



2010 DirectionFinder® Survey
City of Auburn

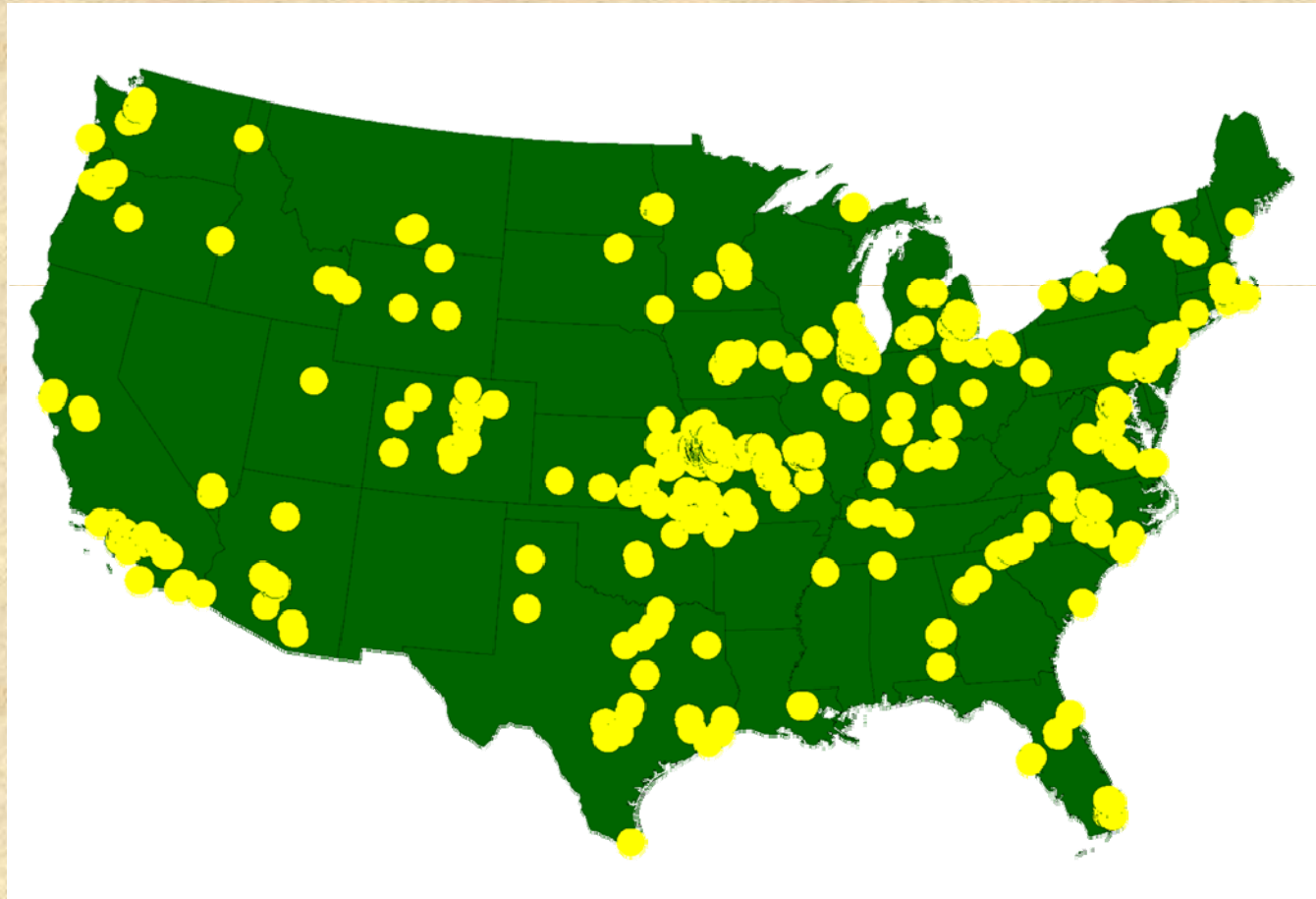


Presented by
ETC Institute

April 2010

ETC Institute: 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**

Agenda

- **Bottom Line Up Front**
- **Methodology**
- **Demographics**
- **Major Findings**
 - **Perceptions of the Community**
 - **Overall Satisfaction With City Services**
 - **Public Safety**
 - **Code Enforcement**
 - **Utility & Environmental Services**
 - **Maintenance**
 - **City Leadership**
 - **Parks and Recreation**
 - **Traffic Flow**
 - **Communication**
 - **Customer Service**
 - **Other Issues**
 - **Priorities for Local Leaders**
- **Summary**
- **Questions**

Bottom Line Up Front

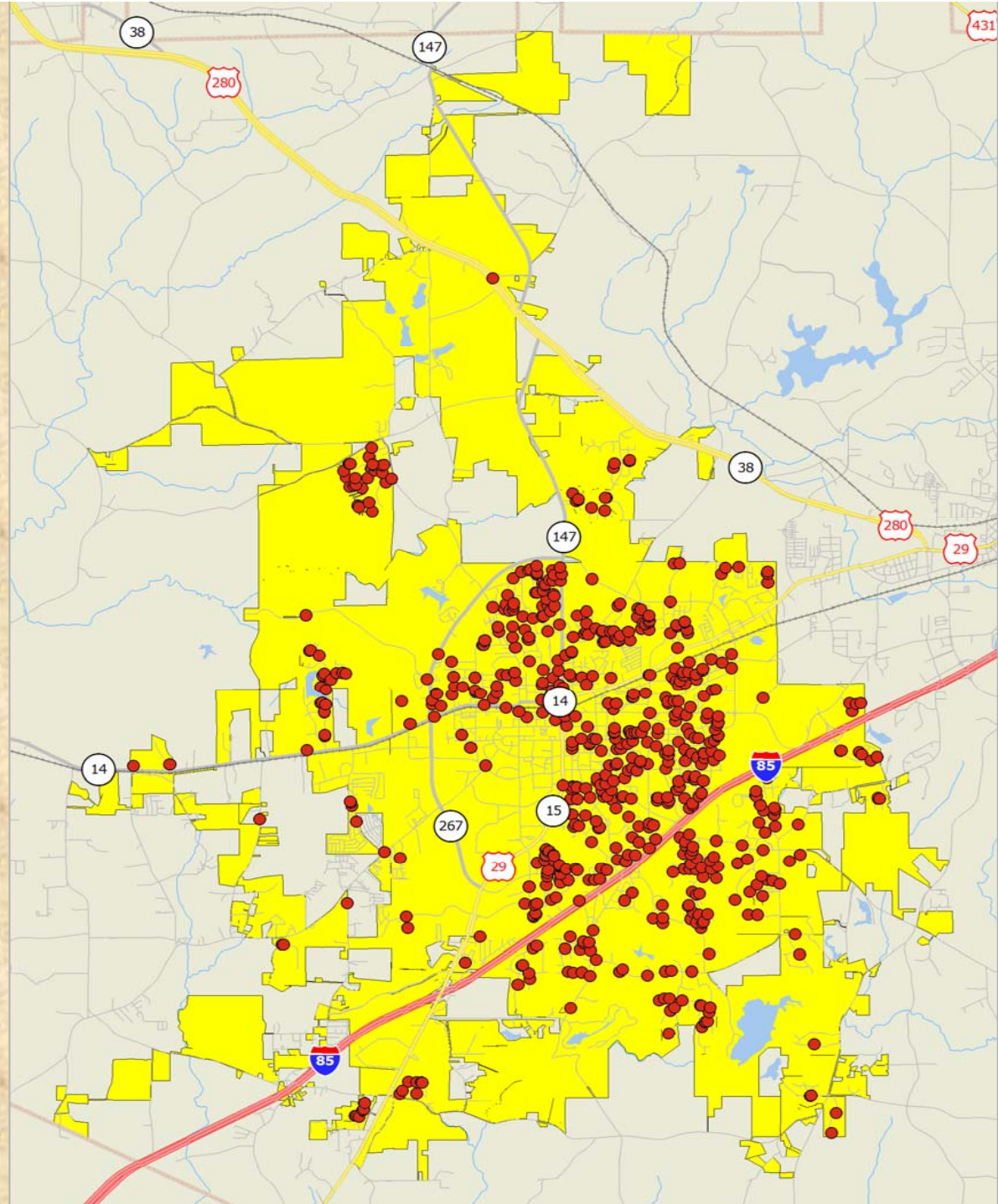
- **Auburn continues to be a very desirable place to live and residents are generally satisfied with City services:**
 - Satisfaction with the appearance of the City was 21% above the national average
 - Satisfaction with the value for city taxes was 29% above the national average
 - Satisfaction with the overall quality of City services was 26% above the national average
- **Overall satisfaction ratings increased while most communities decreased during the past year. Some of the most significant improvements occurred in**
 - Traffic Flow
 - Public Safety
 - Code Enforcement
 - Communication
 - Leadership
- **Areas to emphasize over the next year**
 - Flow of traffic congestion and management
 - Maintenance of City streets and facilities
 - Continue to emphasize police protection
 - Walking and biking trails (down 7% from 2008)
 - Curbside recycling (down 7% from 2009)

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 778 residents
 - 52% response rate
- Precision of at least +/-3.5% at the 95% level of confidence
- Benchmarking data
- Results were geocoded

**Location of
Respondents**

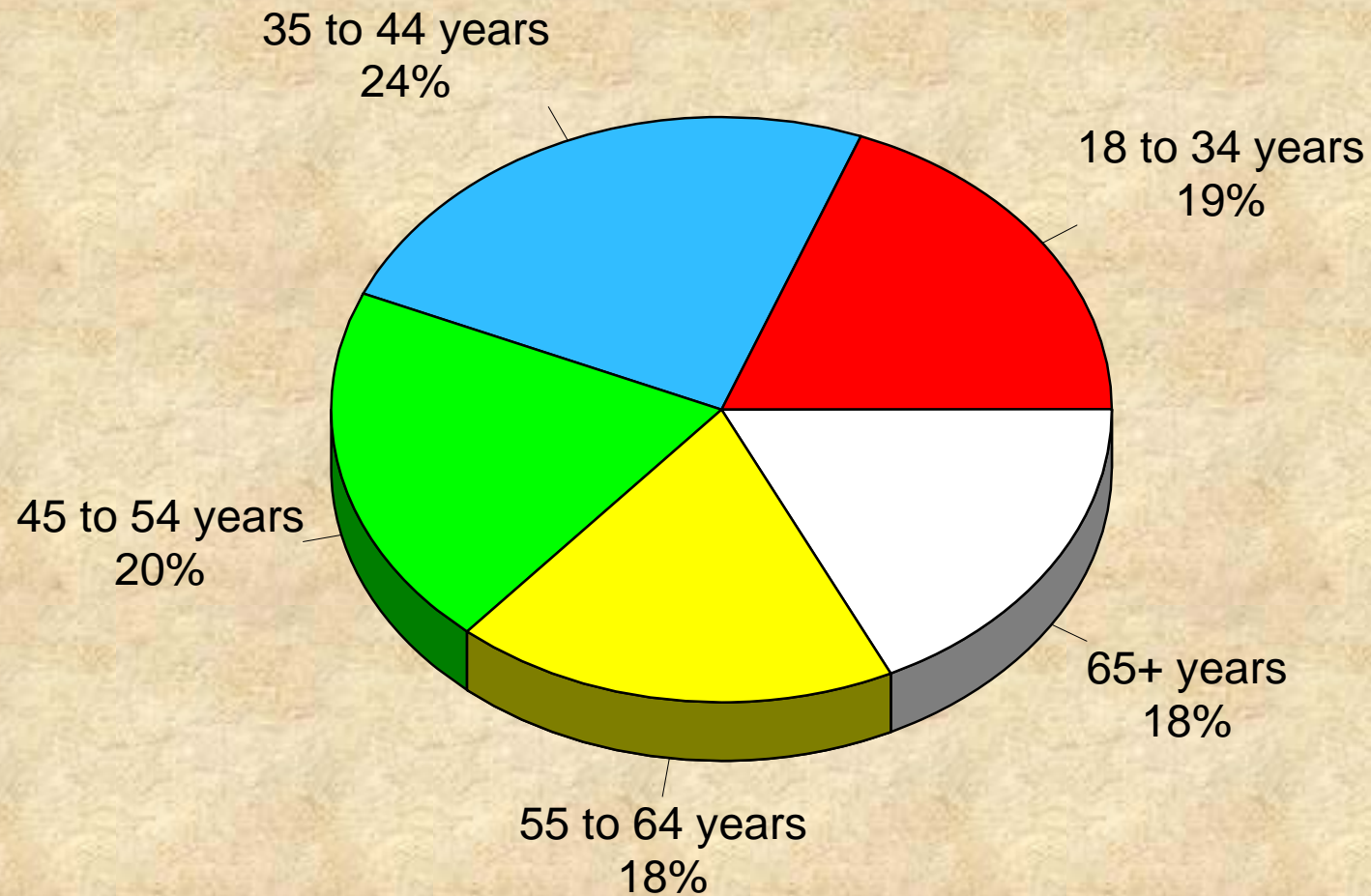
**2010
Auburn
Citizen
Survey**



Demographics

Demographics: What is Your Age?

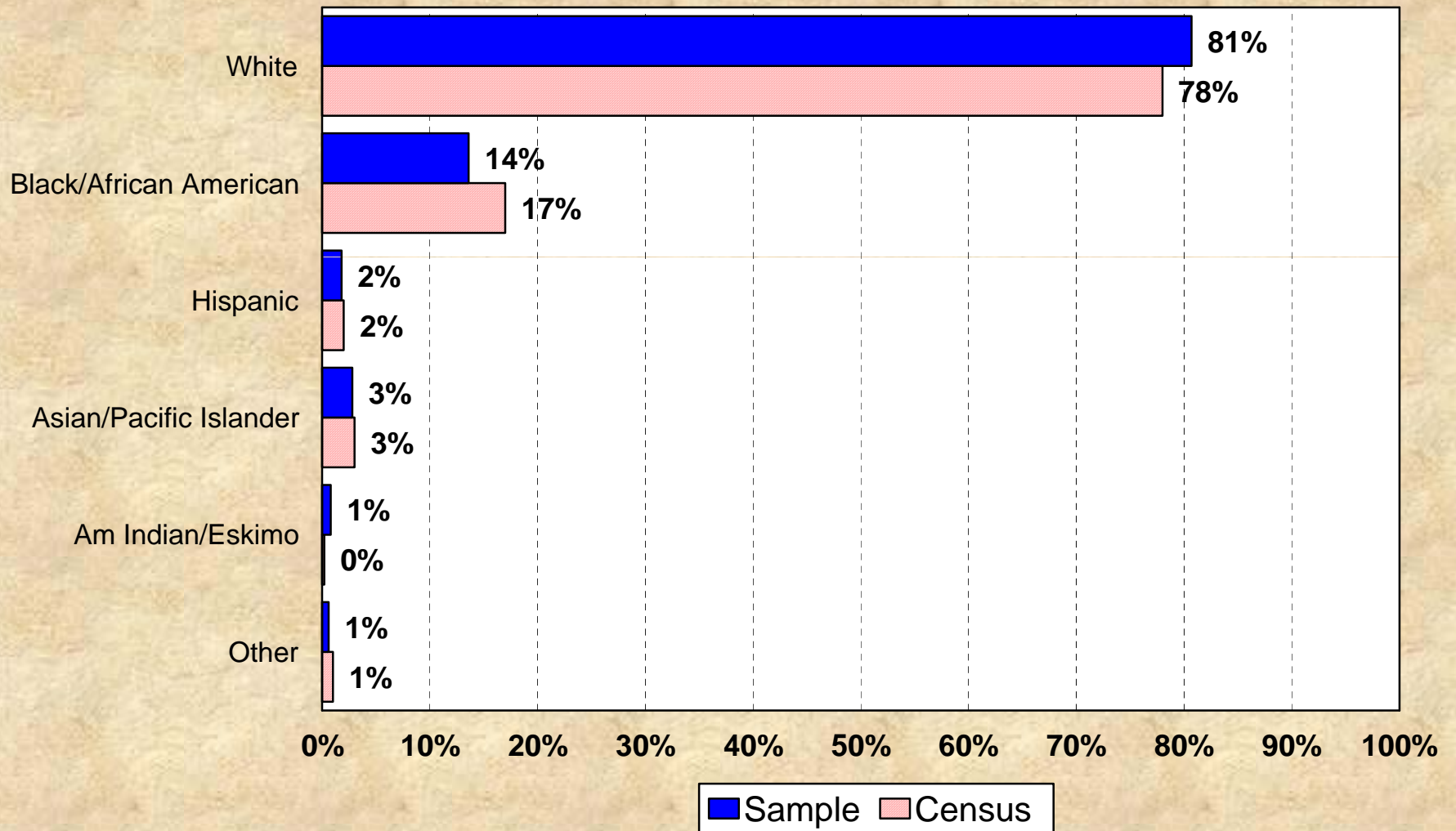
by percentage of residents surveyed



Source: ETC Institute (2010)

Demographics: Which best describes your race/ethnicity?

by percentage of residents surveyed

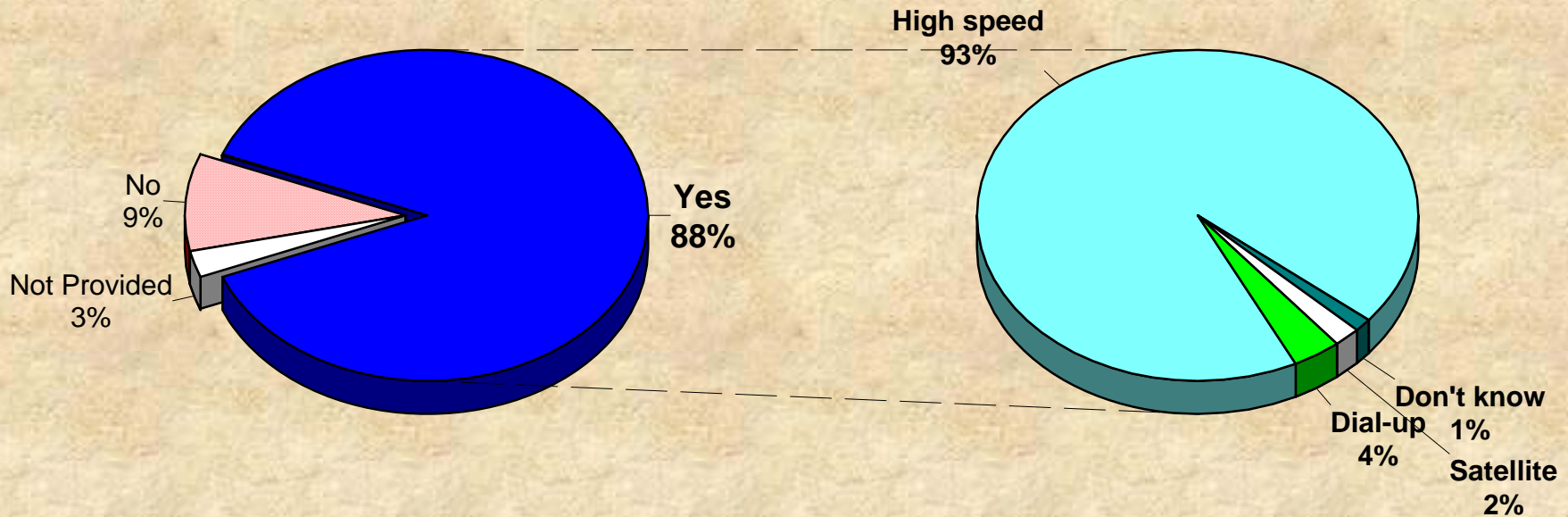


Source: ETC Institute (2010)

Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

Do You Have High Speed or Dial-up Access?

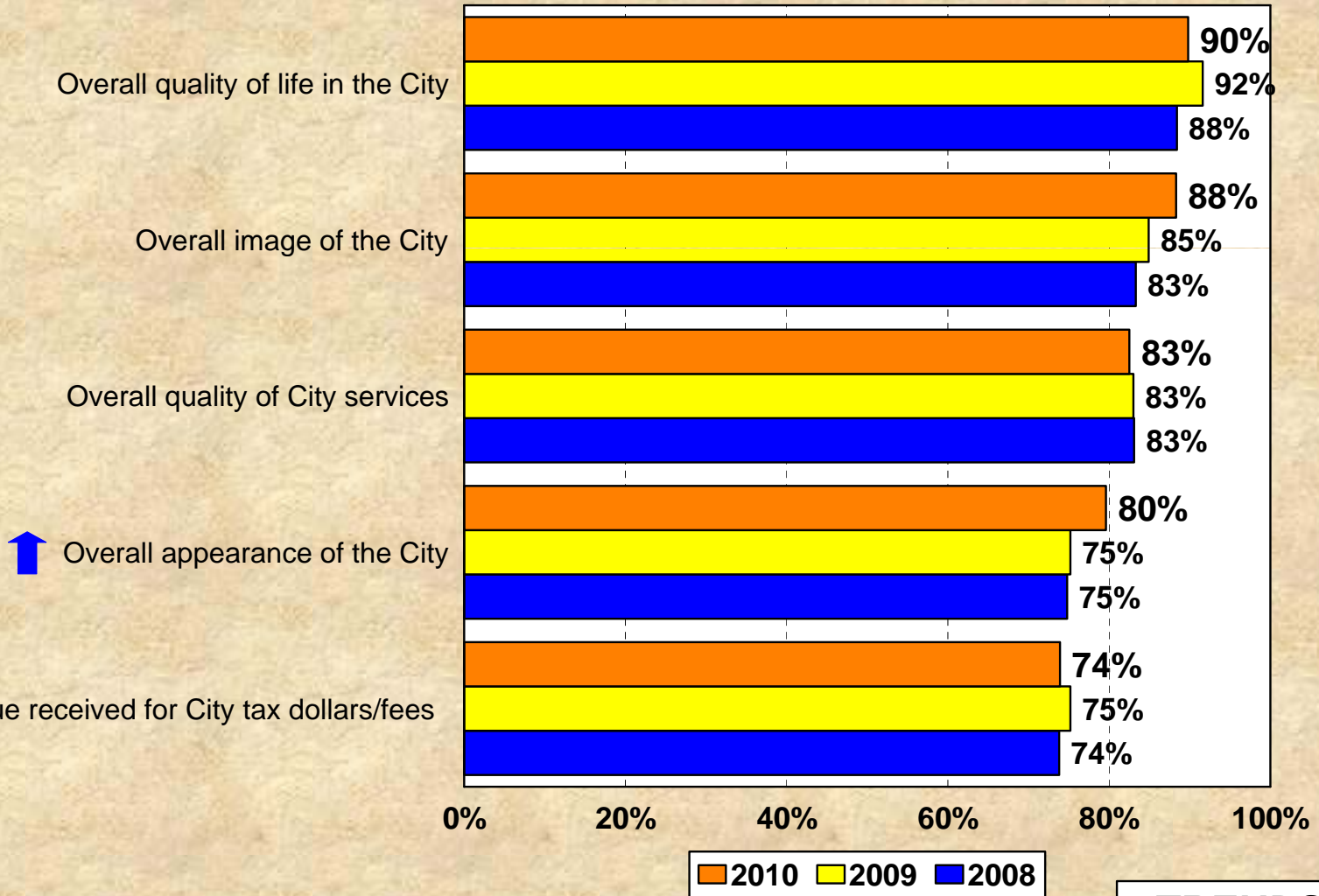


Source: ETC Institute (2010)

Major Findings

TRENDS: Overall Perceptions of the City of Auburn (2008 thru 2010)

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



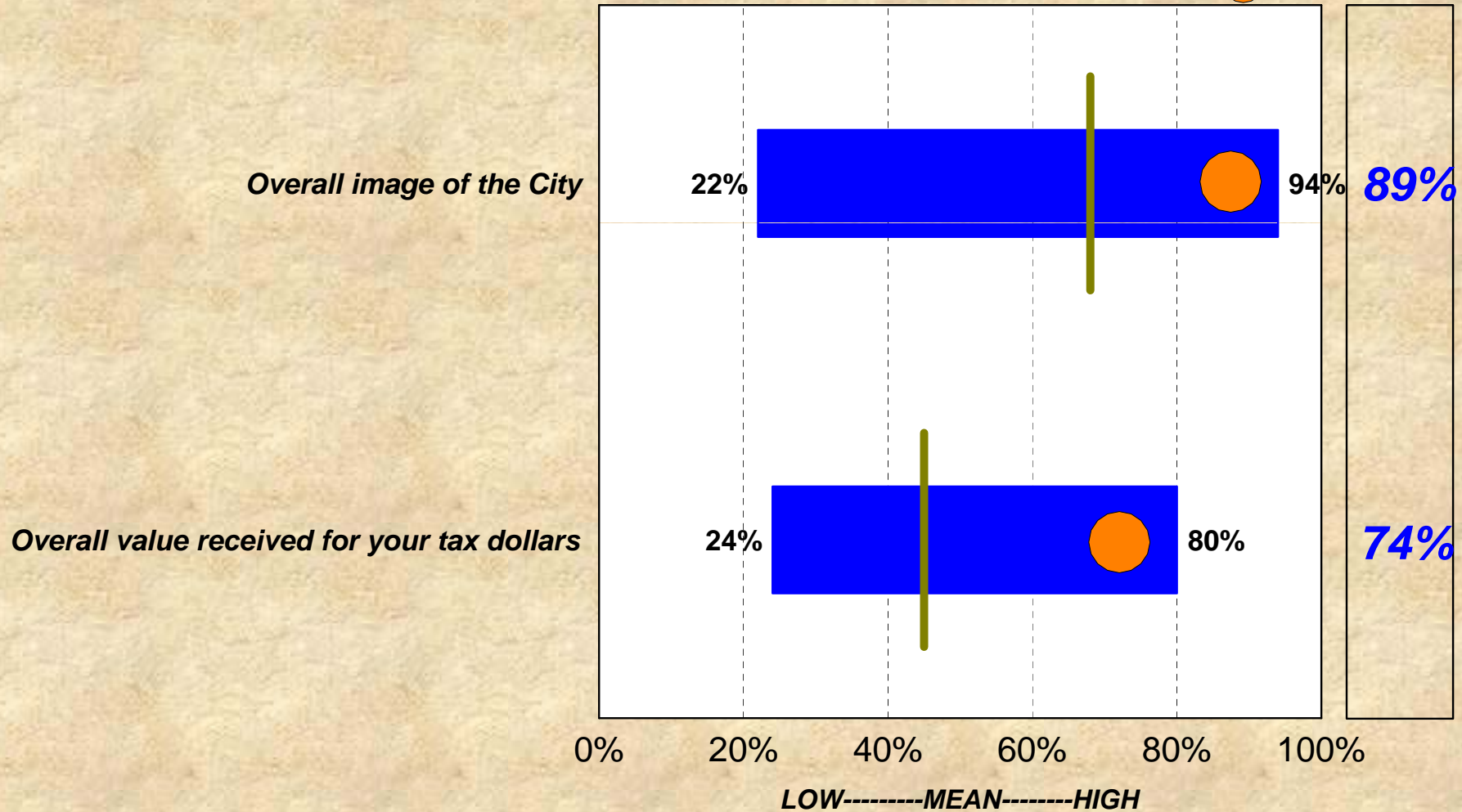
Source: ETC Institute (2010)

TRENDS

Perceptions that Residents Have of the City in Which They Live - 2010

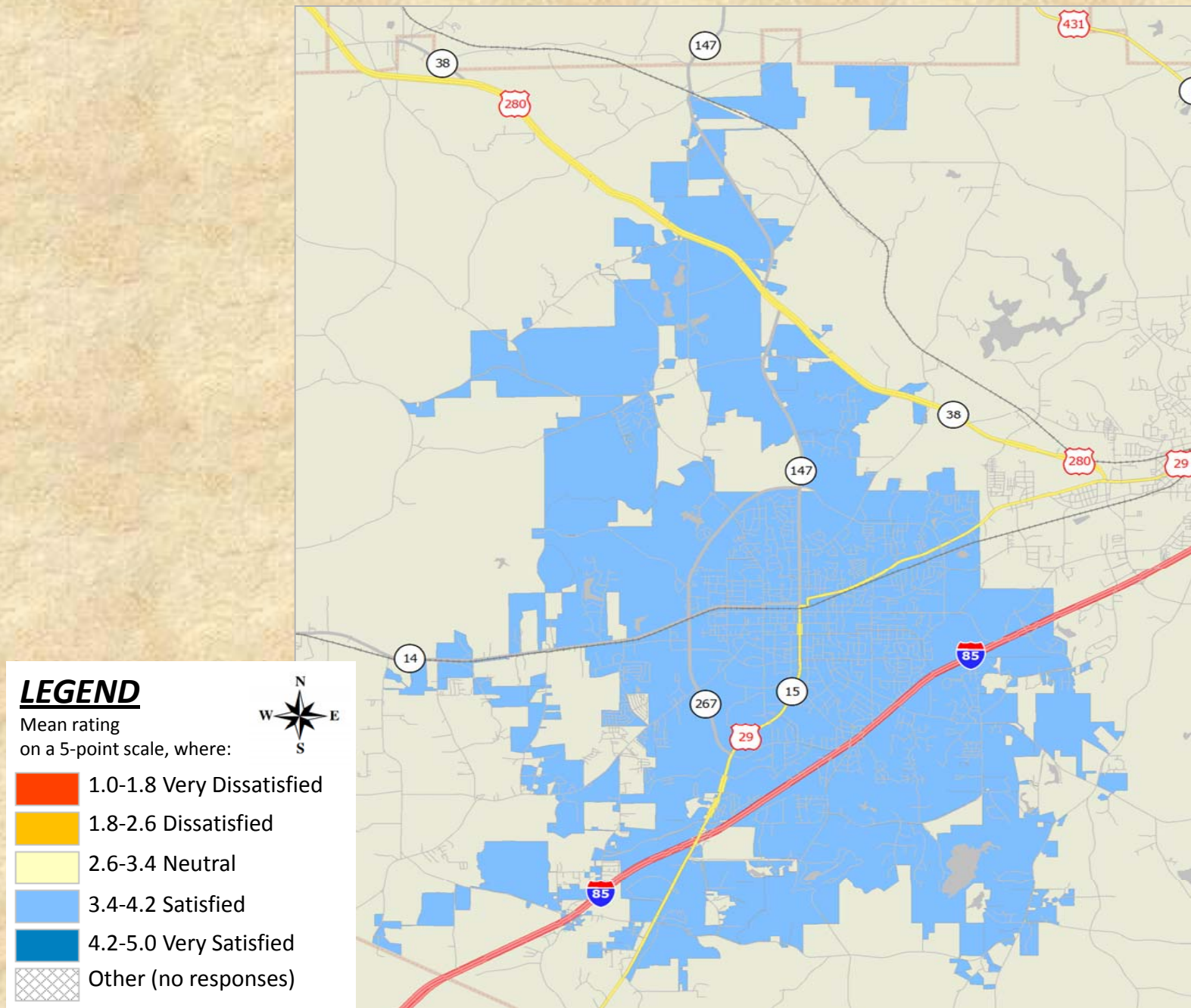
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Auburn, AL



Source: ETC Institute DirectionFinder (2010)

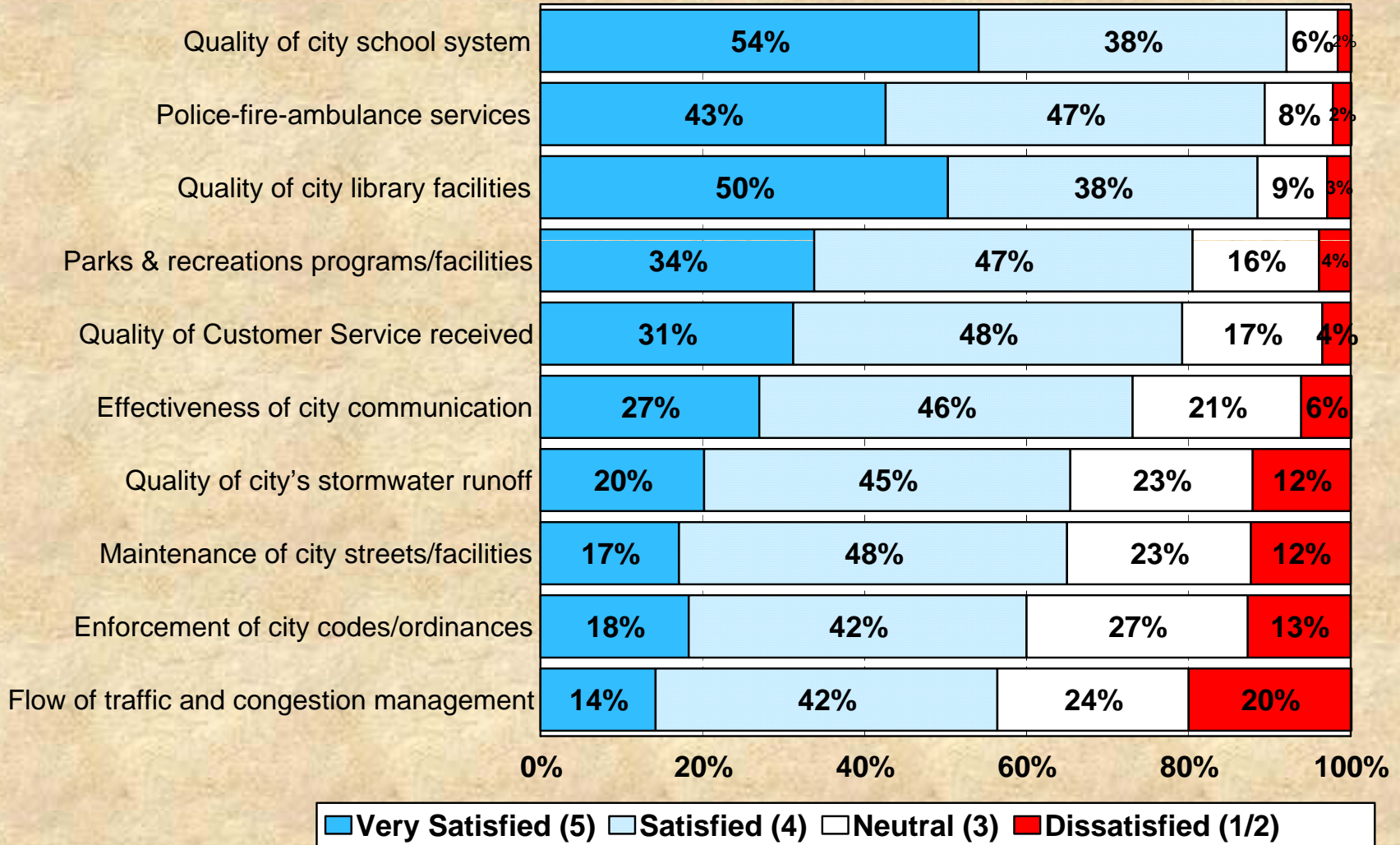
Q3a Overall value that you receive for your city tax dollars and fees



**Overall Satisfaction
with Major Categories
of Service**

Overall Satisfaction With City Services by Major Category

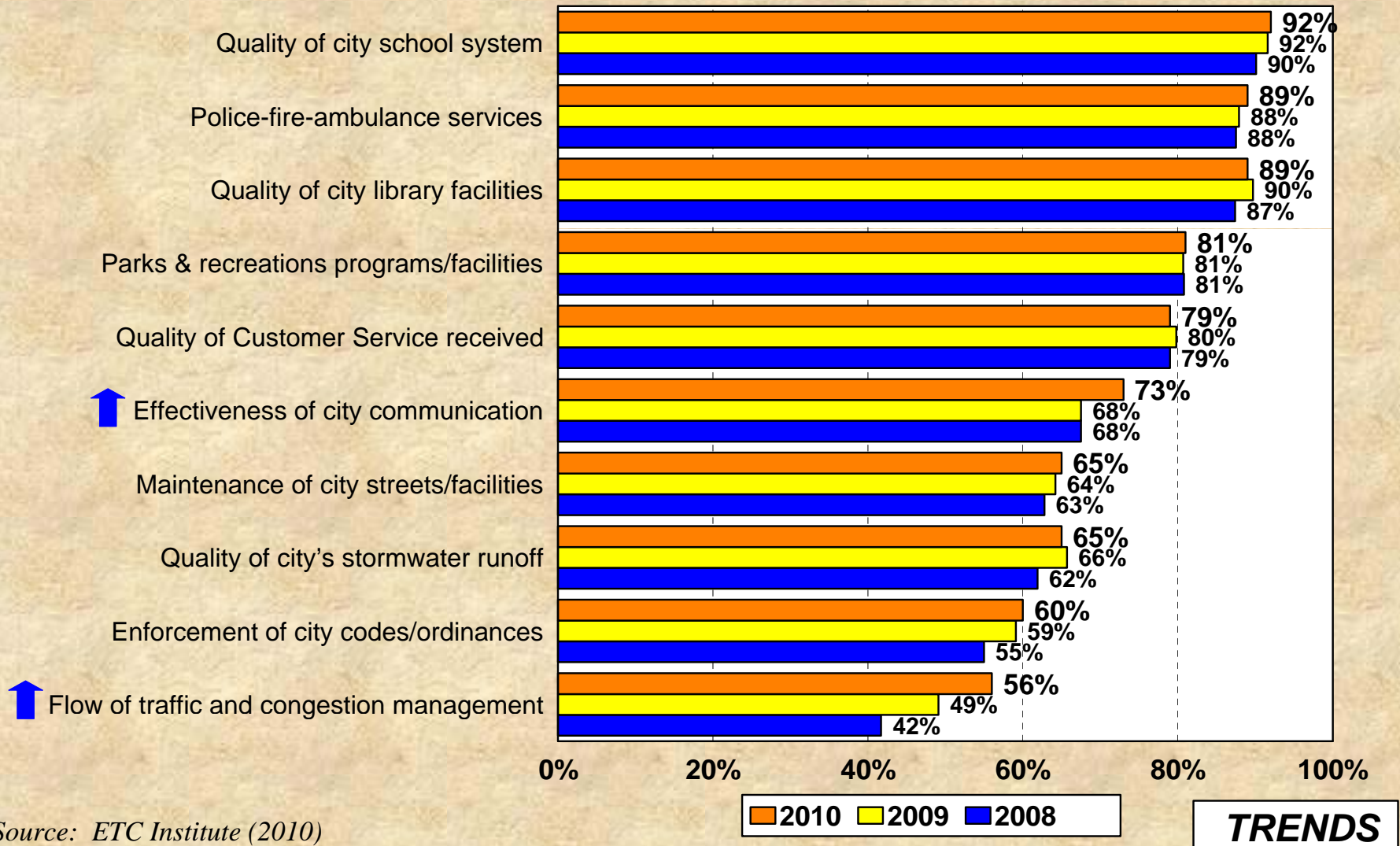
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute (2010)

TRENDS: Overall Satisfaction With City Services by Major Category (2008 thru 2010)

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

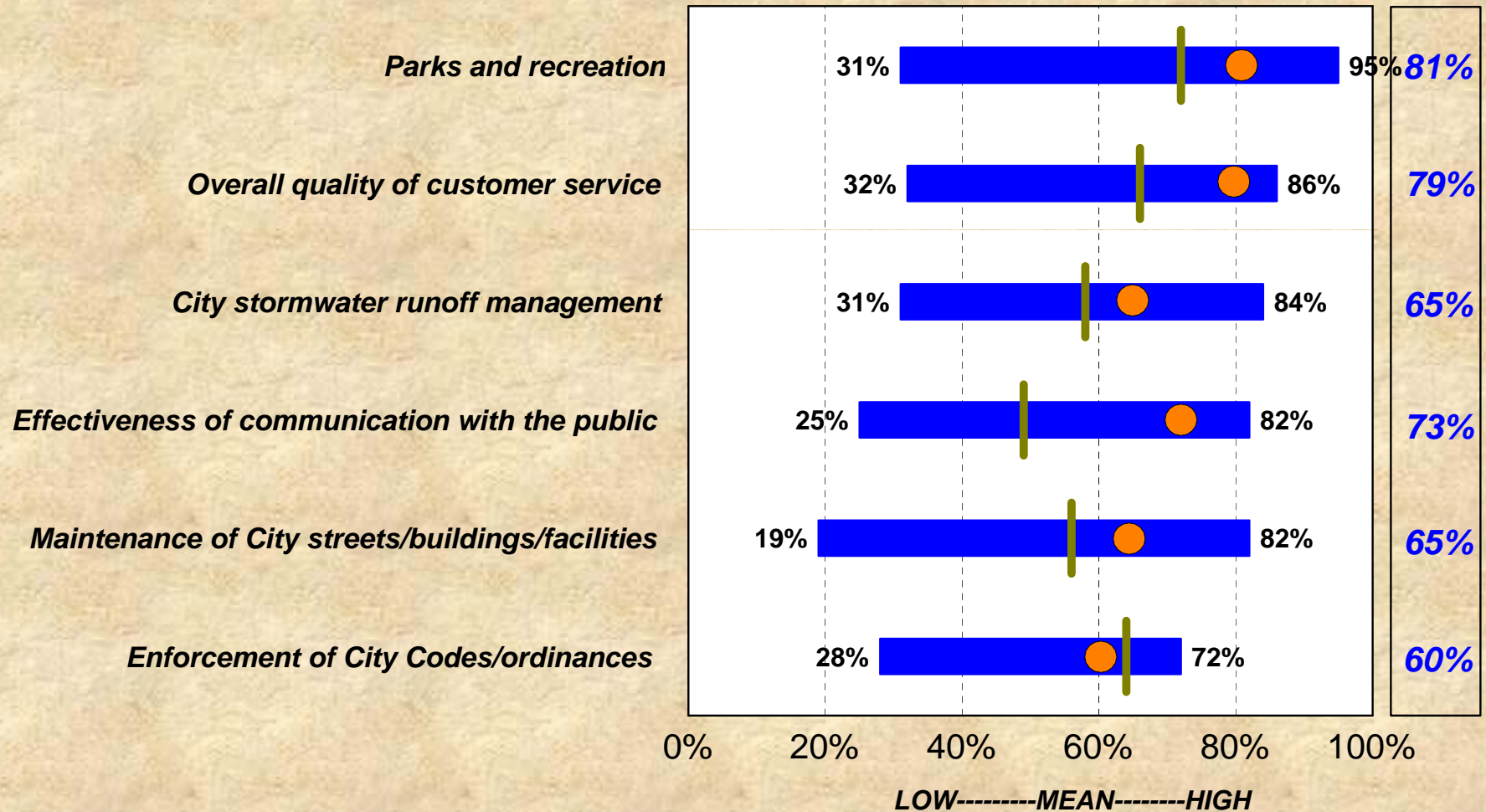


Source: ETC Institute (2010)

Overall Satisfaction with Various City Services by Major Category - 2010

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)

● Auburn, AL

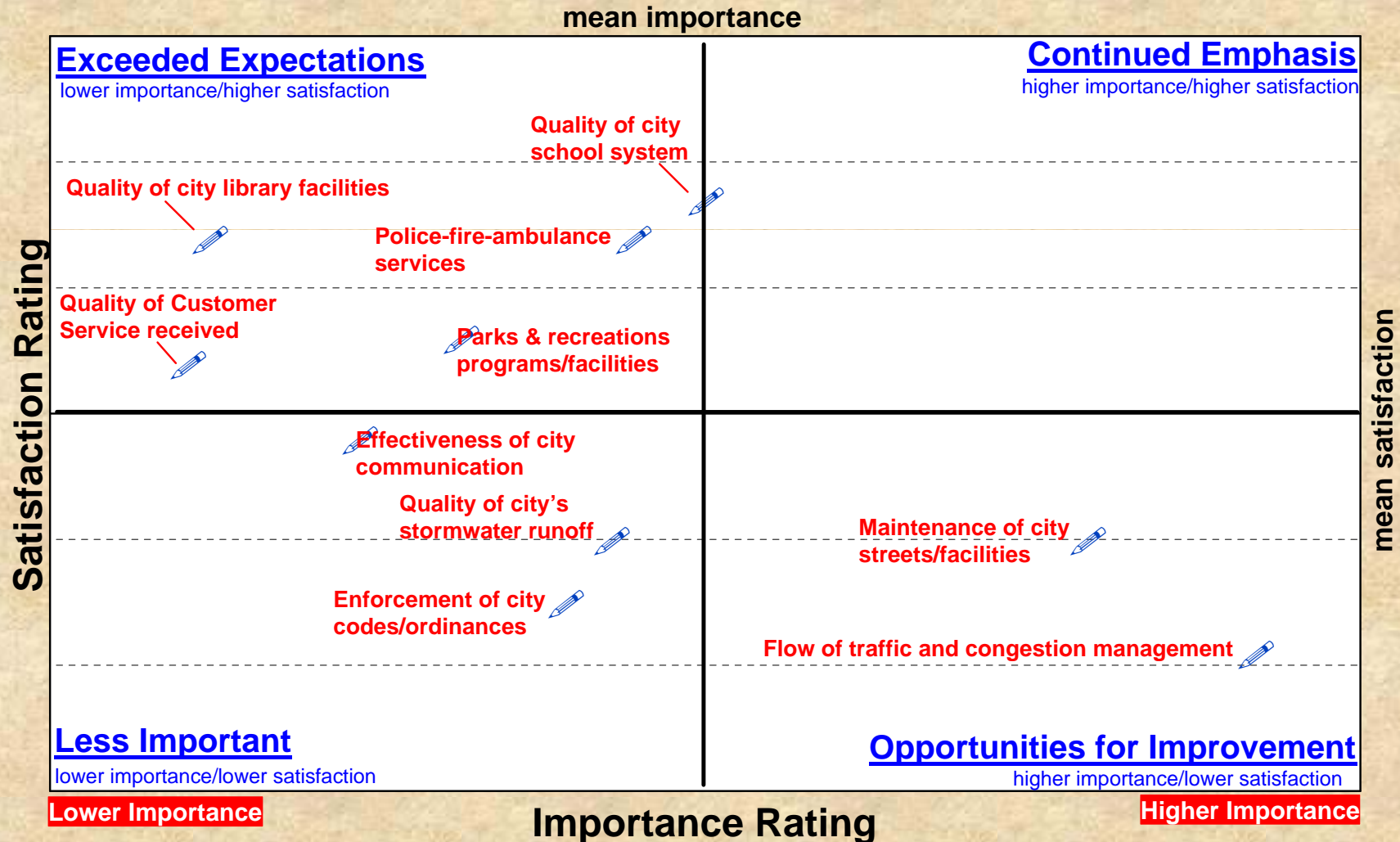


Source: ETC Institute DirectionFinder (2010)

2010 City of Auburn Community 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)

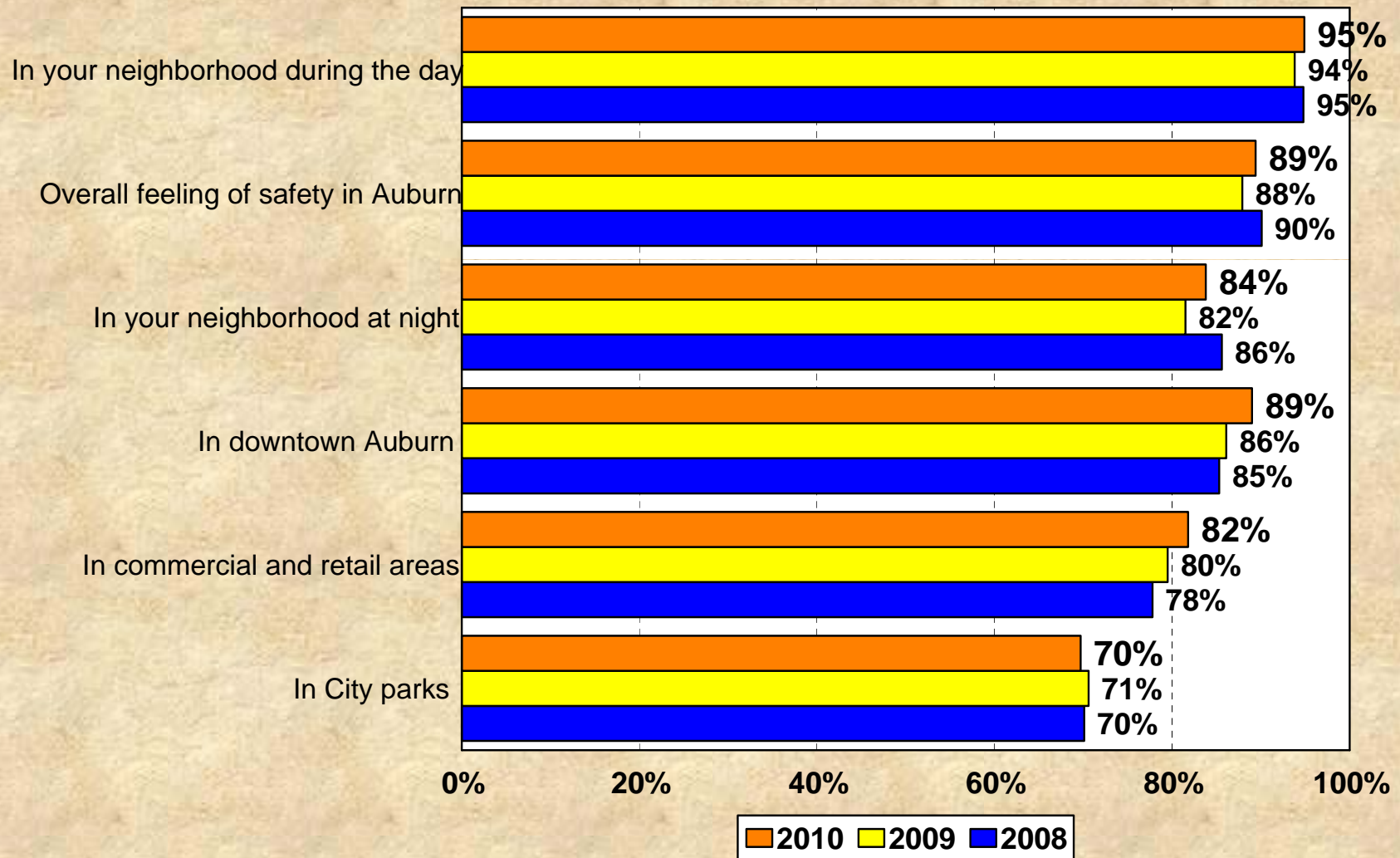


Source: ETC Institute (2010)

Public Safety

TRENDS: Overall Feelings of Safety in the City of Auburn (2008 thru 2010)

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

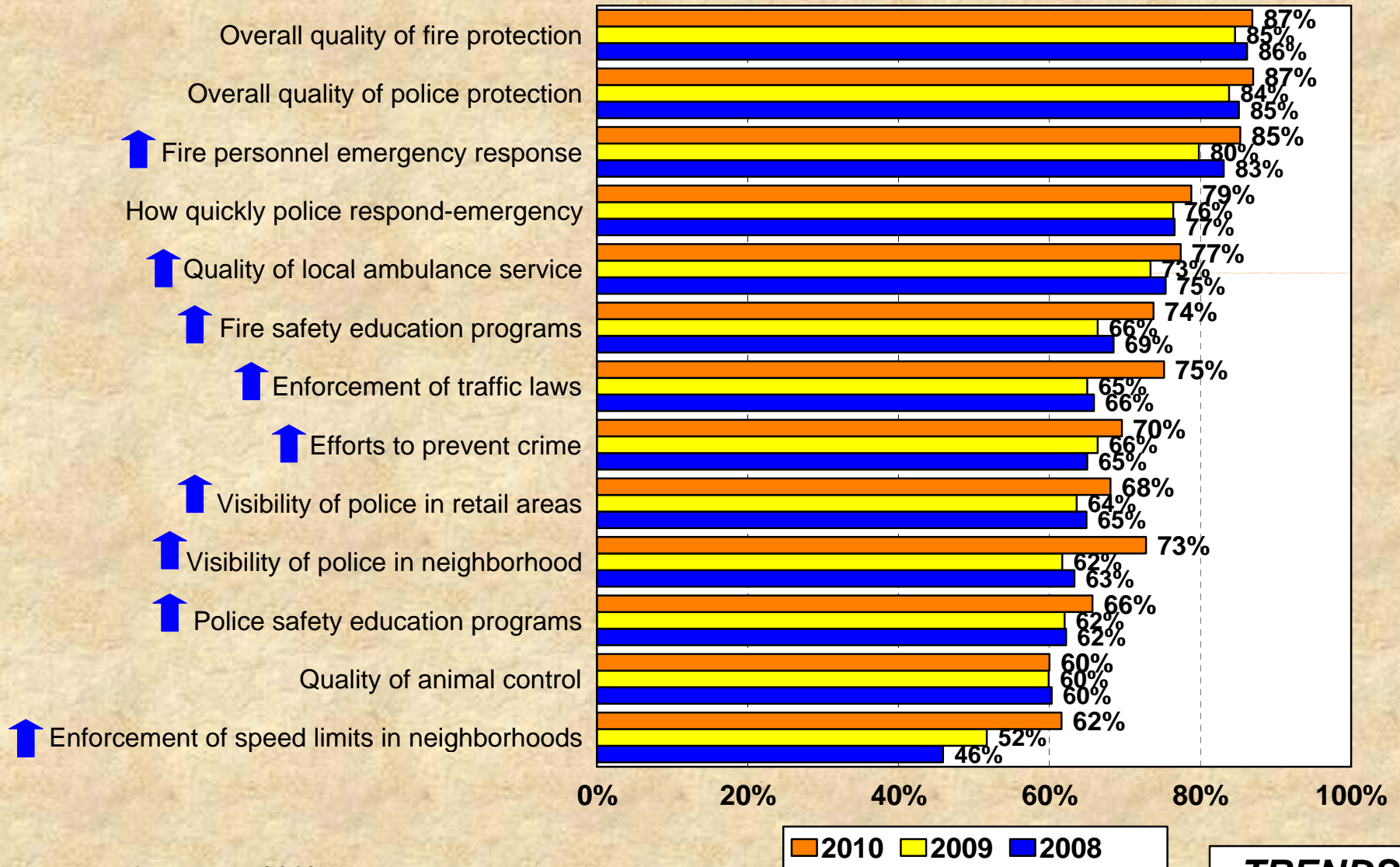


Source: ETC Institute (2010)

TRENDS

TRENDS: Overall Satisfaction with Public Safety Services (2008 thru 2010)

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



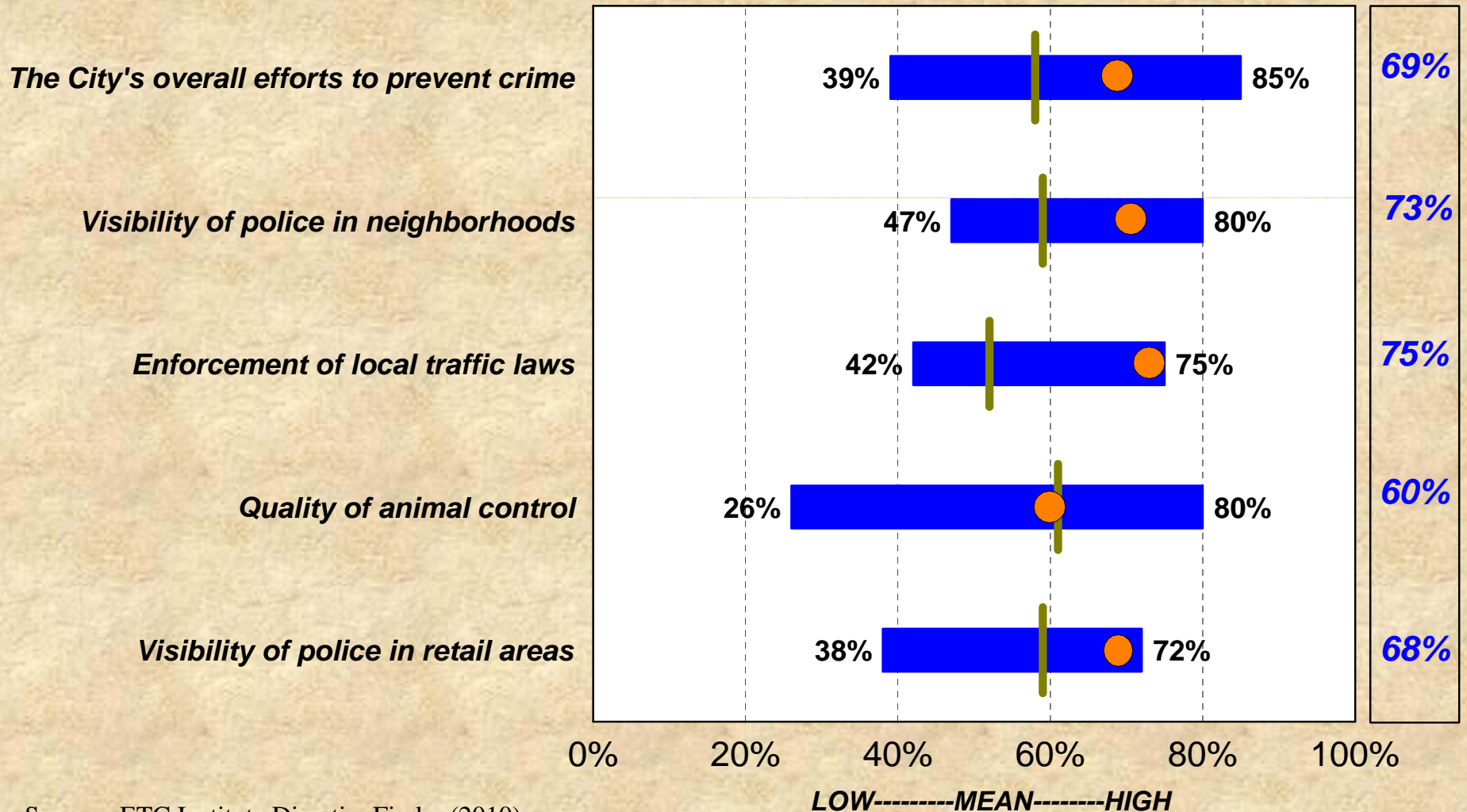
Source: ETC Institute (2010)

TRENDS

Satisfaction with Various Public Safety Services Provided by Cities - 2010

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

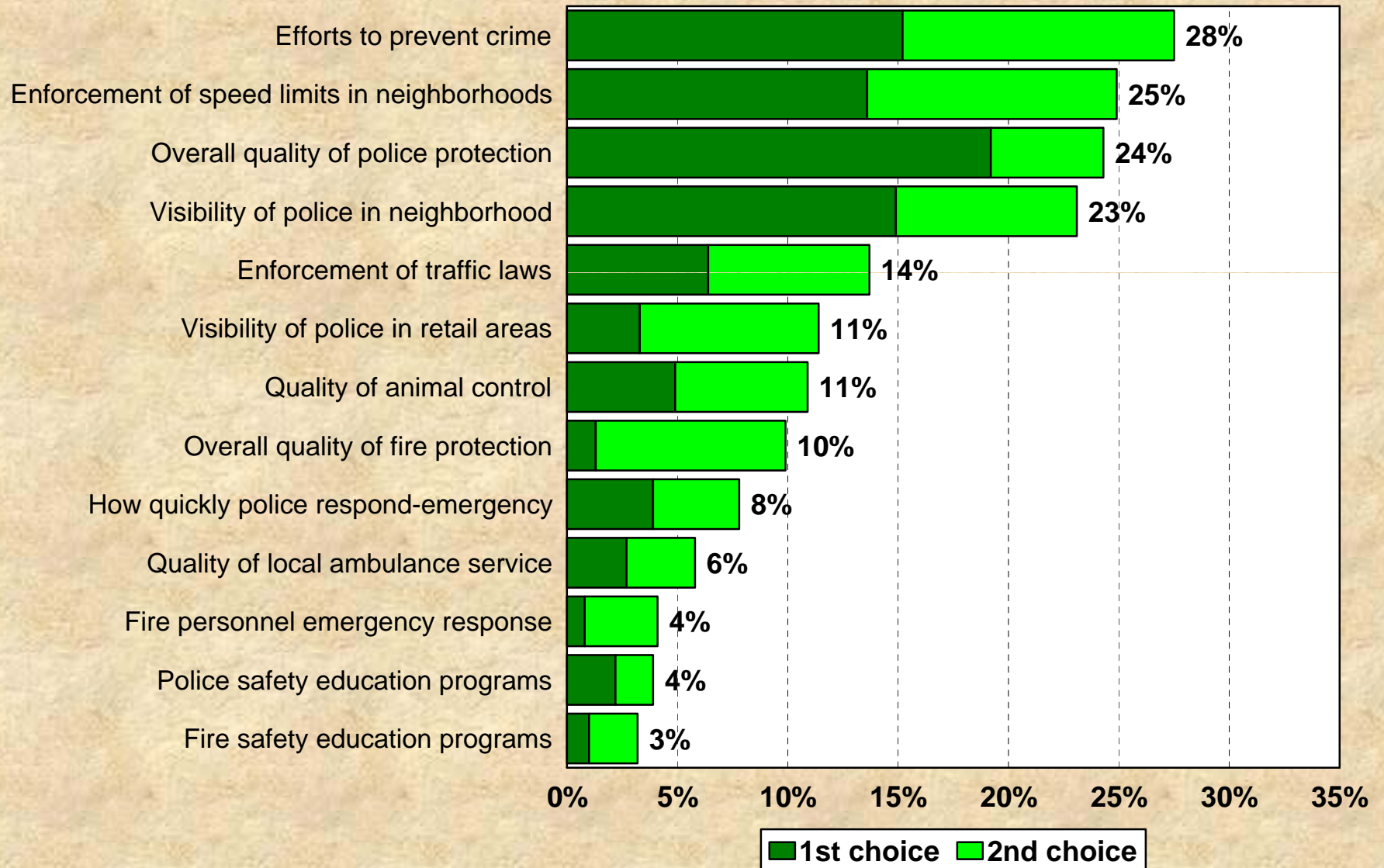
● Auburn, AL



Source: ETC Institute DirectionFinder (2010)

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

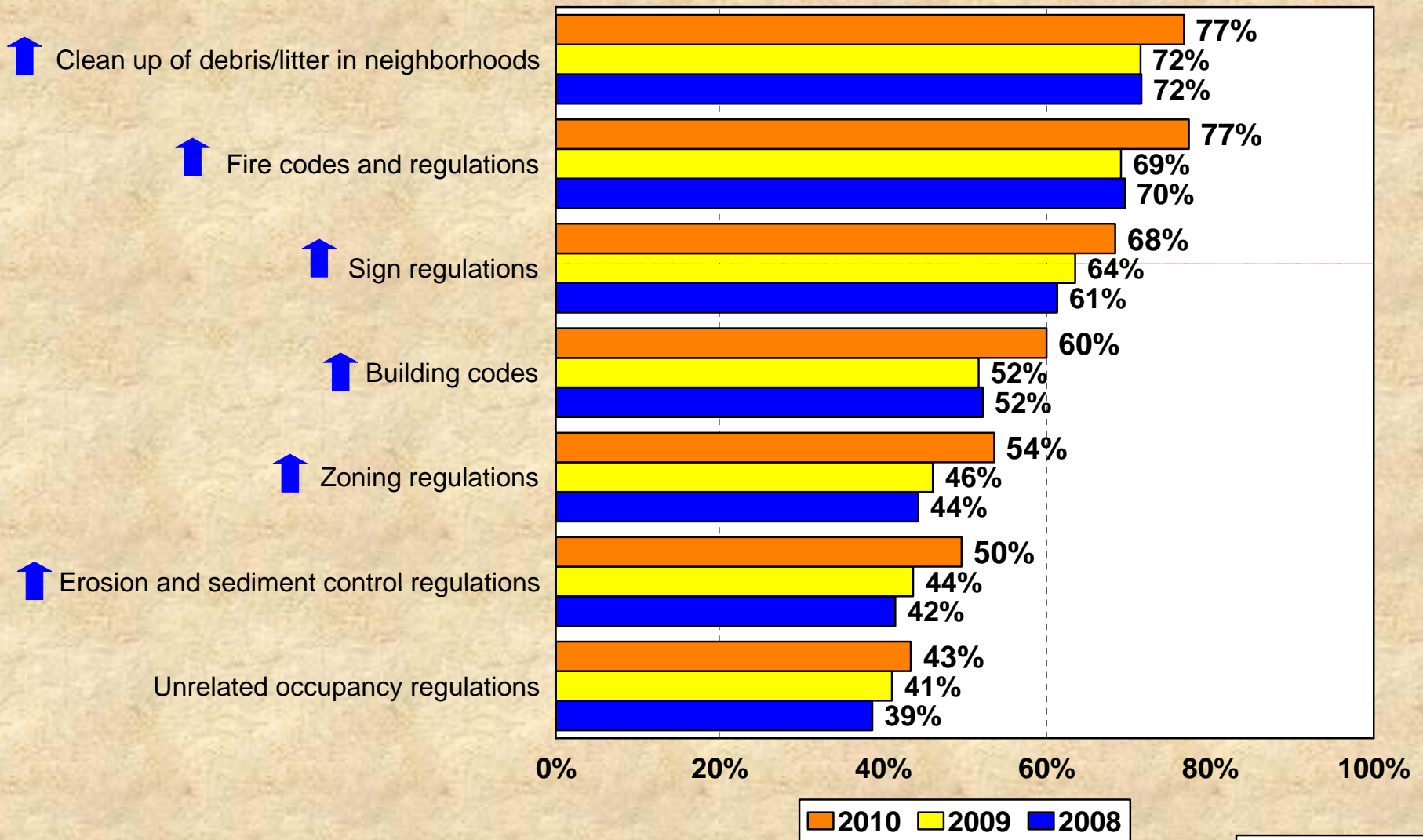


Source: ETC Institute (2010)

Code Enforcement

TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2008 thru 2010)

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



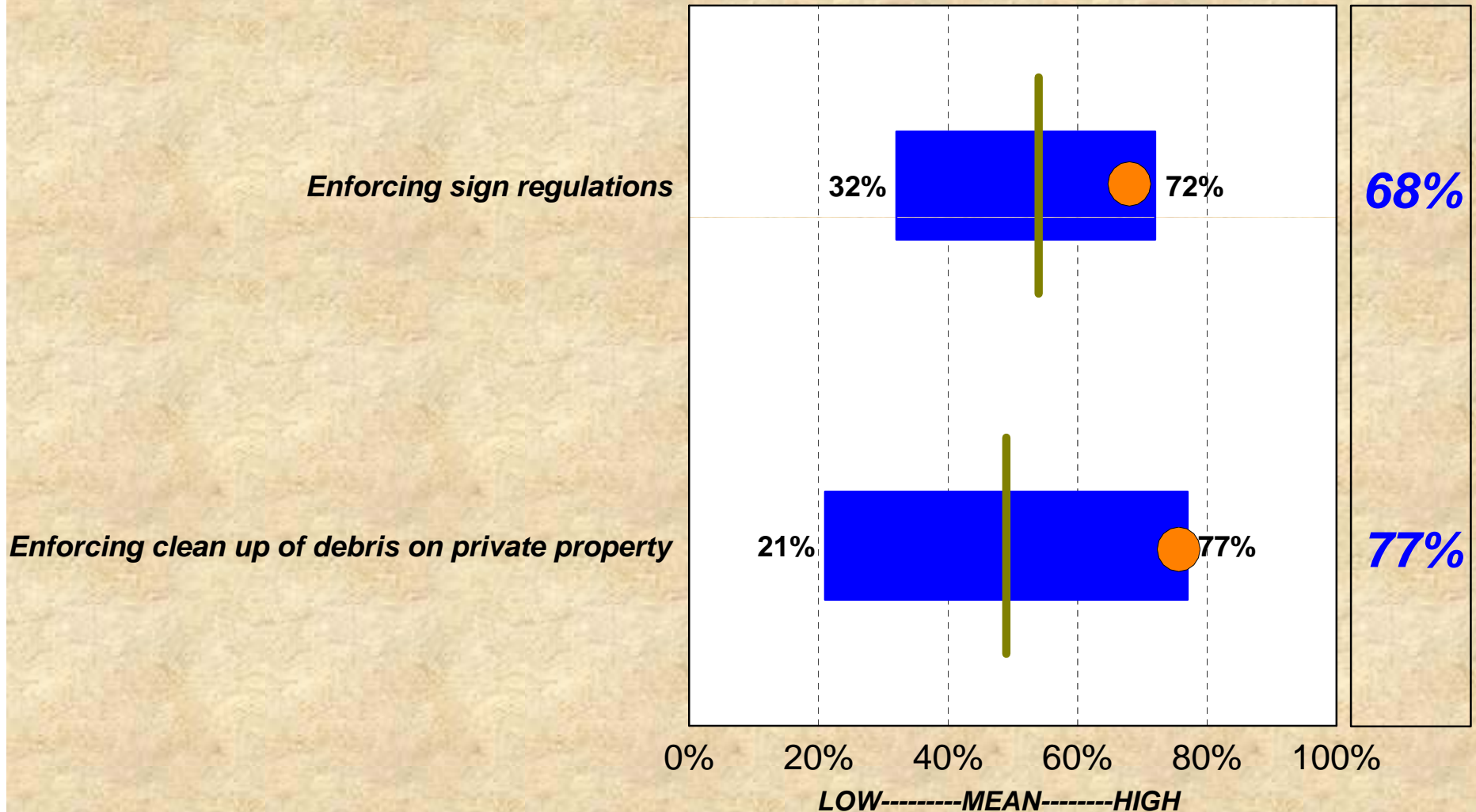
Source: ETC Institute (2010)

TRENDS

Satisfaction with the Enforcement of Codes and Ordinances by Cities - 2010

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)

● Auburn, AL

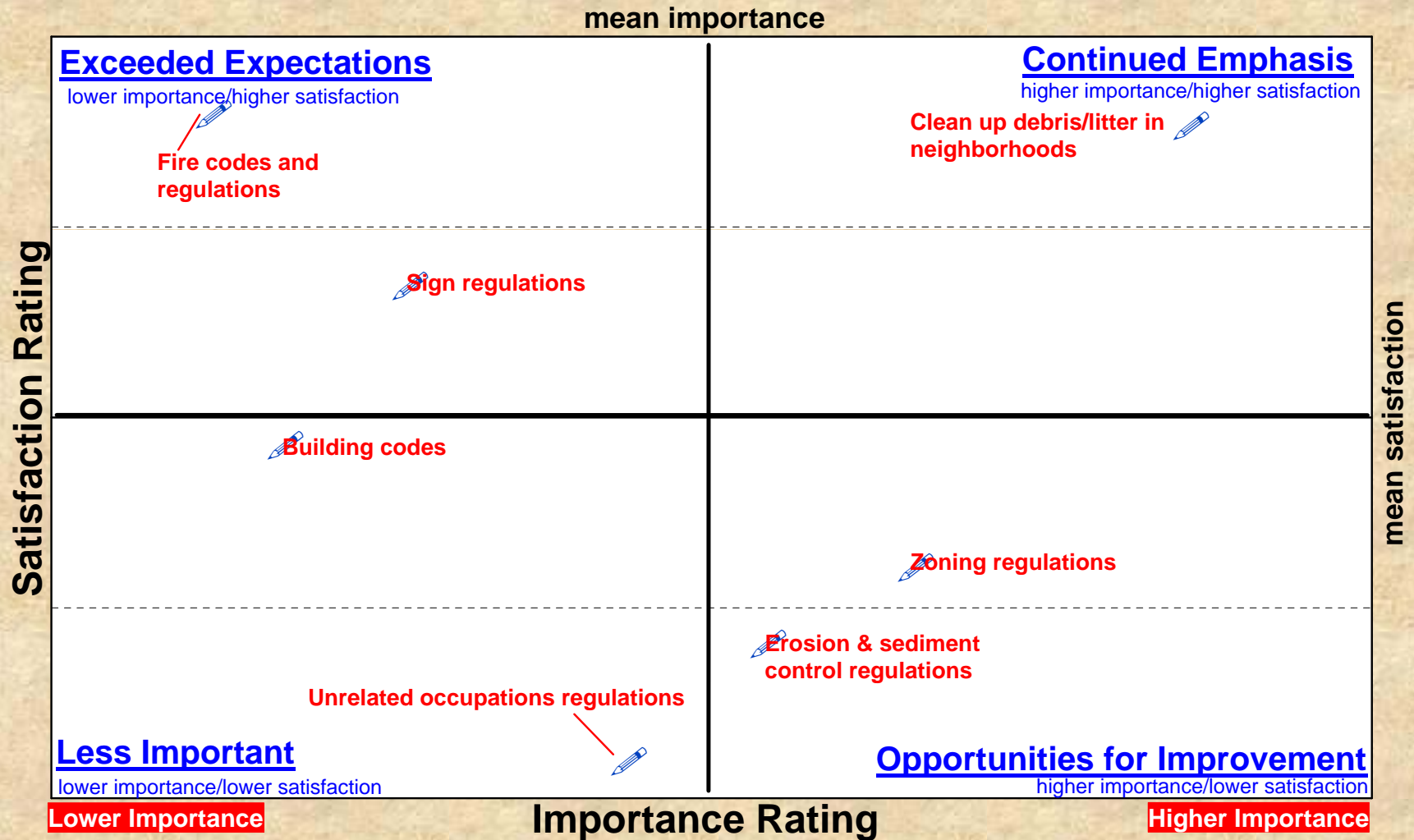


Source: ETC Institute DirectionFinder (2010)

2010 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

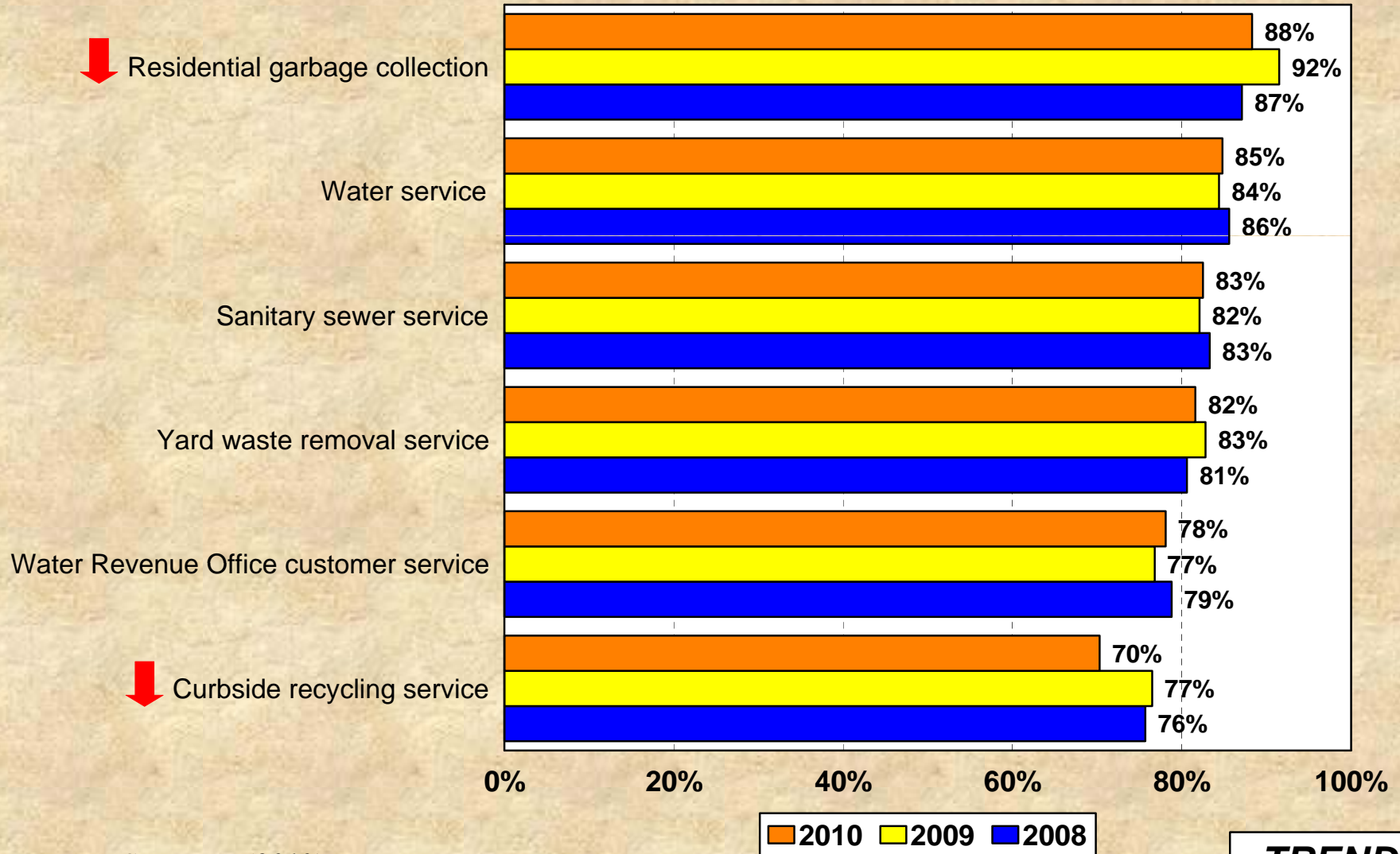
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Utility and Environmental Services

TRENDS: Overall Satisfaction with Utility/Environmental Services (2008 thru 2010)

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

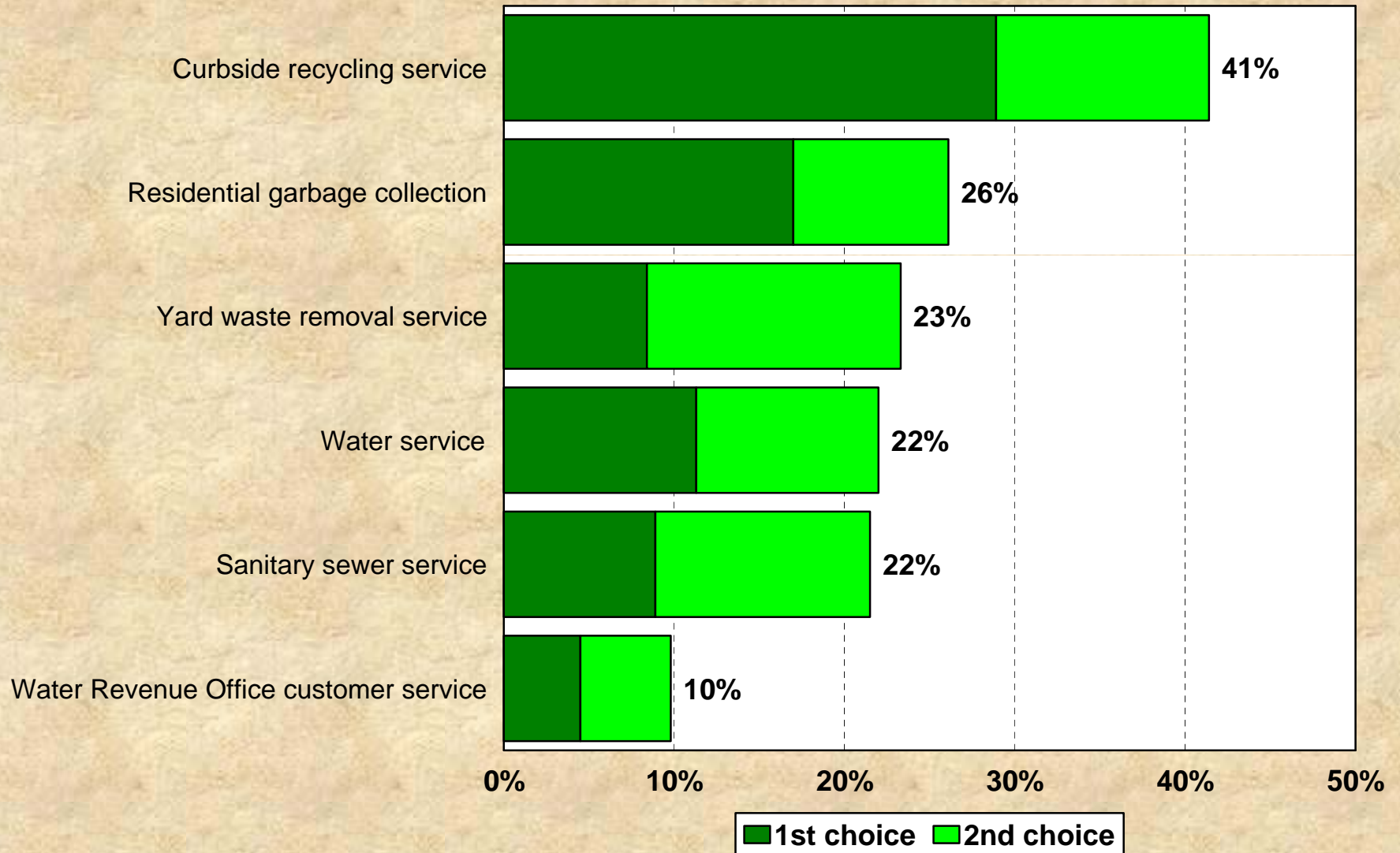


Source: ETC Institute (2010)

TRENDS

Utility/Environmental 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

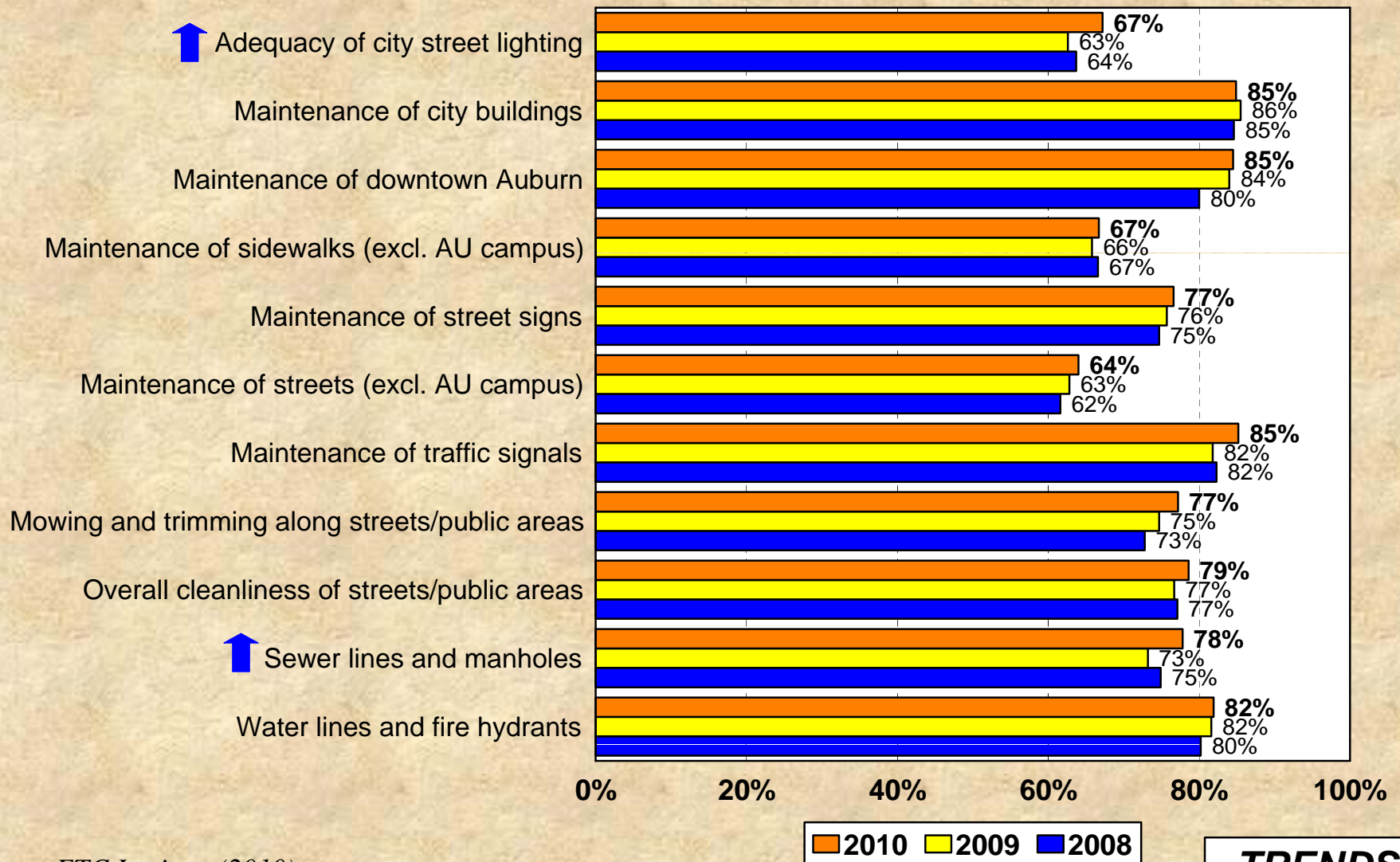


Source: ETC Institute (2010)

Maintenance

TRENDS: Overall Satisfaction with City Maintenance (2008 thru 2010)

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

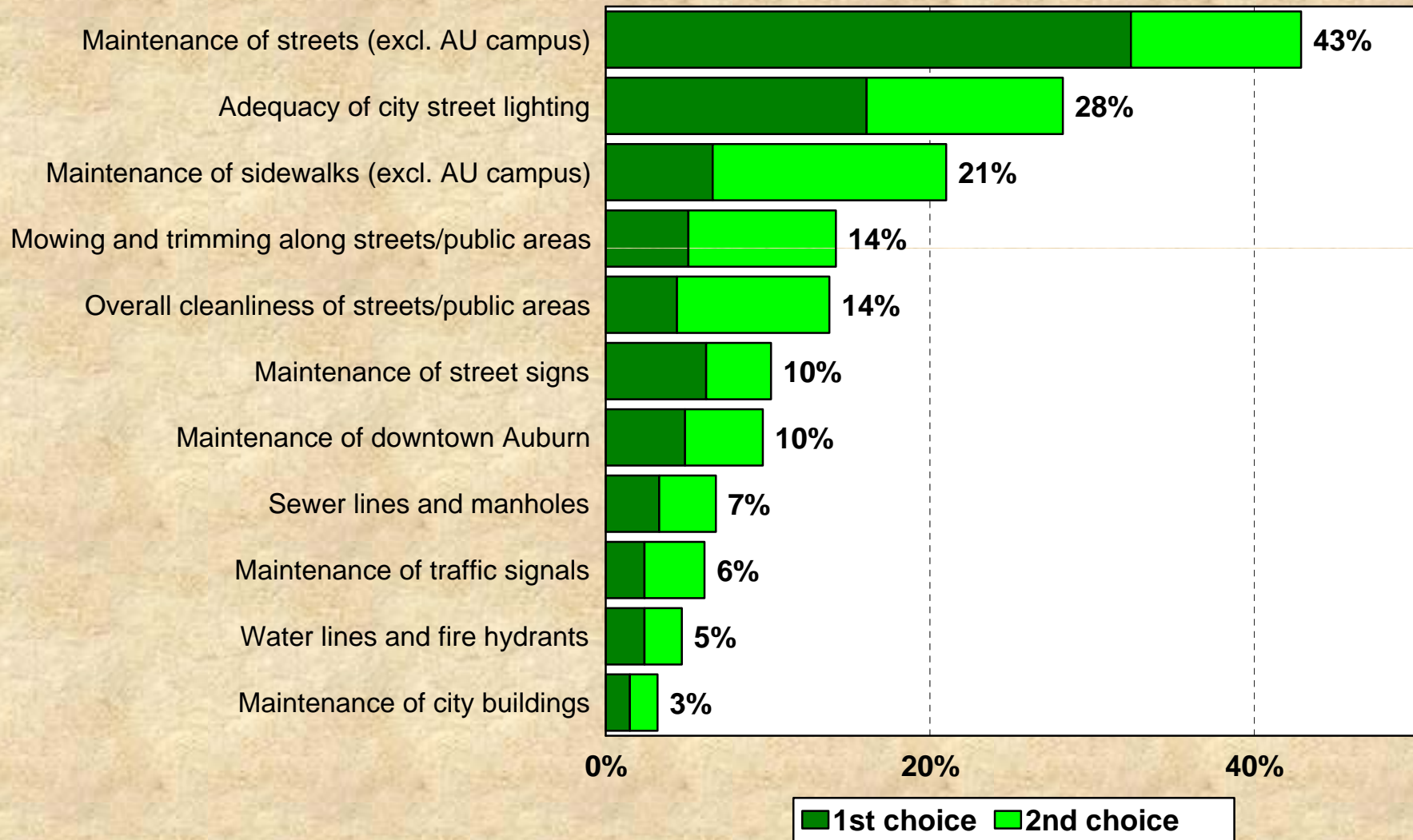


Source: ETC Institute (2010)

TRENDS

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

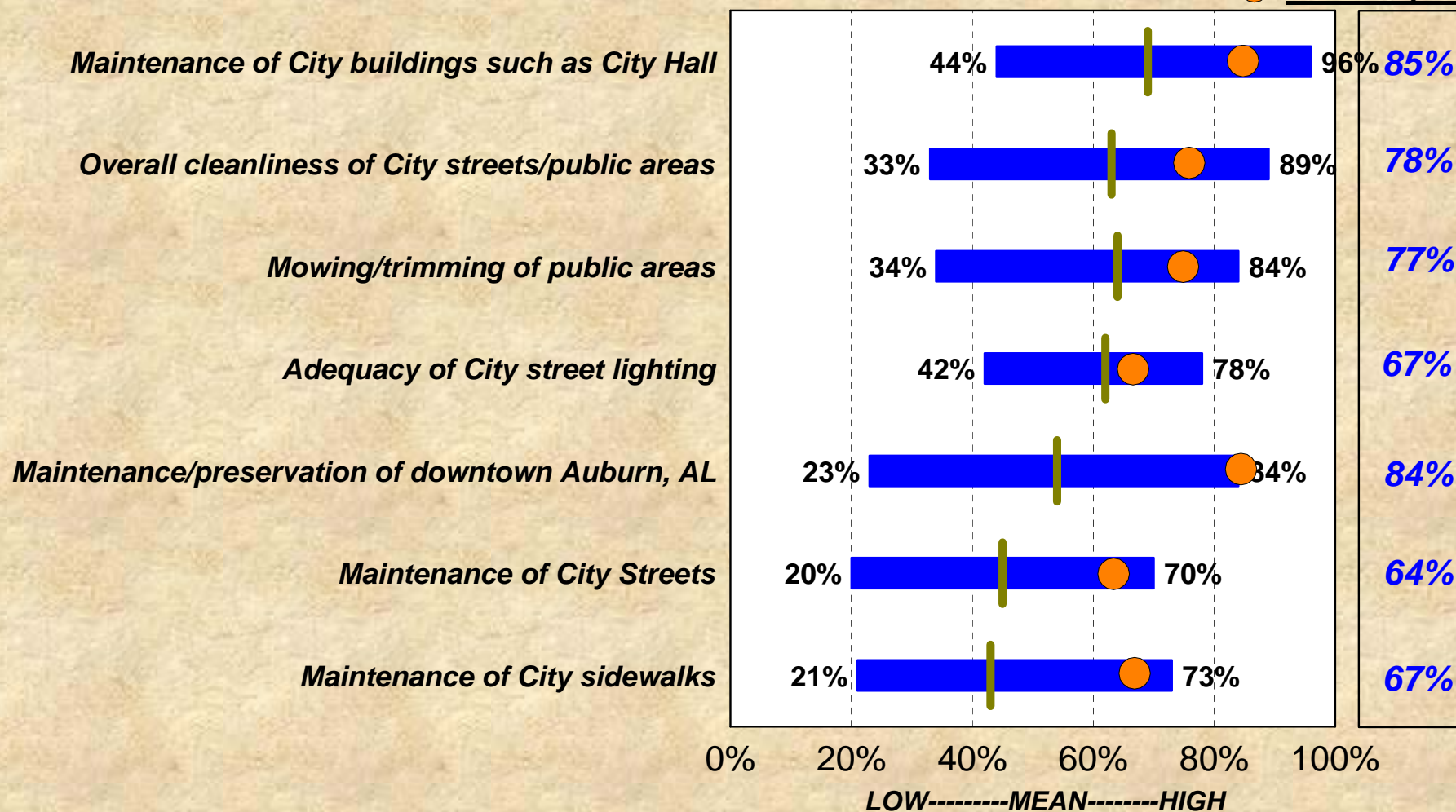


Source: ETC Institute (2010)

Satisfaction with Maintenance Services Provided by Cities - 2010

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)

● **Auburn, AL**

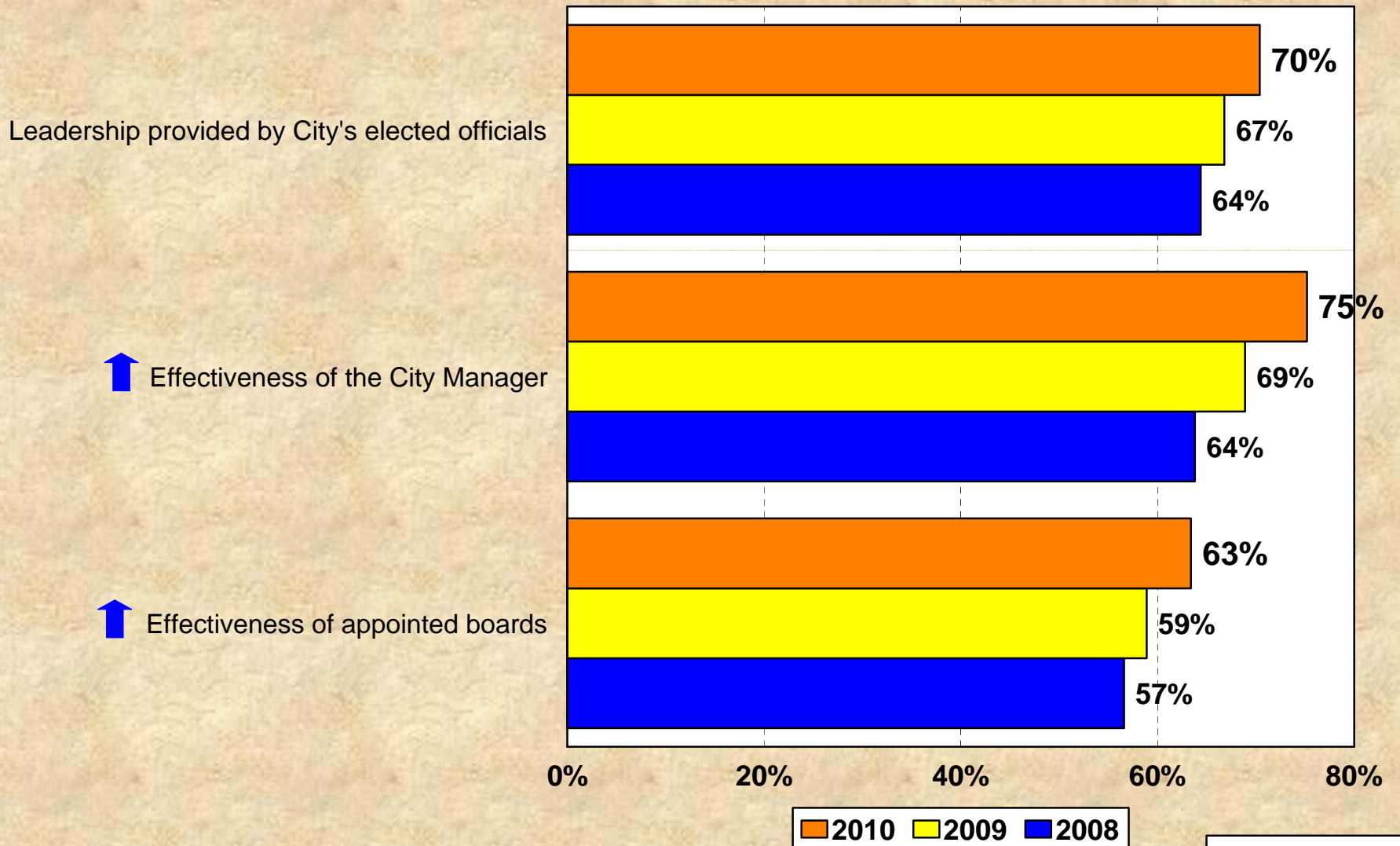


Source: ETC Institute DirectionFinder (2010)

City Leadership

TRENDS: Overall Satisfaction with City Leadership (2008 thru 2010)

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



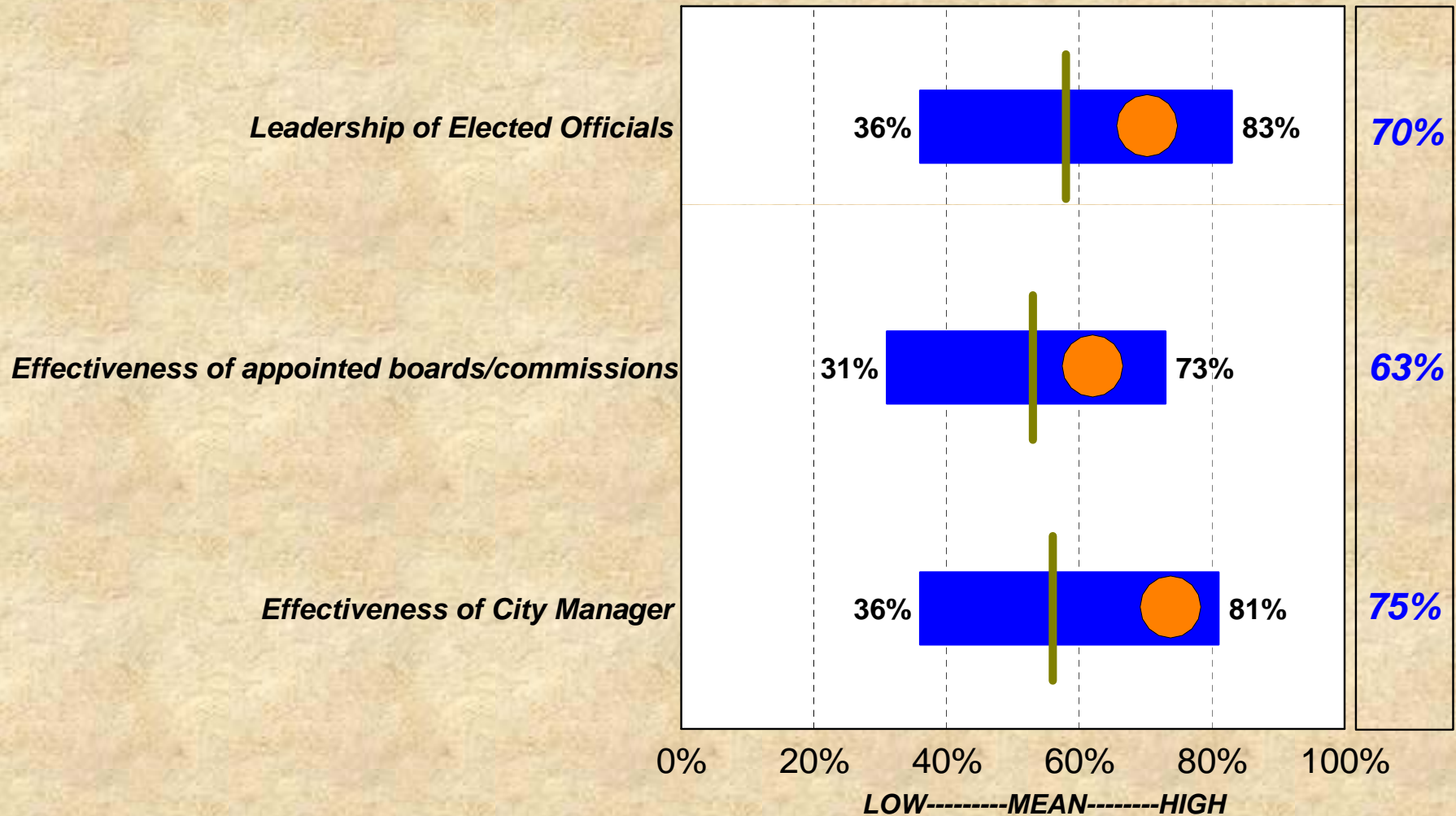
Source: ETC Institute (2010)

TRENDS

Satisfaction with City Leadership Compared to Satisfaction with City Leadership in Other Communities - 2010

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)

● **Auburn, AL**

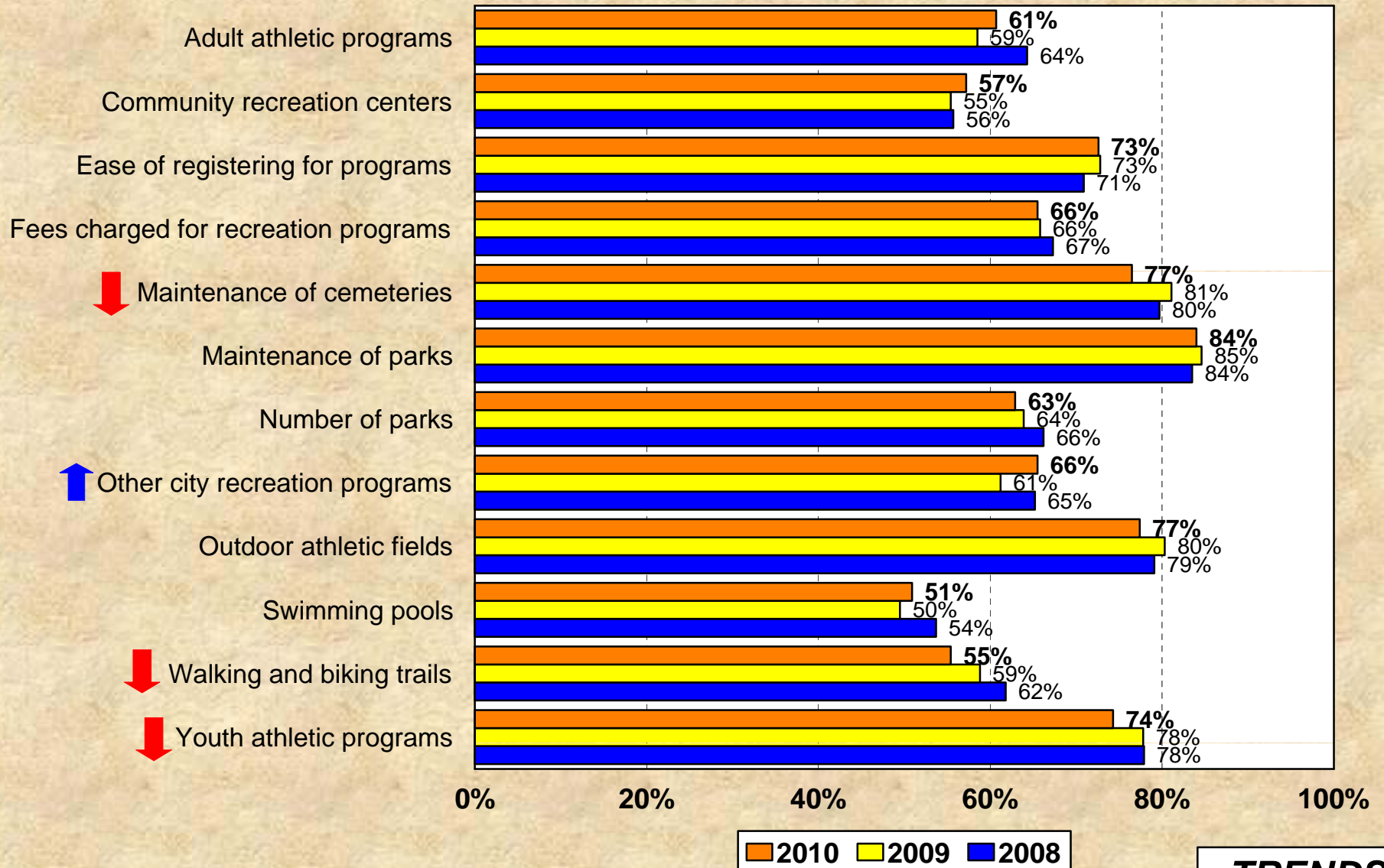


Source: ETC Institute DirectionFinder (2010)

Parks and Recreation

TRENDS: Overall Satisfaction with Parks and Recreation (2008 thru 2010)

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




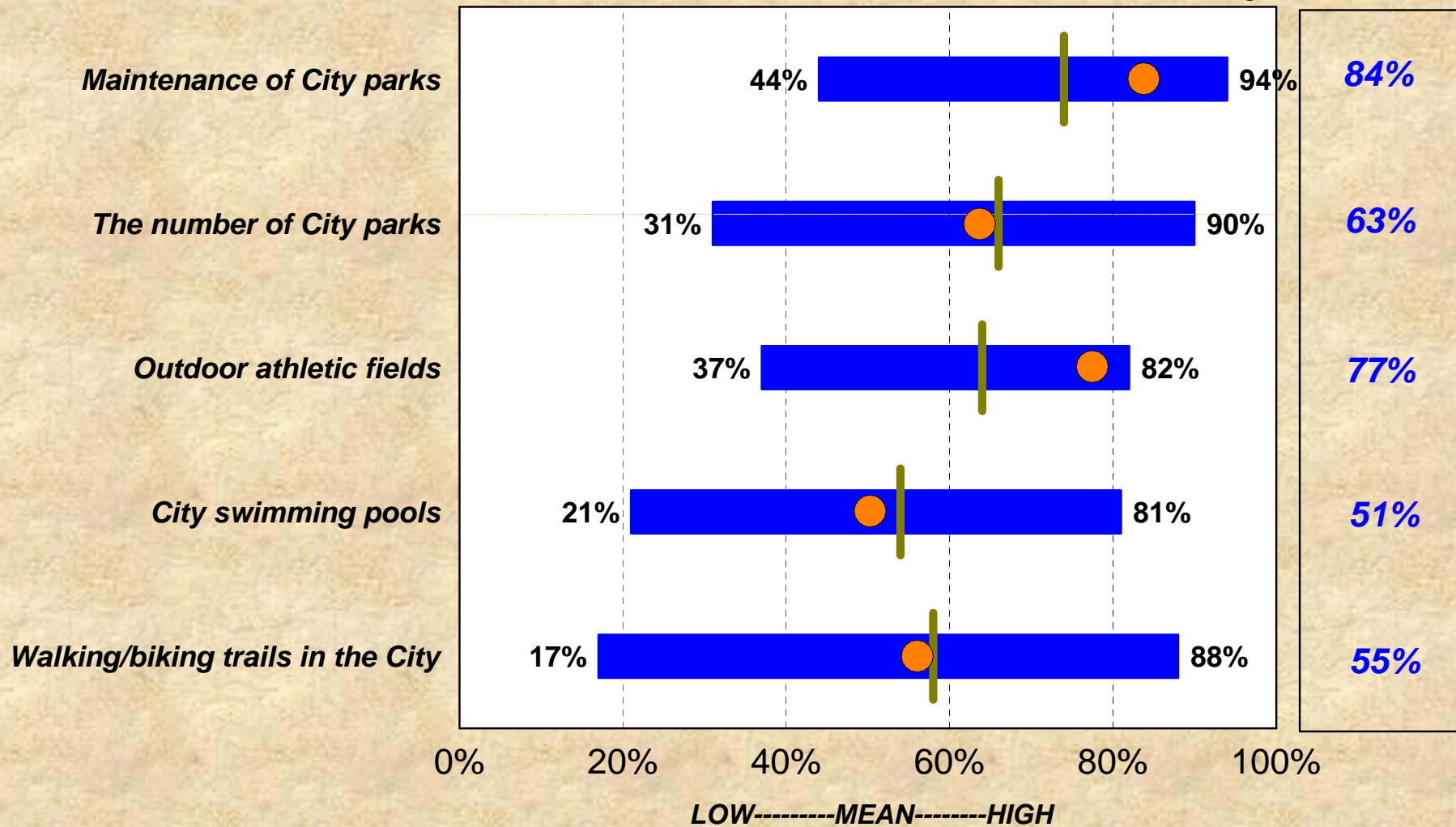
Source: ETC Institute (2010)

TRENDS

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2010

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)

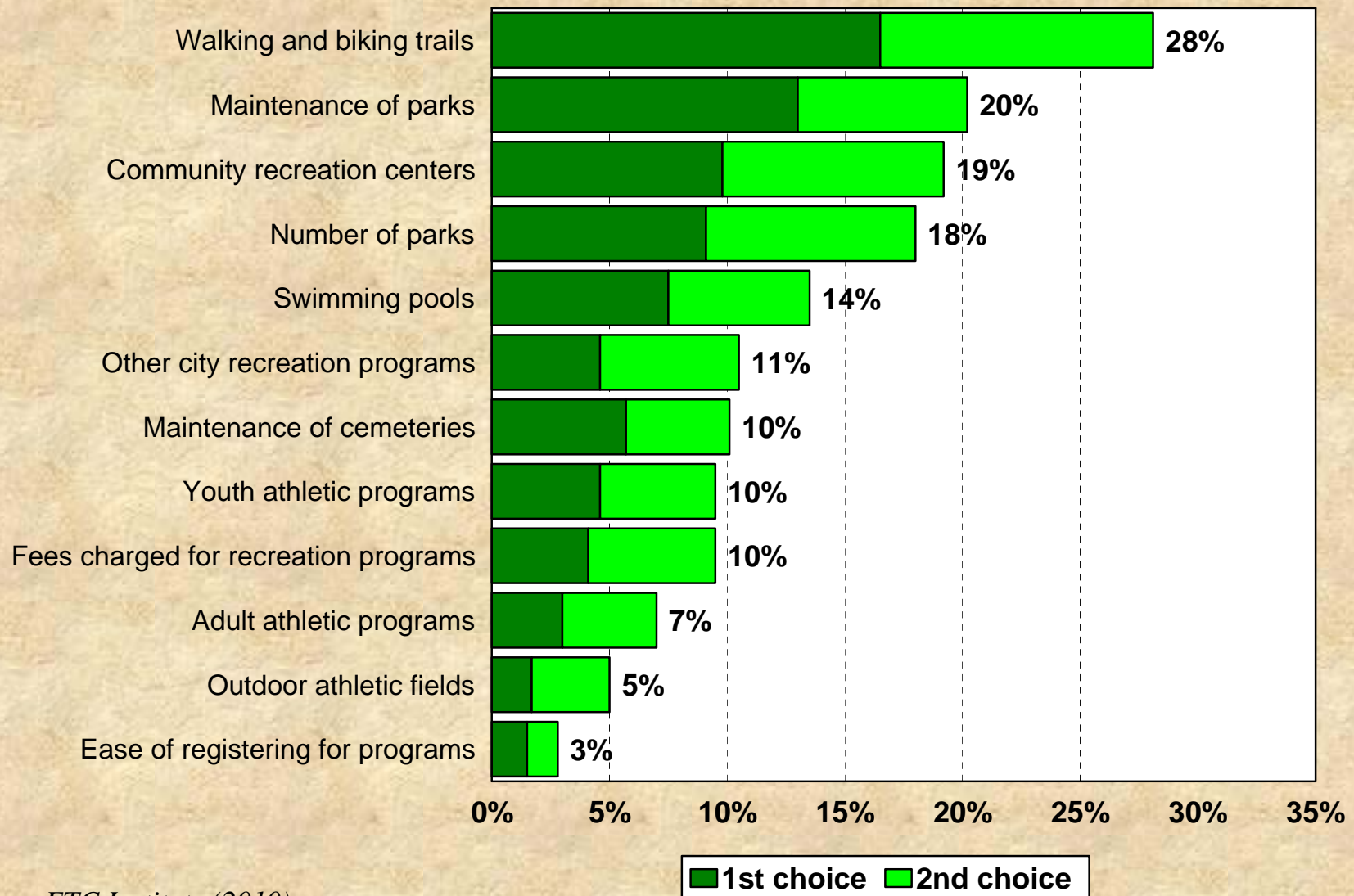
 **Auburn, AL**



Source: ETC Institute DirectionFinder (2010)

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

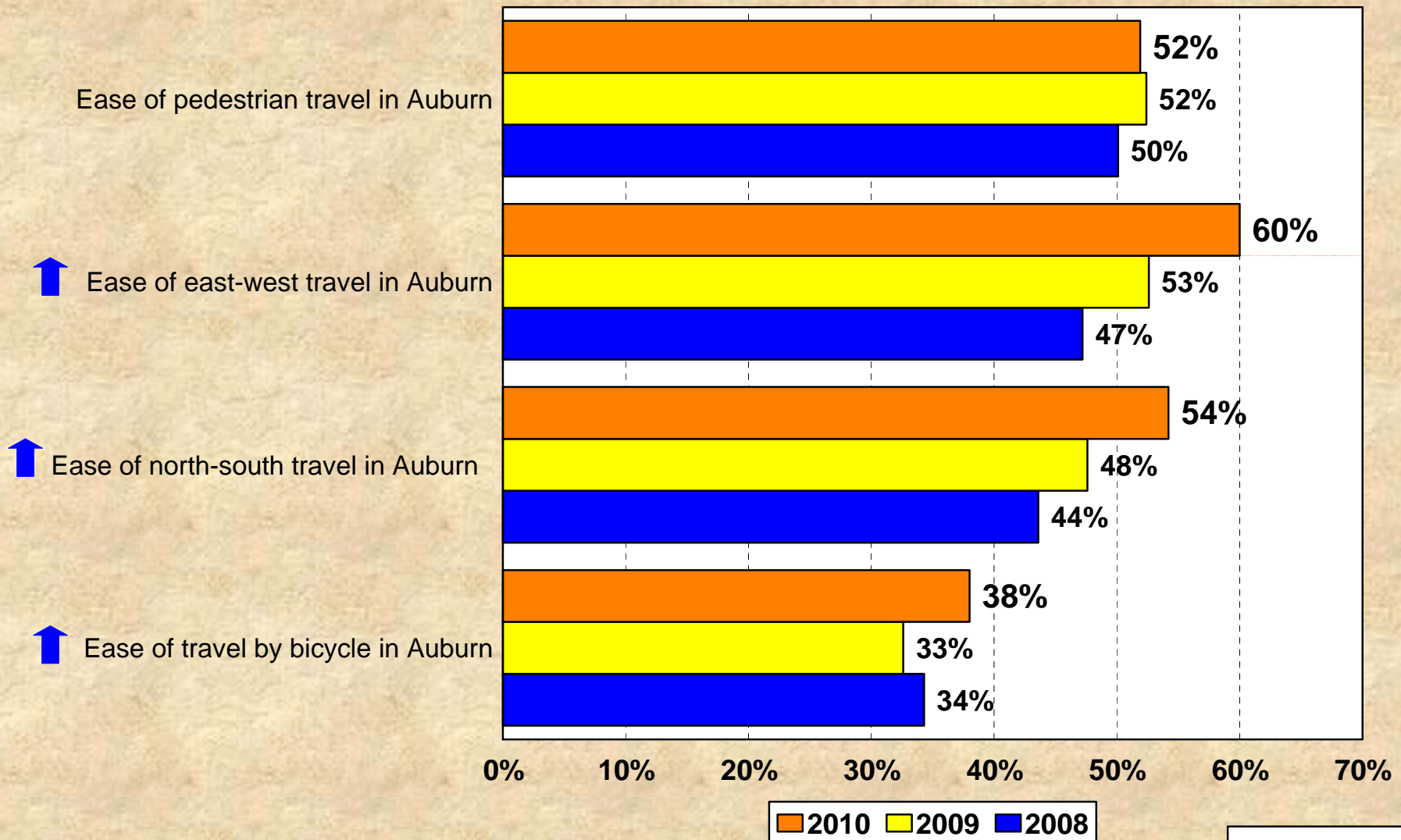


Source: ETC Institute (2010)

Traffic Flow

TRENDS: Overall Satisfaction with Traffic Flow (2008 thru 2010)

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



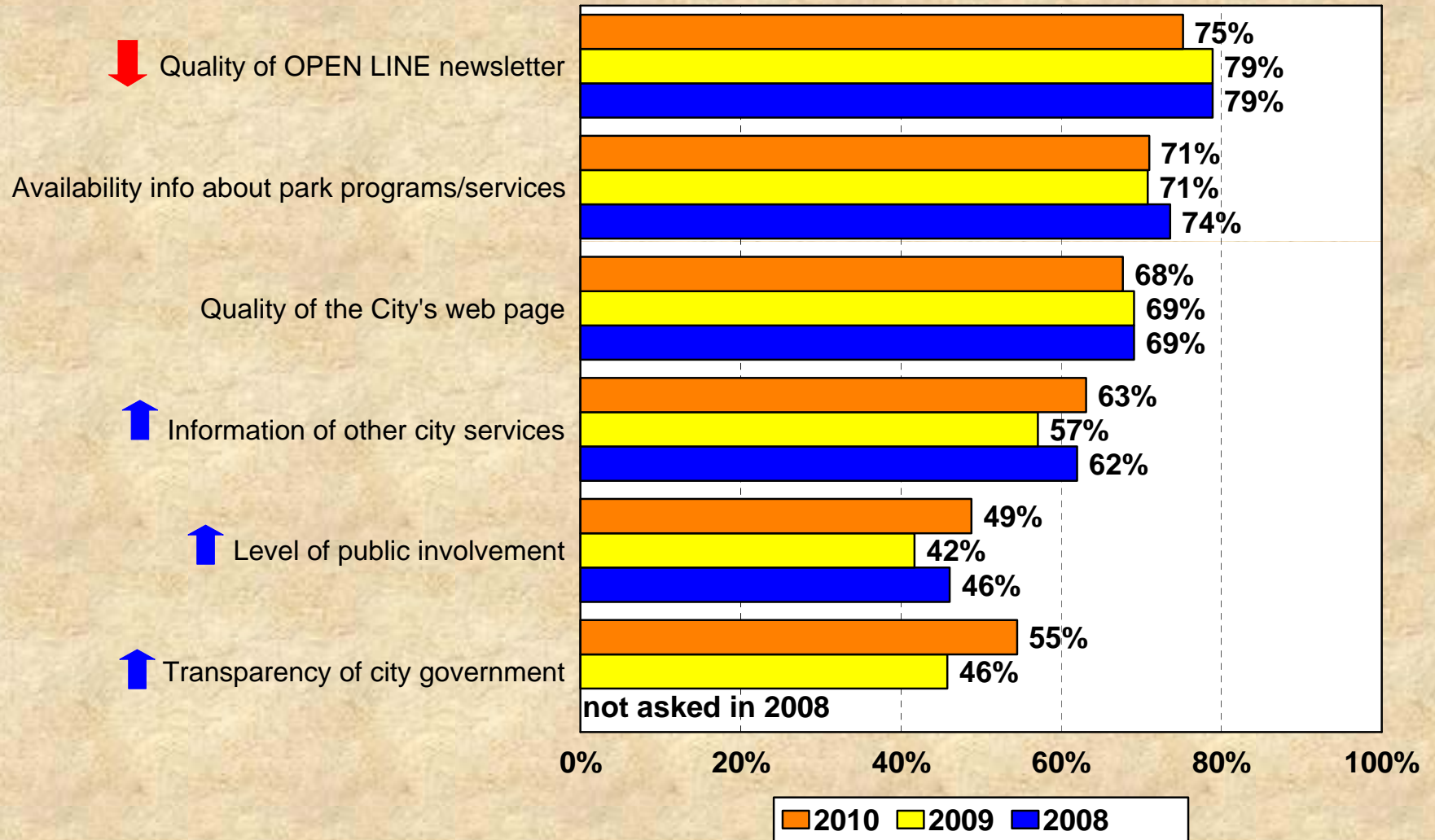
Source: ETC Institute (2010)

TRENDS

Communication

TRENDS: Overall Satisfaction with City Communication (2008 thru 2010)

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



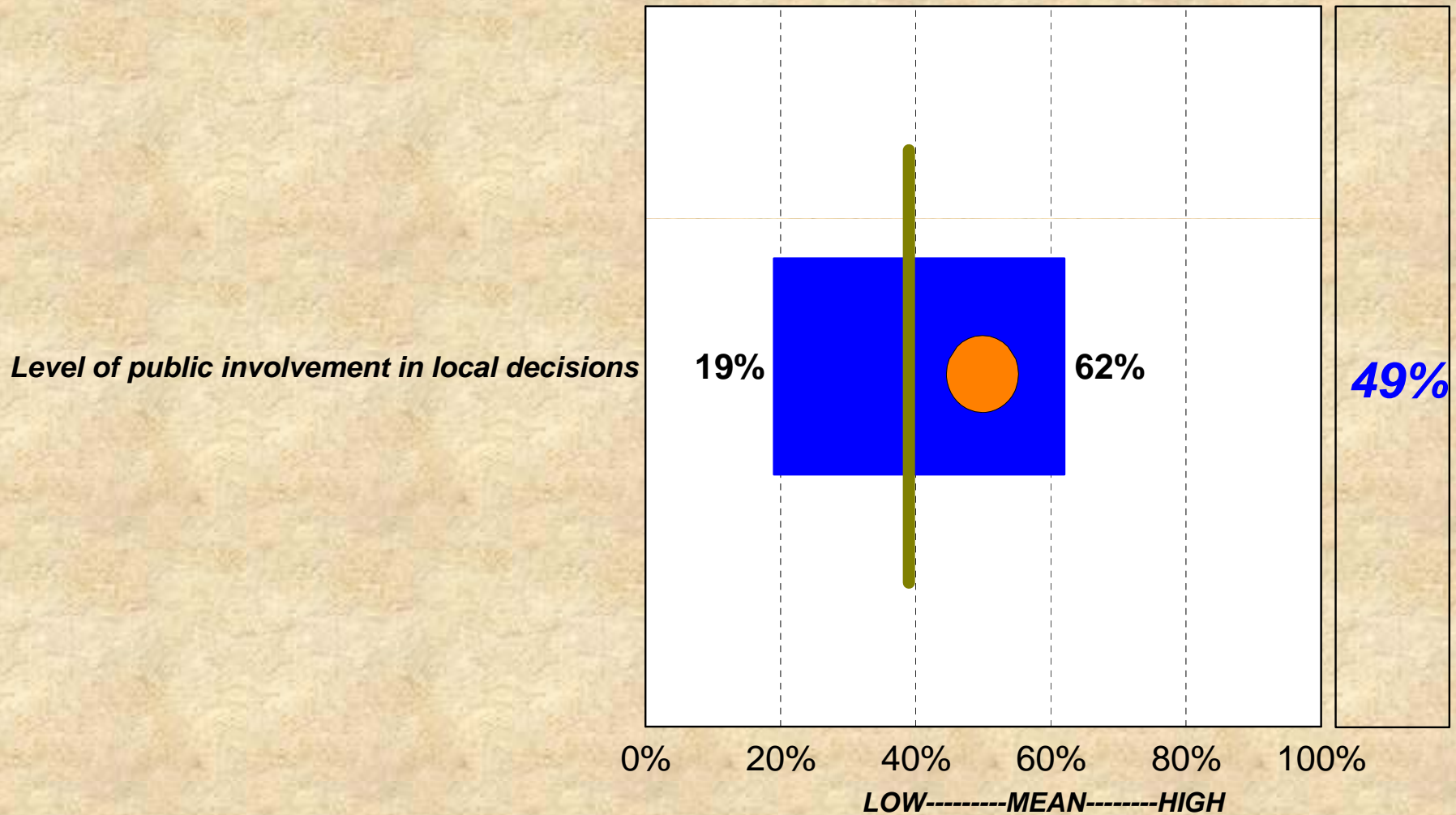
Source: ETC Institute (2010)

TRENDS

Satisfaction with Various Aspects of City Communications - 2010

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)

● Auburn, AL



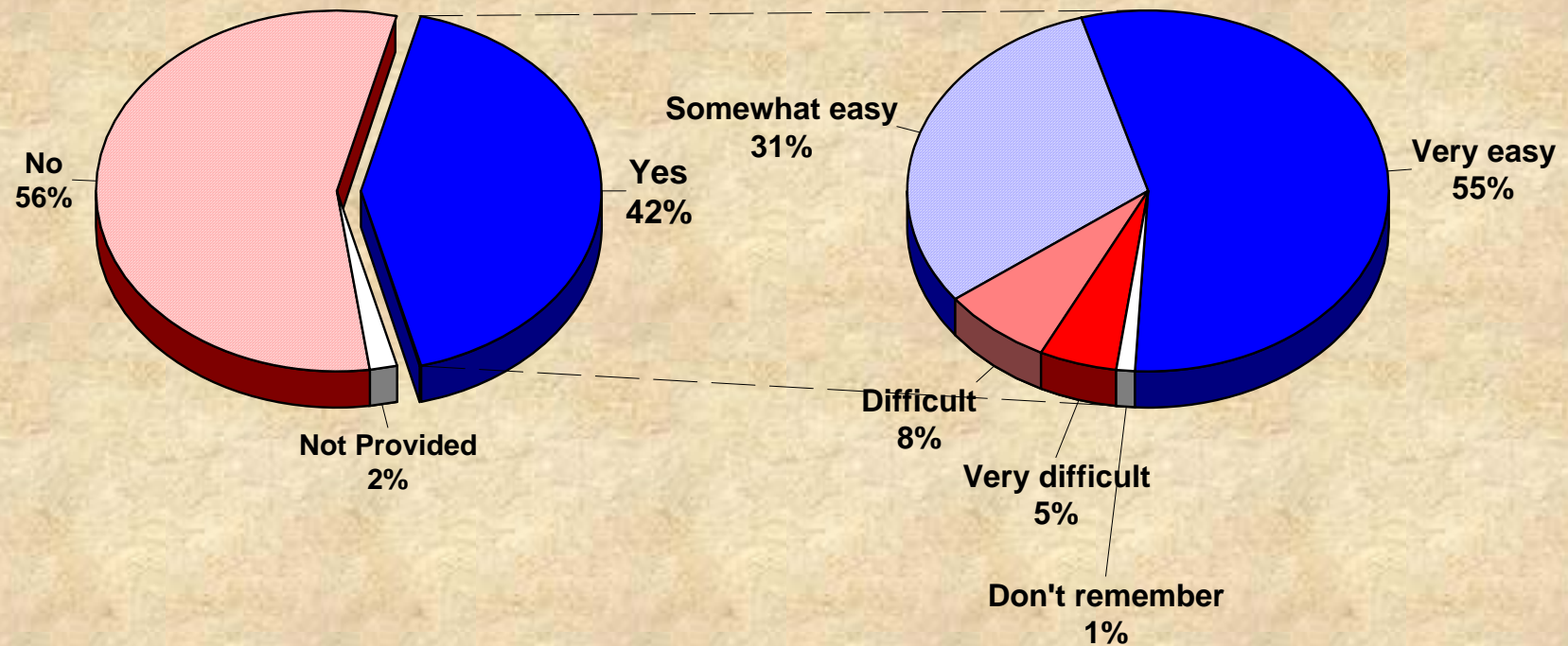
Source: ETC Institute DirectionFinder (2010)

Customer Service

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

by percentage of residents surveyed

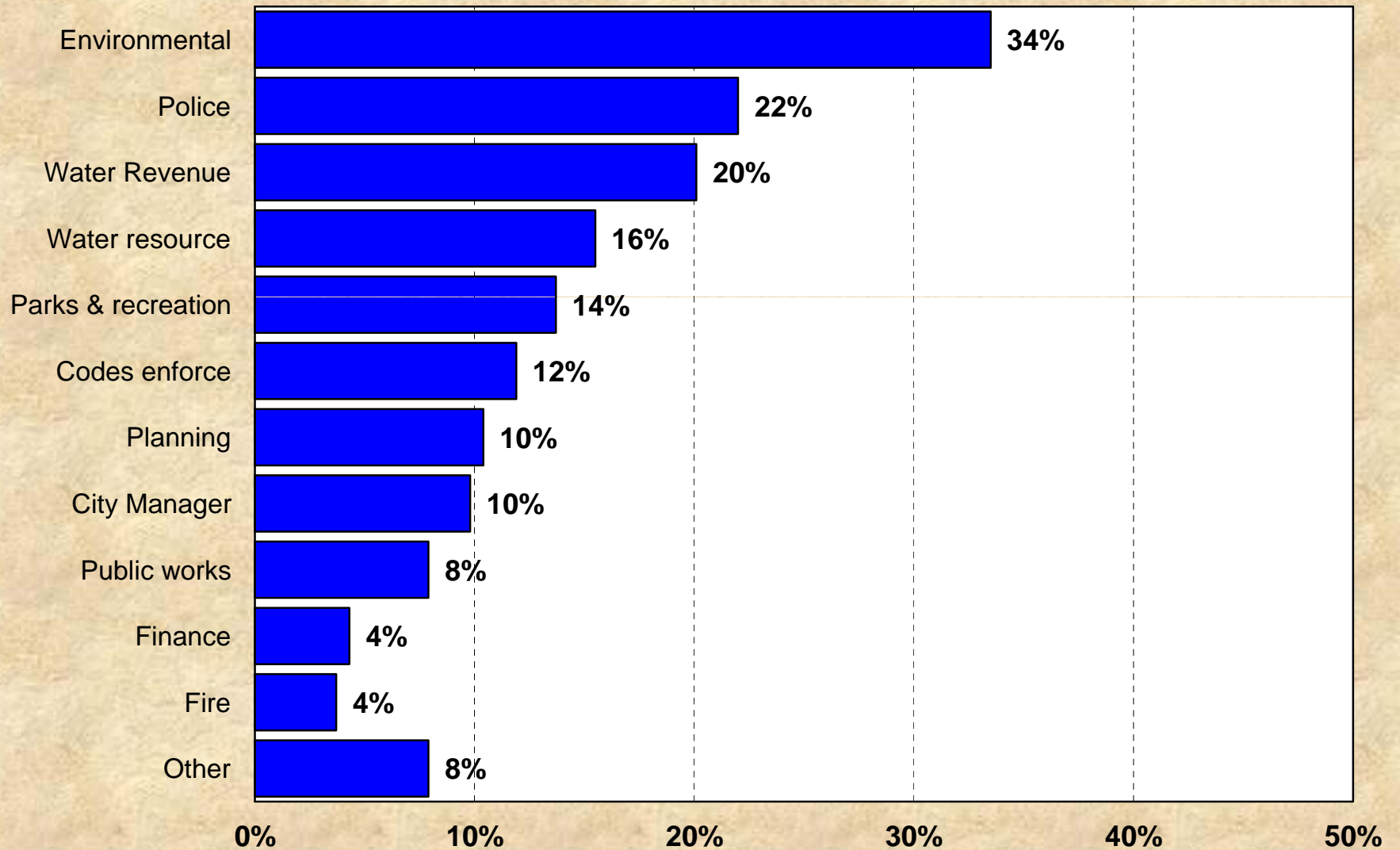
How easy was it to contact the person you needed to reach?



Source: ETC Institute (2010)

What City department did you contact?

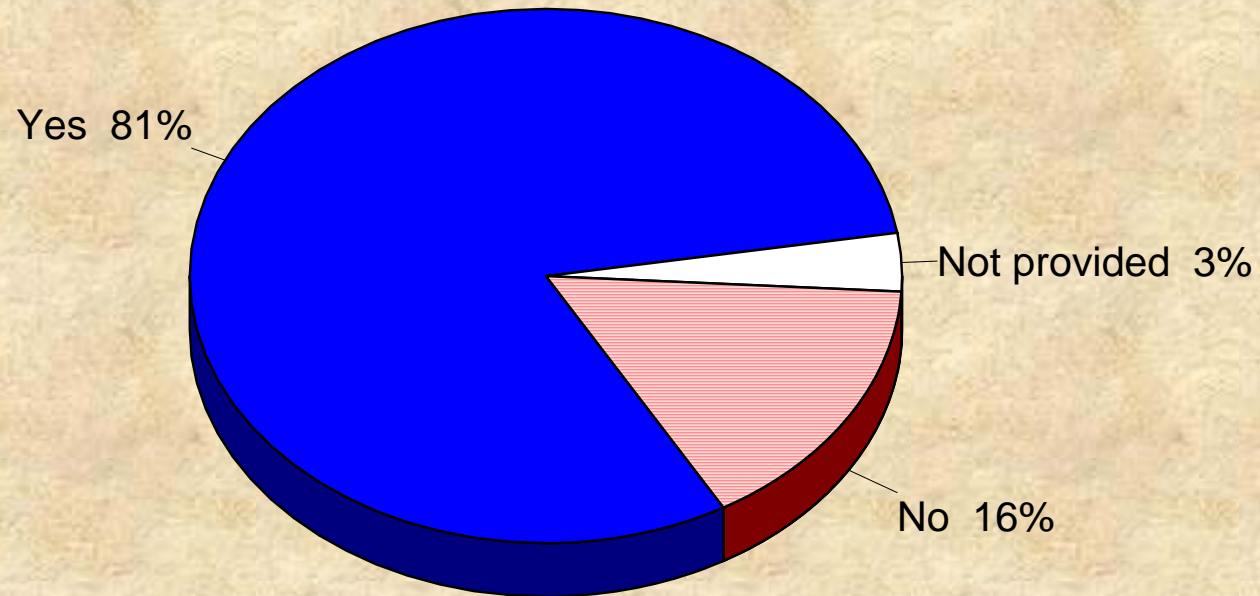
by percentage of residents who had contacted the City during the past year



Source: ETC Institute (2010)

Was the Department You Contacted Responsive to Your Issue?

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

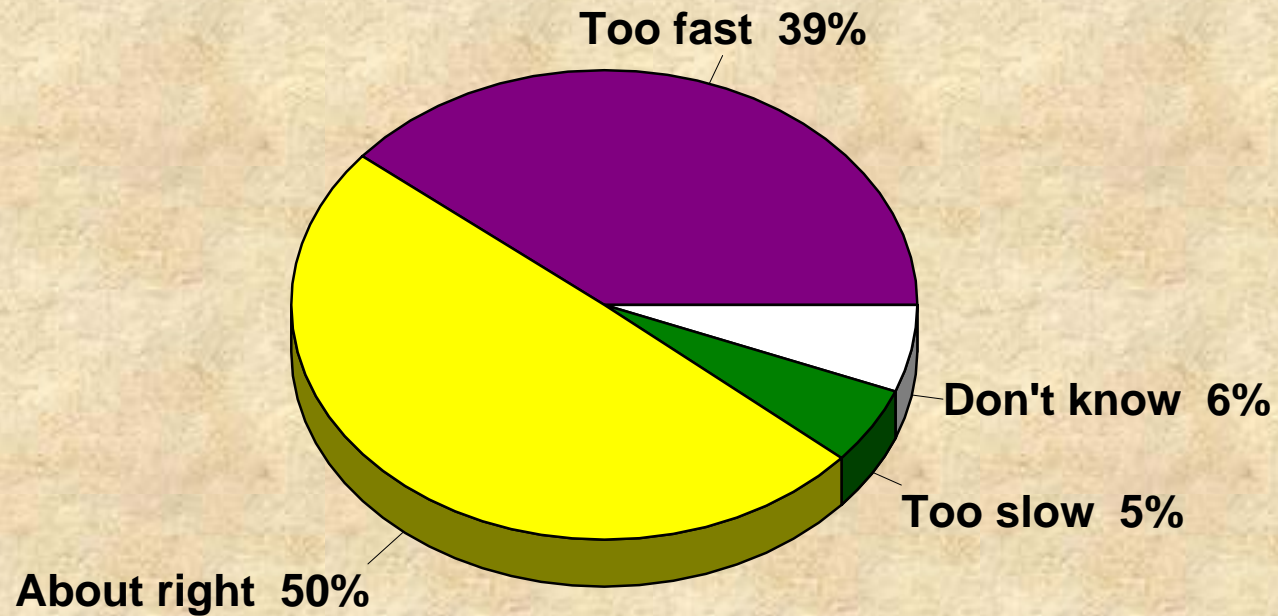


Source: ETC Institute (2010)

Other Issues

Do you think the current rate of growth in the City of Auburn is too fast, too slow, or about right?

by percentage of residents surveyed

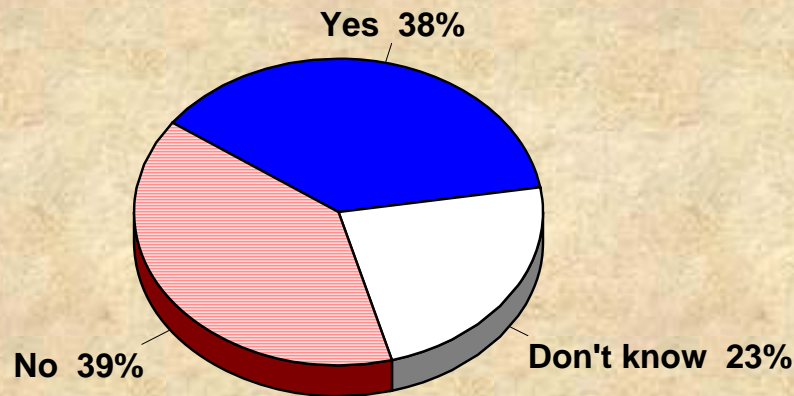


Source: ETC Institute (2010)

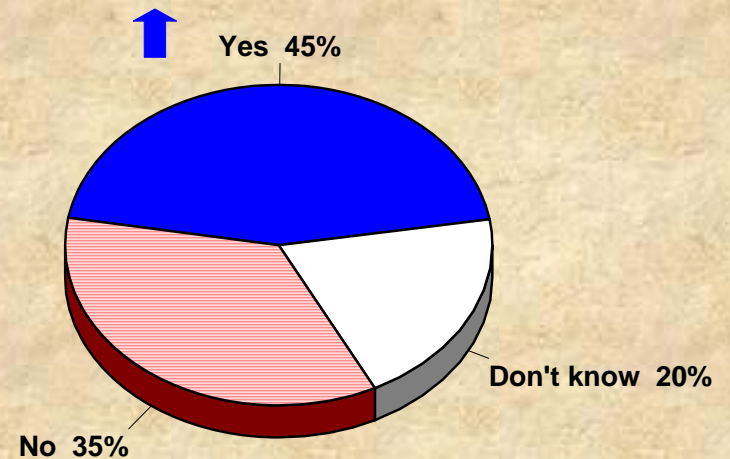
Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

by percentage of residents surveyed

2009



2010

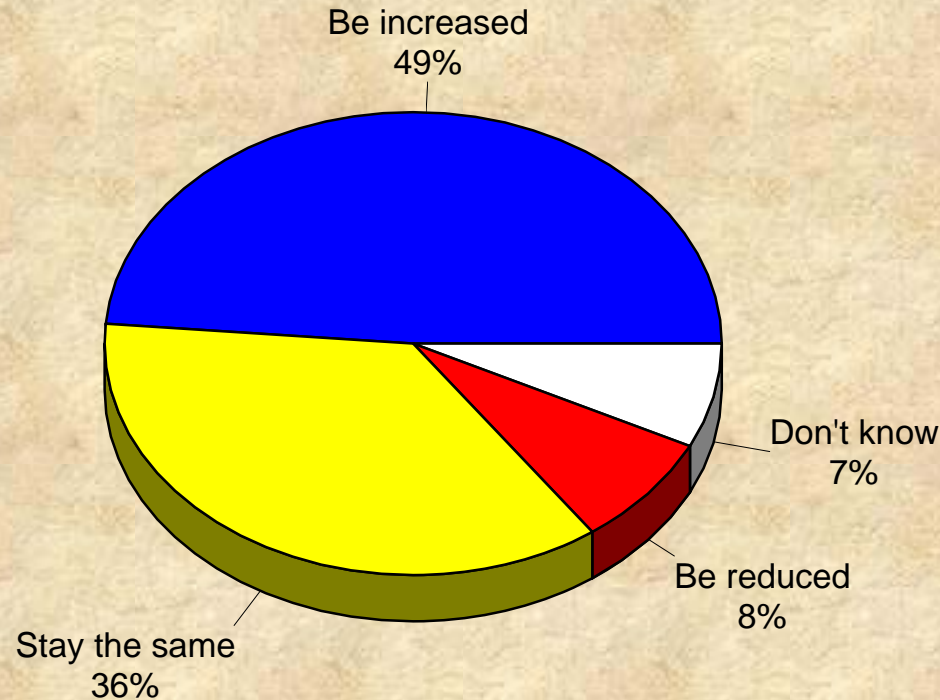


Source: ETC Institute (2010)

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

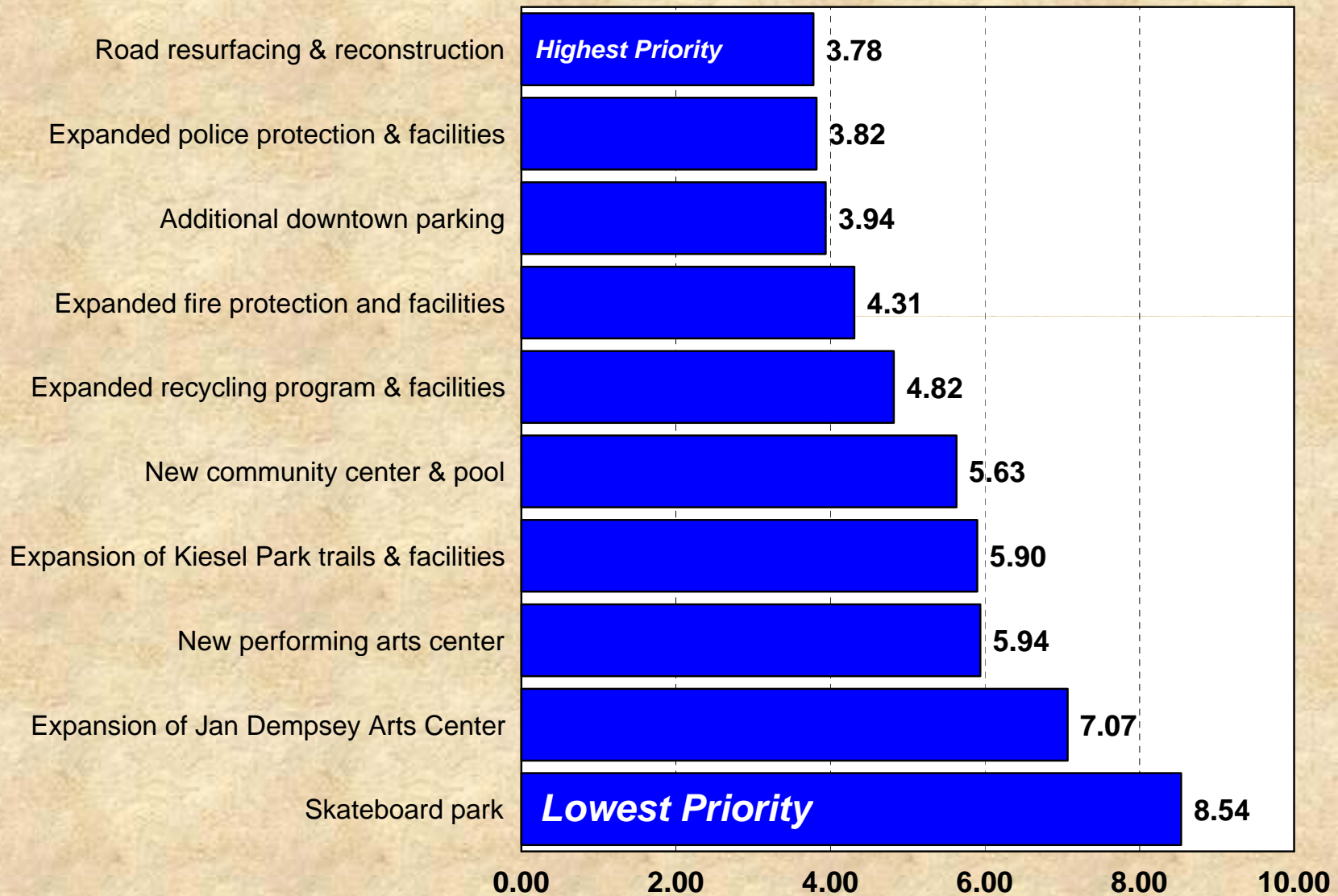


Source: ETC Institute (2010)

Priorities for Local Leaders

Priority Level Placed on the Following Projects

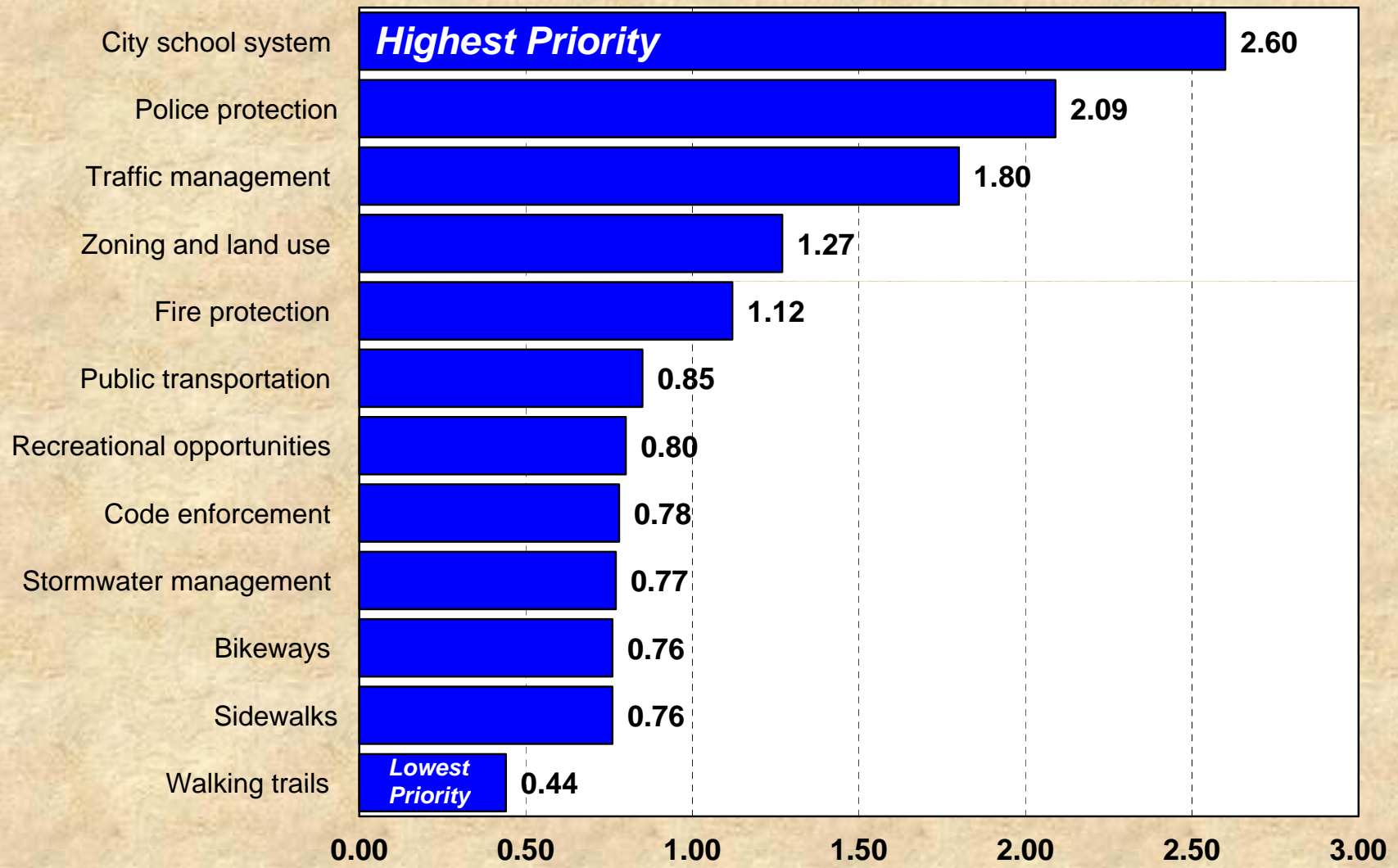
mean rating based on a 10-point scale where 1="highest priority" and 10="lowest priority"



Source: ETC Institute (2010)

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 (2010)

Summary

Summary

- **Auburn continues to be a very desirable place to live and residents are generally satisfied with City services:**
 - Satisfaction with the appearance of the City was 21% above the national average
 - Satisfaction with the value for city taxes was 29% above the national average
 - Satisfaction with the overall quality of City services was 26% above the national average
- **Overall satisfaction ratings increased while most communities decreased during the past year. Some of the most significant improvements occurred in**
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 - Communication
 - Leadership
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 - Maintenance of City streets and facilities
 - Continue to emphasize police protection
 - Walking and biking trails (down 7% from 2008)
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Questions ??