



DirectionFinder®

FINDINGS REPORT

2015 Citizen Survey

Submitted to

The City of
**Auburn,
Alabama**

ETC Institute

725 W. Frontier Circle
Olathe, KS
66061

April 2015





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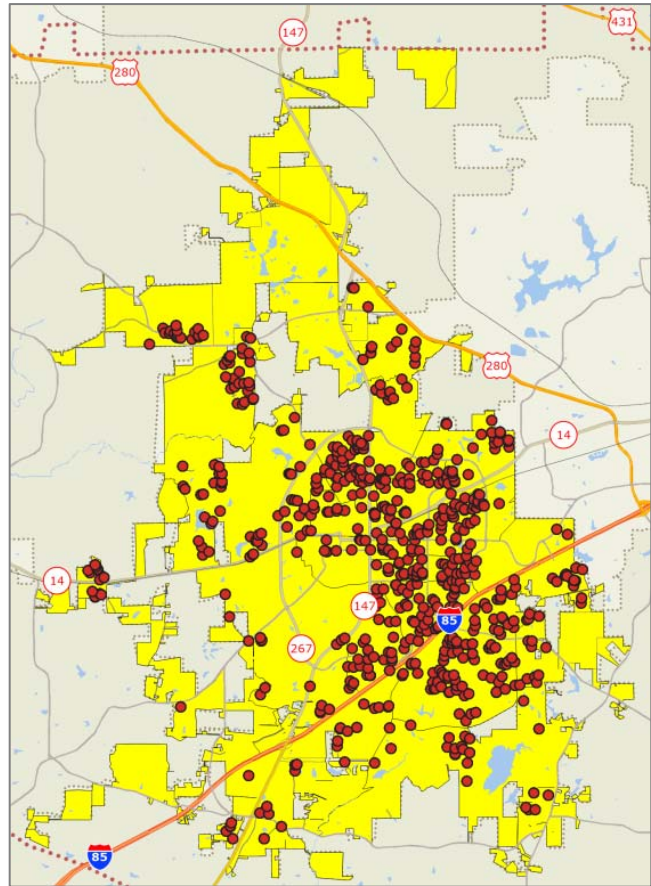


City of Auburn 2015 DirectionFinder® Survey Executive Summary

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Auburn during January and February of 2015. 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, a total of 692 completed surveys (46% response rate). The results for the random sample of 692 households have a 95% level of confidence with a precision of at least $\pm 3.7\%$. 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
- tables that show the results for each question on the survey
- a copy of the survey instrument.

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: police, fire, and ambulance services (91%), the quality of the City's school system (89%), and the quality of City library services (89%). *There were no City services that showed significant increases in positive ratings from 2014, and there were two significant decreases: the effectiveness of City communication with the public (-7%) and the flow of traffic and congestion management (-7%).*

*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 7% gave a neutral rating. Most (86%) 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 10% gave a neutral rating. *None of the items related to perceptions of the City showed a significant increase from 2014, and there were two significant decreases: overall image of the City (-5%) and overall appearance of the City (-4%).*
- **Public Safety.** The public safety services that residents, *who had an opinion*, were most satisfied (rating of 4 or 5 on a 5-point scale) with were: the quality of local fire protection (90%), the quality of local police protection (88%), and the response time of fire personnel (88%). 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 no public safety services that showed significant increases in positive ratings from 2014, and there were two significant decreases: visibility of police in neighborhoods (-5%), and efforts to prevent crime (-4%).*

- **Feeling of Safety in the City.** Most (93%) 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-seven percent (97%) of residents felt safe in their neighborhood during the day and 92% felt safe in downtown Auburn. *There were no safety issues that showed significant increases in positive ratings from 2014, and there was **one significant decrease**: traveling by bicycle in Auburn (-4%).*

- **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 (82%) and the cleanup of large junk and abandoned vehicles (77%). 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 debris/litter and 2) the cleanup of overgrown and weedy lots. *There were no code enforcement services that showed significant increases in positive ratings from 2014, and there were **two significant decreases**: cleanup of large junk/abandoned vehicles (-4%) and control of nuisance animals (-5%).*

- **Garbage and Water Services.** The garbage and water 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 (86%) and water service (85%). 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. *There were **no significant increases or decreases** in any of the garbage and water services rated from 2014.*

- **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 (88%), the maintenance of traffic signals (87%), and the maintenance of street signs (86%). The maintenance service that residents felt should receive the most emphasis from City leaders over the next two years were: 1) the maintenance of streets, and 2) the adequacy of city street lighting. *There were no maintenance services that showed significant increases in positive ratings from 2014, and there were **two significant decreases**: maintenance of traffic signals (-4%) and adequacy of city street lighting (-9%).*

- **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 (86%), the maintenance of walking trails (83%), the maintenance of cemeteries (79%), the maintenance of outdoor athletic fields (78%), and the quality of youth athletic programs (78%). The parks and recreation service that residents felt should receive the most emphasis from City leaders over the next two years were: 1) maintenance of parks, 2) quality of special events, and 3) maintenance of walking trails. *There were two parks and recreation services that showed **significant increases** in positive ratings from 2014: quality of senior programs (+10%) and special needs/therapeutic programs (+6%). There was **one significant decrease** in positive ratings for parks and recreation services: quality of special events (-4%).*

- **City Communication.** Eighty percent (80%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's OPEN LINE newsletter and 67% were satisfied with the availability of information on parks and recreation programs and services. *There were no increases in positive ratings in any of the communication areas rated from 2014, and there were four significant decreases: availability of information on parks & recreation programs and services (-4%), quality of the city's social media (-4%), level of public involvement in decision-making (-6%), and transparency of city government (-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 (90%), the feeling of safety downtown (87%), and pedestrian accessibility (85%). The aspects of Downtown that residents felt should receive the most emphasis from City leaders over the next two years were: 1) availability of parking and 2) the feeling of safety at night. *There were no increases in positive ratings from 2014 with regard to downtown Auburn, and there were two significant decreases: enforcement of parking violations and meter times (-4%) and availability of parking (-4%).*
- **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%) and the quality of new industrial development (66%) and the quality of new business development (61%). *There were no significant increases in positive ratings in any of the development and redevelopment areas rated from 2014, and there were five significant decreases: overall appearance of downtown Auburn (-4%), quality of new industrial development (-4%), quality of new business development (-6%), quality of new residential development (-9%), and the city's planning for future growth (-7%).*

Other Findings.

- Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to live; only 1% felt it was a below average place to live and 3% were neutral
- Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated the City as an excellent or good place to raise children; less than 1% felt it was a below average place to raise children and 5% were neutral.
- 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 (71%). Residents also felt that neighborhood speeding (30%) was an important transportation safety issue.
- Sixty-five percent (65%) of the residents surveyed reported they did not use the city's

bicycle lanes and facilities; 21% occasionally used the bicycle lanes and facilities, 5% used them monthly, and 9% used them weekly or daily.

- The primary sources that residents received information about city issues, services and events were: word of mouth (68%), the *Open Line* newsletter (57%), and the local newspaper (54%).
- Eighty-six percent (86%) of residents who had contacted the City during the past year felt it was very easy or somewhat easy to contact the person they needed to reach.

Trends

A summary of the long-term trends (2006 to 2015) is provided on the following page.

City of Auburn 2015 DirectionFinder Survey: Findings Report

Long-Term Trends. Positive ratings for the City of Auburn *improved or stayed the same in 66 of the 68 areas* that were assessed in both 2006 and 2015; *50 of these improvements were statistically significant* (increases of 4% or more were significant). There were decreases in positive ratings in only 2 of the 68 areas that were rated in both 2006 and 2015, and none of these decreases were statistically significant (decreases of 4% or more were significant). The significant changes from 2006 to 2015 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)	2015	2006	Change From 2006	Category
SIGNIFICANT INCREASES				
Maintenance of walking trails	83%	58%	25%	Parks and Recreation
Quality of community recreation centers	75%	52%	23%	Parks and Recreation
Community recreation centers	75%	52%	23%	Parks and Recreation
Maintenance of streets	76%	57%	19%	Maintenance
Ease of pedestrian travel in Auburn	66%	47%	19%	Traffic Flow and Transportation
Maintenance of swimming pools	66%	48%	18%	Parks and Recreation
Enforcement of traffic laws	74%	58%	16%	Public Safety
In City parks	81%	66%	15%	Feeling of Safety
Visibility of police in retail areas	75%	60%	15%	Public Safety
Visibility of police in neighborhoods	76%	61%	15%	Public Safety
Quality of local ambulance service	84%	70%	14%	Public Safety
Police safety education programs	68%	54%	14%	Public Safety
Maintenance of biking paths/lanes	71%	58%	13%	Parks and Recreation
Flow of traffic & congestion management	56%	43%	13%	Overall Satisfaction
Maintenance of city infrastructure	72%	60%	12%	Overall Satisfaction
Fire personnel emergency response time	88%	76%	12%	Public Safety
Quality of fire safety education programs	74%	62%	12%	Public Safety
Maintenance of street signs	86%	75%	11%	Maintenance
Overall cleanliness of streets/public areas	84%	74%	10%	Maintenance
Quality of swimming pools	58%	48%	10%	Parks and Recreation
Maintenance of sidewalks	75%	65%	10%	Maintenance
Overall quality of City services	86%	77%	9%	Perceptions
Enforcement of city codes & ordinances	65%	56%	9%	Overall Satisfaction
Residential garbage collection	93%	84%	9%	Garbage & Water
Fees charged for recreation programs	68%	60%	8%	Parks and Recreation
Ease of registering for programs	73%	65%	8%	Parks and Recreation
In commercial and retail areas	85%	77%	8%	Feeling of Safety
Maintenance of downtown Auburn	88%	80%	8%	Maintenance
Value received for your city tax dollars and fees	76%	68%	8%	Perceptions
Yard waste removal service	86%	78%	8%	Garbage & Water
Overall quality of fire protection	90%	83%	7%	Public Safety
Water service	85%	78%	7%	Garbage & Water
Utility Billing Office customer service	78%	71%	7%	Garbage & Water
Maintenance of traffic signals	87%	80%	7%	Maintenance
Quality of Open Line newsletter	80%	73%	7%	City Communication
Effectiveness of city's communication with public	67%	60%	7%	Overall Satisfaction
Ease of travel by bicycle in Auburn	41%	34%	7%	Traffic Flow and Transportation
Mowing/trimming along streets and public areas	80%	74%	6%	Maintenance
Maintenance of cemeteries	79%	73%	6%	Parks and Recreation
Overall feeling of safety in Auburn	93%	87%	6%	Feeling of Safety
Police response time	79%	73%	6%	Public Safety
Quality of police, fire, & ambulance services	91%	85%	6%	Overall Satisfaction
Overall appearance of the City	77%	71%	6%	Perceptions
Overall quality of police protection	88%	82%	6%	Public Safety
Quality of adult athletic programs	64%	59%	5%	Parks and Recreation
Quality of the city's customer service	76%	71%	5%	Overall Satisfaction
Overall quality of life in the City	91%	86%	5%	Perceptions
Overall image of the City	86%	81%	5%	Perceptions
Efforts to prevent crime	73%	69%	4%	Public Safety
Adequacy of city street lighting	65%	61%	4%	Maintenance
SIGNIFICANT DECREASES				
NONE				

How Auburn Compares to Other Communities

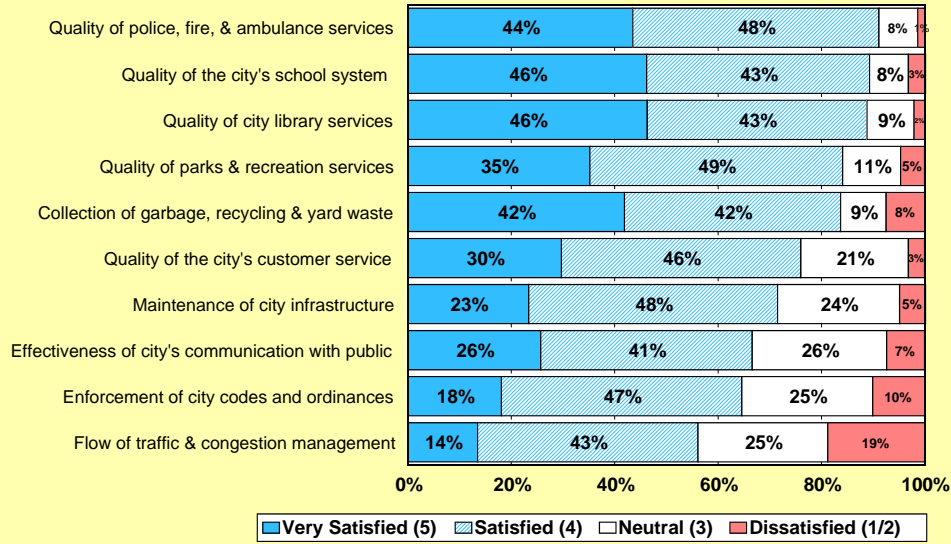
The City of Auburn is setting the standard for the delivery of city services compared to other U.S. communities. *Auburn rated above the national average for other U.S. communities in 59 of the 62 the areas* that were assessed; *53 of which were significantly above the national average* (5% or more above the national average). Auburn rated below the national average in only 3 areas, none of which were significantly below the national average. The areas where Auburn rated significantly above the national average are shown in the table below.

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

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

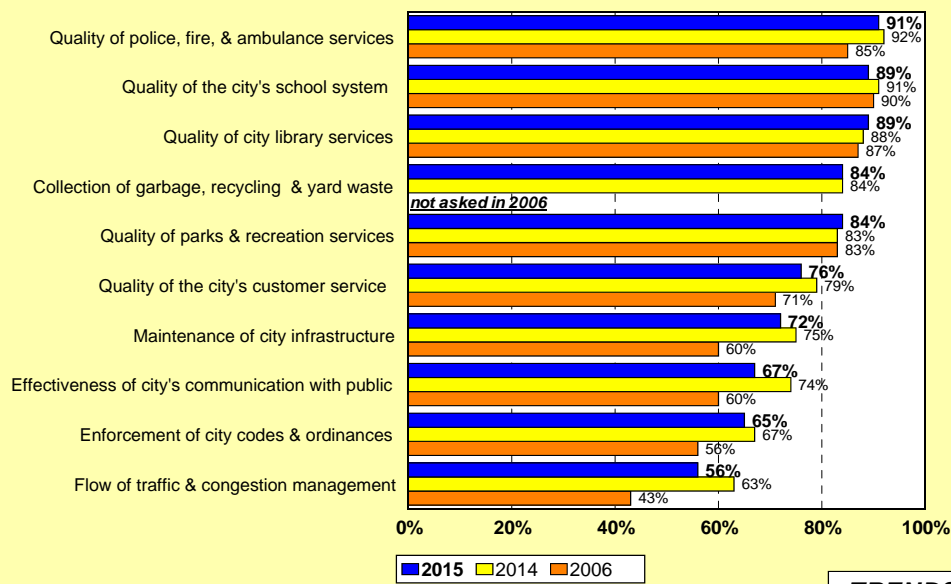
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2015)

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

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

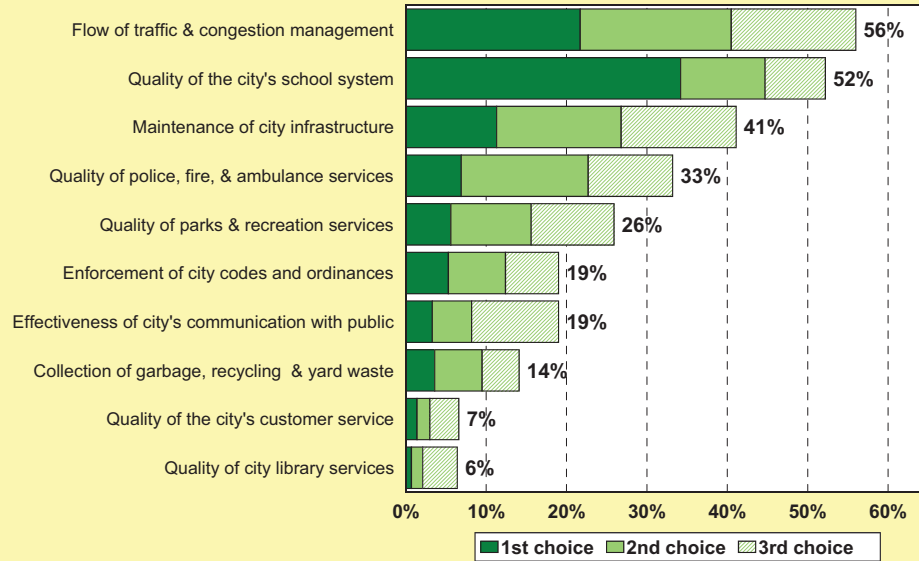


Source: ETC Institute (2015)

TRENDS

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

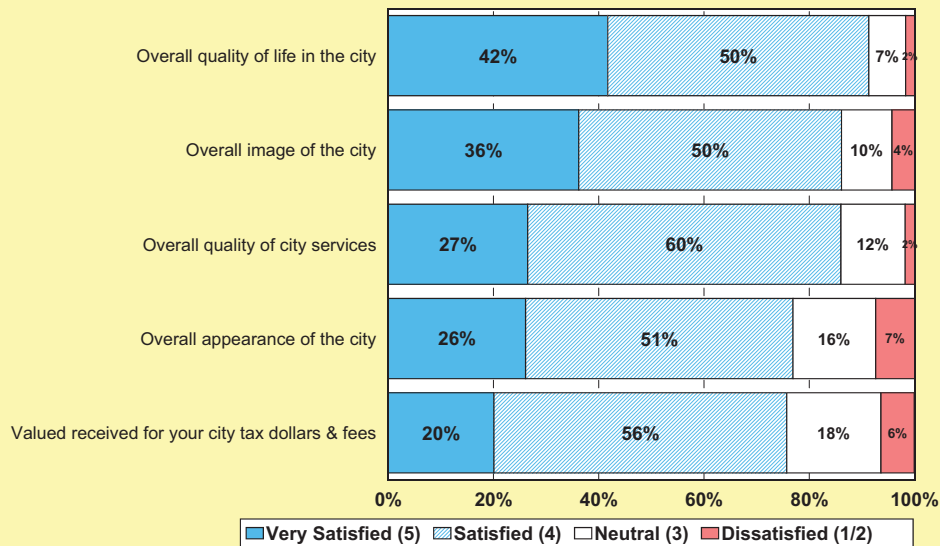
by percentage of residents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2015)

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

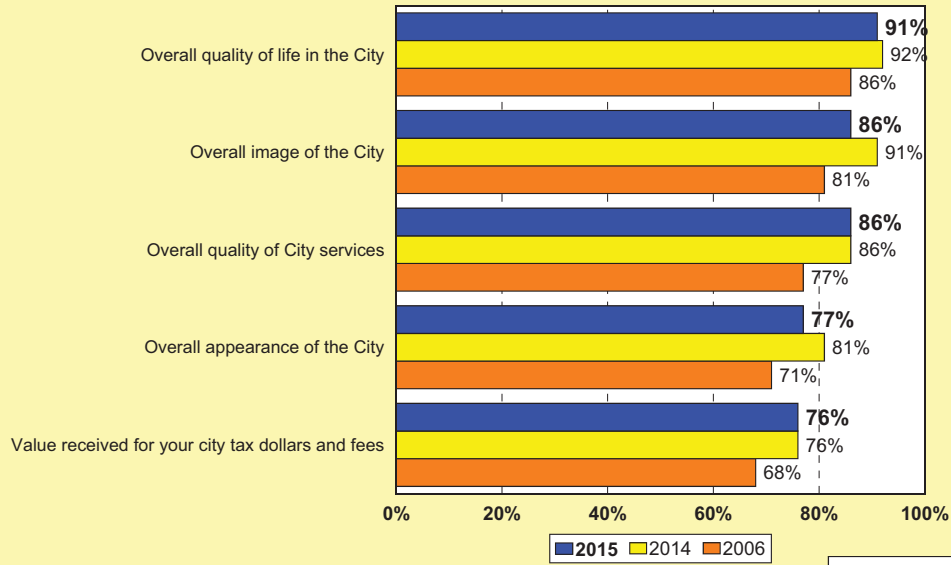
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

TRENDS: Overall Perceptions of the City of Auburn (2006, 2014 & 2015)

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

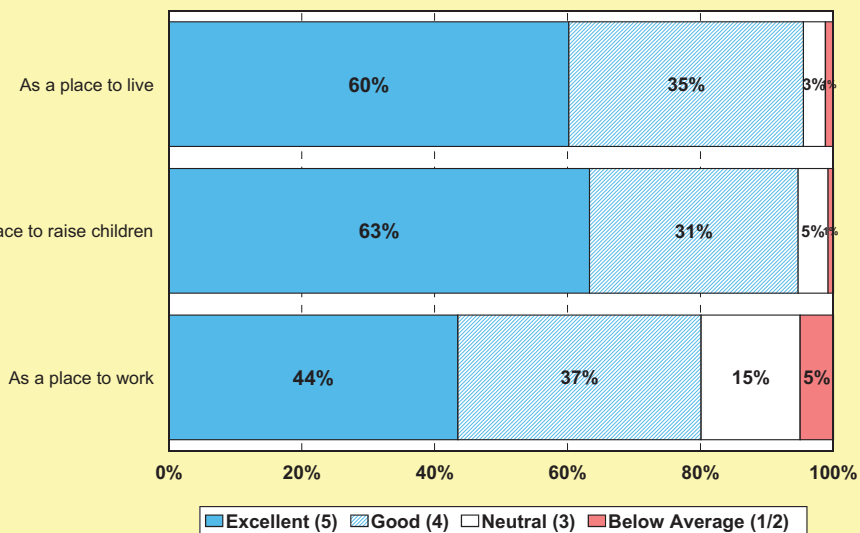


Source: ETC Institute (2015)

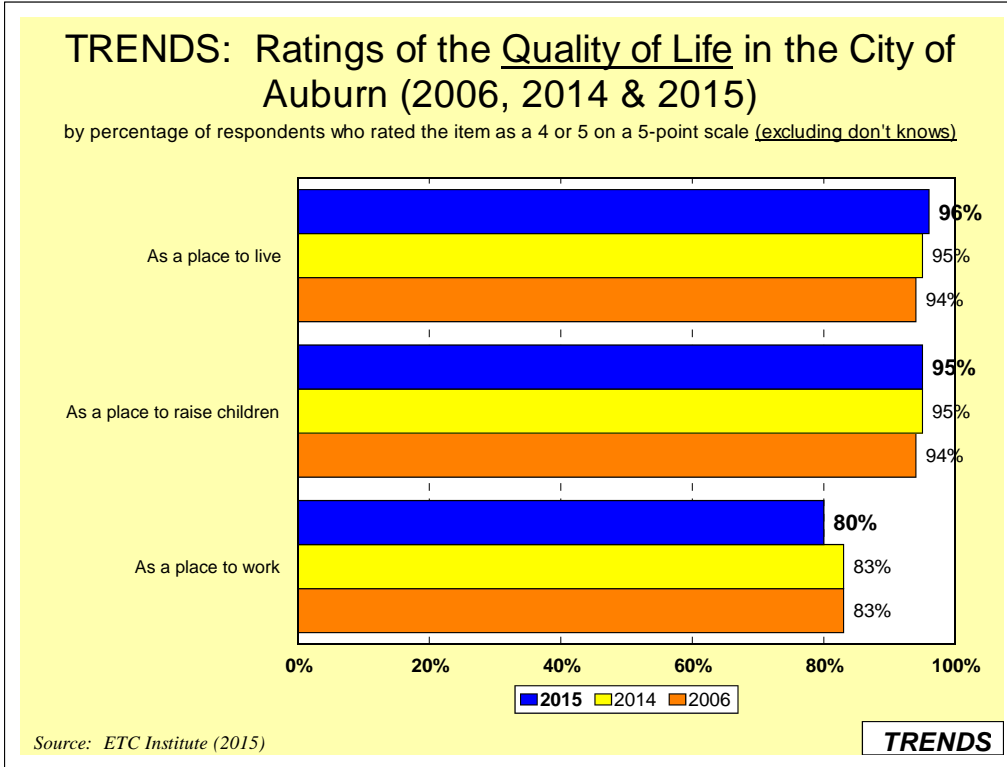
TRENDS

Q4. Quality of Life in the City of Auburn

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

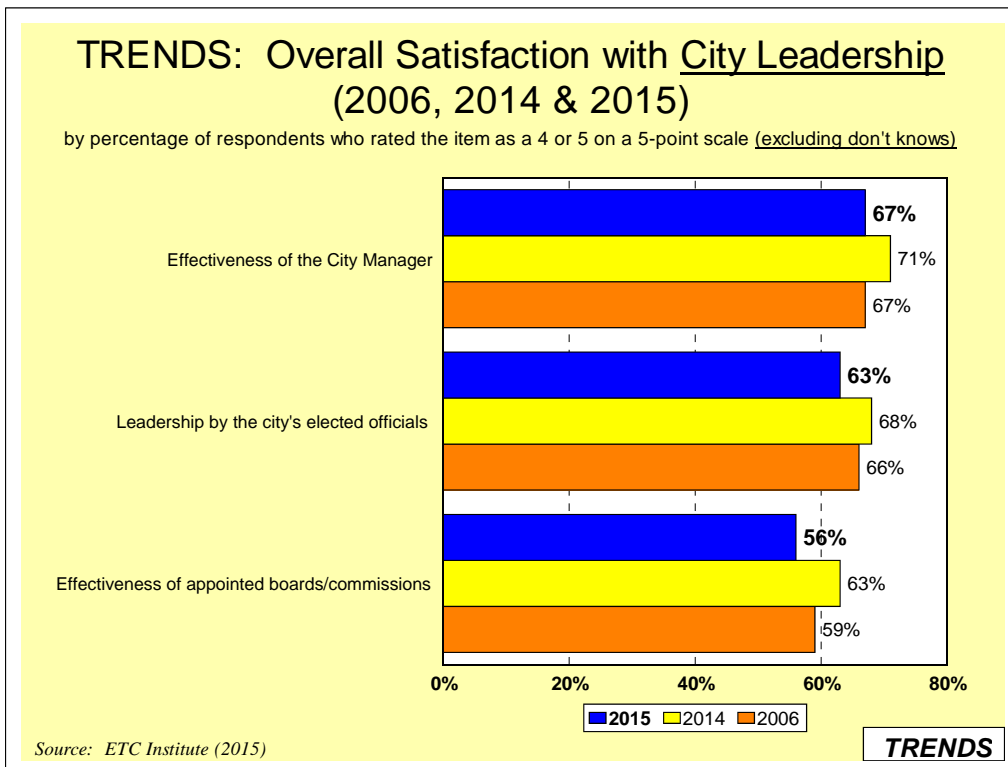
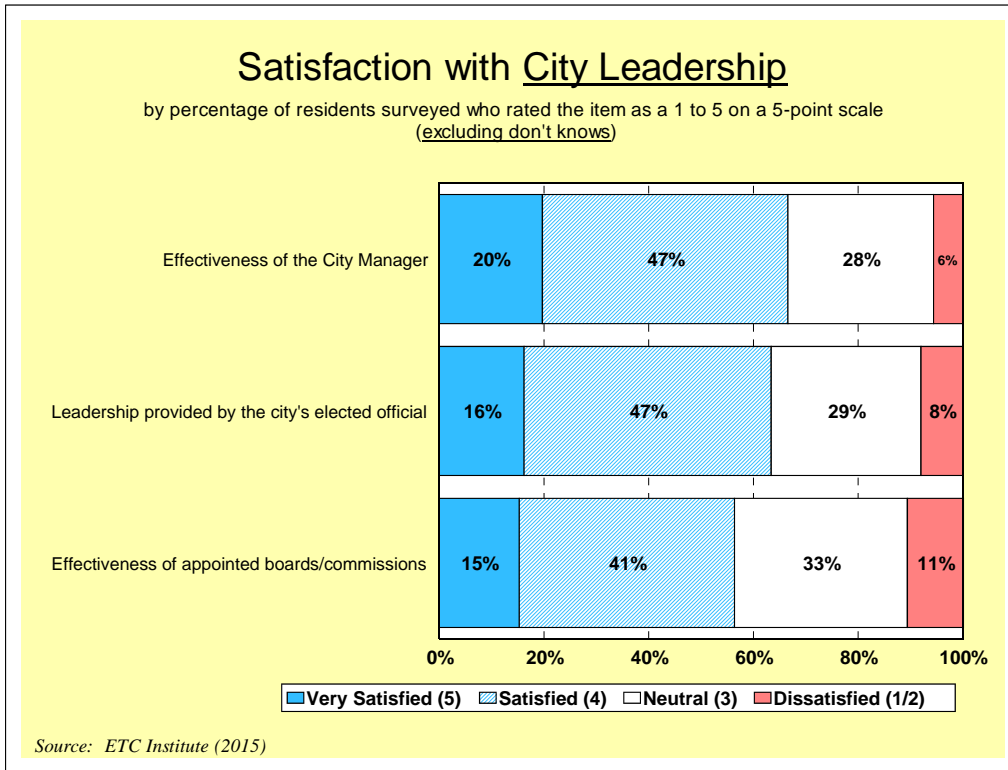


Source: ETC Institute (2015)



CITY LEADERSHIP

Source: ETC Institute (2015)

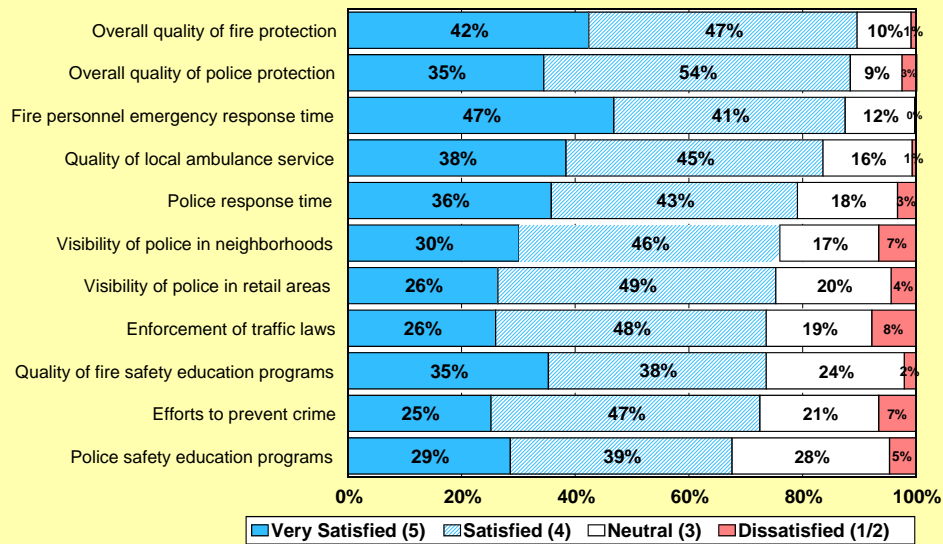


PUBLIC SAFETY

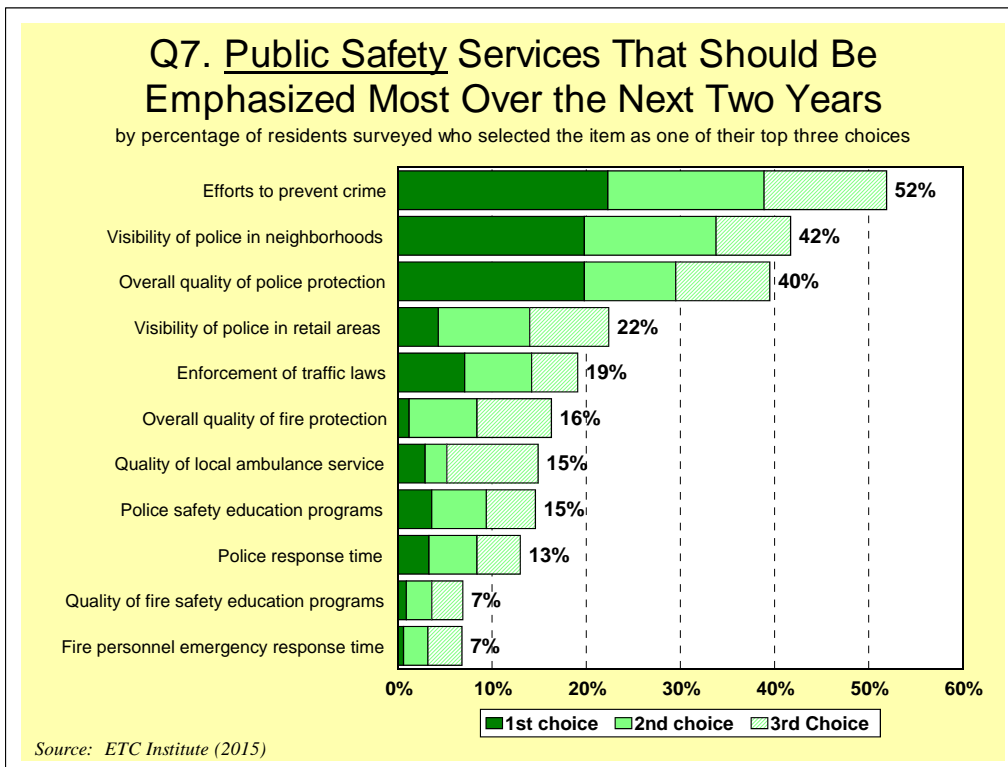
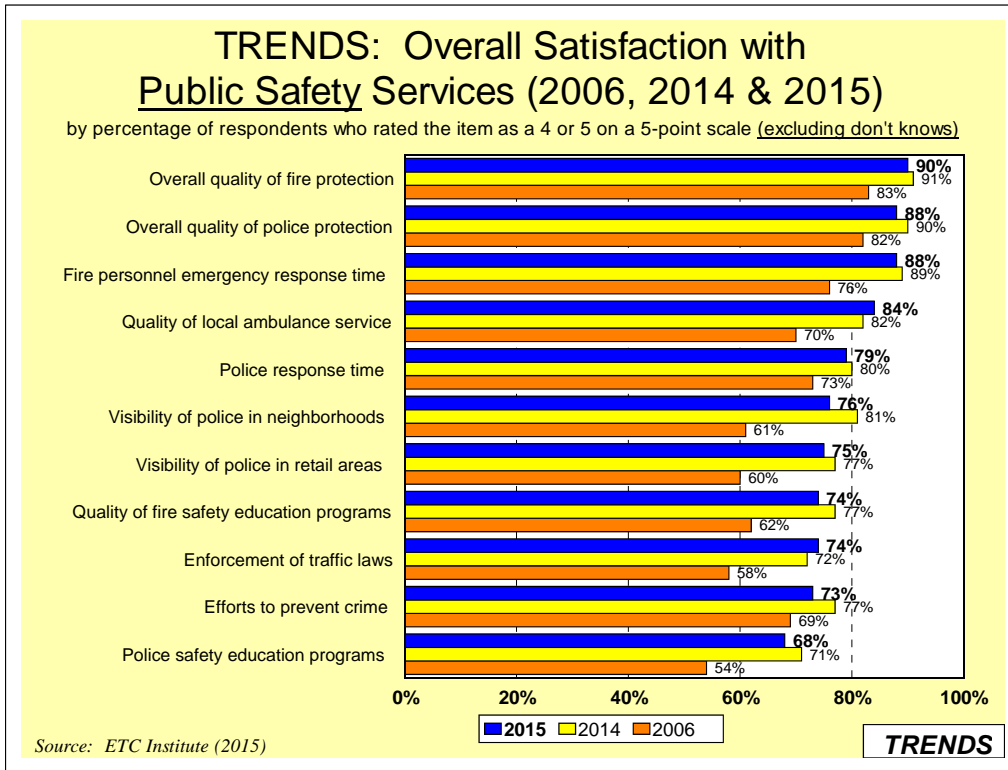
Source: ETC Institute (2015)

Q6. Satisfaction with Various Aspects of Public Safety

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



Source: ETC Institute (2015)

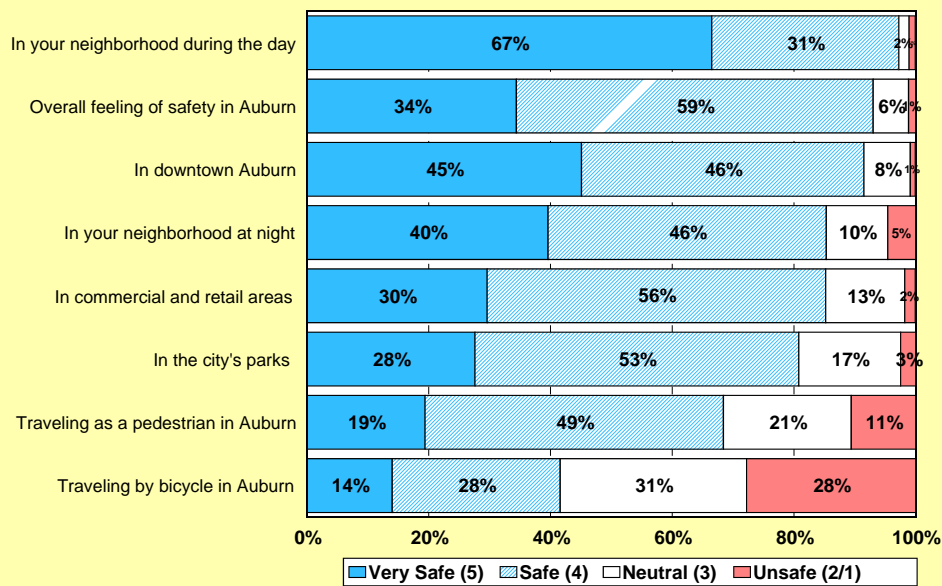


FEELING OF SAFETY

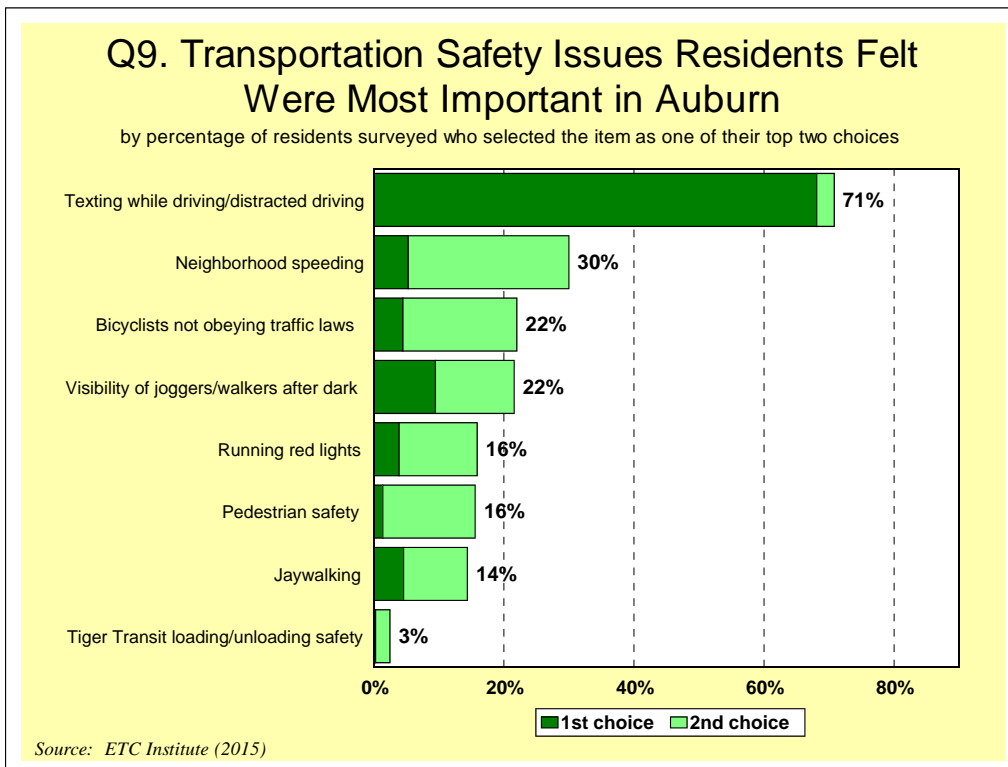
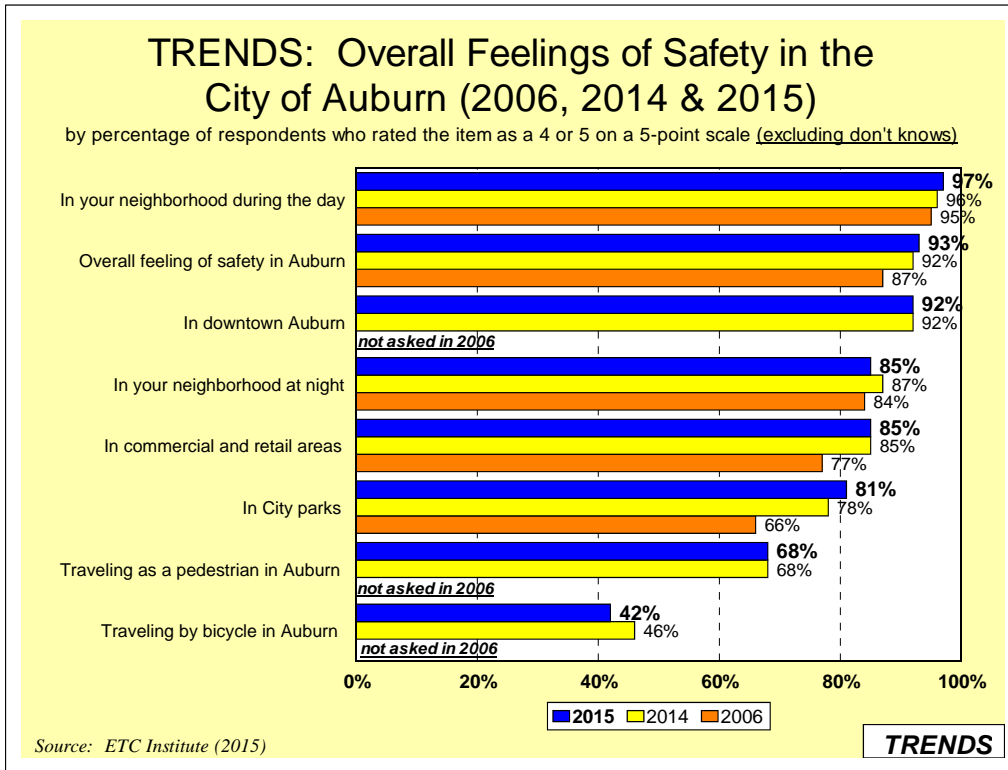
Source: ETC Institute (2015)

Q8. 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 (2015)

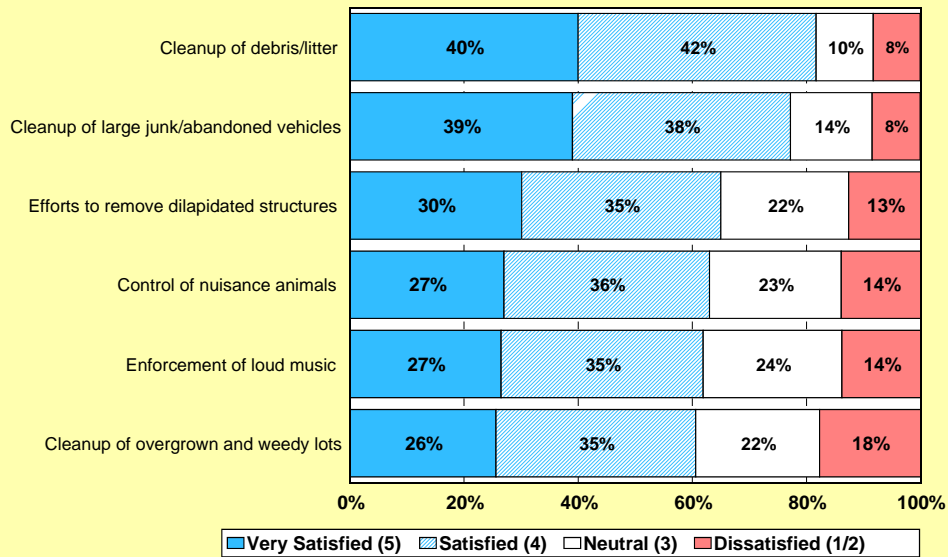


CODE ENFORCEMENT

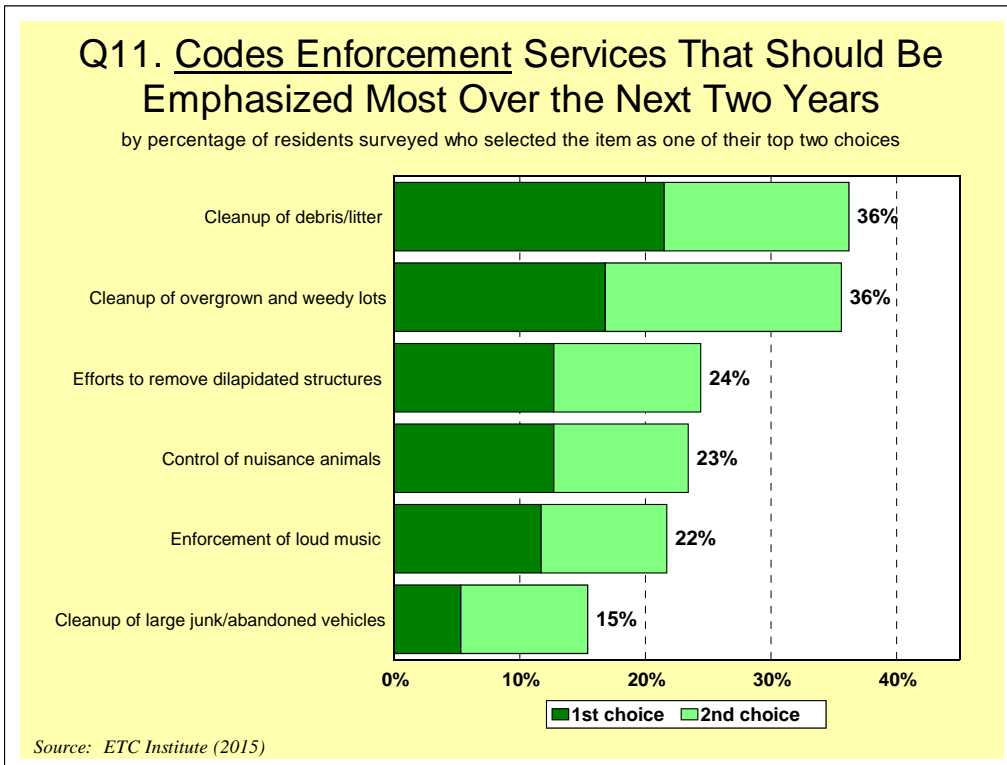
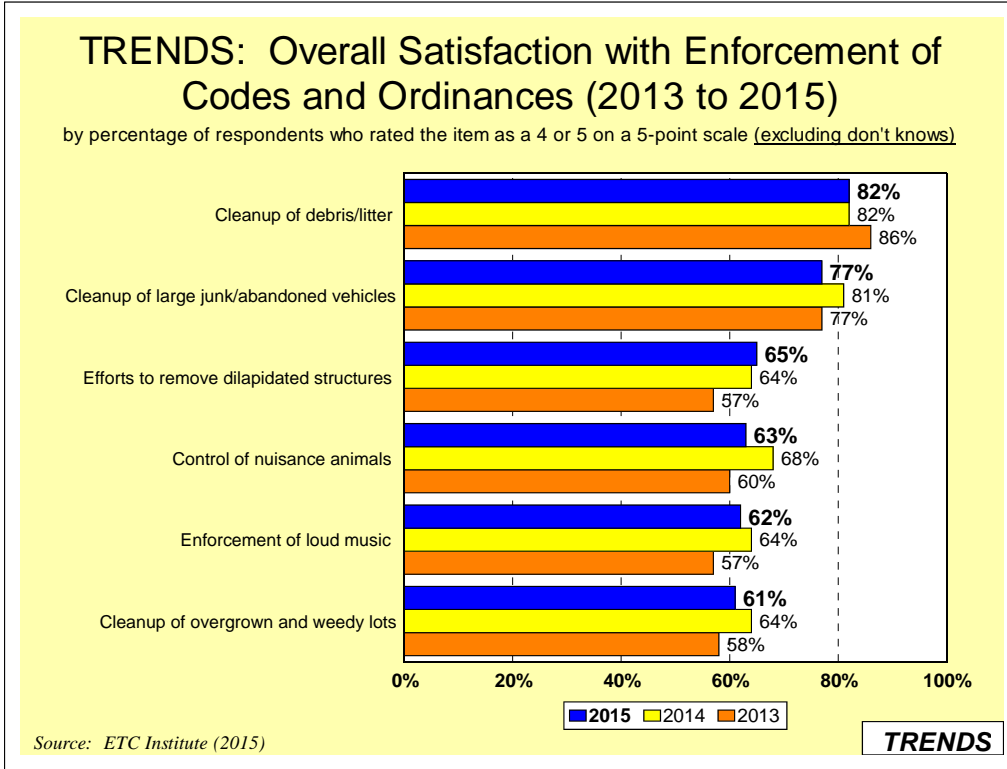
Source: ETC Institute (2015)

Q10. Satisfaction with Code Enforcement

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



Source: ETC Institute (2015)

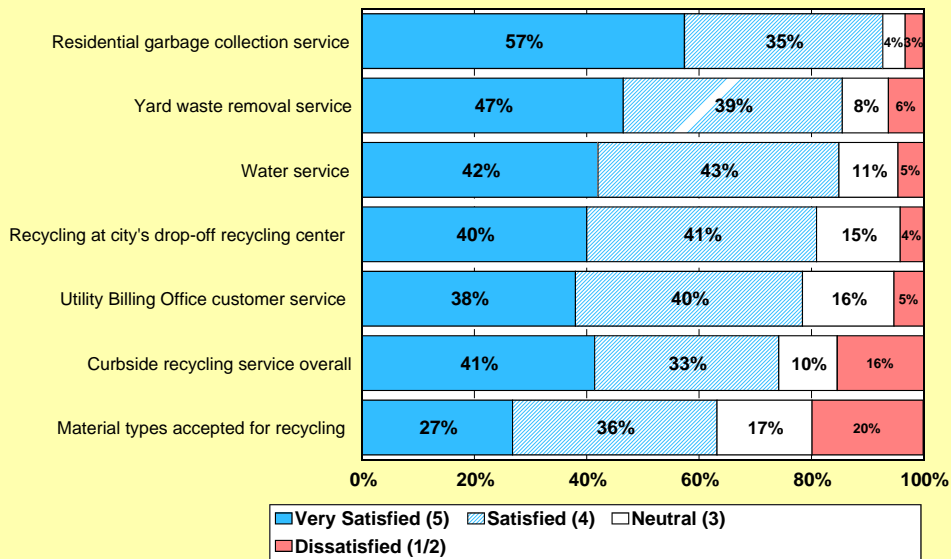


GARBAGE and WATER SERVICES

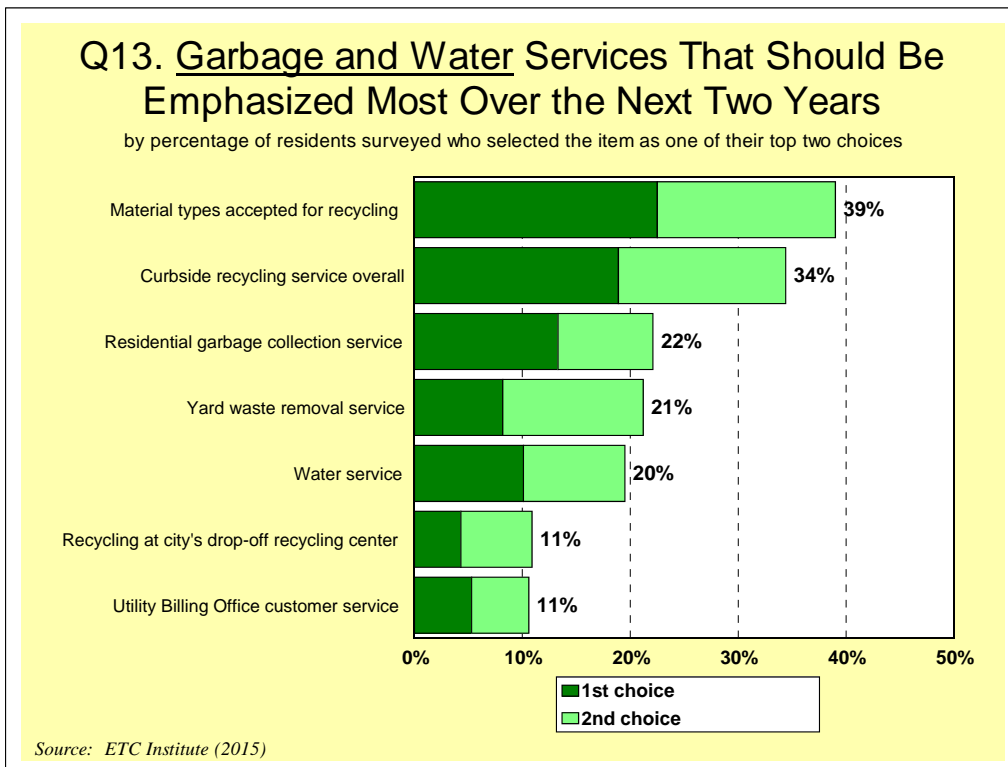
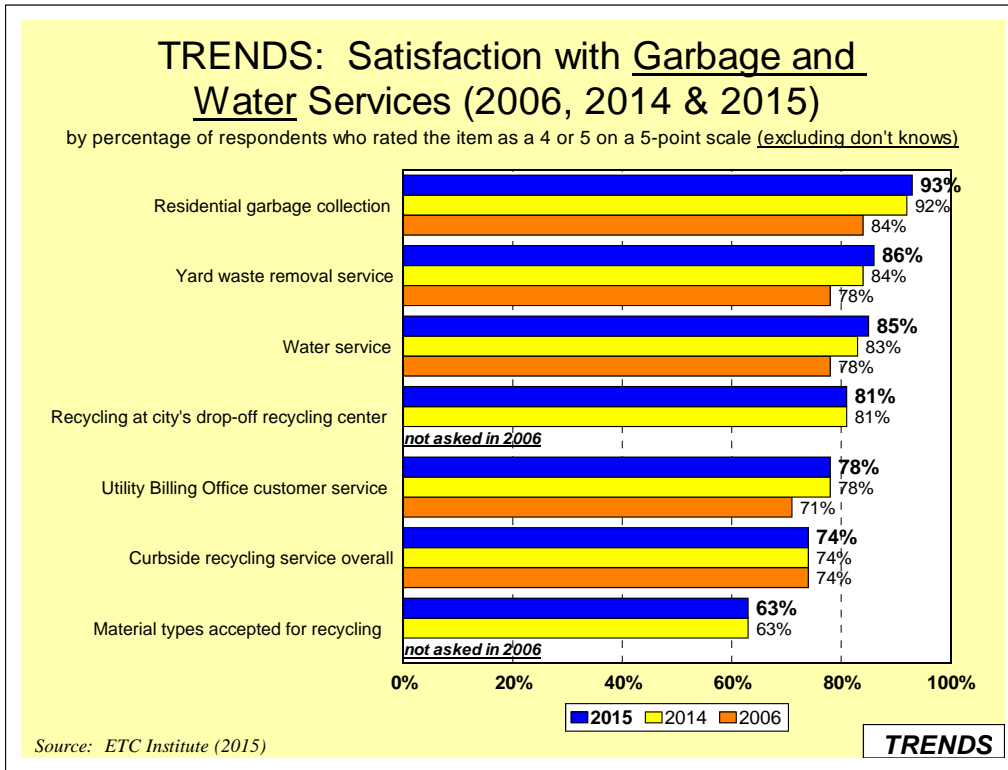
Source: ETC Institute (2015)

Q12. 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 (2015)

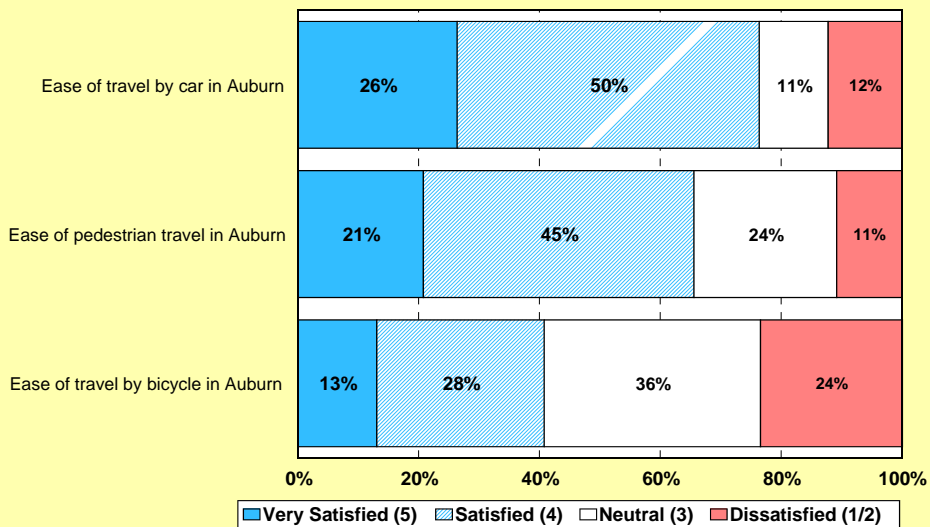


TRAFFIC FLOW and TRANSPORTATION

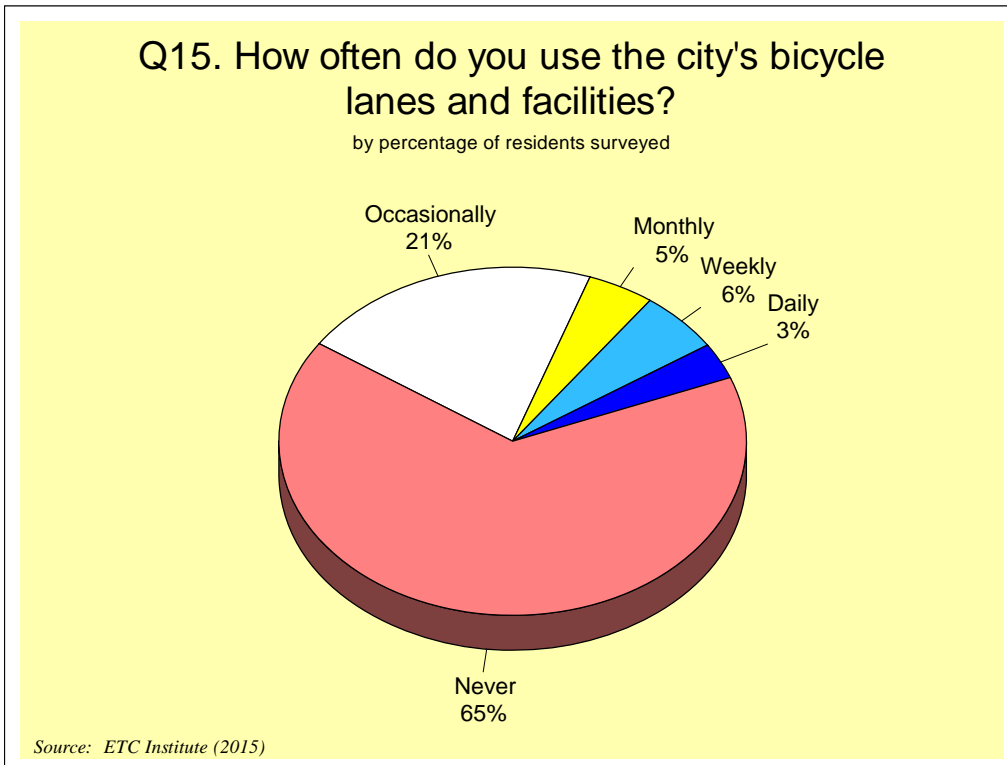
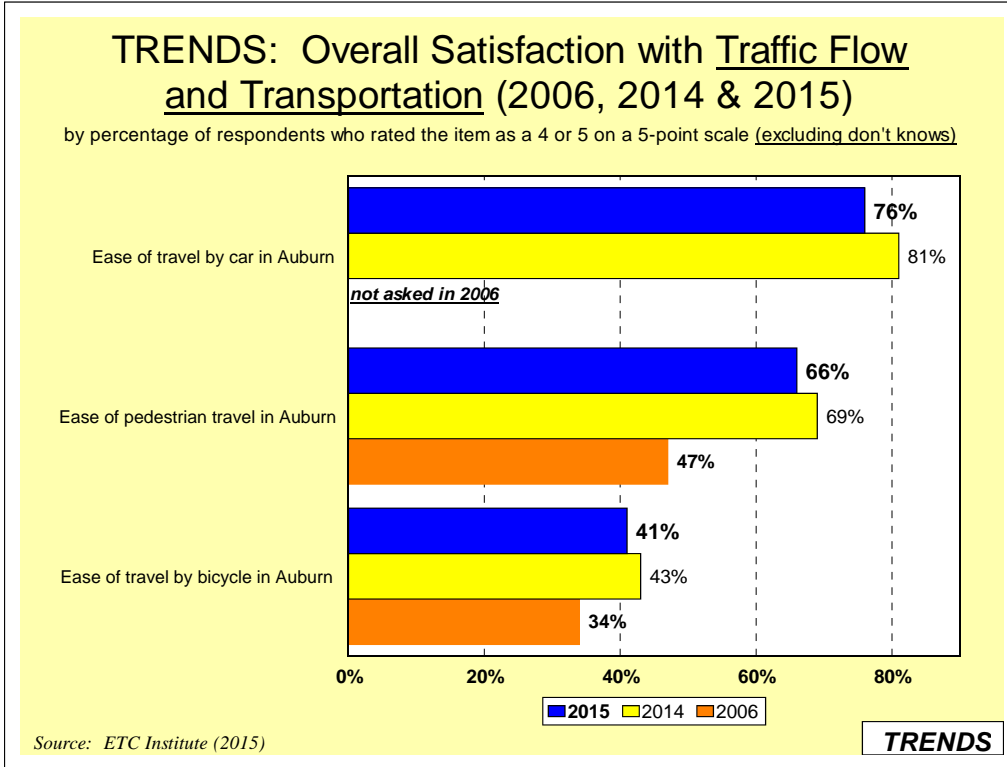
Source: ETC Institute (2015)

Q14. Satisfaction with Various Aspects of Traffic Flow and Transportation

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

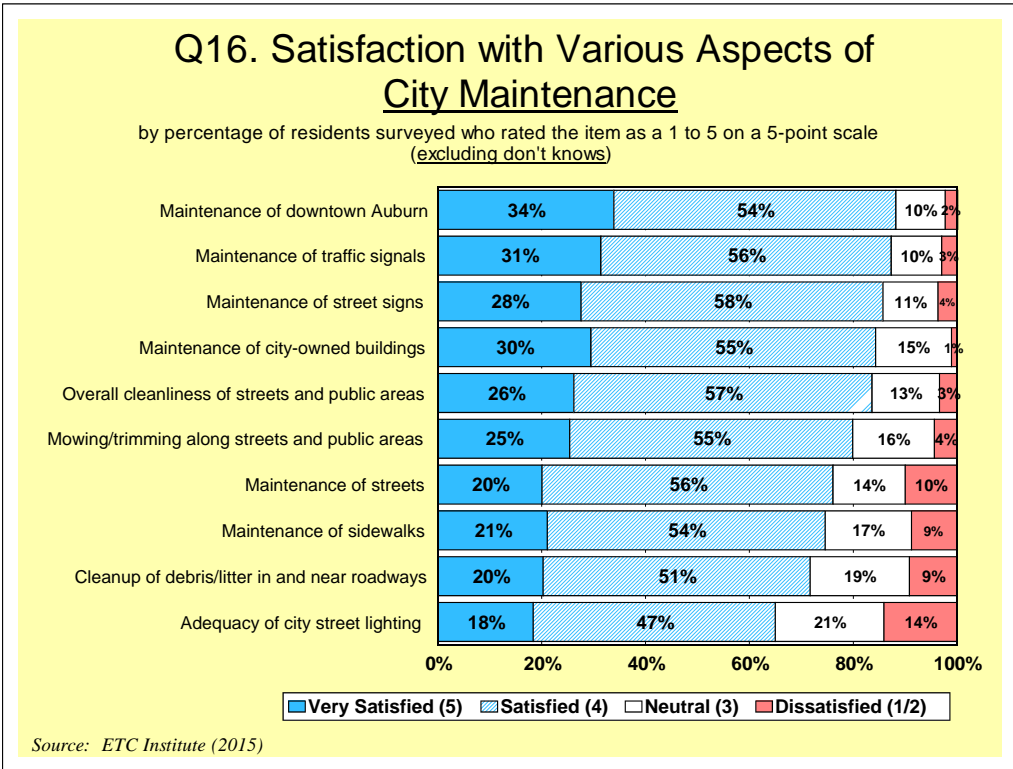


Source: ETC Institute (2015)



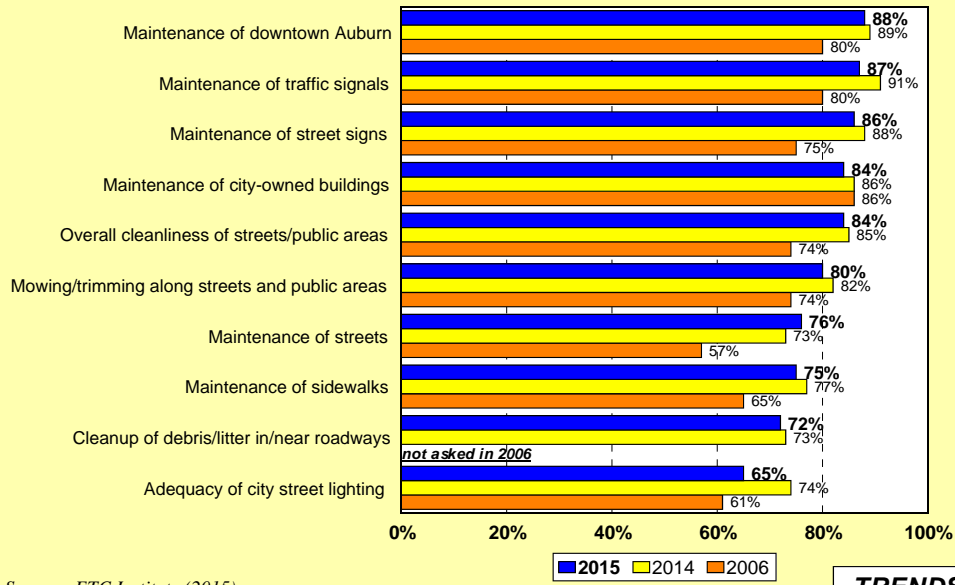
CITY MAINTENANCE

Source: ETC Institute (2015)



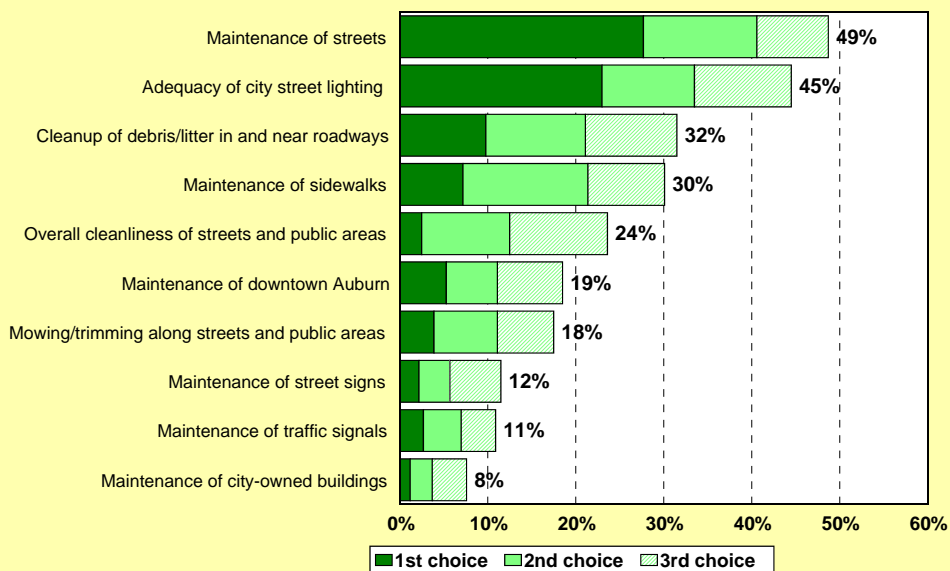
TRENDS: Overall Satisfaction with City Maintenance (2006, 2014 & 2015)

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



Q17. 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

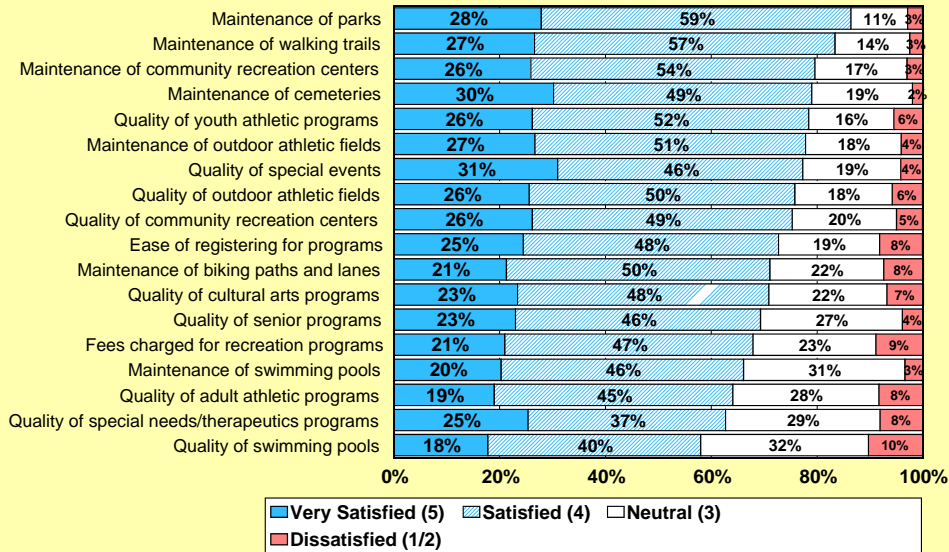


PARKS & RECREATION

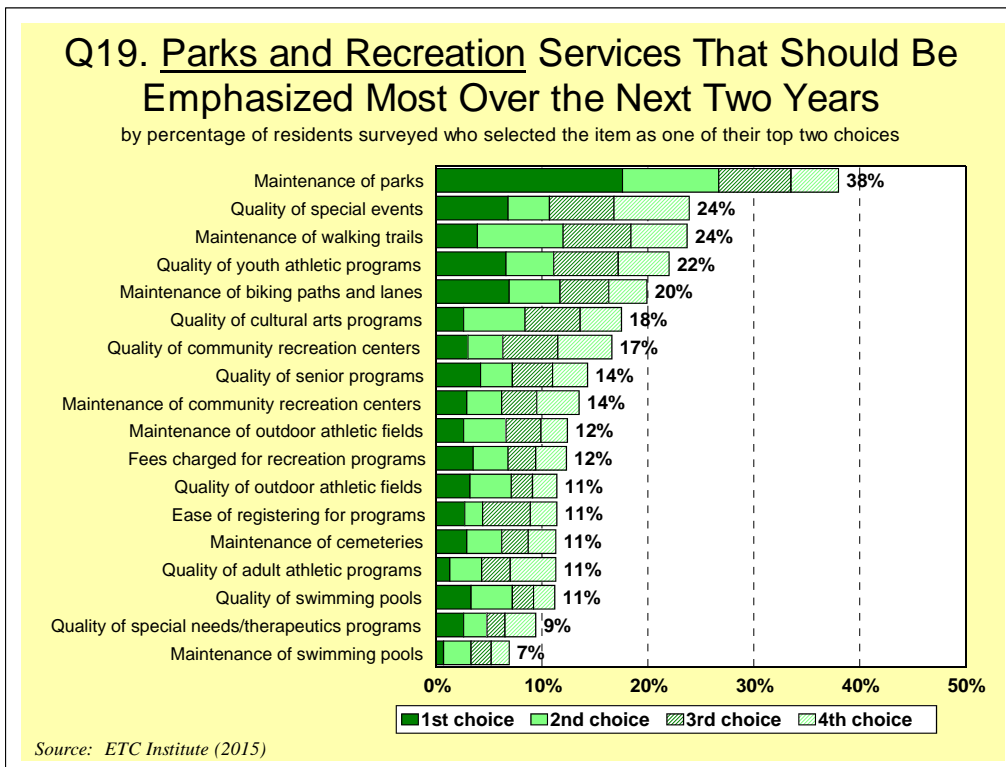
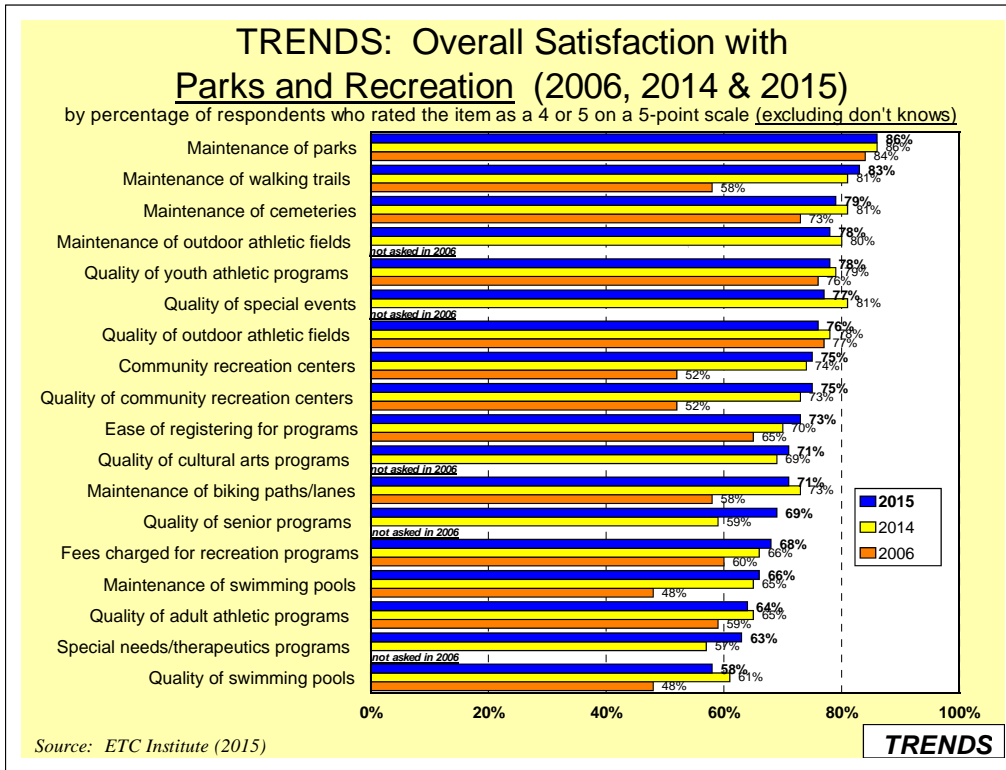
Source: ETC Institute (2015)

Q18. Satisfaction with Various Aspects of Parks and Recreation

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



Source: ETC Institute (2015)

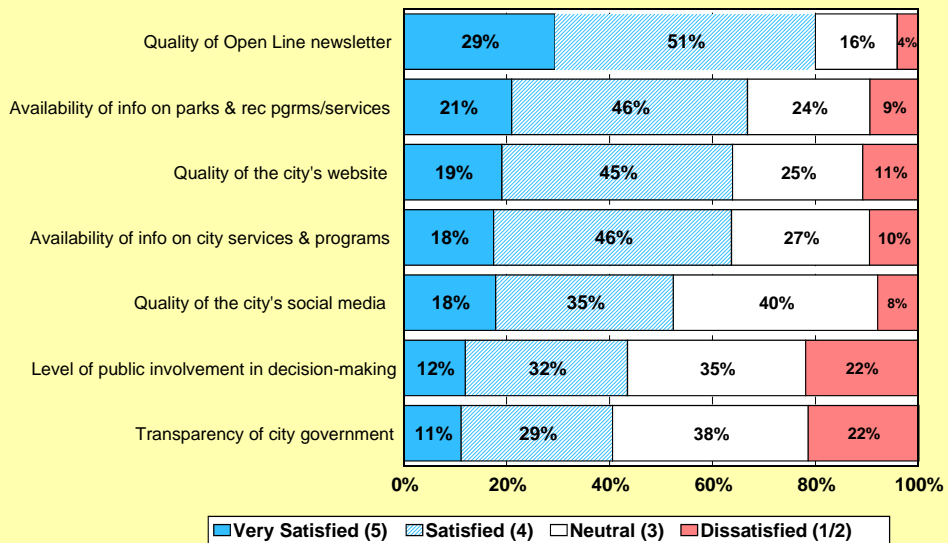


CITY COMMUNICATION

Source: ETC Institute (2015)

Q20. Satisfaction with Various Aspects of City Communication

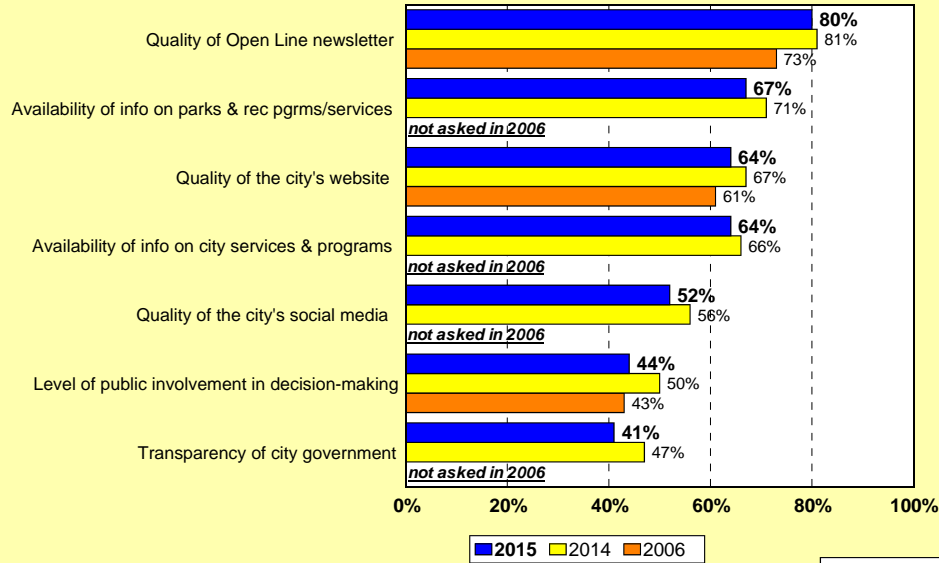
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

TRENDS: Overall Satisfaction with City Communication (2006, 2014 & 2015)

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

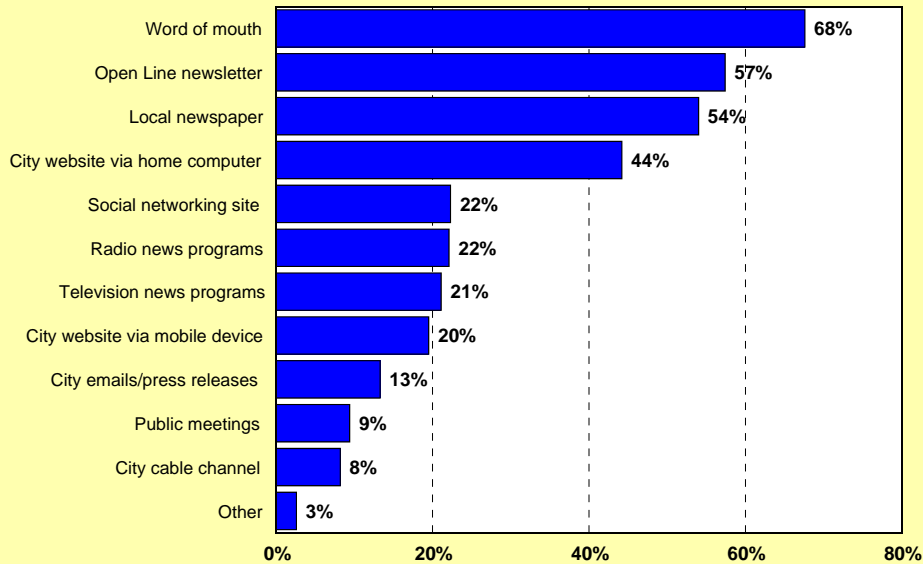


Source: ETC Institute (2015)

TRENDS

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

by percentage of residents (multiple choices could be made)



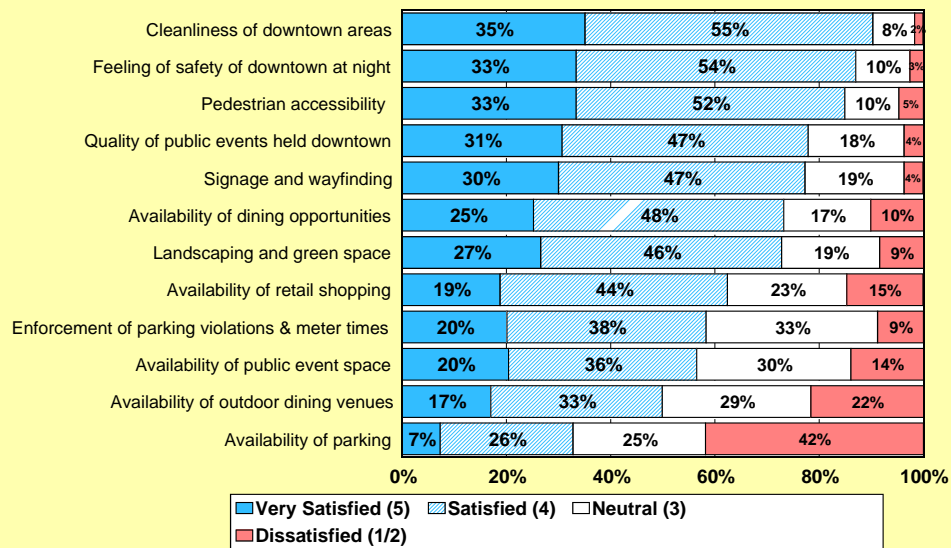
Source: ETC Institute (2015)

DOWNTOWN AUBURN

Source: ETC Institute (2015)

Q22. Satisfaction with Various Aspects of Downtown Auburn

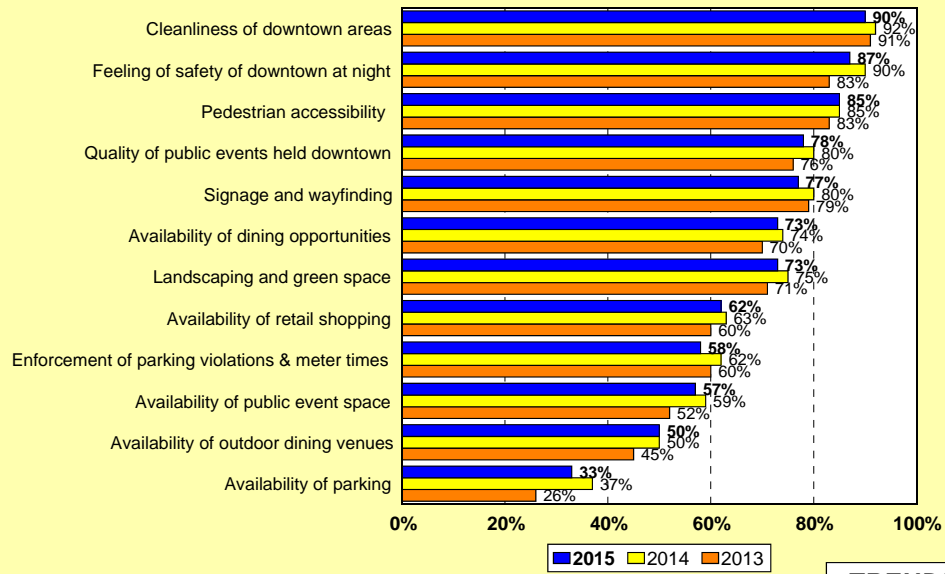
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

TRENDS: Overall Satisfaction with Downtown Auburn (2013 to 2015)

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

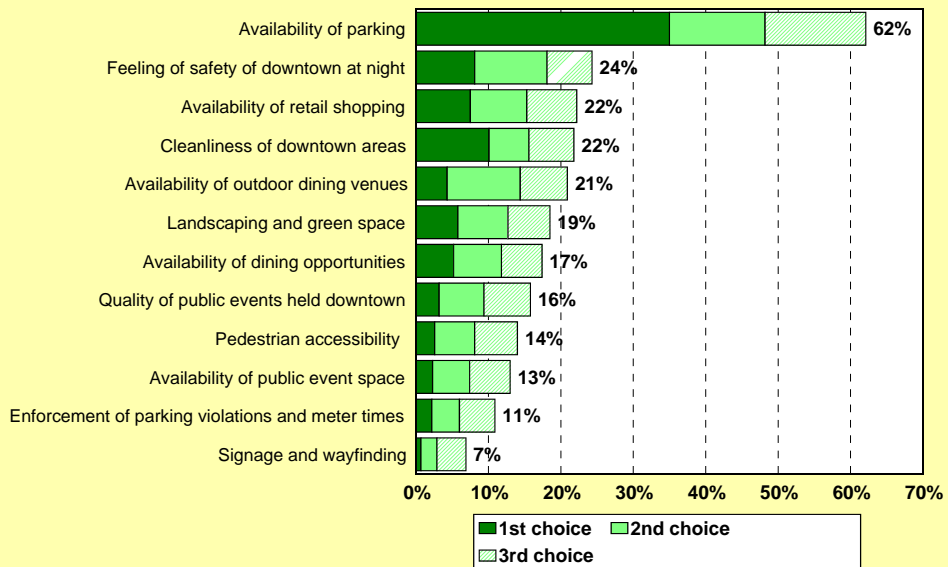


Source: ETC Institute (2015)

TRENDS

Q23. Areas of Downtown Auburn That Should Receive the Most Emphasis Over the Next Two Years

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



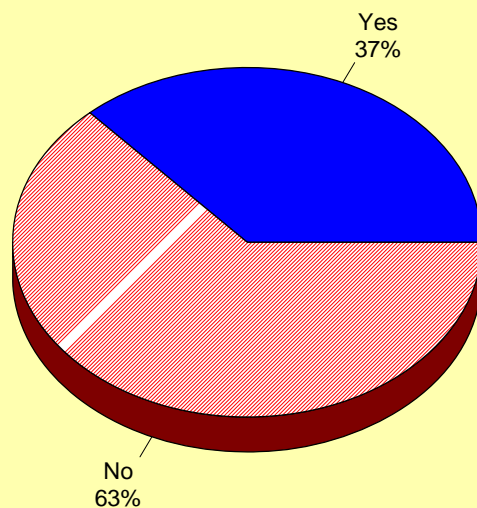
Source: ETC Institute (2015)

CUSTOMER SERVICE

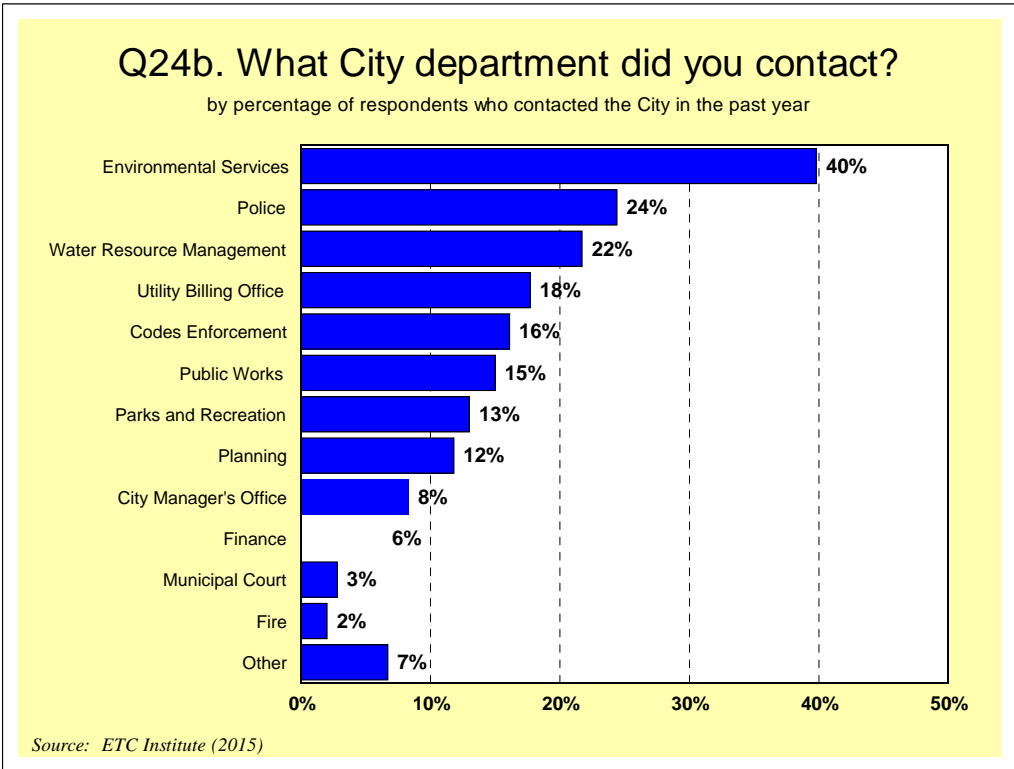
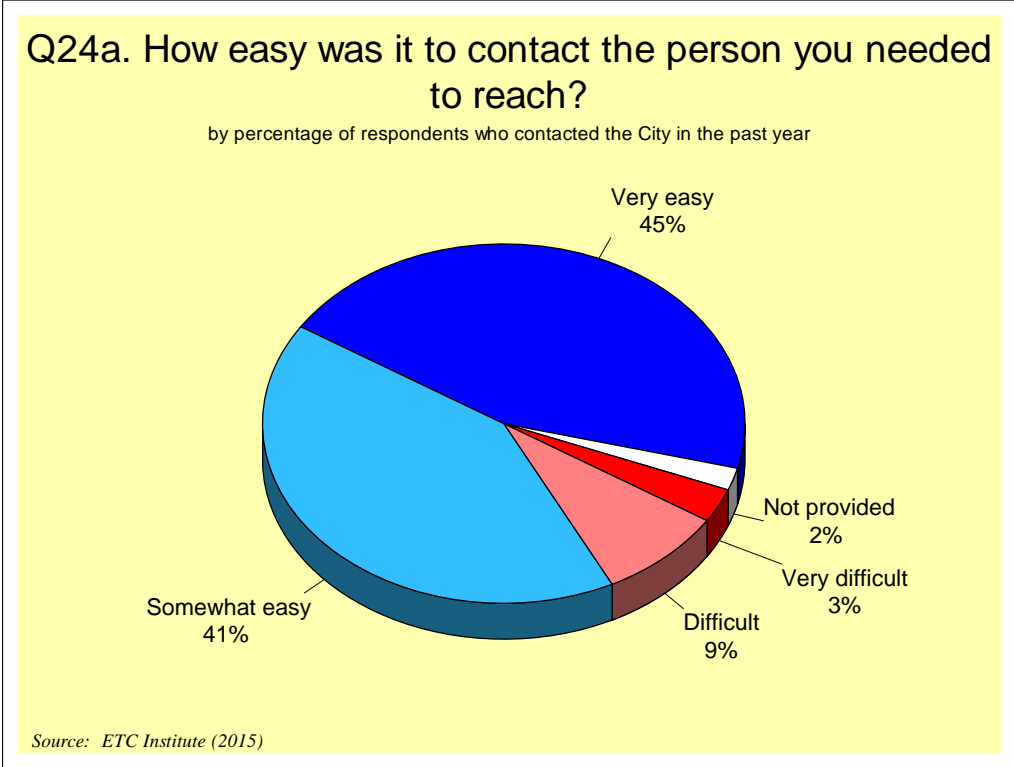
Source: ETC Institute (2015)

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

by percentage of residents surveyed

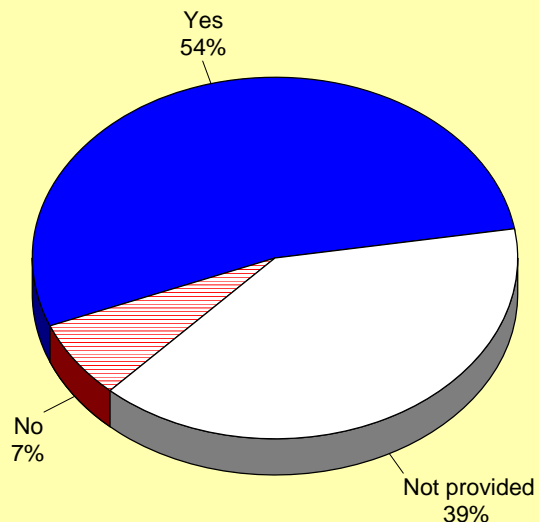


Source: ETC Institute (2015)



Q24c. Was the Department You Contacted Responsive to Your Issue?

by percentage of respondents who contacted the City in the past year



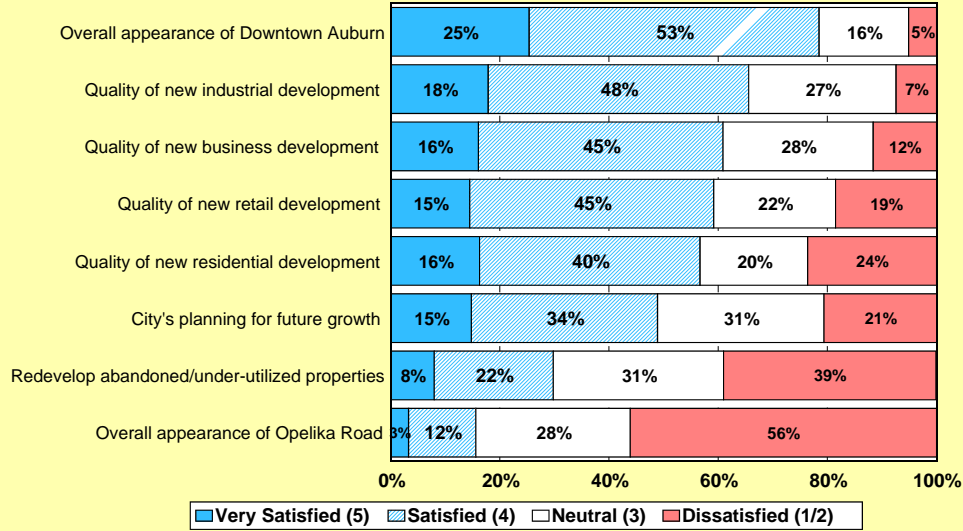
Source: ETC Institute (2015)

DEVELOPMENT AND REDEVELOPMENT IN THE CITY

Source: ETC Institute (2015)

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

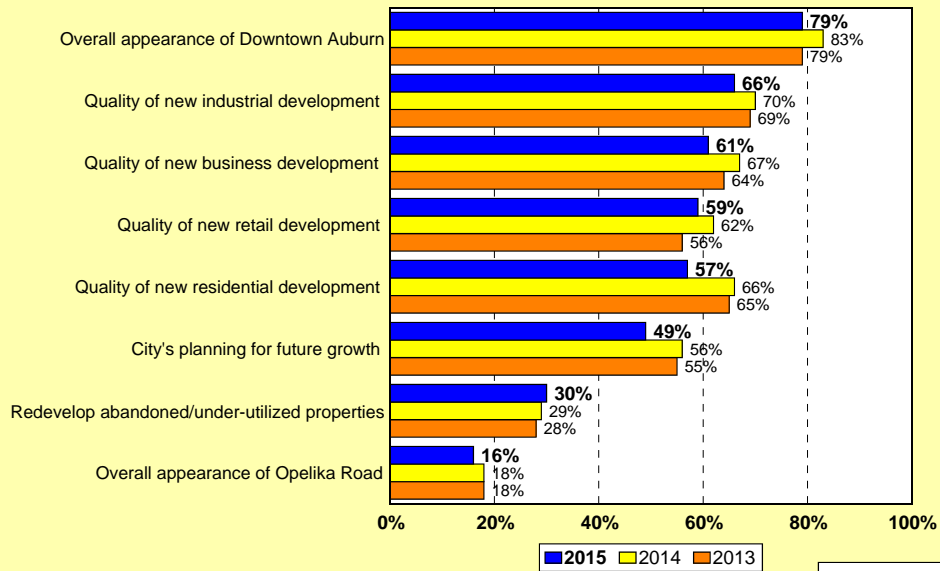
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

TRENDS: Overall Satisfaction with Development and Redevelopment in the City (2013 to 2015)

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 (2015)

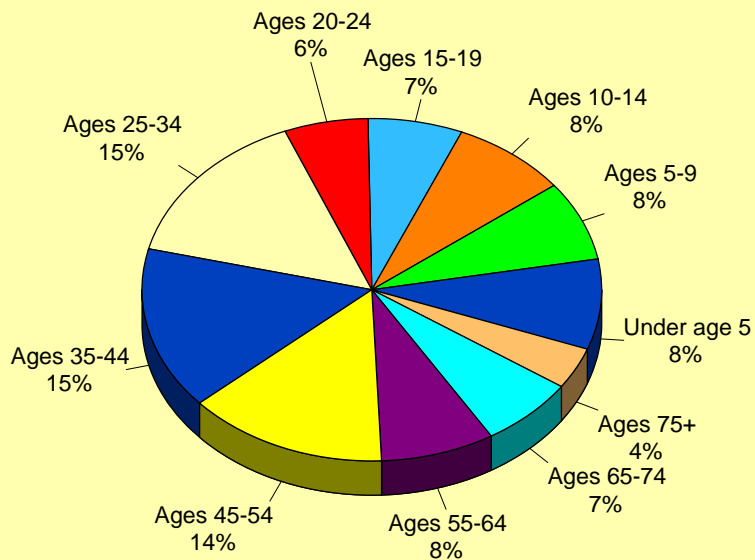
TRENDS

DEMOGRAPHICS

Source: ETC Institute (2015)

Q27. Demographics: Ages of people in the household

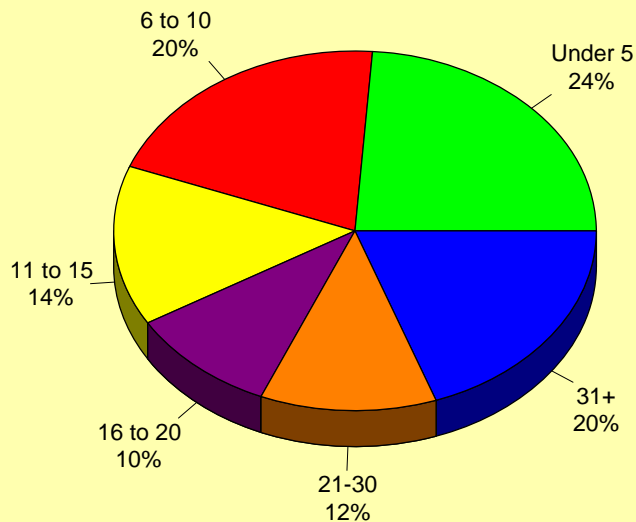
by percentage of residents surveyed



Source: ETC Institute (2015)

Q28. Demographics: How Many Years Have You Lived in the City of Auburn?

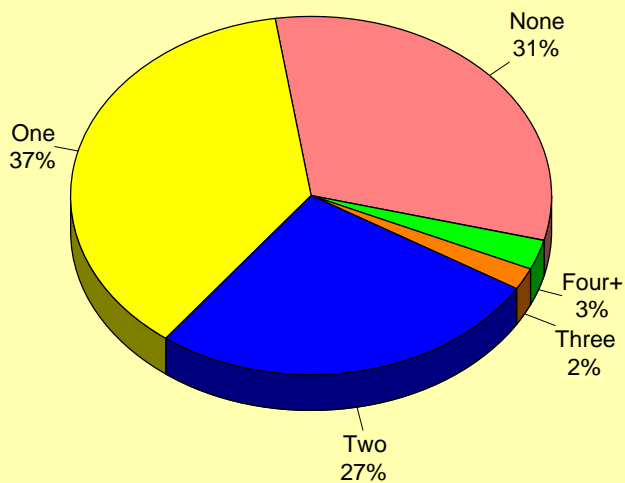
by percentage of residents surveyed



Source: ETC Institute (2015)

Q29. Demographics: How many people in your household work within the Auburn City Limits?

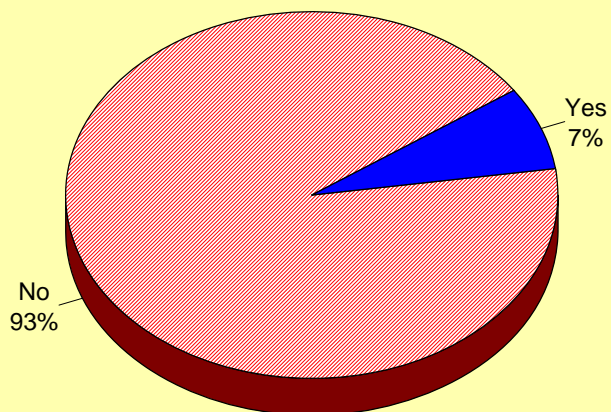
by percentage of residents surveyed



Source: ETC Institute (2015)

Q30. Demographics: Are you a full time Auburn University student?

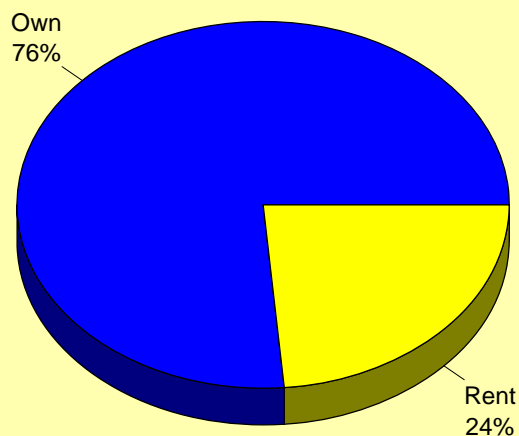
by percentage of residents surveyed



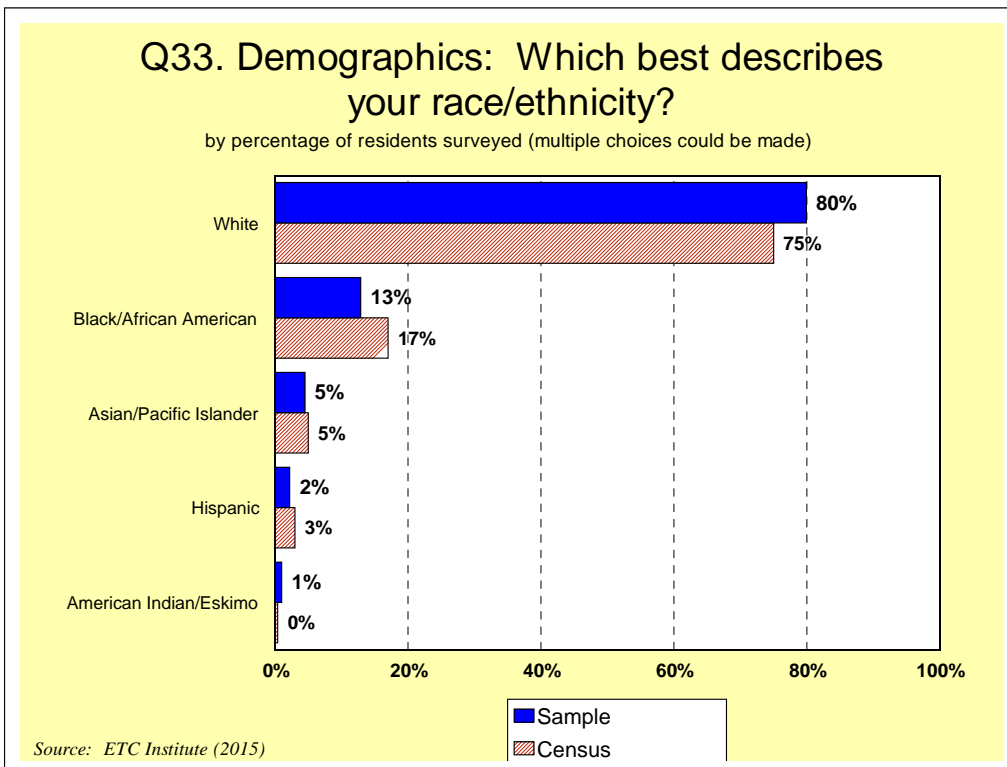
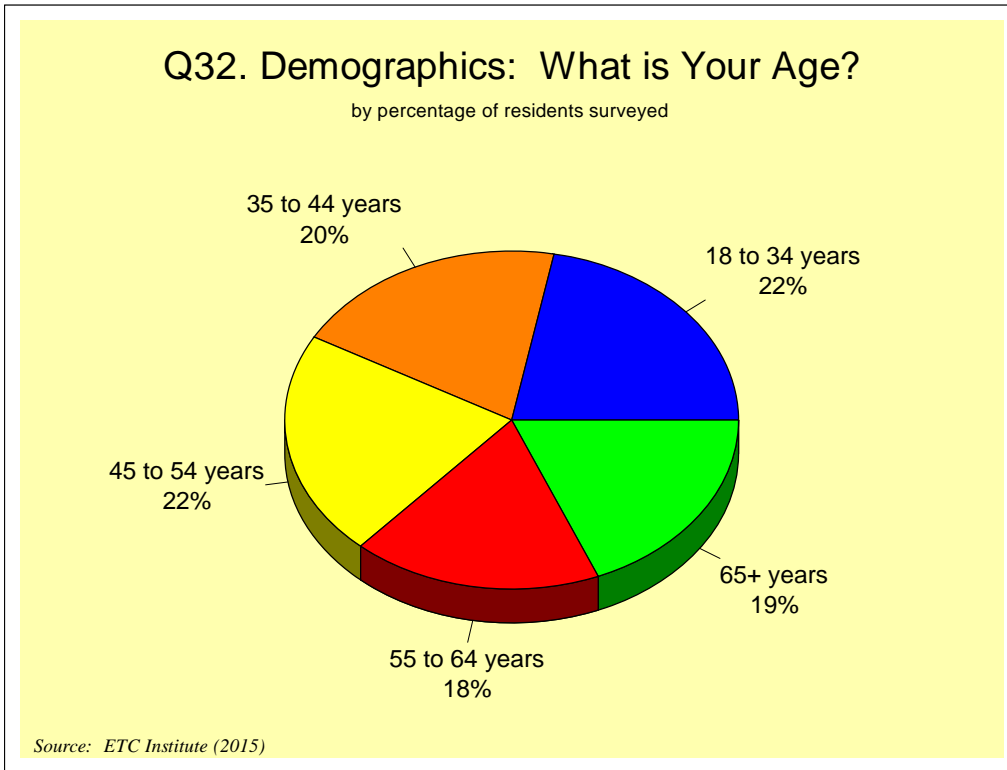
Source: ETC Institute (2015)

Q31. Demographics: Do you own or rent your current residence?

by percentage of residents surveyed

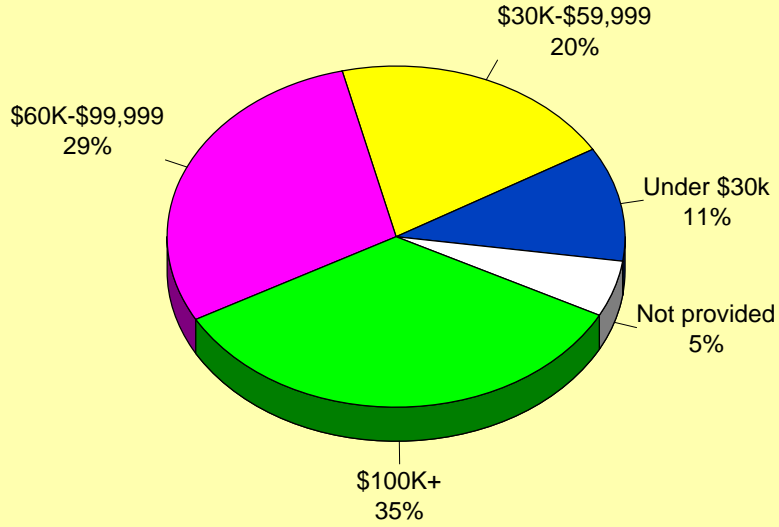


Source: ETC Institute (2015)



Q34. Demographics: Total Annual Household Income

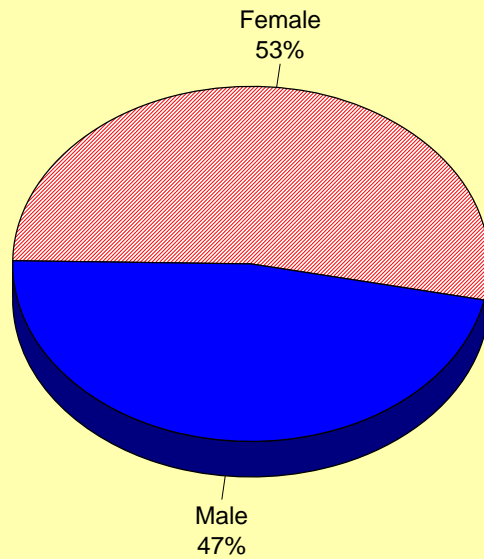
by percentage of residents surveyed



Source: ETC Institute (2015)

Q35. Demographics: Gender of the Respondents

by percentage of residents surveyed



Source: ETC Institute (2015)

Section 2:
Benchmarking Analysis



DirectionFinder Survey

Year 2015 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 230 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 2014 to a random sample of more than 4,000 residents in the continental United States. The second source is from individual community surveys that were administered in 40 medium-sized cities (population of 20,000 to 199,999) between January 2011 and December 2014. 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 40 cities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Auburn, Alabama
- Baytown, Texas
- Blue Springs, Missouri
- Bryan, Texas
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Dothan, Alabama
- Fort Lauderdale, Florida
- Garden City, Kansas
- Grandview, Missouri
- Hallandale Beach, Florida
- High Point, North Carolina
- Independence, Missouri
- Junction City, Kansas
- Lawrence, Kansas
- Lenexa, Kansas
- Naperville, Illinois
- Newport Beach, California
- Newport News, Virginia
- Olathe, Kansas
- Overland Park, Kansas
- Pflugerville, Texas
- Pueblo, Colorado
- Round Rock, Texas
- Saint Joseph, Missouri
- San Marcos, Texas
- Shawnee, Kansas
- Shoreline, Washington
- Springfield, Missouri
- Tamarac, Florida
- Tempe Arizona
- Vancouver, Washington
- Vestavia Hills, Alabama
- Wentzville, Missouri
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Performance Range Charts

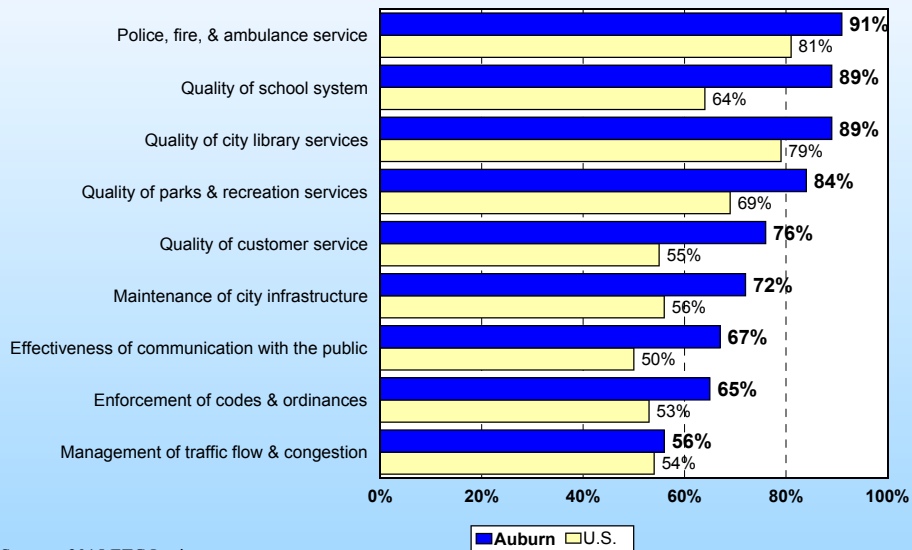
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction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

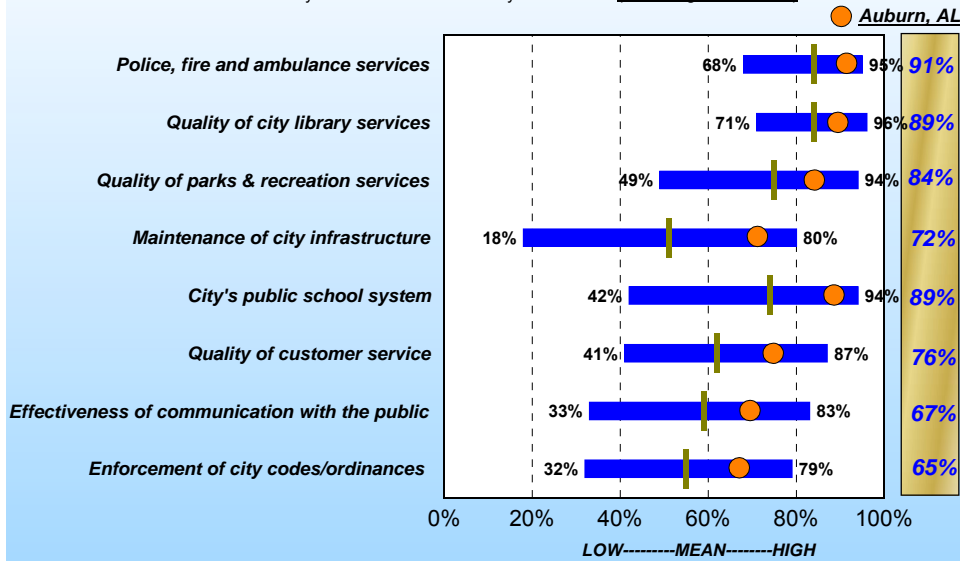
Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

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 - 2015

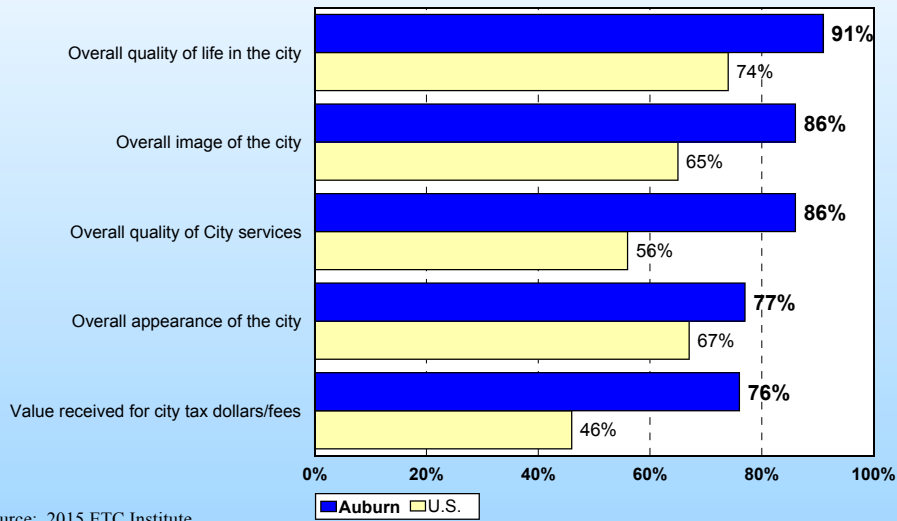
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



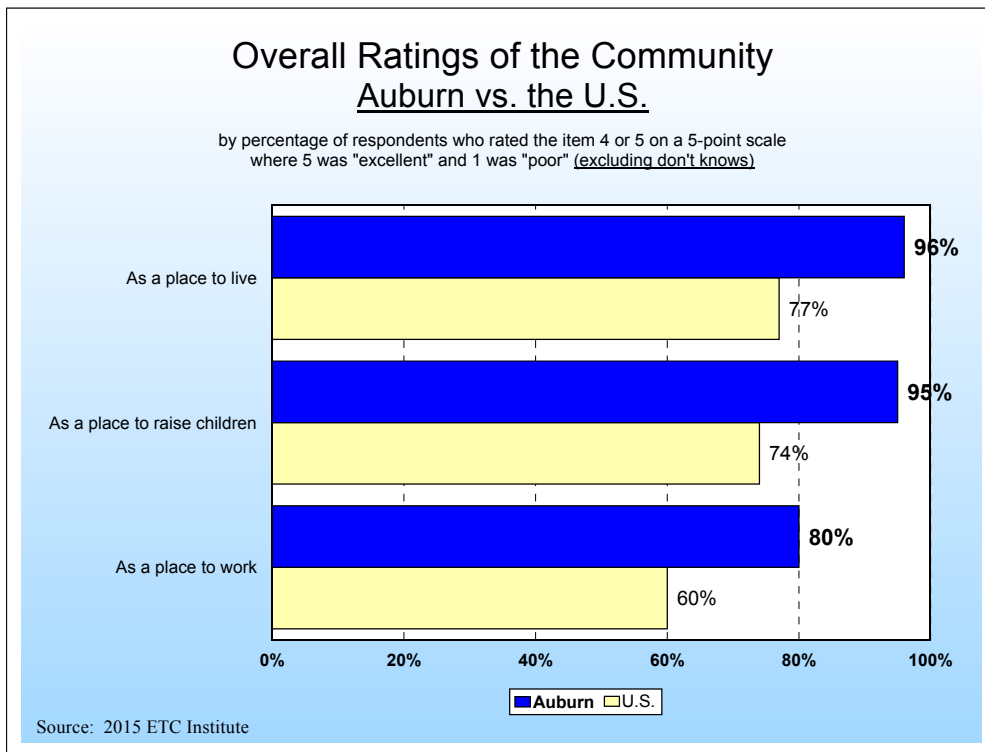
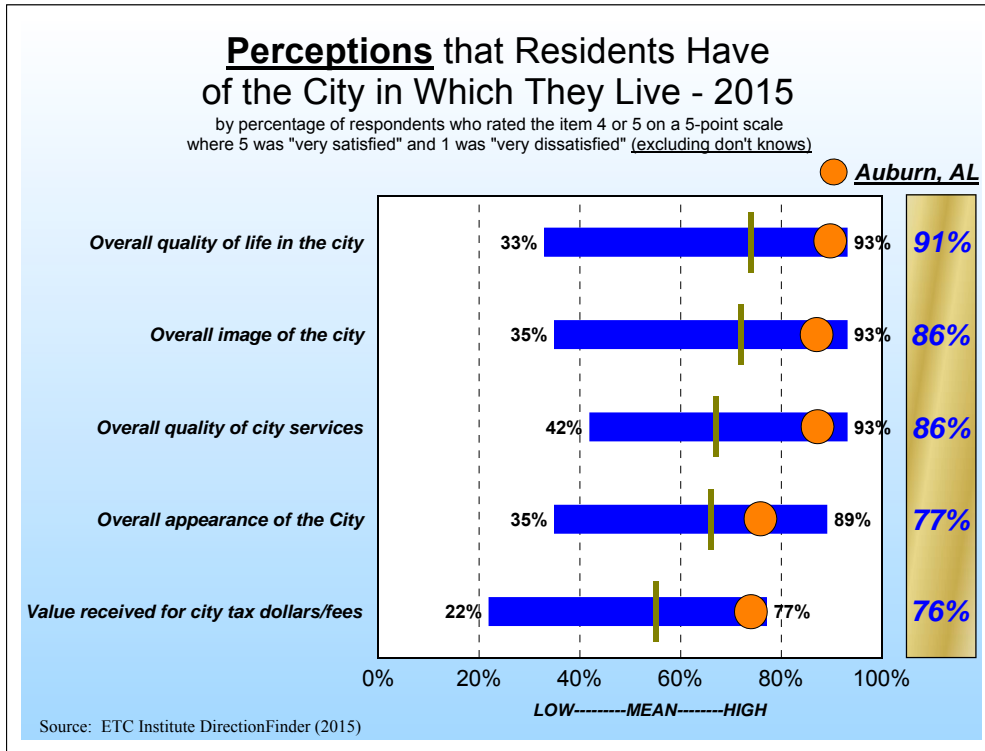
Source: ETC Institute DirectionFinder (2015)

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)

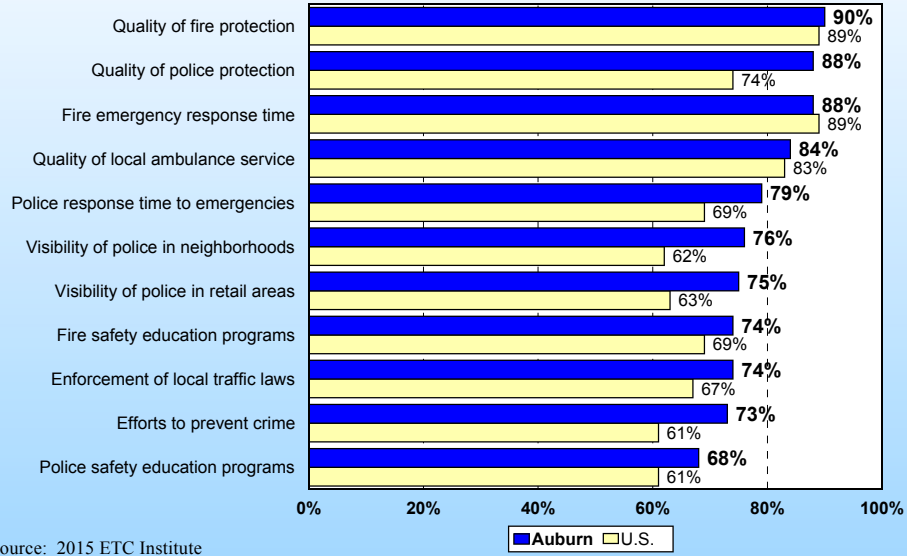


Source: 2015 ETC Institute



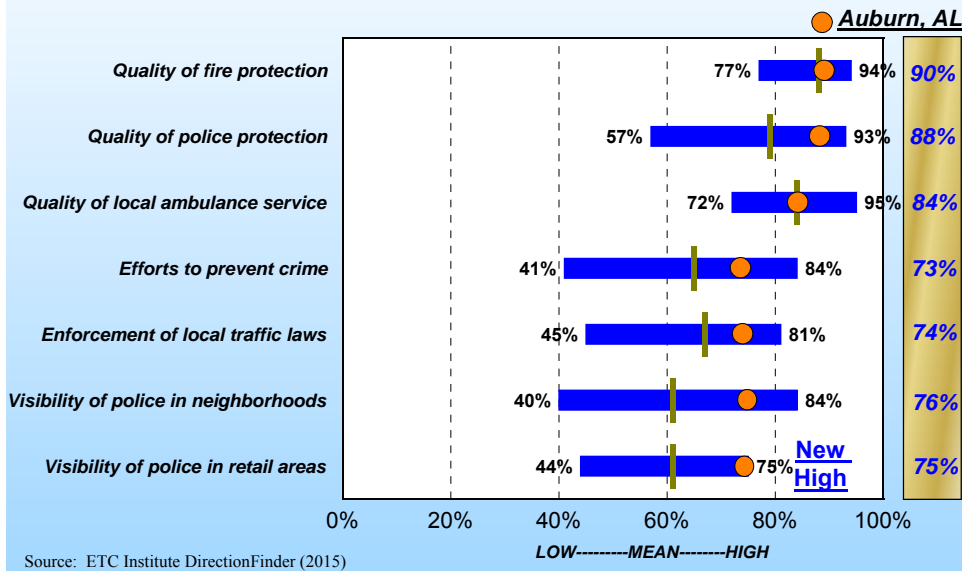
Overall Satisfaction with Public Safety Services Auburn vs. the U.S.

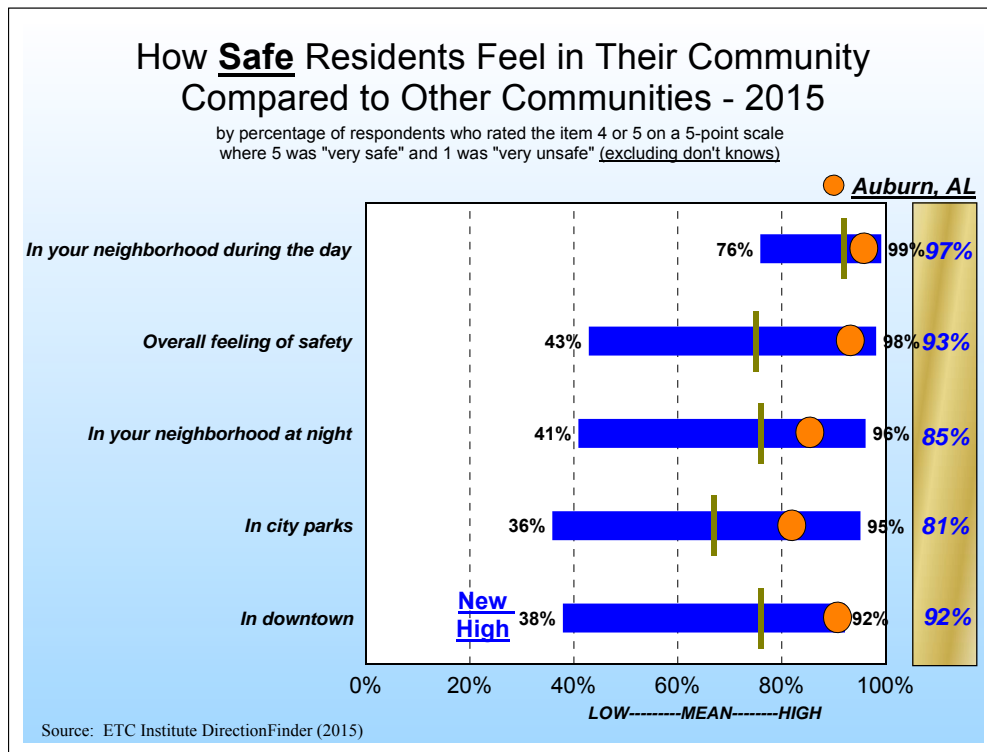
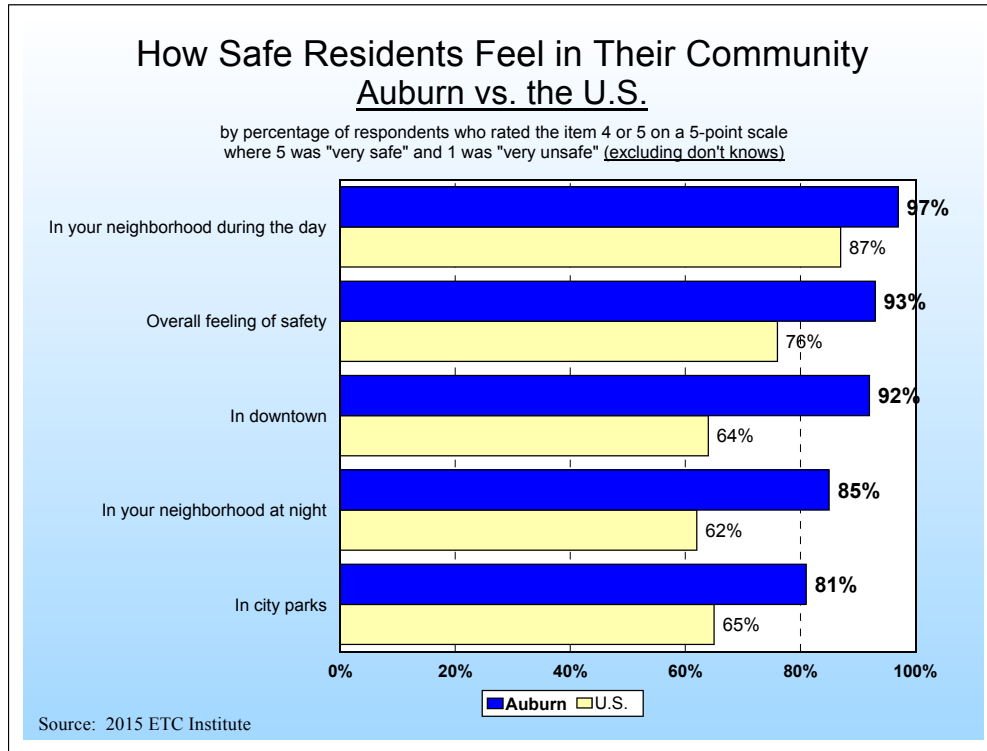
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

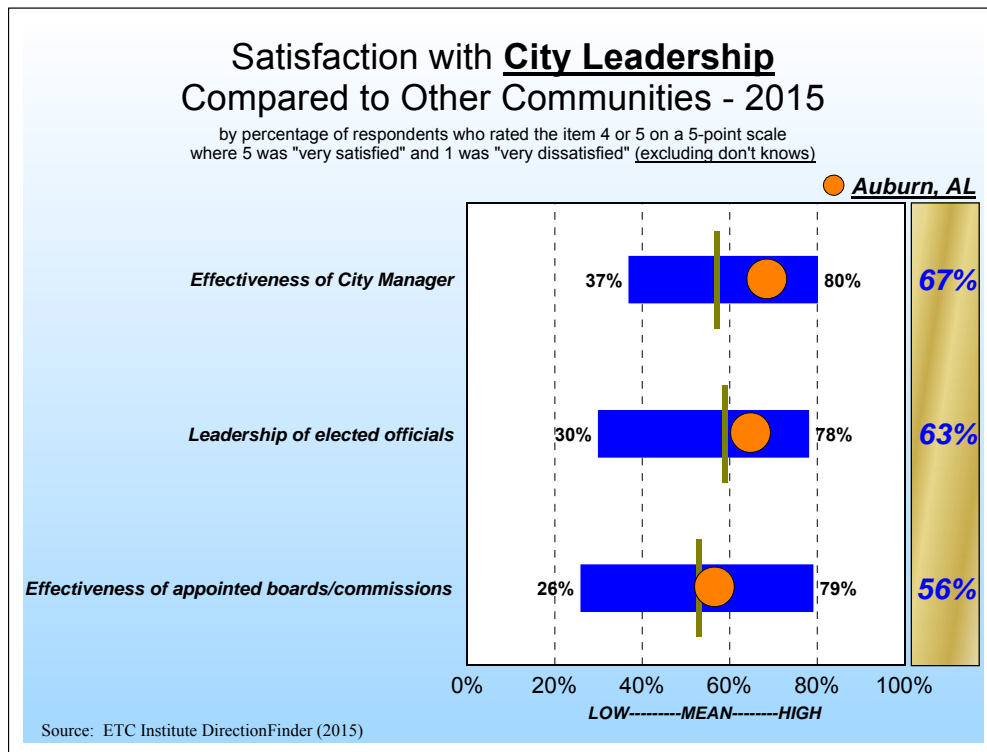
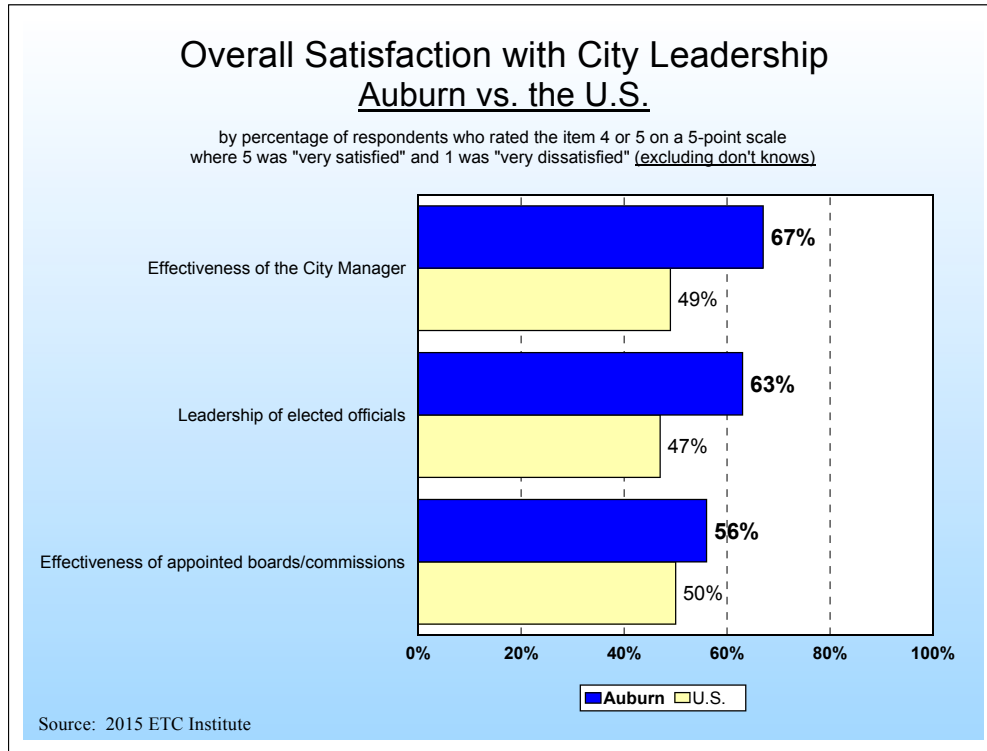


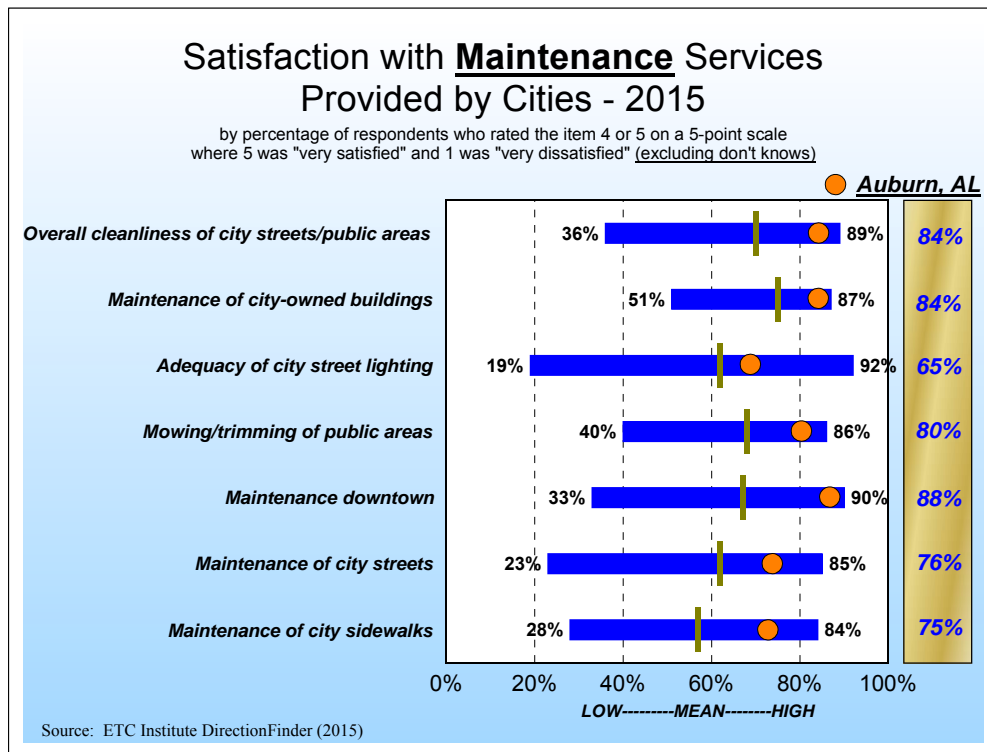
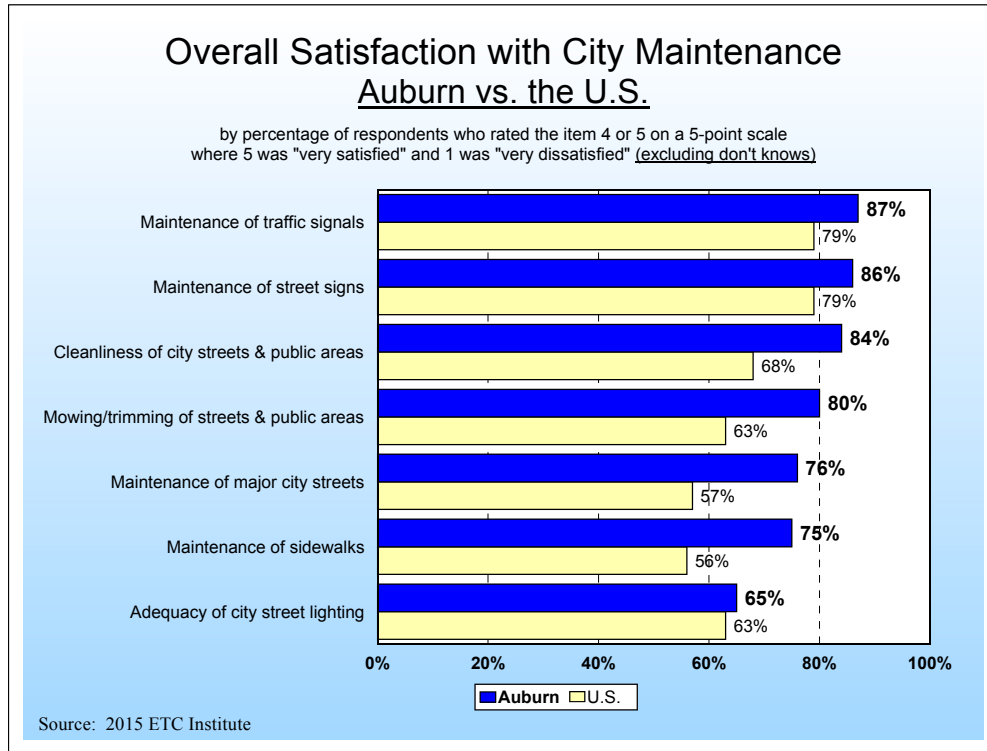
Satisfaction with Various Public Safety Services Provided by Cities - 2015

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



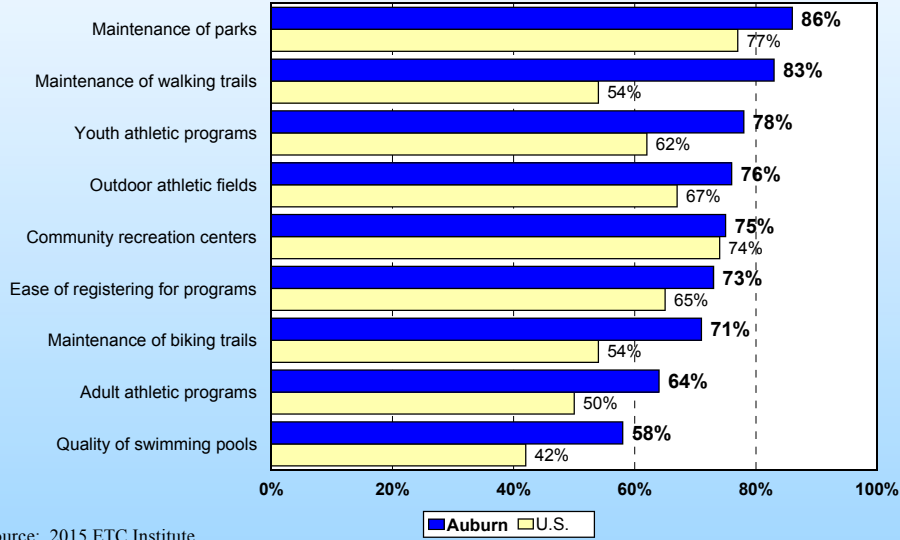






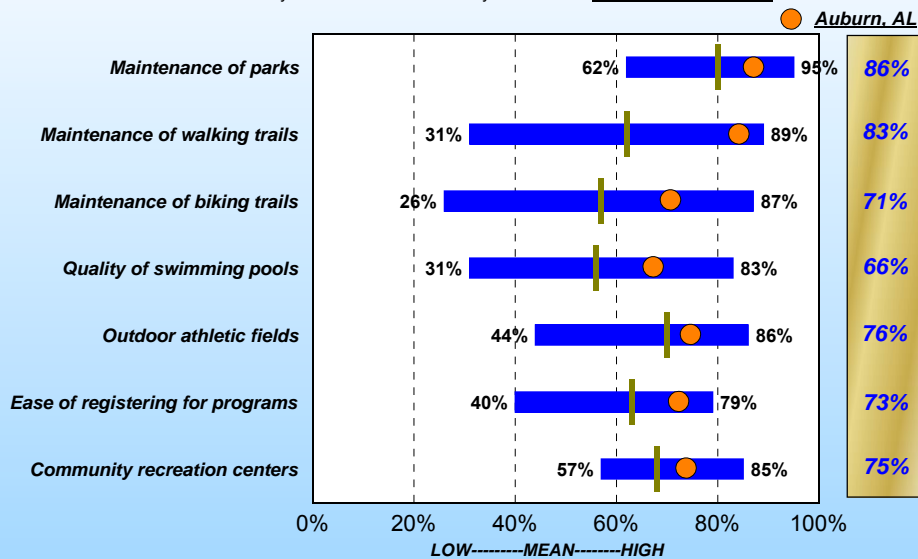
Overall Satisfaction with Parks and Recreation Auburn vs. the U.S.

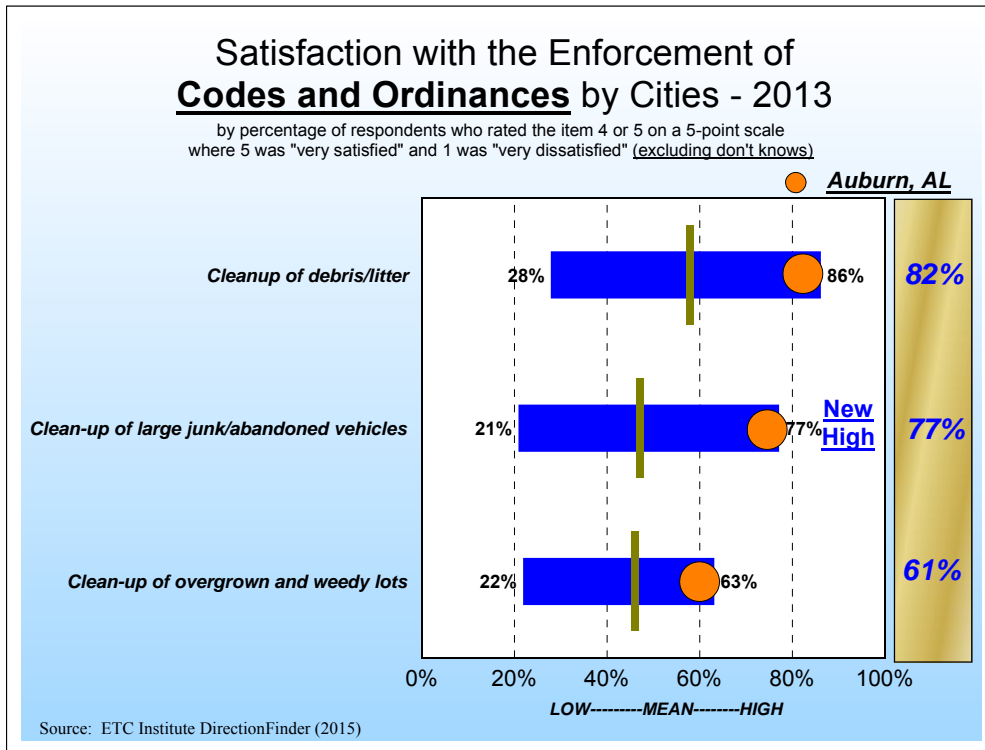
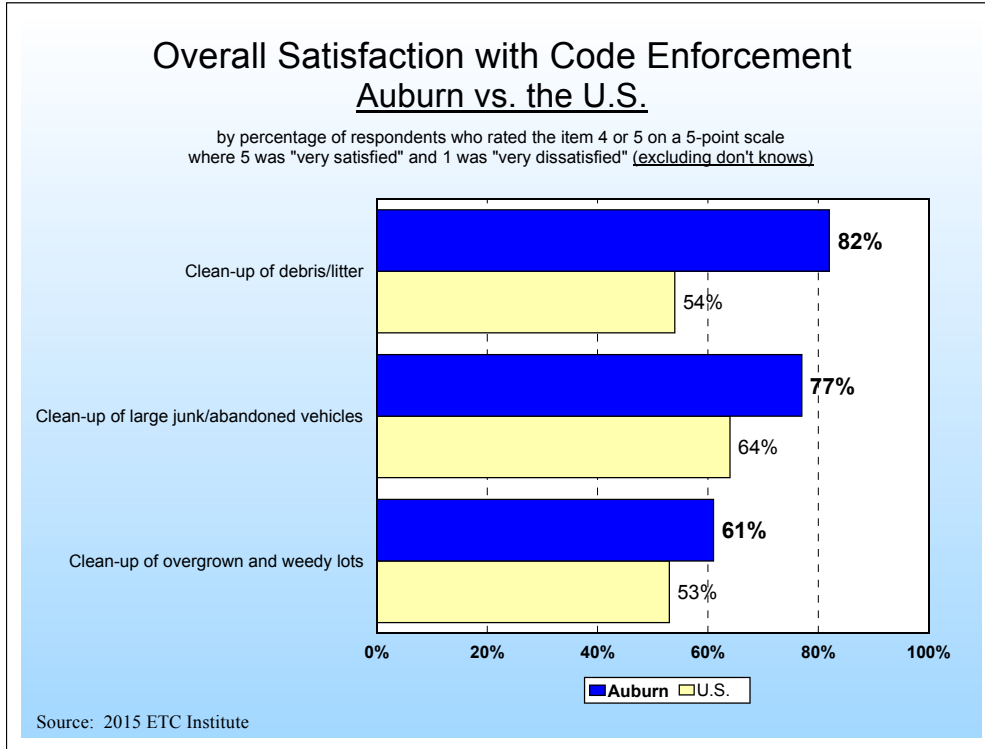
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

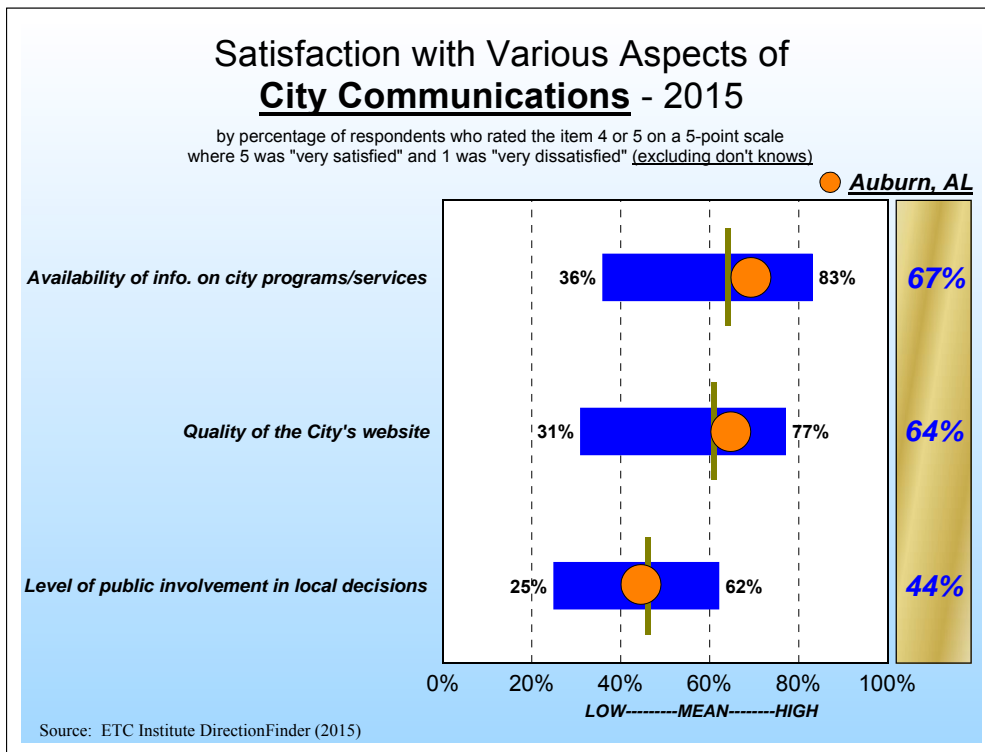
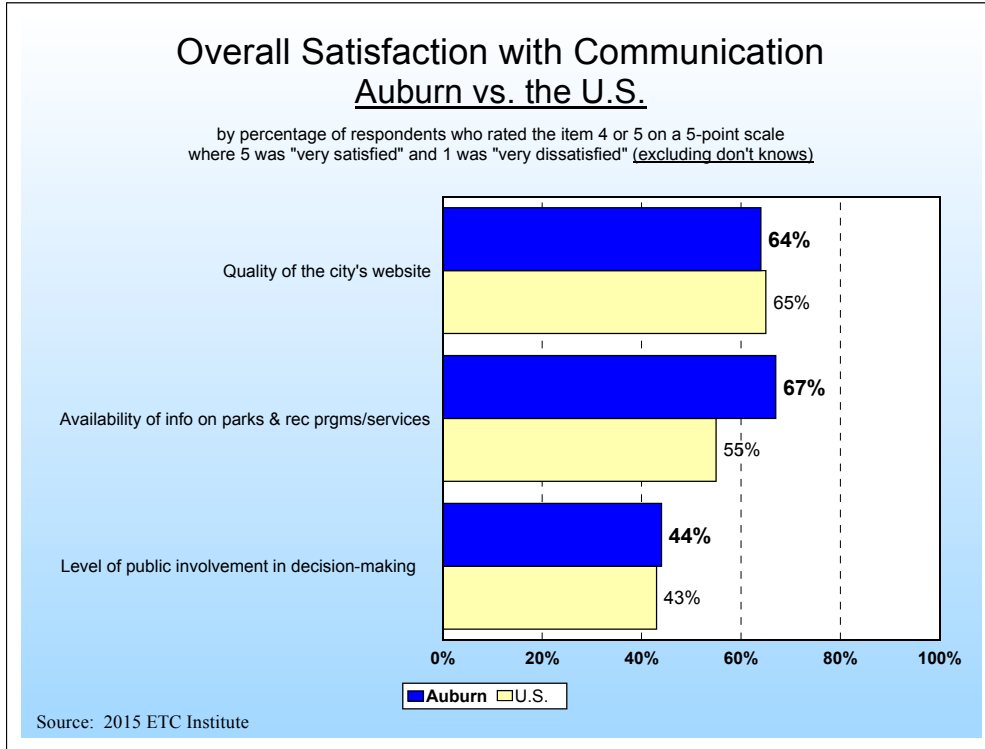


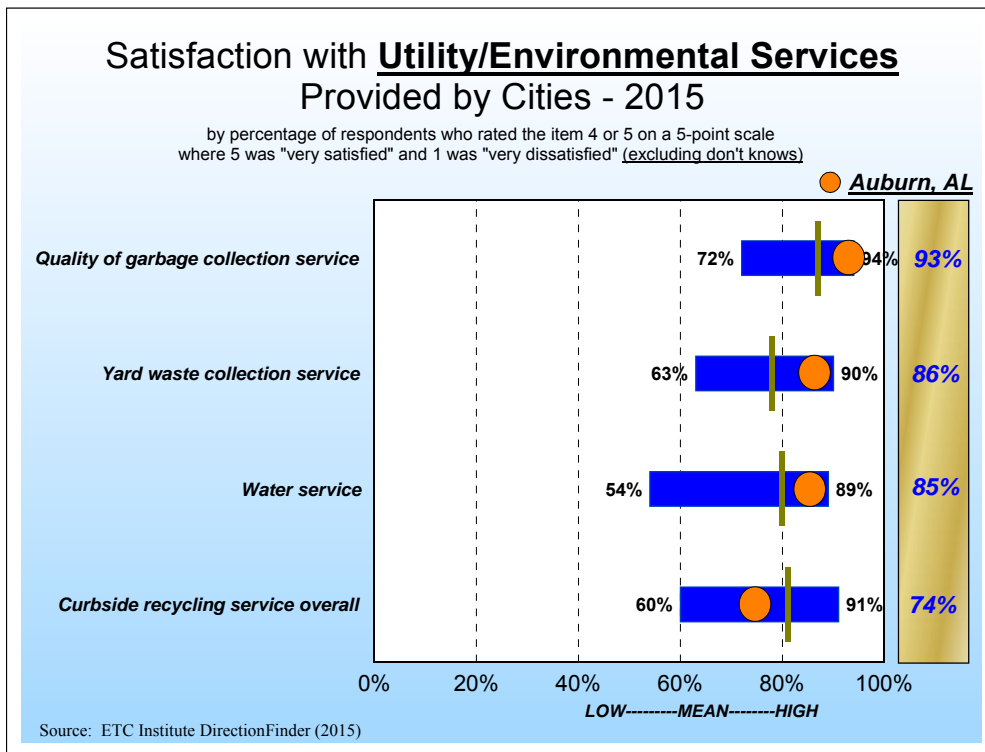
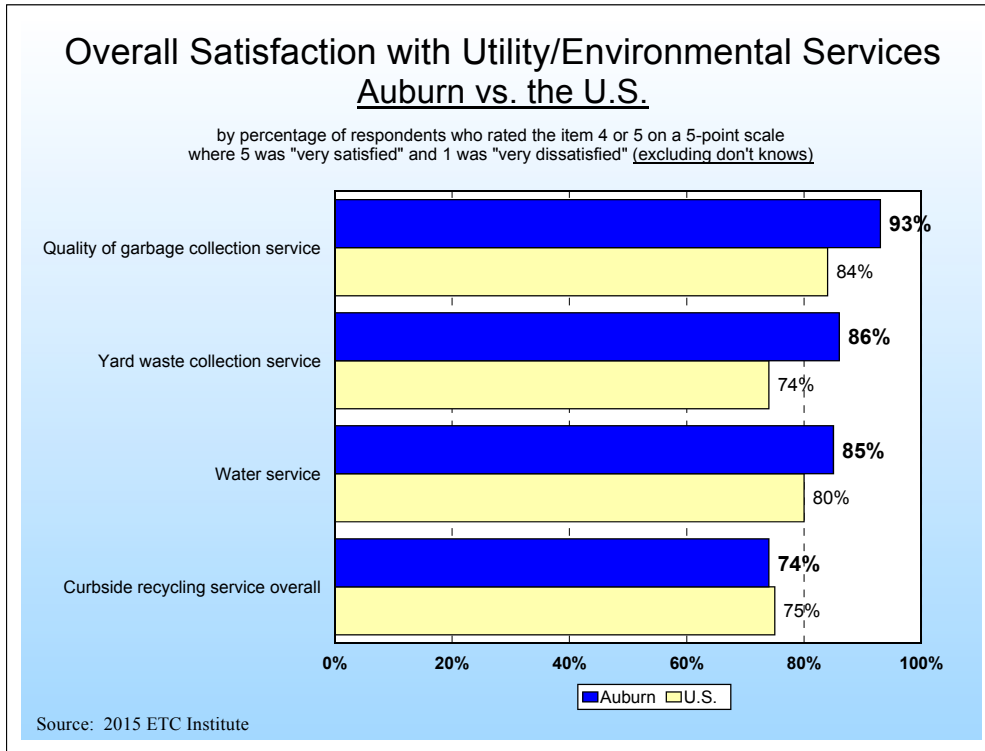
Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2015

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









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 (IS) 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 first, second, third and fourth most important services for the City to provide. 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 knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-one percent (41%) selected *the maintenance of City infrastructure* as one of the most important services for the City to provide.

With regard to satisfaction, 72% of the residents surveyed rated the city's overall performance in *the maintenance of City infrastructure* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "Don't know" responses. The I-S rating for *the maintenance of City infrastructure* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 41% was multiplied by 28% (1-0.72). This calculation yielded an I-S rating of 0.1148, which was ranked second out of ten major service categories.



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years 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 over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. 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 pages.

Importance-Satisfaction Rating

City of Auburn, Alabama

Major Categories of City Services

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

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, Alabama

Public Safety

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	52%	1	73%	10	0.1404	1
Visibility of police in neighborhoods	42%	2	76%	6	0.1008	2
Medium Priority (IS <.10)						
Visibility of police in retail areas	22%	4	75%	7	0.0550	3
Enforcement of traffic laws	19%	5	74%	8	0.0494	4
Overall quality of police protection	40%	3	88%	2	0.0480	5
Police safety education programs	15%	8	68%	11	0.0480	6
Police response time	13%	9	79%	5	0.0273	7
Quality of local ambulance service	15%	7	84%	4	0.0240	8
Quality of fire safety education programs	7%	10	74%	9	0.0182	9
Overall quality of fire protection	16%	6	90%	1	0.0160	10
Fire personnel emergency response time	7%	11	88%	3	0.0084	11

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, Alabama

Code Enforcement

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

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, Alabama

Garbage and Water

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	63%	7	0.1443	1
Medium Priority (IS <.10)						
Curbside recycling service overall	34%	2	74%	6	0.0884	2
Water service	20%	5	85%	3	0.0300	3
Yard waste removal service	21%	4	86%	2	0.0294	4
Utility Billing Office customer service	11%	7	78%	5	0.0242	5
Recycling at city's drop-off recycling center	11%	6	81%	4	0.0209	6
Residential garbage collection service	22%	3	93%	1	0.0154	7

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, Alabama

Maintenance

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

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, Alabama

Parks and Recreation

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

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, Alabama

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

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 Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies 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.

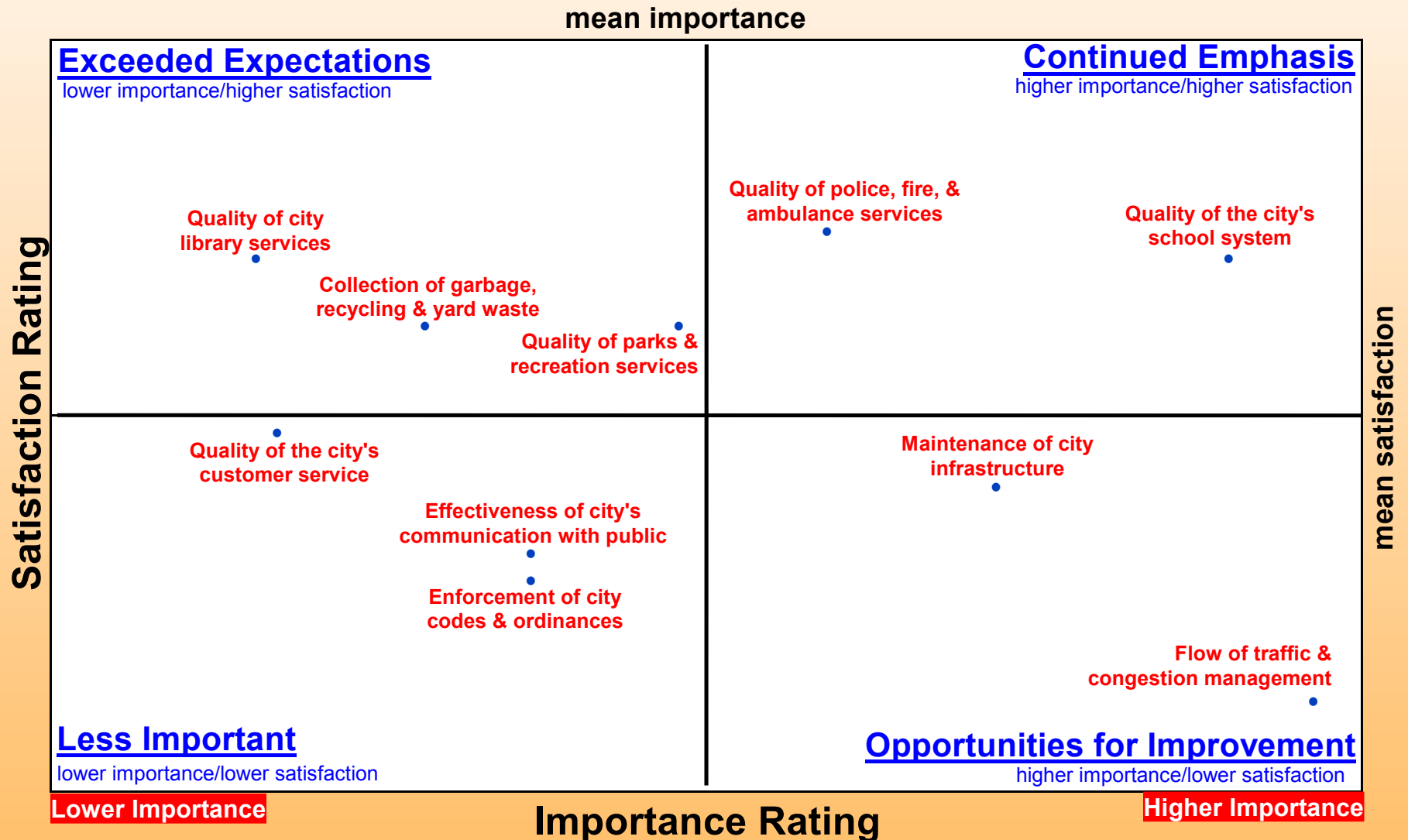
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2015 City of Auburn DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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

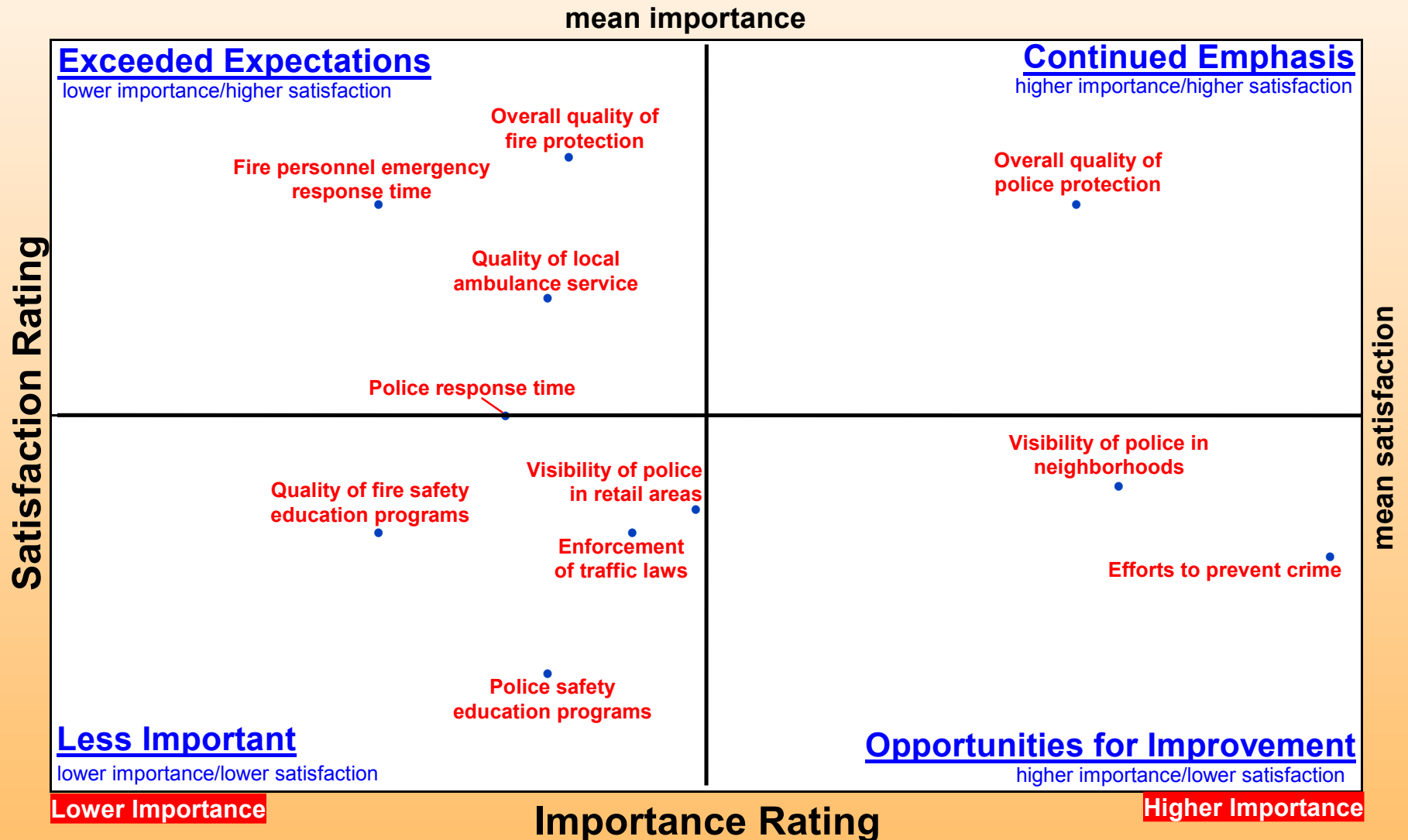


Source: ETC Institute (2015)

2015 City of Auburn DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

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

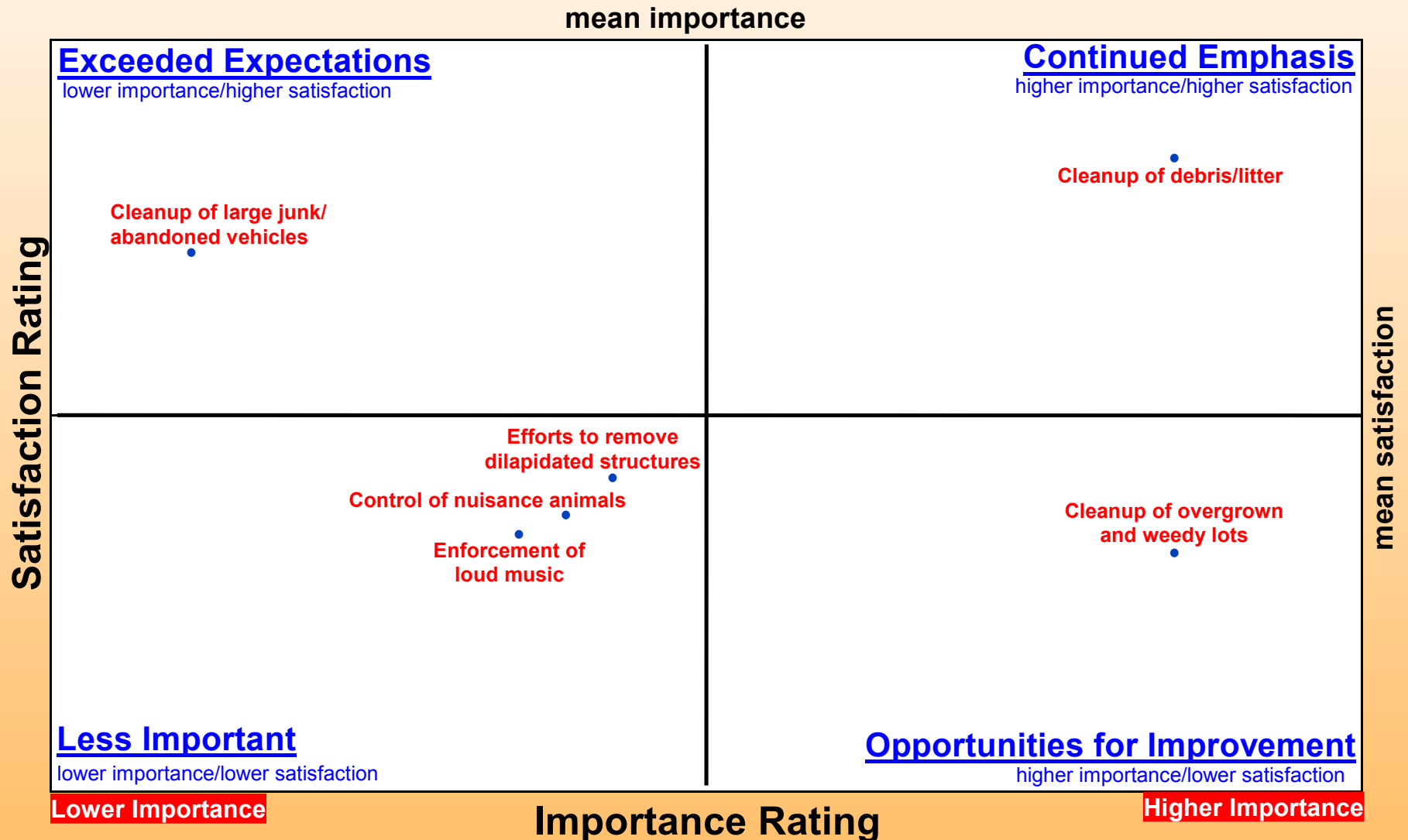


Source: ETC Institute (2015)

2015 City of Auburn DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Code Enforcemnt-

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

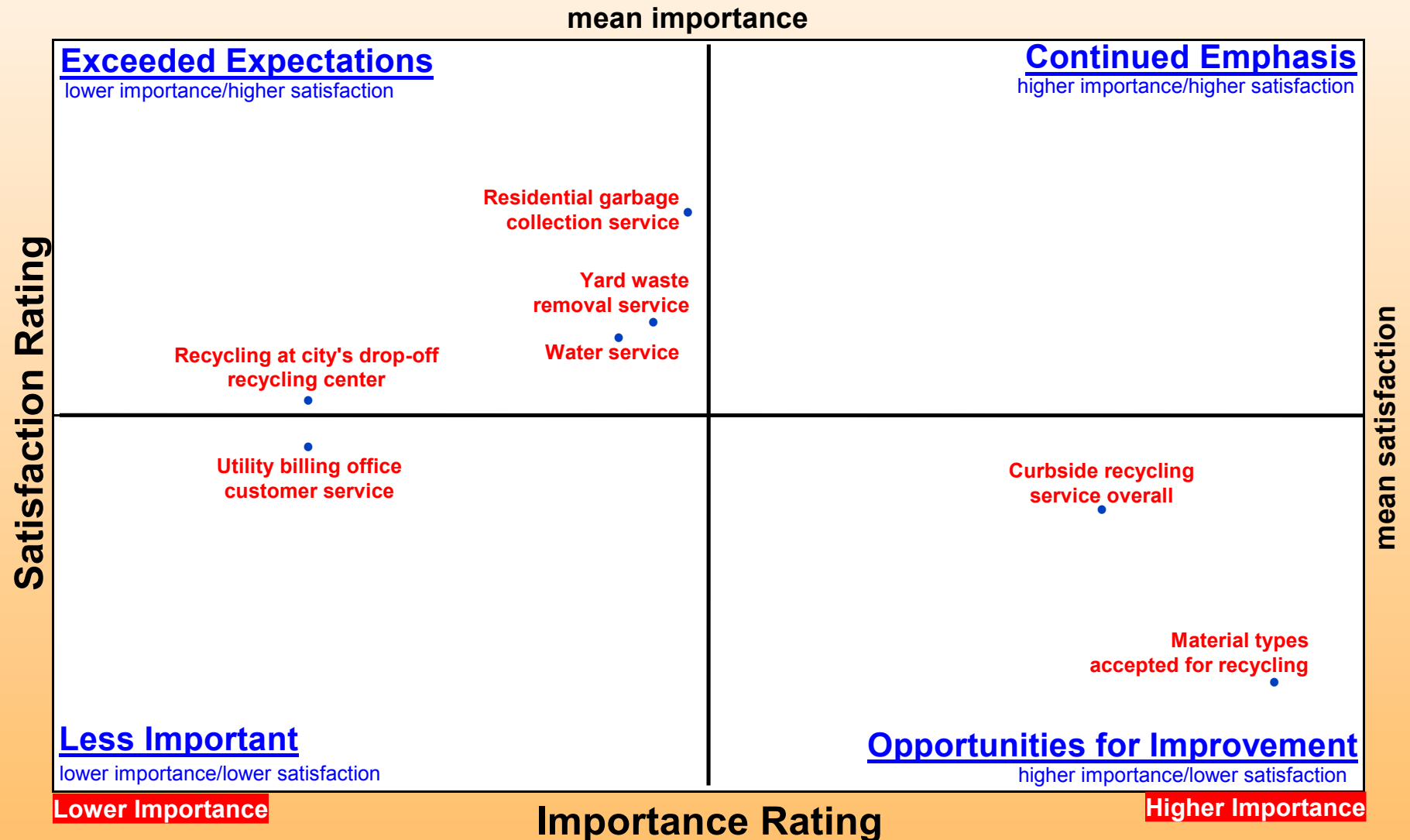


Source: ETC Institute (2015)

2015 City of Auburn DirectionFinder 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)



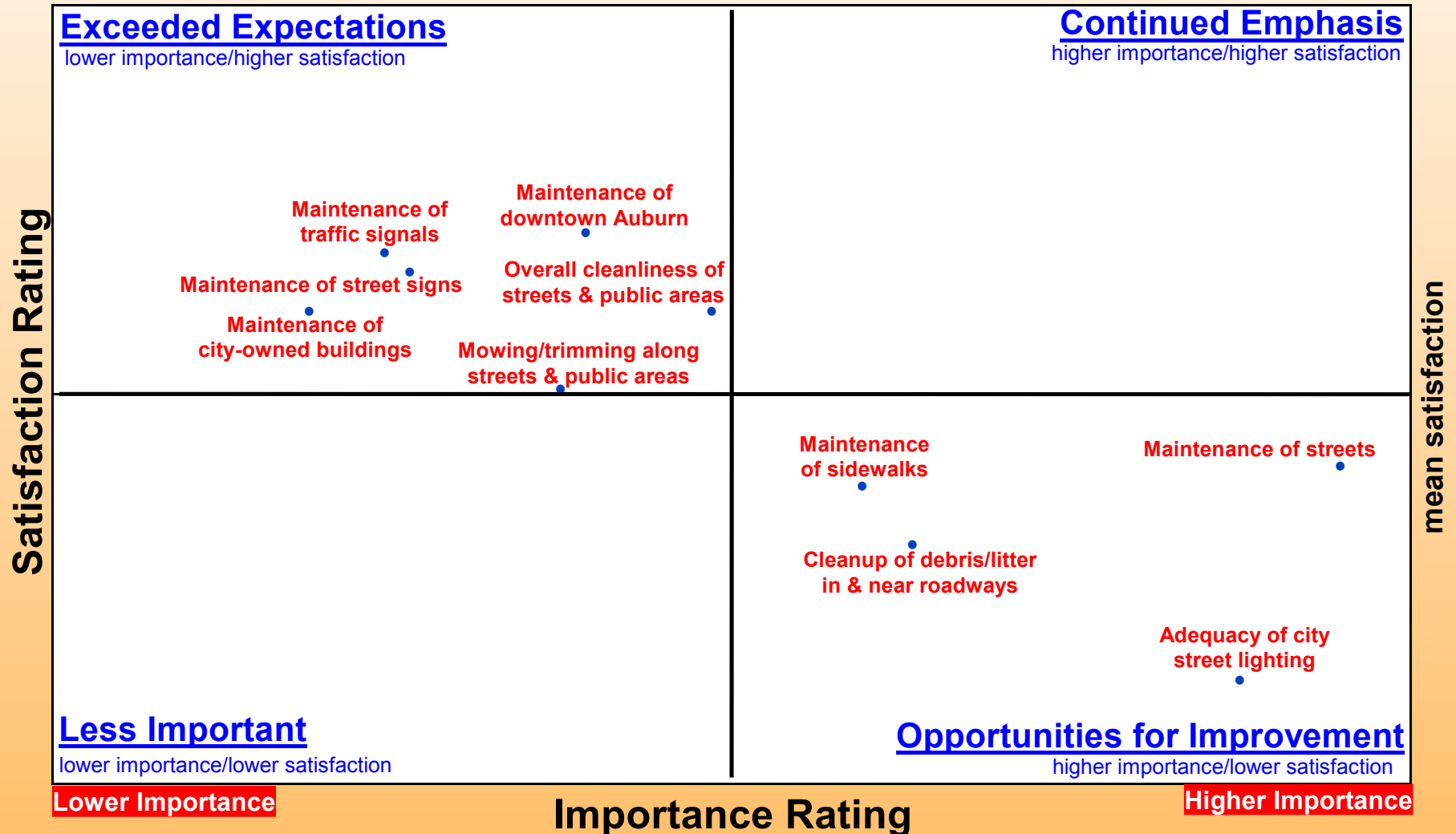
Source: ETC Institute (2015)

2015 City of Auburn DirectionFinder 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)

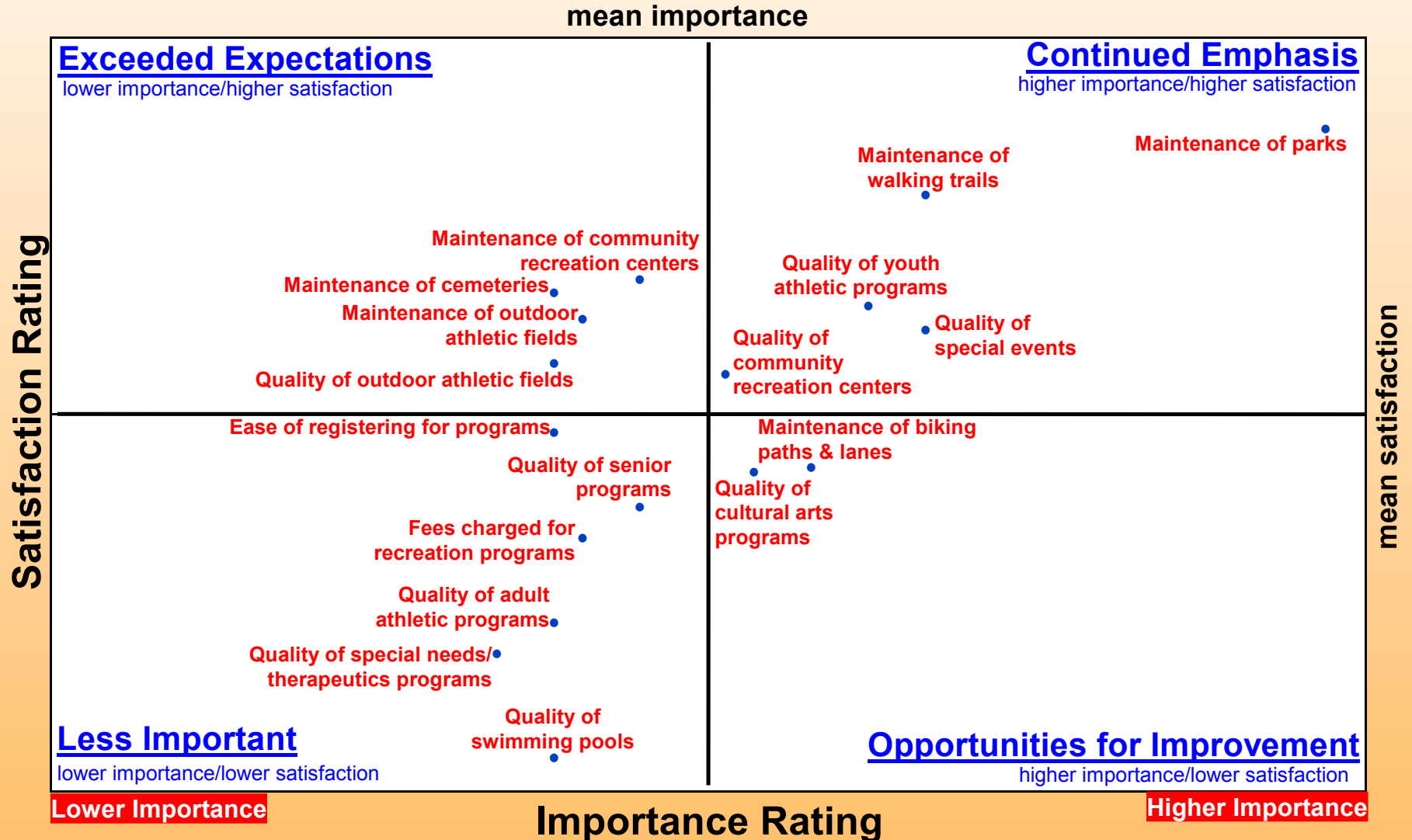
mean importance



Source: ETC Institute (2015)

2015 City of Auburn DirectionFinder 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)

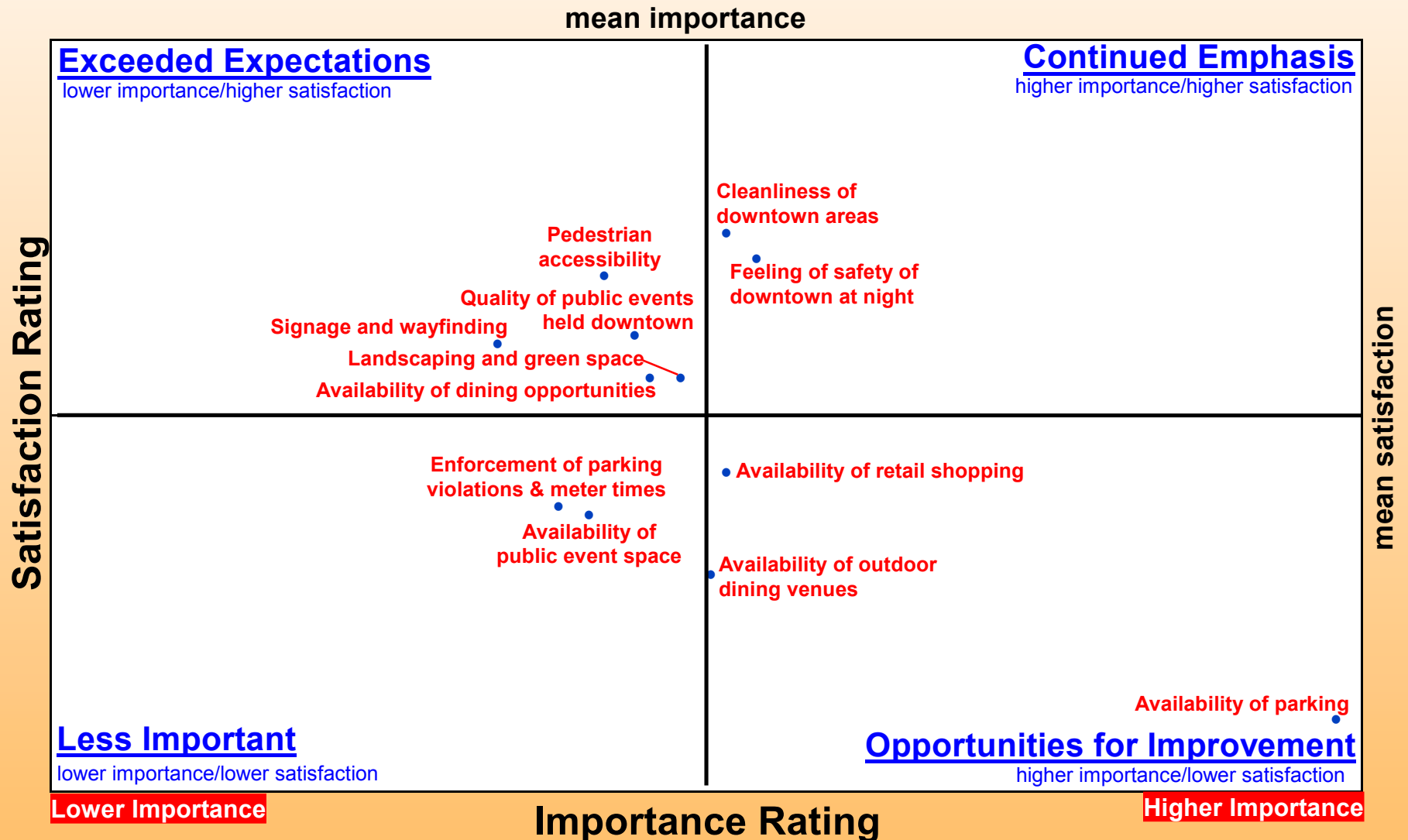


Source: ETC Institute (2015)

2015 City of Auburn DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Downtown-

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



Source: ETC Institute (2015)

Section 4:
Tabular Data

Q1. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of the city's school system	36.6%	34.2%	5.9%	2.5%	0.1%	20.7%
B. Quality of police, fire, & ambulance services	40.0%	43.8%	6.9%	0.7%	0.6%	7.9%
C. Quality of parks & recreation services	33.1%	46.0%	10.5%	3.3%	1.0%	6.1%
D. Quality of city library services	38.2%	35.0%	7.5%	1.7%	0.0%	17.6%
E. Quality of the city's customer service	23.3%	36.3%	16.3%	1.9%	0.6%	21.7%
F. Maintenance of city infrastructure	21.2%	43.6%	21.4%	3.6%	0.9%	9.2%
G. Enforcement of city codes and ordinances	15.5%	39.7%	21.7%	7.2%	1.4%	14.5%
H. Flow of traffic & congestion management	13.3%	41.9%	24.7%	14.6%	3.9%	1.6%
I. Collection of garbage, recycling & yard waste	40.8%	40.6%	8.5%	5.5%	1.9%	2.7%
J. Effectiveness of city's communication with public	24.3%	38.6%	24.6%	5.8%	1.2%	5.6%

WITHOUT DON'T KNOW

Q1. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Quality of the city's school system	46.2%	43.1%	7.5%	3.1%	0.2%
B. Quality of police, fire, & ambulance services	43.5%	47.6%	7.5%	0.8%	0.6%
C. Quality of parks & recreation services	35.2%	48.9%	11.2%	3.5%	1.1%
D. Quality of city library services	46.3%	42.5%	9.1%	2.1%	0.0%
E. Quality of the city's customer service	29.7%	46.3%	20.8%	2.4%	0.7%
F. Maintenance of city infrastructure	23.4%	48.1%	23.6%	4.0%	1.0%
G. Enforcement of city codes and ordinances	18.1%	46.5%	25.3%	8.4%	1.7%
H. Flow of traffic & congestion management	13.5%	42.6%	25.1%	14.8%	4.0%
I. Collection of garbage, recycling & yard waste	41.9%	41.8%	8.8%	5.6%	1.9%
J. Effectiveness of city's communication with public	25.7%	40.9%	26.0%	6.1%	1.2%

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?

Q2. Most Emphasis	Number	Percent
Quality of the city's school system	237	34.2 %
Quality of police, fire, & ambulance services	48	6.9 %
Quality of parks & recreation services	39	5.6 %
Quality of city library services	5	0.7 %
Quality of the city's customer service	10	1.4 %
Maintenance of city infrastructure	78	11.3 %
Enforcement of city codes and ordinances	37	5.3 %
Flow of traffic & congestion management	150	21.7 %
Collection of garbage, recycling & yard waste	25	3.6 %
Effectiveness of city's communication with public	23	3.3 %
None chosen	40	5.8 %
Total	692	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?

Q2. 2nd Emphasis	Number	Percent
Quality of the city's school system	73	10.5 %
Quality of police, fire, & ambulance services	109	15.8 %
Quality of parks & recreation services	69	10.0 %
Quality of city library services	10	1.4 %
Quality of the city's customer service	11	1.6 %
Maintenance of city infrastructure	107	15.5 %
Enforcement of city codes and ordinances	49	7.1 %
Flow of traffic & congestion management	130	18.8 %
Collection of garbage, recycling & yard waste	41	5.9 %
Effectiveness of city's communication with public	34	4.9 %
None chosen	59	8.5 %
Total	692	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 Emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of the city's school system	52	7.5 %
Quality of police, fire, & ambulance services	73	10.5 %
Quality of parks & recreation services	71	10.3 %
Quality of city library services	30	4.3 %
Quality of the city's customer service	25	3.6 %
Maintenance of city infrastructure	99	14.3 %
Enforcement of city codes and ordinances	46	6.6 %
Flow of traffic & congestion management	107	15.5 %
Collection of garbage, recycling & yard waste	32	4.6 %
Effectiveness of city's communication with public	75	10.8 %
None chosen	82	11.8 %
Total	692	100.0 %

Q2. Sum of the Top THREE MAJOR CATEGORIES OF CITY SERVICES you think should receive the most emphasis from city leaders over the next TWO Years.

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Flow of traffic & congestion management	387	55.9 %
Quality of the city's school system	362	52.3 %
Maintenance of city infrastructure	284	41.0 %
Quality of police, fire, & ambulance services	230	33.2 %
Quality of parks & recreation services	179	25.9 %
Effectiveness of city's communication with public	132	19.1 %
Enforcement of city codes and ordinances	132	19.1 %
Collection of garbage, recycling & yard waste	98	14.2 %
Quality of the city's customer service	46	6.6 %
Quality of city library services	45	6.5 %
None chosen	40	5.8 %
Total	1935	

O3. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall value that you receive for your city tax dollars and fees	19.7%	54.2%	17.5%	4.9%	1.3%	2.5%
B. Overall image of the city	35.8%	49.4%	9.5%	3.6%	0.7%	0.9%
C. Overall quality of life in the city	41.5%	49.3%	6.9%	1.6%	0.1%	0.6%
D. Overall appearance of the city	25.9%	50.4%	15.6%	6.6%	0.7%	0.7%
E. Overall quality of city services	26.2%	58.7%	12.0%	1.2%	0.6%	1.4%

WITHOUT DON'T KNOW

O3. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall value that you receive for your city tax dollars and fees	20.1%	55.6%	17.9%	5.0%	1.3%
B. Overall image of the city	36.2%	49.9%	9.6%	3.6%	0.7%
C. Overall quality of life in the city	41.7%	49.6%	7.0%	1.6%	0.1%
D. Overall appearance of the city	26.1%	50.8%	15.7%	6.7%	0.7%
E. Overall quality of city services	26.5%	59.5%	12.2%	1.2%	0.6%

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=692)

	Excellent	Good	Neutral	Below Average	Poor	Don't know
A. As a place to live	60.1%	35.3%	3.3%	1.0%	0.1%	0.1%
B. As a place to raise children	58.8%	29.2%	4.2%	0.7%	0.0%	7.1%
C. As a place to work	40.2%	33.8%	13.7%	3.9%	0.7%	7.7%

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:

(N=692)

	Excellent	Good	Neutral	Below Average	Poor
A. As a place to live	60.2%	35.3%	3.3%	1.0%	0.1%
B. As a place to raise children	63.3%	31.4%	4.5%	0.8%	0.0%
C. As a place to work	43.5%	36.6%	14.9%	4.2%	0.8%

Q5. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of leadership provided by the city's elected officials	13.9%	40.3%	24.4%	4.8%	2.0%	14.6%
B. Overall effectiveness of appointed boards and commissions	12.6%	33.8%	27.2%	6.1%	2.7%	17.6%
C. Overall effectiveness of the City Manager	16.2%	38.6%	22.8%	3.0%	1.6%	17.8%

WITHOUT DON'T KNOW

Q5. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of leadership provided by the city's elected officials	16.2%	47.2%	28.6%	5.6%	2.4%
B. Overall effectiveness of appointed boards and commissions	15.3%	41.1%	33.0%	7.4%	3.3%
C. Overall effectiveness of the City Manager	19.7%	46.9%	27.8%	3.7%	1.9%

Q6. 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.

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of police protection	32.9%	51.4%	8.7%	1.9%	0.6%	4.5%
B. Visibility of police in neighborhoods	29.6%	45.2%	17.2%	5.5%	1.0%	1.4%
C. Visibility of police in retail areas	25.1%	46.5%	19.4%	3.3%	0.9%	4.8%
D. Police response time	24.7%	29.9%	12.1%	2.2%	0.1%	30.9%
E. Efforts to prevent crime	22.0%	41.2%	18.2%	4.6%	1.2%	12.9%
F. Police safety education programs	18.6%	25.4%	18.1%	2.3%	0.7%	34.8%
G. Enforcement of traffic laws	24.7%	45.2%	17.6%	5.3%	2.0%	5.1%
H. Overall quality of fire protection	34.7%	38.6%	7.8%	0.7%	0.0%	18.2%
I. Fire personnel emergency response time	29.9%	26.0%	7.8%	0.1%	0.0%	36.1%
J. Quality of fire safety education programs	21.8%	23.7%	15.0%	0.9%	0.4%	38.2%
K. Quality of local ambulance service	24.4%	28.8%	10.0%	0.3%	0.1%	36.4%

WITHOUT DON'T KNOW

Q6. 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.

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of police protection	34.5%	53.9%	9.1%	2.0%	0.6%
B. Visibility of police in neighborhoods	30.1%	45.9%	17.4%	5.6%	1.0%
C. Visibility of police in retail areas	26.4%	48.9%	20.3%	3.5%	0.9%
D. Police response time	35.8%	43.3%	17.6%	3.1%	0.2%
E. Efforts to prevent crime	25.2%	47.3%	20.9%	5.3%	1.3%
F. Police safety education programs	28.6%	39.0%	27.7%	3.5%	1.1%
G. Enforcement of traffic laws	26.0%	47.6%	18.6%	5.6%	2.1%
H. Overall quality of fire protection	42.4%	47.2%	9.5%	0.9%	0.0%
I. Fire personnel emergency response time	46.8%	40.7%	12.2%	0.2%	0.0%
J. Quality of fire safety education programs	35.3%	38.3%	24.3%	1.4%	0.7%
K. Quality of local ambulance service	38.4%	45.2%	15.7%	0.5%	0.2%

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. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	137	19.8 %
Visibility of police in neighborhoods	137	19.8 %
Visibility of police in retail areas	30	4.3 %
Police response time	23	3.3 %
Efforts to prevent crime	154	22.3 %
Police safety education programs	25	3.6 %
Enforcement of traffic laws	49	7.1 %
Overall quality of fire protection	8	1.2 %
Fire personnel emergency response time	4	0.6 %
Quality of fire safety education programs	6	0.9 %
Quality of local ambulance service	20	2.9 %
None chosen	99	14.3 %
Total	692	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 Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	67	9.7 %
Visibility of police in neighborhoods	97	14.0 %
Visibility of police in retail areas	67	9.7 %
Police response time	35	5.1 %
Efforts to prevent crime	115	16.6 %
Police safety education programs	40	5.8 %
Enforcement of traffic laws	49	7.1 %
Overall quality of fire protection	50	7.2 %
Fire personnel emergency response time	18	2.6 %
Quality of fire safety education programs	19	2.7 %
Quality of local ambulance service	16	2.3 %
None chosen	119	17.2 %
Total	692	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?

Q7. 3rd Emphasis	Number	Percent
Overall quality of police protection	69	10.0 %
Visibility of police in neighborhoods	55	7.9 %
Visibility of police in retail areas	58	8.4 %
Police response time	32	4.6 %
Efforts to prevent crime	90	13.0 %
Police safety education programs	36	5.2 %
Enforcement of traffic laws	34	4.9 %
Overall quality of fire protection	55	7.9 %
Fire personnel emergency response time	25	3.6 %
Quality of fire safety education programs	23	3.3 %
Quality of local ambulance service	67	9.7 %
None chosen	148	21.4 %
Total	692	100.0 %

Q7. Sum of the Top THREE PUBLIC SAFETY SERVICES items you think should receive the most emphasis from city leaders over the next TWO Years.

Q7. Sum of Top 3 Choices	Number	Percent
Efforts to prevent crime	359	51.9 %
Visibility of police in neighborhoods	289	41.8 %
Overall quality of police protection	273	39.5 %
Visibility of police in retail areas	155	22.4 %
Enforcement of traffic laws	132	19.1 %
Overall quality of fire protection	113	16.3 %
Quality of local ambulance service	103	14.9 %
Police safety education programs	101	14.6 %
Police response time	90	13.0 %
Quality of fire safety education programs	48	6.9 %
Fire personnel emergency response time	47	6.8 %
None chosen	99	14.3 %
Total	1809	

Q8. 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.":

(N=692)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In your neighborhood during the day	66.0%	30.5%	1.7%	0.7%	0.3%	0.7%
B. In your neighborhood at night	39.2%	45.2%	10.0%	3.3%	1.3%	1.0%
C. In the city's parks	24.1%	46.5%	14.6%	1.4%	0.7%	12.6%
D. In commercial and retail areas	28.9%	54.3%	12.7%	1.3%	0.4%	2.3%
E. In downtown Auburn	43.9%	45.2%	7.4%	0.7%	0.1%	2.6%
F. Traveling by bicycle in Auburn	8.8%	17.3%	19.2%	13.0%	4.5%	37.1%
G. Traveling as a pedestrian in Auburn	17.6%	44.5%	19.1%	8.4%	1.3%	9.1%
H. Overall feeling of safety in Auburn	34.0%	57.9%	5.8%	0.6%	0.6%	1.2%

WITHOUT DON'T KNOW

Q8. 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.":

(N=692)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
A. In your neighborhood during the day	66.5%	30.7%	1.7%	0.7%	0.3%
B. In your neighborhood at night	39.6%	45.7%	10.1%	3.4%	1.3%
C. In the city's parks	27.6%	53.2%	16.7%	1.7%	0.8%
D. In commercial and retail areas	29.6%	55.6%	13.0%	1.3%	0.4%
E. In downtown Auburn	45.1%	46.4%	7.6%	0.7%	0.1%
F. Traveling by bicycle in Auburn	14.0%	27.6%	30.6%	20.7%	7.1%
G. Traveling as a pedestrian in Auburn	19.4%	49.0%	21.0%	9.2%	1.4%
H. Overall feeling of safety in Auburn	34.4%	58.6%	5.8%	0.6%	0.6%

Q9. 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.

<u>Q9. Most Important</u>	<u>Number</u>	<u>Percent</u>
Texting while driving/distracted driving	471	68.1 %
Jaywalking	32	4.6 %
Visibility of joggers/walkers after dark	66	9.5 %
Running red lights	27	3.9 %
Neighborhood speeding	37	5.3 %
Bicyclists not obeying traffic laws	31	4.5 %
Tiger Transit loading/unloading safety	2	0.3 %
Pedestrian safety	10	1.4 %
None chosen	16	2.3 %
Total	692	100.0 %

Q9. 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.

<u>Q9. 2nd Important</u>	<u>Number</u>	<u>Percent</u>
Texting while driving/distracted driving	19	2.7 %
Jaywalking	68	9.8 %
Visibility of joggers/walkers after dark	84	12.1 %
Running red lights	83	12.0 %
Neighborhood speeding	171	24.7 %
Bicyclists not obeying traffic laws	121	17.5 %
Tiger Transit loading/unloading safety	15	2.2 %
Pedestrian safety	98	14.2 %
None chosen	33	4.8 %
Total	692	100.0 %

Q9. Sum of the Top TWO you consider the most important transportation safety issue in Auburn?

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Texting while driving/distracted driving	490	70.8 %
Neighborhood speeding	208	30.1 %
Bicyclists not obeying traffic laws	152	22.0 %
Visibility of joggers/walkers after dark	150	21.7 %
Running red lights	110	15.9 %
Pedestrian safety	108	15.6 %
Jaywalking	100	14.5 %
None chosen	18	2.6 %
<u>Tiger Transit loading/unloading safety</u>	<u>17</u>	<u>2.5 %</u>
Total	1353	

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=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Cleanup of debris/litter	38.6%	40.2%	9.7%	5.3%	2.6%	3.6%
B. Cleanup of large junk/abandoned vehicles	32.7%	31.9%	12.0%	5.1%	2.0%	16.3%
C. Cleanup of overgrown and weedy lots	22.4%	30.6%	18.9%	11.8%	3.6%	12.6%
D. Efforts to remove dilapidated structures	22.7%	26.3%	16.9%	7.5%	2.0%	24.6%
E. Enforcement of loud music	22.1%	29.5%	20.2%	7.7%	3.9%	16.6%
F. Control of nuisance animals	23.0%	30.6%	19.7%	7.9%	3.9%	14.9%

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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Cleanup of debris/litter	40.0%	41.7%	10.0%	5.5%	2.7%
B. Cleanup of large junk/abandoned vehicles	39.0%	38.2%	14.3%	6.0%	2.4%
C. Cleanup of overgrown and weedy lots	25.6%	35.0%	21.7%	13.6%	4.1%
D. Efforts to remove dilapidated structures	30.1%	34.9%	22.4%	10.0%	2.7%
E. Enforcement of loud music	26.5%	35.4%	24.3%	9.2%	4.7%
F. Control of nuisance animals	27.0%	36.0%	23.1%	9.3%	4.6%

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. Most Emphasis	Number	Percent
Cleanup of debris/litter	149	21.5 %
Cleanup of large junk/abandoned vehicles	37	5.3 %
Cleanup of overgrown and weedy lots	116	16.8 %
Efforts to remove dilapidated structures	88	12.7 %
Enforcement of loud music	81	11.7 %
Control of nuisance animals	88	12.7 %
None chosen	133	19.2 %
Total	692	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 Emphasis	Number	Percent
Cleanup of debris/litter	102	14.7 %
Cleanup of large junk/abandoned vehicles	70	10.1 %
Cleanup of overgrown and weedy lots	130	18.8 %
Efforts to remove dilapidated structures	81	11.7 %
Enforcement of loud music	69	10.0 %
Control of nuisance animals	74	10.7 %
None chosen	166	24.0 %
Total	692	100.0 %

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

Q11. Sum of Top 2 Choices	Number	Percent
Cleanup of debris/litter	251	36.3 %
Cleanup of overgrown and weedy lots	246	35.5 %
Efforts to remove dilapidated structures	169	24.4 %
Control of nuisance animals	162	23.4 %
Enforcement of loud music	150	21.7 %
Cleanup of large junk/abandoned vehicles	107	15.5 %
None chosen	133	19.2 %
Total	1218	

Q12. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Residential garbage collection service	55.6%	34.2%	3.9%	2.5%	0.7%	3.0%
B. Curbside recycling service overall	36.3%	28.8%	9.1%	8.4%	5.2%	12.3%
C. Material types accepted for recycling	23.8%	32.4%	15.0%	12.6%	5.1%	11.1%
D. Recycling at city's drop-off recycling center	30.6%	31.4%	11.4%	2.3%	0.9%	23.4%
E. Yard waste removal service	40.8%	34.2%	7.2%	4.2%	1.3%	12.3%
F. Water service	40.6%	41.5%	10.1%	3.2%	1.3%	3.3%
G. Utility Billing Office customer service	31.9%	34.0%	13.7%	3.2%	1.3%	15.9%

WITHOUT DON'T KNOW

Q12. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Residential garbage collection service	57.4%	35.3%	4.0%	2.5%	0.7%
B. Curbside recycling service overall	41.4%	32.8%	10.4%	9.6%	5.9%
C. Material types accepted for recycling	26.8%	36.4%	16.9%	14.1%	5.7%
D. Recycling at city's drop-off recycling center	40.0%	40.9%	14.9%	3.0%	1.1%
E. Yard waste removal service	46.5%	39.0%	8.2%	4.8%	1.5%
F. Water service	42.0%	42.9%	10.5%	3.3%	1.3%
G. Utility Billing Office customer service	38.0%	40.4%	16.3%	3.8%	1.5%

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. Most Emphasis	Number	Percent
Residential garbage collection service	92	13.3 %
Curbside recycling service overall	131	18.9 %
Material types accepted for recycling	156	22.5 %
Recycling at city's drop-off recycling center	30	4.3 %
Yard waste removal service	57	8.2 %
Water service	70	10.1 %
Utility Billing Office customer service	37	5.3 %
None chosen	119	17.2 %
Total	692	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 Emphasis	Number	Percent
Residential garbage collection service	61	8.8 %
Curbside recycling service overall	107	15.5 %
Material types accepted for recycling	114	16.5 %
Recycling at city's drop-off recycling center	46	6.6 %
Yard waste removal service	90	13.0 %
Water service	65	9.4 %
Utility Billing Office customer service	37	5.3 %
None chosen	172	24.9 %
Total	692	100.0 %

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

Q13. Sum of Top 2 Choices	Number	Percent
Material types accepted for recycling	270	39.0 %
Curbside recycling service overall	238	34.4 %
Residential garbage collection service	153	22.1 %
Yard waste removal service	147	21.2 %
Water service	135	19.5 %
Recycling at city's drop-off recycling center	76	11.0 %
Utility Billing Office customer service	74	10.7 %
None chosen	119	17.2 %
Total	1212	

Q14. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Ease of travel by car in Auburn	26.0%	49.3%	11.3%	10.3%	1.7%	1.4%
B. Ease of travel by bicycle in Auburn	7.2%	15.3%	19.8%	8.7%	4.3%	44.7%
C. Ease of pedestrian travel in Auburn	18.2%	39.3%	20.7%	7.7%	1.9%	12.3%

WITHOUT DON'T KNOW

Q14. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Ease of travel by car in Auburn	26.4%	50.0%	11.4%	10.4%	1.8%
B. Ease of travel by bicycle in Auburn	13.1%	27.7%	35.8%	15.7%	7.8%
C. Ease of pedestrian travel in Auburn	20.8%	44.8%	23.6%	8.7%	2.1%

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	24	3.5 %
Weekly	40	5.8 %
Monthly	32	4.6 %
Occasionally	143	20.7 %
Never	448	64.7 %
Not provided	5	0.7 %
Total	692	100.0 %

Q16. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of streets	19.8%	55.2%	13.7%	8.8%	1.0%	1.4%
B. Maintenance of sidewalks	20.5%	52.0%	16.2%	7.5%	1.0%	2.7%
C. Maintenance of street signs	27.2%	57.1%	10.4%	2.3%	1.3%	1.7%
D. Maintenance of traffic signals	30.9%	55.1%	9.5%	2.3%	0.7%	1.4%
E. Maintenance of downtown Auburn	33.1%	53.0%	9.2%	2.3%	0.0%	2.3%
F. Cleanup of debris/litter in and near roadways	19.8%	50.1%	18.6%	6.9%	2.0%	2.5%
G. Maintenance of city-owned buildings	27.2%	50.4%	13.4%	0.9%	0.1%	7.9%
H. Mowing/trimming along streets and public areas	24.9%	53.3%	15.3%	3.8%	0.6%	2.2%
I. Overall cleanliness of streets and public areas	25.7%	56.4%	12.7%	2.7%	0.6%	1.9%
J. Adequacy of city street lighting	18.1%	45.7%	20.5%	11.1%	2.6%	2.0%

WITHOUT DON'T KNOW

Q16. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance of streets	20.1%	56.0%	13.9%	8.9%	1.0%
B. Maintenance of sidewalks	21.1%	53.5%	16.6%	7.7%	1.0%
C. Maintenance of street signs	27.6%	58.1%	10.6%	2.4%	1.3%
D. Maintenance of traffic signals	31.4%	55.9%	9.7%	2.3%	0.7%
E. Maintenance of downtown Auburn	33.9%	54.3%	9.5%	2.4%	0.0%
F. Cleanup of debris/litter in and near roadways	20.3%	51.4%	19.1%	7.1%	2.1%
G. Maintenance of city-owned buildings	29.5%	54.8%	14.6%	0.9%	0.2%
H. Mowing/trimming along streets and public areas	25.4%	54.5%	15.7%	3.8%	0.6%
I. Overall cleanliness of streets and public areas	26.2%	57.4%	13.0%	2.8%	0.6%
J. Adequacy of city street lighting	18.4%	46.6%	20.9%	11.4%	2.7%

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. Most Emphasis	Number	Percent
Maintenance of streets	192	27.7 %
Maintenance of sidewalks	50	7.2 %
Maintenance of street signs	15	2.2 %
Maintenance of traffic signals	19	2.7 %
Maintenance of downtown Auburn	37	5.3 %
Cleanup of debris/litter in and near roadways	68	9.8 %
Maintenance of city-owned buildings	8	1.2 %
Mowing/trimming along streets and public areas	27	3.9 %
Overall cleanliness of streets and public areas	17	2.5 %
Adequacy of city street lighting	159	23.0 %
None chosen	100	14.5 %
Total	692	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 Emphasis	Number	Percent
Maintenance of streets	89	12.9 %
Maintenance of sidewalks	98	14.2 %
Maintenance of street signs	24	3.5 %
Maintenance of traffic signals	30	4.3 %
Maintenance of downtown Auburn	40	5.8 %
Cleanup of debris/litter in and near roadways	78	11.3 %
Maintenance of city-owned buildings	17	2.5 %
Mowing/trimming along streets and public areas	50	7.2 %
Overall cleanliness of streets and public areas	69	10.0 %
Adequacy of city street lighting	73	10.5 %
None chosen	124	17.9 %
Total	692	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 Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	56	8.1 %
Maintenance of sidewalks	60	8.7 %
Maintenance of street signs	40	5.8 %
Maintenance of traffic signals	27	3.9 %
Maintenance of downtown Auburn	51	7.4 %
Cleanup of debris/litter in and near roadways	72	10.4 %
Maintenance of city-owned buildings	27	3.9 %
Mowing/trimming along streets and public areas	44	6.4 %
Overall cleanliness of streets and public areas	77	11.1 %
Adequacy of city street lighting	76	11.0 %
None chosen	162	23.4 %
Total	692	100.0 %

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

<u>Q17. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	337	48.7 %
Adequacy of city street lighting	308	44.5 %
Cleanup of debris/litter in and near roadways	218	31.5 %
Maintenance of sidewalks	208	30.1 %
Overall cleanliness of streets and public areas	163	23.6 %
Maintenance of downtown Auburn	128	18.5 %
Mowing/trimming along streets and public areas	121	17.5 %
Maintenance of street signs	79	11.4 %
Maintenance of traffic signals	76	11.0 %
Maintenance of city-owned buildings	52	7.5 %
None chosen	100	14.5 %
Total	1790	

Q18. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of parks	24.4%	51.2%	9.4%	2.2%	0.3%	12.6%
B. Maintenance of cemeteries	19.2%	31.1%	12.1%	1.0%	0.3%	36.3%
C. Maintenance of walking trails	21.2%	45.4%	11.3%	1.9%	0.1%	20.1%
D. Maintenance of biking paths and lanes	14.9%	34.8%	15.0%	3.9%	1.3%	30.1%
E. Maintenance of swimming pools	9.5%	21.5%	14.3%	1.3%	0.3%	53.0%
F. Quality of swimming pools	8.5%	19.2%	15.2%	4.2%	0.7%	52.2%
G. Maintenance of community recreation centers	17.2%	35.7%	11.6%	1.7%	0.3%	33.5%
H. Quality of community recreation centers	17.6%	33.1%	13.3%	2.9%	0.4%	32.7%
I. Maintenance of outdoor athletic fields	18.8%	36.0%	12.7%	2.0%	0.9%	29.6%
J. Quality of outdoor athletic fields	17.9%	35.1%	12.9%	3.0%	1.0%	30.1%
K. Quality of youth athletic programs	16.0%	31.9%	9.8%	2.6%	0.7%	38.9%
L. Quality of adult athletic programs	9.2%	22.0%	13.4%	3.3%	0.7%	51.3%
M. Quality of cultural arts programs	14.9%	30.2%	14.2%	3.5%	0.9%	36.4%
N. Quality of senior programs	10.4%	21.0%	12.1%	1.3%	0.4%	54.8%
O. Quality of special needs/therapeutics programs	9.5%	14.0%	11.0%	2.6%	0.4%	62.4%
P. Ease of registering for programs	15.8%	30.9%	12.3%	4.2%	1.0%	35.8%
Q. Fees charged for recreation programs	13.7%	30.6%	15.2%	3.9%	1.9%	34.7%
R. Quality of special events (CityFest, Downtown Trick or Treat, etc...)	25.5%	38.1%	15.2%	2.9%	0.6%	17.7%

WITHOUT DON'T KNOW

Q18. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance of parks	27.9%	58.5%	10.7%	2.5%	0.3%
B. Maintenance of cemeteries	30.2%	48.8%	19.0%	1.6%	0.5%
C. Maintenance of walking trails	26.6%	56.8%	14.1%	2.4%	0.2%
D. Maintenance of biking paths and lanes	21.3%	49.8%	21.5%	5.6%	1.9%
E. Maintenance of swimming pools	20.3%	45.8%	30.5%	2.8%	0.6%
F. Quality of swimming pools	17.8%	40.2%	31.7%	8.8%	1.5%
G. Maintenance of community recreation centers	25.9%	53.7%	17.4%	2.6%	0.4%
H. Quality of community recreation centers	26.2%	49.1%	19.7%	4.3%	0.6%
I. Maintenance of outdoor athletic fields	26.7%	51.1%	18.1%	2.9%	1.2%
J. Quality of outdoor athletic fields	25.6%	50.2%	18.4%	4.3%	1.4%
K. Quality of youth athletic programs	26.2%	52.2%	16.1%	4.3%	1.2%
L. Quality of adult athletic programs	19.0%	45.1%	27.6%	6.8%	1.5%
M. Quality of cultural arts programs	23.4%	47.5%	22.3%	5.5%	1.4%
N. Quality of senior programs	23.0%	46.3%	26.8%	2.9%	1.0%
O. Quality of special needs/therapeutics programs	25.4%	37.3%	29.2%	6.9%	1.2%
P. Ease of registering for programs	24.5%	48.2%	19.1%	6.5%	1.6%
Q. Fees charged for recreation programs	21.0%	46.9%	23.2%	6.0%	2.9%
R. Quality of special events (CityFest, Downtown Trick or Treat, etc...)	31.0%	46.3%	18.5%	3.5%	0.7%

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. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	122	17.6 %
Maintenance of cemeteries	20	2.9 %
Maintenance of walking trails	27	3.9 %
Maintenance of biking paths and lanes	48	6.9 %
Maintenance of swimming pools	5	0.7 %
Quality of swimming pools	23	3.3 %
Maintenance of community recreation centers	20	2.9 %
Quality of community recreation centers	21	3.0 %
Maintenance of outdoor athletic fields	18	2.6 %
Quality of outdoor athletic fields	22	3.2 %
Quality of youth athletic programs	46	6.6 %
Quality of adult athletic programs	9	1.3 %
Quality of cultural arts programs	18	2.6 %
Quality of senior programs	29	4.2 %
Quality of special needs/therapeutics programs	18	2.6 %
Ease of registering for programs	19	2.7 %
Fees charged for recreation programs	24	3.5 %
Quality of special events (CityFest, Downtown Trick or Treat, etc...)	47	6.8 %
None chosen	156	22.5 %
Total	692	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 Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	63	9.1 %
Maintenance of cemeteries	23	3.3 %
Maintenance of walking trails	56	8.1 %
Maintenance of biking paths and lanes	33	4.8 %
Maintenance of swimming pools	18	2.6 %
Quality of swimming pools	27	3.9 %
Maintenance of community recreation centers	23	3.3 %
Quality of community recreation centers	23	3.3 %
Maintenance of outdoor athletic fields	28	4.0 %
Quality of outdoor athletic fields	27	3.9 %
Quality of youth athletic programs	31	4.5 %
Quality of adult athletic programs	21	3.0 %
Quality of cultural arts programs	40	5.8 %
Quality of senior programs	21	3.0 %
Quality of special needs/therapeutics programs	15	2.2 %
Ease of registering for programs	12	1.7 %
Fees charged for recreation programs	23	3.3 %
Quality of special events (CityFest, Downtown Trick or Treat, etc...)	27	3.9 %
<u>None chosen</u>	<u>181</u>	<u>26.2 %</u>
Total	692	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 Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	47	6.8 %
Maintenance of cemeteries	17	2.5 %
Maintenance of walking trails	44	6.4 %
Maintenance of biking paths and lanes	32	4.6 %
Maintenance of swimming pools	13	1.9 %
Quality of swimming pools	14	2.0 %
Maintenance of community recreation centers	23	3.3 %
Quality of community recreation centers	36	5.2 %
Maintenance of outdoor athletic fields	23	3.3 %
Quality of outdoor athletic fields	14	2.0 %
Quality of youth athletic programs	42	6.1 %
Quality of adult athletic programs	19	2.7 %
Quality of cultural arts programs	36	5.2 %
Quality of senior programs	26	3.8 %
Quality of special needs/therapeutics programs	12	1.7 %
Ease of registering for programs	31	4.5 %
Fees charged for recreation programs	18	2.6 %
Quality of special events (CityFest, Downtown Trick or Treat, etc...)	42	6.1 %
<u>None chosen</u>	<u>203</u>	<u>29.3 %</u>
Total	692	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?

Q19. 4th Emphasis	Number	Percent
Maintenance of parks	31	4.5 %
Maintenance of cemeteries	18	2.6 %
Maintenance of walking trails	37	5.3 %
Maintenance of biking paths and lanes	25	3.6 %
Maintenance of swimming pools	12	1.7 %
Quality of swimming pools	14	2.0 %
Maintenance of community recreation centers	28	4.0 %
Quality of community recreation centers	35	5.1 %
Maintenance of outdoor athletic fields	17	2.5 %
Quality of outdoor athletic fields	16	2.3 %
Quality of youth athletic programs	33	4.8 %
Quality of adult athletic programs	30	4.3 %
Quality of cultural arts programs	27	3.9 %
Quality of senior programs	23	3.3 %
Quality of special needs/therapeutics programs	20	2.9 %
Ease of registering for programs	17	2.5 %
Fees charged for recreation programs	20	2.9 %
Quality of special events (CityFest, Downtown Trick or Treat, etc...)	49	7.1 %
None chosen	240	34.7 %
Total	692	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. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	263	38.0 %
Quality of special events (CityFest, Downtown Trick or Treat, etc...)	165	23.8 %
Maintenance of walking trails	164	23.7 %
Quality of youth athletic programs	152	22.0 %
Maintenance of biking paths and lanes	138	19.9 %
Quality of cultural arts programs	121	17.5 %
Quality of community recreation centers	115	16.6 %
Quality of senior programs	99	14.3 %
Maintenance of community recreation centers	94	13.6 %
Maintenance of outdoor athletic fields	86	12.4 %
Fees charged for recreation programs	85	12.3 %
Quality of adult athletic programs	79	11.4 %
Ease of registering for programs	79	11.4 %
Quality of outdoor athletic fields	79	11.4 %
Quality of swimming pools	78	11.3 %
Maintenance of cemeteries	78	11.3 %
Quality of special needs/therapeutics programs	65	9.4 %
Maintenance of swimming pools	48	6.9 %
<u>None chosen</u>	<u>157</u>	<u>22.7 %</u>
Total	2145	

Q20. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of Open Line newsletter	22.4%	38.6%	12.1%	2.5%	0.7%	23.7%
B. Quality of the city's website	15.8%	37.0%	21.0%	7.8%	1.2%	17.3%
C. Quality of the city's social media (Twitter, Facebook, etc)	7.9%	15.3%	17.6%	2.5%	1.0%	55.6%
D. Availability of information on city services and programs	15.3%	40.3%	23.4%	6.8%	1.4%	12.7%
E. Availability of information about Parks & Recreation programs and services	18.1%	39.5%	20.5%	6.6%	1.4%	13.9%
F. Level of public involvement in local decision-making	9.1%	23.8%	26.2%	12.0%	4.5%	24.4%
G. Transparency of city government	8.5%	22.4%	28.9%	11.7%	4.6%	23.7%

WITHOUT DON'T KNOW

Q20. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Quality of Open Line newsletter	29.4%	50.6%	15.9%	3.2%	0.9%
B. Quality of the city's website	19.1%	44.8%	25.3%	9.4%	1.4%
C. Quality of the city's social media (Twitter, Facebook, etc)	17.9%	34.5%	39.7%	5.5%	2.3%
D. Availability of information on city services and programs	17.5%	46.2%	26.8%	7.8%	1.7%
E. Availability of information about Parks & Recreation programs and services	21.0%	45.8%	23.8%	7.7%	1.7%
F. Level of public involvement in local decision-making	12.0%	31.5%	34.6%	15.9%	5.9%
G. Transparency of city government	11.2%	29.4%	38.0%	15.4%	6.1%

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

Q21. Your primary sources of information about city issues, services, and events	Number	Percent
Word of mouth (friends/neighbors)	468	67.6 %
Open Line newsletter	397	57.4 %
Local newspaper (Villager, OA News)	374	54.0 %
City website via home computer (desktop, laptop)	306	44.2 %
Social networking site (Facebook, Twitter, Youtube)	154	22.3 %
Radio news programs	153	22.1 %
Television news programs	146	21.1 %
City website via mobile device (phone, tablet)	135	19.5 %
City emails/press releases (e-Notifier)	92	13.3 %
Public meetings	65	9.4 %
City cable channel (Charter Ch. 16, Knology Ch. 13)	57	8.2 %
None chosen	19	2.7 %
Other	18	2.6 %
Total	2384	

Q22. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Cleanliness of downtown areas	34.1%	53.6%	7.8%	1.3%	0.3%	2.9%
B. Feeling of safety of downtown at night	31.1%	49.9%	9.7%	2.0%	0.4%	6.9%
C. Pedestrian accessibility	31.9%	49.3%	10.0%	3.6%	0.9%	4.3%
D. Quality of public events held downtown	27.3%	41.9%	16.3%	2.7%	0.6%	11.1%
E. Landscaping and green space	25.6%	44.4%	18.1%	7.1%	1.0%	3.9%
F. Signage and wayfinding	28.5%	44.9%	18.1%	2.9%	0.6%	5.1%
G. Availability of public event space	16.5%	29.2%	24.0%	9.1%	2.2%	19.1%
H. Availability of dining opportunities	24.0%	45.8%	15.9%	8.4%	1.3%	4.6%
I. Availability of outdoor dining venues	15.3%	29.6%	25.7%	15.8%	3.8%	9.8%
J. Availability of retail shopping	17.9%	41.5%	21.8%	11.3%	2.6%	4.9%
K. Availability of parking	6.9%	24.4%	24.3%	28.0%	12.0%	4.3%
L. Enforcement of parking violations and meter times	16.2%	30.8%	26.4%	4.9%	2.2%	19.5%

WITHOUT DON'T KNOW

Q22. 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."

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Cleanliness of downtown areas	35.1%	55.2%	8.0%	1.3%	0.3%
B. Feeling of safety of downtown at night	33.4%	53.6%	10.4%	2.2%	0.5%
C. Pedestrian accessibility	33.4%	51.5%	10.4%	3.8%	0.9%
D. Quality of public events held downtown	30.7%	47.2%	18.4%	3.1%	0.7%
E. Landscaping and green space	26.6%	46.2%	18.8%	7.4%	1.1%
F. Signage and wayfinding	30.0%	47.3%	19.0%	3.0%	0.6%
G. Availability of public event space	20.4%	36.1%	29.6%	11.3%	2.7%
H. Availability of dining opportunities	25.2%	48.0%	16.7%	8.8%	1.4%
I. Availability of outdoor dining venues	17.0%	32.9%	28.5%	17.5%	4.2%
J. Availability of retail shopping	18.8%	43.6%	22.9%	11.9%	2.7%
K. Availability of parking	7.3%	25.5%	25.4%	29.3%	12.5%
L. Enforcement of parking violations and meter times	20.1%	38.2%	32.9%	6.1%	2.7%

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. Most Emphasis	Number	Percent
Cleanliness of downtown areas	70	10.1 %
Feeling of safety of downtown at night	56	8.1 %
Pedestrian accessibility	18	2.6 %
Quality of public events held downtown	22	3.2 %
Landscaping and green space	40	5.8 %
Signage and wayfinding	5	0.7 %
Availability of public event space	16	2.3 %
Availability of dining opportunities	36	5.2 %
Availability of outdoor dining venues	30	4.3 %
Availability of retail shopping	52	7.5 %
Availability of parking	242	35.0 %
Enforcement of parking violations and meter times	15	2.2 %
None chosen	90	13.0 %
Total	692	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 Emphasis	Number	Percent
Cleanliness of downtown areas	38	5.5 %
Feeling of safety of downtown at night	69	10.0 %
Pedestrian accessibility	38	5.5 %
Quality of public events held downtown	43	6.2 %
Landscaping and green space	48	6.9 %
Signage and wayfinding	15	2.2 %
Availability of public event space	35	5.1 %
Availability of dining opportunities	46	6.6 %
Availability of outdoor dining venues	70	10.1 %
Availability of retail shopping	54	7.8 %
Availability of parking	91	13.2 %
Enforcement of parking violations and meter times	26	3.8 %
None chosen	119	17.2 %
Total	692	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 Emphasis	Number	Percent
Cleanliness of downtown areas	43	6.2 %
Feeling of safety of downtown at night	43	6.2 %
Pedestrian accessibility	41	5.9 %
Quality of public events held downtown	44	6.4 %
Landscaping and green space	40	5.8 %
Signage and wayfinding	28	4.0 %
Availability of public event space	39	5.6 %
Availability of dining opportunities	39	5.6 %
Availability of outdoor dining venues	45	6.5 %
Availability of retail shopping	48	6.9 %
Availability of parking	96	13.9 %
Enforcement of parking violations and meter times	34	4.9 %
None chosen	152	22.0 %
Total	692	100.0 %

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

Q23. Sum of Top 3 Choices	Number	Percent
Availability of parking	429	62.0 %
Feeling of safety of downtown at night	168	24.3 %
Availability of retail shopping	154	22.3 %
Cleanliness of downtown areas	151	21.8 %
Availability of outdoor dining venues	145	21.0 %
Landscaping and green space	128	18.5 %
Availability of dining opportunities	121	17.5 %
Quality of public events held downtown	109	15.8 %
Pedestrian accessibility	97	14.0 %
Availability of public event space	90	13.0 %
Enforcement of parking violations and meter times	75	10.8 %
Signage and wayfinding	48	6.9 %
None chosen	91	13.2 %
Total	1806	

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?	Number	Percent
Yes	254	36.7 %
No	438	63.3 %
Total	692	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	114	44.9 %
Somewhat easy	105	41.3 %
Difficult	22	8.7 %
Very difficult	8	3.1 %
Don't know	5	2.0 %
Total	254	100.0 %

Q24b. What department did you contact?

<u>Q24b. What department did you contact?</u>	<u>Number</u>	<u>Percent</u>
Police	62	24.4 %
Fire	5	2.0 %
Planning	30	11.8 %
Parks and Recreation	33	13.0 %
Codes Enforcement	41	16.1 %
Public Works	38	15.0 %
City Manager's Office	21	8.3 %
Utility Billing Office	45	17.7 %
Municipal Court	7	2.8 %
Environmental Services (garbage, trash, recycling, animal control)	101	39.8 %
Water Resource Management (water, sewer and watershed management)	55	21.7 %
Finance (city licenses and taxes)	16	6.3 %
Other	17	6.7 %
None chosen	5	2.0 %
Total	476	

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

<u>Q24c. Was the department you contacted responsive to your issue?</u>	<u>Number</u>	<u>Percent</u>
Yes	136	53.5 %
No	18	7.1 %
Not provided	100	39.4 %
Total	254	100.0 %

Q25. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of new residential development	14.9%	36.8%	17.9%	12.9%	8.7%	8.8%
B. Overall quality of new retail development (stores, restaurants, etc.)	13.7%	42.3%	21.1%	14.2%	3.5%	5.2%
C. Overall quality of new business development (offices, medical facilities, banks, etc.)	14.6%	40.8%	25.0%	8.0%	2.6%	9.0%
D. Overall quality of new industrial development (warehouses, plants, etc.)	13.7%	36.6%	20.7%	4.1%	1.6%	23.3%
E. Redevelopment of abandoned or under-utilized properties	6.6%	18.1%	25.9%	23.3%	9.0%	17.2%
F. Overall appearance of Opelika Road	3.2%	11.7%	27.1%	35.9%	17.8%	4.3%
G. Overall appearance of Downtown Auburn	24.6%	51.5%	15.9%	4.3%	0.6%	3.0%
H. City's planning for future growth	11.3%	26.1%	23.3%	8.4%	7.4%	23.5%

WITHOUT DON'T KNOW

Q25. 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:

(N=692)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of new residential development	16.3%	40.4%	19.7%	14.1%	9.5%
B. Overall quality of new retail development (stores, restaurants, etc.)	14.5%	44.7%	22.3%	14.9%	3.7%
C. Overall quality of new business development (offices, medical facilities, banks, etc.)	16.1%	44.8%	27.5%	8.7%	2.9%
D. Overall quality of new industrial development (warehouses, plants, etc.)	17.9%	47.7%	27.0%	5.3%	2.1%
E. Redevelopment of abandoned or under-utilized properties	8.0%	21.8%	31.2%	28.1%	10.8%
F. Overall appearance of Opelika Road	3.3%	12.3%	28.3%	37.5%	18.6%
G. Overall appearance of Downtown Auburn	25.4%	53.1%	16.4%	4.5%	0.6%
H. City's planning for future growth	14.8%	34.1%	30.5%	11.0%	9.7%

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

	Mean	Sum
number	2.76	1894
Under age 5	0.23	158
Ages 5-9	0.21	145
Ages 10-14	0.23	160
Ages 15-19	0.18	122
Ages 20-24	0.16	110
Ages 25-34	0.42	287
Ages 35-44	0.42	288
Ages 45-54	0.39	265
Ages 55-64	0.22	150
Ages 65-74	0.19	133
Ages 75+	0.11	76

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

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

	Number	Percent
Under 5	165	23.8 %
6 to 10	141	20.4 %
11 to 15	98	14.2 %
16 to 20	71	10.3 %
21-30	80	11.6 %
31+	136	19.7 %
Not Provided	1	0.1 %
Total	692	100.0 %

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

Q29. How many people work within the Auburn city limits?	Number	Percent
none	215	31.1 %
1	258	37.3 %
2	184	26.6 %
3	14	2.0 %
4+	19	2.7 %
Not provided	2	0.3 %
Total	692	100.0 %

Q30. Are you a full time Auburn University student?

Q30. Are you a full time Auburn University student?	Number	Percent
Yes	51	7.4 %
No	636	91.9 %
Not provided	5	0.7 %
Total	692	100.0 %

Q31. Do you own or rent your current residence?

<u>Q31. Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	522	75.4 %
Rent	162	23.4 %
Not provided	8	1.2 %
Total	692	100.0 %

Q32. What is your age?

<u>Q32. What is your age?</u>	<u>Number</u>	<u>Percent</u>
18 to 34 years	152	22.0 %
35 to 44 years	136	19.7 %
45 to 54 years	148	21.4 %
55 to 64 years	122	17.6 %
65+ years	130	18.8 %
Not provided	4	0.6 %
Total	692	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	31	4.5 %
Black/African American	89	12.9 %
Hispanic	15	2.2 %
White/Caucasian	553	79.9 %
American Indian/Eskimo	7	1.0 %
Other	10	1.4 %
Not provided	8	1.2 %
Total	713	

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	74	10.7 %
\$30,000 to \$59,999	140	20.2 %
\$60,000 to \$99,999	203	29.3 %
\$100,000 or more	238	34.4 %
Not provided	37	5.3 %
Total	692	100.0 %

Q35. Your gender:

	Number	Percent
Male	326	47.1 %
Female	366	52.9 %
Total	692	100.0 %

Section 5:
Survey Instrument



City of Auburn
Home of Auburn University

January 2015

Dear Auburn Resident,

I am writing to ask for your assistance with the 2015 Citizen Survey. This survey has been administered annually by the City of Auburn for the past 27 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. Your responses to the questions in the survey are anonymous. The information on the back of 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,

Charles M. Duggan Jr.

Charles M. Duggan, Jr.
City Manager



City of Auburn

2015 City of Auburn Citizen Survey

Welcome to the City of Auburn's Citizen Survey for 2015. 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 | ____ (E) Neighborhood speeding |
| ____ (B) Jaywalking | ____ (F) Bicyclists not obeying traffic laws |
| ____ (C) Visibility of joggers/walkers after dark | ____ (G) Tiger Transit loading/unloading safety |
| ____ (D) Running red lights | ____ (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)

- | | |
|---|--|
| <input type="checkbox"/> (01) <i>Open Line</i> newsletter | <input type="checkbox"/> (07) Television news programs |
| <input type="checkbox"/> (02) City website via home computer (desktop, laptop) | <input type="checkbox"/> (08) Social networking site (<i>Facebook, Twitter, Youtube</i>) |
| <input type="checkbox"/> (03) City website via mobile device (phone, tablet) | <input type="checkbox"/> (09) Word of mouth (friends/neighbors) |
| <input type="checkbox"/> (04) Local newspaper (<i>Villager, OA News</i>) | <input type="checkbox"/> (10) City emails/press releases (<i>e-Notifier</i>) |
| <input type="checkbox"/> (05) City cable channel (Charter Ch. 16, Knology Ch. 13) | <input type="checkbox"/> (11) Public meetings |
| <input type="checkbox"/> (06) Radio news programs | <input type="checkbox"/> (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	___(09) Municipal Court
___(02) Fire	___(10) Environmental Services (garbage, trash, recycling, animal control)
___(03) Planning	___(11) Water Resource Management (water, sewer and watershed management)
___(04) Parks and Recreation	___(12) Finance (city licenses and taxes)
___(05) Codes Enforcement	___(13) Other _____
___(06) Public Works	
___(07) City Manager's Office	
___(08) Utility Billing Office	

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 years |
| <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 2015. 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 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.



DirectionFinder®

APPENDIX A: GIS Maps

Submitted to

The City of
**Auburn,
Alabama**

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

April 2015

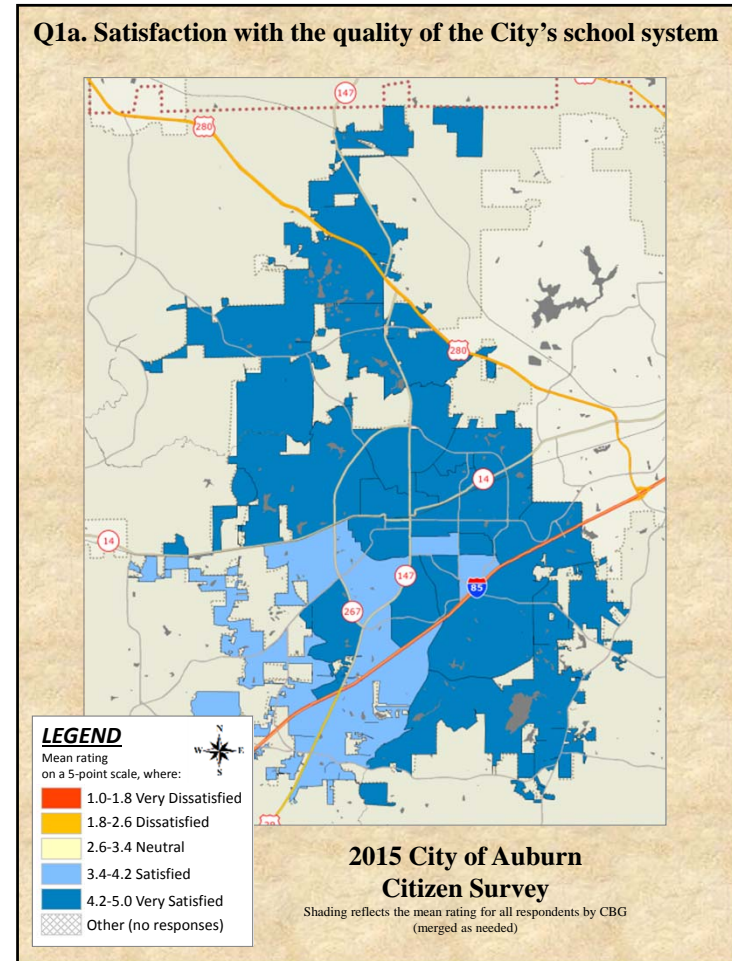
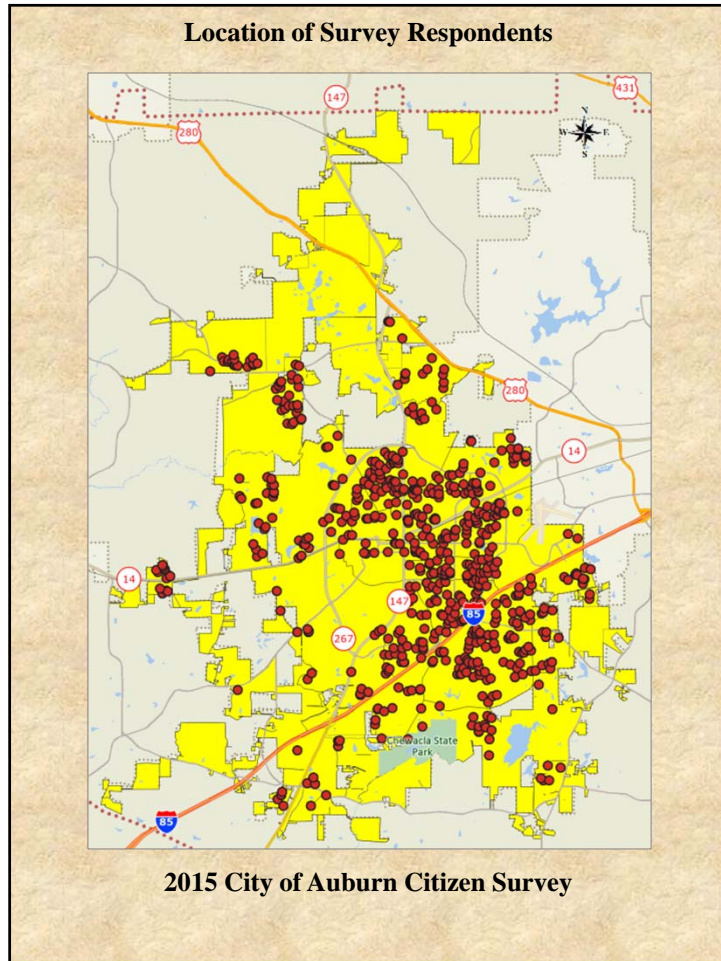


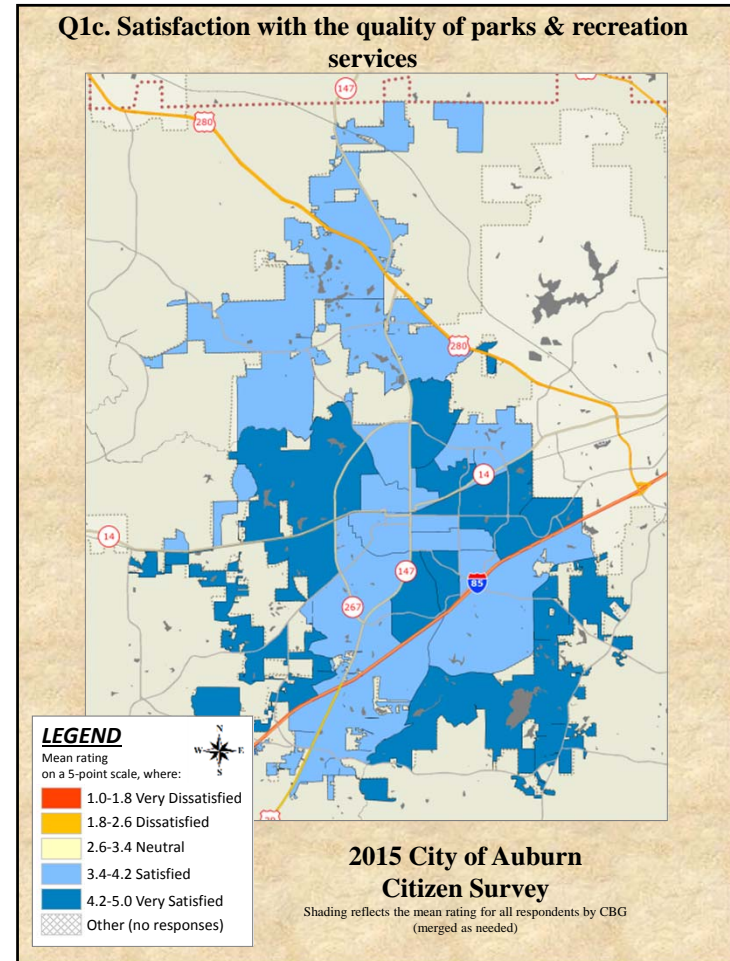
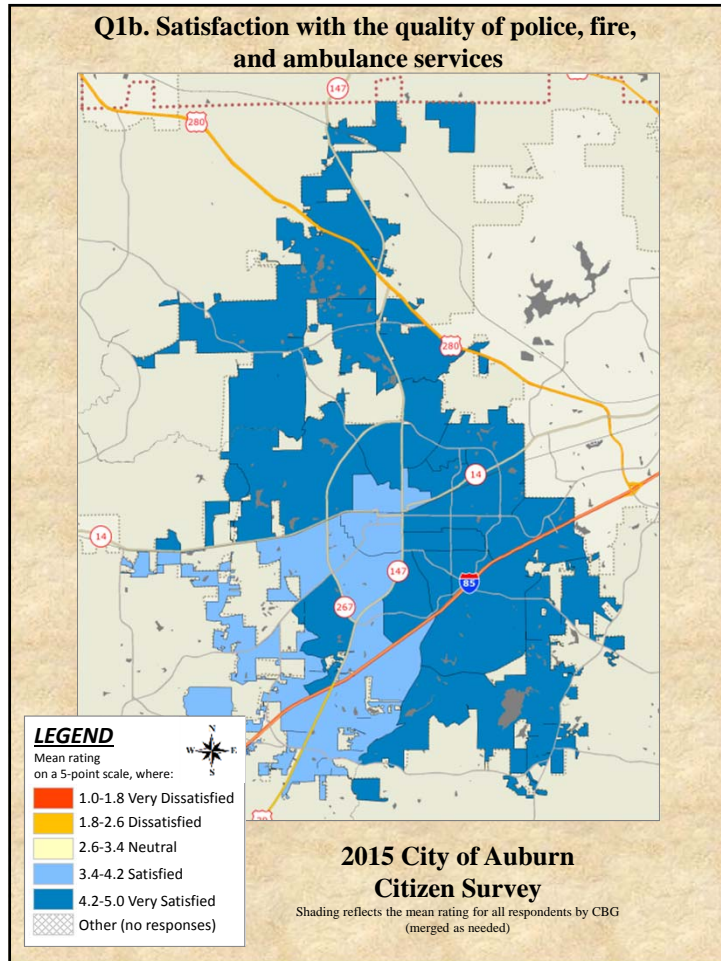
Interpreting the Maps

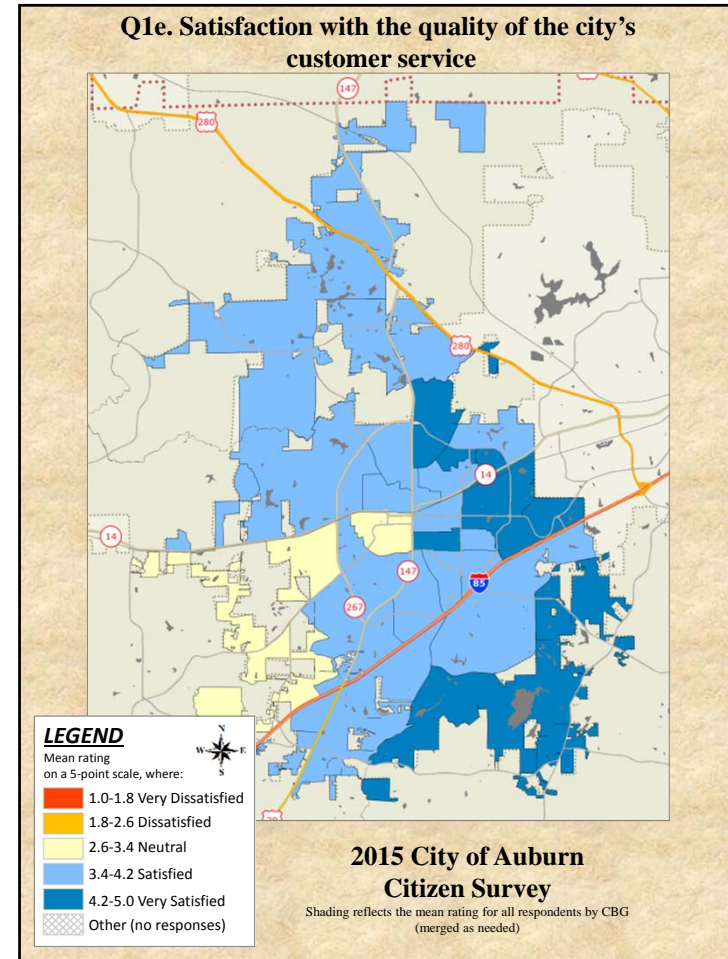
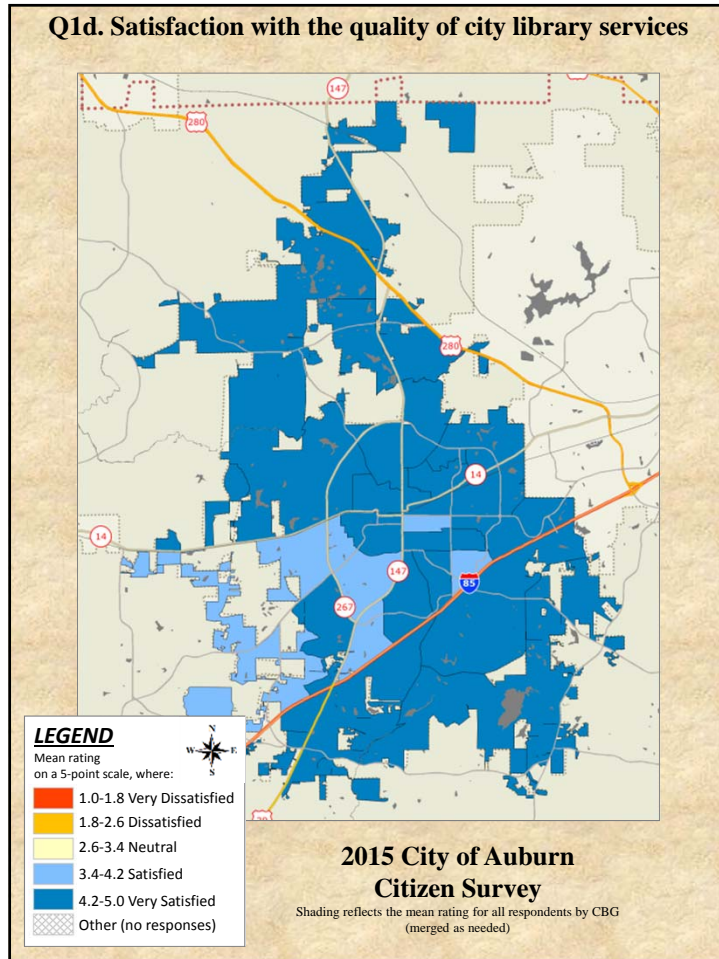
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

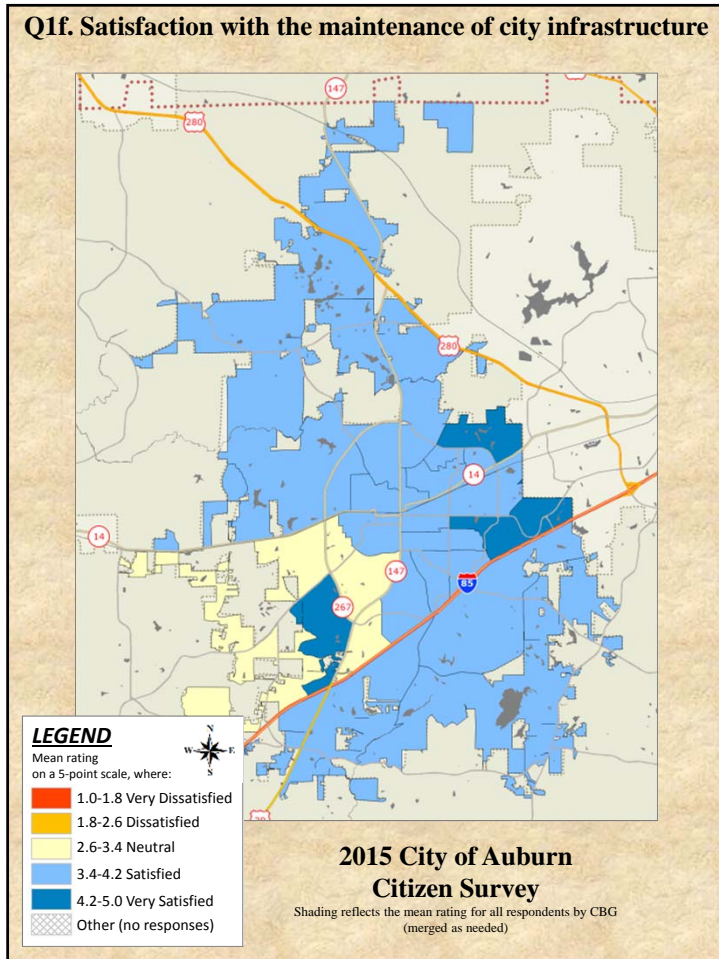
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”



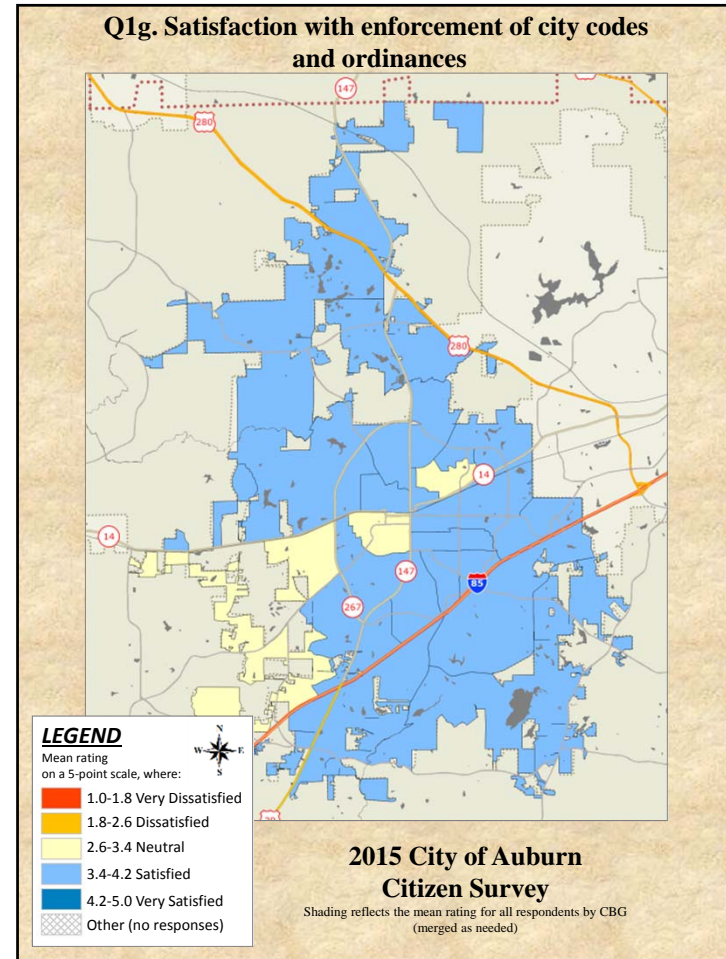


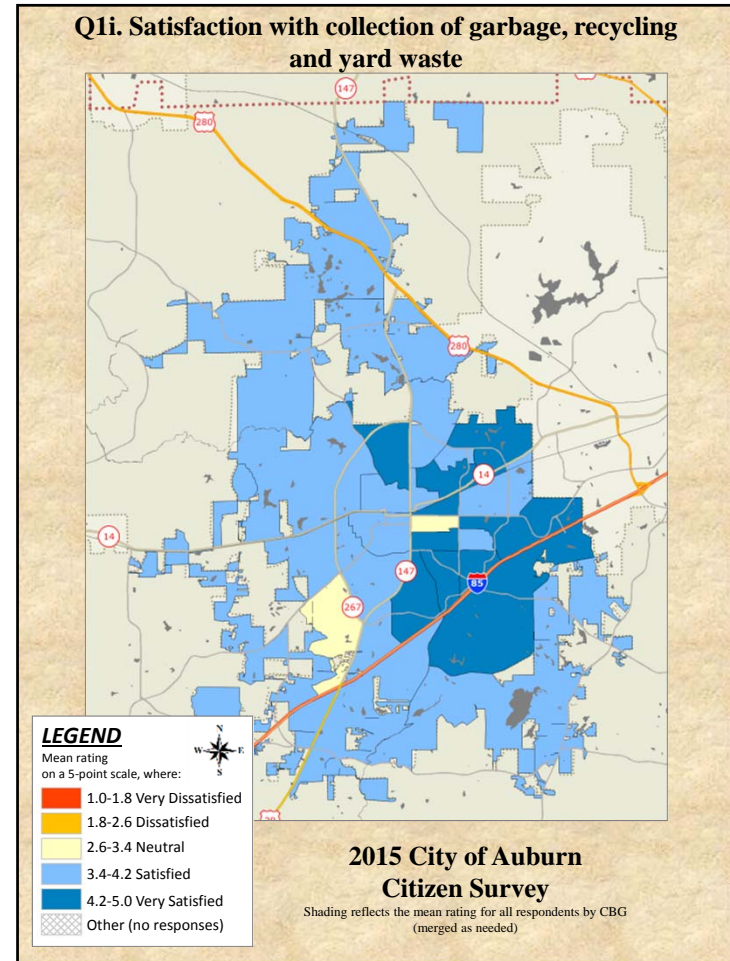
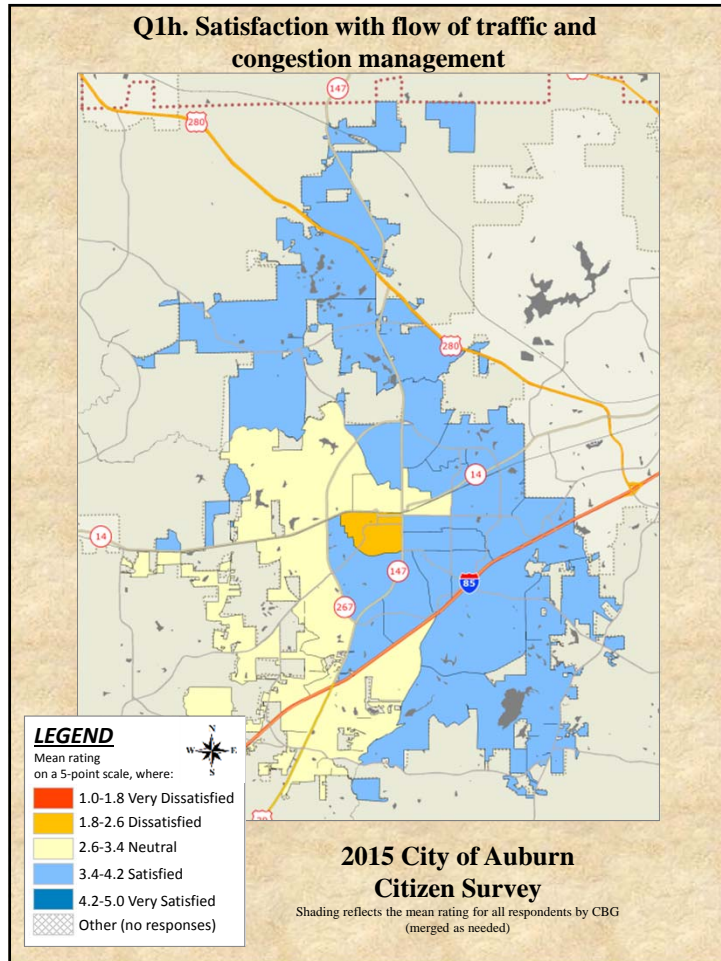


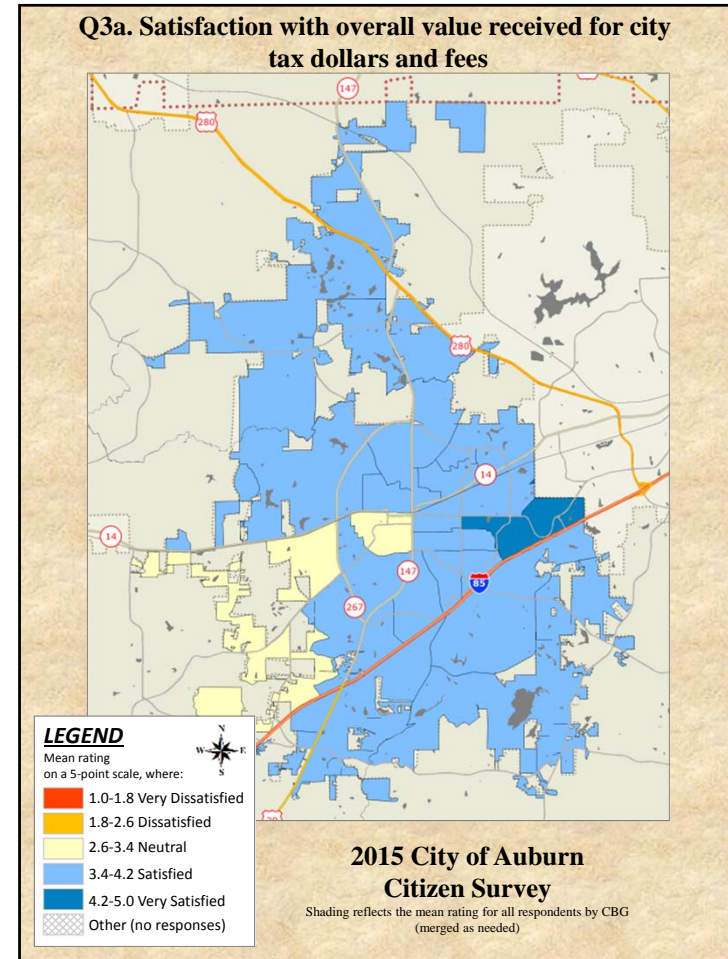
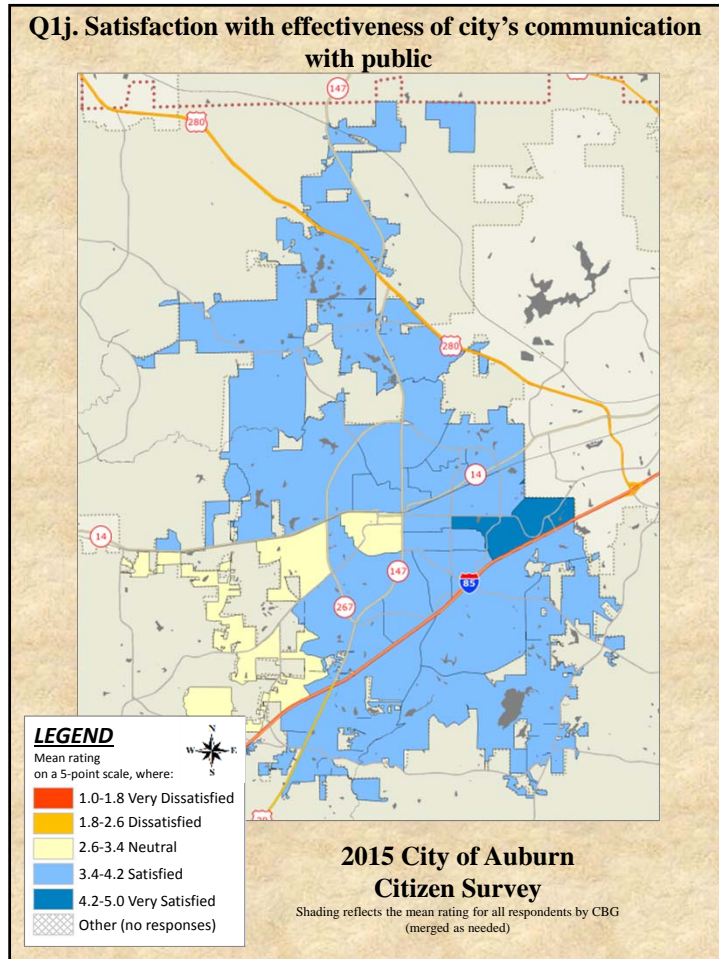
Q1f. Satisfaction with the maintenance of city infrastructure

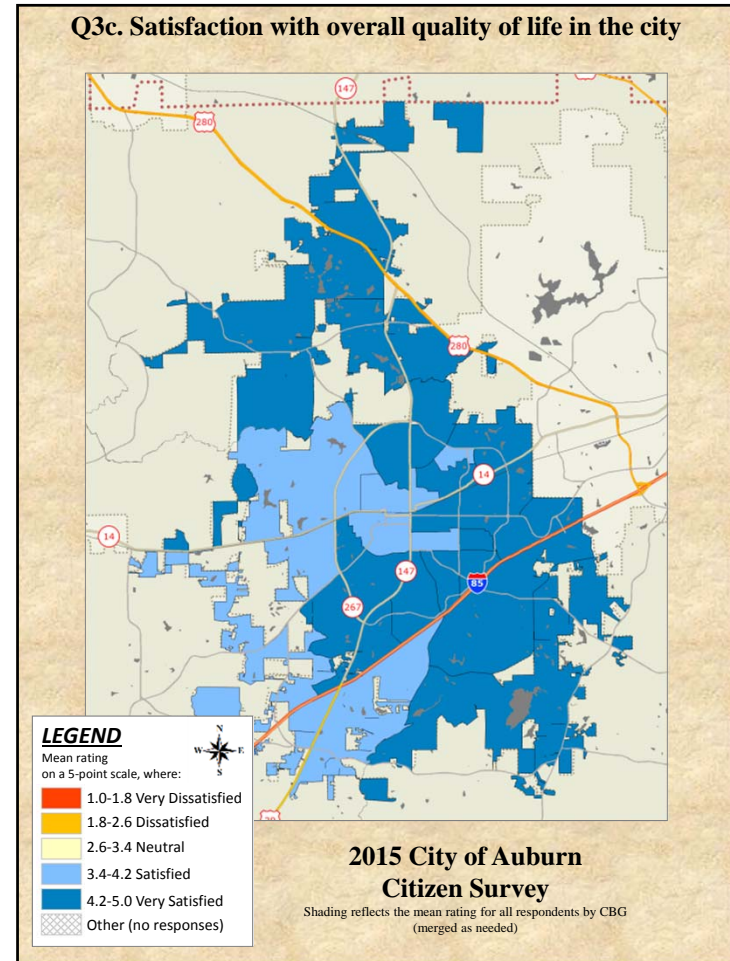
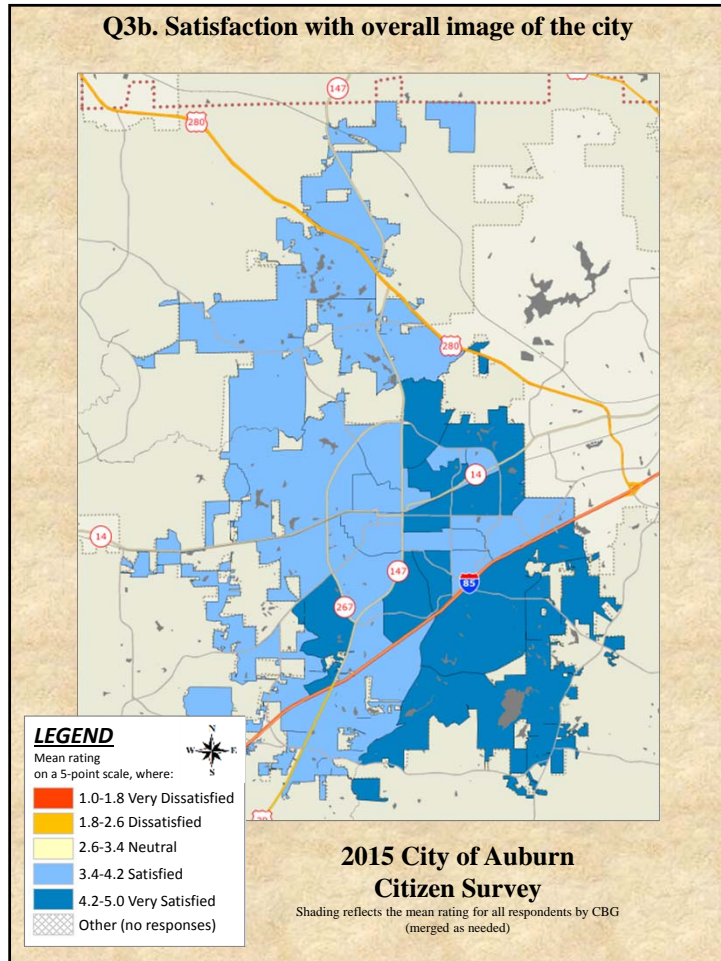


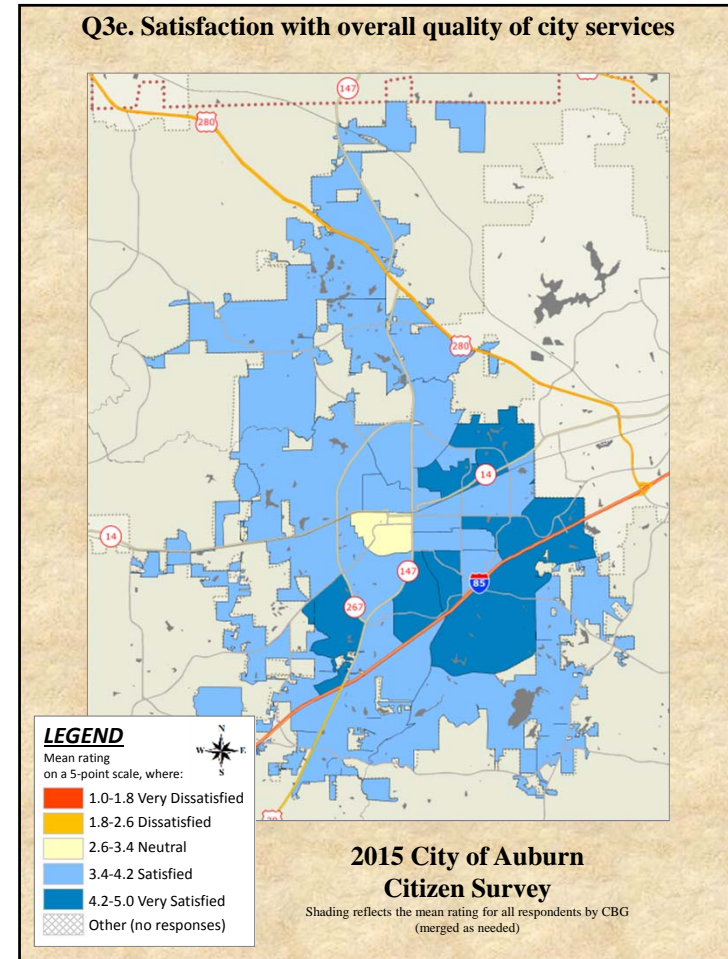
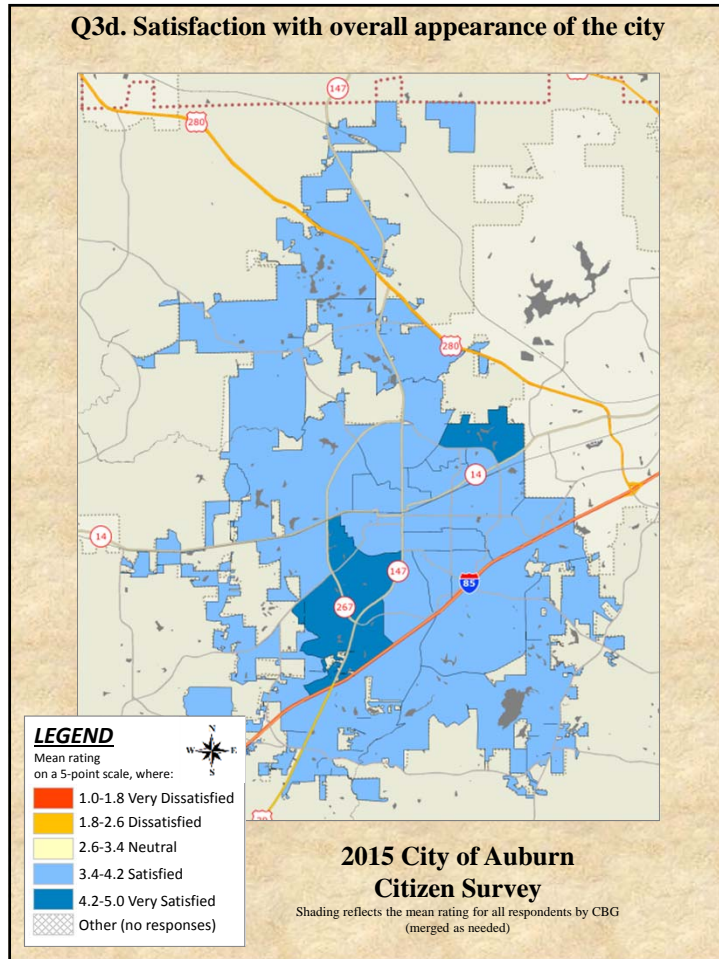
Q1g. Satisfaction with enforcement of city codes and ordinances

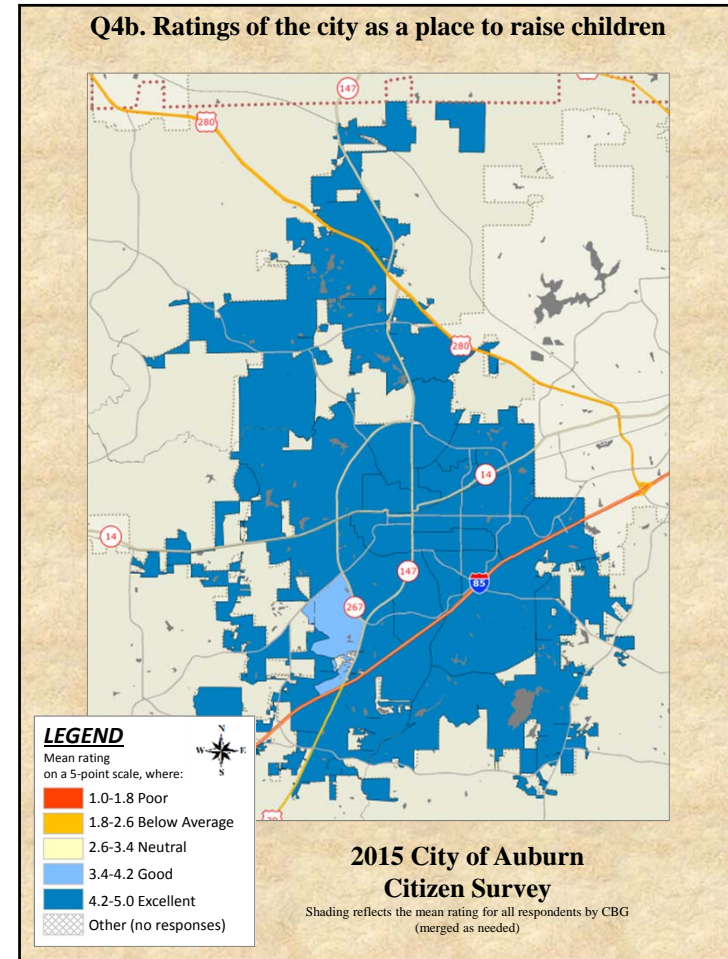
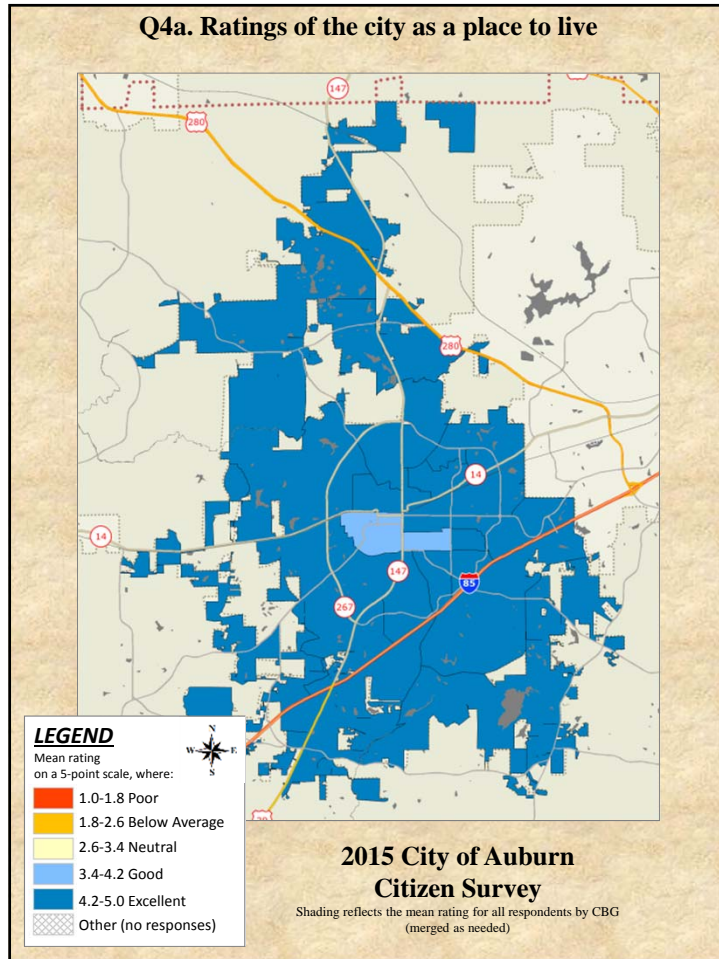


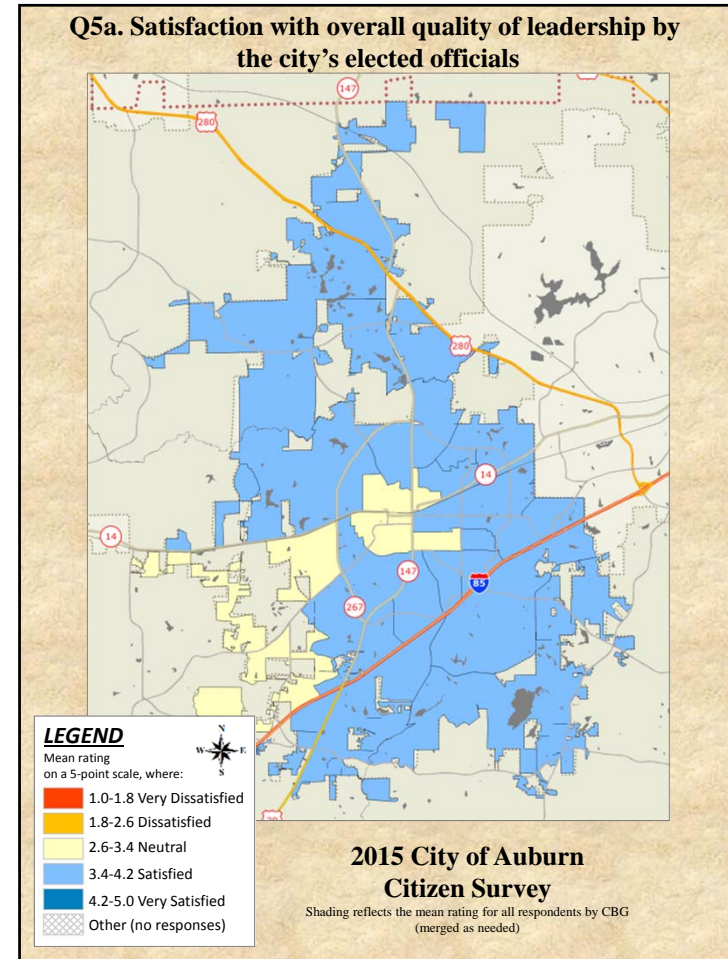
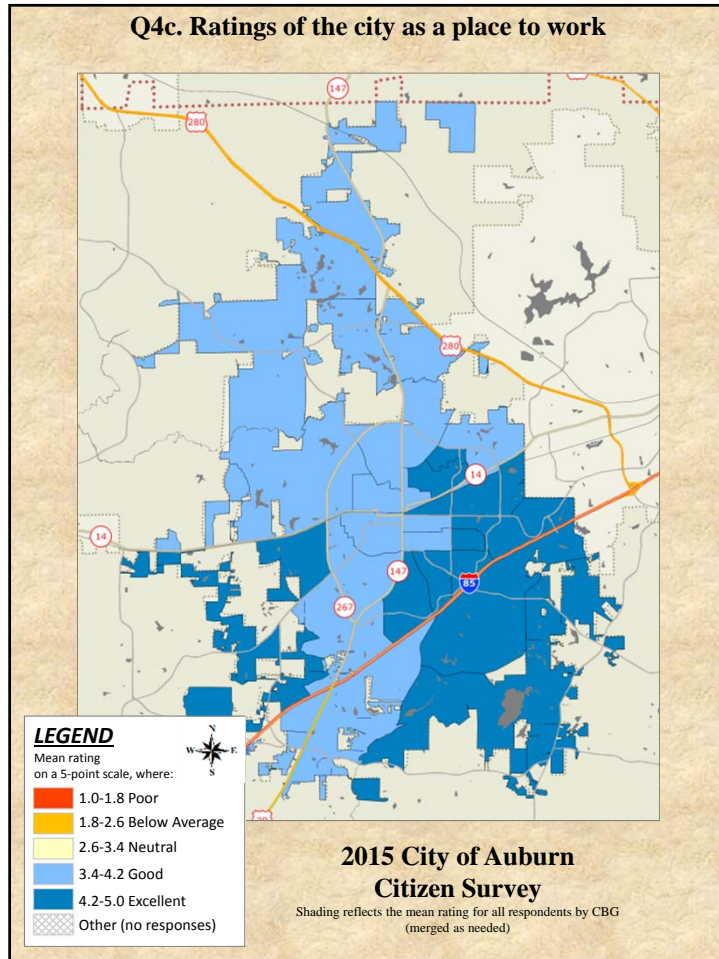


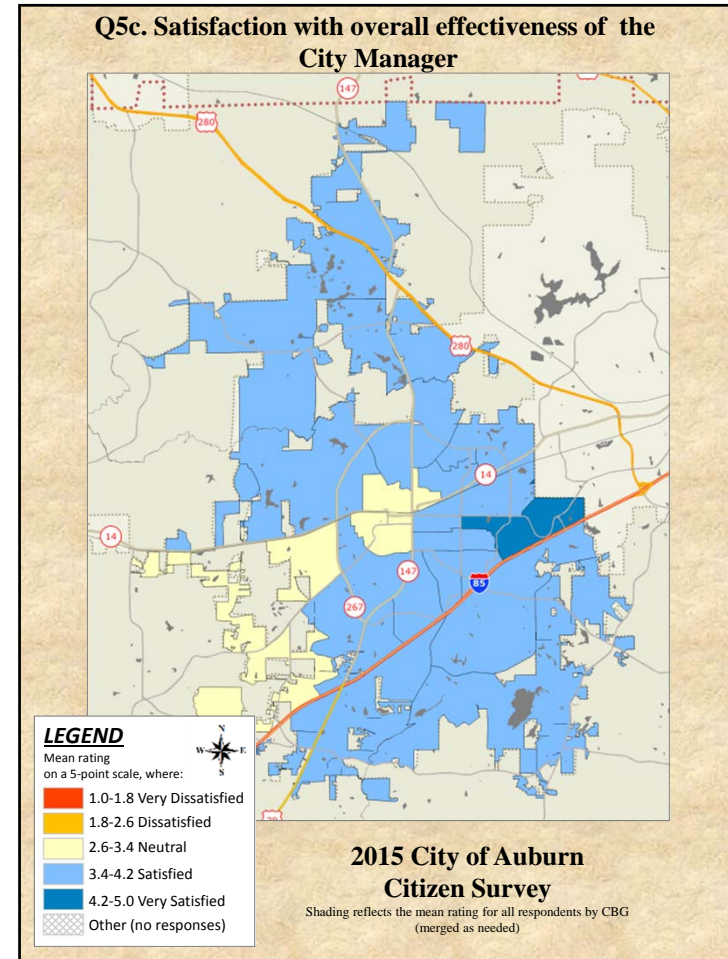
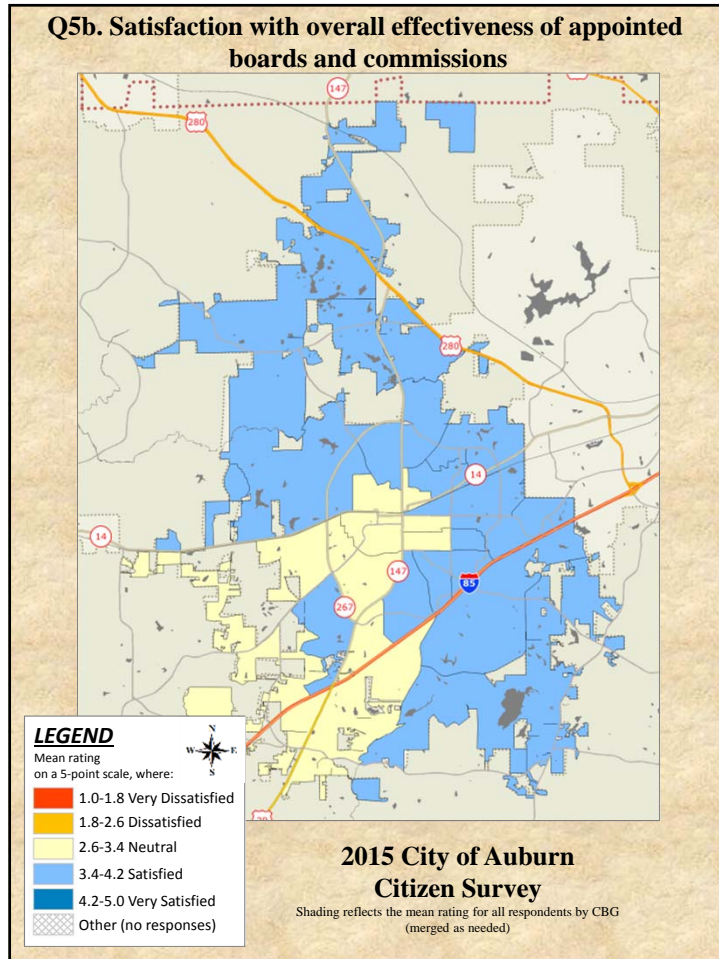


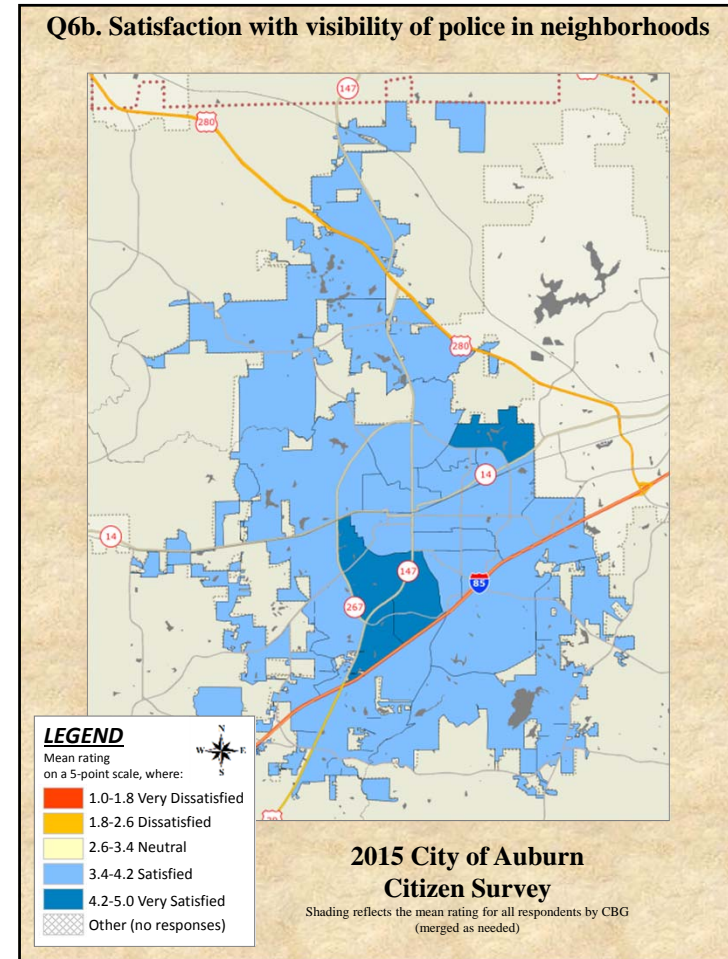
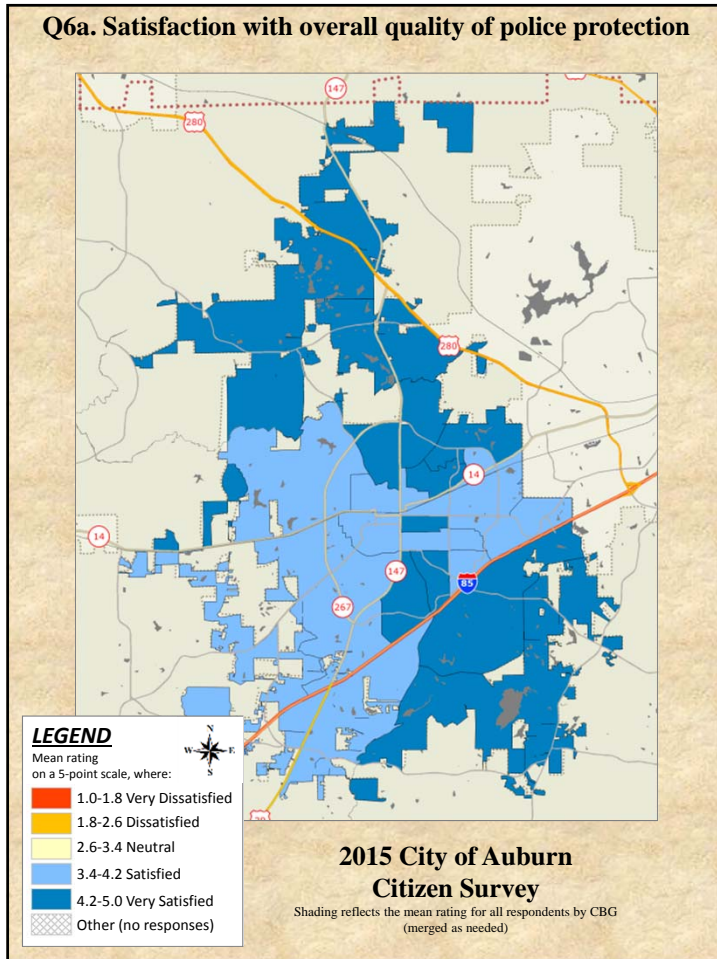




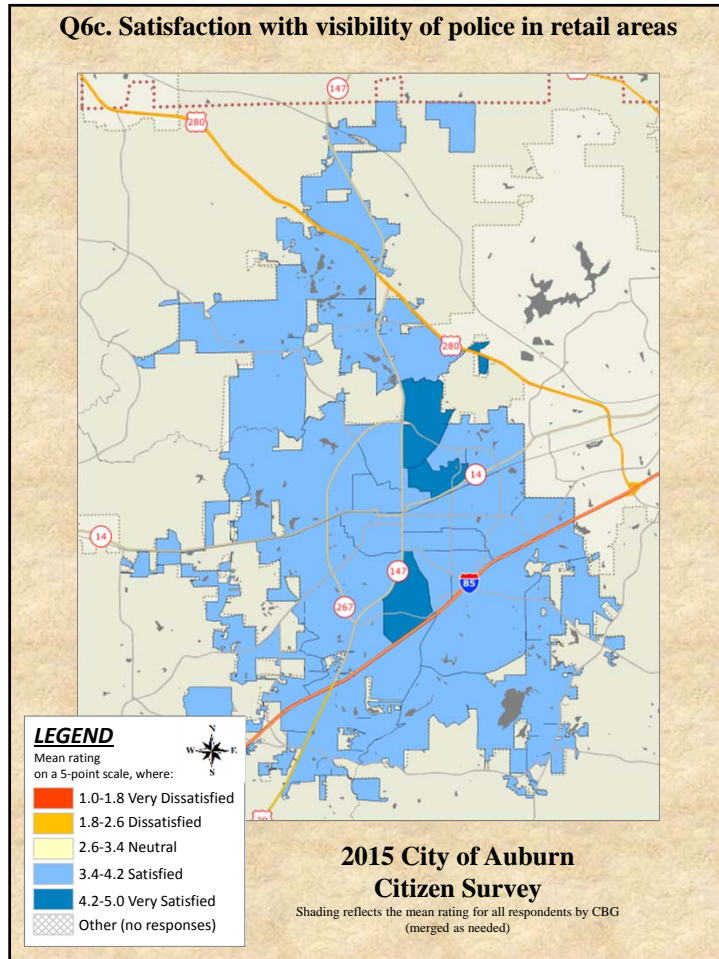




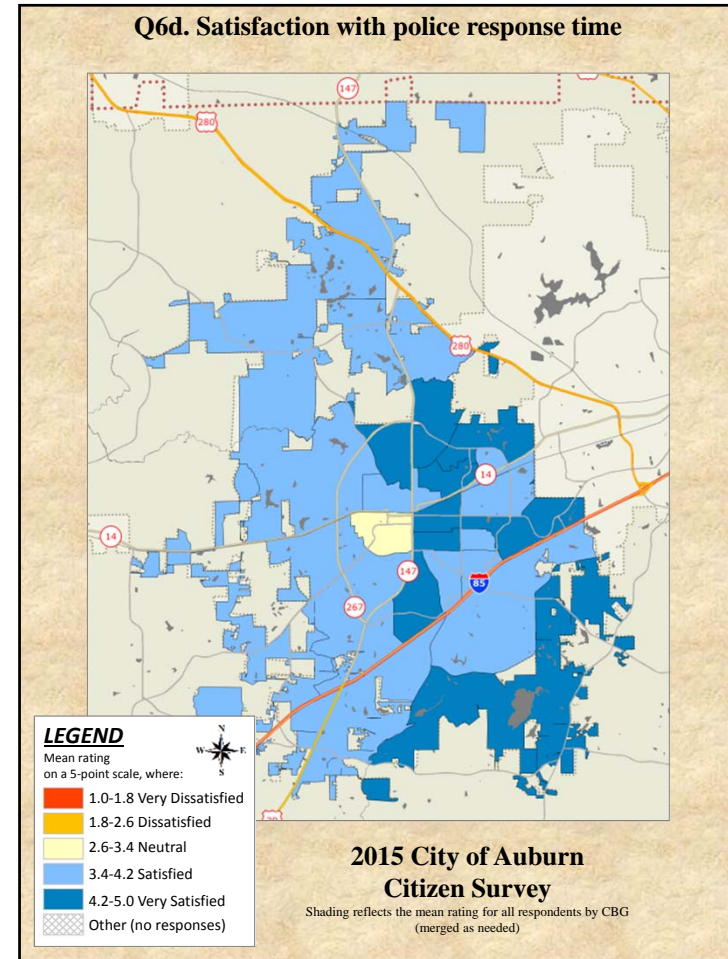


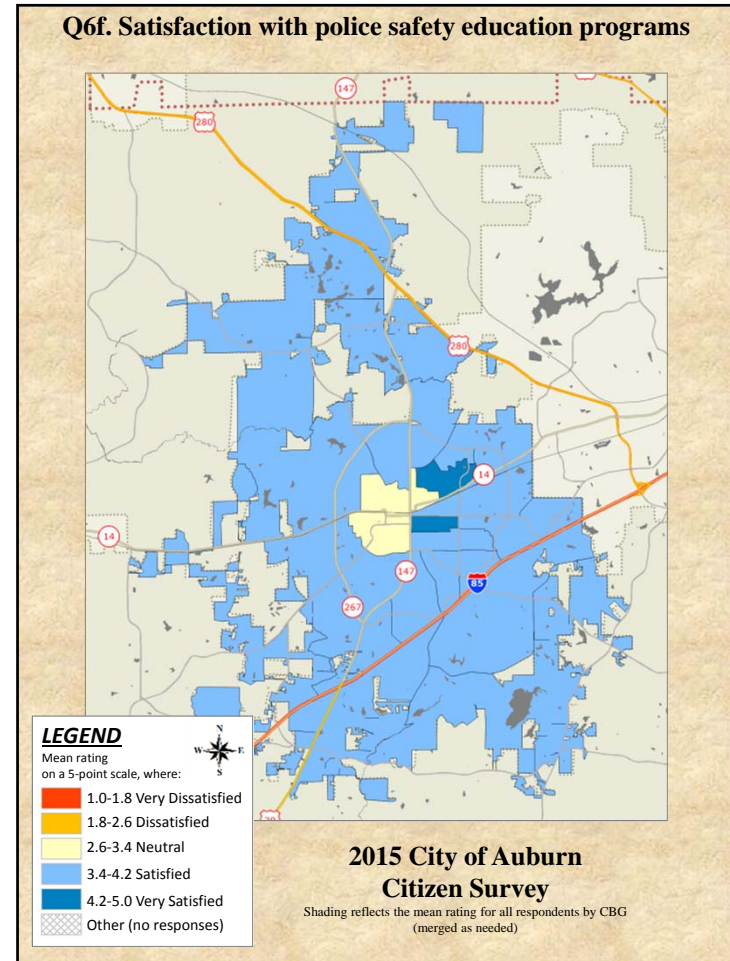
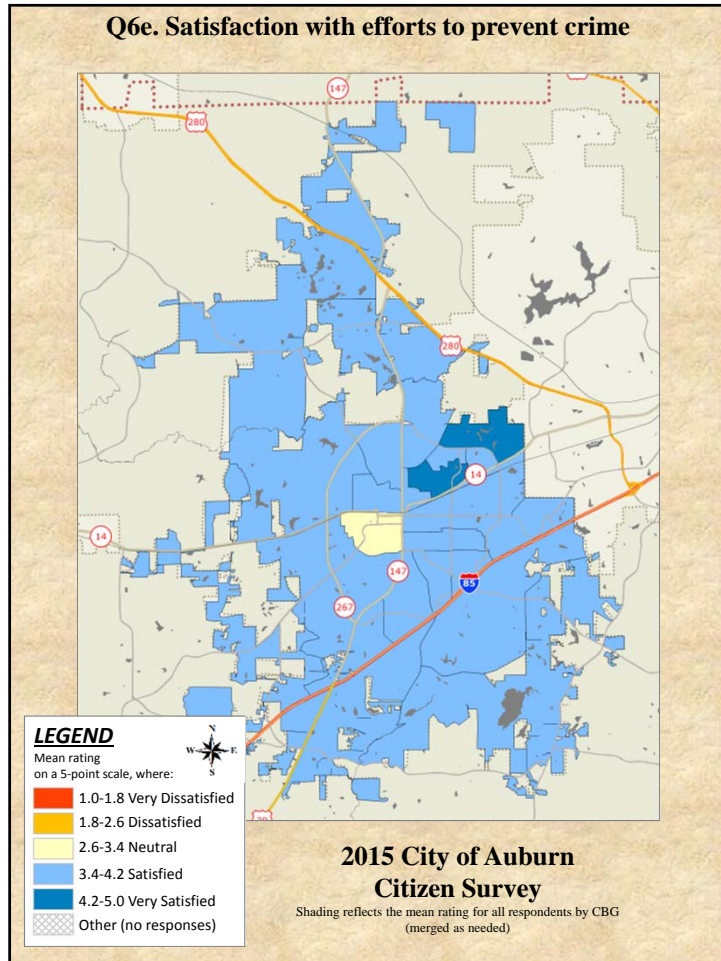


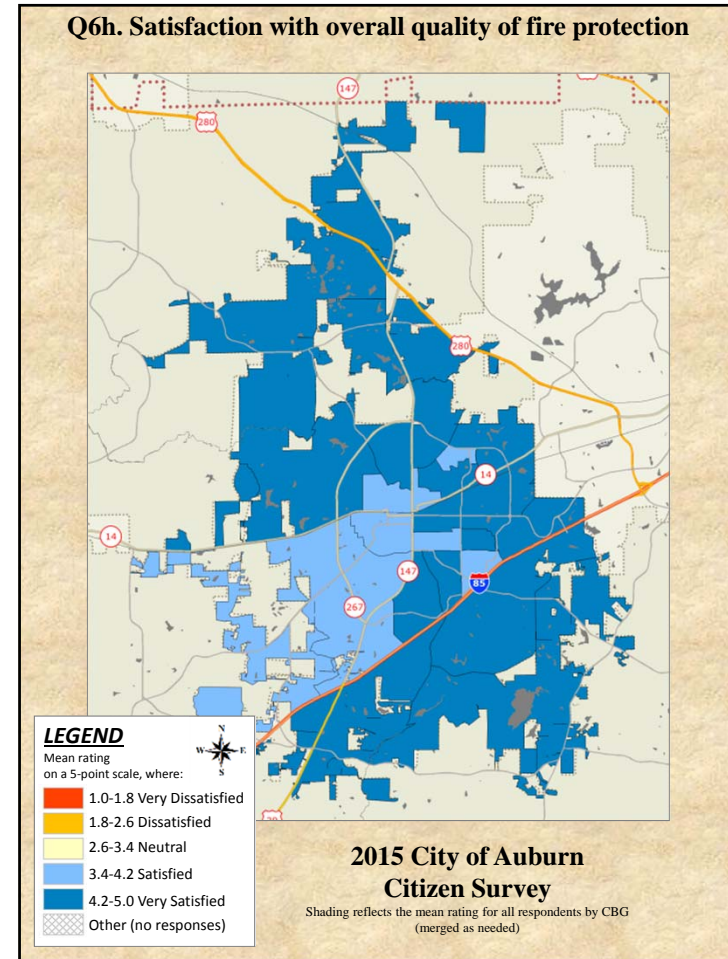
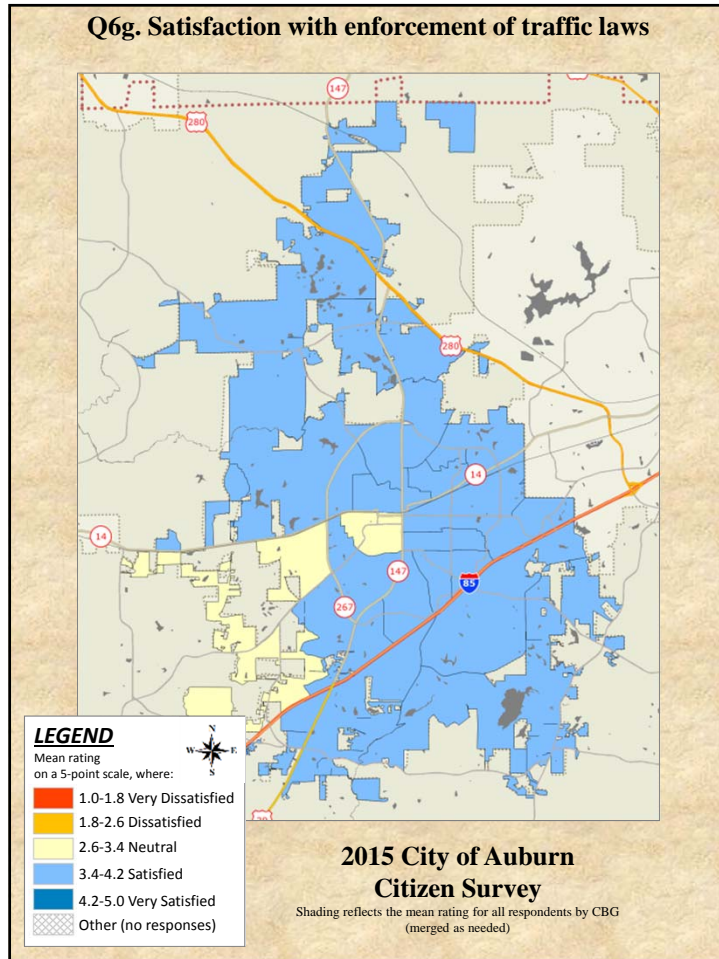
Q6c. Satisfaction with visibility of police in retail areas



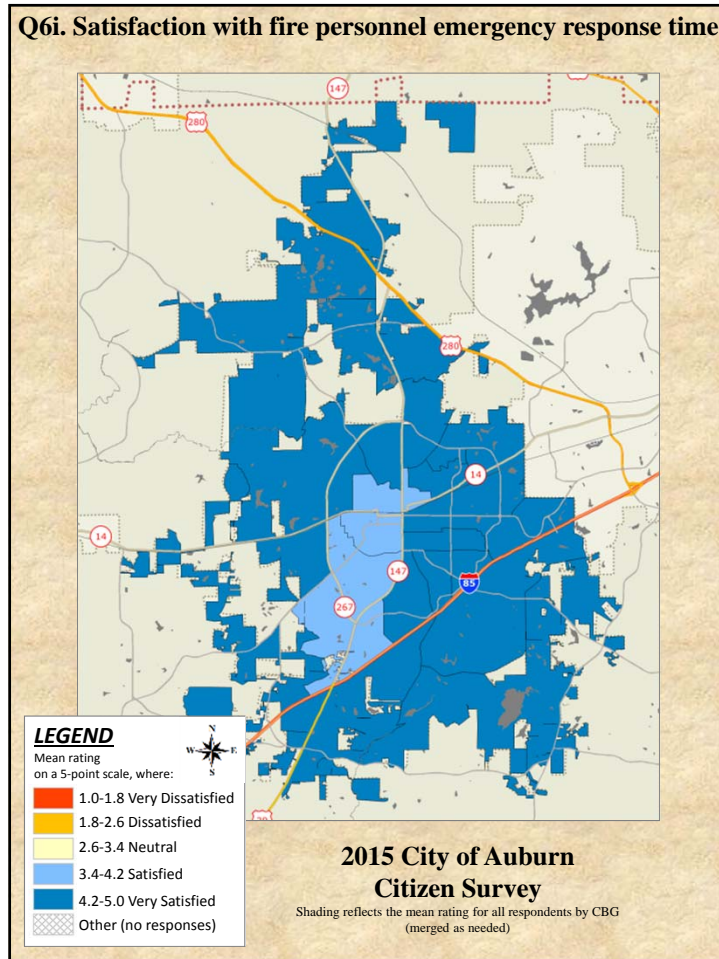
Q6d. Satisfaction with police response time



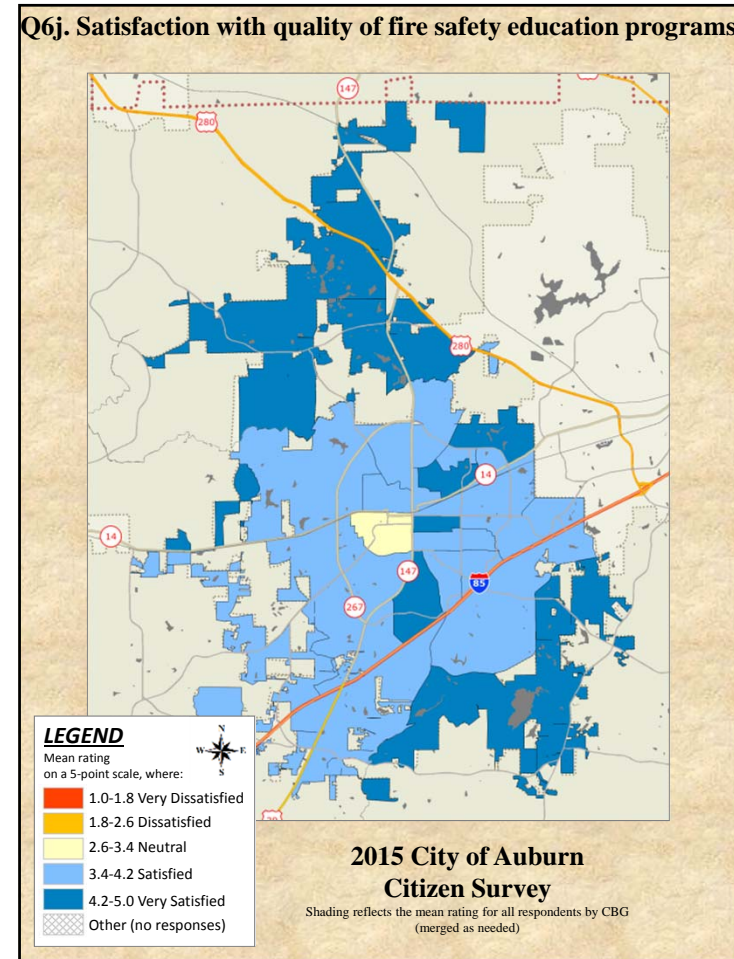


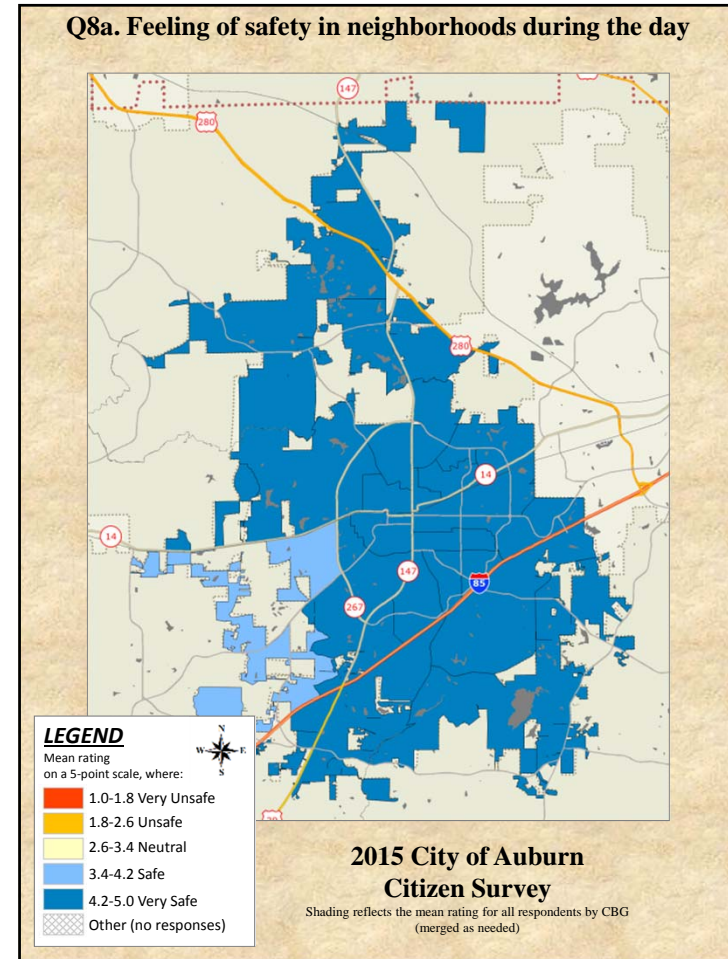
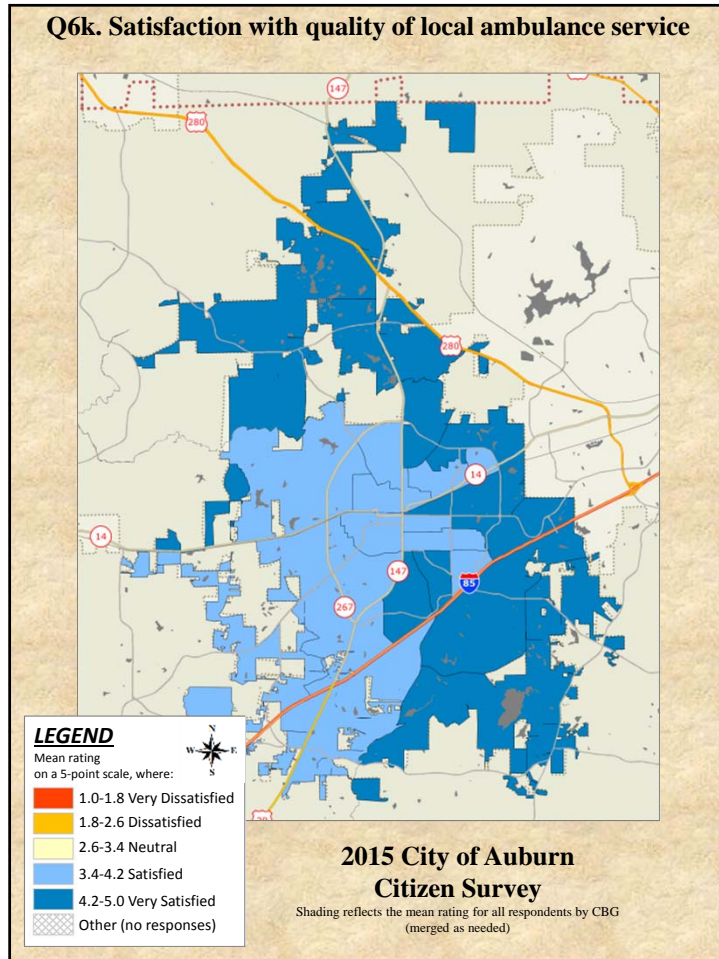


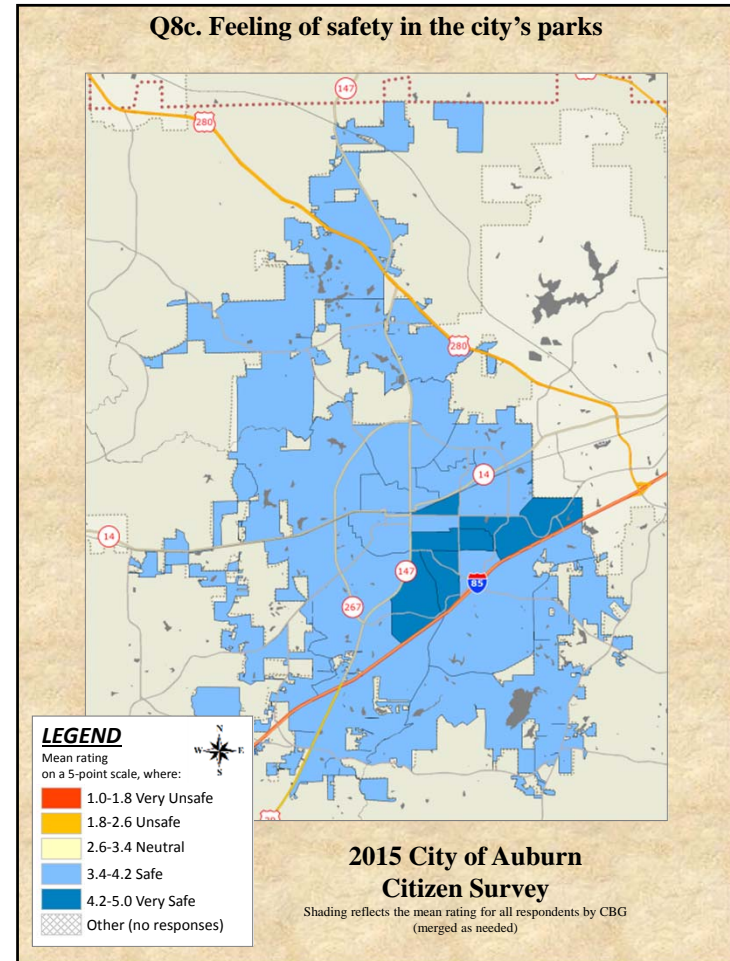
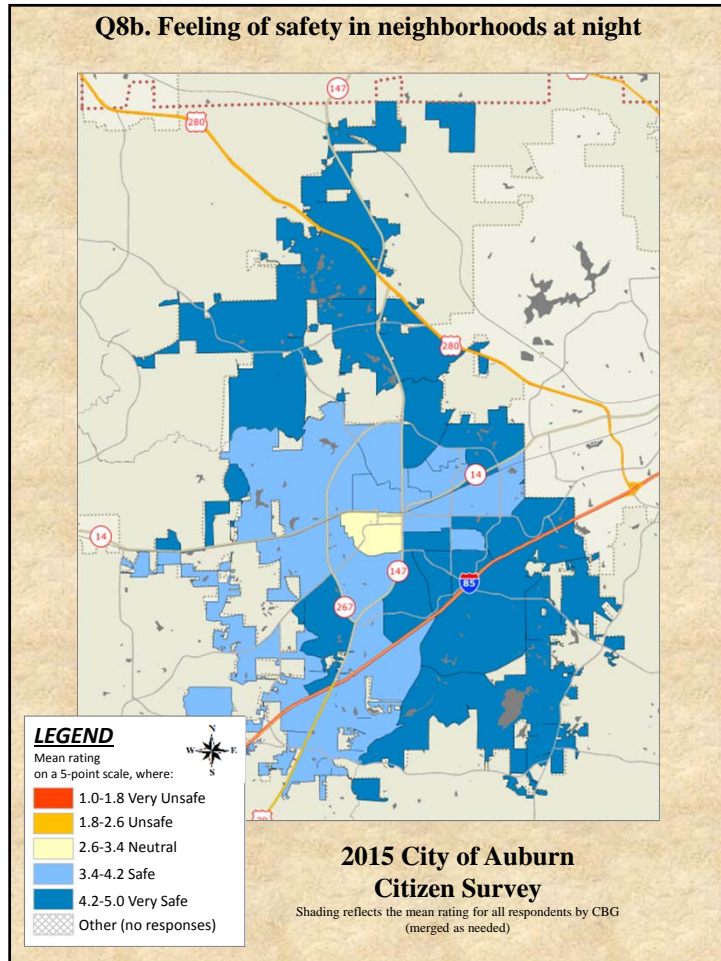
Q6i. Satisfaction with fire personnel emergency response time

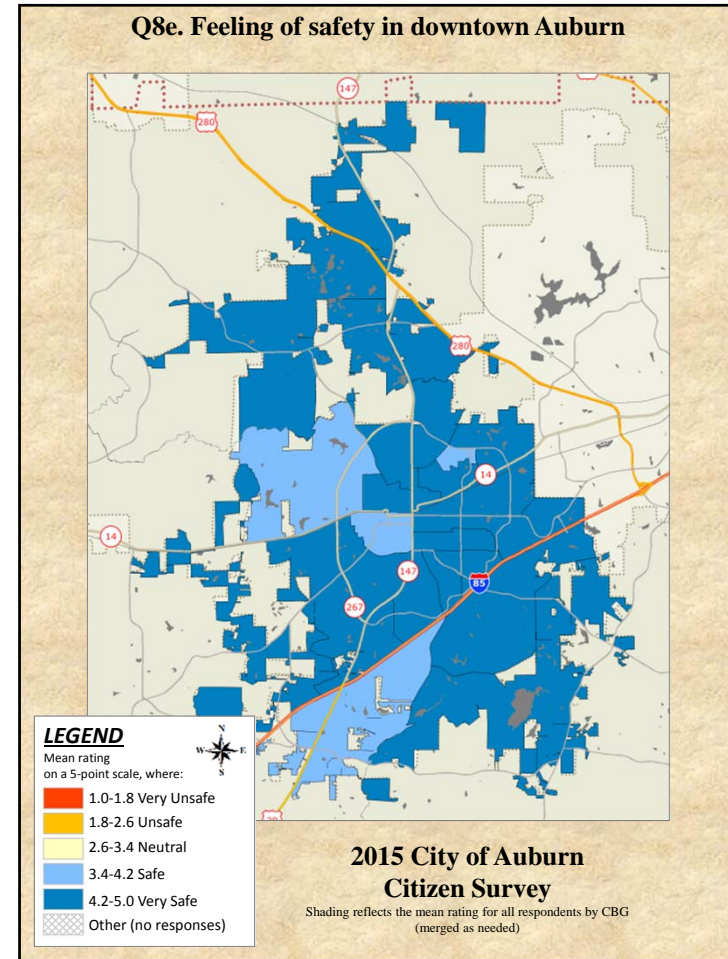
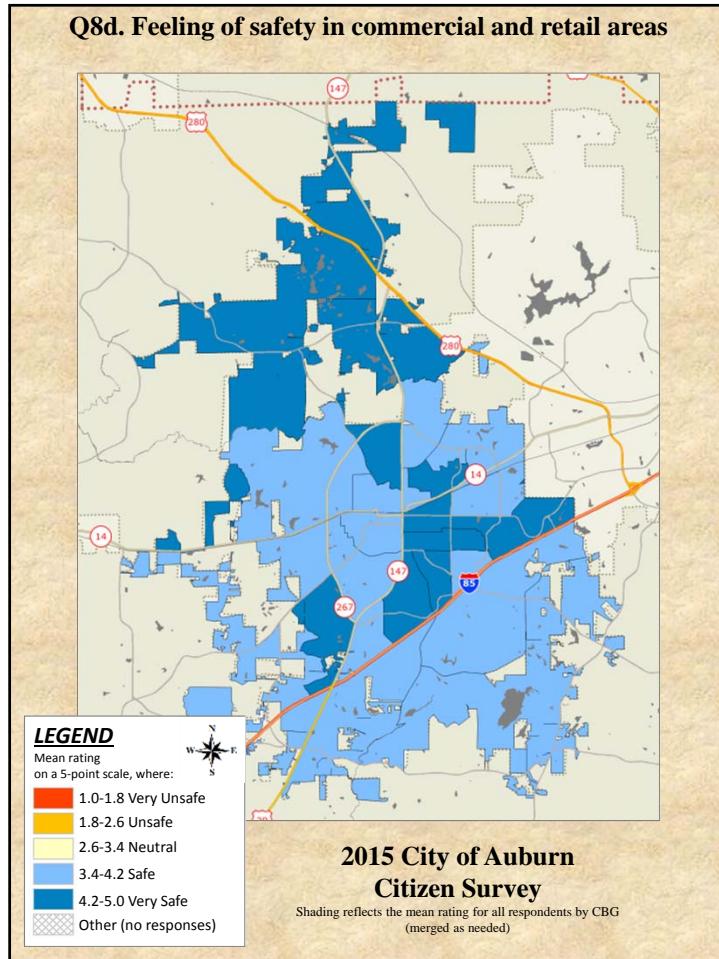


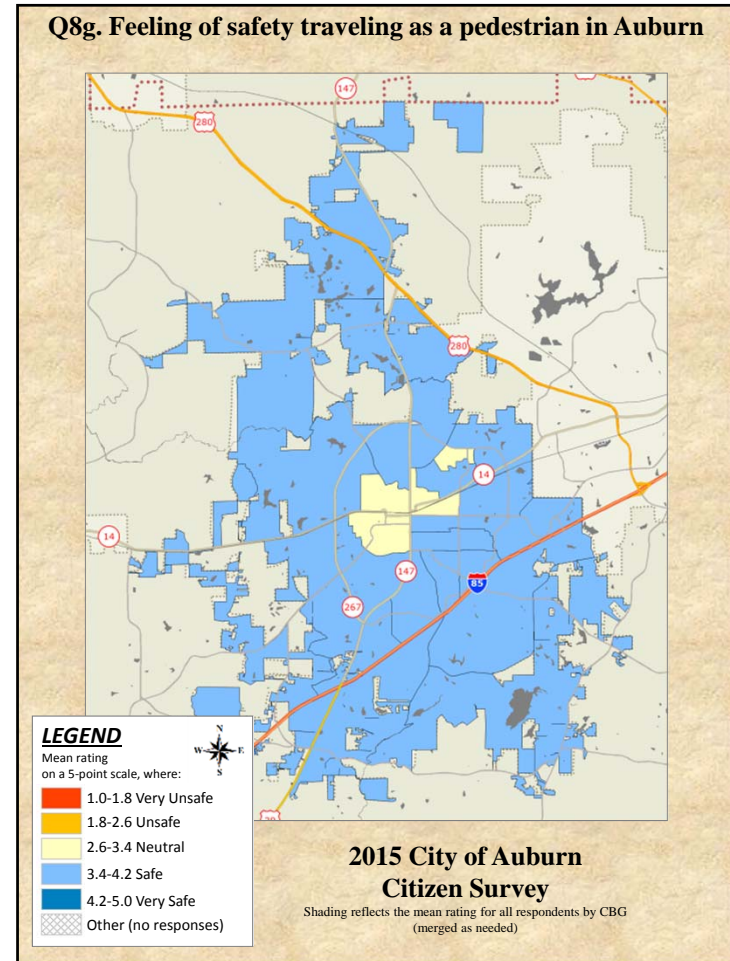
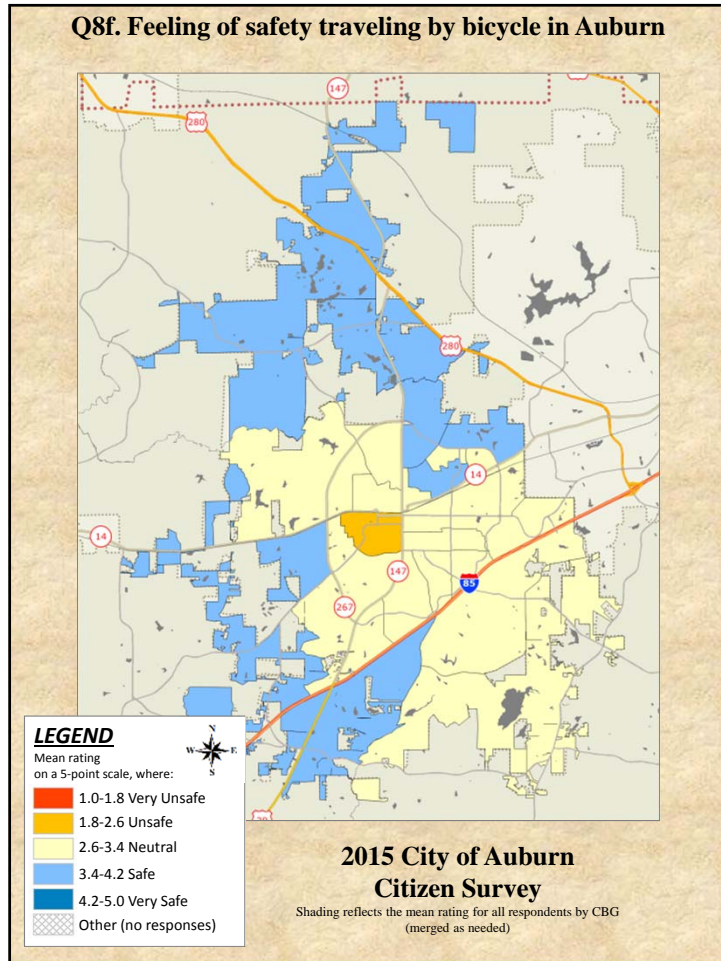
Q6j. Satisfaction with quality of fire safety education programs

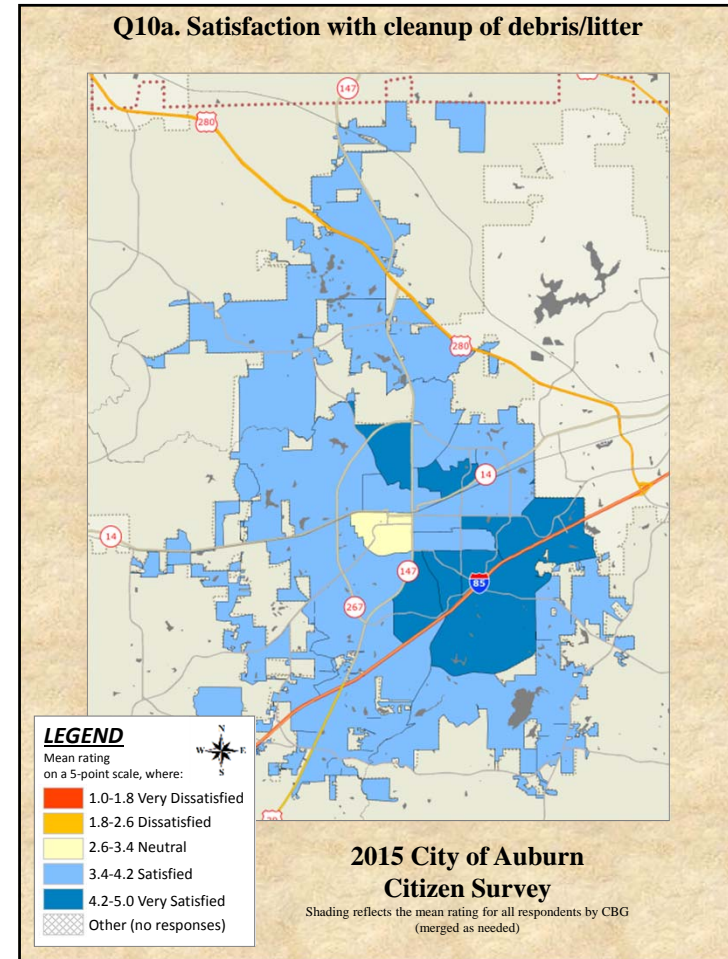
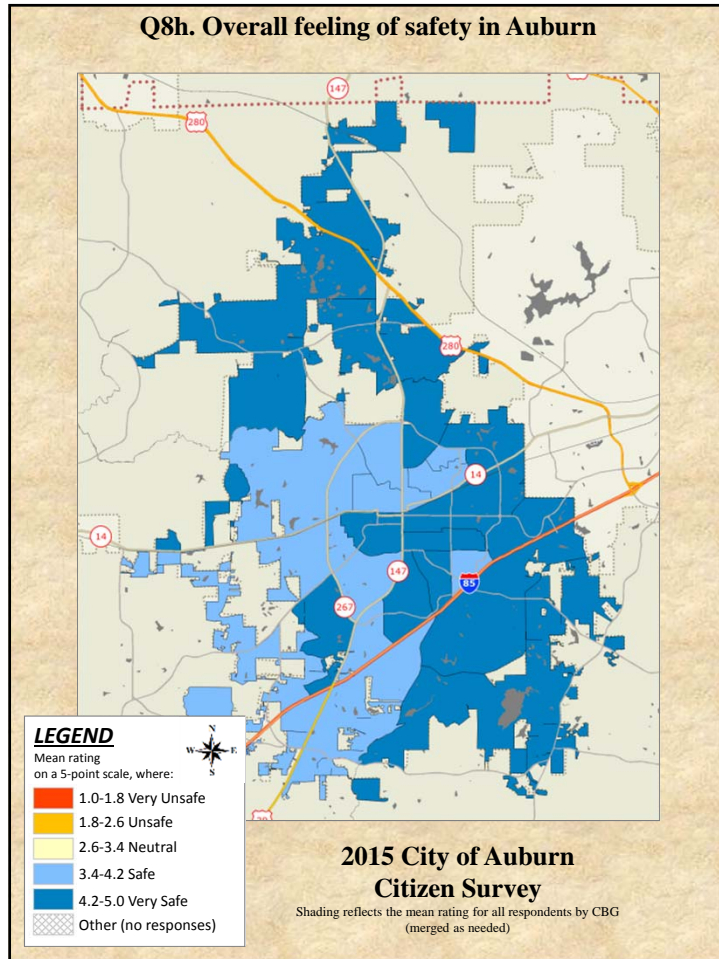


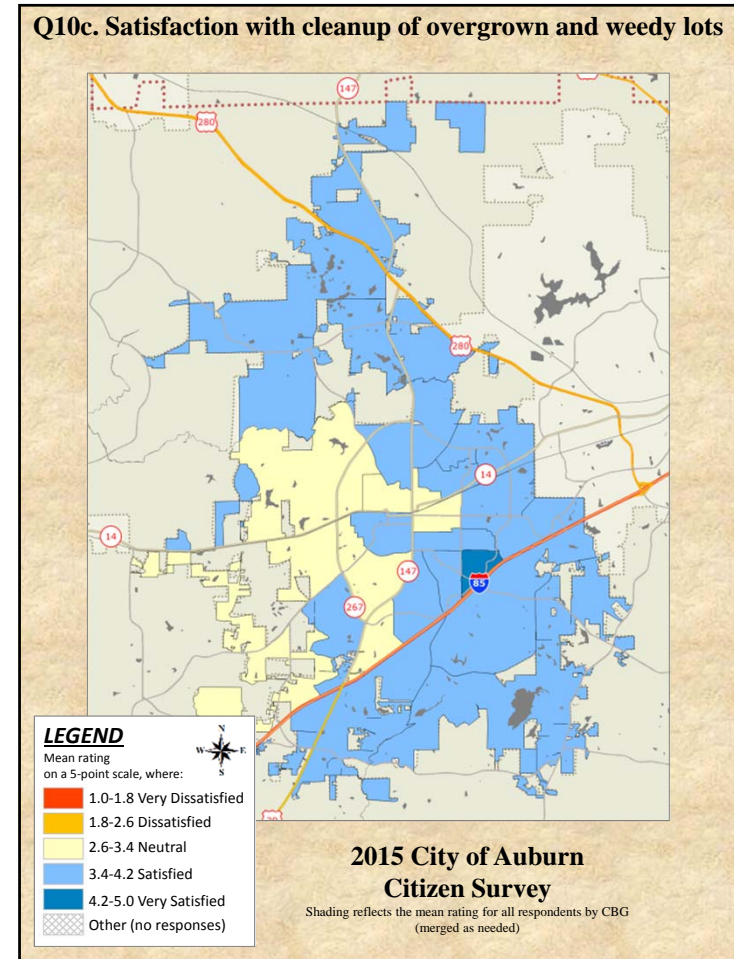
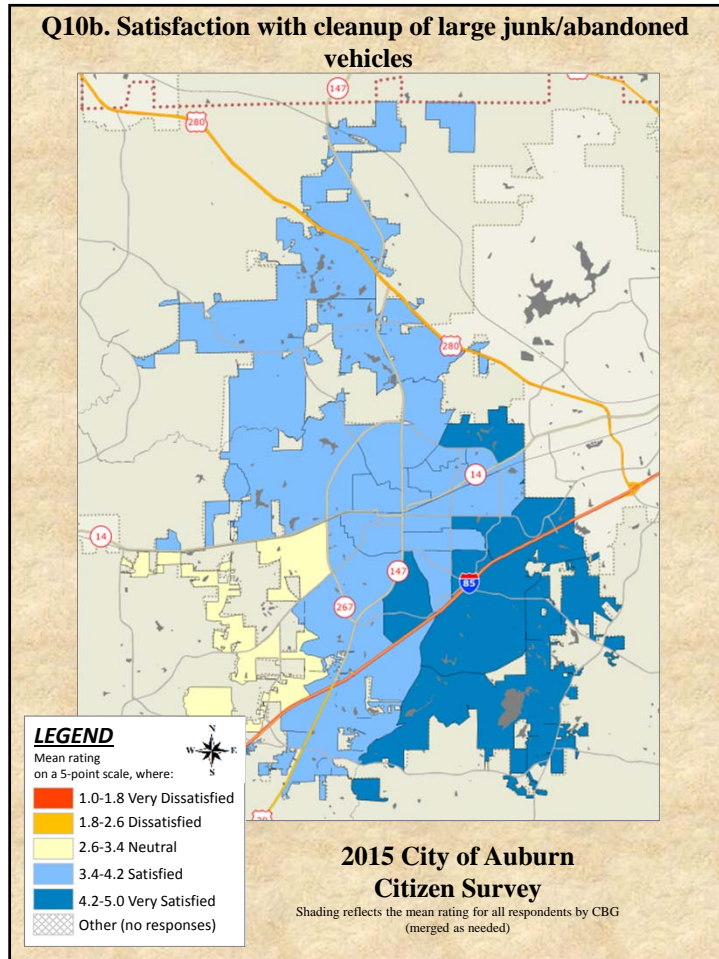


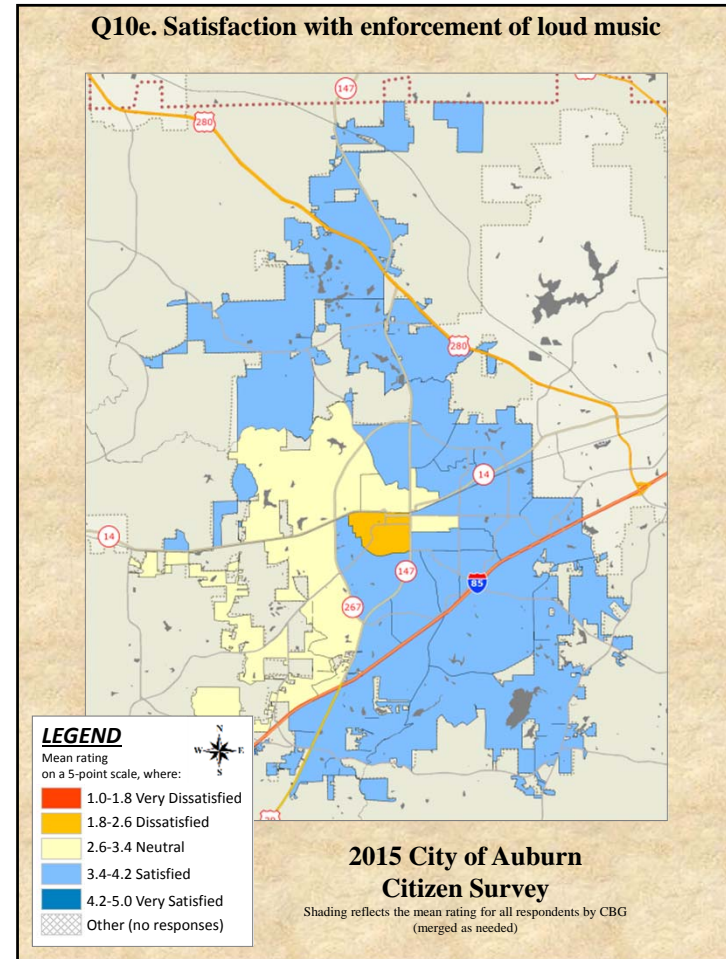
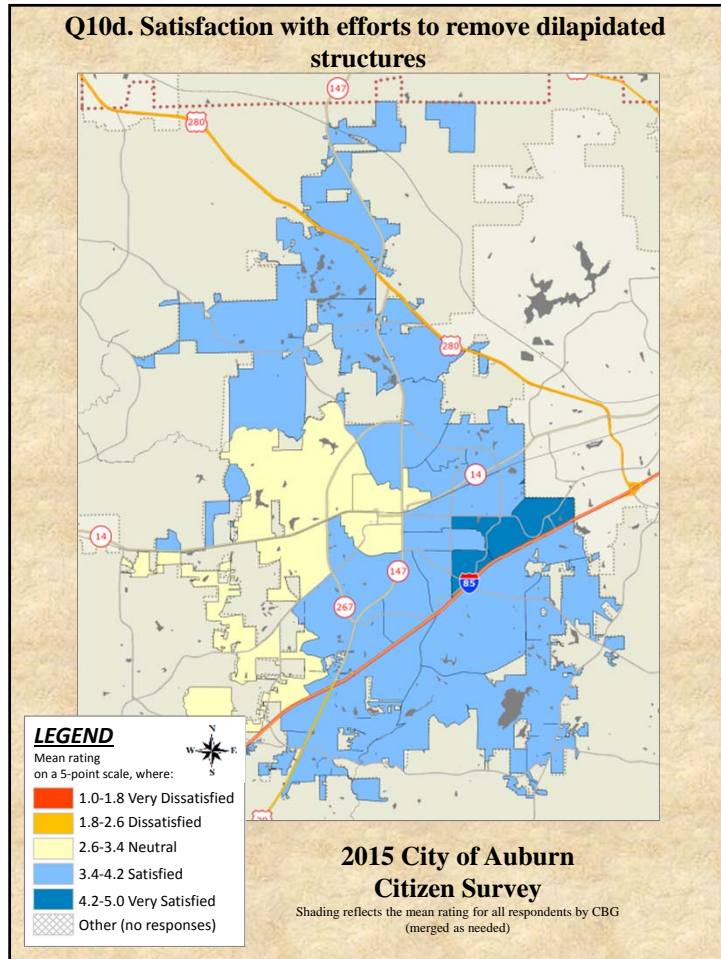


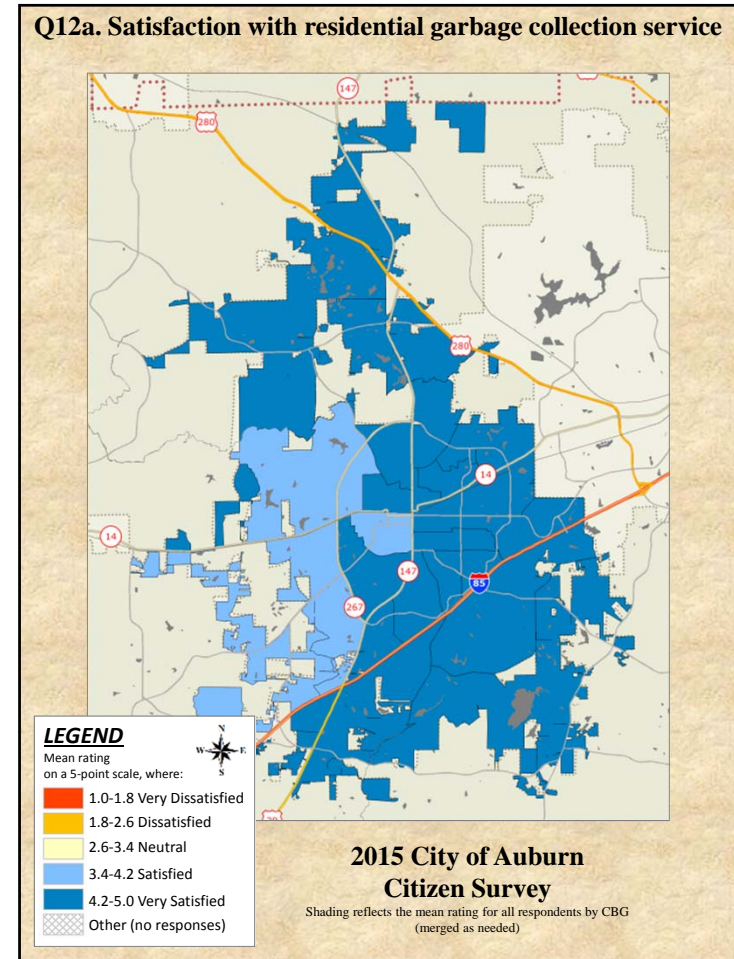
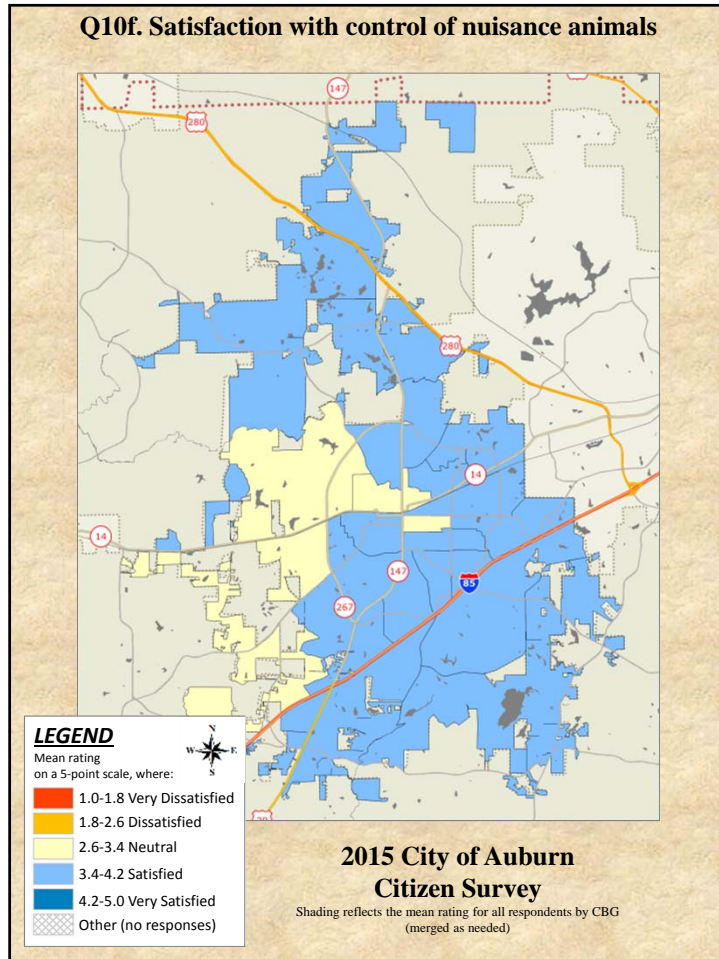




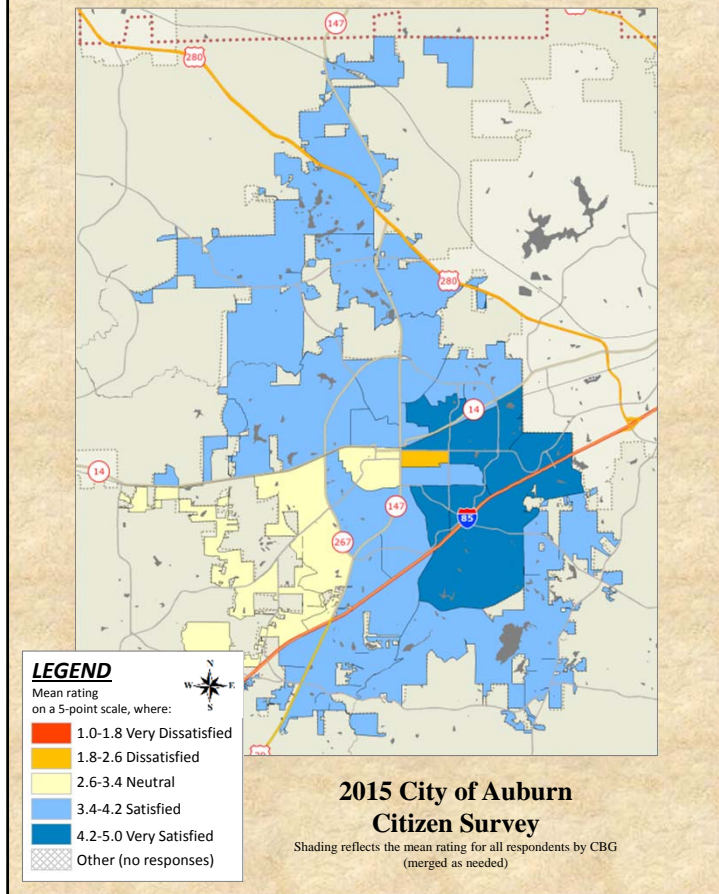




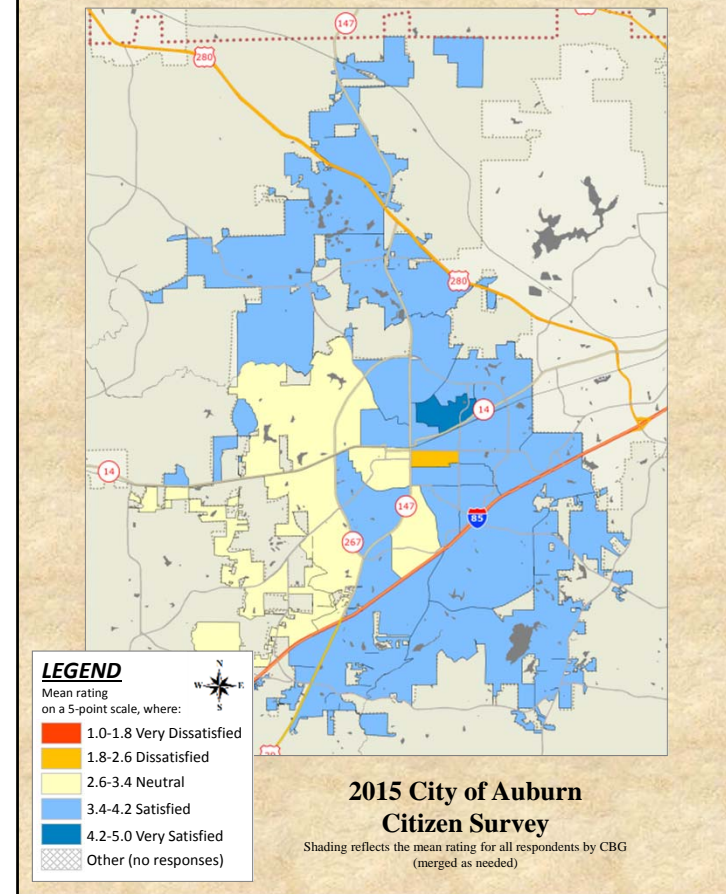


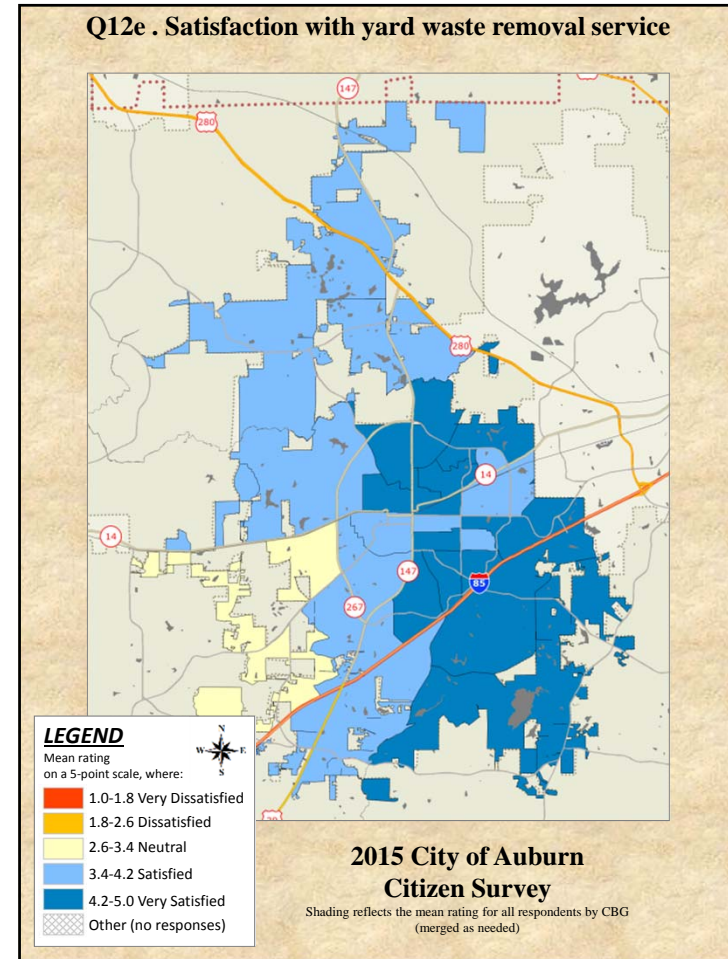
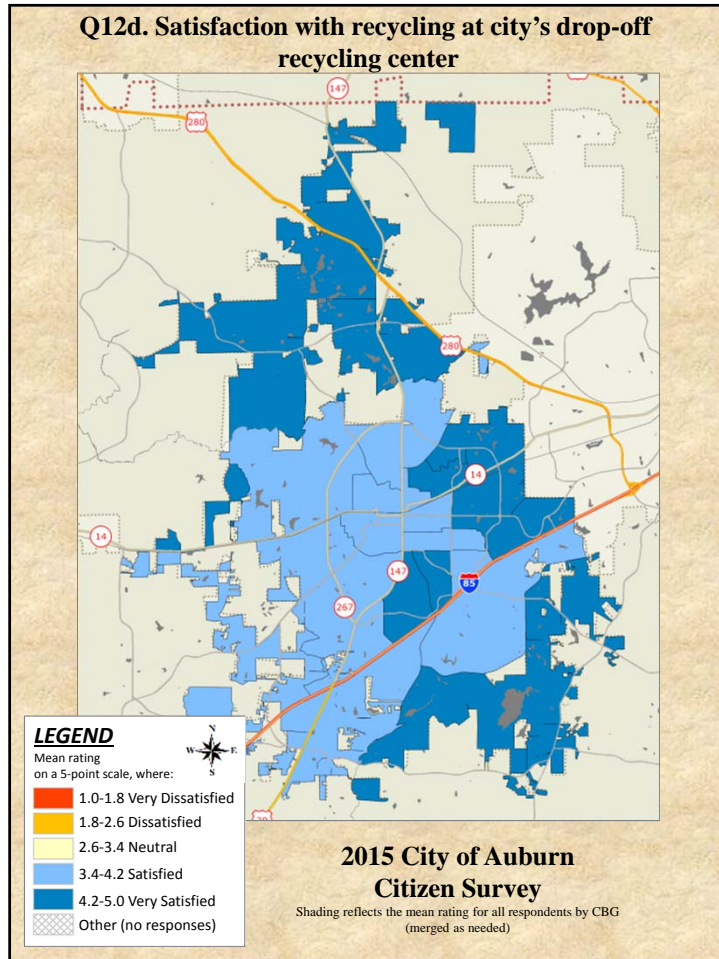


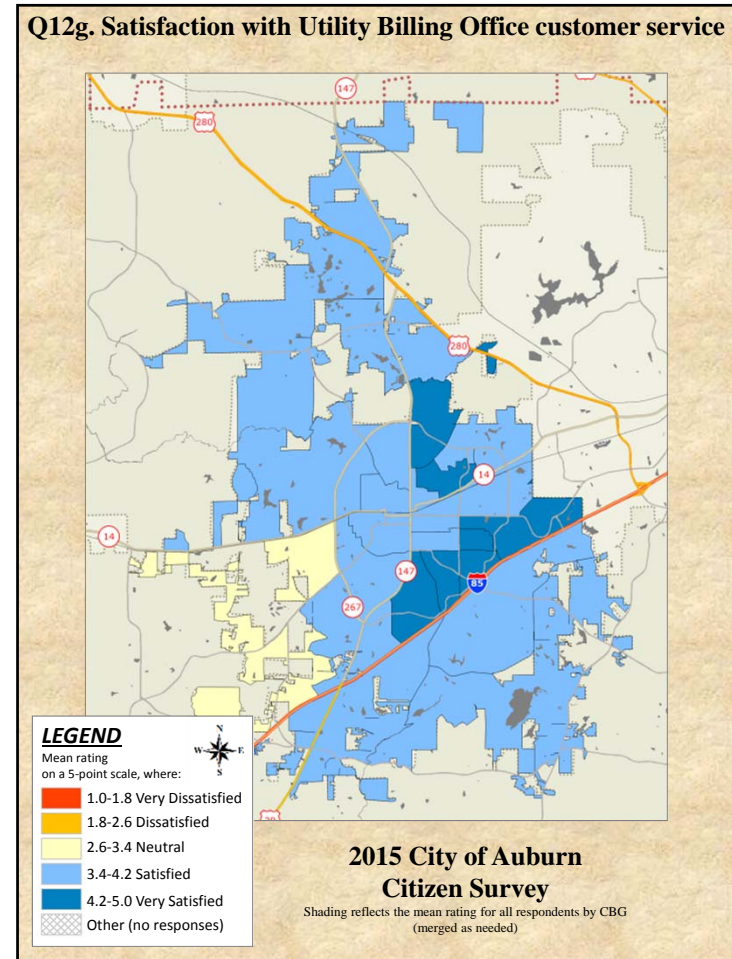
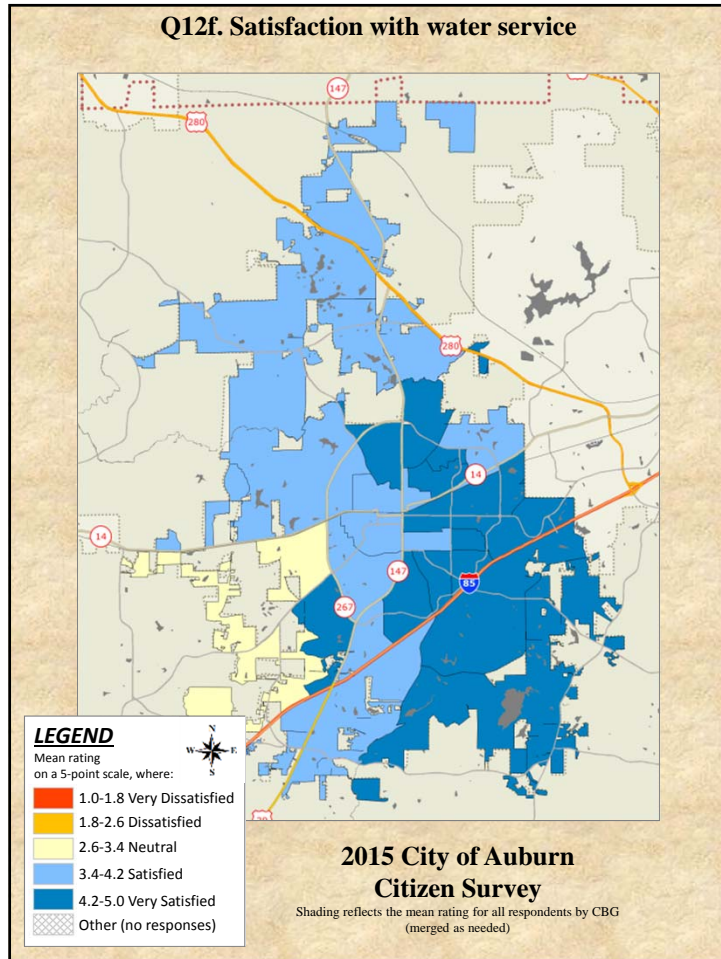
Q12b. Satisfaction with curbside recycling service overall



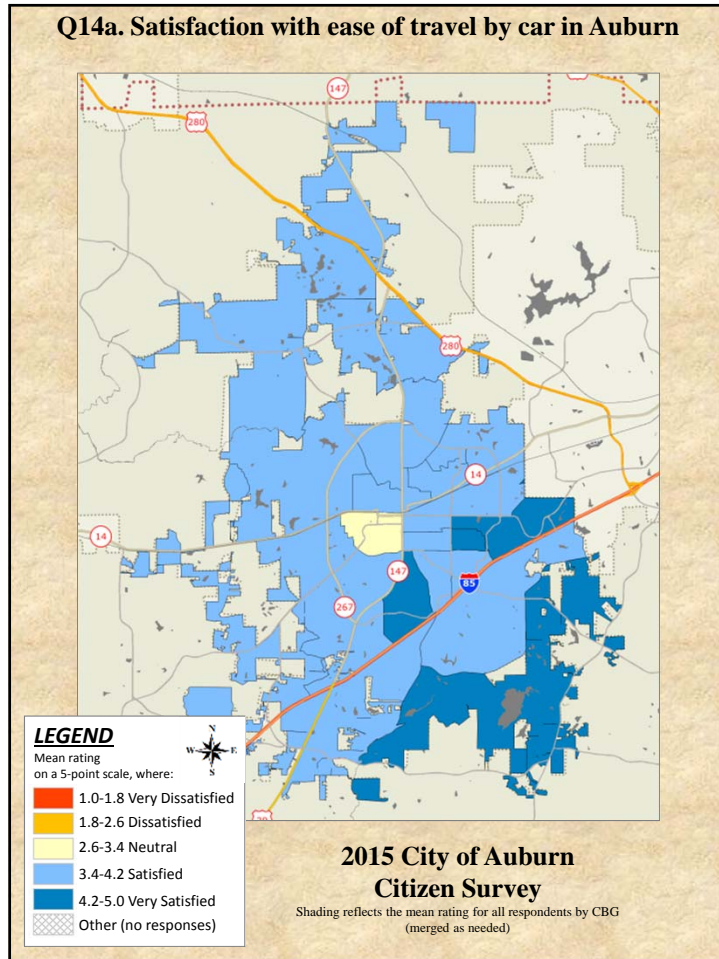
Q12c. Satisfaction with material types accepted for recycling



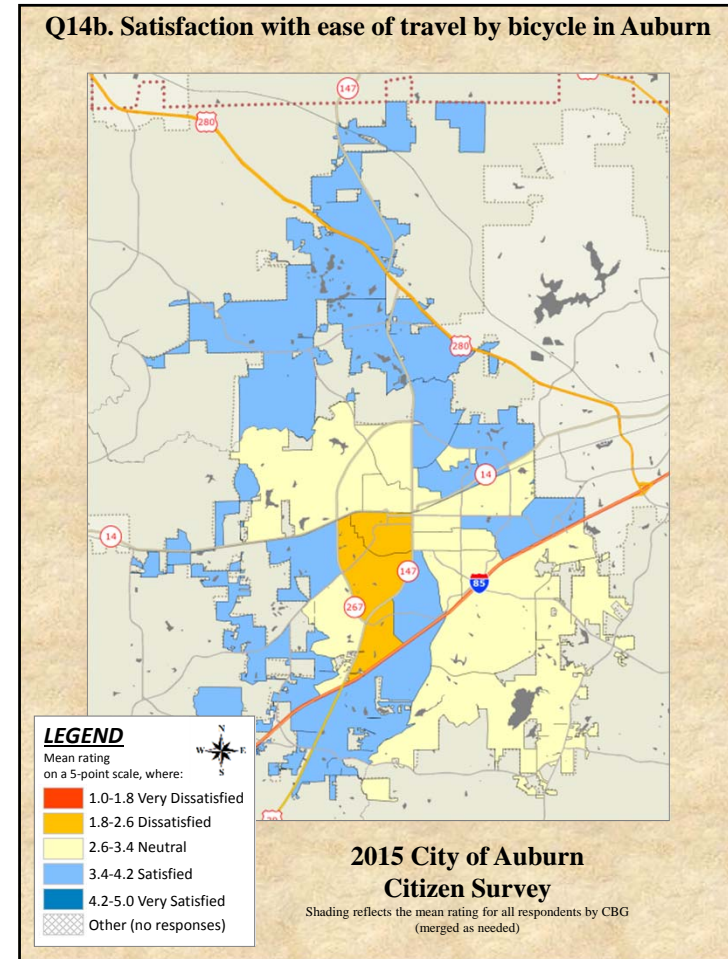


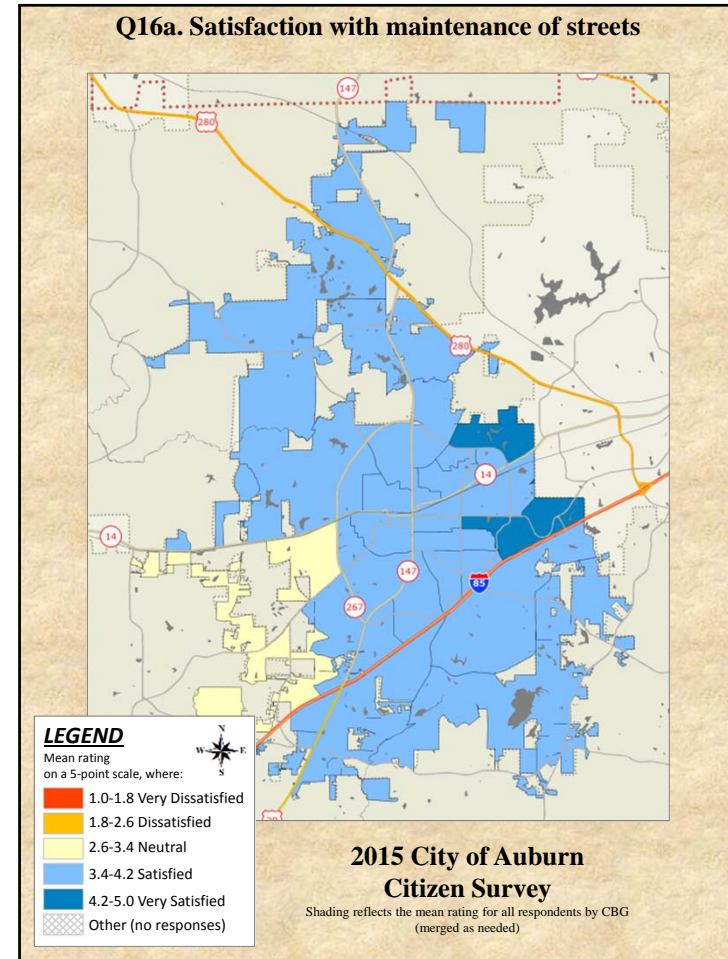
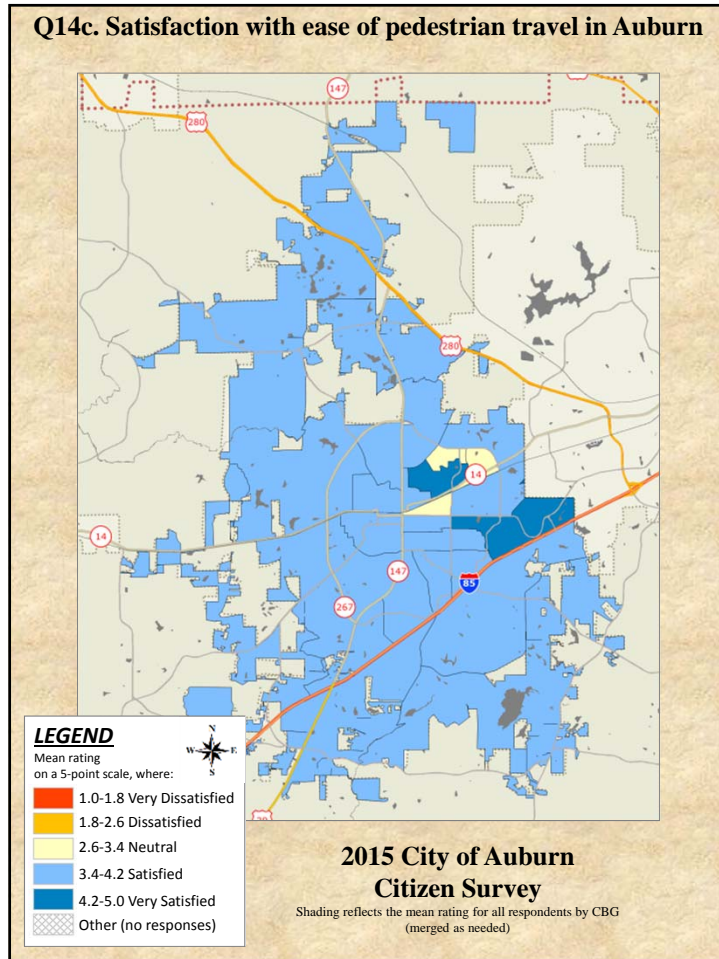


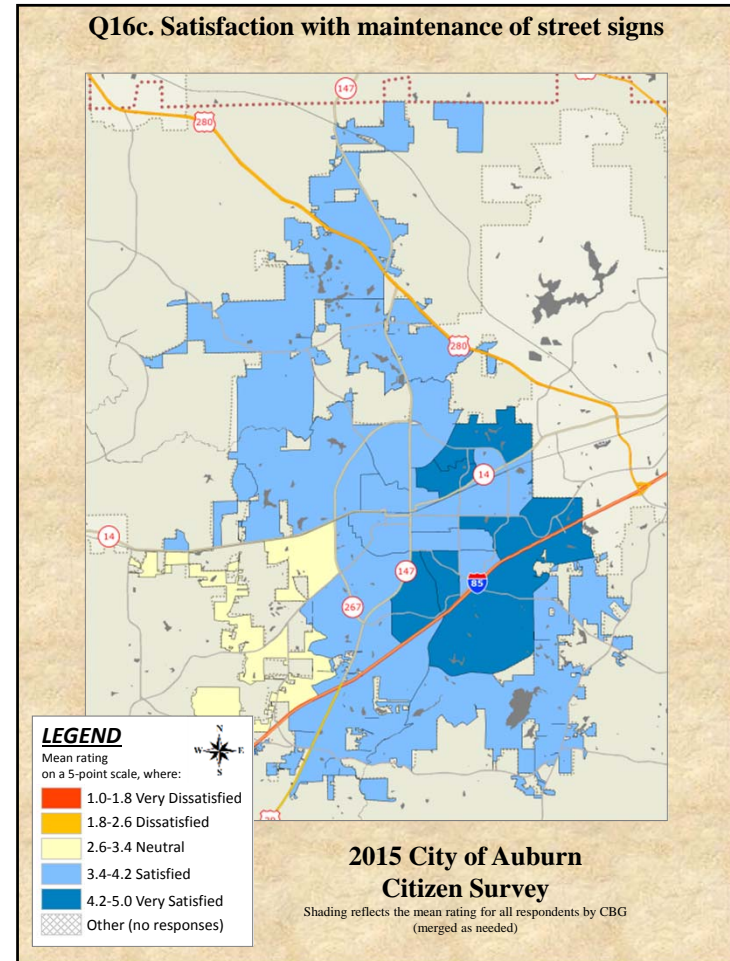
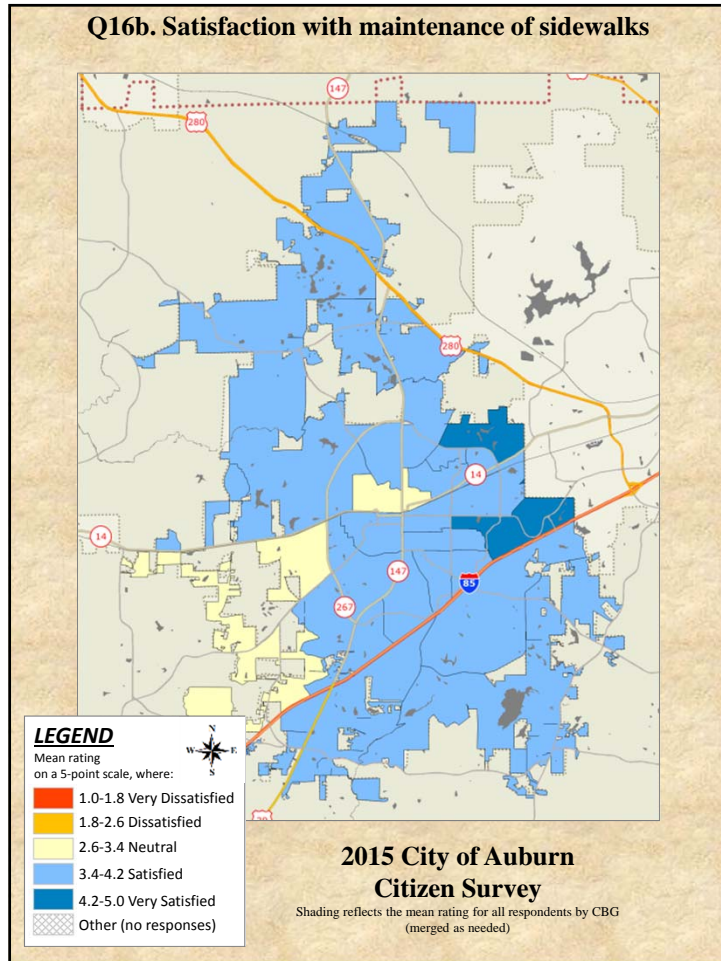
Q14a. Satisfaction with ease of travel by car in Auburn

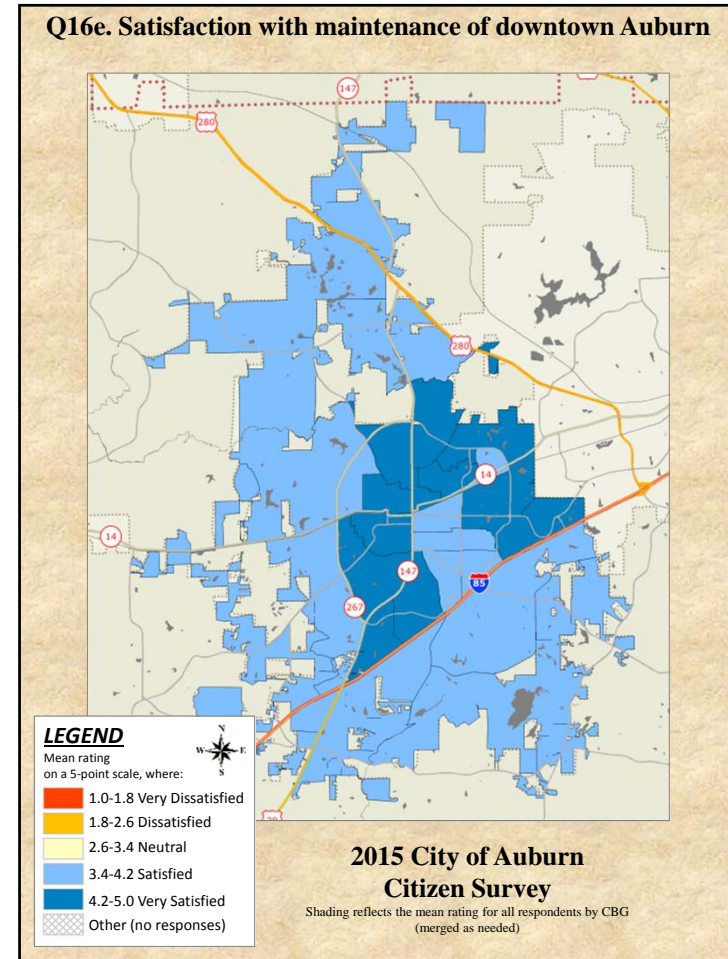
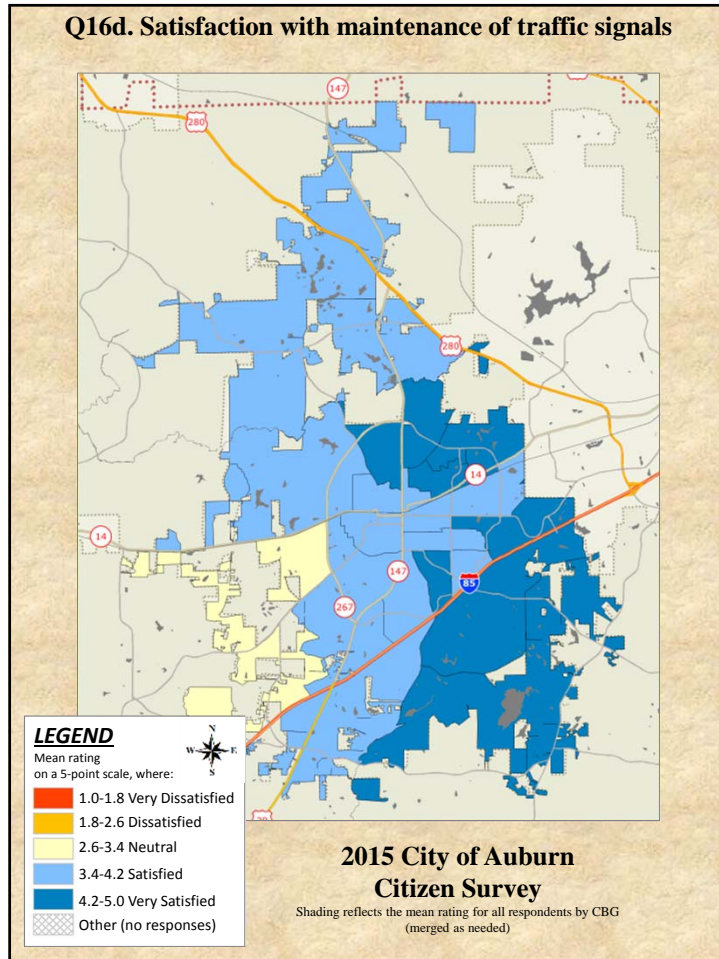


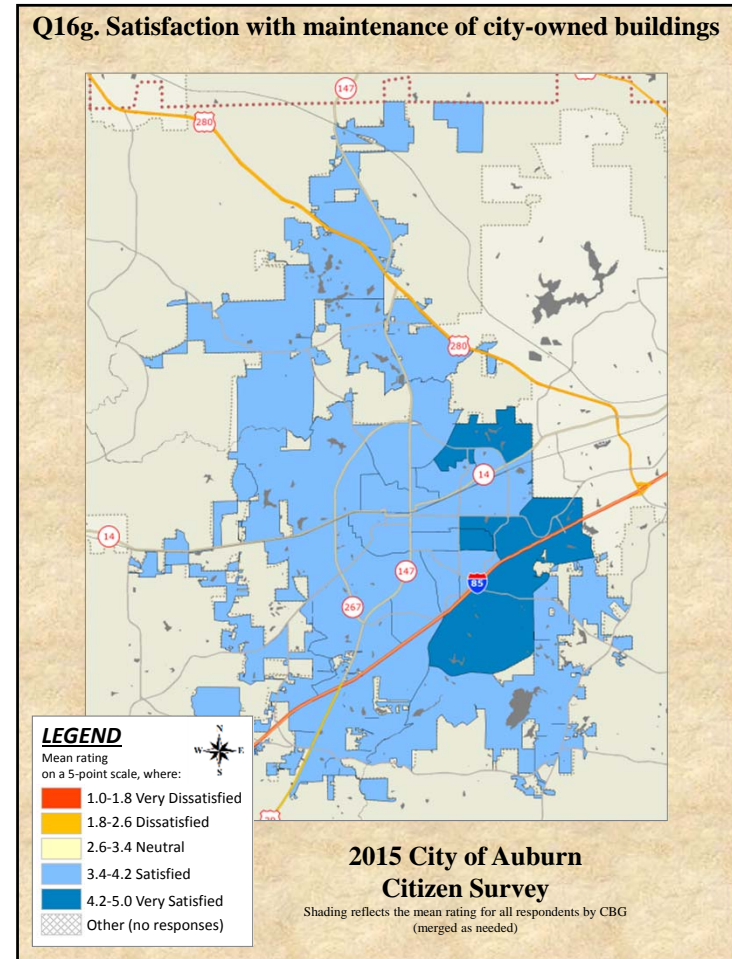
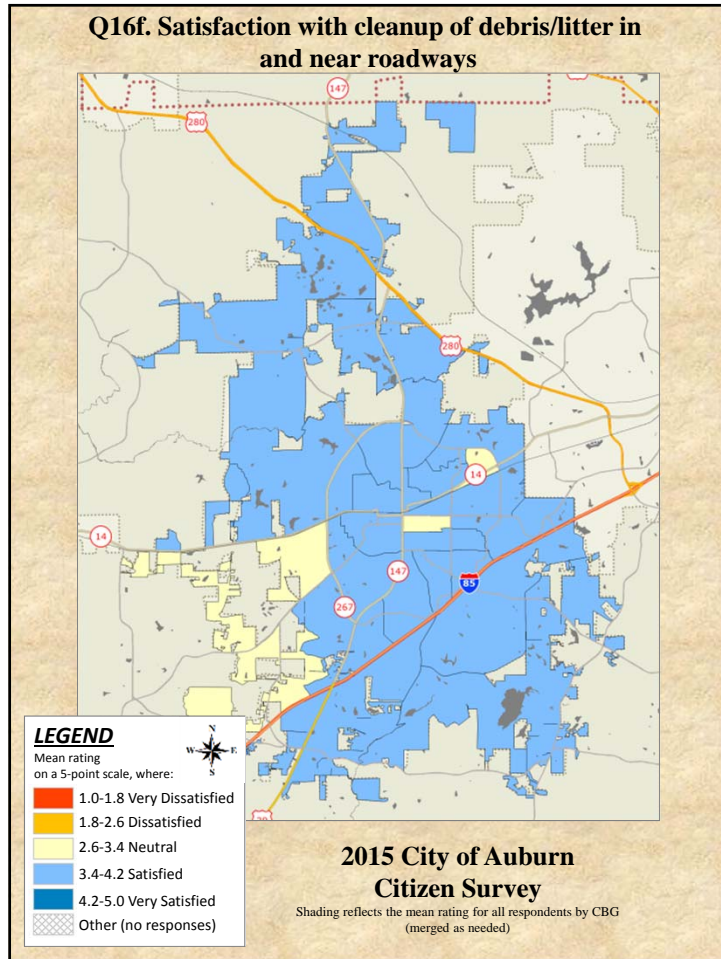
Q14b. Satisfaction with ease of travel by bicycle in Auburn

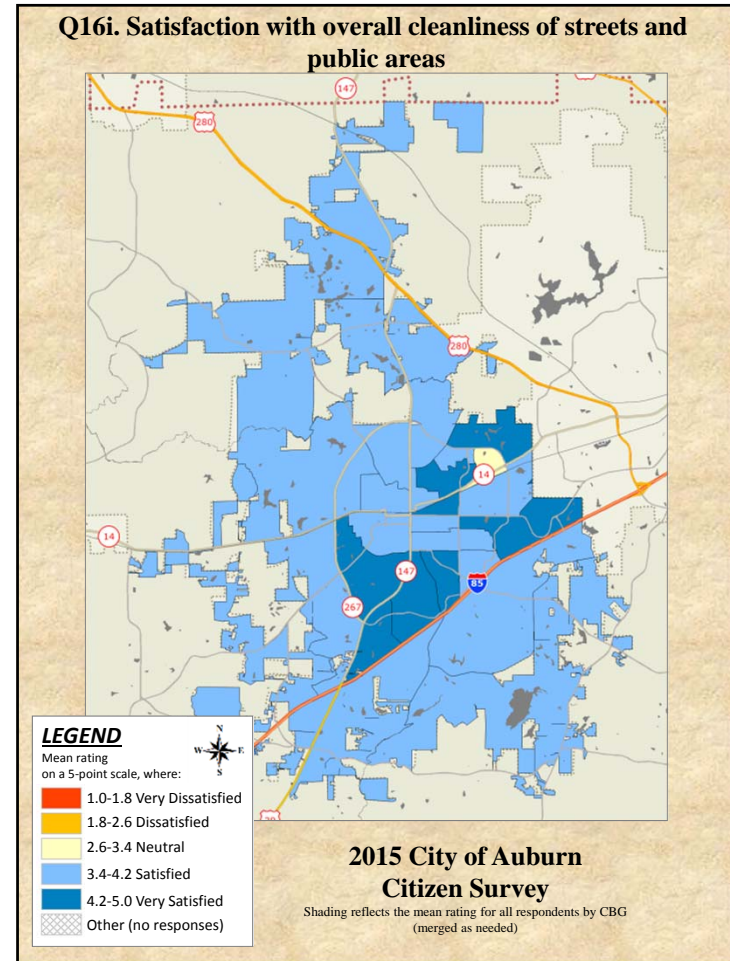
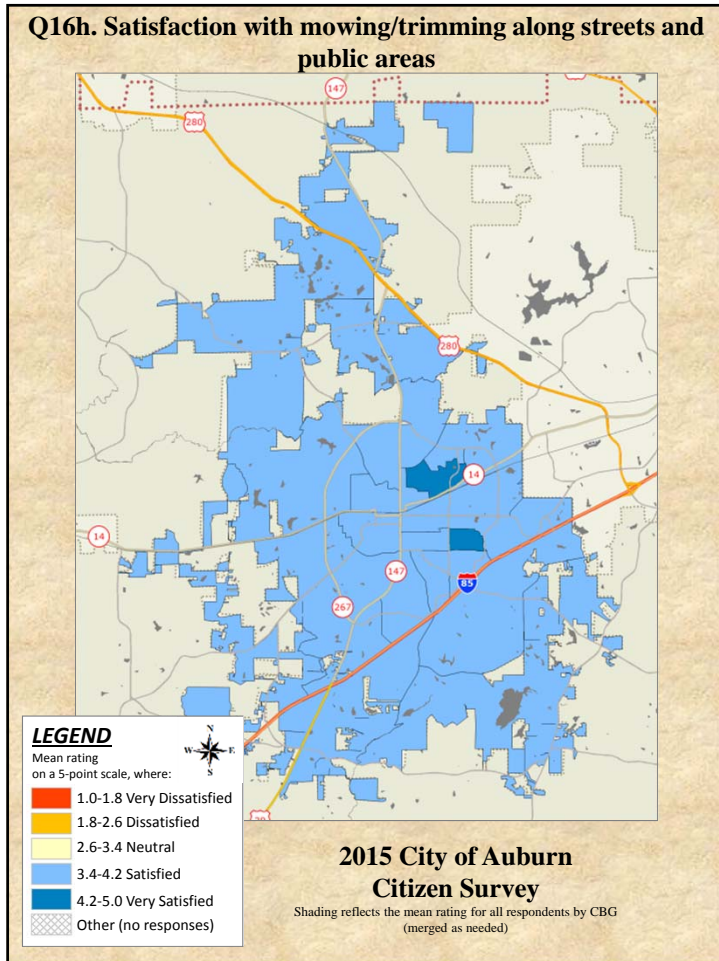




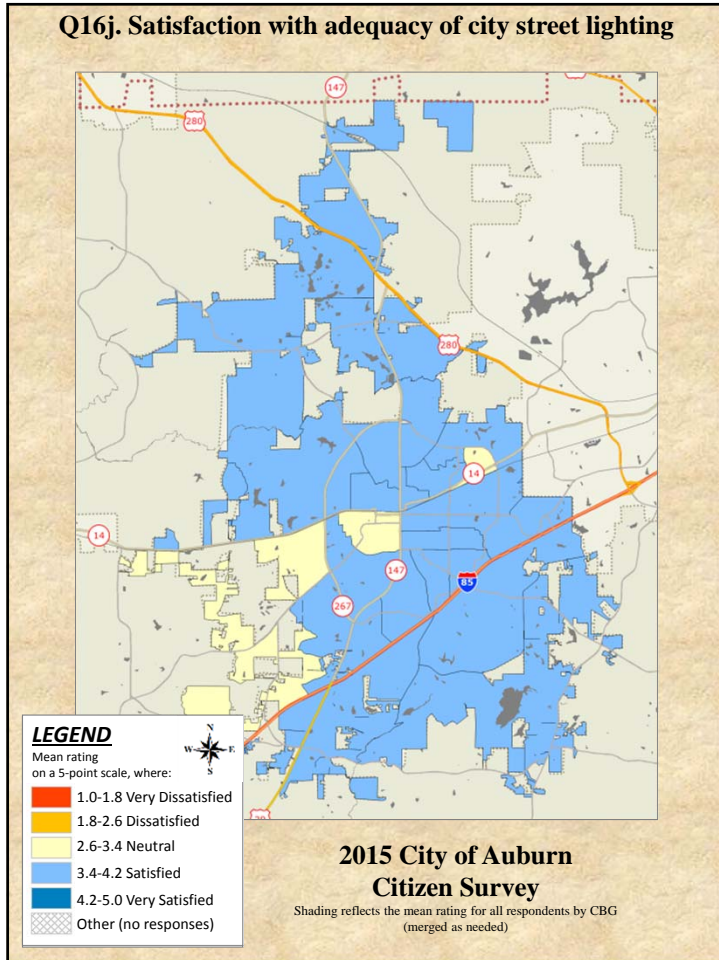




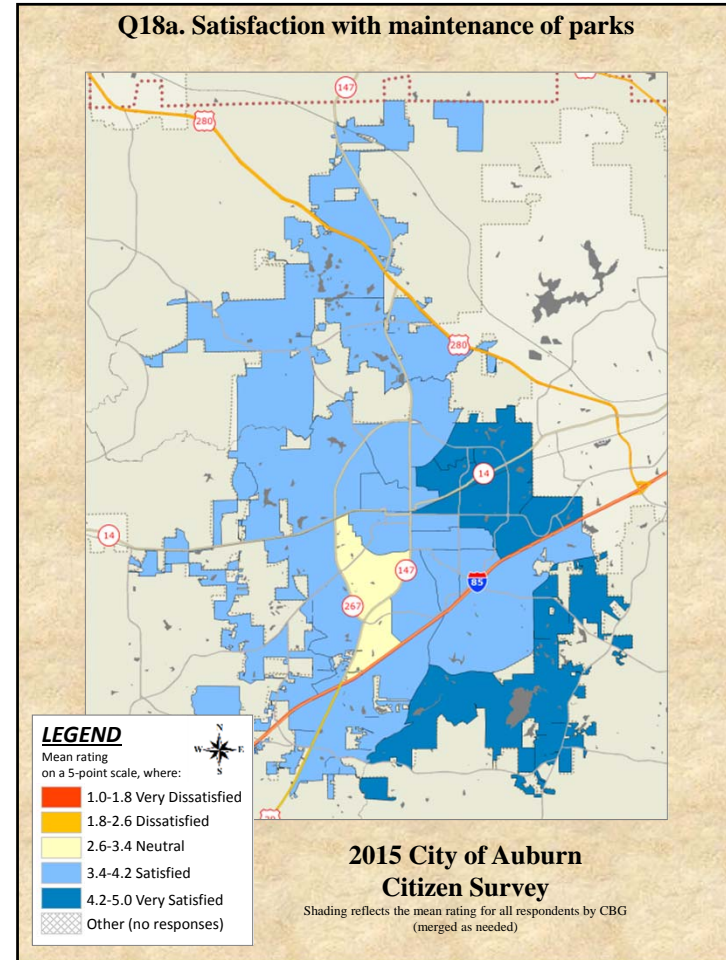


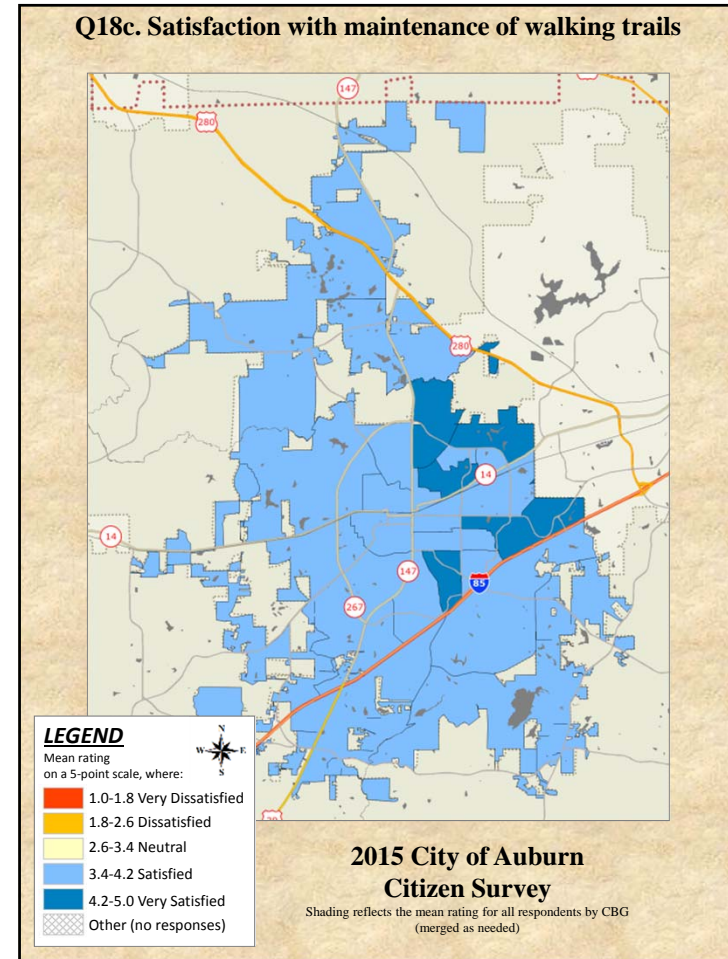
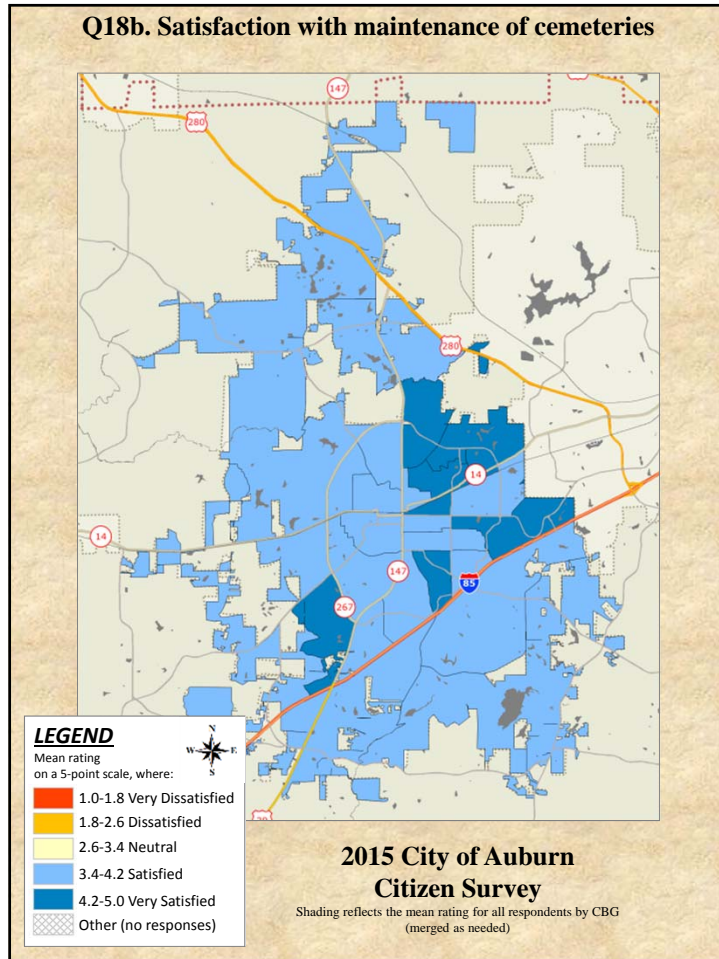


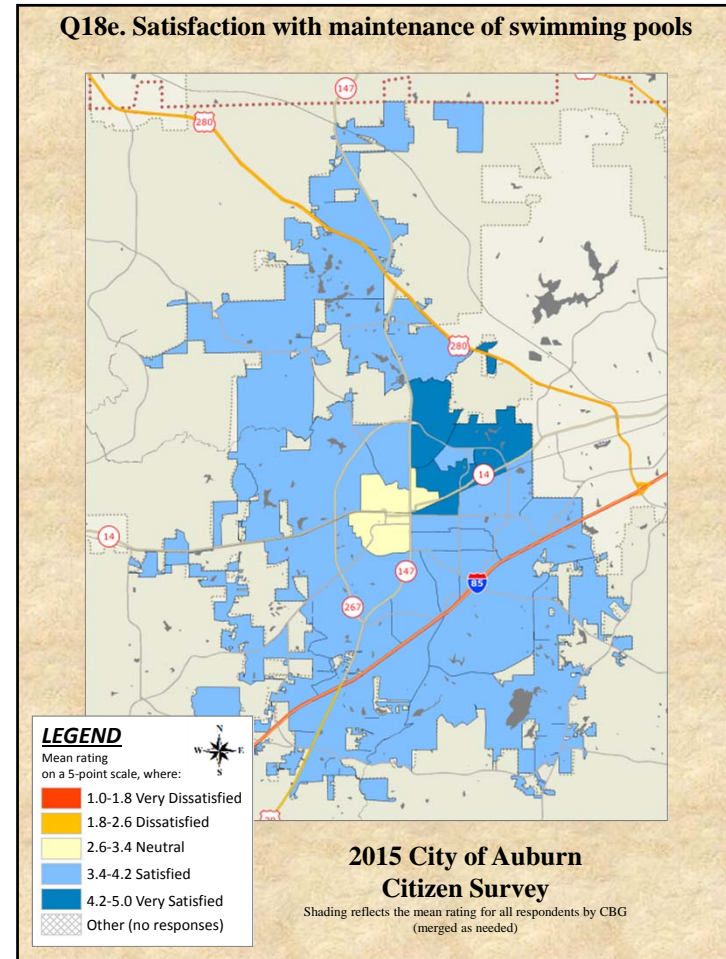
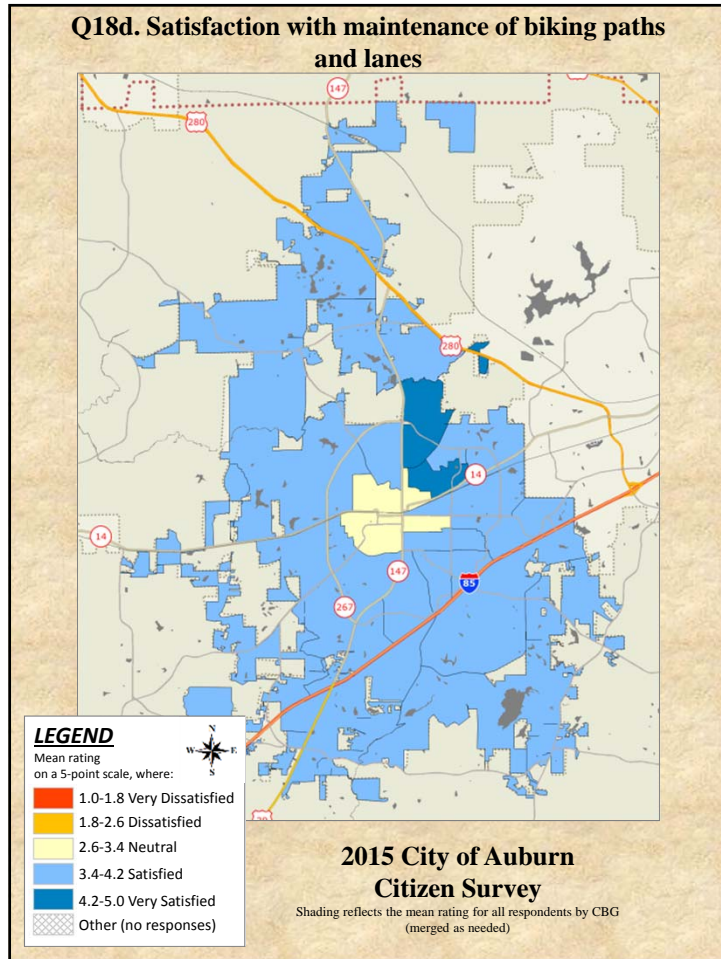
Q16j. Satisfaction with adequacy of city street lighting

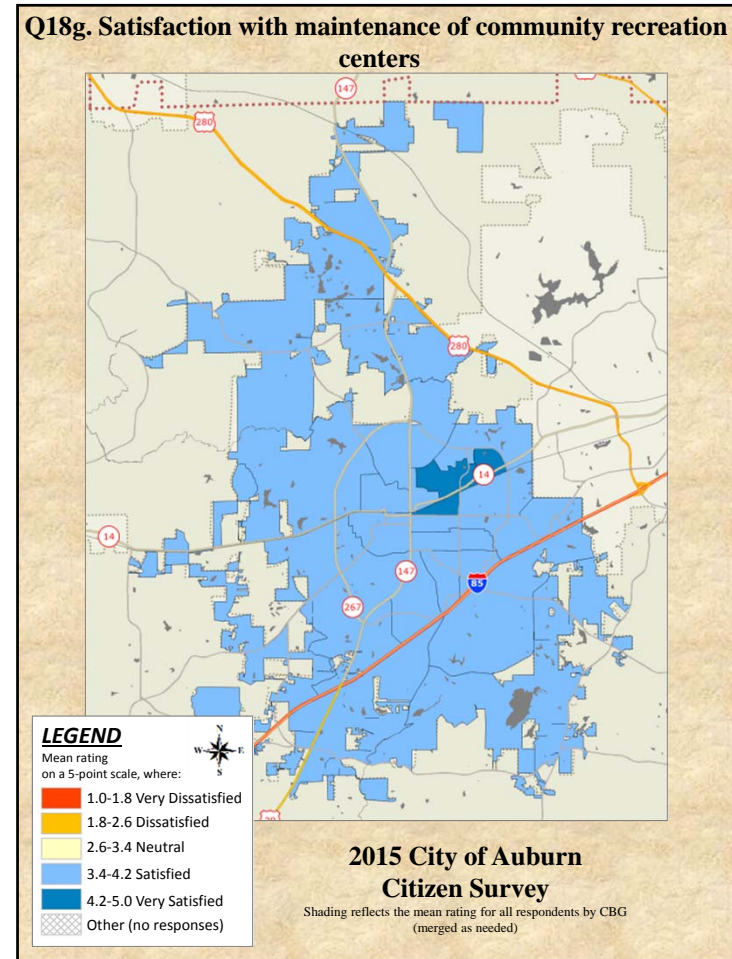
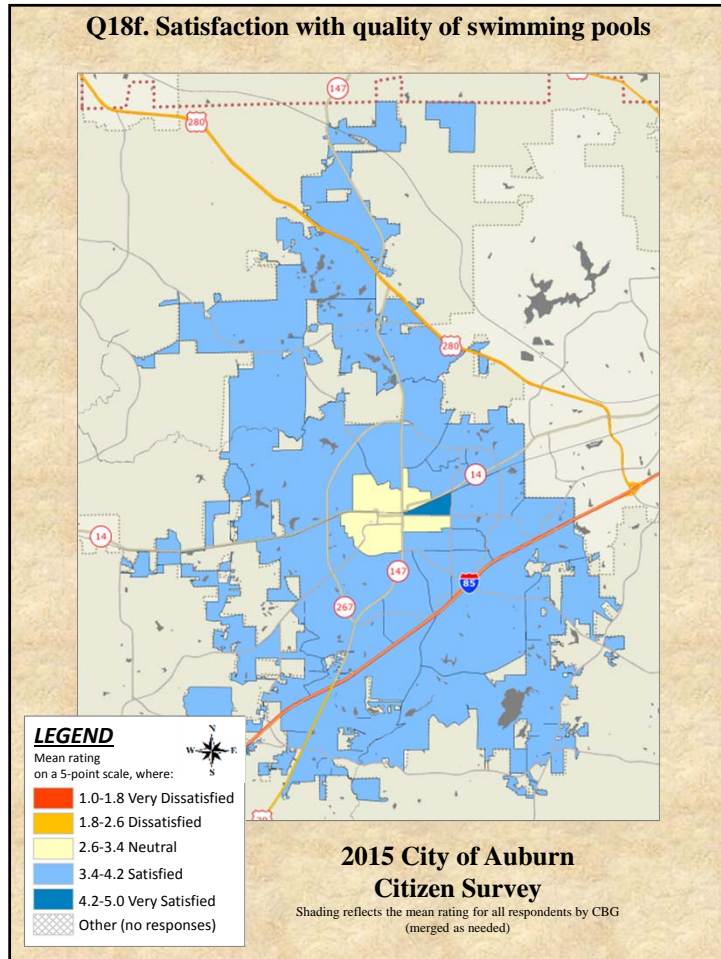


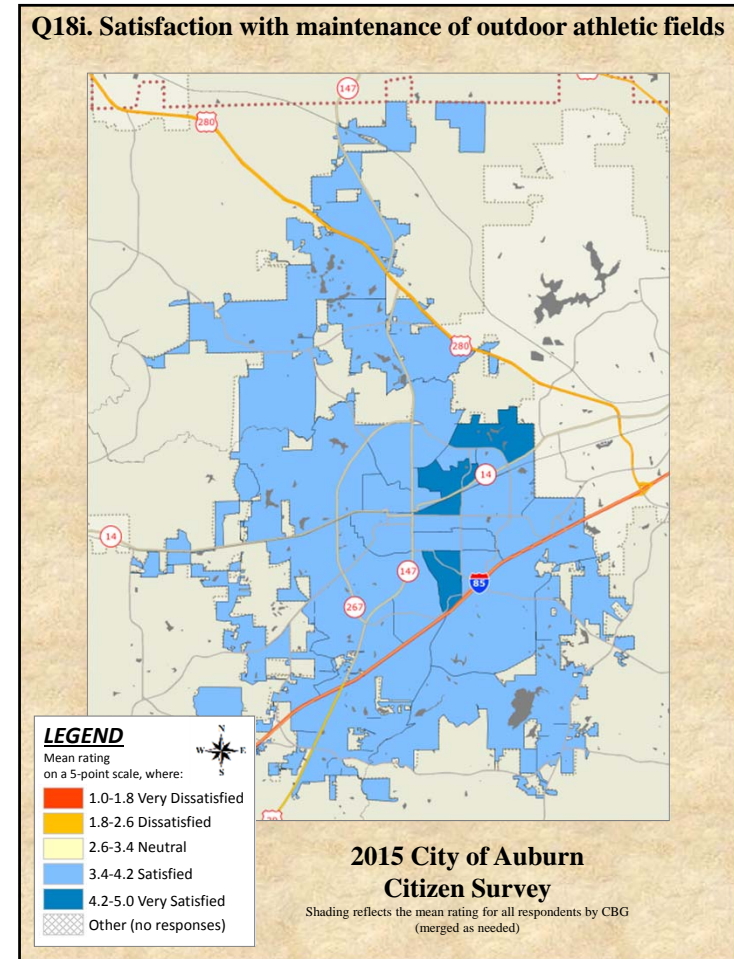
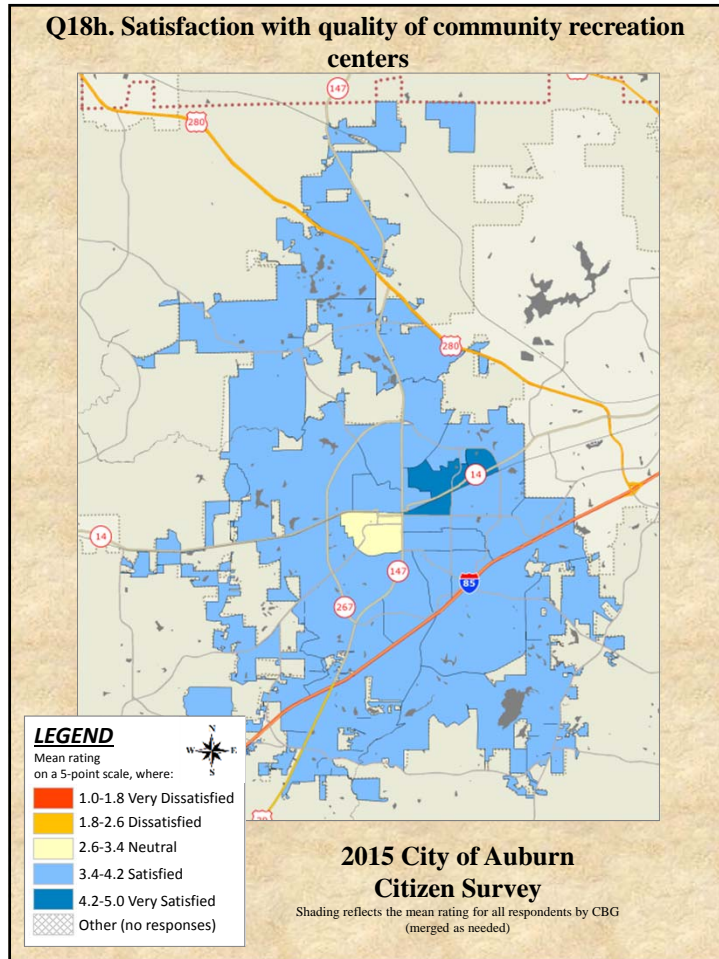
Q18a. Satisfaction with maintenance of parks



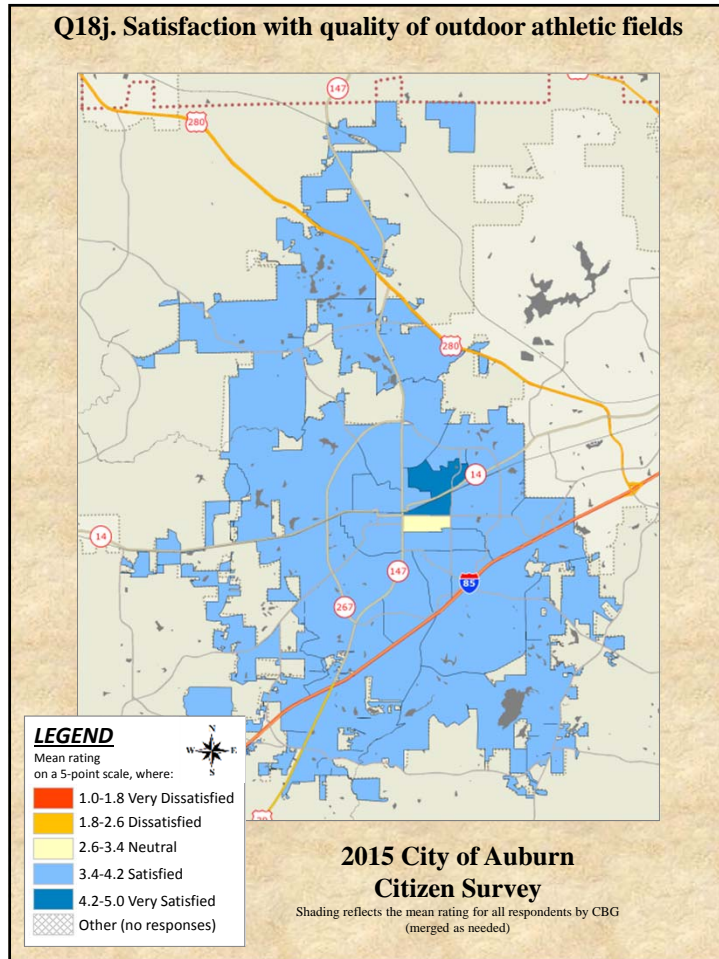




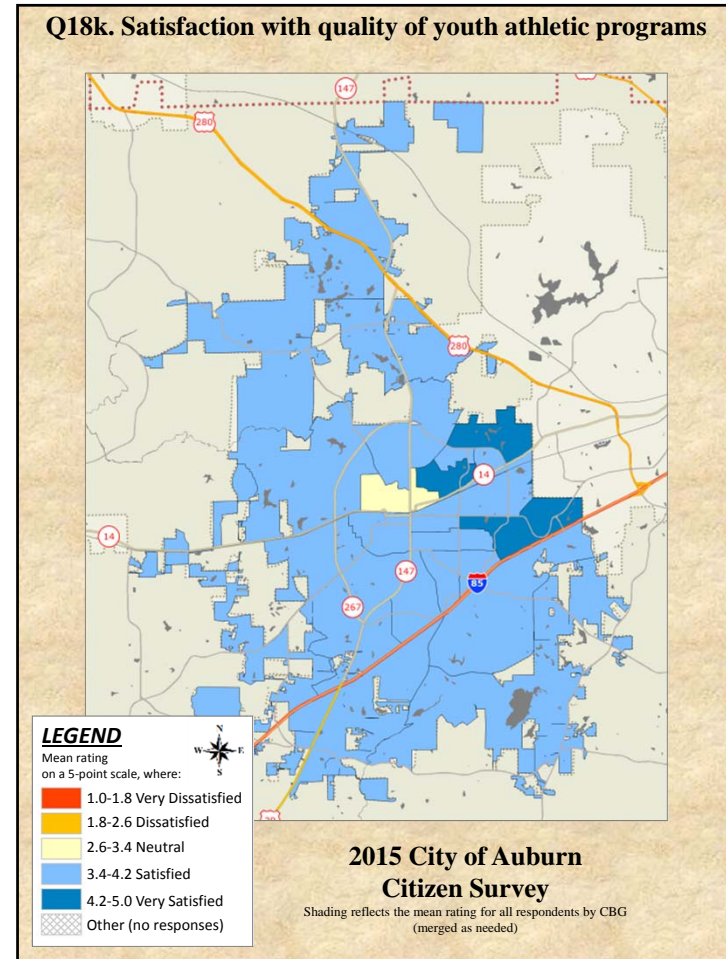


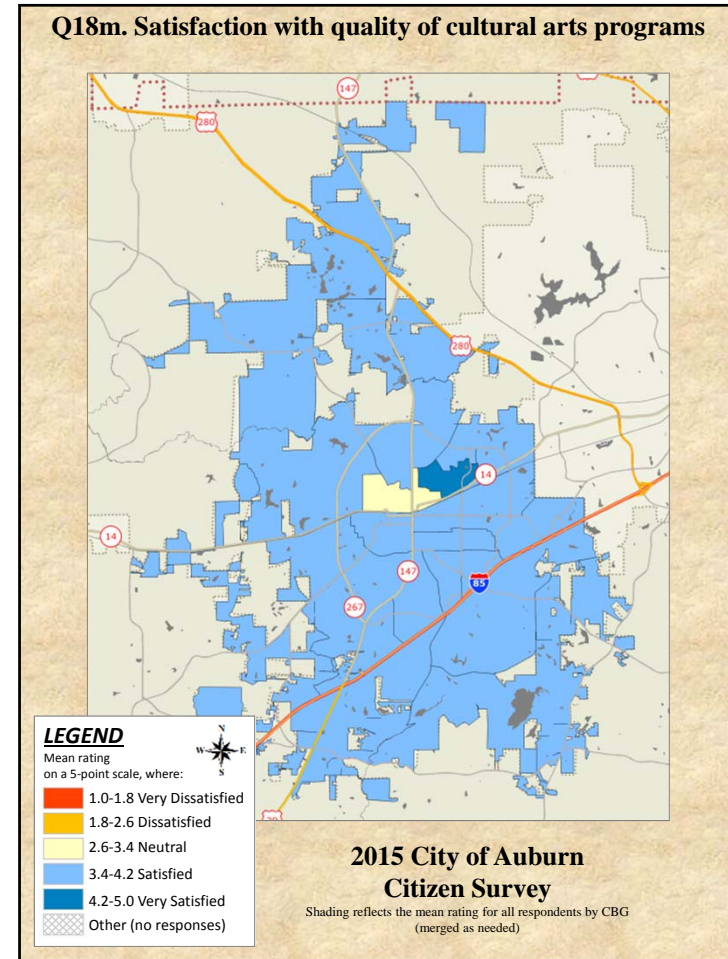
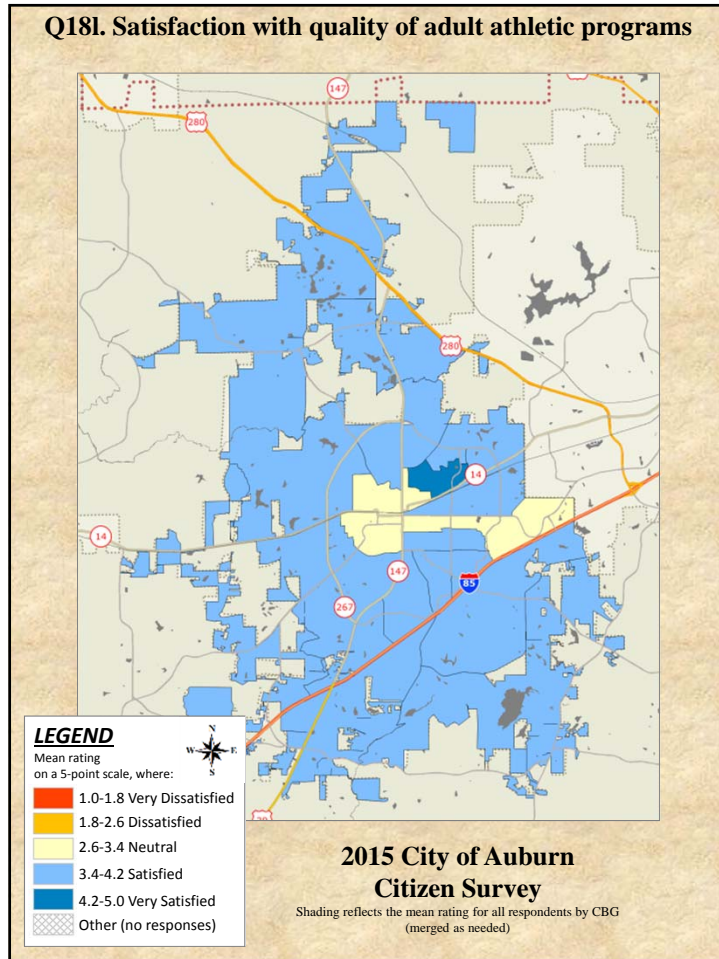


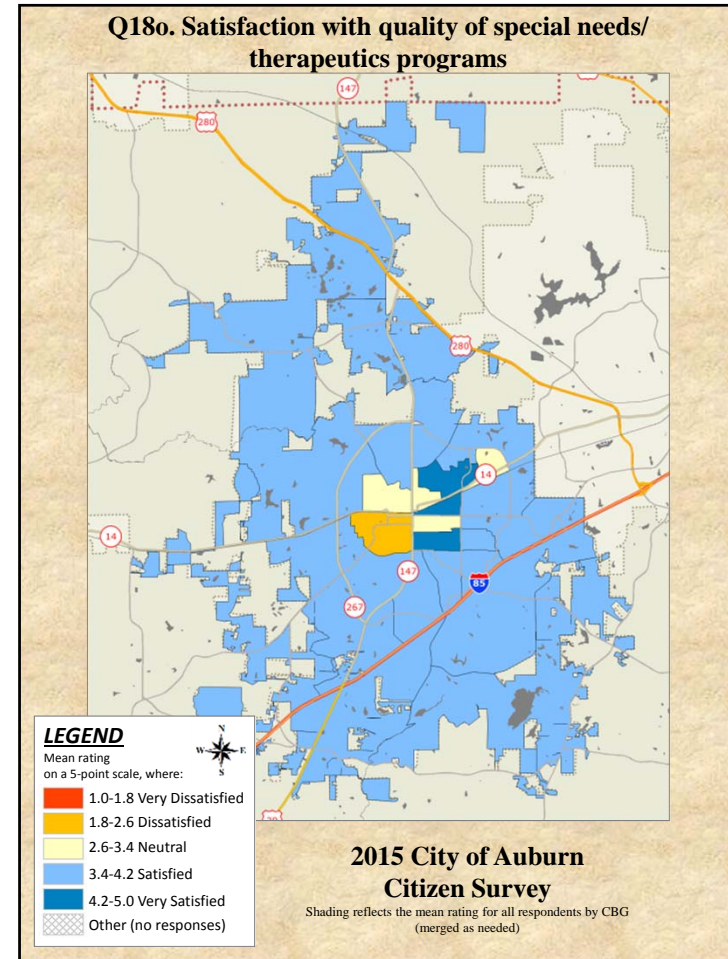
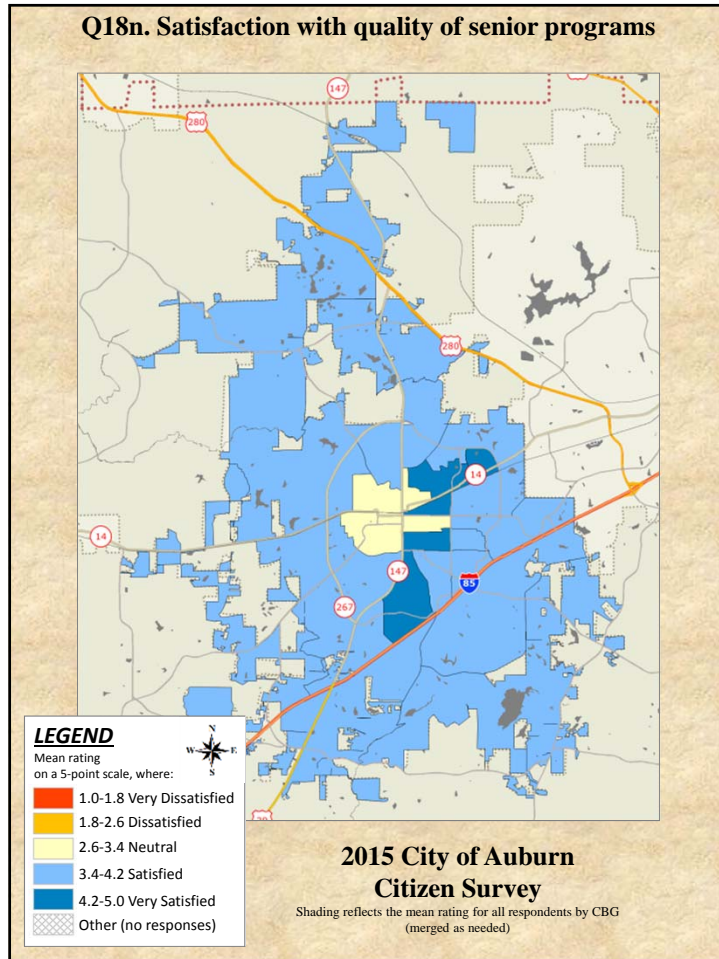
Q18j. Satisfaction with quality of outdoor athletic fields

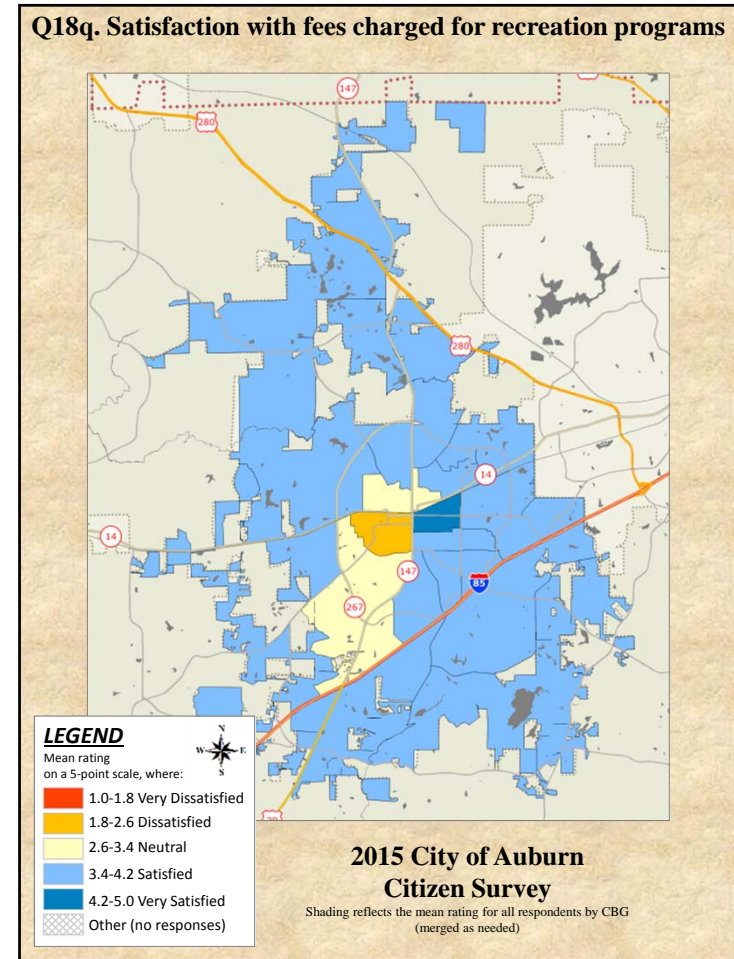
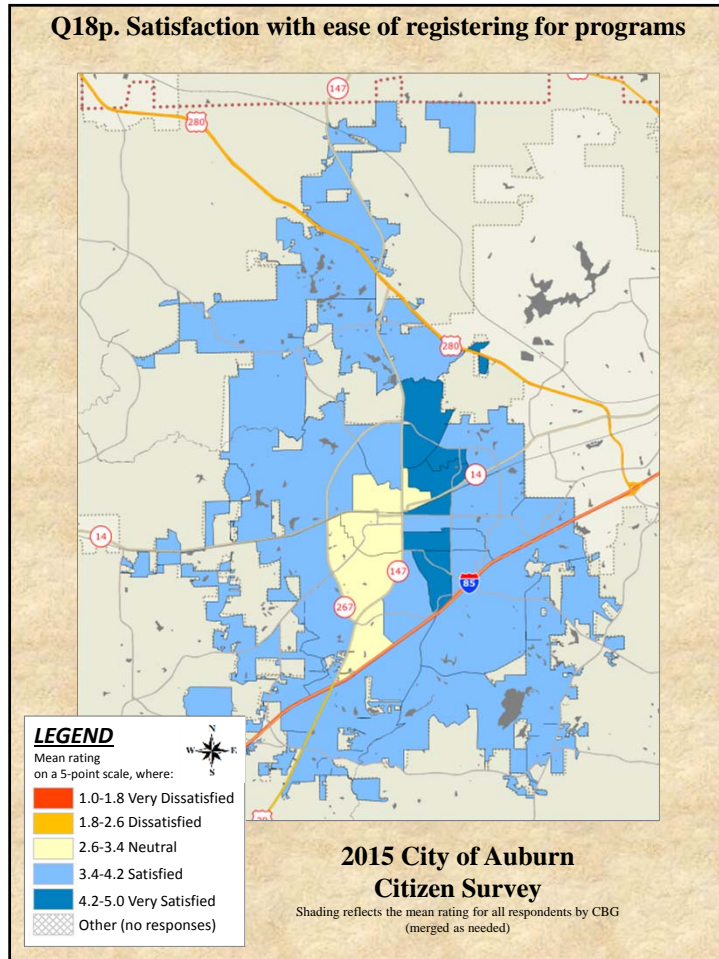


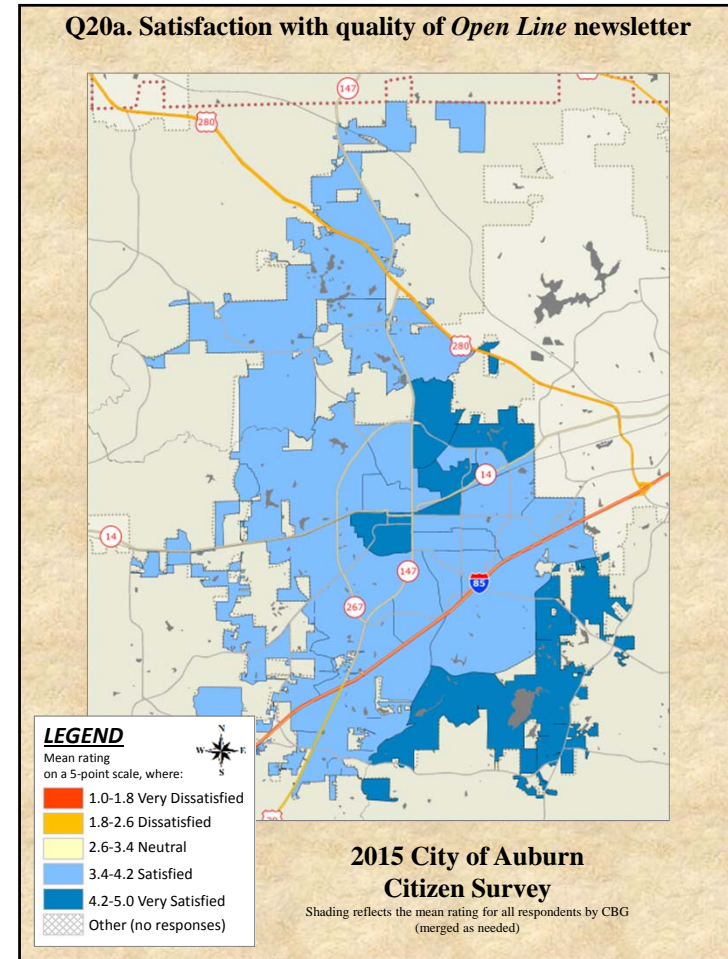
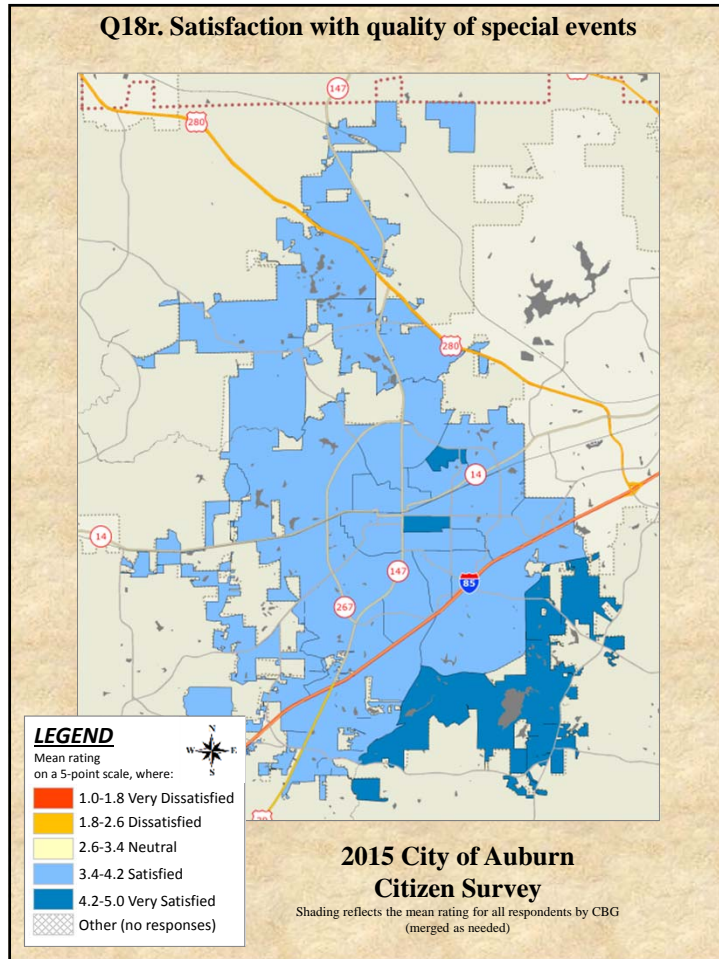
Q18k. Satisfaction with quality of youth athletic programs

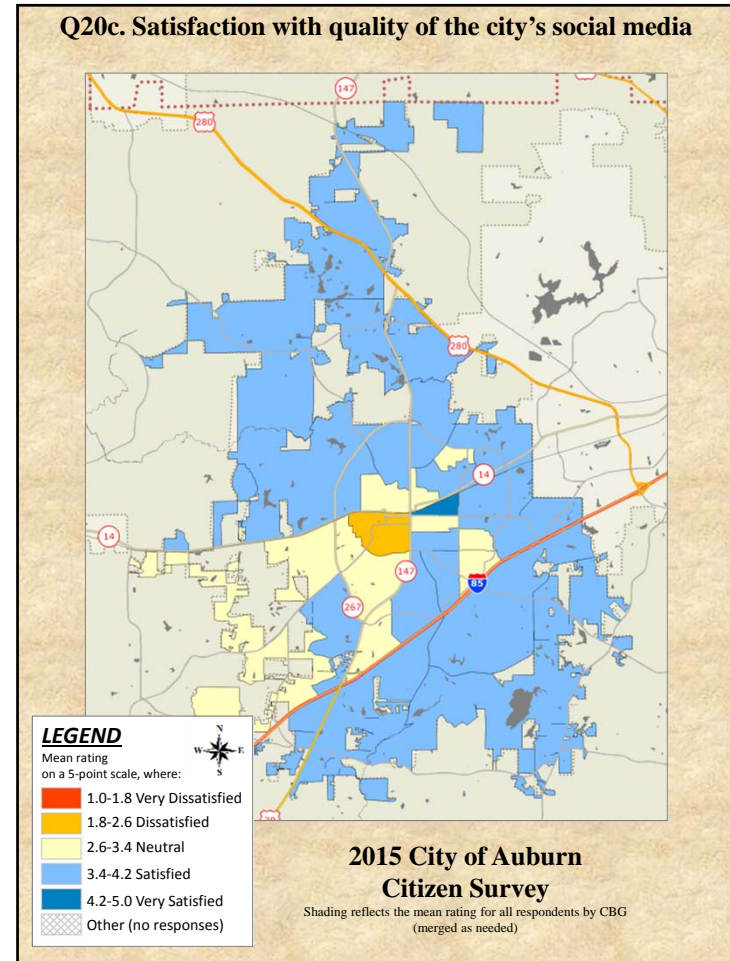
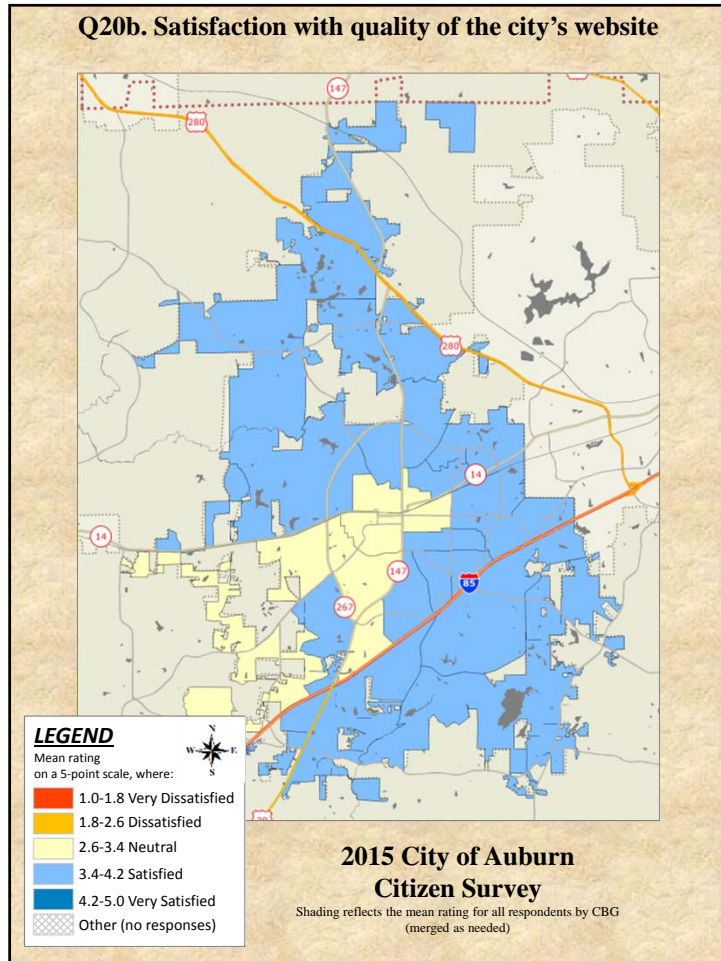


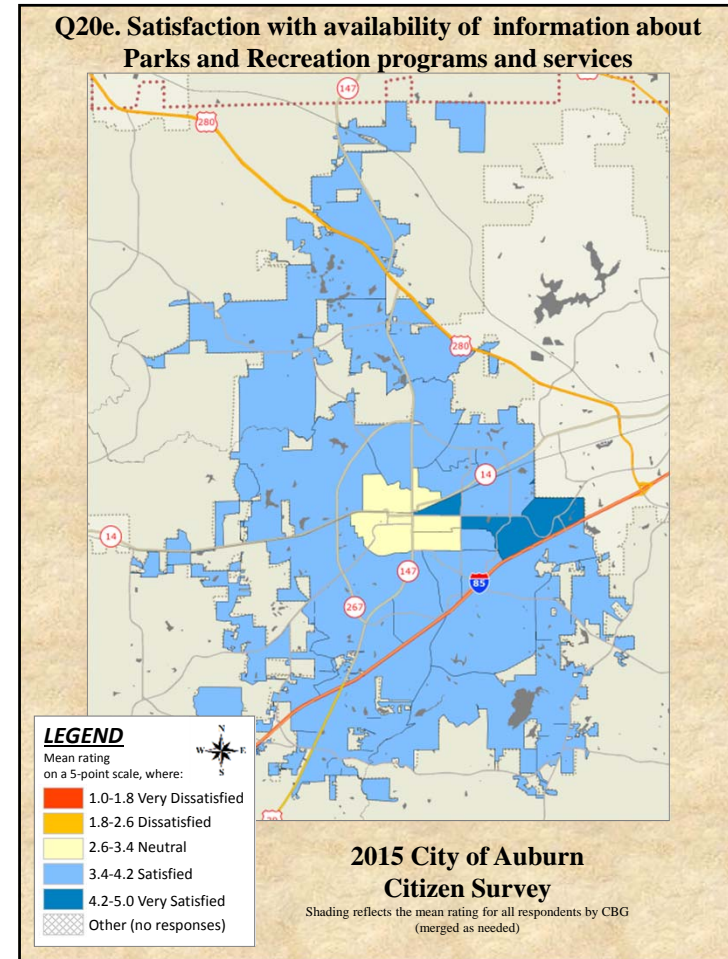
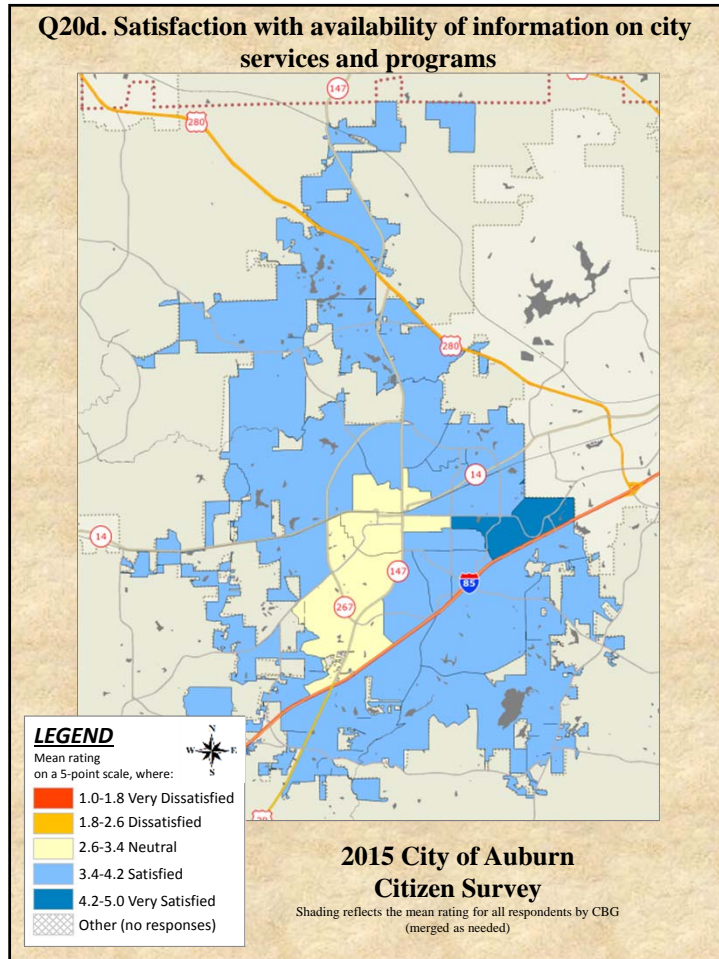


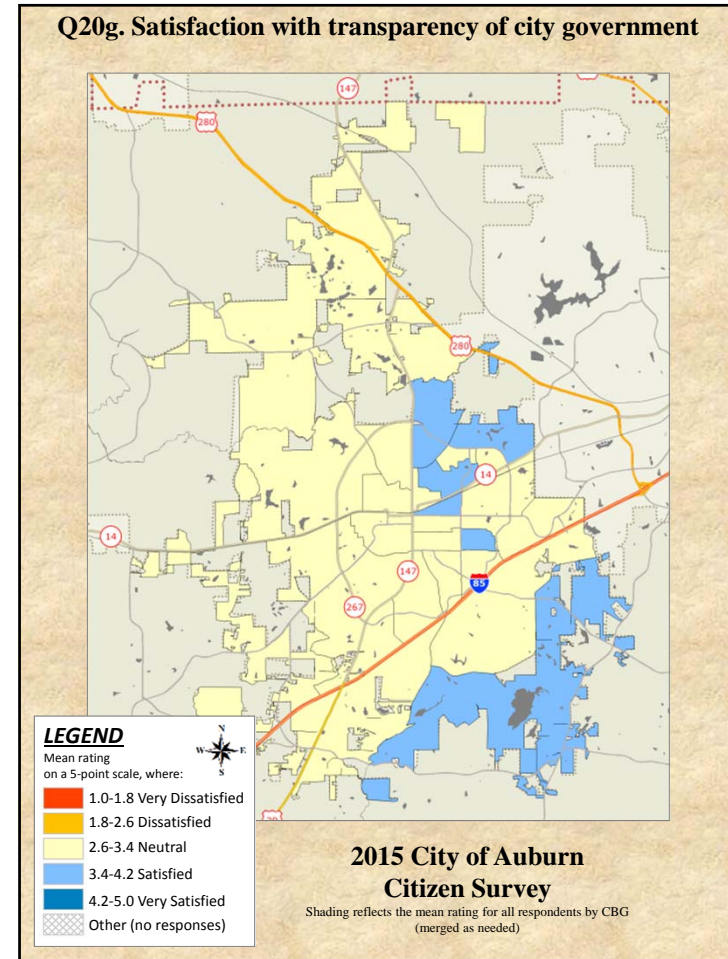
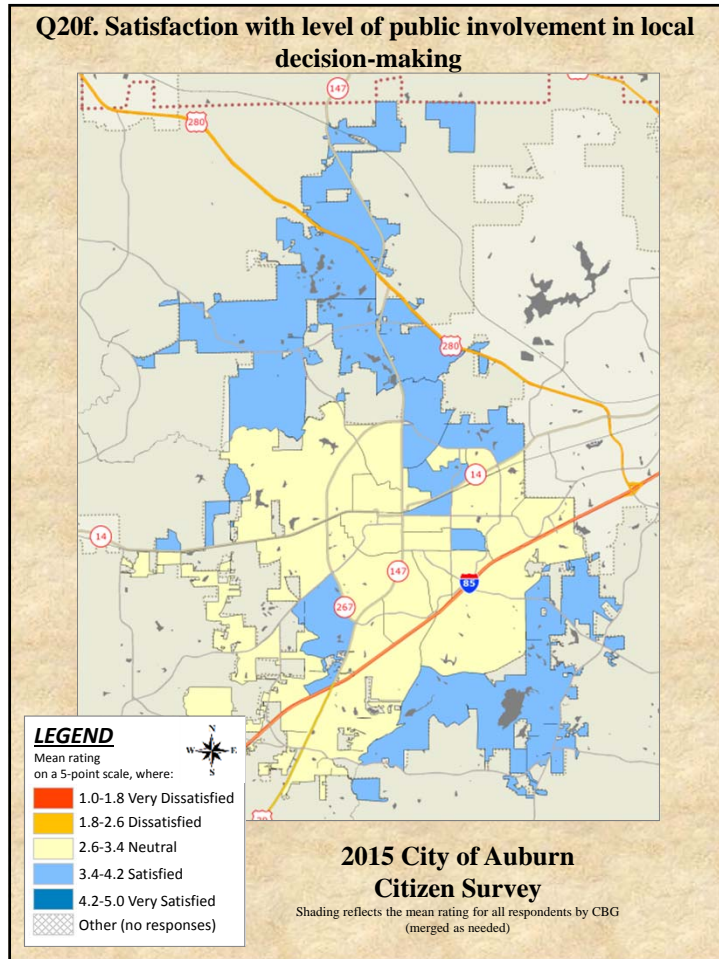




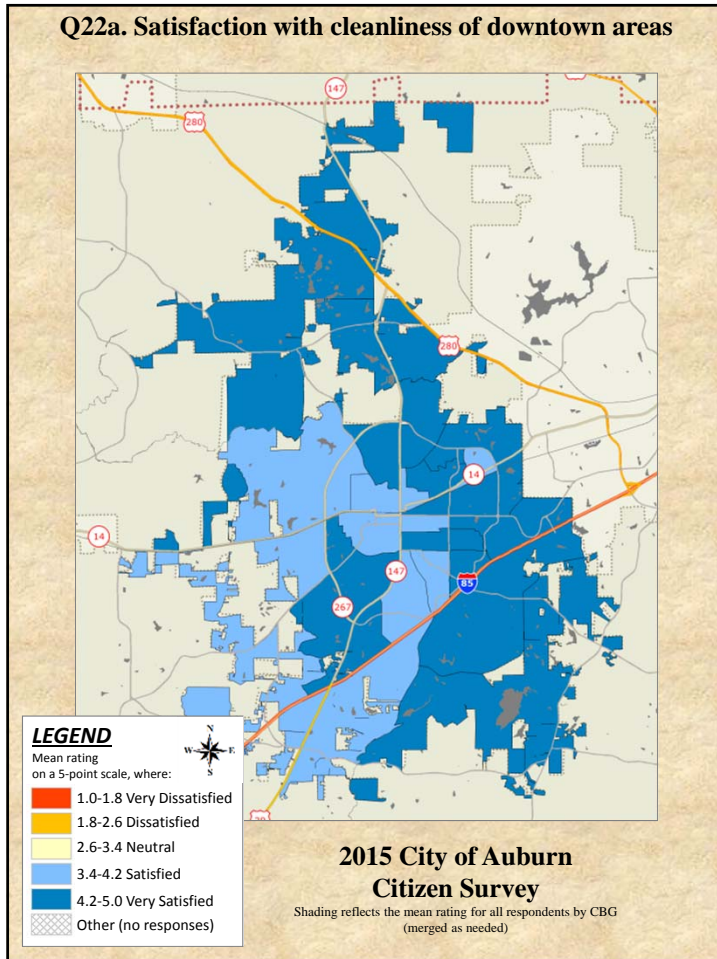




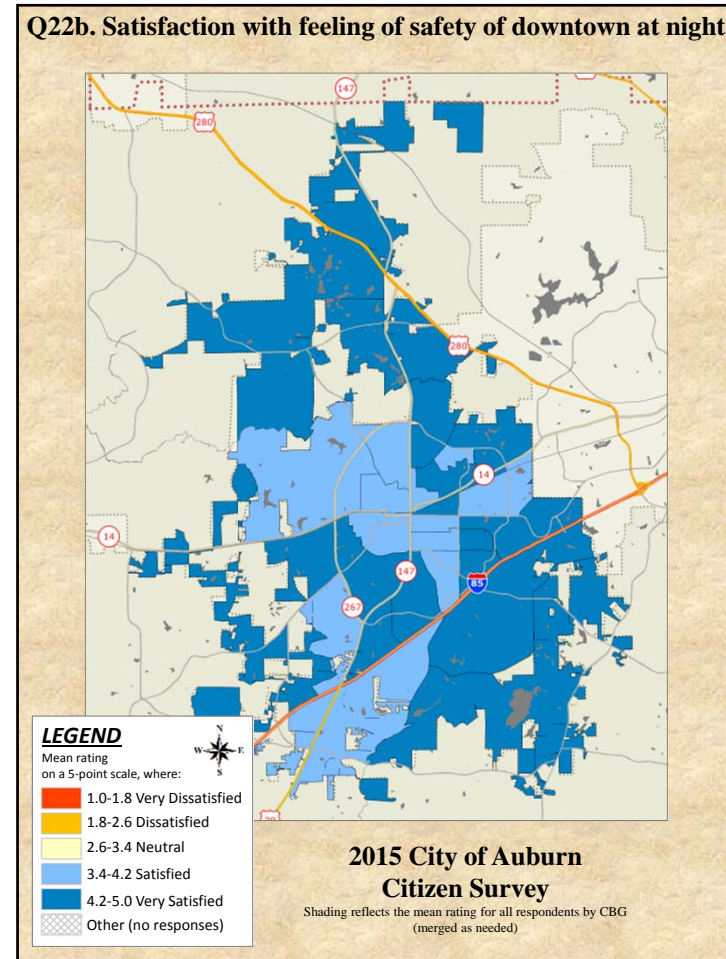


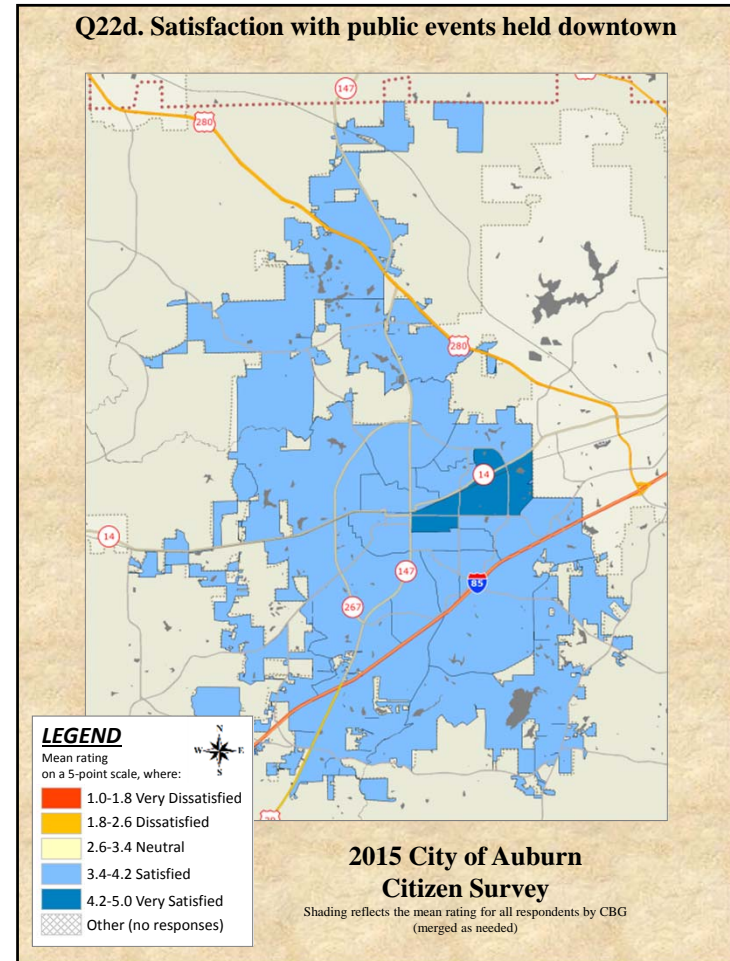
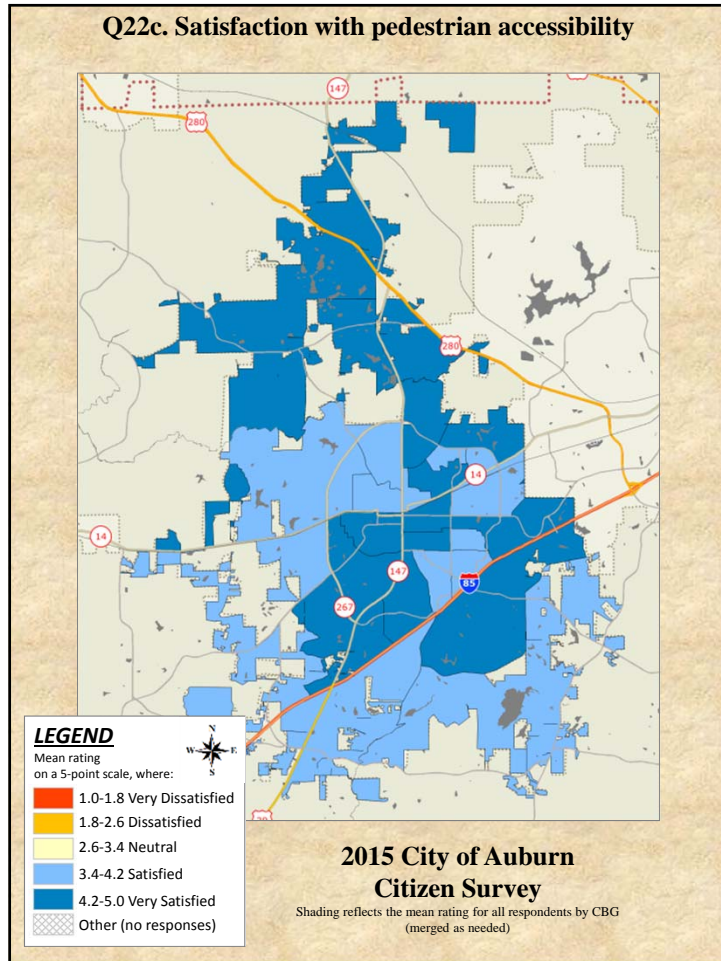


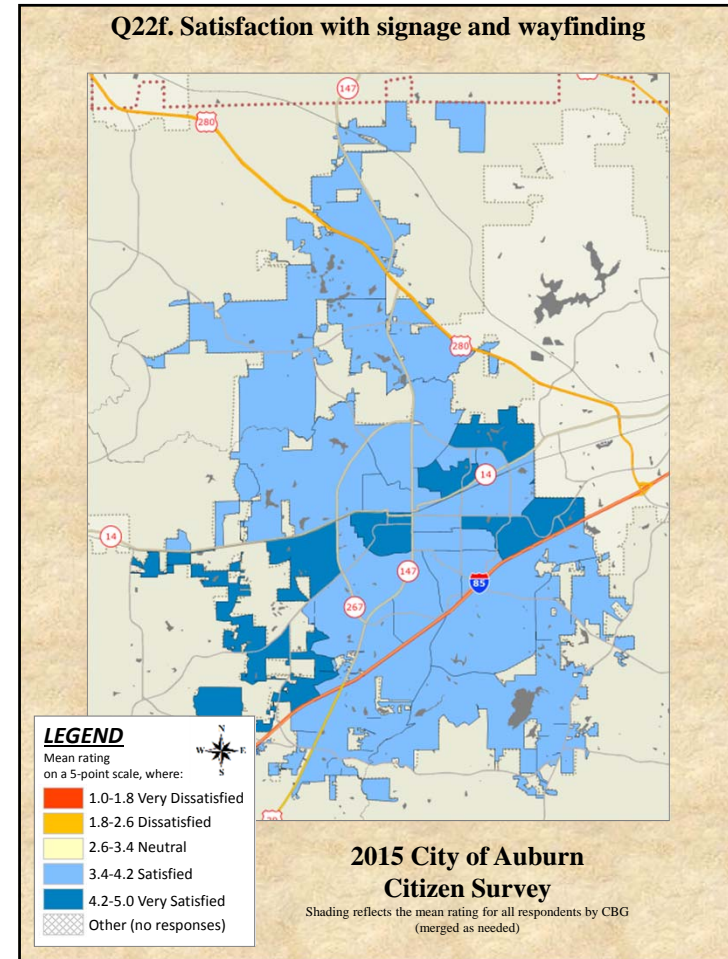
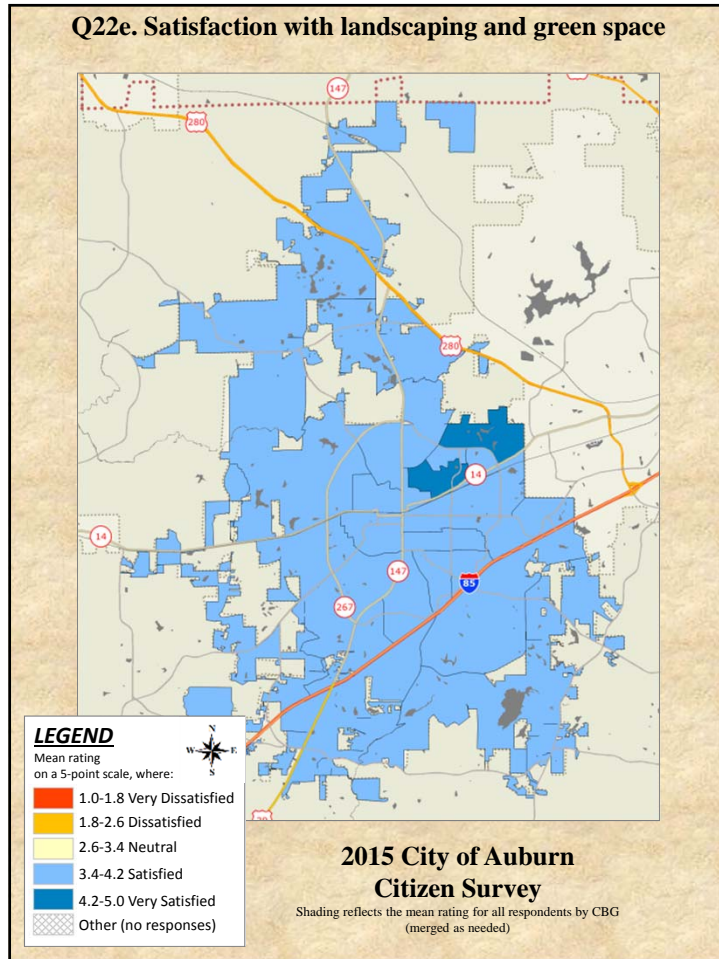
Q22a. Satisfaction with cleanliness of downtown areas

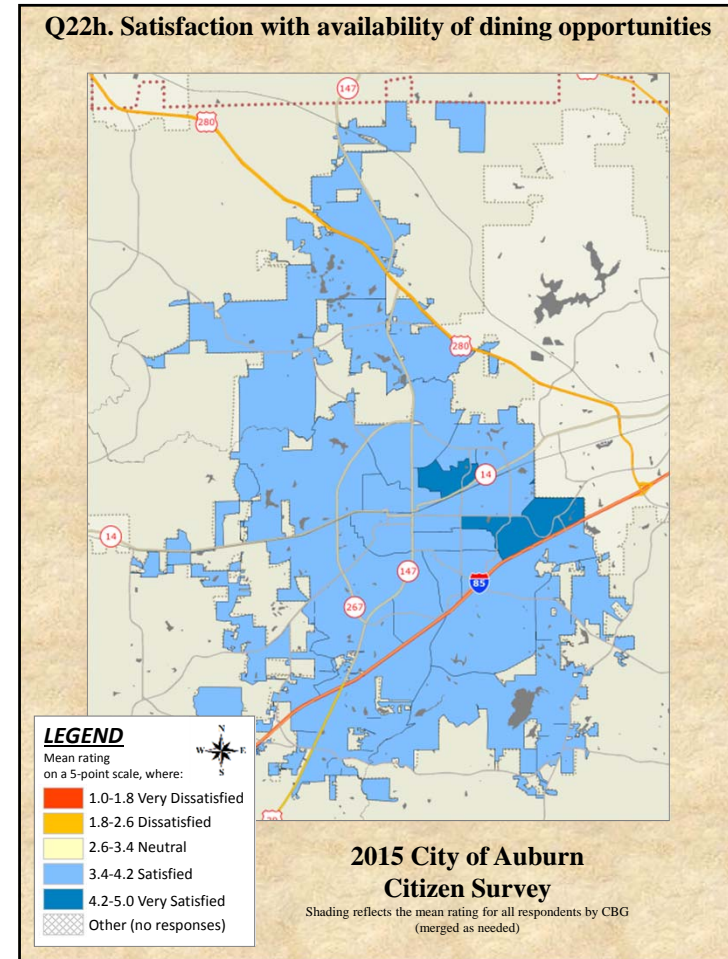
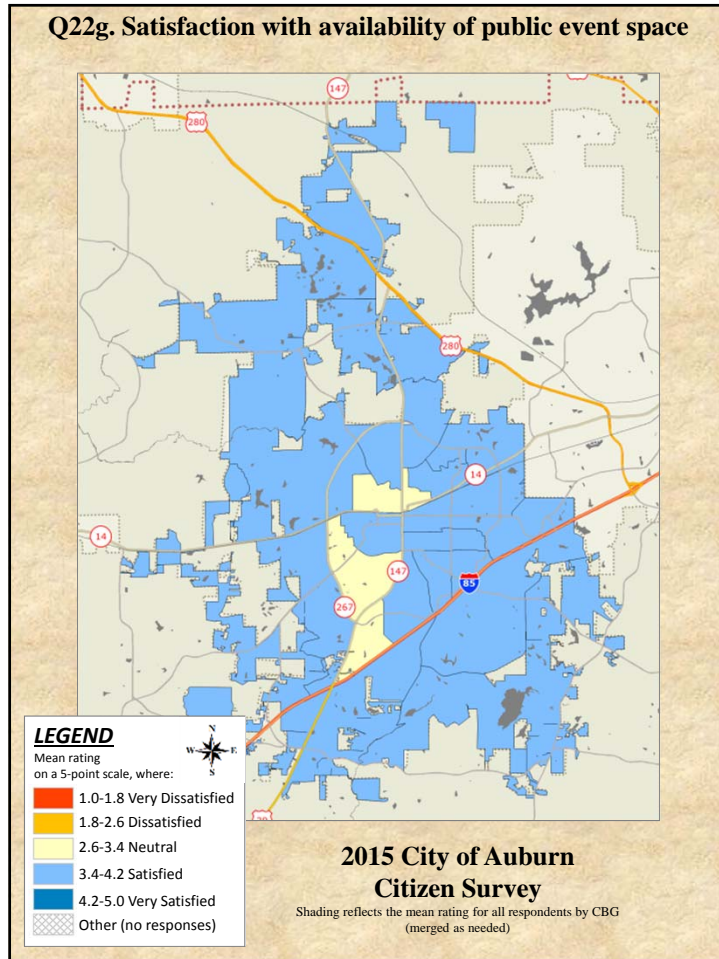


Q22b. Satisfaction with feeling of safety of downtown at night

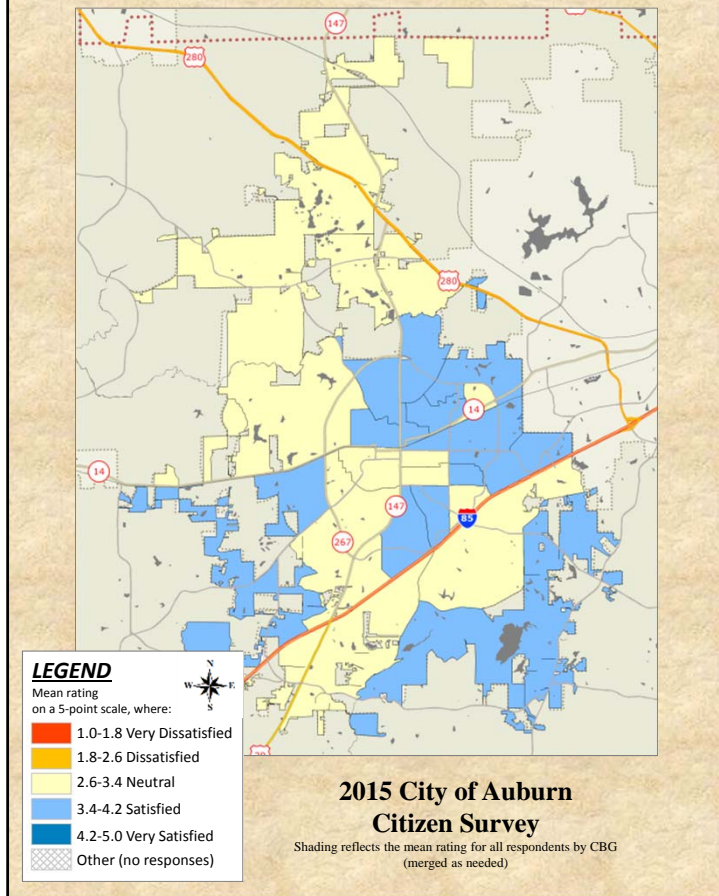




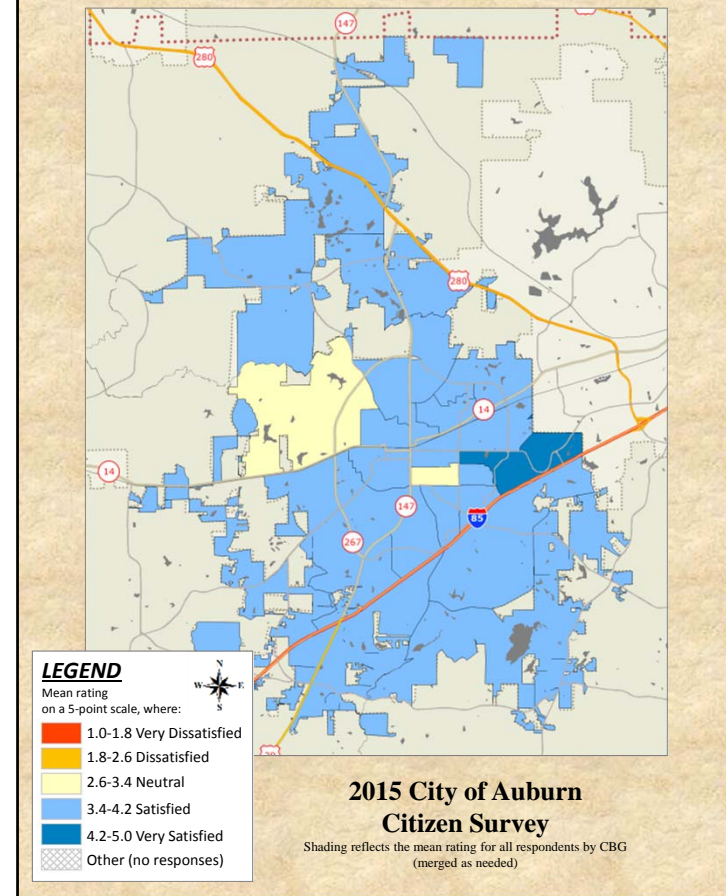


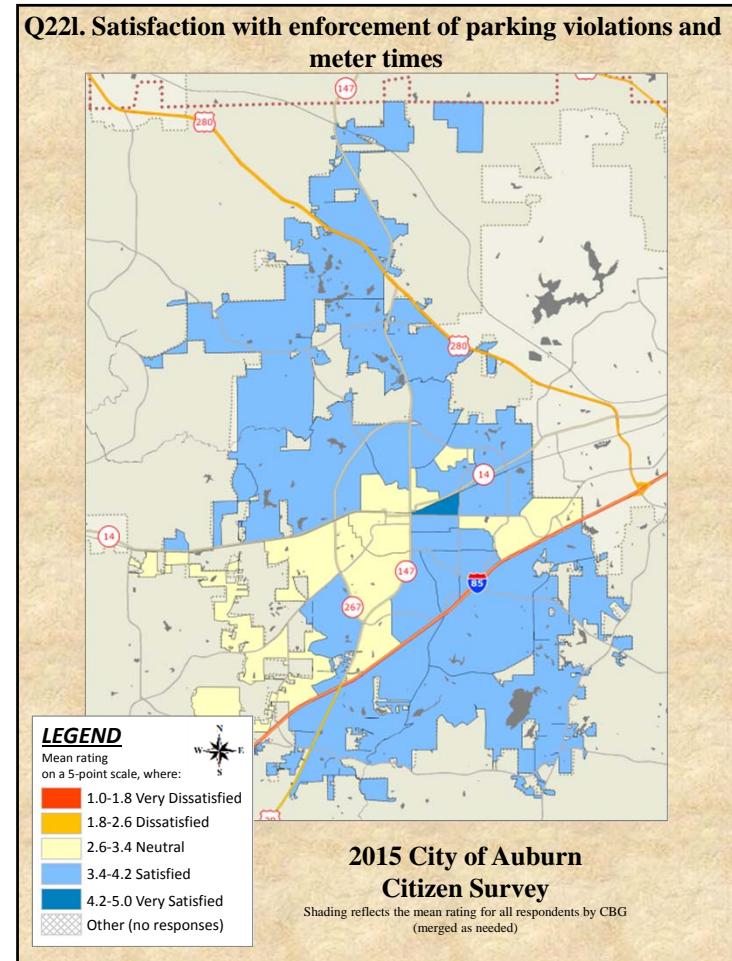
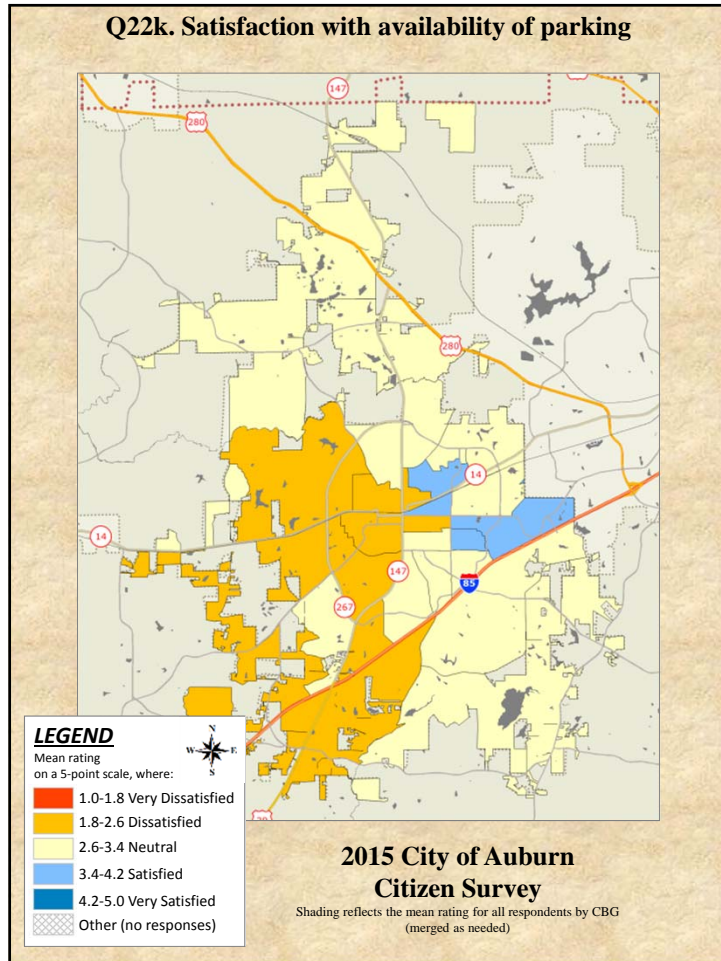


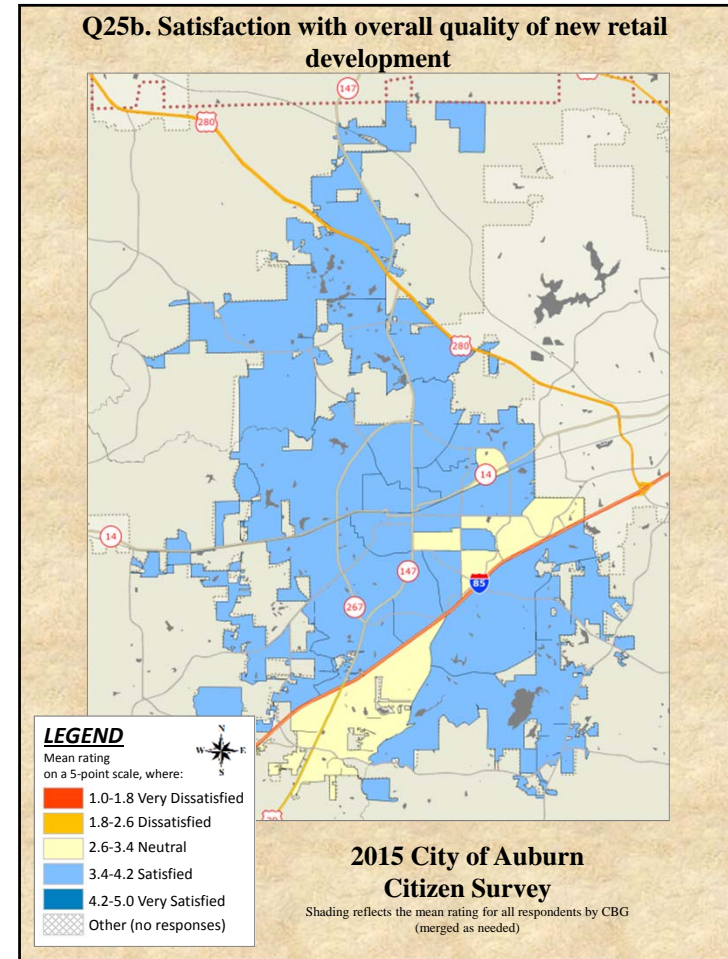
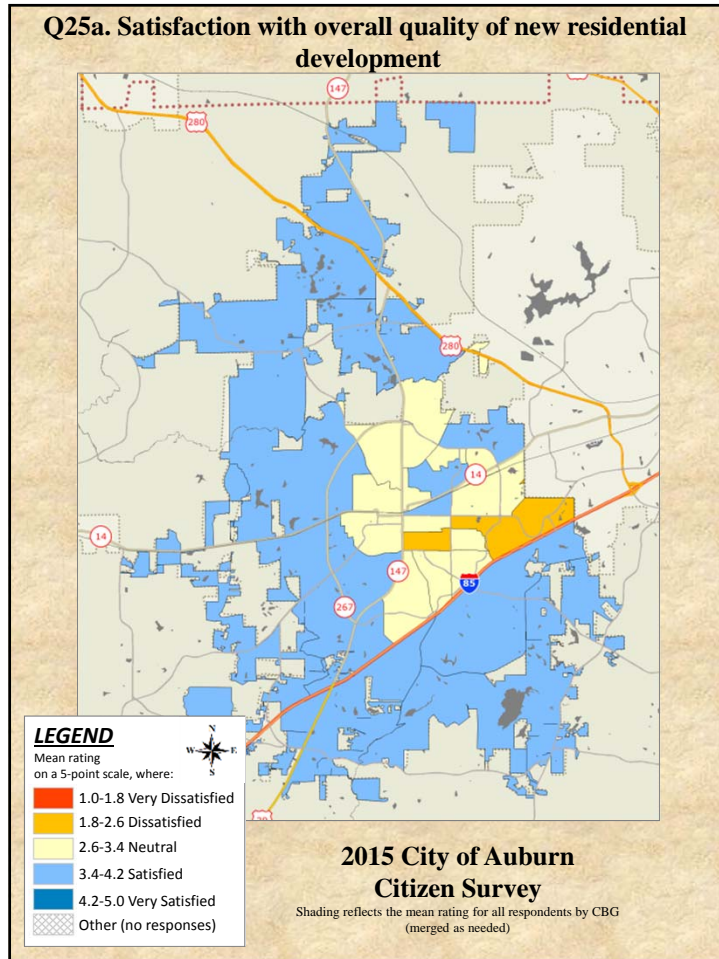
Q22i. Satisfaction with availability of outdoor dining venues



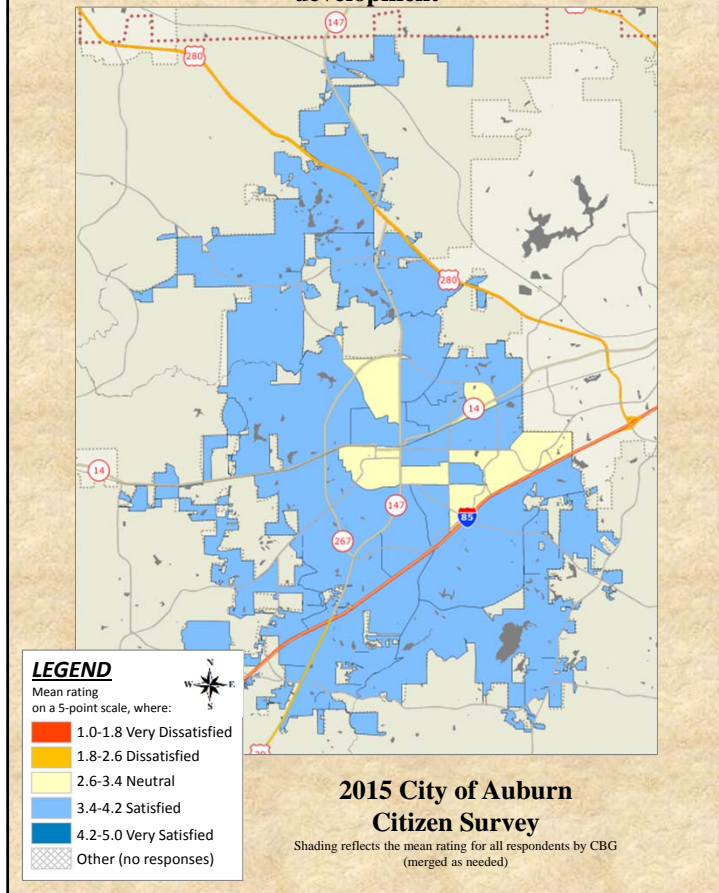
Q22j. Satisfaction with availability of retail shopping



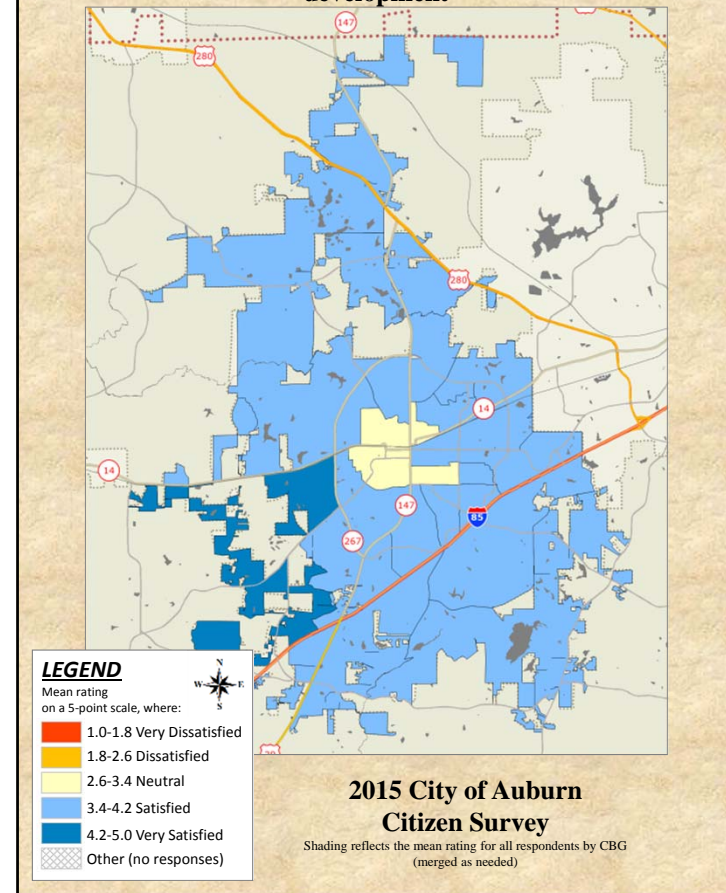


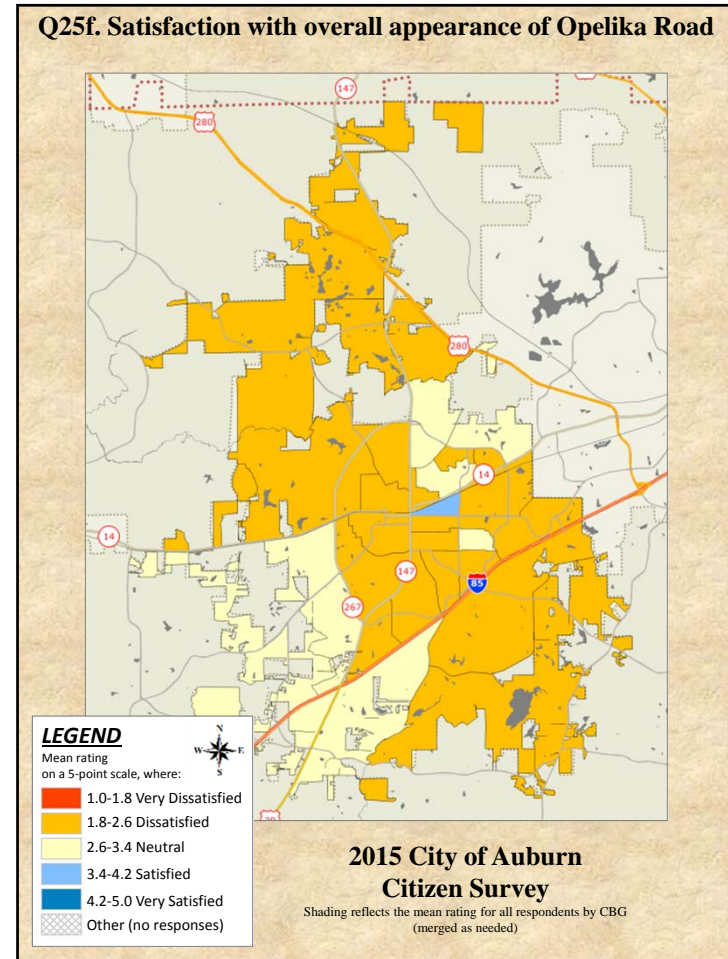
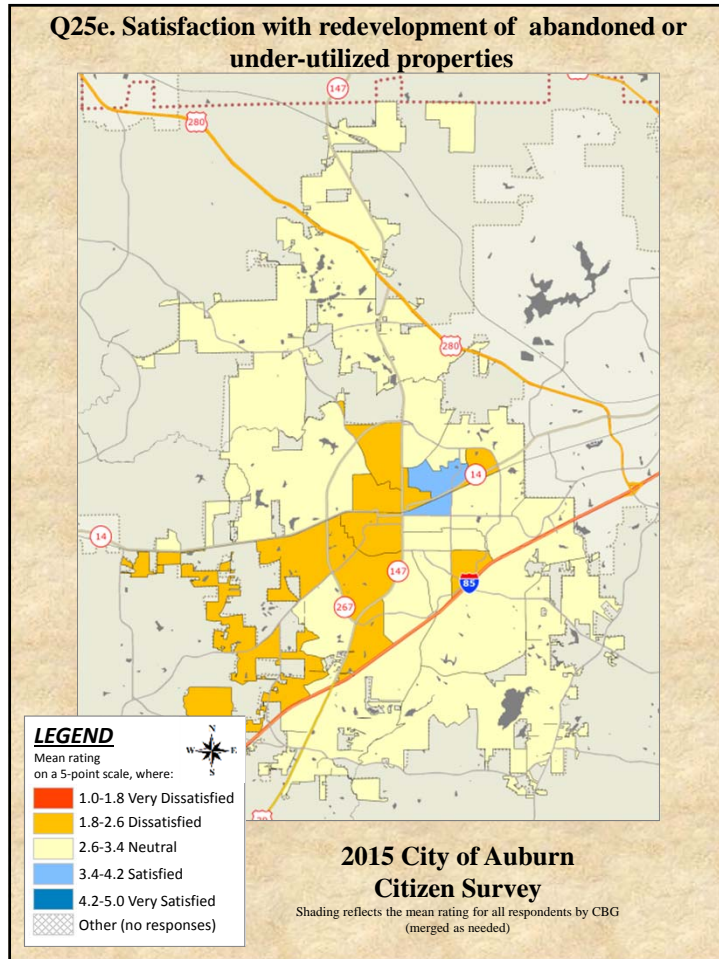


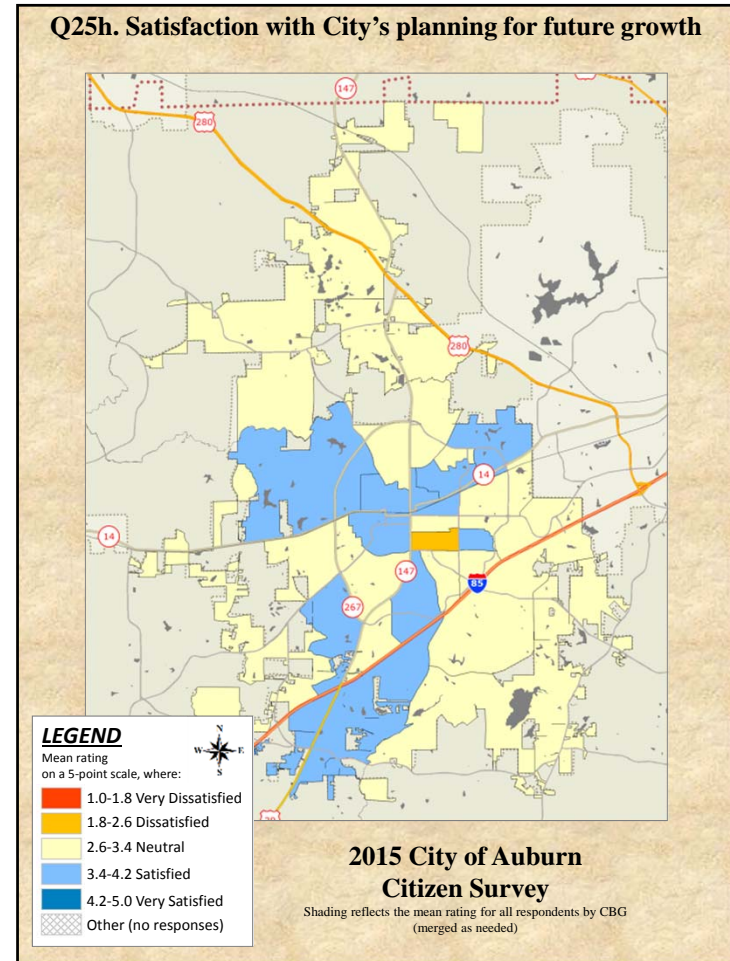
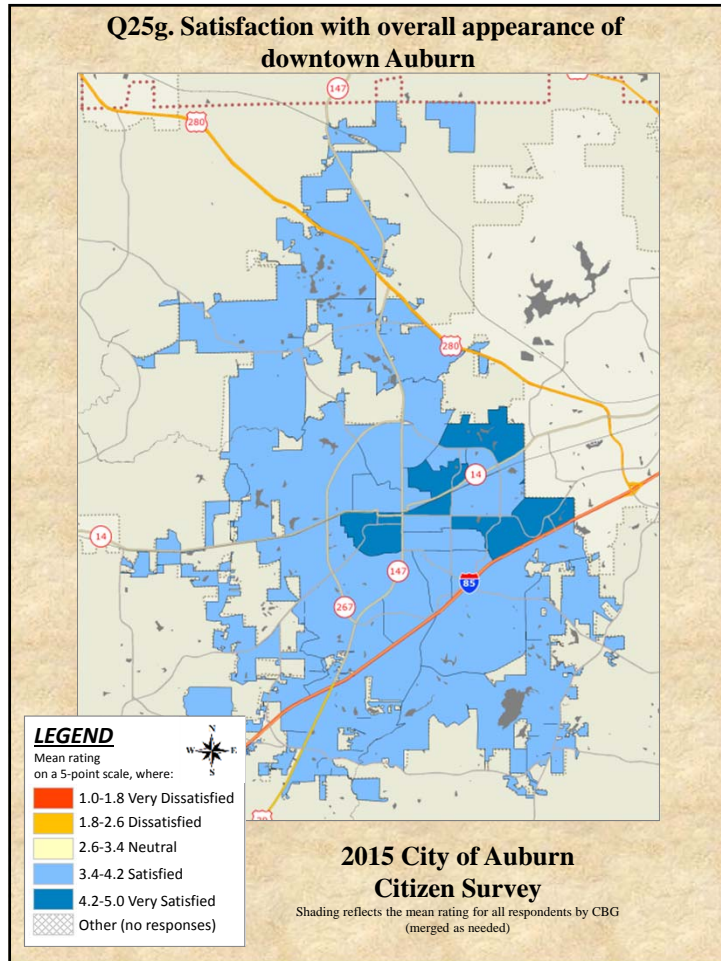
Q25c. Satisfaction with overall quality of new business development



Q25d. Satisfaction with overall quality of new industrial development









DirectionFinder®

APPENDIX B:

Open-Ended Comments

Submitted to

The City of
**Auburn,
Alabama**

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

March 2015



City of Auburn 2015 Community Survey

Open-Ended Comments

Question: If you could improve one thing about the City of Auburn, what would it be?

- There are less apt and restaurant too many!
- City planning "Smart Growth". TND development/communities. Tree planting on street medians and sides.
- To try to accommodate the remaining citizens outside of Auburn University. Everything here is for students. There is not enough apartments or shopping for families.
- More eating establishments.
- Stop rampant development which benefits only special interests. Awful, awful huge new condo and apartment blocks -- E Glenn -- the worst. City officials are allowing Auburn to become an ugly city -- development without respect to neighborhood concerns. Only big money seems to matter!
- Less chain restaurants, please.
- Parking.
- Downtown parking.
- A new bowling alley.
- Road repair.
- Please redevelop existing housing and slow the continued building and encroachment of "new" in the place of Auburn! We need to improve, but we also need to stop the growth so we can keep up with the growth we have!
- Improve commercial development without destroying landmarks.
- More police patrols in neighborhood.
- No more large apartment complexes, i.e. Glenn at Ross. What an eyesore!
- Speeding in residential areas.
- Keep adding bike lanes.
- More recreational businesses and services.
- New high school plans.
- Stop building apartment complexes. The reasons are too many to list.
- Having an outlet shopping mall.
- Stop approving new condo/apartment complexes! Leads to empty complexes, which leads to crime. See Longleaf Dr. area.
- Recycling.
- More parking downtown and all of Opelika Rd.
- Explain services available to newcomers. Lakes?!!

- The downtown congestion: Nearly impossible to route around, and congestion is horrible. Would rather have traffic flow than 'downtown feel' with curbside parking. More garages would help.
- Stop building massive apartment complexes.
- Connected/continuous bike lane.
- Redevelop abandoned areas with attractive businesses or turn them into green spaces (for example, unused parking lots of abandoned businesses; K-Mart, Lowes); repopulate Auburn Mall (Sears and others).
- Increased ordinances on development of Auburn so that more properties and historical areas are saved and restored.
- Less bars in downtown, more business for shopping. Downtown is for drunks during football games.
- Add trails for bikes and pedestrians to travel throughout Auburn. The bike lane is dangerous and is not kid-friendly and scary for adults. This would also make the city have a smaller footprint.
- No new apartments/condos!!! They are ruining our lovely town in so many ways.
- More indoor activities/places to take children during hot summer months.
- Better retail shopping.
- Stop promoting new development and find ways to improve or put to use under-utilized or abandoned buildings. Basically, stop spending money on things that aren't needed/necessary and focus on improvements that are necessary. For example, no need to expand Opelika Rd, but Thach and Samford need to be repaved.
- Better opportunities for businesses (restaurants). Rental centers are crooks.
- Traffic flow is horrendous, especially if there is any kind of road maintenance.
- Greater accessibility of getting basic needs met by all members of the community.
- Bring stores downtown/mall suited for people besides the college students.
- No more high rise condos. Ross and Glenn so sad.
- Have more retail development.
- Come visit my neighborhood (Webster Crossing).
- Use of old buildings for new business ventures. Hate to see empty buildings sitting there and construction on new building around the corner.
- Internet access in subdivisions.
- Traffic: Enforcement especially is lax!
- Traffic lights in certain areas.
- Stop all the new multiple housing.
- Opelika Rd -- appearance and accessibility including Auburn Mall.
- Equality for all.
- Improve all the sewer lines.
- Smarter traffic lights.
- No more apartments and unregulated growth.
- Improve stores at the Auburn Mall.

- Stop allowing large complexes (apartments) to be built.
- Add something like the sportsplex Opelika has.
- More shopping/entertainment options.
- Traffic flow during busy times -- it has improved. Keep working on it!
- Provide more retail shopping within Auburn city limits. We basically have to shop in Opelika.
- Make sure we continue to have an above average school system, elementary and high school.
- Before building anything new, use what is here!
- Opelika Rd improvement.
- Do not over develop. Ex: too many grocery stores.
- Less apartments, no high rise.
- Stop tearing down historic buildings! Renovate!
- The Auburn exit compared to Tiger Town. That exit is a reflection of Auburn and all you see is car lots. Bring Toys R Us to Auburn!
- Utilize or redevelop existing structures (retail and business development) and neighborhoods (residential) rather than building new structures.
- Bicycle lanes and paths around city and in/out of city to parks (Chewacla).
- NO MORE APARTMENTS! Apartment complexes like new complex at Glenn and Ross will ruin the city.
- Limit the number of apartment complexes being built.
- More outdoor events downtown with streets closed to traffic.
- Better restaurants and shopping downtown, e.g. grocers and drugstores.
- Opelika Rd.
- The quality of the roads!
- More non-collegiate events that involve the city, but actual city events.
- Projects finishing faster (i.e. quicker road construction).
- Parking downtown.
- Create walking paths that connect one side of town to the rest of Auburn (such as the Carrollton GA Greenbelt).
- Higher quality dining and shopping.
- Chewacla Park.
- Stop building apartment complexes and improve older ones.
- More parking around campus, less huge apartments.
- Stop ugly development. "The Loveliest Village" is in serious danger and city planners seem unwilling to enforce adherence to that image.
- For city of Auburn to support local citizen of Auburn ran businesses.
- Revitalize Opelika Rd area.
- Bicycle safety (more bike lanes, better behaved bicyclists).
- Downtown parking.
- Airport noise and plane routes. Incoming and outgoing. Too much airplane noise!
- Should have strong incentives to reuse huge buildings (for example, K-Mart) instead of building new huge complexes.

- Jobs!!! Also stores to create tax for city and schools!
- Improve ball fields.
- Parking, litter control, clean-up of overgrown grass and weeds in/on empty of abandoned lots/areas.
- THE SCHOOLS! We need at least two more middle schools and at least one more high school. Y'all should be embarrassed by the overcrowding in the schools and poor city planning!
- Own hospital.
- Stop the cops from using radar guns on Sunday a.m. when most traffic is going to church. That is the one time of the week when the police turn on the law-abiding citizens.
- Long-range planning for city development. Reconsideration of city zoning needed. Greater regulations, not growth.
- I would have them STOP building apartment complexes and tear down apartment buildings that students won't live in. We want to attract families that will buy or rent houses, not live in apartments.
- Better control over development. So disappointed with ugly apartments so close to town.
- Responsible growth -- something not seen here in last 25 years.
- Better code enforcement!
- A more inviting downtown area with thriving restaurants and less 'boutique' stores. Wish the area was cleaner looking as well, and a more 'uniformed' look for the business buildings.
- More family-friendly locations.
- A better police department.
- Opelika Rd.
- East University Dr. -- turning lanes!
- Stop building large apartments in residential areas.
- Indoor pool facility.
- Put a traffic light at Commerce and Opelika Rd please!!!
- Better sidewalks, street lighting and overall safety in older neighborhoods. Old neighborhoods are carrying far more traffic than they did when Auburn was a small town and currently are not safe for kids.
- Overall appearance of Opelika Rd.
- Development of a 'Tiger Town' retail center.
- Abandoned properties.
- Operation and management of the Jon Dempsey Center.
- More varied and frequent special events, not just for children!
- Retail/improve mall area.
- Build bike lanes and sidewalks.
- Downtown.
- The city needs to focus more on preservation and less on new apartments like the disaster on Glenn and Ross.

- Opelika Rd.
- The city planning function! Ref: The eyesore being constructed next to City Hall.
- Park renovation and walking trail.
- Reduce the cost of living in Auburn. The way to do that is reduce business license fees, taxes, occupational fees. Anything that takes money from the people who live here and give it to the city government should be reduced to absolute minimum. If that means reducing services, so be it!
- More patio dining. Add rooftop bars!
- Have people keep their property clean.
- Less traffic/controlled traffic flow.
- Better shopping (mall, clothing stores, etc).
- Police.
- Stop new huge apartment buildings being produced in Auburn.
- Make apartment buildings zone specific (don't allow huge apartment buildings be built at major intersections in Auburn, i.e. the one at Glenn and Ross). Also need to enforce more housing and building inspection of rented property.
- Parking space.
- Stop building apartments! Put in more parks! It's getting crowded, urban and ugly.
- Stop the putting up of more apartment buildings. Revamp the older ones and stop ruining the landscape with apartment buildings.
- Parking in downtown Auburn, especially nights and weekends. It is so frustrating to see empty spaces at banks, offices and churches that cannot be used as overflow parking for whatever reason.
- Attention to the beauty of the city. South College is a disgrace. The apartment complex on Ross is hideous.
- Add more sidewalks and crossing signals at street intersections. Make Auburn more pedestrian friendly.
- I wish the shops/retail centers were more spread out to reduce traffic congestion.
- The continuous building of apartment complexes while other complexes sit empty.
- More larger city parks.
- I would change our city's mindset for recruitment of retailers and restaurants. We continue to lose sales tax dollars to Opelika due to red tape, too many expensive requirements (road improvements like turning lanes and right of way) and fees.
- How long it takes them to work on roads/side of the roads.
- Let officials know that 'progress and growth' is not what always promotes the best for the Loveliest Village on the Plains.
- Don't lose small college town atmosphere!
- Parking.
- Walking at night, not enough lighting.
- More lights downtown area.

- We need a real police force to enforce laws and solve crimes. Currently, they don't try and don't give a good [expletive].
- Parking.
- Control the speeding on Glenn Ave.
- Slow down housing growth.
- Stop construction of huge apartment/condos in downtown. Preserve older buildings, especially homes.
- Parking.
- Focus on controlling growth -- emphasize importance of good decision making related to growth in Auburn, and don't let growth outpace city's ability to handle.
- Prevent the permitting, zoning and construction of very large, high density apartment complexes in the city!
- Get rid of the monstrosity of a building at Glenn and Ross.
- The lack of uniformity in new development. New apartment complexes DO NOT FIT with this city's look, and we have WAY too many new homes being built.
- Improve the appearance of S College from I-85 to Art Museum. This area is the first place seen by visitors, and it looks like a trashy strip mall. This area does not make Auburn look good at all!
- Use abandoned buildings more. Keep doing cityscaping.
- Put lights on Ogletree so I could see the deer better.
- Parking for events downtown and at the university. Stop cutting down trees when building new neighborhoods.
- Opelika Rd and mall looks very dated. Incentivize retailers to update.
- Smoother railroad crossings.
- Appearance of S College from EUD to I-85.
- Street maintenance.
- Work to improve economic status by utilizing available business, retail space: old K-Mart building, Sears, etc., with knowledge that this vacancy is largely due to current economic climate. Lessen the use of near downtown area for large apartment complexes. Example, development near police station -- an eyesore!
- The quality of bicycling in Auburn.
- Let Auburn grow and quit holding it back and letting Opelika get ahead of us and other areas around us in this state. Don't use the police to fund the city.
- Stop building more housing and stop adding to city limits. STOP GROWTH!
- Bridge over railroad tracks.
- We need to do a better job of setting up incentives for redevelopment of areas that are not student-centered in the downtown area. Parades, Cityfest, Christmas celebrations, parking -- all of these things are important to families wanting to come into downtown Auburn and not feel like they are encroaching on students.
- Paved roads.
- Downtown parking during the day, Monday through Saturday.
- Have abandoned houses torn down and clean up vacant lots.
- Provide adequate direct funding to schools without sapping city resources.

- Ensure that all Auburn pedestrians have a sidewalk in all community.
- Slow the growth.
- Restrict influence of developers/realtors.
- Gang crime prevention.
- We need a plan for growth -- apartment complexes, recent Ross Avenue apartment building/parking deck is unsightly, and we lost historic homes and trees.
- Traffic control during game season.
- Let's keep Auburn the Loveliest Village on the Plains, not the tacky village on the plains!
- There are too many high rise condos and apartment complexes being built in town. They take away from the charm of the city.
- Affordable/free programs for children and adults with special needs.
- No more chicken restaurants!
- Put a traffic light at intersection of Shug Jordan and Pumphrey Ave.
- Improve Opelika Rd.
- Provide Auburn water to ALL Auburn residents.
- Don't build more huge apartment complexes downtown. They cause eyesores for landscape and traffic problems.
- Safer bicycle riding.
- Fix the bad streets.
- We live in a new neighborhood and there is not enough lighting (street lights). In the six months we have lived in Auburn, I have never seen an officer patrol our neighborhood, and I am home during the day. Increase patrol office presence in neighborhoods.
- Decrease classroom sizes (number of students) in the public schools. Build more schools.
- Attract more cultural diversity!
- Have more recreational programs.
- Do not allow HUGE apartment buildings so near Auburn streets. Quit tearing down our beautiful old homes. Follow Opelika's examples!
- Opelika Rd.
- Improve more business along the interstate exits.
- Traffic congestion.
- City really does not listen to people. They say that they do, but they don't. They make their own decisions.
- More lighting near our townhome complex, Heritage Ct and Fuller.
- Traffic flow Moore's Mill.
- Better stewardship of tax dollars.
- The department of economic development's focus on promoting business growth on Opelika Rd.
- I would improve the lot sizes of current home developments.

- Remove old houses and buildings in downtown/campus area to replace with buildings consistent with covenants that yield a consistent look and in keeping with the image of the Loveliest Village.
- Neighborhood codes for yard appearance and trash in yards.
- Improve diversity entirely within the city workforce! Supervisors, employees, managers, etc.
- Stop building apartment buildings and letting the old ones become Section 8.
- Street lighting and sidewalks.
- Transportation: Whether on foot or by transit, I am lucky to live in an area with adequate sidewalks, and usually take the Tiger Transit to class, but I know so many people would benefit from additional sidewalks and an option for dependable public transportation (other than a taxi).
- Remove new building at corner of Ross and Glenn.
- We love Auburn!
- A sidewalk along Moore's Mill Rd from Samford Ave to the new bridge over I-85.
- More restaurants.
- Not build any more apartment buildings in downtown area.
- Retail business, restaurants, shopping.
- The shopping center on College St with the Winn Dixie. It is an eyesore.
- Convert every traffic light currently operated by a timer to operation by sensors. There is nothing more wasteful than stopping for a light in the middle of the night when there is no cross traffic.
- Traffic and too many condos/apartments causing Section 8 housing to help fill them up.
- Stop the commercial blight.
- City's planning for future growth and new development allowed.
- Better zoning to prohibit so many big apartments.
- Stop new construction when so many areas are empty.
- Cost of utility services.
- It would be nice to build restaurants in Auburn/Opelika like a Monkey Joe's or Chuck E Cheese so parents don't have to travel so far into Georgia to take their kids. Also build a TGI Friday's too.
- More retail stores/shopping.
- Opelika Rd retail spaces.
- More events for young adults that are no longer in college.
- No more monstrosities like the one on Gay and Ross.
- Stop apartment complexes from having parties.
- More affordable non-student housing.
- Limit new neighborhoods. There are too many homes; number of apartments seems high too.
- The new development 160 Ross is a giant monstrosity, and I'm disappointed in the destruction of so much wooded space that used to be there.

- Get an "Another Broken Egg Café" or a "Bonefish Grill" to the town! It'd be a huge success! Or just bring new restaurants/shops that are not in Opelika. We don't need two of the same place in these neighboring towns.
- More venues that begin earlier for older adults.
- Restaurants.
- To conserve old historical buildings and homes, and utilize rather than tear down and build new.
- Taxes on low income families and individuals.
- More information on public services. Truthfulness.
- More jobs in city.
- Promote history through buildings and art.
- More large businesses.
- Manage growth better!
- Some type of fun zone/indoor hangout for young children.
- Better water quality -- taste no good.
- We need kids' restaurants/family party place.
- Enforce running of red traffic lights.
- Parking at Auburn University.
- Improve fire protection via cancel contract with EMS. Firefighters with EMT-B don't help me during a heart attack, only paramedic. ETS has a poor attitude alongside poor response times for Barkley Crest Lane.
- Traffic flow.
- Quit tearing down historic buildings!
- Install sidewalks on Moore's Mill Rd.
- Improve Opelika Rd's attractiveness.
- Street lights/other lighting at Rite St under sky-bar canopy/overhang. Very dark unsafe area at night.
- Less new construction; plenty of available houses and buildings.
- Ridiculous number of apartments permitted to build without teardown of old facilities. The new apartments on Glenn are hideous and the parking desk is a monstrosity. Shame on the approval of the plan! Be embarrassed.
- Stop all the apartments!
- Add a speed bump in front of my house! The 25 mph sign doesn't seem to matter.
- Multi-family/student housing -- gross overbuilding.
- More retail in city.
- Control development.
- Rezone middle school grades.
- Sidewalks -- need more of them; some need repairs and don't let football visitors park on them. Pushing my mom to games in her wheelchair is fraught with hazard and difficulties. We often have to push her in the roadway due to bumps in sidewalks and cars parked on the sidewalks.

- Stop the growth of college housing, especially unattractive designs that do not fit in with other designs in the 'village', i.e. corner of Glenn and Ross -- horrible.
- Expand lanes and add red lights at high traffic residential areas. Add businesses geared less towards college students and more towards adults with children. Utilize abandoned or underutilized properties. Make it easier to get to Opelika Rd from College St.
- Traffic, i.e. speeding, congestion, running yellow lights, the traffic all the time on Opelika Parkway into Pepper Parkway is congested with folks speeding up, darting in and out of lanes. It's scary! I can't find a day or time when it's safe to drive. The traffic has limited my options buying gas, food, etc.
- Campus police back.
- Less control by developers.
- For the love of God, please put up street signs that you can read from a distance and that are not on top of a stop sign off to the side. They need to be lit and hanging from the middle of traffic lights.
- Clean up empty lots or do something about eyesore buildings.
- Clean up cigarette butts in downtown Auburn and add more outdoor restaurants to make it more inviting. We go to Moe's and 5 Guys sometimes, and cigarette butts are all over the sidewalks in that area, and it's disgusting. Make the student complexes have more rules and security.
- Reuse old structures and keep a 'small town' community look. Allowing CVS/Tatiki's is nice, but not good in appearance and it seems community development isn't as 'community' driven. Allowing another Wal-Mart is terrible. I will NEVER shop there.
- Retail.
- The cost of water/sewage/garbage bill.
- The people.
- Parking availability.
- Protect green space. Stop building slumlord apartments. Stop the school system from self-destructing its quality by building two high schools, mistreating teachers, and not being responsive to citizen input.
- Appearance on Opelika Rd.
- The city is too large! Too many apartment buildings, stores, and the same restaurants where you go in and nobody's even in there. Most of the city should revolve around the Auburn University campus, faculty and families.
- Bike/pedestrian paths that don't interfere with traffic flow. Over the road walking bridges, etc.
- In the past, it has been observed that some of the police traffic enforcement was excessive.
- Public safety: Reduce crime and theft, no response from police on investigation, resent police telling 'to go look around pawnshops to look for my stolen property.' No visibility of police in the neighborhoods. I see police only interested in giving

out speeding tickets to attain revenue, rather than provide public safety. Very disengaged.

- Less abandoned stores.
- The flow of traffic throughout the city.
- Overall, I am very satisfied with the city of Auburn.
- Schools: While they are great in comparison to the surrounding districts, they aren't as good as others in the country. The goal should not be to be the best in Alabama, but in America.
- Traffic flow.
- Stop/slow apartment growth.
- Preservation, and it doesn't even make the survey!
- 5 p.m. traffic.
- More redevelopment of abandoned or underutilized properties, less new development. The new monstrosity of an apartment complex on Glenn and Ross seems unnecessary. Don't we have too many apartments already?!
- Ease of motor vehicle transportation.
- Restrict large apartment complex developments near downtown (like the one at Glenn and Ross which is AWFUL).
- Better control of growth and protection of small town feel.
- Not all development is good development. Business developers have a responsibility to contribute to the quality of Auburn. The zoning board should listen and respect the concerns of Auburn residents, instead of the current dismissive and condescending attitude. Listen and take seriously the complaints about traffic and under-planned and overtaxed infrastructure. Making money is not enough of a contribution.
- Hire a master city planner. Work with AU to develop a beautiful city.
- Clean up S College -- it is so junky looking. Not the first impression I would want people to see of Auburn. The planning (or lack thereof) has been poor. It feels like no thought has gone into it. Does not reflect on the city well. Also the shootings going on at the apartment complexes has got to stop. Now that they are Section 8, how is this going to affect future development? We don't feel safe going to that part of Auburn anymore (which I never thought I would ever say).
- No new apartments.
- More transparency about how approvals for new buildings are done, green space allocated, i.e. Ross/Glenn apartment project.
- Traffic flow at Glenn and Gay.
- Public transportation.
- Influence of outside developers -- encroachment of business/commercial development on residential areas.
- More activities for kids.
- Student apartment[s] over capacity.
- More lights on the street.
- Improve parking. Improve skyline; bury power lines, use of existing structures.

- Enforce environmental regulations (sediment control) with developers.
- Internet access! The Preserve has NO Internet option.
- Bury the power lines, please.
- New parks for children (Hickory Park is outdated); splash pads in city; fenced in playgrounds (look up Koop Drive Park in Mandeville, LA).
- College St from I-85 (entrance to Auburn). It is ugly.
- More retail options -- lots of money spent in Tiger Town vs. Auburn due to options, ease.
- Long-term planning and vision for the downtown district; it could be dynamic, but I am concerned that property owners like it as is.
- Focusing on development of young professional segments.
- Education funding.
- The recycling program: Increase in plastics and aluminum accepted/not have rude collectors that throw bins/tipped over items in yard.
- Encourage small business growth.
- Remove right-turn yield signs on green, really? Give oncoming left turners right of way? On GREEN??
- I don't see very many businesses coming to Auburn. I see a lot of development taking place in surrounding areas; other than housing for students, I just don't see much development. Affordable housing in Auburn for families, not just students, and the only good job you can find in Auburn is if you work for the university. Other than that, you have to travel out of the city.
- Funding for Auburn city schools. Keep only one high school.
- More sidewalks in residential areas to allow safe walking, especially near schools.
- Dilapidated structures along Hwy 14 (Martin Luther King Jr); more middle class restaurants.
- Neighborhood problem.
- A crosswalk across N College to St. Michael's. Fiber optic cable/Internet.
- More shopping centers on S College south of 85.
- Look of S College; landscaping around exit 51 is horrible. Make it look nice when you pull into Auburn!
- I think the city occasionally spends money frivolously -- would like to see that changed.
- Assure that all areas are walkable/bikeable, and don't let the older homes near downtown be torn down.
- Limit new multi-family housing (rentals). There are too many rentals (over abundance). The new apartments on the block of Glenn and Ross is a terrible eyesore. It should have never been built. Thing 2: Clean up the creeks.
- Number of developing apartment communities (lower percentage of green space, and leaves older buildings run down with fewer tenants).
- STOP THE DAMN UGLY APARTMENT CONSTRUCTION.
- Parking downtown and in Auburn/Opelika area.

- Recycling program.
- Create alternate route around College St (downtown) to create pedestrian travel downtown.
- MORE GREEN SPACE! Developers have too much leeway and not making room for green space and landscaping. The city should require developers to include a small park in every new development. Save some good trees, not stick trees. Clearcutting is UGLY.
- People complaining without being involved.
- Force new retail/businesses to utilize current vacancies and unrented spaces.
- Bring back Uber.
- Keep more shopping/tax base in Auburn instead of Opelika.
- Offer shredding of personal materials to prevent identity theft monthly. One shred truck that could go to neighborhoods for drop-offs.
- Opelika Rd appearance.
- Too many apartments, cheap restaurants and bars. Lack of good retail shopping. Lack of city planning.
- Require reuse/refurbishment of existing structures before allowing new ones to be built (commercial). We are sacrificing what makes Auburn the community it is and has been to growth and/or development.
- Opelika Hwy -- its appearance is awful, and so is S College St.
- Traffic congestion.
- If a business wants to buy the depot, then THEY should do it and not the city. Waste of city tax dollars.
- Nothing or more cultured.
- More retail to I-85.
- Public transportation.
- Auburn city schools' administration.
- Planning for future development of business and housing. Retain the history and beauty of the city.
- Parking, police, sidewalks outside of downtown.
- Quality of transportation -- roads and traffic.
- Stop building apartments downtown.
- Parking issues, more small business added, better roads and less construction during busy hours.
- Enforce texting and driving laws.
- Make the downtown pedestrian traffic only, and move outdoor dining in the space of the traffic!
- I would have sidewalks on both sides of every main street.
- More job opportunities.
- Additional retailers and restaurants in the city of Auburn (we spend in Tiger Town). Internet bandwidth increase.
- Citizen oversight on spending, especially signage and road redevelopment.

- Opelika Rd looks very rundown. It does not give the feeling of a nice town that I know Auburn to be. I suggest repaving it and working on the overall curb appeal and storefront appearance. When I have guests in town, I avoid going on that road.
- Restrict (stop) the continual destruction of trees and houses that add to down home feel and friendliness of the city!
- Add a traffic light at East University and Dean Rd.
- Expand the recycling program. Current program is too limited. In a university city, the recycling program should accept all glass bottles (regardless of shape and color), all plastic (regardless of shape and #), and if not able to pick up at curb, tell customer where the unacceptable items can be dropped off. Very few houses on my street recycle because the program is too limited. Invest in expanding; our landfills are ridiculous.
- Promote more business development around Shug Jordan.
- I hear about rapes, but never hear that someone was arrested, charged, prosecuted, etc. I see women running alone on and off campus. Need to step up that this is not a safe practice.
- I would like the city to limit new residential and apartment growth. The new apartments on Glenn and Ross are a monstrosity and destroyed beautiful green space.
- Either pick up ALL of the trash at the curb, or pick up twice per week, or add a city dumpster open to the public like the ones the county residents can use. Also, tell us how to dispose of paint and other chemicals.
- People biking in the middle of the traffic lane.
- Need stricter codes to enforce commercial building aesthetics. Require more landscaping and green space.
- Please stop building high rise apartments downtown and have more input from community. Green space is disappearing.
- Clean up litter outside of downtown.
- Retail/shopping!
- Not to have approved the apartment complex to be built on the corner of Ross and Glenn. What about green space?
- Stop building apartments. Period! Stricter rules when building in future. Better oversight. Focus on appearance.
- No more monstrous apartments.
- Appearance of Opelika Rd.
- More city parks with walking trails.
- More and wider bike lanes.
- Schools are overcrowded! City of Auburn needs a new middle and high school!
- Keep Auburn feeling like small town Auburn! Protect the history that makes Auburn so unique! That's why so many have returned to Auburn. The beauty of Auburn can sometimes be lost with all the infrastructure/new developments. I realize it's a difficult balance.

- The police department racial profiling.
- The overall appearance of businesses on Opelika Rd.
- Bringing in new local business and stop building student housing.
- Less complexes for college students; rather complexes for families.
- Too much student housing -- over built.
- Tear down ALL the old, ugly buildings and replace with green space and/or trees. We need oxygen! It looks like a junkyard on Opelika Rd and S College. Stop allowing new apartment buildings when there are empty residences available.
- New leadership.
- More things to do.
- More green space.
- Zoning: Too many large apartment complexes. Front and signage for retail should fit in better for city, NOT for a strip mall (example -- poor front of CVS on College near university).
- Continued planning for future growth!
- Stop new construction; redevelop more.
- Safety is my primary concern. I feel safe here, but would love to see continuous efforts to keep it safe.
- Less trailer parks! It severely handicaps new development in Auburn, and makes properties stay on the market and not get sold! Need to develop a way to lessen trailers! IT IS AWFUL!
- Build a new shopping center that resembles Tiger Town.
- Fix the potholes in the streets.
- Put a traffic light at intersection of S College and Sandhill Rd/Cox Rd.
- Students running red lights. Please no more apartment complexes. That building complex on N Ross -- SAD!
- SHOPPING MALL!
- More diversity in things to experience downtown -- it's a lot of the same.
- To be able to change or arrange the dates when your bill is due.
- Shopping options -- limited, and one has to go to Atlanta, Montgomery or Birmingham.
- NEED CITY-WIDE WIFI!
- Improve appearance of major commercial roads.
- Police presence in student housing locations (University Village, Tiger Lodge).
- Water bill autopay.
- Enforcement of traffic law to ALL citizens, not overlooking business owners or significant figures.
- Opelika Rd.
- More activities for ages 3 to 6.
- Revitalize living areas between Donahue/College/Magnolia/Glenn (enforce renovations, limit new construction).
- More retail shopping. We do 95% of our retail shopping in Tiger Town.
- Too much growth is ruining Auburn.

- Too many apartment buildings. Dislike the large one being built on Glenn.
- Bushes and trees need to be cut down. We have many nice subdivisions, but the space between them overgrowth is bad. Also we need more shopping places and places for our children/teens to go to. Maybe a teen club.
- Parking.
- I am EXTREMELY upset and disappointed in the railroading of Uber transportation services in Auburn. It defines politics and bureaucracy. Auburn's city taxi services are awful, and blocking Uber comes off as a money grab by the city to keep DUI fees up. You should be ashamed.
- Public airport needed.
- Residential recycling -- check out Holley By the Sea, Navarre, FL's Santa Rosa recycling program and try to do the same in Auburn. Two full size trashcans, one for trash, one for recycling. No sorting, all items go in recycle trashcan. Very nice. AND CLEAN UP SOUTH COLLEGE ST. TOO MUCH CRIME!
- Have a plan for development -- look at Hilton Head Island for an example of a planned community, and look at S College for an example of an unplanned development. Also, the huge apartment complexes seem unplanned, out of place!
- We need a new high school!
- For the city to force the home builders to have more respect of homeowners in the neighborhood.
- Demolish Auburn Mall and start from scratch. The city is losing so much money because everyone either travels to Birmingham or Atlanta, or shops online because Auburn Mall doesn't offer big-name stores. Make it 2-3 stories with an improved food court (Cheesecake Factory, etc.). Auburn Mall is an embarrassment!
- We need something like Tiger Town! Losing all that tax (sales) to Opelika! An entertainment/shopping centralized location would be good.
- Retail options in Auburn such as a better mall and area like Tiger Town.
- New building exterior appearance.
- Easier parking.
- More local restaurants.
- Improve traffic flow by better traffic light management through 1) reduction in number of traffic lights and 2) better sensing and timing of traffic lights. Too many red lights impedes traffic flow! I will say gameday traffic has been greatly improved over the past 10 years.
- No more high rise apartments downtown and near downtown.
- Board of Education should be comprised of a combination of elected and appointed officials.
- Figure out what to do with the school rezoning issues and consult other quickly growing areas for expertise on what has and hasn't worked for them.
- Not approve projects like the one across the street from your offices.
- Pay rate. I have to go to another city to work, which is a shame.

- There are not enough physical sidewalks at night when people are walking. This is a huge problem because it is so incredibly dark.
- Attracting new business that is not retail or restaurant. The city needs incentives for commercial business development.
- Maintaining original/historical buildings and continuing historical character in new developments downtown.
- Not to have let the mess at Glenn and Ross be built.
- More parking downtown.
- To improve communication between law enforcement and communities.
- Less apartments.
- To enforce the planning guidelines, especially in relation to residential new construction. Condos/apartments at Colenn near police should not have been passed.
- Change zoning laws so new buildings are to scale with surrounding neighborhoods. Smart growth.
- Prices of appearing apartments/duplexes/condos.
- Expand downtown shops and restaurants.
- Parking and dining downtown.
- Please don't knock down the houses of character and put up a boring brick house. Drives me crazy. Also, clean up the junky houses and yards on Meadowbrook Dr.
- Improve accessibility and drive times.
- I would limit the amount of growth and keep small town! If that were possible.
- Recreation for seniors.
- More sidewalks.
- Monster apartments -- no more! Older apartments will become Section 8 and cause schools and entire city to decline. Overbuilt in apartments and residential.
- We need a public performing arts center! Absolutely love Auburn and very proud to live in such a great city.
- More sidewalks/bike lanes.
- Teacher to child ratio (school system).
- Widening more roads to five lanes instead of three.
- Restore old train depot.
- As mentioned, there needs to be a street light at the entrance of Solamere neighborhood. People regularly slam on brakes to turn it because you can't see it coming into Auburn on Hwy 14. As a commuter to Montgomery and a resident of Solamere, I see it as a potential for a car accident. Overall, we are very happy with Auburn and all the constant effort put forth to continue being a top-notch community. Deciding where to live and raise children was a no-brainer!
- Economic development, attract businesses.
- Letting new residents know!
- Follow through with I-85 mall.
- Recycling.

- Quit building massive apartment buildings (example: Glenn). The eyesore concrete parking deck there shows how little you care for those citizens who have to wake up every morning and see that monster!
- Serve the best food for people.
- Mall.
- Reduce/stop new apartment/condo building. We have too much new building that takes away from landscaping and green space.
- Need a new high school.
- DO NOT ANNEX ANY MORE PROPERTY! We do not need and cannot support any further residential development until the school situation is rectified!
- Traffic congestion (city is growing too fast).
- Redevelopment of abandoned or underutilized properties.
- Shopping -- Opelika Rd -- adult restaurants.
- Crime in West Longleaf.
- Keep up the good work!
- END predatory 'traffic law enforcement' practices.
- More pedestrian-friendly outside of downtown.
- Downtown parking.
- Too late -- would have never approved building across from City Hall. Growth (residential) should have been slowed when surveys and consultants predicted that city-based services (water, public safety, schools, etc.) would not be able to serve the unprecedented residential growth. The proposed 2200 student AHS! Need three smaller high schools to maintain quality!
- More kid-friendly establishments, like Frog Legs.
- Parking.
- Accept all plastics like 10 years ago!
- Less development in residential areas.
- Losing small town charm.
- Crosswalk lighting.
- Quality and planning of future growth -- does it fit the image, charm and mission of Auburn?
- Architectural sanity when it comes to approval of new development. Example: Apartment and parking deck at intersection of Ross and Glenn.
- With so much new multi-unit (college) housing being built, older apartments are now being occupied by families from lower socio-economic communities. This is having an EXTREME effect on our schools! We are still experiencing growth, but the population is much higher need. With budget cuts and tax referendum, we don't have resources to meet needs of this growing population.
- Too much growth! Not small town anymore!
- The cost of living.
- Parking.
- Recycling green glass curbside.
- Make downtown Auburn more of a pedestrian zone.

- Recycling program sucks.
- Availability of full-time employment at salaries that allow single individuals to live and work in Auburn. Currently, have to travel to Columbus, West Point or La Grange for work without having the need for part-time job for needed income.
- Traffic is too congested in front of Stage/Dean Rd. There should be a traffic signal.
- Better playgrounds and upkeep of current playgrounds (Hickory Dickory for example).
- Improve downtown with regard to pedestrian accessibility and parking issues (i.e. another deck).
- Stop leaving abandoned buildings in Auburn; aside from downtown and college, looks no better than Opelika. New retail development should be more thoughtful.
- Traffic flow and more timely construction projects (not during football season, etc.). Add a traffic light at Auburn Wal-Mart between Arby's and gas station -- very dangerous!
- Find a way to upgrade/beautify already existing rental properties rather than build more. I don't want our city overrun with apartment/condo complexes when there are properties that could be upgraded by landlords if necessary restrictions were instituted.
- Limit student housing/new apartment construction.
- Do NOT build a second high school. Having ONE HS unites the town.
- Stop the overbuilding that is going on. We are losing that special something.
- That boards, commissions, and other bodies which make decisions to enforce codes be composed of people who rotate on and off, rather than serving term after term. That those boards be more independent in their decision-making.
- Limit expansion/new building while providing the incentive for remodeling/redevelopment of abandoned commercial buildings/apartment complexes.
- Create planned parks for future growth.
- Overall appearance of Opelika Rd -- reuse buildings! Update them! Make Opelika Rd nice.
- More support/incentives for small, local businesses.
- Plan for future growth in attracting new industry.
- More bicycle lanes or co-right of way roads (bike/car). Be progressive.
- Fiscal transparency.
- Recycling -- should be easier and more things accepted. That is the one thing that is terrible here, and was wonderful everywhere else we've lived.
- Knowledge of activities.
- To clean up Opelika Rd and S College, and give it the look and feel of downtown.
- The look and feel coming off Exit 82 and coming into Auburn.
- Public library: More books! More events! Better children's books and services!
- Apartment overdevelopment.
- Better traffic management and more parking.

- Better dining, no more BBQ.
- Less construction on roads and traffic lights that are alerted on flow of traffic to adjust accordingly.
- We need something similar to Tiger Town for more retail shopping and dining/entertainment. That type of development has huge tax revenue potential. Instead, I'm giving tax dollars to Opelika, and I'd rather give it to Auburn. NO MORE BANKS, PLEASE. I'm a teacher and we desperately need more school facilities. More tax dollars = more opportunities for improvements.
- I am concerned we are overbuilding student housing.
- Pedestrian safety.
- Traffic flow.
- The mall, shopping and restaurants.
- Redo appearance of Opelika Rd business district.
- Downtown parking.
- Set and enforce HIGHER expectations for quality in design standards, building materials, facility life expectancies. Develop character: image/architecture/style guidelines.
- Attractiveness of Opelika Rd.
- Better retail community/city feel and access by implementing higher buildings to curb building wider and taking up green space. Then placing retail areas inside residential area to promote walking instead of so much driving -- adding large sidewalks instead of building streets. Overall Auburn city manager and employees are doing a great job. I love living in Auburn.
- Traffic flow at intersection of Gay and Glenn (by Circle K, Checkers).
- Public transportation for non-students.
- Eliminate building of unnecessary high rise apartment buildings for student housing.
- Don't start road projects so they will be in full force when AU starts in the fall.
- Better access to information via technology. Having all information in one central location, thereby new residents and students become great members of our community easier.
- Speeding in school zones.
- More dedicated bike paths. Current bicycling in Auburn is dangerous!
- More recreational parks and buildings.
- No more big buildings like new bank (at Opelika Hwy) and apartments on Glenn.
- Job opportunities.
- Traffic management.
- Reconstruct this questionnaire! Too long!
- Opelika Rd's appearance. Limit the building of new apartment complexes.
- Restrict new student housing developments (such as 160 Ross) and encourage redevelopment of older properties. Encourage and coordinate zoning that would conserve a neighborhood feel while not being as restrictive as a Historic District. Preserve the charm of downtown Auburn and surrounding residential areas.

- Junior high school.
- There is an inclination to act quickly when it comes to commerce (building new banks, apartment buildings and retail space), but that same enthusiasm is lacking when it comes to serving the citizen -- pedestrians, cyclists, health and recreation, art opportunities. PUBLIC TRANSPORTATION.
- Add a new park.
- Not sure, but I am glad to be here!
- More sidewalks.
- Traffic flow.
- Improve the retail base; have done a great job with industry, and it's time to focus on retail and dining. Stop giving a blank check to the schools.
- Dog parks and facilities -- need more and better.
- No more huge apartment complex monstrosities!
- Stop building neighborhoods on top of one another. Build quality homes not on top of each other.
- The infrastructure. Driving at certain times of the day is impossible.
- Definite need for Opelika Rd improvements which is being addressed.
- Limit growth so it keeps its southern charm (but you can't limit growth).
- The city has no control over this, but there are no medical doctors accepting new Medicare patients. So many older folks have moved back to Auburn. We were here during 73-77; this is not good!
- Solve the problem of too many apartments abandoned by students now filled with families flooding the school system. In addition, work on a plan with property owners to ensure that older or vacated apartments do not become ghettos and projects for Section 8 housing that will deteriorate the quality of life in Auburn. Have a plan! Do something! Solve the problem! S College and Longleaf is a huge problem. What is your plan?
- Appearance of Auburn.
- Keeping improving, new green space, replanting of trees where the old ones have been removed, i.e. Payne St, Gay, Ross, Thatch.
- Downtown traffic congestion!
- Lessen the number of police and needless traffic stops. Focus should be on crime, not ticketing drivers.
- Fill existing commercial buildings before permitting new structures.
- Opelika Rd/Gay St.
- Traffic flow.
- Better stores in the mall.
- More cultural events.
- Cleanliness of streets and sidewalks throughout the city.
- Availability of downtown parking.
- Opelika Rd needs a huge facelift.
- More parking downtown.
- Less apartments being added to city.

- Downtown retail shopping open later.
- Better timing of traffic lights during peak traffic times (daily, not football).
- Clean up neighborhoods with abandoned houses.
- Traffic.
- Provide more space downtown for retail development.
- Pedestrian walkways in neighborhoods and along outlying streets (Ogletree Rd). More bicycle lanes (Moore's Mill, Hamilton Mill to Tiger Town).
- We need more shade trees at the playgrounds and a free splash pad for summertime.
- Implement elected school board officials with one representative from each zoned school district! Unfairly heavy with Ogletree/AEEC members!
- Better law enforcement and services for the community.
- Stop approving new development outside of carefully planned city vision. Auburn suffers from essentially zero consideration of how new construction enhances or detracts from a specific community vision of how Auburn looks, feels, and what demographic of people we want to attract.
- Reduce neighborhood crime in all areas of the city, including apartments.
- I am not a fan of adding big box retail (i.e. Auburn does not need two Wal-Marts) -- we are losing our loveliest village feel.
- Decrease new development. If something is not done, we will soon be living in a strange land. The beauty that was once prevalent in Auburn is rapidly disappearing.
- Either increase speed limits on heavily used roads, or limit police speed traps on those roads (E University, etc.).
- Any trashy unused residences.
- Wider and more numerous bike lanes.
- Better police protection.
- Reinstalling the right yield turn onto Opelika Rd from Gay St. Hard turn = people backed up to Montgomery!
- Too much new housing/too much sprawl/not enough green space. I know there is a comprehensive plan, but it looks like the developers are in charge, not the city. New development must include more street landscaping (green). If you back up and look anywhere in Auburn as if you were new to town, it hardly looks charming, pretty and planned. Exit 51 is ugly!
- Less new building, more historic renovation.
- Less emphasis on developers' plans and more emphasis on citizens' needs and beauty of city. The monstrosity across from police station is a crime. The barracks-like apartments on Shelton and Mill and the adjoining deforestation.
- Do what is best for Auburn, not for the making of dollars.
- Reduce the stress to build retail in Auburn! Apparent process pitiful!
- Concerned about overgrowth of apartments, losing small town feel.
- Keep it up overall. Stricter renovations/codes for Opelika Rd business.

- City planning, specifically traffic flow in retail areas, and less expansion of city limits.
- Better shopping (Steinmart, better mall, Target). Way too many gas stations, banks, and apartments on every corner.
- Not approve huge developments like Ross apartments. Too large for location. Makes Glenn feel awkward. Small scale residences on one side and huge giant on other.
- Less apartment development.
- Can't think of anything right now. I love it!
- Limit height of new buildings in downtown Auburn.
- Opelika Rd.
- Residential housing (affordable).