

2006 DirectionFinder® Survey
City of Auburn, Alabama



By
ETC Institute
April 4, 2006

Agenda

- Methodology
- Demographics
- Results
 - Maintenance
 - Public Safety
 - Utilities
 - Parks and Recreation
 - Communication
 - Customer Service
 - Stormwater
 - Other Issues
- Conclusions/Questions

Methodology

- Developed with input from city leaders/staff
- Designed to objectively assess community priorities and satisfaction with the delivery of city services
- Administered by mail with follow-up by phone
 - Random sample of 741 residents
- Precision of at least +/-3.7% at the 95% level of confidence
- Benchmarking Data
- Results were geocoded

Benchmarking Cities

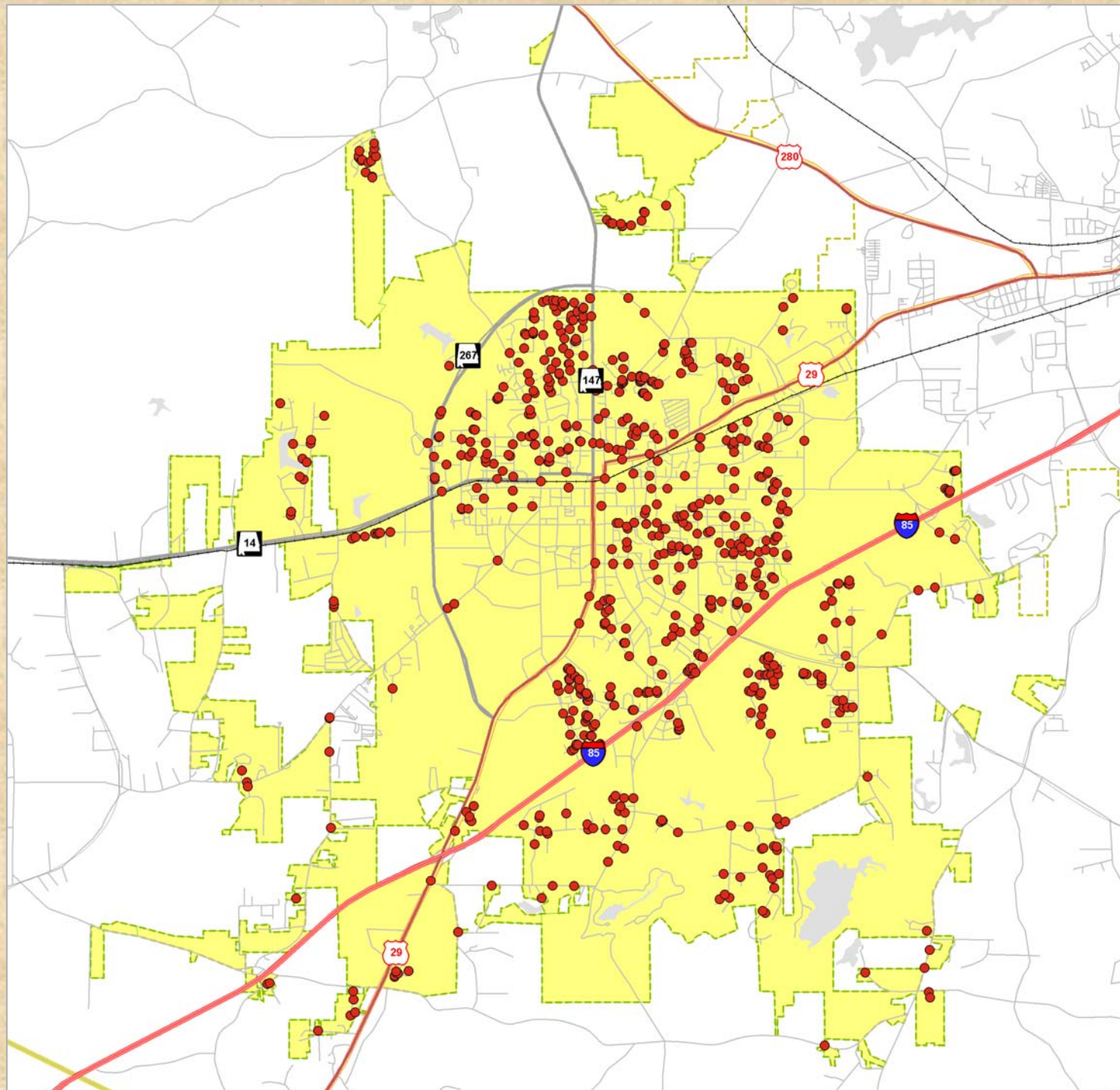
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas*
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- Tamarac, Florida
- West Des Moines, Iowa

* Cities with a major university

Demographics

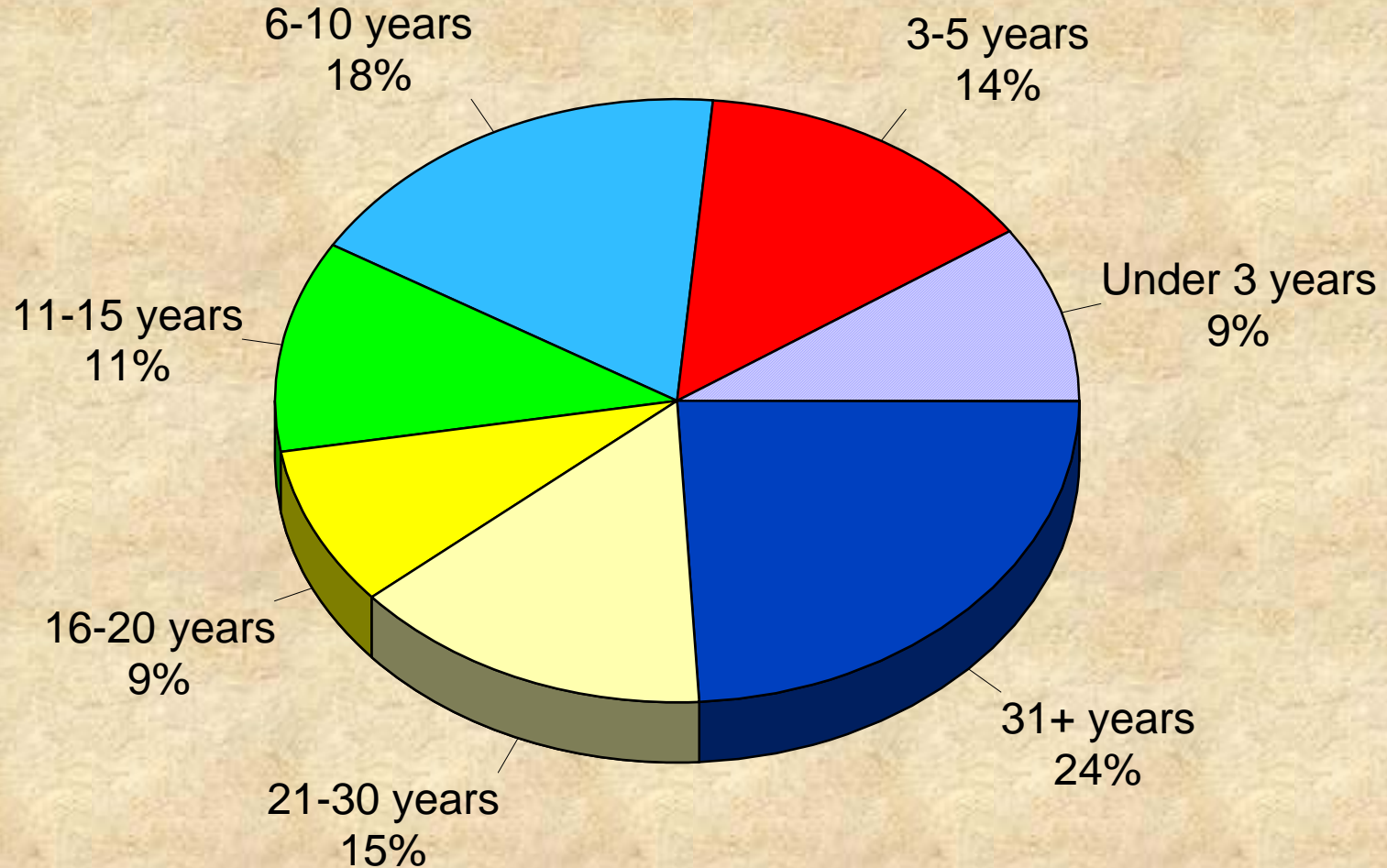
Location of
Respondents

2006 Auburn Citizen Survey



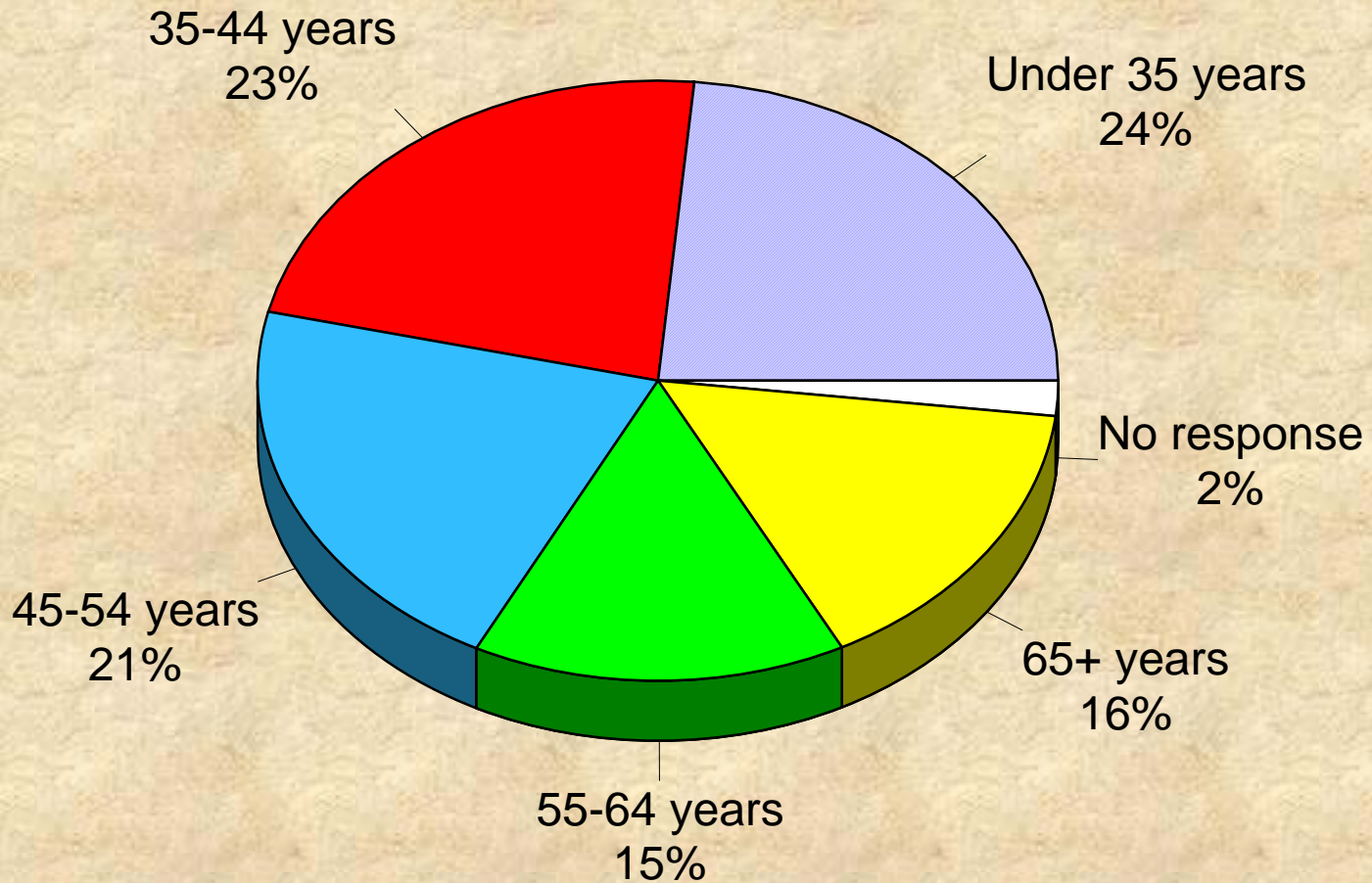
Demographics: How Many Years Have You Lived in the City of Auburn?

by percentage of residents surveyed



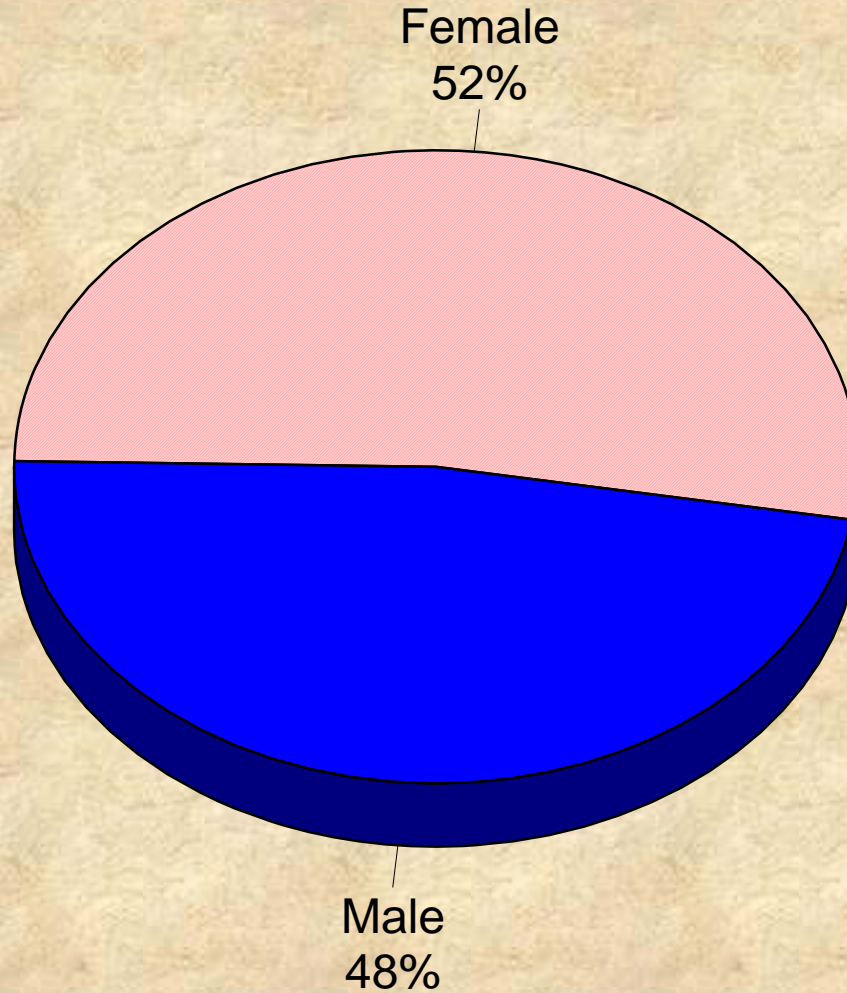
Demographics: What is Your Age?

by percentage of residents surveyed



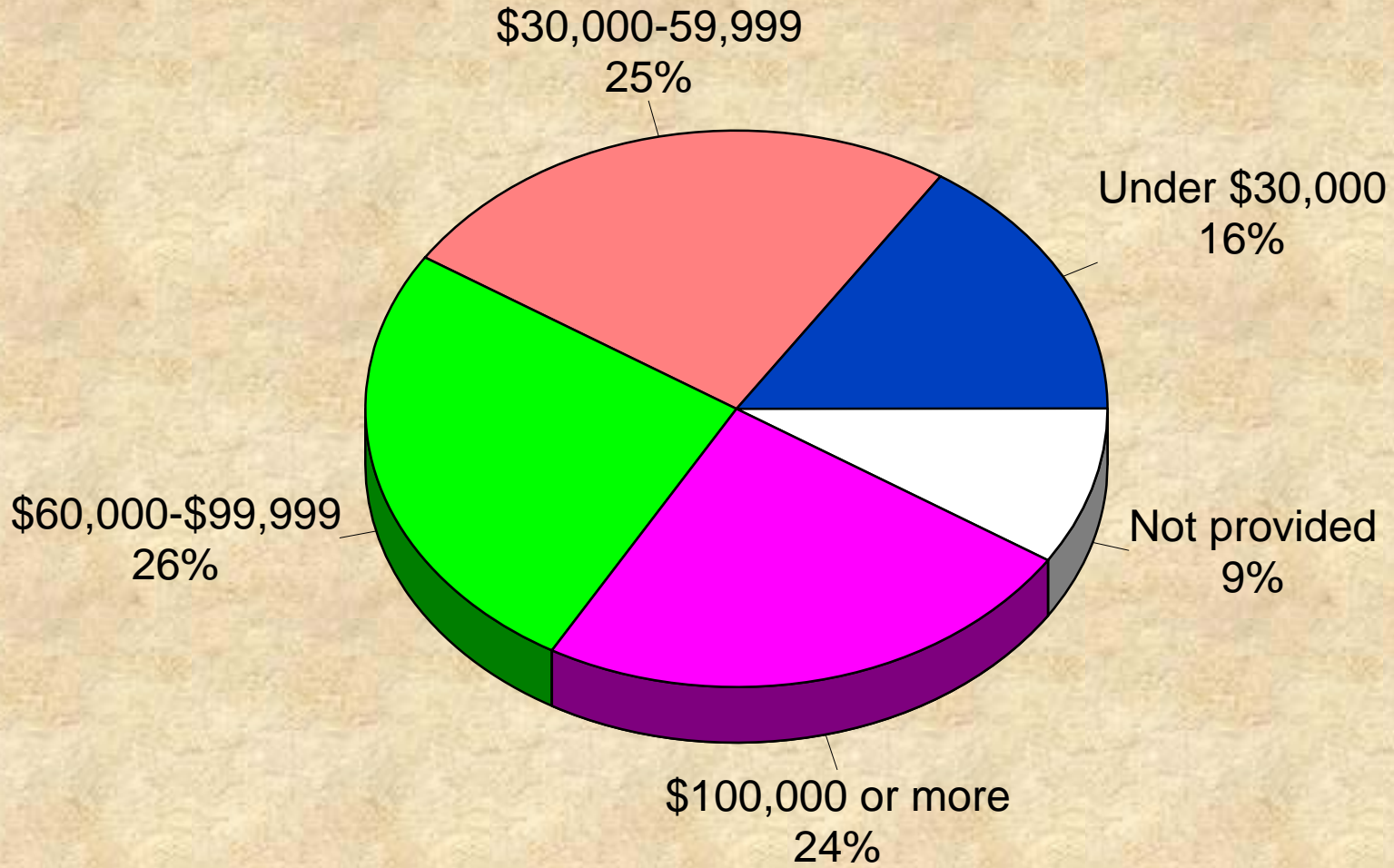
Demographics: Gender of the Respondents

by percentage of residents surveyed



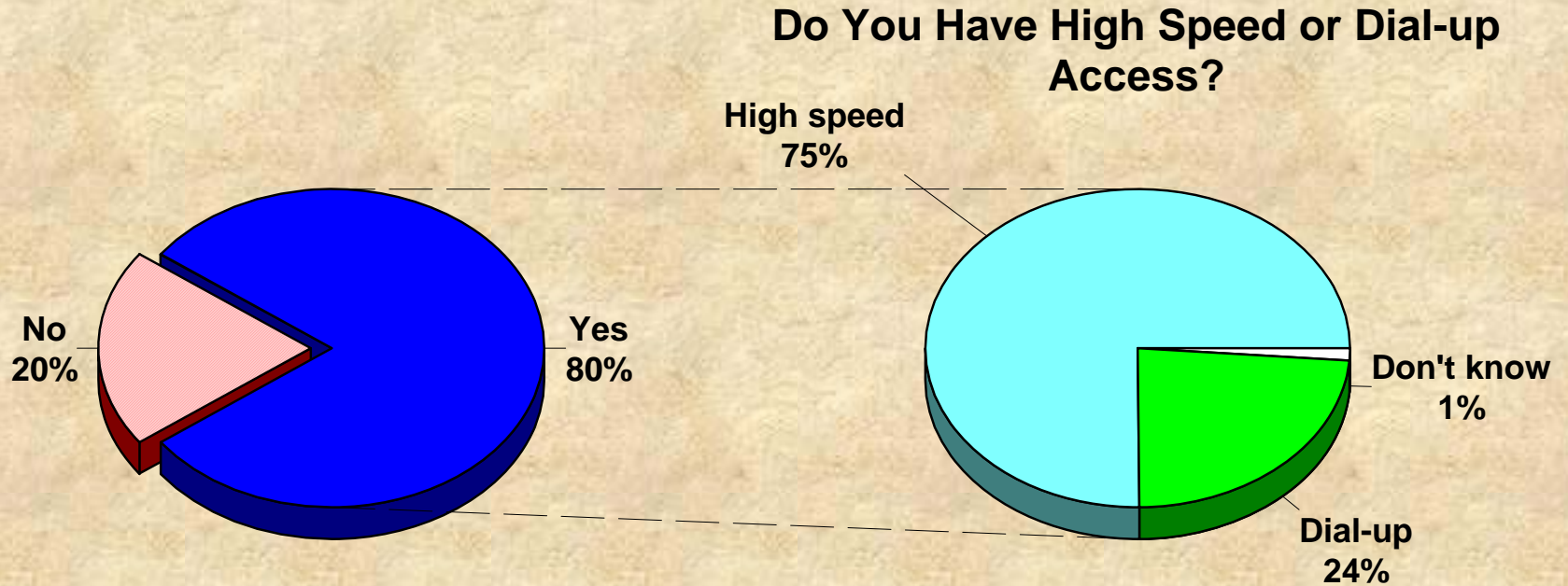
Demographics: Total Annual Household Income

by percentage of residents surveyed



Do You Have Access to the Internet at Your Home?

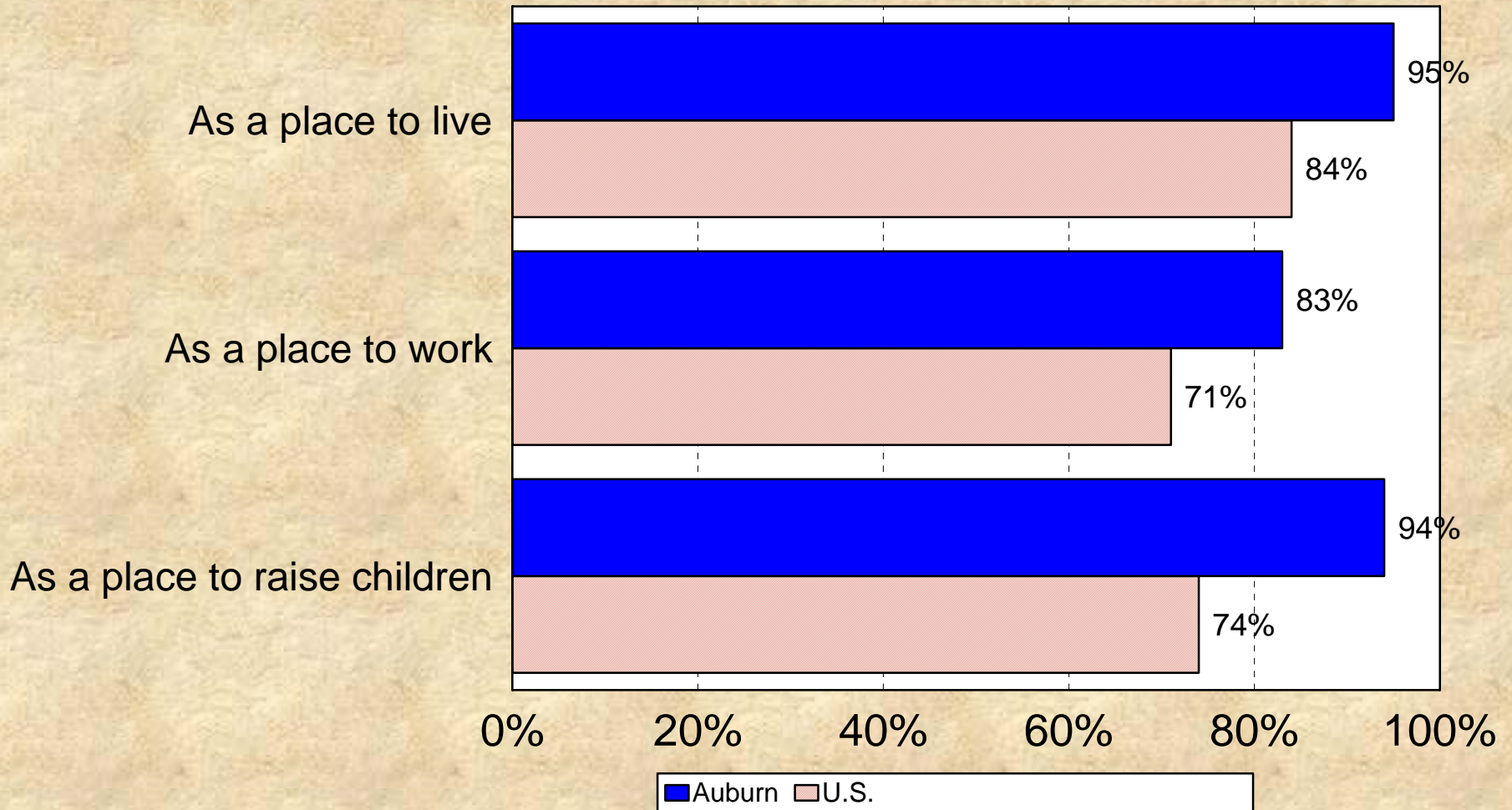
by percentage of residents surveyed



Perceptions of the Community

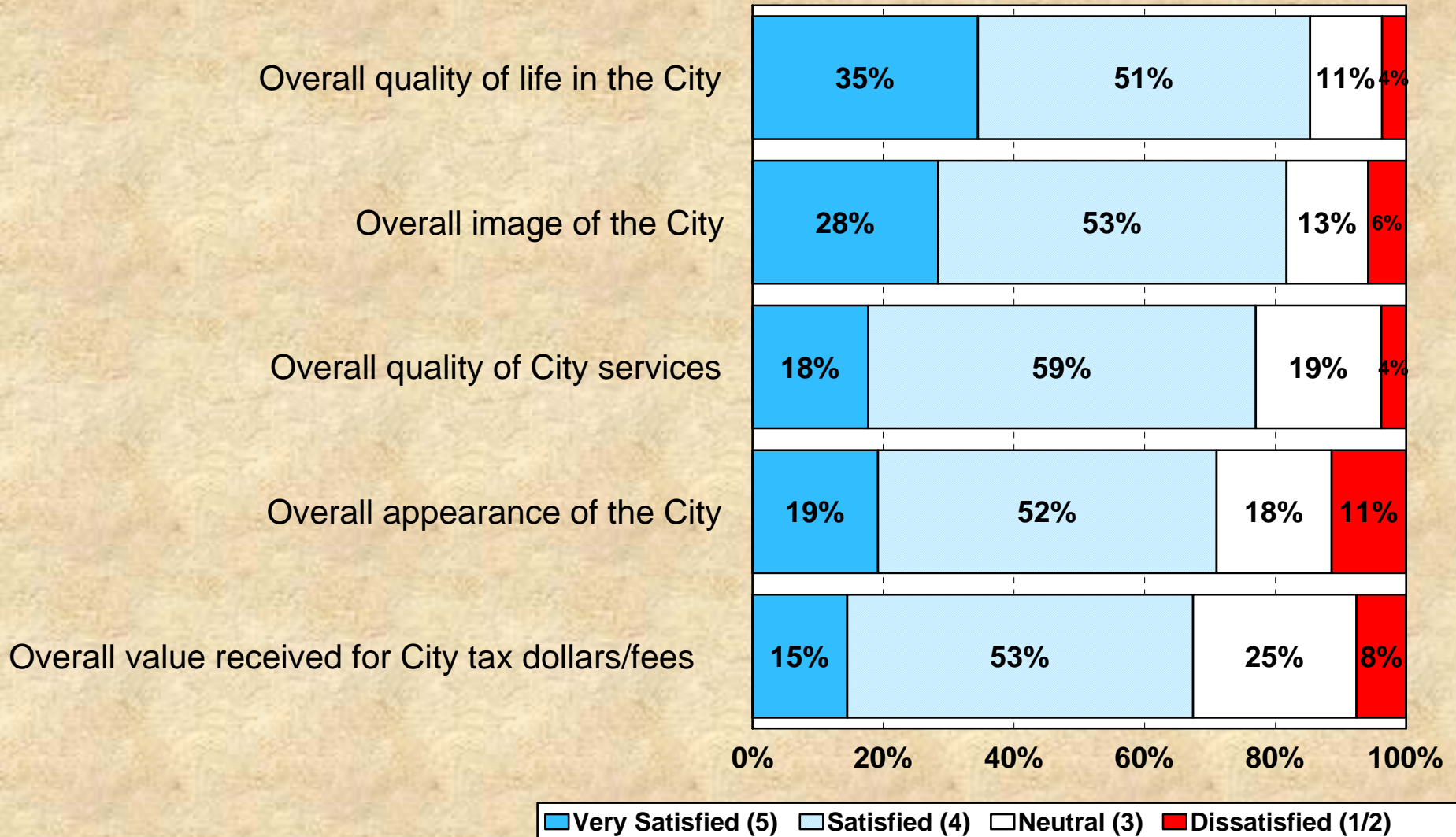
How Residents Rate Their Community as a Place to Live, Work, and Raise Children Auburn vs. U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor"



Satisfaction With Items That Influence the Perception Residents Have of the City

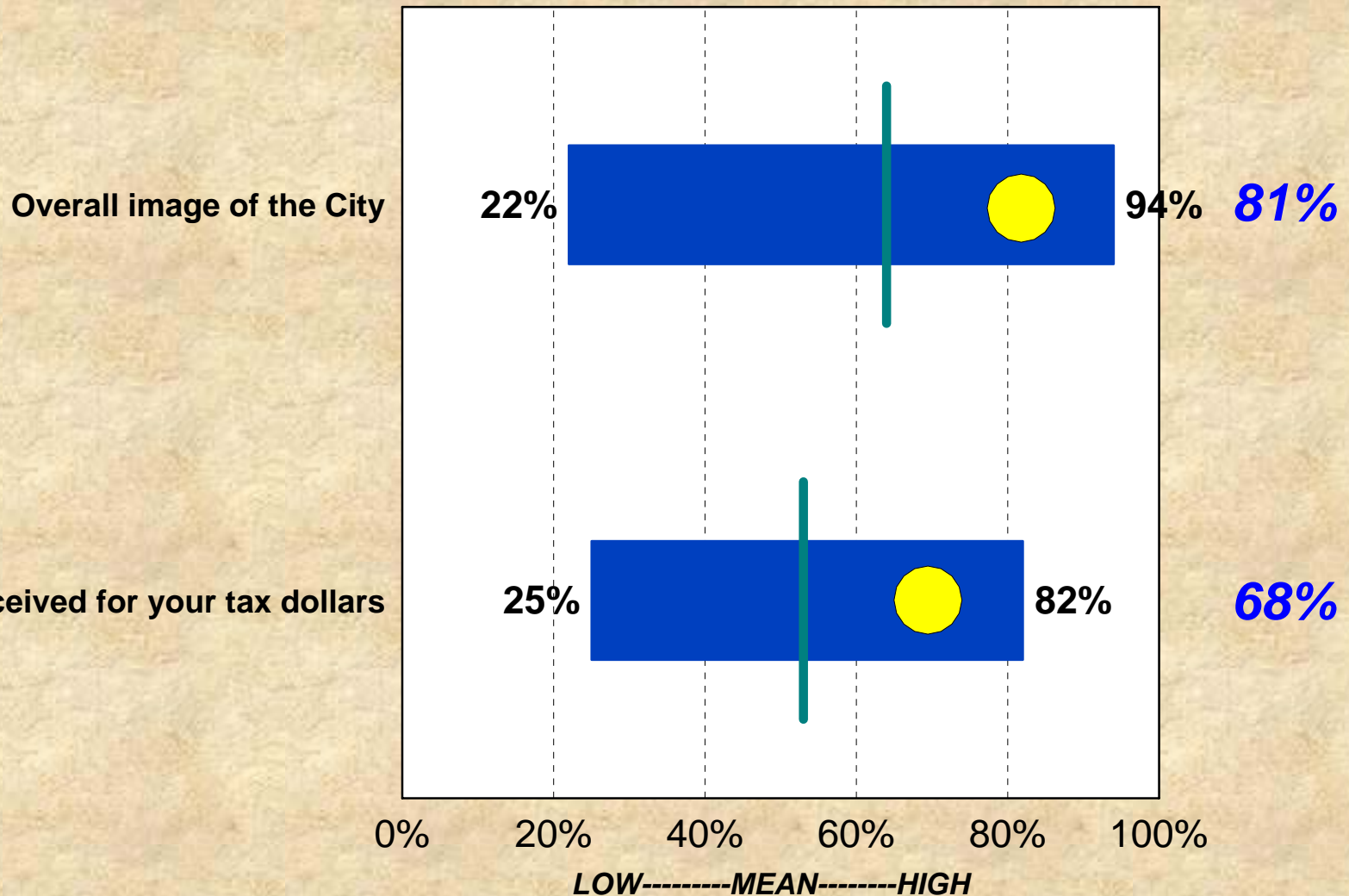
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
excluding don't knows



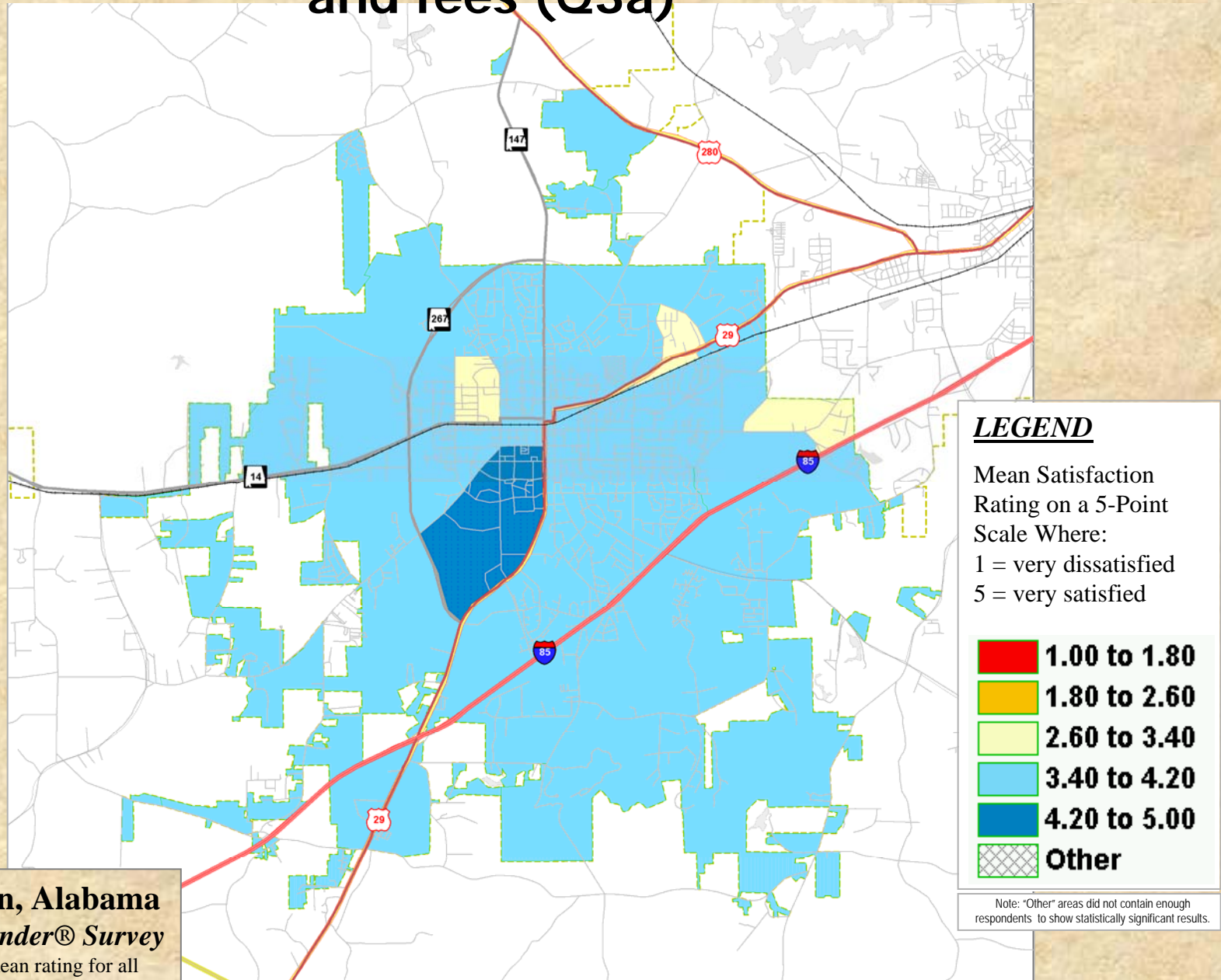
Perceptions that Residents Have of the City in Which They Live - 2006

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

● Auburn, AL



Satisfaction with the value received for City tax dollars and fees (Q3a)

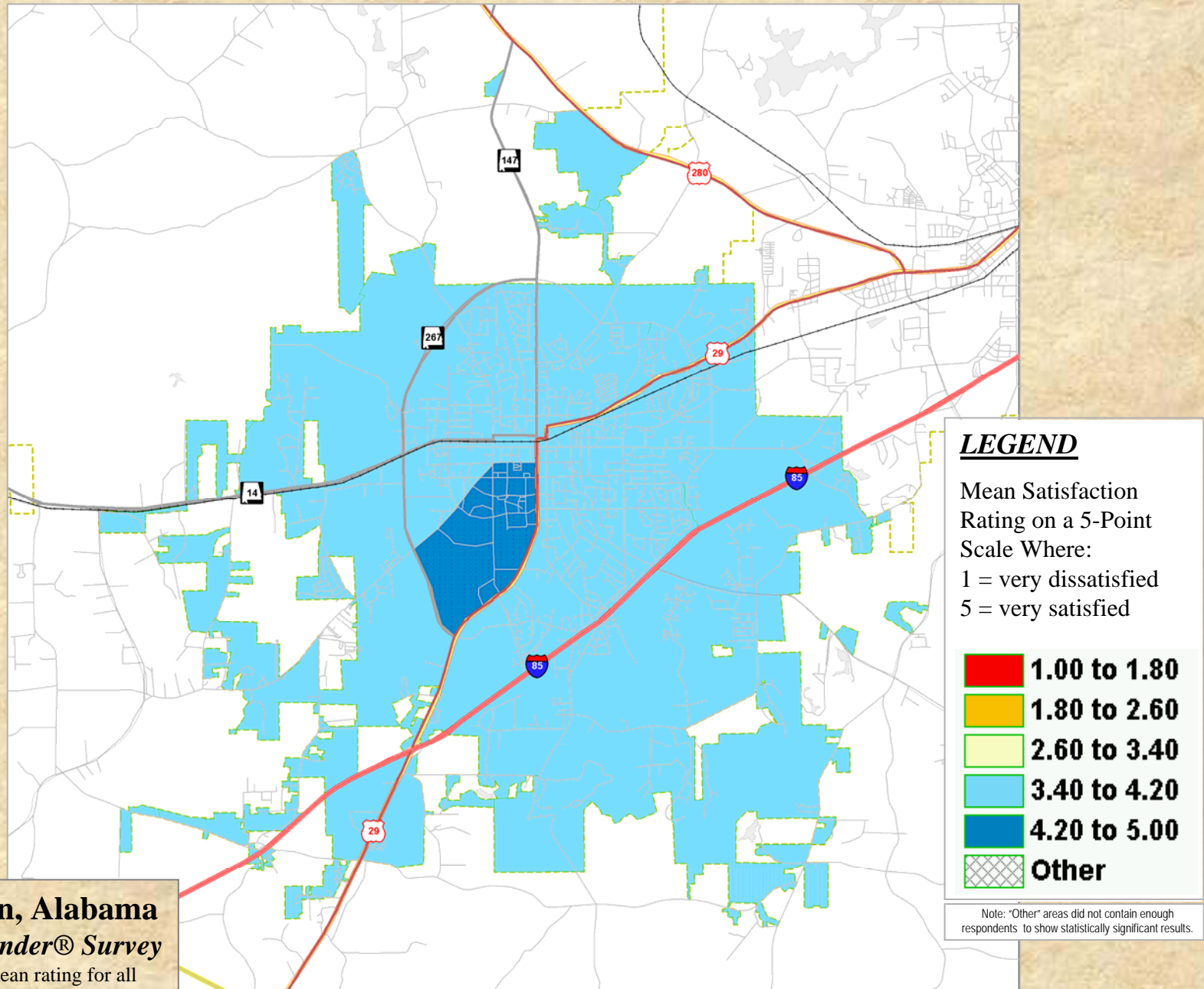


City of Auburn, Alabama
2006 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group*

*Clipped to City limits and combined per respondent distribution

Satisfaction with the quality of City services (Q3e)



City of Auburn, Alabama
2006 DirectionFinder® Survey

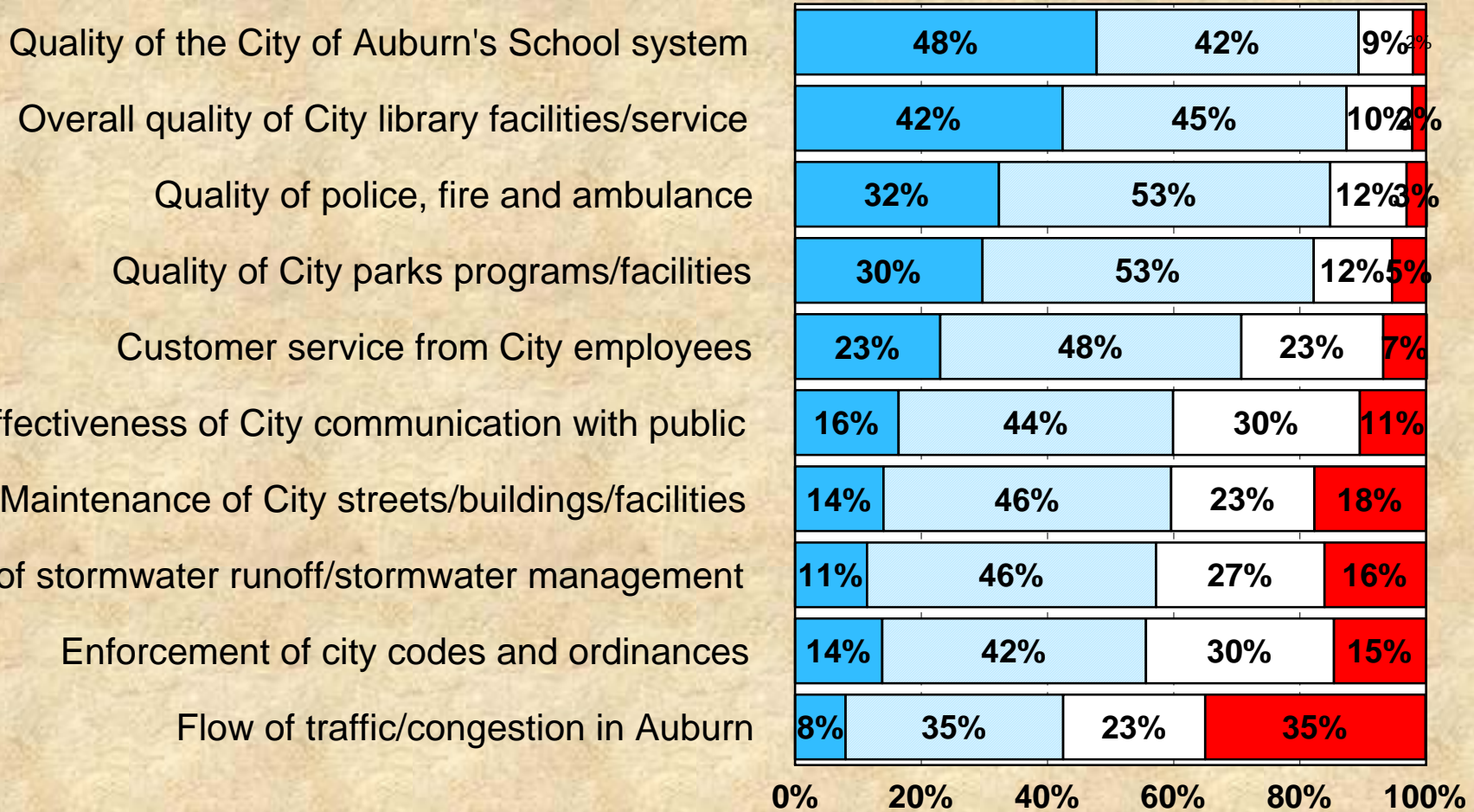
Shading reflects the mean rating for all respondents by Census Block Group*

*Clipped to City limits and combined per respondent distribution

Overall Satisfaction with Major Categories of Service

Overall Satisfaction With City Services by Major Category

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

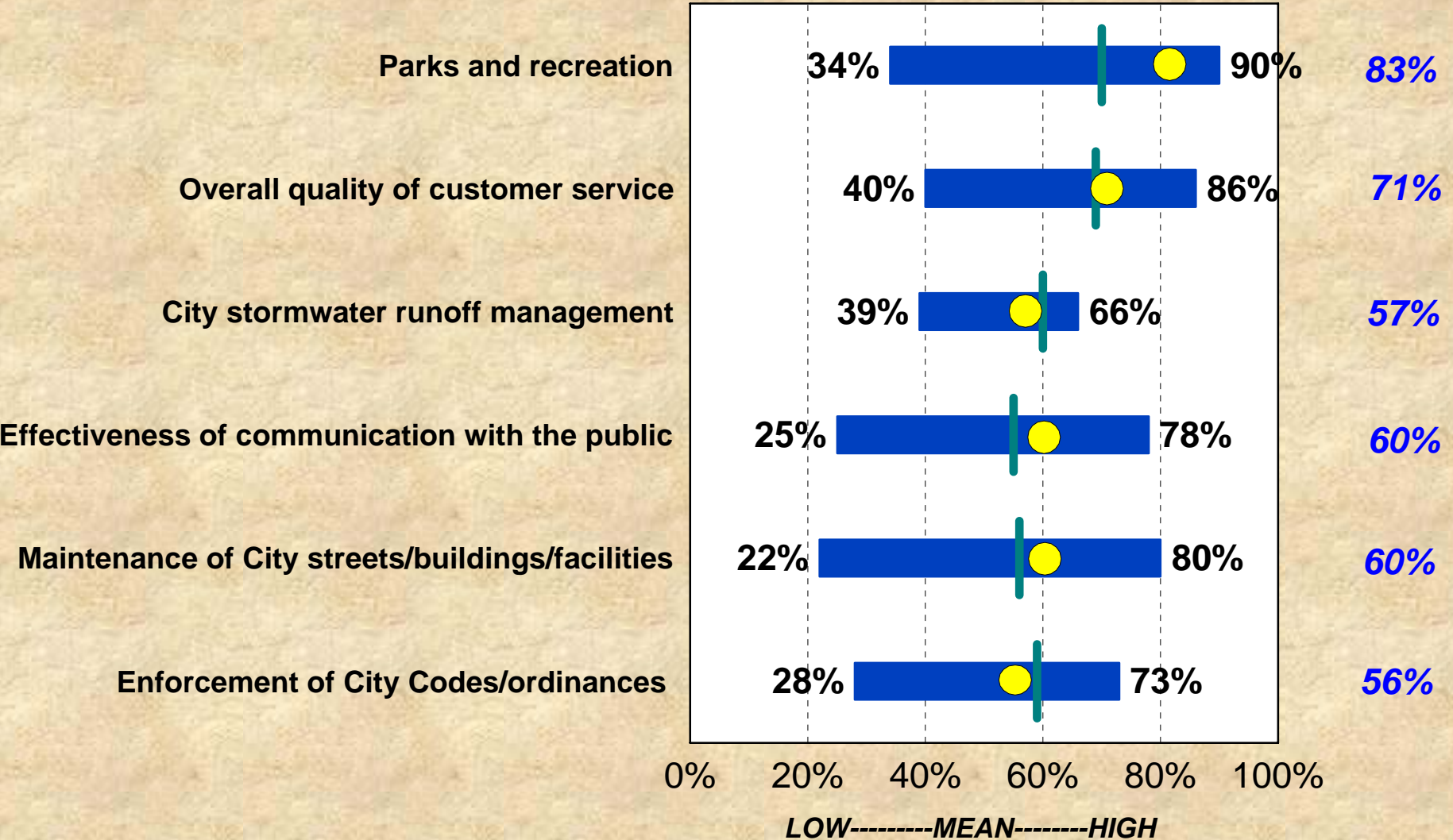


■ Very Satisfied (5)
 ■ Satisfied (4)
 ■ Neutral (3)
 ■ Dissatisfied (1/2)

Overall Satisfaction With City Services by Major Category - 2006

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

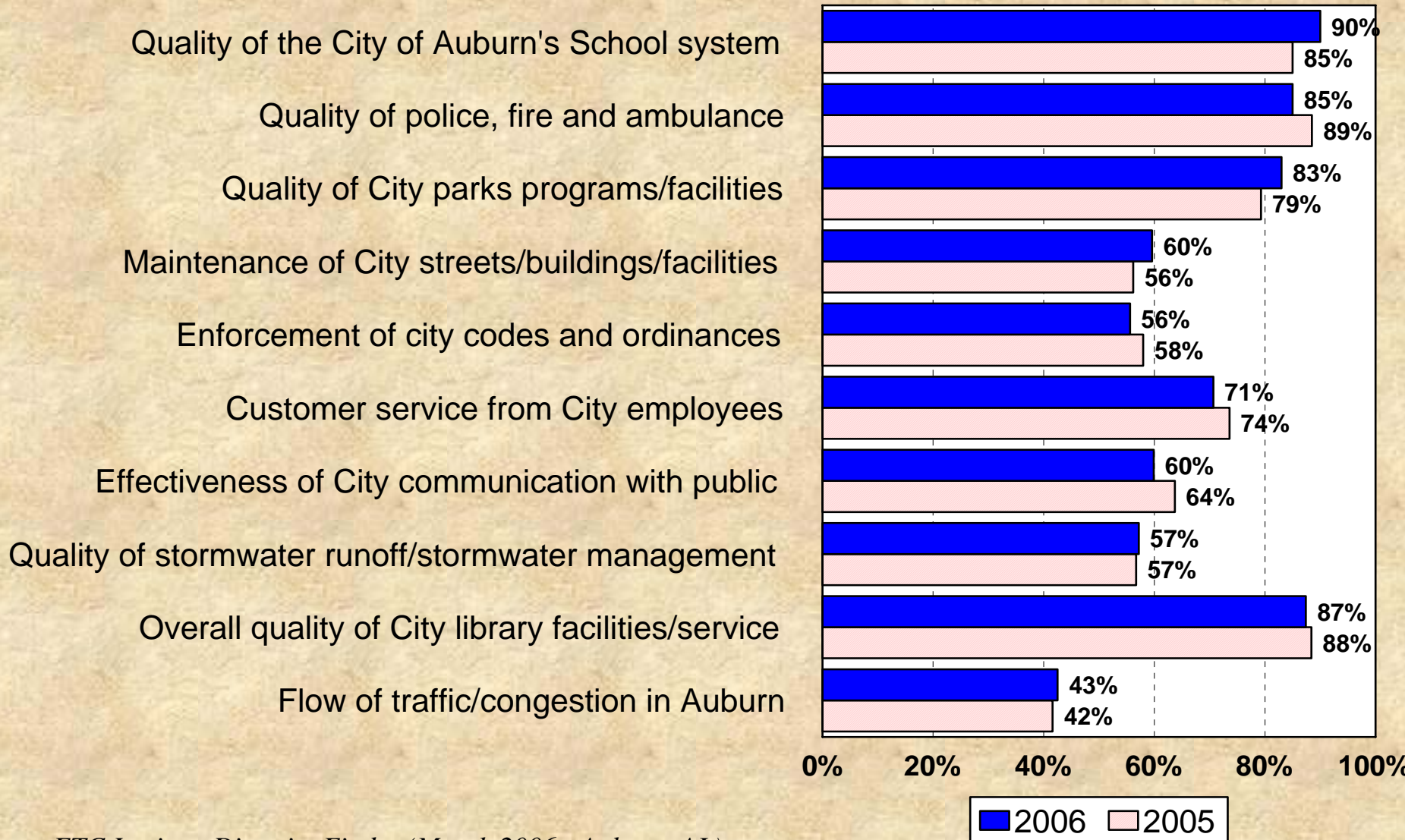
Auburn, AL



Source: ETC Institute DirectionFinder

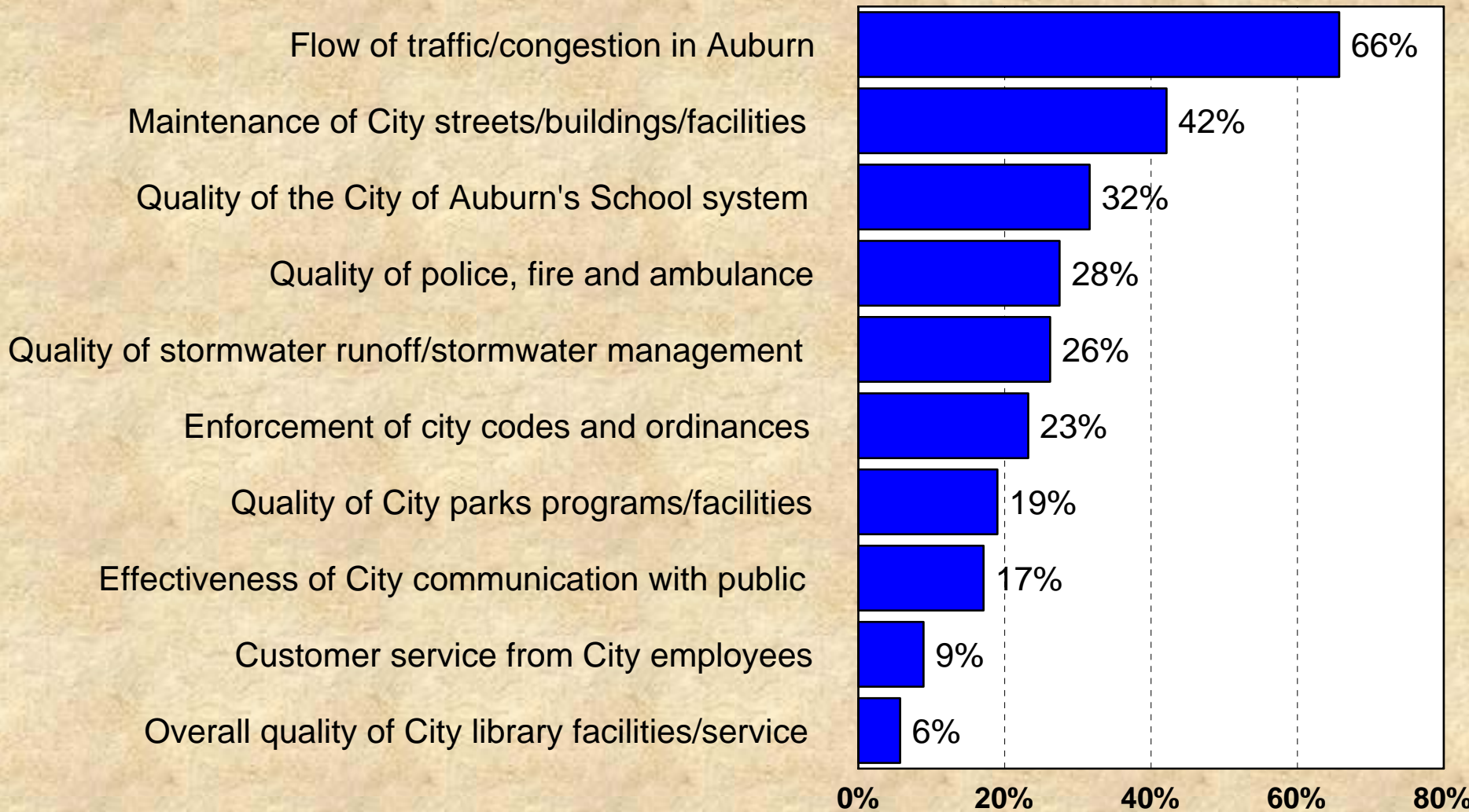
TRENDS: Overall Satisfaction With City Services by Major Category 2004-2006

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



City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top three choices

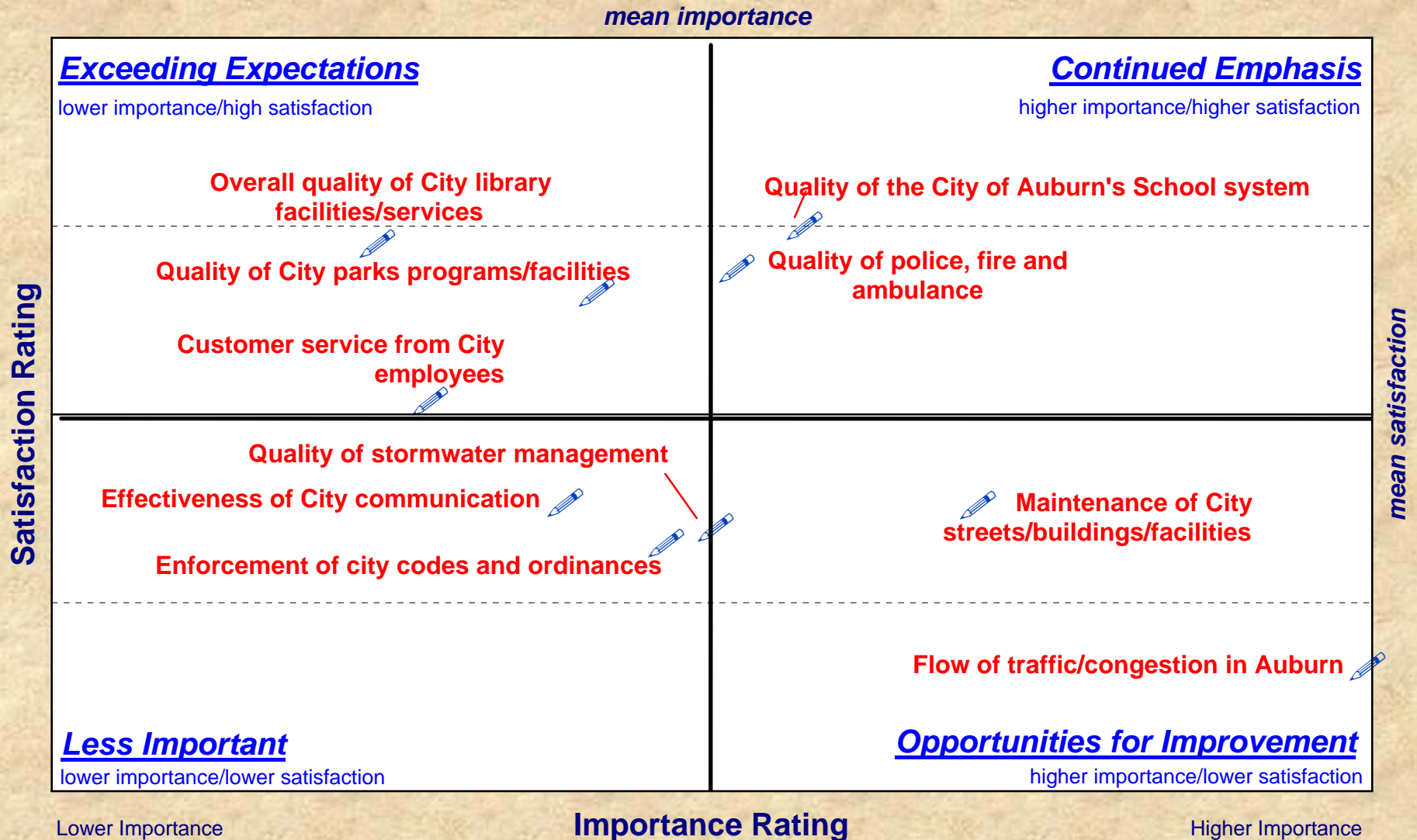


2006 City of Auburn Citizen Survey

Importance-Satisfaction Assessment Matrix

-Overall-

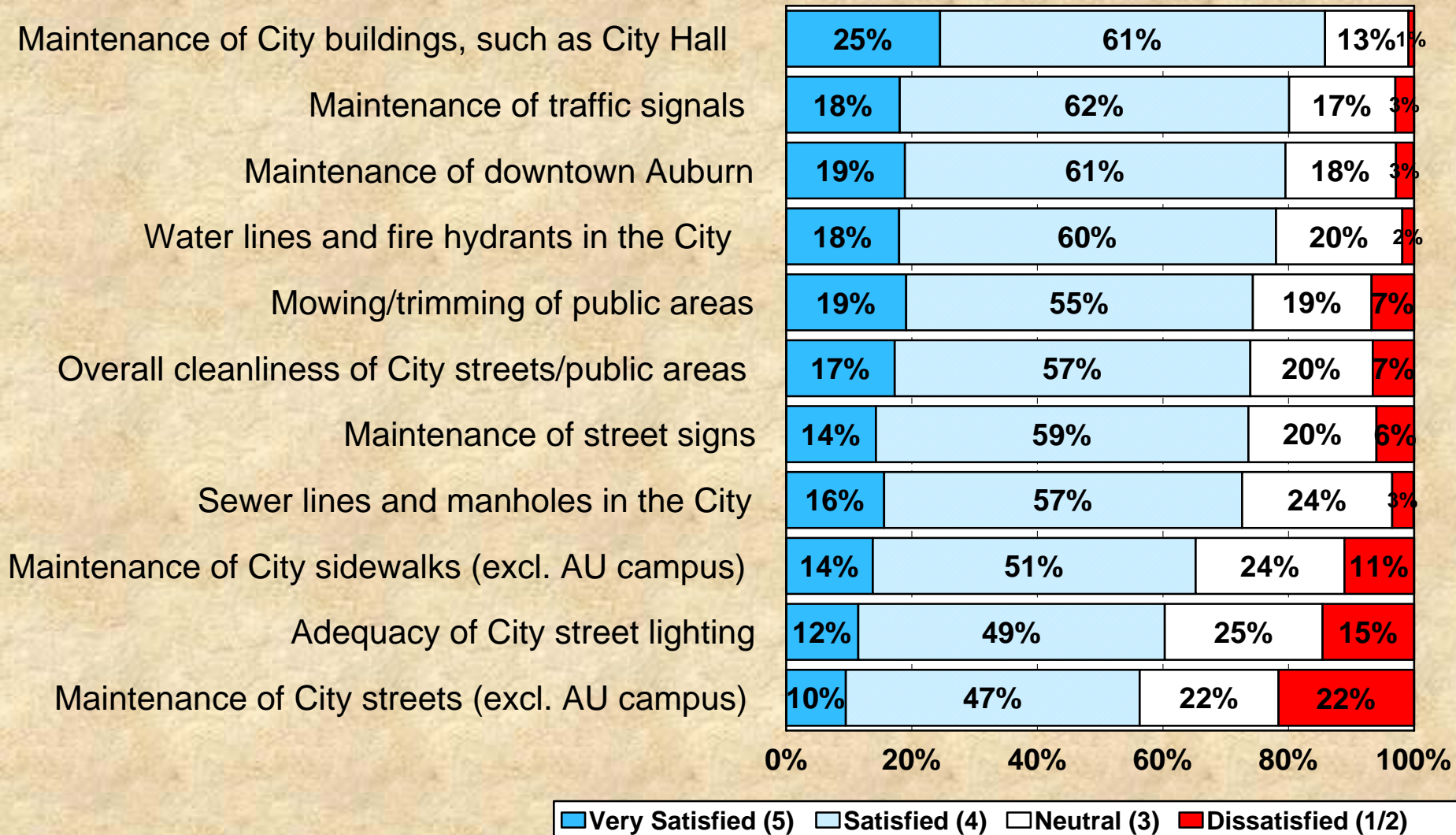
(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



Maintenance

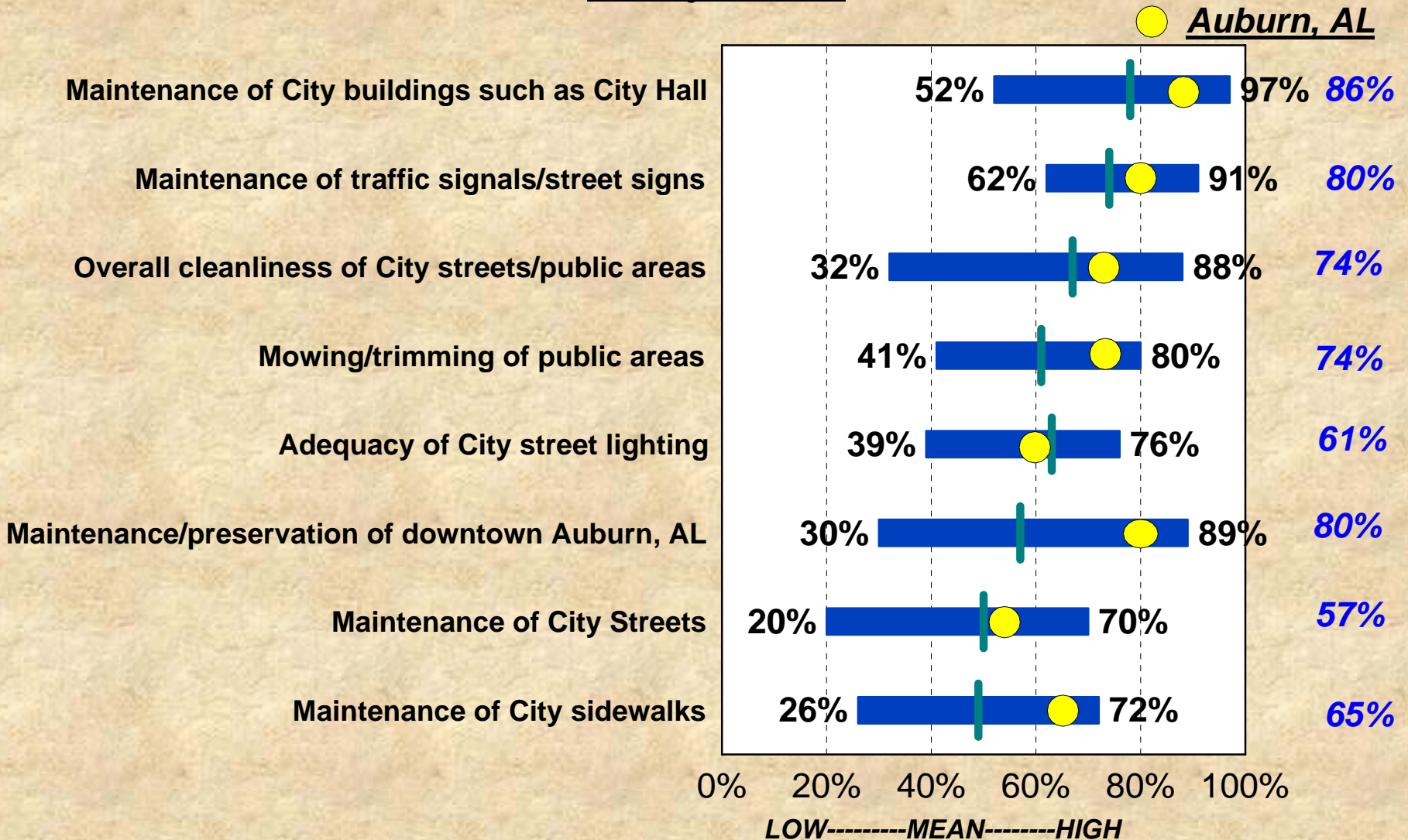
Satisfaction with Various Aspects of City Maintenance

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



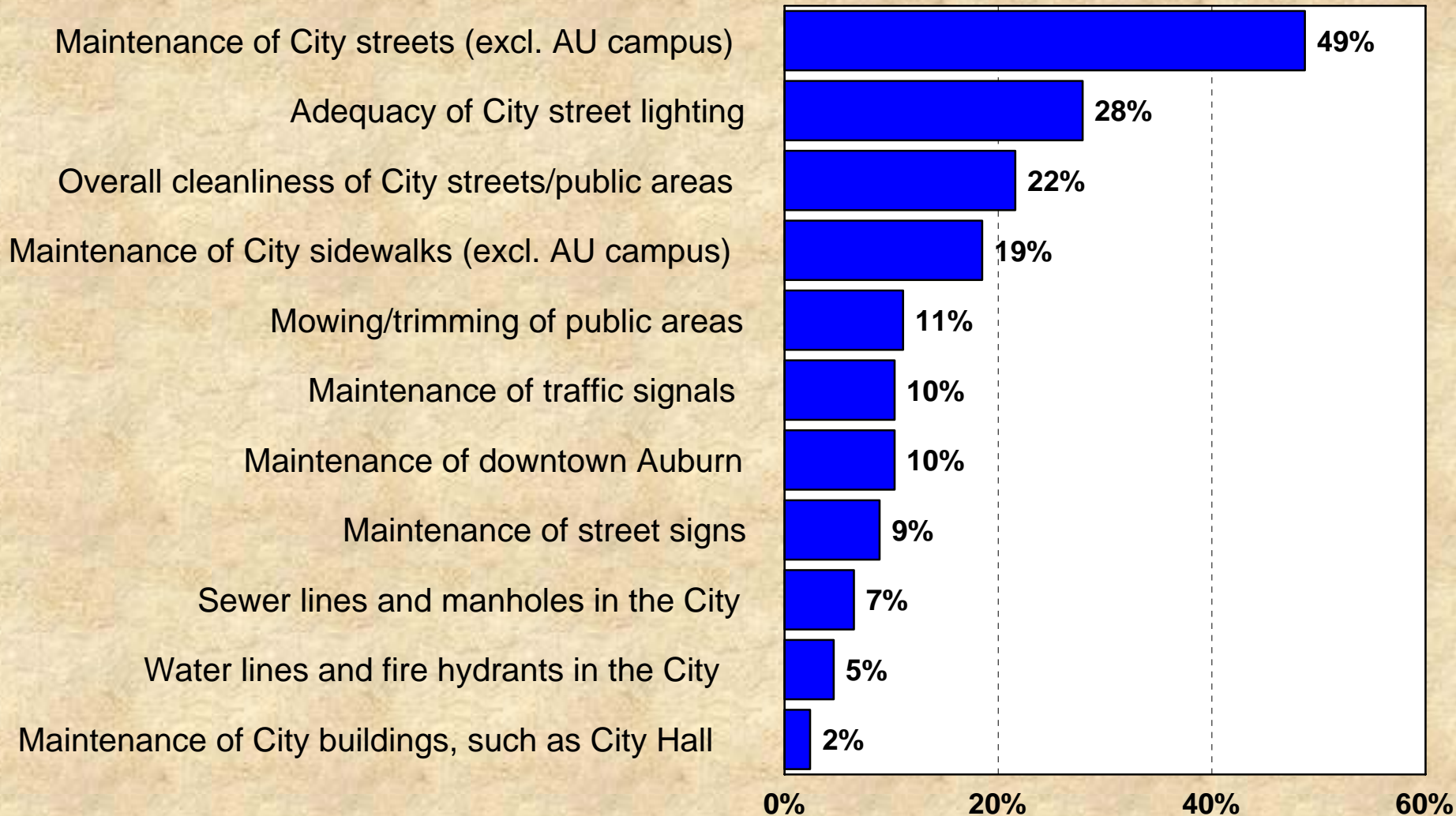
Satisfaction with Maintenance Services Provided by Cities - 2006

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



City Maintenance Services That Should Be Emphasized Most Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top two choices

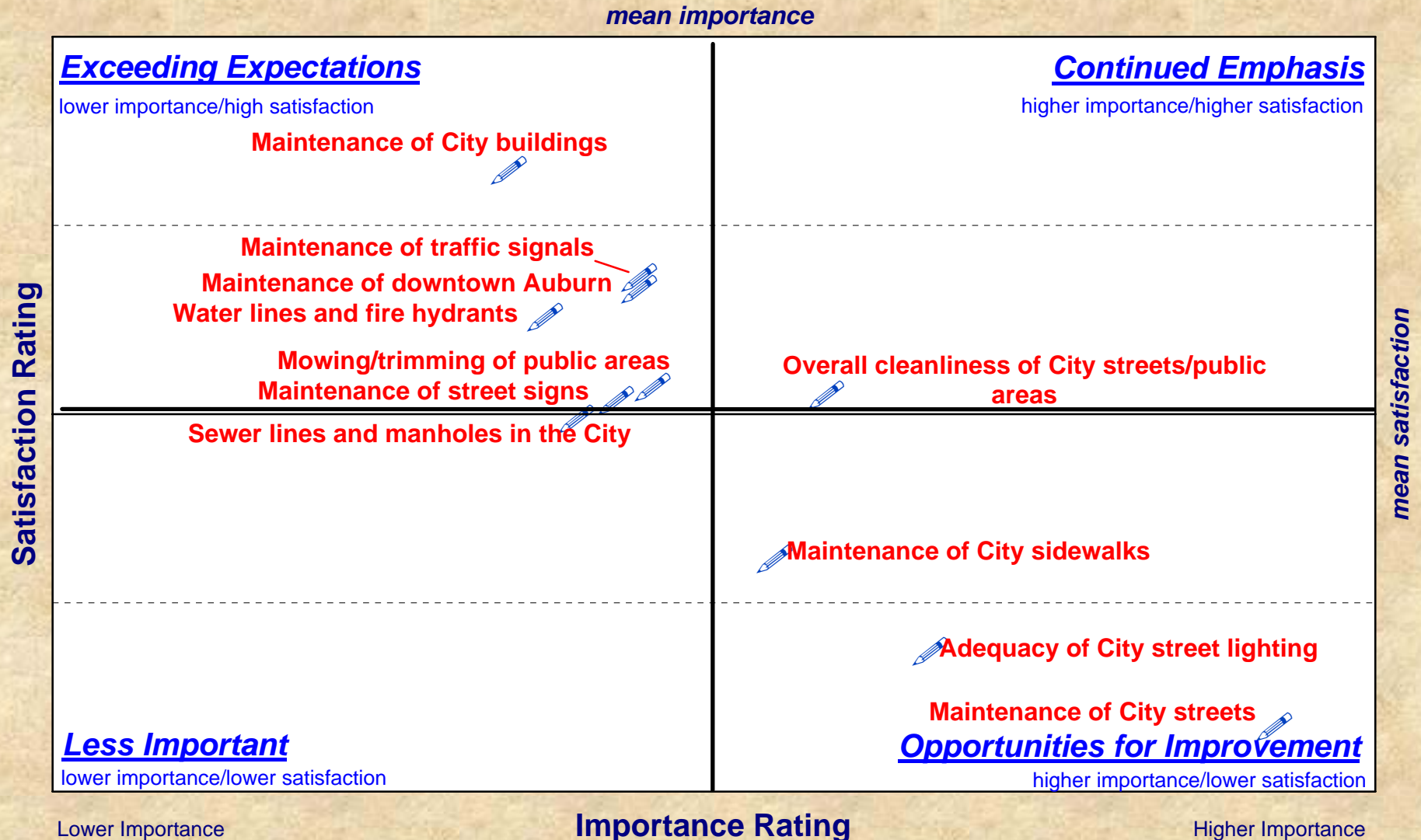


2006 City of Auburn Citizen Survey

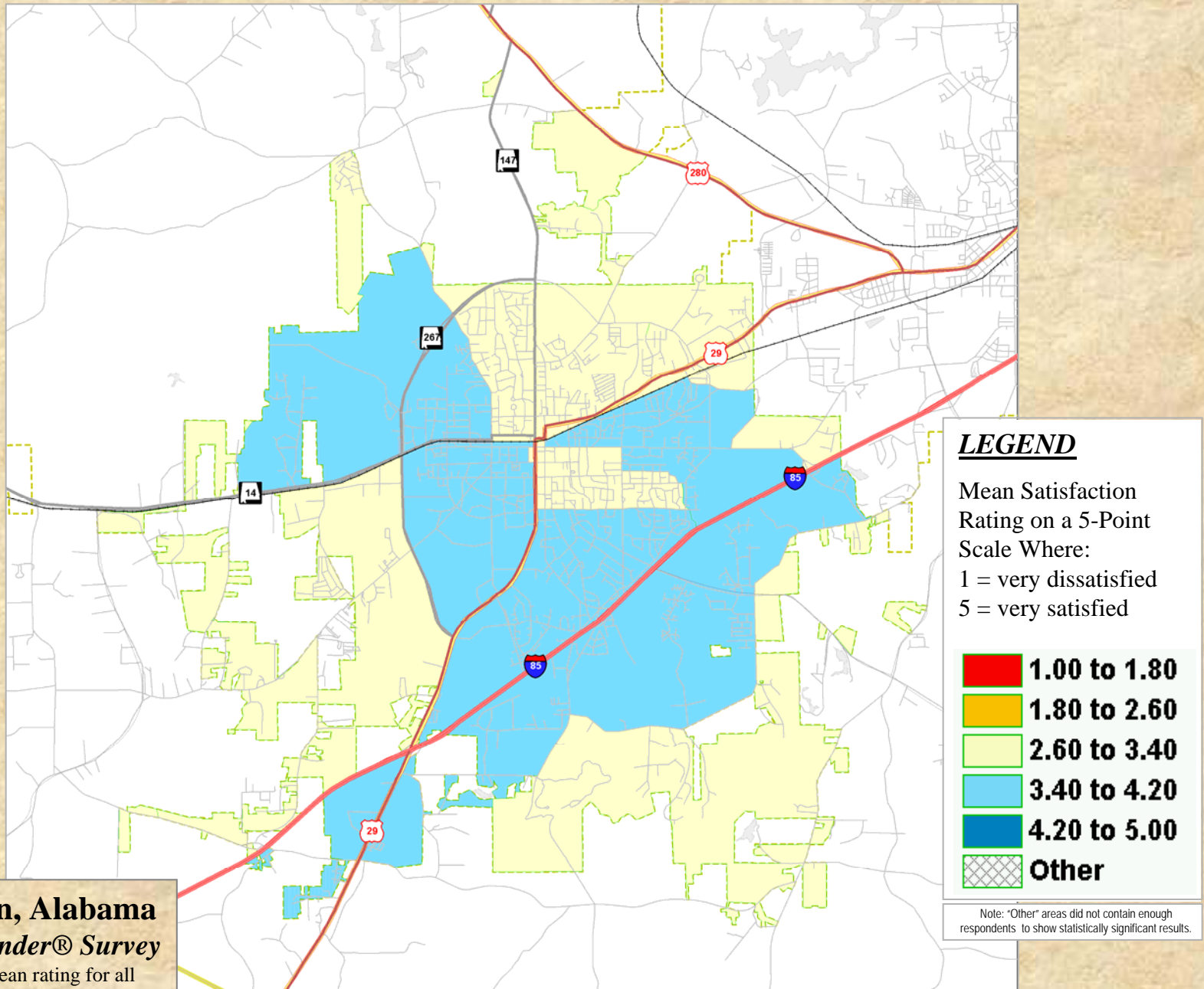
Importance-Satisfaction Assessment Matrix

-Maintenance-

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



Satisfaction with the maintenance of City streets (Q11a)

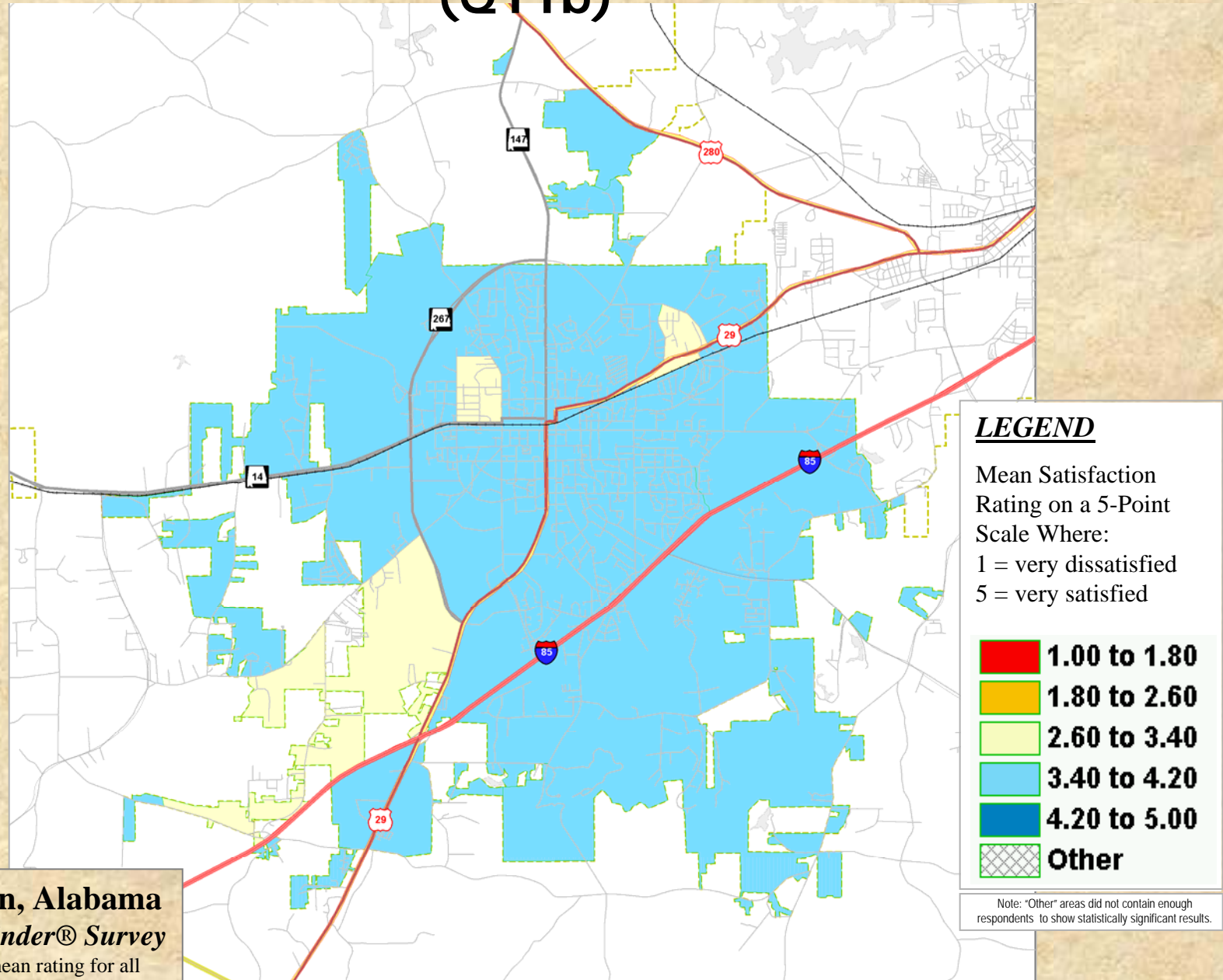


City of Auburn, Alabama
2006 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group*

*Clipped to City limits and combined per respondent distribution

Satisfaction with the maintenance of City sidewalks (Q11b)

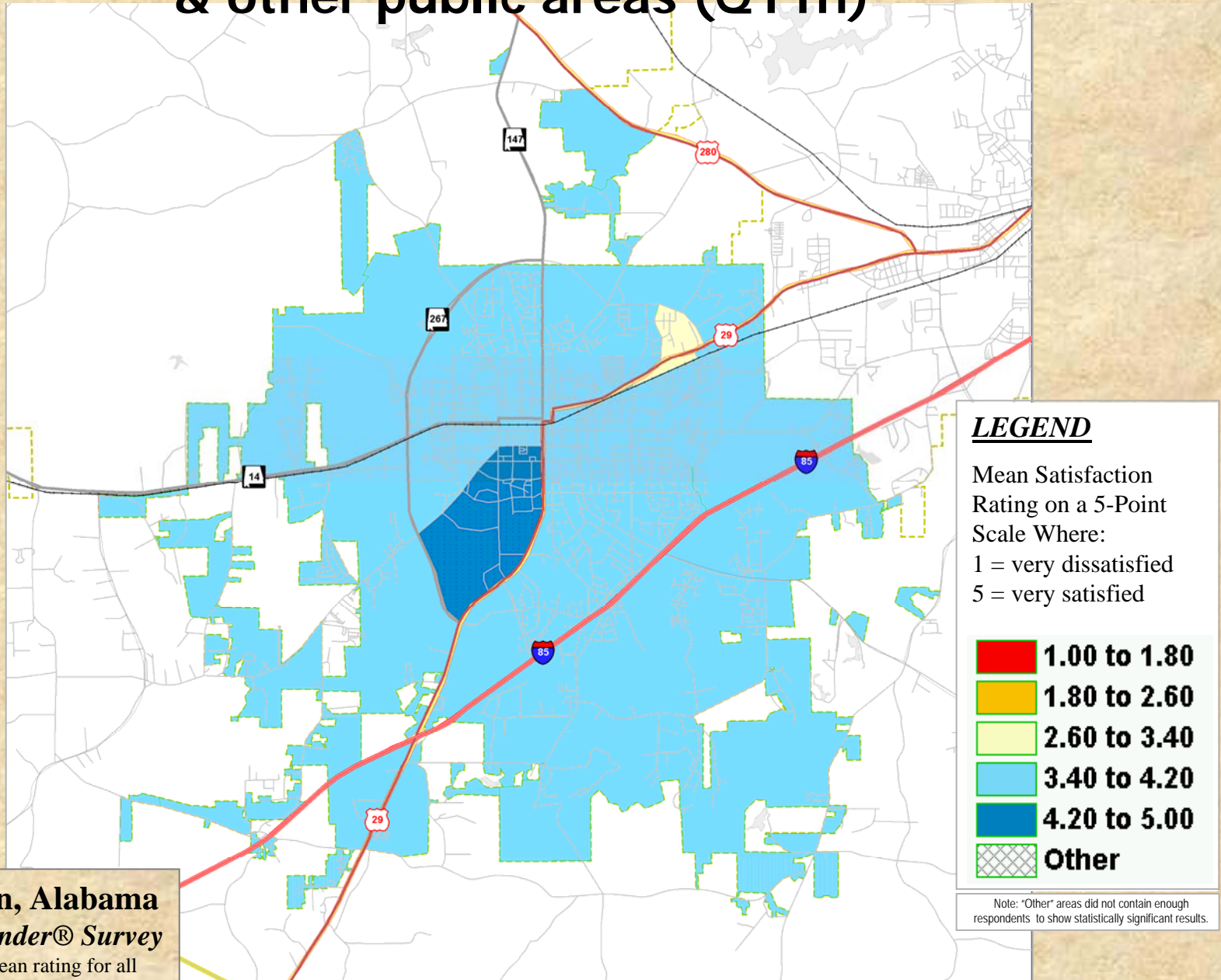


City of Auburn, Alabama
2006 DirectionFinder® Survey

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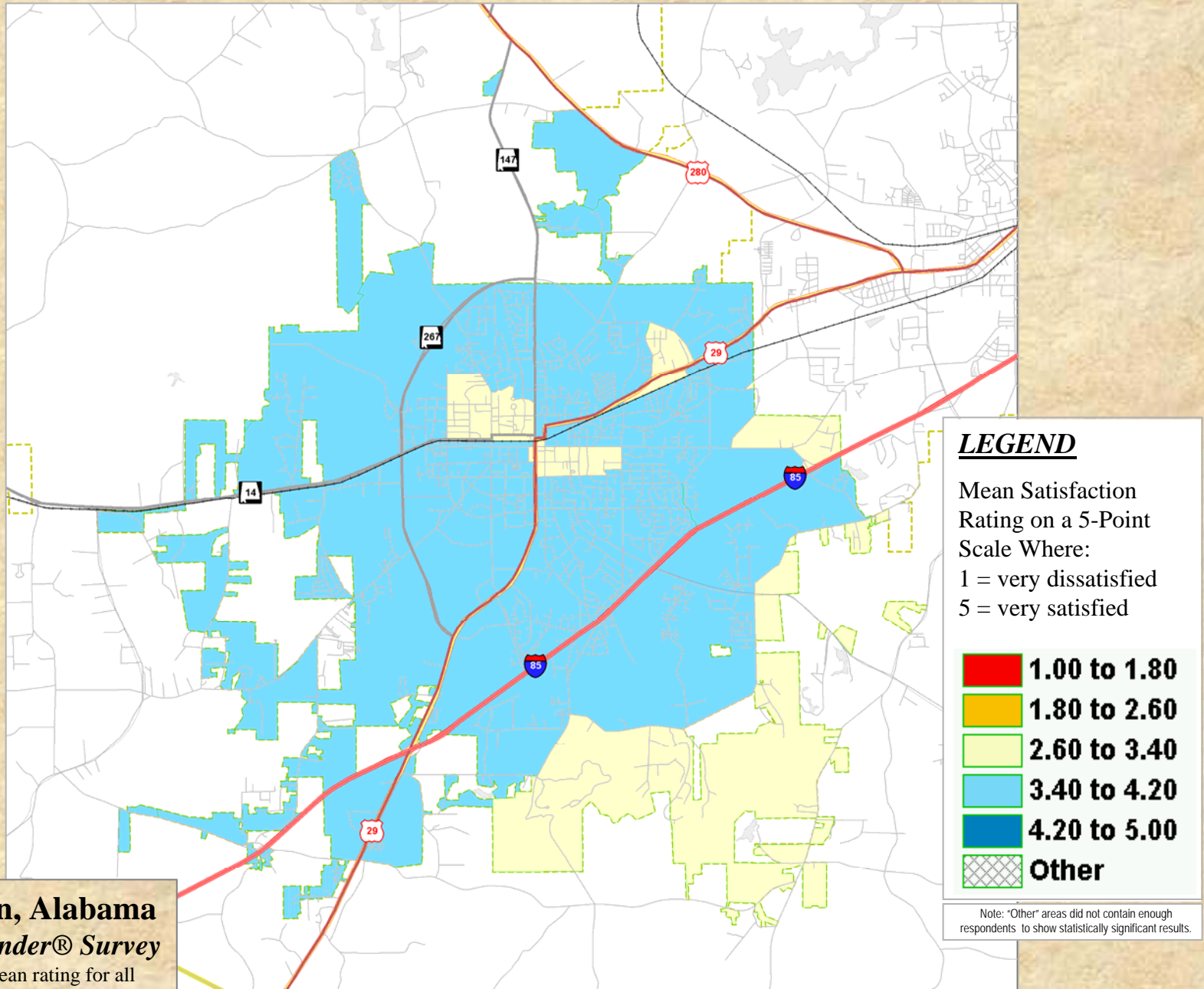
Satisfaction with the cleanliness of City streets & other public areas (Q11h)



City of Auburn, Alabama
2006 DirectionFinder® Survey
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Perceived adequacy of City street lighting (Q11i)



City of Auburn, Alabama
2006 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group*

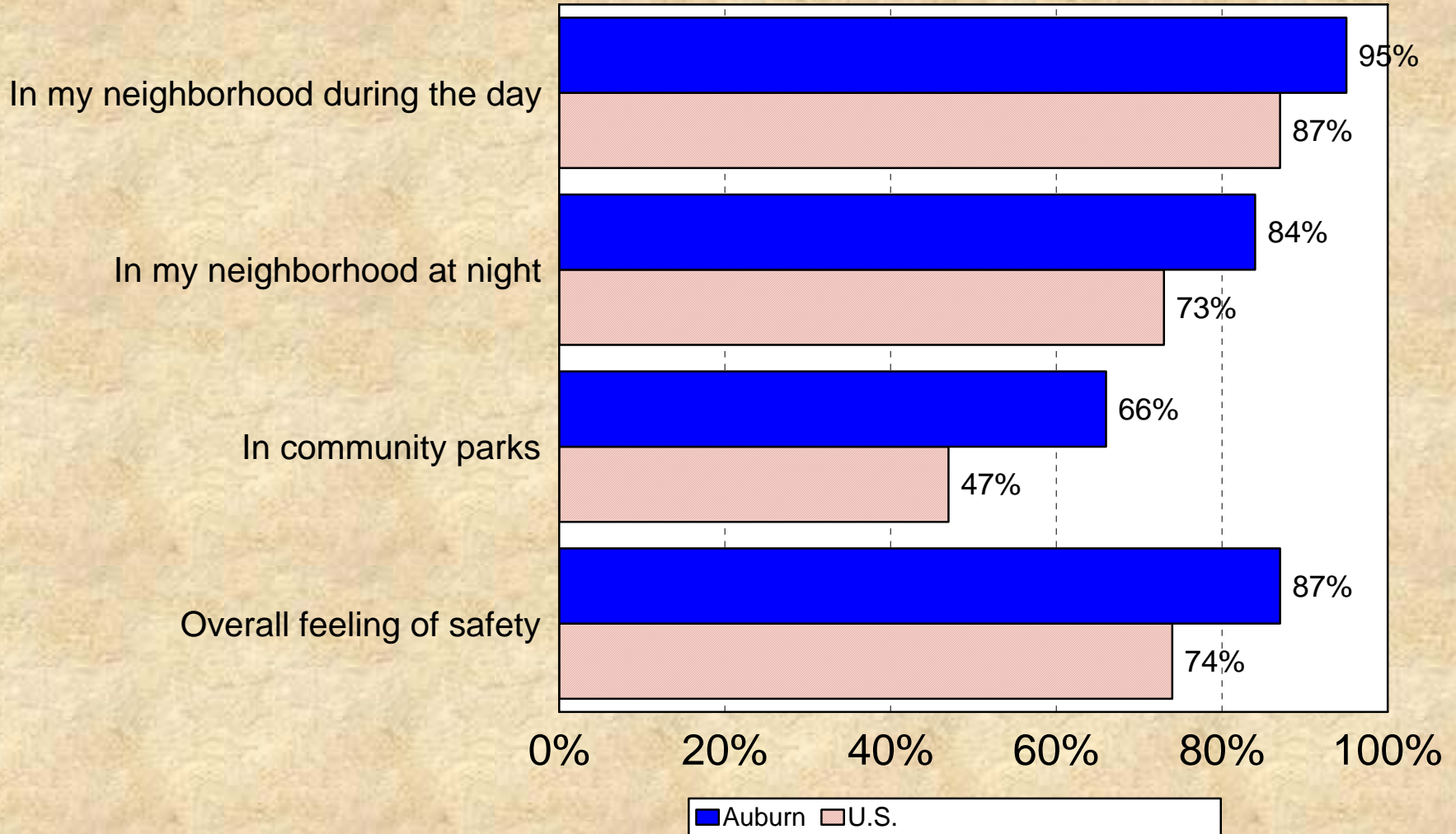
*Clipped to City limits and combined per respondent distribution

Public Safety

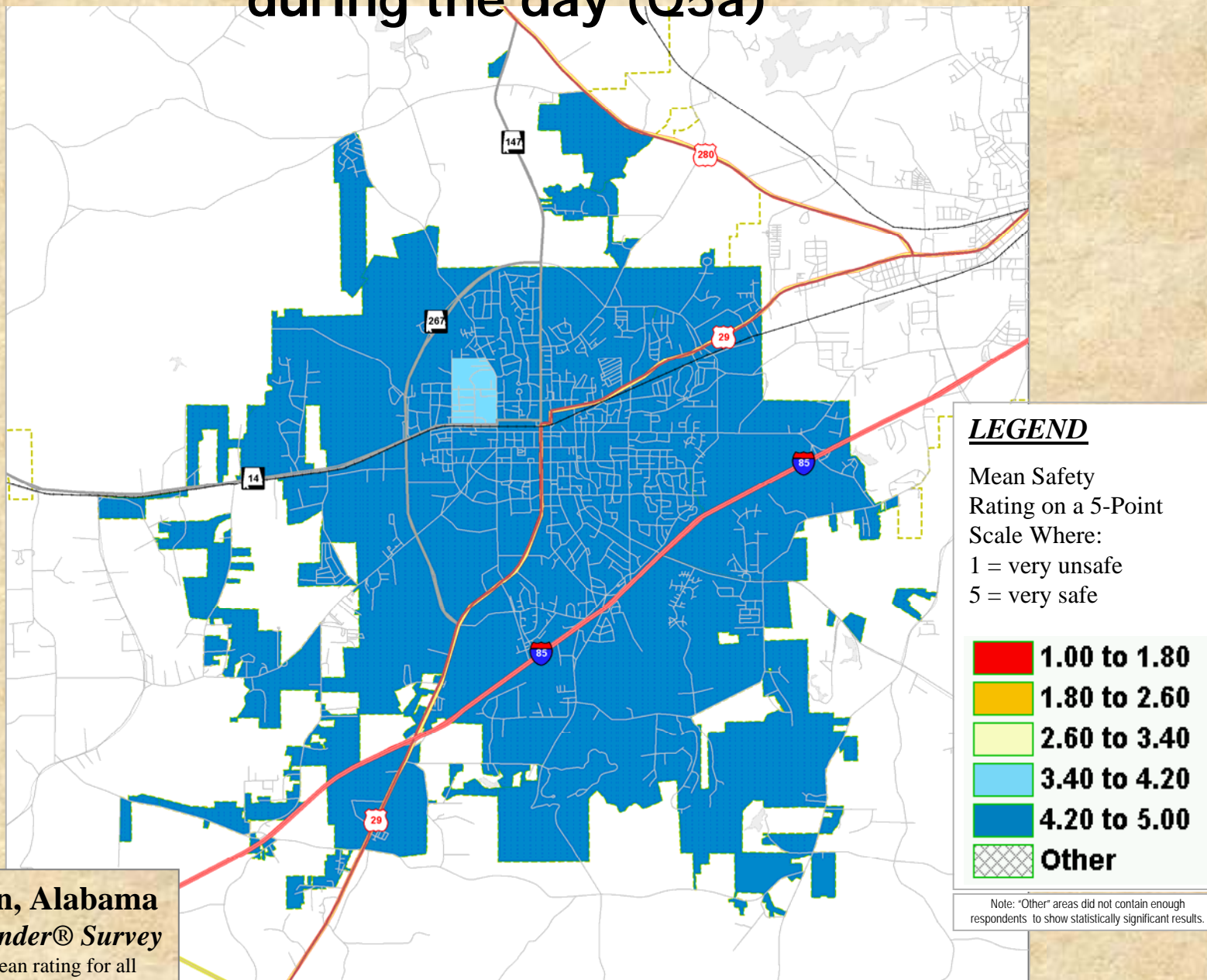
How Safe Residents Feel in Their Community

Auburn vs. U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe"



How safe residents feel in their neighborhood during the day (Q5a)

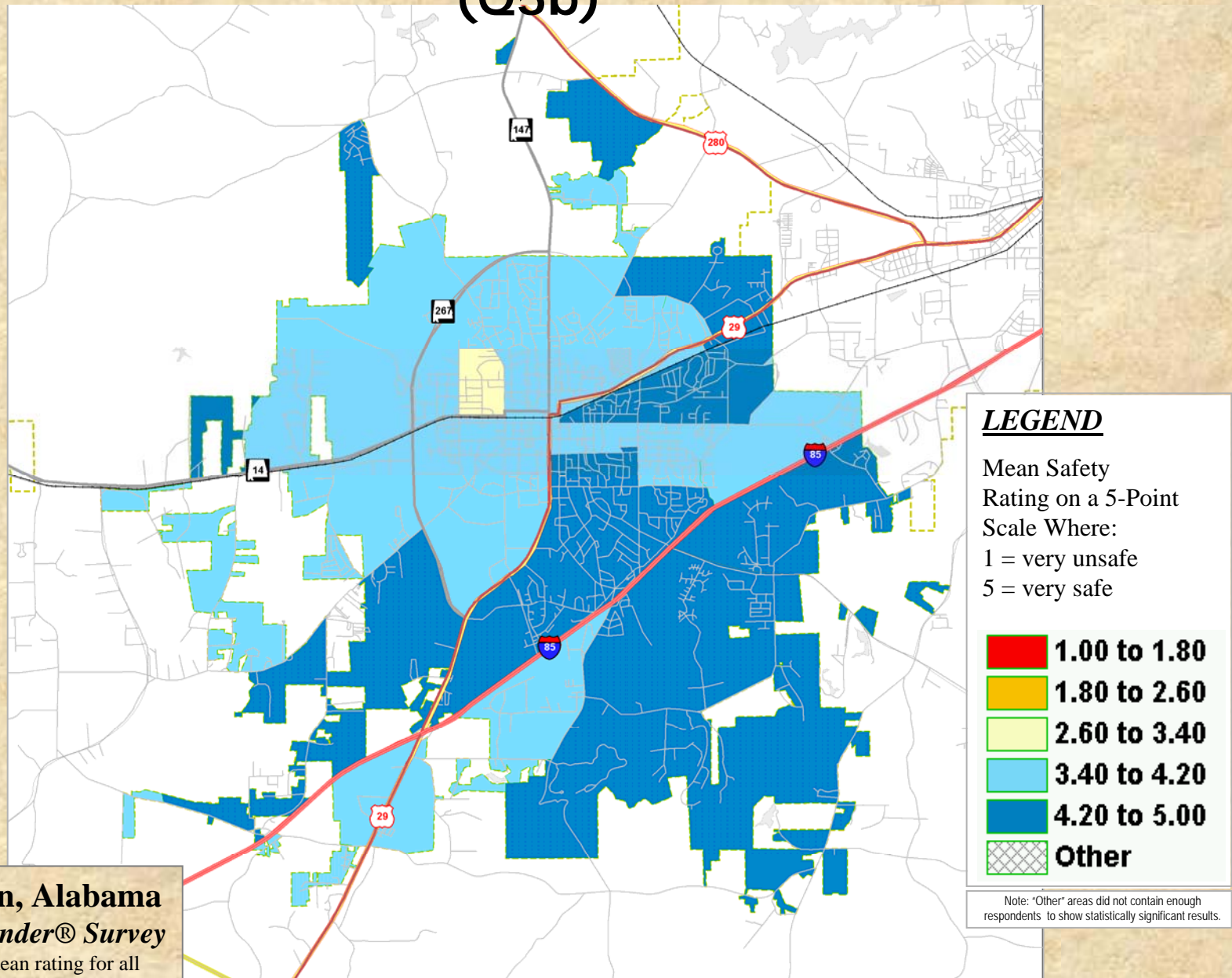


City of Auburn, Alabama
2006 DirectionFinder® Survey

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How safe residents feel in their neighborhood at night (Q5b)



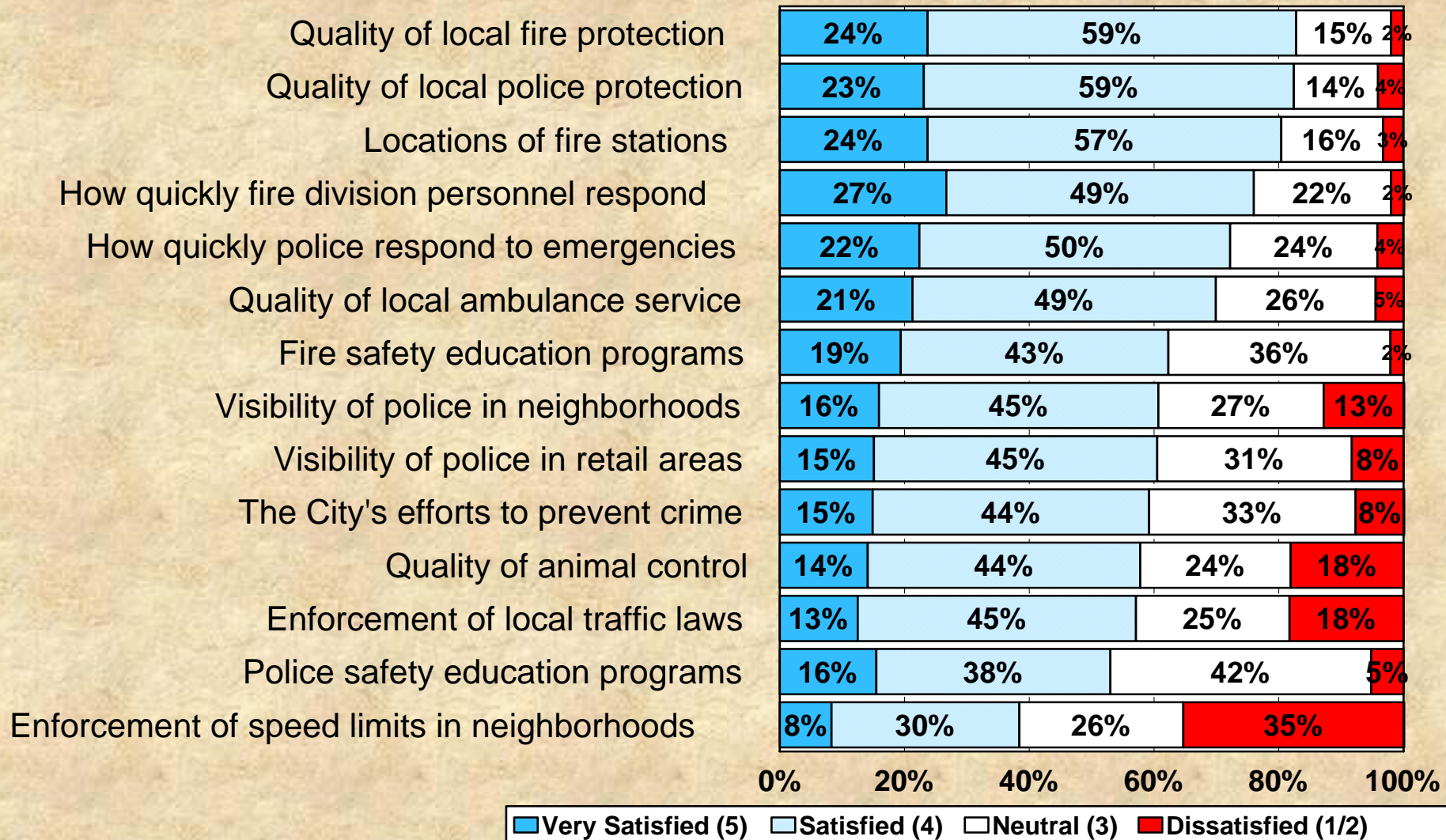
City of Auburn, Alabama
2006 DirectionFinder® Survey

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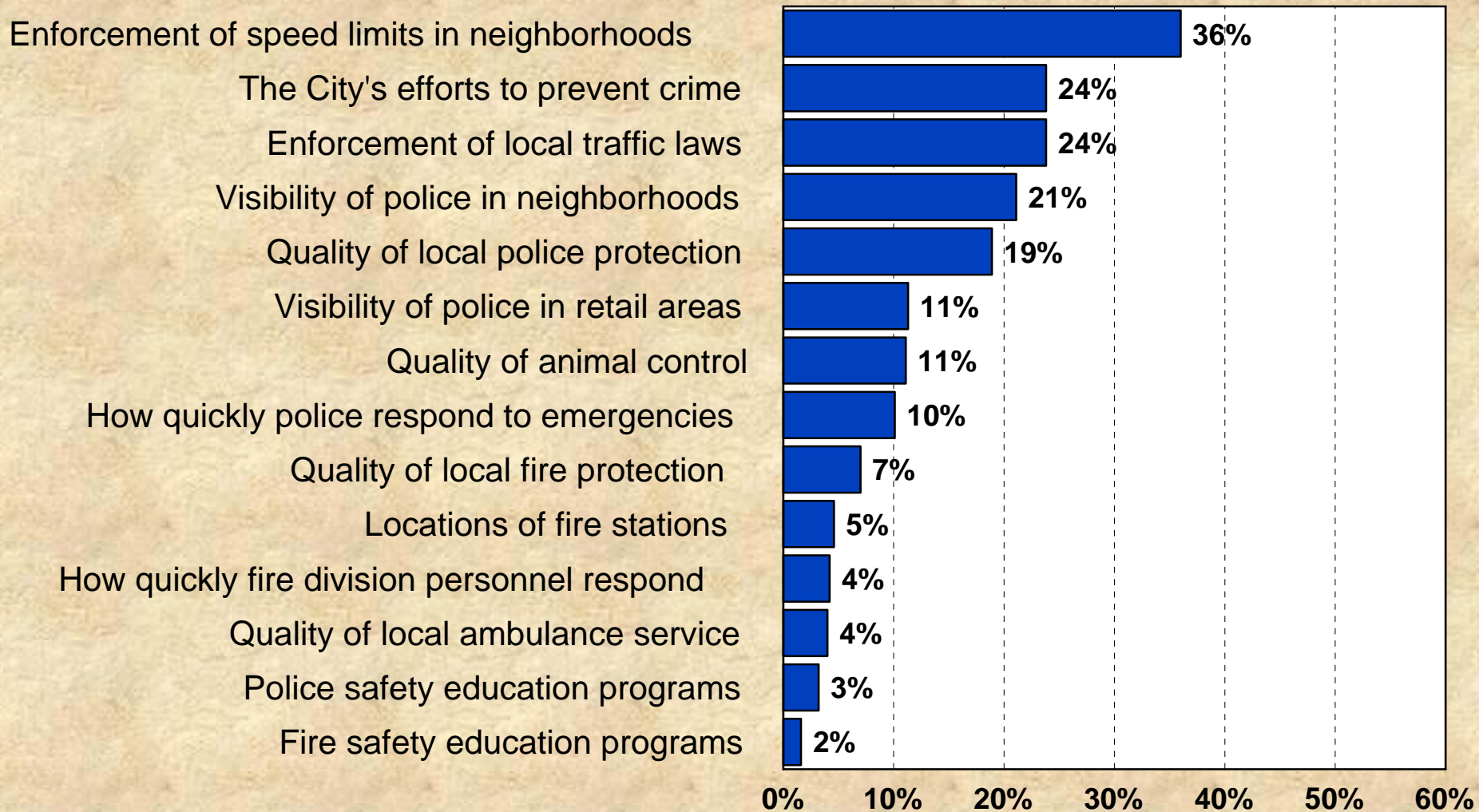
Satisfaction with Various Aspects of Public Safety

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



Public Safety Services That Should Be Emphasized Most Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top two choices



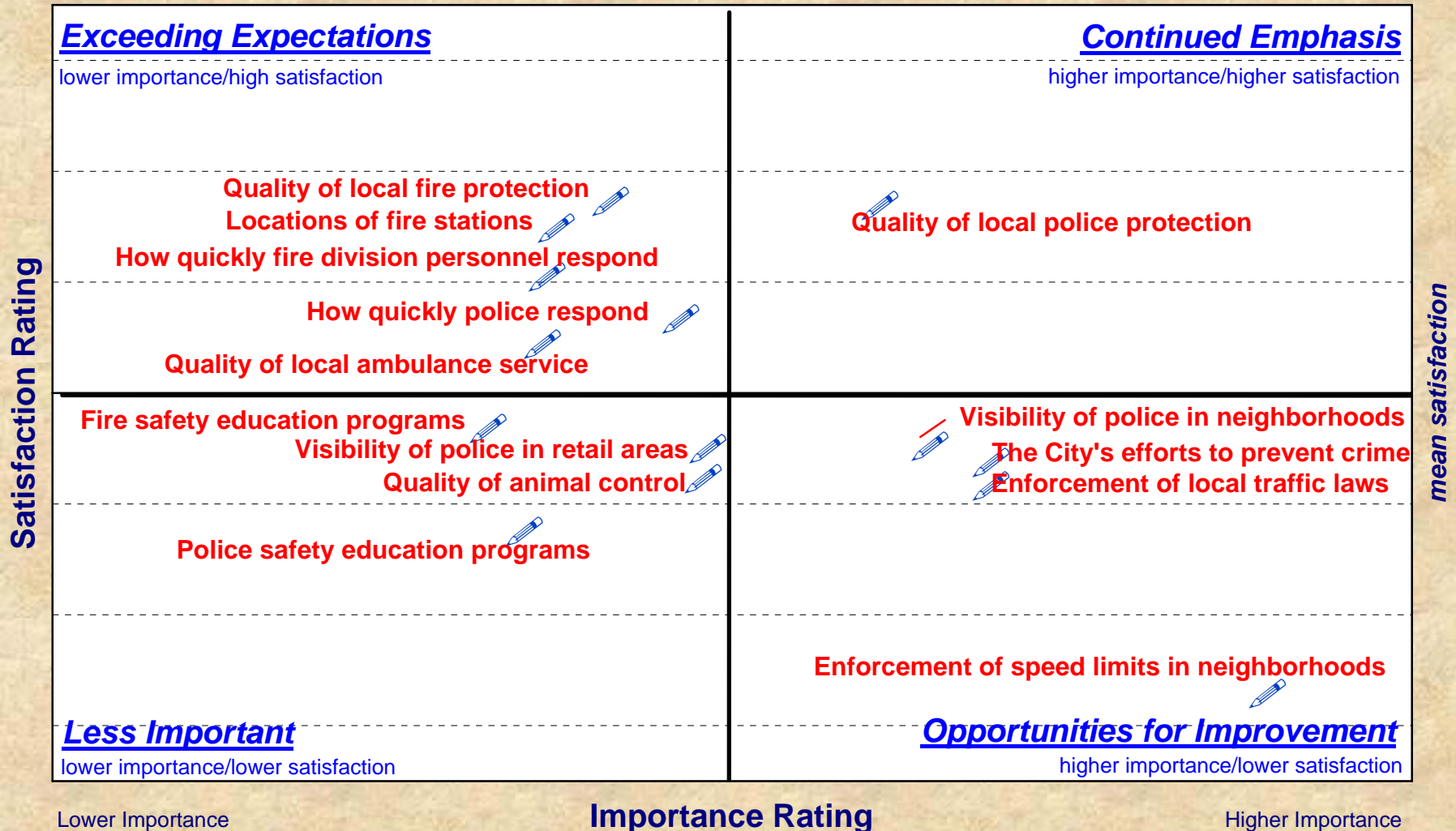
2006 City of Auburn Citizen Survey

Importance-Satisfaction Assessment Matrix

-Safety-

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

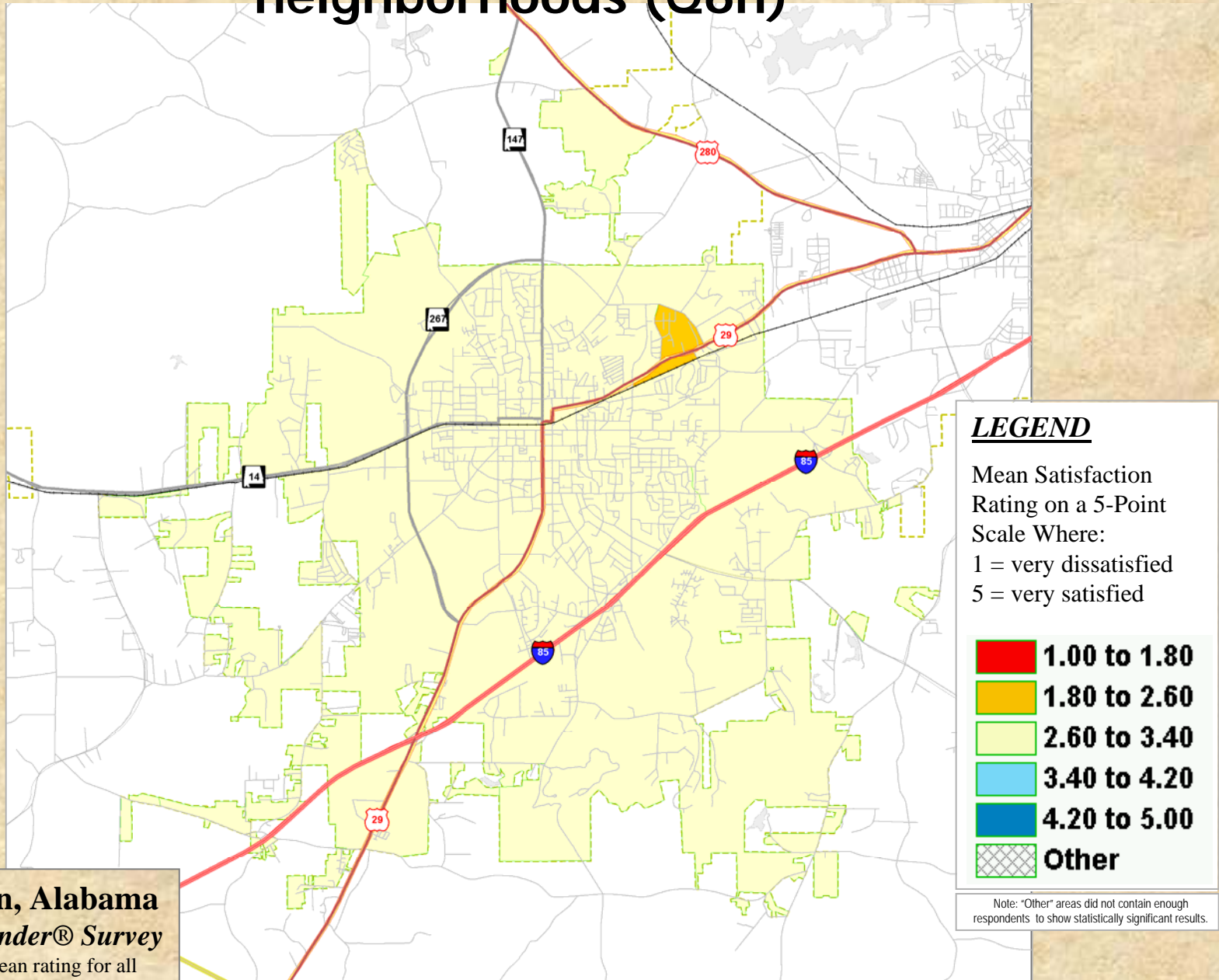
mean importance



mean satisfaction

Importance Rating

Satisfaction with the enforcement of speed limits in neighborhoods (Q6n)



City of Auburn, Alabama
2006 DirectionFinder® Survey

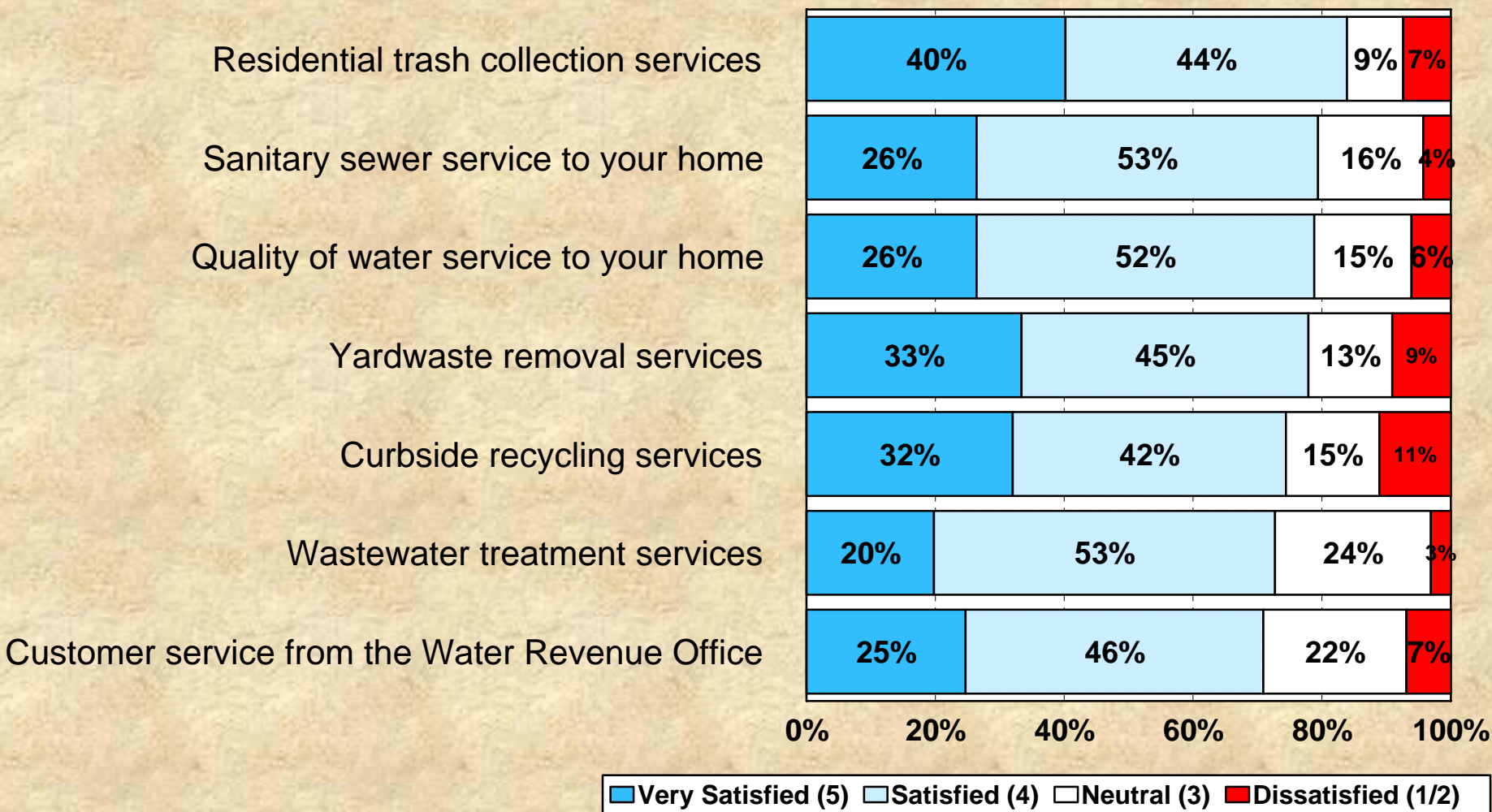
Shading reflects the mean rating for all respondents by Census Block Group*

*Clipped to City limits and combined per respondent distribution

Utility Services

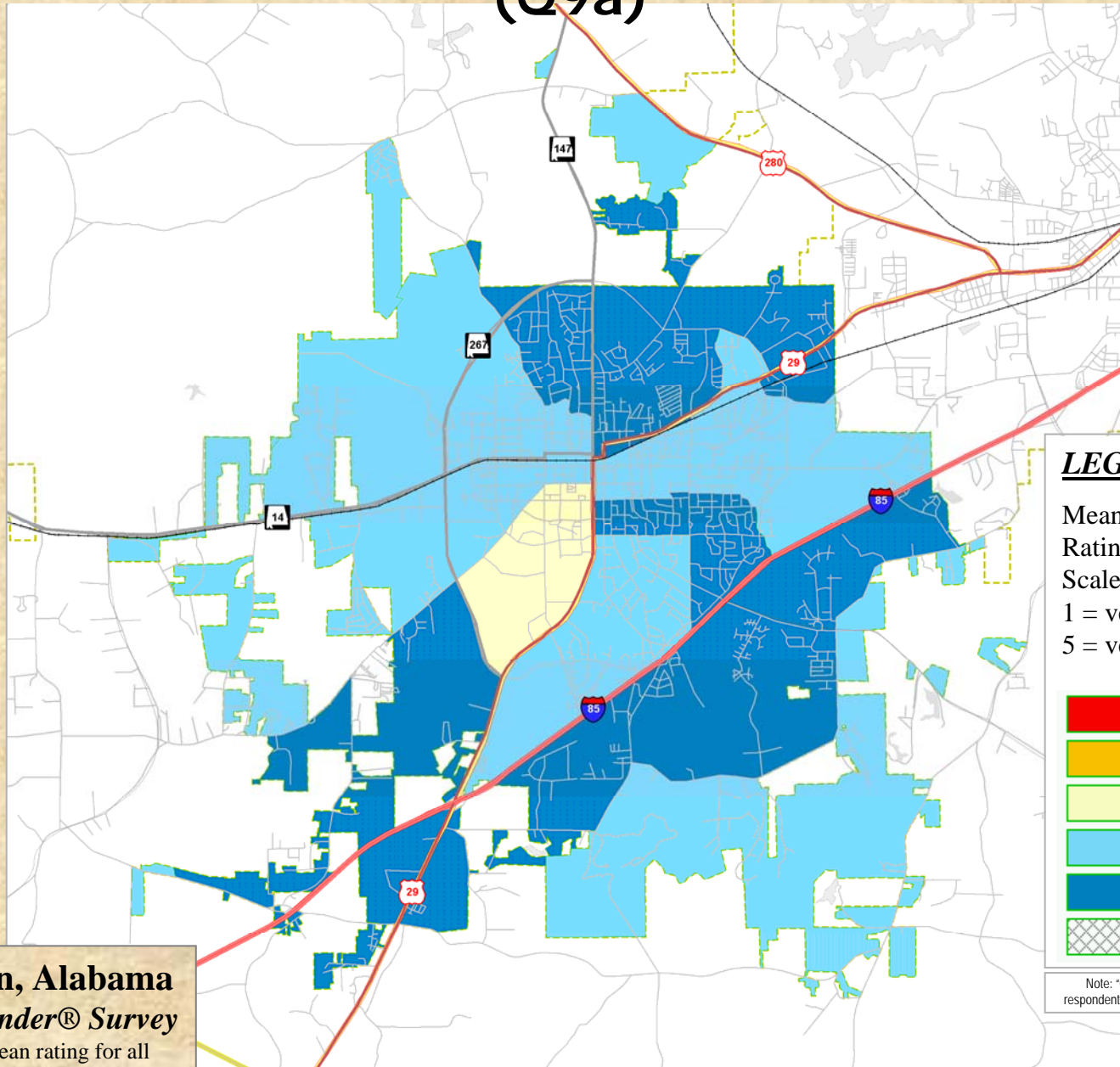
Satisfaction with Various Aspects of Utility/Environmental Services

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



Satisfaction with residential trash collection services

(Q9a)



LEGEND

Mean Satisfaction Rating on a 5-Point Scale Where:
1 = very dissatisfied
5 = very satisfied



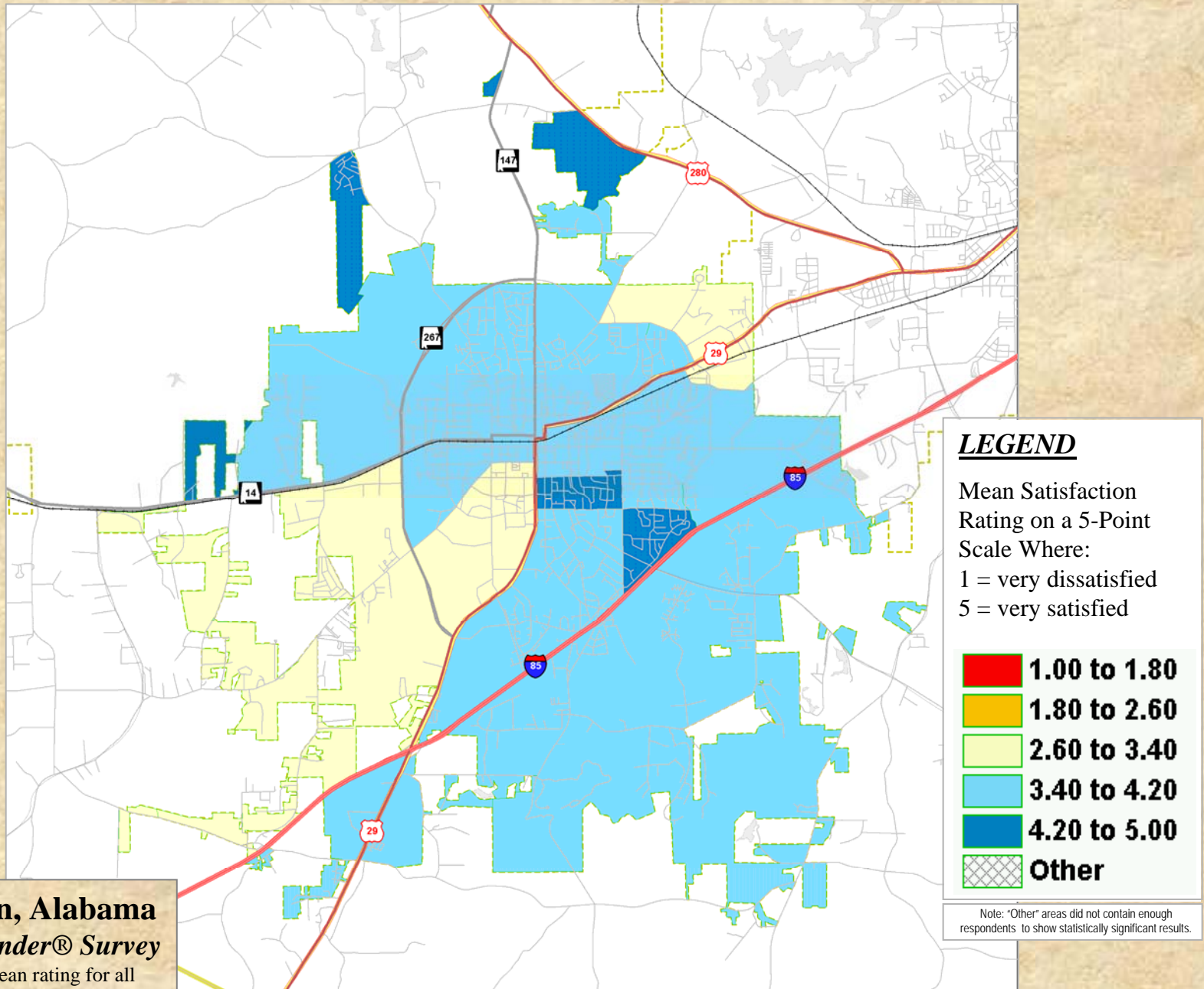
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, Alabama
2006 DirectionFinder® Survey

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Satisfaction with curbside recycling services (Q9b)

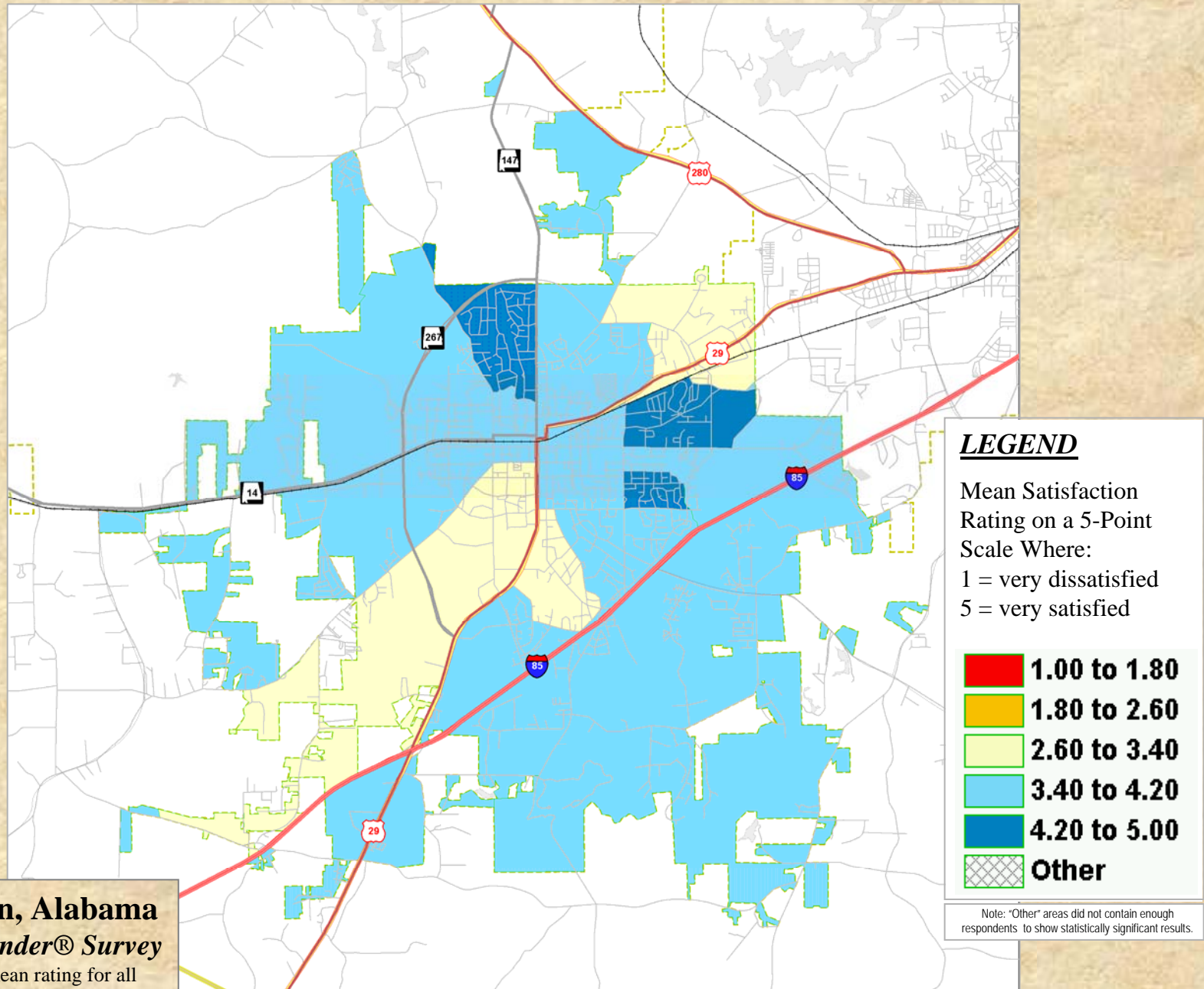


City of Auburn, Alabama
2006 DirectionFinder® Survey

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Satisfaction with yardwaste removal services (Q9c)



City of Auburn, Alabama
2006 DirectionFinder® Survey

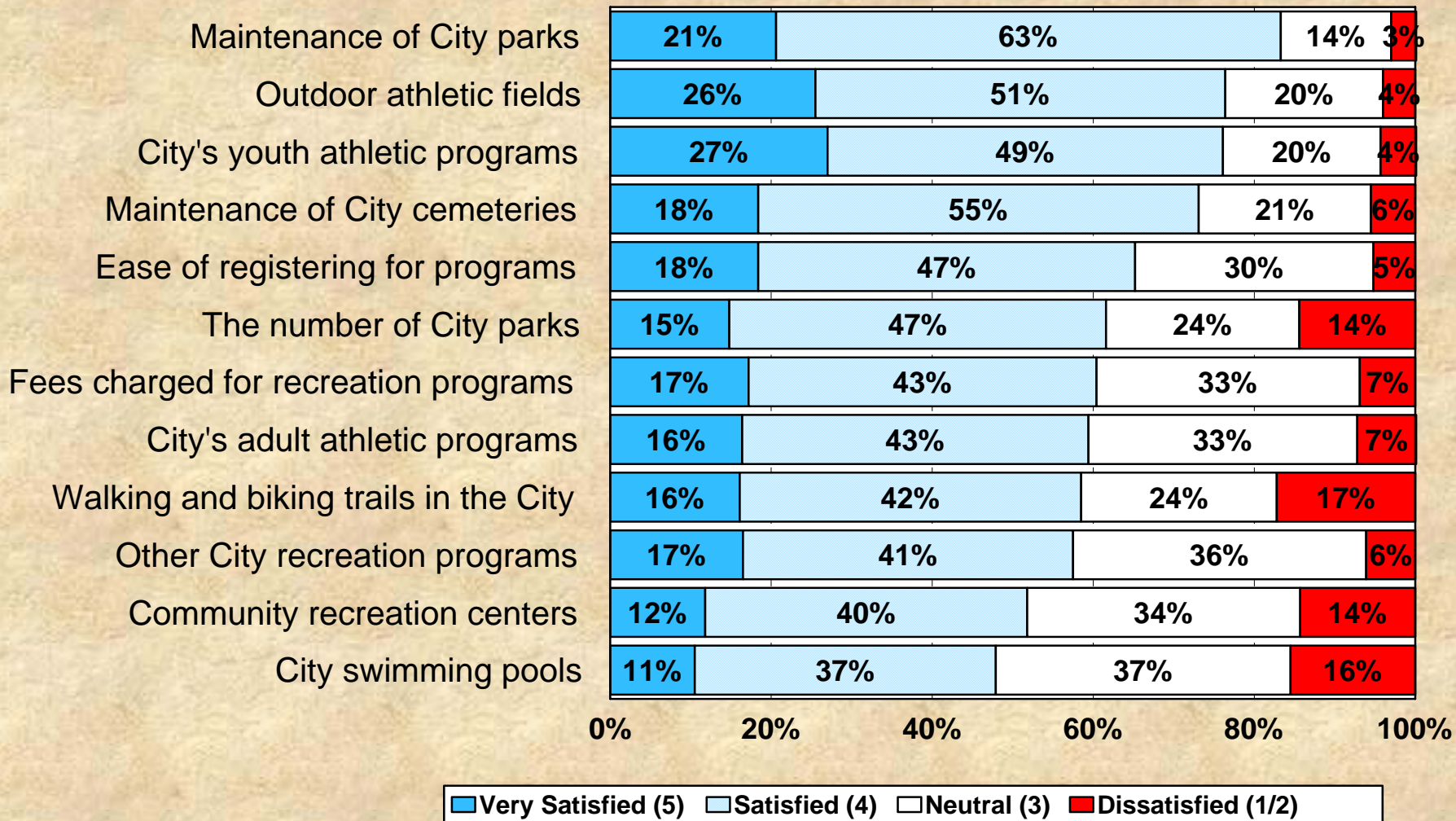
Shading reflects the mean rating for all respondents by Census Block Group*

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Parks and Recreation

Satisfaction with Various Aspects of Parks and Recreation

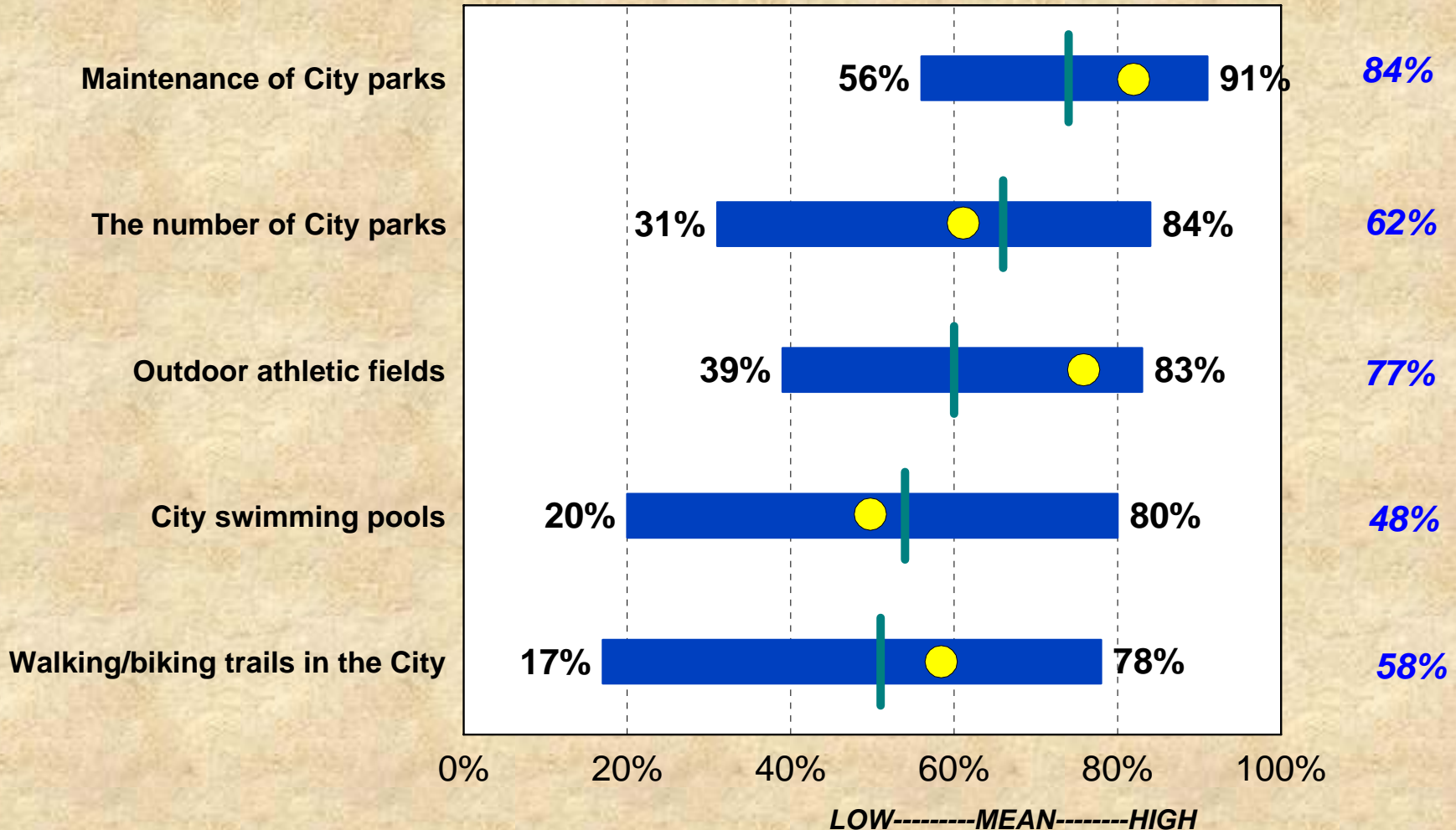
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
excluding don't knows



Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2006

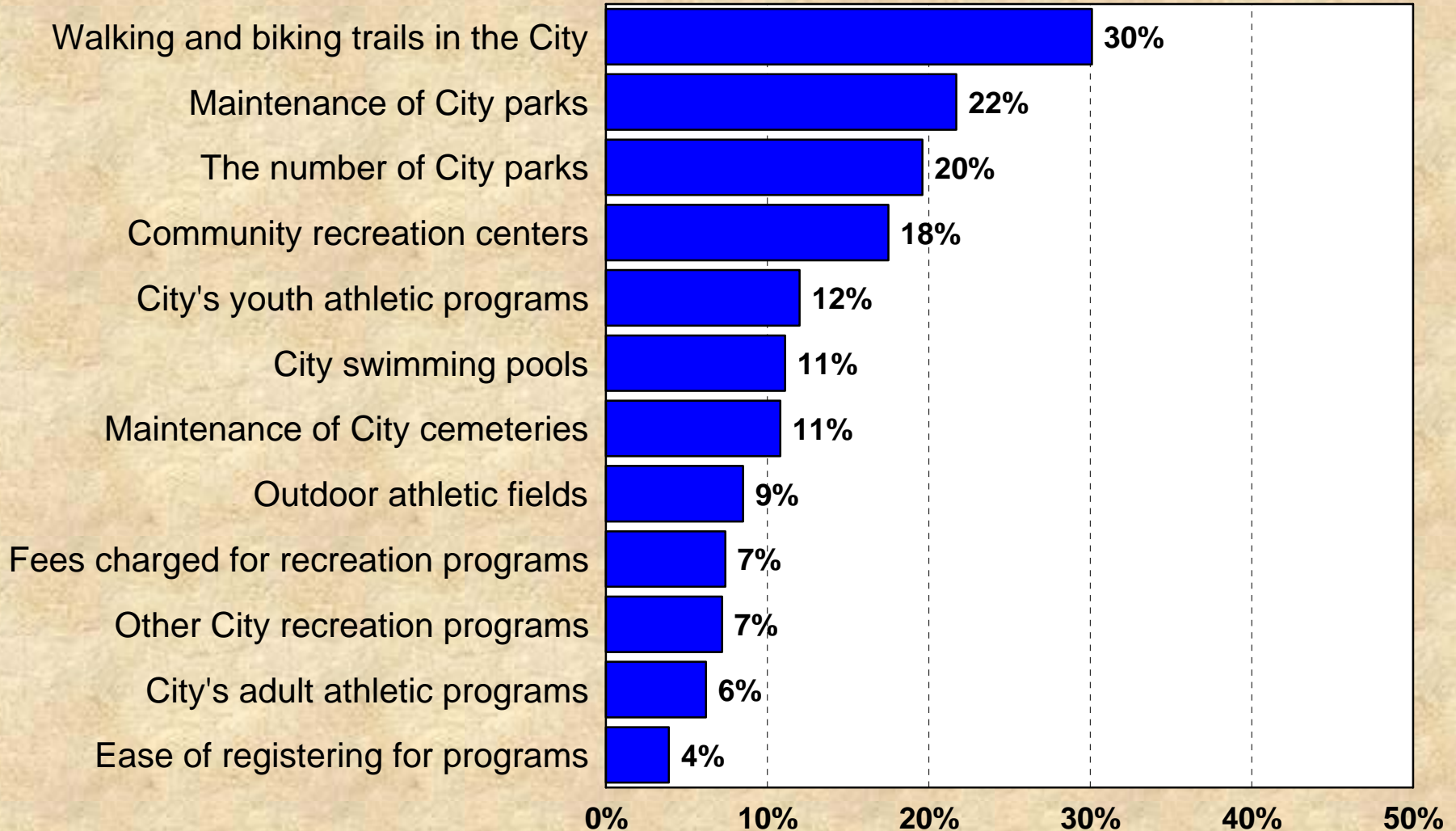
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

● Auburn, AL



Parks and Recreation Services That Should Be Emphasized Most Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top two choices

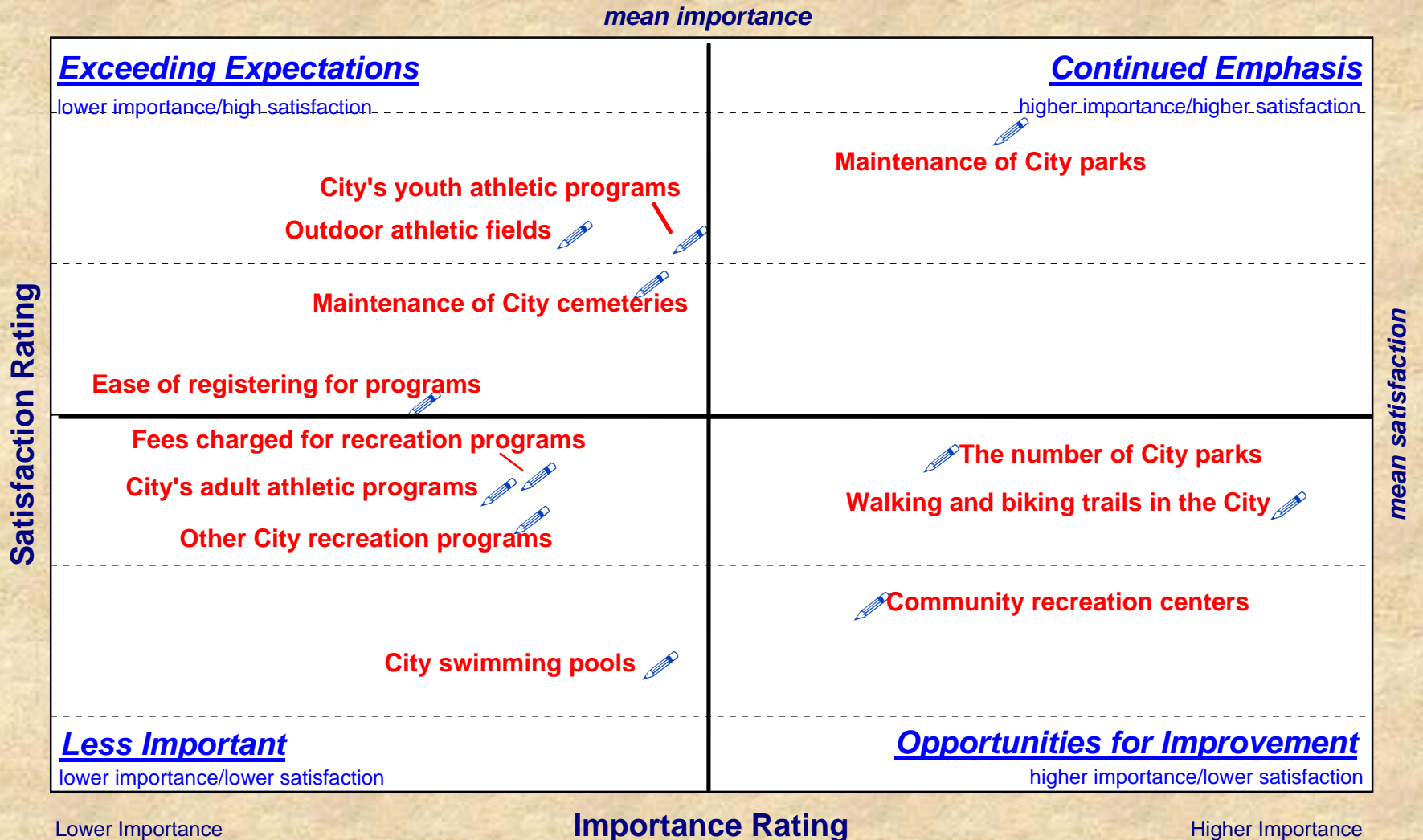


2006 City of Auburn Citizen Survey

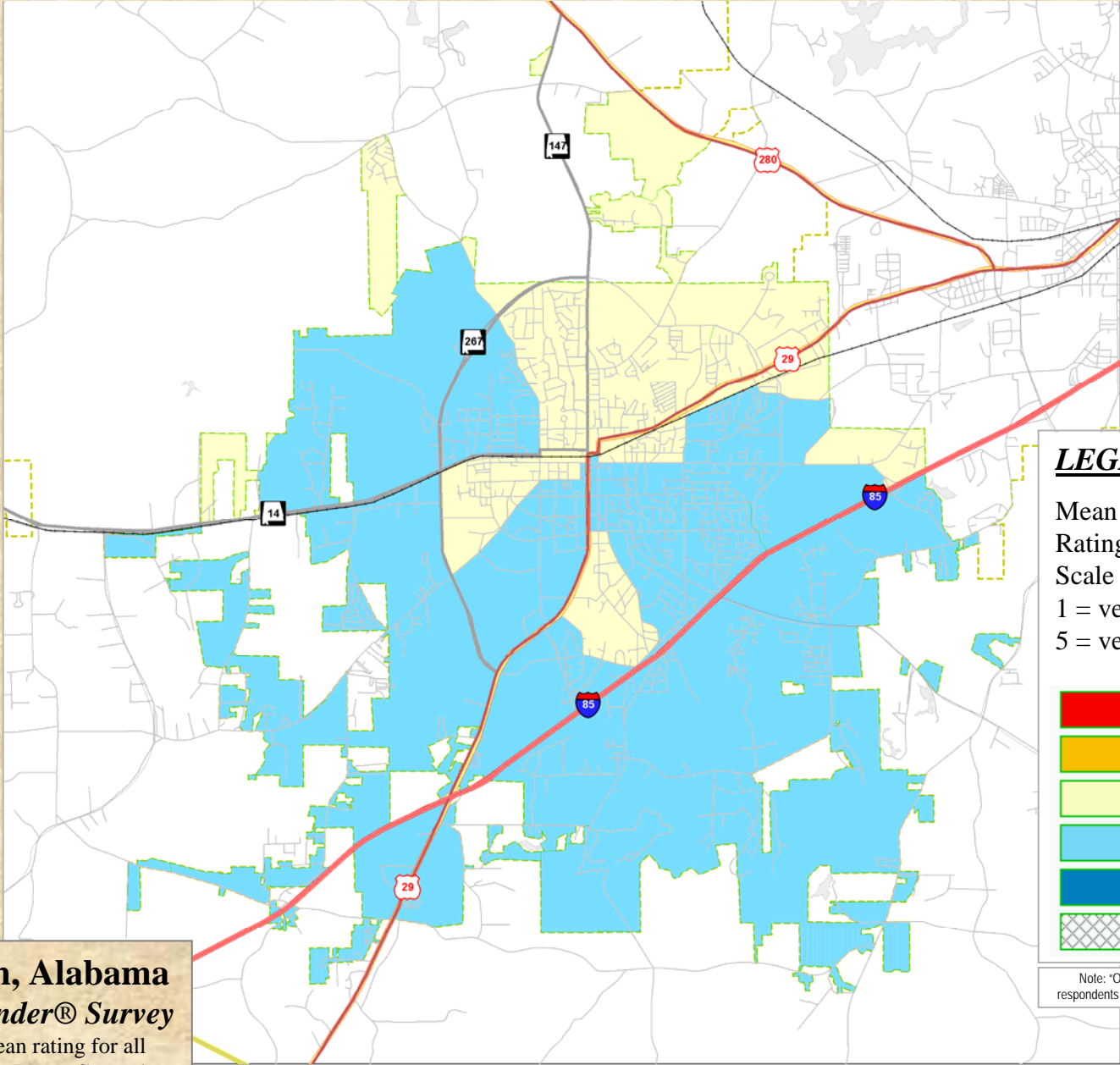
Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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









Satisfaction with walking & biking trails in the City (Q14d)



LEGEND

Mean Satisfaction Rating on a 5-Point Scale Where:
 1 = very dissatisfied
 5 = very satisfied

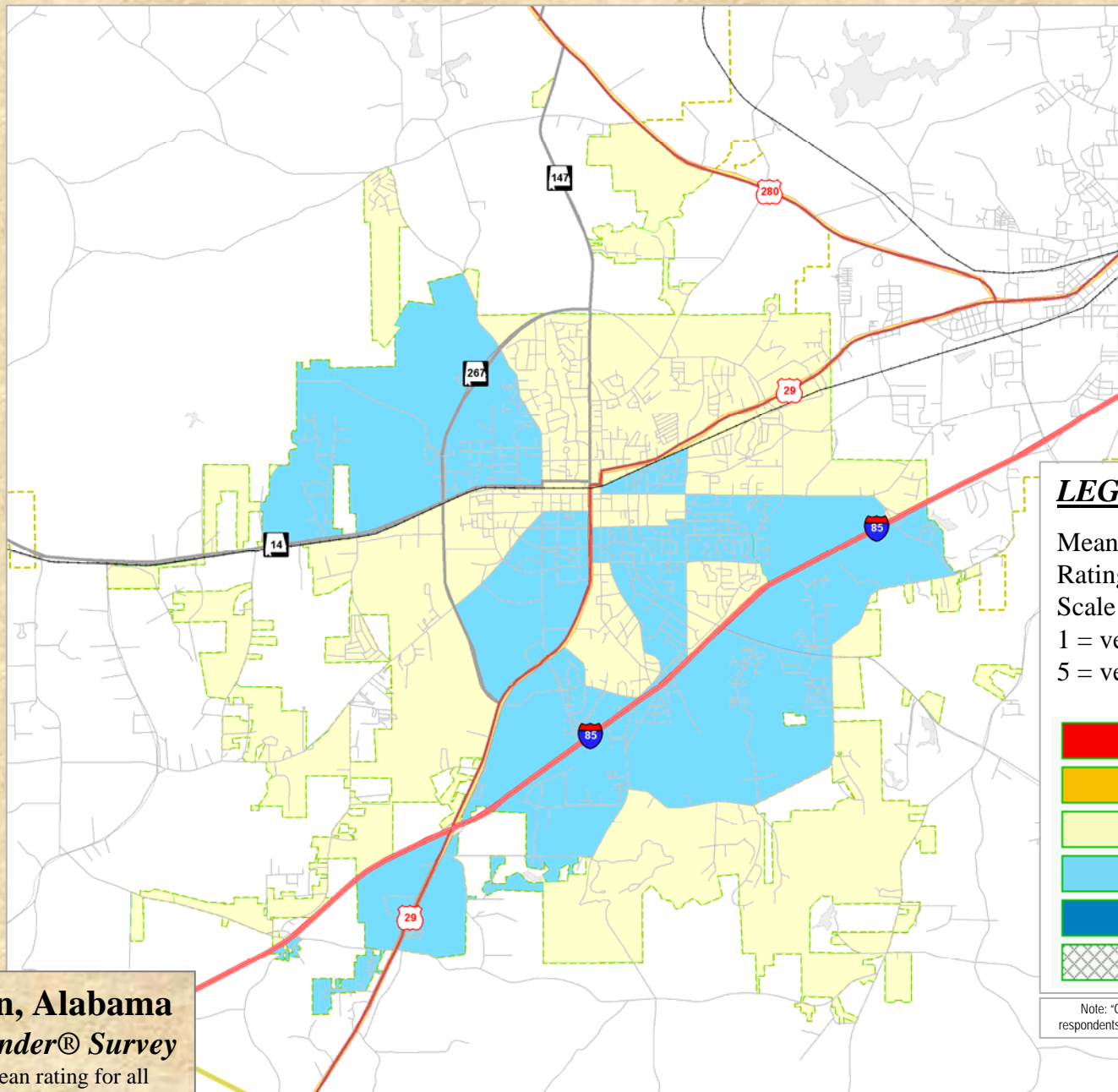
	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00
	Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, Alabama
2006 DirectionFinder® Survey
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Satisfaction with City swimming pools (Q14e)



LEGEND

Mean Satisfaction Rating on a 5-Point Scale Where:
1 = very dissatisfied
5 = very satisfied

- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

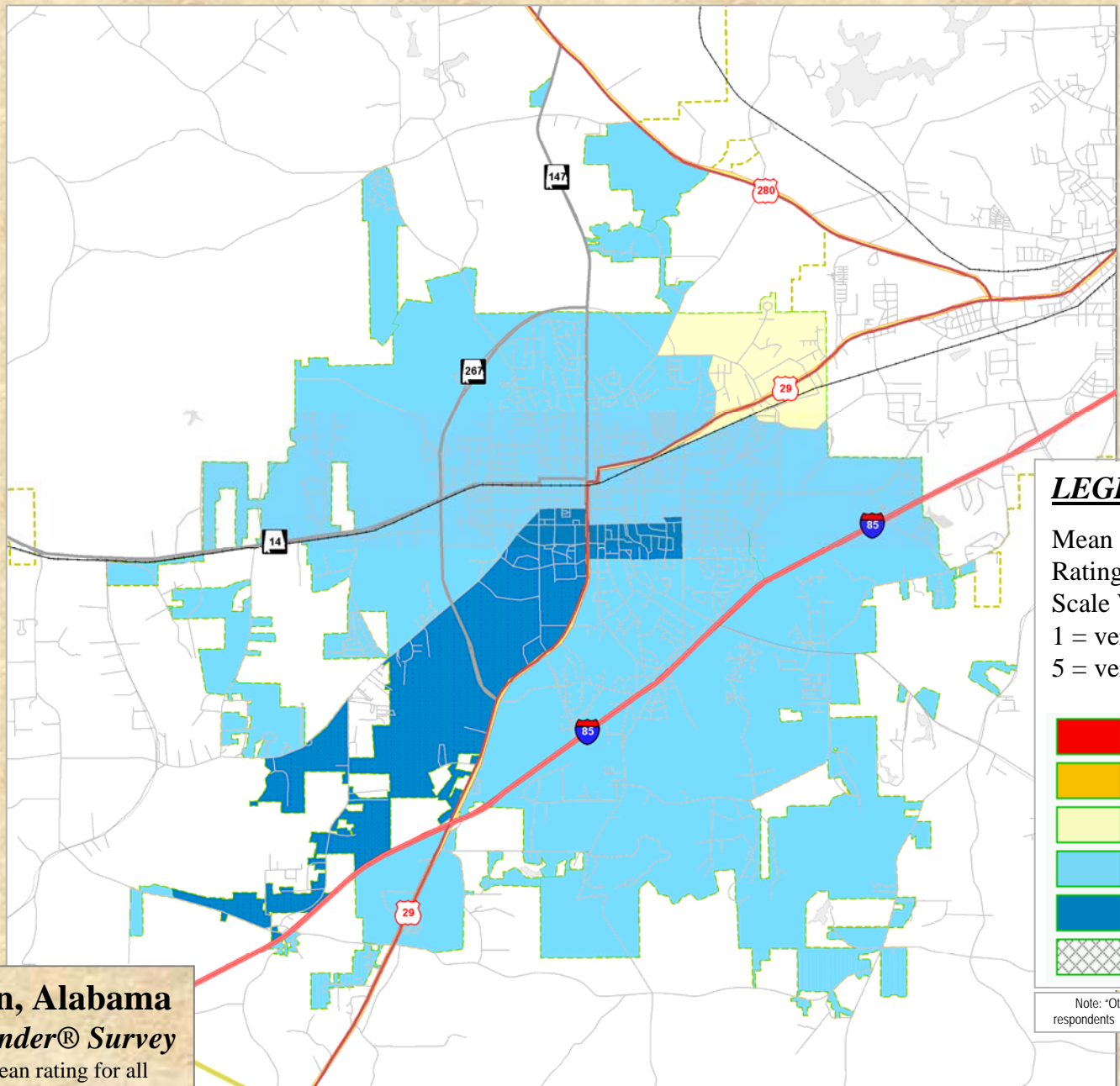
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, Alabama
2006 DirectionFinder® Survey

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Satisfaction with outdoor athletic fields in the City (Q14g)



LEGEND

Mean Satisfaction Rating on a 5-Point Scale Where:
1 = very dissatisfied
5 = very satisfied

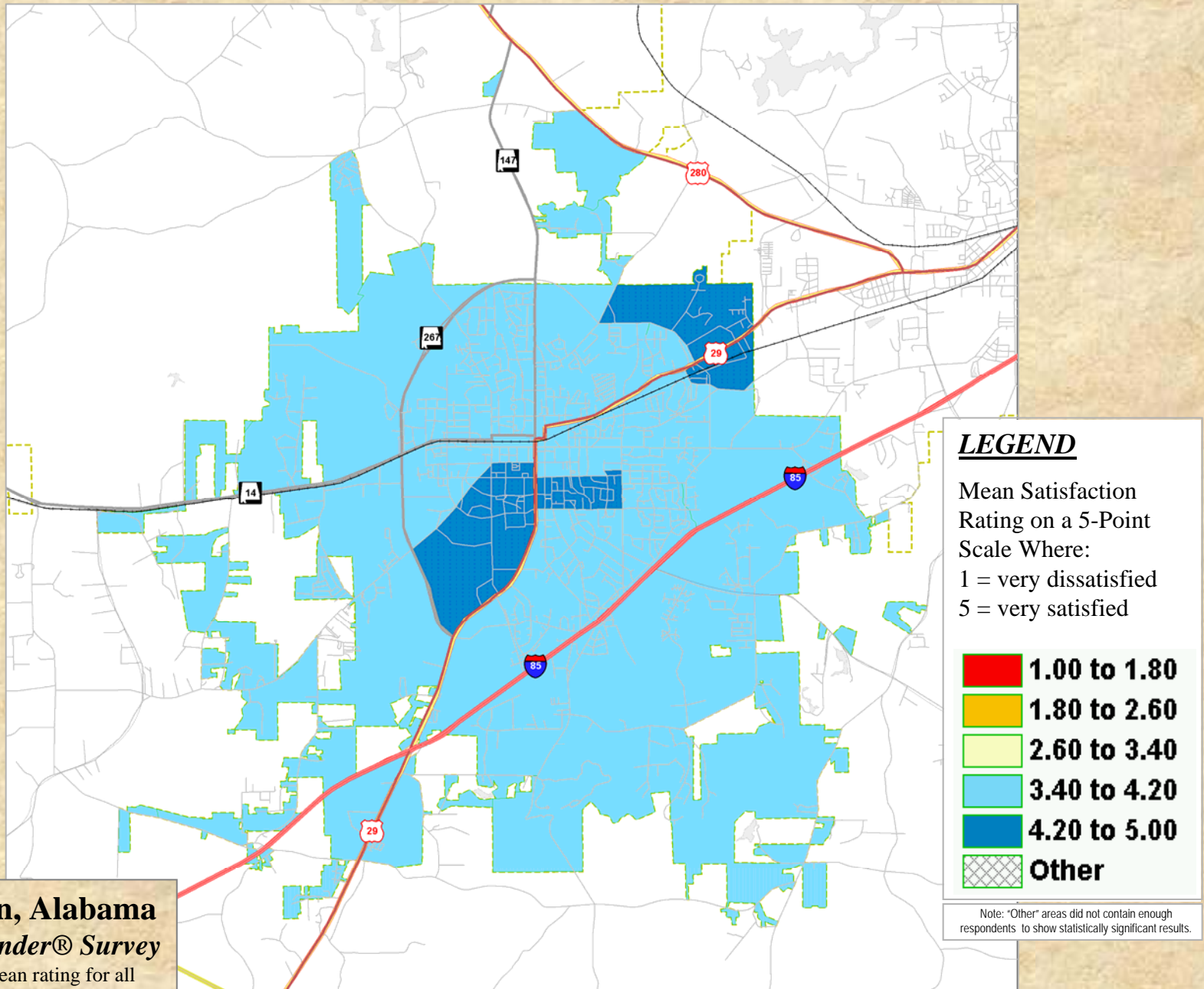
	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00
	Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Auburn, Alabama
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Satisfaction with the maintenance of City parks (Q14a)



City of Auburn, Alabama
2006 DirectionFinder® Survey

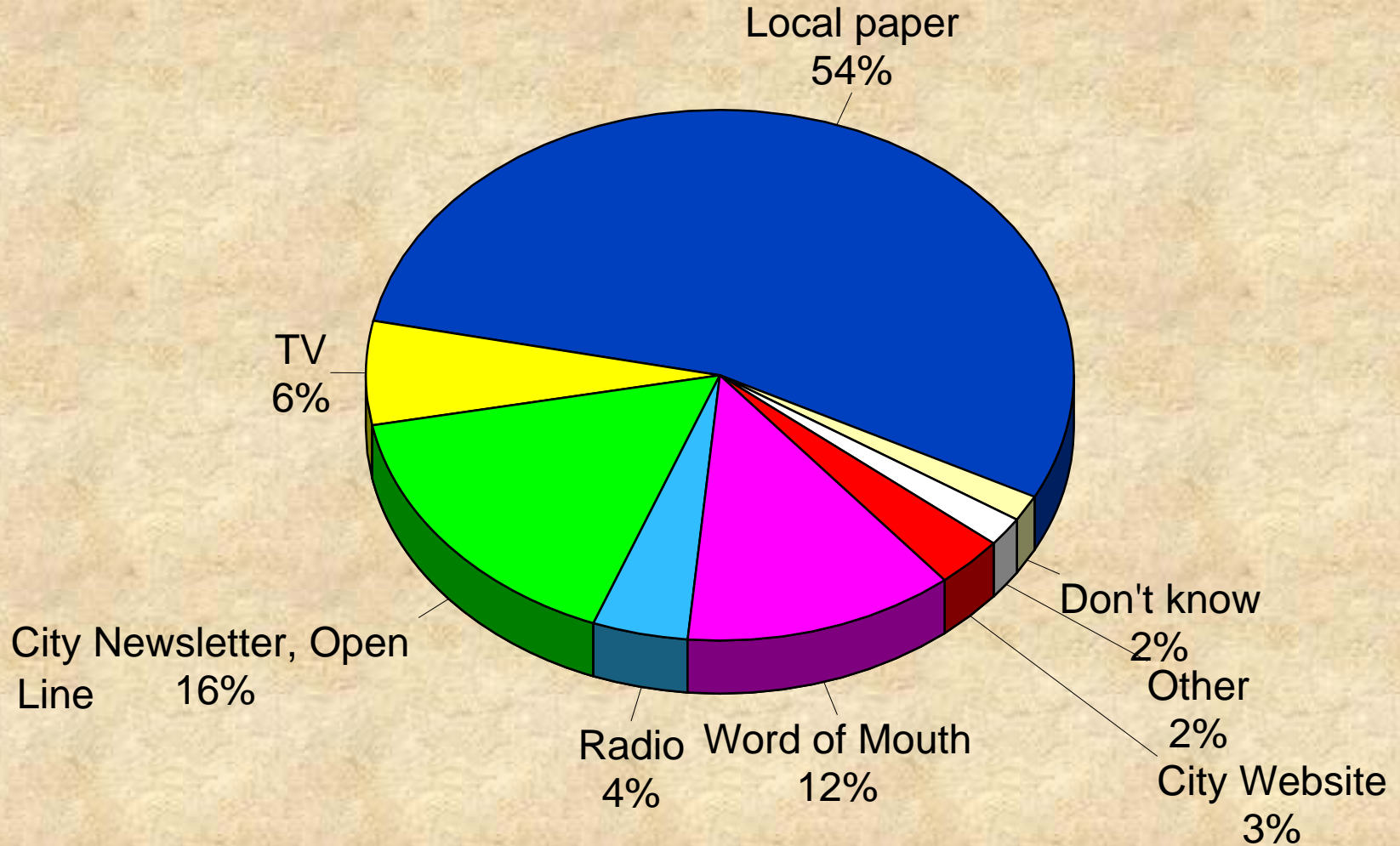
Shading reflects the mean rating for all respondents by Census Block Group*

*Clipped to City limits and combined per respondent distribution

Communication

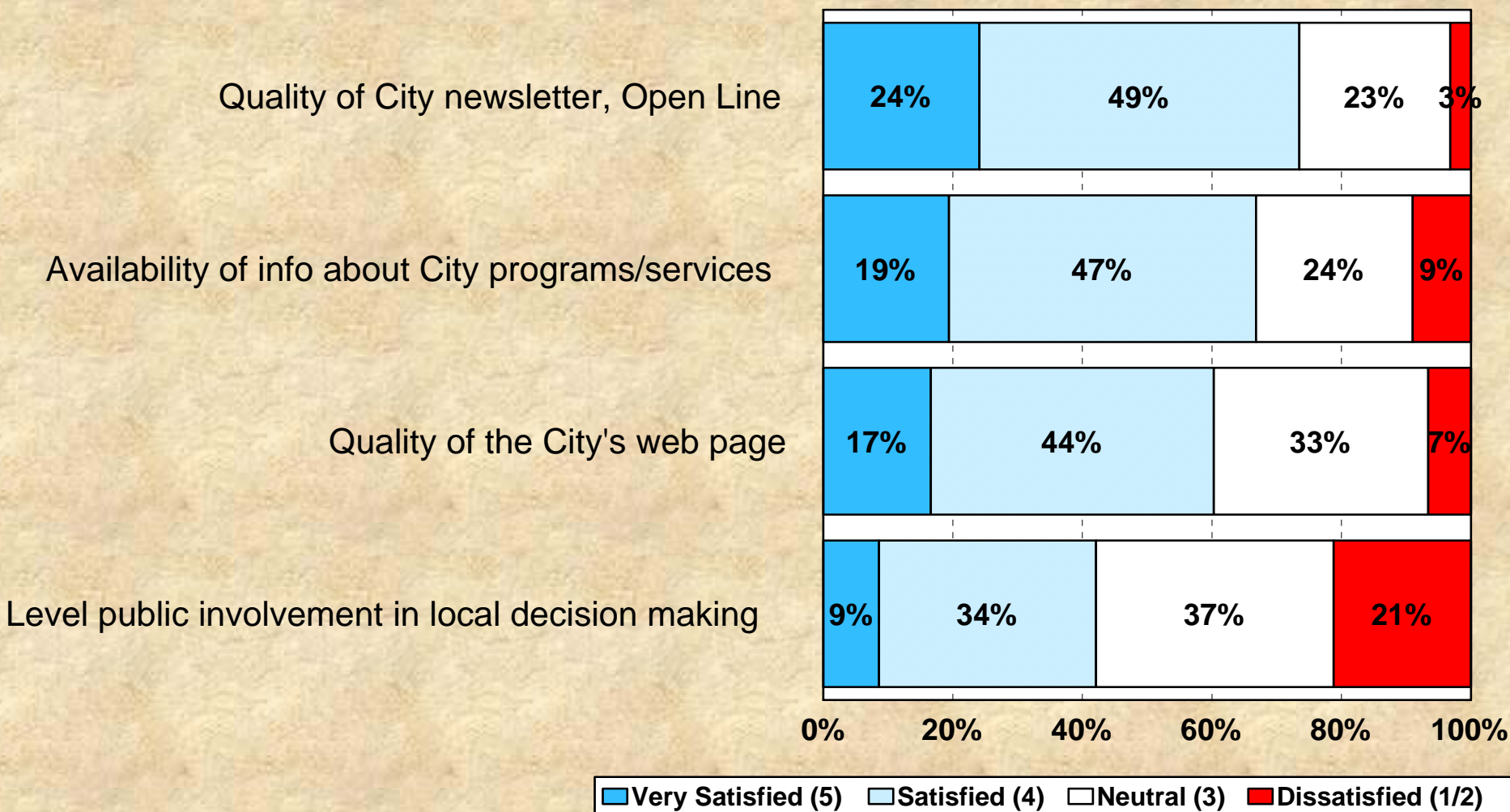
Primary Source of Information about City Issues

by percentage of residents surveyed



Satisfaction with Various Aspects of City Communications

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



Satisfaction with Various Aspects of City Communications - 2006

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

● Auburn, AL

Availability of information about programs/service

31%

84%

66%

Level of public involvement in local decisions

19%

63%

43%

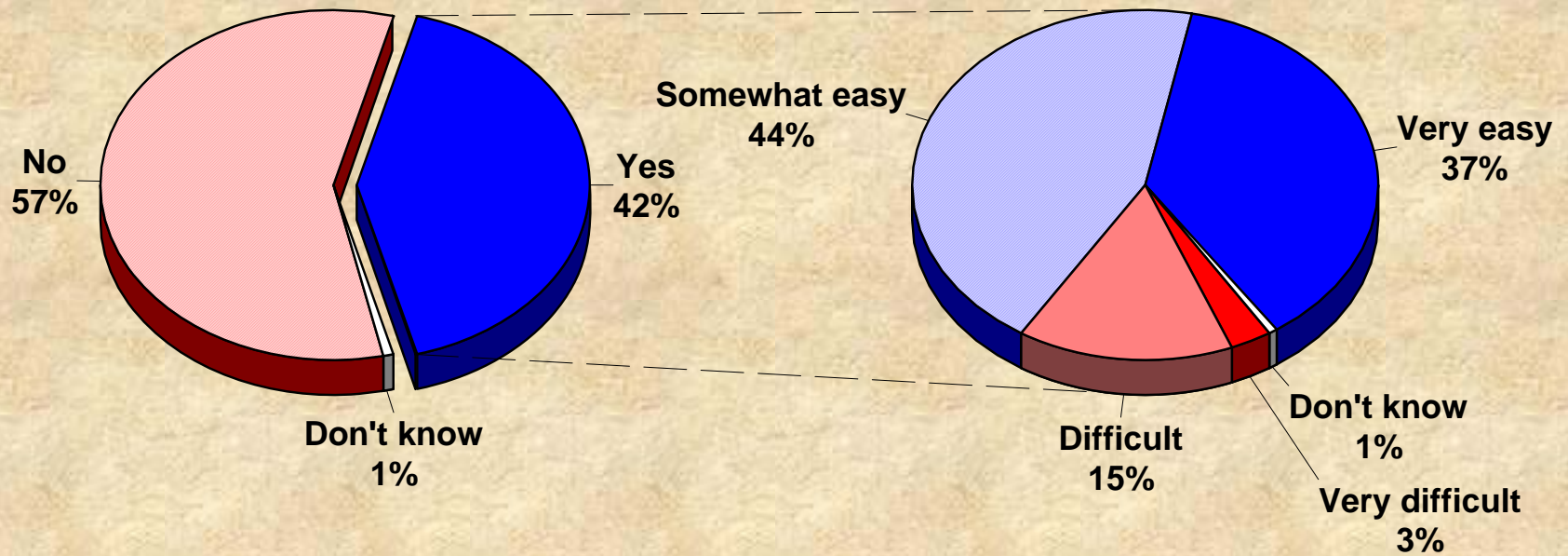
0% 20% 40% 60% 80% 100%
LOW-----MEAN-----HIGH

Customer Service

Have You Called or Visited the City with a Question, Problem, or Complaint During the Past Year?

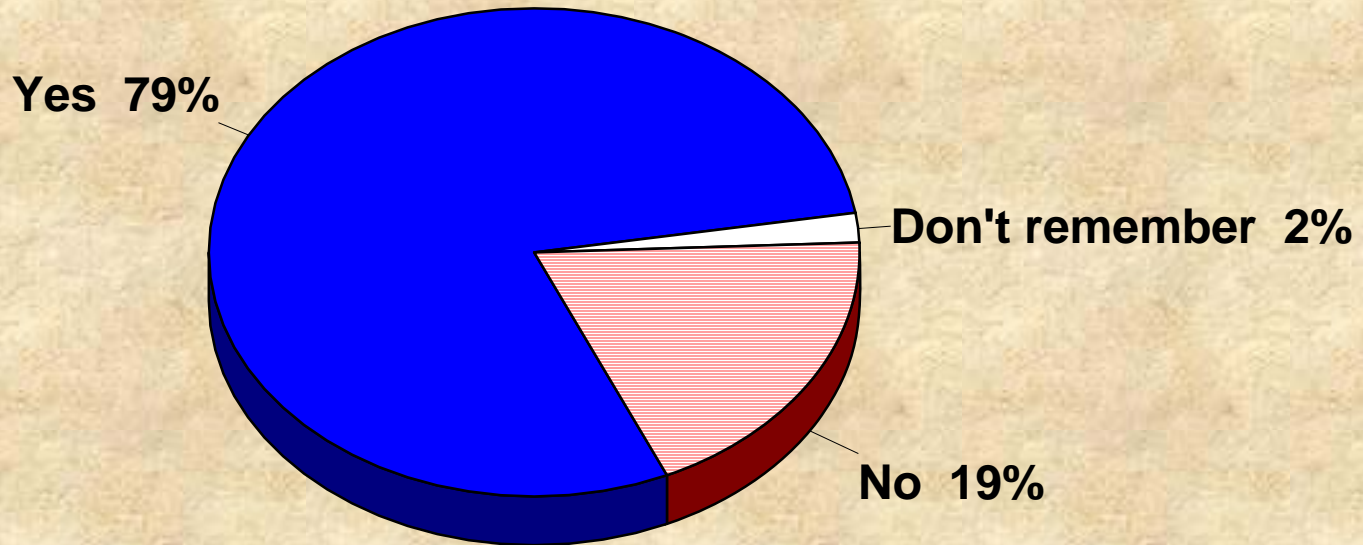
by percentage of residents surveyed

How easy was it to contact the person you needed to reach?



Was the Department You Contacted Responsive to Your Issue?

by percentage of residents who had called or visited the City during the past year

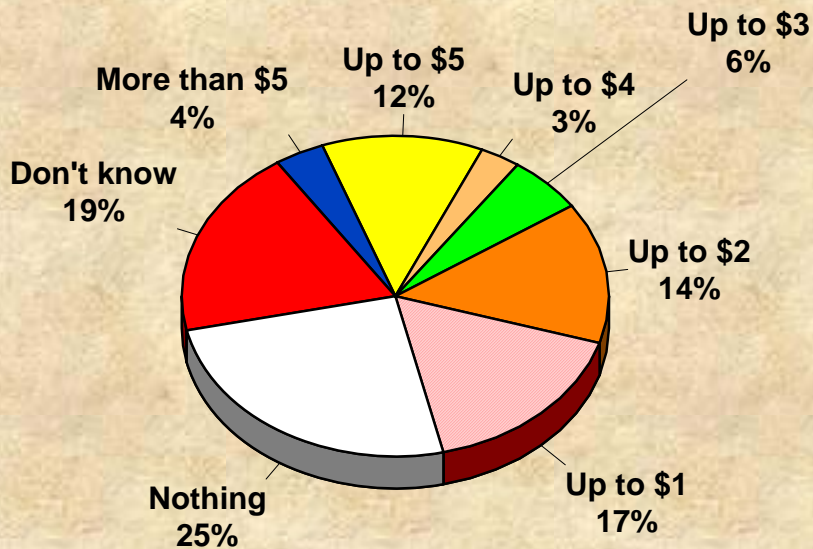


Stormwater

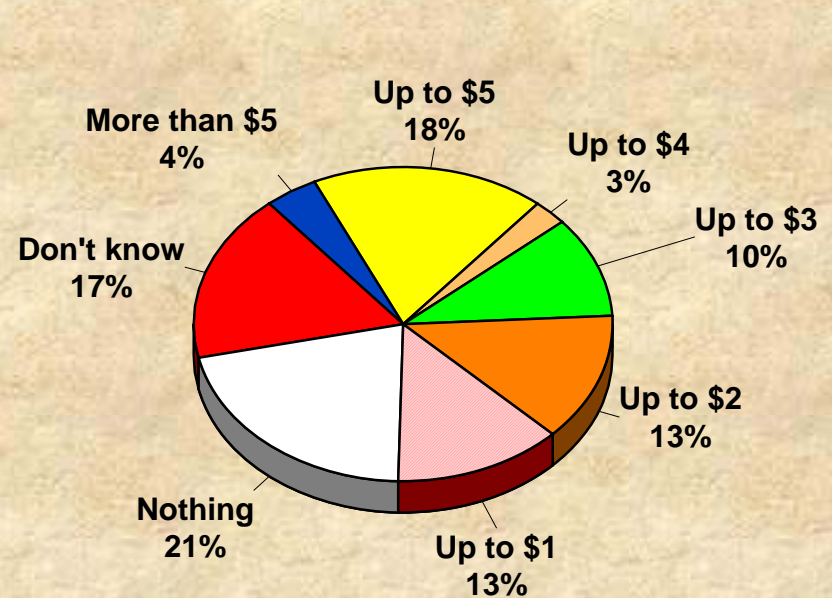
How Much Residents Would be Willing to Pay Per Month on Their Utility Bill to Fund Stormwater Improvements in Auburn?

by percentage of residents surveyed

2005



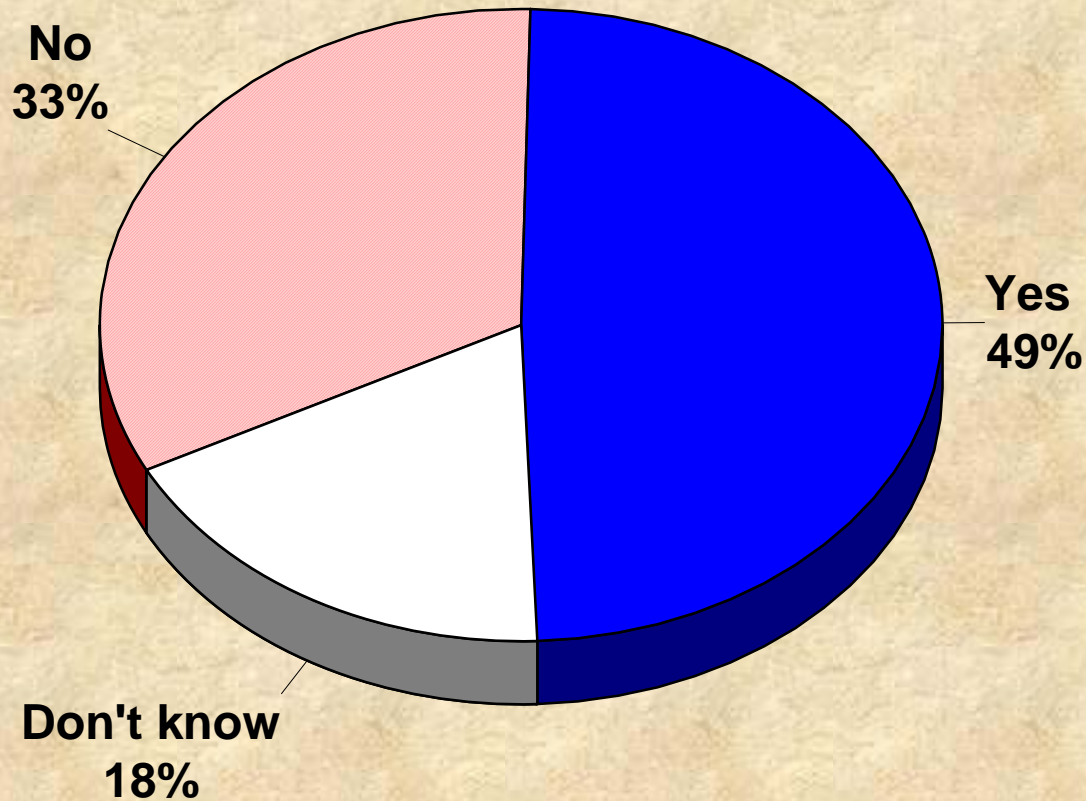
2006



Other Issues

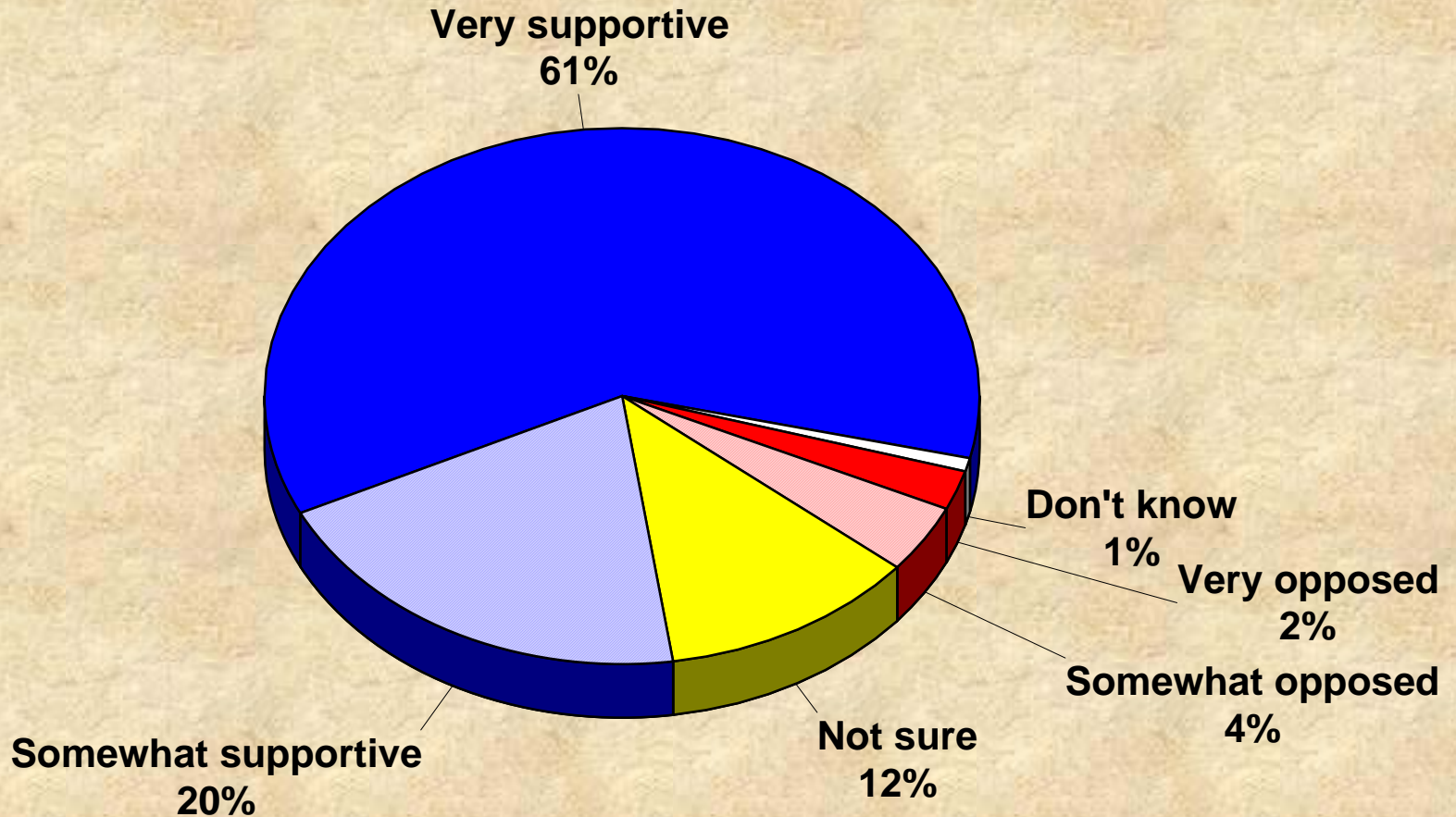
Would You be in Favor of a Slight Increase in Property Taxes if the Revenue was Dedicated for Auburn City Schools?

by percentage of residents surveyed



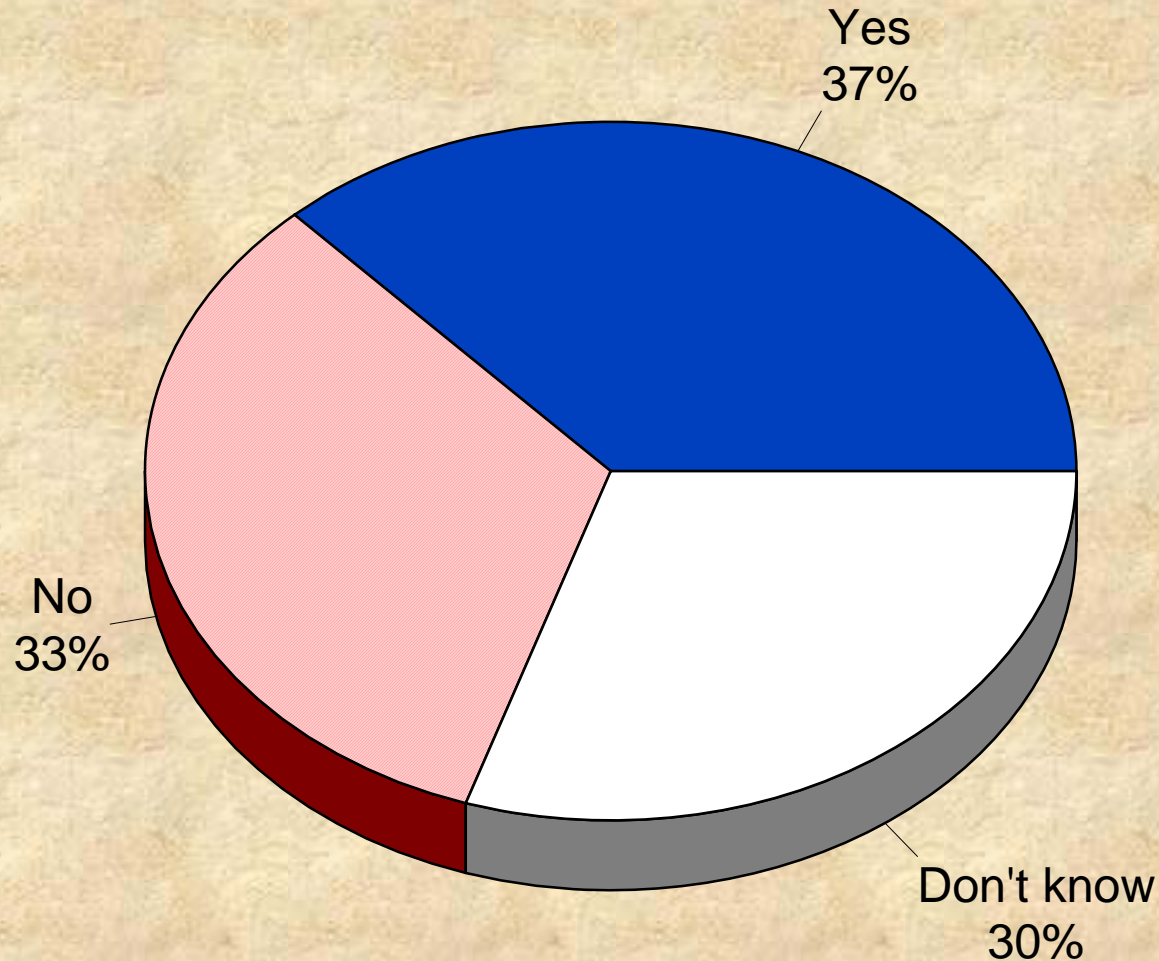
Support for the City of Auburn Adopting Codes that Would Require New Non-Residential Dev. to Preserve Existing Trees or Plant New Trees/Shrubs

by percentage of residents surveyed



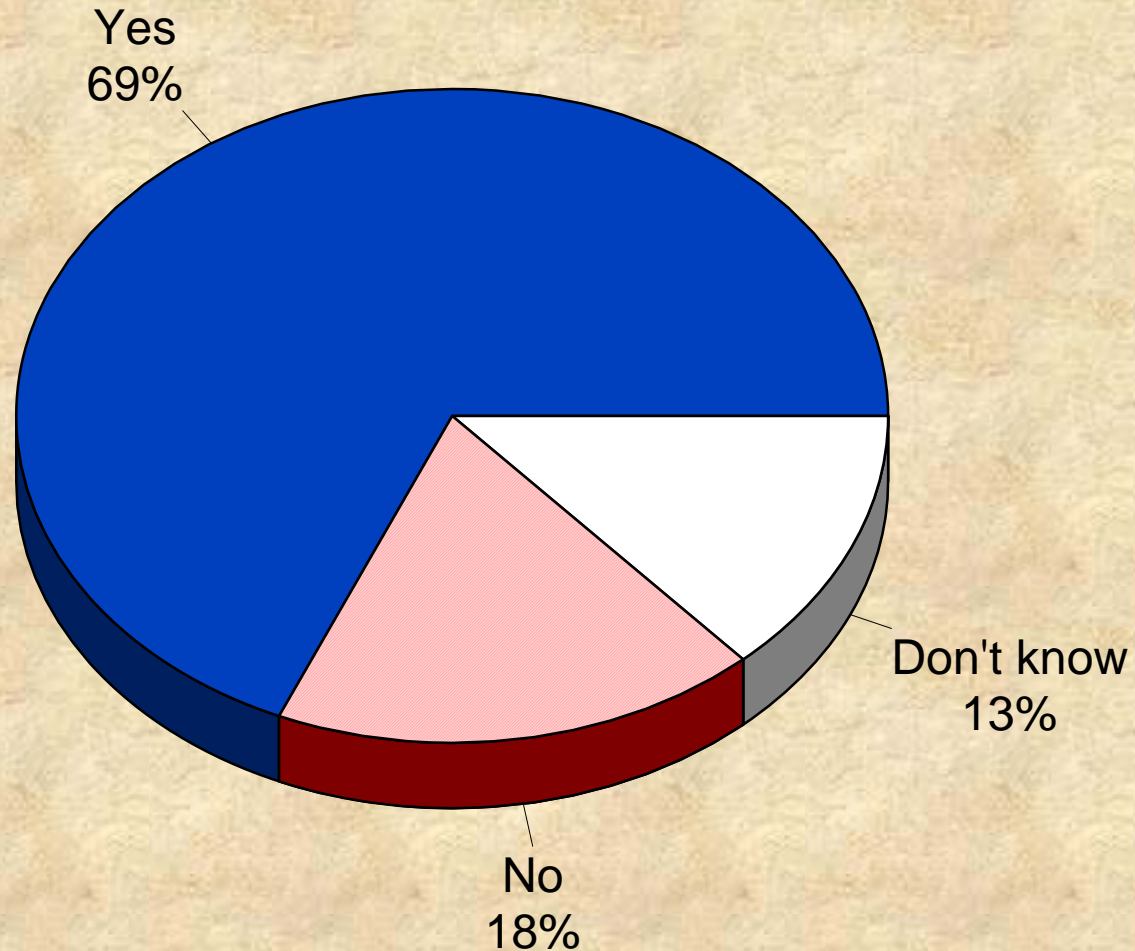
Do You Believe that the City of Auburn is Building Sufficient Streets, Intersections, Sidewalks, and Water/Sewer Systems to Keep up with the City's Growth?

by percentage of residents surveyed



Should the City Continue to Aggressively Pursue both Industrial and Commercial Projects in Order to Create Jobs and Revenue?

by percentage of residents surveyed



Conclusions/Recommendations

- **Auburn continues to be a very desirable place to live and residents are generally satisfied with City services:**
 - As a “place to raise children” the City rated 20% above the national average
 - Satisfaction with the value for city taxes was 16% above the national average
 - Overall feeling of safety in the City was +13% above the national average
- **Areas to emphasize over the next year**
 - Enforcement of traffic laws in neighborhoods
 - Traffic flow and street maintenance
 - Walking/biking trails; the need for recreation centers is an emerging issue
 - Management of stormwater
 - Street lighting ratings (ratings are down 9% in just 2 years)
- **Residents are more willing to pay stormwater fees than they were a year ago, but continued education is needed**
- **Mixed support for a property tax increase for schools**
- **Strong support for industrial and commercial recruitment**

Questions ??