## City of Auburn 2015 DirectionFinder® Survey Findings

Presented by

ETC Institute

April 2015

#### **ETC Institute**

## A National Leader in Market Research for Local Governmental Organizations

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



More than 2,000,000 Persons Surveyed Since 2006 for more than 700 cities in 49 States

#### **Agenda**

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

#### Purpose

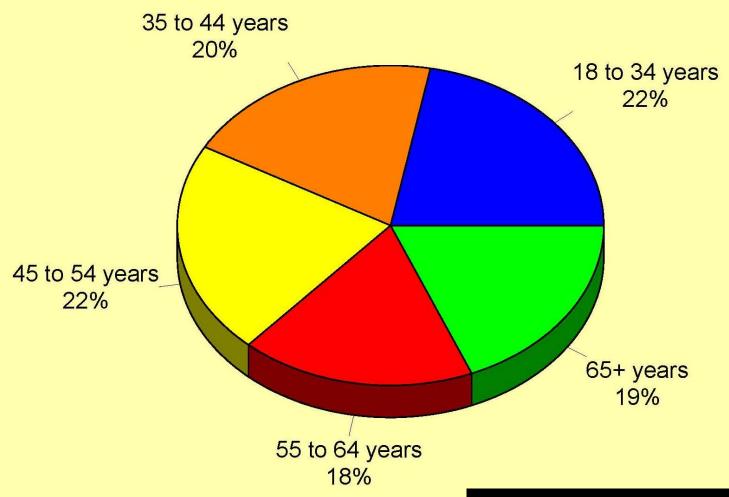
- To objectively assess resident satisfaction with the delivery of City services
- To measure trends from previous annual surveys
- To gather input from residents to help set budget priorities
- To compare Auburn's performance with other cities

#### Methodology

- Survey Description
  - the survey contained many of the questions from previous years
  - survey was 7 pages in length
- Method of Administration
  - mailed to a random sample of households in the City
  - phone follow-ups done 7 days after the mailing
  - each survey took approximately 15-20 minutes to complete
- Sample Size/Number of Completed Surveys:
  - Goal: 600
  - Actual: 692
- Confidence Level: 95%
- Margin of Error: +/- 3.7% overall

#### Q32. Demographics: What is Your Age?

by percentage of residents surveyed

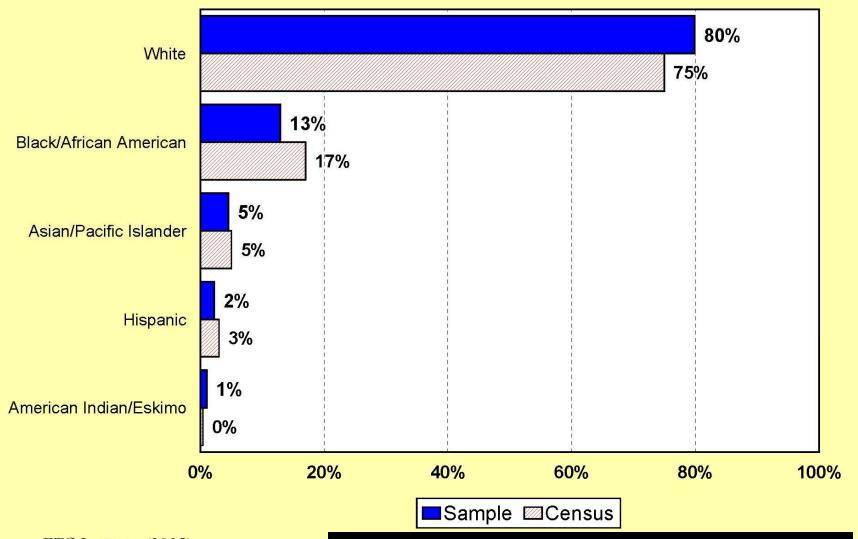


Source: ETC Institute (2015)

Good Representation By AGE

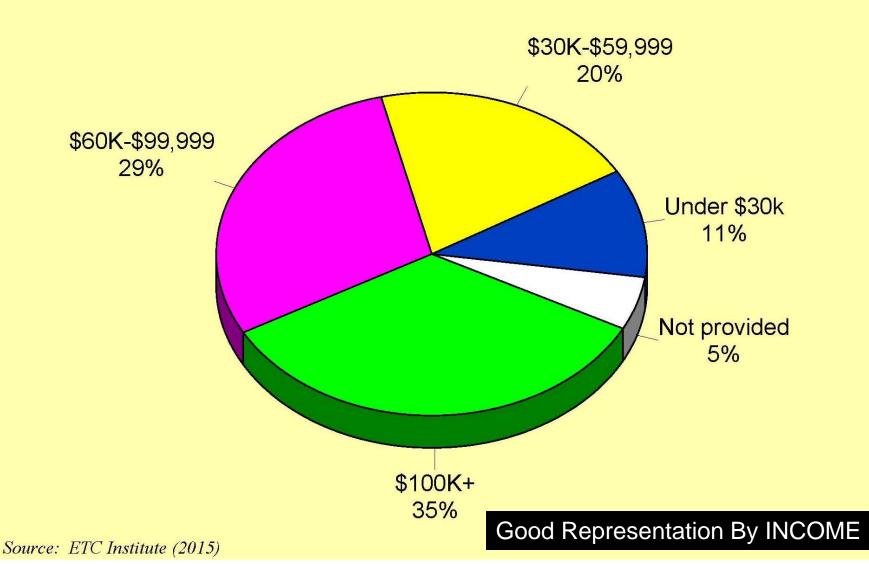
## Q33. Demographics: Which best describes your race/ethnicity?

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



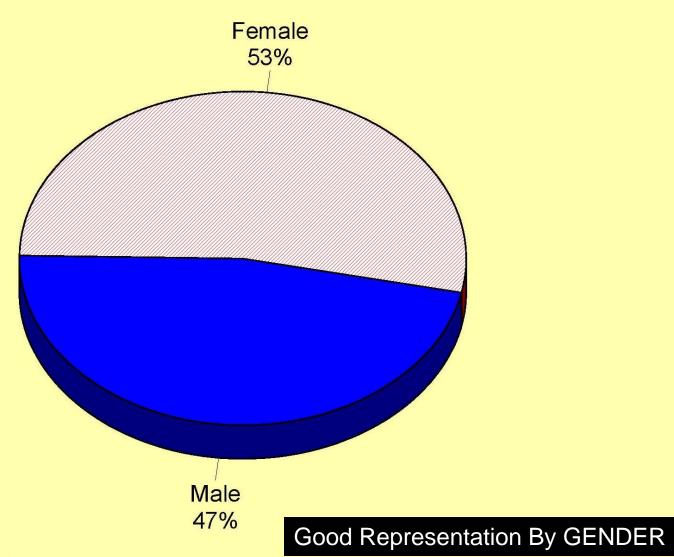
#### Q34. Demographics: Total Annual Household Income

by percentage of residents surveyed



#### Q35. Demographics: Gender of the Respondents

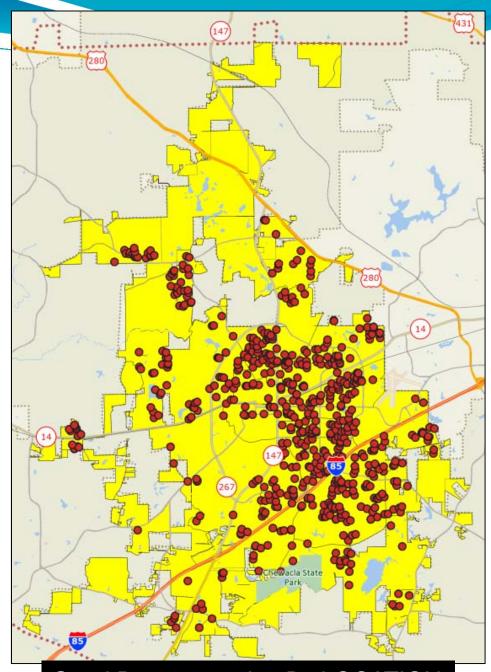
by percentage of residents surveyed



Source: ETC Institute (2015)

#### City of Auburn 2015 Citizen Survey

## Location of Respondents



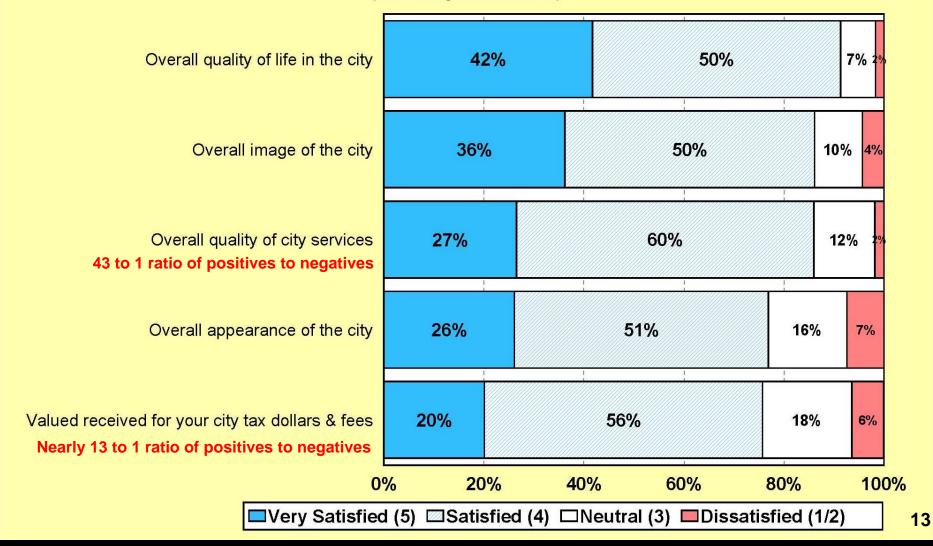
#### **Bottom Line Up Front**

- The City of Auburn has an excellent "brand"
- Overall satisfaction with City services remains high
  - Since 2006, there have been significant increases in 50 areas that are assessed on the survey with no significant decreases
  - > Overall, ratings were slightly lower in 2014 than 2015
- The City is equitably serving all areas of the City
- Auburn is setting the standard for the delivery of City services
- The City's ratings are among the highest in the nation
- Traffic flow and maintenance of infrastructure continue to be the top opportunities for improvement

## Major Finding #1 Residents Have Very Positive Perceptions of the City

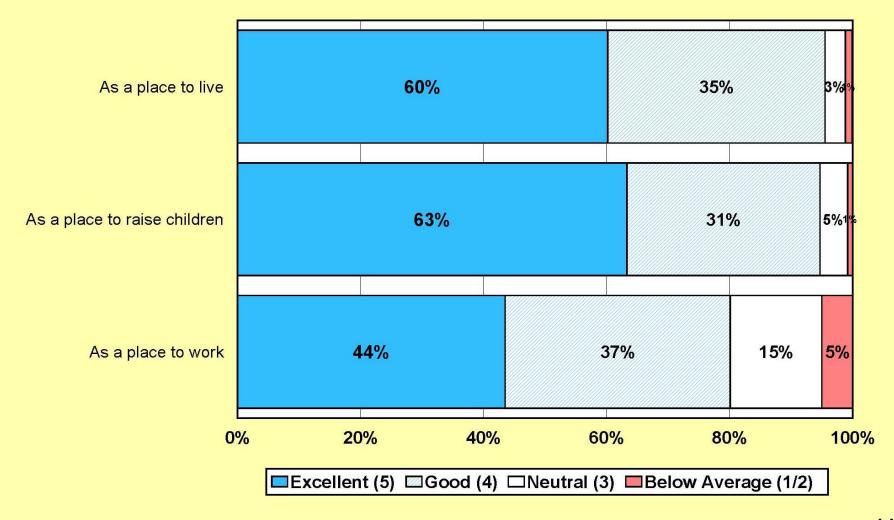
#### Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

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



#### Q4. Quality of Life in the City of Auburn

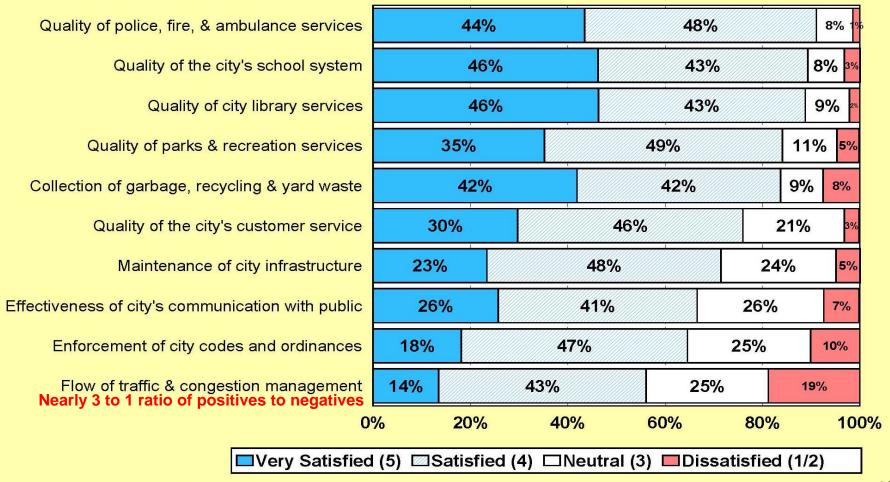
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



14

## Q1. Overall Satisfaction With City Services by Major Category

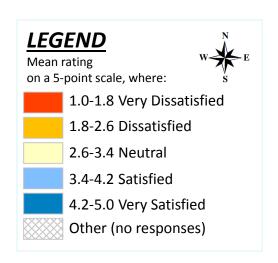
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (<u>excluding don't knows</u>)

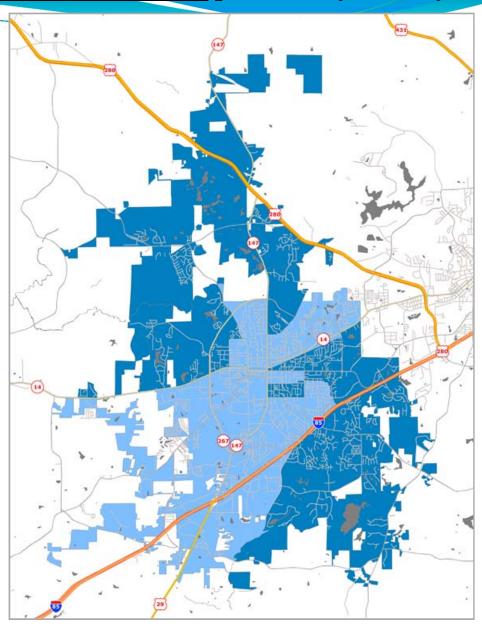


# Major Finding #2 The City is Equitably Serving Residents in All Areas of the City

#### Satisfaction with the **OVERALL** quality of services provided by the City

While There Are
Some Differences for
Specific Services,
Overall Satisfaction
With City Services
Is High in All
Areas of the City

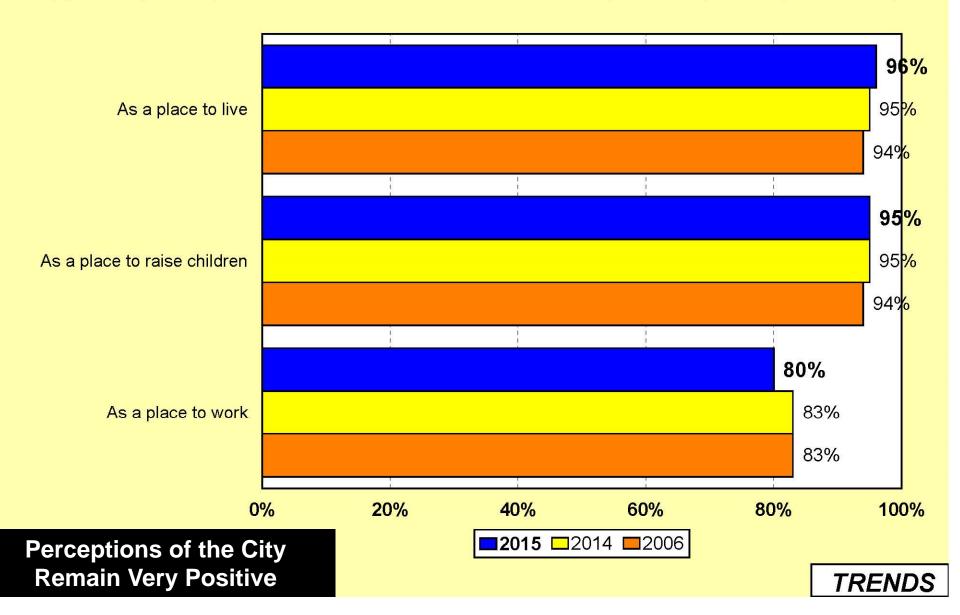




## Major Finding #3 The City Is Moving in the Right Direction

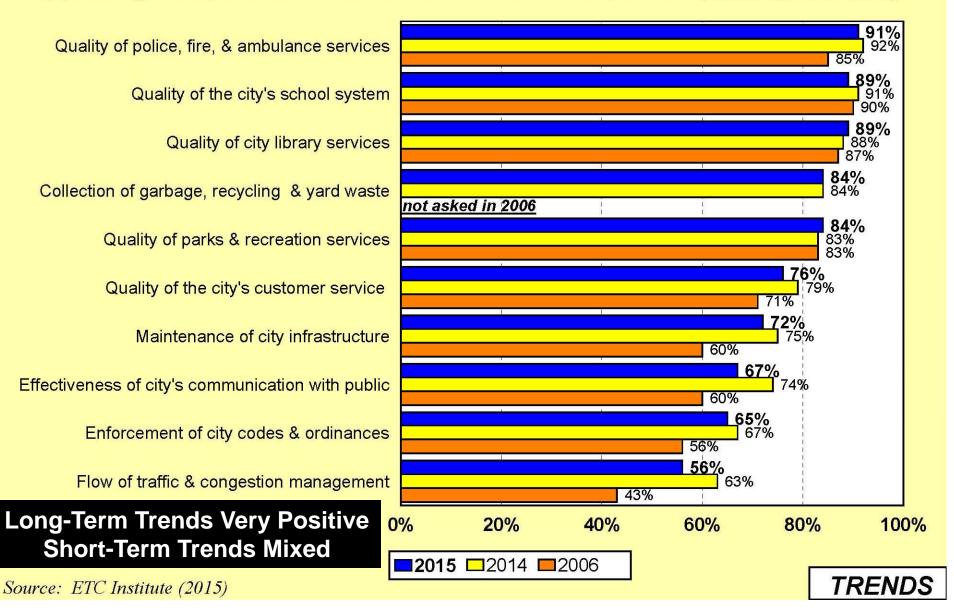
## TRENDS: Ratings of the Quality of Life in the City of Auburn (2006, 2014 & 2015)

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



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

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



**LONG-TERM TRENDS** Since 2006, **Ratings Have Significantly** Improved in 50 Areas. There **Have Been NO Significant Decreases** 

SIGNIFICANT INCREASES  Maintenance of walking trails Quality of community recreation centers Community recreation centers 75 Maintenance of streets Fase of pedestrian travel in Auburn Maintenance of swimming pools Enforcement of traffic laws In City parks Visibility of police in retail areas Visibility of police in neighborhoods Quality of local ambulance service Police safety education programs	33% 75% 75% 76% 366% 31% 75% 76% 31% 75% 76% 31% 75% 76% 34% 588% 71%	58% 52% 52% 57% 47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	Change From 2006 25% 23% 23% 19% 19% 16% 15% 15% 15% 14% 14%	Category  Parks and Recreation Parks and Recreation Parks and Recreation Maintenance Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety Public Safety
SIGNIFICANT INCREASES  Maintenance of walking trails Quality of community recreation centers Community recreation centers 75 Maintenance of streets Ease of pedestrian travel in Auburn Maintenance of swimming pools Enforcement of traffic laws In City parks Visibility of police in retail areas Visibility of police in neighborhoods Quality of local ambulance service Police safety education programs  83 83 87 87 88 89 89 89 89 89 89 89 89 89 89 89 89	33% 75% 75% 76% 66% 74% 31% 75% 76% 84% 88% 71% 66%	58% 52% 52% 57% 47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	25% 23% 23% 19% 19% 18% 16% 15% 15% 14%	Parks and Recreation Parks and Recreation Parks and Recreation Maintenance Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety Public Safety Public Safety
Maintenance of walking trails Quality of community recreation centers 75 Community recreation centers 75 Maintenance of streets Ease of pedestrian travel in Auburn 66 Maintenance of swimming pools Enforcement of traffic laws 75 In City parks Visibility of police in retail areas Visibility of police in neighborhoods Quality of local ambulance service Police safety education programs 88 88 89 89 80 80 80 80 80 80 80 80 80 80 80 80 80	75% 76% 66% 66% 64% 81% 75% 76% 84% 68% 71% 66%	52% 52% 57% 47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	23% 23% 19% 19% 18% 16% 15% 15% 15% 14%	Parks and Recreation Parks and Recreation Maintenance Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety Public Safety
Quality of community recreation centers     75       Community recreation centers     75       Maintenance of streets     76       Ease of pedestrian travel in Auburn     66       Maintenance of swimming pools     66       Enforcement of traffic laws     74       In City parks     85       Visibility of police in retail areas     75       Visibility of police in neighborhoods     76       Quality of local ambulance service     84       Police safety education programs     68	75% 76% 66% 66% 64% 81% 75% 76% 84% 68% 71% 66%	52% 52% 57% 47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	23% 23% 19% 19% 18% 16% 15% 15% 15% 14%	Parks and Recreation Parks and Recreation Maintenance Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety Public Safety
Community recreation centers 75  Maintenance of streets 76  Ease of pedestrian travel in Auburn 66  Maintenance of swimming pools 66  Enforcement of traffic laws 75  In City parks 85  Visibility of police in retail areas 75  Visibility of police in neighborhoods 76  Quality of local ambulance service 86  Police safety education programs 66	75% 76% 66% 66% 74% 81% 75% 76% 84% 68% 71% 66%	52% 57% 47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	23% 19% 19% 18% 16% 15% 15% 14%	Parks and Recreation Maintenance Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety
Maintenance of streets  Ease of pedestrian travel in Auburn  Maintenance of swimming pools  Enforcement of traffic laws  In City parks  Visibility of police in retail areas  Visibility of police in neighborhoods  Quality of local ambulance service  Police safety education programs	76% 66% 66% 74% 81% 75% 76% 84% 68% 71% 66%	57% 47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	19% 19% 18% 16% 15% 15% 14%	Maintenance Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety Public Safety
Ease of pedestrian travel in Auburn  Maintenance of swimming pools  Enforcement of traffic laws  74 In City parks  Visibility of police in retail areas  Visibility of police in neighborhoods  Quality of local ambulance service  Police safety education programs  68	66% 66% 74% 81% 75% 76% 84% 68% 71%	47% 48% 58% 66% 60% 61% 70% 54% 58% 43%	19% 18% 16% 15% 15% 15% 14%	Traffic Flow and Transportation Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety Public Safety
Maintenance of swimming pools  Enforcement of traffic laws 74 In City parks 85 Visibility of police in retail areas 75 Visibility of police in neighborhoods 76 Quality of local ambulance service 86 Police safety education programs 66	66% 74% 81% 75% 76% 84% 68% 71% 66%	48% 58% 66% 60% 61% 70% 54% 58% 43%	18% 16% 15% 15% 15% 14%	Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety
Enforcement of traffic laws 74 In City parks 8 Visibility of police in retail areas 75 Visibility of police in neighborhoods 76 Quality of local ambulance service 84 Police safety education programs 66	74% 81% 75% 76% 84% 68% 71% 66% 72%	58% 66% 60% 61% 70% 54% 58% 43%	16% 15% 15% 15% 14%	Parks and Recreation Public Safety Feeling of Safety Public Safety Public Safety Public Safety Public Safety
In City parks  8 Visibility of police in retail areas  75 Visibility of police in neighborhoods  76 Quality of local ambulance service  84 Police safety education programs  86	31% 75% 76% 34% 68% 71% 66% 72%	66% 60% 61% 70% 54% 58% 43%	15% 15% 15% 14%	Feeling of Safety Public Safety Public Safety Public Safety Public Safety
Visibility of police in retail areas 75 Visibility of police in neighborhoods 76 Quality of local ambulance service 84 Police safety education programs 66	75% 76% 34% 68% 71% 56% 72%	60% 61% 70% 54% 58% 43%	15% 15% 14% 14%	Public Safety Public Safety Public Safety Public Safety Public Safety
Visibility of police in neighborhoods 76 Quality of local ambulance service 84 Police safety education programs 66	76% 34% 58% 71% 56%	61% 70% 54% 58% 43%	15% 14% 14%	Public Safety Public Safety Public Safety
Quality of local ambulance service 84 Police safety education programs 68	34% 58% 71% 56% 72%	70% 54% 58% 43%	14% 14%	Public Safety Public Safety
Police safety education programs 68	68% 71% 56% 72%	54% 58% 43%	14%	Public Safety
, ,	71% 56% 72%	58% 43%		
	66% 72%	43%	13%	D 1 1D 0
Maintenance of biking paths/lanes 7	72%			Parks and Recreation
	72%		13%	Overall Satisfaction
•		60%	12%	Overall Satisfaction
·	00 /0	76%	12%	Public Safety
	74%	62%	12%	Public Safety
. ,	36%	75%	11%	Maintenance
0	34%	74%	10%	Maintenance
•	58%	48%	10%	Parks and Recreation
, , ,	75%	65%	10%	Maintenance
	36%	77%	9%	Perceptions
. , ,	65%	56%	9%	Overall Satisfaction
	93%	84%	9%	Garbage & Water
	88%	60%	8%	Parks and Recreation
	73%	65%	8%	Parks and Recreation
3 3 1	35%	77%	8%	Feeling of Safety
	38%	80%	8%	Maintenance
	76%	68%	8%	Perceptions
, ,	36%	78%	8%	Garbage & Water
	90%	83%	7%	Public Safety
	35%	78%	7%	Garbage & Water
	78%	71%	7%	Garbage & Water
, ,	37%	80%	7%	Maintenance
9	30%	73%	7%	City Communication
	67%	60%	7%	Overall Satisfaction
	11%	34%	7%	Traffic Flow and Transportation
	30%	74%	6%	Maintenance
	79%	73%	6%	Parks and Recreation
	93%	87%	6%	Feeling of Safety
	79%	73%	6%	Public Safety
•	91%	85%	6%	Overall Satisfaction
	77%	71%	6%	Perceptions
,	38%	82%	6%	Public Safety
. ,	64%	59%	5%	Parks and Recreation
	76%	71%	5%	Overall Satisfaction
	91%	86%	5%	Perceptions
	36%	81%	5%	Perceptions
	73%	69%	4%	Public Safety
	65%	61%	4%	Maintenance
SIGNIFICANT DECREASES	.5,0	0170	. 70	a Adrianos
NONE				

#### Notable Short-Term Trends: Increases

#### Two-Year Trends (2013 to 2015)

- -Quality of community recreation centers (+16%)
- -Quality of senior programs (+15%)
- -Maintenance of community rec centers (+12%)
- -Feeling of safety in city parks (+10%)
- -Special needs/therapeutics programs (+10%)

#### One-Year Trends (2014 to 2015)

- -Quality of senior programs (+10%)
- -Special needs/therapeutics programs (+6%)
- -Ease of registering for recreation programs (+3%)
- -Feeling of safety in city parks (+3%)
- -Maintenance of streets (+3%)

#### Notable Short-Term Trends: Decreases

#### Two-Year Trends (2013 to 2015)

- -Quality of new residential development (-8%)
- -Quality of the city's website (-7%)
- -Effectiveness of communication with public (-7%)
- -The city's efforts to plan for growth (-6%)
- -Effectiveness of appointed boards/commissions (-6%)

#### One-Year Trends (2014 to 2015)

- -Adequacy of city street lighting (-9%)
- -Effectiveness of appointed boards/commissions (-7%)
- -Effectiveness of communication with public (-7%)
- -Flow of traffic and congestion management (-7%)
- -Level of public involvement in decision-making (-6%)

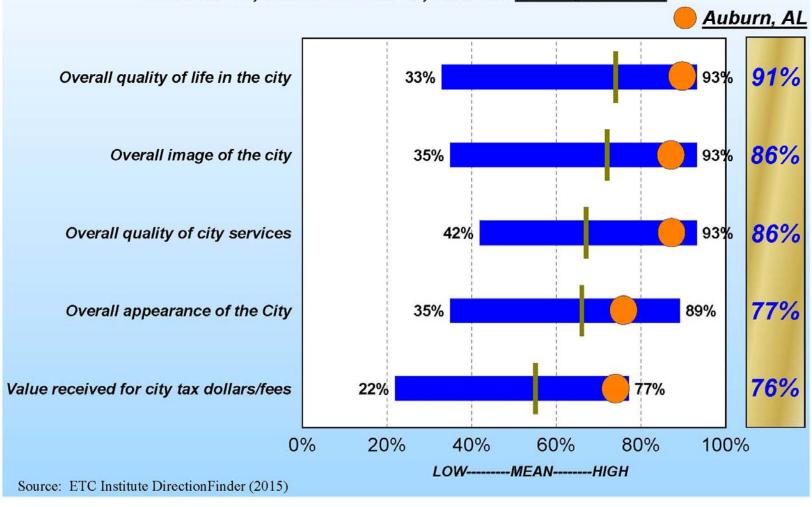
# Major Finding #4 The City of Auburn is Setting the Standard for the Delivery of City Services

#### NATIONAL COMPARISONS

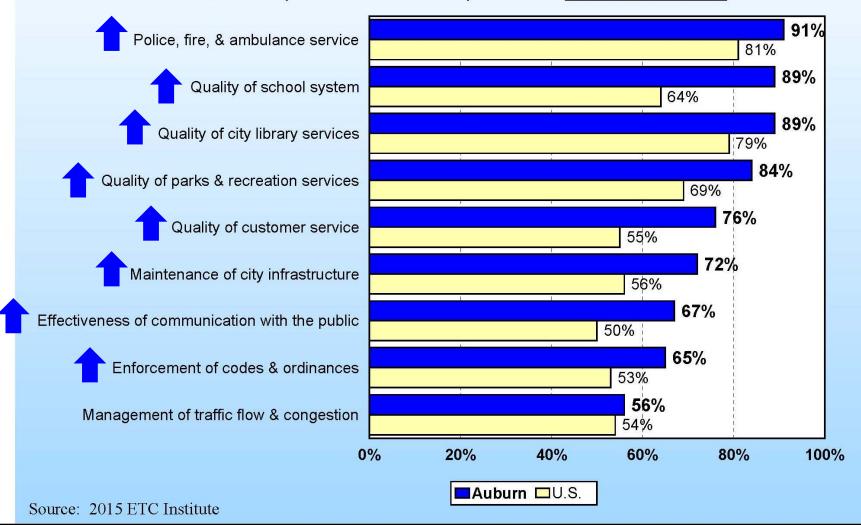
Auburn Rated
Above the
National Average
in 59 of 62 Areas;
53 Items Were
Significantly
Above Average

by percentage of respondents who rated the item as a 4 of 5 on a 5-point scale (excluding don't knows) SIGNIFICANT INCREASES  Overal quality of City services	Category			Percent	
Signification   Notes   Note					
SIGNIFICANT INCREASES					Catagony
Overall quality of City services		Aubum	Average	Average	Category
Value received for city tax dollarsfees         76%         46%         20%         Perceptions of the City           Maintenance of walking trails         83%         54%         29%         Parks and Recreation           In downtown         92%         64%         28%         Feeling of Safety           Cleanup of debris/litter         82%         54%         28%         Code Enforcement           Quality of usbrown of debris/litter         85%         62%         25%         Overall Satisfaction           In your neighborhood at night         85%         62%         23%         Feeling of Safety           Quality of usbrown exercice         76%         55%         21%         Overall Satisfaction           Overal standard of the city         80%         65%         21%         Perceptions of the City           As a place to work         80%         60%         20%         Quality of Life           As a place to lone         98%         77%         19%         Maintenance of sidewalks           Effectiveness of the City Manager         67%         57%         19%         Maintenance           Effectiveness of the City Manager         67%         49%         18%         City Leadership           Coveral quality of life in the city         91%		86%	56%	30%	Perceptions of the City
Maintenance of walking trails   83%   54%   29%   Parks and Recreation   In downtown   92%   64%   28%   Feeling of Safety   Clean-up of debris/litter   82%   54%   28%   Code Enforcement   Quality of school system   89%   64%   28%   Code Enforcement   Record					
In downtown					
Clean.up of debrishitter	3				
Quality of school system   99%   64%   25%   Overall Satisfaction   1 your neighborhood at night   65%   62%   23%   Feeling of Sately   Quality of customer service   76%   55%   21%   Overall Satisfaction   76%   56%   19%   Overall Satisfaction   76%   57%   19%   Overall Satisfaction   76%   57%   19%   Overall Satisfaction   75%   56%   19%   Overall Satisfaction   75%   00%   75%   00%   75%   00%	Clean-up of debris/litter	82%			9
In your neighborhood at night	•		64%		
Quality of customer service         76%         55%         21%         Overal Satisfaction           Overal Image of the city         88%         65%         21%         Perpolitors of the City           As a place to work         80%         60%         20%         Quality of Life           As a place to work         80%         60%         20%         Quality of Life           As a place to work         80%         60%         20%         Quality of Life           Maintenance of bridy life         86%         77%         19%         Maintenance           Maintenance of sidewalks         75%         56%         19%         Maintenance           Effectiveness of Communication with the public         67%         49%         18%         City Leadership           Ciffectiveness of Communication with the public         67%         49%         18%         City Leadership           Overall Quality of life in the city         91%         74%         17%         Perceptions of the City           Overall Quality of life in the city         91%         74%         17%         Perceptions of the City           Overall Quality of life in the city         91%         74%         17%         Perceptions of the City           Overall Satistaction         93%	·	85%	62%	23%	Feeling of Safety
As a place to raise children  As a place to work  As a place to live  As a place to li	-	76%	55%	21%	Overall Satisfaction
As a place to work         80%         60%         20%         Quality of Life           As a place to live         96%         57%         19%         Maintenance           Maintenance of major city streets         76%         57%         19%         Maintenance           Effectiveness of the City Manager         67%         50%         19%         Maintenance           Effectiveness of the City Manager         67%         50%         17%         Overall Satisfaction           Overall quality of life in the city         91%         74%         17%         Perceptions of the City           Overall feeling of safety         93%         76%         17%         Feeling of Safety           Overall feeling of safety         93%         76%         17%         Parks and Recreation           Maintenance of biking trails         71%         54%         17%         Parks and Recreation           Maintenance of city infrastructure         72%         56%         16%         Overall Satisfaction           I city parks         81%         65%         16%         Perling of Safety           Leadership of elected officials         63%         47%         16%         City Leadership           Leadership of elected officials         63%         47%	Overall image of the city	86%	65%	21%	Perceptions of the City
As a place to live         96%         77%         19%         Quality of Life           Maintenance of major city streets         76%         57%         19%         Maintenance           Effectiveness of the City Manager         67%         56%         19%         Maintenance           Effectiveness of the City Manager         67%         50%         17%         Overall Satisfaction           Overall quality of life in the city         91%         74%         17%         Perceptions of the City           Overall facility of life in the city         91%         74%         17%         Perceptions of the City           Overall guality of life in the city         93%         76%         17%         Perceptions of the City           Overall Gatisfaction of Streets & public areas         80%         63%         17%         Parks and Recreation           Maintenance of city infrastructure         72%         56%         16%         Persulg Satisfaction           In city parks         81%         65%         16%         Feeling of Safety           Leadership of elected officials         63%         47%         16%         Feeling of Safety           Cleadership of elected officials         63%         45%         16%         Parks and Recreation           Cleaders	As a place to raise children	95%	74%	21%	Quality of Life
Maintenance of major city streets 76% 57% 19% Maintenance Effectiveness of the City Manager 67% 49% 18% City Leadership Effectiveness of communication with the public 67% 50% 17% Overall Satisfaction Overall Quality of life in the city 91% 74% 17% Peceptions of the City Overall Satisfaction Overall Quality of life in the city 91% 74% 17% Feeling of Safety Overall Satisfaction Overall Quality of life in the city 93% 76% 17% Feeling of Safety Overall Satisfaction Overall Satisfaction Overall Satisfaction Overall Satisfaction Maintenance of biking trails 71% 54% 17% Feeling of Safety Maintenance of city infrastructure 72% 56% 16% Overall Satisfaction In city parks 81% 65% 16% Overall Satisfaction In city parks 181% 65% 16% Overall Satisfaction In city parks 181% 65% 16% Overall Satisfaction In city parks 181% 65% 16% Feeling of Safety Leadership of elected officials 183% 147% 16% City Leadership Cleanliness of city streets & public areas 184% 68% 16% Parks and Recreation Quality of swimming pools 185% 16% Parks and Recreation Quality of swimming pools 185% 16% Parks and Recreation Quality of poitce protection 188% 74% 14% Public Safety Visibility of police in neighborhoods 186% 62% 16% Parks and Recreation Quality of parks & recreation services 184% 69% 15% Overall Satisfaction Quality of parks & recreation services 184% 69% 15% Overall Satisfaction Quality of parks & recreation services 184% 14% Public Safety Visibility of police in neighborhoods 186% 74% 14% Public Safety Visibility of police in neighborhoods 186% 74% 14% Public Safety Visibility of police in retail areas 186% 75% 63% 12% Overall Satisfaction Visibility of police in retail areas 186% 75% 63% 12% Overall Satisfaction Visibility of police in retail areas 186% 75% 63% 12% Overall Satisfaction Visibility of police in retail areas 186% 75% 63% 12% Overall Satisfaction Visibility of police in retail areas 186% 75% 12% Communication Visibility of police in retail areas 186% 75% 12% Utilities Visibility of police in retail areas 186% 75% 12% Utilities 1	As a place to work	80%	60%	20%	Quality of Life
Maintenance of sidewalks         75%         56%         19%         Maintenance           Effectiveness of the City Manager         67%         49%         18%         City Leadership           Effectiveness of communication with the public         67%         50%         17%         Overall Satisfaction           Overall quality of life in the city         91%         74%         17%         Perceptions of the City           Overall Gallong of safety         93%         76%         17%         Perceptions of the City           Mowingfirimming of streets & public areas         80%         63%         17%         Maintenance           Maintenance of biking trials         71%         54%         16%         Overall Satisfaction           In city parks         81%         65%         16%         Feeling of Safety           Leadership of elected officials         63%         47%         16%         Feeling of Safety           Cleaniness of city streets & public areas         84%         68%         16%         Maintenance           Voul athletic programs         78%         62%         16%         Maintenance           Quality of swimming pools         58%         42%         16%         Parks and Recreation           Quality of parks & recreation services	As a place to live	96%	77%	19%	Quality of Life
Effectiveness of the City Manager  Effectiveness of communication with the public  Overall quality of life in the city  91% 74% 17% Perceptions of the City  Overall feeling of safety  Mowingdrimming of streets & public areas  80% 63% 17% Maintenance  Maintenance of biking trails  71% 54% 17% Perkening of Safety  Maintenance of biking trails  71% 55% 16% Overall Satisfaction  In city parks  81% 65% 16% Overall Satisfaction  In city parks  Leadership of elected officials  Cleaniness of city streets & public areas  84% 68% 16% City Leadership  Cleaniness of city streets & public areas  84% 68% 16% City Leadership  Cleaniness of city streets & public areas  84% 68% 16% Parks and Recreation  Quality of swimming pools  Quality of parks & recreation services  84% 69% 15% Overall Satisfaction  Quality of police protection  Quality of police in eighborhoods  76% 62% 14% Public Safety  Adult athletic programs  64% 50% 14% Public Safety  Adult athletic programs  64% 50% 14% Public Safety  Adult athletic programs  64% 50% 14% Public Safety  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail areas  75% 63% 12% Overall Satisfaction  Visibility of police in relail area  86% 74% 12% Overall Satisfaction  Visibility of police in relail area  87% 69% 14% 19% Overall Satisfaction  Visibility of police in relail area  88% 79% 10% Overall Satisfaction  Visibility of police in relail area  88% 79% 10% Overall Satisfaction  Visibility of police in relail area  88% 79% 10% Overall Satisfac	Maintenance of major city streets	76%	57%	19%	Maintenance
Effectiveness of communication with the public Overall quality of life in the city Overall feeling of safety 193% 76% 17% Perceptions of the City Overall feeling of safety Mowingfrimming of streets & public areas 80% 63% 17% Maintenance Maintenance of biking trails 171% 54% 17% Perceptions of the City Mowingfrimming of streets & public areas 80% 63% 17% Maintenance Maintenance of biking trails 171% 54% 17% Perceptions of the City Maintenance of city infrastructure 72% 56% 16% Overall Satisfaction In city parks 81% 65% 16% Feeling of Safety Leadership of elected officials 63% 47% 16% City Leadership Cleanliness of city streets & public areas 84% 68% 16% Maintenance Parks and Recreation Quality of swimming pools 58% 42% 16% Parks and Recreation Quality of swimming pools 58% 42% 16% Parks and Recreation Quality of parks & recreation services 84% 69% 15% Overall Satisfaction Quality of police protection 88% 74% 14% Public Safety Visibility of police in neighborhoods 76% 62% 14% Public Safety Visibility of police in neighborhoods 76% 65% 13% Code Enforcement Clean-up of large junklabandoned vehicles 77% 64% 13% Code Enforcement Enforcement of codes & ordinances 65% 53% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction Visibility of police in relation areas 75% 63% 12% Overall Satisfaction 75% 64% 12% Overall Satis	Maintenance of sidewalks	75%	56%	19%	Maintenance
Overall quality of life in the city   91%   74%   17%   Perceptions of the City   Overall feeling of safety   93%   76%   17%   Feeling of Safety   93%   76%   17%   Feeling of Safety   93%   76%   17%   Maintenance   Maintenance of biking trails   71%   54%   17%   Parks and Recreation   Maintenance of city infrastructure   72%   56%   16%   Overall Satisfaction   In city parks   81%   65%   16%   Feeling of Safety   City parks   16%   City Leadership   C	Effectiveness of the City Manager	67%	49%	18%	City Leadership
Overall feeling of safety         93%         76%         17%         Feeling of Safety           Mowingfrimming of streets & public areas         80%         63%         17%         Maintenance           Maintenance of city infrastructure         72%         56%         16%         Overall Satisfaction           In city parks         81%         65%         16%         Cival Satisfaction           In city parks         81%         65%         16%         Feeling of Safety           Leadership of elected officials         63%         47%         16%         City Leadership           Cleanliness of city streets & public areas         84%         68%         16%         Maintenance           Voul athletic programs         78%         62%         16%         Parks and Recreation           Quality of parks & recreation services         84%         69%         15%         Overall Satisfaction           Quality of parks & recreation services         84%         69%         15%         Overall Satisfaction           Visibility of police in reighborhoods         76%         62%         14%         Public Safety           Visibility of public in real in areas         75%         63%         12%         Overall Satisfaction           Clean-up of large junk/abandoned ve	Effectiveness of communication with the public	67%	50%	17%	Overall Satisfaction
Mowing/trimming of streets & public areas  Maintenance of bilking trails  71% 54% 17% Parks and Recreation Maintenance of city infrastructure  72% 56% 16% Overall Satisfaction In city parks  81% 65% 16% Feeling of Safety Leadership of elected officials  63% 47% 16% City Leadership Cleanliness of city streets & public areas  84% 68% 16% Maintenance  Youth athletic programs  78% 62% 16% Parks and Recreation Quality of swimming pools  58% 42% 16% Parks and Recreation Quality of police protection Quality of police protection  88% 74% 14% Public Safety Visibility of police in neighborhoods  76% 62% 14% Public Safety Visibility of police in relail areas  65% 53% 12% Overall Satisfaction Clean-up of large junk/abandoned vehicles  77% 64% 13% Code Enforcement Clean-up of large junk/abandoned vehicles  77% 64% 13% Code Enforcement Visibility of police in retail areas  75% 63% 12% Public Safety Visibility of police in retail areas  75% 63% 12% Public Safety Public Safety Visibility of police in retail areas  75% 63% 12% Public Safety Public Safety Visibility of police in retail areas  75% 63% 12% Overall Satisfaction Visibility of police in retail areas  75% 63% 12% Public Safety Pub	Overall quality of life in the city	91%	74%	17%	Perceptions of the City
Maintenance of biking trails  71% 54% 17% Parks and Recreation  Maintenance of city infrastructure  72% 56% 16% Overall Satisfaction  In city parks  81% 65% 16% Feeling of Safety  Leadership of elected officials  Cleanliness of city streets & public areas  84% 68% 16% Maintenance  75% 68% 16% Parks and Recreation  Quality of swimming pools  Quality of parks & recreation services  84% 69% 15% Overall Satisfaction  Quality of police protection  88% 74% 14% Public Safety  Visibility of police in neighborhoods  76% 62% 14% Public Safety  Adult athletic programs  64% 50% 14% Parks and Recreation  Clean-up of large junk/abandoned vehicles  77% 64% 13% Code Enforcement  Enforcement of codes & ordinances  75% 63% 12% Overall Satisfaction  Visibility of police in retail areas  75% 63% 12% Overall Satisfaction  Visibility of police in retail areas  75% 63% 12% Public Safety  Public Safety  Public Safety  Public Safety  Felforts to prevent crime  73% 61% 12% Public Safety  Publ	Overall feeling of safety	93%	76%	17%	Feeling of Safety
Maintenance of city infrastructure         72%         56%         16%         Overall Satisfaction           In city parks         81%         65%         16%         Feeling of Safety           Leadership of elected officials         63%         47%         16%         City Leadership           Cleanliness of city streets & public areas         84%         68%         16%         Maintenance           Youth athletic programs         78%         62%         16%         Parks and Recreation           Quality of swimming pools         58%         42%         16%         Parks and Recreation           Quality of police protection         88%         74%         14%         Public Safety           Visibility of police in neighborhoods         76%         62%         14%         Public Safety           Visibility of police in neighborhoods         76%         62%         14%         Public Safety           Adult athletic programs         64%         50%         14%         Public Safety           Clean-up of large junklabandoned vehicles         77%         64%         13%         Code Enforcement           Enforcement of codes & ordinances         65%         53%         12%         Overall Satisfaction           Visibility of police in retail areas	Mowing/trimming of streets & public areas	80%	63%	17%	Maintenance
In city parks Leadership of elected officials G3% 47% 16% City Leadership City	Maintenance of biking trails	71%	54%	17%	Parks and Recreation
Leadership of elected officials Cleanliness of city streets & public areas 84% 68% 16% Maintenance Youth athletic programs 78% 62% 16% Parks and Recreation Quality of swimming pools 58% 42% 16% Parks and Recreation Quality of police protection 84% 69% 15% Overall Satisfaction Quality of police protection 88% 74% 14% Public Safety Visibility of police in neighborhoods 76% 62% 14% Public Safety Adult athletic programs 64% 50% 14% Parks and Recreation Clean-up of large junk/abandoned vehicles 77% 64% 13% Code Enforcement Enforcement of codes & ordinances 65% 53% 12% Overall Satisfaction Visibility of police in retail areas 75% 63% 12% Public Safety Efforts to prevent crime 73% 61% 12% Public Safety Public Safety For the communication Visibility of info on parks & rec prgms/services 67% 55% 12% Communication Vard waste collection service 86% 74% 12% Utilities Police, fire, & ambulance service 91% 81% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of parks 86% 77% 9% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of traffic signals 87% 79% 8% Maintenance Ease of registering for programs 73% 65% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Public Safety Maintenance of street signs 86% 67% 79% 9% Parks and Recreation Clean-up of overgrown and weedy lots 86% 79% 79% Maintenance Effectiveness of appointed boards/commissions 86% 67% 79% 9% Parks and Recreation Effectiveness of appointed boards/commissions 86% 69% 79% 79% Maintenan	Maintenance of city infrastructure	72%	56%	16%	Overall Satisfaction
Cleanliness of city streets & public areas 78% 62% 16% Parks and Recreation Quality of swimming pools 58% 42% 16% Parks and Recreation Quality of parks & recreation services 84% 69% 15% Overall Satisfaction Quality of police protection 88% 74% 14% Public Safety Visibility of police in neighborhoods 76% 62% 14% Parks and Recreation Clean-up of large junk/abandoned vehicles 77% 64% 13% Code Enforcement Enforcement of codes & ordinances 65% 53% 12% Overall Satisfaction Visibility of police in retail areas 75% 63% 12% Public Safety Fiforts to prevent crime 73% 619% 12% Public Safety Fiforts to prevent crime 73% 619% 12% Public Safety Visibility of info on parks & rec prgms/services 86% 74% 12% Utilities Police, fire, & ambulance service 91% 819% 10% Overall Satisfaction Overall appearance of the city 77% 67% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Perceptions of the City Maintenance of parks 86% 77% 99% Parks and Recreation Ouddoor athletic fields 76% 67% 99% Parks and Recreation Oudloor athletic fields 76% 67% 99% Parks and Recreation Oudloor athletic fields 87% 79% 88% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Elean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 79% 88% Parks and Recreation Elean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 79% 88% Parks and Recreation Elean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 79% 88% Parks and Recreation Elean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 79% 88% Parks and Recreation Elean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 79% Public Safety Fire safety education programs 88% 79% 79% Maintenance Effectiveness of appointed boards/commissions 56% 59% 59% Public Safety Maintenance of street signs Effectiveness of appointed boards/commissions 56% 59% 59% Public Safety Maintenance of street	In city parks	81%	65%	16%	Feeling of Safety
Youth athletic programs	Leadership of elected officials	63%	47%	16%	City Leadership
Quality of swimming pools       58%       42%       16%       Parks and Recreation         Quality of parks & recreation services       84%       69%       15%       Overall Satisfaction         Quality of police protection       88%       74%       14%       Public Safety         Visibility of police in neighborhoods       76%       62%       14%       Public Safety         Adult athletic programs       64%       50%       14%       Parks and Recreation         Clean-up of large junk/abandoned vehicles       77%       64%       13%       Code Enforcement         Enforcement of codes & ordinances       65%       53%       12%       Overall Satisfaction         Visibility of police in retail areas       75%       63%       12%       Public Safety         Efforts to prevent crime       73%       61%       12%       Public Safety         Availability of info on parks & rec prgms/services       67%       55%       12%       Communication         Yard waste collection service       86%       74%       12%       Utilities         Police, fire, & ambulance service       91%       81%       10%       Overall Satisfaction         Overall satisfaction       0       Overall Satisfaction       Overall Satisfaction <tr< td=""><td>Cleanliness of city streets &amp; public areas</td><td>84%</td><td>68%</td><td>16%</td><td>Maintenance</td></tr<>	Cleanliness of city streets & public areas	84%	68%	16%	Maintenance
Quality of parks & recreation services       84%       69%       15%       Overall Satisfaction         Quality of police protection       88%       74%       14%       Public Safety         Visibility of police in neighborhoods       76%       62%       14%       Public Safety         Adult athletic programs       64%       50%       14%       Public Safety         Clean-up of large junk/abandoned vehicles       77%       64%       13%       Code Enforcement         Enforcement of codes & ordinances       65%       53%       12%       Overall Satisfaction         Visibility of police in retail areas       75%       63%       12%       Public Safety         Efforts to prevent crime       73%       61%       12%       Public Safety         Mailability of info on parks & rec prgms/services       67%       55%       12%       Communication         Yard waste collection service       91%       81%       10%       Overall Satisfaction         Police, fire, & ambulance service       91%       81%       10%       Overall Satisfaction         Quality of city library services       89%       79%       10%       Overall Satisfaction         Overall appearance of the city       77%       67%       10%       Perceptions of the	Youth athletic programs	78%	62%	16%	Parks and Recreation
Quality of police protection       88%       74%       14%       Public Safety         Visibility of police in neighborhoods       76%       62%       14%       Public Safety         Adult athletic programs       64%       50%       14%       Parks and Recreation         Clean-up of large junk/abandoned vehicles       77%       64%       13%       Code Enforcement         Enforcement of codes & ordinances       65%       53%       12%       Overall Satisfaction         Visibility of police in retail areas       75%       63%       12%       Public Safety         Efforts to prevent crime       73%       61%       12%       Public Safety         Fforts to prevent crime       73%       61%       12%       Public Safety         Availability of info on parks & rec prgms/services       67%       55%       12%       Communication         Yard waste collection service       86%       74%       12%       Utilities         Police, fire, & ambulance service       91%       81%       10%       Overall Satisfaction         Quality of city library services       89%       79%       10%       Overall Satisfaction         Overall Satisfaction       10%       Overall Satisfaction       Overall Satisfaction         O	Quality of swimming pools	58%	42%	16%	Parks and Recreation
Visibility of police in neighborhoods Adult athletic programs 64% 50% 14% Parks and Recreation Clean-up of large junk/abandoned vehicles 77% 64% 13% Code Enforcement Enforcement of codes & ordinances 65% 53% 12% Overall Satisfaction Visibility of police in retail areas 75% 63% 12% Public Safety Efforts to prevent crime 73% 61% 12% Public Safety Availability of info on parks & rec prgms/services 67% 55% 12% Communication Yard waste collection service 86% 74% 12% Utilities Police, fire, & ambulance service 91% 81% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Overall appearance of the city 77% 67% 10% Perceptions of the City Police response time to emergencies 179% 69% 10% Public Safety Maintenance of parks 86% 77% 9% Parks and Recreation Outdoor athletic fields 93% 84% 9% Utilities Maintenance of traffic signals 88% 79% 88% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 68% 79% 79% Public Safety Maintenance of street signs 86% 79% 79% Public Safety Maintenance of street signs 86% 79% 79% 80% Maintenance Effectiveness of appointed boards/commissions 56% 50% 69% City Leadership Fire safety education programs 74% 69% 59% Public Safety Maintenance SIGNIFICANT DECREASE	Quality of parks & recreation services	84%	69%	15%	Overall Satisfaction
Adult athletic programs  64% 50% 14% Parks and Recreation Clean-up of large junk/abandoned vehicles  77% 64% 13% Code Enforcement Enforcement of codes & ordinances 65% 53% 12% Overall Satisfaction Visibility of police in retail areas 75% 63% 12% Public Safety Efforts to prevent crime 73% 61% 12% Public Safety Efforts to prevent crime 73% 61% 12% Public Safety Availability of info on parks & rec prgms/services 67% 55% 12% Communication Yard waste collection service 91% 81% 10% Overall Satisfaction Quality of city library services 91% 81% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Overall appearance of the city 77% 67% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Public Safety In your neighborhood during the day 97% 87% 10% Feeling of Safety Maintenance of parks 86% 77% 9% Parks and Recreation Ouddoor athletic fields 76% 67% 9% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of traffic signals 87% 79% 8% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 61% 53% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 86% 70% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Quality of police protection	88%	74%	14%	Public Safety
Clean-up of large junk/abandoned vehicles Enforcement of codes & ordinances 65% 53% 12% Overall Satisfaction Visibility of police in retail areas 75% 63% 12% Public Safety Efforts to prevent crime 73% 61% 12% Public Safety Efforts to prevent crime 73% 61% 12% Public Safety Availability of info on parks & rec prgms/services 86% 74% 12% Communication Visibility of info on parks & rec prgms/services 86% 74% 12% Utilities Police, fire, & ambulance service 91% 81% 10% Overall Satisfaction Quality of city library services 89% 79% 10% Overall Satisfaction Overall appearance of the city 77% 67% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Public Safety In your neighborhood during the day 97% 87% 10% Feeling of Safety Maintenance of parks 86% 77% 9% Parks and Recreation Outdoor athletic fields 76% 67% 9% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of traffic signals 87% 79% 8% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 61% 53% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 86% 61% 7% Public Safety Maintenance of street signs 86% 79% 79% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85KINIFICANT DECREASES	Visibility of police in neighborhoods	76%	62%	14%	Public Safety
Enforcement of codes & ordinances  Visibility of police in retail areas  75% 63% 12% Public Safety  Efforts to prevent crime  73% 61% 12% Public Safety  Parks and Recreation  Parks an					
Visibility of police in retail areas  75% 63% 12% Public Safety  Fiforts to prevent crime  73% 61% 12% Public Safety  Availability of info on parks & rec prgms/services  86% 55% 12% Communication  Yard waste collection service  86% 74% 12% Utilities  Police, fire, & ambulance service  91% 81% 10% Overall Satisfaction  Quality of city library services  89% 79% 10% Overall Satisfaction  Overall appearance of the city  77% 67% 10% Perceptions of the City  Police response time to emergencies  79% 69% 10% Public Safety  In your neighborhood during the day  97% 87% 10% Feeling of Safety  Maintenance of parks  Outdoor athletic fields  76% 67% 9% Parks and Recreation  Quality of garbage collection service  93% 84% 9% Utilities  Maintenance of traffic signals  87% 79% 8% Maintenance  Ease of registering for programs  73% 65% 8% Parks and Recreation  Clean-up of overgrown and weedy lots  Enforcement of local traffic laws  74% 67% 7% Public Safety  Police safety education programs  68% 61% 7% Public Safety  Maintenance  Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership  Fire safety education programs  74% 69% 5% Utilities  SIGNIFICANT DECREASES					
Efforts to prevent crime  Availability of info on parks & rec prgms/services  67% 55% 12% Communication  Yard waste collection service  86% 74% 12% Utilities  Police, fire, & ambulance service  91% 81% 10% Overall Satisfaction  Quality of city library services  91% 81% 10% Overall Satisfaction  Overall appearance of the city  77% 67% 10% Perceptions of the City  Police response time to emergencies  79% 69% 10% Public Safety  In your neighborhood during the day  97% 87% 10% Feeling of Safety  Maintenance of parks  Outdoor athletic fields  76% 67% 9% Parks and Recreation  Outdoor athletic fields  76% 67% 9% Parks and Recreation  Quality of garbage collection service  93% 84% 9% Utilities  Maintenance of traffic signals  87% 79% 8% Maintenance  Ease of registering for programs  73% 65% 8% Parks and Recreation  Clean-up of overgrown and weedy lots  61% 53% 8% Code Enforcement  Enforcement of local traffic laws  74% 67% 7% Public Safety  Police safety education programs  86% 79% 7% Maintenance  Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership  Fire safety education programs  74% 69% 5% Public Safety  Water service  85% 80% 5% Utilities  SIGNIFICANT DECREASES					
Availability of info on parks & rec prgms/services  Availability of info on parks & rec prgms/services  86% 74% 12% Utilities  Police, fire, & ambulance service  91% 81% 10% Overall Satisfaction  Quality of city library services  89% 79% 10% Overall Satisfaction  Overall appearance of the city  77% 67% 10% Perceptions of the City  Police response time to emergencies  79% 69% 10% Public Safety  In your neighborhood during the day  97% 87% 10% Feeling of Safety  Maintenance of parks  86% 77% 9% Parks and Recreation  Outdoor athletic fields  76% 67% 9% Parks and Recreation  Quality of garbage collection service  93% 84% 9% Utilities  Maintenance of traffic signals  87% 79% 88% Maintenance  Ease of registering for programs  73% 65% 88% Parks and Recreation  Clean-up of overgrown and weedy lots  61% 53% 8% Code Enforcement  Enforcement of local traffic laws  74% 67% 7% Public Safety  Maintenance of street signs  86% 79% 79% Maintenance  Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership  Fire safety education programs  74% 69% 5% Public Safety  Water service  85% 80% 5% Utilities  SIGNIFICANT DECREASES	·				
Yard waste collection service Police, fire, & ambulance service 91% 81% 10% Overall Satisfaction Quality of city library services 88% 79% 10% Overall Satisfaction Overall appearance of the city 77% 67% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Public Safety In your neighborhood during the day 97% 87% 10% Feeling of Safety Maintenance of parks 86% 77% 9% Parks and Recreation Outdoor athletic fields 76% 67% 9% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of traffic signals 87% 79% 8% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 68% 61% 7% Public Safety Maintenance of street signs Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities					
Police, fire, & ambulance service Quality of city library services 89% 79% 10% Overall Satisfaction Overall appearance of the city 77% 67% 10% Perceptions of the City Police response time to emergencies 79% 69% 10% Public Safety In your neighborhood during the day 97% 87% 10% Feeling of Safety Maintenance of parks 86% 77% 99% Parks and Recreation Outdoor athletic fields 76% 67% 99% Parks and Recreation Quality of garbage collection service 93% 84% 99% Utilities Maintenance of traffic signals 87% 79% 88% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 61% 53% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 68% 61% 79% Public Safety Maintenance of street signs 86% 79% 79% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 59% Utilities					
Quality of city library services89%79%10%Overall SatisfactionOverall appearance of the city77%67%10%Perceptions of the CityPolice response time to emergencies79%69%10%Public SafetyIn your neighborhood during the day97%87%10%Feeling of SafetyMaintenance of parks86%77%9%Parks and RecreationOutdoor athletic fields76%67%9%Parks and RecreationQuality of garbage collection service93%84%9%UtilitiesMaintenance of traffic signals87%79%8%MaintenanceEase of registering for programs73%65%8%Parks and RecreationClean-up of overgrown and weedy lots61%53%8%Code EnforcementEnforcement of local traffic laws74%67%7%Public SafetyPolice safety education programs68%61%7%Public SafetyMaintenance of street signs86%79%7%MaintenanceEffectiveness of appointed boards/commissions56%50%6%City LeadershipFire safety education programs74%69%5%Public SafetyWater service85%80%5%Utilities					
Overall appearance of the city  Police response time to emergencies  79% 69% 10% Public Safety  In your neighborhood during the day  97% 87% 10% Feeling of Safety  Maintenance of parks  86% 77% 9% Parks and Recreation  Outdoor athletic fields  76% 67% 9% Parks and Recreation  Quality of garbage collection service  93% 84% 9% Utilities  Maintenance of traffic signals  87% 79% 8% Maintenance  Ease of registering for programs  73% 65% 8% Parks and Recreation  Clean-up of overgrown and weedy lots  Enforcement of local traffic laws  74% 67% 7% Public Safety  Police safety education programs  68% 61% 7% Public Safety  Maintenance  Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership  Fire safety education programs  74% 69% 5% Public Safety  Water service  85% 80% 5% Utilities					
Police response time to emergencies 79% 69% 10% Public Safety In your neighborhood during the day 97% 87% 10% Feeling of Safety Maintenance of parks 86% 77% 9% Parks and Recreation Outdoor athletic fields 76% 67% 9% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of traffic signals 87% 79% 88% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 61% 53% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 68% 61% 79% Public Safety Maintenance of street signs 86% 79% 7% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities	· · ·				
In your neighborhood during the day  Maintenance of parks  86% 77% 9% Parks and Recreation Outdoor athletic fields  76% 67% 9% Parks and Recreation Quality of garbage collection service  93% 84% 9% Utilities Maintenance of traffic signals  87% 79% 8% Maintenance Ease of registering for programs  73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots  61% 53% 8% Code Enforcement Enforcement of local traffic laws  74% 67% 7% Public Safety Police safety education programs  68% 61% 79% Public Safety Maintenance of street signs  86% 79% 7% Maintenance Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership Fire safety education programs  74% 69% 5% Public Safety Water service  85% 80% 5% Utilities					
Maintenance of parks  0utdoor athletic fields  76% 67% 9% Parks and Recreation  Quality of garbage collection service  93% 84% 9% Utilities  Maintenance of traffic signals  87% 79% 8% Maintenance  Ease of registering for programs  73% 65% 8% Parks and Recreation  Clean-up of overgrown and weedy lots  61% 53% 8% Code Enforcement  Enforcement of local traffic laws  74% 67% 7% Public Safety  Police safety education programs  68% 61% 7% Public Safety  Maintenance of street signs  86% 79% 7% Maintenance  Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership  Fire safety education programs  74% 69% 5% Public Safety  Water service  85% 80% 5% Utilities	-				
Outdoor athletic fields 76% 67% 9% Parks and Recreation Quality of garbage collection service 93% 84% 9% Utilities Maintenance of traffic signals 87% 79% 8% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 61% 53% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 68% 61% 7% Public Safety Maintenance of street signs 86% 79% 7% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities					,
Quality of garbage collection service     93%     84%     9%     Utilities       Maintenance of traffic signals     87%     79%     8%     Maintenance       Ease of registering for programs     73%     65%     8%     Parks and Recreation       Clean-up of overgrown and weedy lots     61%     53%     8%     Code Enforcement       Enforcement of local traffic laws     74%     67%     7%     Public Safety       Police safety education programs     68%     61%     7%     Public Safety       Maintenance of street signs     86%     79%     7%     Maintenance       Effectiveness of appointed boards/commissions     56%     50%     6%     City Leadership       Fire safety education programs     74%     69%     5%     Public Safety       Water service     85%     80%     5%     Utilities	·				
Maintenance of traffic signals  87% 79% 8% Maintenance Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 88% 61% 7% Public Safety Maintenance of street signs 86% 79% 7% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities					
Ease of registering for programs 73% 65% 8% Parks and Recreation Clean-up of overgrown and weedy lots 61% 53% 8% Code Enforcement Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 68% 61% 7% Public Safety Maintenance of street signs 86% 79% 7% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities					
Clean-up of overgrown and weedy lots  61% 53% 8% Code Enforcement Enforcement of local traffic laws  74% 67% 7% Public Safety Police safety education programs  68% 61% 7% Public Safety Maintenance of street signs  86% 79% 7% Maintenance Effectiveness of appointed boards/commissions  56% 50% 6% City Leadership Fire safety education programs  74% 69% 5% Public Safety Water service  85% 80% 5% Utilities	_				
Enforcement of local traffic laws 74% 67% 7% Public Safety Police safety education programs 68% 61% 79% Public Safety Maintenance of street signs 86% 79% 7% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities  SIGNIFICANT DECREASES					
Police safety education programs 68% 61% 7% Public Safety Maintenance of street signs 86% 79% 7% Maintenance Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities	· · · · · · · · · · · · · · · · · · ·				
Maintenance of street signs     86%     79%     7%     Maintenance       Effectiveness of appointed boards/commissions     56%     50%     6%     City Leadership       Fire safety education programs     74%     69%     5%     Public Safety       Water service     85%     80%     5%     Utilities       SIGNIFICANT DECREASES					
Effectiveness of appointed boards/commissions 56% 50% 6% City Leadership Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities SIGNIFICANT DECREASES	, ,				
Fire safety education programs 74% 69% 5% Public Safety Water service 85% 80% 5% Utilities SIGNIFICANT DECREASES	-				
Water service 85% 80% 5% Utilities SIGNIFICANT DECREASES					, ,
SIGNIFICANT DECREASES	, ,				
		85%	80%	5%	Utilities
NONE					

### <u>Perceptions</u> that Residents Have of the City in Which They Live - 2015

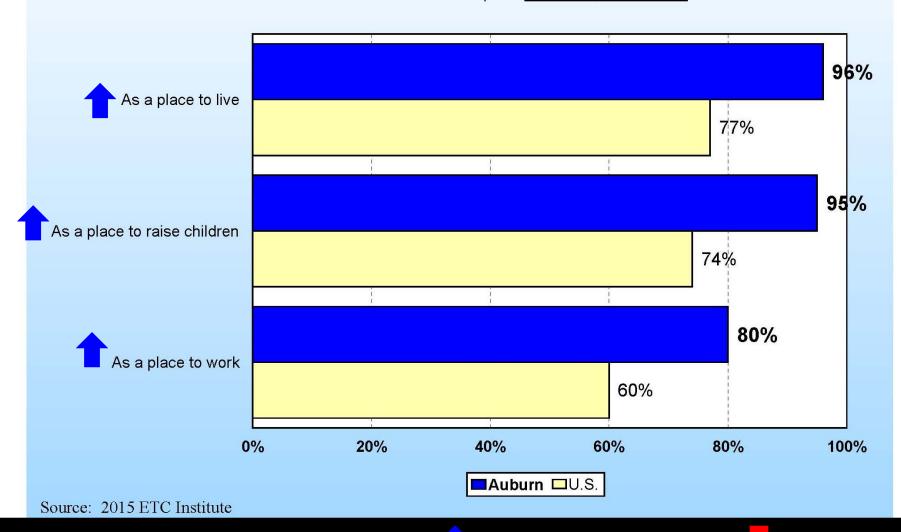


### Overall Satisfaction with Major Categories of City Services Auburn vs. the U.S.

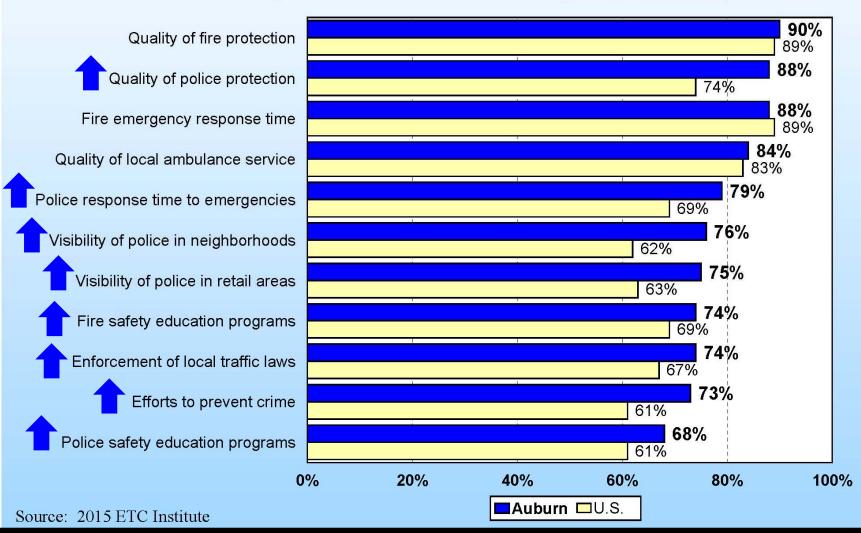


#### Overall Ratings of the Community Auburn vs. the U.S.

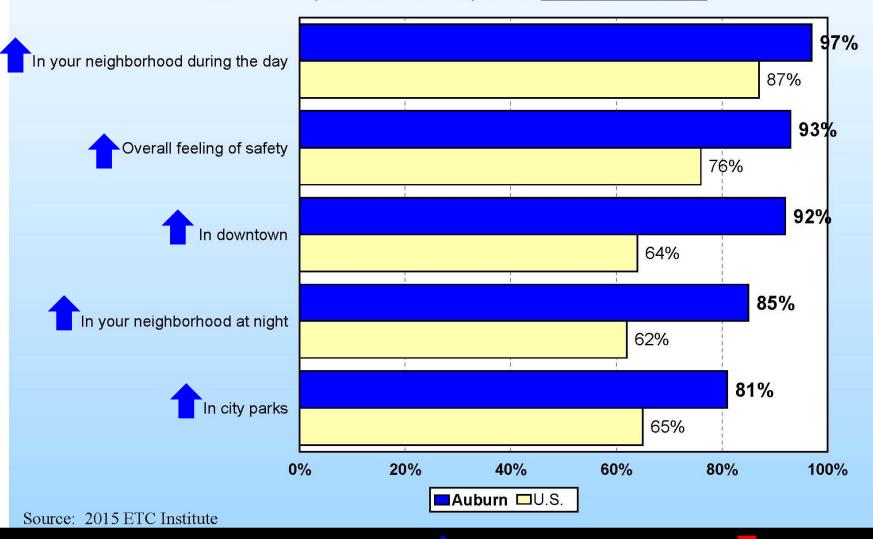
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



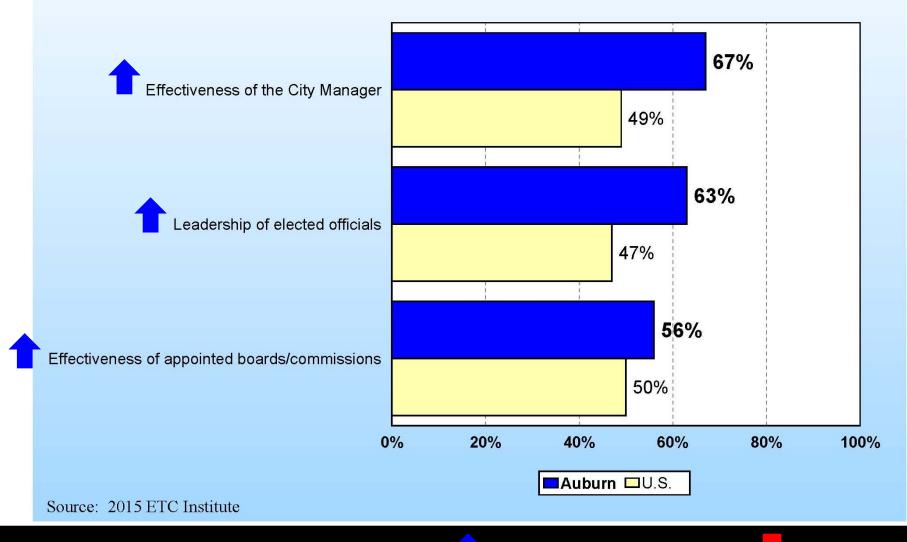
## Overall Satisfaction with Public Safety Services Auburn vs. the U.S.



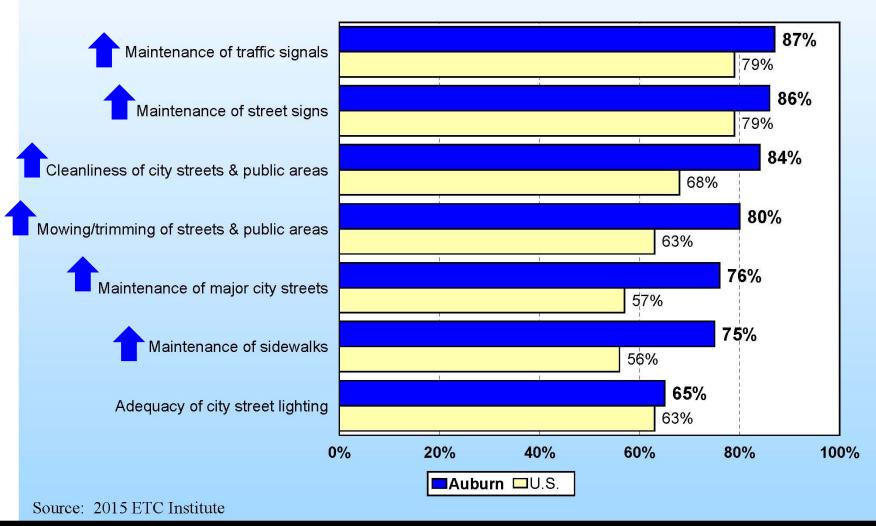
## How Safe Residents Feel in Their Community Auburn vs. the U.S.



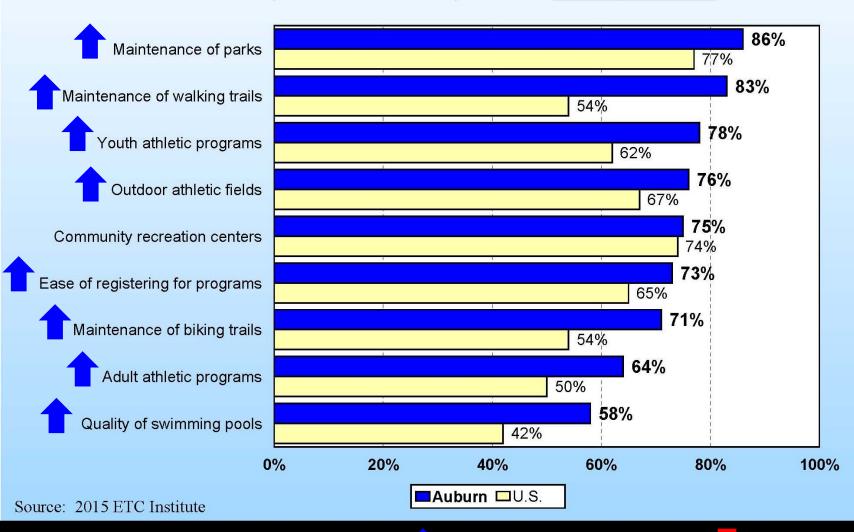
#### Overall Satisfaction with City Leadership Auburn vs. the U.S.



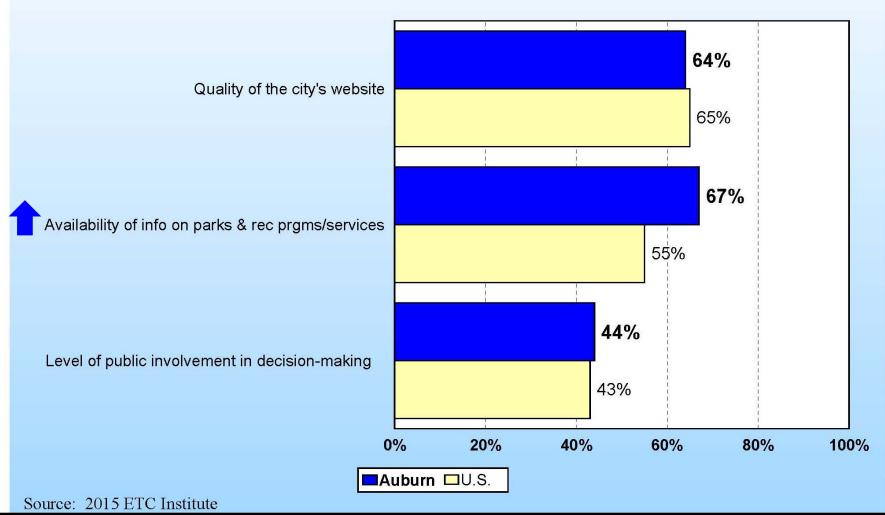
#### Overall Satisfaction with City Maintenance Auburn vs. the U.S.



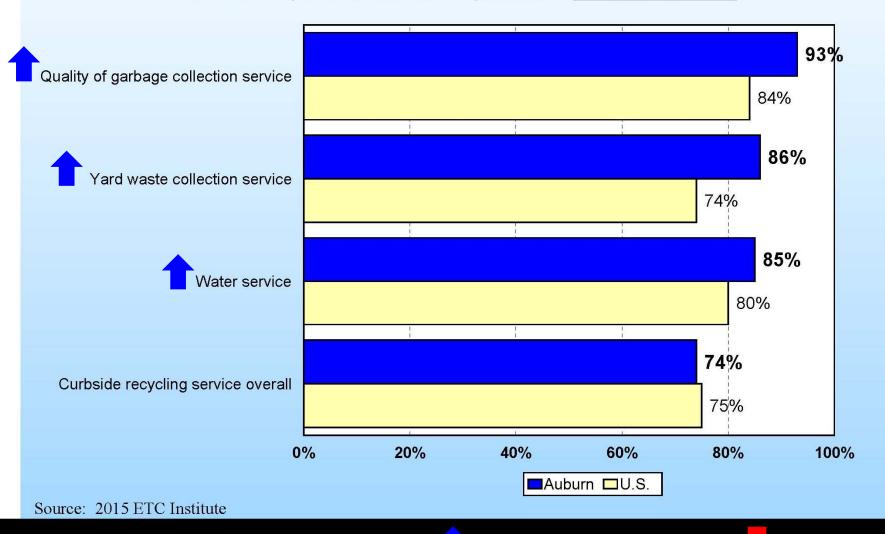
#### Overall Satisfaction with Parks and Recreation Auburn vs. the U.S.



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



## Overall Satisfaction with Utility/Environmental Services <u>Auburn vs. the U.S.</u>

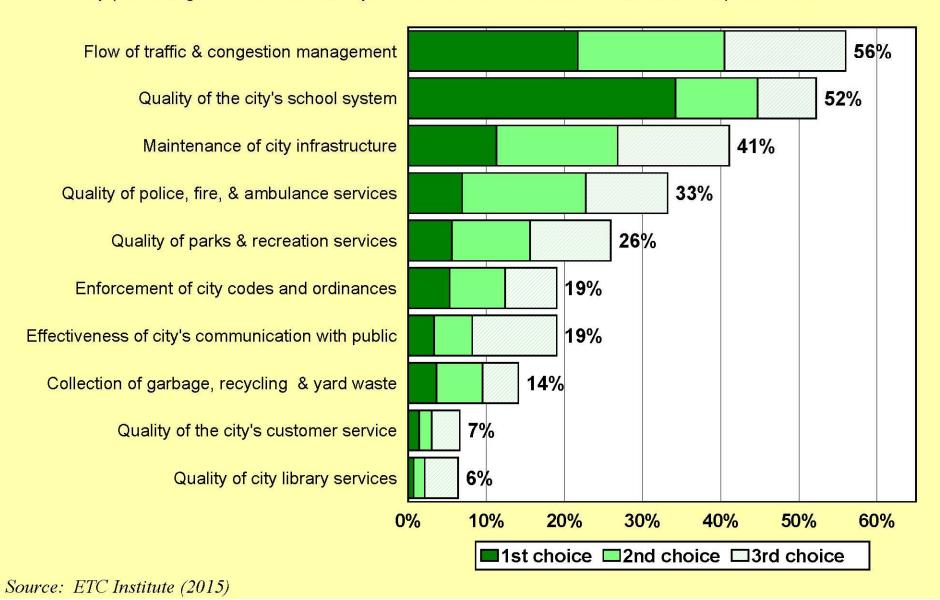


#### **Major Finding #5**

Traffic flow and maintenance of infrastructure continue to be the greatest opportunities for improvement

### Q2. <u>Major Categories</u> 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



# Importance-Satisfaction Rating City of Auburn, Alabama Major Categories of City Services

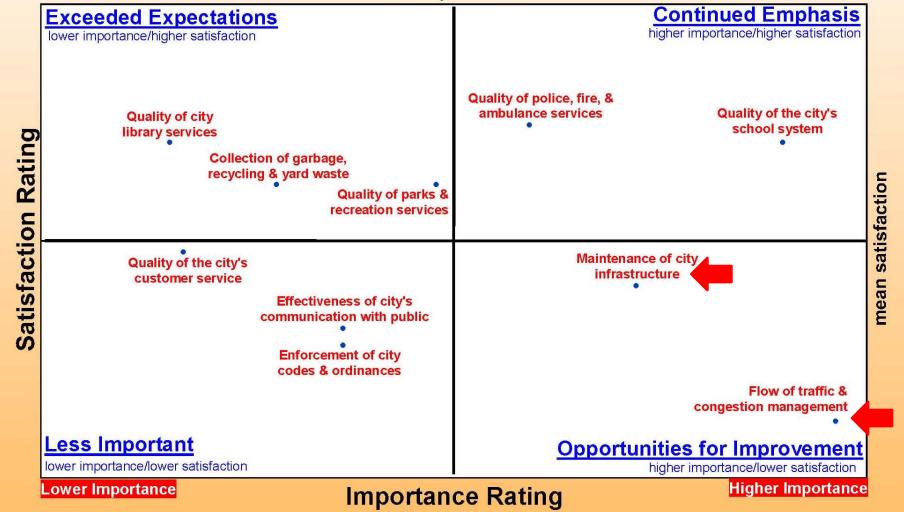
	<b>8.8</b> a. a. 4	Most	Outlefeetle	Outletout	Importance-	LO Dada
Category of Service	Most Important %	Important Rank	Satisfaction %	Rank	Satisfaction Rating	I-S Rating Rank
- Catagory Cr Correct					9	
Very High Priority (IS >.20)					-	
Flow of traffic & congestion management	56%	1	56%	10	0.2464	1
High Priority (IS .1020)						
Maintenance of city infrastructure	41%	3	72%	7	0.1148	2
Medium Priority (IS <.10)						
Enforcement of city codes and ordinances	19%	6	65%	9	0.0665	3
Effectiveness of city's communication with public	19%	7	67%	8	0.0627	4
Quality of the city's school system	52%	2	89%	2	0.0572	5
Quality of parks & recreation services	26%	5	84%	4	0.0416	6
Quality of police, fire, & ambulance services	33%	4	91%	1	0.0297	7
Collection of garbage, recycling & yard waste	14%	8	84%	5	0.0224	8
Quality of the city's customer service	7%	9	76%	6	0.0168	9
Quality of city library services	6%	10	89%	3	0.0066	10

### 2015 City of Auburn DirectionFinder Survey Importance-Satisfaction Assessment Matrix

#### -Major Categories of City Services-

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

#### mean importance



Source: ETC Institute (2015)

# Importance-Satisfaction Rating City of Auburn, Alabama Public Safety

	Most	Most Important	Satisfaction	Satisfaction	Importance- Satisfaction	I-S Rating
Category of Service	Important %	Rank	%	Rank	Rating	Rank
High Priority (IS .1020)					ŗ	
Efforts to prevent crime	52%	1	73%	10	0.1404	1
Visibility of police in neighborhoods	42%	2	76%	6	0.1008	2
Medium Priority (IS <.10)						
Visibility of police in retail areas	22%	4	75%	7	0.0550	3
Enforcement of traffic laws	19%	5	74%	8	0.0494	4
Overall quality of police protection	40%	3	88%	2	0.0480	5
Police safety education programs	15%	8	68%	11	0.0480	6
Police response time	13%	9	79%	5	0.0273	7
Quality of local ambulance service	15%	7	84%	4	0.0240	8
Quality of fire safety education programs	7%	10	74%	9	0.0182	9
Overall quality of fire protection	16%	6	90%	1	0.0160	10
Fire personnel emergency response time	7%	11	88%	3	0.0084	11

# Importance-Satisfaction Rating City of Auburn, Alabama Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Outegory of Cervice	important 70	- Turk		Ttarint	- radiii g	rtant
High Priority (IS .1020)					_	
Cleanup of overgrown and weedy lots	36%	2	61%	6	0.1404	1
						•
Medium Priority (IS <.10)						
Control of nuisance animals	23%	4	63%	4	0.0851	2
Efforts to remove dilapidated structures	24%	3	65%	3	0.0840	3
Enforcement of loud music	22%	5	62%	5	0.0836	4
Cleanup of debris/litter	36%	1	82%	1	0.0648	5
Cleanup of large junk/abandoned vehicles	15%	6	77%	2	0.0345	6

# Importance-Satisfaction Rating City of Auburn, Alabama Garbage and Water

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)  Material types accepted for recycling	39%	1	63%	7	0.1443	1
Medium Priority (IS <.10)  Curbside recycling service overall  Water service  Yard waste removal service  Utility Billing Office customer service	34% 20% 21% 11%	2 5 4 7	74% 85% 86% 78% 81%	6 3 2 5	0.0884 0.0300 0.0294 0.0242	2 3 4 5
Recycling at city's drop-off recycling center Residential garbage collection service	11% 22%	6 3	93%	4 1	0.0209 0.0154	6 7

# Importance-Satisfaction Rating City of Auburn, Alabama Maintenance

Catagory of Sarvino	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Category of Service	iiiipOrtaiit /6	IVALIN	/6	Naiik	Rating	Nank
High Priority (IS .1020)						
Adequacy of city street lighting	45%	2	65%	10	0.1575	1
Maintenance of streets	49%	1	76%	7	0.1176	2
Medium Priority (IS <.10)						
Cleanup of debris/litter in and near roadways	32%	3	72%	9	0.0896	3
Maintenance of sidewalks	30%	4	75%	8	0.0750	4
Overall cleanliness of streets and public areas	24%	5	84%	5	0.0384	5
Mowing/trimming along streets and public areas	18%	7	80%	6	0.0360	6
Maintenance of downtown Auburn	19%	6	88%	1	0.0228	7
Maintenance of street signs	12%	8	86%	3	0.0168	8
Maintenance of traffic signals	11%	9	87%	2	0.0143	9
Maintenance of city-owned buildings	8%	10	84%	4	0.0128	10

### Importance-Satisfaction Rating City of Auburn, Alabama Parks and Recreation

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

### Importance-Satisfaction Rating City of Auburn, Alabama

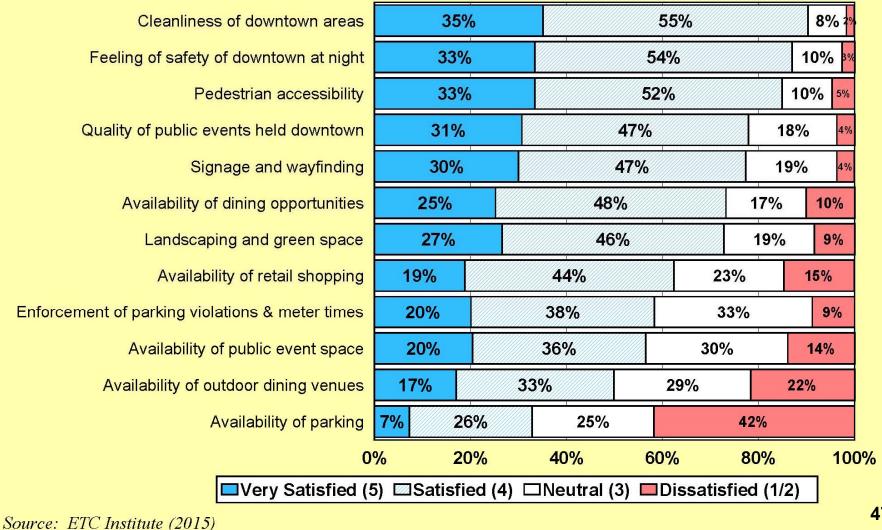
#### **Downtown Auburn**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of parking	62%	1	33%	12	0.4154	1
High Priority (IS .1020)						
Availability of outdoor dining venues	21%	5	50%	11	0.1050	2
Medium Priority (IS <.10)						
Availability of retail shopping	22%	3	62%	8	0.0836	3
Availability of public event space	13%	10	57%	10	0.0559	4
Landscaping and green space	19%	6	73%	7	0.0513	5
Enforcement of parking violations & meter times	11%	11	58%	9	0.0462	6
Availability of dining opportunities	17%	7	73%	6	0.0459	7
Quality of public events held downtown	16%	8	78%	4	0.0352	8
Feeling of safety of downtown at night	24%	2	87%	2	0.0312	9
Cleanliness of downtown areas	22%	4	90%	1	0.0220	10
Pedestrian accessibility	14%	9	85%	3	0.0210	11
Signage and wayfinding	7%	12	77%	5	0.0161	12

# Major Finding #6 Other Issues

#### Q22. Satisfaction with Various Aspects of Downtown Auburn

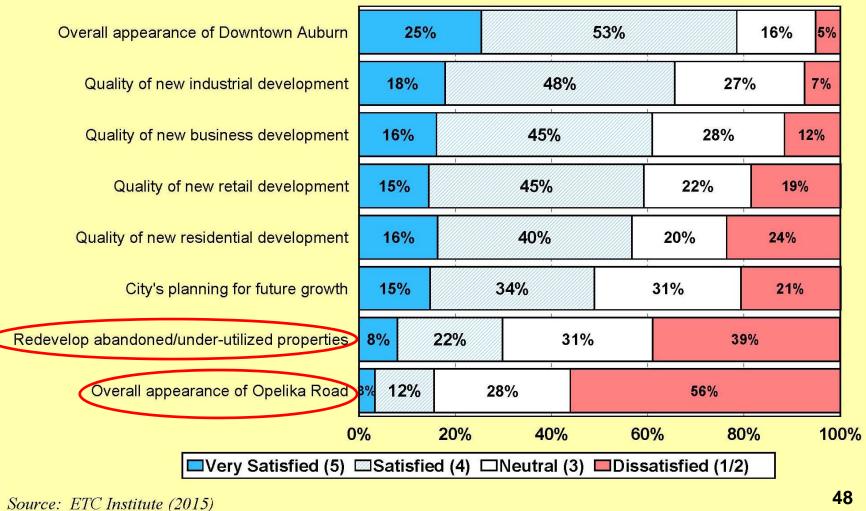
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



47

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

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



48

#### **Summary**

- The City of Auburn has an excellent "brand"
- Overall satisfaction with City services remains high
  - Since 2006, there have been significant increases in 50 areas that are assessed on the survey with no significant decreases
  - > Overall, ratings were slightly lower in 2014 than 2015
- The City is equitably serving all areas of the City
- Auburn is setting the standard for the delivery of City services
- The City's ratings are among the highest in the nation
- Traffic flow and maintenance of infrastructure continue to be the top opportunities for improvement

### Questions?

**THANK YOU!!**