2009 DirectionFinder® Survey City of Auburn, Alabama





Agenda

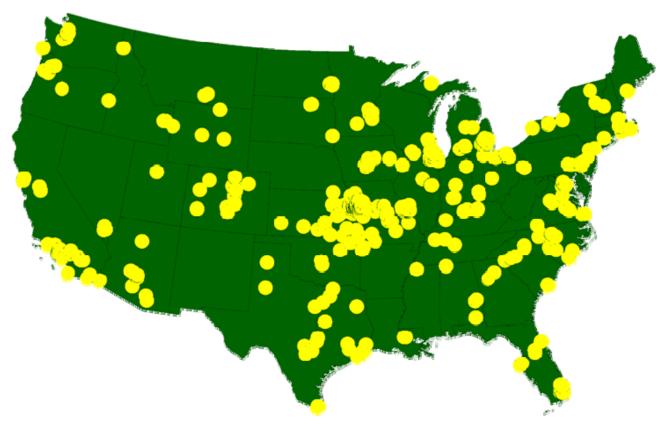
- Methodology
- Demographics
- Results
 - Maintenance
 - Public Safety
 - Utilities
 - Parks and Recreation
 - Communication
 - Customer Service
 - Stormwater
 - Other Issues
- Conclusions/Questions

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 +/-3.7% at the 95% level of confidence
- Benchmarking Data
- Results were geocoded

A National Leader in Market Research for Local Governmental Organizations

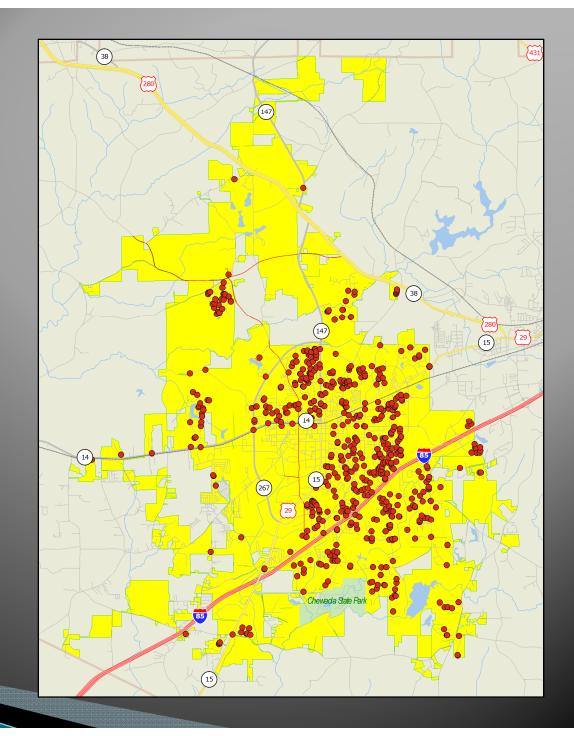
...helping city and county governments gather and use survey data to enhance organizational performance for 25 years



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

Location of Respondents

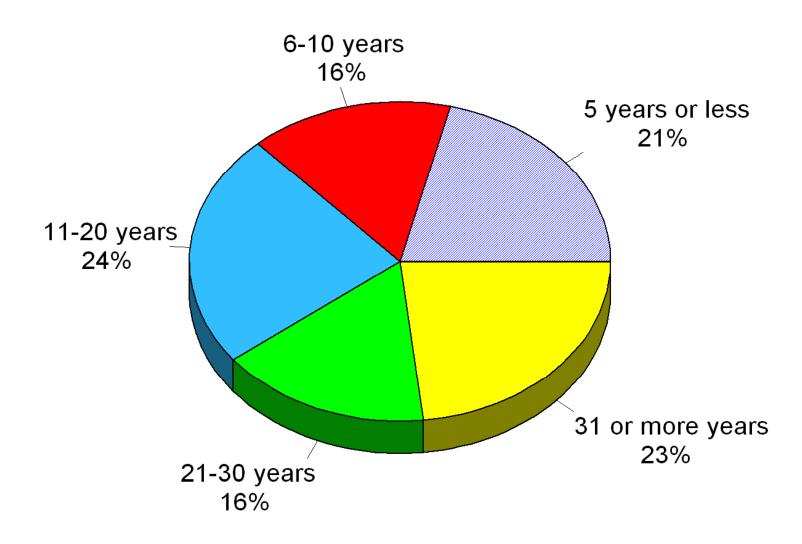
2009 Auburn Citizen Survey



Demographics

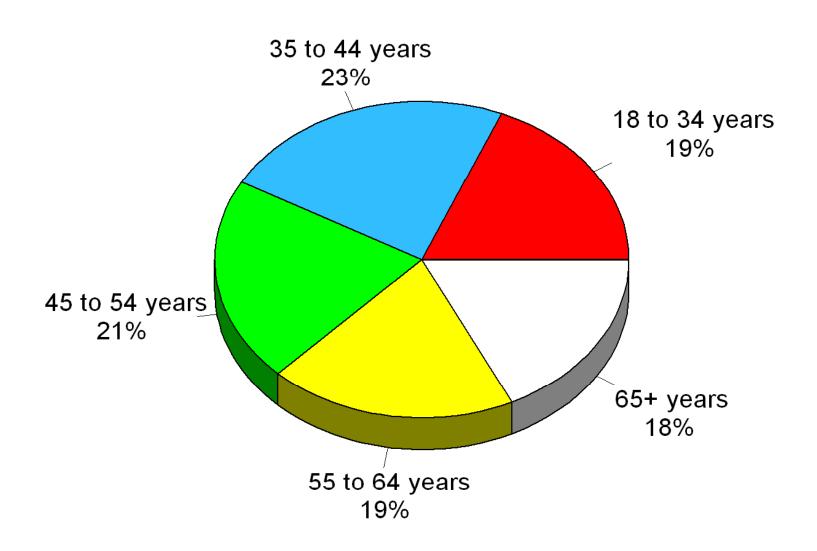
Demographics: How Many Years Have You Lived in the City of Auburn?

by percentage of residents surveyed



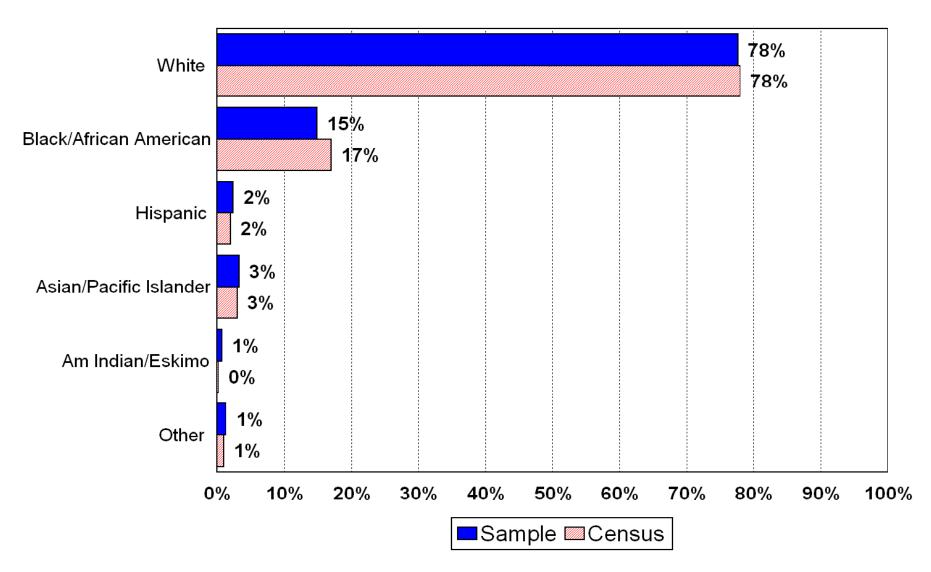
Demographics: What is Your Age?

by percentage of residents surveyed



Demographics: Which best describes your race/ethnicity?

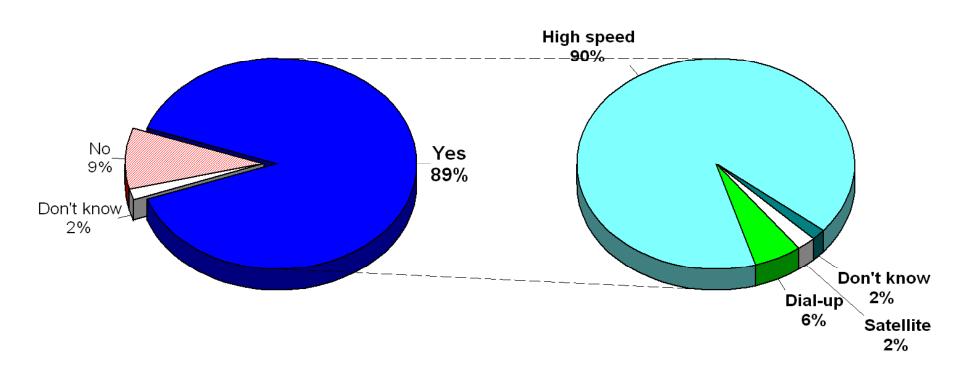
by percentage of residents surveyed



Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

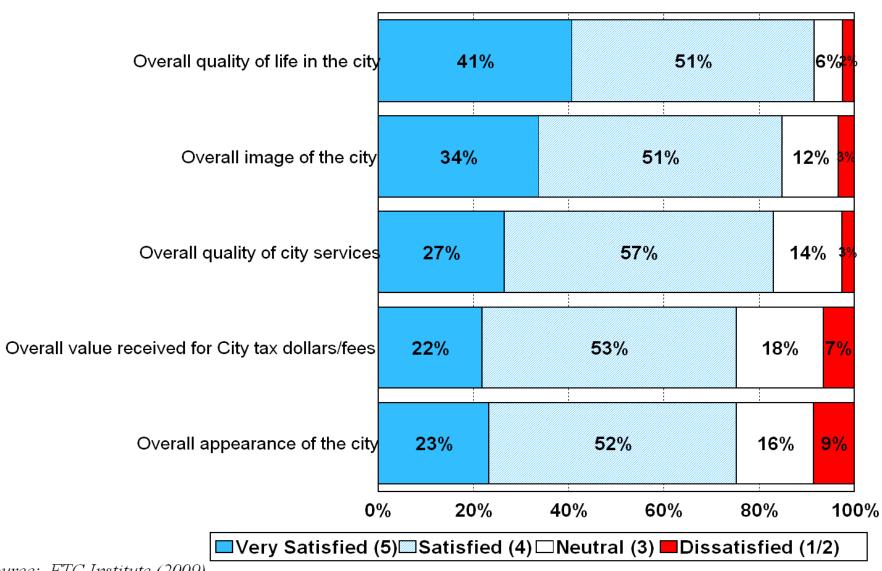
<u>Do You Have High Speed</u> <u>or Dial-up Access?</u>



Perceptions of the Community

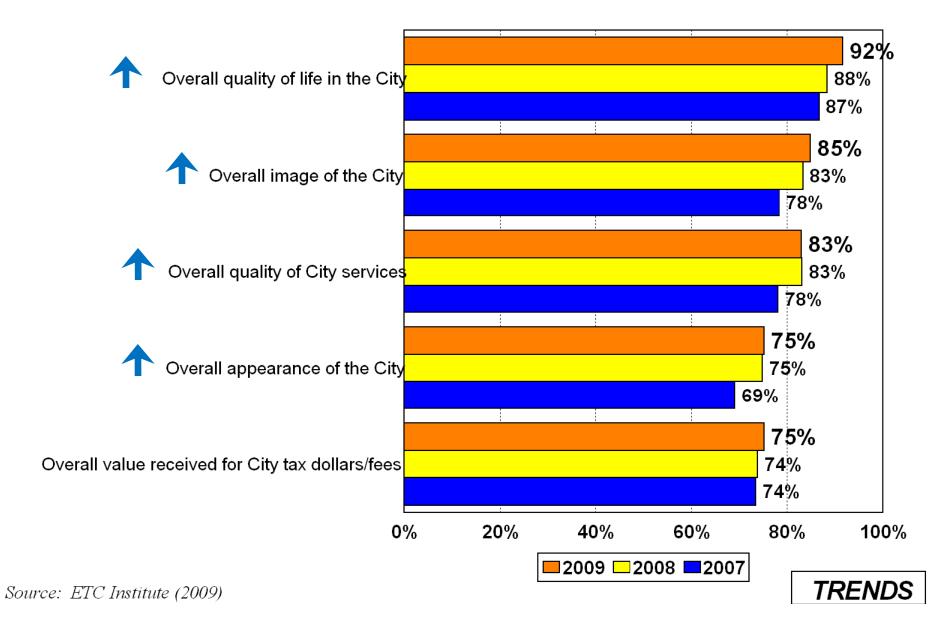
Satisfaction With Items That Influence the Perception Residents Have of the City

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



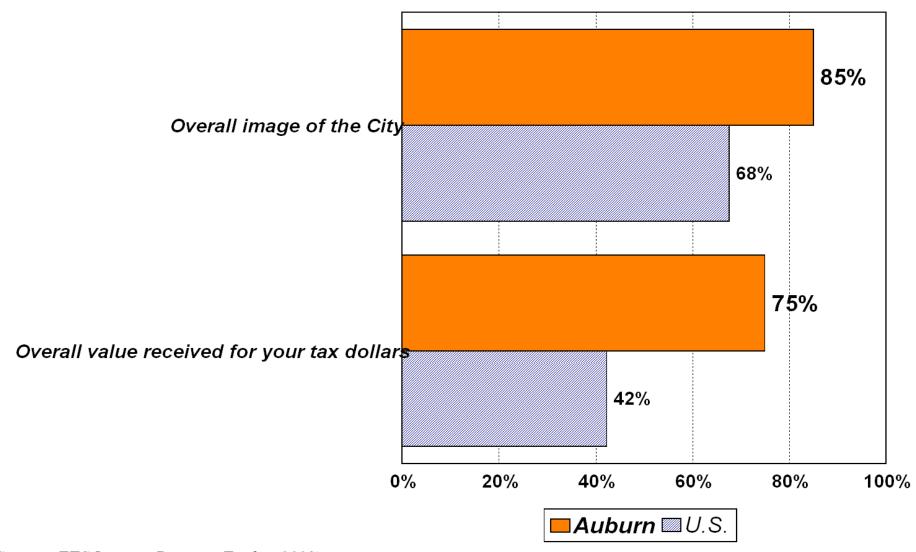
TRENDS: Overall Perceptions of the City of Auburn (2007 thru 2009)

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



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)

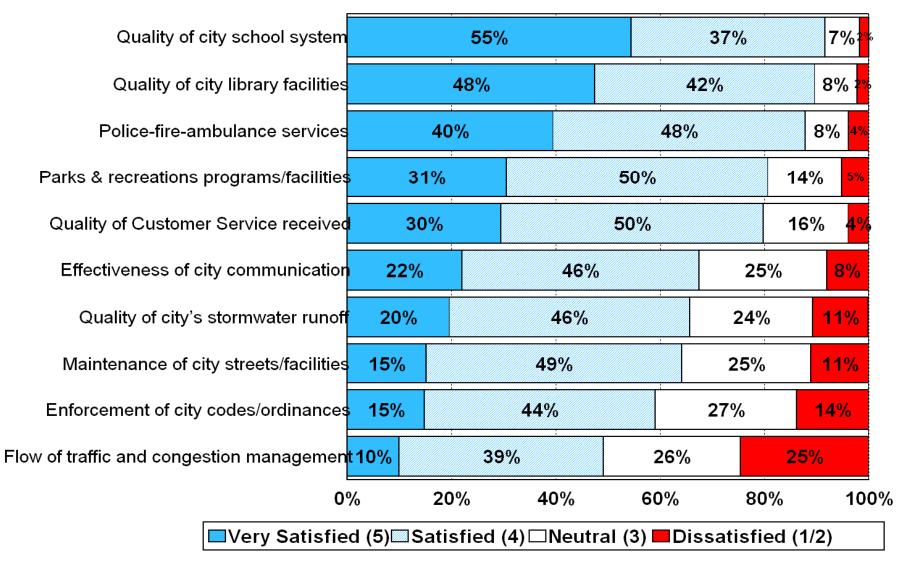


Source: ETC Institute DirectionFinder (2009)

Overall Satisfaction with Major Categories of Service

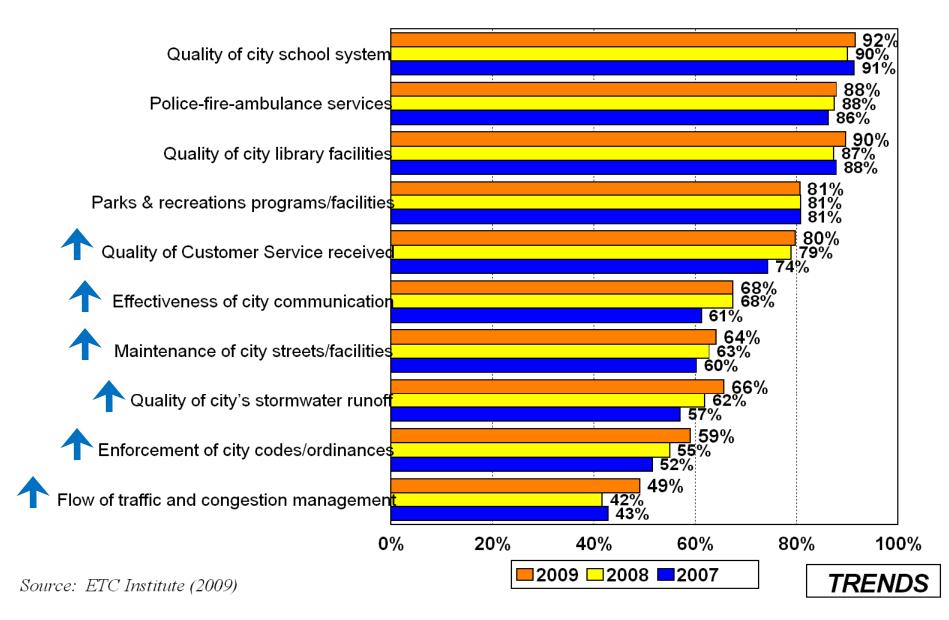
Overall Satisfaction With City Services by Major Category

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



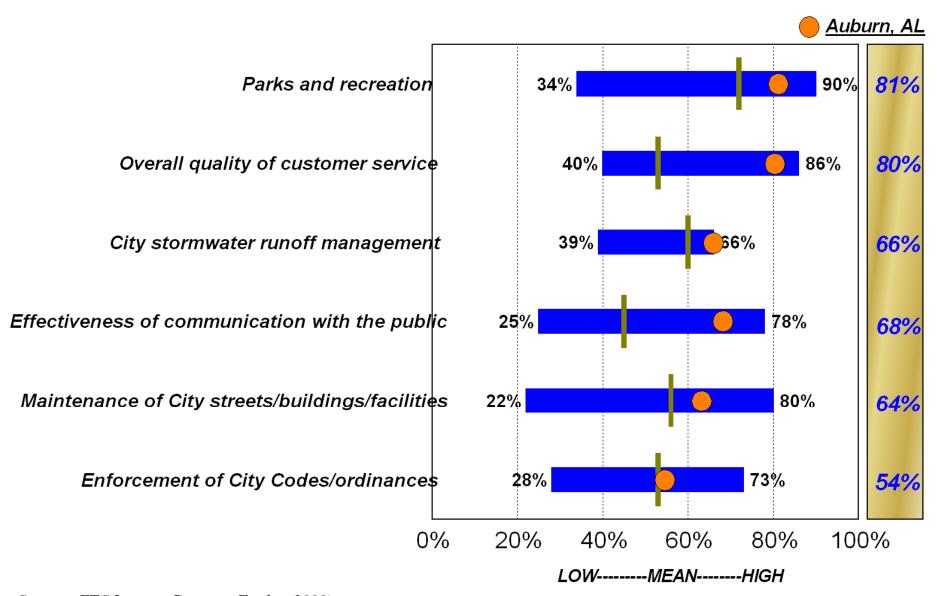
TRENDS: Overall Satisfaction With City Services by Major Category (2007 thru 2009)

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 <u>City Services</u> 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)



Source: ETC Institute DirectionFinder (2009)

2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix



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

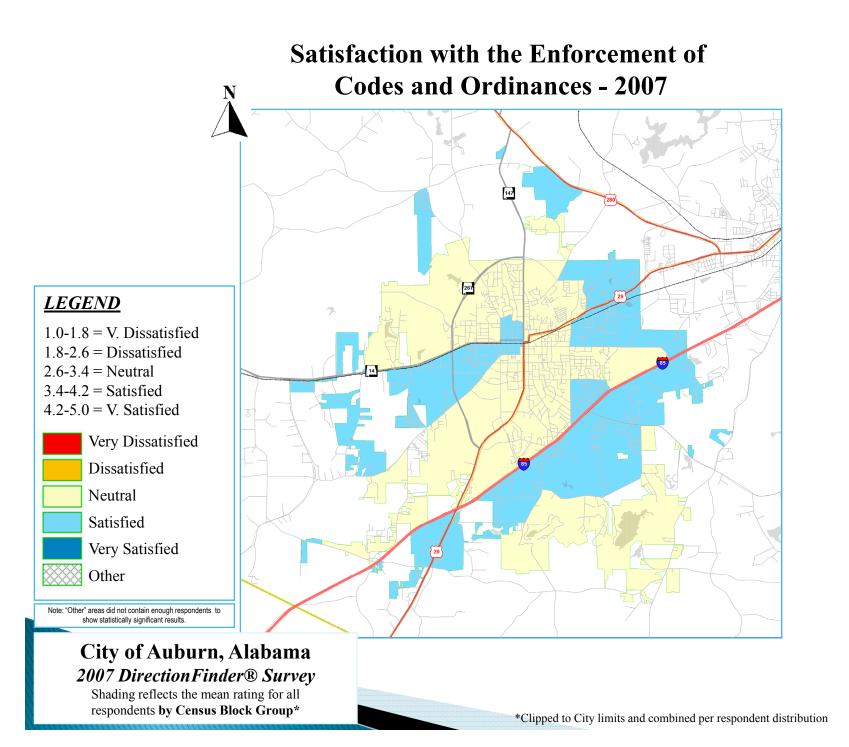
mean importance

	Exceeded Expectations Iower importance/higher satisfaction	Continued Emphasis higher importance/higher satisfaction	
tisfaction Rating	•Quality of city library facilities	•Quality of city school system •Police-fire-ambulance services	
	•Parks & recreations Quality of Customer Service received •Parks & recreations programs	;	satisfaction
	Effectiveness of city communication Quality of city's		mean satis
Sa	stormwater runoff •Enforcement of city codes		_
	Less Important lower importance/lower satisfaction	Flow of traffic and congestion Opportunities for Improvement higher importance/lower satisfaction	

Lower Importance

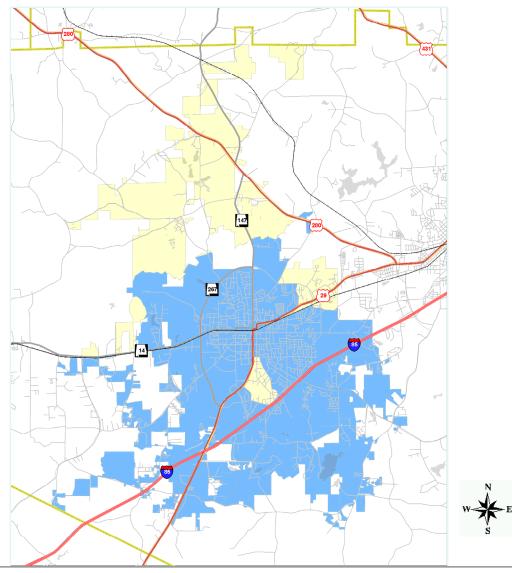
Importance Rating

Higher Importance



Satisfaction with the Enforcement of Codes and Ordinances - 2009





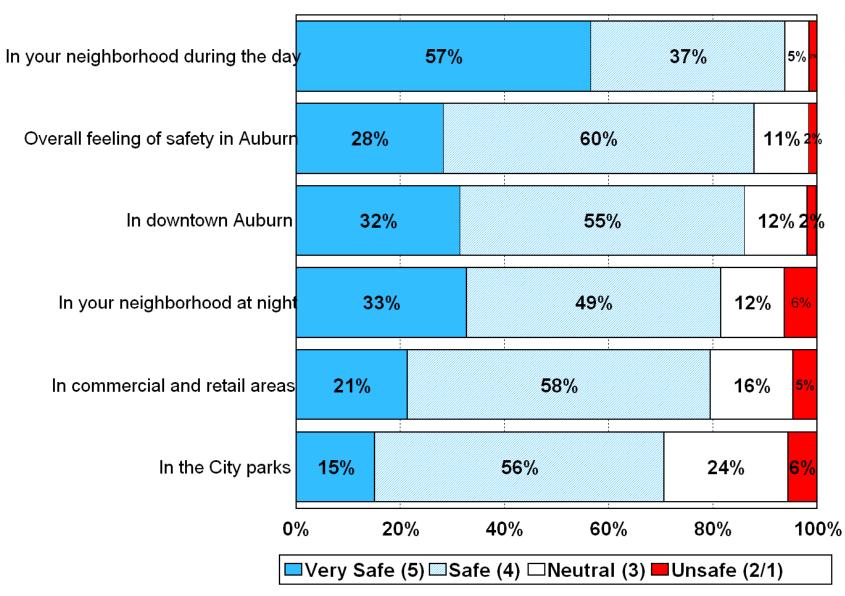
City of Auburn Citizen Survey for 2009

Shading reflects the mean rating for all respondents by Census Block Group *Selected CBGs were merged as needed based on respondent distribution

Public Safety

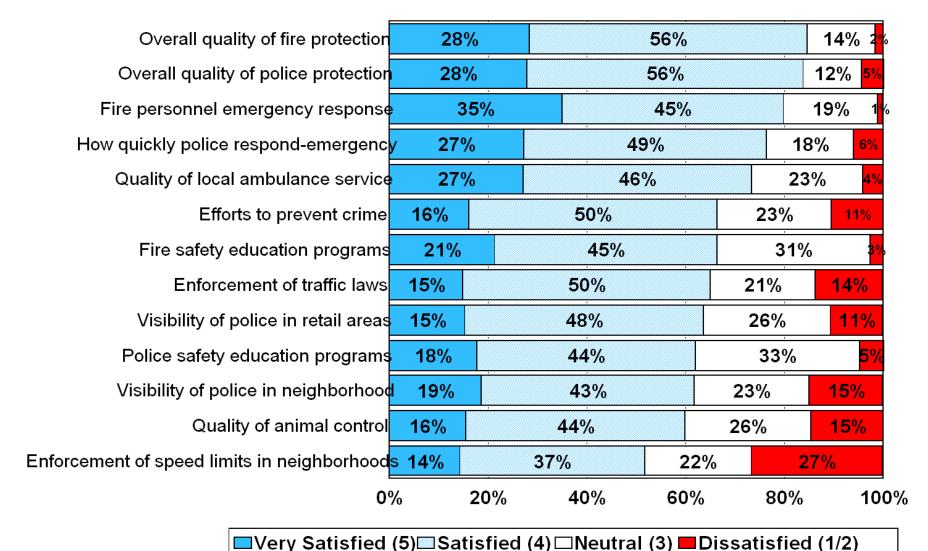
Feelings of Safety in Auburn

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



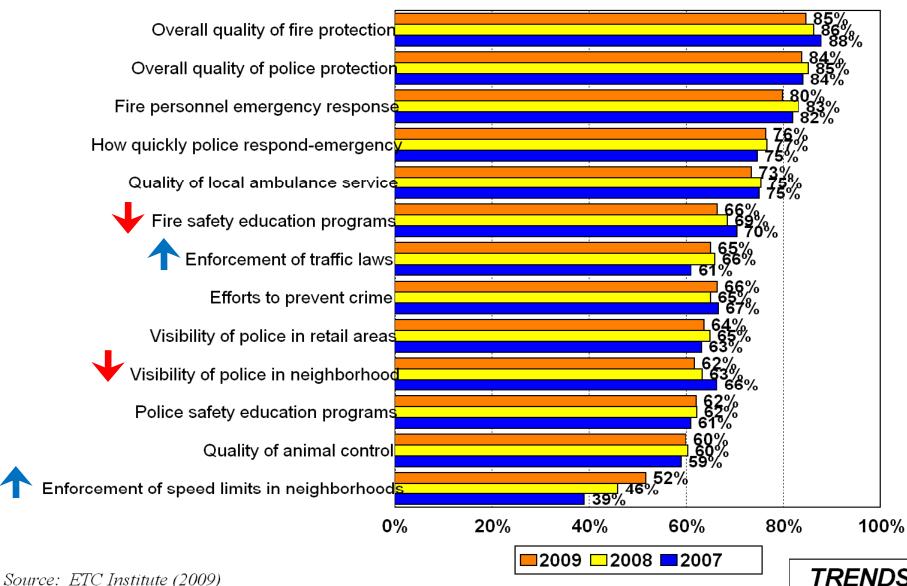
Satisfaction with Various Aspects of Public Safety

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



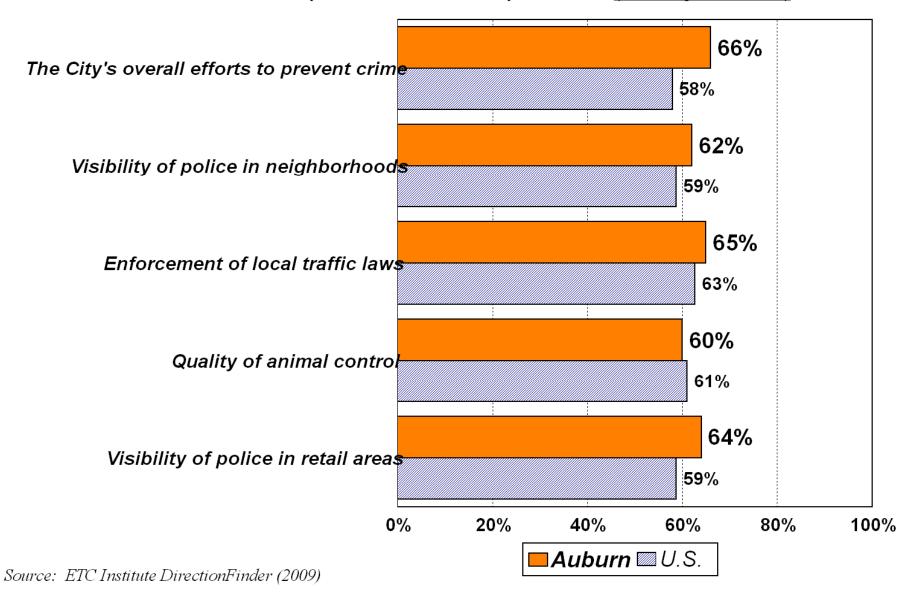
TRENDS: Overall Satisfaction with Public Safety Services (2007 thru 2009)

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



Overall Satisfaction with <u>Public Safety</u> Services <u>Auburn vs. the U.S.</u>

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

-Public Safety-

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

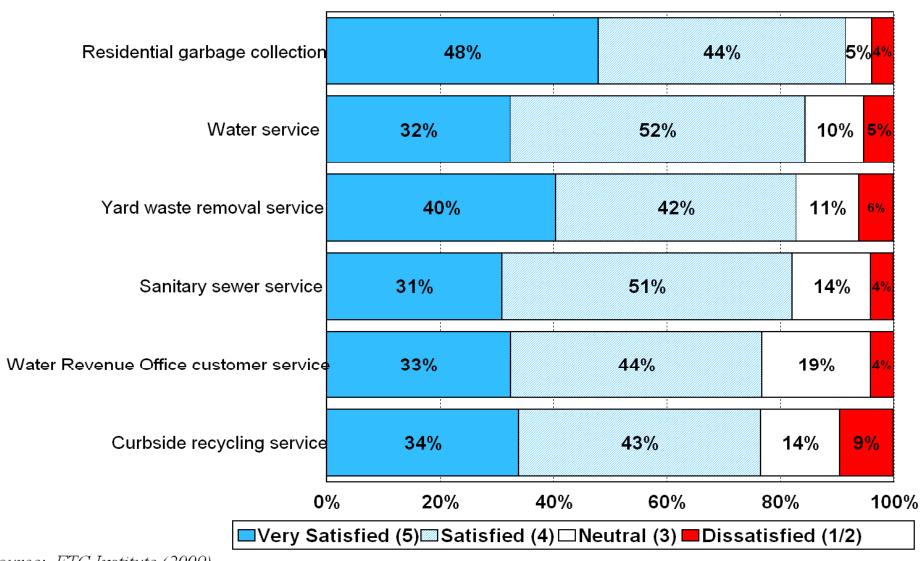
mean importance

mean importance						
	Exceeded Expectations Iower importance/higher satisfaction Overall quality • of fire protection	Continued Emphasis higher importance/higher satisfaction Overall quality of police protection •				
	• Fire personnel emergency response					
Satisfaction Rating	How quickly police respond-emergency		_			
	Quality of local ambulance service		satisfaction			
	Fire safety education programs • Visibility of police in retail areas • Quality of animal control		mean sat			
		Visibility of police in ● neighborhood	Ĕ			
	Police safety education programs	Enforcement of speed limits in neighborhoods				
	Less Important Tower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction				
	Lower Importance Importanc	e Rating Higher Importance				

Utility Services

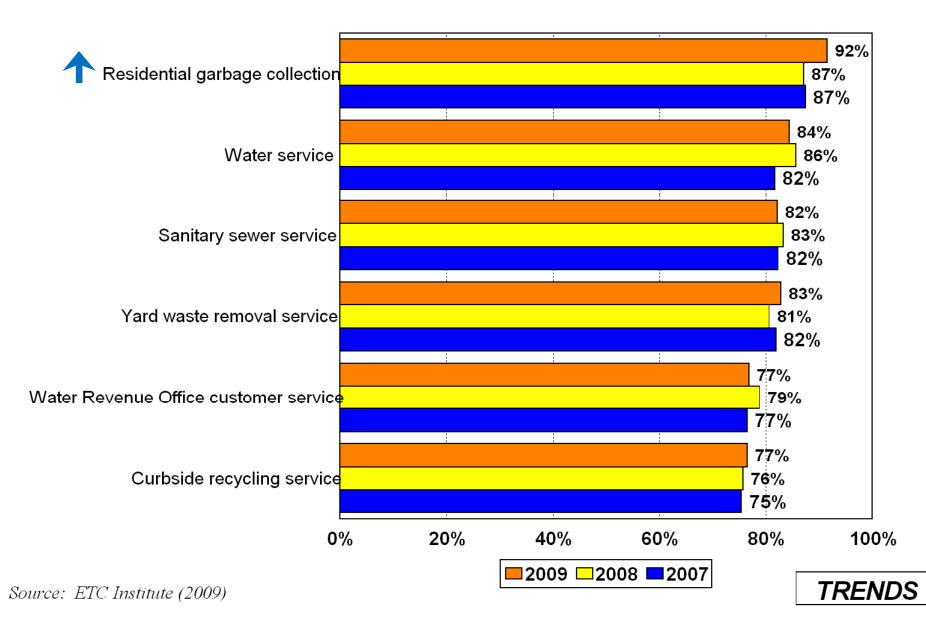
Satisfaction with Various Aspects of Utility/Environmental Services

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



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)



2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Environmental/Utility Services-

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

mean importance

	Exceeded Expectations Iower importance/higher satisfaction	Continued Emphasis higher importance/higher satisfaction Residential garbage collection	
ng			
Rating		•Water service	satisfaction
on		Yard waste removal service	sfa
Satisfaction	Sanitary sewer service®		mean sati
	•Water Revenue Office customer service	Curbside recycling service •	
	Less Important	Opportunities for Improvement	
	lower importance/lower satisfaction	higher importance/lower satisfaction	
		· · · · · · · · · · · · · · · · · · ·	

Source: ETC Institute (2009)

Lower Importance

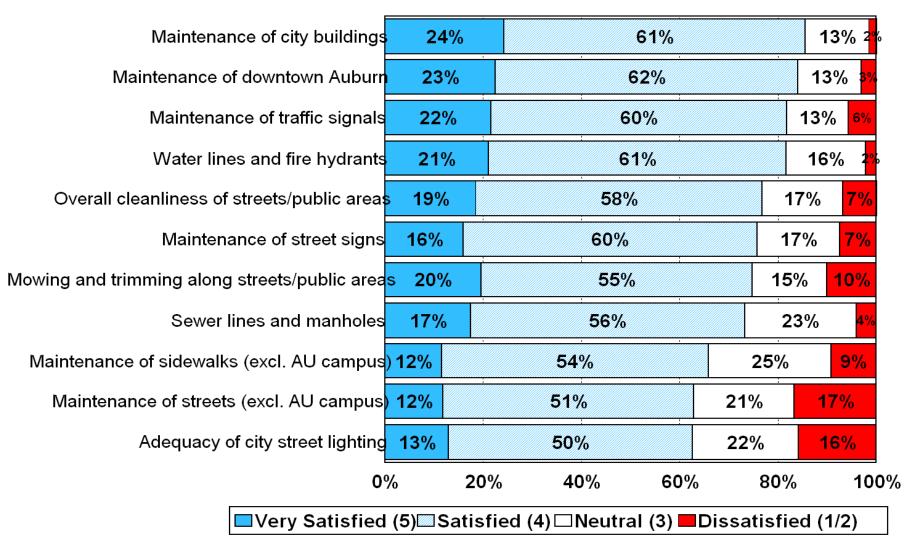
Importance Rating

Higher Importance

Maintenance

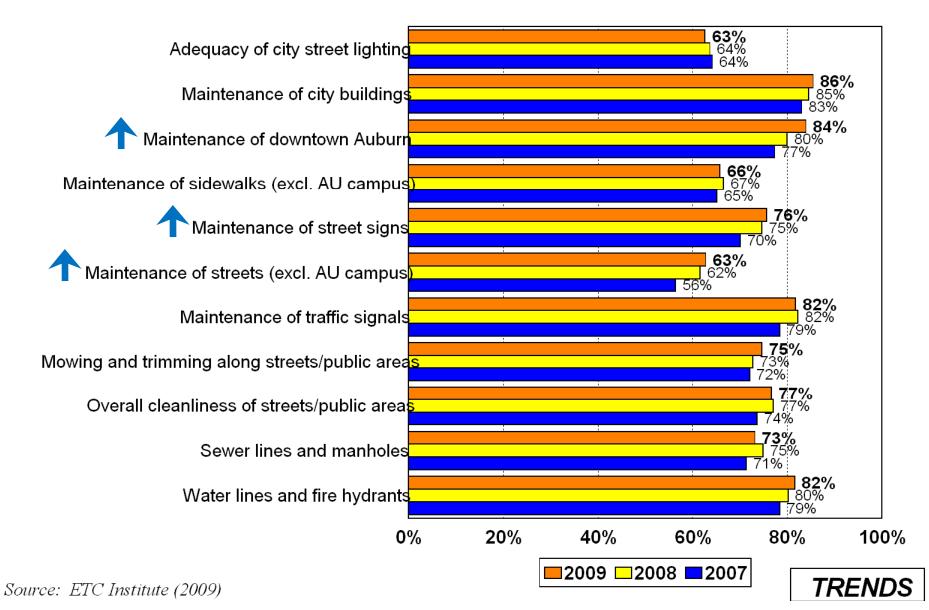
Satisfaction with Various Aspects of City Maintenance

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



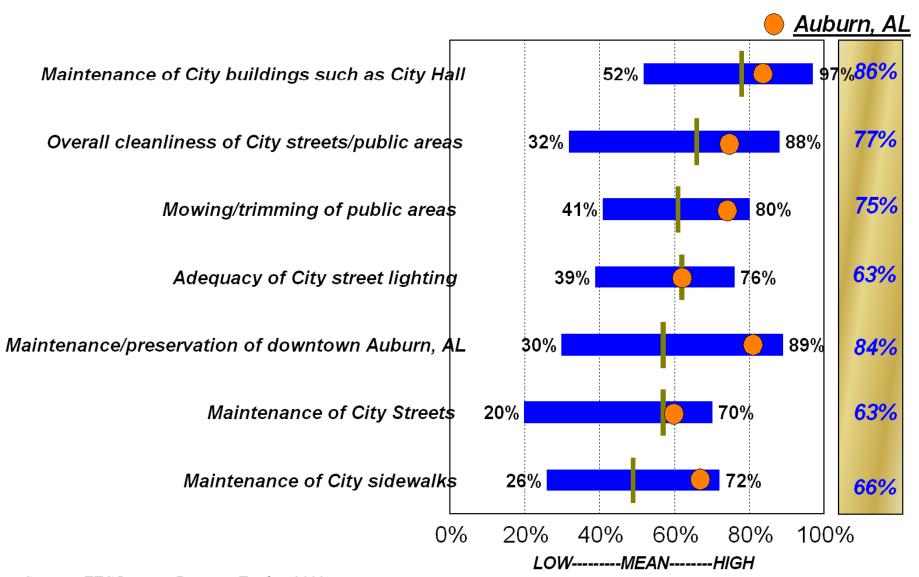
TRENDS: Overall Satisfaction with City Maintenance (2007 thru 2009)

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



Satisfaction with <u>Maintenance</u> 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)



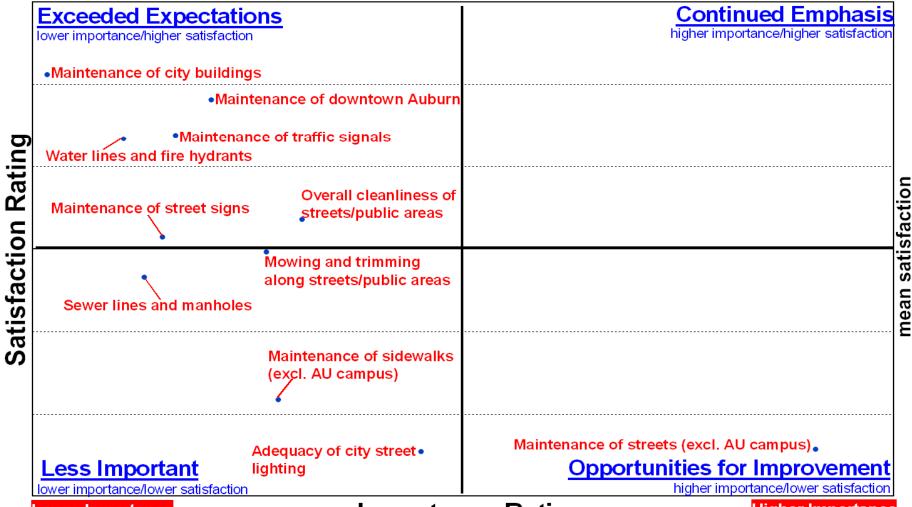
Source: ETC Institute DirectionFinder (2009)

2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

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

mean importance

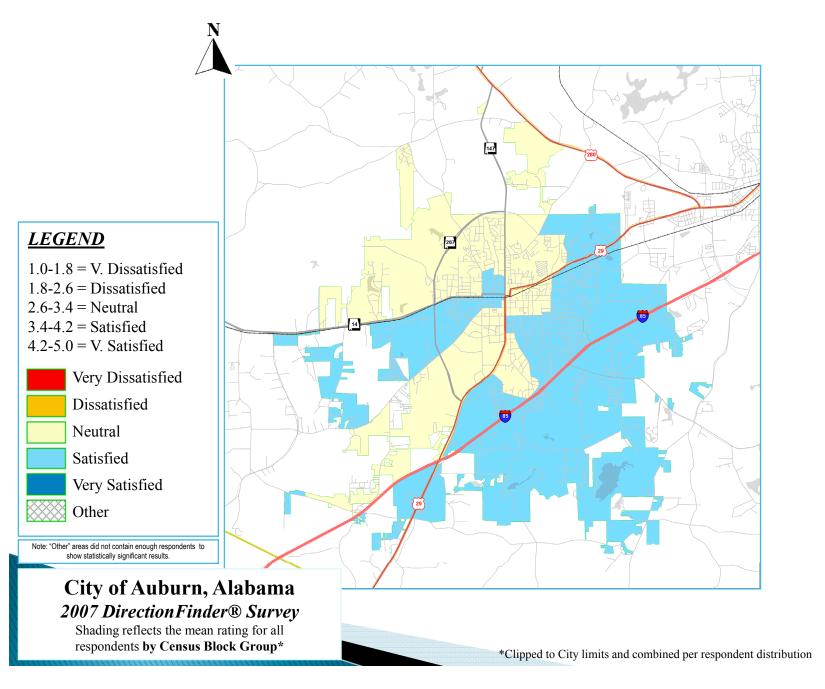


Lower Importance

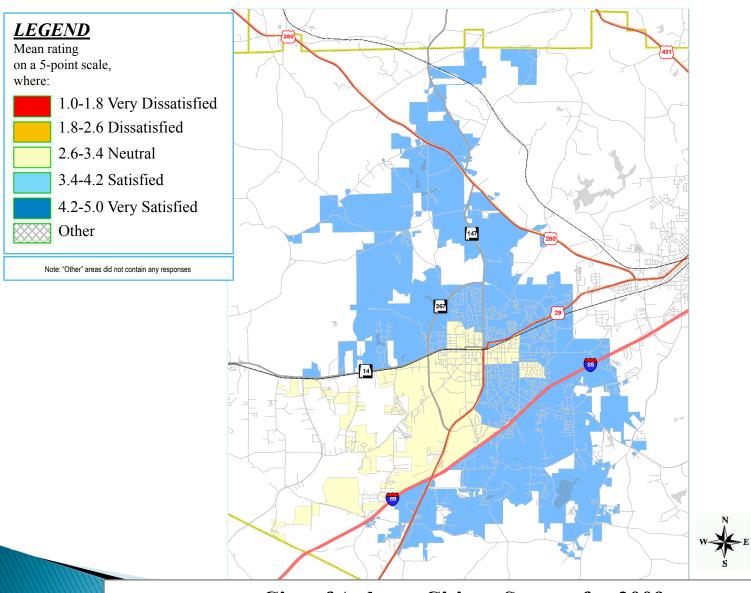
Importance Rating



Satisfaction with Maintenance of Streets - 2007



Satisfaction with Maintenance of Streets - 2009



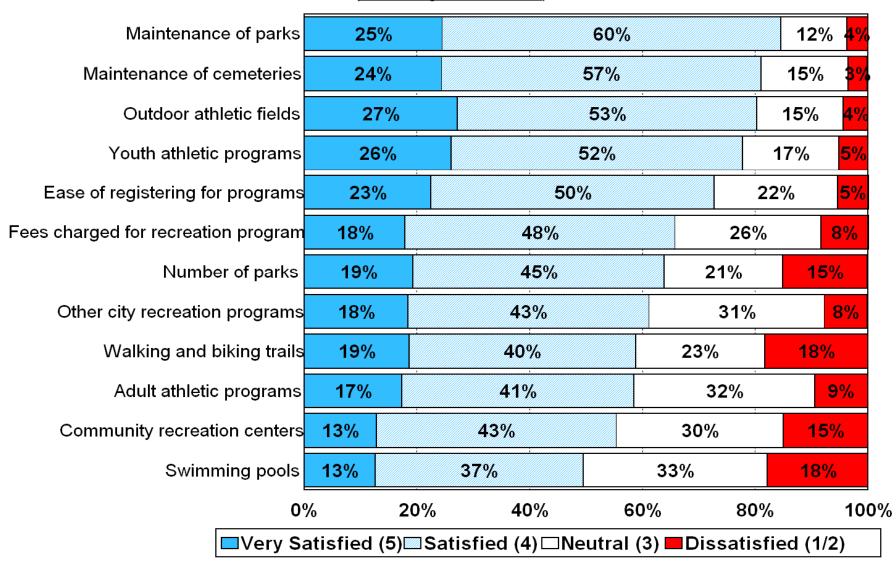
City of Auburn Citizen Survey for 2009

Shading reflects the mean rating for all respondents by Census Block Group *Selected CBGs were merged as needed based on respondent distribution

Parks and Recreation

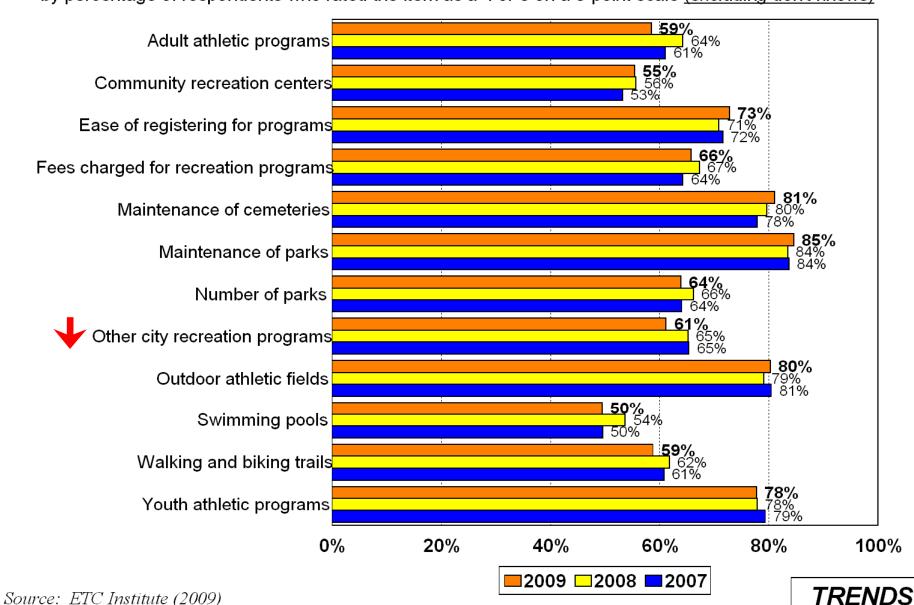
Satisfaction with Various Aspects of Parks and Recreation

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



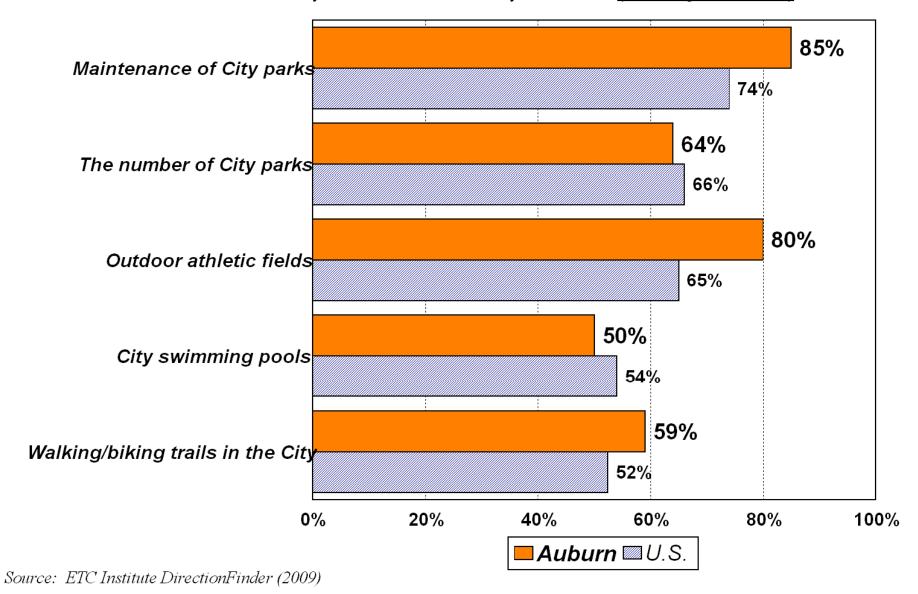
TRENDS: Overall Satisfaction with Parks and Recreation (2007 thru 2009)

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



Overall Satisfaction with <u>Parks and Recreation</u> Facilities <u>Auburn vs. the U.S.</u>

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

-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

	Exceeded Expectations	Continued Emphasis	
	lower importance/higher satisfaction	higher importance/higher satisfaction	
		Maintenance of parks•	
	Outdoor athletic fields • Maintenance of cemeteries		
_	Youth athletic programs.		
on Rating	•Ease of registering for programs		satisfaction
sfaction	•Fees charged for recreation program	•Number of parks	mean sati
atisf	Other city recreation programs		ne
àa	•Adult athletic programs	Walking and biking trails•	_
57		•Community recreation centers	
	Less Important Swimming pools•	Opportunities for Improvement	
	lower importance/lower satisfaction	higher importance/lower satisfaction	<u> </u>

Lower Importance

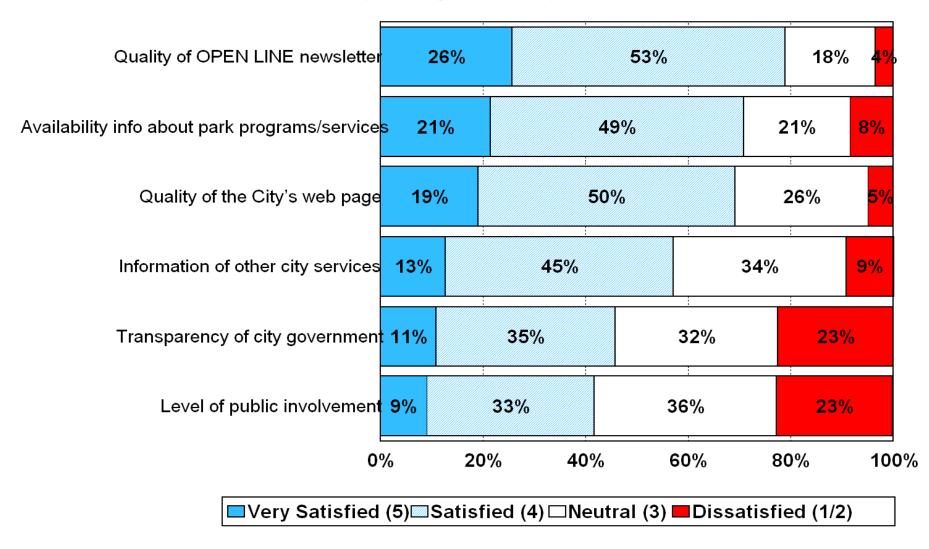
Importance Rating

Higher Importance

Communication

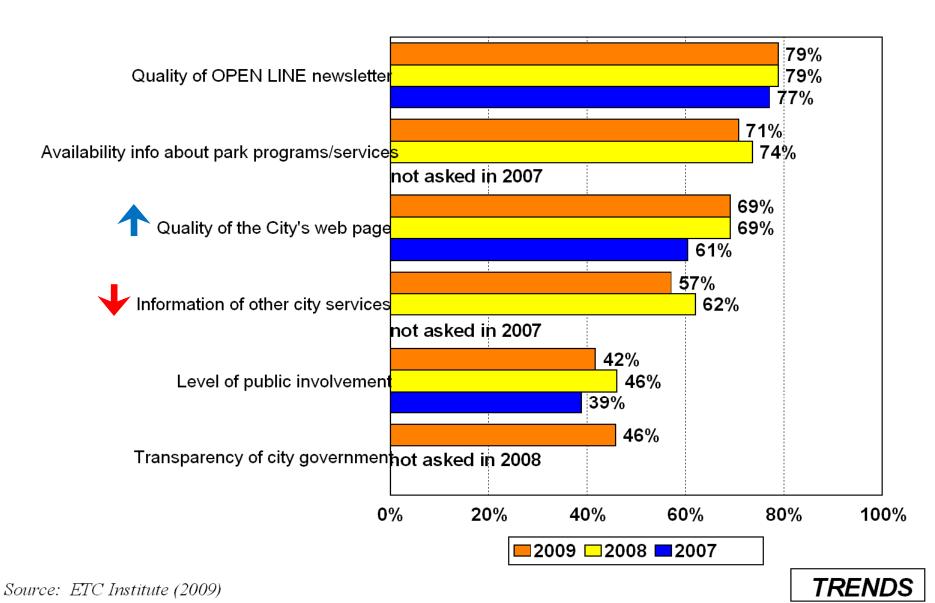
Satisfaction with Various Aspects of City Communications

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)

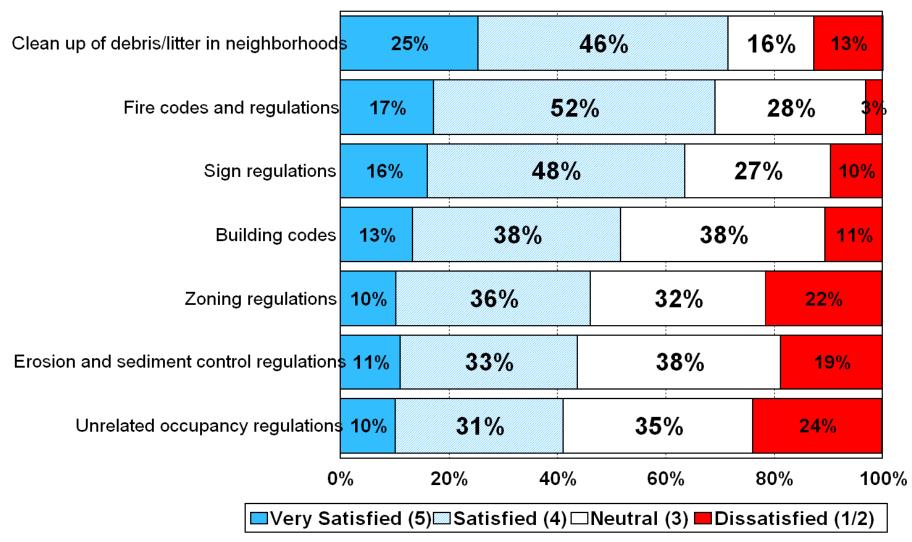
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Code Enforcement

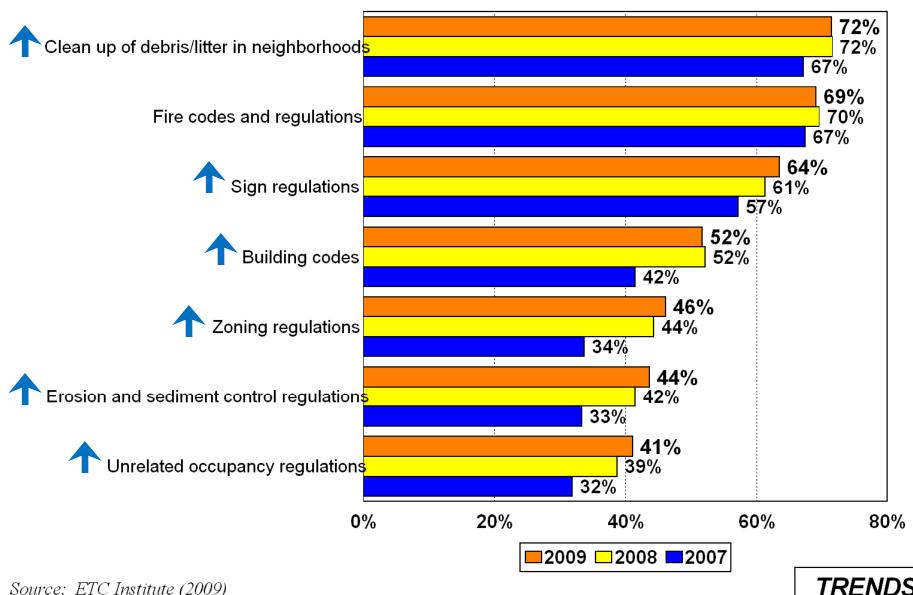
Satisfaction with <u>Enforcement of</u> <u>City Codes and Ordinances</u>

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)

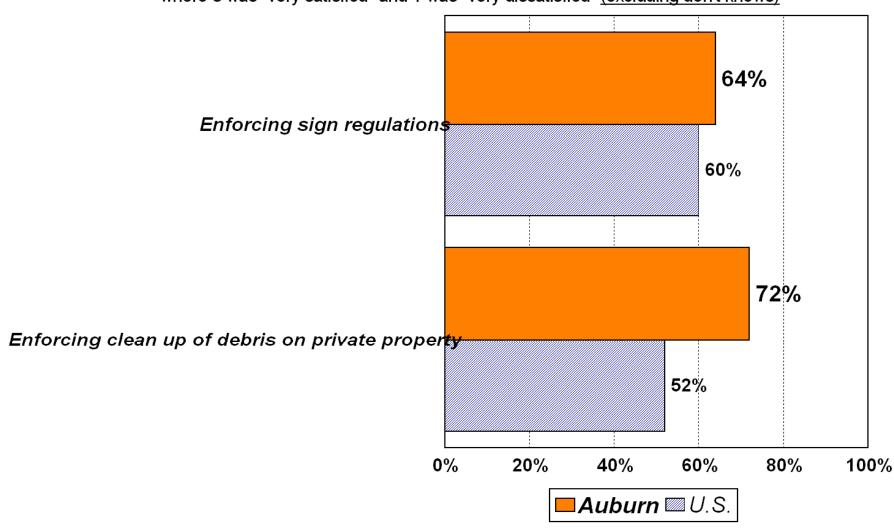
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)



Source: ETC Institute DirectionFinder (2009)

2009 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix

-Code/Ordinances Enforcement-

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

mean importance

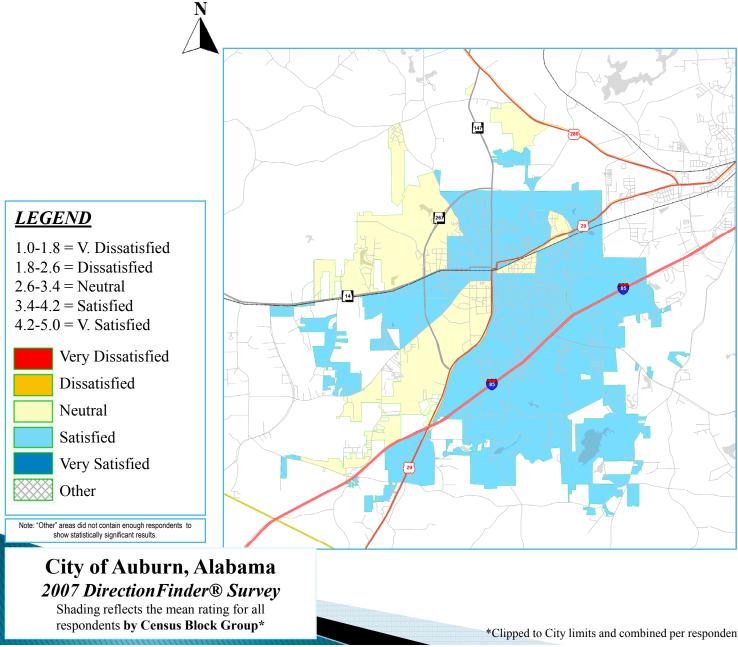
	mean importance					
	Exceeded Expectations Iower importance/higher satisfaction	Continued Emphasis higher importance/higher satisfaction				
	•Fire codes and regulations	Clean up of debris/litter				
Rating	•Sign regulation					
		eatisfaction	מכווסוו			
atisfaction	Building codes•					
Sa		Zoning regulations•	_			
	Erosion & sediment control•					
	Unrelated occupancy regulations•					
	Less Important lower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction				
	Laws I have the control of contro	Higher Importance				

Lower Importance

Importance Rating

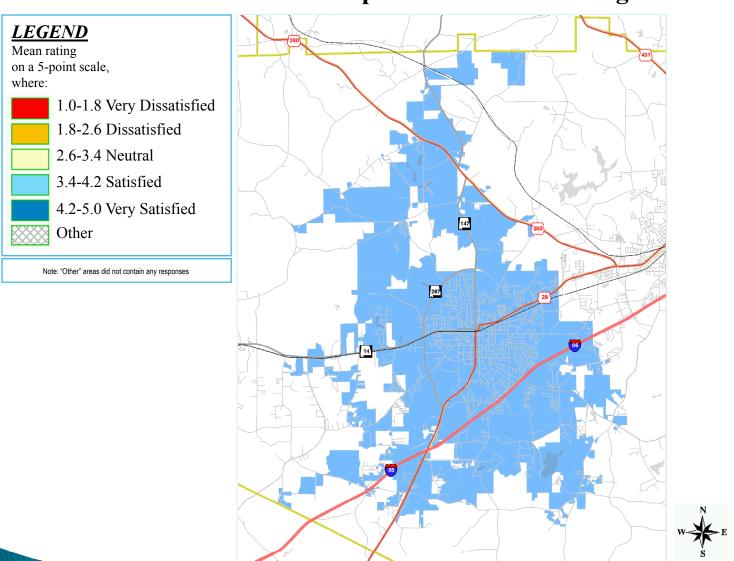
Higher Importance

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



*Clipped to City limits and combined per respondent distribution

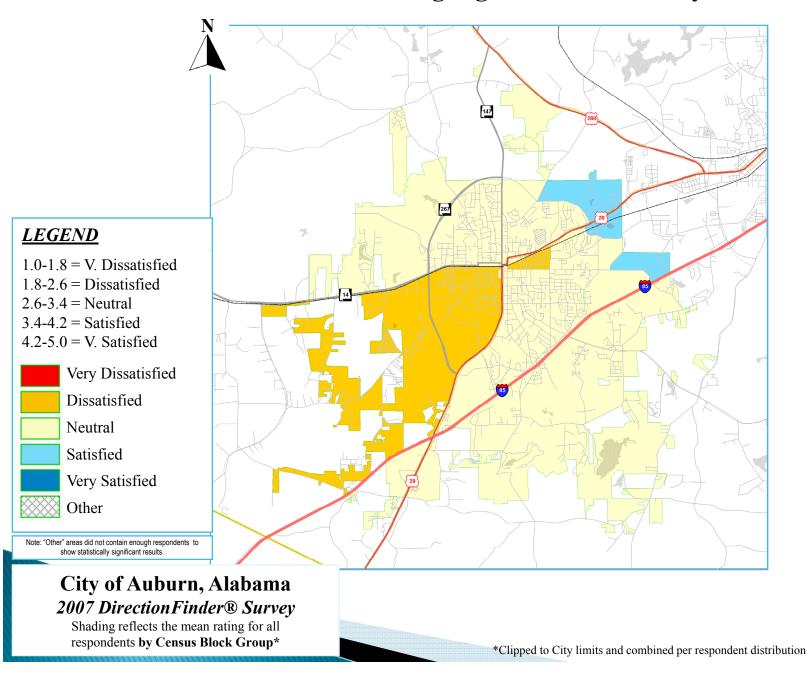
Satisfaction with clean up of debris/litter in neighborhoods in 2009



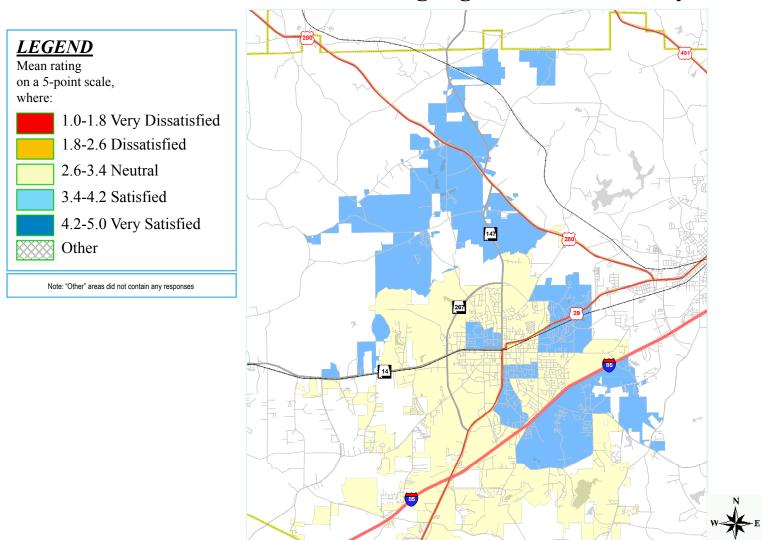
City of Auburn Citizen Survey for 2009

Shading reflects the mean rating for all respondents by Census Block Group *Selected CBGs were merged as needed based on respondent distribution

Satisfaction with zoning regulations in the City in 2007



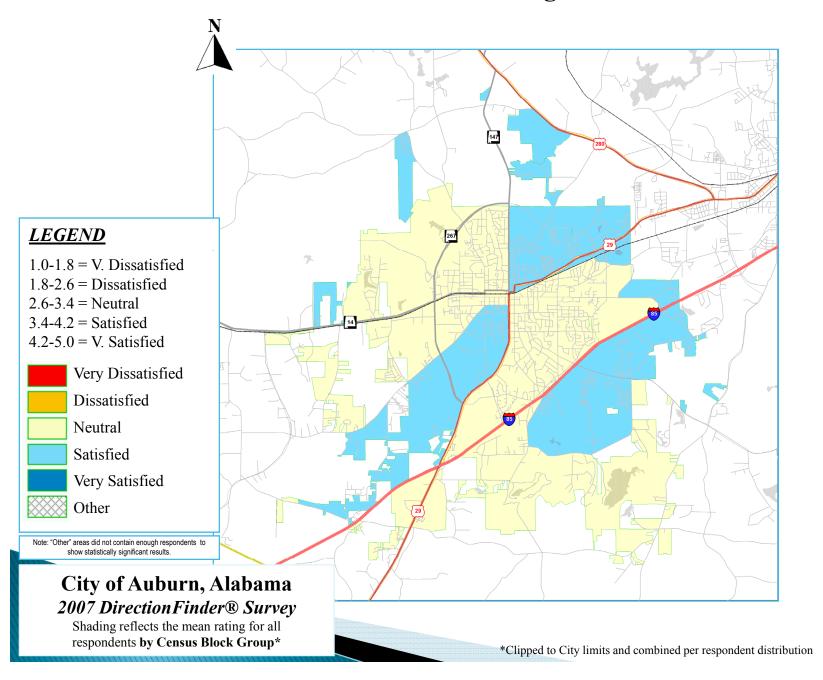
Satisfaction with zoning regulations in the City in 2009



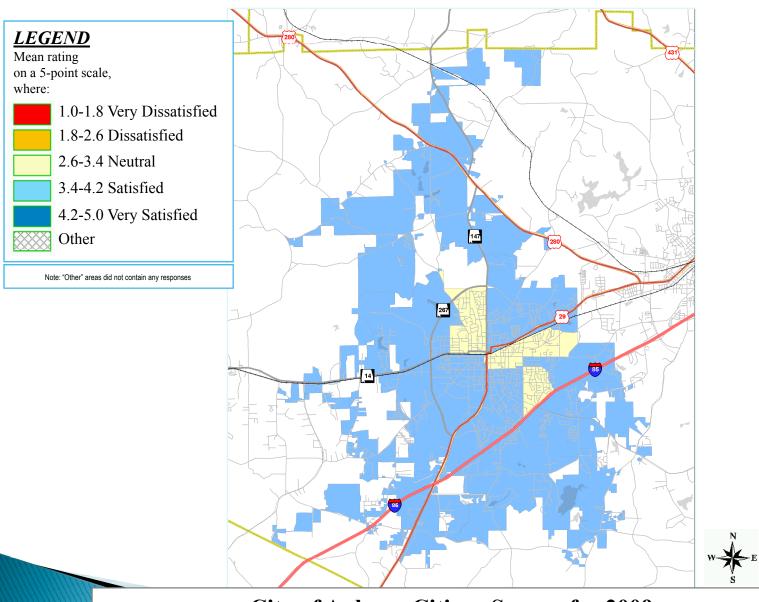
City of Auburn Citizen Survey for 2009

Shading reflects the mean rating for all respondents by Census Block Group * Selected CBGs were merged as needed based on respondent distribution

Satisfaction with building codes in 2007



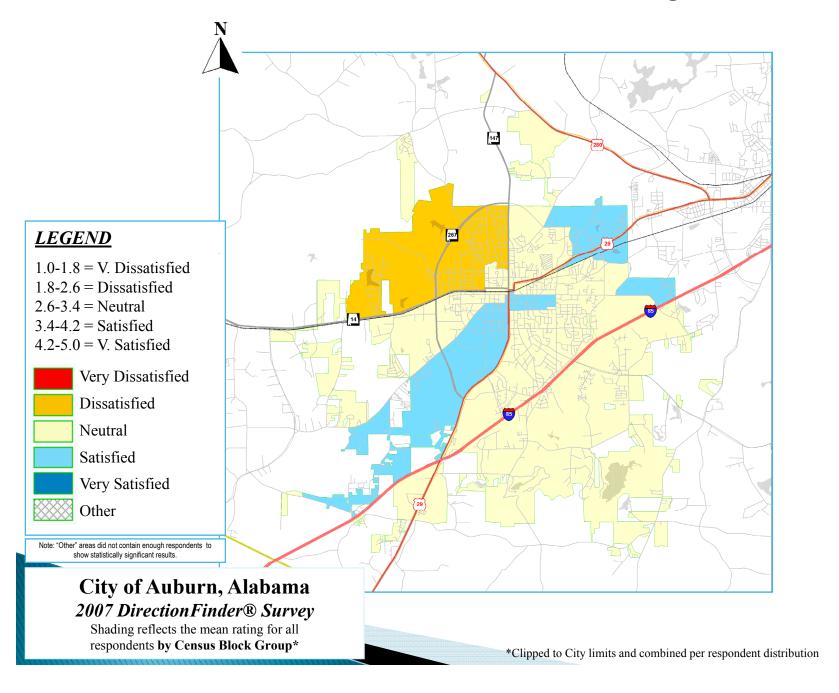
Satisfaction with building codes in 2009



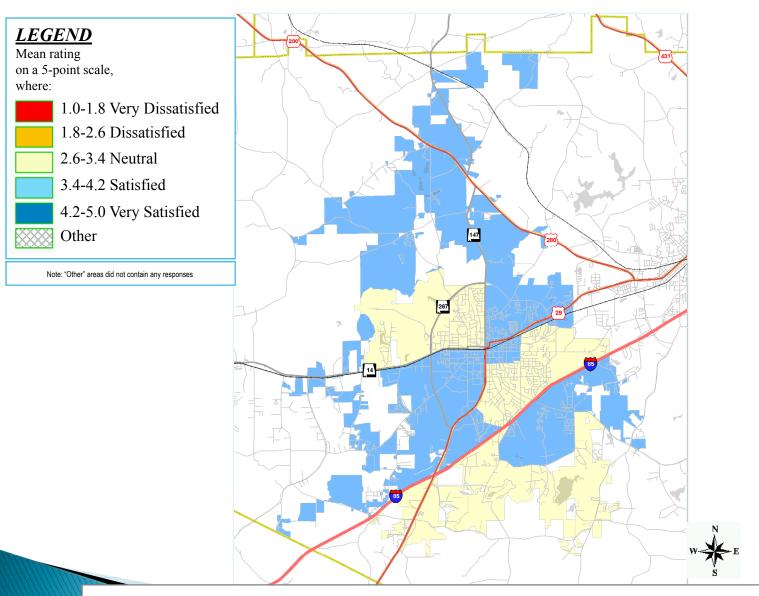
City of Auburn Citizen Survey for 2009

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



Satisfaction with erosion & sediment control regulations in 2009



City of Auburn Citizen Survey for 2009

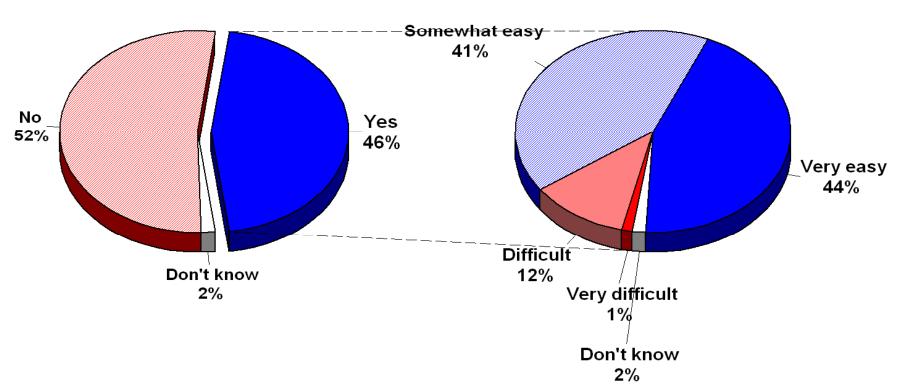
Shading reflects the mean rating for all respondents by Census Block Group * Selected CBGs were merged as needed based on respondent distribution

Customer Service

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

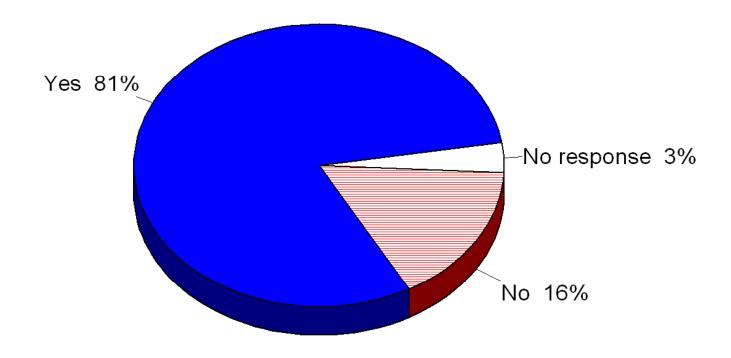
by percentage of residents surveyed

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



Was the Department You Contacted Responsive to Your Issue?

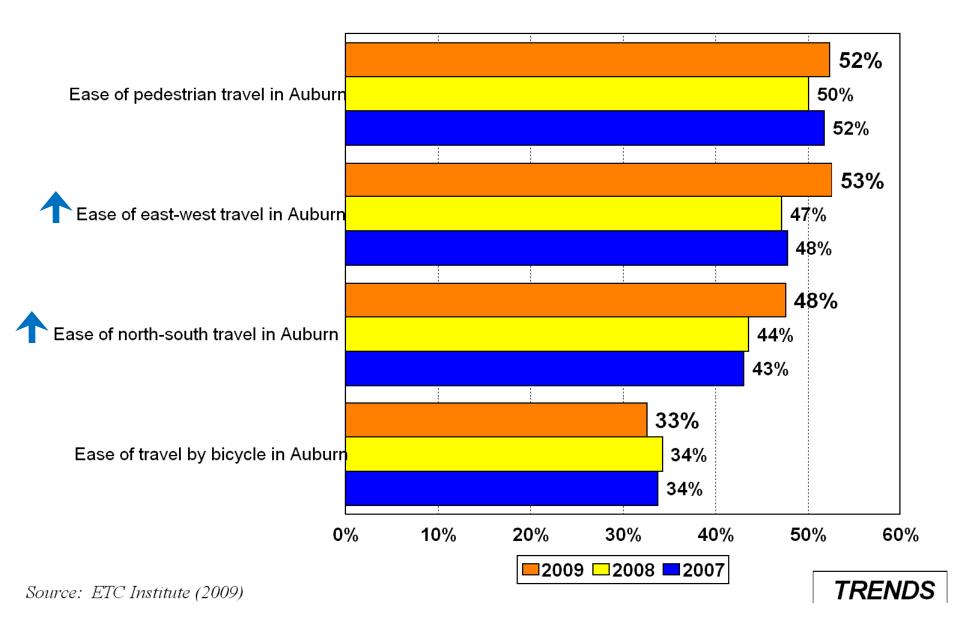
by percentage of residents who had called or visited the City during the past year



Traffic Flow

TRENDS: Overall Satisfaction with <u>Traffic Flow</u> (2007 thru 2009)

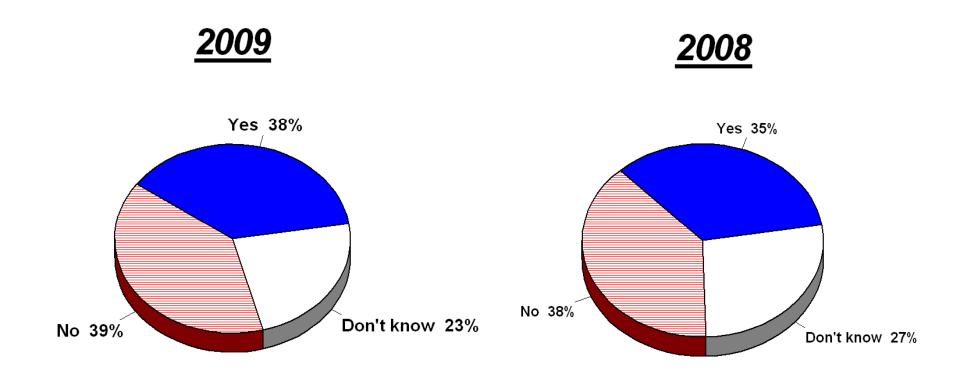
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

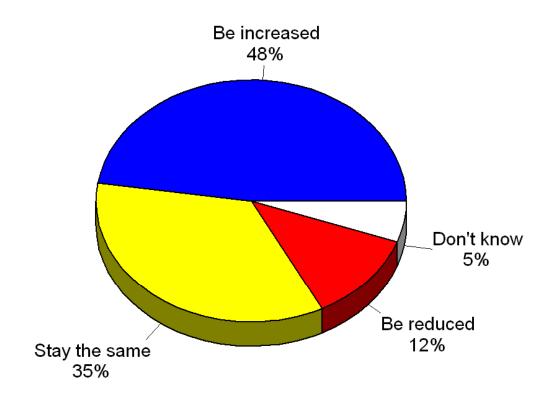


Source: ETC Institute (2009)

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?

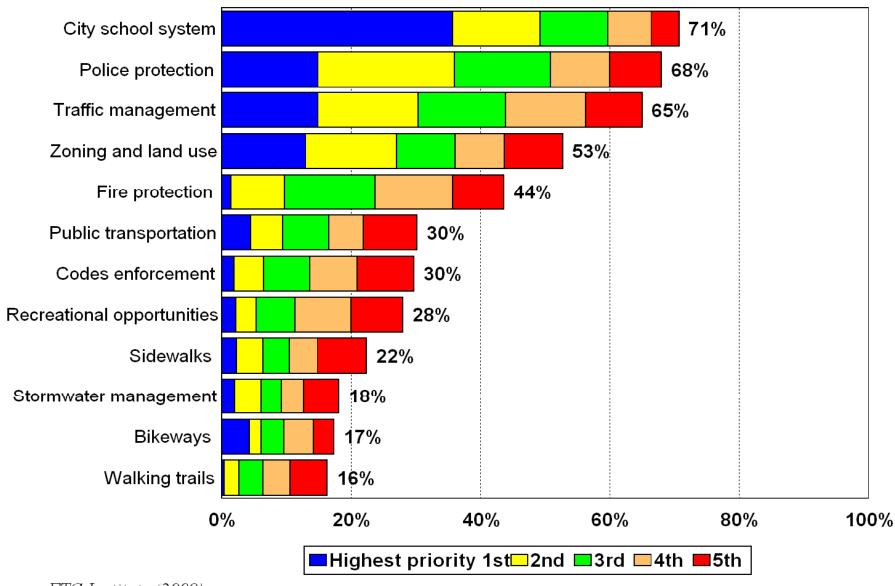
by percentage of residents surveyed



Priorities for Local Leaders

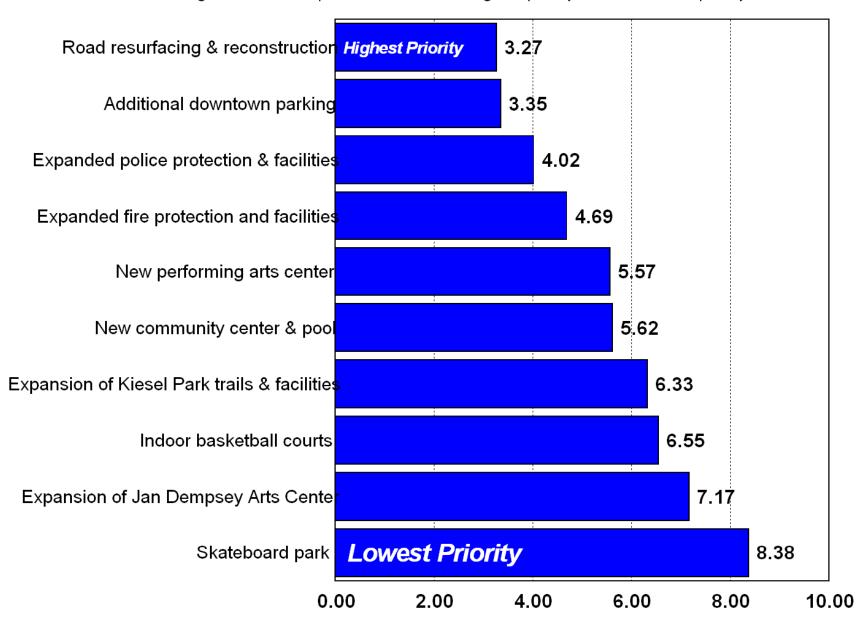
Areas Where City Officials Should Concentrate Their Efforts

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



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 <u>very desirable</u> 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 ??