



City of Auburn

**CITIZEN OPINIONS OF CITY
AND CITY GOVERNMENT**

June, 2009

ER
ELWAY RESEARCH, INC.



City of Auburn

Citizens' Opinions of City and City Government

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INTRODUCTION

This report summarizes the results of a telephone survey conducted by Elway Research for the City of Auburn. The survey interviewed Auburn residents about the quality of life in Auburn, priorities for the future, and the level of satisfaction with city government and city services. This is the fifth year that such a study has been conducted. Several adjustments were made in the survey for this year.

Specifically, the following subjects were addressed :

- Attitudes and perceptions regarding the overall quality of life in Auburn; and the individual areas of the natural environment, recreational and cultural opportunities, crime and safety, transportation, and job and economic opportunities.
- Satisfaction with City government in general, and in terms of its effectiveness, efficiency and accountability.
- Use of various City departments and services.
- Satisfaction with departments and services.
- Desire for additional services, and willingness to pay for more.
- Use of Downtown Auburn.

Demographic information was included in order to profile those with certain opinions.

This report includes Key Findings and a narrative summary of the findings, with analysis. The narrative is followed by annotated charts of the pertinent survey results. A complete set of cross-tabulation tables is presented in the appendix.

METHODS

SAMPLE:	500 adult heads of household in the City of Auburn were interviewed. Quotas for each neighborhood were established based on population estimates provided by the City. Voting precincts were used to approximate neighborhood boundaries.
TECHNIQUE:	Telephone Survey
FIELD DATES:	June 8 - 14, 2009
MARGIN OF ERROR:	±4.5% at the 95% confidence interval. That is, in theory, had all similarly qualified Auburn residents been interviewed, there is a 95% probability that the results would be within ±4.5% of the results in this survey.
DATA COLLECTION:	Calls were made during weekday evenings and weekend days. Trained, professional interviewers under supervision conducted all interviews. Up to four attempts were made to contact a head of household at each number in the sample before a substitute number was called. Questionnaires were edited for completeness, and a percentage of each interviewer's calls were re-called for verification.
OPEN-ENDED ITEMS	A number of the questions were open-ended, allowing the respondent to express answers in his/her own words. Responses to these items were recorded as close to verbatim as possible, then categorized and coded for analysis.
DATA WEIGHTING	The data were statistically weighted to more closely reflect the proportion of renters in the population. The findings presented in this report are based on this weighted data. The weights applied were: Home owners: 0.70 Renters: 3.28

It must be kept in mind that survey research cannot predict the future. Although great care was employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.

RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. This table presents a profile of the 500 respondents in the survey, using the weighted data.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

GENDER:	49% Male 51% Female
NEIGHBORHOOD:	13% North 26% South 8% SE/Chinook 5% West 14% Downtown 14% Lakeland 19% Lea Hill
AGE:	16% 18-34 13% 35-44 21% 45-54 17% 55-64 31% 65+
LENGTH OF RESIDENCE:	15% 0-1 Year 21% 2-5 Years 15% 6-10 Years 18% 11-20 Years 32% 20+ years
OWN / RENT:	59% Own 39% Rent
HOUSEHOLD TYPE:	32% Couple with children at home 35% Couple with no children at home 24% Single with no children at home 8% Single with children at home
ANNUAL HOUSEHOLD INCOME:	19% \$35,000 or less 16% Over \$35,000 to \$50,000 17% Over \$50,000 to \$74,000 11% \$75,000 to \$99,000 11% \$100,000 or more 27% No response

KEY FINDINGS

◆ Residents like living in Auburn:

- Half of respondents (49%) rated the overall quality of life in the city “highly” positive (8 -10 on a 0-10 point scale), up somewhat from previous years.
- Three times as many this year as last said they had no problems or concerns with living in Auburn (22%, compared to 8%.)
- 9 in 10 agreed that it was a “good place for families.”
- More than 4 in 5 felt safe - in Auburn generally, and, even more so, in their own neighborhood.
- All aspects of Quality of Life that were asked about directly were rated higher this year than last, except for Jobs and Economic Opportunities which held steady, even in an economic downturn.
- Nearly 2 in 3 respondents had visited Downtown Auburn 12 or more times within the past year.

◆ Natural environment still rated highest aspect of quality of life:

- 54% rated the Environment “high” (8–10) as in 2008, followed by Recreation and Cultural Opportunities (46%) and Crime and Safety (41%).

◆ The greatest quality of life improvements were in transportation.

- 39% rated this as “high” in 2009, vs. 11% last year.
- Half as many (23% vs. 50% in 2008) named transportation/traffic as one of their problems or concerns with Auburn.
- Only 27% would spend an extra tax \$1 on roads, down from 50% in 2008.

◆ Reviews of city government generally positive:

- 36% said that the City focused on the “right things;” and 32% said “wrong.”
- Just over half (53%) respondents were generally satisfied with the level of city services they received for the amount of taxes paid, with 30% at the high end of that scale (8-10 on a 0-10 scale).
- 6 in 10 said that their tax dollars were “well spent.”
- 55% said the city is “good” (45%) or “excellent” (10%) at keeping citizens informed.
- 2 in 3 were generally satisfied with the result of any contact with city staff.
- 68% saw city government as “mostly” (55%) or “very effective” (11%)
- 64% saw city government as “mostly” (53%) or “very efficient” (11%)

- 62% saw city government as “very”(19%) or “somewhat accountable” (43%).
- Just under half said that Auburn was “good” (37%) “excellent”(9%) at involving residents in decisions.

◆ **Police, Parks and Water were “star” services:**

- Each of these departments were rated above average for importance and performance scores (compared to other departments).
- Community Events also earned high grades, although this area was relatively less important.
- Parks, Arts and Recreation (including Community Centers) was by far the most used department (53% within the past 12 months).
- If respondents were to spend an extra \$1.00 in taxes, most would be inclined to spend it on police.
- If there were to be a \$1.00 decrease in taxes, fewer would take it from police than from any of the other programs queried.
- Police volunteer programs were the programs with the most increased awareness (44% were aware, up from 24% last year).

◆ **Street conditions and maintenance scored as “imperatives”:**

- These were the two services that scored above average in importance, but below average in performance.
- Their “grades” were C+/B-; 2.4 and 2.6, respectively, on a 0-4 scale.

◆ **Arterial street repair was the funding option with the highest proportion of support:**

- Just over half said they would support funding arterial street repair, followed by 48% for “continuing the economic development of downtown.”
- Both had higher levels of support than there was for an environment park and continuing investment in the Les Gove Campus.

SUMMARY

OVERALL QUALITY OF LIFE MEASURES HIGHER

The perception of the Overall Quality of Life in Auburn was up from 2008:

- 49% rated the Quality of Life as “high” (8-10 on a 0-10 scale), compared to 42% last year;
- 46% rated the Quality of Life “moderately” (4-7) on the scale; while only 4% rated it “low” (0-3).

Last year had been similar to the years before, indicating that 2009 made a break with all previous years.

Lower income residents and younger respondents were somewhat less inclined to give Auburn's Quality of Life a “high” rating:

- 40% of those making under \$50,000 did so, compared to 50% of those with higher incomes.
- 41% of those under 45 years of age gave a “high” rating, vs. 56% of respondents 65 years or older.

A Quarter Said “No Concerns”

In keeping with this level of satisfaction, concerns decreased from 2008:

- Three times as many this year as last said they had no problems or concerns with living in Auburn (22%, compared to 8% in 2008.)
- Half as many (23% vs. 50%) were concerned with transportation/traffic.

Concerns about crime and safety were up somewhat from 2008, and as were mentions of growth/land use/zoning:

- 25% brought up crime/safety, vs. 16% last year;
- 14% mentioned growth, land use and/or zoning as a problem or concern, up very slightly from 10%.

All other issues were similar to last year, and were mentioned by fewer than 10% each.

Atmosphere and Location Most Appreciated Attributes

What respondents most liked about living in Auburn was most often described as:

- The atmosphere (28%- up slightly from 22% in 2008); and
- The location (16%, up from 8%).

A few specifics were mentioned by half as many as last year:

8% said “sense of community,” compared to 16% in 2008; and
7% said “size,” down from 17%.

In addition, this year:

8% said “public service,” twice the rate of 2008’s 4%;
6% said “the economy,” up from 2%; and
5% said “the physical environment,” similar to last year.

Most Aspects of Life Quality Also Up in Structured Ratings

All aspects of Quality of Life that were asked about directly were rated higher this year than last, except for Jobs and Economic Opportunities. This is not surprising, given the economic situation. Indeed, it is notable that this economic measure did not fall in Auburn.

Overall, only 1 in 8 or fewer rated any specific aspect of quality of life as “low.” Most likely to be rated “high” (8–10) were, as in 2008:

- The Natural Environment (54% gave a “high” rating, up from 46%.)
- Recreation and Cultural Opportunities (46%, same as 44% last year.)

Not far behind were:

- Crime and safety, 41% “high,” up from 34% in 2008.
- Transportation, with the greatest improvement in all the structured ratings of quality of life:
39% of respondents rated this as “high,”
43% moderate, and
12% low; compared to last year’s
11% “high,” 55% “moderate” and 32% “low.”

At the bottom of the list was “Jobs and Economic Opportunities”:

15% this year and 16% last year rated this “high.”
51% and 54% gave it a moderate rating.

It is notable that a large percentage had no opinion about jobs and economics (22% this year and 17% last year.) This was particularly true of the oldest respondents, who are probably out of the job market:

47% of respondents age 65+ could not rate jobs/economy, vs.
25% of those under age 65.

It is notable that when queried specifically, “the Natural Environment” was the highest rated Quality of Life aspect, but relatively respondents few mentioned it on their own when asked what they like most about living in Auburn. In addition, the ratings for Natural Environment and Crime and Safety proved to have the highest positive correlation with overall the Quality of Life rating, followed by Transportation. Recreational/Cultural Opportunities and Job and Economic Opportunities did not enter into the equation.

This suggests that knowing how a respondent rated Crime and Safety, the Environment, and Transportation would be the best way to predict how s/he would rate Overall Quality of Life. Ratings on the other two factors do not add to predictive ability.

“Good Place for Families” Continues

Related to safety, recreation and atmosphere ratings, this year and last, a great majority of respondents agreed that Auburn was a “good place for families.” Both years were improvements over previous surveys:

89% agreed this year (46% “strongly”). This was equivalent to 90% in 2008 (44% strongly), and compares to 80% in 2007 (31% strongly), 85% in 2006 (39%), and 80% in 2005 (31%).

Majority Feel Safe

More than 4 in 5 feel safe in Auburn, particularly in their own neighborhood:¹

84% agreed that they felt safe in their own neighborhood, including 43% who “strongly” agreed
82% felt safe in Auburn in general
37% “strongly agreed.”

The wealthiest were most inclined to feel safe:

54% of those with over \$75,000 in income “strongly agreed” that they felt safe in their neighborhood, vs. 39% of others; and 49% vs. 30% “strongly agreed” that they felt safe in Auburn in general.

The neighborhoods where the highest proportion felt safe were:

- Lakeland (64% “strongly agreed”); and
- West Auburn (51%).

Even neighborhoods with the lowest scores were thought safe by majorities there:

34% of South Auburn residents “strongly agreed” that they felt safe, plus 35% somewhat;
37% and 52% of Downtown residents said the same.

¹ This question was not asked in previous years.

Downtown Visitation Stayed Steady

Six in 10 respondents (61%) said they had visited Downtown Auburn 12 times or more in the past 12 months, essentially the same as last year. Only 4% had not been downtown at all in the past year. Most others had visited 1 to 4 times (17%).

Frequency of downtown visits went up with income, and was highest among the middle age groups. Those who visited 12+ times included:

- 69% with incomes of over \$75,000; compared to
- 62% of \$50-75,000 income households, and
- 56% with incomes of under \$50,000.

- 67% of those between the ages of 35 and 64, vs.
- 47% of those under 35, and
- 58% of those over 65.

Those who had not visited at all explained that there was “no shopping downtown” (6 comments), that they were generally housebound (6 comments), or that they were “not interested” (3). A few other reasons were given by only one respondent, including parking problems, it was not safe, and that they were “too old.”

OPINIONS SPLIT ON GOVERNMENT FOCUS

Respondents were asked a series of questions about the opinion of City Government, starting with how much they, themselves, pay attention to it.

- 52% paid at least some attention to Auburn City Government, including ²
- 17% who said they paid “a lot of attention;” and
- 35% who said “some.”

The propensity to pay “a lot” of attention went up with age and years of residence, including:

- 28% of those age 65+, vs.
- 7% of those under 45; and.
- 27% of those who have lived in Auburn 20+ years, compared to
- 7% of residents of fewer than 6 years.

When asked about the performance of City government, respondents were evenly split on whether the focus was appropriate:

- 36% said that the City focused on the “right things;”
- 32% said “wrong things;” and
- 32% did not know.

Respondents who had previously said that they paid “almost no attention” to city government were consistent in having no opinion about its focus (61%).

² The next several questions about City Government were not asked in previous years.

Those who paid “a lot of attention” were split between thinking that the City focus was “right” (41%) and “wrong” (40%).

Among those with an opinion on city government’s focus, the most variation occurred between neighborhoods. Those more inclined to say the city was focused on the “right” rather than the “wrong” things were from:

- Southeast Auburn (47% “right” vs. 22% “wrong”);
- Lea Hill (42% vs. 28%);
- Lakeland (40% vs. 27%); and
- West Auburn (35% vs. 26%).

More likely to say “wrong” than “right focus” were residents of:

- North Auburn (36% said “wrong,” vs. 25% “right”); and
- Downtown (35% vs. 26%).

Asked for examples of being focused on the wrong things, respondents were most likely to cite:

- Crime/Public Safety (16% of all who said the City’s focus was wrong);
- Inefficient government (14%); and
- Downtown growth (8%).

The “right focuses” most often mentioned were:

- Road and street improvements (17% of all who said the focus was right);
- Downtown revitalization (14%);
- The government/mayor in general (13%); and
- The low crime rate (13%).

City Government Mostly Efficient, Effective, Accountable

In new questions this year aimed at general impressions of city government, majorities of respondents said that City government was effective, efficient, and accountable, although not usually to the utmost degree.

- 68% rated it effective (13% “very”; 55% “somewhat”);
- 64% rated it “efficient” (11% and 53%); and
- 62% rated it “accountable” (19% and 43%).

One of the few consistent patterns in these data was related to years of residence. However, it is notable how many residents of multiple years could not answer this series of questions. For example,

- 16% of 2-19 year residents said “do not know” about both effectiveness and efficiency, compared to 7% and 13% of those who had lived here 20+ years.

- 17% of residents of 2-19 years said “do not know” about accountability; vs. 11% of 20+ year residents.

POLICE, PARKS MOST HIGHLY-RATED SERVICES

Parks Used by Most Residents

The Parks and Recreation Department was used significantly more than any other city service, and usage increased notably from last year.

53% of respondents said they had used the Parks, Arts and Recreation Department (including Community Centers) in the past 12 months.

This was an increase from 38% in 2008.

32% used Utility billing, “such as to discuss a water or sewer bill,” up slightly from 26%.

25% used Police service and patrols, an increase from 18%;

15% Finance and Utilities, up from 9%; and

14% the Public Work’s Office, equivalent to last year’s 12%.

All other departments were used by 10% or fewer, similar to in 2008. This included the Mayor’s office (10%), the Permit Center (9%), Planning and Community Development (8%), and Administrative services (7%).

There were variations in service usages. Some more typically users were:

- Parks/Recreation services:
 - 69% of those ages 45 to 54;
 - 60% of those with children at home;
 - 65% who live in the Southeast; and
 - 63% in Lakeland.
- Police services/patrols:
 - 38% of 35–44 year olds;
 - 35% of renters;
 - 32% of men (compared to 19% of women); and
 - 31% of South Auburn residents.

Relatively few respondents used any public transportation, although use of regional transportation between cities increased slightly from 2008:

18% used regional public transit, up from 13%; while

14% used public transit of any kind at least once a month for trips inside Auburn (equivalent to 12% last year).

Most likely to ride either were those under age 35 and renters:

23% under 35 used public transit inside Auburn in the past month vs.

13% of those over 45 years old.

24% of renters used public transit inside Auburn monthly, vs.

8% of home owners.

26% of renters used regional transit, compared to

12% of home owners.

Police and Water Most Important

When asked to rate the importance of a list of city services on a scale of [0] “not important to you” to [10] “very important to you,” the top-rated services were:

- Police, with an average rating of 8.5 among those who gave ratings. Some 78% of respondents said “high” importance (8-10 on the scale), with 48% rating it an absolute “10”.
- The reliability and cost of water service, with an 8.1 average; 72% rated it of “high” importance (8-10).

Additional services rated highly (8–10) in importance by a majority were:

- The condition of streets (63% high, 7.5 average);
- Street maintenance (62%, 7.6);
- Parks and recreation services and programs (61%, 7.6);
- The condition of sidewalks (55%, 7.2);
- The availability of high speed internet access (54%, 7.0);
- The availability of parking (51%, 7.0).

Between a third and half gave “high” importance ratings to:

- Community events produced by the city (46% “high,” 6.9 average);
- Sidewalk and street landscaping (41%, 6.6);
- Access to public transportation (36%, 5.5).

Almost as many called public transportation “low” in importance (30% rated it 0-3, the most “low” ratings of any of the services tested.)

Lowest in importance was the Permit Center Staff and Process, with only of 27% respondents rating it “high.” Among those who gave a rating, the average score was 5.6.

Fewer than 1 in 5 could think of any additional services that they wished the City would provide. Most often mentioned was more police services (13 respondents, or 3% of the total). Other mentions included: children’s activities (11 respondents), school improvements (6), more parks/ recreation (6), senior programs (5), better access to city hall (4), downtown improvements (4), handicapped services (4), and Medicare (4).

Police, Parks and Community Events Earn Highest Grades

When asked to grade the same City services on a grading scale of “Excellent” (A), Good (B), Satisfactory (C), Unsatisfactory (D) to Failing (F), the highest grades went to:

- “Police Services” – 38% said “A,” with a “grade point average” of 3.0;
- “Community Events Produced by the City” (37% and 3.1);
- “Parks & Recreation Services and Programs” (36% and 3.1 average).

Just over 1 in 4 gave “A’s” to:

- The availability of high speed internet access (29%, with a 2.9 average, although 21% had no opinion.)
- The reliability and cost of water service (28%, 2.9 average); and
- Access to public transportation (26%, 2.8 average).

Fewer than 1 in 5 gave “A’s” to:

- The availability of parking (18%, 2.6 average);
- The condition of sidewalks (16%, 2.6 average);
- Street maintenance (15%, 2.6 average); and
- Sidewalk and street landscaping (15%, 2.6 average).

The lowest grades went to:

- The permit center staff and process: 13% said “A,” but 41% had no opinion. Among those who gave a rating, the average was 2.6.
- The condition of the streets (12% said “A,” with a 2.4 average, the lowest.)

Police, Water, Parks Rated City “Stars”

A quadrant analysis was used to explore the relationship between importance and performance. This chart simultaneously indicates the average importance and performance scores for each service. It then displays the position of each service relative to all the other services on both dimensions: importance and performance.

It is important to note that none of the services were rates as *unimportant* – importance ratings averaged from 5.5 to 8.5 on the 0-10 scale. Similarly, the “grade point averages” for performance ranged from 2.4 to 3.0 on the 0-4 scale. The quadrants, therefore show the departments’ *relative* positions, around the overall averages for importance and performance. The lines dividing the quadrants on the chart are the average scores for all services.

“Stars” are services which scored above average for both importance and city performance. These were:

- Police Services, Water Service, and Parks & Recreation;

“Successes” are services which scored above average for performance, but below average on importance.

- Internet Access and Major Community Events were on the border between “stars” and “successes.” These two services performance grades were above average, but they were just average or slightly below in importance.
- To a lesser degree Public Transportation was also a “Success.” Performance was about average, but importance was below average.

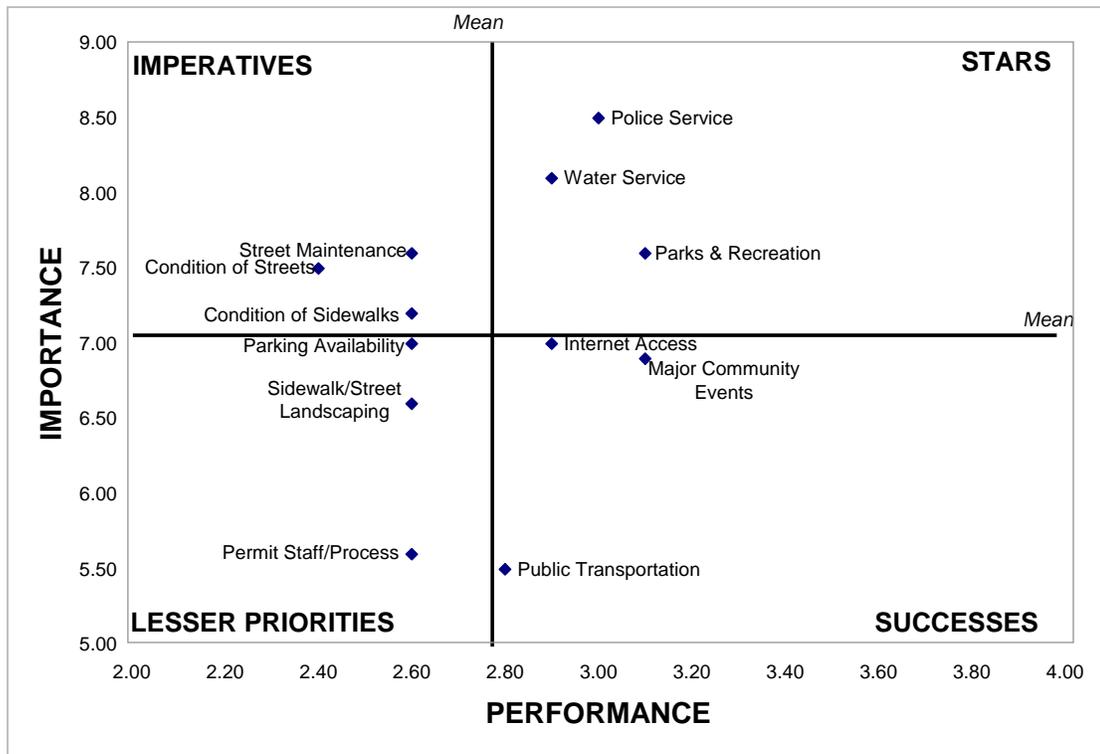
“Imperatives” are services rated high in importance, but below average for city performance. These were:

- Street Maintenance and the Condition of Streets;
- The Condition of Sidewalks

“*Lesser Priorities*” are services which were rated lower in importance and performance than the average. These were:

- Parking Availability (just below the average score for importance);
- Sidewalk and Street Landscaping; and
- Permit Staff and Process.

CITY SERVICES BY IMPORTANCE, PERFORMANCE



This chart plots the average score for importance and performance for each service. The quadrants are created using the overall average rating for all services for each measure.

Increase Police; Cut Preservation

As another way to prioritize city services, respondents were asked how they would spend an additional \$1.00 in taxes and where they would cut if they could save \$1.00 in taxes.

Respondents would be most inclined to spend an extra dollar on police and least likely to take it from police. The saved \$1.00 most often would come from “art and historic building preservation.” This is a shift from last year, when any increase was chosen to go to roads:

39% would spend an extra \$1 on police, up from 27% last year.

27% would spend it on roads, down from 50% last year.

50% would take \$1 from the Preservation of Historic Buildings and Art, if a decrease were possible, similar to 55% in 2008.

Support for spending on police over roads was highest among those with the lowest income. The highest income respondents split their preference:

- Among those with under \$50,000 in yearly income, 45% would spend any extra \$1 on police, and 20% on roads.
- Among those with \$75,000+, it was 36% and 34%, respectively.

Awareness of Newer Services

Respondents were asked if they were aware of three additional programs, not included in the rating list:

- Respondents were most aware of programs “that encourage recycling” (72%, up slightly from 67% last year).
- Police volunteer programs registered a significant increase in awareness from last year (44%, up from 24%).
- Least known were still “neighborhood improvement grants for individual communities” (24%, equivalent to 21% last year).

The greatest single demographic difference was awareness of police volunteer programs among income categories:

56% of those with household incomes of \$75,000+ were aware, vs. 47% with \$50,000 to \$75,000, and 35% with under \$50,000 in household income.

Homeowners were more aware than renters of all three programs:

76% vs. 67% were of the recycling program;
50% vs. 36% police volunteer program; and
26% vs. 21% neighborhood improvement grants.

For 2 of 3 programs, awareness was lowest among those under 35:

54% of those under age 35 were aware of recycling programs vs. 75% of those over age 35, and
31% were aware of police volunteer programs, vs.,
47% of those older.

Service for Tax Satisfaction Mostly Moderate

Overall, respondents were moderately satisfied with the level of city services for the amount of taxes paid. Although the proportion “highly satisfied” (8-10) was up slightly from last year – from 25% to 30% – the average on the 0-10 scale was 5.5, down slightly from 5.8 last year. And nearly half of respondents (46%) placed themselves between 4-7 on the 0-10 scale. These differences are not statistically significant and thus could be random variation.

This level of satisfaction did not vary with income, nor was there any measurable geographic variation. The only difference pattern was that:

37% of those with children in the household were highly satisfied, vs.;
26% of those in childless households.

At the very end of the survey, 59% said their tax dollars were “well spent” in Auburn; 26% said “not well spent” and 15% were not sure.

The most recent arrivals (79% of those who lived in Auburn one year or less) were most likely to say that the tax dollars were well spent. This compared to 56% of residents of two years or longer.

2 IN 3 SATISFIED WITH CITY CONTACT

One third of these respondents (34%) had contacted the city in the past year, usually by phone (54% of contacts). A third of contacts were in person (36%).

Contacts were most typically with:

- The police (24% of contacts, or 8% of all respondents);
- The mayor’s office (21% of contacts, or 7% of all respondents); and
- Utilities/water department (14% and 5%).

Two of three (66%) of those who had contact said that they were “generally satisfied” with the result. Nearly a third (30%) were dissatisfied and 4% could not say.

The number of contacts per department was too low to report out “satisfaction percentages” for individual departments. However, every department had at least as many people satisfied as dissatisfied. The percentages for the most frequently contacted departments were:

- The Mayor’s office – 26 out of 36 contacts satisfied, or 72%;
- Police – 23 out of 40, or 60%; and
- Utilities/Water Department—11 out of 22, or 50%.

SPECIFIC PROPOSALS

Respondents were asked about four specific proposals for potential city projects. They were asked to indicate their level of support or opposition on a 6-point scale from “strongly support” to “strongly oppose.” Specific dollar amounts were not attached. These four issues had been included in previous surveys, although some were presented somewhat differently this year.

Arterial Street Repair

Arterial street repair was approached in two different places in the questionnaire. First, respondents were asked how likely they were 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.”

Likelihood to approve was slightly higher than last year but was still not at a

level that indicated sufficient support to pass a tax increase. Although the difference is not statistically significant, any increase is notable in the current economy:

42% were on the “support side” of the 10-point scale, with 27% registering strong support (8-10 on the 0–10 scale). Last year, 36% were on the “support side,” with 23% registering strong support.

Likelihood to support the proposal this year went up with income, from 25% with under \$50,000 a year in household income scoring 8-10 to 36% of those with over \$75,000.

Later in the interview, in a question about “spending taxpayer dollars,” but with no specific dollar amounts attached, nor any tax increases proposed,

53% said they “support” (including 31% “strongly”) “Funding arterial street repair – such as A Street, I Street, M Streets and Auburn Way.”

Another 18% voiced “mild support.”

Support was fairly even among categories of respondents for this proposal.

Downtown Development

The second most popular of the four proposals that were asked about in terms of undisclosed “taxpayer’s dollars” was “continuing the economic redevelopment of Auburn’s downtown.” Overall,

48% were inclined to support spending tax dollars on here, including 29% who “strongly favored” doing so.

Support varied geographically:

- Support was highest in Lakeland (72% “support” or “strong support”), and
- Lowest in Southeast Auburn (38%).

Environmental Park and Les Gove Campus

The other projects tested, again with no dollar amounts, were:

- “An environmental park, including a half mile of ponds and trails along Highway 167.” It was supported by 38% including 24% who said “strongly.”
- Support for the environmental park varied, including:
 - 52% of those under age 45, vs.
 - 36% of 45–64 year olds, and
 - 28% of those 65+.
 - 46% with children in the household, vs.
 - 32% without.
 - 46% of West Auburn residents, compared to
 - 21% in the Southeast.
- Support for continuing investment in the Les Gove Campus was even lower: 40% supported this expenditure, including 15% “strongly” supporting. 64% of West Auburn residents “supported” or “strongly supported;” as did 49% of parents with children at home.

CITY GOOD/FAIR AT INFORMING & INVOLVING

Auburn got generally positive marks for keeping citizens informed, and involving citizens in city government decisions. Three-quarters of respondents said either “good” or “only fair,” however, resulting in a muted overall rating. For “keeping citizens informed about what is happening in city government:”

- 10% rated the city as Excellent;
- 45% “Good”
- 29% “Only Fair”; and
- 10% said “Poor.”

For “keeping citizens informed and involved:”

- 9% rated the city as Excellent;
- 37% “Good”
- 29% “Only Fair”; and
- 11% said “Poor.”

Half Get Information from Newspaper

Almost all of the tested sources of information about City government were said to be helpful by more respondents this year than last, including:

- The newspaper (47% of respondents, up from 41% last year). This was usually the Reporter (36%) and the Seattle Times (6%);
- City mailings (36%, up from 27%);
- “Word of mouth” (35%, from 24%);
- The website (33%, from 19%, the largest increase);
- Public Access TV (26%, from 17%);
- Signs and banners around the city (24%, from 14%);
- Through City parks, recreational programs or community events (20%, from 11%);
- During major events like the 4th of July, Kidsday, or the Veterans’ Day Parade (17% from 6%).

Significantly fewer rated as helpful: City meetings (8%), the Mayor’s weekly email broadcasts (7%) and/or neighborhood meetings (7%). These impressions of meetings and the Mayor’s emails did not change from 2008, but “neighborhood meetings” was up from zero.

In a follow-up question, another 11% confirmed that they were on the Mayor’s email list, for a total of 17% on that list. Of those on the list, 39% said that the emails were helpful sources of government information.

The differences in information sources were most notable above and below age 35:

- 50% of those 35+ said “newspaper,” vs. 32% of younger respondents.
- 50% under 35 said “website,” compared to 29% of those older.

Recycling Still Most Known; Police Volunteers Gaining

When asked about their awareness of programs that had not been rated:

- Respondents were most aware of those “that encourage recycling” (72%, up slightly from last year’s 67%).
- Police volunteer programs registered a significant increase in awareness (44%, up from 24%).
- Least known were still “neighborhood improvement grants for individual communities” (24%, equivalent to last year’s 21%).

For two of the three programs, awareness was lowest among those under 35: 54% of this age category were aware of recycling programs, and 31% were aware of police volunteer programs.

The greatest single demographic differences were found in the awareness of police volunteer programs among income categories:

56% of those with household incomes of \$75,000+ were aware, vs. 47% with \$50,000 to \$75,000, and 35% with under \$50,000 in household income.

DISCUSSION

The City of Auburn is in an enviable position in many respects. Residents are satisfied with life there and most key measurements have improved from last year.

For all the positive ratings of quality of life, impression of the City government could be better. However, compared with other Washington cities, Auburn is in the middle ranges of measures for value of tax dollars spent, effectiveness, efficiency, accountability and focus. Cities with higher scores have tended to have a wealthier citizen base.

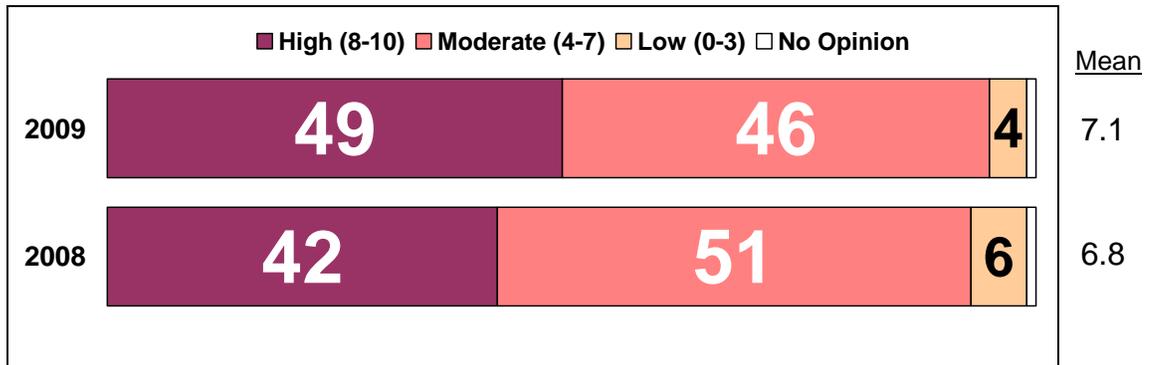
These respondents gave several indications that improvements are most needed in street repair and conditions. They were inconsistent in their willingness to pay more for such repairs and maintenance. It is clear, though, that roads are in line before parks and landscaping.

Citizens everywhere place the highest importance on police and other safety measures. Auburn scored well in satisfaction with police; still, respondents would be most likely to spend any extra dollars there. Citizen evaluation of funds raised/spent elsewhere probably need to be justified in light of not taking from police services.



FINDINGS

Perception of Overall Quality of Life Up Slightly



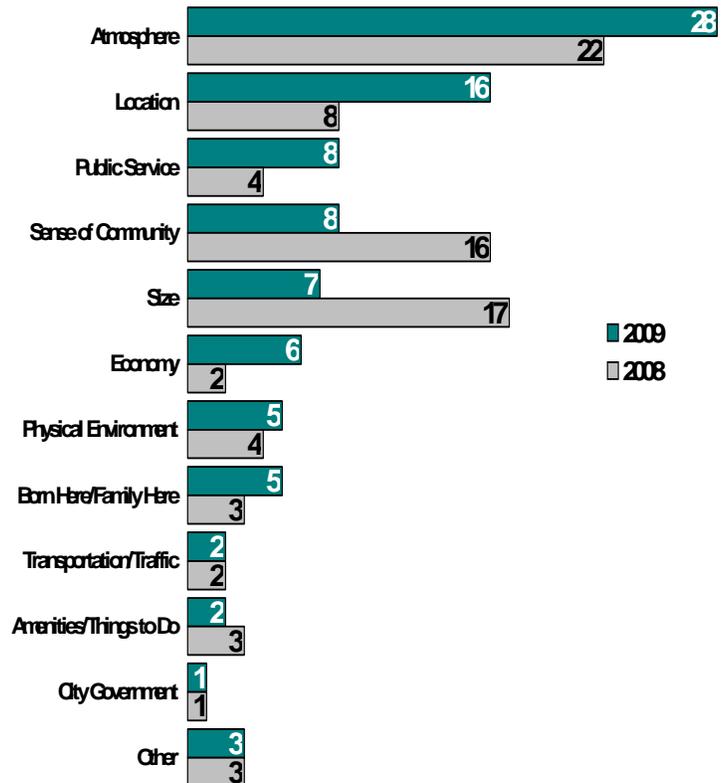
Question 3: Overall, how would you rate the quality of life in Auburn? Please give a rating on a scale of zero to 10, where 10 means you think the city has an “excellent” quality of life, a “0” means it has a “poor” quality of life. A rating of 5 is in the middle.

◆ **Fewer lower income and younger residents gave the Quality of Life a “high” rating:**

- 40% of those making under \$50,000 said “high”, compared to 50% of those with higher incomes.
- 41% of those under 45 years of age gave a “high” rating, 56% of respondents 65 years or older.

Atmosphere in Auburn is “Liked Most”

Atmosphere	28
“Atmosphere” (Urban / Small City)	6
Quiet / Peaceful	12
“Nice” Area / Neighborhood	6
Comfortable / Slower Pace	2
Safety / No Crime	2
Freedom / Liberal Atmosphere	1
Location	16
Location/Convenience/Proximity	12
Proximity to Recreation	1
Proximity To Seattle/Other Cities	3
Other LOCATION	1
Public Services	8
Public Services	1
Schools / Education	3
Parks & Recreation	4
Police & Fire	1
Sense of Community	8
Sense of Community	3
Friendly People	4
Not Overpopulated	1
Diverse Population	<1
Size	7
Size (“Right Size”)	1
Not Too Big	<1
Small	6
Other SIZE	<1
Economy	6
My Job is here / Live close to work	4
Cost of Living / Affordable	2
Housing	1
Physical Environment	5
“Physical surroundings”	2
Scenic beauty	1
Clean	2
Water (Bay, Lakes, Rivers)	1
Environmentally Conscious/Green	<1
Born Here / Family Here	5
Born here/Never lived elsewhere	2
Family is here/Friends	2
Transportation / Traffic	2
Transportation is convenient	1
Traffic not bad / Not congested	1
Pedestrian Friendly/Can Walk	<1
Roads / Streets / Highways	<1
Amenities / Things to do	2
Variety of things to do	1
Cultural (Theater, museums, etc)	<1
Shopping/Businesses	1
Other AMENITIES (Non-Govt)	<1
Non-Specific	2
Climate /Weather Impact –Flooding	2
City Government	<1
“City Government” (non-specific)	<1
Runs Well	<1
Everything	<1
Nothing	3
Other	1
DK/NA	6

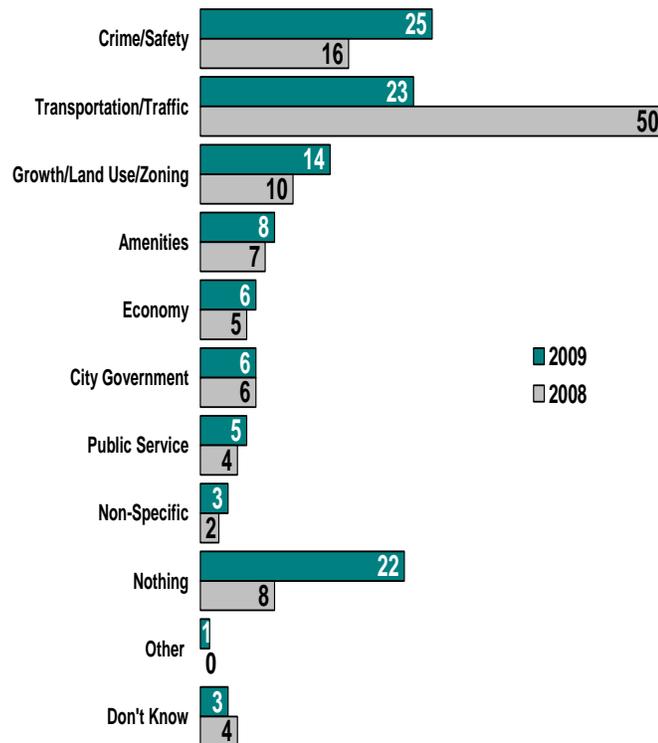


Question 4: What do you like most about living in Auburn?

- ◆ **Location was mentioned as what they liked most by Lakeland and least by Lea Hill residents (28% vs. 9%).**

Fewer Mentions of Problems or Issues

Crime / Safety	25
Crime / Public Safety	17
Drug Control	5
Police Department/Services	3
Traffic / Transportation	23
Traffic Congestion	11
Street Repairs / Sidewalks	10
Mass Transit	<1
Parking	1
Other traffic/transp	1
Growth / Land Use / Zoning	14
Annexation	1
City Image / Keeping Rural	2
High-Density Development	<1
Downtown Dev//Redev	6
Park Place Project	1
Property/Zoning Restrictions	<1
Too Much Growth/Crowding	3
Convenient/Easy Access	1
Amenities	8
Lack of Arts/Culture	<1
No Recreation/Activities	2
No Shopping / Restaurants	4
City Appearance / Clean Up	1
Other AMENITIES	1
Economy	6
The Economy	<1
Lack of Busin, Economic Activity	1
Lack of Jobs	2
Cost of living is high	2
Housing Costs	1
City Government	6
City Leadership/Direction/Focus	3
Money Is Handled Poorly	<1
Poor Commun/Doesn't Listen	<1
Taxes	2
Other City Govt	1
Non-Specific	5
Gambling / Casinos / Fireworks	2
Racism / Discrimination	<1
Poverty / Homelessness	2
Public Services	3
Lack of Public Services	<1
Schools Are Poor / Need Funding	1
Other PUBLIC SERVICES	1
Everything	<1
Nothing	22
Other	1
Don't Know	3



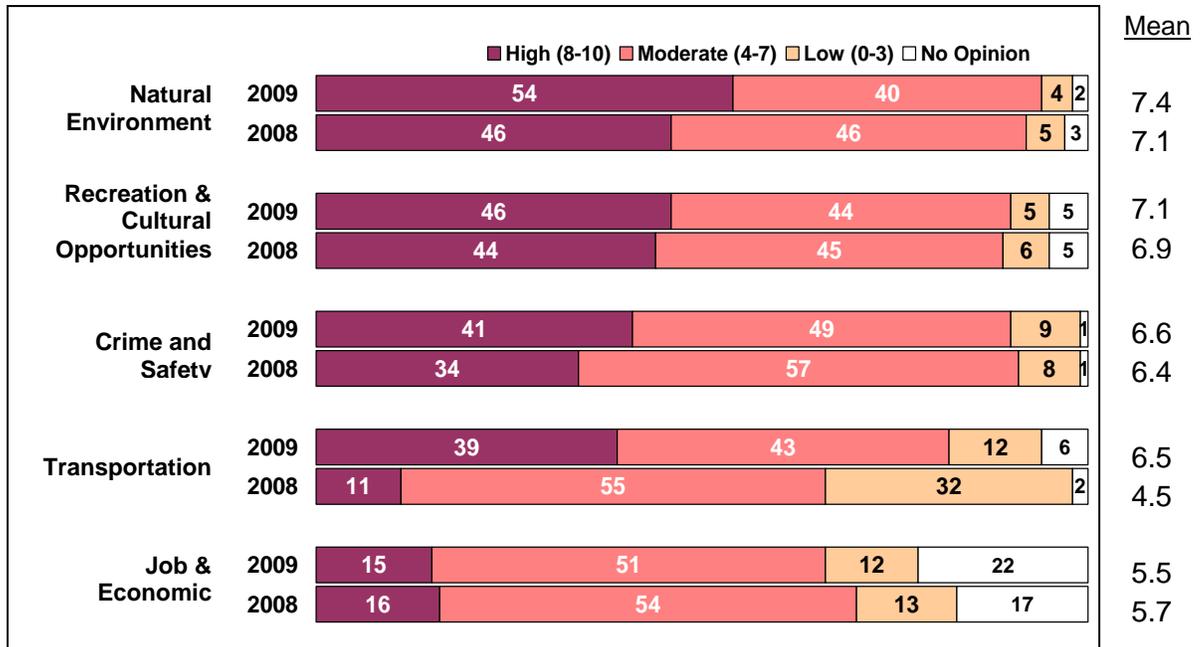
Question 5: What would you say are some problems or issues that concern you about living in Auburn?

- ◆ **Crime and Safety were more often said to be problems by younger people and renters:**
 - 30% of those under 45 years old gave Crime and Safety as their highest stated problem vs. 18% of respondents 65 or older.
 - 30% of renters said Crime and Safety was a problem vs. 22% of home owners.

- ◆ **Traffic and Transportation was stated as more of a problem among higher income households, home owners, residents of 2 or more years and respondents living in Lakeland and Southeast. This included:**
 - 31% of households with incomes of \$75,000 or more vs. 15% of residents with incomes of \$50,000 or less.
 - 27% of home owners vs. 16% of renters.
 - 35% of Southeast and 31% of Lakeland residents vs. 16% of Lea Hill residents.
 - 25% of respondents living in Auburn 2 or more years vs. 11% residents 0-1 years.

- ◆ **Females were twice as likely as males to say Growth, Land Use and Zoning were problems (18% vs. 9%).**

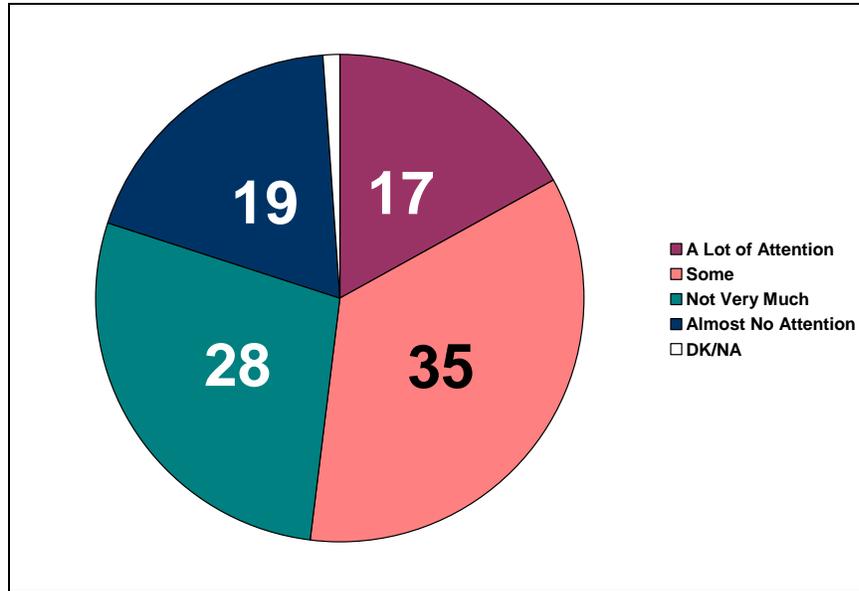
Transportation was the Greatest Quality of Life Improvement in 2009



Question 6: 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."

- ◆ **The natural environment was rated higher by middle income respondents:**
 - 66% with incomes \$50-75,000 rated it "high", vs. 51% \$75,000+, and 49% \$50,000 or less.
- ◆ **Crime and safety was rated "low" by twice as many men as women (12% vs. 6%)**
- ◆ **Transportation was rated "high" by 59% of North area residents vs. 28% in West/Green and 29% of Lakeland residents.**
- ◆ **Almost half of older respondents were not able to rate Jobs and Economy. Those with no children in the household or who lived in Auburn longer were less likely to rate it high:**
 - 47% of respondents age 65+ did not rate Jobs/Economy, vs.; 25% of those under age 65.
 - 10% of households with no children rated Jobs/Economy "high", vs.; 22% of those with children.
 - 23% of residents of 5 years or less rated "high", vs.; 10% of those living in Auburn 6 years or more.

Half of Respondents Pay at Least “Some” Attention to Auburn City Government

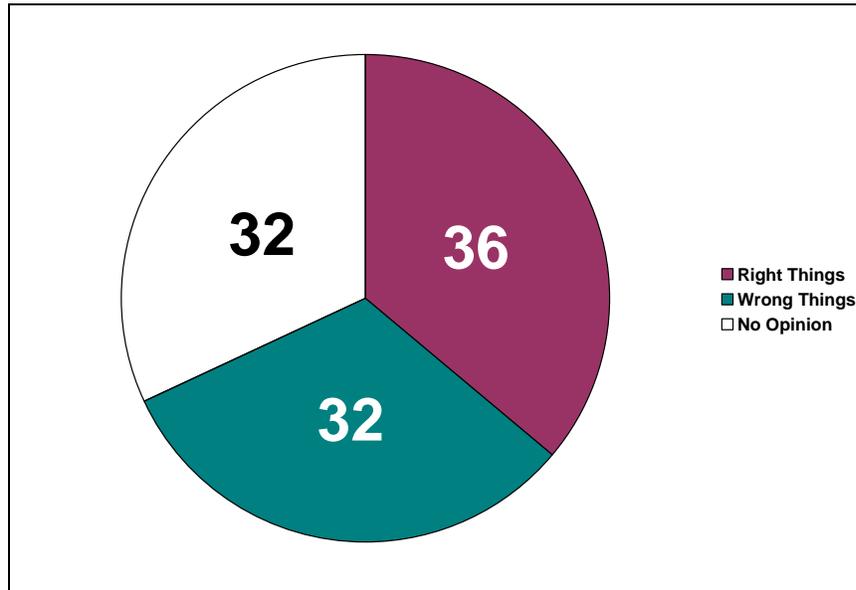


Question 7: Let's talk about the City Government. First, in general, how much attention would you say you pay to Auburn City government? Would you say you pay...?

- ◆ **Respondents who pay “a lot” of attention went up with age and length of residence in Auburn:**
 - 28% of those age 65+ said "a lot," vs. 7% of those under 45.
 - 27% of those who have lived in Auburn 20+ years, said "a lot," compared to 7% of residents of 0-5 years.

- ◆ **The respondents who paid “almost no attention” were more likely to be male, under 35 years old and renters, including:**
 - 24% of males vs. 14% of females.
 - 39% age 18-34 vs. 15% 35 or older.
 - 26% of renters vs. 14% of home owners.

Split Over City Government Focus

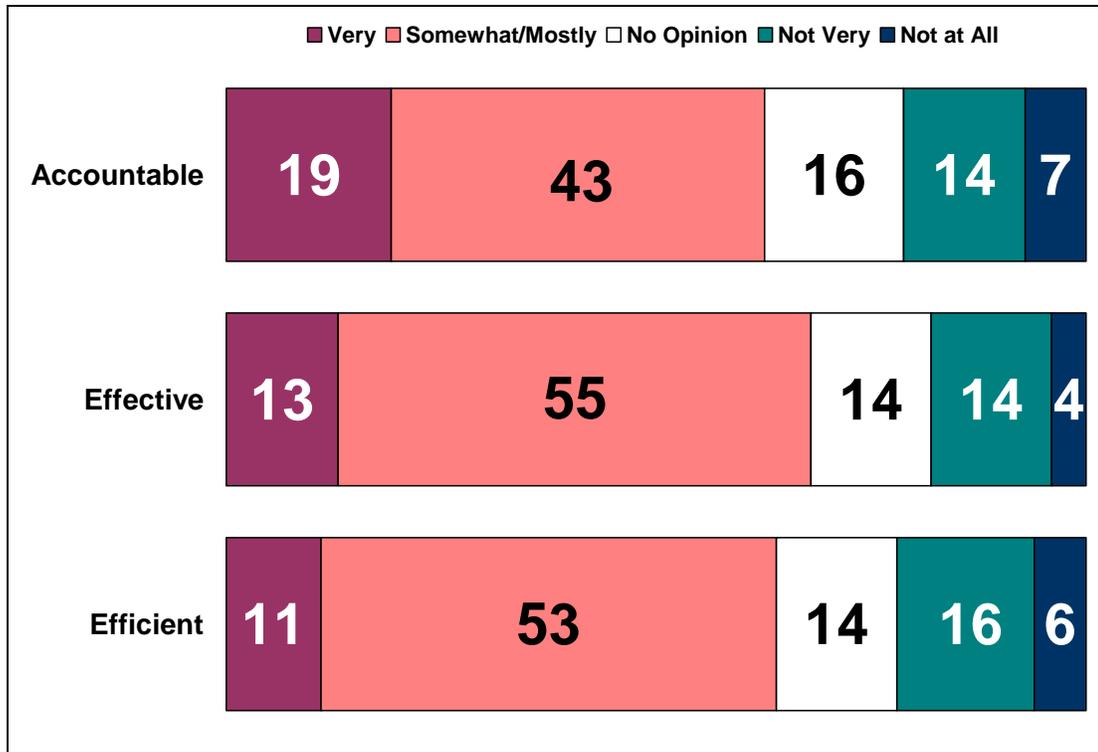


Question 8: In your opinion, is the Auburn City government focused on the right things? Or does it spend too much time on things it should not be doing? Question 8.1/8.2: What would you say is an example of that (Wrong things/Right things)?

Right Things		Wrong Things	
Roads/ Streets Improvement	17	Crime / Public Safety	16
Downtown Revitalization	14	Inefficient Government	14
Govt/Mayor Did Good Job	13	Downtown Revitalization	8
Low Crime Rate/Public Safety	13	High Taxes	7
Parks & Recreation	4	Govt Spending/Wasteful	6
Econ Dev/Attracting Business	4	Narrow Streets / Roads	6
Better Government Spending	4	Transportation Traffic	6
Education Schools Kids	3	Econ Dev / Lack of Business	6
Good Communication	3	Construction/Torn Down Build	4
Traffic Issues Solved	2	More Focus on School / Kids	4
Community Involvement	2	Lack of Development Planning	3
Keeping Up With Growth	2	Too Much Development	2
Solution in a timely manner	2	Keep Up The Parks	2
Elderly / Senior Issues	1	Casinos / Too Much Gambling	2
Other	2	Police Department, Land Management, Parking	1 ea
DK/NA	15	Nothing	1
		Other	4
		DK/NA	7

- ◆ Younger respondents were less likely to answer (48% 18-34 vs. 29% older).
- ◆ Focus on the “Right” things was said more by Southeast (47%) and Lea Hill (42%) than by those in North (25%) or Downtown (26%).

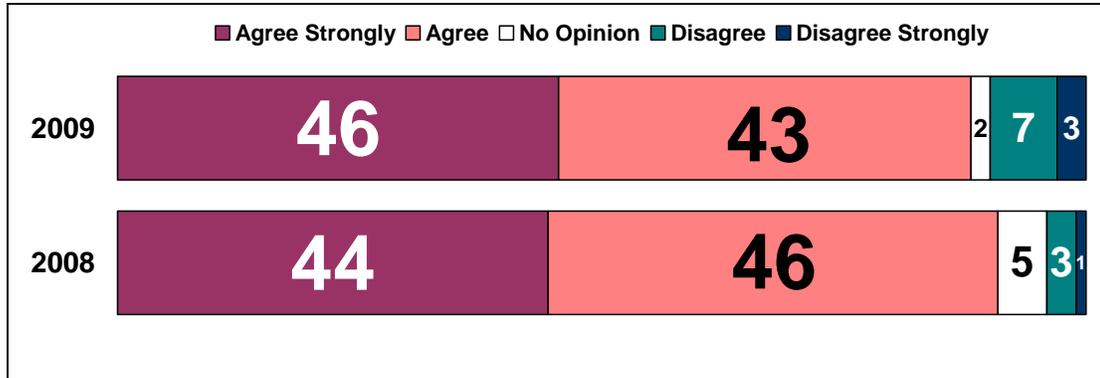
Majority Said City Government at Least Somewhat Accountable, Effective, Efficient



Question 9-11: Three ways that people often measure how well an organization is running are effectiveness, efficiency, and accountability. Effectiveness means accomplishing what you are supposed to accomplish. Thinking about the City of Auburn, how effective would you say city government is? Compared to other cities or other levels of government, do you think that the City of Auburn is... Very Effective, Mostly Effective, Mostly Ineffective, Very Ineffective?
 How efficient would you say the City of Auburn government is? That is, does it deliver valuable services at reasonable cost? Compared to other cities or other levels of government, do you think that the City of Auburn is... Very Efficient, Mostly Efficient, Mostly Inefficient, Very Inefficient?
 How accountable would you say the City of Auburn government is? That is, does it answer to the public for its action? Compared to other cities or other levels of government, do you think that the City of Auburn is... Very Accountable, Somewhat Accountable, Not Very Accountable, Not at all Accountable?

- ◆ **Men were more likely than women to have stated that the city government was “Not at all” accountable (11% vs. 5%).**
- ◆ **Residents of less than 2 years were more likely to have said that city government was “very” effective (21% vs. 12% of residents of 2+ years.)**

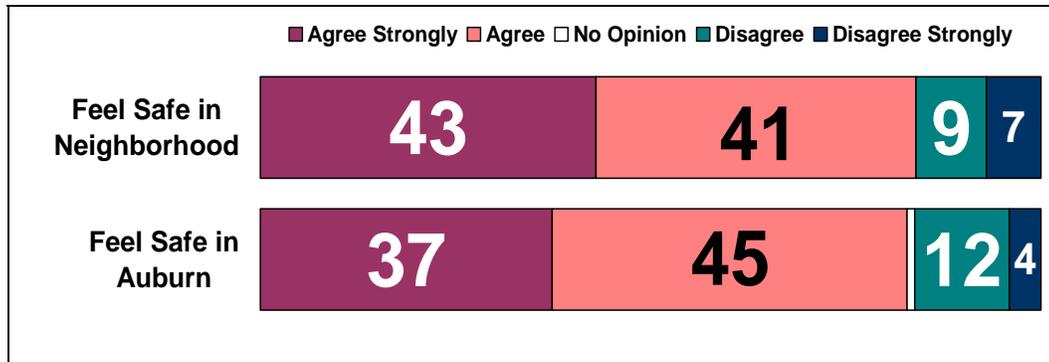
Strong Majority Continue to Agree Auburn is a “Good Place for Families”



Question 12.1: I am going to read a series of statements about life in Auburn. For each one, tell me whether you Agree Strongly, Agree, Disagree or Disagree Strongly. The first one is... Auburn is a good place for families?

- ◆ **There were no significant differences among the demographics or areas for this question.**

Respondents Feel Safe in Auburn and Their Neighborhood

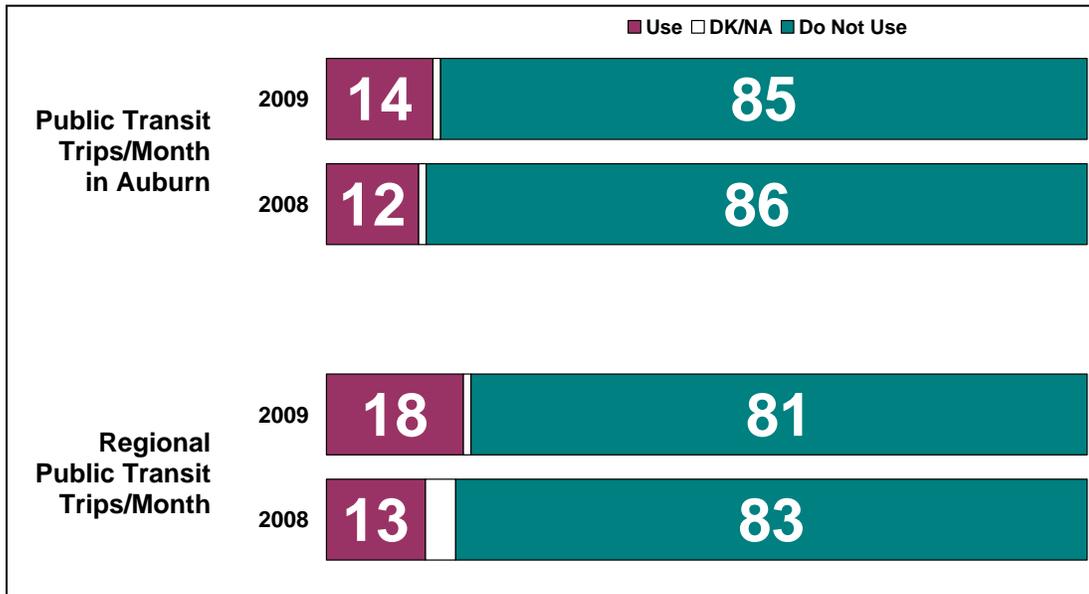


Question 12.2 & 12.3: I am going to read a series of statements about life in Auburn. For each one, tell me whether you Agree Strongly, Agree, Disagree or Disagree Strongly. The first second is... I feel safe in my neighborhood? I feel safe in Auburn?

- ◆ **The residents with the highest incomes were most inclined to feel safe in their neighborhood and Auburn:**
 - 54% of those with over \$75,000 in income “strongly agreed” that they felt safe in their neighborhood, and 49% “strongly agreed” that they felt safe in Auburn in general. This compares to 39% and 30%, respectively, among those less wealthy.

- ◆ **All neighborhood residents felt equally safe in the City of Auburn, but there were differences in how they felt about their neighborhoods:**
 - 64% of Lakeland residents “strongly agreed” that they felt safe in their neighborhood, compared with;
 - 51% in West/Green,
34% South,
37% Downtown,
38% North,
41% Southeast
46% Lea Hill.
 - Residents of South Auburn were more likely to “disagree strongly” that they feel safe in their neighborhood (15%), vs.
0% Southeast,
2% Lakeland,
3% North,
3% West/Green,
4% Downtown.

Transit Use Low Among Respondents

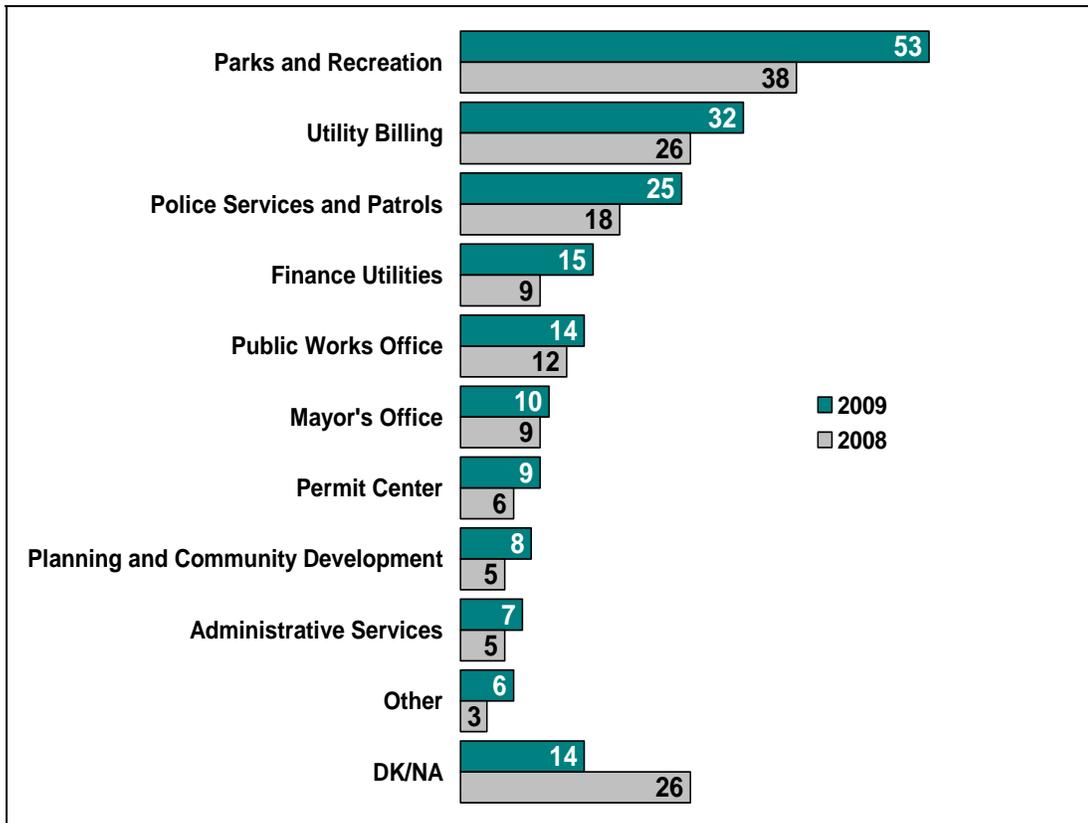


Question 13: Do you use public transit of any kind at least once per month for trips inside Auburn?
 Question 14: Do you use it for regional transportation between cities at least once per month?

- ◆ **Most likely to ride were the youngest respondents and renters:**
 - 23% of 18-34 year olds used public transit inside Auburn in the past month vs. 13% of those over 45 years old.
 - 24% of renters used public transit inside Auburn monthly, vs. 8% of home owners.
 - 26% of renters used regional transit, and 12% of home owners.

- ◆ **Transit riders inside Auburn resided most often in Downtown Auburn (25%). This compares to 5% from the Southeast and West Auburn**

City Department Use Up in All Areas



Question 15: Which of the following City departments, – if any have you used in the last 12 months?

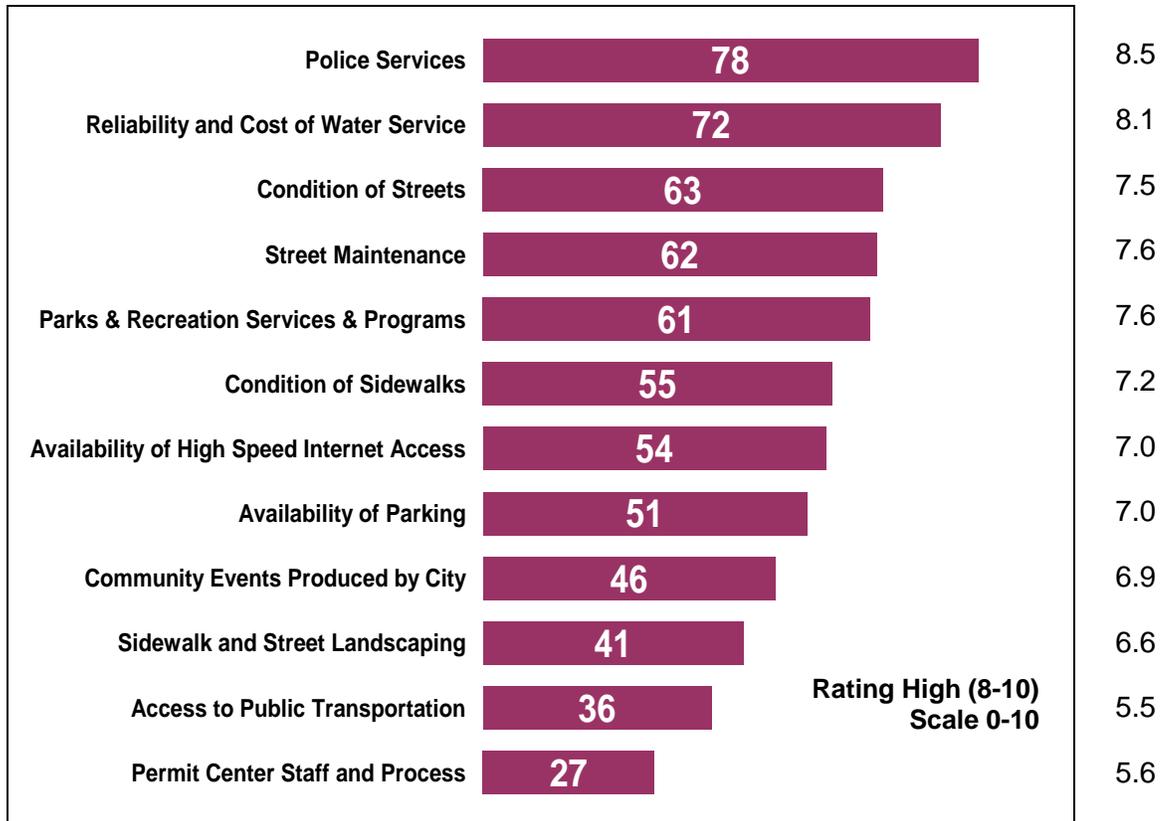
- ◆ **Parks/Recreation Services were most used by:**
 - 69% of those ages 45 to 54, vs. 43% 65+.
 - 60% of those with children at home, vs. 48% with no children.
 - 65% who lived in the Southeast and 63% in Lakeland; compared to, 43% from the North region.

- ◆ **Police Services were used in the past year by:**
 - 32% of men vs. 19% of women.
 - 38% of 35–44 year olds compared to; 19% 65+, 20% 18-34, and 23% 55-64.
 - 35% of renters vs. 19% owners.

- ◆ **The Mayor's Office was used in the past year by:**
 - 17% of respondents 18-34 vs. 8% over 35 years old.
 - 23% of respondents living in the Southeast and 20% North Auburn, vs. 4% South , 5% West Auburn, and 8% in Lakeland or Downtown.

Police Services Get Most “High” Importance Ratings

Mean



Question 16: Next I am going to read a list of services and facilities here in Auburn. As I read each one, tell me how important that is to you and your household. We will use a scale of zero to ten, where zero means it is Not something that is important to you and 10 means it is Very Important to you or your household. The first one is...?

The groups most likely to term each “important” (8-10) included:

- ◆ **Public Transportation – those with lower incomes and who lived in the Lea Hill area:**
 - 44% with incomes <\$50,000 said “important” vs. 23% with incomes over \$75,000.
 - 44% who lived in the Lea Hill neighborhood said “important”, compared to 17% in Southeast.
- ◆ **Condition of Streets – younger residents and renters:**
 - 78% of 18-44 year olds said “important” vs. 57% of respondents over 45 years old.
 - 73 % of renters said streets “important” compared to 57% owners.
- ◆ **Condition of Sidewalks – women (63%) more than men (47%).**

- ◆ **Availability of High Speed Internet Access – the young, those with over \$50,000, renters, households with children, and certain areas:**
 - 76% of those under age 35, vs. 50% older.
 - 63% with incomes \$50,000+, vs. 46% with under \$50,000.
 - 63% of renters vs. 49% of home owners.
 - 65% of households with children compared to 48% with none.
 - 71% of Southeast and 70% in Lakeland, vs. South Auburn (41%), Downtown (49%) and North Auburn (52%).

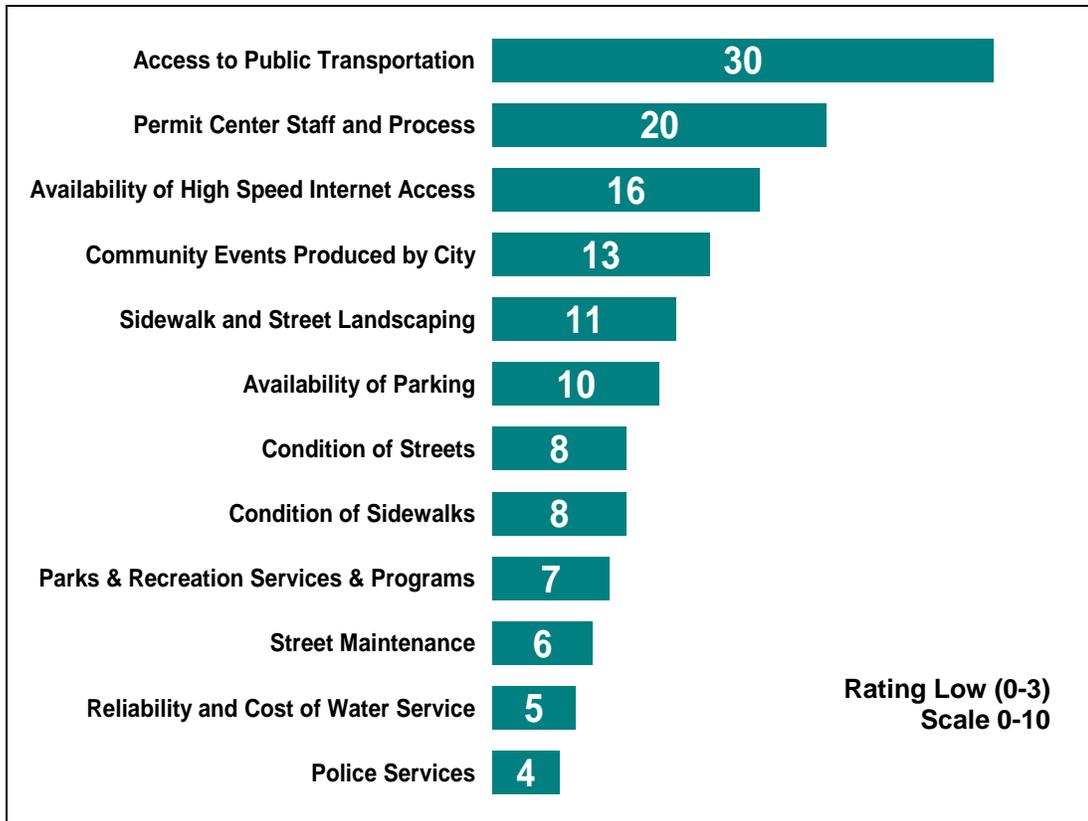
- ◆ **Police Services – respondents with incomes over \$50,000 (80%) compared to those with less (68% - still mostly important).**

- ◆ **Parks and Recreation – women and households with children:**
 - 69% of women said “high” vs. 53% of men; as did
 - 69% of homes with children, compared to 57% with no children.

- ◆ **Community Events, produced by the city – women and those living in the Downtown neighborhood:**
 - 52% female vs. 40% of males.
 - 60% who lived downtown, compared to 37% in Lakeland and 39% from Lea Hill.

Public Transportation Gets Most Low Importance Ratings

Mean



Question 16: Next I am going to read a list of services and facilities here in Auburn. As I read each one, tell me how important that is to you and your household. We will use a scale of zero to ten, where zero means it is Not something that is important to you and 10 means it is Very Important to you or your household. The first one is...?

More likely to term each “low” (0-3) in importance were:

◆ The Condition of Streets – South and Downtown:

- 16% in South and Downtown said “not” important, compared to;
 - 1% in Lea Hill;
 - 2% in Southeast;
 - 4% North;
 - 5% Lakeland and West Auburn.

◆ Public Transportation – the Southeast:

- 53% of Southeast respondents said “not” important, vs.
 - 20% in Lea Hill;
 - 26% in the North and South Auburn;
 - 29% in Lakeland.

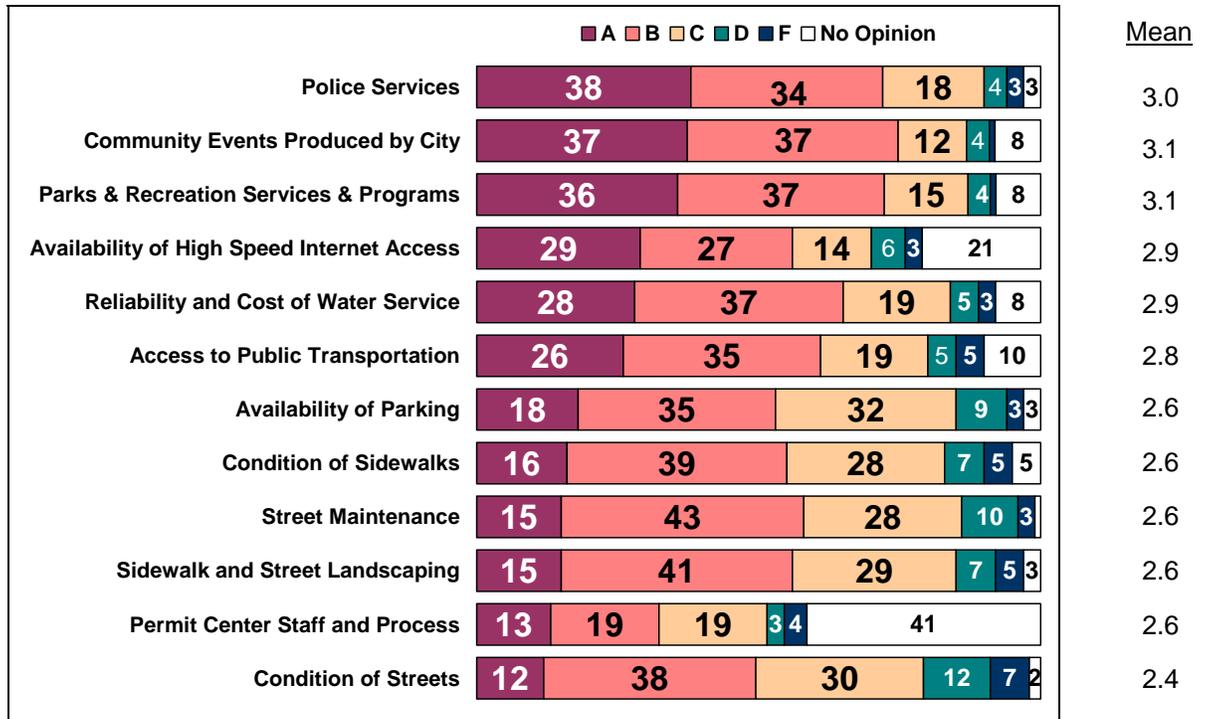
- ◆ **Condition of Sidewalks – Downtown:**
 - 14% Downtown said “not” important, vs. 3% in Lakeland; and 4% in the North.

- ◆ **Parking Availability – those without children at home:**
 - 12% no children, vs. 6% with children.

- ◆ **Street Maintenance – respondents over 45 (7%) years old compared to 2% age 18-44.**

- ◆ **Parks and Recreation – Downtown (18% compared to 6% or less elsewhere.)**

Over Half Give “A” or “B” Grades to City Services of Which They Were Aware



Question 18: I am going to read through that list again, this time; I would like you to tell me how well you think the city is doing in that area. As I read each service, I'd like you to give it a letter grade, like they give in school. A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Failing.

“A-Excellent” grades varied by category, depending on the services:

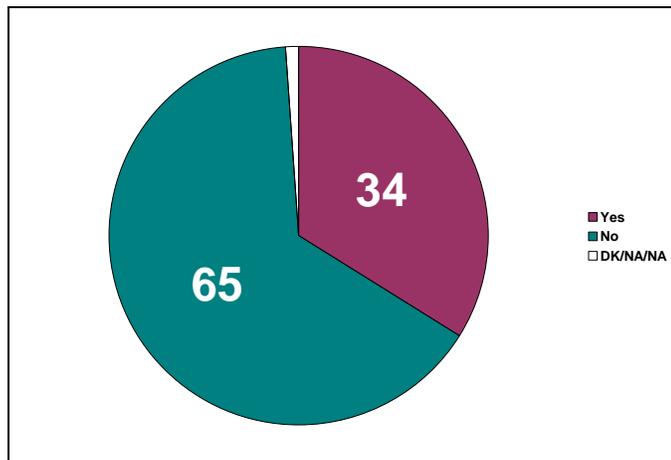
- ◆ **Public Transportation was given more “A-Excellent” grades by:**
 - Renters (33% vs. 21% of home owners).
 - Residents of Downtown (39%) and North Auburn (34%), more than Lea Hill (18%) and South (19%).
 - Those who have lived in Auburn 0-1 year (41% vs. 23% of longer residents).

- ◆ **Condition of Streets:**
 - 18-34 year olds (29% vs. 8% over 35 years old).
 - Women (15% compared to 9% of men).
 - Residents of 5 years or less (18% vs. 9% of 6+ year residents).

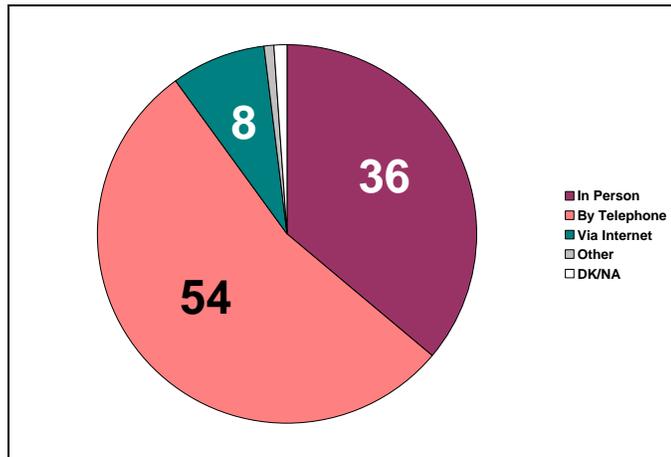
- ◆ **Sidewalk Conditions:**
 - 18-34 year olds (30% vs. 13% 35+).

- Renters (20% vs. 13% owners).
- Southeast (30%) and Lakeland (29%) residents vs. 8% in South Auburn, and 11% Lea Hill.
- ◆ **Parking Availability:**
 - 32% of 18-34 year olds vs. 15% of those 35+.
 - 23% of women, compared to 13% men.
- ◆ **Street Maintenance:**
 - 22% of households with children, vs.
 - 10% without.
- ◆ **Sidewalk and Street Landscaping :**
 - 20% of households with children, vs.
 - 11% without.
- ◆ **Landscaping – Southeast (23%) vs. South Auburn (10%).**
- ◆ **Availability of High Speed Internet:**
 - 36% of households with children, vs. 24% with none.
 - 36% with incomes of \$50,000+, vs. 23% with under \$50,000.
 - 53% in Lakeland and 41 % in West, vs. 17% in South Auburn.
- ◆ **Police Services:**
 - 46% of women vs.
 - 30% of men.
- ◆ **Cost and Reliability of Water Service:**
 - 42% 18-34 year olds vs. 26% over 35 years old.
 - 43% of Lakeland residents vs. 17% in Lea Hill.
- ◆ **Park and Recreation Service and Programs:**
 - 43% of women, compared to
 - 28% of men.
- ◆ **Community Events produced by the City:**
 - 41% of respondents with \$50,000 or less in income, vs.
 - 28% of those with \$50,000 to \$75,000.

1 in 3 Have Contacted the City in Past 12 Months



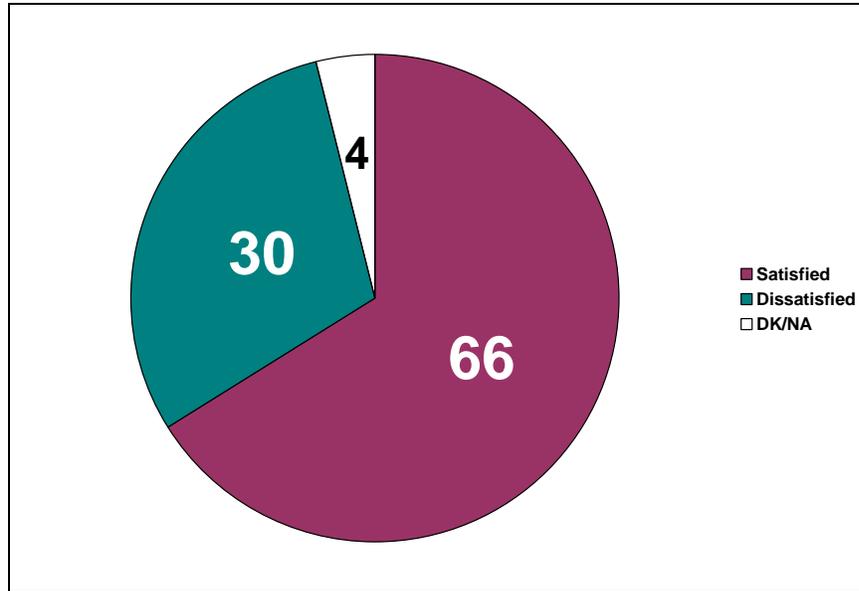
Half of Contacts were by Telephone



Question 19.1: The last time you contacted a city official, was your most recent contact...?

- ◆ **Older and higher income respondents were more likely to have contacted the city. This was true of:**
 - 37% of respondents over age 35, compared to 19% ages 18-34.
 - 39% with incomes over \$50,000 vs. 25% with less.
- ◆ **Men more often contacted the city in person (43%) than did women (28%).**
- ◆ **In person contact also more likely with 45+ year olds (42%) vs. those 18-44 (15%).**

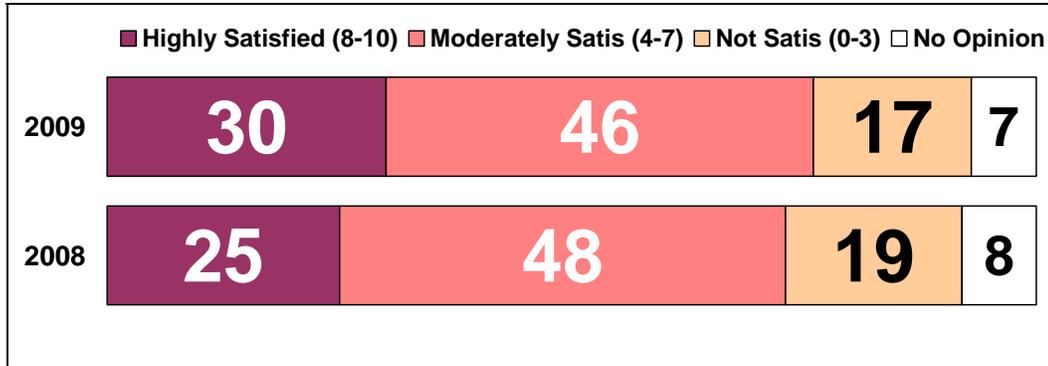
Two-Thirds of Those who Contacted City Were Satisfied with the Response



Question 19.3: Were you generally satisfied or dissatisfied with the response you got?

- ◆ **Respondents over 45 years old had higher satisfaction with city contacts than those younger:**
 - 70% over 45 years olds said that they were “generally satisfied” vs. 46% age 44 or younger.
- ◆ **The number of contacts per department was usually too low to report out “satisfaction percentages.” The percentages for the most frequently contacted departments were:**
 - The Mayor’s office – 26 out of 36 contacts satisfied, or 72%;
 - Police – 23 out of 40, or 60%; and
 - Utilities/Water Department—11 out of 22, or 50%.

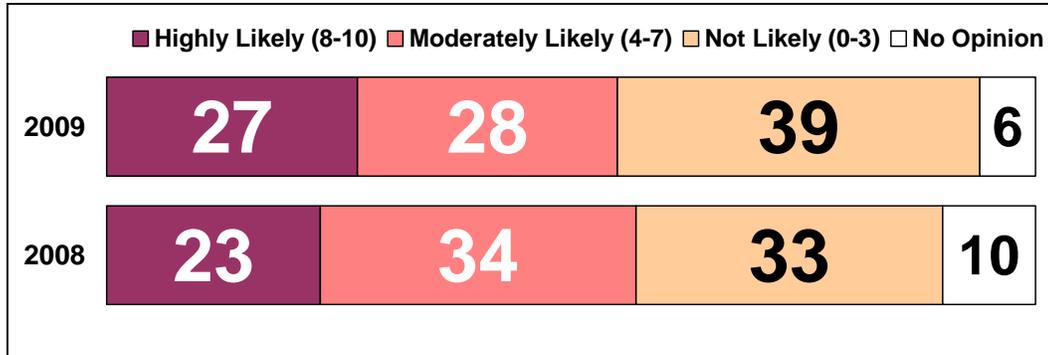
Slight Increase in Satisfaction with the Level of City Taxes



Question 20: The average house in Auburn is assessed at \$300,000. The owner of that average house would pay \$3,700 in total property taxes, of which the City would receive around \$434 per year. Thinking about your situation and the value of all the City services that Auburn provides how satisfied are you with the level of city taxes? Use the same scale where 10 is "highly satisfied" and 0 is "not at all satisfied?"

- ◆ **37% of those with children in the household were highly satisfied, vs. 26% of those in a childless household.**

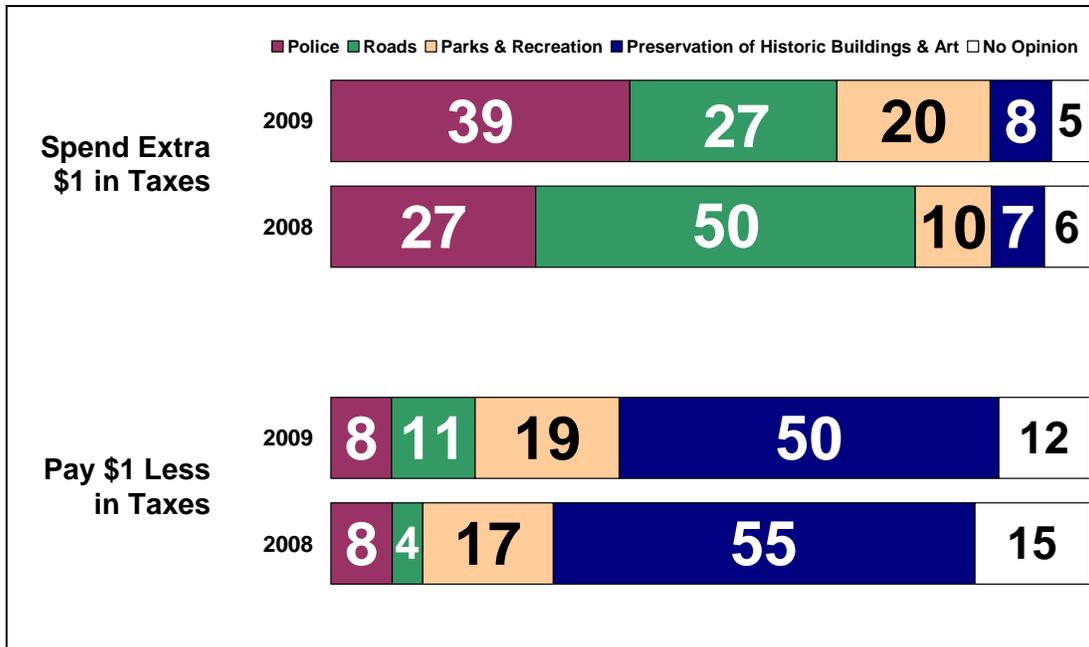
Less Likelihood to Approve Extra \$10 a Month for Street Repairs



Question 21: 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? Use a 0-10 scale, where 10 is “highly likely” and 0 is “not at all likely?”

- ◆ **Those with higher incomes, and children were most likely to give a “highly likely” rating to a \$10/month increase in property tax for street repair, including:**
 - 36% of those with over \$75,000 a year in household income, vs.; 29% with \$50,000 to \$75,000, and 25% with under \$50,000.
 - 35% of households with children, compared to 21% with none.

\$1 More Spending on Police and \$1 Less on Historic Buildings & Art

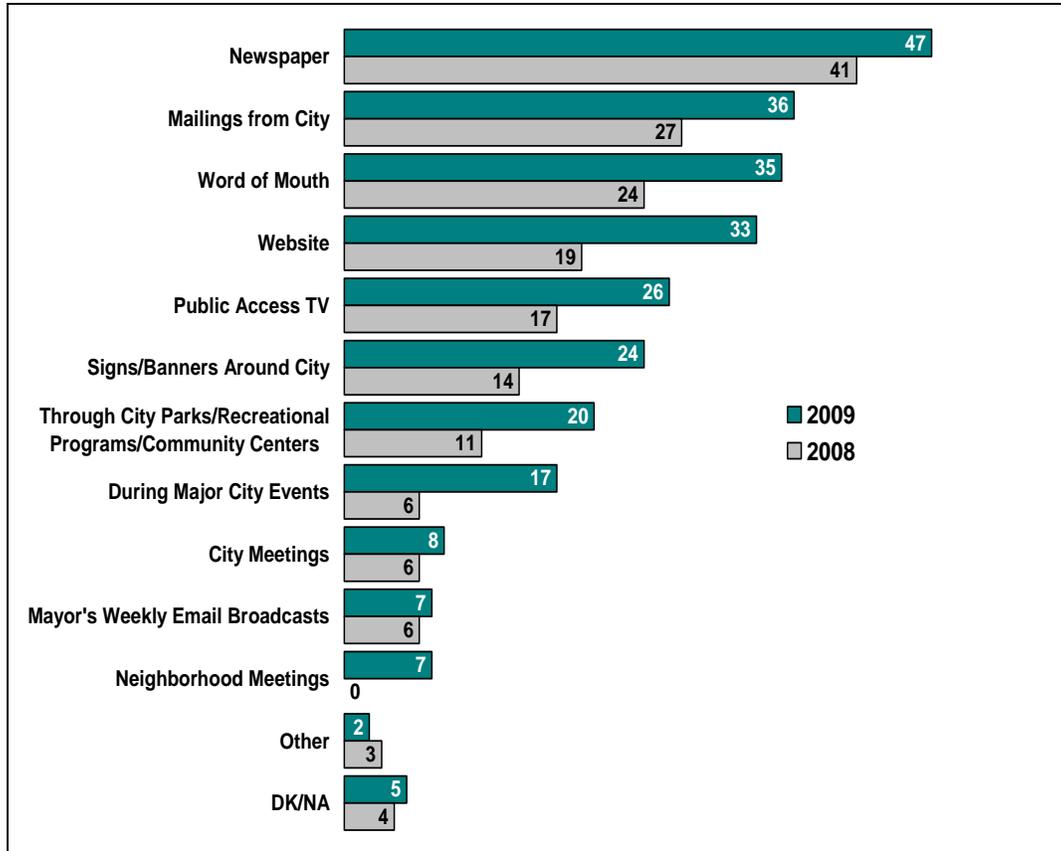


Question 22: If you had an extra \$1 to spend in taxes, which one of the following major areas in City services would you want it spent on?

Question 23: If you were to pay \$1 less in taxes, which one area of services would you recommend cutting back on?

- ◆ **Support for spending on police over roads was highest among the lowest income group; the wealthiest were even in their preferences:**
 - Among those with under \$50,000 in yearly income, 45% would spend any extra \$1 on police, and 20% on roads;
 - Among those with \$75,000+, the split was 36% and 34%, respectively.

Newspaper Still Most Useful for Learning about City Government

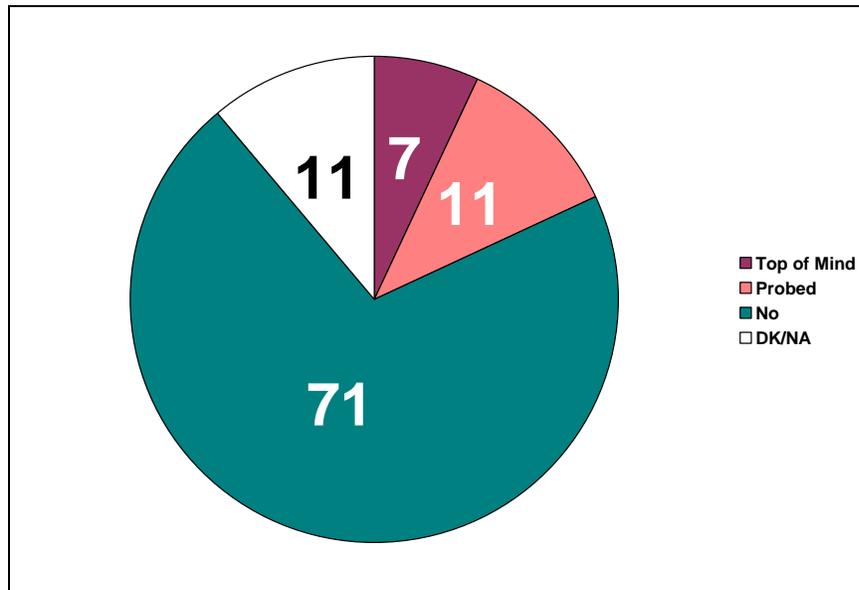


Question 24: We are interested in how people get information about City Government here in Auburn. Which of the following have been useful to you to learn about city government?

- ◆ **Differences in how respondents get information was related to age:**
 - 50% of those 35+ said “newspaper,” vs. 32% of younger respondent.
 - 50% under 35 said “website,” compared to 29% of those older.
 - The Mayor’s email” was termed helpful mainly by those 55+ (9%, vs. 4% of younger respondents).

- ◆ **Households with children used the city website (43%) more often than those without children (26%).**

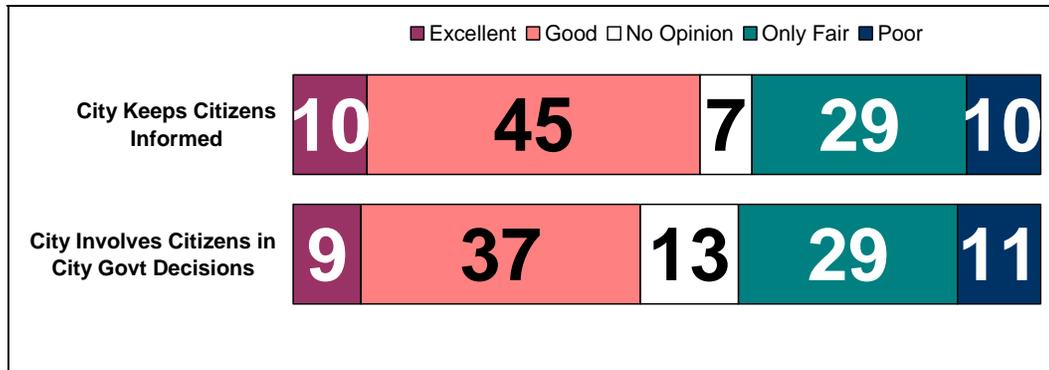
About 1 in 6 on City E-mail List



Question 25: Are you on a city sponsored email list of updates?

- ◆ **There were no significant differences among the demographics or areas for the follow-up question.**

More than Half Rated the City “Good” at Keeping them Informed, Fewer for Involved

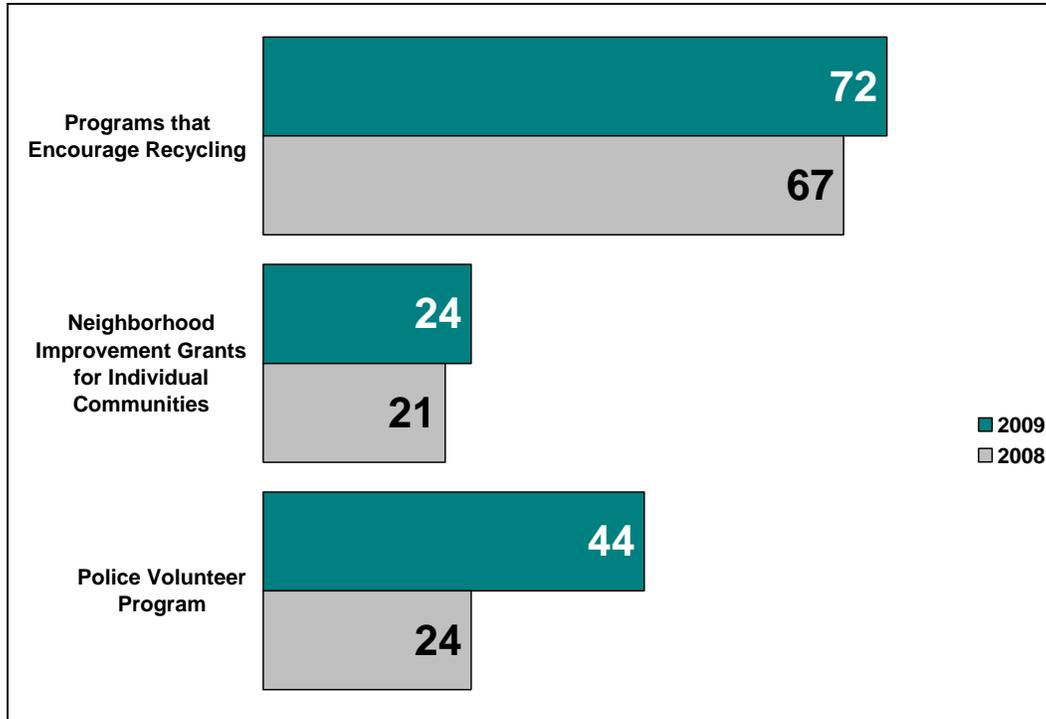


Question 26: In terms of keeping citizens informed about what is happening in city government -- How good a job do you think the City of Auburn does at that? Would you say...?
 Question 27: How would you rate the city's performance in providing residents the opportunity to be involved in decisions that affect city government? How good a job do you think the City of Auburn does at that? Would you say

- ◆ **More younger and lower income rated the City “poor” at keeping them informed:**
 - 21% age 18-34 termed the City “poor” vs. 8% of respondents 35 or older.
 - 14% with income under \$50,000 said “poor” compared to 6% with higher incomes.

- ◆ **Those most likely to call the City “poor” at involvement were:**
 - 55 – 64 years old (20% did); and
 - Men (14%, vs. 9% of women).

Awareness of Police Volunteer Program Increased Significantly in Past Year

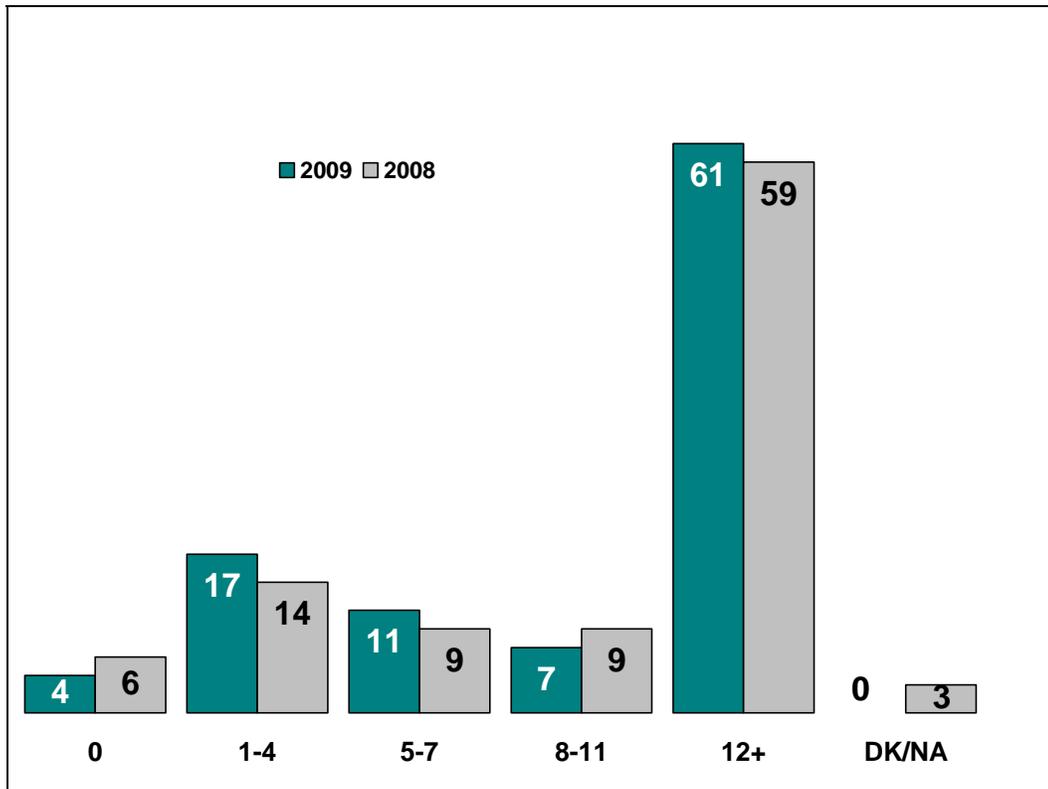


Question 28: Before this survey, which of the following City programs were you aware of – if any?

- ◆ **For two out of three programs, awareness was lowest among those under age 35:**
 - 54% age 18-34 were aware of recycling programs vs.; 75% of respondents age 35+.
 - 31% age 18-34 knew of the Police Volunteer program vs.; 47% of those older.

- ◆ **Awareness of police volunteer programs among income categories was less in lower incomes:**
 - 56% with household incomes of \$75,000+ were aware vs.; 47% with \$50,000 to \$75,000, and 35% with \$50,000 or less.

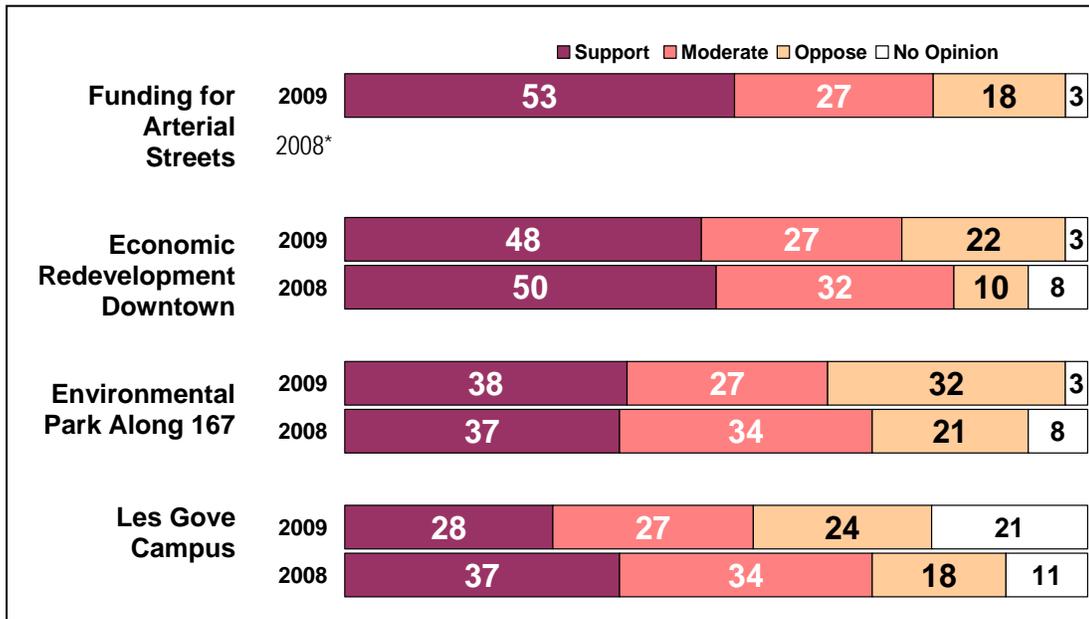
6 in 10 Visit Downtown at Least Once a Month



Question 29: How often have you visited Downtown Auburn in the last 12 months, for any reason ?

- ◆ **The frequency of downtown visits went up with income, and was highest among the middle age groups. Those who visited 12+ times in the past 12 months included:**
 - 69% with incomes of over \$75,000; compared to 62% of \$50,000 to \$75,000 households, and 56% with incomes of under \$50,000.
 - 67% of those between the ages of 35 and 64, vs. 47% of younger respondents, and 58% of those older.

Stronger Support for Arterial Street Repair

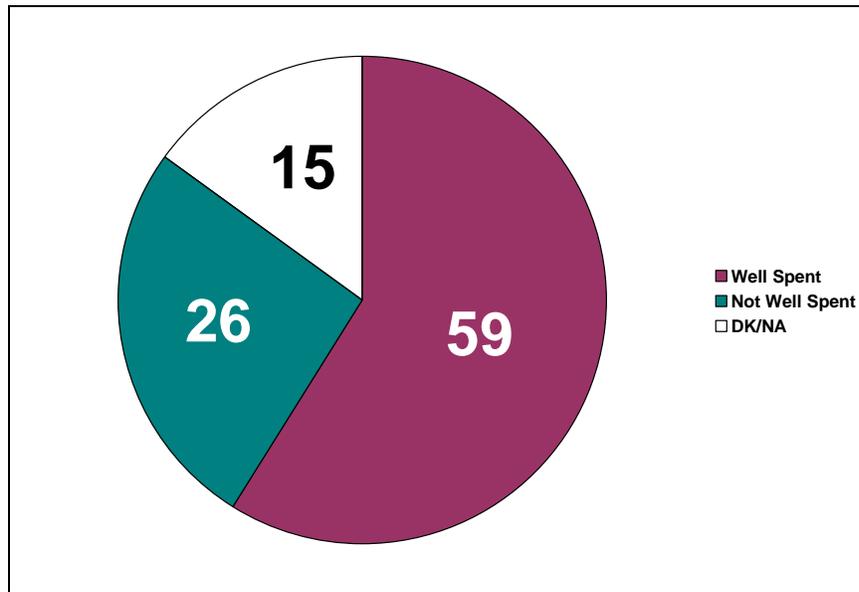


*Not Asked in 2008

Question 30: There are questions facing City leaders right now that will require spending taxpayer dollars. As I read this list, please tell me whether you support or oppose spending taxpayer dollars on that project. We'll use a scale of 6= Strongly Support, 5=Support, 4= Mildly Support, 3=Mildly Oppose 2=Oppose or 1= Strongly Oppose. The first one is? (For this chart, as in previous years, codes 5 and 6 have been combined into "support," 3 and 4 into "moderate," and 1 and 2 "oppose.")

- ◆ **Support for the continued Downtown Economic Development was highest in Lakeland (72%), and lowest in the Southeast (38%).**
- ◆ **The Environmental park was supported by:**
 - 52% of those under 45, vs. 36% of 45 – 64 year olds, and 28% 65+.
 - 46% with children in the household, vs. 32% without.
 - 6% of West Auburn and Lea Hill residents, compared to 21% in Southeast.
- ◆ **Les Gove Campus investments were supported by:**
 - 36% with children, vs. 24% without.
 - 36% under age 45, compared to 25% of those 45+.
 - 41% of West auburn residents, compared to 21% from Lakeland.

Over Half of Citizens said Tax Dollars Well Spent



Question 31: Thinking now about all the things we have talked about, as a citizen of Auburn, do you think that your tax dollars are being well spent here?

- ◆ Respondents who lived in Auburn one year or less were most likely to say that the tax dollars were well spent (79%).
- ◆ This compared to 56% of residents of two years or longer.

APPENDIX

TOPLINE DATA

This summary presents response frequency distributions for the survey of Auburn residents on behalf of the City of Auburn.

Telephone interviews were completed with 500 Auburn heads of household between June 8-14, 2009. The overall margin of sampling error is ±4.5%. That means, in theory, there is a 95% probability that the results of this survey are within ±4.5% of the results that would have been obtained by interviewing all Auburn heads of household.

- The data are presented here in the same order the questions were asked in the interview.
- The figures in bold type are percentages of respondents who gave each answer.
- The data have been statistically weighted to bring the proportions into line with previous year’s surveys.
- Percentages may not add to 100% due to rounding.
- The data have been statistically weighted to more closely reflect the proportion of renters in the population.

NEIGHBORHOOD:	AUBURN NORTH... 13	DOWNTOWN... 14
	AUBURN SOUTH... 26	LAKELAND... 14
	AUBURN SOUTH EAST / CHINOOK... 8	LEA HILL+ANNEX... 19
	AUBURN WEST / GREEN... 5	
	SEX: MALE... 49 FEMALE... 51	

1. Do you live within City limits of Auburn? Yes – **100**

2. How long have you lived in the City of Auburn?

0-1 years... 15
2-5 years... 21
6-10 years... 15
11 to 20 years... 18
More than 20 years... 32
[NA... < 1]

3. Overall, how would you rate the quality of life in Auburn? Please give a rating on a scale of zero to 10, where 10 means you think the city has an “excellent” quality of life, a “0” means it has a “poor” quality of life. A rating of 5 is in the middle.

POOR = **2...0...2...1...3...11...10...21...30...8...11** = EXCELLENT [**1** = DK/NA]

4. What do you like most about living in Auburn?
DATA AT END PAGE 12

5. What would you say are some problems or issues that concern you about living in Auburn?
DATA AT END PAGE 13

6. 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."

ROTATE	<POOR	EXCELLENT>	DK
1. The Natural Environment	1... 0... 1... 2... 4... 9	11 ...17... 23. 16. 15... 2	
2. Recreational & Cultural Opportunities...	1... 0... 1... 2... 3. 11	12 ...18... 24. 10. 11... 5	
3. Crime and Safety.....	4... 0... 1... 3... 7. 14	12 ...17... 25... 9... 8... 1	
4. Transportation.....	3... 2... 2... 5... 6. 12	12 ...12... 22... 6. 12... 6	
5. Job & Economic Opportunities.....	3... 3... 2... 4. 10. 16	11 ...14... 11... 3... 2. 22	

7. Let's talk about the City Government. First, in general, how much attention would you say you pay to Auburn City government? Would you say you pay...?

<u>ROTATE TOP/BOTTOM</u>	
A Lot of Attention...	17
Some...	35
Not Very Much...	28
Almost No Attention ...	19
[DK/NA...1]	

8. In your opinion, is the Auburn City government focused on the right things? Or does it spend too much time on things it should not be doing?

RIGHT THINGS...	36
TOO MUCH TIME ON WRONG THINGS...	32
[DK/NA...32]	

8.1 What would you say is an example of that? ASKED OF RESPONDENTS WHO SAID
"WRONG THINGS" IN Q8, N=158

Crime / Public Safety	16	Lack of Development Planning	3
Inefficient Government	14	Too Much Development	2
Downtown Revitalization	8	Keep Up The Parks	2
High Taxes	7	Police Department	1
Govt Spending/Wasteful	6	Land Management	1
Narrow Streets / Roads	6	Too Much Gambling	1
Transportation Traffic	6	Parking	1
Econ Dev / Lack of Business	6	Casino Issues	1
Construction/Torn Down Build	4	Nothing	1
More Focus on School / Kids	4	Other	4
		DK/NA	7

8.2 What would you say is an example of that? ASKED OF RESPONDENTS WHO SAID "RIGHT
THINGS" IN Q8, N=180

Roads/ Streets Improvement	17	Good Communication	3
Downtown Revitalization	14	Traffic Issues Solved	2
Govt / Mayor Did Good Job	13	Community Involvement	2
Low Crime Rate/Public Safety	13	Keeping Up With Growth	2
Parks & Recreation	4	Solution in a timely manner	2
Econ Dev/Attracting Businesses	4	Elderly / Senior Issues	1
Better Government Spending	4	Other	2
Education Schools Kids	3	DK/NA	15

9. Three ways that people often measure how well an organization is running are effectiveness, efficiency, and accountability. Effectiveness means accomplishing what you are supposed to accomplish. Thinking about the City of Auburn, how effective would you say city government is? Compared to other cities or other levels of government, do you think that the City of Auburn is?

ROTATE TOP/BOTTOM
 Very Effective...**13**
 Mostly Effective...**55**
 Mostly Ineffective...**14**
Very Ineffective...4
 DK/NA...**14**

10. How efficient would you say the City of Auburn government is? That is, does it deliver valuable services at reasonable cost? Compared to other cities or other levels of government, do you think that the City of Auburn is...?

ROTATE TOP/BOTTOM
 Very Efficient...**11**
 Mostly Efficient...**53**
 Mostly Inefficient...**16**
Very Inefficient...6
 DK/NA...**14**

11. How accountable would you say the City of Auburn government is? That is, does it answer to the public for its action? Compared to other cities or other levels of government, do you think that the City of Auburn is...?

ROTATE TOP/BOTTOM
 Very Accountable...**19**
 Somewhat Accountable...**43**
 Not Very Accountable...**14**
Not At All Accountable...7
 DK/NA...**16**

12. I am going to read a series of statements about life in Auburn. For each one, tell me whether you Agree Strongly, Agree, Disagree or Disagree Strongly. The first one is...

	STRONGLY <u>AGREE</u>	AGREE	DISAG	STRONGLY <u>DISAG</u>	<u>NA</u>
1. Auburn in a good place for families....	46	43	7	3	2
2. I feel safe in my neighborhood.....	43	41	9	7	0
3. I feel safe in Auburn.....	37	45	12	4	1

13. Do you use public transit of any kind at least once per month for trips inside Auburn?

YES...**14** NO...**85**
[DK/NA]...**1**

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

YES...**18** NO...**81**
[DK/NA]...**1**

15. Which of the following City departments, – if any have you used in the last 12 months?

READ: CIRCLE ALL THAT APPLY

Parks, Arts & Recreation (including community centers)...**53**

Utility billing (such as to discuss a water or sewer bill)...**32**

Police services and patrols...**25**

Finance Utilities...**15**

Public Works office...**14**

Mayor's Office...**10**

Permit Center...**9**

Planning and Community Development...**8**

Administrative services (such as legal services, finance, human resources or other)...**7**

< Other...**6**

[DK/NA]...**14**

16. Next I am going to read a list of services and facilities here in Auburn. As I read each one, tell me how important that is to you and your household. We will use a scale of zero to ten, where zero means it is Not something that is important to you and 10 means it is Very Important to you or your household. The first one is...

ROTATE	<NOT	VERY>	DK
1. Police services.....	2	1 ...1 ... 0....2 ... 5....27 16..1448 ... 3	
2. Reliability and cost of water service	3	1 ...1 ... 1....2 ... 7....47 18..1539 ... 3	
3. Condition of streets	3	1 ...1 ... 3....3 ... 6....613 27..1323 ... 0	
4. Street maintenance... ..	1	2 ...1 ... 2....2 ... 8....615 25..1423 ... 1	
5. Parks & Recreational services & programs..	3	2 ...2 ... 0 ... 13 ... 7....415 24..1324 ... 3	
6. Condition of sidewalks.....	4	1 ...1 ... 2....3 . 10....913 25..1318 ... 1	
7. Availability of high speed internet access....	8	2 ...4 ... 3....3 ... 7....47 15..1326 ... 9	
8. Availability of parking.....	3	2 ...2 ... 3....3 . 13....813 24....918 ... 2	
9. Community events produced by the City, such as the Santa parade, Shades of Summer Bravo Services, 4th of July & Clean Sweep ..	5	0 ...4 ... 3....5 ... 7....817 16..1219 ... 6	
10. Sidewalk and street landscaping.....	3	0 ...4 ... 4....4 . 15..1017 21....614 ... 0	
11. Access to public transportation	16	4 ...4 ... 5....4 . 14....67 13....717 ... 3	
12. The City's permit center staff and process of getting a permit.....	9	4 ...4 ... 4....4 . 13....610 14....310 . 19	

17. Is there a service or program that the city does not currently provide, that you believe should be provided. One that you would be willing to pay taxes to support? [What is that service or program?]

Police / Emergency Services	3	City Center	1
Youth Prog/Activities For Kids	2	Annexation	<1
Food Banks	<1	Dept of Motor Vehicles	<1
Drainage Dam	<1	Campaigning	<1
Neighborhood Watch	<1	Handicap Services	1
Theme Park / Disneyland	<1	Trains	<1
Homeless / Shelter	1	Medicare	1
School Improvements / Education	1	Parks & Recreation	1
Better Transportation	1	Performing Arts Center	<1
Childcare	<1	Anti-Gang Unit	<1
Road / Bridges	<1	Sewer Services	<1
Landscaping	<1	None	62
Senior Programs	1	Other	1
Community Programs	<1	Don't Know	20
Downtown Improvements	1		

18. I am going to read through that list again, this time; I would like you to tell me how well you think the city is doing in that area. As I read each service, I'd like you to give it a letter grade, like they give in school. A for Excellent, B for Good, C for Satisfactory, D for Unsatisfactory, F for Failing.

ROTATE	<u>E</u>	<u>D</u>	<u>C</u>	<u>B</u>	<u>A</u>	<u>DK</u>
1. Police services.....	3	4	18	34	38	3
2. Community events produced by the City, such as the Veterans Day parade, Shades of Summer, BRAVO performances, 4th of July and Clean Sweep.....	1	4	12	37	37	8
3. Parks & Recreational services & programs	1	4	15	37	36	8
4. Availability of high speed internet access.....	3	6	14	27	29	21
5. Reliability and cost of water service	3	5	19	37	28	8
6. Access to public transportation	5	5	19	35	26	10
7. Availability of parking.....	3	9	32	35	18	3
8. Condition of sidewalks.....	5	7	28	39	16	5
9. Street maintenance.....	3	10	28	43	15	1
10. Sidewalk and street landscaping.....	5	7	29	41	15	3
11. The City's permit center staff and process of getting a permit.....	4	3	19	19	13	41
12. Condition of streets	7	12	30	38	12	2

19. During the past 12 months, have you contacted any City Official or City Department to seek service or information, or to make a compliment or complaint?

YES...**34**
 SKIP TO Q20 ← NO...**65**
 SKIP TO Q20 ← NA...**1**

19.1. The last time you contacted a city official, was your most recent contact...ASKED OF RESPONDENTS WHO SAID "YES" IN Q19, N=168

In Person...**36**
 By Telephone...**54**
 Via The Internet...**8**
 By Some Other Means...**1**
 [DK/NA]...**1**

19.2. What department did you contact? ASKED OF RESPONDENTS WHO SAID "YES" IN Q19
N=168

Police Department	24	Engineering	<1
Mayor's Office	21	Justice System / Courts	<1
Utilities / Water Dept.	14	Administrative Services	1
Department of Sanitation	6	Transit System	<1
Planning	5	Emergency 911	1
Parks & Recreation	4	Fire Department	1
Permit Department	3	Transportation Department	1
City Hall	3	Don't Know	8
Road Department	2		
Animal Control	2		
Parking Department	2		
Passport Office	2		

19.3 Were you generally satisfied or dissatisfied with the response you got?
ASKED OF RESPONDENTS WHO SAID "YES" IN Q19, N=168

SATISFIED...**66** DISSATISFIED...**30**
[DK/NA]...**4**

20. The average house in Auburn is assessed at \$300,000. The owner of that average house would pay \$3,700 in total property taxes, of which the City would receive around \$434 per year. Thinking about your situation and the value of all the City services that Auburn provides how satisfied are you with the level of city taxes? Use the same scale where 10 is "highly satisfied" and 0 is "not at all satisfied."

NOT AT ALL =**6...1...5...5...7...16...10...13...18...6...6**= HIGHLY [DK/NA = **7**]

21. 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? Use a 0-10 scale, where 10 is "highly likely" and 0 is "not at all likely"?

NOT AT ALL =**27...3...4...5...3...11...7...8...11...6...10**= HIGHLY [DK/NA = **6**]

22. If you had an extra \$1 to spend in taxes, which one of the following major areas in City services would you want it spent on?

ROTATE
Police...**39**
Roads...**27**
Parks And Recreation...**20**
Preservation of Historic Buildings and Art ...**8**
[DK/NA...**5**]

23. If you were to pay \$1 less in taxes, which one area of services would you recommend cutting back on?

ROTATE

Preservation of Historic Buildings and Art ...**50**

Parks And Recreation...**19**

Roads...**11**

Police...**8**

[DK/NA...**12**]

24. We are interested in how people get information about City Government here in Auburn. Which of the following have been useful to you to learn about city government?

READ LIST: CIRCLE ALL THAT APPLY

Newspaper **47**

Mailings From City (Bill Inserts, Brochures, Postcards, Etc.)...**36**

Word of Mouth (Friends, Neighbor, Church, Etc.)...**35**

Website...**33**

Public Access TV, TV21...**26**

Signs Around the City, Banners, Etc...**24**

Through City Parks, Recreational Programs or Community Events...**20**

During Major Events That Held Like The 4th Of July, Kidsday Or Veterans Day Parade...**17**

City Meetings...**8**

Mayor's Weekly Email Broadcasts...7

Neighborhood Meetings...**7**

_____ < OTHER...**2**

DK/NA...**5**

25. Are you on a city sponsored email list of updates? IF DID NOT MENTION CITY EMAIL LIST
IN Q24 (#3) ASK, N=466

YES...**11** NO...**76**

DK/NA...**12**

26. In terms of keeping citizens informed about what is happening in city government -- How good a job do you think the City of Auburn does at that? Would you say...?

Excellent...**10**

Good...**45**

Only Fair...**29**

Poor...**10**

[DK/NA...**7**]

27. How would you rate the city’s performance in providing residents the opportunity to be involved in decisions that affect city government? How good a job do you think the City of Auburn does at that? Would you say...?

Excellent...**9**
 Good...**37**
 Only Fair...**29**
 Poor...**11**
 [DK/NA...**13**]

28. Before this survey, which of the following City programs were you aware of – if any?

CIRCLE ALL THAT APPLY

Programs that encourage recycling...**72**
 Neighborhood improvement grants for individual communities within Auburn...**24**
Police volunteer program...**44**
 [DK/NA...**18**]

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

TIMES	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12+</u>	DK/NA
	4	3	6	5	3	3	6	2	2	1	3	1	61	0

29.1. What are the main reasons why you haven’t made any visits? ASKED IF 0 VISITS IN Q29, N=18.

No Shopping Downtown...**35**
 Housebound / Don’t Go Out Much / Disabled...**30**
 No Need / Not Interested / Nothing To Do There...**15**
 Parking Is Terrible...**4**
 Age...**4**
 Safety...**4**
 [DK/NA... **9**]

30. There questions facing City leaders right now that will require spending taxpayer dollars. As I read this list, please tell me whether you support or oppose spending taxpayer dollars on that project. We'll use a scale of 6= Strongly Support, 5=Support, 4= Mildly Support, 3=Mildly Oppose 2=Oppose or 1= Strongly Oppose. The first one is...

ROTATE	<u><OPPOSE</u>	<u>SUPPORT></u>	DK				
1. Funding arterial street repair – such as “A” Street, “I” Street, “M” Streets and Auburn Way	10	8	9	18	22	31	3
2. Continuing the economic redevelopment of Auburn’s downtown	14	8	12	15	19	29	3
3. An environmental park, including a half mile of ponds and trails along Highway 167	22	10	12	15	14	24	3
4. Continuing investment in the Les Gove Campus	14	10	16	11	14	15	21

31. Thinking now about all the things we have talked about, as a citizen of Auburn, do you think that your tax dollars are being well spent here? Or not?

WELL SPENT...**59** NOT...**26**
[DK/NA...**15**]

32. I have just a few last questions for our statistical analysis. How old are you?	18-34... 16
	35-44... 13
	45-54... 21
	55-64... 17
	65+... 31
	[NA... 1]

33. Which of the following best describes your household:	Couple with children at home... 32
	Couple with no children at home... 35
	Single with children at home... 8
	Single with no children at home... 24
	[NA... 2]

34. Do you own or rent the place in which you live?	OWN.... 59	RENT..... 39	DK/NA... 2
-----------------------------------------------------	-------------------	---------------------	-------------------

35. Finally, I am going to list some broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for this year.	ROTATE TOP/BOTTOM
	\$35,000 or less... 19
	Over \$35,000 to \$50,000... 16
	Over \$50,000 to \$74,000... 17
	\$75,000 to \$99,000... 11
	Over \$100,000... 11
	[DO NOT READ: NO ANSWER]... 27

4. What do you like most about living in Auburn?

<u>Atmosphere</u>	<u>28</u>	<u>Physical Environment</u>	<u>5</u>
“Atmosphere” (Urban / Small City)	6	“Physical surroundings”	2
Quiet / Peaceful	12	Scenic beauty	1
“Nice” Area / Neighborhood	6	Clean	2
Comfortable / Slower Pace	2	Water (Bay, Lakes, Rivers)	1
Safety / No Crime	2	Environmentally Conscious/Green	<1
Freedom / Liberal Atmosphere	1		
		<u>Born Here / Family Here</u>	<u>5</u>
<u>Location</u>	<u>16</u>	Born here/Never lived elsewhere	2
Location/Convenience/Proximity	12	Family is here/Friends	2
Proximity to Recreation	1		
Proximity To Seattle/Other Cities	3	<u>Transportation / Traffic</u>	<u>2</u>
Other LOCATION	1	Transportation is convenient	1
		Traffic not bad / Not congested	1
<u>Public Services</u>	<u>8</u>	Pedestrian Friendly/Can Walk	<1
Public Services	1	Roads / Streets / Highways	<1
Schools / Education	3		
Parks & Recreation	4	<u>Amenities / Things to do</u>	<u>2</u>
Police & Fire	1	Variety of things to do	1
		Cultural (Theater, museums, etc)	<1
<u>Sense of Community</u>	<u>8</u>	Shopping/Businesses	1
Sense of Community	3	Other AMENITIES (Non-Govt)	<1
Friendly People	4		
Not Overpopulated	1	<u>Non-Specific</u>	<u>2</u>
Diverse Population	<1	Climate /Weather Impact –Flooding	2
<u>Size</u>	<u>7</u>	<u>City Government</u>	<u><1</u>
Size (“Right Size”)	1	“City Government” (non-specific)	<1
Not Too Big	<1	Runs Well	<1
Small	6		
Other SIZE	<1	Everything	<1
		Nothing	3
<u>Economy</u>	<u>6</u>	Other	1
My Job is here / Live close to work	4	DK/NA	6
Cost of Living / Affordable	2		
Housing	1		

5. What would you say are some problems or issues that concern you about living in Auburn?

<u>Crime / Safety</u>	<u>25</u>	<u>Economy</u>	<u>6</u>
Crime / Public Safety	17	The Economy	<1
Drug Control	5	Lack of Busin, Economic Activity	1
Police Department/Services	3	Lack of Jobs	2
		Cost of living is high	2
		Housing Costs	1
<u>Traffic / Transportation</u>	<u>23</u>	<u>City Government</u>	<u>6</u>
Traffic Congestion	11	City Leadership/Direction/Focus	3
Street Repairs / Sidewalks	10	Money Is Handled Poorly	<1
Mass Transit	<1	Poor Commun/Doesn't Listen	<1
Parking	1	Taxes	2
Other traffic/transp	1	OTHER CITY GOVT	1
<u>Growth / Land Use / Zoning</u>	<u>14</u>	<u>Non-Specific</u>	<u>5</u>
Annexation	1	Gambling / Casinos / Fireworks	2
City Image / Keeping Rural	2	Racism / Discrimination	<1
High-Density Development	<1	Poverty / Homelessness	2
Downtown Dev//Redev	6	<u>Public Services</u>	<u>3</u>
Park Place Project	1	Lack of Public Services	<1
Property/Zoning Restrictions	<1	Schools Are Poor / Need Funding	1
Too Much Growth/Crowding	3	Other PUBLIC SERVICES	1
Convenient/Easy Access	1		
<u>Amenities</u>	<u>8</u>	Everything	<1
Lack of Arts/Culture	<1	Nothing	22
No Recreation/Activities	2	Other	1
No Shopping / Restaurants	4	Don't Know	3
City Appearance / Clean Up	1		
Other AMENITIES	1		