

2025 Community Survey

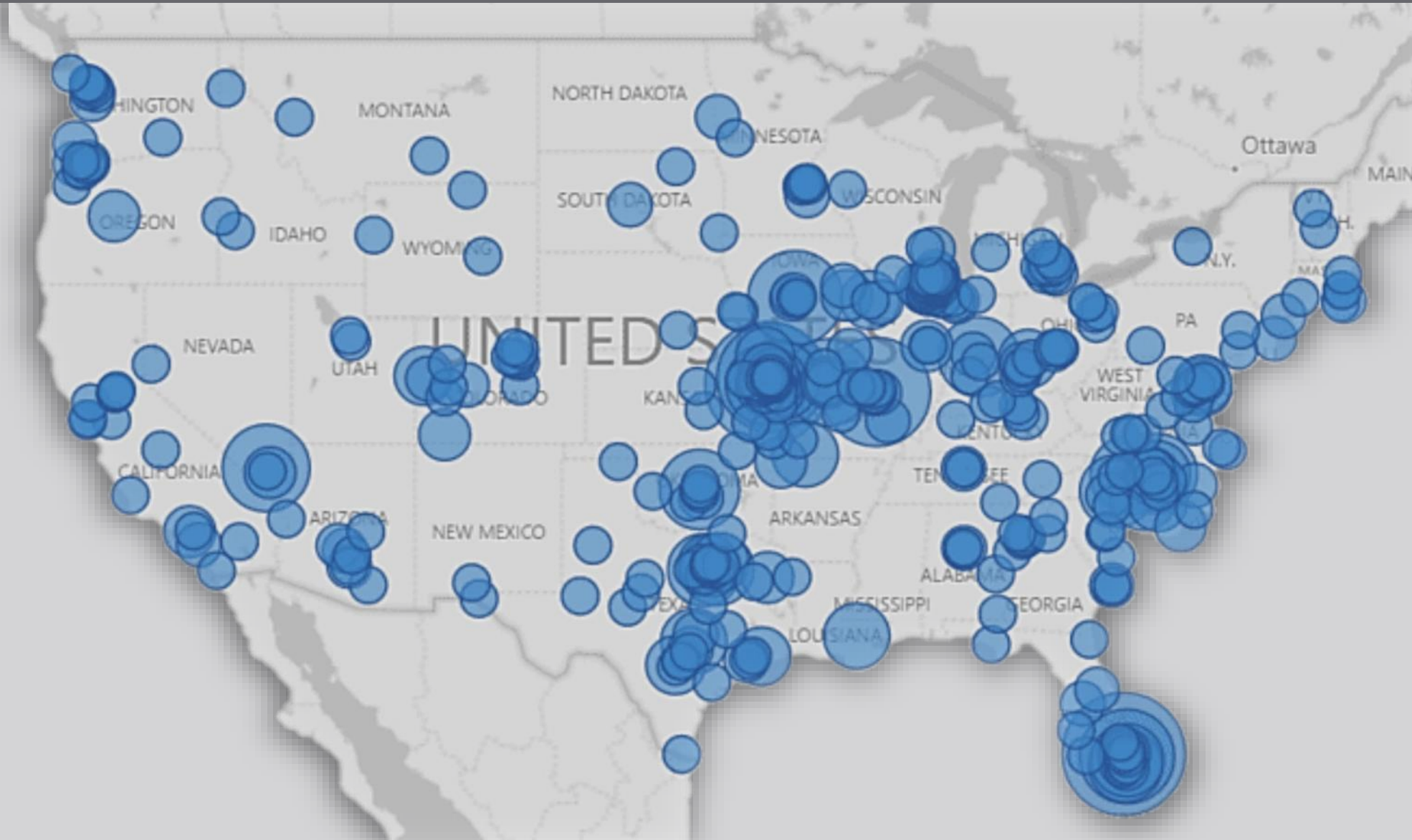
City of Auburn, Alabama



JUNE 2025

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

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



More Than 3,000,000 Person's Surveyed Since 2015 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

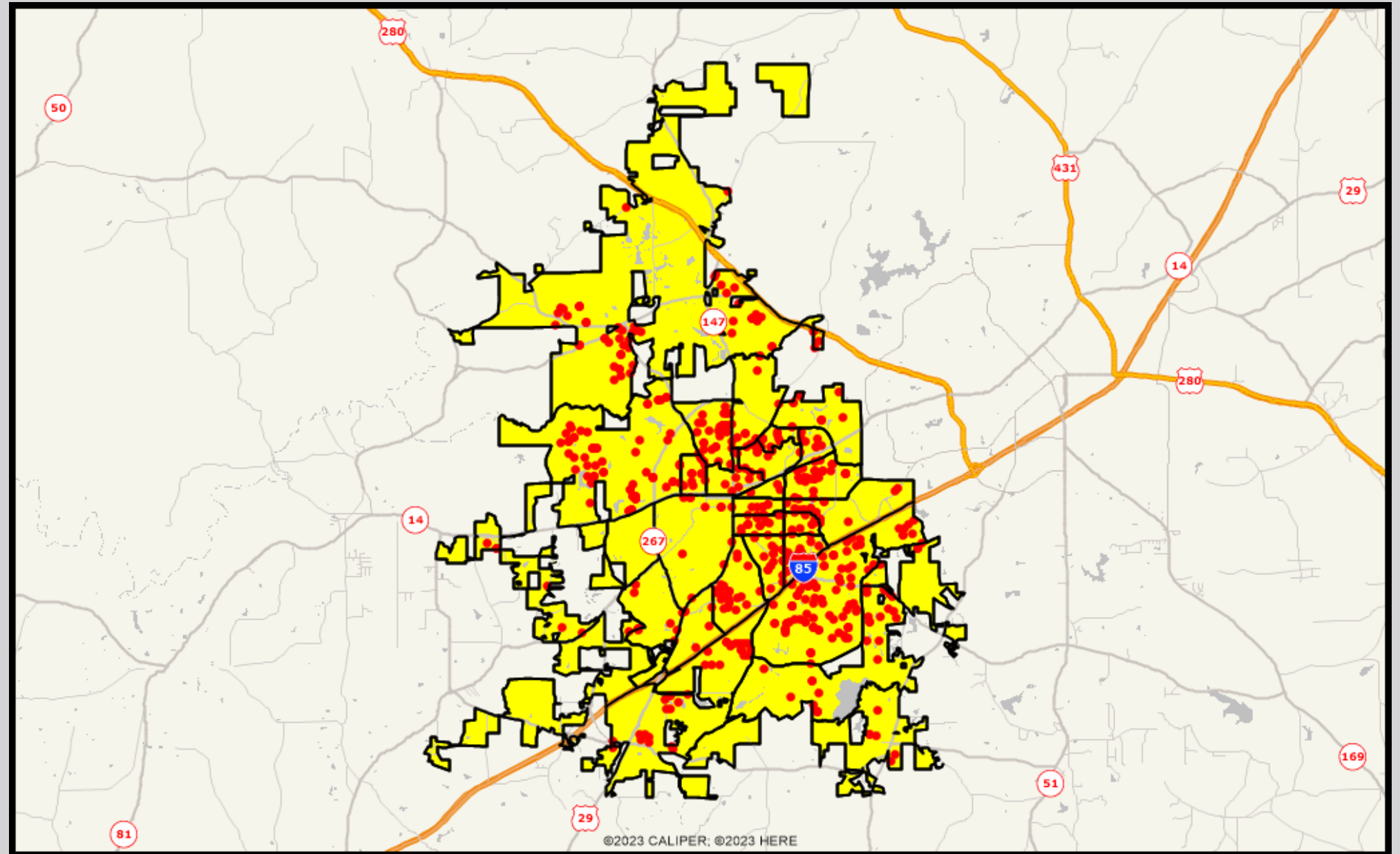
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

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**
 - 609 completed surveys (goal was 600)
 - Margin of error: +/- 3.9% 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



What We Learned

- **Residents Have a Very Positive Perception of the City of Auburn**
 - **93% Feel Auburn Is an Excellent or Good Place to Live**
 - **92% Feel Auburn Is Excellent or Good Place to Raise Children**
- **Satisfaction Ratings Overall Are Similar to the Previous Survey in 2022**

What We Learned

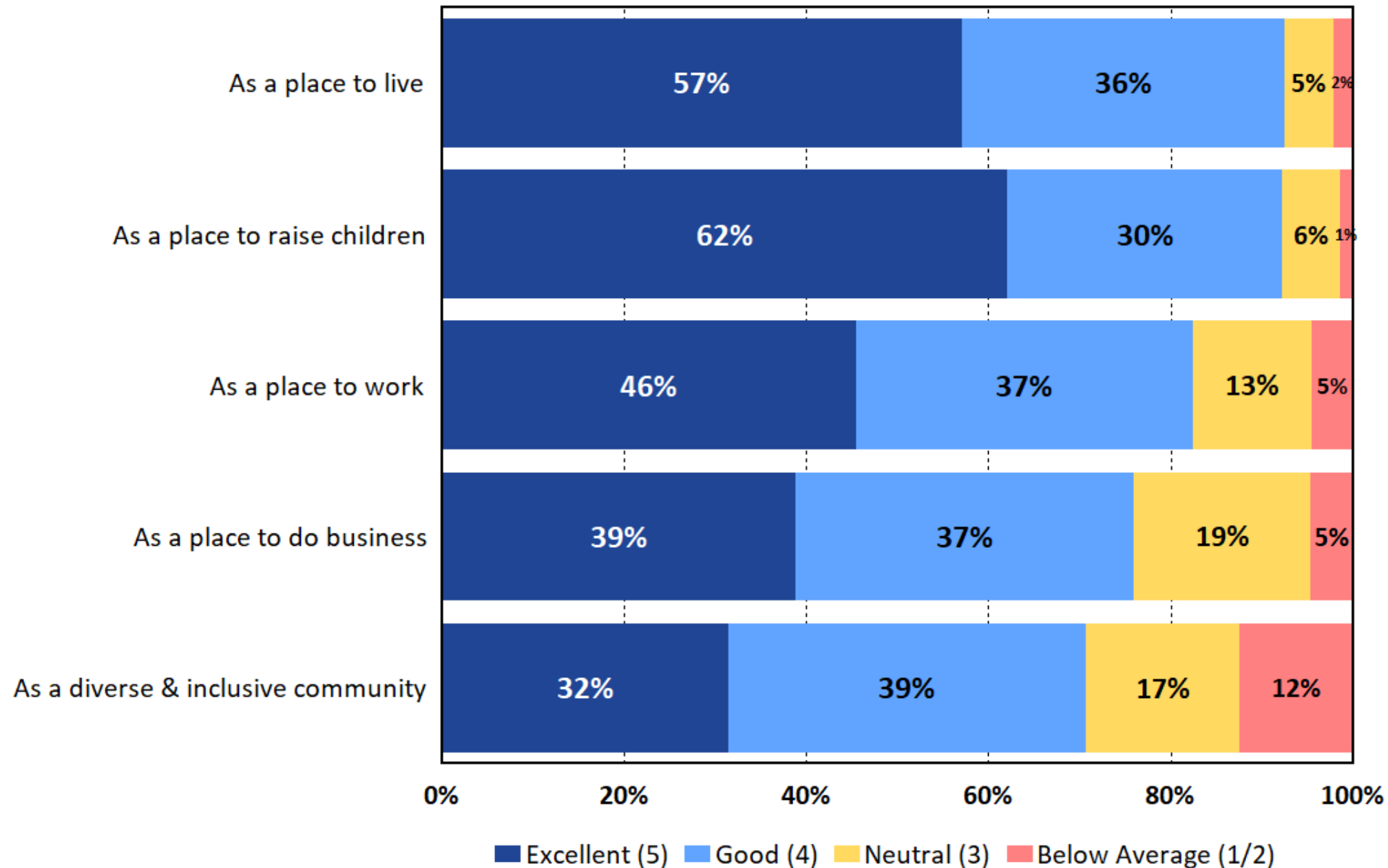
- Satisfaction with City Services Is Much Higher in Auburn Than Other Cities
 - Auburn Rates *Significantly* Higher the U.S. Average in 56 of 58 Areas
 - Satisfaction with the Overall Quality of City Services Is 38% Above the U.S. Average
 - Satisfaction with the Overall Quality of Customer Service Is 40% 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**

Q4. Quality of Life in the City of Auburn

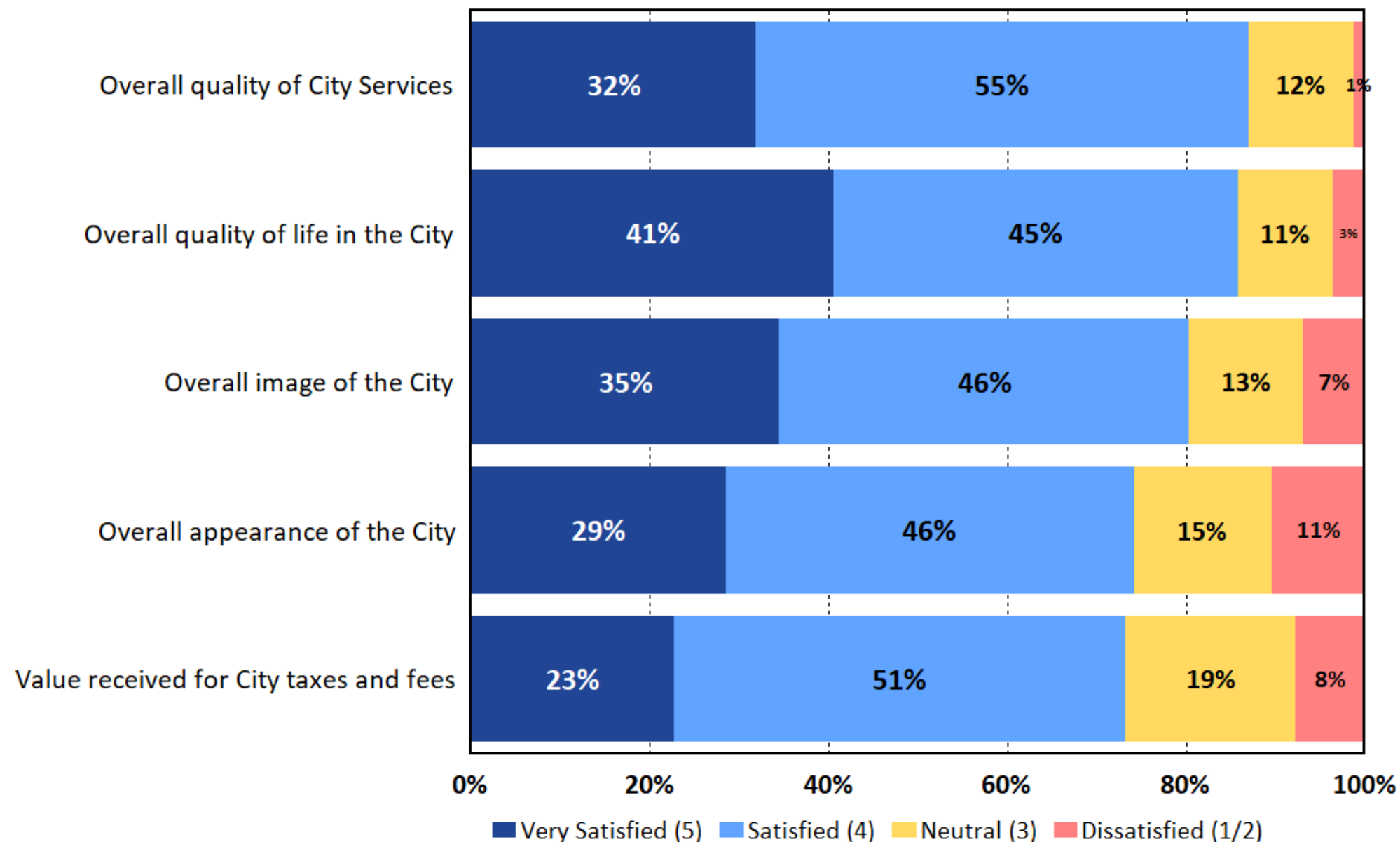
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Over 90% Are Satisfied with Auburn as a Place to Live and Raise Children

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

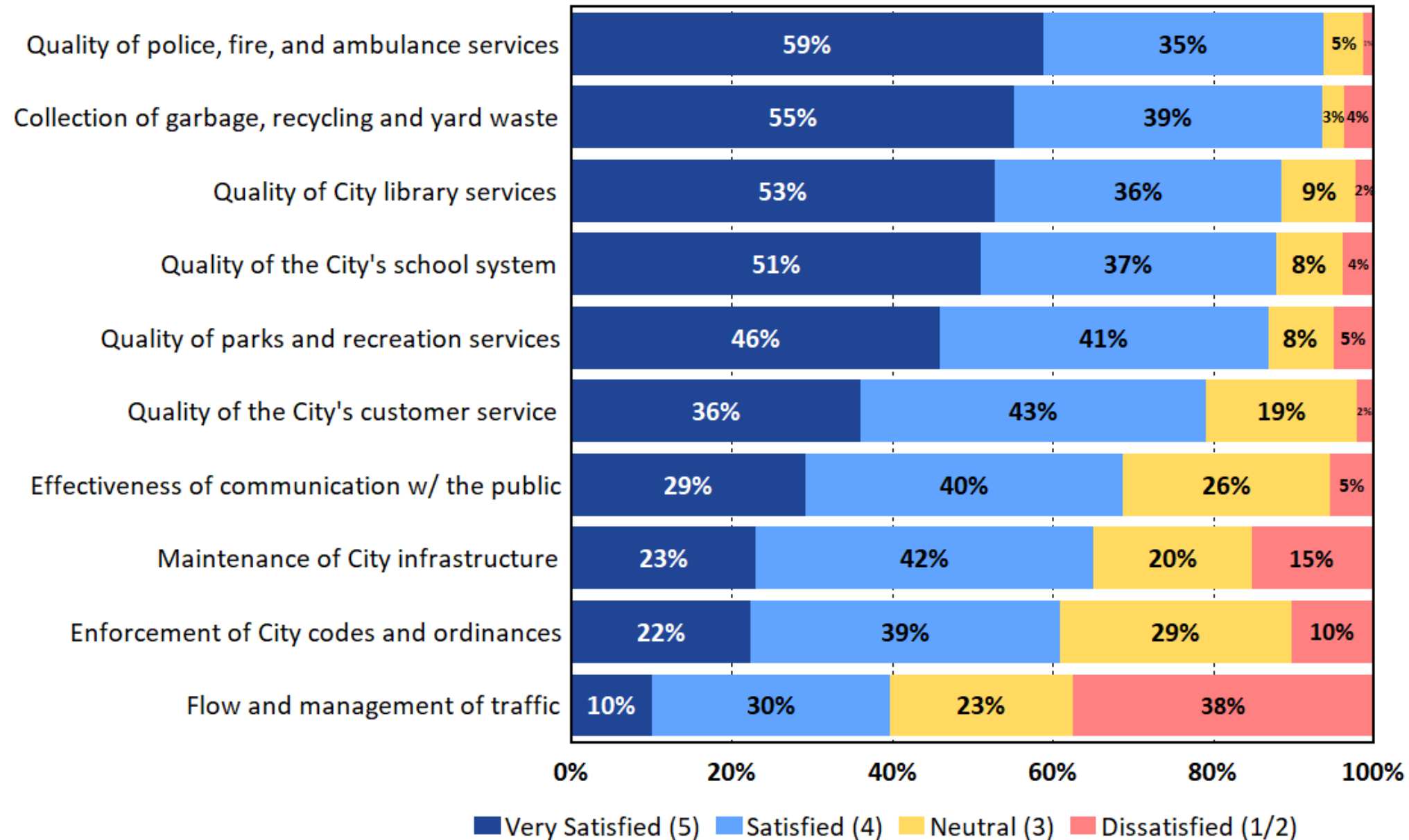
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



87% of Respondents Are Satisfied with the Overall Quality of City Services; Only 1% Dissatisfied

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

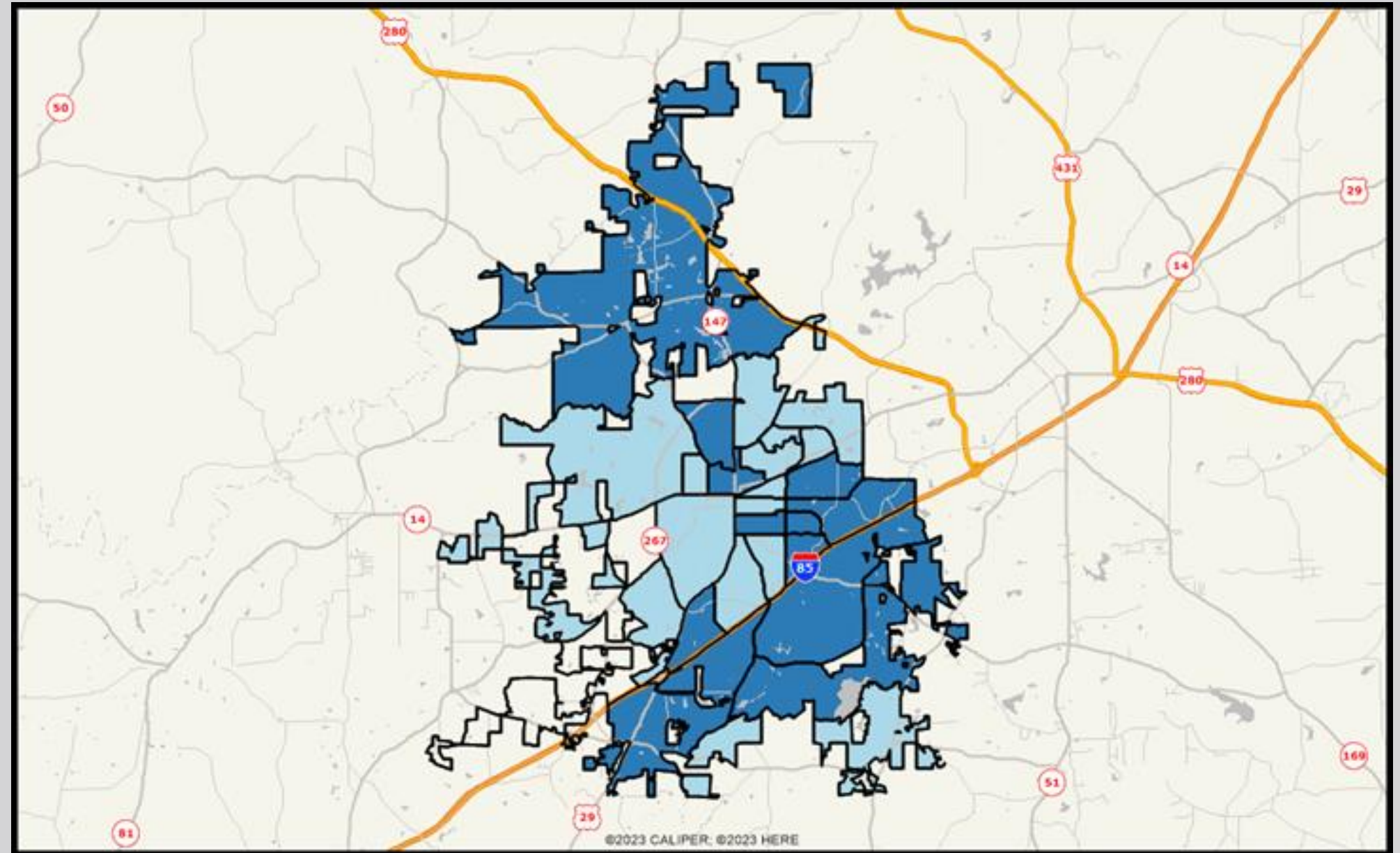
Topic #2

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

Overall Quality of City Services

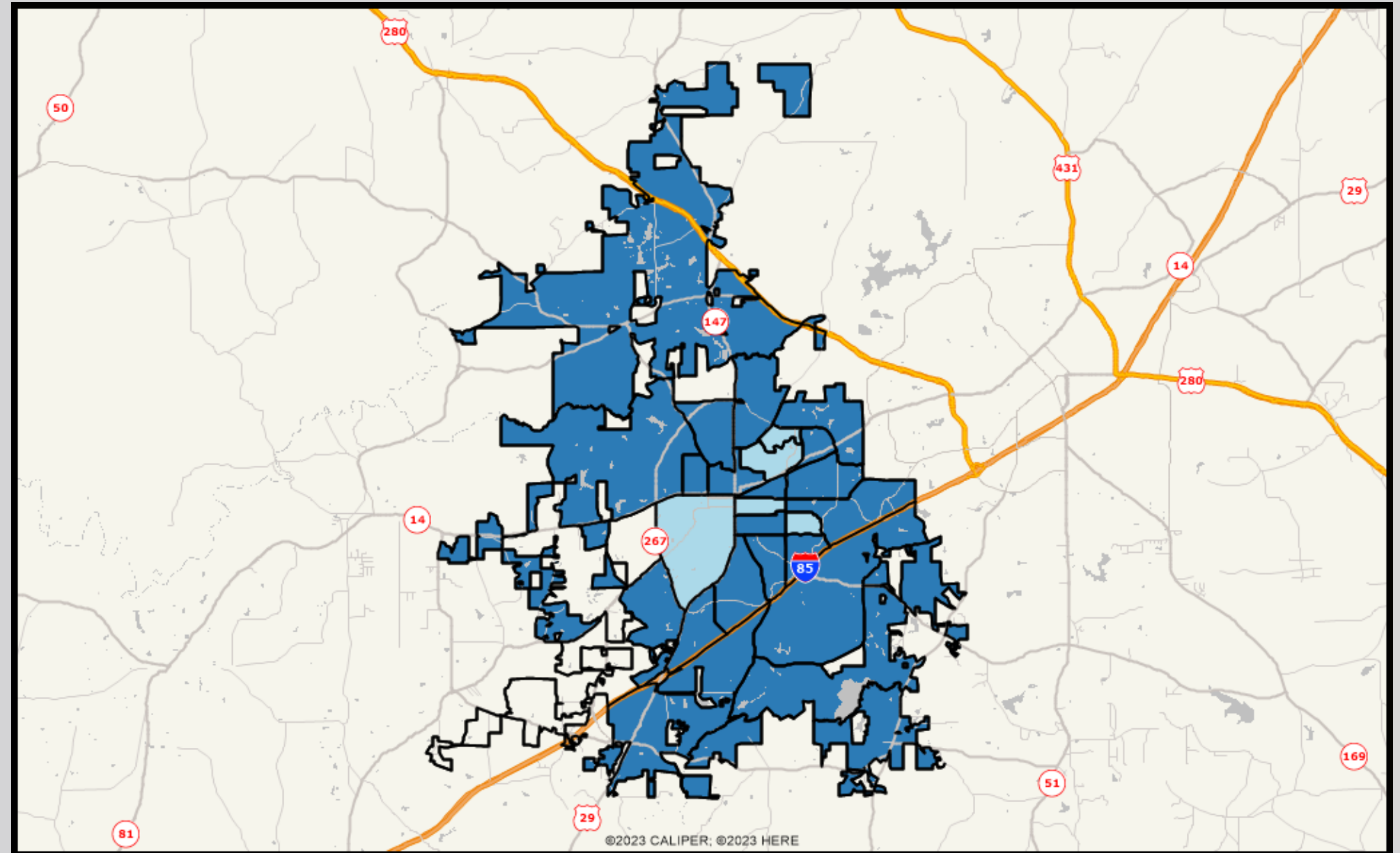
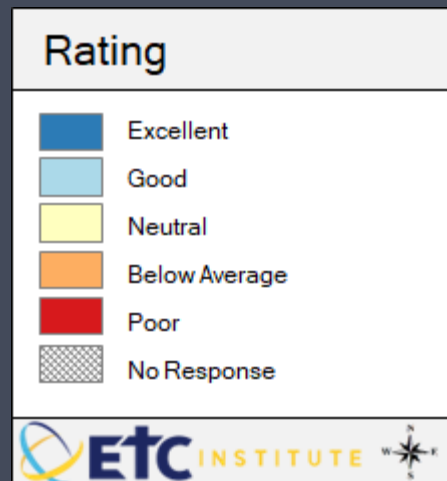
All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services

Satisfaction



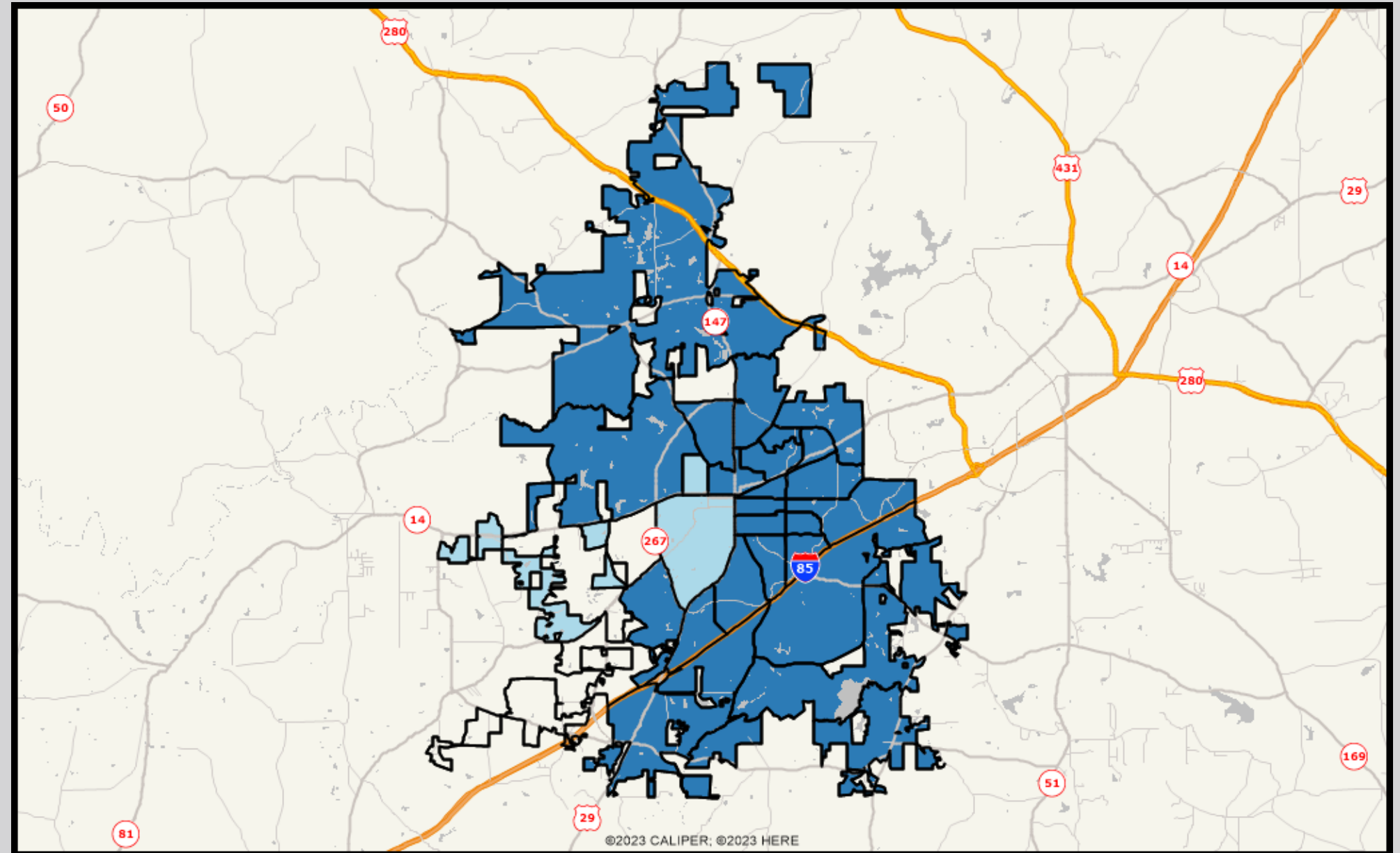
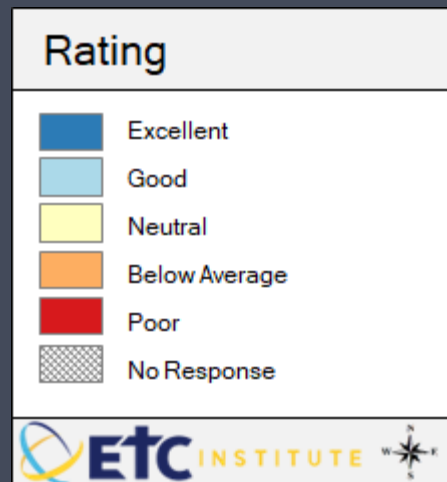
Auburn as a Place to Live

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

**Satisfaction with City Services Is Much Higher in
Auburn Than Other Communities**

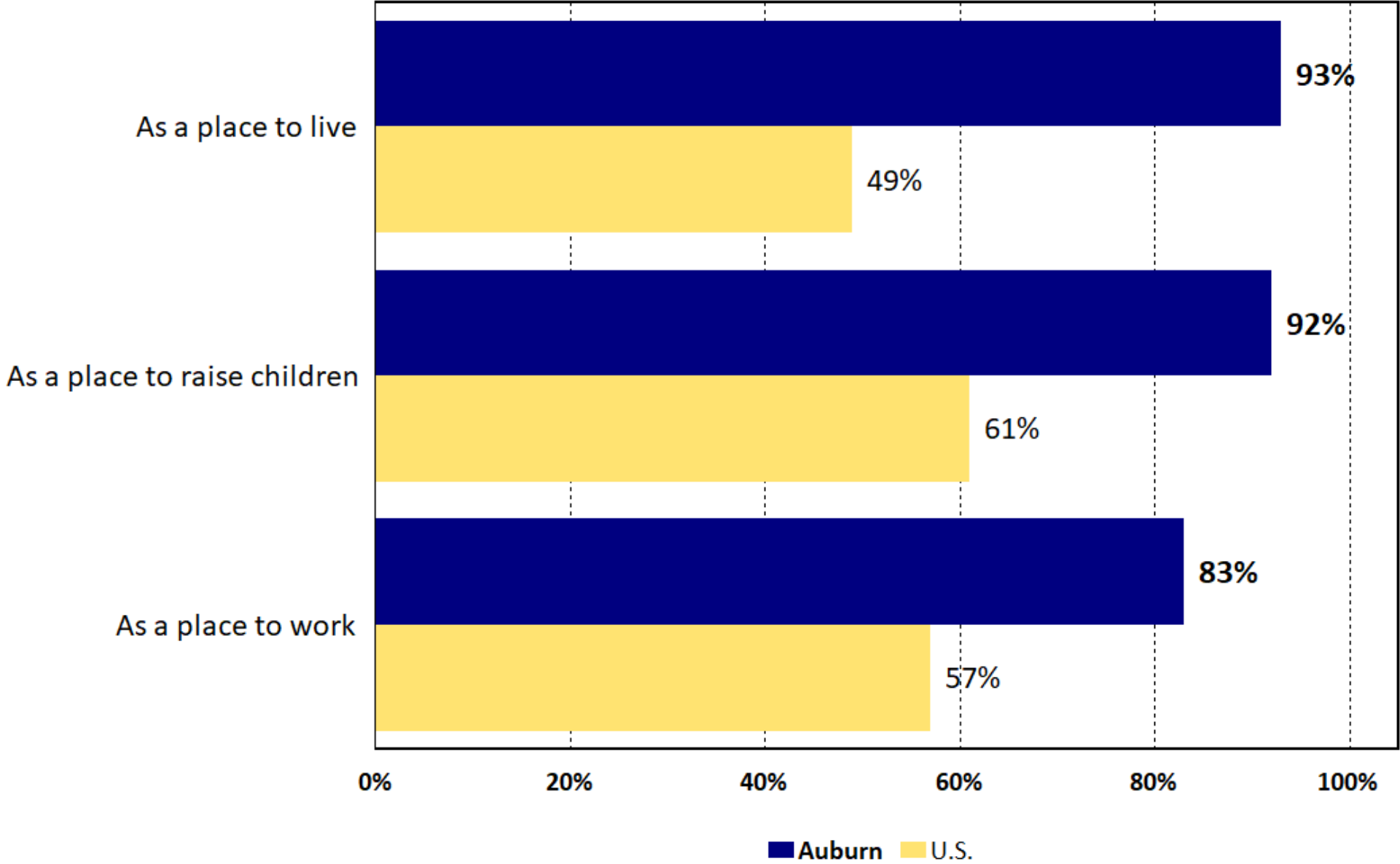
Benchmarking Analysis

Auburn Rates *Significantly* Higher (5% or more) Than the U.S. Average in *57 of the 59* Areas That Were Compared

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 Significantly Higher Than Other Cities as a Place to Live, Raise Children and Work

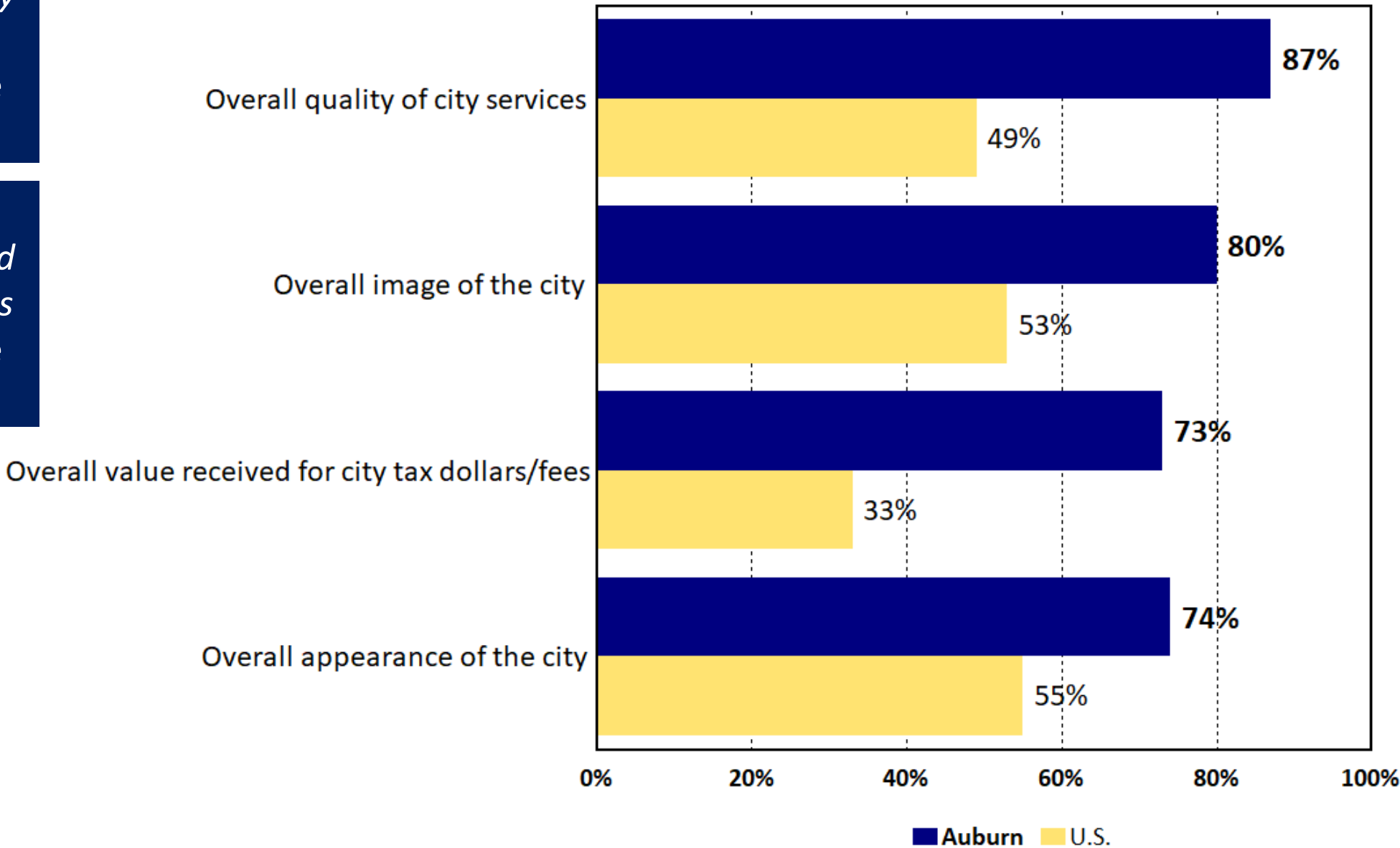
Satisfaction with Issues that Influence Perceptions of the City

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)

Satisfaction with
the *Overall Quality
of City Services*
Rates 38% Above
U.S. Average

Satisfaction with
the *Value Received
for City Taxes/Fees*
Rates 40% Above
U.S. Average

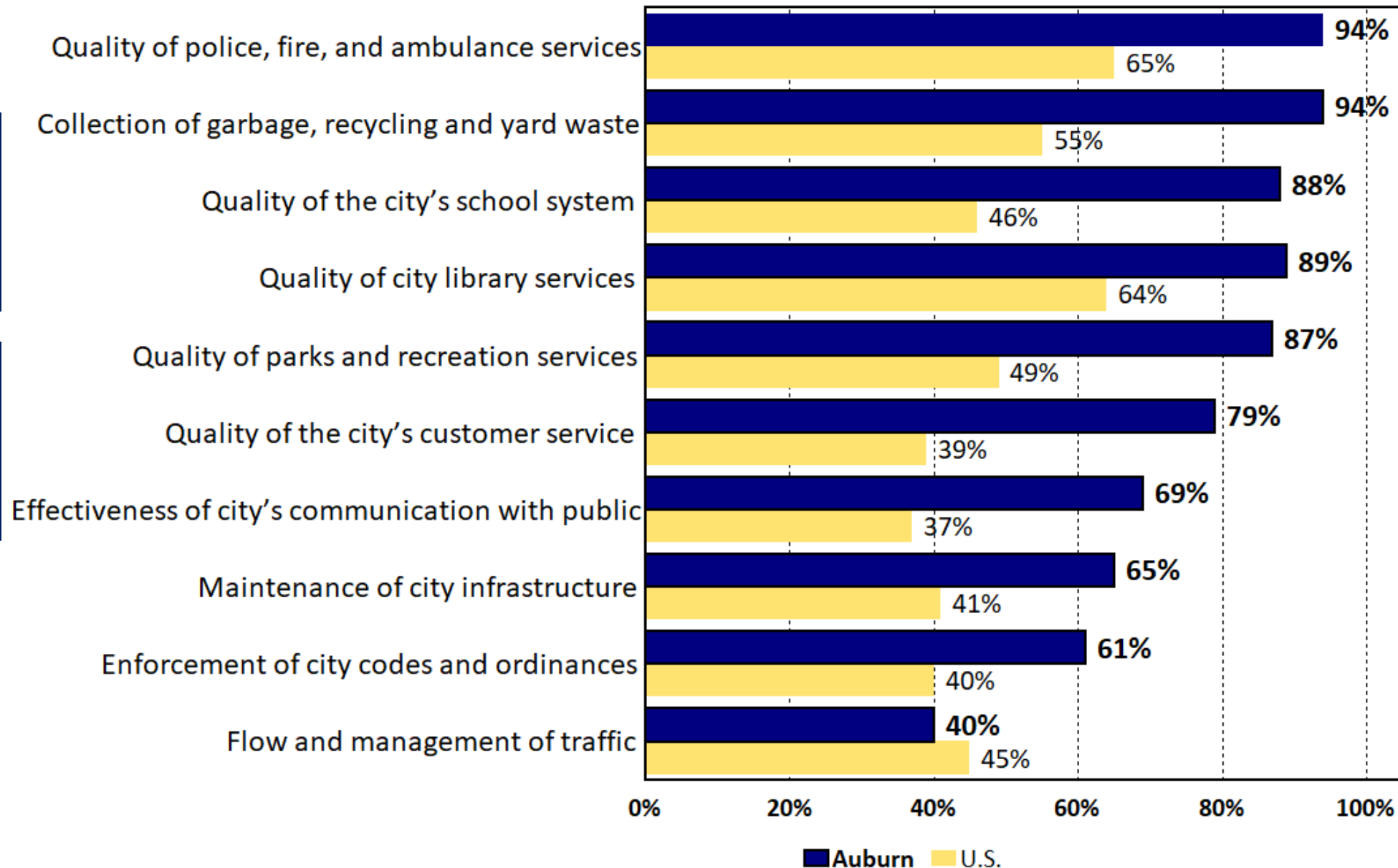


Auburn Rates Significantly Higher Than Other Cities in All 4 Areas

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
Customer Service
Rates 40% Above
U.S. Average

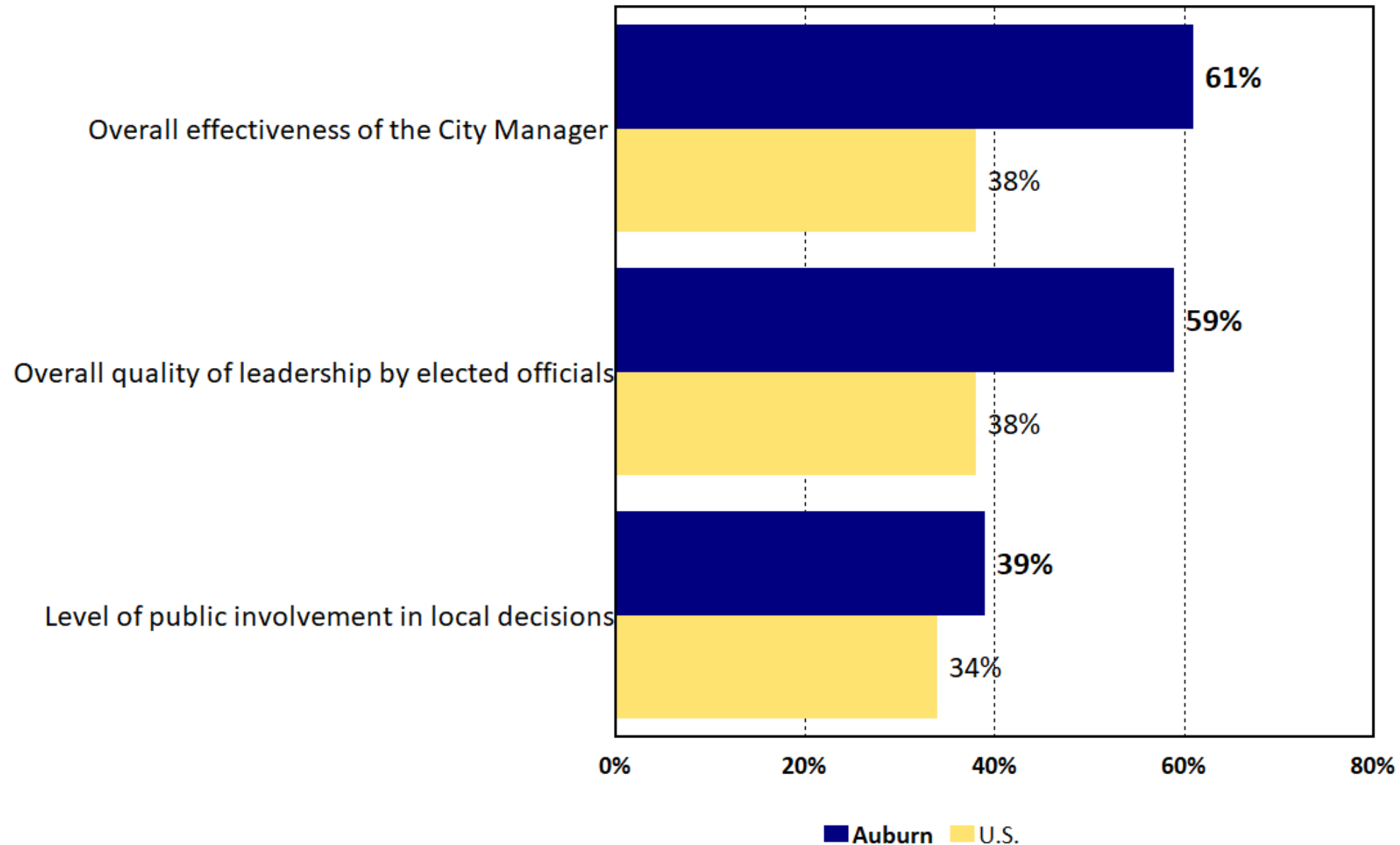
Satisfaction with
Communication
Rates 32% Above
U.S. Average

Auburn Rates Significantly Above the U.S. Average in 9 of 10 Major Categories of City Services

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)



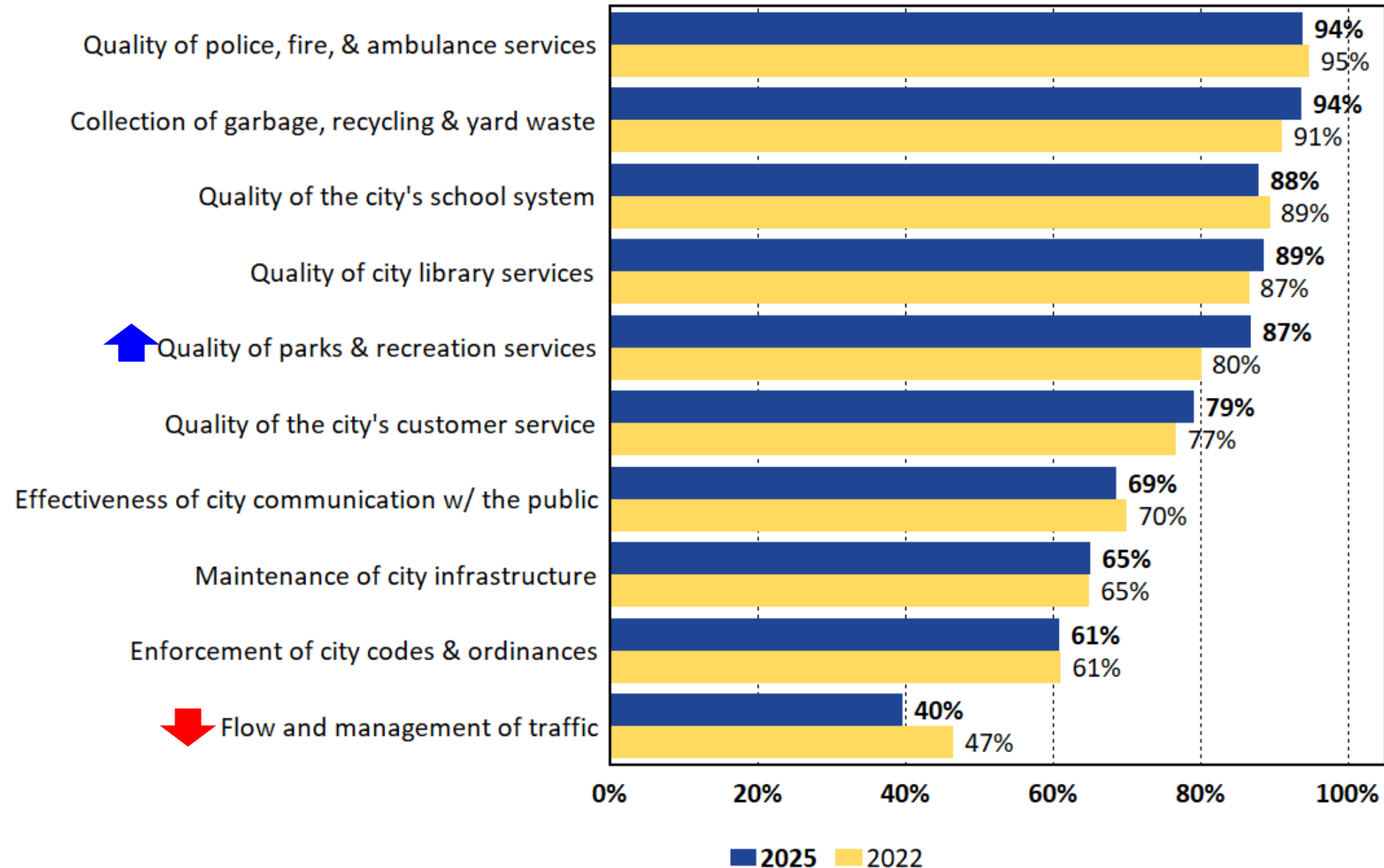
City Leadership Ratings Are Much Higher in Auburn Than Other Cities

Topic #4

Trend Analysis

Overall Satisfaction with City Services by Major Category (2022 & 2025)

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



Significant Increase ↑

Significant Decrease ↓

Trend Analysis

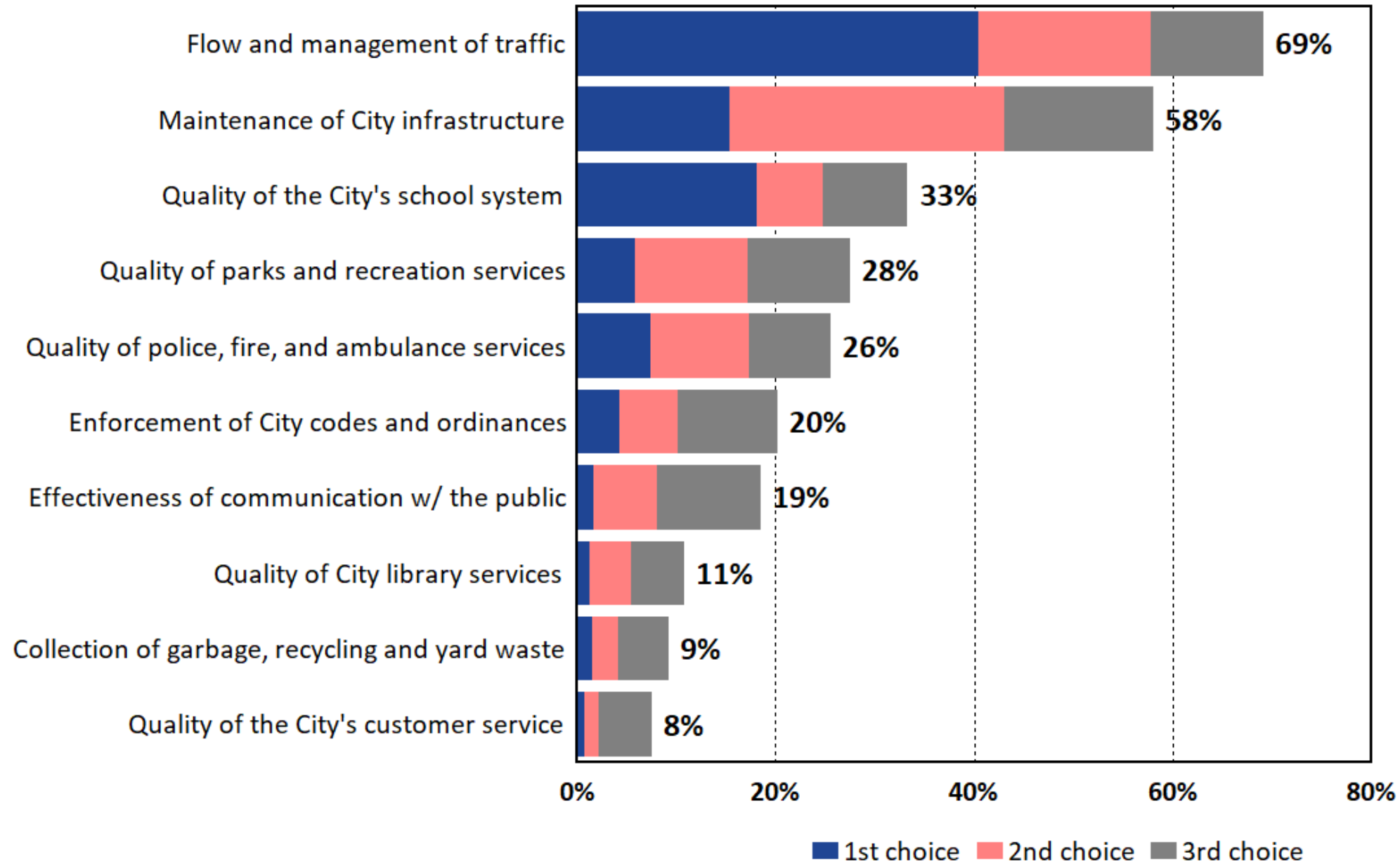
- Notable *Increases* in Satisfaction Since 2022:
 - Quality of Community Recreation Centers
 - Quality of Fitness Areas within Recreation Centers
 - Quality of Playgrounds
 - Availability of Outdoor Dining Venues
 - Maintenance of City Streets
- Notable *Decreases* in Satisfaction Since 2022:
 - Quality of New Industrial Development
 - Ease of Travel by Car
 - Control of Nuisance Animals
 - City's Planning for Future Growth
 - Quality of New Residential Development

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



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
<u>Very High Priority (IS >.20)</u>						
Flow and management of traffic	69%	1	40%	10	0.4167	1
Maintenance of City infrastructure	58%	2	65%	8	0.2028	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes and ordinances	20%	6	61%	9	0.0790	3
Effectiveness of City's communication with the public	19%	7	69%	7	0.0579	4
Quality of the City's school system	33%	3	88%	4	0.0403	5
Quality of parks and recreation services	28%	4	87%	5	0.0360	6
Quality of police, fire, and ambulance services	26%	5	94%	1	0.0158	7
Quality of the City's customer service	8%	10	79%	6	0.0156	8
Quality of City library services	11%	8	89%	3	0.0123	9
Collection of garbage, recycling and yard waste	9%	9	94%	2	0.0058	10

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
<u>High Priority (IS >.10)</u>						
Maintenance of city streets	43%	1	70%	8	0.1297	1
Adequacy of city street lighting	35%	2	67%	10	0.1125	2
Maintenance of biking paths and lanes	24%	5	55%	11	0.1097	3
<u>Medium Priority (IS <.10)</u>						
Maintenance of sidewalks	31%	3	68%	9	0.0976	4
Cleanup of debris/litter in and near roadways	27%	4	70%	7	0.0796	5
Mowing/trimming along streets and public areas	21%	6	77%	6	0.0481	6
Overall cleanliness of streets and public areas	21%	7	82%	2	0.0366	7
Maintenance of downtown Auburn	17%	8	82%	3	0.0304	8
Maintenance of traffic signals	15%	9	80%	4	0.0293	9
Maintenance of street signs	8%	10	79%	5	0.0171	10

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
<u>Very High Priority (IS >.20)</u>						
Efforts to remove dilapidated structures	42%	2	53%	5	0.2014	1
<u>High Priority (IS >.10)</u>						
Cleanup of overgrown and weedy lots	51%	1	62%	4	0.1962	2
<u>Medium Priority (IS <.10)</u>						
Control of nuisance animals	19%	5	63%	3	0.0724	3
Cleanup of debris/litter	40%	3	85%	1	0.0599	4
Cleanup of large junk/abandoned vehicles	21%	4	80%	2	0.0420	5

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
<u>High Priority (IS >.10)</u>						
Quality of senior programs	30%	3	45%	14	0.1636	1
Quality of walking trails	41%	1	67%	7	0.1364	2
<u>Medium Priority (IS <.10)</u>						
Quality of community recreation centers	26%	4	65%	8	0.0919	3
Quality of special needs/therapeutics programs	16%	11	43%	15	0.0895	4
Quality of fitness areas within recreation centers	19%	9	55%	12	0.0850	5
Quality of cultural arts programs	21%	6	64%	9	0.0761	6
Quality of youth athletic programs	21%	7	69%	6	0.0660	7
Quality of special events	24%	5	72%	4	0.0654	8
Quality of adult athletic programs	13%	13	51%	13	0.0612	9
Ease of registering for programs	13%	12	55%	11	0.0575	10

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
<u>Very High Priority (IS >.20)</u>						
Availability of parking	60%	1	34%	11	0.3990	1
<u>Medium Priority (IS <.10)</u>						
Availability of outdoor dining venues	21%	4	52%	9	0.0987	2
Feeling of safety of downtown at night	32%	2	77%	3	0.0714	3
Availability of retail shopping	15%	9	59%	8	0.0625	4
Availability of public event space	13%	10	52%	10	0.0625	5
Availability of dining opportunities	18%	8	71%	7	0.0520	6
Landscaping and green space	20%	5	75%	5	0.0506	7
Quality of public events held downtown	19%	7	76%	4	0.0443	8
Pedestrian accessibility	22%	3	81%	2	0.0418	9
Signage and wayfinding	11%	11	73%	6	0.0279	10

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
<u>Medium Priority (IS <.10)</u>						
Efforts to prevent crime	41%	1	80%	5	0.0818	1
Visibility of police in neighborhoods	37%	2	80%	6	0.0744	2
Visibility of police in retail areas	27%	4	76%	8	0.0653	3
Enforcement of traffic laws	25%	5	75%	9	0.0630	4
Police safety education programs	15%	9	72%	11	0.0406	5
Quality of local ambulance service	22%	6	85%	4	0.0338	6
Quality of fire safety education programs	12%	10	73%	10	0.0336	7
Police response time	15%	8	80%	7	0.0306	8
Overall quality of police protection	31%	3	92%	2	0.0247	9
Fire response times	10%	11	87%	3	0.0129	10
Overall quality of fire protection	16%	7	93%	1	0.0118	11

Summary

- **Residents Have a Very Positive Perception of the City of Auburn**
 - **93% Feel Auburn Is an Excellent or Good Place to Live**
 - **92% Feel Auburn Is Excellent or Good Place to Raise Children**
- **Satisfaction Ratings Overall Are Similar to the Previous Survey in 2022**

Summary

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 - Auburn Rates *Significantly* Higher Than the U.S. Average in 56 of 58 Areas
 - Satisfaction with the Overall Quality of City Services Is 38% Above the U.S. Average
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Questions?

Thank You!!