


2009 DirectionFinder® Survey City of Auburn, Alabama



April 21, 2009

Agenda

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

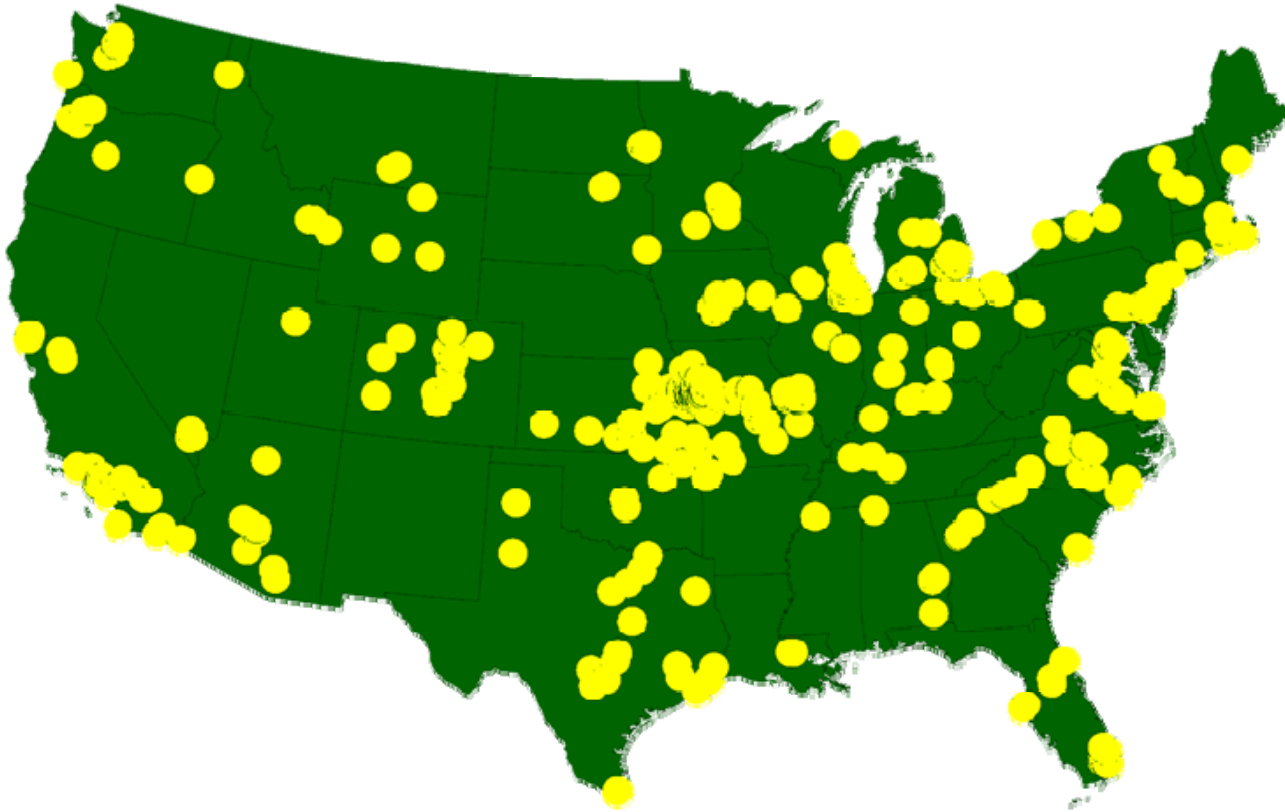
Methodology

- ▶ 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 736 residents
- ▶ Precision of at least $\pm 3.7\%$ at the 95% level of confidence
- ▶ Benchmarking Data
- ▶ Results were geocoded



A National Leader in Market Research for Local Governmental Organizations

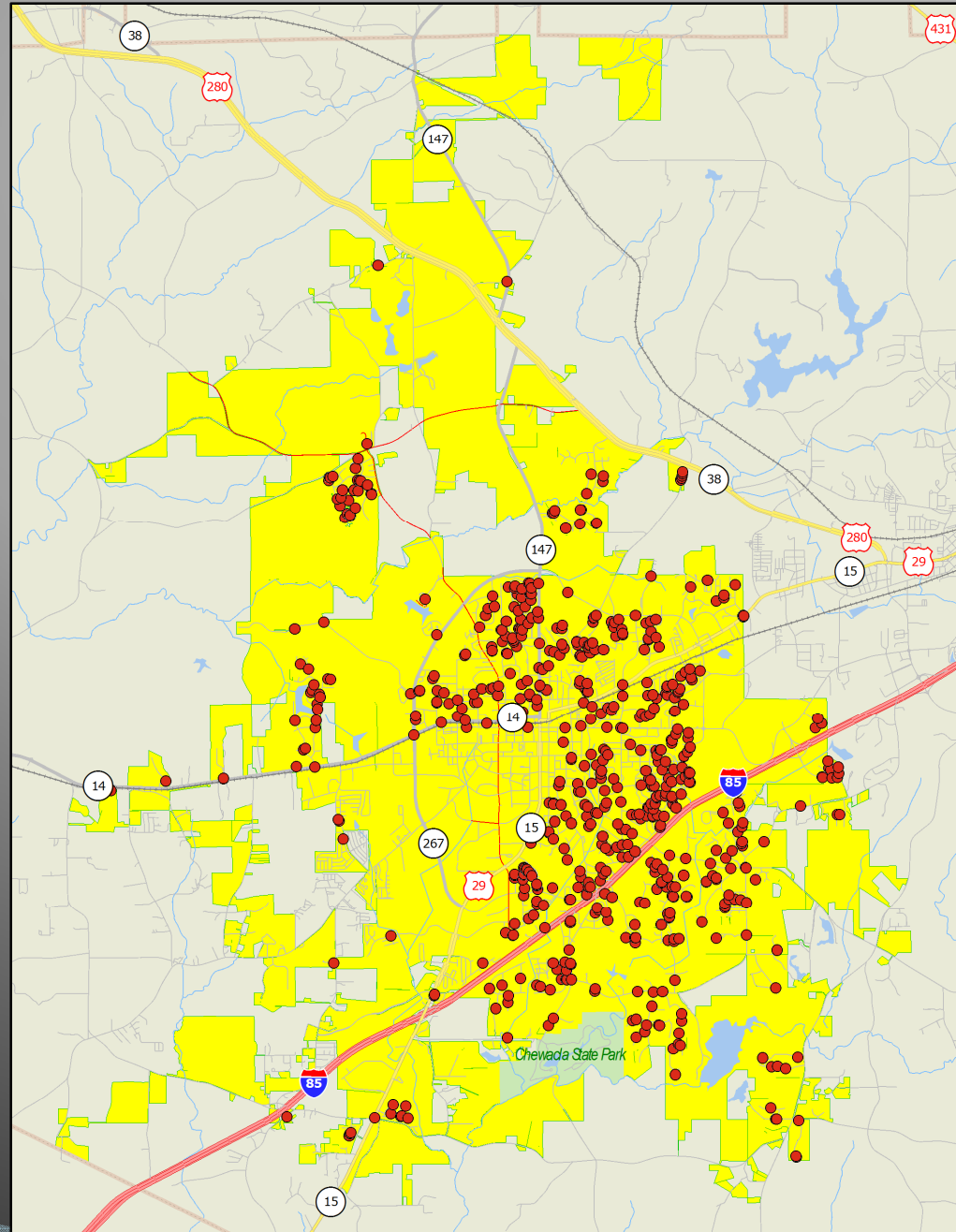
...helping city and county governments gather and use survey data to enhance
organizational performance for 25 years



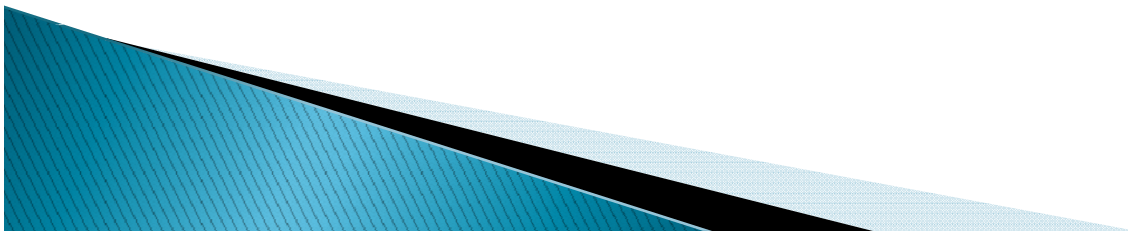
More than 1,350,000 Persons Surveyed
for more than 425 cities in 46 States

Location of
Respondents

2009 Auburn Citizen Survey

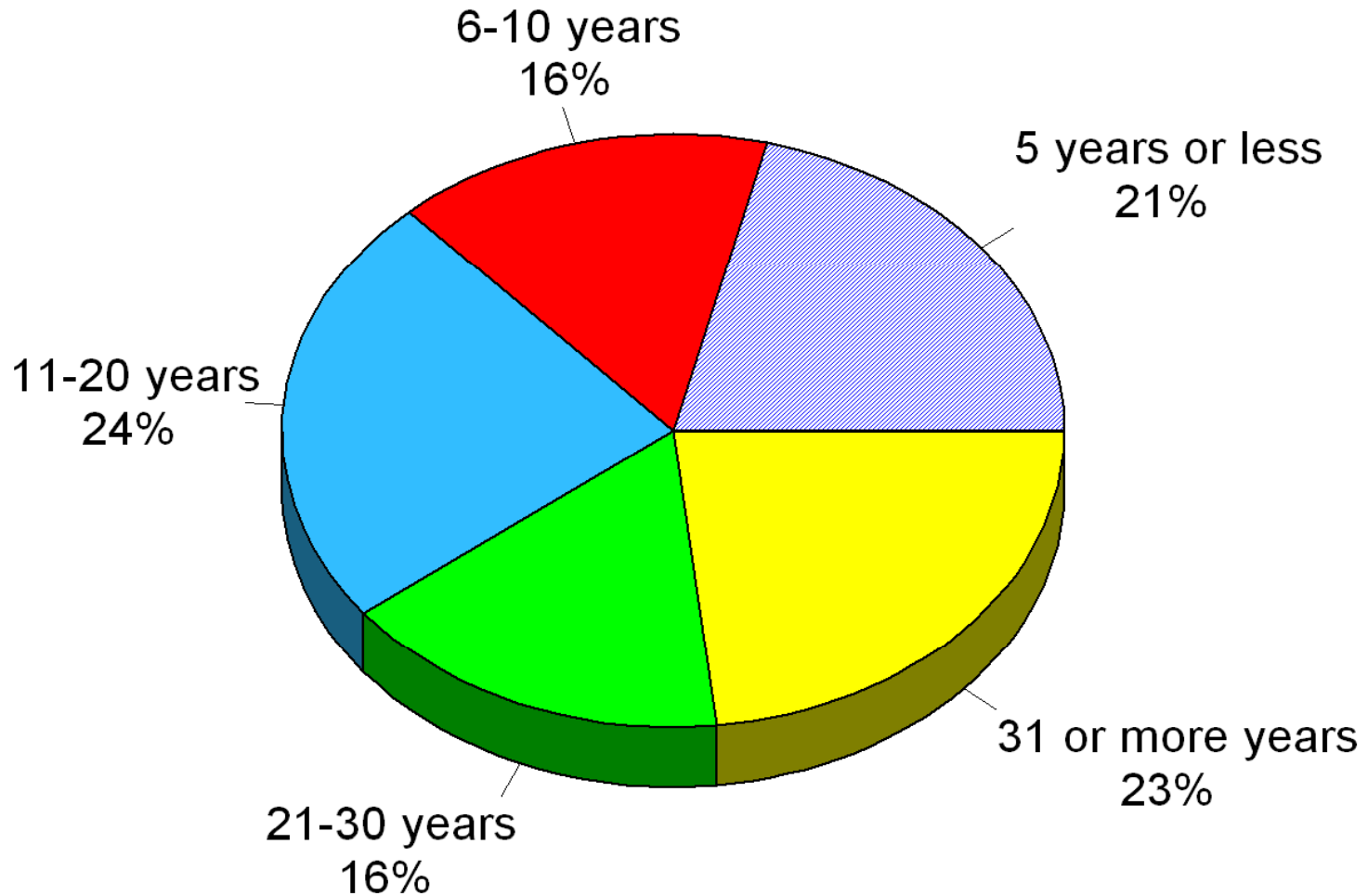


Demographics



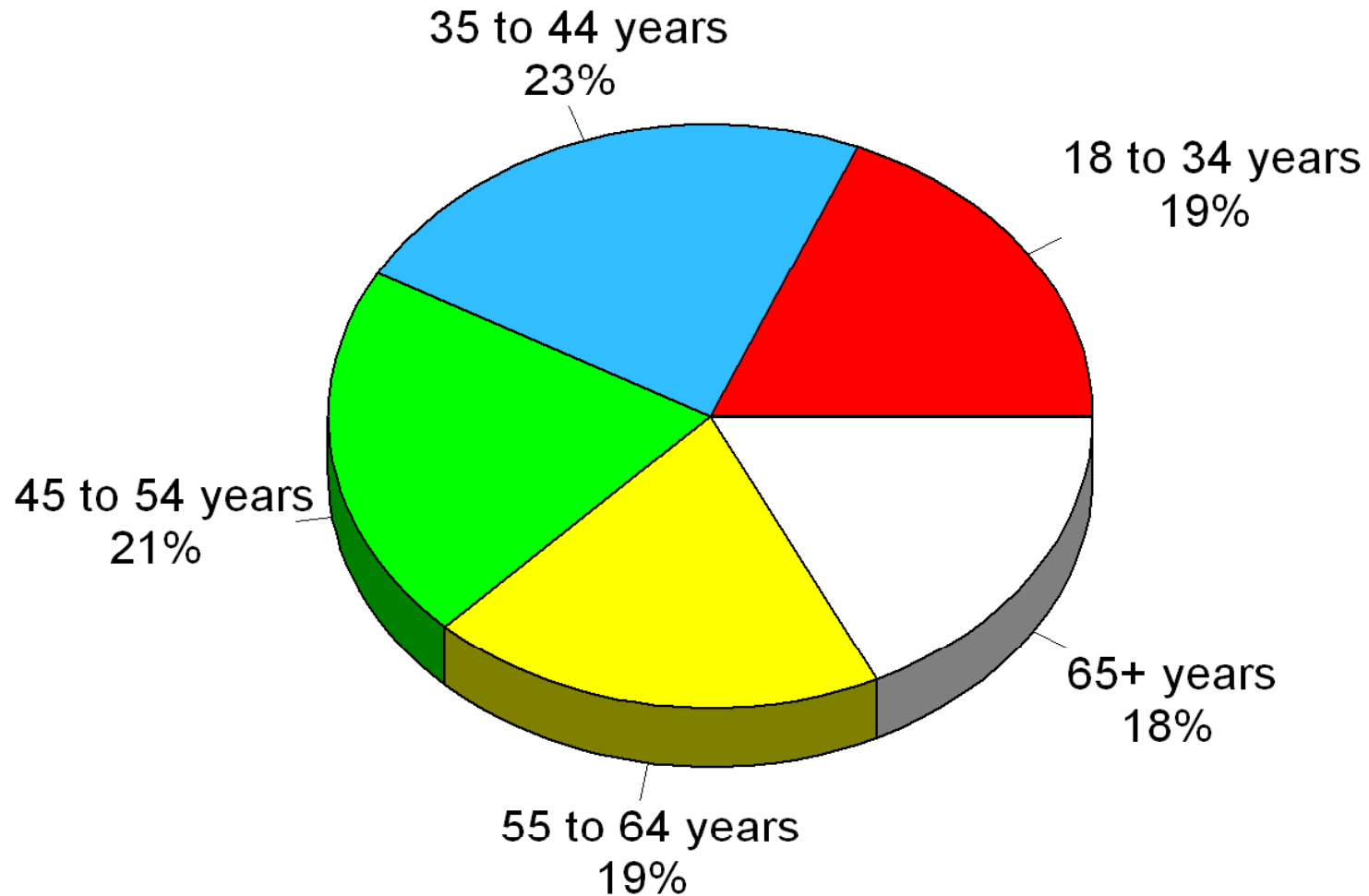
Demographics: How Many Years Have You Lived in the City of Auburn?

by percentage of residents surveyed



Demographics: What is Your Age?

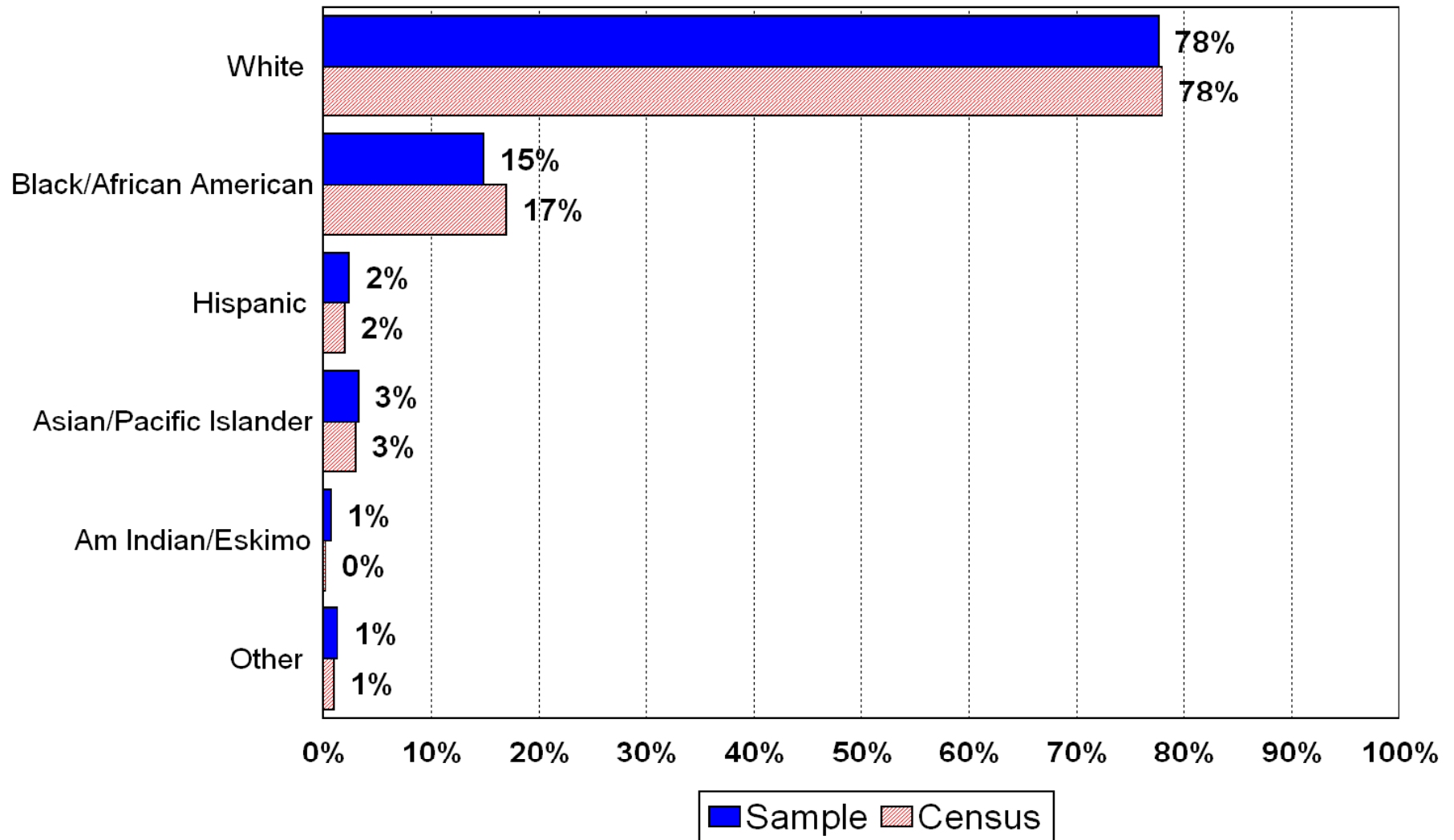
by percentage of residents surveyed



Source: ETC Institute (2009)

Demographics: Which best describes your race/ethnicity?

by percentage of residents surveyed

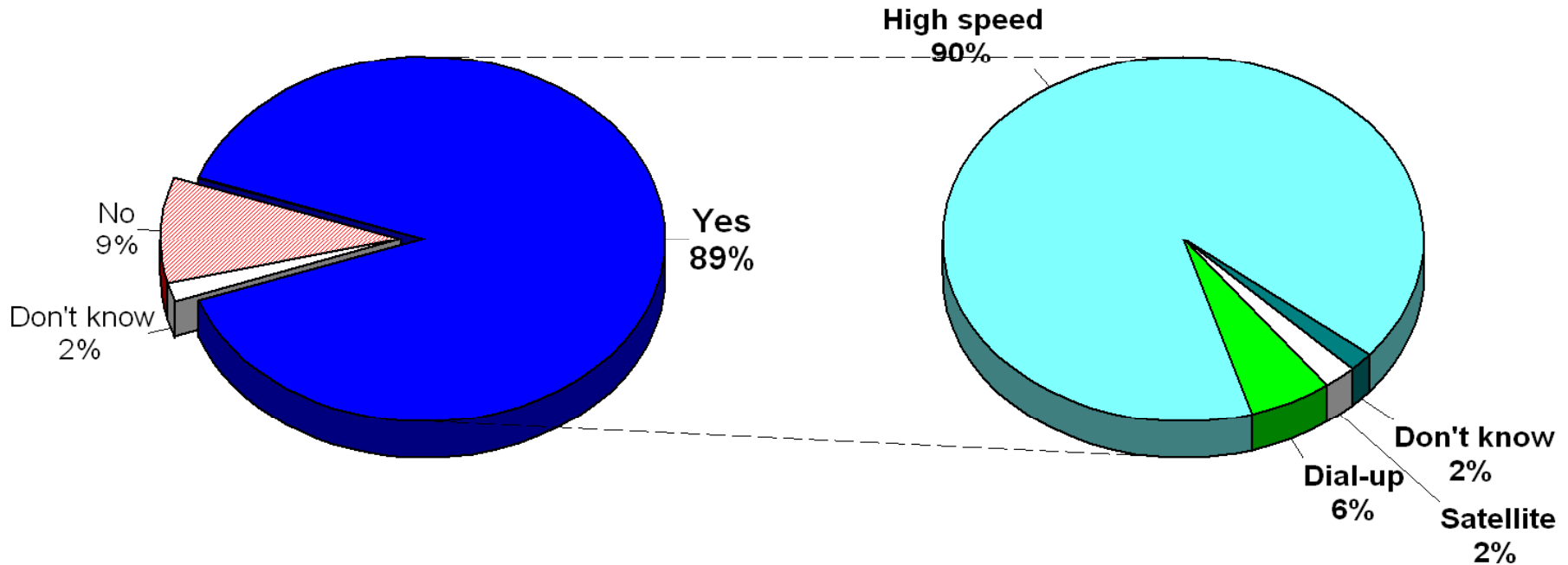


Source: ETC Institute (2009)

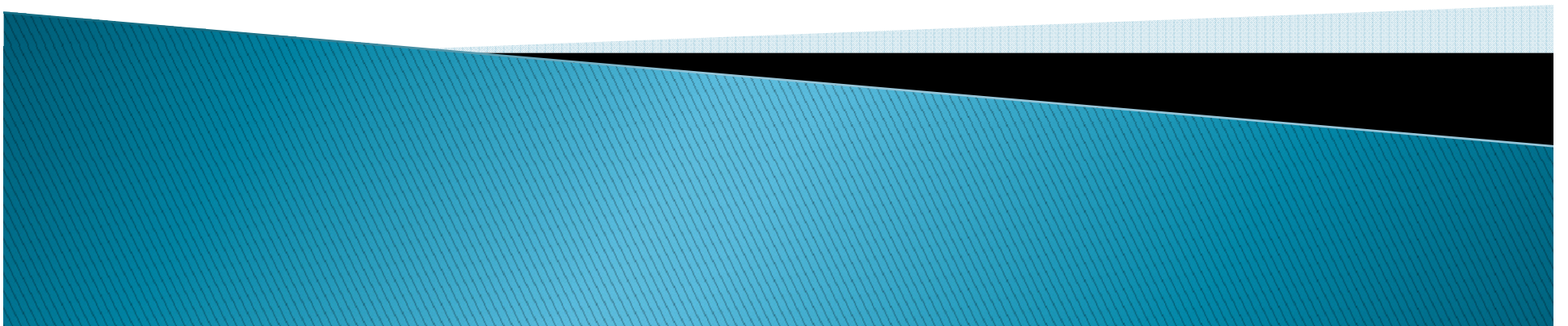
Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

Do You Have High Speed or Dial-up Access?

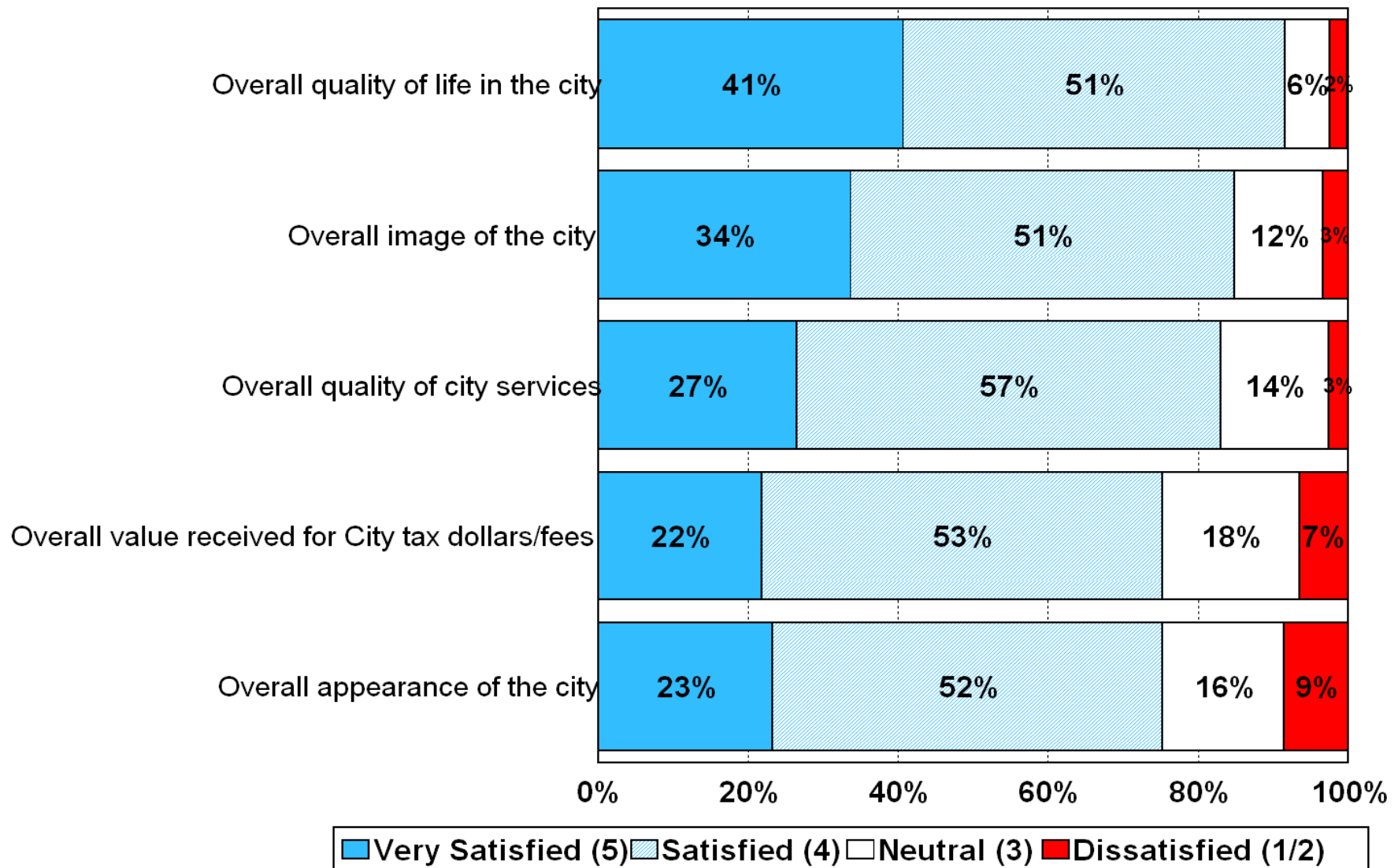


Perceptions of the Community



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

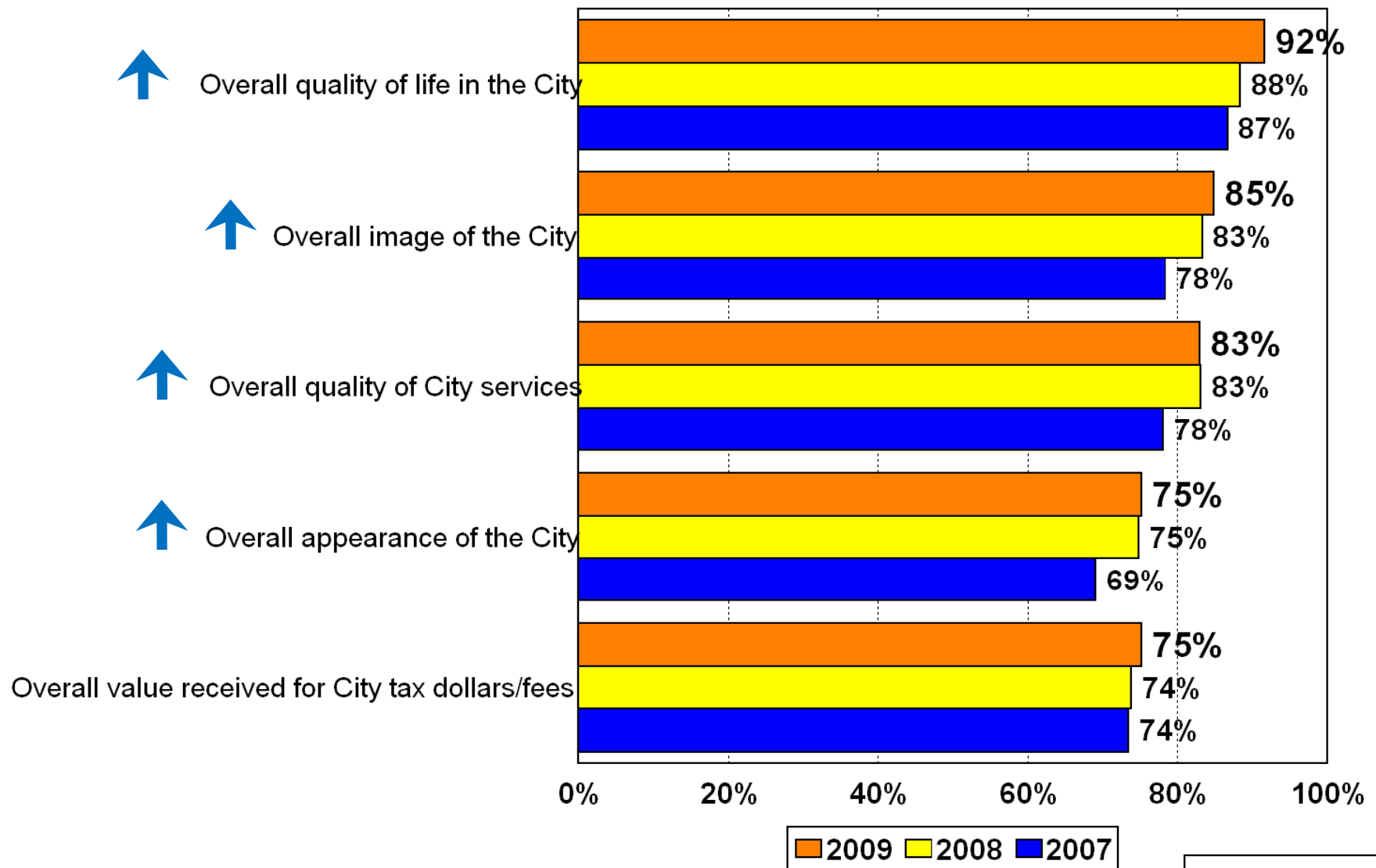
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2009)

TRENDS: Overall Perceptions of the City of Auburn (2007 thru 2009)

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

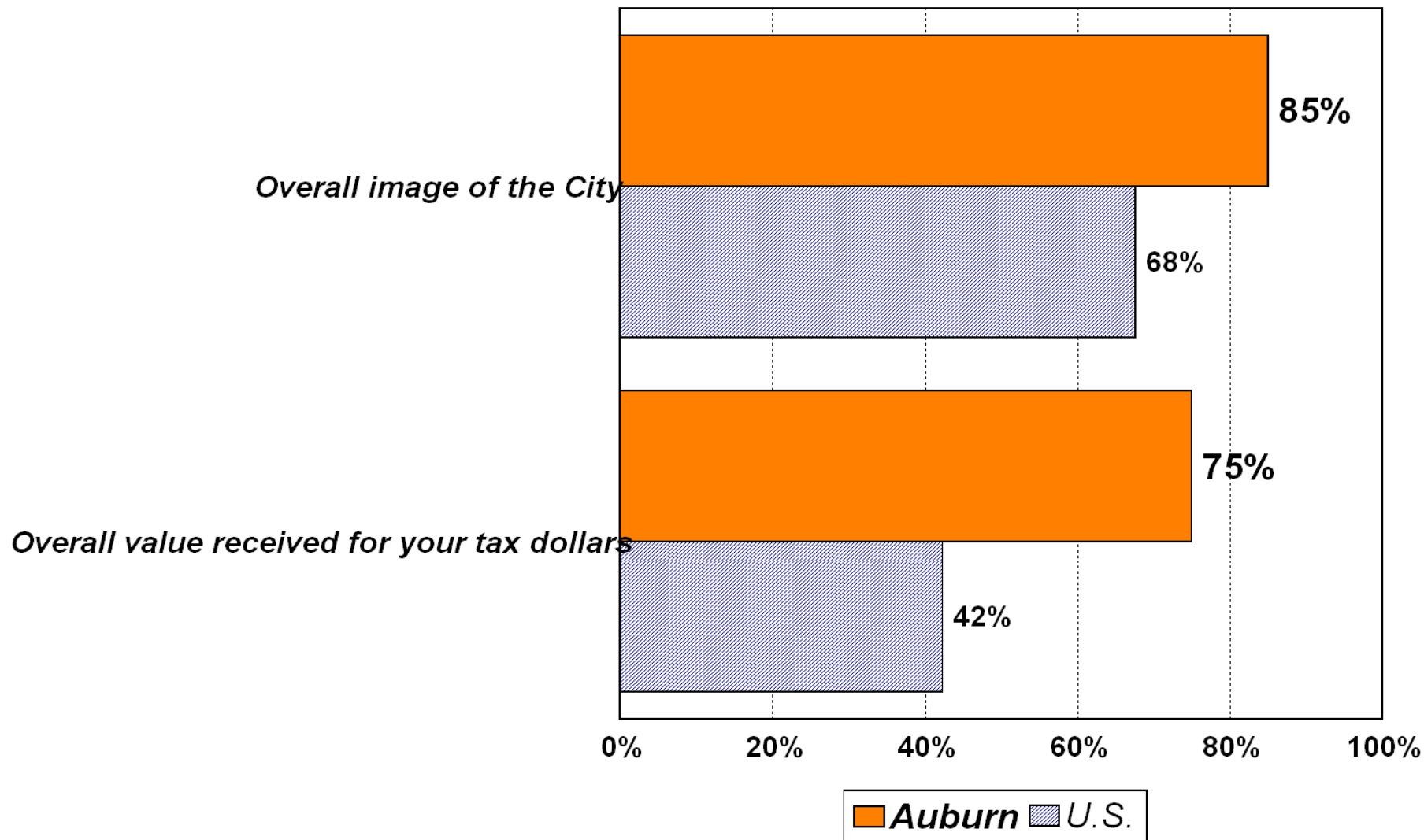


Source: ETC Institute (2009)

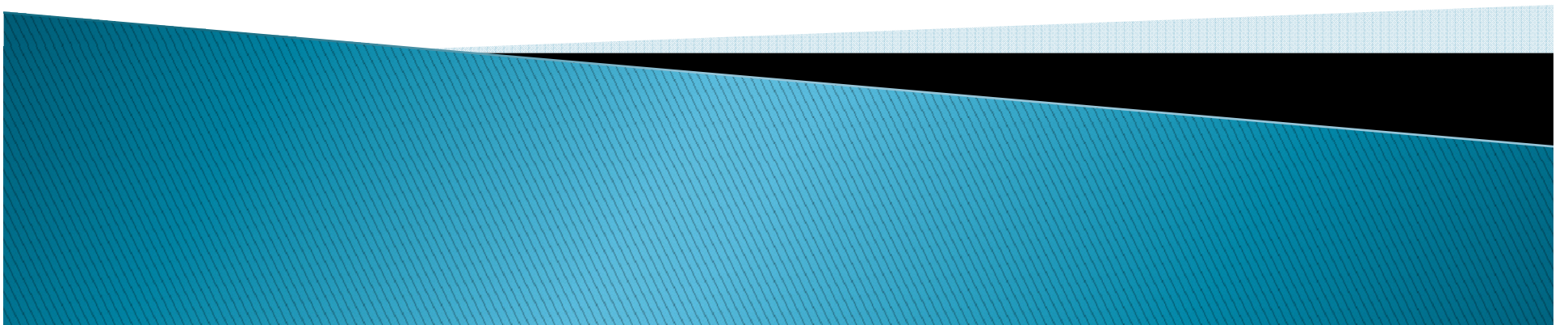
TRENDS

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" (excluding don't knows)

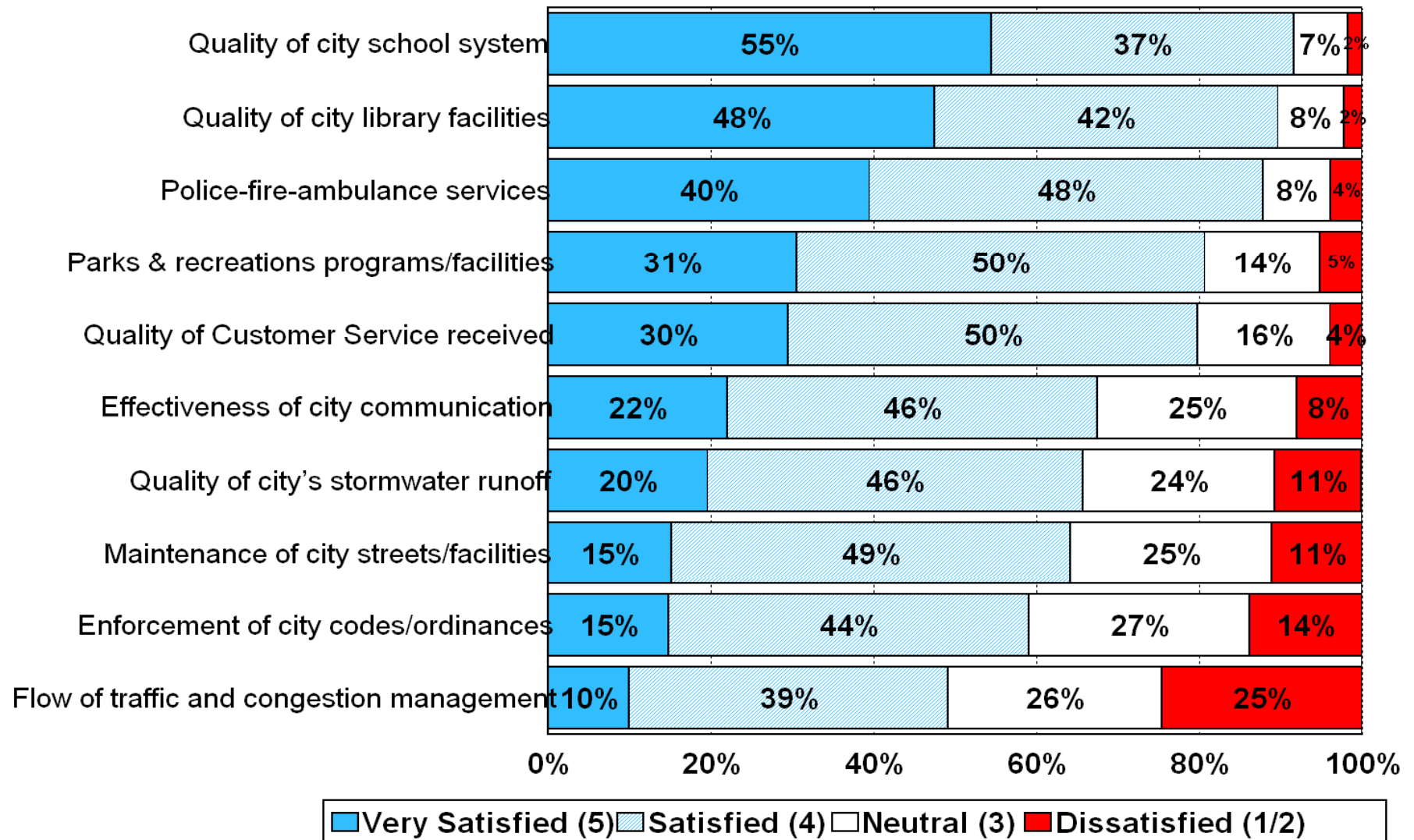


Overall Satisfaction with Major Categories of Service



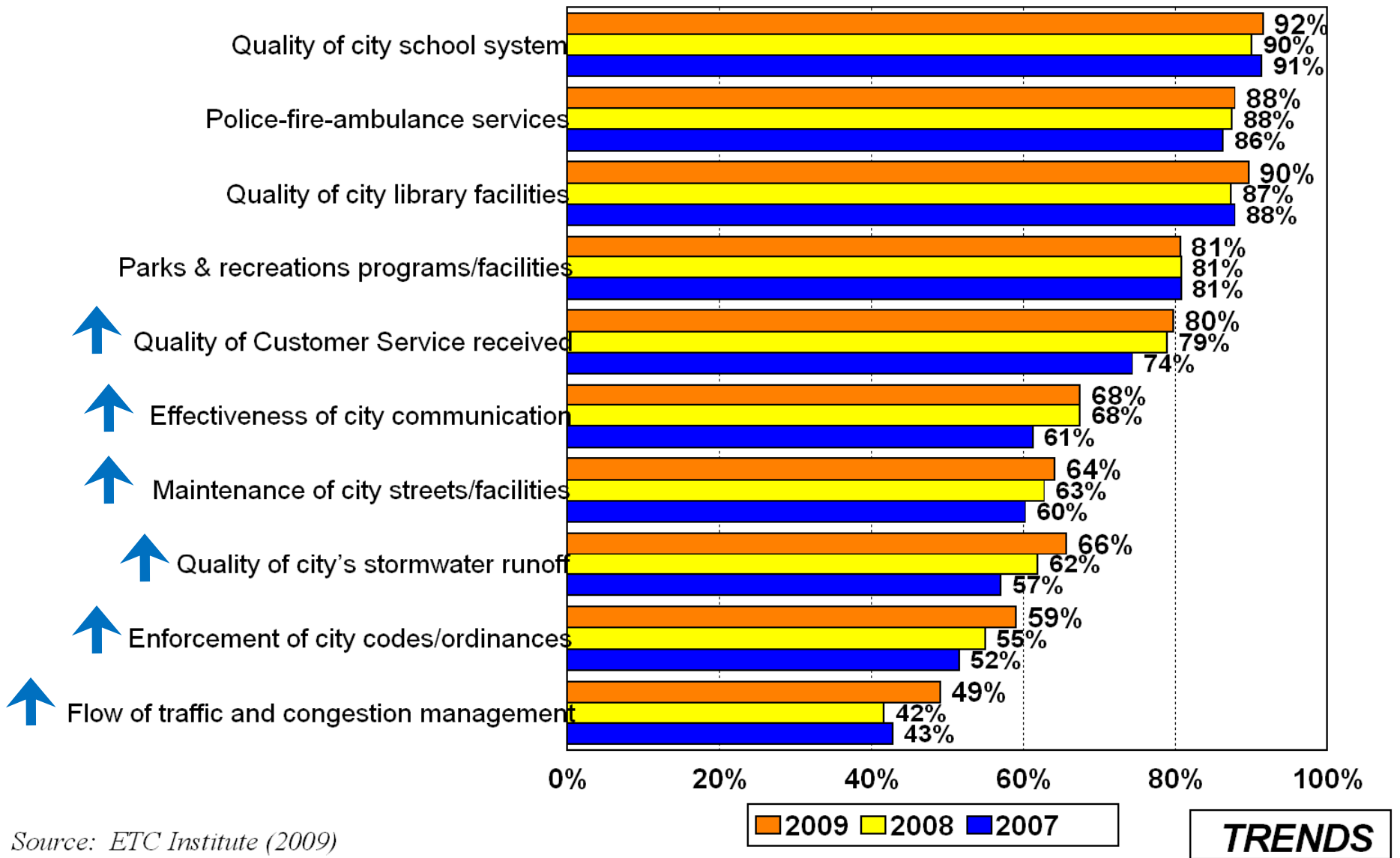
Overall Satisfaction With City Services by Major Category

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



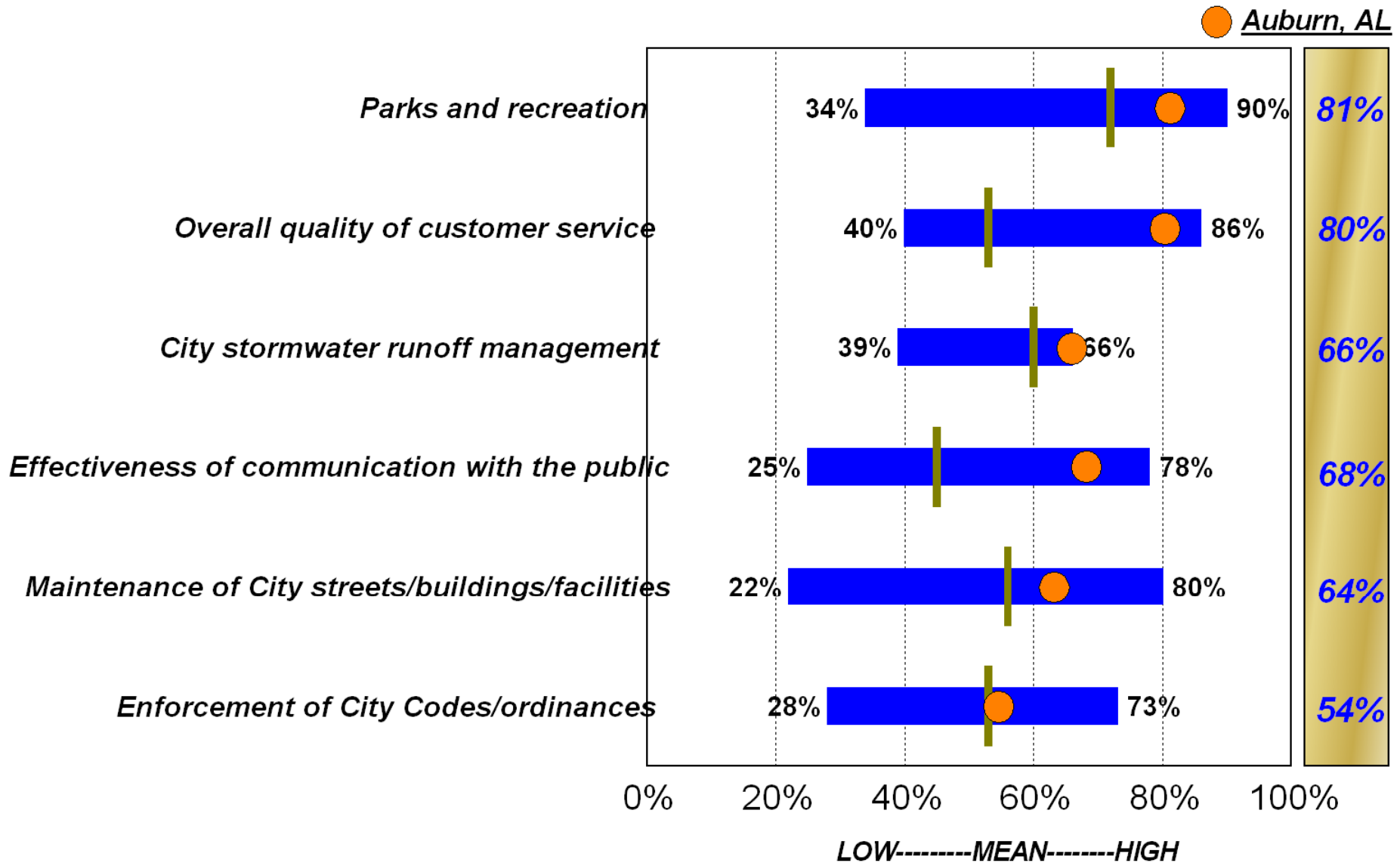
TRENDS: Overall Satisfaction With City Services by Major Category (2007 thru 2009)

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



Overall Satisfaction with Various City Services by Major Category - 2009

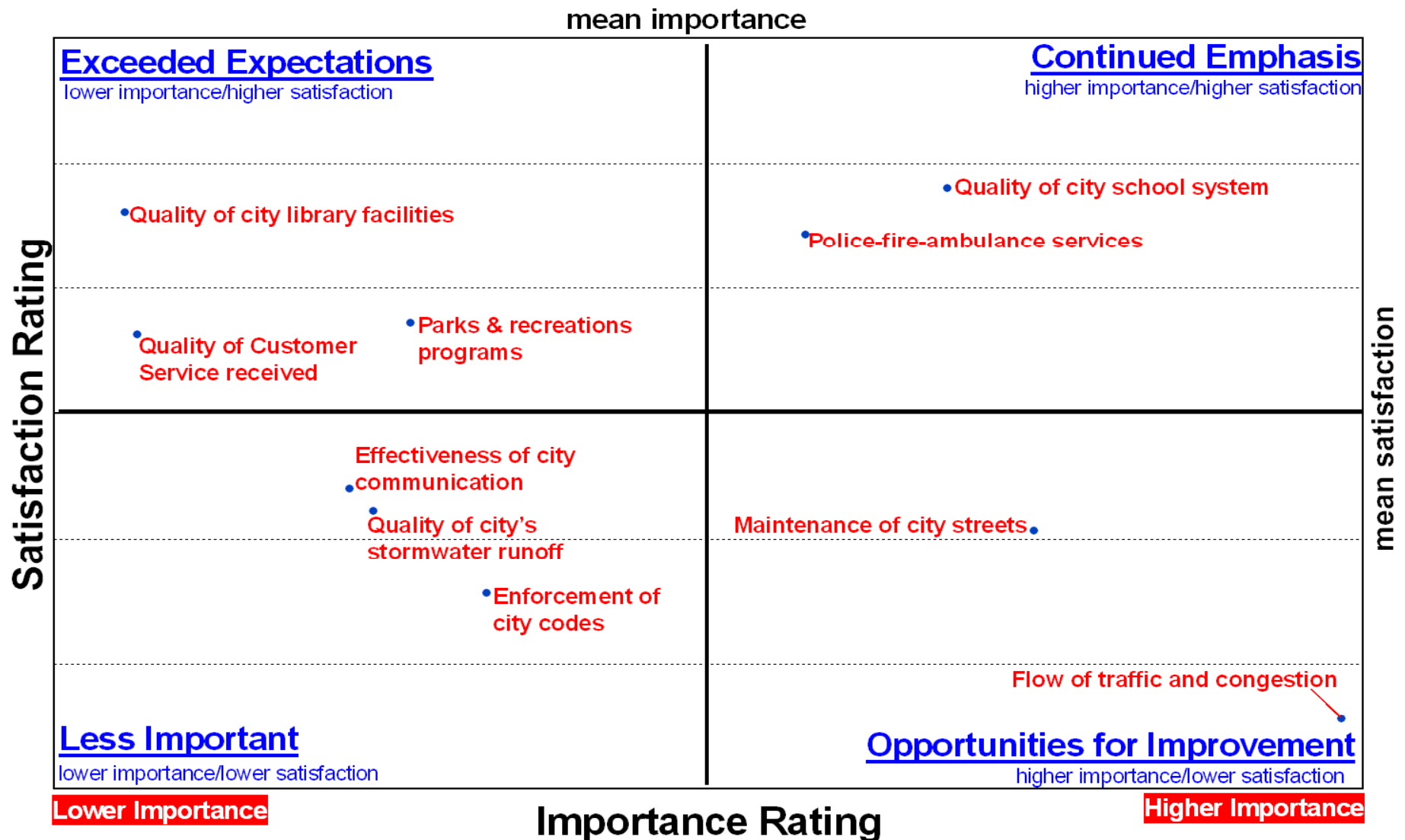
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



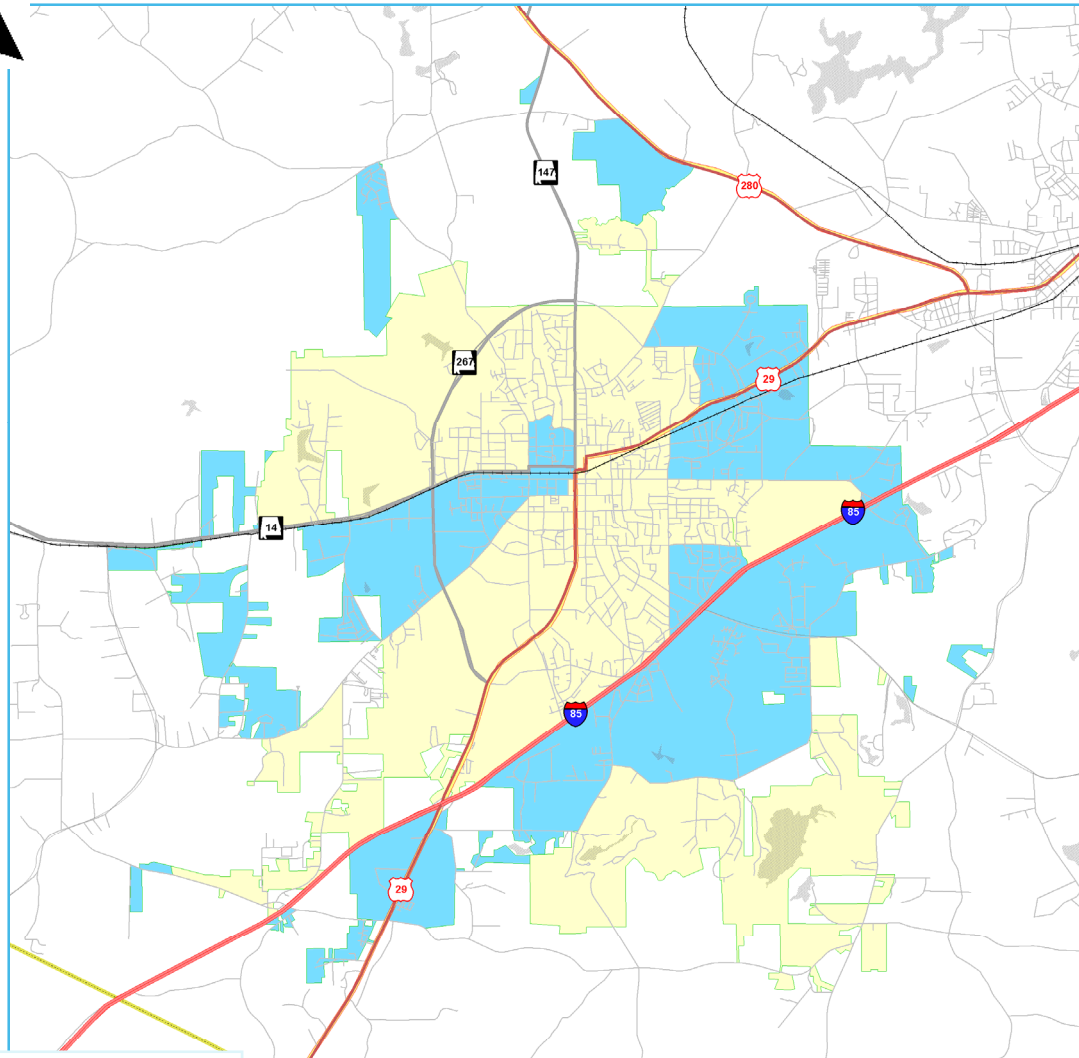
2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Overall-

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









Satisfaction with the Enforcement of Codes and Ordinances - 2007



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, Alabama **2007 *DirectionFinder*® Survey**

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

*Clipped to City limits and combined per respondent distribution

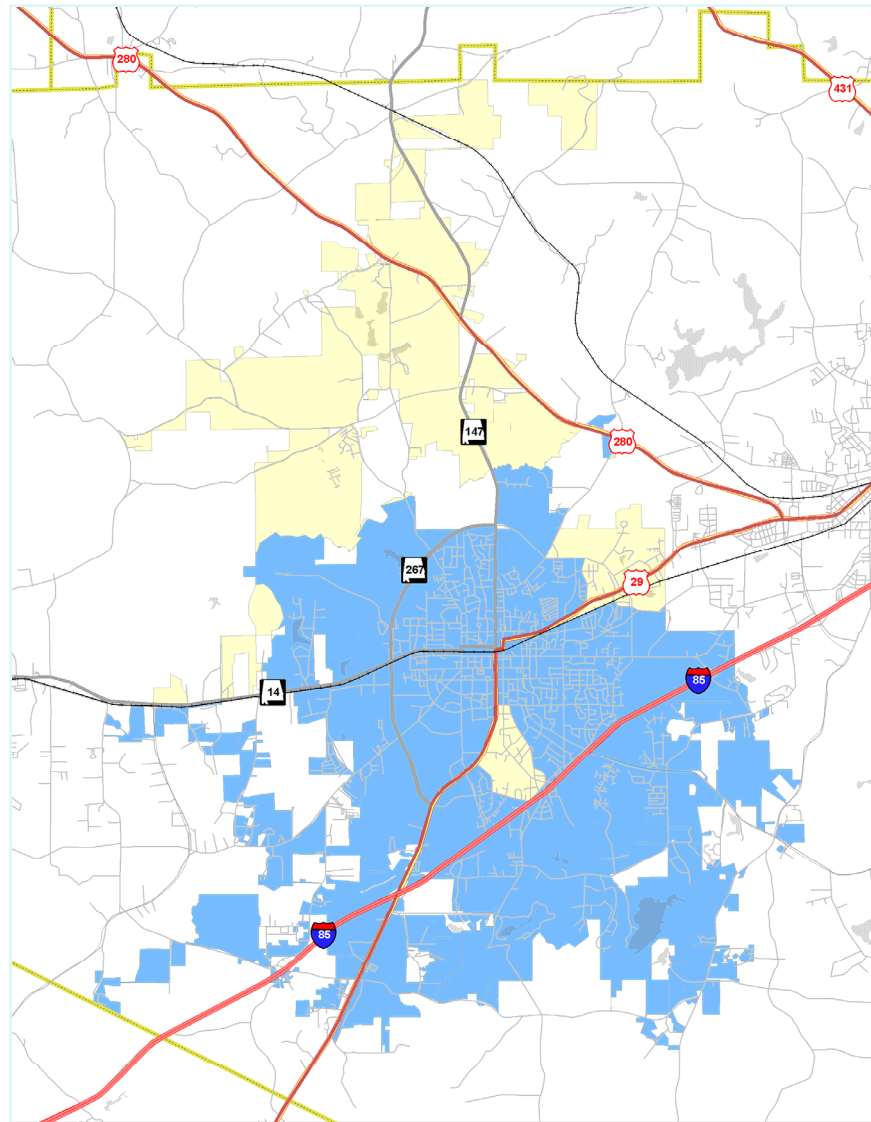
Satisfaction with the Enforcement of Codes and Ordinances - 2009

LEGEND

Mean rating on a 5-point scale, where:

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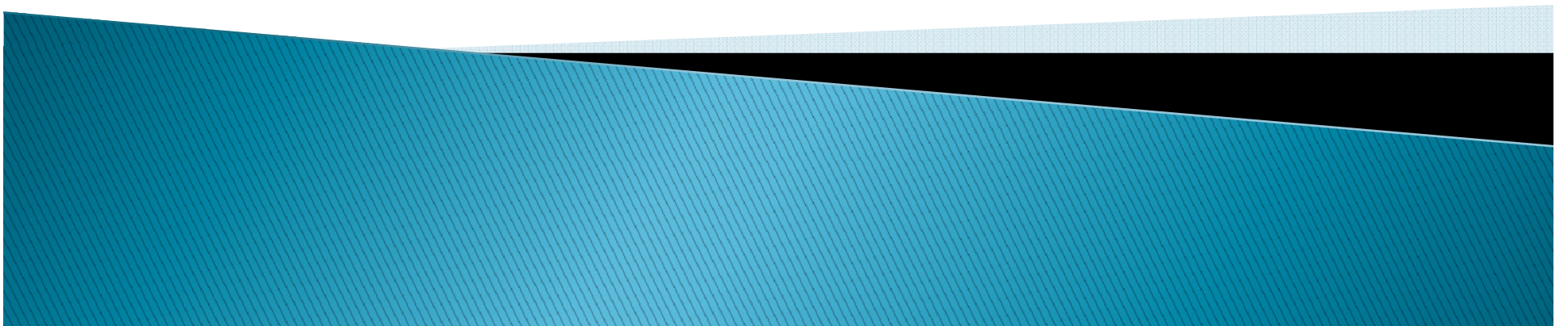


City of Auburn Citizen Survey for 2009

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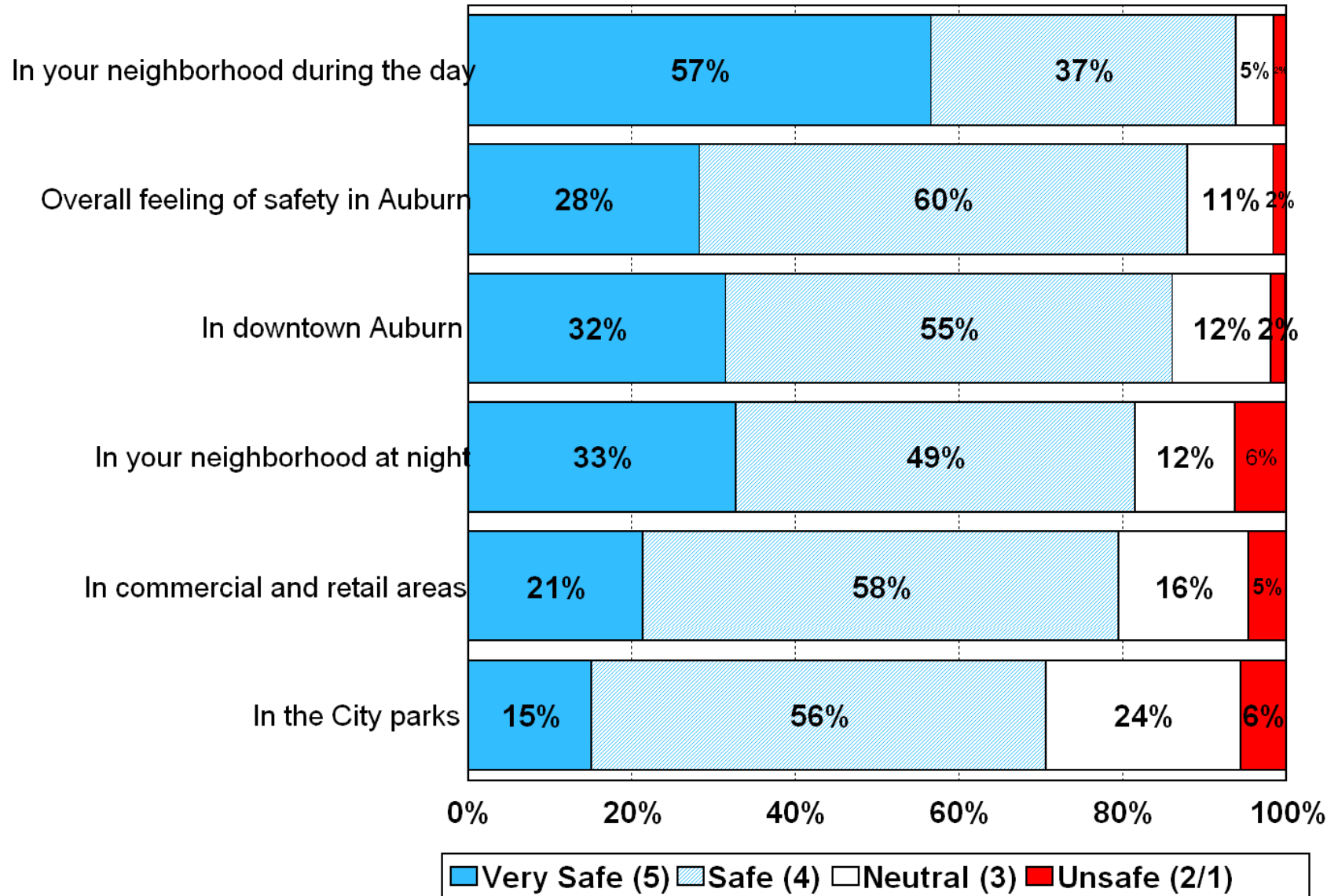
** Selected CBGs were merged as needed based on respondent distribution*

Public Safety



Feelings of Safety in Auburn

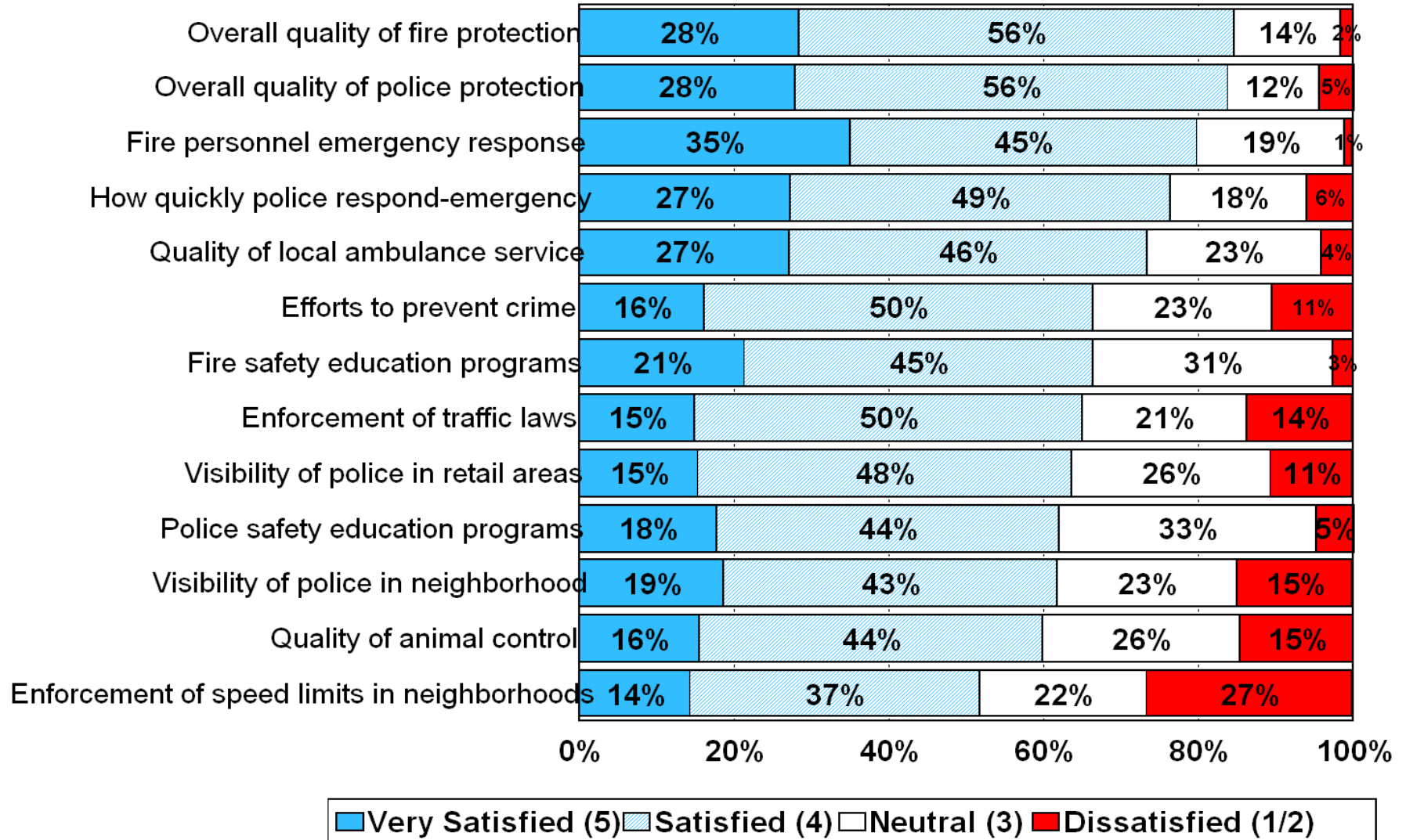
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2009)

Satisfaction with Various Aspects of Public Safety

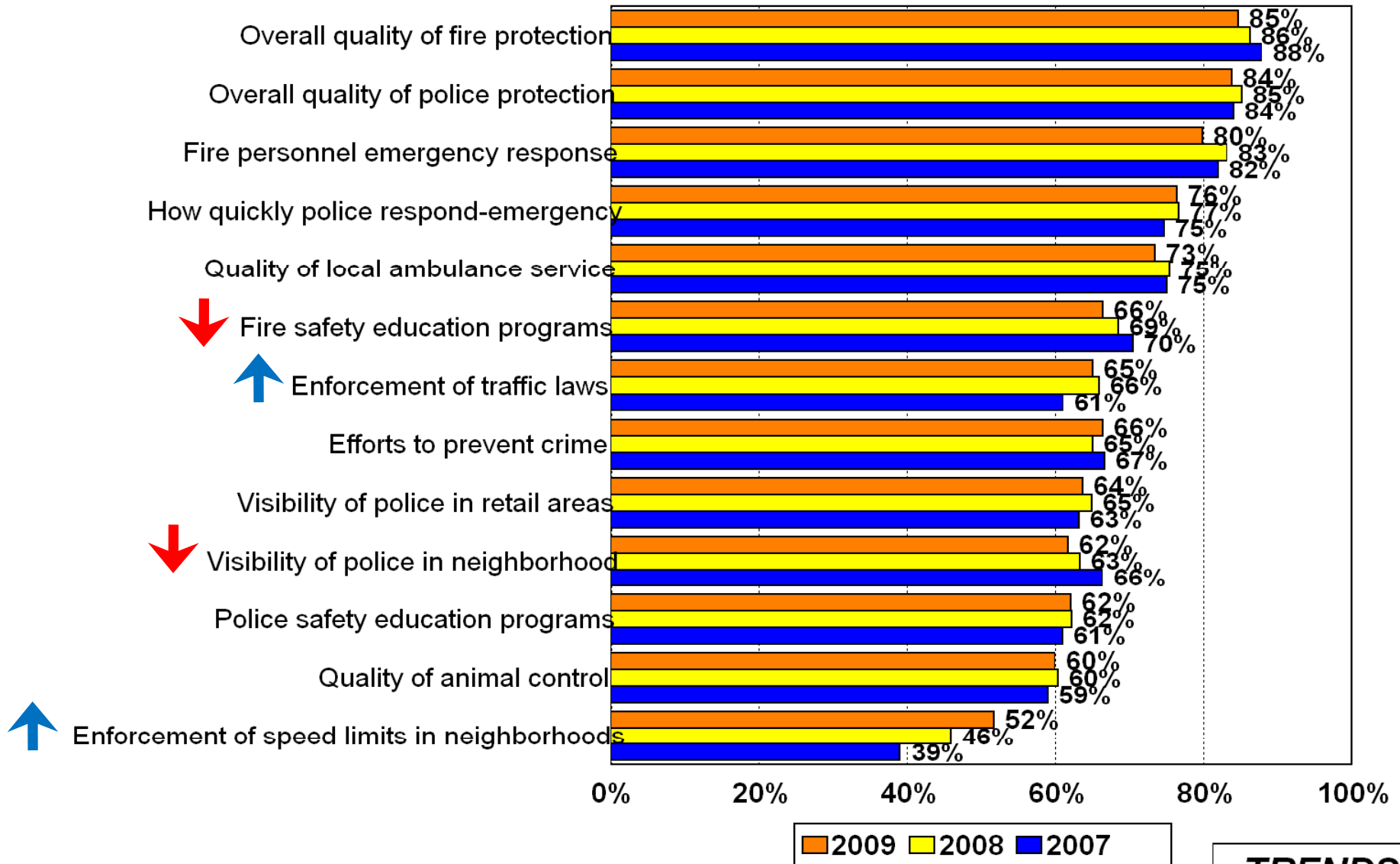
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2009)

TRENDS: Overall Satisfaction with Public Safety Services (2007 thru 2009)

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

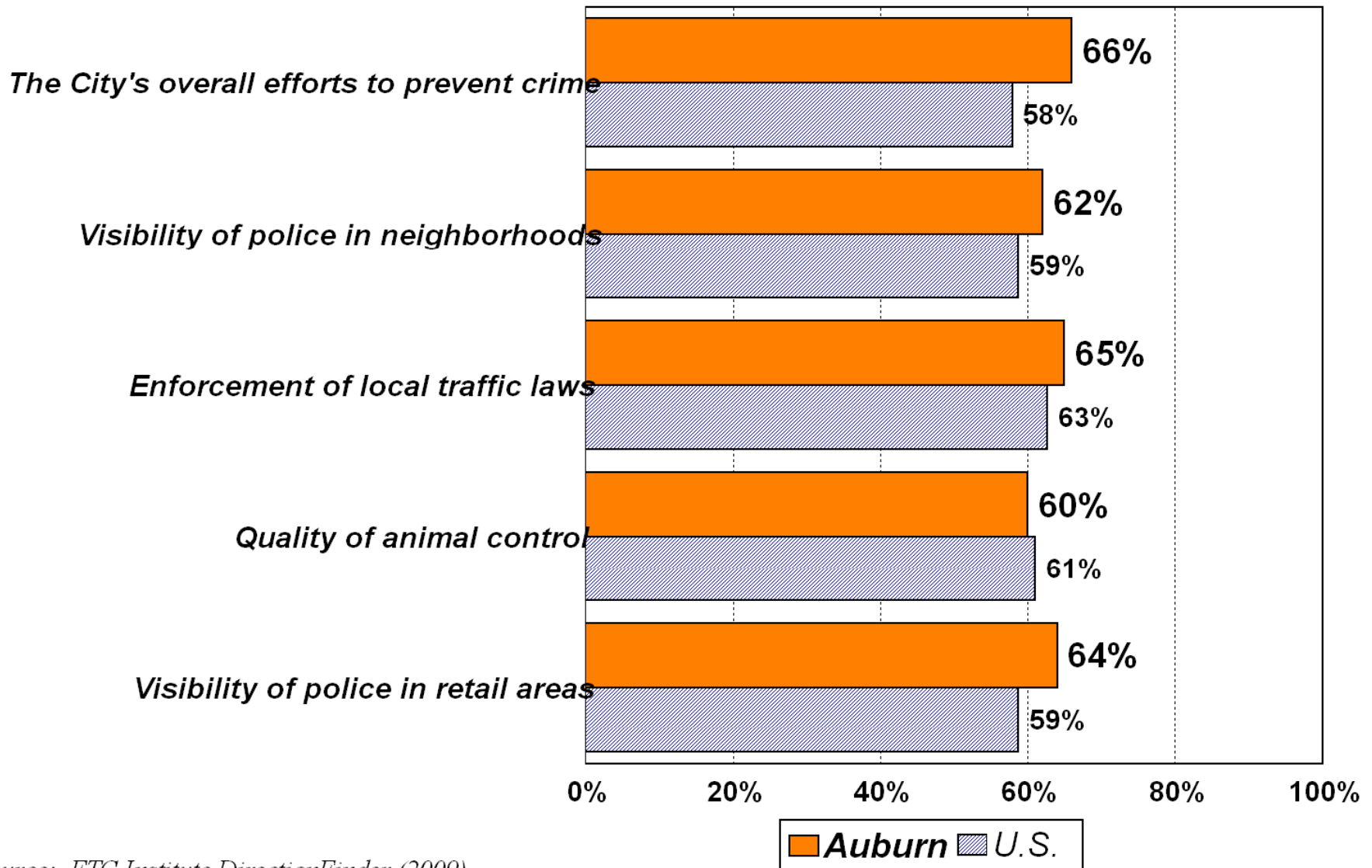


Source: ETC Institute (2009)

TRENDS

Overall Satisfaction with Public Safety Services 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" (excluding don't knows)

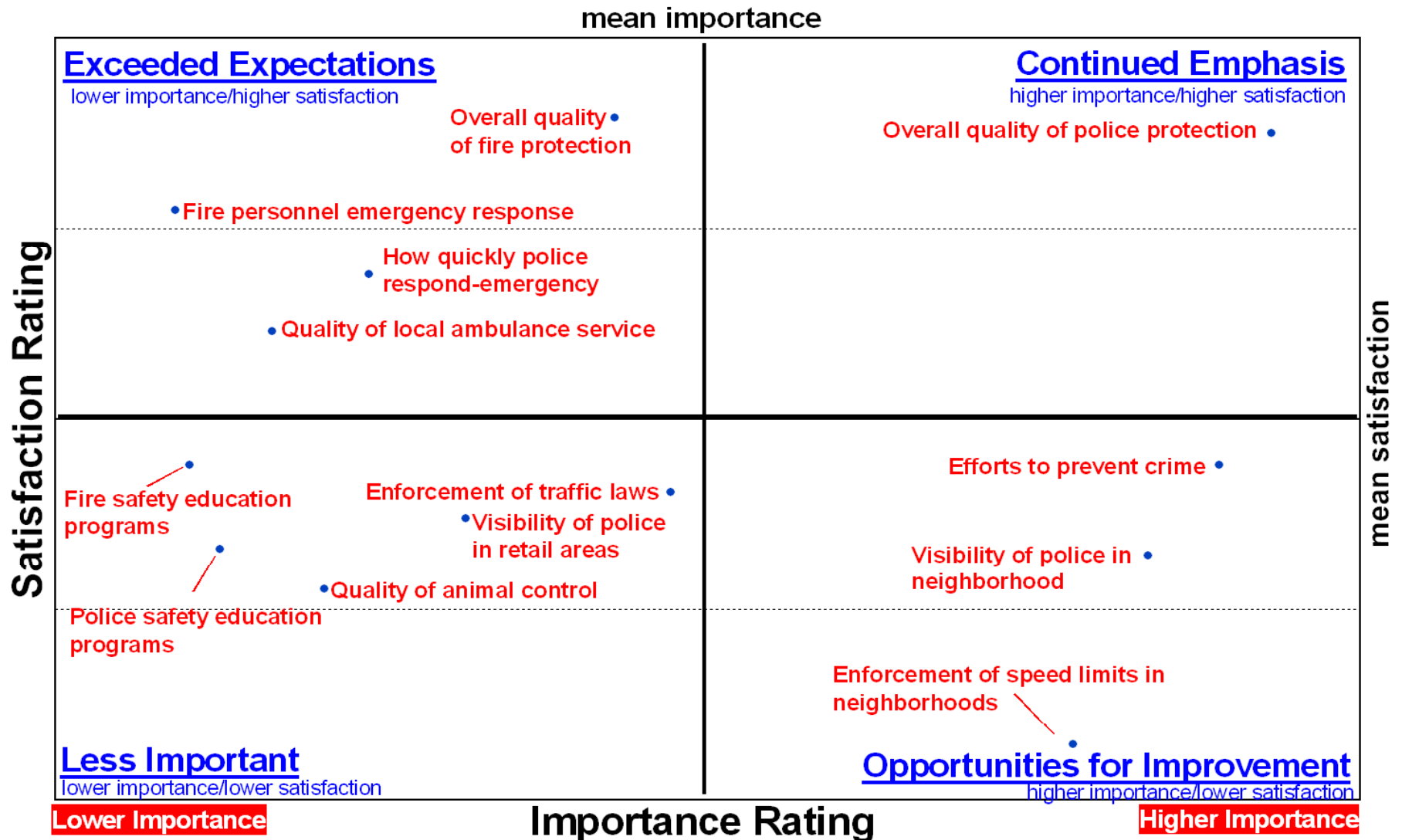


Source: ETC Institute DirectionFinder (2009)

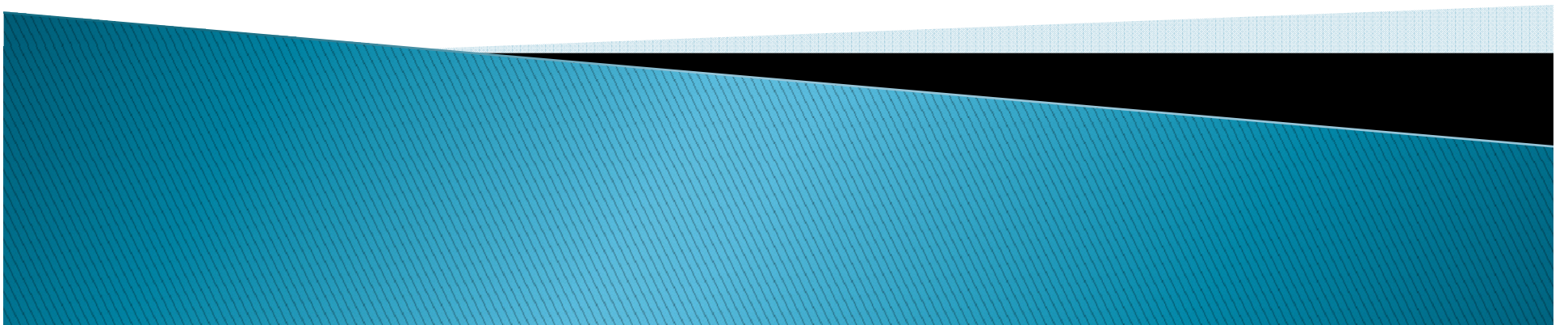
2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

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

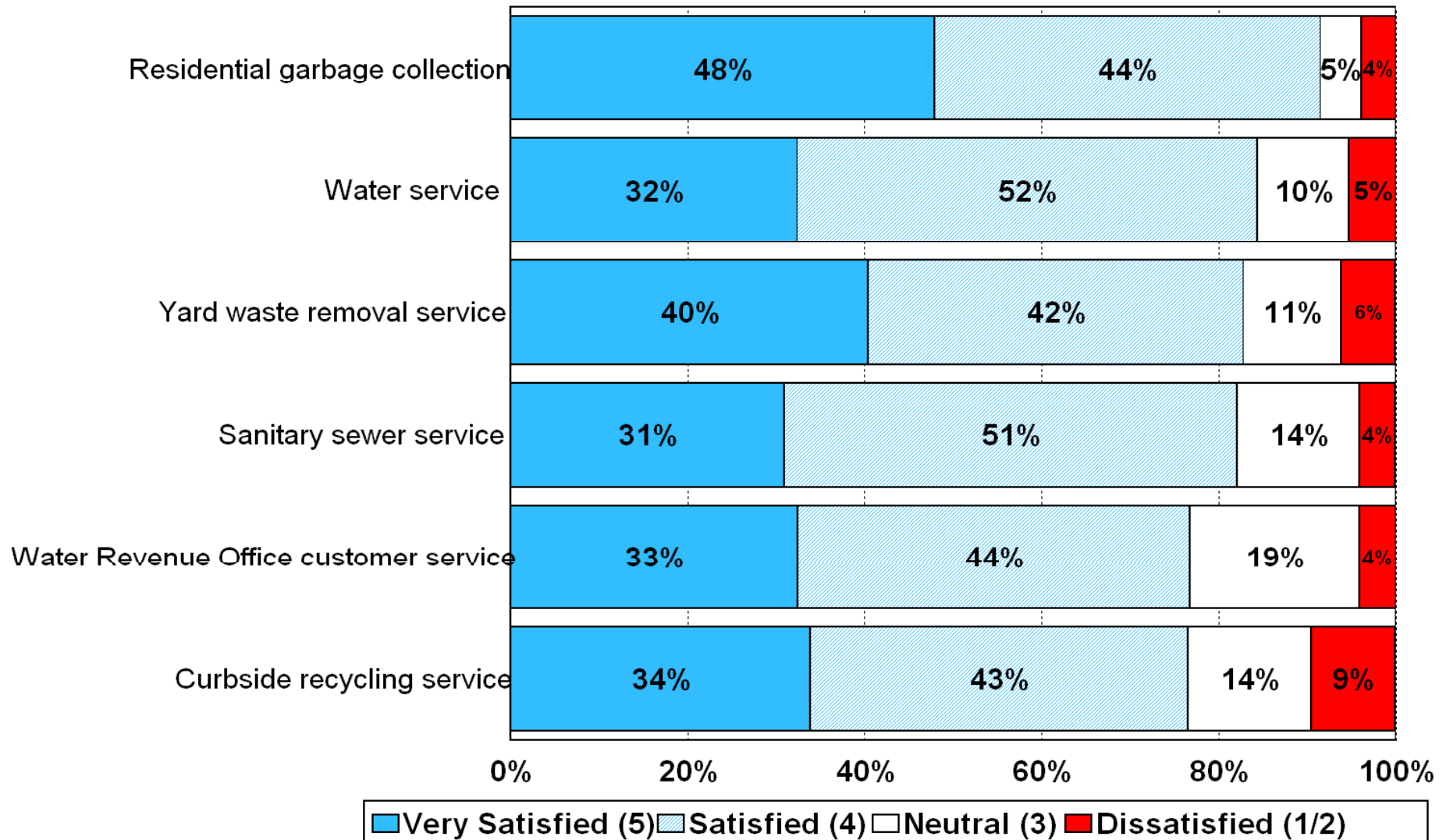


Utility Services



Satisfaction with Various Aspects of Utility/Environmental Services

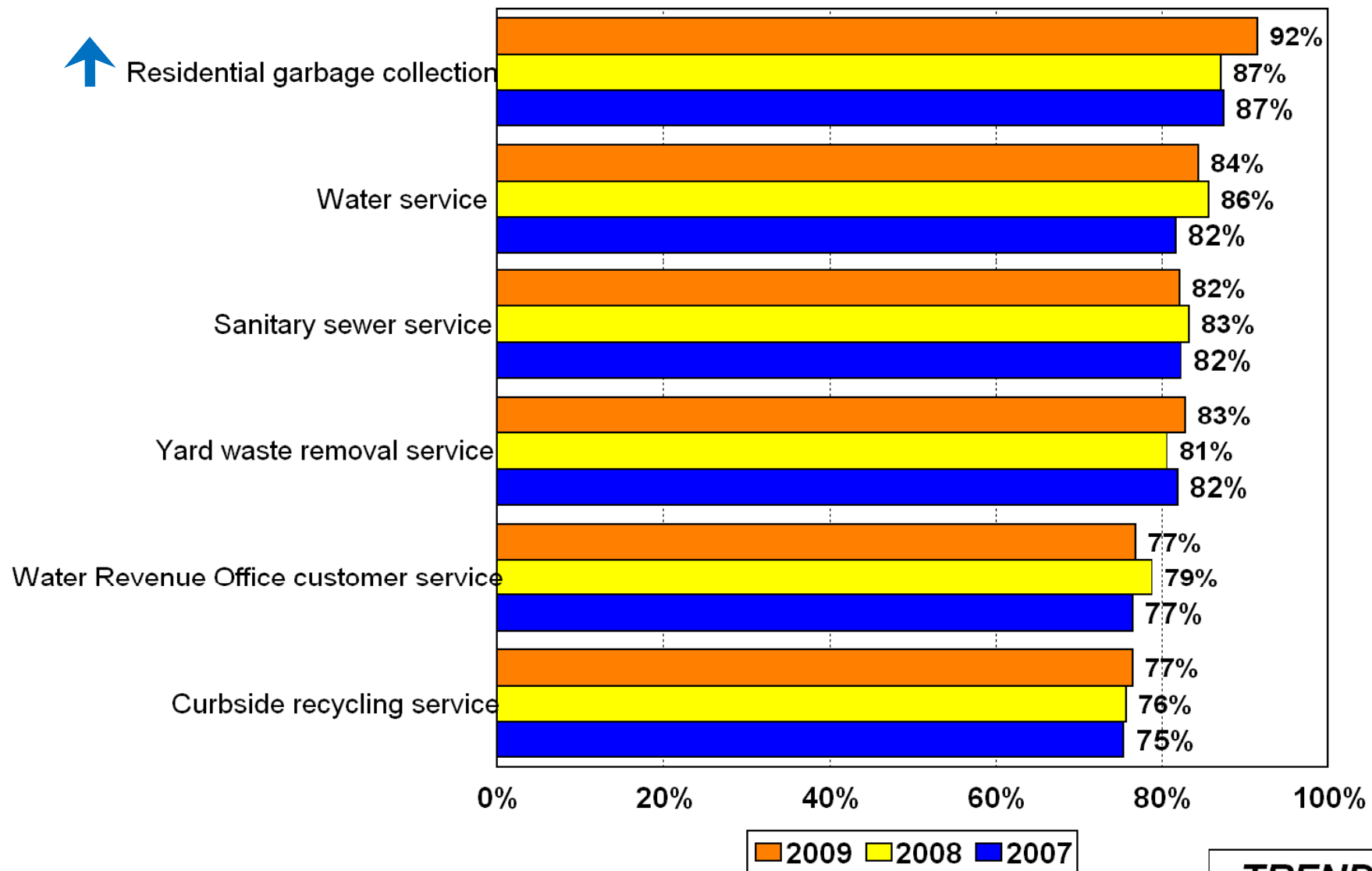
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2009)

TRENDS: Overall Satisfaction with Utility/Environmental Services (2007 thru 2009)

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



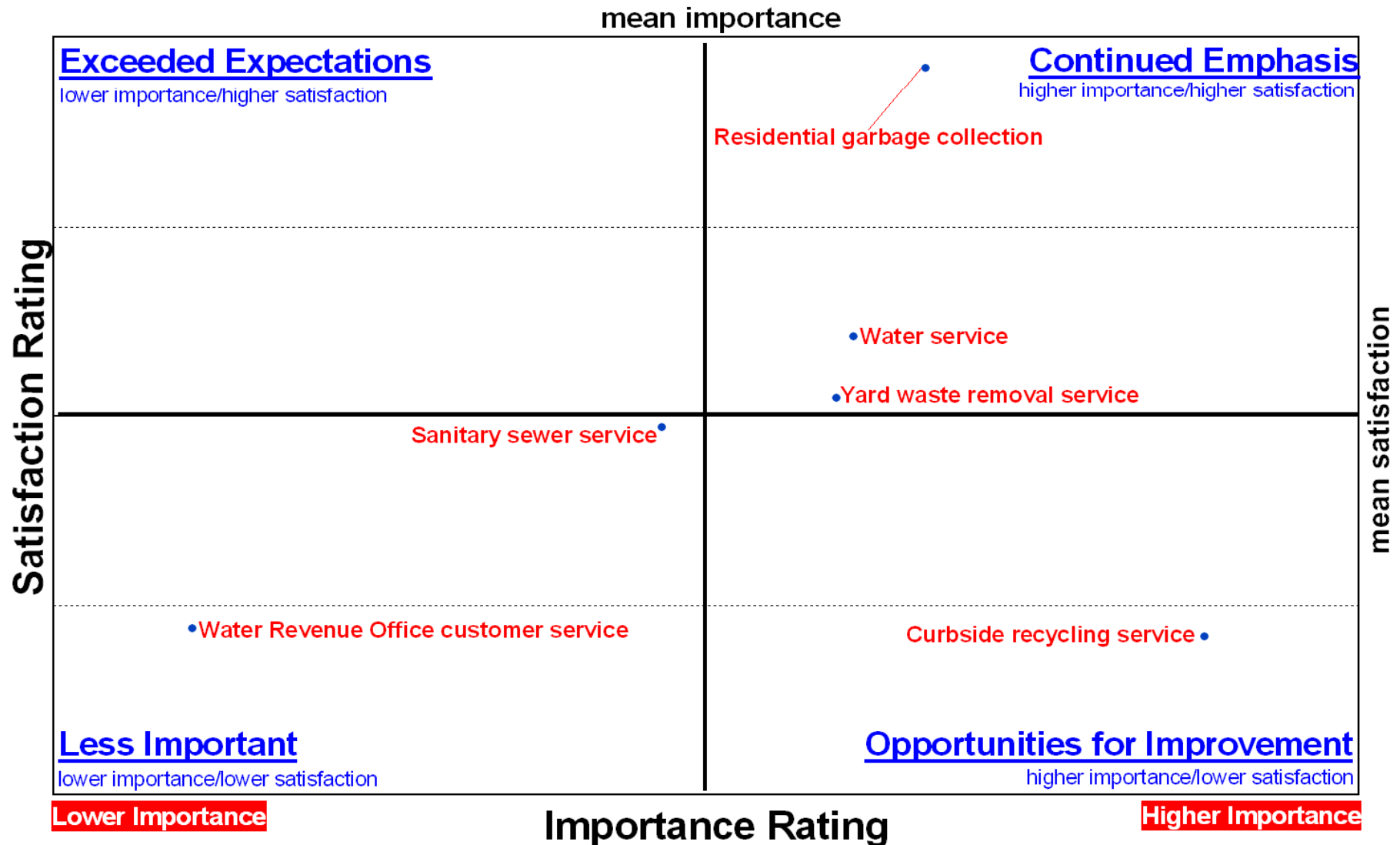
Source: ETC Institute (2009)

TRENDS

2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

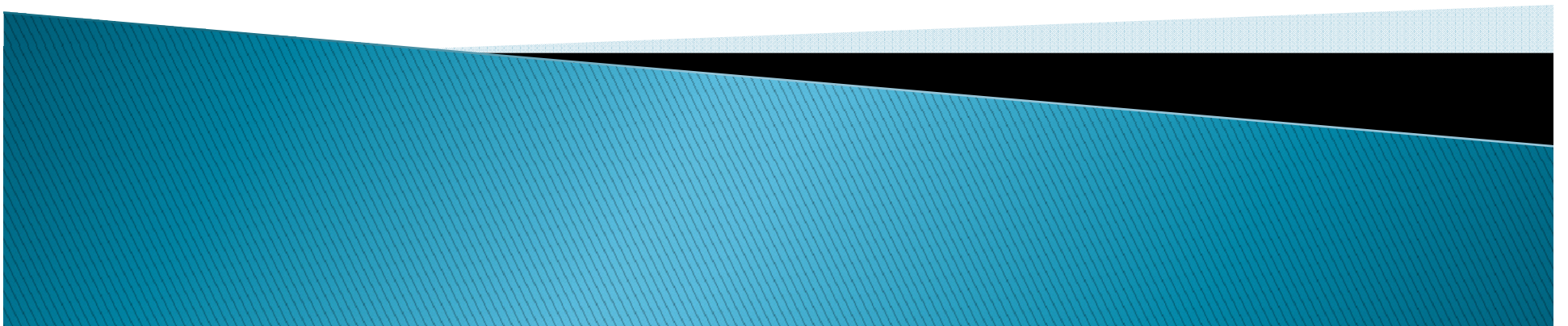
-Environmental/Utility Services-

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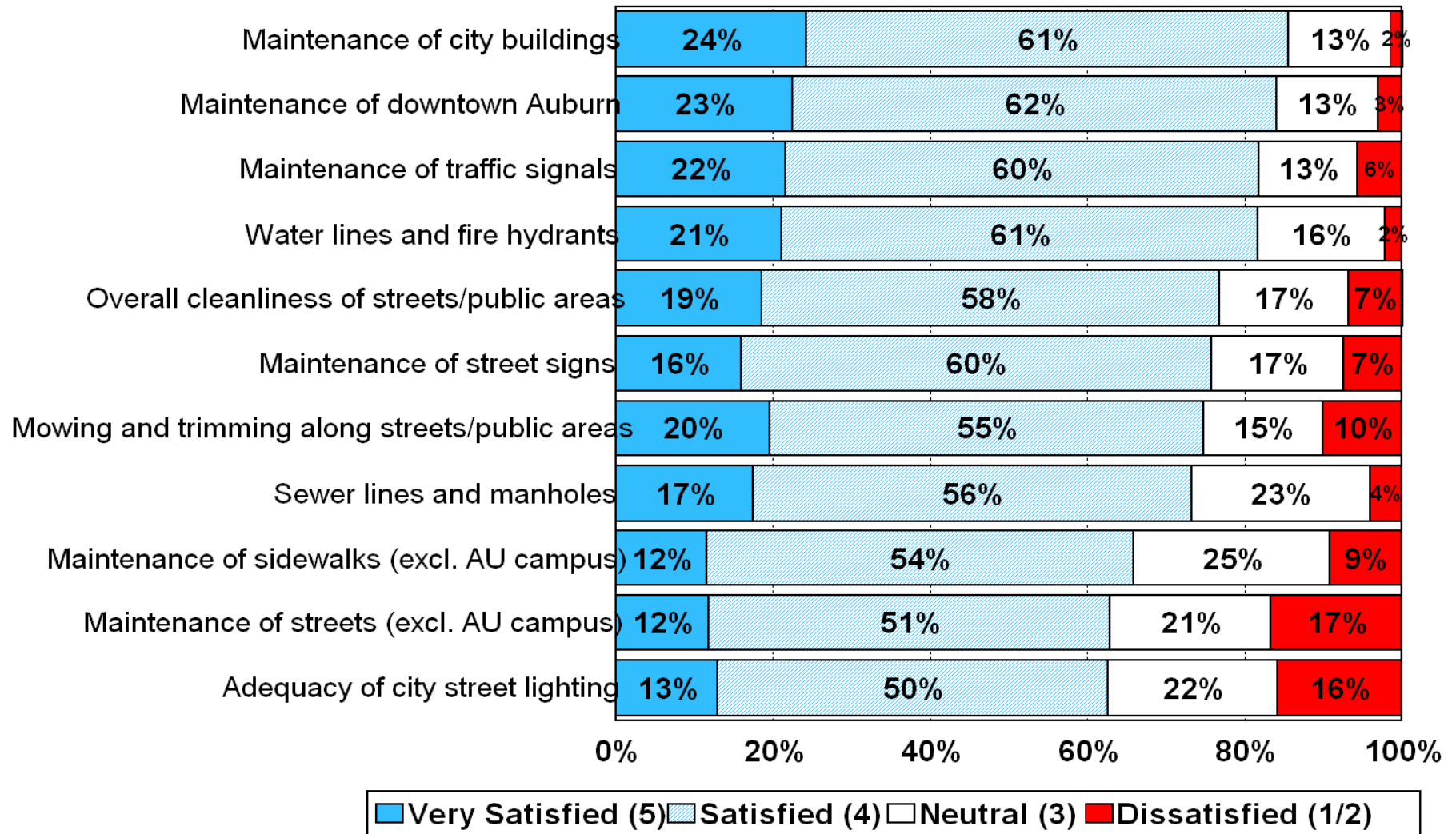
Source: ETC Institute (2009)

Maintenance



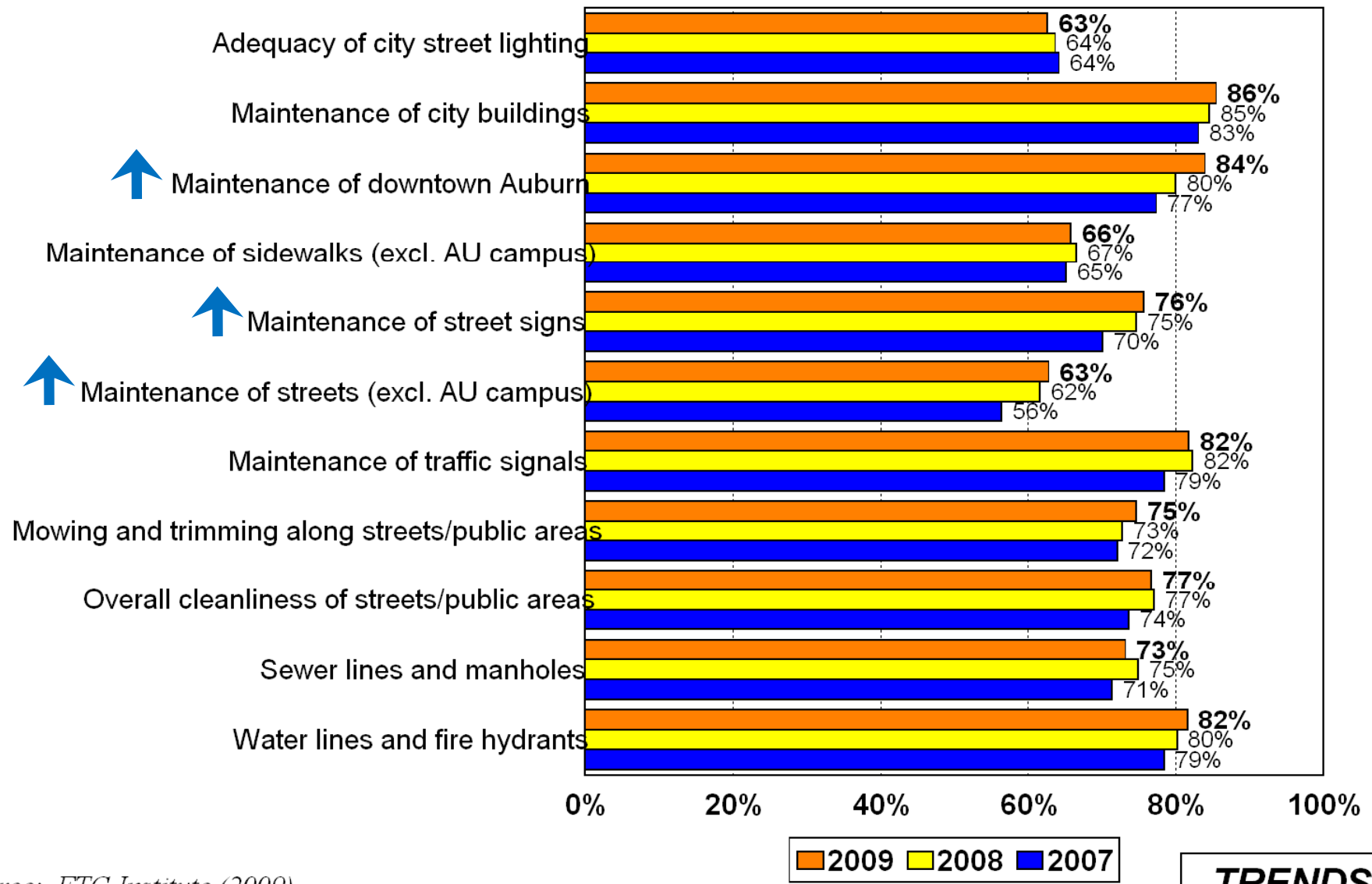
Satisfaction with Various Aspects of City Maintenance

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



TRENDS: Overall Satisfaction with City Maintenance (2007 thru 2009)

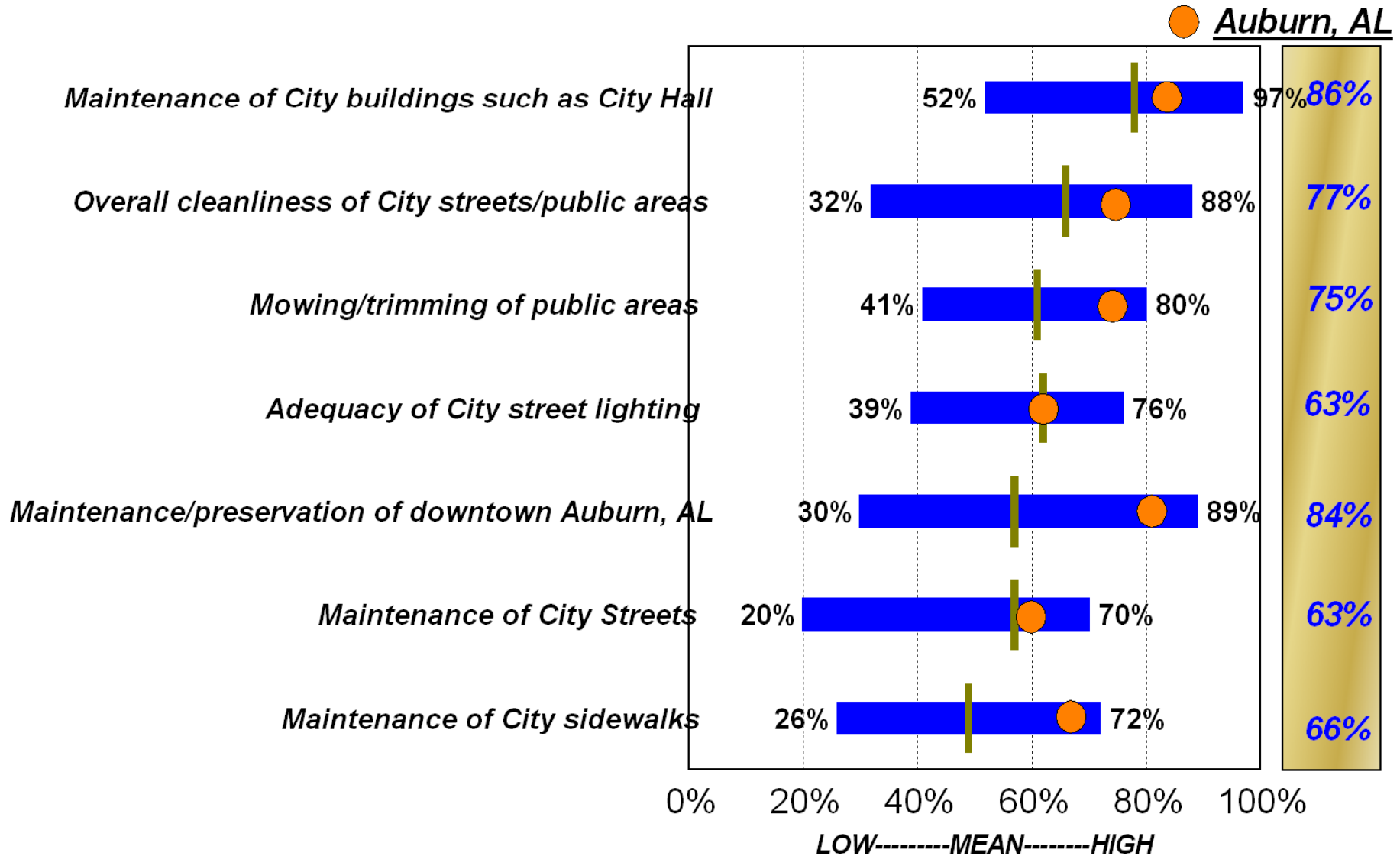
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Satisfaction with Maintenance Services Provided by Cities - 2009

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

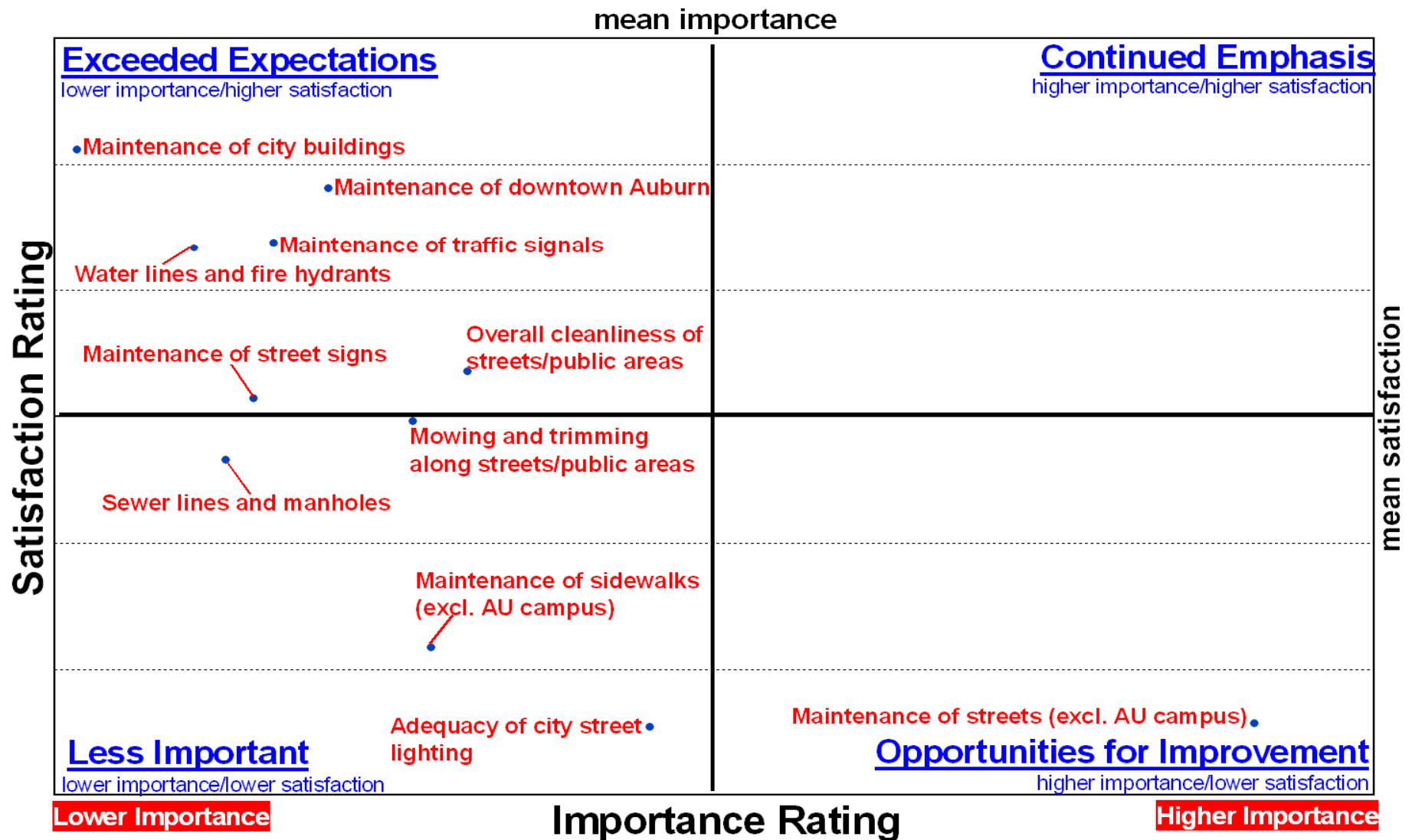


Source: ETC Institute DirectionFinder (2009)

2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

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





Satisfaction with Maintenance of Streets - 2007

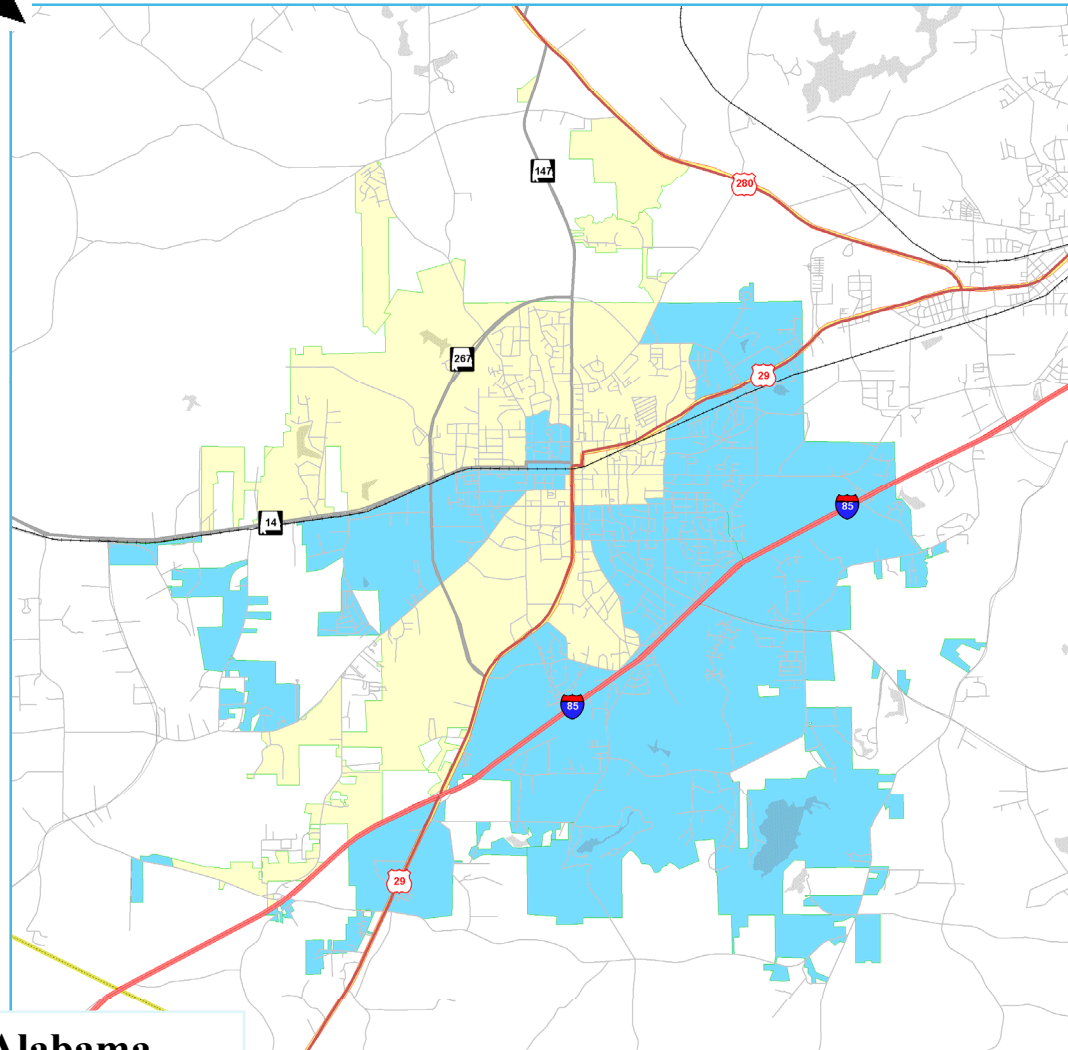


LEGEND

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City of Auburn, Alabama **2007 *DirectionFinder*® Survey**

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

*Clipped to City limits and combined per respondent distribution

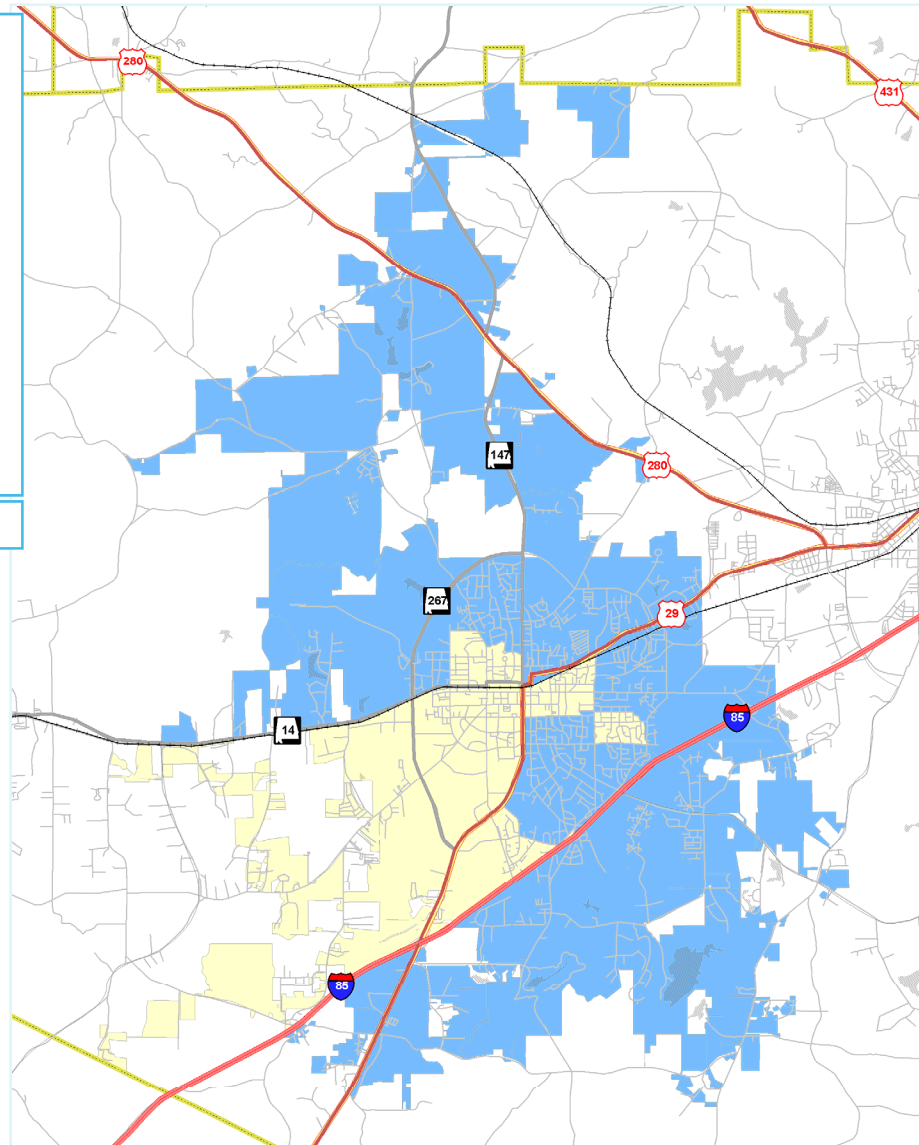
Satisfaction with Maintenance of Streets - 2009

LEGEND

Mean rating
on a 5-point scale,
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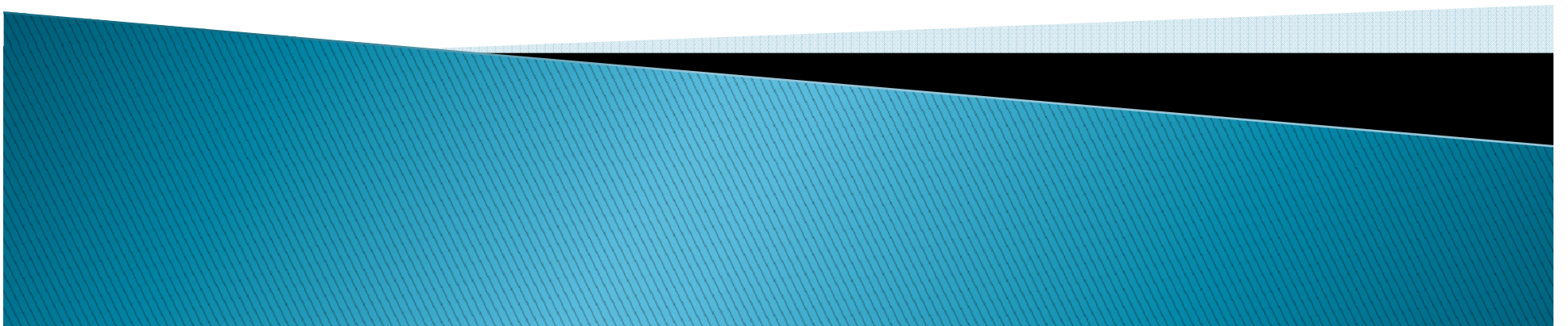


City of Auburn Citizen Survey for 2009

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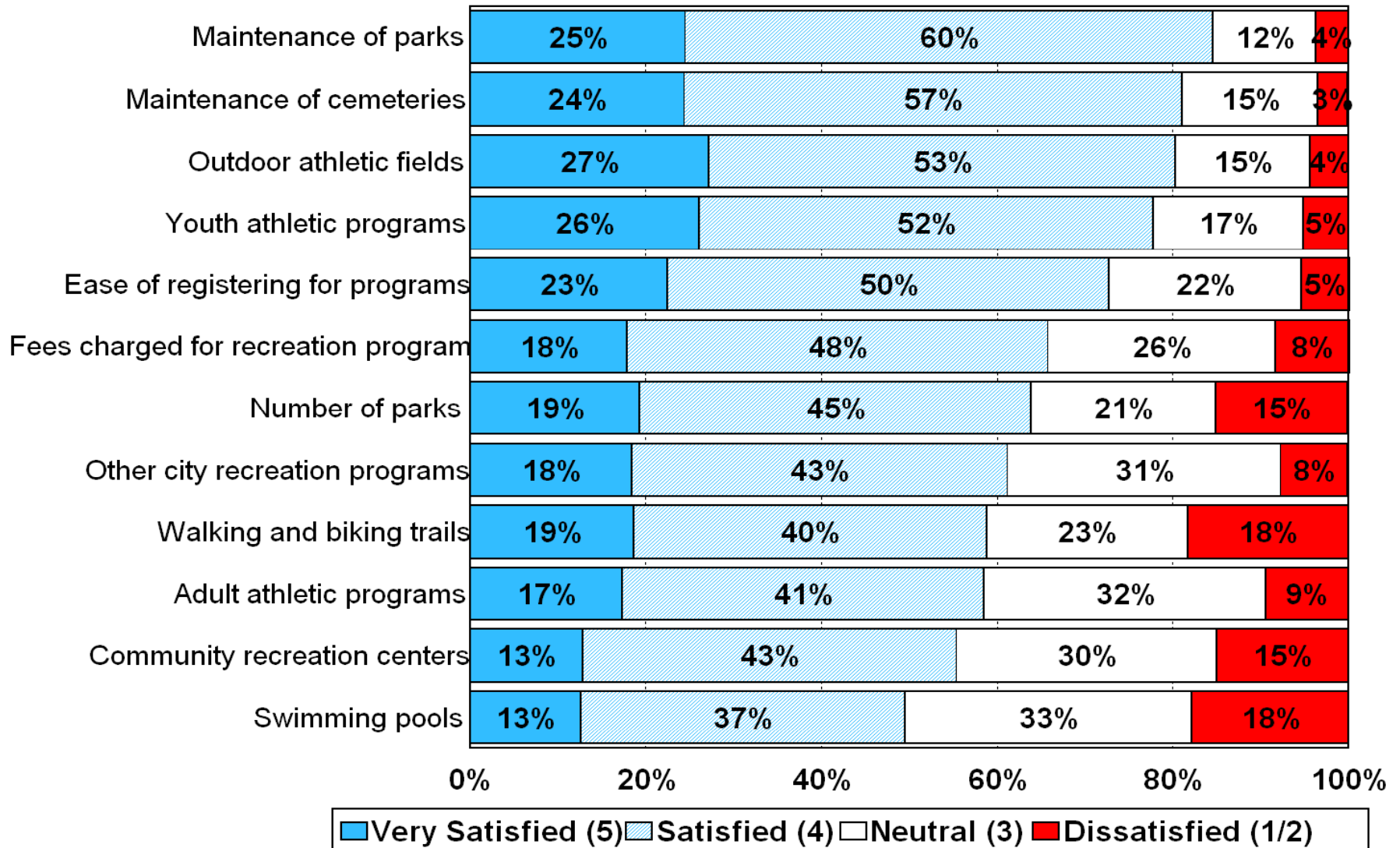
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Parks and Recreation



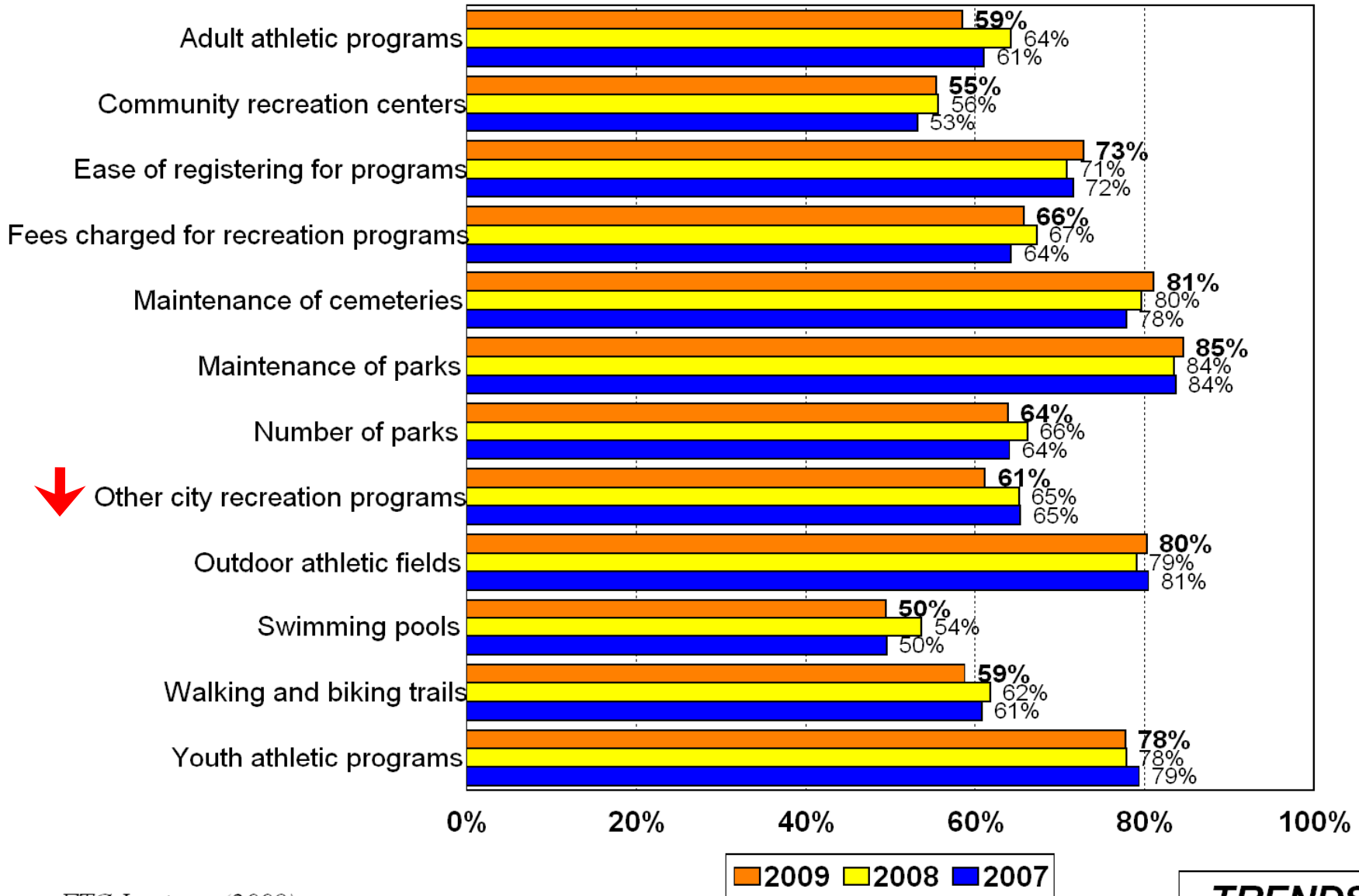
Satisfaction with Various Aspects of Parks and Recreation

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



TRENDS: Overall Satisfaction with Parks and Recreation (2007 thru 2009)

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

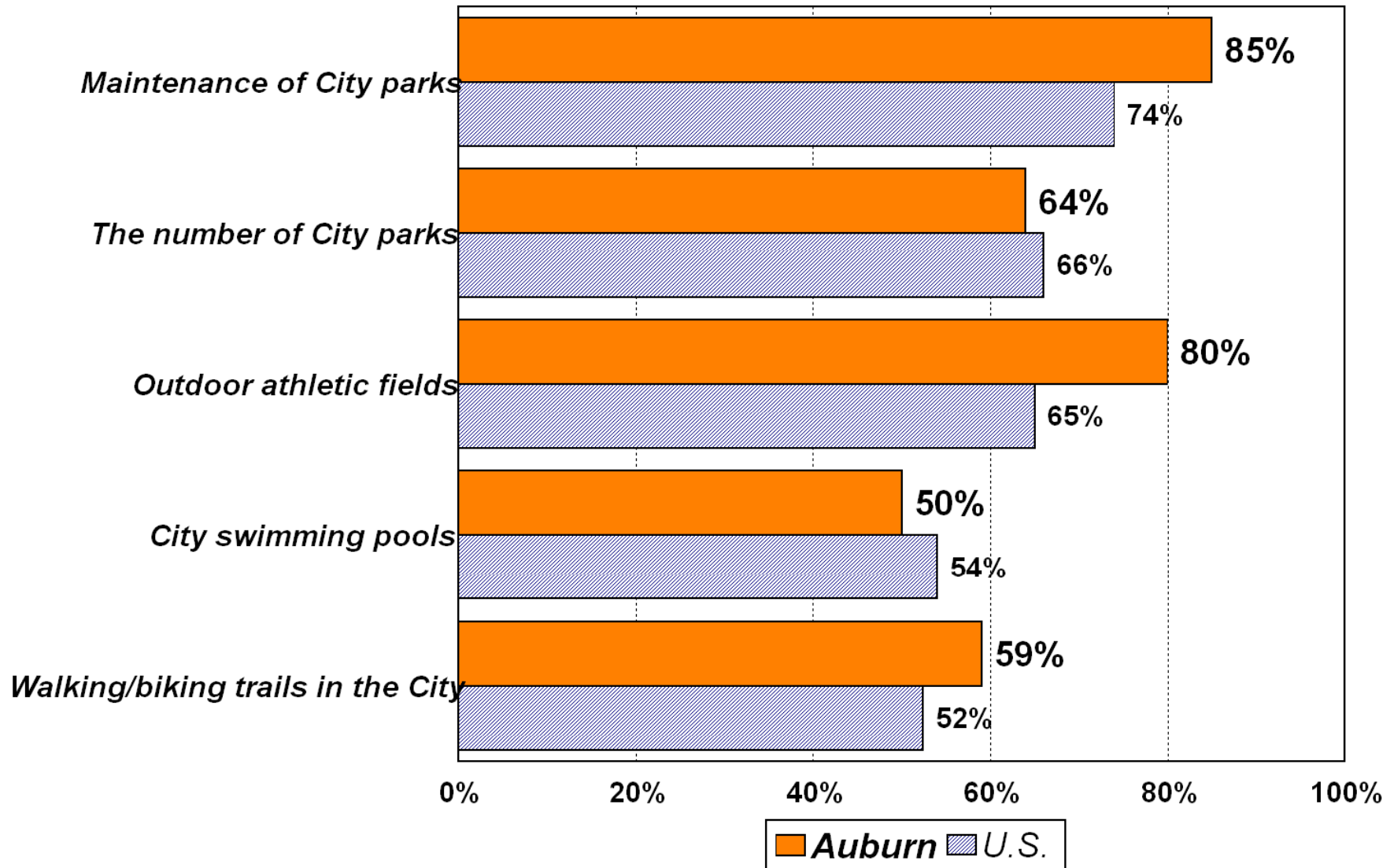


Source: ETC Institute (2009)

TRENDS

Overall Satisfaction with Parks and Recreation Facilities 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" (excluding don't knows)

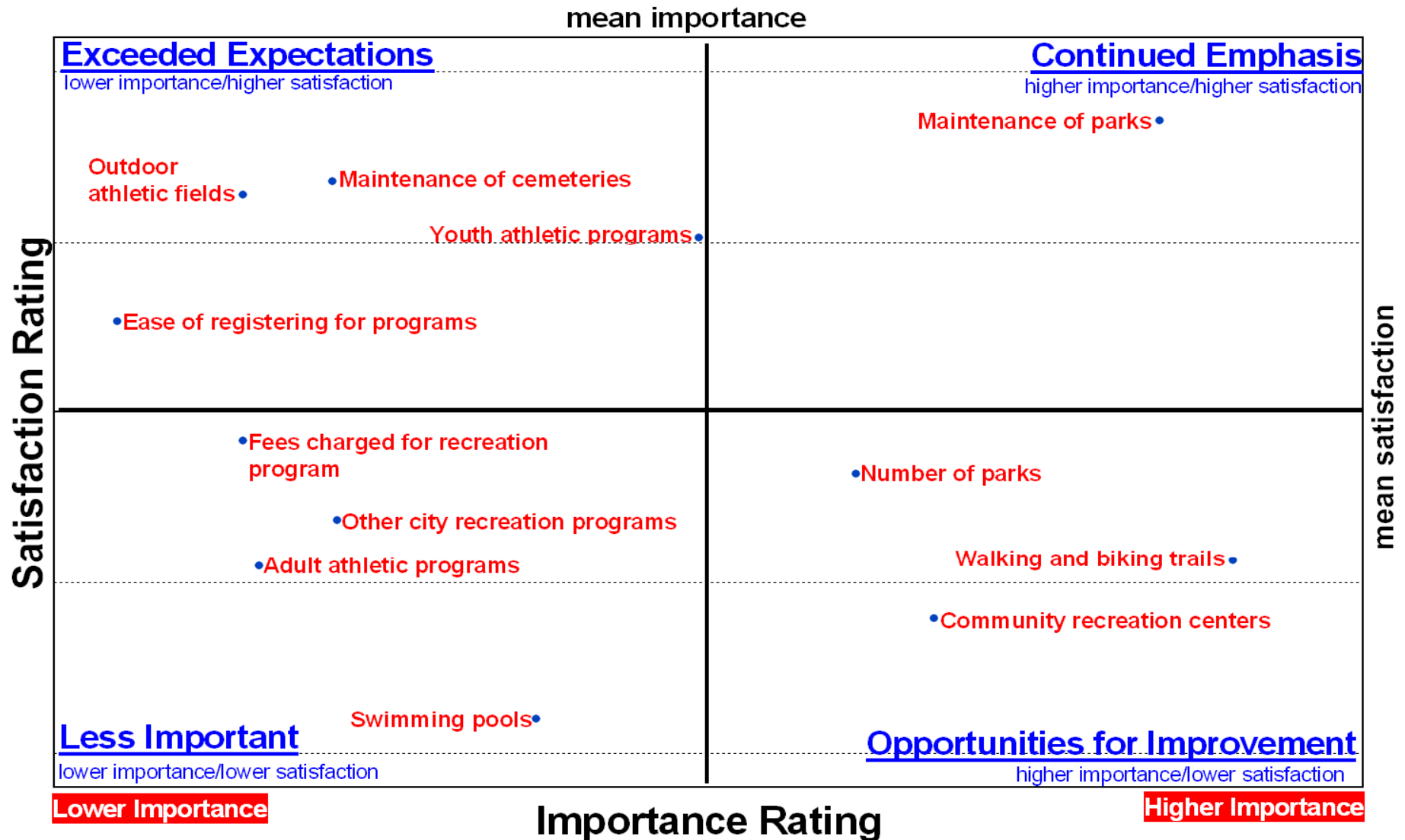


Source: ETC Institute DirectionFinder (2009)

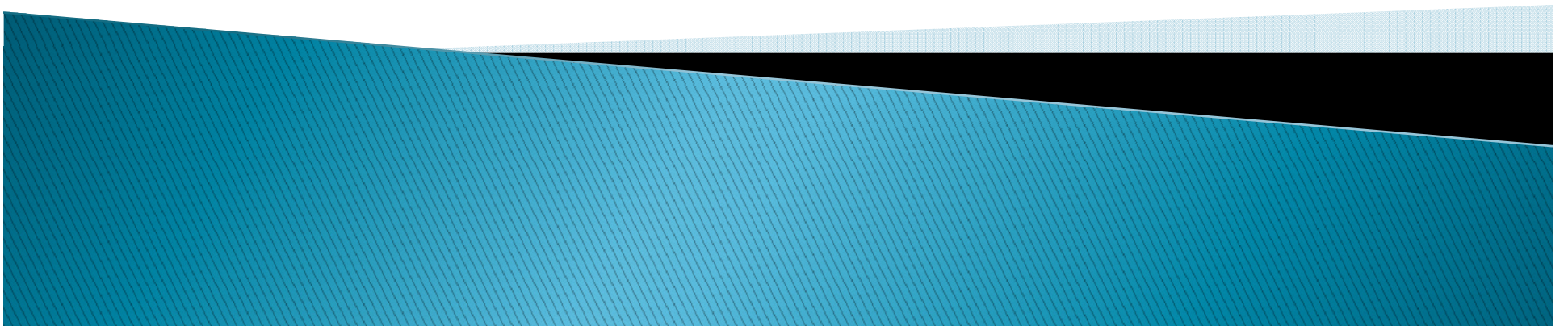
2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation Services-

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

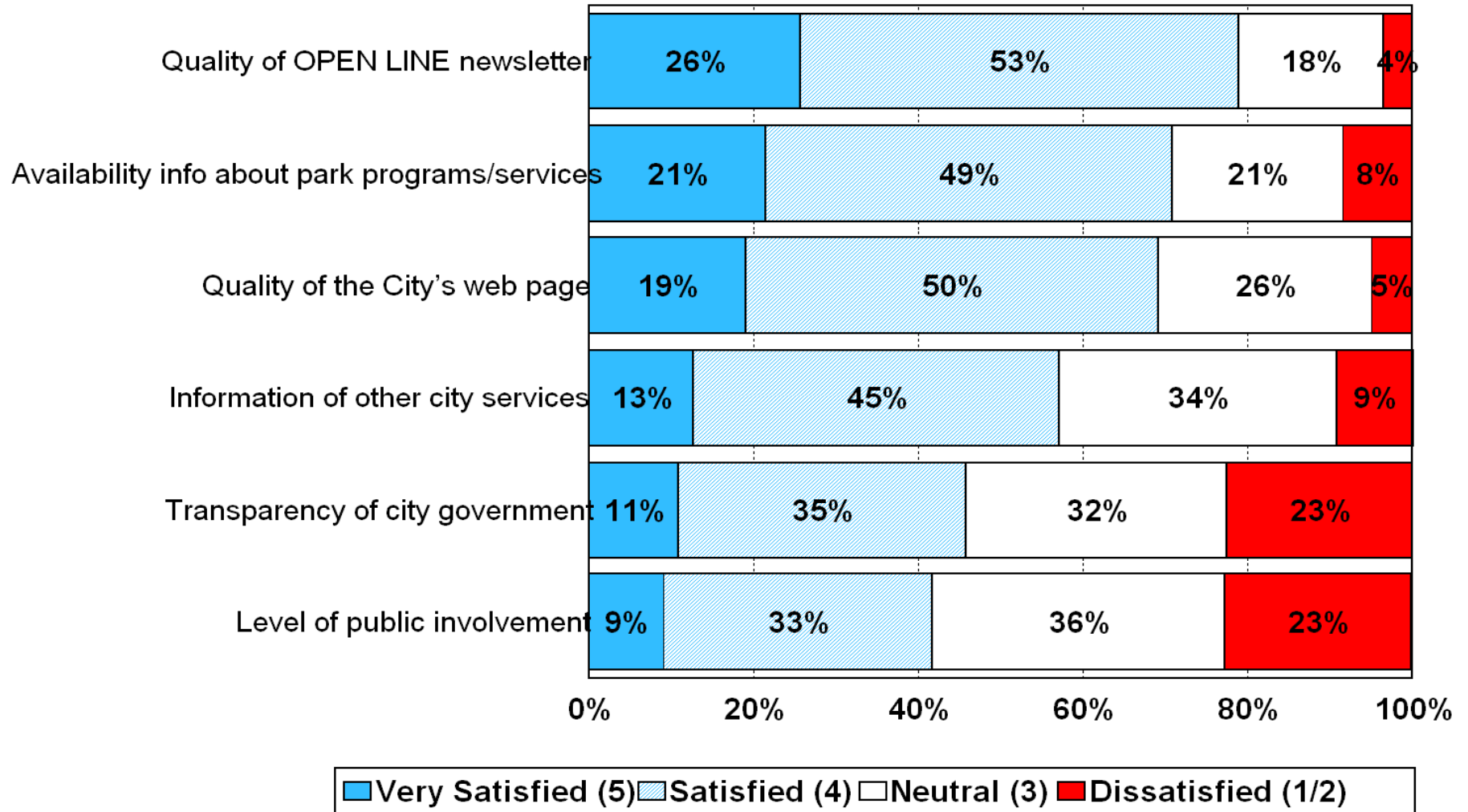


Communication



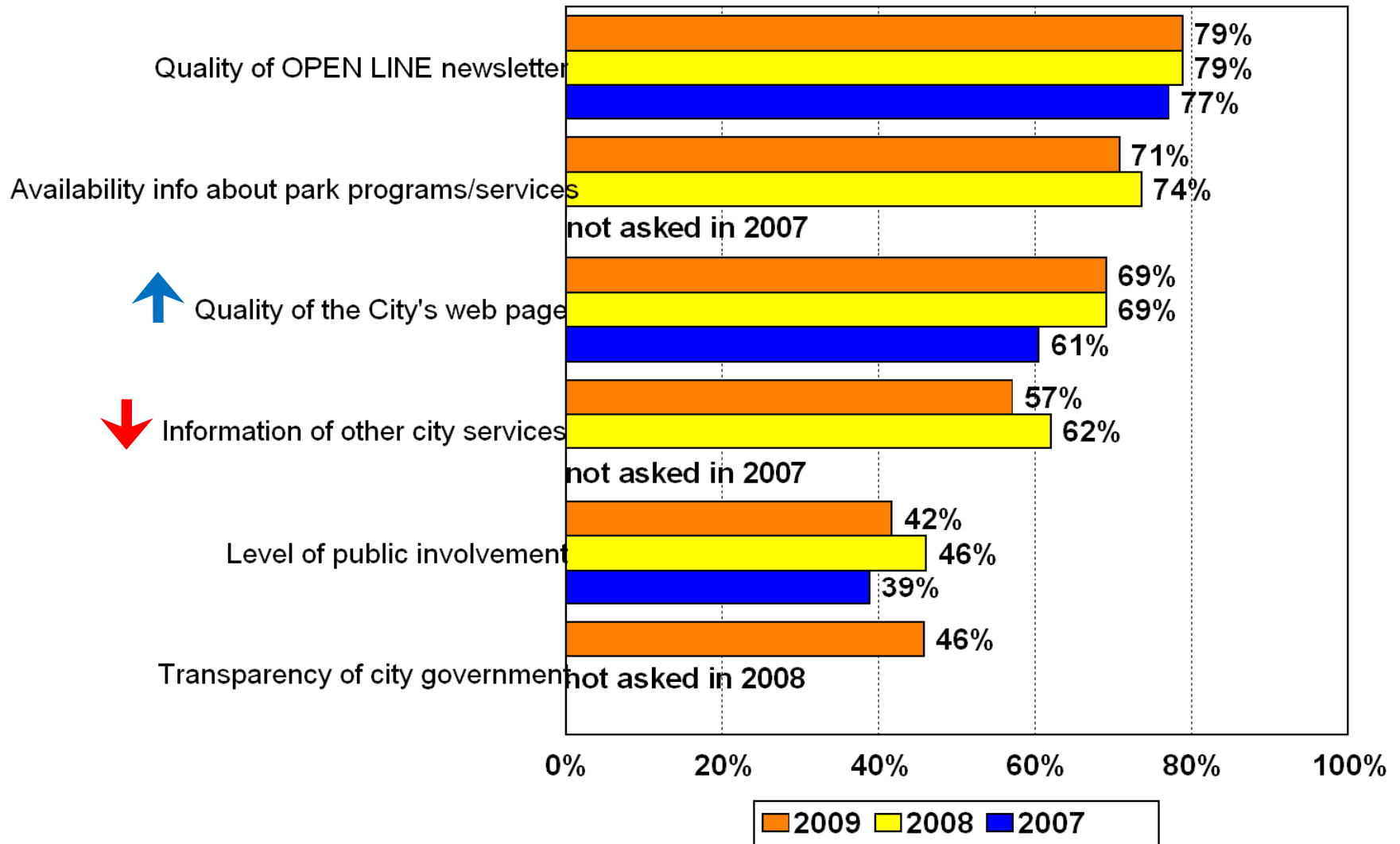
Satisfaction with Various Aspects of City Communications

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



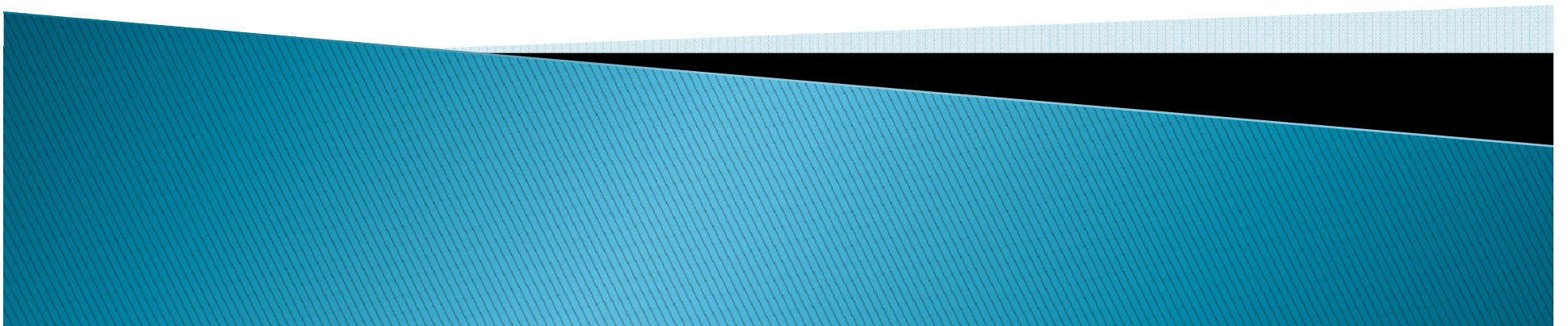
TRENDS: Overall Satisfaction with City Communication (2007 thru 2009)

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



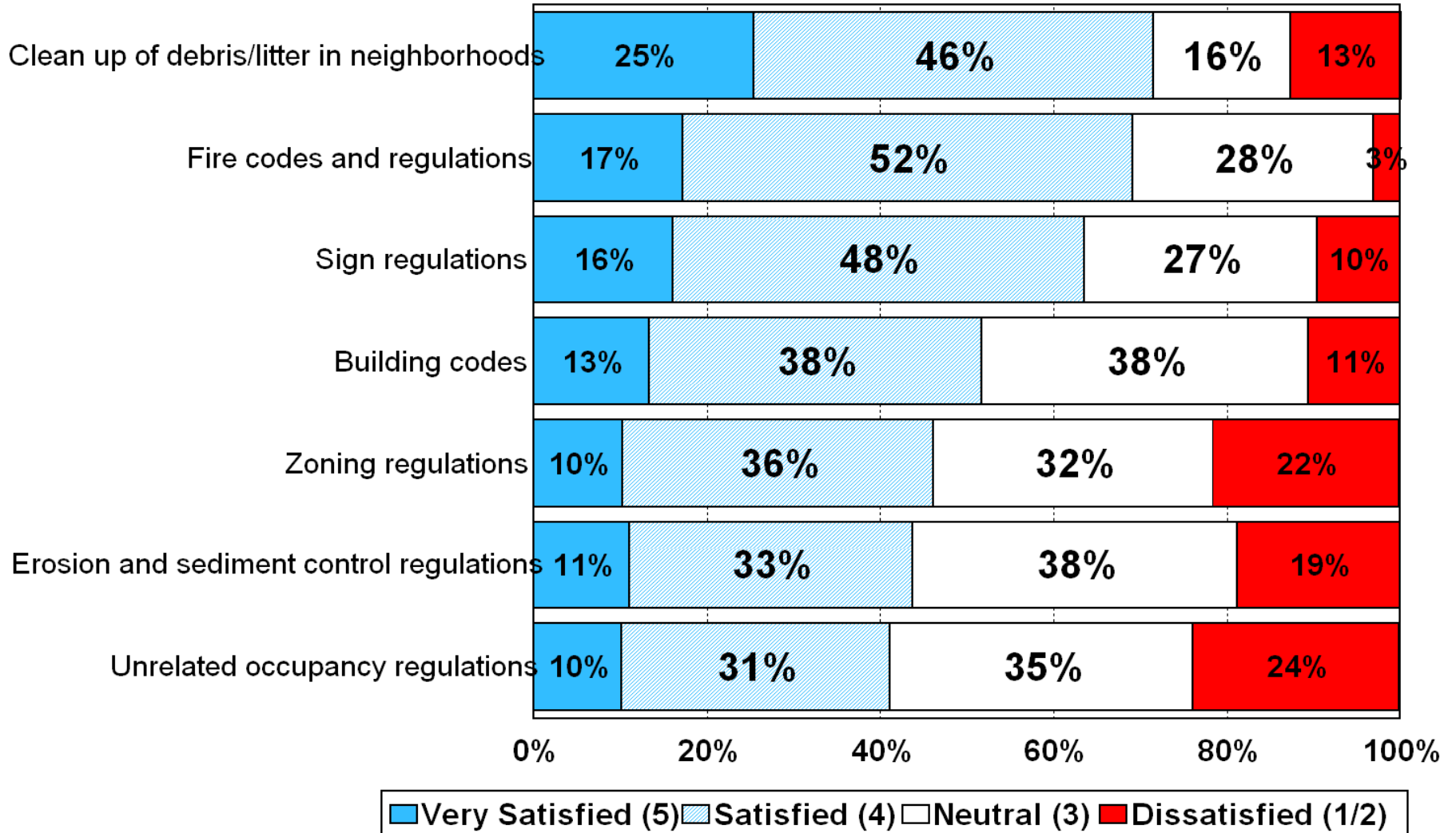
Source: ETC Institute (2009)

Code Enforcement



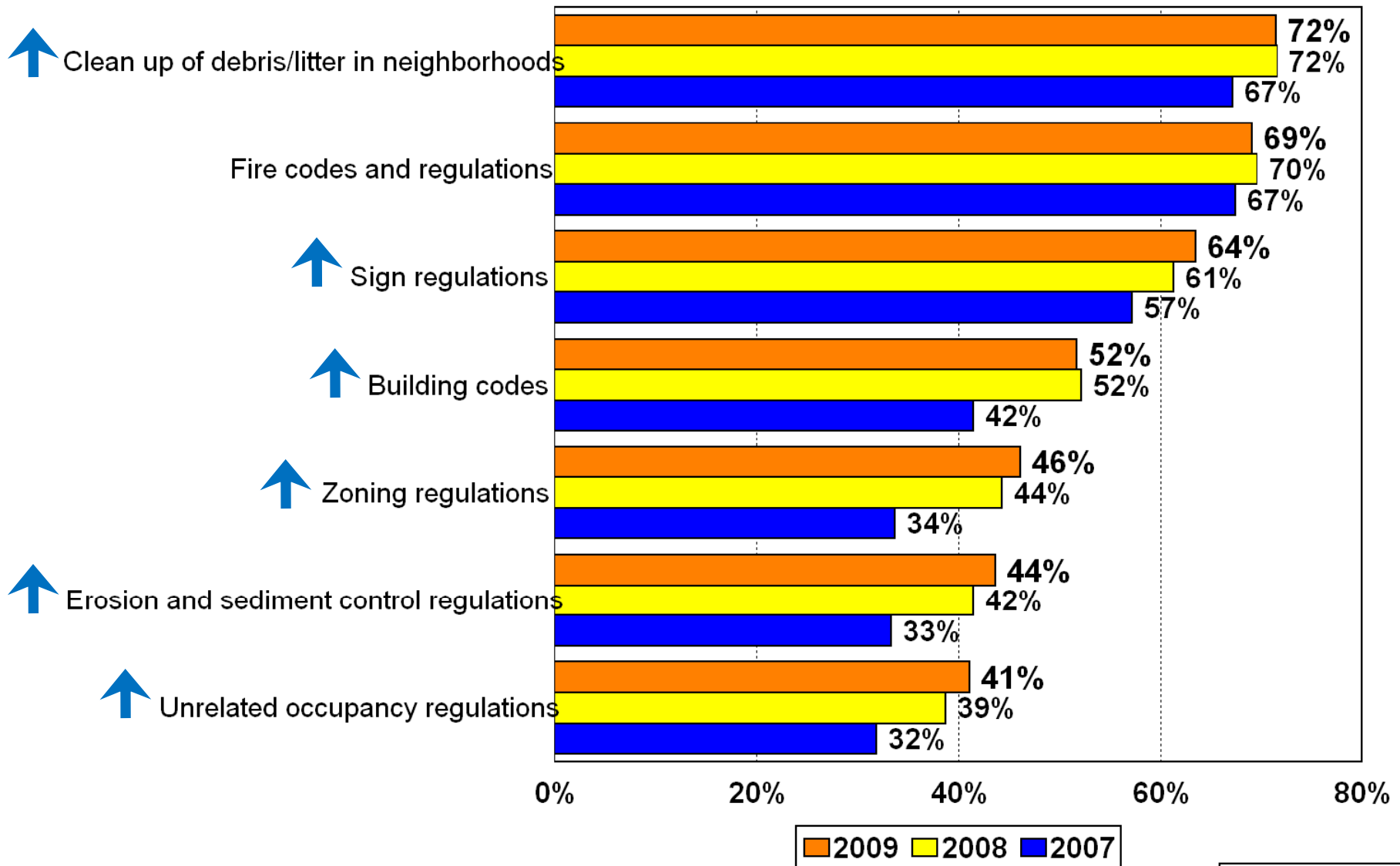
Satisfaction with Enforcement of City Codes and Ordinances

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



TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2007 thru 2009)

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

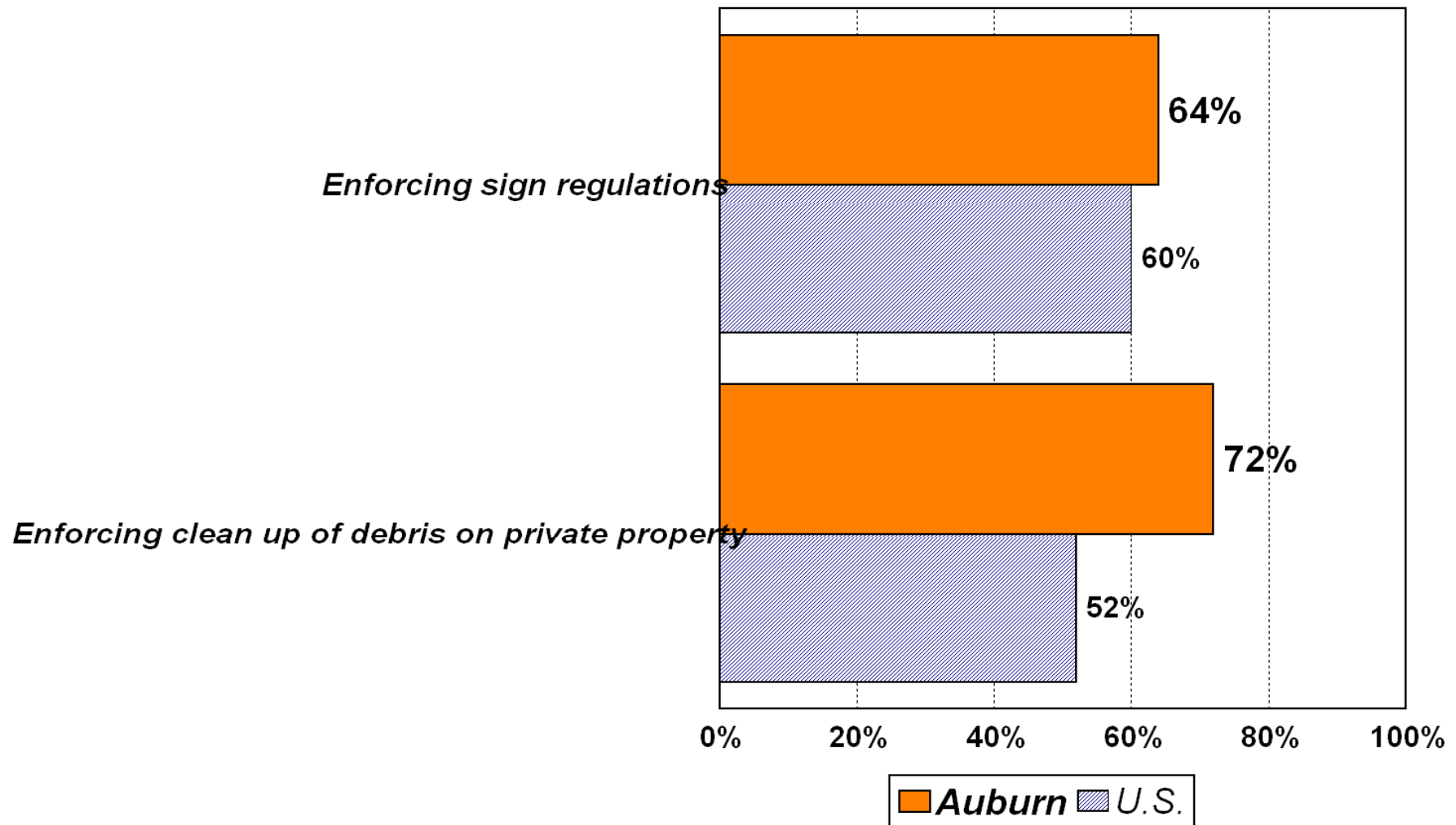


Source: ETC Institute (2009)

TRENDS

Overall Satisfaction with the Enforcement of Codes and Ordinances Auburn vs. the U.S.

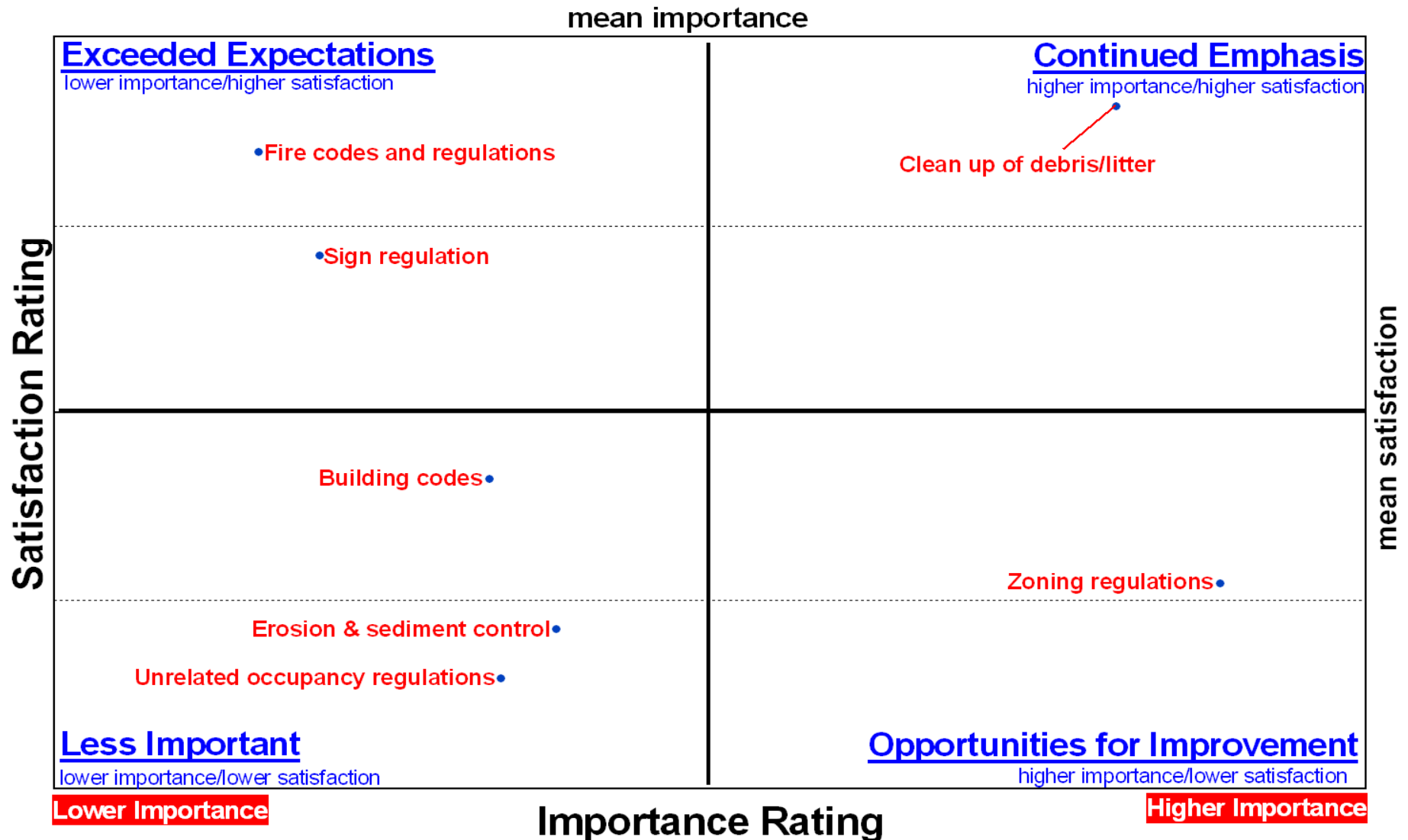
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Code/Ordinances Enforcement-

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





Satisfaction with clean up of debris/litter in neighborhoods in 2007

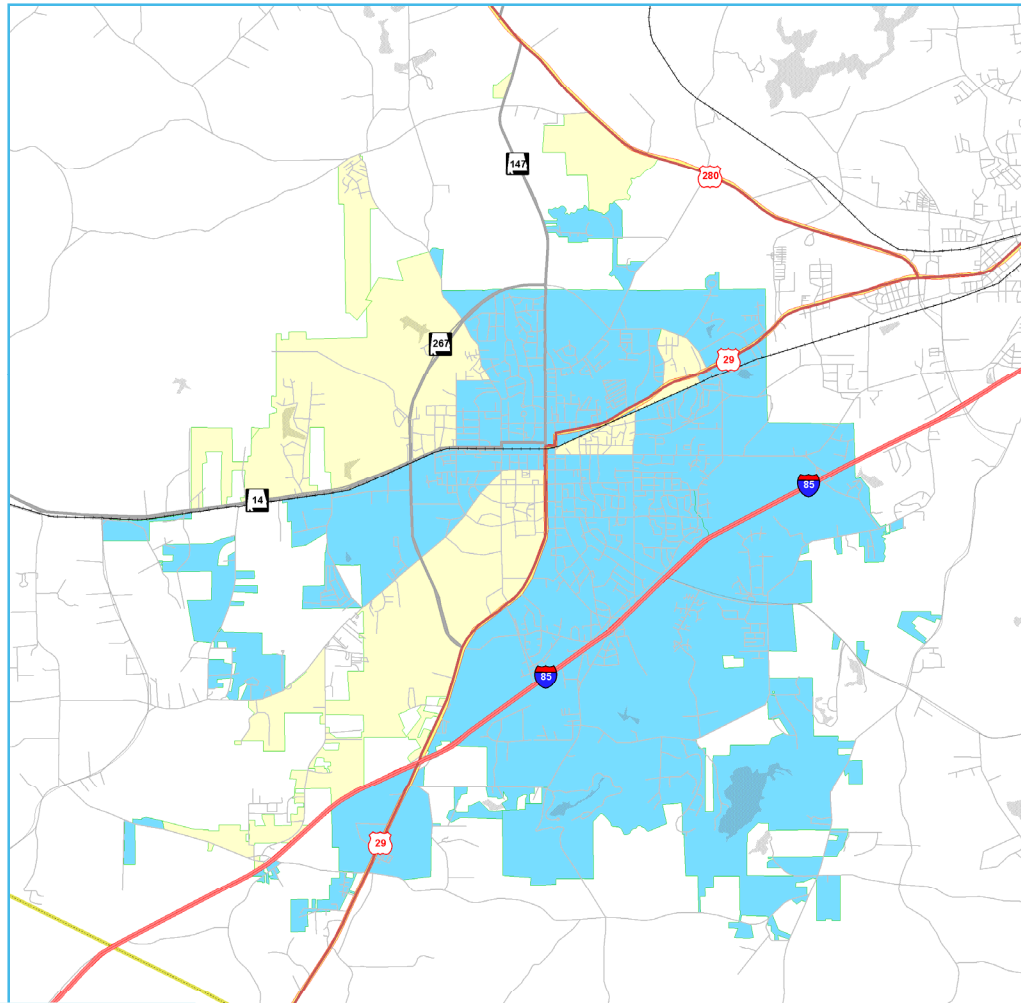


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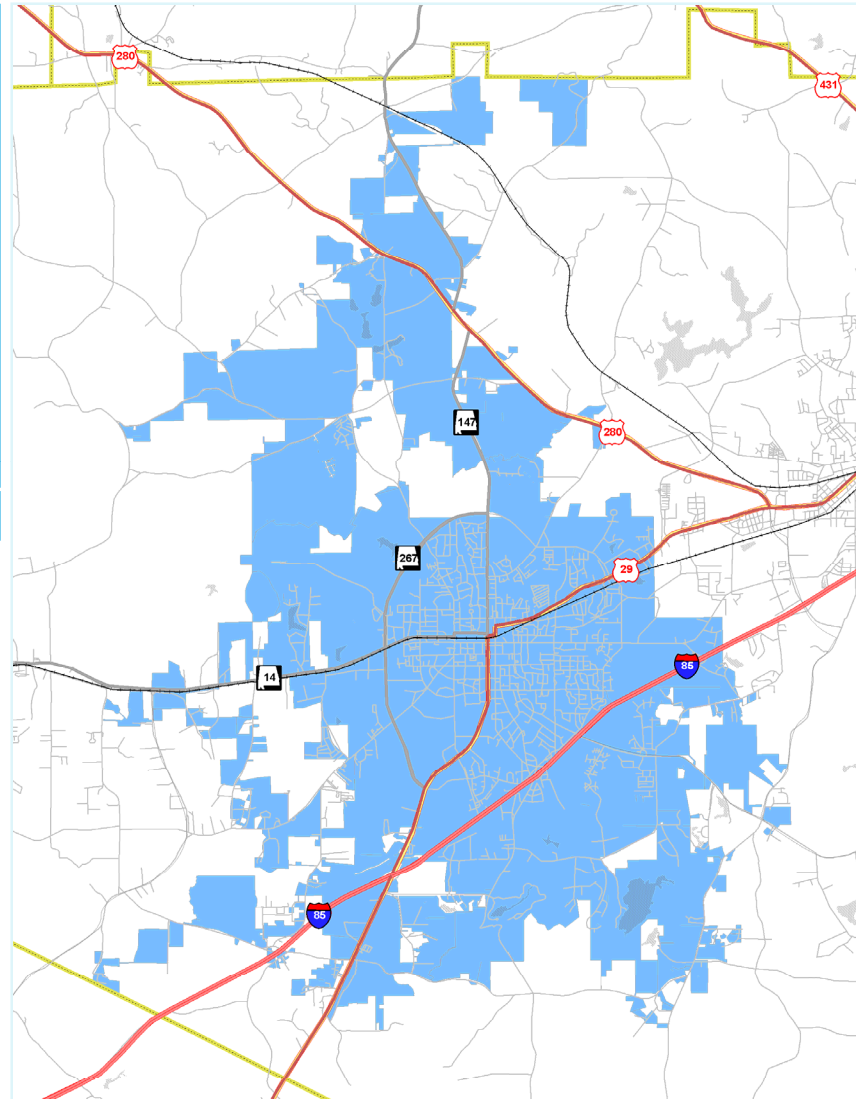
Satisfaction with clean up of debris/litter in neighborhoods in 2009

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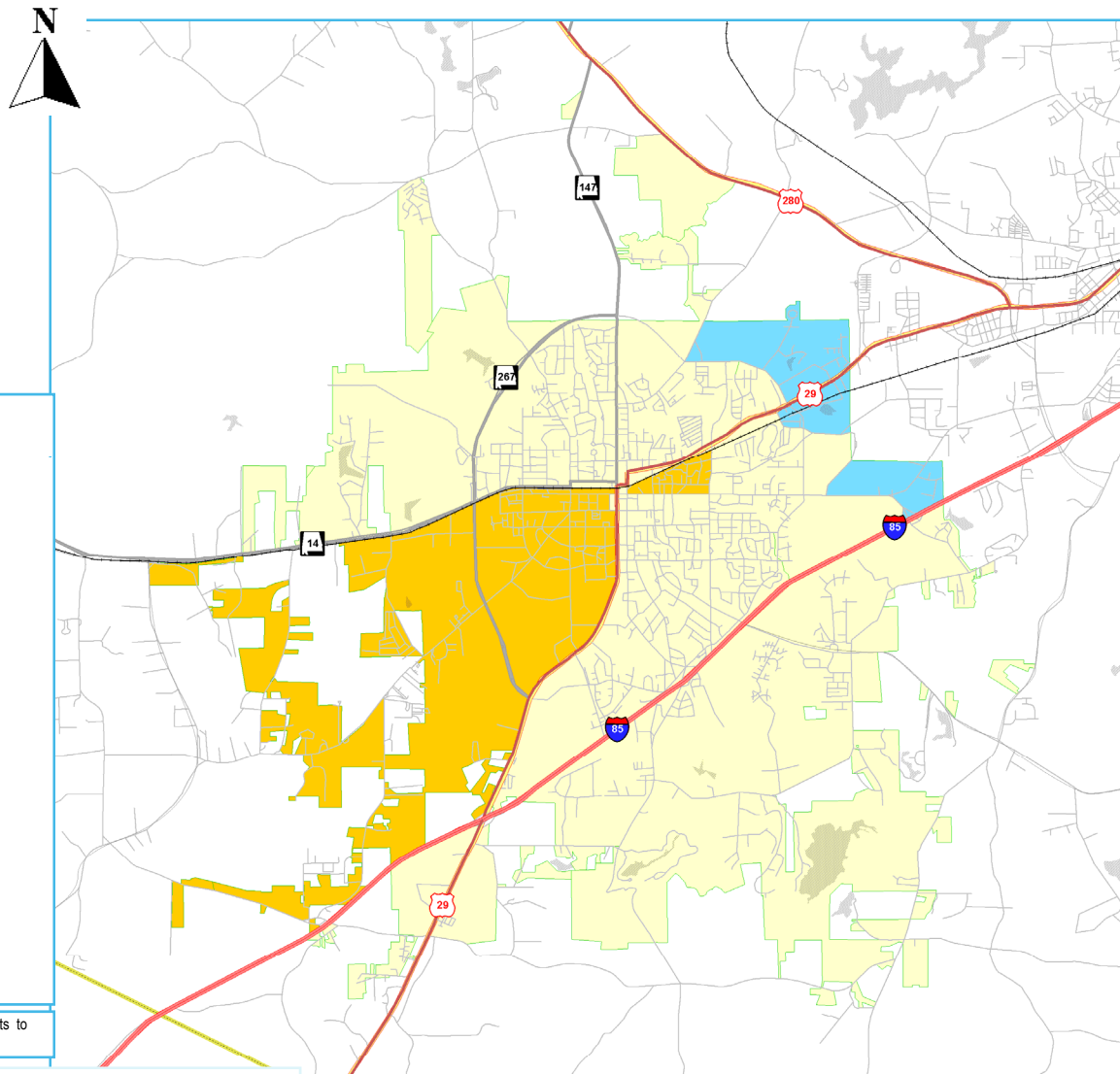


City of Auburn Citizen Survey for 2009

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Satisfaction with zoning regulations in the City in 2007



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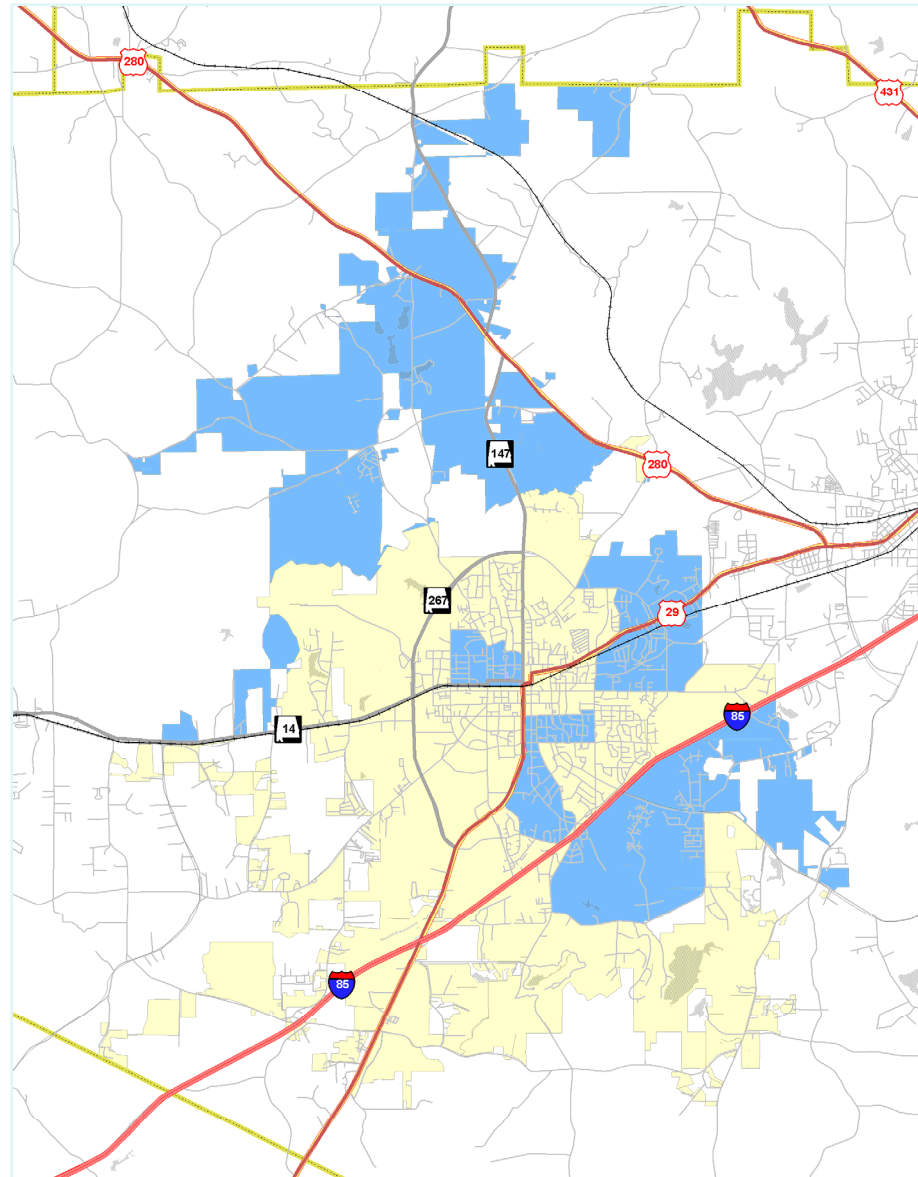
Satisfaction with zoning regulations in the City in 2009

LEGEND

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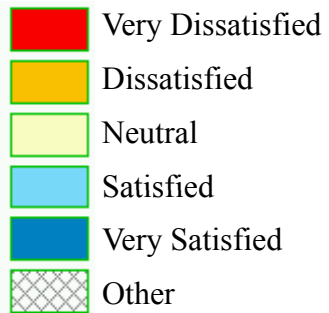
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Satisfaction with building codes in 2007

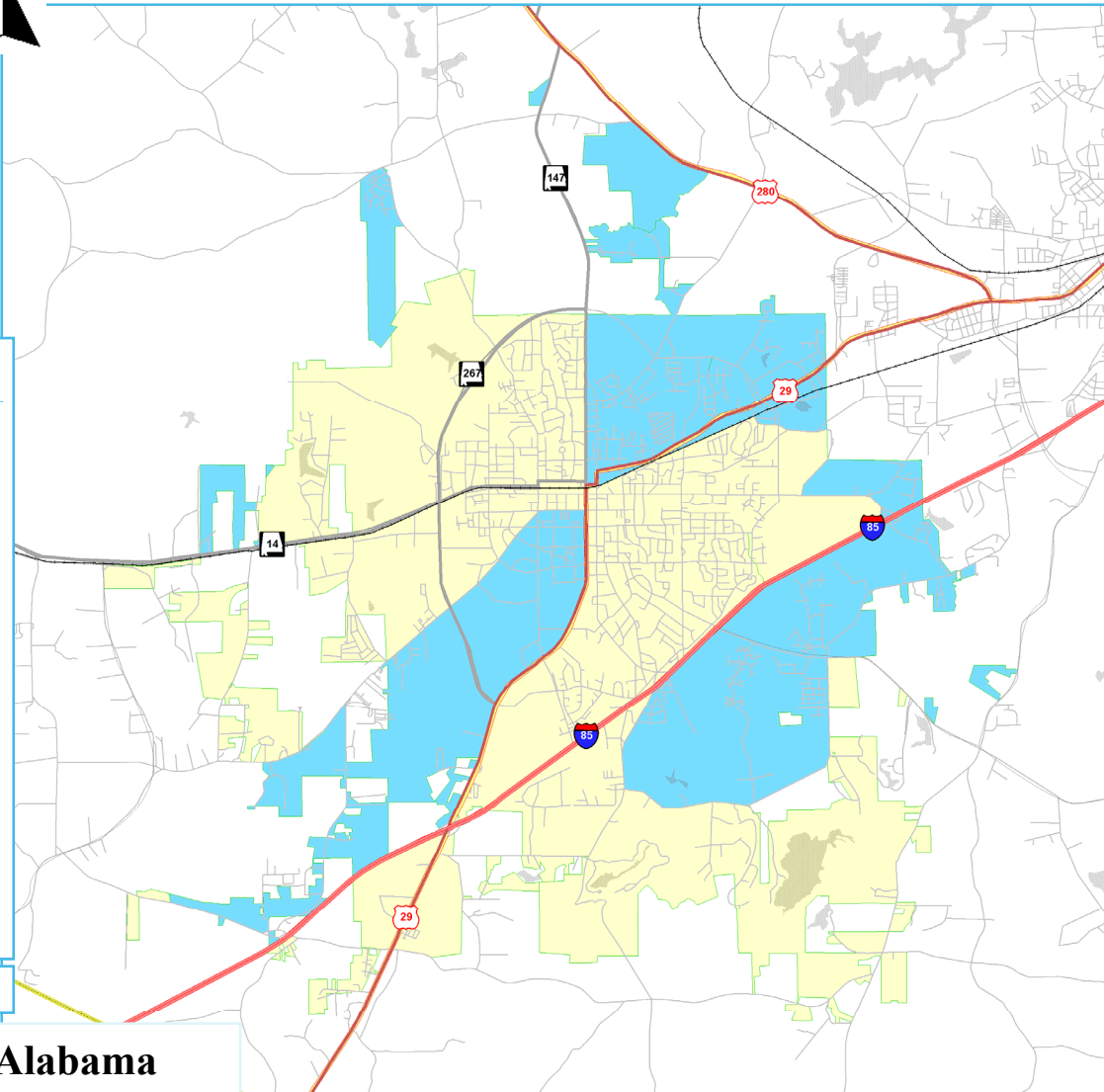


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4.2-5.0 = V. Satisfied



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



City of Auburn, Alabama 2007 DirectionFinder® Survey







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

*Clipped to City limits and combined per respondent distribution

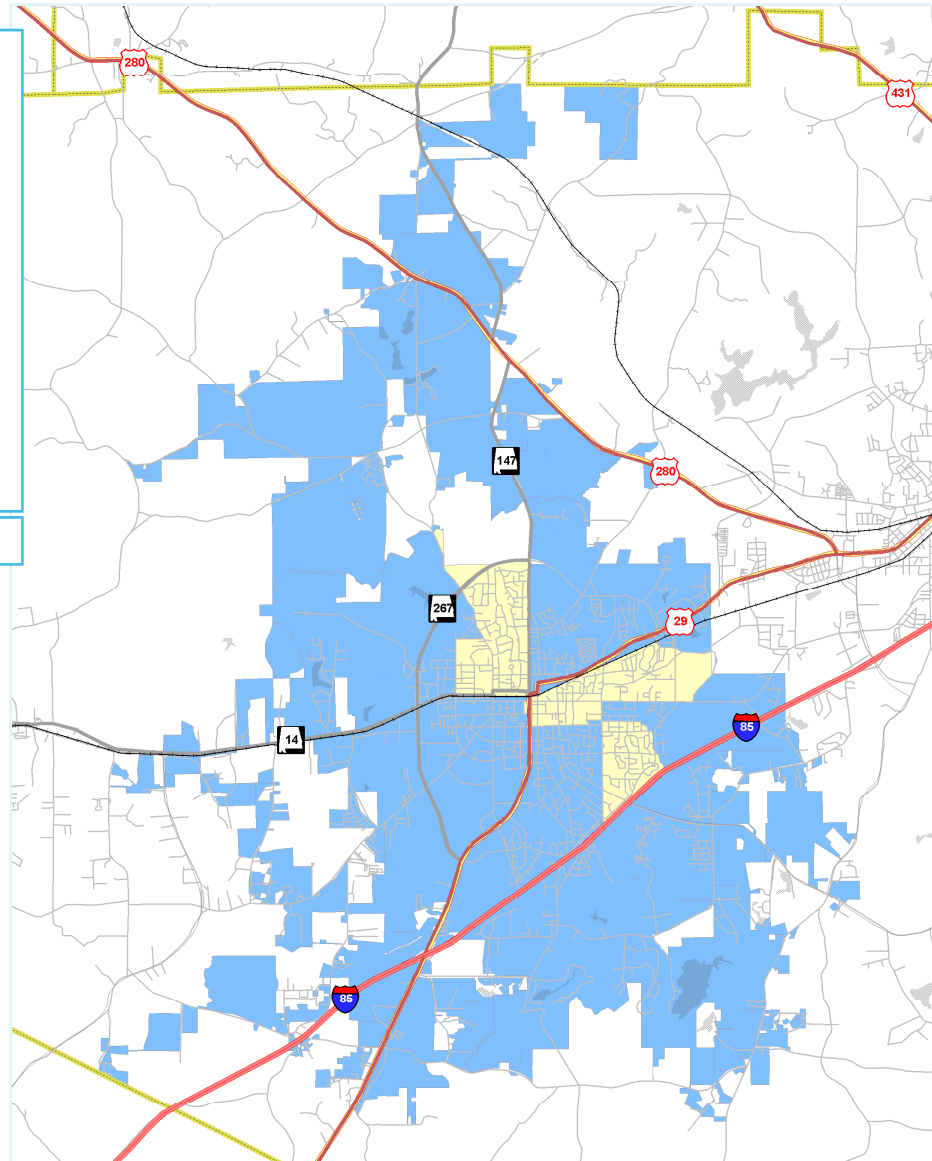
Satisfaction with building codes in 2009

LEGEND

Mean rating
on a 5-point scale,
where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other

Note: "Other" areas did not contain any responses



City of Auburn Citizen Survey for 2009

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







** Selected CBGs were merged as needed based on respondent distribution*

Satisfaction with erosion & sediment control regulations in 2007

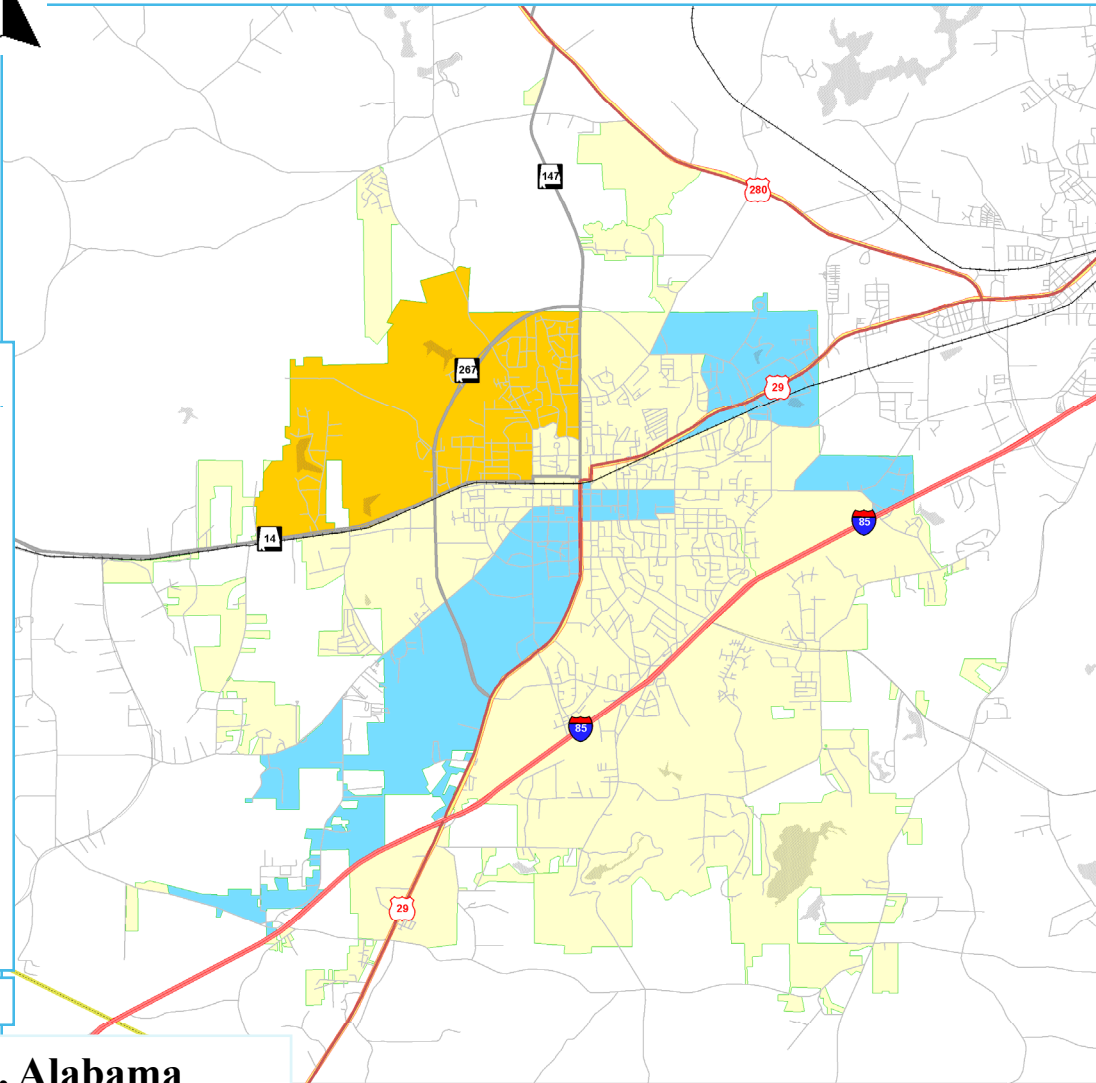


LEGEND

- 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, Alabama **2007 DirectionFinder® Survey**

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

*Clipped to City limits and combined per respondent distribution

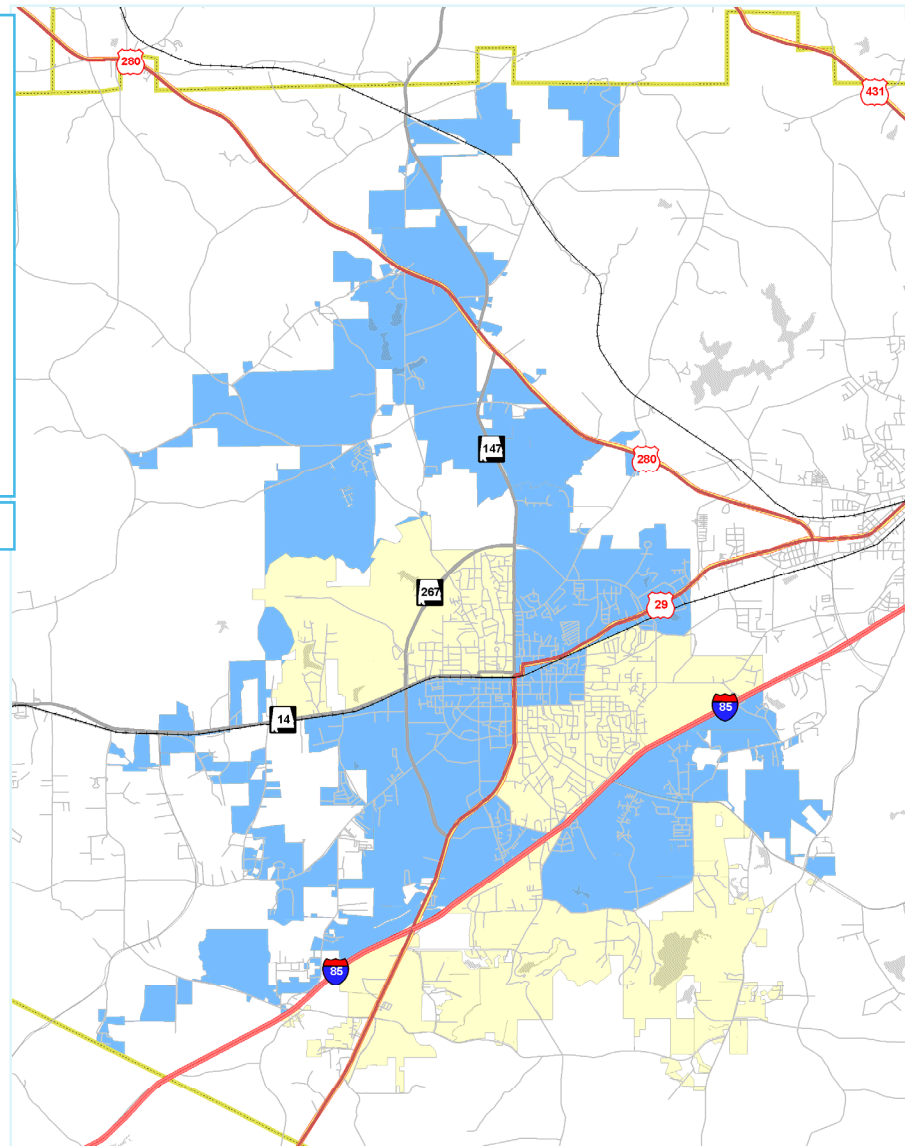
Satisfaction with erosion & sediment control regulations in 2009

LEGEND

Mean rating
on a 5-point scale,
where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

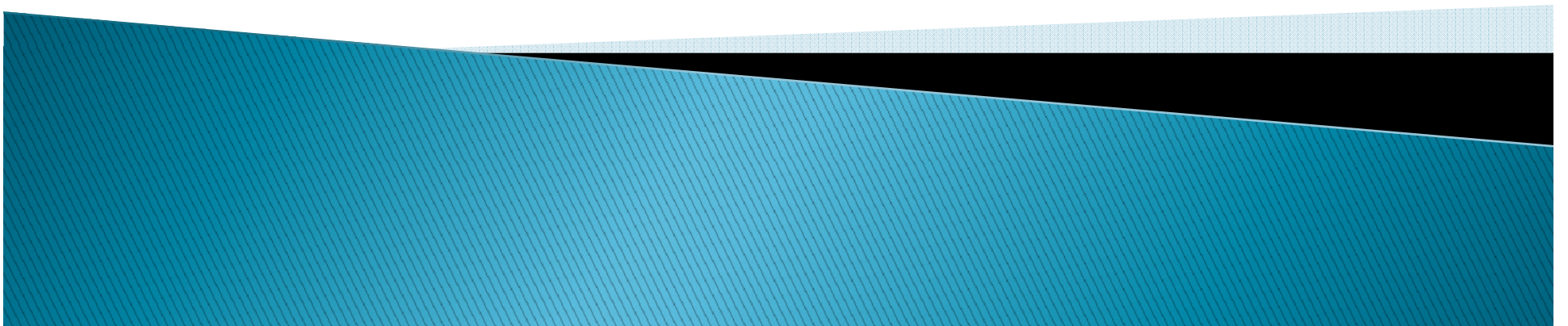


City of Auburn Citizen Survey for 2009

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

** Selected CBGs were merged as needed based on respondent distribution*

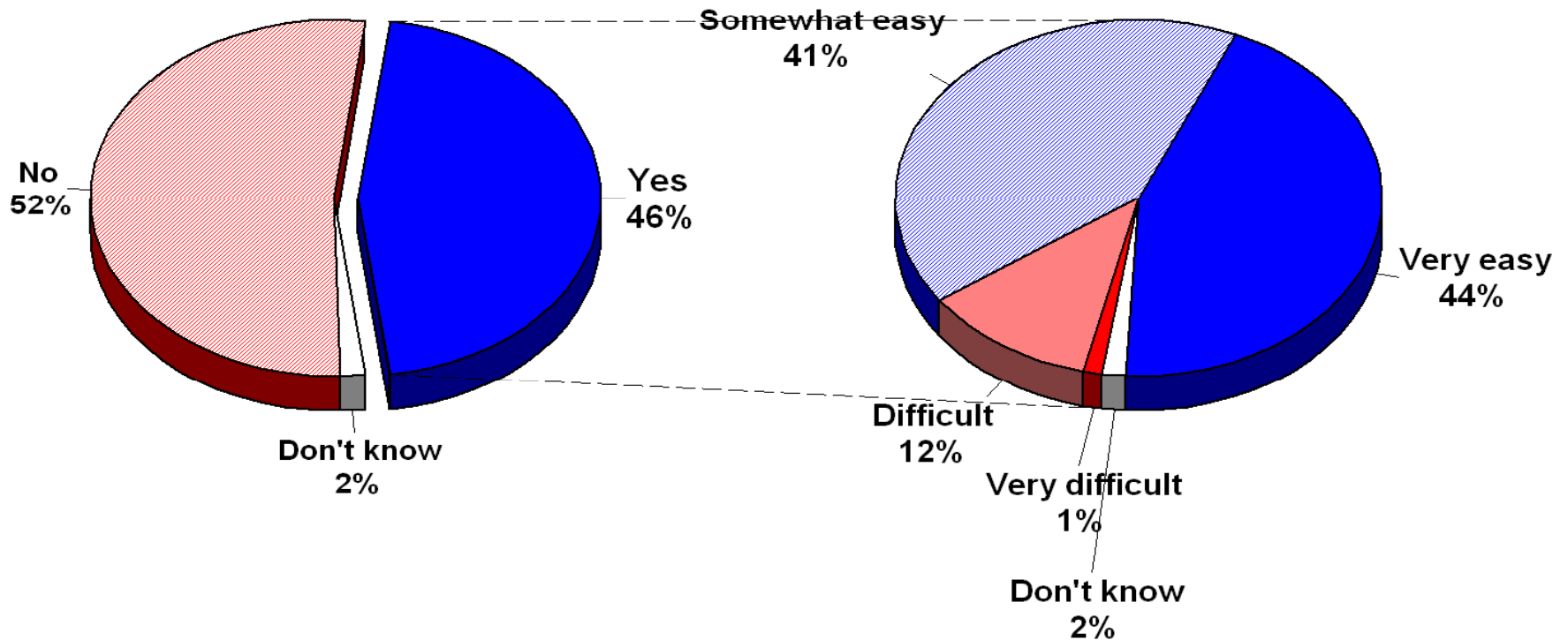
Customer Service



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

by percentage of residents surveyed

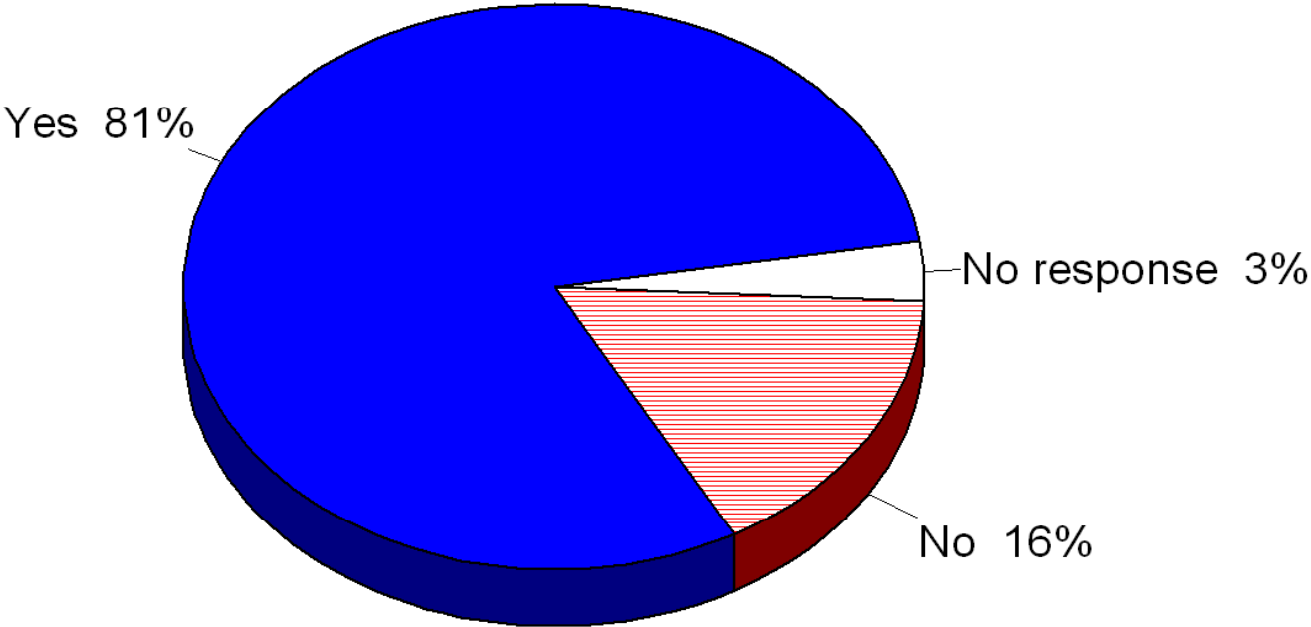
How easy was it to contact the person you needed to reach?



Source: ETC Institute (2009)

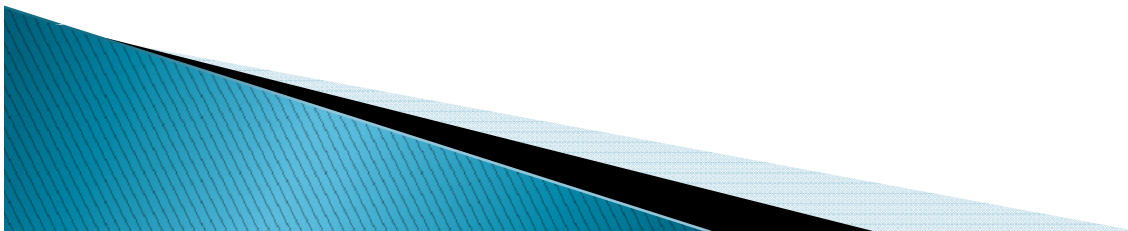
Was the Department You Contacted Responsive to Your Issue?

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



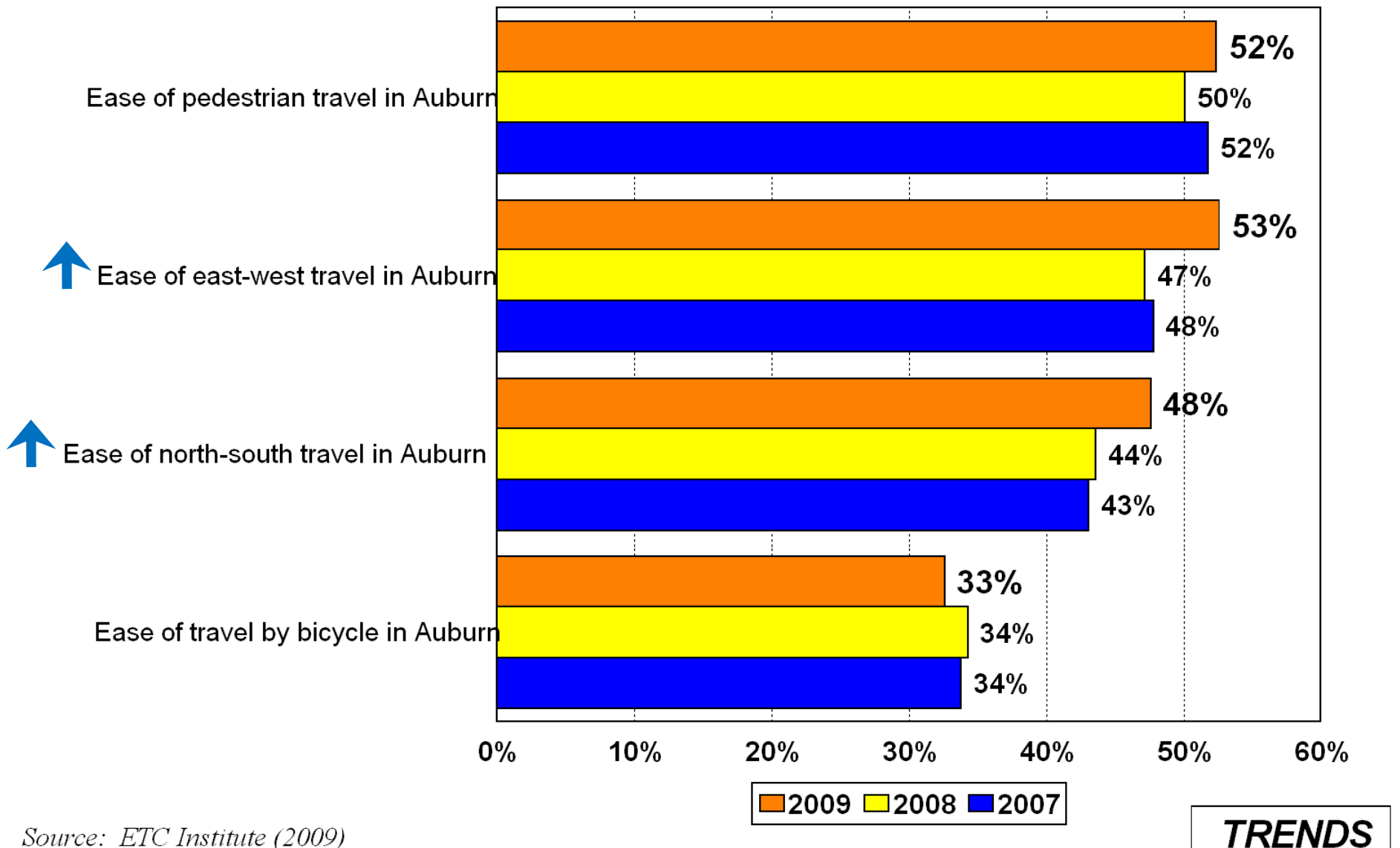
Source: ETC Institute (2009)

Traffic Flow

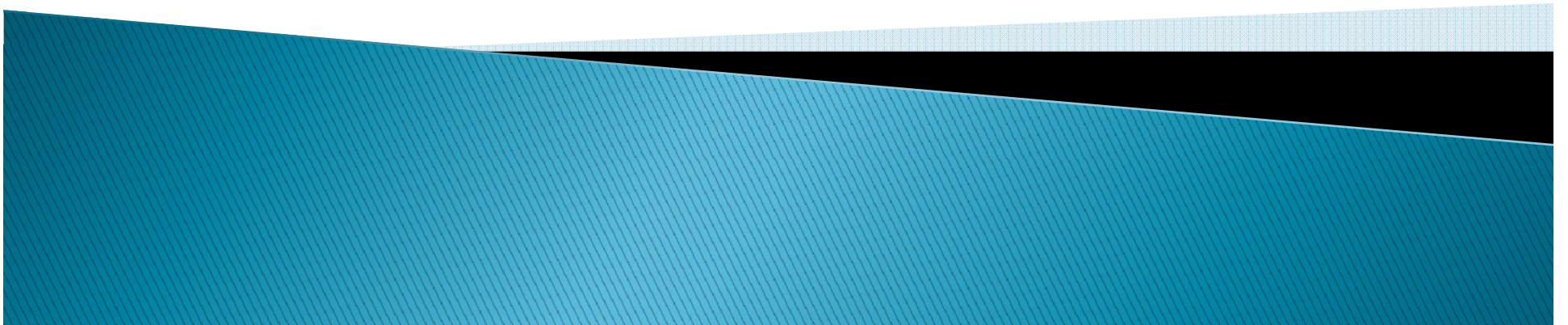


TRENDS: Overall Satisfaction with Traffic Flow (2007 thru 2009)

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



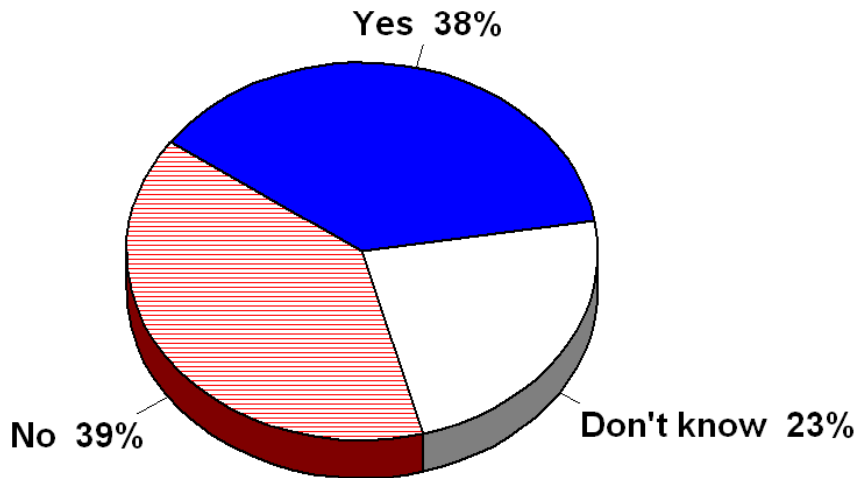
Other Issues



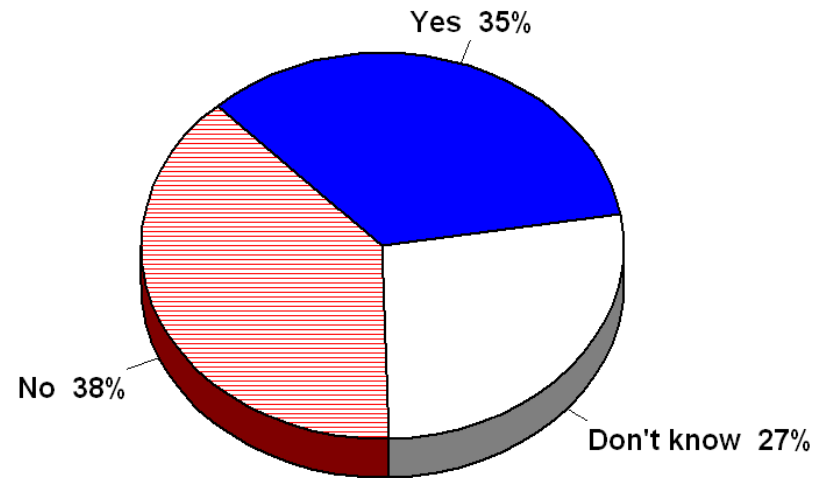
Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

by percentage of residents surveyed

2009



2008

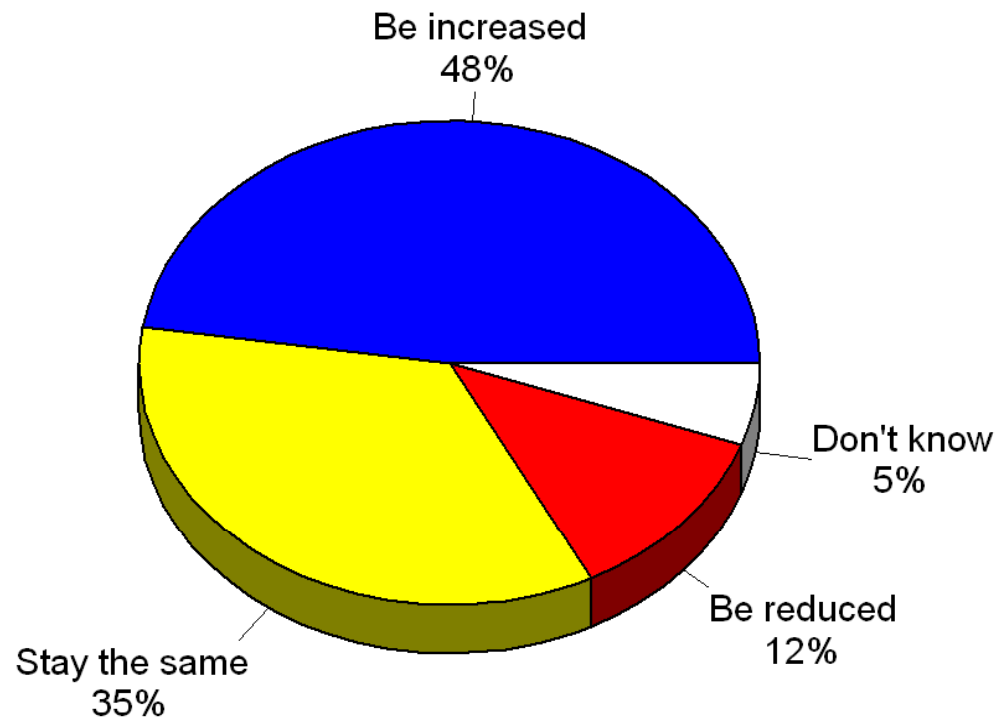


Source: ETC Institute (2009)

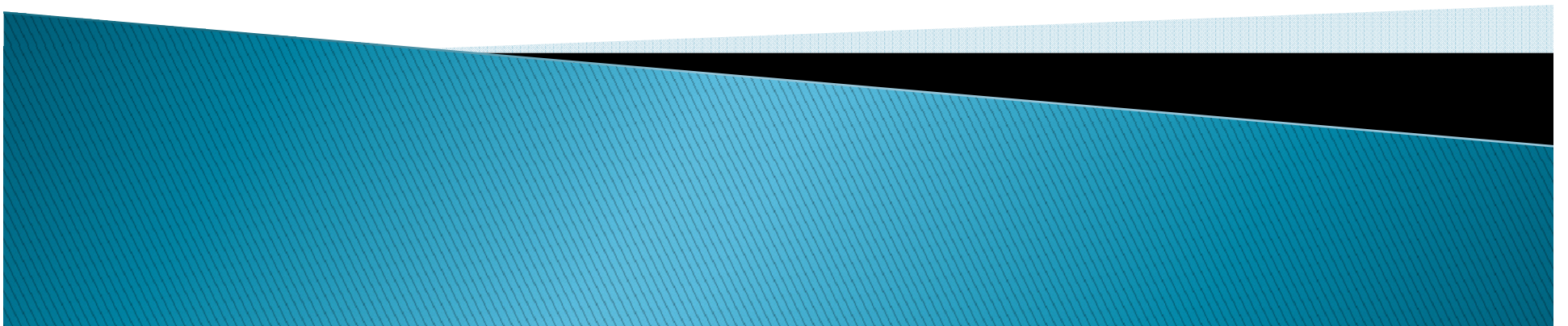
TRENDS

Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

by percentage of residents surveyed

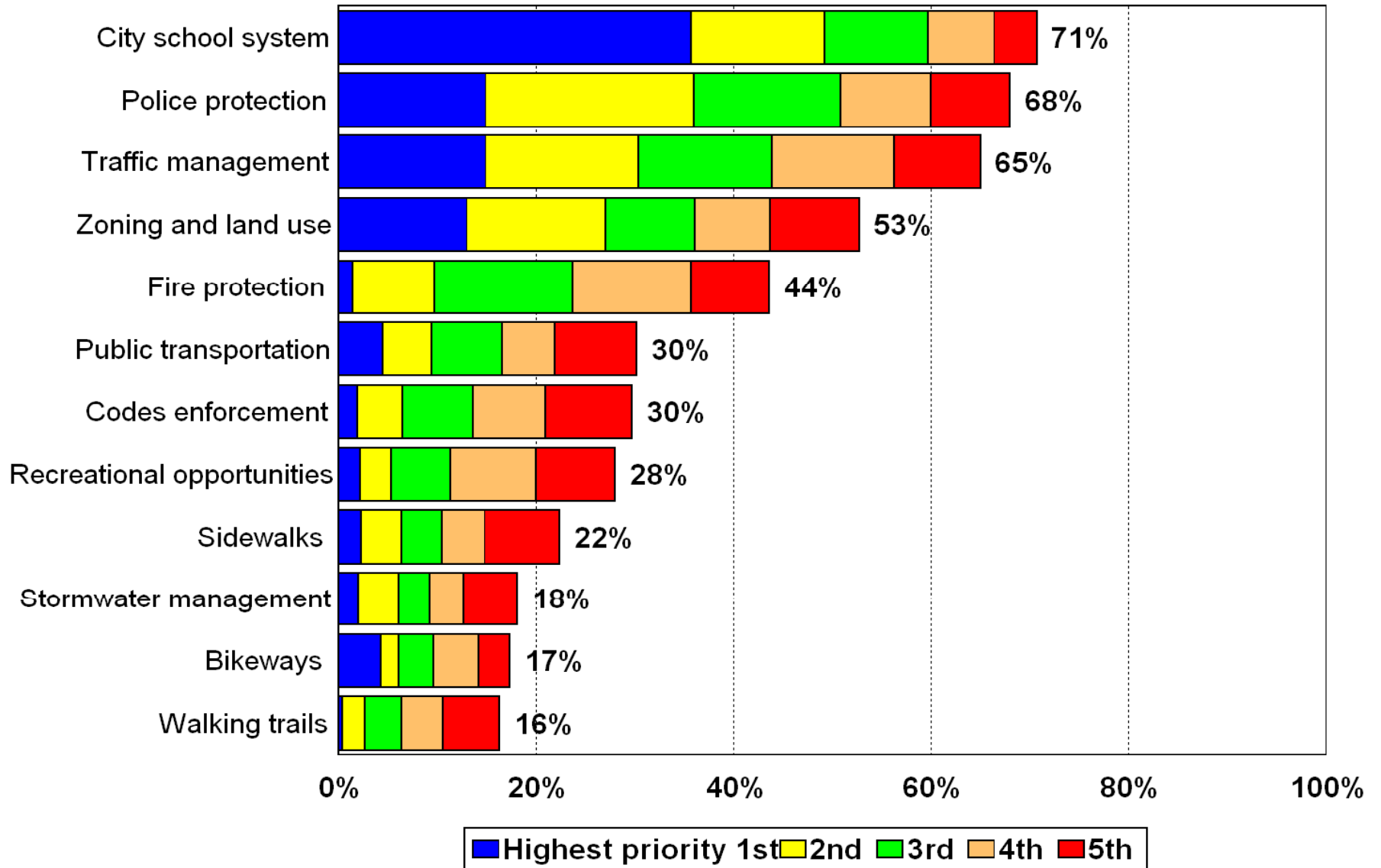


Priorities for Local Leaders



Areas Where City Officials Should Concentrate Their Efforts

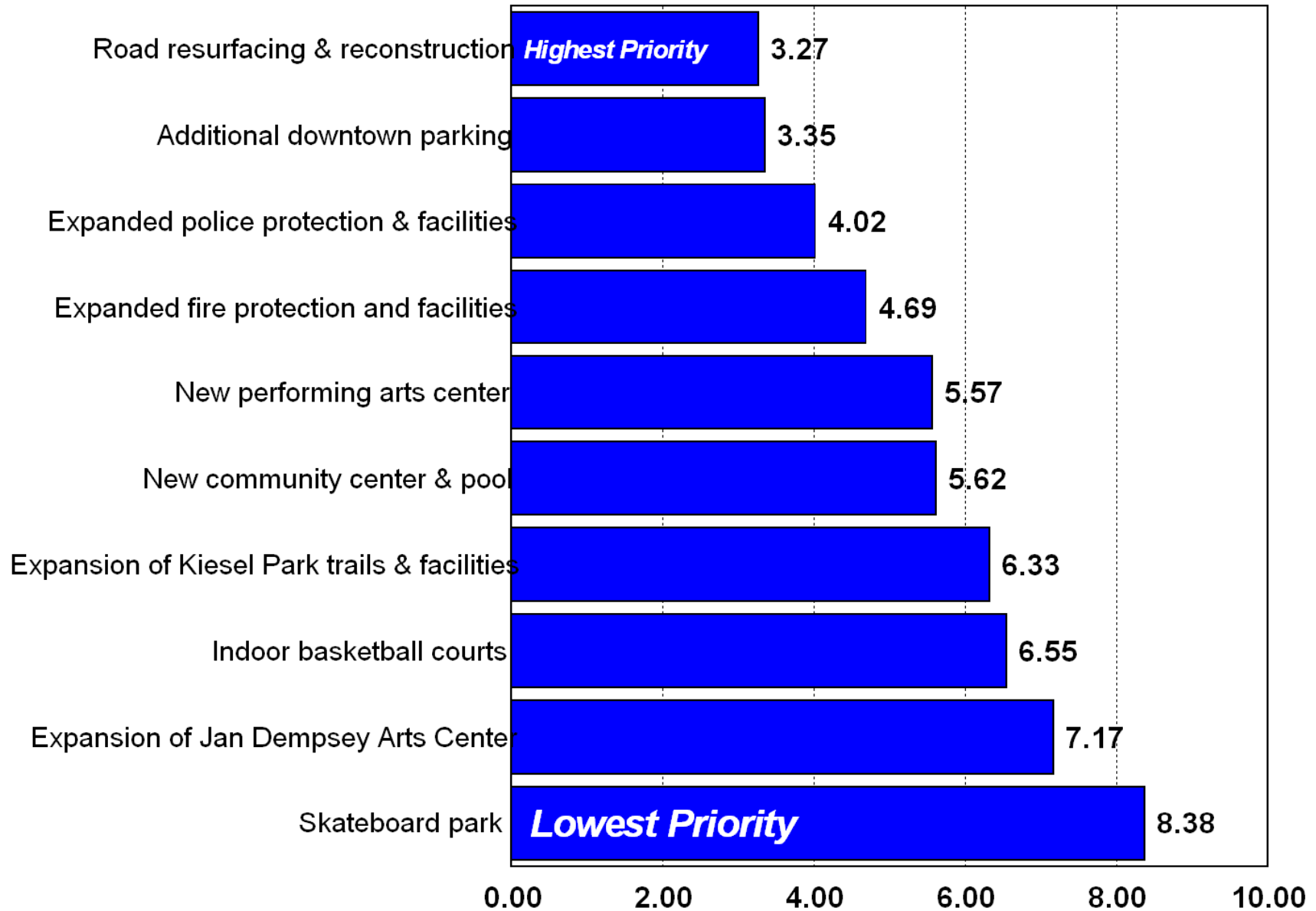
by percentage of respondents who chose the item as one of their top five priorities



Source: ETC Institute (2009)

Priority Level Placed on the Following Projects

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




Source: ETC Institute (2009)

Conclusions / Recommendations

- ▶ Auburn continues to be a very desirable place to live and residents are generally satisfied with City services:
 - Satisfaction with the value for city taxes was 33% above the national average
 - Overall quality of city services was +27% above the national average

 - ▶ **THE CITY IS MOVING IN THE RIGHT DIRECTION: Overall Residents Were Generally More Satisfied in 2009 than 2007**
 - Two-year trend showed no significant decreases
 - Among more than 75 areas that were assessed in 2007 and 2009
 - 25 statistically significant IMPROVEMENTS
 - 4 statistically significant DECREASES

 - ▶ **Areas to emphasize over the next year**
 - Traffic flow and street maintenance
 - Enforcement of traffic laws in neighborhoods
 - Walking/biking trails
 - Enforcing zoning regulations
- 

Questions ??

