

City of Auburn
2012 DirectionFinder®
Survey Findings

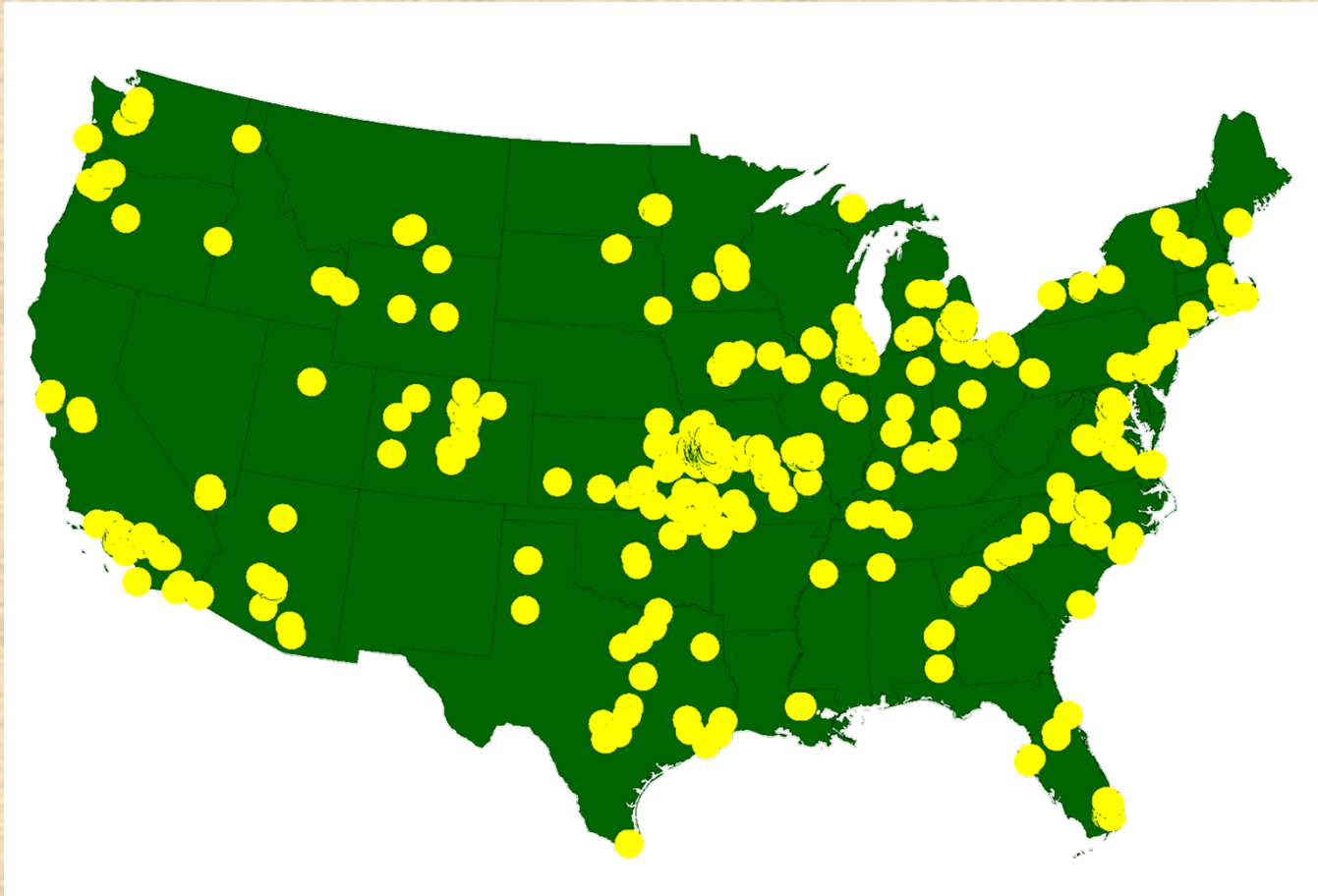
Presented by
ETC Institute

April 17, 2012



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**More than 1,550,000 Persons Surveyed
for more than 500 cities in 48 States**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

Purpose

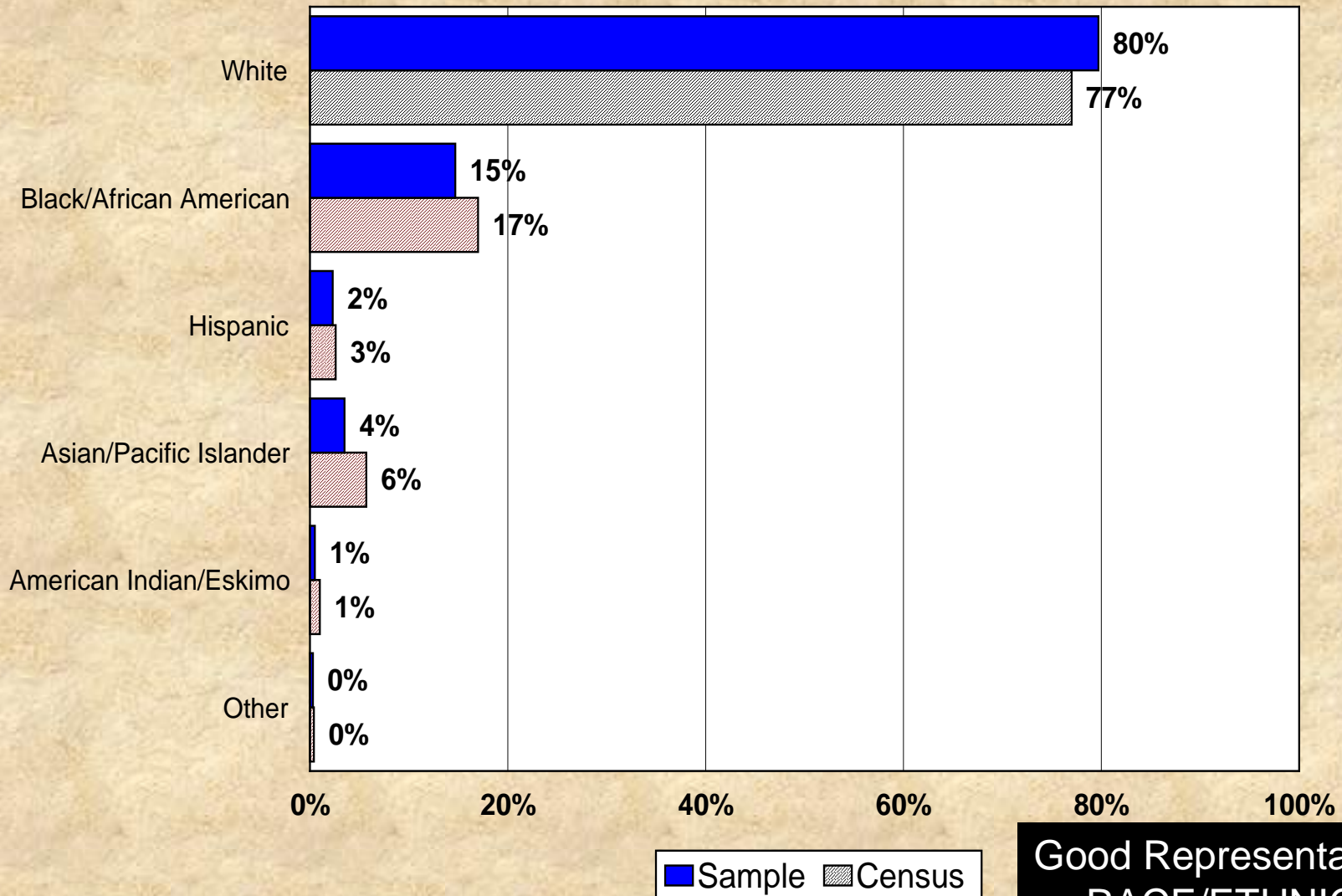
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous annual surveys**
- **To gather input from residents to help set budget priorities**
- **To compare Auburn's performance with other cities**

Methodology

- **Survey Description**
 - included most of the same questions that have been asked in previous surveys
- **Method of Administration**
 - mailed to a sample of 1,500 households in the City
 - phone follow-ups done 7 days after the mailing
 - each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - 607 completed surveys (235 phone, 372 mail)
 - Composition of the sample generally reflects the composition of the City's population and is similar to the distribution from previous surveys with regard to age, income, gender, race, and other factors.
- **Confidence level: 95%**
- **Margin of error: +/- 4.0% overall**

Demographics: Which best describes your race/ethnicity?

by percentage of residents surveyed

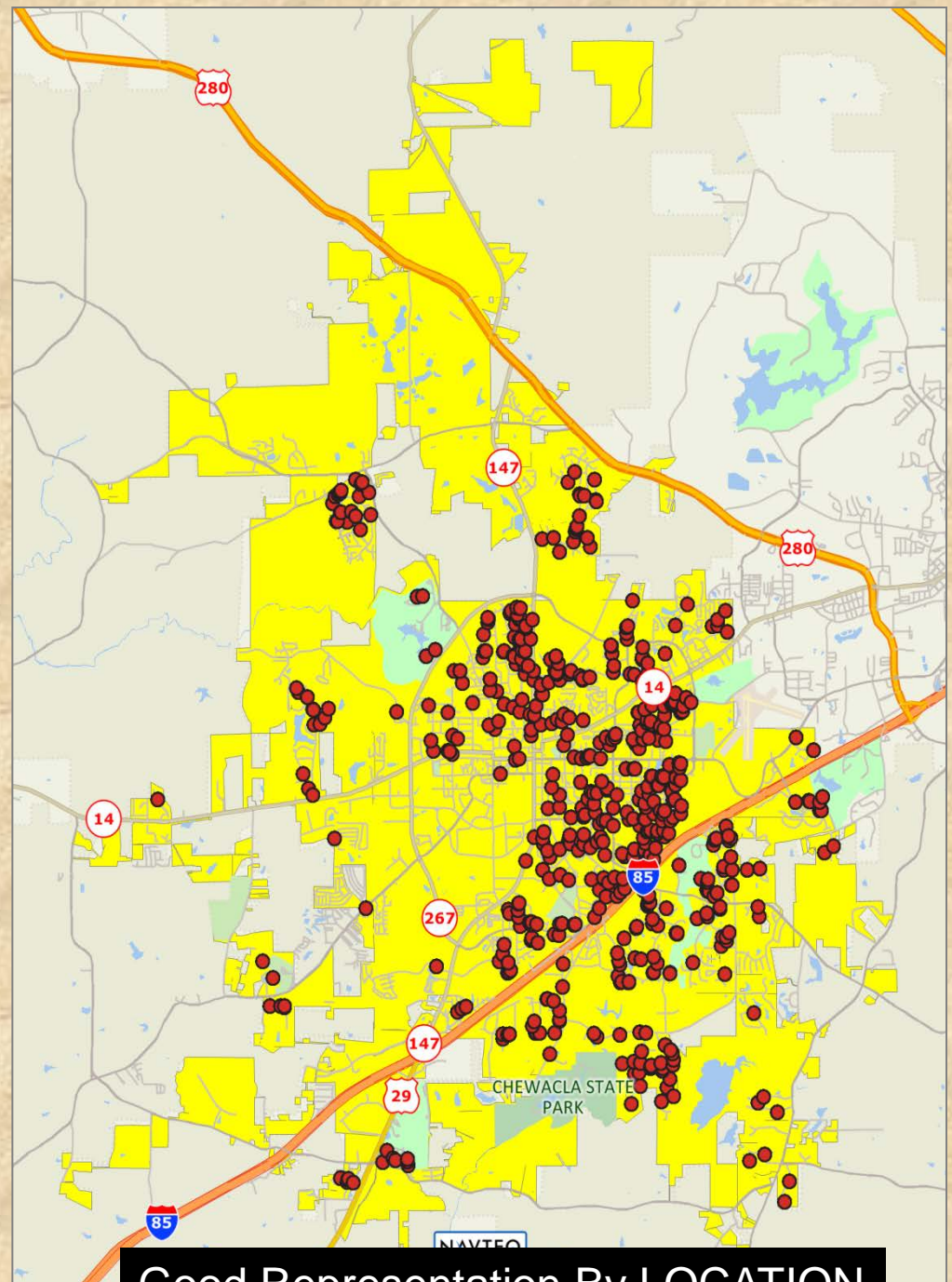


Source: ETC Institute (2012)

**Good Representation By
RACE/ETHNICITY**

City of Auburn
2012 Citizen Survey

Location of Respondents



Good Representation By LOCATION

Bottom Line Up Front

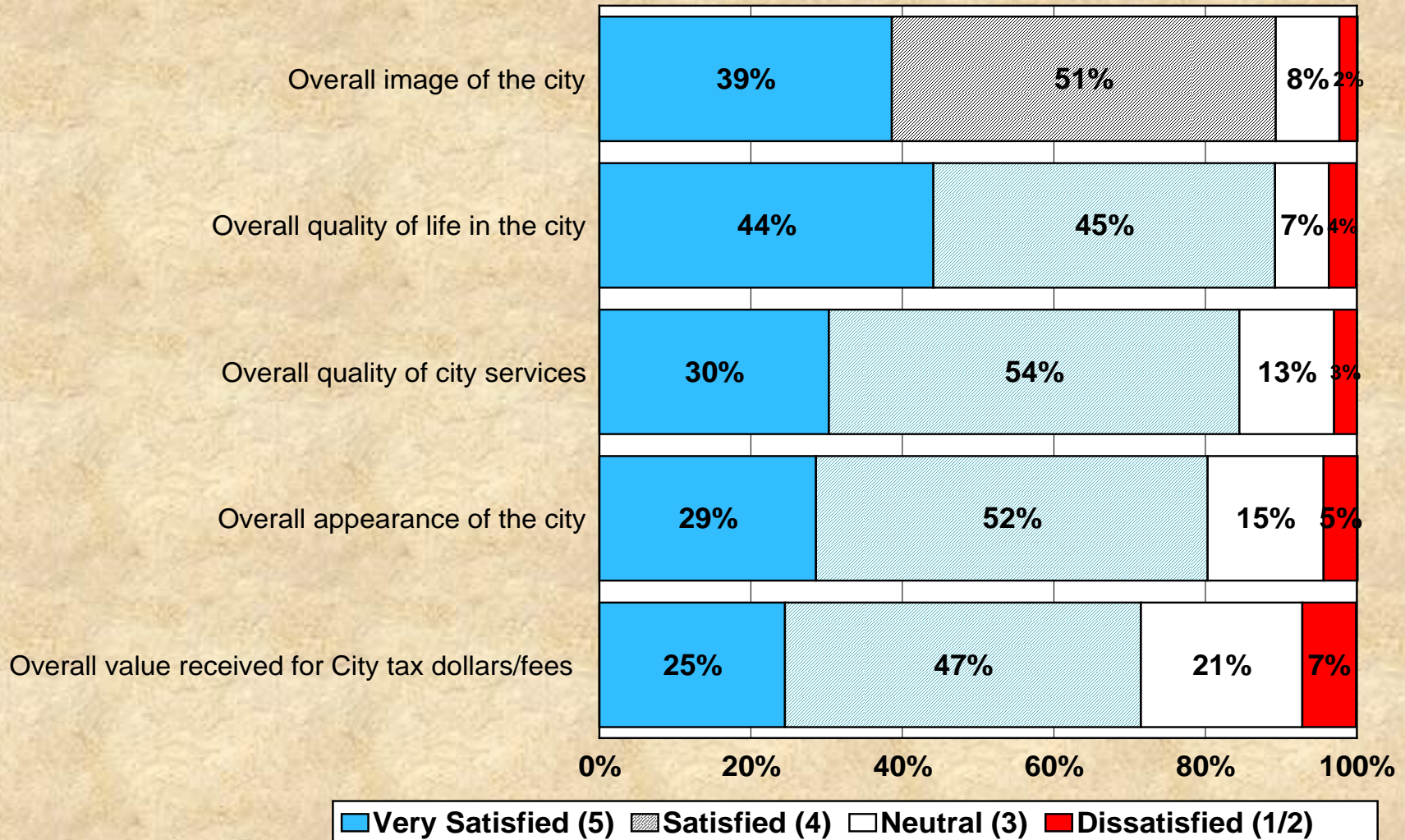
- Residents have a very positive perception of the City
- The City is doing a good job of equitably delivering services
- The City is definitely moving in the right direction
 - Composite Customer Satisfaction Index is up 10 points from 2006
- The City of Auburn is Setting the Standard for Other Cities
- Improvements to Traffic Flow and the Maintenance of Streets & Infrastructure continue to be the top priorities for improvements to City services

Major Findings: #1

Residents Generally Have a Positive Perception of the City

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)

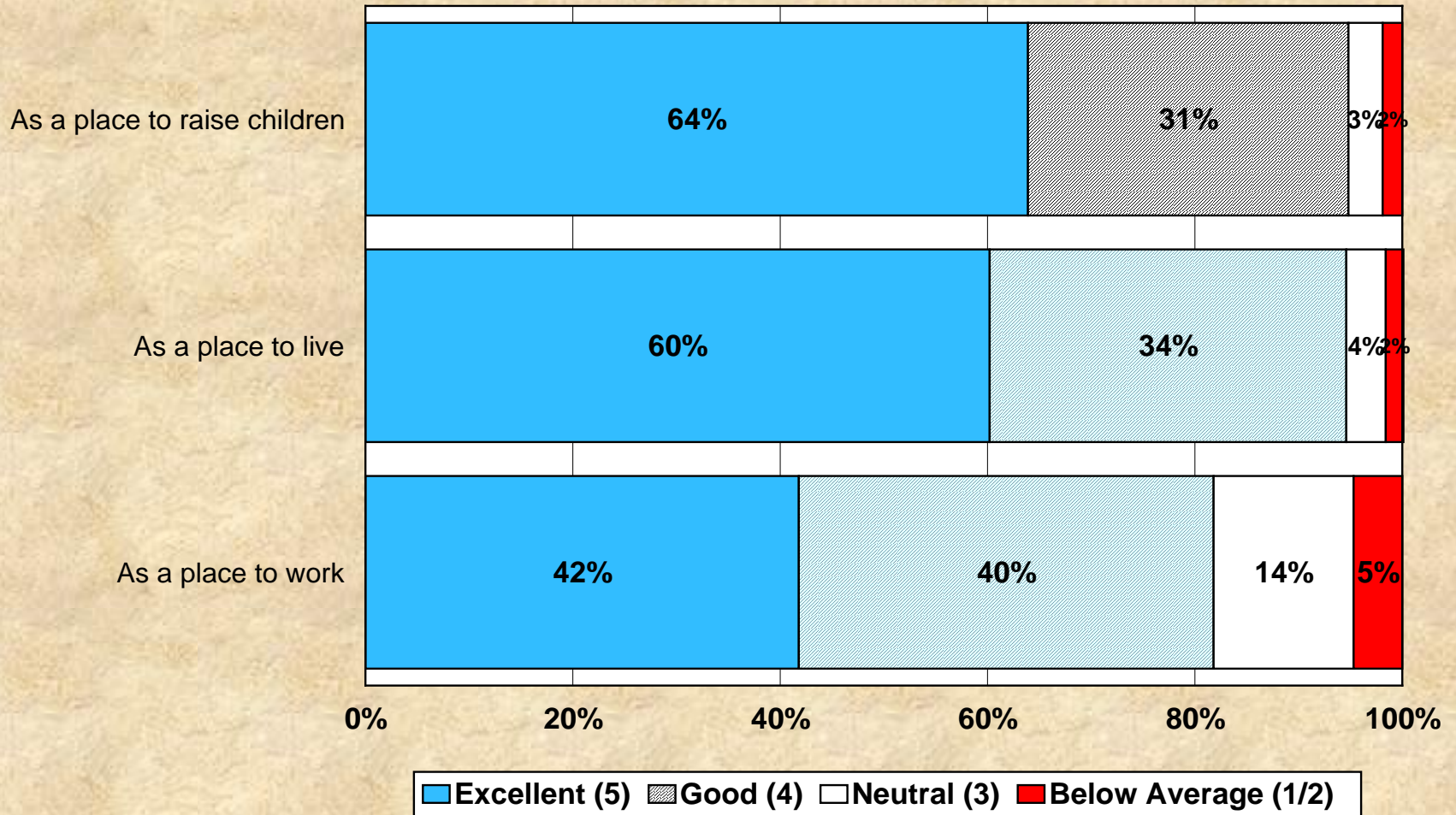


Source: ETC Institute (2012)

Most Residents Feel Good About the Image of the City, Quality of Life and City Services Provided by Auburn

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
(excluding don't knows)

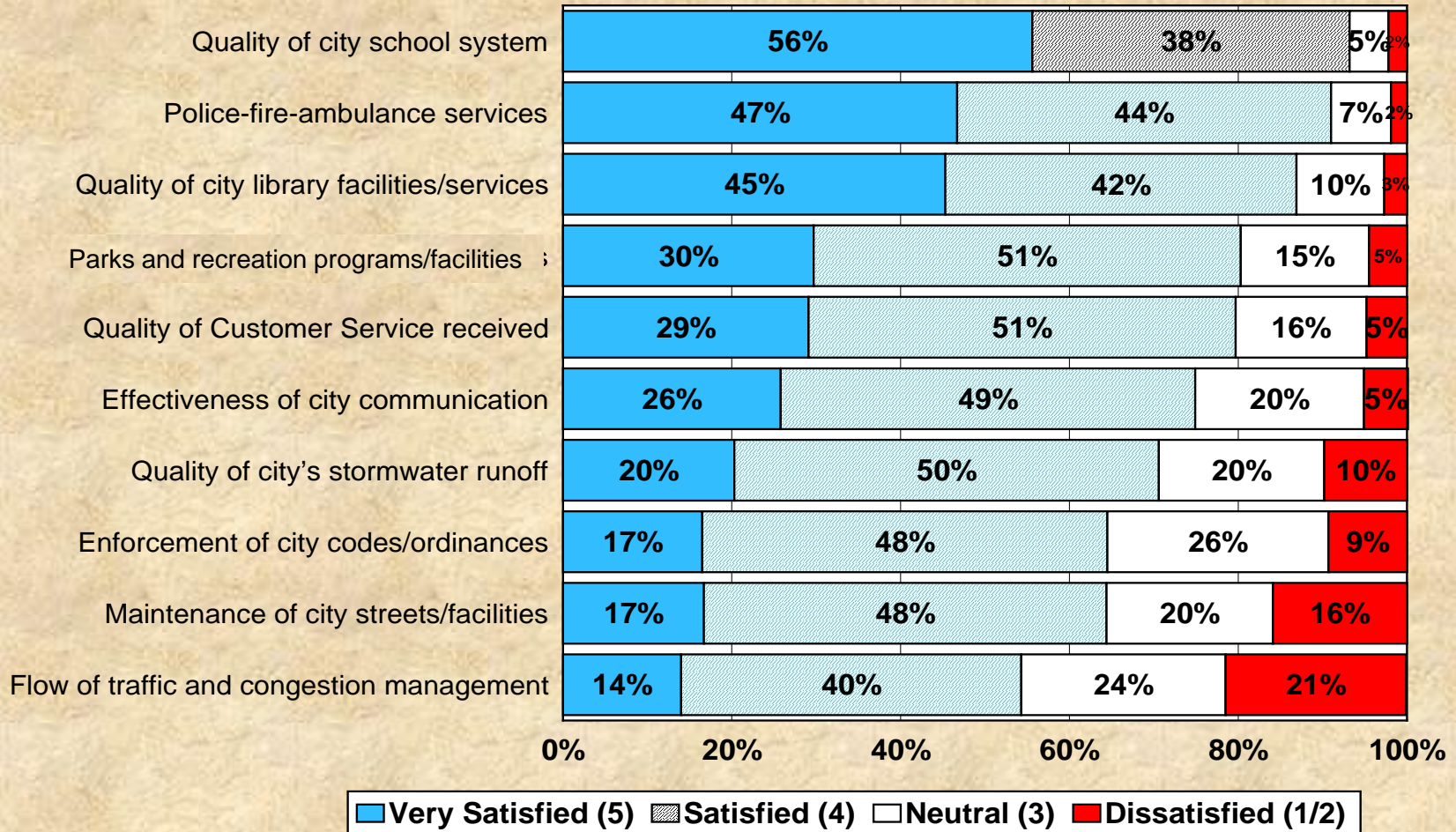


Source: ETC Institute (2012)

5% or Less of the Residents Survey Were Dissatisfied with Any of the Quality of Life Issues Accessed

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 (2012)

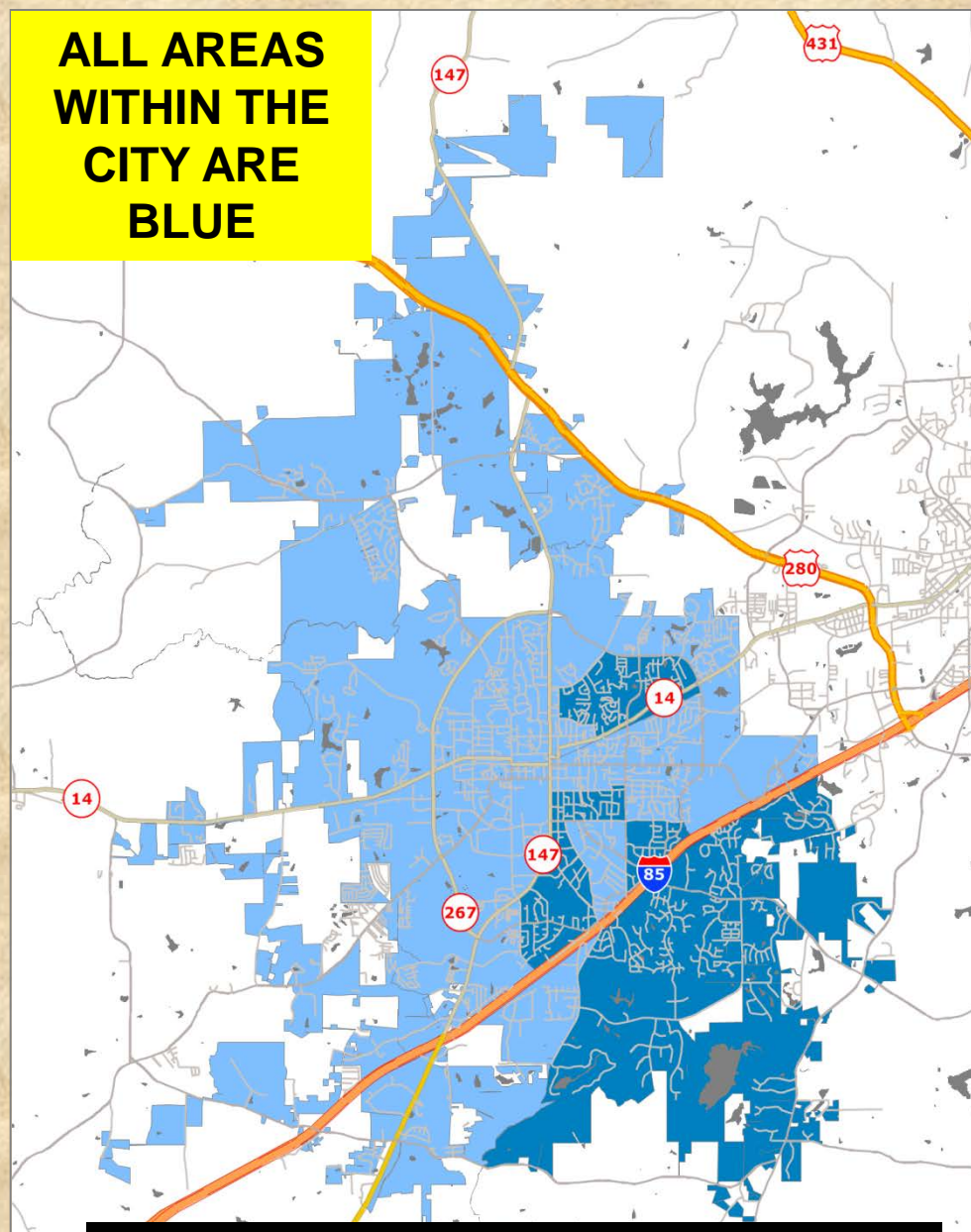
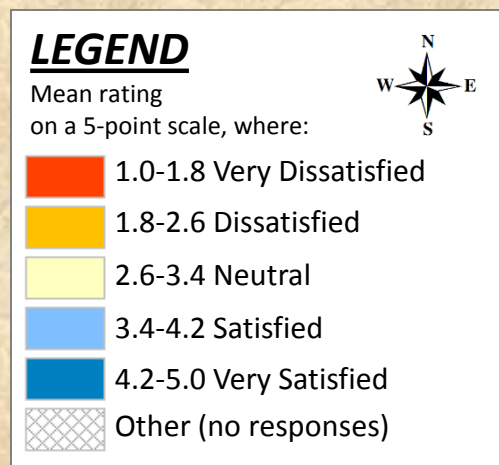
Traffic flow was the only item for which dissatisfaction exceeded 20%

Major Findings: #2

**Overall Satisfaction with
City Services Is Generally
the Same Throughout the City**

Satisfaction with the OVERALL quality of services provided by the City

While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is High in All Areas of the City



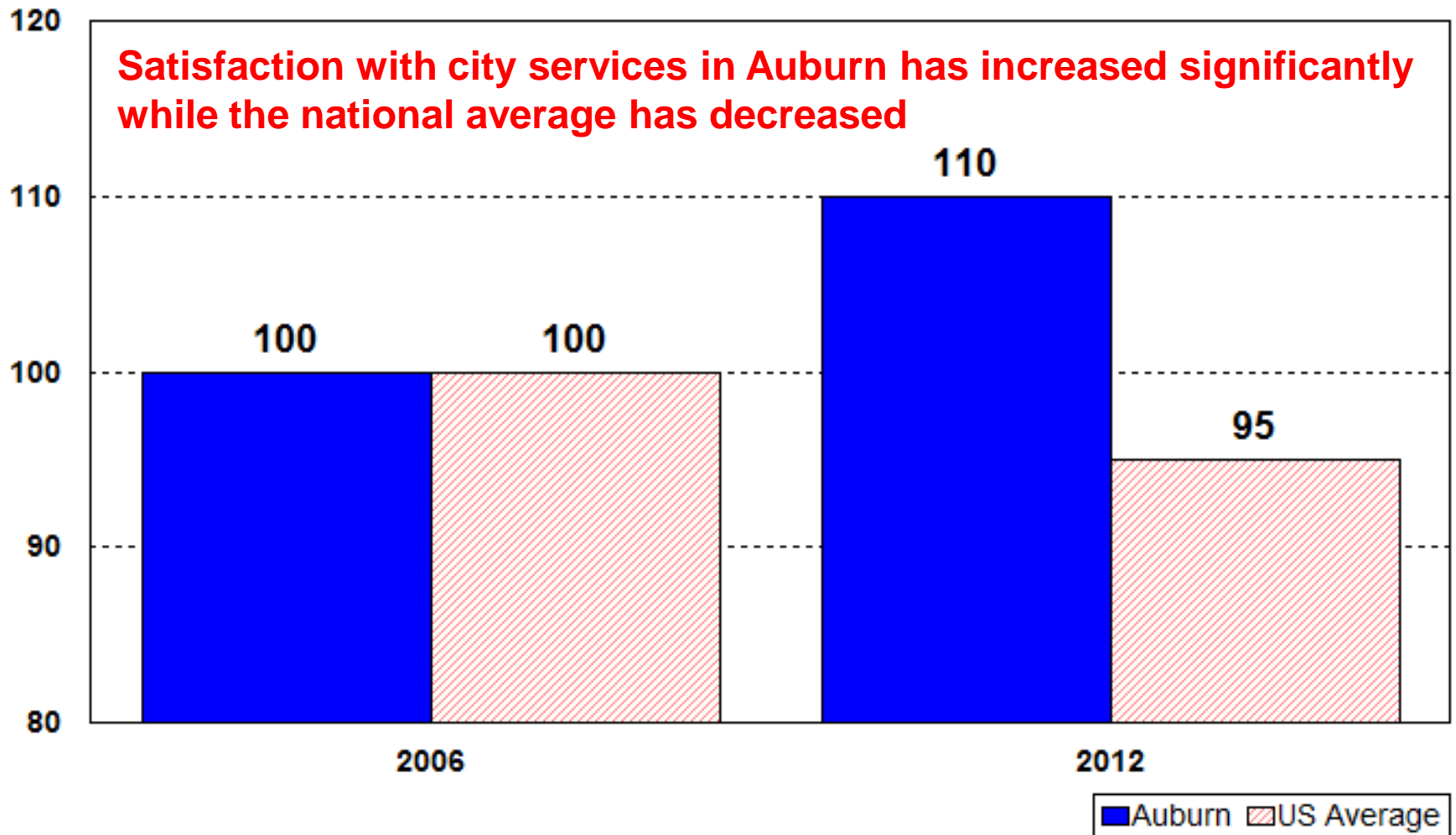
City of Auburn 2012 Citizen Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Major Findings: #3

The City's Composite Customer Satisfaction Index is up 10 points from 2006

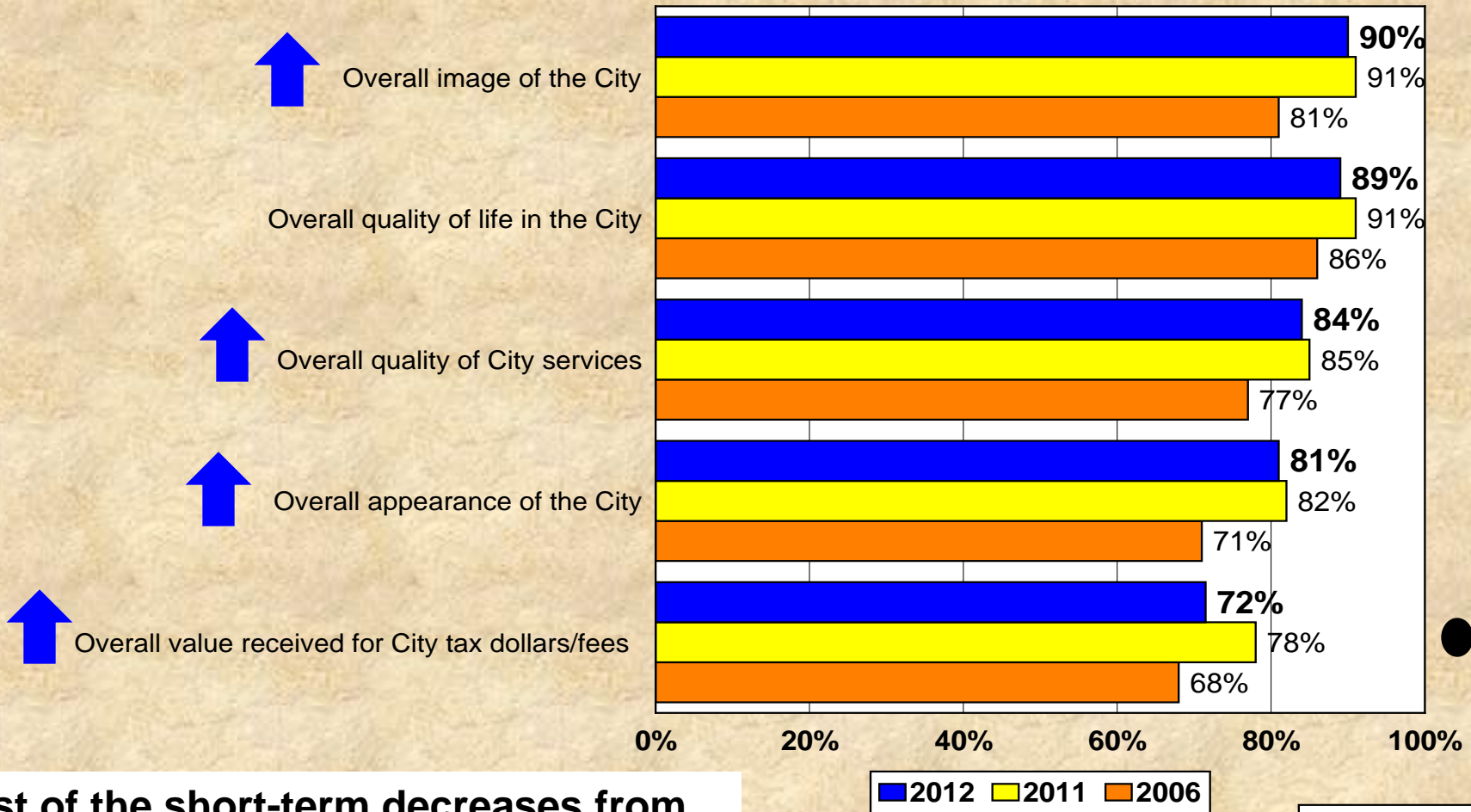
Composite Customer Satisfaction Index 2012 vs 2006

derived from the mean overall satisfaction rating provided by residents
Year 2006=100



TRENDS: Overall Perceptions of the City of Auburn (2006, 2011 & 2012)

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



Most of the short-term decreases from 2011-12 were not statistically significant

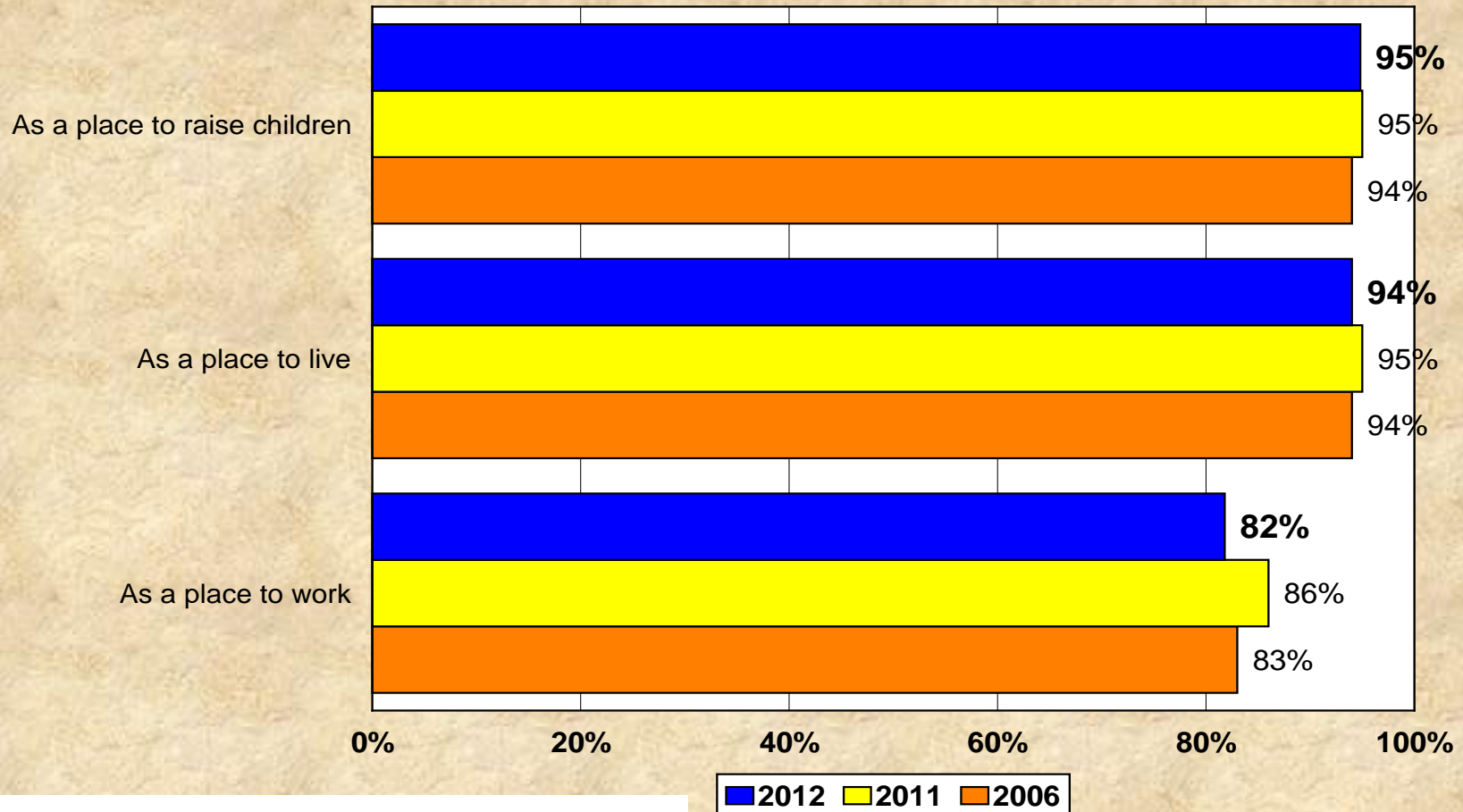
TRENDS

Significant Increases From 2006:

Significant Decreases From 2006:

TRENDS: Ratings of Life in the City of Auburn (2006, 2011 & 2012)

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



None of the short-term decreases from 2011-12 were statistically significant

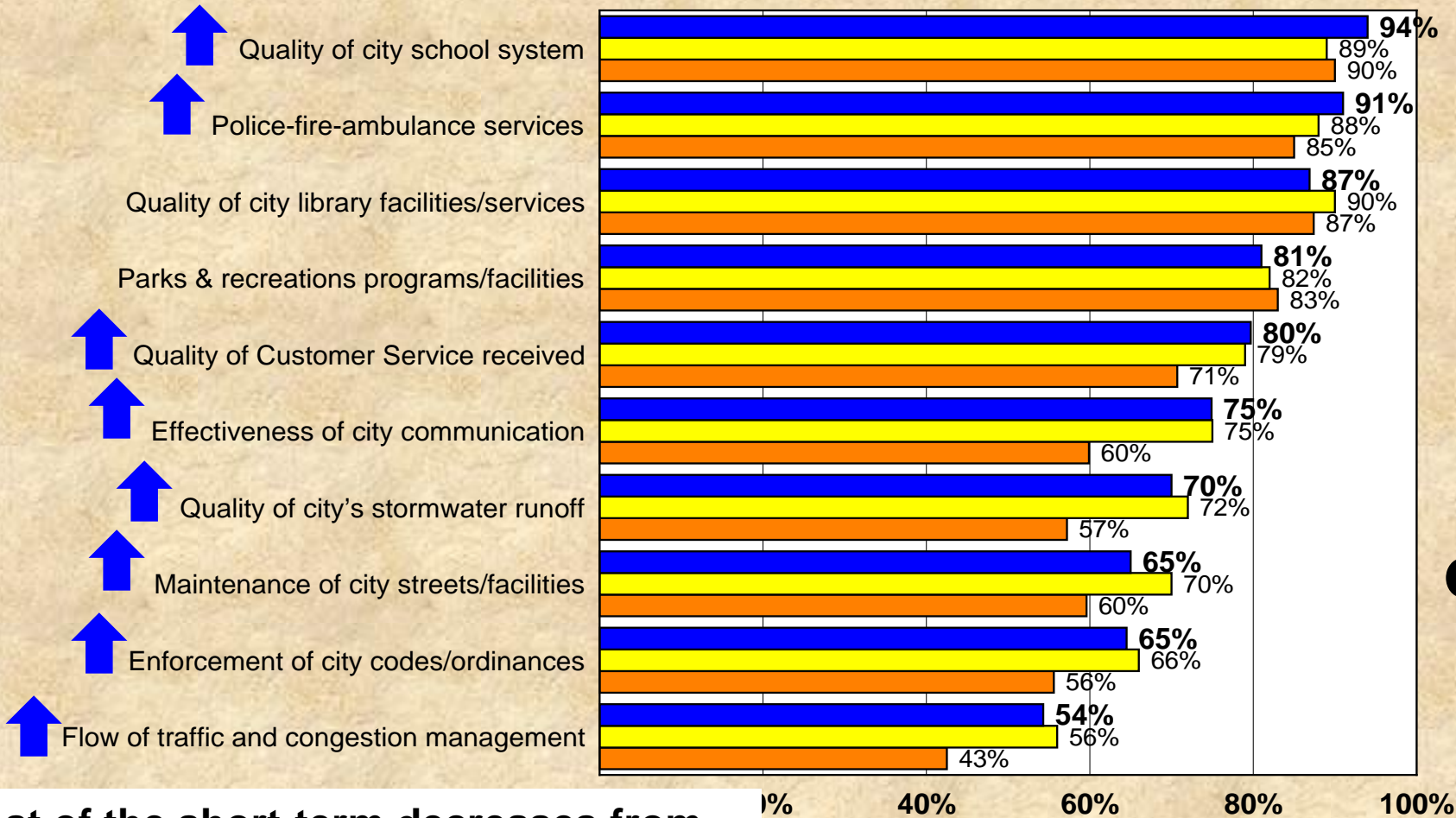
TRENDS

Significant Increases From 2006: 

Significant Decreases From 2006: 

TRENDS: Overall Satisfaction With City Services by Major Category (2006,2011 & 2012)

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



Most of the short-term decreases from 2011-12 were not statistically significant

2012 2011 2006

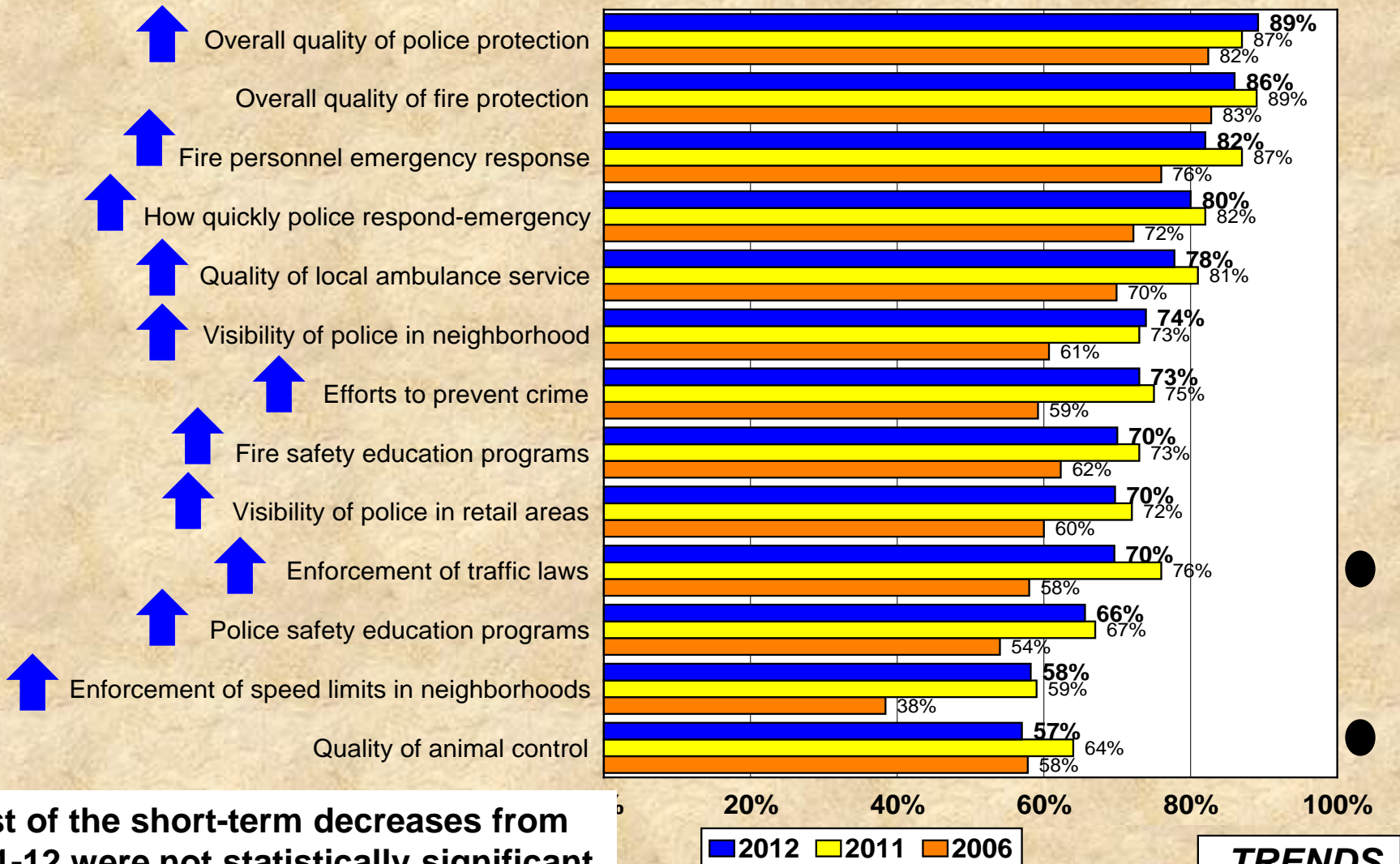
TRENDS

Significant Increases From 2006: ↑

Significant Decreases From 2006: ↓

TRENDS: Overall Satisfaction with Public Safety Services (2006, 2011 & 2012)

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



Most of the short-term decreases from 2011-12 were not statistically significant

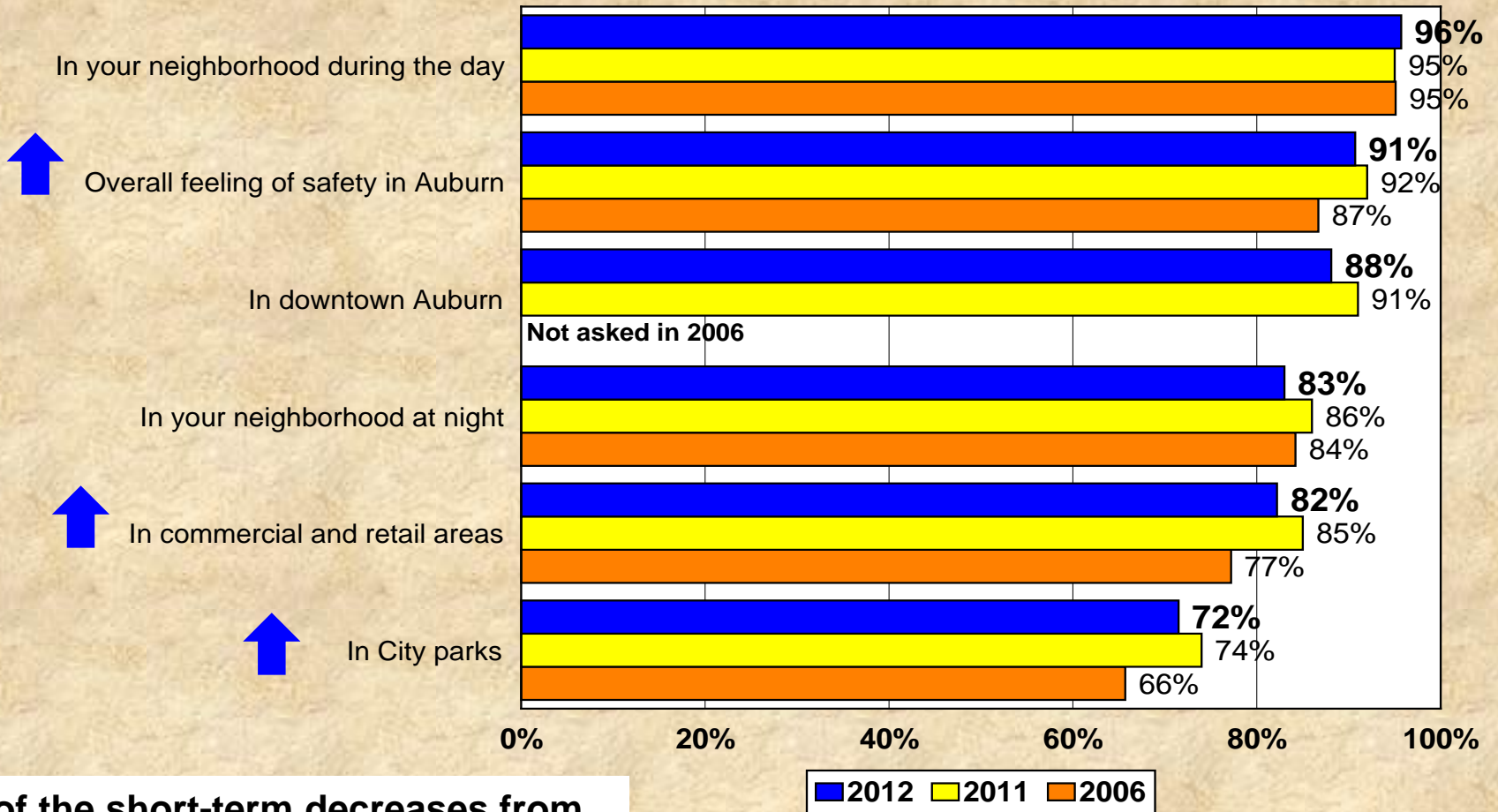
TRENDS

Significant Increases From 2006: ↑

Significant Decreases From 2006: ↓

TRENDS: Overall Feelings of Safety in the City of Auburn (2006, 2011 & 2012)

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



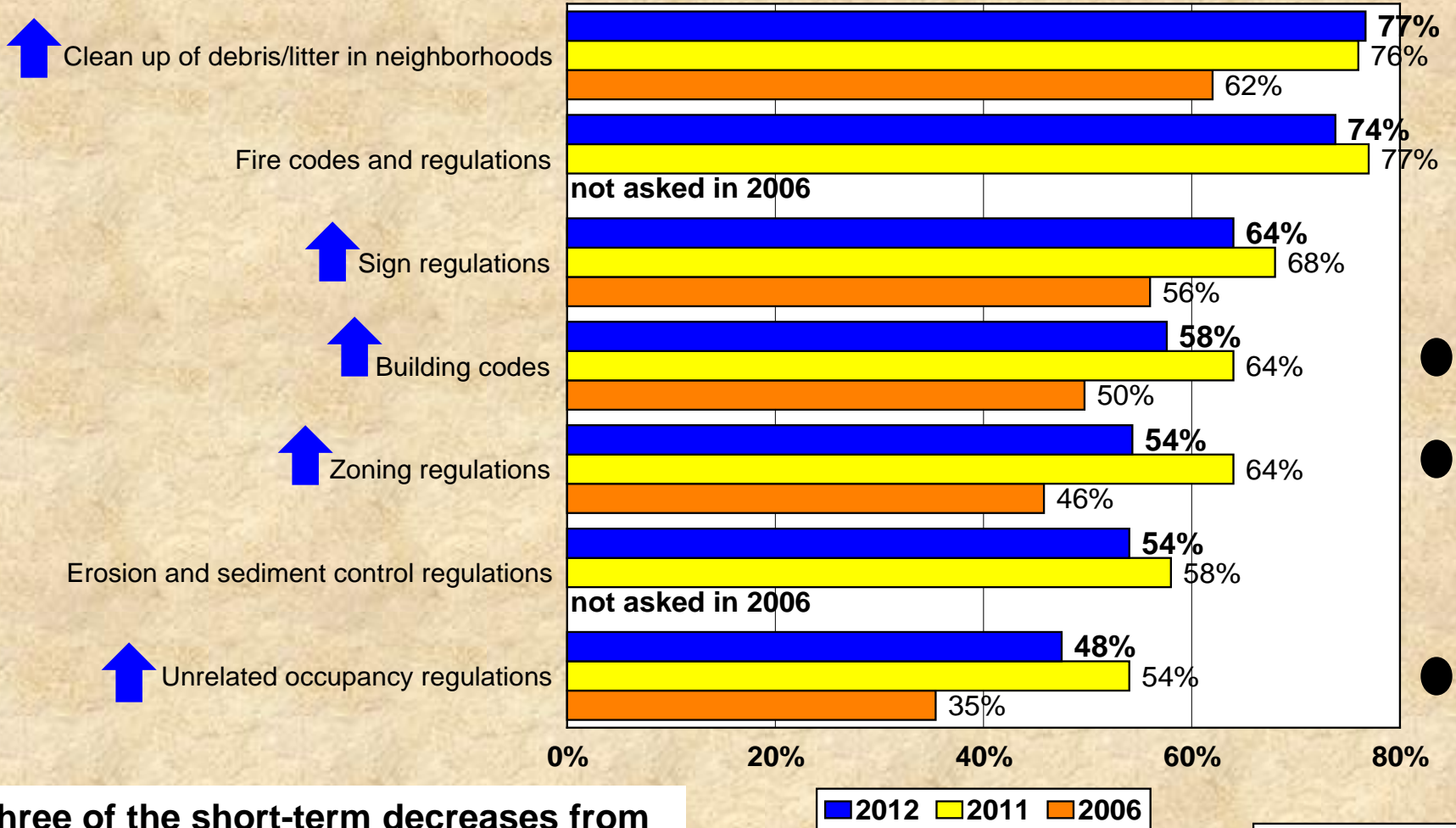
None of the short-term decreases from 2011-12 were statistically significant

TRENDS

Significant Increases From 2006:  Significant Decreases From 2006: 

TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2006, 2011 & 2012)

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



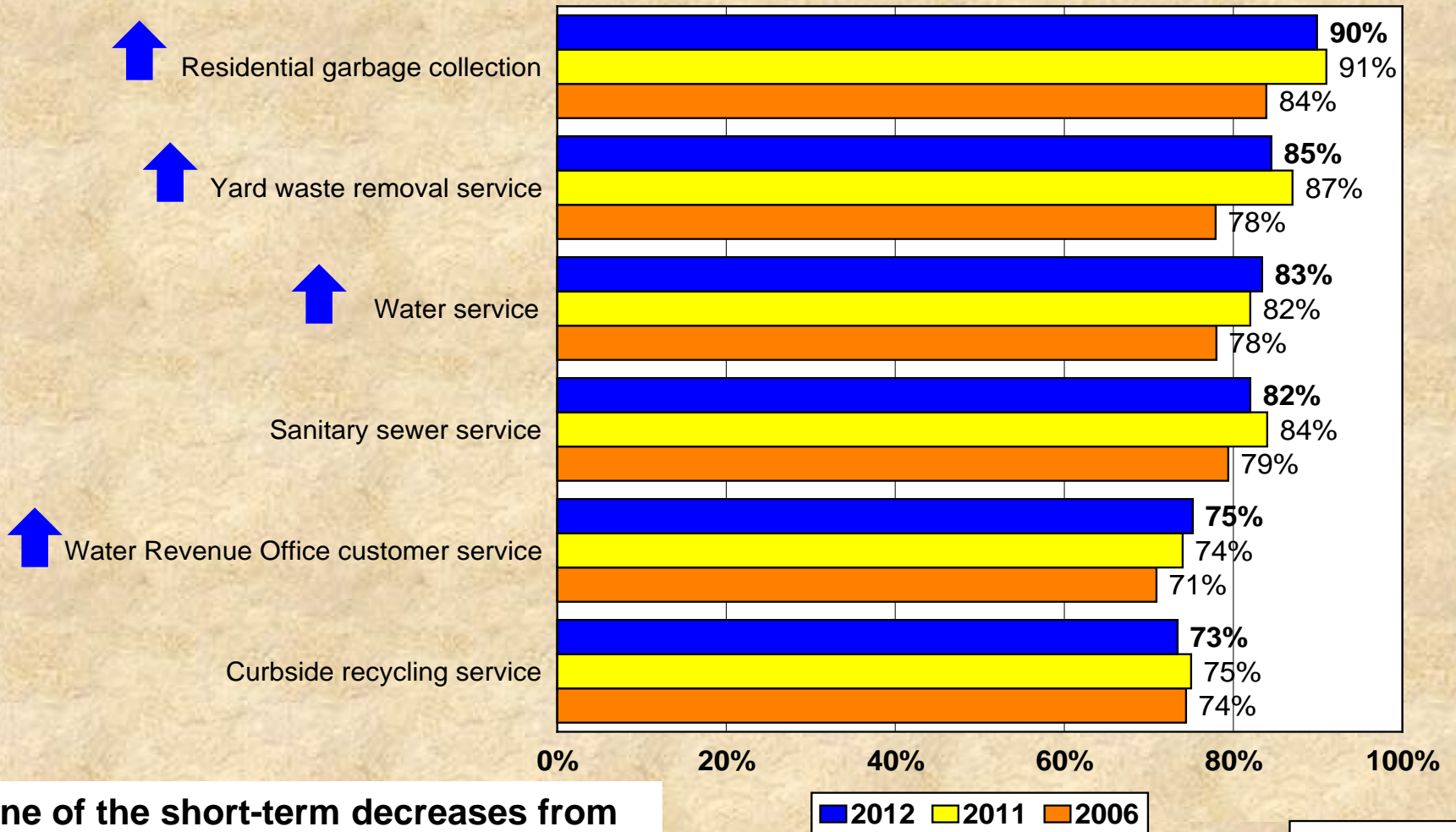
Three of the short-term decreases from 2011-12 were statistically significant

Significant Increases From 2006:

Significant Decreases From 2006:

TRENDS: Overall Satisfaction with Utility and Environmental Services (2006, 2011 & 2012)

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



None of the short-term decreases from 2011-12 were statistically significant

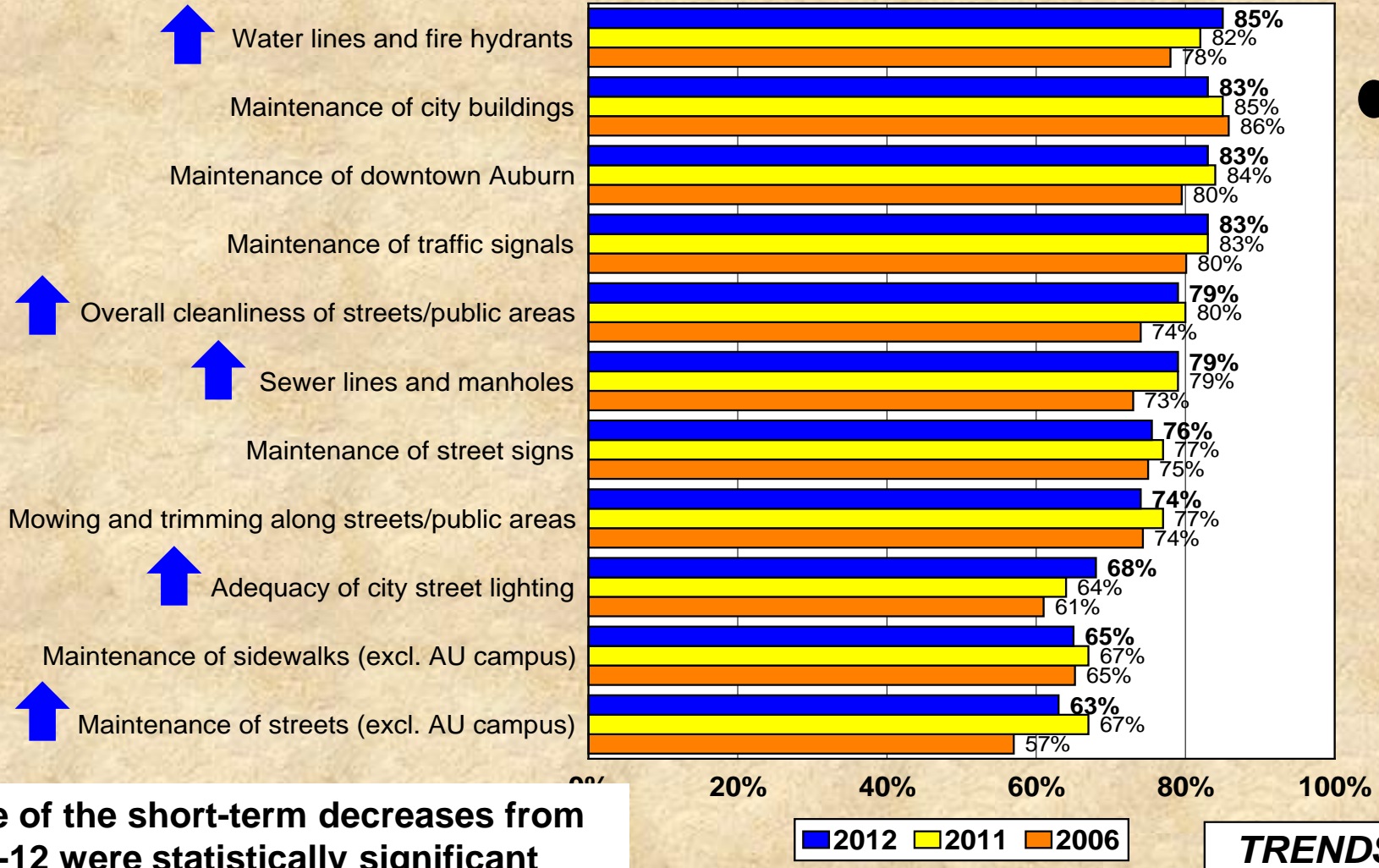
TRENDS

Significant Increases From 2006:

Significant Decreases From 2006:

TRENDS: Overall Satisfaction with City Maintenance (2006, 2011 & 2012)

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

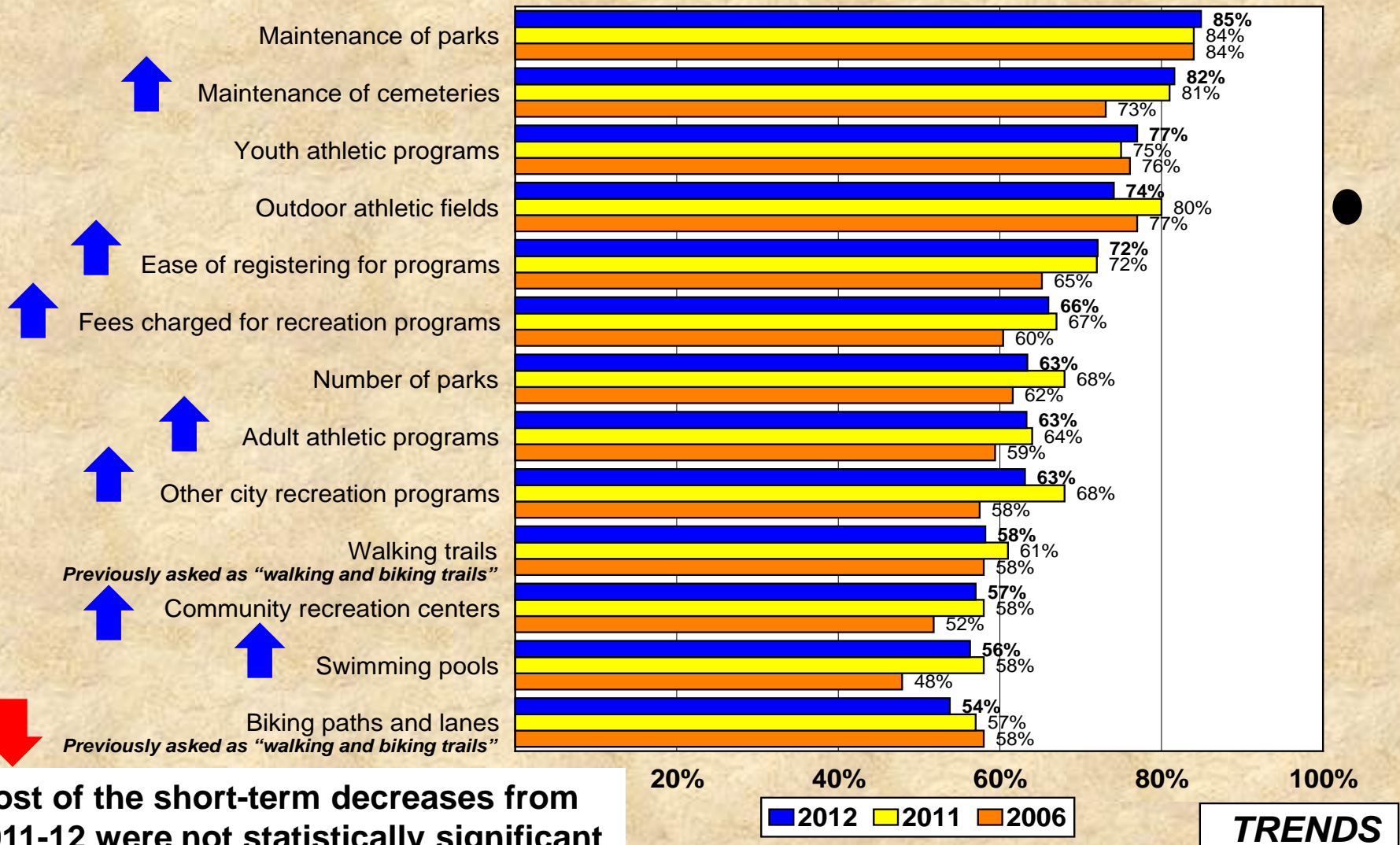


Significant Increases From 2006: ↑

Significant Decreases From 2006: ↓

TRENDS: Overall Satisfaction with Parks and Recreation (2006, 2011 & 2012)

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



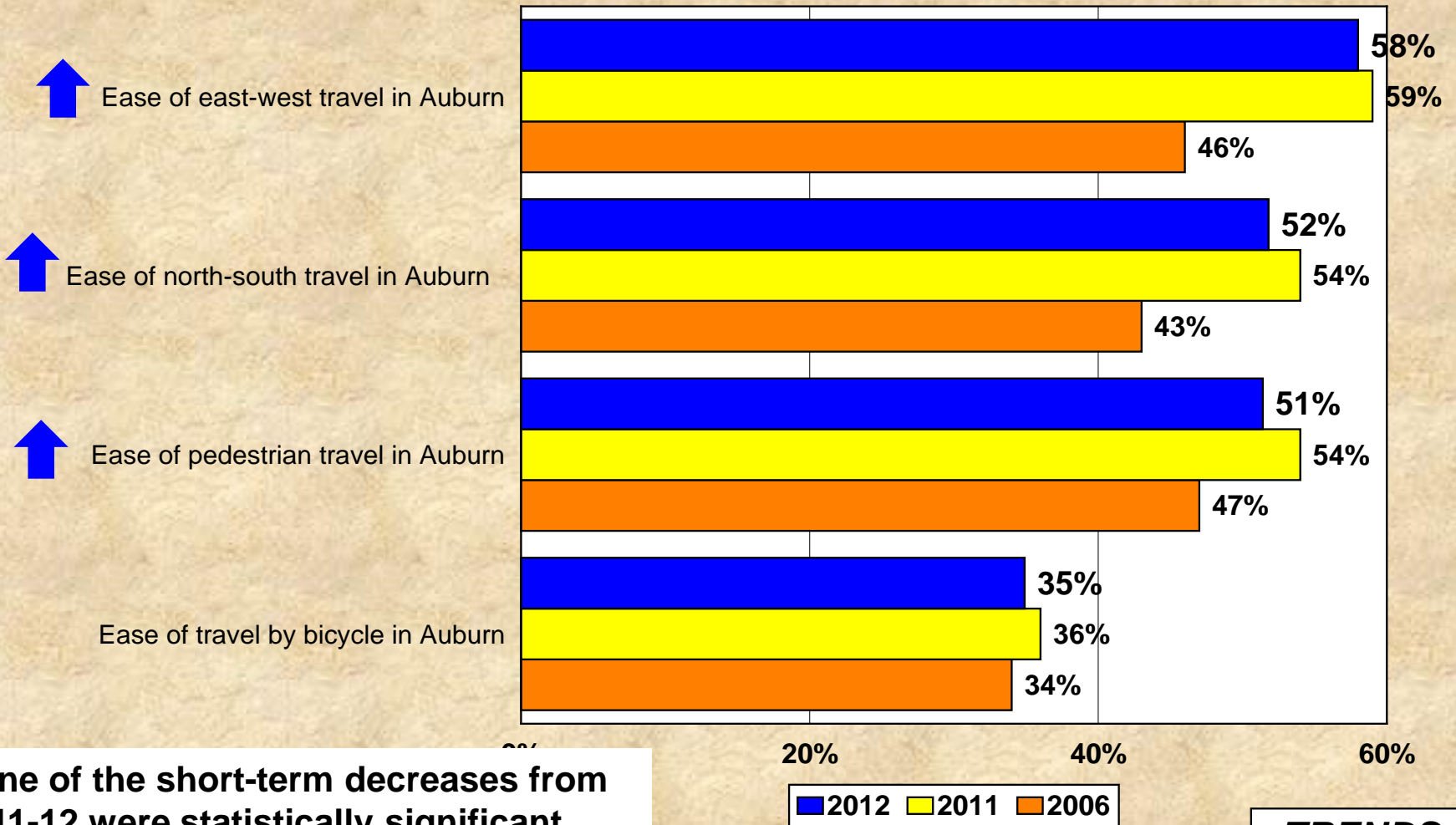
Most of the short-term decreases from 2011-12 were not statistically significant

Significant Increases From 2006: ▲

Significant Decreases From 2006: ▼

TRENDS: Overall Satisfaction with Traffic Flow (2006, 2011 & 2012)

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



Significant Increases From 2006: 

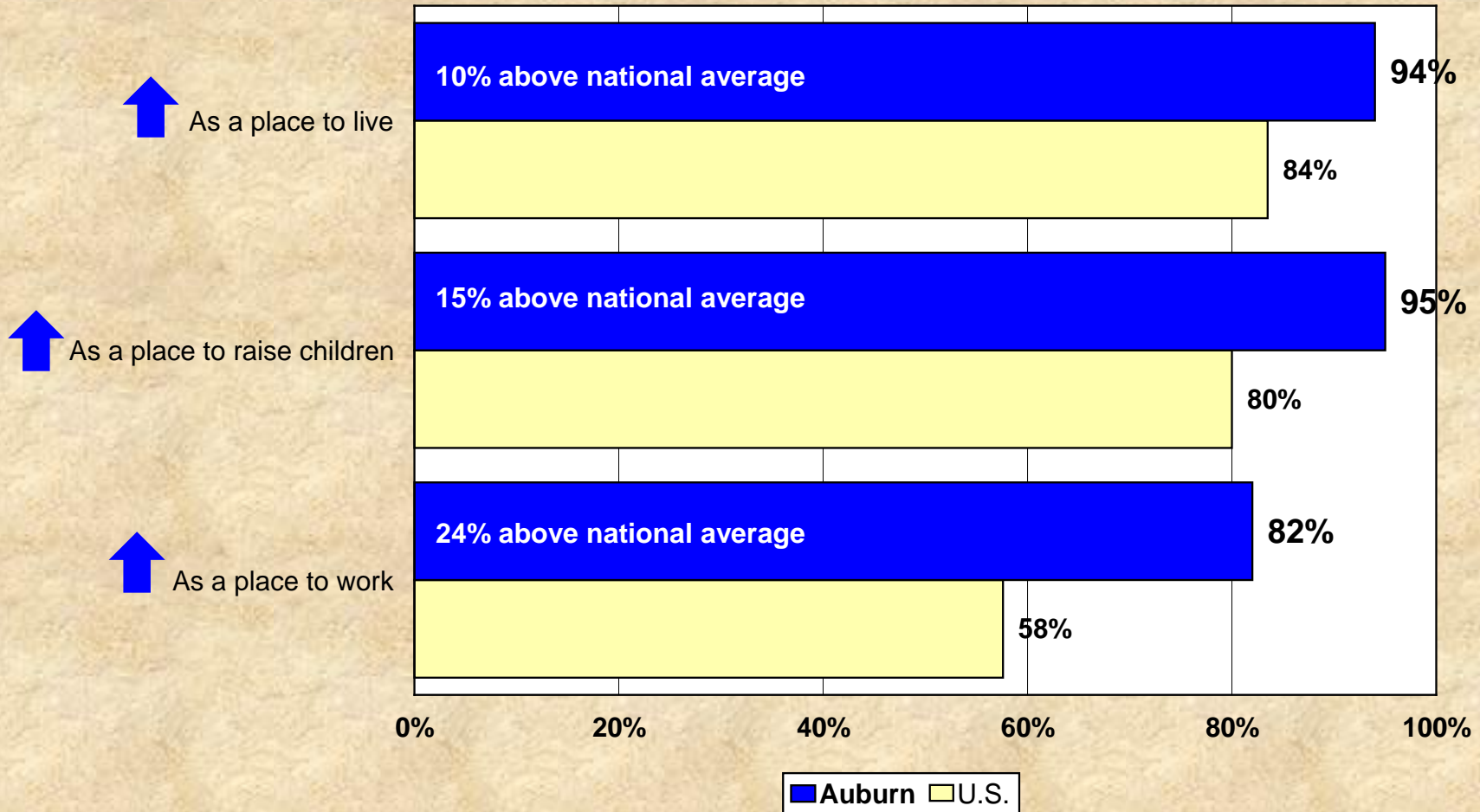
Significant Decreases From 2006: 

Major Finding #4

**Auburn Is Setting the Standard
for the Delivery of City Services**

Overall Ratings of the Community Auburn vs. the 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" (excluding don't knows)



Source: 2012 ETC Institute

Significantly Higher:

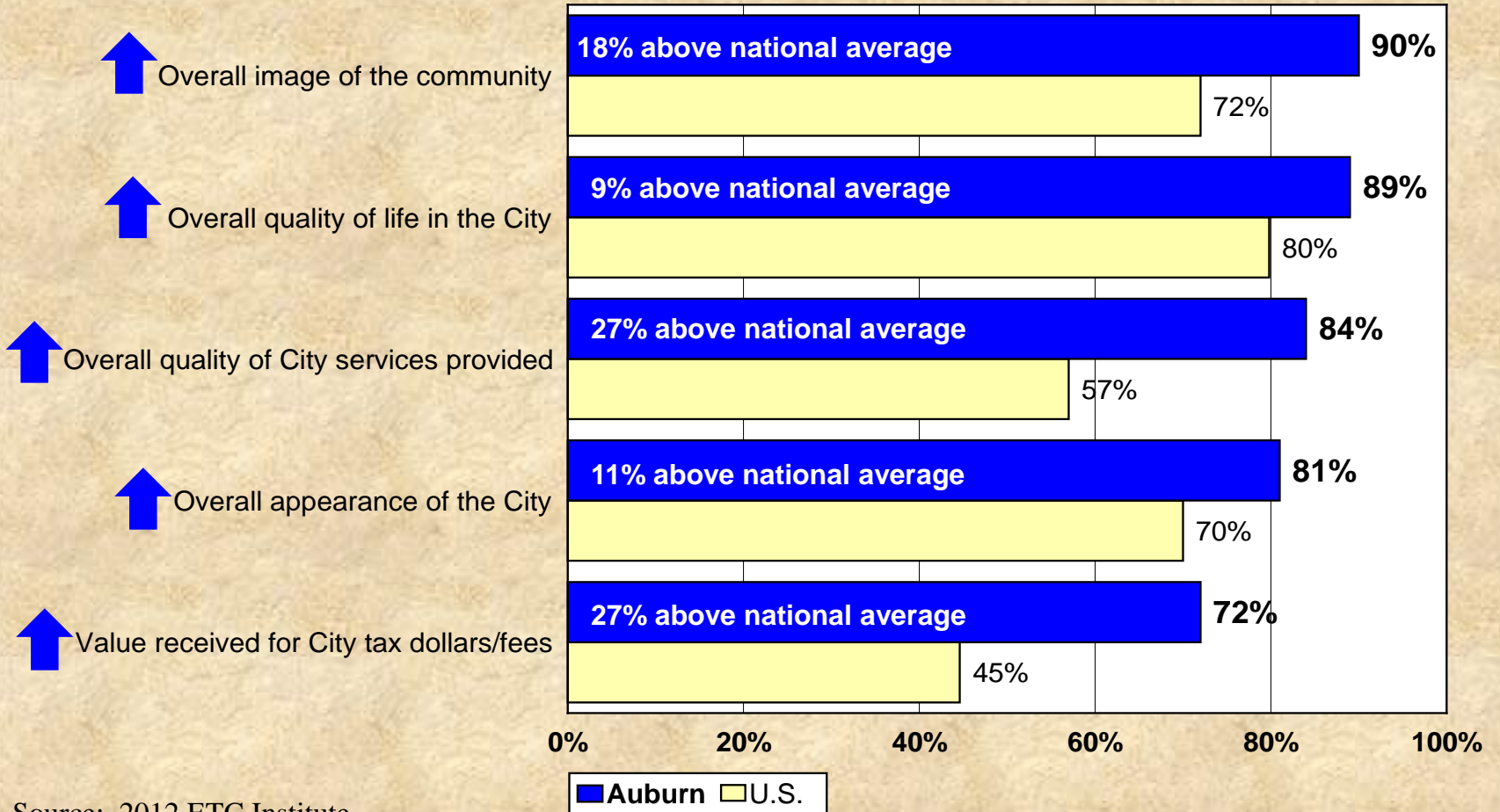


Significantly Lower:



Satisfaction with Issues that Influence Perceptions of the City 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: 2012 ETC Institute

Significantly Higher:



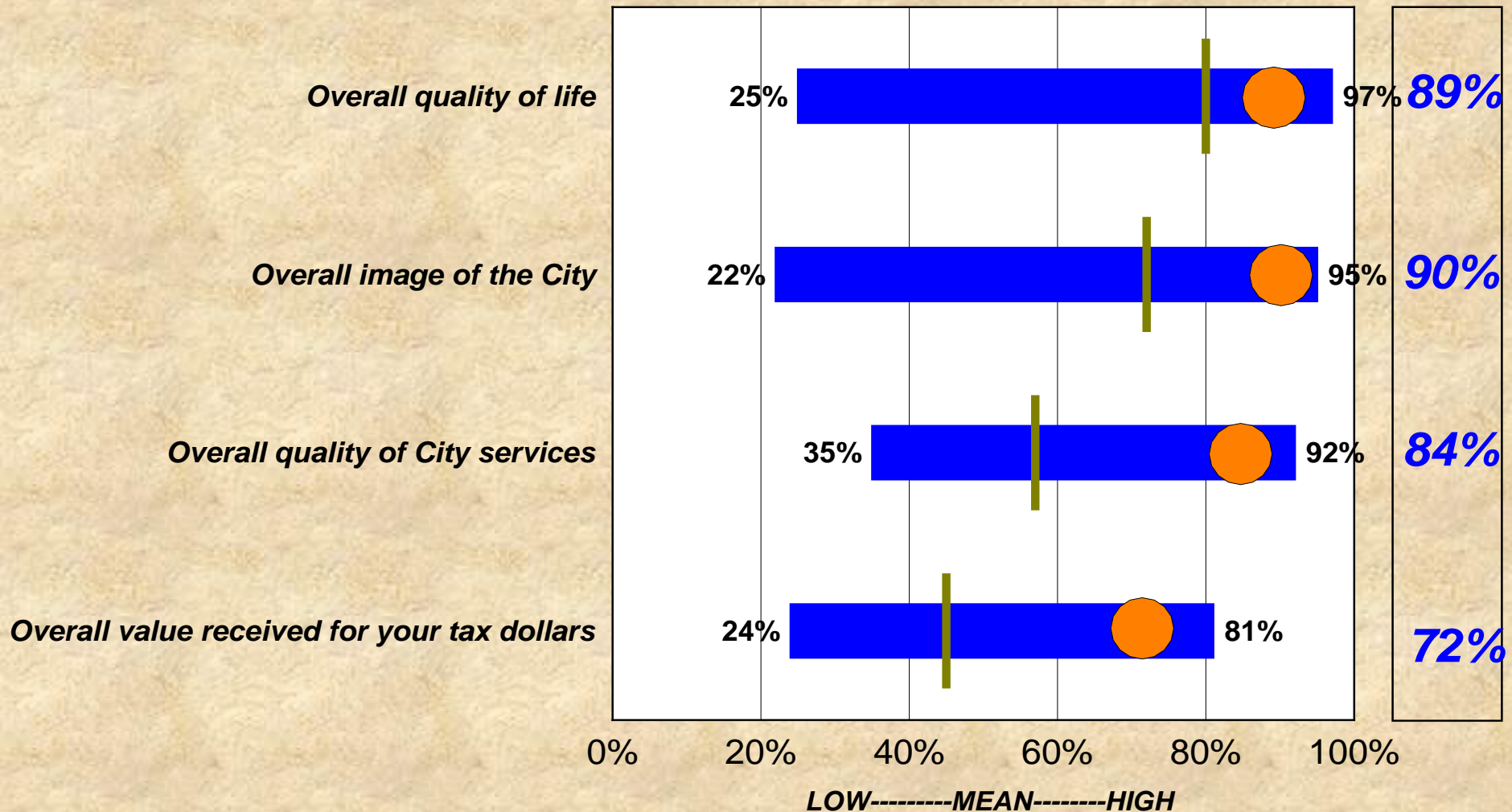
Significantly Lower:



Perceptions that Residents Have of the City in Which They Live - 2012

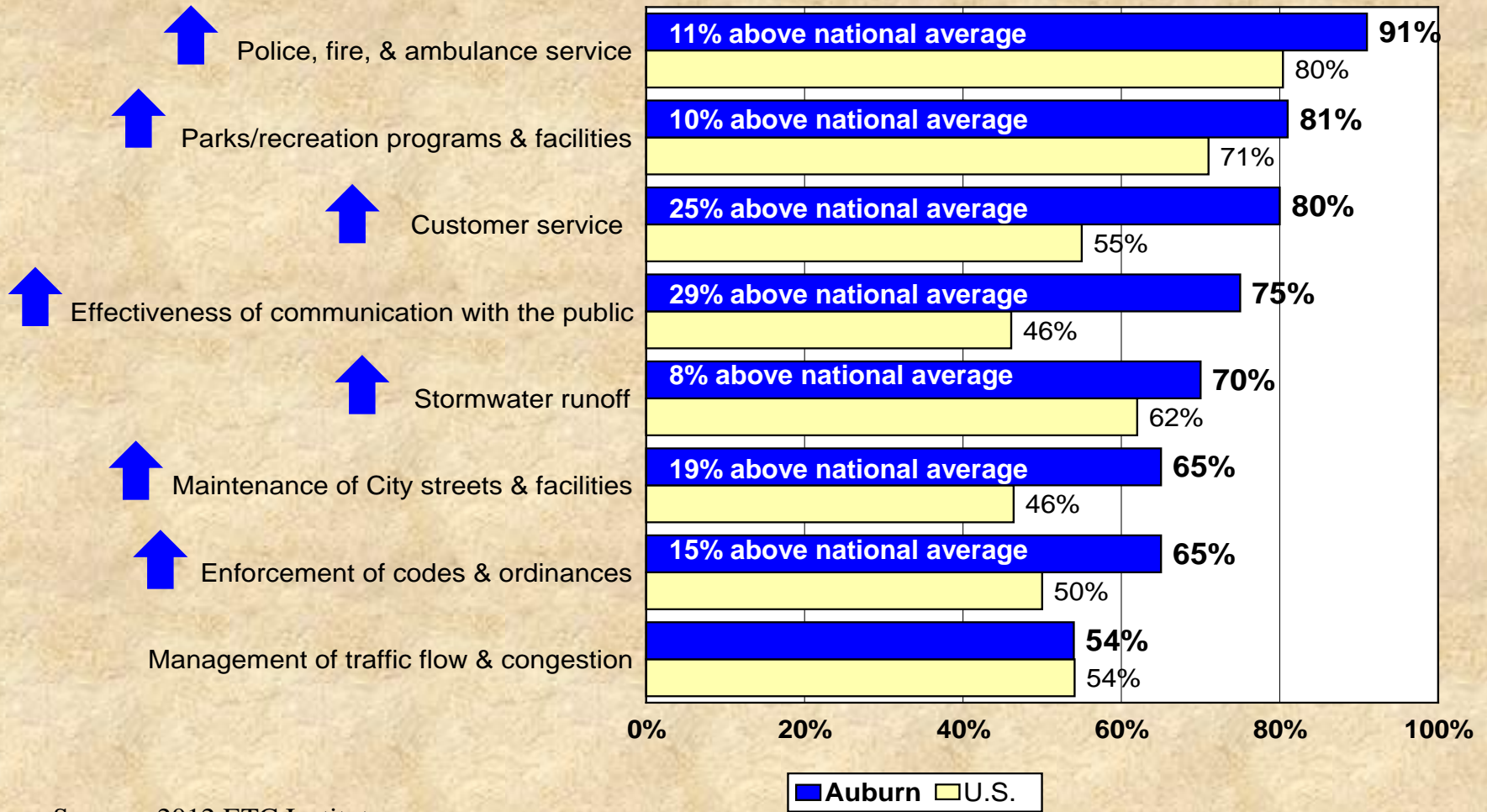
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

 **Auburn, AL**





Overall Satisfaction with Major Categories of City 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)

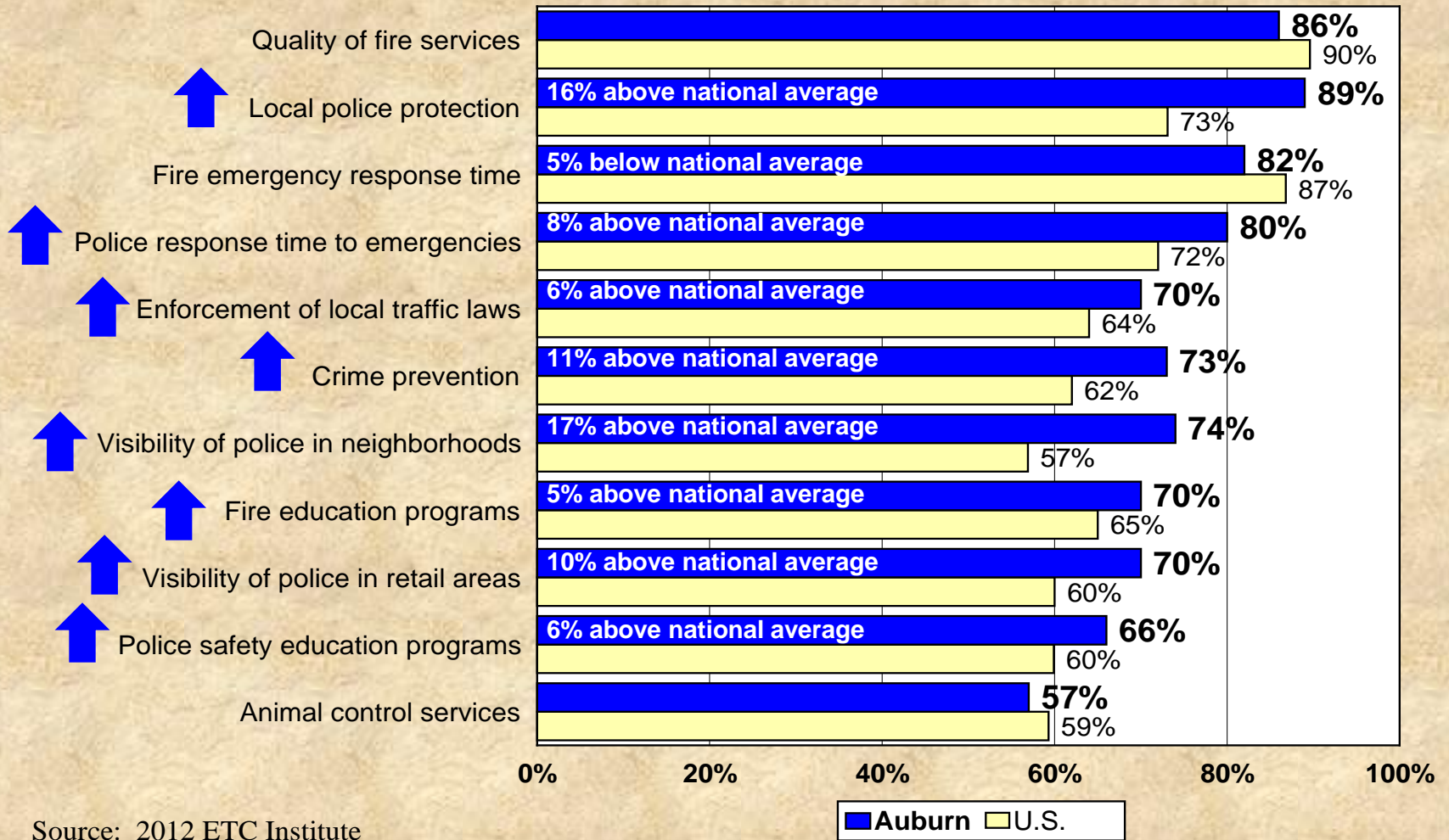


Source: 2012 ETC Institute

Significantly Higher:  **Significantly Lower:** 

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)

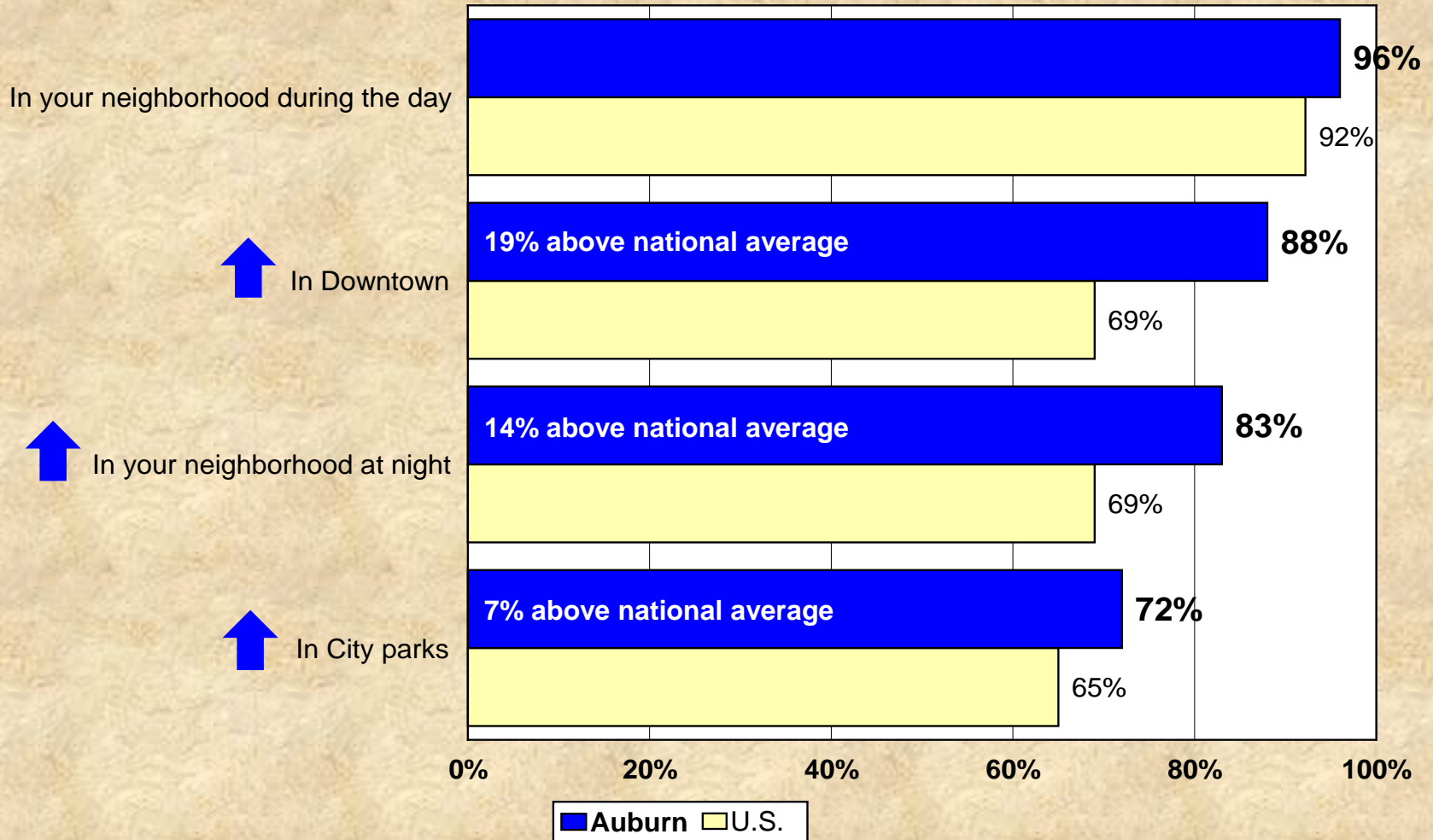


Significantly Higher:

Significantly Lower:

How Safe Residents Feel in Their Community 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 safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2012 ETC Institute

Significantly Higher:

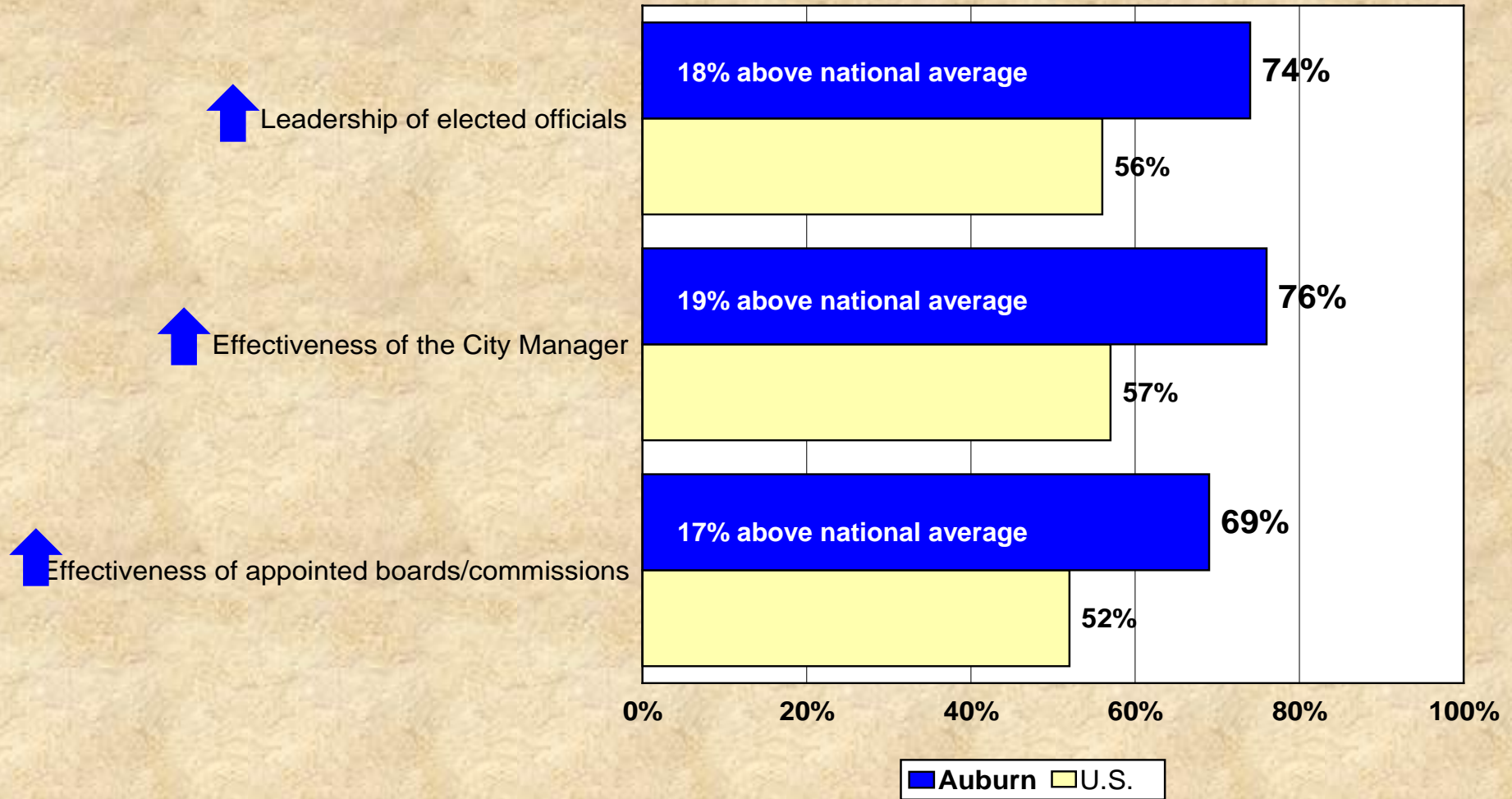


Significantly Lower:



Overall Satisfaction with City Leadership 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: 2012 ETC Institute

Significantly Higher:



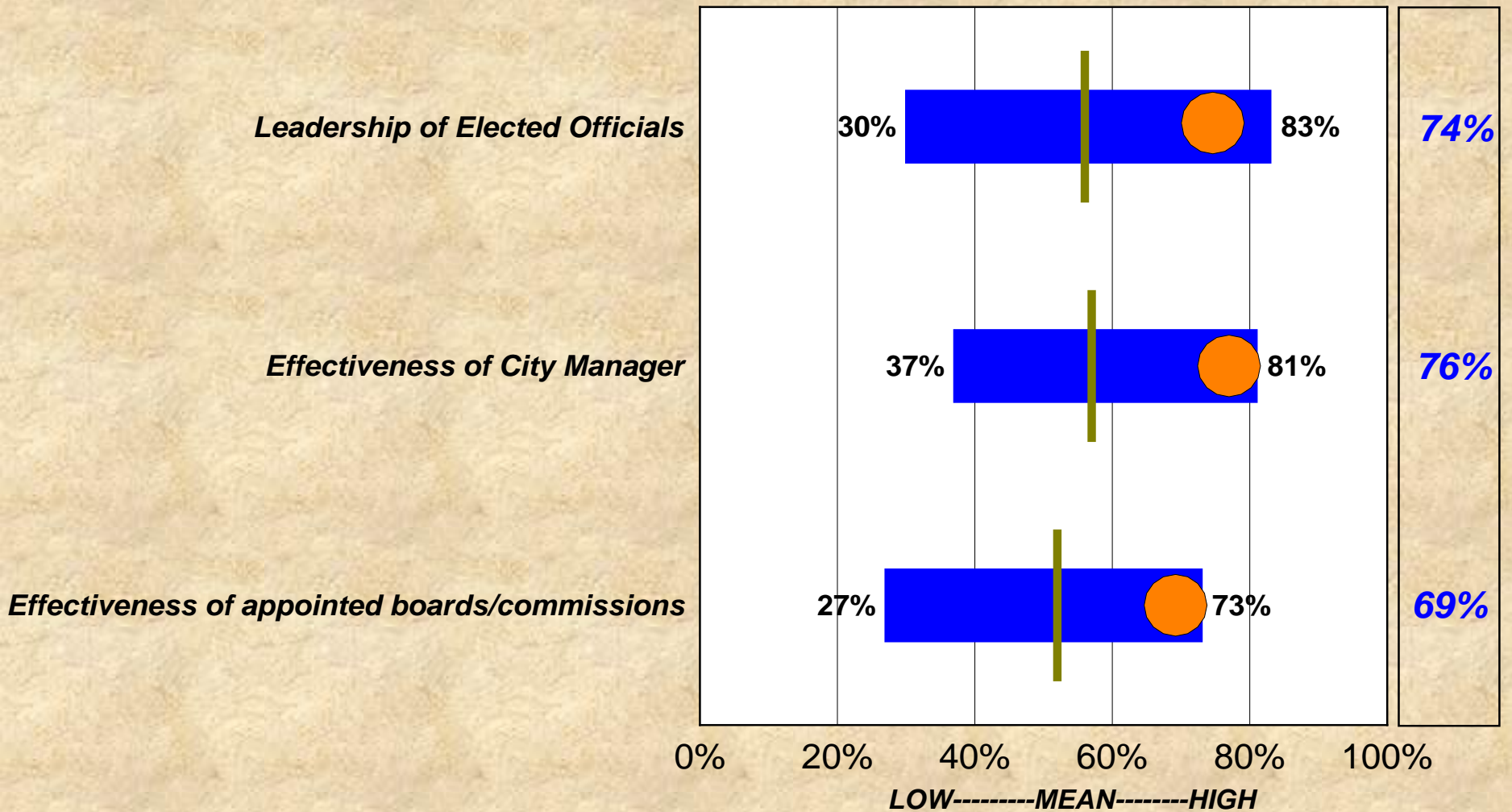
Significantly Lower:



Satisfaction with **City Leadership** Compared to Other Communities - 2012

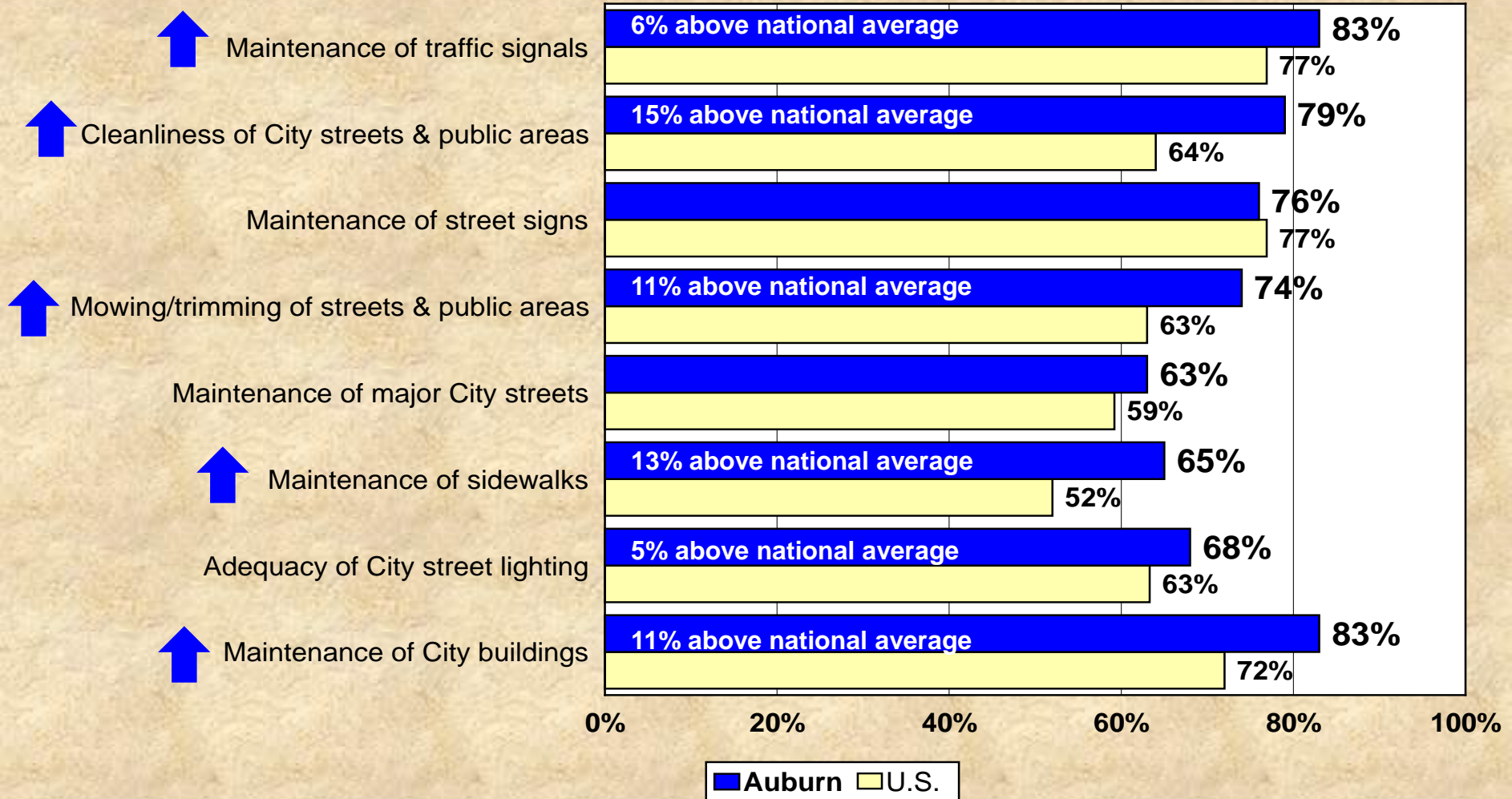
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

● **Auburn, AL**



Overall Satisfaction with City Maintenance 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)



Significantly Higher:

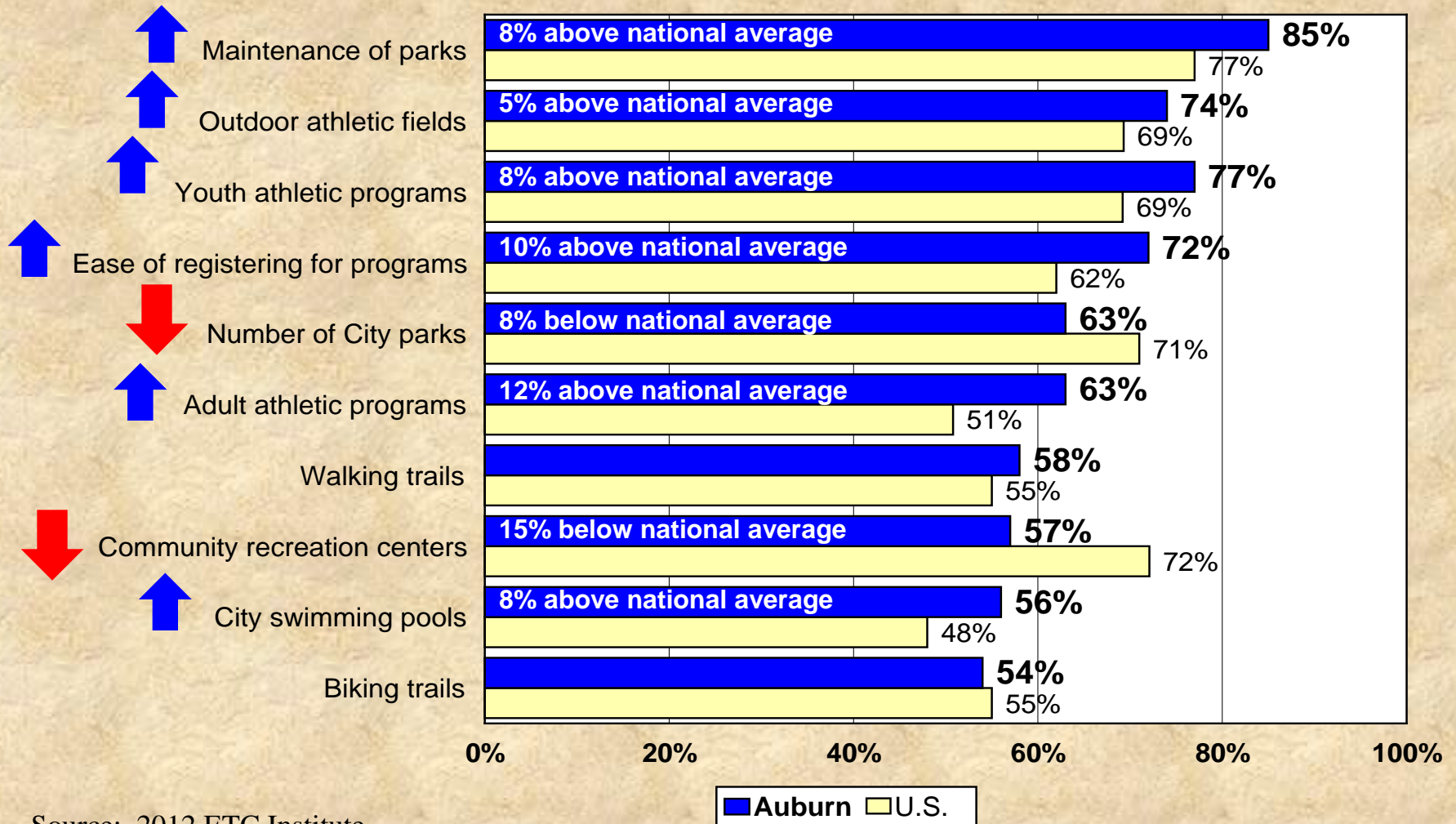


Significantly Lower:



Overall Satisfaction with Parks and Recreation 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: 2012 ETC Institute

Significantly Higher:

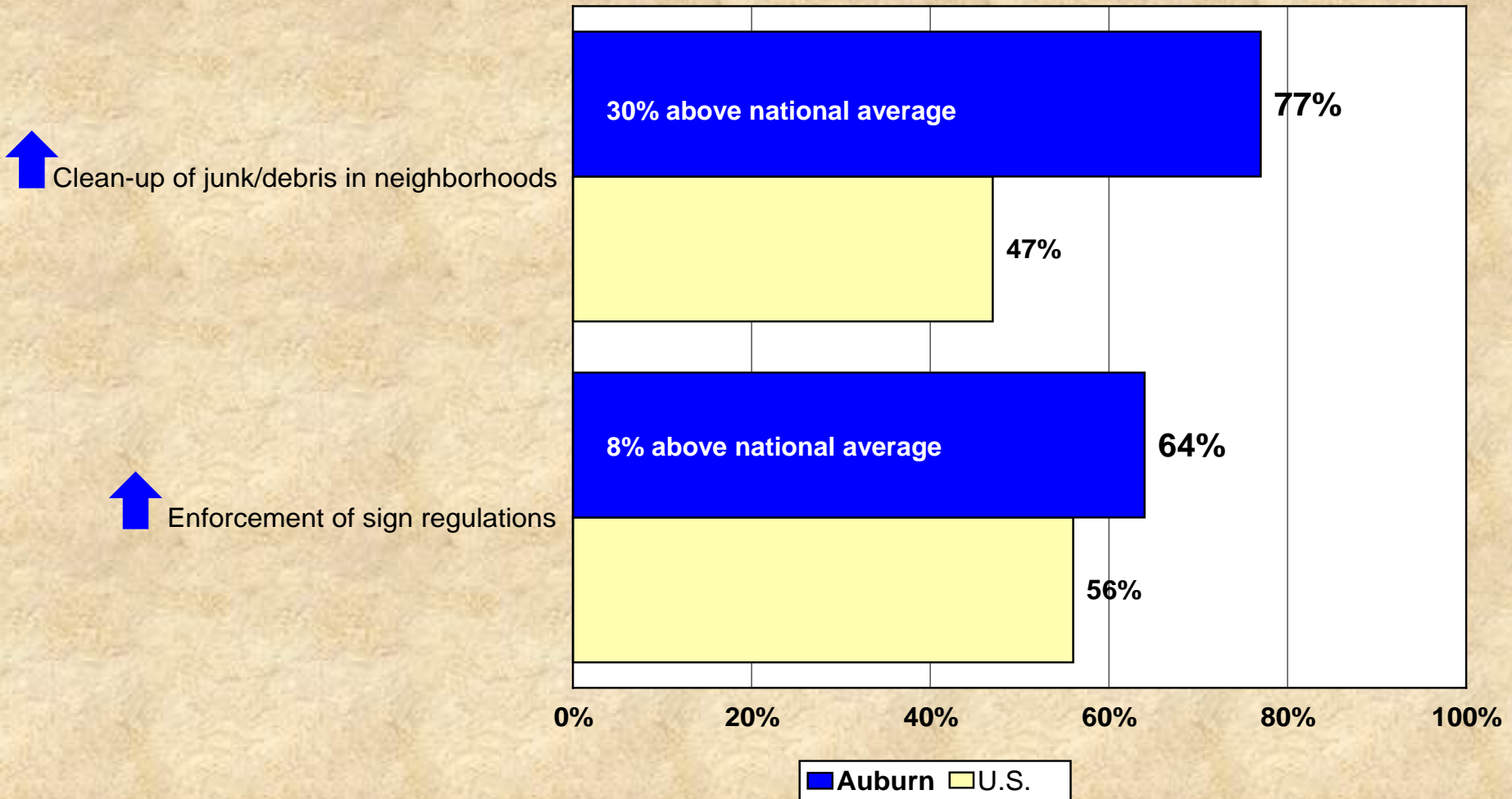


Significantly Lower:



Overall Satisfaction with Code Enforcement 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: 2012 ETC Institute

Significantly Higher:

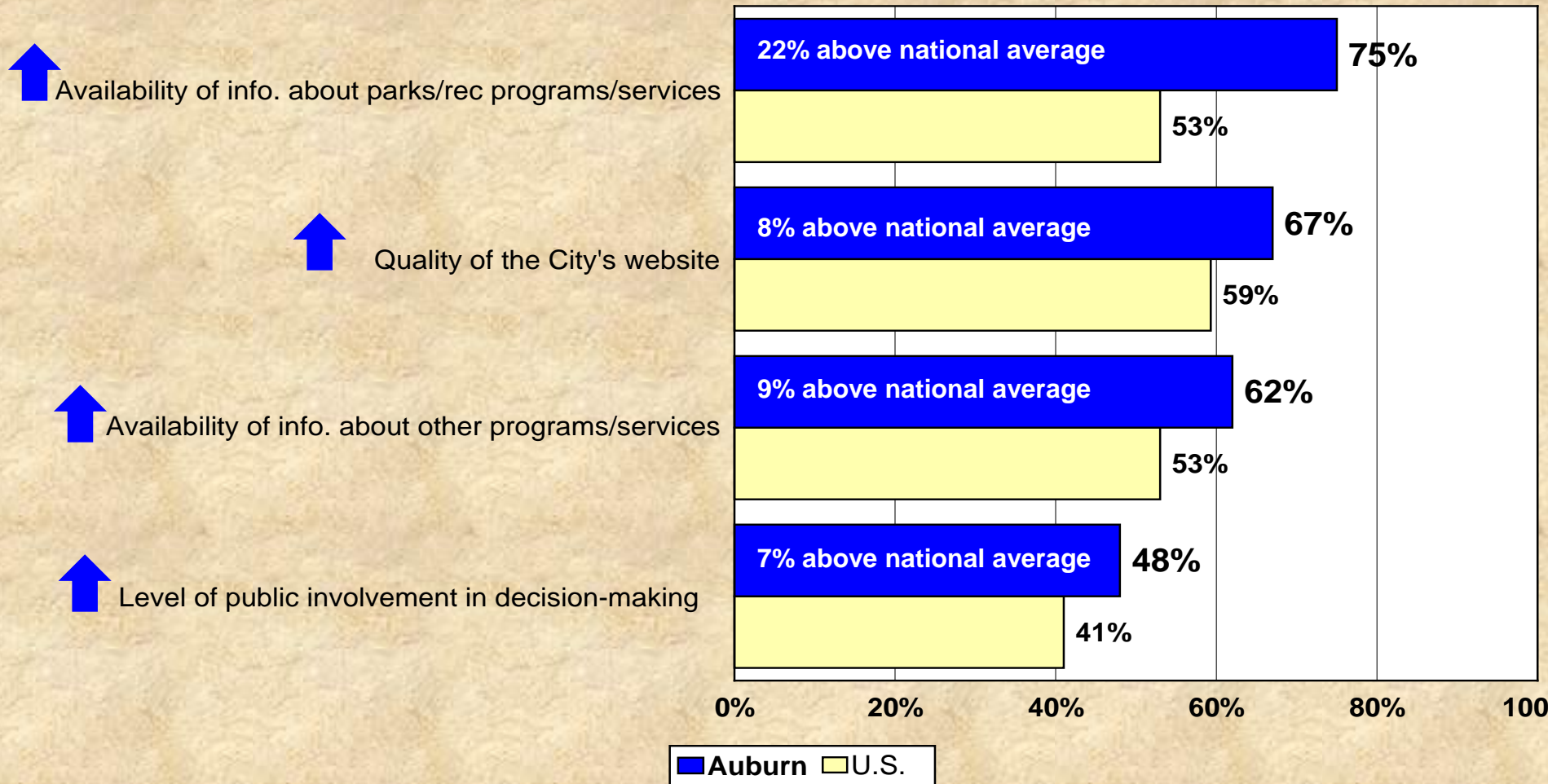


Significantly Lower:



Overall Satisfaction with Communication 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: 2012 ETC Institute

Significantly Higher:

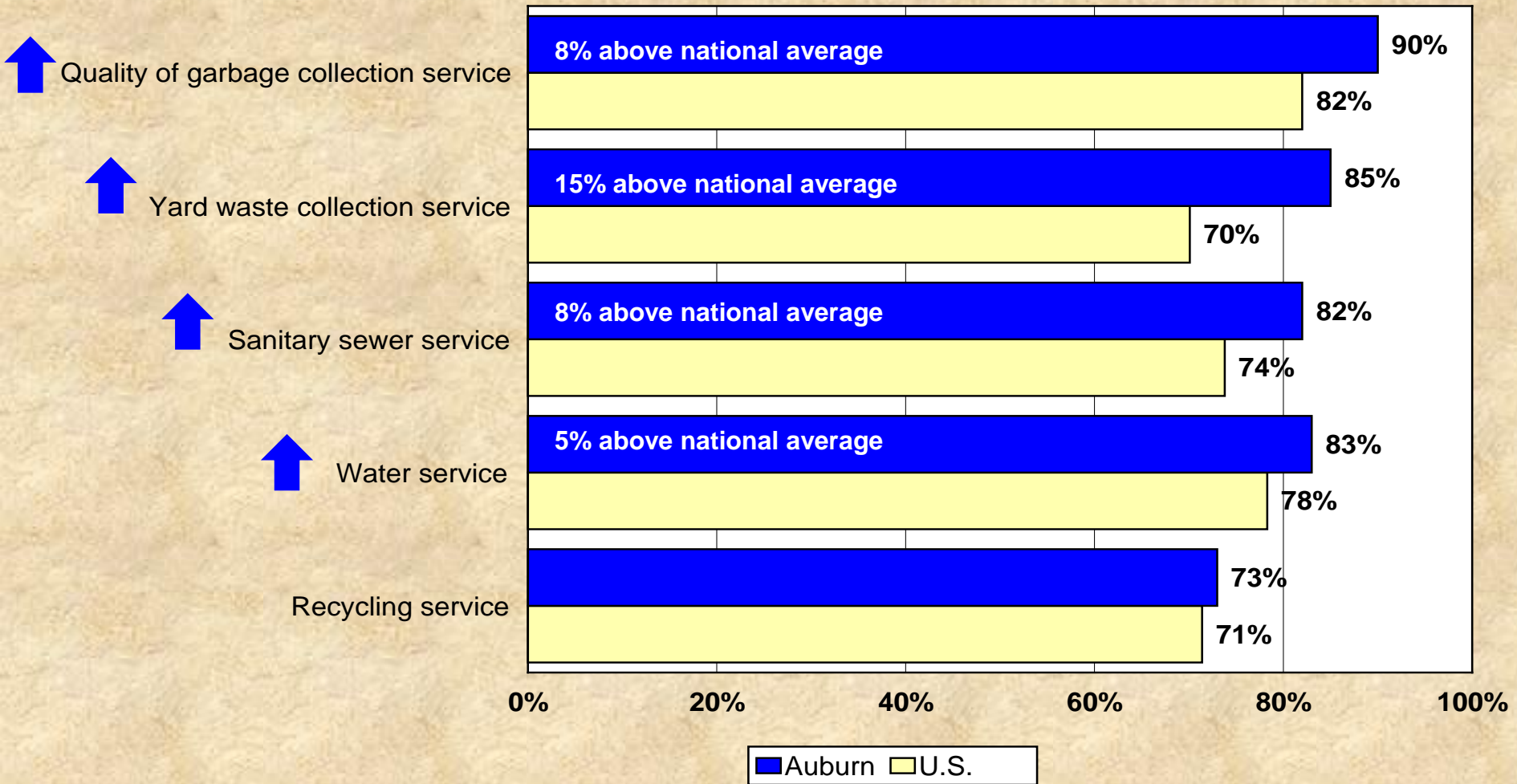


Significantly Lower:



Overall Satisfaction with Utility/Environmental 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: 2012 ETC Institute

Significantly Higher:



Significantly Lower:



Major Finding #5

Priorities for Investment

Importance-Satisfaction Rating

City of Auburn

OVERALL

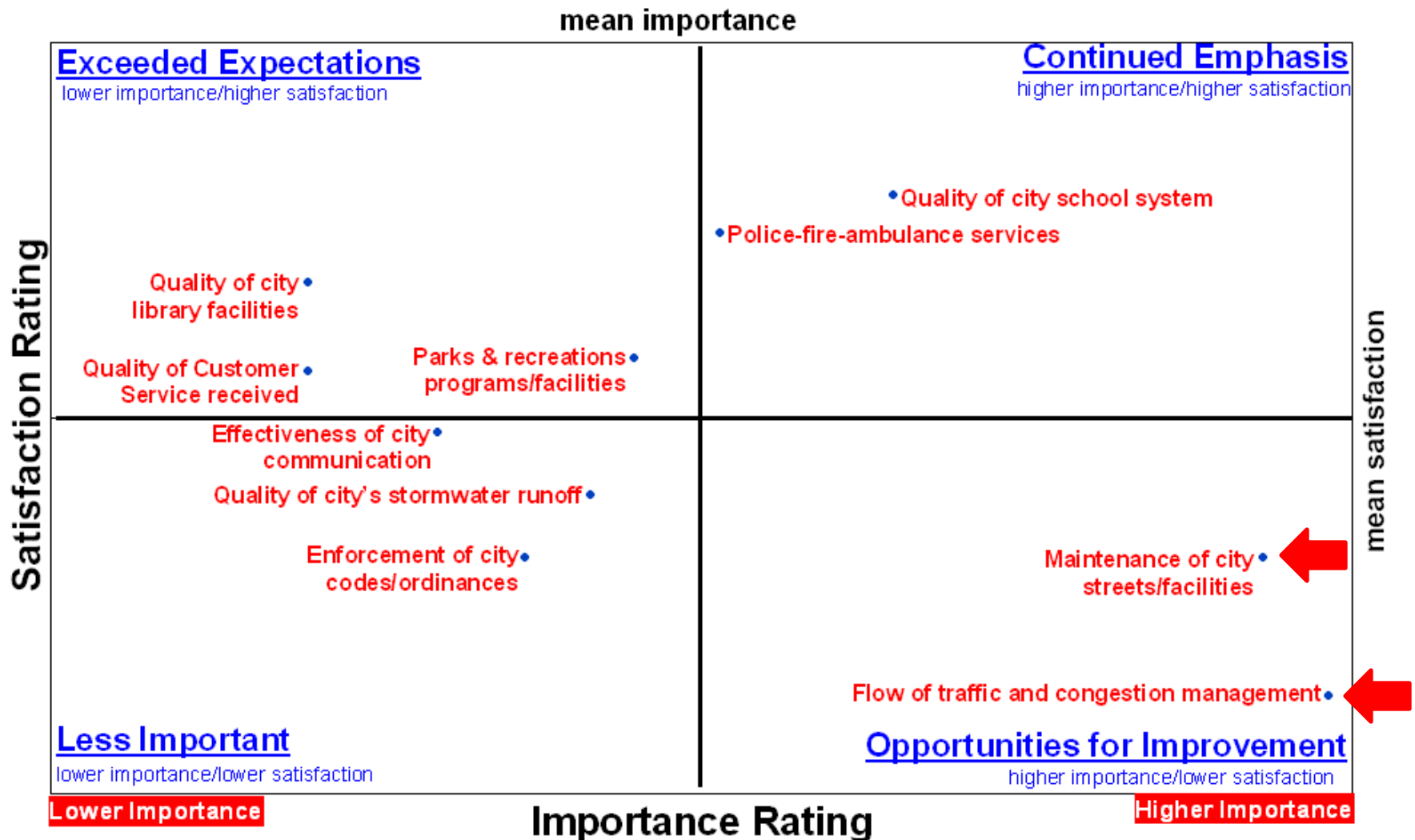
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic and congestion management	55%	1	54%	10	0.2530	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of city streets/facilities	52%	2	65%	9	0.1820	2
<u>Medium Priority (IS <.10)</u>						
Quality of city's stormwater runoff	21%	6	70%	7	0.0630	3
Enforcement of city codes/ordinances	18%	7	65%	8	0.0630	4
Parks & recreations programs/facilities	23%	5	81%	4	0.0437	5
Effectiveness of city communication	14%	8	75%	6	0.0350	6
Police-fire-ambulance services	27%	4	91%	2	0.0243	7
Quality of city school system	35%	3	94%	1	0.0210	8
Quality of Customer Service received	8%	10	80%	5	0.0160	9
Quality of city library facilities	8%	9	87%	3	0.0104	10

Overall Priorities: 

2012 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)



Importance-Satisfaction Rating

City of Auburn

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of speed limits in neighborhoods	27%	2	58%	12	0.1134	1
Medium Priority (IS <.10)						
Efforts to prevent crime	29%	1	73%	7	0.0783	2
Visibility of police in neighborhoods	25%	3	74%	6	0.0650	3
Quality of animal control	11%	6	57%	13	0.0473	4
Enforcement of traffic laws	15%	5	70%	8	0.0450	5
Visibility of police in retail areas	11%	7	70%	9	0.0330	6
Overall quality of police protection	23%	4	89%	1	0.0253	7
Police safety education programs	5%	10	66%	11	0.0170	8
How quickly police respond to emergencies	7%	9	80%	4	0.0140	9
Overall quality of fire protection	9%	8	86%	2	0.0126	10
Fire safety education programs	4%	11	70%	10	0.0120	11
Quality of local ambulance service	4%	12	78%	5	0.0088	12
Fire personnel emergency response time	4%	13	82%	3	0.0072	13

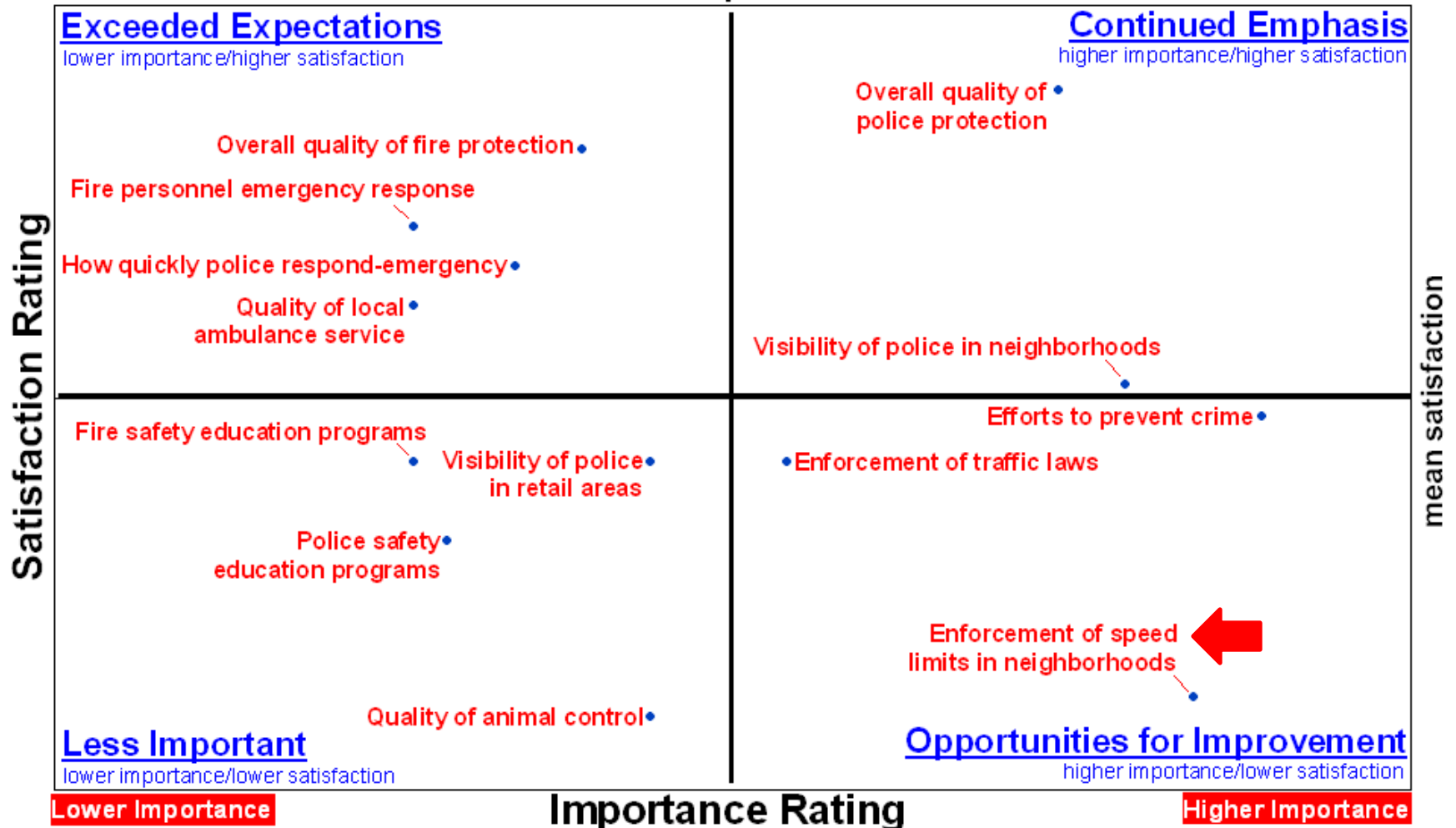
Public Safety Priorities: 

2012 City of Auburn Community 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)

mean importance



Importance-Satisfaction Rating

City of Auburn

Code and Ordinance Enforcement

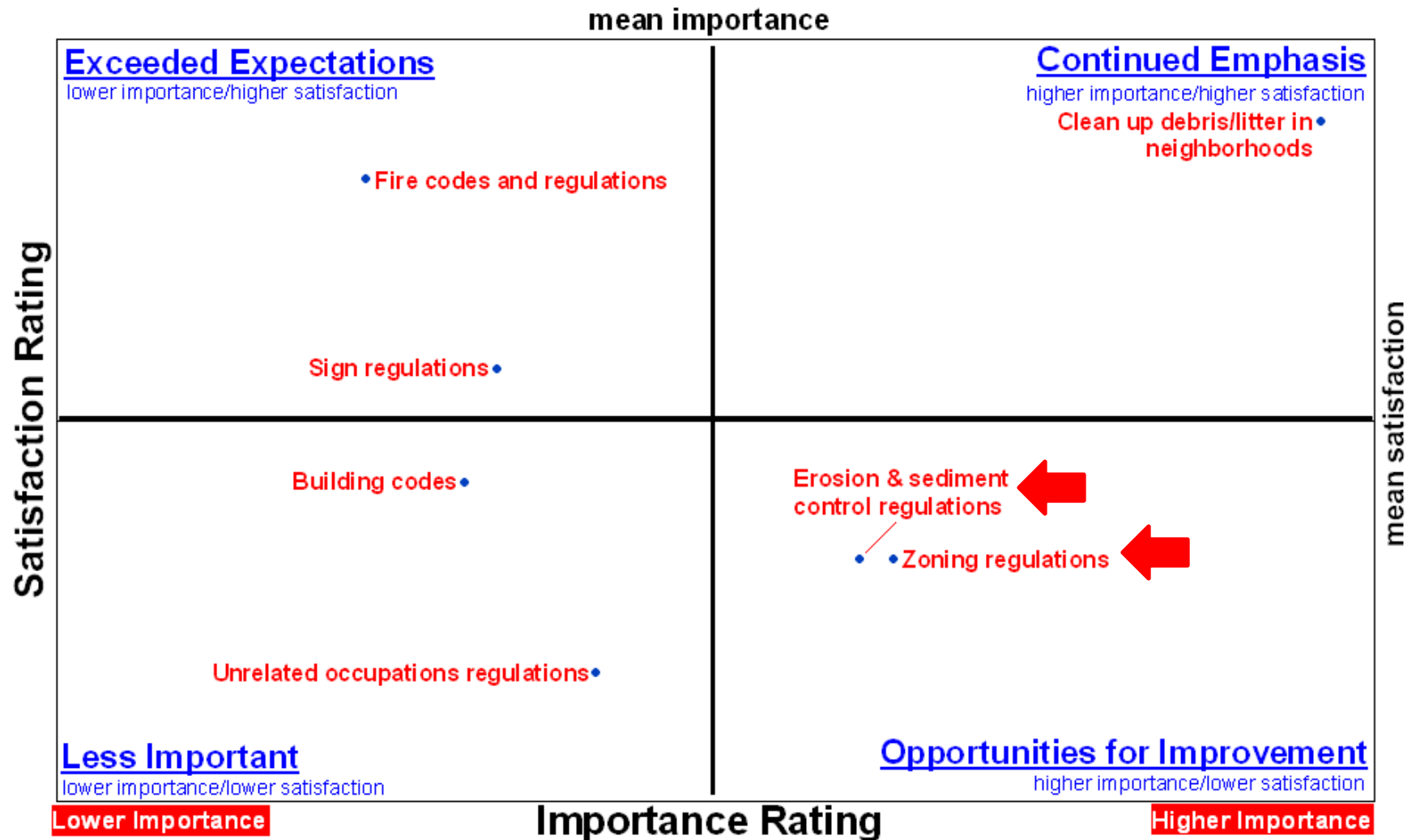
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Zoning regulations	29%	2	54%	5	0.1334	1
Erosion and sediment control regulations	28%	3	54%	6	0.1288	2
Unrelated occupancy regulations	20%	4	48%	7	0.1040	3
Medium Priority (IS <.10)						
Clean up of debris/litter in neighborhoods	42%	1	77%	1	0.0966	4
Building codes	16%	6	58%	4	0.0672	5
Sign regulations	17%	5	64%	3	0.0612	6
Fire codes and regulations	13%	7	74%	2	0.0338	7

Code and Ordinance Enforcement Priorities: 

2012 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)



Importance-Satisfaction Rating

City of Auburn

Utility and Environmental Services

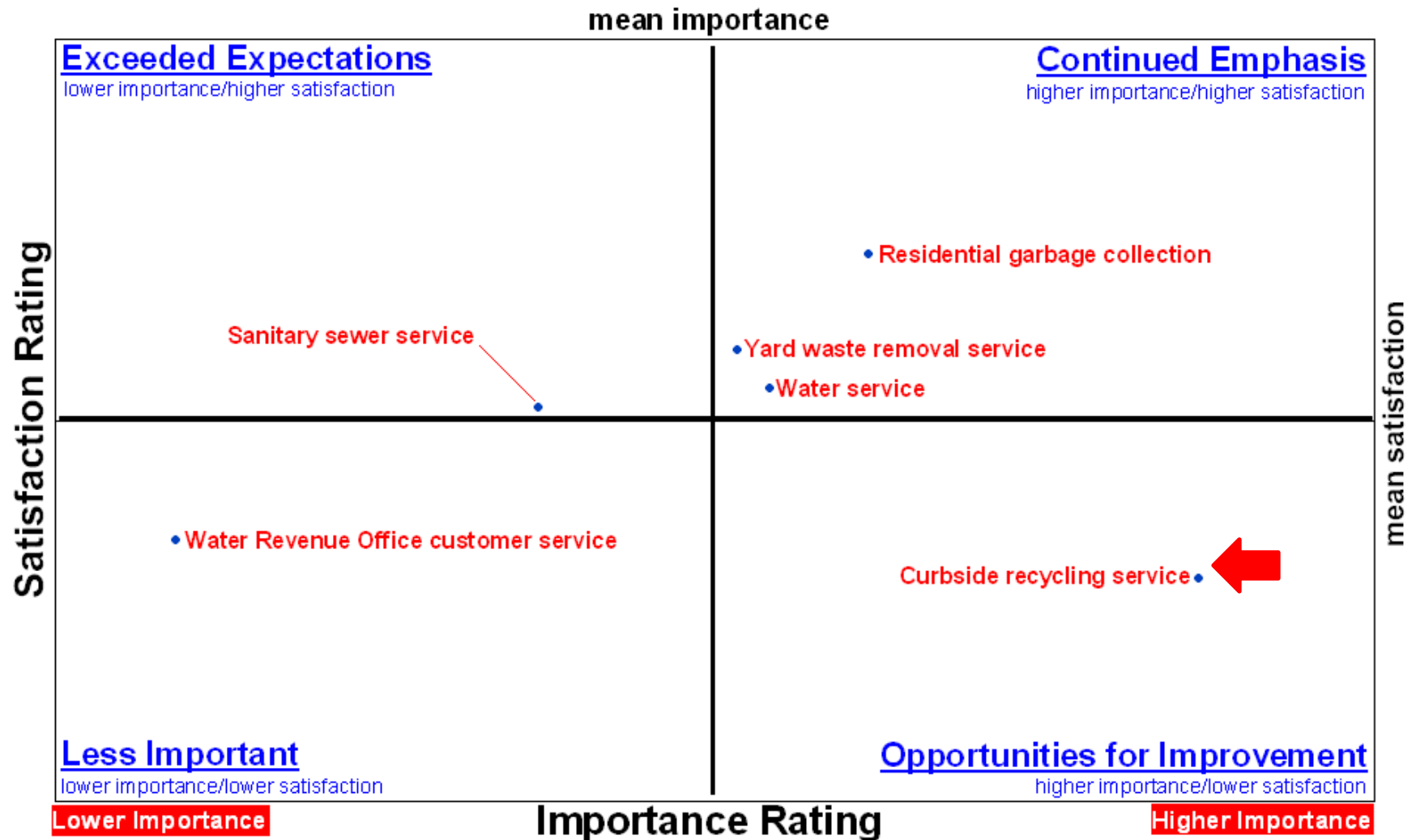
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Curbside recycling service	41%	1	73%	6	0.1107	1
<u>Medium Priority (IS <.10)</u>						
Water service	28%	3	83%	3	0.0476	2
Yard waste removal service	27%	4	85%	2	0.0405	3
Sanitary sewer service	21%	5	82%	4	0.0378	4
Residential garbage collection service	31%	2	90%	1	0.0310	5
Water Revenue Office customer service	10%	6	75%	5	0.0250	6

Utility and Environmental Services Priorities: Most Items Are Important

2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Utility and Environmental Services-

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



Importance-Satisfaction Rating

City of Auburn

CITY MAINTENANCE

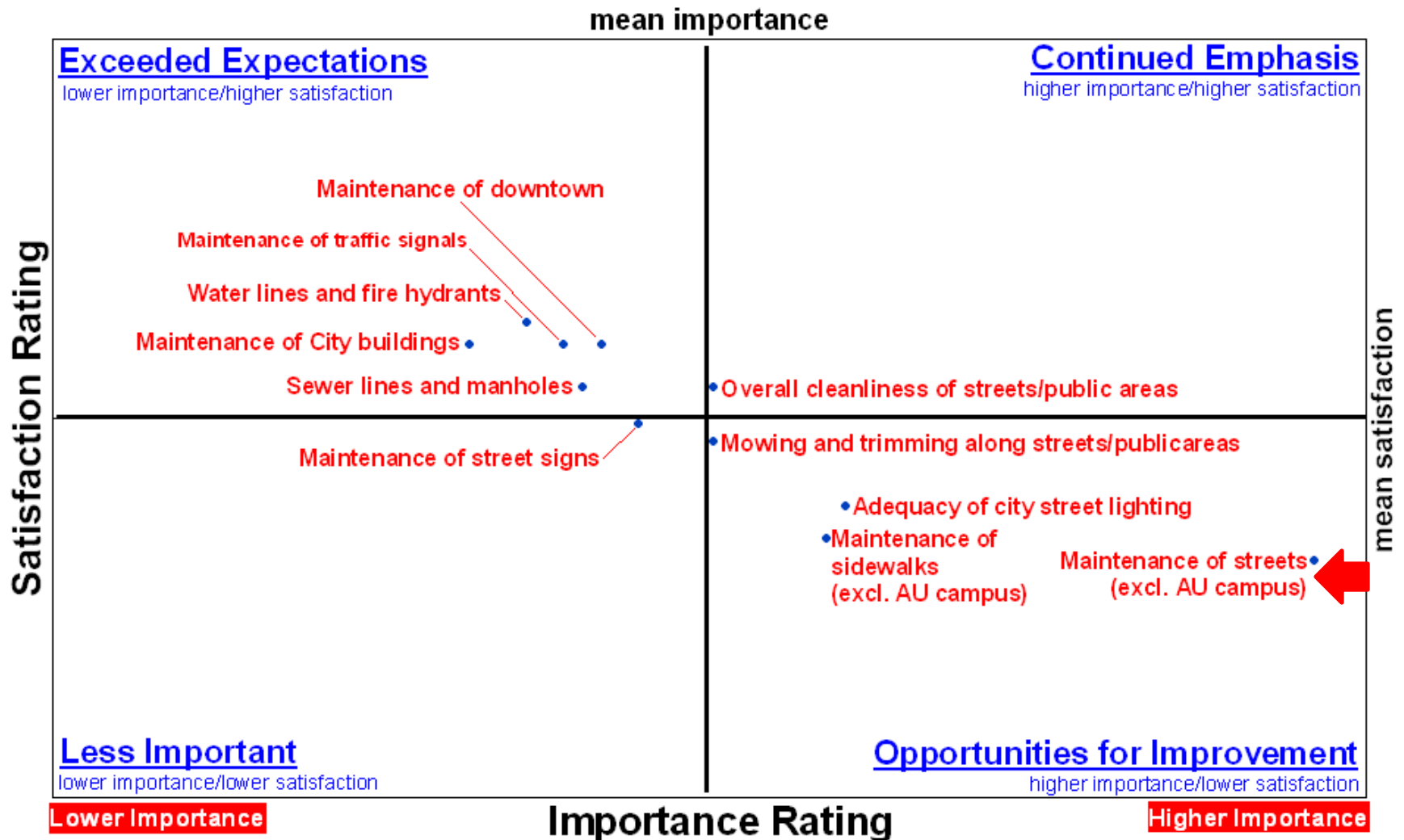
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets (excl. AU campus)	48%	1	63%	11	0.1776	1 ←
<u>Medium Priority (IS <.10)</u>						
Maintenance of sidewalks (excl. AU campus)	22%	3	65%	10	0.0770	2
Adequacy of city street lighting	23%	2	68%	9	0.0736	3
Mowing and trimming along streets/public areas	16%	4	74%	8	0.0416	4
Overall cleanliness of streets/public areas	16%	5	79%	5	0.0336	5
Maintenance of street signs	12%	6	76%	7	0.0288	6
Sewer lines and manholes	9%	8	79%	6	0.0189	7
Maintenance of downtown Auburn	10%	7	83%	2	0.0170	8
Maintenance of traffic signals	8%	9	83%	3	0.0136	9
Water lines and fire hydrants	6%	10	85%	1	0.0090	10
Maintenance of city buildings	3%	11	83%	4	0.0051	11

Maintenance Priorities: ←

2012 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

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



Importance-Satisfaction Rating

City of Auburn

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Biking paths and lanes	23%	3	54%	13	0.1058	1
<u>Medium Priority (IS <.10)</u>						
Walking trails	23%	2	58%	10	0.0966	2
Community recreation centers	16%	4	57%	11	0.0688	3
Number of parks	14%	5	63%	7	0.0518	4
Swimming pools	10%	8	56%	12	0.0440	5
Maintenance of parks	25%	1	85%	1	0.0375	6
Other city recreation programs	9%	9	63%	8	0.0333	7
Youth athletic programs	11%	7	77%	3	0.0253	8
Fees charged for recreation program	7%	11	66%	6	0.0238	9
Maintenance of cemeteries	13%	6	82%	2	0.0234	10
Outdoor athletic fields	8%	10	74%	4	0.0208	11
Adult athletic programs	5%	12	63%	9	0.0185	12
Ease of registering for programs	3%	13	72%	5	0.0084	13

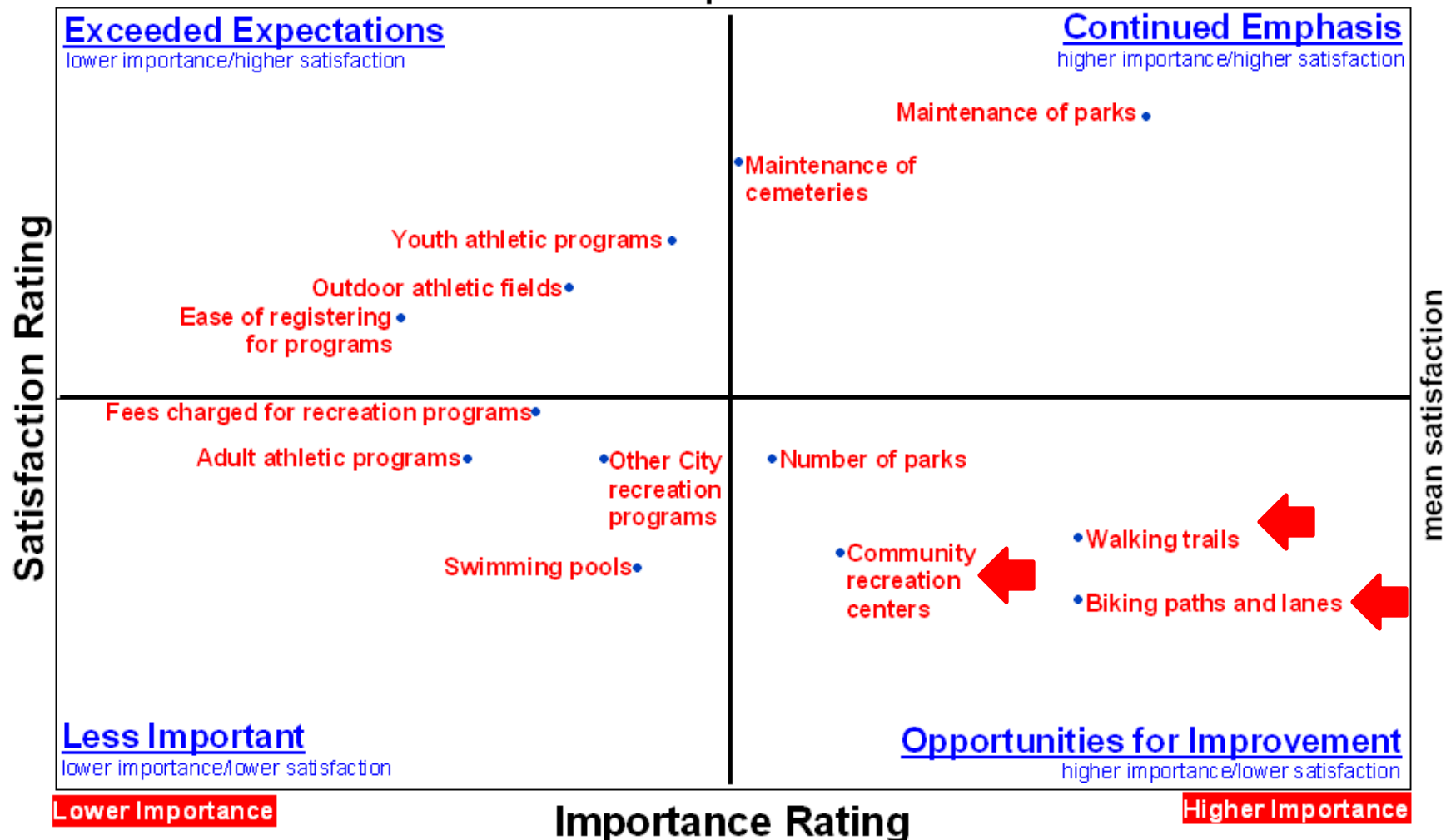
Parks and Recreation Services Priorities:

2012 City of Auburn Community 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)

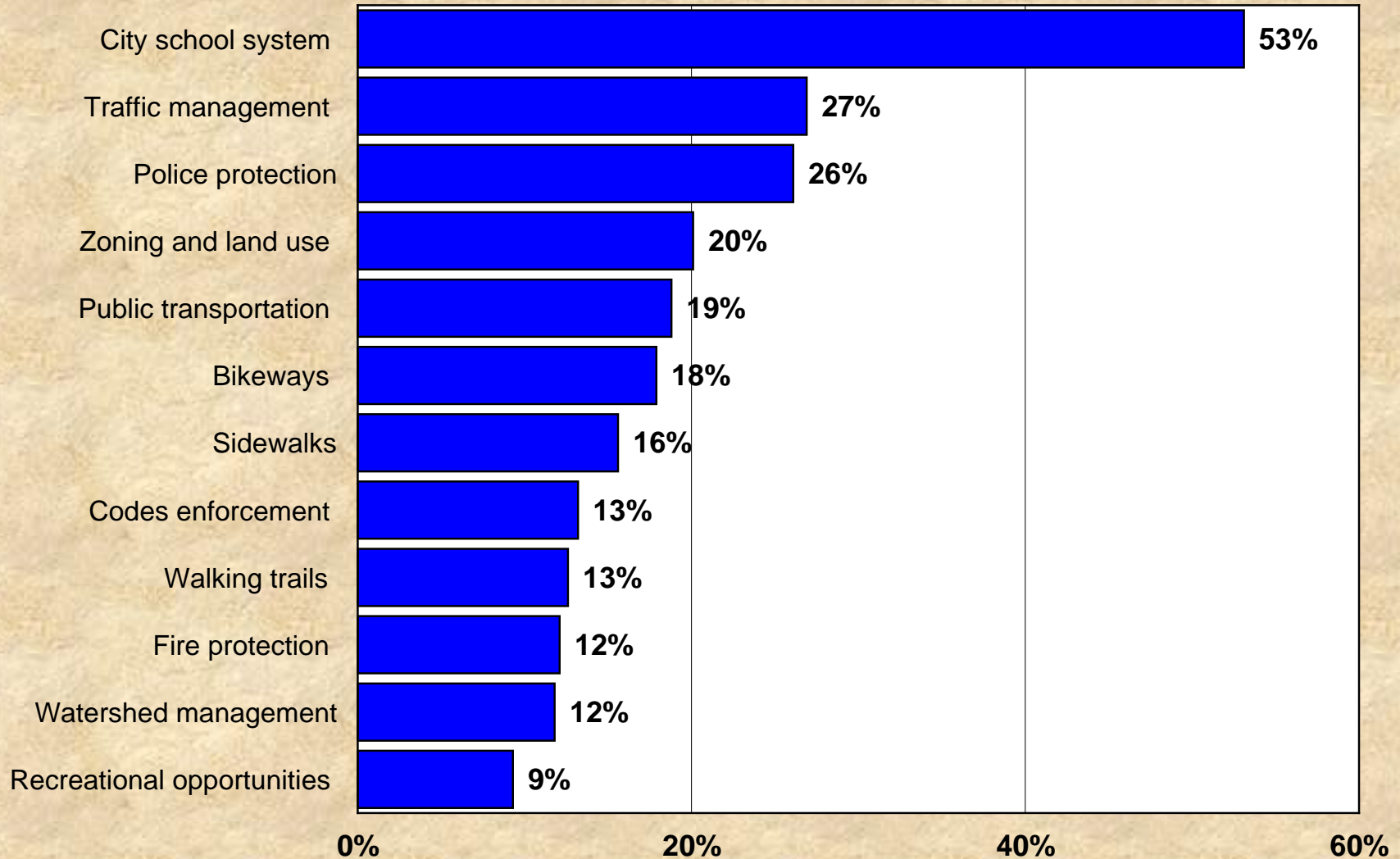
mean importance



Other Findings

Areas Where City Officials Should Concentrate Their Efforts

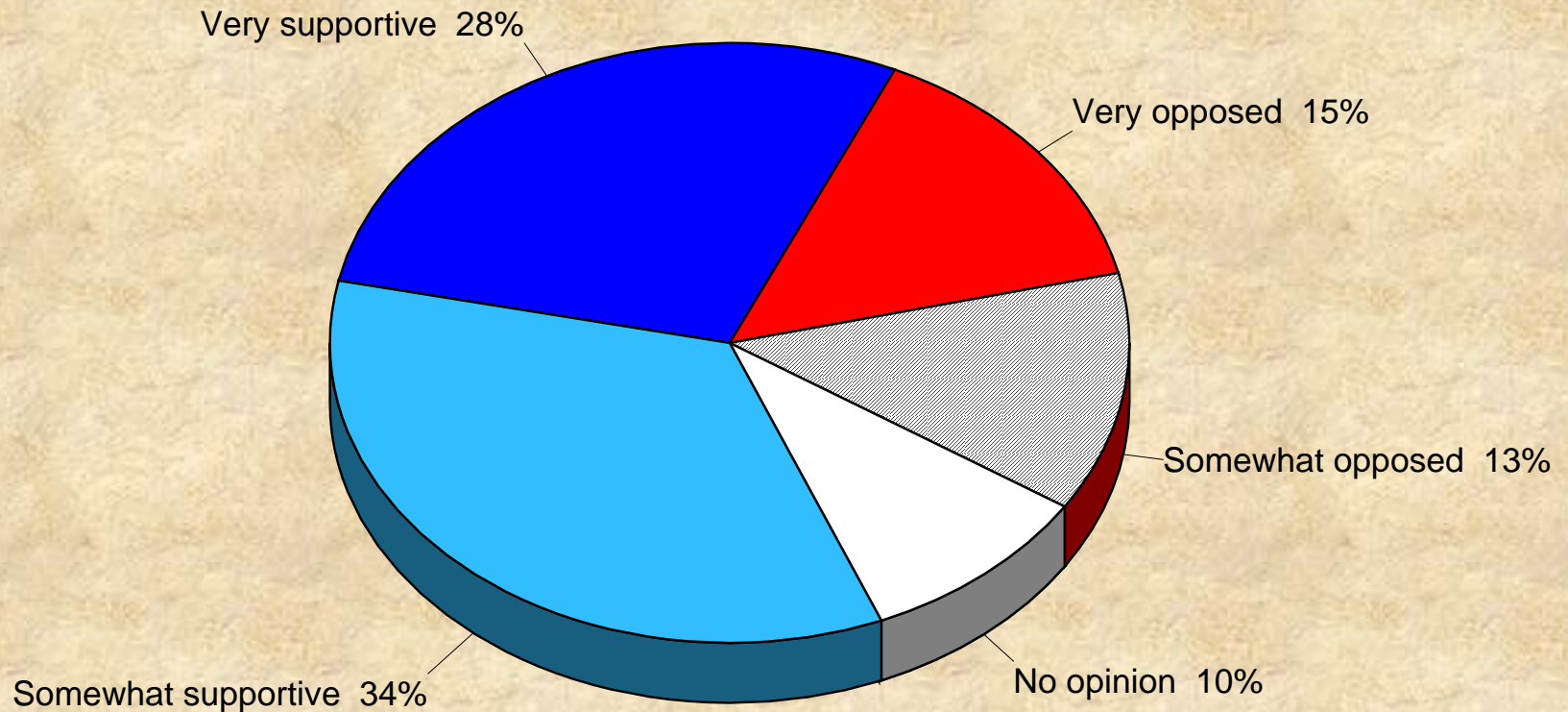
by percentage of respondents who felt the item was the “highest priority,” based upon the percentage of residents who rated the item as a 1 on a 5-point scale, where a 1 meant highest priority and 5 meant lowest priority



Source: ETC Institute (2012)

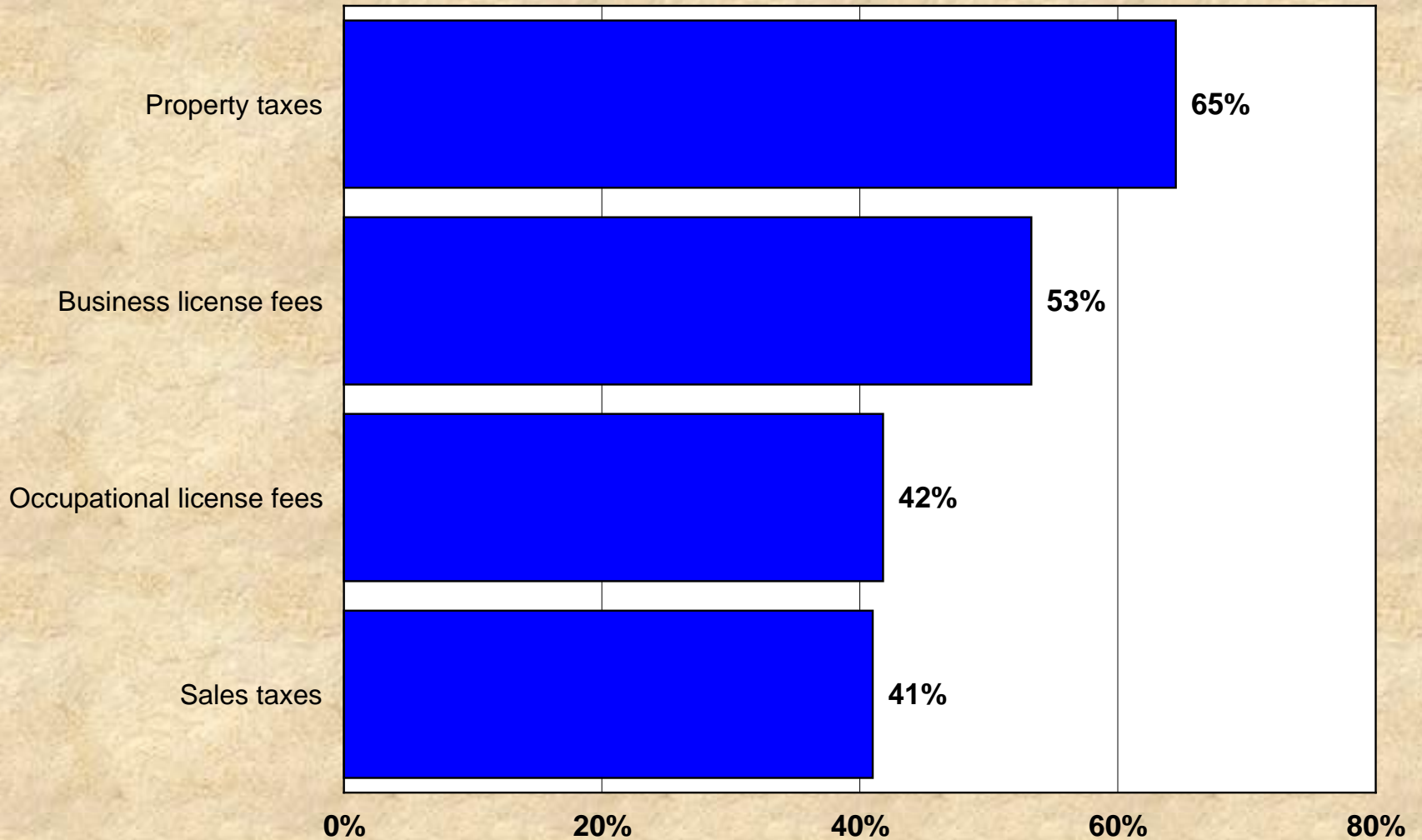
How Supportive Residents Would Be of An Increase in Taxes or Fees to Fund the Future Expansion of the Auburn City School System

by percentage of residents surveyed



Options Residents Were Most Supportive of to Fund the Expansion of the Auburn City School System

by percentage of the residents surveyed who were supportive of expanding the Auburn City School System residents were allowed to select ALL of they would be willing to support



Source: ETC Institute (2012)

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

2011

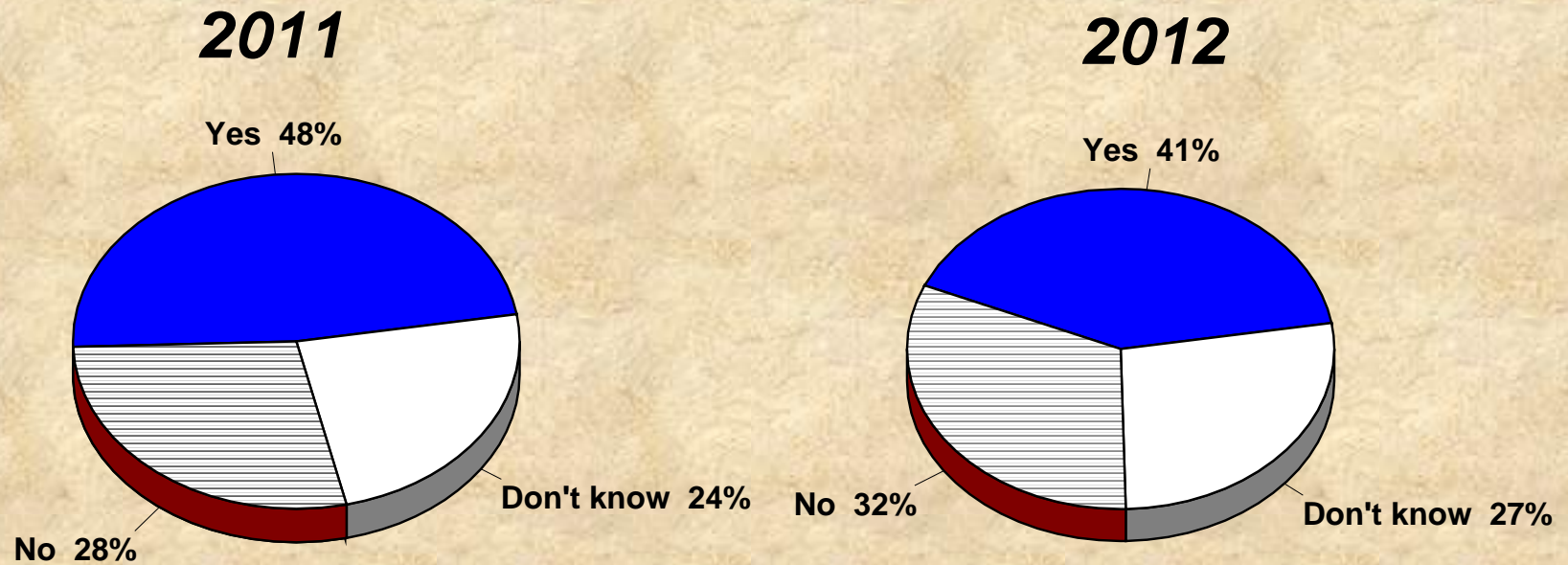


2012



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?

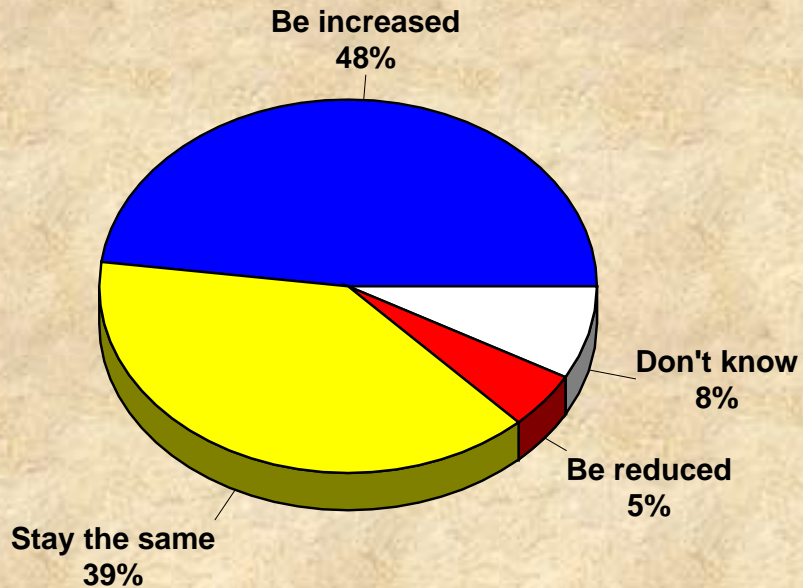
by percentage of residents surveyed



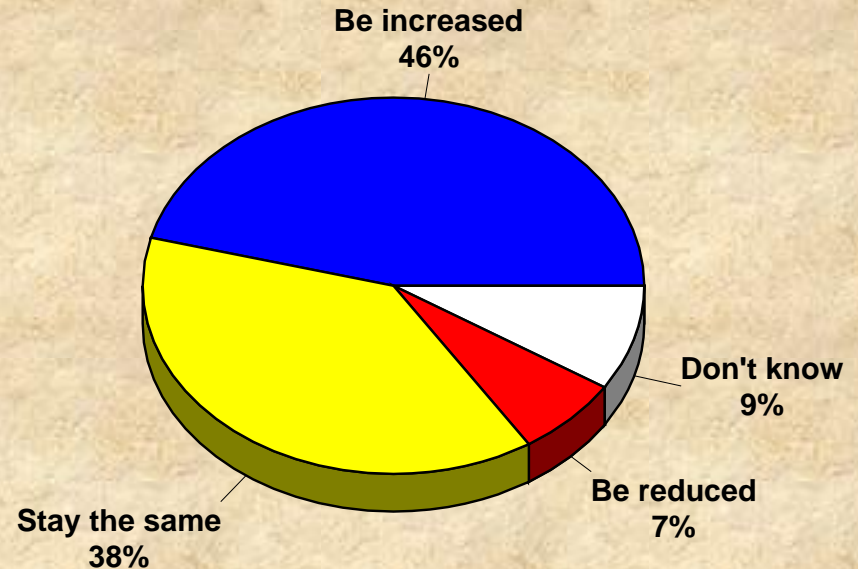
Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

by percentage of residents surveyed

2011

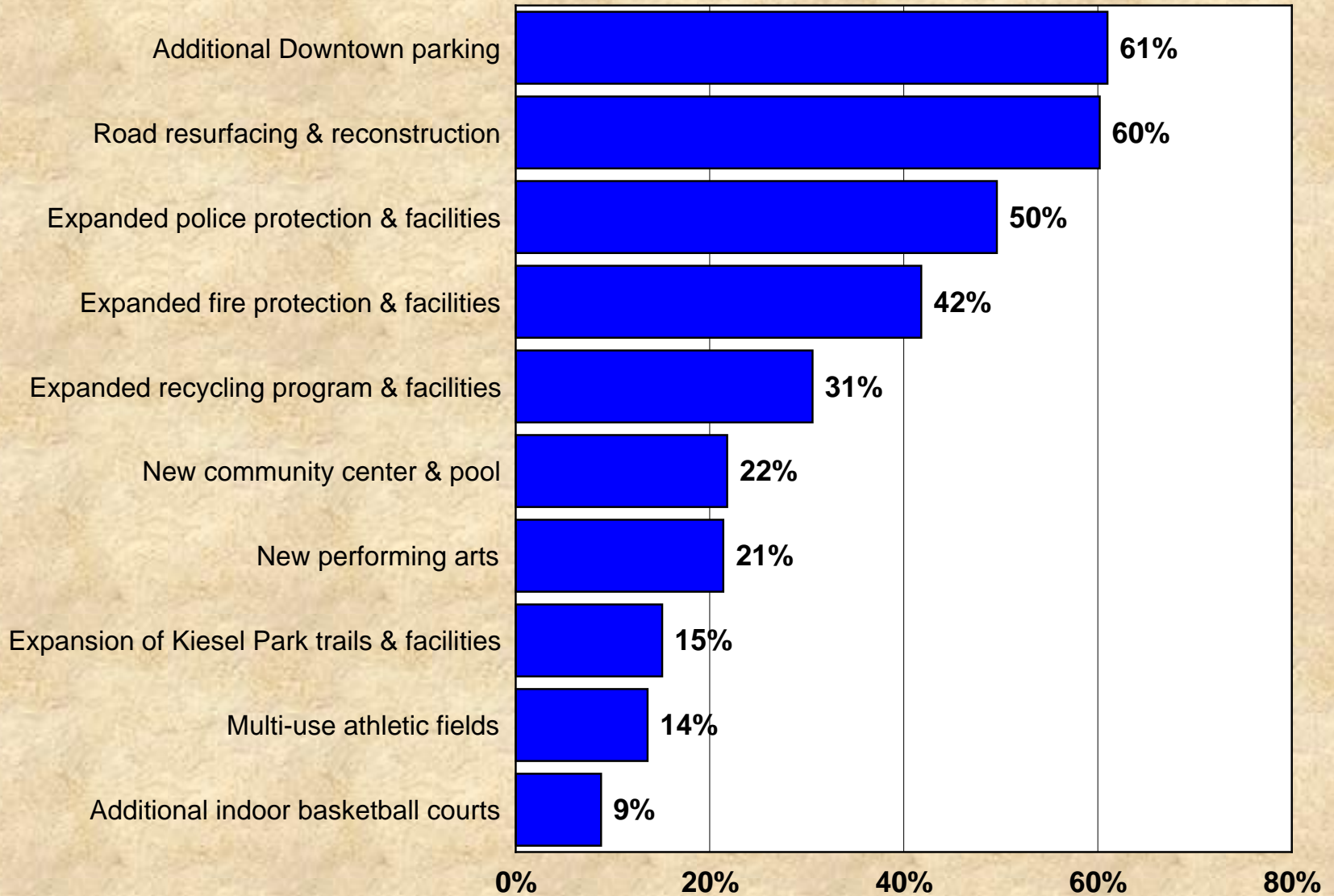


2012



Priority of Various City Projects

percentage of residents who felt the item was a high priority based upon the combined percentage of residents who rated it as a 1, 2 or 3 on a 10-point scale, where a rating of 1 meant the "highest priority" and a rating of 10 meant "lowest priority"



Summary and Conclusions

- Residents have a very positive perception of the City
- The City is doing a good job of equitably delivering services
- The City is definitely moving in the right direction
 - Composite Customer Satisfaction Index is up 10 points from 2006
- The City of Auburn is Setting the Standard for Other Cities
- Improvements to Traffic Flow and the Maintenance of Streets & Infrastructure continue to be the top priorities for improvements to City services

Questions ?

THANK YOU