

2022 Community Survey

City of Auburn, Alabama



City of Auburn



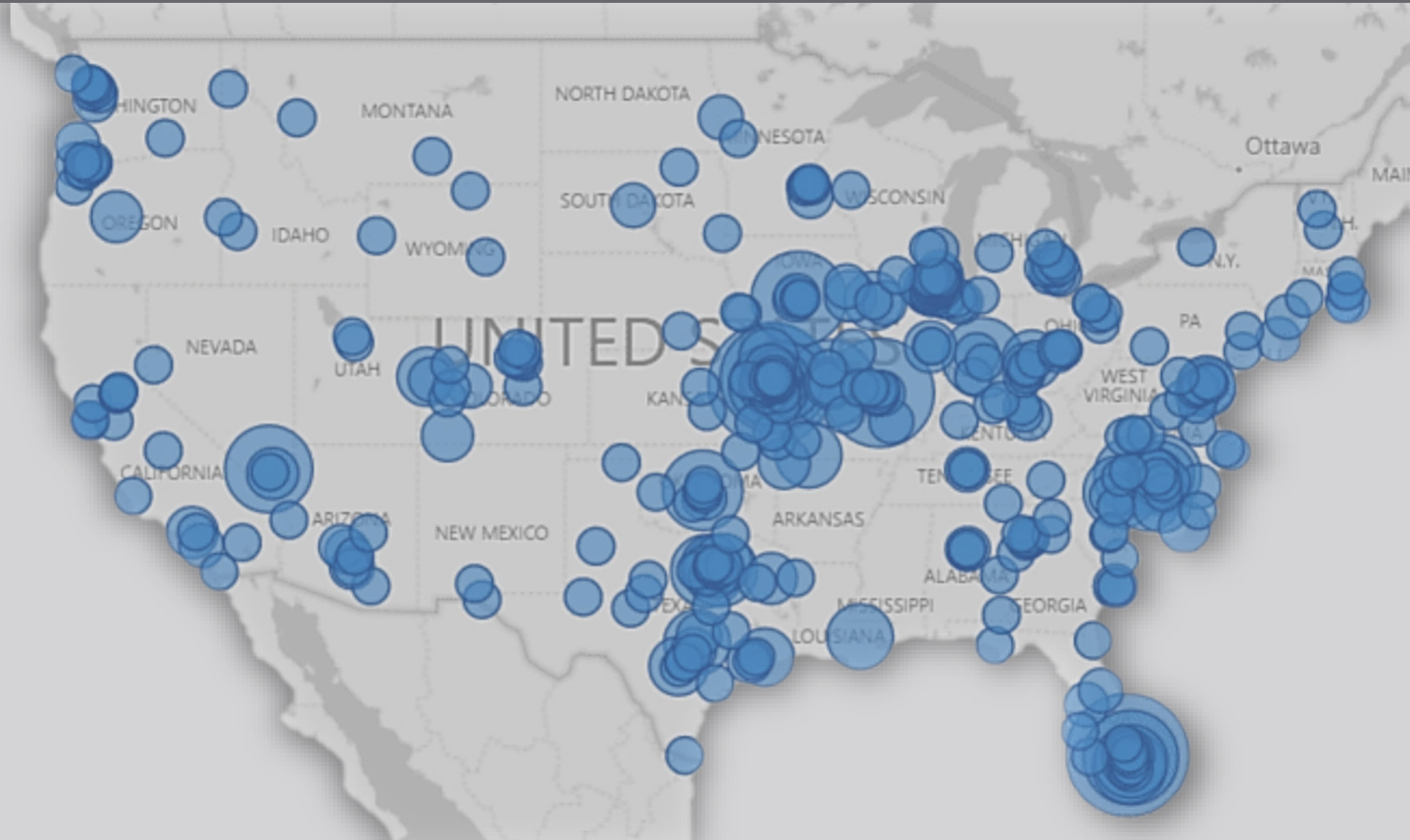
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INSTITUTE

MAY 2022

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For 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 900 Communities in 49 States

Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions



Purpose

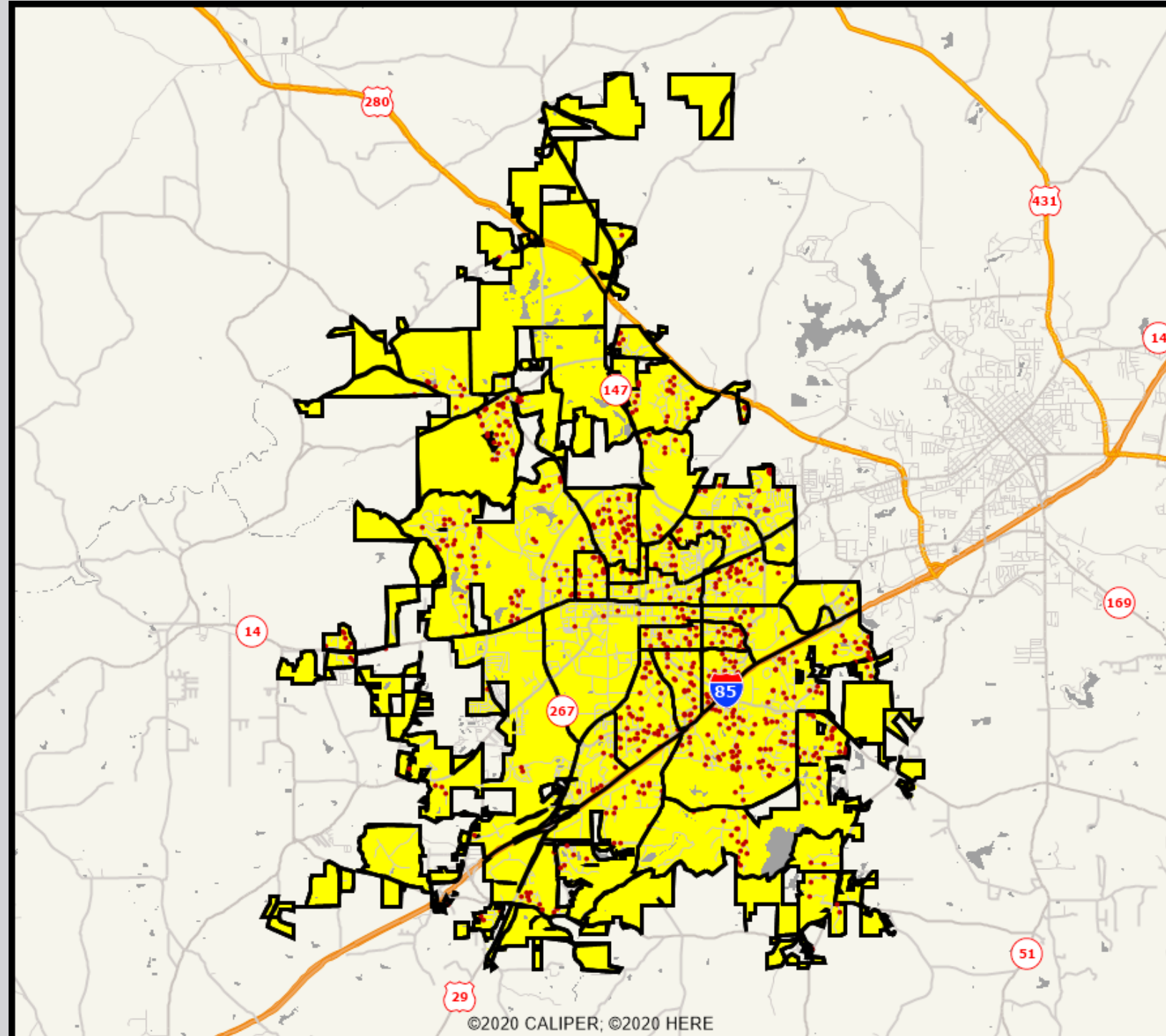
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

Methodology

- Survey Description
 - Seven-page survey; included many of the same questions asked on previous surveys
- Method of Administration
 - By mail and online to randomly selected sample of City residents
- Sample Size
 - 685 completed surveys (goal was 600)
 - Margin of error: +/- 3.7% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
 - Age
 - Race/Ethnicity
 - Gender



Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City of Auburn**
 - 95% Feel Auburn Is an Excellent or Good Place to Live
 - 94% Feel Auburn Is Excellent or Good Place to Raise Children
- **Satisfaction Ratings Overall Are Similar to Previous Years**



Bottom Line Up Front

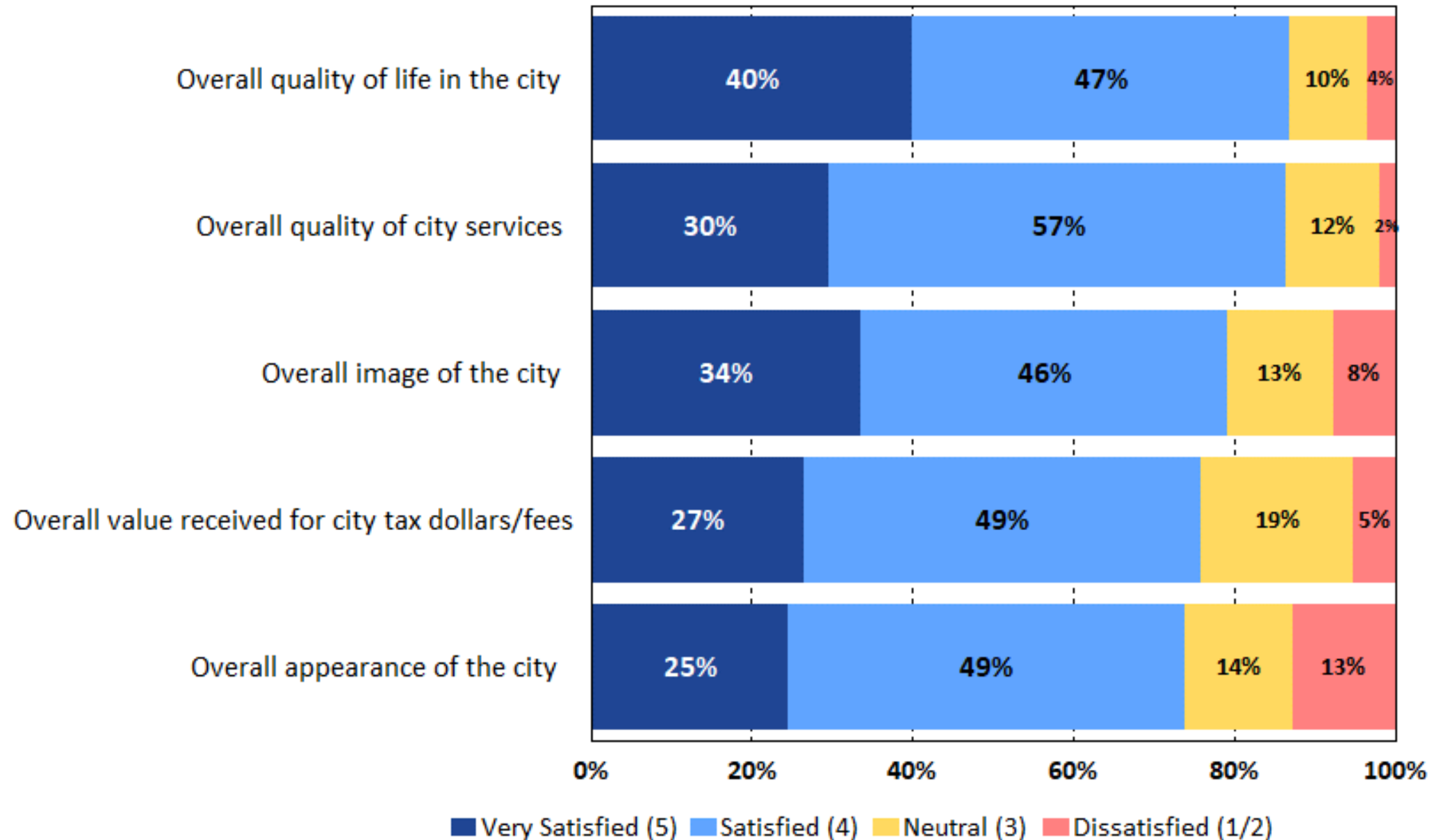
- Satisfaction with City Services Is Much Higher in Auburn Than Other Cities
 - Auburn Rates *Significantly* Higher the U.S. Average in 69 of 72 Areas
 - Satisfaction with the Overall Quality of City Services Is 36% Above the U.S. Average
 - Satisfaction with the Overall Quality of Customer Service Is 36% Above U.S. Average
- Top Overall Priorities
 - Flow and Management of Traffic
 - Maintenance of City Infrastructure

Topic #1

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

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

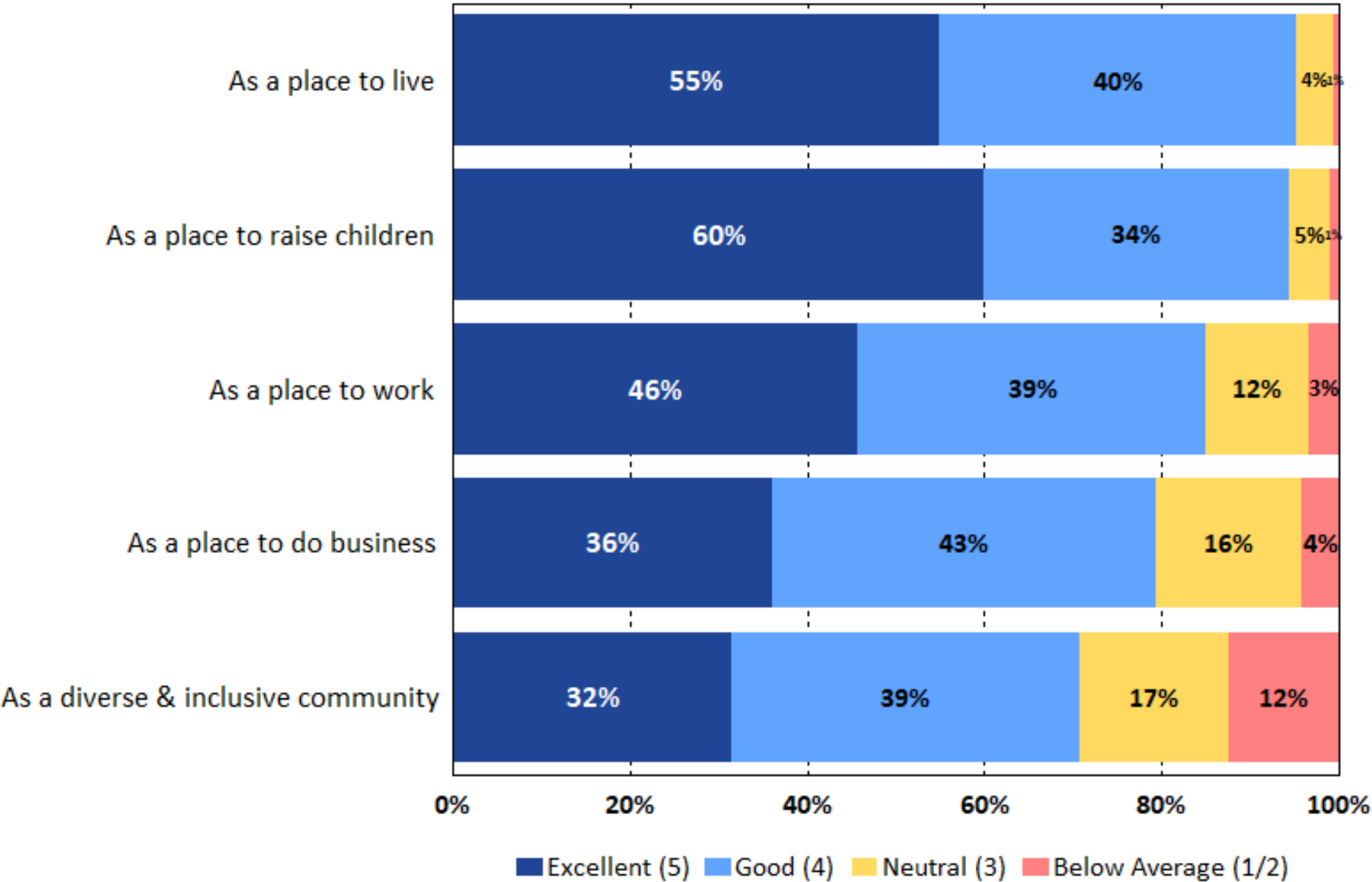
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



87% of Respondents Are Satisfied with the Overall Quality of City Services; Only 2% Are Dissatisfied

Q4. Quality of Life in the City of Auburn

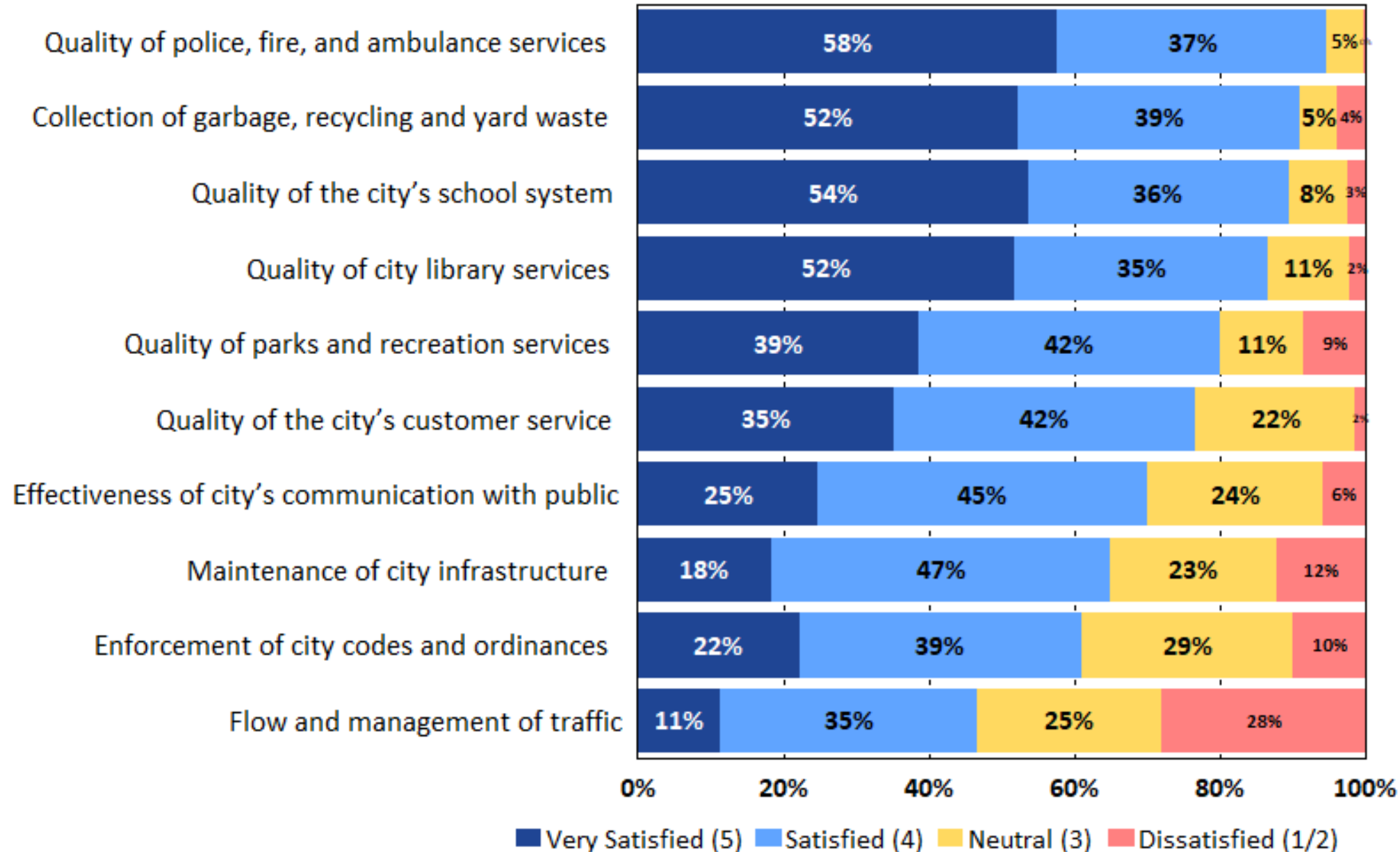
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Nearly All Residents Are Satisfied with Auburn as a Place to Live and Raise Children

Q1. Overall Satisfaction with City Services by Major Category

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



Satisfaction Is High for City Services

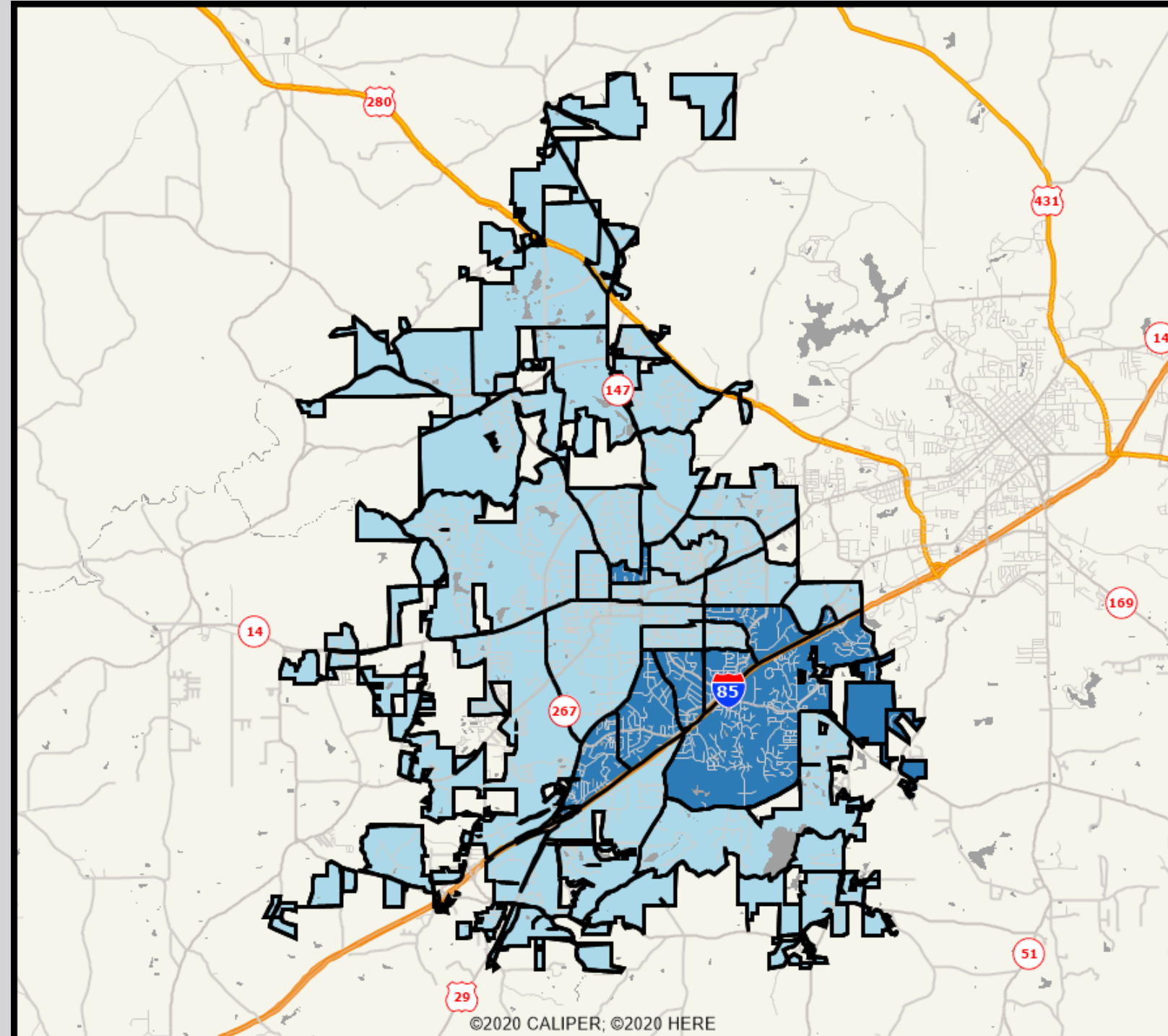
Topic #2

**Satisfaction with the Overall Quality of City
Services Is High in All Areas of the City**

Overall Quality of City Services

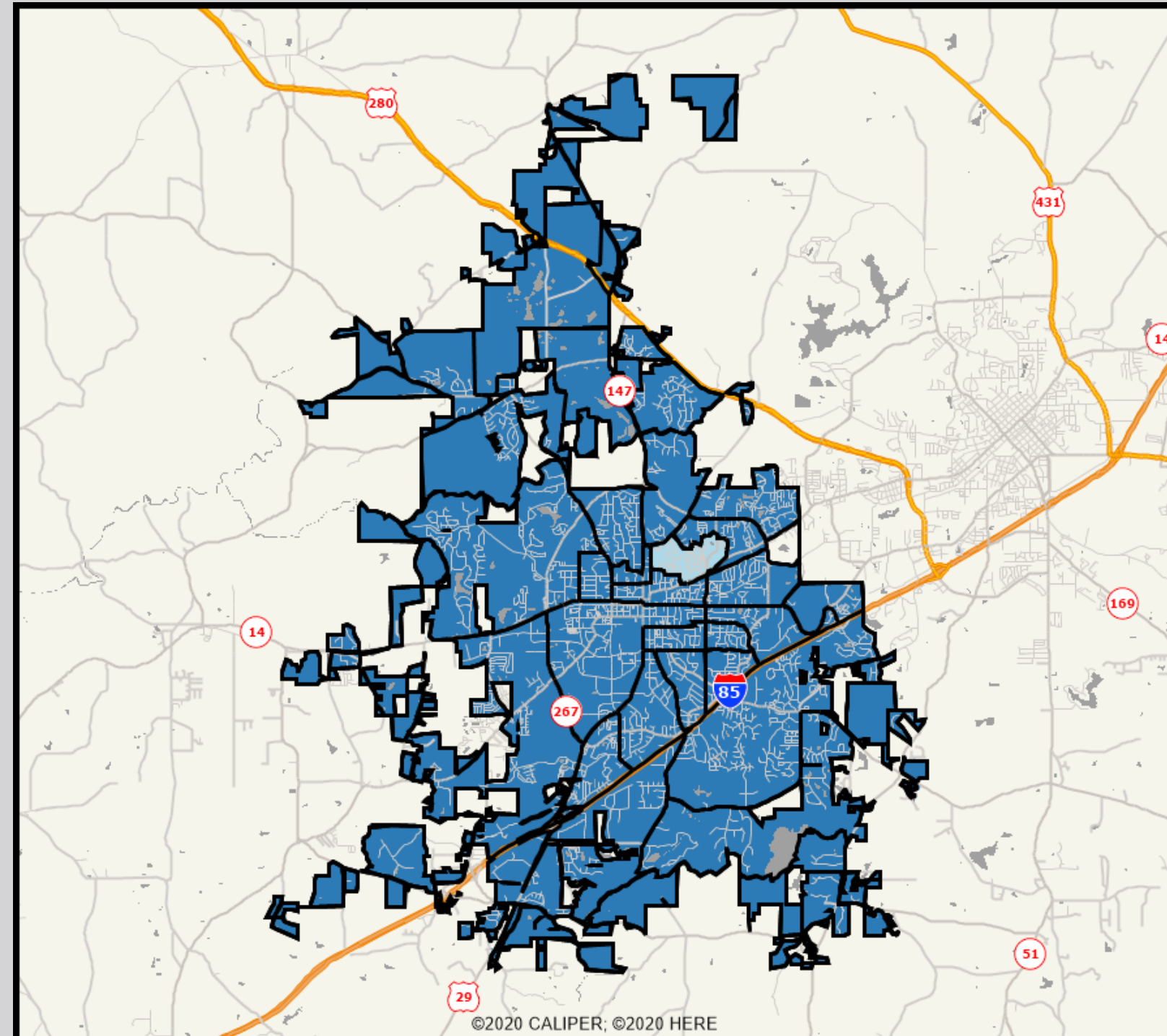
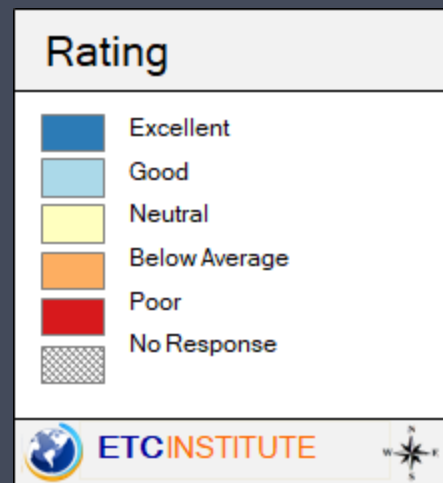
All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services

Legend



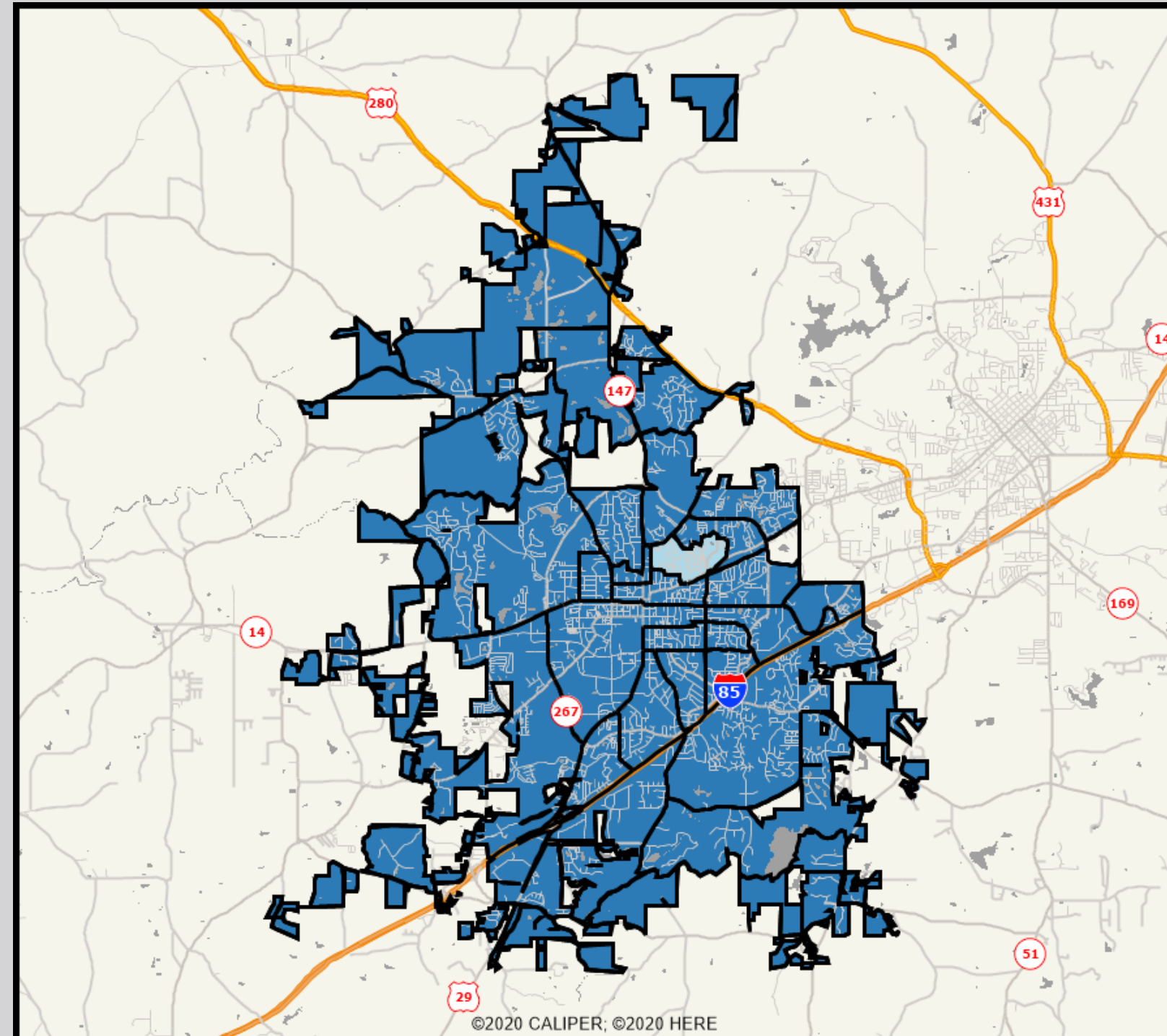
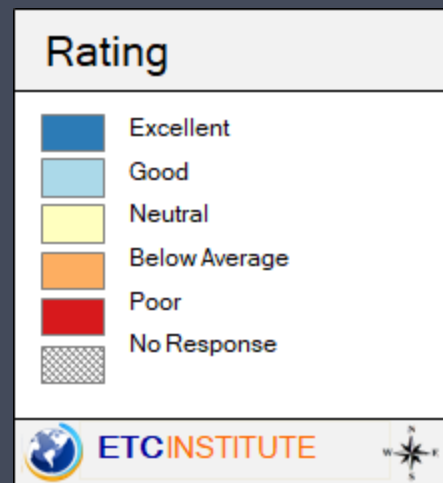
Auburn as a Place to Live

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with Auburn as a Place to Live



Auburn as a Place to Raise Children

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with Auburn as a Place to Raise Children



Topic #3

Comparisons to Other Communities

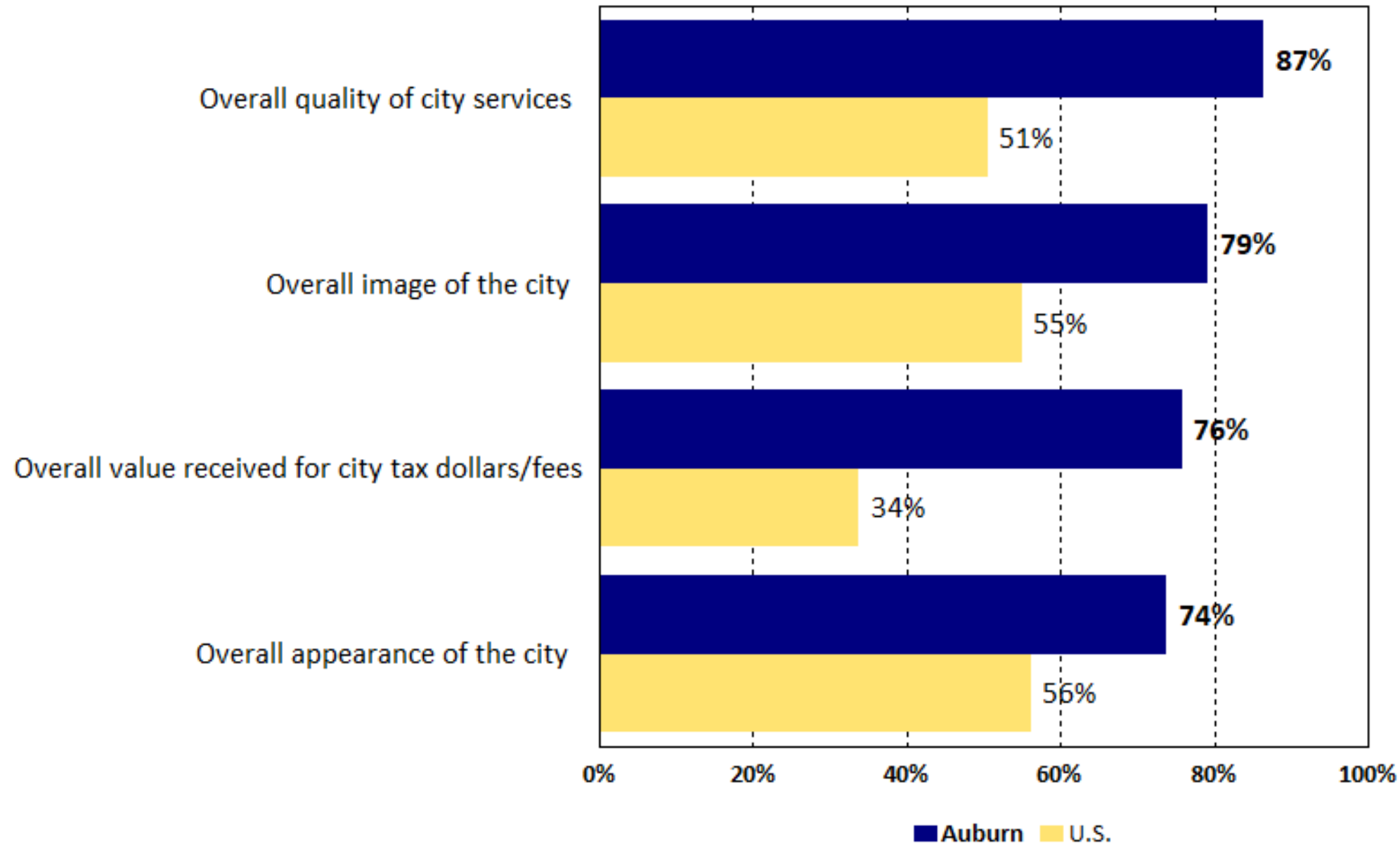
Benchmarking Analysis

Auburn Rates *Significantly* Higher (4% or more) Than the U.S. Average in 69 of the 72 Areas That Were Compared

Satisfaction with Issues that Influence Perceptions of the City

Auburn vs. the U.S.

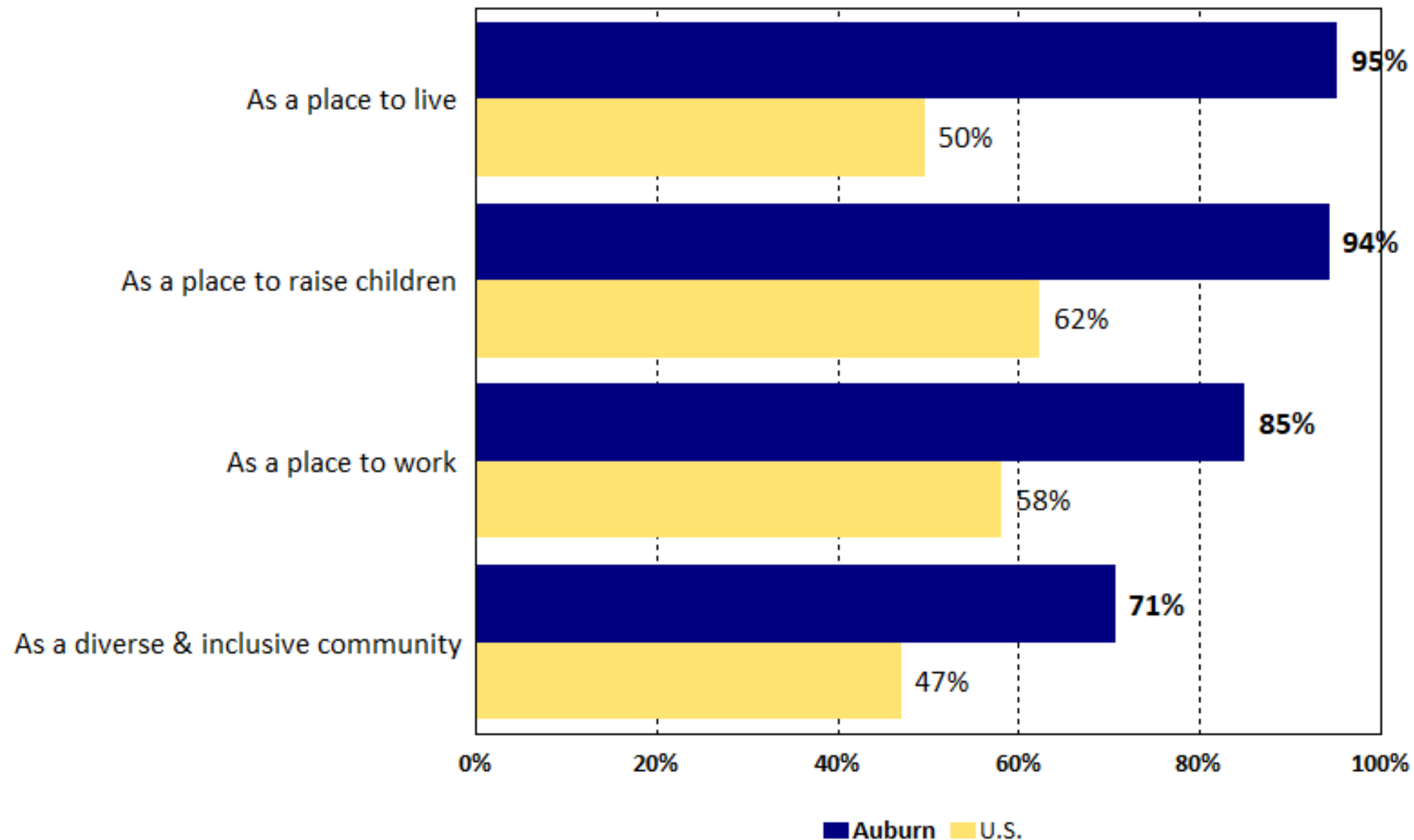
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Auburn Rates 36% Above the U.S. Average in the Overall Quality of City Services

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)

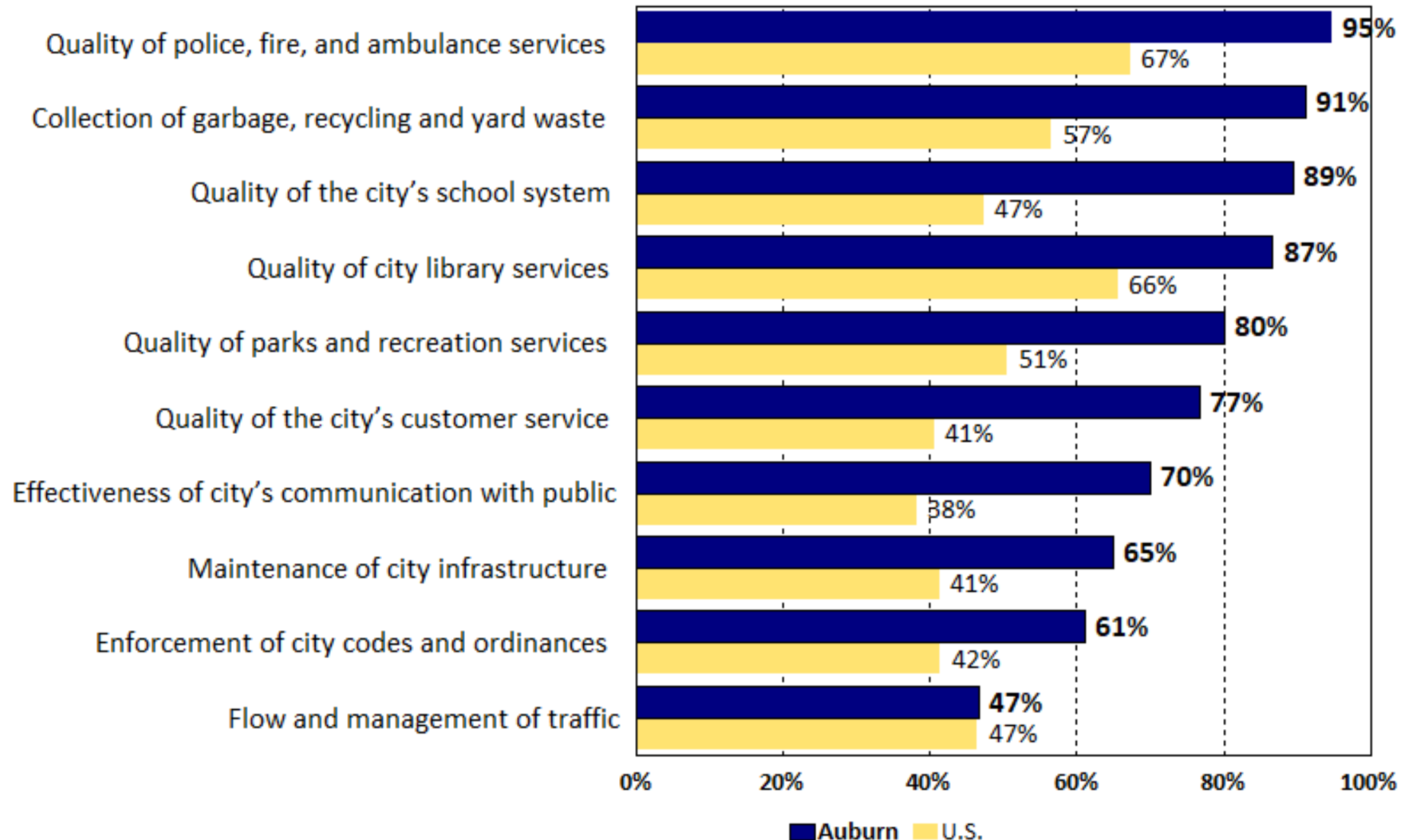


Auburn Rates Much Higher Than Other Cities as a Place to Live, Raise Children and Work

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)

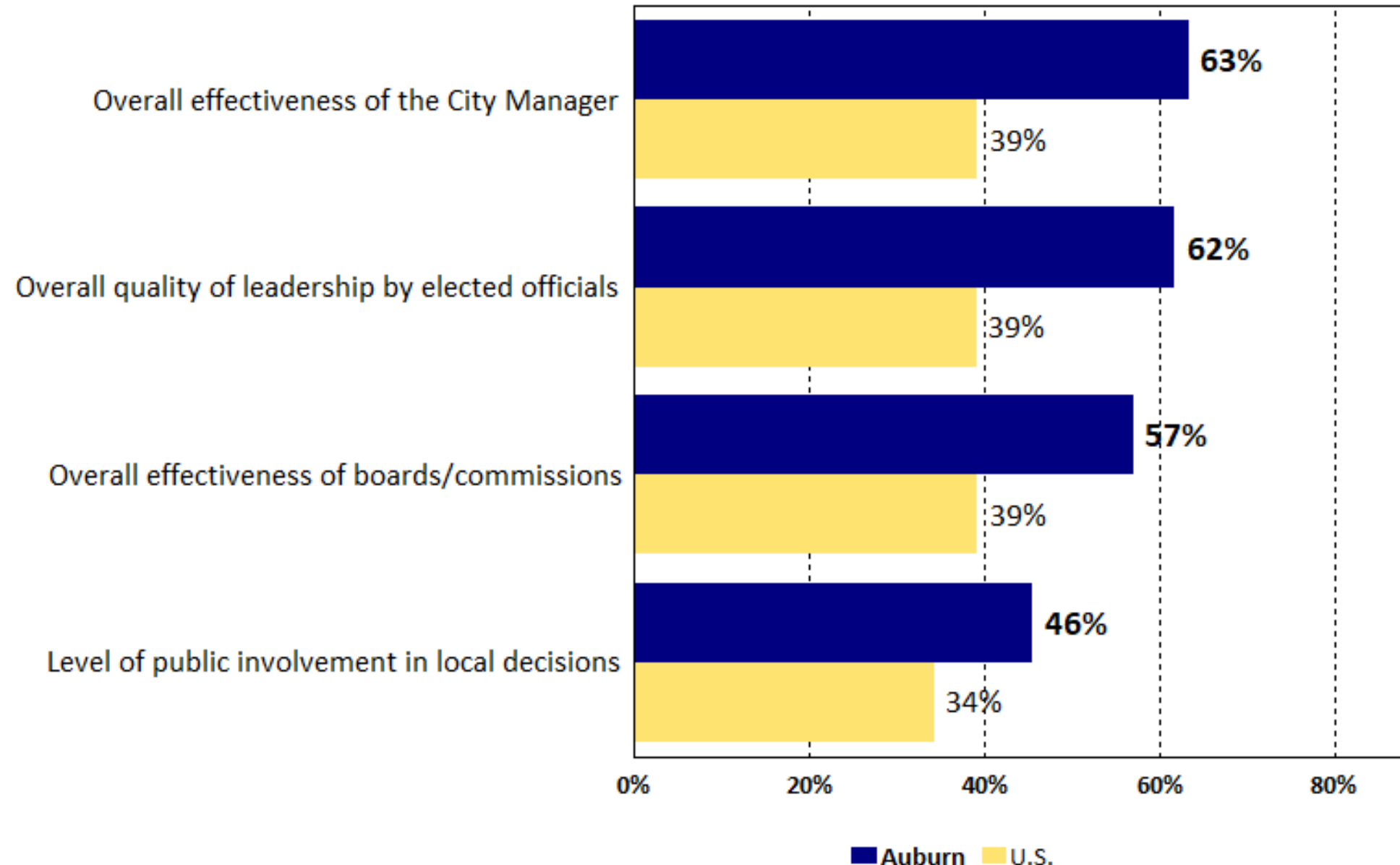


Auburn Rates 36% Above the U.S. Average in the Overall Quality of Customer Service

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)

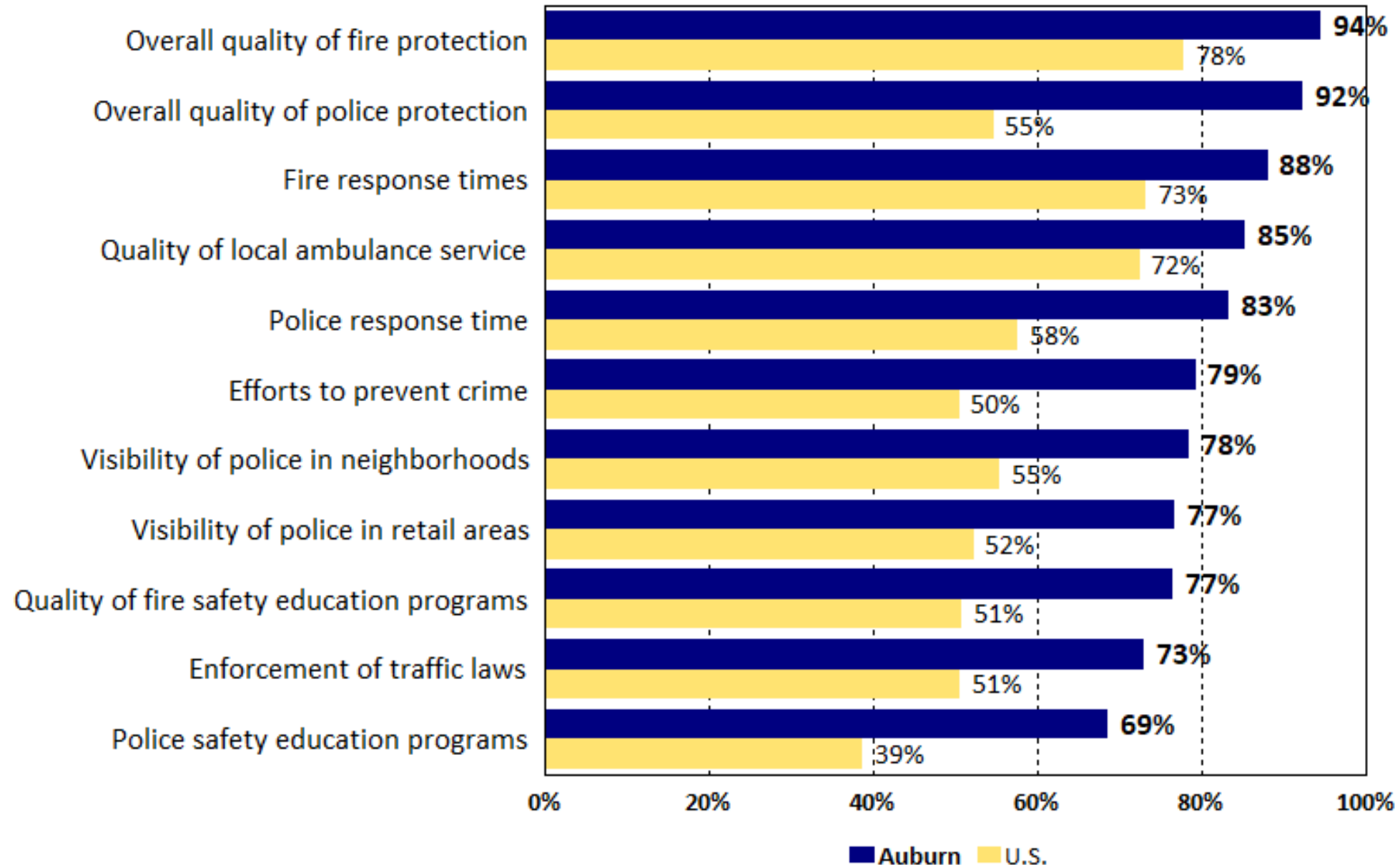


City Leadership Ratings Are Much Higher in Auburn Than Other Cities

Overall Satisfaction with Public Safety Services

Auburn vs. the U.S.

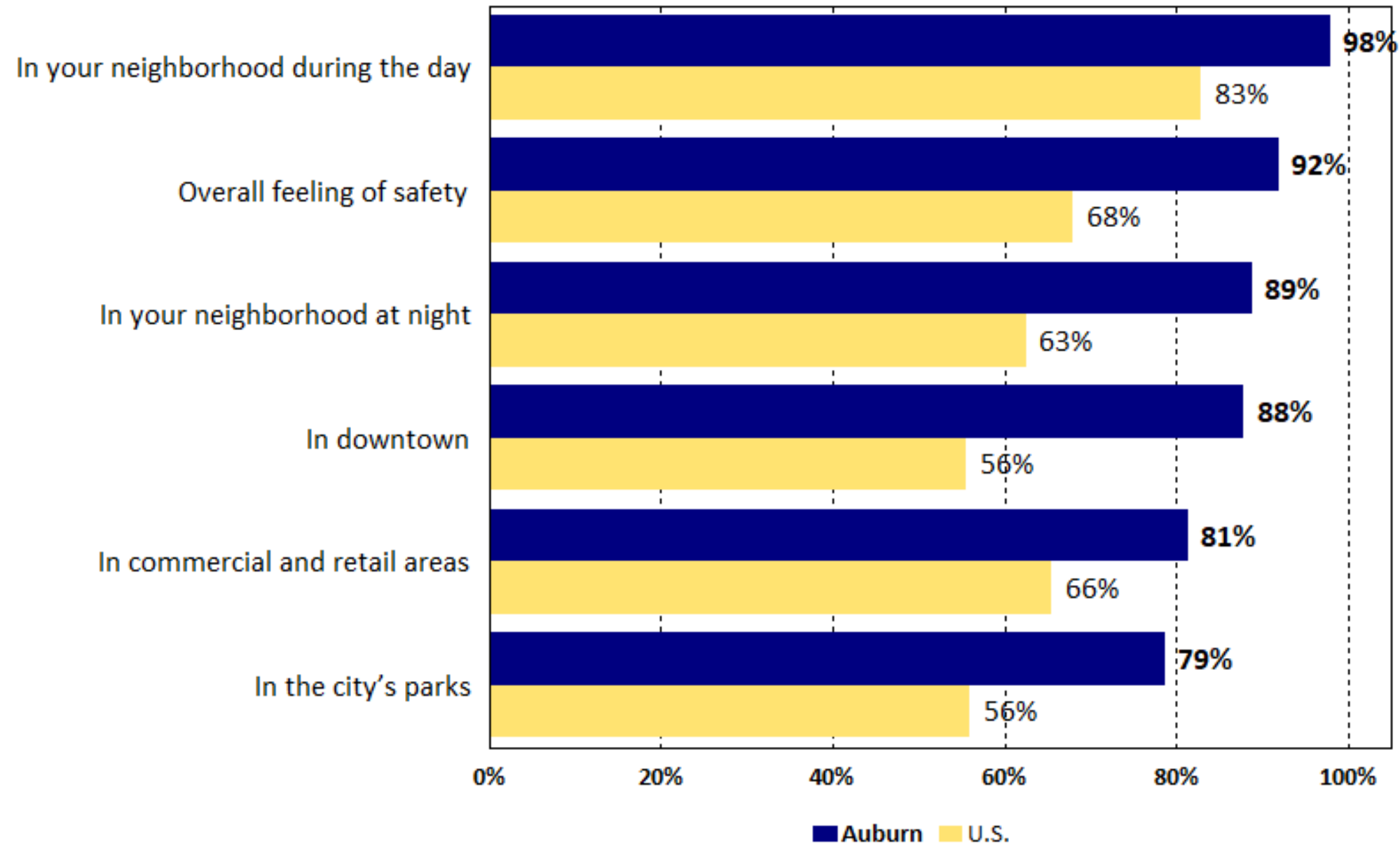
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Auburn Rates More Than 10% Above the U.S. Average in All 11 Areas of Public Safety

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)

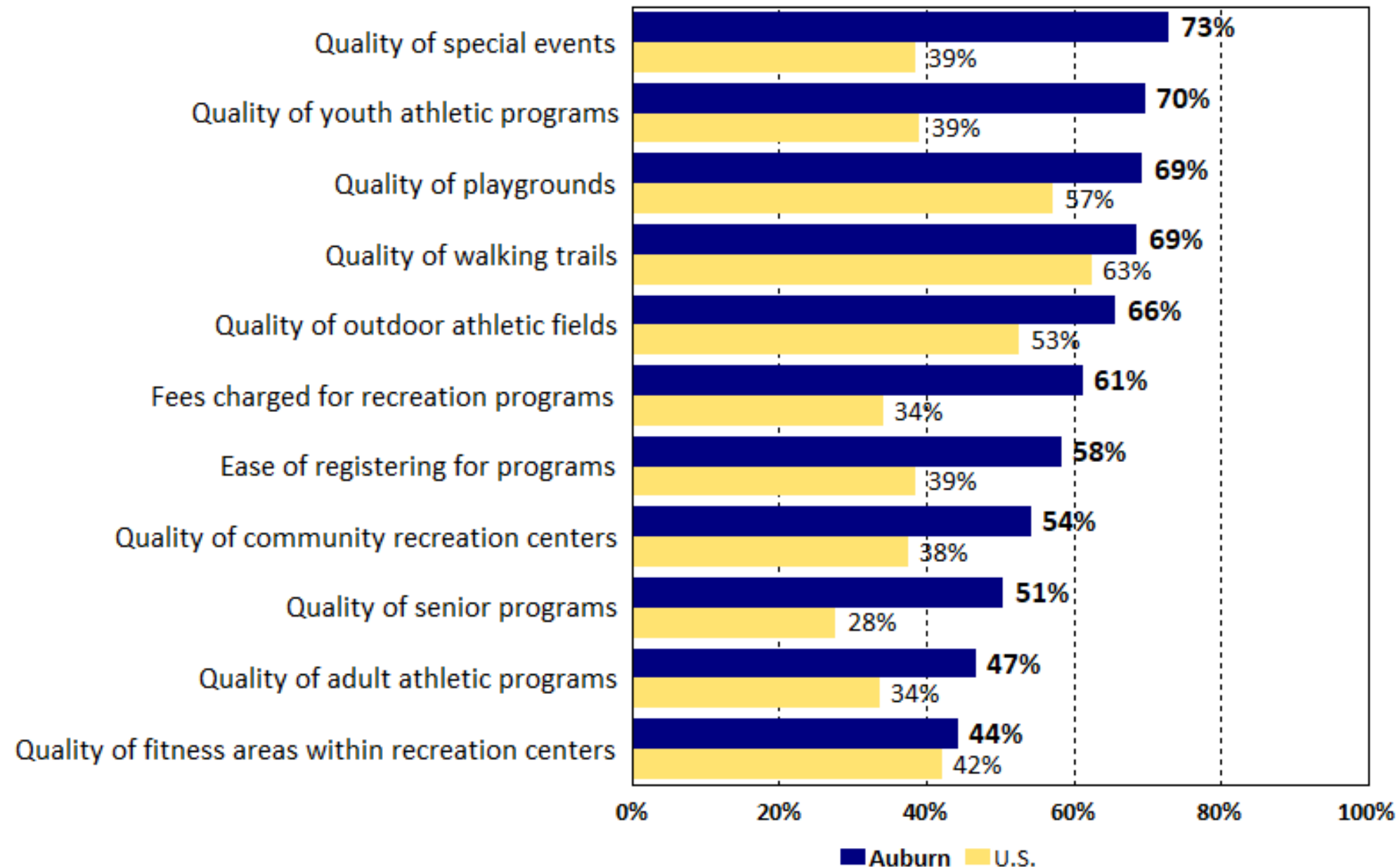


Residents Feel Safe in Auburn

Overall Satisfaction with Parks and Recreation

Auburn vs. the U.S.

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

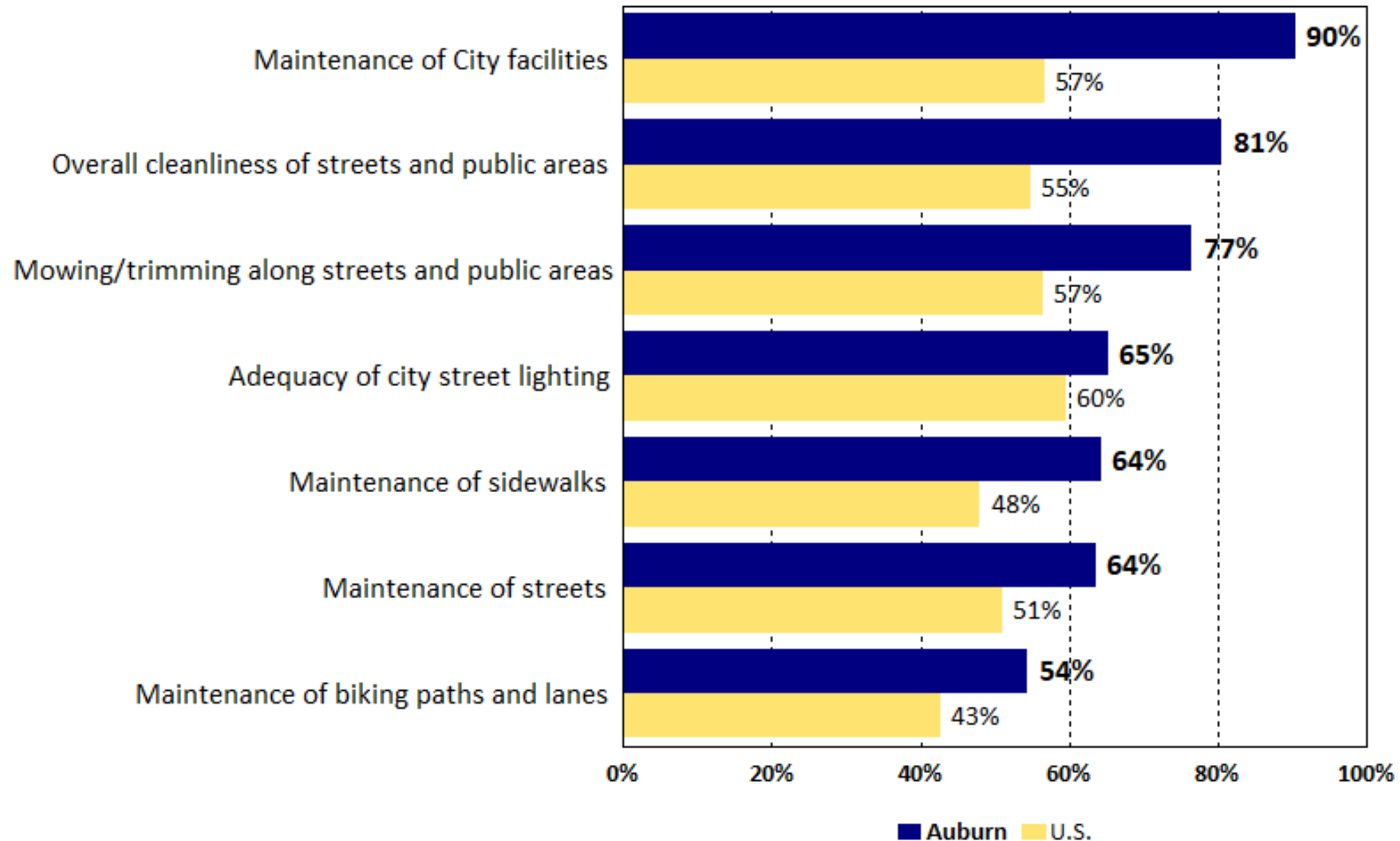


Auburn Rates More Than 10% Above the U.S. Average in 9 of 11 Areas of Parks and Recreation

Overall Satisfaction with City Maintenance

Auburn vs. the U.S.

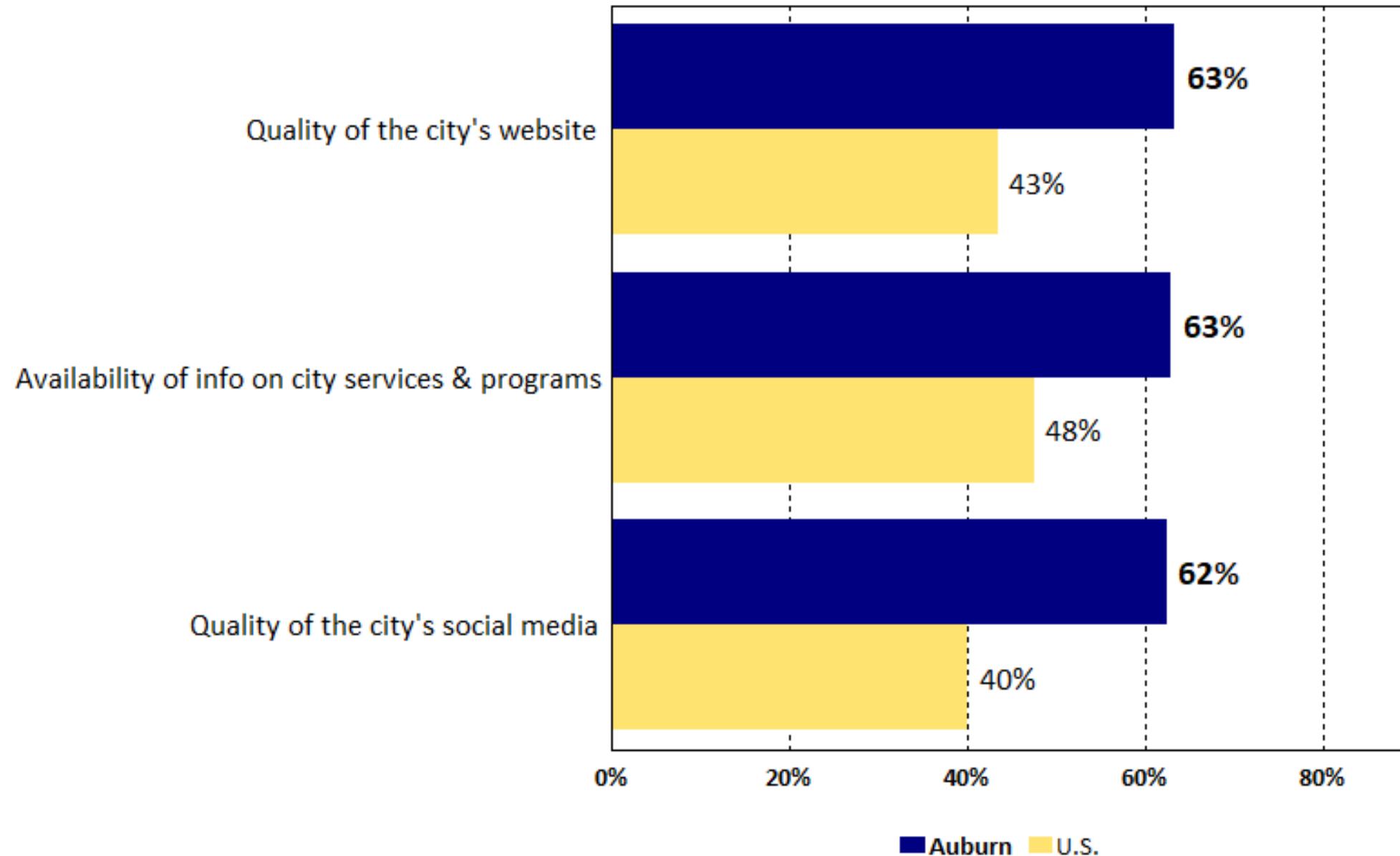
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Auburn Rates More Than 10% Above the U.S. Average in 6 of 7 Areas of Maintenance

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)



Auburn Rates at Least 15% Above the U.S. Average in All 3 Areas of Communication

Topic #4

Trend Analysis

Trend Analysis

- Since 2020, Satisfaction Ratings Have.....
 - *Increased* in 61 of 124 Areas
 - Stayed the Same in 21 of 124 Areas
 - *Decreased* in 42 of 124 Areas

21 Areas Have Had a Significant Increase in Satisfaction (+4% or more)
19 Areas Have Had a Significant Decrease in Satisfaction (-4% or more)

Trend Analysis

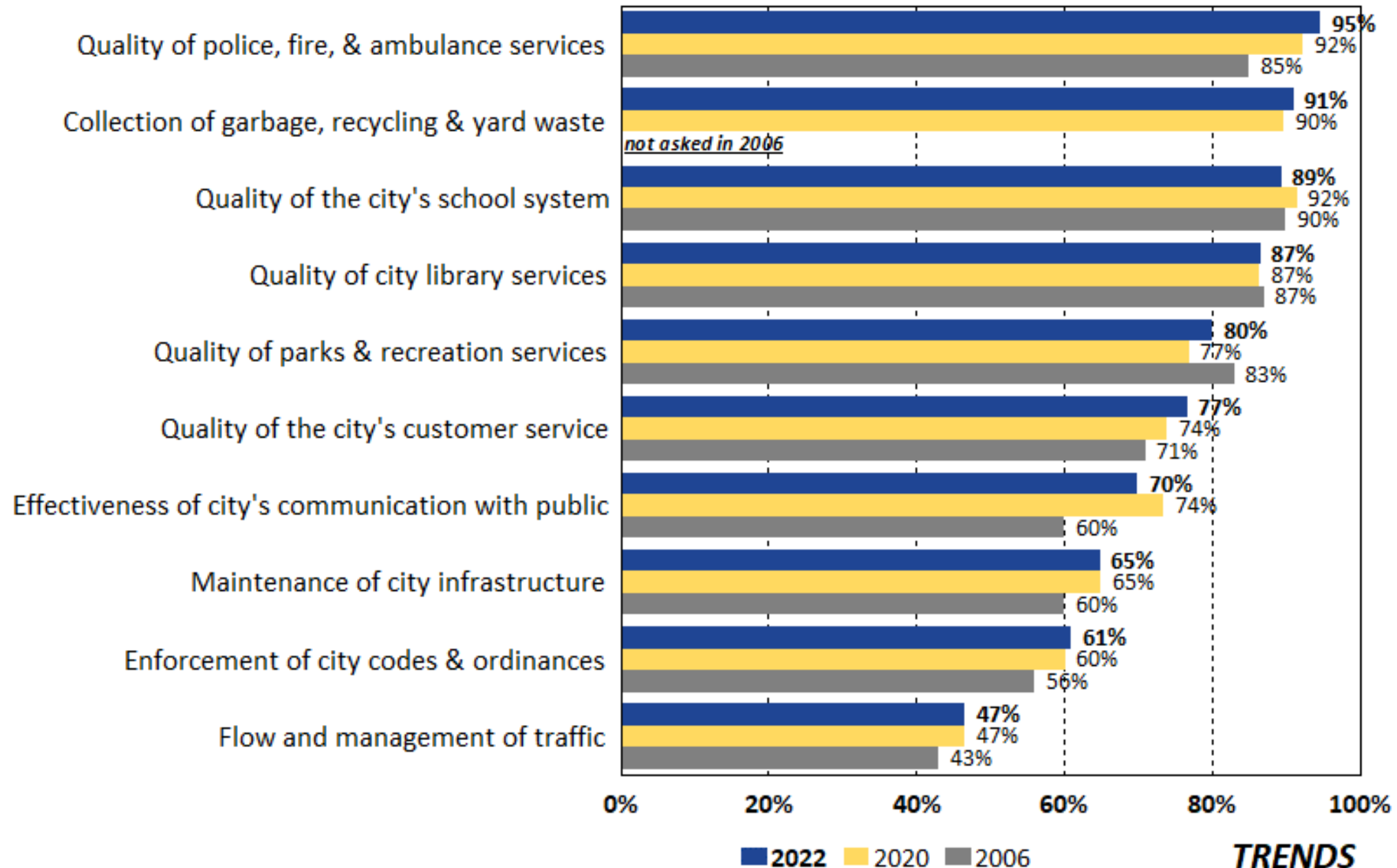
- Notable *Increases* in Satisfaction Since 2020:
 - Availability of Parking Downtown (+14%)
 - Quality of Drinking Water (+8%)
 - Overall Appearance of Downtown (+7%)
 - Quality of Playgrounds (+7%)
 - Maintenance of City facilities (+7%)
 - Quality of Cemeteries (+7%)
 - Quality of Nuisance Animals (+7%)
 - Quality of New Industrial Development (+6%)
 - Transparency of City Government (+5%)

Trend Analysis

- **Notable Decreases in Satisfaction Since 2020:**
 - **Special Needs/Therapeutics Programs (-8%)**
 - **Overall Appearance of Opelika Road (-8%)**
 - **Quality of Fitness Areas within Recreation Centers (-7%)**
 - **Ease of Registering for Programs (-6%)**
 - **Availability of Outdoor Dining Venues (-6%)**
 - **Quality of Adult Athletic Programs (-6%)**
 - **Quality of Cultural Arts Programs (-5%)**
 - **Quality of Community Recreation Centers (-5%)**

Overall Satisfaction with City Services by Major Category (2006, 2020 & 2022)

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

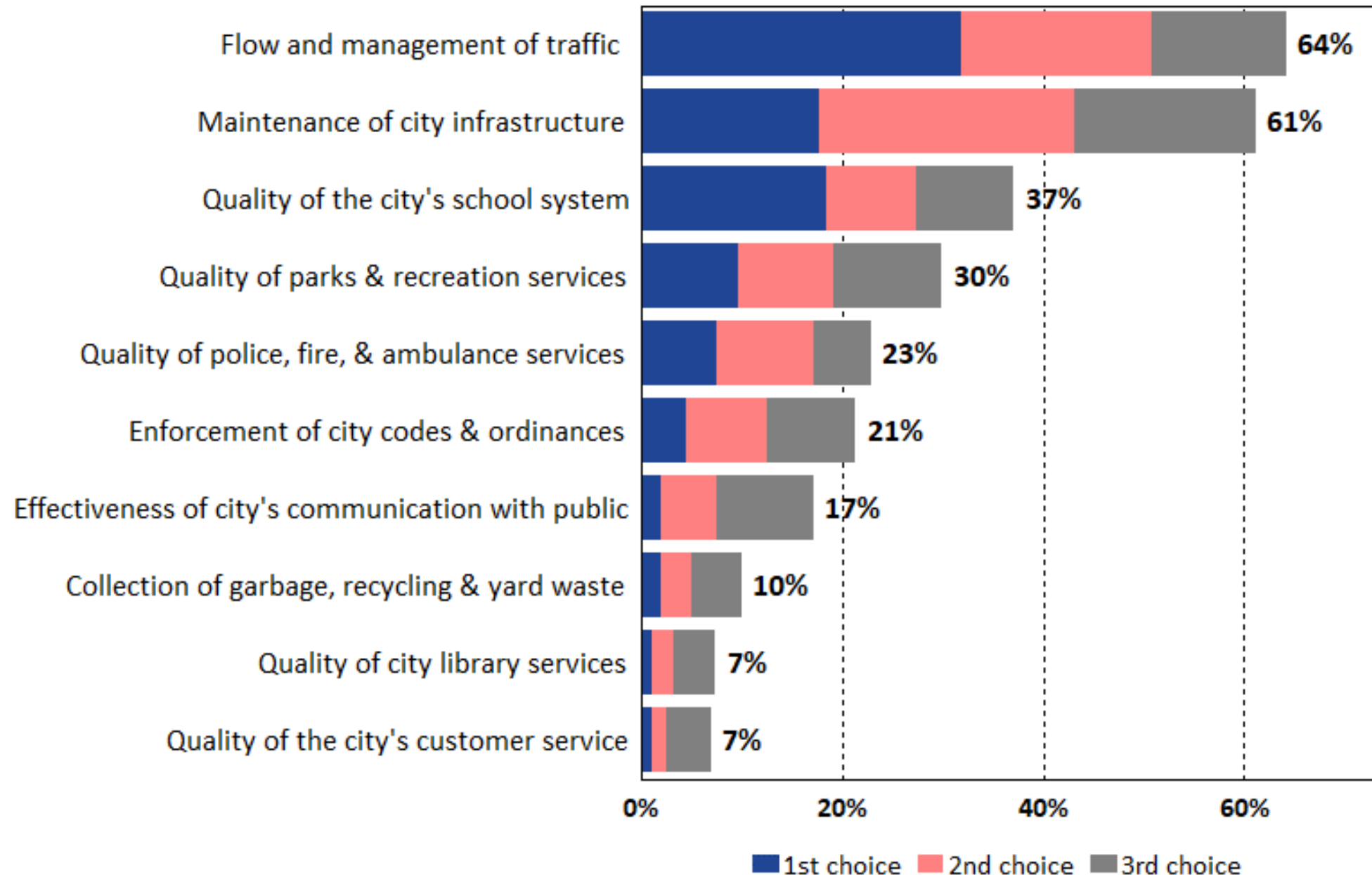


Topic #5

Top Priorities

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



2022 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow and management of traffic	64%	1	47%	10	0.3428	1
Maintenance of city infrastructure	61%	2	65%	8	0.2145	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes and ordinances	21%	6	61%	9	0.0831	3
Quality of parks and recreation services	30%	4	80%	5	0.0595	4
Effectiveness of city's communication with public	17%	7	70%	7	0.0513	5
Quality of the city's school system	37%	3	89%	3	0.0393	6
Quality of the city's customer service	7%	10	77%	6	0.0161	7
Quality of police, fire, and ambulance services	23%	5	95%	1	0.0121	8
Quality of city library services	7%	9	87%	4	0.0099	9
Collection of garbage, recycling and yard waste	10%	8	91%	2	0.0090	10

Overall Priorities

2022 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of streets	49%	1	64%	10	0.1776	1
Adequacy of city street lighting	39%	2	65%	8	0.1357	2
Maintenance of biking paths and lanes	25%	5	54%	11	0.1154	3
Maintenance of sidewalks	32%	3	64%	9	0.1146	4
Medium Priority (IS <.10)						
Cleanup of debris/litter in and near roadways	28%	4	67%	7	0.0927	5
Overall cleanliness of streets and public areas	22%	6	81%	3	0.0425	6
Mowing/trimming along streets and public areas	17%	7	77%	6	0.0397	7
Maintenance of downtown Auburn	17%	8	79%	5	0.0354	8
Maintenance of traffic signals	11%	9	83%	2	0.0183	9
Maintenance of street signs	7%	10	80%	4	0.0143	10
Maintenance of City facilities	3%	11	90%	1	0.0029	11

Maintenance Priorities

2022 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts to prevent crime	48%	1	79%	6	0.1005	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	41%	2	78%	7	0.0875	2
Enforcement of traffic laws	22%	5	73%	10	0.0602	3
Visibility of police in retail areas	24%	4	77%	8	0.0569	4
Police safety education programs	16%	7	69%	11	0.0504	5
Quality of local ambulance service	21%	6	85%	4	0.0303	6
Quality of fire safety education programs	12%	9	77%	9	0.0289	7
Overall quality of police protection	33%	3	92%	2	0.0254	8
Police response time	14%	8	83%	5	0.0227	9
Fire response times	8%	11	88%	3	0.0101	10
Overall quality of fire protection	11%	10	94%	1	0.0062	11

Public Safety Priorities

2022 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of walking trails	44%	2	69%	6	0.1391	1
Quality of community recreation centers	30%	3	54%	11	0.1389	2
Quality of fitness areas within recreation centers	24%	6	44%	14	0.1337	3
Quality of senior programs	26%	5	51%	12	0.1272	4
Medium Priority (IS <.10)						
Quality of parks	46%	1	81%	1	0.0896	5
Quality of special needs/therapeutics programs	15%	11	43%	15	0.0866	6
Quality of playgrounds	26%	4	69%	5	0.0808	7
Quality of adult athletic programs	14%	12	47%	13	0.0752	8
Quality of cultural arts programs	18%	10	60%	9	0.0710	9
Quality of youth athletic programs	21%	8	70%	4	0.0648	10
Quality of special events	24%	7	73%	3	0.0637	11
Quality of outdoor athletic fields	18%	9	66%	7	0.0628	12
Ease of registering for programs	11%	13	58%	10	0.0450	13
Fees charged for recreation programs	7%	15	61%	8	0.0267	14
Quality of cemeteries	8%	14	75%	2	0.0207	15

Parks and Recreation Priorities

2022 Importance-Satisfaction Rating

City of Auburn Citizen Survey

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Cleanup of overgrown and weedy lots	48%	1	58%	5	0.2039	1
<u>High Priority (IS .10-.20)</u>						
Efforts to remove dilapidated structures	41%	3	58%	4	0.1722	2
<u>Medium Priority (IS <.10)</u>						
Cleanup of debris/litter	46%	2	81%	1	0.0856	3
Control of nuisance animals	18%	5	70%	3	0.0542	4
Cleanup of large junk/abandoned vehicles	20%	4	79%	2	0.0426	5

Code Enforcement Priorities

2022 Importance-Satisfaction Rating

City of Auburn Citizen Survey

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	56%	1	34%	11	0.3641	1
High Priority (IS .10-.20)						
Availability of outdoor dining venues	26%	3	45%	10	0.1452	2
Medium Priority (IS <.10)						
Availability of public event space	18%	7	51%	9	0.0880	3
Availability of retail shopping	19%	6	57%	8	0.0810	4
Feeling of safety of downtown at night	29%	2	76%	3	0.0708	5
Landscaping and green space	21%	4	72%	6	0.0586	6
Availability of dining opportunities	18%	9	68%	7	0.0571	7
Quality of public events held downtown	18%	8	75%	4	0.0450	8
Pedestrian accessibility	20%	5	79%	2	0.0422	9
Cleanliness of downtown areas	18%	10	88%	1	0.0218	10
Signage and wayfinding	8%	11	74%	5	0.0205	11

Downtown Priorities

Summary

- **Residents Have a Very Positive Perception of the City of Auburn**
 - 95% Feel Auburn Is an Excellent or Good Place to Live
 - 94% Feel Auburn Is Excellent or Good Place to Raise Children
- **Satisfaction Ratings Overall Are Similar to Previous Years**



Summary

- Satisfaction with City Services Is Much Higher in Auburn Than Other Cities
 - Auburn Rates *Significantly* Higher the U.S. Average in 69 of 72 Areas
 - Satisfaction with the Overall Quality of City Services Is 36% Above the U.S. Average
 - Satisfaction with the Overall Quality of Customer Service Is 36% Above U.S. Average
- Top Overall Priorities
 - Flow and Management of Traffic
 - Maintenance of City Infrastructure

Questions?

Thank You!!