

2025
City of Auburn, AL

Resident Survey

Findings Report

ETC INSTITUTE

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Executive Summary

2025 City of Auburn Citizen Survey
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Purpose

ETC Institute administered a survey to residents of the City of Auburn during the winter of 2025. The purpose of the survey was to help the City of Auburn establish budget priorities and shape policy decisions. The results will also help City leaders gauge how successful they have been in providing quality services to residents and identify areas of improvement.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Auburn. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. After the surveys were mailed, ETC Institute followed up with the households to encourage participation.

To prevent people who were not residents of Auburn from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 600 residents. This goal was met, with a total of 685 residents completing the survey. The overall results for the sample of 609 households have a precision of at least +/-3.9% at the 95% level of confidence.

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 ETC Institute's *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:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- trend charts comparing the 2025 results to previous surveys,
- benchmarking data that show how the results for Auburn compare to other communities,
- Importance-Satisfaction analysis showing priorities for investment,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

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Overall Perceptions of the City

Eighty-six percent (86%) of residents surveyed, *who had an opinion*, were satisfied with the quality of life in the City. Eighty-seven percent (87%) of residents surveyed, *who had an opinion*, were also satisfied with the overall quality of City services and 81% were satisfied with the overall image of the City, 73% were satisfied with the value received for their City tax dollars and fees, and 74% were satisfied with the overall appearance of the City.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the overall quality of police, fire, and ambulance services (94%), the collection of garbage, recycling, and yard waste (94%), overall quality of the City's school system (88%), and the overall quality of City library services (89%).

The overall areas that residents thought should receive the most emphasis from the City of Auburn over the next two years were: 1) flow and management of traffic, 2) maintenance of City infrastructure, and 3) the quality of the City's school system. These were the same three priorities from the 2022 survey results.

Feelings of Safety

Nearly all (97%) of the residents surveyed, *who had an opinion*, indicated they feel either "very safe" or "safe" in their neighborhood during the day. Ninety-three percent (93%) of residents indicated they feel safe in Auburn in general, 93% of residents feel safe in their neighborhood at night, and 90% feel safe in downtown Auburn.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the overall quality of fire protection (93%), the overall quality of police protection (92%), fire response times (86%), and the quality of local ambulance service (84%). The public safety services 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. These were the same three priorities as the 2022 survey results.

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had*

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an opinion, were: the cleanup of debris and litter (85%) and the cleanup of large junk and abandoned vehicles (80%). The code enforcement services residents felt should receive the most emphasis from City leaders over the next two years were: 1) the cleanup of overgrown and weedy lots, 2) efforts to remove dilapidated structures, and 3) the cleanup of debris and litter. efforts to remove dilapidated structures.

- **Garbage, Recycling, Sewer and Water Services.** The highest levels of satisfaction with garbage, recycling, sewer and water services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: residential garbage collection service (94%), curbside recycling service (91%), and yard waste removal service (90%). The services residents felt should receive the most emphasis from City leaders over the next two years were: 1) quality of drinking water and 2) material types accepted for recycling.

- **Development and Redevelopment in the City.** The highest levels of satisfaction with development and redevelopment in the City, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the overall appearance of Downtown Auburn (68%), the quality of new business development (54%), and the quality of new industrial development (50%).

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were the quality of parks (86%), the quality of playgrounds (79%), and quality of cemeteries (76%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were: 1) the quality of walking trails , 2) the quality of parks, and 3) the quality of senior programs.

- **Library Services.** The highest levels of satisfaction with library services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: customer service (89%) and hours of operation (87%). The two library services respondents indicated should receive the most emphasis over the next two years were: 1) e-Book collection and 2) books and audio/visual for adults.

- **Traffic Flow and Transportation.** The highest levels of satisfaction with traffic flow and transportation services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were the ease of pedestrian travel in Auburn (53%) and of travel by car in Auburn (48%).

- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were the maintenance City facilities (88%), the overall cleanliness of streets/public areas (82%), and the maintenance downtown Auburn (82%). The three items respondents indicated should receive the most emphasis over the next two years were: 1) the maintenance of streets, 2) the adequacy of City street lighting, and 3) the maintenance of sidewalks.

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- **Downtown Auburn.** The highest levels of satisfaction with Downtown Auburn, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the cleanliness of downtown areas (89%), pedestrian accessibility (81%), the feeling of safety downtown at night (78%). The item respondents indicated should receive the most emphasis over the next two years was the availability of parking.

- **City Communication.** The highest levels of satisfaction with City Communication, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the quality of Open Line newsletter (71%), availability of info about public library services/programs (65%), and the quality of the City's website (63%).

Additional Findings

- Ninety-three percent (93%) of residents surveyed, *who had an opinion*, rated the City as an "excellent" or "good" place to live.

- Ninety-two percent (92%) of residents surveyed, *who had an opinion*, rated the City as an "excellent" or "good" place to raise children.

- The primary sources from which residents received information about City issues, services, and events were word of mouth (59%), social media (45%), and Open Line newsletter (42%). Although most (59%) currently receive information from word of mouth, residents would most prefer to receive information from the City social media sites, the City's website, the City website, or Open Line newsletter.

- Eighty-nine percent (88%) of residents who had contacted the City during the past year felt it was either "very easy" (52%) or "somewhat easy" (36%) to contact the person they needed to reach.

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How the City of Auburn Compares to Other Communities Nationally

The City of Auburn continues to set the standard for the delivery of services compared to other U.S. communities that are a part of ETC Institute's Benchmarking Database. **Auburn rated at or above the national average in 56 of the 58 areas that were assessed**; all 56 of these areas were rated significantly above the national average (5% or more above). The following table shows the areas where the City rates compared to the national average:

Service	Auburn	U.S.	Difference	Category
As a place to live	93%	49%	44%	Ratings of City
In your neighborhood at night	93%	51%	42%	Feeling of Safety
Quality of the city's school system	88%	46%	42%	Major City Services
Overall value received for city tax dollars/fees	73%	33%	40%	Perceptions of City
Cleanup of debris/litter	85%	45%	40%	Code Enforcement
Quality of the city's customer service	79%	39%	40%	Major City Services
Collection of garbage, recycling and yard waste	94%	55%	39%	Major City Services
Overall quality of city services	87%	49%	38%	Perceptions of City
Quality of parks and recreation services	87%	49%	38%	Major City Services
Water service	88%	52%	36%	Utility Services
Yard waste removal service	90%	54%	36%	Utility Services
In downtown	90%	54%	36%	Feeling of Safety
Curbside recycling service overall	91%	56%	35%	Utility Services
Sewer service	88%	53%	35%	Utility Services
Police safety education programs	72%	37%	35%	Public Safety
Recycling at city's drop-off recycling center	80%	45%	34%	Utility Services
Maintenance of City facilities	88%	56%	32%	City Maintenance
Effectiveness of city's communication with public	69%	37%	32%	Major City Services
Efforts to prevent crime	80%	49%	32%	Public Safety
As a place to raise children	92%	61%	31%	Ratings of City
Overall cleanliness of streets and public areas	82%	53%	29%	City Maintenance
In the city's parks	84%	55%	29%	Feeling of Safety
Quality of police, fire, and ambulance services	94%	65%	28%	Major City Services
Overall feeling of safety	93%	66%	27%	Feeling of Safety
Overall image of the city	80%	53%	27%	Perceptions of City
Residential garbage collection service	95%	68%	27%	Utility Services
Visibility of police in neighborhoods	80%	54%	26%	Public Safety

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Service	Auburn	U.S.	Difference	Category
As a place to work	83%	57%	25%	Ratings of City
Visibility of police in retail areas	76%	51%	25%	Public Safety
Enforcement of traffic laws	75%	50%	25%	Public Safety
Quality of city library services	89%	64%	25%	Major City Services
Maintenance of city infrastructure	65%	41%	25%	Major City Services
Quality of fire safety education programs	73%	49%	24%	Public Safety
Police response time	80%	56%	24%	Public Safety
Quality of the city's social media	62%	39%	23%	Communication
Overall effectiveness of boards/commissions	61%	38%	23%	City Leadership
Mowing/trimming along streets and public areas	77%	55%	22%	City Maintenance
Maintenance of sidewalks	68%	47%	21%	City Maintenance
Overall quality of leadership	59%	38%	21%	City Leadership
Quality of the city's website	64%	42%	21%	Communication
Enforcement of city codes and ordinances	61%	40%	21%	Major City Services
In commercial and retail areas	84%	64%	20%	Feeling of Safety
Overall appearance of Downtown Auburn	67%	48%	20%	Development
Maintenance of streets	70%	50%	20%	City Maintenance
Overall appearance of the city	74%	55%	20%	Perceptions of City
Quality of drinking water	77%	59%	18%	Utility Services
Overall quality of fire protection	93%	76%	17%	Public Safety
In your neighborhood during the day	97%	81%	16%	Feeling of Safety
Cleanup of overgrown and weedy lots	62%	46%	16%	Code Enforcement
Availability of info on city services & programs	62%	46%	15%	Communication
Fire response times	87%	72%	15%	Public Safety
Control of nuisance animals	63%	49%	14%	Code Enforcement
Quality of local ambulance service	85%	71%	14%	Public Safety
Maintenance of biking paths and lanes	55%	42%	13%	City Maintenance
Adequacy of city street lighting	67%	59%	9%	City Maintenance
Level of public involvement in local decisions	39%	34%	5%	City Leadership
Flow and management of traffic	40%	45%	-5%	Major City Services
The City's planning for future growth	32%	39%	-7%	Development

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Trends Since 2022

Positive ratings for the City of Auburn improved or stayed the same in 62 of the 122 areas that were assessed in 2022 and 2025; 12 of these improvements were statistically significant (an increase of 5% or more). There were decreases in positive ratings in 60 of the 122 areas that were assessed in both 2022 and 2025; 15 of these decreases were statistically significant. The significant changes can be found in the tables below:

Significant Increases Since 2022

Service	2025	2022	Difference	Category
Quality of community recreation centers	65%	54%	11%	Parks and Recreation
Quality of fitness areas within recreation centers	55%	44%	11%	Parks and Recreation
Quality of playgrounds	80%	69%	10%	Parks and Recreation
Availability of outdoor dining venues	52%	45%	8%	Downtown Auburn
Quality of parks & recreation services	87%	80%	7%	Major City Services
Maintenance of streets	70%	64%	6%	City Maintenance
Overall appearance of Opelika Road	27%	22%	5%	Development
Overall appearance of Downtown Auburn	67%	62%	5%	Development
In City parks	84%	79%	5%	Feeling of Safety
Quality of parks	85%	81%	5%	Parks and Recreation
Quality of outdoor athletic fields	70%	66%	5%	Parks and Recreation
Quality of adult athletic programs	51%	47%	5%	Parks and Recreation

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Significant Decreases Since 2022

Service	2025	2022	Difference	Category
Recycling at city's drop-off recycling center	80%	84%	-5%	Utilities
Quality of senior programs	45%	51%	-5%	Parks and Recreation
Efforts to remove dilapidated structures	53%	58%	-5%	Code Enforcement
Quality of new retail development	49%	55%	-6%	Development
Redevelop abandoned/under-utilized properties	30%	36%	-6%	Development
Level of public involvement in local decisions	39%	46%	-7%	City Leadership
Flow and management of traffic	40%	47%	-7%	Major City Services
Effectiveness of appointed boards/commissions	50%	57%	-7%	City Leadership
Quality of new business development	54%	61%	-7%	Development
Quality of new residential development	35%	42%	-7%	Development
City's planning for future growth	32%	40%	-7%	Development
Control of nuisance animals	63%	70%	-8%	Code Enforcement
Ease of travel by car in Auburn	47%	55%	-8%	Transportation
Transparency of City government	42%	51%	-9%	City Leadership
Quality of new industrial development	50%	61%	-10%	Development

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Flow and management of traffic (IS Rating=0.4167)
- Maintenance of City infrastructure (IS Rating=0.2028)

The table below shows the Importance-Satisfaction rating for all 10 major categories of City services that were rated.

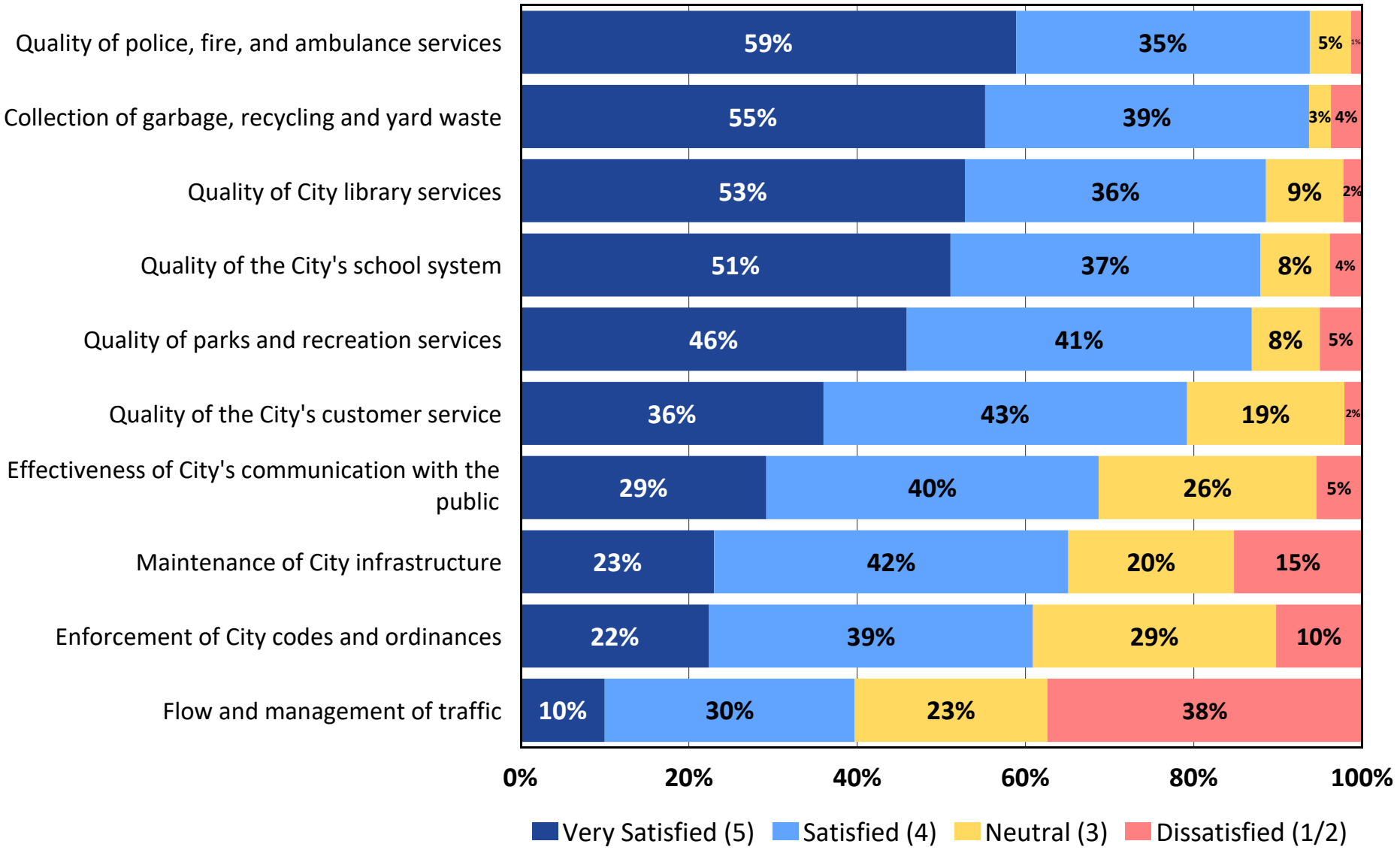
2025 Importance-Satisfaction Rating
City of Auburn
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow and management of traffic	69.10%	1	39.70%	10	0.4167	1
Maintenance of City infrastructure	58.10%	2	65.10%	8	0.2028	2
Medium Priority (IS <.10)						
Enforcement of City codes and ordinances	20.20%	6	60.90%	9	0.0790	3
Effectiveness of City's communication with the public	18.50%	7	68.70%	7	0.0579	4
Quality of the City's school system	33.30%	3	87.90%	4	0.0403	5
Quality of parks and recreation services	27.50%	4	86.90%	5	0.0360	6
Quality of police, fire, and ambulance services	25.50%	5	93.80%	1	0.0158	7
Quality of the City's customer service	7.50%	10	79.20%	6	0.0156	8
Quality of City library services	10.80%	8	88.60%	3	0.0123	9
Collection of garbage, recycling and yard waste	9.20%	9	93.70%	2	0.0058	10

2 Charts & Graphs

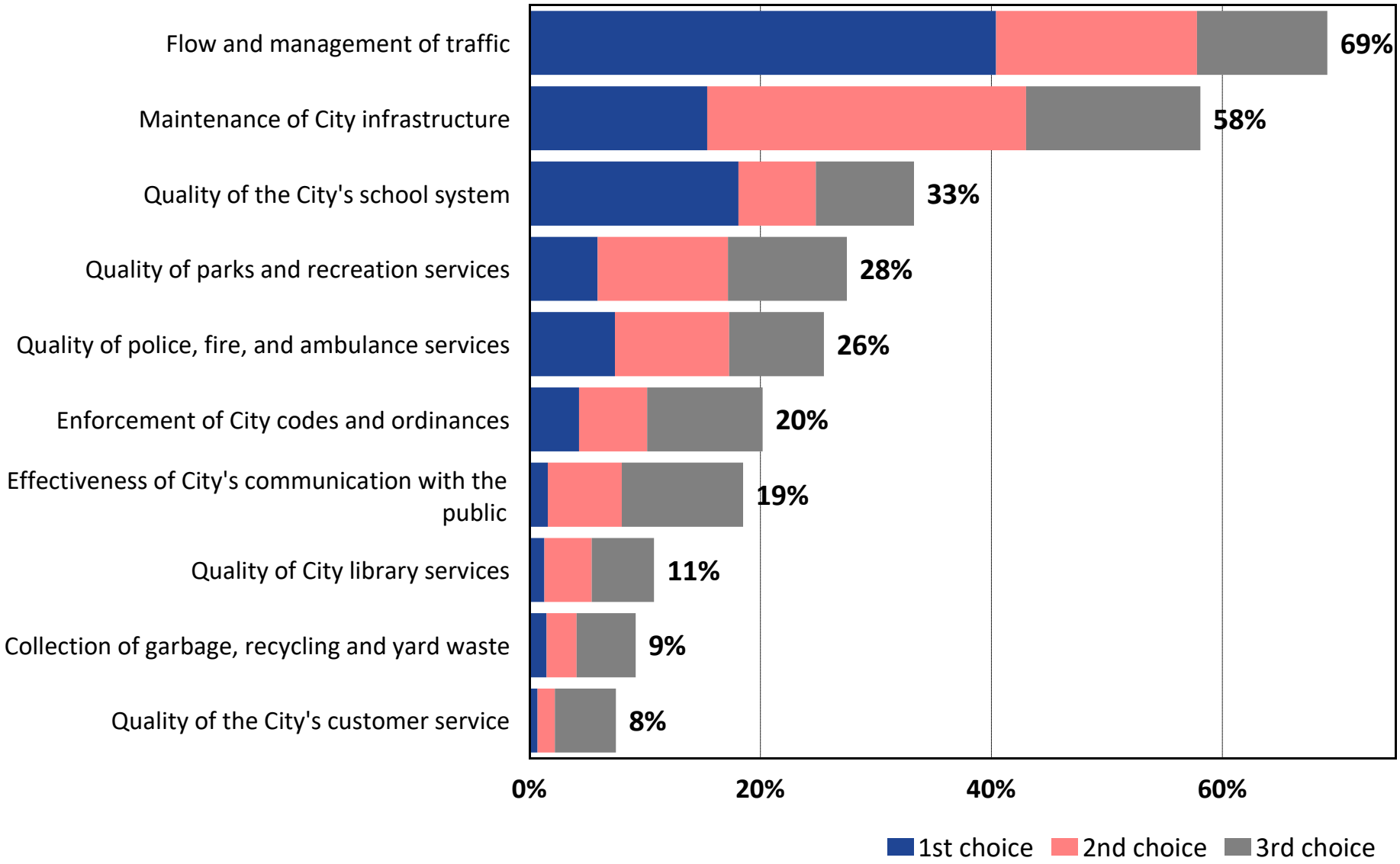
Q1. Overall Satisfaction With City Services by Major Category

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



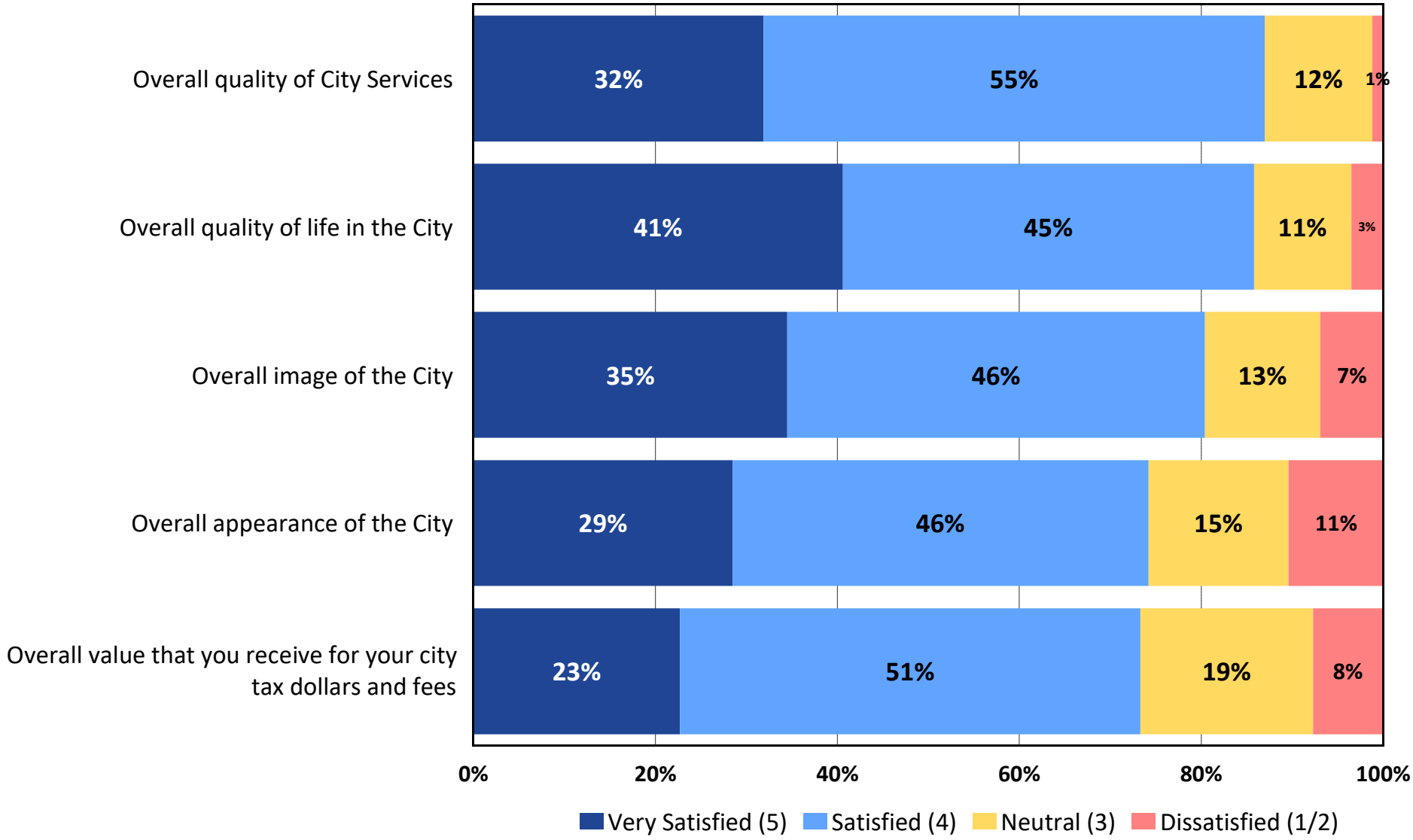
Q2. Major Categories of City Services That Should Receive the Most Emphasis Over the Next Two Years

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



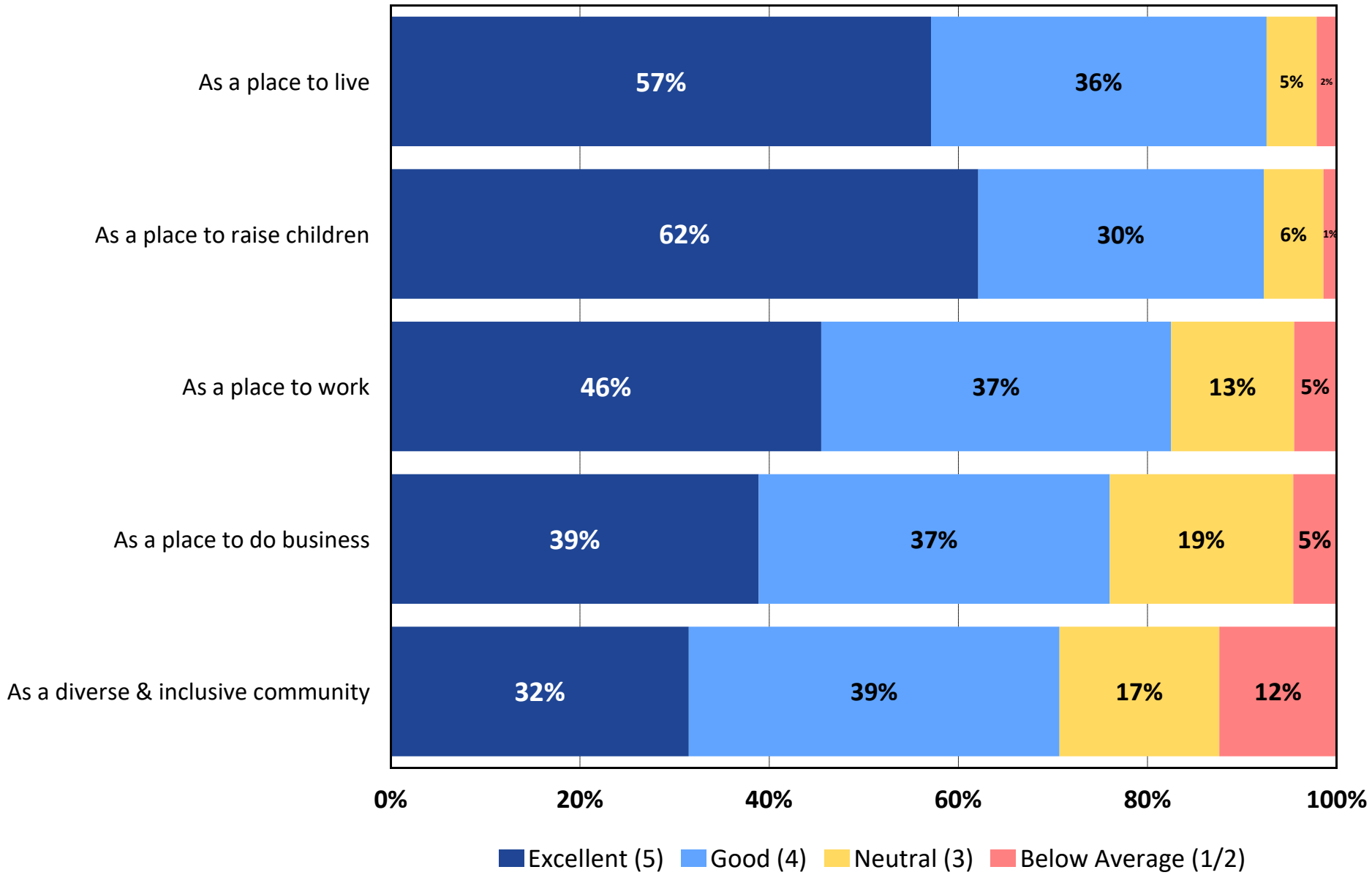
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

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



Q4. Quality of Life in the City of Auburn

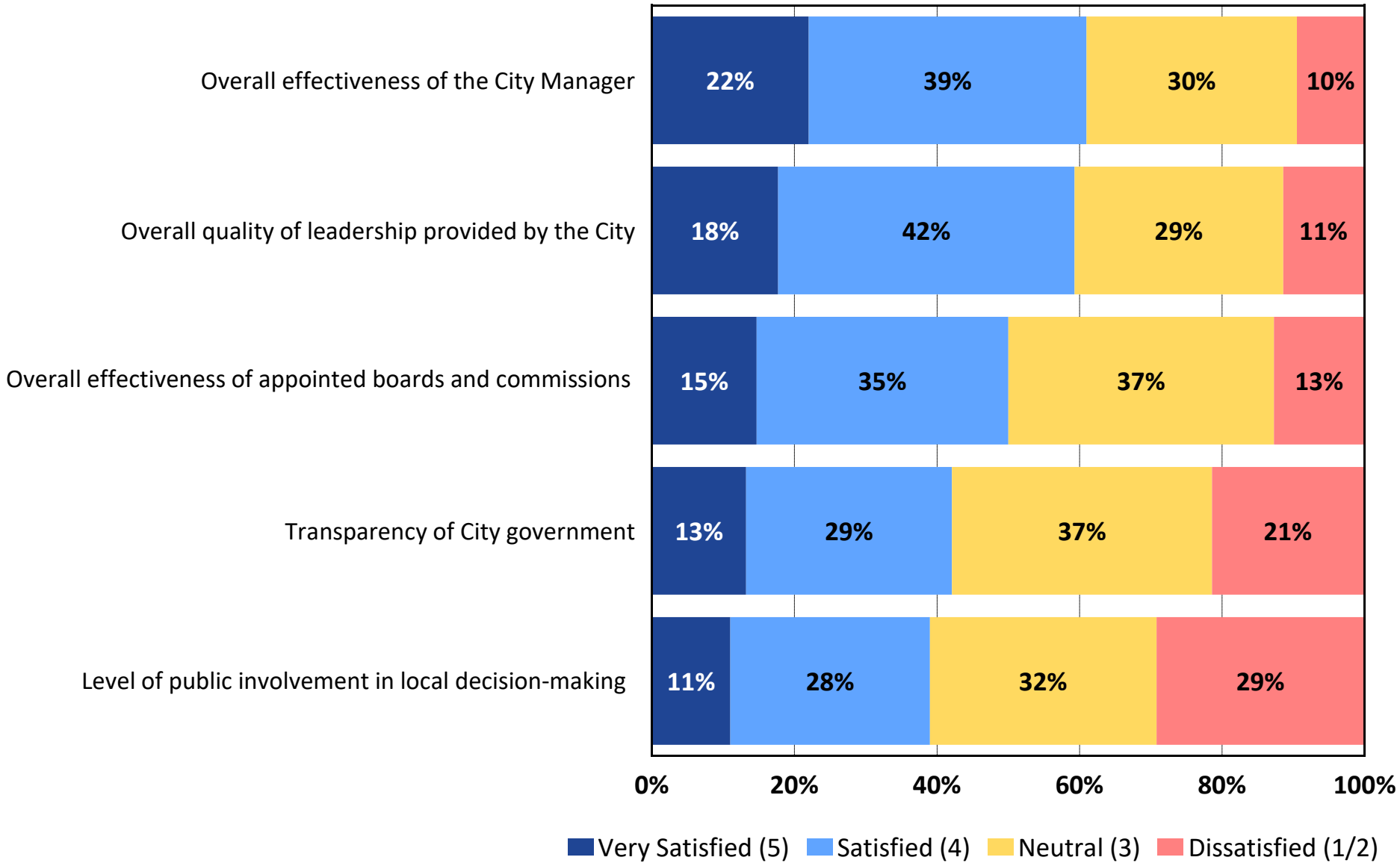
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



CITY LEADERSHIP

Satisfaction with City Leadership

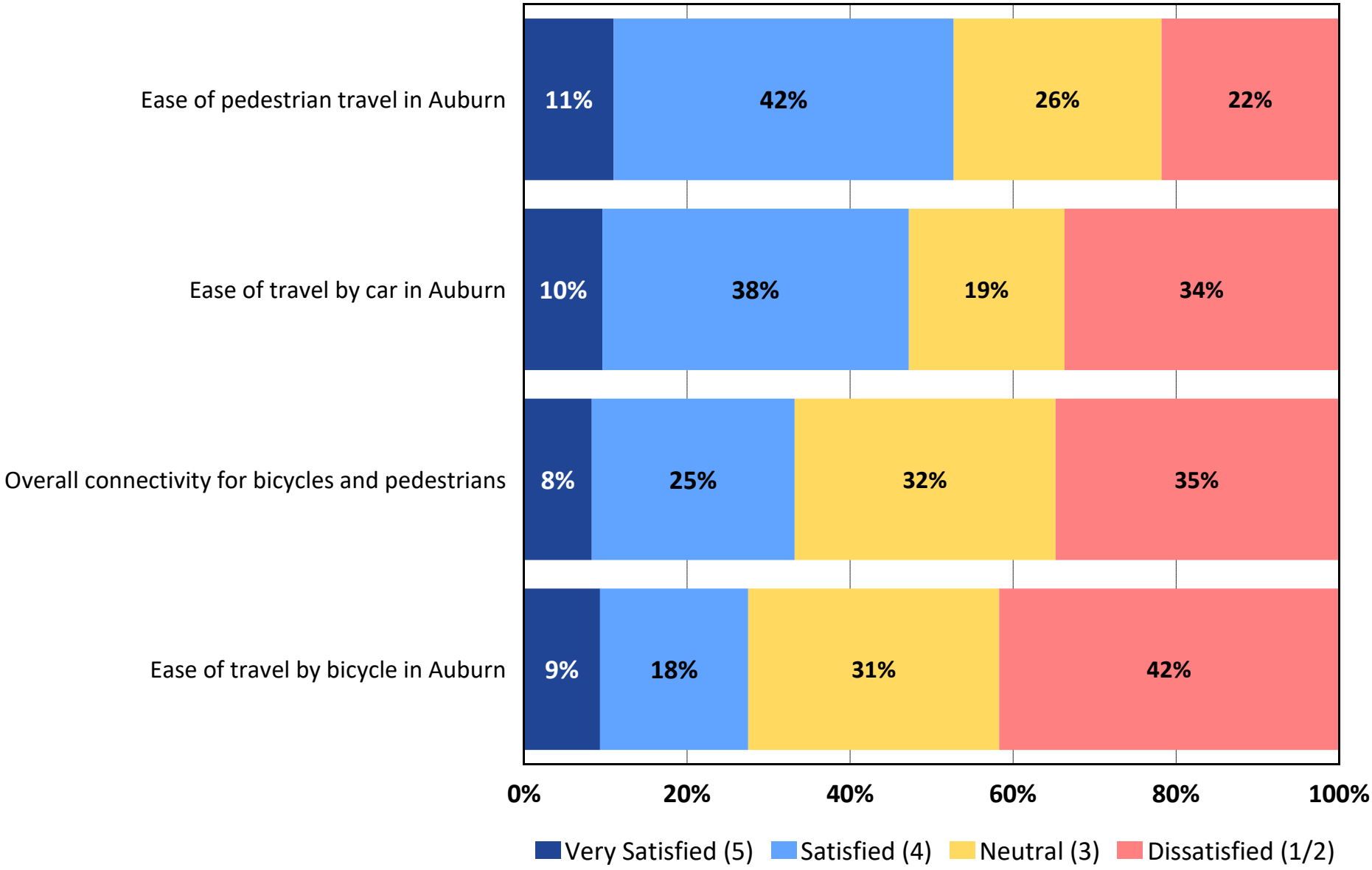
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



TRAFFIC FLOW and TRANSPORTATION

Q6. Satisfaction with Traffic Flow and Transportation

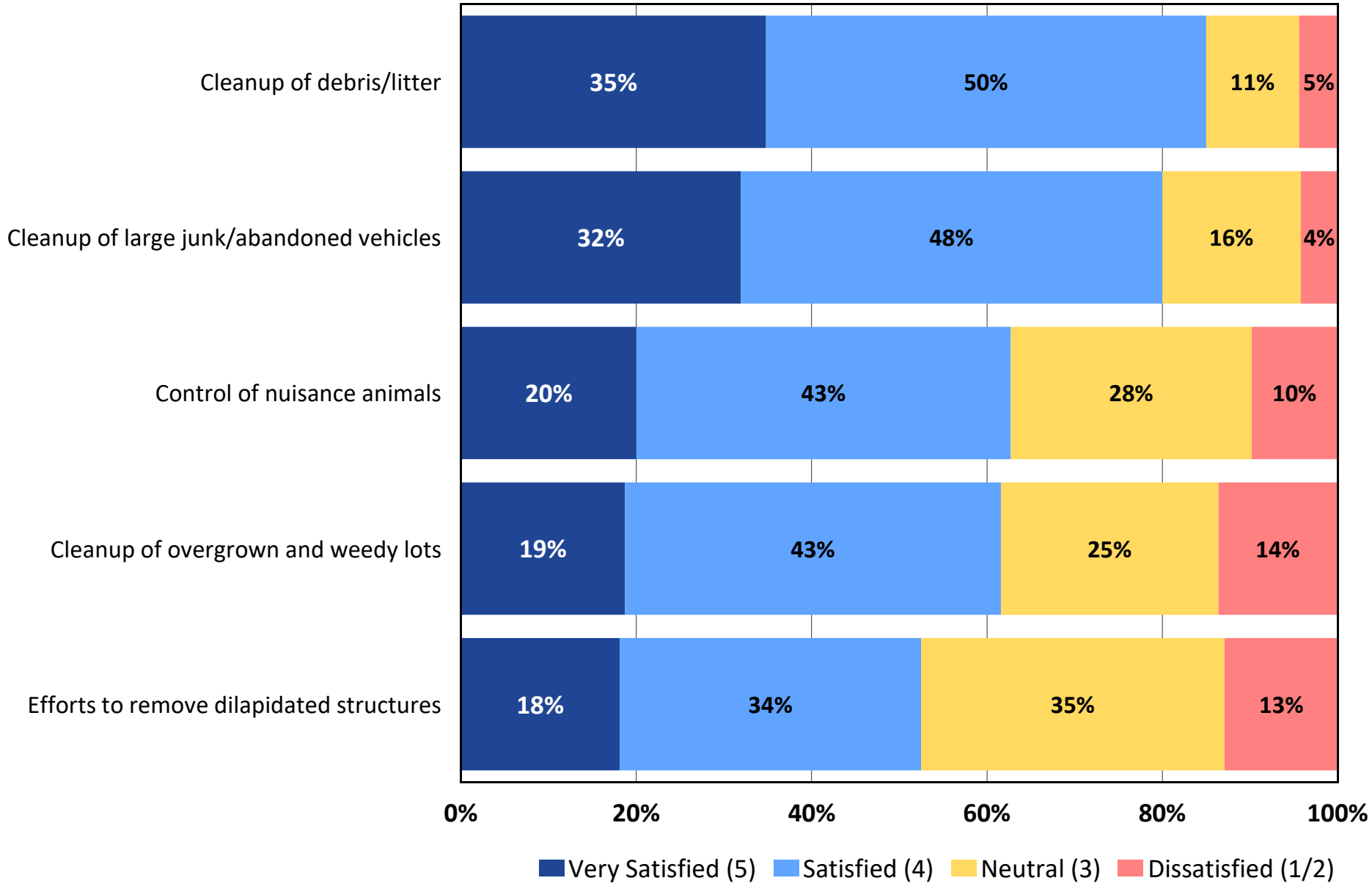
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



CODE ENFORCEMENT

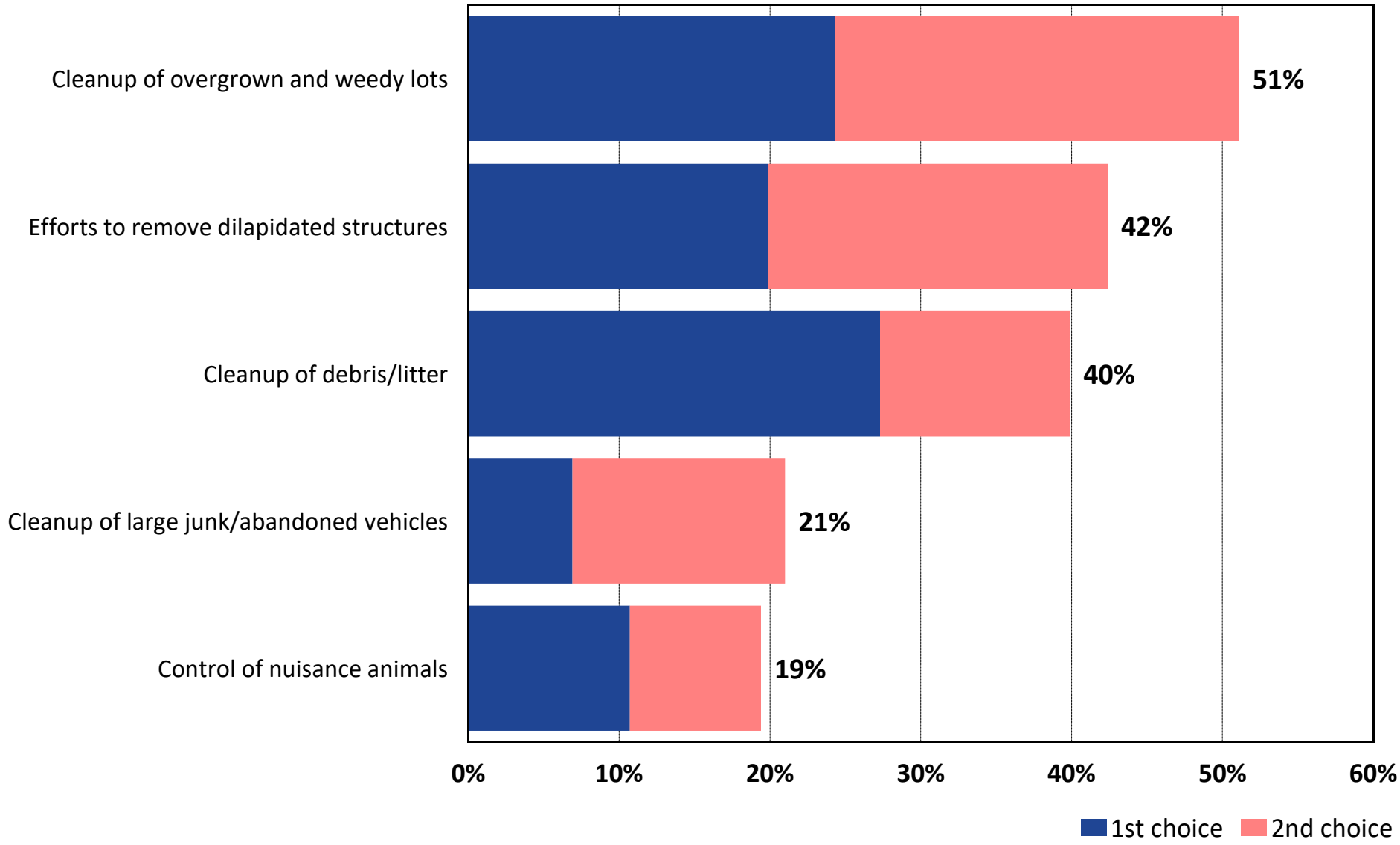
Q7. Satisfaction with Code Enforcement

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



Q8. Code Enforcement Services That Should Be Emphasized Most Over the Next Two Years

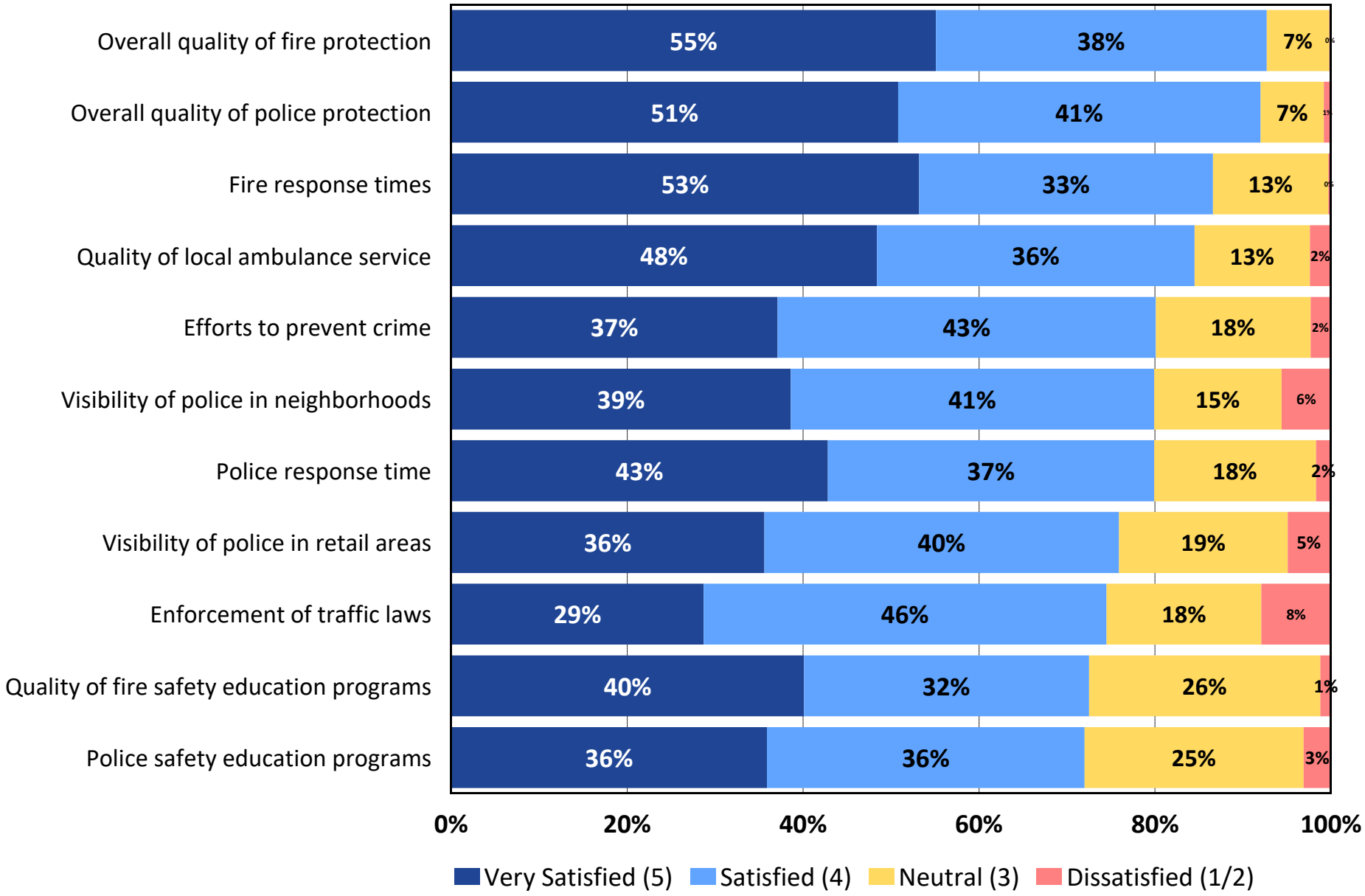
by percentage of residents surveyed who selected the item as one of their top two choices



PUBLIC SAFETY

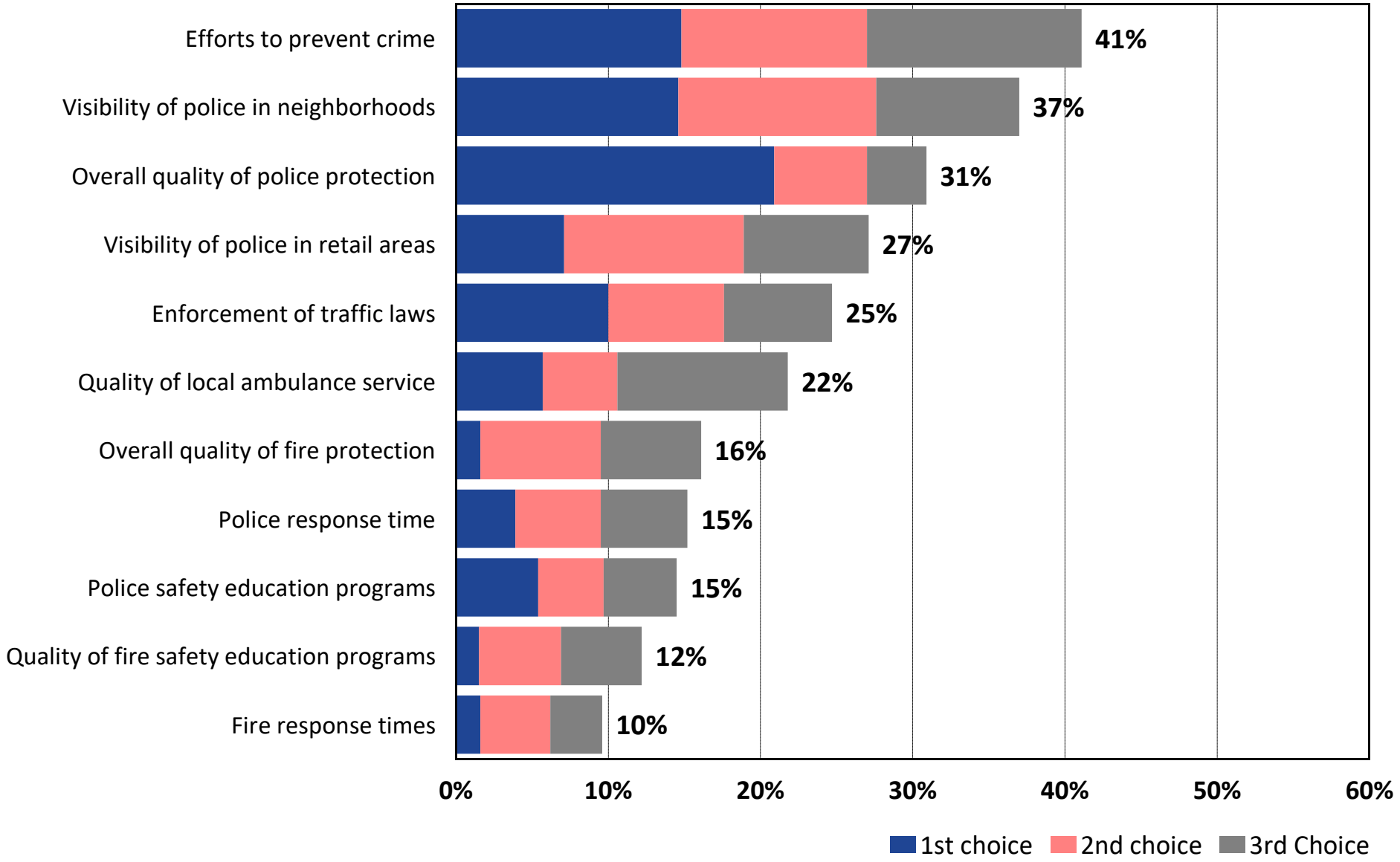
Q9. Satisfaction with Public Safety

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



Q10. Public Safety Services That Should Be Emphasized Most Over the Next Two Years

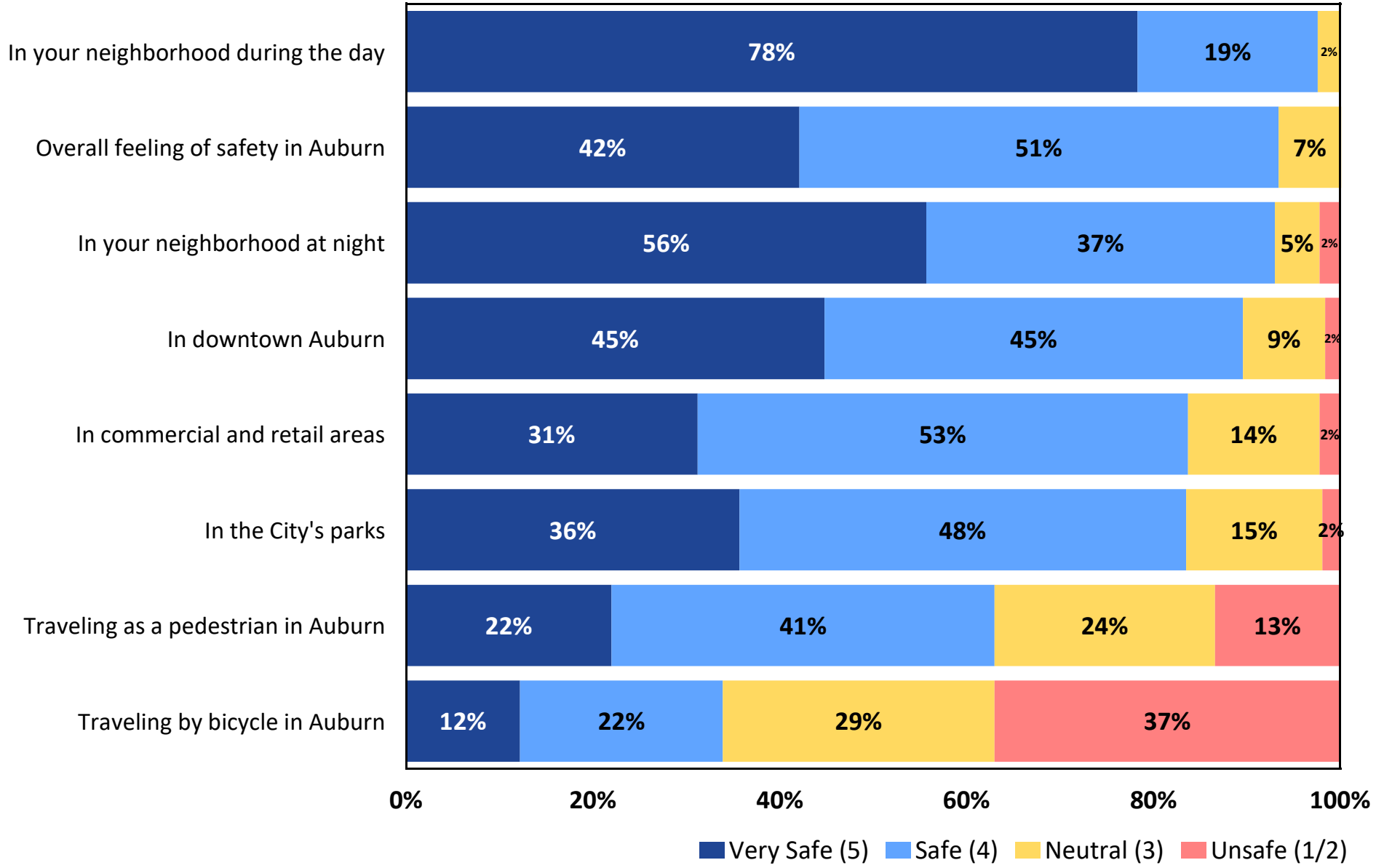
by percentage of residents surveyed who selected the item as one of their top three choices



FEELING OF SAFETY

Q11. Feeling of Safety in the City of Auburn

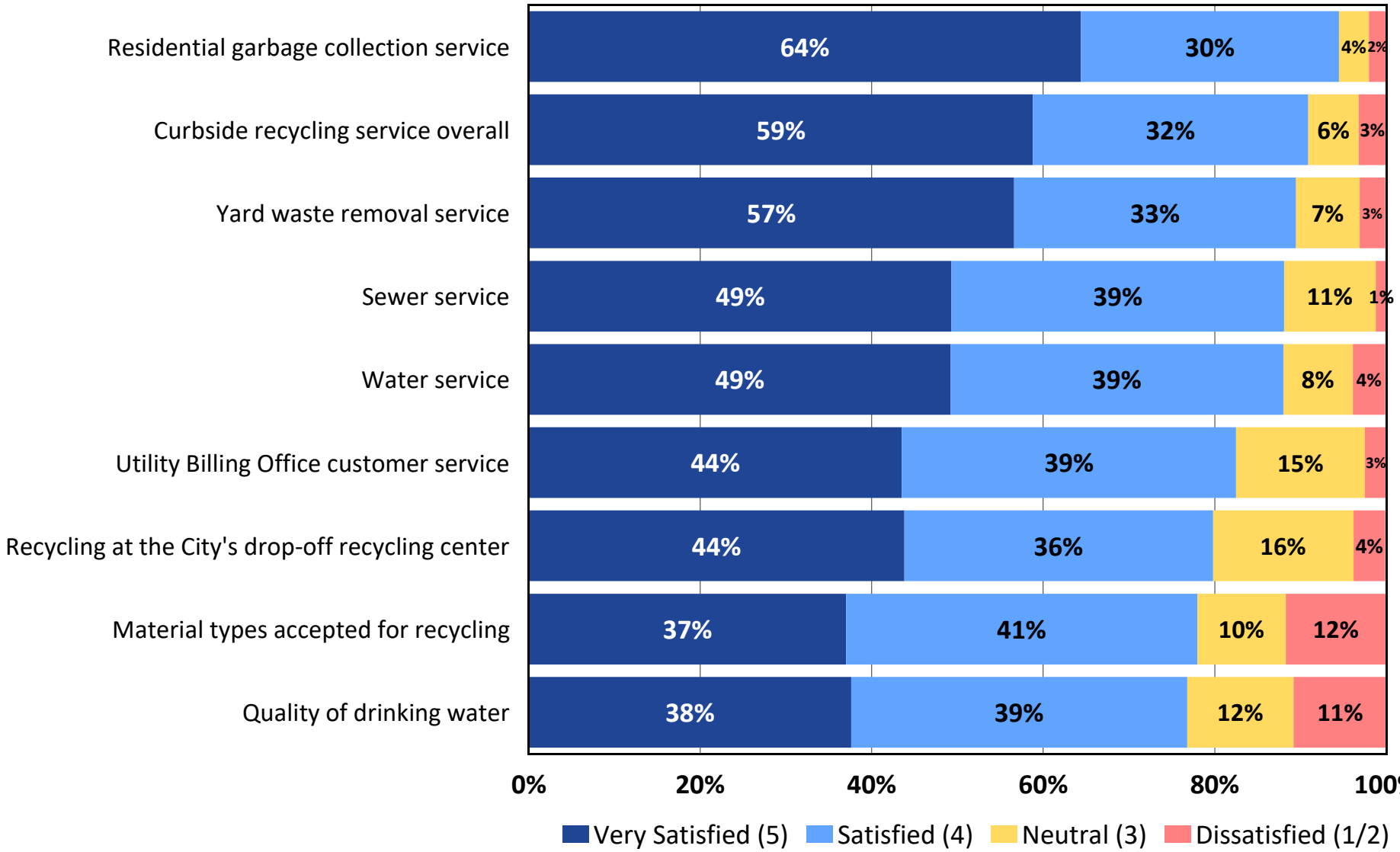
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



GARBAGE, RECYCLING, SEWER AND WATER SERVICES

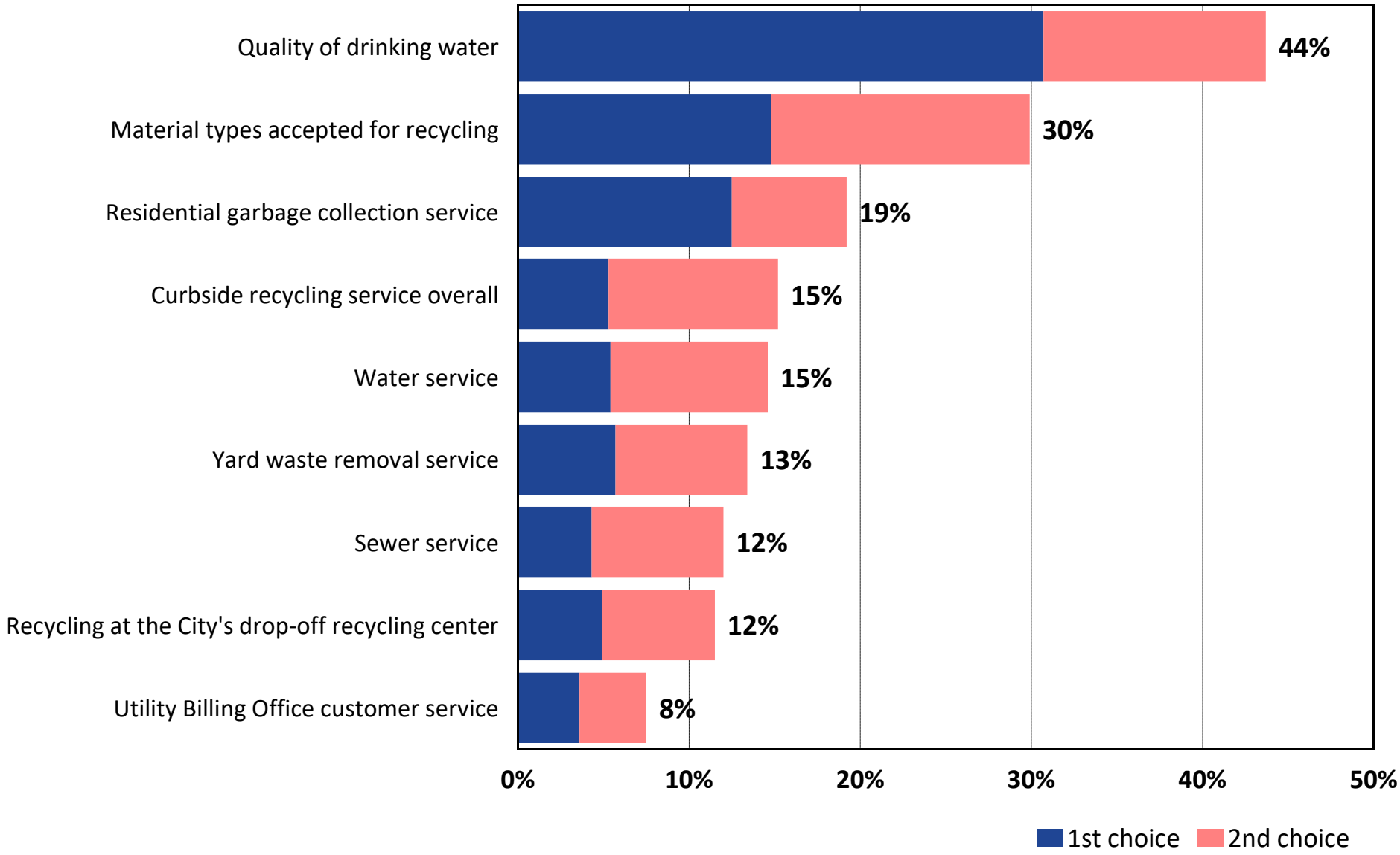
Q12. Satisfaction with Garbage, Recycling, Sewer and Water Services

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



Q13. Garbage, Recycling, Sewer and Water Services That Should Be Emphasized Most Over the Next Two Years

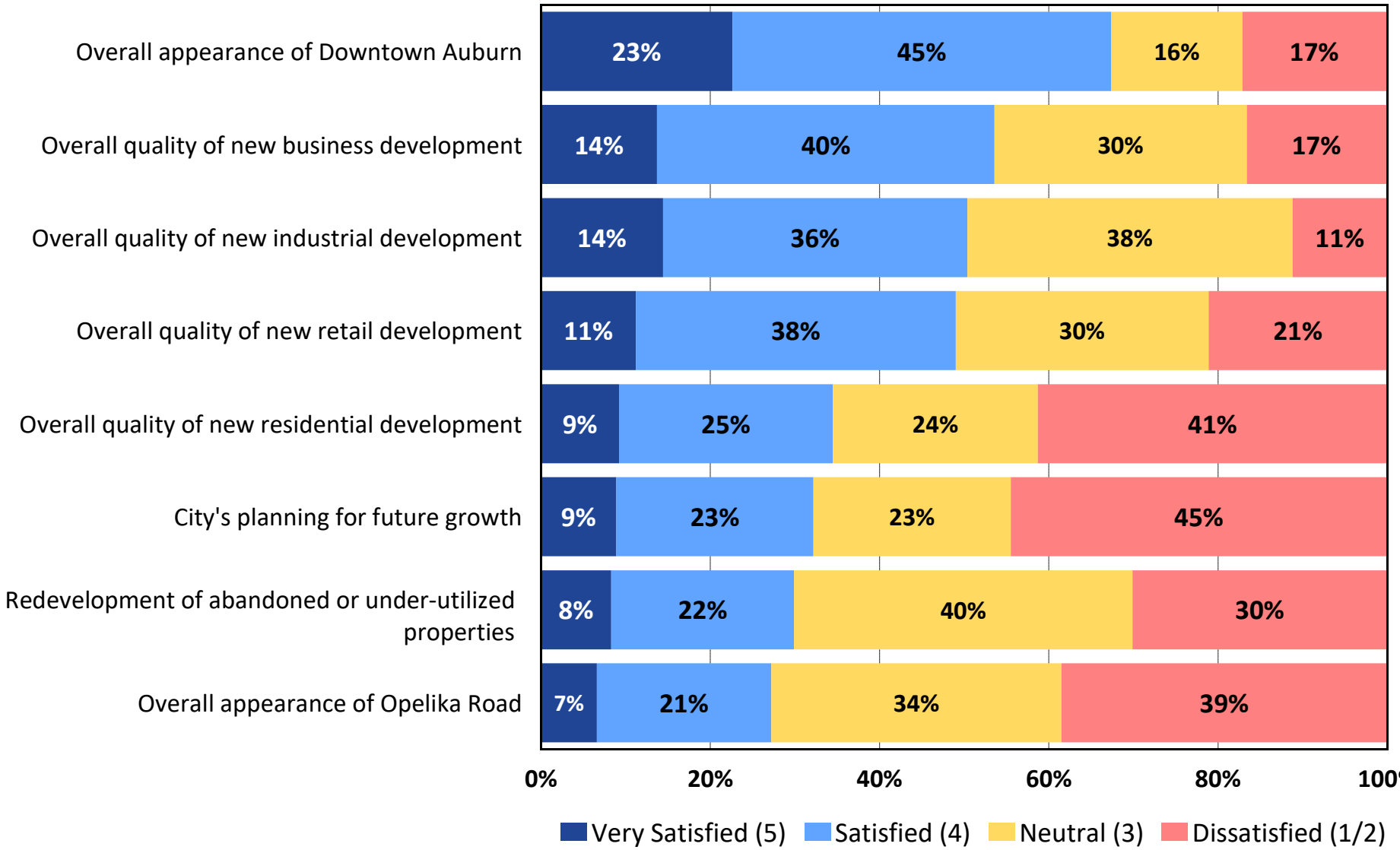
by percentage of residents surveyed who selected the item as one of their top two choices



DEVELOPMENT AND REDEVELOPMENT IN THE CITY

Q14. Satisfaction with Development and Redevelopment in the City

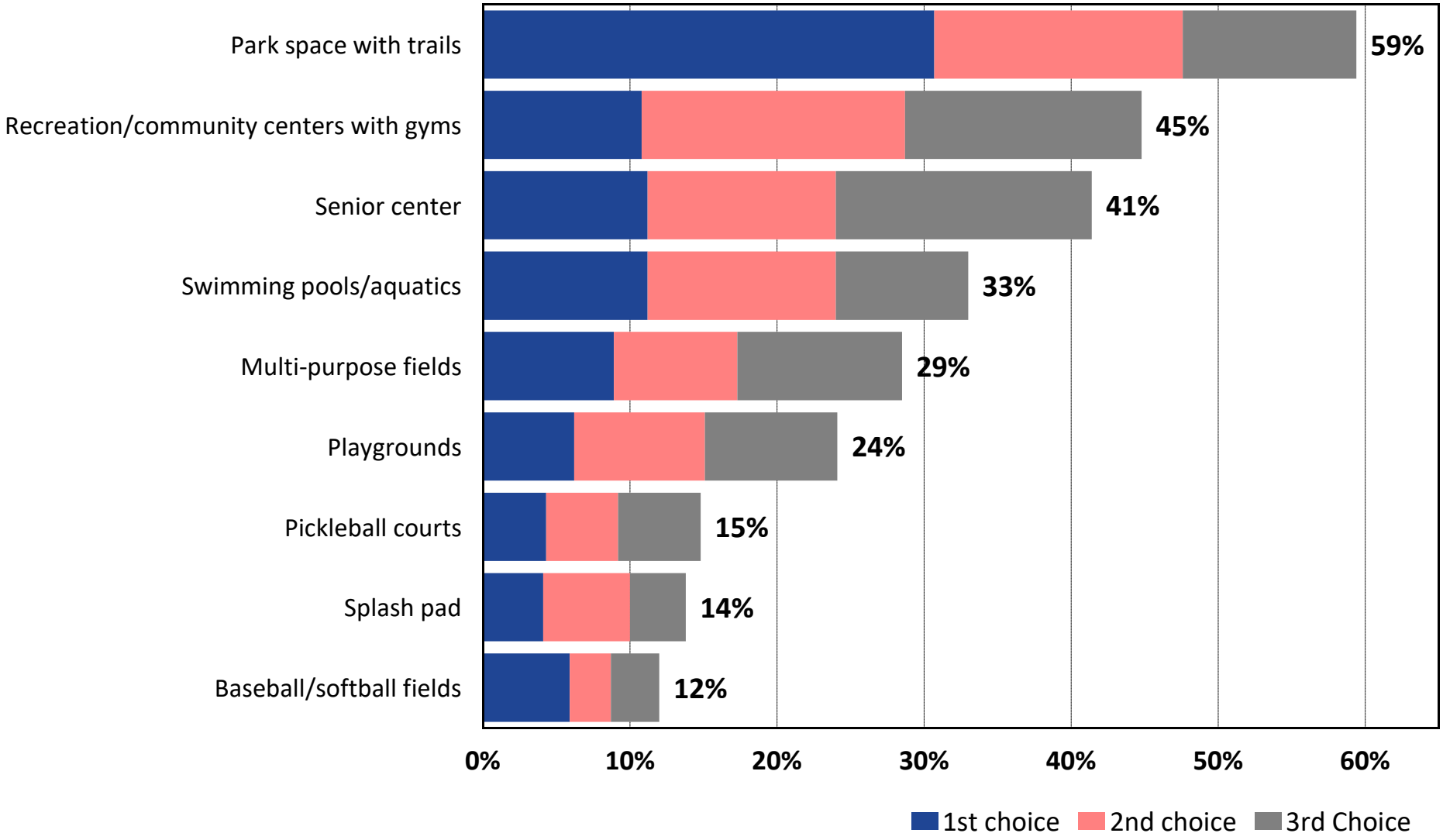
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



PARKS & RECREATION

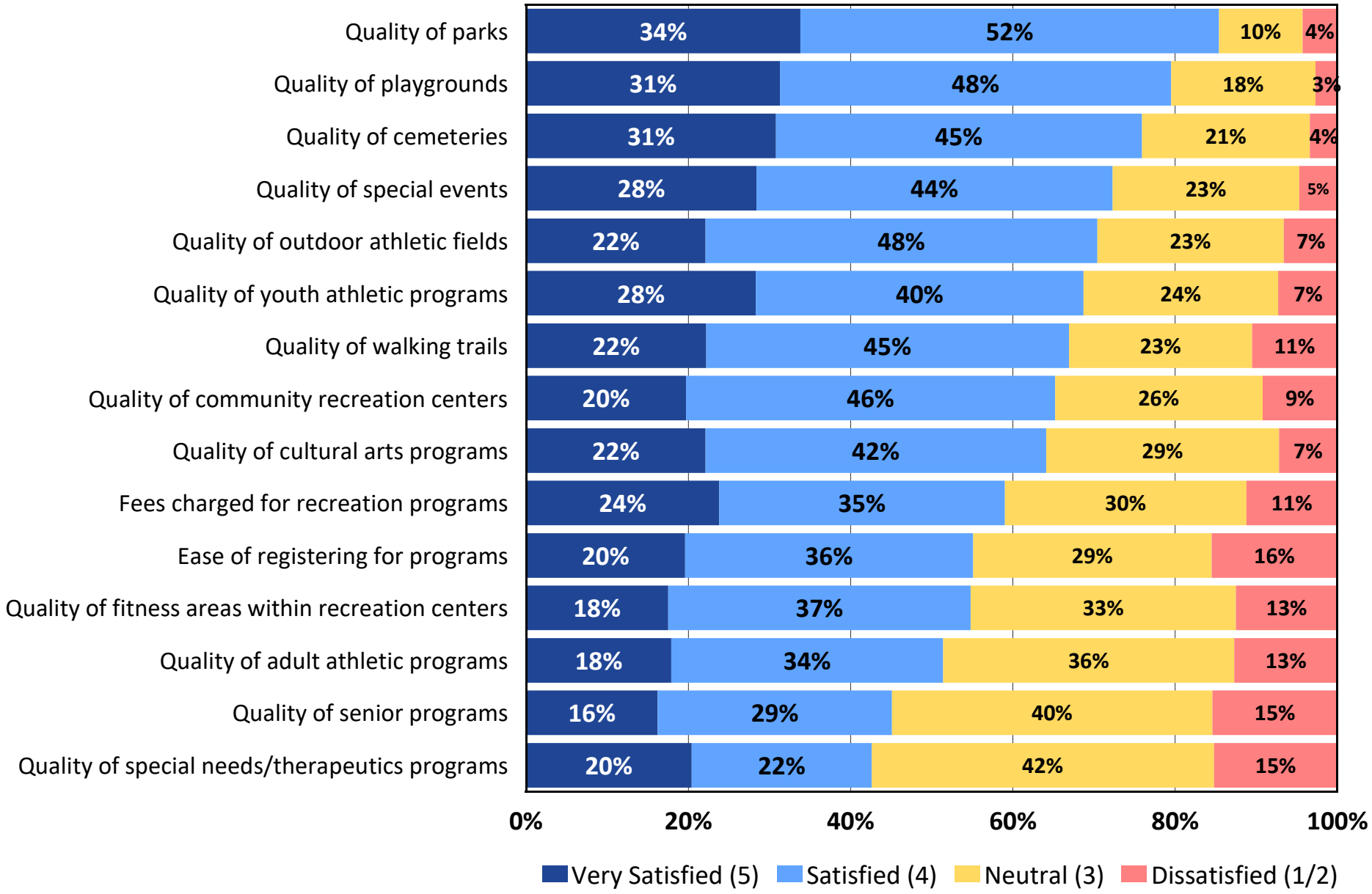
Q15. Parks and Recreation, Cultural and Library Categories That Should Receive the Most Funding Emphasis Over the Next Two Years

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



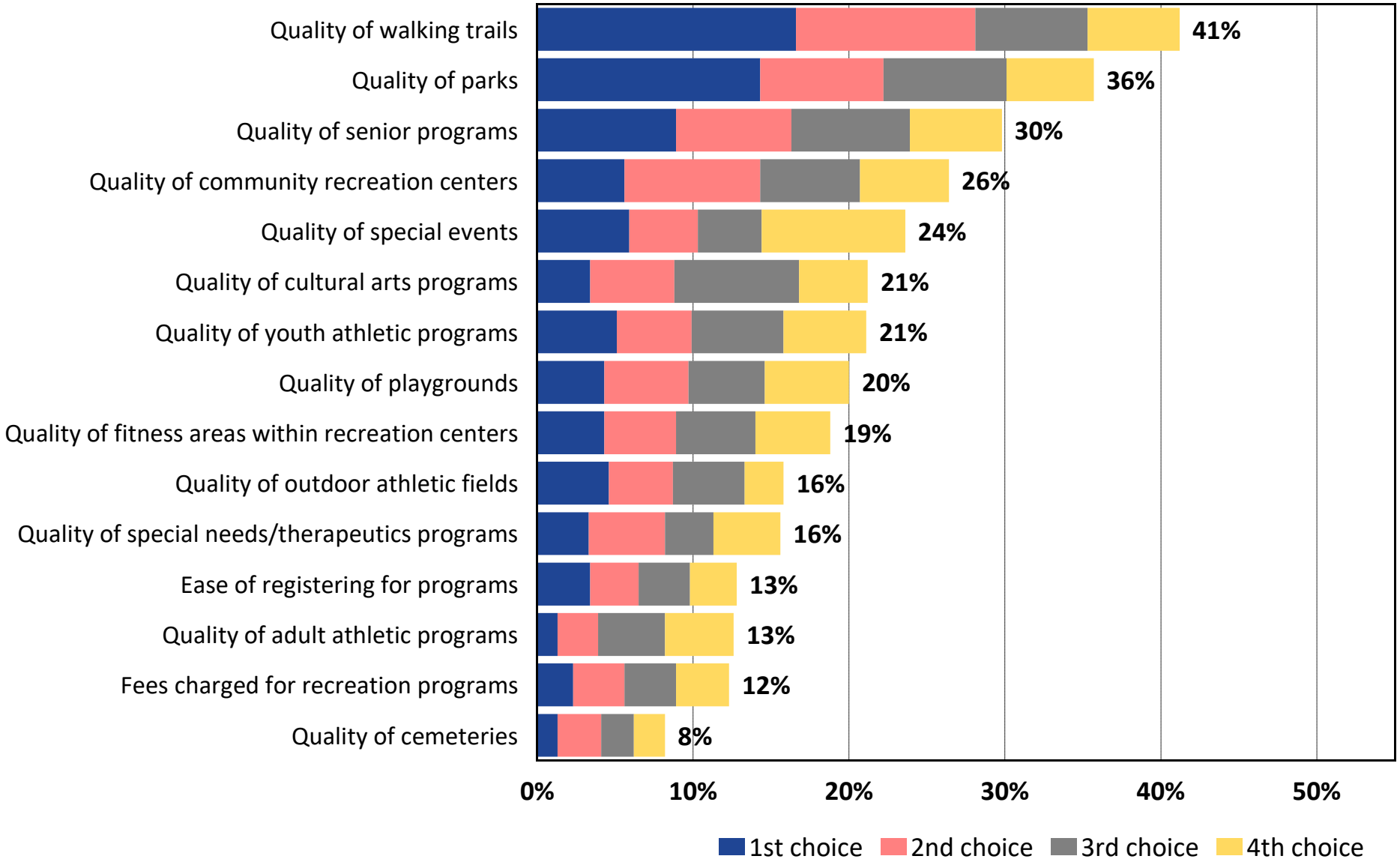
Q16. Satisfaction with Parks and Recreation

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



Q17. Parks and Recreation Services That Should Be Emphasized Most Over the Next Two Years

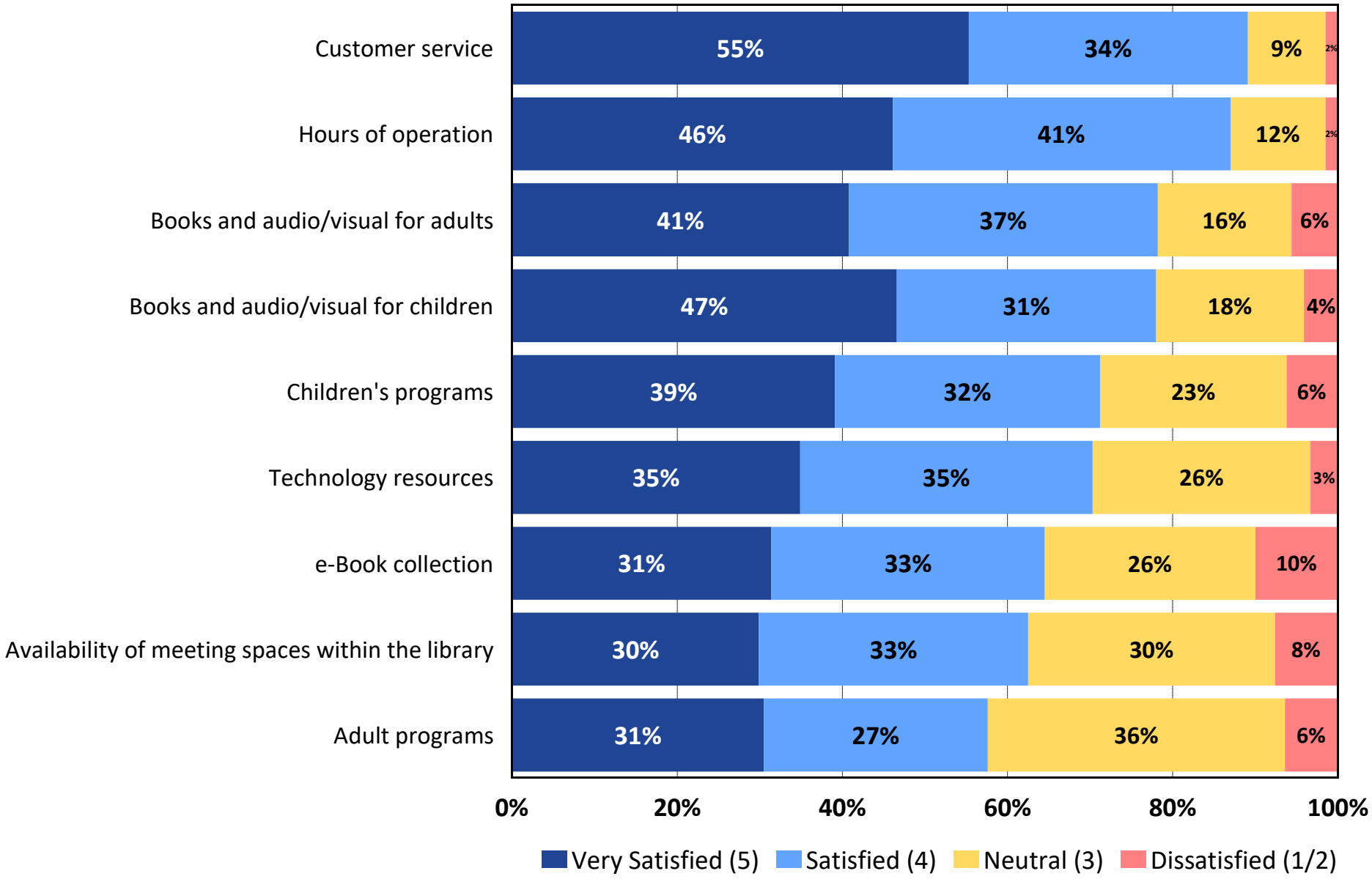
by percentage of residents surveyed who selected the item as one of their top four choices



LIBRARY SERVICES

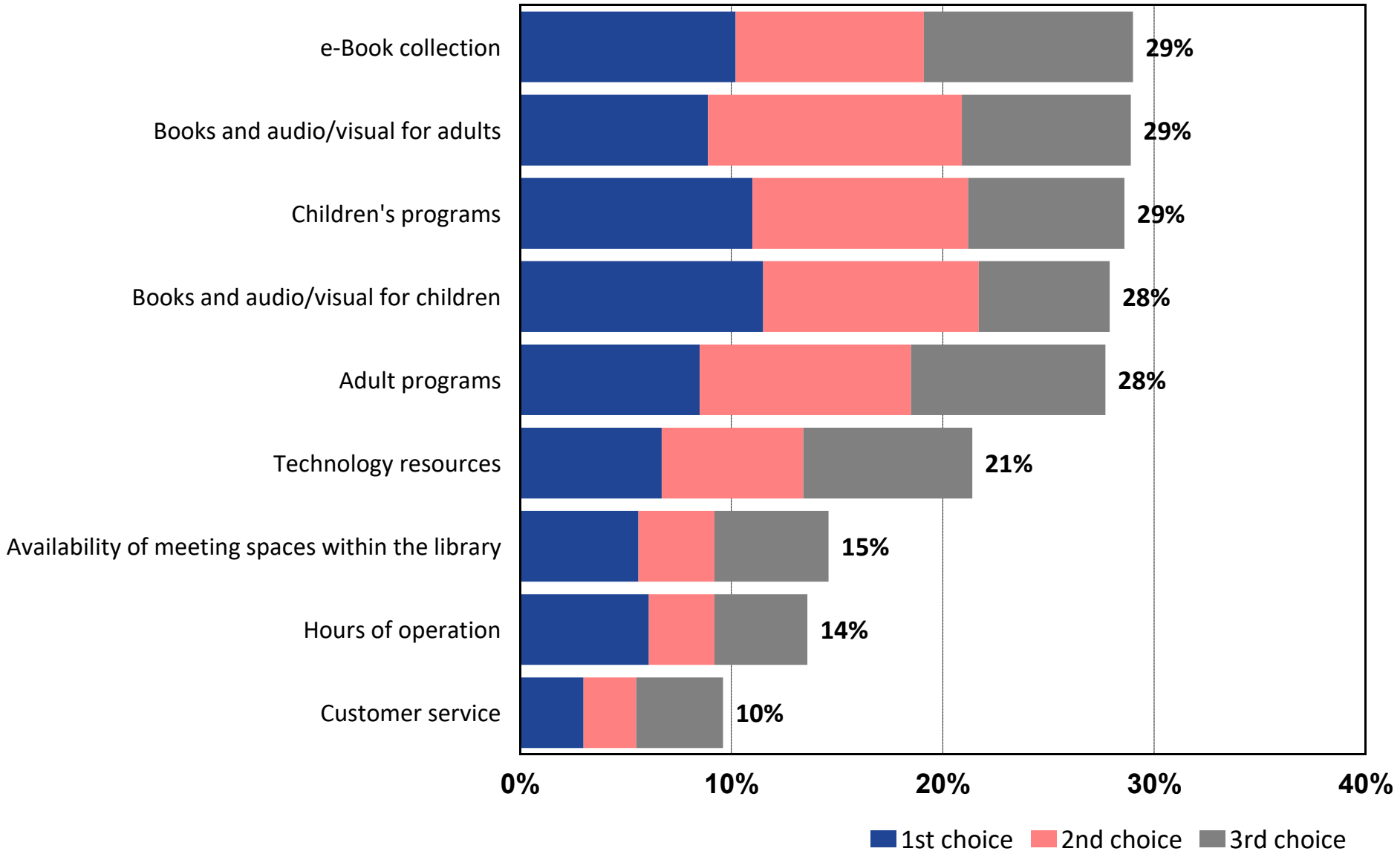
Q18. Satisfaction with Library Services

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



Q19. Library Services That Should Be Emphasized Most Over the Next Two Years

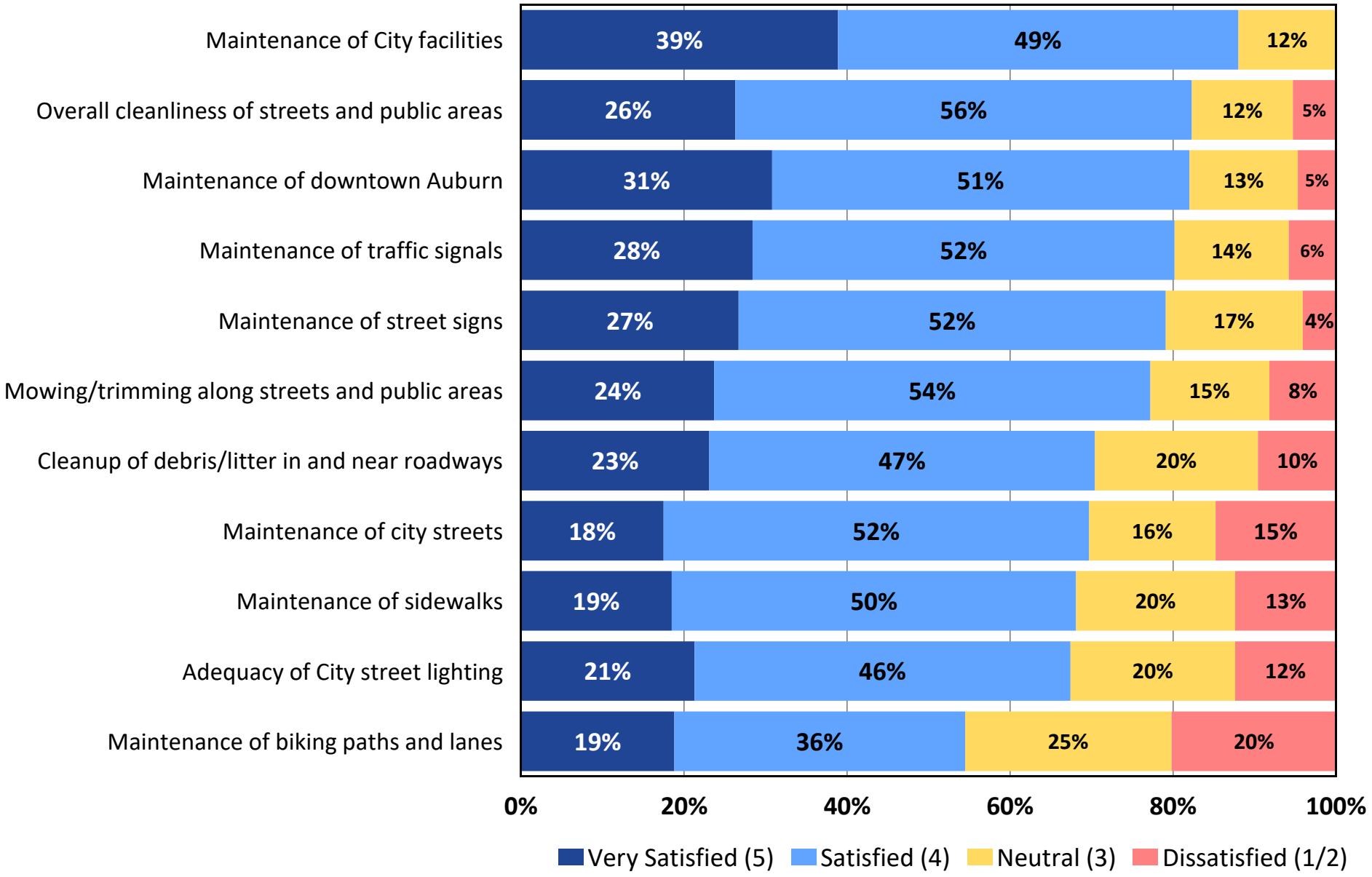
by percentage of residents surveyed who selected the item as one of their top three choices



CITY MAINTENANCE

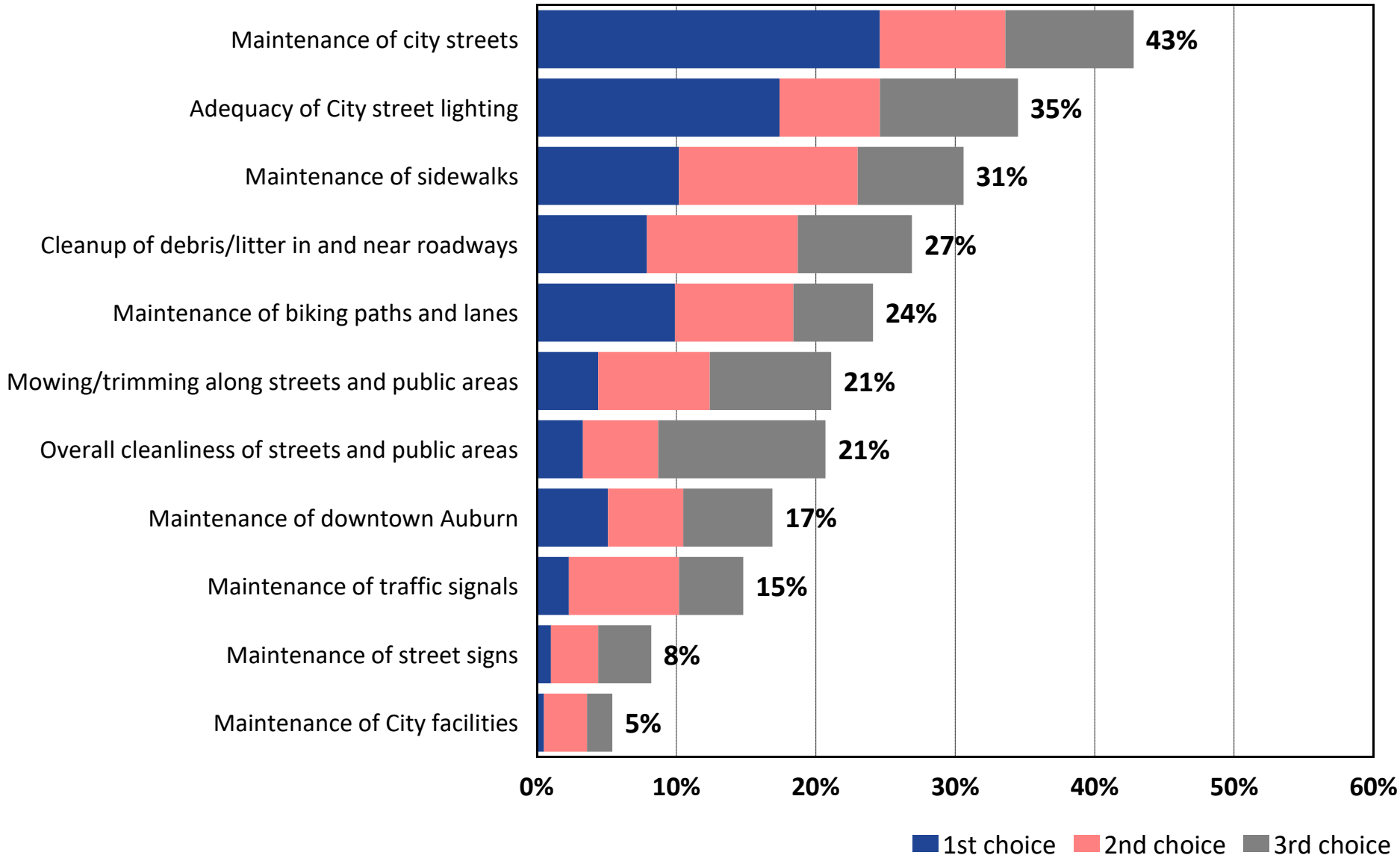
Q20. Satisfaction with City Maintenance

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



Q21. City Maintenance Services That Should Be Emphasized Most Over the Next Two Years

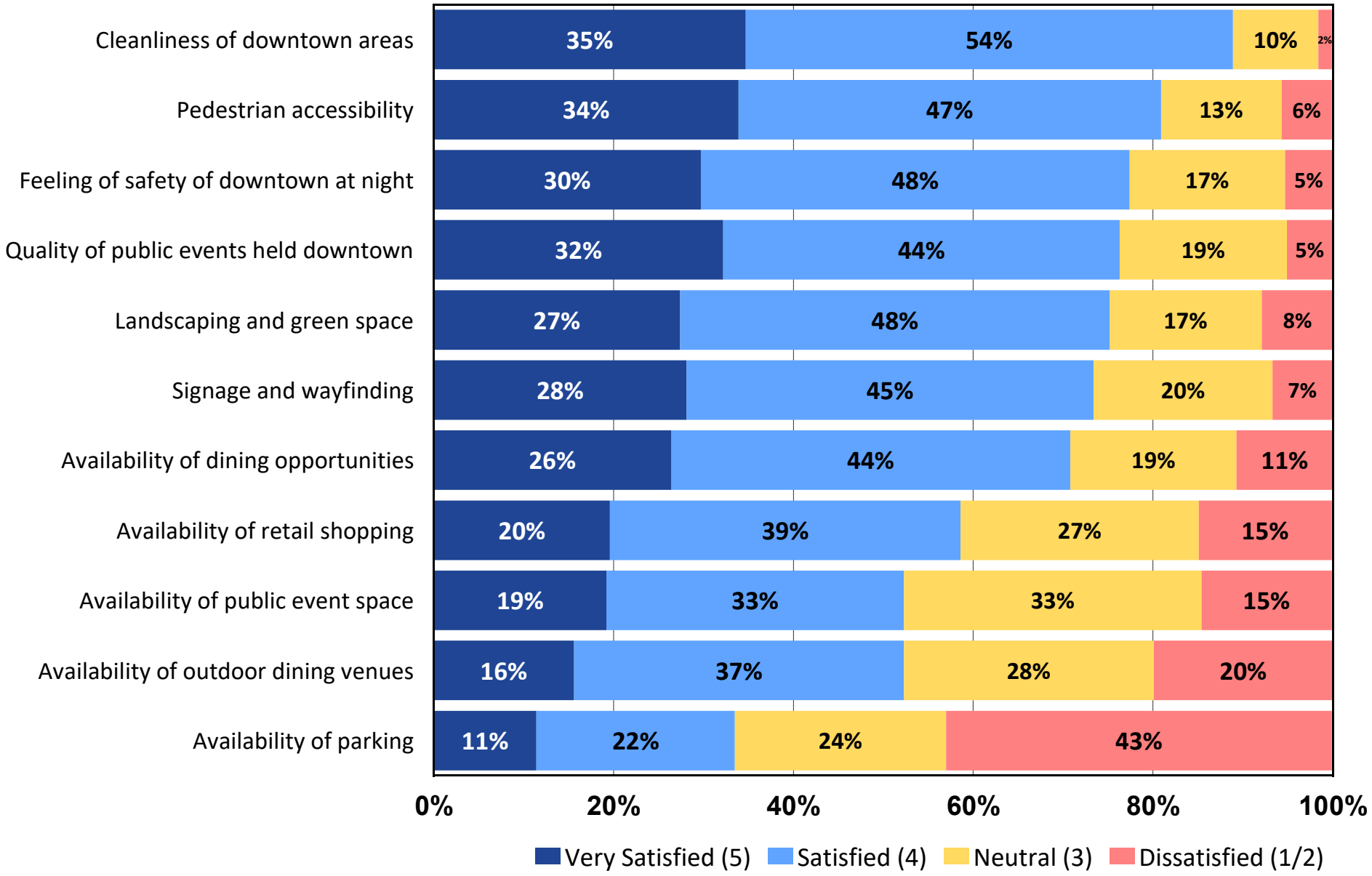
by percentage of residents surveyed who selected the item as one of their top three choices



DOWNTOWN AUBURN

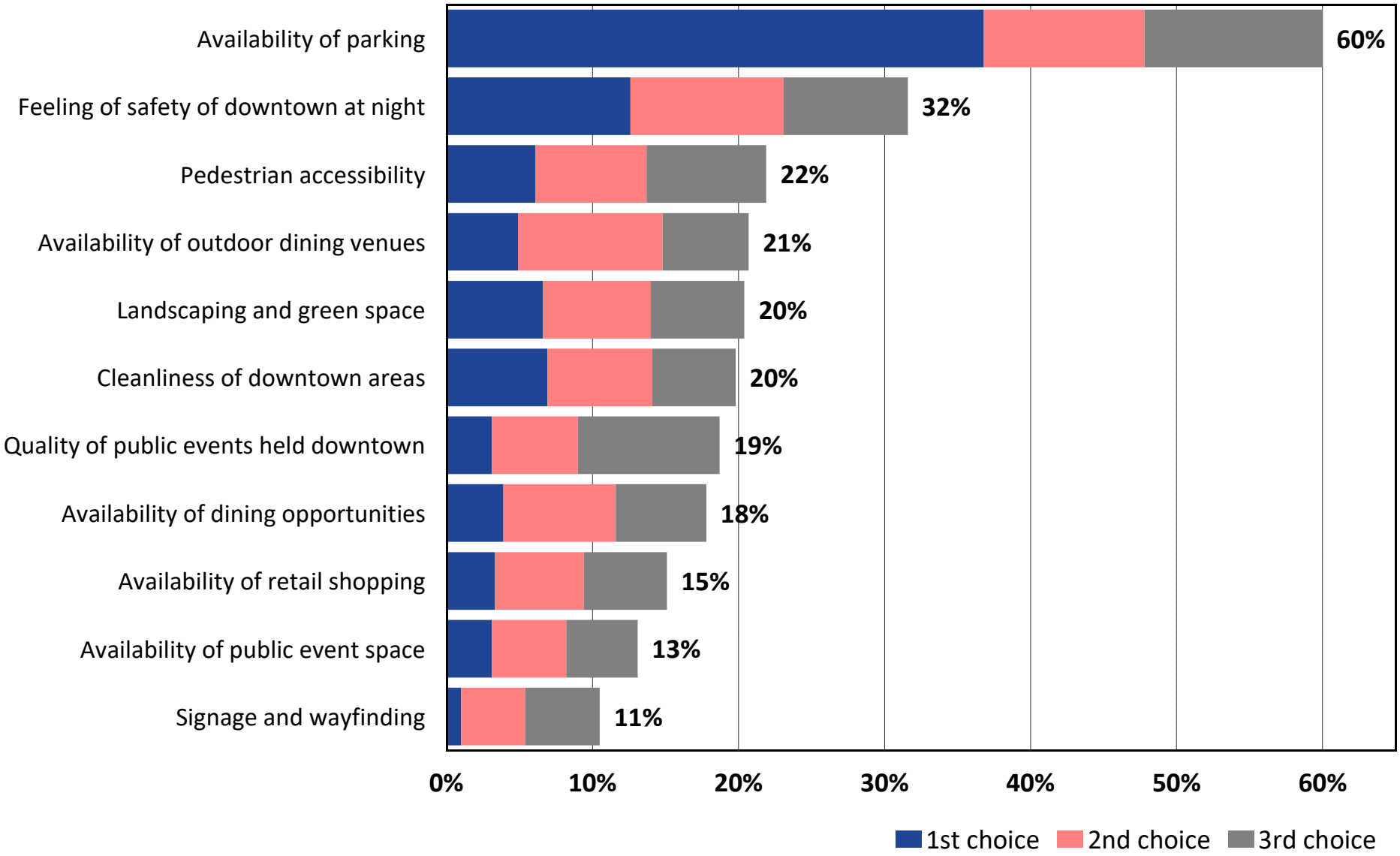
Q22. Satisfaction with Downtown Auburn

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



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

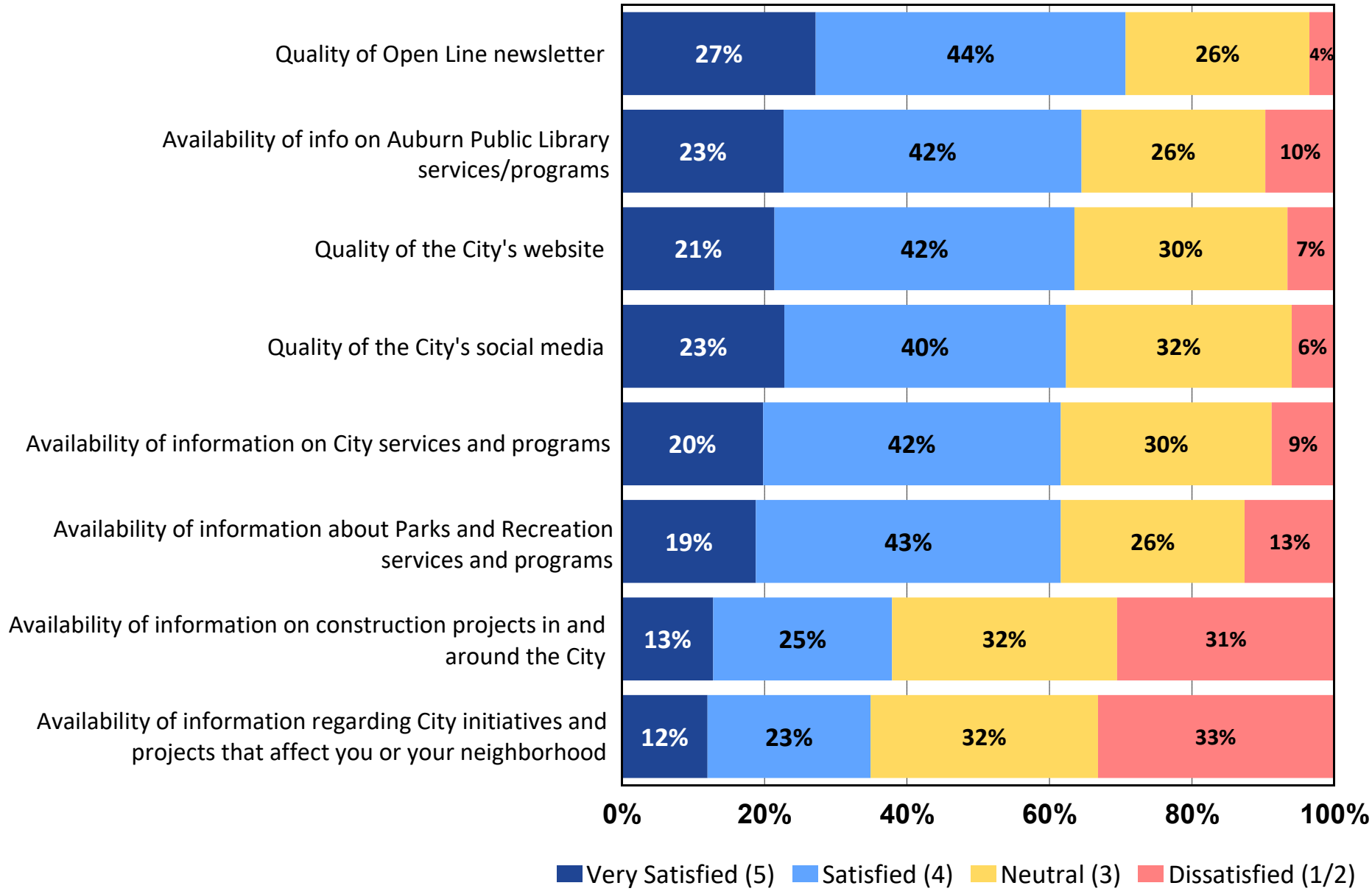
by percentage of residents surveyed who selected the item as one of their top three choices



CITY COMMUNICATION

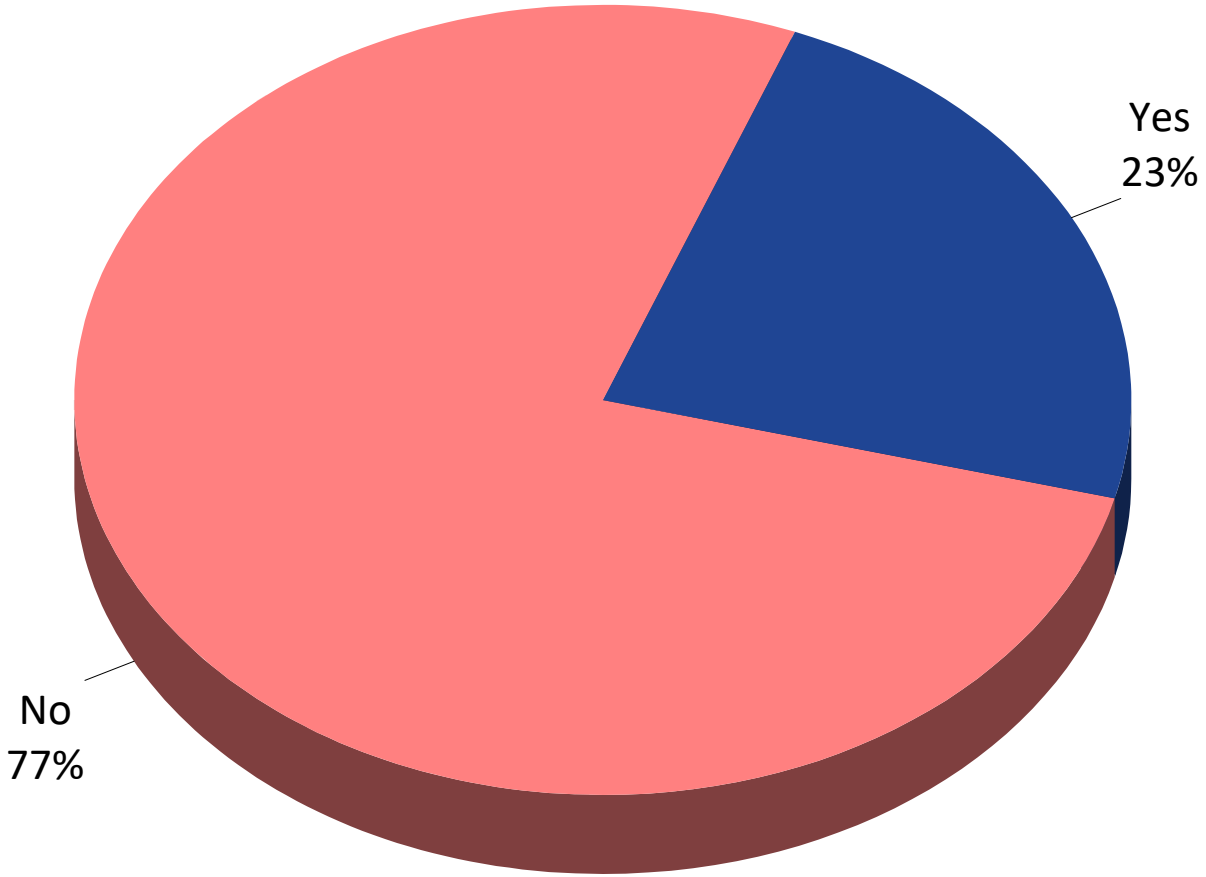
Q24. Satisfaction with City Communication

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



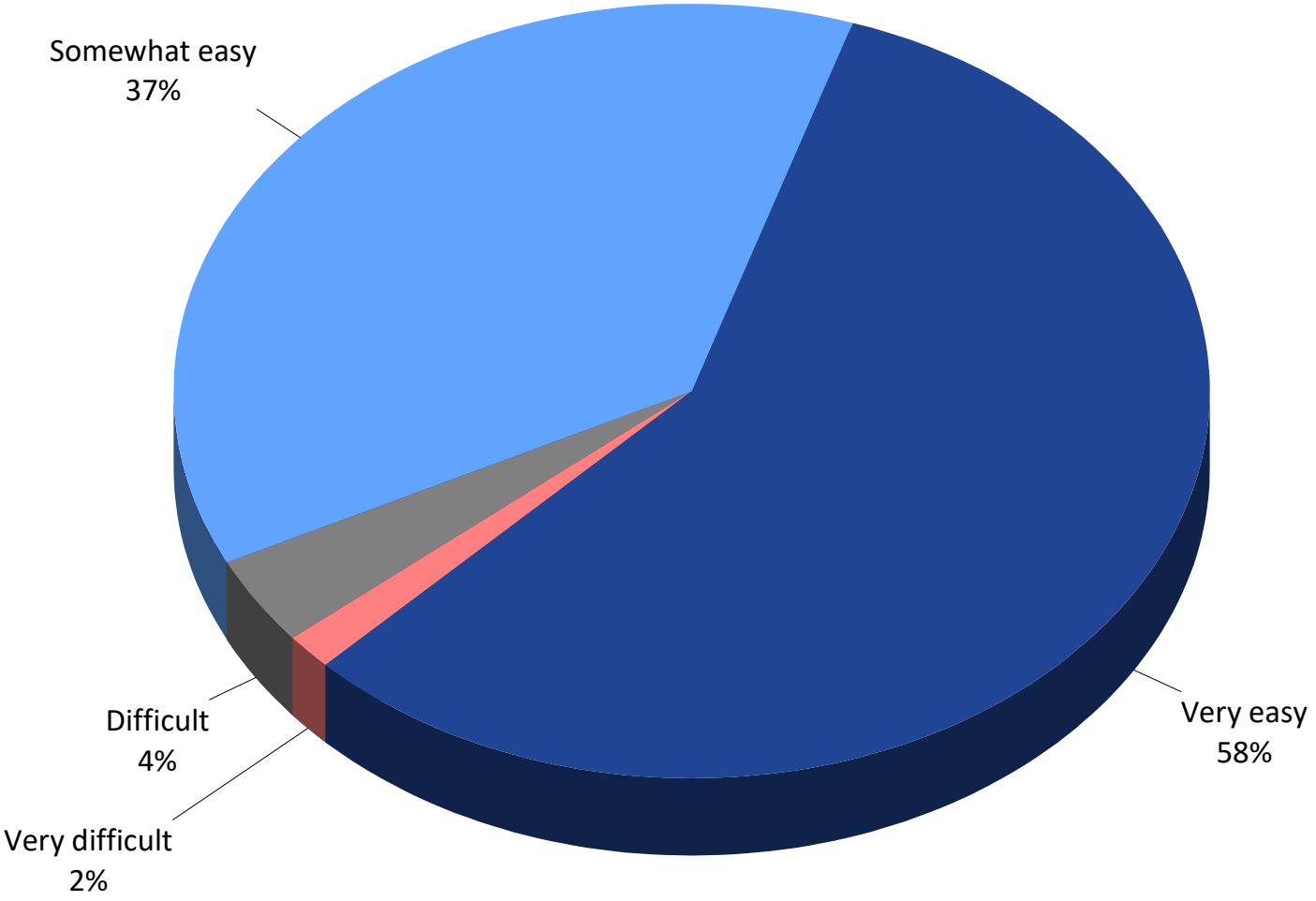
Q25. Have you used the City's FixIt app to access City services?

by percentage of residents surveyed (excluding "not provided")



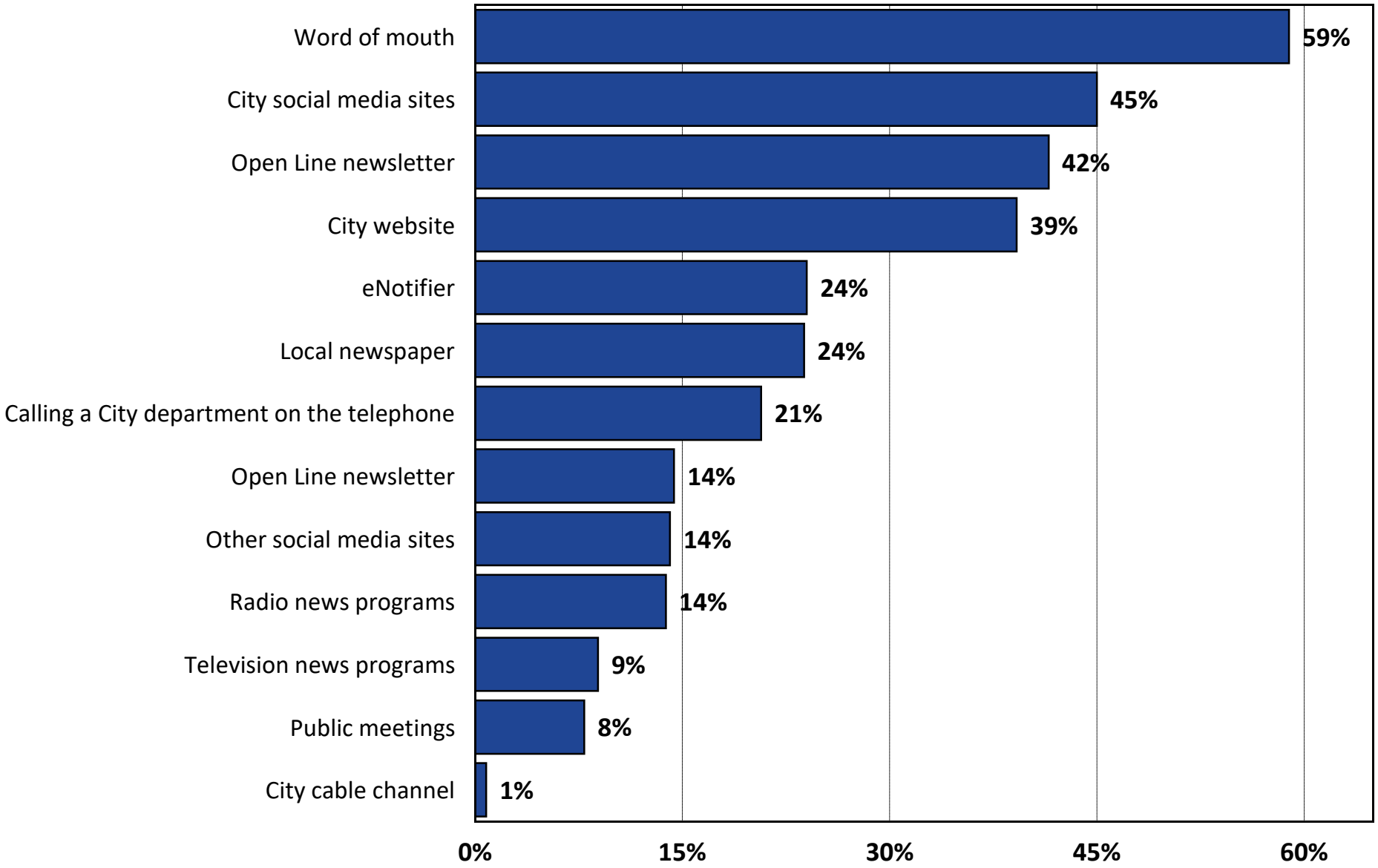
Q25a. How easy was it to use the app?

by percentage of respondents who have used the City's FixIt app



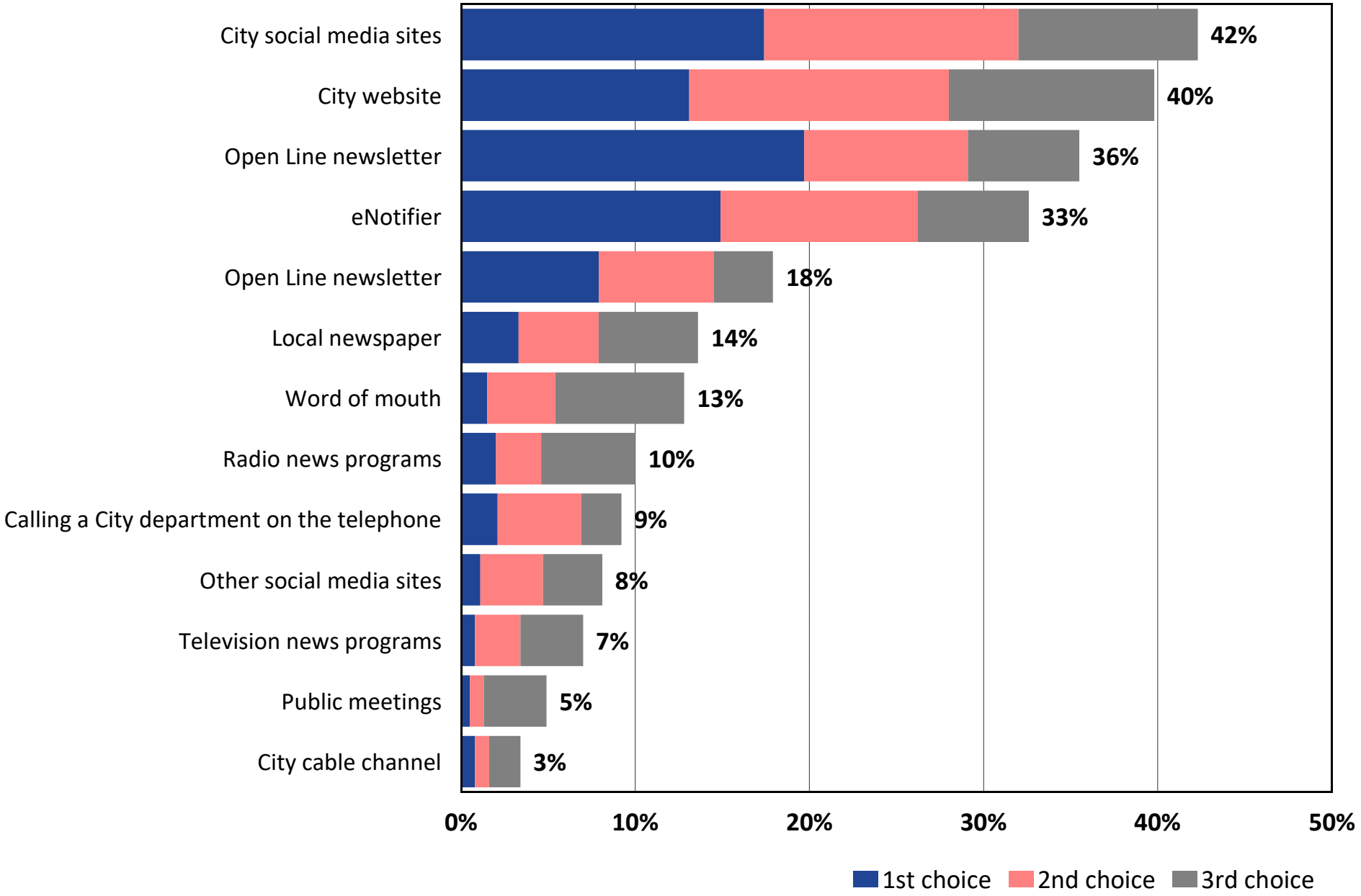
Q26. Which of the following are your primary sources of information about city issues, services, and events?

by percentage of residents (multiple choices could be made)



Q27. Preferred Sources of Information

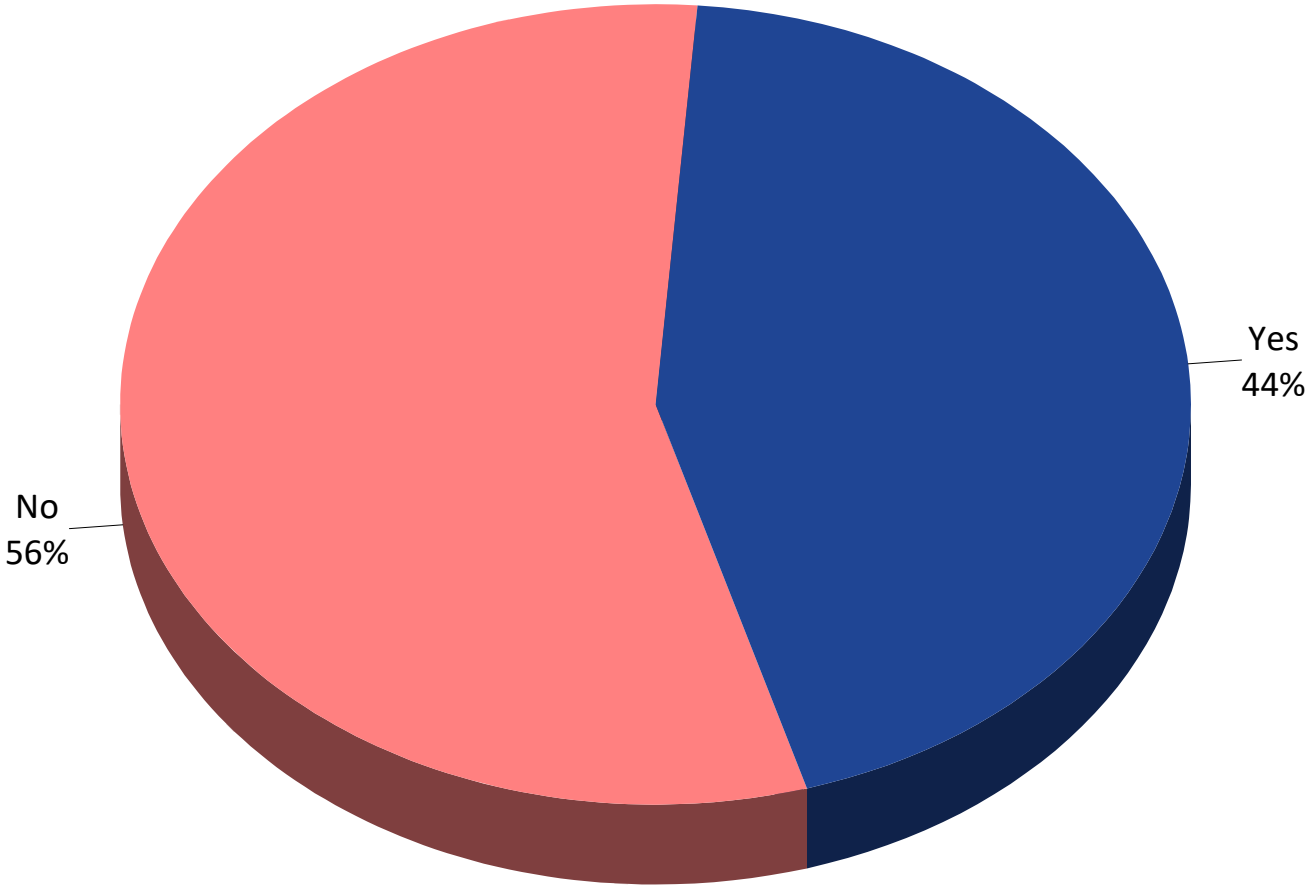
by percentage of residents surveyed who selected the item as one of their top three choices



CUSTOMER SERVICE

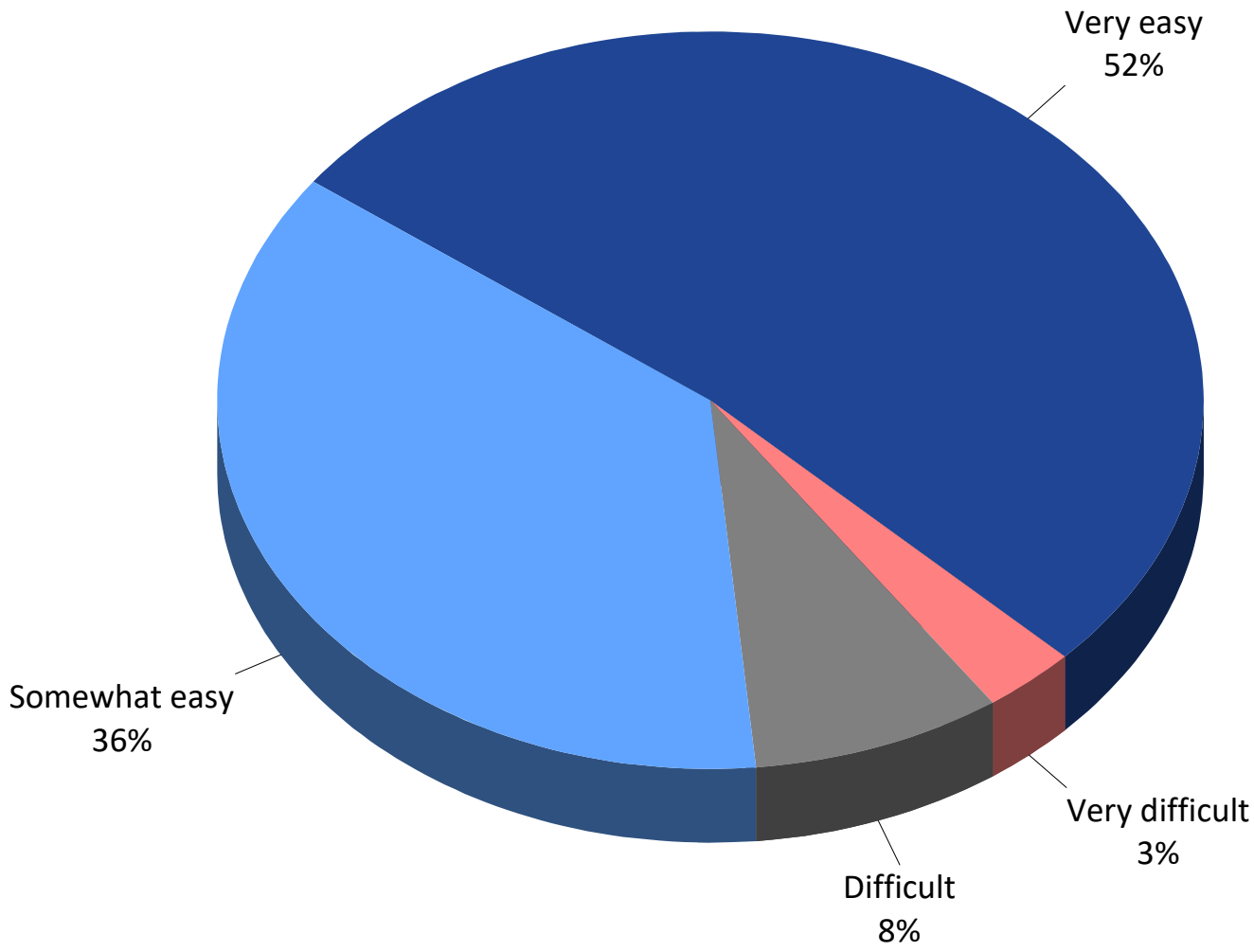
Q28. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of residents surveyed (excluding "not provided")



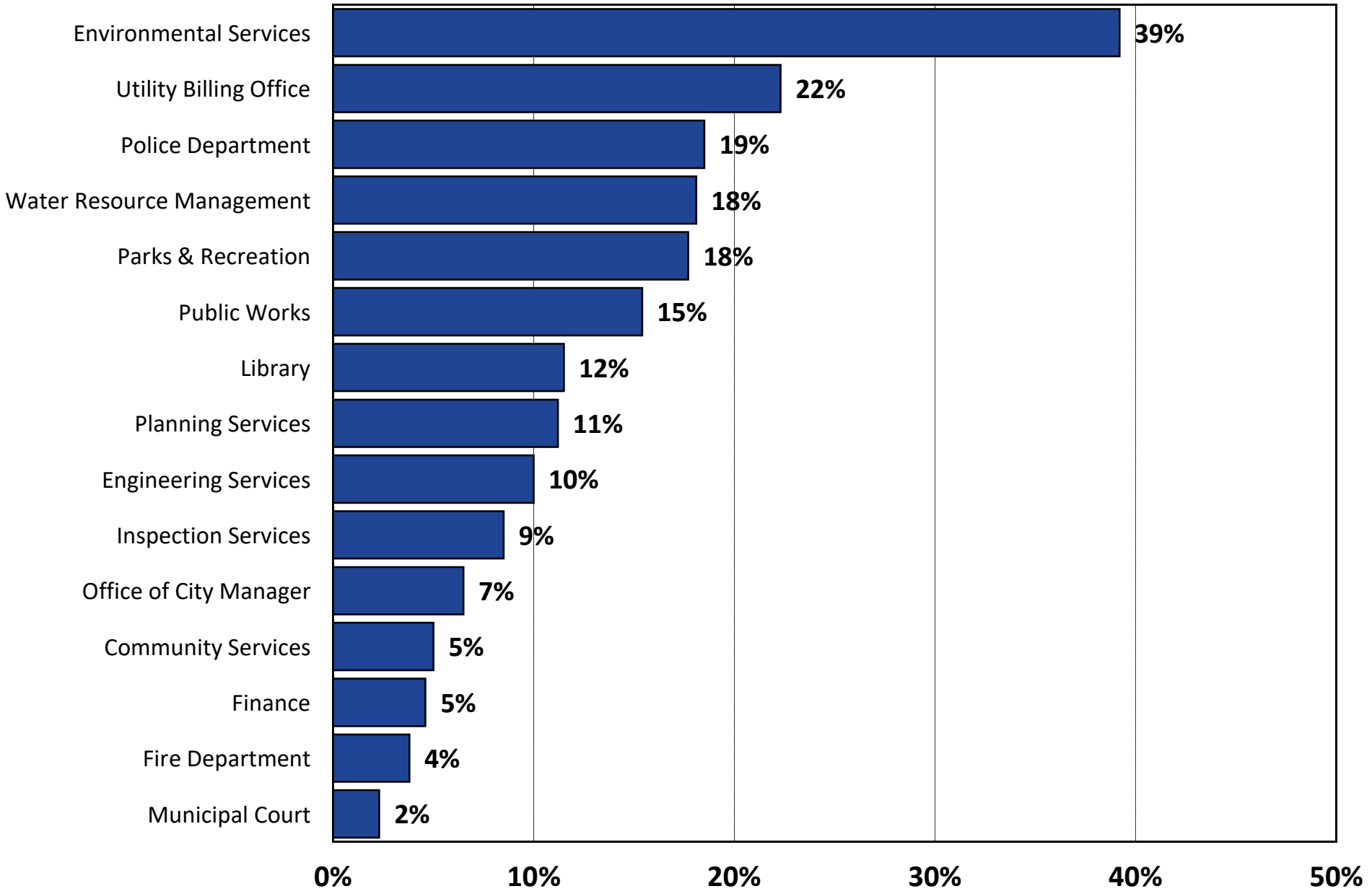
Q28a. How easy was it to contact the person you needed to reach?

by percentage of respondents who contacted the City in the past year (excluding "not provided")



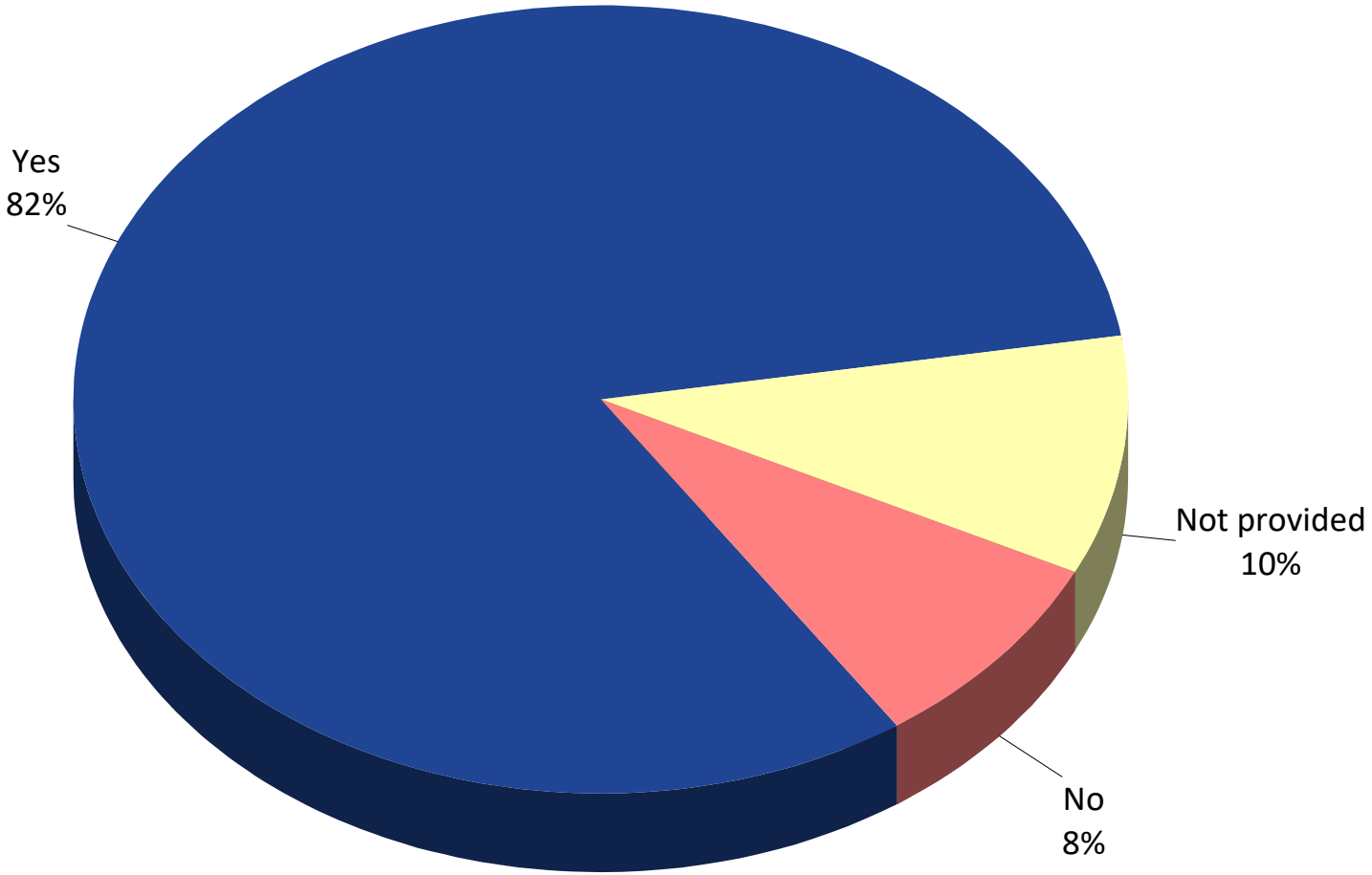
Q28b. What City department did you contact?

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



Q28c. Was the department(s) you contacted responsive to your issue?

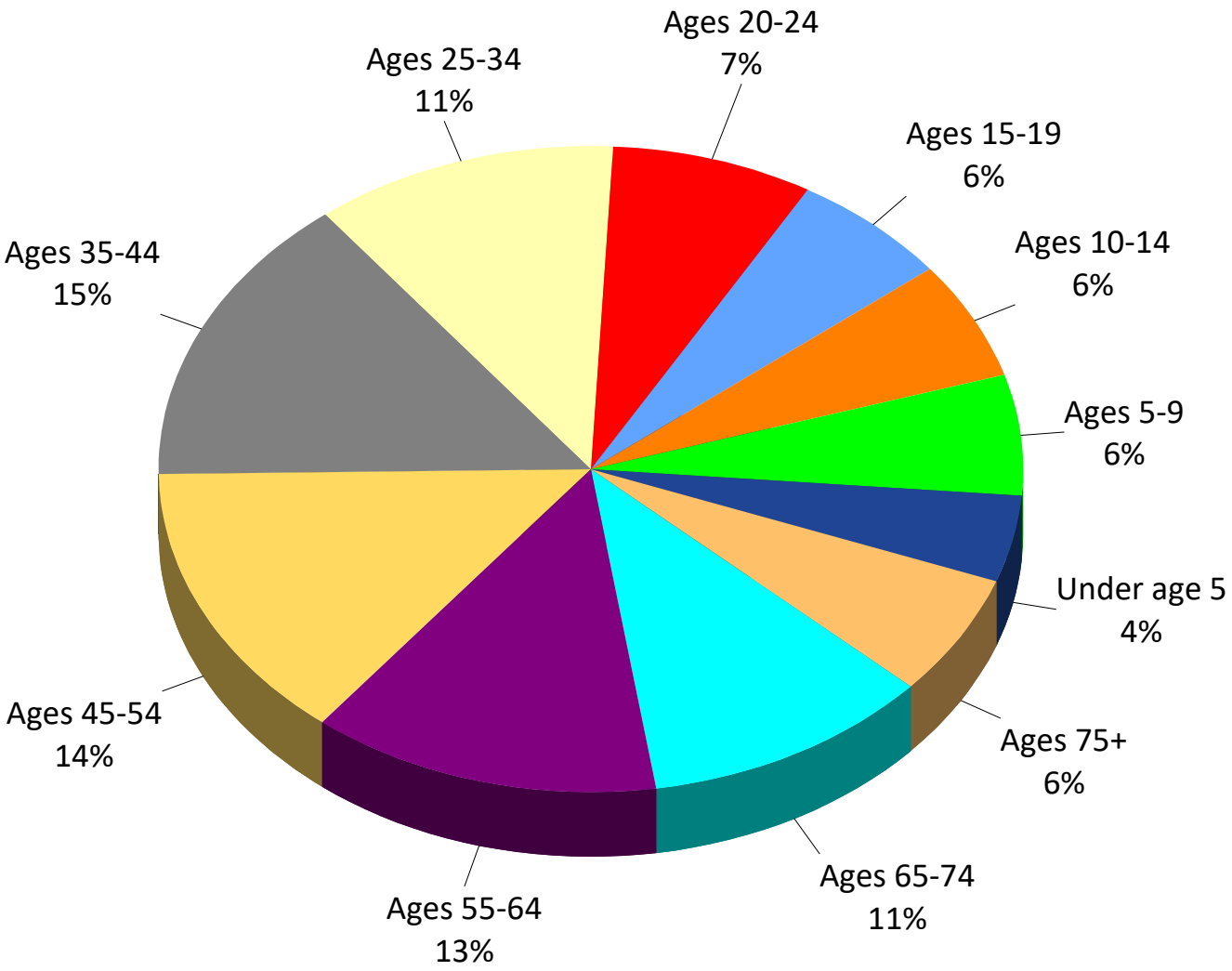
by percentage of respondents who contacted the City in the past year



DEMOGRAPHICS

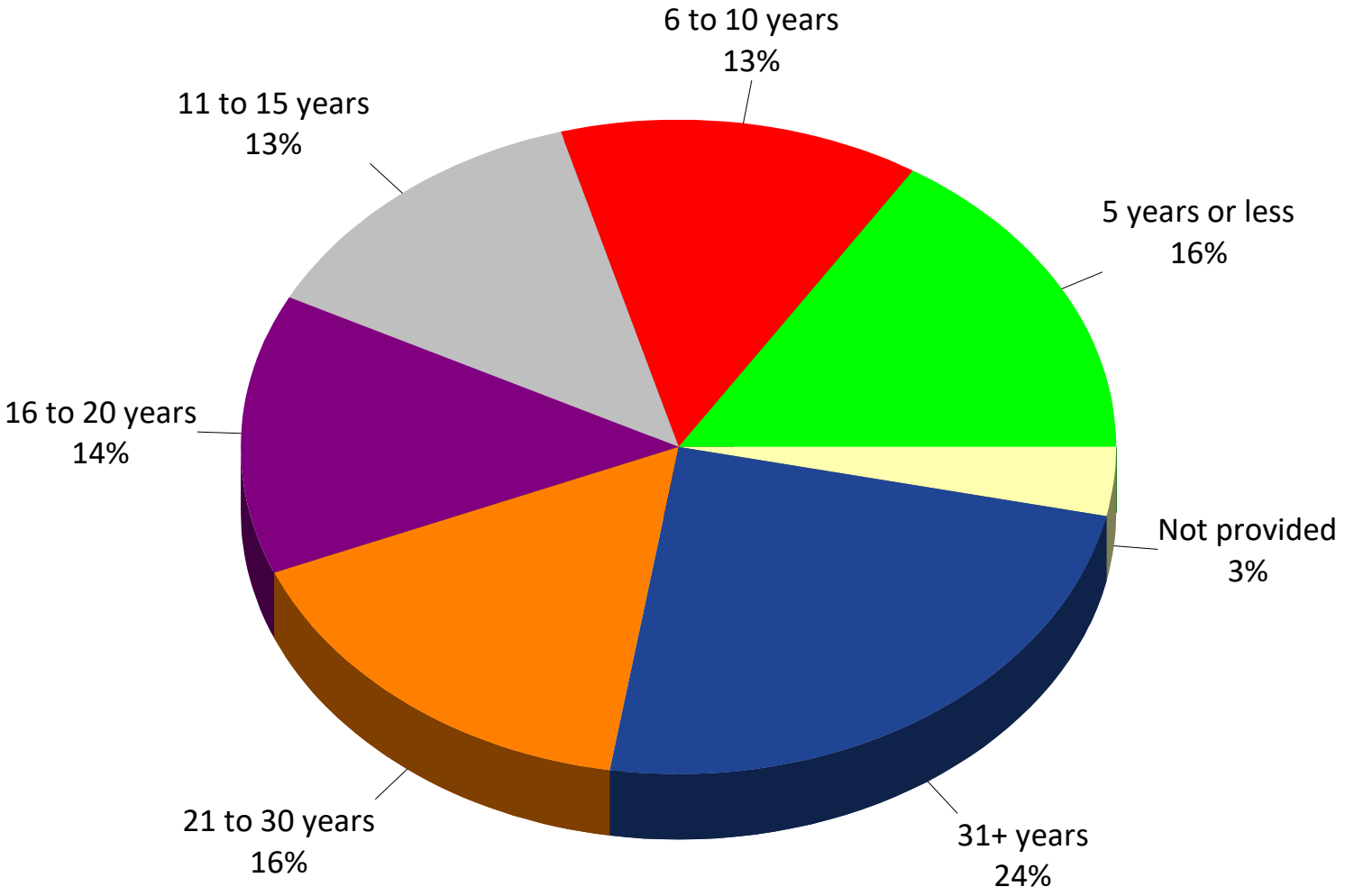
Q30. Demographics: Ages of Household Members

by percentage of residents in the household



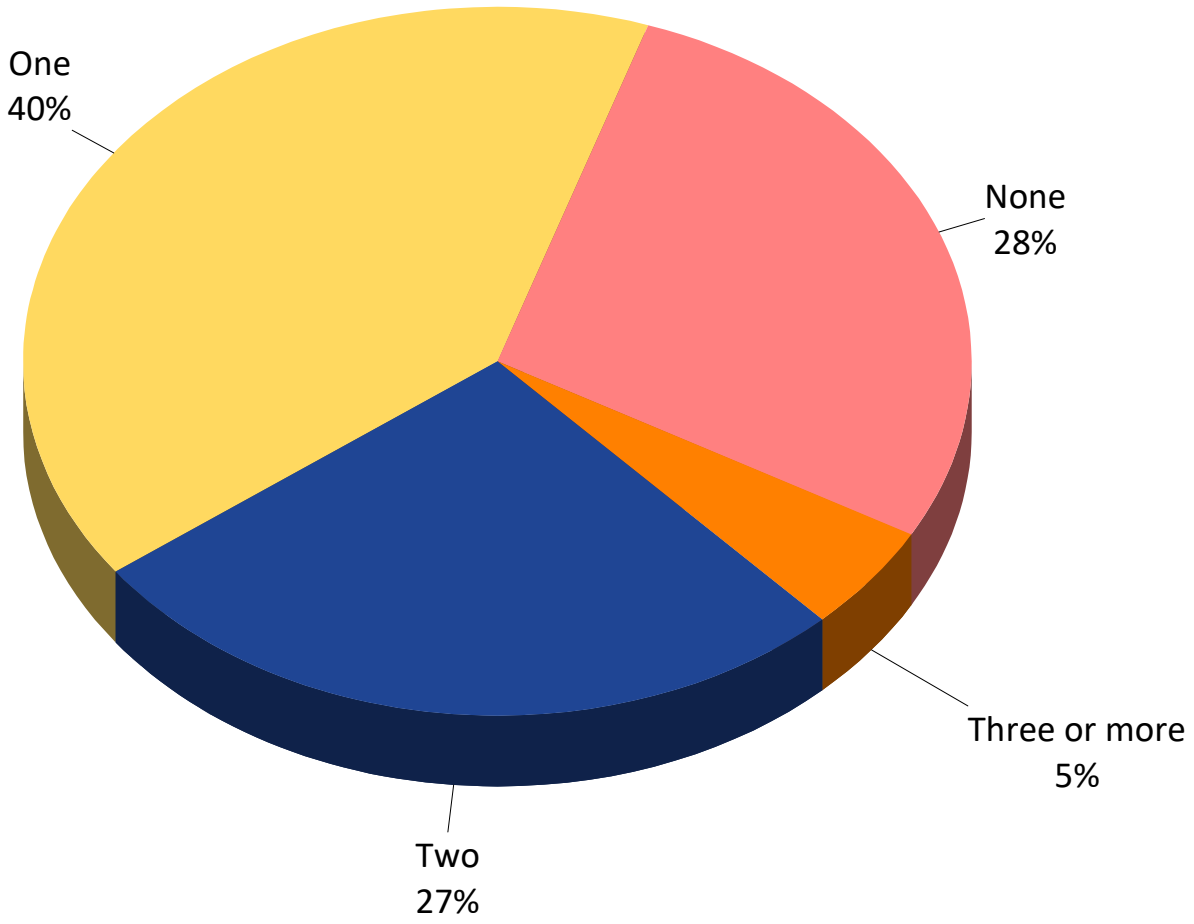
Q31. Demographics: How many years have you lived in the City of Auburn?

by percentage of residents surveyed



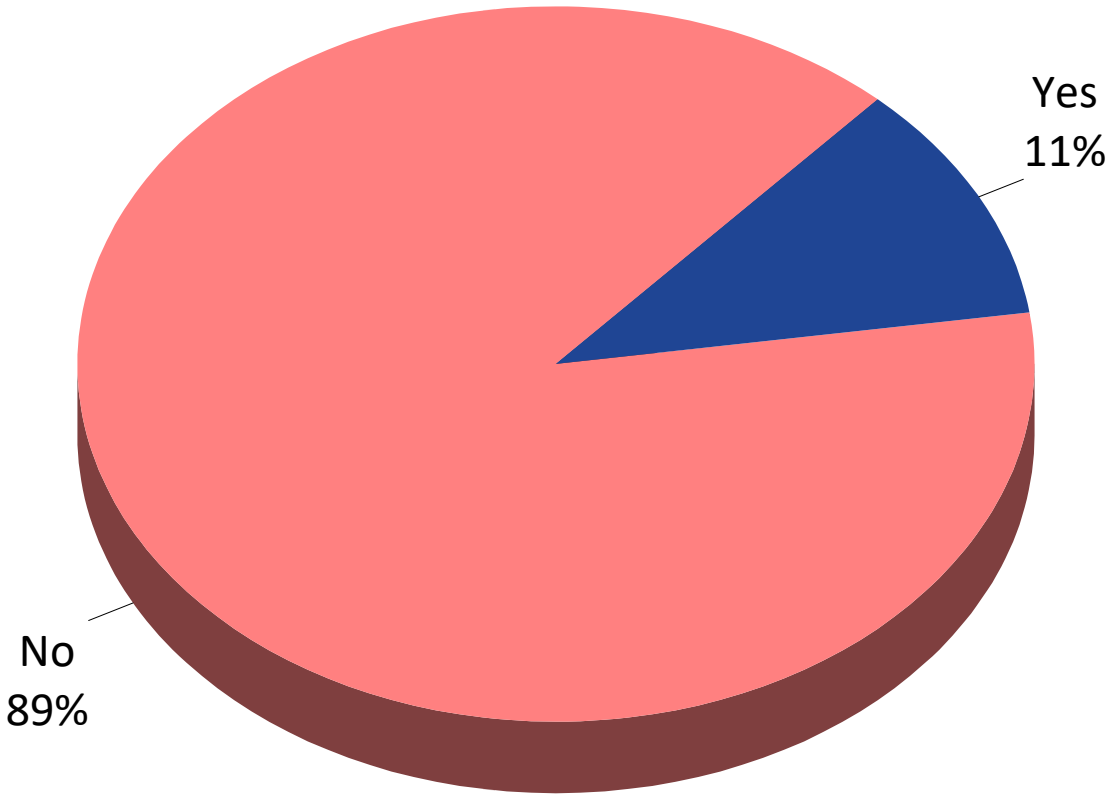
Q32. Demographics: How many people in your household work within the Auburn City Limits?

by percentage of residents surveyed



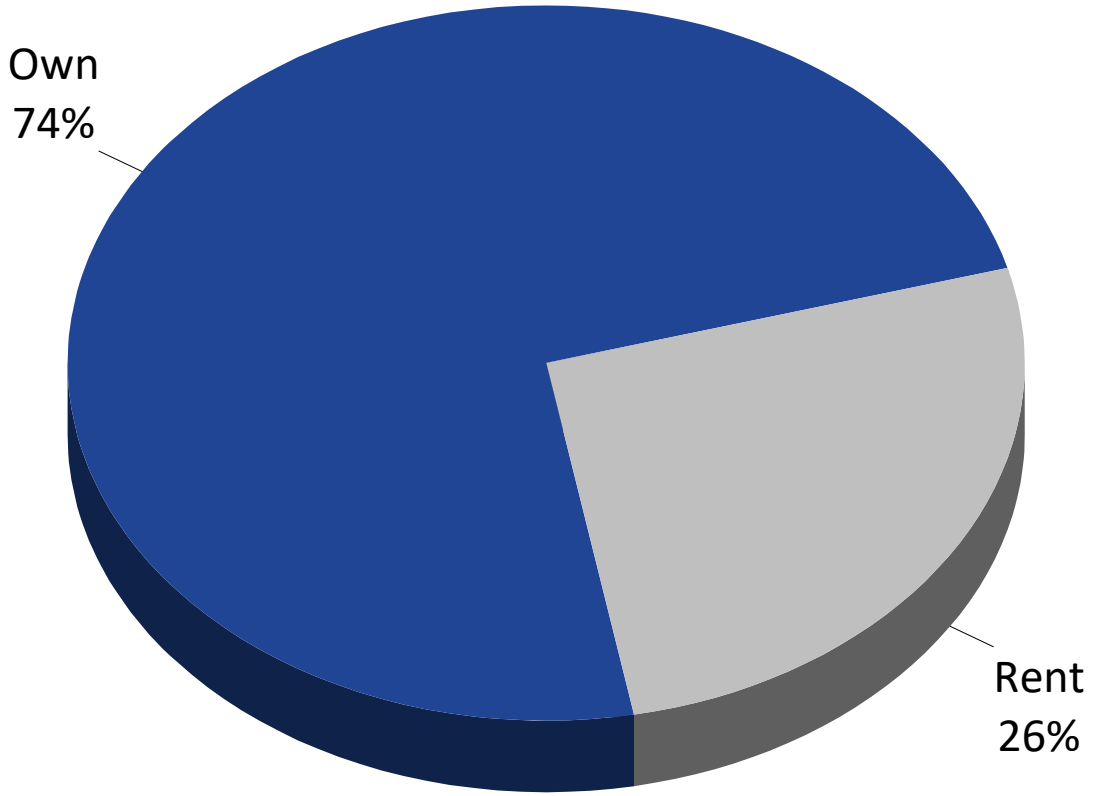
Q33. Demographics: Are you a full time Auburn University student?

by percentage of residents surveyed (excluding "not provided")



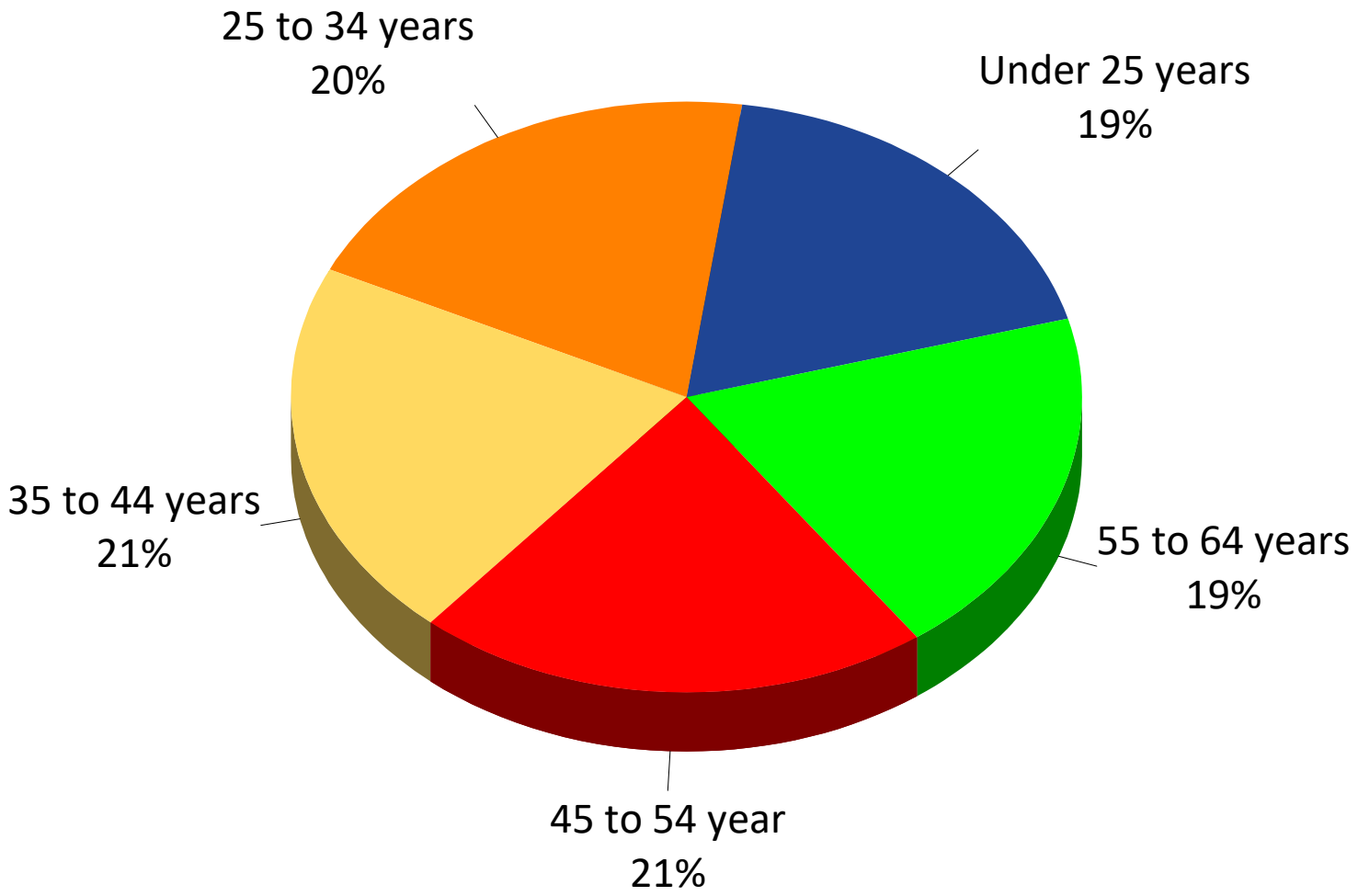
Q34. Demographics: Do you own or rent your current residence?

by percentage of residents surveyed (excluding "not provided")



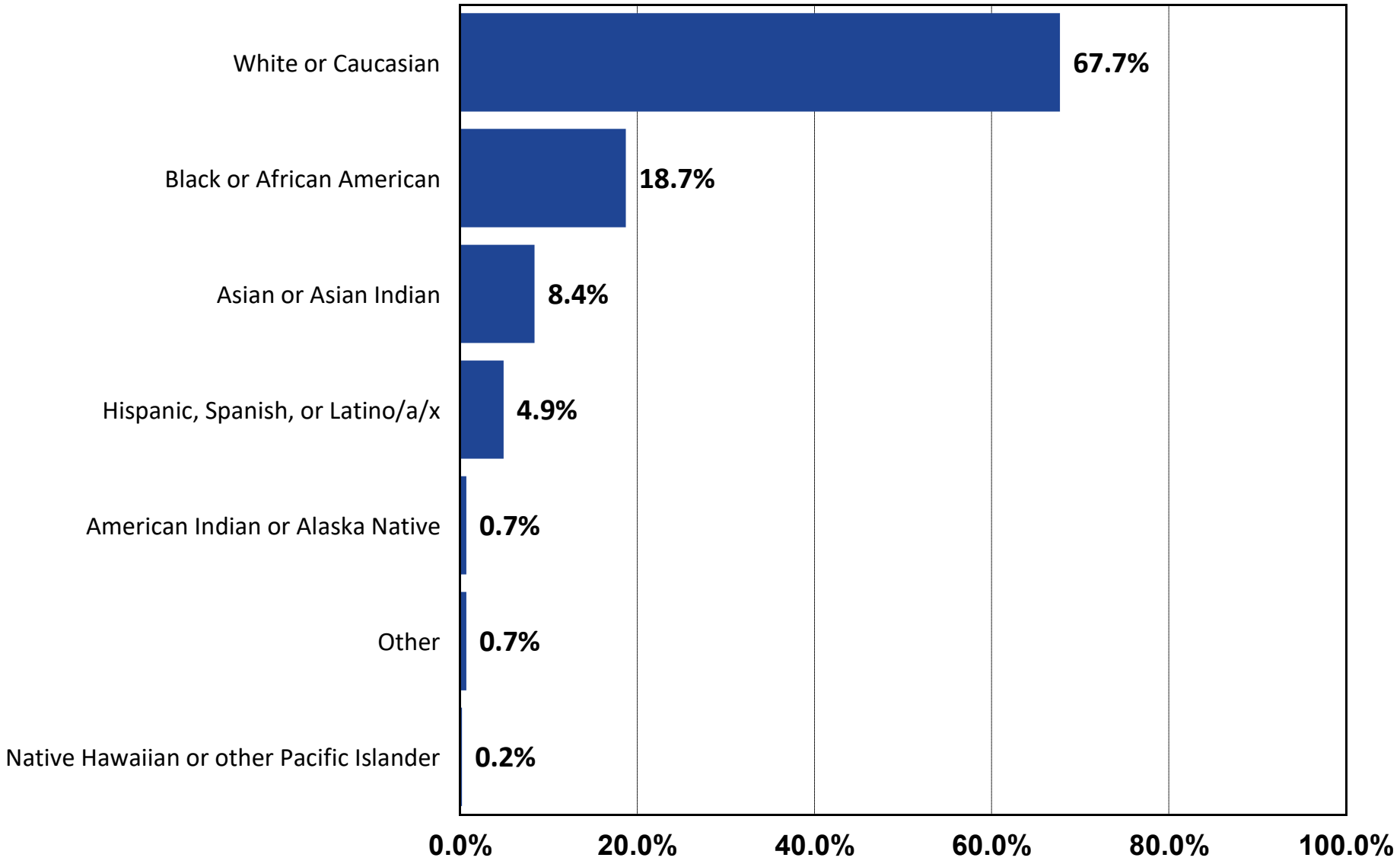
Q35. Demographics: What is your age?

by percentage of residents surveyed (excluding "not provided")



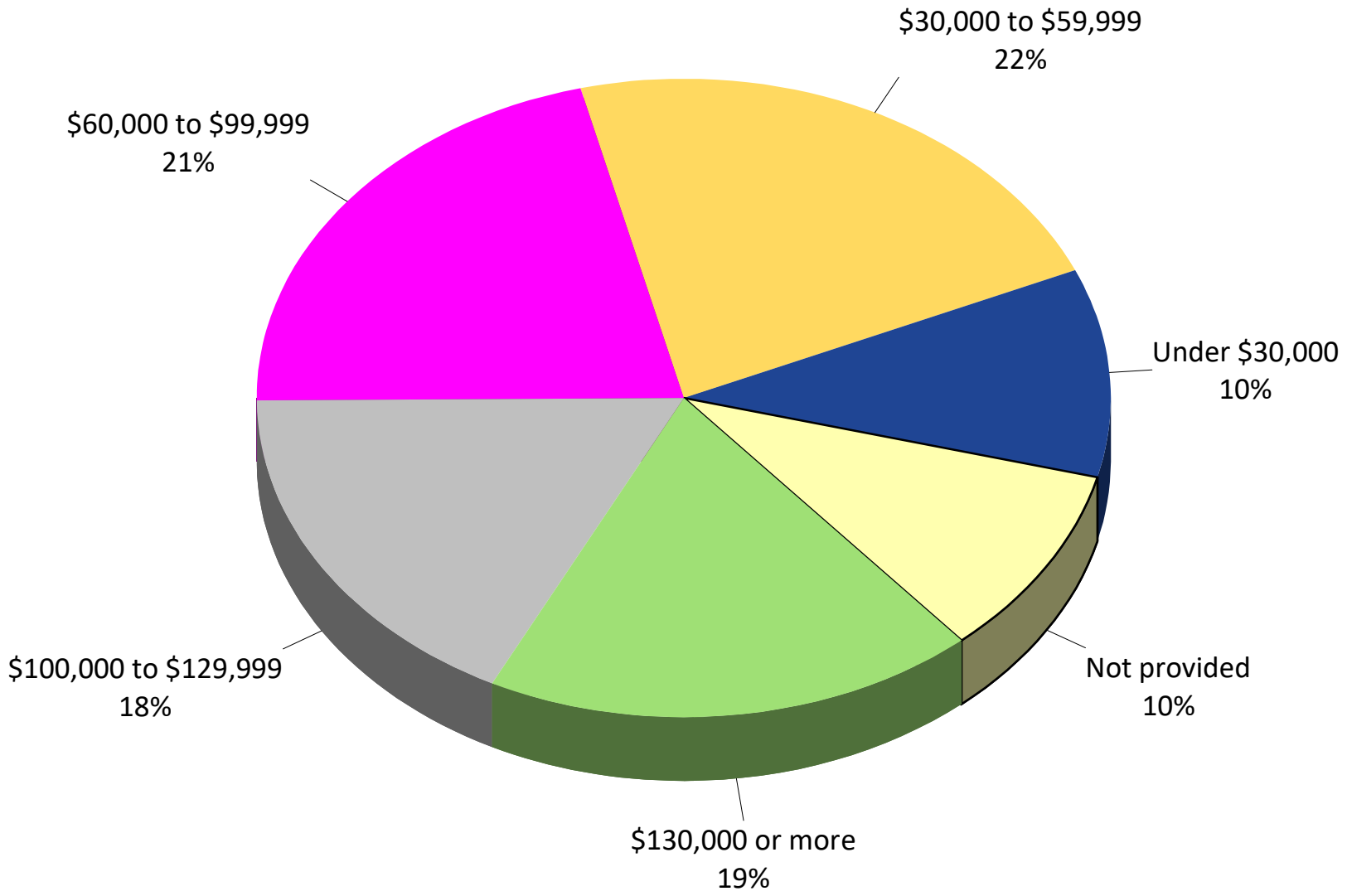
Q36. Demographics: Which best describes your race/ethnicity?

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



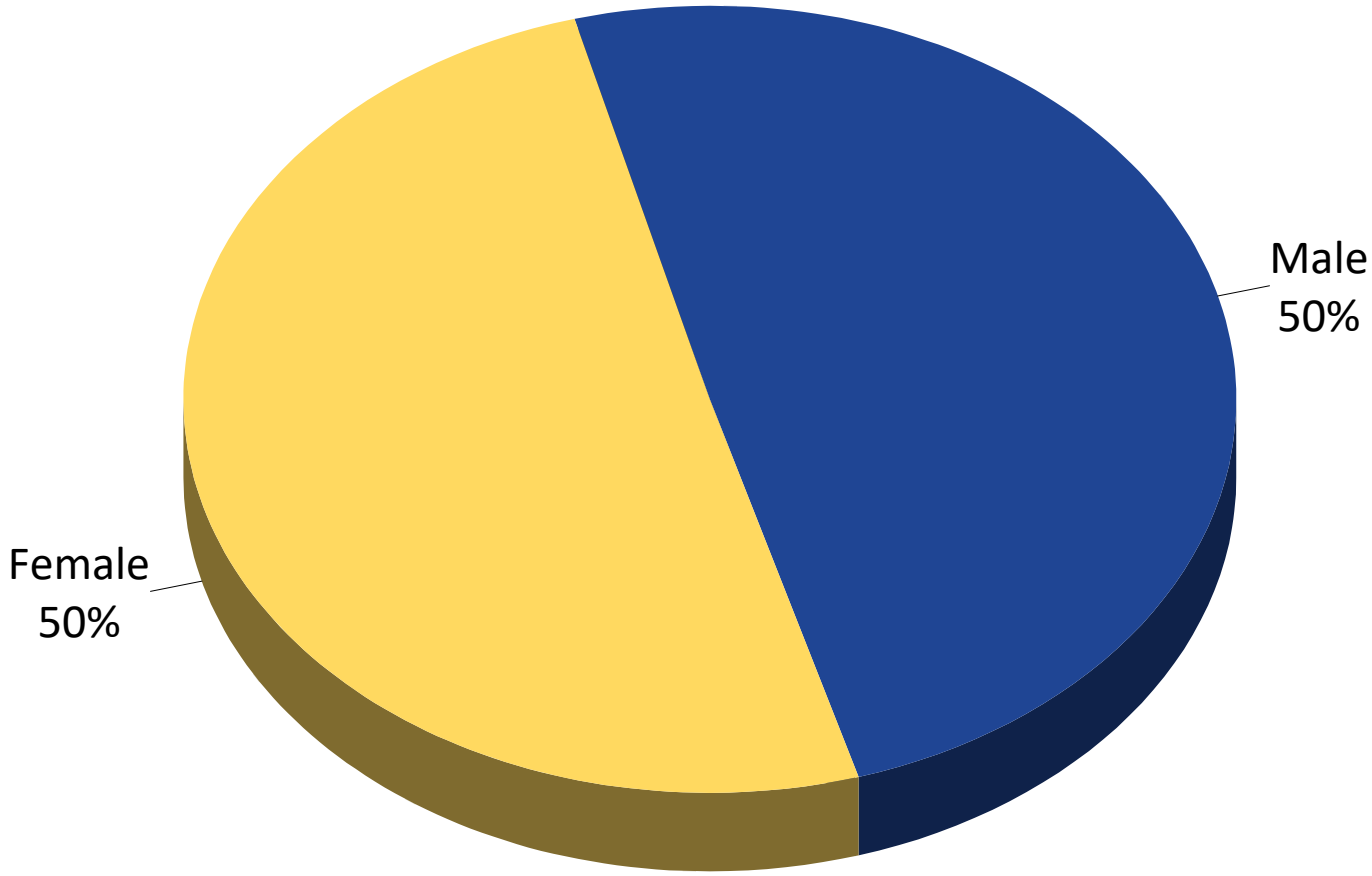
Q37. Demographics: Total Annual Household Income

by percentage of residents surveyed



Q38. Demographics: Gender of the Respondents

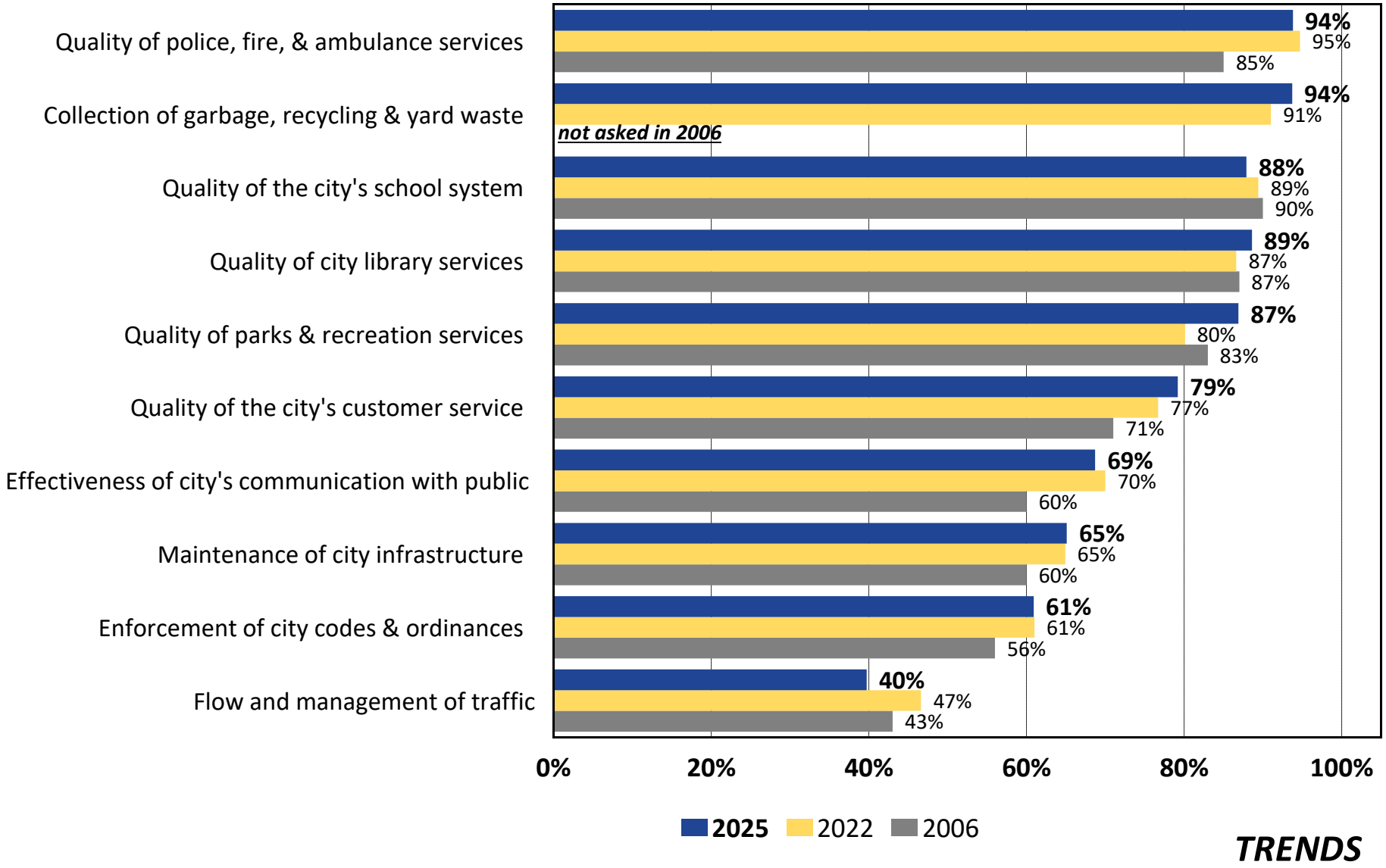
by percentage of residents surveyed (excluding "not provided")



3 Trends

Overall Satisfaction With City Services by Major Category (2006, 2022 & 2025)

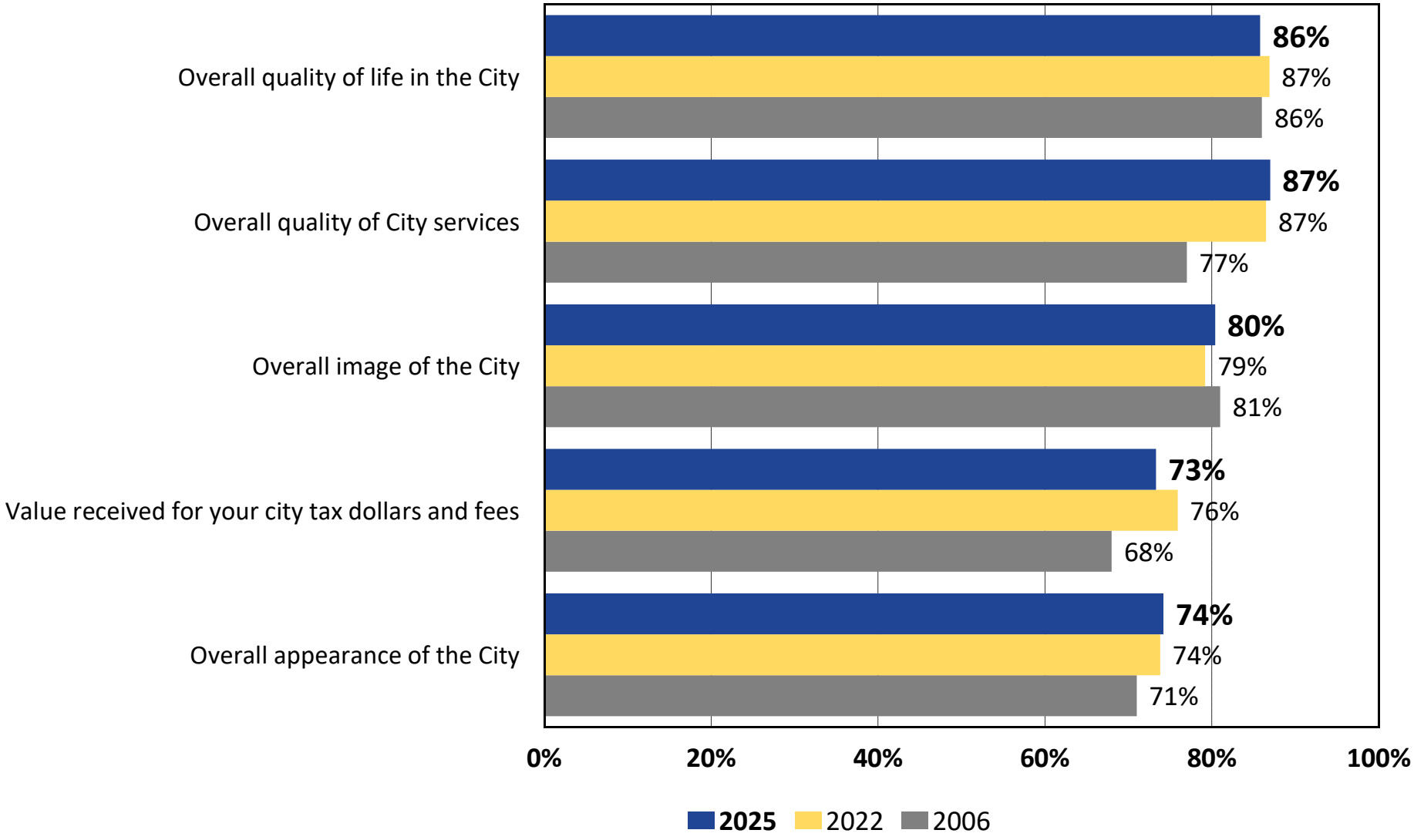
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Perceptions of the City of Auburn (2006, 2022 & 2025)

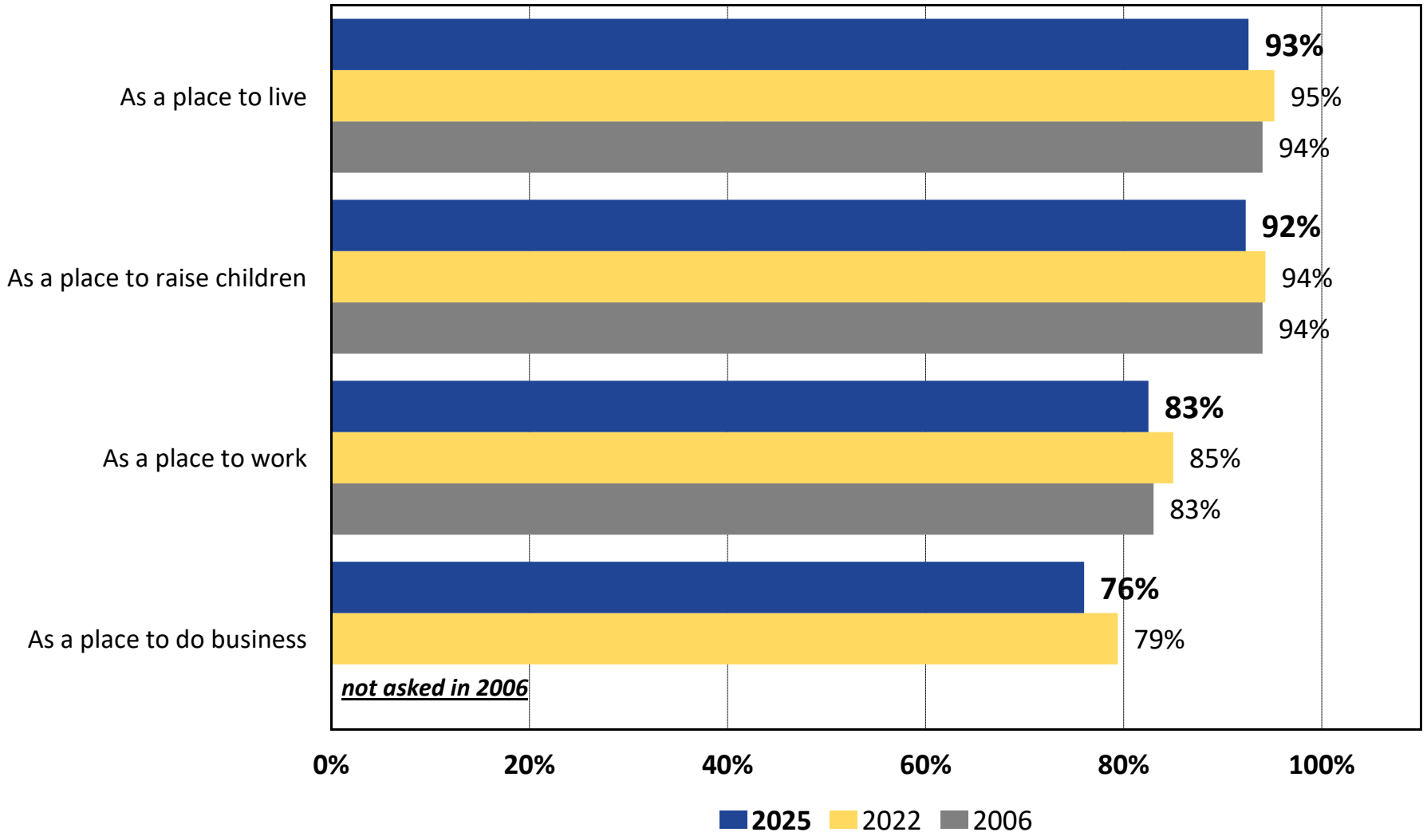
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Ratings of the Quality of Life in the City of Auburn (2006, 2022 & 2025)

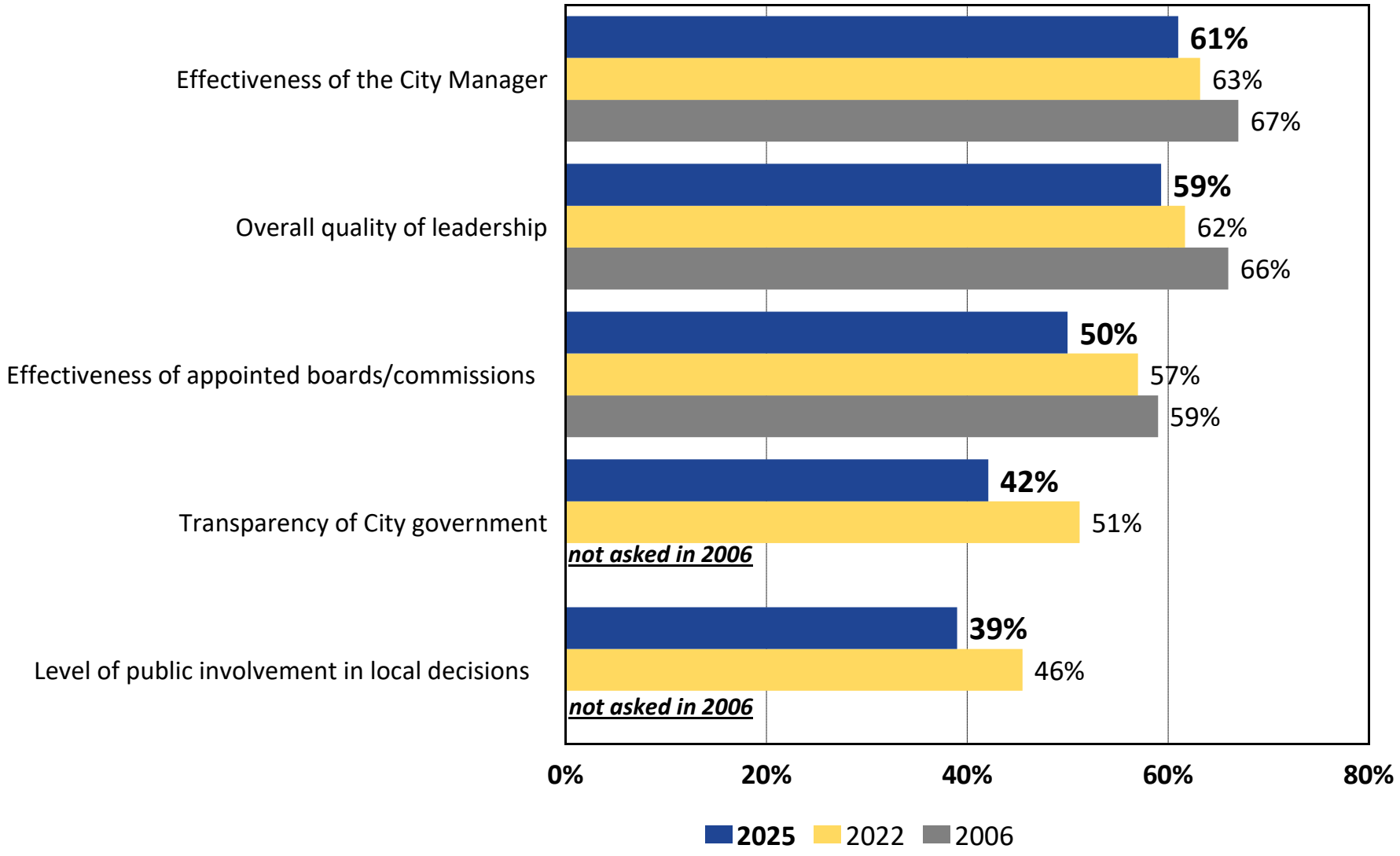
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with City Leadership (2006, 2022 & 2025)

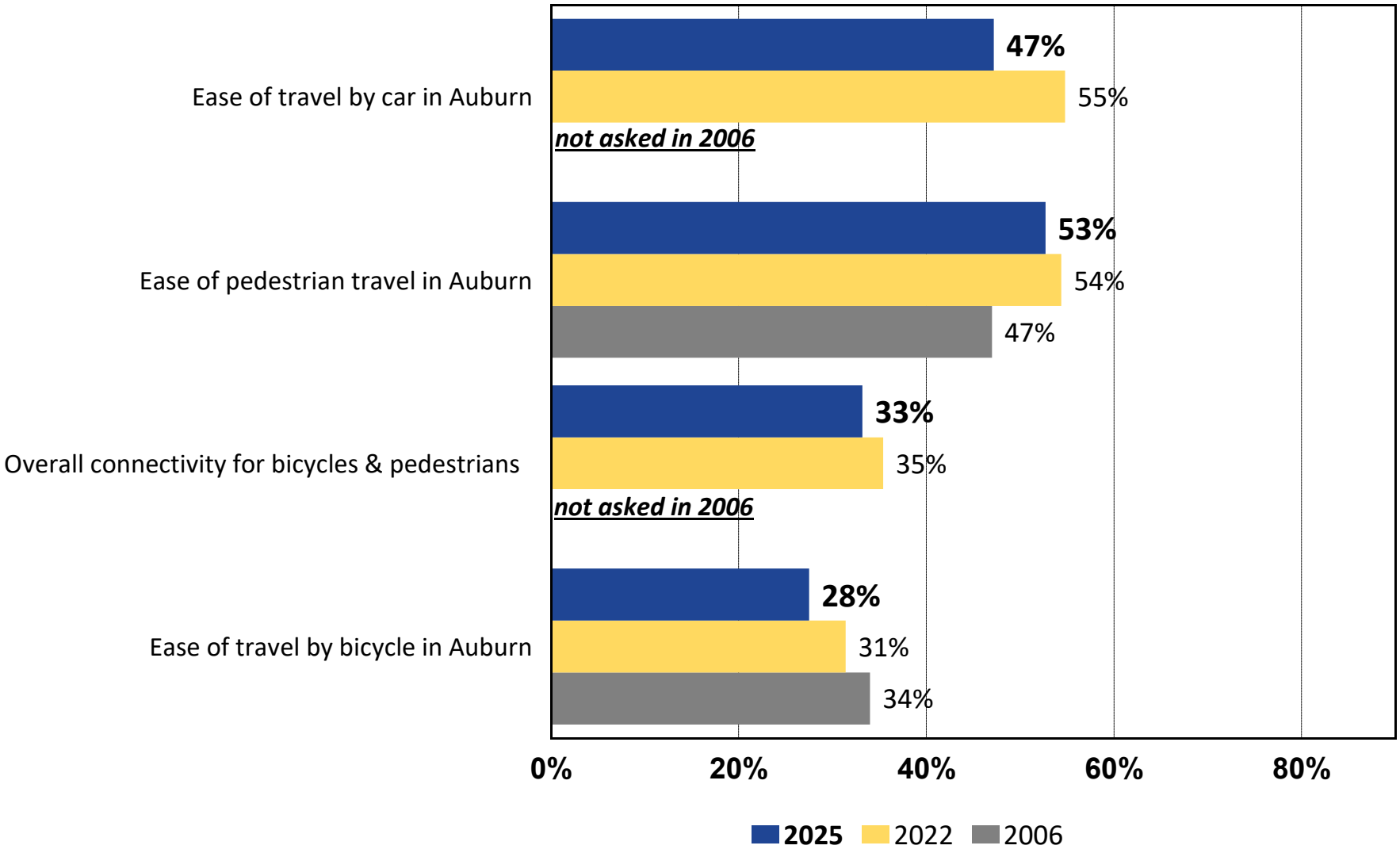
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with Traffic Flow and Transportation (2006, 2022 & 2025)

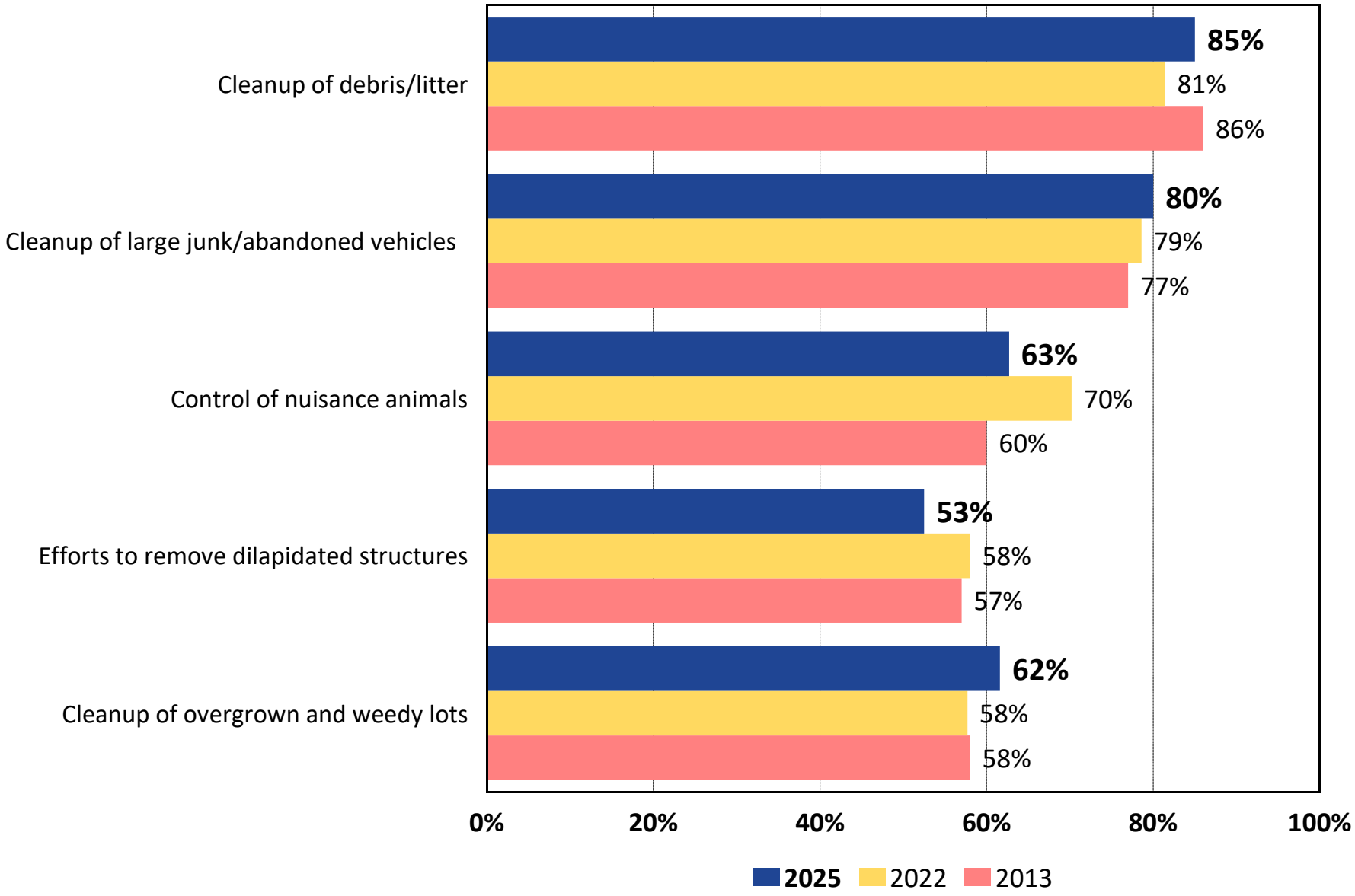
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with Code Enforcement (2013, 2022 & 2025)

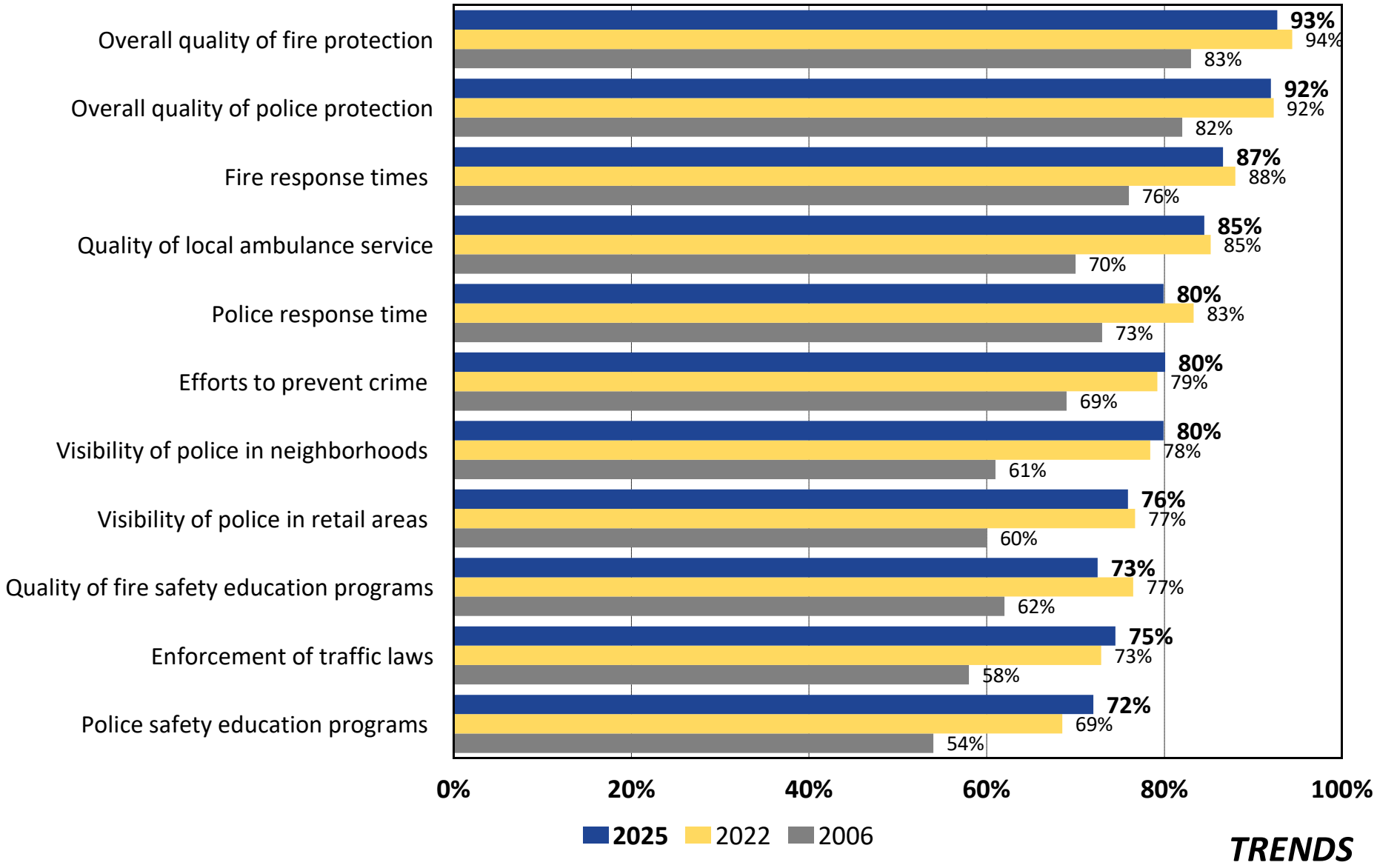
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Overall Satisfaction with Public Safety Services (2006, 2022 & 2025)

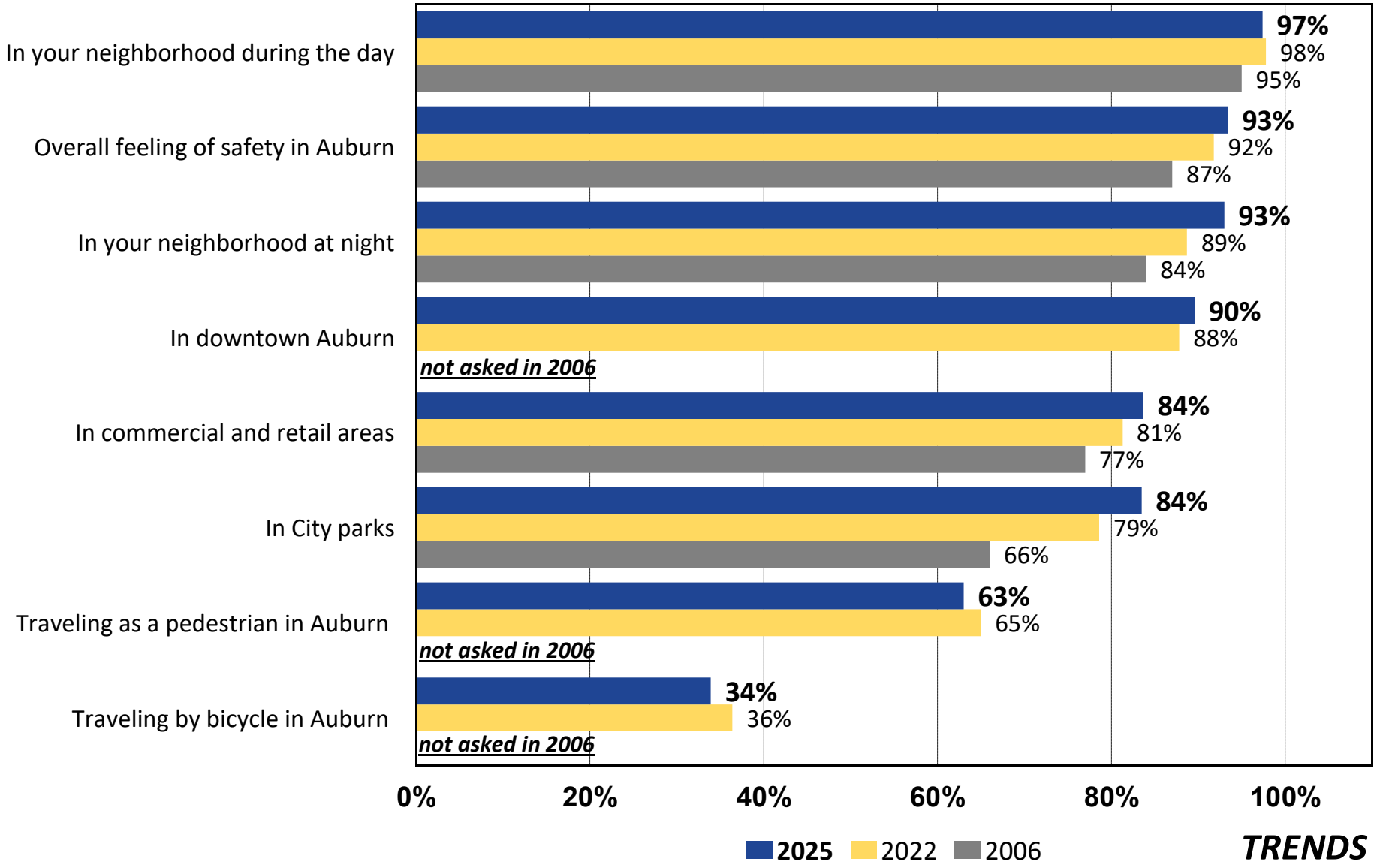
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

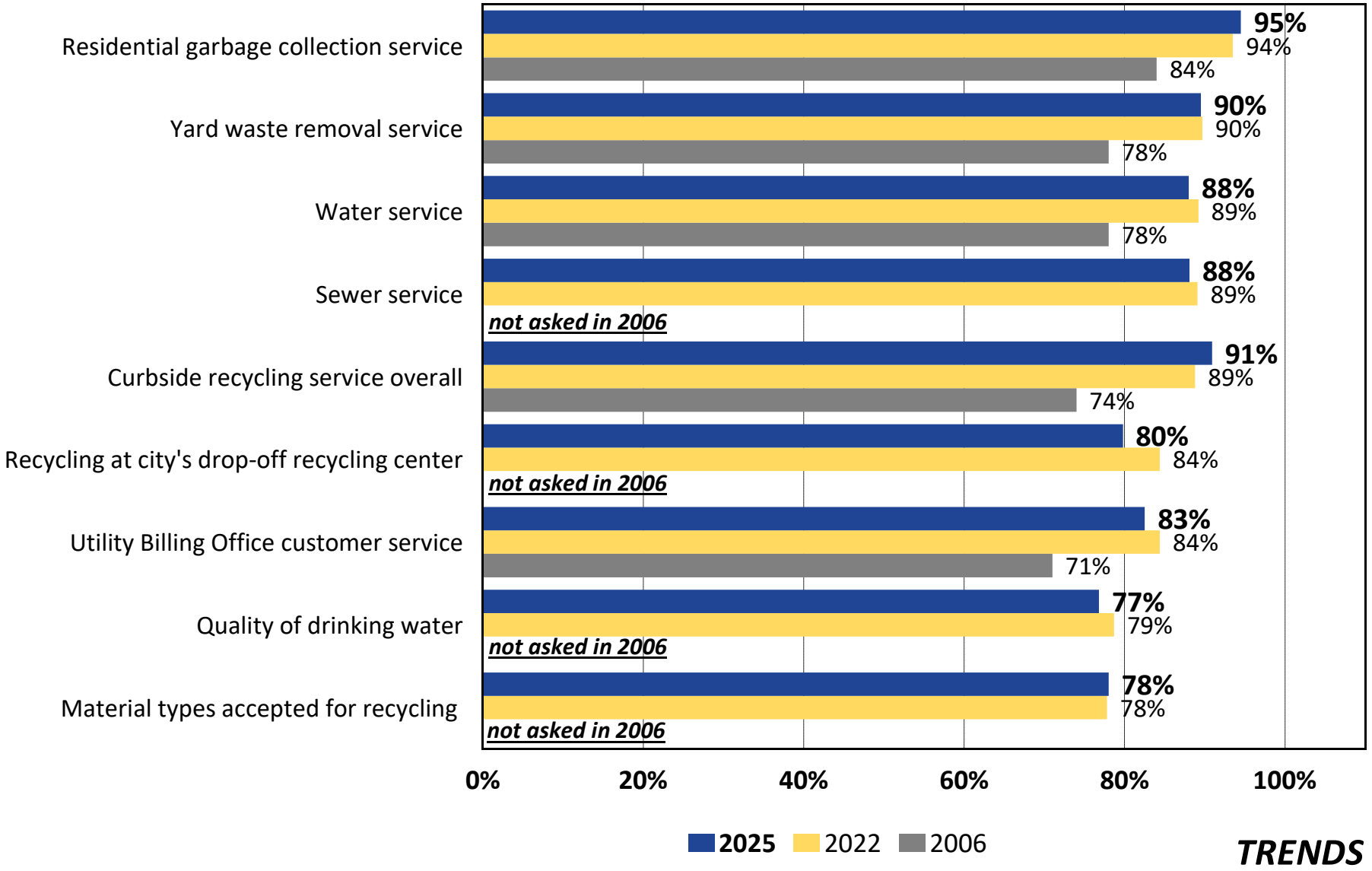
Feeling of Safety in the City of Auburn (2006, 2022 & 2025)

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



Satisfaction with Garbage, Recycling, Sewer and Water Services (2006, 2022 & 2025)

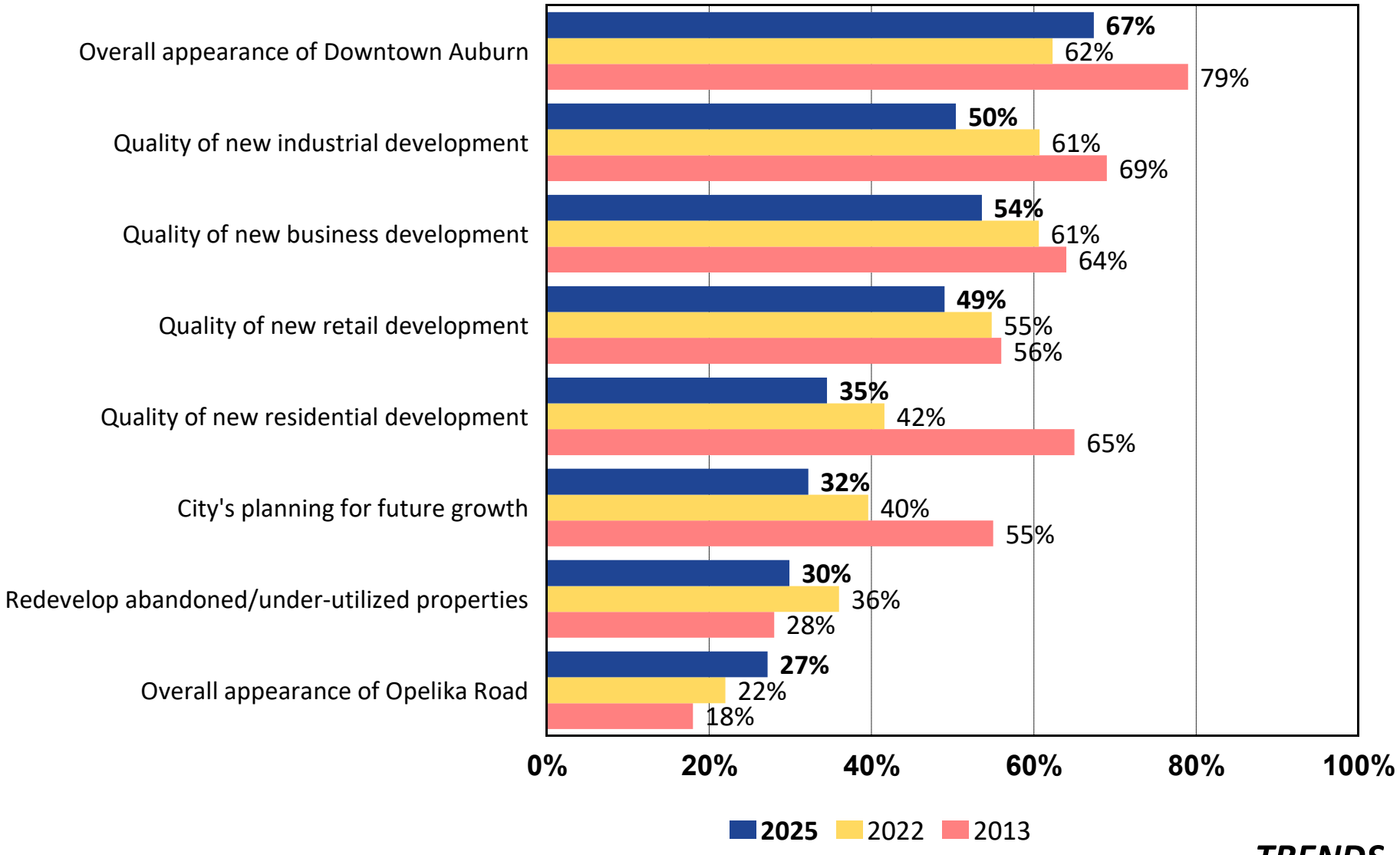
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with Development and Redevelopment in the City (2013, 2022 & 2025)

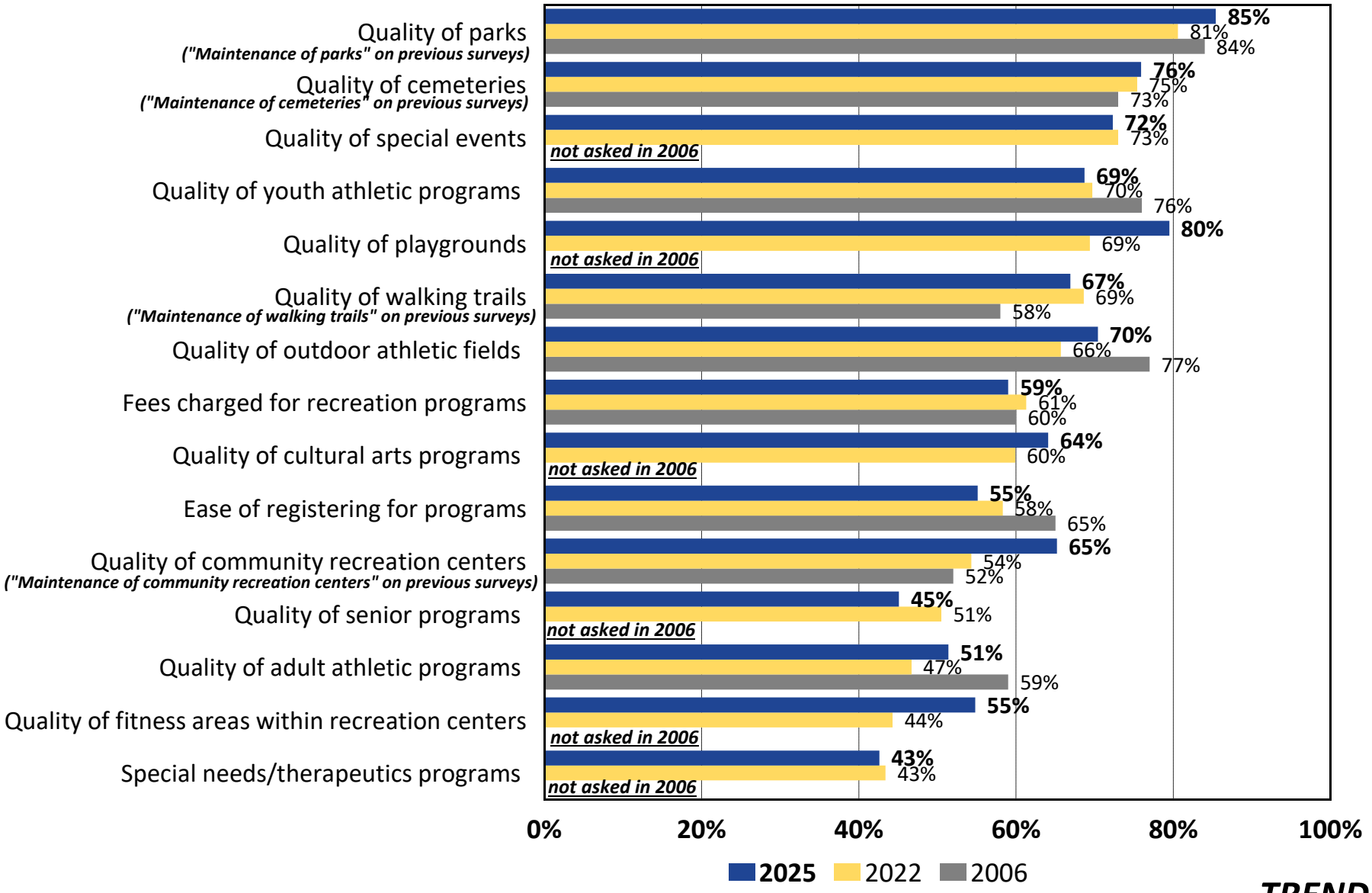
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with Parks and Recreation (2006, 2022 & 2025)

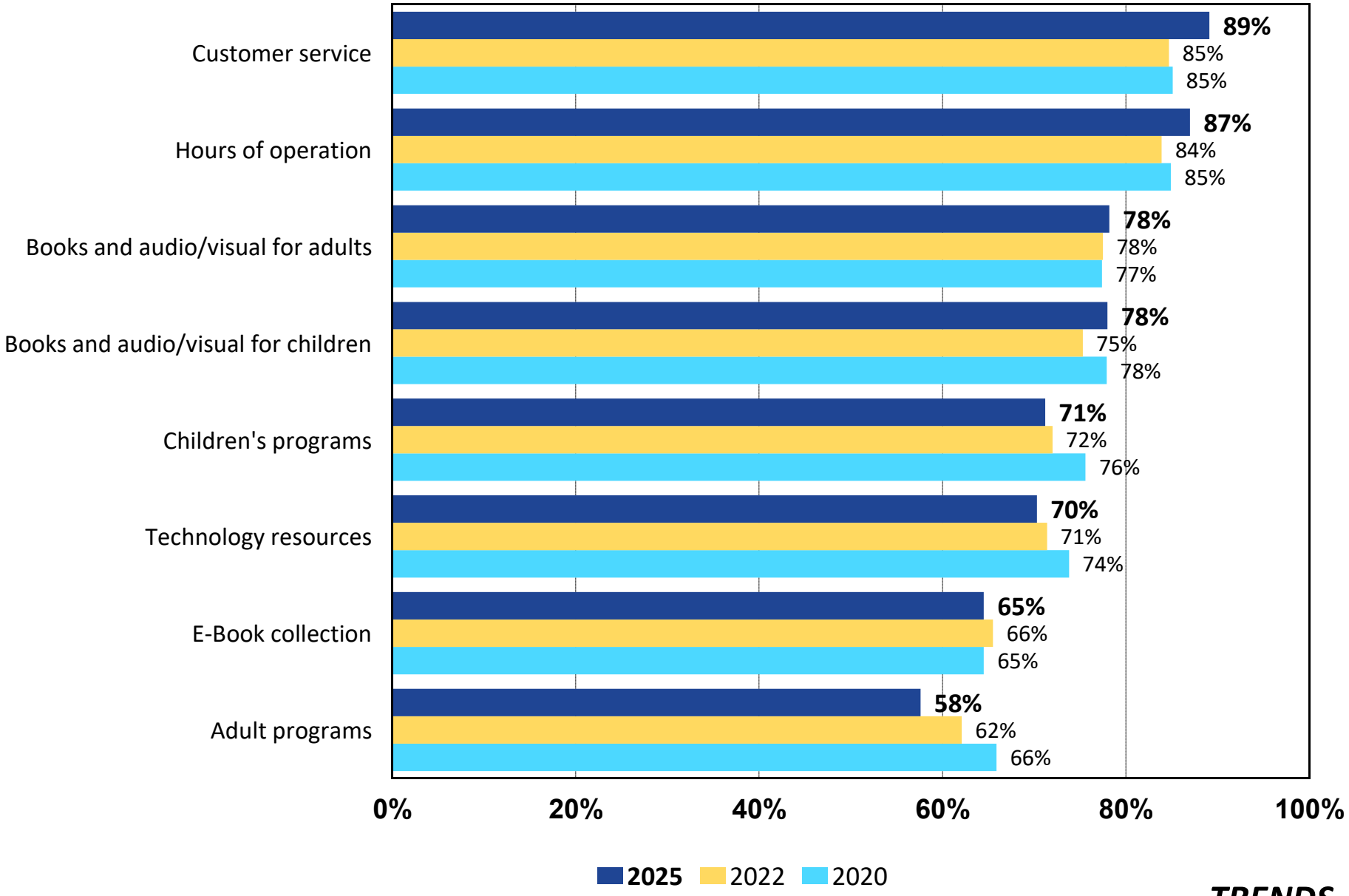
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with Library Services (2020, 2022 & 2025)

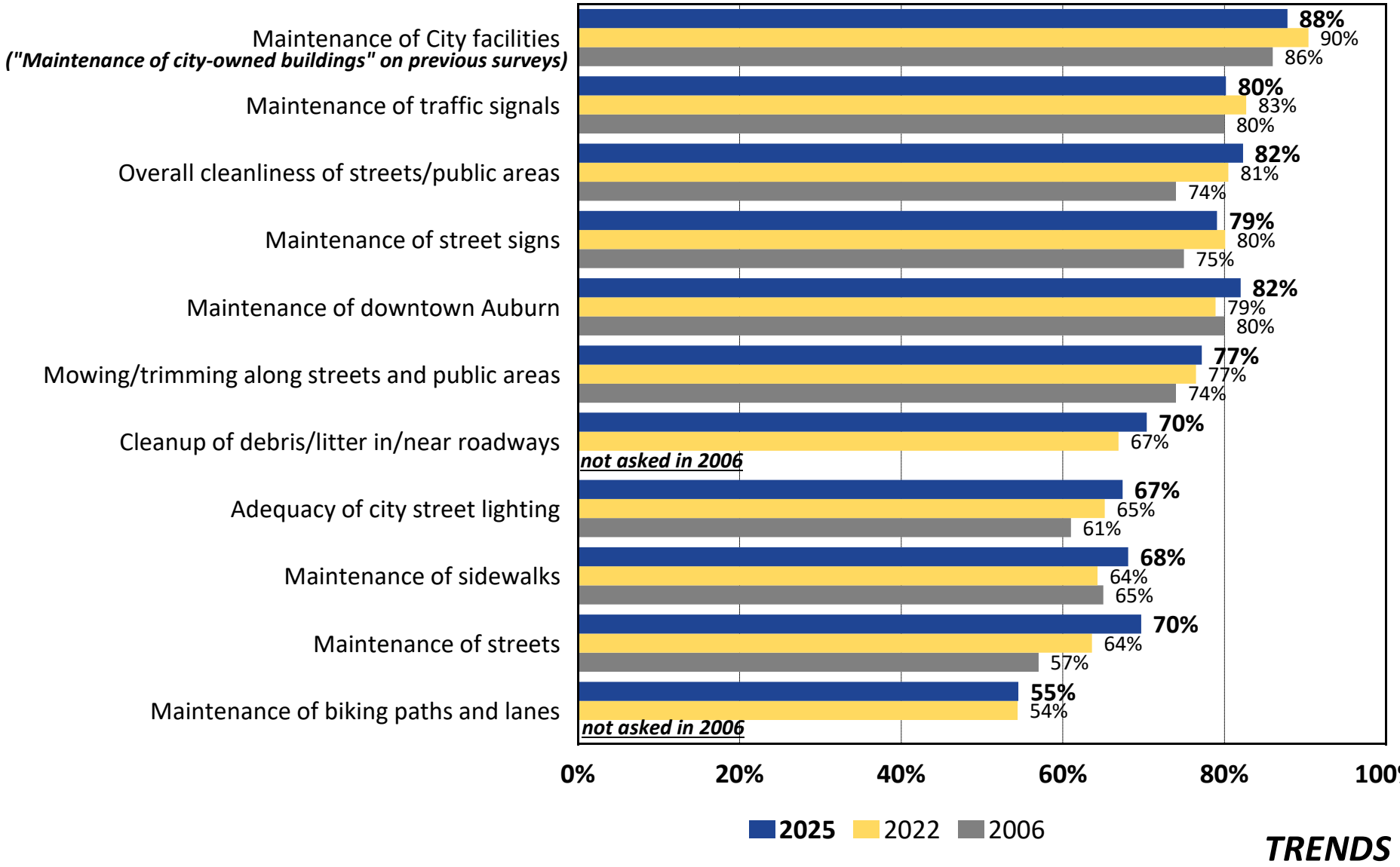
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with City Maintenance (2006, 2022 & 2025)

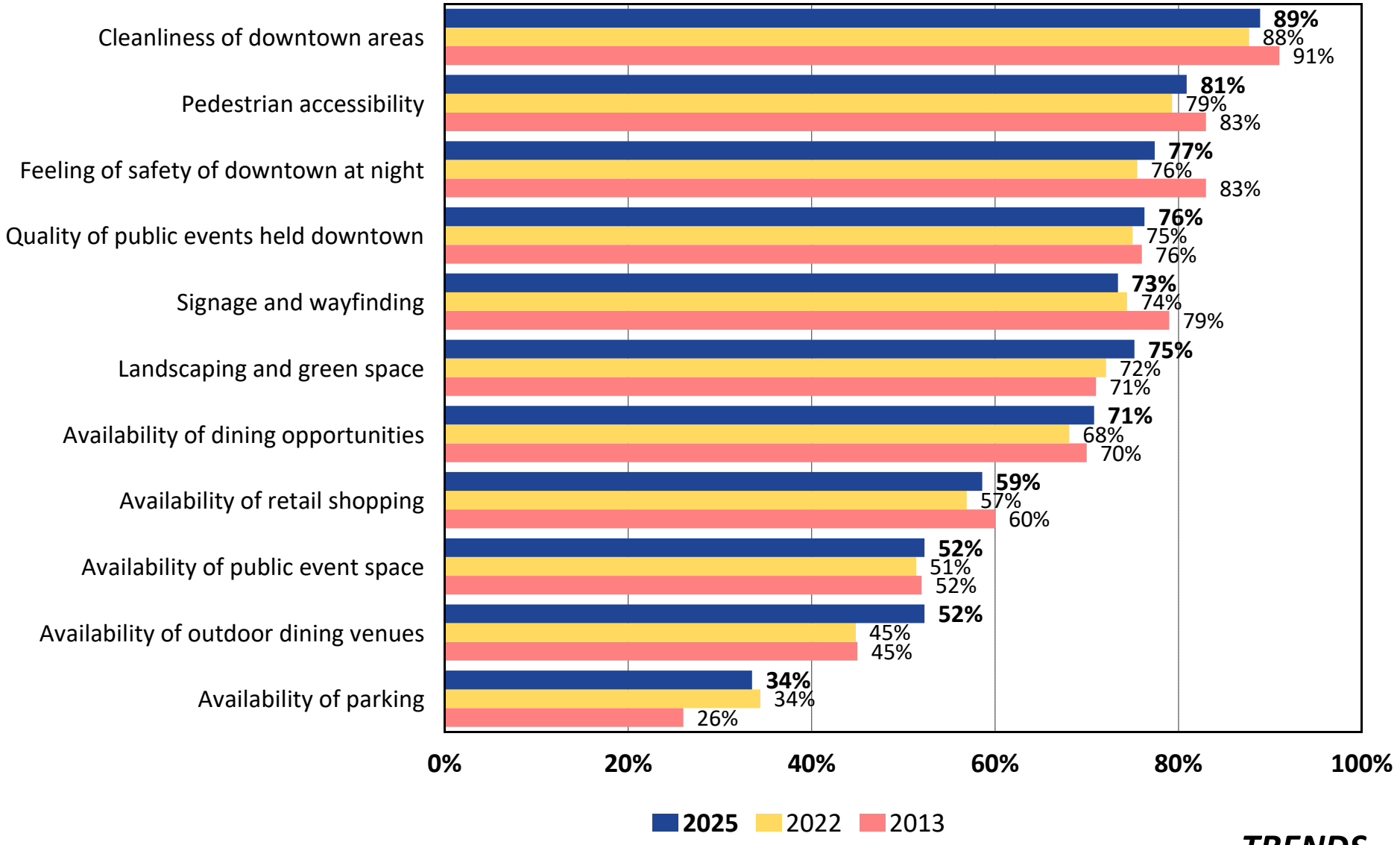
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with Downtown Auburn (2013, 2022 & 2025)

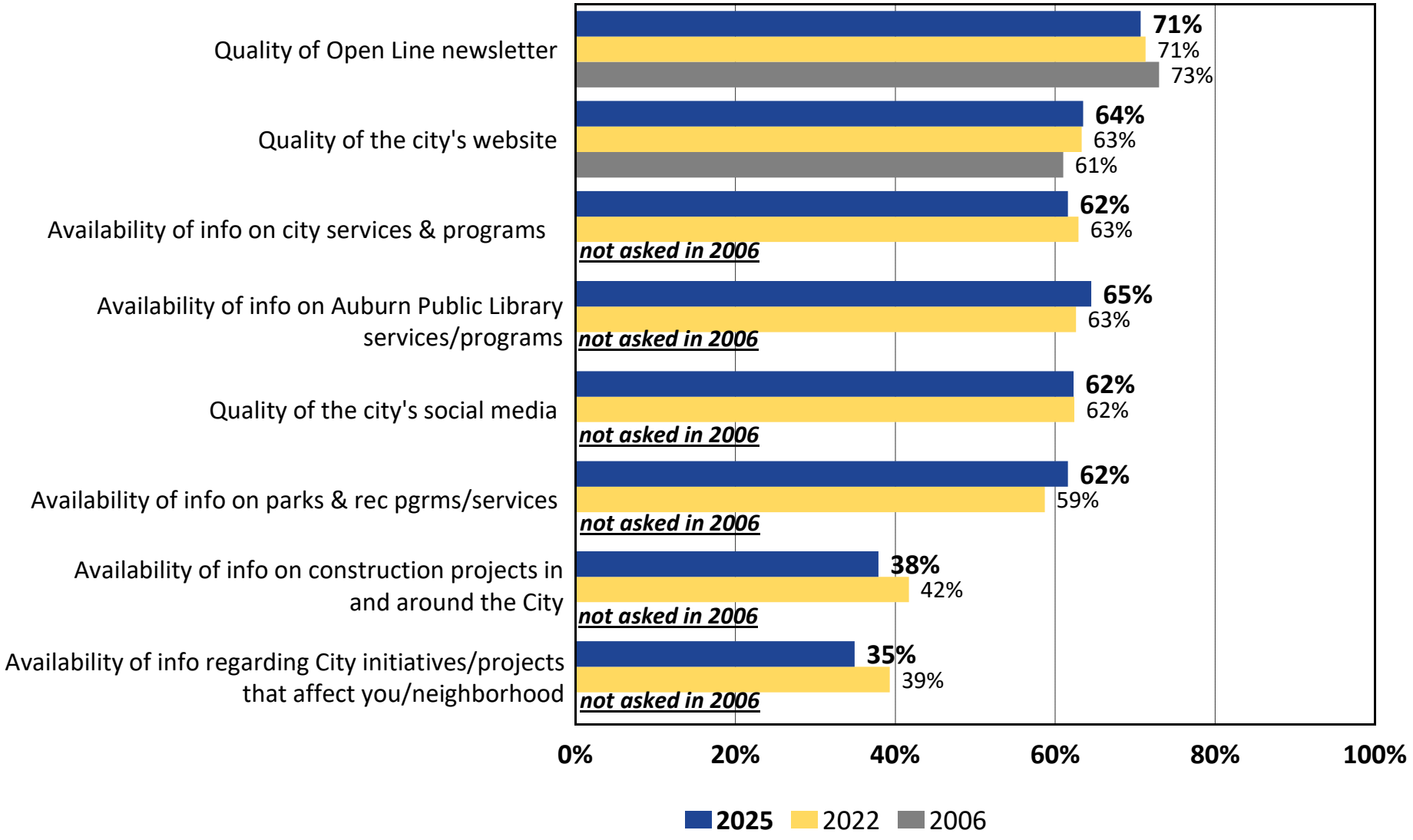
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Satisfaction with City Communication (2006, 2022 & 2025)

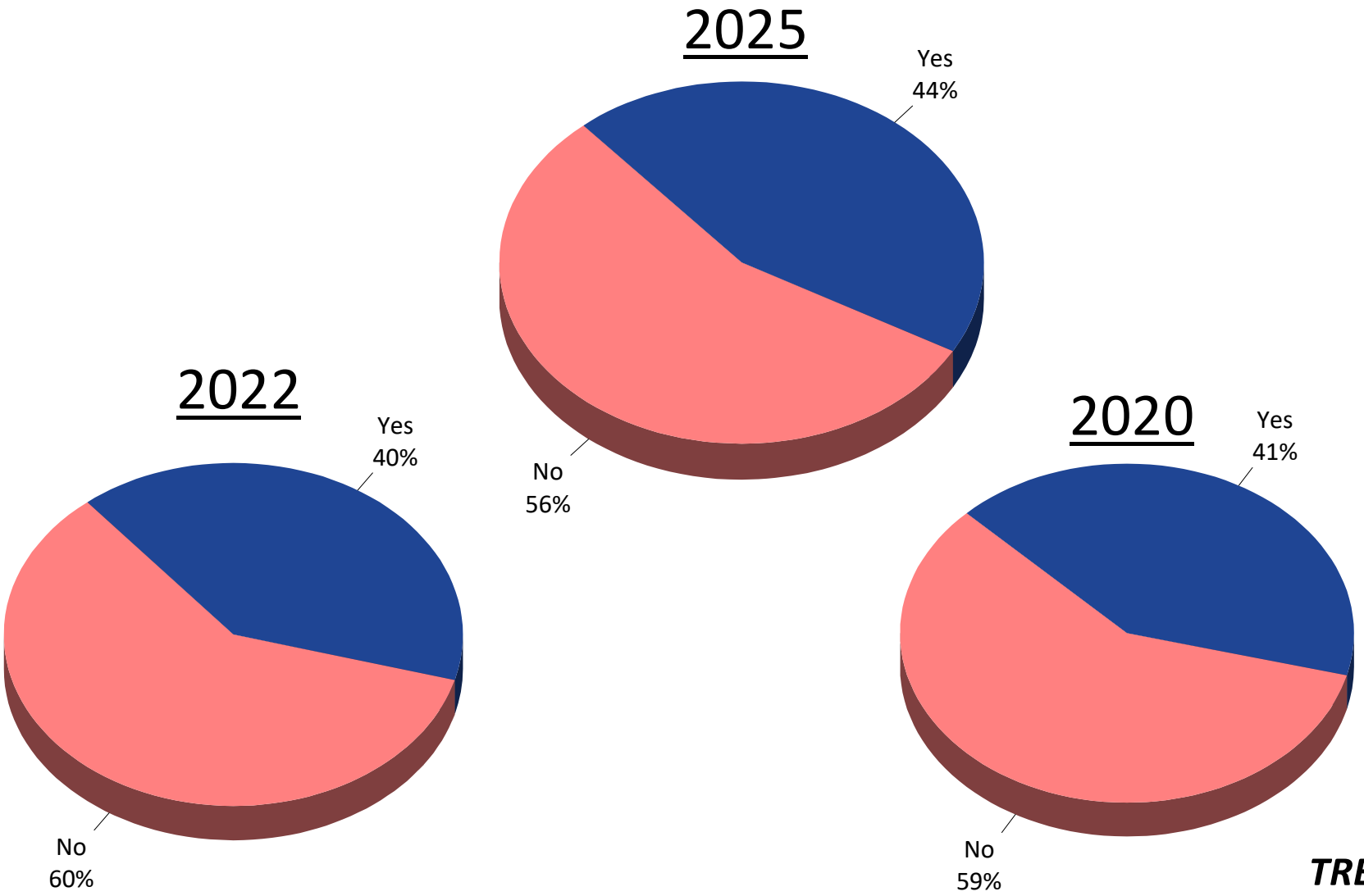
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Have you called or visited the City with a question, problem, or complaint during the past year? 2020, 2022 & 2025

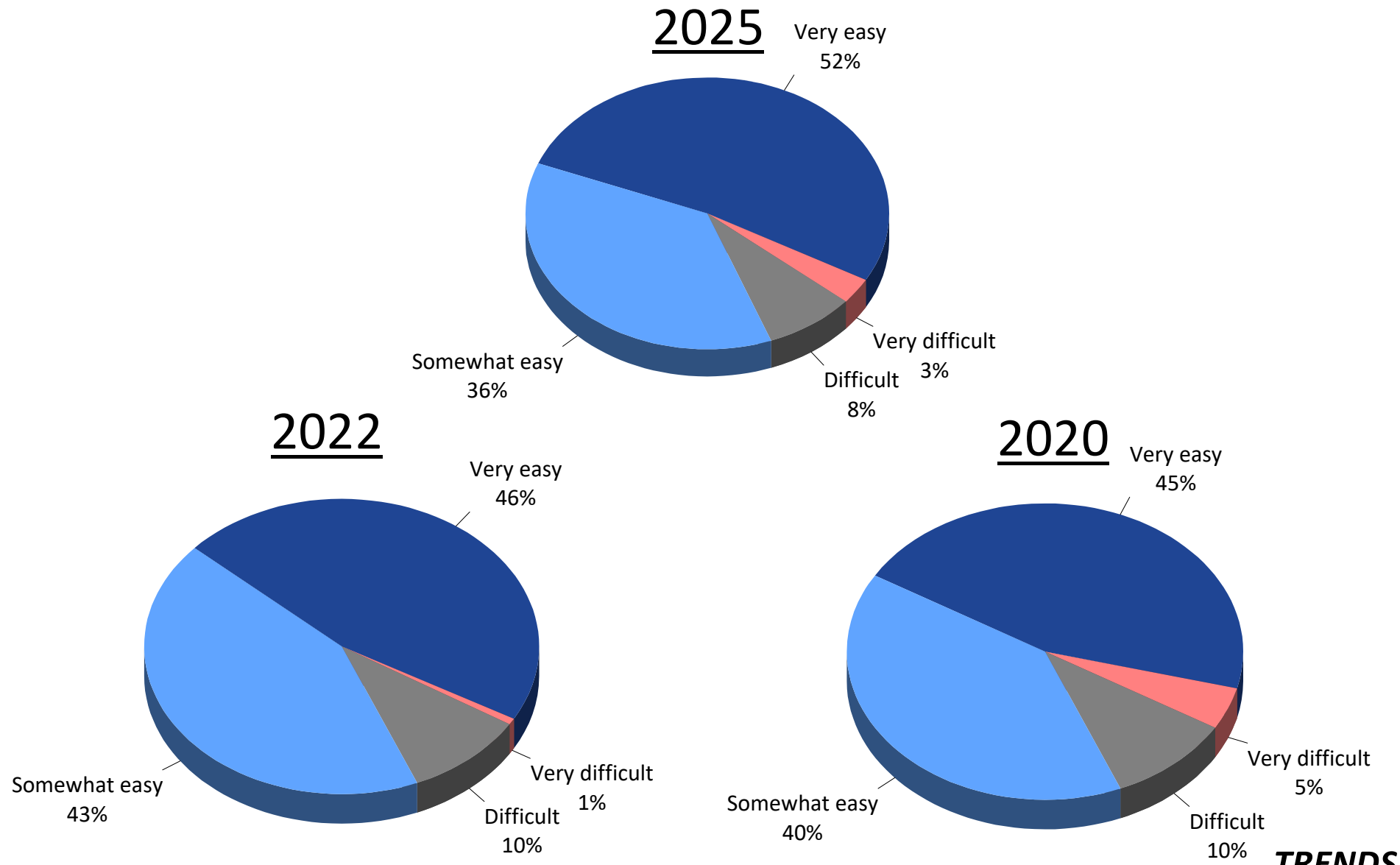
by percentage of residents surveyed



TRENDS

How easy was it to contact the person you needed to reach? (2020, 2022 & 2025)

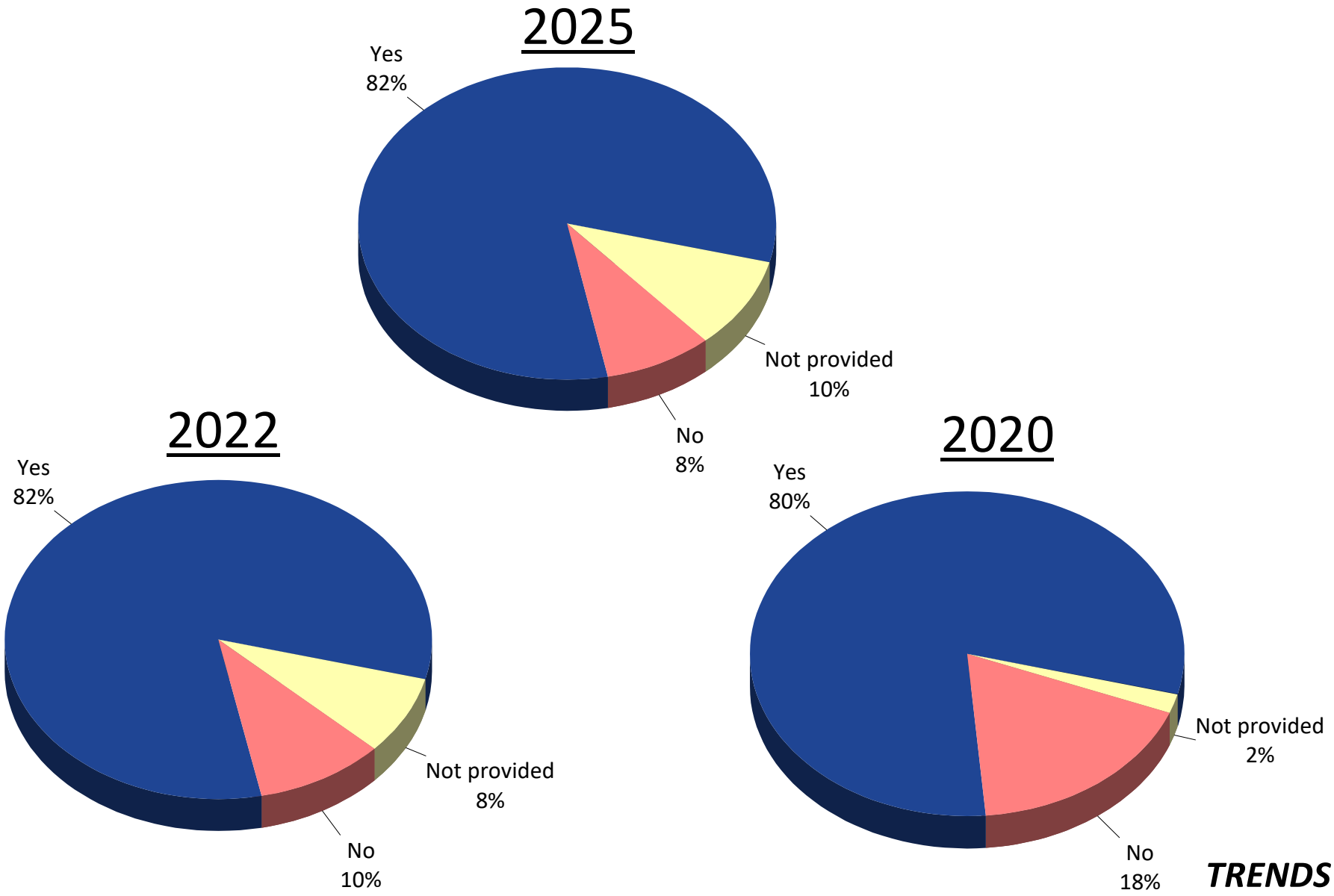
by percentage of respondents who contacted the City in the past year



TRENDS

Was the department you contacted responsive to your issue? (2020, 2022 & 2025)

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



TRENDS

4 Benchmarks

Benchmarking

Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States.

The charts on the following pages show how the results for the City of Auburn compares to the national average.

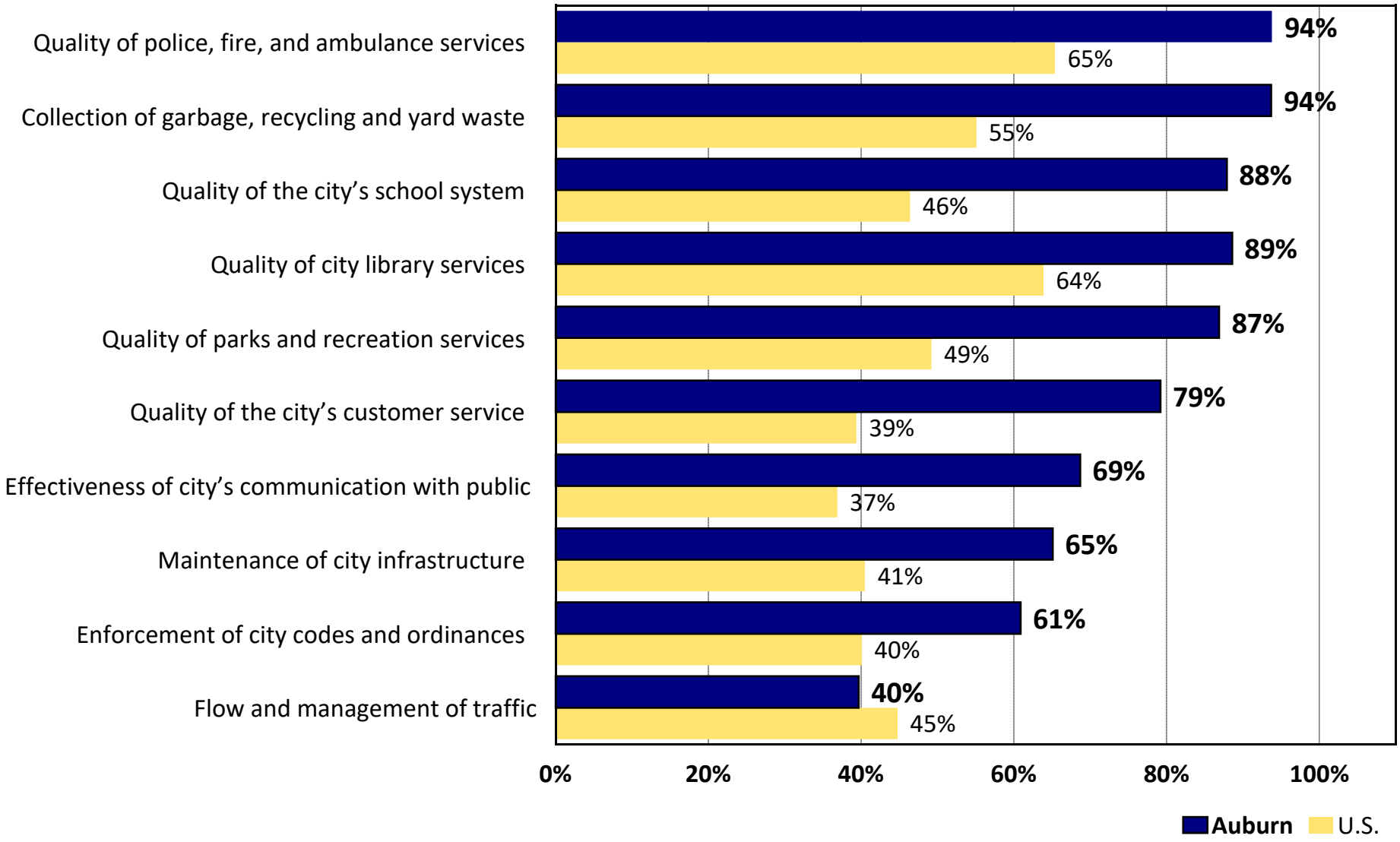
The charts on the following pages exclude the "don't know" responses to aid in data comparison.

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.

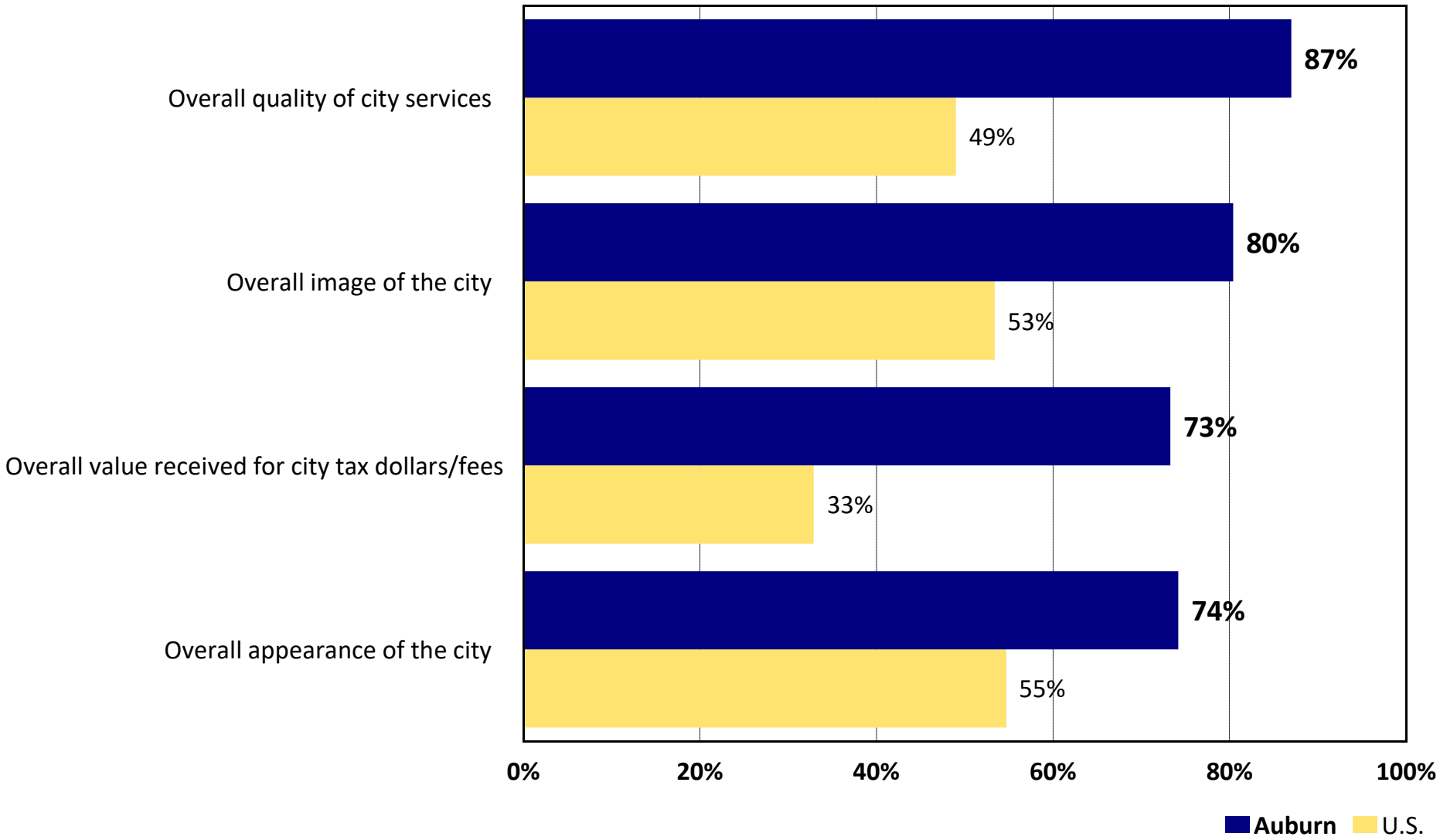
Overall Satisfaction with Major Categories of City Services
Auburn vs. the U.S.

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)



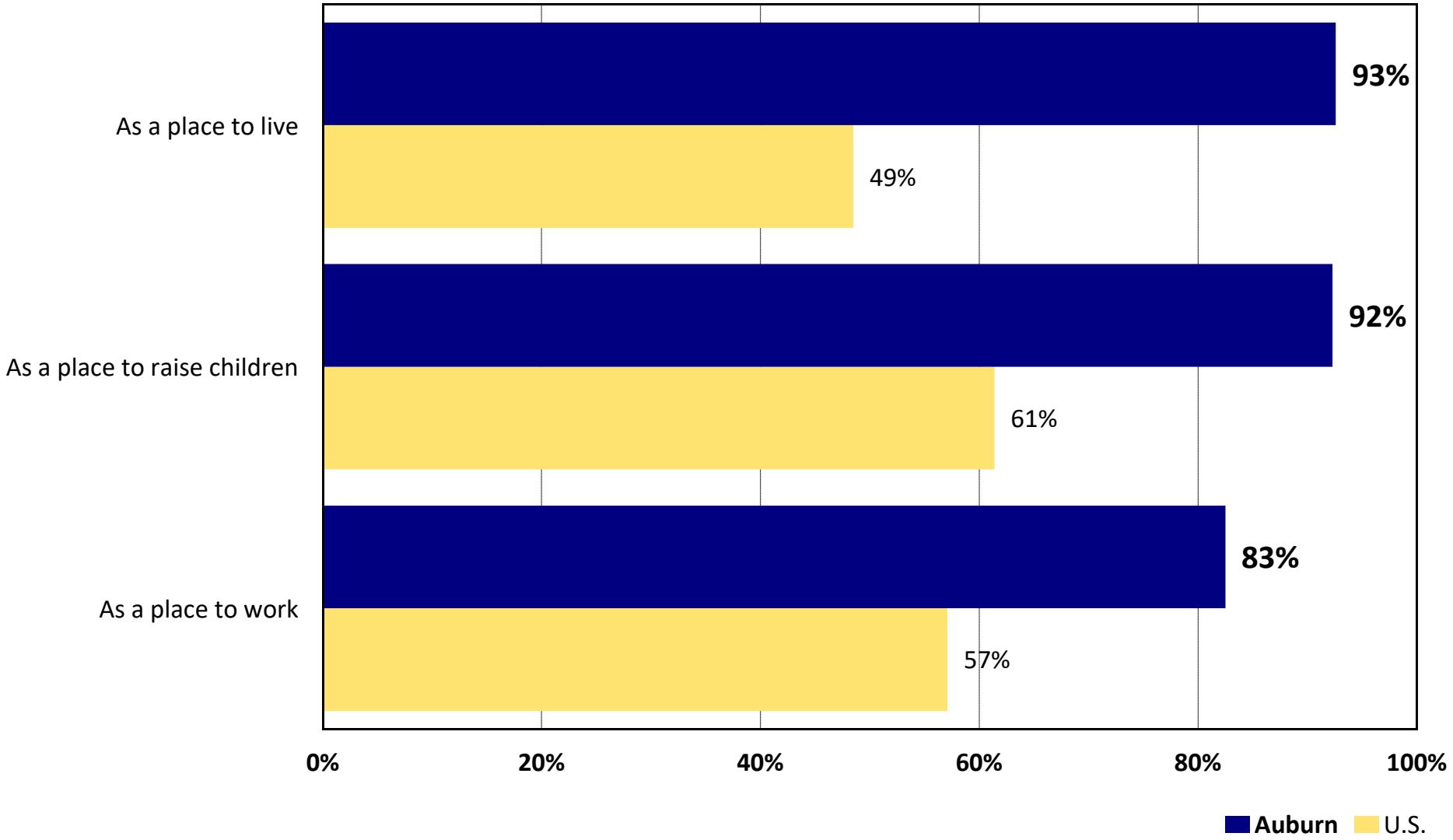
Satisfaction with Issues that Influence Perceptions of the City
Auburn vs. the U.S.

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)



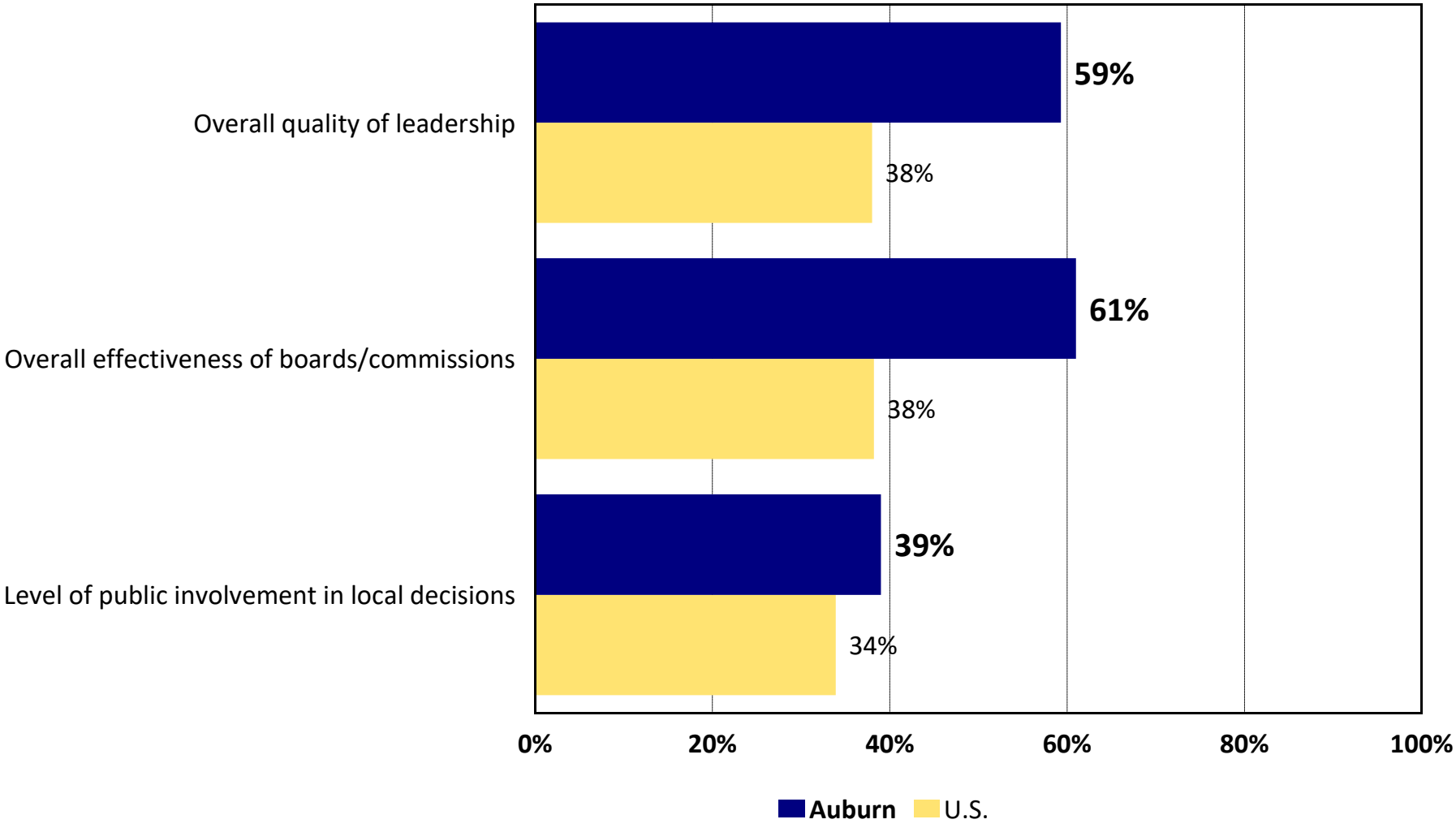
Overall Ratings of the Community
Auburn vs. the U.S.

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)



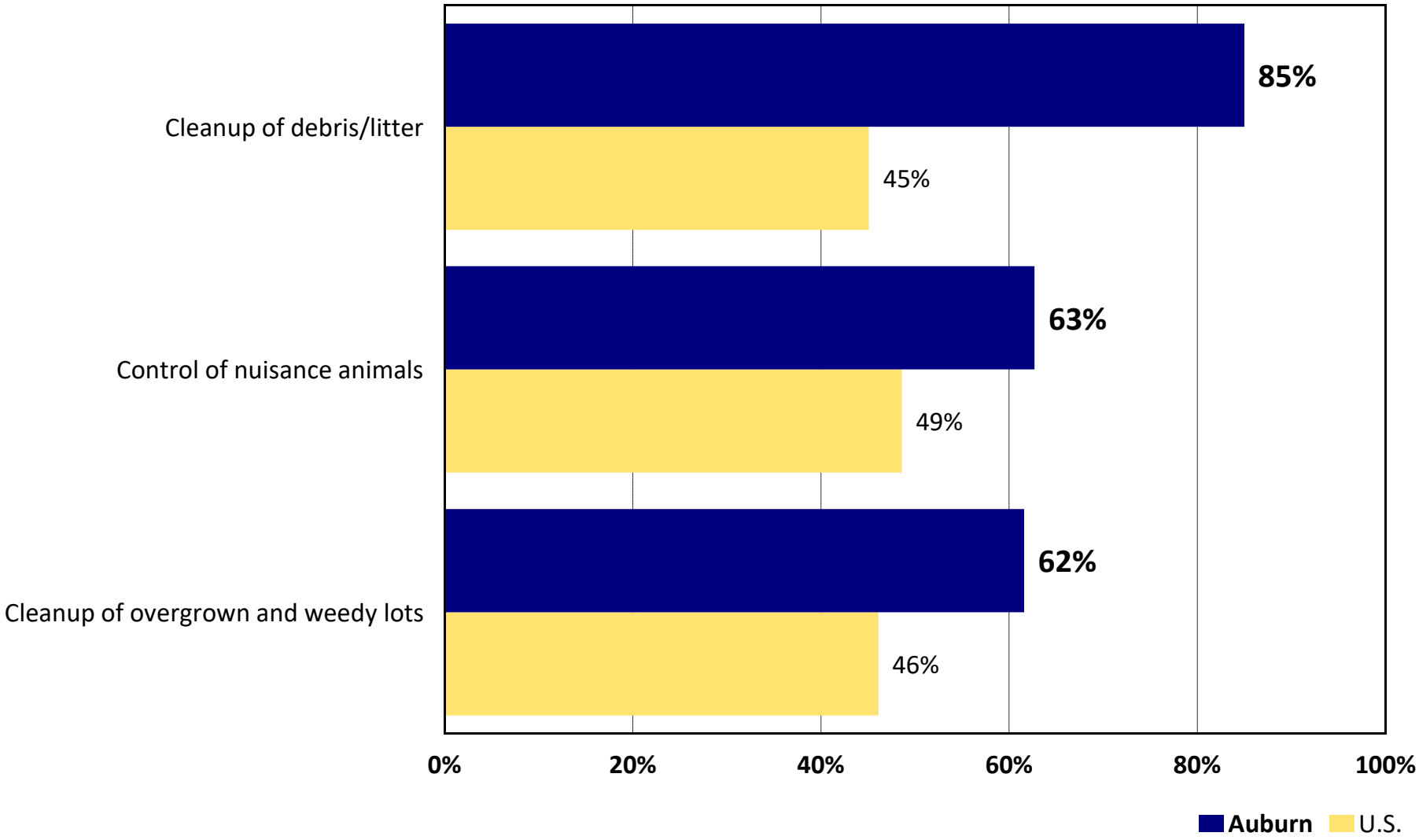
Overall Satisfaction with City Leadership
Auburn vs. the U.S.

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



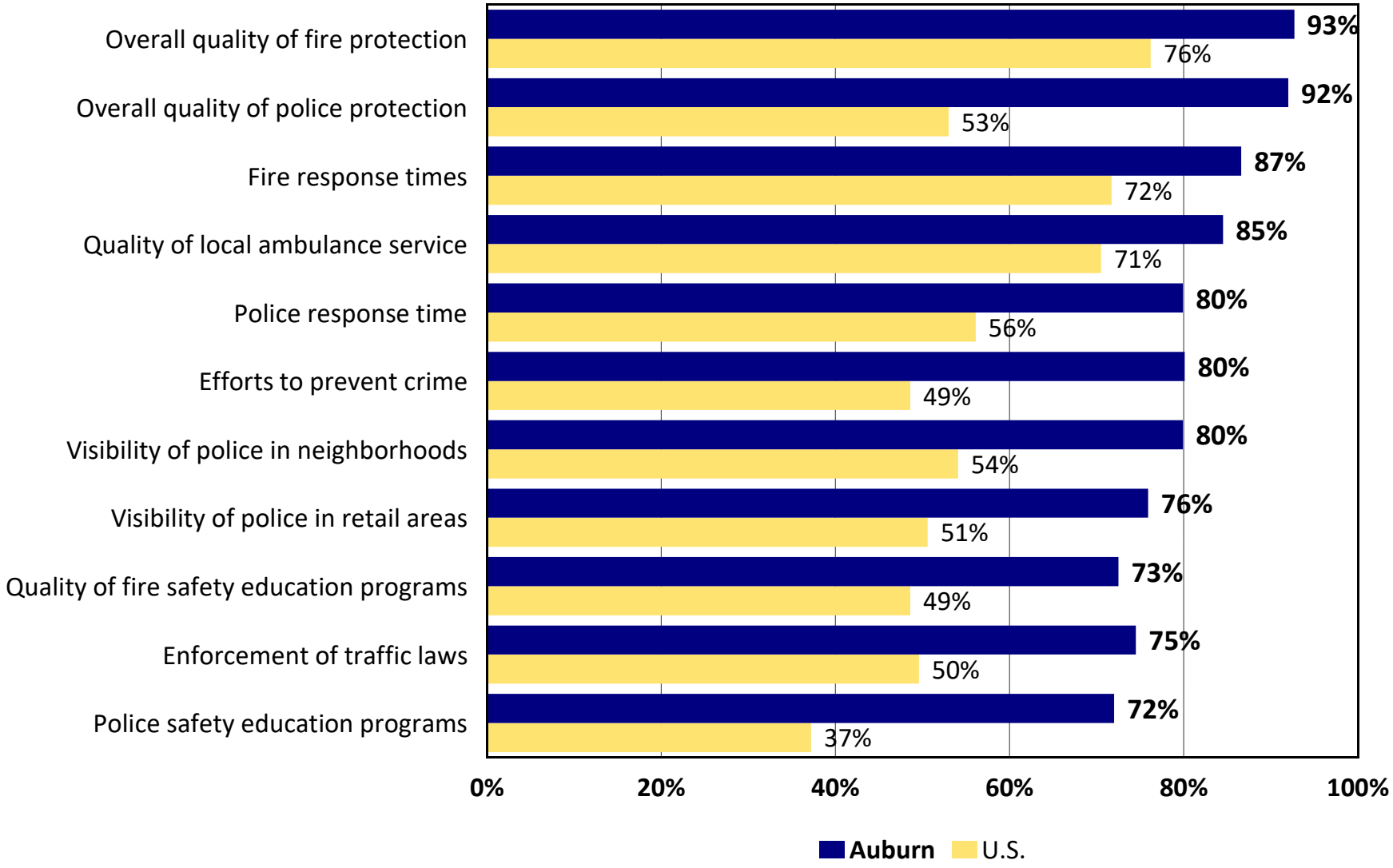
Overall Satisfaction with Code Enforcement
Auburn vs. the U.S.

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)



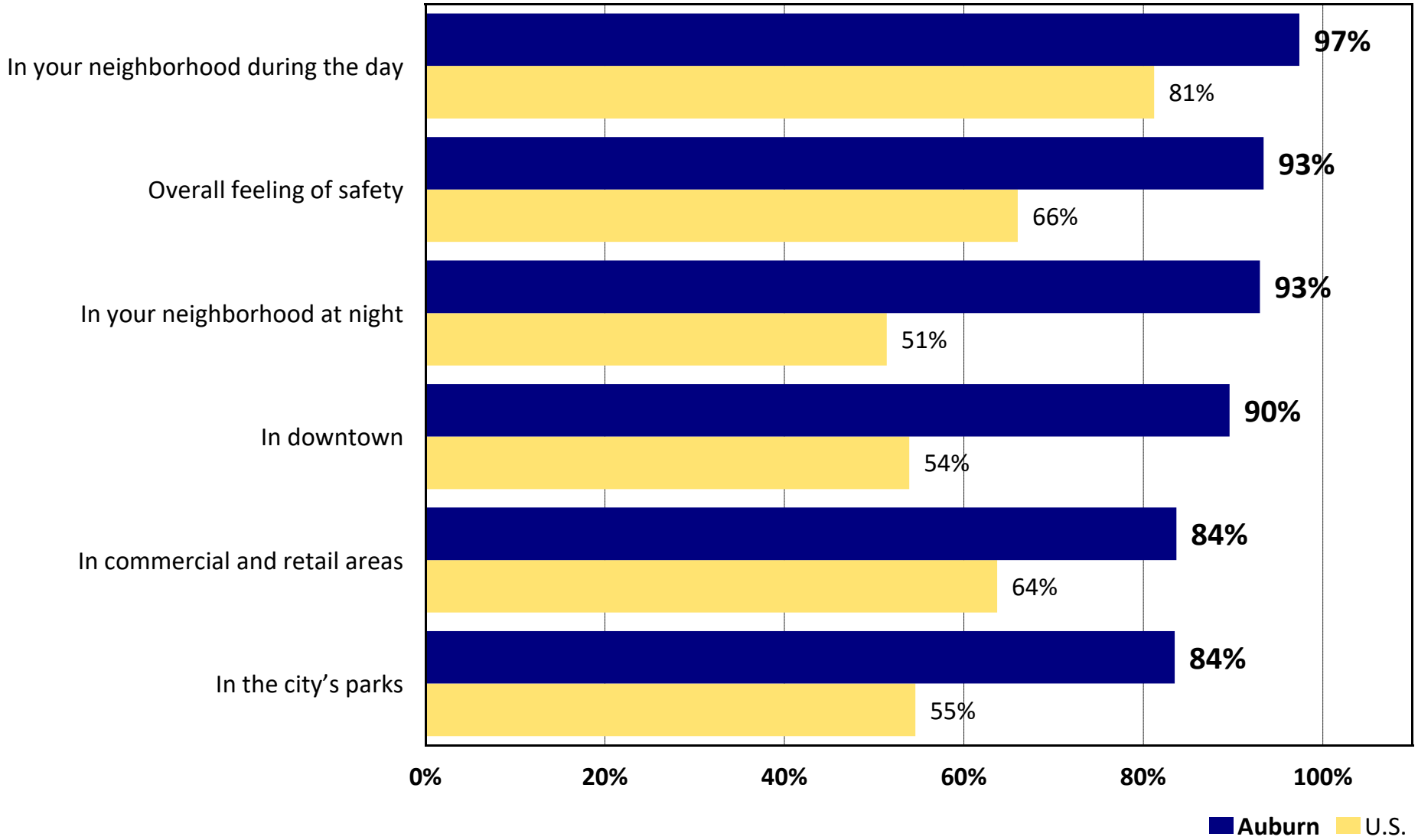
Overall Satisfaction with Public Safety Services
Auburn vs. the U.S.

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)



Overall Feeling of Safety
Auburn vs. the U.S.

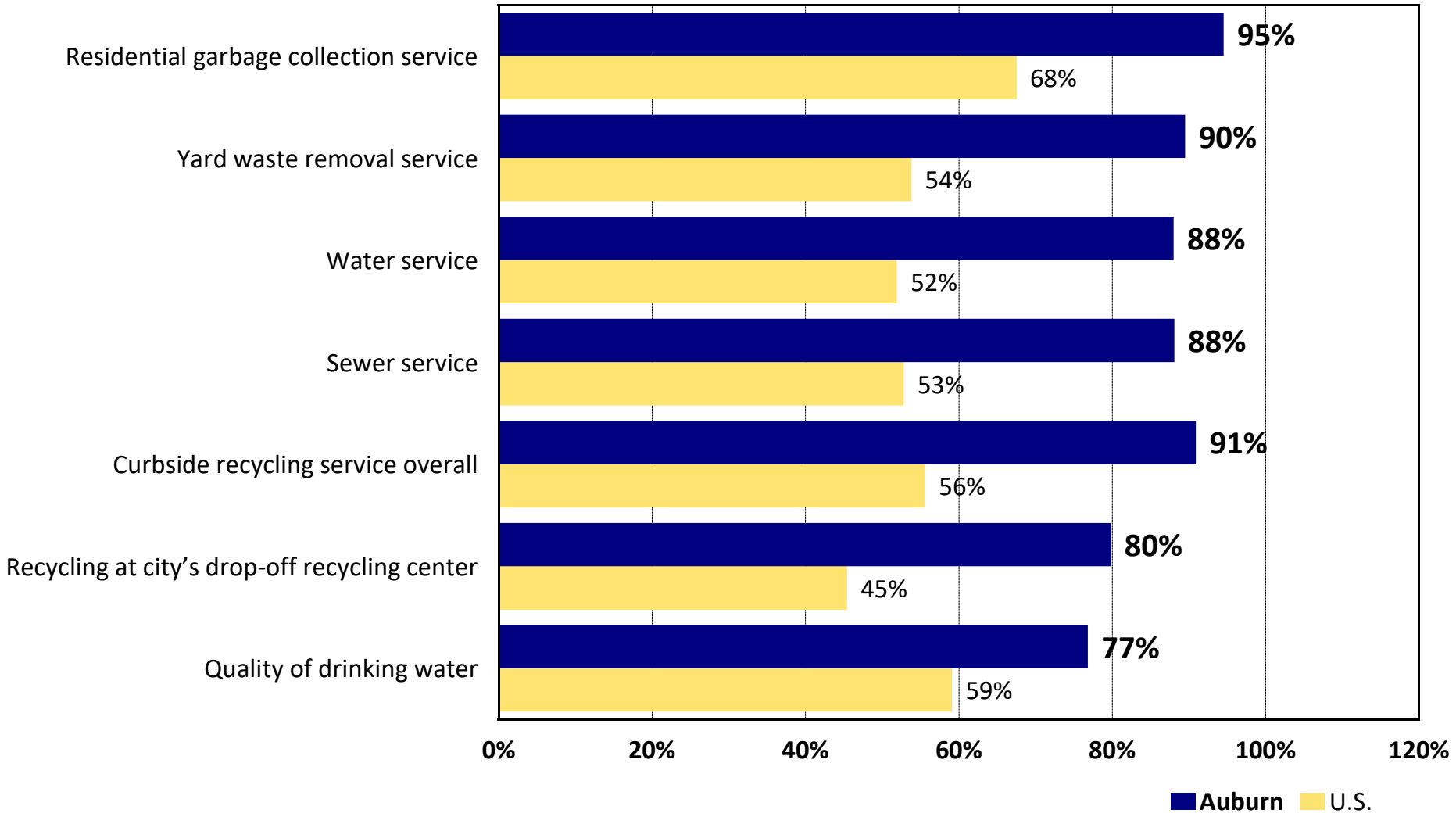
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Garbage, Recycling, Sewer and Water Services

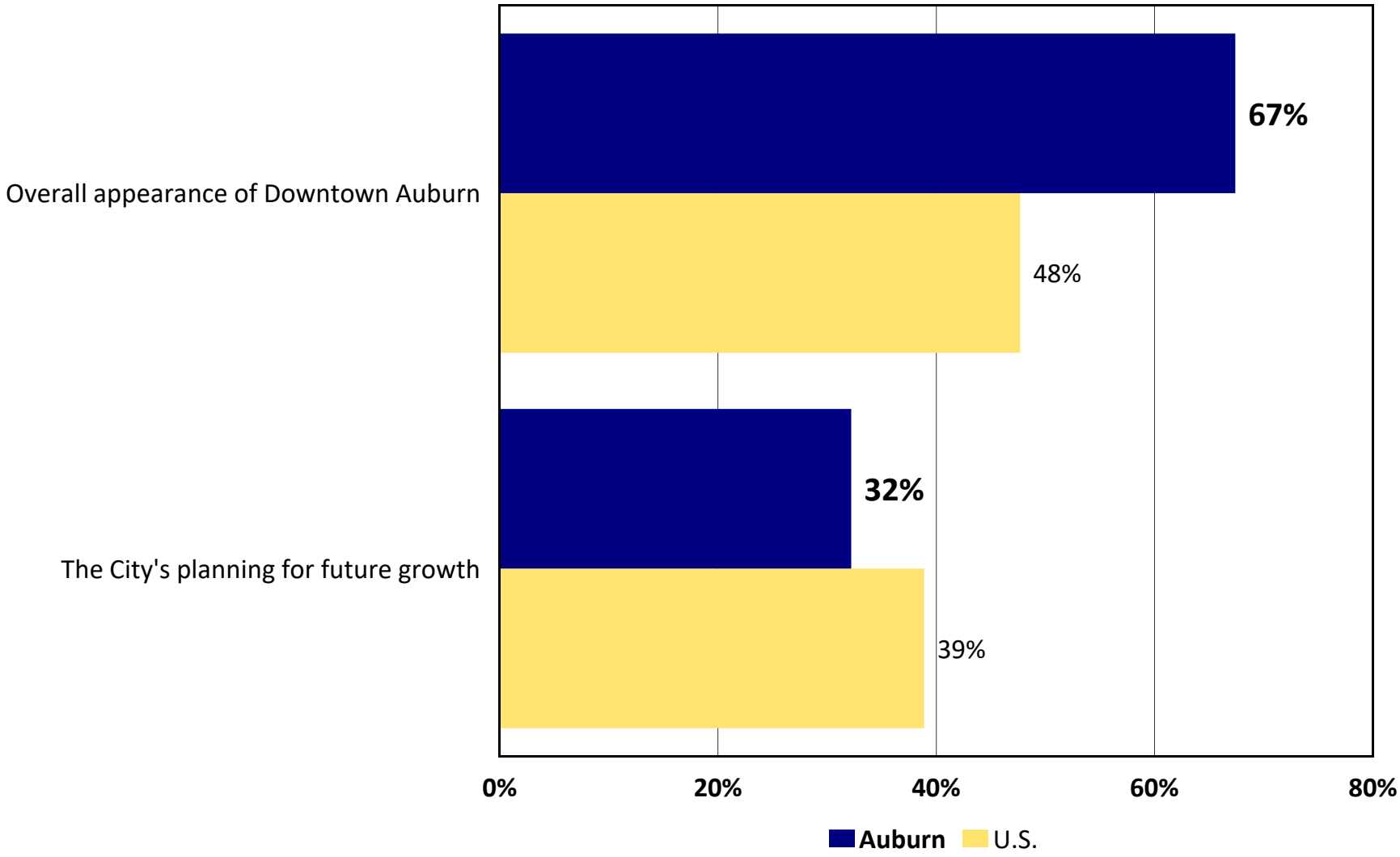
Auburn vs. the U.S.

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



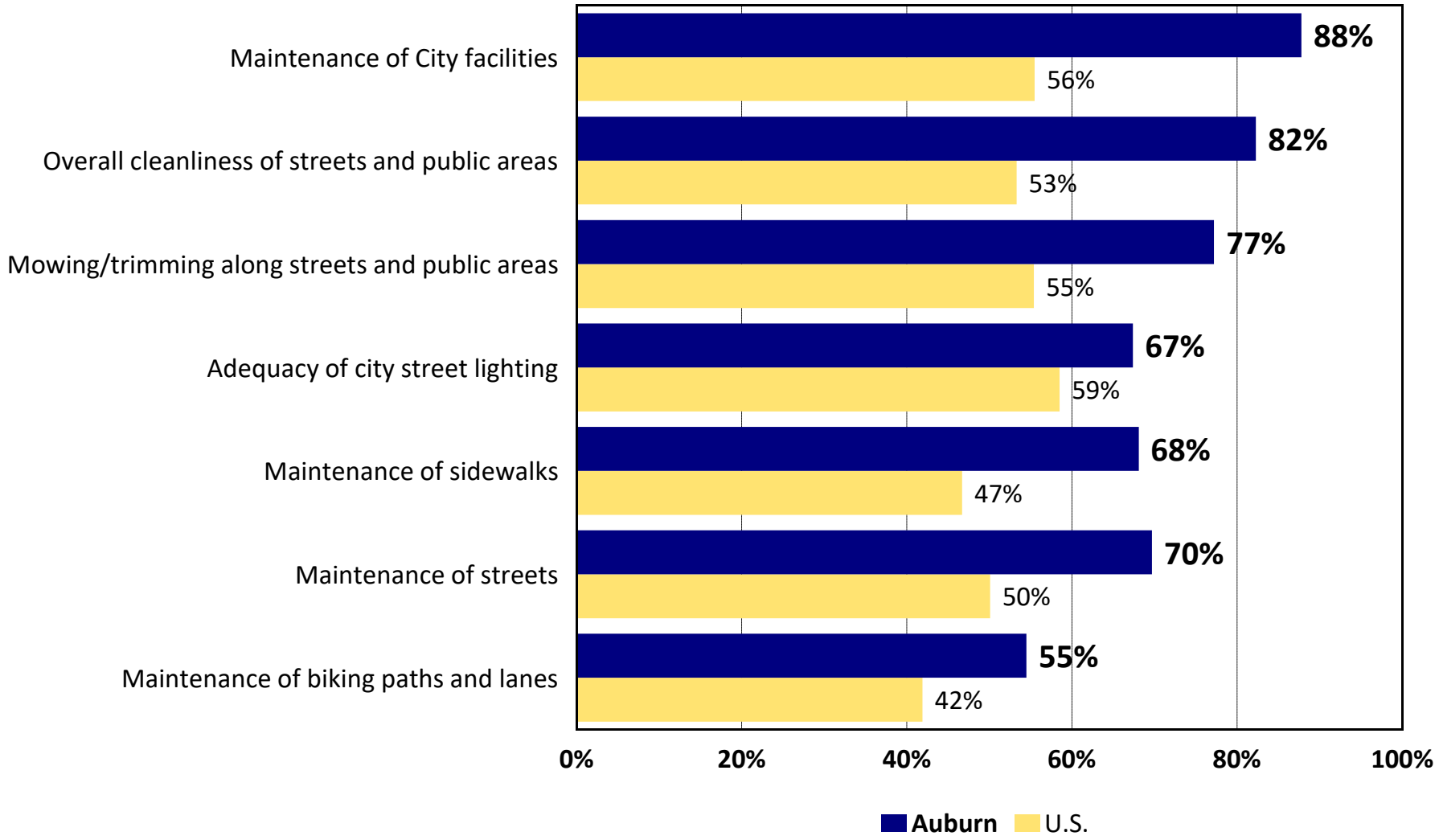
Overall Satisfaction with Development and Redevelopment
Auburn vs. the U.S.

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)



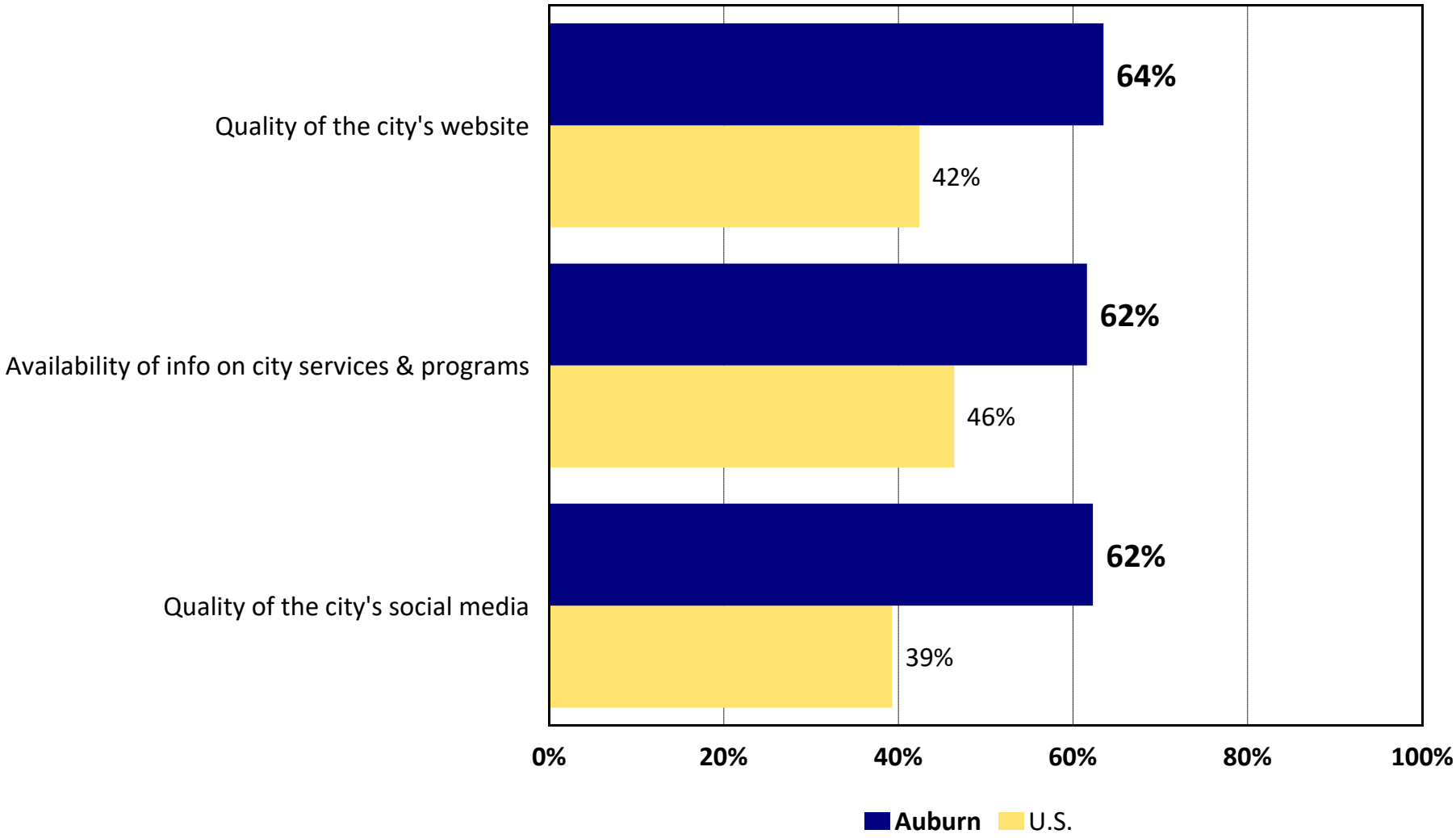
Overall Satisfaction with City Maintenance
Auburn vs. the U.S.

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)



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)



5 Importance-Satisfaction Rating

Importance-Satisfaction Analysis
rn

Overview

Today, city officials have limited resources which need to be targeted to actions 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 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.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the city's performance in the related area (the sum of the ratings of 4 ("good") and 5 ("excellent") on a 5-point scale excluding "don't know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: In an example scenario, respondents were asked to rate their satisfaction parks and facilities then select the top three most important aspects to their household. In this example, twenty-eight percent (28%) of respondents selected *quality/number of outdoor amenities* as one of the most important services.

Regarding satisfaction, 73% of respondents rated the city's overall performance in the *quality/number of outdoor amenities* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *quality/number of outdoor amenities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 28% was multiplied by 51% (1-0.73). This calculation yielded an I-S rating of 0.0750 which ranked 3rd out of 15 city services.

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 and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the city to emphasize over the next five 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* (IS>=0.20)
- *Increase Current Emphasis* (0.10<=IS<0.20)
- *Maintain Current Emphasis* (IS<0.10)

The results for the City of Auburn are provided on the following pages.

2025 Importance-Satisfaction Rating
City of Auburn
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow and management of traffic	69.10%	1	39.70%	10	0.4167	1
Maintenance of City infrastructure	58.10%	2	65.10%	8	0.2028	2
Medium Priority (IS <.10)						
Enforcement of City codes and ordinances	20.20%	6	60.90%	9	0.0790	3
Effectiveness of City's communication with the public	18.50%	7	68.70%	7	0.0579	4
Quality of the City's school system	33.30%	3	87.90%	4	0.0403	5
Quality of parks and recreation services	27.50%	4	86.90%	5	0.0360	6
Quality of police, fire, and ambulance services	25.50%	5	93.80%	1	0.0158	7
Quality of the City's customer service	7.50%	10	79.20%	6	0.0156	8
Quality of City library services	10.80%	8	88.60%	3	0.0123	9
Collection of garbage, recycling and yard waste	9.20%	9	93.70%	2	0.0058	10

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

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

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

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2025 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
Very High Priority (IS >.20)						
Efforts to remove dilapidated structures	42.40%	2	52.50%	5	0.2014	1
High Priority (IS >.10)						
Cleanup of overgrown and weedy lots	51.10%	1	61.60%	4	0.1962	2
Medium Priority (IS <.10)						
Control of nuisance animals	19.40%	5	62.70%	3	0.0724	3
Cleanup of debris/litter	39.90%	3	85.00%	1	0.0599	4
Cleanup of large junk/abandoned vehicles	21.00%	4	80.00%	2	0.0420	5

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

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

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

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2025 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
Medium Priority (IS <.10)						
Efforts to prevent crime	41.10%	1	80.10%	5	0.0818	1
Visibility of police in neighborhoods	37.00%	2	79.90%	6	0.0744	1
Visibility of police in retail areas	27.10%	4	75.90%	8	0.0653	1
Enforcement of traffic laws	24.70%	5	74.50%	9	0.0630	1
Police safety education programs	14.50%	9	72.00%	11	0.0406	1
Quality of local ambulance service	21.80%	6	84.50%	4	0.0338	1
Quality of fire safety education programs	12.20%	10	72.50%	10	0.0336	1
Police response time	15.20%	8	79.90%	7	0.0306	1
Overall quality of police protection	30.90%	3	92.00%	2	0.0247	1
Fire response times	9.60%	11	86.60%	3	0.0129	1
Overall quality of fire protection	16.10%	7	92.70%	1	0.0118	1

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

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

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

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2025 Importance-Satisfaction Rating
City of Auburn
Garbage, Recycling, Sewer, and Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS >.10)						
Quality of drinking water	43.70%	1	76.80%	9	0.1014	1
Medium Priority (IS <.10)						
Material types accepted for recycling	29.90%	2	78.00%	8	0.0658	2
Recycling at the City's drop-off recycling center	11.50%	8	79.80%	7	0.0232	3
Water service	14.60%	5	88.00%	5	0.0175	4
Sewer service	12.00%	7	88.10%	4	0.0143	5
Yard waste removal service	13.50%	6	89.50%	3	0.0142	6
Curbside recycling service overall	15.10%	4	90.90%	2	0.0137	7
Utility Billing Office customer service	7.60%	9	82.50%	6	0.0133	8
Residential garbage collection service	19.20%	3	94.50%	1	0.0106	9

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

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

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

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2025 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)						
Quality of senior programs	29.80%	3	45.10%	14	0.1636	1
Quality of walking trails	41.20%	1	66.90%	7	0.1364	2
Medium Priority (IS <.10)						
Quality of community recreation centers	26.40%	4	65.20%	8	0.0919	3
Quality of special needs/therapeutics programs	15.60%	11	42.60%	15	0.0895	4
Quality of fitness areas within recreation centers	18.80%	9	54.80%	12	0.0850	5
Quality of cultural arts programs	21.20%	6	64.10%	9	0.0761	6
Quality of youth athletic programs	21.10%	7	68.70%	6	0.0660	7
Quality of special events	23.60%	5	72.30%	4	0.0654	8
Quality of adult athletic programs	12.60%	13	51.40%	13	0.0612	9
Ease of registering for programs	12.80%	12	55.10%	11	0.0575	10
Quality of parks	35.70%	2	85.40%	1	0.0521	11
Fees charged for recreation programs	12.30%	14	59.00%	10	0.0504	12
Quality of outdoor athletic fields	15.80%	10	70.40%	5	0.0468	13
Quality of playgrounds	20.00%	8	79.50%	2	0.0410	14
Quality of cemeteries	8.20%	15	75.90%	3	0.0198	15

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 from City leaders over the next two years.

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

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2025 Importance-Satisfaction Rating
City of Auburn
Library Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS >.10)						
Adult programs	27.70%	5	57.60%	9	0.1174	1
Medium Priority (IS <.10)						
e-Book collection	29.00%	1	64.50%	7	0.1030	2
Children's programs	28.60%	3	71.20%	5	0.0824	3
Technology resources	21.40%	6	70.30%	6	0.0636	4
Books and audio/visual for adults	28.90%	2	78.20%	3	0.0630	5
Books and audio/visual for children	27.90%	4	78.00%	4	0.0614	6
Availability of meeting spaces within the library	14.60%	7	62.50%	8	0.0548	7
Hours of operation	13.60%	8	87.00%	2	0.0177	8
Customer service	9.60%	9	89.10%	1	0.0105	9

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

Most Important %:

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

Satisfaction %:

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

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2025 Importance-Satisfaction Rating
City of Auburn
City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS >.10)						
Maintenance of city streets	42.80%	1	69.70%	8	0.1297	1
Adequacy of City street lighting	34.50%	2	67.40%	10	0.1125	2
Maintenance of biking paths and lanes	24.10%	5	54.50%	11	0.1097	3
Medium Priority (IS <.10)						
Maintenance of sidewalks	30.60%	3	68.10%	9	0.0976	4
Cleanup of debris/litter in and near roadways	26.90%	4	70.40%	7	0.0796	5
Mowing/trimming along streets and public areas	21.10%	6	77.20%	6	0.0481	6
Overall cleanliness of streets and public areas	20.70%	7	82.30%	2	0.0366	7
Maintenance of downtown Auburn	16.90%	8	82.00%	3	0.0304	8
Maintenance of traffic signals	14.80%	9	80.20%	4	0.0293	9
Maintenance of street signs	8.20%	10	79.10%	5	0.0171	10
Maintenance of City facilities	5.40%	11	87.80%	1	0.0066	11

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

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

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

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2025 Importance-Satisfaction Rating
City of Auburn
Downtown Auburn

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of parking	60.00%	1	33.50%	11	0.3990	1
Medium Priority (IS <.10)						
Availability of outdoor dining venues	20.70%	4	52.30%	9	0.0987	2
Feeling of safety of downtown at night	31.60%	2	77.40%	3	0.0714	3
Availability of retail shopping	15.10%	9	58.60%	8	0.0625	4
Availability of public event space	13.10%	10	52.30%	10	0.0625	5
Availability of dining opportunities	17.80%	8	70.80%	7	0.0520	6
Landscaping and green space	20.40%	5	75.20%	5	0.0506	7
Quality of public events held downtown	18.70%	7	76.30%	4	0.0443	8
Pedestrian accessibility	21.90%	3	80.90%	2	0.0418	9
Signage and wayfinding	10.50%	11	73.40%	6	0.0279	10
Cleanliness of downtown areas	19.80%	6	88.90%	1	0.0220	11

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

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

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

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6 Tabular Data

Q1. Major Categories of City Services. Please rate your overall satisfaction with the following major categories of services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of City's school system	40.4%	29.1%	6.6%	2.6%	0.3%	21.0%
Q1-2. Quality of police, fire, & ambulance services	55.2%	32.7%	4.6%	0.7%	0.5%	6.4%
Q1-3. Quality of parks & recreation services	43.7%	39.1%	7.7%	4.4%	0.3%	4.8%
Q1-4. Quality of City library services	44.3%	30.0%	7.7%	1.5%	0.3%	16.1%
Q1-5. Quality of City's customer service	28.1%	33.7%	14.6%	1.3%	0.3%	22.0%
Q1-6. Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	22.8%	41.9%	19.5%	12.6%	2.5%	0.7%
Q1-7. Enforcement of City codes & ordinances	18.4%	31.5%	23.6%	6.7%	1.6%	18.1%
Q1-8. Flow & management of traffic	9.9%	29.4%	22.7%	24.6%	12.5%	1.0%
Q1-9. Collection of garbage, recycling & yard waste	54.8%	38.3%	2.6%	3.4%	0.2%	0.7%
Q1-10. Effectiveness of City's communication with the public	27.6%	37.3%	24.5%	3.9%	1.1%	5.6%

(WITHOUT "DON'T KNOW")

Q1. Major Categories of City Services. Please rate your overall satisfaction with the following major categories of services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of City's school system	51.1%	36.8%	8.3%	3.3%	0.4%
Q1-2. Quality of police, fire, & ambulance services	58.9%	34.9%	4.9%	0.7%	0.5%
Q1-3. Quality of parks & recreation services	45.9%	41.0%	8.1%	4.7%	0.3%
Q1-4. Quality of City library services	52.8%	35.8%	9.2%	1.8%	0.4%
Q1-5. Quality of City's customer service	36.0%	43.2%	18.7%	1.7%	0.4%
Q1-6. Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	23.0%	42.1%	19.7%	12.7%	2.5%
Q1-7. Enforcement of City codes & ordinances	22.4%	38.5%	28.9%	8.2%	2.0%
Q1-8. Flow & management of traffic	10.0%	29.7%	22.9%	24.9%	12.6%
Q1-9. Collection of garbage, recycling & yard waste	55.2%	38.5%	2.6%	3.5%	0.2%
Q1-10. Effectiveness of City's communication with the public	29.2%	39.5%	25.9%	4.2%	1.2%

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Quality of City's school system	110	18.1 %
Quality of police, fire, & ambulance services	45	7.4 %
Quality of parks & recreation services	36	5.9 %
Quality of City library services	8	1.3 %
Quality of City's customer service	4	0.7 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	94	15.4 %
Enforcement of City codes & ordinances	26	4.3 %
Flow & management of traffic	246	40.4 %
Collection of garbage, recycling & yard waste	9	1.5 %
Effectiveness of City's communication with the public	10	1.6 %
None chosen	21	3.4 %
Total	609	100.0 %

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Quality of City's school system	41	6.7 %
Quality of police, fire, & ambulance services	60	9.9 %
Quality of parks & recreation services	69	11.3 %
Quality of City library services	25	4.1 %
Quality of City's customer service	9	1.5 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	168	27.6 %
Enforcement of City codes & ordinances	36	5.9 %
Flow & management of traffic	106	17.4 %
Collection of garbage, recycling & yard waste	16	2.6 %
Effectiveness of City's communication with the public	39	6.4 %
None chosen	40	6.6 %
Total	609	100.0 %

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Quality of City's school system	52	8.5 %
Quality of police, fire, & ambulance services	50	8.2 %
Quality of parks & recreation services	63	10.3 %
Quality of City library services	33	5.4 %
Quality of City's customer service	32	5.3 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	92	15.1 %
Enforcement of City codes & ordinances	61	10.0 %
Flow & management of traffic	69	11.3 %
Collection of garbage, recycling & yard waste	31	5.1 %
Effectiveness of City's communication with the public	64	10.5 %
None chosen	62	10.2 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Top choice	Number	Percent
Quality of City's school system	203	33.3 %
Quality of police, fire, & ambulance services	155	25.5 %
Quality of parks & recreation services	168	27.6 %
Quality of City library services	66	10.8 %
Quality of City's customer service	45	7.4 %
Maintenance of City infrastructure (streets, sidewalks & right-of-ways)	354	58.1 %
Enforcement of City codes & ordinances	123	20.2 %
Flow & management of traffic	421	69.1 %
Collection of garbage, recycling & yard waste	56	9.2 %
Effectiveness of City's communication with the public	113	18.6 %
None chosen	21	3.4 %
Total	1725	

Q3. Perceptions of the City. Several items that may influence your perception of the city are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value that you receive for your City tax dollars & fees	22.2%	49.4%	18.6%	6.1%	1.5%	2.3%
Q3-2. Overall image of City	34.3%	45.6%	12.6%	6.2%	0.7%	0.5%
Q3-3. Overall quality of life in City	40.4%	45.0%	10.7%	3.1%	0.3%	0.5%
Q3-4. Overall appearance of City	28.2%	45.3%	15.3%	8.7%	1.6%	0.8%
Q3-5. Overall quality of City services	31.0%	53.7%	11.5%	1.1%	0.0%	2.6%

(WITHOUT "DON'T KNOW")

Q3. Perceptions of the City. Several items that may influence your perception of the city are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value that you receive for your City tax dollars & fees	22.7%	50.6%	19.0%	6.2%	1.5%
Q3-2. Overall image of City	34.5%	45.9%	12.7%	6.3%	0.7%
Q3-3. Overall quality of life in City	40.6%	45.2%	10.7%	3.1%	0.3%
Q3-4. Overall appearance of City	28.5%	45.7%	15.4%	8.8%	1.7%
Q3-5. Overall quality of City services	31.9%	55.1%	11.8%	1.2%	0.0%

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

(N=609)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	57.0%	35.5%	5.3%	1.6%	0.5%	0.2%
Q4-2. As a place to raise children	57.0%	27.8%	5.7%	1.3%	0.0%	8.2%
Q4-3. As a place to work	41.2%	33.5%	11.8%	3.4%	0.7%	9.4%
Q4-4. As a place to do business	32.2%	30.7%	16.1%	3.0%	0.8%	17.2%

(WITHOUT "DON'T KNOW")

Q4. Please rate Auburn using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")

(N=609)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	57.1%	35.5%	5.3%	1.6%	0.5%
Q4-2. As a place to raise children	62.1%	30.2%	6.3%	1.4%	0.0%
Q4-3. As a place to work	45.5%	37.0%	13.0%	3.8%	0.7%
Q4-4. As a place to do business	38.9%	37.1%	19.4%	3.6%	1.0%

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

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of leadership provided by City's elected officials	15.6%	36.6%	25.8%	8.0%	2.0%	12.0%
Q5-2. Overall effectiveness of appointed boards & commissions	12.0%	28.7%	30.4%	7.6%	2.8%	18.6%
Q5-3. Overall effectiveness of City Manager	17.9%	31.7%	24.0%	5.4%	2.3%	18.7%
Q5-4. Level of public involvement in local decision-making	9.2%	23.5%	26.6%	17.7%	6.7%	16.3%
Q5-5. Transparency of City government	11.2%	24.5%	30.9%	13.0%	5.1%	15.4%

(WITHOUT "DON'T KNOW")

Q5. City Leadership. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of leadership provided by City's elected officials	17.7%	41.6%	29.3%	9.1%	2.2%
Q5-2. Overall effectiveness of appointed boards & commissions	14.7%	35.3%	37.3%	9.3%	3.4%
Q5-3. Overall effectiveness of City Manager	22.0%	39.0%	29.5%	6.7%	2.8%
Q5-4. Level of public involvement in local decision-making	11.0%	28.0%	31.8%	21.2%	8.0%
Q5-5. Transparency of City government	13.2%	28.9%	36.5%	15.3%	6.0%

Q6. Traffic Flow and Transportation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Ease of travel by car in Auburn	9.5%	37.4%	19.0%	24.0%	9.5%	0.5%
Q6-2. Ease of travel by bicycle in Auburn	6.1%	11.8%	20.0%	17.7%	9.4%	35.0%
Q6-3. Ease of pedestrian travel in Auburn	9.9%	37.3%	22.8%	13.8%	5.7%	10.5%
Q6-4. Overall connectivity for bicycles & pedestrians	6.6%	19.7%	25.3%	16.7%	10.7%	21.0%

(WITHOUT "DON'T KNOW")

Q6. Traffic Flow and Transportation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Ease of travel by car in Auburn	9.6%	37.6%	19.1%	24.1%	9.6%
Q6-2. Ease of travel by bicycle in Auburn	9.3%	18.2%	30.8%	27.3%	14.4%
Q6-3. Ease of pedestrian travel in Auburn	11.0%	41.7%	25.5%	15.4%	6.4%
Q6-4. Overall connectivity for bicycles & pedestrians	8.3%	24.9%	32.0%	21.2%	13.5%

Q7. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Cleanup of debris/litter	34.5%	49.8%	10.5%	3.3%	1.1%	0.8%
Q7-2. Cleanup of large junk/ abandoned vehicles	27.6%	41.5%	13.6%	2.8%	0.8%	13.6%
Q7-3. Cleanup of overgrown & weedy lots	16.4%	37.8%	21.8%	9.2%	2.8%	12.0%
Q7-4. Efforts to remove dilapidated structures	14.4%	27.4%	27.6%	7.4%	3.0%	20.2%
Q7-5. Control of nuisance animals	16.4%	35.1%	22.7%	4.8%	3.3%	17.7%

(WITHOUT "DON'T KNOW")

Q7. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Cleanup of debris/litter	34.8%	50.2%	10.6%	3.3%	1.2%
Q7-2. Cleanup of large junk/ abandoned vehicles	31.9%	48.1%	15.8%	3.2%	1.0%
Q7-3. Cleanup of overgrown & weedy lots	18.7%	42.9%	24.8%	10.4%	3.2%
Q7-4. Efforts to remove dilapidated structures	18.1%	34.4%	34.6%	9.3%	3.7%
Q7-5. Control of nuisance animals	20.0%	42.7%	27.5%	5.8%	4.0%

Q8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. Top choice	Number	Percent
Cleanup of debris/litter	166	27.3 %
Cleanup of large junk/abandoned vehicles	42	6.9 %
Cleanup of overgrown & weedy lots	148	24.3 %
Efforts to remove dilapidated structures	121	19.9 %
Control of nuisance animals	65	10.7 %
None chosen	67	11.0 %
Total	609	100.0 %

Q8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. 2nd choice	Number	Percent
Cleanup of debris/litter	77	12.6 %
Cleanup of large junk/abandoned vehicles	86	14.1 %
Cleanup of overgrown & weedy lots	163	26.8 %
Efforts to remove dilapidated structures	137	22.5 %
Control of nuisance animals	53	8.7 %
None chosen	93	15.3 %
Total	609	100.0 %

Q8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q8. Top choice	Number	Percent
Cleanup of debris/litter	243	39.9 %
Cleanup of large junk/abandoned vehicles	128	21.0 %
Cleanup of overgrown & weedy lots	311	51.1 %
Efforts to remove dilapidated structures	258	42.4 %
Control of nuisance animals	118	19.4 %
None chosen	67	11.0 %
Total	1125	

Q9. Public Safety Services. Please rate your satisfaction using 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=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall quality of police protection	48.6%	39.4%	6.9%	0.7%	0.2%	4.3%
Q9-2. Visibility of police in neighborhoods	37.6%	40.2%	14.1%	4.9%	0.5%	2.6%
Q9-3. Visibility of police in retail areas	33.8%	38.3%	18.2%	4.6%	0.0%	5.1%
Q9-4. Police response time	29.7%	25.8%	12.8%	1.1%	0.0%	30.5%
Q9-5. Efforts to prevent crime	30.0%	34.8%	14.3%	1.5%	0.3%	19.0%
Q9-6. Police safety education programs	24.6%	24.8%	17.1%	1.8%	0.3%	31.4%
Q9-7. Enforcement of traffic laws	26.8%	42.7%	16.4%	6.1%	1.3%	6.7%
Q9-8. Overall quality of fire protection	47.0%	32.0%	6.1%	0.2%	0.0%	14.8%
Q9-9. Fire response times	35.3%	22.2%	8.7%	0.2%	0.0%	33.7%
Q9-10. Quality of fire safety education programs	24.8%	20.0%	16.3%	0.8%	0.0%	38.1%
Q9-11. Quality of local ambulance service	36.3%	27.1%	9.9%	1.5%	0.3%	25.0%

(WITHOUT "DON'T KNOW")

Q9. Public Safety Services. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Auburn.(without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall quality of police protection	50.8%	41.2%	7.2%	0.7%	0.2%
Q9-2. Visibility of police in neighborhoods	38.6%	41.3%	14.5%	5.1%	0.5%
Q9-3. Visibility of police in retail areas	35.6%	40.3%	19.2%	4.8%	0.0%
Q9-4. Police response time	42.8%	37.1%	18.4%	1.7%	0.0%
Q9-5. Efforts to prevent crime	37.1%	43.0%	17.6%	1.8%	0.4%
Q9-6. Police safety education programs	35.9%	36.1%	24.9%	2.6%	0.5%
Q9-7. Enforcement of traffic laws	28.7%	45.8%	17.6%	6.5%	1.4%
Q9-8. Overall quality of fire protection	55.1%	37.6%	7.1%	0.2%	0.0%
Q9-9. Fire response times	53.2%	33.4%	13.1%	0.2%	0.0%
Q9-10. Quality of fire safety education programs	40.1%	32.4%	26.3%	1.3%	0.0%
Q9-11. Quality of local ambulance service	48.4%	36.1%	13.1%	2.0%	0.4%

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. Top choice	Number	Percent
Overall quality of police protection	127	20.9 %
Visibility of police in neighborhoods	89	14.6 %
Visibility of police in retail areas	43	7.1 %
Police response time	24	3.9 %
Efforts to prevent crime	90	14.8 %
Police safety education programs	33	5.4 %
Enforcement of traffic laws	61	10.0 %
Overall quality of fire protection	10	1.6 %
Fire response times	10	1.6 %
Quality of fire safety education programs	9	1.5 %
Quality of local ambulance service	35	5.7 %
None chosen	78	12.8 %
Total	609	100.0 %

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
Overall quality of police protection	37	6.1 %
Visibility of police in neighborhoods	79	13.0 %
Visibility of police in retail areas	72	11.8 %
Police response time	34	5.6 %
Efforts to prevent crime	74	12.2 %
Police safety education programs	26	4.3 %
Enforcement of traffic laws	46	7.6 %
Overall quality of fire protection	48	7.9 %
Fire response times	28	4.6 %
Quality of fire safety education programs	33	5.4 %
Quality of local ambulance service	30	4.9 %
None chosen	102	16.7 %
Total	609	100.0 %

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
Overall quality of police protection	24	3.9 %
Visibility of police in neighborhoods	57	9.4 %
Visibility of police in retail areas	50	8.2 %
Police response time	35	5.7 %
Efforts to prevent crime	86	14.1 %
Police safety education programs	29	4.8 %
Enforcement of traffic laws	43	7.1 %
Overall quality of fire protection	40	6.6 %
Fire response times	21	3.4 %
Quality of fire safety education programs	32	5.3 %
Quality of local ambulance service	68	11.2 %
None chosen	124	20.4 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q10. Top choice	Number	Percent
Overall quality of police protection	188	30.9 %
Visibility of police in neighborhoods	225	36.9 %
Visibility of police in retail areas	165	27.1 %
Police response time	93	15.3 %
Efforts to prevent crime	250	41.1 %
Police safety education programs	88	14.4 %
Enforcement of traffic laws	150	24.6 %
Overall quality of fire protection	98	16.1 %
Fire response times	59	9.7 %
Quality of fire safety education programs	74	12.2 %
Quality of local ambulance service	133	21.8 %
None chosen	78	12.8 %
Total	1601	

Q11. 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=609)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q11-1. In your neighborhood during the day	77.0%	18.9%	2.3%	0.3%	0.0%	1.5%
Q11-2. In your neighborhood at night	55.0%	36.8%	4.8%	1.8%	0.3%	1.3%
Q11-3. In City's parks	30.2%	40.4%	12.3%	1.5%	0.2%	15.4%
Q11-4. In commercial & retail areas	30.2%	50.9%	13.6%	2.1%	0.0%	3.1%
Q11-5. In Downtown Auburn	42.7%	42.7%	8.4%	1.5%	0.0%	4.8%
Q11-6. Traveling by bicycle in Auburn	6.6%	11.7%	15.6%	13.5%	6.4%	46.3%
Q11-7. Traveling as a pedestrian in Auburn	18.9%	35.1%	20.2%	10.3%	1.1%	14.3%
Q11-8. Overall feeling of safety in Auburn	41.4%	50.4%	6.4%	0.2%	0.0%	1.6%

(WITHOUT "DON'T KNOW")

Q11. 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." (without "don't know")

(N=609)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q11-1. In your neighborhood during the day	78.2%	19.2%	2.3%	0.3%	0.0%
Q11-2. In your neighborhood at night	55.7%	37.3%	4.8%	1.8%	0.3%
Q11-3. In City's parks	35.7%	47.8%	14.6%	1.7%	0.2%
Q11-4. In commercial & retail areas	31.2%	52.5%	14.1%	2.2%	0.0%
Q11-5. In Downtown Auburn	44.8%	44.8%	8.8%	1.6%	0.0%
Q11-6. Traveling by bicycle in Auburn	12.2%	21.7%	29.1%	25.1%	11.9%
Q11-7. Traveling as a pedestrian in Auburn	22.0%	41.0%	23.6%	12.1%	1.3%
Q11-8. Overall feeling of safety in Auburn	42.1%	51.3%	6.5%	0.2%	0.0%

Q12. Garbage, Recycling, Sewer and Water Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential garbage collection service	63.2%	29.6%	3.4%	1.8%	0.2%	1.8%
Q12-2. Curbside recycling service overall	55.3%	30.2%	5.6%	2.8%	0.2%	5.9%
Q12-3. Material types accepted for recycling	34.8%	38.6%	9.7%	9.5%	1.5%	5.9%
Q12-4. Recycling at City's drop-off recycling center	32.3%	26.6%	12.2%	1.8%	1.0%	26.1%
Q12-5. Yard waste removal service	52.5%	30.5%	6.9%	2.3%	0.5%	7.2%
Q12-6. Sewer service	44.0%	34.6%	9.5%	0.7%	0.5%	10.7%
Q12-7. Water service	46.6%	36.8%	7.7%	2.8%	0.8%	5.3%
Q12-8. Quality of drinking water	35.3%	36.8%	11.7%	6.7%	3.4%	6.1%
Q12-9. Utility Billing Office customer service	36.3%	32.5%	12.5%	1.8%	0.3%	16.6%

(WITHOUT "DON'T KNOW")

Q12. Garbage, Recycling, Sewer and Water Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential garbage collection service	64.4%	30.1%	3.5%	1.8%	0.2%
Q12-2. Curbside recycling service overall	58.8%	32.1%	5.9%	3.0%	0.2%
Q12-3. Material types accepted for recycling	37.0%	41.0%	10.3%	10.1%	1.6%
Q12-4. Recycling at City's drop-off recycling center	43.8%	36.0%	16.4%	2.4%	1.3%
Q12-5. Yard waste removal service	56.6%	32.9%	7.4%	2.5%	0.5%
Q12-6. Sewer service	49.3%	38.8%	10.7%	0.7%	0.6%
Q12-7. Water service	49.2%	38.8%	8.1%	2.9%	0.9%
Q12-8. Quality of drinking water	37.6%	39.2%	12.4%	7.2%	3.7%
Q12-9. Utility Billing Office customer service	43.5%	39.0%	15.0%	2.2%	0.4%

Q13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Residential garbage collection service	76	12.5 %
Curbside recycling service overall	32	5.3 %
Material types accepted for recycling	90	14.8 %
Recycling at City's drop-off recycling center	30	4.9 %
Yard waste removal service	35	5.7 %
Sewer service	26	4.3 %
Water service	33	5.4 %
Quality of drinking water	187	30.7 %
Utility Billing Office customer service	22	3.6 %
None chosen	78	12.8 %
Total	609	100.0 %

Q13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Residential garbage collection service	41	6.7 %
Curbside recycling service overall	60	9.9 %
Material types accepted for recycling	92	15.1 %
Recycling at City's drop-off recycling center	40	6.6 %
Yard waste removal service	47	7.7 %
Sewer service	47	7.7 %
Water service	56	9.2 %
Quality of drinking water	79	13.0 %
Utility Billing Office customer service	24	3.9 %
None chosen	123	20.2 %
Total	609	100.0 %

(SUM OF TOP 2 RESPONSES)

Q13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q13. Top choice	Number	Percent
Residential garbage collection service	117	19.2 %
Curbside recycling service overall	92	15.1 %
Material types accepted for recycling	182	29.9 %
Recycling at City's drop-off recycling center	70	11.5 %
Yard waste removal service	82	13.5 %
Sewer service	73	12.0 %
Water service	89	14.6 %
Quality of drinking water	266	43.7 %
Utility Billing Office customer service	46	7.6 %
None chosen	78	12.8 %
Total	1095	

Q14. Development and Redevelopment. Please rate your satisfaction with the following areas in Auburn using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Overall quality of new residential development	8.4%	23.0%	22.0%	23.5%	14.0%	9.2%
Q14-2. Overall quality of new retail development (stores, restaurants, etc.)	10.5%	35.3%	27.9%	13.5%	6.2%	6.6%
Q14-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	12.6%	36.8%	27.4%	11.0%	4.3%	7.9%
Q14-4. Overall quality of new industrial development (warehouses, plants, etc.)	11.0%	27.4%	29.2%	5.3%	3.3%	23.8%
Q14-5. Redevelopment of abandoned or under-utilized properties	6.4%	16.6%	30.7%	16.7%	6.4%	23.2%
Q14-6. Overall appearance of Opelika Road	6.4%	20.0%	33.3%	27.4%	9.9%	3.0%
Q14-7. Overall appearance of Downtown Auburn	22.0%	43.5%	15.1%	11.5%	5.1%	2.8%
Q14-8. City's planning for future growth	7.1%	18.6%	18.6%	18.6%	16.9%	20.4%

(WITHOUT "DON'T KNOW")

Q14. Development and Redevelopment. Please rate your satisfaction with the following areas in Auburn using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Overall quality of new residential development	9.2%	25.3%	24.2%	25.9%	15.4%
Q14-2. Overall quality of new retail development (stores, restaurants, etc.)	11.2%	37.8%	29.9%	14.4%	6.7%
Q14-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	13.7%	39.9%	29.8%	11.9%	4.6%
Q14-4. Overall quality of new industrial development (warehouses, plants, etc.)	14.4%	36.0%	38.4%	6.9%	4.3%
Q14-5. Redevelopment of abandoned or under-utilized properties	8.3%	21.6%	40.0%	21.8%	8.3%
Q14-6. Overall appearance of Opelika Road	6.6%	20.6%	34.3%	28.3%	10.2%
Q14-7. Overall appearance of Downtown Auburn	22.6%	44.8%	15.5%	11.8%	5.2%
Q14-8. City's planning for future growth	8.9%	23.3%	23.3%	23.3%	21.2%

Q15. Which THREE Parks and Recreation, Cultural and Library categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years?

Q15. Top choice	Number	Percent
Baseball/softball fields	36	5.9 %
Multi-purpose fields	54	8.9 %
Park space with trails	187	30.7 %
Playgrounds	38	6.2 %
Splash pad	25	4.1 %
Swimming pools/aquatics	68	11.2 %
Pickleball courts	26	4.3 %
Recreation/community centers with gyms	66	10.8 %
Senior center	68	11.2 %
None chosen	41	6.7 %
Total	609	100.0 %

Q15. Which THREE Parks and Recreation, Cultural and Library categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years?

Q15. 2nd choice	Number	Percent
Baseball/softball fields	17	2.8 %
Multi-purpose fields	51	8.4 %
Park space with trails	103	16.9 %
Playgrounds	54	8.9 %
Splash pad	36	5.9 %
Swimming pools/aquatics	78	12.8 %
Pickleball courts	30	4.9 %
Recreation/community centers with gyms	109	17.9 %
Senior center	78	12.8 %
None chosen	53	8.7 %
Total	609	100.0 %

Q15. Which THREE Parks and Recreation, Cultural and Library categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years?

Q15. 3rd choice	Number	Percent
Baseball/softball fields	20	3.3 %
Multi-purpose fields	68	11.2 %
Park space with trails	72	11.8 %
Playgrounds	55	9.0 %
Splash pad	23	3.8 %
Swimming pools/aquatics	55	9.0 %
Pickleball courts	34	5.6 %
Recreation/community centers with gyms	98	16.1 %
Senior center	106	17.4 %
None chosen	78	12.8 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q15. Which THREE Parks and Recreation, Cultural and Library categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years? (top 3)

Q15. Top choice	Number	Percent
Baseball/softball fields	73	12.0 %
Multi-purpose fields	173	28.4 %
Park space with trails	362	59.4 %
Playgrounds	147	24.1 %
Splash pad	84	13.8 %
Swimming pools/aquatics	201	33.0 %
Pickleball courts	90	14.8 %
Recreation/community centers with gyms	273	44.8 %
Senior center	252	41.4 %
None chosen	41	6.7 %
Total	1696	

Q16. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Quality of parks	31.9%	48.6%	9.7%	3.6%	0.5%	5.7%
Q16-2. Quality of cemeteries	22.2%	32.5%	14.9%	2.1%	0.3%	27.9%
Q16-3. Quality of walking trails	19.5%	39.2%	19.9%	7.4%	1.8%	12.2%
Q16-4. Quality of playgrounds	26.3%	40.6%	14.9%	1.6%	0.7%	15.9%
Q16-5. Quality of community recreation centers	15.8%	36.5%	20.5%	6.2%	1.1%	19.9%
Q16-6. Quality of fitness areas within recreation centers	12.0%	25.5%	22.3%	6.4%	2.1%	31.7%
Q16-7. Quality of outdoor athletic fields	16.9%	36.9%	17.6%	4.1%	1.0%	23.5%
Q16-8. Quality of youth athletic programs	18.4%	26.3%	15.6%	4.3%	0.5%	35.0%
Q16-9. Quality of adult athletic programs	10.0%	18.7%	20.0%	6.2%	0.8%	44.2%
Q16-10. Quality of cultural arts programs	15.6%	29.6%	20.2%	3.4%	1.6%	29.6%
Q16-11. Quality of senior programs	9.0%	16.1%	22.0%	7.1%	1.5%	44.3%
Q16-12. Quality of special needs/ therapeutics programs	9.0%	9.9%	18.7%	4.4%	2.3%	55.7%
Q16-13. Ease of registering for programs	14.1%	25.6%	21.2%	7.6%	3.6%	27.9%
Q16-14. Fees charged for recreation programs	17.4%	25.8%	21.8%	6.4%	1.8%	26.8%
Q16-15. Quality of special events (CityFest, Summer Nights, July 4th, etc.)	25.0%	38.6%	20.2%	3.6%	0.5%	12.2%

(WITHOUT "DON'T KNOW")

Q16. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Quality of parks	33.8%	51.6%	10.3%	3.8%	0.5%
Q16-2. Quality of cemeteries	30.8%	45.1%	20.7%	3.0%	0.5%
Q16-3. Quality of walking trails	22.2%	44.7%	22.6%	8.4%	2.1%
Q16-4. Quality of playgrounds	31.3%	48.2%	17.8%	2.0%	0.8%
Q16-5. Quality of community recreation centers	19.7%	45.5%	25.6%	7.8%	1.4%
Q16-6. Quality of fitness areas within recreation centers	17.5%	37.3%	32.7%	9.4%	3.1%
Q16-7. Quality of outdoor athletic fields	22.1%	48.3%	23.0%	5.4%	1.3%
Q16-8. Quality of youth athletic programs	28.3%	40.4%	24.0%	6.6%	0.8%
Q16-9. Quality of adult athletic programs	17.9%	33.5%	35.9%	11.2%	1.5%
Q16-10. Quality of cultural arts programs	22.1%	42.0%	28.7%	4.9%	2.3%
Q16-11. Quality of senior programs	16.2%	28.9%	39.5%	12.7%	2.7%
Q16-12. Quality of special needs/therapeutics programs	20.4%	22.2%	42.2%	10.0%	5.2%
Q16-13. Ease of registering for programs	19.6%	35.5%	29.4%	10.5%	5.0%
Q16-14. Fees charged for recreation programs	23.8%	35.2%	29.8%	8.7%	2.5%
Q16-15. Quality of special events (CityFest, Summer Nights, July 4th, etc.)	28.4%	43.9%	23.0%	4.1%	0.6%

Q17. Which FOUR of the Parks and Recreation areas listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. Top choice	Number	Percent
Quality of parks	87	14.3 %
Quality of cemeteries	8	1.3 %
Quality of walking trails	101	16.6 %
Quality of playgrounds	26	4.3 %
Quality of community recreation centers	34	5.6 %
Quality of fitness areas within recreation centers	26	4.3 %
Quality of outdoor athletic fields	28	4.6 %
Quality of youth athletic programs	31	5.1 %
Quality of adult athletic programs	8	1.3 %
Quality of cultural arts programs	21	3.4 %
Quality of senior programs	54	8.9 %
Quality of special needs/therapeutics programs	20	3.3 %
Ease of registering for programs	21	3.4 %
Fees charged for recreation programs	14	2.3 %
Quality of special events (CityFest, Summer Nights, July 4th, etc.)	36	5.9 %
None chosen	94	15.4 %
Total	609	100.0 %

Q17. Which FOUR of the Parks and Recreation areas listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 2nd choice	Number	Percent
Quality of parks	48	7.9 %
Quality of cemeteries	17	2.8 %
Quality of walking trails	70	11.5 %
Quality of playgrounds	33	5.4 %
Quality of community recreation centers	53	8.7 %
Quality of fitness areas within recreation centers	28	4.6 %
Quality of outdoor athletic fields	25	4.1 %
Quality of youth athletic programs	29	4.8 %
Quality of adult athletic programs	16	2.6 %
Quality of cultural arts programs	33	5.4 %
Quality of senior programs	45	7.4 %
Quality of special needs/therapeutics programs	30	4.9 %
Ease of registering for programs	19	3.1 %
Fees charged for recreation programs	20	3.3 %
Quality of special events (CityFest, Summer Nights, July 4th, etc.)	27	4.4 %
None chosen	116	19.0 %
Total	609	100.0 %

Q17. Which FOUR of the Parks and Recreation areas listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 3rd choice	Number	Percent
Quality of parks	48	7.9 %
Quality of cemeteries	13	2.1 %
Quality of walking trails	44	7.2 %
Quality of playgrounds	30	4.9 %
Quality of community recreation centers	39	6.4 %
Quality of fitness areas within recreation centers	31	5.1 %
Quality of outdoor athletic fields	28	4.6 %
Quality of youth athletic programs	36	5.9 %
Quality of adult athletic programs	26	4.3 %
Quality of cultural arts programs	49	8.0 %
Quality of senior programs	46	7.6 %
Quality of special needs/therapeutics programs	19	3.1 %
Ease of registering for programs	20	3.3 %
Fees charged for recreation programs	20	3.3 %
Quality of special events (CityFest, Summer Nights, July 4th, etc.)	25	4.1 %
None chosen	135	22.2 %
Total	609	100.0 %

Q17. Which FOUR of the Parks and Recreation areas listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 4th choice	Number	Percent
Quality of parks	34	5.6 %
Quality of cemeteries	12	2.0 %
Quality of walking trails	36	5.9 %
Quality of playgrounds	33	5.4 %
Quality of community recreation centers	35	5.7 %
Quality of fitness areas within recreation centers	29	4.8 %
Quality of outdoor athletic fields	15	2.5 %
Quality of youth athletic programs	32	5.3 %
Quality of adult athletic programs	27	4.4 %
Quality of cultural arts programs	27	4.4 %
Quality of senior programs	36	5.9 %
Quality of special needs/therapeutics programs	26	4.3 %
Ease of registering for programs	18	3.0 %
Fees charged for recreation programs	21	3.4 %
Quality of special events (CityFest, Summer Nights, July 4th, etc.)	56	9.2 %
None chosen	172	28.2 %
Total	609	100.0 %

(SUM OF TOP 4 RESPONSES)

Q17. Which FOUR of the Parks and Recreation areas listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

Q17. Top choice	Number	Percent
Quality of parks	217	35.6 %
Quality of cemeteries	50	8.2 %
Quality of walking trails	251	41.2 %
Quality of playgrounds	122	20.0 %
Quality of community recreation centers	161	26.4 %
Quality of fitness areas within recreation centers	114	18.7 %
Quality of outdoor athletic fields	96	15.8 %
Quality of youth athletic programs	128	21.0 %
Quality of adult athletic programs	77	12.6 %
Quality of cultural arts programs	130	21.3 %
Quality of senior programs	181	29.7 %
Quality of special needs/therapeutics programs	95	15.6 %
Ease of registering for programs	78	12.8 %
Fees charged for recreation programs	75	12.3 %
Quality of special events (CityFest, Summer Nights, July 4th, etc.)	144	23.6 %
None chosen	94	15.4 %
Total	2013	

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

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Hours of operation	35.5%	31.5%	8.9%	1.1%	0.0%	23.0%
Q18-2. Customer service	42.5%	25.9%	7.2%	0.8%	0.3%	23.2%
Q18-3. Books & audio/visual for children	27.8%	18.7%	10.7%	1.5%	1.0%	40.4%
Q18-4. Books & audio/visual for adults	28.9%	26.4%	11.5%	3.0%	1.0%	29.2%
Q18-5. Children's programs	21.0%	17.2%	12.2%	2.5%	0.8%	46.3%
Q18-6. Adult programs	16.3%	14.4%	19.2%	3.1%	0.3%	46.6%
Q18-7. Technology resources	21.0%	21.3%	15.9%	1.5%	0.5%	39.7%
Q18-8. eBook collection	18.4%	19.4%	14.9%	4.6%	1.3%	41.4%
Q18-9. Availability of meeting spaces within the library	16.4%	17.9%	16.4%	3.4%	0.7%	45.2%

(WITHOUT "DON'T KNOW")

Q18. Library. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Hours of operation	46.1%	40.9%	11.5%	1.5%	0.0%
Q18-2. Customer service	55.3%	33.8%	9.4%	1.1%	0.4%
Q18-3. Books & audio/visual for children	46.6%	31.4%	17.9%	2.5%	1.7%
Q18-4. Books & audio/visual for adults	40.8%	37.4%	16.2%	4.2%	1.4%
Q18-5. Children's programs	39.1%	32.1%	22.6%	4.6%	1.5%
Q18-6. Adult programs	30.5%	27.1%	36.0%	5.8%	0.6%
Q18-7. Technology resources	34.9%	35.4%	26.4%	2.5%	0.8%
Q18-8. eBook collection	31.4%	33.1%	25.5%	7.8%	2.2%
Q18-9. Availability of meeting spaces within the library	29.9%	32.6%	29.9%	6.3%	1.2%

Q19. Which THREE of the library services listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. Top choice	Number	Percent
Hours of operation	37	6.1 %
Customer service	18	3.0 %
Books & audio/visual for children	70	11.5 %
Books & audio/visual for adults	54	8.9 %
Children's programs	67	11.0 %
Adult programs	52	8.5 %
Technology resources	41	6.7 %
eBook collection	62	10.2 %
Availability of meeting spaces within the library	34	5.6 %
None chosen	174	28.6 %
Total	609	100.0 %

Q19. Which THREE of the library services listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. 2nd choice	Number	Percent
Hours of operation	19	3.1 %
Customer service	15	2.5 %
Books & audio/visual for children	62	10.2 %
Books & audio/visual for adults	73	12.0 %
Children's programs	62	10.2 %
Adult programs	61	10.0 %
Technology resources	41	6.7 %
eBook collection	54	8.9 %
Availability of meeting spaces within the library	22	3.6 %
None chosen	200	32.8 %
Total	609	100.0 %

Q19. Which THREE of the library services listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q19. 3rd choice	Number	Percent
Hours of operation	27	4.4 %
Customer service	25	4.1 %
Books & audio/visual for children	38	6.2 %
Books & audio/visual for adults	49	8.0 %
Children's programs	45	7.4 %
Adult programs	56	9.2 %
Technology resources	49	8.0 %
eBook collection	60	9.9 %
Availability of meeting spaces within the library	33	5.4 %
None chosen	227	37.3 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q19. Which THREE of the library services listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q19. Top choice	Number	Percent
Hours of operation	83	13.6 %
Customer service	58	9.5 %
Books & audio/visual for children	170	27.9 %
Books & audio/visual for adults	176	28.9 %
Children's programs	174	28.6 %
Adult programs	169	27.8 %
Technology resources	131	21.5 %
eBook collection	176	28.9 %
Availability of meeting spaces within the library	89	14.6 %
None chosen	174	28.6 %
Total	1400	

Q20. Maintenance. Excluding areas maintained by Auburn University, please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Maintenance of City streets	16.9%	50.4%	14.9%	11.5%	2.8%	3.4%
Q20-2. Maintenance of sidewalks	17.6%	47.1%	18.6%	9.9%	2.0%	4.9%
Q20-3. Maintenance of street signs	25.6%	50.2%	16.1%	3.1%	0.8%	4.1%
Q20-4. Maintenance of traffic signals	27.3%	49.8%	13.5%	4.3%	1.3%	3.9%
Q20-5. Maintenance of biking paths & lanes	14.8%	28.1%	19.9%	12.3%	3.6%	21.3%
Q20-6. Maintenance of Downtown Auburn	29.2%	48.6%	12.6%	3.1%	1.3%	5.1%
Q20-7. Cleanup of debris/litter in & near roadways	22.0%	45.2%	19.0%	7.9%	1.3%	4.6%
Q20-8. Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	34.6%	43.5%	10.5%	0.2%	0.2%	11.0%
Q20-9. Mowing/trimming along streets & public areas	22.7%	51.2%	14.0%	6.6%	1.3%	4.3%
Q20-10. Overall cleanliness of streets & public areas	25.5%	54.2%	12.0%	4.4%	0.7%	3.3%
Q20-11. Adequacy of City street lighting	20.4%	44.2%	19.4%	9.9%	2.0%	4.3%

(WITHOUT "DON'T KNOW")

Q20. Maintenance. Excluding areas maintained by Auburn University, please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Maintenance of City streets	17.5%	52.2%	15.5%	11.9%	2.9%
Q20-2. Maintenance of sidewalks	18.5%	49.6%	19.5%	10.4%	2.1%
Q20-3. Maintenance of street signs	26.7%	52.4%	16.8%	3.3%	0.9%
Q20-4. Maintenance of traffic signals	28.4%	51.8%	14.0%	4.4%	1.4%
Q20-5. Maintenance of biking paths & lanes	18.8%	35.7%	25.3%	15.7%	4.6%
Q20-6. Maintenance of Downtown Auburn	30.8%	51.2%	13.3%	3.3%	1.4%
Q20-7. Cleanup of debris/ litter in & near roadways	23.1%	47.3%	20.0%	8.3%	1.4%
Q20-8. Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	38.9%	48.9%	11.8%	0.2%	0.2%
Q20-9. Mowing/trimming along streets & public areas	23.7%	53.5%	14.6%	6.9%	1.4%
Q20-10. Overall cleanliness of streets & public areas	26.3%	56.0%	12.4%	4.6%	0.7%
Q20-11. Adequacy of City street lighting	21.3%	46.1%	20.2%	10.3%	2.1%

Q21. Which THREE of the areas of maintenance listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q21. Top choice	Number	Percent
Maintenance of City streets	150	24.6 %
Maintenance of sidewalks	62	10.2 %
Maintenance of street signs	6	1.0 %
Maintenance of traffic signals	14	2.3 %
Maintenance of biking paths & lanes	60	9.9 %
Maintenance of Downtown Auburn	31	5.1 %
Cleanup of debris/litter in & near roadways	48	7.9 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	3	0.5 %
Mowing/trimming along streets & public areas	27	4.4 %
Overall cleanliness of streets & public areas	20	3.3 %
Adequacy of City street lighting	106	17.4 %
None chosen	82	13.5 %
Total	609	100.0 %

Q21. Which THREE of the areas of maintenance listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q21. 2nd choice	Number	Percent
Maintenance of City streets	55	9.0 %
Maintenance of sidewalks	78	12.8 %
Maintenance of street signs	21	3.4 %
Maintenance of traffic signals	48	7.9 %
Maintenance of biking paths & lanes	52	8.5 %
Maintenance of Downtown Auburn	33	5.4 %
Cleanup of debris/litter in & near roadways	66	10.8 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	19	3.1 %
Mowing/trimming along streets & public areas	49	8.0 %
Overall cleanliness of streets & public areas	33	5.4 %
Adequacy of City street lighting	44	7.2 %
None chosen	111	18.2 %
Total	609	100.0 %

Q21. Which THREE of the areas of maintenance listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q21. 3rd choice	Number	Percent
Maintenance of City streets	56	9.2 %
Maintenance of sidewalks	46	7.6 %
Maintenance of street signs	23	3.8 %
Maintenance of traffic signals	28	4.6 %
Maintenance of biking paths & lanes	35	5.7 %
Maintenance of Downtown Auburn	39	6.4 %
Cleanup of debris/litter in & near roadways	50	8.2 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	11	1.8 %
Mowing/trimming along streets & public areas	53	8.7 %
Overall cleanliness of streets & public areas	73	12.0 %
Adequacy of City street lighting	60	9.9 %
None chosen	135	22.2 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q21. Which THREE of the areas of maintenance listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q21. Top choice	Number	Percent
Maintenance of City streets	261	42.9 %
Maintenance of sidewalks	186	30.5 %
Maintenance of street signs	50	8.2 %
Maintenance of traffic signals	90	14.8 %
Maintenance of biking paths & lanes	147	24.1 %
Maintenance of Downtown Auburn	103	16.9 %
Cleanup of debris/litter in & near roadways	164	26.9 %
Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	33	5.4 %
Mowing/trimming along streets & public areas	129	21.2 %
Overall cleanliness of streets & public areas	126	20.7 %
Adequacy of City street lighting	210	34.5 %
None chosen	82	13.5 %
Total	1581	

Q22. Downtown Auburn. For each of the following issues in Downtown Auburn, please rate your level of satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Cleanliness of Downtown areas	32.8%	51.2%	9.0%	1.1%	0.3%	5.4%
Q22-2. Feeling of safety of Downtown at night	26.8%	43.0%	15.6%	4.1%	0.7%	9.9%
Q22-3. Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	31.5%	43.7%	12.5%	4.1%	1.1%	7.1%
Q22-4. Quality of public events held Downtown	27.9%	38.3%	16.1%	4.1%	0.3%	13.3%
Q22-5. Landscaping & green space	26.1%	45.5%	16.1%	6.2%	1.3%	4.8%
Q22-6. Signage & wayfinding	26.3%	42.4%	18.6%	5.7%	0.5%	6.6%
Q22-7. Availability of public event space	14.9%	25.8%	25.8%	9.7%	1.6%	22.2%
Q22-8. Availability of dining opportunities	24.8%	41.7%	17.4%	7.9%	2.1%	6.1%
Q22-9. Availability of outdoor dining venues	13.8%	32.5%	24.6%	15.3%	2.3%	11.5%
Q22-10. Availability of retail shopping	18.2%	36.3%	24.6%	11.0%	2.8%	7.1%
Q22-11. Availability of parking	10.8%	21.0%	22.3%	24.0%	16.7%	5.1%

(WITHOUT "DON'T KNOW")

Q22. Downtown Auburn. For each of the following issues in Downtown Auburn, please rate your level of satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Cleanliness of Downtown areas	34.7%	54.2%	9.5%	1.2%	0.3%
Q22-2. Feeling of safety of Downtown at night	29.7%	47.7%	17.3%	4.6%	0.7%
Q22-3. Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	33.9%	47.0%	13.4%	4.4%	1.2%
Q22-4. Quality of public events held Downtown	32.2%	44.1%	18.6%	4.7%	0.4%
Q22-5. Landscaping & green space	27.4%	47.8%	16.9%	6.6%	1.4%
Q22-6. Signage & wayfinding	28.1%	45.3%	19.9%	6.2%	0.5%
Q22-7. Availability of public event space	19.2%	33.1%	33.1%	12.4%	2.1%
Q22-8. Availability of dining opportunities	26.4%	44.4%	18.5%	8.4%	2.3%
Q22-9. Availability of outdoor dining venues	15.6%	36.7%	27.8%	17.3%	2.6%
Q22-10. Availability of retail shopping	19.6%	39.0%	26.5%	11.8%	3.0%
Q22-11. Availability of parking	11.4%	22.1%	23.5%	25.3%	17.6%

Q23. Which THREE areas of Downtown Auburn listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q23. Top choice	Number	Percent
Cleanliness of Downtown areas	42	6.9 %
Feeling of safety of Downtown at night	77	12.6 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	37	6.1 %
Quality of public events held Downtown	19	3.1 %
Landscaping & green space	40	6.6 %
Signage & wayfinding	6	1.0 %
Availability of public event space	19	3.1 %
Availability of dining opportunities	24	3.9 %
Availability of outdoor dining venues	30	4.9 %
Availability of retail shopping	20	3.3 %
Availability of parking	224	36.8 %
None chosen	71	11.7 %
Total	609	100.0 %

Q23. Which THREE areas of Downtown Auburn listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q23. 2nd choice	Number	Percent
Cleanliness of Downtown areas	44	7.2 %
Feeling of safety of Downtown at night	64	10.5 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	46	7.6 %
Quality of public events held Downtown	36	5.9 %
Landscaping & green space	45	7.4 %
Signage & wayfinding	27	4.4 %
Availability of public event space	31	5.1 %
Availability of dining opportunities	47	7.7 %
Availability of outdoor dining venues	60	9.9 %
Availability of retail shopping	37	6.1 %
Availability of parking	67	11.0 %
None chosen	105	17.2 %
Total	609	100.0 %

Q23. Which THREE areas of Downtown Auburn listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q23. 3rd choice	Number	Percent
Cleanliness of Downtown areas	35	5.7 %
Feeling of safety of Downtown at night	52	8.5 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	50	8.2 %
Quality of public events held Downtown	59	9.7 %
Landscaping & green space	39	6.4 %
Signage & wayfinding	31	5.1 %
Availability of public event space	30	4.9 %
Availability of dining opportunities	38	6.2 %
Availability of outdoor dining venues	36	5.9 %
Availability of retail shopping	35	5.7 %
Availability of parking	74	12.2 %
None chosen	130	21.3 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q23. Which THREE areas of Downtown Auburn listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q23. Top choice	Number	Percent
Cleanliness of Downtown areas	121	19.9 %
Feeling of safety of Downtown at night	193	31.7 %
Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	133	21.8 %
Quality of public events held Downtown	114	18.7 %
Landscaping & green space	124	20.4 %
Signage & wayfinding	64	10.5 %
Availability of public event space	80	13.1 %
Availability of dining opportunities	109	17.9 %
Availability of outdoor dining venues	126	20.7 %
Availability of retail shopping	92	15.1 %
Availability of parking	365	59.9 %
None chosen	71	11.7 %
Total	1592	

Q24. City Communication. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Quality of Open Line newsletter	19.4%	31.0%	18.4%	1.6%	0.8%	28.7%
Q24-2. Quality of City's website	17.6%	34.6%	24.6%	3.8%	1.6%	17.7%
Q24-3. Quality of City's social media	16.4%	28.4%	22.8%	3.0%	1.3%	28.1%
Q24-4. Availability of information on City services & programs	16.6%	35.0%	24.8%	6.2%	1.1%	16.3%
Q24-5. Availability of information on construction projects in & around City	10.3%	20.4%	25.6%	20.4%	4.4%	18.9%
Q24-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	9.9%	18.7%	26.1%	21.3%	5.7%	18.2%
Q24-7. Availability of information about Parks & Recreation services & programs	15.8%	36.0%	21.7%	8.4%	2.3%	15.9%
Q24-8. Availability of information about City library services & programs	17.9%	33.0%	20.4%	6.1%	1.6%	21.0%

(WITHOUT "DON'T KNOW")

Q24. City Communication. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=609)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Quality of Open Line newsletter	27.2%	43.5%	25.8%	2.3%	1.2%
Q24-2. Quality of City's website	21.4%	42.1%	29.9%	4.6%	2.0%
Q24-3. Quality of City's social media	22.8%	39.5%	31.7%	4.1%	1.8%
Q24-4. Availability of information on City services & programs	19.8%	41.8%	29.6%	7.5%	1.4%
Q24-5. Availability of information on construction projects in & around City	12.8%	25.1%	31.6%	25.1%	5.5%
Q24-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	12.0%	22.9%	31.9%	26.1%	7.0%
Q24-7. Availability of information about Parks & Recreation services & programs	18.8%	42.8%	25.8%	10.0%	2.7%
Q24-8. Availability of information about City library services & programs	22.7%	41.8%	25.8%	7.7%	2.1%

Q25. Have you used the City's FixIt app to access City services?

Q25. Have you used City's FixIt app to access City services	Number	Percent
Yes	135	22.2 %
No	450	73.9 %
Not provided	24	3.9 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q25. Have you used the City's FixIt app to access City services? (without "not provided")

Q25. Have you used City's FixIt app to access City services	Number	Percent
Yes	135	23.1 %
No	450	76.9 %
Total	585	100.0 %

Q25a. How easy was it to use the app?

Q25a. How easy was it to use the app	Number	Percent
Very easy	76	56.3 %
Somewhat easy	49	36.3 %
Difficult	5	3.7 %
Very difficult	2	1.5 %
Not provided	3	2.2 %
Total	135	100.0 %

(WITHOUT "NOT PROVIDED")
Q25a. How easy was it to use the app? (without "not provided")

Q25a. How easy was it to use the app	Number	Percent
Very easy	76	57.6 %
Somewhat easy	49	37.1 %
Difficult	5	3.8 %
Very difficult	2	1.5 %
Total	132	100.0 %

Q26. Which of the following are your primary sources of information about City issues, services, and events?

Q26. Your primary sources of information about City issues, services, & events	Number	Percent
Open Line newsletter (online version)	88	14.4 %
Open Line newsletter (print, with water bill)	253	41.5 %
eNotifier (City emails/texts/press releases)	146	24.0 %
City website	239	39.2 %
Calling a City department on the telephone	126	20.7 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	5	0.8 %
City social media sites (Facebook, X, Instagram, Nextdoor, YouTube, LinkedIn)	274	45.0 %
Other social media sites (private, non-City sites)	86	14.1 %
Local newspaper (Villager, OA News)	145	23.8 %
Radio news programs	84	13.8 %
Television news programs	54	8.9 %
Word of mouth (friends/neighbors)	359	58.9 %
Public meetings	48	7.9 %
Other	8	1.3 %
Total	1915	

Q26-14. Other

Q26-14. Other	Number	Percent
Word of mouth from City staff	1	12.5 %
Rezoning notice signs	1	12.5 %
Tourism	1	12.5 %
White FB	1	12.5 %
Park and rec registration bulletin	1	12.5 %
Public service app	1	12.5 %
Ads, emails	1	12.5 %
Parks and Rec seasonal catalogs	1	12.5 %
Total	8	100.0 %

Q27. Which THREE of the sources of information listed in Question 26 would be the PREFERRED sources of information for your household?

Q27. Top choice	Number	Percent
Open Line newsletter (online version)	48	7.9 %
Open Line newsletter (print, with water bill)	120	19.7 %
eNotifier (City emails/texts/press releases)	91	14.9 %
City website	80	13.1 %
Calling a City department on the telephone	13	2.1 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	5	0.8 %
City social media sites (Facebook, X, Instagram, Nextdoor, YouTube, LinkedIn)	106	17.4 %
Other social media sites (private, non-City sites)	7	1.1 %
Local newspaper (Villager, OA News)	20	3.3 %
Radio news programs	12	2.0 %
Television news programs	5	0.8 %
Word of mouth (friends/neighbors)	9	1.5 %
Public meetings	3	0.5 %
None chosen	90	14.8 %
Total	609	100.0 %

Q27. Which THREE of the sources of information listed in Question 26 would be the PREFERRED sources of information for your household?

Q27. 2nd choice	Number	Percent
Open Line newsletter (online version)	40	6.6 %
Open Line newsletter (print, with water bill)	57	9.4 %
eNotifier (City emails/texts/press releases)	69	11.3 %
City website	91	14.9 %
Calling a City department on the telephone	29	4.8 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	5	0.8 %
City social media sites (Facebook, X, Instagram, Nextdoor, YouTube, LinkedIn)	89	14.6 %
Other social media sites (private, non-City sites)	22	3.6 %
Local newspaper (Villager, OA News)	28	4.6 %
Radio news programs	16	2.6 %
Television news programs	16	2.6 %
Word of mouth (friends/neighbors)	24	3.9 %
Public meetings	5	0.8 %
None chosen	118	19.4 %
Total	609	100.0 %

Q27. Which THREE of the sources of information listed in Question 26 would be the PREFERRED sources of information for your household?

Q27. 3rd choice	Number	Percent
Open Line newsletter (online version)	21	3.4 %
Open Line newsletter (print, with water bill)	39	6.4 %
eNotifier (City emails/texts/press releases)	39	6.4 %
City website	72	11.8 %
Calling a City department on the telephone	14	2.3 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	11	1.8 %
City social media sites (Facebook, X, Instagram, Nextdoor, YouTube, LinkedIn)	63	10.3 %
Other social media sites (private, non-City sites)	21	3.4 %
Local newspaper (Villager, OA News)	35	5.7 %
Radio news programs	33	5.4 %
Television news programs	22	3.6 %
Word of mouth (friends/neighbors)	45	7.4 %
Public meetings	22	3.6 %
None chosen	172	28.2 %
Total	609	100.0 %

(SUM OF TOP 3 RESPONSES)

Q27. Which THREE of the sources of information listed in Question 26 would be the PREFERRED sources of information for your household? (top 3)

Q27. Top choice	Number	Percent
Open Line newsletter (online version)	109	17.9 %
Open Line newsletter (print, with water bill)	216	35.5 %
eNotifier (City emails/texts/press releases)	199	32.7 %
City website	243	39.9 %
Calling a City department on the telephone	56	9.2 %
City cable channel (Charter Ch. 182, WOW Ch. 13)	21	3.4 %
City social media sites (Facebook, X, Instagram, Nextdoor, YouTube, LinkedIn)	258	42.4 %
Other social media sites (private, non-City sites)	50	8.2 %
Local newspaper (Villager, OA News)	83	13.6 %
Radio news programs	61	10.0 %
Television news programs	43	7.1 %
Word of mouth (friends/neighbors)	78	12.8 %
Public meetings	30	4.9 %
None chosen	90	14.8 %
Total	1537	

Q28. Have you called or visited the City with a question, problem, or complaint during the past year?

Q28. Have you called or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	260	42.7 %
No	326	53.5 %
Not provided	23	3.8 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q28. Have you called or visited the City with a question, problem, or complaint during the past year? (without "not provided")

Q28. Have you called or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	260	44.4 %
No	326	55.6 %
Total	586	100.0 %

Q28a. How easy was it to contact the person you needed to reach?

Q28a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	133	51.2 %
Somewhat easy	93	35.8 %
Difficult	21	8.1 %
Very difficult	8	3.1 %
Not provided	5	1.9 %
Total	260	100.0 %

(WITHOUT "NOT PROVIDED")

Q28a. How easy was it to contact the person you needed to reach? (without "not provided")

Q28a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	133	52.2 %
Somewhat easy	93	36.5 %
Difficult	21	8.2 %
Very difficult	8	3.1 %
Total	255	100.0 %

Q28b. What department did you contact?

Q28b. What department did you contact	Number	Percent
Police Department	48	18.5 %
Fire Department	10	3.8 %
Municipal Court	6	2.3 %
Planning Services	29	11.2 %
Parks & Recreation	46	17.7 %
Library	30	11.5 %
Community Services	13	5.0 %
Inspection Services	22	8.5 %
Public Works	40	15.4 %
Engineering Services	26	10.0 %
Office of City Manager	17	6.5 %
Utility Billing Office	58	22.3 %
Environmental Services (garbage, recycling, trash, animal control)	102	39.2 %
Water Resource Management (water, sewer, & watershed management)	47	18.1 %
Finance (City licenses & taxes)	12	4.6 %
Other	13	5.0 %
Total	519	

Q28b-16. Other:

Q28b-16. Other	Number	Percent
Animal Control	3	23.1 %
Mayor's Office	2	15.4 %
City Council	2	15.4 %
Call 911	2	15.4 %
Contacted about debris in the ditch where water is supposed to drain	1	7.7 %
City Ordinance	1	7.7 %
Called about blastinig	1	7.7 %
Repair roads	1	7.7 %
Total	13	100.0 %

Q28c. Was the department(s) you contacted responsive to your issue?

Q28c. Was the department(s) you contacted responsive to your issue	Number	Percent
Yes	213	81.9 %
No	22	8.5 %
Not provided	25	9.6 %
Total	260	100.0 %

(WITHOUT "NOT PROVIDED")
Q28c. Was the department(s) you contacted responsive to your issue? (without "not provided")

Q28c. Was the department(s) you contacted responsive to your issue	Number	Percent
Yes	213	90.6 %
No	22	9.4 %
Total	235	100.0 %

Q30. Including yourself, how many people in your household are...

	Mean	Sum
number	2.6	1535
Under age 5	0.1	66
Ages 5-9	0.2	90
Ages 10-14	0.2	92
Ages 15-19	0.2	94
Ages 20-24	0.2	115
Ages 25-34	0.3	173
Ages 35-44	0.4	226
Ages 45-54	0.4	217
Ages 55-64	0.3	199
Ages 65-74	0.3	168
Ages 75+	0.2	95

Q31. Approximately how many years have you lived in the City of Auburn?

Q31. How many years have you lived in City of Auburn	Number	Percent
0-5	98	16.1 %
6-10	80	13.1 %
11-15	81	13.3 %
16-20	83	13.6 %
21-30	100	16.4 %
31+	147	24.1 %
Not provided	20	3.3 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q31. Approximately how many years have you lived in the City of Auburn? (without "not provided")

Q31. How many years have you lived in City of Auburn	Number	Percent
0-5	98	16.6 %
6-10	80	13.6 %
11-15	81	13.8 %
16-20	83	14.1 %
21-30	100	17.0 %
31+	147	25.0 %
Total	589	100.0 %

Q32. How many people in your household work within the Auburn City limits?

Q32. How many people in your household work within Auburn City limits	Number	Percent
0	158	25.9 %
1	226	37.1 %
2	152	25.0 %
3+	28	4.6 %
Not provided	45	7.4 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q32. How many people in your household work within the Auburn City limits? (without "not provided")

Q32. How many people in your household work within Auburn City limits	Number	Percent
0	158	28.0 %
1	226	40.1 %
2	152	27.0 %
3+	28	5.0 %
Total	564	100.0 %

Q33. Are you a full time Auburn University student?

Q33. Are you a full time Auburn University student	Number	Percent
Yes	66	10.8 %
No	531	87.2 %
Not provided	12	2.0 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q33. Are you a full time Auburn University student? (without "not provided")

Q33. Are you a full time Auburn University student	Number	Percent
Yes	66	11.1 %
No	531	88.9 %
Total	597	100.0 %

Q34. Do you own or rent your current residence?

Q34. Do you own or rent your current residence	Number	Percent
Own	442	72.6 %
Rent	158	25.9 %
Not provided	9	1.5 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q34. Do you own or rent your current residence? (without "not provided")

Q34. Do you own or rent your current residence	Number	Percent
Own	442	73.7 %
Rent	158	26.3 %
Total	600	100.0 %

Q35. What is your age?

Q35. Your age	Number	Percent
Under 25 years	112	18.4 %
25 to 34 years	121	19.9 %
35 to 44 years	125	20.5 %
45 to 54 year	126	20.7 %
55 to 64 years	116	19.0 %
Not provided	9	1.5 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q35. What is your age? (without "not provided")

Q35. Your age	Number	Percent
Under 25 years	112	18.7 %
25 to 34 years	121	20.2 %
35 to 44 years	125	20.8 %
45 to 54 year	126	21.0 %
55 to 64 years	116	19.3 %
Total	600	100.0 %

Q36. Which of the following best describes your race/ethnicity?

Q36. Your race/ethnicity	Number	Percent
Asian or Asian Indian	51	8.4 %
Black or African American	114	18.7 %
American Indian or Alaska Native	4	0.7 %
White or Caucasian	412	67.7 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	30	4.9 %
Other	4	0.7 %
Total	616	

Q36-7. Self-describe your race/ethnicity:

Q36-7. Self-describe your race/ethnicity	Number	Percent
Middle Eastern	1	25.0 %
Euro-American	1	25.0 %
Multi race	1	25.0 %
Jewish	1	25.0 %
Total	4	100.0 %

Q37. Would you say your total annual household income is...

Q37. Your total annual household income	Number	Percent
Under $30K	63	10.3 %
$30K to $59,999	136	22.3 %
$60K to $99,999	130	21.3 %
$100K to $129,999	107	17.6 %
$130K+	113	18.6 %
Not provided	60	9.9 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q37. Would you say your total annual household income is... (without "not provided")

Q37. Your total annual household income	Number	Percent
Under $30K	63	11.5 %
$30K to $59,999	136	24.8 %
$60K to $99,999	130	23.7 %
$100K to $129,999	107	19.5 %
$130K+	113	20.6 %
Total	549	100.0 %

Q38. Your gender:

Q38. Your gender	Number	Percent
Male	298	48.9 %
Female	303	49.8 %
Not provided	8	1.3 %
Total	609	100.0 %

(WITHOUT "NOT PROVIDED")

Q38. Your gender: (without "not provided")

Q38. Your gender	Number	Percent
Male	298	49.6 %
Female	303	50.4 %
Total	601	100.0 %

7 Open-Ended Responses

Open-Ended Question Responses

Q29—"What is something about the City you would like to share with us?"

- Would be good to have a schedule for the street cleaner - dedicated days/dates, just like garbage and recycling services; not just an approximate week when service will be provided. (2) Would be good if the city would be flexible on zoning for residential properties near the university (perhaps less than 1 mile from the university), allowing owners to rezone part of their residential properties into commercial for the purpose of building housing. (3) Would be good if the city library would not ban any books. If parents don't want their children to read certain books, then they should not allow them to read them. I, however, am an adult and capable of making my own decisions about which books to read or not read. I don't appreciate the government dictating what I can "consume" in the way of reading. (4) Would be good if the city would maintain markings of bicycle lanes better. There is a particular, small stretch of road on Thach that is unmarked even though there are clearly marked bicycle lanes from College all the way to Chewacla - then, the markings abruptly stop and then resume further down the same road (Thach). I'm not sure how it could be possible that this small section is not included as a designated bicycle lane - perhaps it is just poor marking maintenance. (5) parking (for city activities as well as university parking) has already become an issue for Auburn. Why doesn't the city require underground parking to be constructed when permitting new commercial spaces in the downtown area? Parking garages take up valuable footprint. Underground parking offers benefits such as increased capacity, enhanced security and offers a more aesthetically pleasing than an surface lot or even a parking garage. It is true that it is more expensive to construct underground parking... but last I heard, we're not making more land so I think the city (and the university) need to be more strategic in their long term planning when it comes to parking. (6) Put STRs back in place. If people have an issue with noise, they can call the city based on the noise ordinance. I live very close to the university and hear all of the "activities" coming from the general vicinity of the university and downtown... however, once the ordinance-dictated noise time arrives, it stops. I've never had to call the city regarding noise though I would like to when fireworks are being exploded near me a few times per year, well beyond the noise ordinance time limit. (7) work with the Human Society (now CARE) and other pet rescue operations to institute either free or greatly reduced spay and neutering programs for pets. The amount of abandoned / mistreated animals in this area is beyond ridiculous and absolutely heartbreaking. It seems many of the private pet rescue operations actually send pets to the north where apparently states don't have the explosion of pet births and are eager to find pets to adopt. Southern states tend to have higher percentages of un-neutered and unspayed pets. Alabama is listed among the states with shorter lifespans for dogs. Rules need to be better enforced against those who abandon/mistreat their pets but also given a feasible means to do the responsible thing and have their pets neutered. Educating the public seems to also be a big part of the process that is missing. Appreciate the great garbage/recycle services. 2. Bikers need bright, reflective, well-lit clothing when riding and need to observe traffic lights.
- A good place to live and work
- A safe community to live in
- Abandoned vehicles.
- Add sidewalk to Ogletree for walking. Add glass to curbside recycling.

- Address traffic
- Apartments in downtown are terrible. Cannot stop the building. Terrible
- Appreciate city and University keeping their own space.
- As I recently wrote in a letter to Mayor Anders, Auburn is over developing with no restrictions! Traffic is horrible. All the trees are disappearing, terrible change.
- As we grow, traffic congestion on Tulane roads is getting worse. This needs addressing.
- Auburn Community Church is nuisance. They consistently block traffic on Hamilton Road during services and other church events. They impede the flow of traffic on a tax payer funded road by emptying the parking of their non tax paying church. Based on the impressive building they've built and the amount of money flowing into the church, they can afford to pay overtime for APD to direct traffic rather than untrained and biased volunteers. Both of the access points for the church empty onto Hamilton. The fact that they were permitted to open a school without additional entrances, creating even more traffic issues, is poor planning on the part of church and the city.
- AUBURN HAS BEEN MY HOMES SINCE 1996-WOULD NOT WANT TO BE ANYWHERE BUT HERE
- Auburn is a beautiful city and a great place to live but too expensive and traffic/parking is terrible
- Auburn is a beautiful, well-maintained City. Many visible police vehicles that are quick to help keep the community safe. The trash pick up is excellent. I would like to see glass added to items that can be recycled. Traffic lights could be utilized better at times when large crowds are leaving the University. The timing set on traffic lights seems to be a contributor to the traffic congestion.
- Auburn is a fantastic place to live! But it is getting BUSY! Please keep Auburn beautiful!
- Auburn is a good place to live
- Auburn is destroying everything that was the loveliest village. We never go downtown anymore.
- Auburn is doing a good job of managing the growing population. The area that concerns me the most is the increased financial stress and downgraded programs in the public schools.
- Auburn is fantastic. I really wish more emphasis and spending on greenways and bike paths.
- Auburn is home. Great place to grow up and raise a family. Residential streets are not maintained in neighborhoods. Example is St Janes
- AUBURN IS MORE REACTIVE THAN PROACTIVE; BUILDING HOMES/APTS IS WAY OUT OF HAND AND WE DONT HAVE THE IFNRATRUCTURE IN PLACE FOR IT
- Auburn is no longer" loveliest village", too many trees lost to construction, big apartments right up to sidewalk, loss of and no concern for historic properties.
- Auburn is the best run city I've ever lived in and I'm grateful for the good work of the city employees and management. Great recent improvement in the city website and I have used the Fix It app several times with good response to my request. The Auburn PSD is also a useful app to have relative to problems/traffic/weather. The recent road improvement throughout the City has been excellent. Overall, great job.
- Auburn library needs its own website, not linked to the city. Please stop approving the tall student housing.
- Auburn needs more restaurants that are upscale and entertainment.
- Auburn seems to be a good city with good police protection, nice people, city services. Streets could be better maintained.

- Auburn was a wonderful place for a family for years. Concern for poor planning in downtown. Concern for lack of planning for residential areas. Too much, too fast paced growth.
- Auburn's people are what make the city so wonderful! Having graduated from AU over 50 years ago, I'm so happy to know that the people are as wonderful now as they were back then! Keep up the good work city of Auburn!
- Baseball fields, balling cages are in bad conditions, unsafe and doesn't have L's and T's.
- Beautiful place to live. Guard against overcrowding. We need more safe bicycle paths. STOP approving big ugly buildings for campus area.
- Been here since 87' doesn't feel as safe to ride a bicycle around on the streets anymore. Been hit by cars twice now. Once in 2001 on East U and once on campus in 10'. Police can't police inattentive drivers effectively. Cell phone use while driving is very dangerous and as much as I want to ride East U and Shug I won't, I'll just stick to trails in Chewacla
- Bike lanes. We need more.
- Bike way is needed between airport runway and the public golf course.
- Biking here is awful, and providing better bike infrastructure could reduce dependency on cars and the associated traffic/parking issues.
- Bring in another healthy food option. Fresh Market, Trader Joes, Whole Foods and a Marshall.
- Broaden efforts to preserve downtown. The Accolade looks like a communist building from the 50's. Planning commission should be more discriminating.
- called multiple times regarding adding speed bumps in my neighborhood, nothing yet
- Citizens should be the priority, not non-local business downtown. Looks awful with addition of ugly too tall buildings.
- City leadership has approved massive development without investing in, or regard for, traffic, green space and infrastructure. The appearance and character of the city has been drastically damaged.
- Concern over all the tall buildings. We are definitely not the loveliest village on the plains anymore. But money does speak.
- concerned about growth of the city and the high rate of property tax
- Concerned about water pressure on Opelika. How the code is written for dogs who repeatedly attack other dogs, only work when they bite humans.
- Deer Run rd needs paving and widening
- Designated area for pet owners to walk dogs. Limit number of pets to one per household.
- Development is out of control.
- Do whatever you can to help Auburn Mall survive. Auburn needs its own television station. We have to use the Opelika Library because Christian non-fiction is not available at Auburn library. There is a noticeable anti-Christian bias at Auburn Library.
- During last 25 years of residence, the limb and debris pickup has been invaluable. They do a very good job.
- During the tip off event held downtown this past year there was too much space blocked off and people were smashed up against the wall of the jewelry store trying to cross over magnolia Ave to get to the other side where the other business are.
- EXCELLENT ACTIVITIES FROM LIBRARY-MUSEUM-PERFORMING ARTS FACILITY AND ALL SPORTS, RESTAURANTS

- Earlier this year the garbage truck hit and completely damaged our garbage can when it was properly placed for pickup. It took over a month for us to get a replacement can from the city. I had to call the department of environmental services at least 5 times to get this taken care of. Their response was that they were completely out of totes. This was unacceptable - I pay for garbage service every week, and there were 4+ weeks where my garbage could not and would not be picked up by the city because my garbage can was so damaged that it could not be used. The city needs to have better contingency plans in place - I found it difficult to believe that they were completely out of garbage totes for an entire month. Please plan your supply better.
- EMS should be able to be more helpful in the field such as provide more services and antibiotic.
- Enjoying the growth, would like to see more diversity in new businesses.
- Extend merge and turn lanes
- Find better ways to keep public informed
- FIRE DEPT AND PARAMEDICS ARE TOP NOTCH. YOU COULD NJOT ASK FOR BETTER. CITY PLANNING/PERMITTING ARE TERRIBLE. ALL HIGRISES BEING BUILT ONLY TO BE ABADONED A FEW YEARS LATER. QUALITY OF BUILDING IS TERRIBLE. ALL NEW DOWNTOWN APARTMENTS ARE FALLING APART
- Fix the parking issues downtown so that local families can come and support businesses.
- Friendly and welcome to visitors. Outstanding schools. Good place to raise a family.
- Friendly community and clean
- Get control of the flooding of Moore's Mill Creek , flood damage cause by over development
- GOOD RETIREMENT VALUE
- Good schools but too many people in a small area, more is being added which makes it congested.
- Great city
- Great community to live. Water department needs to plan better for growth.
- Great place to live
- Great place to live
- great place to live and raise family. I am concerned about Auburn outgrowing infrastructure.
- Great place to live. Could be world class at some point with right investments. Megan Crough is doing a great job.
- Great place to live. Traffic and constant road construction is an issue. Several new strip malls with nail salons, etc. are not very attractive.
- GREENVILLE, SC HAS THE CUTEST AIRPLANE THEMED PARK AT THEIR AIRPORT. IT WOULD BE PERFECT FOR AUBURN
- Growing too much, too fast
- Growth is inevitable and supporting the City school system is important, but parks and recreation services have not kept up with the growth. The same children and families that are being supported in the school system should be supported in facilities and programs via parks and recreation. Continue to build needed facilities for parks and recreation and open the school facilities to parks and recreation activities especially in the summer!
- Growth is out of control. Big Picture. Police, fire , schools, parks-doe we have enough? Streets to handle growth. Be proactive, not reactive.
- Had sewer stoppage. Quick response from city workers who fixed problem at street.

- Heavy traffic during peak hours
- Housing is expensive in comparison to other city's with the same economic make up.
- HOW CAN YOU STOP CONSTRUCTION OF MORE AND MORE APARTMENT BUILDINGS. AUBURN IS LOSING ITS IMAGE
- how did the city allow the construction at Shug Jordan/Richland Rd and the Cox Rd cookie cutter complexes. They are an eyesore and will add terribly to traffic on roads that don't have room for expansion. How much did a developer pay the city for this decision??
- I am a senior resident and there needs to be more senior services available in Auburn.
- I am concerned about the city manager form of government, elected officials are more directly accountable to the public
- I am happy to live in Auburn.
- I am retired and enjoy the University sports
- I appreciate the city's effort toward updating the traffic signals away from the ones on the wire and would like to continue to see that done. If possible, I would also like to see an effort towards getting more of the older power lines buried. I am not sure how feasible that is. I would also like to see an effort towards encouraging residential neighborhood developers to not clear-cut the land before beginning.
- I appreciate the efforts the city has made while it is growing. The new red light poles are beautiful and the sidewalks are amazing all over the city. I am hoping that downtown will remain family friendly and not be all college students. It appears that every year more and more students come and are catered too and their are fewer families except on game weekends.
- I believe it is time the city works with the owner of the now closed hotel on College Street to develop a large city convention center and hotel. We have organizations that cannot meet here if they have over 300 members/attendees. I believe many associations around the state would hold meetings here if we had this type convention center for large general sessions and break out meetings. We could be a destination city for all meetings and conventions. We have the restaurants, businesses and hotels to support this progressive action. The AU Hotel is TOO SMALL and land locked.
- I believe the city police are outstanding.
- I do not like apartment buildings built right on sidewalks with no set back or green space. They detract from lovely village.
- I do not like the new city logo, tree with toilet paper, get rid of the toilet paper.
- I do not like the proliferation of large apartment buildings downtown. They are destroying the charming character of Auburn.
- I feel good about all that is happening. Do I wish we were still a smaller town? Yes, but I believe the inevitable growth is being handled as well as humanly possible. Not perfect, but I believe those in charge have Auburn's best interests at heart.
- I feel safe when my husband and myself going walking in the evening.
- I HATE ALL THE APARTMENTS/SMALL HOUSES BEING DEVELOPED ALL OVER AUBURN. THE TRAFFIC WILL BE HORRIFIC AND PEOPLE WHO WANT LARGER LOTS ARE FORCED FURTHER AWAY OR EVEN OUT OF AUBURN
- I have enjoyed watching the city grow the past decade I have lived here but at the expense of other people. Low income areas being gentrified and animals. Justic for Jim and Pam.

- I have lived here for many years and it has been a great place to live. However, Auburn has lost the small town feel. There are too many homes being built and not enough roads to handle to increase. Traffic is a problem and it seems as though the city officials are more interested in the income from growth and not what problems it is causing. Not just with traffic but with the school system. Although the school system is good, it has continually declined with the increase in population. I feel this is due to the increase in the number of lower cost homes and people moving to Auburn.
- I have lived here for over three decades. It is a very pleasant place to live except during important elections when it isn't much fun being a Democrat.
- I hear over and over that the food in Auburn is expensive if you want a sit down dinner. We need some nice buffets for this demographic. We also need more for teens to do. Like a Dave N Buster type place. Better movie theaters with better seating. Better shopping. The bars downtown are great for college students my middle school and high schoolers do not have a lot of choices. No putt putt, arcades, go karting or anything. And poorer families need to be able to afford food. Like a Chili's, White Castle (college kids are always saying that), Ruby Tuesday's, Golden Corral, etc.
- I know this is a stretch, but I would like to see less signage along major roads. The overall landscape is ruined by visual debris.
- I love Auburn and would love more community events and downtown events.
- I love Auburn. So much is great. Make more golf cart friendly. 2 new rec center vert disappointing with lack of planning for children.
- I love Auburn. I feel very safe and it's a great place to raise a family.
- I love Auburn. It is way too crowded. Stop building apartments. Go back to the way Auburn was, not the Auburn I grew up in. Too many builds.
- I love it.
- I love living here, 58 years. Now there are too many big buildings.
- I love the green space in front of the parking deck downtown. Would love to see a commitment by the City of Auburn to never sell this to be developed. It's not large but it gives downtown Auburn a unique area that a lot of downtown areas don't have. It's used by students and residents all the time.
- I really love the library. They deserve funding for their work.
- I still feel tricked about all the apartment complexes downtown. Eyesores.
- I take pride and telling where I am from. Happy to be from Auburn.
- I think all is good, would not move to any other city in Alabama. It is the best.
- I think there is a focus on growth, but it is too unchecked. The cost of housing is outrageous. The idea that there needs to be a gas station on every corner is ridiculous and environmentally terrible. The town is being built around having a car and not creating walkable neighborhoods. Thinking a 4 lane road is a " walkable" area to get to a school or corner shop is absurd.
- I think there should be more bike lanes. I want to go places by bike but I don't want to hold up traffic by driving on the street or be a danger to pedestrians on the sidewalk.
- I think you need to put a walking trail in our area. So we can walk and run, with tables and chairs at Drake School. It was black, our school.
- I wish the city would provide a smaller size trash/recycle can for easier moving and for those who do not have large quantities of garbage.

- I was taking a right into university from Moore's mill and came head on with a biker. The biker was in the biking lane but was coming towards me and I was not expecting that since I was traveling in my lane. I understand that bikers have their lane, but it was quite unnerving to be looking at a biker heading towards me, in traffic. The next day, on Opelika road, a pedestrian was crossing 4 lanes of traffic and again, I was aware enough to stop, but more policing or awareness is necessary. I have a 15 year old that I am teaching to drive. I would love to have more awareness of the pediatricians and bikers to prevent a collision in the future.
- I wish all crosswalks were equipped with flashing lights especially on Magnolia and Glenn. The bike lanes in the city and on Ogletree need cleaned up and we need more. Would love a dedicated bike trail. Traffic on East University is horrendous and people speed and pass in the turning lane. Increased law enforcement on this street would be great. Some streets in some neighborhoods need repaving. I don't think we need two high schools. I think a 9-10 and an 11-12 school would be best. The competition and divisiveness it will bring is going to damage the close knit community we are now. Please don't make both high schools the same grade levels. When We had two middle schools it was awful and the bickering and unfairness was rampant. I know because I am a retired teacher and taught when this was going on. I love Auburn but think that many Public officials are forgetting about our small town feel even though we aren't really a small town anymore and are more concerned about money. Overall though I still love living here.
- I wish the city would put a sign on the walkway along side the Sheel Toomer Parkway asking dog walkers to pick up after their dogs.
- I wish there was more available parking for AU students. Both of my children are Seniors at Auburn University and have never been able to get adequate parking. I wish instead of more apartments and townhomes that we build more parking lots for the Auburn University students. Also, I love living in Auburn. Honestly, not to much to complain about.
- I wish there were not as many lots with apartment buildings, it takes away from the beauty of the city to have these tall buildings. Please don't build more apartments downtown
- I wish they would not employ an organization with a racist history to draw election maps
- I wish you would stop with all this high density growth. The roads can't handle it and neither can the schools. Auburn high is so beyond capacity that it's a safety issue at this point. And Auburn Junior high is dilapidated. Until the schools can catch up, development needs to be slowed way down. And you really need a try ordinance for neighborhood developments. Trees are being completely cleared and nothing is replanted in their place. The beauty of Auburn is disappearing and so is nature. It's disgusting this is allowed to continue.
- I worry about traffic flow.
- I would like for there to be more diners that are reasonably priced, good food, open breakfast, lunch and dinner. I would love if Auburn Mall could be revitalized.
- I would like non-automobile transportation options beyond when , improve consideration of public transit .
- I would like the city to slow down the amount of townhouses and apartments that are being built. I would also like for wetlands and eagle nests to be preserved and protected. We are, after all, home of the war eagle.
- I would like the leash law to be enforced on the pedestrian paths at Kiesel Park.
- It is a nice place to live. Feel safe living here.
- It is a very clean and safe place to live.

- I would like to see more availability of basketball courts for adult free play. Several areas downtown need to lighted crosswalks and the crosswalk on magnolia near chick fil a would have a pedestrian traffic light so that the cars have some chance of moving through during busy times. Would love to see more bike/walking paths that could connect the neighborhoods outside the circle to downtown Auburn.
- I would like to see more connectivity and improvements for bikers and pedestrians-especially within the University loop. I would also like to see hard enforcement of the hands free law and ticketing drivers for using their cell phones. I would like to see some efforts of invasive plant removals-like kudzu, privet, heavenly bamboo, wisteria, etc. in lots, along roadways, abandoned areas, etc. but do NOT want to see clear cutting of native trees. It would be great to incentivize builders to keep trees instead of bulldozing the entire lot for new development. I would like to see better educational programs for recycling and larger range for curbside recycling service. Overall, Auburn is a safe and small community that I enjoy residing in and would be even better if the above was focused on for the future.
- I would love to see more areas for the north side children to enjoy.
- If possible, share plans (with dates) pertaining to improvements with roads and their usability. The city is expanding in certain directions more than others, and road improvements (e.g., widening, more efficient intersections) should be made in advance rather than after overcrowding in our traffic arteries. Perhaps the improvement of various roads can only be made (i.e., funding obtained) based on existing traffic. However, it is obvious in some sections of the city that traffic is coming and will be a headache. My advice is get in front of the growth. Auburn is growing!
- In afternoons, I would rather drive in Atlanta rather than Auburn. City has allowed rapid population growth without developing infrastructure to handle the growth. Some corners in downtown are dangerous because tall buildings have been built so close to the street that they obstruct visibility.
- Increase downtown density. Healthy things grow. Please make more bike and pedestrian friendly areas. Also, please don't cave into pressure about dumb culture war stuff.
- It appears the city is being over developed to increase the tax base, and with no regard for esthetics or suitability.
- It can be difficult to drive in this city with the sheer volume of vehicles and smaller streets.
- It is a great place to raise a family. Would love a big splash pad, wave pool, lazy river.
- It is good and bad that the city is growing, good people are moving here, bad because there is no affordable housing.
- It is sad the University and business developers are ruining downtown. They way you let buildings go up right next to the sidewalk is disgraceful.
- It is very difficult to make a left turn off Professional Pkwy to Gatewood Dr. Due to trees and shrubbery, it is difficult to see around the curve, especially a problem when cars are not observing speed limit on Gatewood.
- It's safe, has a mayor for all the people, residents get along with each other, best schools and rec.
- Jr high pick up on terrace acres dr continues to be a dangerous problem that is not being enforced
- just love it. right size for me in retirement after teaching at Auburn

- Just rude
- Keep the street sweepers more often.
- Keep up the good work.
- LAST SUMMER, AFTER CHURCH, I SAW A POLICEMAN DEAL WITH A LOUD ABUSIVE (DRUNK?) WOMAN WHO WAS ARRESTED IN AREA NEXT TO OMELETTE SHOP. I WAS SO IMPRESSED WITH THE PATIENCE AND PROFESSIONALISM OF THE OFFICER-I MEANT TO SEND A NOTE TO THE MAYOR. IT WAS A VERY HOT DAY BUT THE OFFICER KEPT HIS COOL
- Like to see better enforcement of traffic laws, especially speed limits.
- Limit outside purchase of downtown properties to build more student housing.
- Litter along the roads, such as North Donahue is excessive. Have litter pick up cruise out more often. Urge construction firms to educate employees and crew not to litter or place flyaway items, and beds of trucks.
- littler on the roads is terrible. Request further evaluation of the laws governing granting business permits. Too much development and not enough environmental impact studies. Please quit letting developers strip the land. I don't want to live or be like B'ham.
- Lived here for almost 6 years. Need focus on the north-end of town (FarmVille area) to improve infrastructure and traffic flow. Increase retail development and city amenities (satellite library, parks, etc.) in the northern area. A second city post office location would be nice too. Suggesting plans for roundabout at FarmVille and Conservation be moved to FarmVille and Redtail, as some of the infrastructure is there and a larger intersection. Suggesting the reconfiguration of FarmVille and Mrs. James, to make safer and control morning (school-day) traffic flow. Suggesting that Woodland Pines elementary drop off/pick up be moved through the streets in Woodward Oaks to improve traffic congestion on FarmVille
- Longest place ever lived.
- Love living here
- Love living in Auburn. Came to the university in 1964 and never left. Great place to raise a family and work.
- Love living in Auburn. Thank you.
- Love loving here! I love the new downtown Publix - would love to see some of the open spaces downtown fill in, so that we can spend even more time there. Would really appreciate prioritizing pedestrian safety and additional sidewalks to facilitate walking around town.
- Love my city. The role churches in our area play that contribute to a safe and family healthy city is vital. Please protect them.
- Love the culture love the city love the school system great place to raise children
- Love the sidewalks, not so much the tall buildings.
- Love this town. Need more roads. Geeting too crowded. Trash services could use more training.
- Maybe a traffic light at N Gay St and Drake, glad the roundabout was axed. Turn arrows at N College and Drake. We need some sidewalk cleaning and tree trimming between North Ave and Drake.
- More greenways and trail networks connecting neighborhoods, also downtown would be a great addition to the community
- More parking downtown. Designated parking passes for those that work downtown-less towing.
- More sidewalks please. More parks

- More flashing pedestrian crosswalks, especially next to Target. Less big apartments downtown. Youth sports are hard when we do not know the dates/times before registering. We love our loibrary7 and schools. Please make sure you don't divide the school classes as you build new schools. It will be hard if friends are separated in their last years of high school.
- More walkable options and connections between areas
- Mostly Auburn police do not practice community policing. Friendly engagement with community , instead of strict police business. Some target some people in their stops.
- Mostly satisfied.
- MOVED HERE 23 YEARS AGO TO RAISE OUR GIRLS-BEST CITY IN THE COUNTRY
- My main concern of development is the lack of enforcement of construction BMP's. The watershed director should have more support.
- My next door neighbors have negatively impacted our lives for years because of their barking dogs, left outside 24/7.They ignore police warnings, no consequences. 13 years now.
- Need better retail shopping and grocery store options.
- need buffers with right turn only on main roads street lights that lit up the street not those that put one o sleep
- Need more access to city school buses. My child rides home on school bus on the floor. Very unsafe.
- Need more roads or widen 4 lane roads.
- Need parking spaces at sites.
- Need safer bicycle trails/lanes
- Need to address traffic flow. Maybe time for some one way streets.
- Need to develop areas other than the downtown. Need more dining options.
- Needs improvement in youth sports, specifically parks and rec management over youth sports. More available fields.
- Nobody likes you tearing down the charm and building skyscrapers and apartments.
- Noise ordinances need to be enforced, not just for residents but businesses too - the places that have outdoor speakers blaring out at late hours.
- Open dumpster sites back up.
- Our ambulance services-please ask only those in the know-are below adequate for our size. We are also overdependent on Opelika and its' hospital for this. A big tragedy could be pending.
- Our gravel driveway washed out into the road/bike lane. Not only did the city clear the road and bike lane, they took the time to help restore the driveway. This was above and beyond and something we are greatly appreciative of.
- Over developed housing. Too much new arts and housing no boundaries or permits.
- Overall a nice place to live. Need more parking downtown and golf cart access.
- Overall good. Traffic is a nightmare.
- Overall I think Auburn is doing a good job.
- Overall is a great place to live. Traffic light timing and sequencing needs to be worked on downtown to help with congestion
- Overall lovely! Some walk signs at intersections have been out for a while-makes crossing the street unsafe.

- Overall, Auburn is a great place to live. I'm a little biased, as Auburn has been my hometown since birth. I have lived in a few other municipalities. The old saying is true: "there is ABSOLUTELY no place like home!!!". However, we're not perfect. The saving grace is that most of the problems we have are due to many of the factors that contribute to our progress. It's a GOOD problem to have, but it must be solved. Thanks, and keep up the great work!!!
- Overall, have loved it here :) Could we work on timing of the lights along Samford crossing Gay street and college intersections? They don't seem timed up well during the high traffic time times.
- Overall, the city does a great job. It has just become too loud, crowded and the traffic and parking is horrible. Loose dogs enforcement needs to be enforced better. Loose dogs can be a safety issue. Loose cats are in new sense.
- Overdevelopment without a proper infrastructure (traffic) will ruin the city.
- Parks, swimming pool, Indoor like Opelika. On West Tabith side of town. Why do all the good things on Moore Mill area? not fair.
- Passed years, Auburn - Opelika City new houses and population were significantly increase. But traffic and other infra was not sufficiently developed. Most of Citizen cannot know the detail expansion plan of City, so they have to bear the inconvenience unilaterally. The Cities are needs to seriously consider about long time lived residents desire about want staying with green and wide space to enjoy of nature life at home and easy to access and reach and short time waiting of restaurants, shopping center and several culture space before they decide leaving this beautiful city. We live small cities since we dislike the complex environment.
- People who use walking trails in park would feel safer and enjoy exercise more if dogs were not allowed ono walking trails.
- Pine Crossing golf course hitting golf balls into neighboring community opposes, an extreme hazard.
- Please consider increased attention & funding toward pedestrian & bike projects so that the city's network can begin to compete with driving as a means of transportation rather than just recreation.
- Please don't grow too fast without roadways improvements planned!
- Please expand the Libraries catalogues to include more diverse topics and authors.
- Please fix the Samford Avenue tennis courts.
- Please focus on maintaining the roads, and less on own construction - I choose to live in the Loveliest Village on the Plains, not NYC!!!
- Please protect our trees! We are cutting down a lot of trees to make room for subdivisions and mixed use areas and there doesn't seem to be a priority to preserve trees in many of these developers. One of the things that makes Auburn so beautiful is our trees. Without the lush green spaces Auburn would be very run of the mill and not as special. Trees make the summer less hot and provide us with oxygen. I would like to see better initiatives about preserving our trees, especially when we have contest about your favorite city tree but then you drive by these development sites and they have just been completely mowed down.
- Please put more thought, care and funding into proper urban planning and focusing on what's actually best for residents and quality of life in Auburn as opposed to being led by money and favors to developers. Stop approving the building of massive structures downtown when traffic congestion and lack of parking are already deplorable and the lack of true urban planning is

already painfully evident. Stop approving developments of huge houses, apartments or businesses onto tiny lots incongruous with their surroundings.

- Please stop building the tall apartments downtown. it destroys the "loveliest village on the Plains".
- Please stop with all the high rises!!!
- Please update all crosswalks on magnolia to the lighted ones so they are all the same for students to cross. Plant an abundant amount of Yoshino Cherry trees around downtown, and all of auburn for a gun way to celebrate spring in the future. Monitor college parties and events for underage and extreme intoxication on public streets and neighborhoods. Have clear ways to say “look what's coming” on social media for new restaurant permits, stores, business, etc. so as soon as they are approved the public can know about them. And please please please reach out to trader joes and offer an incentive to bring them to Auburn!!!! U will not regret the boost in this town.
- Please, more things for younger children. More safety features in public areas, specifically as it relates to firearms signs are not enough.
- Poor maintenance of traffic signals. Someone needs to keep a constant check of traffic lights and make sure they are functioning properly. I constantly sit at red lights with turn arrows lit up, with not a single vehicle in the turn lane. Traffic lights timings need to be adjusted by the date and time. Some are way too long and/or cycle way too often and really jam up traffic flow. Traffic flow in Auburn is the #1 priority. It is literally the worst I've seen in any City I've ever lived in. It's AWFUL
- private developers are over-building all over the city. Housing, apts, retail downtown affecting the small-town feeling. Developers on many city boards.
- Property taxes too high, am on fixed income.
- Protect downtown!
- Public education is good, but not nearly as good as it used to be 10 years ago.
- PUBLIC SCHOOLS-VERY DISSATISFIED- IA M HOMESCHOOLING MY 8TH GRADE BOYS NEXT YEAR BC OF SCHOOL'S RELAINCE ON IPADS, TEACHERS UNWILLING TO ACTUALLY TEACH AND ADMINISTRATOR'S INFLUENCE AND SUPPORT FOR LGBTQ ISSUES
- Quality of healthcare is a huge factor on considering to live here. New apartments being constructed in combination with new houses will strain traffic capacity at peak hours.
- Really appreciate the recent city-wide recycling event. It was carefully organized, directions were clear, every staff member I was in contact with was kind and helpful.
- REC SPORTS IN AUBURN IS TERRIBLE COMPARED TO OTHER CITIES. ALL THE LARGE APARTMENT BUILDINGS BUILT AND BEING BUILT HAVE REUINED THE CITY
- recycle trucks and garbage trucks: spilling trash on the roadside- it is the source of most of the litter
- Recycling needs to include glass
- Red light cycle too slow. Bike paths need to be off arteries.
- Requiring higher percentage of green space on new development. Set backs in urban areas.
- Roads aren't built to handle the amount of traffic and people downtown with all new apartments and condos

- Safe city, great place for raising young kids. Good school system, responsive leadership. Would like to see improvements in traffic flow, remove vacated homes on Martin Luther King Drive, resurrect Bragg Ave.
- Side walks along Ogletree Road and Moore's Mill, extended to East Lake entrance/Alex Avenue
- So many construction sites and bad road conditions causes significant cost/spending on auto maintenance including tire changes/repairs.
- So many people seem to feel that the construction downtown is taking away the hometown feel of the loveliest village on the plains. We certainly don't want to look like a big sterile city.
- So thankful Auburn is trying to put in more parks. We still seem to be behind Opelika with family recreational options (splash pad). That is unfortunate because it costs more to live here.
- Something I'd like to share about the City of Auburn is that while my family and I do feel safe overall, we've noticed that certain areas outside of downtown could benefit from improved lighting along main roads and sidewalks. Enhancing visibility in these spots could encourage more evening activity and help residents feel even safer while enjoying the city at night. A well-lit environment would not only promote walkability but also support local businesses in those areas by increasing foot traffic after dark.
- Something like the Opelika Sportsplex for Auburn would be amazing.
- Stop building ugly apartment complexes. Do a better job of preserving Auburn's character and style.
- Stop building. Auburns traffic problem will be like Atlanta in the near future if something isn't done about over-development.
- Stop building. No more housing, too many people. Enough
- Stop cheap housing developments. You're destroying our city.
- Stop increasing property taxes. Create more entertainment areas that are family friendly that aren't parks. Open land up to businesses.
- Stop massive buildings on the east side of Gay. Preserve neighborhoods.
- Stop messing up the downtown area.
- Stop profiling black people.
- Stop the MUTILATION of crepe Myrtles—PLEASE!!
- Stop uncontrolled building of apartments downtown with no green spaces. Give us Auburn water when we live in Auburn.
- Students drive like maniacs. It seems speed traps are done when they are not here. Auburn needs to hold them accountable.
- Super concerned about emergency medical services. Much seems to be outsourced to Opelika and hospital. Auburn not put first and long travel times for those with medical emergencies in parts of Auburn
- syncing of traffic lights so we don't have to stop and start so often. It is taking substantially longer than it used to get around town. I realize that there is more traffic but the lights could be synced much more efficiently.
- Thank you for all your hard work.
- The aquatic area (size of pool and splash pad) of the new Lake Wilmore Recreation Center is disappointing.

- The bicycling community is amazing, but street conditions are unsafe. The poor access to simple commuter bike lanes makes traffic worse.
- The cars/trucks revving their engines and speeding through the streets is unlawful and should be stopped. Please enforce the laws.
- The city hasn't been keeping up with maintaining and expanding infrastructure. Projects done recently have helped but it's neither enough nor happening fast enough. Seems like local contractors just can't get everything done that needs to be done in a timely manner. ALDOT sucks, so state road projects take forever and already need further upgrading when finished. We need so many more bike lanes and sidewalks, but we can't even maintain the ones we have. Street lighting in neighborhoods is so bad that cars with automatic high beams turn on their brights all the time. Downtown gets choked and I avoid it. I won't drive to shop or eat there.
- The city is growing to fast for me.
- The city is not keeping up with the population growth in terms of the streets. N Donahue should have been widened before woodland pines was built. We now have another school being built on N Donahue. The city has a bad habit of waiting until traffic is a huge problem, then finally going back and adding traffic circles or expanding the roads. Now you have construction going on I already congested roads. The same thing is going on at Richland Rd. The same thing is occurring on Ogletree Rd. A round about should have already been started where the lake Wilmore recreation area is being built. Crosswalk red lights need to be installed on W magnolia Av. When is the last time you city officials have tried to drive on w magnolia av after lunch on the hour, 1, 2, 3, 4, or 5 pm. The pedestrian traffic is so heavy it broke traffic to a standstill. Why are we still building multi-family developments within the EUD circle? The current roads are not built for the amount of traffic.
- The city is very dangerous for bicyclists and pedestrians. You can’t safely commute across town other than by car. Mass transit isn’t coming. Help folks walk and bike to and from work. More bike lines and pedestrian bridges would help. Thank you.
- The City of Auburn is a great place to live. However, it is becoming increasingly difficult to do business, including getting development projects done, due to the amount of red tape.
- The city should enforce their ordinances. More than 2 unrelated living in a household or barking dogs
- The constant construction of large apartment causes taxes to be out of control.
- the construction of downtown area
- The high water pressure from the city's main has created plumbing issues in our house. Covington Ridge
- The lack of sidewalks in many places is a nuisance and dangerous. There is no crosswalk or sidewalk at all on North Donahue and Shug Jordan.
- the level of population growth and the school locations has led to congestion. The roads and other systems are lacking in this event & have been unable to handle the demand. Auburn is taking an already limited road space and made it difficult to get from home to work and visa-versa. Please strongly consider the construction development being approved and the placement of these developments on our community. More is not always better.
- The markings on the streets and Opelika Road are both terrible and invisible.

- The mayor and city council not only have a responsibility for the growth and economic well being of the city, but also to the quality of life and they have ignored that responsibility shamelessly.
- the more street lights drive out bad elements. Please add more solar lighting and round abouts and 4 way stops (Drake and Gay street)
- The new logo is fun, but not what the city is all about, it's not good for the trees.
- The people who answer phones in city services are helpful and kind. the pickup of debris by garbage services is excellent.
- THE PLANNING COMMISSION SEEMS TO BE INDIFFERENT TO THE WILL AND FEELINGS OF THE NEIGHBORHOOD RESIDENTS N THEIR DECISIONS TO PERMIT DEVELOPERS TO BUILD WHATEVER THEY WANT
- THE PLAYGROUND NEAR WRIGHTS MILL ELEM IS VERY NICE. MOST CEMETERIES ARE NICE. FRANK BROWN IS VERY NICE
- The pottery studio is great but could use more funding. Need more pt help.
- The Saughatchee tributaries that flow through the west side are all grown up but the tributaries that flow through other parts of Auburn are maintained.
- The school system is well run, the city is very clean.
- The softball fields need to be updated. They have many issues an it has been that way for years. Rec and pool facilities seem to be a priority everywhere but on the west side of town.
- The special ed dept at Auburn City schools needs qualified para professionals who are compensated fairly- URGENT!
- There are 8 traffic lights between home and the post office/city facilities. I head that way from exit 57, one of the “first impression” routes. It would be so nice if the traffic lights were in sync to get to downtown without stopping at almost every light. Traffic flow, parking, and catering to college students are the main reasons we spend most of our time in Opelika. We only go the post office in Opelika, too. The one in Auburn is awful. The trees in the center median on Glenn should be straight; there are a few that are leaning over & have been for years. I have made several reports in the Auburn Fixit app, and I have been very impressed with the speed of repairs & communication. Auburn P&R programming is excellent! We particularly enjoy the 50+ offerings, City Market, and volunteering for annual events such as Summer Night Art Walk & Downtown Trick-or-Treat. CityFest needs some serious help with traffic flow & parking. We waited over an hour to get to Kiesel from I85 last year!
- There are not enough bike lanes throughout the city.
- There is an ongoing issue with personal vehicles, city service vehicles parked on the sidewalks.
- there needs to be A LOT more oversight of the school system and how they spend the $$$$$$ they get from the City
- There seem to be some real missed opportunities for programming collaborations between the city and the University. As a faculty member, I’ve been surprised and disappointed by the lack of compelling cultural offerings - it’s not a very interesting place to live if you don’t have kids; no place to see art films, theatre, live music, or public lectures that are of high quality. Mostly just big commercial touring groups through the gouge. We’re not incubating ideas that engage with contemporary culture. It’s too polite around here, too commercial. The city doesn’t offer much to help students develop ideas or sensibilities that aren’t incredibly traditional.

- They high rise apartments need to end, we need library branches, and traffic flow needs improvement.
- They need to make downtown appeal to others beside students. I do not shop downtown at all.
- This city needs to be concerned how many historical buildings are being destroyed. The city should also stop focusing on increasing short term rentals and high value condo's, and support more than just its high economic class citizens. There aren't many low income housing or project housing available in city limits. Relatively NO affordable housing for current students/recent graduates. Support the low and median economic classes through residential/housing availability. Partner with Alabama power to get better lighting in residential/city street areas (like Moore's Mill from Dean Rd. To Samford Rd., areas where the street is an arterial street, but lined with residential zoned properties). Have better traffic control patterns (more consistent timing, at least, it's chaos for people who regularly use the road that have to deal with people who don't having to move lanes because a whole lane is blocked for Dean Rd. Elementary School) for city schools on Dean Rd.
- Too much building going on. Destroying nature, trees, etc.
- Too much construction. Too much traffic
- Too much high rise developments downtown. "Loveliest Village" almost gone.
- Traffic getting worse and no remedy in sight. Pedestrians walk into traffic, ANYWHERE without looking. New pool to replace health plus services (probably handled 30 in water class) only can handle 6 people. All that money yet no one listened to the people who came to city council. There is a common belief when it comes to Auburn you cannot fight city hall. City manager, planners and officials seem to want growth at any cost. Too sad because things like the inclusive park is EXCELLENT. So good works CAN be done. The lovest village is losing some appeal. Thank goodness excellent schools are so powerful.
- Traffic is bad. Need loop around Opelika/Auburn.
- Traffic is horrible and must be addressed soon
- Traffic is horrible.
- Traffic is increasingly problematic. Light timing adds to the congestion. We avoid downtown, never go there. Remove on street parking.
- Traffic is out of control. We would all benefit from a public transportation system that caters to more than students.
- Traffic lights should be synched to optimize traffic flow.
- Try to keep the immediate downtown area, quaint, avoiding high-rise monstrosities.
- Try to reduce noise from modified vehicles, especially trucks. Try to reduce and or minimize use of emergency vehicle sirens.
- Ugly downtown buildings. Concrete canyons. I avoid downtown.
- Uncontrolled development has killed the beauty of the city. Will transform the population from residents to transients. Don't lose focus on schools-the engine of the housing economy.
- Very concerned about increased and speed of traffic in residential areas.
- Very happy with all the services the city provides.
- Want fiber internet availability through city run municipal fiber. Would like city sewer service to become available in my neighborhood near Chewable.

- Water department is awful. Customer service is rude. Need to carry street scape of S College all the way to the GPAC
- WATER DRAINAGE NEEDS TO BE IMPROVED AND MAINTAINED. UNDERPANES NEED TO BE CLEARED REGULARLY TO PREVENT FLOODING
- We appreciate all the roadwork. There are still many that are so rough on everyone's car.
- We are no longer a lovely village. Growth rate has caused major traffic issues and there are simply too many people moving into our area.
- We are very opposed to naming the new high school 'Plains". Please schedule a public forum on the naming. Please improve the railroad crossings on E Univ Dr and Dean Rd. They are too rough.
- We desperately need better bike connectivity from the parks and facilities, the library and public pool. These are all huge assets.
- We do not like the amount of apartments that are being built downtown. Our village is not pretty anymore.
- We feel the City is doing a great job overall in improving Auburn and residence life here!
- We live in a wonderful community, and it is growing and will grow and growth is good. We need to be more aware about how we will handle the growth.
- We love Auburn ??
- WE LOVE AUBURN, AS A RUNNER, BIKER, WALKER I AM NERVOUS. ESPECIALLY FOR INTERNATIONAL STUDENTS WHO CANT DRIVE. CRAZY COLLEGE DRIVERS
- We love Auburn, but we would like to see more sidewalks/crosswalks expand out into the Moore's Mill area as a means of reducing the traffic on Moore's Mill during morning and afternoon hours. Trying to get out of Stoneridge in the morning and go left is very dangerous. With the expansion out in the area and it being the only direct access something needs to be done as Auburn continues to grow out that direction. The city needs to focus on this planning expansion as it keeps allowing permits for buildings and housing in that area. Also, the recreation centers are wonderful but they have very limited hours for the weekend which is when most of us would be able to use them. It would be great to see expanded weekend hours for all the facilities (particularly Frank Brown and Wilmore) which has the most activity space for kids.
- We love living in Auburn, and our family and friends love visiting town. We do have concerns about the rate of growth and long term planning for sustaining the Auburn charm, but overall are very pleased with the city. We would love better ways to stay informed with the city's happenings
- WE LOVE LIVING IN AUBURN. OUR CITY IS A GREAT PLACE TO LIVE. WE HOPE OUR CITY GOVERNMENT/PLANNERS WILL TRY TO MAINTAIN OUR VILLAGE IN RESPECTING OUR OLDER NEIGHBORHOODS AND BUILDINGS/BUSINESSES AS WE GO FORWARD WITH PROGRESS
- We love raising our family in Auburn, but I would say my biggest concern is the growth and how it’s affecting our schools. In the 7 years we have been in the school system we have seen the class sizes increase which in turn hinders how effective the teachers are when teaching. I wish the city would take careful steps when annexing in new areas to the city and allowing developers to develop subdivision after subdivision with houses on top of each other. I grew up in Montgomery and do not want our school system to start to decline. We need families to continue to support our public schools because that in turn helps keep our city thriving.
- We need a noise ordinance against loud vehicles, fireworks, outdoor parties. Getting ridiculous.

- We need bike paths all around city. Ogletree rd. is a terrible place to ride yet it connects many places.
- We need more ethnic restaurants other than Mexican
- We need more green space and longer walking trails. Less apartments
- We need more medical providers!! We have lived here two years and it is so hard to get into any physician's office as a new patient. From what I hear we also need a second hospital system. Ignoring a growing population's medical needs is irresponsible and could lead to delayed care of critical health issues. I don't know what the Open Line newsletter is, but a free monthly update on AU/O would be helpful - Community Impact in Central Texas is an example. Au/O is big enough to host major stores like DSW and restaurant chains like Chili's and BJ's. Those options would be nice, in addition to larger grocery stores with more selection so we don't have to have a Sam's membership- HEB in Texas is a good example even if not that large. Thanks for asking! We love Auburn!!
- We need more pedestrian and bicycle access. This is only available in limited areas. We have plenty of student housing. Stop approving more that is not needed. The monstrous apartment complexes are not helping the aesthetics. Slow down development in general, particularly from builders building cheap houses. Stop cutting down more trees (particularly with Bald Eagle nests). Stop allowing developers to fill in local lakes with silt due to their disregard to rules and then doing nothing about it. Stop scheduling road construction during the busiest times of year (opening weeks of schools). Become more sustainable with waste. Find a way to recycle or compost.
- We need more walking trails indoor and outdoors, free.
- We need to enforce bike lane usages. They Are everywhere and dangerous, along with the electronic scooters downtown. Need more gateway beautification.
- We need to remove parking on College St and Magnolia Ave downtown to make it 3 lanes.
- We need to work on traffic flow, it is almost at emergency level.
- We should have an electric bus system.
- When a neighborhood is impacted by a city service, residents should receive written notice by mail.
- While the city is not perfect…it is a pleasant place to live.
- Why do this. They will do what they want to without contacting you anyway.
- Wonderful retirement community, shopping, banking, doctors-all nearby.
- Work on getting grants and assistance to provide more low cost housing.
- Would like to see more sidewalks connecting neighborhoods down highway 14
- You should continue the music program in Town Creek Park. Another park is handicap accessible.

8 Survey Instrument

AUBURN
ALABAMA

March 2025

Dear Auburn Resident,

I am writing to ask for your assistance with the 2025 Resident Survey. The first Resident Survey was conducted in 1985, and annually from 1987 through 2017. Since 2017, the Resident Survey has been conducted bi-annually to align with the City's biennial budget. 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 helps us identify areas where we can improve. The Resident Survey is a vital instrument in establishing budget priorities and shaping policy decisions. Auburn is known for its active and involved citizenry and your participation in this survey is an important way to get involved in helping guide our community.

ETC Institute from Olathe, Kansas is administering the survey. A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. If you prefer, you can complete the survey online at auburnsurvey.org. Your responses to the questions in the survey are anonymous. 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.

The results of the survey will be presented to the City Council and the public in Spring 2025. 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 and returning the enclosed survey. Your participation helps to ensure that the City of Auburn remains a very special place in which to live, work, and raise a family.

Sincerely,

Megan McCrackin

City Manager

Enclosure

2025 City of Auburn Resident Survey

Welcome to the City of Auburn's Resident Survey for 2025. Your input is an important part of the City's ongoing effort to involve residents 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, Megan McGowen Crouch, at 334-501-7260.

SCAN ME

1. <u>Major Categories of City Services</u>. Please rate your overall satisfaction with the following major categories of services using 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
01.	Quality of the City's school system	5	4	3	2	1	9
02.	Quality of police, fire, and ambulance services	5	4	3	2	1	9
03.	Quality of parks and recreation services	5	4	3	2	1	9
04.	Quality of City library services	5	4	3	2	1	9
05.	Quality of the City's customer service	5	4	3	2	1	9
06.	Maintenance of City infrastructure (streets, sidewalks and rights-of-way)	5	4	3	2	1	9
07.	Enforcement of City codes and ordinances	5	4	3	2	1	9
08.	Flow and management of traffic	5	4	3	2	1	9
09.	Collection of garbage, recycling and yard waste	5	4	3	2	1	9
10.	Effectiveness of City's communication with the public	5	4	3	2	1	9

2. Which THREE of the major categories of City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 1.]*

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

3. <u>Perceptions of the City</u>. Several items that may influence your perception of the city are listed below. Please rate your satisfaction with each item using 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
1.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2.	Overall image of the City	5	4	3	2	1	9
3.	Overall quality of life in the City	5	4	3	2	1	9
4.	Overall appearance of the City	5	4	3	2	1	9
5.	Overall quality of City Services	5	4	3	2	1	9

4. Please rate Auburn using 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
1.	As a place to live	5	4	3	2	1	9
2.	As a place to raise children	5	4	3	2	1	9
3.	As a place to work	5	4	3	2	1	9
4.	As a place to do business	5	4	3	2	1	9

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5. <u>City Leadership</u>. Please rate your satisfaction using 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
1.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
2.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3.	Overall effectiveness of the City Manager	5	4	3	2	1	9
4.	Level of public involvement in local decision-making	5	4	3	2	1	9
5.	Transparency of City government	5	4	3	2	1	9

6. <u>Traffic Flow and Transportation</u>. Please rate your satisfaction with the following using 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
1.	Ease of travel by car in Auburn	5	4	3	2	1	9
2.	Ease of travel by bicycle in Auburn	5	4	3	2	1	9
3.	Ease of pedestrian travel in Auburn	5	4	3	2	1	9
4.	Overall connectivity for bicycles and pedestrians	5	4	3	2	1	9

7. <u>Code Enforcement</u>. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	In your neighborhood, how satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Cleanup of debris/litter	5	4	3	2	1	9
2.	Cleanup of large junk/abandoned vehicles	5	4	3	2	1	9
3.	Cleanup of overgrown and weedy lots	5	4	3	2	1	9
4.	Efforts to remove dilapidated structures	5	4	3	2	1	9
5.	Control of nuisance animals	5	4	3	2	1	9

8. Which TWO of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 7.]*

1st: ____ 2nd: ____

9. <u>Public Safety Services</u>. Please rate your satisfaction using 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
01.	Overall quality of police protection	5	4	3	2	1	9
02.	Visibility of police in neighborhoods	5	4	3	2	1	9
03.	Visibility of police in retail areas	5	4	3	2	1	9
04.	Police response time	5	4	3	2	1	9
05.	Efforts to prevent crime	5	4	3	2	1	9
06.	Police safety education programs	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Overall quality of fire protection	5	4	3	2	1	9
09.	Fire response times	5	4	3	2	1	9
10.	Quality of fire safety education programs	5	4	3	2	1	9
11.	Quality of local ambulance service	5	4	3	2	1	9

10. Which THREE of the public safety services items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 9.]*

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

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11. 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
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In the City's parks	5	4	3	2	1	9
4.	In commercial and retail areas	5	4	3	2	1	9
5.	In downtown Auburn	5	4	3	2	1	9
6.	Traveling by bicycle in Auburn	5	4	3	2	1	9
7.	Traveling as a pedestrian in Auburn	5	4	3	2	1	9
8.	Overall feeling of safety in Auburn	5	4	3	2	1	9

12. Garbage, Recycling, Sewer, and Water Services. Please rate your satisfaction with the following using 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
1.	Residential garbage collection service	5	4	3	2	1	9
2.	Curbside recycling service overall	5	4	3	2	1	9
3.	Material types accepted for recycling	5	4	3	2	1	9
4.	Recycling at the City's drop-off recycling center	5	4	3	2	1	9
5.	Yard waste removal service	5	4	3	2	1	9
6.	Sewer service	5	4	3	2	1	9
7.	Water service	5	4	3	2	1	9
8.	Quality of drinking water	5	4	3	2	1	9
9.	Utility Billing Office customer service	5	4	3	2	1	9

13. Which TWO of the garbage, recycling, sewer and water services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 12.]*

1st: ____ 2nd: ____

14. Development and Redevelopment. Please rate your satisfaction with the following areas in Auburn using 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
1.	Overall quality of new residential development	5	4	3	2	1	9
2.	Overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
3.	Overall quality of new business development (offices, medical facilities, banks, etc.)	5	4	3	2	1	9
4.	Overall quality of new industrial development (warehouses, plants, etc.)	5	4	3	2	1	9
5.	Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
6.	Overall appearance of Opelika Road	5	4	3	2	1	9
7.	Overall appearance of Downtown Auburn	5	4	3	2	1	9
8.	City's planning for future growth	5	4	3	2	1	9

15. Which THREE Parks and Recreation, Cultural and Library categories do you think should receive the MOST FUNDING EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers below]*

1. Baseball/softball fields
2. Multi-purpose fields
3. Park space with trails
4. Playgrounds
5. Splash pad
6. Swimming pools/aquatics
7. Pickleball courts
8. Recreation/community centers with gyms
9. Senior center

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

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16. <u>Parks and Recreation</u>. Please rate your satisfaction with the following using 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
01.	Quality of parks	5	4	3	2	1	9
02.	Quality of cemeteries	5	4	3	2	1	9
03.	Quality of walking trails	5	4	3	2	1	9
04.	Quality of playgrounds	5	4	3	2	1	9
05.	Quality of community recreation centers	5	4	3	2	1	9
06.	Quality of fitness areas within recreation centers	5	4	3	2	1	9
07.	Quality of outdoor athletic fields	5	4	3	2	1	9
08.	Quality of youth athletic programs	5	4	3	2	1	9
09.	Quality of adult athletic programs	5	4	3	2	1	9
10.	Quality of cultural arts programs	5	4	3	2	1	9
11.	Quality of senior programs	5	4	3	2	1	9
12.	Quality of special needs/therapeutics programs	5	4	3	2	1	9
13.	Ease of registering for programs	5	4	3	2	1	9
14.	Fees charged for recreation programs	5	4	3	2	1	9
15.	Quality of special events (CityFest, Summer Nights, July 4th, etc.)	5	4	3	2	1	9

17. Which FOUR of the Parks and Recreation areas listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 16.]*

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

18. <u>Library</u>. Please rate your satisfaction with the following using 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
1.	Hours of operation	5	4	3	2	1	9
2.	Customer service	5	4	3	2	1	9
3.	Books and audio/visual for children	5	4	3	2	1	9
4.	Books and audio/visual for adults	5	4	3	2	1	9
5.	Children's programs	5	4	3	2	1	9
6.	Adult programs	5	4	3	2	1	9
7.	Technology resources	5	4	3	2	1	9
8.	e-Book collection	5	4	3	2	1	9
9.	Availability of meeting spaces within the library	5	4	3	2	1	9

19. Which THREE of the library services listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 18.]*

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

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20. <u>Maintenance</u>. Excluding areas maintained by Auburn University, please rate your satisfaction with the following using 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
01.	Maintenance of city streets	5	4	3	2	1	9
02.	Maintenance of sidewalks	5	4	3	2	1	9
03.	Maintenance of street signs	5	4	3	2	1	9
04.	Maintenance of traffic signals	5	4	3	2	1	9
05.	Maintenance of biking paths and lanes	5	4	3	2	1	9
06.	Maintenance of downtown Auburn	5	4	3	2	1	9
07.	Cleanup of debris/litter in and near roadways	5	4	3	2	1	9
08.	Maintenance of City facilities (City Hall, Auburn Public Library, Fire Stations, Police Stations, etc.)	5	4	3	2	1	9
09.	Mowing/trimming along streets and public areas	5	4	3	2	1	9
10.	Overall cleanliness of streets and public areas	5	4	3	2	1	9
11.	Adequacy of City street lighting	5	4	3	2	1	9

21. Which THREE of the areas of maintenance listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 20.]*

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

22. <u>Downtown Auburn</u>. For each of the following issues in downtown Auburn, please rate your level of satisfaction using 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
01.	Cleanliness of downtown areas	5	4	3	2	1	9
02.	Feeling of safety of downtown at night	5	4	3	2	1	9
03.	Pedestrian accessibility (includes pedestrian signals, crosswalks, pushbuttons, lighting, ramps, stairways, handrails, etc.)	5	4	3	2	1	9
04.	Quality of public events held downtown	5	4	3	2	1	9
05.	Landscaping and green space	5	4	3	2	1	9
06.	Signage and wayfinding	5	4	3	2	1	9
07.	Availability of public event space	5	4	3	2	1	9
08.	Availability of dining opportunities	5	4	3	2	1	9
09.	Availability of outdoor dining venues	5	4	3	2	1	9
10.	Availability of retail shopping	5	4	3	2	1	9
11.	Availability of parking	5	4	3	2	1	9

23. Which THREE areas of downtown Auburn listed in Question 22 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 22.]*

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

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24. <u>City Communication</u>. Please rate your satisfaction with the following using 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
1.	Quality of Open Line newsletter	5	4	3	2	1	9
2.	Quality of the City's website	5	4	3	2	1	9
3.	Quality of the City's social media	5	4	3	2	1	9
4.	Availability of information on City services and programs	5	4	3	2	1	9
5.	Availability of information on construction projects in and around the City	5	4	3	2	1	9
6.	Availability of information regarding City initiatives and projects that affect you or your neighborhood	5	4	3	2	1	9
7.	Availability of information about Parks and Recreation services and programs	5	4	3	2	1	9
8.	Availability of information about City library services and programs	5	4	3	2	1	9

25. Have you used the City's FixIt app to access City services?

____(1) Yes *[Answer 25a.]* ____(2) No *[Skip to 26.]*

25a. How easy was it to use the app?

____(4) Very easy ____(3) Somewhat easy ____(2) Difficult ____(1) Very difficult

26. Which of the following are your primary sources of information about city issues, services, and events? *[Check all that apply.]*

____(01) Open Line newsletter (online version)
____(02) Open Line newsletter (print, with water bill)
____(03) e-Notifier (City emails/texts/press releases)
____(04) City website
____(05) Calling a City department on the telephone
____(06) City cable channel (Charter Ch. 182, WOW Ch. 13)
____(07) City social media sites (Facebook, X, Instagram, extdoor, YouTube, LinkedIn)
____(08) Other social media sites (private, non-City sites)
____(09) Local newspaper (Villager, OA News)
____(10) Radio news programs
____(11) Television news programs
____(12) Word of mouth (friends/neighbors)
____(13) Public meetings
____(14) Other: _____

27. Which THREE of the sources of information listed in Question 26 would be the PREFERRED sources of information for your household? *[Write in your answers below using the numbers from the list in Question 26.]*

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

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

____(1) Yes *[Answer 28a-c.]* ____(2) No *[Skip to 29.]*

28a. How easy was it to contact the person you needed to reach?

____(4) Very easy ____(3) Somewhat easy ____(2) Difficult ____(1) Very difficult

28b. What department did you contact? *[Check all that apply.]*

____(01) Police department
____(02) Fire department
____(03) Municipal court
____(04) Planning services
____(05) Parks and recreation
____(06) Library
____(07) Community services
____(08) Inspection services
____(09) Public works
____(10) Engineering services
____(11) Office of the City manager
____(12) Utility Billing office
____(13) Environmental services (garbage, recycling, trash, animal control)
____(14) Water resource management (water, sewer, and watershed management)
____(15) Finance (City licenses and taxes)
____(16) Other: _____

28c. Was the department(s) you contacted responsive to your issue? ____(1) Yes ____(2) No

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29. What is something about the City you would like to share with us?

_____

_____

Demographics

30. Including yourself, how many people in your household are...

Under age 5: ____	Ages 15-19: ____	Ages 35-44: ____	Ages 65-74: ____
Ages 5-9: ____	Ages 20-24: ____	Ages 45-54: ____	Ages 75+: ____
Ages 10-14: ____	Ages 25-34: ____	Ages 55-64: ____	

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

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

33. Are you a full time Auburn University student? ____(1) Yes ____(2) No

34. Do you own or rent your current residence? ____(1) Own ____(2) Rent

35. What is your age?

____(1) Under 25 years
____(2) 25 to 34 years
____(3) 35 to 44 years
____(4) 45 to 54 year
____(5) 55 to 64 years
____(6) 65+ years

36. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

____(01) Asian or Asian Indian
____(02) Black or African American
____(03) American Indian or Alaska Native
____(04) White or Caucasian
____(05) Native Hawaiian or other Pacific Islander
____(06) Hispanic, Spanish, or Latino/a/x
____(99) Other: _____

37. Would you say your total annual household income is...

____(1) Under $30,000
____(2) $30,000 to $59,999
____(3) $60,000 to $99,999
____(4) $100,000 to $129,999
____(5) $130,000 or more

38. Your gender: ____(1) Male ____(2) Female

39. Would you be interested in participating in future surveys, focus groups, or other discussions on some of the topics covered in this survey?

____(1) Yes [Answer Q39a.] ____(2) No

39a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. 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

If you would like to suggest a question for consideration to be included in future surveys, please visit our website at ***www.auburnalabama.org/survey*** and click on the "Submit Survey Question" menu button.

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.

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