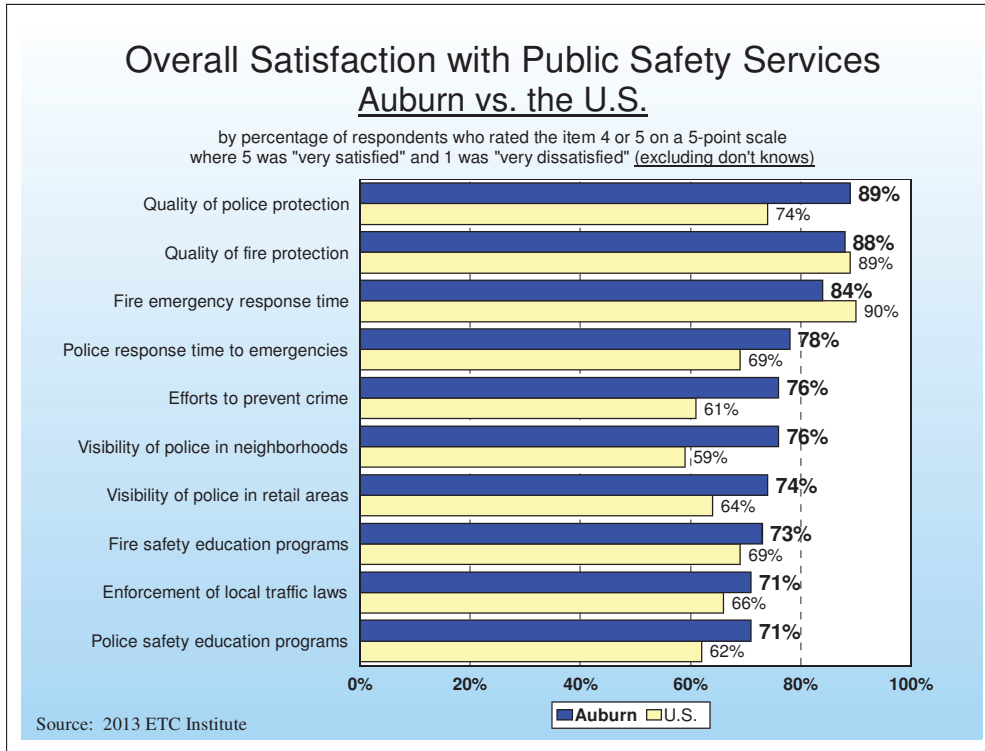
Satisfaction with Issues that Influence Perceptions of the City Auburn vs. the U.S.

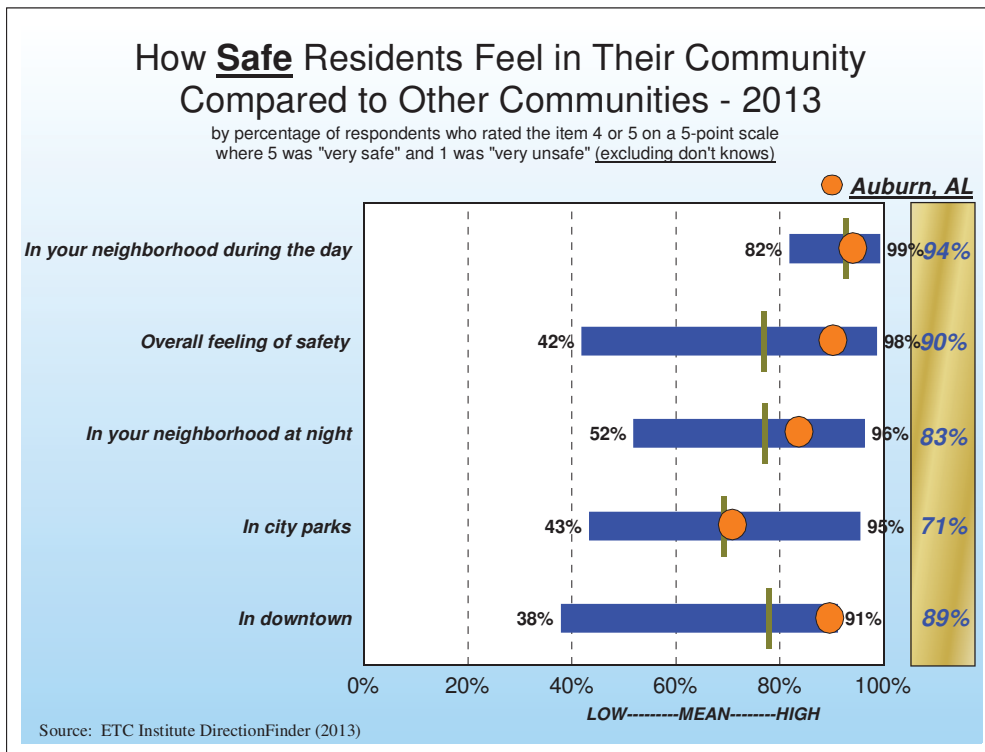
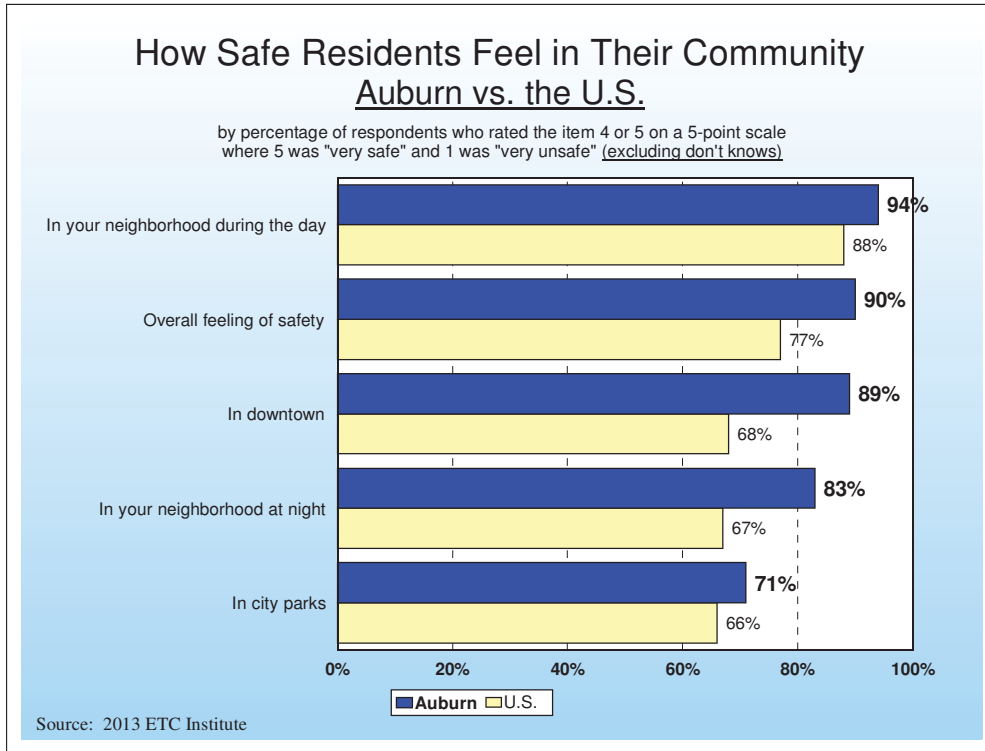
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

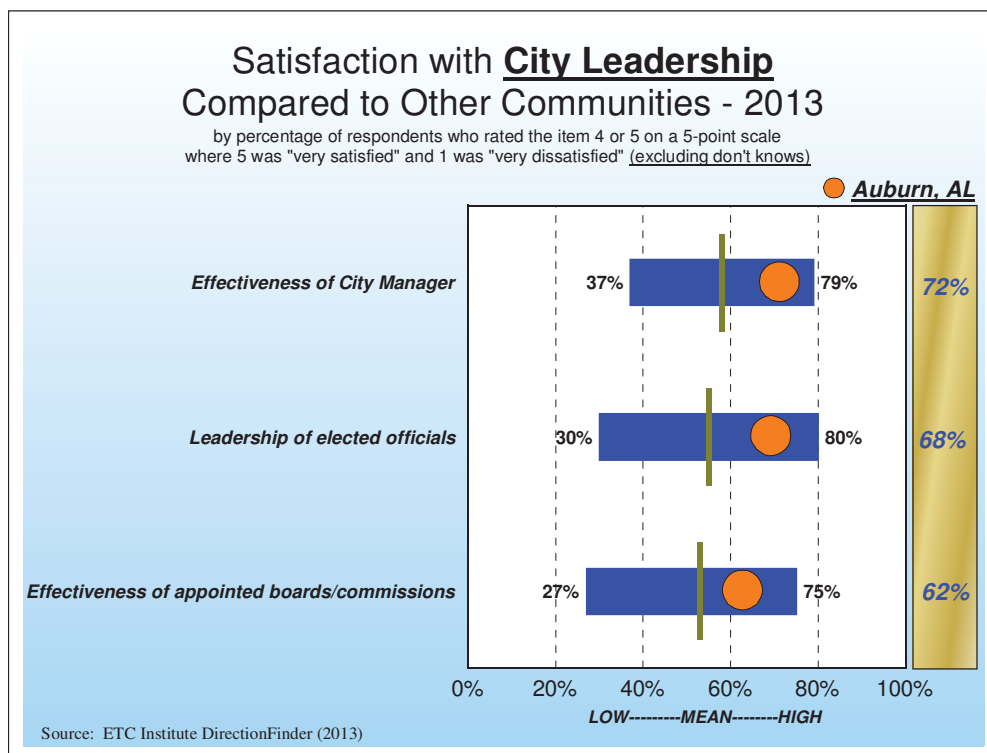
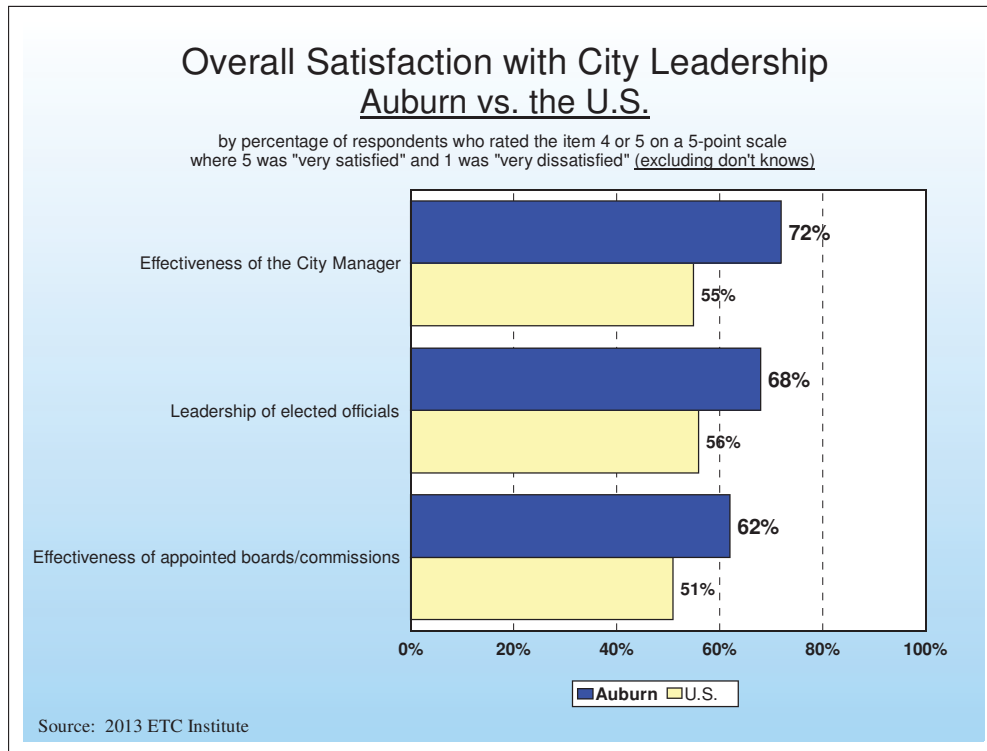


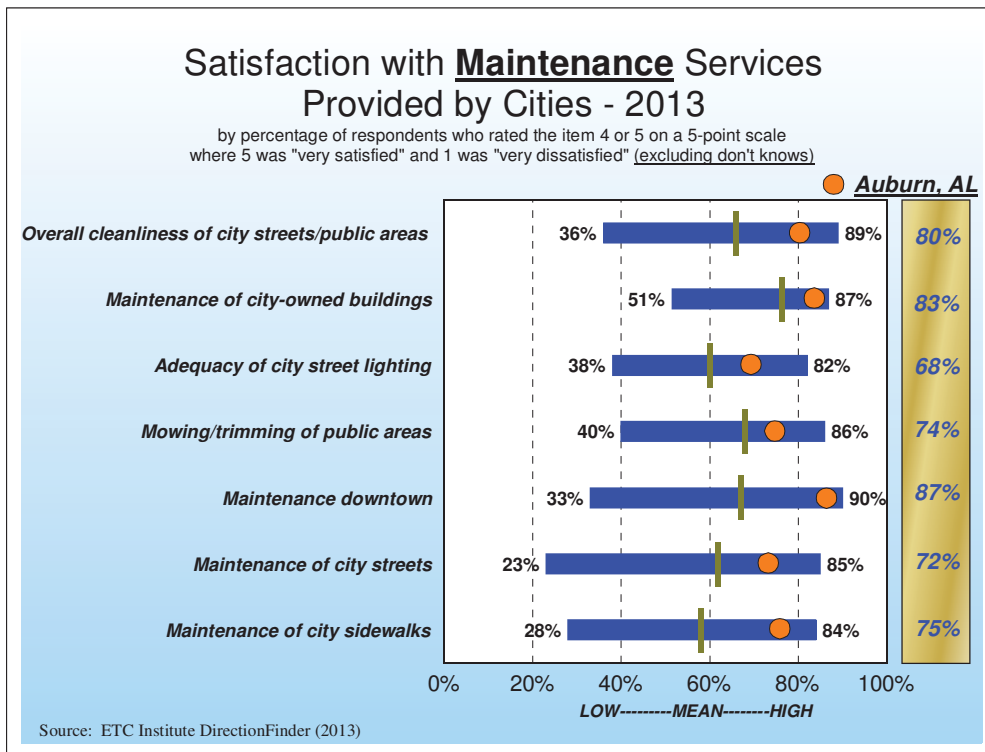
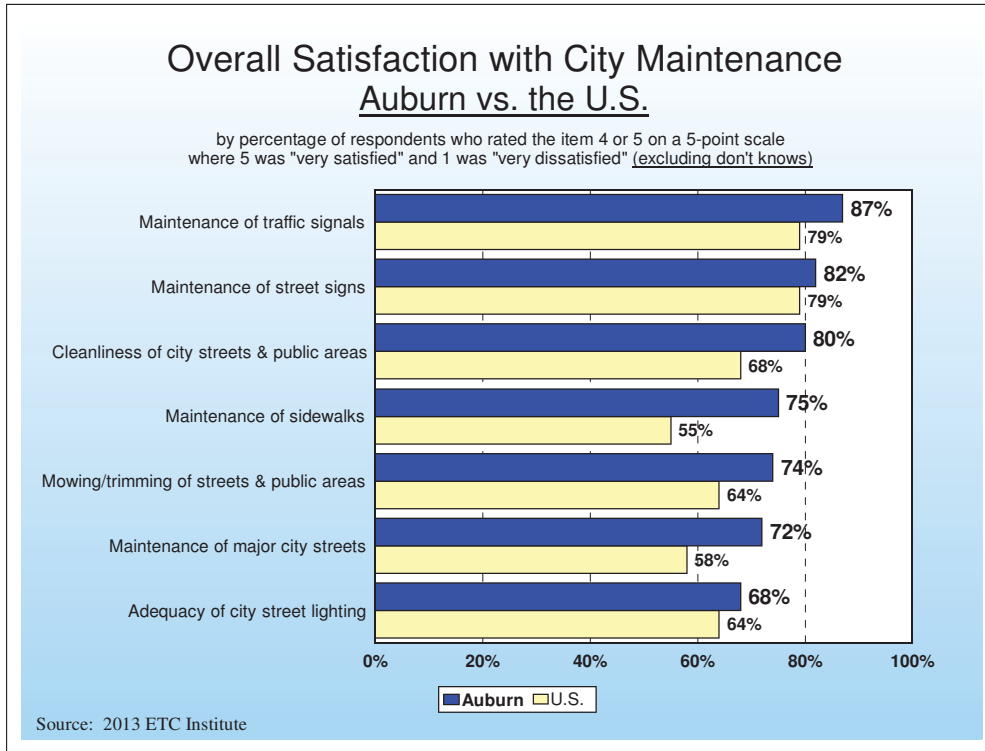
Source: 2013 ETC Institute

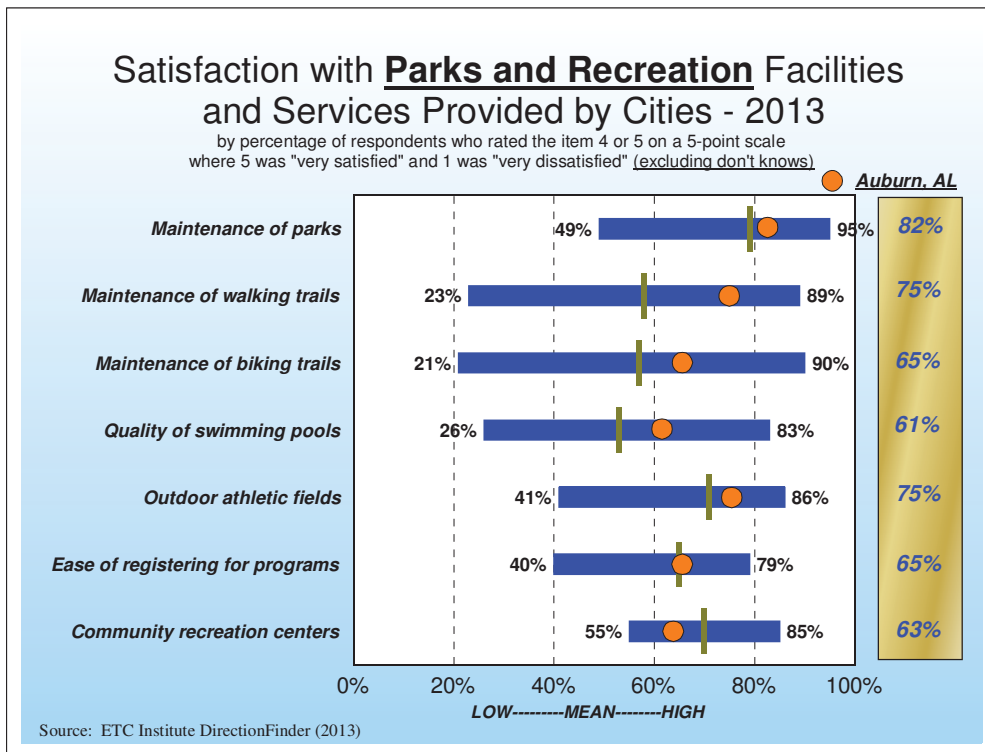
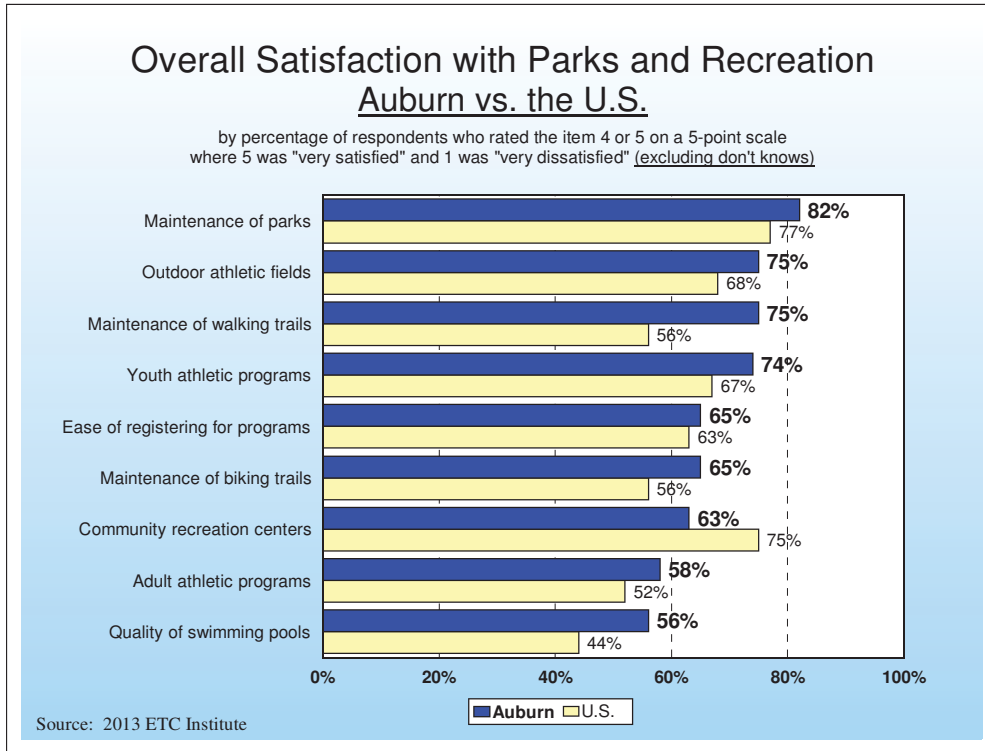


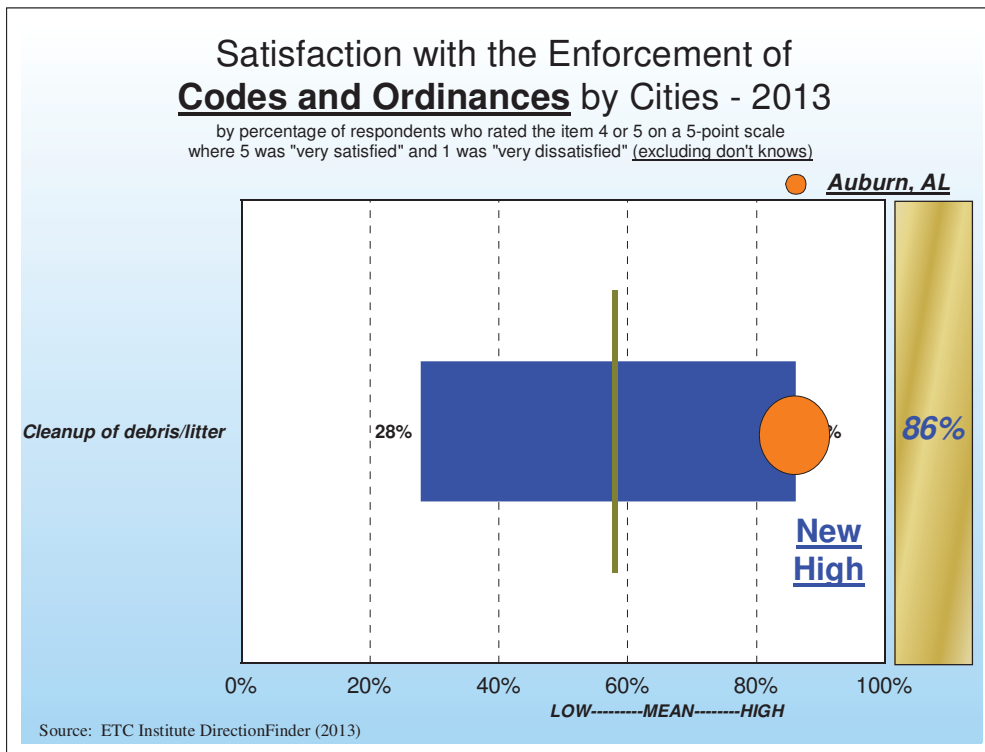
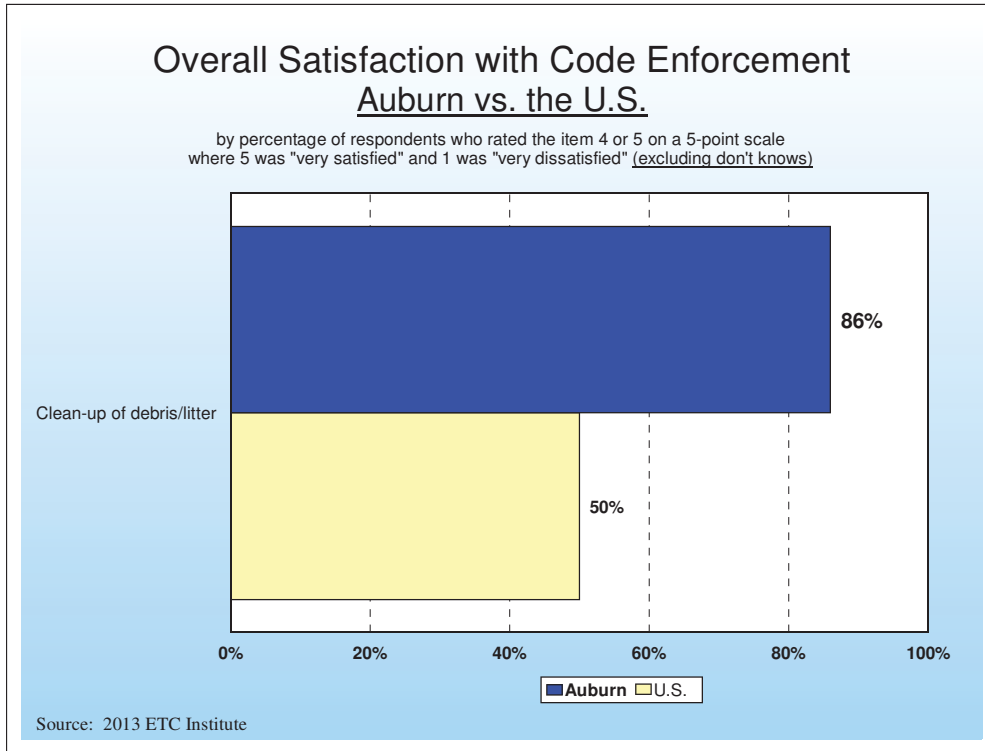


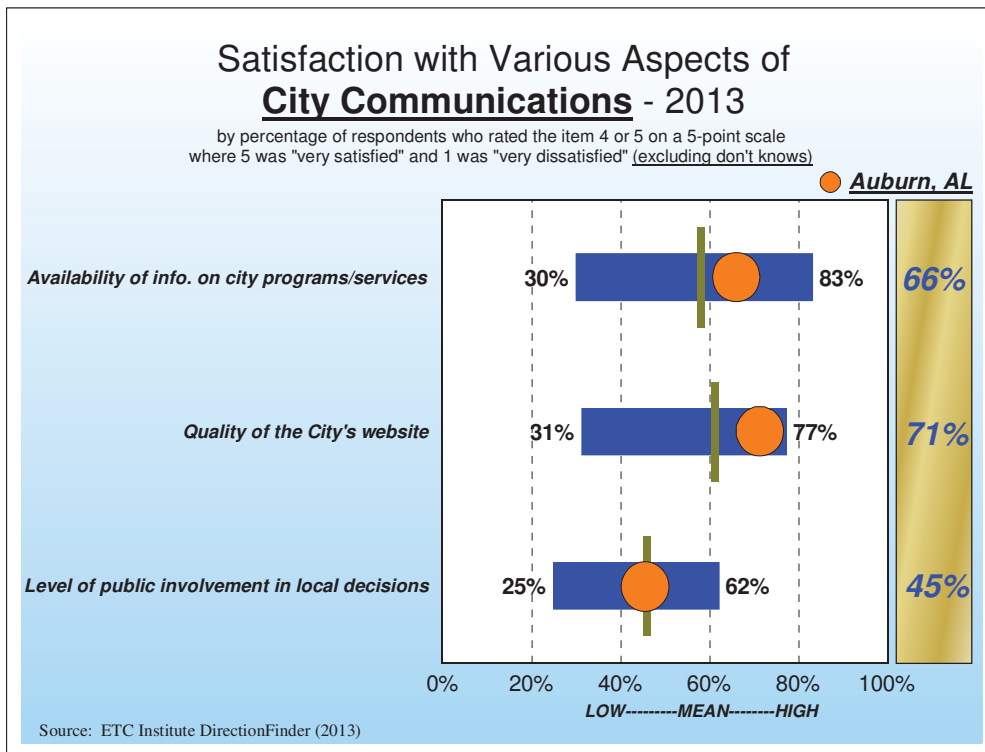
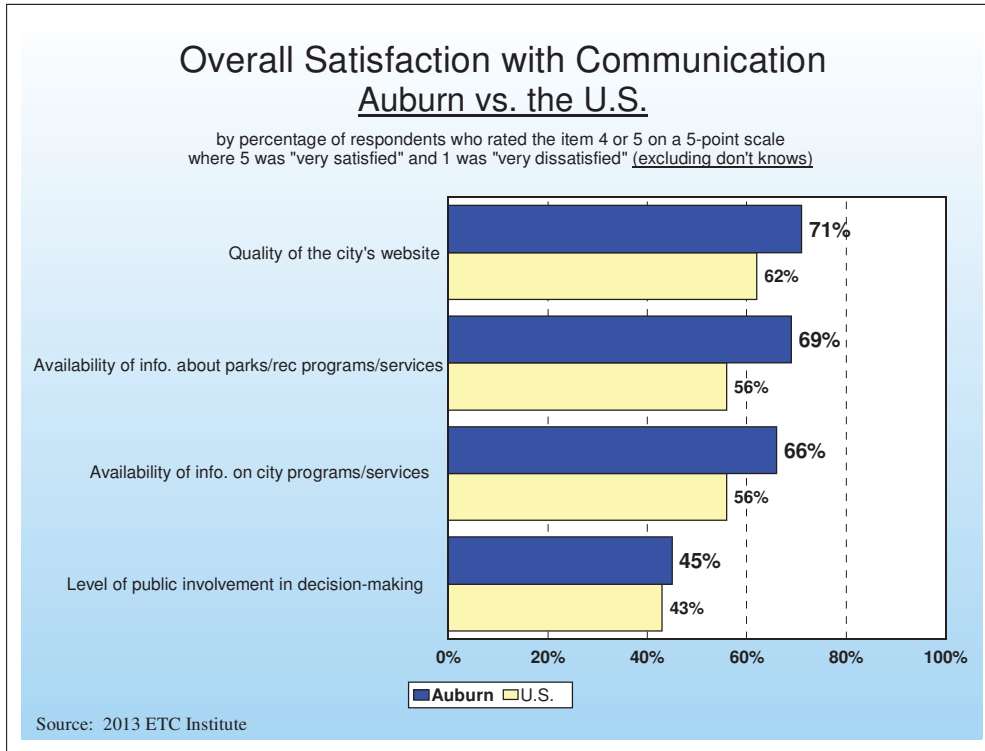


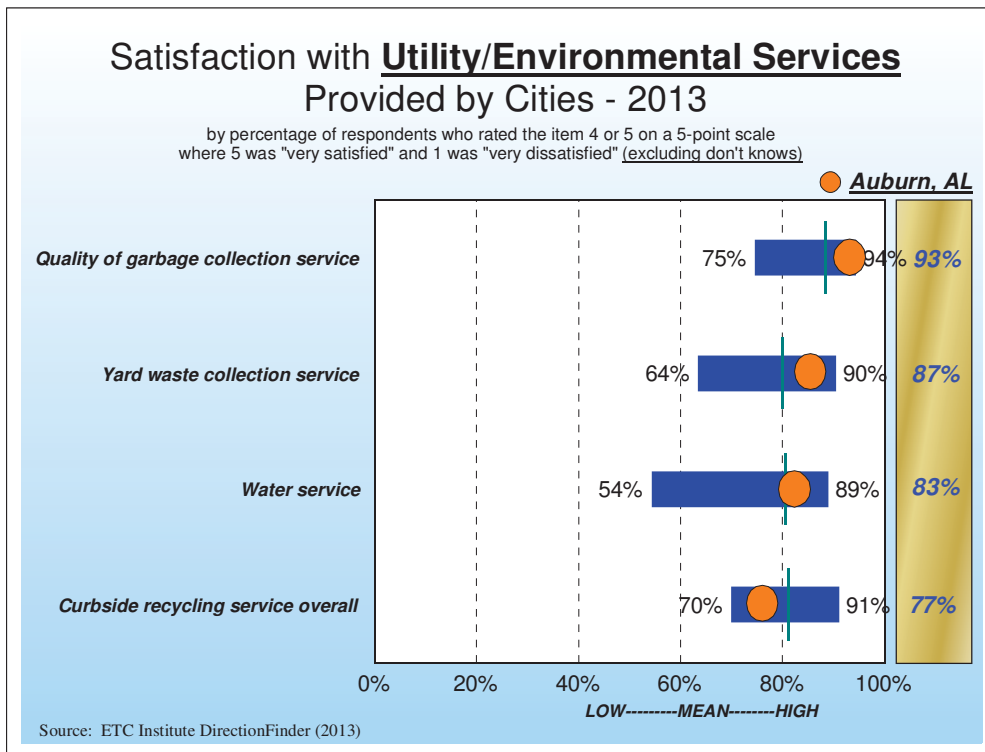
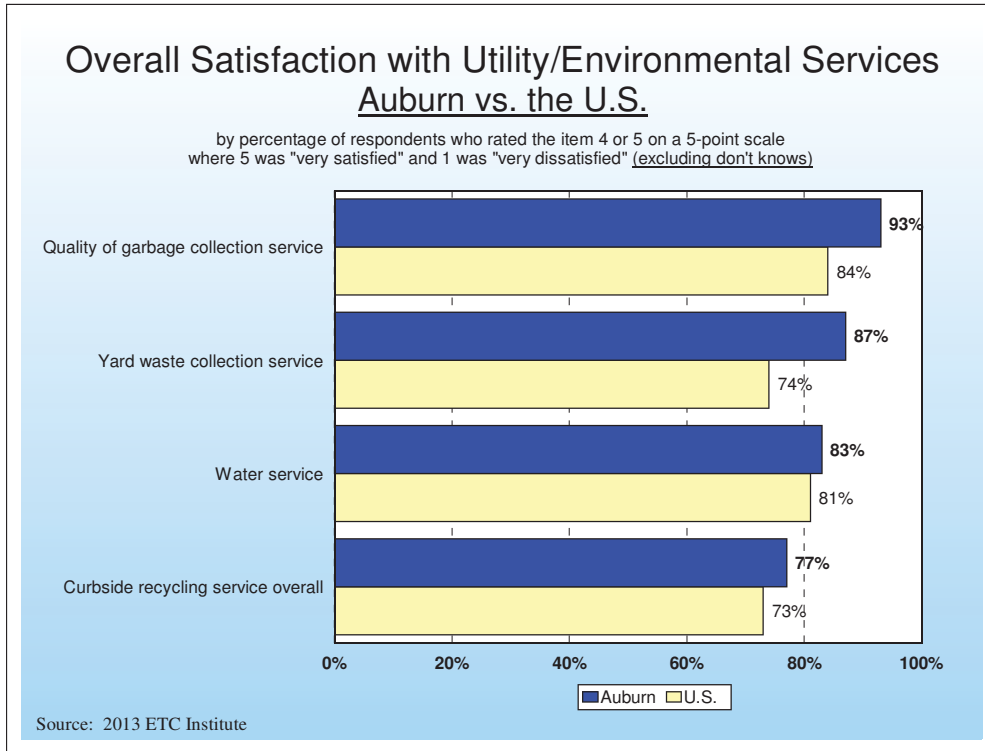




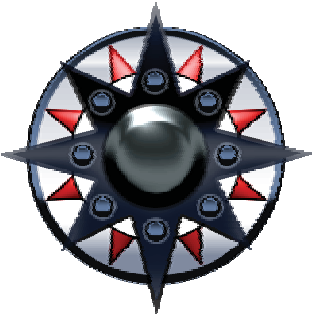








Section 3:
**Importance-Satisfaction
Analysis**



Importance-Satisfaction Analysis

Auburn, Alabama

Overview

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

The Importance-Satisfaction (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-four percent (53.7%) 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 55.3% 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, 53.7% was multiplied by 44.7% (1-0.553). This calculation yielded an I-S rating of 0.2400, 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 Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic & congestion management	54%	1	55%	10	0.2400	1
High Priority (IS .10-.20)						
Maintenance of city infrastructure	42%	3	68%	8	0.1340	2
Medium Priority (IS <.10)						
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

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 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	50%	1	76%	6	0.1190	1
Visibility of police in neighborhoods	42%	2	76%	7	0.1000	2
Medium Priority (IS <.10)						
Enforcement of traffic laws	27%	4	71%	10	0.0780	3
Visibility of police in retail areas	20%	5	74%	8	0.0525	4
Overall quality of police protection	38%	3	89%	1	0.0413	5
Police safety education programs	13%	8	71%	11	0.0383	6
Quality of local ambulance service	17%	7	79%	4	0.0359	7
Police response time	12%	9	78%	5	0.0279	8
Overall quality of fire protection	20%	6	88%	2	0.0238	9
Quality of fire safety education programs	8%	10	73%	9	0.0211	10
Fire personnel emergency response time	7%	11	84%	3	0.0114	11

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Code 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	42%	1	58%	4	0.1781	1
Control of nuisance animals	27%	3	60%	3	0.1092	2
Efforts to remove dilapidated structures	25%	4	57%	6	0.1052	3
<u>Medium Priority (IS <.10)</u>						
Enforcement of loud music	22%	5	57%	5	0.0946	4
Cleanup of debris/litter	34%	2	86%	1	0.0473	5
Cleanup of large junk/abandoned vehicles	16%	6	77%	2	0.0367	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

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	39%	1	62%	7	0.1474	1
Medium Priority (IS <.10)						
Curbside recycling service overall	30%	2	77%	4	0.0704	2
Yard waste removal service	24%	4	87%	2	0.0378	3
Water service	22%	5	83%	3	0.0371	4
Utility Billing Office customer service	13%	6	76%	6	0.0307	5
Recycling at city's drop-off recycling center	9%	7	77%	5	0.0207	6
Residential garbage collection service	26%	3	93%	1	0.0183	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 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

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	53%	1	72%	8	0.1495	1
Adequacy of city street lighting	41%	2	68%	10	0.1333	2
Medium Priority (IS <.10)						
Cleanup of debris/litter in/near roadways	33%	3	70%	9	0.0990	3
Maintenance of sidewalks	25%	5	75%	6	0.0648	4
Mowing/trimming along streets and public areas	22%	6	74%	7	0.0571	5
Overall cleanliness of streets/public areas	26%	4	80%	5	0.0525	6
Maintenance of street signs	14%	8	82%	4	0.0254	7
Maintenance of downtown Auburn	15%	7	87%	1	0.0185	8
Maintenance of traffic signals	12%	9	87%	2	0.0160	9
Maintenance of city-owned buildings	7%	10	83%	3	0.0116	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Auburn

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of senior programs	22%	3	54%	17	0.1025	1
Medium Priority (IS <.10)						
Quality of community recreation centers	20%	5	59%	13	0.0836	2
Maintenance of parks	42%	1	82%	1	0.0754	3
Maintenance of biking paths/lanes	20%	6	65%	10	0.0711	4
Community recreation centers	18%	7	63%	11	0.0679	5
Maintenance of walking trails	23%	2	75%	3	0.0570	6
Fees charged for recreation programs	14%	10	59%	14	0.0570	7
Quality of cultural arts programs	17%	8	68%	8	0.0554	8
Quality of youth athletic programs	21%	4	74%	7	0.0535	9
Special needs/therapeutics programs	11%	14	53%	18	0.0518	10
Quality of swimming pools	11%	15	56%	16	0.0486	11
Quality of adult athletic programs	9%	18	58%	15	0.0365	12
Quality of special events	16%	9	78%	2	0.0359	13
Maintenance of swimming pools	9%	17	61%	12	0.0358	14
Ease of registering for programs	10%	16	65%	9	0.0349	15
Maintenance of cemeteries	13%	11	75%	6	0.0333	16
Maintenance of outdoor athletic fields	12%	12	75%	4	0.0308	17
Quality of outdoor athletic fields	11%	13	75%	5	0.0283	18

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, third and fourth 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

Downtown Auburn

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of parking	69%	1	26%	12	0.5091	1
High Priority (IS .10-.20)						
Availability of outdoor dining venues	21%	4	45%	11	0.1155	2
Medium Priority (IS <.10)						
Availability of public event space	16%	7	52%	10	0.0786	3
Availability of retail shopping	16%	6	60%	8	0.0656	4
Landscaping and green space	21%	5	71%	6	0.0601	5
Availability of dining opportunities	16%	8	70%	7	0.0476	6
Enforcement of parking violations and meter times	11%	11	60%	9	0.0428	7
Feeling of safety of downtown at night	24%	2	83%	2	0.0409	8
Quality of public events held downtown	14%	10	76%	5	0.0338	9
Pedestrian accessibility	15%	9	83%	3	0.0263	10
Cleanliness of downtown areas	21%	3	91%	1	0.0200	11
Signage and wayfinding	7%	12	79%	4	0.0139	12

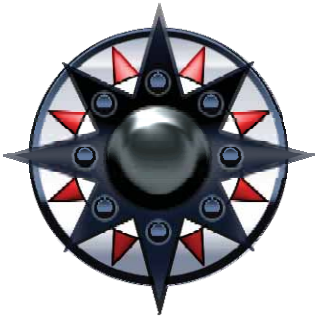
Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

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

Satisfaction %:

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



Importance-Satisfaction 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.

2013 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)

mean importance

<p><u>Exceeded Expectations</u> lower importance/higher satisfaction</p> <ul style="list-style-type: none"> • Quality of city library services <ul style="list-style-type: none"> • Collection of garbage, recycling and yard waste 	<p><u>Continued Emphasis</u> higher importance/higher satisfaction</p> <ul style="list-style-type: none"> • Quality of the city's school system <ul style="list-style-type: none"> • Police-fire-ambulance services • Parks and recreation service
<p><u>Less Important</u> lower importance/lower satisfaction</p> <ul style="list-style-type: none"> • Customer service • Effectiveness of city communication with public • Enforcement of city codes and ordinances 	<p><u>Opportunities for Improvement</u> higher importance/lower satisfaction</p> <ul style="list-style-type: none"> • Maintenance of city infrastructure • Flow of traffic and congestion management

Satisfaction Rating

mean satisfaction

Importance Rating

2013 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety Services-

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

mean importance

<p>Exceeded Expectations lower importance/higher satisfaction</p> <p>Overall quality of fire protection</p> <ul style="list-style-type: none"> • Fire personnel emergency response time <p>Quality of local ambulance service</p> <p>Police response time</p> <p>Visibility of police in retail areas</p> <ul style="list-style-type: none"> • Police safety education programs 	<p>Continued Emphasis higher importance/higher satisfaction</p> <p>Overall quality of police protection</p> <p>Visibility of police in neighborhoods</p> <ul style="list-style-type: none"> • Enforcement of traffic laws <p>Efforts to prevent crime</p>
<p>Less Important lower importance/lower satisfaction</p> <p>Lower Importance</p>	<p>Opportunities for Improvement higher importance/lower satisfaction</p> <p>Higher Importance</p>

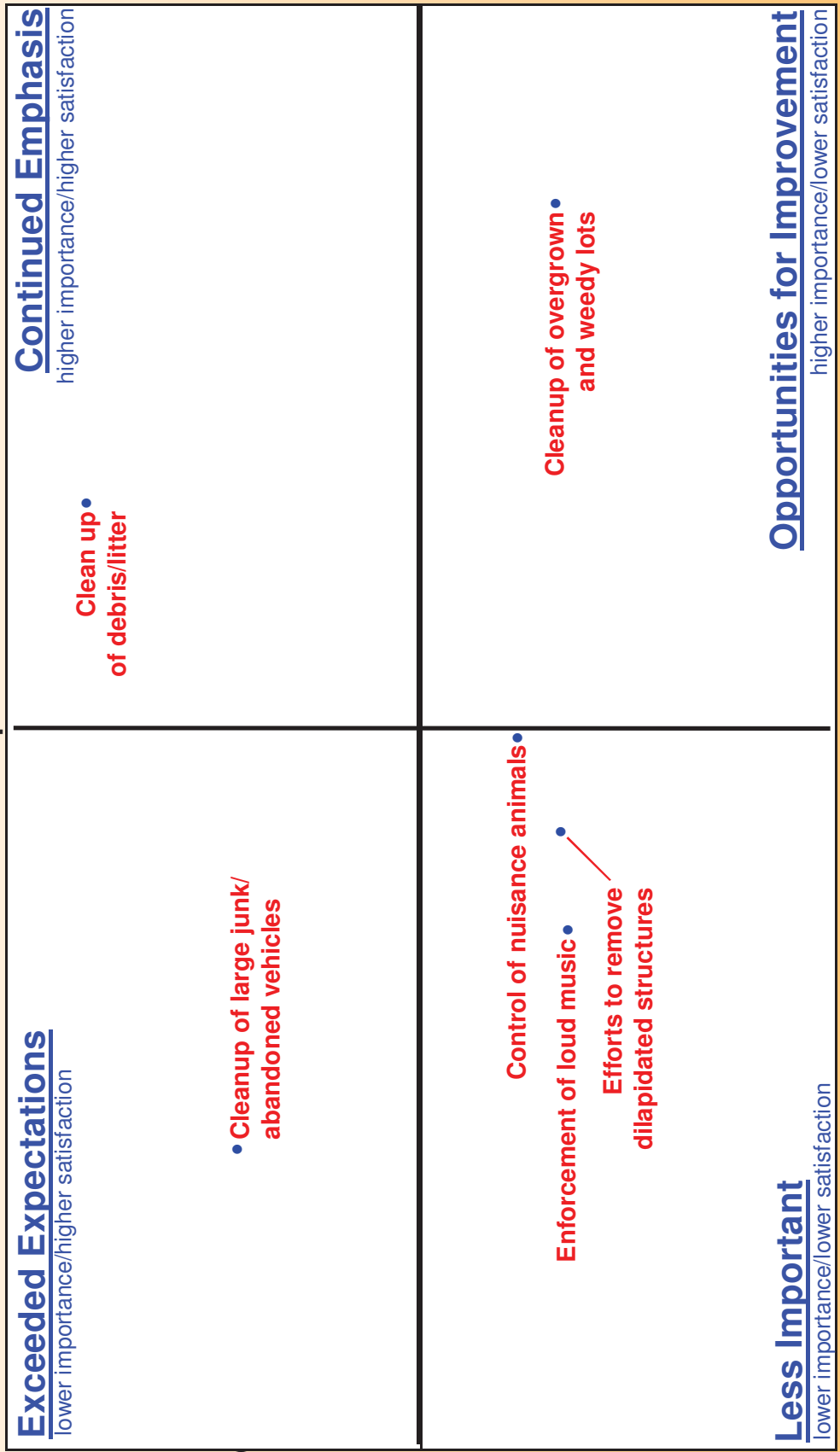
Satisfaction Rating

2013 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)

mean importance



Satisfaction Rating

mean satisfaction

2013 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Garbage and Water Services-

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

mean importance

<p>Exceeded Expectations lower importance/higher satisfaction</p> <ul style="list-style-type: none"> • Water service 	<p>Continued Emphasis higher importance/higher satisfaction</p> <ul style="list-style-type: none"> • Residential garbage collection • Yard waste removal service
<p>Less Important lower importance/lower satisfaction</p> <ul style="list-style-type: none"> • Recycling at city's drop-off recycling center • Utility Billing Office customer service 	<p>Opportunities for Improvement higher importance/lower satisfaction</p> <ul style="list-style-type: none"> • Curbside recycling service <p>Material types accepted for recycling</p>

Satisfaction Rating

mean satisfaction

Importance Rating

Lower Importance

Higher Importance

2013 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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

mean importance

<p>Exceeded Expectations lower importance/higher satisfaction</p> <ul style="list-style-type: none"> Maintenance of traffic signals Maintenance of city-owned buildings Maintenance of street signs 	<p>Continued Emphasis higher importance/higher satisfaction</p> <ul style="list-style-type: none"> Overall cleanliness of streets/public areas
<p>Less Important lower importance/lower satisfaction</p> <ul style="list-style-type: none"> Mowing and trimming along streets/public areas 	<p>Opportunities for Improvement higher importance/lower satisfaction</p> <ul style="list-style-type: none"> Maintenance of sidewalks Maintenance of streets Cleanup of debris/litter in/near roadways Adequacy of city street lighting

Lower Importance

Importance Rating

Higher Importance

Satisfaction Rating

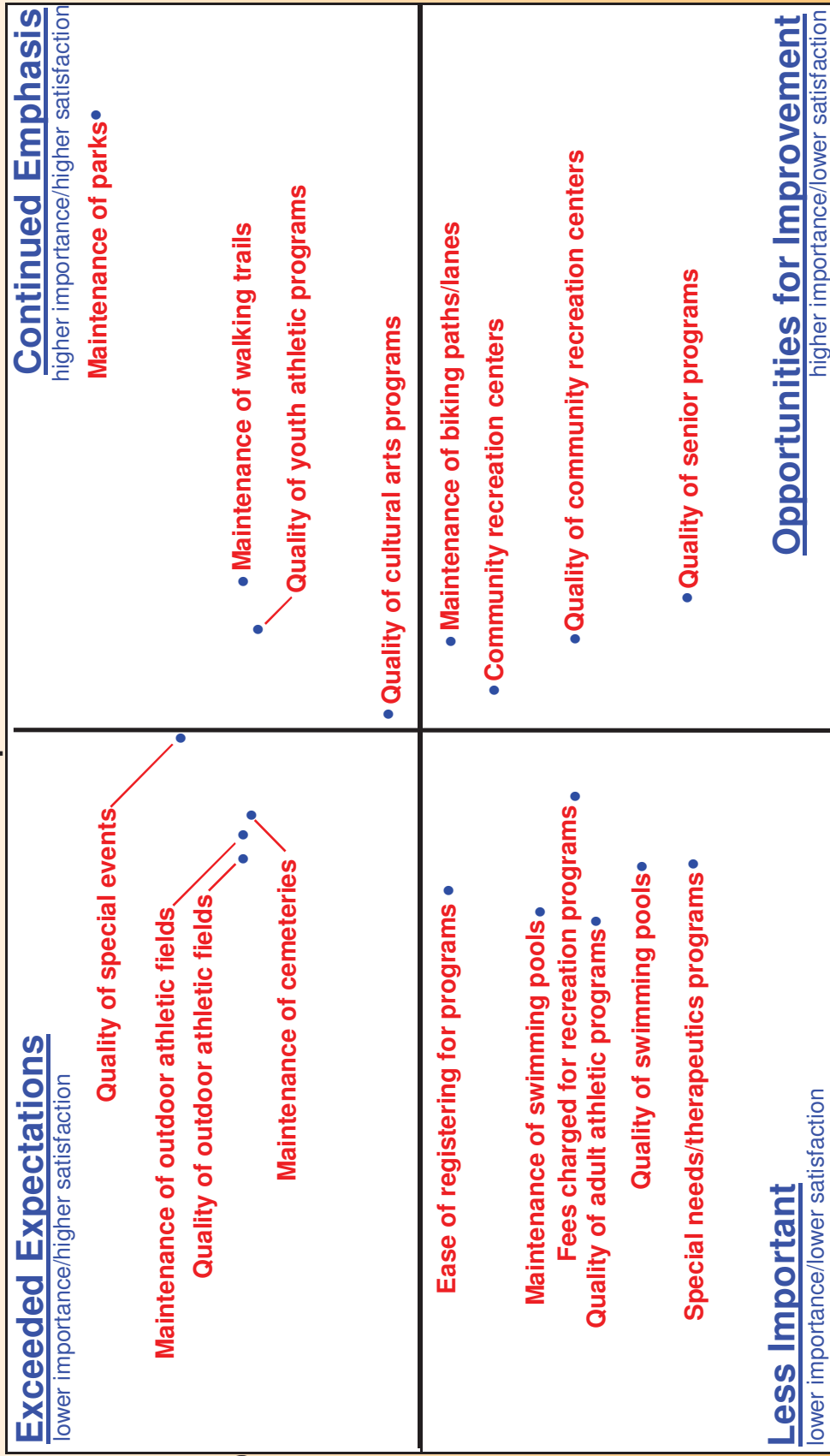
mean satisfaction

2013 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

mean importance



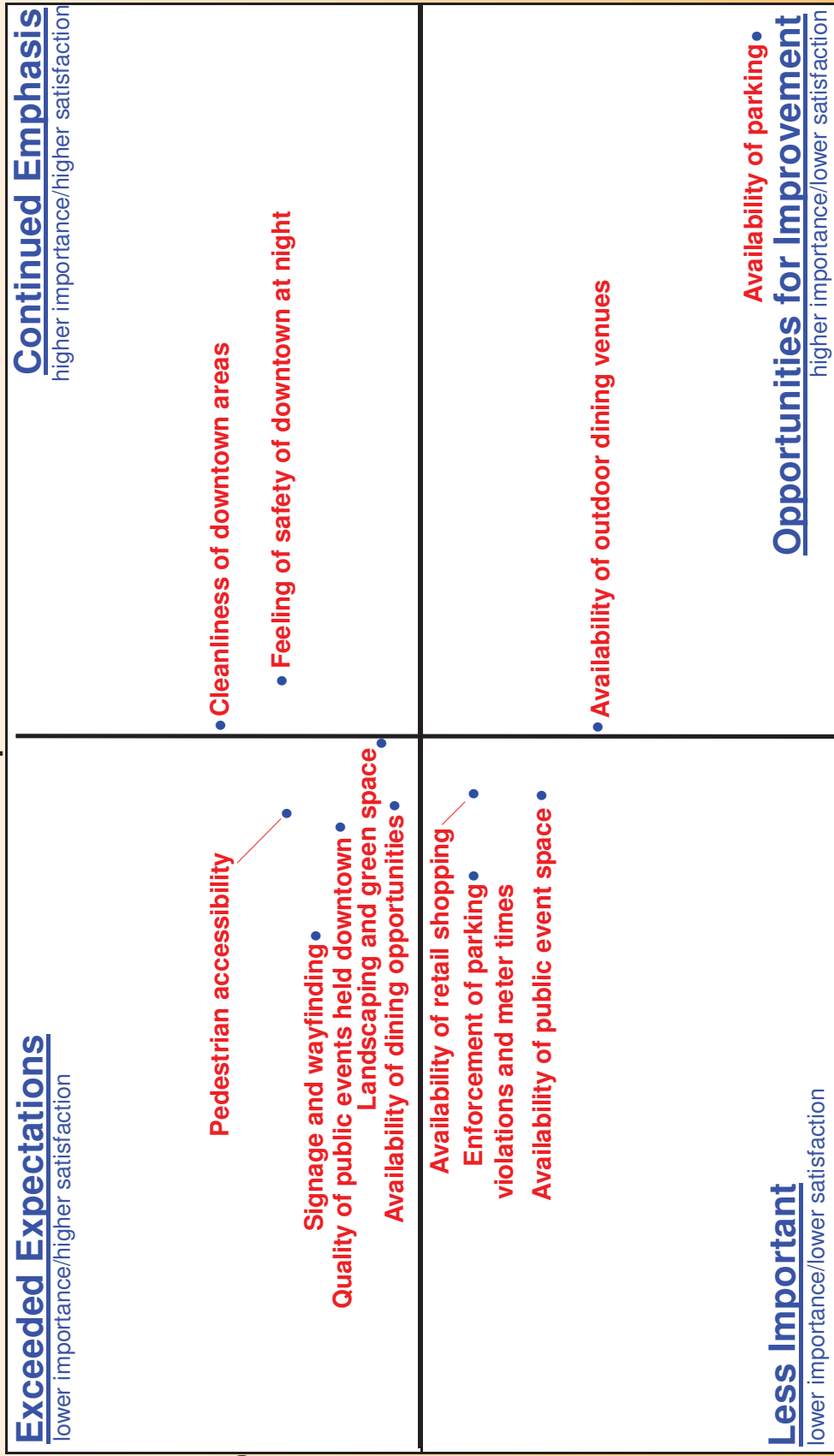
Importance Rating

2013 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Downtown Auburn-

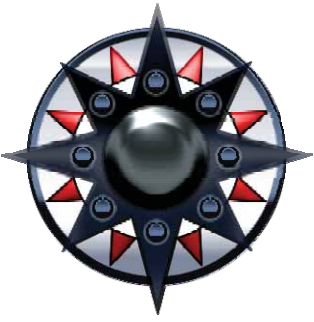
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance



Importance Rating

Section 4: **GIS Maps**



Interpreting the Maps

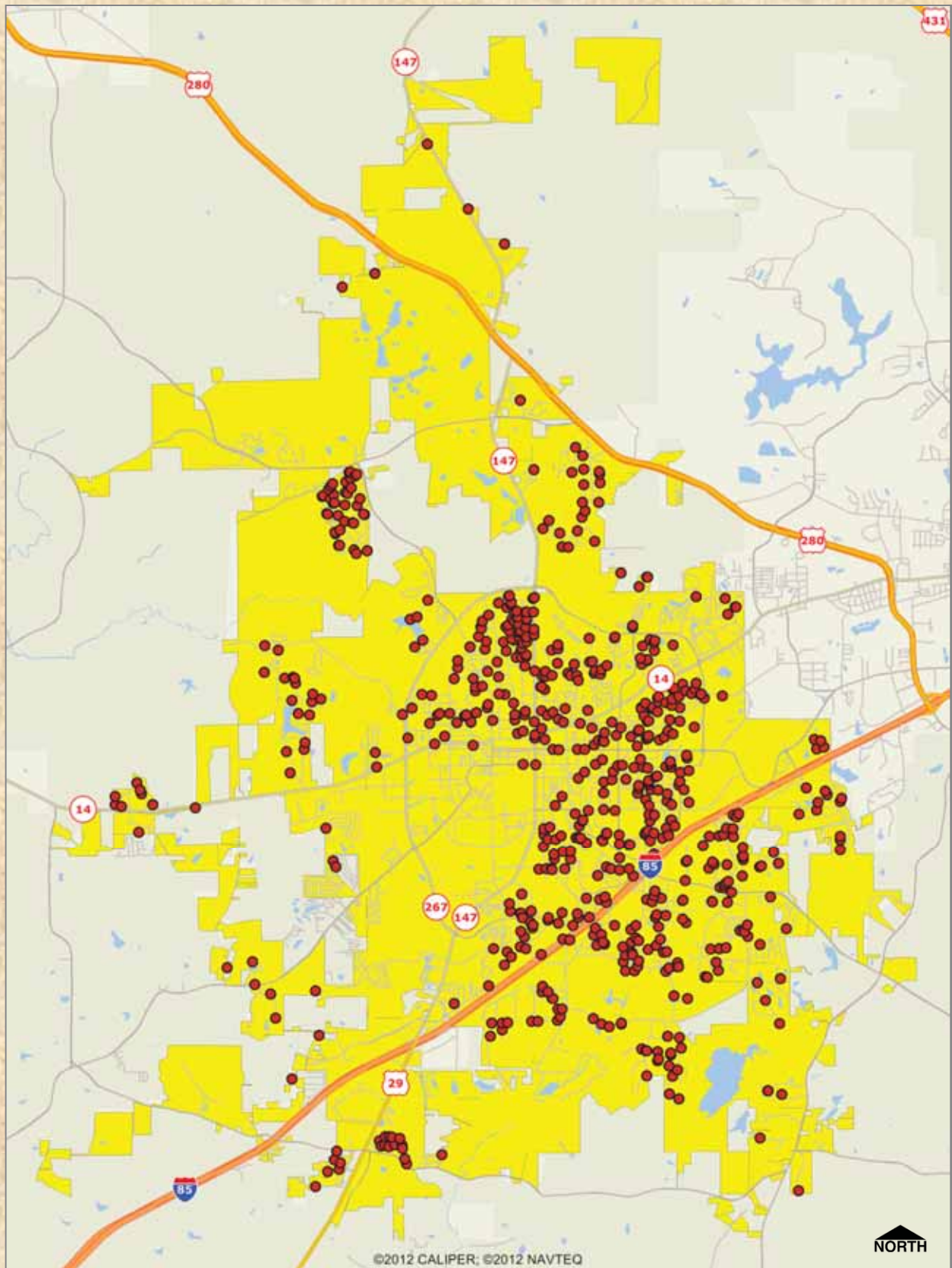
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

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:

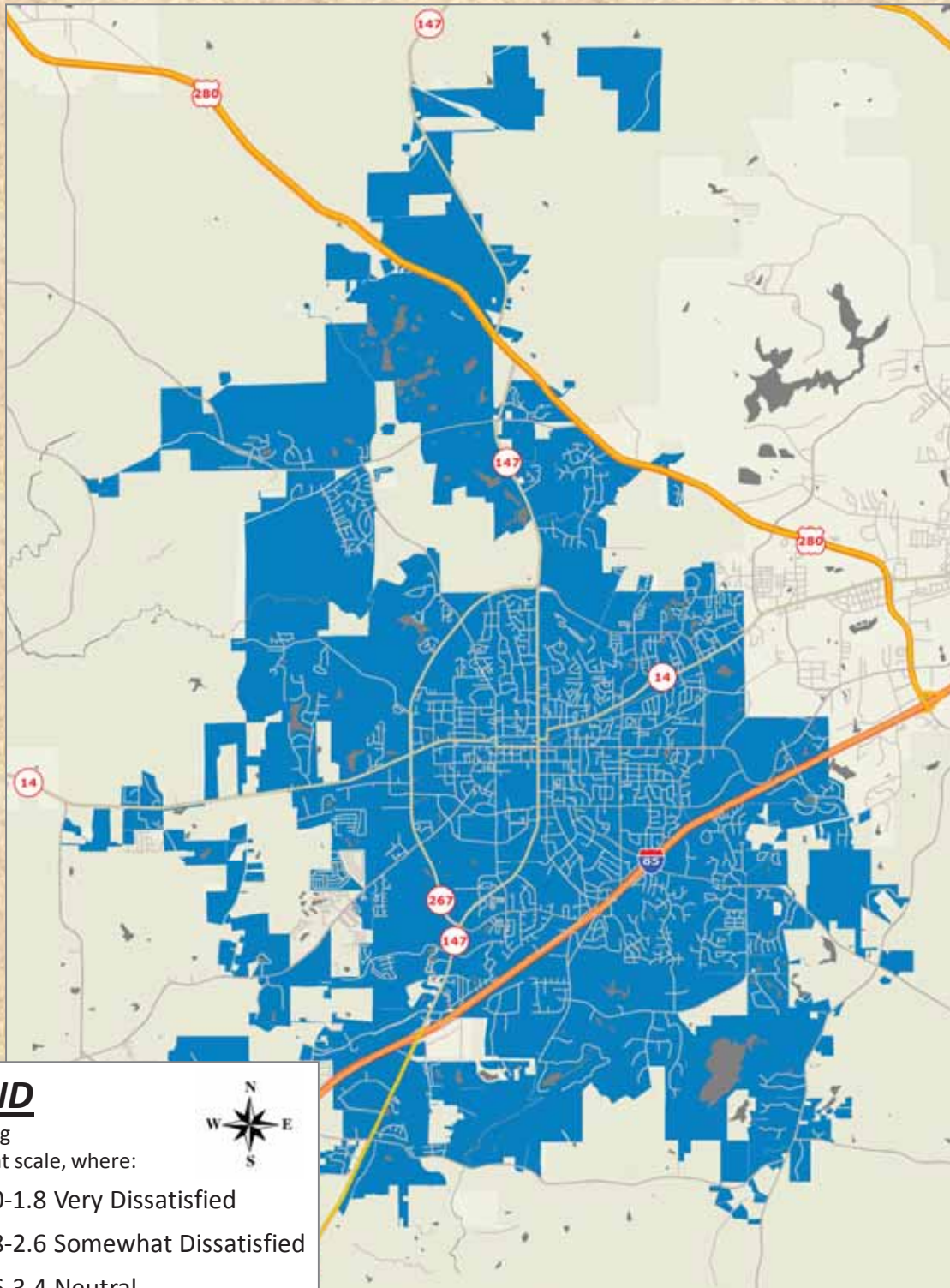
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

Location of Survey Respondents



2013 City of Auburn Citizen Survey

Q1a. Satisfaction with overall quality of the city's school system



LEGEND

Mean rating on a 5-point scale, where:

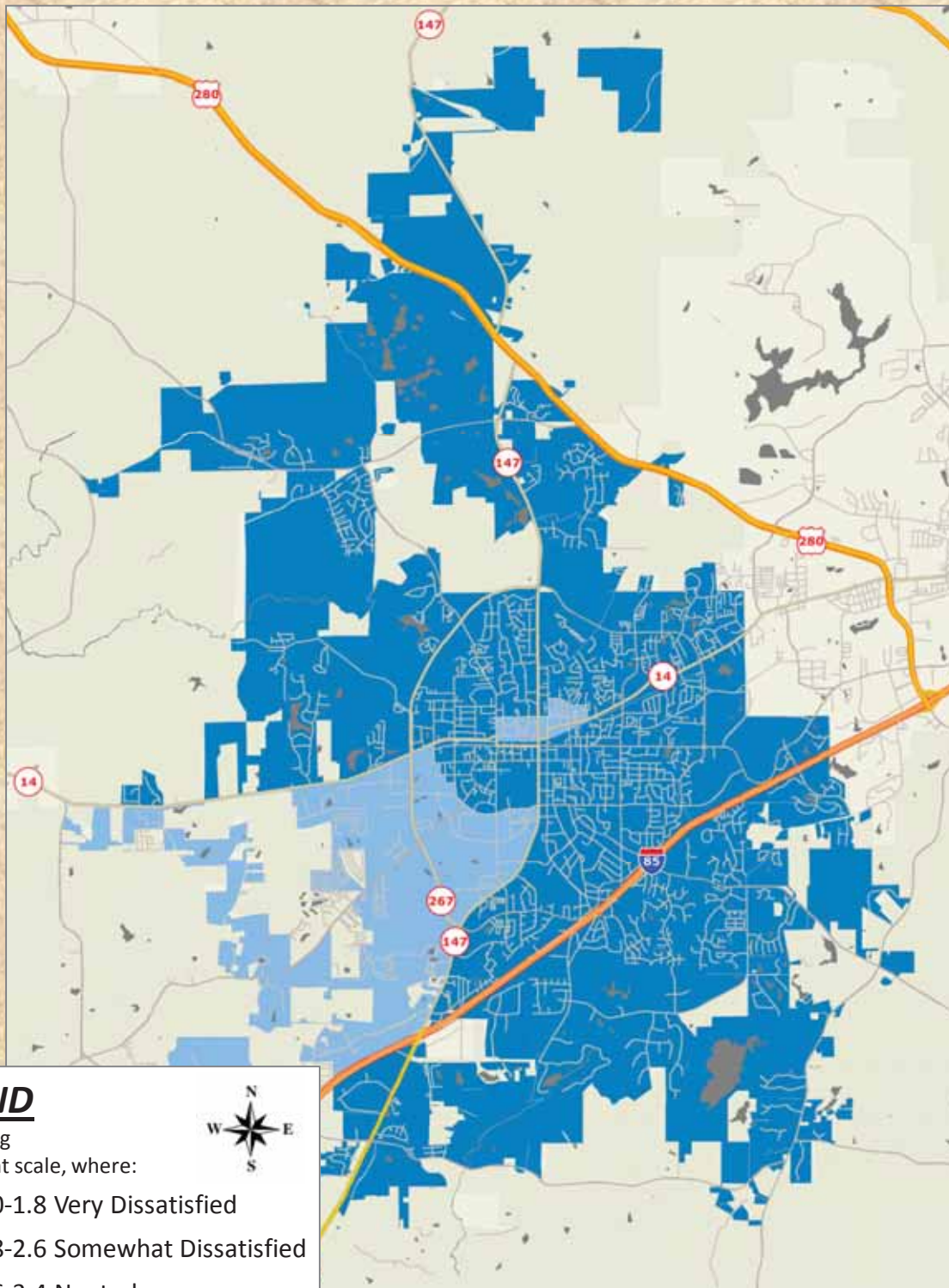
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q1b. Satisfaction with overall quality of police, fire & ambulance services



LEGEND

Mean rating
on a 5-point scale, where:

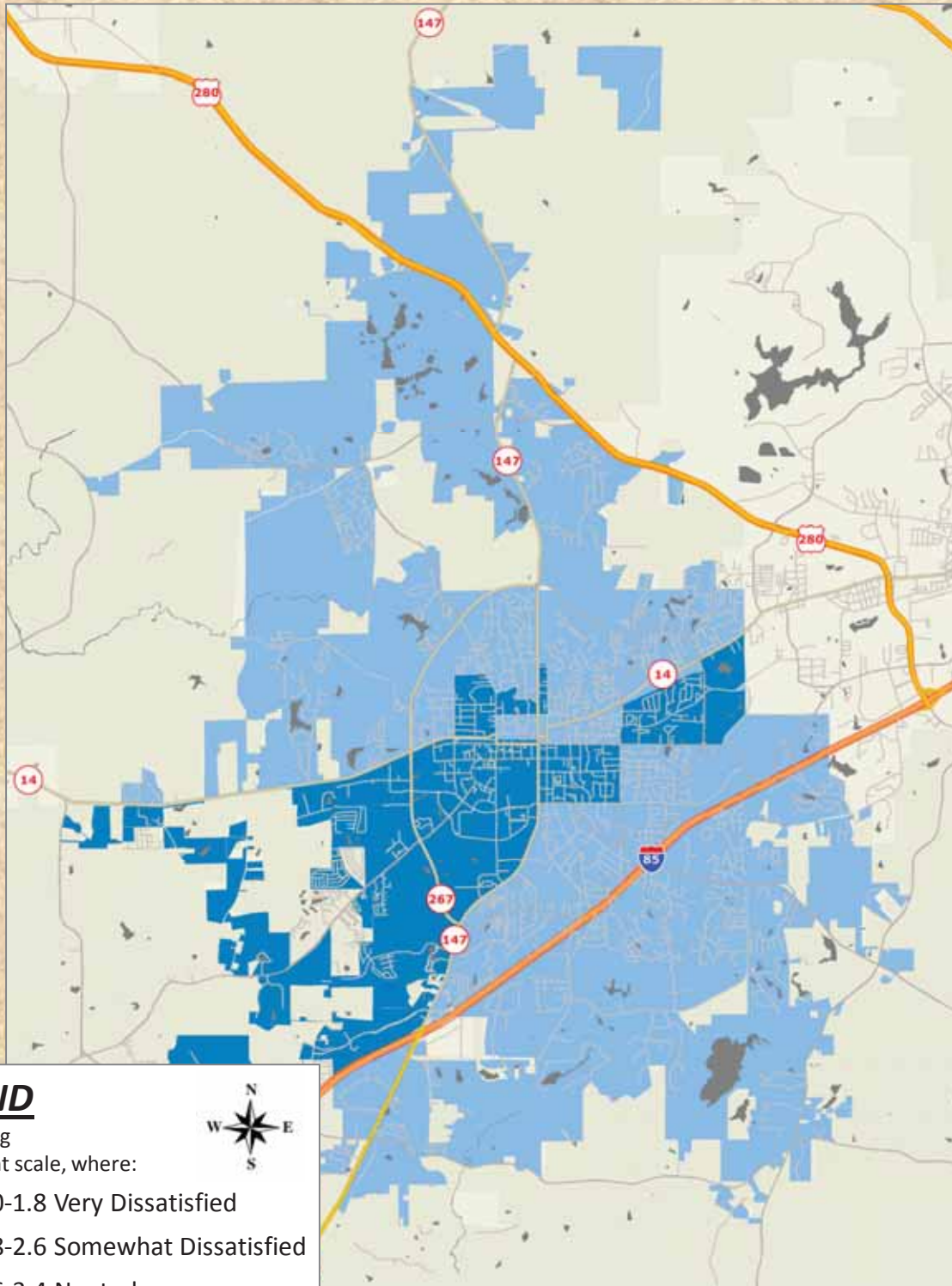
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey







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

Q1c. Satisfaction with overall quality of parks & recreation services



LEGEND

Mean rating on a 5-point scale, where:

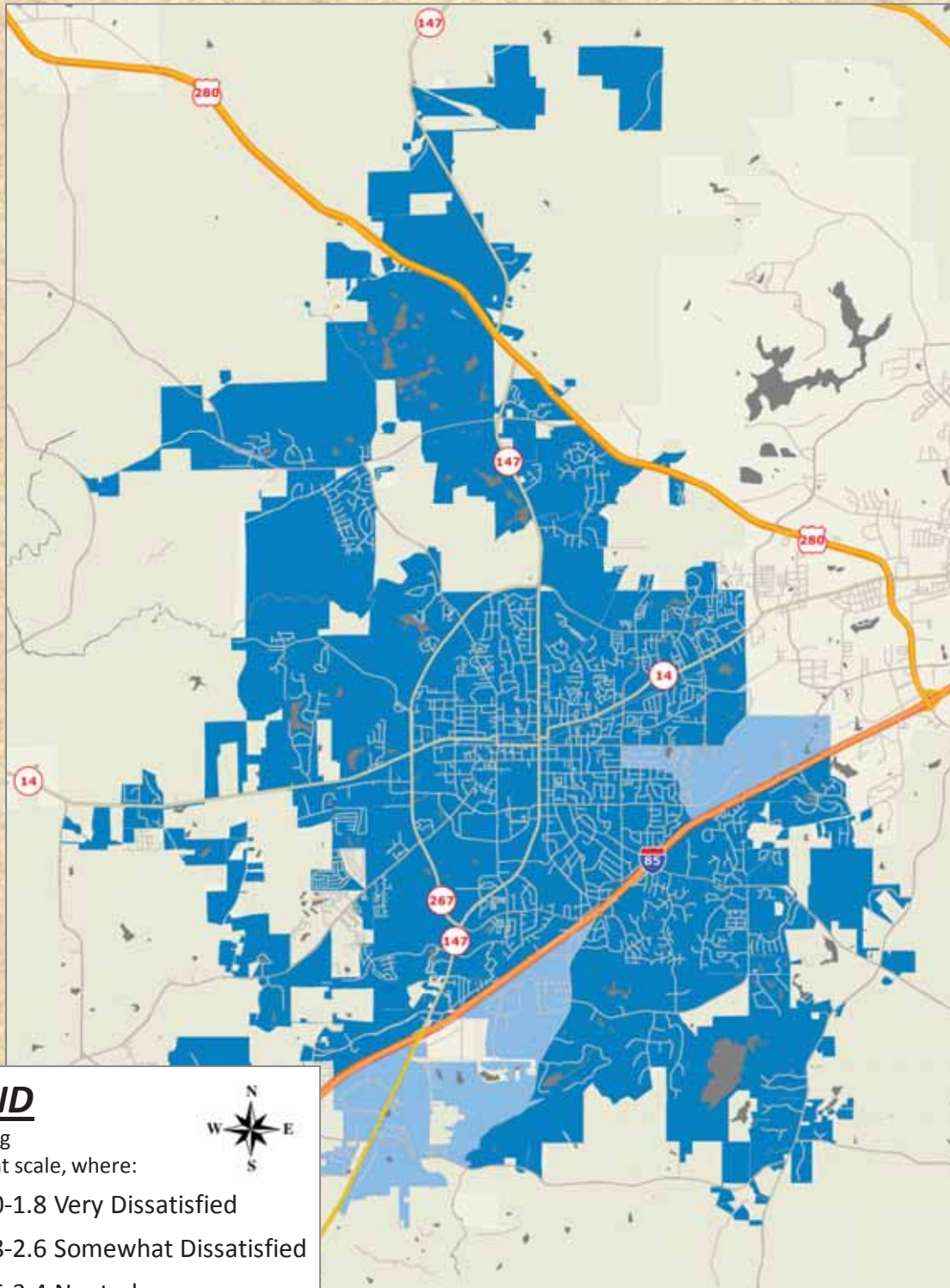
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey







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

Q1d. Satisfaction with overall quality of city library services



LEGEND

Mean rating
on a 5-point scale, where:

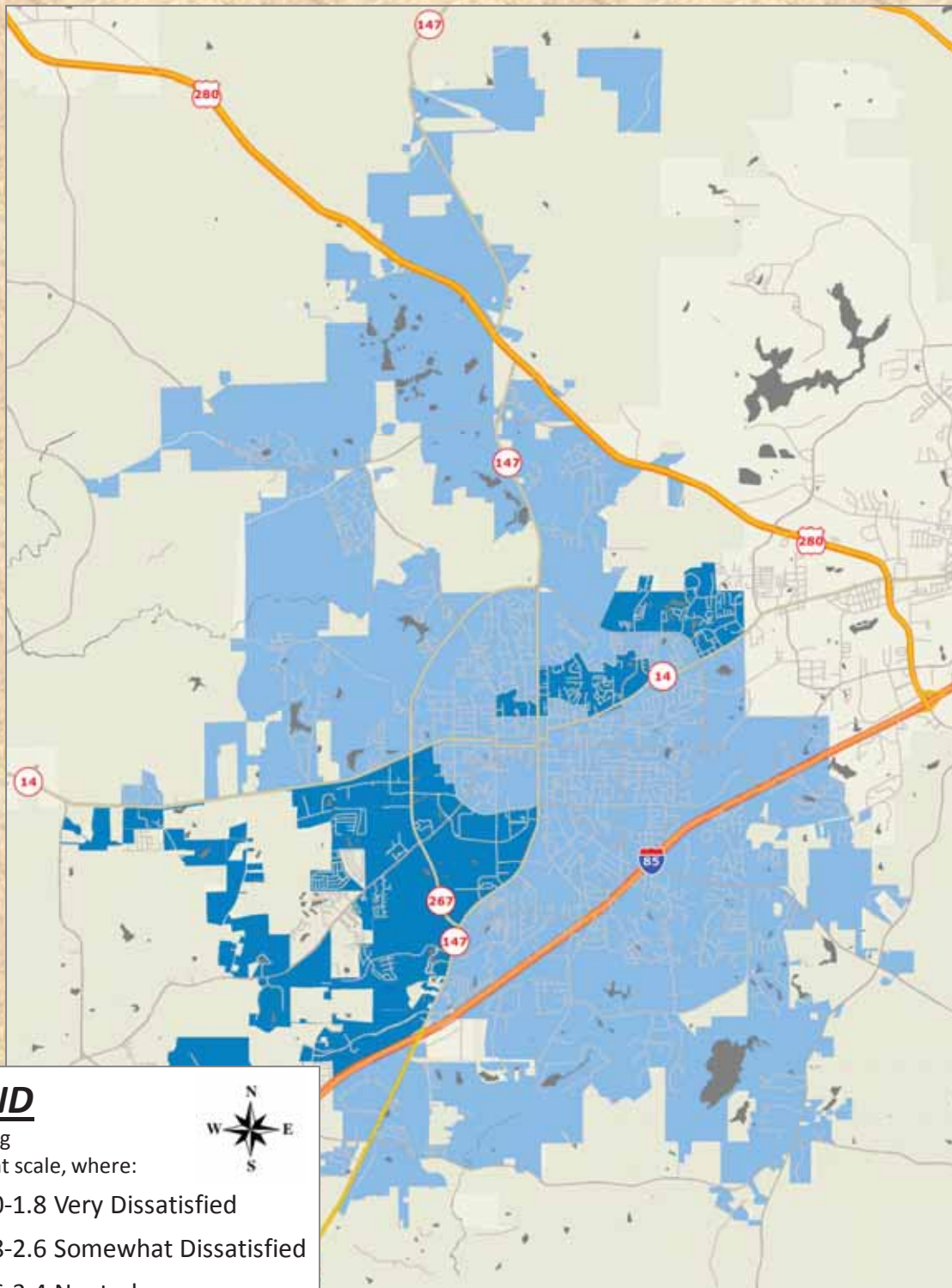
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q1e. Satisfaction with overall quality of the city's customer service



LEGEND

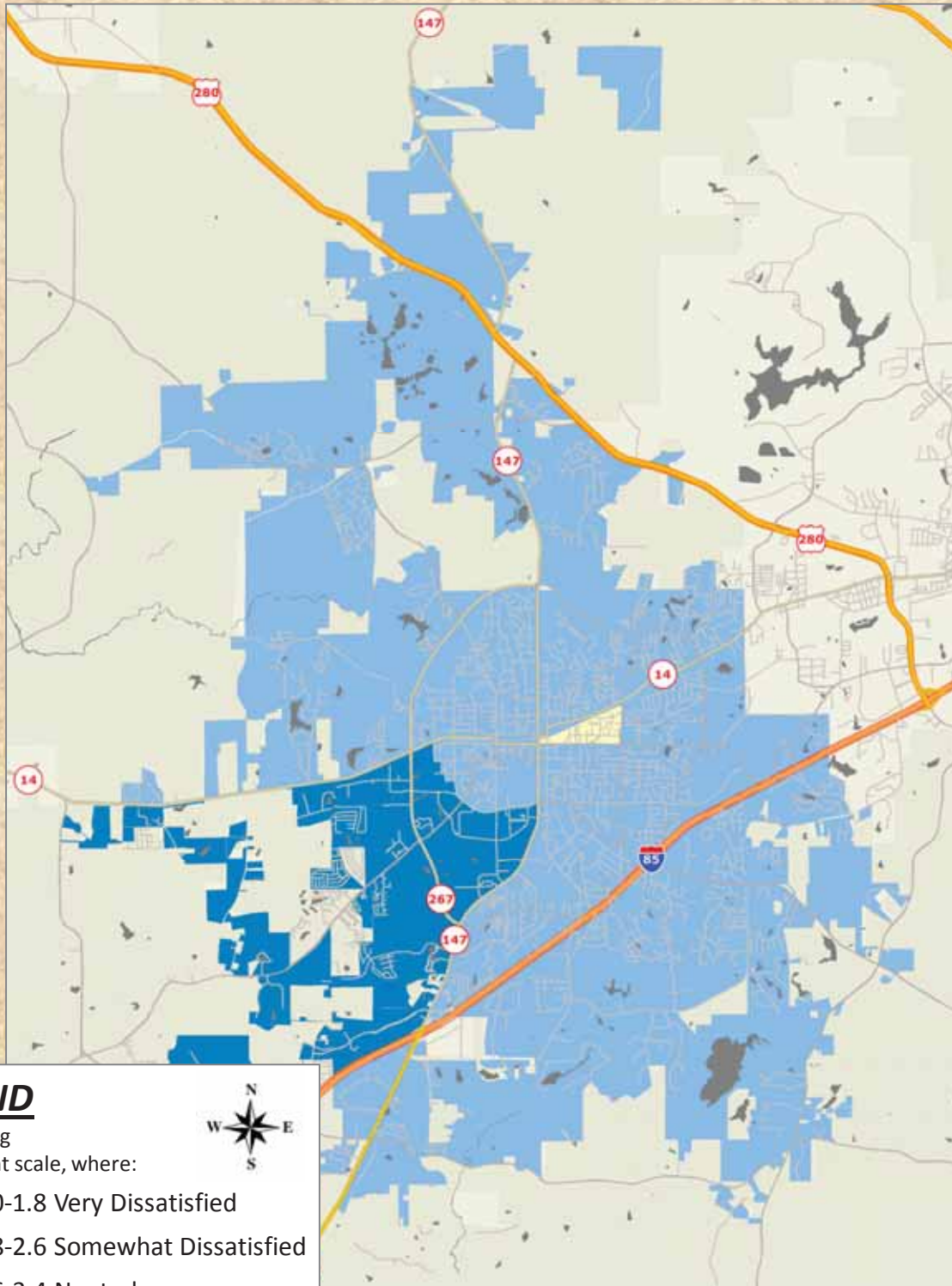
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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







Q1f. Satisfaction with the overall maintenance of city infrastructure



LEGEND

Mean rating
on a 5-point scale, where:

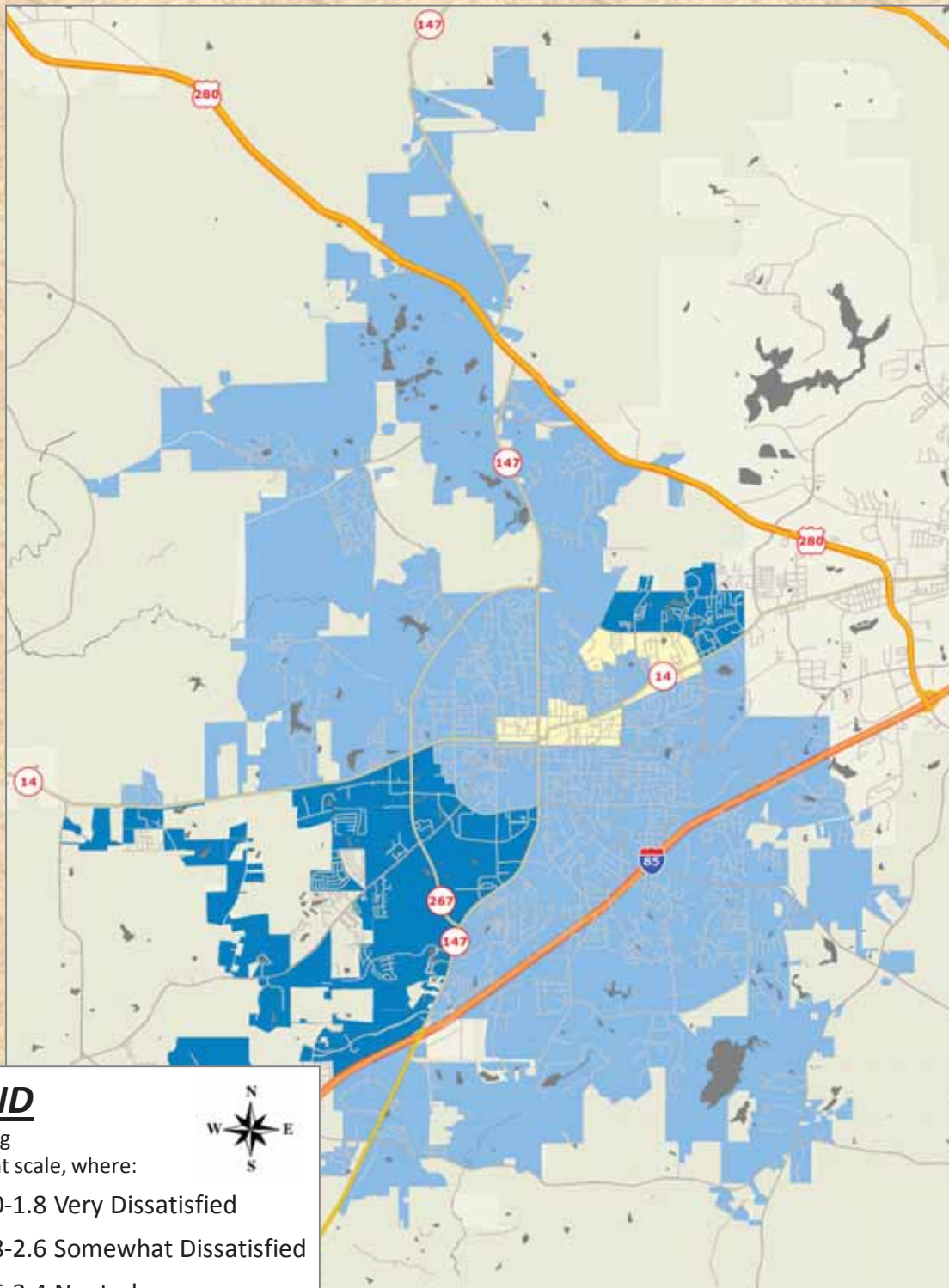


-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

2013 Auburn Citizen Survey

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

Q1g. Satisfaction with overall enforcement of city codes and ordinances



LEGEND

Mean rating on a 5-point scale, where:

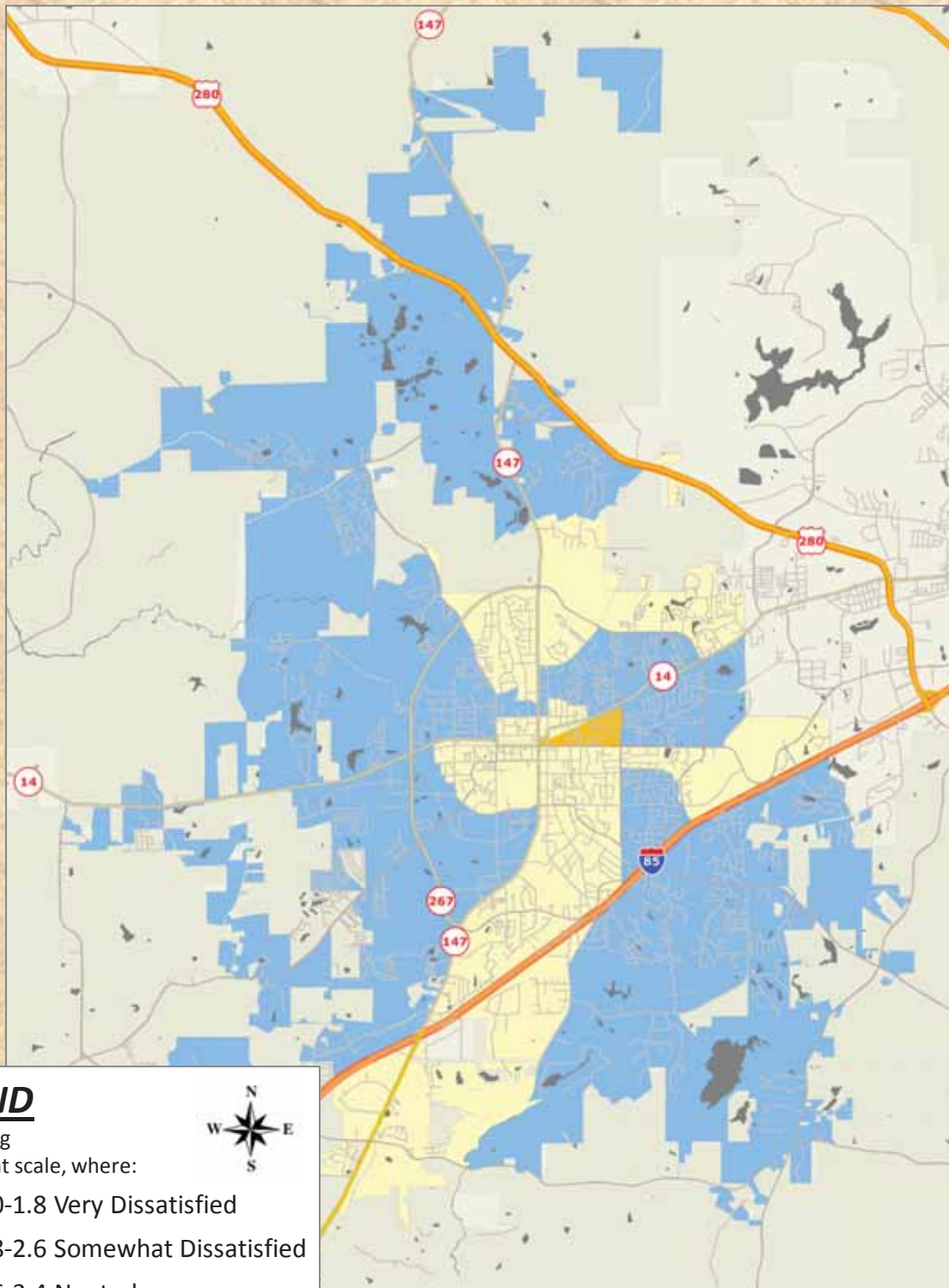
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q1h. Satisfaction with the overall flow of traffic & congestion management



LEGEND

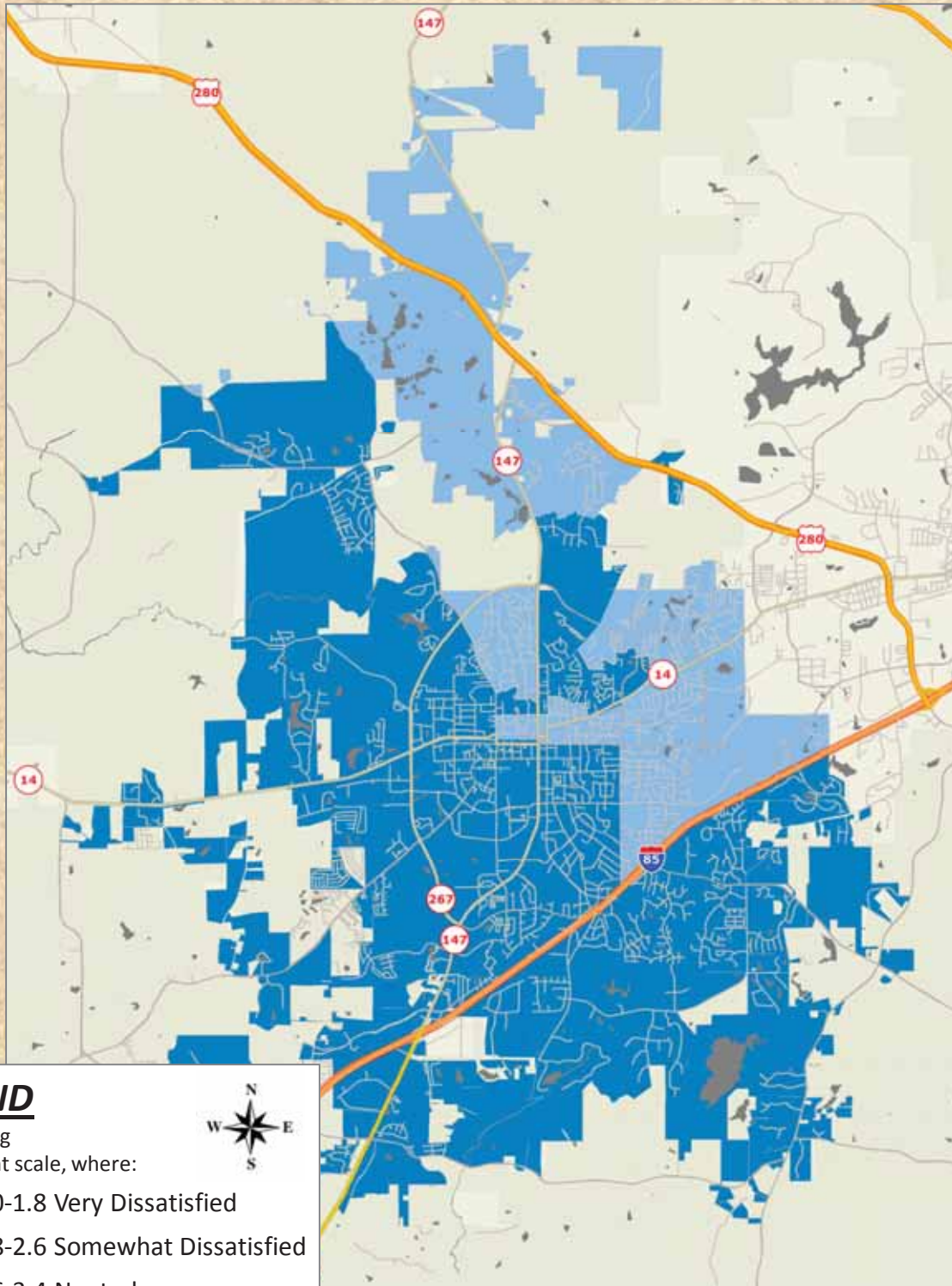
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey







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

Q1i. Satisfaction with overall collection of garbage, recycling & yard waste



LEGEND

Mean rating
on a 5-point scale, where:

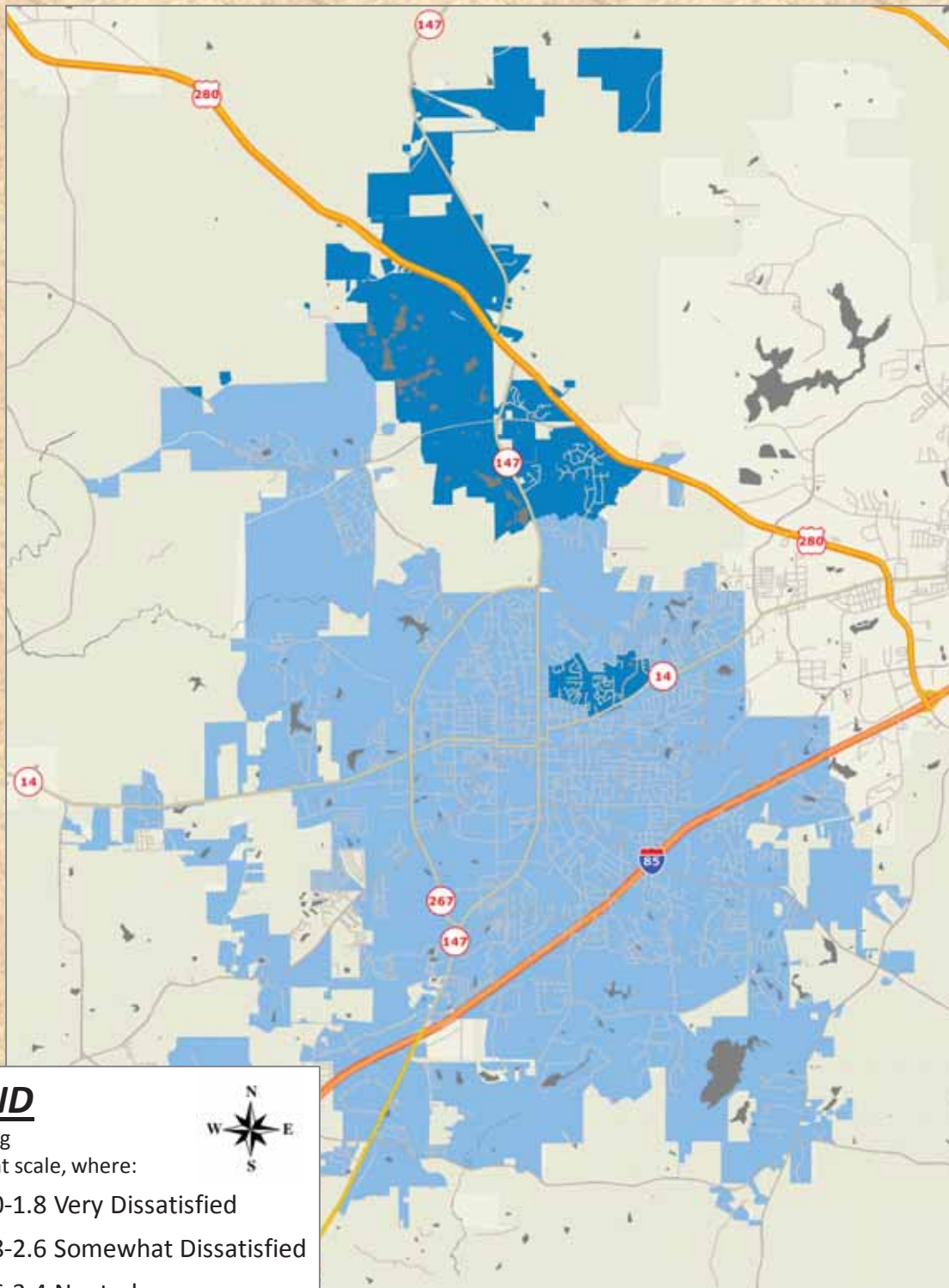
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey







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

Q1j. Satisfaction with the overall effectiveness of city's communication with public



LEGEND

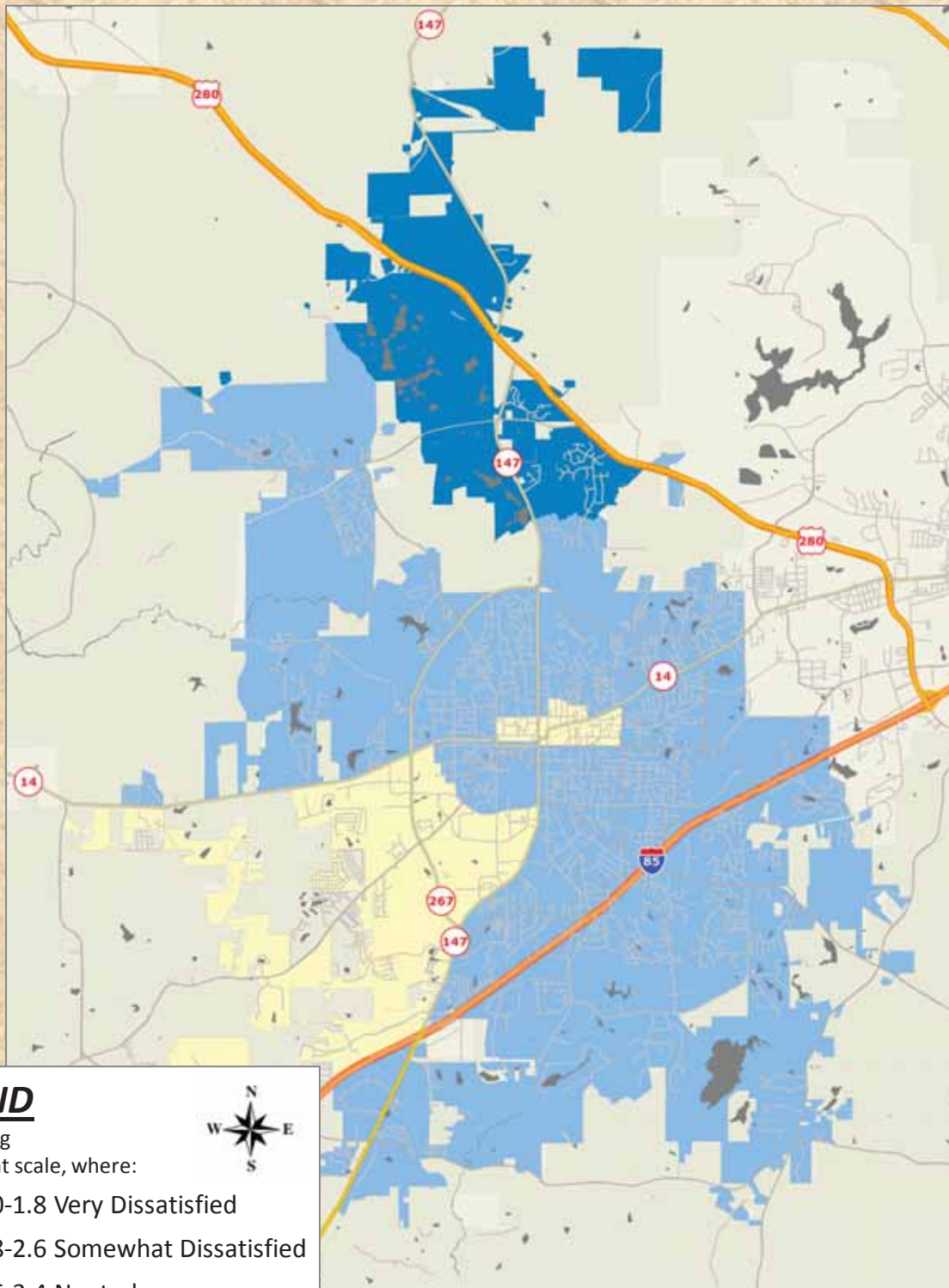
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q3a. Satisfaction with overall value that you receive for your city tax dollars and fees



LEGEND

Mean rating on a 5-point scale, where:

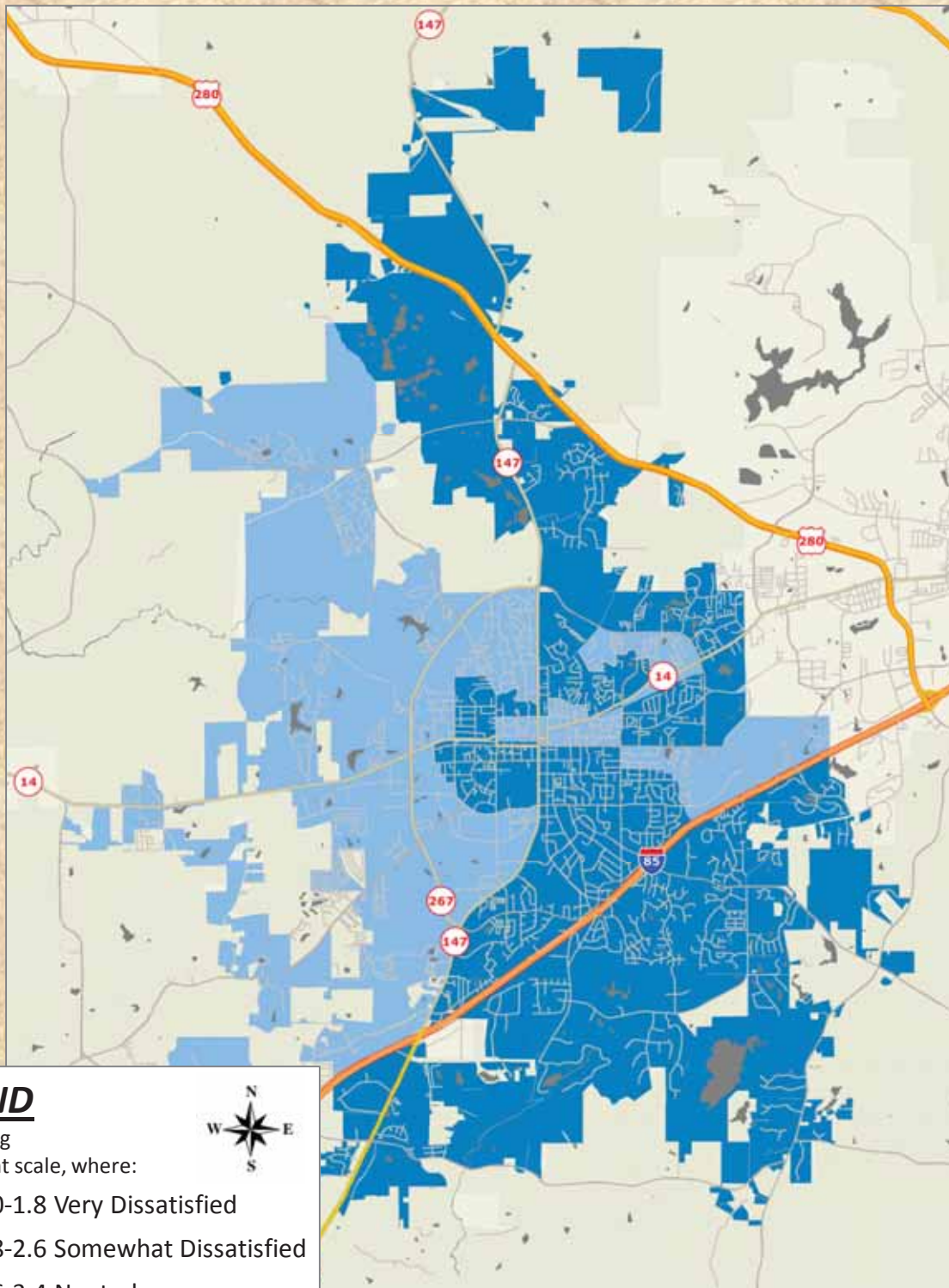
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q3b. Satisfaction with the overall image of the city



LEGEND

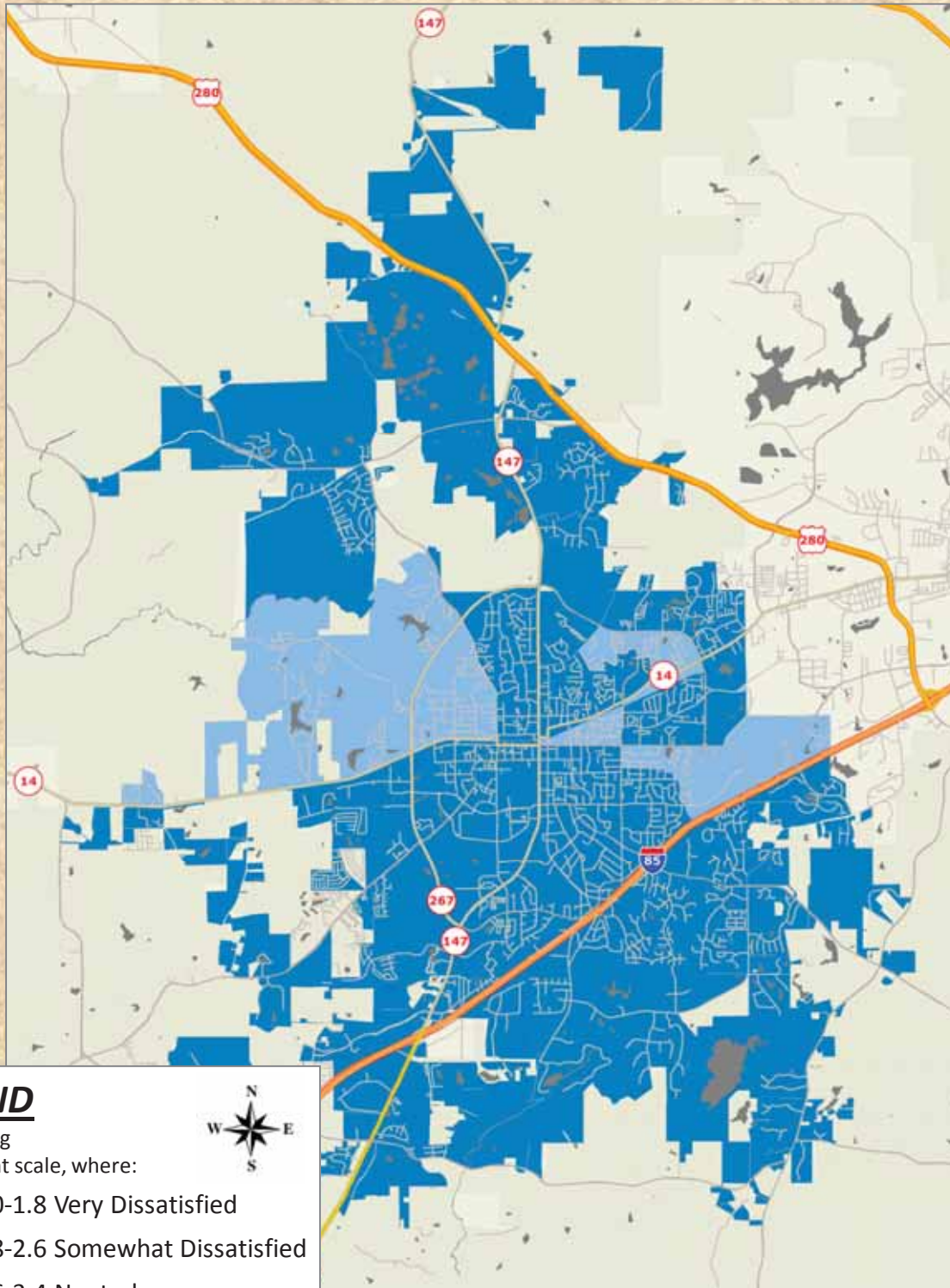
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey







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

Q3c. Satisfaction with the overall quality of life in the city



LEGEND

Mean rating on a 5-point scale, where:

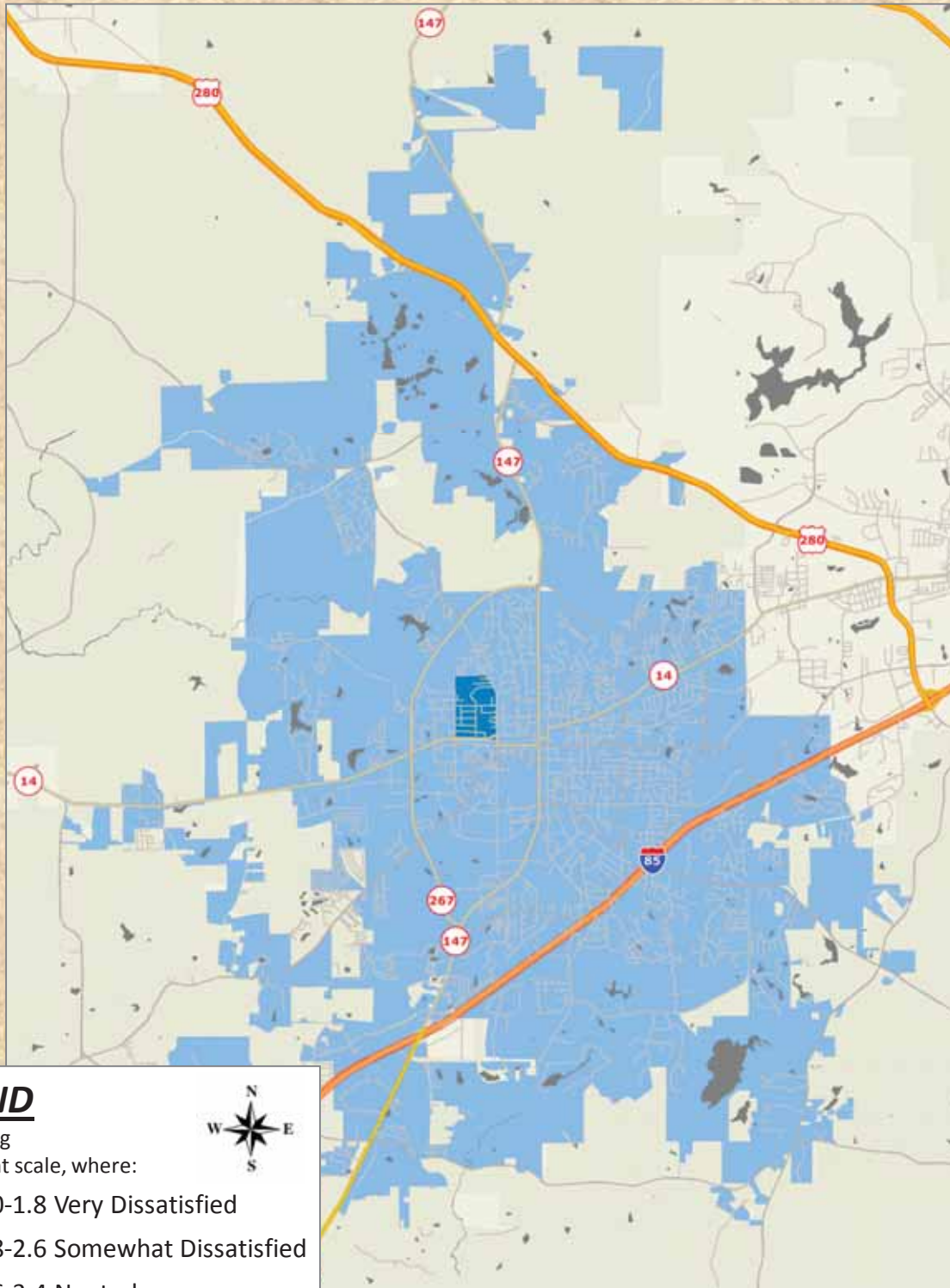
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q3d. Satisfaction with the overall appearance of the city



LEGEND

Mean rating on a 5-point scale, where:

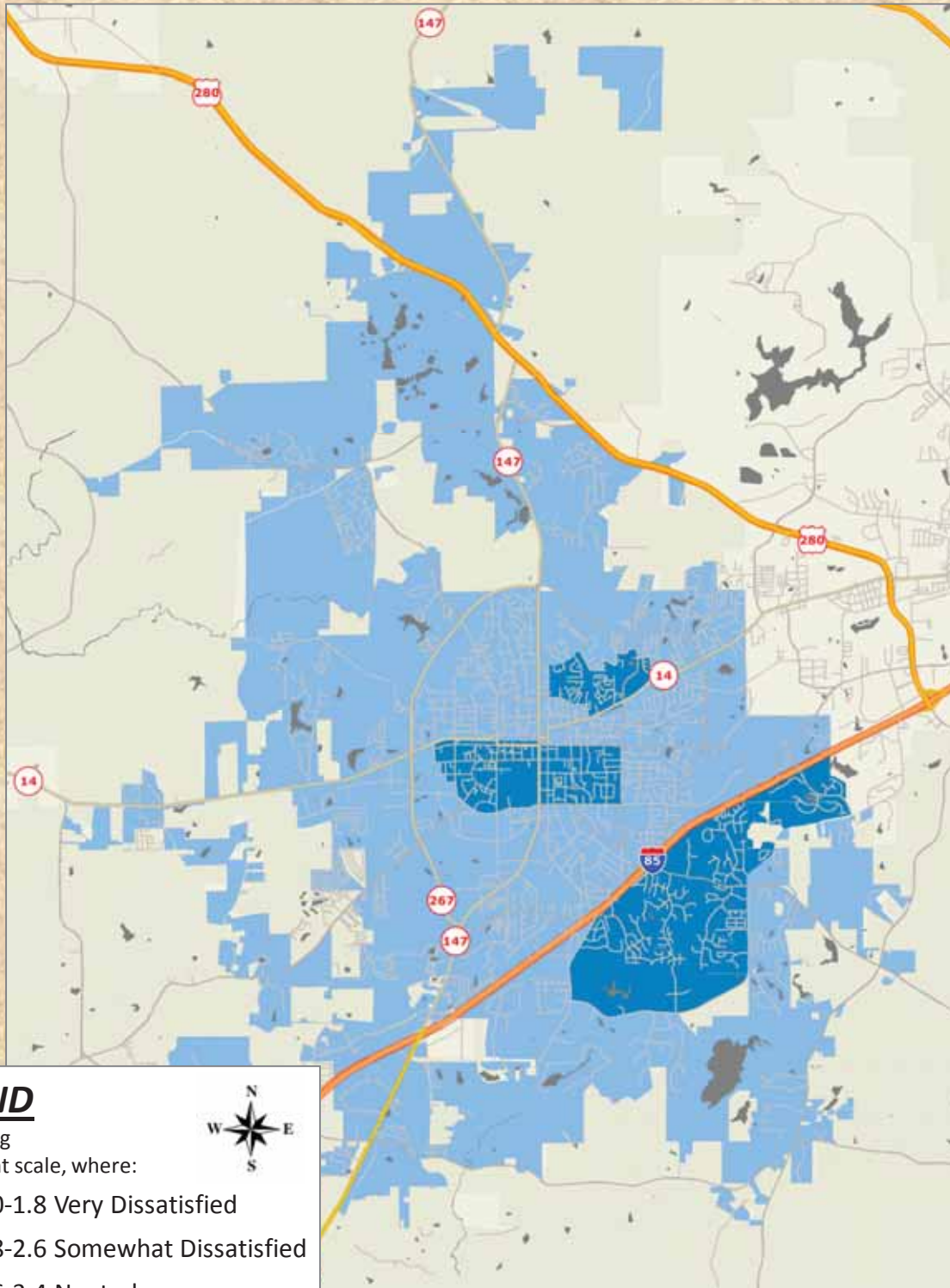
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q3e. Satisfaction with the overall quality of city services



LEGEND

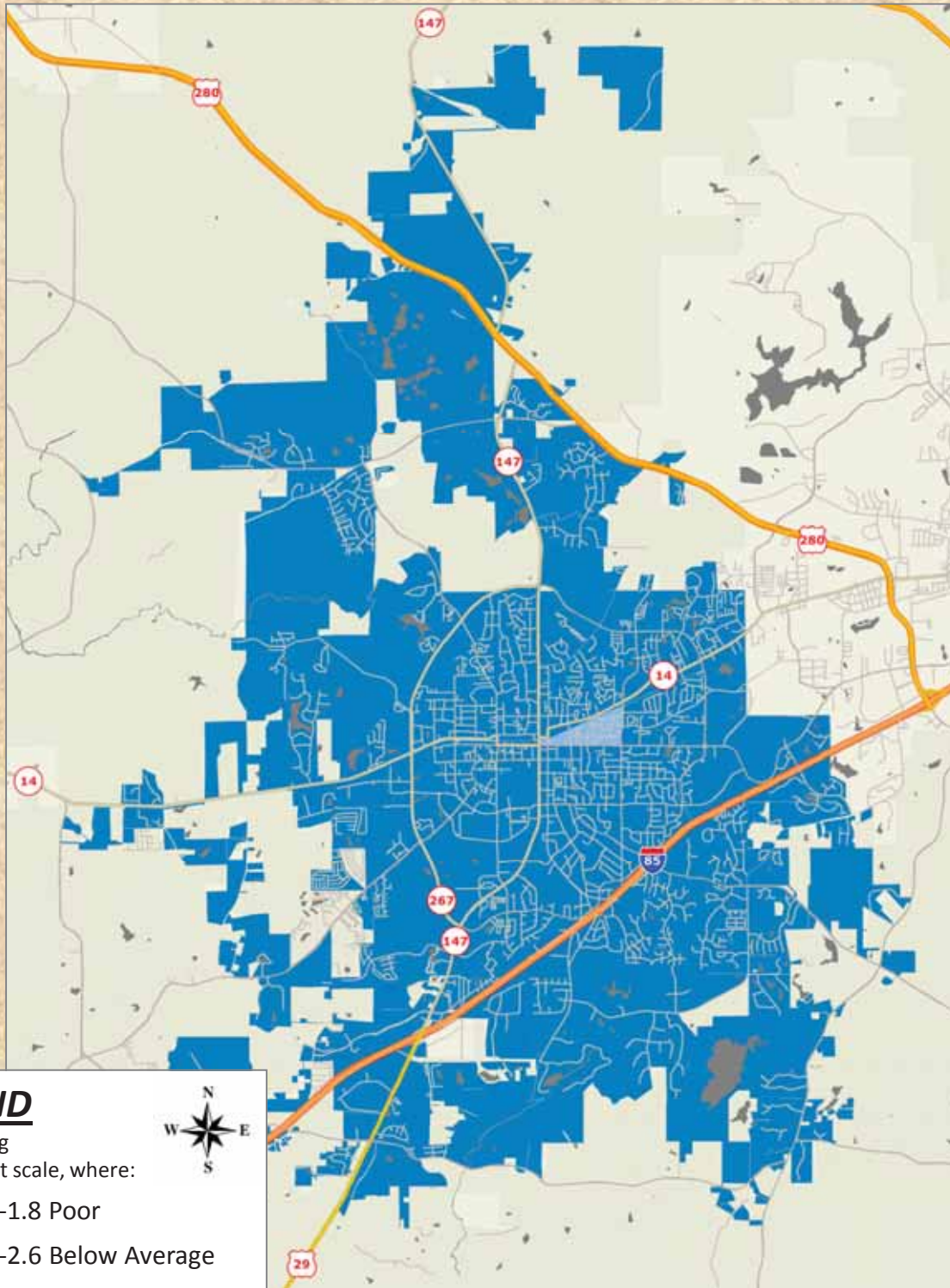
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q4a. Rating of the City of Auburn as a place to live



LEGEND

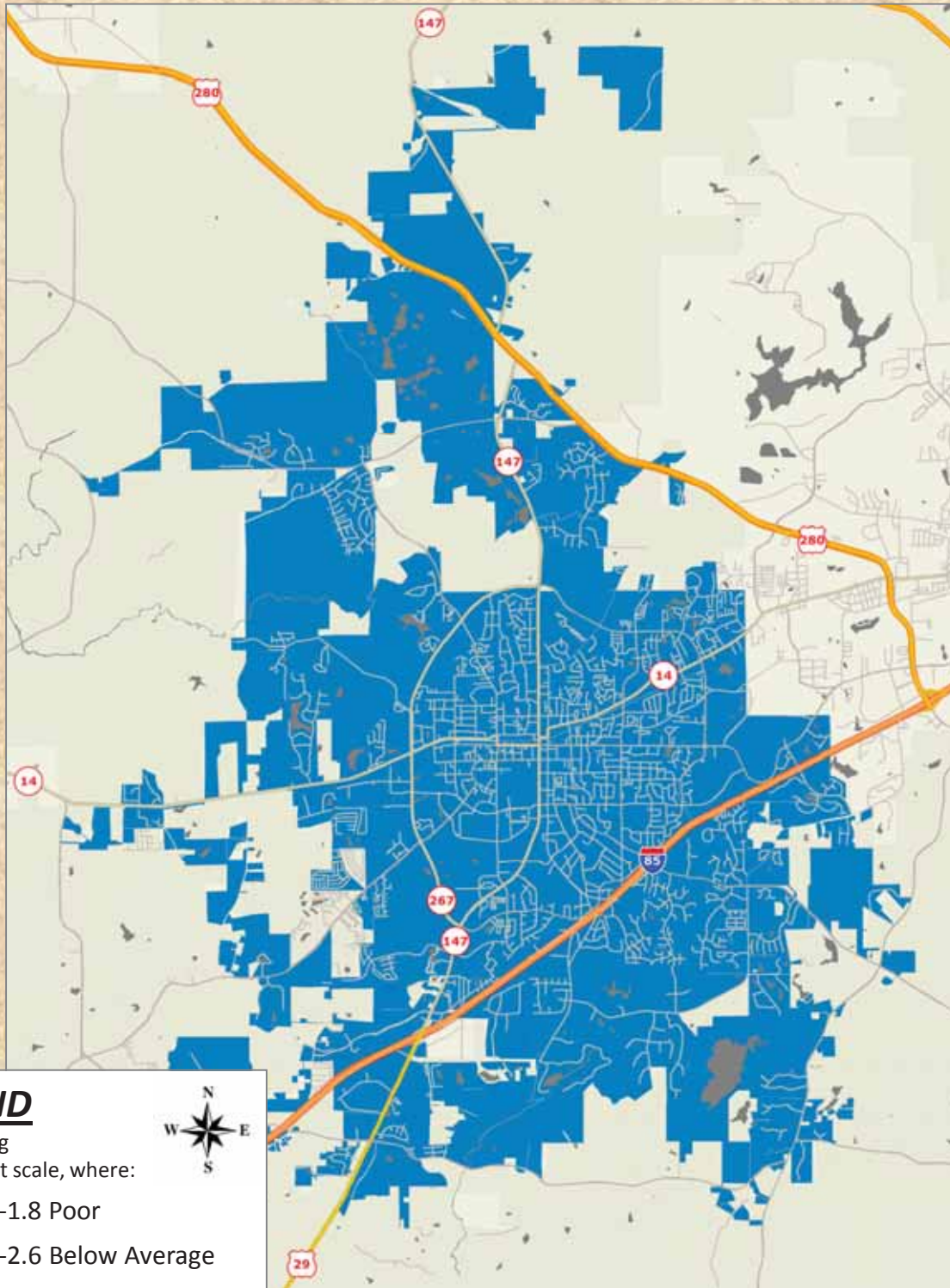
Mean rating on a 5-point scale, where:

- 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)

2013 Auburn Citizen Survey

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

Q4b. Rating of the City of Auburn as a place to raise children



LEGEND

Mean rating on a 5-point scale, where:

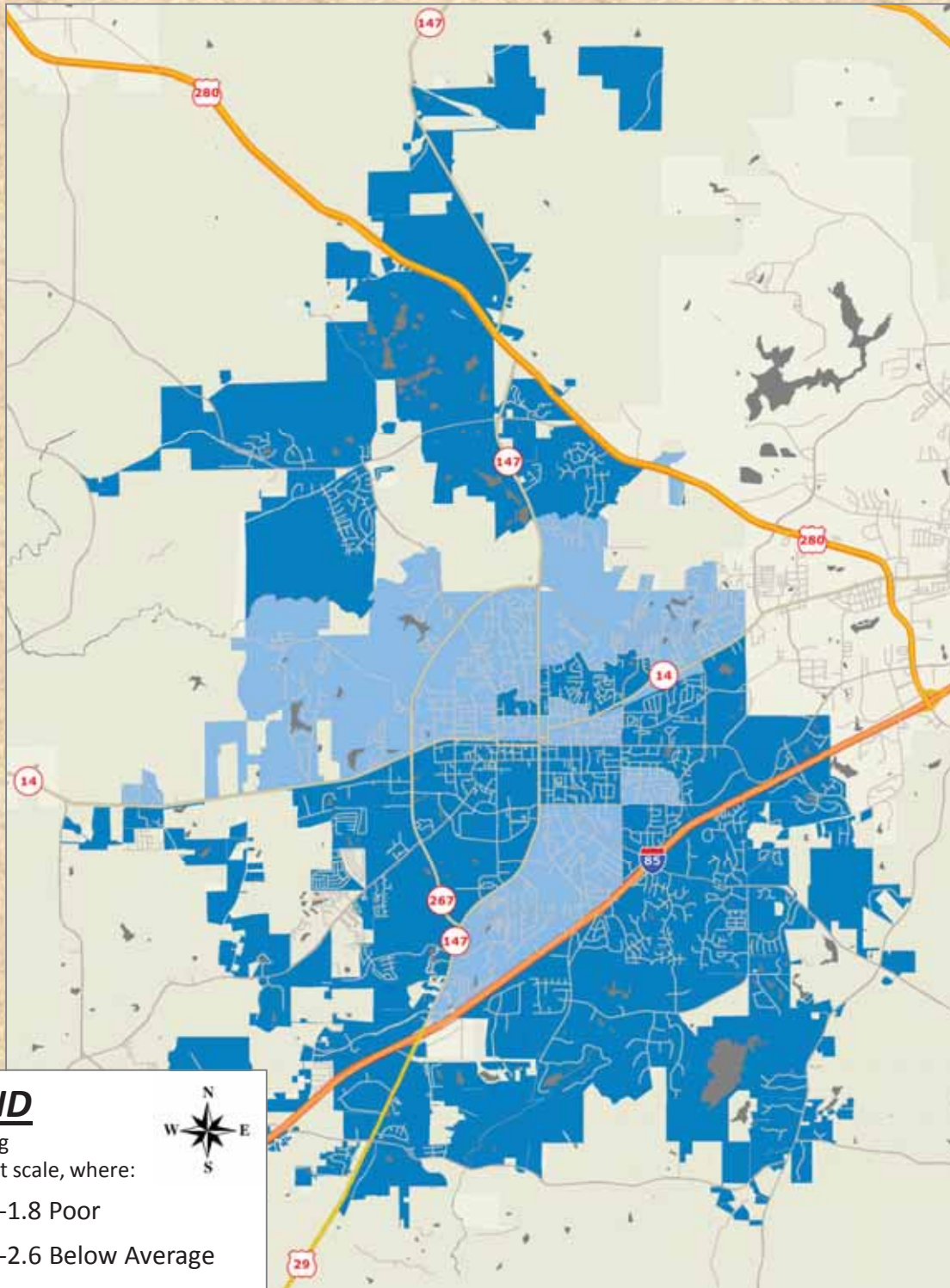
- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)



2013 Auburn Citizen Survey

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

Q4c. Rating of the City of Auburn as a place to work



LEGEND

Mean rating
on a 5-point scale, where:

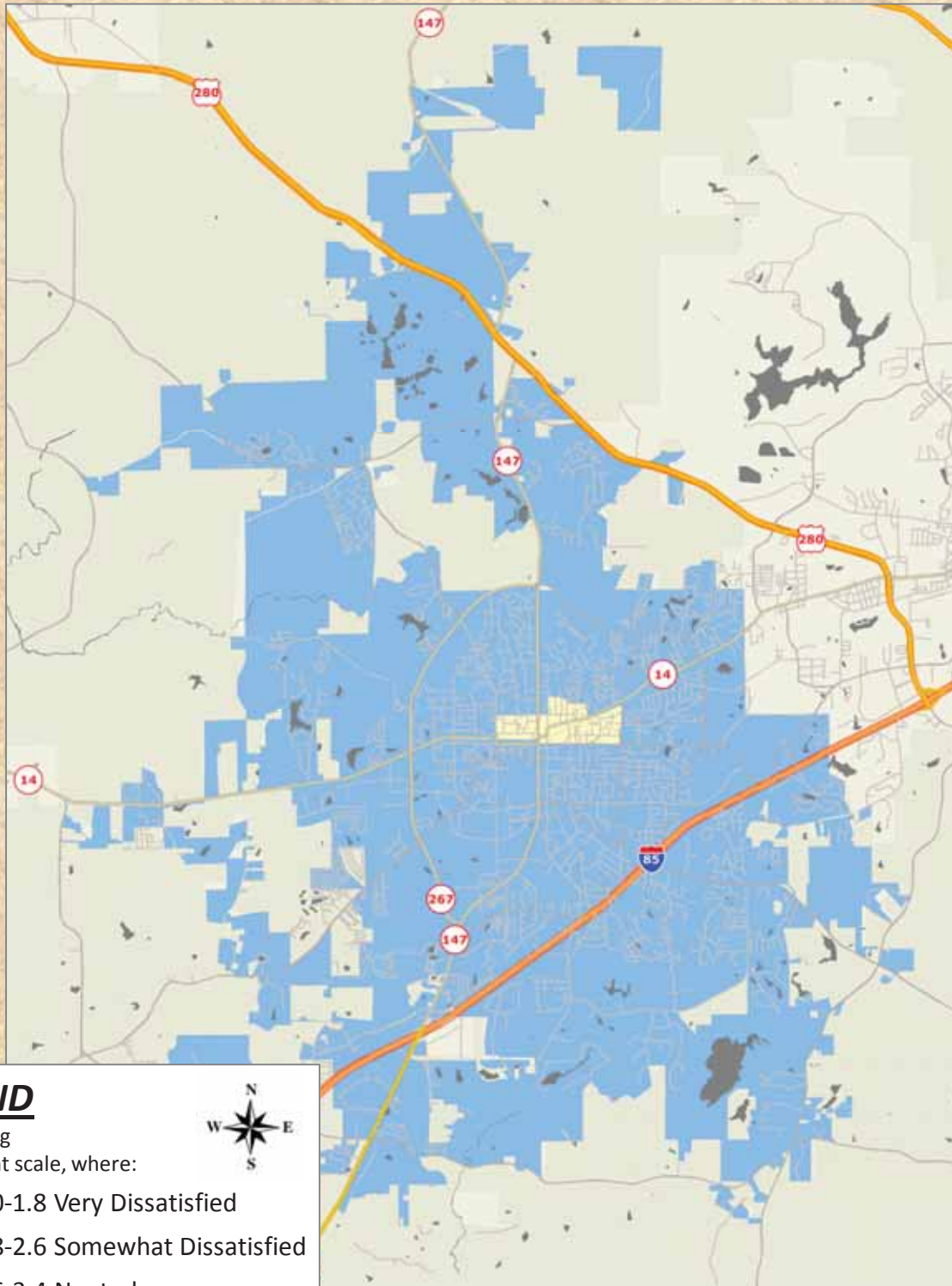


- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

2013 Auburn Citizen Survey







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

Q5a. Satisfaction with overall quality of leadership provided by the city's elected officials



LEGEND

Mean rating on a 5-point scale, where:

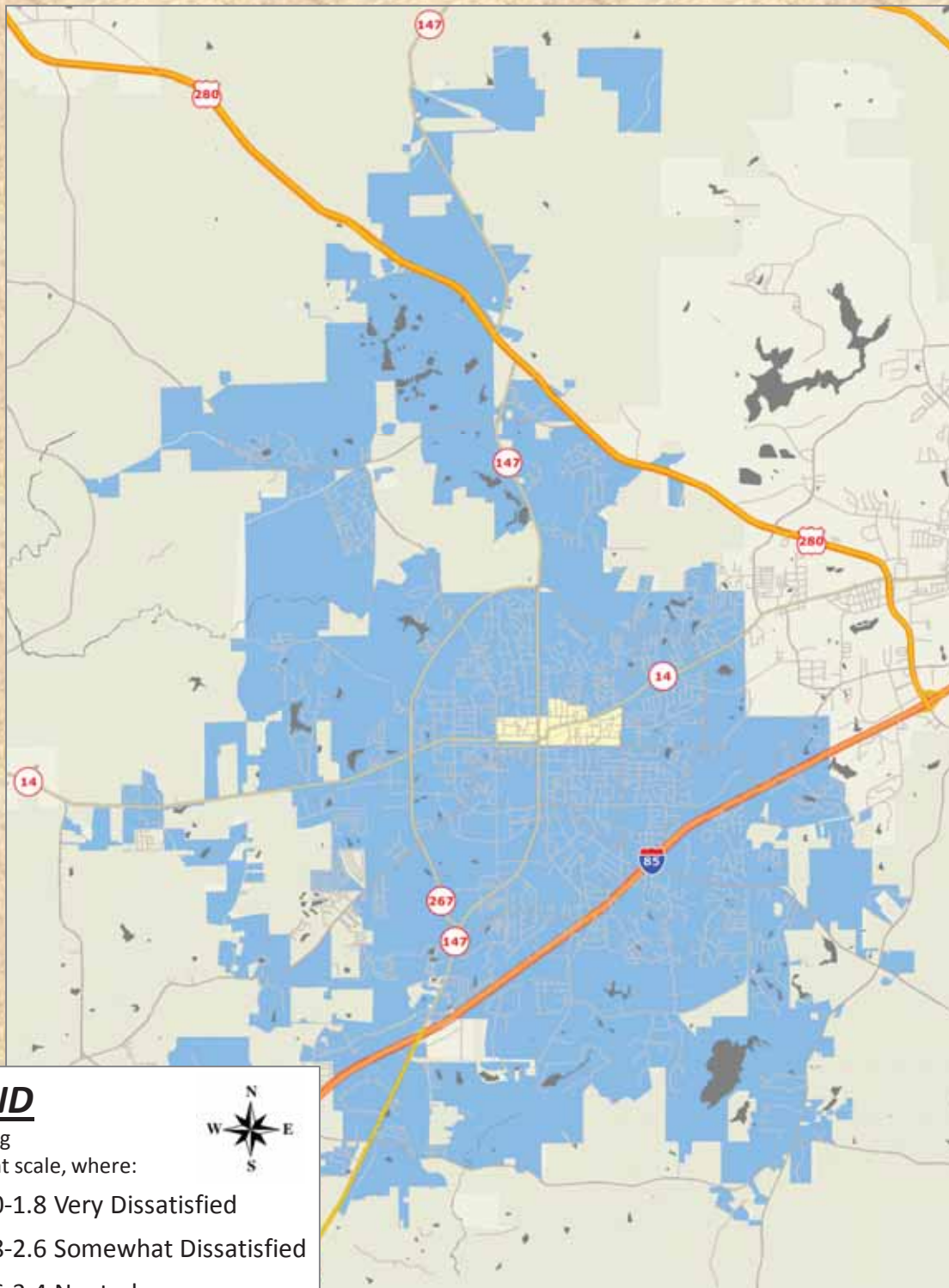
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q5b. Satisfaction with overall effectiveness of appointed boards and commissions



LEGEND

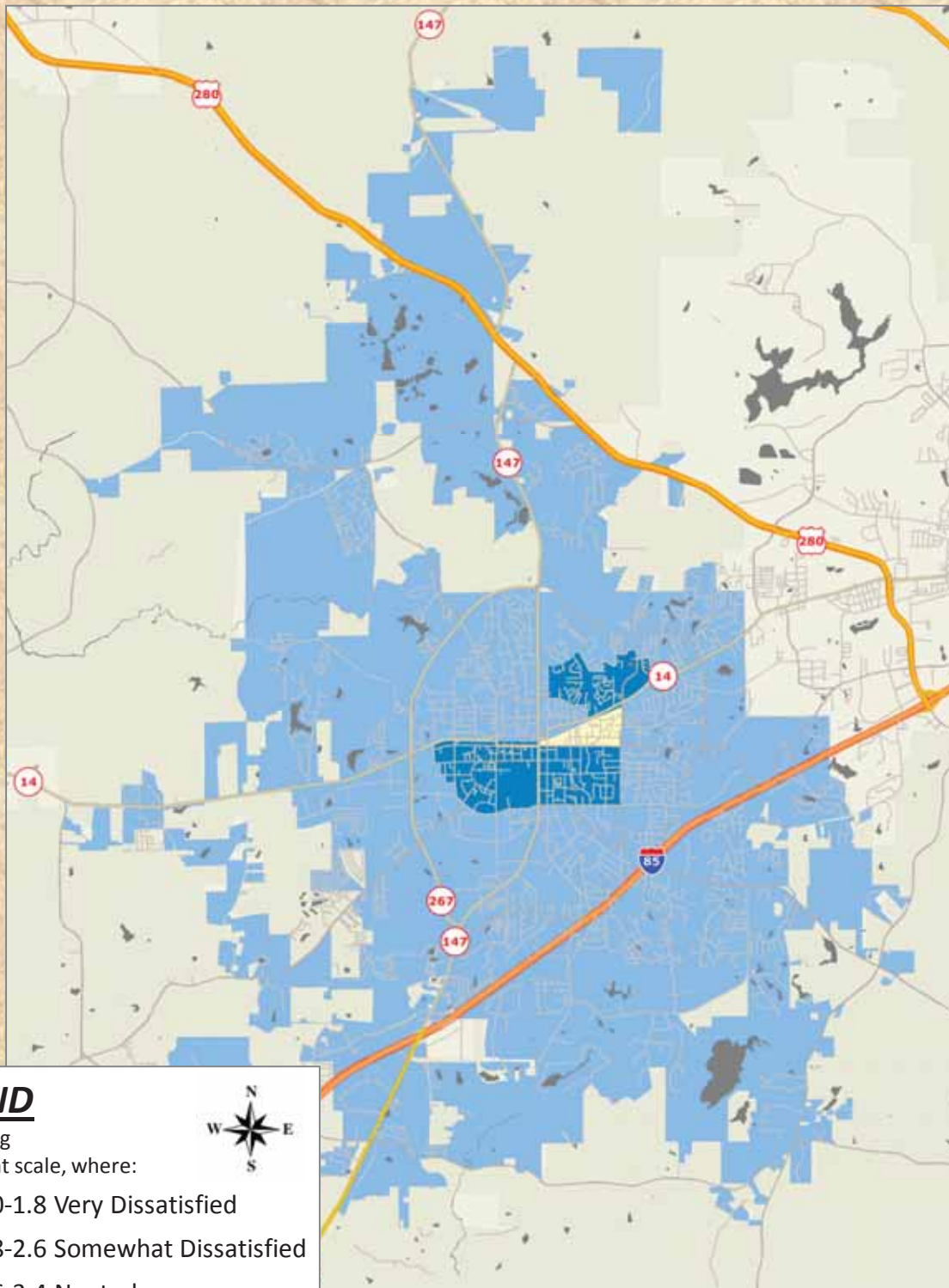
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey







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

Q5c. Satisfaction with the overall effectiveness of the City Manager



LEGEND

Mean rating
on a 5-point scale, where:

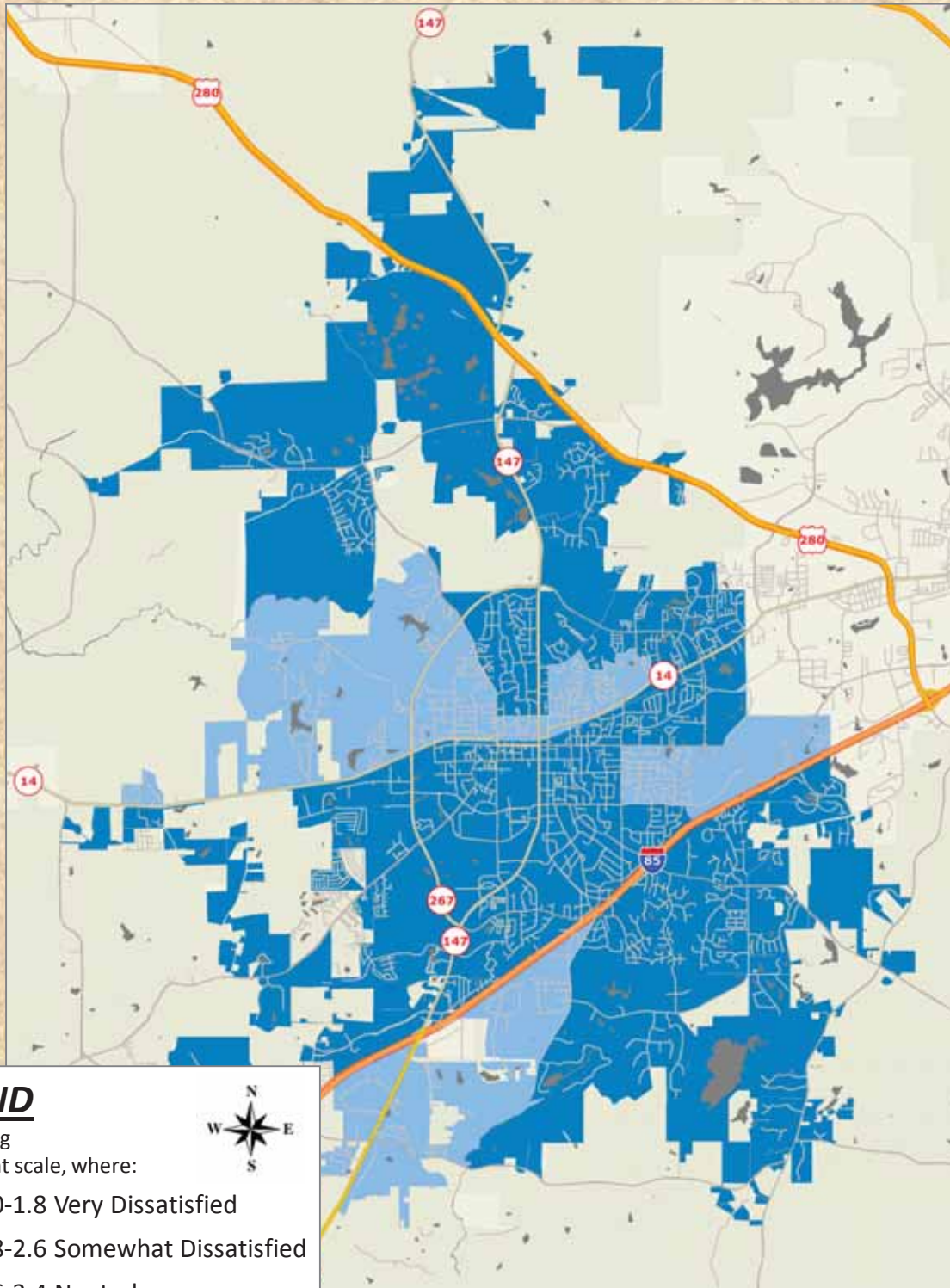
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q6a. Satisfaction with overall quality of police protection



LEGEND

Mean rating on a 5-point scale, where:

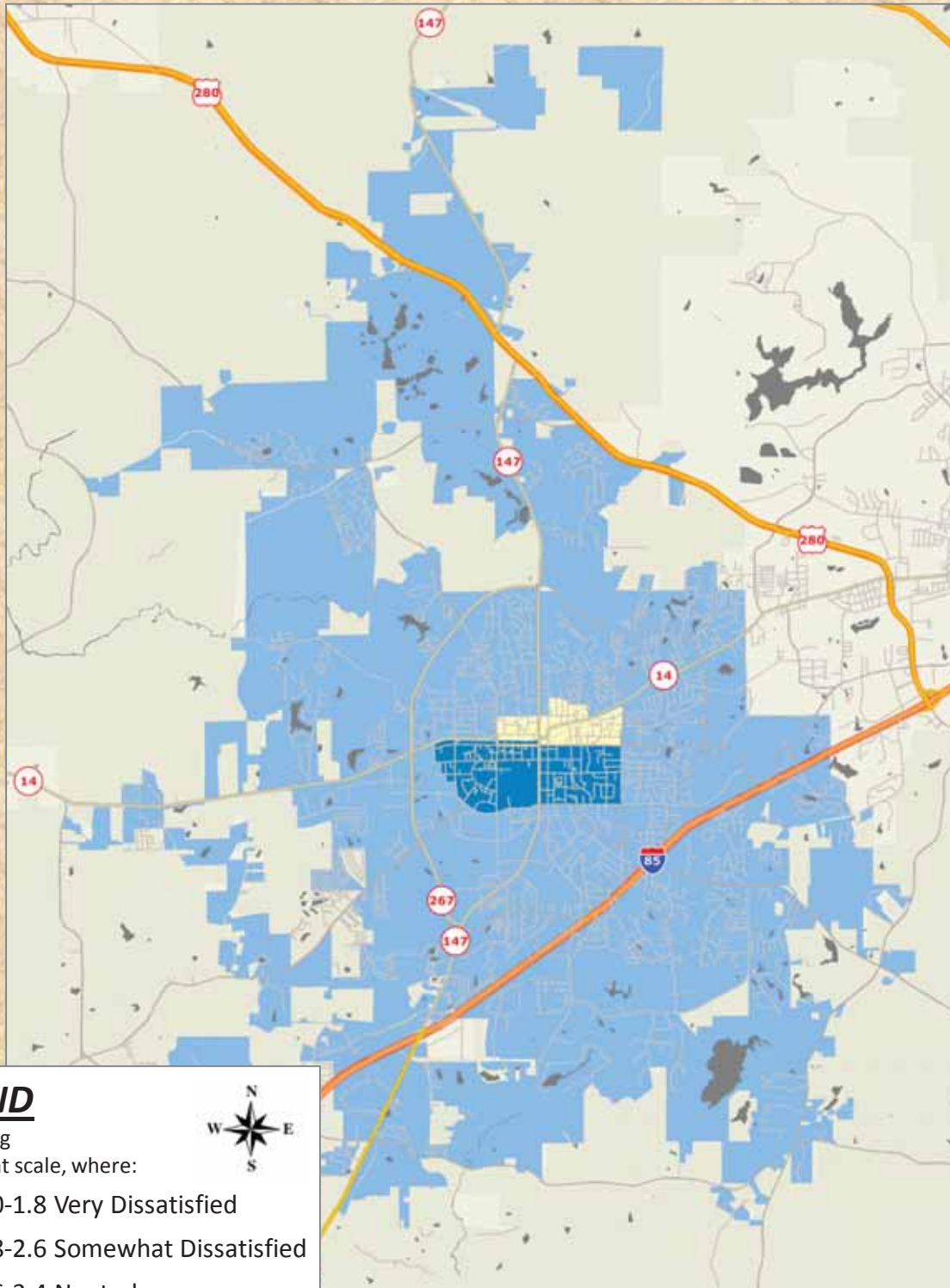
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q6b. Satisfaction with visibility of police in neighborhoods



LEGEND

Mean rating
on a 5-point scale, where:

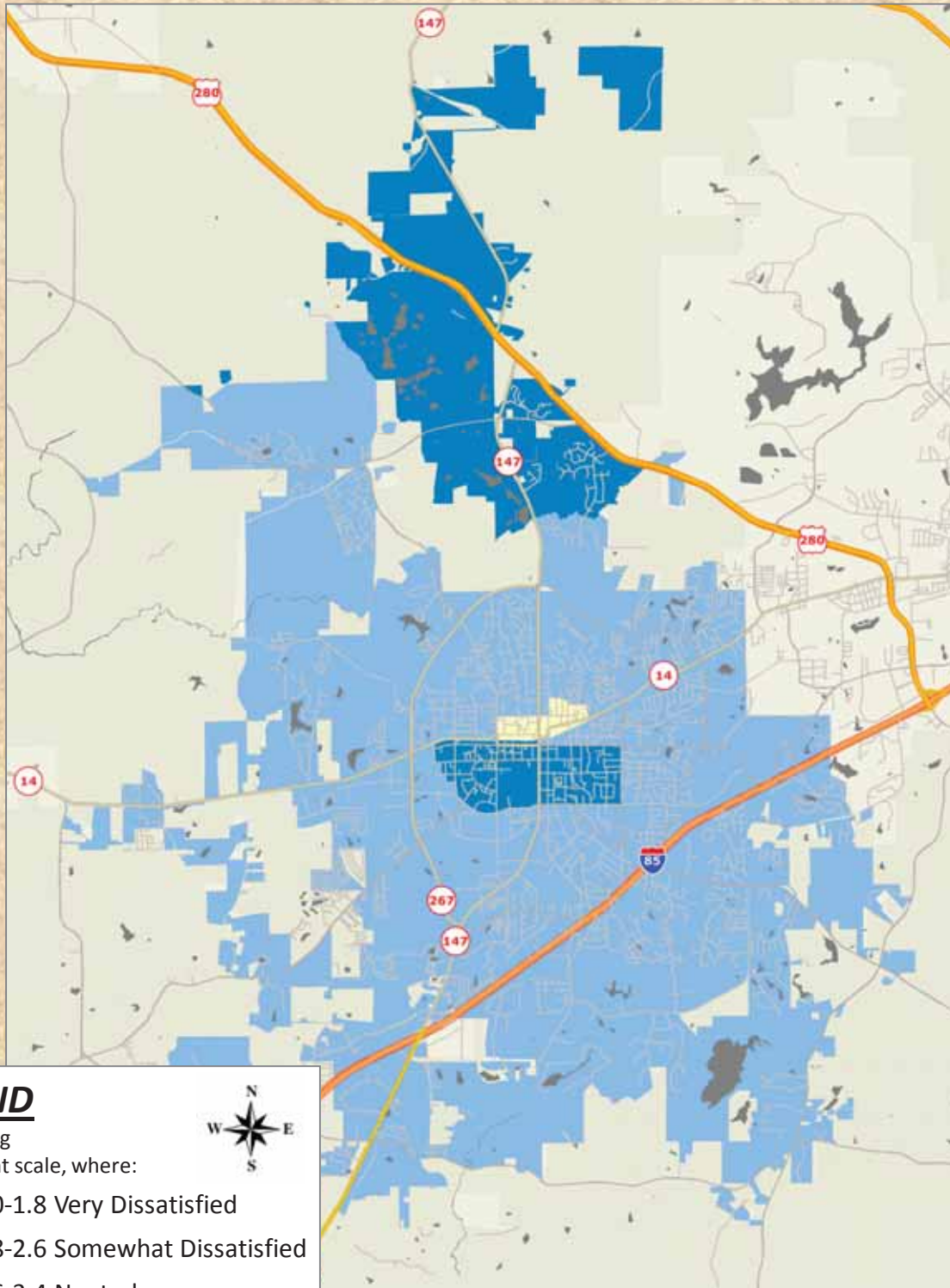
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q6c. Satisfaction with visibility of police in retail areas



LEGEND

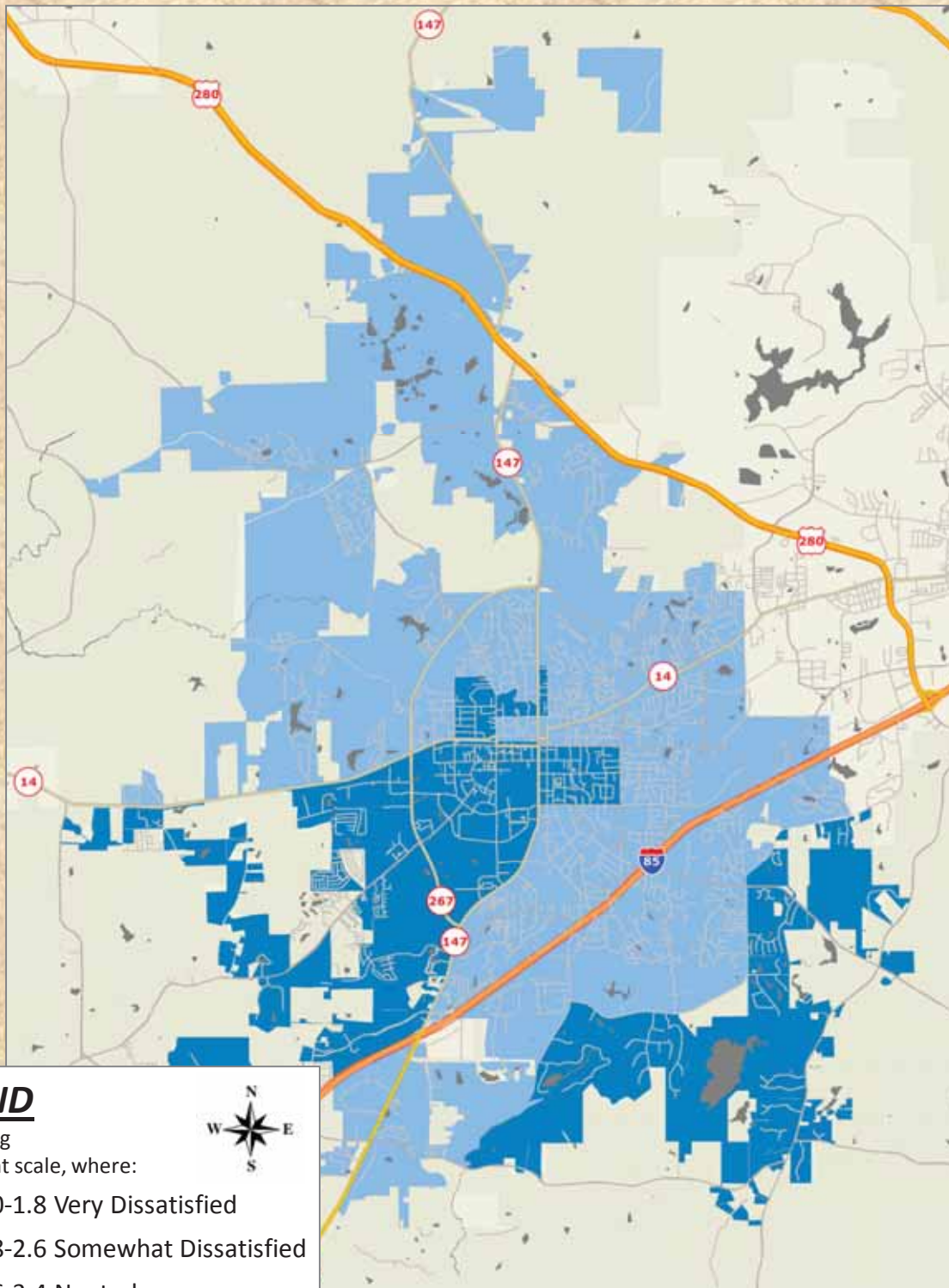
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey







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

Q6d. Satisfaction with police response time



LEGEND

Mean rating
on a 5-point scale, where:

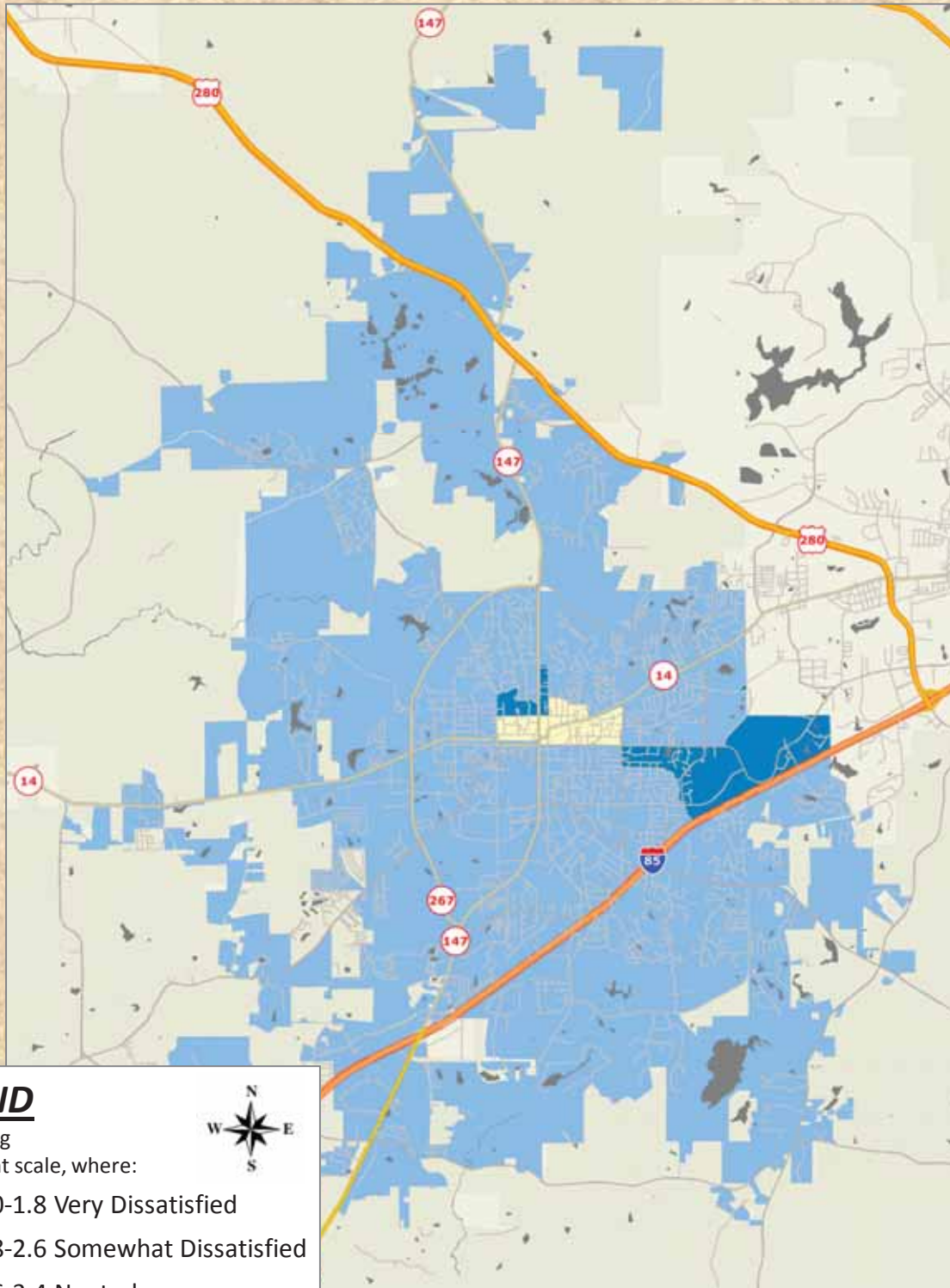
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q6e. Satisfaction with efforts to prevent crime



LEGEND

Mean rating
on a 5-point scale, where:

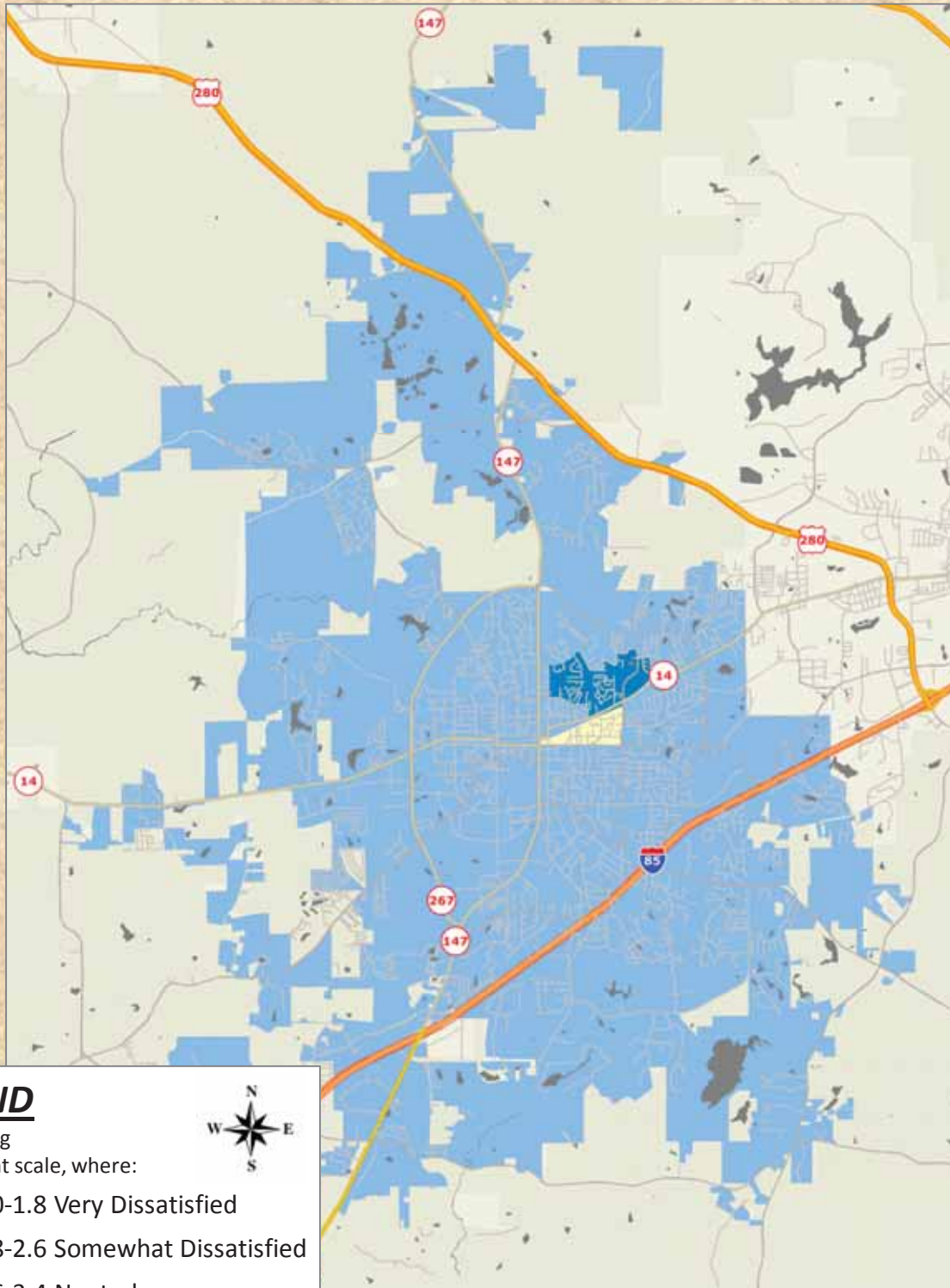
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q6f. Satisfaction with police safety education programs



LEGEND

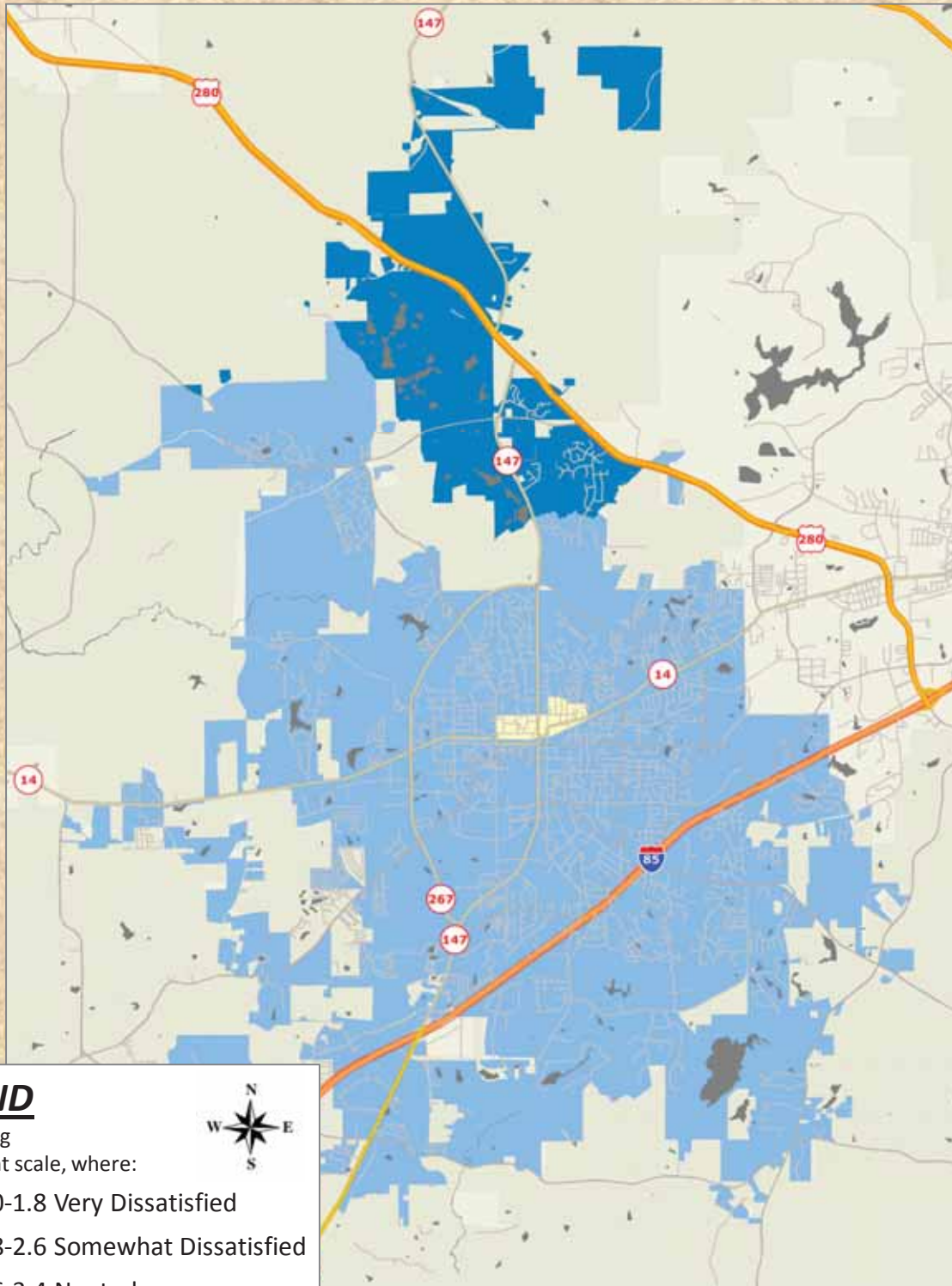
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q6g. Satisfaction with enforcement of traffic laws



LEGEND

Mean rating
on a 5-point scale, where:

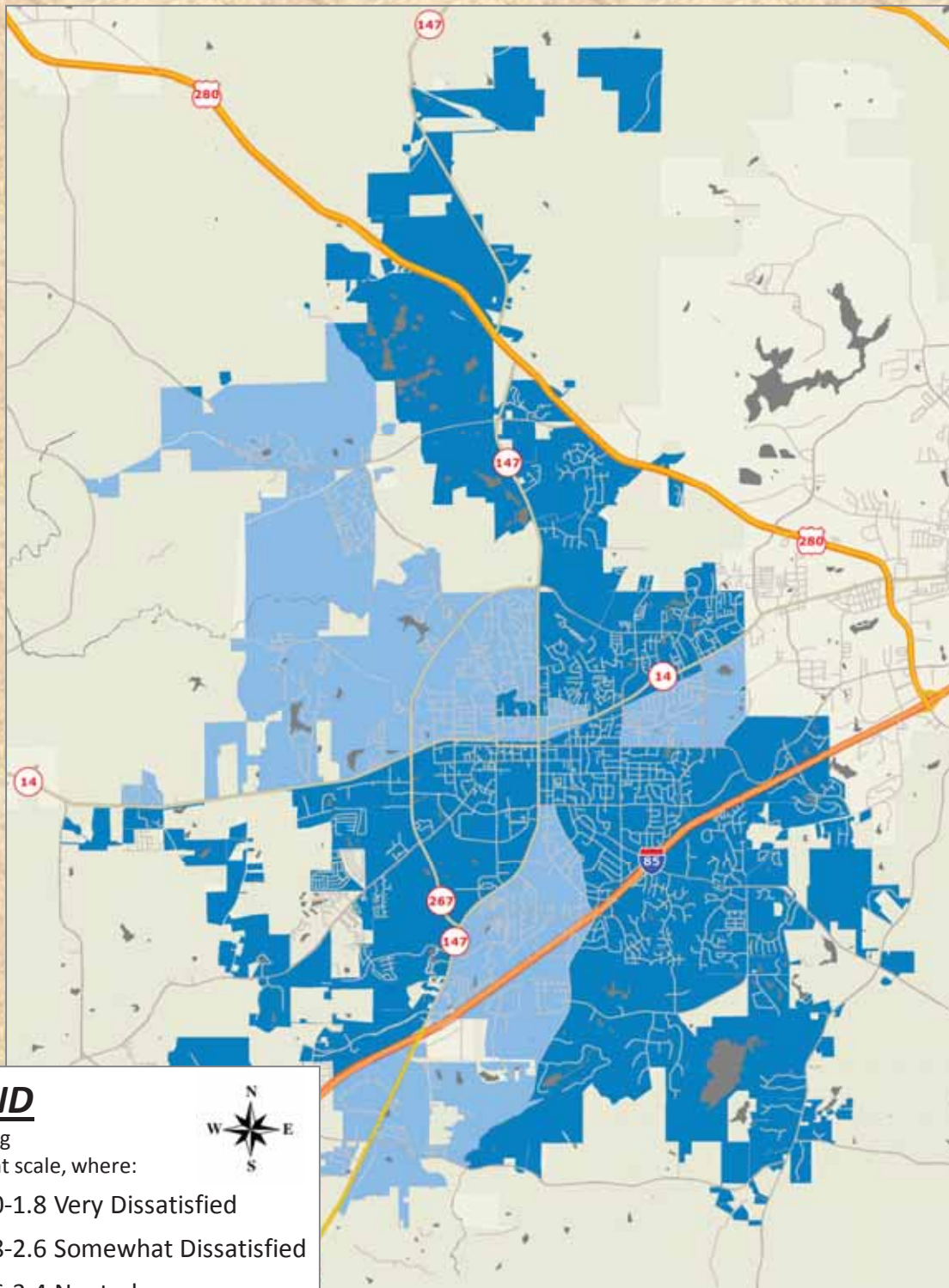
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q6h. Satisfaction with overall quality of fire protection



LEGEND

Mean rating
on a 5-point scale, where:

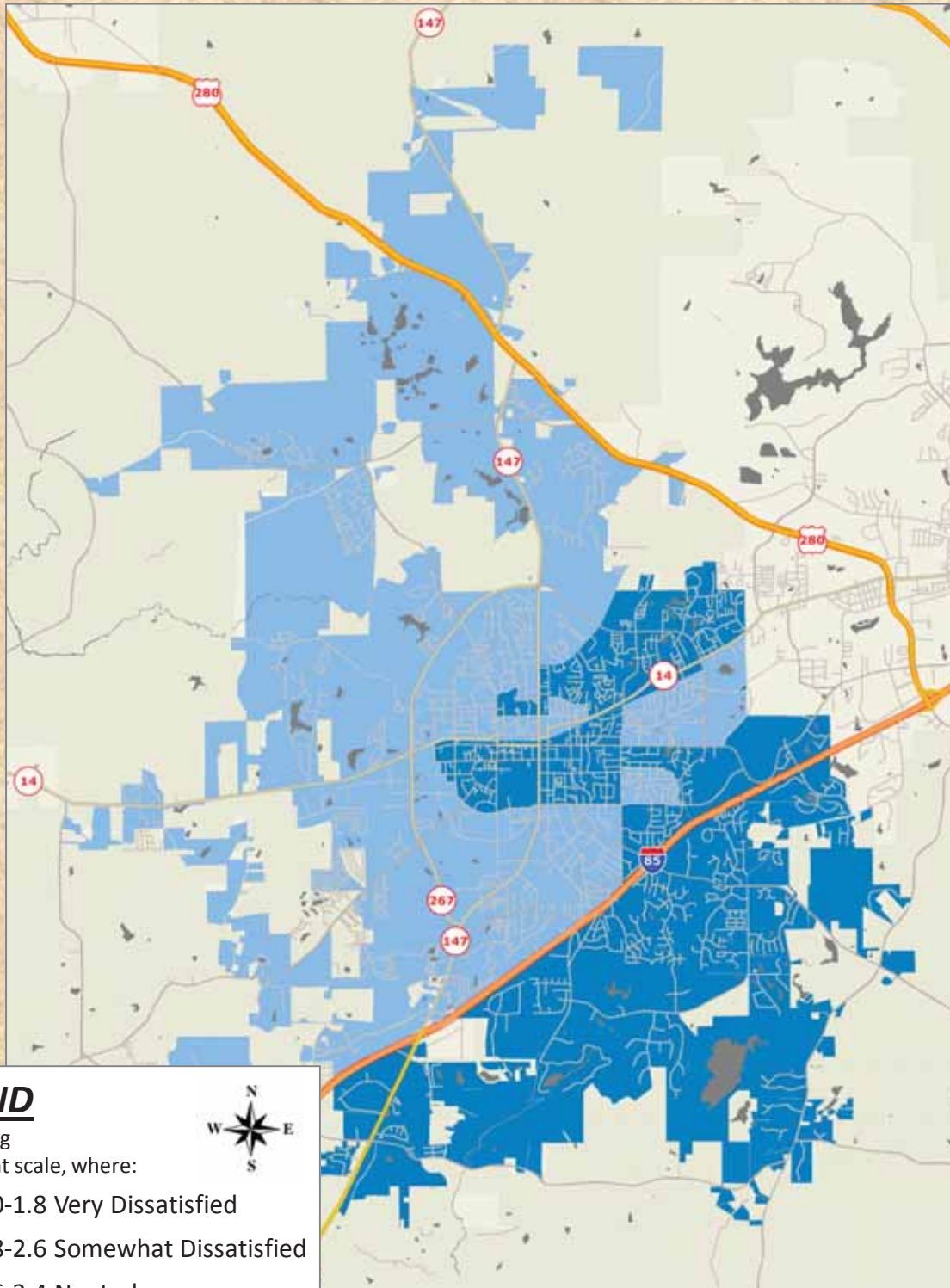
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q6i. Satisfaction with fire personnel emergency response time



LEGEND

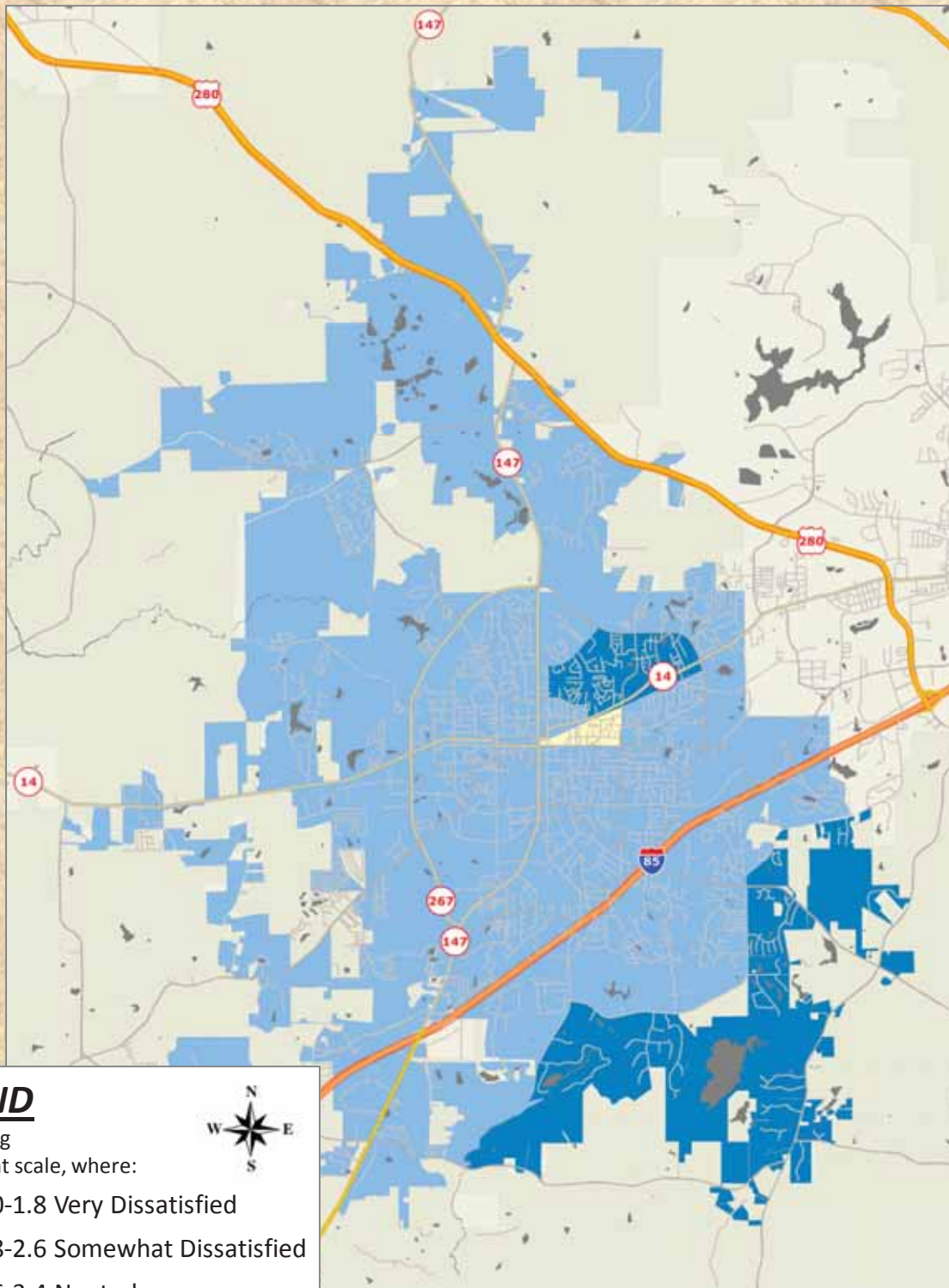
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q6j. Satisfaction with the quality of fire safety education programs



LEGEND

Mean rating
on a 5-point scale, where:

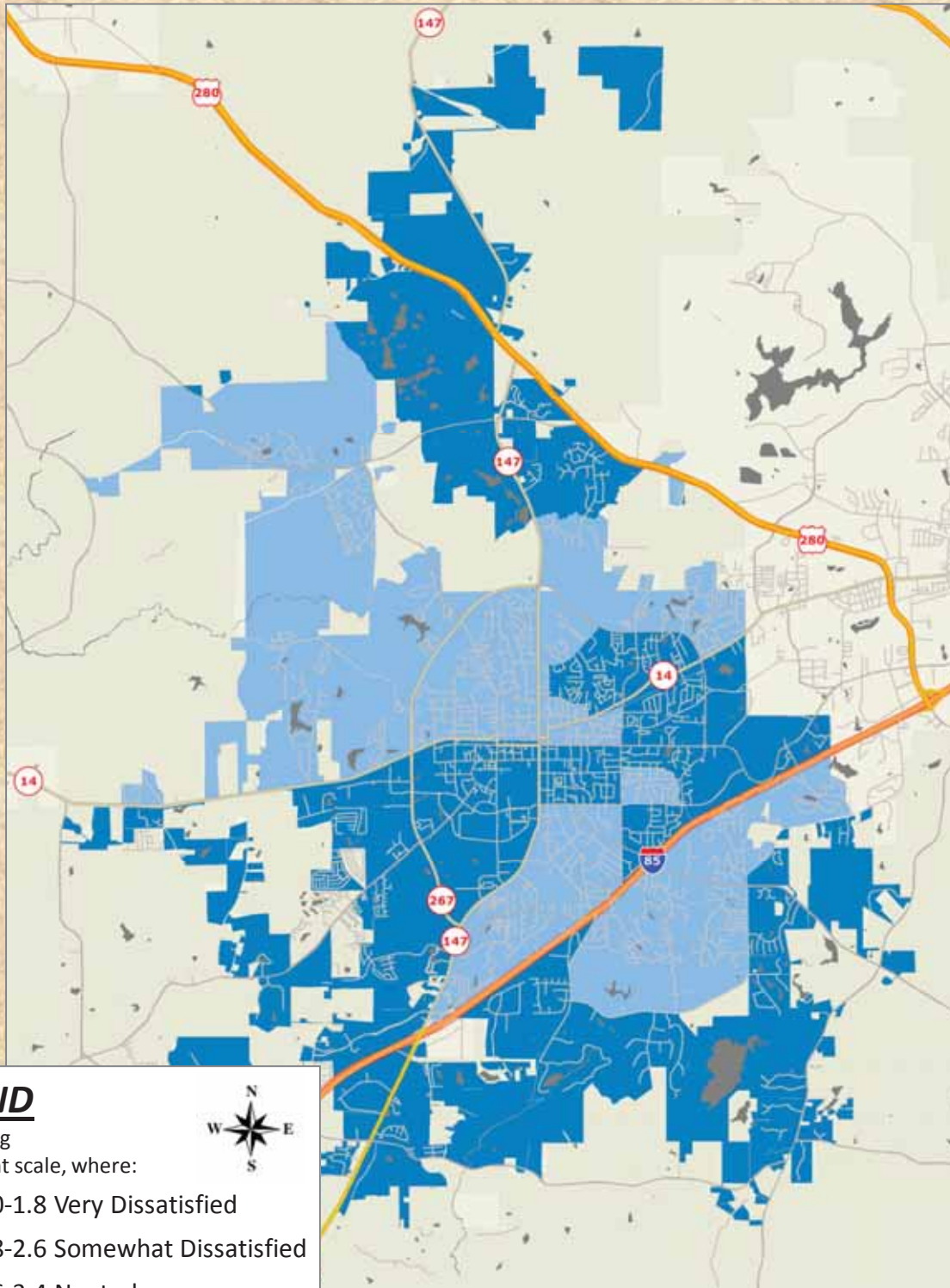
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q6k. Satisfaction with the quality of local ambulance service



LEGEND

Mean rating
on a 5-point scale, where:

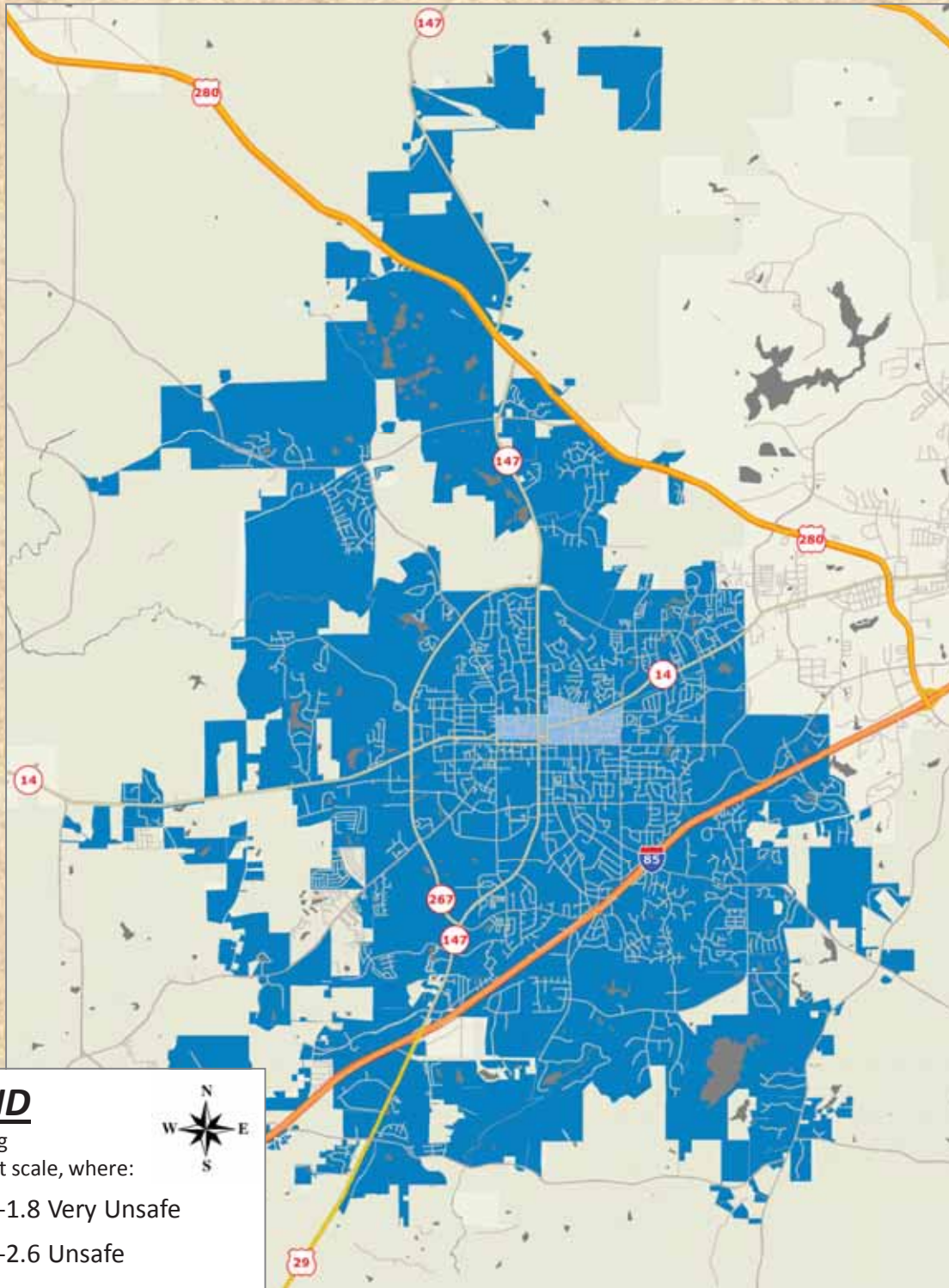
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q8a. Feeling of safety in your neighborhood during the day



LEGEND

Mean rating on a 5-point scale, where:

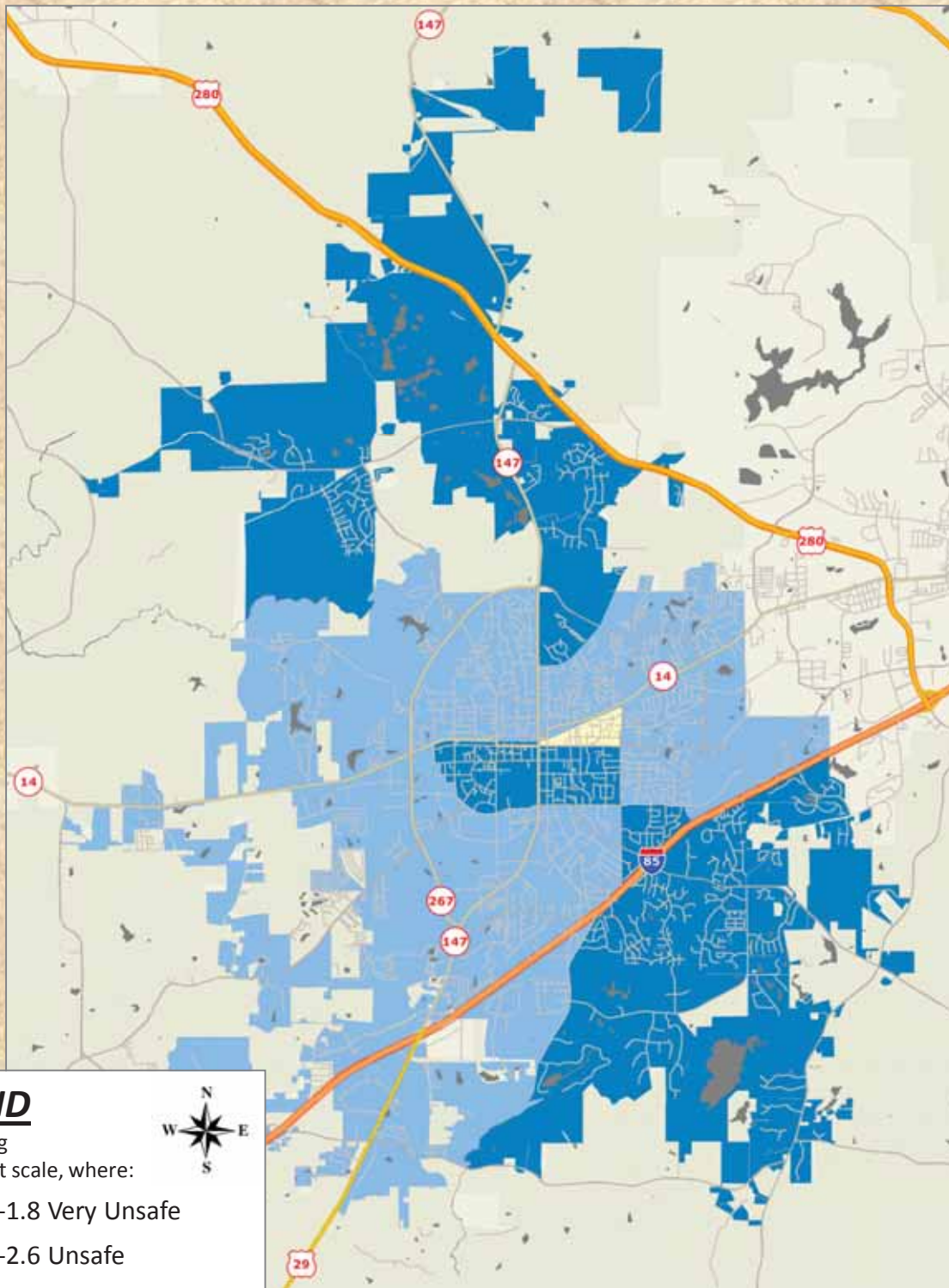


- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)

2013 Auburn Citizen Survey

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

Q8b. Feeling of safety in your neighborhood at night



LEGEND

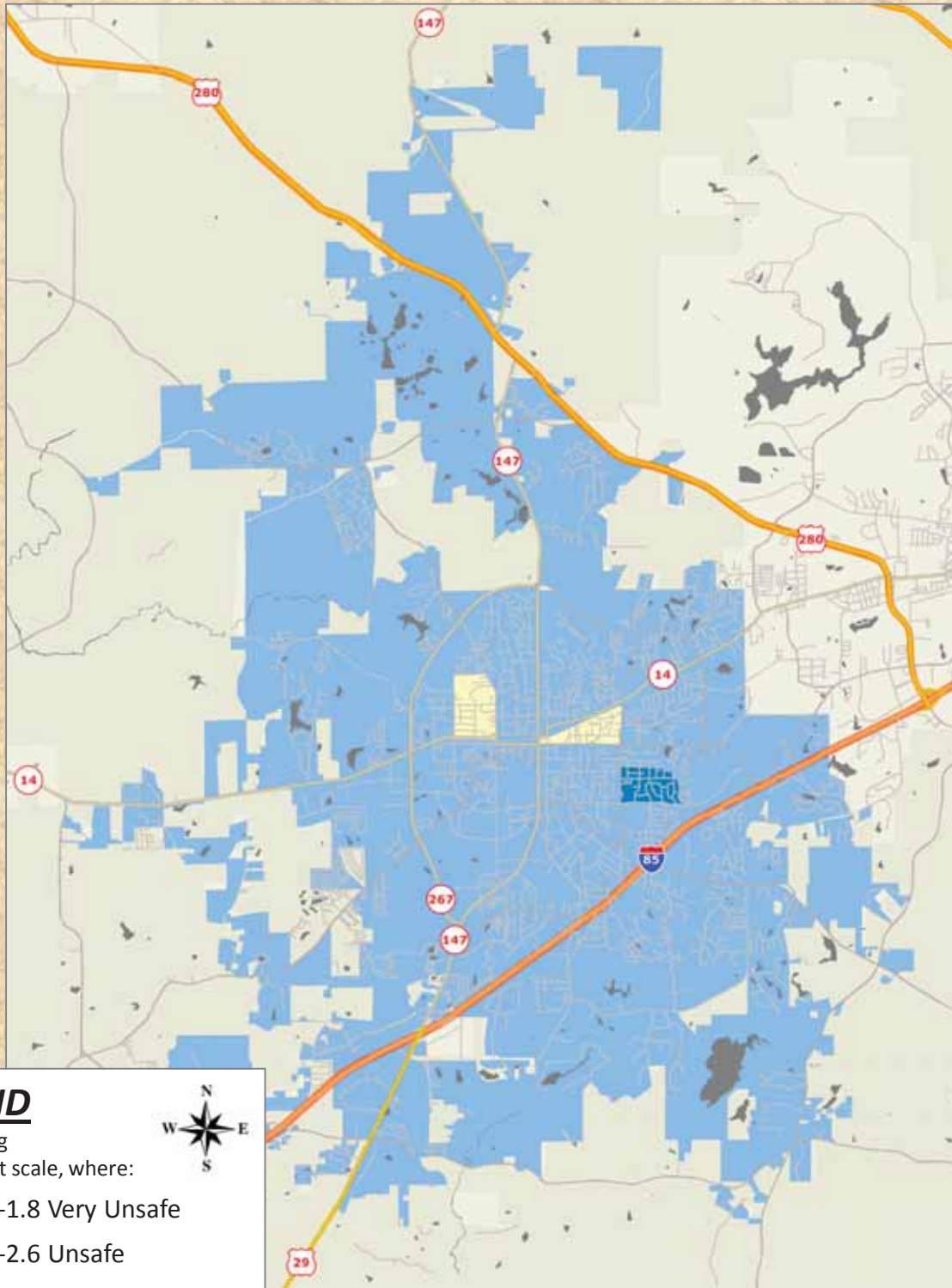
Mean rating on a 5-point scale, where:

- 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)

2013 Auburn Citizen Survey

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

Q8c. Feeling of safety in the city's parks



LEGEND

Mean rating
on a 5-point scale, where:

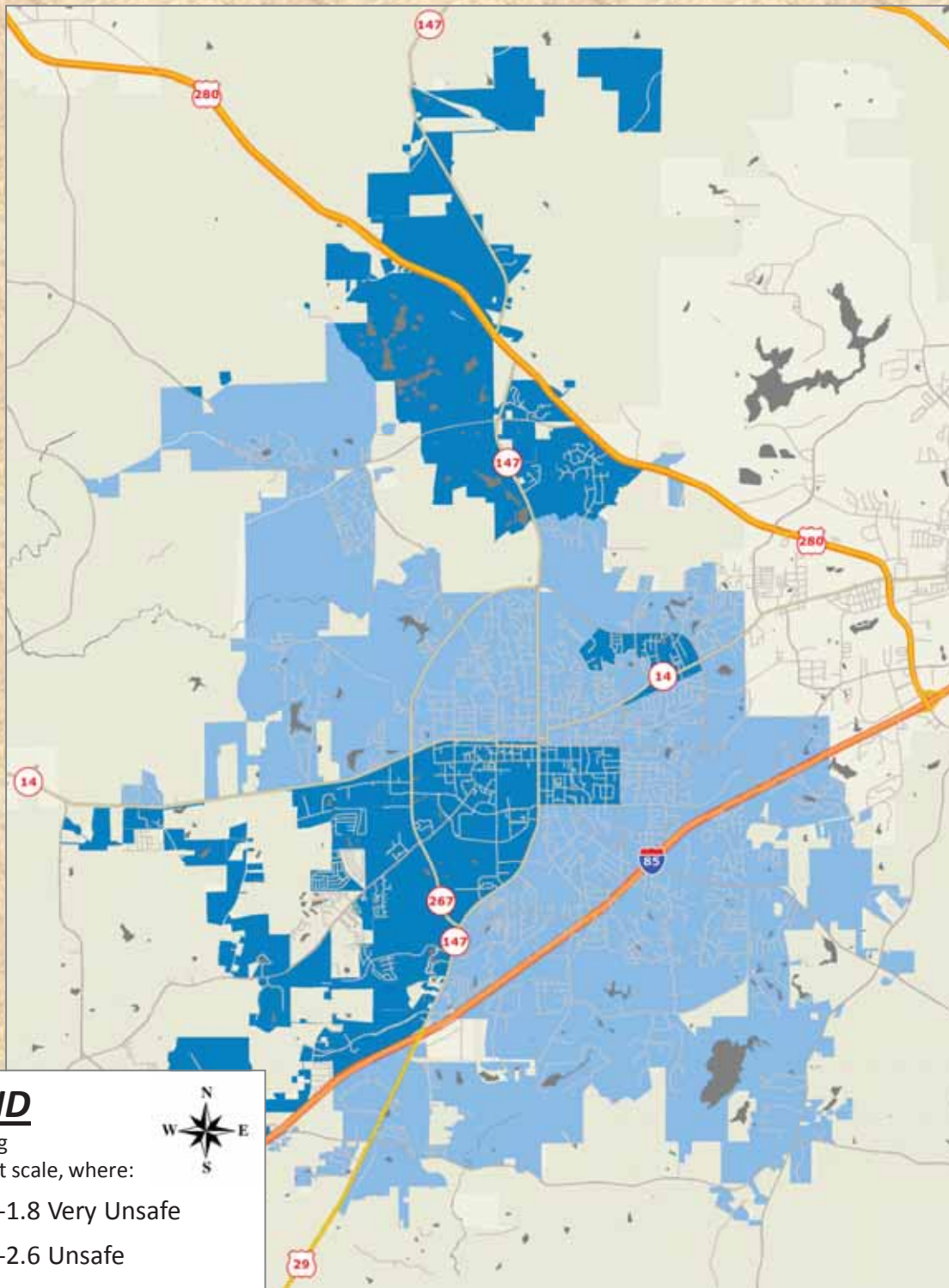
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)



2013 Auburn Citizen Survey

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

Q8d. Feeling of safety in commercial and retail areas



LEGEND

Mean rating
on a 5-point scale, where:

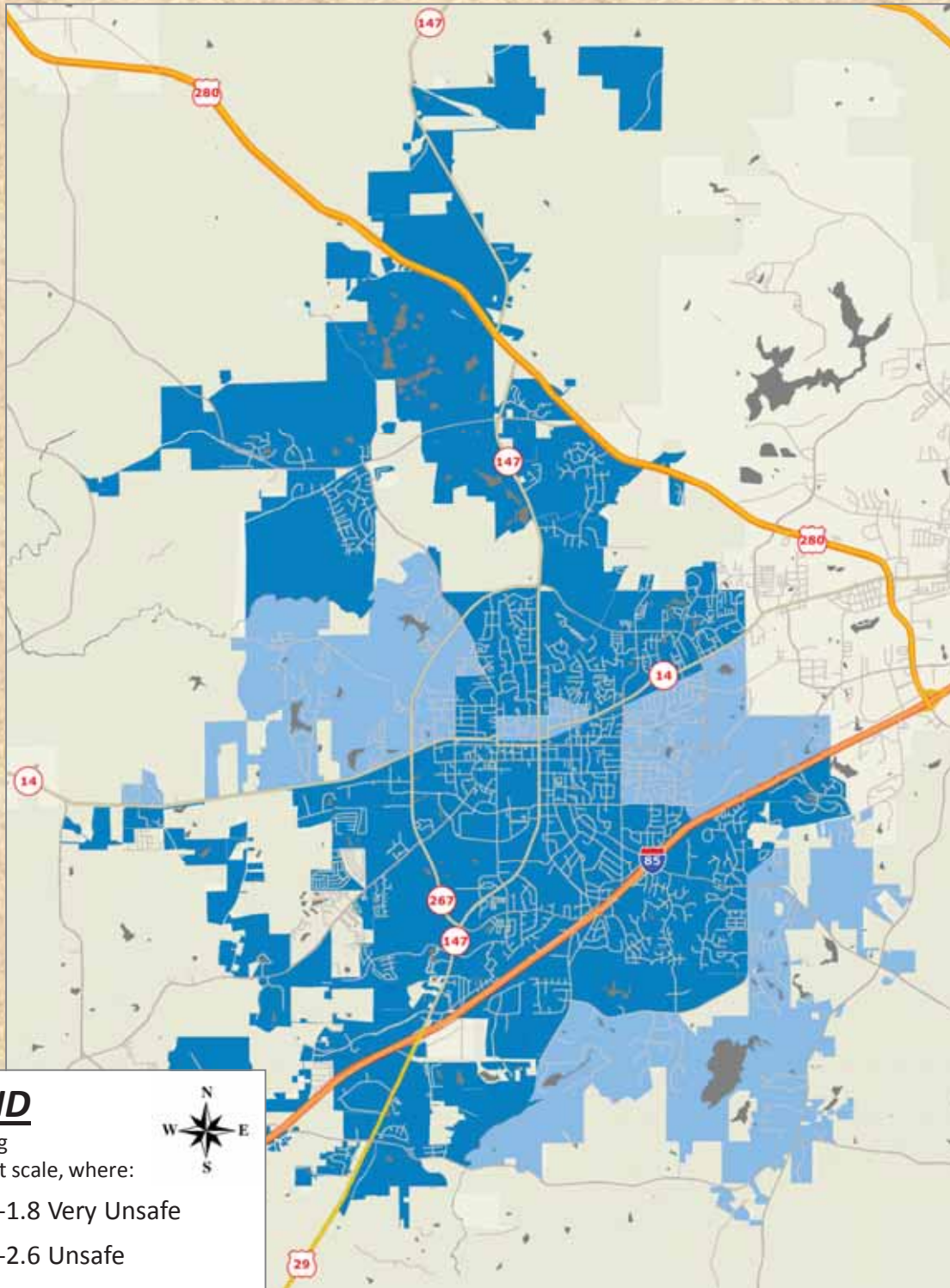
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)



2013 Auburn Citizen Survey

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

Q8e. Feeling of safety in downtown Auburn



LEGEND

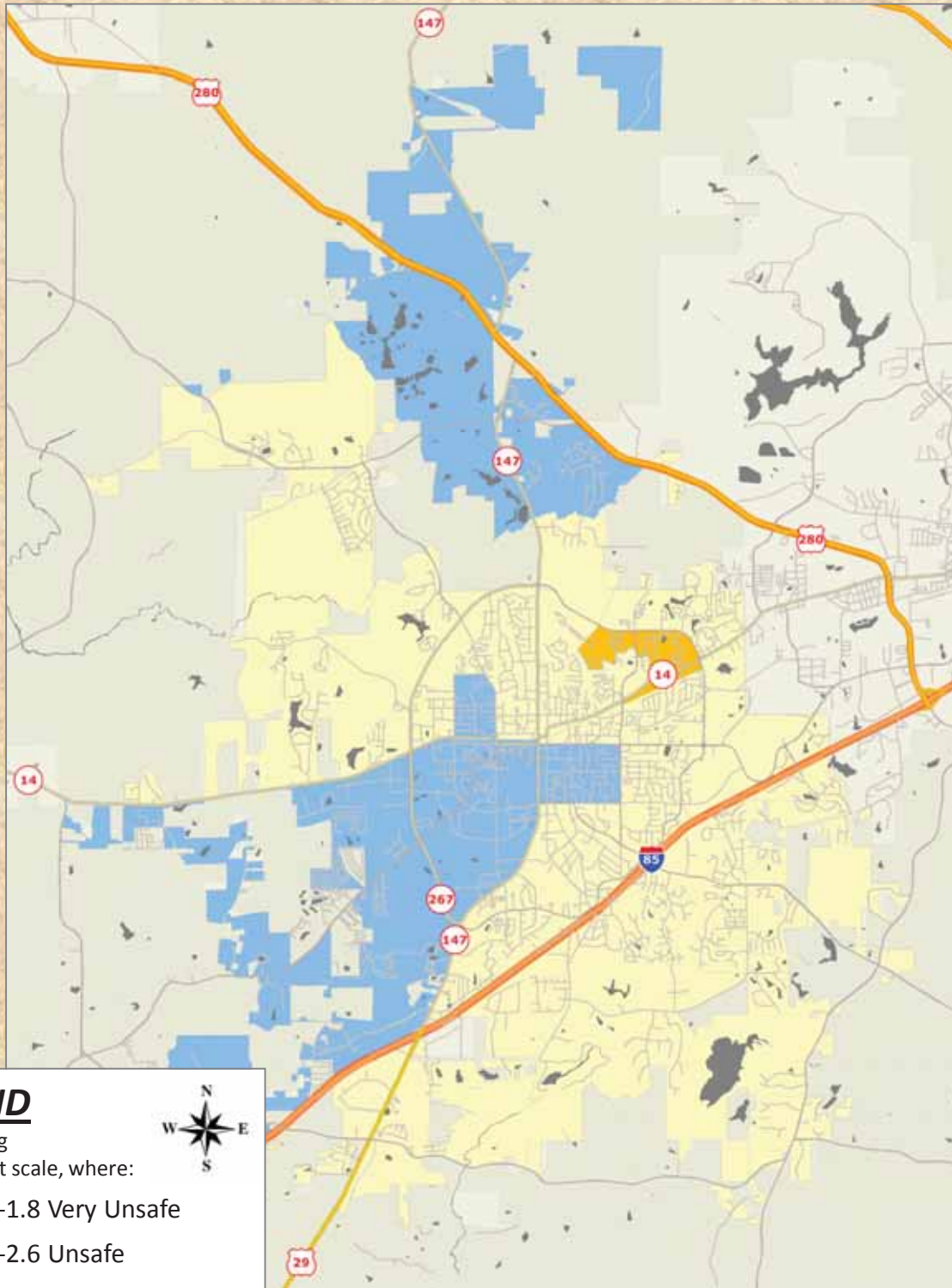
Mean rating
on a 5-point scale, where:

- 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)

2013 Auburn Citizen Survey

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

Q8f. Feeling of safety traveling by bicycle in Auburn



LEGEND

Mean rating on a 5-point scale, where:

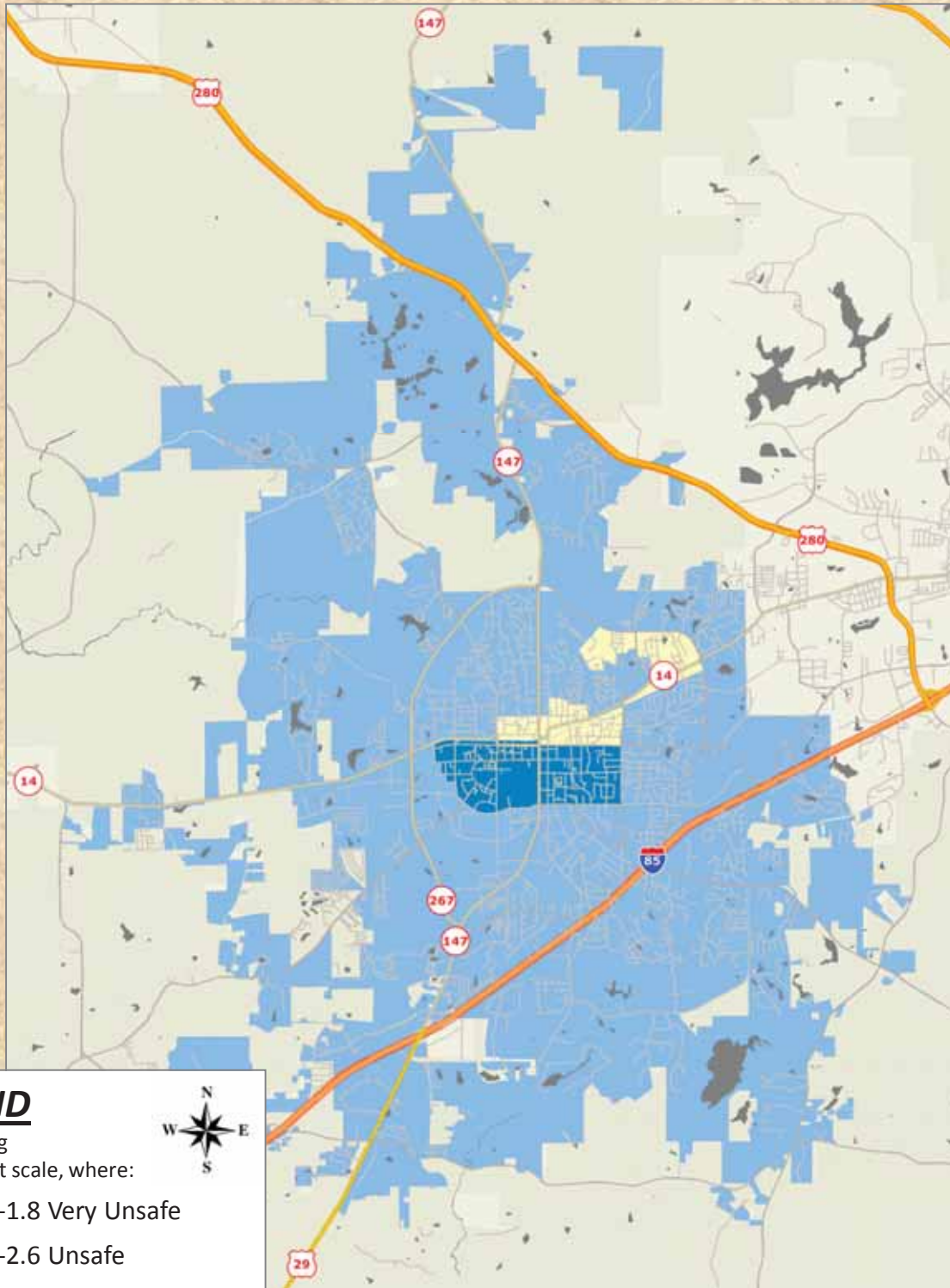
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)



2013 Auburn Citizen Survey

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

Q8g. Feeling of safety traveling as a pedestrian in Auburn



LEGEND

Mean rating on a 5-point scale, where:

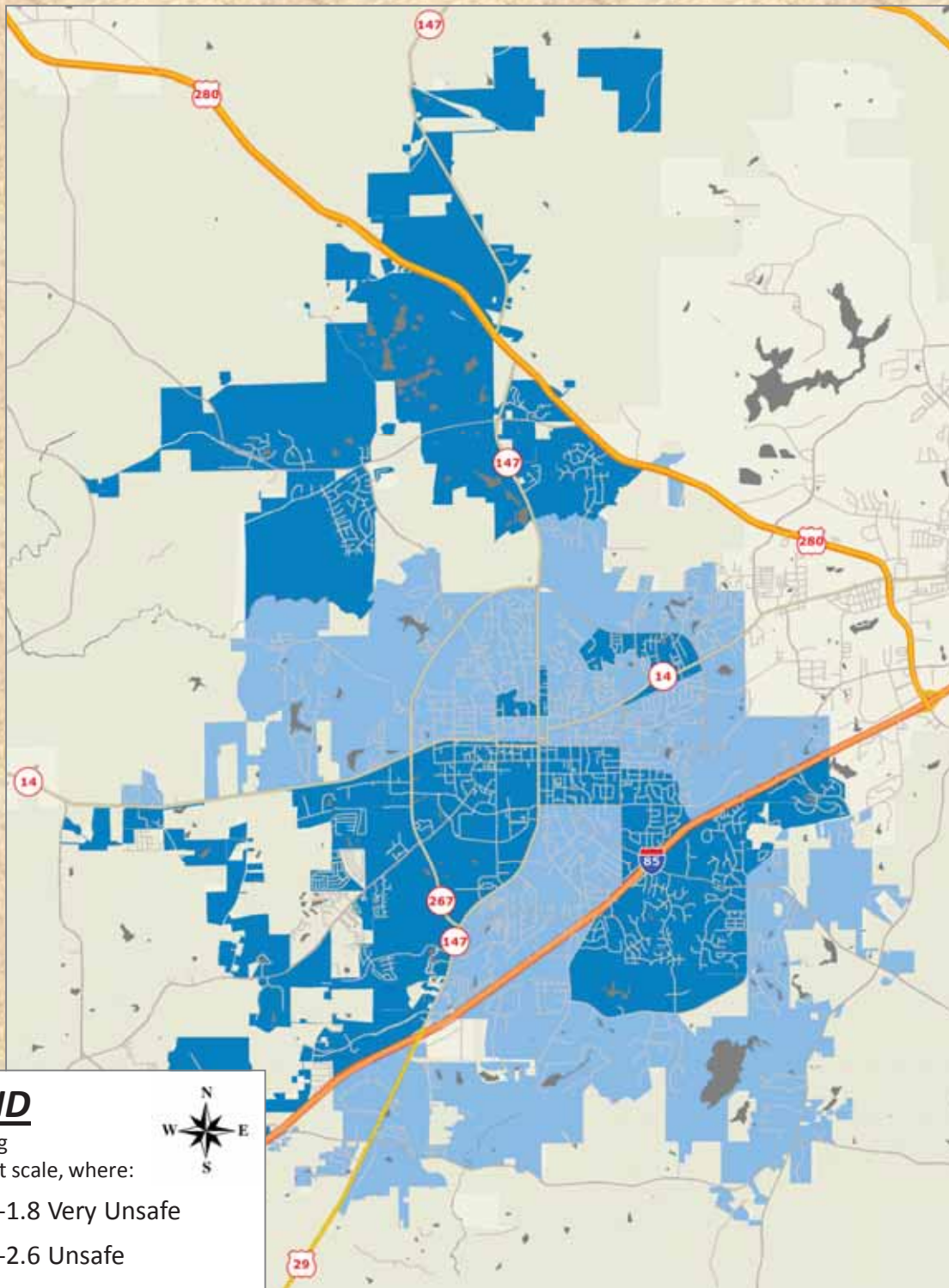
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)



2013 Auburn Citizen Survey

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

Q8h. Overall feeling of safety in Auburn



LEGEND

Mean rating on a 5-point scale, where:

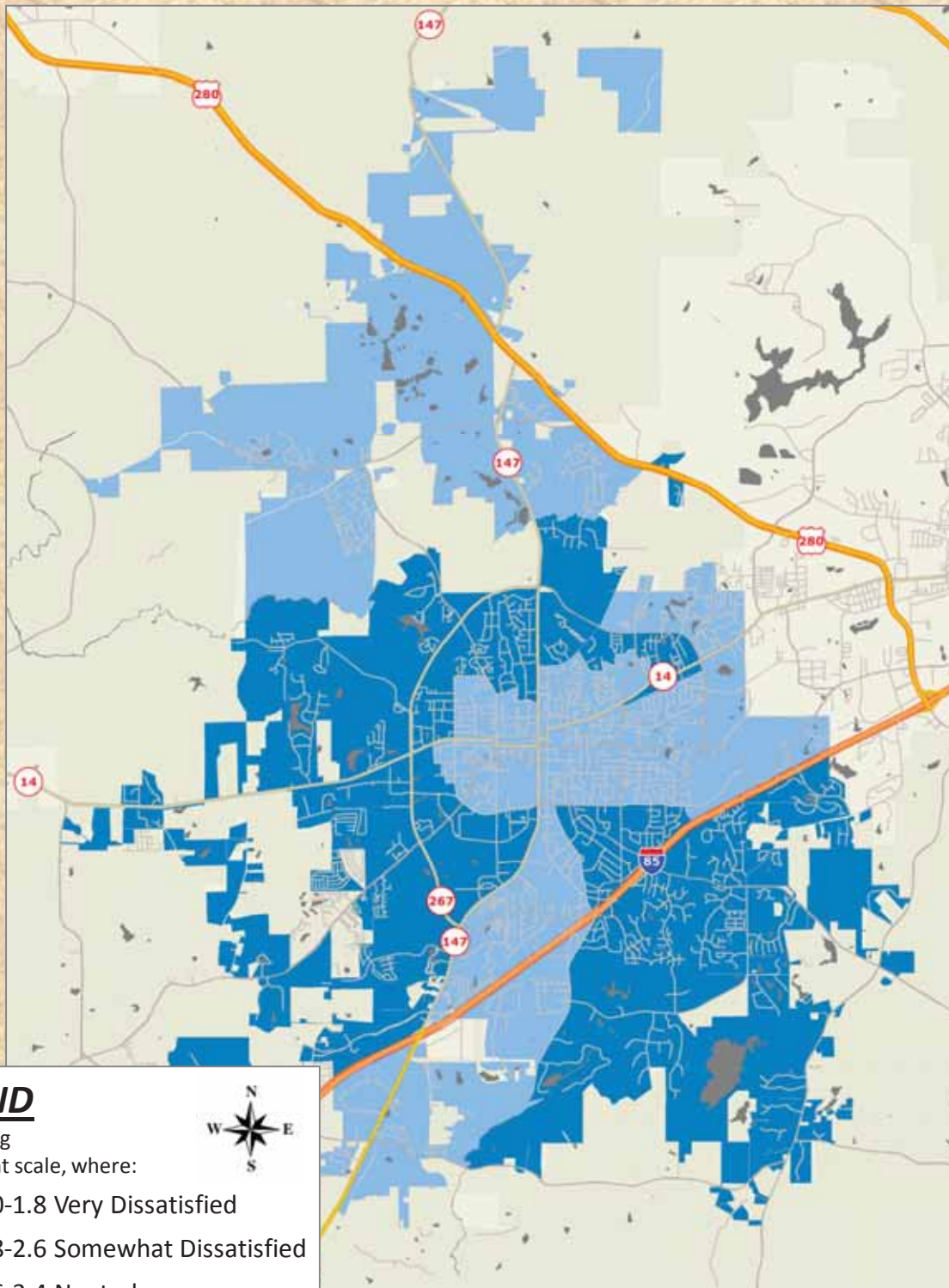
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)



2013 Auburn Citizen Survey







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

Q10a. Satisfaction with the cleanup of debris/litter in your neighborhood in your neighborhood



LEGEND

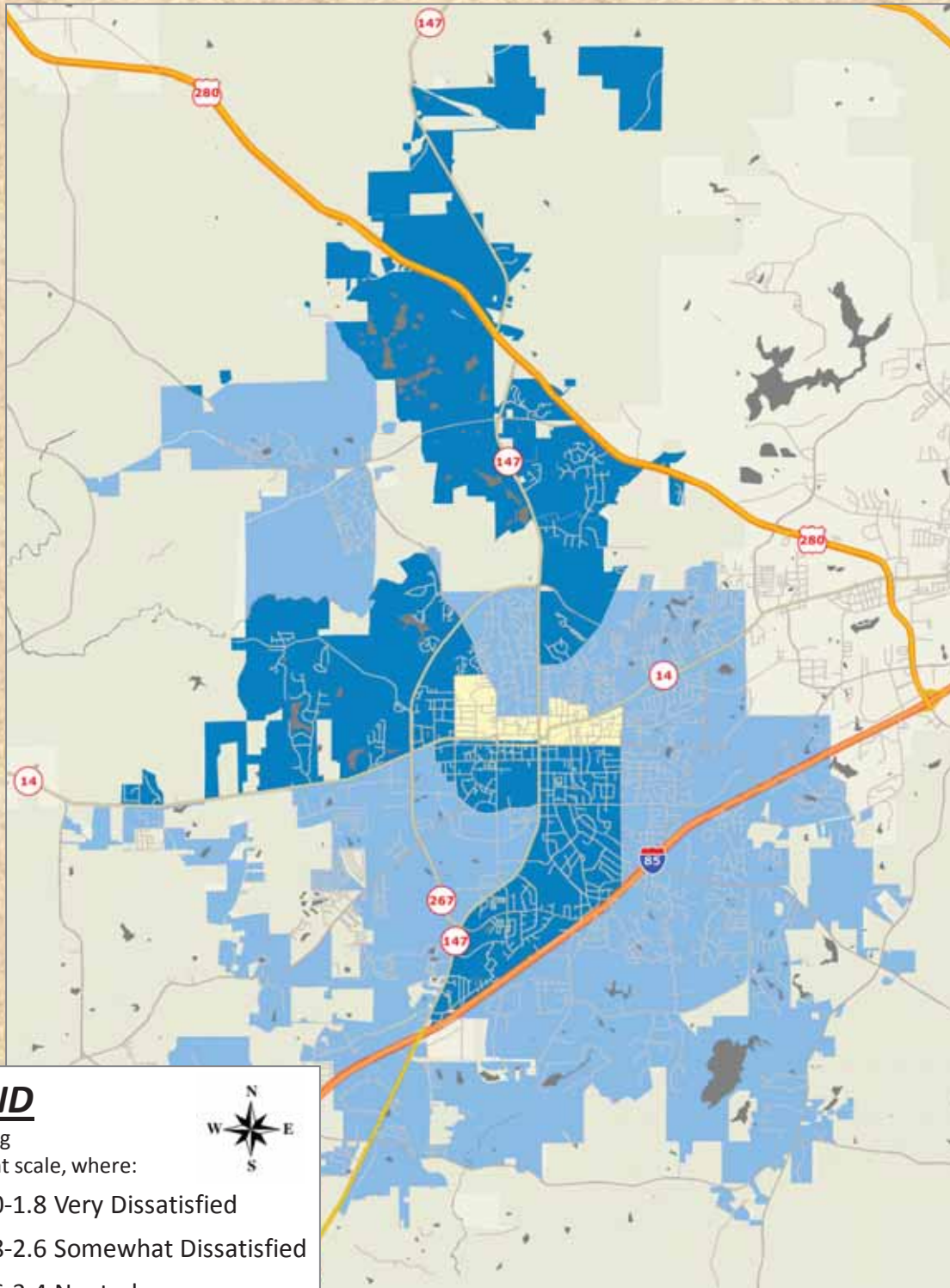
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey







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

Q10b. Satisfaction with the cleanup of junk/abandoned vehicles in your neighborhood



LEGEND

Mean rating
on a 5-point scale, where:

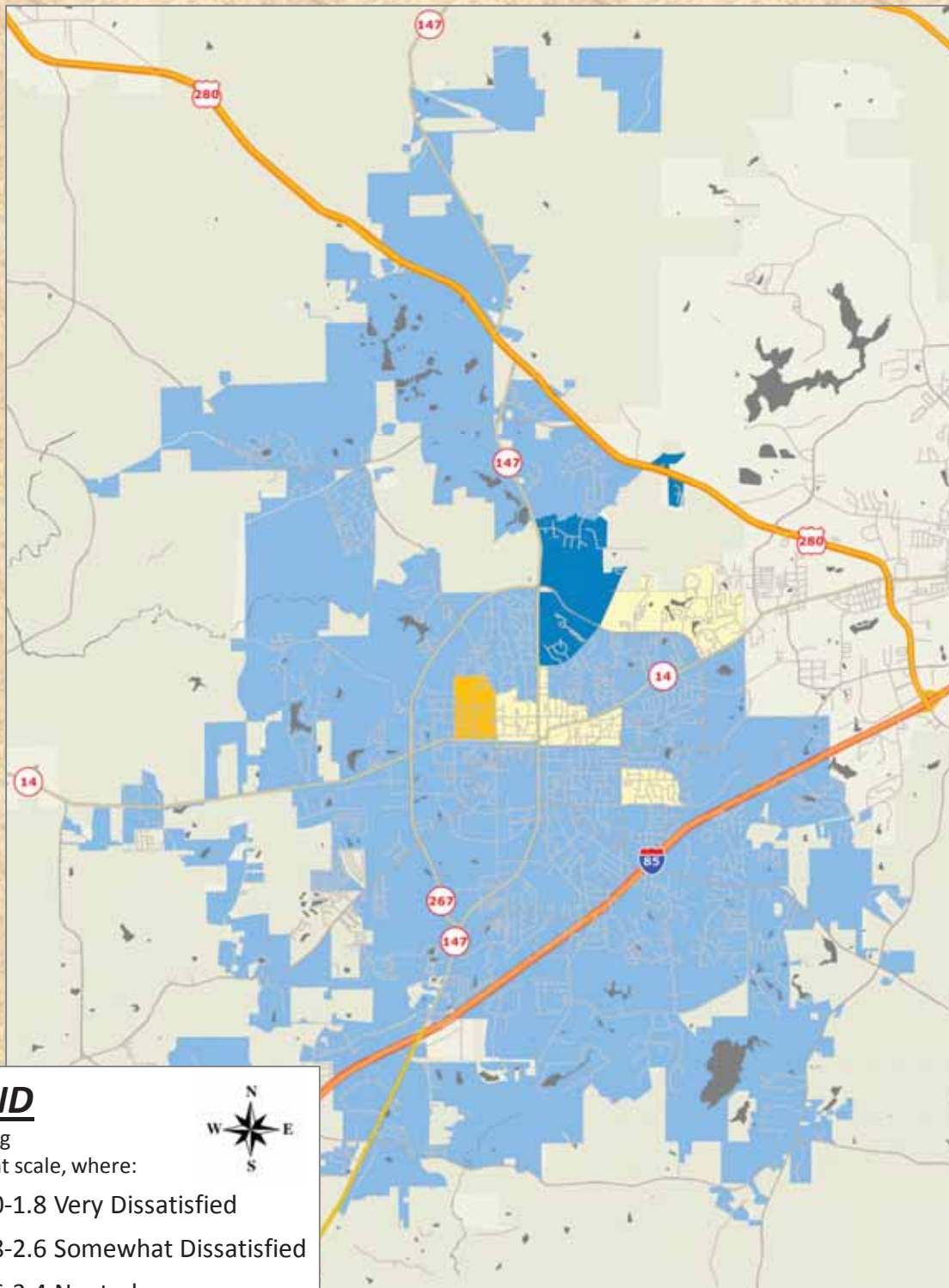
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q10c. Satisfaction with the cleanup of overgrown and weedy lots in your neighborhood



LEGEND

Mean rating
on a 5-point scale, where:

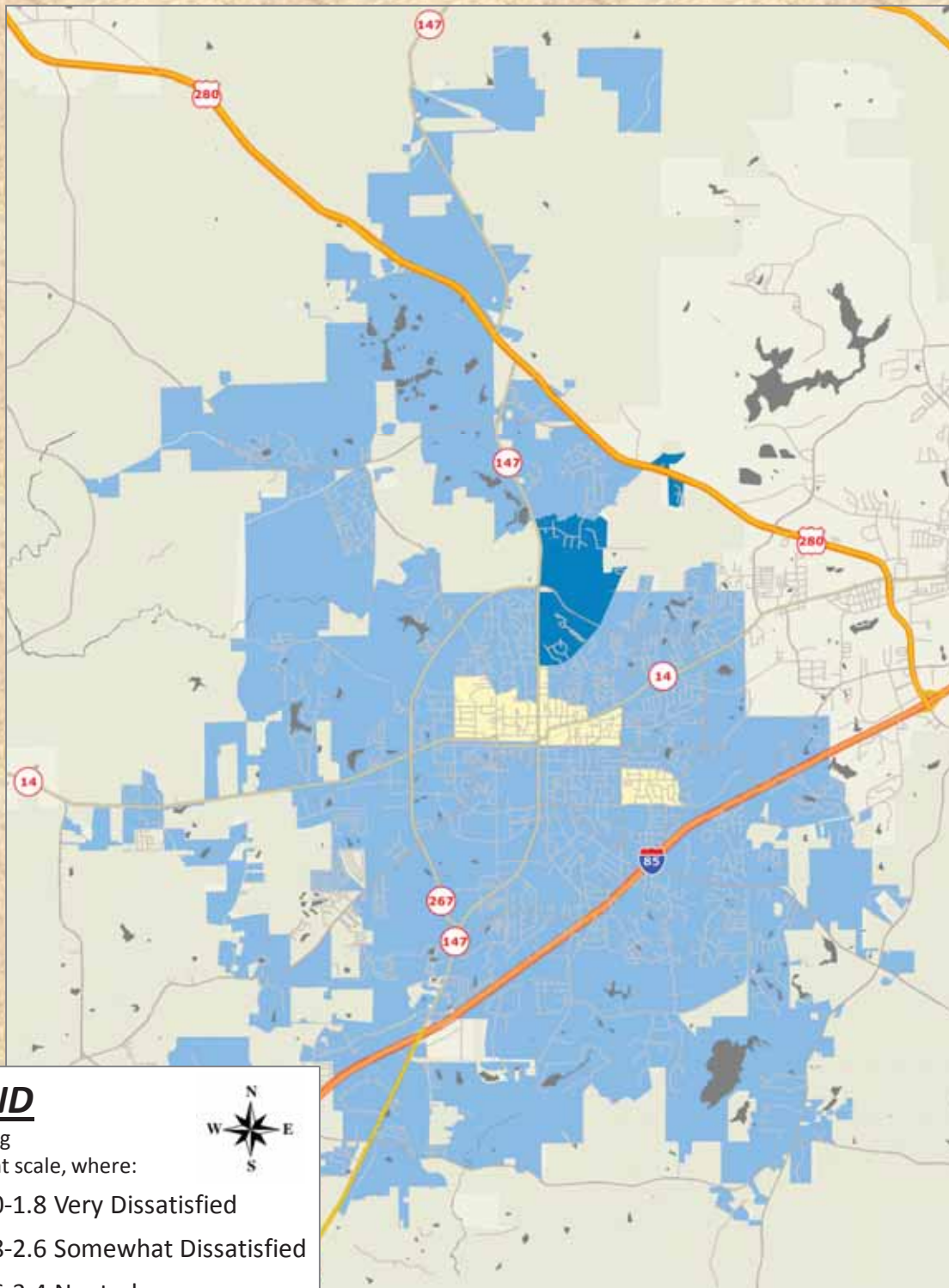
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q10d. Satisfaction with efforts to remove dilapidated structures in your neighborhood



LEGEND

Mean rating
on a 5-point scale, where:

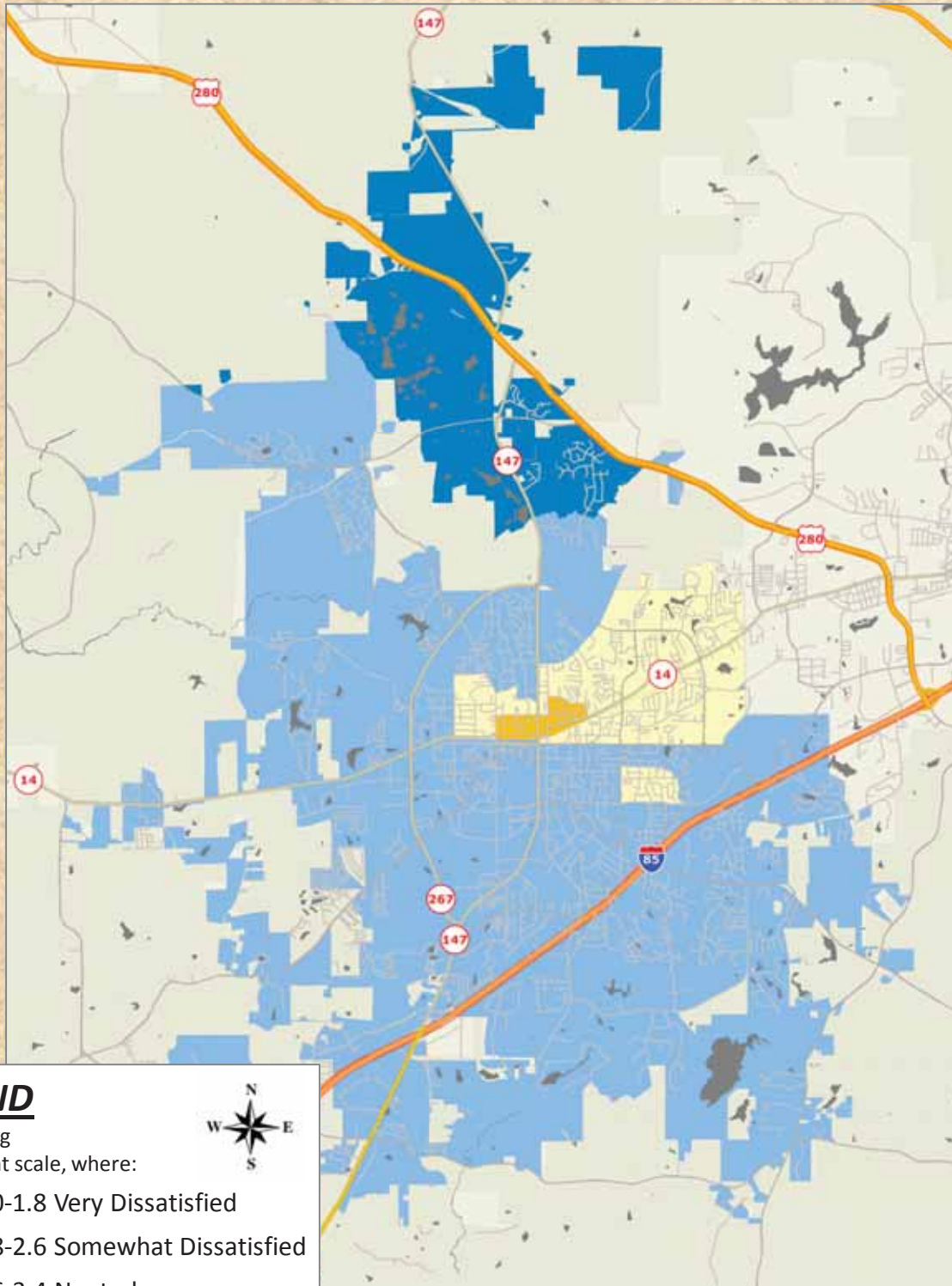
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q10e. Satisfaction with the enforcement of loud music in your neighborhood



LEGEND

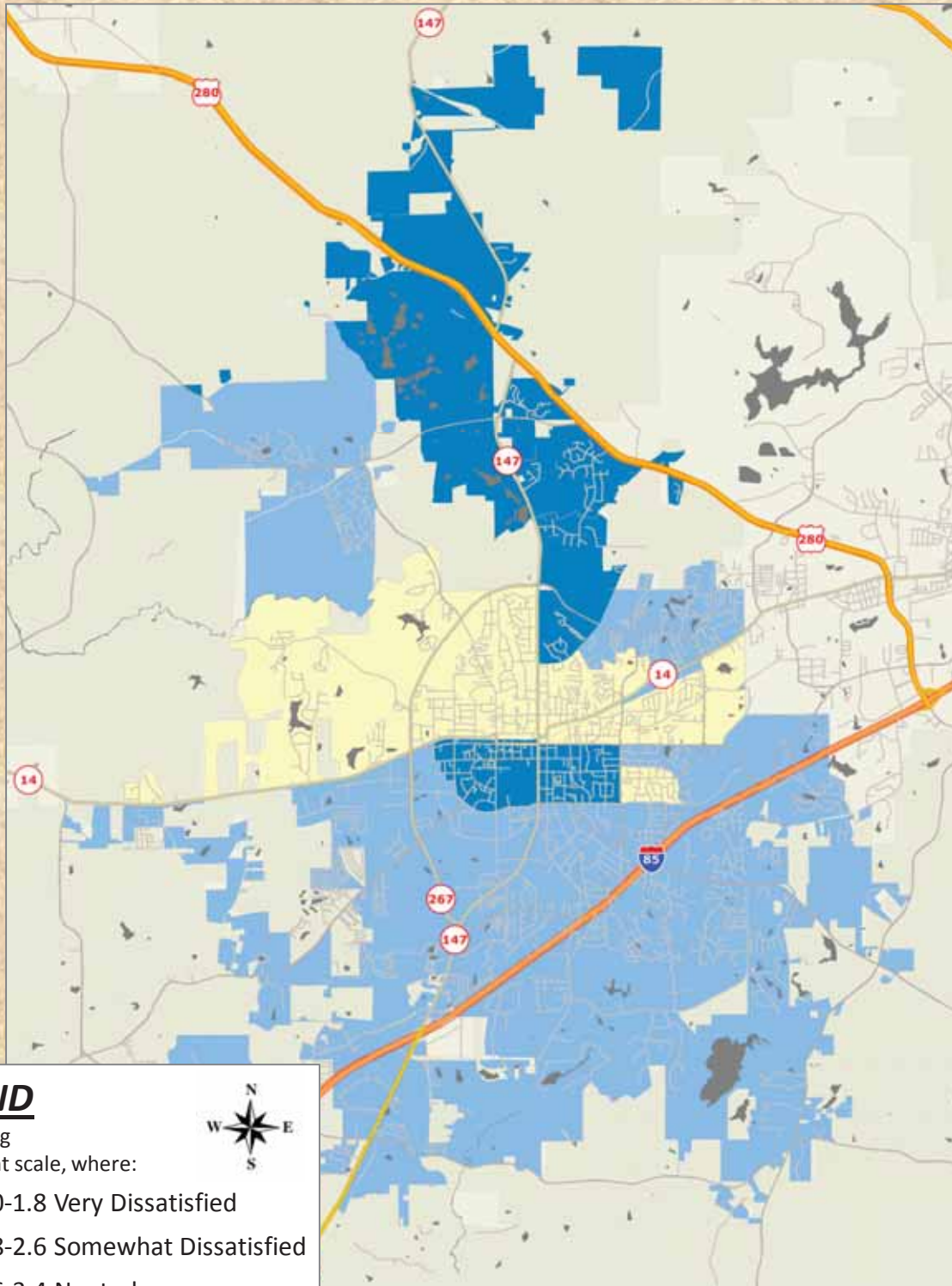
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q10f. Satisfaction with the control of nuisance animals in your neighborhood



LEGEND

Mean rating
on a 5-point scale, where:

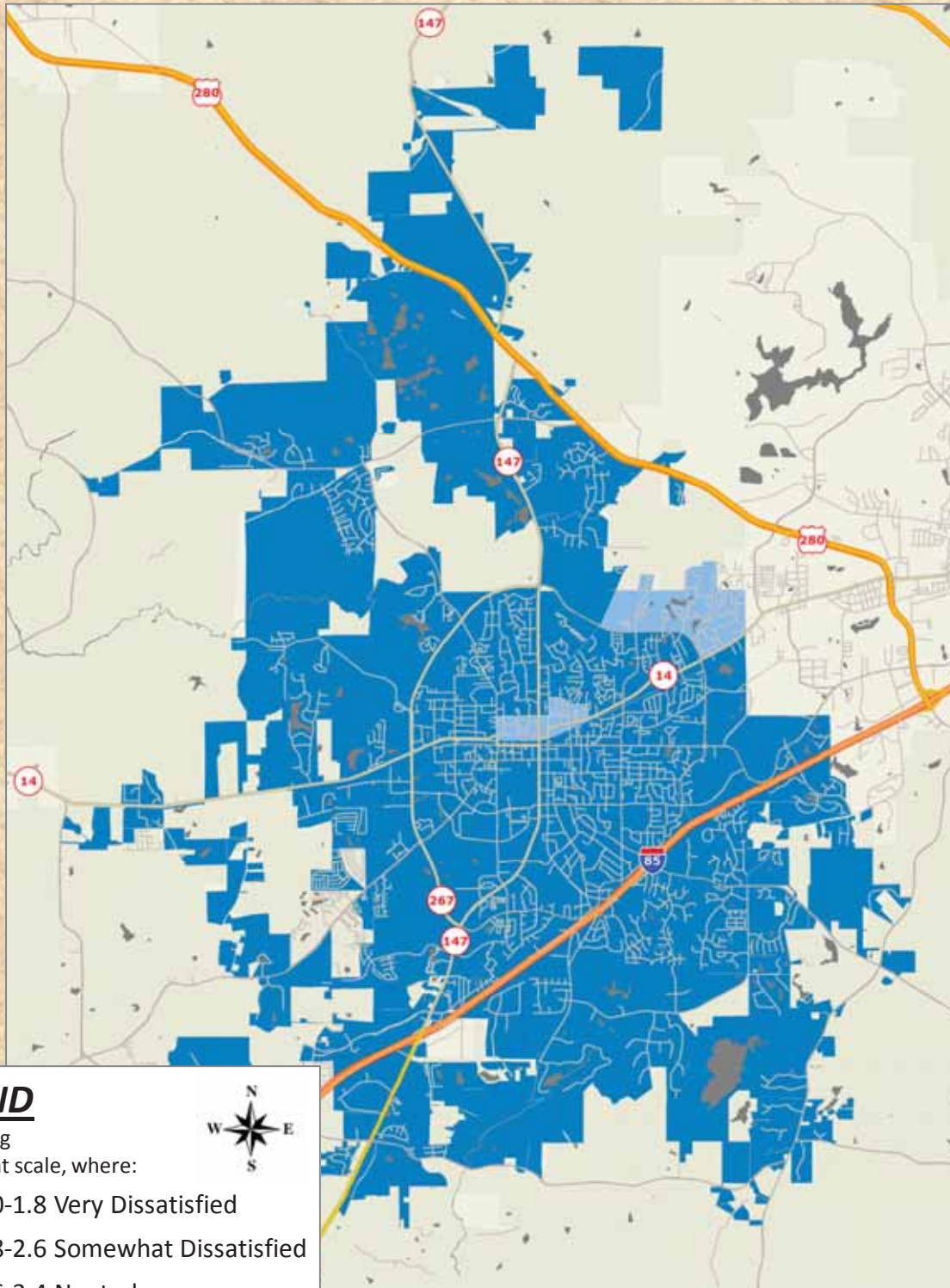
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q12a. Satisfaction with residential garbage collection service



LEGEND

Mean rating
on a 5-point scale, where:

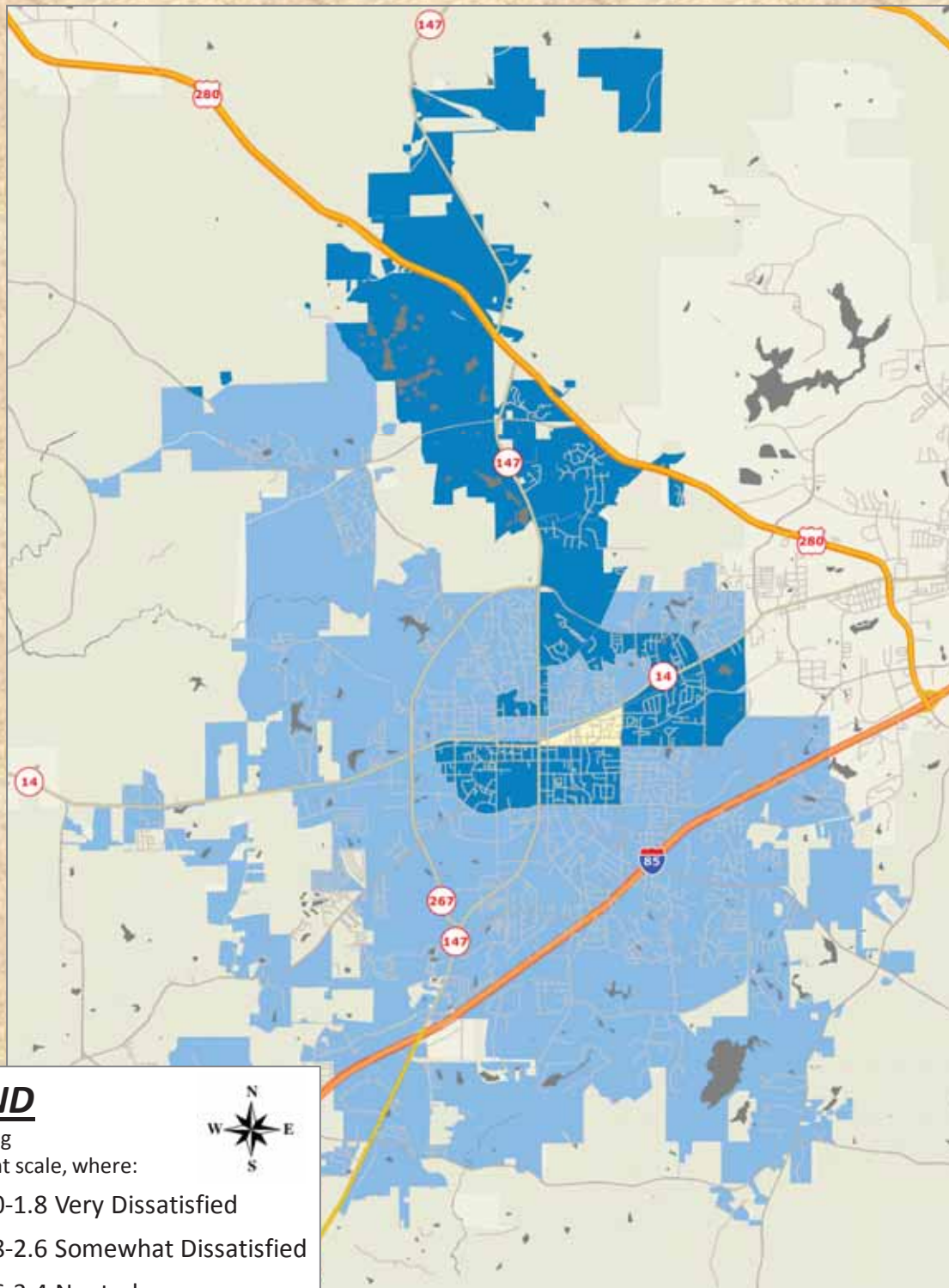
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q12b. Satisfaction with curbside recycling service overall



LEGEND

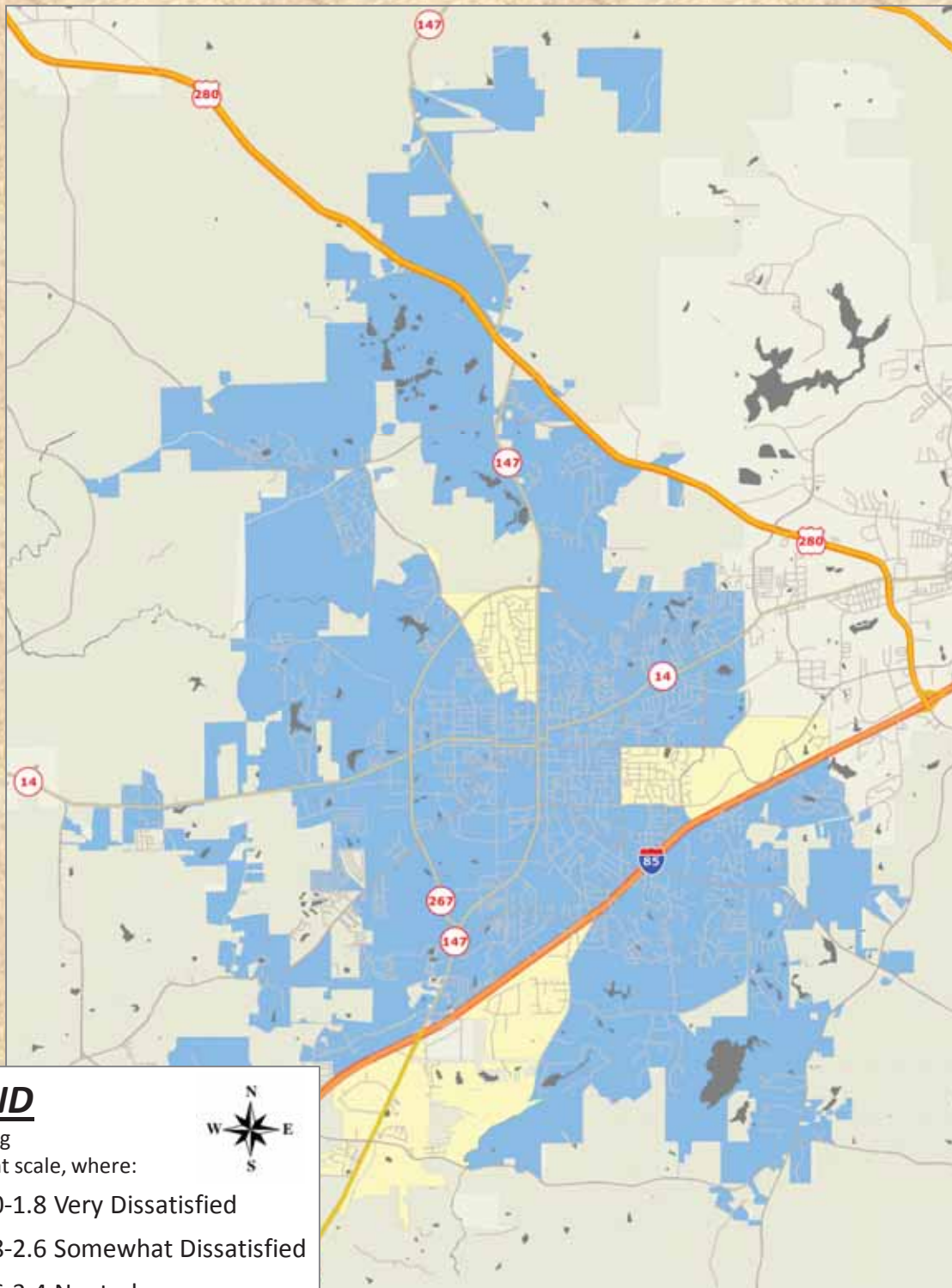
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q12c. Satisfaction with the material types accepted for recycling



LEGEND

Mean rating on a 5-point scale, where:

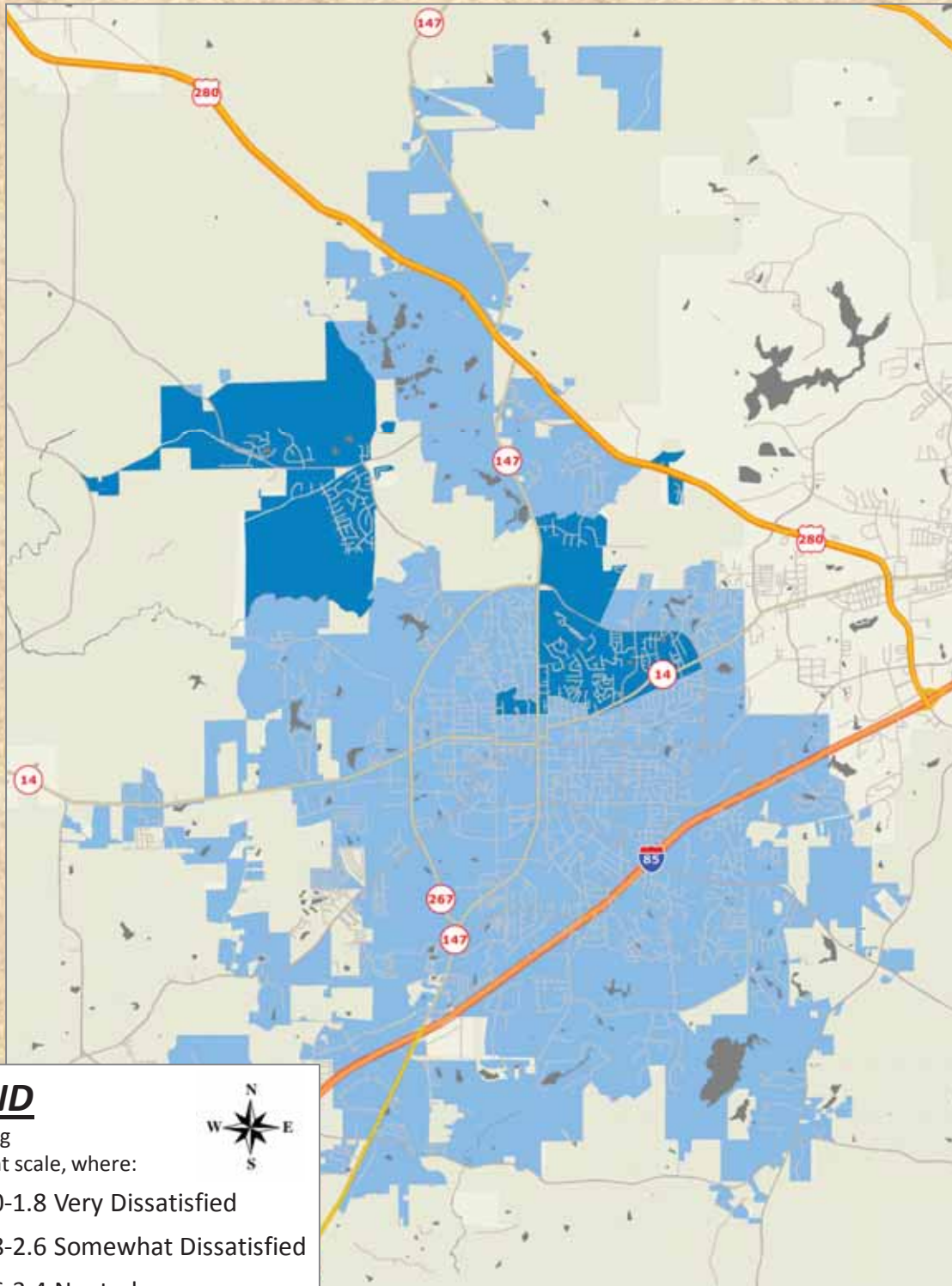
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q12d. Satisfaction with the recycling at the city's drop-off recycling center



LEGEND

Mean rating
on a 5-point scale, where:

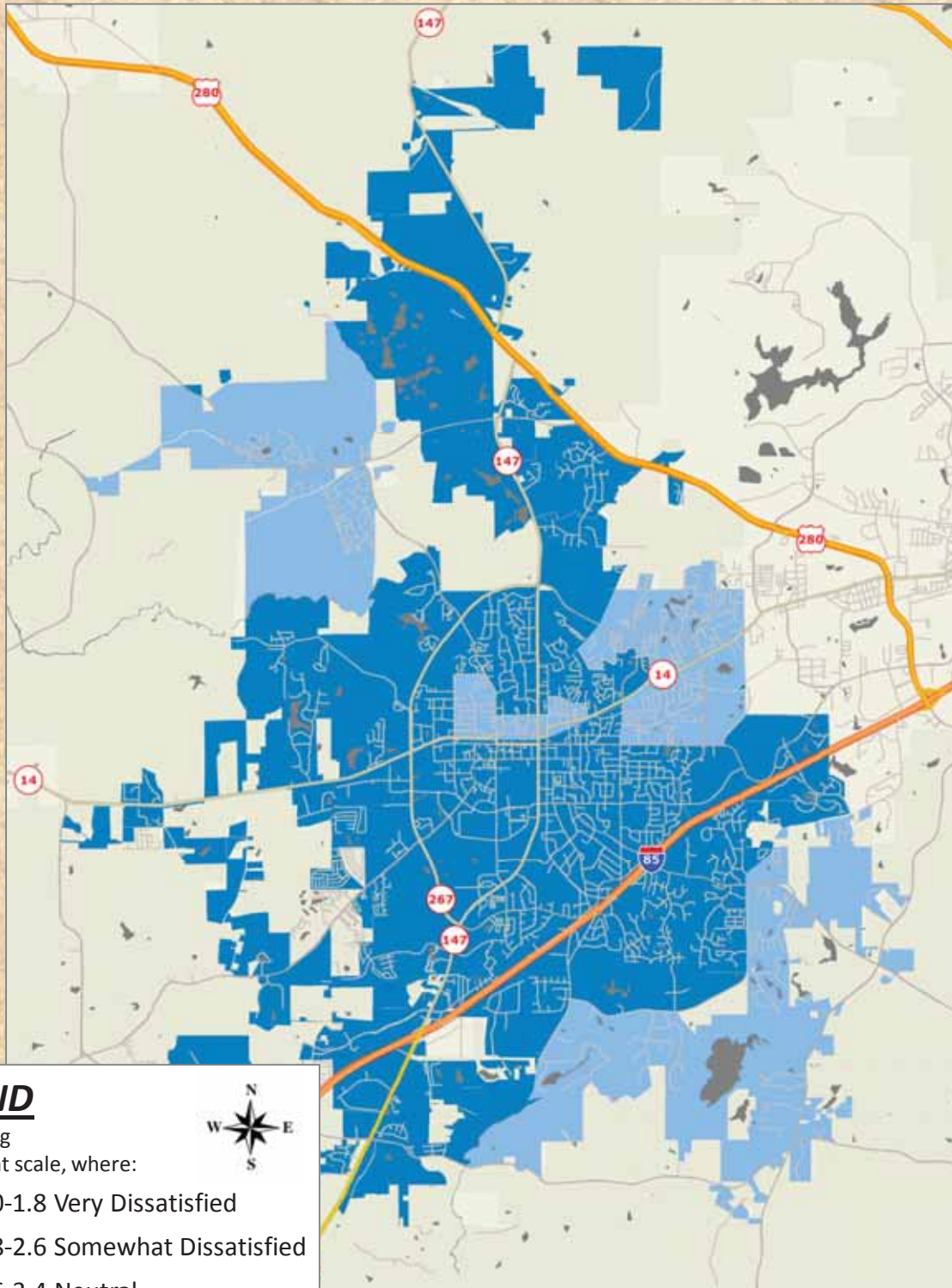
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q12e. Satisfaction with yard waste removal service



LEGEND

Mean rating
on a 5-point scale, where:

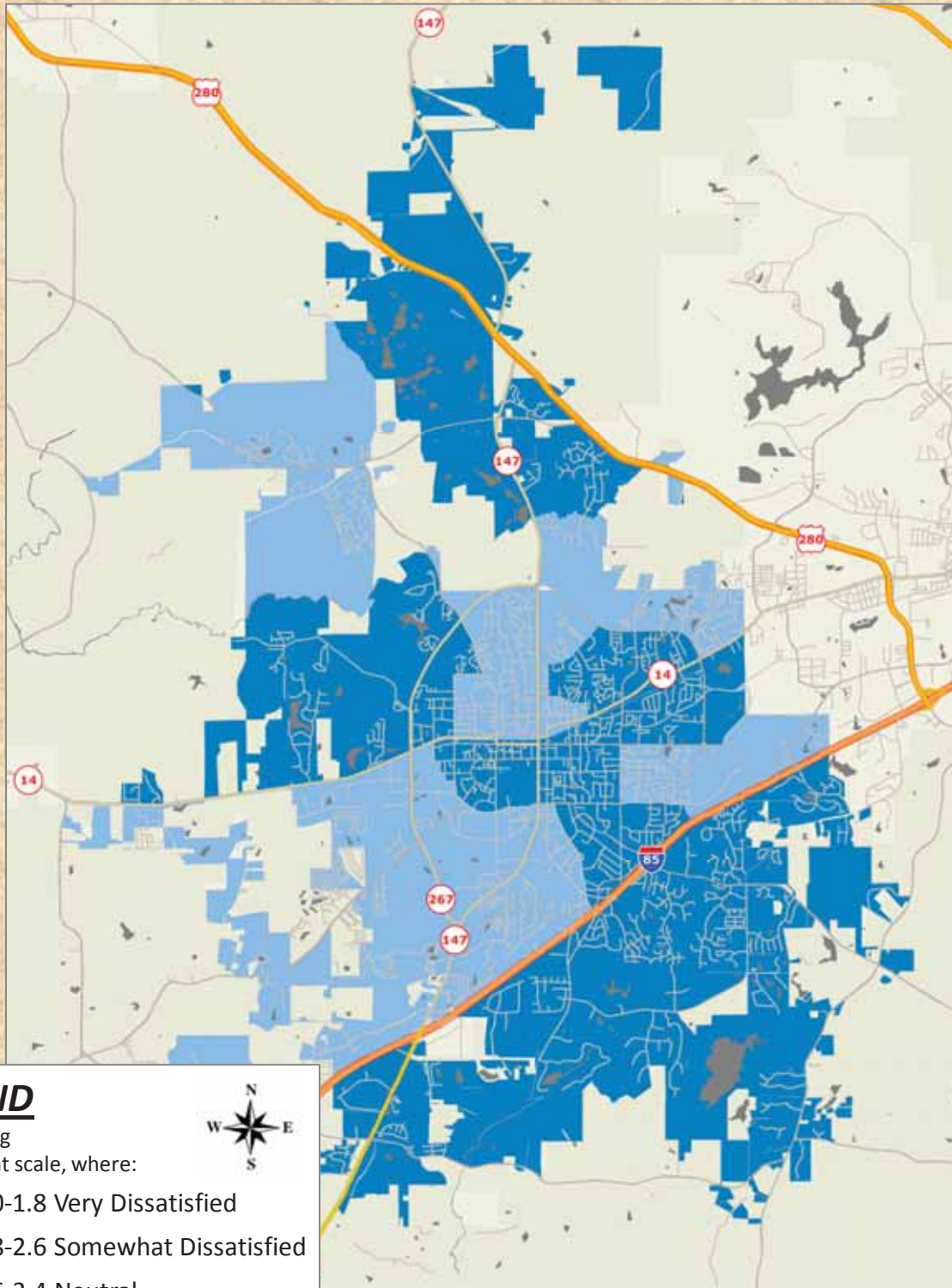
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q12f. Satisfaction with water service



LEGEND

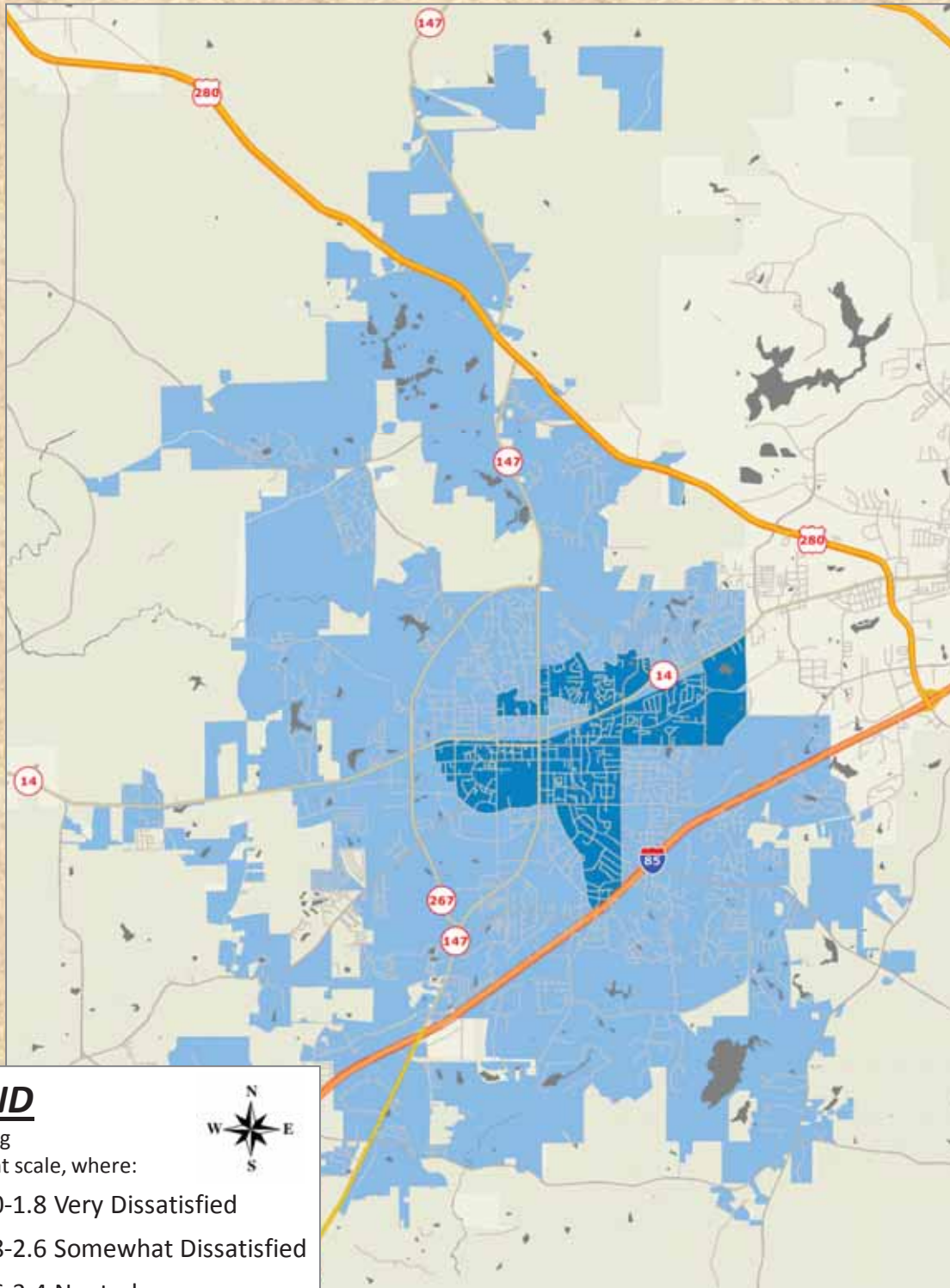
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q12g. Satisfaction with Utility Billing Office customer service



LEGEND

Mean rating on a 5-point scale, where:

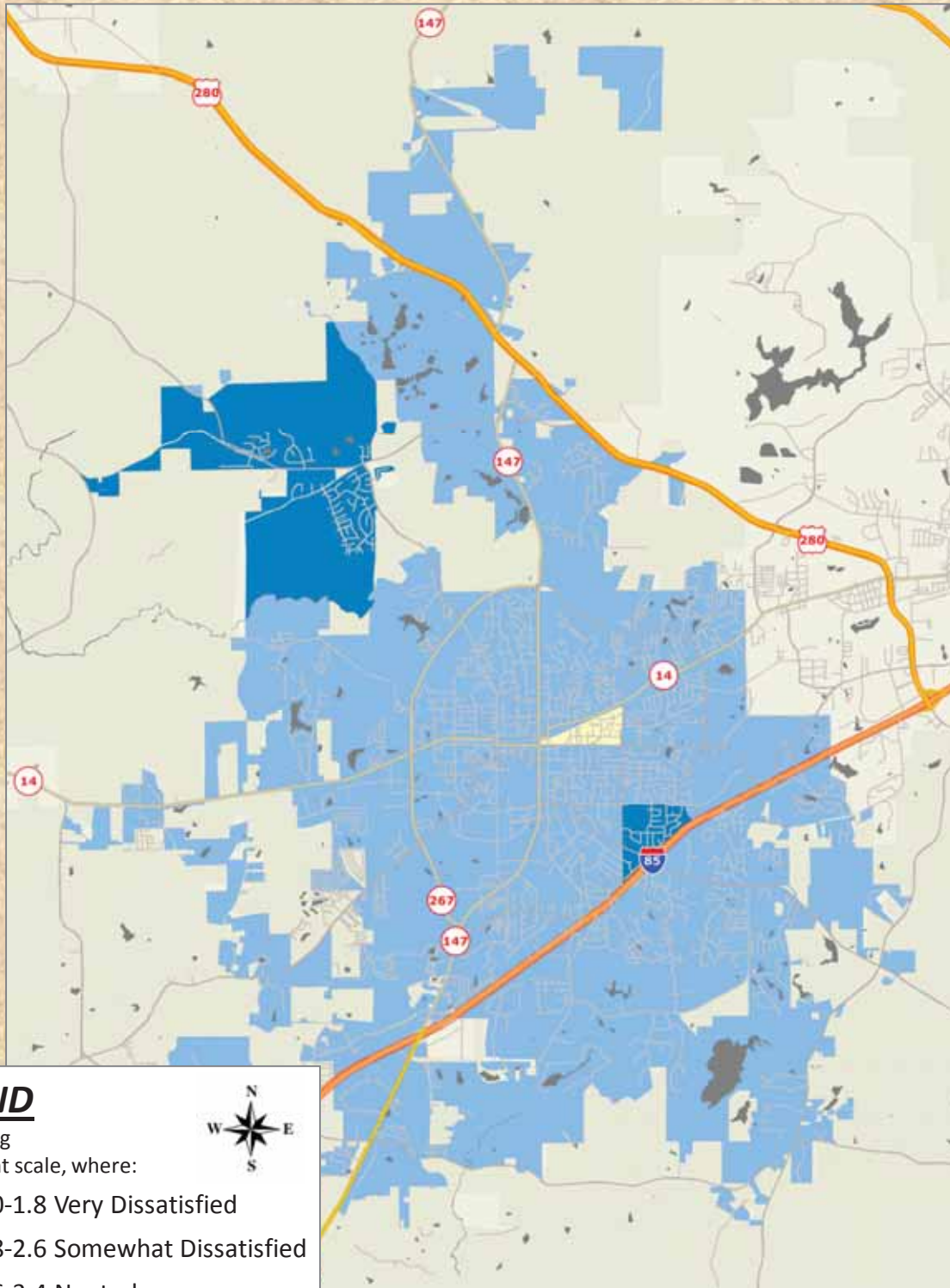
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q14a. Satisfaction with ease of travel by car in Auburn



LEGEND

Mean rating
on a 5-point scale, where:

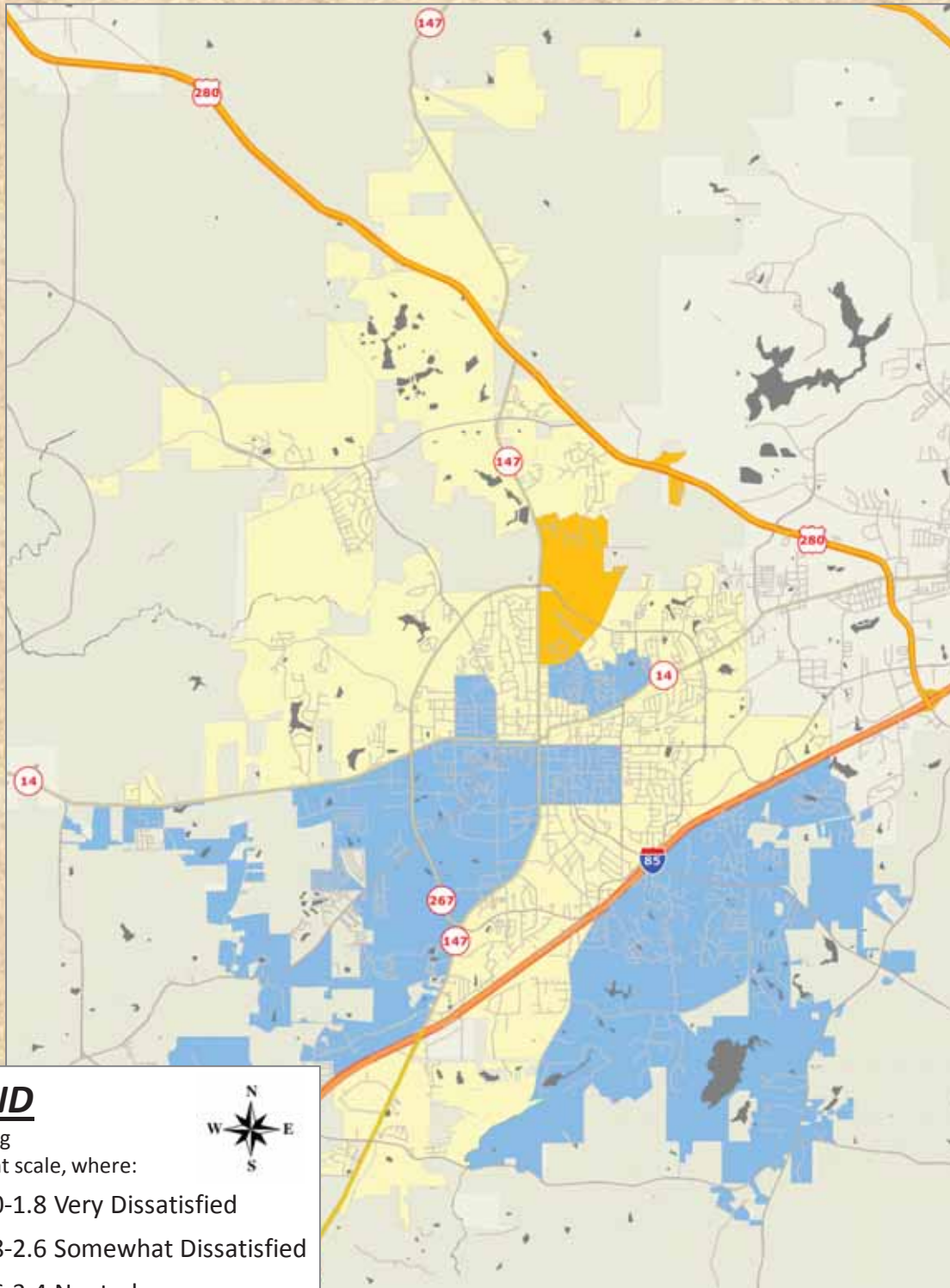
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q14b. Satisfaction with ease of travel by bicycle in Auburn



LEGEND

Mean rating on a 5-point scale, where:

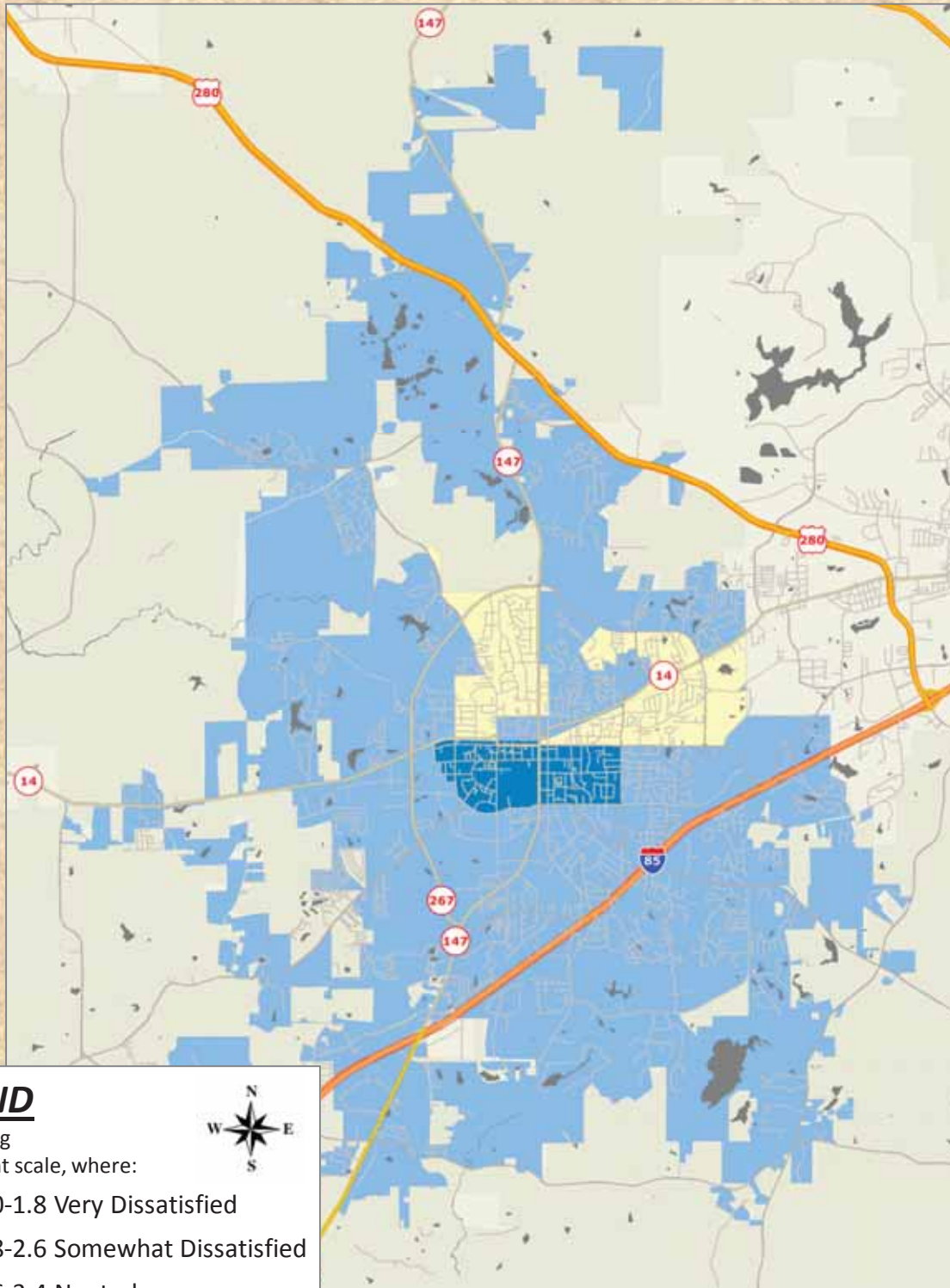
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q14c. Satisfaction with ease of pedestrian travel in Auburn



LEGEND

Mean rating
on a 5-point scale, where:

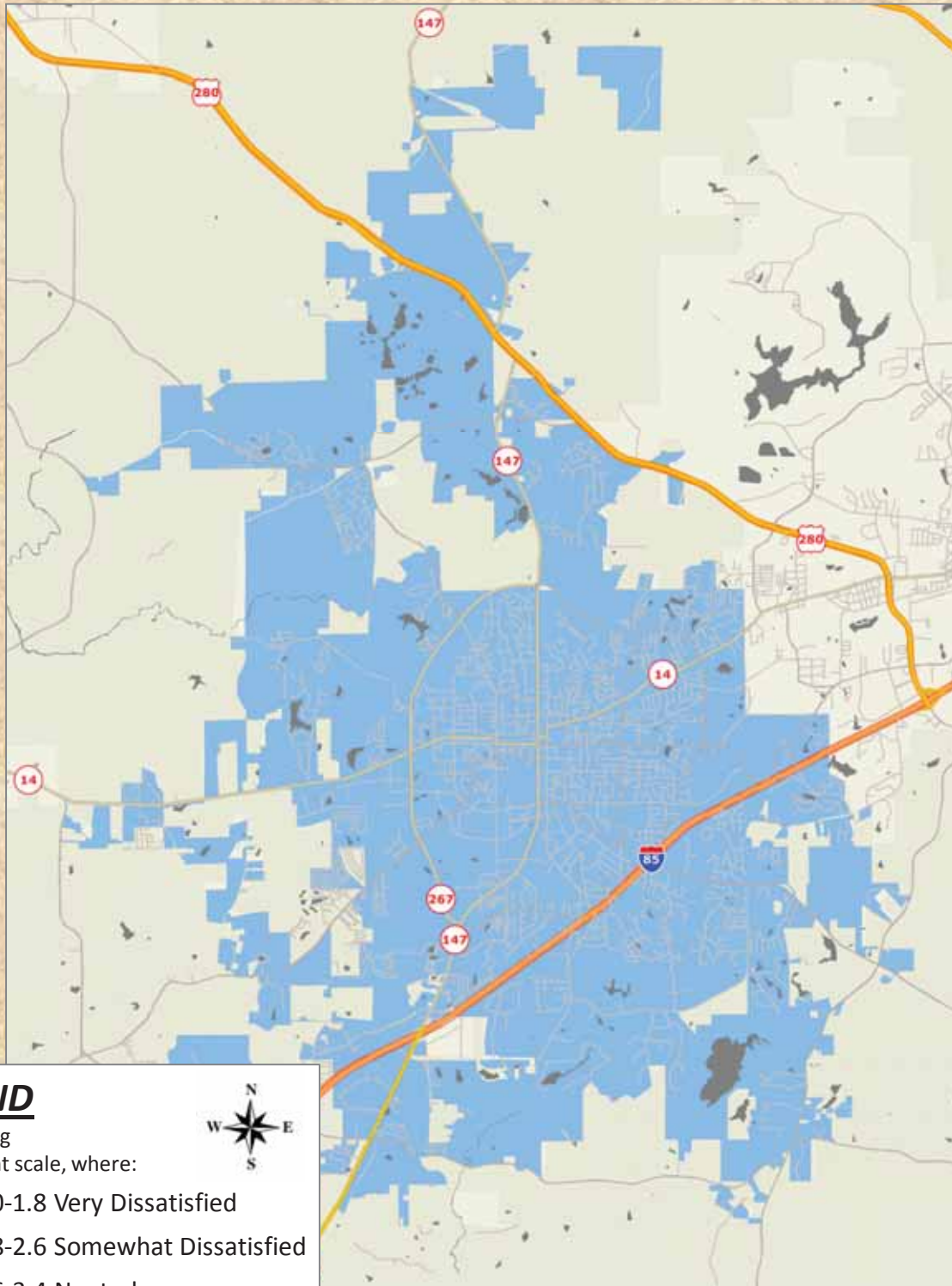
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

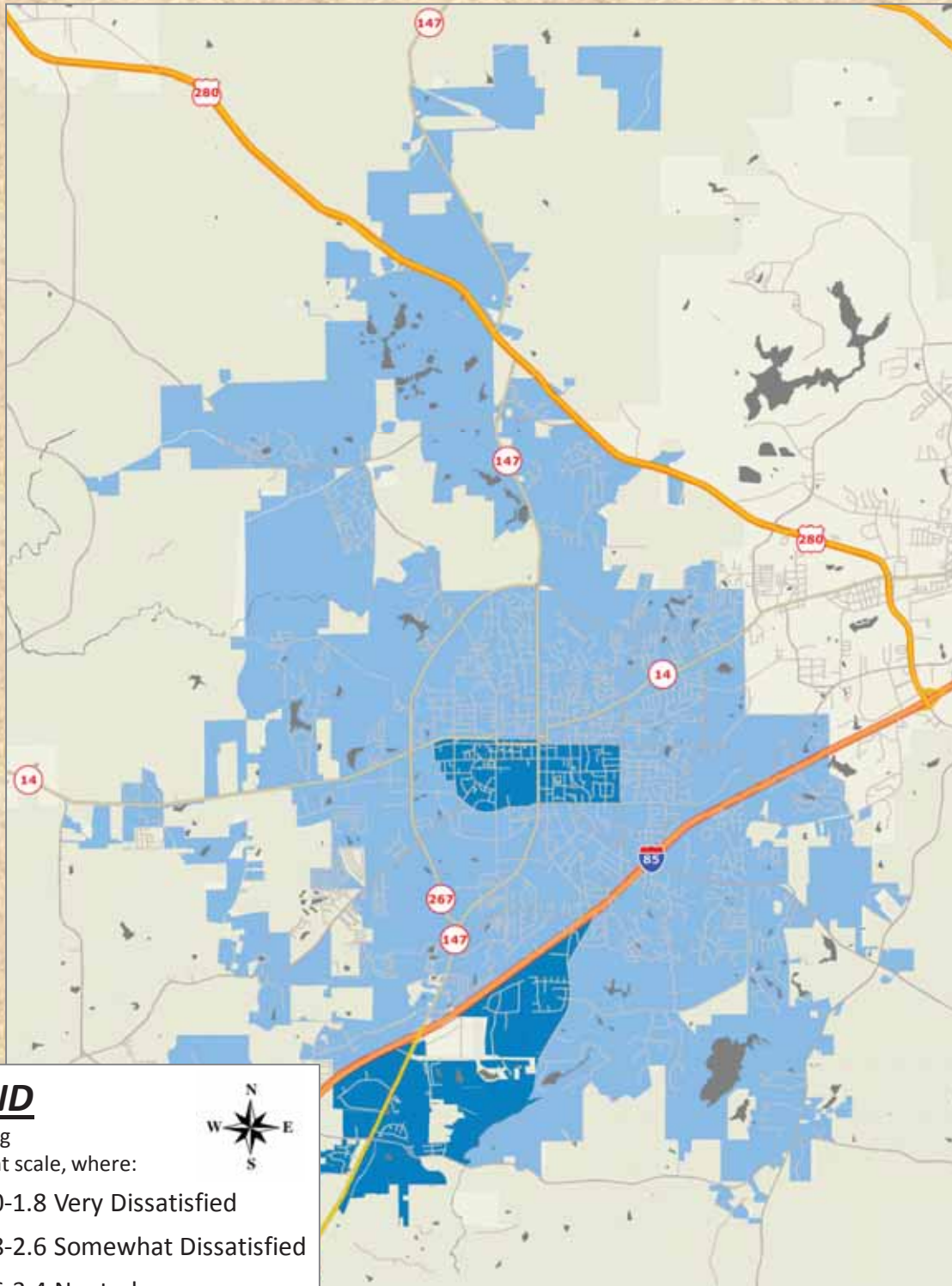
Q16a. Satisfaction with maintenance of streets



2013 Auburn Citizen Survey







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

Q16b. Satisfaction with maintenance of sidewalks



LEGEND

Mean rating
on a 5-point scale, where:

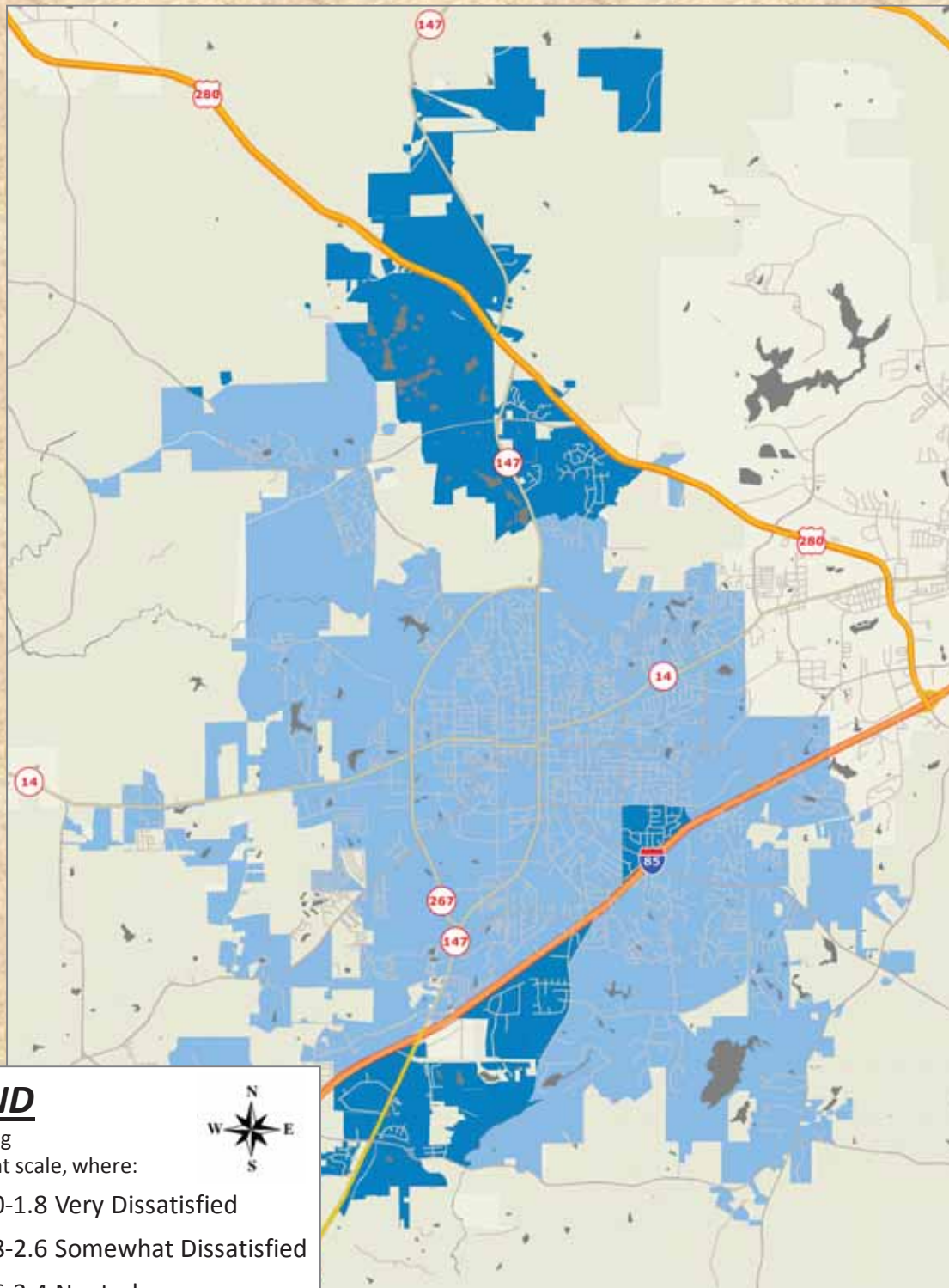
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q16c. Satisfaction with maintenance of street signs



LEGEND

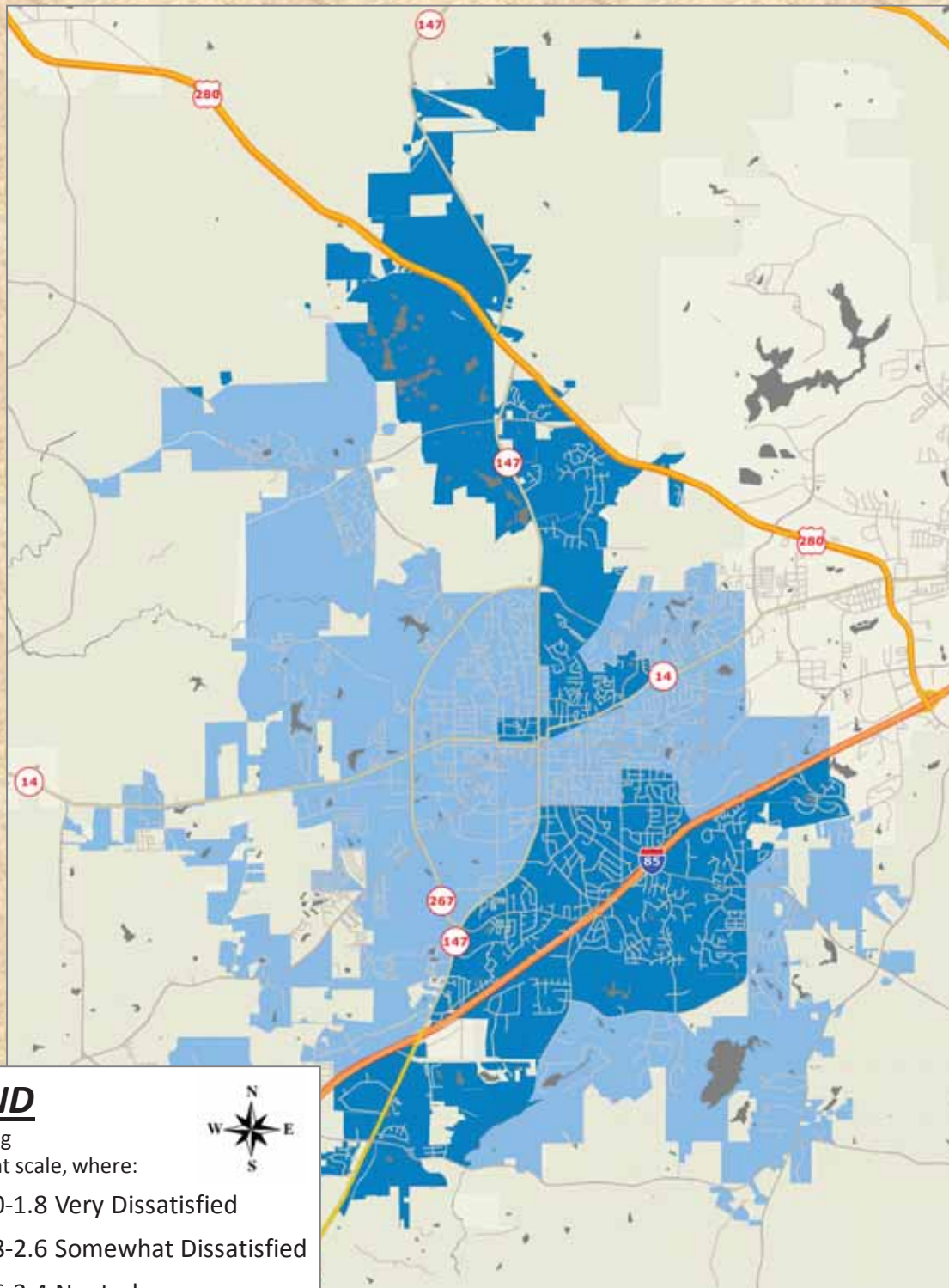
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

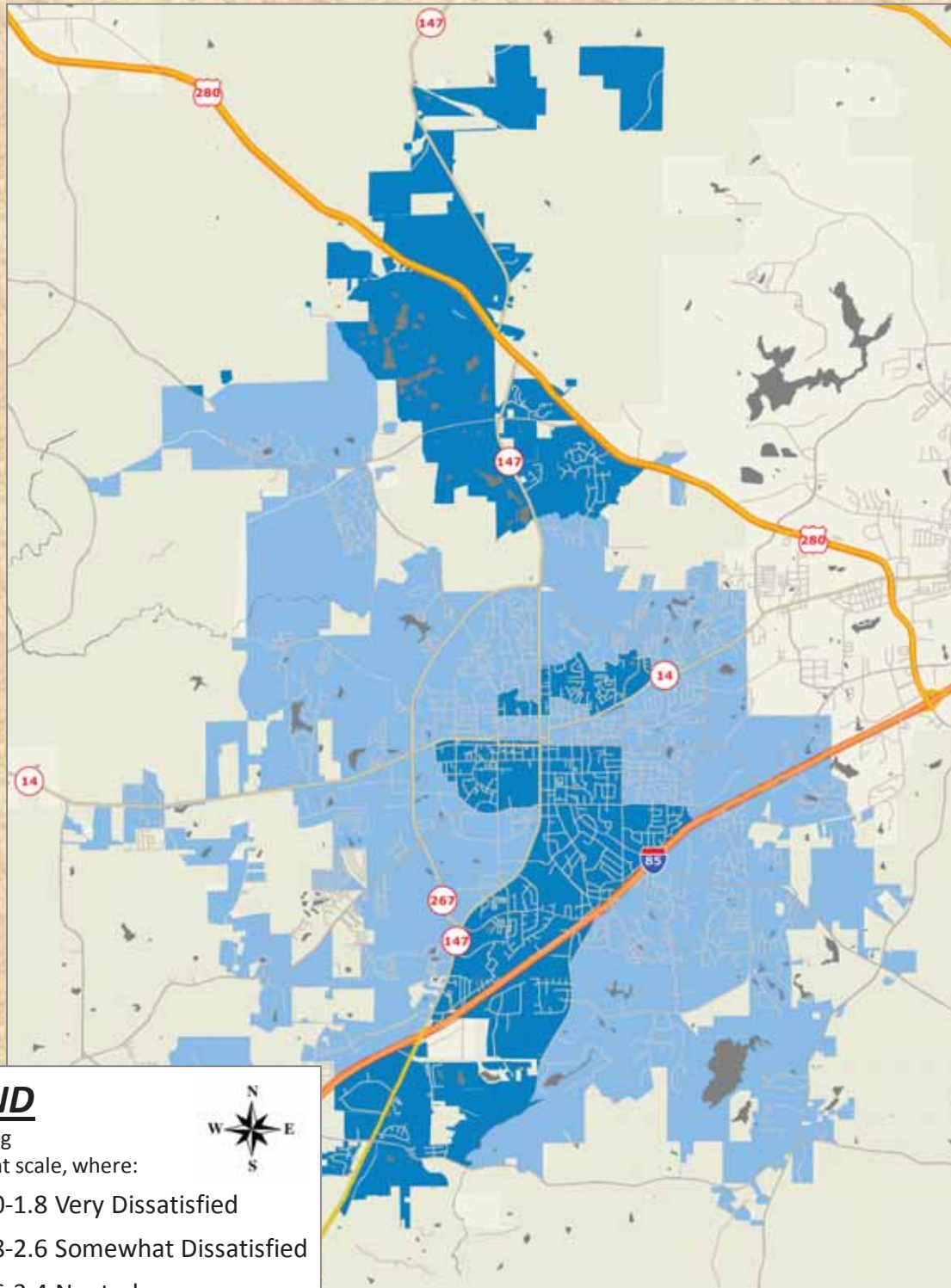
Q16d. Satisfaction with maintenance of traffic signals



2013 Auburn Citizen Survey







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

Q16e. Satisfaction with maintenance of downtown Auburn



LEGEND

Mean rating on a 5-point scale, where:

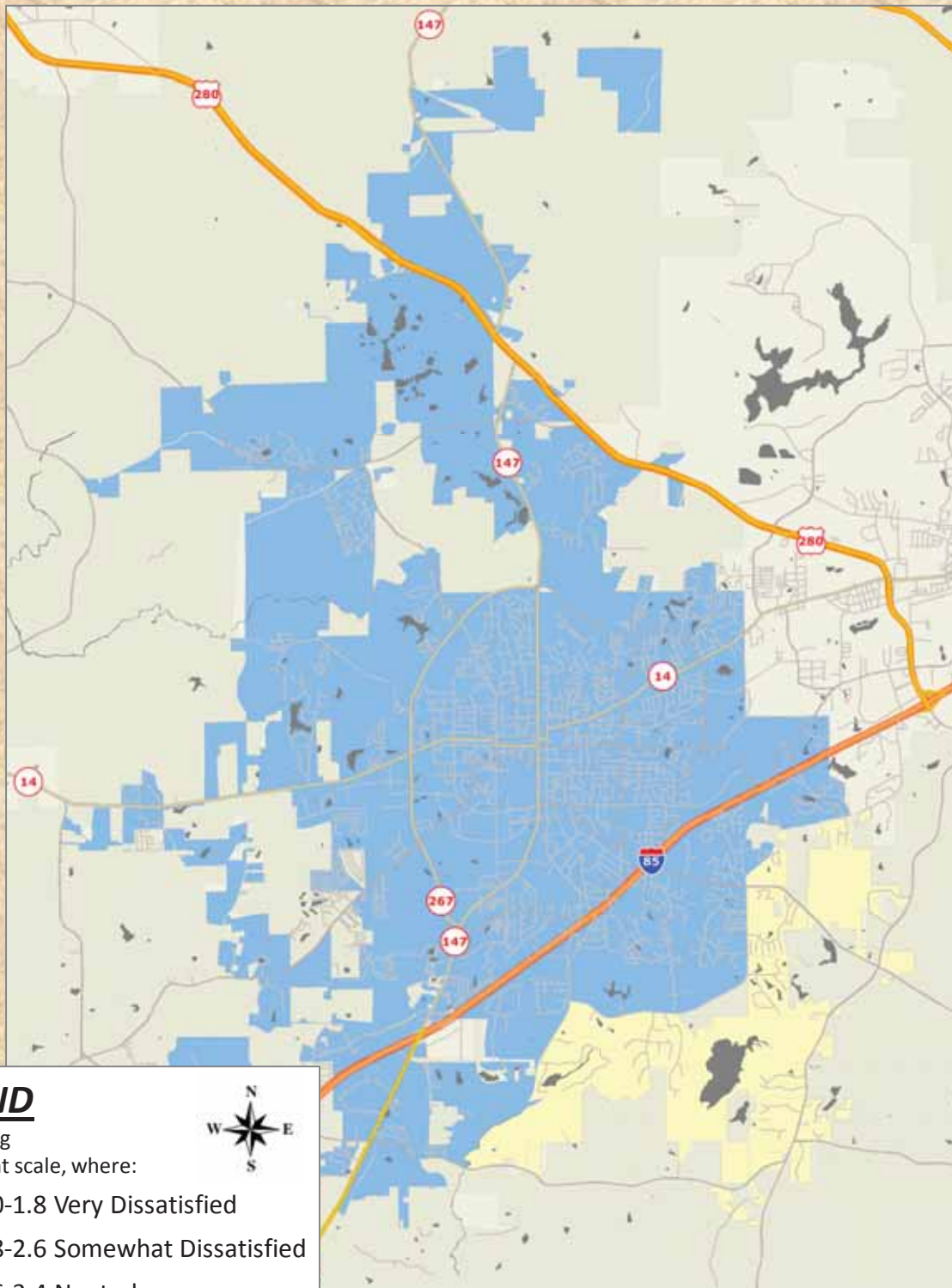
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q16f. Satisfaction with cleanup of debris/litter in and near roadways



LEGEND

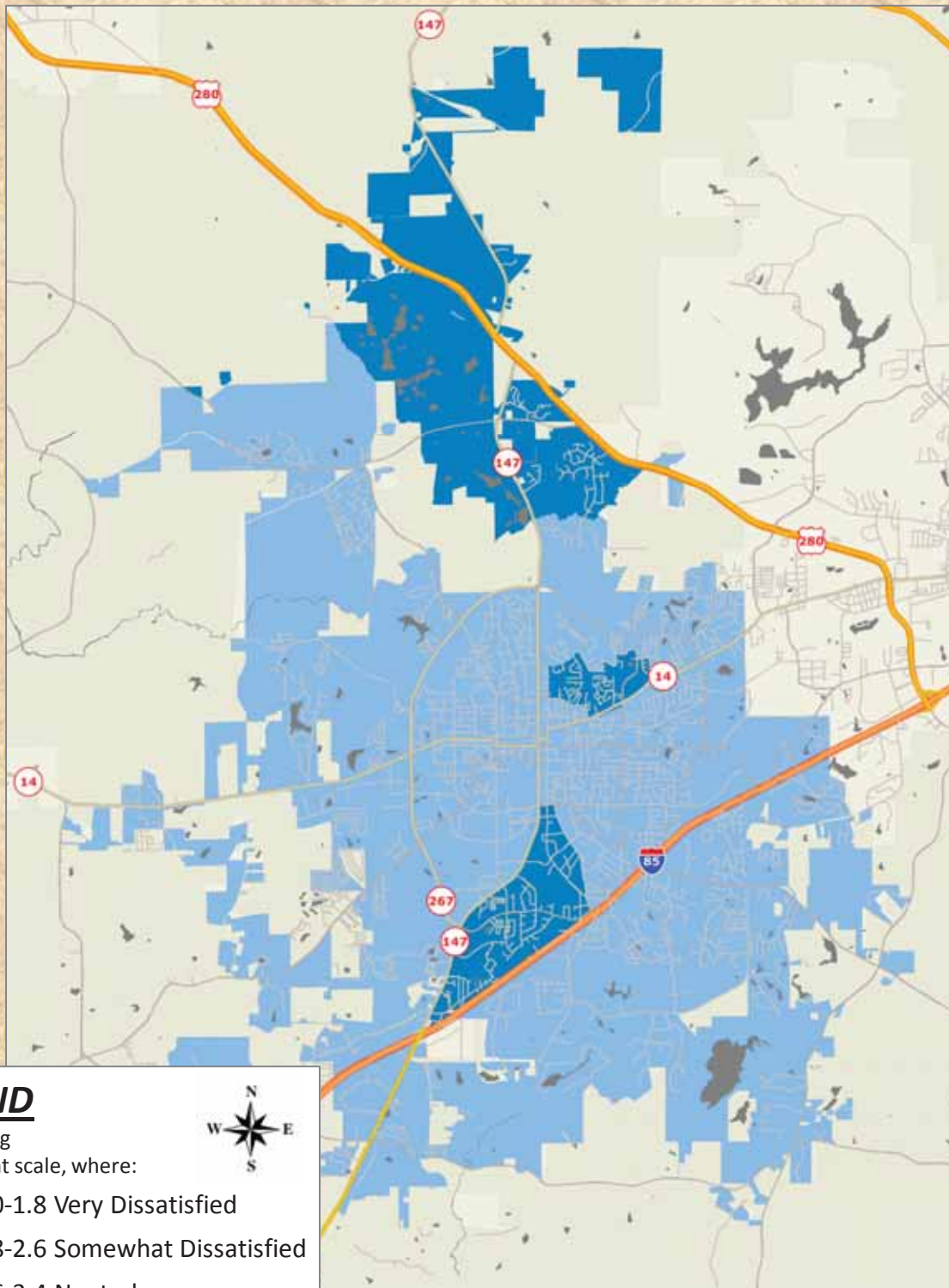
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

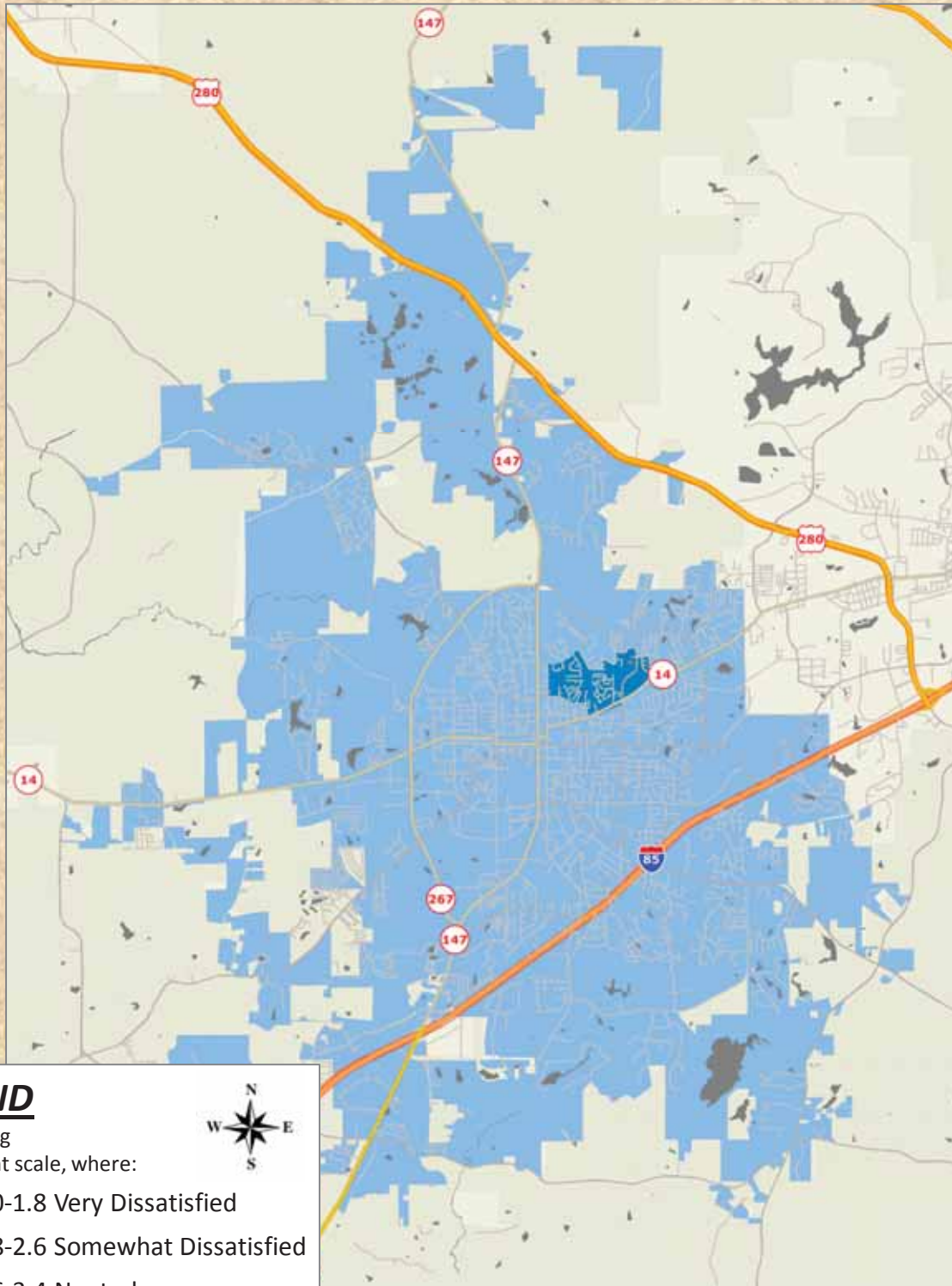
Q16g. Satisfaction with maintenance of city-owned buildings



2013 Auburn Citizen Survey







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

Q16h. Satisfaction with mowing/trimming along streets and public areas



LEGEND

Mean rating on a 5-point scale, where:

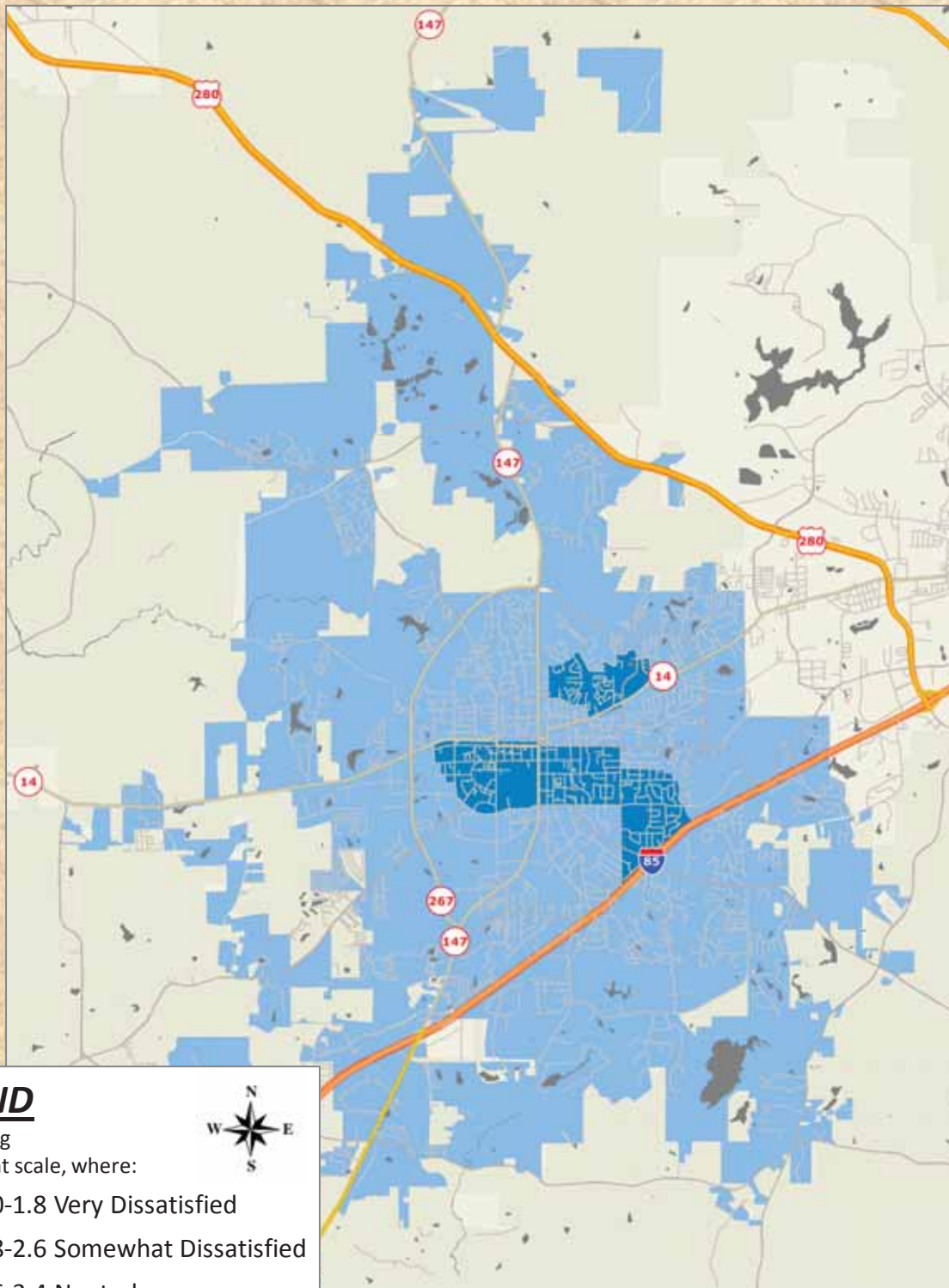
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q16i. Satisfaction with the overall cleanliness of streets and public areas



LEGEND

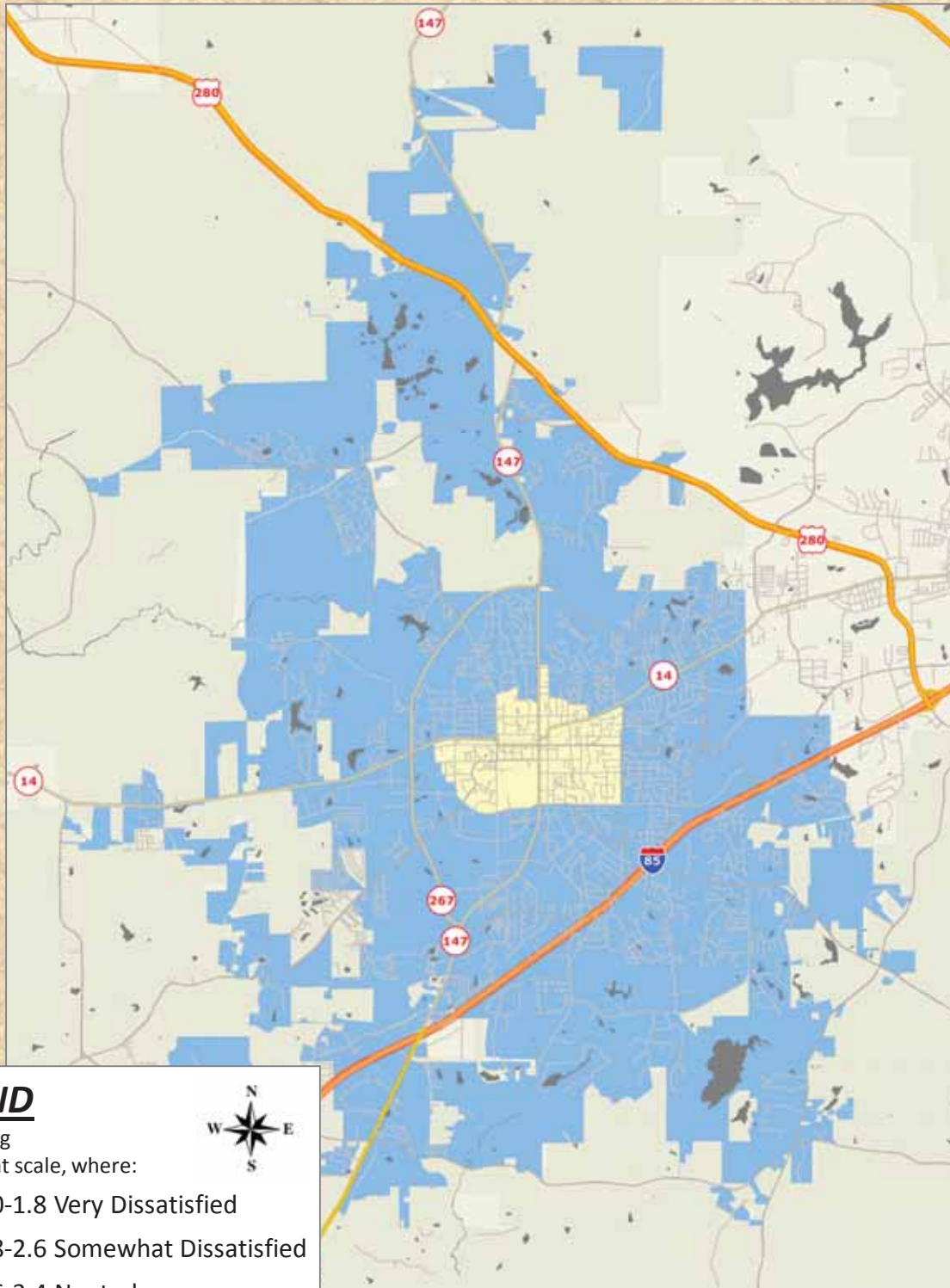
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q16j. Satisfaction with adequacy of city street lighting



LEGEND

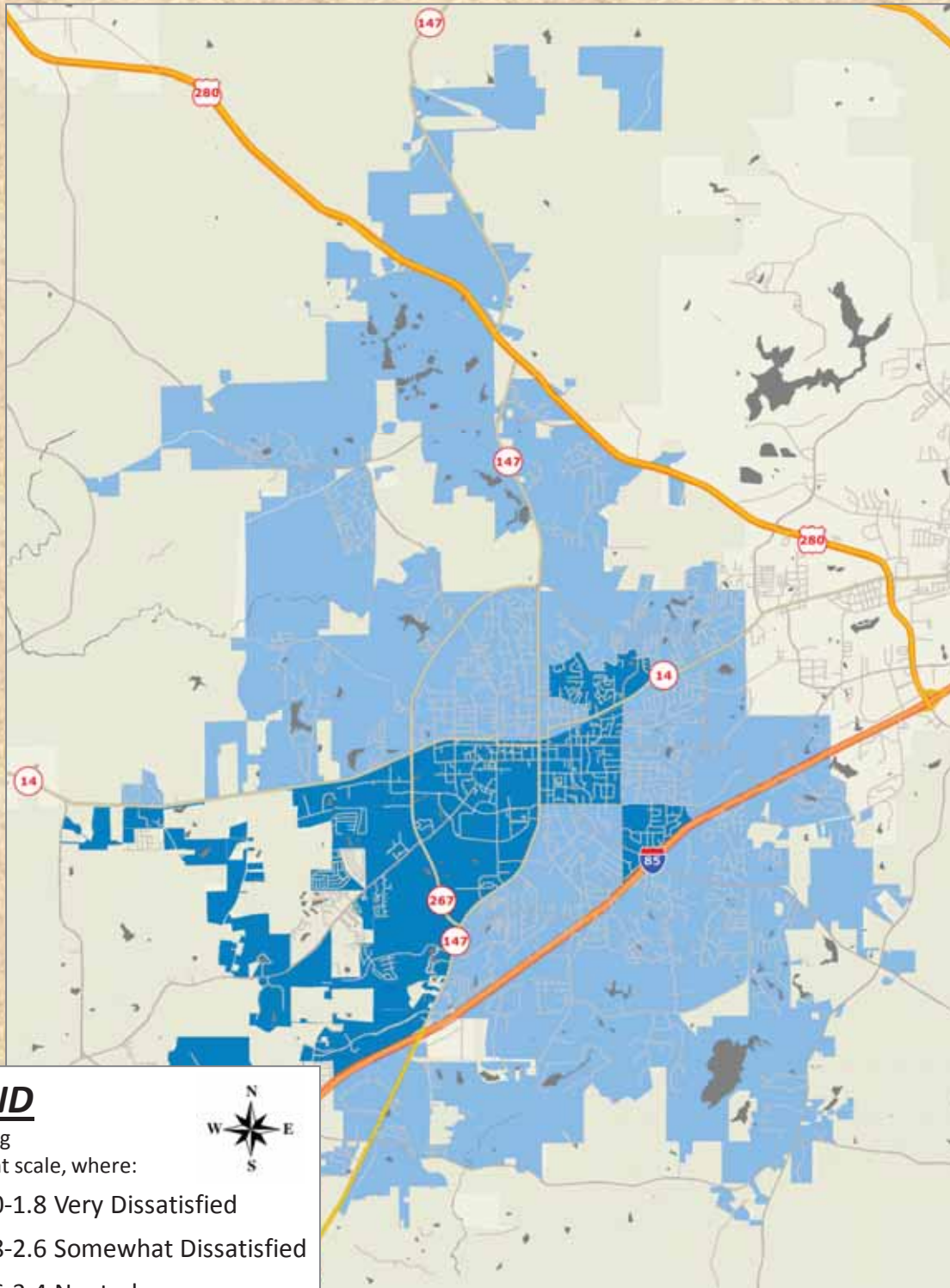
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q18a. Satisfaction with the maintenance of parks



LEGEND

Mean rating on a 5-point scale, where:

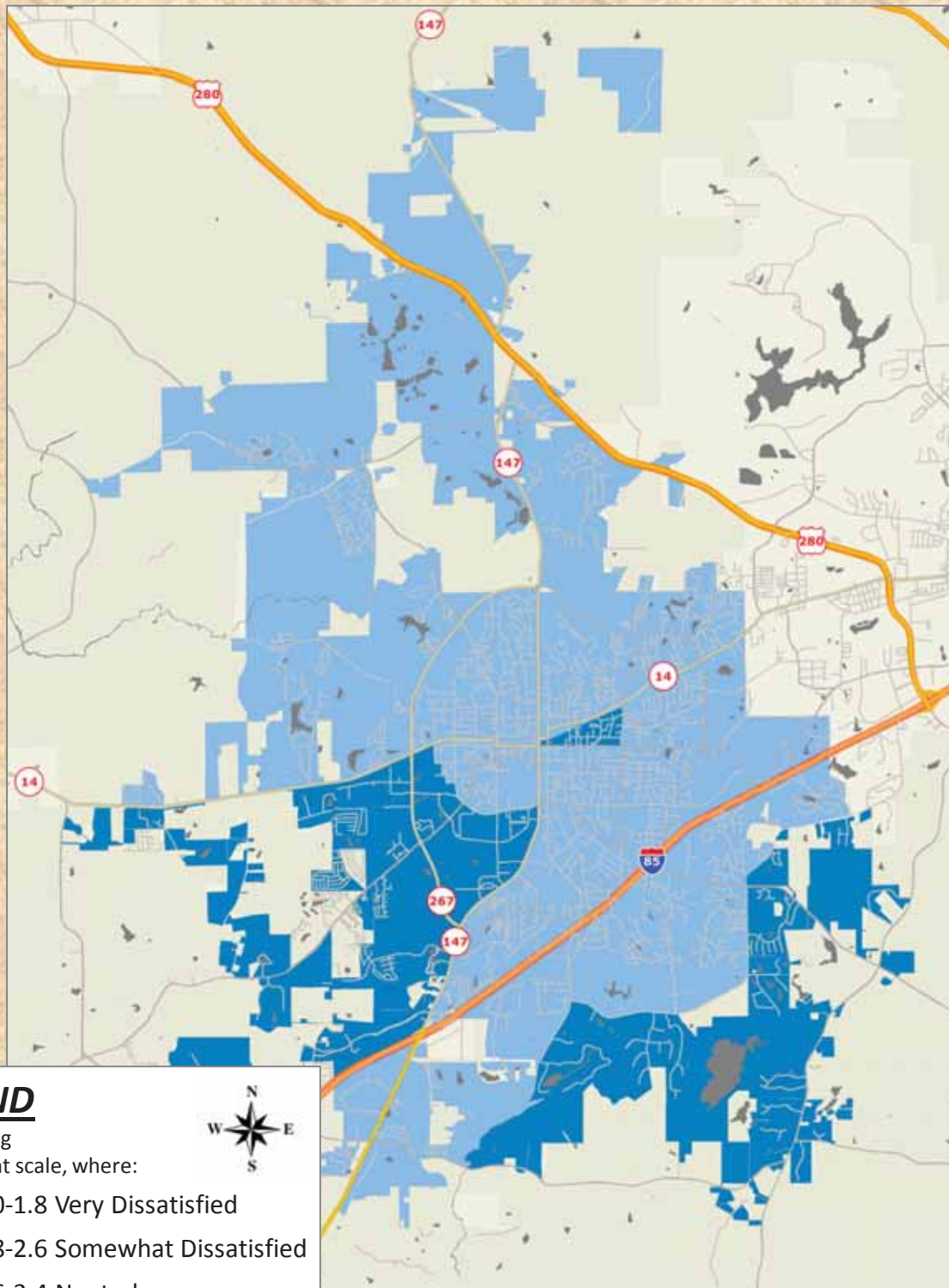
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18b. Satisfaction with the maintenance of cemeteries



LEGEND

Mean rating on a 5-point scale, where:

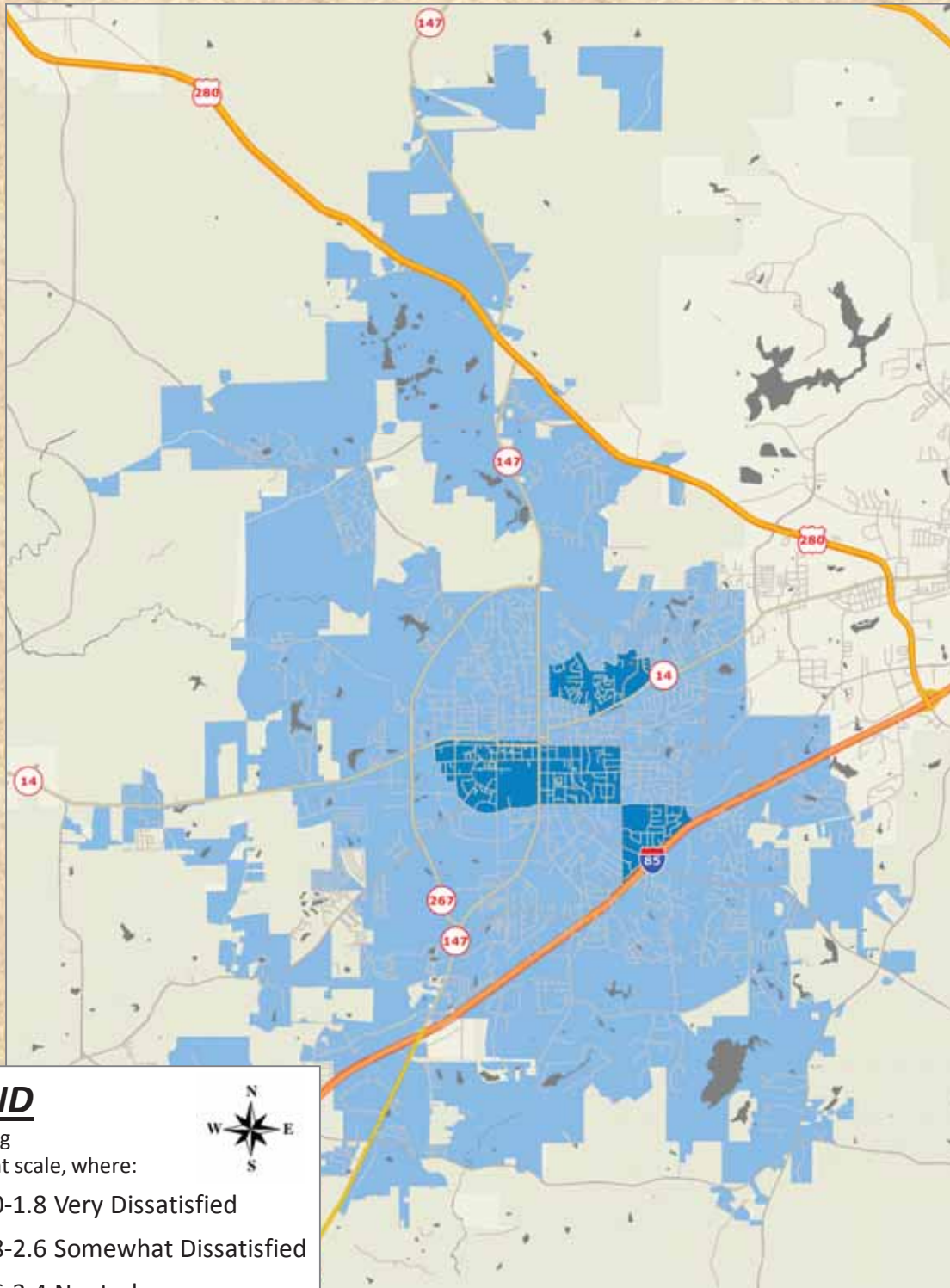
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18c. Satisfaction with the maintenance of walking trails



LEGEND

Mean rating
on a 5-point scale, where:

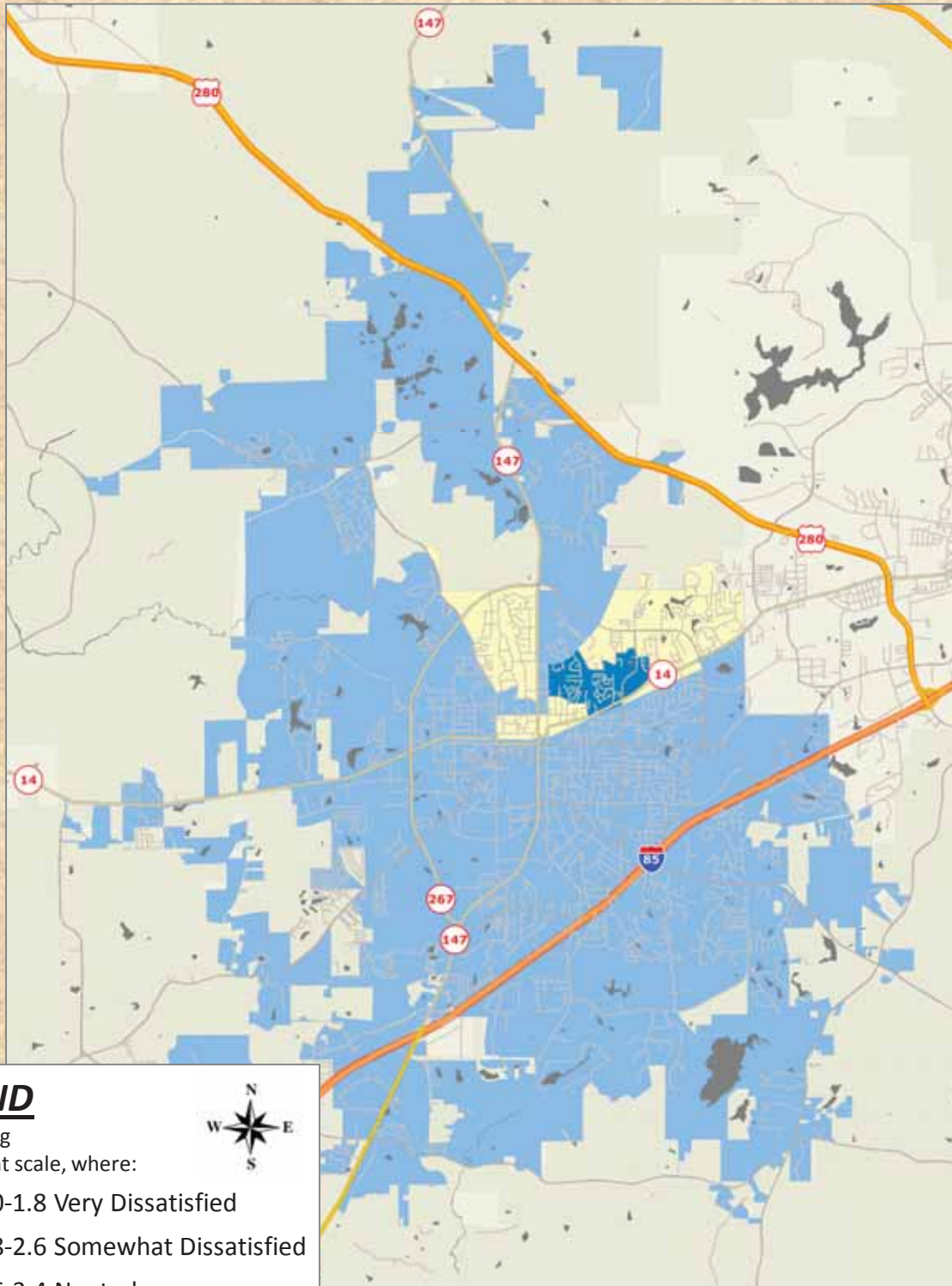
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q18d. Satisfaction with the maintenance of biking paths and lanes



LEGEND

Mean rating on a 5-point scale, where:

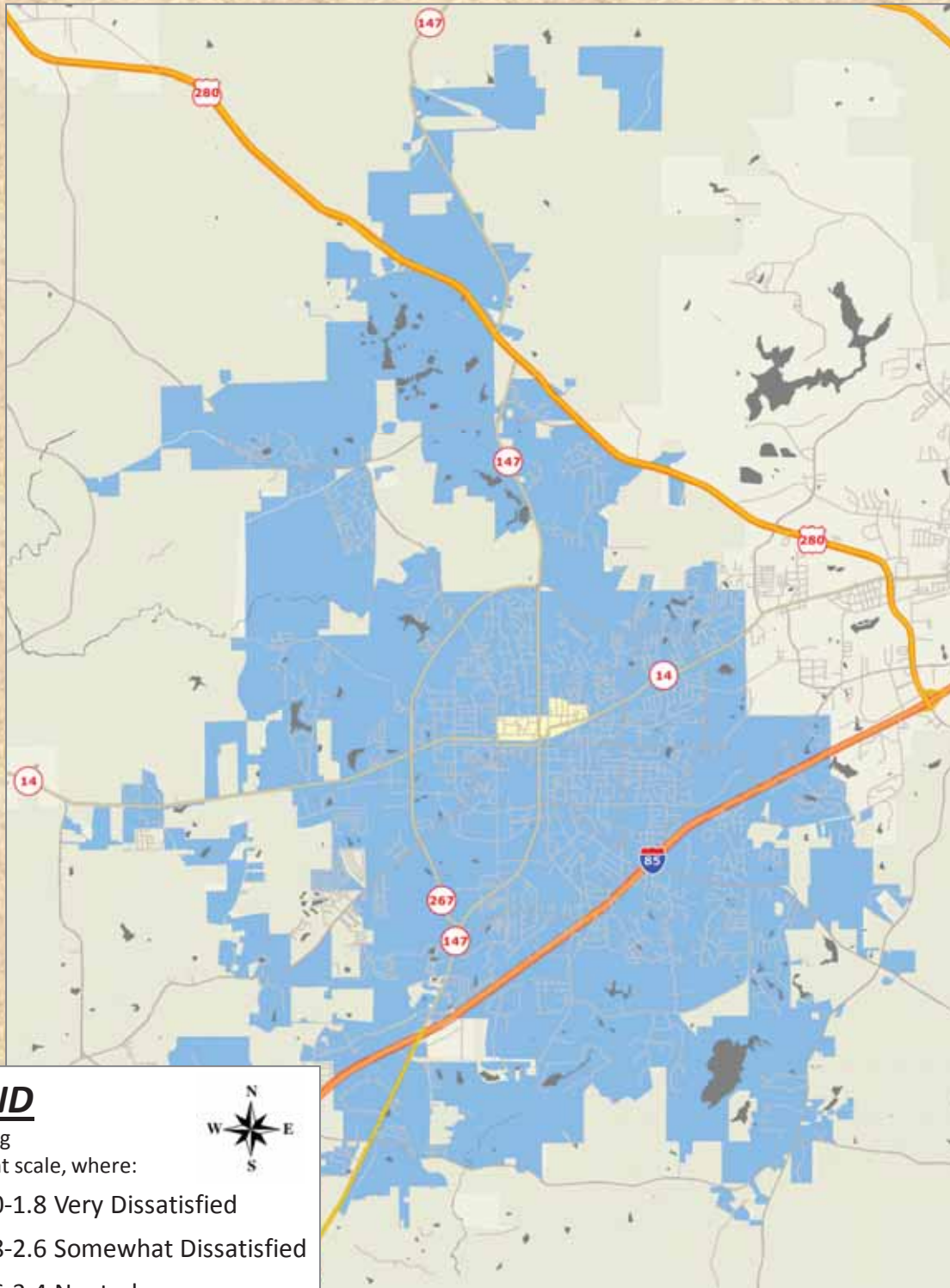
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q18e. Satisfaction with the maintenance of swimming pools



LEGEND

Mean rating
on a 5-point scale, where:

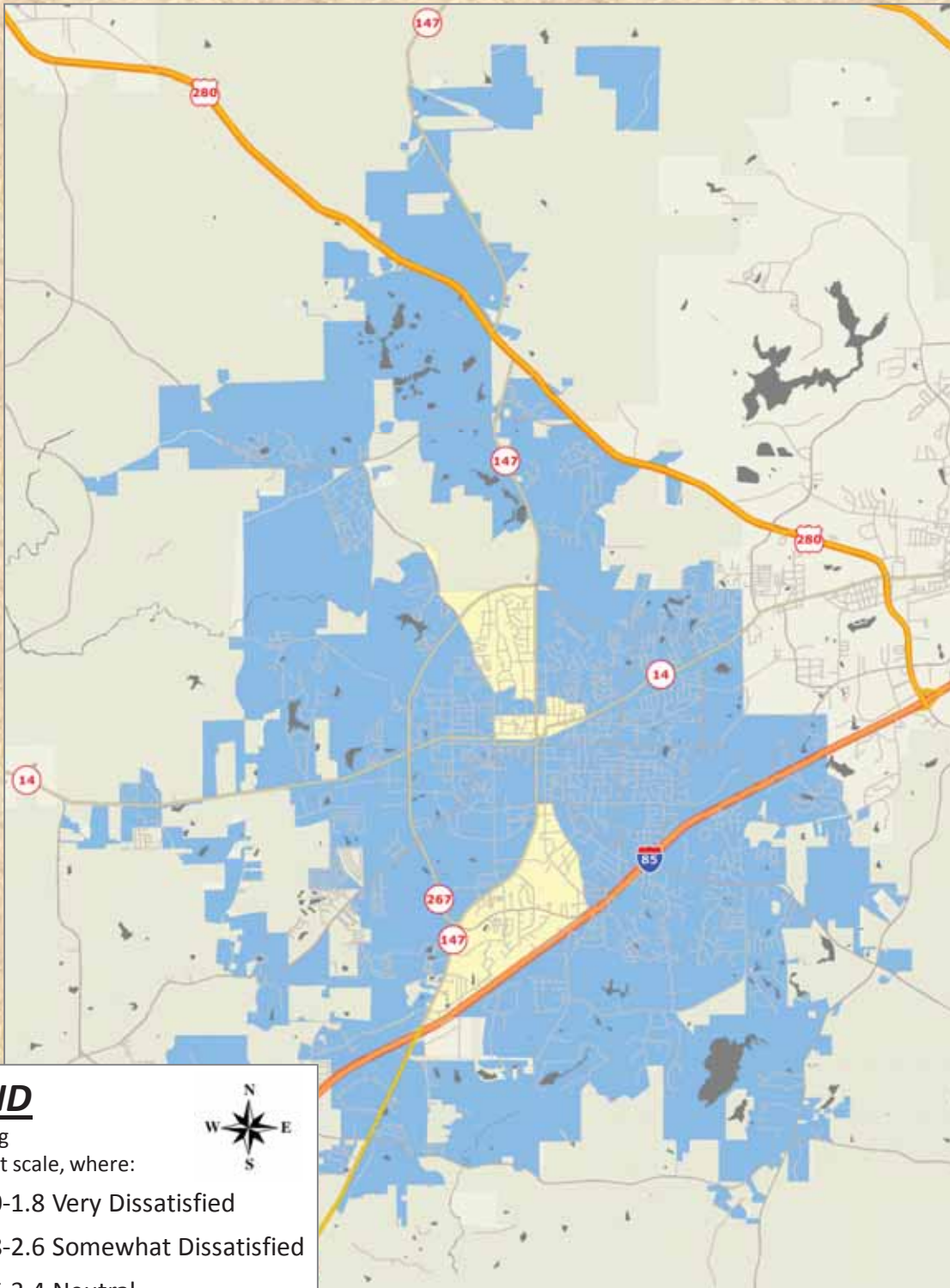
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18f. Satisfaction with the quality of swimming pools



LEGEND

Mean rating on a 5-point scale, where:

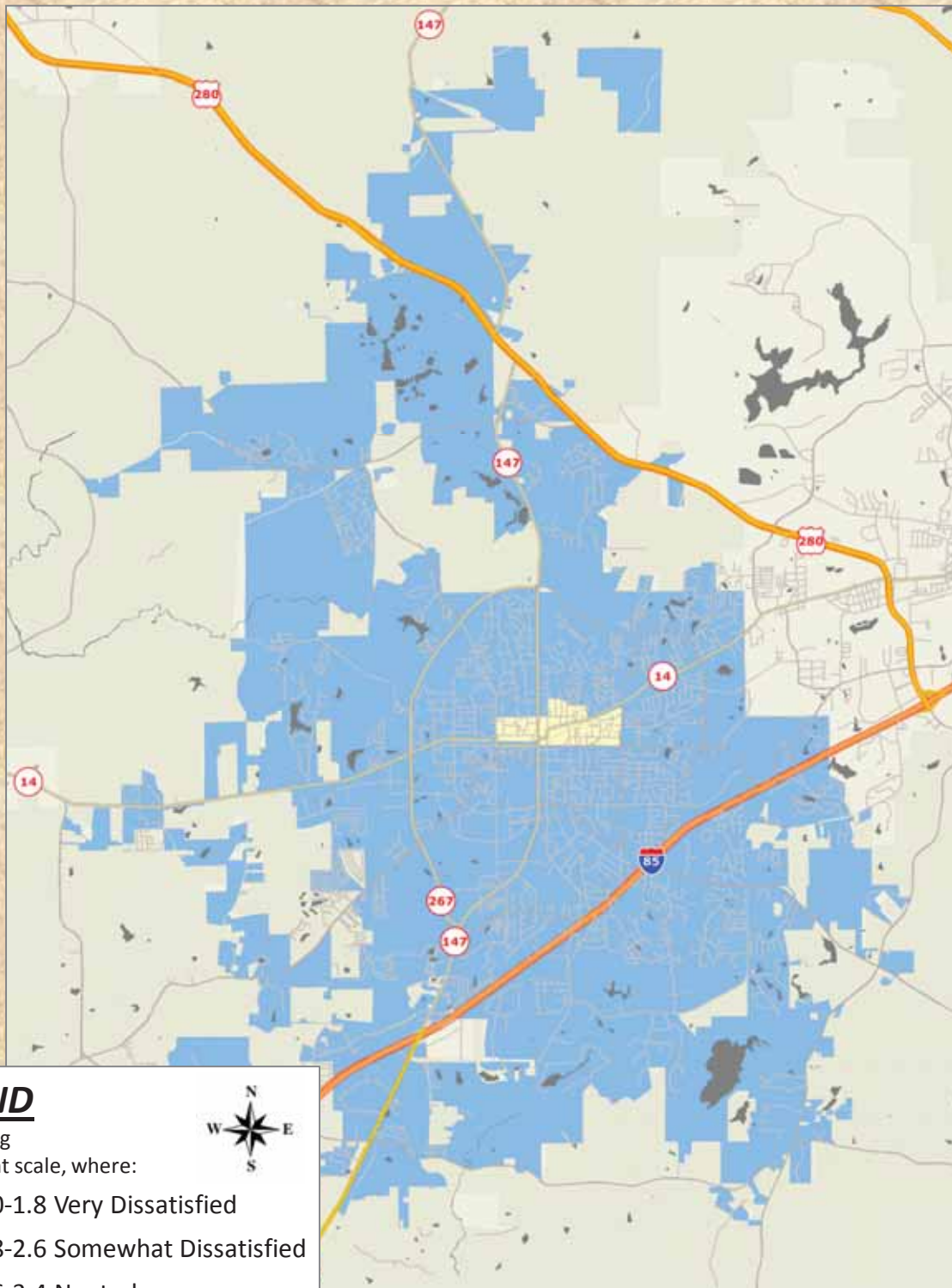
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18g. Satisfaction with the maintenance of community recreation centers



LEGEND

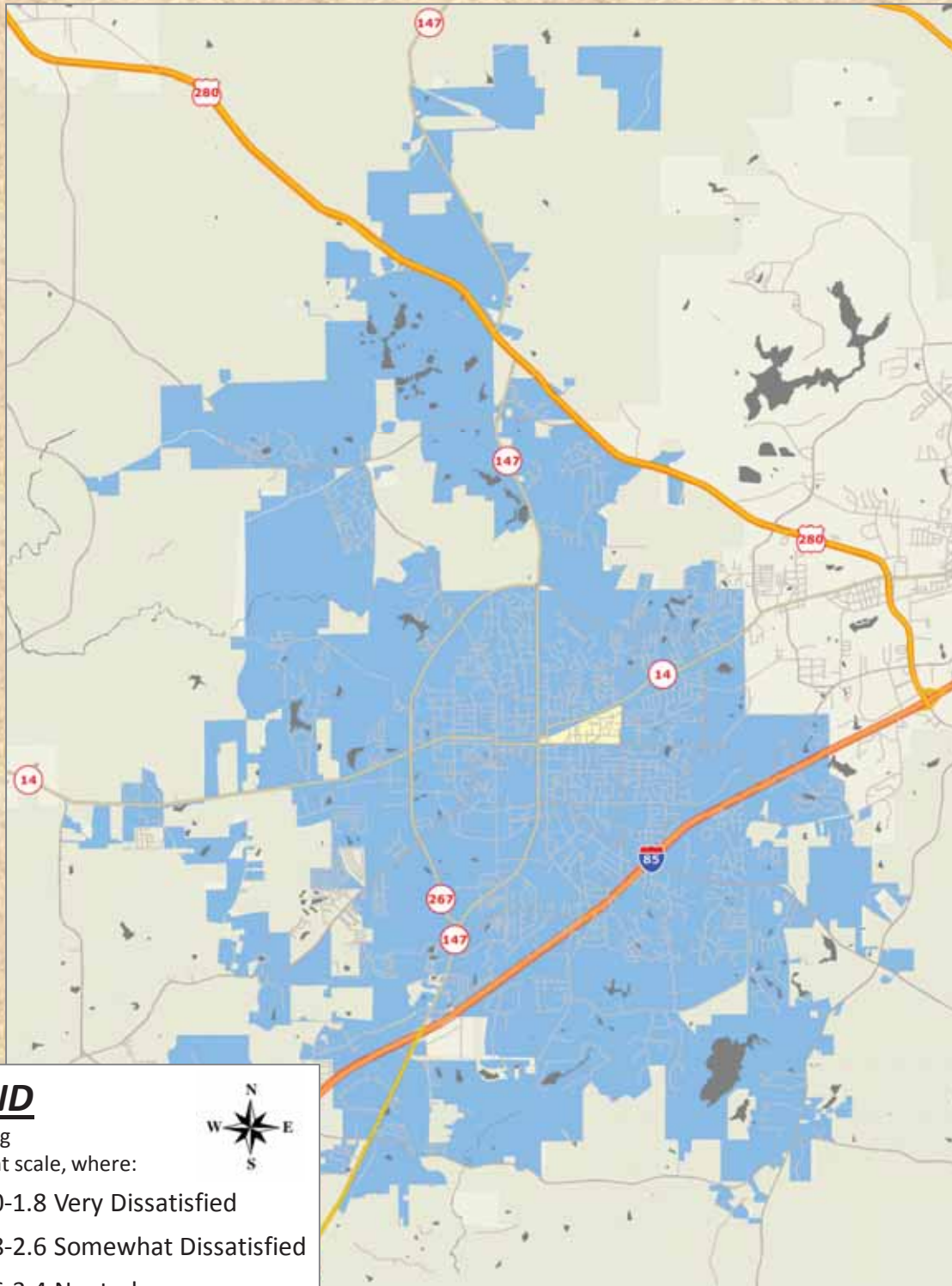
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q18h. Satisfaction with the quality of community recreation centers



LEGEND

Mean rating on a 5-point scale, where:

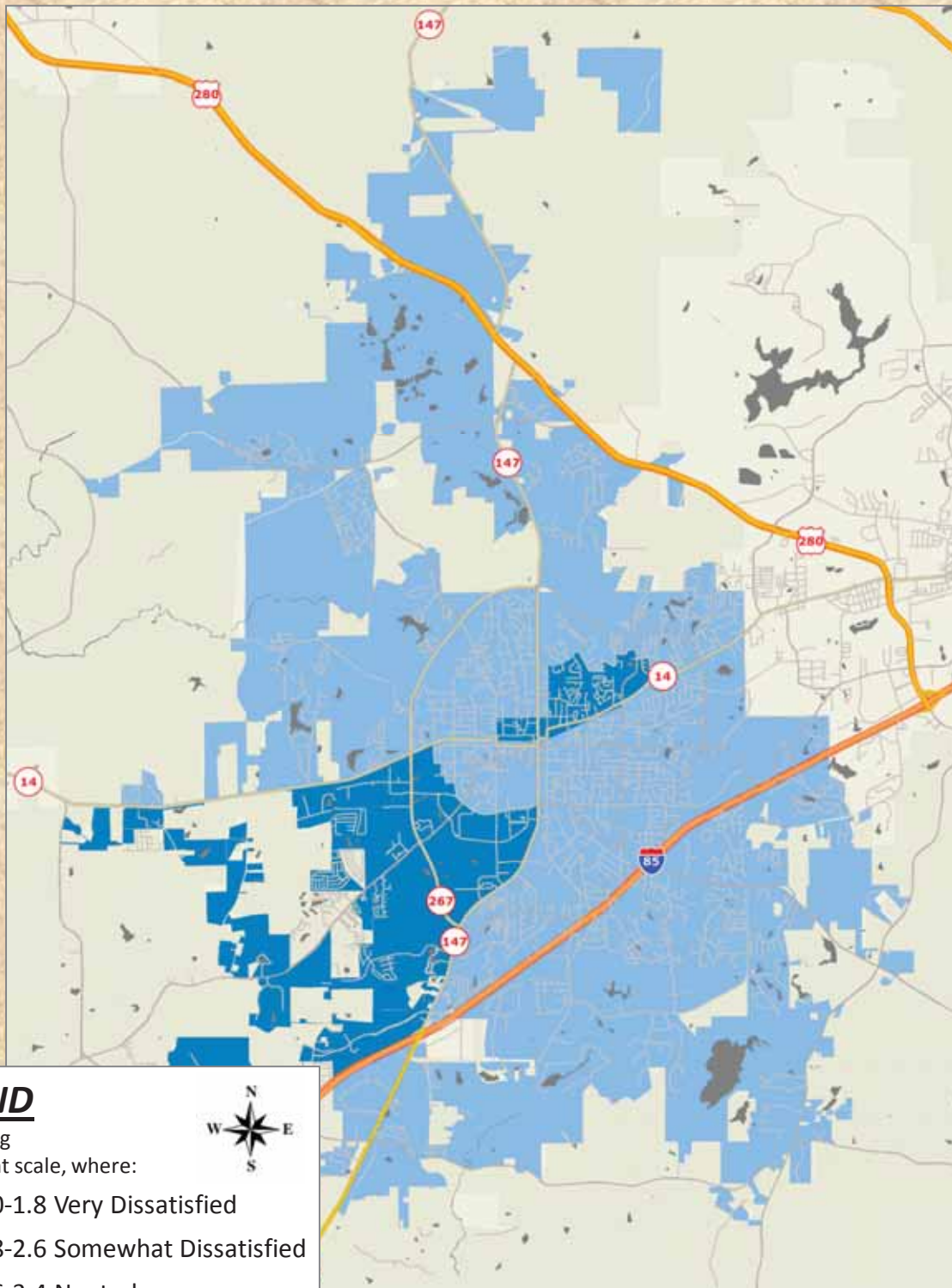
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18i. Satisfaction with the maintenance of outdoor athletic fields



LEGEND

Mean rating on a 5-point scale, where:

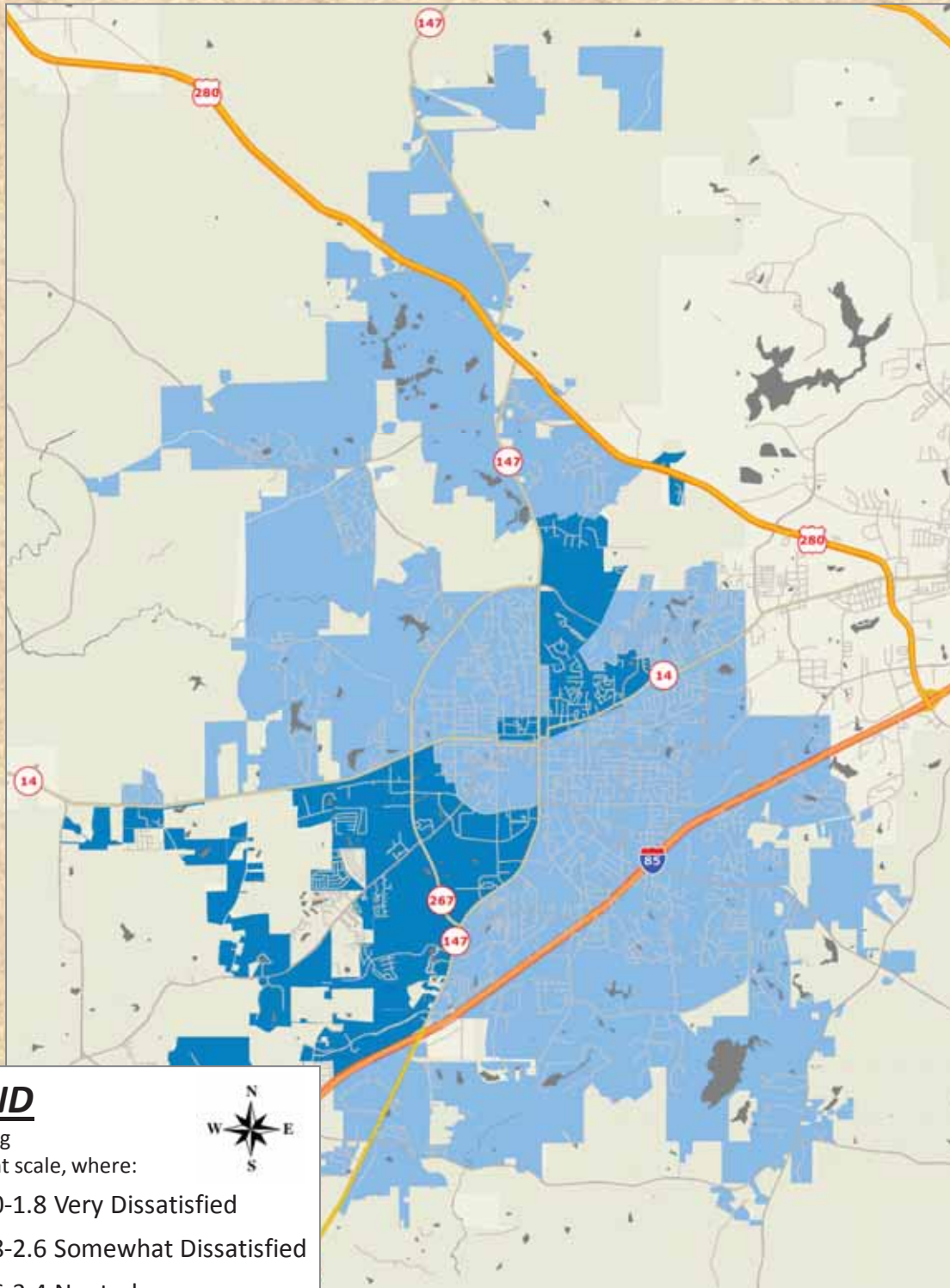
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q18j. Satisfaction with the quality of outdoor athletic fields



LEGEND

Mean rating
on a 5-point scale, where:

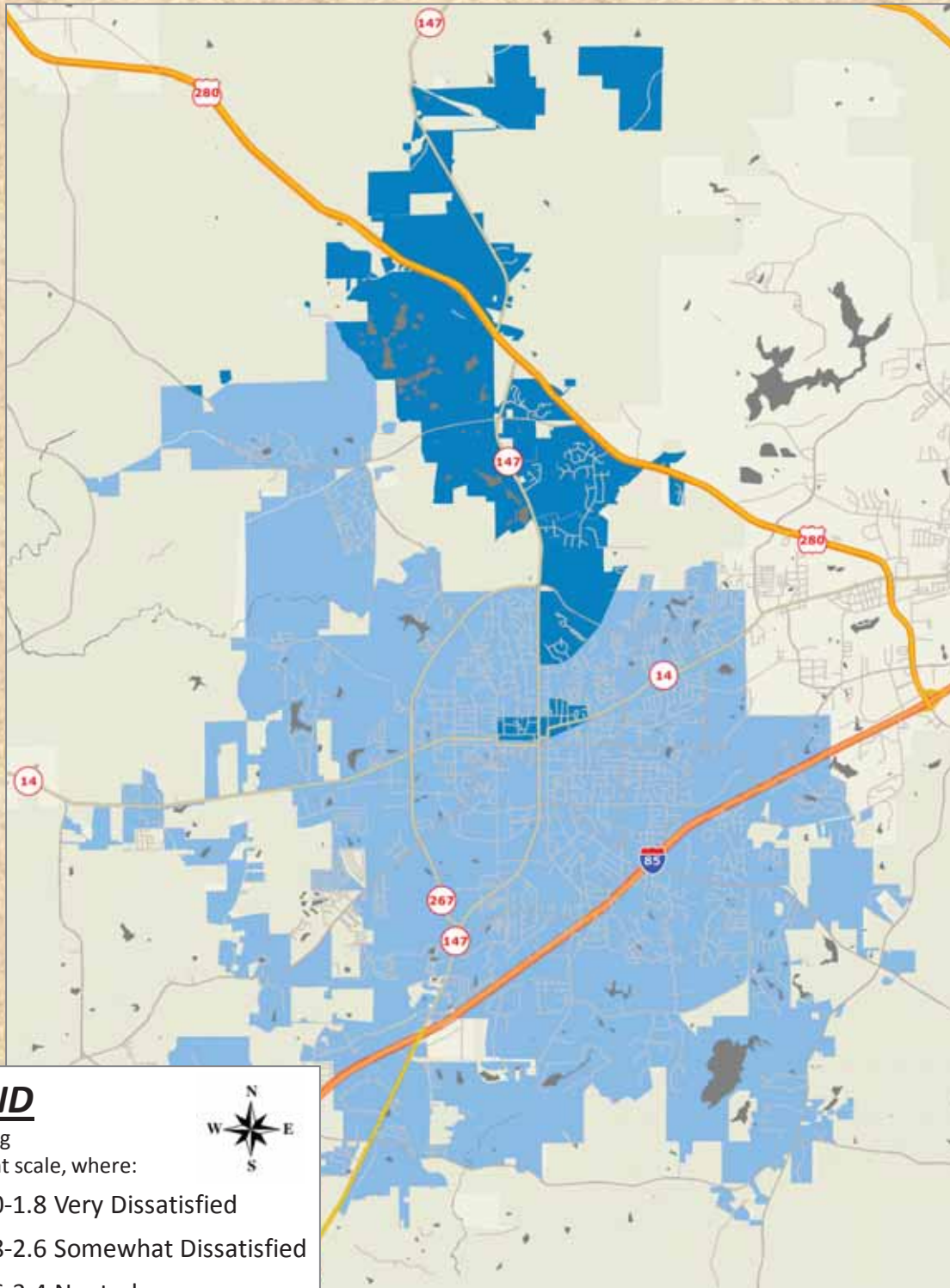
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q18k. Satisfaction with quality of youth athletic programs



LEGEND

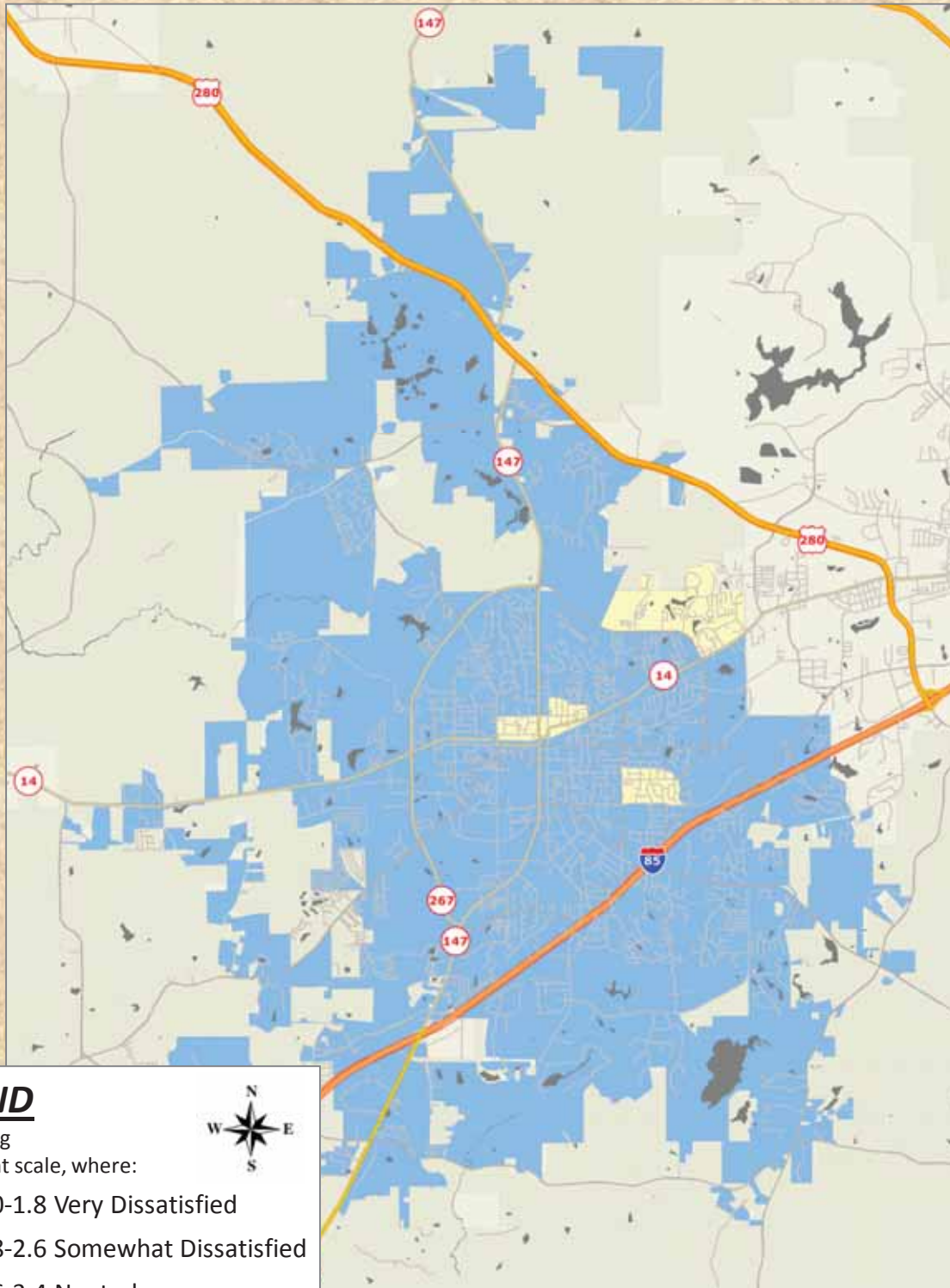
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey







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

Q18l. Satisfaction with the quality of adult athletic programs



LEGEND

Mean rating on a 5-point scale, where:

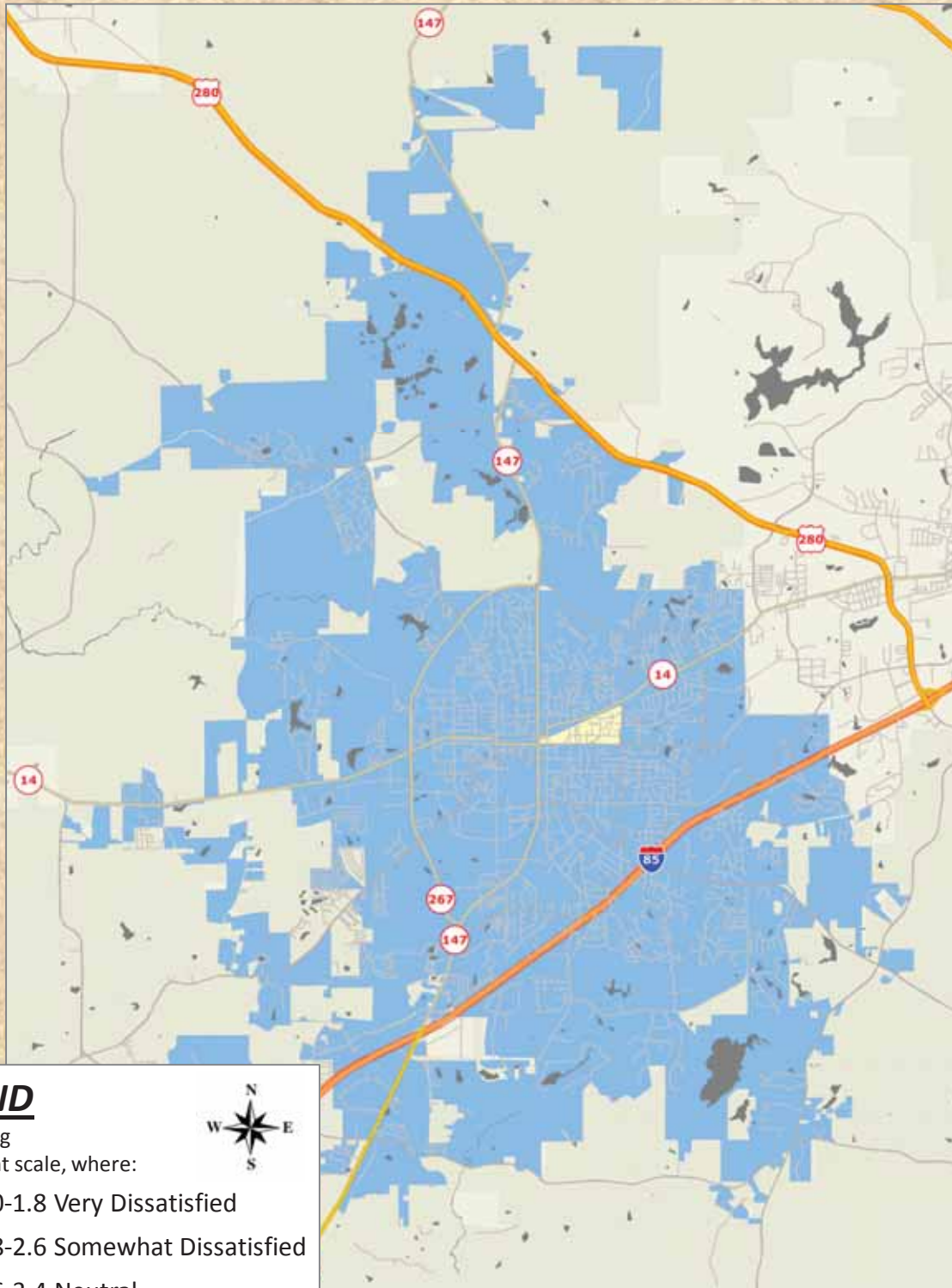
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q18m. Satisfaction with the quality of cultural arts programs



LEGEND

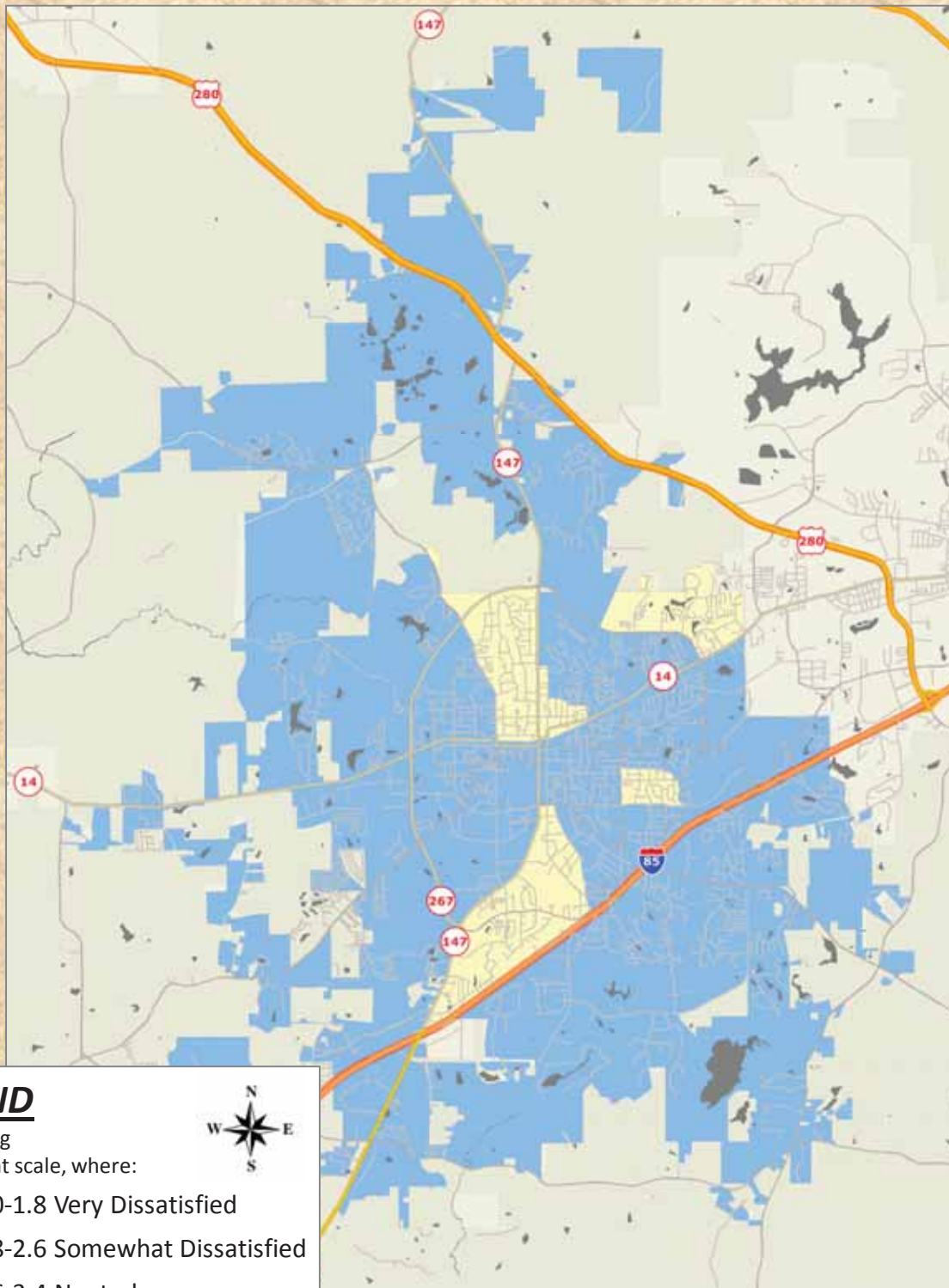
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q18n. Satisfaction with the quality of senior programs



LEGEND

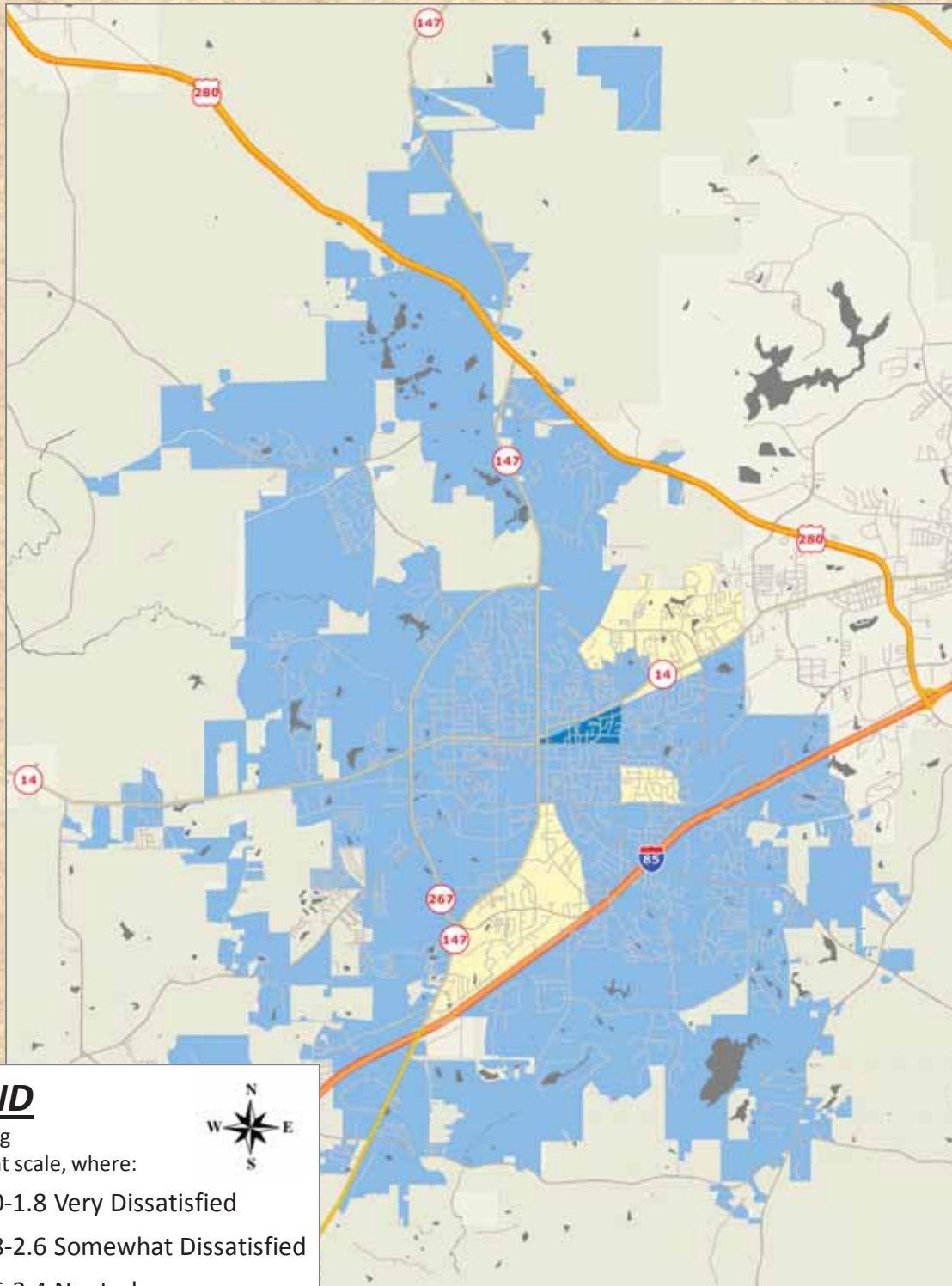
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q18o. Satisfaction with the quality of special needs/therapeutics programs



LEGEND

Mean rating on a 5-point scale, where:

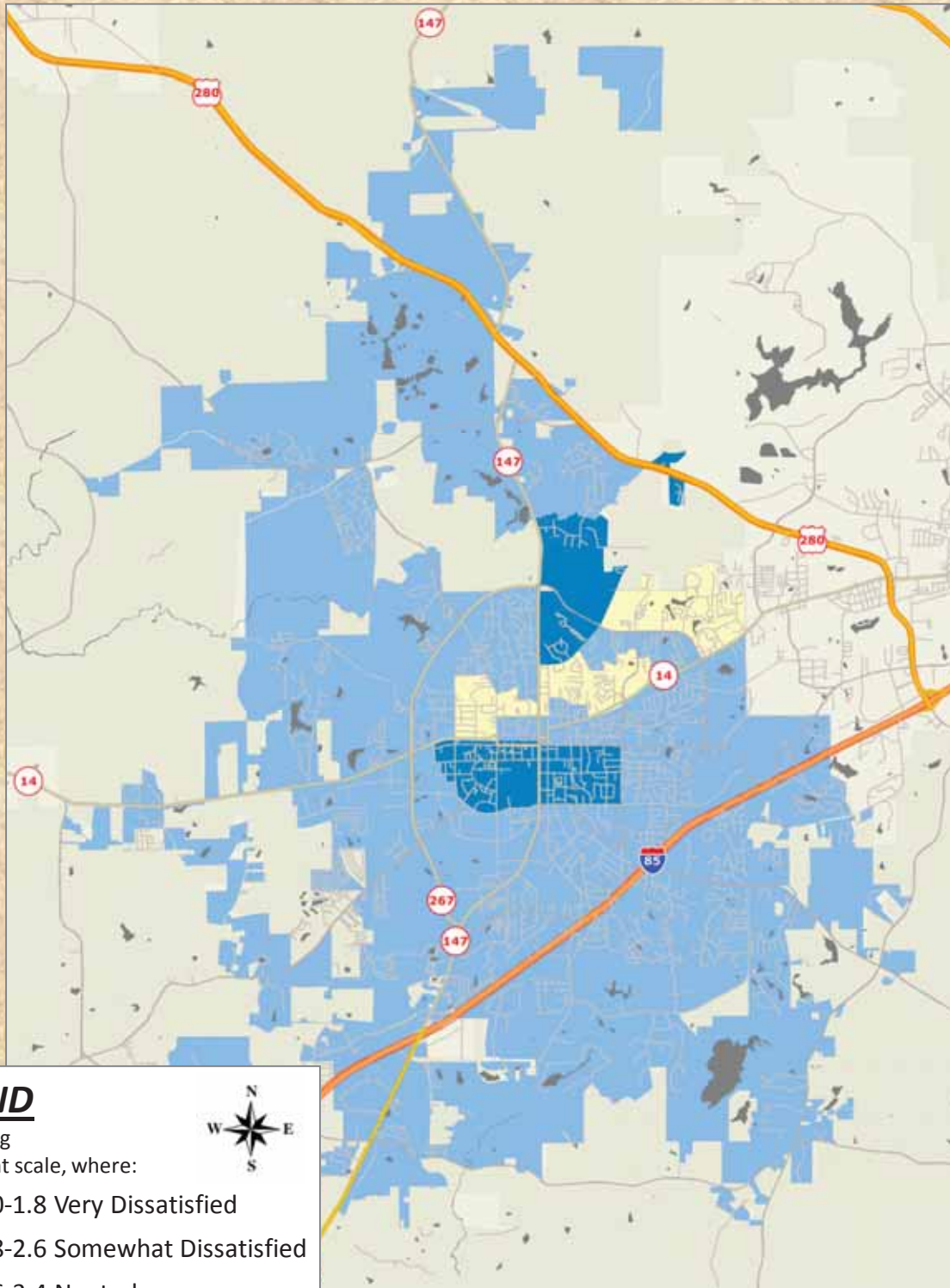
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18p. Satisfaction with the ease of registering for programs



LEGEND

Mean rating
on a 5-point scale, where:

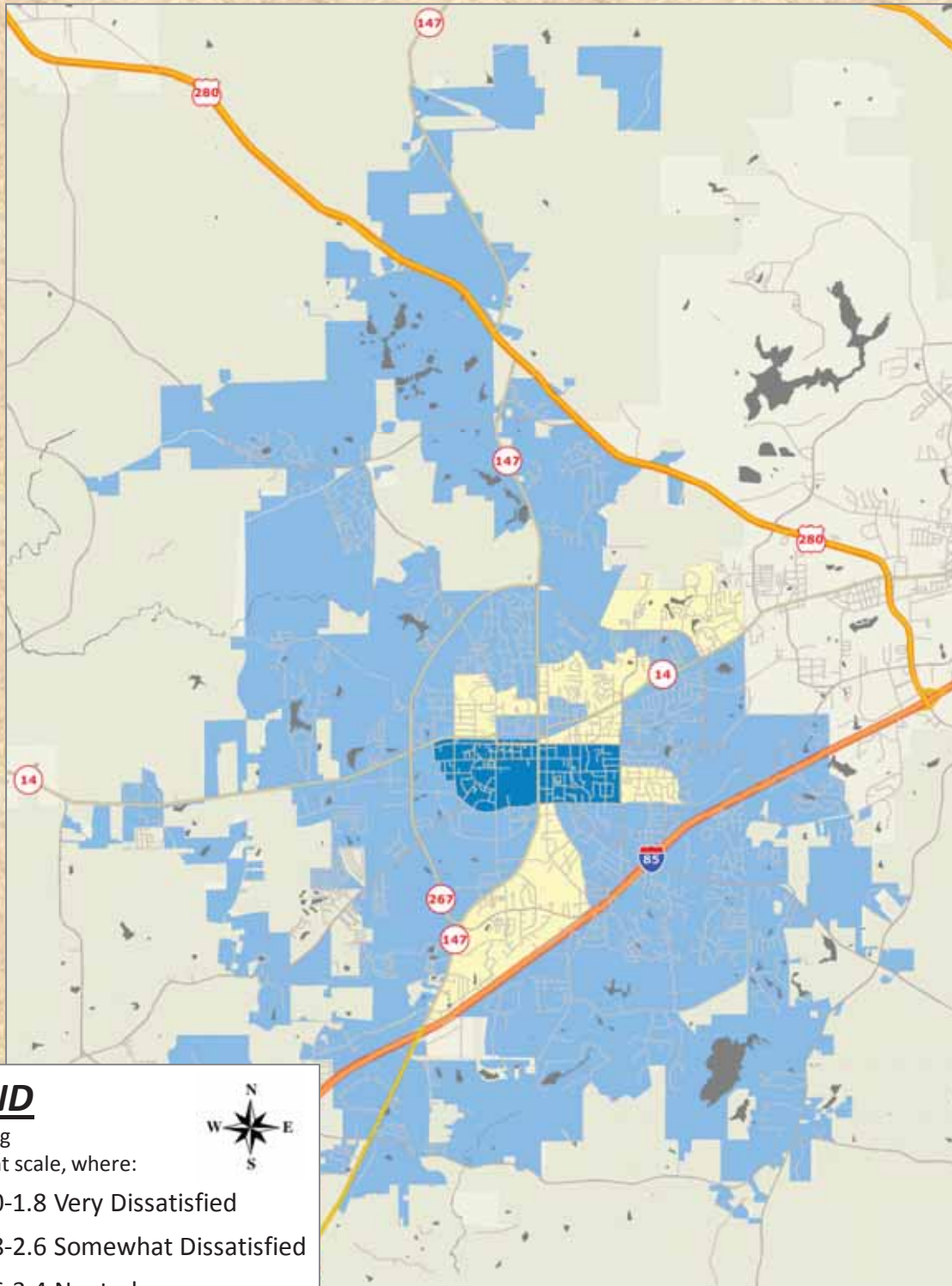
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q18q. Satisfaction with the fees charged for recreation programs



LEGEND

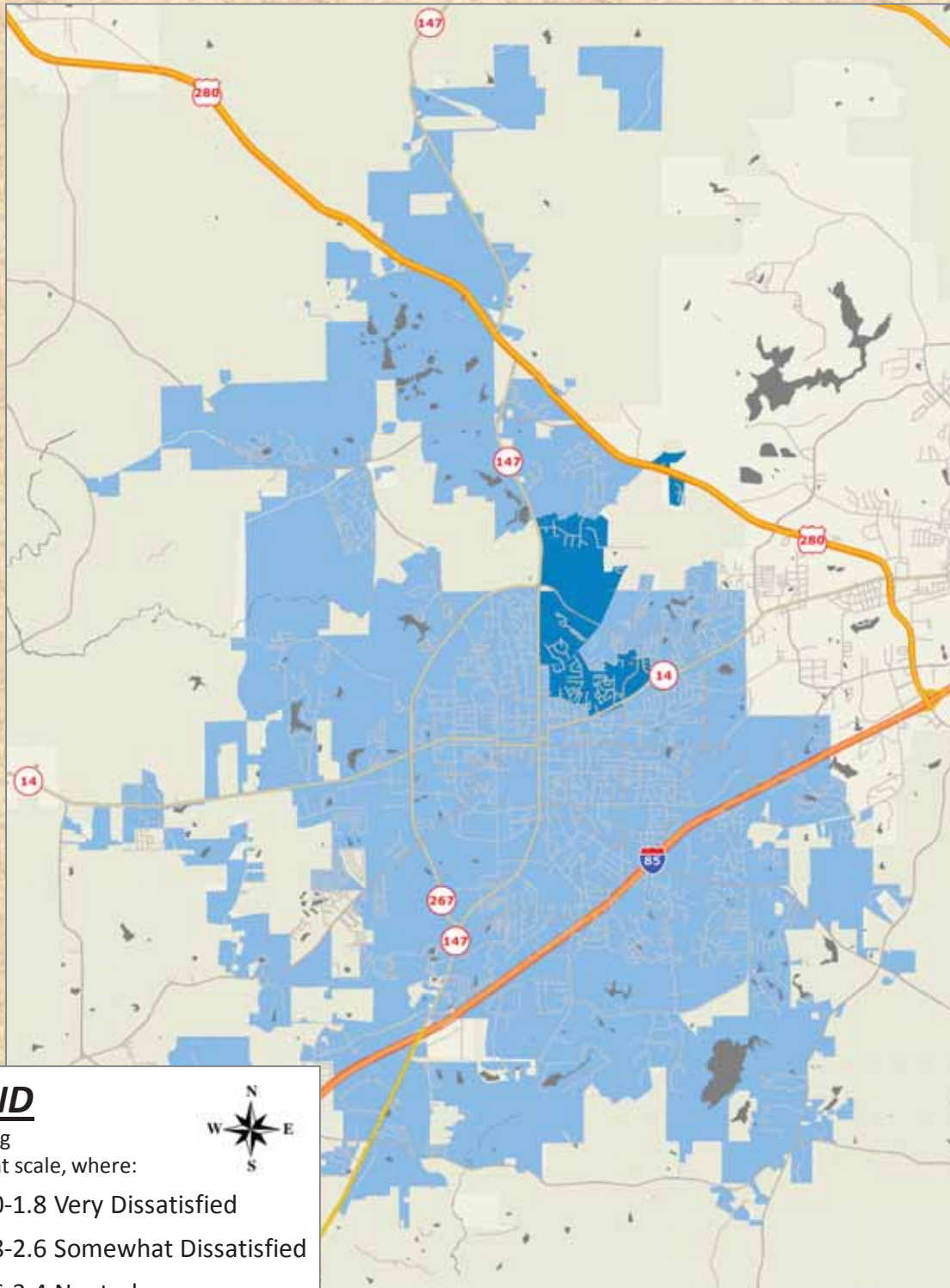
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q18r. Satisfaction with the quality of special events



LEGEND

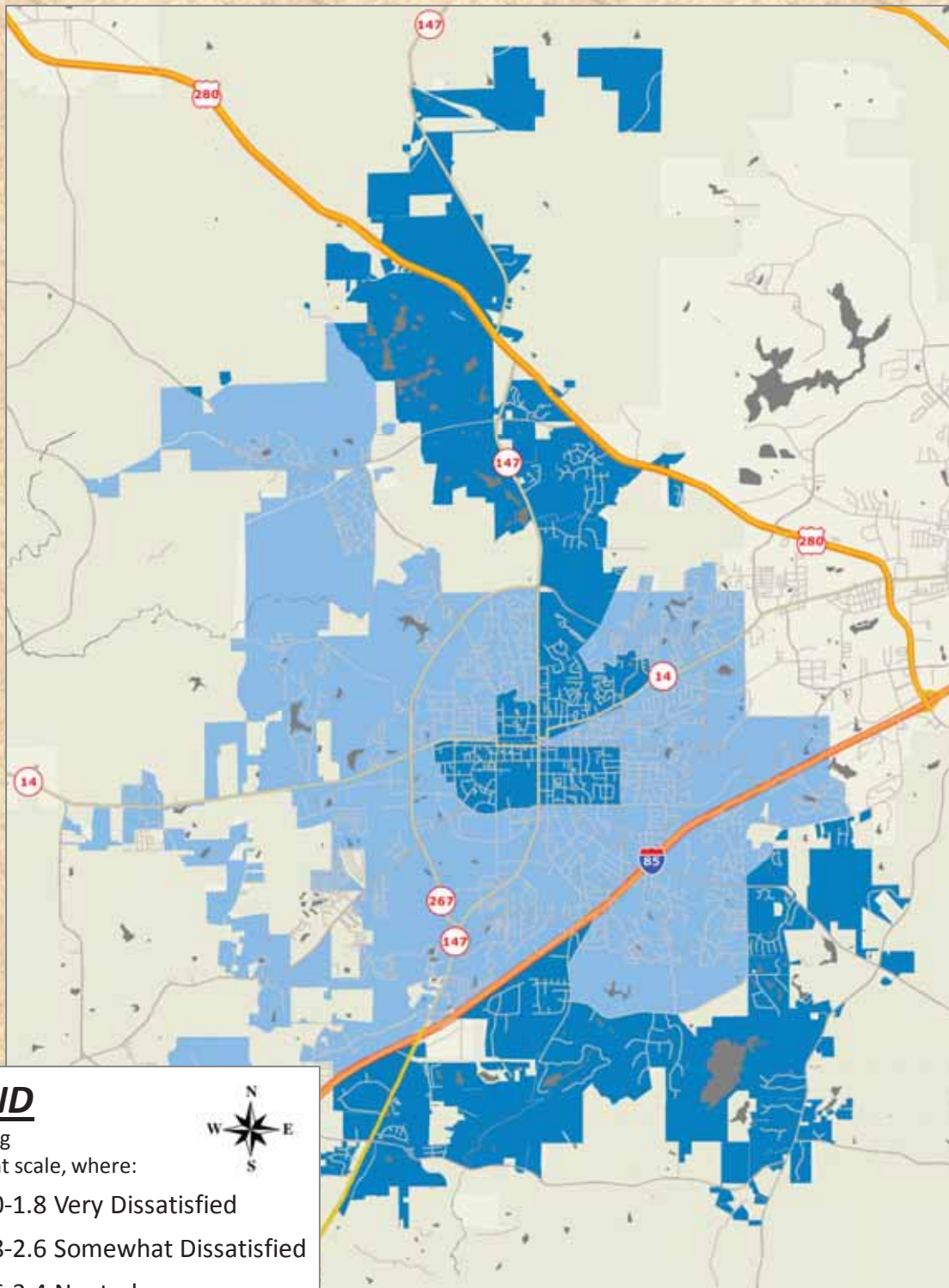
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q20a. Satisfaction with the quality of *Open Line* newsletter



LEGEND

Mean rating
on a 5-point scale, where:

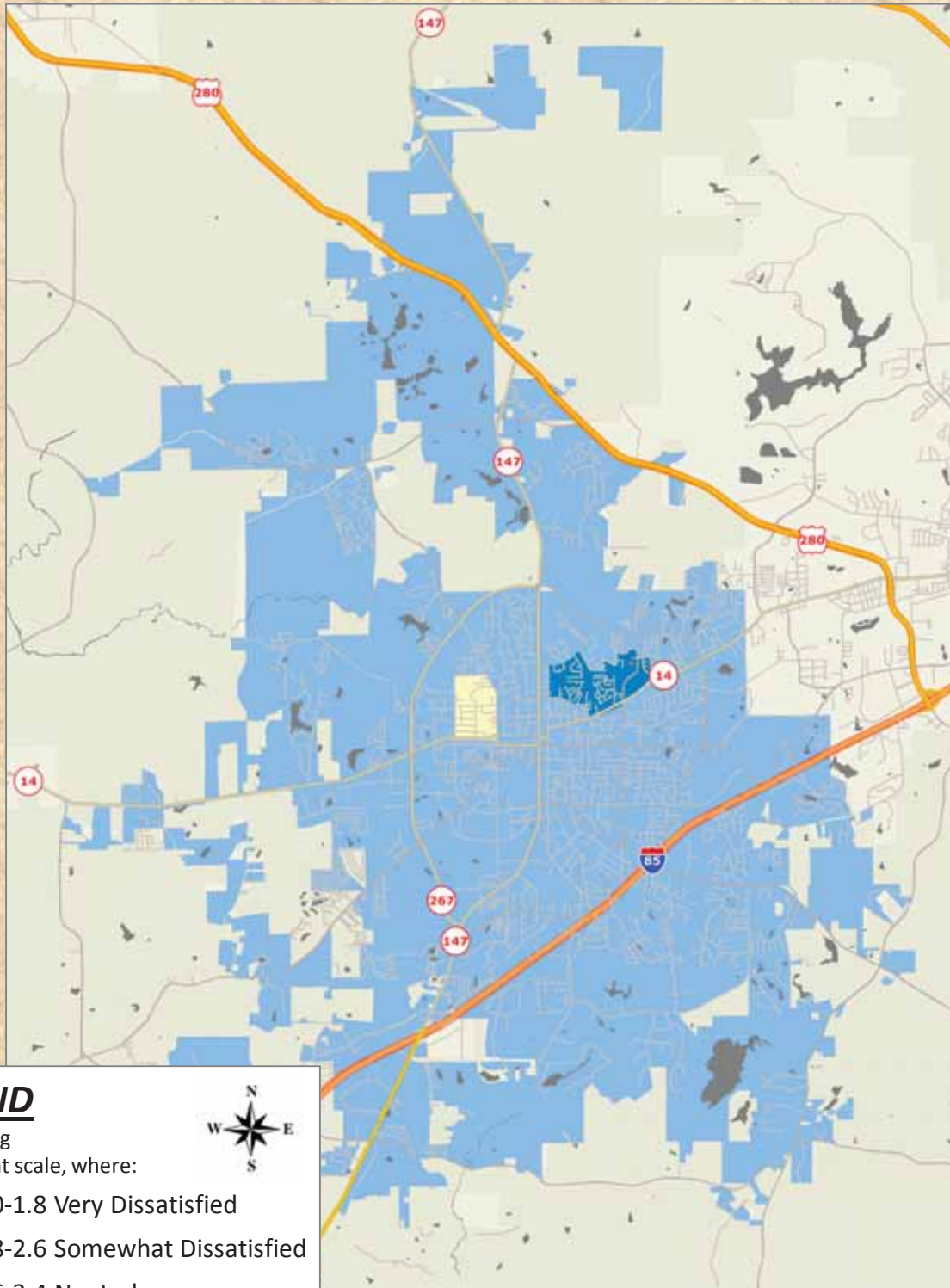
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q20b. Satisfaction with the quality of city's website



LEGEND

Mean rating
on a 5-point scale, where:

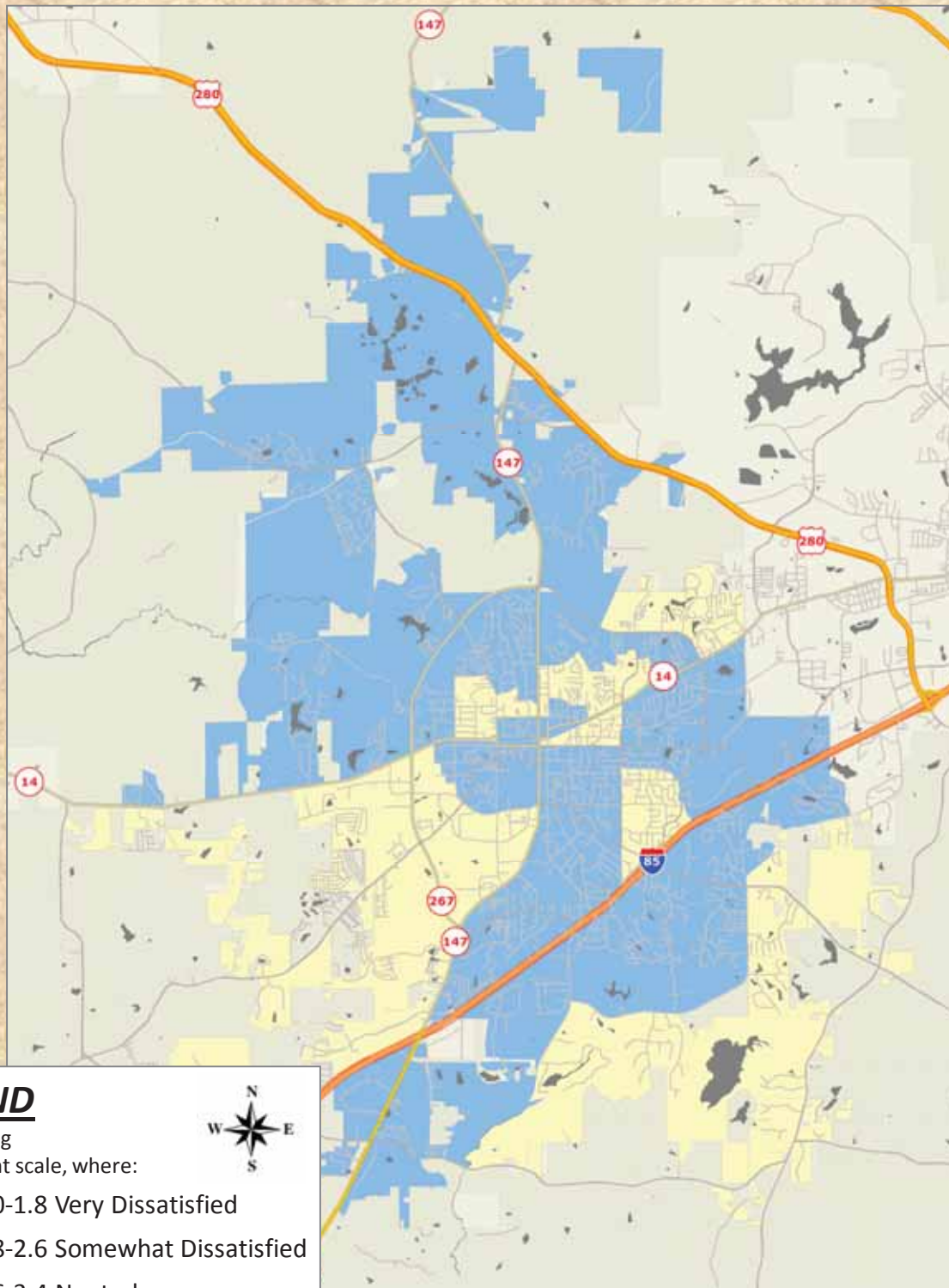
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q20c. Satisfaction with the quality of city's social media



LEGEND

Mean rating
on a 5-point scale, where:

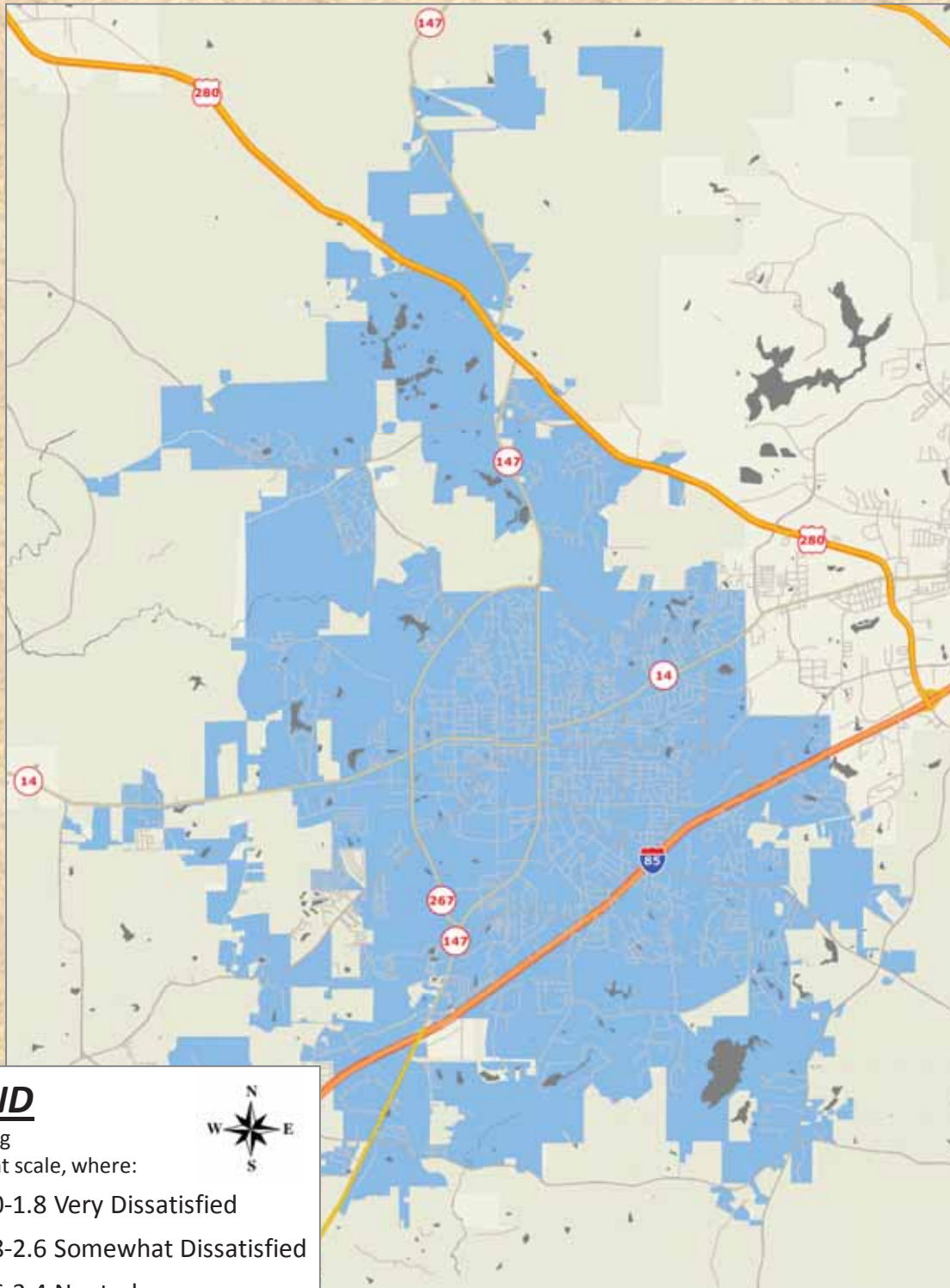
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q20d. Satisfaction with the availability of information on city services and programs



LEGEND

Mean rating on a 5-point scale, where:

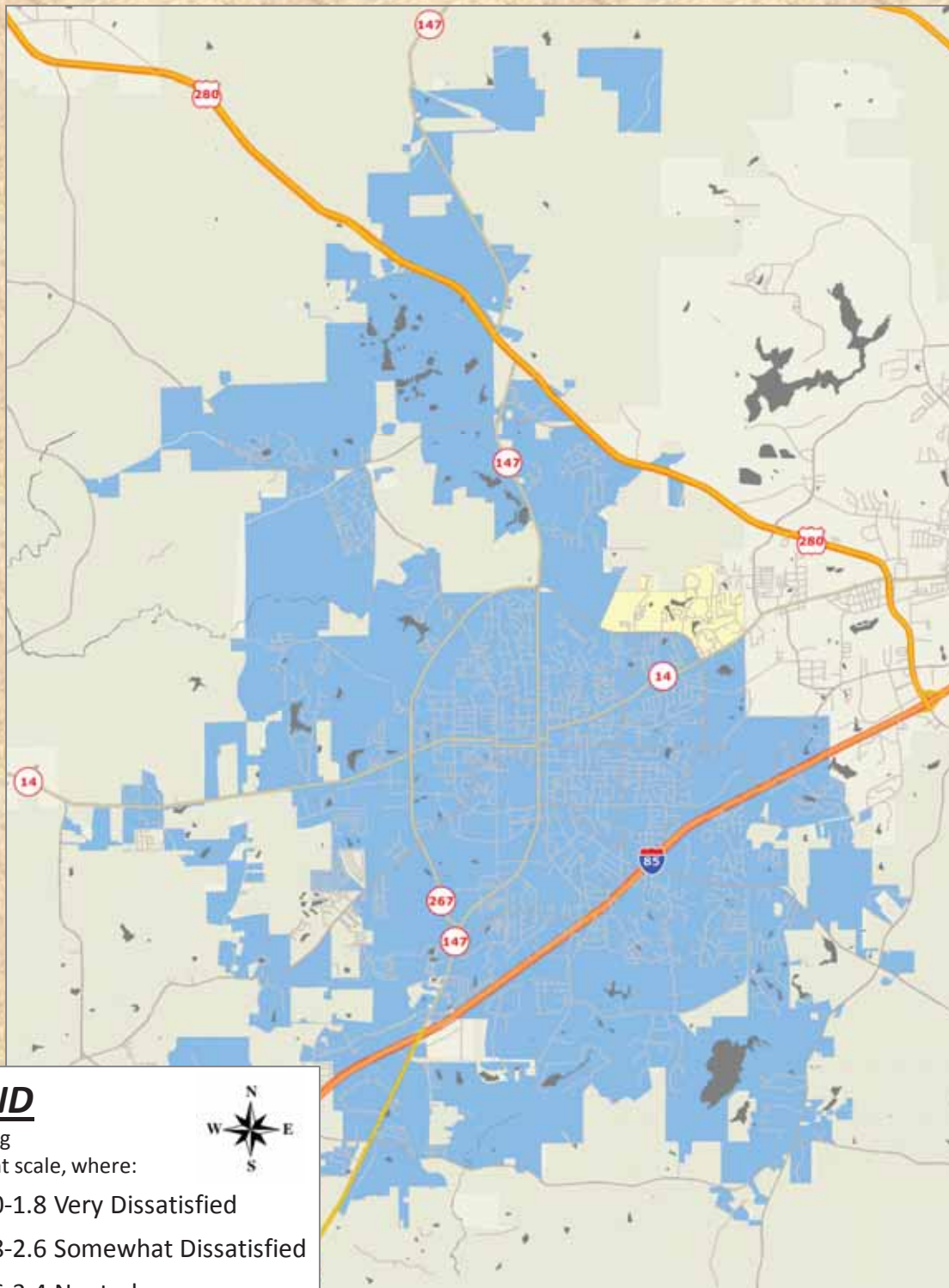
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q20e. Satisfaction with the availability of information about Parks & Recreation programs and services



LEGEND

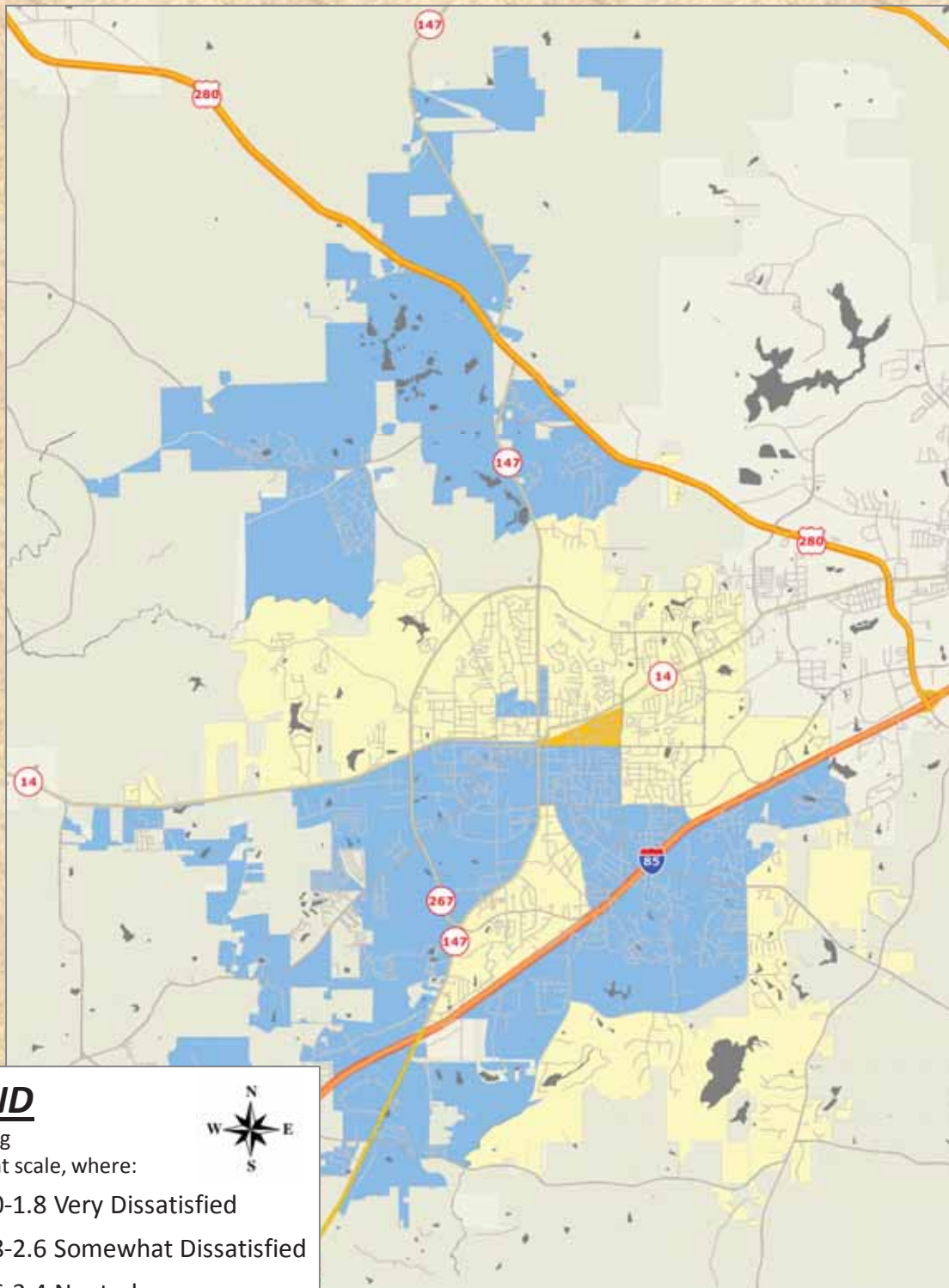
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q20f. Satisfaction with the level of public involvement in local decision-making



LEGEND

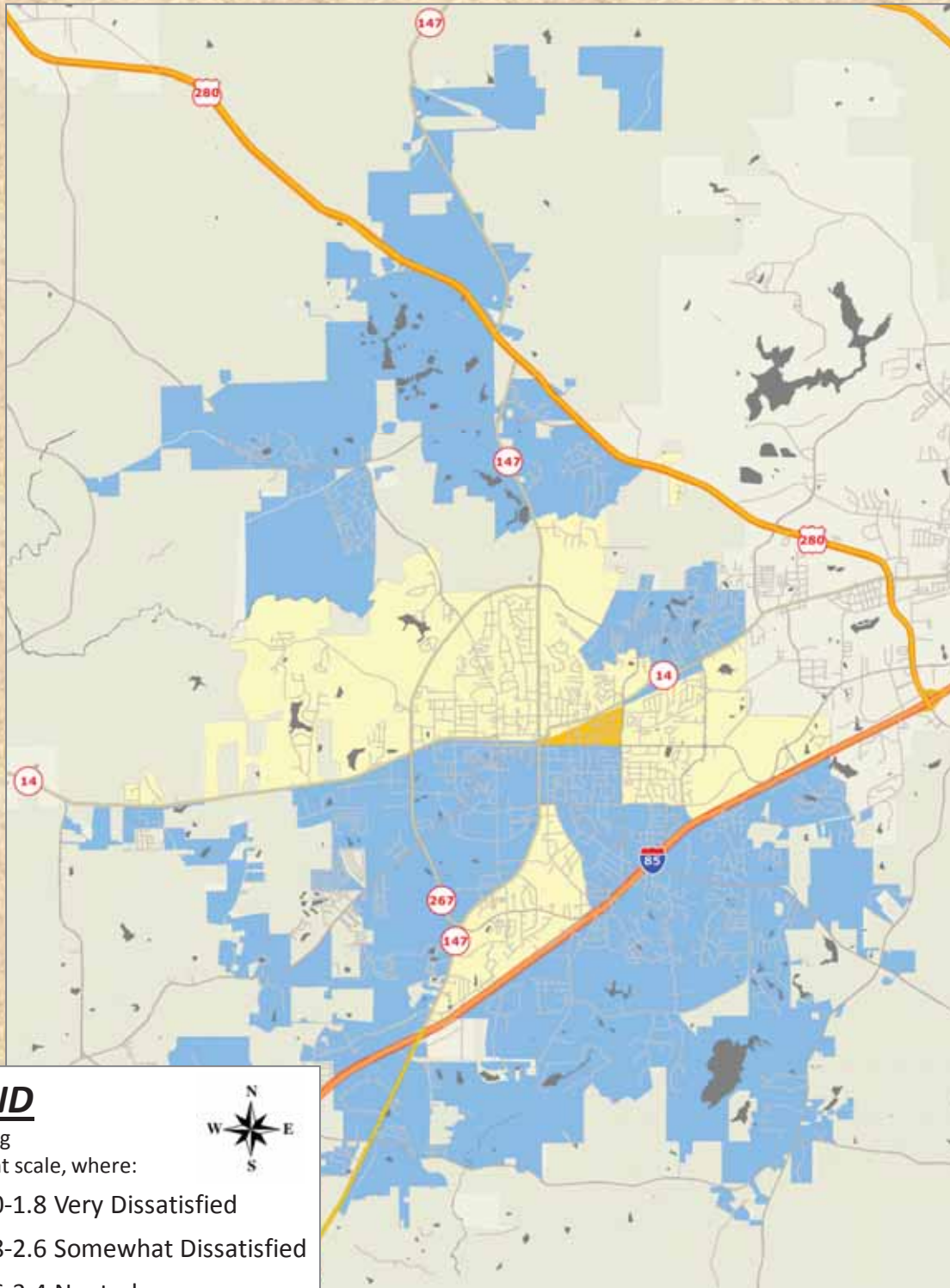
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q20g. Satisfaction with the transparency of city government



LEGEND

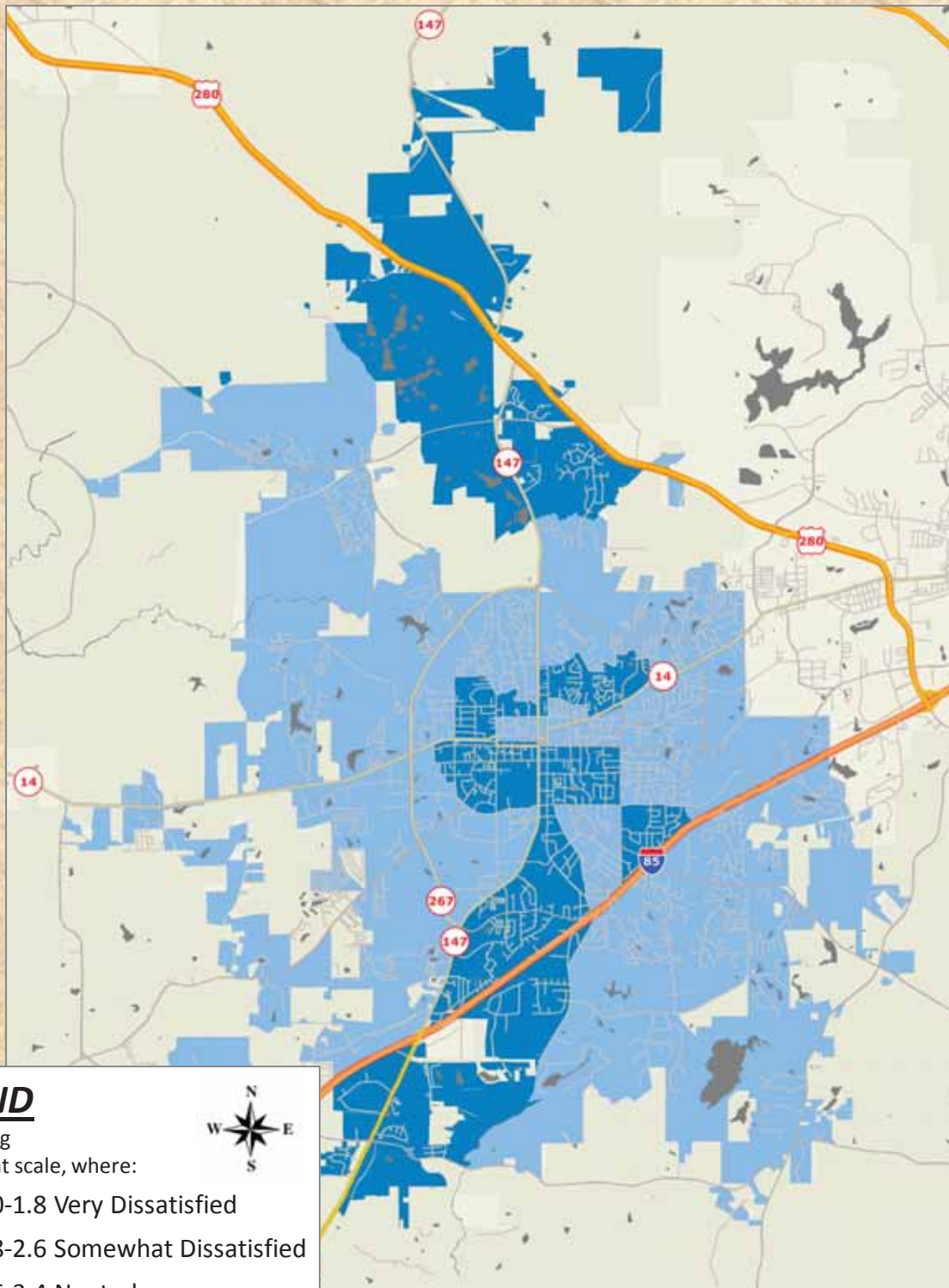
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

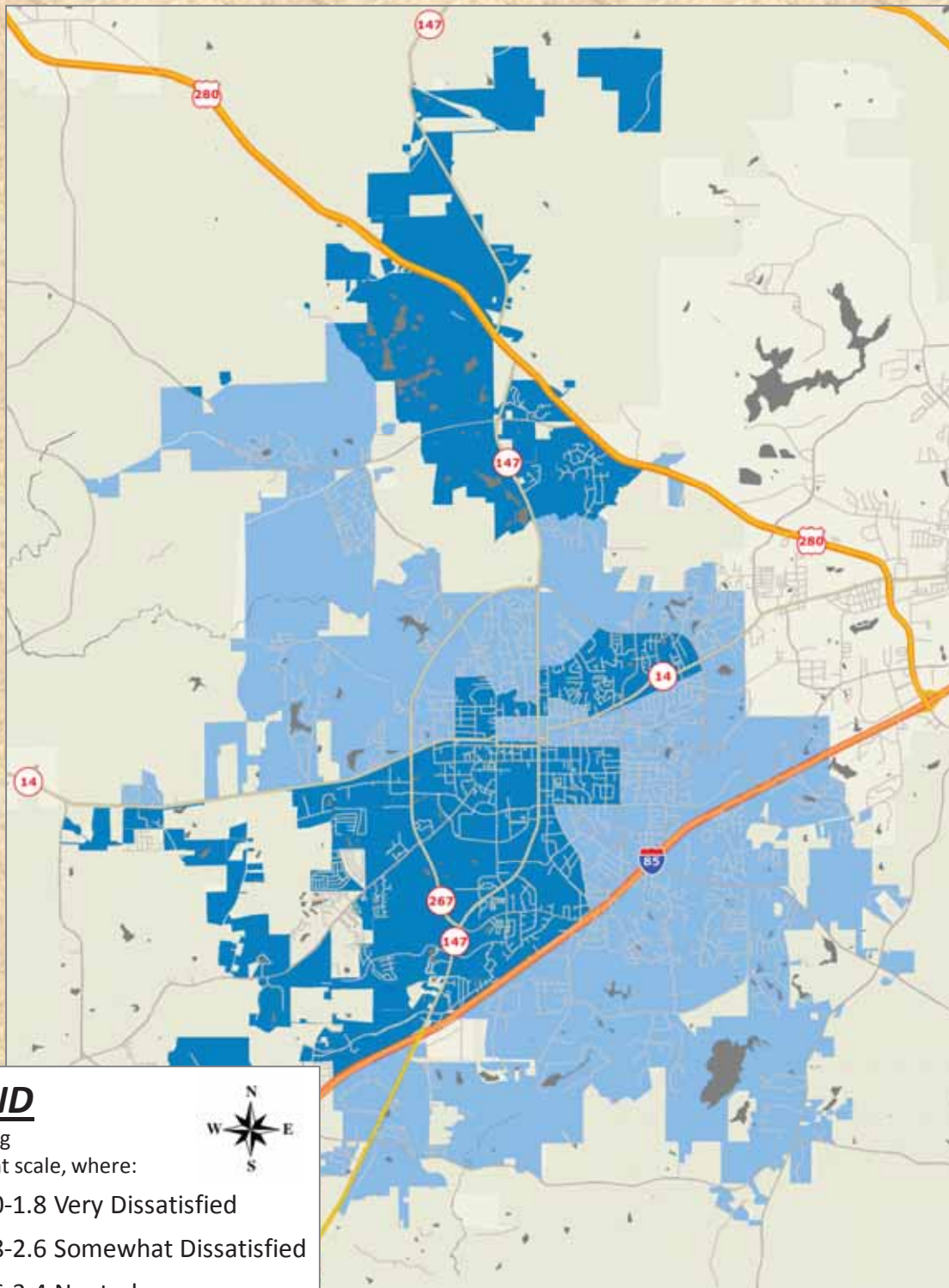
Q22a. Satisfaction with the cleanliness of Downtown Auburn



2013 Auburn Citizen Survey







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

Q22b. Satisfaction with the feeling of safety in Downtown Auburn at night



LEGEND

Mean rating on a 5-point scale, where:

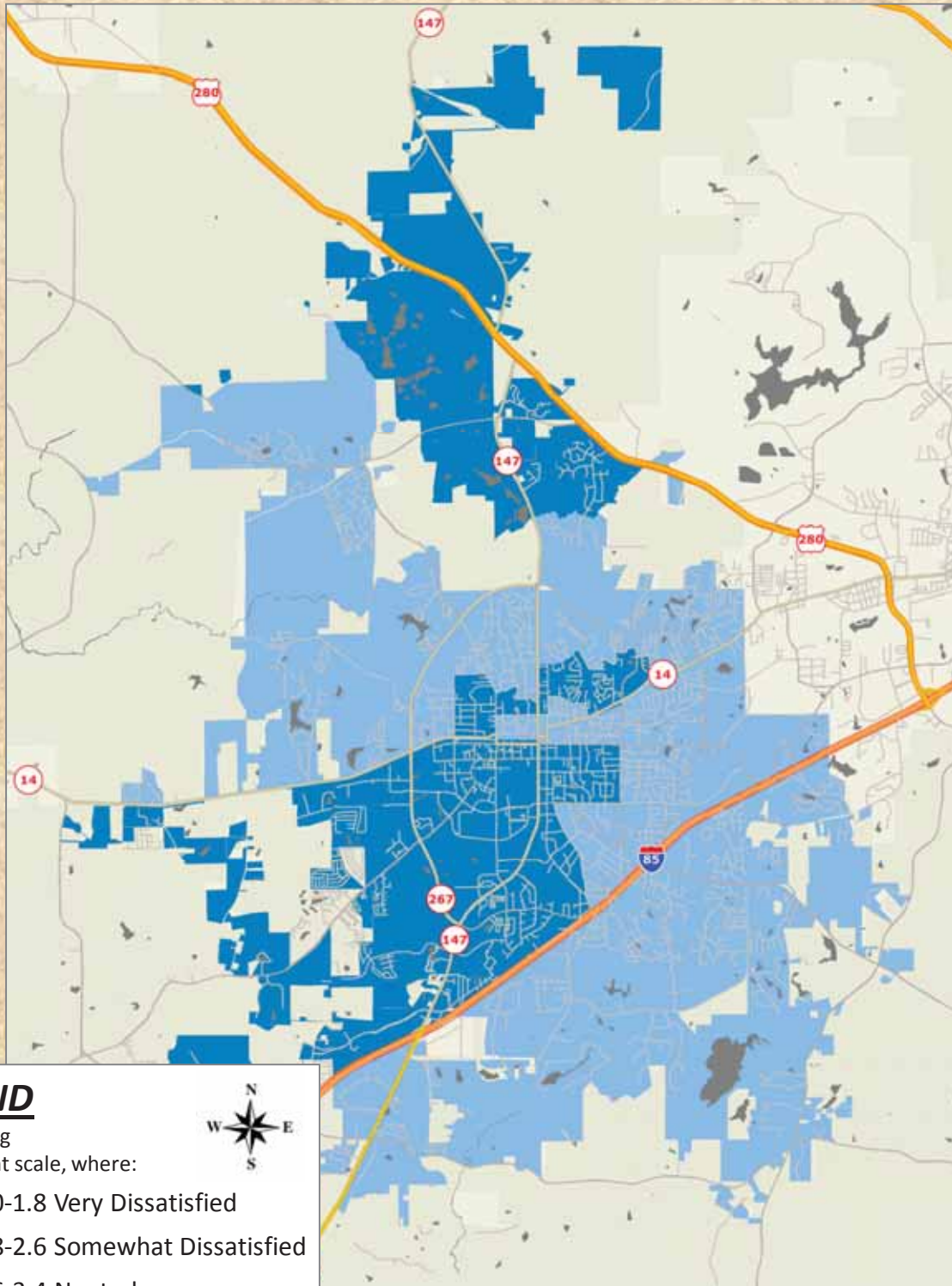
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey







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

Q22c. Satisfaction with pedestrian accessibility in Downtown Auburn



LEGEND

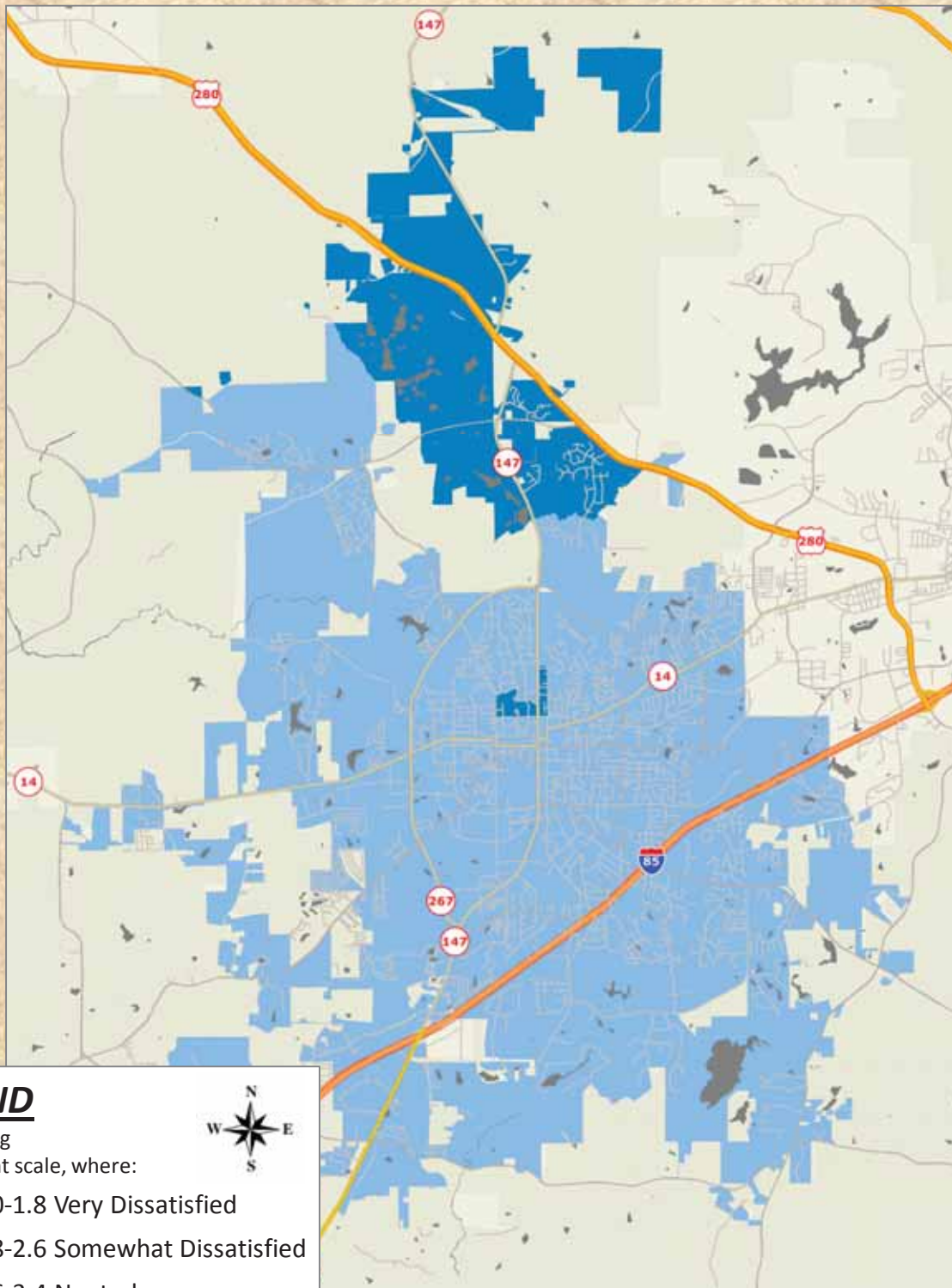
Mean rating on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q22d. Satisfaction with the quality of public events held in Downtown Auburn



LEGEND

Mean rating on a 5-point scale, where:

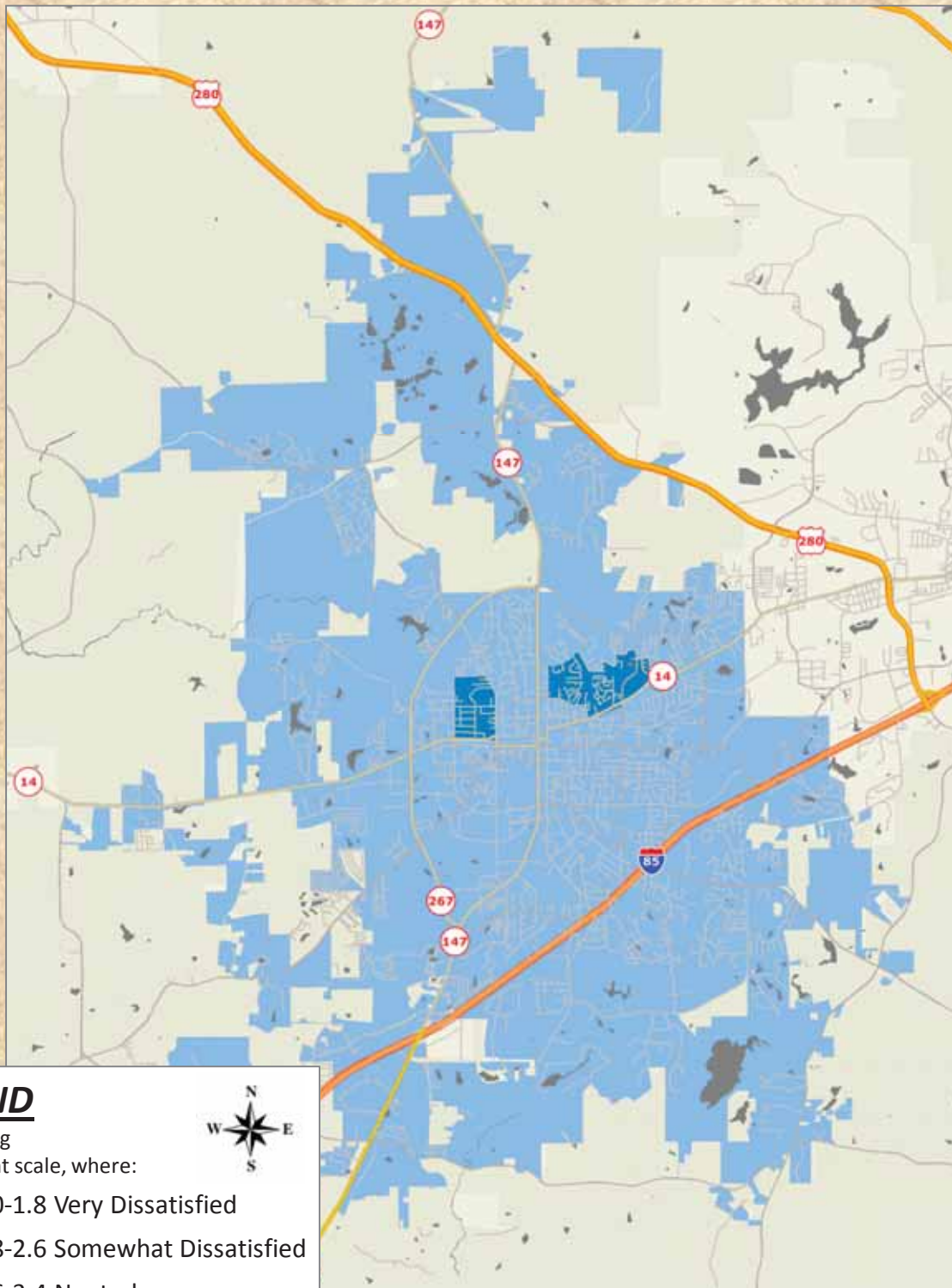
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q22e. Satisfaction with landscaping and green space in Downtown Auburn



LEGEND

Mean rating on a 5-point scale, where:

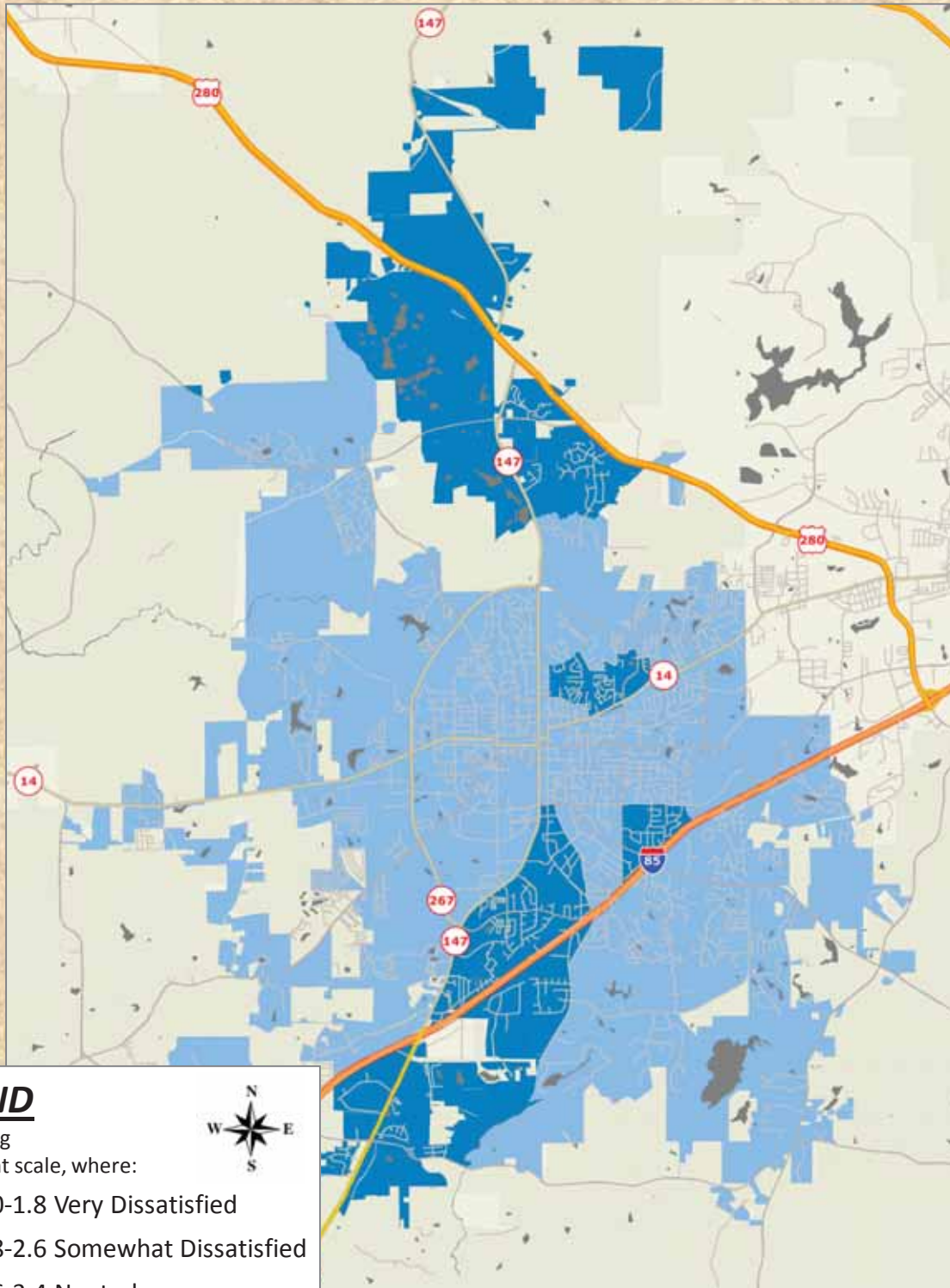
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

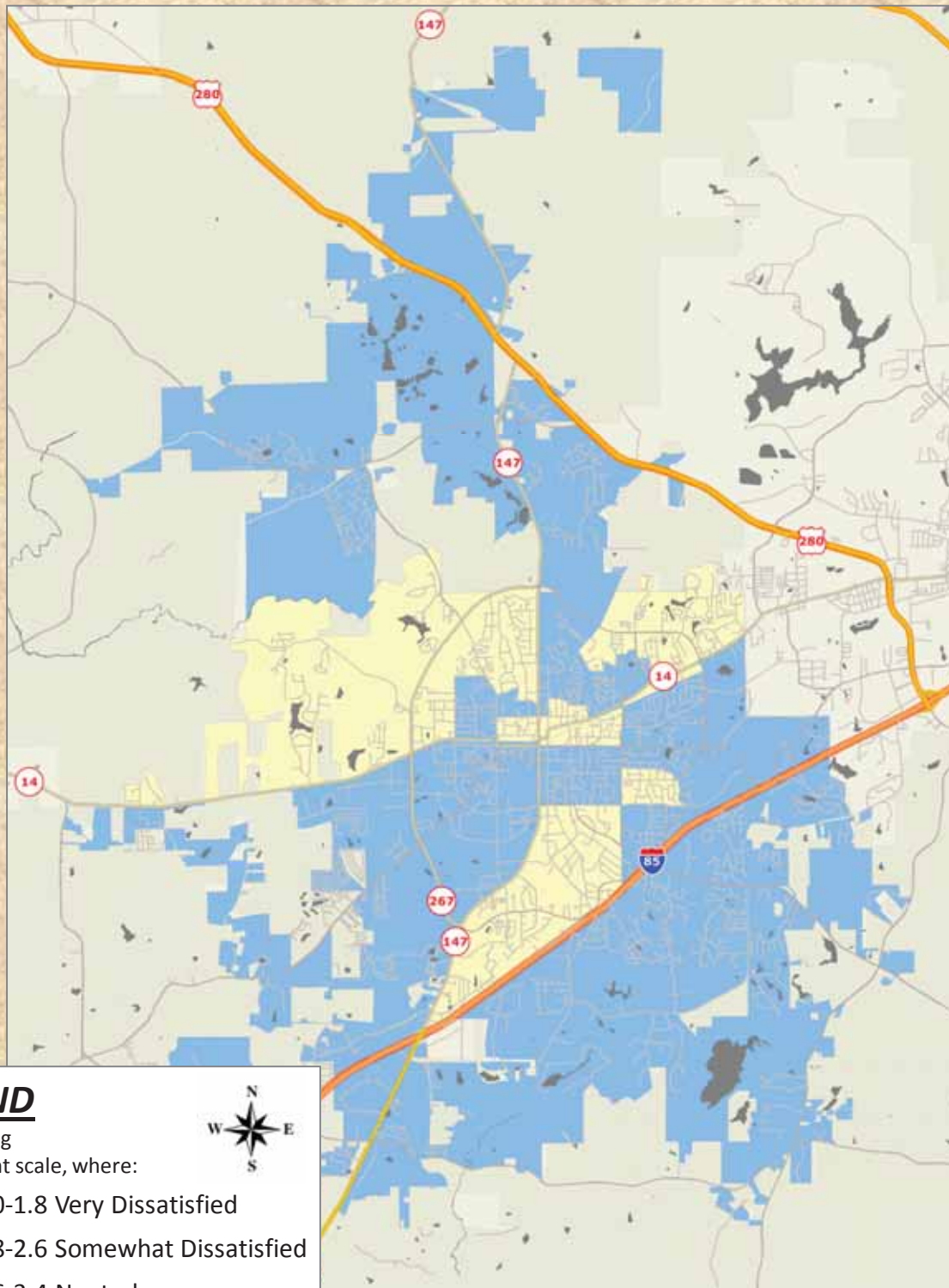
Q22f. Satisfaction with signage and wayfinding in Downtown Auburn



2013 Auburn Citizen Survey

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







Q22g. Satisfaction with the availability of public event space in Downtown Auburn



LEGEND

Mean rating
on a 5-point scale, where:

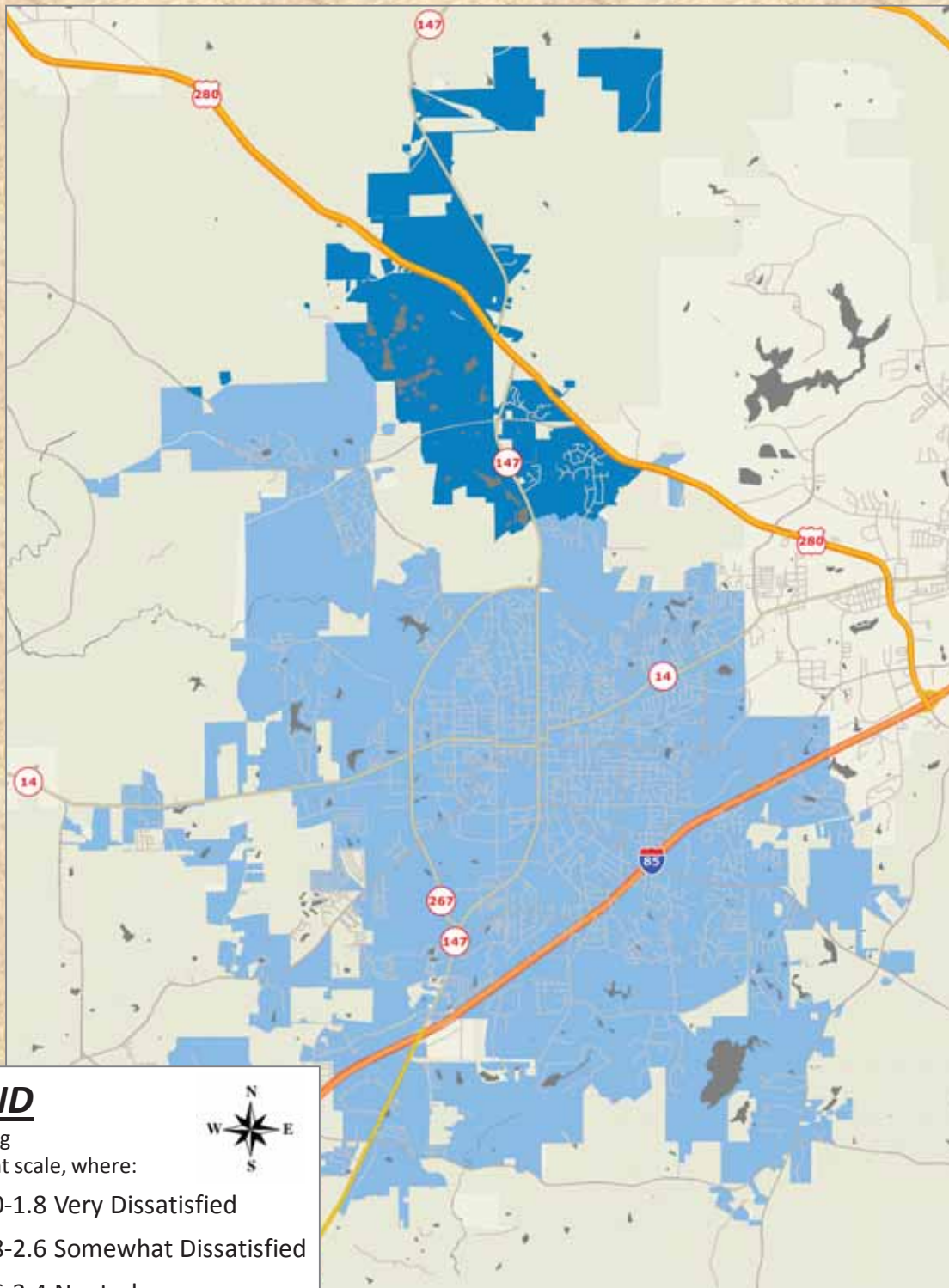


-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

2013 Auburn Citizen Survey







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

Q22h. Satisfaction with the availability of dining opportunities in Downtown Auburn



LEGEND

Mean rating
on a 5-point scale, where:

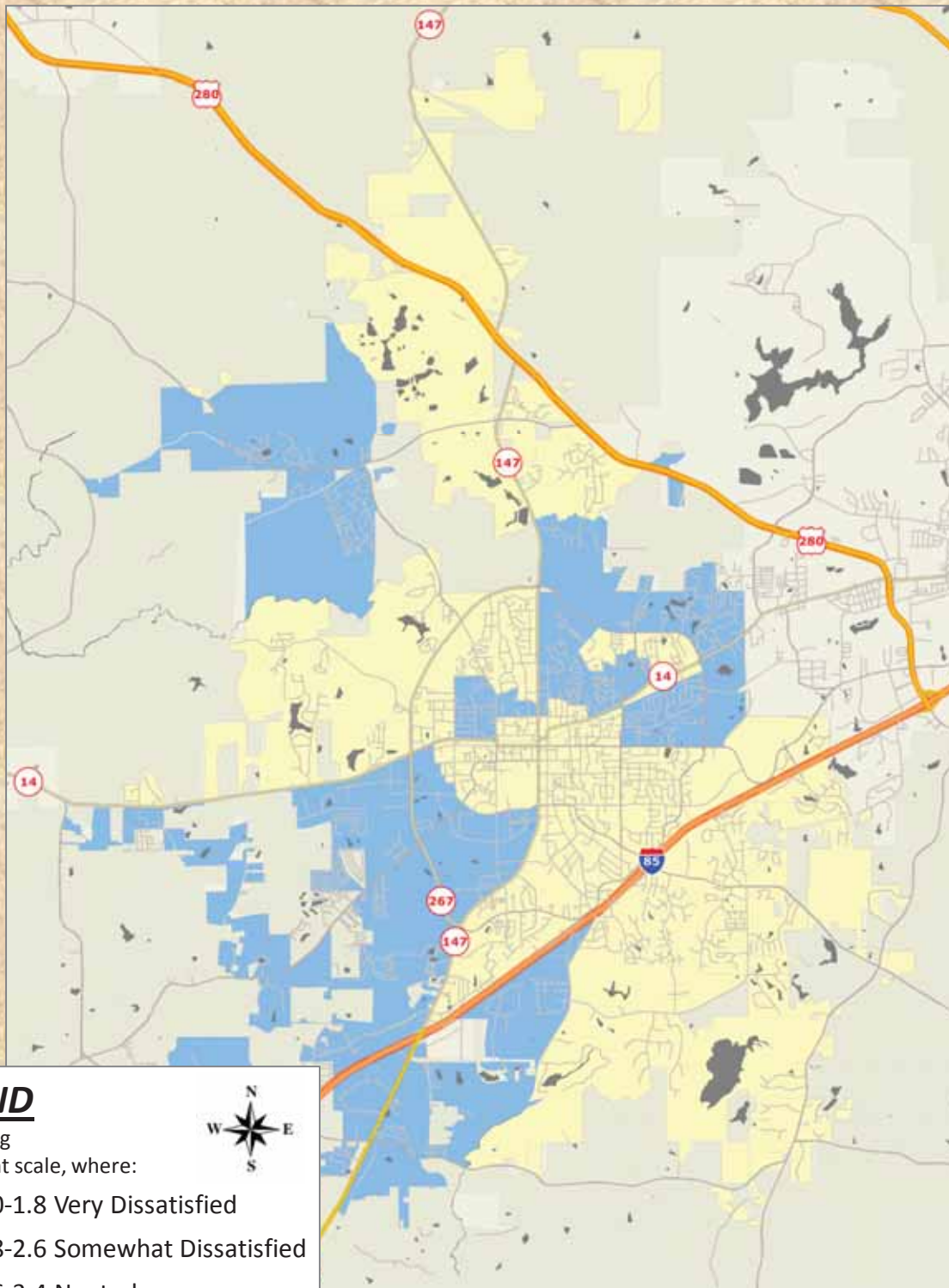
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q22i. Satisfaction with the availability of outdoor dining venues in Downtown Auburn



LEGEND

Mean rating
on a 5-point scale, where:

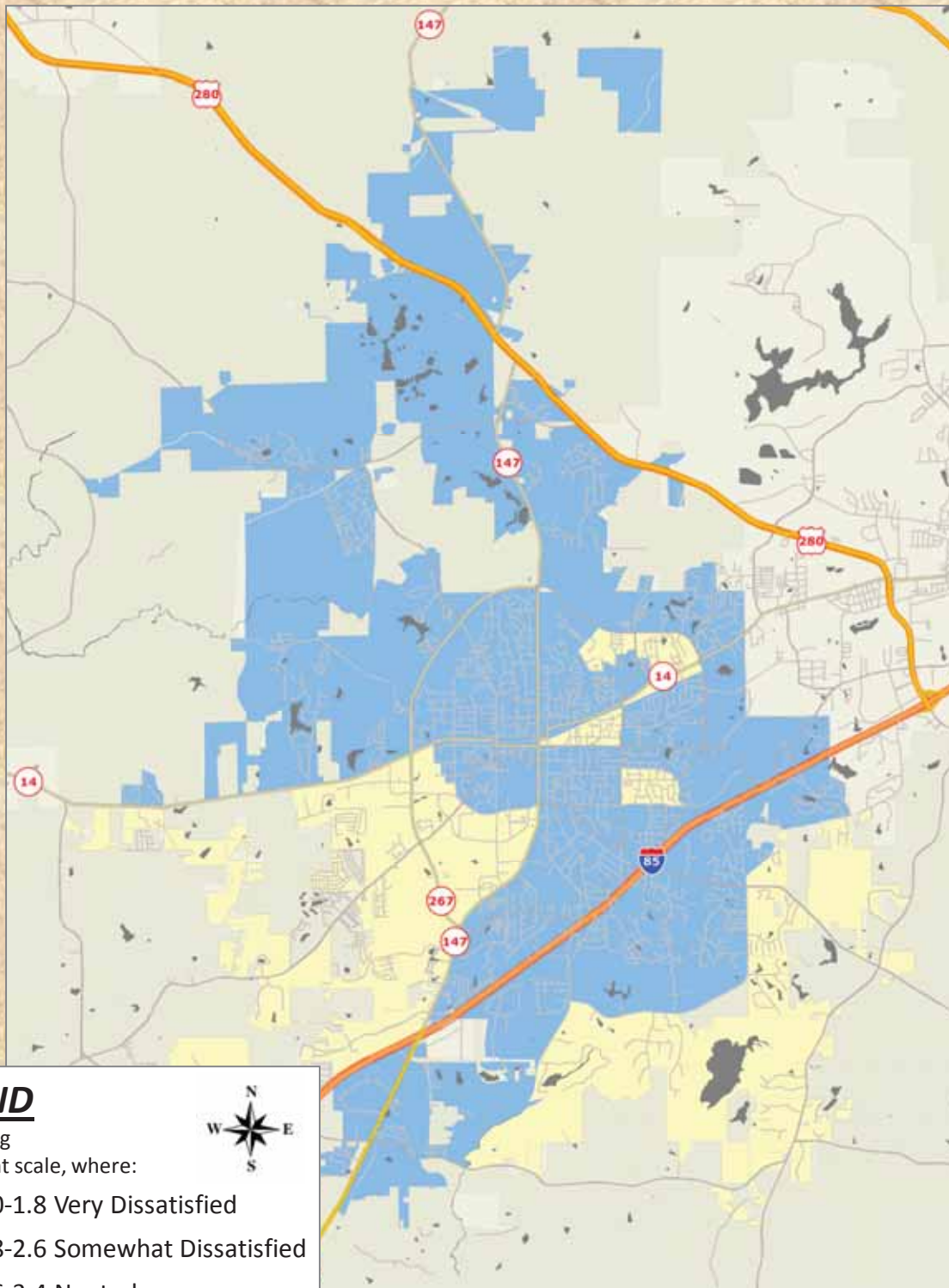
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q22j. Satisfaction with the availability of retail shopping in Downtown Auburn



LEGEND

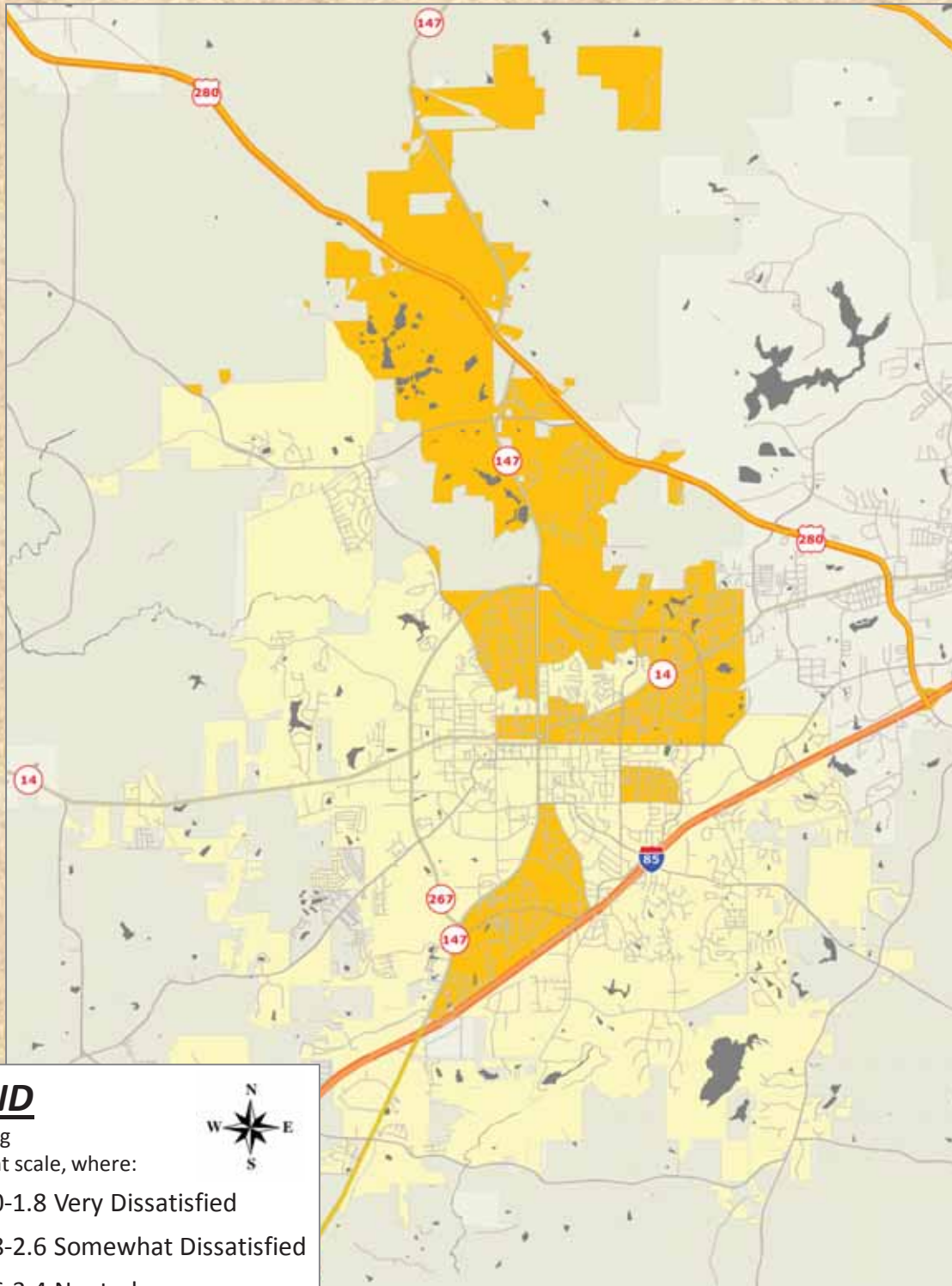
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q22k. Satisfaction with the availability of parking in Downtown Auburn



LEGEND

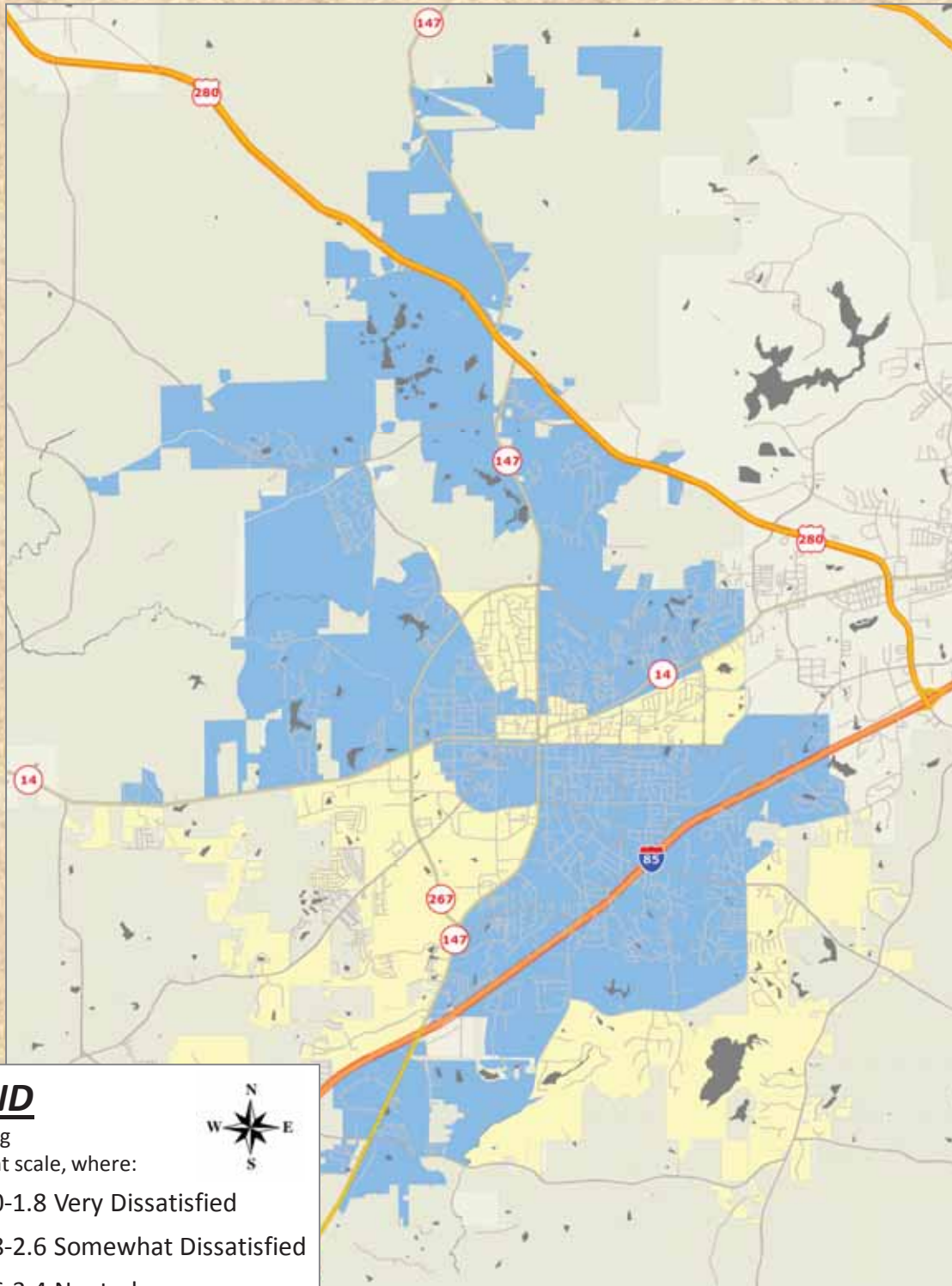
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q22I. Satisfaction with the enforcement of parking violations and meter times in Downtown Auburn



LEGEND

Mean rating
on a 5-point scale, where:

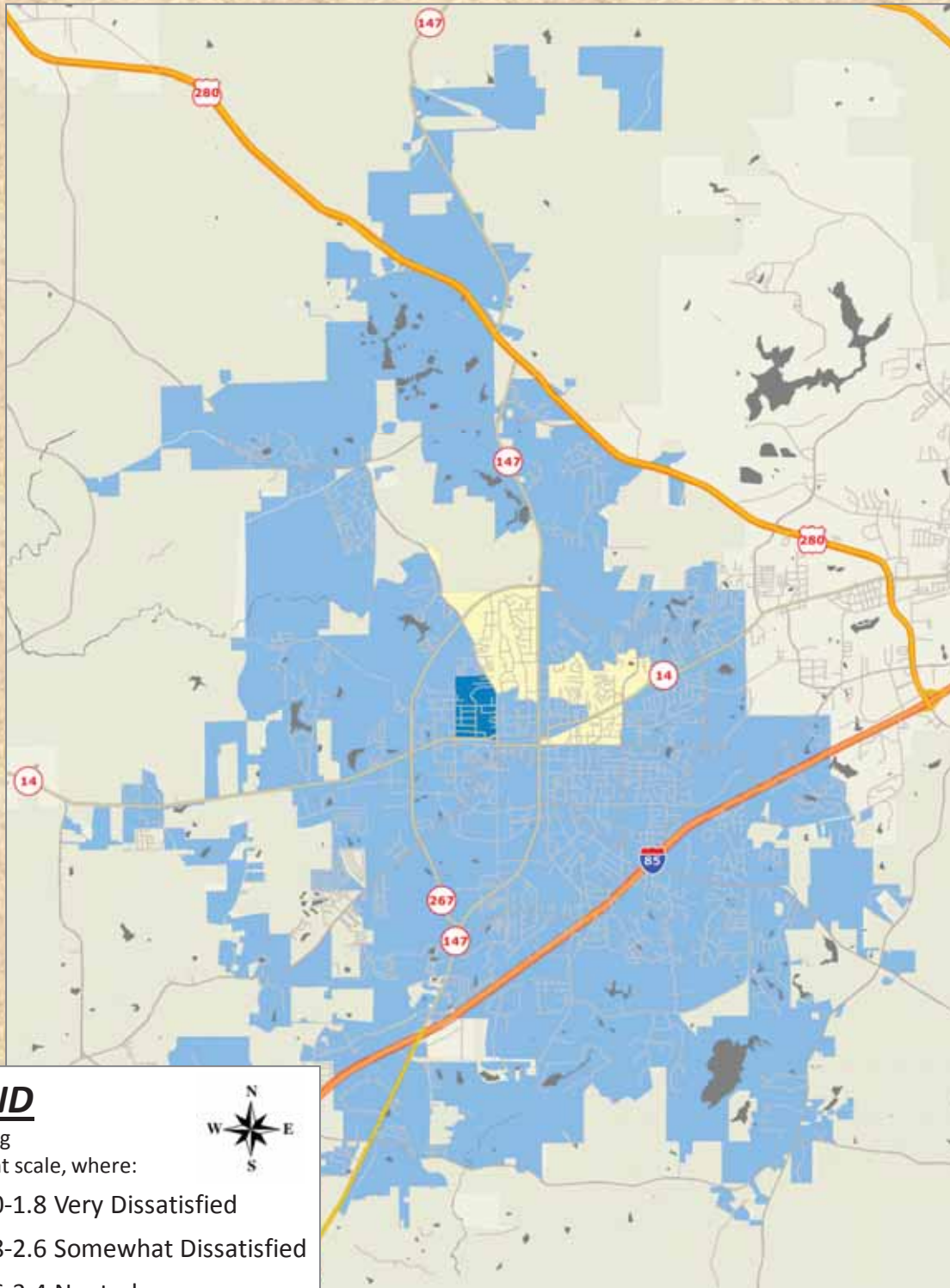
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q25a. Satisfaction with the overall quality of new residential development



LEGEND

Mean rating
on a 5-point scale, where:

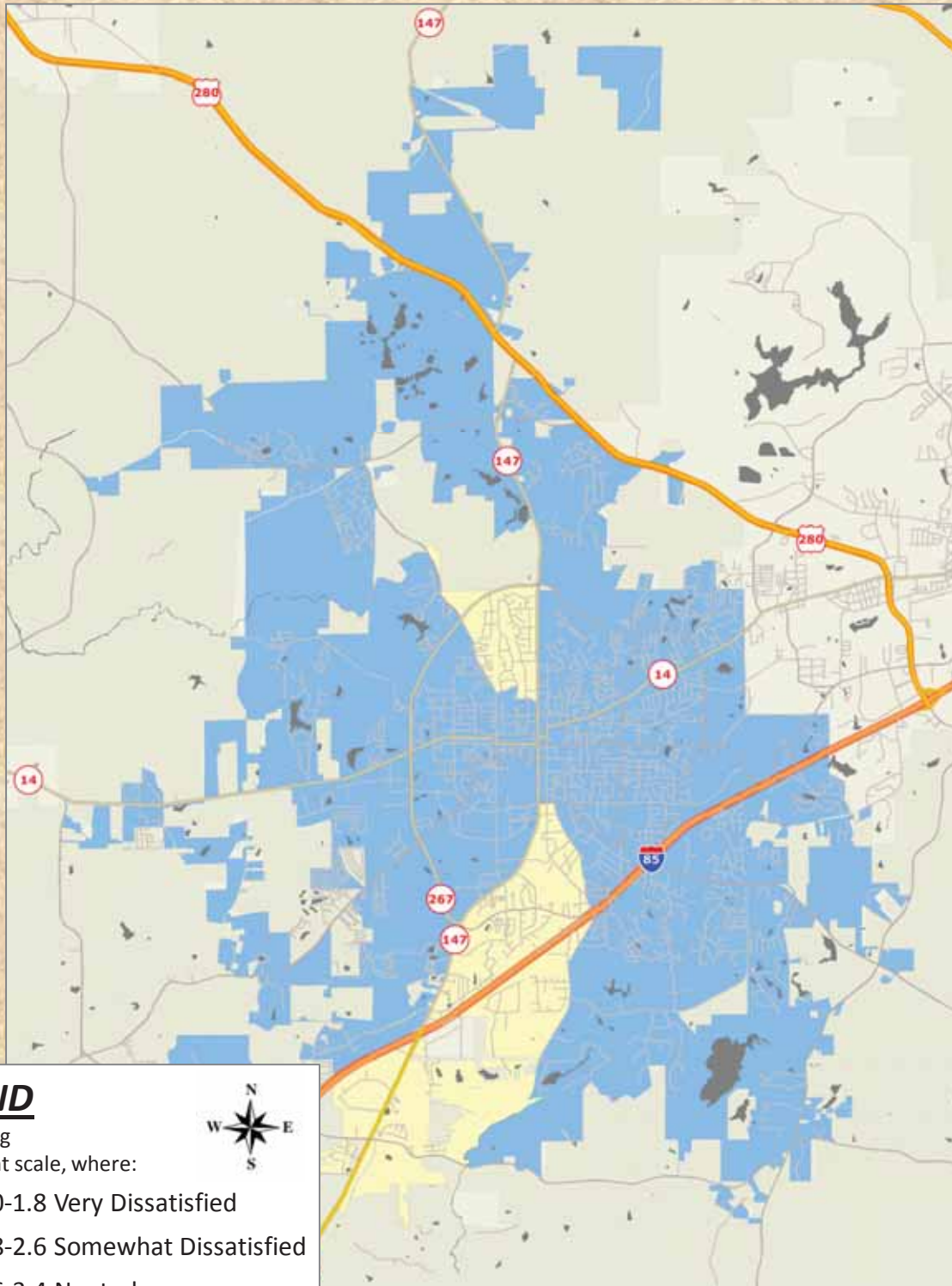
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q25b. Satisfaction with the overall quality of new retail development



LEGEND

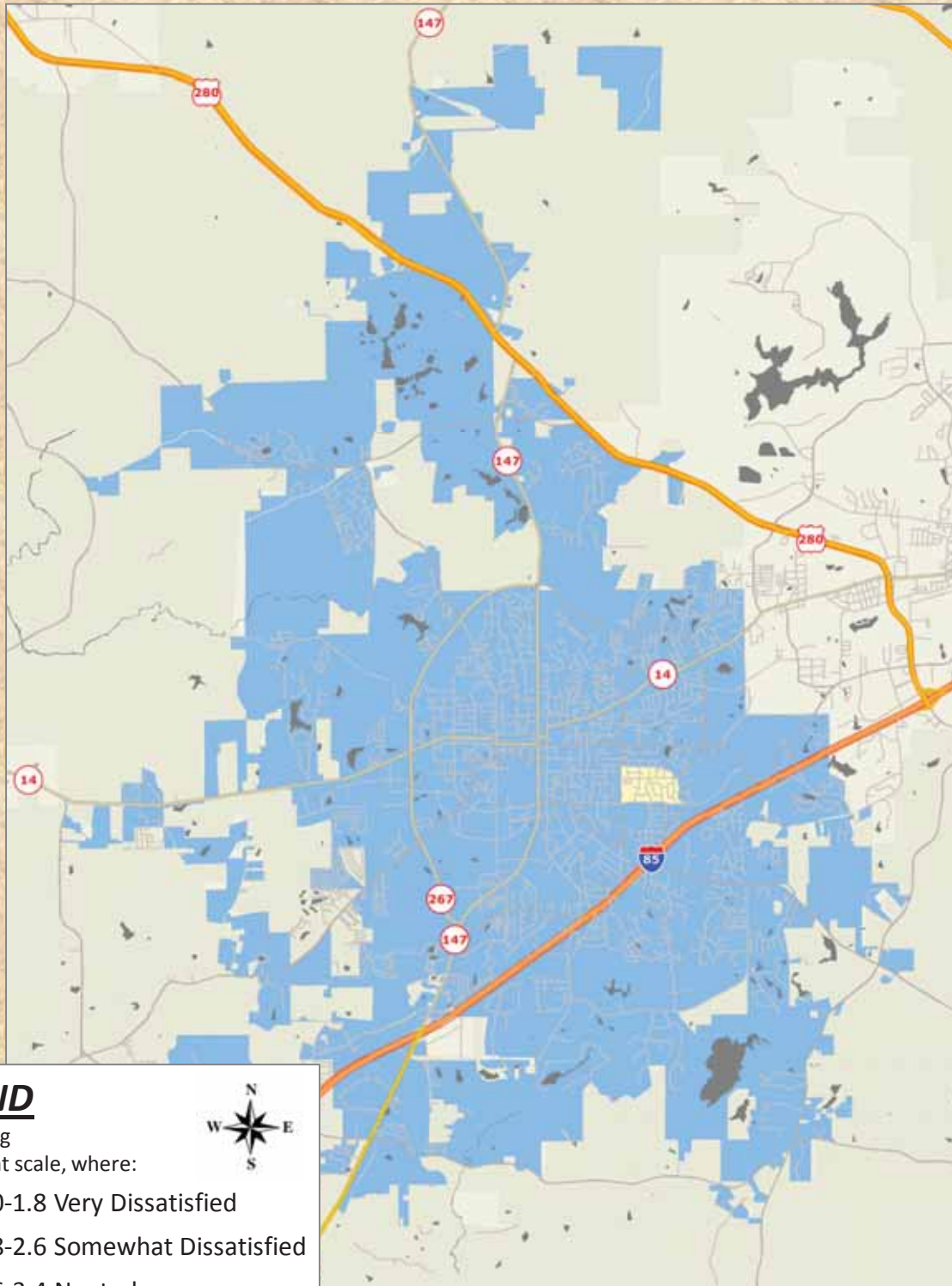
Mean rating
on a 5-point scale, where:

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

2013 Auburn Citizen Survey

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

Q25c. Satisfaction with the overall quality of new business development



LEGEND

Mean rating on a 5-point scale, where:

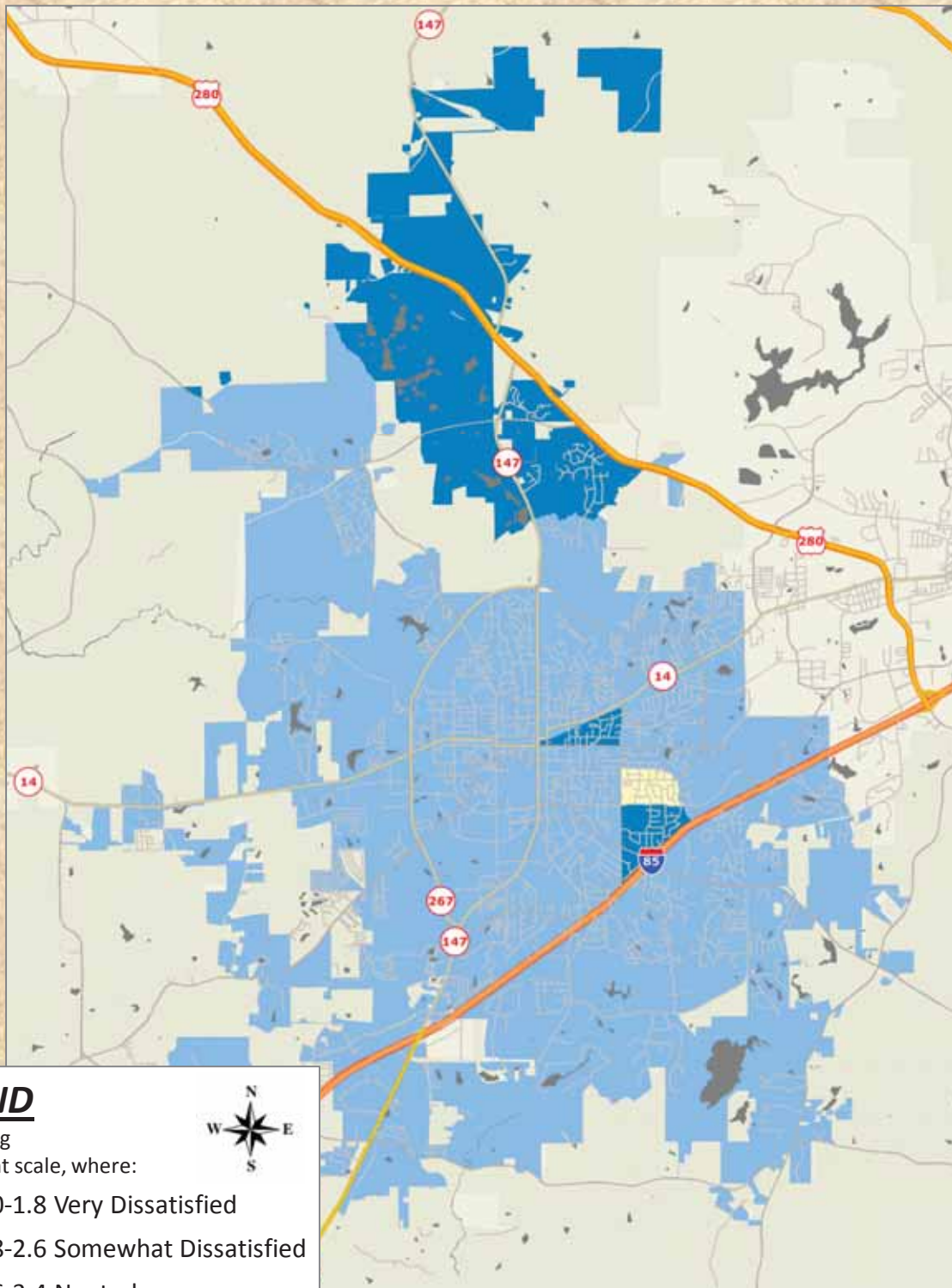
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q25d. Satisfaction with the overall quality of new industrial development



LEGEND

Mean rating on a 5-point scale, where:

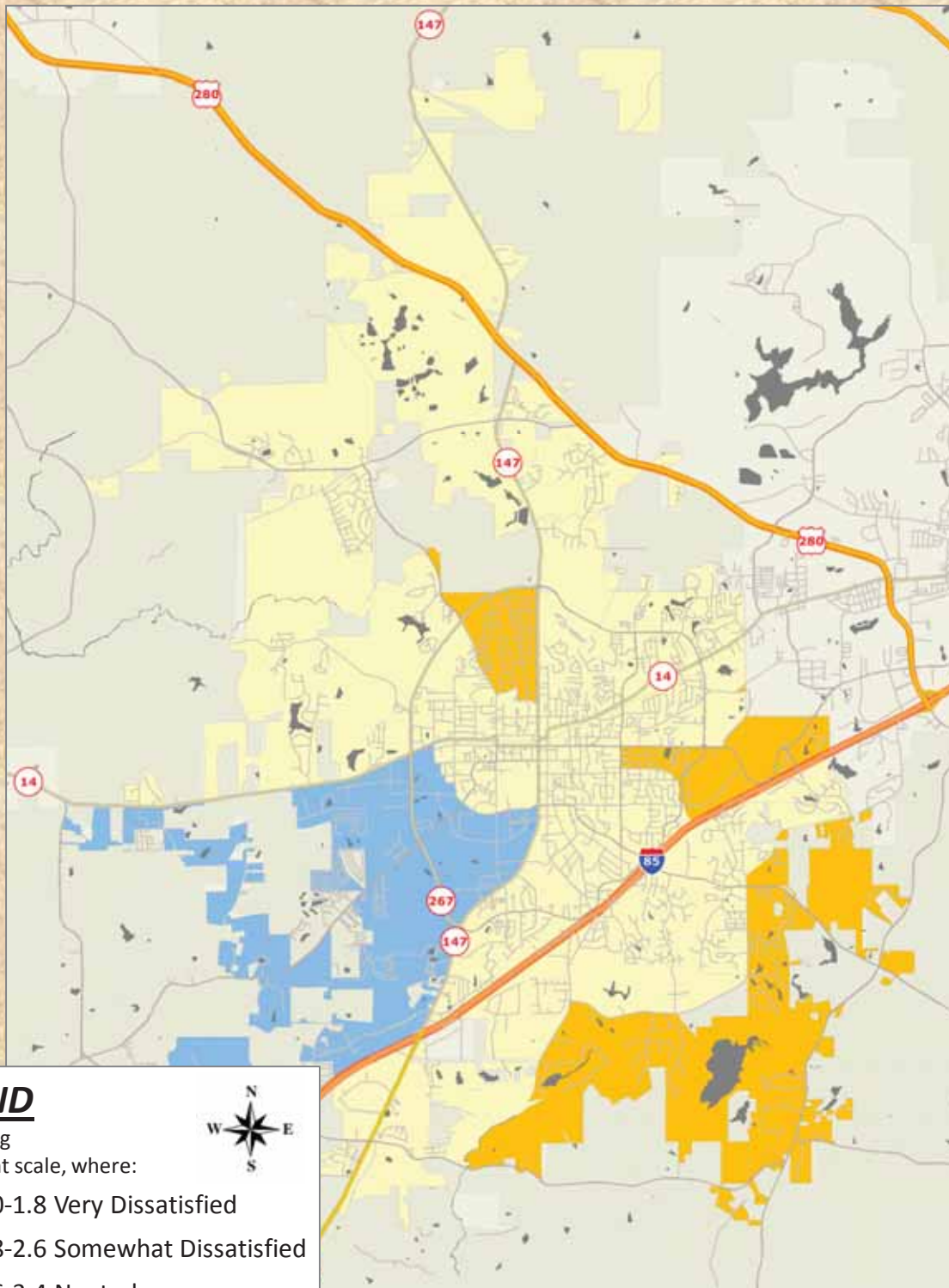
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q25e. Satisfaction with the redevelopment of abandoned or under-utilized properties



LEGEND

Mean rating
on a 5-point scale, where:

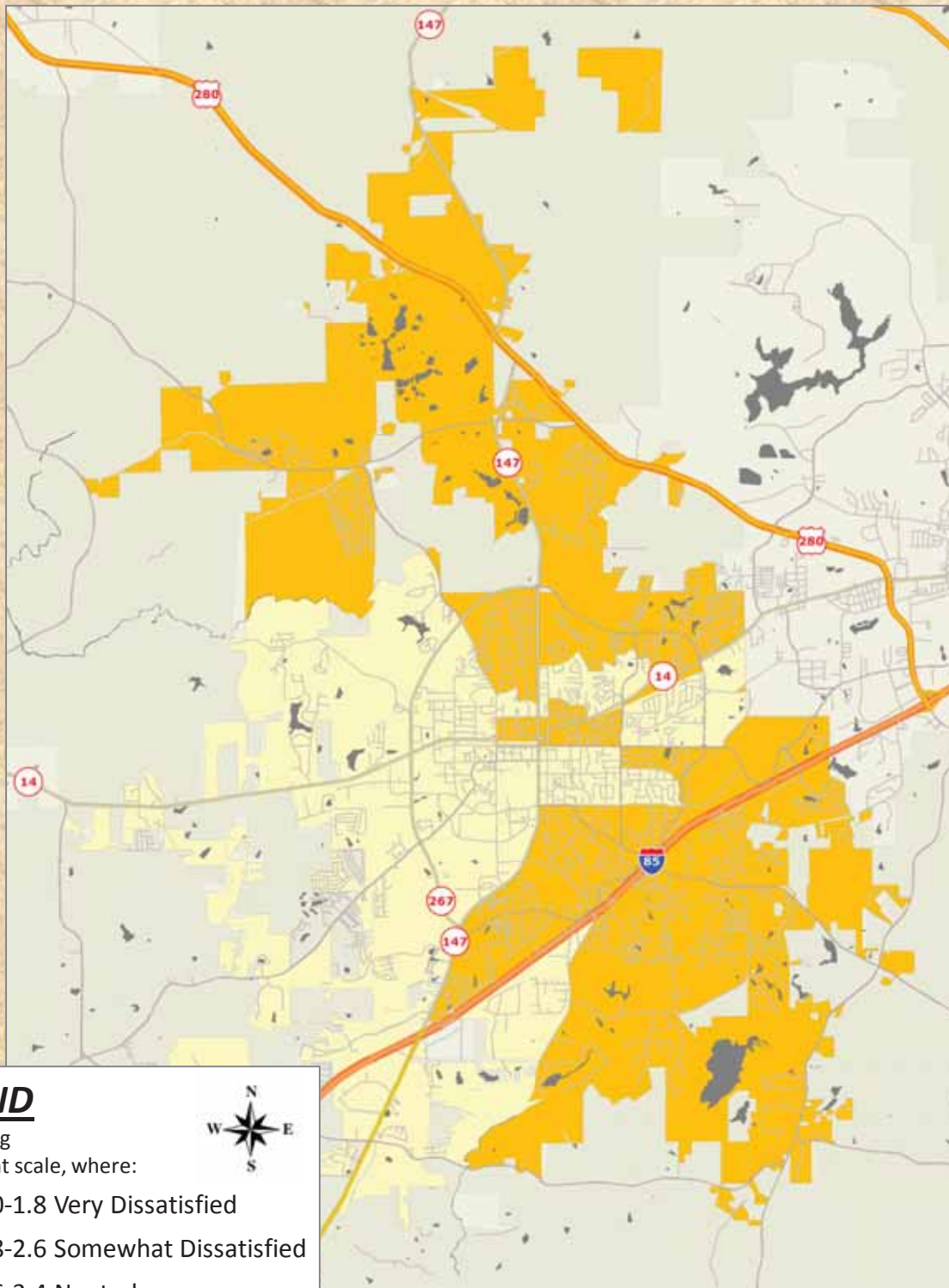
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey

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

Q25f. Satisfaction with the overall appearance of Opelika Road



LEGEND

Mean rating
on a 5-point scale, where:

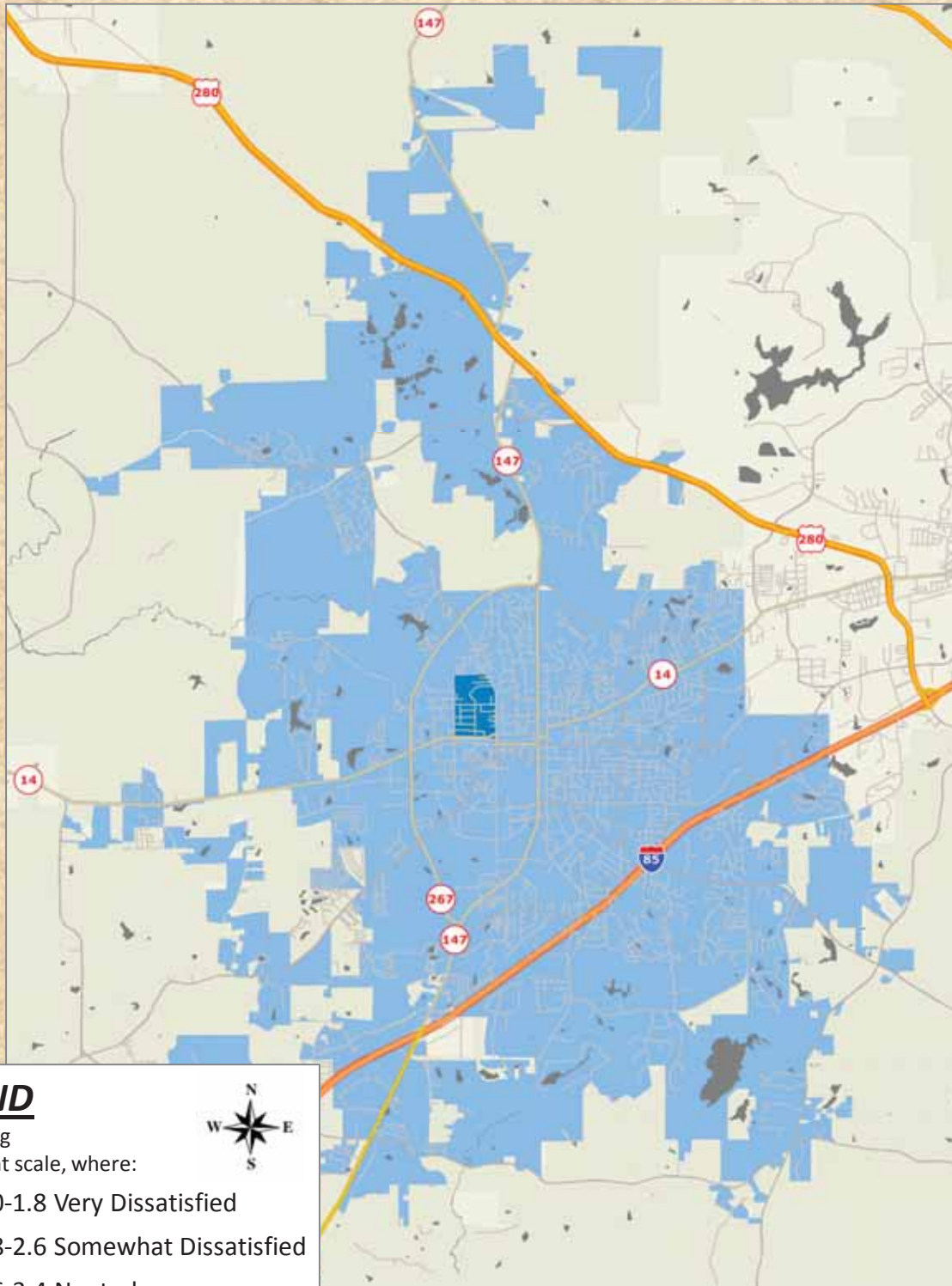
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Somewhat Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Somewhat Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2013 Auburn Citizen Survey







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

Q25g. Satisfaction with the overall appearance of Downtown Auburn



LEGEND

Mean rating on a 5-point scale, where:

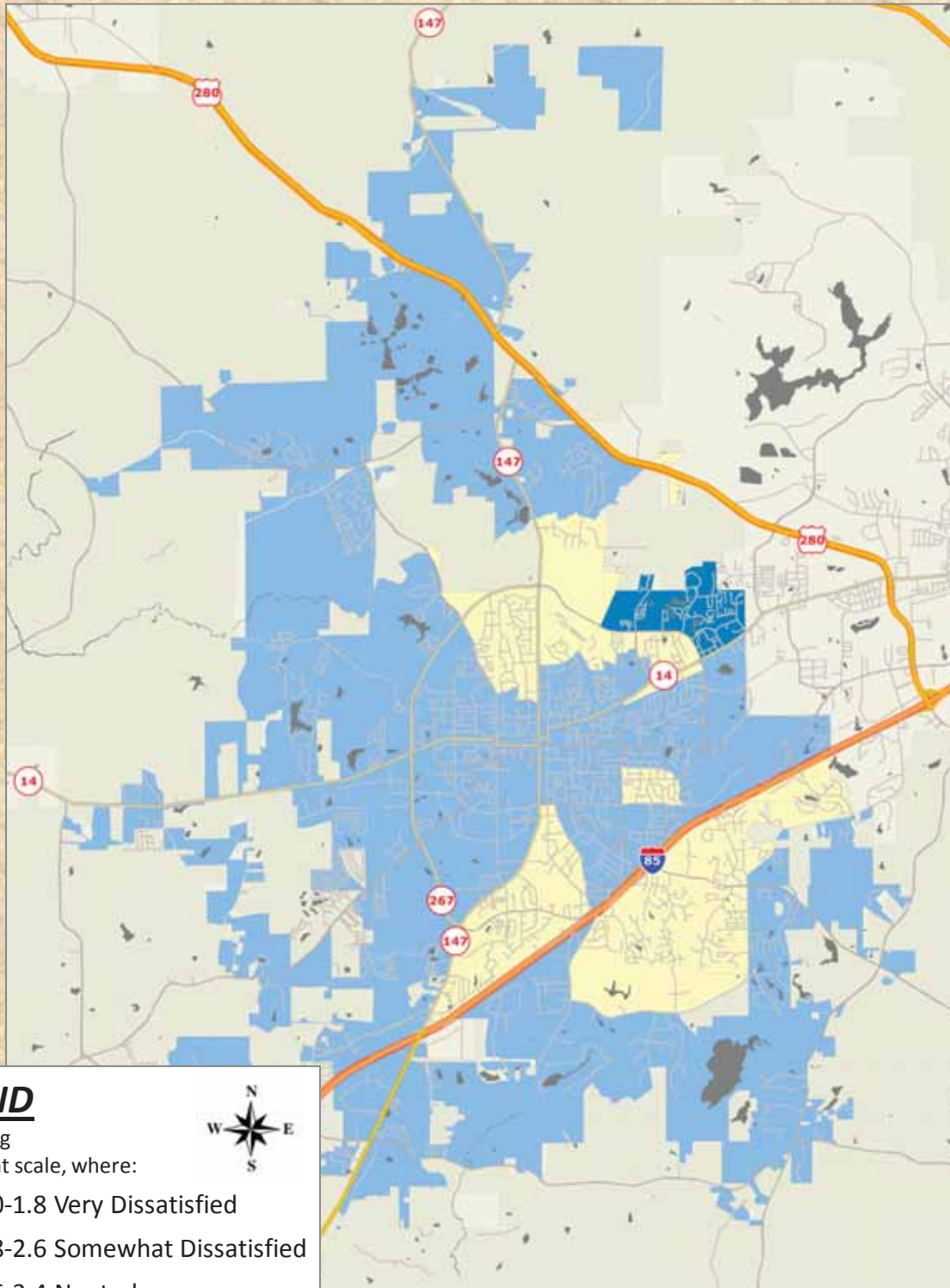
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Somewhat Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Somewhat Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2013 Auburn Citizen Survey

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

Q25h. Satisfaction with the city's planning for future growth



LEGEND

Mean rating
on a 5-point scale, where:

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



2013 Auburn Citizen Survey

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

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

Q1. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of the City's school system	43.6%	35.0%	3.6%	1.2%	0.4%	16.3%
Q1b. Quality of police, fire, & ambulance services	44.6%	41.8%	5.8%	1.5%	0.6%	5.8%
Q1c. Quality of parks & recreation services	33.0%	43.7%	13.0%	4.7%	0.6%	4.9%
Q1d. Quality of City library services	40.7%	35.7%	9.3%	0.6%	0.3%	13.3%
Q1e. Quality of the City's customer service	24.1%	33.6%	20.7%	2.2%	1.2%	18.1%
Q1f. Maintenance of City infrastructure	18.2%	44.1%	22.8%	5.3%	1.0%	8.4%
Q1g. Enforcement of City codes and ordinances	17.0%	37.2%	23.3%	7.3%	1.8%	13.5%
Q1h. Flow of traffic & congestion management	12.6%	41.3%	24.0%	15.6%	4.0%	2.5%
Q1i. Collection of garbage, recycling & yard waste	38.4%	45.3%	9.0%	3.3%	1.5%	2.5%
Q1j. Effectiveness of City's communication with public	26.2%	43.4%	19.9%	3.9%	1.3%	5.3%

WITHOUT DON'T KNOW

Q1. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of the City's school system	52.0%	41.8%	4.2%	1.4%	0.5%
Q1b. Quality of police, fire, & ambulance services	47.3%	44.3%	6.1%	1.6%	0.6%
Q1c. Quality of parks & recreation services	34.7%	46.0%	13.7%	5.0%	0.6%
Q1d. Quality of City library services	47.0%	41.2%	10.8%	0.7%	0.3%
Q1e. Quality of the City's customer service	29.5%	41.0%	25.3%	2.7%	1.4%
Q1f. Maintenance of City infrastructure	19.9%	48.2%	24.9%	5.8%	1.1%
Q1g. Enforcement of City codes and ordinances	19.7%	43.0%	26.9%	8.4%	2.1%
Q1h. Flow of traffic & congestion management	12.9%	42.4%	24.6%	16.0%	4.1%
Q1i. Collection of garbage, recycling & yard waste	39.4%	46.5%	9.3%	3.3%	1.5%
Q1j. Effectiveness of City's communication with public	27.7%	45.9%	21.0%	4.1%	1.4%

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES 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>
Quality of the City's school system	219	32.4 %
Quality of police, fire, ambulance services	74	11.0 %
Quality of parks & recreation services	35	5.2 %
Quality of City library services	7	1.0 %
Quality of the City's customer service	17	2.5 %
Maintenance of City infrastructure	69	10.2 %
Enforcement of City codes & ordinances	25	3.7 %
Flow of traffic & congestion management	148	21.9 %
Collection of garbage, recycling & yard waste	20	3.0 %
Effectiveness of City's communication with public	16	2.4 %
None chosen	45	6.7 %
Total	675	100.0 %

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES 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>
Quality of the City's school system	75	11.1 %
Quality of police, fire, ambulance services	114	16.9 %
Quality of parks & recreation services	67	9.9 %
Quality of City library services	16	2.4 %
Quality of the City's customer service	10	1.5 %
Maintenance of City infrastructure	115	17.0 %
Enforcement of City codes & ordinances	43	6.4 %
Flow of traffic & congestion management	117	17.3 %
Collection of garbage, recycling & yard waste	36	5.3 %
Effectiveness of City's communication with public	22	3.3 %
None chosen	60	8.9 %
Total	675	100.0 %

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES 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>
Quality of the City's school system	43	6.4 %
Quality of police, fire, ambulance services	66	9.8 %
Quality of parks & recreation services	87	12.9 %
Quality of City library services	19	2.8 %
Quality of the City's customer service	34	5.0 %
Maintenance of City infrastructure	100	14.8 %
Enforcement of City codes & ordinances	53	7.9 %
Flow of traffic & congestion management	98	14.5 %
Collection of garbage, recycling & yard waste	42	6.2 %
Effectiveness of City's communication with public	45	6.7 %
None chosen	88	13.0 %
Total	675	100.0 %

Q2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top three choices)

<u>Q2. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Quality of the City's school system	337	49.9 %
Quality of police, fire, ambulance services	254	37.6 %
Quality of parks & recreation services	189	28.0 %
Quality of City library services	42	6.2 %
Quality of the City's customer service	61	9.0 %
Maintenance of City infrastructure	284	42.1 %
Enforcement of City codes & ordinances	121	17.9 %
Flow of traffic & congestion management	363	53.8 %
Collection of garbage, recycling & yard waste	98	14.5 %
Effectiveness of City's communication with public	83	12.3 %
None chosen	45	6.7 %
Total	1877	

Q3. 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=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value that you receive for your City tax dollars and fees	20.7%	52.1%	15.4%	5.3%	1.8%	4.6%
Q3b. Overall image of the City	36.0%	50.4%	8.4%	3.1%	0.3%	1.8%
Q3c. Overall quality of life in the City	42.2%	47.1%	7.4%	1.2%	0.6%	1.5%
Q3d. Overall appearance of the City	23.4%	52.7%	13.9%	7.3%	1.2%	1.5%
Q3e. Overall quality of City services	26.7%	55.0%	12.7%	2.8%	0.7%	2.1%

WITHOUT DON'T KNOW

Q3. 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=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value that you receive for your City tax dollars and fees	21.7%	54.7%	16.1%	5.6%	1.9%
Q3b. Overall image of the City	36.7%	51.3%	8.6%	3.2%	0.3%
Q3c. Overall quality of life in the City	42.9%	47.8%	7.5%	1.2%	0.6%
Q3d. Overall appearance of the City	23.8%	53.5%	14.1%	7.4%	1.2%
Q3e. Overall quality of City services	27.2%	56.1%	13.0%	2.9%	0.8%

Q4. Please rate Auburn on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

(N=675)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. As a place to live	60.7%	33.5%	3.7%	1.2%	0.3%	0.6%
Q4b. As a place to raise children	63.1%	27.9%	4.0%	0.6%	0.3%	4.1%
Q4c. As a place to work	43.0%	34.5%	10.4%	3.3%	2.4%	6.5%

WITHOUT DON'T KNOW

Q4. Please rate 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=675)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. As a place to live	61.1%	33.7%	3.7%	1.2%	0.3%
Q4b. As a place to raise children	65.8%	29.1%	4.2%	0.6%	0.3%
Q4c. As a place to work	46.0%	36.9%	11.1%	3.5%	2.5%

Q5. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of leadership provided by the City's elected officials	16.1%	44.4%	21.3%	5.5%	2.1%	10.5%
Q5b. Overall effectiveness of appointed boards and commissions	13.8%	39.0%	25.0%	5.2%	1.5%	15.6%
Q5c. Overall effectiveness of the City Manager	20.9%	41.3%	20.4%	2.2%	1.5%	13.6%

WITHOUT DON'T KNOW

Q5. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of leadership provided by the City's elected officials	18.0%	49.7%	23.8%	6.1%	2.3%
Q5b. Overall effectiveness of appointed boards and commissions	16.3%	46.1%	29.6%	6.1%	1.8%
Q5c. Overall effectiveness of the City Manager	24.2%	47.9%	23.7%	2.6%	1.7%

Q6. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Overall quality of police protection	35.1%	51.9%	7.6%	1.9%	0.7%	2.8%
Q6b. Visibility of police in neighborhoods	28.4%	46.1%	14.7%	6.7%	2.4%	1.8%
Q6c. Visibility of police in retail areas	24.3%	47.4%	18.7%	5.0%	0.7%	3.9%
Q6d. Police response time	22.2%	33.9%	12.9%	2.4%	1.0%	27.6%
Q6e. Efforts to prevent crime	21.2%	43.6%	15.4%	3.9%	1.9%	14.1%
Q6f. Police safety education programs	19.9%	29.5%	17.5%	1.8%	0.9%	30.5%
Q6g. Enforcement of traffic laws	22.4%	45.9%	17.9%	7.3%	2.1%	4.4%
Q6h. Overall quality of fire protection	32.0%	43.0%	9.5%	0.7%	0.0%	14.8%
Q6i. Fire personnel emergency response time	27.6%	30.1%	10.5%	0.4%	0.3%	31.1%
Q6j. Quality of fire safety education programs	20.1%	27.3%	16.1%	1.2%	0.3%	35.0%
Q6k. Quality of local ambulance service	21.8%	30.8%	12.3%	1.8%	0.4%	32.9%

WITHOUT DON'T KNOW

Q6. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Overall quality of police protection	36.1%	53.4%	7.8%	2.0%	0.8%
Q6b. Visibility of police in neighborhoods	29.0%	46.9%	14.9%	6.8%	2.4%
Q6c. Visibility of police in retail areas	25.3%	49.3%	19.4%	5.2%	0.8%
Q6d. Police response time	30.7%	46.8%	17.8%	3.3%	1.4%
Q6e. Efforts to prevent crime	24.7%	50.7%	17.9%	4.5%	2.2%
Q6f. Police safety education programs	28.6%	42.4%	25.2%	2.6%	1.3%
Q6g. Enforcement of traffic laws	23.4%	48.1%	18.8%	7.6%	2.2%
Q6h. Overall quality of fire protection	37.6%	50.4%	11.1%	0.9%	0.0%
Q6i. Fire personnel emergency response time	40.0%	43.7%	15.3%	0.6%	0.4%
Q6j. Quality of fire safety education programs	31.0%	41.9%	24.8%	1.8%	0.5%
Q6k. Quality of local ambulance service	32.5%	45.9%	18.3%	2.6%	0.7%

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q7. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	157	23.3 %
Visibility of police in neighborhoods	142	21.0 %
Visibility of police in retail areas	23	3.4 %
Police response time	19	2.8 %
Efforts to prevent crime	121	17.9 %
Police safety education programs	21	3.1 %
Enforcement of traffic laws	66	9.8 %
Overall quality of fire protection	15	2.2 %
Fire personnel emergency response time	10	1.5 %
Quality of fire safety education programs	5	0.7 %
Quality of local ambulance service	14	2.1 %
None chosen	82	12.1 %
Total	675	100.0 %

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? =

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	42	6.2 %
Visibility of police in neighborhoods	95	14.1 %
Visibility of police in retail areas	57	8.4 %
Police response time	31	4.6 %
Efforts to prevent crime	123	18.2 %
Police safety education programs	35	5.2 %
Enforcement of traffic laws	62	9.2 %
Overall quality of fire protection	67	9.9 %
Fire personnel emergency response time	25	3.7 %
Quality of fire safety education programs	18	2.7 %
Quality of local ambulance service	18	2.7 %
None chosen	102	15.1 %
Total	675	100.0 %

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	54	8.0 %
Visibility of police in neighborhoods	43	6.4 %
Visibility of police in retail areas	57	8.4 %
Police response time	34	5.0 %
Efforts to prevent crime	91	13.5 %
Police safety education programs	33	4.9 %
Enforcement of traffic laws	53	7.9 %
Overall quality of fire protection	52	7.7 %
Fire personnel emergency response time	12	1.8 %
Quality of fire safety education programs	30	4.4 %
Quality of local ambulance service	83	12.3 %
None chosen	133	19.7 %
Total	675	100.0 %

Q7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top three choices)

<u>Q7. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	253	37.5 %
Visibility of police in neighborhoods	280	41.5 %
Visibility of police in retail areas	137	20.3 %
Police response time	84	12.4 %
Efforts to prevent crime	335	49.6 %
Police safety education programs	89	13.2 %
Enforcement of traffic laws	181	26.8 %
Overall quality of fire protection	134	19.9 %
Fire personnel emergency response time	47	7.0 %
Quality of fire safety education programs	53	7.9 %
Quality of local ambulance service	115	17.0 %
None chosen	82	12.1 %
Total	1790	

Q8. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=675)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. In your neighborhood during the day	58.8%	33.2%	5.2%	1.3%	0.3%	1.2%
Q8b. In your neighborhood at night	33.3%	48.0%	11.9%	3.9%	1.2%	1.8%
Q8c. In the City's parks	17.8%	45.3%	20.6%	4.1%	0.9%	11.3%
Q8d. In commercial and retail areas	23.1%	55.1%	15.6%	2.8%	0.3%	3.1%
Q8e. In downtown Auburn	35.6%	50.2%	9.9%	1.3%	0.1%	2.8%
Q8f. Traveling by bicycle in Auburn	6.1%	17.9%	20.9%	13.0%	5.5%	36.6%
Q8g. Traveling as a pedestrian in Auburn	13.8%	44.9%	20.0%	9.6%	2.2%	9.5%
Q8h. Overall feeling of safety in Auburn	25.3%	62.8%	8.3%	1.6%	0.1%	1.8%

WITHOUT DON'T KNOW

Q8. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "Don't Know")

(N=675)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. In your neighborhood during the day	59.5%	33.6%	5.2%	1.3%	0.3%
Q8b. In your neighborhood at night	33.9%	48.9%	12.1%	3.9%	1.2%
Q8c. In the City's parks	20.0%	51.1%	23.2%	4.7%	1.0%
Q8d. In commercial and retail areas	23.9%	56.9%	16.1%	2.9%	0.3%
Q8e. In downtown Auburn	36.6%	51.7%	10.2%	1.4%	0.2%
Q8f. Traveling by bicycle in Auburn	9.6%	28.3%	32.9%	20.6%	8.6%
Q8g. Traveling as a pedestrian in Auburn	15.2%	49.6%	22.1%	10.6%	2.5%
Q8h. Overall feeling of safety in Auburn	25.8%	64.0%	8.4%	1.7%	0.2%

Q9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn?

Q9. 1st choice	Number	Percent
Texting while driving/distracted driving	390	57.8 %
Jaywalking	16	2.4 %
Visibility of joggers/walkers after dark	52	7.7 %
Running red lights	63	9.3 %
Neighborhood speeding	55	8.1 %
Bicyclists not obeying traffic laws	58	8.6 %
Tiger Transit loading/unloading safety	5	0.7 %
Pedestrian safety	25	3.7 %
None chosen	11	1.6 %
Total	675	100.0 %

Q9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn?

Q9. 2nd choice	Number	Percent
Texting while driving/distracted driving	103	15.3 %
Jaywalking	40	5.9 %
Visibility of joggers/walkers after dark	109	16.1 %
Running red lights	103	15.3 %
Neighborhood speeding	115	17.0 %
Bicyclists not obeying traffic laws	98	14.5 %
Tiger Transit loading/unloading safety	12	1.8 %
Pedestrian safety	75	11.1 %
None chosen	20	3.0 %
Total	675	100.0 %

Q9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn? (Sum of top two choices)

Q9. Sum of top two choices	Number	Percent
Texting while driving/distracted driving	493	73.0 %
Jaywalking	56	8.3 %
Visibility of joggers/walkers after dark	161	23.9 %
Running red lights	166	24.6 %
Neighborhood speeding	170	25.2 %
Bicyclists not obeying traffic laws	156	23.1 %
Tiger Transit loading/unloading safety	17	2.5 %
Pedestrian safety	100	14.8 %
None chosen	11	1.6 %
Total	1330	

Q10. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Cleanup of debris/litter	38.7%	44.7%	7.0%	6.1%	1.2%	2.4%
Q10b. Cleanup of large junk/abandoned vehicles	29.0%	34.1%	13.2%	4.3%	1.5%	17.9%
Q10c. Cleanup of overgrown and weedy lots	18.2%	31.9%	19.3%	12.7%	4.7%	13.2%
Q10d. Efforts to remove dilapidated structures	16.1%	24.1%	19.4%	7.4%	3.1%	29.8%
Q10e. Enforcement of loud music	17.5%	29.6%	18.5%	10.8%	5.3%	18.2%
Q10f. Control of nuisance animals	17.8%	34.5%	19.6%	10.2%	5.2%	12.7%

WITHOUT DON'T KNOW

Q10. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Cleanup of debris/litter	39.6%	45.8%	7.1%	6.2%	1.2%
Q10b. Cleanup of large junk/abandoned vehicles	35.4%	41.5%	16.1%	5.2%	1.8%
Q10c. Cleanup of overgrown and weedy lots	21.0%	36.7%	22.2%	14.7%	5.5%
Q10d. Efforts to remove dilapidated structures	23.0%	34.4%	27.6%	10.5%	4.4%
Q10e. Enforcement of loud music	21.4%	36.2%	22.6%	13.2%	6.5%
Q10f. Control of nuisance animals	20.4%	39.6%	22.4%	11.7%	5.9%

Q11. Which TWO of the CODE ENFORCEMENT items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q11. 1st choice	Number	Percent
Cleanup of debris/litter	154	22.8 %
Cleanup of large junk/abandoned vehicles	39	5.8 %
Cleanup of overgrown & weedy lots	130	19.3 %
Efforts to remove dilapidated structures	75	11.1 %
Enforcement of loud music	86	12.7 %
Control of nuisance animals	91	13.5 %
None chosen	100	14.8 %
Total	675	100.0 %

Q11. Which TWO of the CODE ENFORCEMENT items listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q11. 2nd choice	Number	Percent
Cleanup of debris/litter	74	11.0 %
Cleanup of large junk/abandoned vehicles	68	10.1 %
Cleanup of overgrown & weedy lots	154	22.8 %
Efforts to remove dilapidated structures	92	13.6 %
Enforcement of loud music	63	9.3 %
Control of nuisance animals	93	13.8 %
None chosen	131	19.4 %
Total	675	100.0 %

Q11. Which TWO of the CODE ENFORCEMENT items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top two choices)

Q11. Sum of top two choices	Number	Percent
Cleanup of debris/litter	228	33.8 %
Cleanup of large junk/abandoned vehicles	107	15.9 %
Cleanup of overgrown & weedy lots	284	42.1 %
Efforts to remove dilapidated structures	167	24.7 %
Enforcement of loud music	149	22.1 %
Control of nuisance animals	184	27.3 %
None chosen	100	14.8 %
Total	1219	

Q12. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Residential garbage collection service	51.9%	37.5%	3.7%	2.5%	0.4%	4.0%
Q12b. Curbside recycling service overall	34.1%	34.7%	11.6%	6.1%	3.3%	10.4%
Q12c. Material types accepted for recycling	21.9%	32.6%	17.0%	11.4%	5.2%	11.9%
Q12d. Recycling at City's drop-off recycling center	26.2%	31.4%	15.0%	1.8%	1.0%	24.6%
Q12e. Yard waste removal service	39.0%	39.9%	8.3%	3.7%	0.6%	8.6%
Q12f. Water service	37.6%	40.4%	10.2%	5.0%	1.3%	5.3%
Q12g. Utility Billing Office customer service	31.7%	33.5%	14.4%	3.7%	1.6%	15.1%

WITHOUT DON'T KNOW

Q12. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Residential garbage collection service	54.0%	39.0%	3.9%	2.6%	0.5%
Q12b. Curbside recycling service overall	38.0%	38.7%	12.9%	6.8%	3.6%
Q12c. Material types accepted for recycling	24.9%	37.0%	19.3%	12.9%	5.9%
Q12d. Recycling at City's drop-off recycling center	34.8%	41.7%	19.8%	2.4%	1.4%
Q12e. Yard waste removal service	42.6%	43.6%	9.1%	4.1%	0.6%
Q12f. Water service	39.7%	42.7%	10.8%	5.3%	1.4%
Q12g. Utility Billing Office customer service	37.3%	39.4%	16.9%	4.4%	1.9%

Q13. Which TWO of the GARBAGE AND WATER SERVICES listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q13. 1st choice	Number	Percent
Residential garbage collection service	118	17.5 %
Curbside recycling service overall	98	14.5 %
Material types accepted for recycling	160	23.7 %
Recycling at City's drop-off recycling center	14	2.1 %
Yard waste removal service	63	9.3 %
Water service	87	12.9 %
Utility Billing Office customer service	35	5.2 %
None chosen	100	14.8 %
Total	675	100.0 %

Q13. Which TWO of the GARBAGE AND WATER SERVICES listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q13. 2nd choice	Number	Percent
Residential garbage collection service	59	8.7 %
Curbside recycling service overall	106	15.7 %
Material types accepted for recycling	101	15.0 %
Recycling at City's drop-off recycling center	45	6.7 %
Yard waste removal service	97	14.4 %
Water service	60	8.9 %
Utility Billing Office customer service	51	7.6 %
None chosen	156	23.1 %
Total	675	100.0 %

Q13. Which TWO of the GARBAGE AND WATER SERVICES listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top two choices)

Q13. Sum of top two choices	Number	Percent
Residential garbage collection service	177	26.2 %
Curbside recycling service overall	204	30.2 %
Material types accepted for recycling	261	38.7 %
Recycling at City's drop-off recycling center	59	8.7 %
Yard waste removal service	160	23.7 %
Water service	147	21.8 %
Utility Billing Office customer service	86	12.7 %
None chosen	100	14.8 %
Total	1194	

Q14. 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=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Ease of travel by car in Auburn	22.1%	52.4%	13.9%	7.7%	1.6%	2.2%
Q14b. Ease of travel by bicycle in Auburn	6.1%	13.5%	21.6%	9.3%	4.4%	45.0%
Q14c. Ease of pedestrian travel	13.9%	41.3%	20.0%	8.7%	1.9%	14.1%

WITHOUT DON'T KNOW

Q14. 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=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Ease of travel by car in Auburn	22.6%	53.6%	14.2%	7.9%	1.7%
Q14b. Ease of travel by bicycle in Auburn	11.1%	24.5%	39.4%	17.0%	8.1%
Q14c. Ease of pedestrian travel	16.2%	48.1%	23.3%	10.2%	2.2%

Q15. How often do you use the city's bicycle lanes and facilities?

Q15. How often do you use the city's bicycle lanes and facilities?	Number	Percent
Daily	23	3.4 %
Weekly	52	7.7 %
Monthly	16	2.4 %
Occasionally	144	21.3 %
Never	416	61.6 %
Not provided	24	3.6 %
Total	675	100.0 %

Q16. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Maintenance of streets	15.6%	54.8%	15.1%	11.0%	1.6%	1.9%
Q16b. Maintenance of sidewalks	16.9%	55.0%	16.7%	6.7%	1.2%	3.6%
Q16c. Maintenance of street signs	25.9%	55.3%	12.1%	4.1%	0.7%	1.8%
Q16d. Maintenance of traffic signals	28.6%	56.9%	9.3%	1.9%	0.6%	2.7%
Q16e. Maintenance of downtown Auburn	28.1%	56.3%	9.6%	2.5%	0.1%	3.3%
Q16f. Cleanup of debris/litter in and near roadways	16.7%	51.7%	19.1%	8.6%	1.6%	2.2%
Q16g. Maintenance of City-owned buildings	21.6%	52.7%	12.6%	1.6%	0.1%	11.3%
Q16h. Mowing/trimming along streets and public areas	20.6%	52.1%	17.5%	6.7%	1.0%	2.1%
Q16i. Overall cleanliness of streets and public areas	21.0%	57.0%	14.8%	4.3%	0.6%	2.2%
Q16j. Adequacy of City street lighting	15.4%	50.5%	18.5%	11.1%	2.2%	2.2%

WITHOUT DON'T KNOW

Q16. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Maintenance of streets	15.9%	55.9%	15.4%	11.2%	1.7%
Q16b. Maintenance of sidewalks	17.5%	57.0%	17.4%	6.9%	1.2%
Q16c. Maintenance of street signs	26.4%	56.3%	12.4%	4.2%	0.8%
Q16d. Maintenance of traffic signals	29.4%	58.4%	9.6%	2.0%	0.6%
Q16e. Maintenance of downtown Auburn	29.1%	58.2%	10.0%	2.6%	0.2%
Q16f. Cleanup of debris/litter in and near roadways	17.1%	52.9%	19.5%	8.8%	1.7%
Q16g. Maintenance of City-owned buildings	24.4%	59.4%	14.2%	1.8%	0.2%
Q16h. Mowing/trimming along streets and public areas	21.0%	53.3%	17.9%	6.8%	1.1%
Q16i. Overall cleanliness of streets and public areas	21.5%	58.3%	15.2%	4.4%	0.6%
Q16j. Adequacy of City street lighting	15.8%	51.7%	18.9%	11.4%	2.3%

Q17. Which THREE of the areas of MAINTENANCE listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q17. 1st choice	Number	Percent
Maintenance of streets	233	34.5 %
Maintenance of sidewalks	41	6.1 %
Maintenance of street signs	24	3.6 %
Maintenance of traffic signals	13	1.9 %
Maintenance of downtown Auburn	28	4.1 %
Cleanup of debris/litter in and near roadways	64	9.5 %
Maintenance of City-owned buildings	7	1.0 %
Mowing/trimming along streets and public areas	32	4.7 %
Overall cleanliness of streets and public areas	27	4.0 %
Adequacy of City street lighting	113	16.7 %
None chosen	93	13.8 %
Total	675	100.0 %

Q17. Which THREE of the areas of MAINTENANCE listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q17. 2nd choice	Number	Percent
Maintenance of streets	68	10.1 %
Maintenance of sidewalks	81	12.0 %
Maintenance of street signs	43	6.4 %
Maintenance of traffic signals	46	6.8 %
Maintenance of downtown Auburn	38	5.6 %
Cleanup of debris/litter in and near roadways	86	12.7 %
Maintenance of City-owned buildings	20	3.0 %
Mowing/trimming along streets and public areas	53	7.9 %
Overall cleanliness of streets and public areas	65	9.6 %
Adequacy of City street lighting	63	9.3 %
None chosen	112	16.6 %
Total	675	100.0 %

Q17. Which THREE of the areas of MAINTENANCE listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	57	8.4 %
Maintenance of sidewalks	49	7.3 %
Maintenance of street signs	28	4.1 %
Maintenance of traffic signals	24	3.6 %
Maintenance of downtown Auburn	33	4.9 %
Cleanup of debris/litter in and near roadways	73	10.8 %
Maintenance of City-owned buildings	19	2.8 %
Mowing/trimming along streets and public areas	65	9.6 %
Overall cleanliness of streets and public areas	84	12.4 %
Adequacy of City street lighting	101	15.0 %
None chosen	142	21.0 %
Total	675	100.0 %

Q17. Which THREE of the areas of MAINTENANCE listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top three choices)

<u>Q17. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	358	53.0 %
Maintenance of sidewalks	171	25.3 %
Maintenance of street signs	95	14.1 %
Maintenance of traffic signals	83	12.3 %
Maintenance of downtown Auburn	99	14.7 %
Cleanup of debris/litter in and near roadways	223	33.0 %
Maintenance of City-owned buildings	46	6.8 %
Mowing/trimming along streets and public areas	150	22.2 %
Overall cleanliness of streets and public areas	176	26.1 %
Adequacy of City street lighting	277	41.0 %
None chosen	93	13.8 %
Total	1771	

Q18. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Maintenance of parks	19.9%	54.2%	12.1%	3.7%	0.3%	9.8%
Q18b. Maintenance of cemeteries	16.0%	36.7%	14.8%	2.5%	0.6%	29.3%
Q18c. Maintenance of walking trails	18.8%	42.4%	15.9%	3.6%	0.4%	19.0%
Q18d. Maintenance of biking paths and lanes	12.4%	34.5%	16.7%	5.9%	1.9%	28.4%
Q18e. Maintenance of swimming pools	8.9%	20.9%	16.6%	2.1%	0.6%	51.0%
Q18f. Quality of swimming pools	7.7%	19.7%	16.6%	4.4%	0.7%	50.8%
Q18g. Maintenance of community recreation centers	11.3%	30.7%	19.4%	4.4%	0.9%	33.3%
Q18h. Quality of community recreation centers	9.9%	29.5%	19.1%	7.9%	1.0%	32.6%
Q18i. Maintenance of outdoor athletic fields	16.1%	38.5%	13.5%	3.6%	0.6%	27.7%
Q18j. Quality of outdoor athletic fields	15.3%	39.3%	13.5%	4.3%	0.4%	27.3%
Q18k. Quality of youth athletic programs	17.5%	31.9%	13.8%	2.4%	0.9%	33.6%
Q18l. Quality of adult athletic programs	9.0%	22.4%	18.5%	3.1%	1.2%	45.8%
Q18m. Quality of cultural arts programs	13.0%	33.9%	18.1%	3.6%	1.2%	30.2%

Q18. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18n. Quality of senior programs	7.0%	18.8%	17.2%	3.7%	1.5%	51.9%
Q18o. Quality of special needs/therapeutics programs	6.5%	15.1%	16.6%	1.6%	0.7%	59.4%
Q18p. Ease of registering for programs	13.0%	29.2%	17.3%	4.3%	1.0%	35.1%
Q18q. Fees charged for recreation programs	10.2%	29.9%	20.1%	5.2%	1.9%	32.6%
Q18r. Quality of special events (CityFest, Downtown Trick or Treat, etc.)	20.7%	43.7%	15.3%	2.1%	1.5%	16.7%

WITHOUT DON'T KNOW

Q18. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Maintenance of parks	22.0%	60.1%	13.5%	4.1%	0.3%
Q18b. Maintenance of cemeteries	22.6%	52.0%	21.0%	3.6%	0.8%
Q18c. Maintenance of walking trails	23.2%	52.3%	19.6%	4.4%	0.5%
Q18d. Maintenance of biking paths and lanes	17.4%	48.2%	23.4%	8.3%	2.7%
Q18e. Maintenance of swimming pools	18.1%	42.6%	33.8%	4.2%	1.2%
Q18f. Quality of swimming pools	15.7%	40.1%	33.7%	9.0%	1.5%
Q18g. Maintenance of community recreation centers	16.9%	46.0%	29.1%	6.7%	1.3%
Q18h. Quality of community recreation centers	14.7%	43.7%	28.4%	11.6%	1.5%
Q18i. Maintenance of outdoor athletic fields	22.3%	53.3%	18.6%	4.9%	0.8%
Q18j. Quality of outdoor athletic fields	21.0%	54.0%	18.5%	5.9%	0.6%
Q18k. Quality of youth athletic programs	26.3%	48.0%	20.8%	3.6%	1.3%
Q18l. Quality of adult athletic programs	16.7%	41.3%	34.2%	5.7%	2.2%
Q18m. Quality of cultural arts programs	18.7%	48.6%	25.9%	5.1%	1.7%
Q18n. Quality of senior programs	14.5%	39.1%	35.7%	7.7%	3.1%
Q18o. Quality of special needs/therapeutics programs	16.1%	37.2%	40.9%	4.0%	1.8%
Q18p. Ease of registering for programs	20.1%	45.0%	26.7%	6.6%	1.6%
Q18q. Fees charged for recreation programs	15.2%	44.4%	29.9%	7.7%	2.9%
Q18r. Quality of special events (CityFest, Downtown Trick or Treat, etc.)	24.9%	52.5%	18.3%	2.5%	1.8%

Q19. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q19. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	124	18.4 %
Maintenance of cemeteries	24	3.6 %
Maintenance of walking trails	32	4.7 %
Maintenance of biking paths and lanes	53	7.9 %
Maintenance of swimming pools	10	1.5 %
Quality of swimming pools	14	2.1 %
Maintenance of community recreation centers	30	4.4 %
Quality of community recreation centers	34	5.0 %
Maintenance of outdoor athletic fields	16	2.4 %
Quality of outdoor athletic fields	16	2.4 %
Quality of youth athletic programs	41	6.1 %
Quality of adult athletic programs	10	1.5 %
Quality of cultural arts programs	23	3.4 %
Quality of senior programs	43	6.4 %
Quality of special needs/therapeutics programs	11	1.6 %
Ease of registering for programs	12	1.8 %
Fees charged for recreation programs	21	3.1 %
Quality of special events	35	5.2 %
None chosen	126	18.7 %
Total	675	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	61	9.0 %
Maintenance of cemeteries	28	4.1 %
Maintenance of walking trails	58	8.6 %
Maintenance of biking paths and lanes	36	5.3 %
Maintenance of swimming pools	15	2.2 %
Quality of swimming pools	20	3.0 %
Maintenance of community recreation centers	35	5.2 %
Quality of community recreation centers	38	5.6 %
Maintenance of outdoor athletic fields	26	3.9 %
Quality of outdoor athletic fields	16	2.4 %
Quality of youth athletic programs	39	5.8 %
Quality of adult athletic programs	11	1.6 %
Quality of cultural arts programs	37	5.5 %
Quality of senior programs	42	6.2 %
Quality of special needs/therapeutics programs	21	3.1 %
Ease of registering for programs	12	1.8 %
Fees charged for recreation programs	12	1.8 %
Quality of special events	19	2.8 %
None chosen	149	22.1 %
Total	675	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	52	7.7 %
Maintenance of cemeteries	16	2.4 %
Maintenance of walking trails	37	5.5 %
Maintenance of biking paths and lanes	29	4.3 %
Maintenance of swimming pools	18	2.7 %
Quality of swimming pools	19	2.8 %
Maintenance of community recreation centers	36	5.3 %
Quality of community recreation centers	35	5.2 %
Maintenance of outdoor athletic fields	22	3.3 %
Quality of outdoor athletic fields	21	3.1 %
Quality of youth athletic programs	35	5.2 %
Quality of adult athletic programs	21	3.1 %
Quality of cultural arts programs	32	4.7 %
Quality of senior programs	35	5.2 %
Quality of special needs/therapeutics programs	22	3.3 %
Ease of registering for programs	23	3.4 %
Fees charged for recreation programs	21	3.1 %
Quality of special events	24	3.6 %
None chosen	177	26.2 %
Total	675	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

<u>Q19. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	47	7.0 %
Maintenance of cemeteries	20	3.0 %
Maintenance of walking trails	27	4.0 %
Maintenance of biking paths and lanes	19	2.8 %
Maintenance of swimming pools	18	2.7 %
Quality of swimming pools	21	3.1 %
Maintenance of community recreation centers	23	3.4 %
Quality of community recreation centers	31	4.6 %
Maintenance of outdoor athletic fields	20	3.0 %
Quality of outdoor athletic fields	23	3.4 %
Quality of youth athletic programs	25	3.7 %
Quality of adult athletic programs	17	2.5 %
Quality of cultural arts programs	25	3.7 %
Quality of senior programs	29	4.3 %
Quality of special needs/therapeutics programs	21	3.1 %
Ease of registering for programs	20	3.0 %
Fees charged for recreation programs	40	5.9 %
Quality of special events	32	4.7 %
None chosen	217	32.1 %
Total	675	100.0 %

Q19. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top four choices)

<u>Q19. Sum of top four choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	284	42.1 %
Maintenance of cemeteries	88	13.0 %
Maintenance of walking trails	154	22.8 %
Maintenance of biking paths and lanes	137	20.3 %
Maintenance of swimming pools	61	9.0 %
Quality of swimming pools	74	11.0 %
Maintenance of community recreation centers	124	18.4 %
Quality of community recreation centers	138	20.4 %
Maintenance of outdoor athletic fields	84	12.4 %
Quality of outdoor athletic fields	76	11.3 %
Quality of youth athletic programs	140	20.7 %
Quality of adult athletic programs	59	8.7 %
Quality of cultural arts programs	117	17.3 %
Quality of senior programs	149	22.1 %
Quality of special needs/therapeutics programs	75	11.1 %
Ease of registering for programs	67	9.9 %
Fees charged for recreation programs	94	13.9 %
Quality of special events	110	16.3 %
None chosen	126	18.7 %
Total	2157	

Q20. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Quality of Open Line newsletter	23.3%	44.6%	13.8%	1.8%	0.4%	16.1%
Q20b. Quality of the City's website	16.6%	41.9%	18.2%	4.9%	0.4%	17.9%
Q20c. Quality of the City's social media (Twitter, Facebook, etc)	5.2%	15.6%	19.7%	1.9%	0.1%	57.5%
Q20d. Availability of information on City services and programs	12.7%	45.8%	24.1%	5.6%	0.6%	11.1%
Q20e. Availability of information about Parks & Recreation programs and services	17.0%	43.7%	20.3%	6.2%	0.9%	11.9%
Q20f. Level of public involvement in local decision-making	9.8%	25.8%	28.6%	11.0%	4.0%	20.9%
Q20g. Transparency of City government	9.6%	26.1%	31.0%	8.4%	4.6%	20.3%

WITHOUT DON'T KNOW

Q20. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Quality of Open Line newsletter	27.7%	53.2%	16.4%	2.1%	0.5%
Q20b. Quality of the City's website	20.2%	51.1%	22.2%	6.0%	0.5%
Q20c. Quality of the City's social media (Twitter, Facebook, etc)	12.2%	36.6%	46.3%	4.5%	0.3%
Q20d. Availability of information on City services and programs	14.3%	51.5%	27.2%	6.3%	0.7%
Q20e. Availability of information about Parks & Recreation programs and services	19.3%	49.6%	23.0%	7.1%	1.0%
Q20f. Level of public involvement in local decision-making	12.4%	32.6%	36.1%	13.9%	5.1%
Q20g. Transparency of City government	12.1%	32.7%	38.8%	10.6%	5.8%

Q21. Which of the following are your primary sources of information about city issues, services, and events?

Q21. Which of the following are your primary sources of information about City issues, services, and events?

	Number	Percent
Open Line newsletter	416	61.6 %
City website via home computer	309	45.8 %
City website via mobile device	65	9.6 %
Local newspaper	451	66.8 %
City cable channel	81	12.0 %
Radio news program	184	27.3 %
Television news program	185	27.4 %
Social networking site	84	12.4 %
Word of mouth	421	62.4 %
City emails/press releases	93	13.8 %
Public meetings	65	9.6 %
Other	21	3.1 %
None chosen	19	2.8 %
Total	2394	

Q21. Other

Q12 Other

-
- WANI AM 1400
 - POSTED SIGNS/ANNOUNCEMENTS
 - NONE
 - DON'T OWN COMPUTER
 - DOWNTOWN SIGNAGE
 - MAILING RESIDENCE
 - INFO KIDS BRING HOME FROM SHCL
 - CHAMBER NEWSLETTER
 - THE PLAINSMAN
 - OUR CHURCH
 - SIGNS ON TOOMERS CORNER
 - CHAMBER E-MAILS
 - PHONE
 - PERSONAL EXPERIENCES
 - CITY EMPLOYEES
 - LIBRARY
 - E-MAIL/AUBURN COMMUNITY NEWS
 - ALL CAMPUS NEWS
 - ORGANIZATIONS
 - PERSONAL E-MAILS

Q22. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Cleanliness of downtown areas	27.6%	59.9%	6.7%	2.4%	0.1%	3.4%
Q22b. Feeling of safety of downtown at night	26.1%	48.6%	12.1%	2.7%	0.3%	10.2%
Q22c. Pedestrian accessibility	25.6%	52.9%	12.4%	3.6%	0.6%	4.9%
Q22d. Quality of public events held downtown	21.3%	45.0%	16.7%	3.6%	0.6%	12.7%
Q22e. Landscaping and green space	23.0%	45.0%	19.3%	7.6%	0.7%	4.4%
Q22f. Signage and wayfinding	24.3%	49.6%	17.5%	2.7%	0.4%	5.5%
Q22g. Availability of public event space	11.1%	32.4%	26.2%	11.1%	3.3%	15.9%
Q22h. Availability of dining opportunities	19.6%	46.8%	16.7%	10.2%	2.2%	4.4%
Q22i. Availability of outdoor dining venues	11.0%	30.1%	29.3%	15.6%	4.0%	10.1%
Q22j. Availability of retail shopping	15.0%	41.6%	25.0%	11.7%	2.1%	4.6%
Q22k. Availability of parking	4.9%	19.9%	23.4%	32.4%	14.8%	4.6%
Q22l. Enforcement of parking violations and meter times	11.6%	37.8%	24.7%	5.9%	3.1%	16.9%

WITHOUT DON'T KNOW

Q22. For each of the following issues in DOWNTOWN AUBURN, 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=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Cleanliness of downtown areas	28.5%	62.0%	6.9%	2.5%	0.2%
Q22b. Feeling of safety of downtown at night	29.0%	54.1%	13.5%	3.0%	0.3%
Q22c. Pedestrian accessibility	26.9%	55.6%	13.1%	3.7%	0.6%
Q22d. Quality of public events held downtown	24.4%	51.6%	19.2%	4.1%	0.7%
Q22e. Landscaping and green space	24.0%	47.1%	20.2%	7.9%	0.8%
Q22f. Signage and wayfinding	25.7%	52.5%	18.5%	2.8%	0.5%
Q22g. Availability of public event space	13.2%	38.6%	31.2%	13.2%	3.9%
Q22h. Availability of dining opportunities	20.5%	49.0%	17.5%	10.7%	2.3%
Q22i. Availability of outdoor dining venues	12.2%	33.4%	32.6%	17.3%	4.4%
Q22j. Availability of retail shopping	15.7%	43.6%	26.2%	12.3%	2.2%
Q22k. Availability of parking	5.1%	20.8%	24.5%	34.0%	15.5%
Q22l. Enforcement of parking violations and meter times	13.9%	45.5%	29.8%	7.1%	3.7%

Q23. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q23. 1st choice	Number	Percent
Cleanliness of downtown areas	57	8.4 %
Feeling of safety of downtown at night	62	9.2 %
Pedestrian accessibility	21	3.1 %
Quality of public events held downtown	24	3.6 %
Landscaping and green space	35	5.2 %
Signage and wayfinding	8	1.2 %
Availability of public event space	23	3.4 %
Availability of dining opportunities	35	5.2 %
Availability of outdoor dining venues	30	4.4 %
Availability of retail shopping	21	3.1 %
Availability of parking	264	39.1 %
Enforcement of parking violations and meter times	18	2.7 %
None chosen	77	11.4 %
Total	675	100.0 %

Q23. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q23. 2nd choice	Number	Percent
Cleanliness of downtown areas	52	7.7 %
Feeling of safety of downtown at night	58	8.6 %
Pedestrian accessibility	35	5.2 %
Quality of public events held downtown	28	4.1 %
Landscaping and green space	49	7.3 %
Signage and wayfinding	18	2.7 %
Availability of public event space	47	7.0 %
Availability of dining opportunities	37	5.5 %
Availability of outdoor dining venues	68	10.1 %
Availability of retail shopping	46	6.8 %
Availability of parking	102	15.1 %
Enforcement of parking violations and meter times	26	3.9 %
None chosen	109	16.1 %
Total	675	100.0 %

Q23. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the most emphasis from city leaders over the next TWO Years?

Q23. 3rd choice	Number	Percent
Cleanliness of downtown areas	34	5.0 %
Feeling of safety of downtown at night	43	6.4 %
Pedestrian accessibility	45	6.7 %
Quality of public events held downtown	43	6.4 %
Landscaping and green space	56	8.3 %
Signage and wayfinding	18	2.7 %
Availability of public event space	40	5.9 %
Availability of dining opportunities	33	4.9 %
Availability of outdoor dining venues	44	6.5 %
Availability of retail shopping	44	6.5 %
Availability of parking	98	14.5 %
Enforcement of parking violations and meter times	28	4.1 %
None chosen	149	22.1 %
Total	675	100.0 %

Q23. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of top three choices)

Q23. Sum of top three choices	Number	Percent
Cleanliness of downtown areas	143	21.2 %
Feeling of safety of downtown at night	163	24.1 %
Pedestrian accessibility	101	15.0 %
Quality of public events held downtown	95	14.1 %
Landscaping and green space	140	20.7 %
Signage and wayfinding	44	6.5 %
Availability of public event space	110	16.3 %
Availability of dining opportunities	105	15.6 %
Availability of outdoor dining venues	142	21.0 %
Availability of retail shopping	111	16.4 %
Availability of parking	464	68.7 %
Enforcement of parking violations and meter times	72	10.7 %
None chosen	77	11.4 %
Total	1767	

Q24. Have you called or visited the city with a question, problem, or complaint during the past year?

Q24. Have you called or visited the city with a question, problem, or complaint during the past year?

	Number	Percent
Yes	274	40.6 %
No	394	58.4 %
Not provided	7	1.0 %
Total	675	100.0 %

Q24a. How easy was it to contact the person you needed to reach?

Q24a. How easy was it to contact the person you needed to reach?

	Number	Percent
Very easy	127	46.4 %
Somewhat easy	103	37.6 %
Difficult	29	10.6 %
Very difficult	10	3.6 %
Not provided	5	1.8 %
Total	274	100.0 %

Q24b. What department did you contact?

Q24b. What department did you contact?

	Number	Percent
Police	82	29.9 %
Fire	14	5.1 %
Planning	29	10.6 %
Parks and Recreation	37	13.5 %
Codes Enforcement	44	16.1 %
Public Works	49	17.9 %
City Manager's Office	25	9.1 %
Utility Billing Office	30	10.9 %
Municipal Court	13	4.7 %
Environmental Services	119	43.4 %
Water Resource Management	65	23.7 %
Finance	20	7.3 %
Other	15	5.5 %
None chosen	1	0.4 %
Total	543	

Q24b. Other

Q24b Other

MAYOR

HOUSING AUTHORITY

STREET SIGNS

DOG PROBLEM

MAYOR

HUMAN RESOURCES

ANIMAL CONTROL

MAYOR'S OFFICE

911

CEMETERY DEPARTMENT

SUPERINTENDENT SCHOOL BOARD

MAYOR

ANIMAL CONTROL

MAYOR

ANIMAL CONTROL

Q24c. Was the department you contacted responsive to your issue?

Q24c. Was the department you contacted responsive to your issue?	Number	Percent
Yes	218	79.6 %
No	38	13.9 %
No response	18	6.6 %
Total	274	100.0 %

Q25. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn:

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q25a. Overall quality of new residential development	13.2%	44.3%	21.9%	6.5%	2.8%	11.3%
Q25b. Overall quality of new retail development (stores, restaurants, etc.)	11.4%	41.8%	24.7%	14.1%	2.2%	5.8%
Q25c. Overall quality of new business development (offices, medical facilities, banks, etc.)	14.1%	45.0%	24.9%	7.0%	1.6%	7.4%
Q25d. Overall quality of new industrial development (warehouses, plants, etc.)	16.9%	38.7%	21.0%	3.3%	1.3%	18.8%
Q25e. Redevelopment of abandoned or under-utilized properties	4.6%	18.2%	26.2%	25.8%	8.3%	16.9%
Q25f. Overall appearance of Opelika Road	2.7%	14.1%	24.3%	37.9%	17.5%	3.6%
Q25g. Overall appearance of Downtown Auburn	19.7%	57.2%	16.3%	2.7%	0.7%	3.4%
Q25h. City's planning for future growth	10.4%	31.6%	23.4%	8.1%	3.4%	23.1%

WITHOUT DON'T KNOW

Q25. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn: (without "Don't Know")

(N=675)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25a. Overall quality of new residential development	14.9%	49.9%	24.7%	7.3%	3.2%
Q25b. Overall quality of new retail development (stores, restaurants, etc.)	12.1%	44.3%	26.3%	14.9%	2.4%
Q25c. Overall quality of new business development (offices, medical facilities, banks, etc.)	15.2%	48.6%	26.9%	7.5%	1.8%
Q25d. Overall quality of new industrial development (warehouses, plants, etc.)	20.8%	47.6%	25.9%	4.0%	1.6%
Q25e. Redevelopment of abandoned or under-utilized properties	5.5%	21.9%	31.6%	31.0%	10.0%
Q25f. Overall appearance of Opelika Road	2.8%	14.6%	25.2%	39.3%	18.1%
Q25g. Overall appearance of Downtown Auburn	20.4%	59.2%	16.9%	2.8%	0.8%
Q25h. City's planning for future growth	13.5%	41.0%	30.4%	10.6%	4.4%

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

Respondents were asked to comment on the ONE thing about the City of Auburn they would change if they could. The responses to Question 26 are listed below and on the following pages; the responses were recorded verbatim, therefore, grammatical errors have not been corrected.

- More bike lanes in strategic areas north and south , so you can travel safely anywhere in Auburn.
- Add bike lanes to road outside city.
- No more taxes for crap nobody uses (bike lanes!).
- Less red tape and hassle for new businesses trying to come in to Auburn. More business friendly planning department and staff.
- More family restaurants on S. College street.
- Shopping area, such as Tiger town, which would be in Auburn!
- Ease of traffic.
- The appearance of Opelika road, it's not attractive at all.
- Traffic.
- Opelika road looks rundown and abandoned.
- Retain its historical heritage contained in the homes. The houses on Gay St. shouldn't have been allowed to be destroyed for development. The charm of Gay street is gradually being eliminated and people come here for the charm.
- Put a traffic light in front of the Wal-Mart on College street. (2) Put a traffic light at Shell Toomer and College street.
- Resurface roads instead of patching.
- Bicyclists are a hazard to motorists. They obstruct the flow of traffic on all the Auburn streets by going to slow. Annalue Drive isn't wide enough to accommodate bicycles and cars. The bicyclists drive all over the highway obstructing traffic. Get the bicyclists off the streets, they are a danger to everyone in a vehicle!
- Traffic flow on Samford Ave. from S. College St. to Dean Rd. (need a turning lane at all streets).
- Garbage pickup twice a week, instead of just once a week!
- Opelika rd. and shopping/development around mall.
- Control underage drinking downtown. Better traffic flow on campus.
- Christian education.
- More police in school areas; more patrols in my neighborhood and more visibility of police during the day and night in my neighborhood.
- This is a very "poor" city in terms of the parks and recreation programs that are available and the parks in the area.
- Parking.
- Roads built for higher volume of traffic, particularly the downtown area. (2) Storm water tends to drain slowly downtown during rainstorms and the roads flood easily.
- Bury power lines where possible.
- Make Auburn a more tourist friendly place.
- Tighten zoning to lessen the amount of commercial properties in residential areas.
- Lower sales tax/property tax.
- Clear plan and policy for adding new development and dealing with old structures that need to be preserved and the old structures that are an aesthetic detraction (the abandoned Kmart and Sears buildings, for example.).

- An all-city of Auburn cultural center/performing arts center.
- Auburn is a great place to live!
- More street lights in my neighborhood.
- Better parking; road upgrades.
- Parking.
- Appearance of S. College and the quality of retail & business development between I-85 north to downtown Auburn. (2) Lack of females on City Council and other key commissions and in City leadership.
- Make it more "family friendly" instead of just being geared towards students and dogs. Out of all the places that I've lived in the U.S., from the East coast to the West Coast, this is the worst place I've found to raise my children.
- Better selection of unique dining, other than the chain restaurants.
- The Moores Mill Rd bridge that crossed I-85.
- Place seat belts on all school buses.
- Improve/resurface roads.
- Seek a large scale development like Tiger Town.
- Improve Opelika Rd.
- Add a mall or a movie theatre!
- Improve the looks of College St. and Opelika Rd.
- Parking to visit downtown area, especially when school/university is in session.
- Improve the appearance of Opelika Rd. and the vacant properties.
- Fewer 25 mph speed limit zones, some amount to nothing more than speed traps.
- Add "smart" traffic lights.
- Stop demolishing historical buildings!
- The streets around the schools are in bad shape, especially Dean, Sanford, and Moore's Mill.
- The appearance of Opelika road, it's not attractive at all.
- The aesthetics of S. College-our gateway into Auburn-looks terrible and is uninviting to out of town guests.
- Continue improving police/fire protection.
- Girls athletics isn't recognized as well as boys athletics when it comes to the field conditions and the parking for athletic venues.
- More arts and cultural events.
- Think about sustainability when planning, especially when it concerns density and development. There needs to be progression from outdated vehicle-oriented development.
- The debris/litter that seems to accumulate in our yard and it's coming from our neighbor's yard!
- Bicycle lanes: add more and improve the ones that already exist. Auburn needs to become a more bicycle friendly and safe place, use Portland Oregon as a model.
- Find a use for the empty/abandoned buildings in Auburn and all entrance points to Auburn need to be cleaned up!
- Do something with the abandoned Kmart building, it looks so ugly!
- Parks and recreation.
- Curbside pickup of garbage-sometimes the garbage men can be rude.
- Opelika Rd. doesn't reflect Auburn well.
- It's a great place to live!
- Reduce the number of vacant businesses/stores by providing incentives to fill the vacancies.
- Less vehicle congestion.
- Visible police presence in the neighborhoods.

- Clean up the neighborhoods.
- More events.
- At the recycling center drop-off, I would add bins for #4 plastics (LDPE) and #5 plastic (PP).
- Jobs.
- Slow the pace of growth.
- Having more entertainment available for the citizens of Auburn.
- Free Wi-Fi in poor neighborhoods.
- Encourage greater diversity on the City Council and all appointed boards.
- Less fast food chains and more locally owned restaurants.
- Better downtown traffic patterns.
- Parking.
- Wider streets, Moores Mill Rd. is a perfect example of narrow streets.
- The Opelika Rd. corridor appearance.
- Downtown parking.
- Remove the road from the library to the chevron station and put in a walking path instead and make parking in front of stores against the law!
- The way the Auburn police conduct themselves and treat people.
- Improve the appearance of Opelika Road!
- Find a way to make bikers and pedestrians more visible to drivers.
- Better public transportation.
- Put "Welcome to Auburn" in all arteries.
- Improving city schools.
- Watching what businesses locate in good looking, populated areas, such as the new Dollar Store going in at the corner of S. Donahue and University. Also, too many problems with people from Montgomery coming here and causing trouble. This is the best city in Alabama, let's keep it that way.
- Opelika Road and re-purposing old retail.
- More "fiscal" responsible elected officials that understand the role of protecting citizens; create tax policies that bring businesses and economic growth to all of us. Be good stewards of tax dollars.
- Lower taxes.
- Have more playground equipment in the parks.
- Opelika Road and S. College.
- Creating more of an adult friendly nightlife. For those who want to spend time in downtown without being surrounded by drunk college students.
- More corporate, private, white collar jobs.
- Public transportation that operates until 10:30pm. Free Summer programs so that children have some type of activity in the Summer months so they can stay out of trouble.
- Requiring property owners to remove abandoned buildings near downtown and the school campus. Force them to keep their lots clean and litter free even if the building is empty. Downtown and by the school campus is looking really trashy and leaving a bad impression on visitors.
- We're very happy to live in Auburn. It would be nice if the property tax and other taxes would stop rising.
- Better understanding of decision making as it relates to city schools. Rezoning issue was handled poorly with little to no opportunity for the public to review & offer input on the issue and I was highly dissatisfied with the process and the outcome.

- We need the equivalent to Opelika's Sports Complex.
- I would like for there to be less noise-loud music, parties, etc.
- Traffic-obedience to laws regarding driving, parking in roadways (Gentry, Drew Lane and N. Dean), stop signs and traffic lights.
- Better parking.
- Opelika Road.
- More variety downtown when it comes to restaurants and bars.
- Shopping-we let Opelika beat us out of the last negotiation (Tiger Town).
- Clean water.
- Improve parking; maintain historical buildings instead of tearing them down.
- More businesses-still a disappointment that Opelika has Tiger Town instead of Auburn.
- More fine arts available.
- Resurfacing of some residential streets-nothing has been done in 54 years.
- Reduce taxes for residents. Stop giving tax breaks to induce businesses to come to Auburn. Growth isn't good. Need to keep the "small town" atmosphere.
- Appearance of the city is lacking!
- Speed limit on N. College Street.
- Put a traffic light at Commerce Drive and Opelika Road.
- The mall is under a management company from Georgia and they don't know anything about Auburn-improving the quality of stores at the mall, would by default, improve Opelika Road.
- Improve traffic flow by establishing major traffic arteries.
- It's too late. I would like the older structures (those 2 on S. Gay) considered before demolition. That space is to now remain vacant for later development by Orange Development. Auburn isn't the "loveliest village on the plains" anymore, it's pure tacky!Decrease drugs and violence.
- Traffic congestion.
- Safer for pedestrians-more venues for walking and enjoyment.
- More bicycle lanes.
- I think it would be beneficial to have something similar to the Opelika Sportsplex. Our recreation facilities are in poor condition and don't offer a variety of choices for adult fitness.
- Revitalize run down and abandoned property instead of tearing down historical structures and destroying woodlands. The new shopping center and Publix is a waste of space that was beautiful woodland.
- The horrible look of Opelika Road.
- The location of the 6th grade!
- Pot holes in the road: the inside lane of E. University, N. Ferndale, the left turn lane of S. Donahue on to S. College.
- Downtown parking.
- Improve measures for and quality of oversight/control of development/re-development, to ensure environmental quality (promotion of water quality protection, air quality, traffic noise and green space).
- I LOVE Auburn! Downtown parking is my only concern.
- More lights on University Parkway.
- Diversity in dining and event options.
- I'm happy in Auburn!
- Downtown traffic and parking.
- Traffic-running red lights and pulling out into oncoming traffic.

- Recycling! They throw containers around, spill the container contents leaving behind a mess and sometimes broken containers and most of the time, they only collect half of what has been put out for recycling!
- Parking.
- Toomers Corners.
- Code enforcement of junk cars on E. Magnolia Avenue.
- More sidewalks and safe bicycle lanes.
- One thing I would improve about the city of Auburn would be to increase the number of community swimming pools, especially in the Cary Woods area.
- Improve downtown Auburn. More outdoor dining, better traffic flow and more pedestrian space.
- Better upkeep of streets: paving, curb upkeep and litter pick up.
- Bicycle police in neighborhoods on a rotating basis to improve communication with residents.
- Better traffic flow. Improve the mess on S. College.
- Parking in the downtown area.
- Don't spend money unwisely as the federal government is doing now.
- Improve the "neighborhood watch" signs in neighborhoods, most are in a state of disrepair.
- Traveling on "home" football weekends.
- Overall appearance of Opelika Road!
- Overdevelopment!
- More restaurants.
- Repair all the potholes-I have a bad back and every time I hit a pothole it jars my back!
- Bicycle safety.
- Build a new shopping mall in Auburn to generate more revenue.
- Require developers to follow through on promises once approval has been given by the planning commission and the City Council.
- Traffic congestion and enforcement of bicycle traffic laws.
- Stop overbuilding cheap apartments and then making them Section 8 housing. The percentage of free/reduced lunch programs has increased and this is affecting every part of our city and not in a good way!
- Focus attention on "loveliest village" even when it's not in the best interest of development.
- The appearance of Opelika Road.
- The Opelika road area-the mall area in particular-we need more retail to meet daily needs.
- Require businesses to do landscaping to the curb. The new Publix at Carey Creek is at a gateway intersection and has only landscaped to the city line and instead the landscaping should go all the way to College and University.
- Handicapped accessibility.
- Improve the environment for and encourage small businesses! Our sister city, Opelika, appears to do a much better job in this area.
- More diversity of cultural and dining venues and the historic neighborhoods need more attention.
- The drivers out there who speed in the neighborhoods-need to decrease this NOW!
- The overall look of Auburn-it's not very appealing.
- Better traffic flow with more turn lanes and lights.
- Stop giving out all the building permits, there are plenty of empty buildings that can be utilized.
- Frequent violations of traffic laws in the city needs to stop.
- Keep taxes reasonable.
- Develop downtown like Opelika is doing.
- The school system and there needs to be an increase in retail development.

- More diversity in stores, restaurants and cultural offerings.
- Sidewalks: more of them in established neighborhoods-i.e. Moores Mill Rd between Samford and Dean.
- Traffic flow.
- Elected school board officials with term limits.
- Get rid of the "good ole boy" network in City politics.
- Need more space for high school.
- Make it impossible for churches to expand further into valuable commercial properties or to build new churches in a large designated area around the City's core. There is no good reason to zone city-center areas for churches and other uses which would require extensive parking and make no or minimal contributions to the city.
- Reduce the sales tax-provide compensating revenue via occupation license fee.
- Reduction in height/visibility of signage vs. green space.
- Need good, quality retail. Need to promote redevelopment of property.
- Traffic flow in downtown area.
- Thinking ahead of what Auburn can be in the future. I like the idea of the city being more walkable and bikable with more retail and restaurants close to housing, like in Europe. Whatever happened to "Auburn, city of Villages"? We seem to still be on the city of strip malls and big parking lots plan. I would really like to see a system of parks that are linked by bike paths and pedestrian paths-plaza-like spots would be nice. The only ones we have are on campus. We missed a great opportunity for having a significant downtown-related park when we instead used 1/2 for a cemetery.
- Signage laws: decrease size and create more uniform appearance on major roadways. Remove the small billboards along smaller roads.
- Athletic venues subpar, we need gyms for youth. Refurbishing isn't enough. You need several more new gyms added to meet the needs of residents. The public pool is also subpar. Auburn needs a sportsplex like Opelika to promote a healthier lifestyle. Bike lane projects only benefit a small portion of the population. Use Opelika as a model for Auburn to learn what they did right and what they did wrong.
- Overall appearance. Some places look amazing, while others look very much rundown.
- Better utilization of abandoned buildings.
- Interaction between police and residents in a non- threatening combat situation.
- Condition of roadways.
- Add an indoor pool/sports complex.
- Street lighting.
- Overall appearance of retail areas along Opelika Road and S. College Street.
- Lower taxes and the cost of owning a business in the city.
- Improve traffic flow within the posted speed limits.
- Move the power lines underground.
- More police.
- More local eating establishments, not chain restaurants.
- Bike lanes that actually connect, or multi-purpose lanes. The new sidewalk on College is great for the new school, but a wider, multi-purpose lane would've been better.
- Traffic nightmare with ugly advertising signage.
- Add more theme parks for our children.
- Street safety-reduce texting while driving, running red lights and better roads.
- Downtown logistics for cars and pedestrians.

- Opelika Road-the appearance and safety perception.
- More gymnasium space.
- Nicer, one level unattached garden homes; apartments with no students; one-level homes in a nicer environment; nicer restaurants; nicer nursing homes and assisted living facilities; nice surroundings, simple and pretty, not so cluttered and expensive.
- More public events-30+ residents.
- No more apartment complexes! More street lights in neighborhoods.
- More skilled labor jobs.
- A splash pad. More recreational opportunities for families-most of the focus is on the college students-feels like families are being forgotten.
- Congested traffic downtown during business hours and there are not as many parking places available. There is a need for more parking decks.
- Downtown parking availability.
- Would try to maintain and re-use old structures, especially the old depot.
- Retail that looks like it belongs within the Auburn "look," not just a hodge podge of buildings thrown in to an open space, i.e. S. College Street.
- Owners and/or residents of rental properties must maintain the building and the grounds.
- Lower taxes!!!!
- Improve the appearance of S. College, from I-85 to University.
- Re-use the existing empty buildings.
- Playgrounds.
- Auburn is too concerned with "image". The leaders seem unwilling to talk honestly about its problems. Frequent burglaries on Long Leaf Drive (affecting our college students), overcrowded jr. high and high schools, poor quality and poor sportsmanship at Park and Recreation facilities, and the seeming neglect of green spaces for developers influence. The strengths of Auburn are the elementary schools and the diversity of the population.
- Improve safety.
- I would like to see Auburn have a facility like the Opelika Sportsplex.
- Better quality of shopping and dining.
- The traffic light at the intersection of Glenn Avenue and Dean Road: at 5-6 pm the green light isn't long enough. I recently sat through 3 cycles of the light before I was able to move through the intersection.
- Development outside city limits then coming in to city after not having met city ordinances and other requirements.
- More green space-break up some cement!
- The image: we have a lot of older, under maintained houses and apartment buildings that take away from the newer images of Auburn. There should be stricter laws concerning the upkeep and maintenance of older structures. This takes away from the "clean" look of Auburn.
- Better citizen input on the City Council.
- The dark, spotted, dirty sidewalks-especially in front of bar areas-in downtown Auburn.
- Commercial "blight" on Opelika Road and S. College.
- Downtown parking.
- Improve appearance of businesses on Opelika Road.
- Downtown: parking, dining, and bars without students-I know-I'm dreaming.
- Have an educational system that is concerned with students with special needs.
- More parking.
- Continue improvements.

- Better parking and availability downtown.
- Be innovative and get retail in Auburn, instead of Opelika getting all the businesses. Get a "Toys R Us".
- Traffic around schools needs to be better managed. Train the "rent-a-cops" better.
- More bike lanes between E. University and E. Samford on Wrights Mill and Moores Mill between Ogletree and E. Samford.
- Traffic congestion on Moores Mill Road and traffic flow on to E. University.
- Stop tearing down buildings. Improve them by restoring them. Stop allowing developers to cut down so many trees on property.
- More bicycle lanes.
- Control growth in positive way.
- More higher class restaurants.
- Put a light at Hwy 29 and the new exit (50) intersection. There are too many lanes of traffic coming, going and turning with difficulty judging speeds of oncoming cars. There are a lot of wrecks there.
- Get rid of the "good ole boy" network in City politics. Everything seems to be "who you know" or "who you are" and doesn't reflect the demographics.
- More small high tech industry. What is the city's plan for future growth in Auburn?
- Opelika Road and S. college from I-85 to E. University.
- Get the edge on retail which will bring new business and new buildings and new revenue. I think the emphasis needs to stay on educating the students vs. pushing high school sports.
- City parks for children aren't very fun or inviting. The appearance of Opelika Road.
- Do you have a plan for future growth???
- Developers put up silt fences, run them over on the first work day and then never put them back up, allowing mud to run in to the streets and nothing is done about it.
- Have everyone smile and love one another.
- Clean up litter right outside the downtown area. I'm new to Alabama and have never seen so much garbage on the roadways!
- I believe Auburn city schools teacher/staff should be more accepting of people's differences and more special education friendly.
- Stop light timing, traffic flow.
- Expand downtown for parking, dining and adult living options.
- Better enforcement of codes and ordinances related to building, signs, etc.
- Parks with basketball courts, swings, etc. for children. Less expensive child programs for parents with children.
- More available space downtown.
- Enforcement of number of non-related students leasing and living in a house (often 4 or more).
- Severe parking shortage for people who work in downtown Auburn, especially lack of proper parking for visitors on home game days. It's ridiculous that people park in the middle of the street.
- Downtown parking.
- Safety: "bright" street lights everywhere there are pedestrians, bike lanes, sidewalks and parks. No passing Tiger transit bus when loading/unloading. All freshmen at Auburn University need 8 hours of "campus/city safety 101". Texting while driving is a BIG problem in Auburn/Opelika.
- Downtown parking.
- Don't lie to people when questions are asked of the city. Stop forcing people to move off of their land for the best interest of the city. Think about people and not money.

- Much better trash service! We're trying to dispose of it properly. Either have a dumpster station like they do in the county or come pick it up more than once per week. Our alternative is to haul trash to Sandman and pay \$15 to throw it on the trash pile. Those who can't or won't pay \$15 to Sandman throw their garbage in the woods, is that what we want?
- Have a nice walking park without dogs and dog poop.
- Downtown parking.
- Opelika Road looks run down and so does S. College because! Fix this because this is the first thing that people see coming off of the interstate on game days.
- Find a use for empty box store buildings, i.e., the old Bruno's store. They cut down all of the trees on a wooded lot, paved it, built and store and then left town. We traded trees for asphalt!
- Continue the exit 51 project!
- Give minorities more job opportunities!
- Maintain the "small town" feeling.
- Traffic.
- Stop traffic violators: speeding, tailgating, loud music, driving while talking on cell phone and numerous drivers running red lights.
- Require bicyclists to use bike paths and issue tickets when they don't, if a bike path is there. (2) During a recession, please stop raising taxes. (3) My children are 2 years apart in age but won't share a school again until they're in high school. Please consider combining more grades.
- Recreation.
- Too many vehicles are allowed to run through the lights once they turn to red. This should be better monitored and the drivers need to be ticketed.
- More progressive planning!
- Downtown parking.
- Traffic flow.
- Create more jobs.
- We need some updated maps of Auburn that show not just streets but locations, especially with all the new subdivisions showing up everywhere.
- Stop tearing down historic buildings.
- Opelika Road: multiple abandoned buildings, gas stations, etc. wish it looked nicer since it's such a high traffic area. Wish we had better retail options in Auburn. I travel to Opelika's Tigerton to shop very frequently and I wish I could spend my money in Auburn.
- A place for seniors to live away from students (condos or garden homes)
- Designated lanes/routes for Tiger transit buses/vehicles.
- Focus on current business owners as well as giving tax breaks to incoming new business. Give current owners breaks to remain in Auburn vs. leaving to another city.
- To have more police visible between the hours of 3am-4am in the Lunsford Drive area.
- More help for single parents, i.e., I'm a single parent and I moved to Auburn for a better job and the cost of living is very high here. There are a lot of vacant properties and I'm trying to buy a home for under \$100k and one is almost impossible to find, but there are a lot of vacant homes in the area, can't the price be lowered so that people like me can own a home?
- More bicycle friendly in downtown Auburn (designated biker lanes for the safety of bicyclists).
- Install a red light at Country Qwik gas station on Hwy 29 and County Road 10, there are too many accidents at this intersection and there needs to be a light.

- The appearance of downtown Auburn: study successful downtown renovations such as Greenville South Carolina-installing of large trees, preservation and adaptive reuse of old buildings. Preserve the modest scale of older buildings by enforcing and creating, where necessary, codes that prevent buildings over two stories tall in the downtown area.
- Opelika Road: image, traffic flow and parking.
- Resurface Harper Ave. but more importantly, add a sidewalk on Harper Ave. many people walk this street daily.
- Enforce traffic laws: speeding, running red lights and the use of cell phones while driving.
- The children's section of the public library is inferior compared to other small towns in Alabama.
- Reconsider the "need" for an "entertainment district".
- Traffic flow on S. College.
- Lower taxes.
- Make parking easy-I never go downtown because of this.
- Greater range of attractions.
- Historic preservation.
- Many of the streets in older neighborhoods needs to be resurfaced.
- Do away with the old parking meters. (2) The sewage portion of the water bill shouldn't comprise 3/4 of the bill.
- Use abandoned or under-utilized properties more.
- More sidewalks through older neighborhoods that would provide more safe routes to schools.
- Bigger downtown area.
- A new Mayor and planning commission.
- Street lights on Richland Road on every lamp post.
- Senior citizen programs-make them available to all disabled individuals.
- Build a public park in the northwestern area nearby Camden Ridge subdivision.
- Tear down Village Mall and start over using Tiger Town as a model. We need more retail and a "Toys R Us".
- Improve quality of female athletic facilities and expand the variety of opportunities for females.
- Use of new senior center for seniors and not for the Parks and Recreation employees administrative offices.
- Clean up the litter around town.
- Traffic violators need to be ticketed more often.
- More retail shops and restaurants.
- No new taxes.
- Clean up vacant lots and tear down abandoned buildings and vacant houses.
- More police presence.
- More stores and restaurants in Auburn not Opelika!
- Higher end retail stores.
- Exit 51 development-the big open fields of dirt next to Lynch Auto.
- Fire response times to outlying areas of Auburn (my area).
- Quality of retail stores in the mall.
- The redevelopment of abandoned or under-utilized properties like Opelika Road.
- More dining and shopping options.
- Increase retail locations that are migrating to our neighboring city, Opelika. Auburn is failing to attract retailers. Nationally recognized retailers are locating in Opelika, not Auburn, which leaves our city without a revenue source (sales tax), to fund city services and schools. A retail area, similar to Opelika's Tigertown, is desperately needed.

- The "curb appeal" of S. College, between I-85 and Shug Jordan pkwy./ E. University and Opelika Road.
- Water quality.
- Personnel in the City's leadership, department heads and council.
- Sidewalks everywhere and we need more bicycle lanes.
- Improved visibility of sign names/street names beyond those cement posts.
- Downtown parking.
- Traffic flow.
- Litter along roads.
- Improve the downtown area in ways similar to downtown Opelika. Dining where non-AU students can dine (family dining) as well as outdoor patio dining and retail. This would foster more special events downtown and require more parking. We want Auburn dollars to stay in Auburn, not Tigertown or Opelika!
- Just to continue the push to revitalize Opelika Road.
- Future growth is important.
- Replace City Council and Mayor with a less "tax happy" group of people.
- More bars/nicer dining venues. Please build more trails and have better lighting for nighttime running/walking.
- The availability of outdoor recreation-more bike trails.
- Traffic/jaywalking.
- Develop a series of parks for adults that contain a number of lakes or ponds.
- Less big box chains and old empty buildings-more life and local culture.
- Remove or renovate dilapidated buildings.
- People speeding through neighborhoods.
- Need to bring in more restaurants.
- Instead of demolishing old buildings "re-purpose" them like Opelika has done. (2) Create a new purpose for the Depot before the building has to be demolished. (3) Move the Farmer's market from AG park to downtown on Saturday mornings.
- Awkward road from College to University Mall.
- Housing for people who fall in the "donut hole". As it stands, retired people have no place to rent that is safe and secure for \$400-\$500 per month. You have to pay \$600-\$800 for a safe place and then you don't have grocery money. You make too much for HUD housing or Section 8 housing. We're left without any affordable housing options.
- Curbside recycling.
- Redevelopment of abandoned or under-utilized properties.
- Enforcement of speed violations on Dean Road.
- I've only lived here for two years and I like it so far and at this point I wouldn't change a thing. It's a great place to live.
- Enforcement of ordinances-dog barking is a problem!
- More jobs.
- Downtown parking.
- Reduce traffic congestion around schools by improving pedestrian and bicycle access.
- Recent trimming along N. College has made it very ugly as a major entryway in to the city!
- Historic preservation.
- Downtown green space & entertainment area.
- Game day traffic.
- Pay teachers and police officers more.

- Drivers run red lights, don't stop at stop signs, don't use turn signals, run yellow lights, and talk on their cell phones. The basic inattention while driving.
- Government transparency.
- Redevelopment of abandoned or under-utilized properties.
- Timing of the traffic signals at E. University and Opelika Road. E. University traffic must wait too long when no traffic on Opelika Road. You changed something here a year ago, it needs undoing.
- Auburn police officers are RUDE.
- Overall appearance of downtown Auburn.
- More needs to be done with pet owners-tying up and leaving pets outdoor in the cold. Make the pet shelter a "no kill" shelter.
- Stop raising and trying to raise taxes even more!
- Better eye appeal on Opelika Road.
- Get rid of traffic nuisance, aka Tiger Transit!
- Removal of litter.
- Reuse vacant properties.
- Bring in more restaurants and retail so all of our residents' money and the money from Auburn university students/families isn't spent in Tigertown in Opelika!
- More affordable housing for middle class consumers.
- More arts/cultural events downtown (Tiger nights, etc.).
- The town center is too small and needs to be redone.
- Biking lanes throughout Auburn to reduce congestion and pollution and improve city health.
- Hold developers more accountable.
- Put city water, sewer and gas lines in older neighborhoods before continuing to build new subdivisions with city services.
- New neighborhoods with nice homes are too expensive compared to same type of homes in other cities. Builders here charge too much.
- Limit the growth of apartment complexes. There are too many now and too many of the apartments are empty.
- Enforce rules of city codes and maybe add some new ones.
- Opelika Road!
- The kudzu everywhere!
- Listen to families about types of recreation needed and wanted. Safe skate parks!
- Design Toomers Corner.
- More green space/green energy sources.
- Historic preservation: the loss of historic homes is disgraceful. Auburn has much less character than Opelika-no sense of history.
- To keep the "small town" feel.
- Protect historical buildings. If space is needed, then move historic homes to another place rather than destroy them.
- Increase library size.
- I wish the city would do something about local business placing their advertising signs in the right way of our streets, i.e., the public library lawn on Dean Road and E. University and Wrights Mill Road. Don't we have an ordinance about businesses littering our roadways? if we do, enforce it!! I don't want to see our roadways littered with signs like Montgomery Lee County and Mobile. I want our city to be clean and beautiful and called the "loveliest village on the Plains". Could the garbage collection service pick these up and dispose of them? Thank you.

- More walking paths-insure there is green space for walking.
- I would add big kid swings at Felton Little Park and/or another play structure.
- Redevelopment of abandoned or under-utilized properties. City's planning for future growth.
- Rescind the 1% city sales tax. We were not allowed to vote on. Start a bicycle tax.
- Parking-especially during lunch hour.
- Get the city to stop raising taxes every time we turn around.
- Police harassing college students by giving tickets for minor traffic violations. It's obvious that they are told to do so to raise money for the city.
- Improve traffic flow. You accept new businesses and build new subdivisions but don't provide additional flow, and no more bike paths!!
- Quit cutting down trees to build more "strip" malls, since many of these malls have vacancies!
- Be more proactive and visionary with planning; be more strict against ugly developments.
- Auburn is wonderful. My major concern is the well-being of underprivileged youth in our area. I love the emphasis placed on parks and facilities accessible to all of Auburn citizens. There is always something affordable for families to do in our area. Keep up the good work.
- Quicker response times by city police and actually enforce the noise ordinance! N. College is filthy and looks like a pigsty! Go take a look.
- A true plan for schools-this rezoning every 2 years and my neighborhood being rezoned both times is ridiculous!
- Stop tearing down old buildings and houses!
- Including ALL segments of the city's population in plans for the city.
- Traffic problems.
- School; early education; senior health clinic.
- Taste of the water.
- Redevelopment of abandoned or underutilized properties, both personal and private.
- The funding spent on bike lanes nobody uses needs to be reduced a lot!
- More shopping locations.
- Downtown-appearance, quality, retail/food, spirit and vision that creates a real identity of a real city and not simply a borrowed identity from Auburn university.
- Restrictions for store signs, advertising, etc. Do away with the billboards and tall signs for smaller streetscape signs.
- Opelika Road.
- Bicycling and pedestrian ease of travel.
- Downtown parking should be improved. Free spaces should be available to people living and working downtown.
- Vacant, unattended lots and buildings can be eyesores.
- More open minded, more interest in retired citizens, library access west of town, cultural center, music, etc. and better restaurants and better transportation options.
- Auto pay for water and garbage.
- Schools-need higher standards, better teachers, especially for middle school. Stop spending on worthless programs, if the teachers don't teach well there is no use for the programs, no matter how much money you spend.
- More preservations of historic properties.
- I would like downtown Auburn to remain historic and feel unique, rather than bringing in retail chain stores.
- Curbside recycling for ALL residents.
- Downtown parking.

- Enforcement of codes-allowing to many buildings on one lot.
- More public parks/"green" space similar to Keisel and Town Creek but closer to town.
- Downtown parking.
- Planning for growth especially in our schools.
- Please put a traffic light at the intersection of Lee Rd. 10 (Sandhill/Beehive Rd) and College Street. This has always been a dangerous intersection with many wrecks and lots of traffic. This has increased due to the new I-85 exit and the increasing number of people who live down Sandhill Road.
- Appearance of Opelika Road-needs to be brought up to the standard of the rest of the city.
- Improve traffic congestion.
- Residential and commercial development should be done in a way that better protects the environments (water quality, erosion controls, low-impact development, etc.) and the character of Auburn. More thoughtful=long-term benefits to the city.
- We don't need a CVS on S. College across from campus!
- Less congestion along S. College: lots of strip malls.
- Bring back NYE (new year's Eve) Downtown street party/fireworks like in the year 2000-so many people loved it and I'm sure it brought a lot of money to Auburn, plus it might keep people off the roads.
- More downtown restaurants and shopping.
- More police officers.
- Stop charging for parking downtown. Police focus on solving crimes and stopping drugs. Police can spend less time trying to get speeding cars.
- Retail development in areas outside of downtown Auburn. Regret that I send too many tax resources to Opelika via Tigertown retailers. Thank you for the great work you do.
- Recycling-would like a single "trash container" sized wheeled receptacle like in Girardeau MO. It's easier than moving bins and sorting items and they take more kinds of plastic. This is especially nice when one gets older. Their recycling "can" is larger than their trash can.
- Slow down on some development. Trees and other "green" space are being destroyed too quickly. We have enough condos and apartment buildings for the present time and population.
- Decrease dependence on personally owned vehicle for travel.
- More parks and access to them.
- Overall quality of new residential development.
- Driver's license renewal needs to have a way to make appointments to avoid long wait times.
- Solve the parking problem downtown.
- City's development plan (CVS across from Funchess Hall and S. College street, in general).
- Stop building new when there are so many abandoned and dilapidated buildings-renew, not build new.
- Improve nightlife.
- More attention to uniformity of business signage and more of a sense of planning of business/retail areas.
- The appearance of downtown Auburn-particularly the back of restaurants that face the parking deck).
- All the abandoned restaurants on S. College and abandoned restaurants & stores on Opelika Rd. looks bad to visitors and residents.
- Demolish old buildings, clean vacant lots and improve senior programs and center.
- The social climate for adults 21 & over-i.e. restaurants, plays, concerts, etc.

- Turf the high school stadium; build new high school; more fields for kids. I don't like the drug store next to alumni center on College.
- Appearance of S. College St-as a main entrance to the City, it's unappealing.
- A new, modernized police department.
- Change MLK Drive traffic lanes back to the way they were before restriping.
- More parking downtown. We were going to eat at Hamilton's Saturday night but couldn't find a parking space, so we left.
- Smaller, lower cost homes being built next to older, higher value neighborhoods.
- As a City, we should do everything in our power to save/preserve historic homes, whether that be through codes or some other statutory protection. While I certainly support business development, it shouldn't be at the expense of destroying what little historical buildings/homes we have left.
- To keep Auburn a southern city-warm, friendly and homey.
- Consistency in on-street parking rules.
- More industry-more jobs.
- Improve Opelika Road-bring in new business or something, there are too many empty buildings.
- (2) Not enough green space. Still "clear cutting" for new development.
- More choices of fine dining, currently, there aren't many options.
- Stop allowing developers to tear down parts of "historic" Auburn.
- More, lower cost programs for seniors.
- Traffic light timing during "off" hours.
- Better equipped parks.
- More sidewalks in residential areas.
- Bring in revenue by allowing fishing in the City lake.
- More community involvement by the residents.
- Modernize the businesses along the railroad tracks between N. College and Gay Streets. The gas station on the corner at N. College is an "eyesore".
- Keep "chain" stores , such as the new CVS, out of the downtown area.
- Bike lane access on S. College bridge to Shell Toomer Pkwy. We need bike lanes from Mill Creek subdivision to downtown Auburn.
- Garbage pickup should be free; sewer cost is too high; improve entrance in Auburn city limits from Hwy 280; improve gym/recreation/fitness facilities for the over 55 crowd.
- It's too late, but there needs to be some sort of improvement in the appearance of S. College, it's ugly and I never thought the city of Auburn would allow that to happen.
- More housing for low income with attractive building and windows.
- Control of erosion in construction areas.
- Game day traffic rules: it's hard for people that work downtown to get to work if they can't go in a certain route.
- New high school to continue to meet the city's growing population.
- Appearance of Opelika Road.
- Stop approving multi-family/student housing developments. There is more on-campus housing than ever and yet we're still allowing more student housing to be created. This will lead to more low-income housing and an overall decline in city quality and schools.
- More opportunities for residents that aren't students.
- More bicycle lanes.
- Road paving's!
- City hiring process.

- Welcome military families.
- Bars and clubs should be removed from downtown.
- City schools-no room for a super gifted child. They only have room for the "middle of the road" child.
- Exit 51 on i-85 looks terrible. Opelika Road needs improvement.
- Encourage more and better retail and restaurants through tax incentives, etc.
- More jobs.
- Repair roads-Moores Mill from Sanford to Dean Road and others.
- Limit development of strip malls and commercial space while there are empty, vacated retail/commercial properties available.
- Fix the sidewalks, especially on E. Glen, College St. and part of S. Gay Street. Runner/joggers are often in the street because the sidewalks are so dangerously uneven. I can only comment on emergency services because of having called 911 after a fall on a sidewalk.
- Better infrastructure: accessibility by roads, main corridors improvements, parking, green space. Biggest thing: Not letting companies just abandon their stores, i.e. Kmart.
- Clean up S. College Street-safer, better image. Strongly recommend bringing ambulance service in house and let fire department operate it, this will improve service times and quality of care.
- More attention focused on and resources made available for historic preservation.
- Parking on game days.
- More transparency in government.
- More residential development for low income.
- Minimize density! Fewer apartments!
- Traffic flow-add lanes and turn lanes.
- Overall appearance of all of Auburn.
- Giving their employees a yearly, cost of living raise.
- Better athletic programs for 13-18 age group-particularly female.
- How tax dollars are spent.
- Traffic flow/management, especially downtown.
- Bring more jobs to the area.
- Redevelop the old buildings in the area that are very underutilized-I'm sure absentee landlords are probably the problem.
- Recycling program-need to promote more and expand. I see none of our immediate neighbors recycling. They all complain that the city has too many restrictions.
- Lack of university parking.

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

	Mean	Sum
number	2.76	1858
Q27. Under age 5	0.17	115
Ages 5-9	0.23	152
Ages 10-14	0.23	155
Ages 15-19	0.18	122
Ages 20-24	0.15	98
Ages 25-34	0.22	146
Ages 35-44	0.36	246
Ages 45-54	0.41	275
Ages 55-64	0.40	268
Ages 65-74	0.30	199
Ages 75+	0.12	82

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

Q28. Approximately how many years have you lived in the City of Auburn?	Number	Percent
3 or less	92	13.6 %
4-5	83	12.3 %
6-10	128	19.0 %
11-20	123	18.2 %
21-30	101	15.0 %
31+	143	21.2 %
Not provided	5	0.7 %
Total	675	100.0 %

Q29. How many people in your household work within the Auburn city limits?

Q29. How many people in your household work within the Auburn city limits?	Number	Percent
None	231	34.2 %
1	268	39.7 %
2	150	22.2 %
3	18	2.7 %
4	7	1.0 %
5	1	0.1 %
Total	675	100.0 %

Q30. Are you a full time Auburn University student?

Q30. Are you a full time Auburn University student?	Number	Percent
Yes	54	8.0 %
No	617	91.4 %
Not provided	4	0.6 %
Total	675	100.0 %

Q31. Do you own or rent your current residence?

Q31. Do you own or rent your current residence?	Number	Percent
Own	561	83.1 %
Rent	111	16.4 %
Not provided	3	0.4 %
Total	675	100.0 %

Q32. What is your age?

Q32. What is your age?	Number	Percent
18 to 34 years	145	21.5 %
35 to 44 years	152	22.5 %
45 to 54 years	127	18.8 %
55 to 64 years	124	18.4 %
65+ years	126	18.7 %
Not provided	1	0.1 %
Total	675	100.0 %

Q33. Which of the following best describes your race/ethnicity?

Q33. Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	28	4.1 %
Black/African American	91	13.5 %
Hispanic	15	2.2 %
White/Caucasian	531	78.7 %
American Indian/Eskimo	2	0.3 %
Other	6	0.9 %
Not provided	6	0.9 %
Total	679	

Q34. Would you say your total annual household income is:

Q34. Would you say your total annual household income is:	Number	Percent
Under \$30,000	80	11.9 %
\$30,000-\$59,999	123	18.2 %
\$60,000-\$99,999	219	32.4 %
\$100,000 or more	210	31.1 %
Not provided	43	6.4 %
Total	675	100.0 %

Q35. Your gender:

Q35. Your gender:	Number	Percent
Male	317	47.0 %
Female	358	53.0 %
Total	675	100.0 %



January 2013

Dear Auburn Resident,

I am writing to ask for your assistance with the 2013 Citizen Survey. This survey has been administered annually by the City of Auburn for the past 25 years. 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 where 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 and your participation in this survey is another important way to get involved in helping guide our community.

This year we have again 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 April. 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,

A handwritten signature in cursive script that reads "Charles M. Duggan Jr.".

Charles M. Duggan, Jr.
City Manager

Enclosure



2013 City of Auburn Citizen Survey

Welcome to the City of Auburn's Citizen Survey for 2013. Your input is an important part of the city's ongoing effort to involve citizens in long-range planning and budget 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.

1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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 services	5	4	3	2	1	9
D. quality of city library services	5	4	3	2	1	9
E. quality of the city's customer service	5	4	3	2	1	9
F. maintenance of city infrastructure	5	4	3	2	1	9
G. enforcement of city codes and ordinances	5	4	3	2	1	9
H. flow of traffic & congestion management	5	4	3	2	1	9
I. collection of garbage, recycling & yard waste	5	4	3	2	1	9
J. effectiveness of city's communication with public	5	4	3	2	1	9

2. Which THREE of the MAJOR CATEGORIES OF CITY SERVICES do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Q1 above].

1st: ____ 2nd ____ 3rd ____

3. PERCEPTIONS OF THE CITY. 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."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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 Auburn on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

Please rate the City of Auburn...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. as a place to live	5	4	3	2	1	9
B. as a place to raise children	5	4	3	2	1	9
C. as a place to work	5	4	3	2	1	9

5. CITY LEADERSHIP. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

6. PUBLIC SAFETY SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following public safety services provided by the City of Auburn:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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. police response time	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. quality of fire safety education programs	5	4	3	2	1	9
K. quality of local ambulance service	5	4	3	2	1	9

7. Which THREE of the PUBLIC SAFETY SERVICES items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q6 above].

1st: ____ 2nd ____ 3rd ____

8. FEELING OF SAFETY. Please rate your feeling of safety in the following areas using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe.”:

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
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. traveling by bicycle in Auburn	5	4	3	2	1	9
G. traveling as a pedestrian in Auburn	5	4	3	2	1	9
H. overall feeling of safety in Auburn	5	4	3	2	1	9

9. Which TWO of the following items do you consider the most important transportation safety issue in Auburn? Rank in order by writing 1 for the most important and 2 for the second most important.

- ____ (A) texting while driving/distracted driving
- ____ (B) jaywalking
- ____ (C) visibility of joggers/walkers after dark
- ____ (D) running red lights

- ____ (E) neighborhood speeding
- ____ (F) bicyclists not obeying traffic laws
- ____ (G) Tiger Transit loading/unloading safety
- ____ (H) pedestrian safety

10. CODE ENFORCEMENT. IN YOUR NEIGHBORHOOD ONLY, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

In your neighborhood, how satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. cleanup of debris/litter	5	4	3	2	1	9
B. cleanup of large junk/abandoned vehicles	5	4	3	2	1	9
C. cleanup of overgrown and weedy lots	5	4	3	2	1	9
D. efforts to remove dilapidated structures	5	4	3	2	1	9
E. enforcement of loud music	5	4	3	2	1	9
F. control of nuisance animals	5	4	3	2	1	9

11. Which TWO of the CODE ENFORCEMENT items listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q10 above].

1st: ____ 2nd: ____

12. GARBAGE AND WATER SERVICES. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. residential garbage collection service	5	4	3	2	1	9
B. curbside recycling service overall	5	4	3	2	1	9
C. material types accepted for recycling	5	4	3	2	1	9
D. recycling at city's drop-off recycling center	5	4	3	2	1	9
E. yard waste removal service	5	4	3	2	1	9
F. water service	5	4	3	2	1	9
G. Utility Billing Office customer service	5	4	3	2	1	9

13. Which TWO of the GARBAGE AND WATER SERVICES listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q12 above].

1st: ____ 2nd: ____

14. TRAFFIC FLOW & TRANSPORTATION. 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."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. ease of travel by car in Auburn	5	4	3	2	1	9
B. ease of travel by bicycle in Auburn	5	4	3	2	1	9
C. ease of pedestrian travel in Auburn	5	4	3	2	1	9

15. How often do you use the city's bicycle lanes and facilities?

____(1) daily

____(4) occasionally

____(2) weekly

____(5) never

____(3) monthly

16. MAINTENANCE. Excluding areas maintained by Auburn University, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. maintenance of streets	5	4	3	2	1	9
B. maintenance of sidewalks	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. cleanup of debris/litter in and near roadways	5	4	3	2	1	9
G. maintenance of city-owned buildings	5	4	3	2	1	9
H. mowing/trimming along streets and public areas	5	4	3	2	1	9
I. overall cleanliness of streets and public areas	5	4	3	2	1	9
J. adequacy of city street lighting	5	4	3	2	1	9

17. Which THREE of the areas of MAINTENANCE listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q16 above].

1st: ____ 2nd ____ 3rd ____

18. PARKS AND RECREATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. maintenance of parks	5	4	3	2	1	9
B. maintenance of cemeteries	5	4	3	2	1	9
C. maintenance of walking trails	5	4	3	2	1	9
D. maintenance of biking paths and lanes	5	4	3	2	1	9
E. maintenance of swimming pools	5	4	3	2	1	9
F. quality of swimming pools	5	4	3	2	1	9
G. maintenance of community recreation centers	5	4	3	2	1	9
H. quality of community recreation centers	5	4	3	2	1	9
I. maintenance of outdoor athletic fields	5	4	3	2	1	9
J. quality of outdoor athletic fields	5	4	3	2	1	9
K. quality of youth athletic programs	5	4	3	2	1	9
L. quality of adult athletic programs	5	4	3	2	1	9
M. quality of cultural arts programs	5	4	3	2	1	9
N. quality of senior programs	5	4	3	2	1	9
O. quality of special needs/therapeutics programs	5	4	3	2	1	9
P. ease of registering for programs	5	4	3	2	1	9
Q. fees charged for recreation programs	5	4	3	2	1	9
R. quality of special events (<i>CityFest, Downtown Trick or Treat, etc...</i>)	5	4	3	2	1	9

19. Which FOUR of the areas of PARKS AND RECREATION listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q18 above].

1st: ____ 2nd ____ 3rd ____ 4th ____

20. CITY COMMUNICATION. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. quality of <i>Open Line</i> newsletter	5	4	3	2	1	9
B. quality of the city’s website	5	4	3	2	1	9
C. quality of the city’s social media (<i>Twitter, Facebook, etc</i>)	5	4	3	2	1	9
D. availability of information on city services and programs	5	4	3	2	1	9
E. availability of information about Parks & Recreation programs and services	5	4	3	2	1	9
F. level of public involvement in local decision-making	5	4	3	2	1	9
G. transparency of city government	5	4	3	2	1	9

21. Which of the following are your primary sources of information about city issues, services, and events? (check all that apply)

- | | |
|---|--|
| ___(01) <i>Open Line</i> newsletter | ___(07) television news programs |
| ___(02) city website via home computer (desktop, laptop) | ___(08) social networking site (<i>Facebook, Twitter, YouTube</i>) |
| ___(03) city website via mobile device (phone, tablet) | ___(09) word of mouth (friends/neighbors) |
| ___(04) local newspaper (<i>Villager, OA News</i>) | ___(10) city emails/press releases (<i>e-Notifier</i>) |
| ___(05) city cable channel (Charter Ch. 16, Knology Ch. 13) | ___(11) public meetings |
| ___(06) radio news programs | ___(12) Other _____ |

22. DOWNTOWN AUBURN. For each of the following issues in DOWNTOWN AUBURN, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. cleanliness of downtown areas	5	4	3	2	1	9
B. feeling of safety of downtown at night	5	4	3	2	1	9
C. pedestrian accessibility	5	4	3	2	1	9
D. quality of public events held downtown	5	4	3	2	1	9
E. landscaping and green space	5	4	3	2	1	9
F. signage and wayfinding	5	4	3	2	1	9
G. availability of public event space	5	4	3	2	1	9
H. availability of dining opportunities	5	4	3	2	1	9
I. availability of outdoor dining venues	5	4	3	2	1	9
J. availability of retail shopping	5	4	3	2	1	9
K. availability of parking	5	4	3	2	1	9
L. enforcement of parking violations and meter times	5	4	3	2	1	9

23. Which THREE areas of DOWNTOWN AUBURN listed above do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from Q22 above].

1st: ____ 2nd ____ 3rd ____

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

___(1) yes [answer Q#24a-c] ___(2) no [go to Q#25]

24a. [Only if YES to Q#24] How easy was it to contact the person you needed to reach?

___(1) very easy ___(3) difficult
 ___(2) somewhat easy ___(4) very difficult

24b. [Only if YES to Q#24] What department did you contact? (Check all that apply)

- | | |
|--------------------------------|------------------------------------|
| ___(01) Police | ___(10) Environmental Services |
| ___(02) Fire | (garbage, trash, recycling, |
| ___(03) Planning | animal control) |
| ___(04) Parks and Recreation | ___(11) Water Resource Management |
| ___(05) Codes Enforcement | (water, sewer and watershed |
| ___(06) Public Works | management) |
| ___(07) City Manager's Office | ___(12) Finance (city licenses and |
| ___(08) Utility Billing Office | taxes) |
| ___(09) Municipal Court | ___(13) other _____ |

24c [Only if YES to Q#24] Was the department you contacted responsive to your issue?

___(1) yes ___(2) no

25. DEVELOPMENT AND REDEVELOPMENT. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following areas of development and redevelopment in Auburn:

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. overall quality of new residential development	5	4	3	2	1	9
B. overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
C. overall quality of new business development (offices, medical facilities, banks, etc.)	5	4	3	2	1	9
D. overall quality of new industrial development (warehouses, plants, etc.)	5	4	3	2	1	9
E. redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
F. overall appearance of Opelika Road	5	4	3	2	1	9
G. overall appearance of Downtown Auburn	5	4	3	2	1	9
H. city's planning for future growth	5	4	3	2	1	9

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

DEMOGRAPHICS

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

- | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> 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 | |

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

29. How many people in your household work within the Auburn city limits? _____ people

30. Are you a full time Auburn University student? _____(1) yes _____(2) no

31. Do you own or rent your current residence? _____(1) own _____(2) rent

32. 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 |

33. 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/Caucasian |
| <input type="checkbox"/> (2) Black/African American | <input type="checkbox"/> (5) American Indian/Eskimo |
| <input type="checkbox"/> (3) Hispanic | <input type="checkbox"/> (6) Other: _____ |

34. Would you say your total annual 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) \$100,000 or more |

35. Your gender: _____(1) male _____(2) female

This concludes the survey for 2013. If you would like to suggest a question for consideration to be included in next year’s survey, please visit our website at www.auburnalabama.org/survey and click on the “Submit Survey Question” menu button. **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 help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.