## City of Auburn 2011 DirectionFinder® Survey Findings

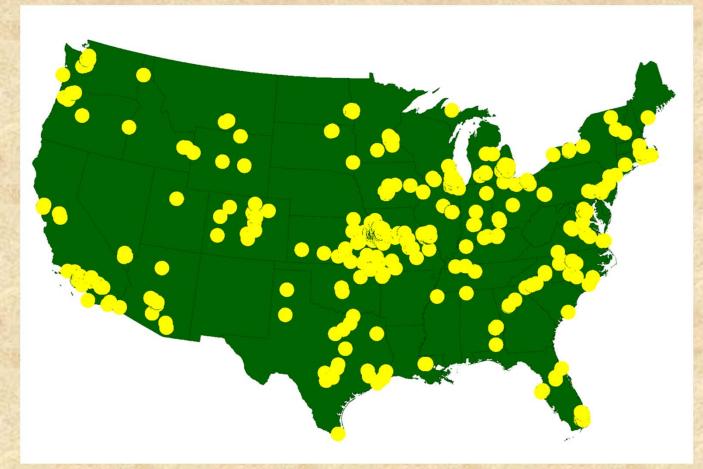
Presented by ETC Institute

March 22, 2011



### 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 1,550,000 Persons Surveyed for more than 500 cities and counties in 46 States

### Agenda

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

### Purpose

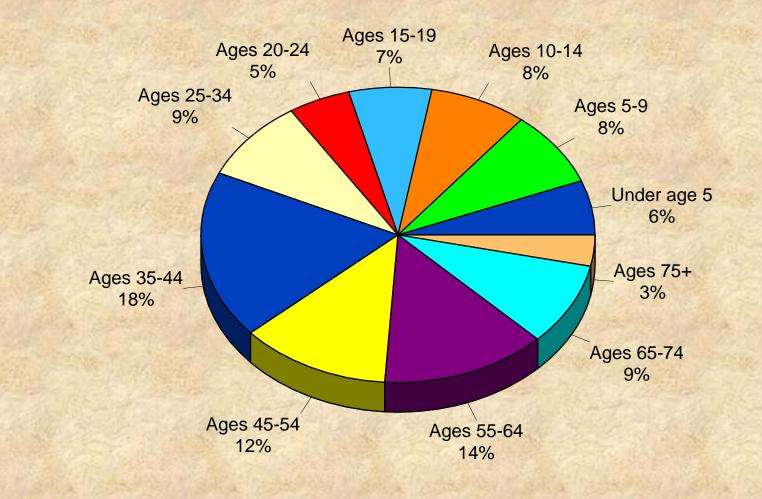
- To objectively assess resident satisfaction with the delivery of City services
- To measure trends from previous annual surveys
- To gather input from residents to help set budget priorities
- To compare Auburn's performance with other cities

## Methodology

- Survey Description
  - included most of the same questions that were 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:
  - 630 completed surveys (277 phone, 353 mail)
  - Demographic composition of the sample was similar to previous surveys
- Confidence level: 95%
- Margin of error: +/- 3.9% overall

#### Demographics: Ages of people in the household

by percentage of residents surveyed

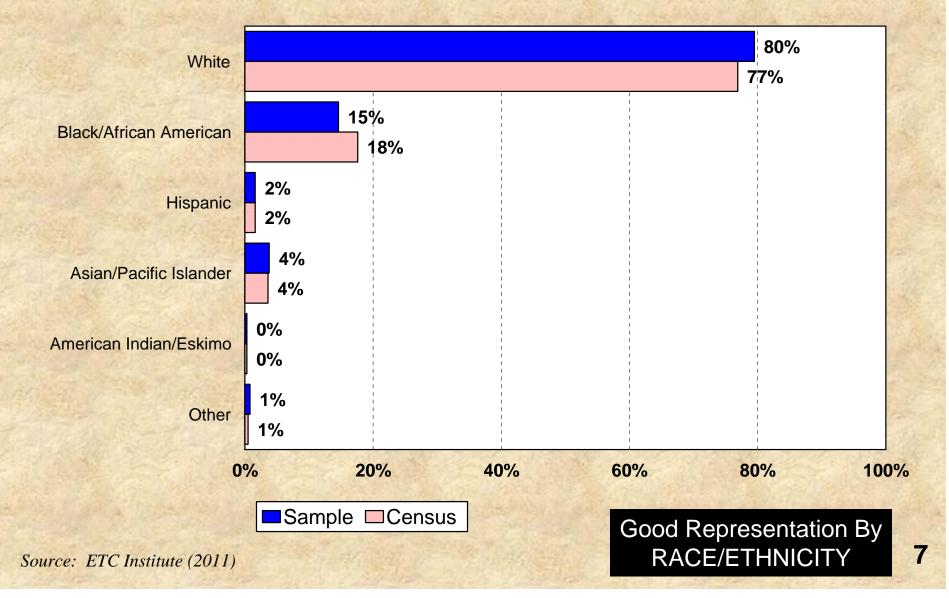


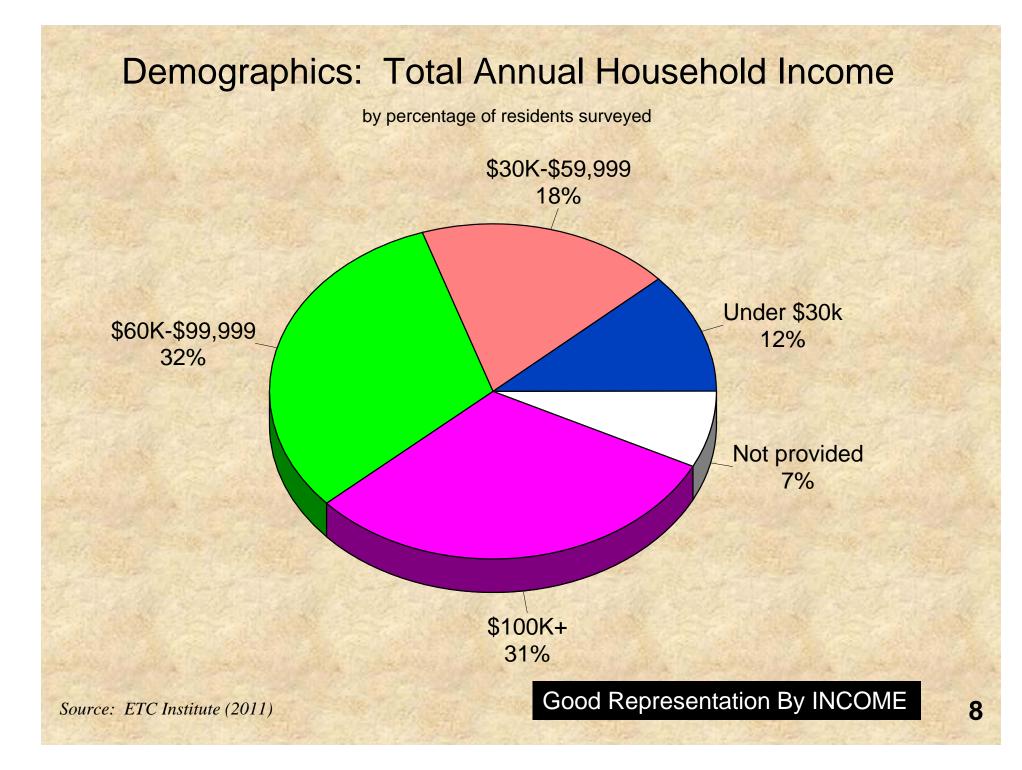
Good Representation By AGE

Source: ETC Institute (2011)

# Demographics: Which best describes your race/ethnicity?

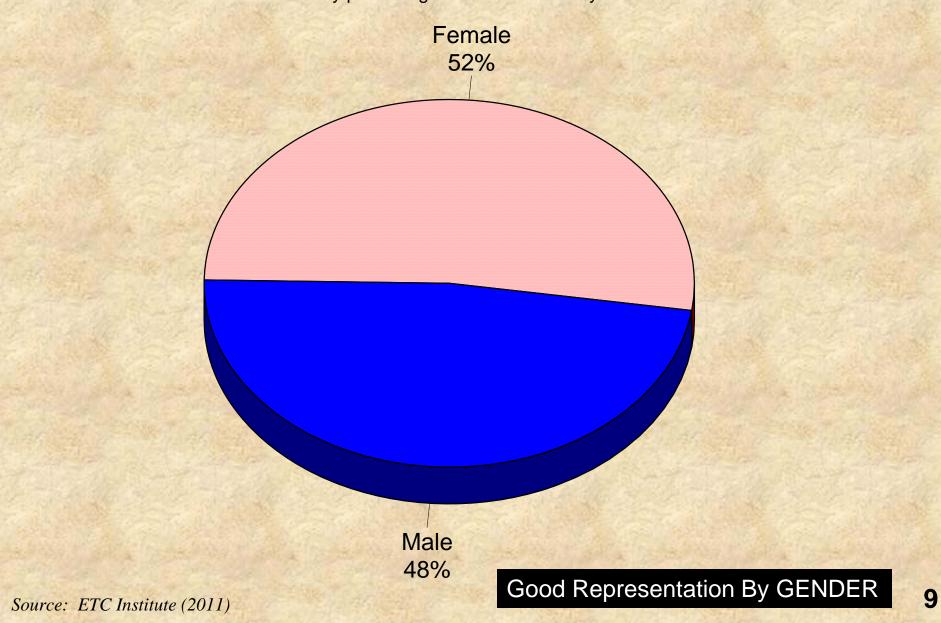
by percentage of residents surveyed





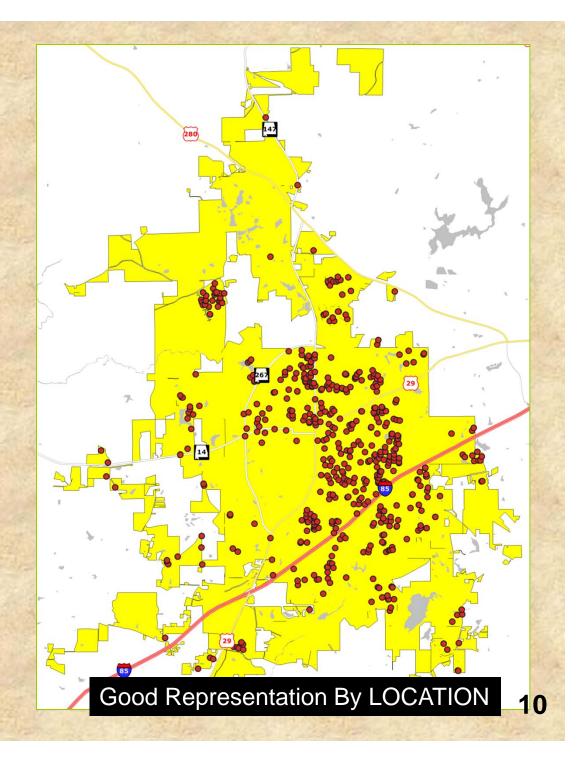
### Demographics: Gender of the Respondents

by percentage of residents surveyed



City of Auburn 2011 DirectionFinder® Survey

### Location of Respondents



### **Bottom Line Up Front**

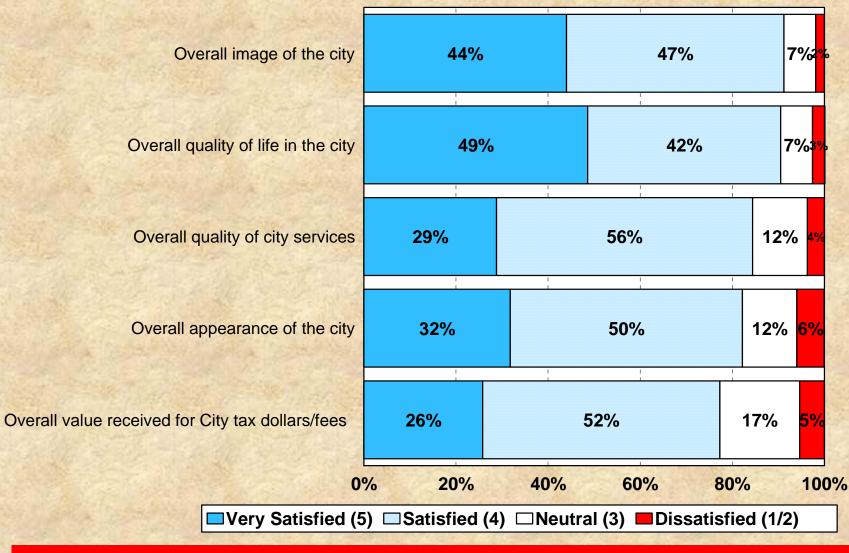
- The City of Auburn is Moving in the Right Direction
- The City of Auburn is Setting the Standard for Other Cities
- Improvements to the <u>Flow of Traffic</u> and <u>City Streets</u> should continue to be the City's top overall priorities if the City wants to see customer satisfaction ratings continue to improve

### Major Findings: #1

### **Residents Generally Have a Positive Perception of the City**

#### Satisfaction With Items That Influence the <u>Perception Residents Have of the City</u>

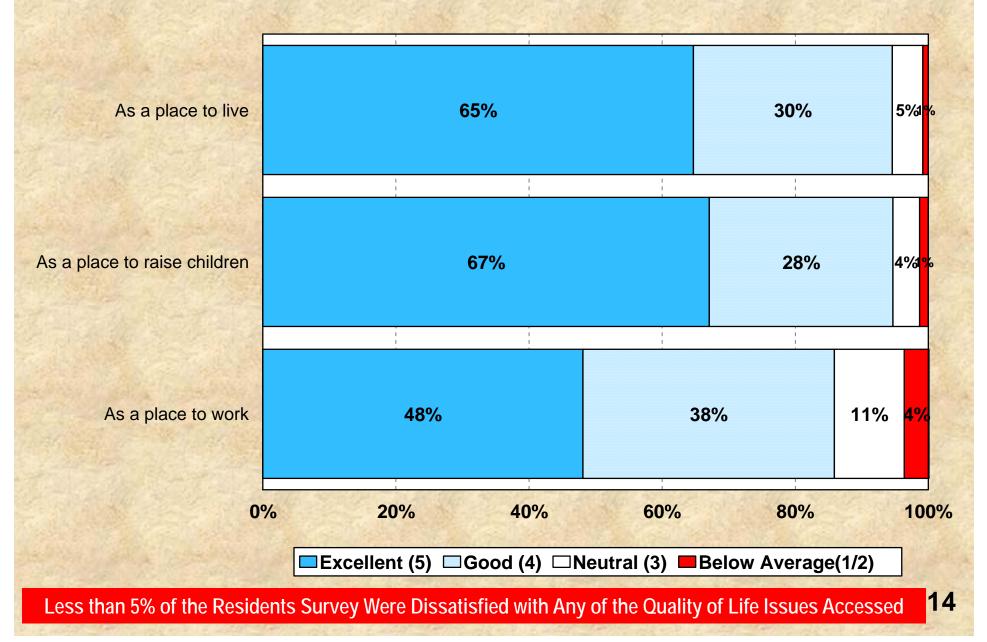
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale



Most Residents Feel Good About the Overall Quality of Life and Quality of City Services in 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



#### 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

	A REAL PROPERTY OF A REAL PROPER	CONTRACTOR AND	and the second sec		and the second second	
Quality of city library facilities	51%		39	9%	8%	
Quality of city school system	54%		3	35%		
Police-fire-ambulance services	47%		41%	0	9% 3	
Parks & recreations programs/facilities	36%	46%		15% 4		
Quality of Customer Service received	34%	45%		1	17% 5%	
Effectiveness of city communication	31%	44%		20% 5		
Quality of city's stormwater runoff	24%	48%		20%	8%	
Maintenance of city streets/facilities	21%	499	%	19%	11%	
Enforcement of city codes/ordinances	23%	43%	0	25%	10%	
of traffic and congestion management	15%	41%		24% 2		

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

With the Exception of the Flow of traffic/congestion management,

fewer than 12% of those Surveyed Were Dissatisfied with Any of the Major City Services That Were Rated

Flow

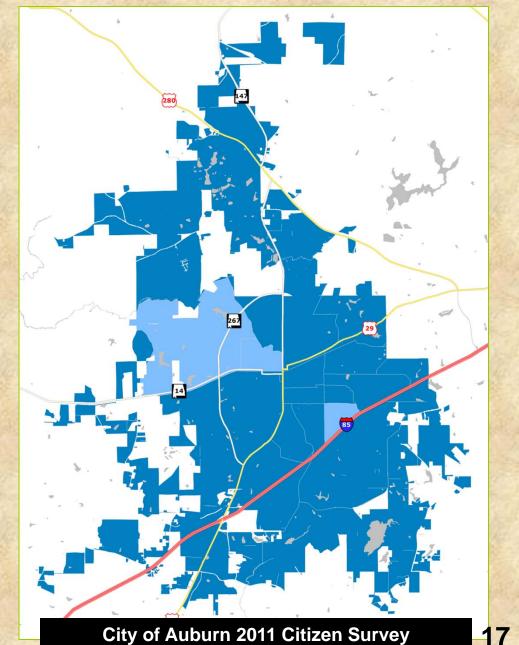
### Major Findings: #2

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 the Same in Most Parts of the City





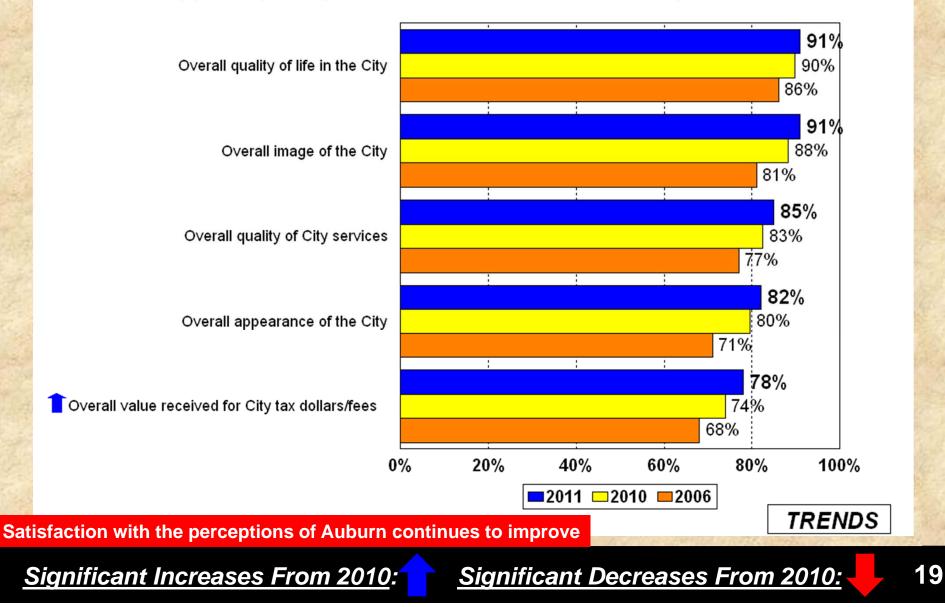
Shading reflects the mean rating for all respondents by CBG (merged as needed)

### Major Findings: #3

### Satisfaction With Most City Services Has Increased

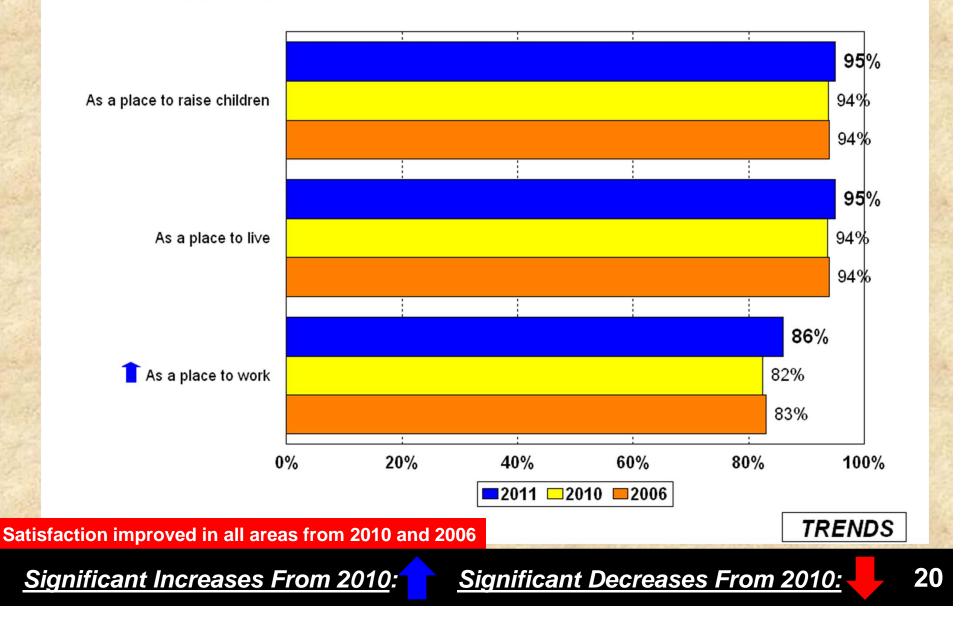
## TRENDS: Overall Perceptions of the City of Auburn (2006, 2010 & 2011)

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



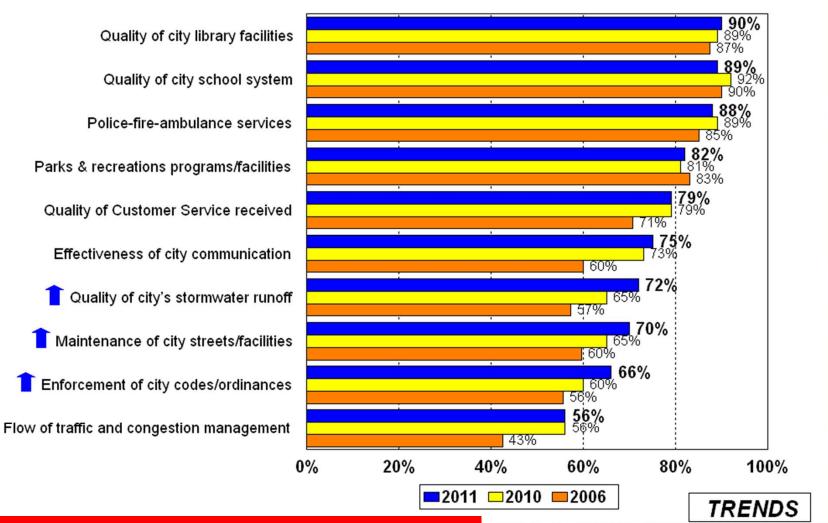
## TRENDS: Ratings of Life in the City of Auburn (2006, 2010 & 2011)

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



#### TRENDS: Overall Satisfaction With City Services by Major Category (2006, 2010 & 2011)

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

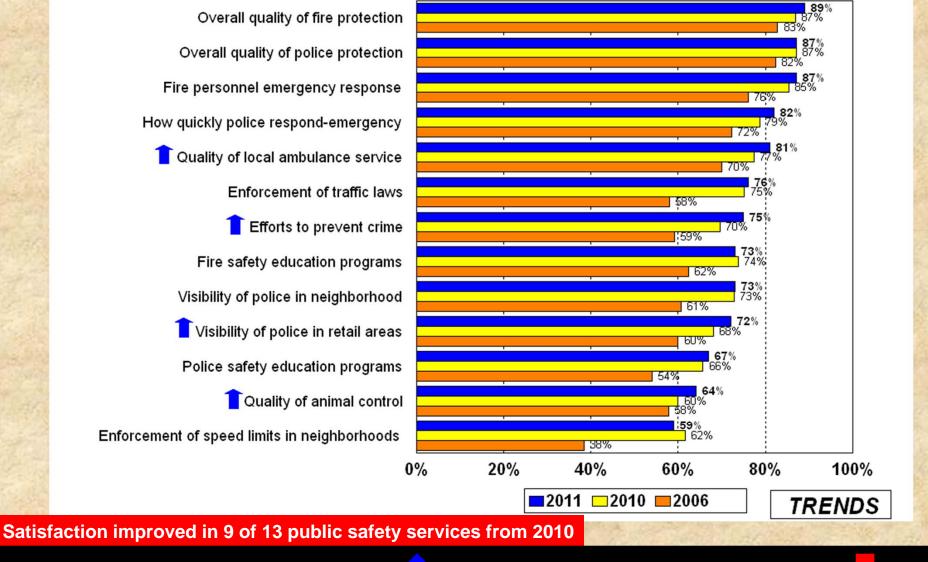


Overall satisfaction improved in 6 of 10 major areas from 2010

Significant Increases From 2010:

## TRENDS: Overall Satisfaction with Public Safety Services (2006, 2010 & 2011)

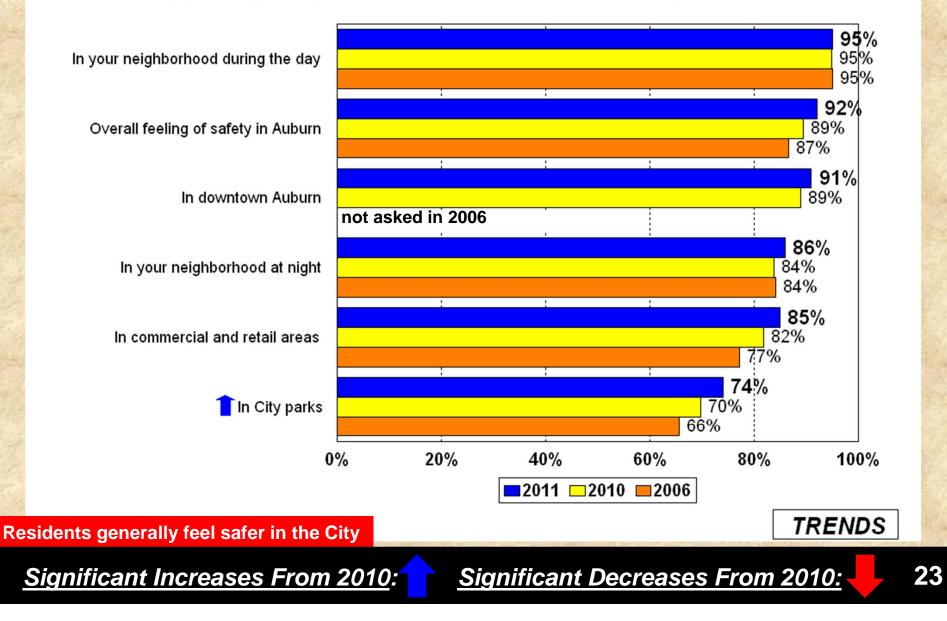
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Significant Increases From 2010:

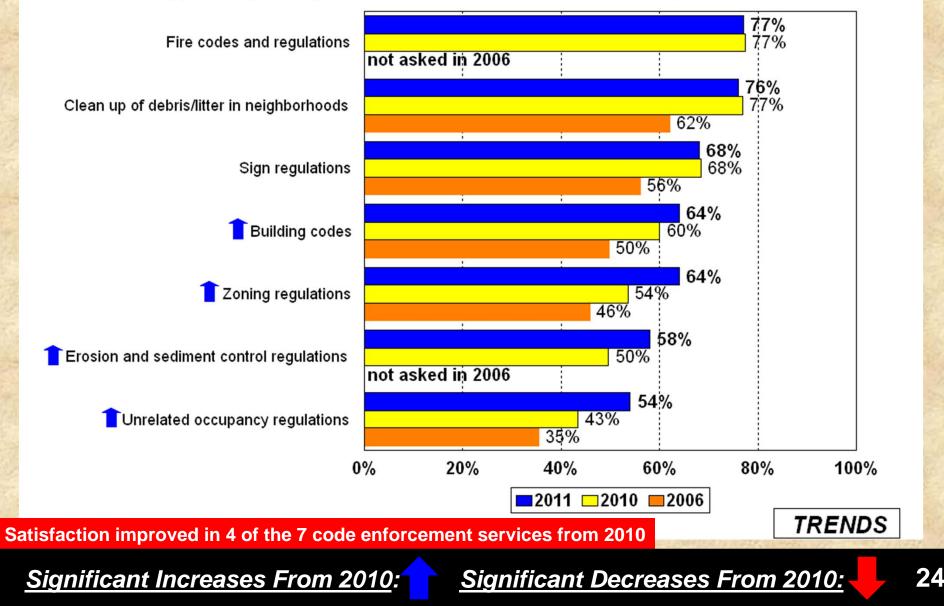
#### TRENDS: Overall Feelings of Safety in the City of Auburn (2006 thru 2010)

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



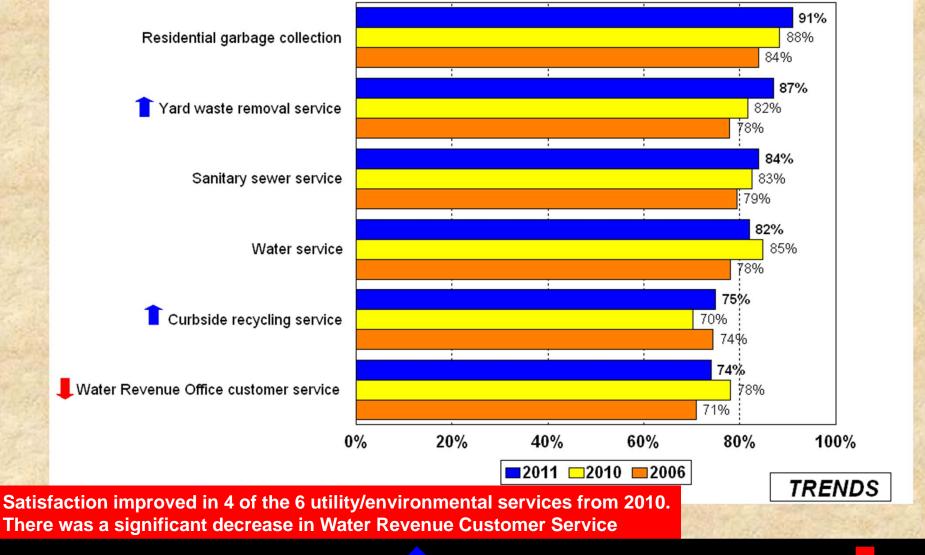
## TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2006, 2010 & 2011)

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



#### TRENDS: Overall Satisfaction with Utility/Environmental Services (2006, 2010 & 2011)

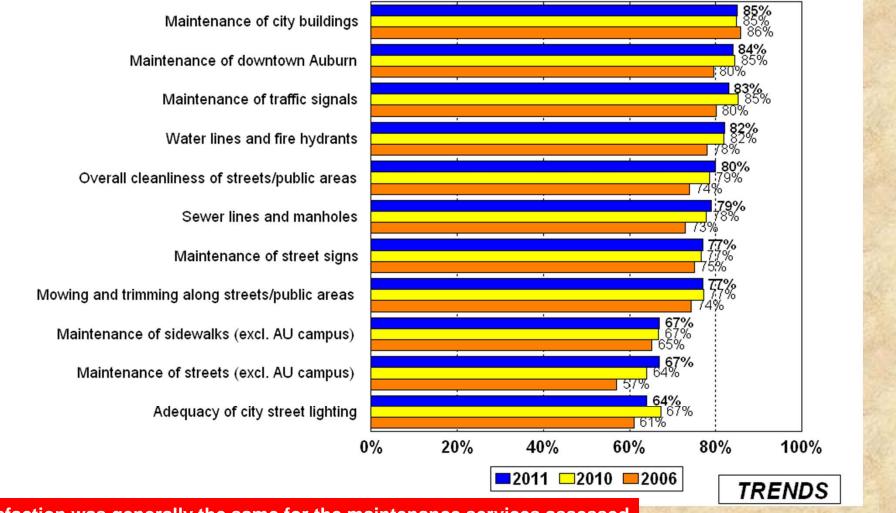
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Significant Increases From 2010:

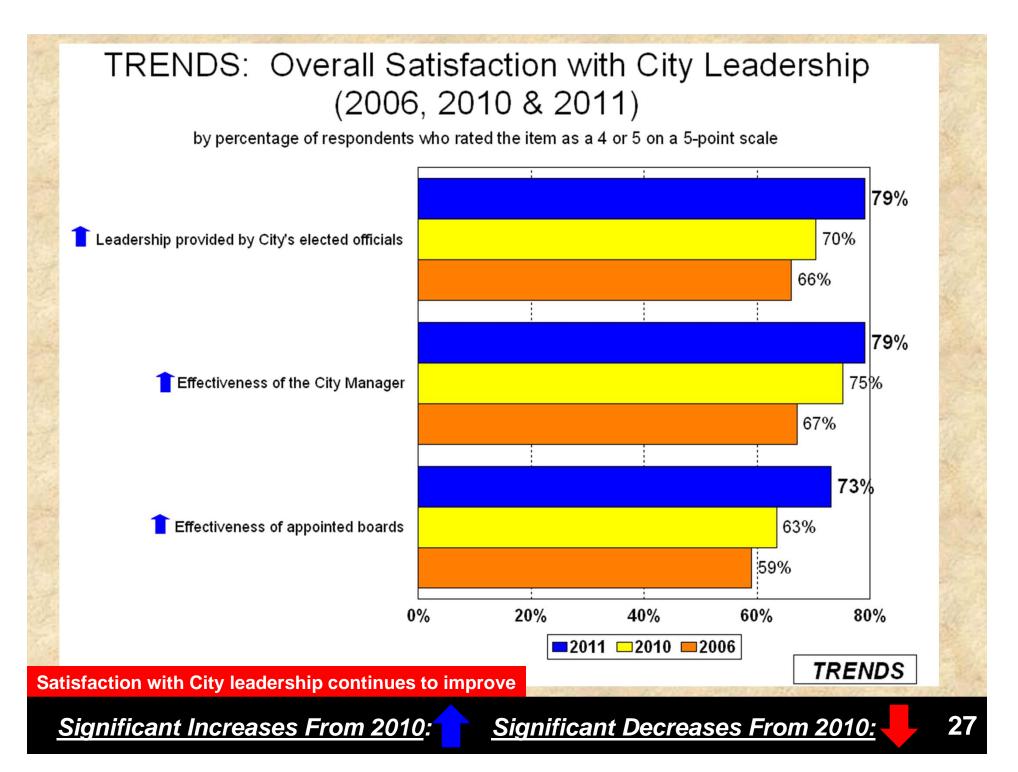
## TRENDS: Overall Satisfaction with City Maintenance (2006, 2010 & 2011)

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



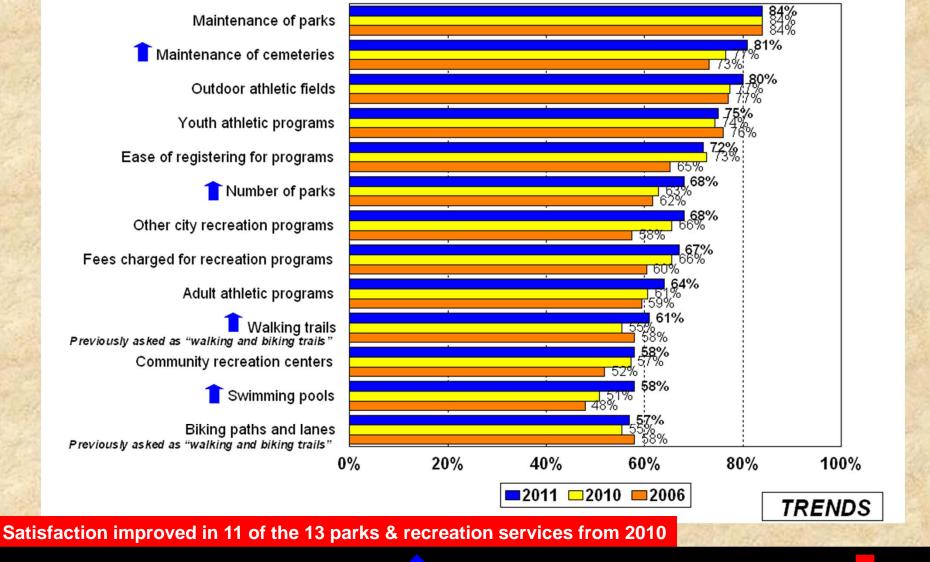
Satisfaction was generally the same for the maintenance services assessed

Significant Increases From 2010:



#### TRENDS: Overall Satisfaction with <u>Parks and Recreation</u> (2006, 2010 & 2011)

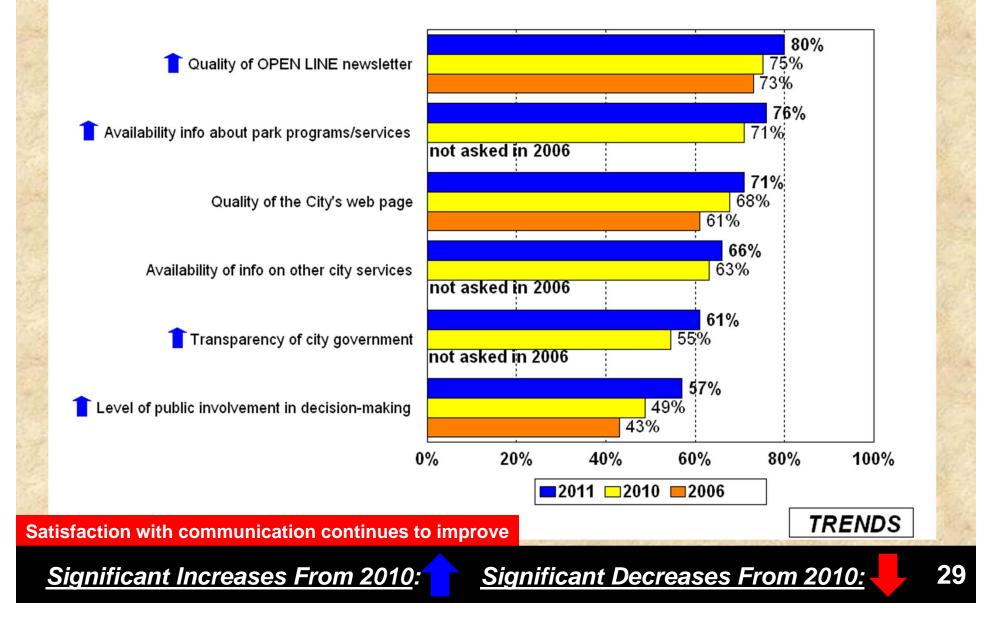
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Significant Increases From 2010:

## TRENDS: Overall Satisfaction with City Communication (2006, 2010 & 2011)

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

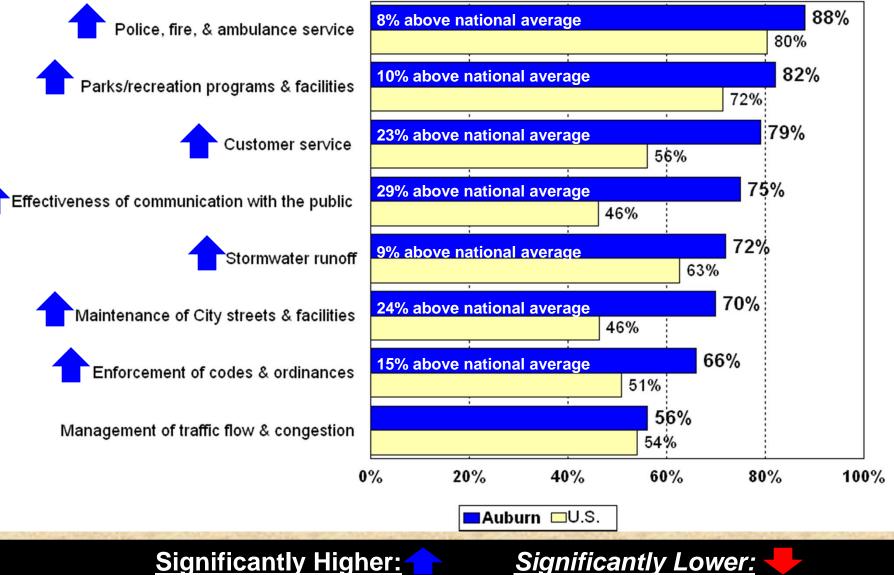


### Major Finding #4

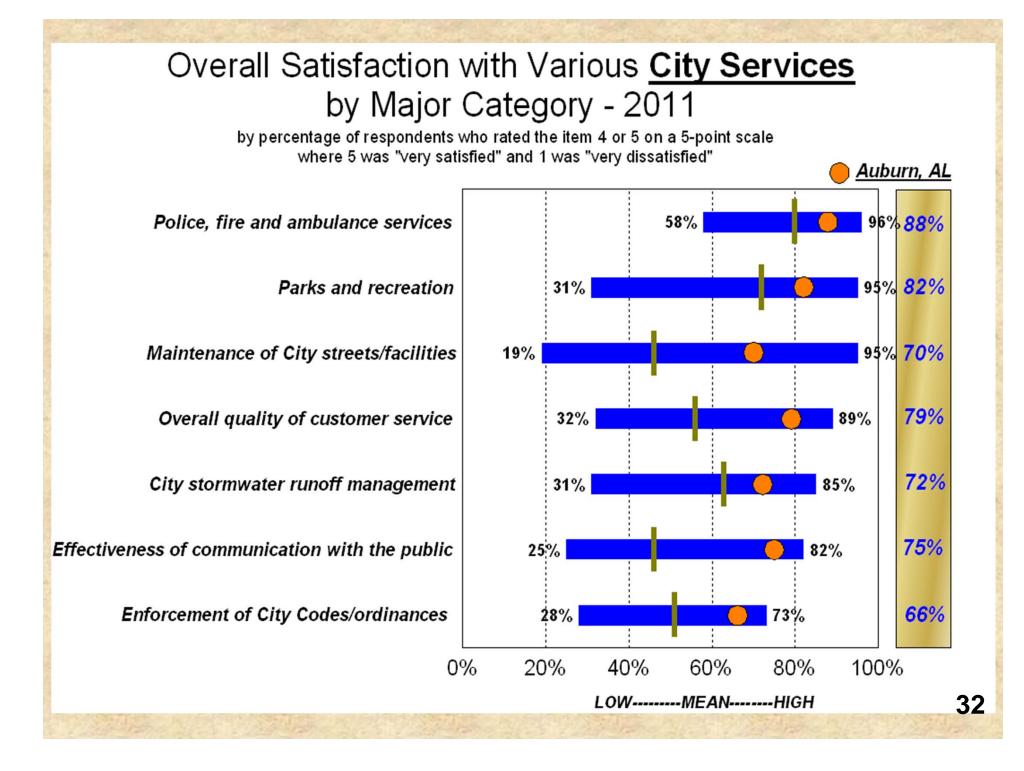
Satisfaction Levels in the City of Auburn Are Significantly Higher than the National Average

#### Overall Satisfaction with Major Categories of City 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"

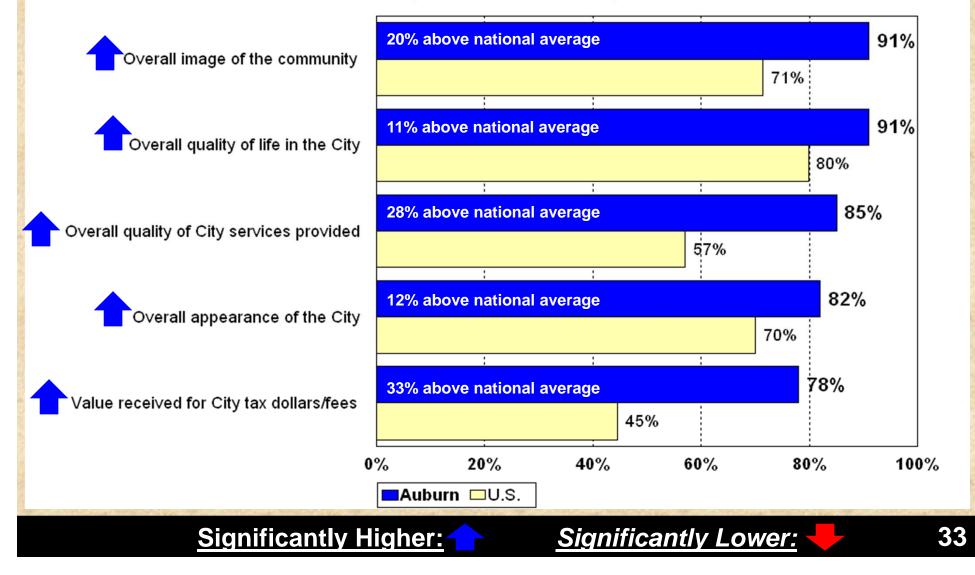


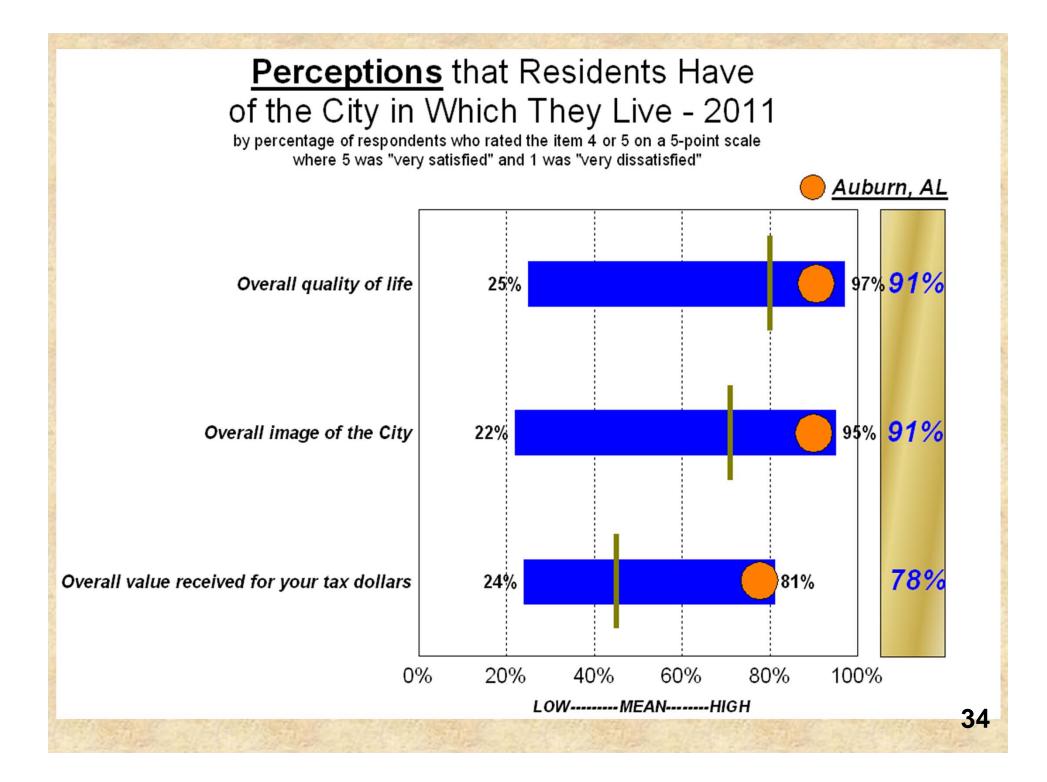
31

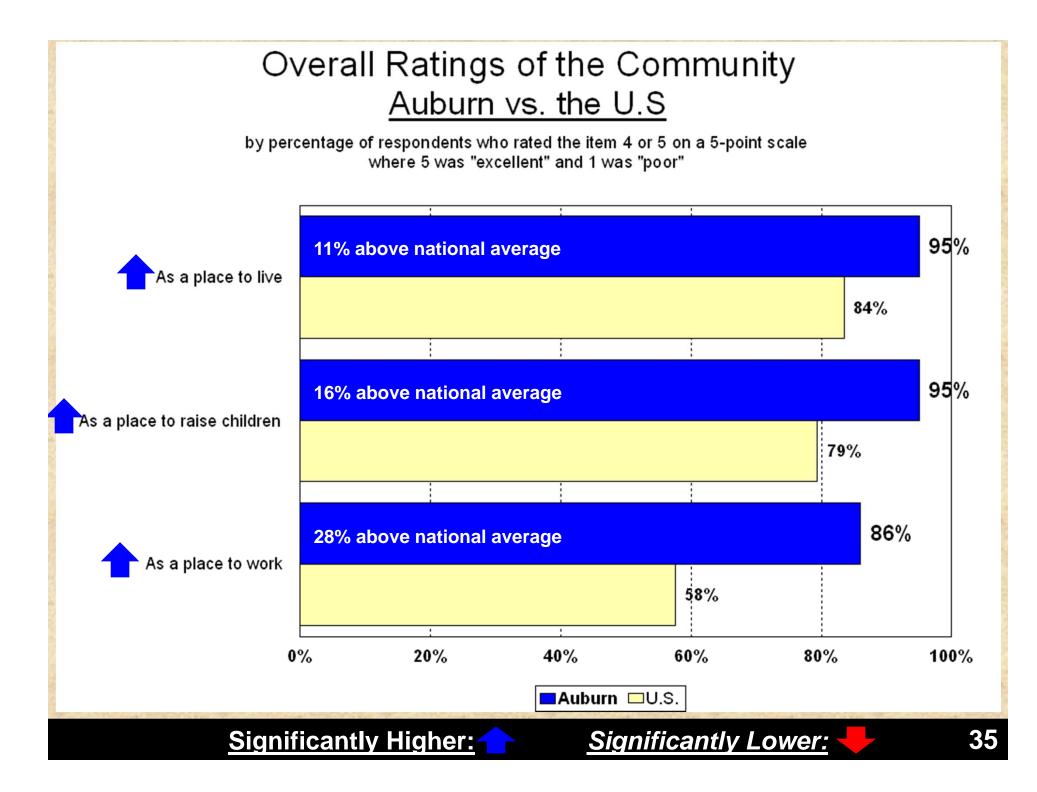


#### Satisfaction with Issues that Influence Perceptions of the City <u>Auburn vs. the U.S</u>

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"

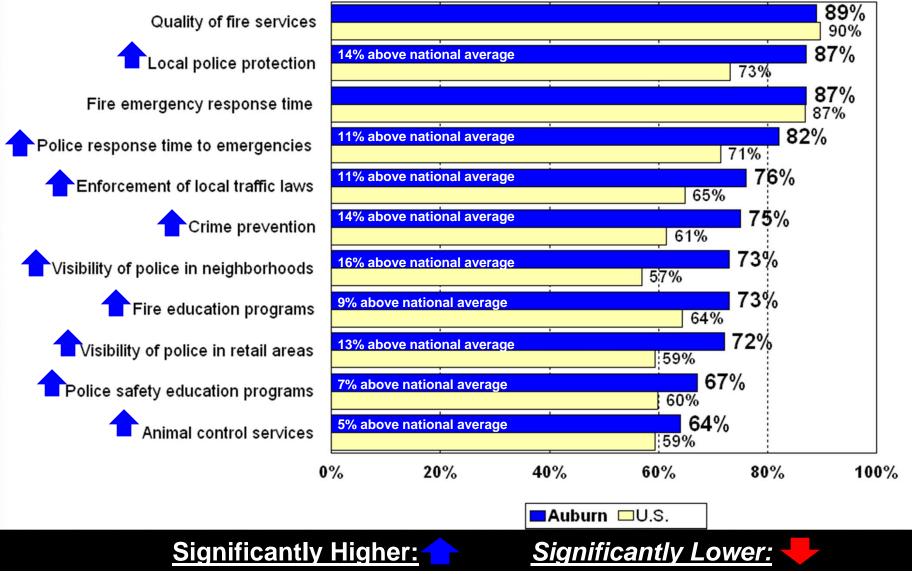


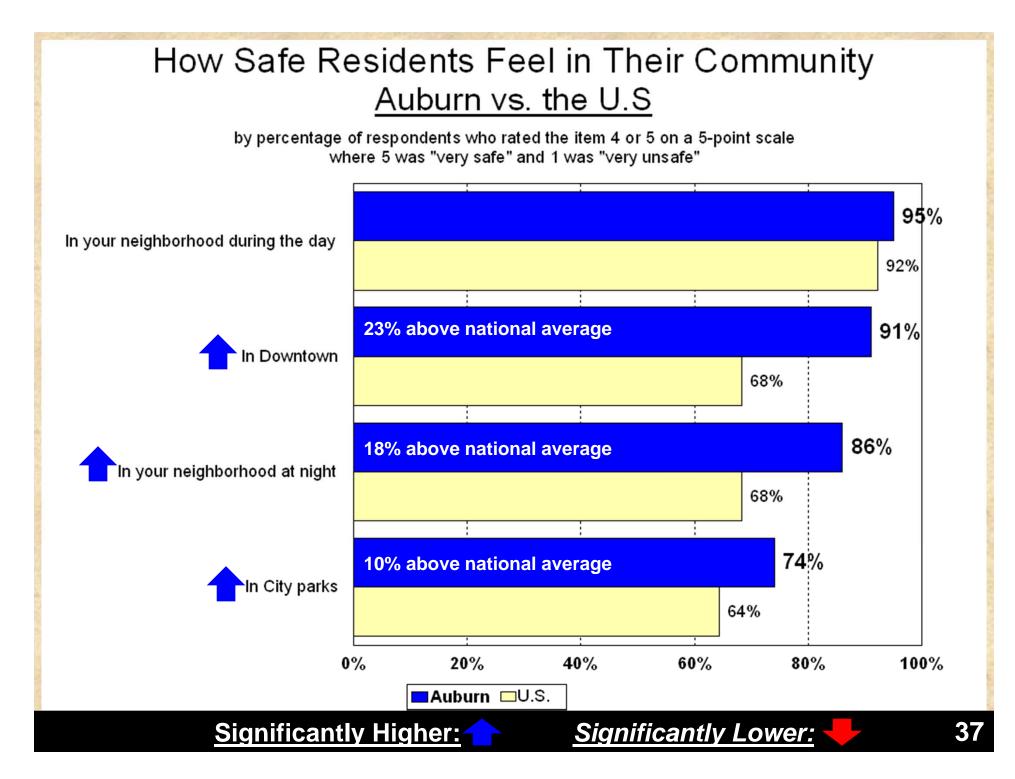


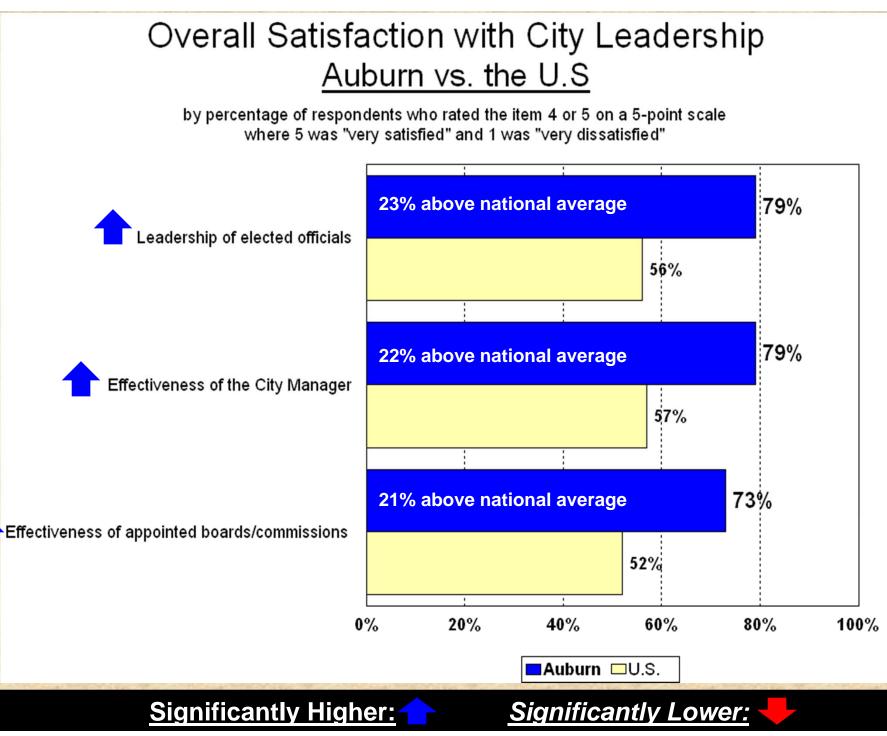


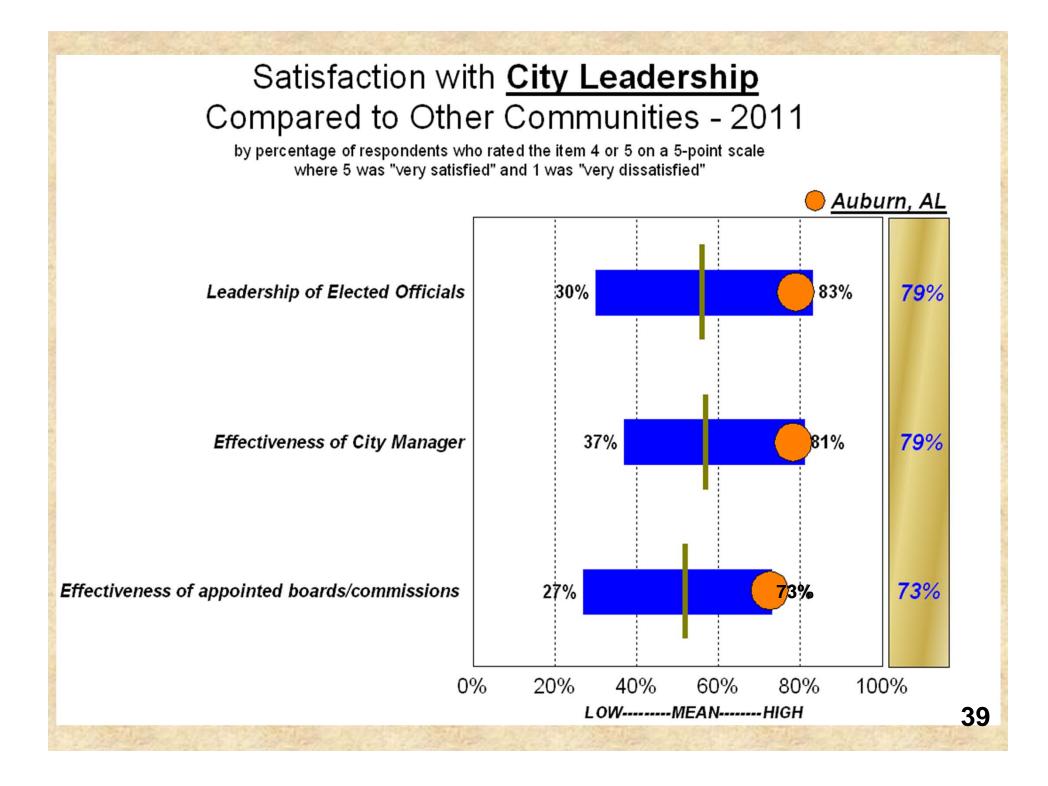
#### Overall Satisfaction with Public Safety Services Auburn vs. the U.S

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"



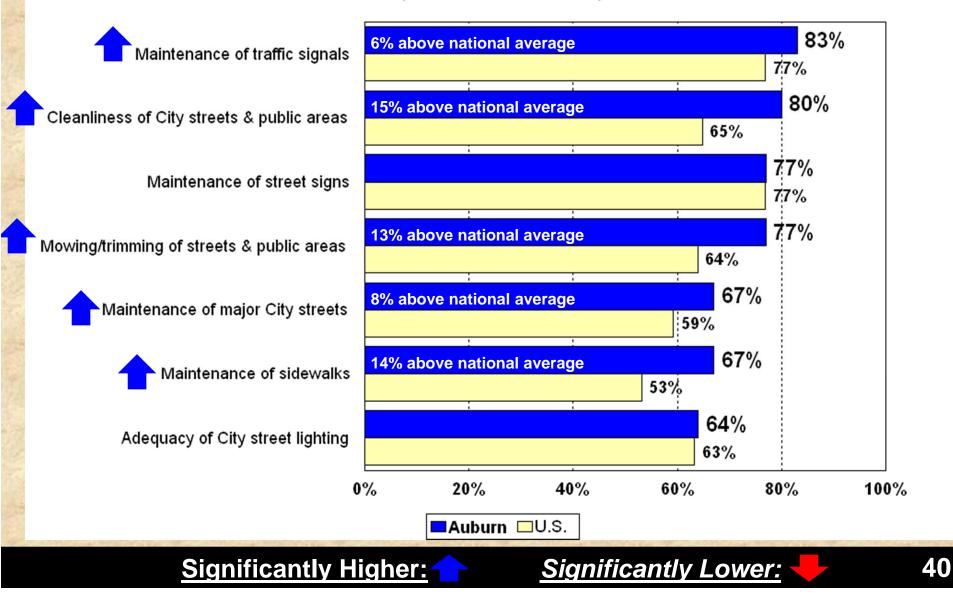






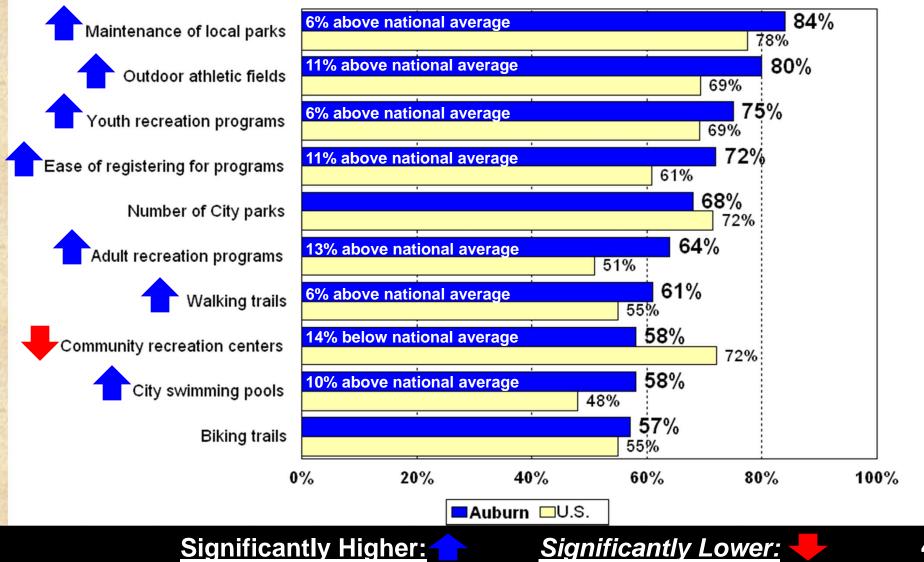
# Overall Satisfaction with City Maintenance Auburn vs. the U.S

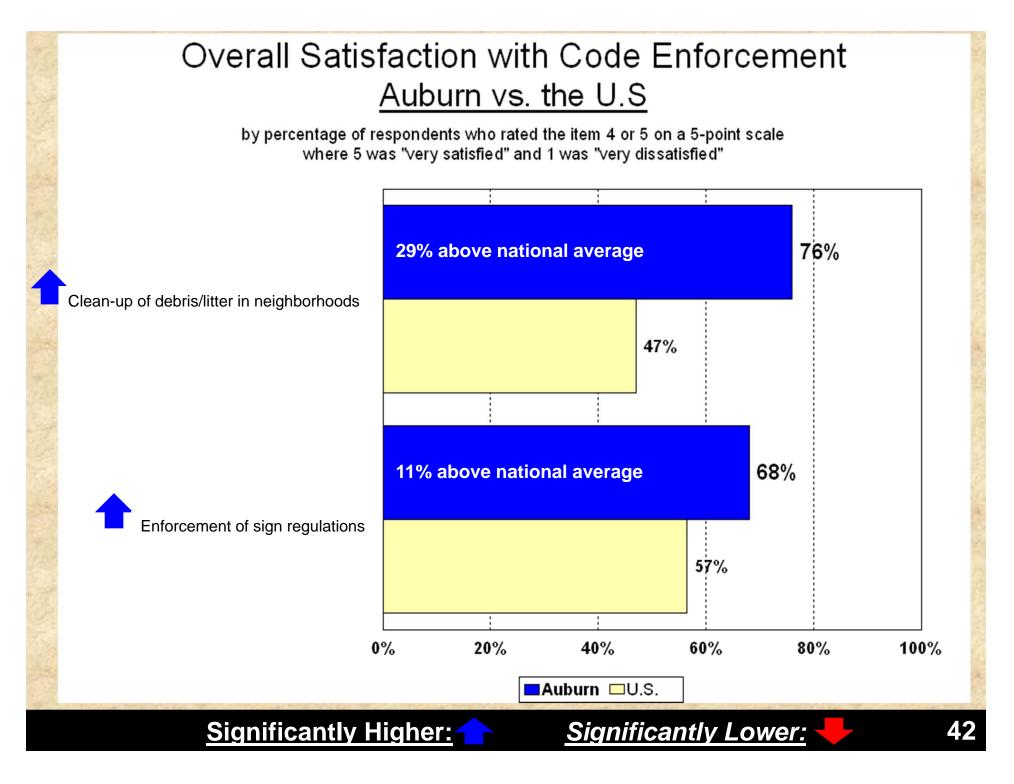
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"

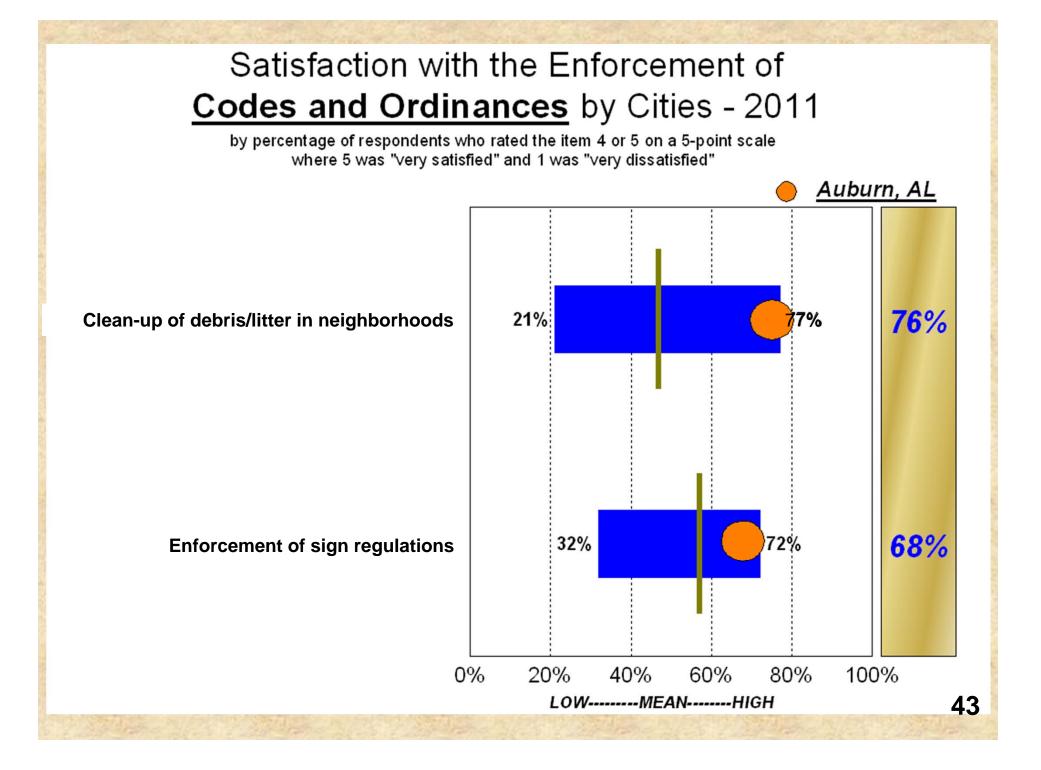


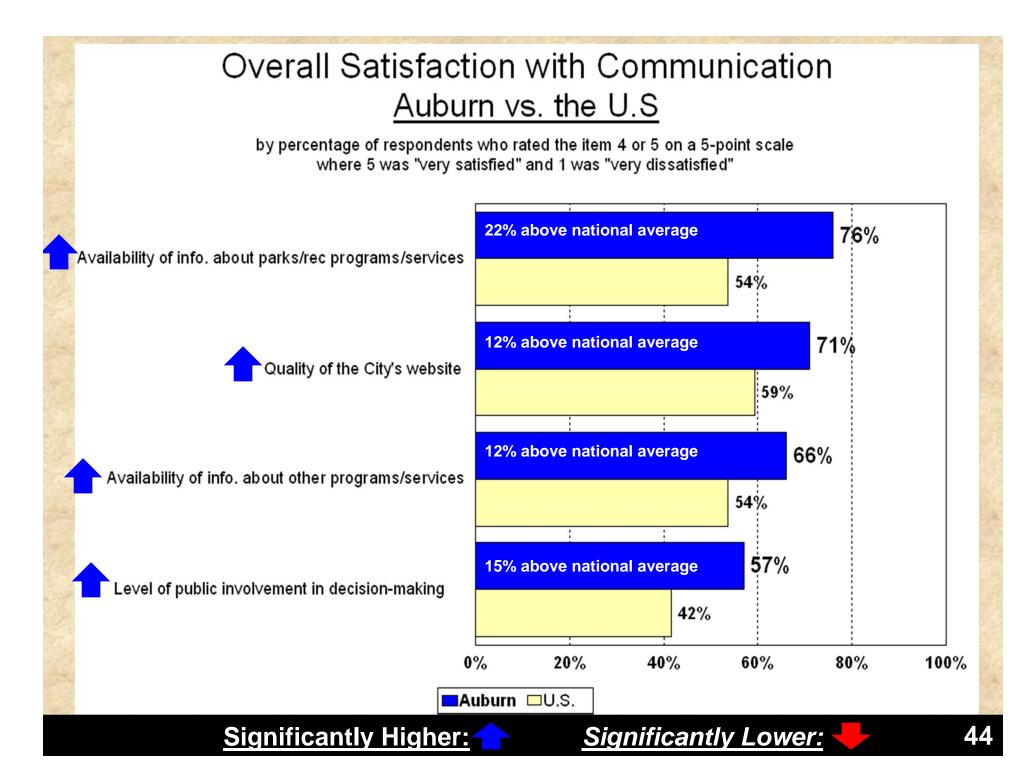
# Overall Satisfaction with Parks and Recreation Auburn vs. the U.S

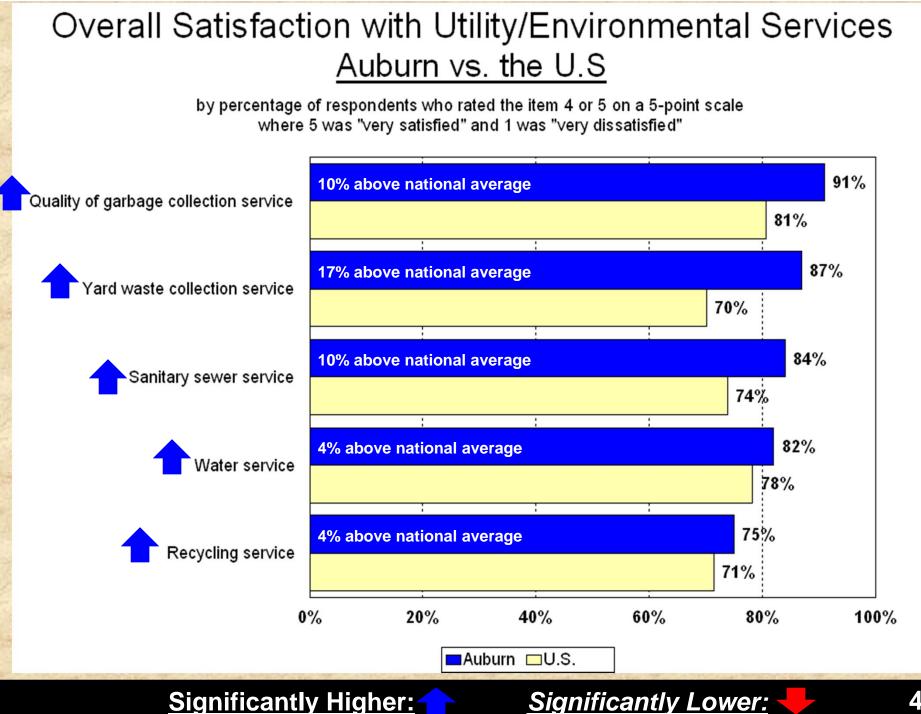
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"











# Major Finding #5

# **Priorities for Investment**

# **Priorities for Investment**

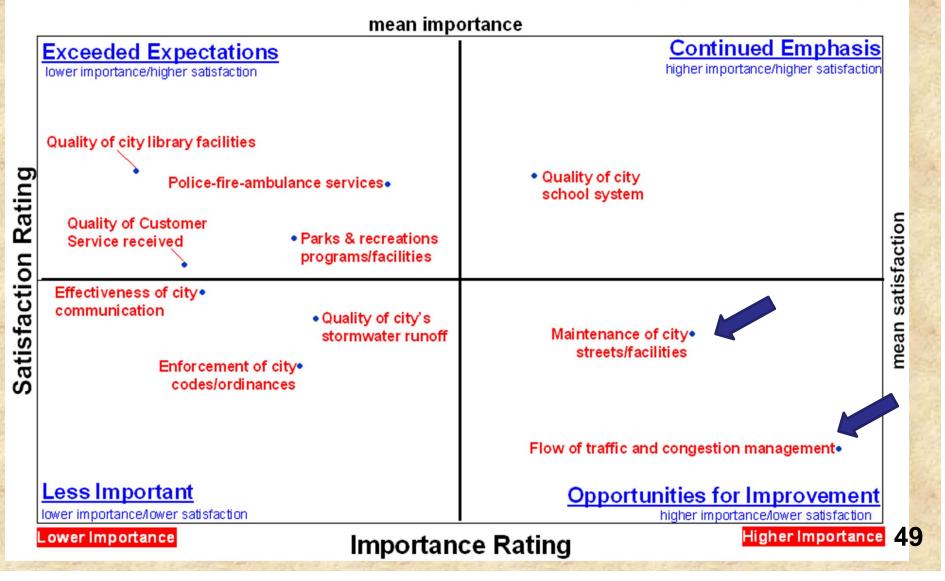
- Importance-Satisfaction (I-S) Analysis was performed to assess the potential impact that investments in various city services would have on overall satisfaction with city services over the next 1-2 years
- By emphasizing improvements in areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high, the City will be more likely to cause positive change in overall satisfaction with City services over the next two years

City of Au	uburr
<b>OVERAI</b>	LL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic and congestion management	57%	1	56%	10	0.2508	
High Priority (IS .1020)						
Maintenance of city streets/facilities	46%	2	70%	8	0.1380	2
Medium Priority (IS <.10)						
Enforcement of city codes/ordinances	19%	6	66%	9	0.0646	3
Quality of city's stormwater runoff	20%	5	72%	7	0.0560	4
Quality of city school system	35%	3	89%	2	0.0385	5
Parks & recreations programs/facilities	18%	7	82%	4	0.0324	6
Police-fire-ambulance services	25%	4	88%	3	0.0300	7
Effectiveness of city communication	12%	8	75%	6	0.0300	8
Quality of Customer Service received	10%	9	79%	5	0.0210	9
Quality of city library facilities	7%	10	90%	1	0.0070	10

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

### -Overall-



### City of Auburn

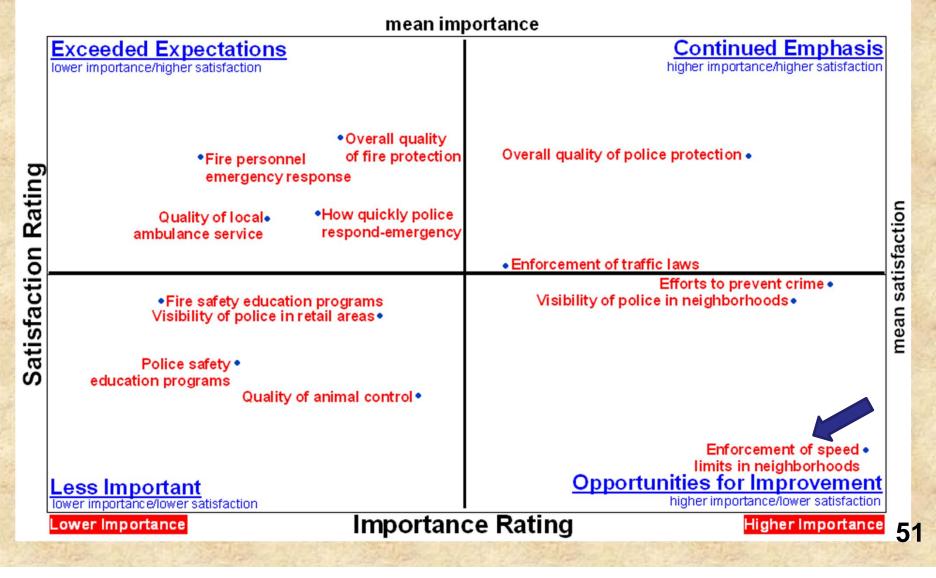
# PUBLIC SAFETY

	Most Important	Most Important	Satisfaction	Satisfaction	Importance- Satisfaction	I-S Rating
Category of Service	%	Rank	%	Rank	Rating	Rank
High Priority (IS .1020)						
Enforcement of speed limits in neighborhoods	27%	1	<b>59%</b>	13	0.1107	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	25%	3	73%	8	0.0675	2
Efforts to prevent crime	26%	2	75%	7	0.0650	3
Quality of animal control	11%	6	64%	12	0.0396	4
Enforcement of traffic laws	14%	5	76%	6	0.0336	5
Overall quality of police protection	23%	4	87%	2	0.0299	6
Visibility of police in retail areas	10%	7	72%	10	0.0280	7
Police safety education programs	5%	11	67%	11	0.0165	8
How quickly police respond to emergencies	8%	8	82%	4	0.0144	9
Quality of local ambulance service	6%	10	81%	5	0.0114	10
Overall quality of fire protection	8%	9	89%	1	0.0088	11
Fire safety education programs	2%	13	73%	9	0.0054	12
Fire personnel emergency response	3%	12	87%	3	0.0039	13

# Public Safety Priorities:

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

### -Public Safety-

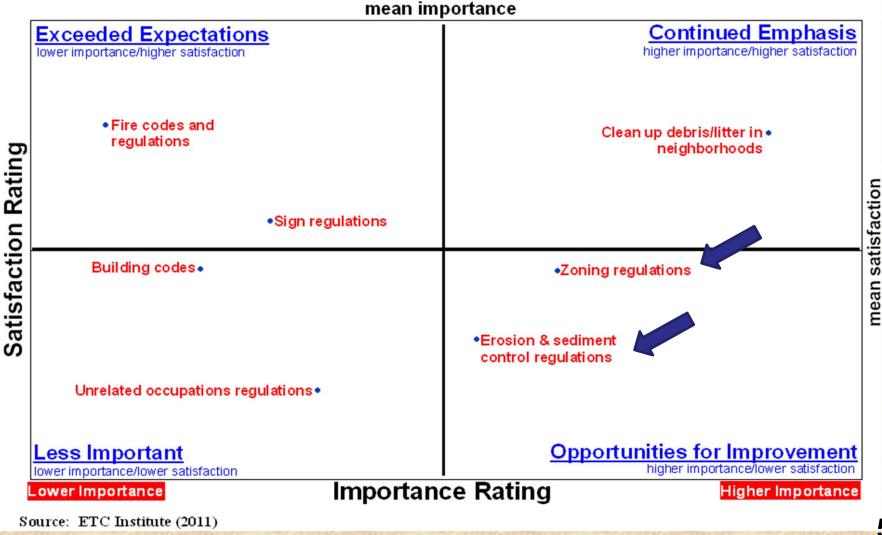


Importance-Satisfac	tion R	ating				
City of Auburn						
Code and Ordinance E	Inforce	ment				
Category of Service	Most	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	
High Priority (IS .1020)						
Erosion and sediment control regulations	26%	3	58%	6	0.1092	1
Zoning regulations	29%	2	64%	4	0.1044	2
Medium Priority (IS <.10)						
Clean up of debris/litter in neighborhoods	38%	1	76%	2	0.0912	3
Unrelated occupancy regulations	19%	4	54%	7	0.0874	4
Sign regulations	17%	5	68%	3	0.0544	5
Building codes	14%	6	64%	5	0.0504	6
Fire codes and regulations	10%	7	77%	1	0.0230	7

Code and Ordinance Enforcement Priorities:

# 2011 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)



53

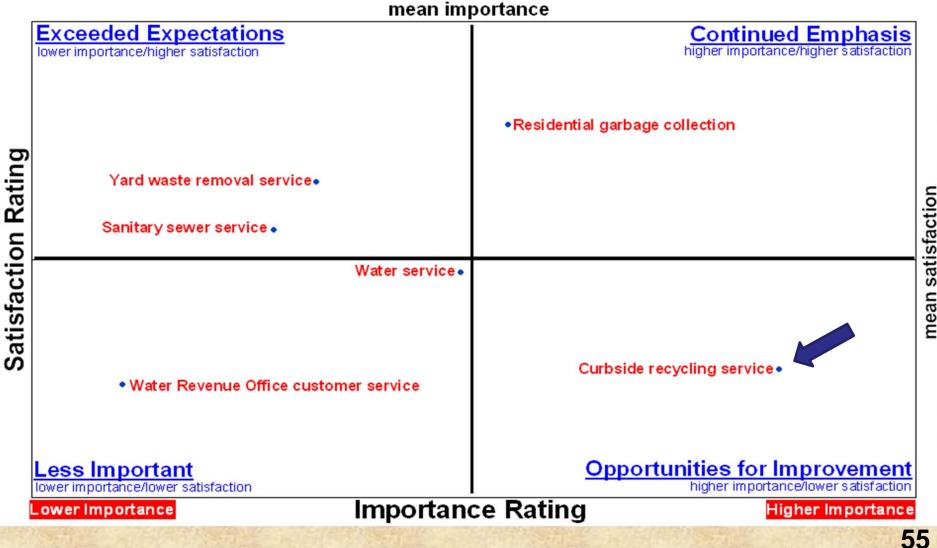
City of Auburn

# Utility and Environmental Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS &lt;.10)</u>						
Curbside recycling service	38%	1	75%	5	0.0950	1
Water service	25%	3	82%	4	0.0450	2
Water Revenue Office customer service	12%	6	74%	6	0.0312	3
Sanitary sewer service	18%	5	84%	3	0.0288	4
Yard waste removal service	20%	4	87%	2	0.0260	5
Residential garbage collection	27%	2	<b>91</b> %	1	0.0243	6

Utility and Environmental Services Priorities: Most Items Are Important 54

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix -Utility and Environmental Services-



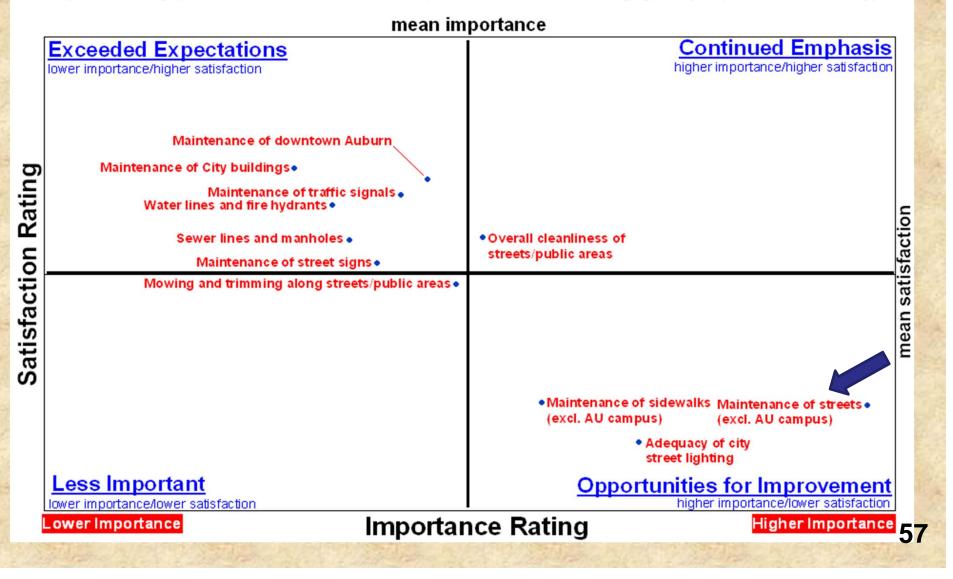
# City of Auburn CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)						
Maintenance of streets (excl. AU campus)	43%	1	67%	9	0.1419	1
Medium Priority (IS <.10)						
Adequacy of city street lighting	27%	2	64%	11	0.0972	2
Maintenance of sidewalks (excl. AU campus)	20%	3	67%	10	0.0660	3
Mowing and trimming along streets/public areas	14%	5	77%	7	0.0322	4
Overall cleanliness of streets/public areas	15%	4	80%	5	0.0300	5
Maintenance of downtown Auburn	12%	6	84%	2	0.0192	6
Maintenance of street signs	8%	8	77%	8	0.0184	7
Maintenance of traffic signals	10%	7	83%	3	0.0170	8
Sewer lines and manholes	6%	9	79%	6	0.0126	9
Water lines and fire hydrants	5%	10	82%	4	0.0090	10
Maintenance of city buildings	2%	11	85%	1	0.0030	11

### Maintenance Priorities:

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

### -Maintenance Services-



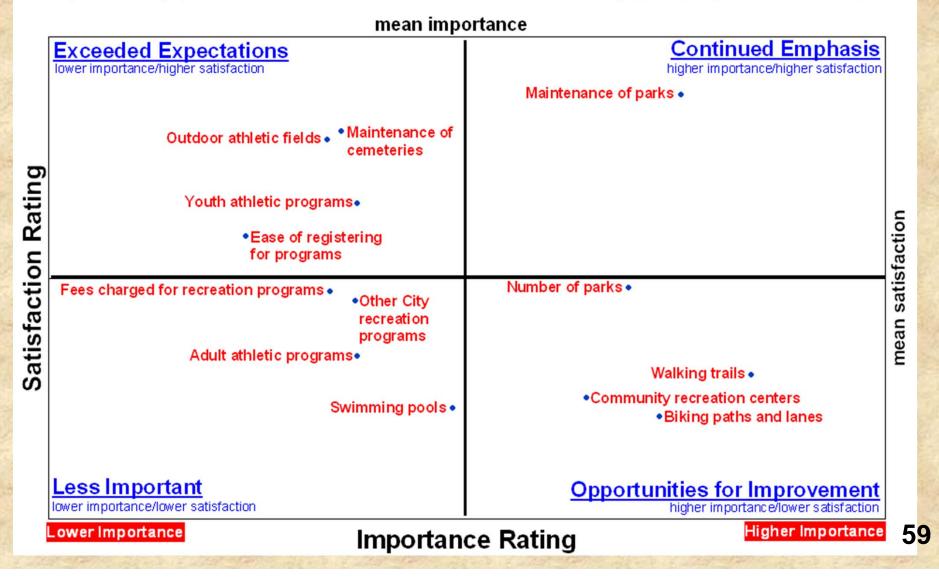
# City of Auburn PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Walking trails	22%	1	61%	10	0.0858	1
Biking paths and lanes	19%	3	57%	13	0.0817	2
Community recreation centers	16%	5	58%	11	0.0672	3
Number of parks	18%	4	68%	6	0.0576	4
Swimming pools	11%	6	58%	12	0.0462	5
Maintenance of parks	19%	2	84%	1	0.0304	6
Adult athletic programs	8%	8	64%	9	0.0288	7
Fees charged for recreation program	8%	9	67%	8	0.0264	8
Other city recreation programs	7%	12	68%	7	0.0224	9
Youth athletic programs	8%	7	75%	4	0.0200	10
Outdoor athletic fields	7%	11	80%	3	0.0140	11
Maintenance of cemeteries	7%	10	81%	2	0.0133	12
Ease of registering for programs	4%	13	72%	5	0.0112	13

### Parks and Recreation Services Priorities: NONE

# 2011 City of Auburn Community Survey Importance-Satisfaction Assessment Matrix

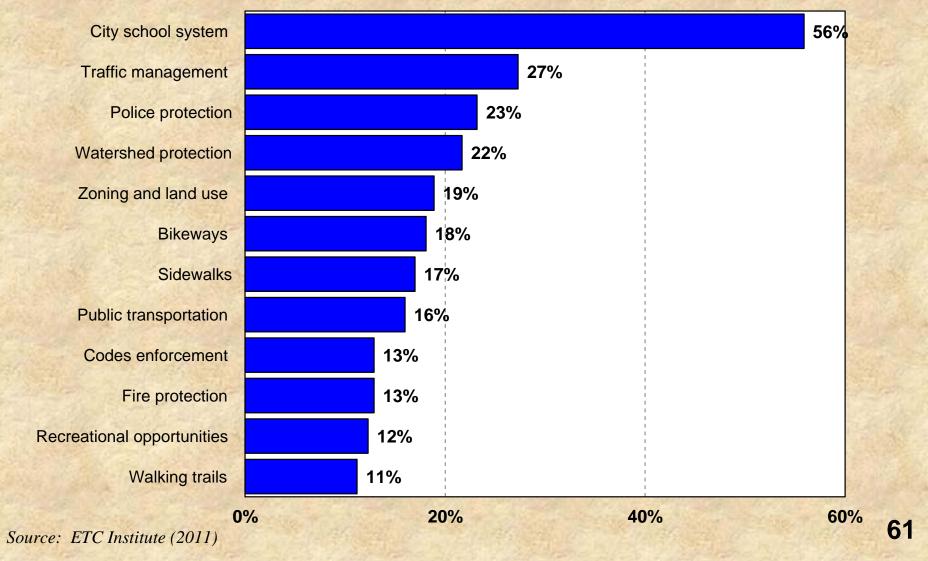
### -Parks and Recreation Services-

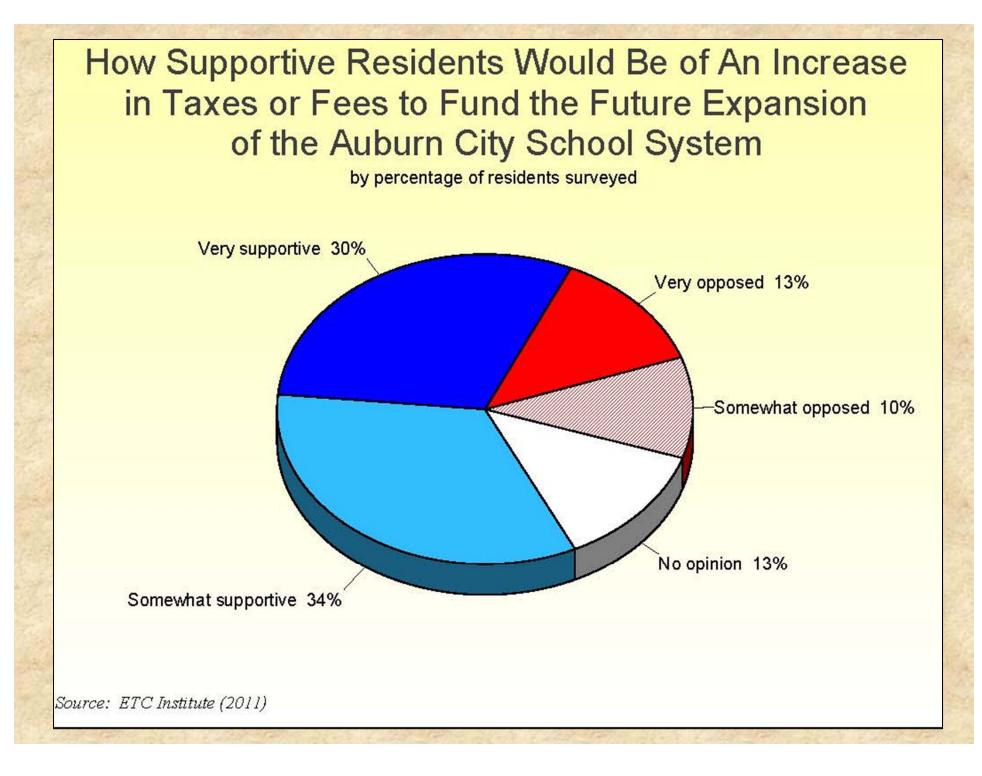


# Other Findings 60

# Areas Where City Officials Should Concentrate Their Efforts

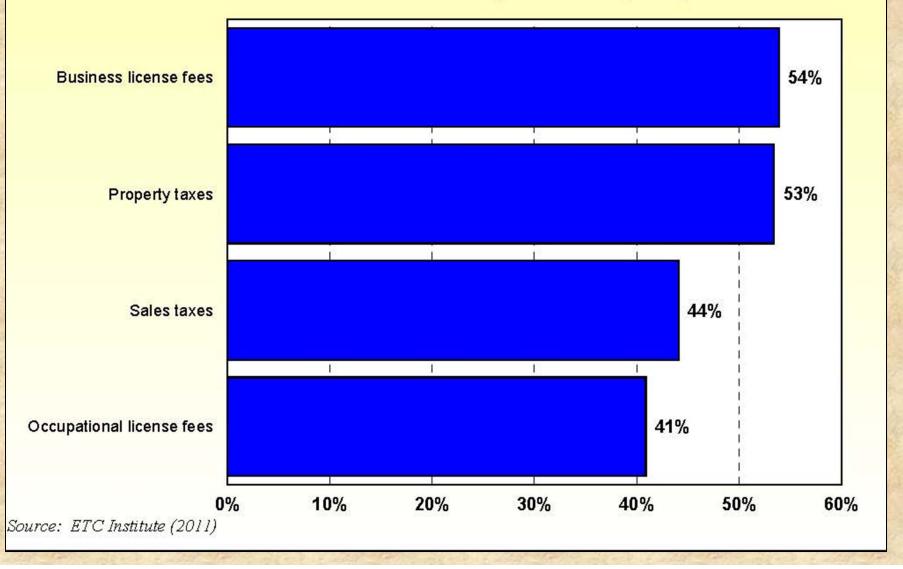
by percentage of respondents who felt the item was the "highest priority," based upon the percentage of residents who rated the item as a 1 on a 5-point scale, where a 1 meant highest priority and 5 meant lowest priority





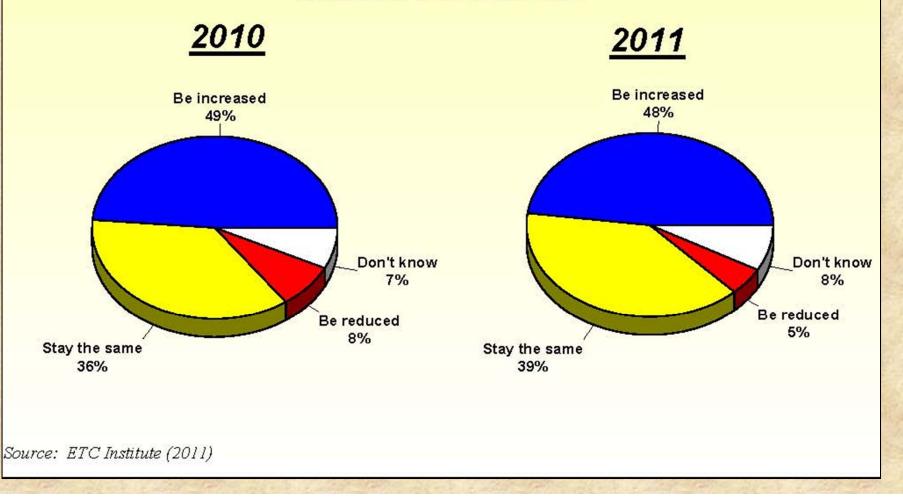
# Options Residents Were Most Supportive of to Fund the Expansion of the Auburn City School System

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



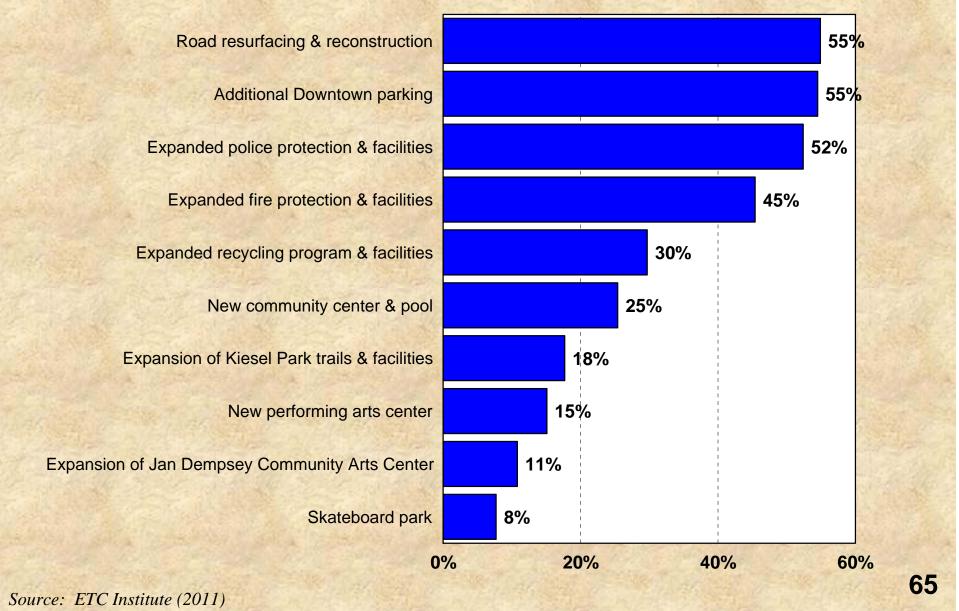
Do you think the City's efforts to pursue commercial and industrial projects in Auburn, in order to create jobs and revenue, should be increased, stay the same, or be reduced?

by percentage of residents surveyed



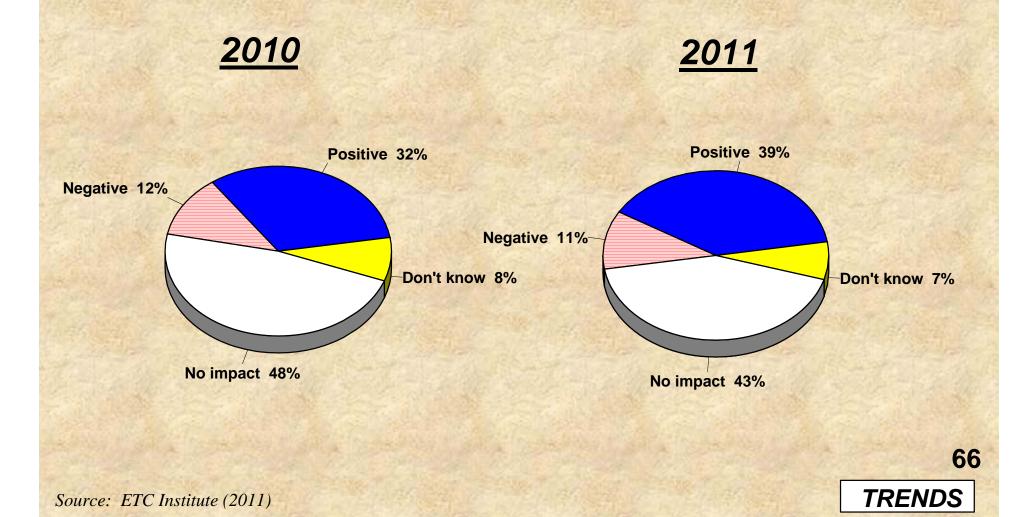
# **Priority of Various City Projects**

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"



Do You Think Auburn University Students Have Had a Positive, Negative, or No Impact on Your Neighborhood?

by percentage of residents surveyed



# Summary and Conclusions

- The City of Auburn is Moving in the Right Direction
- The City of Auburn is Setting the Standard for Other Cities
- Improvements to the <u>Flow of Traffic</u> and <u>City</u> <u>Streets</u> should continue to be the City's top overall priorities if the City wants to see customer satisfaction ratings continue to improve

# **Questions**?

# **THANK YOU**