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**CITY OF AUBURN**  
**RESIDENT SURVEY REPORT**  
**MAY 2007**  
**V. 2.1**

**CITY OF AUBURN**  
**Summary Report**  
**Resident Survey**  
**May 2007, v. 2.0**

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## *Summary of Key Findings and Conclusions*

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Research and analysis led to the following conclusions:

1. Overall, the quality of life in the City of Auburn remains high and appears to have increased slightly since 2006. The overall average rating increased from 6.42 to 6.58. The shift took place within the ratings of ‘5’ through ‘9’ – with more giving “5” ratings and fewer giving “9” ratings. Quality of life ratings did not vary significantly across income segments. This indicates that these perceptions are largely broad-based rather than being segmented among individual communities. *However, quality of life was found to be strongly related to overall satisfaction with government services.* Those highly satisfied with Auburn services gave much higher ratings than those with less satisfaction. Quality of life was also found as a function of neighborhoods in which the citizens were living. Residents from areas of Lea Hill, West Auburn, Lakeland Pierce and King County were extremely satisfied.
2. The quality of life items tested were crime and safety, jobs opportunities, natural environment, recreational opportunities, traffic congestion. The high quality of life ratings are driven by a number of factors including favorable perceptions of the “natural environment” and recreational and cultural activities available in the City.
3. Overall, there is some concern about crime affecting quality of life ratings and that concern is higher among residents from Old Auburn, South and Southeast Auburn. Most of the respondents also suggest stronger enforcement of codes in regard to abandoned vehicles, buildings as a means of dealing with crime. Traffic is another major concern affecting quality of life in Auburn ratings.
4. Opinion about crime and safety in Auburn City has changed significantly since the last study, while the overall rating increased. All the variables were significantly dependent on neighborhood, income and satisfaction with the City in meeting residents’ needs. The degree of association between the life quality variables and overall satisfaction with the City was the strongest, whereas the strengths of the relationship with income and neighborhood were relatively weak. A statistical model was developed to compare the overall quality-of-life and the specific quality-of-life variables. Not surprisingly, crime and safety explained significantly higher variation followed by job opportunities.
5. Many residents view Auburn as a friendly place to live that has a small town feeling to it. The parks, schools and quality of the environment are all cited by residents when describing what they like about the City. Citizens also mentioned that the amenities and convenience such as easy access to work, freeways, and closer cities like Seattle, which Auburn City offers are highly appealing. Residents also said that by including more shops and restaurants Auburn could be made a more appealing place to live.

6. Most respondents agree that Auburn is a good place for families. The City may wish to disseminate this finding as a way of attracting new residents and economic development.
7. Topics indicating need for improvement included traffic and the need for road improvements, reducing crime, and more economic development. Most of the residents find the major arterial streets like A, C or Auburn Way to be very congested, and are very likely to support the extra property tax \$120 per year to repair these roads.
8. Among different government departments, awareness of Parks and Recreation programs offered by the City is high, as is awareness of programs that encourage recycling. However, awareness of other programs such as neighborhood improvement grants and police volunteer programs is quite low. Increasing use of these programs will require that residents be informed about them.
9. Overall satisfaction with City services is generally rated moderately high to high and has not changed significantly from the previous study. Analysis suggests that respondents feel there is definite room for improvement in the areas of traffic congestion, condition of streets and sidewalks, sidewalk and street landscaping and adequate flood drains. In addition to being lowest rated, flood-drain services declined statistically since the 2006 survey. Traffic is clearly the most important problem to residents. “Derived Importance Analysis” indicated that the areas of services that need improvement were conditions of sidewalk, sidewalk and street landscaping, adequacy of street lighting, City’s public access TV Coverage and opportunities in public decision making. These should be given special consideration in efforts to improve satisfaction.
10. On asking residents’ opinion about development of different neighborhoods, residents favored private redevelopment efforts for the downtown neighborhood. One interesting observation is that those in the working income group do tend not to make too many trips to downtown, nor does it suggest development of downtown. Residents of North Auburn make the most frequent trips and also strongly supported further development. The support for the Les Gove Park is relatively higher than the proposed Environmental Park.
11. Overall, residents’ level of satisfaction with local taxes is down somewhat from the ratings of the year before, although the basis of comparison (example property value) was changed somewhat in this year’s questionnaire. Roads are seen as the highest priority for additional spending. Public art and preservation of historic building comprise an area that many residents feel is important and an example of where the City is doing well. However, the majority also feels that this is an area to target if funding cuts are needed.
12. On asking about the various sources from which residents obtain information about the City, the Auburn newspaper was cited most frequently by residents. Word of

mouth also flows through social networks and this information has a significant impact on the citizenry. Public relations and public education efforts could benefit by leveraging these channels of communication.

13. Respondents' overall satisfaction with the City in meeting the residents needs was higher this year compared to last year. Also, the majority of respondents are not on the mayor's email list; among them the lower income component and those with lower overall satisfaction are especially apparent.

## ***Introduction and Research Objectives***

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### **Introduction**

Hebert Research conducted a baseline survey of Auburn citizens in 2005, which was updated in 2006 and again for 2007, as reported in this summary. The goals of the survey included examining the opinions and behaviors of Auburn residents, and determining satisfaction with City services and the overall quality of life in Auburn. Other goals included understanding how residents hear about City activities and measuring support for several City initiatives. The City of Auburn has been in a transition period over the last 3-5 years, with the continued expansion of the upscale Lakeland Hills development as well as other new-construction communities that help add to the diversity of the community and the redevelopment of the downtown with major mixed-use projects currently in the planning and/or construction phase. These changes will mean new opportunities and challenges for local government.

### **Objectives**

1. Examine attitudes and perceptions regarding the overall quality of life in Auburn.
2. Gauge how residents feel about major components of life in Auburn such as crime, jobs and the environment.
3. Identify the problems or issues facing the residents living in Auburn.
4. Determine how well the City is doing in providing services to residents and compare “performance” ratings with the level of “importance” of each area.
5. Examine satisfaction with taxes and spending priorities.
6. Measure usage of City departments.
7. Measure visit frequency of visits to Downtown Auburn.
8. Understand how residents get information about the City and determine if there are differences between various segments of the City.
9. Assess awareness and usage of various City programs and whether awareness and usage differ between various segments of the population.
10. Assess satisfaction with City programs and determine whether satisfaction varies between segments of the population.

11. Test support for several proposed initiatives or investment options facing the City Council, such as a new community center or the Environmental Park.
12. Assess the overall satisfaction that respondents have with the Auburn City in meeting needs of residents of Auburn.

## *Research Methodology*

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The following is a detailed description of the research methodology used in the surveys and the techniques that were applied during the course of analysis.

### **Sample Size and Sampling Frame**

A stratified probability sampling procedure was applied to selecting residents for inviting them to participate in the survey. Hebert Research interviewed a total of 384 residents between April 11 and April 20, 2007. Residents were selected from listed households and were randomly selected using a database of residents with listed telephone numbers. The incidence rate was 88.0% and the response rate, or participation rate, was 53.0%. All households selected met the criteria of the respondent being a current resident of Auburn and being a head of the household.

The following neighborhoods were defined for sampling:

1. Auburn North
2. Lea Hill
3. Old Auburn (Downtown)
4. West Auburn
5. South Auburn
6. Chinook area (near Casino)
7. Southeast Auburn
8. Lakeland - King County
9. Lakeland - Pierce County

The sample was statistically weighted to match the actual share of households falling into each of these defined neighborhoods.

### **Research Controls**

Hebert Research applies a number of internal and analytic controls to help ensure that the statistical analysis offered is of the highest quality that can be offered within the research budget. Primary research controls that were employed in this study include the following:

A pre-test was originally conducted in the 2005 baseline version to verify that the questions were properly worded and were understood by the respondents, and the response rate was acceptable. The results of this pre-test indicated that no changes needed to be made in the questionnaire. The current 2007 update includes minor changes and two additional questions which were pre-tested before data collection began.

Sample parameters that are commonly referred to as “demographics” were compared with population parameters to ensure that the sample was representative of the population being studied. Statistical weighting was used to make minor adjustments that brought the final survey sample into close alignment with actual levels across several key demographic variables.

Hebert Research uses experienced research assistants to conduct telephone interviews. Each research assistant is trained when they begin working with the firm and they receive additional project-specific training at the beginning of each project. This helps to ensure that experienced and competent staff is involved in all phases of the project, thereby reducing the probability of error.

Interviewers remain “blind” to hypotheses that have been developed by Senior Analysts. This ensures that conscious and unconscious biases do not have an effect on the data-collection process.

Finally, Hebert Research uses a “CERA” process-similar to academic peer review to ensure that each study meets or exceeds rigorous quality control standards. Through this process, both junior and senior analysts review each analysis and offer critical feedback designed to reduce error and heighten the ability to generalize the research findings.

### **Statistical Weighting Used**

In addition to using statistical weighting to adjust for the actual distribution of households by neighborhood within the City of Auburn, several adjustments were also made to ensure the demographic profile of residents closely matched with actual levels for gender, age and renter/owner status. This process resulted in the weighted sample closely resembling actual levels, as can be seen in the “Respondent Profile” section.

### **Multivariate Analysis**

Statistical analysis is commonly conducted using multivariate techniques. Hebert Research analysts relied primarily on two statistical tests, the chi square and ANOVA (i.e., Analysis of Variance) to identify statistically reliable differences between segments and variables that provide a more in-depth understanding of the constituency which can be used to guide strategy and decision-making. Chi-square testing was used with categorical variables such as place of residence. By contrast, the ANOVA tests were used with continuous data such as quality-of-life assessments. A description of regression analysis is offered in a subsequent section.

Multivariate analysis was conducted using the following factors to determine whether differences between segments of the Auburn population were statistically significant:

1. Overall Satisfaction with City Government (Q31):
  - 0-5 = unsatisfied;
  - 6-7 = moderately satisfied;
  - 8-10 = highly satisfied
  
2. Income:
  - Less than \$35,000 = working income group;
  - \$35,000-\$74,000 = middle income group;
  - \$75,000 or greater = affluent or “upper income group”

### 3. Neighborhood

When the differences between segments are significant, the level of significance is reported as a “p value.” This value describes the probability that an effect—for instance a difference between neighborhoods—occurred purely due to chance. Thus, *smaller p values (i.e., those at or below .05) are indicative of greater levels of confidence* and establish that the effect being observed can be relied upon in decision-making. Low p values indicate that the effect which has been documented is indeed factual and not the product of a random occurrence or extraneous (confounding) variable.

#### **A Note on the ‘Cramer’s V’ and ‘Eta-Squared’ Measures of Association**

Cramer’s V and Eta Squared are both statistical tests that measure the degree of association between variables. Where significant and appropriate, the Cramer’s V and Eta Squared coefficients are referenced to describe the strength of the relationship between variables (e.g., overall satisfaction with City government and place of residence). The higher the coefficient, the stronger the relationship between the two variables.

#### **Content Analysis**

In essence, content analysis is a systematic reading of text. In the case of this analysis, the technique is applied in its qualitative form: as a means by which to gain insight that can contribute to an overall greater depth of analysis. The goal with the content analysis of verbatim responses was not simply to count responses (as is done with other questions) but rather to use them to come to a deeper understanding of the quantitative analysis and uncover insight which is difficult to identify using statistics. In order to highlight connections between open-ended responses and to organize them in a way that can be synthesized with quantitative results, findings are presented thematically.

#### **Margin of Error**

The margin of error for this study is 5.0% at the 95% confidence level.

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget and schedule. The client should understand that Hebert Research uses those statistical techniques which, in its opinion, are the most accurate possible. However, inherent in any statistical process is a possibility of error, which must be taken into account in evaluating the results. Statistical research can predict consumer reaction and market conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the customer and not Hebert Research. The conclusions, summaries and interpretations provided by Hebert Research are based strictly on the analysis of the data gathered, and are not to be construed as recommendations; therefore, Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any customer actions subsequently taken.

## ***Regression Analysis***

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Regression modeling is an advanced statistical analysis technique involving the development of a predictive model, which is in the format of a mathematical equation. This model is designed to explain or predict an important variable (known as the “dependent variable”) based on the values of a set of predicting variables (known as “independent variables”). Regression is often used with survey data to understand the key drivers of support or demand for a development and show the actual influence of each factor in the equation.

In the case of this study, the dependent variable was “quality of life” and other variables which represent elements of the quality of life were used to explain variance in the quality of life rating.

### **Equation**

$$y = [(m_1)(x_1)] + [(m_2)(x_2)] + [(m_3)(x_3)] + b$$

Where:

y = Quality of Life

$x_1-x_3$  = Independent or Predicting Variables (i.e., elements of the quality of life)

$m_1-m_3$  = Slope Associated with Each Independent Variable

b = Y Intercept

### **Dependent Variable:**

Quality of Life

### **Independent Variables:**

Crime and Safety

Recreational and Cultural Activities

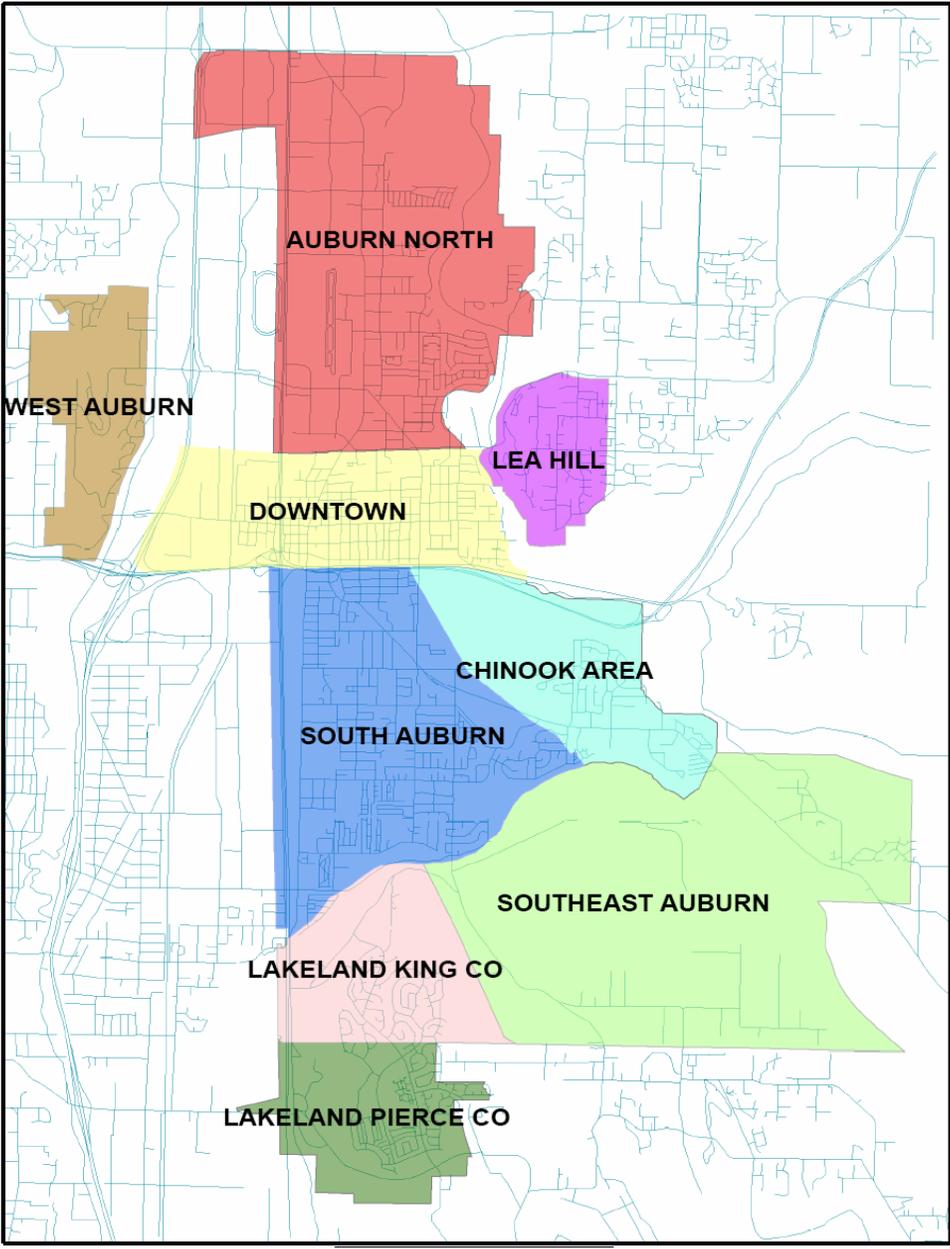
The Natural Environment

Job and Economic Opportunities

Traffic Congestion, Roads and Public Transit

# Sample Map

**AUBURN HOUSEHOLDS BY ZONE**



## *Respondent Profile*

The following tables describe the demographic profile of survey respondents. All respondents live within the City of Auburn. The following tables also compare the parameters of the sample each year with those of the overall population. There were no significant differences either between the two samples or between each sample and the actual levels. The neighborhoods with the smallest population size was over sampled so that the minimum sample size was 18 interviews per neighborhoods. This provides minimum size for comparison purposes.

<b>Neighborhood</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Actual</b>
Auburn North	19.9%	24.9%	22.4%	24.1%
Lea Hill	4.6%	5.9%	5.1%	4.7%
Downtown (Old Auburn)	16.2%	13.2%	12.1%	12.1%
West Auburn	1.7%	2.1%	1.5%	1.6%
South Auburn	32.8%	26.8%	26.5%	24.4%
Chinook	6.0%	7.9%	8.9%	8.0%
Southeast Auburn	3.2%	3.8%	3.1%	3.0%
Lakeland - King County	10.5%	6.5%	8.2%	8.2%
Lakeland - Pierce County	5.2%	8.9%	12.2%	13.9%

<b>Gender</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Actual</b>
Male	49.1%	49.0%	50.7%	51.2%
Female	50.9%	51.0%	49.3%	48.8%

<b>Home Ownership</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Actual</b>
Own	59.7%	61.4%	59.9%	54.2%
Rent	40.3%	38.6%	40.1%	45.8%

<b>Age of Head of Household</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Actual</b>
Under 35	25.5%	22.8%	23.8%	23.5%
35-44	19.1%	22.8%	24.8%	23.2%
45-54	18.1%	21.0%	22.7%	20.2%
55-64	17.6%	15.7%	13.4%	14.8%
65+	19.8%	17.7%	15.3%	17.9%
<b>Median Age</b>	<b>45.0</b>	<b>47.0</b>	<b>47.0</b>	

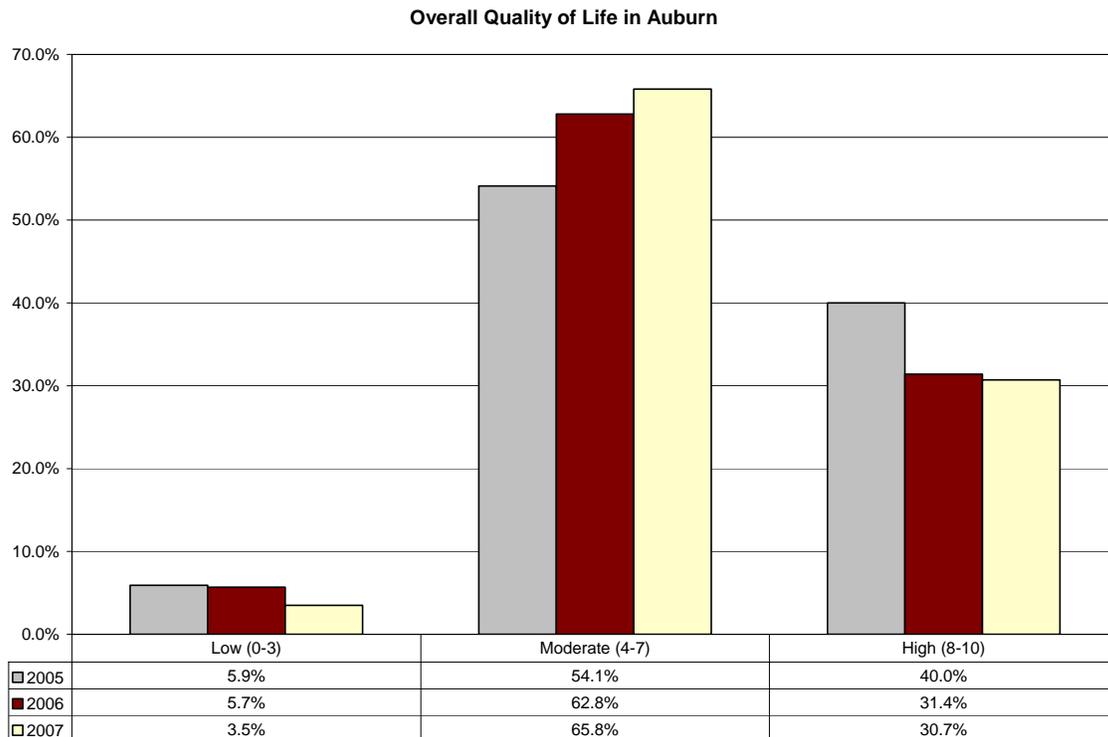
<b>Household Income</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Actual</b>
Less than \$35,000	29.7%	29.3%	20.1%	29.5%
\$35,000 to \$50,000	25.6%	24.5%	22.0%	24.1%
\$50,000 to \$74,000	21.5%	17.9%	21.4%	19.9%
\$75,000 to \$99,000	13.4%	15.5%	21.2%	15.2%
\$100,000 or more	9.8%	12.8%	15.4%	11.3%
<b>Median Income</b>	<b>\$46,905</b>	<b>\$47,690</b>	<b>\$59,229</b>	

<b>Registered Voter</b>	<b>2005 Sample</b>	<b>2006 Sample</b>	<b>2007 Sample</b>	<b>Actual</b>
Yes	87.7%	87.5%	85.3%	na
No	12.3%	12.5%	14.7%	na

## Overall Quality of Life

More than ninety percent (96.5%) of residents view the quality of life in Auburn as either moderate (65.8%) or high (30.7%) and only a small fraction of those surveyed (3.5%) believe that the quality of life is low. There were no significant differences based on income level ( $p=0.222$ ). This indicates that quality of life perceptions are largely broad-based rather than being segmented among individual economic background. *However, quality of life was found to be strongly related to overall satisfaction with government services* ( $p=0.000$ ). Those highly satisfied with Auburn services had a mean quality of life of 7.55, compared to 6.49 who had a moderate level of satisfaction and 4.85 with very low level of satisfaction (0-3) ratings. The measure of association was .326, which suggests that 32.6% of quality of life perceptions are a function of how well citizens feel the City is doing providing services.

The overall average rating increased from 6.42 to 6.58 since last year on the 0-10 scale, which was not large enough to be statistically significant ( $p=0.215$ ). This would mean that there is not much difference in satisfaction between 2006 and 2007. As the chart below illustrates, the major shifts were in fewer ratings of “8” and more ratings of “6” and “7” on the scale.



	2005	2006	2007
<b>Overall average rating</b>	6.70	6.42	6.58

However quality of life was found to be significant among different geographic areas (p=0.000). The level of satisfaction which residents had across different parts of neighborhoods was expressed in terms of an average rating. The measure of association is 0.08, indicating that 8% of the perception about the quality of life in Auburn is a function of where the respondents reside.

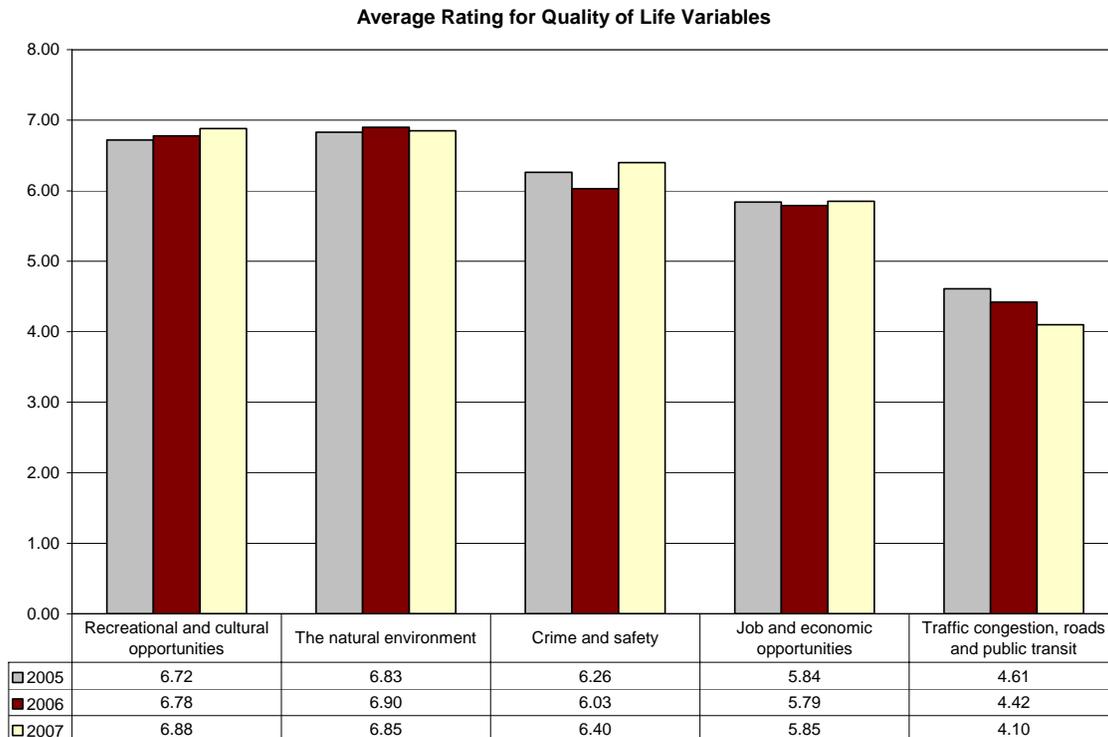
Area	Average Rating
Lea Hill	7.40
West Auburn	7.20
Lakeland - Pierce County	7.18
Lakeland - King County	7.04
Auburn North	6.77
Chinook area (near Casino)	6.57
Southeast Auburn	6.46
Old Auburn (Downtown)	6.07
South Auburn	6.03
Overall Average	6.58

Among different neighborhoods, residents from Lea Hill seem to be highly satisfied with the quality of life in Auburn with a mean value of 7.40 on a scale of 0-10. Other areas which seem to performing well are West Auburn, Lakeland (Pierce and King County) and Auburn North with mean value greater than the overall average of 6.58.

## *Quality of Life Drivers*

Five survey questions were designed to explain variability in the overall quality of life rating described in the preceding section. The average (mean) scores charted below are based on a scale of 0 to 10 where 0 indicates “poor” and 10 indicates “excellent.” The “recreational and cultural activities” of Auburn and the “natural environment” available in the City are the highest rated quality of life drivers that contribute to the overall quality ratings. In 2007, the “recreational and cultural activities” were considered more important than “natural environment.” These factors were also mentioned in an open-ended question that was designed to gauge what citizens enjoyed most about the City.

Crime and safety is a concern for many citizens and there was a increase in mean rating to 6.40 in 2007 up from 6.03 in 2006. This indicates that citizens believe that Auburn rates slightly above average as a safe place to live. However, when combined with responses to open-ended questions, it’s clear that there is a perception that the City could do more to address the local crime problem. The job and economic opportunities mean of 5.85 indicates that the area is doing fairly well, but there is clearly room for improvement. Traffic congestion continues to be seen as a problem by a significant portion of residents and thus the City may want to mention its efforts to address this problem when communicating with residents.



### **Statistical Analysis**

Multivariate analysis was conducted to determine whether there were differences in ratings based on location of residence within the City, annual household income and the overall rating of satisfaction with City government.

There were statistically significant differences in the ratings based on neighborhoods. Crime and job opportunities seem to differ significantly across different neighborhoods, with overall average mean values of 6.40 and 5.85 respectively (p=0.000 and 0.005, respectively). A lower the mean value represents less satisfaction with these variables. The measure of association between these quality of life variables and satisfaction with quality of life is very weak with Eta Squared of 0.074 and 0.067, respectively.

Area	Quality of Life Variables	
	Crime and Safety	Job and Economic opportunities
Old Auburn (Downtown)	6.27	5.68
West Auburn	7.06	6.72
South Auburn	5.76	5.38
Chinook area (near Casino)	7.39	6.90
Southeast Auburn	5.85	5.07
Lakeland - King County	6.56	5.44
Lakeland - Pierce County	7.06	5.60
Old Auburn (Downtown)	6.27	5.68
Overall Average Rating	6.40	5.85

The lower income group (19.2% of the sample and 7,740 of the total Auburn city population of 40,314 per Census 2000) and the middle income group residents (43.8% of sample, or 17,657 of the total Auburn population) seem to be more satisfied with the natural environment in the City of Auburn than the affluent or upper income residents (37.0% of sample and 14,916 of Auburn population) with mean values of 7.51, 6.77 and 6.60, respectively (p= 0.004, Eta Squared= 0.034).

Perceptions of these quality-of-life factors differed significantly based on one’s rating of satisfaction with City services. Those highly satisfied gave higher ratings to each variable, as shown below:

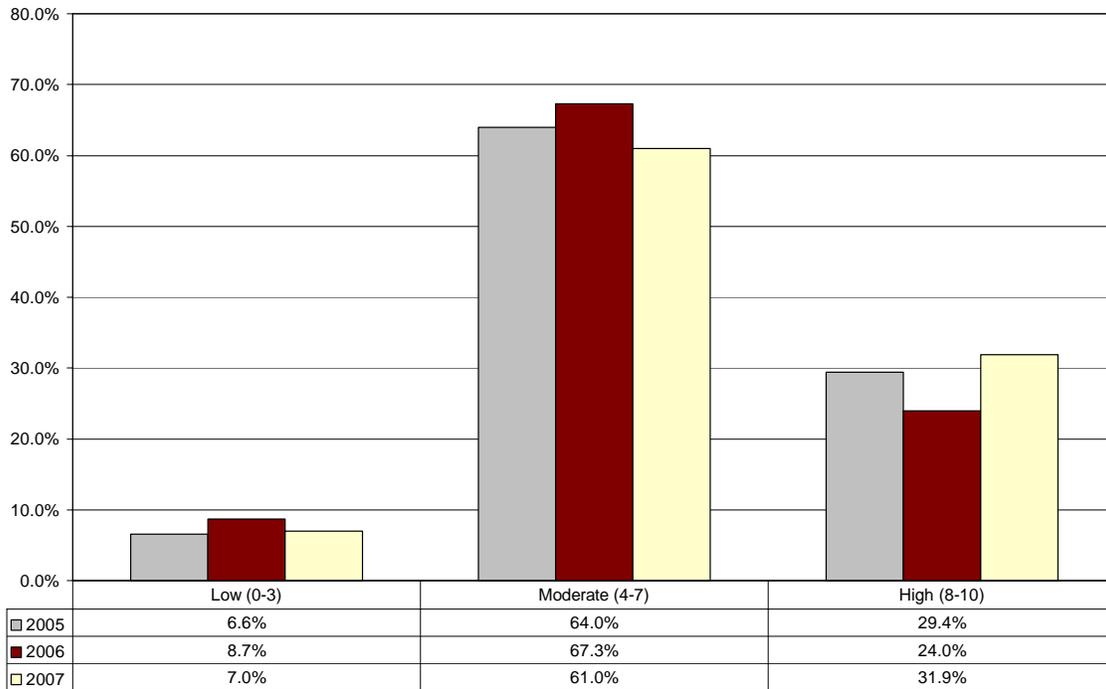
<b>Level of Satisfaction</b>	<b>Crime and safety</b>	<b>Recreational and cultural opportunities</b>	<b>The natural environment</b>	<b>Job and economic opportunities</b>	<b>Traffic congestion, roads and public transit</b>
Low	5.20	5.25	5.77	3.98	2.52
Moderate	6.09	6.86	6.60	5.98	4.06
High	7.43	7.67	7.76	6.71	4.97
<b>p value</b>	0.00	0.00	0.00	0.00	0.00
Eta Squared	0.193	0.213	0.184	0.238	0.155

The high measures of association (Eta Squared) demonstrate that these five quality of life factors are strongly interconnected with overall satisfaction with the City of Auburn.

## *Quality of Life: Crime and Safety*

Similar to last year, the majority of residents of Auburn rated crime and safety moderately as a quality of life indicator. The overall rating was 6.40, up from 6.03 indicating that the City seems to be doing a better job of controlling crime and providing safety. Nearly three out of every ten citizens (31.9%) gave a high rating of 8-10. The segment giving a high rating increased from 24.0% to 31.9% between 2006 to 2007. Also looking at the overall distribution of ratings, these differences were large enough to be statistically significant (p=0.010).

**Quality of Life Ratings: Crime and Safety**

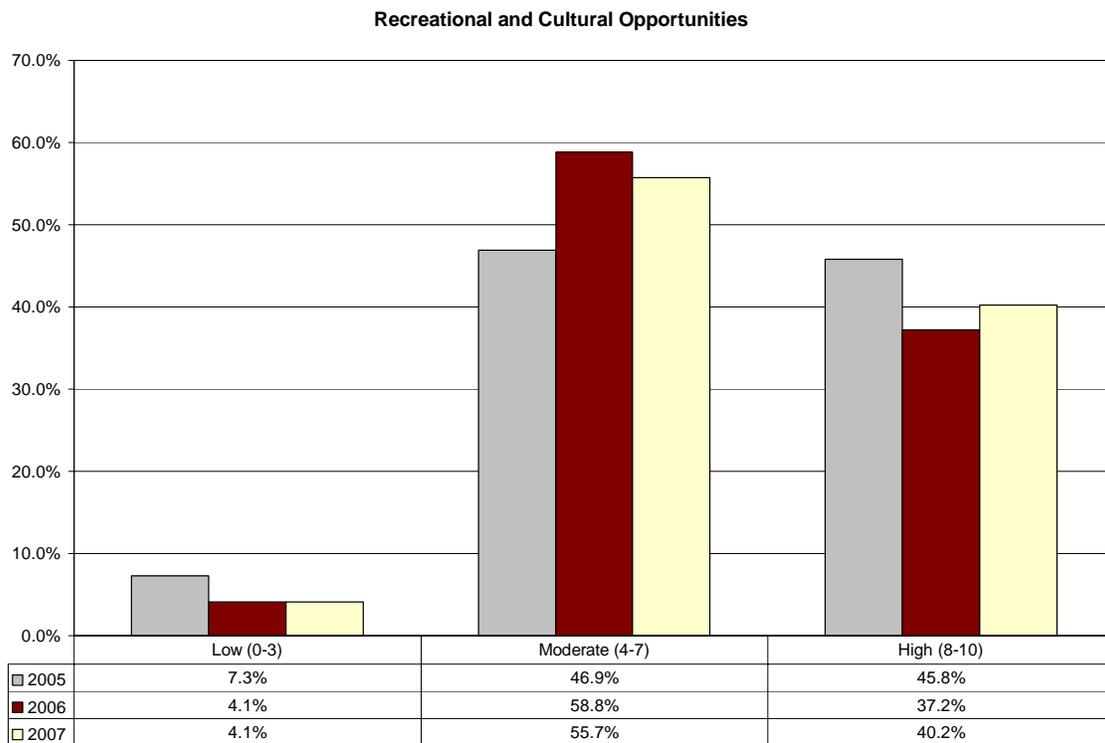


*Note: Additional analysis discussed in earlier section.*

	2005	2006	2007
<b>Overall average rating</b>	6.26	6.03	6.40

## *Quality of Life: Recreation and Culture*

The mean ratings were higher in 2007 as compared to 2006; there were some minor differences in perceptions about recreation and culture by segment of response. Those giving a rating in the high segment (8-10) increased from 37.2% to 40.2%, while both the low and moderate groups had similar ratings to the 2006 study. The net result was that the overall mean average was actually slightly higher this time (6.88 versus 6.78 in 2006). These differences overall based on the distribution around the mean were not significant ( $p=0.459$ ).



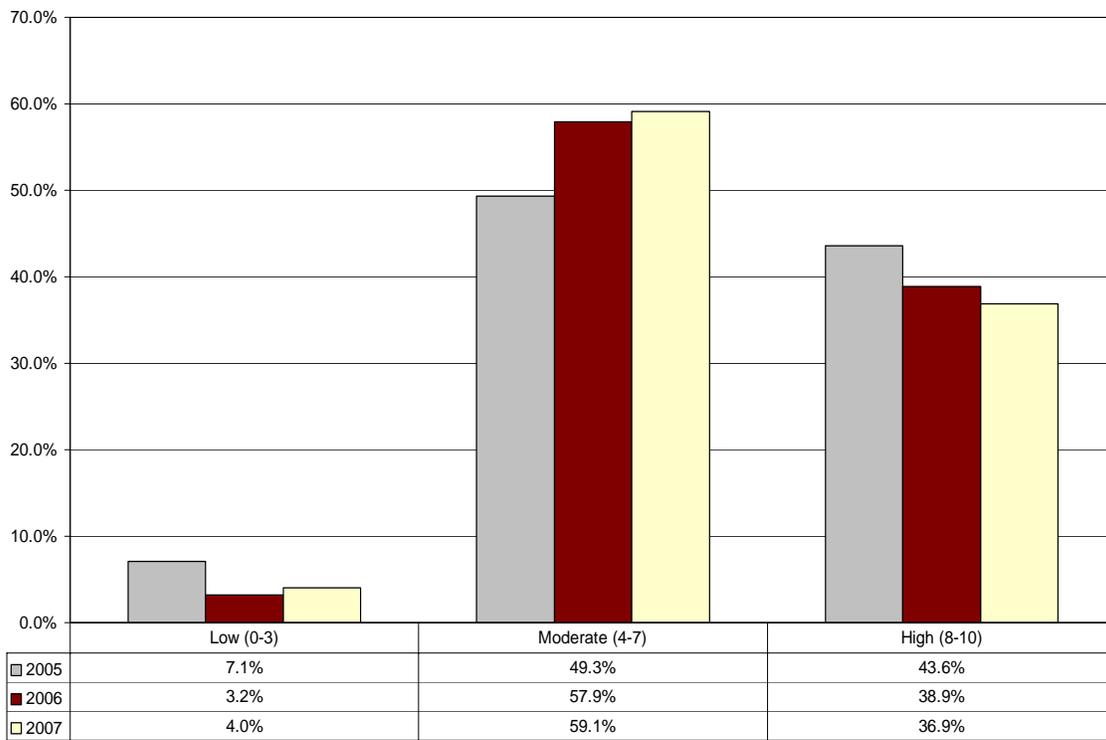
*Note: Additional analyses are discussed in earlier sections.*

	2005	2006	2007
<b>Overall average rating</b>	6.72	6.78	6.88

## *Quality of Life: The Natural Environment*

The overall average rating for natural environment (6.85) represents a slight decrease from the 2006 satisfaction level (6.90), but was not significantly different ( $p=0.706$ ). When viewing the results by major segment, it was apparent that there were increases among those giving low ratings of (0-3) and moderate ratings (4-7), but a decrease in high ratings (8-10). Although the difference in the ratings is not significant it could represent growing dissatisfaction with the natural environment in Auburn.

**The Natural Environment**

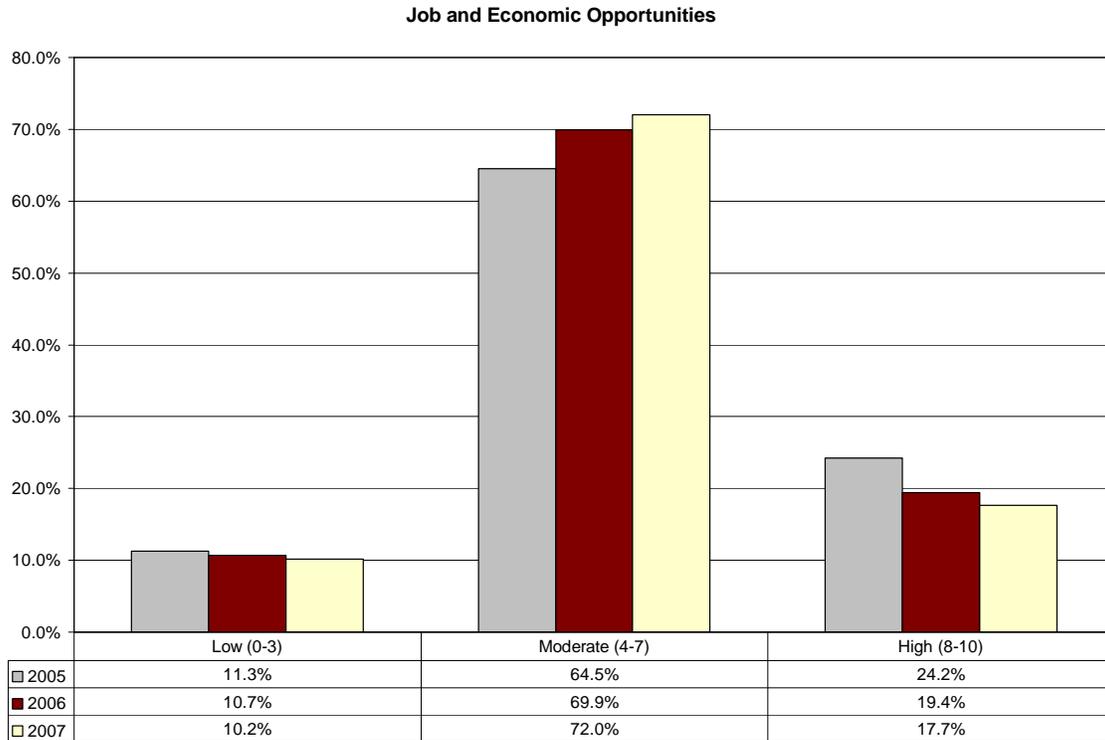


*Note: Additional analyses are discussed in earlier sections.*

	2005	2006	2007
<b>Overall average rating</b>	6.83	6.90	6.85

## *Quality of Life: Job and Economic Opportunities*

In 2007, 17.7% of Auburn residents rated “job and economic opportunities” highly, while 72.0% gave a moderate rating of “4” to “7.” At 5.85, the overall average rating was above average, but points to room for improvement. The ratings between the two years does not differ significantly ( $p=0.677$ ).

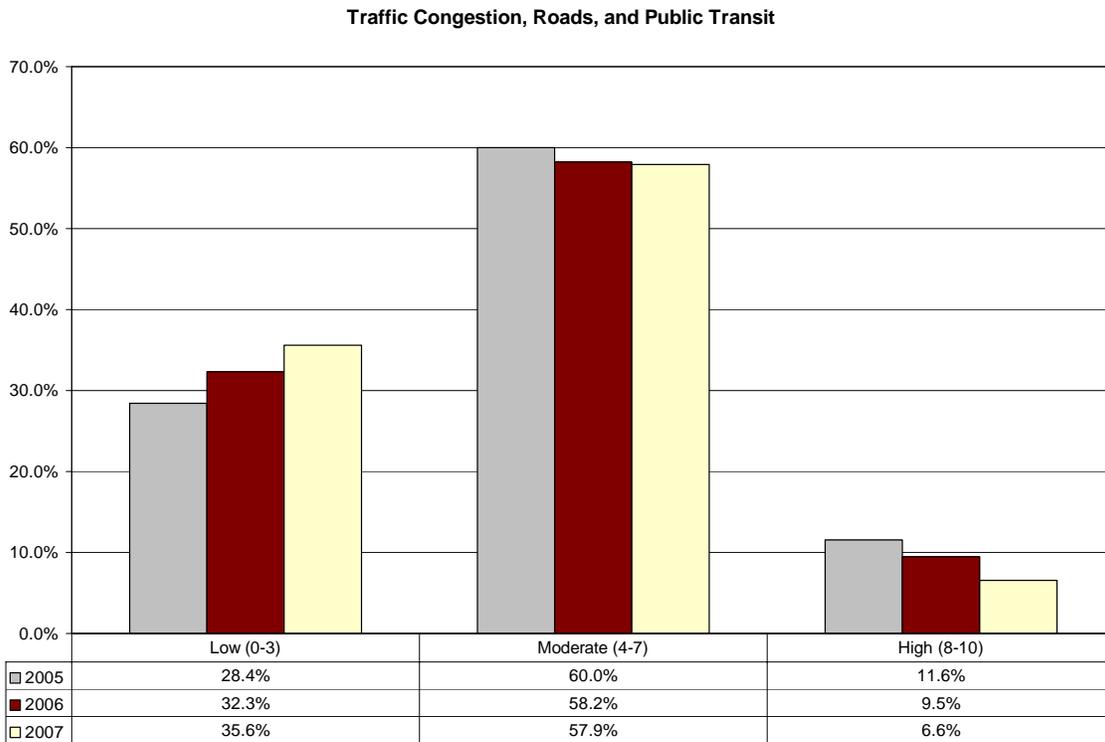


*Note: Additional analyses are discussed in earlier sections.*

	2005	2006	2007
<b>Overall average rating</b>	5.84	5.79	5.85

## Quality of Life: Traffic Congestion, Roads, and Public Transit

Perceptions of traffic congestion, roads and transit remained moderate to low, comprising 2006 and 2007. The average rating was 4.10, slightly lower than the 4.42 average in 2006, but the differences were not enough to be statistically significant ( $p=0.053$ ). Less than seven percent (6.6%) gave high ratings. More than one-third (35.6%) gave low ratings of 0-3 on the 0-10 scale. There was a decrease in residents giving moderate and high ratings this year compared to last year, the net result was an increase in low ratings (0-3) resulting in a lower overall average rating. The mean ratings between 2006 and 2007 did not significantly differ much.

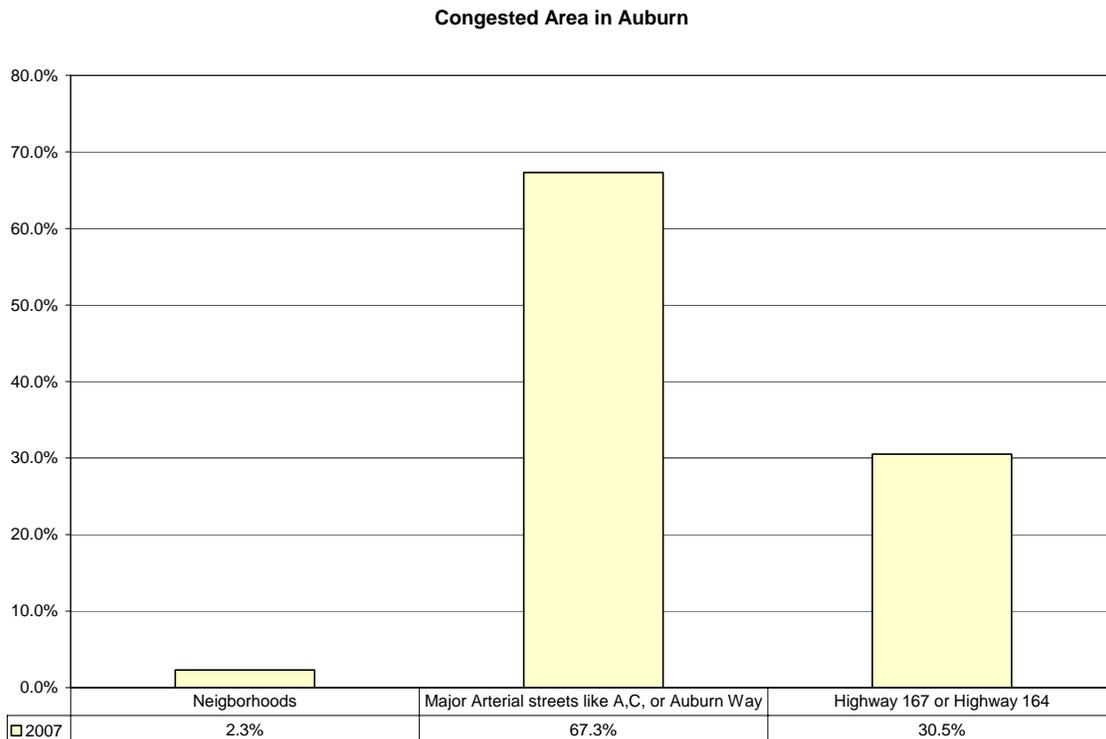


*Note: Additional analysis discussed in earlier section.*

	2005	2006	2007
<b>Overall average rating</b>	4.61	4.42	4.1

## ***Congested Areas in Auburn***

Respondents asked which were the most congested areas within Auburn. The majority of residents (67.30%) rated the major arterial streets like A, C or Auburn Way as the main congested areas. Highway 167 and 164 follow next with 30.5% of residents supporting that these highways were congested; this is consistent with a low overall average rating of 4.1 for traffic congestion problems in Auburn.



### **Statistical Analysis**

Additional analysis revealed that respondents' opinions about the congested areas are significantly related to their level of satisfaction with the City in meeting their needs. The association between these two variables is low, with a Cramer's V of 0.113. There was no significant difference between income levels and neighborhoods.

## *Quality of Life Statistical Model*

A statistical model was developed using regression analysis. The model is designed to explain variability in quality of life ratings. The regression model shows that the five quality-of-life factors discussed in the preceding section and described in the table below explain 43% of the variability in quality of life ratings. Of the five factors described below, crime and safety variable explains the most variation in quality-of-life ratings.

Predicting Variable	Percent Explained of Overall Quality of Life
Quality of Life variable: Crime and safety	0.321
Quality of Life variable: Job and economic opportunities	0.304
Quality of Life variable: The natural environment	0.171
Quality of Life variable: Traffic congestion, roads and public transit	0.065
Quality of Life variable: Recreational and cultural opportunities	0.061
<b>Total Percentage Explained (R Squared)</b>	<b>0.430</b>

The average (mean) ratings and percent in the high and low scoring groups are summarized below for ease of interpreting the regression findings shown above.

Category	Average Rating	High Rating (8-10)	Low Rating (0-3)
Recreational and cultural opportunities	6.88	40.2%	4.1%
The natural environment	6.85	31.9%	7.0%
Crime and safety	6.40	36.9%	4.0%
Job and economic opportunities	5.85	17.7%	10.2%
Traffic congestion, roads and public transit	4.10	6.6%	35.6%
<b>Overall Quality of Life</b>	<b>6.58</b>	<b>26.7%</b>	<b>12.2%</b>

## *What Citizens Like Most About Auburn*

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Respondents were asked to describe what they enjoyed the most about the quality of life in Auburn. Throughout the responses, the following themes were most often present:

The size of the Auburn community was frequently mentioned by respondents. Some of these comments were made comparing larger cities to Auburn's population and housing. Many statements contained the idea that Auburn has "a small town feel," offering characteristics such as being quiet and friendly despite its size and proximity to larger urban areas.

- *Still has a small town feel; you know your neighbors, unlike Seattle where you don't meet your neighbors. In Auburn, you know them and you know their kids, you know if there's someone strange in the neighborhood.*
- *Small town feel, but not too small.*
- *The City parks are great for walking the dogs, and are kept up well. I'm living in a nice quiet neighborhood.*
- *What I like about the area I live in, is that it is like a retirement area. The population isn't very high, not high like in the downtown area. It is a quiet community.*
- *Small town, lots to do.*

Another common response given was the convenience offered by living in the City of Auburn. Remarks were made about access to freeways, shopping, recreational activities such as parks and stores, metropolitan cities, bus lines, and the train system.

- *Everything is within reach and there are plenty of grocery stores, hospitals, and everything. I like the Veterans Celebration, museums, and there is a very nice library.*
- *I like that the parks, schools, grocery stores, and shopping are all available.*
- *I walk anywhere from where I live.*
- *Location, sense of community, parks.*

Also mentioned were close proximity to family and friends, which retains residents in Auburn

- *Being near my family who also live in Auburn.*
- *Friendly environment and neighborhood.*
- *The people, and they are friendly and they are not rude. They are willing to help when needed at random. The Indians have way to many rights and sometimes the law enforcement are not as biased.*
- *My friends and social life.*

The affordability of Auburn's cost of living was also a common topic.

- *It's a place for normal ordinary people with an average salary; in Seattle, the rent is very high.*
- *The housing is affordable.*
- *It's cheap.*

Respondents also mentioned that proximity to work, major freeways, and major cities like Seattle and Tacoma allows for an easy lifestyle and less time spent traveling between work and major cities.

- *It is close to the I-5, Seattle, Tacoma and airport. I like the parks because we are near game farms. They are big and feel safe for the grandkids to go play.*
- *That it's close to the highways so I can get to Seattle or Tacoma.*
- *The location of where I stay close to I5 and 167*
- *Close to my offices.*

## *Improving the Quality of Life in Auburn*

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Respondents were asked to describe what they think the City could do to improve the quality of life in Auburn. Analysis of the responses yielded the following themes found to be strongest.

Comments concerning improvements to the City of Auburn infrastructure were made most frequently by the participating citizens. Most commonly mentioned were improvements in road quality and traffic issues.

- *If we could alleviate some of the traffic. We are retired and don't go downtown after three o'clock. We've been here a long time and have gotten used to it.*
- *Deal with the big weed patch in downtown. What are they going to do with it as well as decrease the access to the gambling casinos in downtown and deal with the vacant buildings and bike riding areas in downtown Auburn? The traffic lights are horrendous as well as the traffic itself.*
- *Improve the roads. The people that have septic tanks in Auburn get charged an enormous amount of money for water running off your driveway. Every neighbor has called and it's the only people who have septic tanks. The City doesn't do anything about it. I like the idea of cameras on the traffic lights, using them. I have gotten a ticket when I took a right on a red; I am kind of questioning the cameras. The people who create this don't even live in the state, but overall its a good thing.*
- *City Council - decisions regarding traffic circles and speed bumps. We have 4- way stops and we have built in speed bumps- bad road.*
- *Airline noise, train noise, pollution.*

Also mentioned by many of the respondents was the issue of improving the crime rate within the City in order to instill a better feeling of safety. Multiple comments associated with this theme related to the strengthening of the police force and patrol concentration in specific areas of the City.

- *Address the gang problem and graffiti.*
- *Cut down on crime. There is a lot of stealing of cars but that's everywhere.*
- *More police walking, police are never where they should be, I spend more roads and maintenance.*
- *Police response is very poor; it may take up to 30 minutes to get someone on the hill.*

Another theme that was found frequently throughout citizen responses was the improvement of the economic situation in Auburn. These remarks were specifically concentrated on increasing the number of businesses and improving quality of businesses downtown.

- *Bring in more restaurants that aren't fast food, better shopping and access to freeways.*
- *Build more downtown; I'm not sure what I want to see there, but I'd like to see more development like businesses.*
- *I would say more events and things to do in Auburn would be good and also more retail in Auburn i.e., grocery stores, specialty shops, etc.*
- *The City should stop buying property, esp. old buildings downtown. The businesses need to stay open past 7PM.*

Respondents also indicated a strong desire to stop building extensively new structures, and said that the City authorities should take greater effort in cleaning up the streets and introduce new entertainment activities.

- *Clean up some of the bad areas, like a street.*
- *Clean up the trash all over the sides of the roads.*
- *Downtown core area improvement (they are doing some things already by closing and tearing down bars down there). They need good stores to bring people downtown (shoppers and such).*
- *Make Downtown auburn more active.*
- *Stop some of the growth. I don't want to be another Bellevue.*

## *Most Important Problems to Citizens*

The following table describes unaided (i.e., unprompted) responses to the question, “What are the three greatest problems or issues of concern living in Auburn?” Traffic, once again, emerged as among the most important issues to residents. Car thefts were much lower in importance compared to the core issues of roads and crime/safety.

<b>Concern</b>	<b>Percent</b>
Traffic congestion	64.3%
Concerns about safety in general	17.9%
Drug enforcement	14.2%
Code enforcement efforts regarding graffiti	8.8%
Concerns about car thefts	8.2%
Other concerns	94.0%

Note: Multiple responses were accepted, so the totals may exceed 100%.

### **Additional Analysis**

Participants overall satisfaction with the City in meeting its needs is significantly related to the issues of living in Auburn. ( $p=0.001$ , Cramer’s  $V= 0.202$ ). There is also an association between the income group ( $p=0.000$ , Cramer’s  $V=0.254$ ) to which the residents’ belong with the problems faced by residents. Majority of the working income group (51.9% of sample and 11,276 of Auburn population as per 2000 Census total of 40,314) and upper income group (53.9% of sample and 11,277 of Auburn city population) have problems with traffic congestion (51.9% and 53.9%, respectively).

The neighborhood in which residents live is a strong function of the problems residents currently face ( $p=0.001$ , Cramer's  $V= 0.204$ ). Participants' main concerns were with traffic congestion across all levels of satisfaction, income groups, and locations.

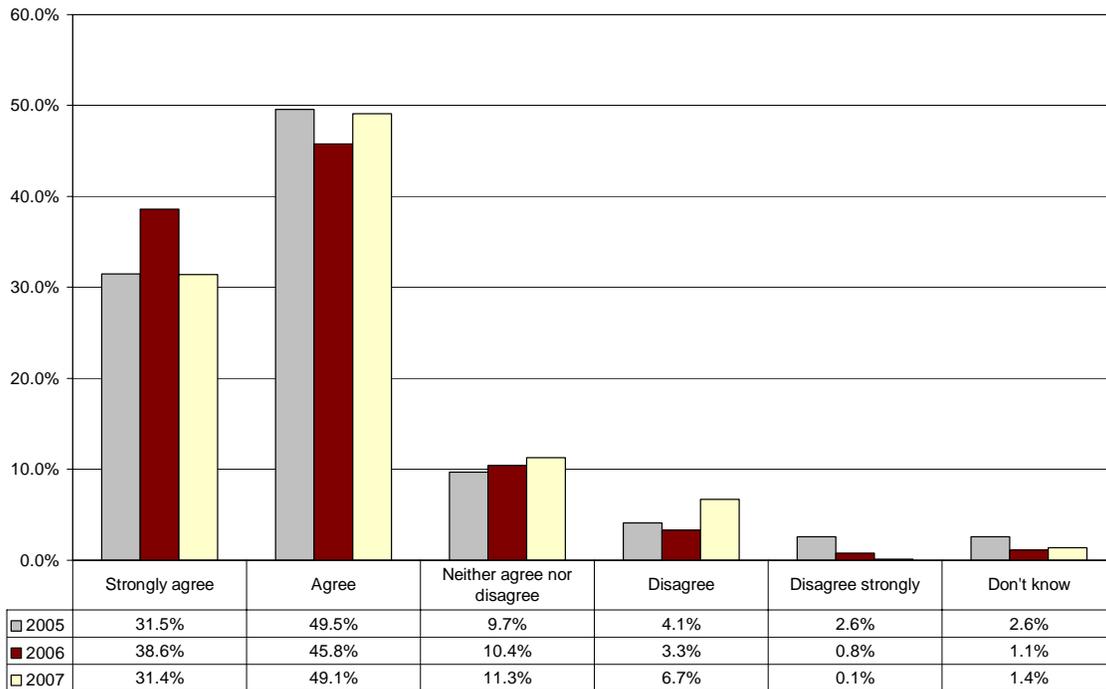
	Traffic congestion	Concerns about safety in general	Concerns about car thefts	Drug enforcement	Code enforcement efforts regarding graffiti	Other
Auburn North	58.9%	1.4%	6.8%	4.1%	1.4%	27.4%
Lea Hill	42.1%	15.8%	0.0%	0.0%	15.8%	26.3%
Old Auburn (Downtown)	58.5%	7.3%	2.4%	0.0%	0.0%	31.7%
West Auburn	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%
South Auburn	43.8%	18.8%	2.1%	6.3%	2.1%	27.1%
Chinook area (near Casino)	65.5%	13.8%	6.9%	0.0%	0.0%	13.8%
Southeast Auburn	45.5%	9.1%	0.0%	9.1%	0.0%	36.4%
Lakeland - King County	43.8%	0.0%	6.3%	6.3%	0.0%	43.8%
Lakeland - Pierce County	47.8%	0.0%	0.0%	4.3%	2.2%	45.7%

Some of the other problems mentioned most frequently are over population growth, too many taxes, and not having enough restaurants or things to do. There also is a concern about lack of schools, insufficient job opportunities, and animal control problems.

## *Is Auburn a Good Place for Families?*

Respondents were asked to rate the quality of Auburn as a place for families to live. The distributions of responses are described in the chart below. More than eighty percent (80.5%), “agree” or “strongly agree” that Auburn is a good place for families. More than thirty percent (31.4%) indicated strong agreement. Differences between 2006 and 2007 were not statistically significant ( $p=0.096$ ).

**Agreement that Auburn is a Good Place for Families**



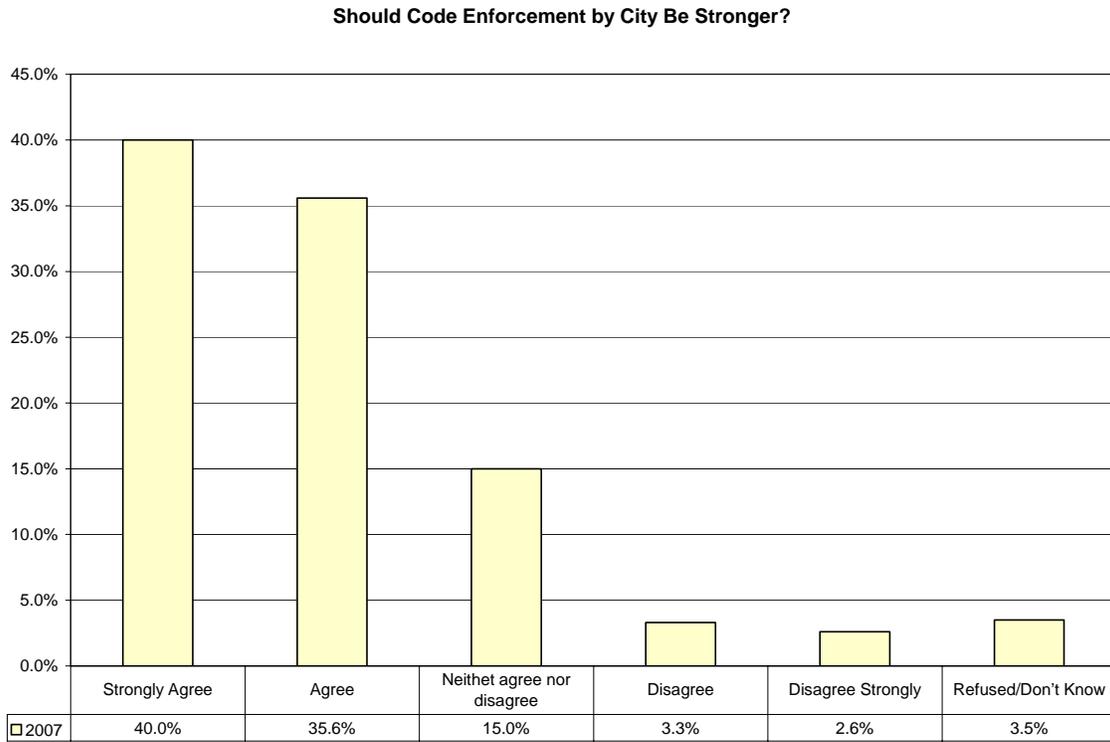
### **Statistical Analysis**

Statistical analysis revealed that there is a strong linear relationship between satisfaction with City services and the belief that Auburn is a good place for families ( $p=0.000$ ). The measure of association (Cramer’s V) coefficient of .405 is quite high and confirms that the degree to which a given resident agrees that Auburn is a good place for families is strongly associated with their perception of City services. Respondents who gave high level of satisfaction ratings were more likely to indicate strong agreement.

Further analysis showed there is an association (0.216) between income earned, and the degree to which they agree that Auburn is a safe place to live, 57.4% (23,140 of the total population) of the middle income group and 46.1% (18,584 of Auburn’s population) of the upper income group agreeing with the notion that Auburn is a safe place to live. There is an also indication that the neighborhood in which these respondents currently live is a function of their opinion about Auburn (Cramer’s V= 0.221).

## *Should Code Enforcements by the City be stronger? (New Item)*

The chart below shows respondents degree of agreement with code enforcement by the City in regard to graffiti, abandoned vehicles and old buildings. The majority of the residents (75.6%) indicate agreement with stronger enforcement of the code. Four of every ten residents indicated a very strong agreement (40.0%).



The following values show respondents' opinions in 2006, on a scale of 0 to 10.

	<b>Average Rating (0-10)</b>	<b>% Giving High Rating (8-10)</b>	<b>% Giving Low Rating (0-3)</b>
Code enforcement efforts	6.33	37.5%	14.9%

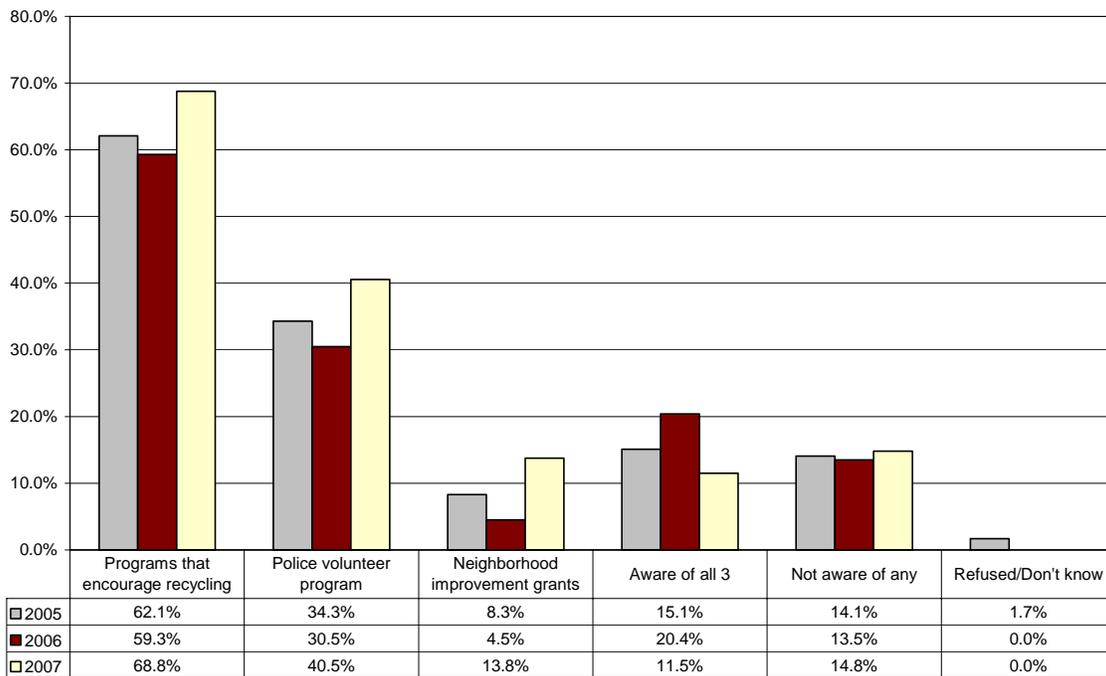
### **Statistical Analysis**

Additional analysis revealed a strong association between satisfaction with the City meeting residents needs and their opinion whether the code enforcement should be stronger or not (Cramer's V = 0.180). Residents with low (52.2%) and moderate levels of satisfaction (49.4%) expressed a need for stronger enforcement of the codes. There was no significant level of difference across income levels and neighborhoods.

## *Awareness of City Programs*

Respondents were asked whether they were aware of specific City programs tested. The distribution of responses is shown below. Nearly seventy percent (68.8%) were aware of programs that encourage recycling and 40.5% were aware of the police volunteer program. There was a noticeable increase in awareness for neighborhood improvement programs compared to last year, which might be explained by residents' growing concern for safety and increased crime.

**Awareness of City Programs**



\*Note: Responses may add to more than 100% because the question allows for multiple responses

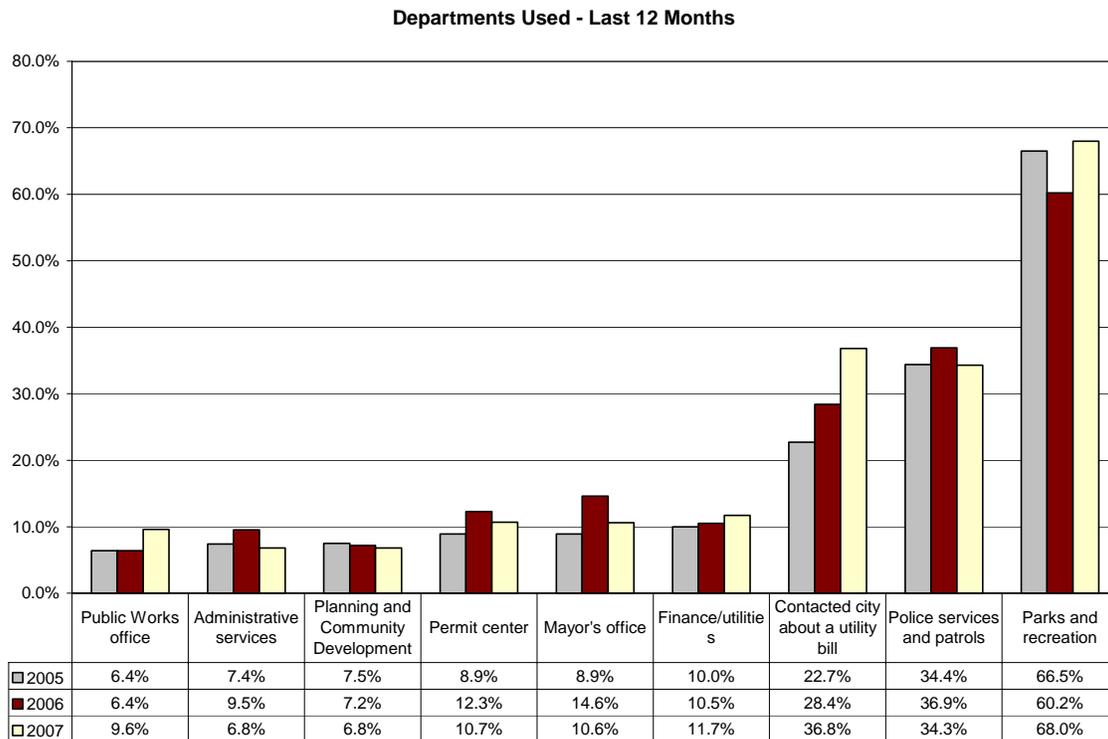
### **Statistical Analysis**

Top-of-mind responses (i.e., the initial response to the multiple response questions) were used to conduct multivariate analysis. Awareness of various City programs seems to be a strong function of income, neighborhoods, and satisfaction with City with measures of association at 0.215, and 0.145, and 0.202 respectively, and significance values ( $p=0.000$ , 0.001 and 0.041, respectively).

Note that the comparatively high level of awareness of recycling programs is consistent with the findings of other studies Hebert Research has conducted. Such programs seem to be receiving the attention of residents throughout the region and some research suggests that awareness and usage of local recycling programs is on the rise.

## *Use of City Departments*

The following graph describes the proportion of respondents that are aware of and use various City services and departments. Parks and Recreation services are clearly being used by a majority of Auburn residents. The percentage of residents mentioning parks increased from 60.2% in 2006 to 68.0% currently. In two cases there were noticeable increases: contacting the City about utility bills, and contacting the Public Works office.



*Note: Multiple responses were accepted so the total may exceed will not add to 100%. Refused and don't know responses were not included*

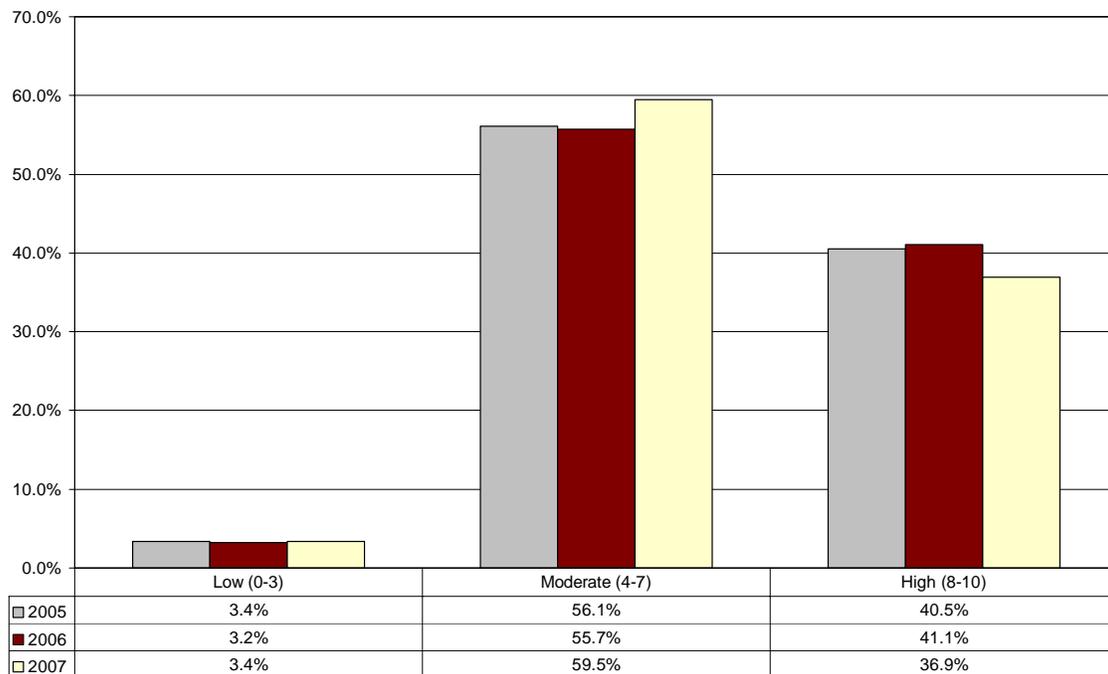
### **Statistical Analysis**

Top-of-mind responses (i.e., the initial response to the multiple response questions) were used to conduct multivariate analysis. Middle and upper income residents were more likely to use parks were respectively lower than income categories ( $p=0.008$ ). There was no significant difference between satisfaction with the City and the departments used. The use of different departments was significant among neighborhoods ( $p=0.000$ ), implying that not all neighborhoods residents use same the services, but Parks and Recreation services none the less turned out to be the most preferred and commonly used department.

## *Overall Satisfaction with City Services*

The following chart shows the degree to which citizens are satisfied that the City of Auburn is meeting the needs of its constituents. This indicator establishes that the vast majority, 96.1%, have a high to moderate level of satisfaction. More than thirty-five percent (36.9%) show high levels of satisfaction a decrease from 2006 (41.1%). The overall mean rating was 6.88 for 2007, which is similar to the 6.81 rating last year. These differences, however, were not statistically significant ( $p=0.558$ ).

**Overall Satisfaction with Auburn City Services**



	2005	2006	2007
<b>Overall average rating</b>	7.00	6.81	6.88

## *Satisfaction with City Services*

A series of questions was administered to gain insight into the level of satisfaction that citizens have with various City services. The average (mean) ratings are described in the table below along with the percentage of those with high (8-10) and low (0-3) ratings. Consistent with the verbatim responses described above, respondents most satisfied with (mean of 8.10) for Parks and Recreation. As described throughout this report, the perception of heavy traffic congestion on major arterials, and poor streets and sidewalks are often cited as a problem by constituents. Average ratings below a “7” generally indicate room for improvement, as the majority of residents are giving only low to moderate ratings.

Category	Average Satisfaction Rating (0-10)	% Giving High Rating (8-10)	% Giving Low Rating (0-3)
Parks and recreational services and programs	8.10	68.5%	0.9%
Major events produced by the City	7.80	60.2%	1.6%
The availability and quality of high speed Internet access	7.62	61.4%	4.4%
The City's communication with the public in all forms	7.38	51.0%	3.9%
Access to public transportation	7.31	52.3%	3.3%
Helpfulness, friendliness and responsiveness of staff at City hall, not including police and fire	7.29	55.0%	6.0%
Adequate police services	7.23	51.0%	3.4%
Opportunities for involvement in public decision-making	6.63	36.5%	6.9%
The City's public access TV coverage	6.59	36.9%	8.0%
The City's permit center staff and the process of getting a permit	6.35	28.4%	4.0%
Availability of parking	6.28	34.4%	7.4%
Adequacy of street lighting	6.23	30.9%	9.4%
Reliability and cost of water service	6.17	32.5%	13.7%
Adequate flood drains and street maintenance	5.58	20.7%	17.4%
Sidewalk and street landscaping	5.58	22.2%	10.1%
Condition of streets and sidewalks	5.06	13.8%	27.1%
<b>Overall Average of Ratings</b>	<b>6.70</b>	<b>41.0%</b>	<b>8.0%</b>

## **Statistical Analysis**

Income seems to be playing a role in satisfaction with the availability of parking in Auburn. The working (lower) income group (19.2% of sample and 7,740 of Auburn City as per 2000 census population) with income of \$35,000 had a mean value of 6.90 on a scale of 0-10. The affluent or “upper income group” (36.8% of sample and 14,835 of Auburn’s population) seem to have the lowest satisfaction with a mean of 6.01, which might be due to their very high expectations or use of luxury vehicles ( $p= 0.022$ , Eta Squared= 0.001). Income was not significant for remainder of the tested services.

The overall level of satisfaction with the City of Auburn in meeting the needs of residents is significantly dependent on various services provided by the City. All the services provided were found to be significant ( $p<0.05$ ) except for communication with the public, and the degree of association ranged from 0.120 to 0.374.

There was a significant difference in the level of satisfaction with different services provided by the City, depending upon respondent neighborhood. In general, respondents seem to be satisfied with Parks and Recreational services provided. They also seem to be supporting the events produced in the City. The measure of association between neighborhood and the access to public transportation is very strong; 12.6% of satisfaction with public transportation is a function of different neighborhoods in Auburn.

Area	Access to public transportation	Condition of streets and sidewalks	Adequacy of street lighting	Adequate flood drains and street maintenance
Auburn North	6.87	5.13	5.75	5.90
Lea Hill	8.68	4.26	5.24	5.26
Old Auburn (Downtown)	7.33	4.54	6.05	5.08
West Auburn	7.28	6.57	7.41	6.83
South Auburn	7.79	4.40	6.33	5.21
Chinook area (near Casino)	8.24	6.28	7.19	5.08
Southeast Auburn	7.21	4.40	5.70	5.00
Lakeland - King County	6.99	5.70	6.52	5.80
Lakeland - Pierce County	6.09	5.85	6.58	6.64
<b>Total</b>	<b>7.31</b>	<b>5.06</b>	<b>6.23</b>	<b>5.58</b>
p value	0.000	0.000	0.017	0.012
Eta Squared	0.126	0.081	0.048	0.051

\*Table continued on next page

Area	Sidewalk and street landscaping	Reliability and cost of water service	Parks and recreational services and programs	Major events produced by the City
Auburn North	6.00	5.35	8.01	7.57
Lea Hill	6.16	5.68	8.19	8.09
Old Auburn (Downtown)	6.06	7.07	7.94	8.19
West Auburn	6.47	7.05	8.03	8.18
South Auburn	5.20	6.20	8.30	7.96
Chinook area (near Casino)	6.32	6.33	8.97	8.09
Southeast Auburn	5.67	5.60	7.18	7.33
Lakeland - King County	5.65	5.65	7.94	8.00
Lakeland - Pierce County	6.74	7.30	7.66	7.10
<b>Total</b>	<b>5.89</b>	<b>6.17</b>	<b>8.10</b>	<b>7.80</b>
p value	0.002	0.001	0.003	0.035
Eta Squared	0.065	0.080	0.063	0.048

## *Satisfaction with City Services - Comparison*

When comparing average satisfaction ratings between 2006 and 2007, there were five areas where differences were large enough to be statistically significant. In the case of police services, and reliability of water service and flood drains, the satisfaction ratings declined. The categories where ratings did increase significantly included major events produced by the City and Parks and Recreation services. The overall average for the areas was 6.72 in 2007 compared to 6.72 in 2006.

The following table shows areas where changes between 2006 and 2007 were significant.

Category	2006	2007	Sig. Level	Change '06-'07
Parks and recreational services and programs	7.70	8.10	0.004	Higher
Major events produced by the city	7.25	7.80	0.000	Higher
Adequate police services	7.55	7.23	0.033	Lower
Reliability and cost of water service	6.54	6.17	0.049	Lower
Adequate flood drains and street maintenance	5.97	5.58	0.024	Lower

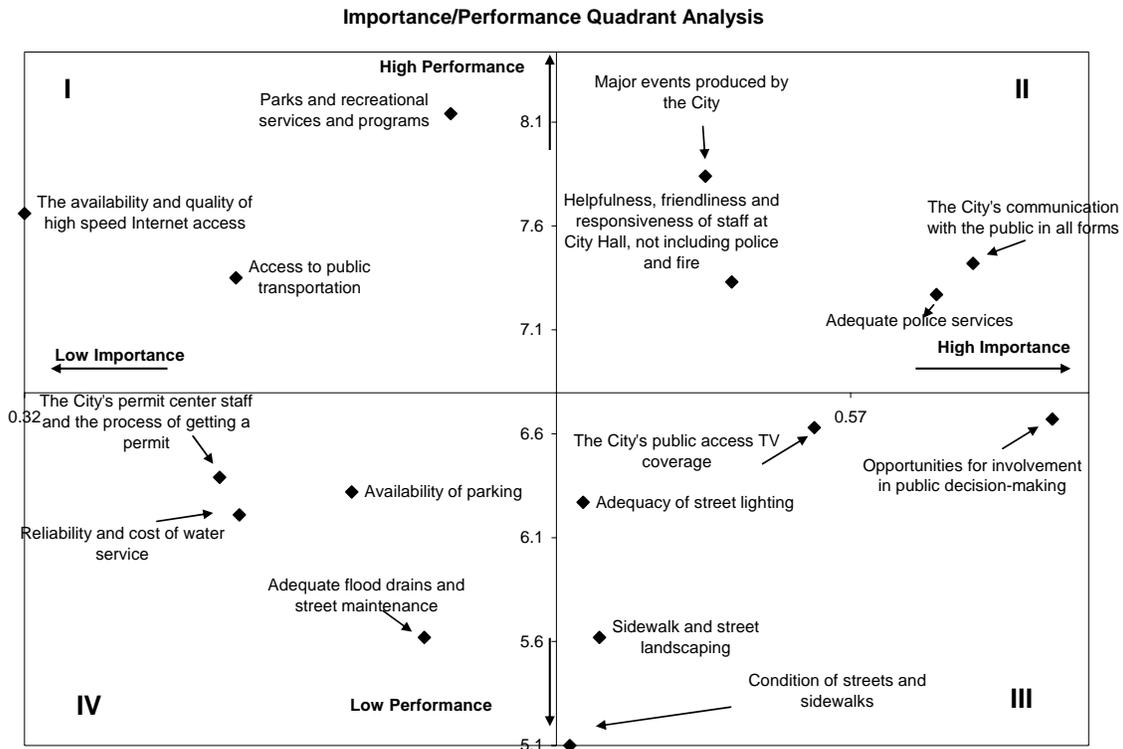
The following table shows the areas where there were no significant changes between 2006 and 2007.

Category	2006	2007	Sig. Level	Change'06-07
The availability and quality of high speed Internet access	7.38	7.62	0.222	No sig. difference
The city's communication with the public in all forms	7.37	7.38	0.926	No sig. difference
Access to public transportation	7.08	7.31	0.180	No sig. difference
Helpfulness, friendliness and responsiveness of staff at city hall, not including police and fire	7.55	7.29	0.141	No sig. difference
Opportunities for involvement in public decision-making	6.69	6.63	0.730	No sig. difference
The city's public access TV coverage	6.66	6.59	0.734	No sig. difference
The city's permit center staff and the process of getting a permit	7.11	6.35	0.156	No sig. difference
Availability of parking	6.54	6.28	0.104	No sig. difference
Adequacy of street lighting	6.04	6.23	0.257	No sig. difference
Sidewalk and street landscaping	5.93	5.89	0.765	No sig. difference
Condition of streets and sidewalks	4.99	5.06	0.686	No sig. difference

## *Satisfaction with the City - Derived Importance Map*

The following chart describes the results of the derived importance analysis that was conducted as part of the study. Essentially, the analysis utilizes the correlation coefficients to derive relationships between performance & importance on individual issues and overall satisfaction. To test the performance of the individual services overall mean value is used and for importance the correlation coefficient is used. These coefficients are then plotted along an X and Y axis.

Areas of high importance that are performing well include major events produced by City, communication with the public & helpfulness/friendliness of City staff and police services. There were five areas that were higher in importance yet lower in performance i.e. (improvement areas). These included conditions of sidewalks, sidewalk and street landscaping, adequacy of street lighting, the city's public access to TV coverage, and opportunities in public decision making. This suggests that the City may want to devote additional resources or attention to improvements in these key areas.



## *Satisfaction with City Services –Importance vs. Performance*

The individual importance and performance scores used in the derived importance analysis are shown in the table below, grouped by items that are above versus below average in importance. Those areas that are bolded highlight the weak points and key performing areas.

The following table shows the services of greater importance when compared to average importance of 0.483.

Category	Importance	Importance Segment	Performance	Performance Segment
Adequate police services	0.598	<i>Above avg.</i>	7.23	Above avg.
Helpfulness, friendliness and responsiveness of staff at city hall, not including police and fire	0.536	<i>Above avg.</i>	7.29	Above avg.
Major events produced by the City	0.528	<i>Above avg.</i>	7.80	Above avg.
Opportunities for involvement in public decision-making	0.633	<i>Above avg.</i>	6.63	<b>Below Avg.</b>
The City's communication with the public in all forms	0.609	<i>Above avg.</i>	7.38	<b>Below Avg.</b>
The City's public access TV coverage	0.561	<i>Above avg.</i>	6.59	<b>Below Avg.</b>
Sidewalk and street landscaping	0.496	<i>Above avg.</i>	5.58	<b>Below Avg.</b>
Adequacy of street lighting	0.491	<i>Above avg.</i>	6.23	<b>Below Avg.</b>
Condition of streets and sidewalks	0.487	<i>Above avg.</i>	5.06	<b>Below Avg.</b>
<b>Overall Average</b>	<b>0.483</b>		<b>6.7</b>	

The following table shows services of lower importance when compared to average of 0.483.

Category	Importance	Importance Segment	Performance	Performance Segment
Parks and recreational services and programs	0.451	Below Avg.	8.1	Above Average
Adequate flood drains and street maintenance	0.443	Below Avg.	5.58	Below Avg.
Availability of parking	0.421	Below Avg.	6.28	Below Avg.
Reliability and cost of water service	0.387	Below Avg.	6.17	Below Avg.
Access to public transportation	0.386	Below Avg.	7.31	Above Average
The city's permit center staff and the process of getting a permit	0.381	Below Avg.	6.35	Above Average
The availability and quality of high speed Internet access	0.322	Below Avg.	7.62	Above Average
<b>Averages</b>	<b>0.483</b>		<b>6.7</b>	

## *Annual Visits to Downtown Auburn*

In the previous section, residents mentioned a variety of problems which could affect the likelihood that they visit the downtown area. The following table shows the segmented distribution of frequency of downtown visits by Auburn residents. On average, citizens visited the downtown area a greater number of times in 2007 than in 2006. This change is not statistically significant ( $p=0.910$ ). One of the changes seen in the data from the past year was that a larger percentage of the population reported traveling downtown every day (i.e., 365 visits) in 2007 compared to 2006, which had a disproportionate impact on the overall average because of the large amount of visits reported.

Segment of Visits	2005	2006	2007
None	2.6%	1.6%	4.7%
Less than once a month (1-11)	16.9%	25.6%	15.4%
Once a month (12-23)	10.7%	12.7%	15.0%
Twice a month (24-35)	7.1%	12.9%	10.9%
Three or four times a month (36-59)	14.6%	14.0%	15.6%
Five to nine times a month (60-119)	13.3%	8.1%	10.6%
Ten to 29 times a month (120-364)	22.5%	18.3%	16.5%
Every day of the year (365)	12.3%	6.9%	11.2%
<b>Average number of times</b>	<b>122.27</b>	<b>90.00</b>	<b>104.44</b>
<b>Median number of times</b>	<b>52.0</b>	<b>30.0</b>	<b>48.0</b>

### **Statistical Analysis**

There were significant differences between the three household income segments. Middle income group residents (43.9% of the sample and 17,697 of the Auburn population) tend to visit the downtown area more frequently than those within the working income group (19.8% of sample and 7,982 of the population) and upper income brackets (36.3% of sample and 14,633 of the Auburn population) ( $p= 0.007$ ). Differences by neighborhood were significant, with citizens from South and North Auburn making the most frequent trips ( $p=0.004$ ).

## *Reasons for Not Visiting Downtown*

Respondents were asked the reasons for not making frequent trips to downtown area. The majority of the respondents indicated they had no reason to go to downtown. Some other reasons were lack of night life, good restaurants and good shopping places. These seem to validate the improvement which residents suggested to increase the quality of life.

<b>Reasons</b>	<b>Percent Cases</b>
No good restaurants	21.6%
No night life	21.6%
Lack of selection of retailers	22.1%
Concerns about drunks	0.4%
No reason to go there	74.8%
Other	22.8%

Note: Multiple responses were accepted so the totals may not exceed 100%. Refused and don't know responses were not included.

### **Statistical Analysis**

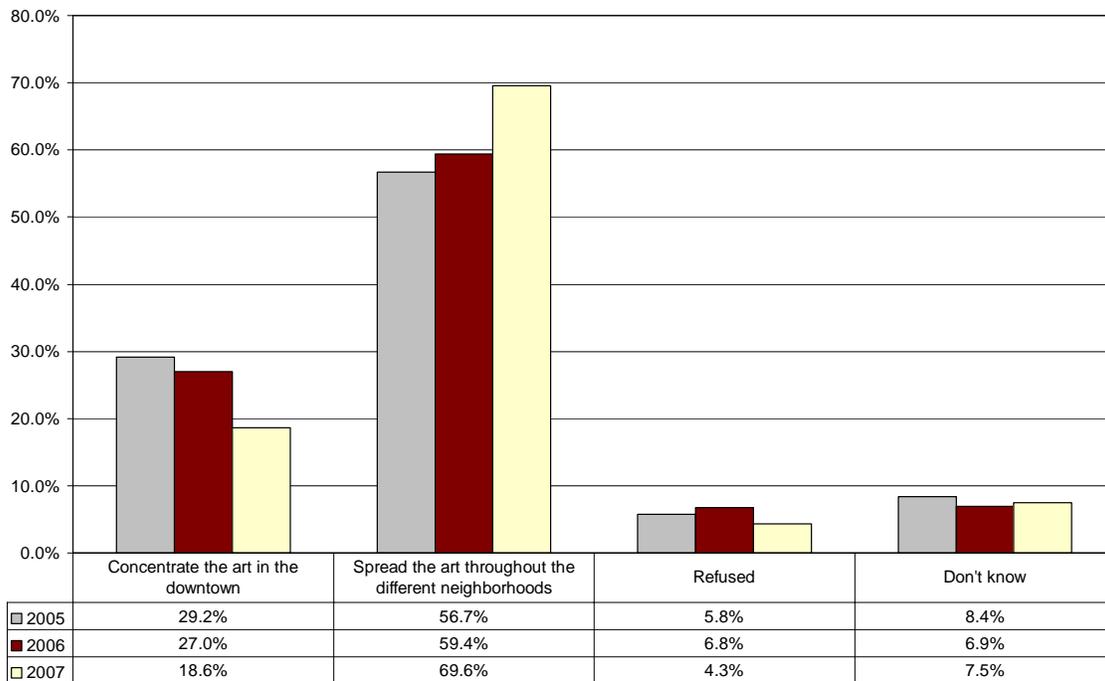
There was a significant difference between satisfaction with the City and reasons for not visiting downtown. ( $p=0.049$ ). Lack of good restaurants was cited as the main reason across all satisfaction levels. There was no significant difference between income and neighborhoods. This might imply that lack of good entertainment activities is a main reason for not visiting downtown often and the City should make extra effort to make downtown more appealing.

## *Support for Proposed Initiatives - Preference for Public Art*

Art is one way to attract residents (and shoppers) into the downtown area and improve perceptions of it. Public art can serve to aid redevelopment efforts, as residents who visit an area to observe the art also tend to visit local businesses during the visit. The public's continued position that the art should be "spread throughout different neighborhoods", combined with the fact that support for concentration in downtown does not vary between neighborhoods suggests that citizens want the *cultural* impact of new art to impact the City as a whole, not just one sector (p=0.227).

Preferences did vary between the 2006 and 2007 studies (p=0.002). There were also differences by income, with middle income group residents being highly supportive of spreading out the art across neighborhoods (p=0.008). There was also a significant difference based upon the satisfaction with City with respondents; those with a low level of satisfaction wanted to spread the art across different neighborhoods.

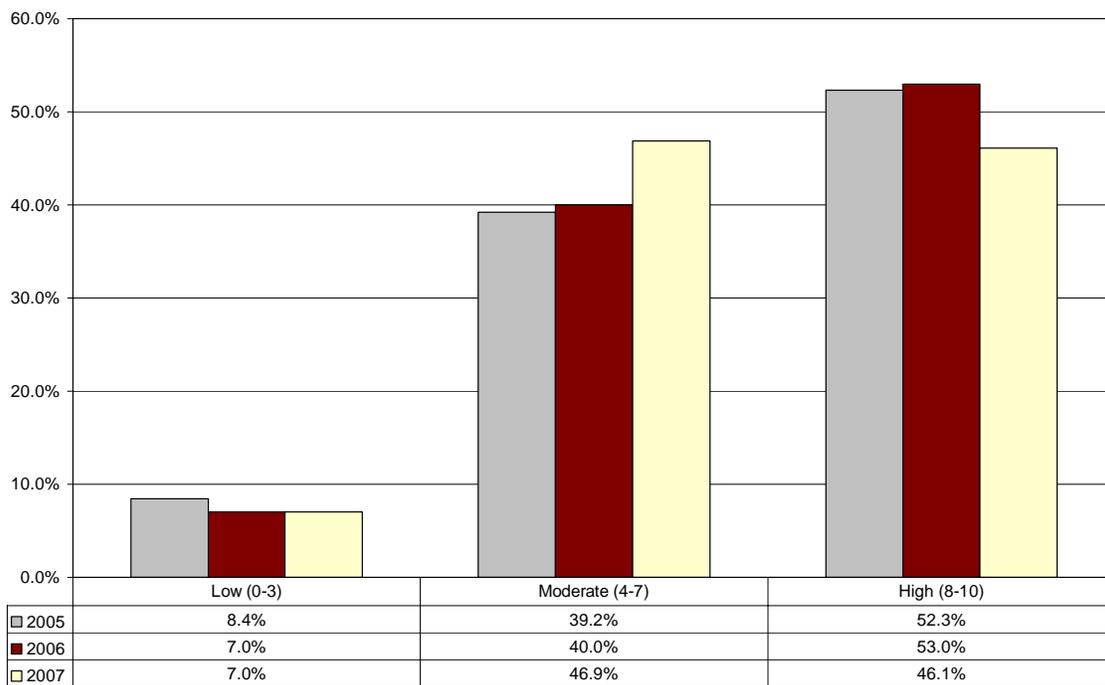
**Preference for Art Placement**



## *Support for Proposed Initiatives - Private Development of Downtown*

Use of the downtown area is relatively high but the research clearly shows that many residents feel the City is lacking in some area, which need improvements. The following chart shows that more than ninety percent (93.0%) favor continuing the private redevelopment of the downtown area, and approximately half (46.1%), show a high level of support. Ratings were virtually unchanged from the last survey ( $p=0.135$ ). The overall rating was 6.89 for 2007, compared to 7.17 in the last survey.

**Support for Continuing the Private Re-development of Auburn's Downtown**



	2005	2006	2007
<b>Overall average rating</b>	7.16	7.17	6.89

### **Statistical Analysis**

Those in the working income group (20.4% of sample and 8,224 of Auburn population) generally were less enthusiastic about developing downtown further (6.39) when compared to the affluent or “upper income group” (36.6% of sample and 14,754) (7.70) income group ( $p=0.000$ , Eta Squared= 0.051). There were also differences by satisfaction with City services. Residents that were highly satisfied were far more supportive (8.03) than were those with lower (4.73) satisfaction ( $p=0.000$ , Eta Squared= 0.229). The measure of association suggests a strong association between development of downtown and satisfaction with the City in meeting the needs of citizens. The views expressed in the verbatims also support this finding.

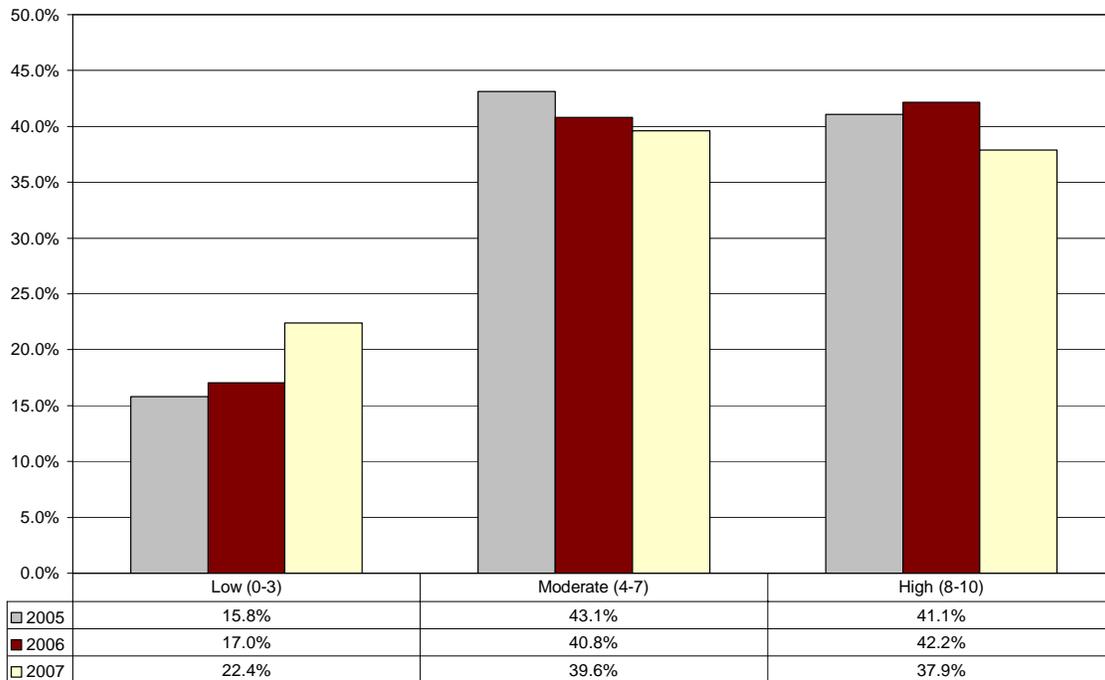
The level of support varied significantly between neighborhoods, indicating that support for development is not equally strong throughout all neighborhoods ( $p=0.000$ ). The measure of association [Eta Squared=0.116] shows a very strong relationship between neighborhood and support for increased development of downtown. On the whole, residents from Chinook area, Lakeland Pierce County, Old and North Auburn very strongly support further development of downtown; on the other hand, residents from Lea Hill gave a very low support.

Area	Mean Value
Chinook area (near Casino)	8.02
Lakeland - Pierce County	7.99
Old Auburn (Downtown)	7.43
Auburn North	7.13
West Auburn	6.91
Lakeland - King County	6.91
Southeast Auburn	6.45
Lea Hill	6.36
South Auburn	5.69
Overall Average	6.89

## *Support for Proposed Initiatives - Environmental Park*

Support for the proposed environmental park is somewhat weaker than support for downtown redevelopment. However, it should be noted that other findings presented in this report show that [1] citizens gave high satisfaction ratings to the “parks and recreation” and [2] “natural environment” is an area where citizens show especially high levels of usage and satisfaction. Thus, it should be clear that there is strong support for the initiative, with about forty percent (37.9%) giving a high rating and 22.4% giving low ratings. Ratings were similar to 2005 (p=0.322). The overall mean average was 5.98 in 2007, a decrease from 6.23 in 2006.

**Support for Proposed Environmental Park**



	2005	2006	2007
<b>Overall average rating</b>	6.35	6.23	5.98

### **Statistical Analysis**

Those in the middle income group (5.95), and the working income group generally had less support for the proposed environment park 5.23); although the affluent or “upper income group” income group did provide a very strong support (6.76) (p=0.007, Eta Squared=0.032). There also were differences by satisfaction with City services. Residents that were highly satisfied were far more supportive (6.53) than were those with lower satisfaction (3.86) (p=0.000, Eta Squared=0.108). The measure of association suggests that 10.8% of satisfaction is a function of support for redevelopment.

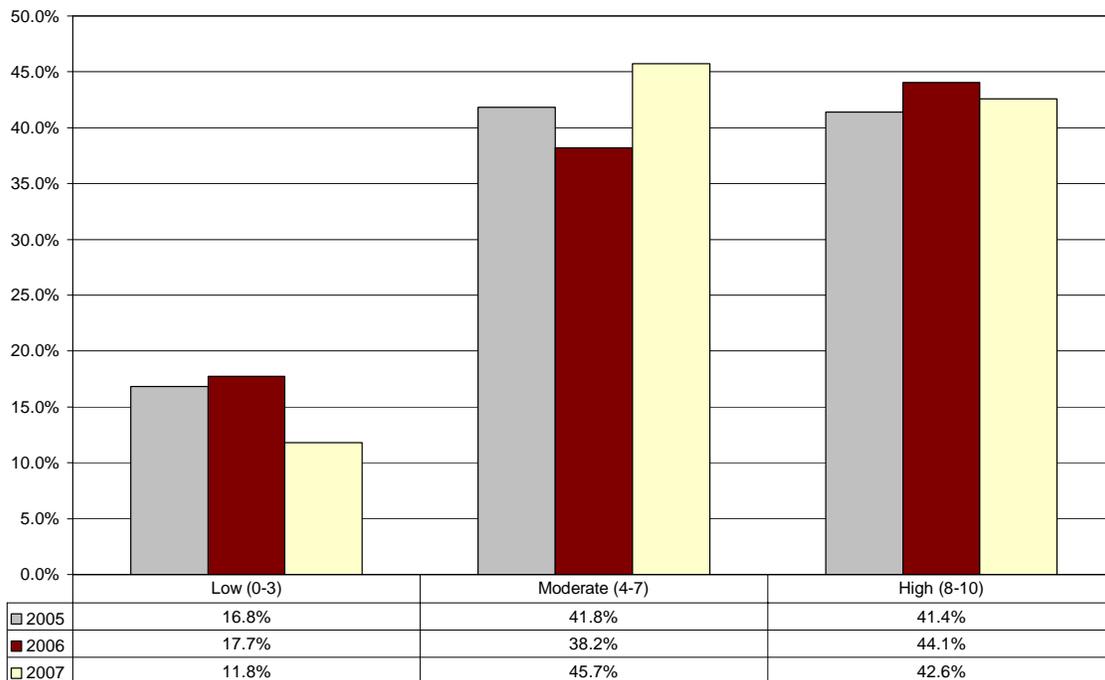
The level of support varied significantly between neighborhoods, indicating that support for redevelopment is not strong equally throughout all the local communities (p=0.000). On the whole, residents from West Auburn and Lakeland- Pierce County expressed a high degree of support.

Area	Mean Value
West Auburn	7.54
Lakeland - Pierce County	7.12
Old Auburn (Downtown)	6.98
Lea Hill	6.57
Chinook area (near Casino)	6.17
Auburn North	6.15
Southeast Auburn	5.89
South Auburn	5.16
Lakeland - King County	4.20
<b>Total</b>	<b>5.98</b>
p Value	0.000
ETA Squared	0.075

## *Support for Proposed Initiatives - Les Gove Park*

Support for building a community center at Les Gove Park is also somewhat lower than the level of support for the private redevelopment of the downtown area. However, support is still high: 88.3% of respondents reported a moderate or high level of support, including 42.6% giving a high support rating. While the percentage of those giving a high rating was slightly lower than last year, the differences were not statistically significant ( $p=0.576$ ). The overall rating was 6.59 for 2007, up from 6.47 in 2006.

**Support for Building Community Center at Les Grove Park**



	2005	2006	2007
<b>Overall average rating</b>	6.40	6.47	6.59

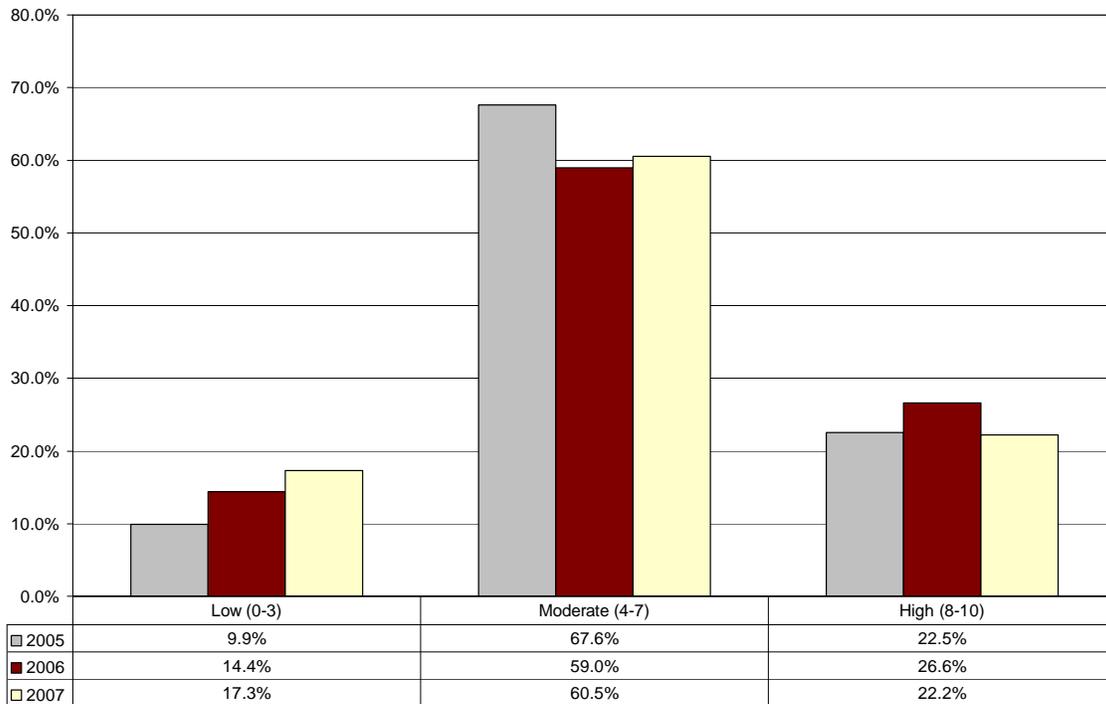
### **Statistical Analysis**

Residents of Chinook (7.92) and West Auburn (7.40) gave significantly higher ratings of support compared to other areas ( $p=0.000$ , Eta Squared=0.093). Working income group residents gave stronger ratings (6.39) than middle or upper income residents ( $p=0.006$ ). As before, those highly satisfied with City services gave higher ratings (7.35) than those less satisfied ( $p=0.000$ , Eta Squared= 0.057).

## *Level of Satisfaction with Local Taxes*

The following chart describes the distribution of responses to the question: “The owner of a typical house in Auburn worth \$300,000 would pay \$3,700 in total property taxes, of which the City would receive around \$816 per year. The question was, “Thinking about your situation and the value of the entire City services that Auburn provides how satisfied you are with the level of local taxes?” The overall average rating was 5.54 on the 0-10 scale, a decrease from last year’s average of 5.87. The low average rating suggests that taxes are an issue of moderate concern for constituents. The value for a typical house and property taxes, of which City receive per year differ every year, hence the significance of which could not be tested across 2006 and 2007.

**Satisfaction with Level of Local Taxes**



	2005	2006	2007
<b>Overall average rating</b>	5.85	5.87	5.54

### **Statistical Analysis**

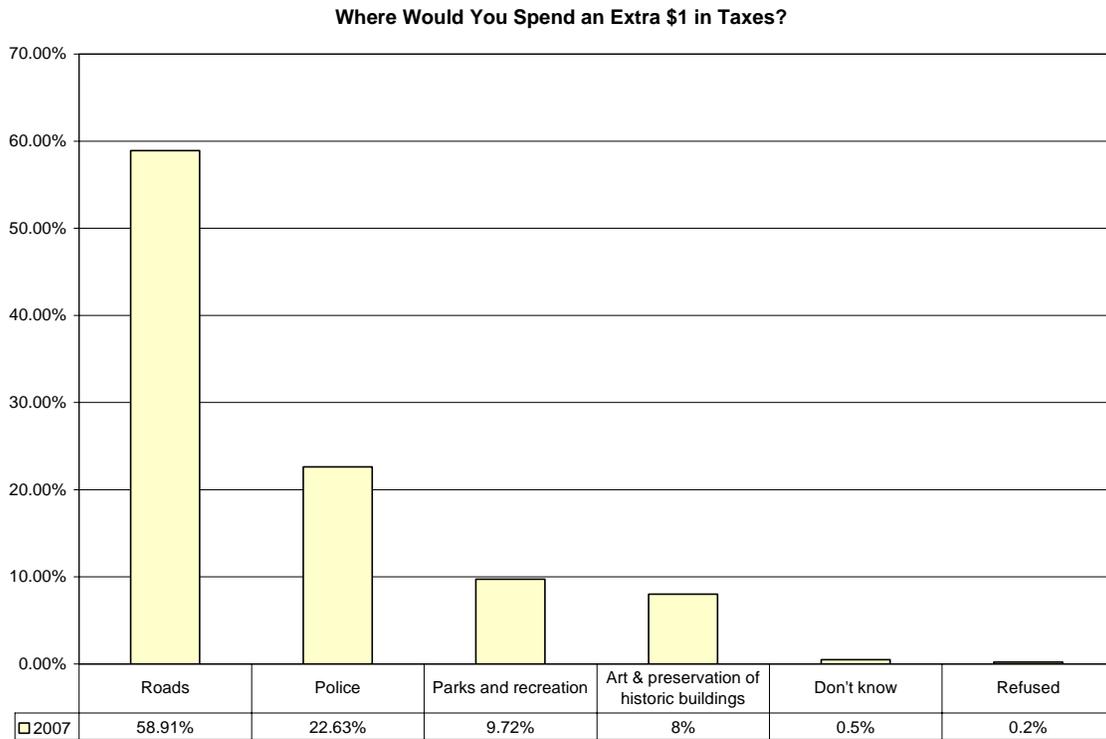
As can be expected, there is a strong linear relationship between overall satisfaction with City services and satisfaction with taxes. Those highly satisfied with services had an average rating of 7.06, compared to 3.01 among those not satisfied with the City ( $p=0.000$ ). The measure of association was .374, suggesting that 37.4% of satisfaction with City services is a function of tax levels. Satisfaction with taxes also varied by income level, with upper income households (38.6% of the sample and 15,561 and as per 2000 Census total population of 40,314) giving higher (6.22) ratings ( $p=0.026$ , Eta Squared=0.025).

Satisfaction with the taxes also varied across various geographic locations ( $p=0.000$ ). The table below shows that residents from most of the locations are satisfied with local taxes, apart from those who belong to Auburn North and Lea Hill.

<b>Area</b>	<b>Mean Value</b>
Lakeland - Pierce County	6.65
Chinook area (near Casino)	5.97
Old Auburn (Downtown)	5.78
Lakeland - King County	5.76
South Auburn	5.66
West Auburn	5.48
Southeast Auburn	5.27
Auburn North	4.54
Lea Hill	4.39
<b>Total</b>	<b>5.54</b>

## *First Priority in Spending Extra Tax Dollars*

Throughout this report, it is shown that citizens are concerned about the quality of roads and traffic congestion. The chart below makes it clear that roads are a main priority for citizens when asked how to spend a marginal tax increase.



The following table shows respondents opinion about additional spending in 2005 and 2006. This cannot be directly compared to 2007 values due to change in areas of expenditure.

Area	2005	2006
Roads	43.4%	52.6%
Police	27.0%	25.7%
Parks and recreation	12.7%	7.9%
Don't know	4.0%	4.1%
Refused	1.8%	2.5%

### **Statistical Analysis**

When the issue is examined more closely, it becomes clear there are many differences between segments of constituents. This study in contrast to the previous year revealed that the repair and construction of new roads was named as target of where the extra from tax revenues should be spent (p=0.000). There is significant difference between segments based on higher versus lower overall satisfaction with City government (p=0.000).

	<b>Low</b>	<b>Moderate</b>	<b>High</b>
Police	32.9%	23.5%	16.2%
Parks and recreation	2.7%	10.2%	13.4%
Roads	46.6%	63.9%	61.3%
Art & preservation of historic buildings	17.8%	2.4%	9.2%

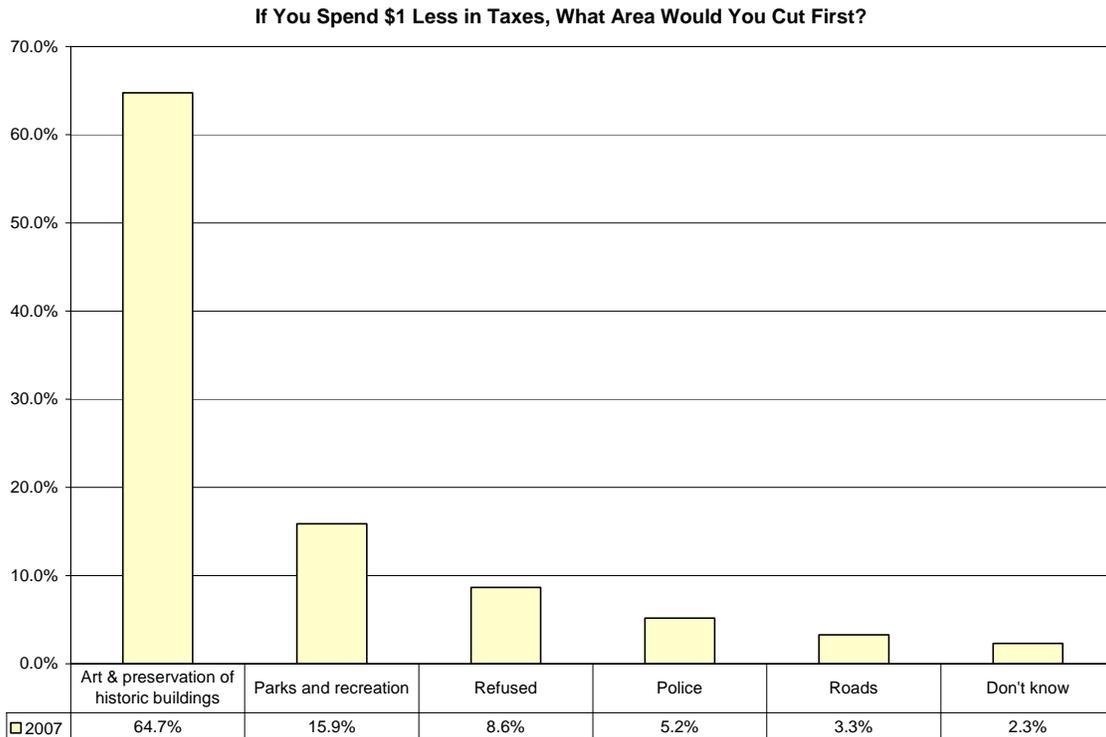
The priorities in spending the tax revenue also differed significantly across neighborhoods. (p=0.000, Cramer’s V=.228). The majority of the residents from the Chinook area (91.2%) and Lakeland Pierce County (63.0%) supported spending the additional tax revenues on repairing of roads. The next major area of concern was for police services, this also supports citizens concern for crime and safety. More than forty-percent (43.8%) of residents from Lakeland King County and 25% from West Auburn would like spending on Police patrol services to increase. There was much less support for parks and recreation; residents seemed to be satisfied with existing services. Residents actually suggested cutting down spending on the art and the preservation of historic buildings; only residents from Old Auburn (26.1%) and West Auburn (25.0%) indicated a little support for the preservation.

	<b>Auburn North</b>	<b>Lea Hill</b>	<b>Old Auburn (Downtown)</b>	<b>West Auburn</b>
Police	23.3%	15.8%	21.7%	25.0%
Parks and recreation	12.8%	21.1%	2.2%	0.0%
Roads	59.3%	57.9%	50.0%	50.0%
Art & preservation of historic buildings	4.7%	5.3%	26.1%	25.0%

	<b>South Auburn</b>	<b>Chinook area (near Casino)</b>	<b>Southeast Auburn</b>	<b>Lakeland - King County</b>	<b>Lakeland - Pierce County</b>
Police	26.5%	5.9%	27.3%	43.8%	15.2%
Parks and recreation	7.8%	2.9%	18.2%	6.3%	17.4%
Roads	58.8%	91.2%	45.5%	43.8%	63.0%
Art & preservation of historic buildings	6.9%	0.0%	9.1%	6.3%	4.3%

## *First Priority in Cutting Spending*

Arts and preservation of historic buildings was clearly the top area that could be cut in the event of a revenue shortage; it was preferred by a greater number of citizens this year (62.4%) than last year (52.3%). The high level of satisfaction with the Parks and Recreation department may be part of the reason that constituents believe that this is an area where spending could be cut without having a substantial impact on the overall quality of life within the City.



The following table shows respondents opinion about reduction in tax spending in 2005 and 2006. This cannot be directly compared to 2007 values due to change in areas of expenditure.

Area	2005	2006
Parks and recreation	52.3%	62.4%
Refused	2.6%	4.9%
Police	8.9%	3.4%
Roads	18.2%	14.3%
Don't know	13.9%	10.8%

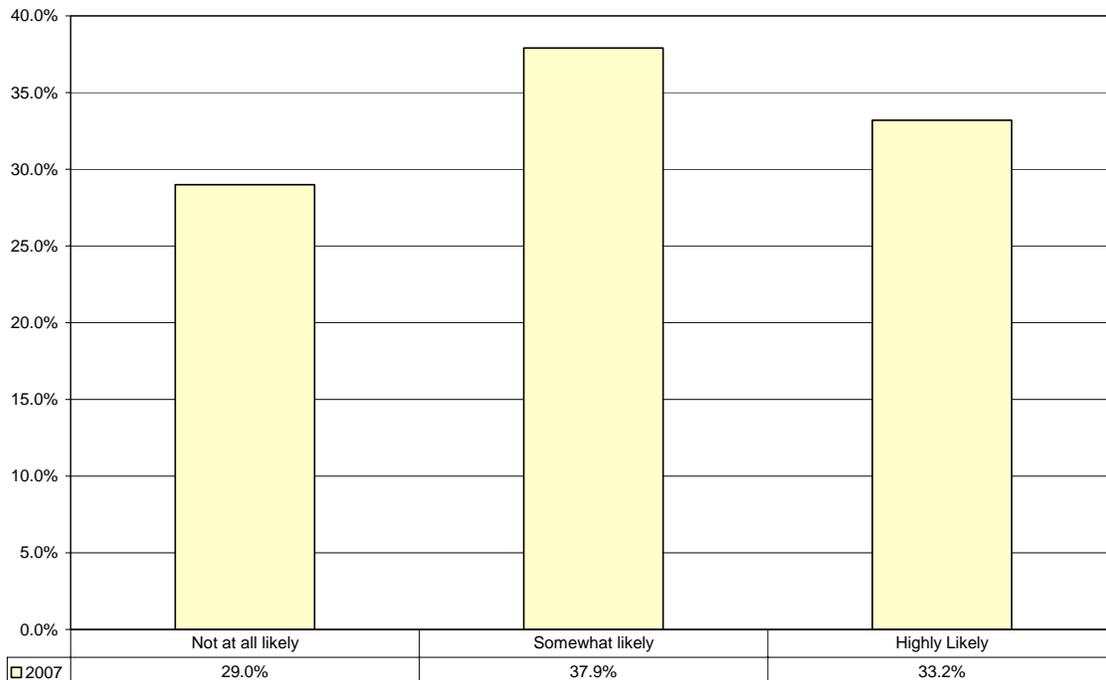
## **Statistical Analysis**

Preferences varied as a function of where one lives within the City. South Auburn, Lakeland Pierce and Chinook were more likely to cut expenditure on preservation on art and preservation of old buildings to support repair of roads to ease out traffic problems ( $p=0.000$ ). There was no significant difference based on income and satisfaction with the City.

## ***Respondents Approval to Repair Major Arterial Streets in Spending Extra Tax Dollars (New Item)***

Residents were asked how likely they would approve an extra \$10 per month or \$120 a year in property taxes to repair major arterial streets like A, C, or Auburn Way. Thirty percent (33.2%) reported they will most likely approve the raise in taxes. On a scale of 0-10 scale the average rating was 5.36.

**Approval of respondents in spending extra tax dollars to repair arterial streets**



### **Statistical Analysis:**

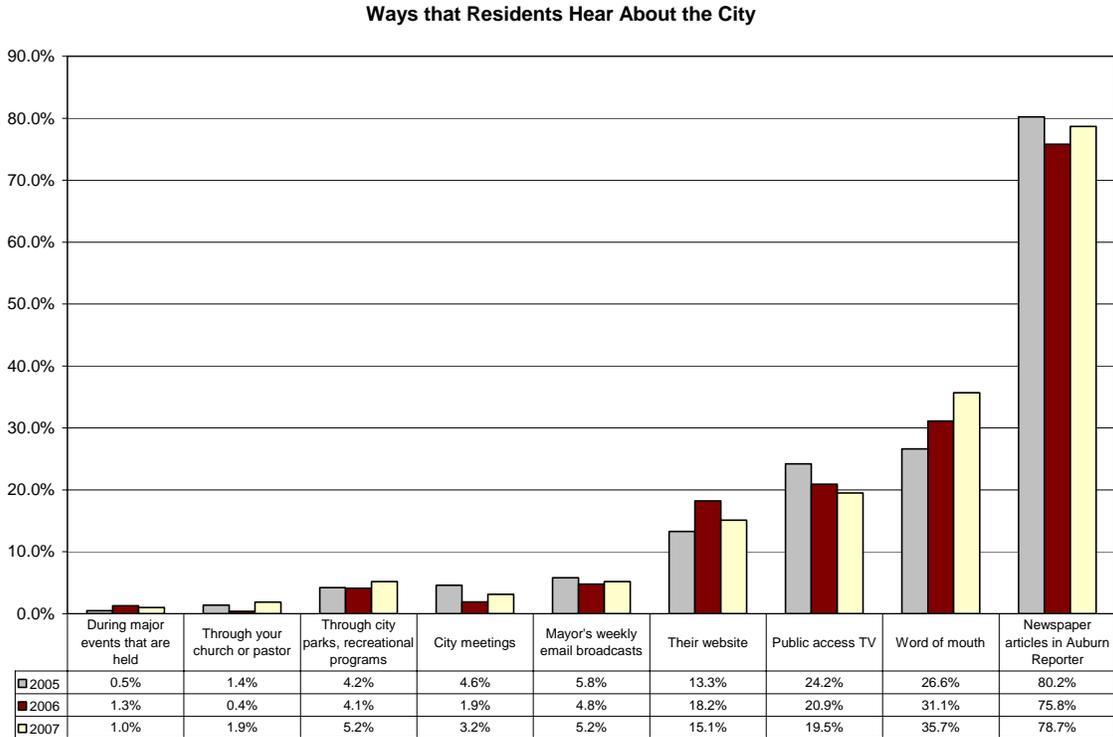
Respondents who belong to the middle income group (41.8% of the sample and 16,851 as per 2000 Census data for Auburn’s total population of 40,314) were less likely (5.17) to approve the extra expenditure when compared to the affluent or “upper income group” (37.8% of sample and 15238 as per 2000 census data) (6.40,  $p=0.009$ , Eta Squared=0.03). Residents with low satisfaction were less likely to approve the taxes than those with high (3.48 and 6.44, respectively) satisfaction ( $p=0.000$ , Eta Squared= 0.098).

Approval to spend tax revenue also depended on where the participant lived (p=0.000), this relationship was moderately strong at 10.1%. Citizens of Lakeland, Pierce and Chinook were extremely satisfied with the highest reported mean values.

Area	Mean Value
Lakeland - Pierce County	7.52
Chinook area (near Casino)	7.08
Lea Hill	5.21
Old Auburn (Downtown)	4.97
South Auburn	4.84
Auburn North	4.81
West Auburn	4.66
Southeast Auburn	4.54
Lakeland - King County	4.32

## *Ways Residents Receive Information about the City of Auburn*

Respondents were asked to describe the various ways that they obtain information about the City. The Auburn newspaper continues to be the most frequently used source, followed by word of mouth. Public access TV and the City of Auburn website also were cited by a significant portion of residents.



\*Multiple responses, the total may exceed 100%

### **Statistical Analysis**

Further analysis revealed that there are significant differences regarding sources of information about the City and satisfaction with City, income level and neighborhoods. ( $p=0.021$ ,  $.000$  and  $0.000$  respectively). The majority of the middle (73.5%) and upper income group (57.9%) said they get information through newspaper articles. Even across neighborhoods, newspaper media was the primary source of information.

	<b>Their website</b>	<b>Newspaper articles in the Auburn Reporter</b>	<b>Mayor's weekly email broadcasts</b>	<b>Word of mouth</b>
Auburn North	6.3%	62.0%	0.0%	20.3%
Lea Hill	0.0%	50.0%	0.0%	22.2%
Old Auburn (Downtown)	2.3%	79.5%	0.0%	4.5%
West Auburn	0.0%	60.0%	0.0%	20.0%
South Auburn	3.9%	79.4%	16.7%	2.0%
Chinook area (near Casino)	11.4%	51.4%	0.0%	31.4%
Southeast Auburn	9.1%	54.5%	0.0%	0.0%
Lakeland - King County	20.0%	60.0%	50.0%	6.7%
Lakeland - Pierce County	4.8%	42.9%	33.3%	2.4%

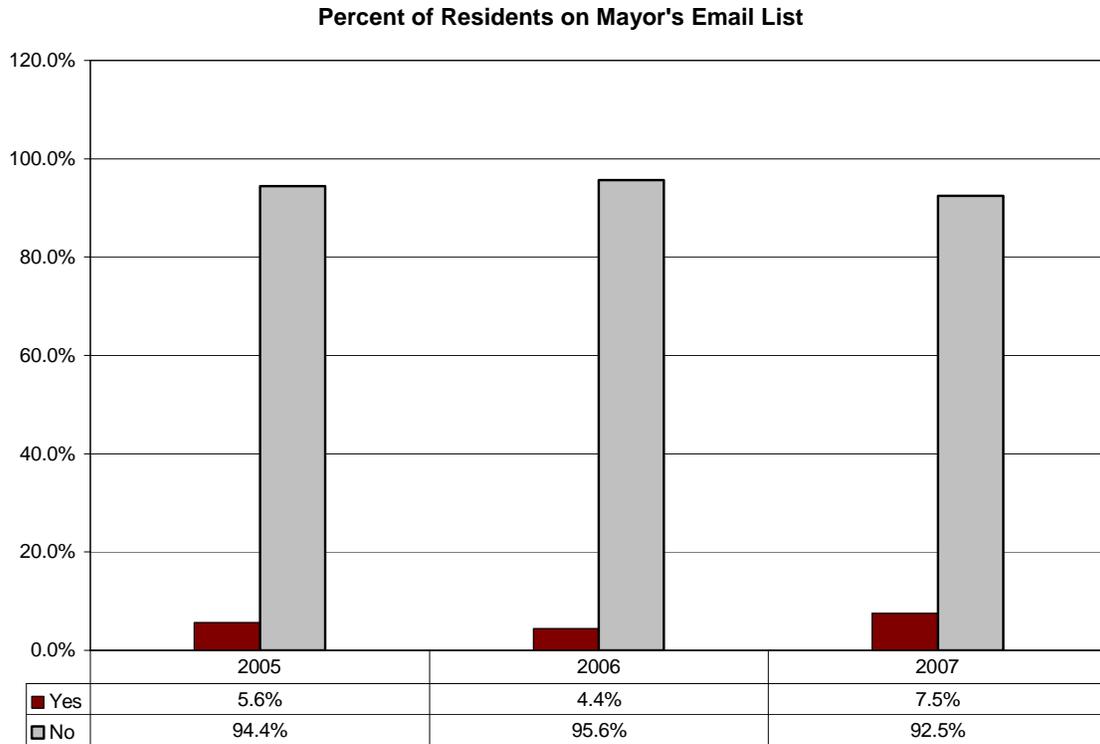
	<b>Public Access TV, showing public meetings at City hall</b>	<b>Through City parks, recreational programs or community center</b>	<b>Through your church or pastor</b>	<b>Other</b>
Auburn North	8.3%	0.0%	0.0%	19.0%
Lea Hill	8.3%	0.0%	0.0%	9.5%
Old Auburn (Downtown)	33.3%	0.0%	0.0%	4.8%
West Auburn	0.0%	0.0%	0.0%	2.4%
South Auburn	16.7%	100.0%	100.0%	11.9%
Chinook area (near Casino)	8.3%	0.0%	0.0%	2.4%
Southeast Auburn	8.3%	0.0%	0.0%	7.1%
Lakeland - King County	8.3%	0.0%	0.0%	0.0%
Lakeland - Pierce County	8.3%	0.0%	0.0%	42.9%

\* Multiple responses, total may exceed 100%

The major sources of information across these variables were newspaper articles and word of mouth. The mayor's email weekly broadcast hardly seems to play any role here, although residents from Lakeland area both King (50.0%) and Pierce County (33.3%) use this service. The City authorities might want to focus their attention in improving the productivity of the email system.

## *Mayor's Weekly Updates*

As shown in the chart below, the vast majority of respondents (92.5%) are not on the Mayor's email list to receive weekly updates. Differences between 2007 and 2006 were minimal.



### **Statistical Analysis**

Multivariate analysis revealed that respondents being on are on the mayor's list were significantly related to their satisfaction with the City in meeting the citizens needs, income level and neighborhood ( $p=0.002$ ,  $0.000$  and  $0.000$  respectively). Respondents not on mayors list; gave low satisfaction ratings and also belonged low income group.

	Working income group	Middle income group	Upper income group
Those who are on Mayors email list	0.0%	2.8%	19.5%
Those who are <b>not</b> on Mayors email list	100.0%	97.2%	80.5%

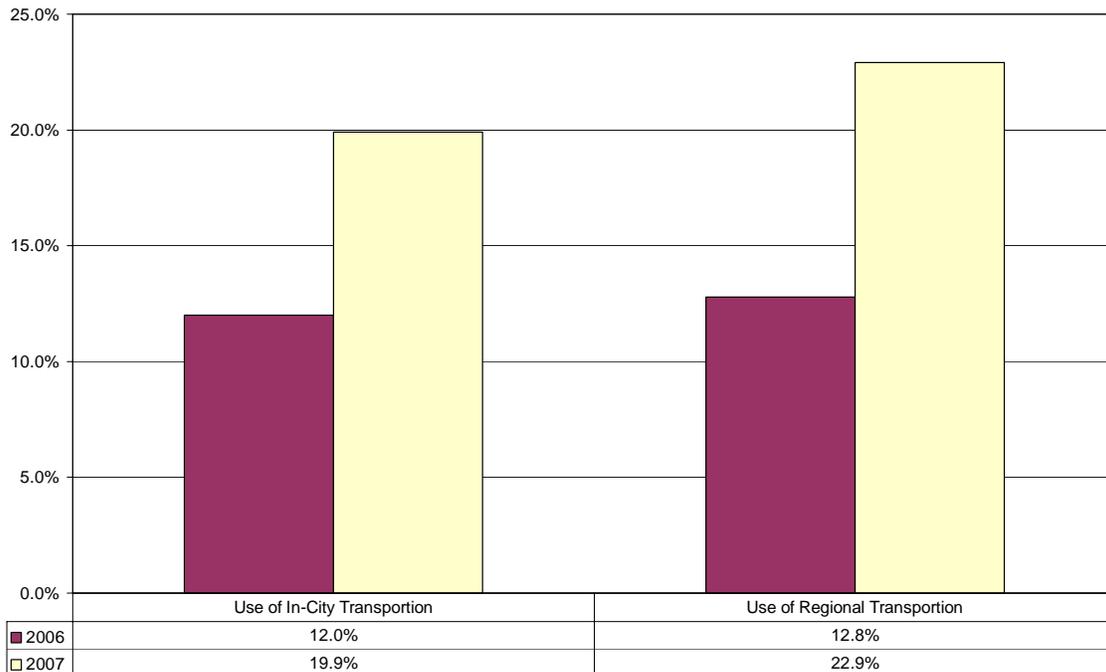
Distribution of subscribers and non-subscribers across neighborhoods is as follows:

<b>Area</b>	<b>Subscribers of Mayor's Email List</b>	<b>Non Subscribers of email list</b>
Auburn North	27.6%	21.9%
Lea Hill	0.0%	5.4%
Old Auburn (Downtown)	3.4%	12.5%
West Auburn	3.4%	1.4%
South Auburn	3.4%	28.8%
Chinook area (near Casino)	6.9%	9.1%
Southeast Auburn	0.0%	3.4%
Lakeland - King County	20.7%	6.8%
Lakeland - Pierce County	34.5%	10.5%

## *Use of Public Transit*

Some 19.0% of Auburn residents surveyed reported they used public transportation at least once per month. A total of 19.9% use in-City transit while 22.9% use regional mass transit. There was a significance difference between 2006 and 2007 regarding residents using in-City transportation ( $p=0.002$ ) and regional transportation ( $p=0.000$ ).

**In-City and Regional Public Transportation Users**



### **Statistical Analysis**

Additional analysis indicated that use of any public transit is not uniform across different neighborhoods. The relationship where respondents live and their use of any public transportation is very strong (Cramer's  $V= 0.225$ ). A total of 44.1% respondents of the respondents from the Chinook area are using the public transportation. There were no significant differences between income level and level of satisfaction with City in meetings its needs.

Area	Users	Non Users
Auburn North	18.4%	81.6%
Lea Hill	21.1%	78.9%
Old Auburn (Downtown)	26.1%	73.9%
West Auburn	0.0%	100.0%
South Auburn	17.6%	82.4%
Chinook area (near Casino)	44.1%	55.9%
Southeast Auburn	16.7%	83.3%
Lakeland - King County	6.3%	93.8%
Lakeland - Pierce County	17.0%	83.0%

A total of 23.2% of respondents who belong to the middle income group use the regional transportation services. The use of regional public transit is not significant across neighborhoods or income level, which indicates there is uniformity across these variables.

## *Appendix: Questionnaire*

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Hello, my name is \_\_\_\_\_, and I'm a research assistant for Hebert Research, an independent research firm in Bellevue, Washington. The City of Auburn has asked us to speak with the local community about a number of issues and get your thoughts on them. We'd like to know how you would like the City to solve problems with traffic, population growth, recreation, etc. This will take approximately 7 to 10 minutes to complete. May I please ask you a few brief questions? **[IF NOT, THANK AND TERMINATE]**

### S1. [PRE-CODE SECTOR OF THE CITY]

1. Auburn North
2. Lea Hill
3. Old Auburn (Downtown)
4. West Auburn
5. South Auburn
6. Chinook area (near Casino)
7. Southeast Auburn
8. Lakeland - King County
9. Lakeland – Pierce County

S2. Do you live within the City limits of Auburn, either in the King County or Pierce County part of the City? **[IF YES, CLARIFY AND NOTE COUNTY OF RESIDENCE]**

1. Yes – King County part
2. Yes – Pierce County part
3. No **[THANK AND TERMINATE]**
4. Don't know **[THANK AND TERMINATE]**
5. Refused **[THANK AND TERMINATE]**

### **General Questions**

1. Overall, how would you rate the quality of life in Auburn? Please give a rating along a scale of 0-10, where a "10" means you think the City has a "very high" quality of life, a "0" means it has a "very low" quality of life, and a "5" rating means it is average.

2. What do you like most about the quality of life in Auburn? **[VERBATIM]**

3. What do you think the City can do to improve the quality of life in Auburn? **[VERBATIM]**

I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means "poor" and 10 means "excellent"

4. Crime and safety
5. Recreational and cultural opportunities
6. The natural environment
7. Job and economic opportunities
8. Traffic congestion, roads and public transit

9. What would you say are the top 3 greatest problems or issues of concern living in Auburn? **DON'T READ; ACCEPT UP TO 3**

1. Traffic congestion
2. Concerns about safety in general
3. Concerns about car thefts
4. Drug enforcement
5. Code enforcement efforts regarding graffiti, abandoned vehicles, and old buildings
6. Other [SPECIFY] –
7. Refused
8. Don't know

10. To what extent do you agree or disagree that Auburn is a "good place for families"?  
Would you say you...?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Disagree strongly
6. Refused
7. Don't know

11. To what extent do you agree or disagree that Code enforcement by the City should be stronger in regard to graffiti, abandoned vehicles and old buildings?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Disagree strongly
6. Refused
7. Don't know

## **PUBLIC TRANSIT**

12. Do you use public transit of any kind at least once per month for in-City trips?

1. Yes
2. No
3. Refused
4. Don't know

13. Do you use it for regional transportation between cities at least once per month?

1. Yes
2. No
3. Refused
4. Don't know

## **USE OF CITY DEPARTMENTS**

14. Which of the following City departments have you used in the last 12 months?

**[READ; ACCEPT UP TO 8]**

1. Parks and recreation (including community centers)
2. Police services and patrols
3. Permit Center
4. Planning and Community Development
5. Public Works office
6. Finance Utilities
7. Mayor's Office
8. Administrative services (i.e. legal, finance, human resources, etc.)
9. Utility billing (if they contacted staff to discuss water/sewer bill)
10. Other [SPECIFY]
11. Refused
12. Don't know

## **SATISFACTION WITH THE CITY**

The City of Auburn would like to know how they are doing providing several services to the public. For each area or category that I mention, please give a rating of how satisfied you are with the City on a 0-10 scale, where 10 is "highly satisfied" and 0 is "not at all satisfied."

15. Access to public transportation
16. Condition of streets and sidewalks
17. Adequacy of street lighting
18. Availability of parking
19. Adequate flood drains and street maintenance
20. Sidewalk and street landscaping
21. The availability and quality of high speed Internet access (the City is involved

with utilities in this effort)

22. Adequate police services
23. Helpfulness, friendliness and responsiveness of staff at City hall, not including police and fire
24. Reliability and cost of water service
25. Parks and recreational services and programs
26. **[ASK IF USED PERMIT CENTER IN Q14]** The City's permit center staff and the process of getting a permit
27. The City's communications with the public in ALL forms, including pages in Auburn reporter, notices of hearings, Mayor's email updates, public access TV, etc.
28. The City's public access TV coverage
29. Major events produced by the City, such as Santa Parade, Shades of Summer, Bravo Series, 4<sup>th</sup> of July and Clean Sweep.
30. Opportunities for involvement in public decision-making, such as volunteer citizen committees, Parks Board, Tree Board, etc.

## **OVERALL SATISFACTION MEASUREMENT**

***[NOTE: USE TO CORRELATE AGAINST INDIVIDUAL SATISFACTION RATINGS FOR MEASURES OF "DERIVED IMPORTANCE" FOR EACH TYPE OF ACTIVITY OR SERVICE]***

31. Overall, how satisfied would you say you are with the City of Auburn in meeting the needs of residents, using the same 0-10 scale?
32. What is the most congested area you see in Auburn? **[READ]**
  1. Neighborhoods
  2. Major arterial streets like A,C or Auburn Way
  3. Highway 167 or highway 164

## **TAXES AND VALUE FOR THE DOLLAR**

33. The owner of a typical house in Auburn is assessed at \$300,000 would pay \$3,700 in total property taxes, of which the City would receive around \$816 per year. Thinking about your situation and the value of the entire City services that Auburn provides, how satisfied are you with the level of local taxes?

## **BUDGET PRIORITIES**

34. If you had an extra \$1 to spend in taxes, which of the following major areas of City services would you want it spent on? **[READ AND SELECT ONE]**
  1. Police
  2. Parks and recreation
  3. Roads
  4. Art & preservation of historic buildings
  5. Refused
  6. Don't know

35. If you were to pay \$1 less in taxes, what area of services would you recommend cutting back on first? **[READ AND SELECT ONE]**

1. Police
2. Parks and recreation
3. Roads
4. Art & preservation of historic buildings
5. Refused
6. Don't know

36. On a 0-10 scale, how likely would you be to approve paying up to an extra \$10 a month, or \$120 a year, in property taxes to repair major arterial streets including Auburn Way, A Street, M Street, I Street, and others, where 10 is "highly likely" and 0 is "not at all likely"?

### **COMMUNICATION WITH RESIDENTS**

37. What are the three most common ways that you find out information about the City? **[DON'T READ; SELECT UP TO 3]**

1. Their website
2. Newspaper articles in the Auburn Reporter
3. Mayor's weekly email broadcasts
4. Word of mouth (friends, neighbors, etc.)
5. Public Access TV, showing public meetings at City hall
6. Through City parks, recreational programs or community centers
7. During major events that are held like the 4<sup>th</sup> of July or Santa Parade
8. City meetings
9. Through your church or pastor
10. Other [SPECIFY]
11. Refused
12. Don't know

**[IF Q37 DID NOT MENTION MAYOR'S EMAIL LIST, ASK:]**

38. Are you on the Mayor's email list for weekly updates?

1. Yes
2. No
3. Refused
4. Don't know

## **AIDED AWARENESS OF CITY INCENTIVES AND CAMPAIGNS**

39. Before this survey, which of the following City programs were you aware of?

**[READ; SELECT UP TO 3]**

1. Programs that encourage recycling
2. Neighborhood improvement grants for individual communities within Auburn
3. Police volunteer program
4. Aware of all 3
5. Not aware of any
6. Refused
7. Don't know

## **DOWNTOWN VISITS**

40. How often have you visited Downtown Auburn in the last 12 months, for any reason?

**[RECORD TIMES]**

41. **[IF 0, ASK:]** What are the main reasons why you haven't made any visits? **[DON'T READ; LISTEN TO RESPONSE AND USE CODES OR ENTER VERBATIM COMMENT; ACCEPT UP TO 3]**

1. No good restaurants
2. No night life
3. Lack of selection of retailers
4. Concerns about safety in general
5. Concerns about drunks
6. Concerns about car thefts
7. No reason to go there
8. Other [SPECIFY]
9. Refused
10. Don't know

## **SUPPORT FOR CITY INITIATIVES**

I'd like to get your input on several questions facing City leaders right now. For each one I mention, please indicate your level of support, with a 0-10 scale where 10 means you "highly support" it and 0 means "do not support at all."

42. The proposed environmental park, including ½ mile of ponds and trails along Highway 167.

43. Building a community center at Les Gove Park.

44. Continuing the privately-funded economic redevelopment of Auburn's downtown.

45. If you had your choice, would you rather see public art exhibits or sculptures concentrated in the Downtown area or spread throughout the community, such as in the different neighborhood parks?

1. Concentrate the art in the Downtown
2. Spread the art throughout the different neighborhoods
3. Refused
4. Don't know

## **DEMOGRAPHICS**

I just have a few closing background questions to make sure that we are calling a broad base of local residents. Your individual answers will remain confidential.

46. How long have you lived in the City of Auburn? [**RECORD NUMBER OF YEARS**]

47. What is your age? [**RECORD NUMBER**]

48. Which of the following categories best describes your situation? [**READ, SELECT ONE**]

1. Married with dependent children
2. Married without dependent children
3. Unmarried or single with dependent children
4. Unmarried or single without dependent children
5. Other [**SPECIFY**]
6. Refused

49. Do you own or rent your home?

1. Own
2. Rent
3. Refused
4. Don't know

50. Which of the following general categories best describes your annual household income? [**READ**]

1. Less than \$35,000
2. \$35,000 to \$50,000
3. \$50,000 to \$74,000
4. \$75,000 to \$99,000
5. \$100,000 or more
6. Refused
7. Don't know

51. Are you a registered voter within the State of Washington?

1. Yes
2. No
3. Don't know
4. Refused

52. **[IF DO NOT CURRENTLY SUBSCRIBE TO MAYOR'S EMAIL LIST, ASK:]**

Are you interested in subscribing to the Mayor's weekly email broadcast?

1. Yes
2. No
3. Don't know
4. Refused

**[IF YES, ASK FOR EMAIL ADDRESS AND CONFIRM SPELLING]**

Thank you for taking the time out of your schedule to give us this information.

Post Code Gender:

1. Male
2. Female

POST CODE ZIPCODE

[Record Zip code]