



City of Auburn

2013 Citizen Survey

City of Auburn 2013 DirectionFinder[®] Survey Findings

Presented by
ETC Institute

April 16, 2013

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

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



More than 1,750,000 Persons Surveyed
for more than 500 cities in 48 States



Agenda

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



Purpose

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

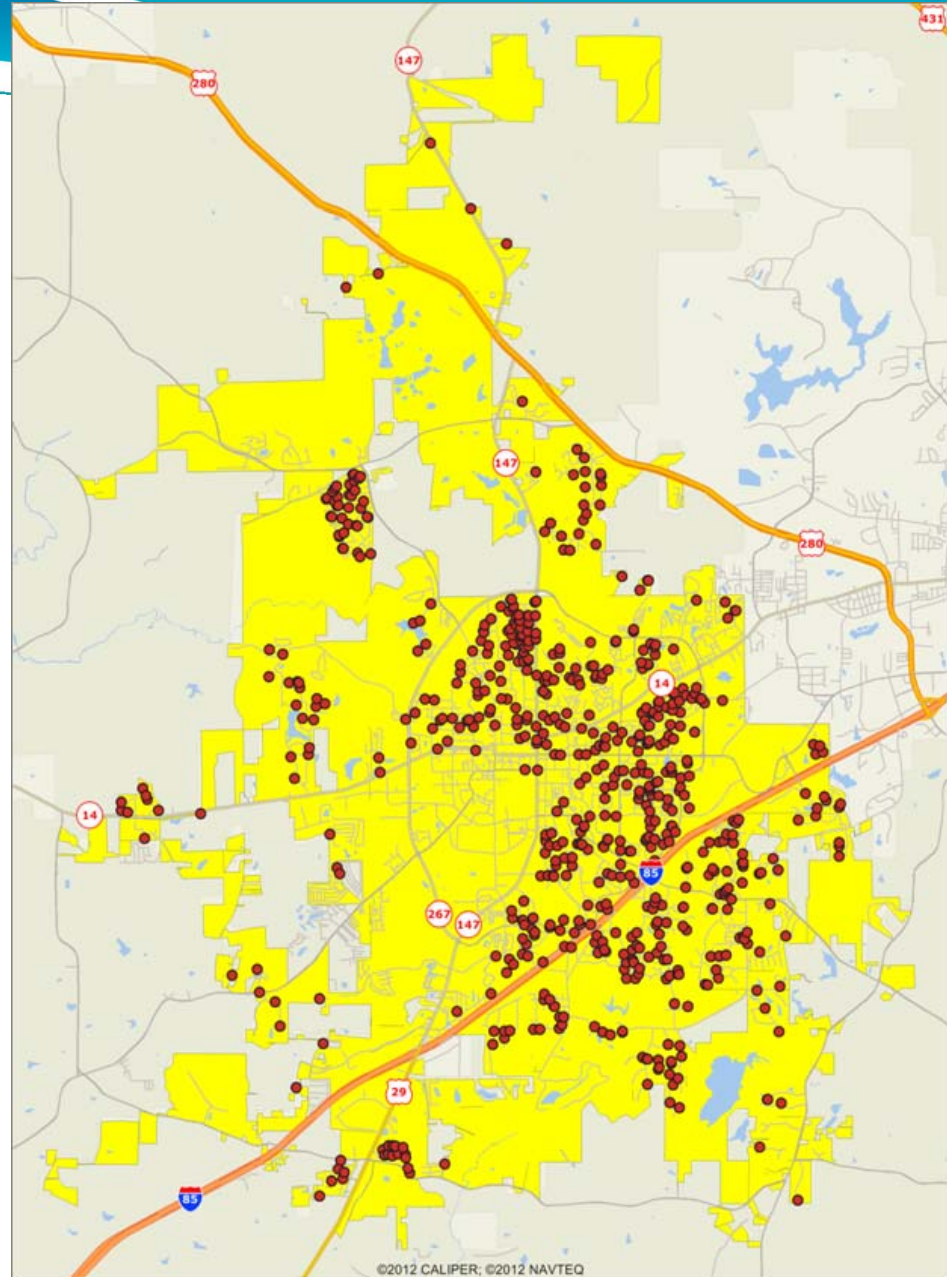


Methodology

- **Survey Description**
 - the 2013 survey was changed significantly from previous years so trends are not available for many questions
 - survey was 7 pages in length
- **Method of Administration**
 - mailed to a sample of 1,500 households in the City
 - phone follow-ups done 7 days after the mailing
 - each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - 675 completed surveys (45% response rate)
 - 285 phone, 390 mail
- **Confidence Level: 95%**
- **Margin of Error: +/- 3.8% overall**

City of Auburn 2013 Citizen Survey

Location of Respondents



Good Representation By LOCATION



Bottom Line Up Front

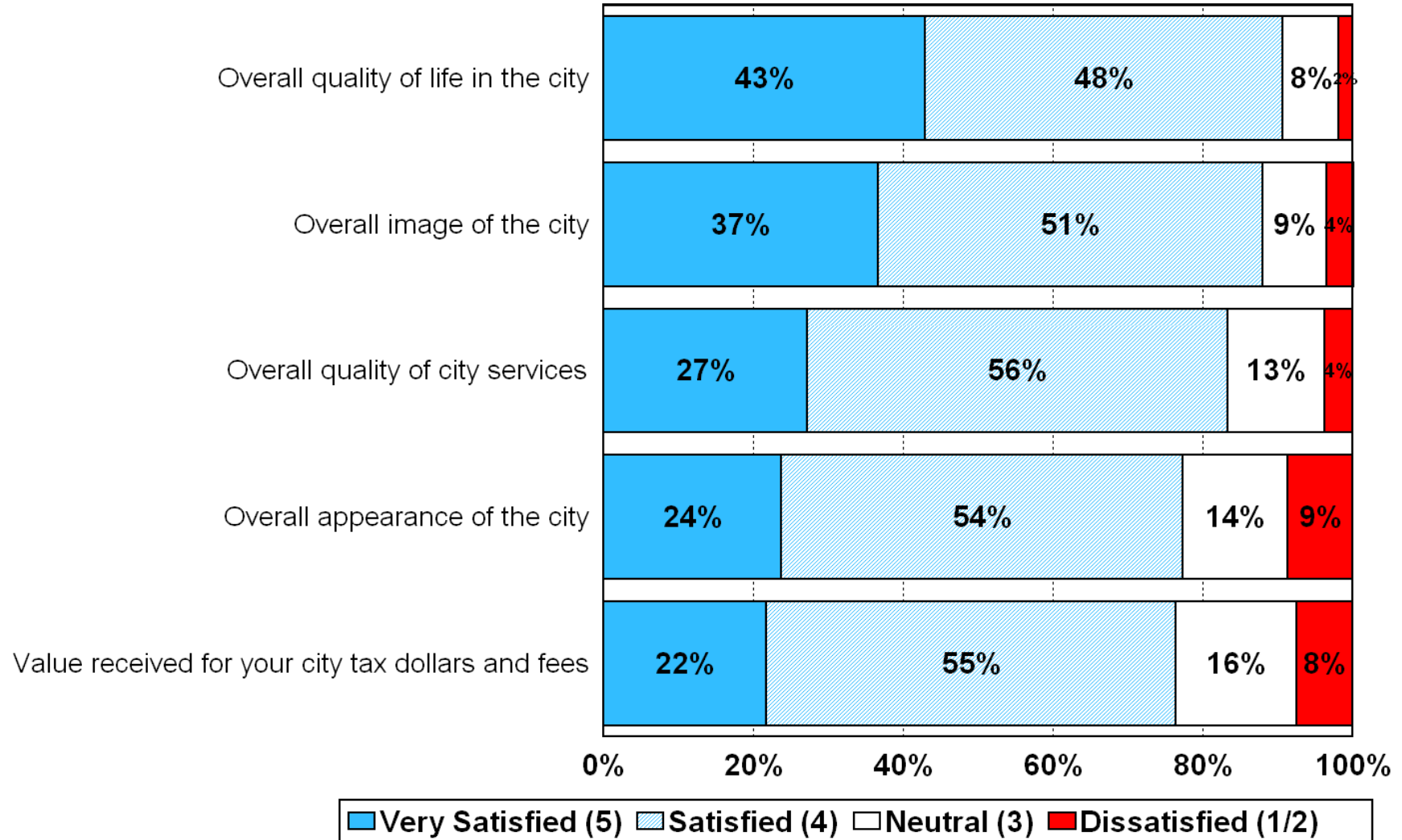
- The City of Auburn Continues to Move in the Right Direction
- The City of Auburn is Setting the Standard for Other Cities
- Improvements to the Flow of Traffic and Congestion Management and Maintenance of City Infrastructure should be the City's top overall priorities if the City wants to see customer satisfaction ratings continue to improve
- City's current plans for improvements to Downtown, Opelika Road, and parks/recreation are closely aligned with residents expectations

Major Finding #1

**Residents Generally Have a
Positive Perception of the City**

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

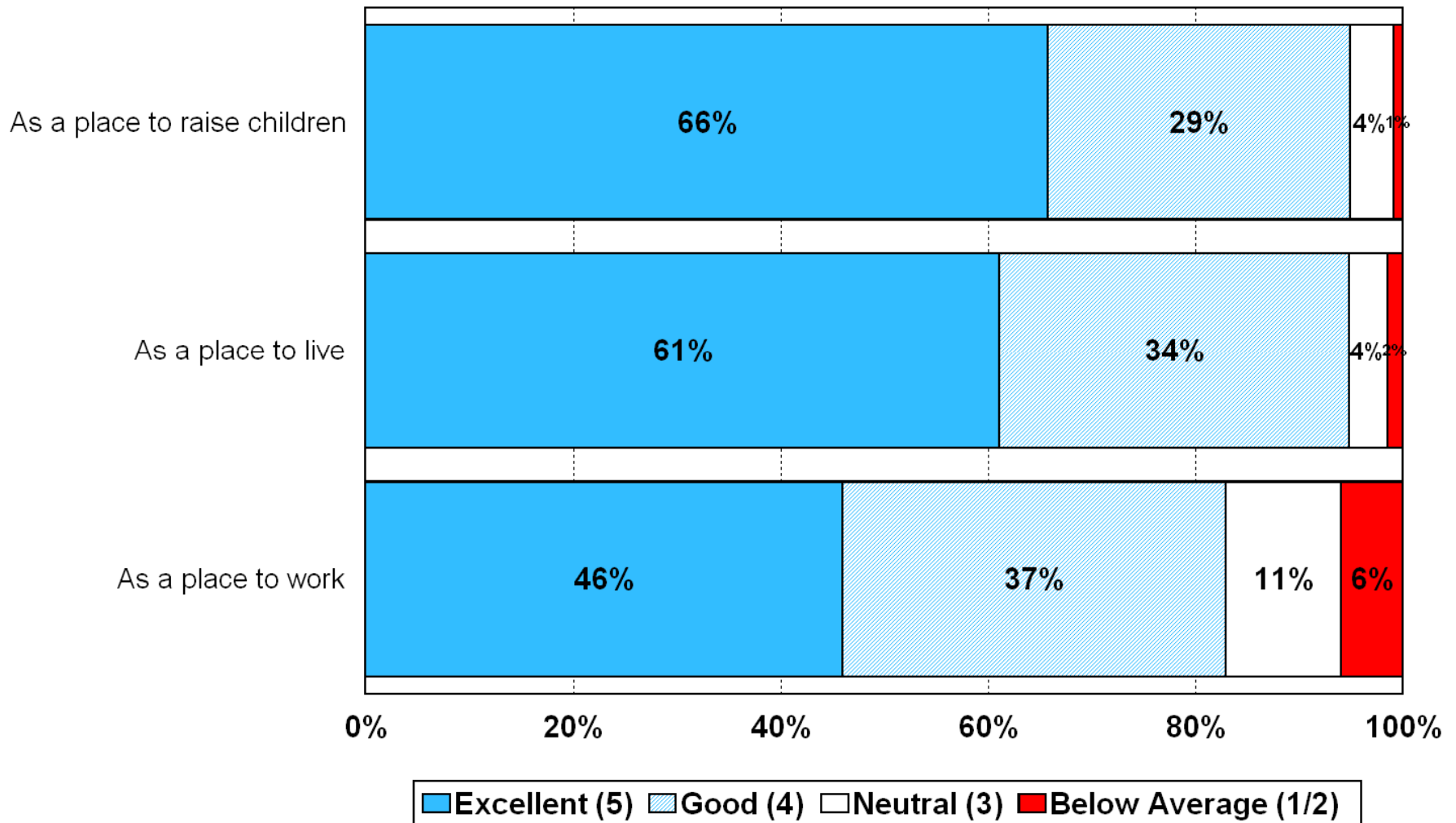
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Most Residents Feel Good About the Quality of Life, Image of the City and City Services Provided by Auburn

Quality of Life in the City of Auburn

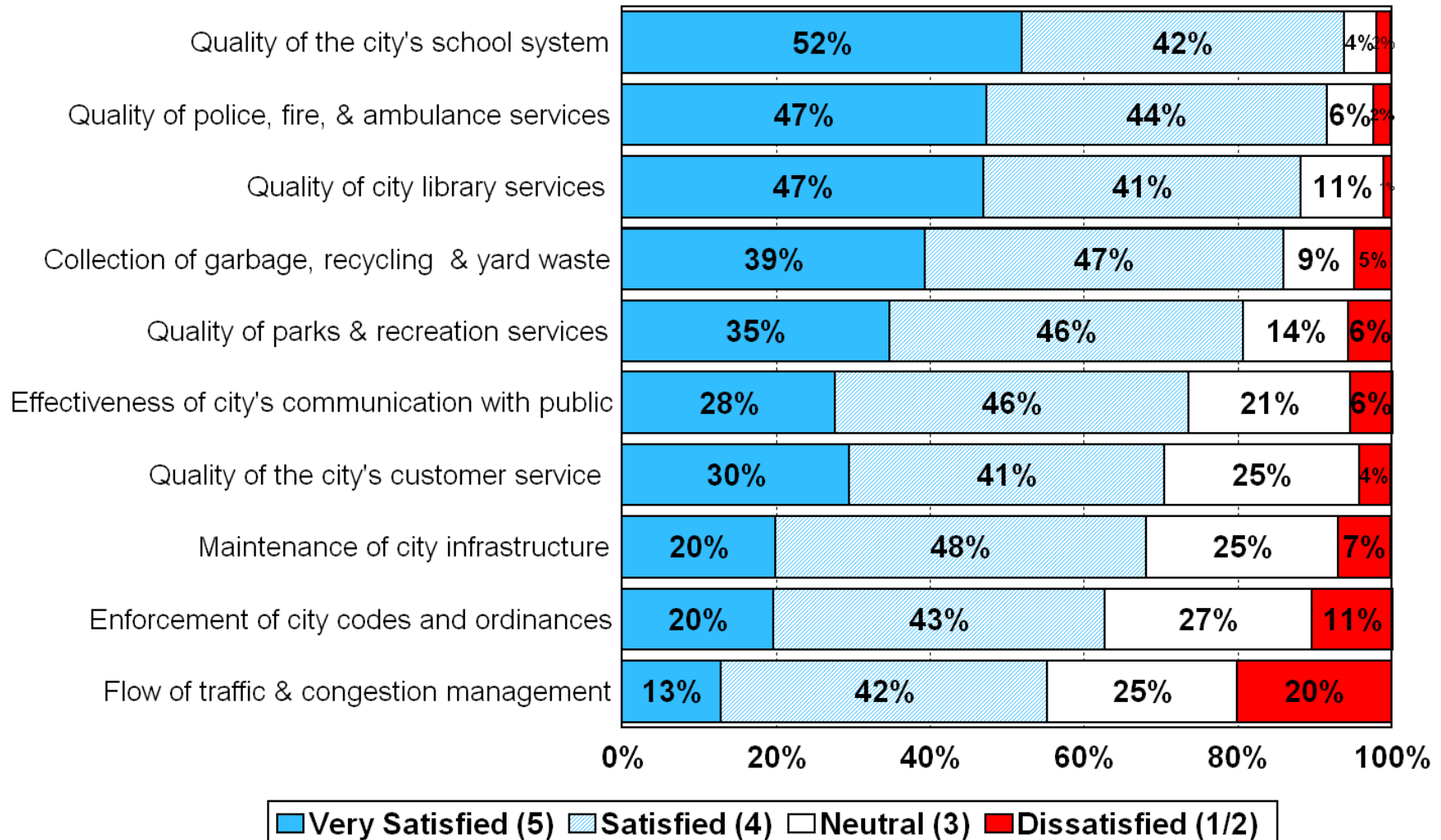
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



6% or Less of the Residents Survey Were Dissatisfied with Any of the Quality of Life Issues Accessed

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)



With the Exception of Congestion Management and Street/Facility Maintenance, 11% or Less of those Surveyed Were Dissatisfied with Any of the Major City Services That Were Rated

Major Finding #2

**Overall Satisfaction with
City Services Is Generally
the Same Throughout the City**






Satisfaction with the OVERALL quality of services provided by the City

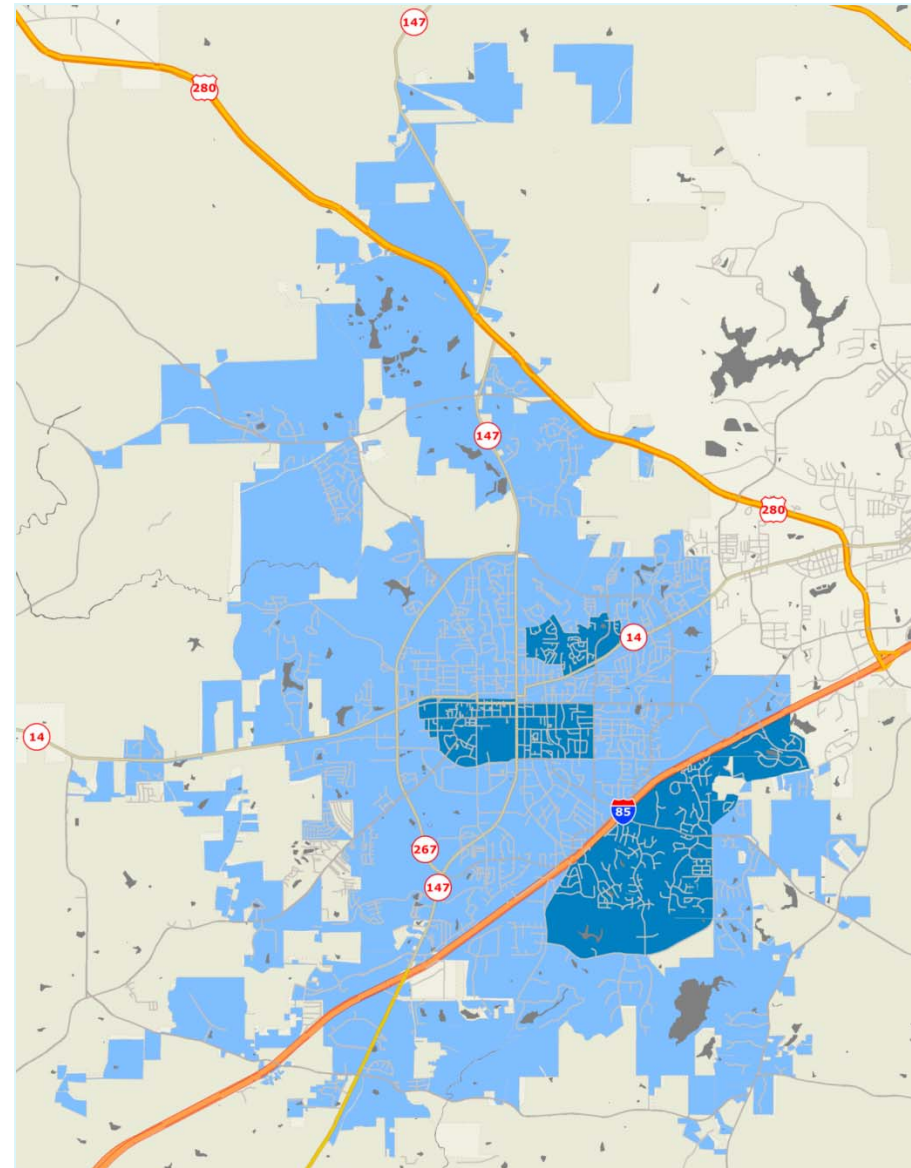
While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City

LEGEND

Mean rating on a 5-point scale, where:



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



2013 City of Auburn Citizen Survey

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

Major Finding #3

**City Continues to Show
Improvements Long Term**

LONG-TERM TRENDS

Ratings Improved or Stayed the Same in 59 of 68 Areas; 45 Were Significant Improvements

Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	2013	2006	Change From 2006	Category
SIGNIFICANT INCREASES				
Ease of pedestrian travel in Auburn	64%	47%	17%	Traffic Flow and Transportation
Police safety education programs	71%	54%	17%	Public Safety Services
Maintenance of walking trails	75%	58%	17%	Parks and Recreation
Efforts to prevent crime	76%	59%	17%	Public Safety Services
Visibility of police in neighborhoods	76%	61%	15%	Public Safety Services
Maintenance of streets	72%	57%	15%	Maintenance
Visibility of police in retail areas	74%	60%	14%	Public Safety Services
Effectiveness of city's communication with public	74%	60%	14%	Overall Satisfaction
Enforcement of traffic laws	71%	58%	13%	Public Safety Services
Maintenance of swimming pools	61%	48%	13%	Parks and Recreation
Flow of traffic & congestion management	55%	43%	12%	Overall Satisfaction
Community recreation centers	63%	52%	11%	Parks and Recreation
Quality of fire safety education programs	73%	62%	11%	Public Safety Services
Quality of the city's website	71%	61%	10%	City Communication
Maintenance of sidewalks	75%	65%	10%	Maintenance
Quality of local ambulance service	79%	70%	9%	Public Safety Services
Residential garbage collection	93%	84%	9%	Garbage and Water Services
Yard waste removal service	87%	78%	9%	Garbage and Water Services
Value received for your city tax dollars and fees	77%	68%	9%	Perceptions of the City
Maintenance of city infrastructure	68%	60%	8%	Overall Satisfaction
Quality of OPEN LINE newsletter	81%	73%	8%	City Communication
Quality of swimming pools	56%	48%	8%	Parks and Recreation
Fire personnel emergency response time	84%	76%	8%	Public Safety Services
Quality of community recreation centers	59%	52%	7%	Parks and Recreation
Enforcement of city codes & ordinances	63%	56%	7%	Overall Satisfaction
Maintenance of downtown Auburn	87%	80%	7%	Maintenance
Overall image of the City	88%	81%	7%	Perceptions of the City
Overall appearance of the City	78%	71%	7%	Perceptions of the City
Maintenance of street signs	82%	75%	7%	Maintenance
Maintenance of biking paths/lanes	65%	58%	7%	Parks and Recreation
Maintenance of traffic signals	87%	80%	7%	Maintenance
Overall quality of police protection	89%	82%	7%	Public Safety Services
Adequacy of city street lighting	68%	61%	7%	Maintenance
Overall quality of City services	83%	77%	6%	Perceptions of the City
Quality of police, fire, & ambulance services	91%	85%	6%	Overall Satisfaction
Police response time	78%	72%	6%	Public Safety Services
Overall cleanliness of streets/public areas	80%	74%	6%	Maintenance
Feeling of safety in City parks	71%	66%	5%	Feeling of Safety
Overall quality of fire protection	88%	83%	5%	Public Safety Services
Utility Billing Office customer service	76%	71%	5%	Garbage and Water Services
Effectiveness of the City Manager	72%	67%	5%	City Leadership
Water service	83%	78%	5%	Garbage and Water Services
Overall quality of life in the City	91%	86%	5%	Perceptions of the City
Quality of the city's school system	94%	90%	4%	Overall Satisfaction
Feeling of safety in commercial and retail areas	81%	77%	4%	Feeling of Safety
SIGNIFICANT DECREASES				
NONE				

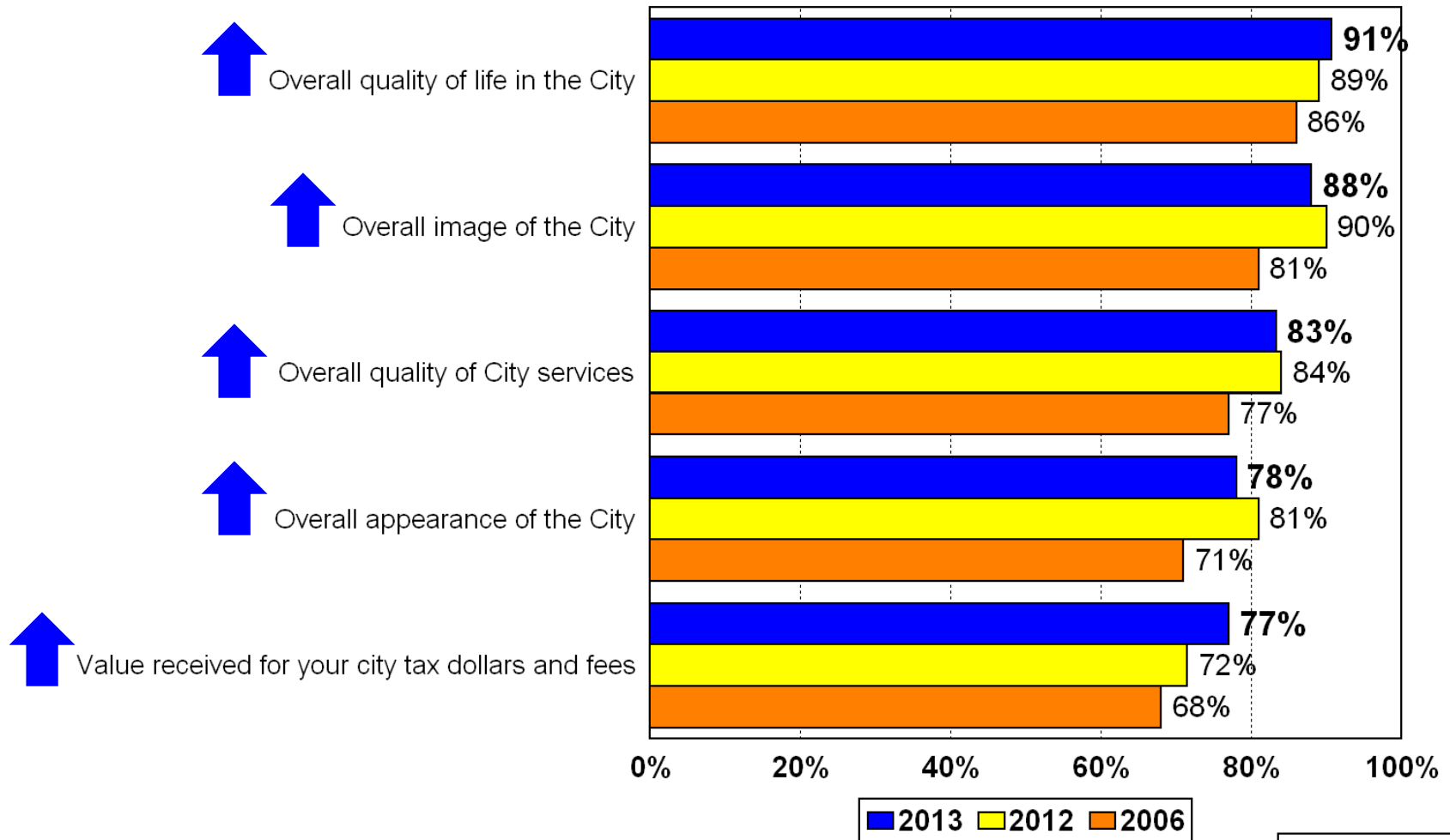
SHORT-TERM TRENDS

**Ratings
Improved or
Stayed the
Same in 50 of
72 Areas; 17
Were Significant
Improvements**

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

TRENDS: Overall Perceptions of the City of Auburn (2006, 2012 & 2013)

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



Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006:

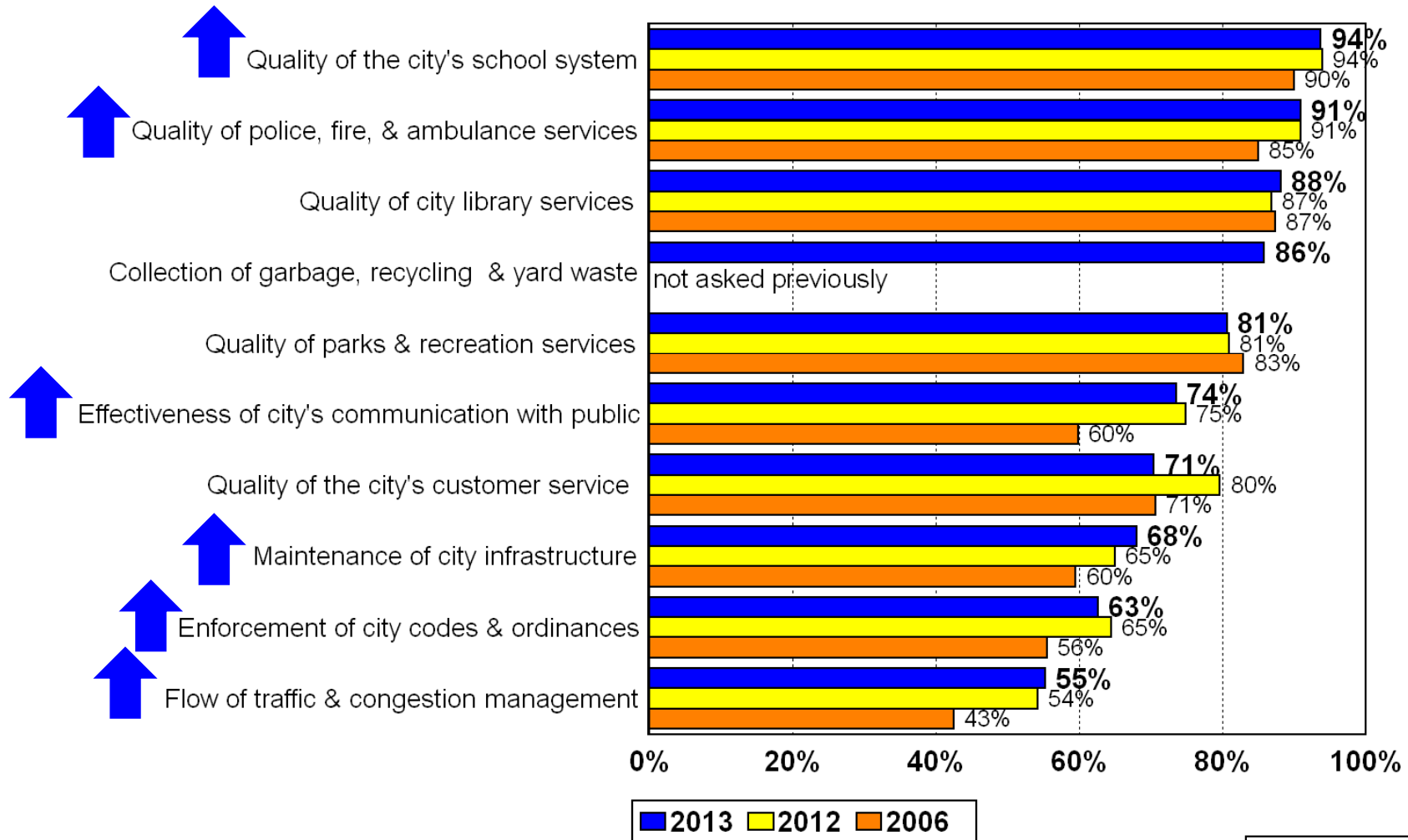


Significant Decreases From 2006:



TRENDS: Overall Satisfaction With City Services by Major Category (2006, 2012 & 2013)

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



Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006:

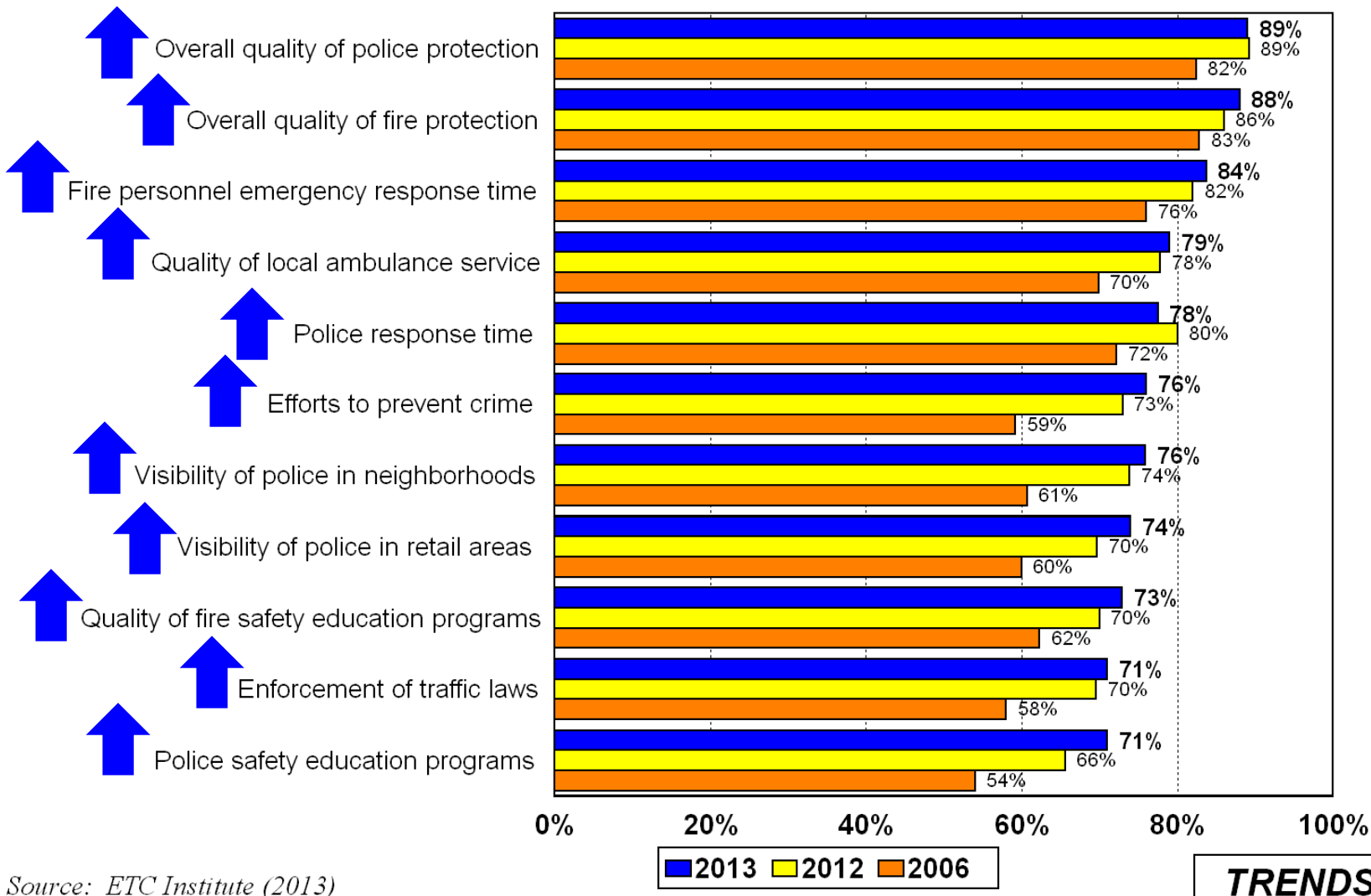


Significant Decreases From 2006:



TRENDS: Overall Satisfaction with Public Safety Services (2006, 2012 & 2013)

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



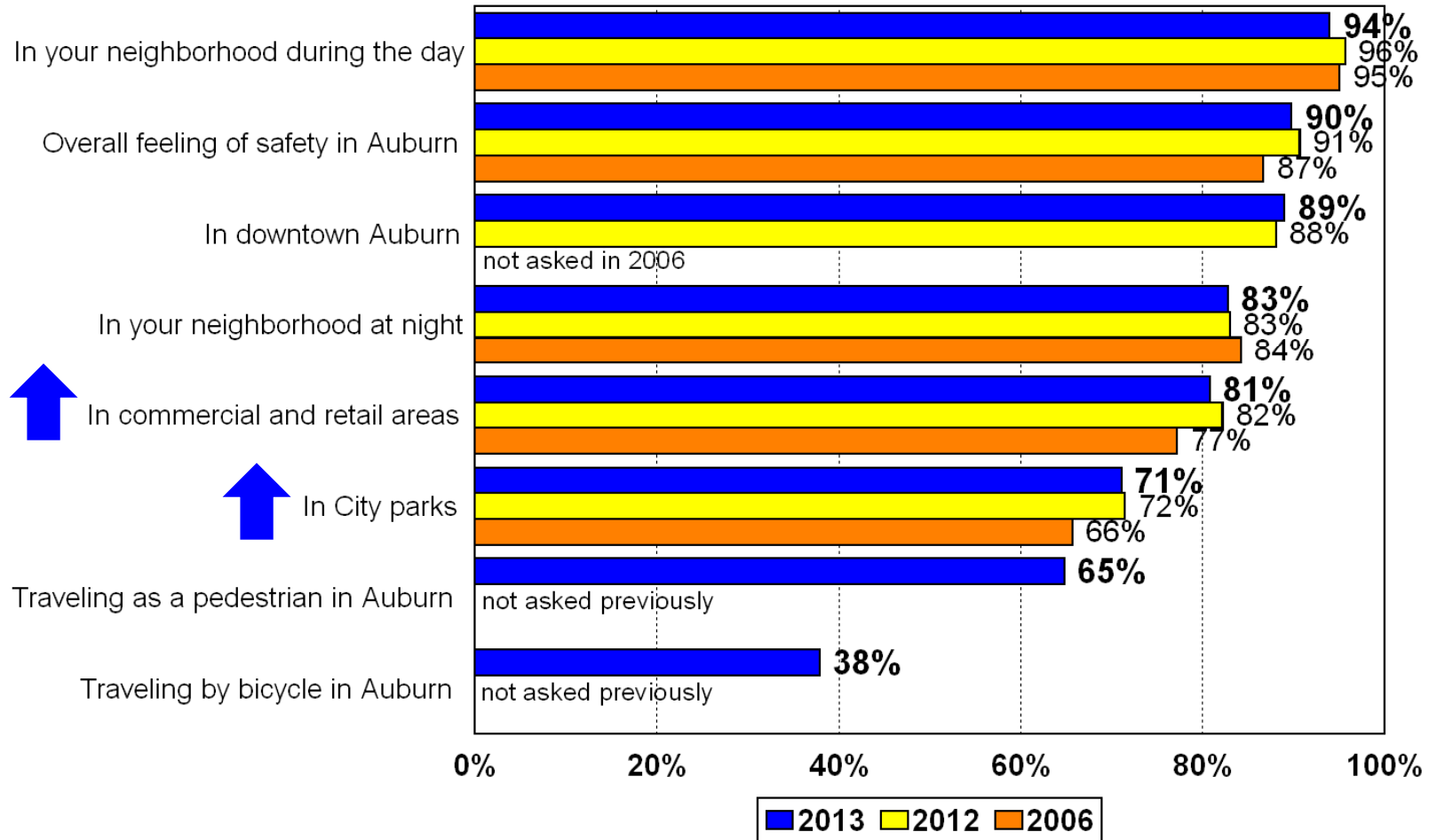
Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006: ↑ Significant Decreases From 2006: ↓

TRENDS: Overall Feelings of Safety in the City of Auburn (2006, 2012 & 2013)

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



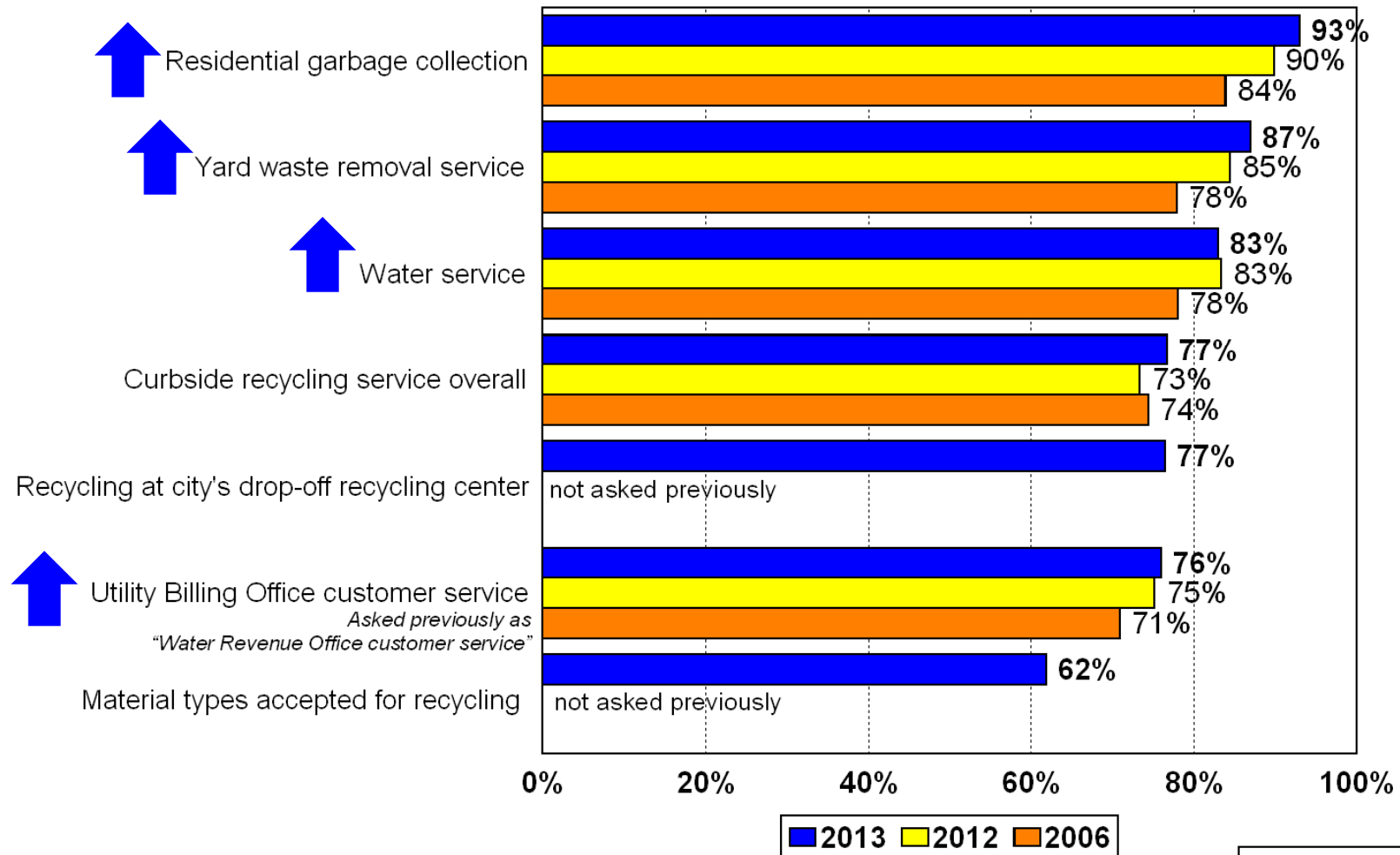
Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006:  Significant Decreases From 2006: 

TRENDS: Satisfaction with Garbage and Water Services (2006, 2012 & 2013)

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



Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006:

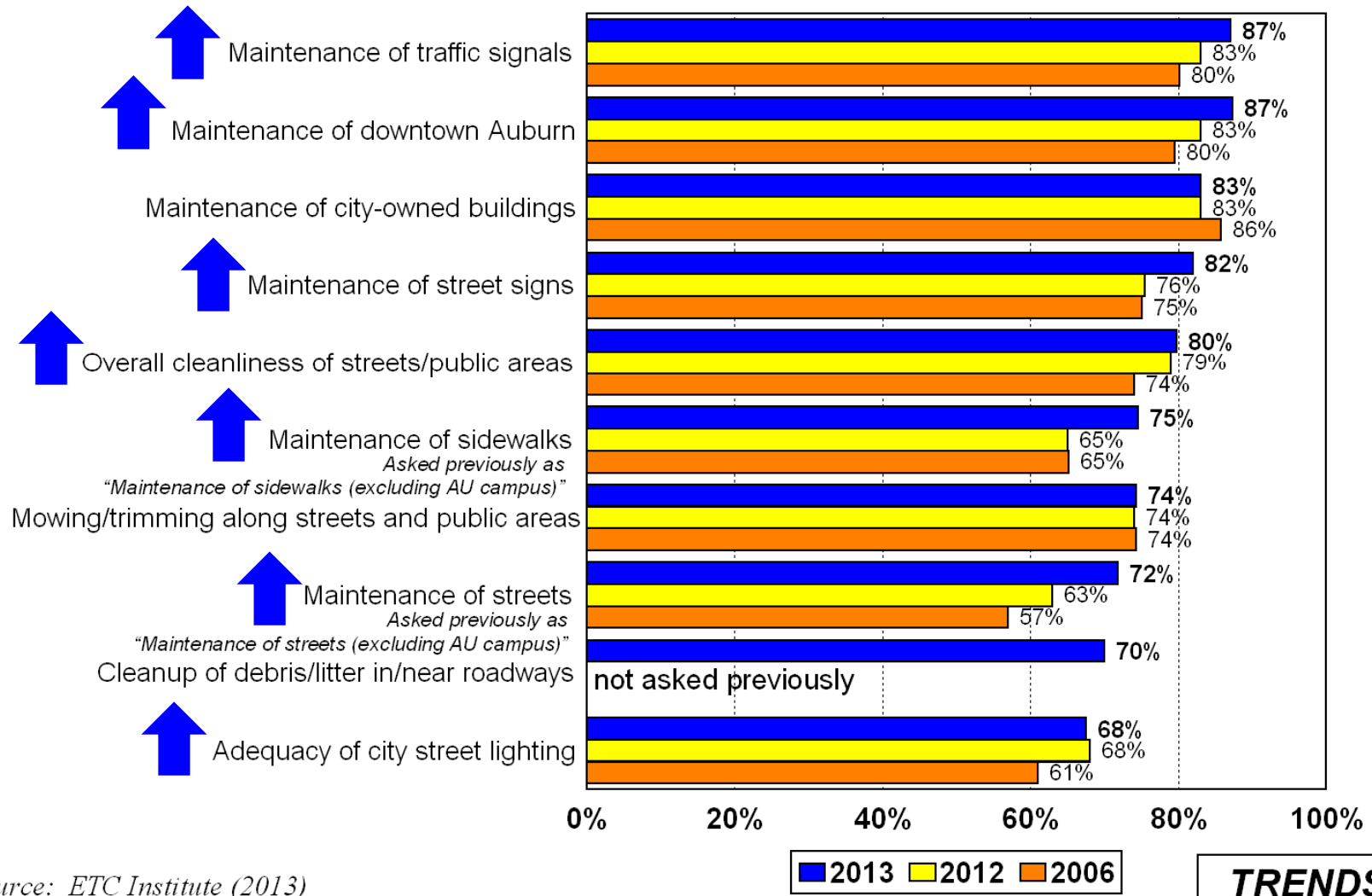


Significant Decreases From 2006:



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

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



Source: ETC Institute (2013)

Significant Increases From 2006:

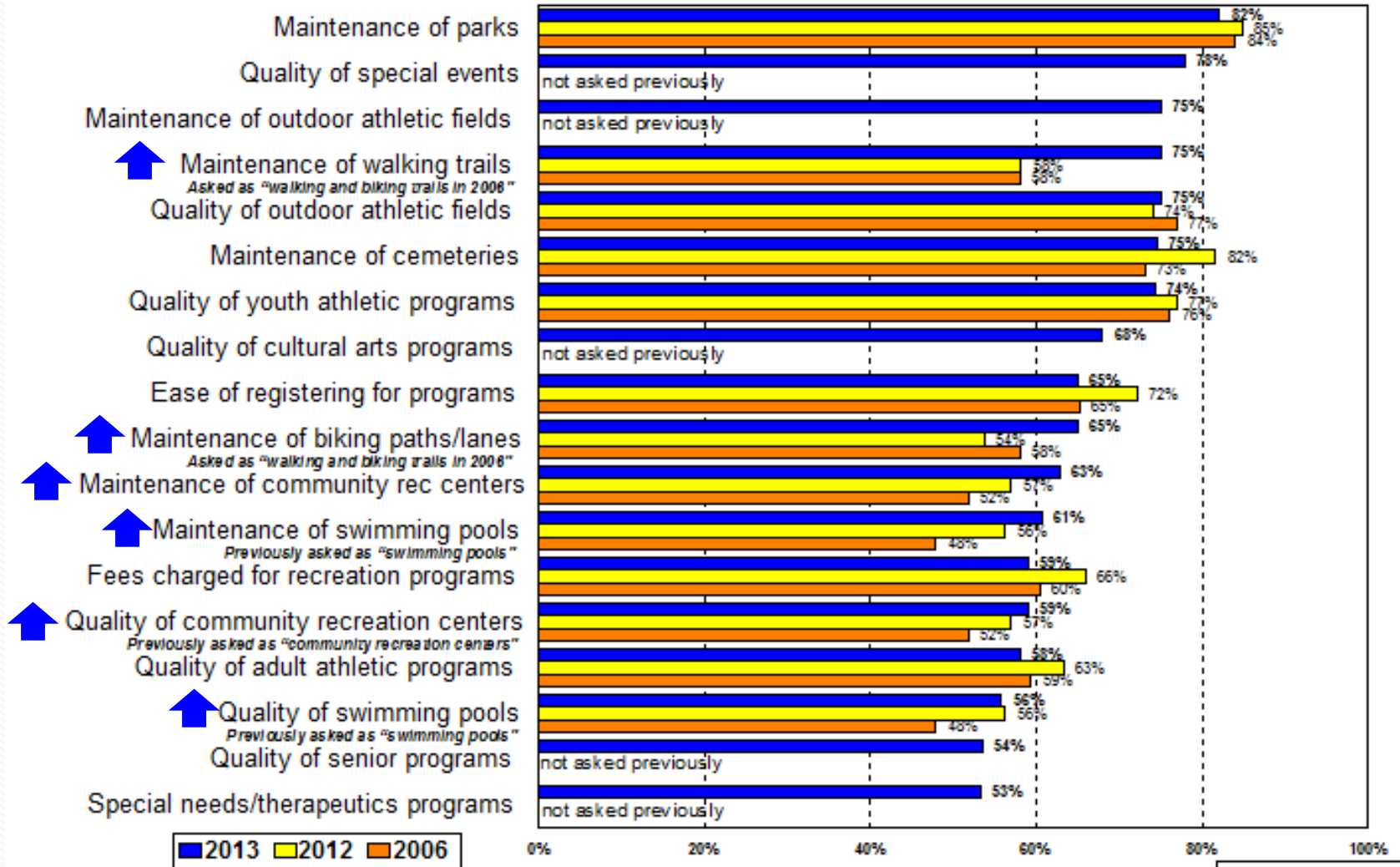


Significant Decreases From 2006:



TRENDS: Overall Satisfaction with Parks and Recreation (2006, 2012 & 2013)

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



Source: ETC Institute (2013)

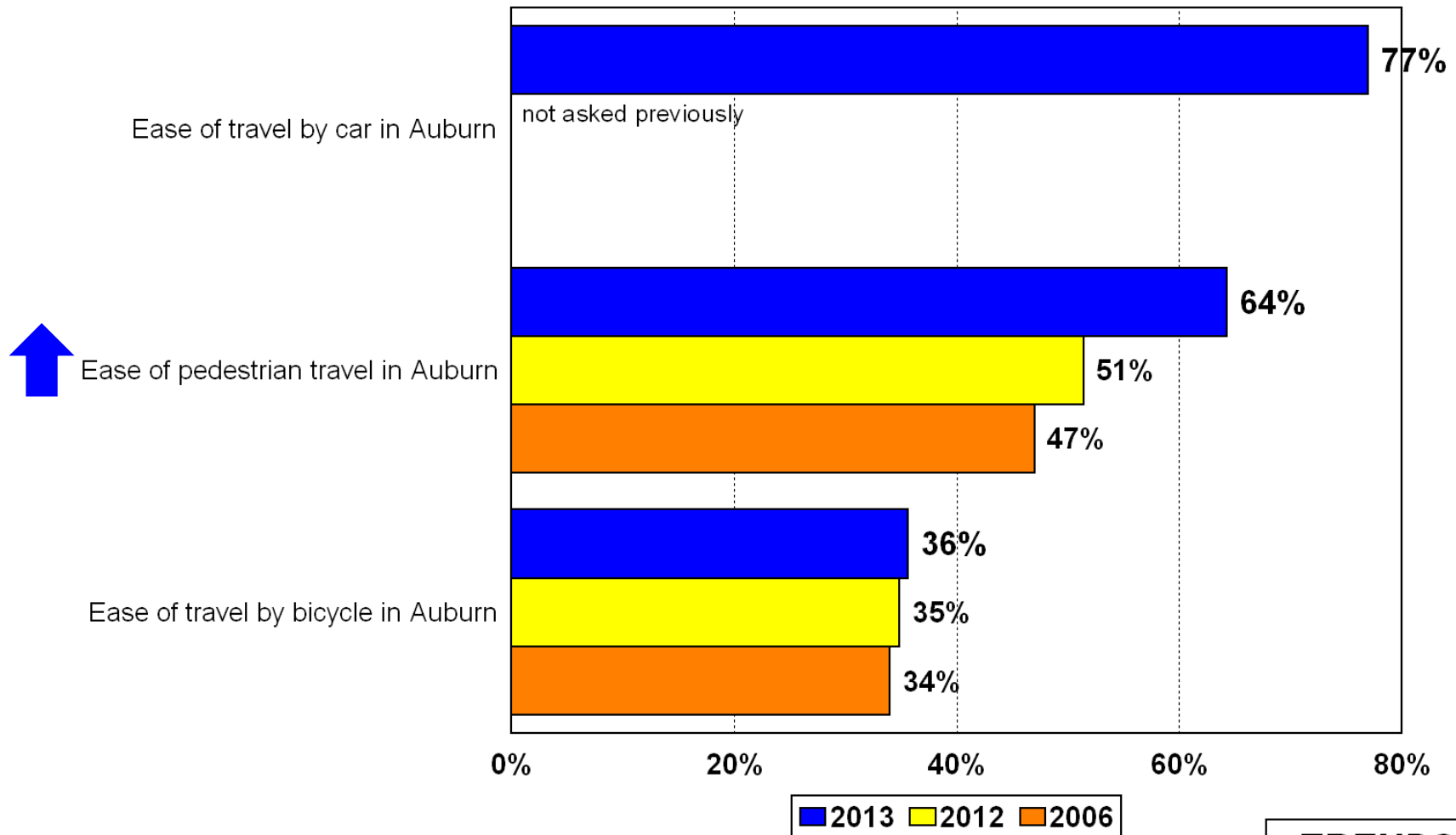
TRENDS

Significant Increases From 2006: ↑

Significant Decreases From 2006: ↓

TRENDS: Overall Satisfaction with Traffic Flow and Transportation (2006, 2012 & 2013)

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



Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006:

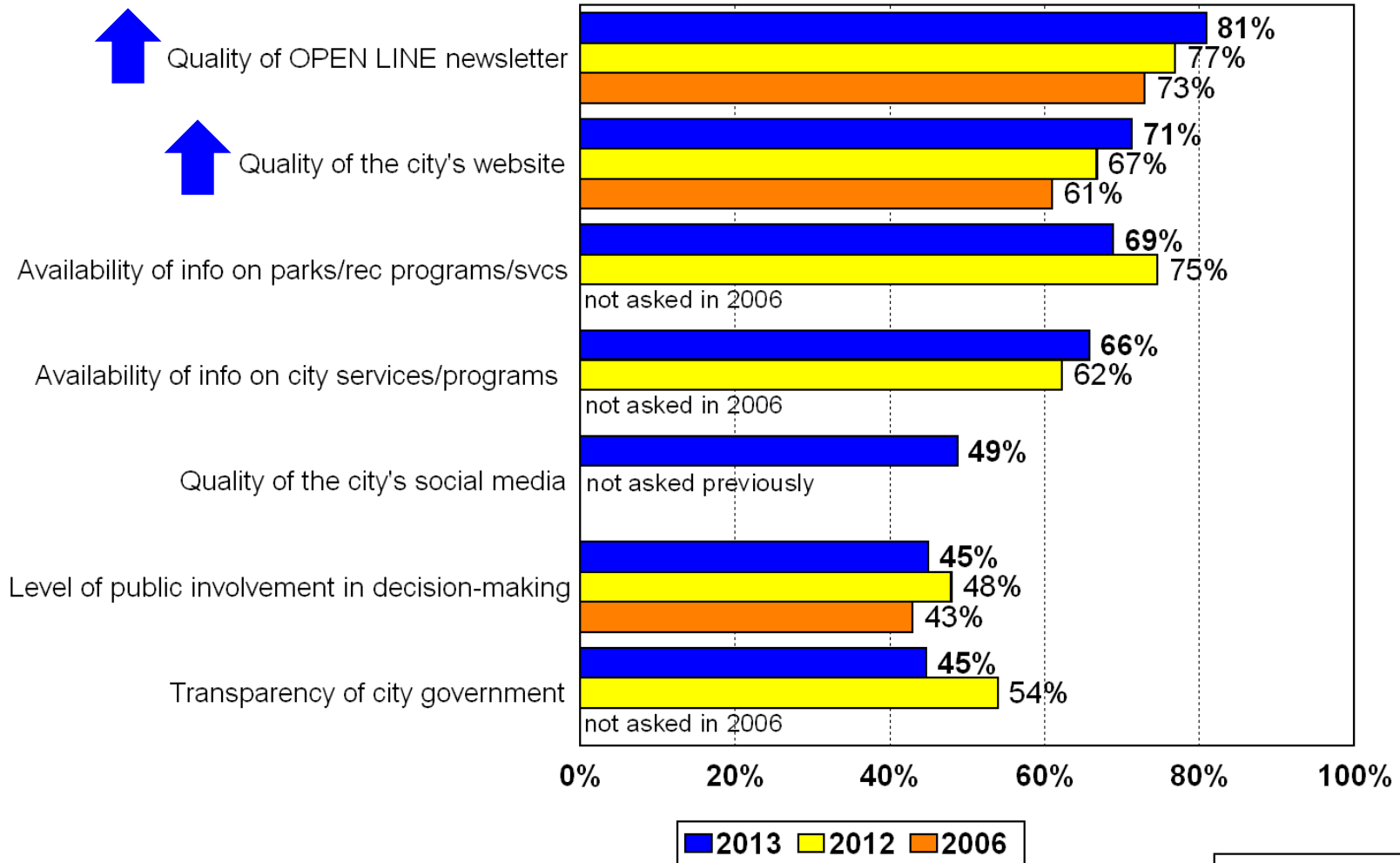


Significant Decreases From 2006:



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

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



Source: ETC Institute (2013)

TRENDS

Significant Increases From 2006:



Significant Decreases From 2006:



Major Finding #4

**Satisfaction Levels in the
City of Auburn Are Higher
than the National Average**

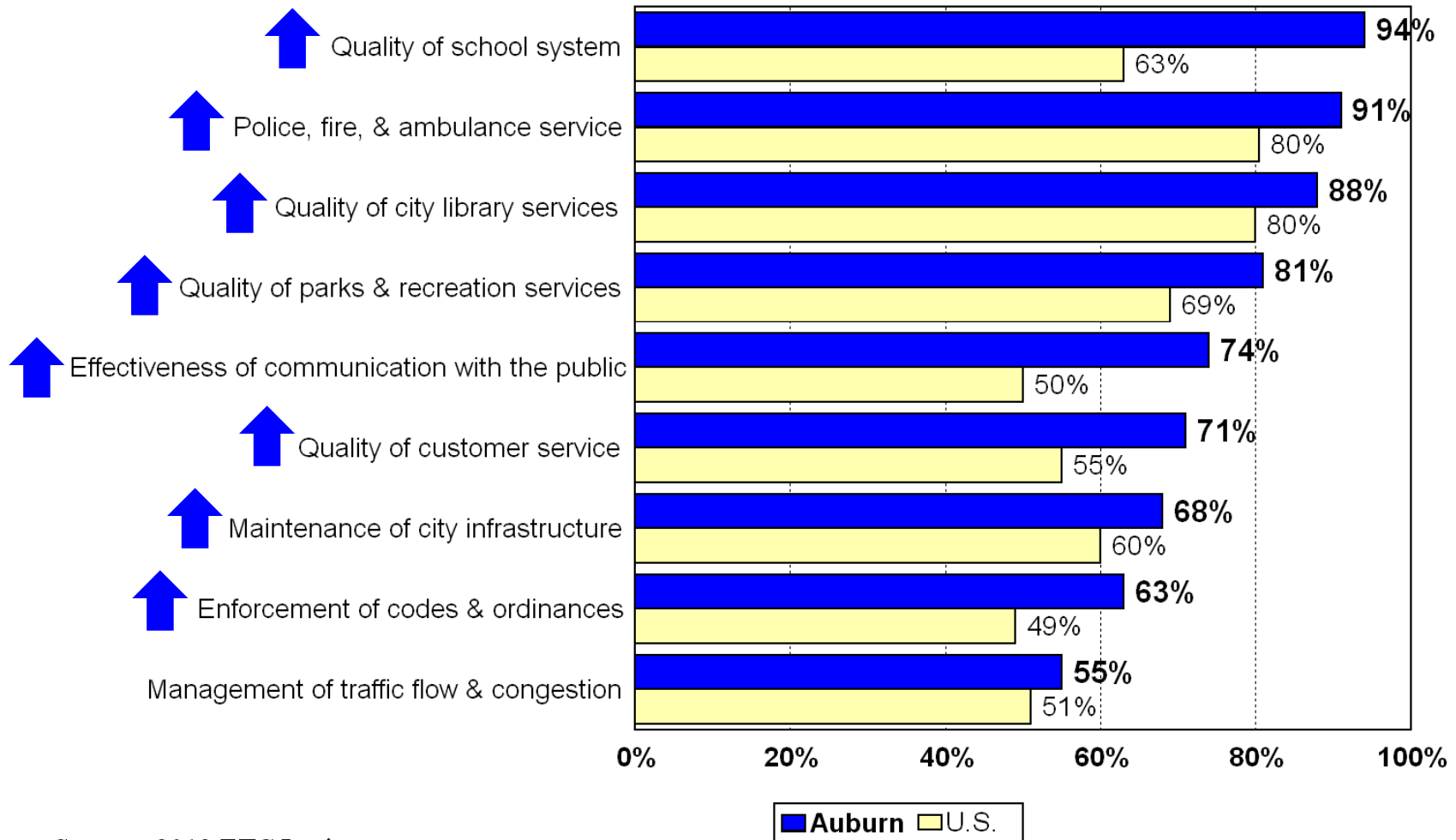
NATIONAL COMPARISONS

Auburn Rated Above the National Average in 57 of 60 Areas; 49 Items Were Significantly Above Average

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

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

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



Source: 2013 ETC Institute

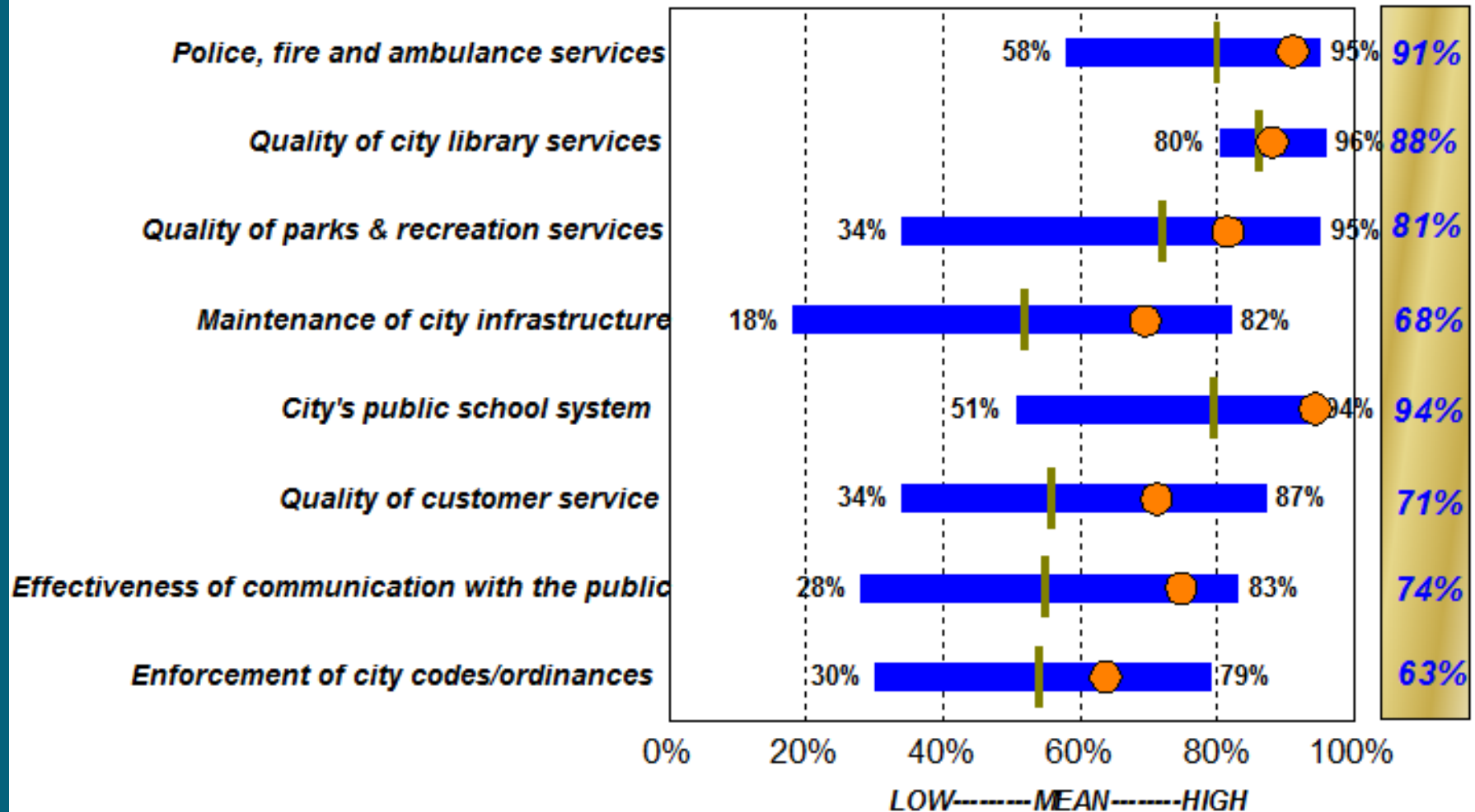
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Various City Services by Major Category - 2013

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

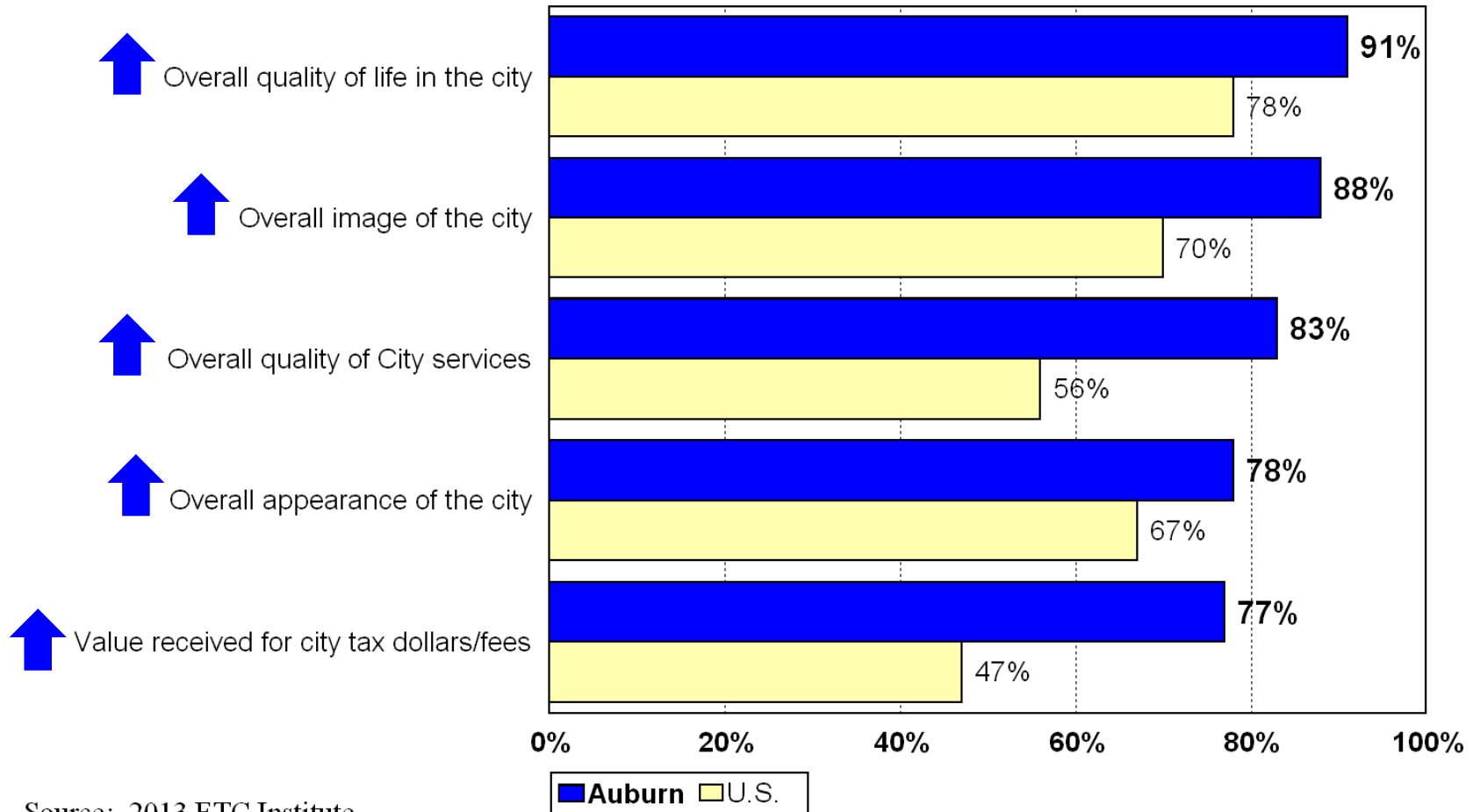
 **Auburn, AL**



Source: ETC Institute DirectionFinder (2013)

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

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



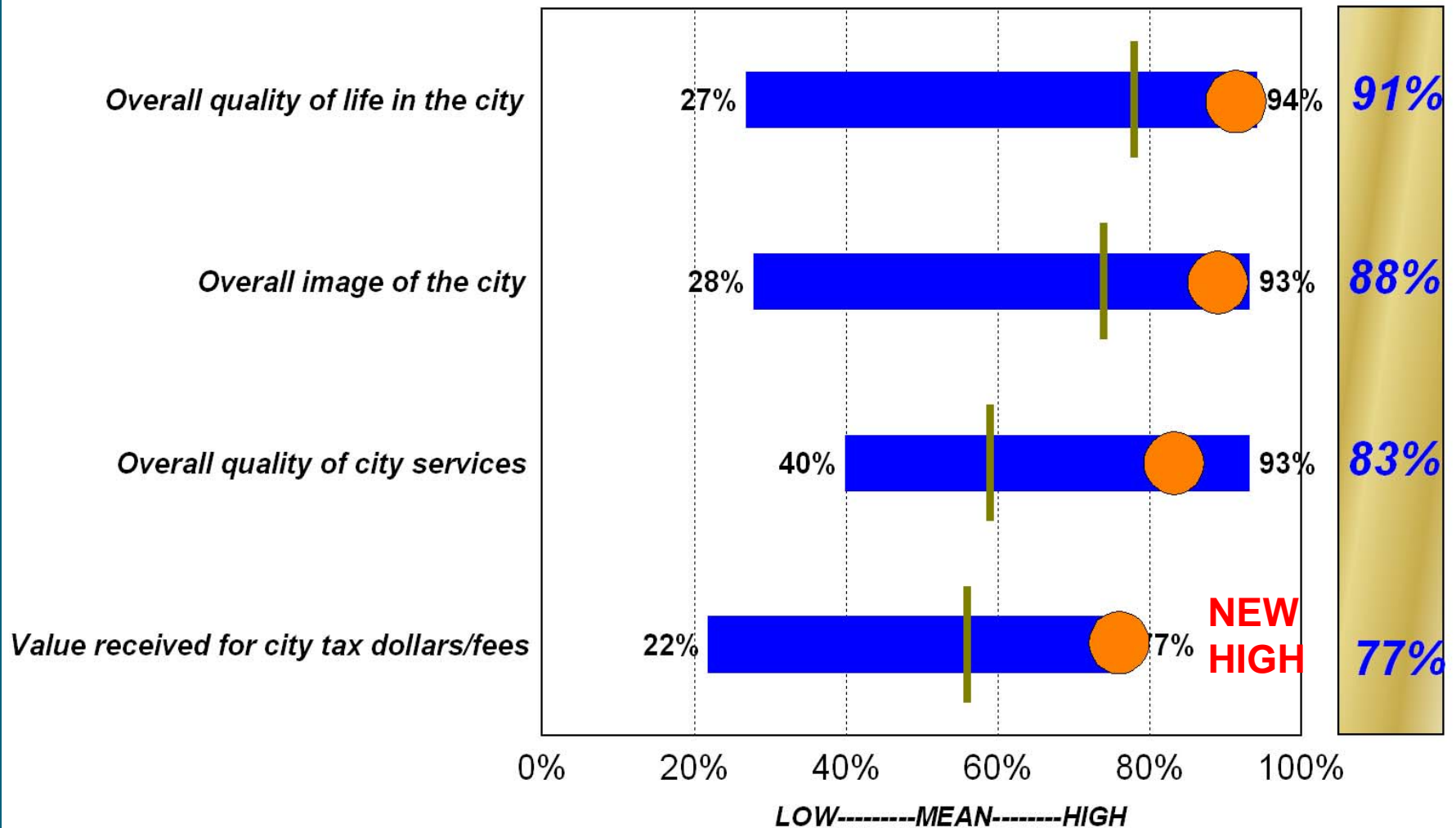
Significantly Higher: ↑

Significantly Lower: ↓

Perceptions that Residents Have of the City in Which They Live - 2013

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

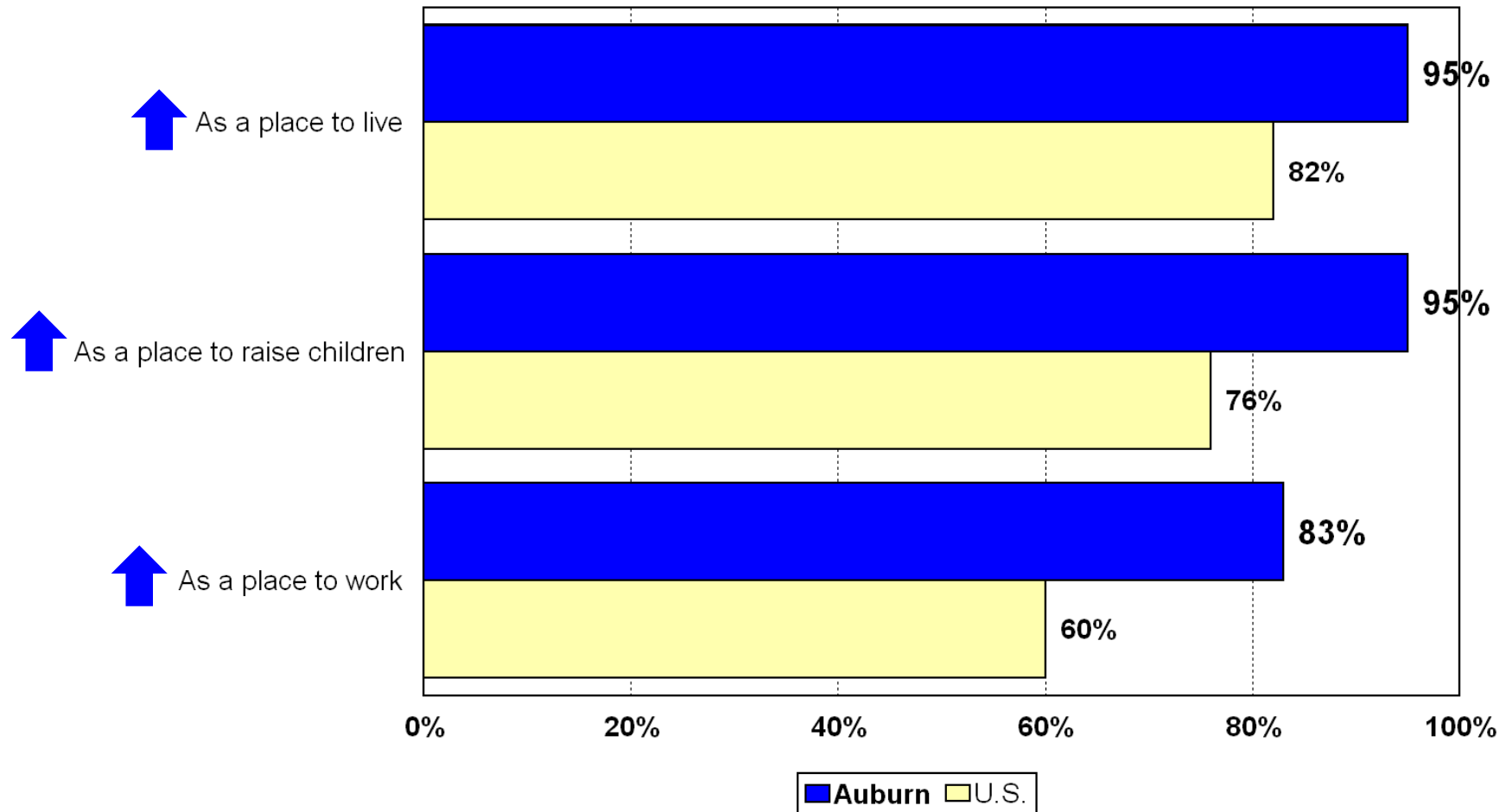
● **Auburn, AL**



Source: ETC Institute DirectionFinder (2013)

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

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



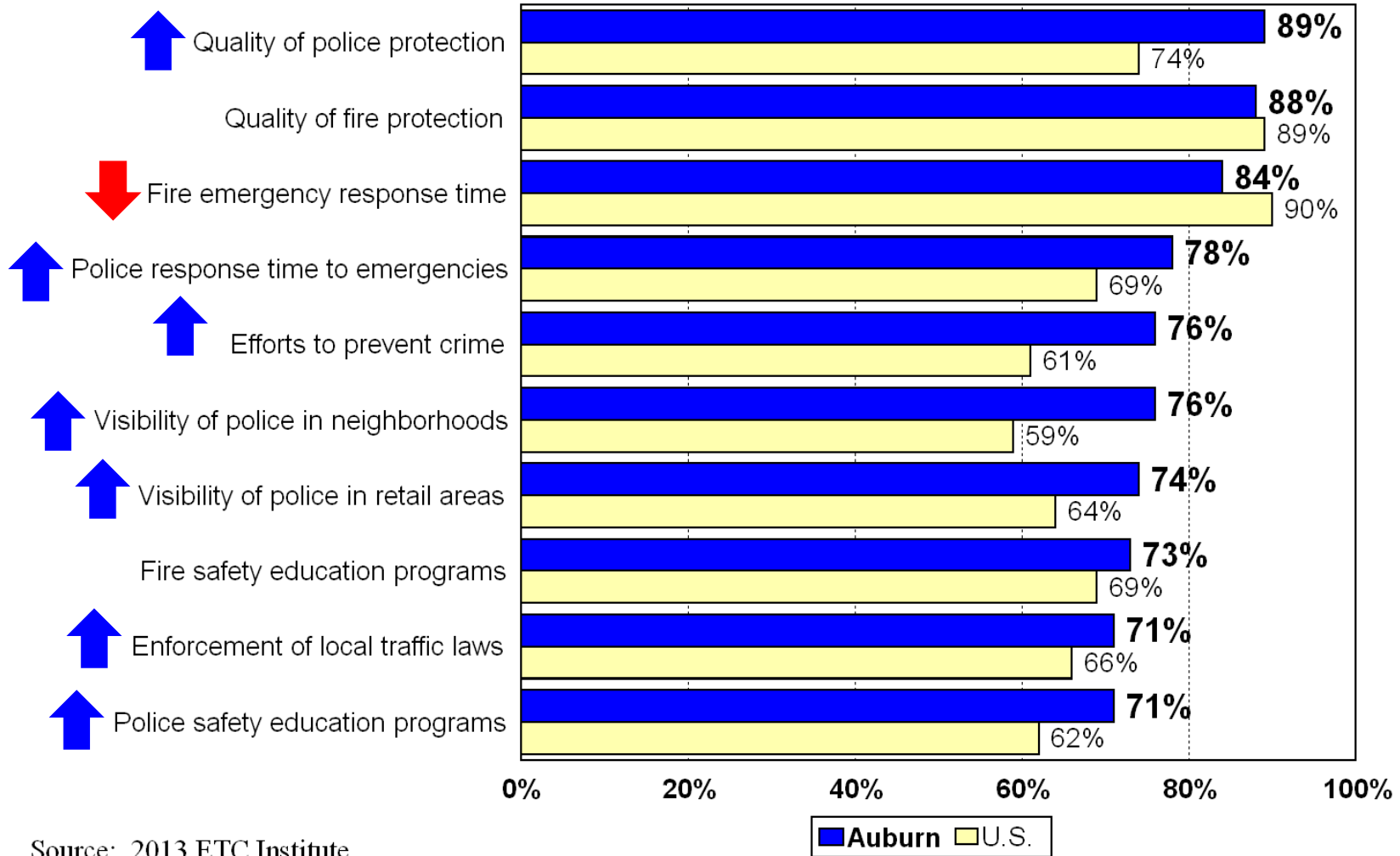
Source: 2013 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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

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



Significantly Higher:

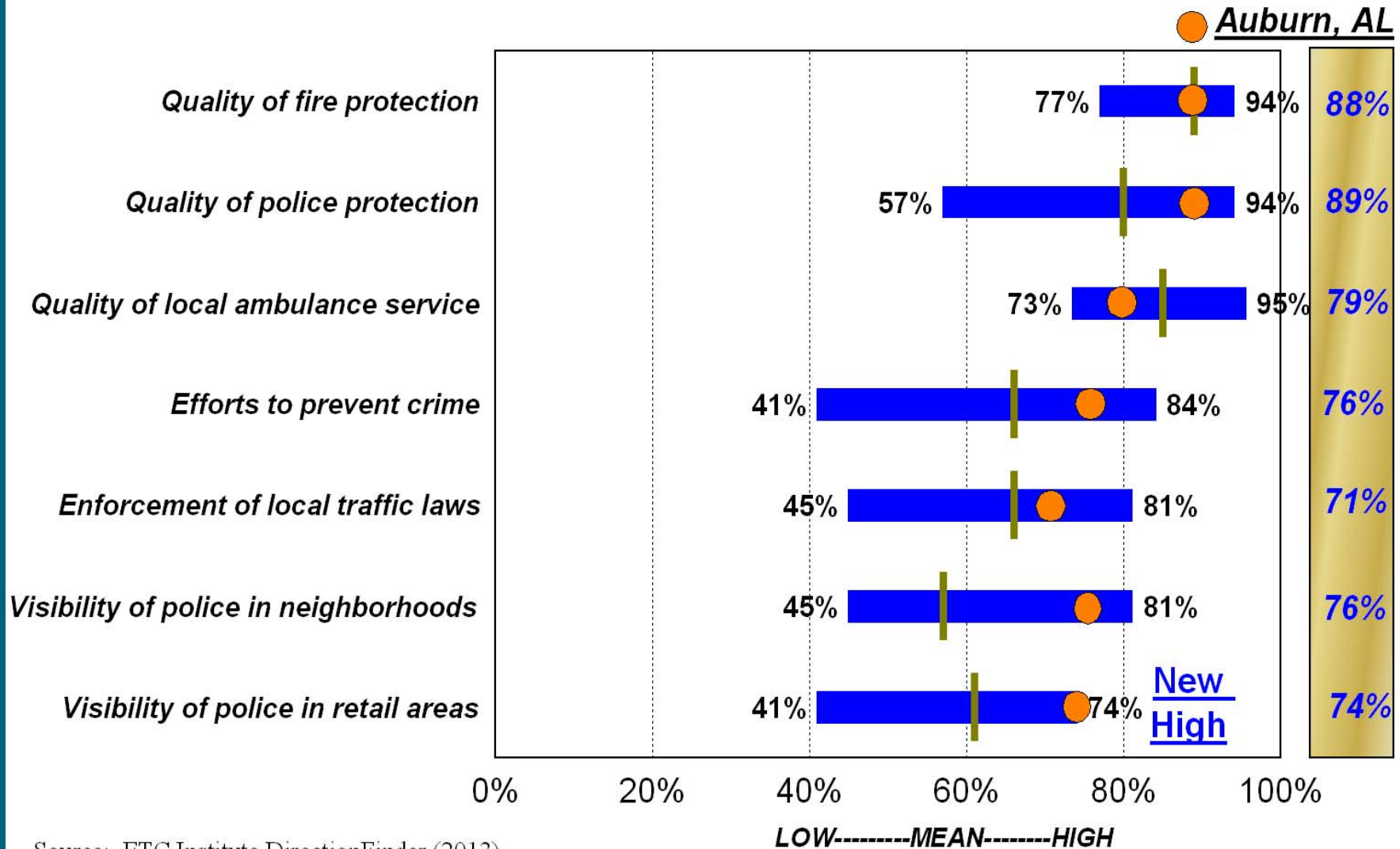


Significantly Lower:



Satisfaction with Various Public Safety Services Provided by Cities - 2013

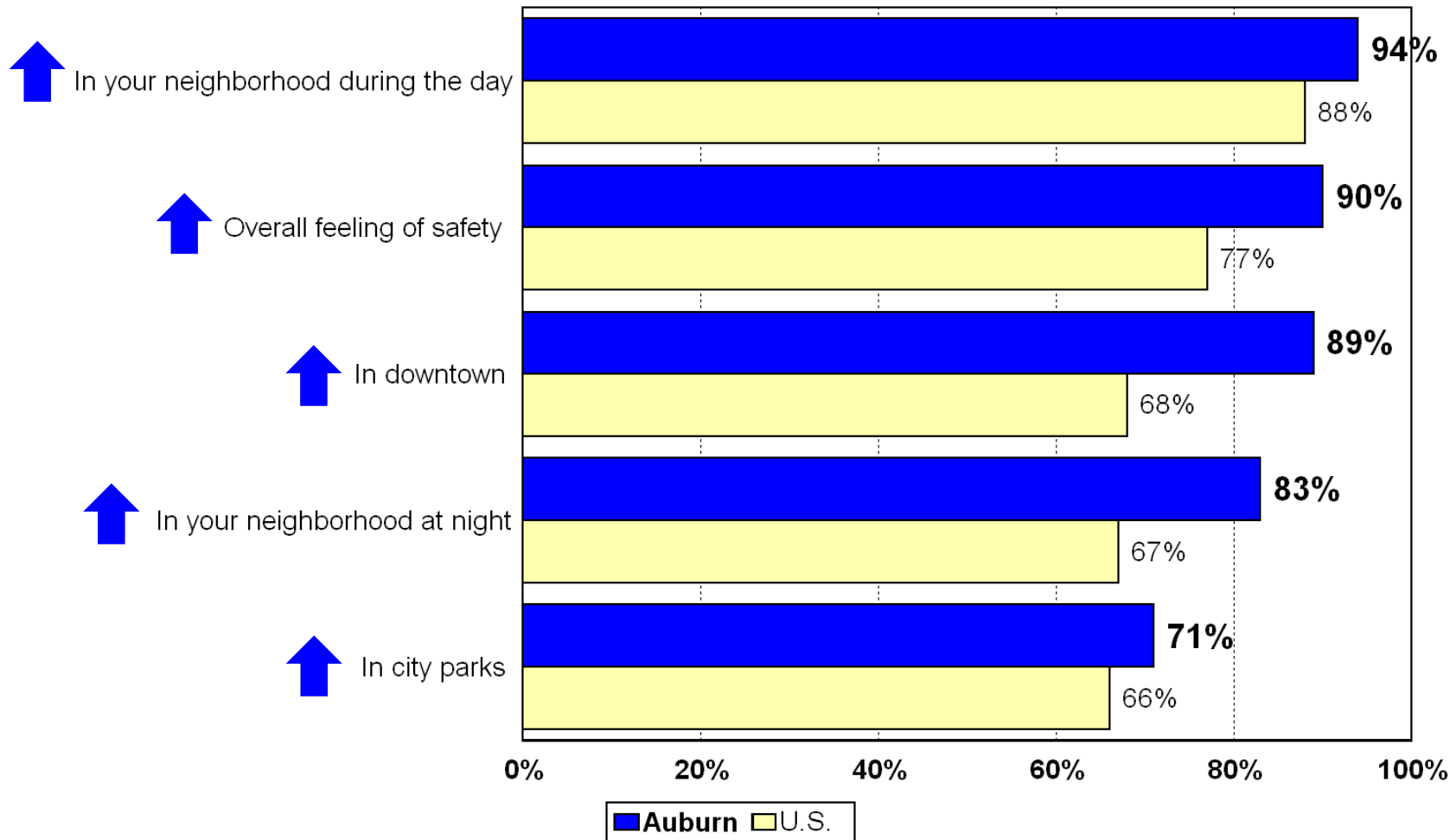
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "Strongly Agree" and 1 was "Strongly Disagree" (excluding don't knows)



Source: ETC Institute DirectionFinder (2013)

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

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



Source: 2013 ETC Institute

Significantly Higher:

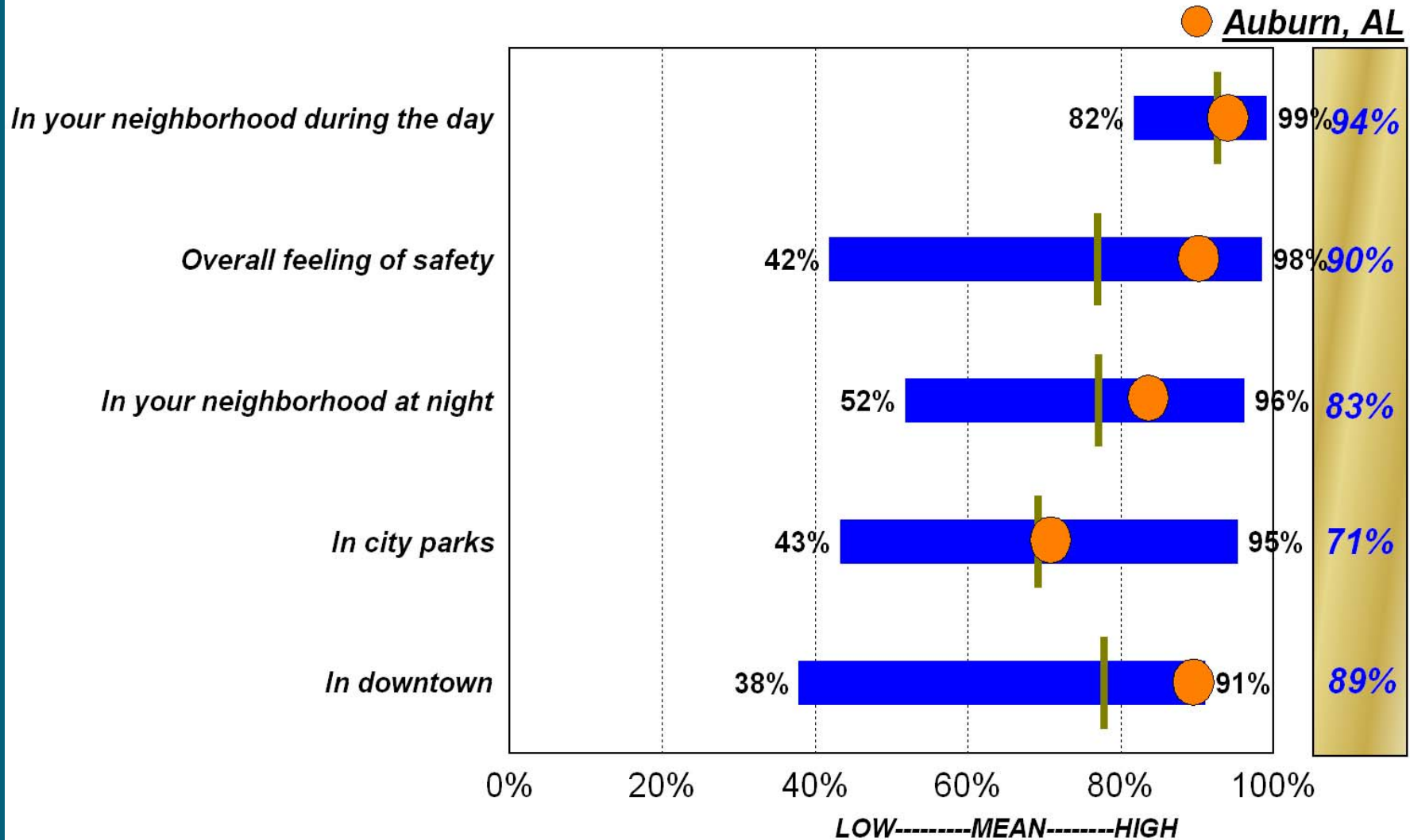


Significantly Lower:



How Safe Residents Feel in Their Community Compared to Other Communities - 2013

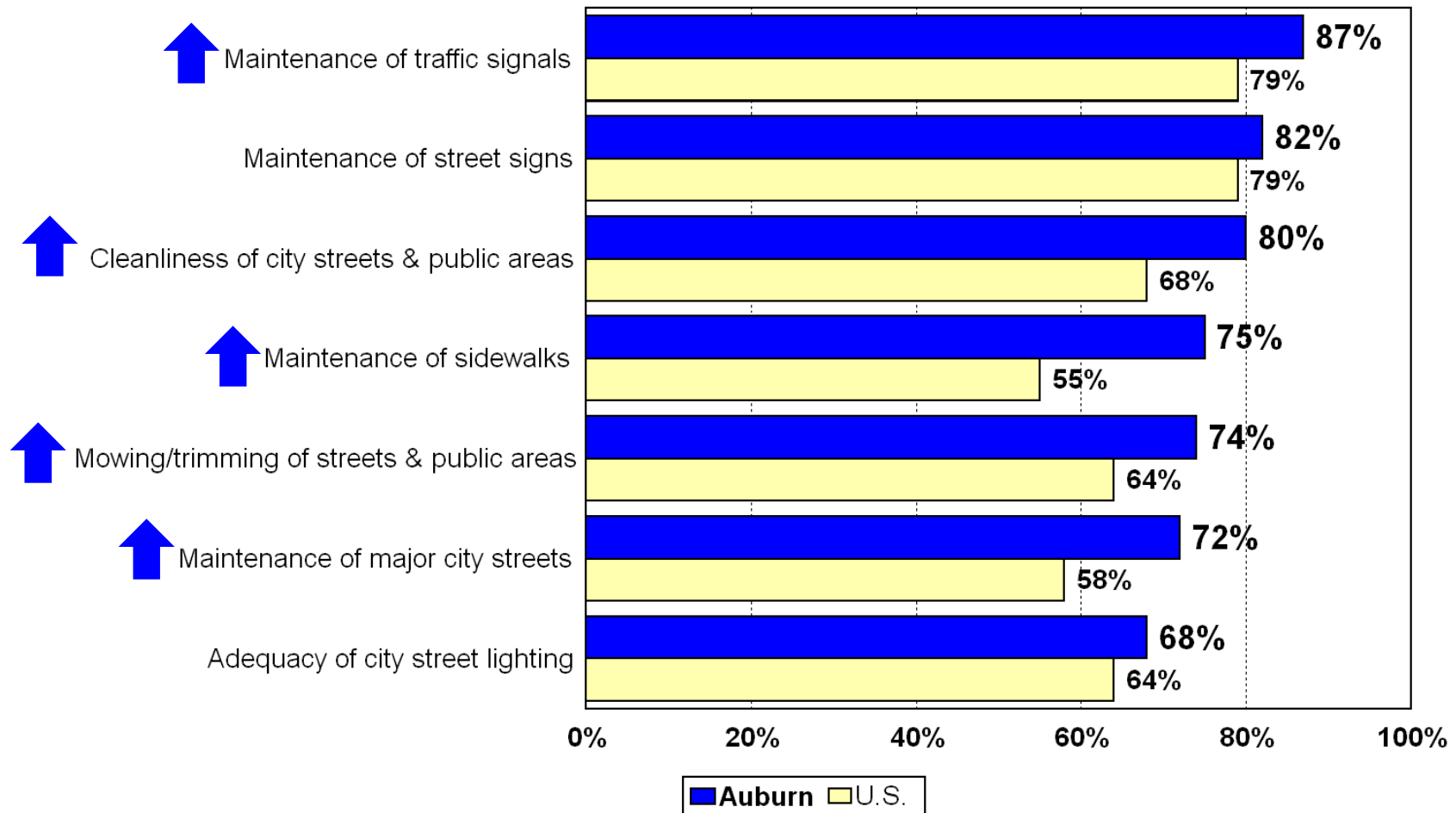
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: ETC Institute DirectionFinder (2013)

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

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



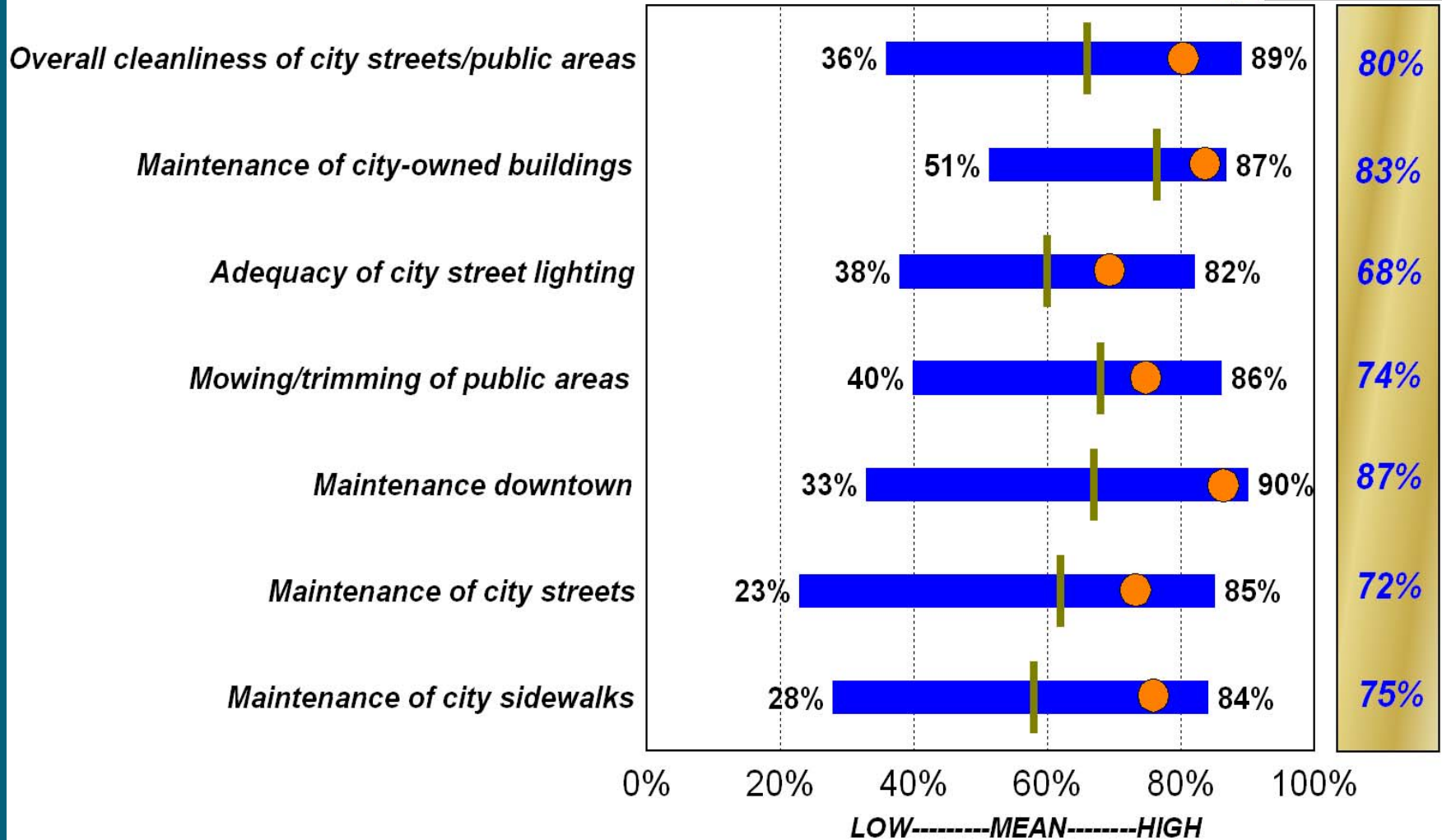
Source: 2013 ETC Institute

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

Satisfaction with Maintenance Services Provided by Cities - 2013

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

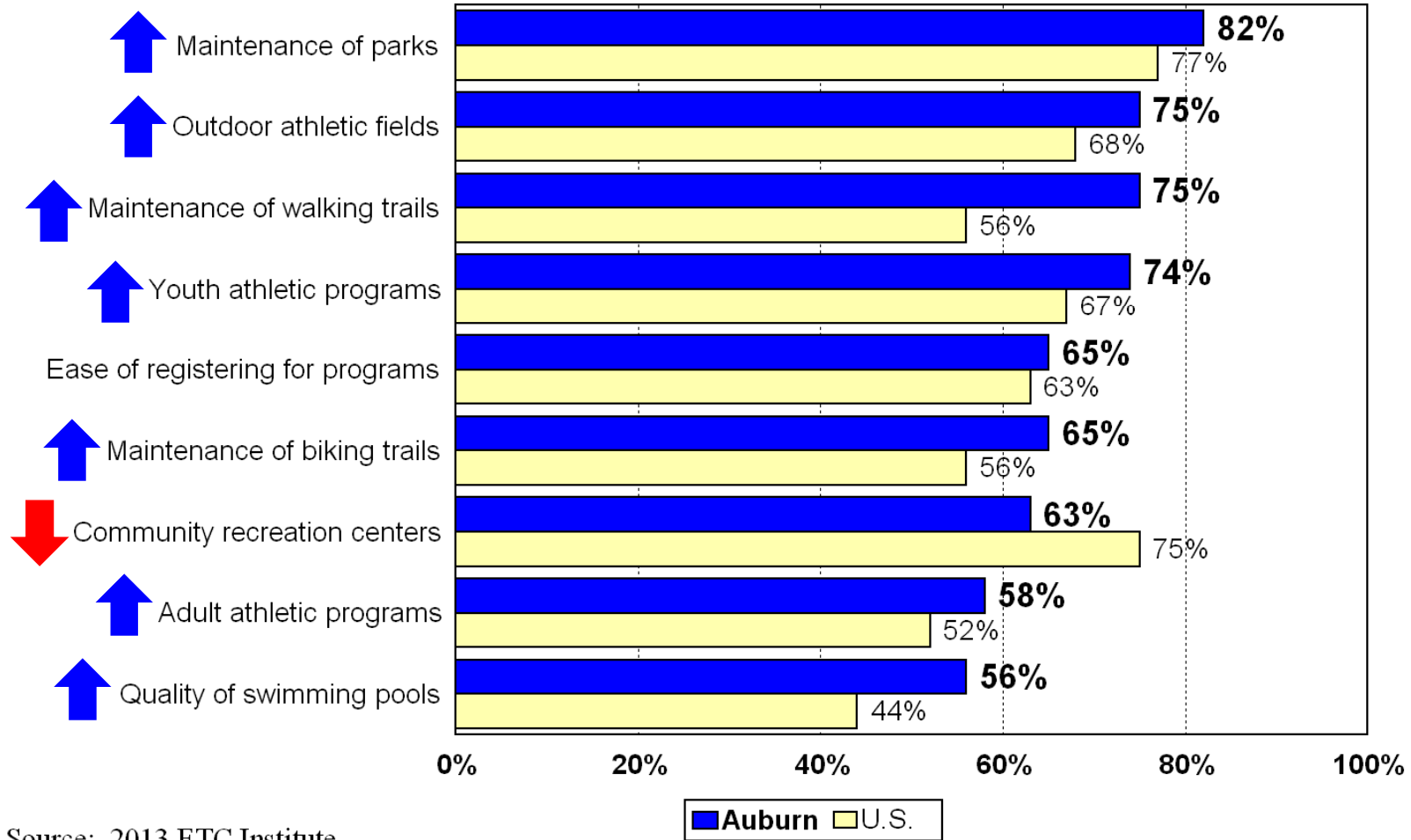
● **Auburn, AL**



Source: ETC Institute DirectionFinder (2013)

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

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



Significantly Higher:



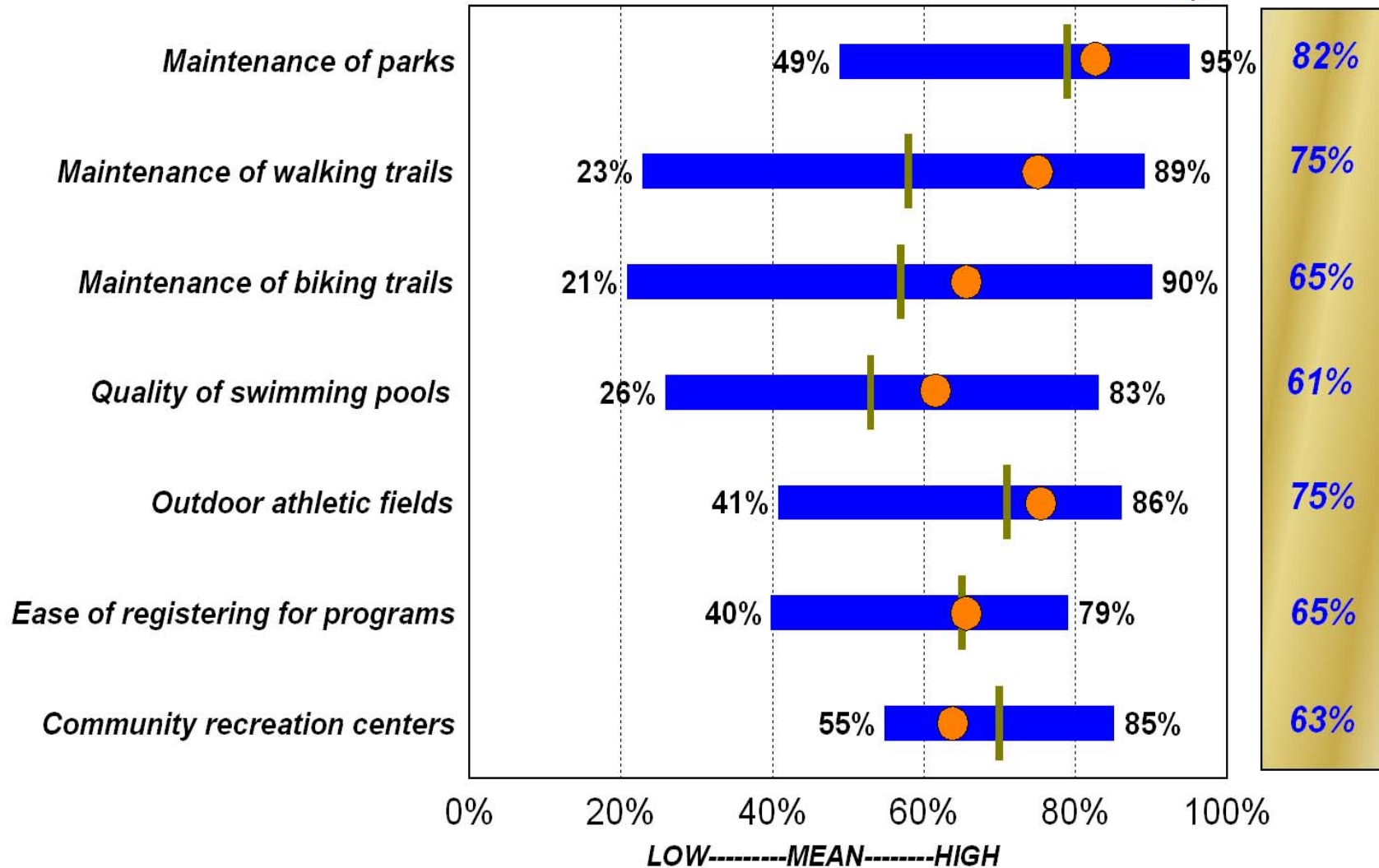
Significantly Lower:



Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2013

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

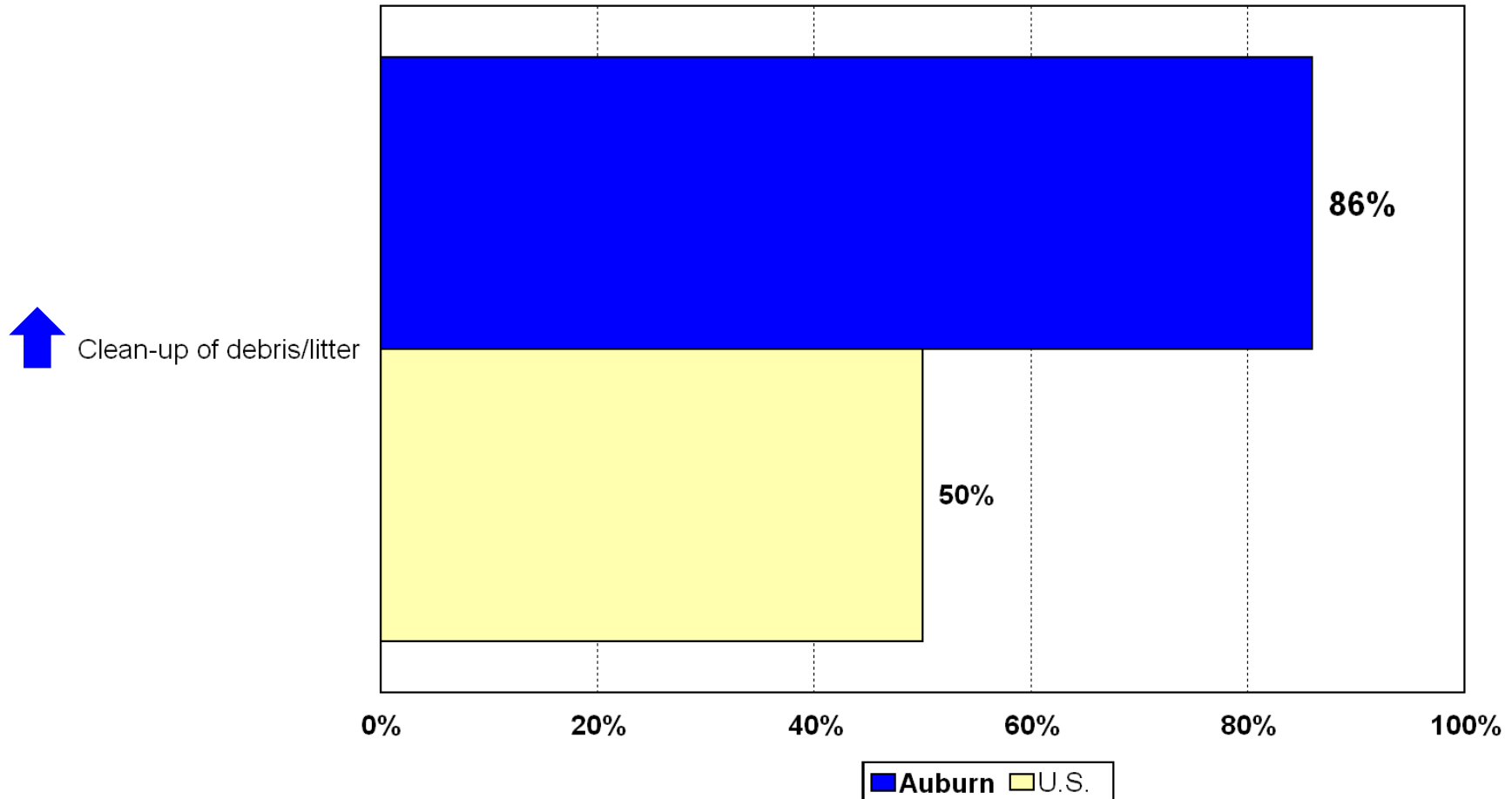
● Auburn, AL



Source: ETC Institute DirectionFinder (2013)

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

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



Source: 2013 ETC Institute

Significantly Higher:

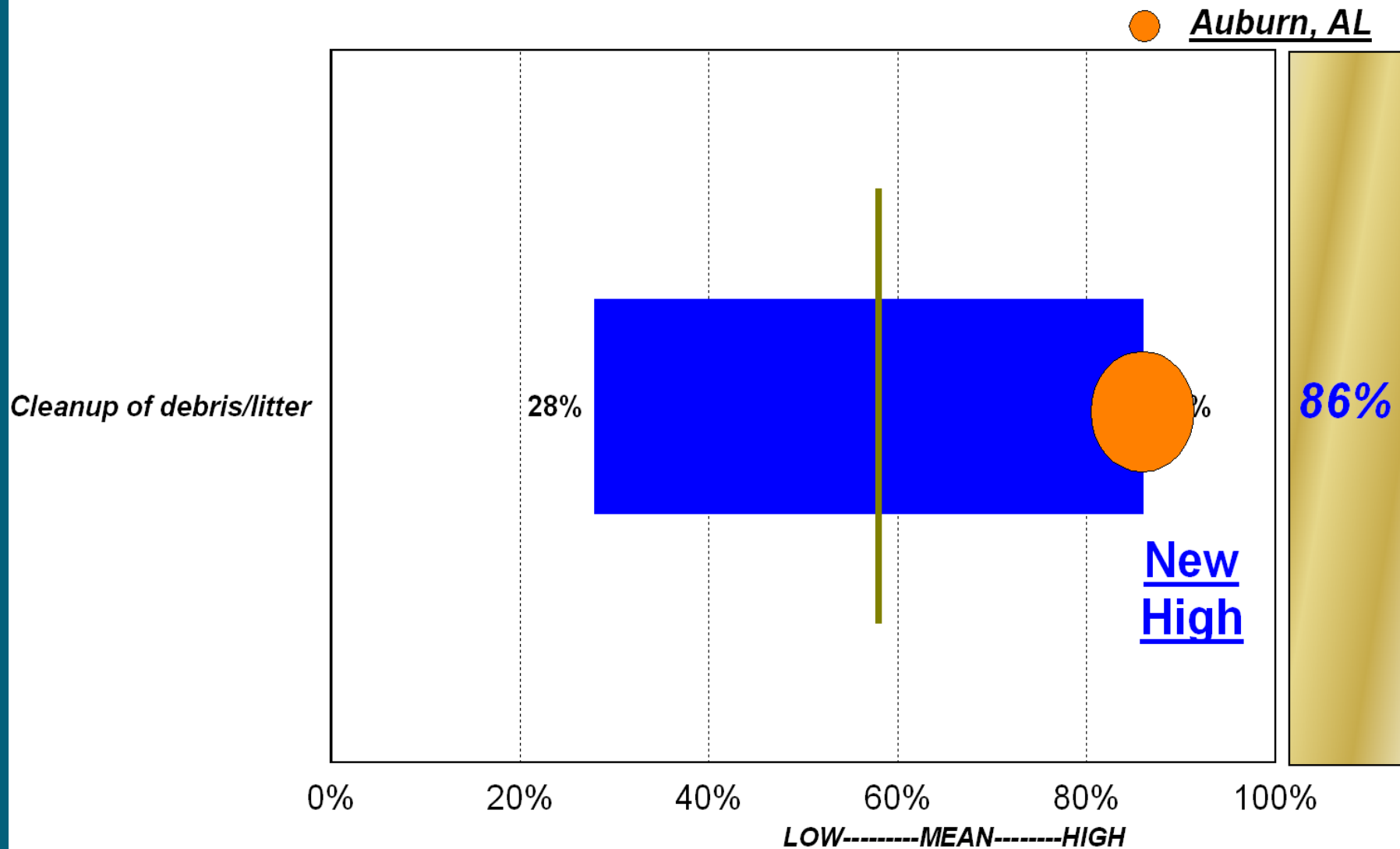


Significantly Lower:



Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2013

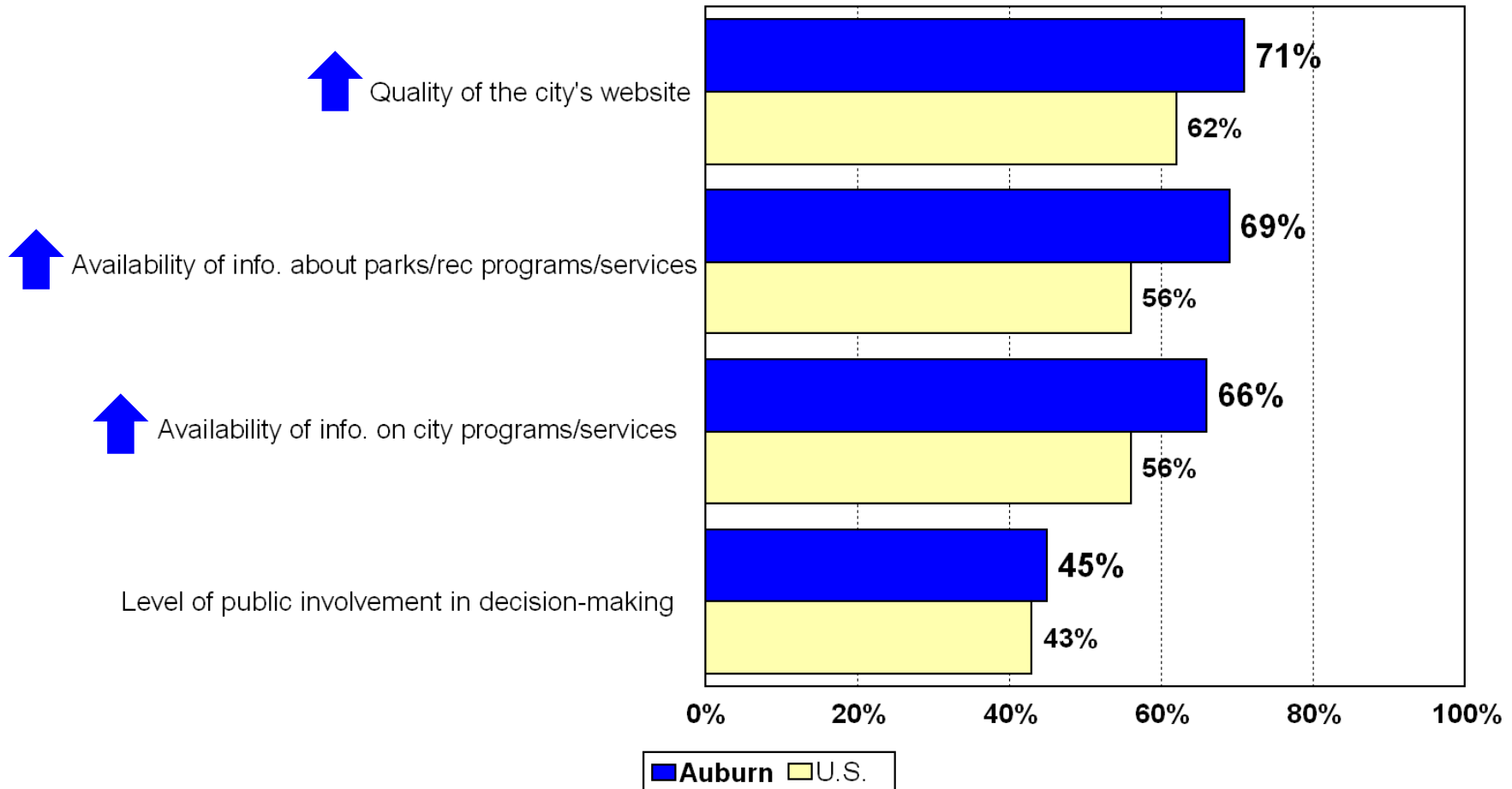
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder (2013)

Overall Satisfaction with Communication Auburn vs. the U.S.

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



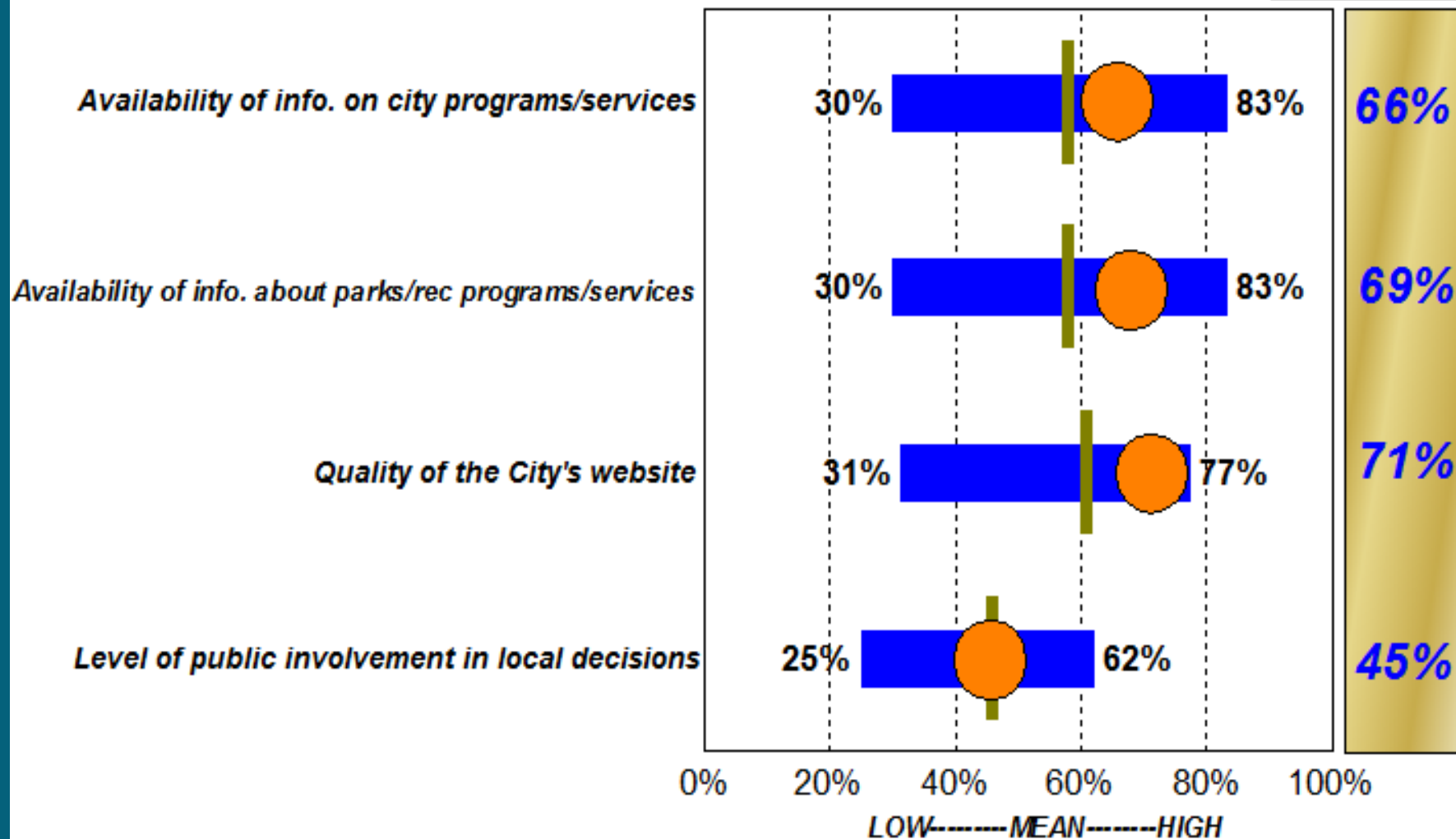
Source: 2013 ETC Institute

Significantly Higher:  ***Significantly Lower:*** 

Satisfaction with Various Aspects of City Communications - 2013

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

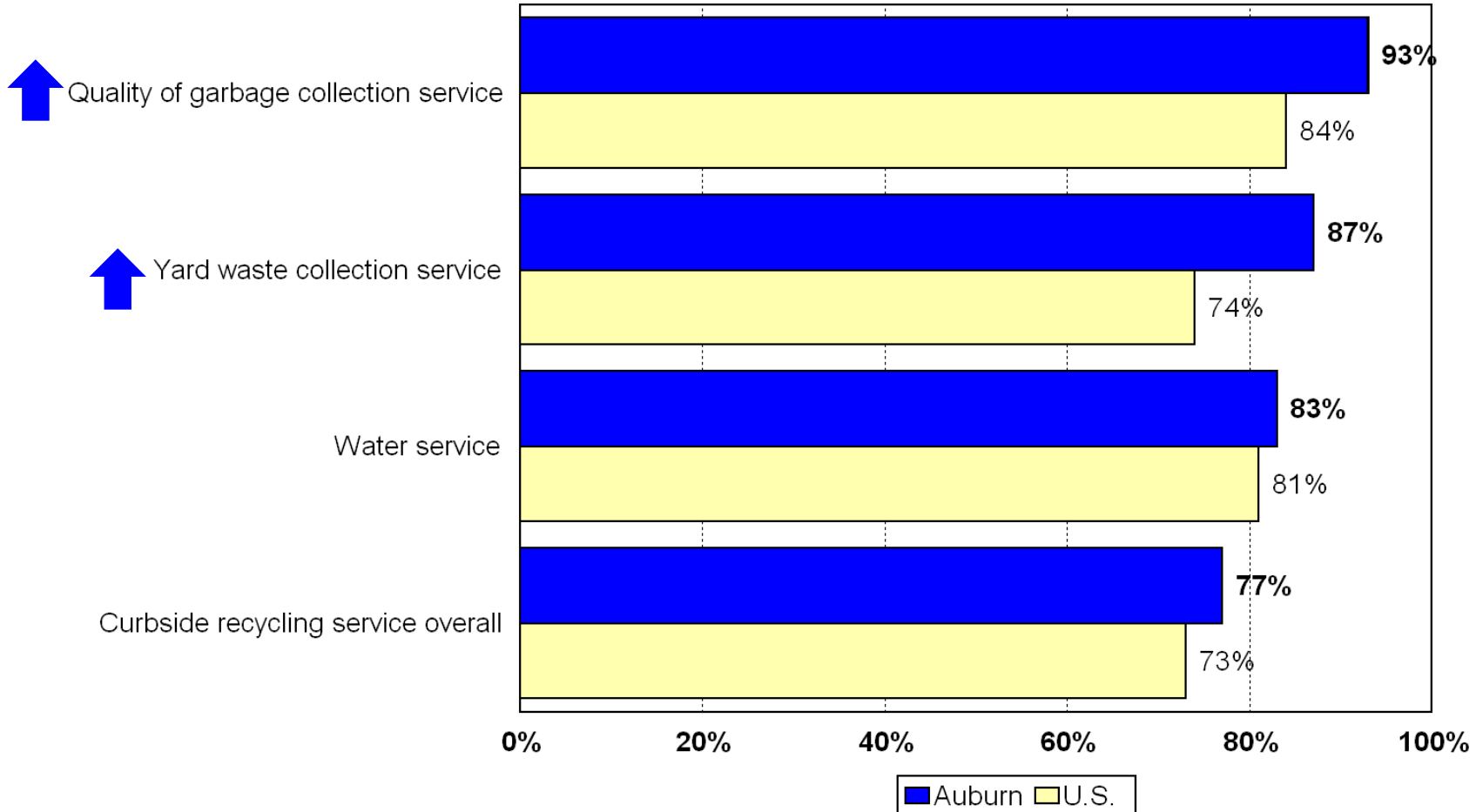
● **Auburn, AL**



Source: ETC Institute DirectionFinder (2013)

Overall Satisfaction with Utility/Environmental Services Auburn vs. the U.S.

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



Source: 2013 ETC Institute

Significantly Higher:

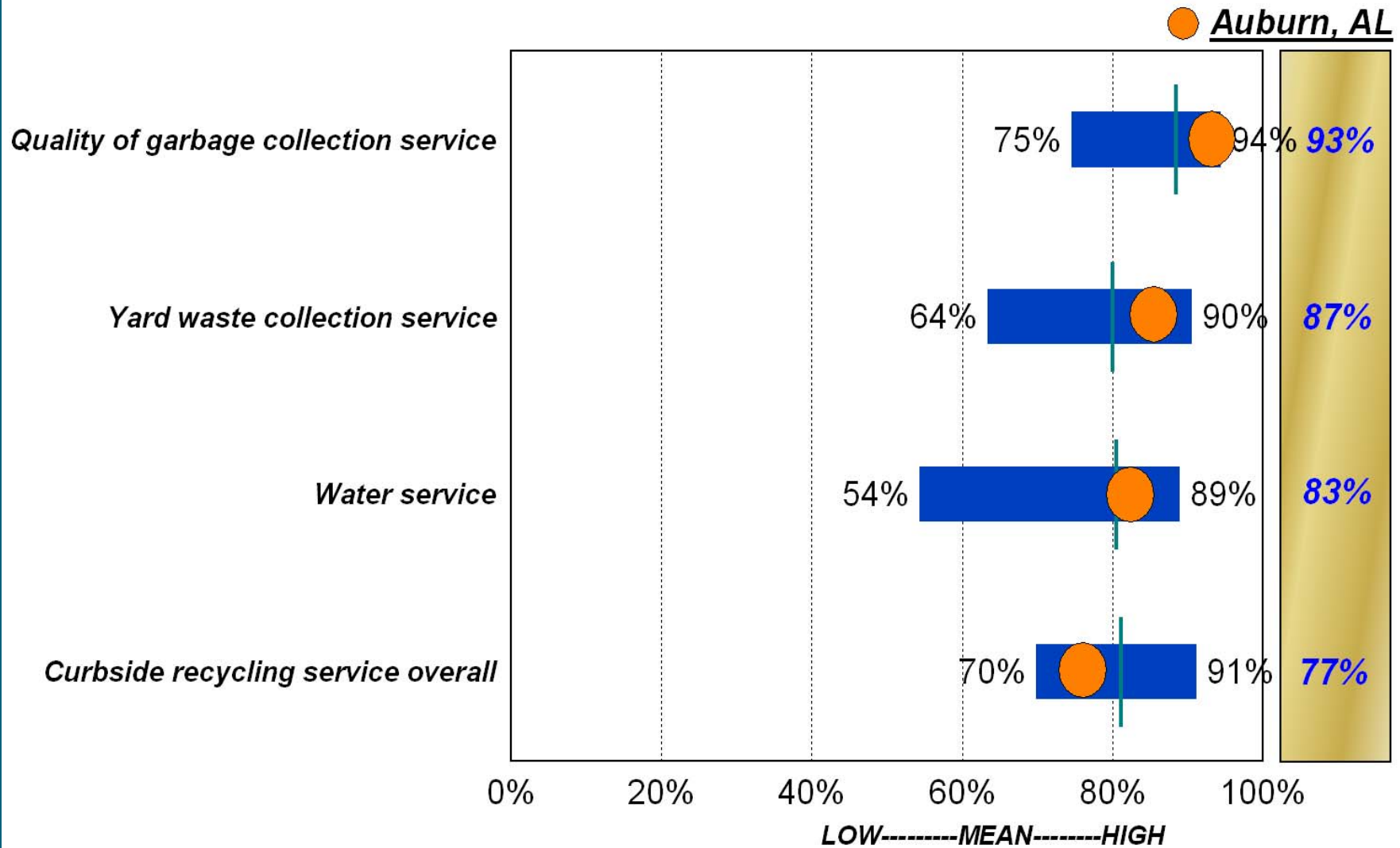


Significantly Lower:



Satisfaction with Utility/Environmental Services Provided by Cities - 2013

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



Source: ETC Institute DirectionFinder (2013)

Major Finding #5

**There Are Opportunities
to Do Better**

Importance-Satisfaction Rating

City of Auburn

Major Categories of City Services

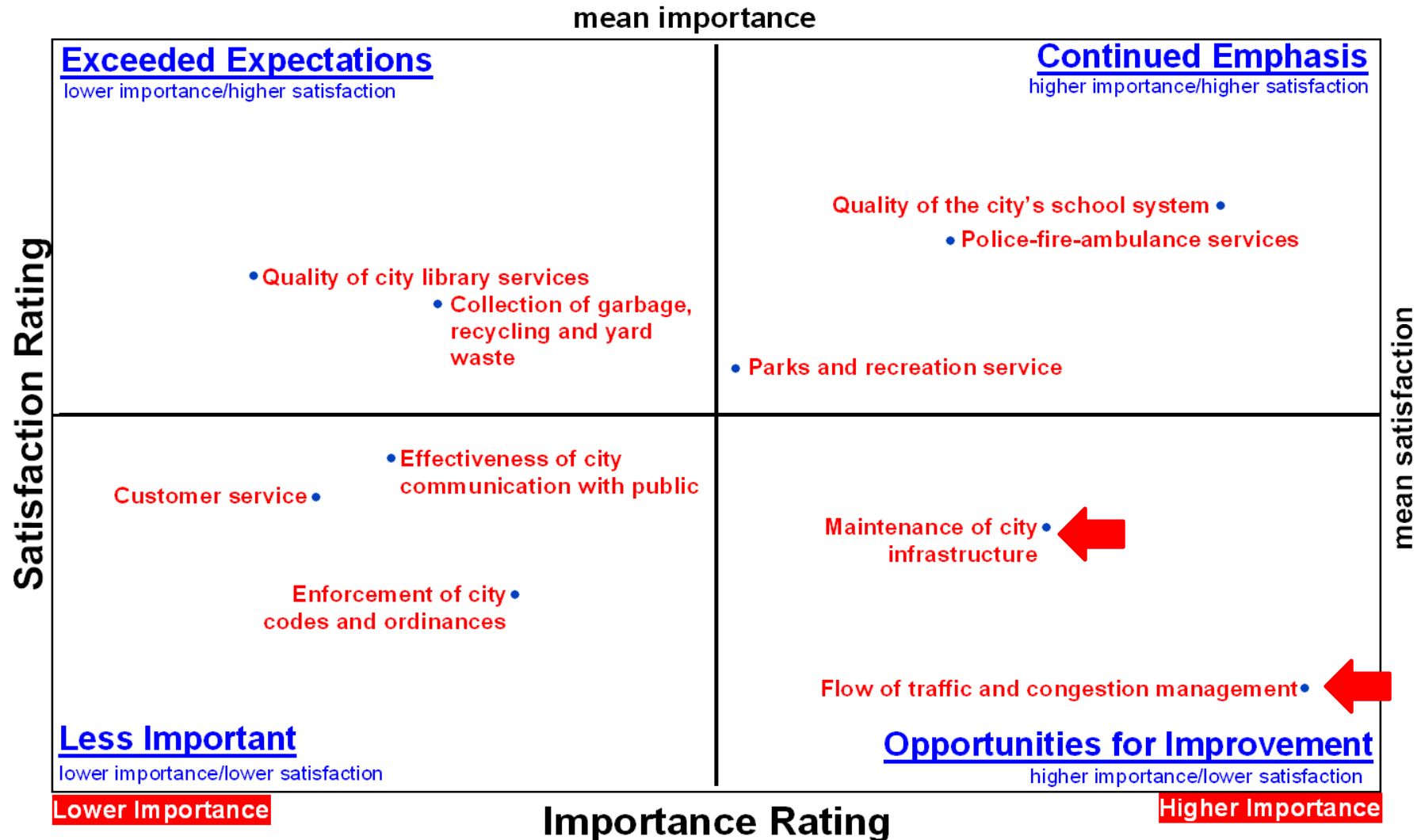
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic & congestion management	54%	1	55%	10	0.2400	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of city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

Overall Priorities: 

2013 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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



Importance-Satisfaction Rating

City of Auburn

Public Safety Services

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

Public Safety Priorities: ←

Importance-Satisfaction Rating

City of Auburn

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Cleanup of overgrown and weedy lots	42%	1	58%	4	0.1781	1
Control of nuisance animals	27%	3	60%	3	0.1092	2
Efforts to remove dilapidated structures	25%	4	57%	6	0.1052	3
Medium Priority (IS <.10)						
Enforcement of loud music	22%	5	57%	5	0.0946	4
Cleanup of debris/litter	34%	2	86%	1	0.0473	5
Cleanup of large junk/abandoned vehicles	16%	6	77%	2	0.0367	6

Code Enforcement Priorities:





Importance-Satisfaction Rating						
City of Auburn						
<u>Garbage and Water Services</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Material types accepted for recycling	39%	1	62%	7	0.1474	1
<u>Medium Priority (IS <.10)</u>						
Curbside recycling service overall	30%	2	77%	4	0.0704	2
Yard waste removal service	24%	4	87%	2	0.0378	3
Water service	22%	5	83%	3	0.0371	4
Utility Billing Office customer service	13%	6	76%	6	0.0307	5
Recycling at city's drop-off recycling center	9%	7	77%	5	0.0207	6
Residential garbage collection service	26%	3	93%	1	0.0183	7

Garbage and Water Services Priorities:

Importance-Satisfaction Rating

City of Auburn

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets	53%	1	72%	8	0.1495	1
Adequacy of city street lighting	41%	2	68%	10	0.1333	2
<u>Medium Priority (IS <.10)</u>						
Cleanup of debris/litter in/near roadways	33%	3	70%	9	0.0990	3
Maintenance of sidewalks	25%	5	75%	6	0.0648	4
Mowing/trimming along streets and public areas	22%	6	74%	7	0.0571	5
Overall cleanliness of streets/public areas	26%	4	80%	5	0.0525	6
Maintenance of street signs	14%	8	82%	4	0.0254	7
Maintenance of downtown Auburn	15%	7	87%	1	0.0185	8
Maintenance of traffic signals	12%	9	87%	2	0.0160	9
Maintenance of city-owned buildings	7%	10	83%	3	0.0116	10

Maintenance Priorities: 

Importance-Satisfaction Rating

City of Auburn

Parks and Recreation

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

Parks and Recreation Services Priorities:

Importance-Satisfaction Rating

City of Auburn

Downtown Auburn

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

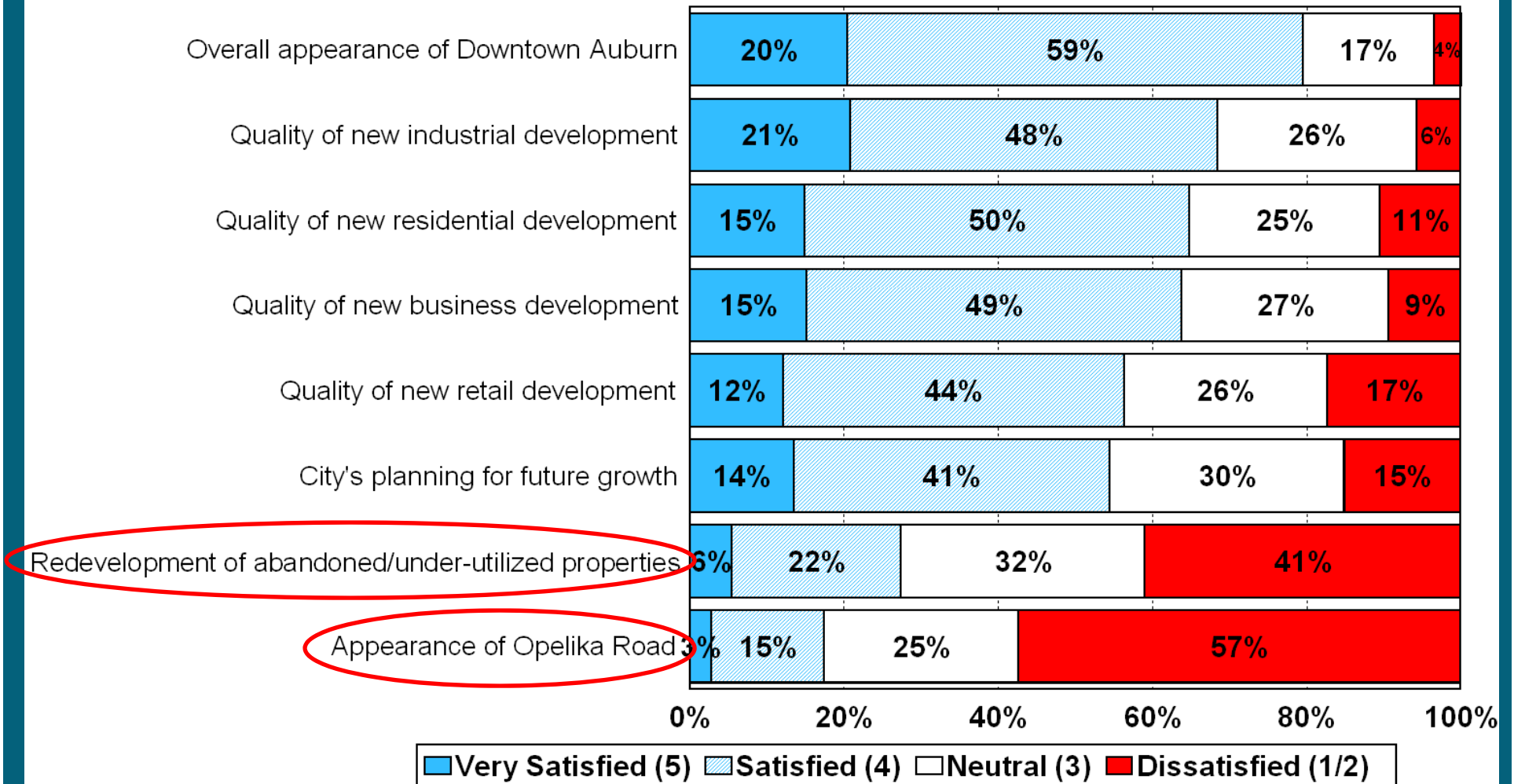
Priorities For Downtown Auburn: 

Major Finding #6

**Development and
Redevelopment**

Satisfaction with Various Aspects of Development and Redevelopment in the City

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



Source: ETC Institute (2013)



Summary and Conclusion

- The City of Auburn Continues to Move in the Right Direction
- The City of Auburn is Setting the Standard for Other Cities
- Improvements to the Flow of Traffic and Congestion Management and Maintenance of City Infrastructure should be the City's top overall priorities if the City wants to see customer satisfaction ratings continue to improve
- City's current plans for improvements to Downtown, Opelika Road, and parks/recreation are closely aligned with residents expectations



Questions?

THANK YOU!!