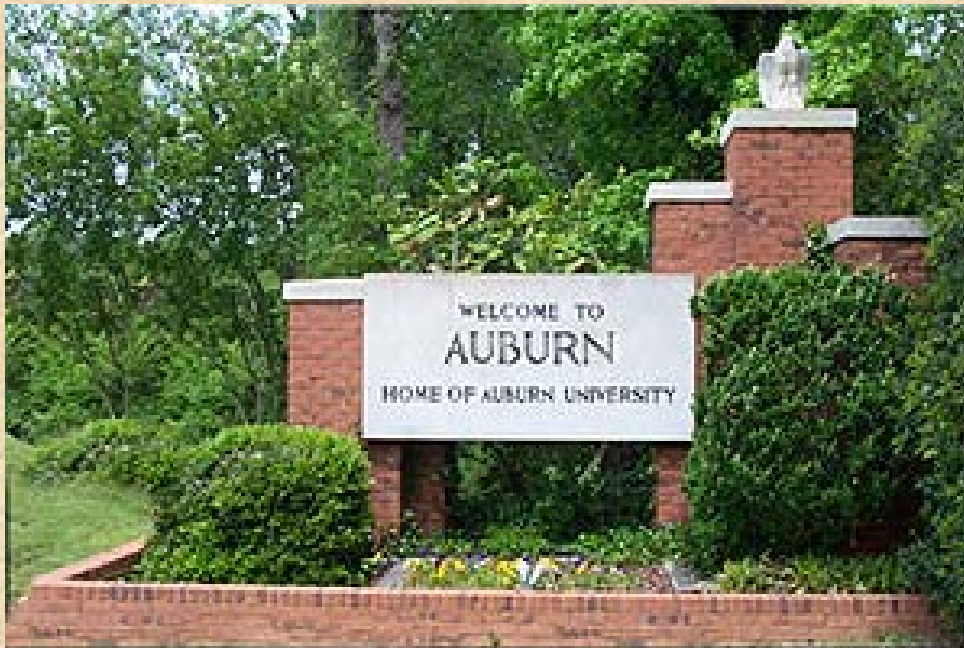


2008 DirectionFinder® Survey

City of Auburn, Alabama



By
ETC Institute
April 15, 2008

Agenda

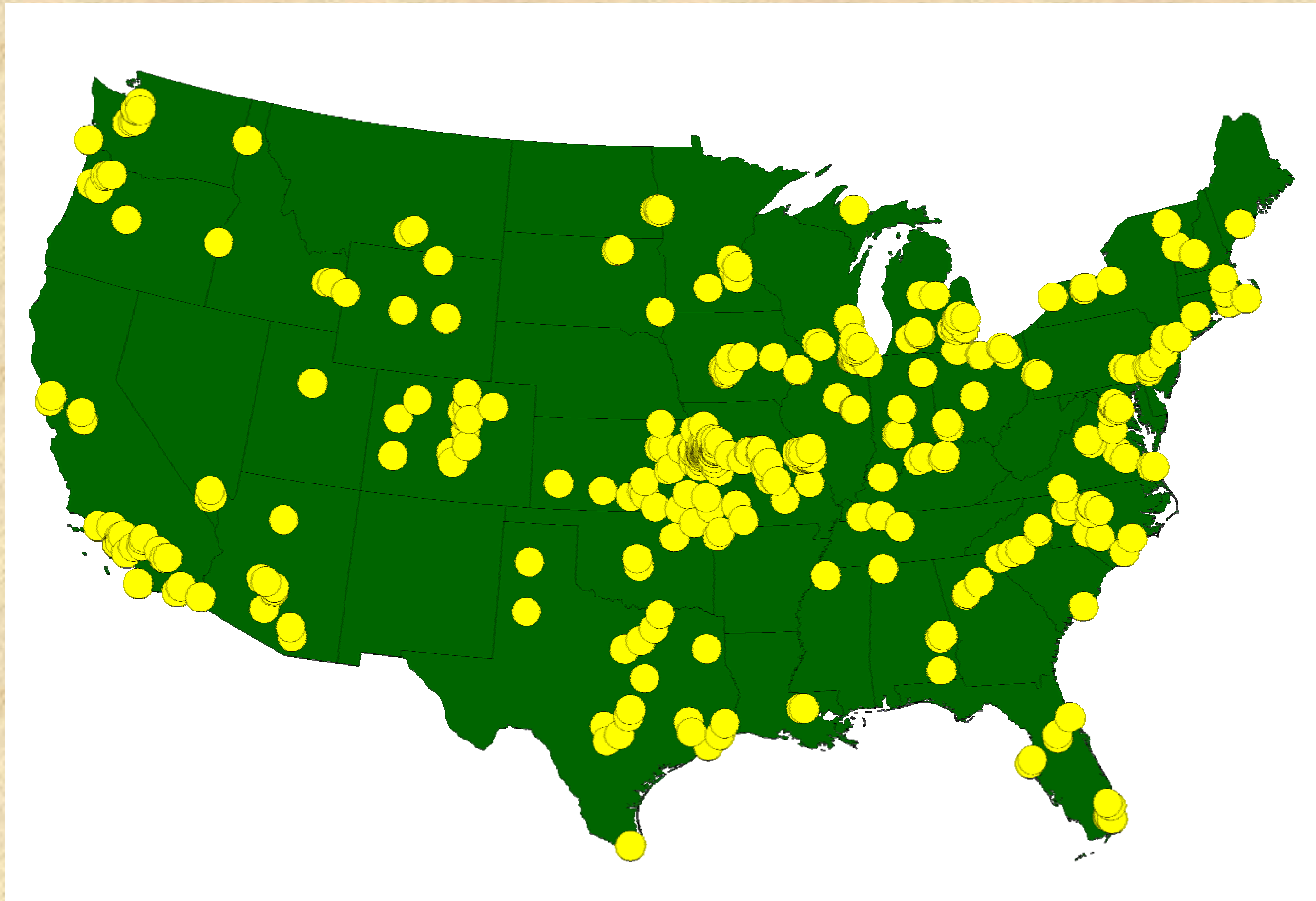
- Methodology
- Demographics
- Results
 - Maintenance
 - Public Safety
 - Utilities
 - Parks and Recreation
 - Communication
 - Customer Service
 - Stormwater
 - Other Issues
- Conclusions/Questions

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 765 residents
- Precision of at least $\pm 3.6\%$ at the 95% level of confidence
- Benchmarking Data
- Results were geocoded

A National Leader in Market Research for Local Governmental Organizations

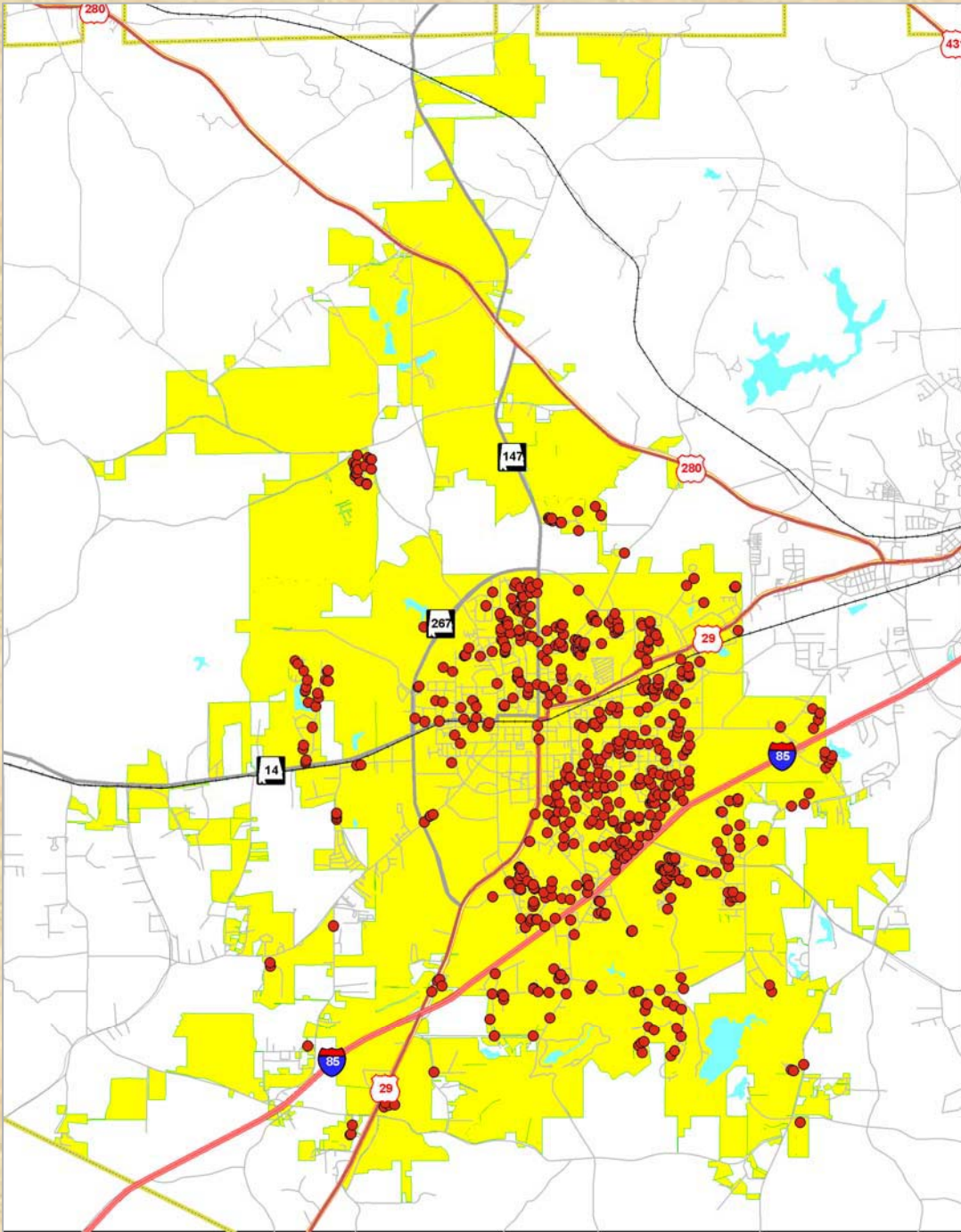
...helping city and county governments gather and use survey data to enhance
organizational performance for 25 years



More than 1,000,000 Persons Surveyed
for more than 425 cities in 46 States

**Location of
Respondents**

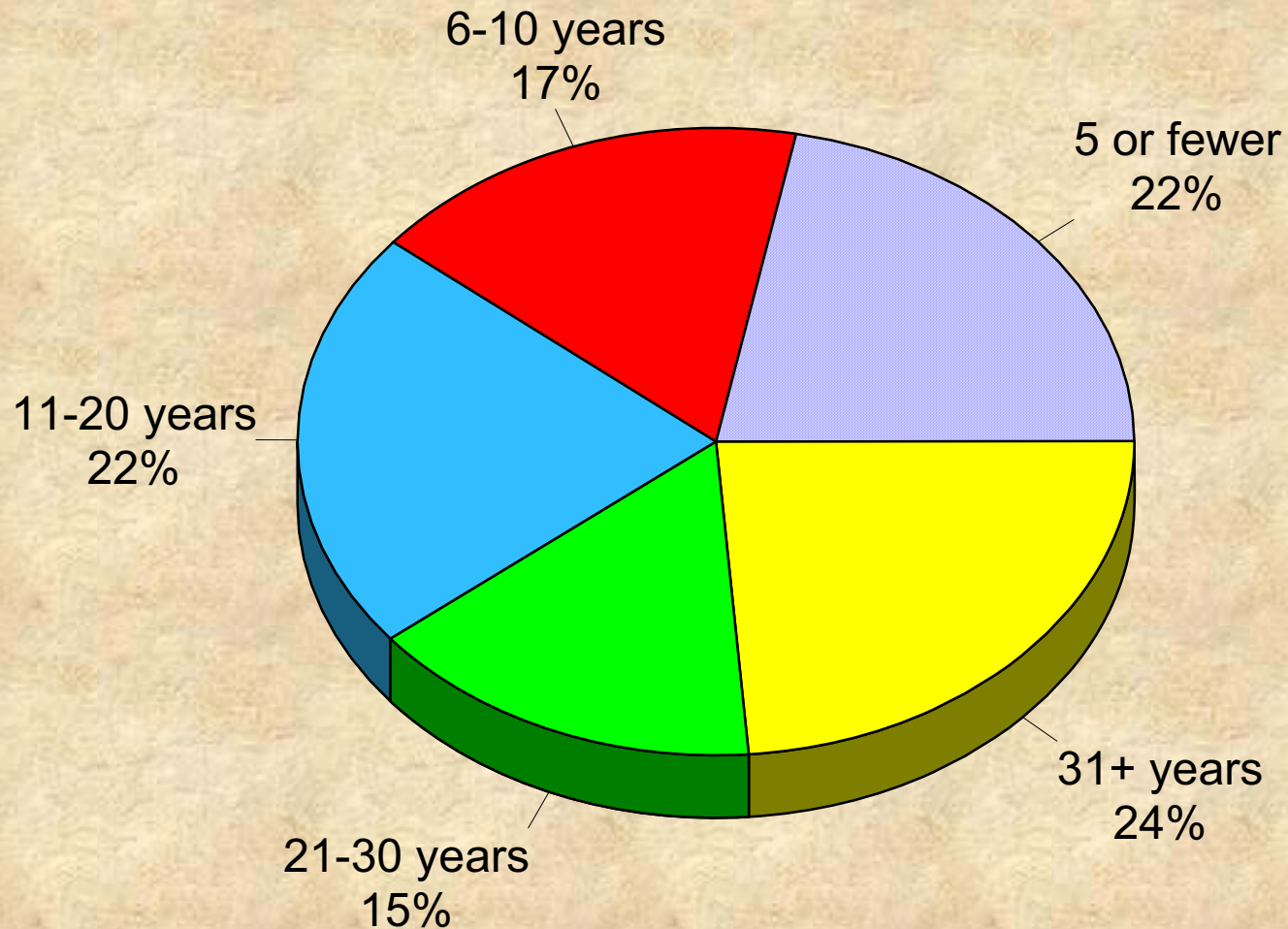
**2008
Auburn
Citizen
Survey**



Demographics

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

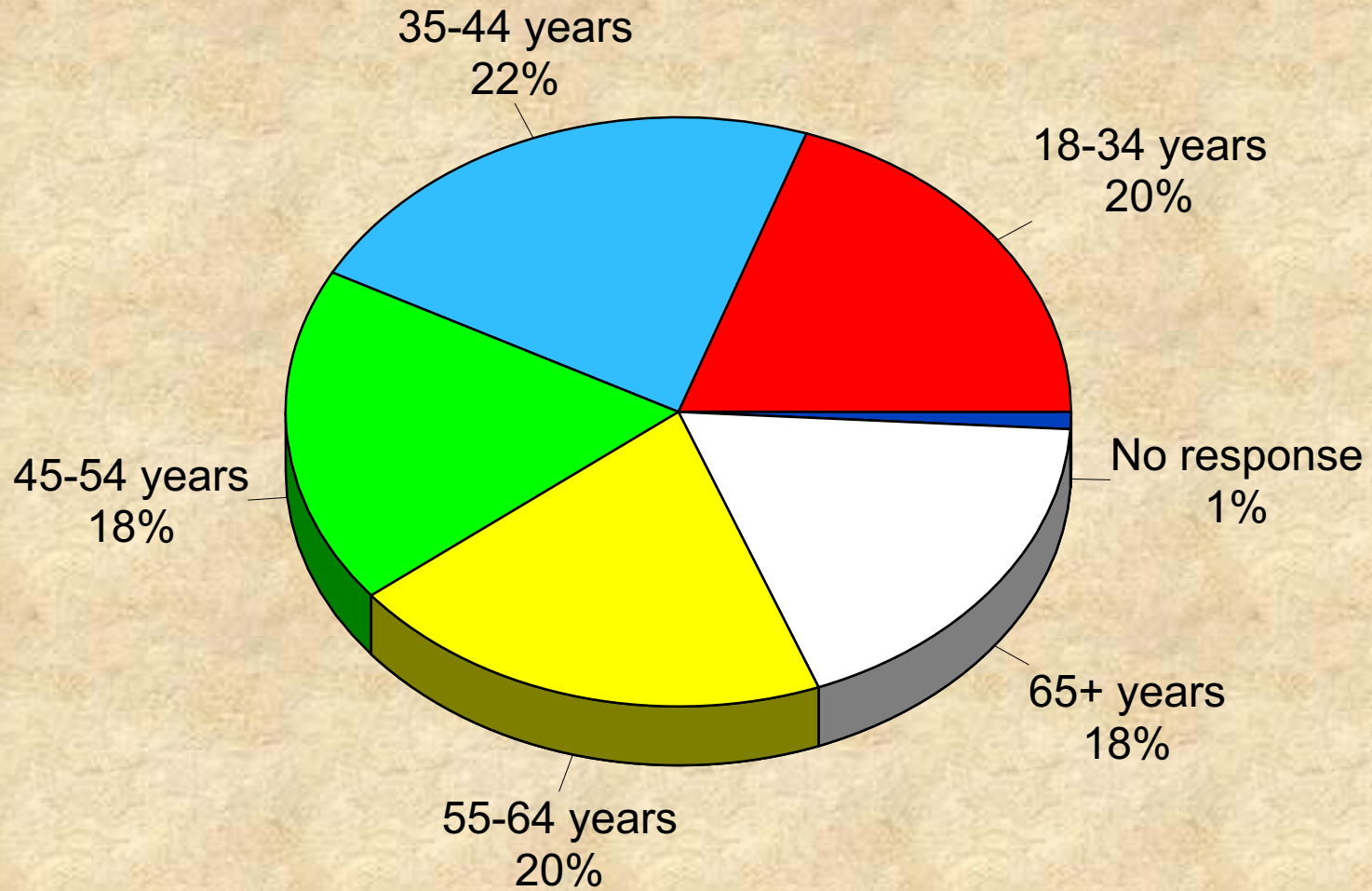
by percentage of residents surveyed



Source: ETC Institute (2008)

Demographics: What is Your Age?

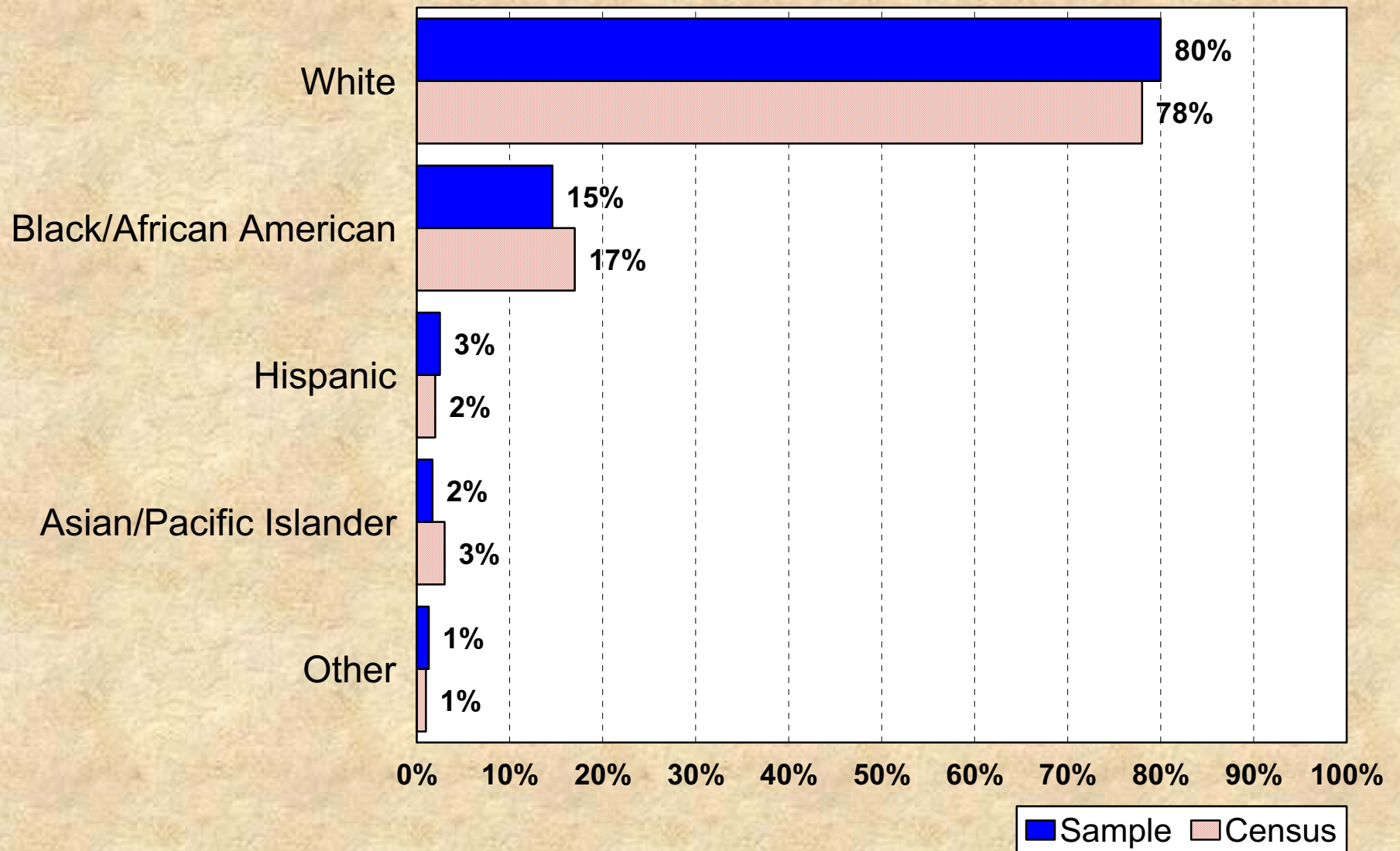
by percentage of residents surveyed



Source: ETC Institute (2008)

Demographics: Which best describes your race/ethnicity?

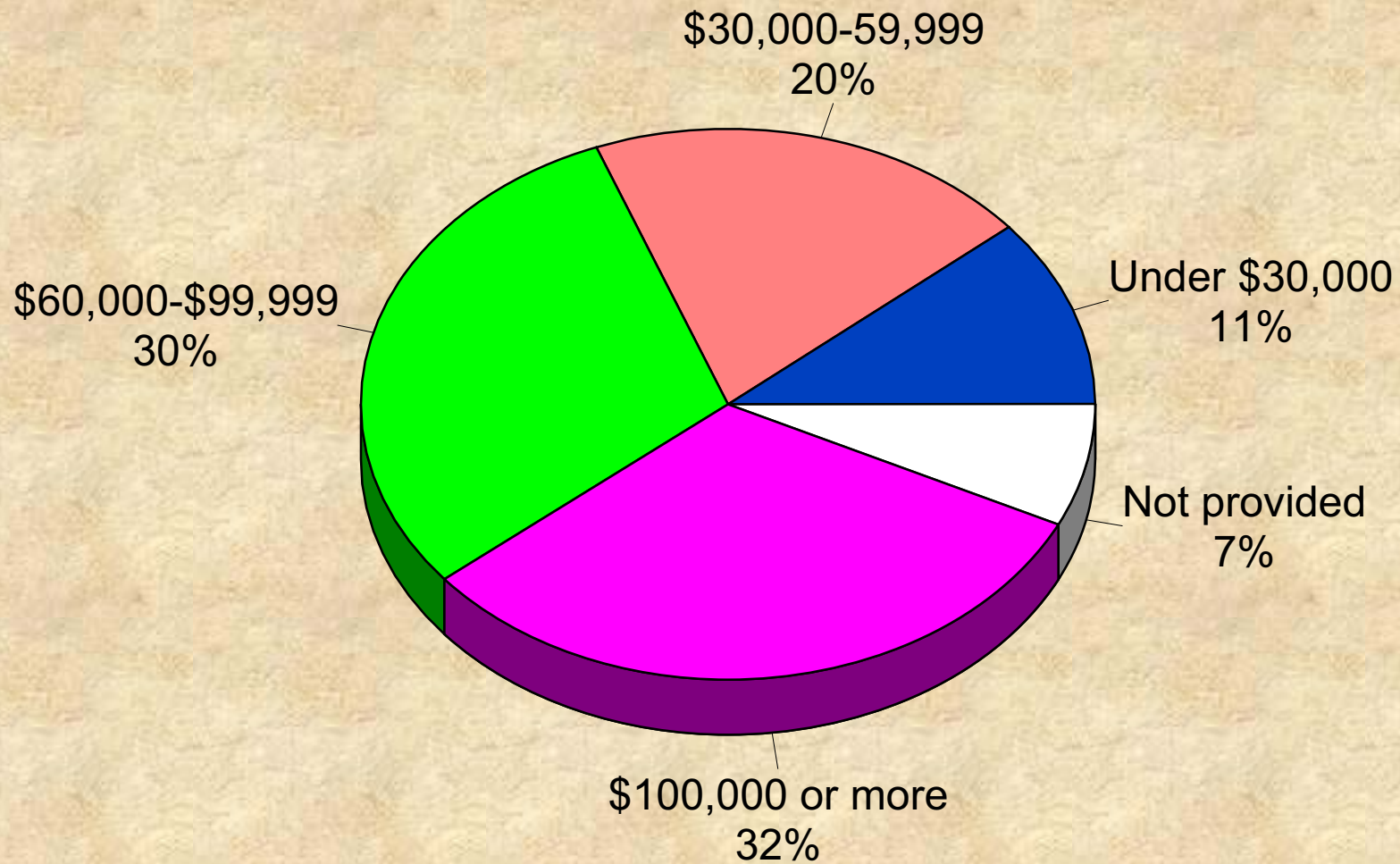
by percentage of residents surveyed



Source: ETC Institute (2008)

Demographics: Total Annual Household Income

by percentage of residents surveyed



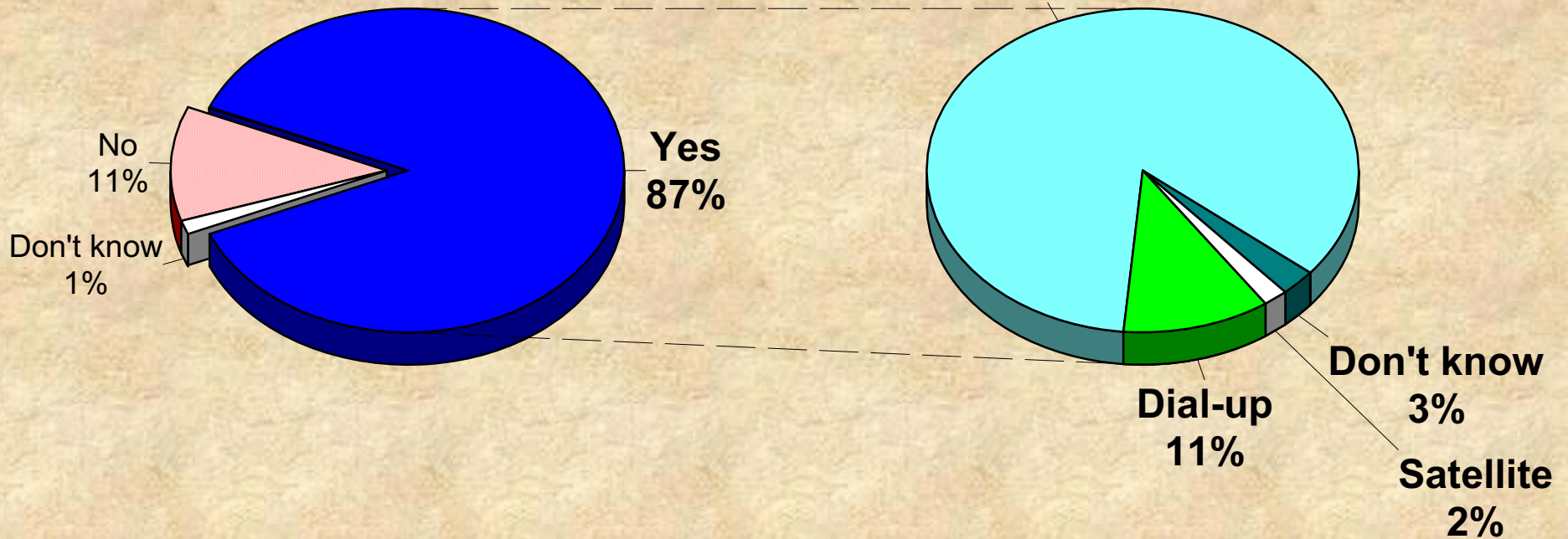
Source: ETC Institute (2008)

Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

Do You Have High Speed or Dial-up Access?

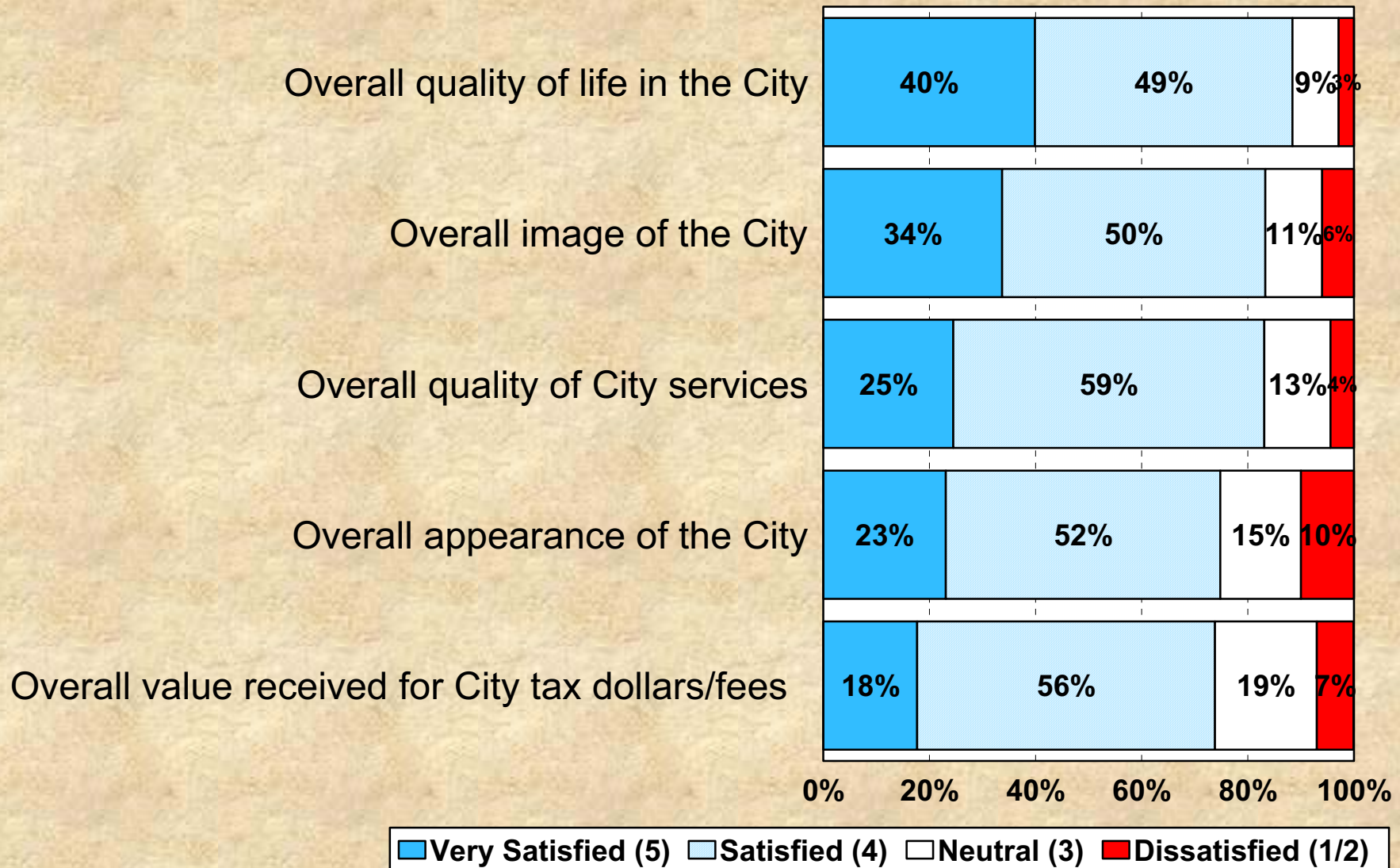
High speed
84%



Perceptions of the Community

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

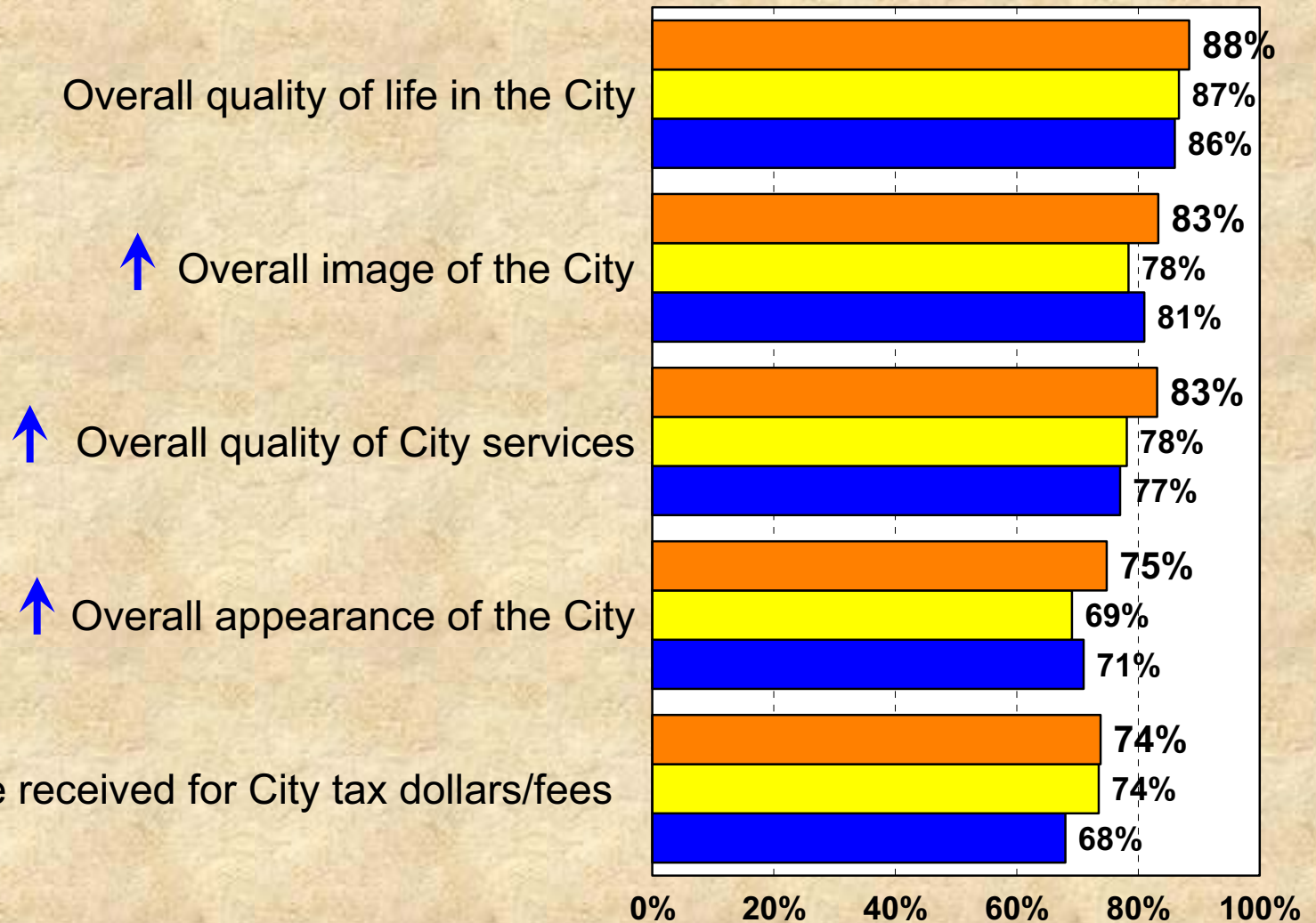
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS: Overall Perceptions of the City of Auburn (2006 thru 2008)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

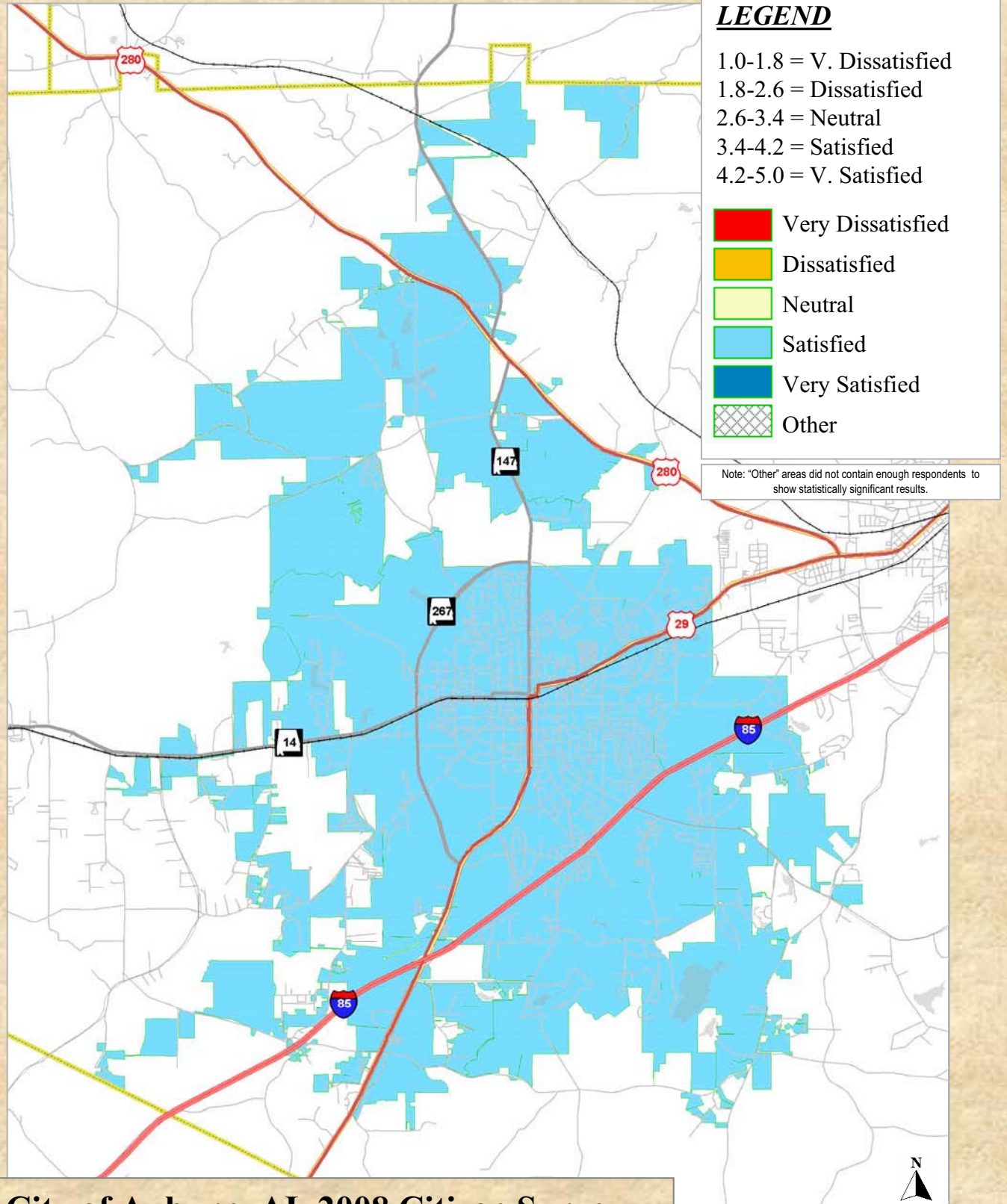


Source: ETC Institute (2008)

2008 2007 2006

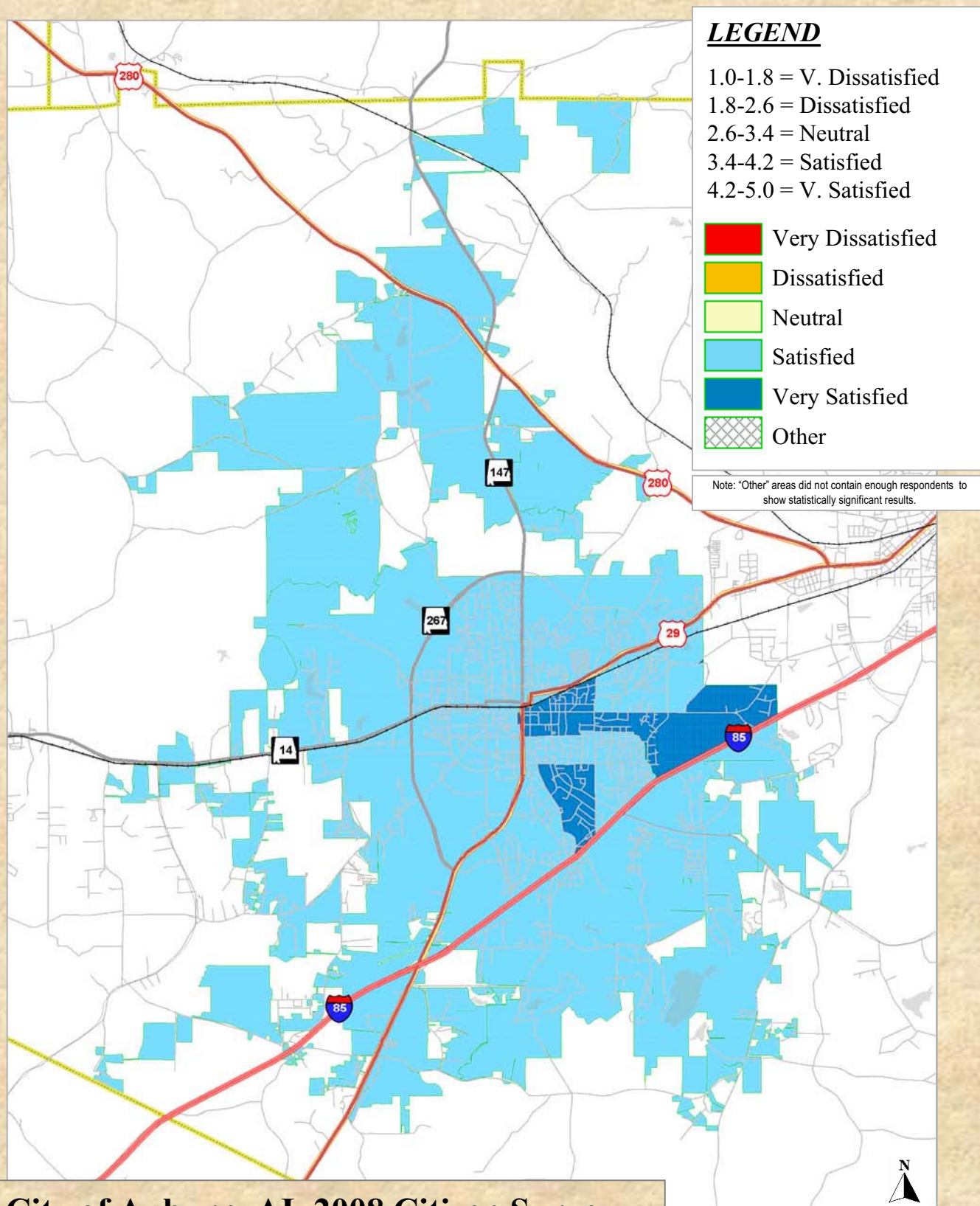
TRENDS

Q3a Satisfaction with the overall value that you receive for your city tax dollars and fees



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q3e Satisfaction with the overall quality of city services

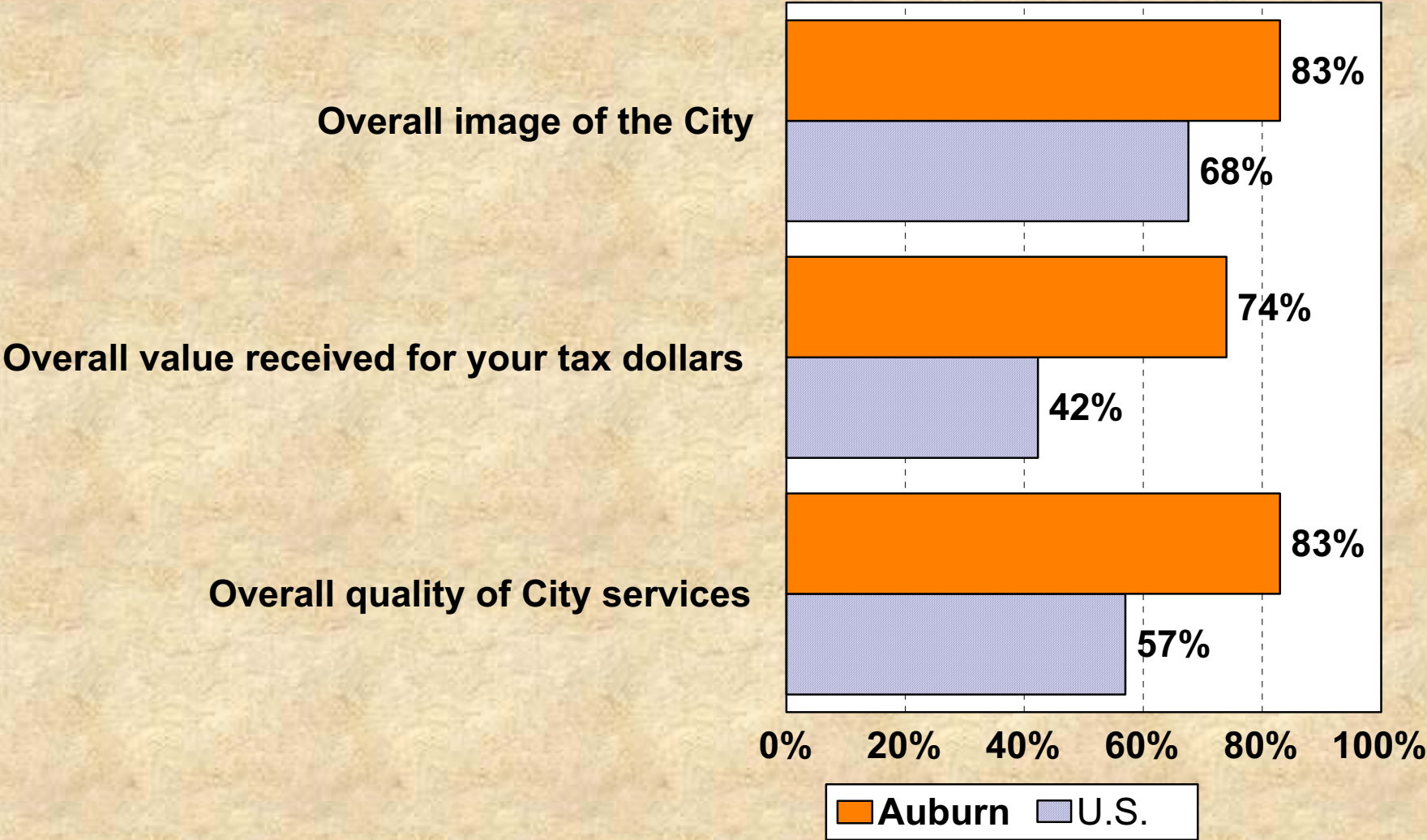


City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Perceptions that Residents Have of the City in Which They Live Auburn vs. the U.S.

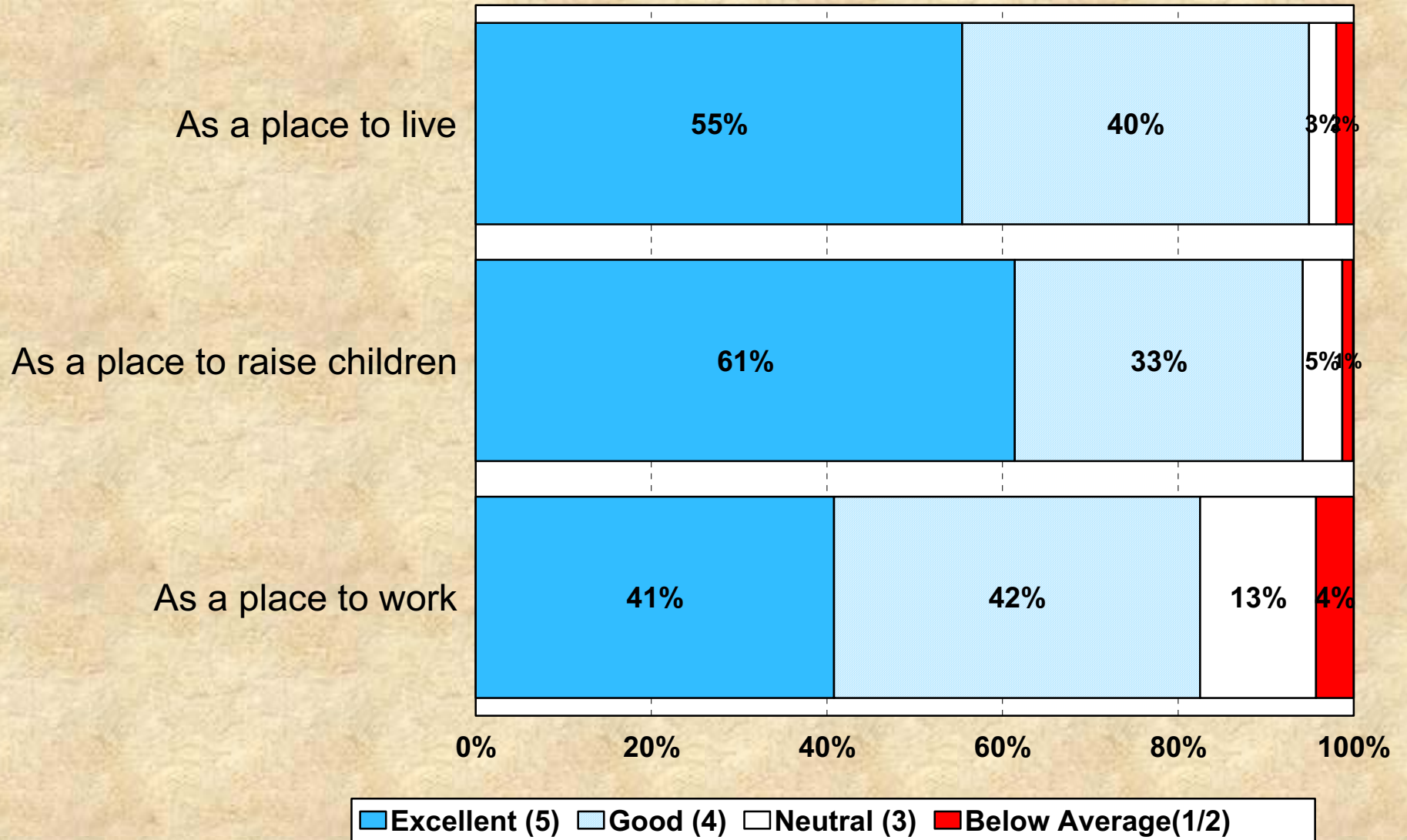
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute DirectionFinder (2008)

Quality of Life in the City of Auburn

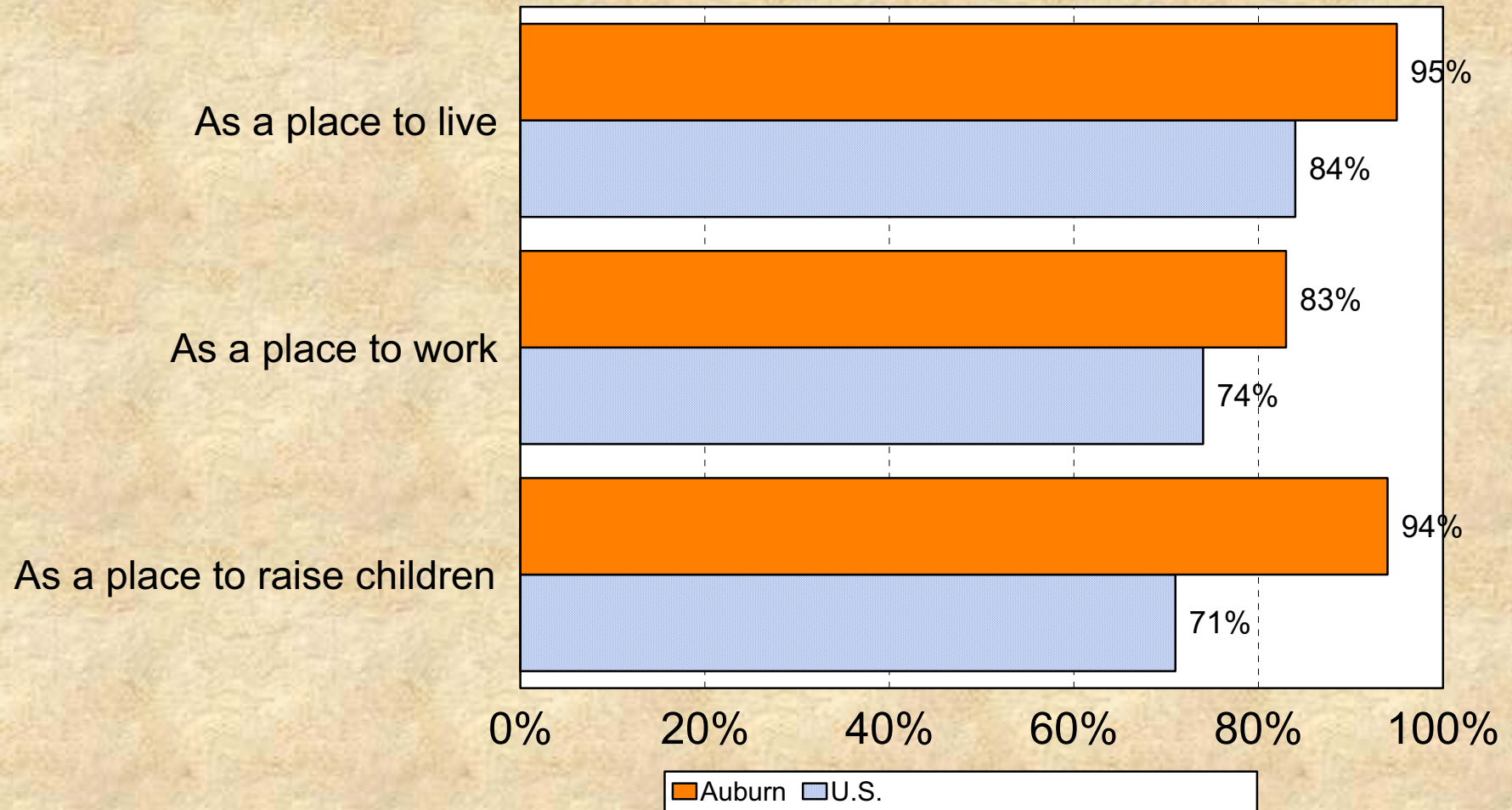
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

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"

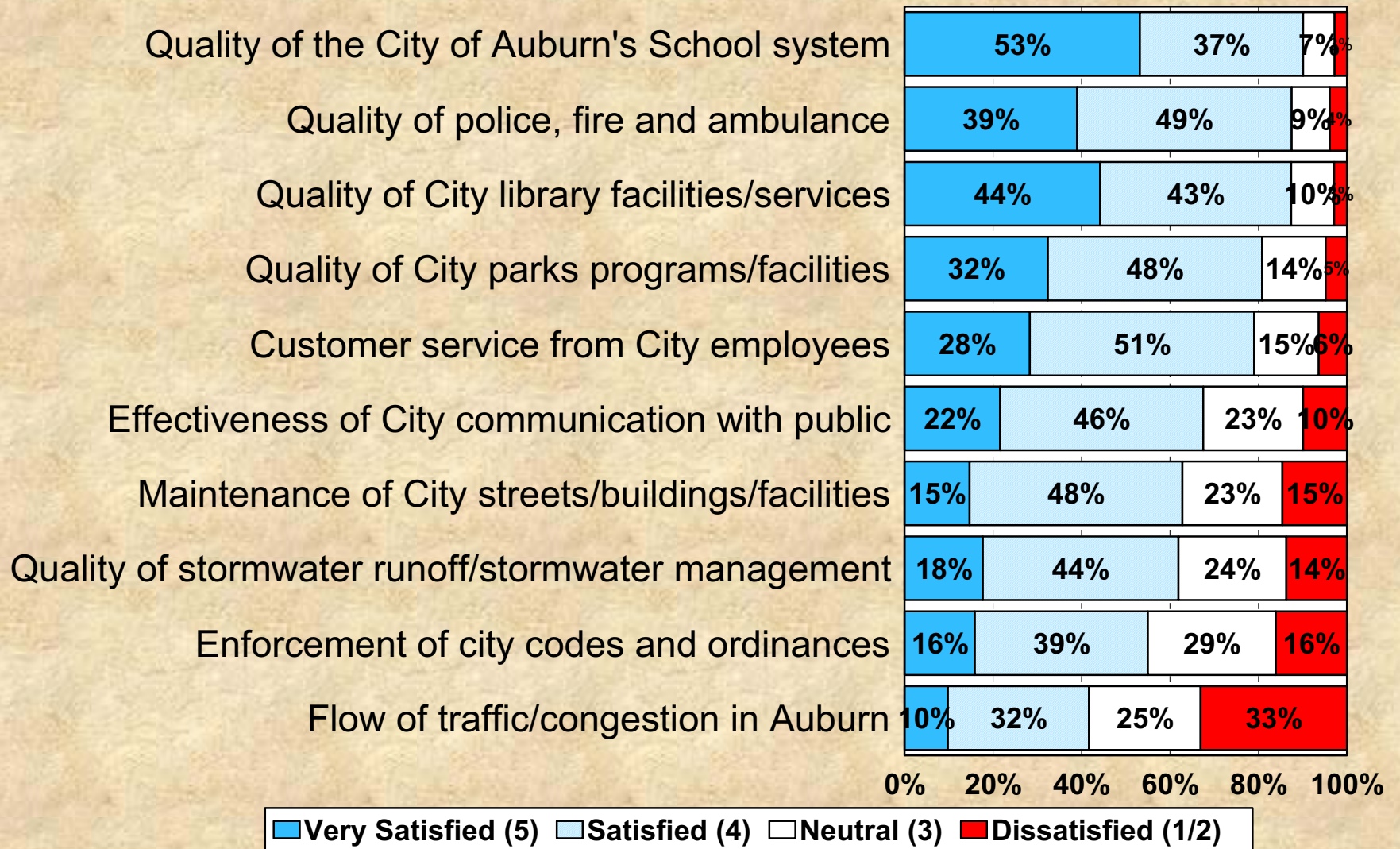


Source: ETC Institute Survey

**Overall Satisfaction
with Major Categories
of Service**

Overall Satisfaction With City Services by Major Category

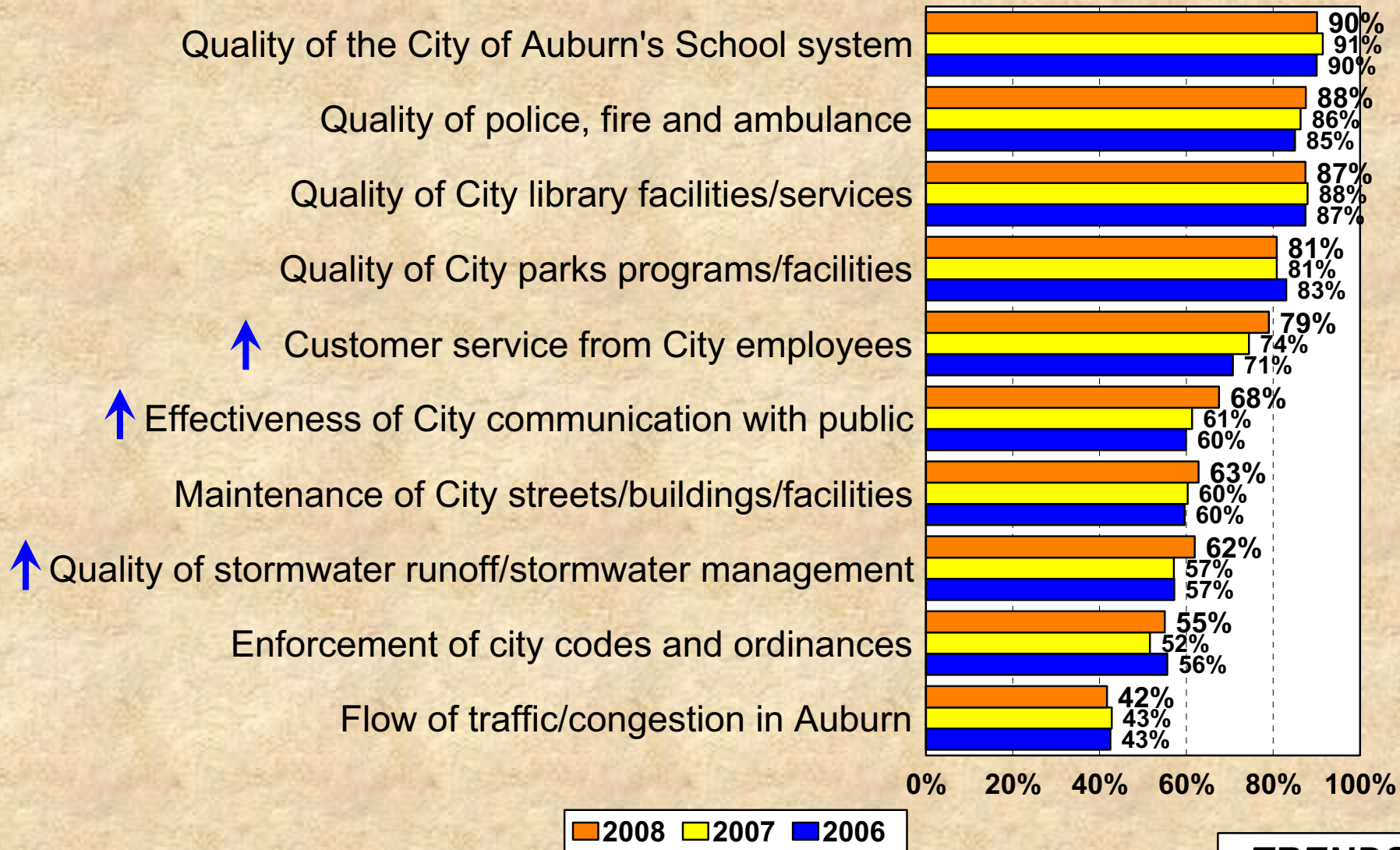
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS: Overall Satisfaction With City Services by Major Category (2006 thru 2008)

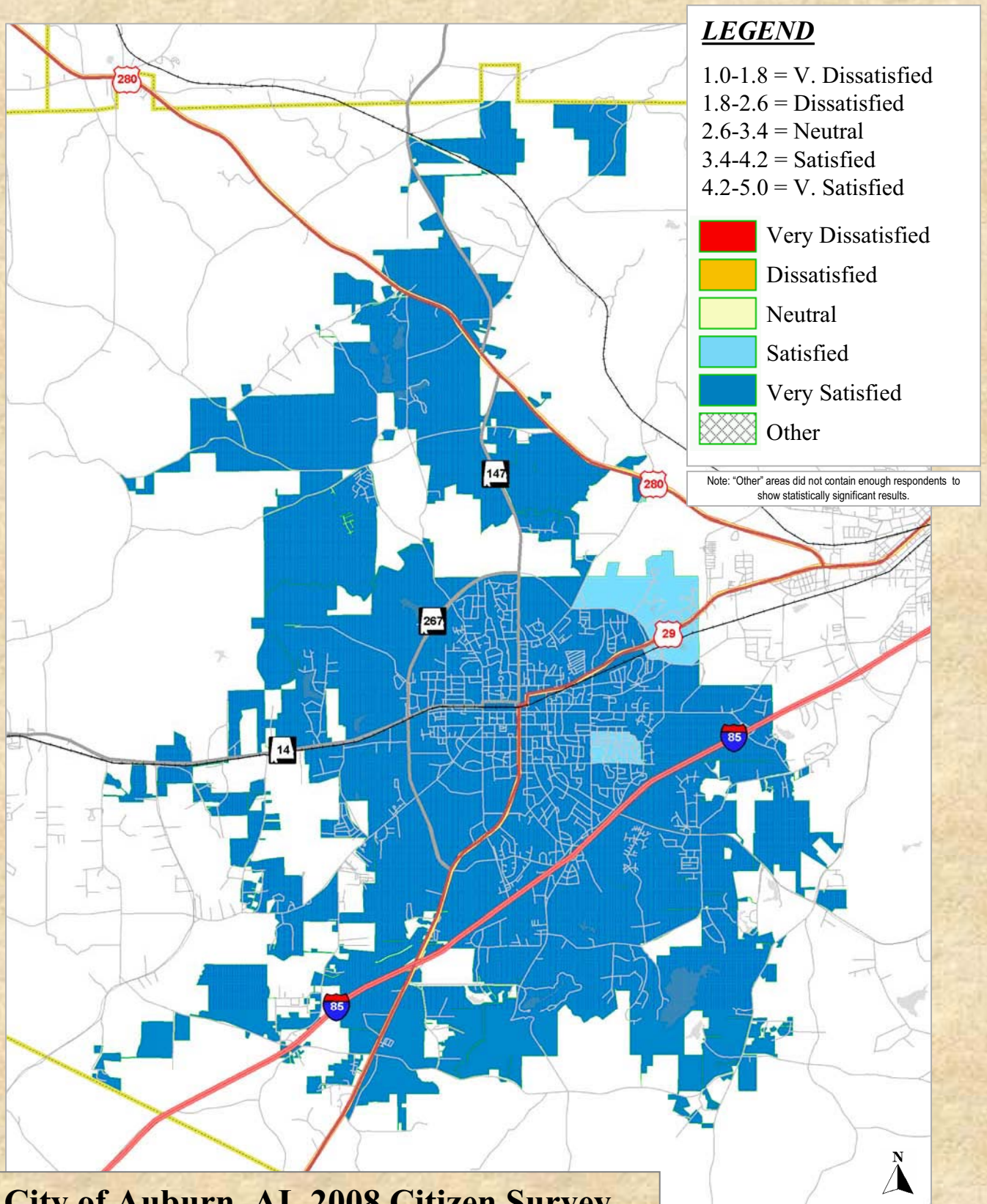
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2008)

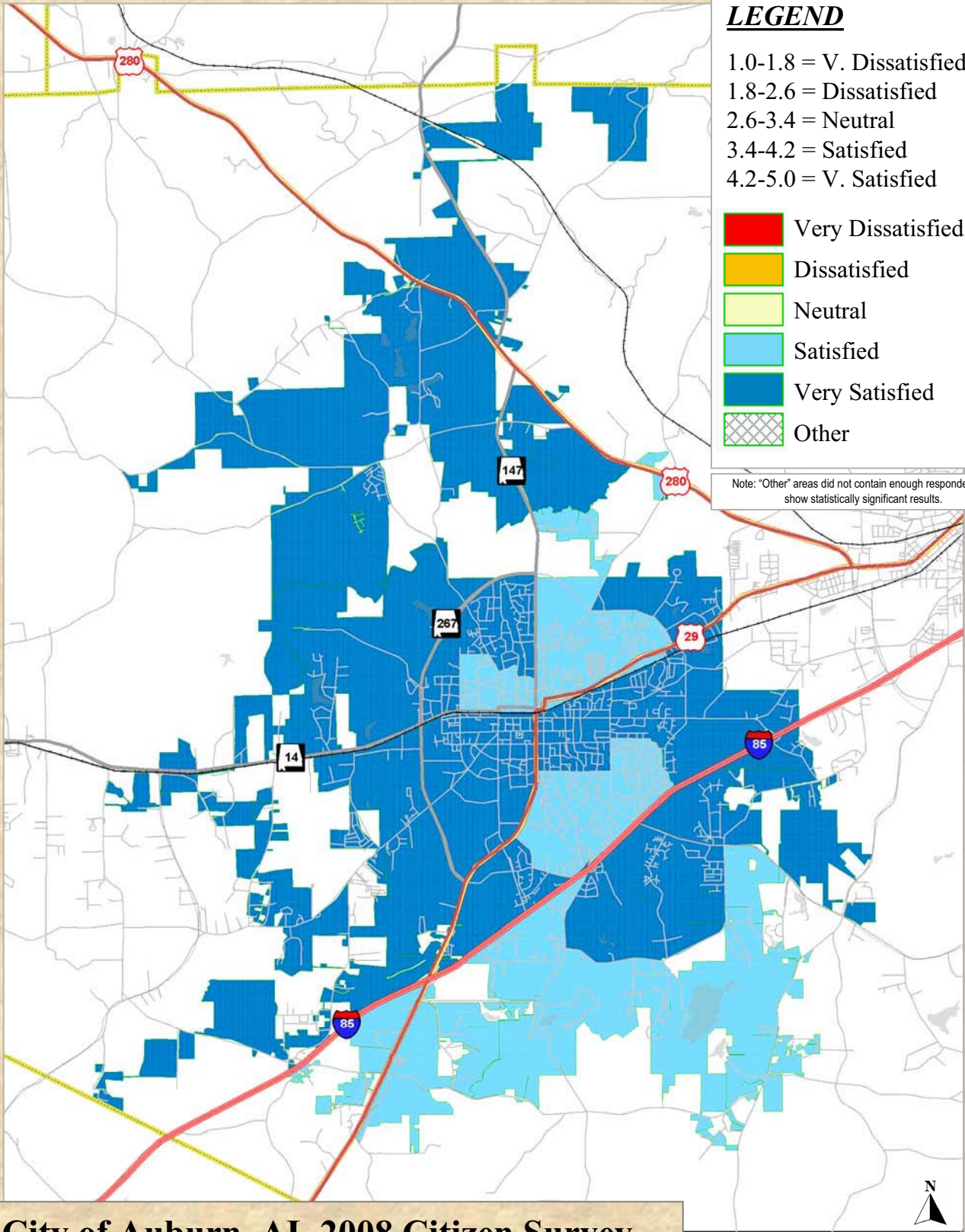
TRENDS

Q1a Satisfaction with the quality of the City's School system



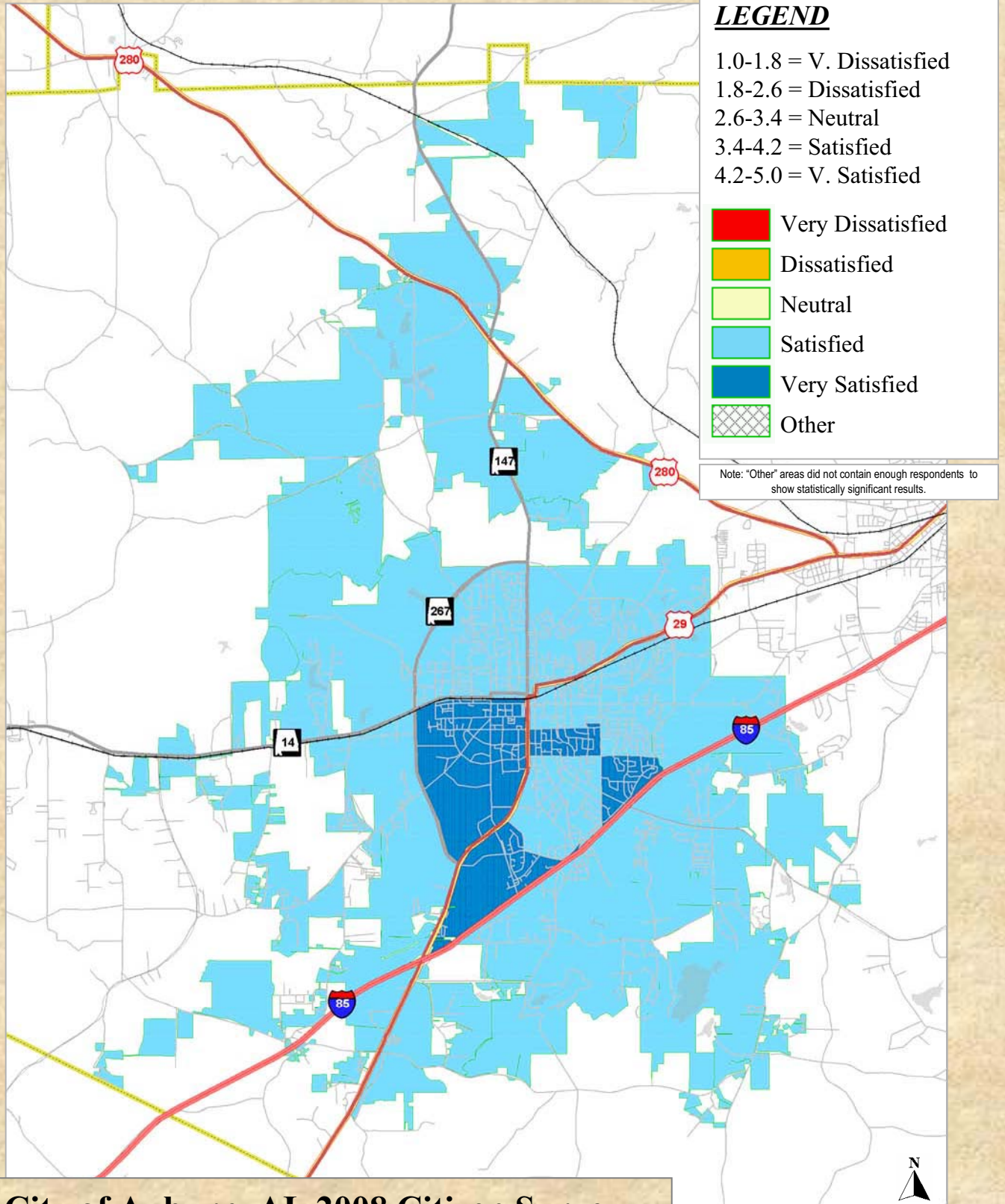
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1b Satisfaction with the quality of police fire & ambulance services



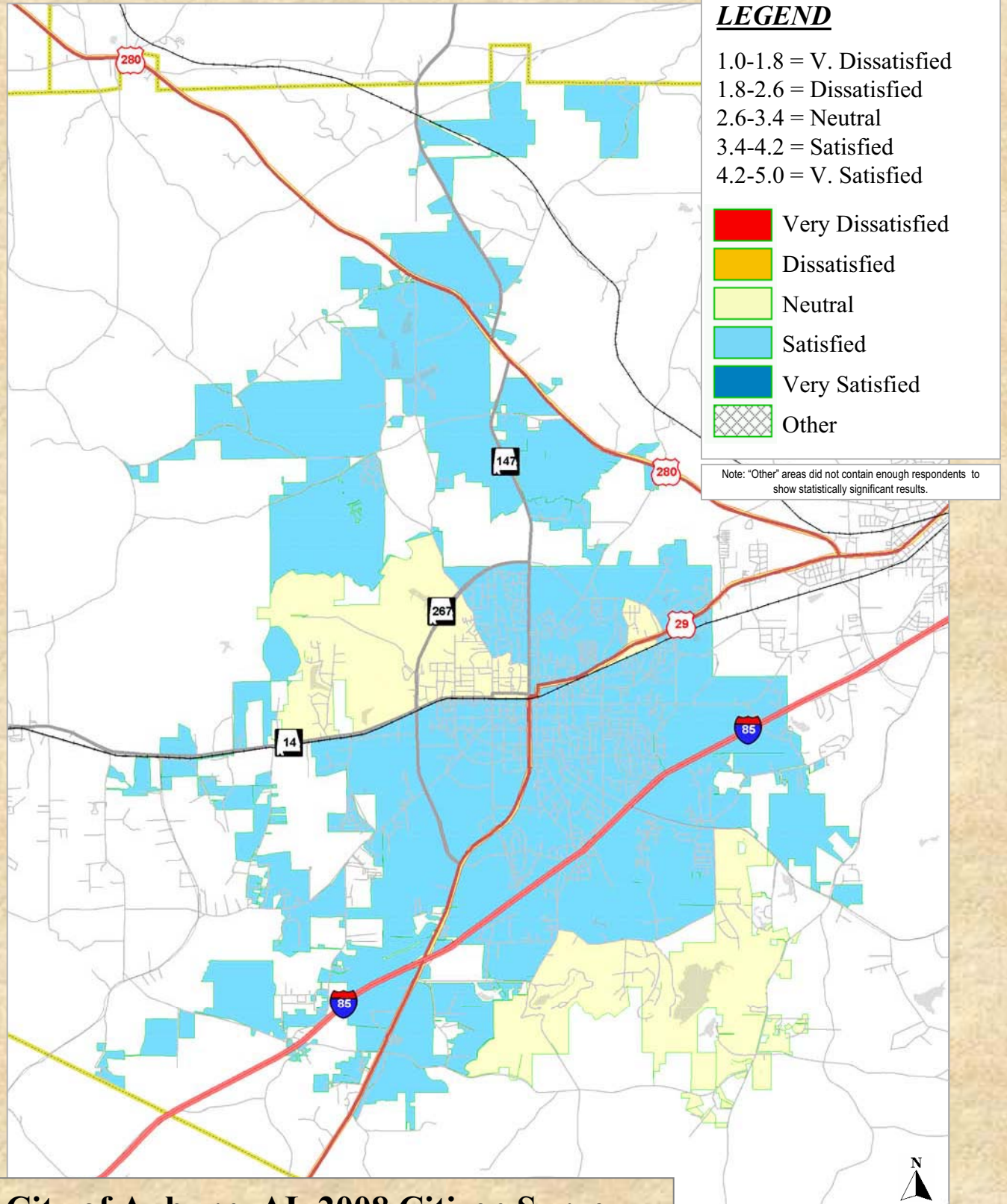
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1c Satisfaction with the quality of Parks & Recreation programs and facilities



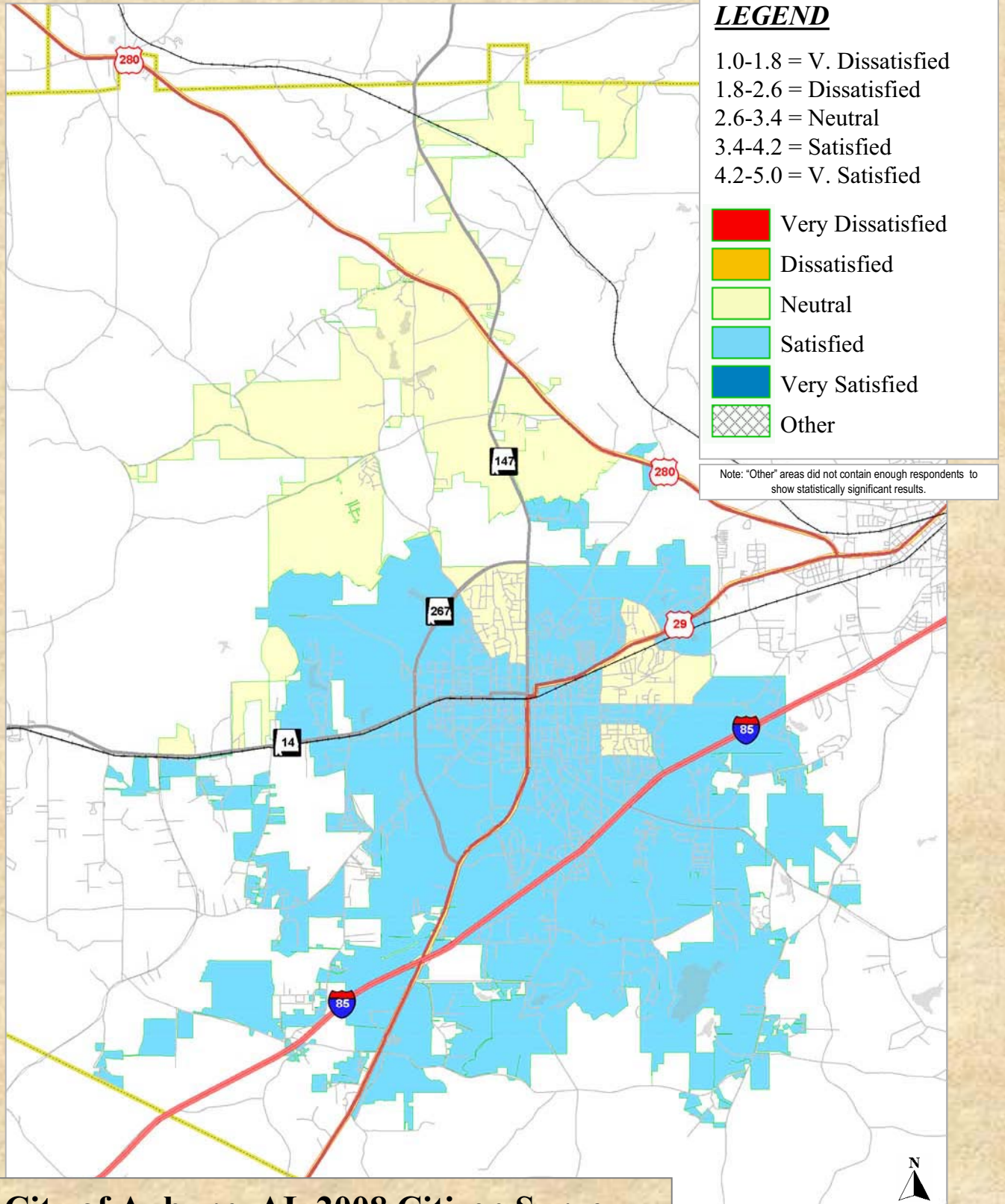
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1d Satisfaction with the maintenance of city streets and facilities



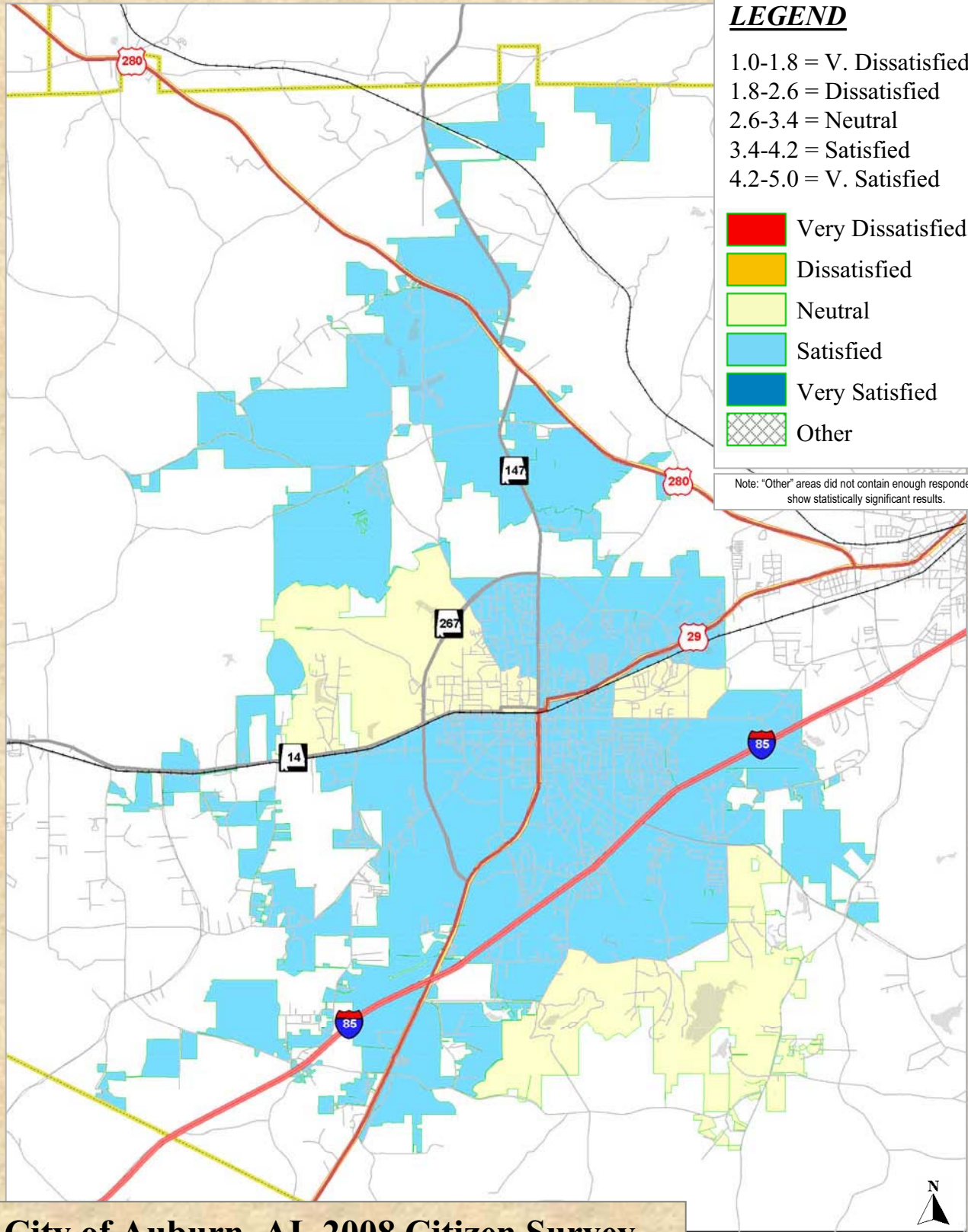
City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1e Satisfaction with the enforcement of city codes and ordinances



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q1h Satisfaction with the quality of the City's stormwater runoff management system



LEGEND

1.0-1.8 = V. Dissatisfied
 1.8-2.6 = Dissatisfied
 2.6-3.4 = Neutral
 3.4-4.2 = Satisfied
 4.2-5.0 = V. Satisfied

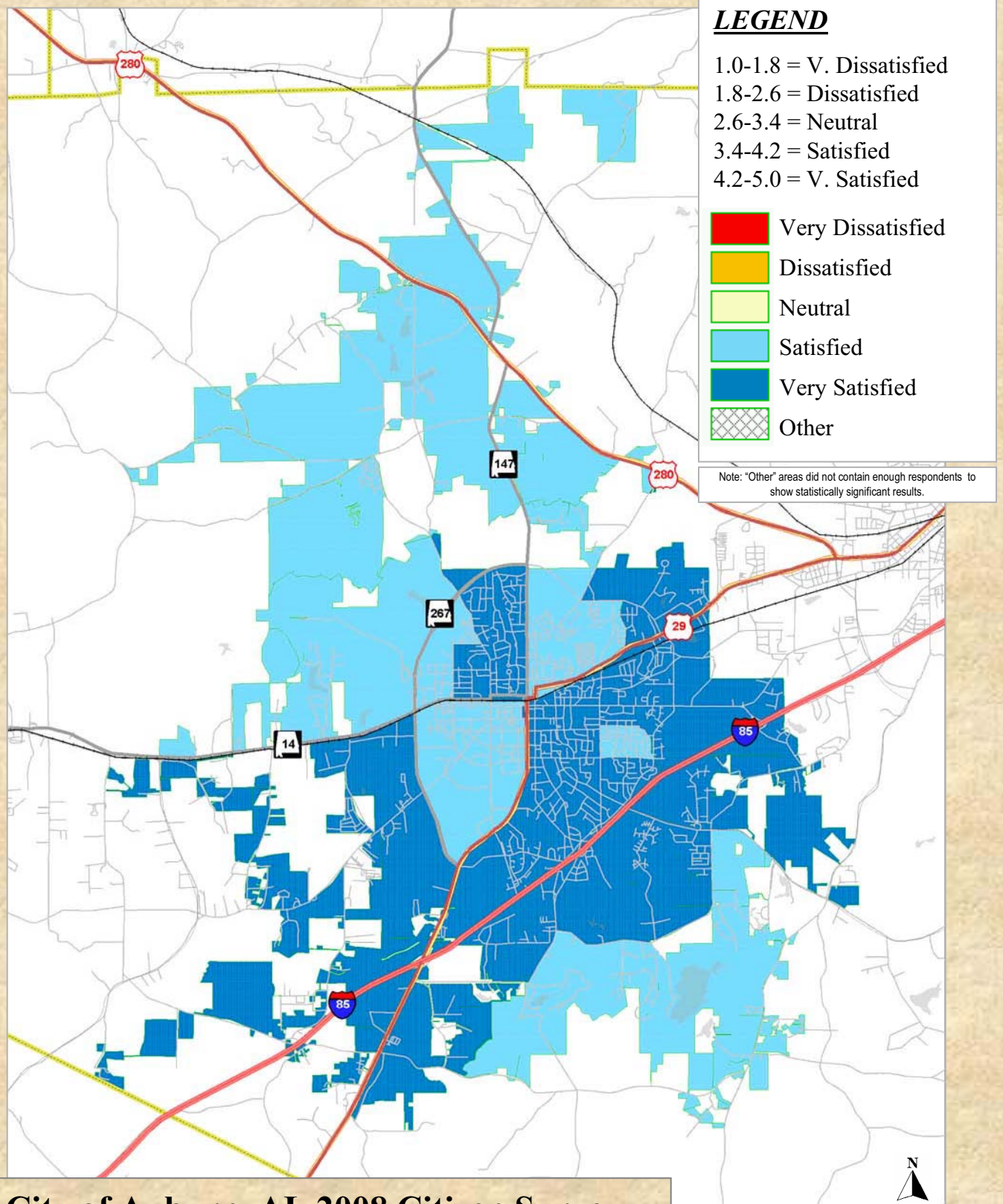
Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied
Other

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

City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

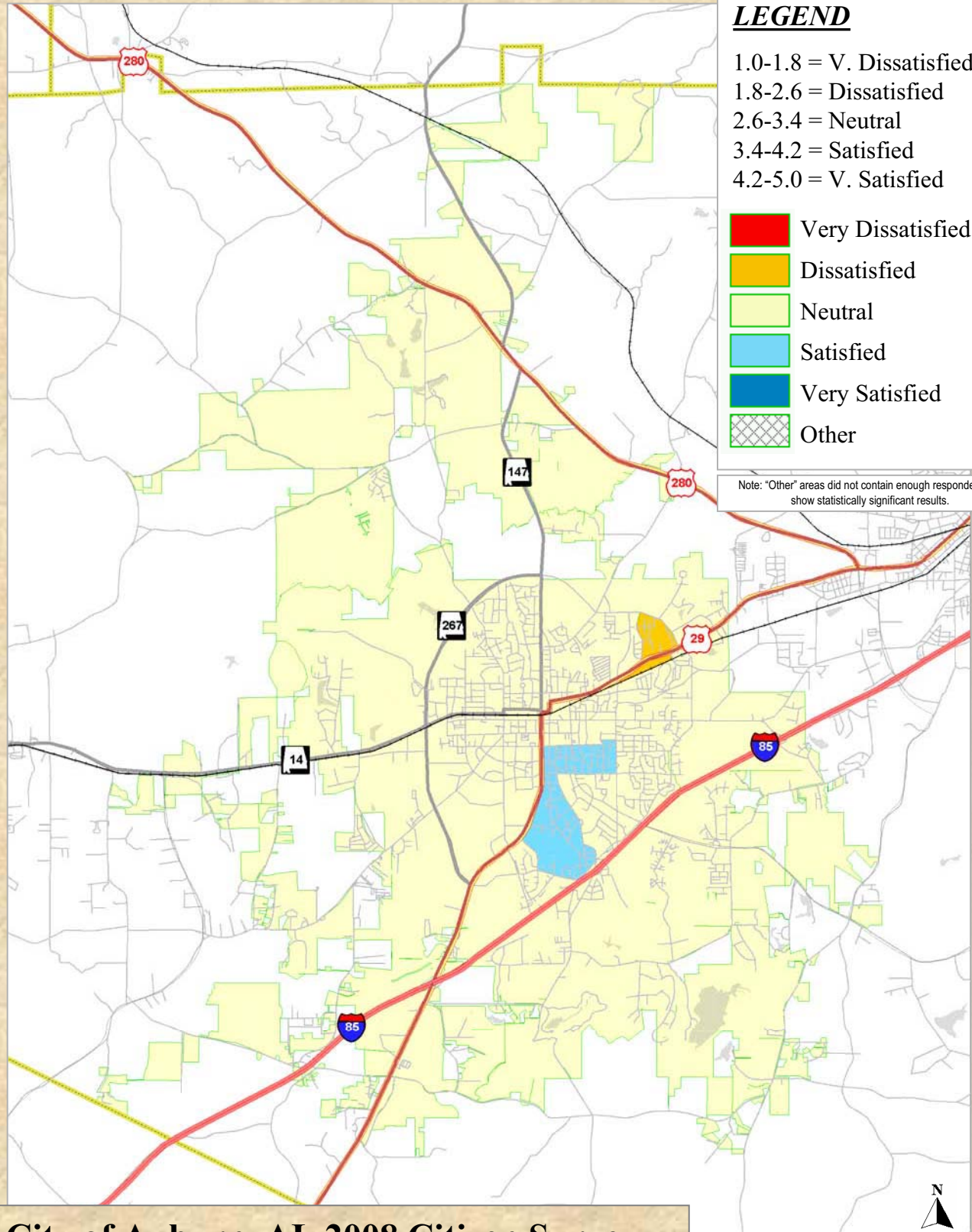


Q1i Satisfaction with the quality of city library facilities and services



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

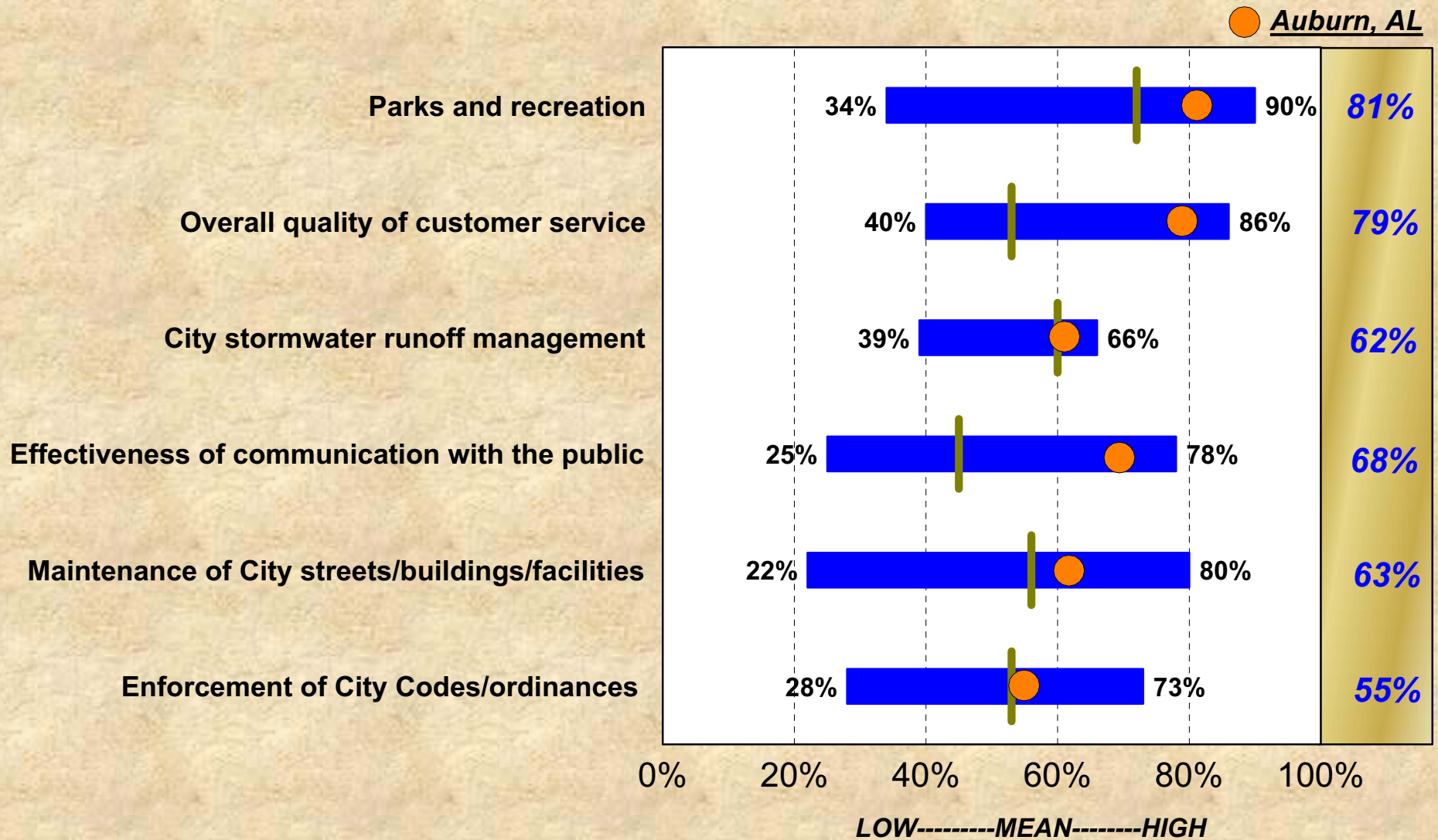
Q1j Satisfaction with the flow of traffic & congestion management



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Overall Satisfaction with Various City Services by Major Category - 2008

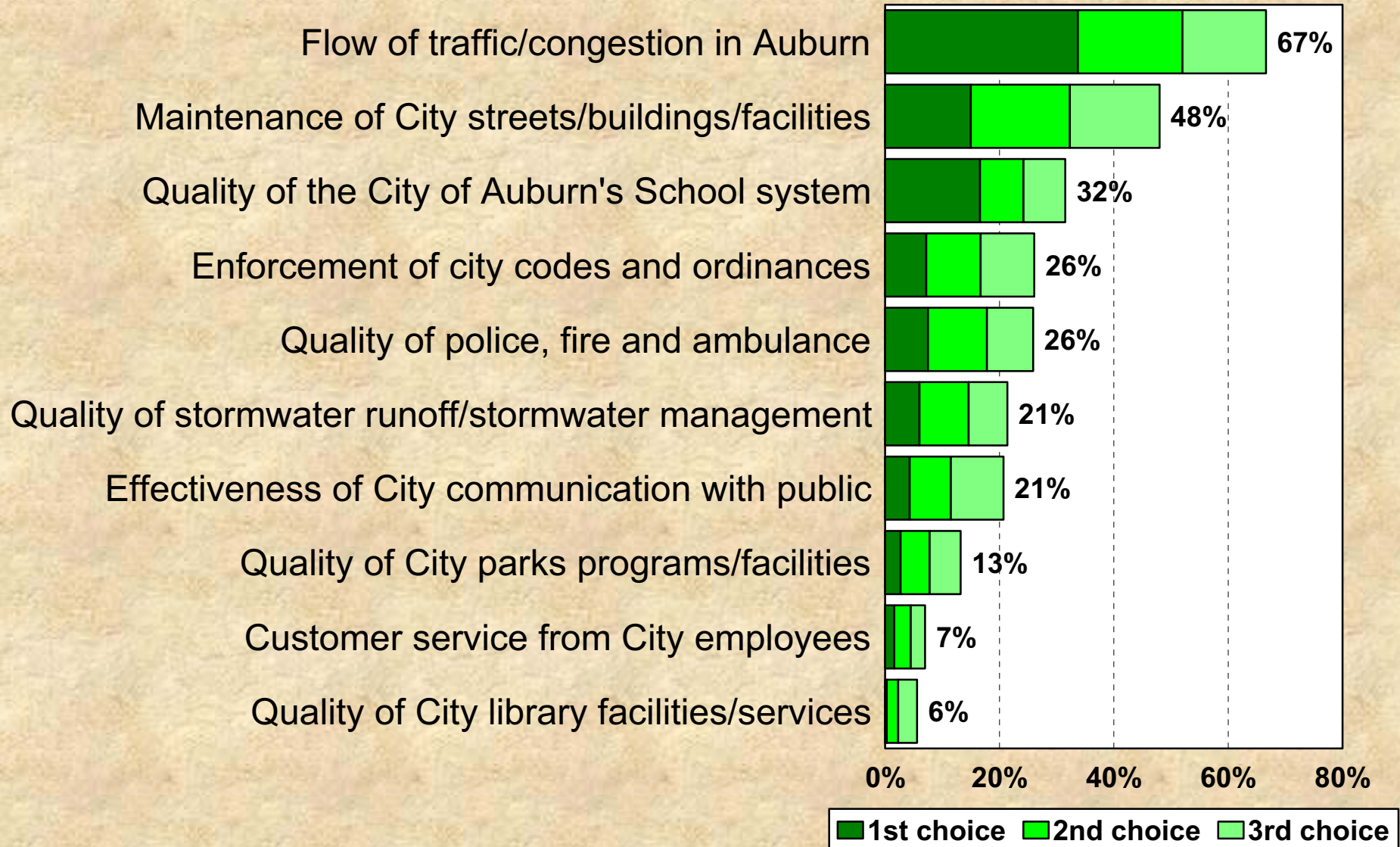
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008)

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



Source: ETC Institute (2008)

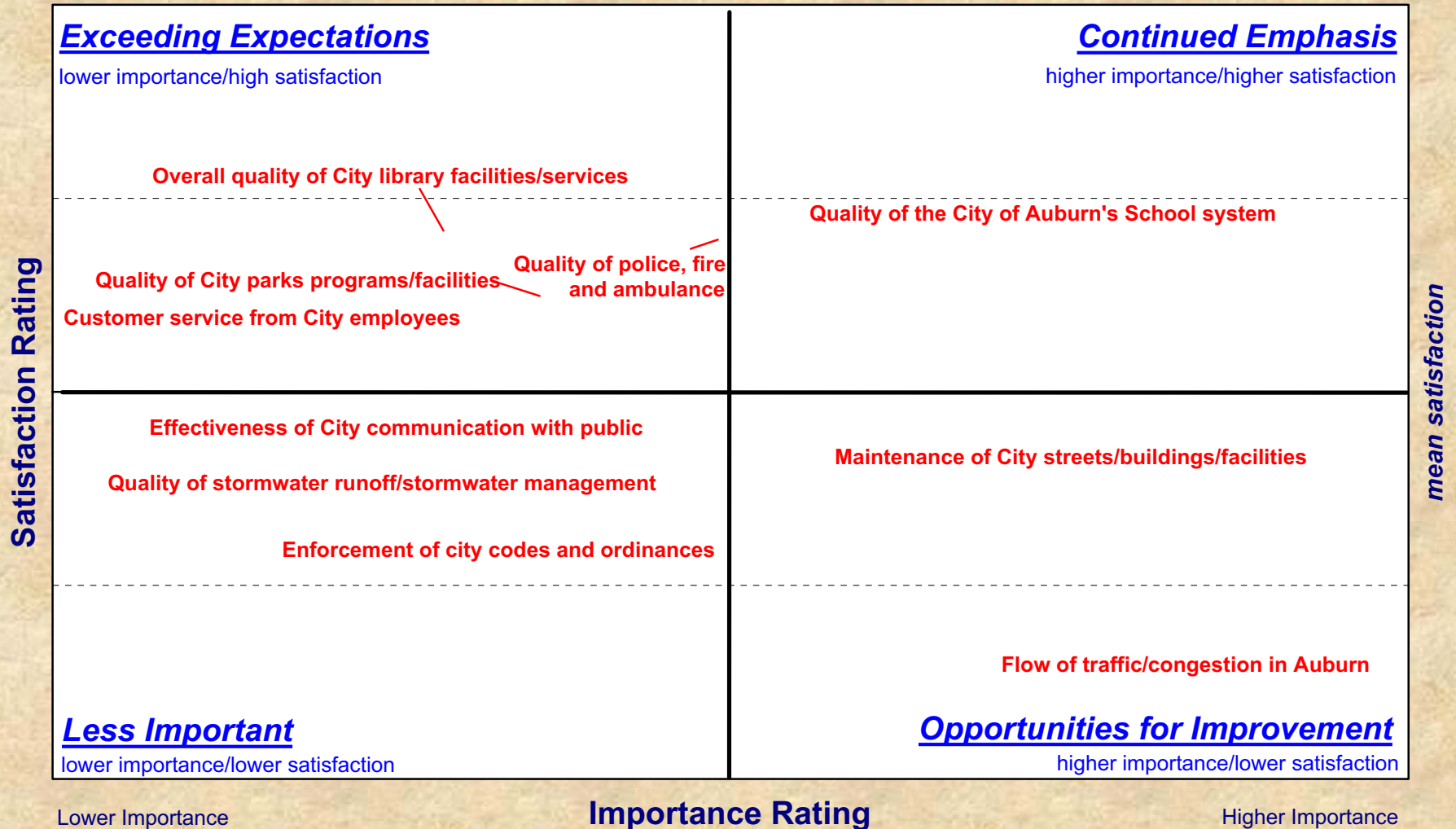
2008 City of Auburn Citizen Survey

Importance-Satisfaction Assessment Matrix

-Overall-

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

mean importance

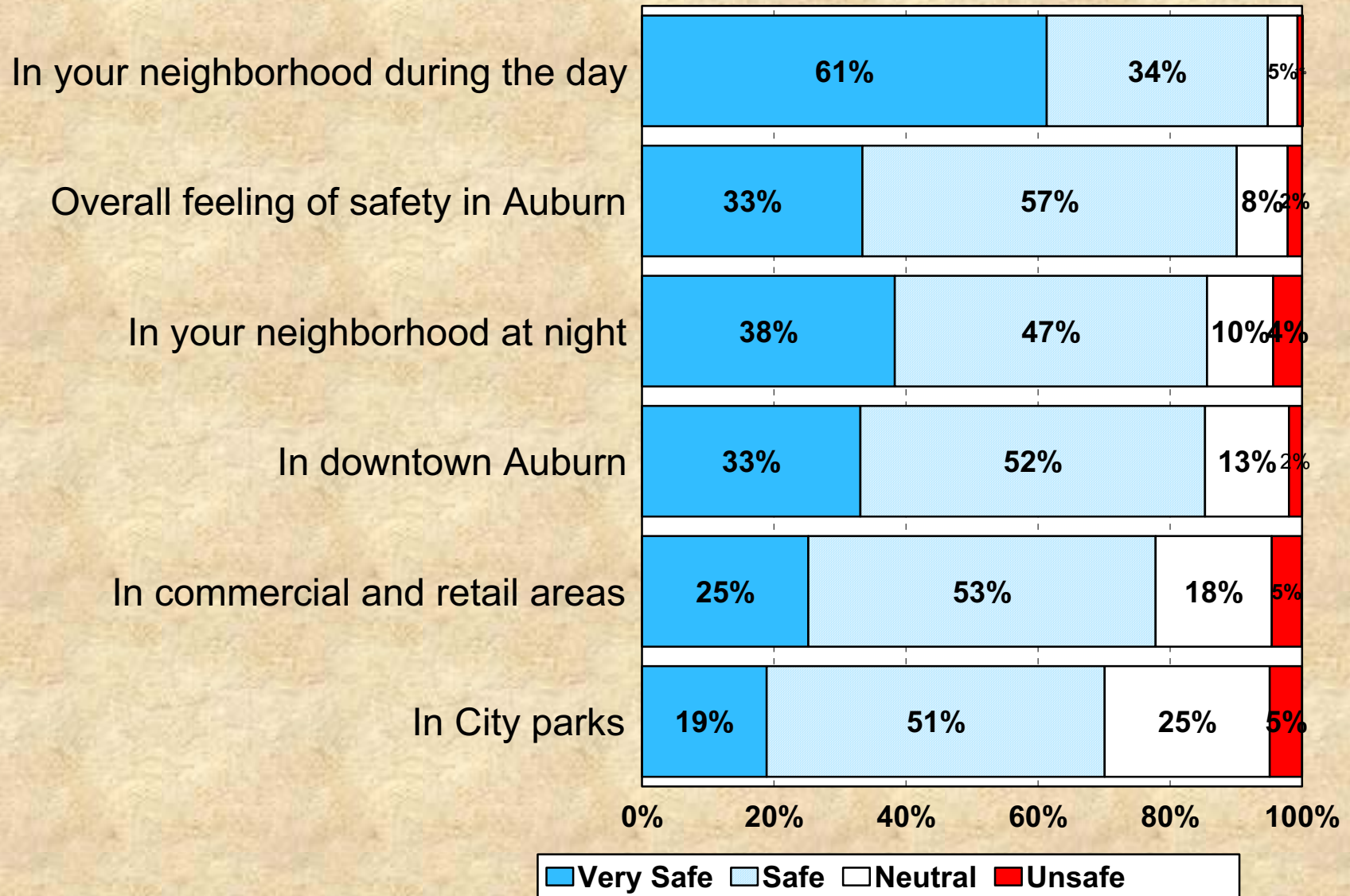


Source: ETC Institute (2008)

Public Safety

Feelings of Safety in Auburn

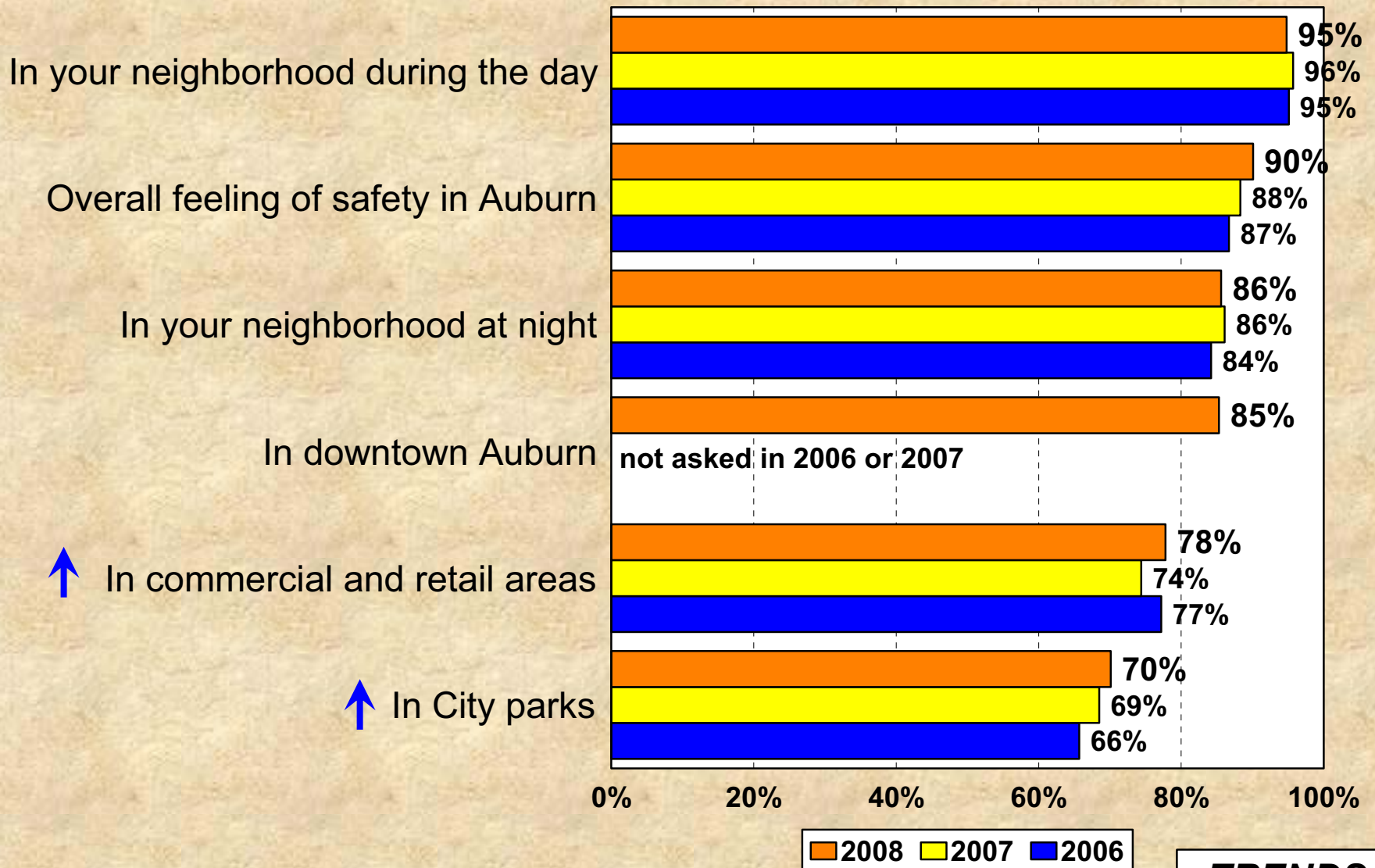
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS: Overall Feelings of Safety in the City of Auburn (2006 thru 2008)

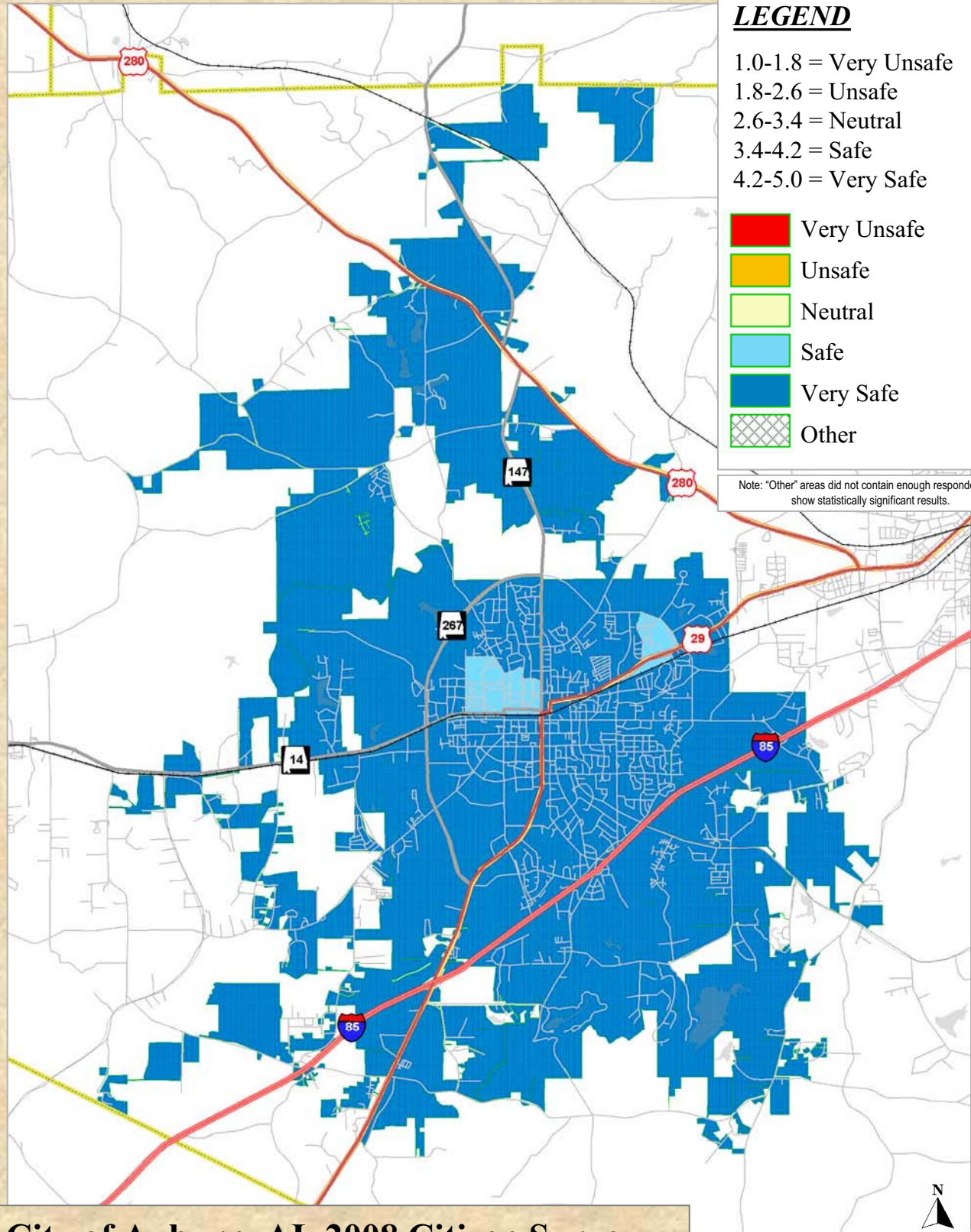
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2008)

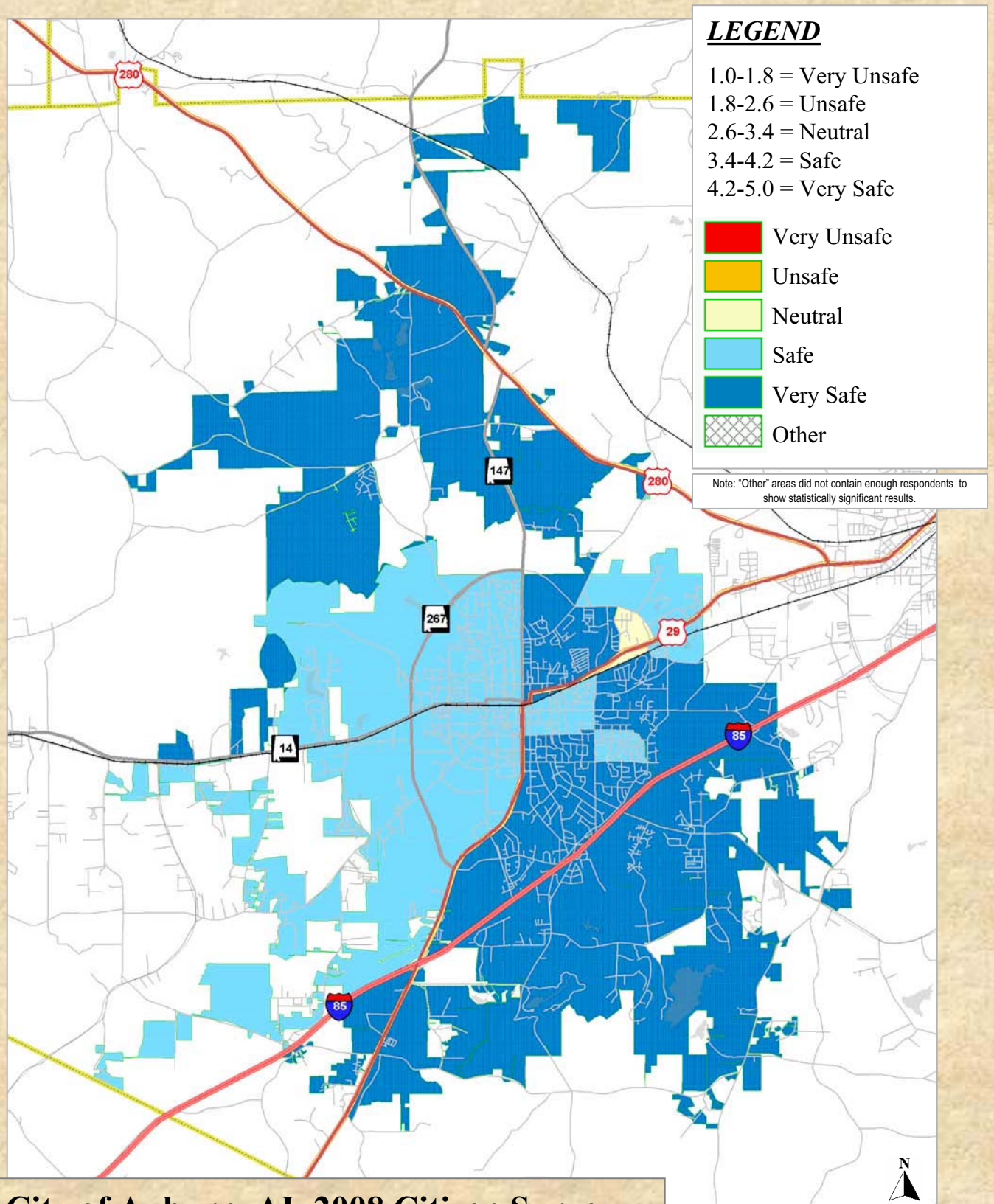
TRENDS

Q14a How safe residents feel in their neighborhood during the day



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

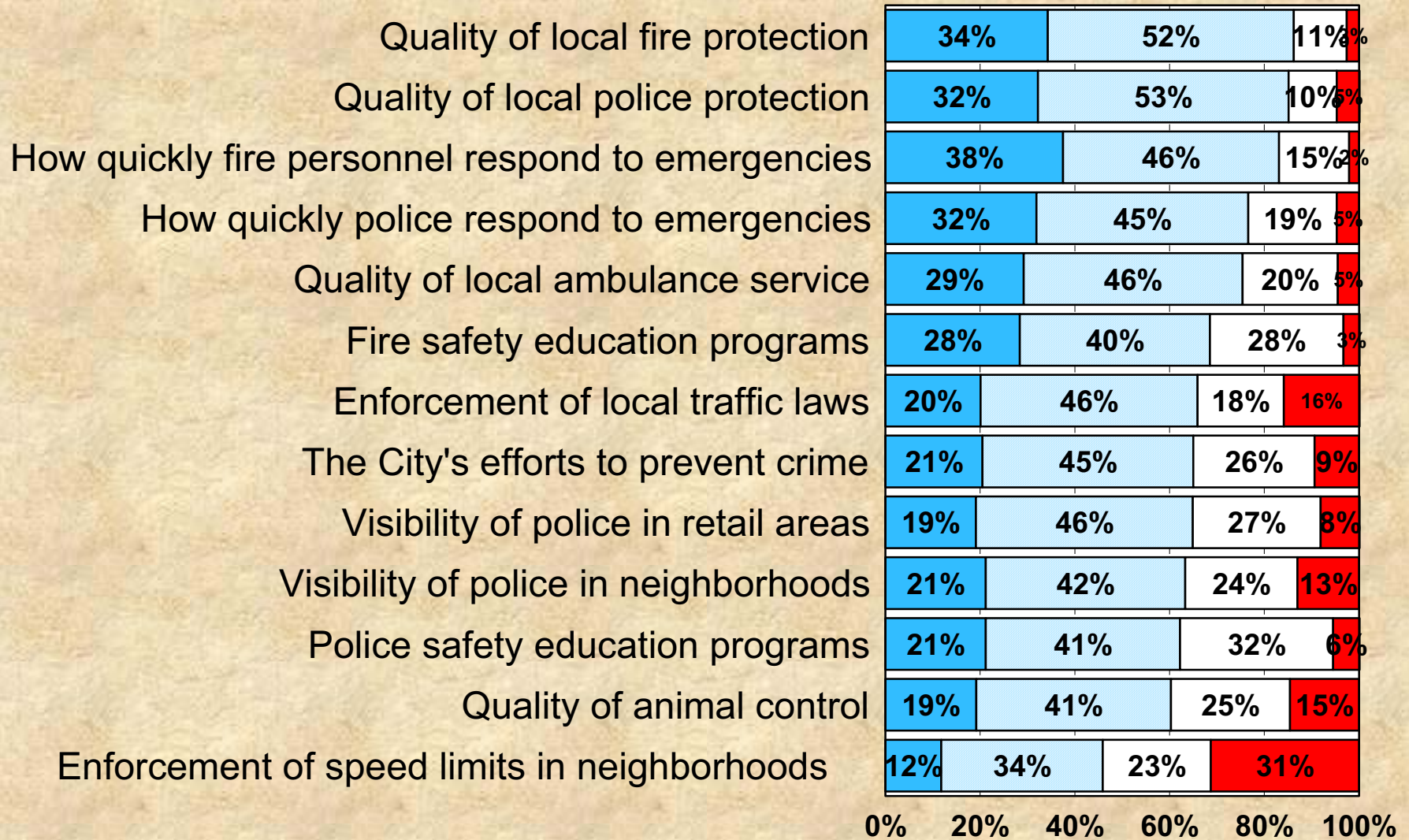
Q14b How safe residents feel in their neighborhood at night



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

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

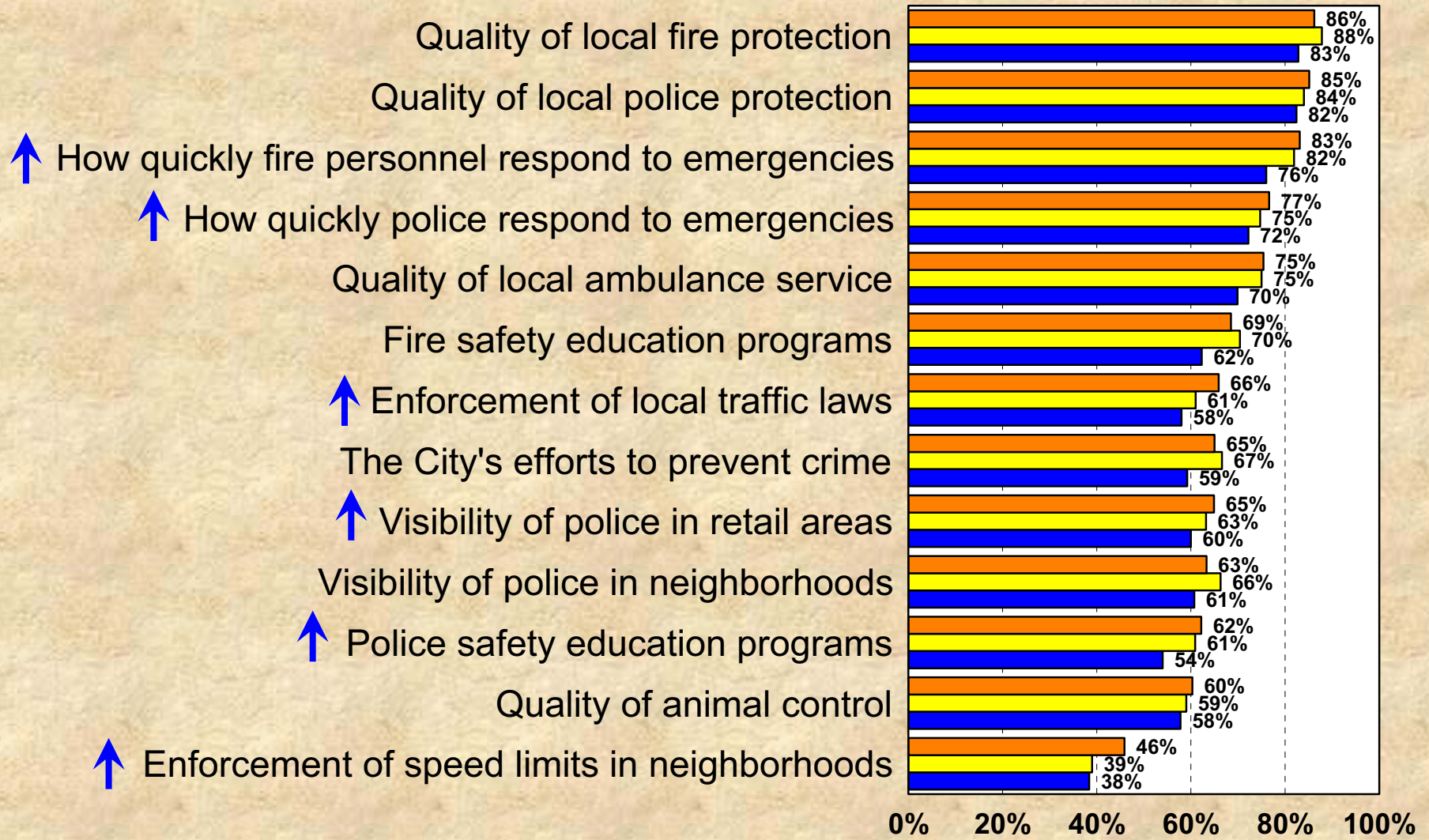


Source: ETC Institute (2008)

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

TRENDS: Overall Satisfaction with Public Safety Services (2006 thru 2008)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

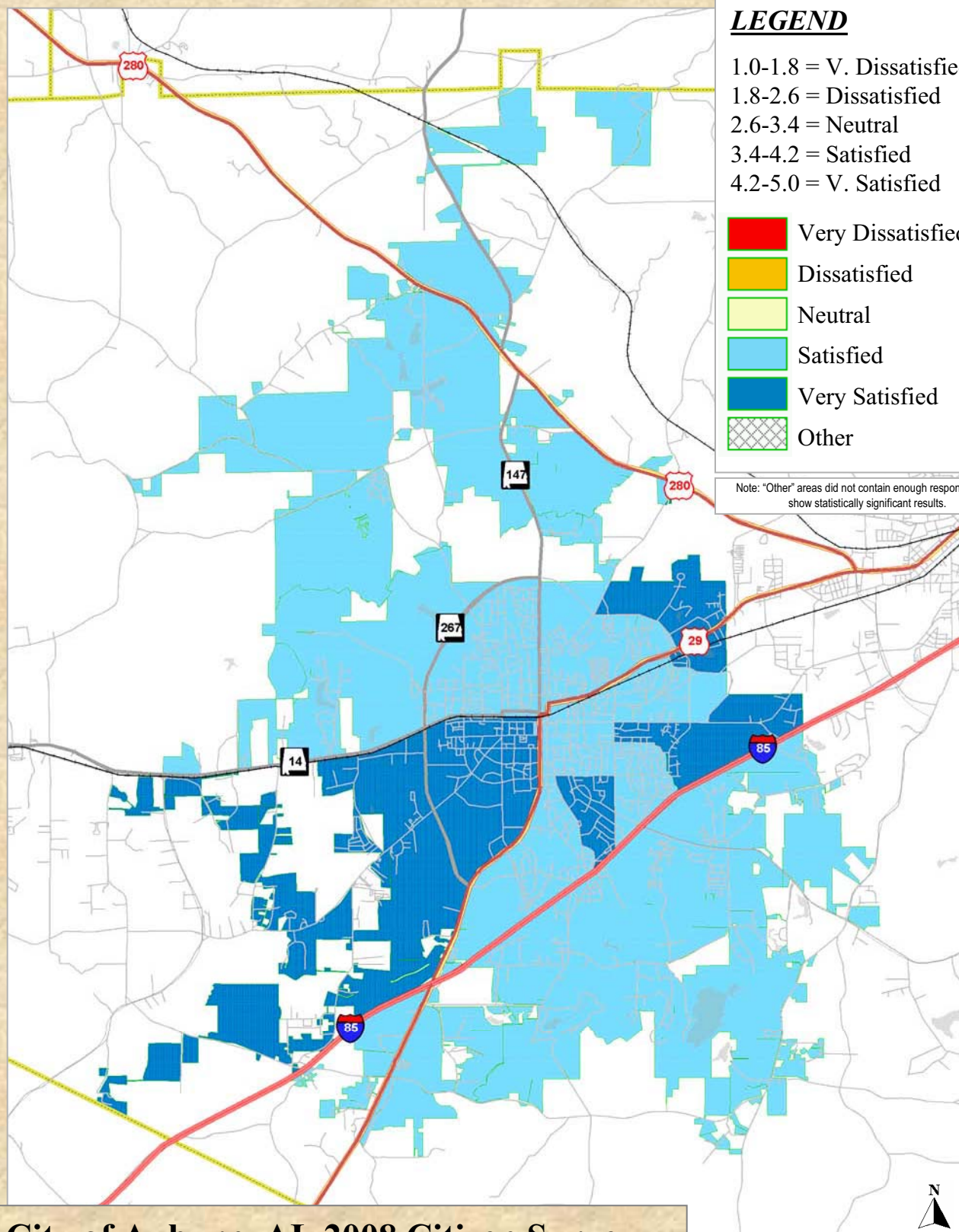


Source: ETC Institute (2008)

2008 2007 2006

TRENDS

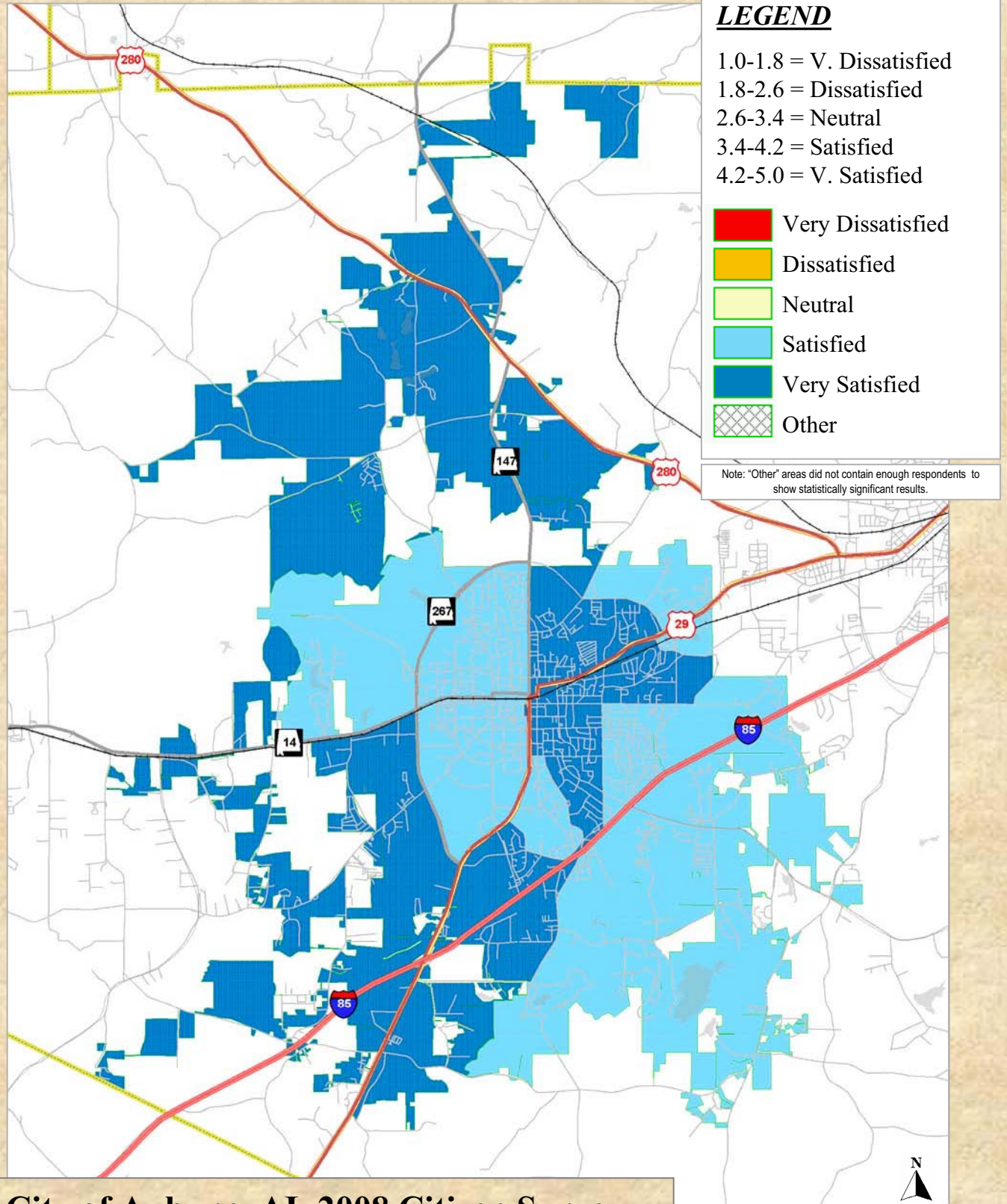
Q6a Satisfaction with the overall quality of police protection



City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

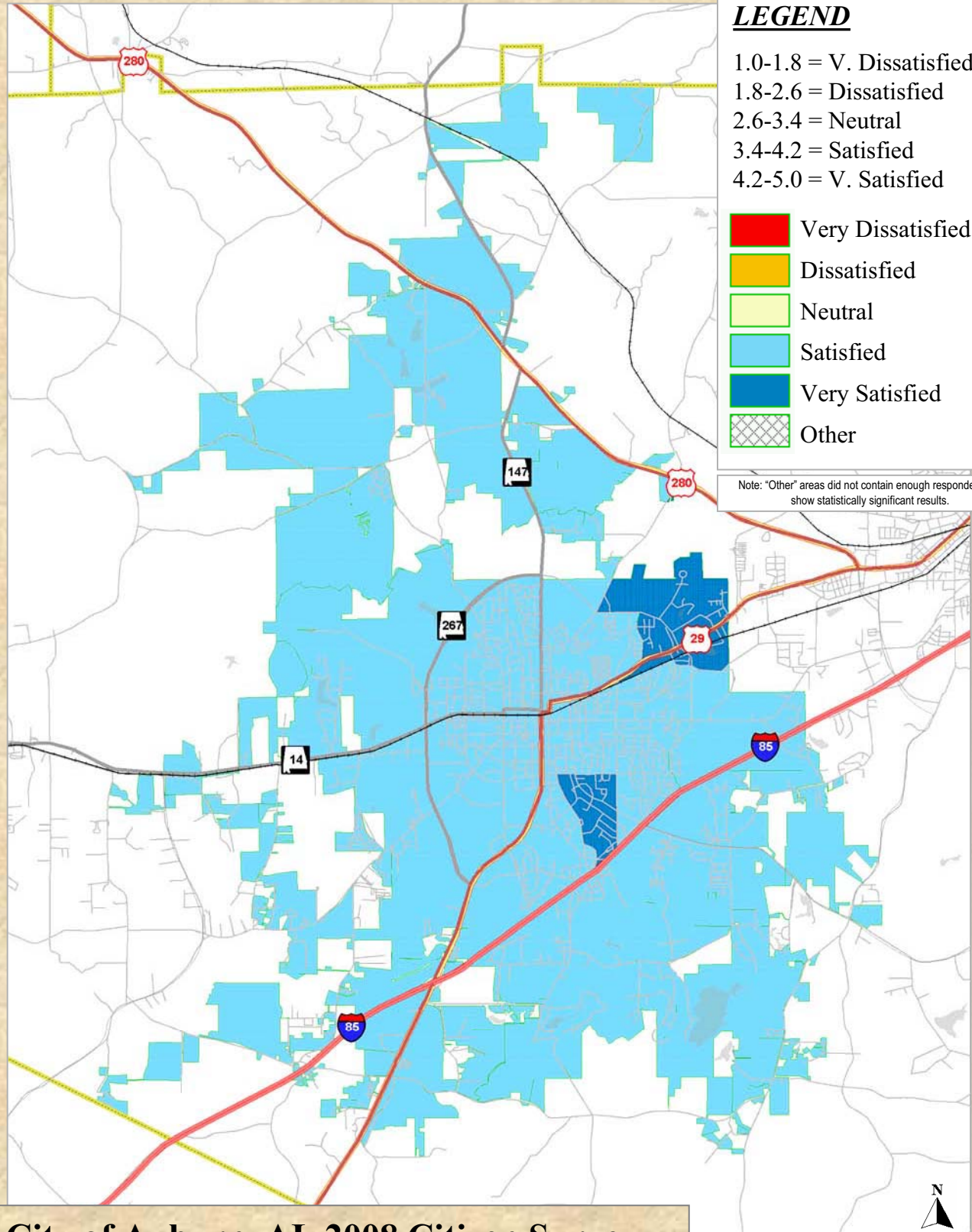
Q6h Satisfaction with the overall quality of fire protection



City of Auburn, AL 2008 Citizen Survey

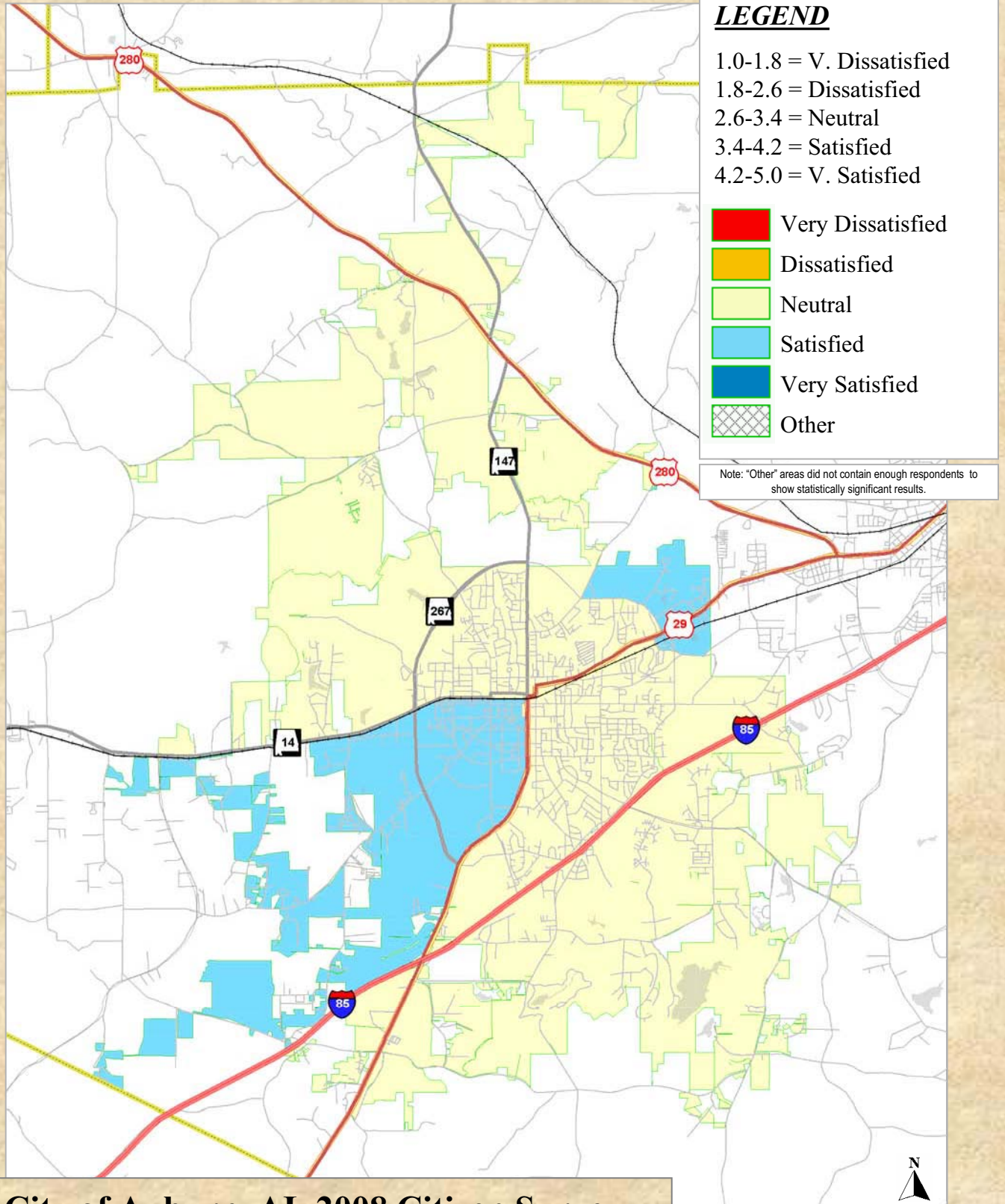
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6k Satisfaction with the quality of local ambulance service



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q6m Satisfaction with the enforcement of speed limits in neighborhoods

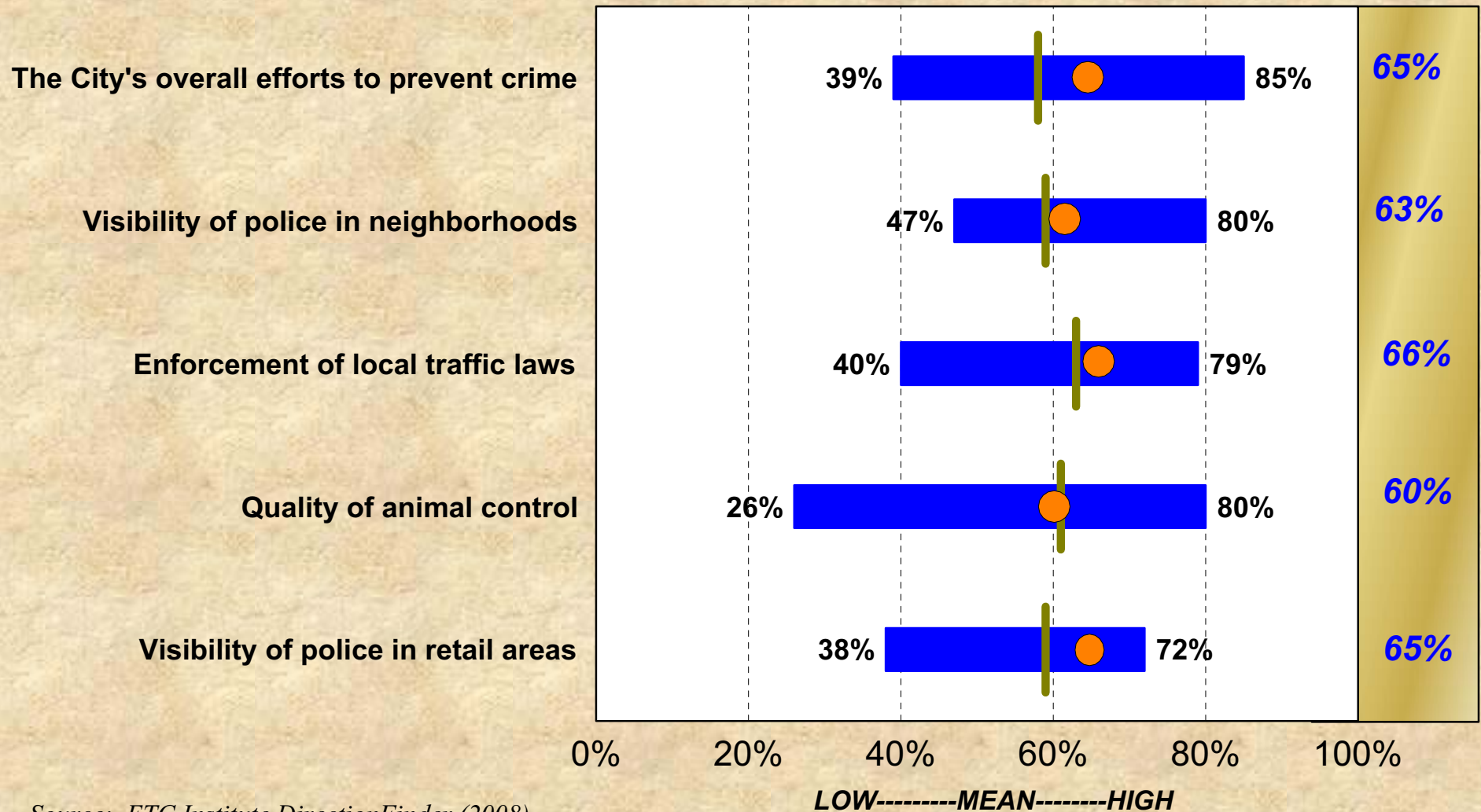


City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Satisfaction with Various Public Safety Services Provided by Cities - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

● Auburn, AL



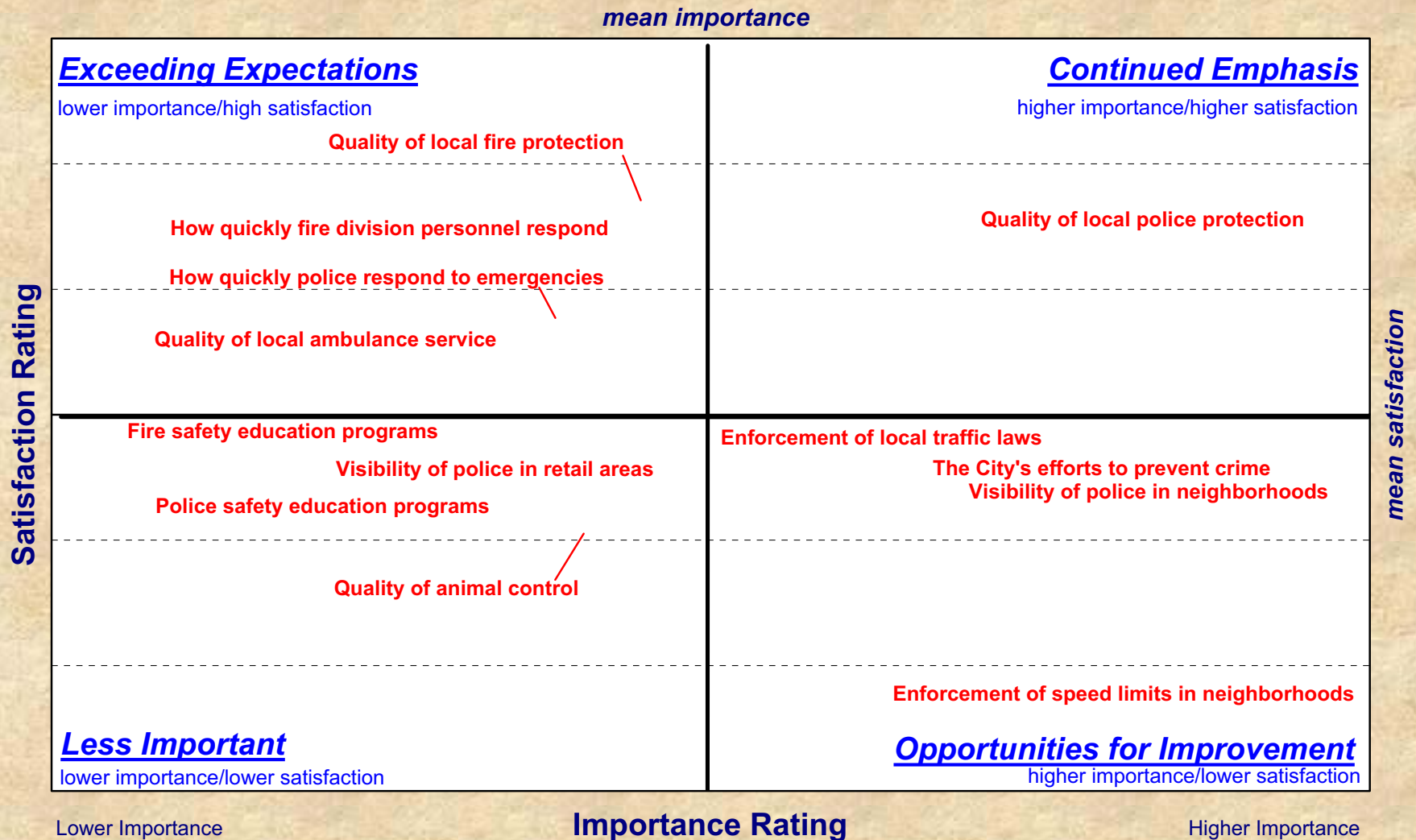
Source: ETC Institute DirectionFinder (2008)

2008 City of Auburn Citizen Survey

Importance-Satisfaction Assessment Matrix

-Public Safety-

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

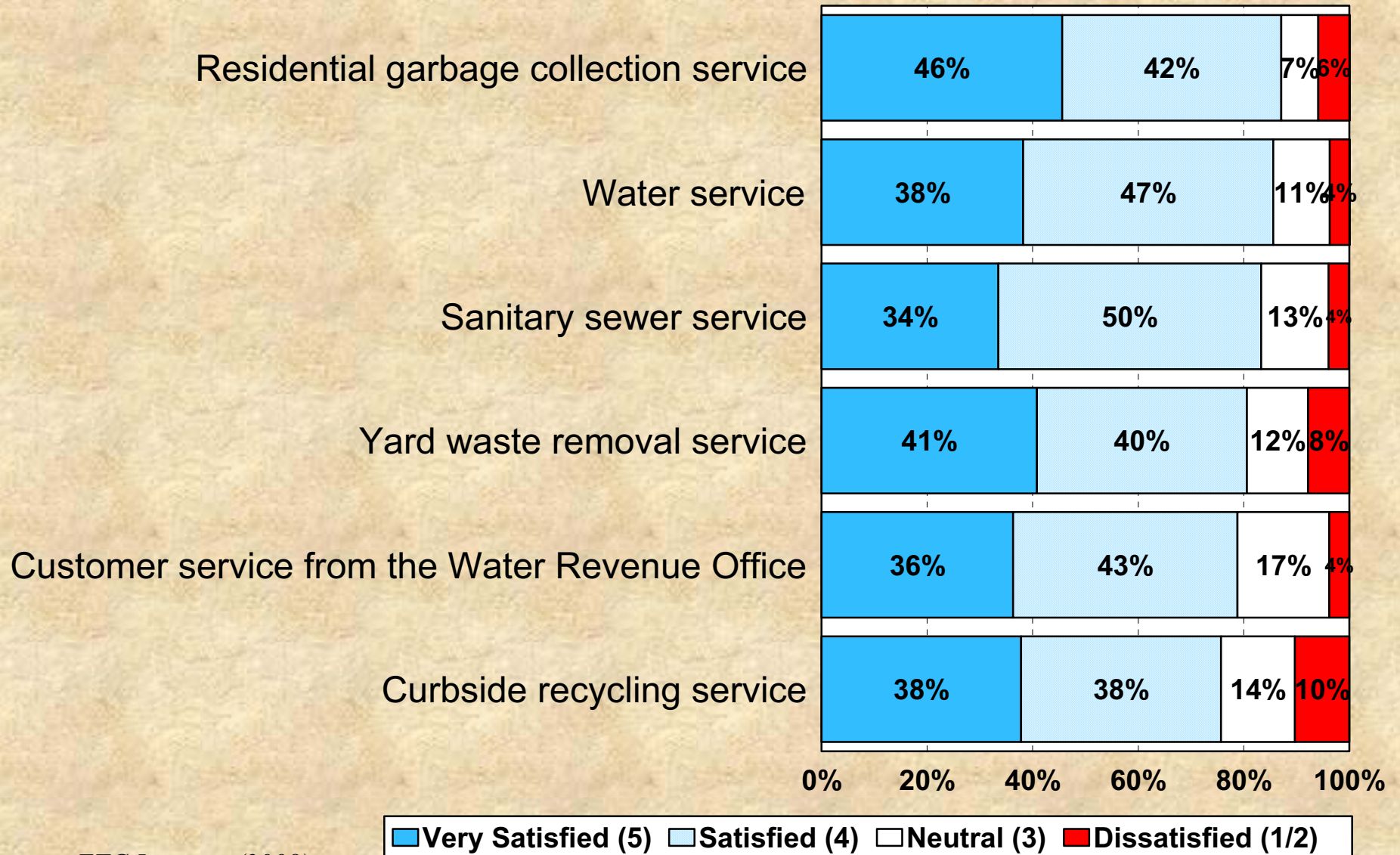


Source: ETC Institute (2008)

Utility Services

Satisfaction with Various Aspects of Utility/Environmental Services

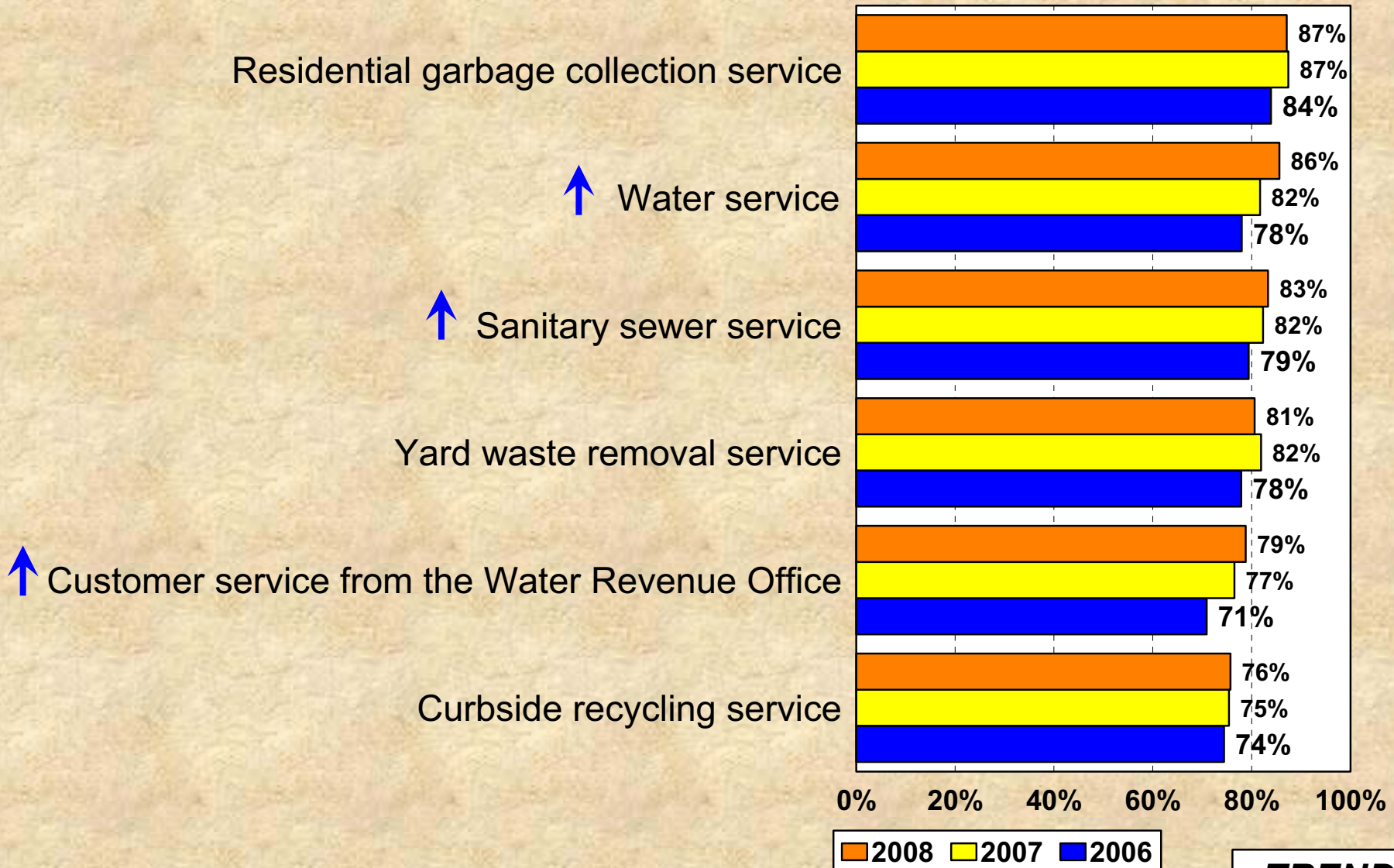
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS: Overall Satisfaction with Utility/Environmental Services (2006 thru 2008)

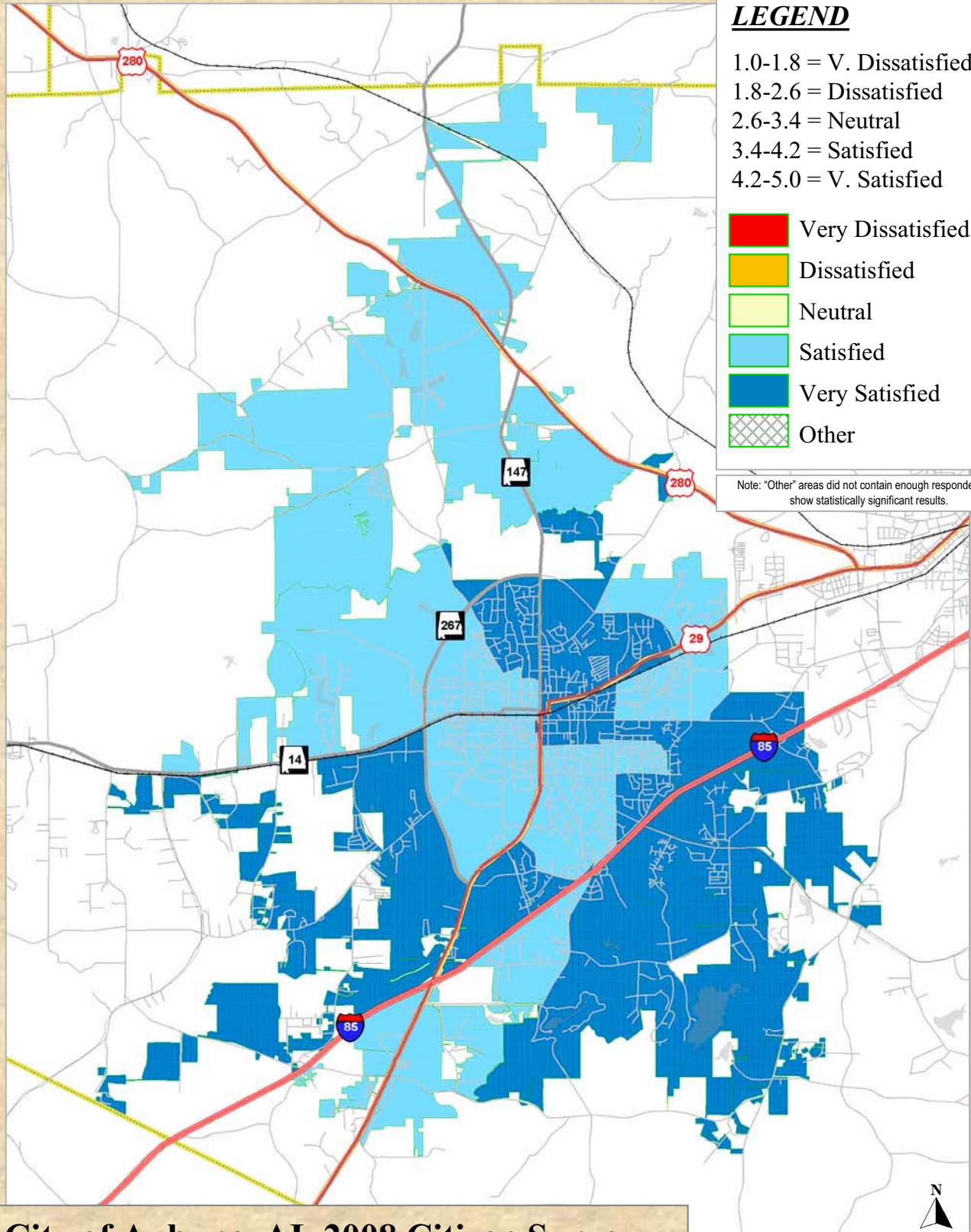
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2008)

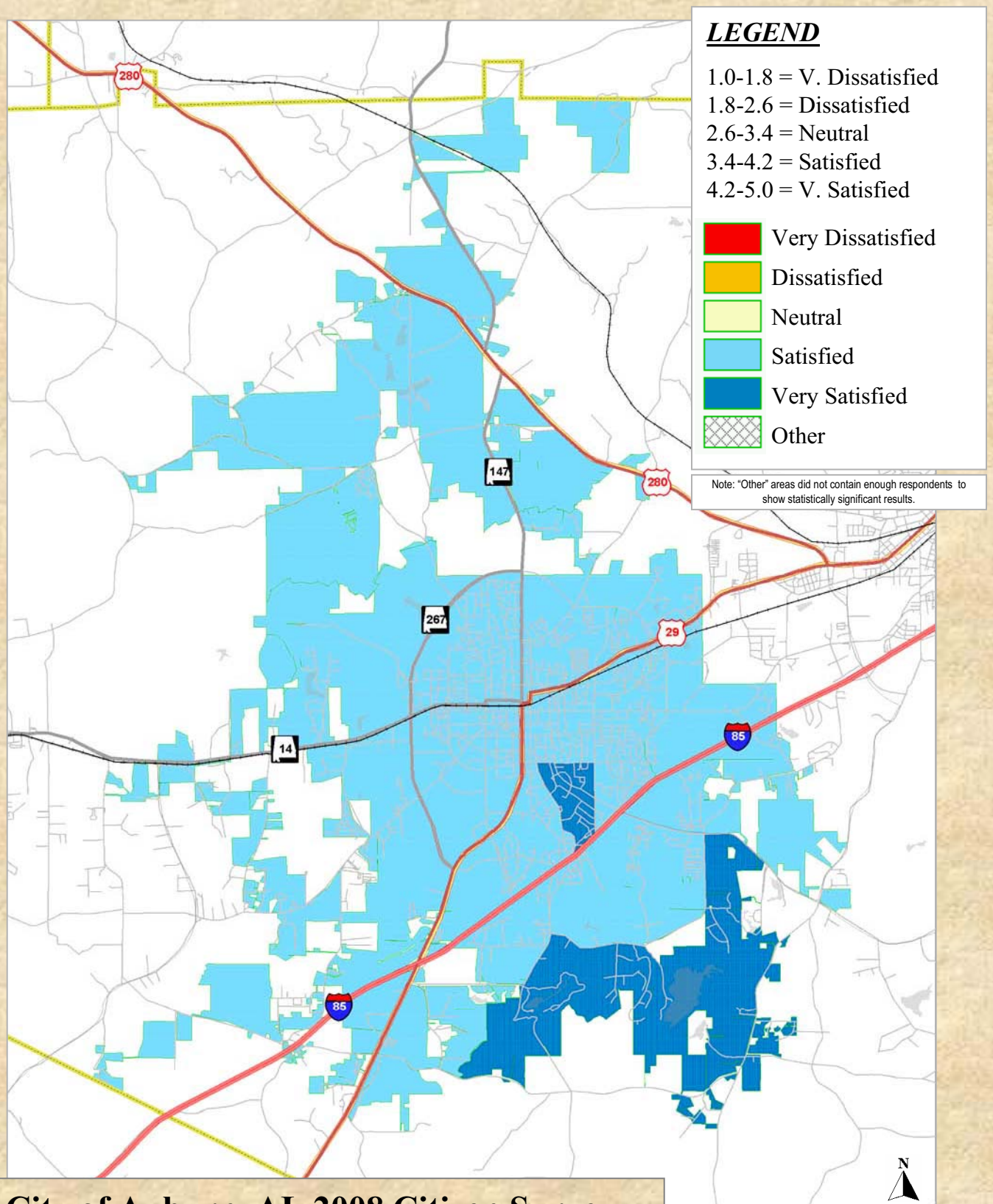
TRENDS

Q10a Satisfaction with residential garbage collection service



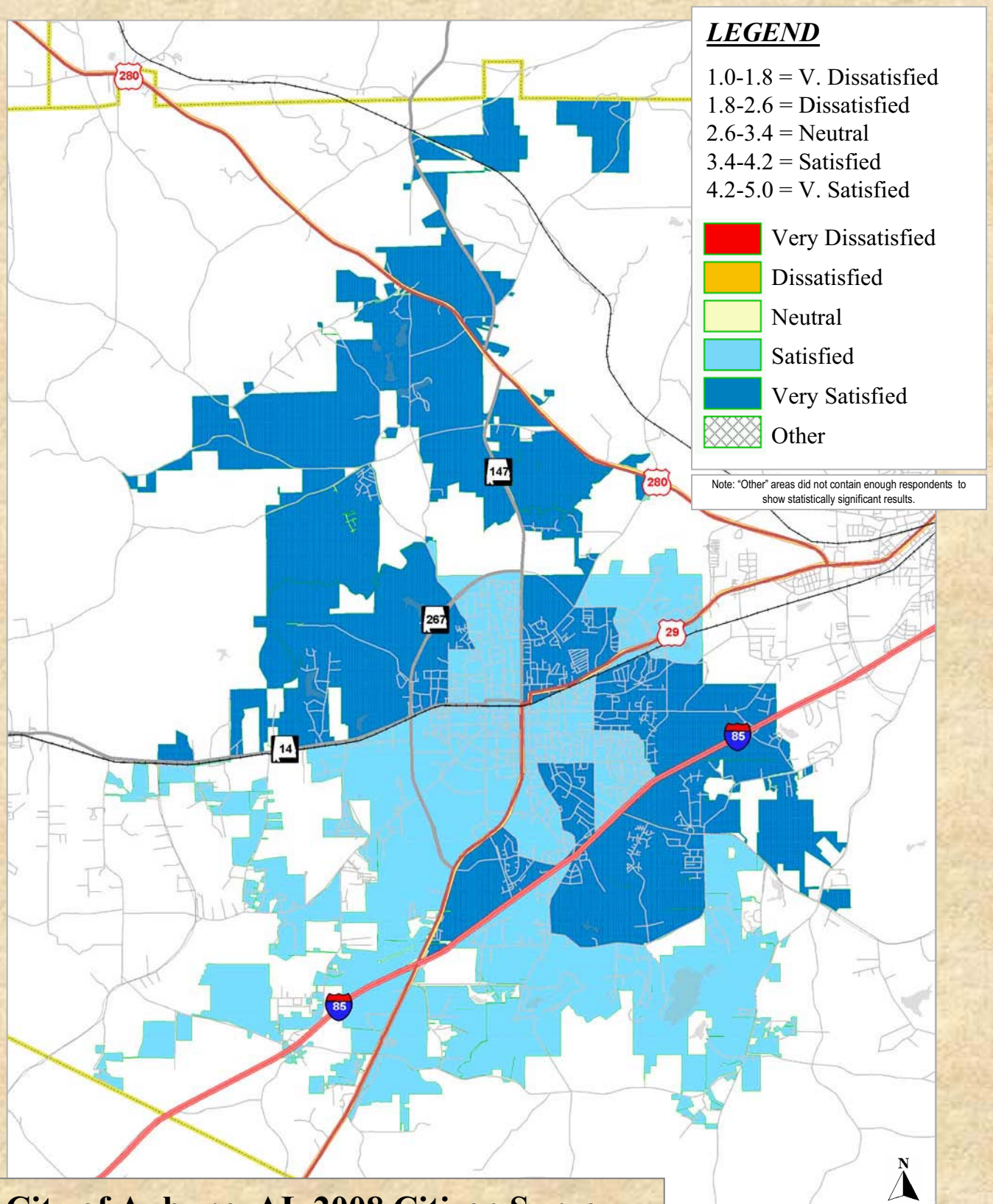
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10b Satisfaction with curbside recycling service



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q10e Satisfaction with water service



City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

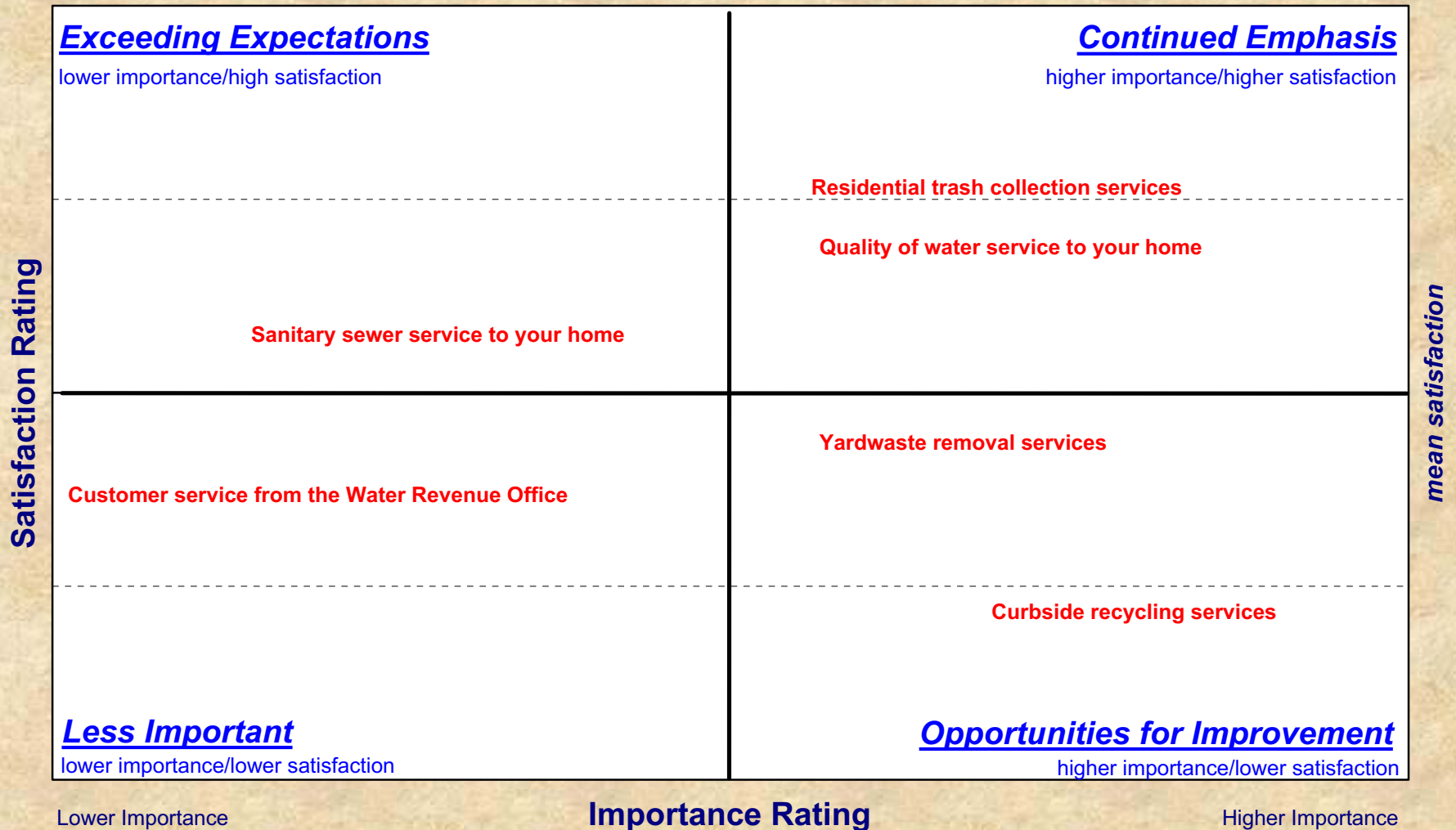
2008 City of Auburn Citizen Survey

Importance-Satisfaction Assessment Matrix

-Utility/Environmental Services-

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

mean importance

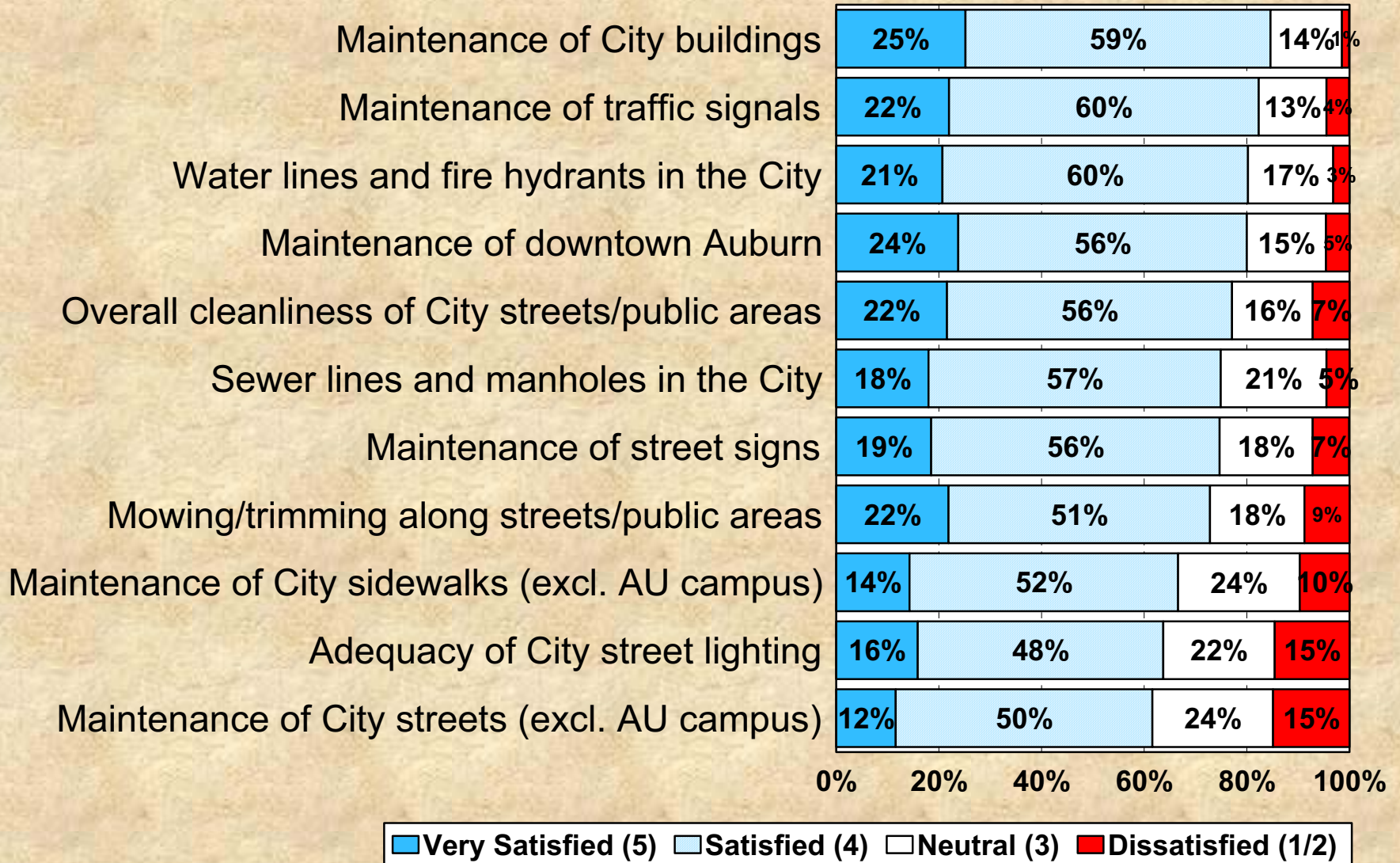


Source: ETC Institute (2008)

Maintenance

Satisfaction with Various Aspects of City Maintenance

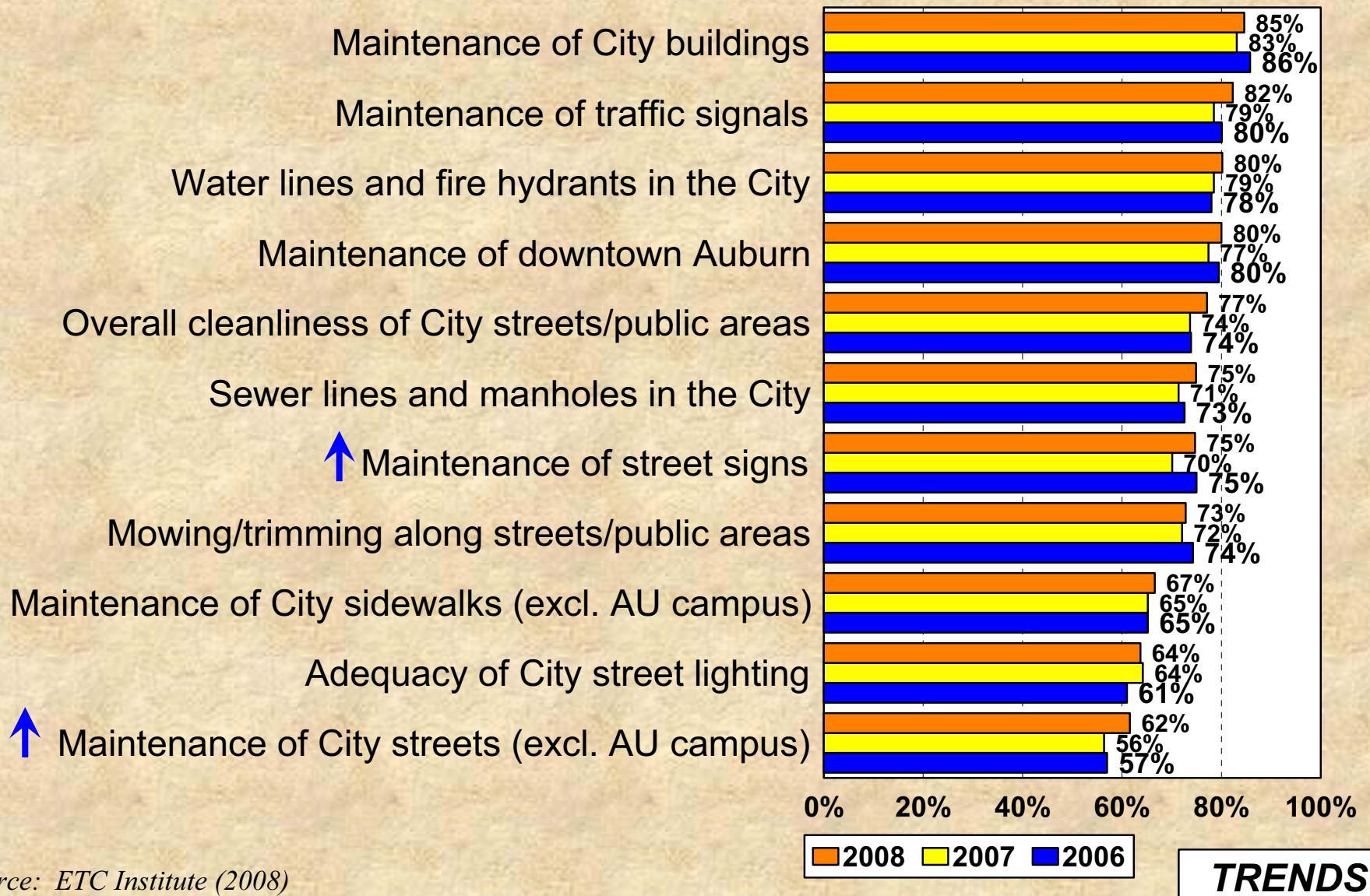
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (March 2008 -Auburn, AL)

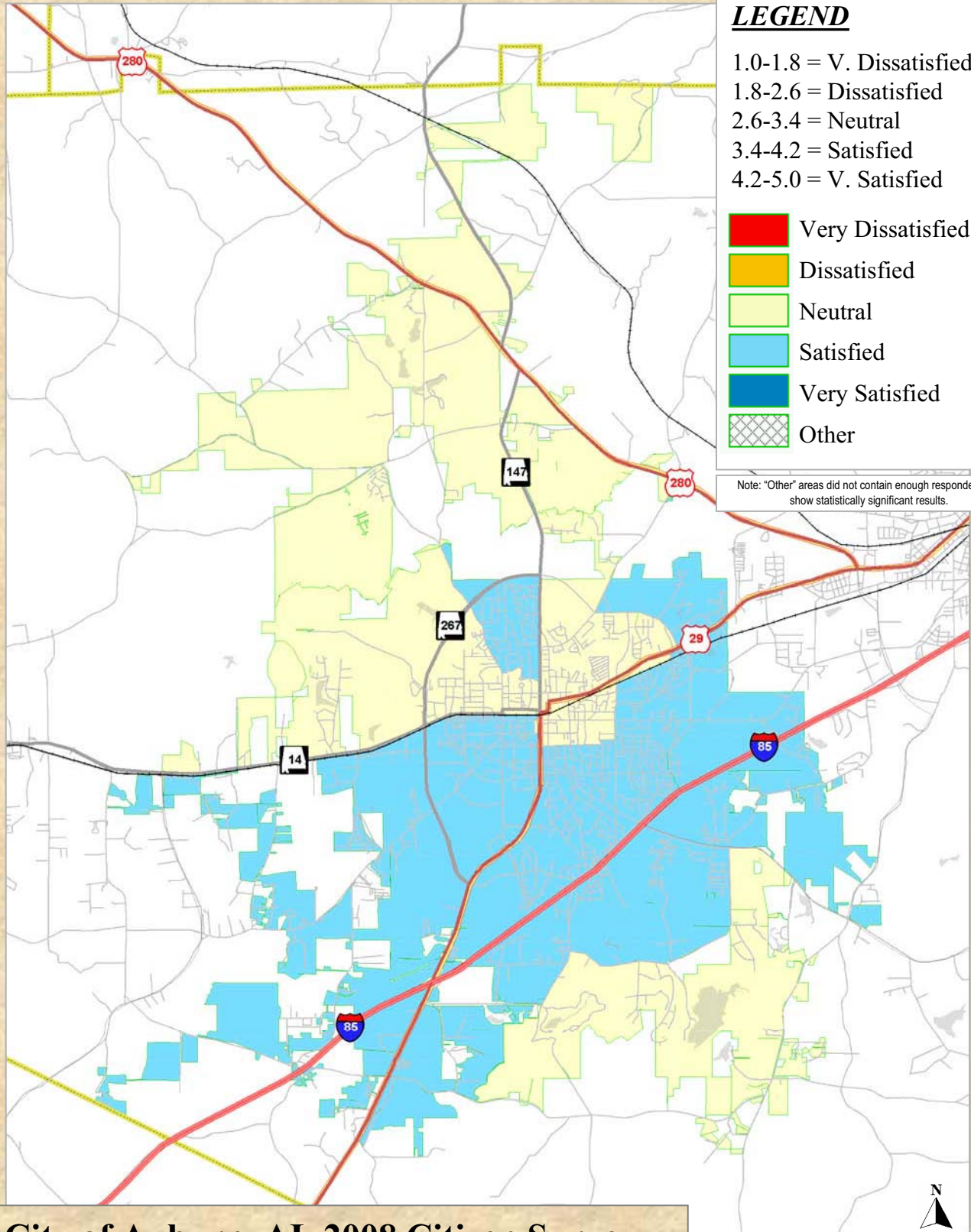
TRENDS: Overall Satisfaction with City Maintenance (2006 thru 2008)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



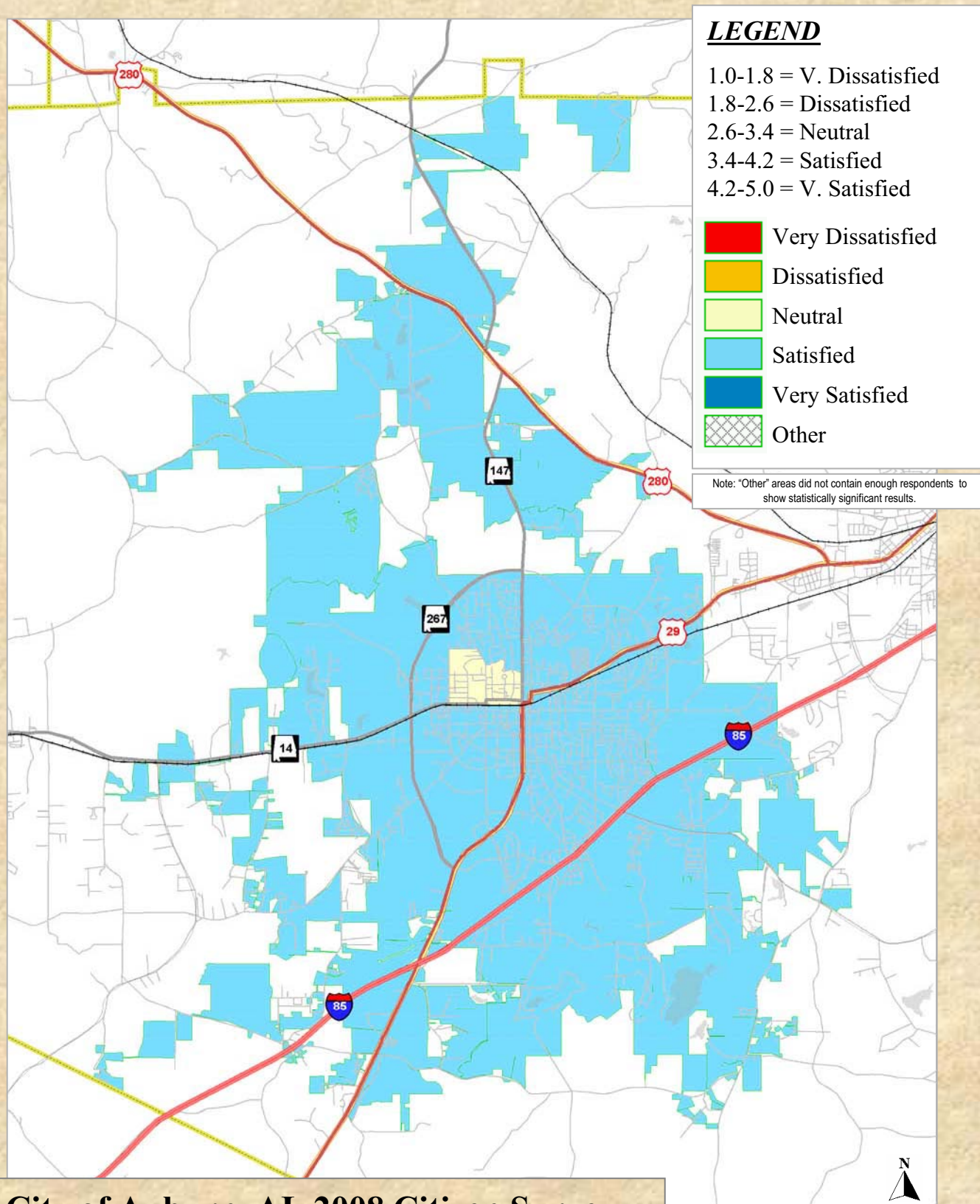
Source: ETC Institute (2008)

Q12a Satisfaction with the maintenance of streets



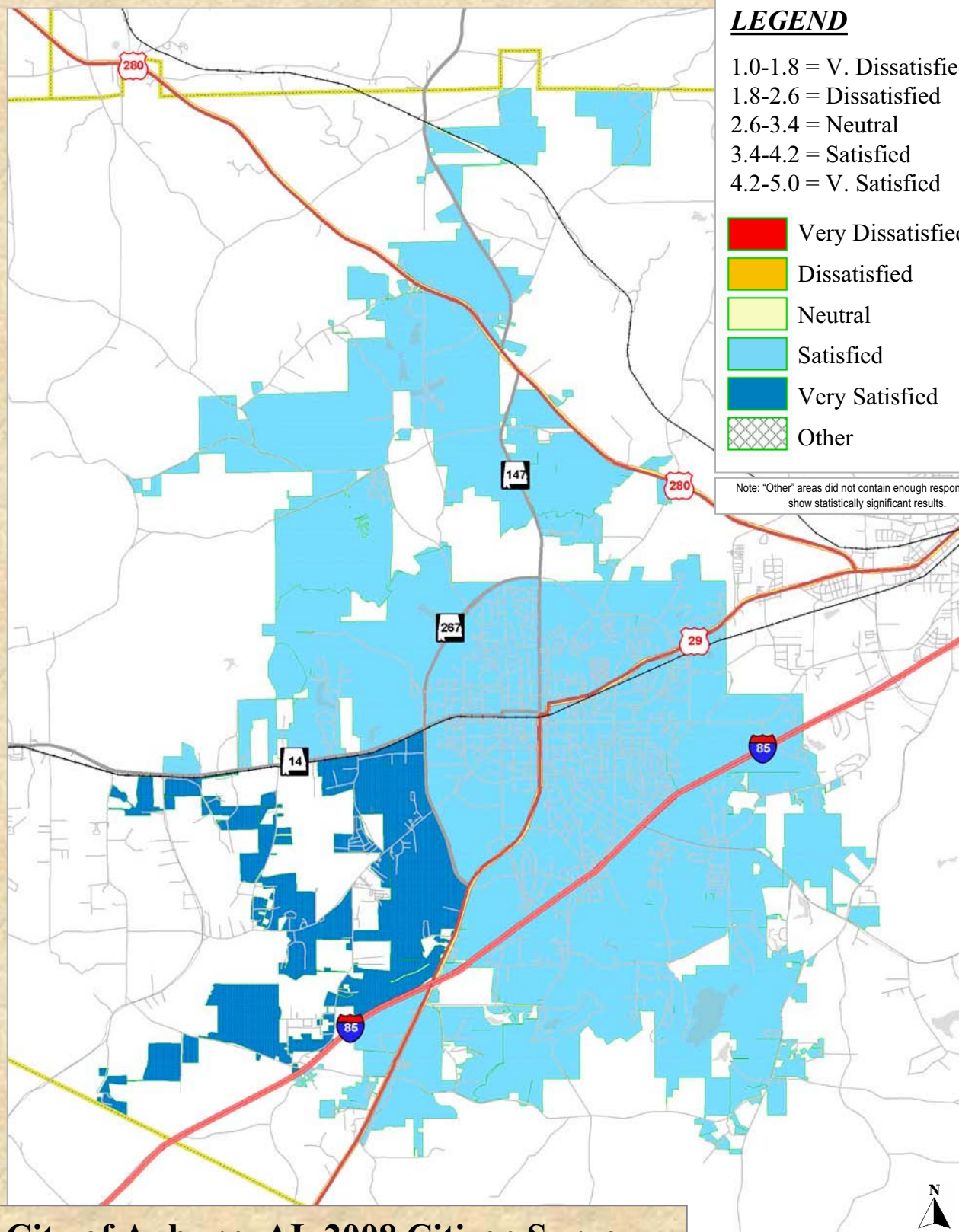
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12b Satisfaction with the maintenance of sidewalks



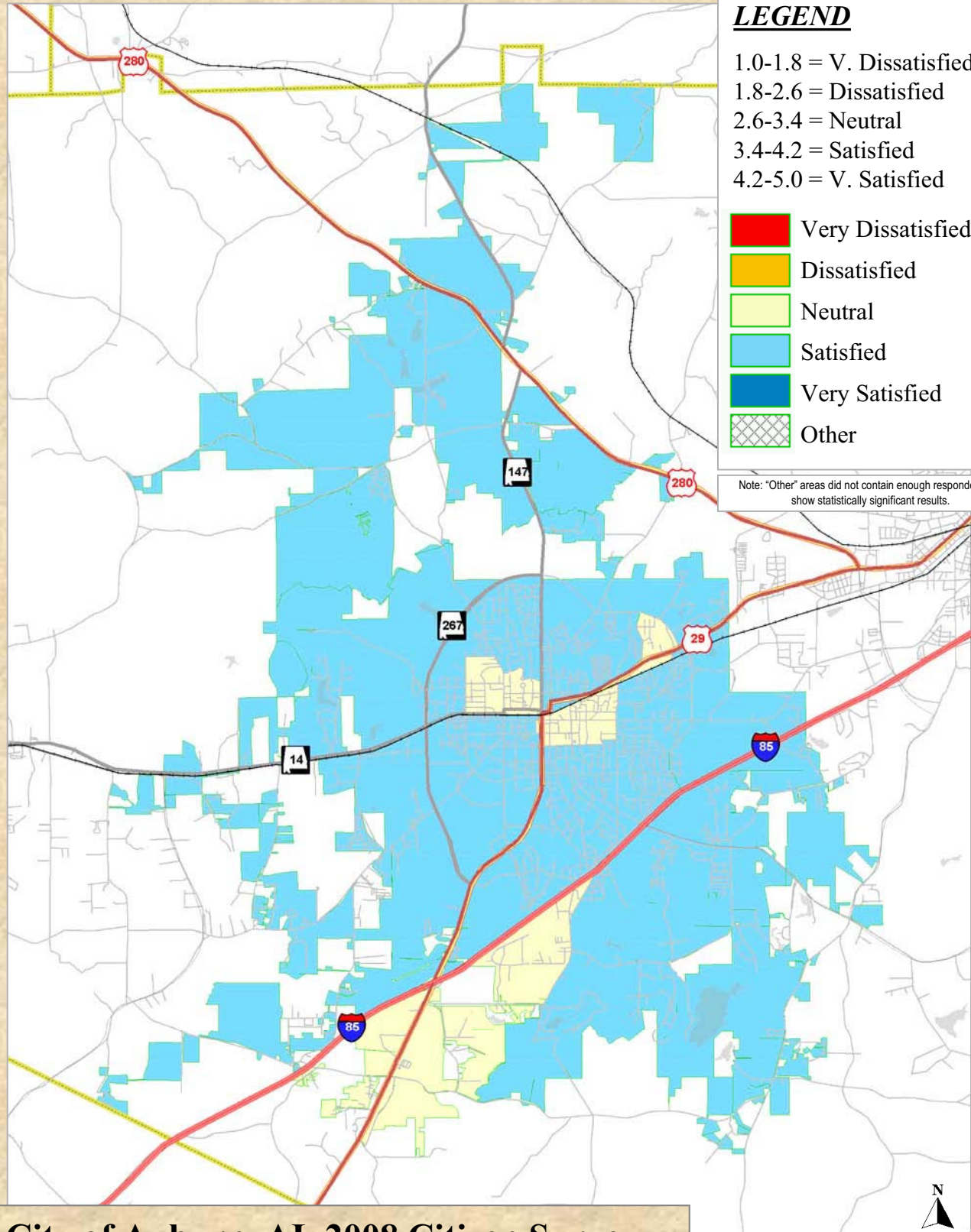
City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12h Satisfaction with the overall cleanliness of streets and other public areas



City of Auburn, AL 2008 Citizen Survey
 Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q12i Satisfaction with the adequacy of city street lighting

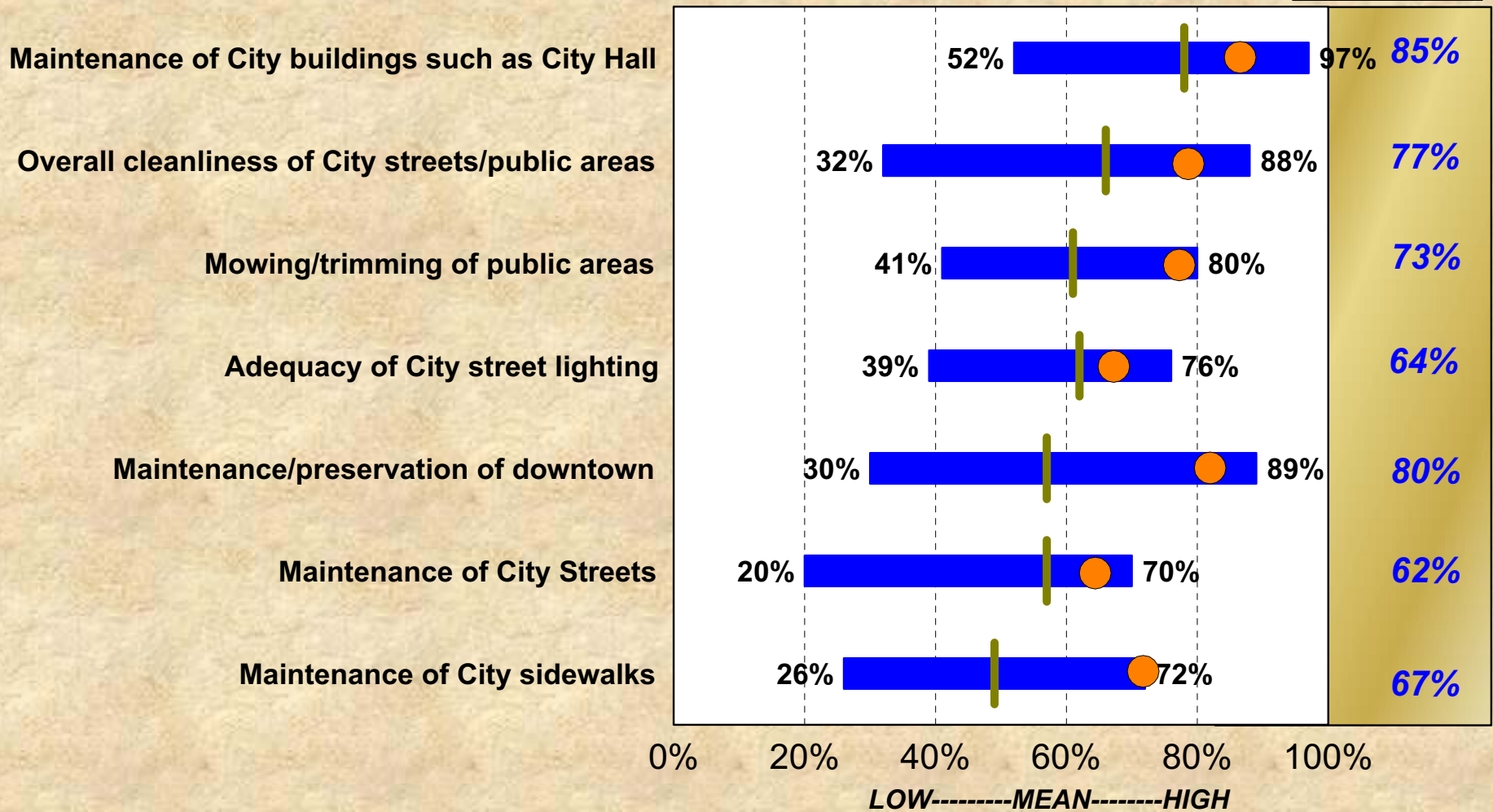


City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Satisfaction with Maintenance Services Provided by Cities - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

● Auburn, AL



Source: ETC Institute DirectionFinder (2008)

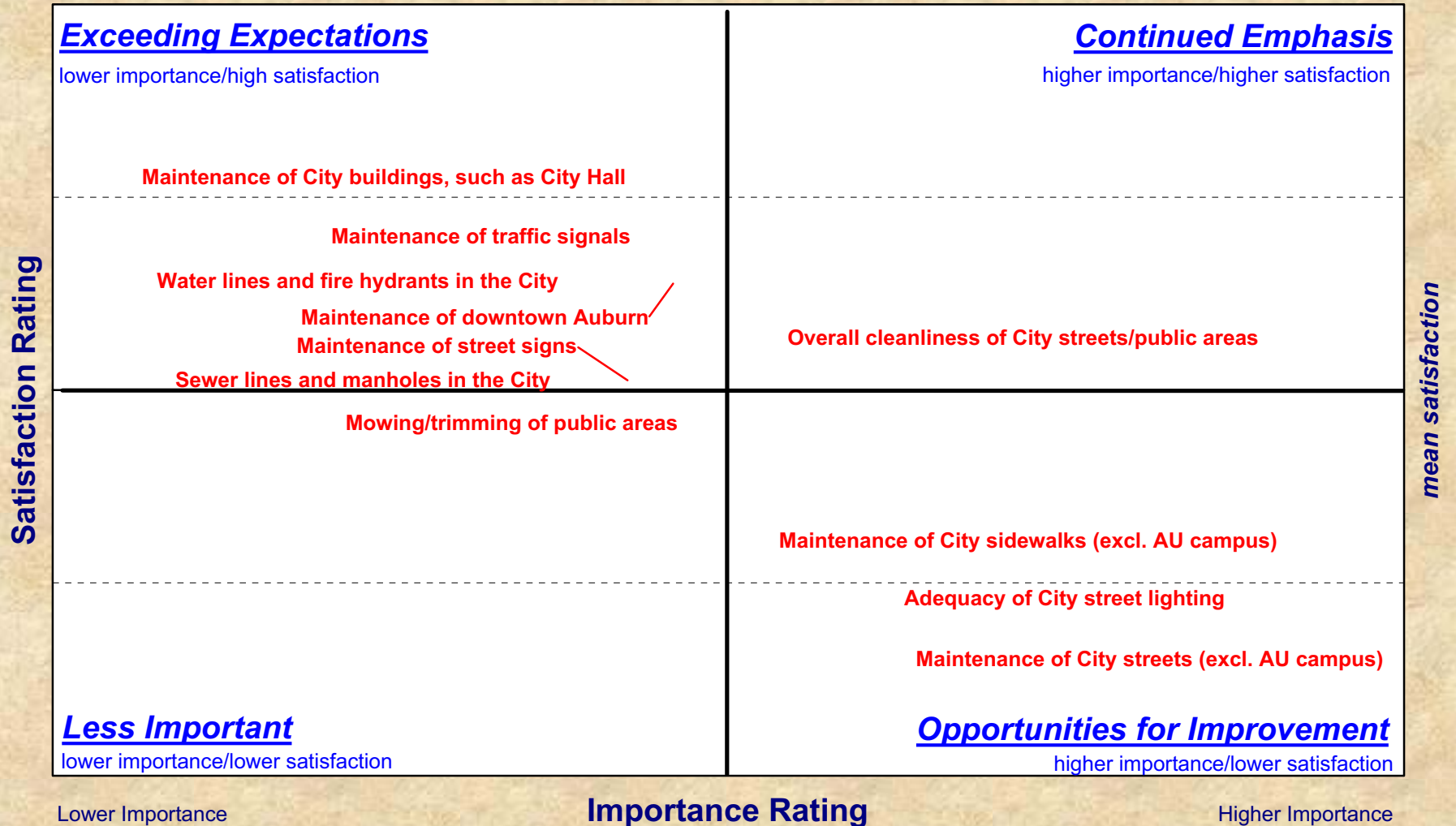
2008 City of Auburn Citizen Survey

Importance-Satisfaction Assessment Matrix

-Maintenance-

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

mean importance

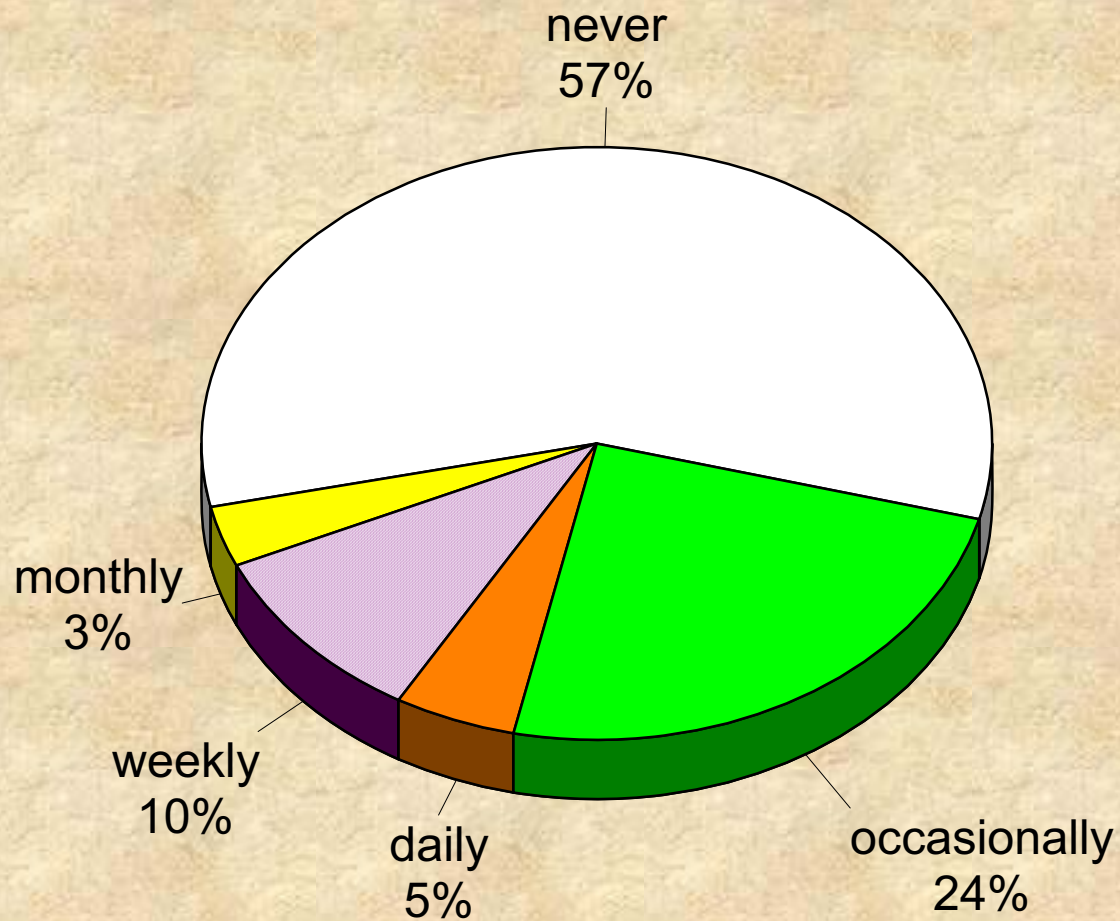


Source: ETC Institute (2008)

Parks and Recreation

How often do you use the City's bicycle lanes and facilities?

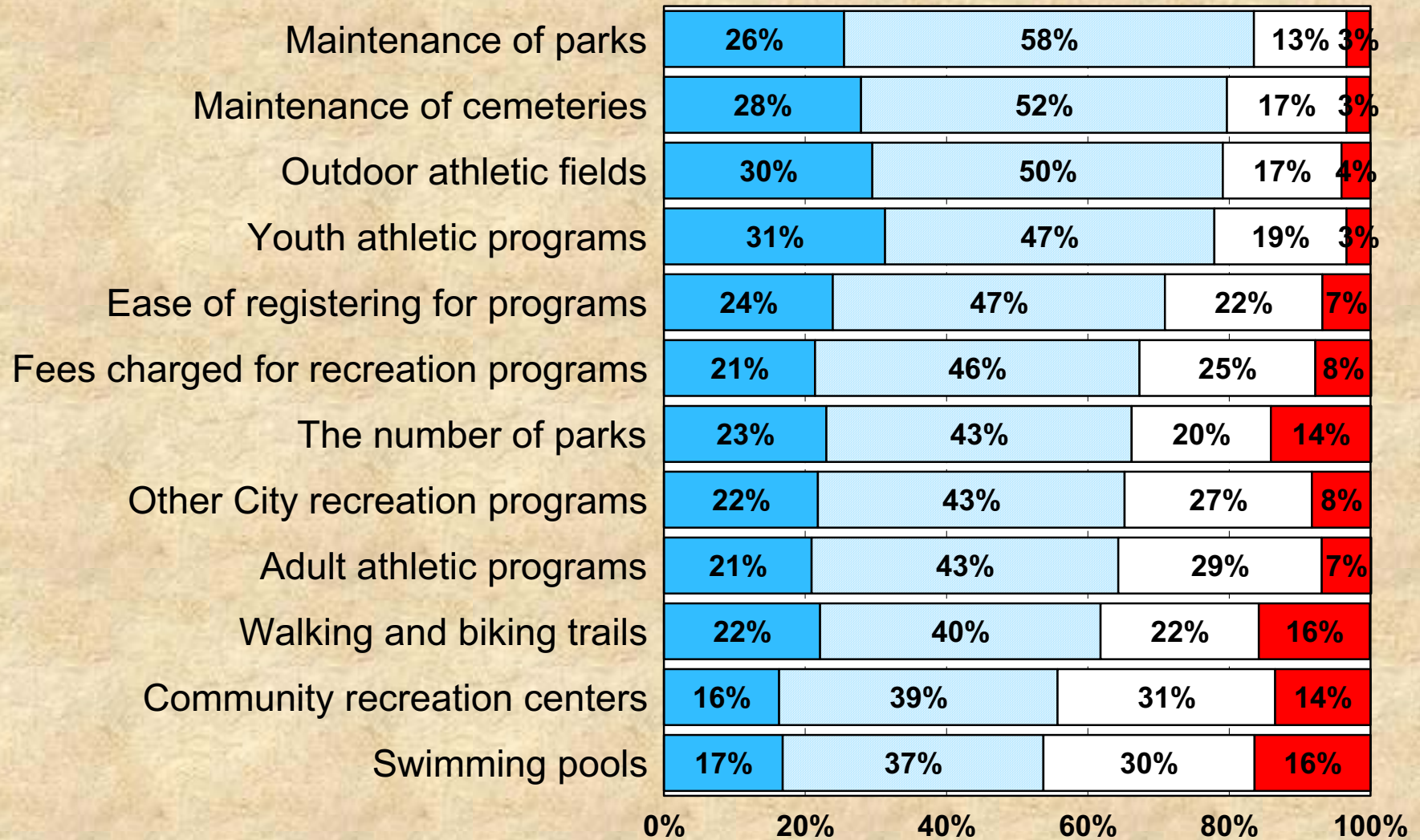
by percentage of residents surveyed



Source: ETC Institute (2008)

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

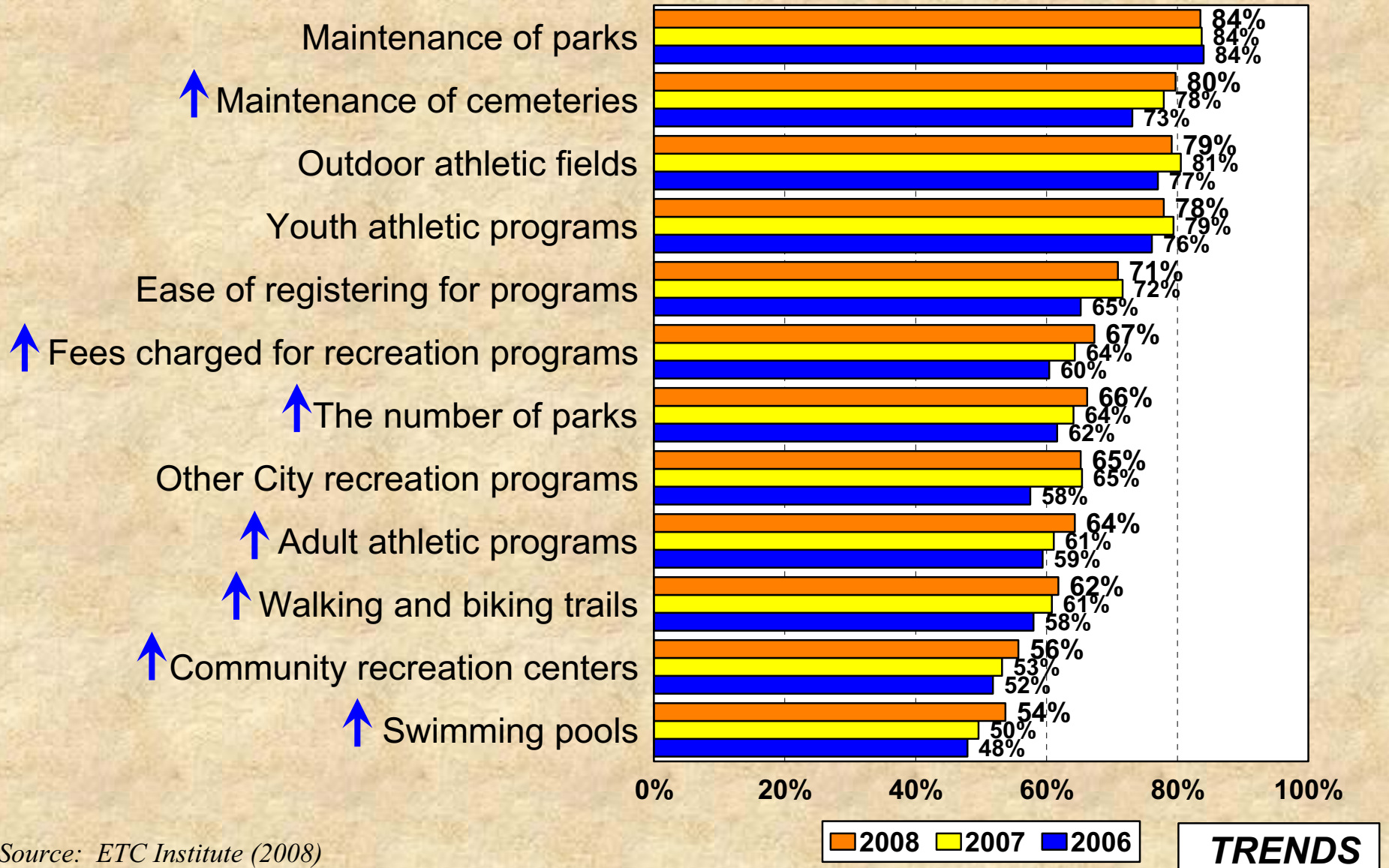


■ Very Satisfied (5)
 ■ Satisfied (4)
 ■ Neutral (3)
 ■ Dissatisfied (1/2)

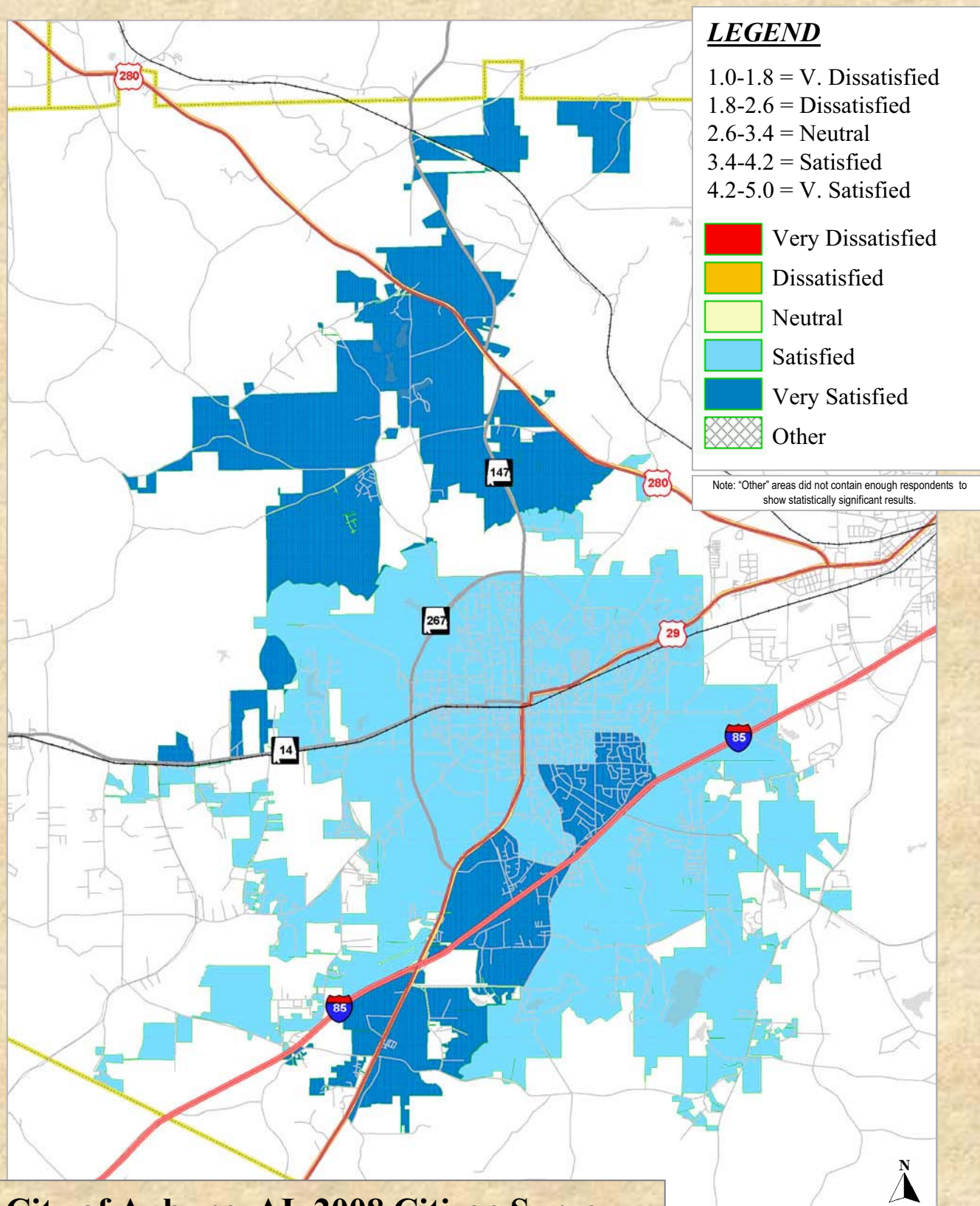
Source: ETC Institute (2008)

TRENDS: Overall Satisfaction with Parks and Recreation (2006 thru 2008)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



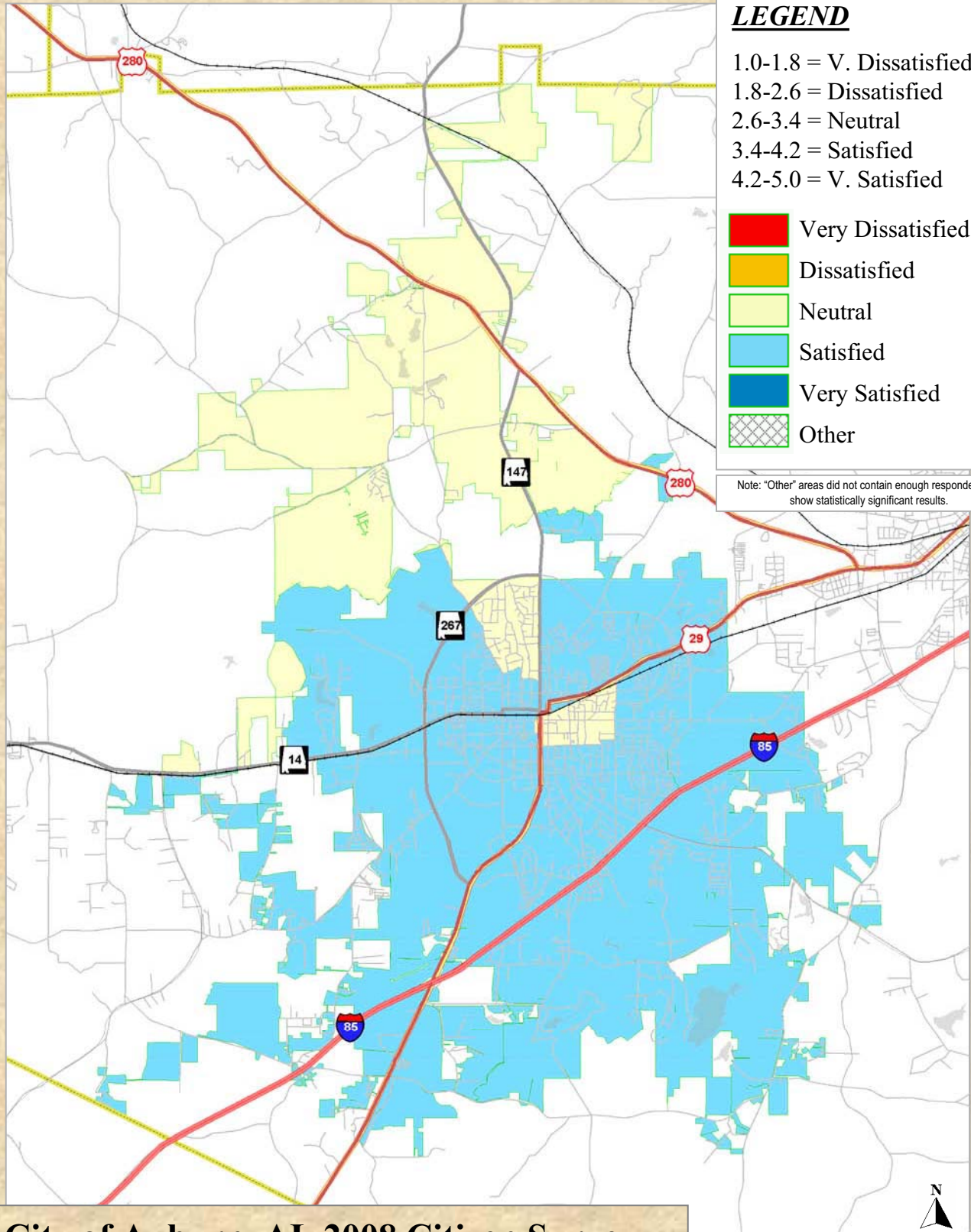
Q16a Satisfaction with the maintenance of parks



City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

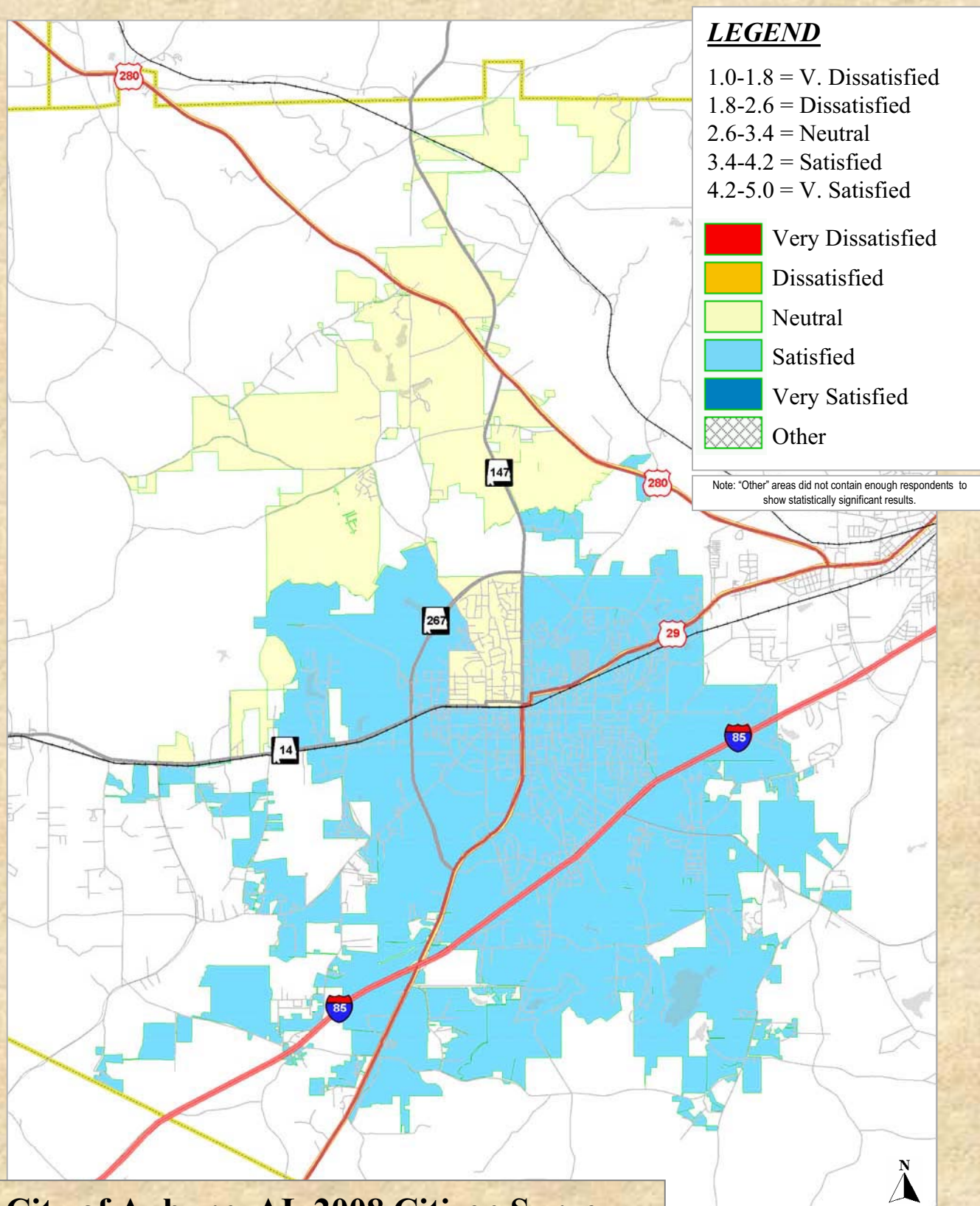
Q16c Satisfaction with the number of parks



City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

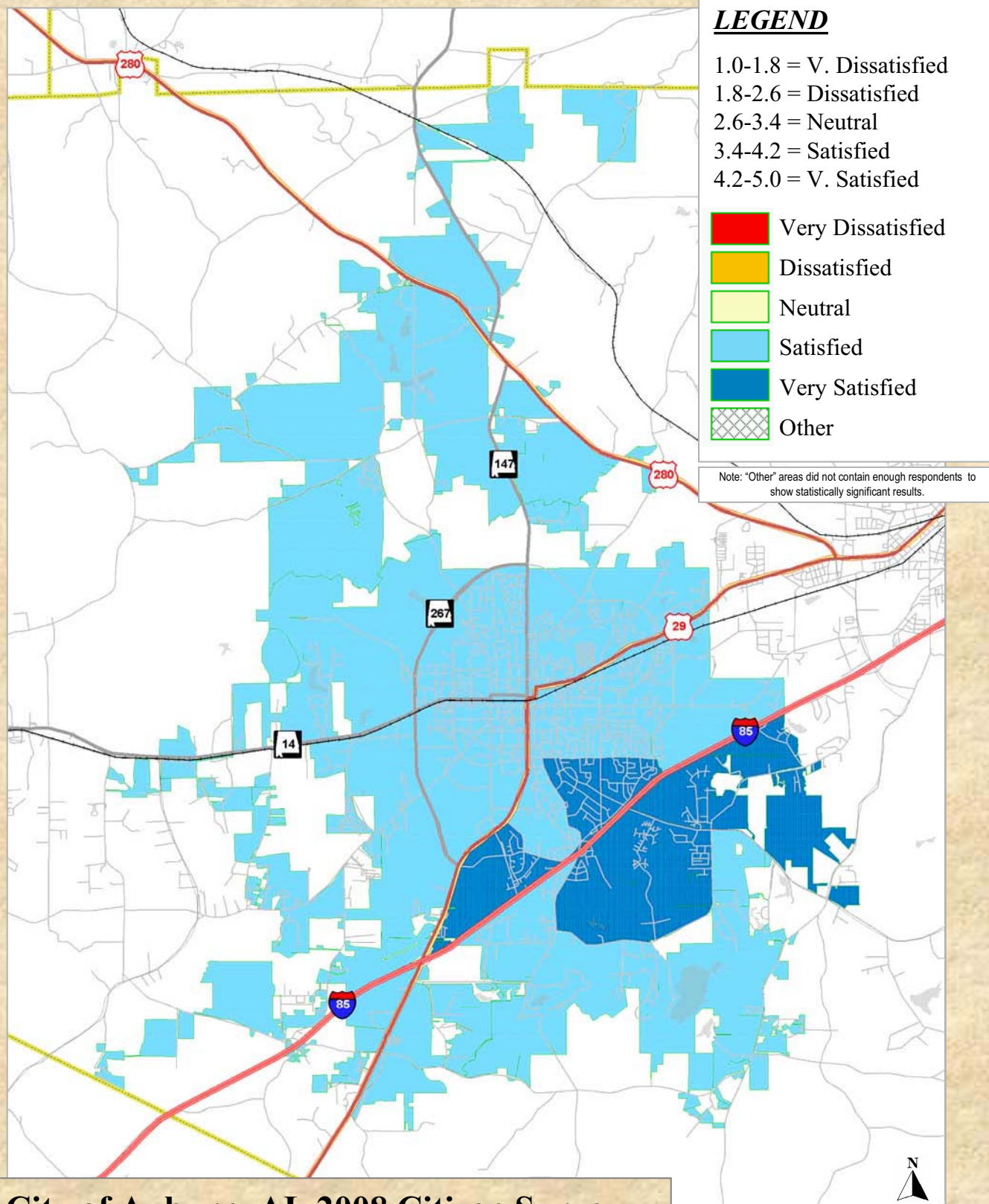
Q16d Satisfaction with walking and biking trails



City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q16h Satisfaction with youth athletic programs



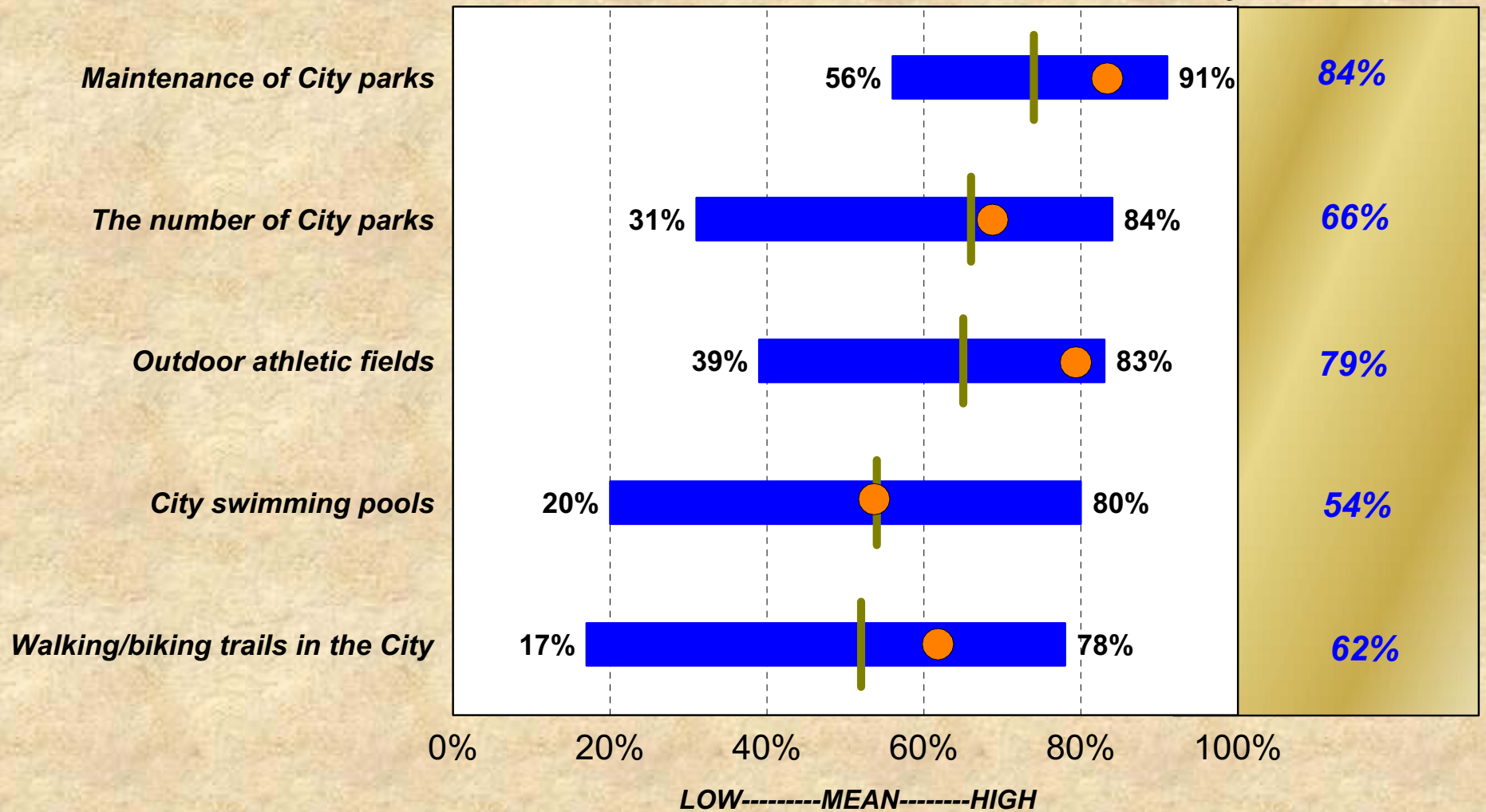
City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

● Auburn, AL



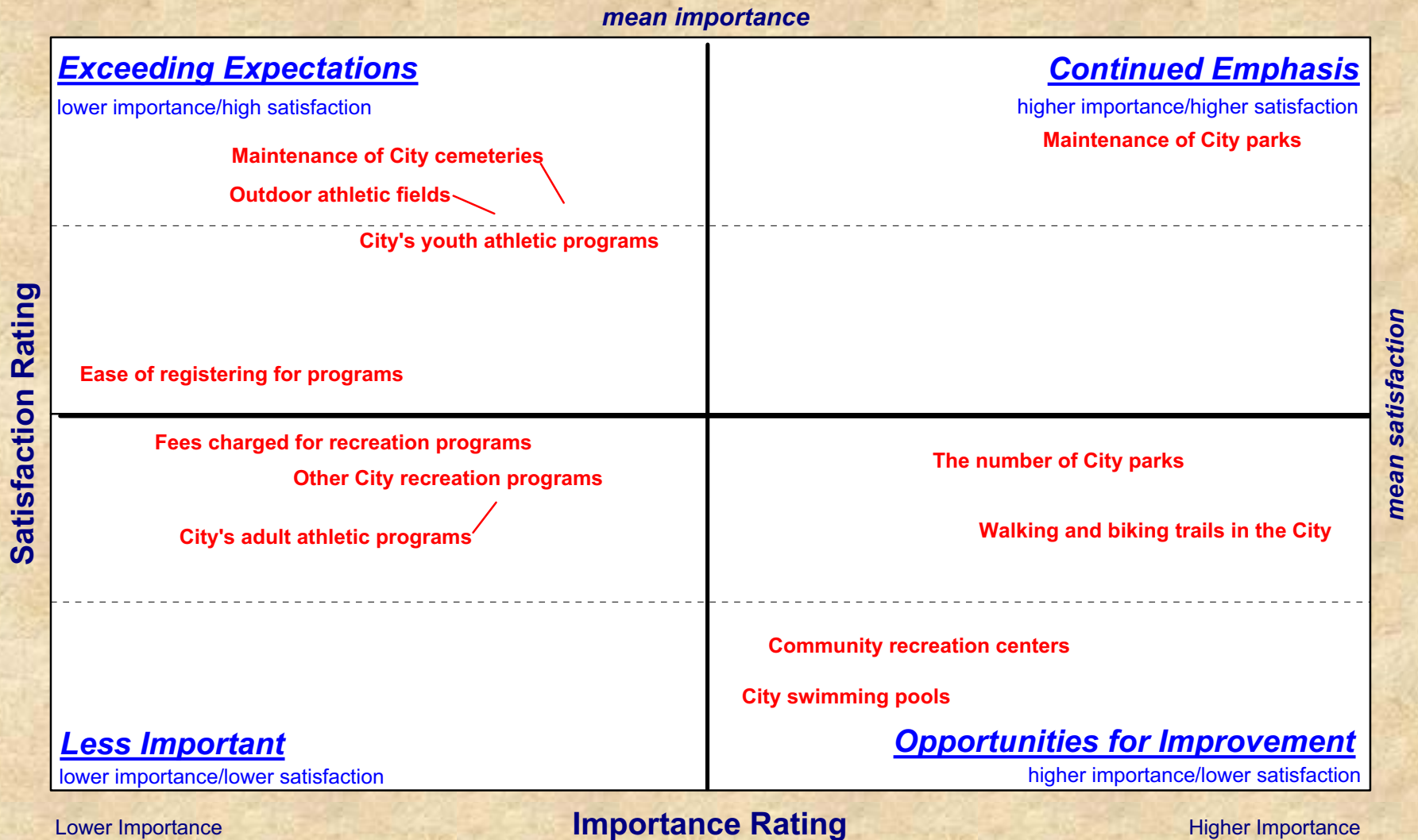
Source: ETC Institute DirectionFinder (2008)

2008 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)

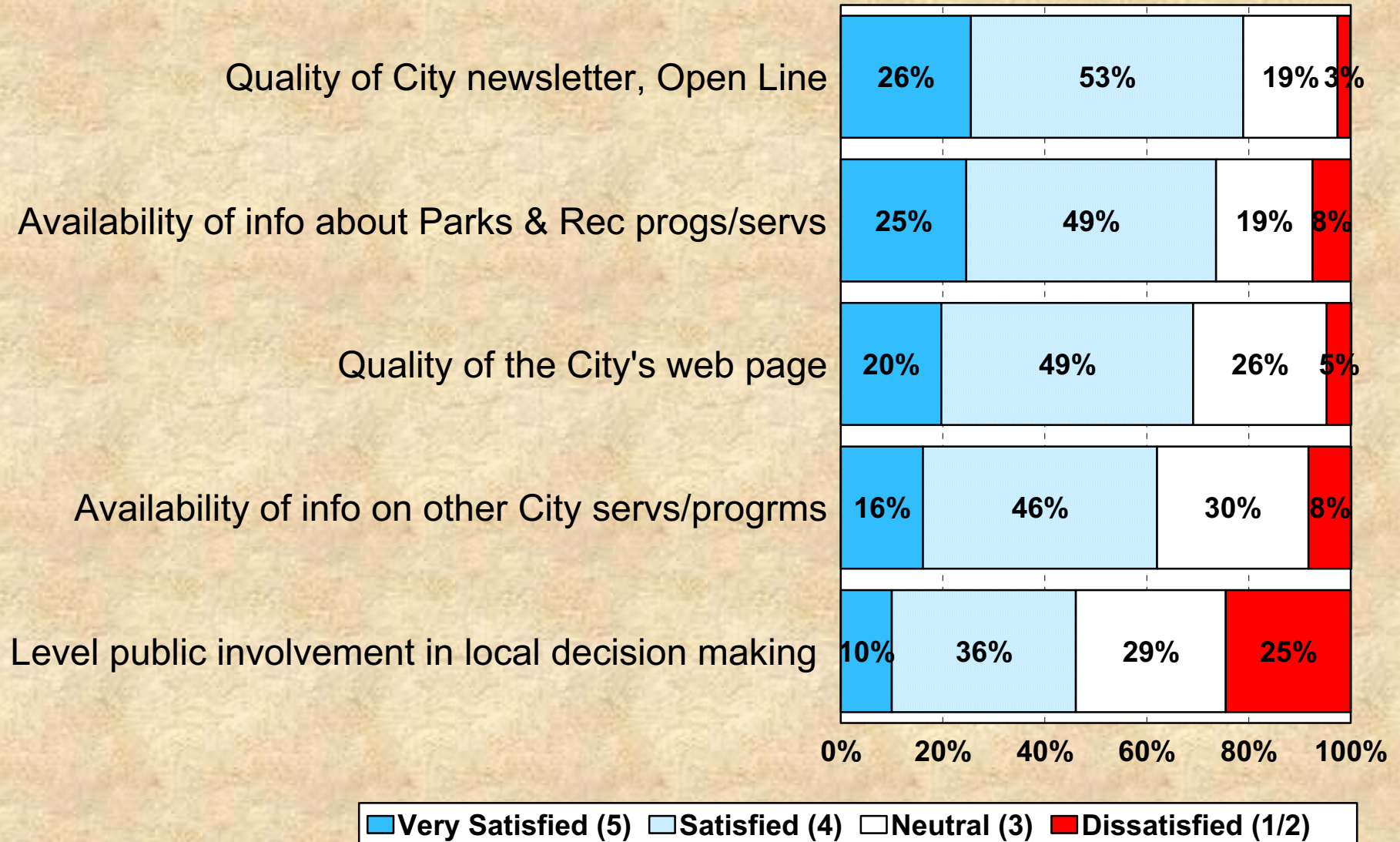


Source: ETC Institute (2008)

Communication

Satisfaction with Various Aspects of City Communications

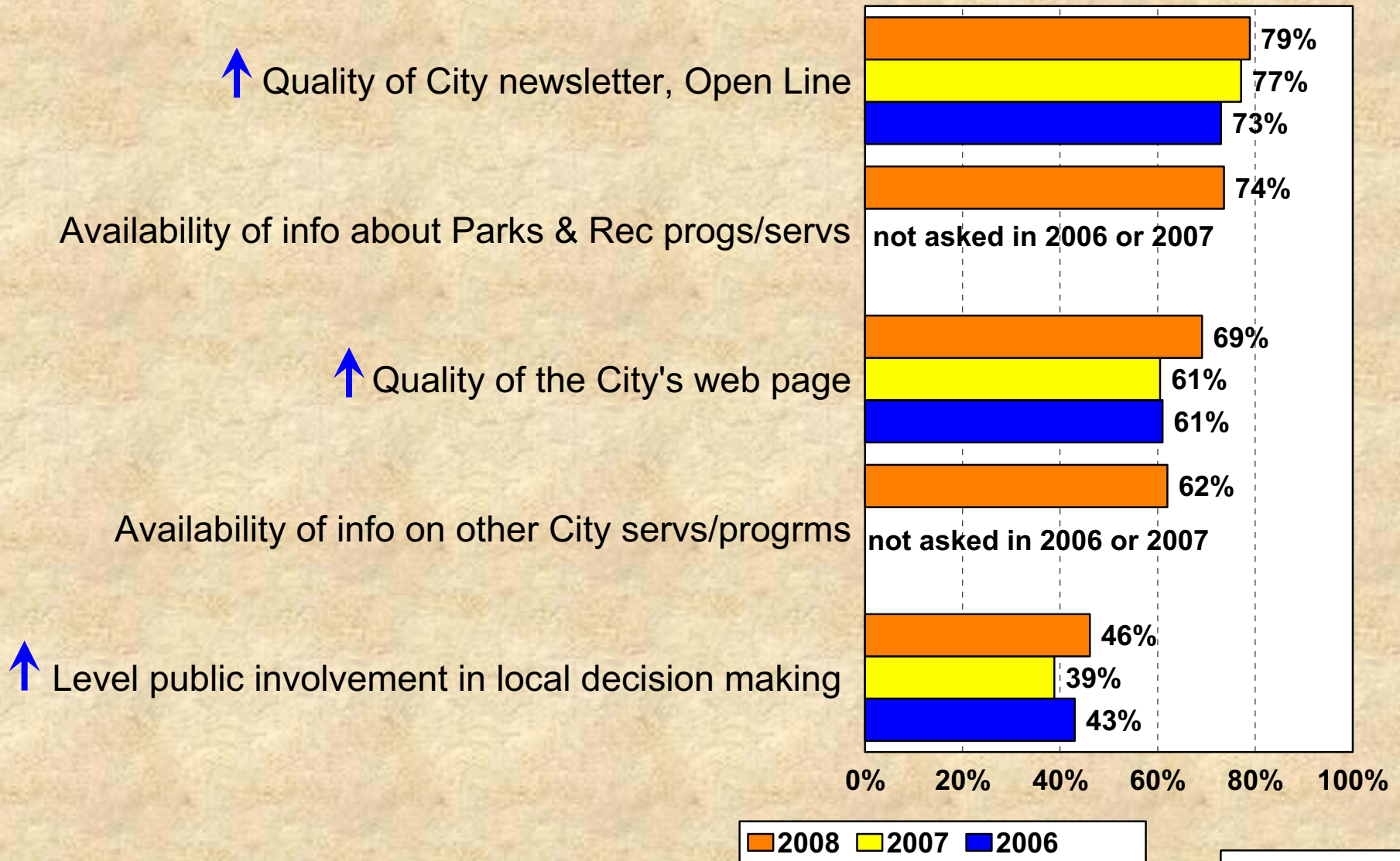
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS: Overall Satisfaction with City Communication (2006 thru 2008)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



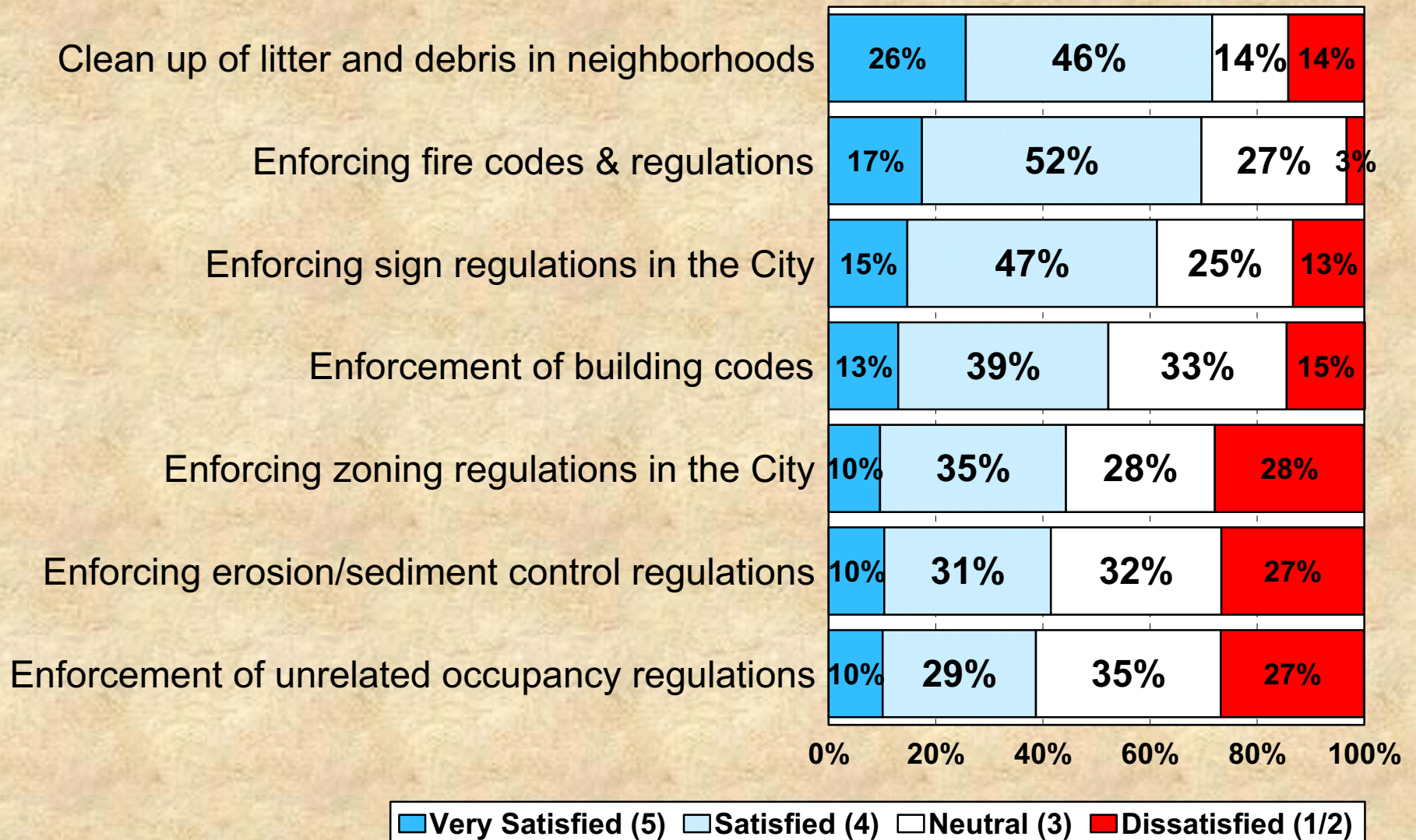
Source: ETC Institute (2008)

TRENDS

Code Enforcement

Satisfaction with Enforcement of City Codes and Ordinances

by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2006 thru 2008)

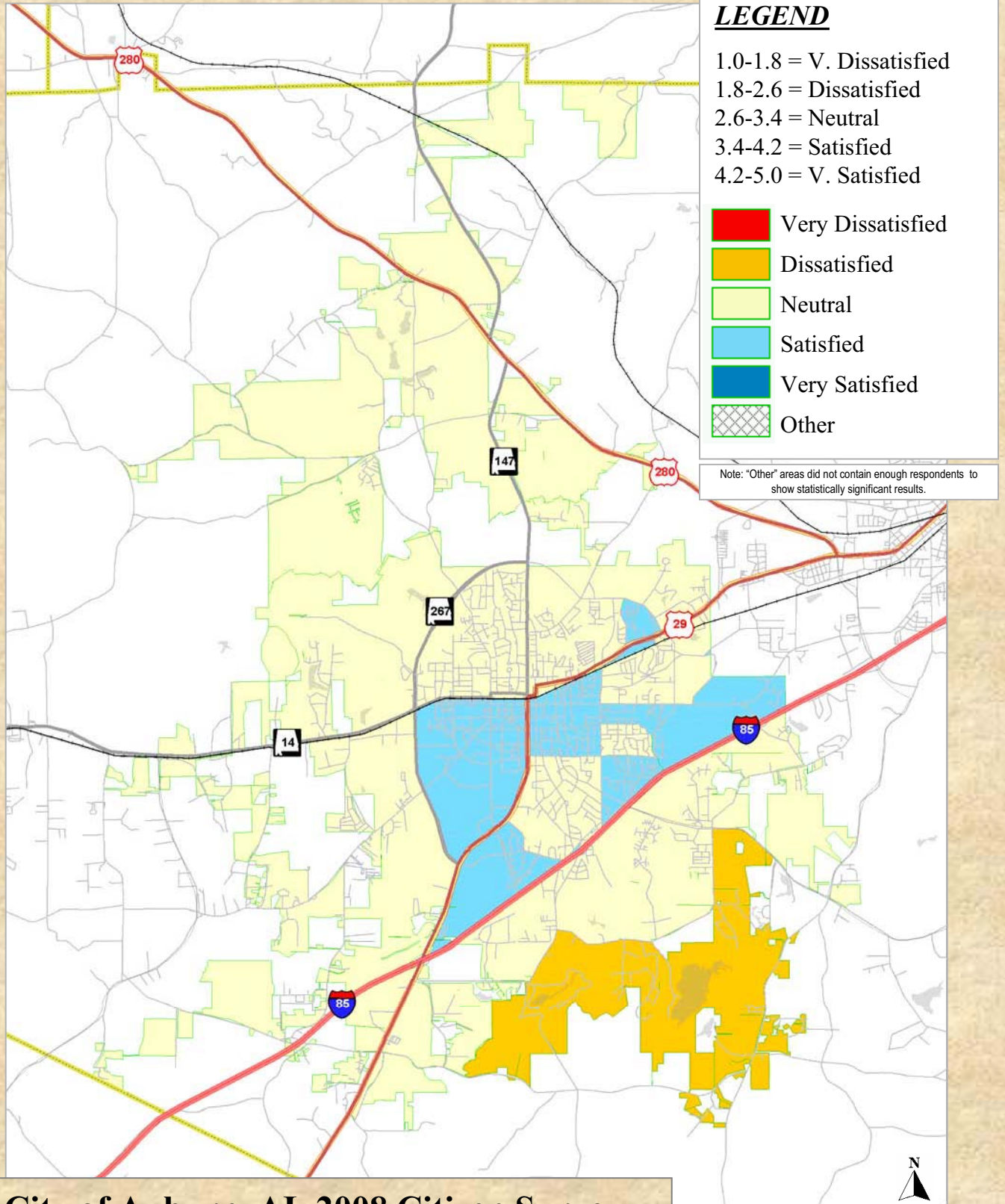
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS

Q8f Satisfaction with erosion & sediment control regulations

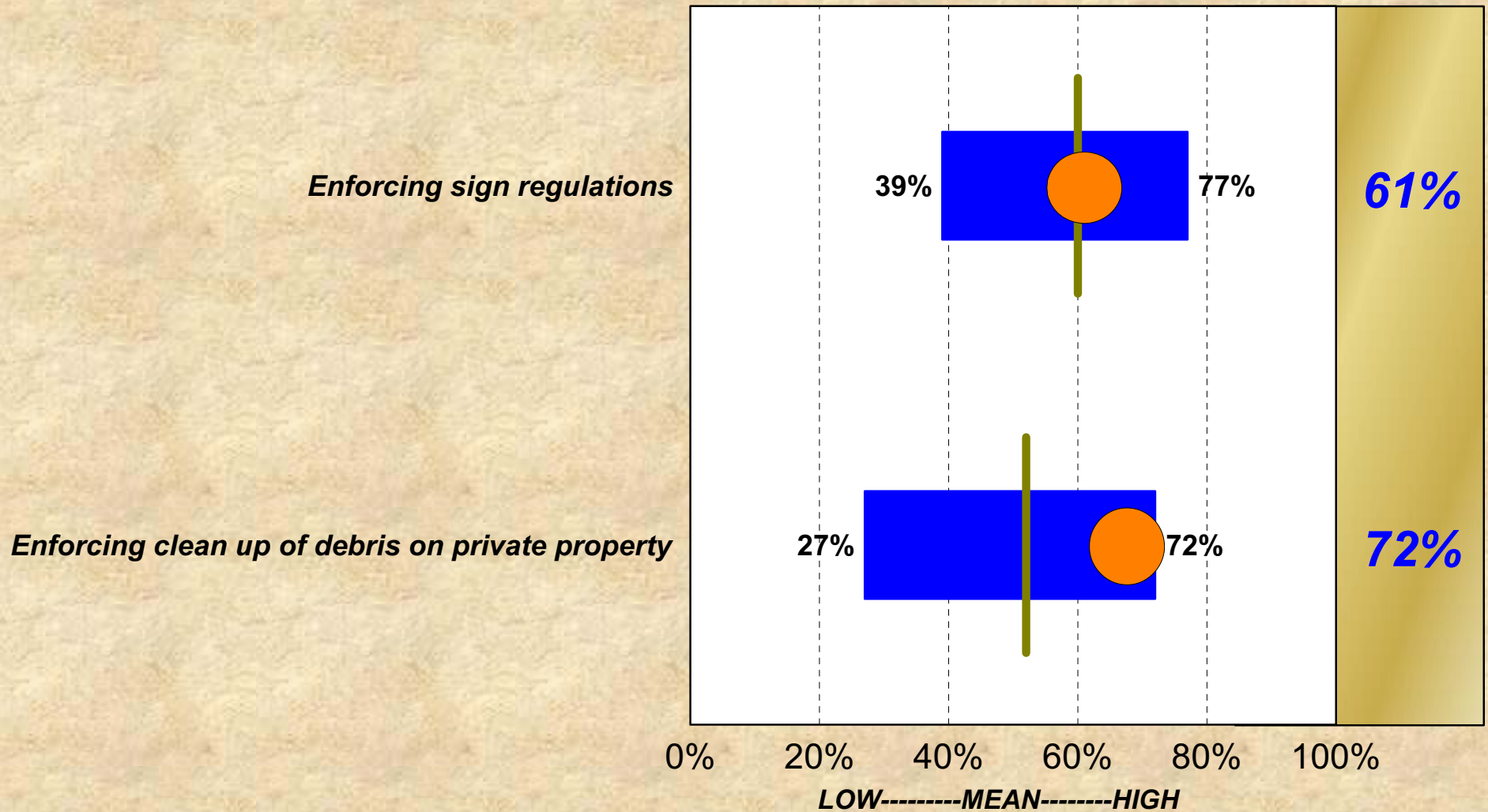


City of Auburn, AL 2008 Citizen Survey
Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

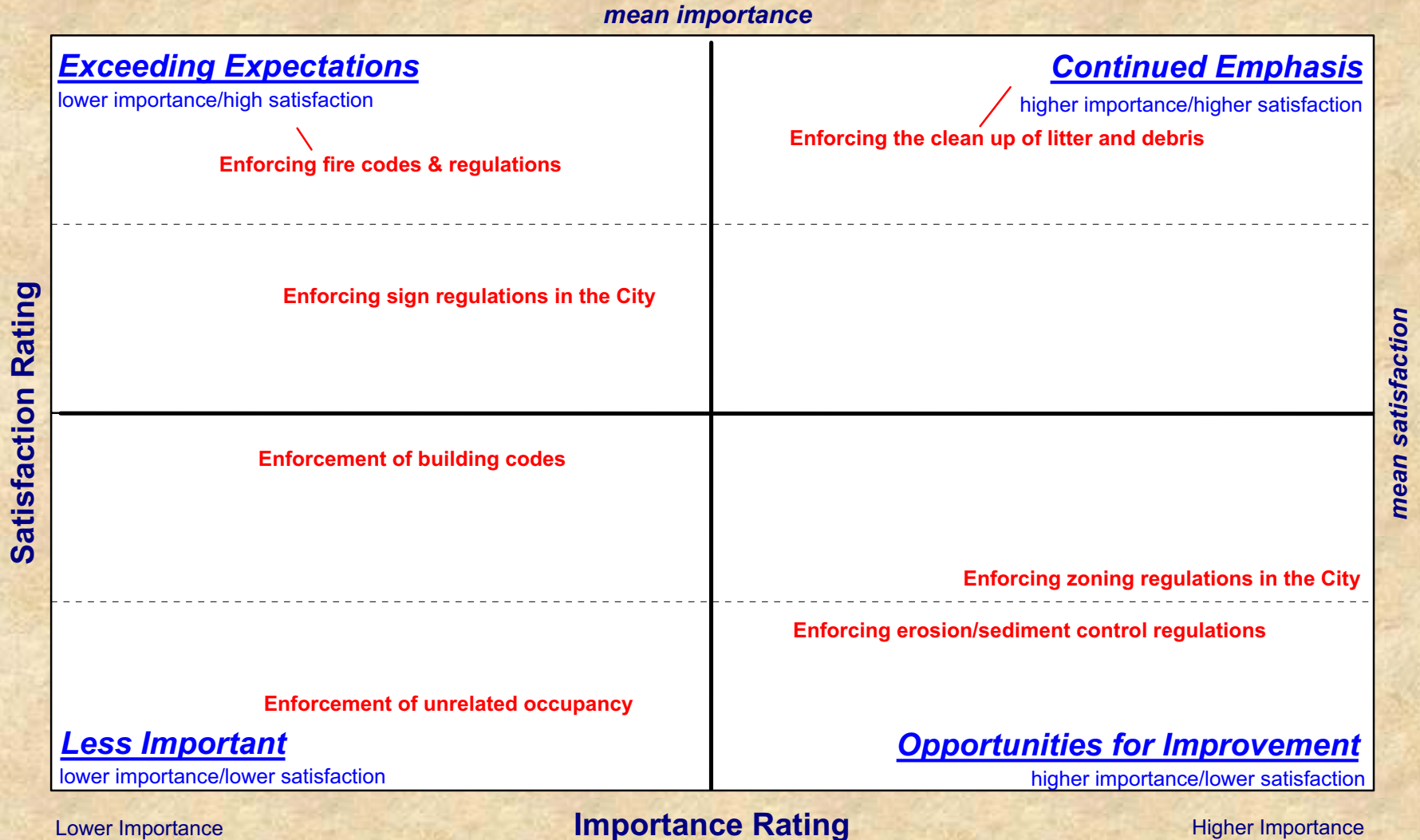
● Auburn, AL



Source: ETC Institute DirectionFinder (2008)

2008 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Code/Ordinance Enforcement-

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



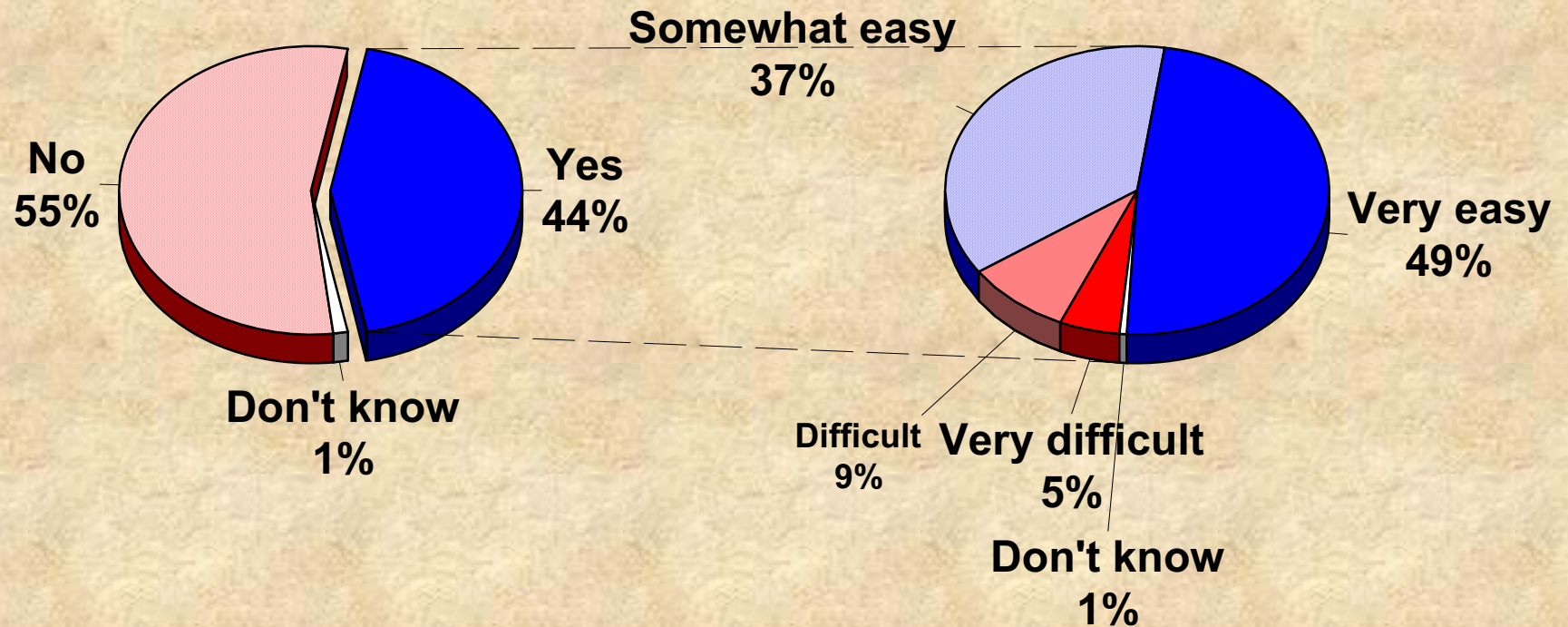
Source: ETC Institute (2008)

Customer Service

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

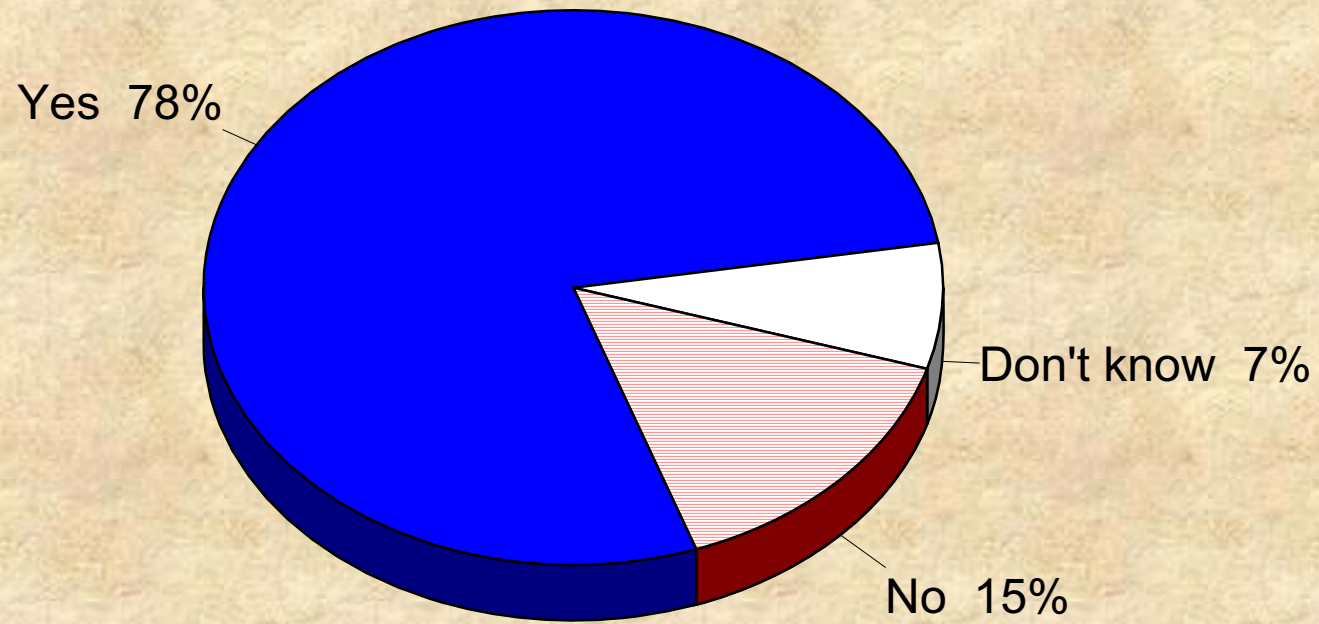
by percentage of residents surveyed

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

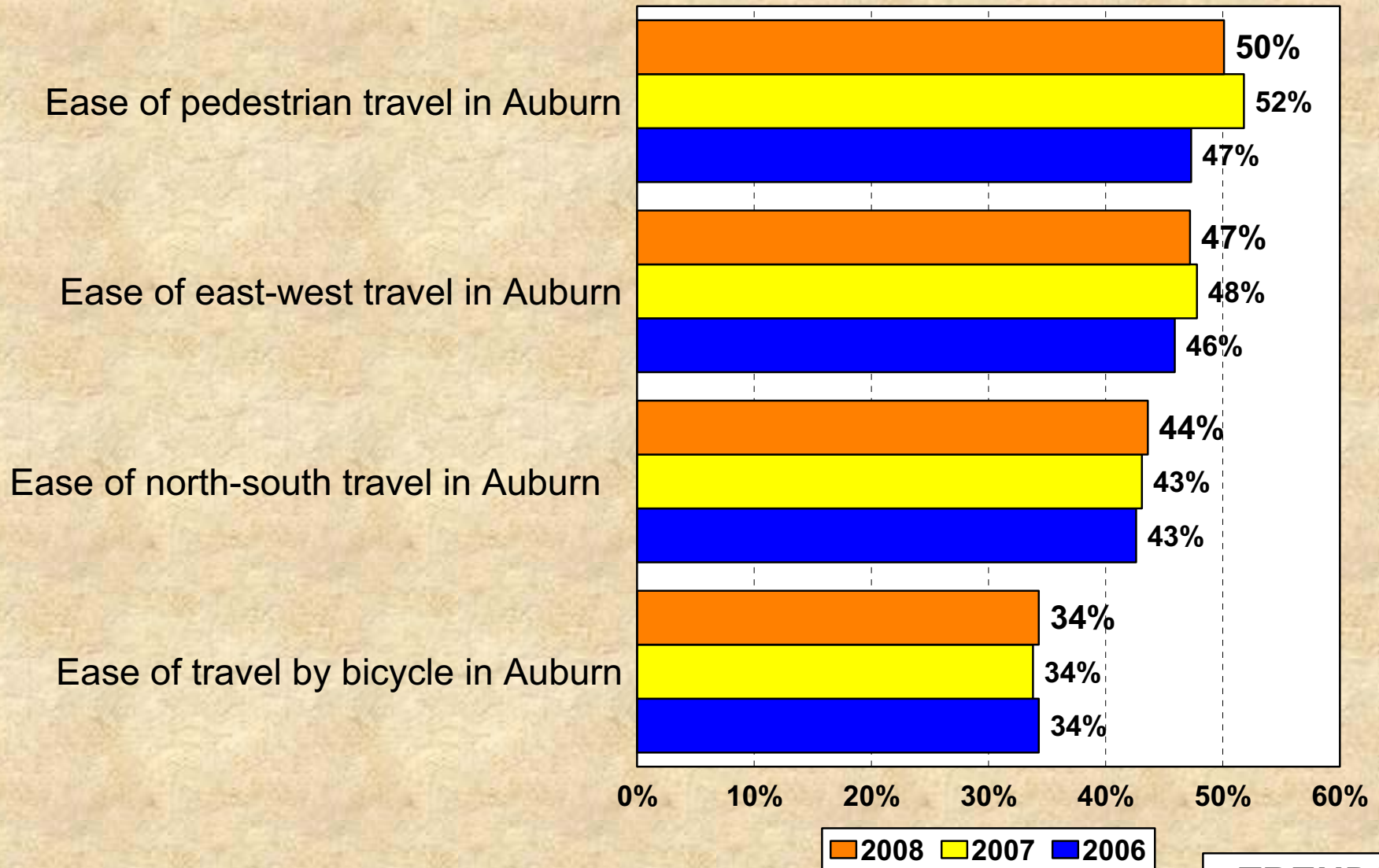


Source: ETC Institute (2008)

Traffic Flow

TRENDS: Overall Satisfaction with Traffic Flow (2006 thru 2008)

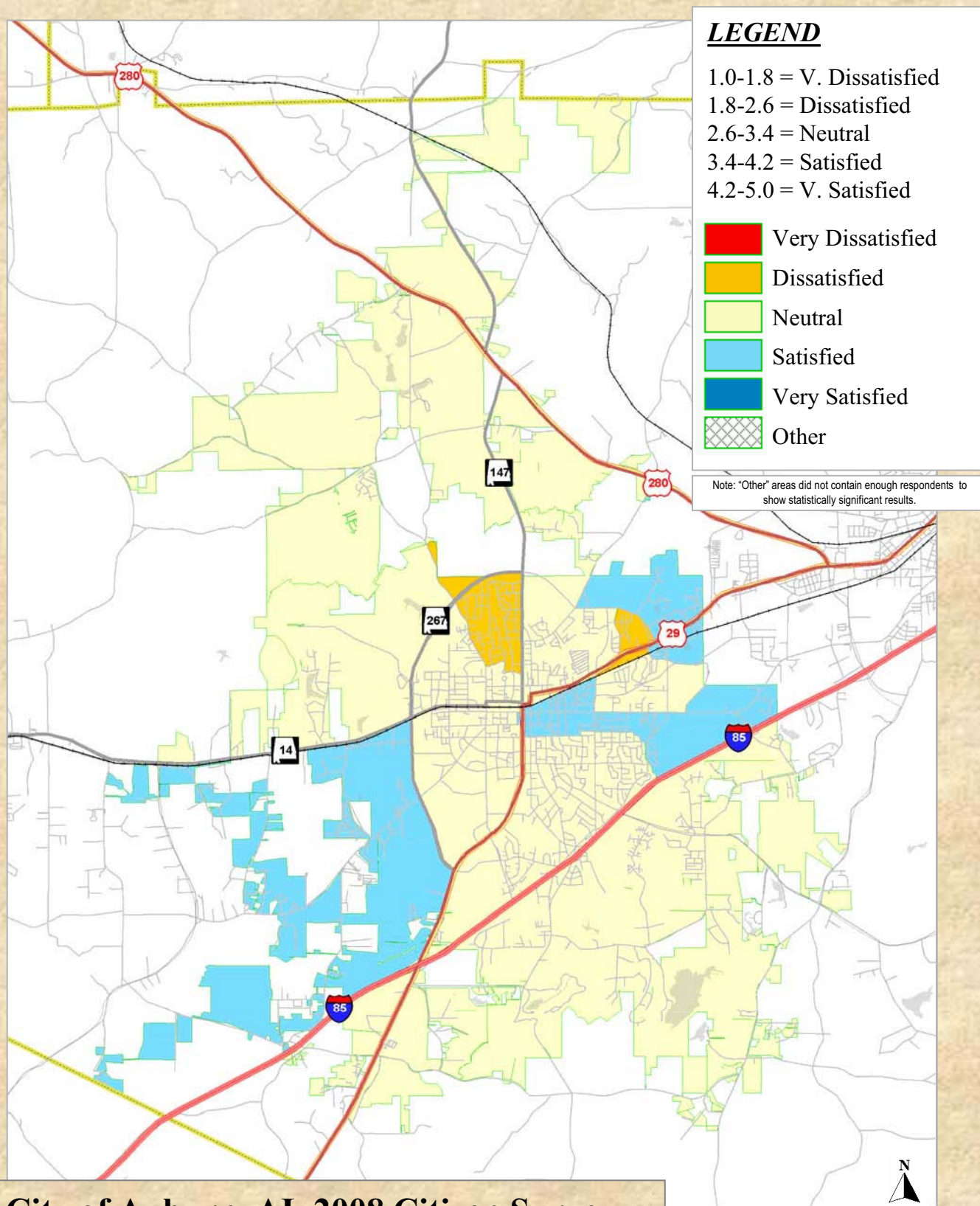
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2008)

TRENDS

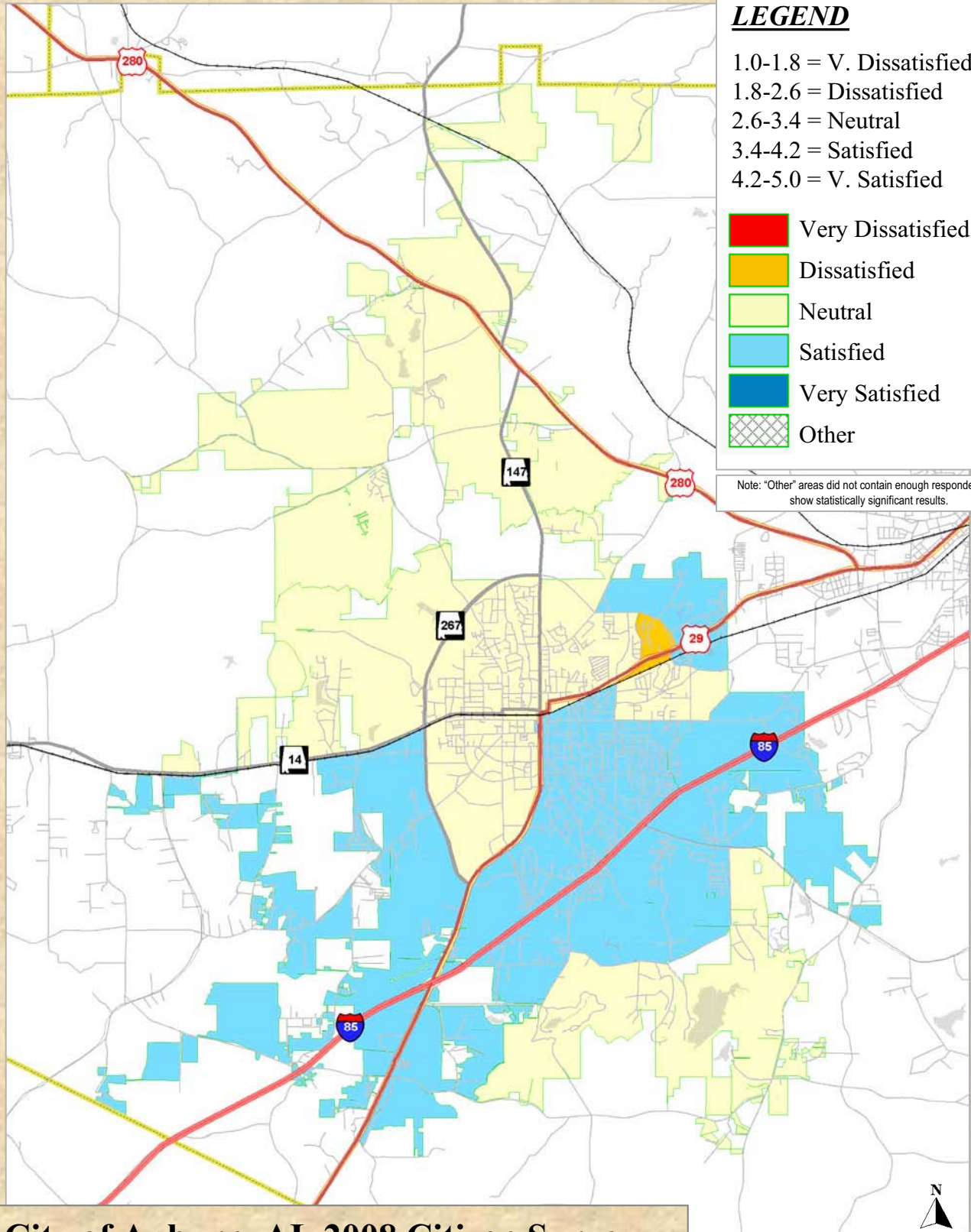
Q18c Satisfaction with the ease of travel by bicycle in Auburn



City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Q18d Satisfaction with the ease of pedestrian travel in Auburn



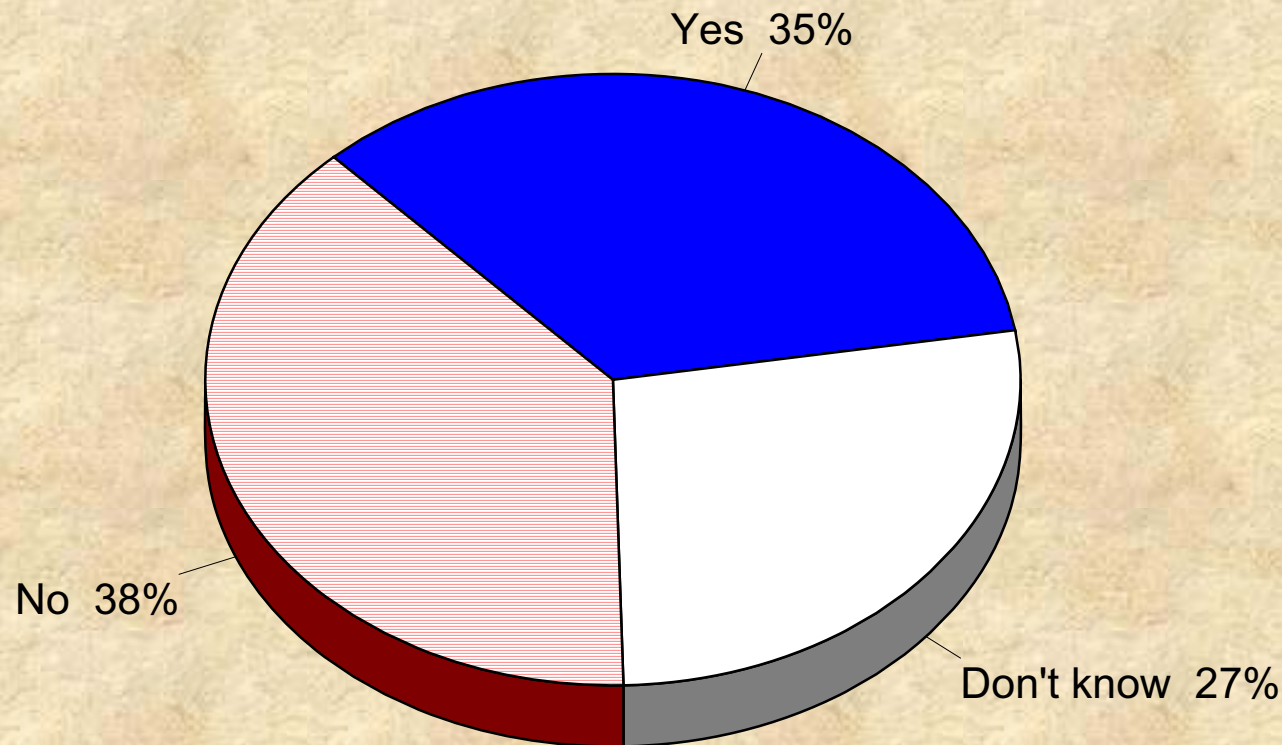
City of Auburn, AL 2008 Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group* (*combined based on respondent distribution)

Other Issues

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

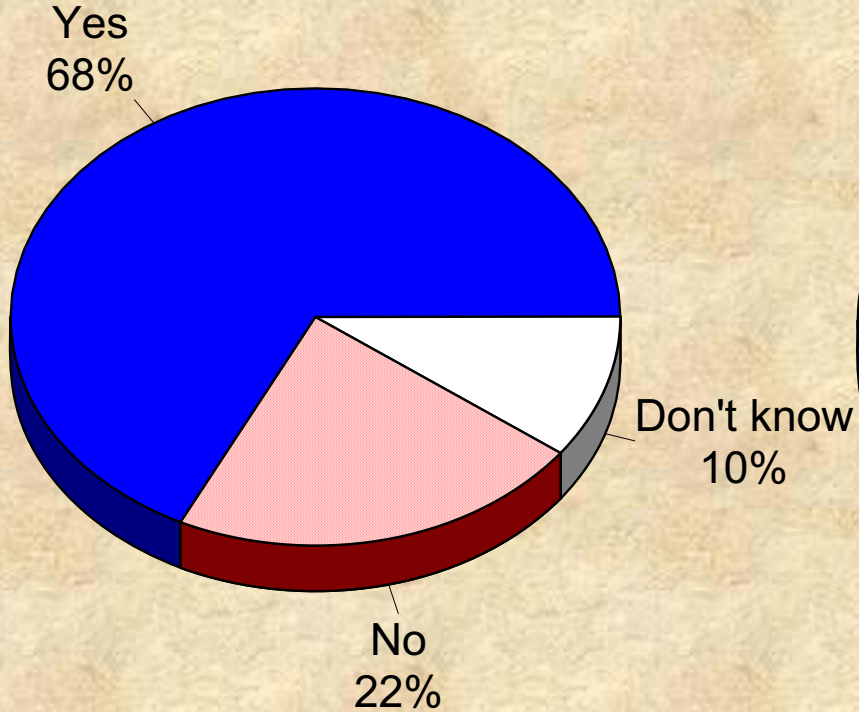


Source: ETC Institute (2008)

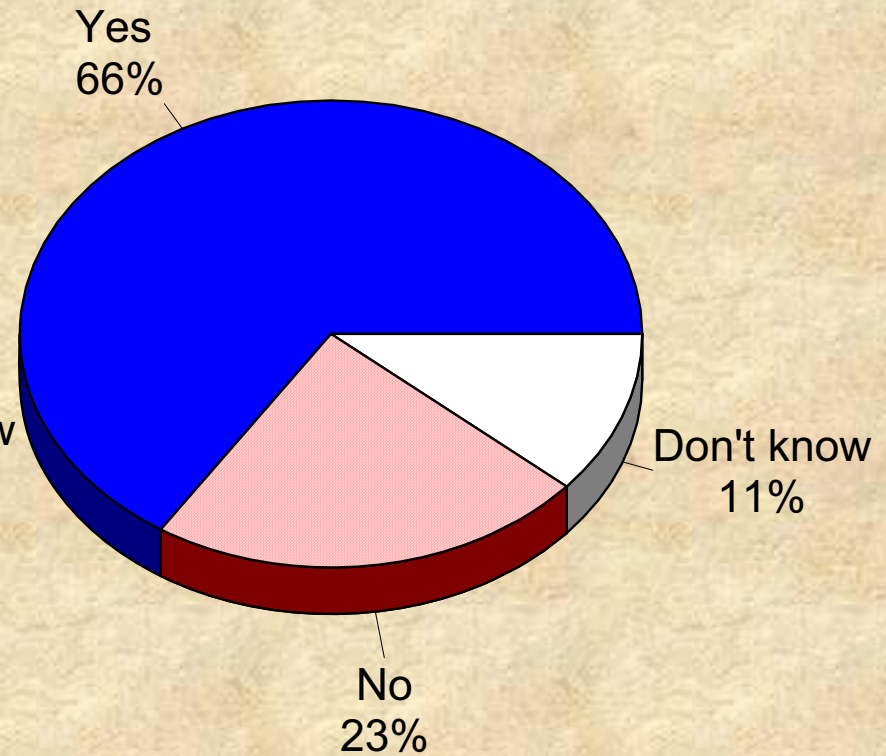
Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

by percentage of residents surveyed

2008



2007



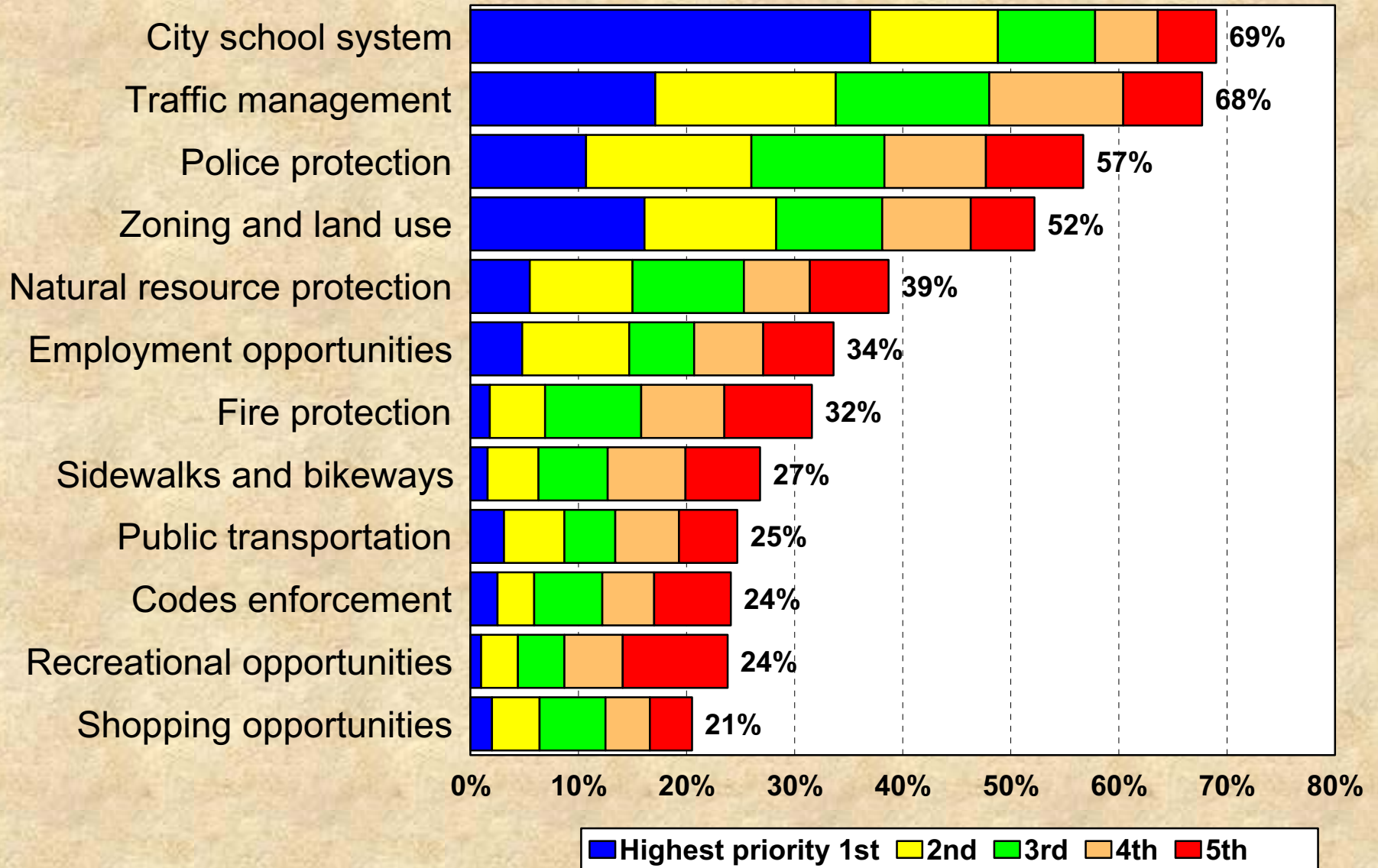
Source: ETC Institute (2008)

TRENDS

Priorities for Local Leaders

Areas Where Local Officials Should Concentrate Their Efforts

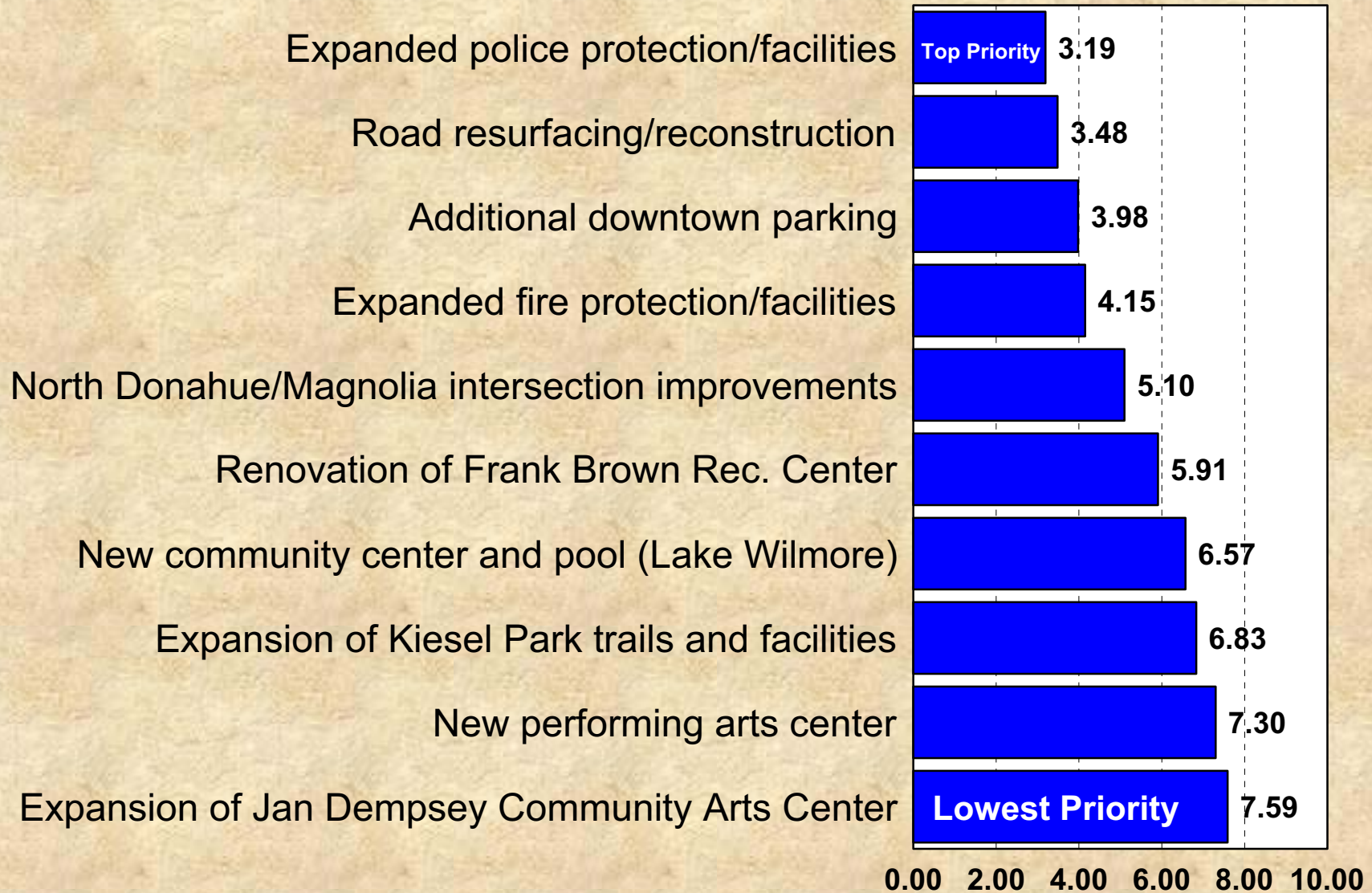
by percentage of respondents who chose the item as one of their top five priorities



Source: ETC Institute (2008)

Priority Level Placed on the Following Projects

mean rating based on a 10-point scale where 1="highest priority" and 10="lowest priority"



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 23% above the national average
 - Satisfaction with the value for city taxes was 32% above the national average
 - Overall quality of city services was 26% above the national average
- **Overall Residents Were Generally More Satisfied in 2008 than 2007**
 - Two-year trend showed no significant decreases
 - Among the 76 areas that were assessed in 2007 and 2008
 - 72% of the areas improved (55 of 76 areas)
 - 20% of the areas declined (15 of 76 areas)
 - 8% of the areas stayed the same (6 of 76 areas)
- **Areas to emphasize over the next year**
 - Enforcement of traffic laws in neighborhoods
 - Traffic flow and street maintenance
 - Walking/biking trails
 - Enforcing zoning regulations and sediment/erosion control regulations

Questions ??