2005 DirectionFinder® Survey City of Auburn, Alabama



By ETC Institute April 19, 2005

Agenda

- Methodology
- Demographics
- Results
 - Maintenance
 - Public Safety
 - Utilities
 - Code Enforcement
 - Leadership
 - Parks and Recreation
 - Communication
 - Other Issues: (Customer Service & Stormwater)
- 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 686 residents
 - 51 Community Leaders
- Precision of at least +/-3.8% at the 95% level of confidence
- Benchmarking Data
- Results were geocoded

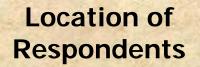
Benchmarking Cities

- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas*
- Lee's Summit, Missouri
- Lenexa, Kansas

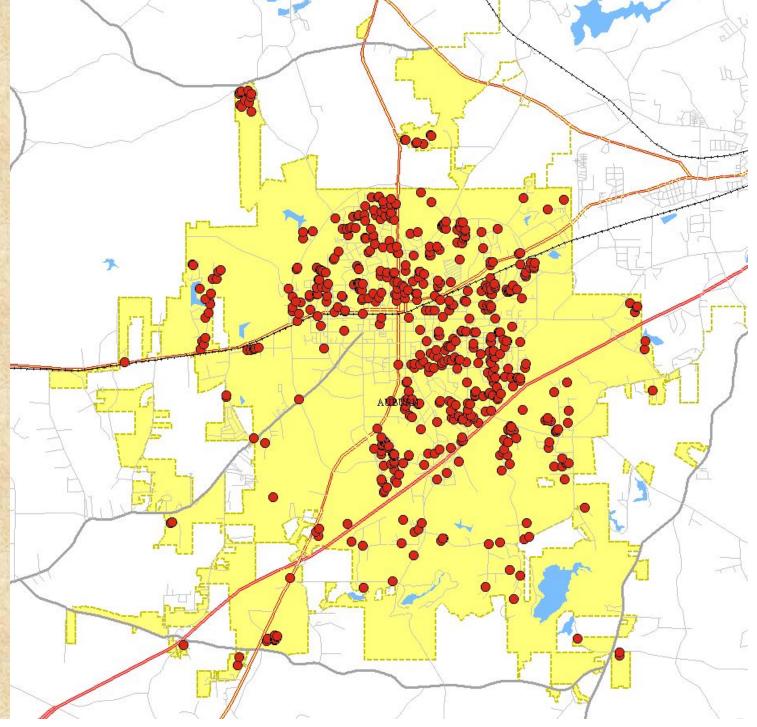
- Manhattan, Kansas*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- West Des Moines, Iowa

* Cities with a major university

Demographics

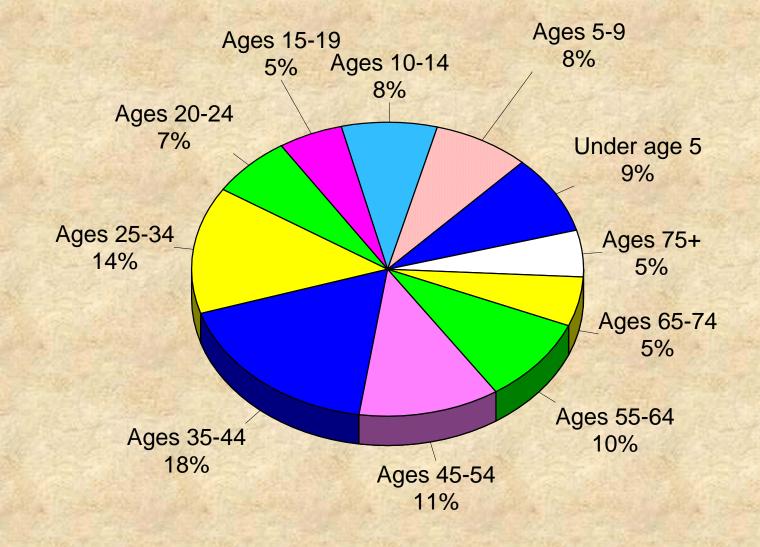


2005 Auburn Citizen Survey



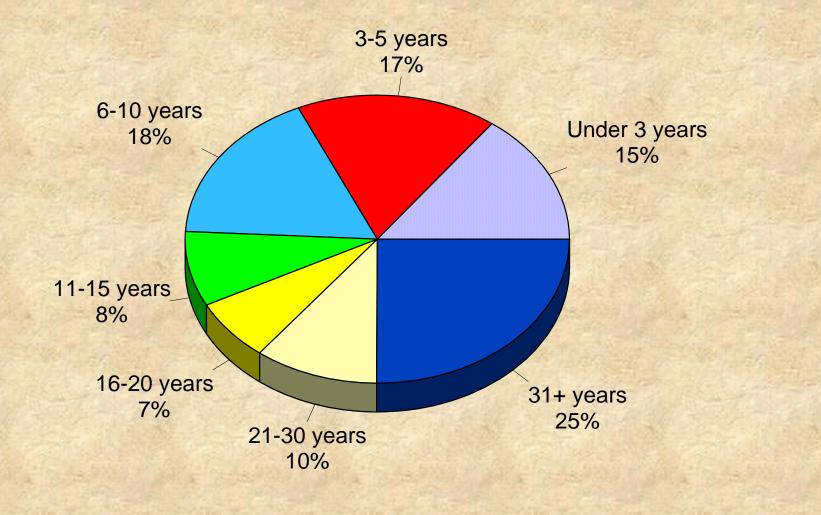
Demographics: Ages of Household Occupants

by percentage of persons in households



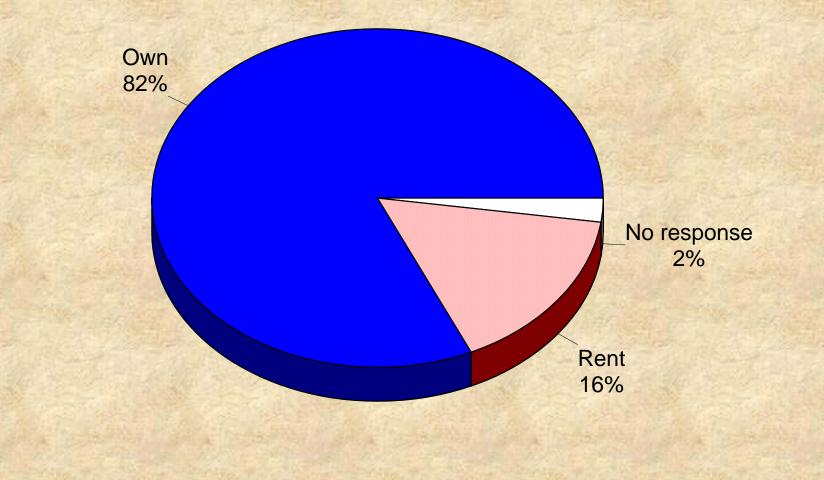
Demographics: How Many Years Have You Lived in the City of Auburn?

by percentage of residents surveyed



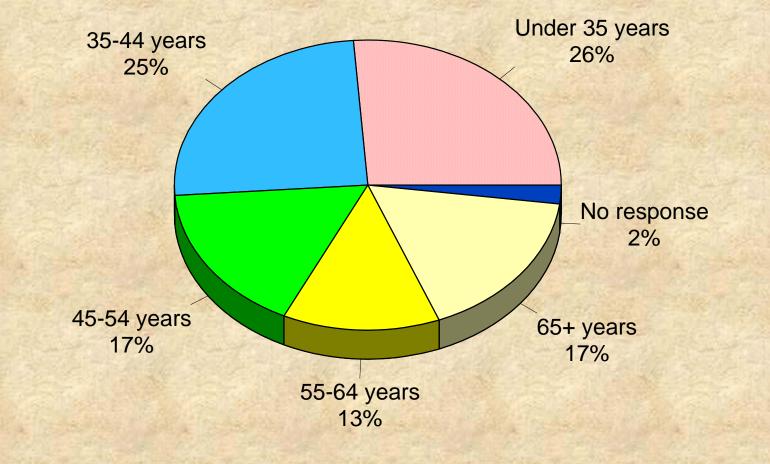
Demographics: Do You Own or Rent Your Current Residence?

by percentage of residents surveyed



Demographics: What is Your Age?

by percentage of residents surveyed



Demographics: Total Annual Household Income by percentage of residents surveyed



Overall Ratings

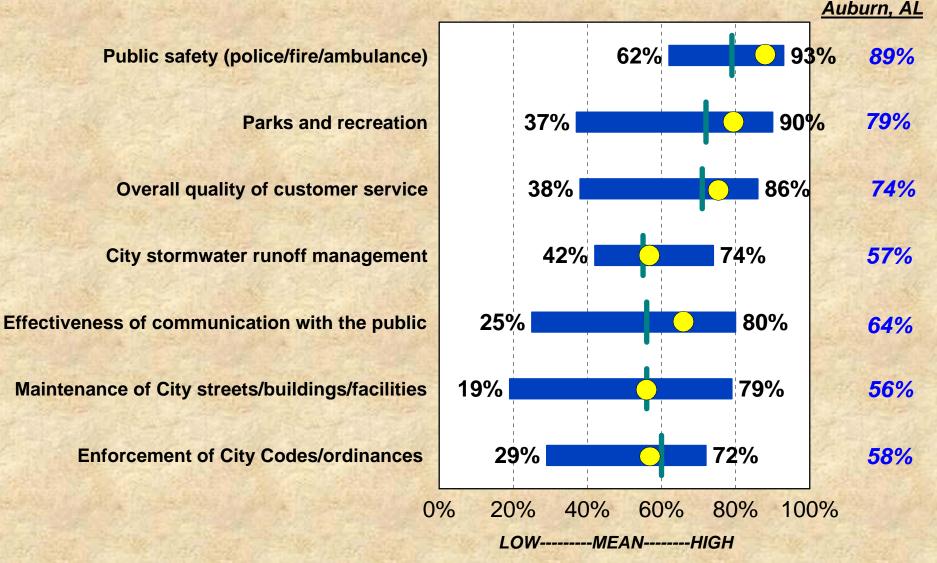
Overall Satisfaction With City Services by Major Category

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

Quality of police, fire and ambulance	37%			52%			8% 3%			
Overall quality of City library facilities/service	45%			43%			8% 4%			
Quality of City parks programs/facilities	25% 54%			54%		14	1% 7%			
Customer service from City employees	25% 49%				20%					
Effectiveness of City communication with public	18%	18% 45%			27%		10%			
uality of stormwater runoff/stormwater management	13%	% 44%			26%		17%			
Enforcement of city codes and ordinances	11%	6 47%		47%		9%	14%			
Maintenance of City streets/buildings/facilities	10%	<mark>0%</mark> 46%			24%	, D	20%			
Flow of traffic/congestion in Auburn	9% 33% 23			23%	% 35%					
0% 20% 40% 60% 80% 100										
□Very Satisfied	■Very Satisfied (5) ■Satisfied (4) ■Neutral (3) ■Dissatisfied (1/2)									

Overall Satisfaction With City Services by Major Category - 2005

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



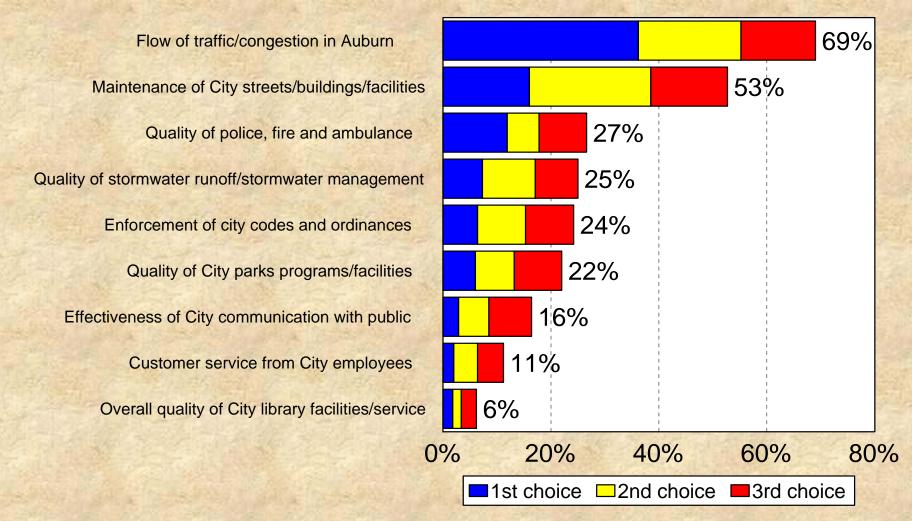
Source: ETC Institute DirectionFinder

Trends

- Overall most changes from 2004-2005 were not statistically significant
- Improvements
 - Satisfaction with traffic flow
 - This was the top priority in 2004
 - Visibility of police in retail areas
 - Overall feeling of safety in the City
- Significant Decreases
 - Satisfaction with stormwater management
 - Wastewater treatment

City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of residents surveyed who selected the item as one of their top three choices

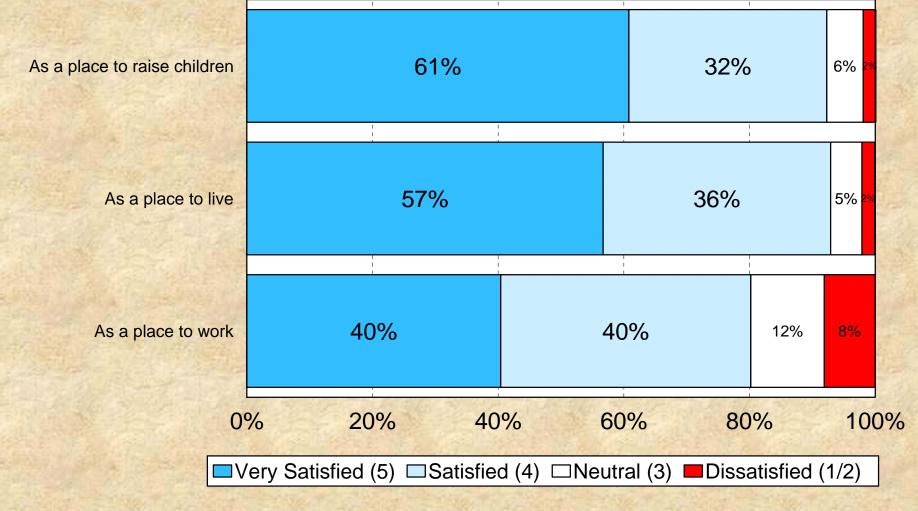


Importance-Satisfaction Rating City of Auburn OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic/congestion management	69%	1	42%	9	0.4002	1
Maintenance of streets, buildings, facilities	53%	2	56%	8	0.2332	2
High Priority (IS .1020)					1 - A - A - A	
Quality of stormwater runoff	25%	4	57%	7	0.1075	3
Codes and ordinances	24%	5	58%	6	0.1008	4
Medium Priority (IS <.10)			and sola			
City communication	16%	7	64%	5	0.0576	5
Parks and recreation	22%	6	79%	3	0.0462	6
Quality of Police, Fire and Ambulance	27%	3	89%	1	0.0297	7
Customer service	11%	8	74%	4	0.0286	8
Quality of City Library facilities/service	6%	9	88%	2	0.0072	9

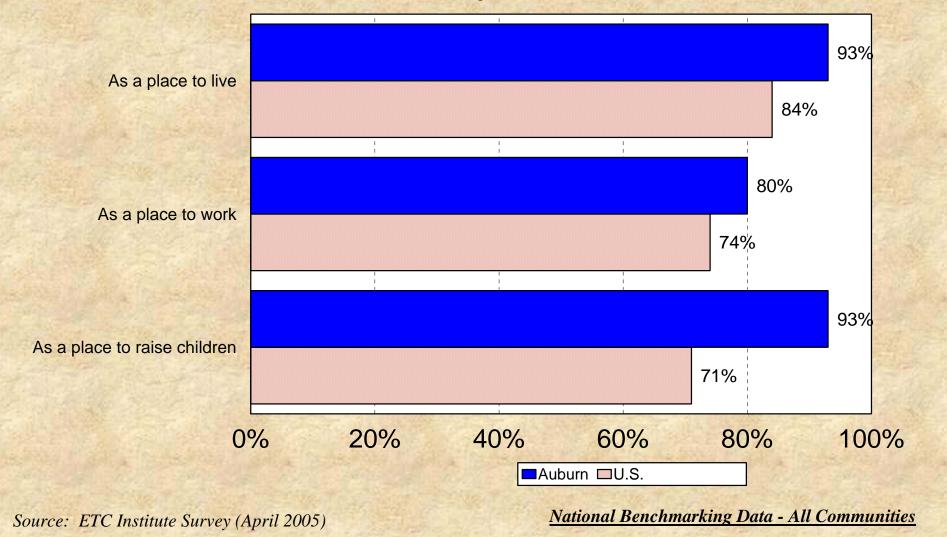
Satisfaction with Various Aspects of Life in Auburn

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



How Residents Rate Their Community as a Place to Live, Work, and Raise Children Auburn vs. U.S

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



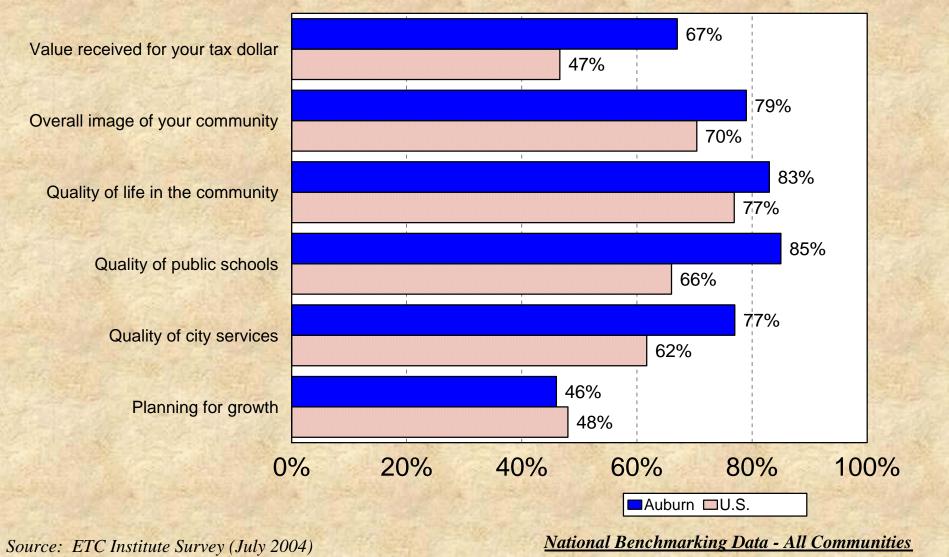
Satisfaction With Items That Influence the <u>Perception Residents Have of the City</u>

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

				and the second sec		and the second s	
Quality of the City of Auburn's School system	49%			369	%	10% 5%	6
Overall quality of life in the City	30%			53%	1	12% 5%	
Overall image of the City	27% 5			52%	-	14% 7%	,
Overall quality of services provided by the City	18%	6 59%		%		19% 4	%
Overall appearance of the City	18%		52%		19%	12%	
Overall value received for City tax dollars/fees	15%		52%	22		10%	
City's planning for future growth	14%	32%		23%		1%	
0'	0% 20% 40% 60% 80% 1						
□Very S	atisfied (5)) DSatisfie	ed (4) □Ne	eutral (3) 🔳Di	issatisfied	(1/2)	

Overall Satisfaction with the City Auburn vs. 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"



Maintenance

Satisfaction with Various Aspects of <u>City Maintenance</u>

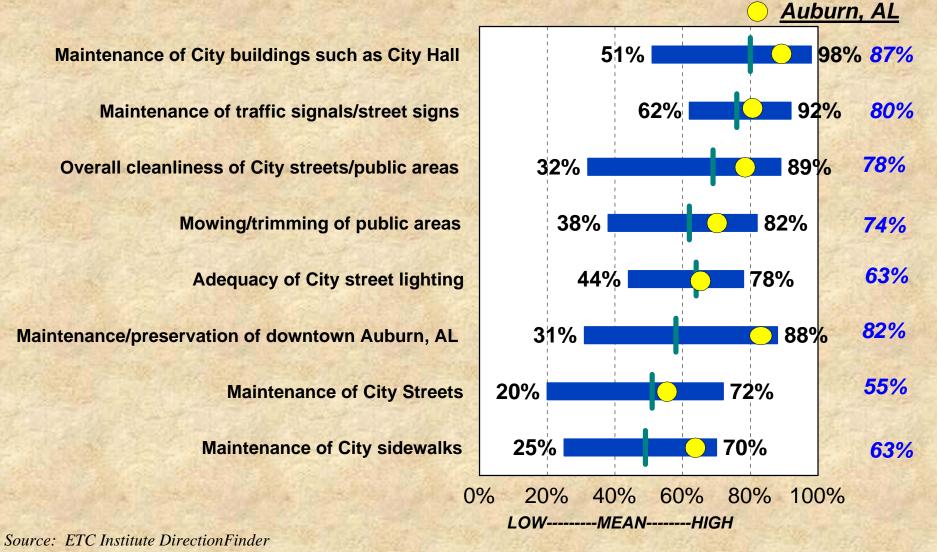
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale excluding don't knows

Maintenance of City buildings, such as City Hall Maintenance of downtown Auburn Water lines and fire hydrants in the City Maintenance of traffic signals Overall cleanliness of City streets/public areas Mowing/trimming of public areas Maintenance of street signs Sewer lines and manholes in the City Adequacy of City street lighting Maintenance of sidewalks in the City Maintenance of City streets

The last	28%			59%					12	.% 2 <mark>9</mark>	
	24%			58%				1:	3%	5%	
	21	%			61%			I	1	7%) ^{2%}
	21	%			60%				15	15% 4%	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	20%			59%				14%	6 0	8%	
	22%		53%			16		6%		9%	
	16%	, D		57% 1		18%		9%			
	16%	, D		57	57%			2	21%		7%
	13%		I	51%		Ι	21%			16%	
	12%			51%		1	2	3%		14	%
	9%			46%	46%		9%	9%		26%	
0	%	2	20%	⁶ 40%)	60%	6	80	%	57	100
er	y Satisfi	ied ((5) [□Satisfied (4)	□Neu	utral (3	3) E C	Dissati	isfied	(1/:	2)

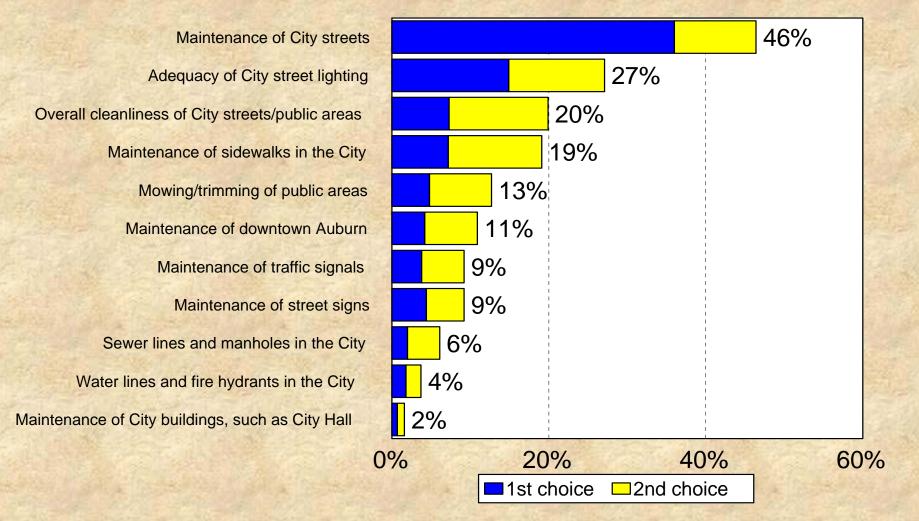
Satisfaction with <u>Maintenance</u> Services Provided by Cities - 2005

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



<u>City Maintenance</u> 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

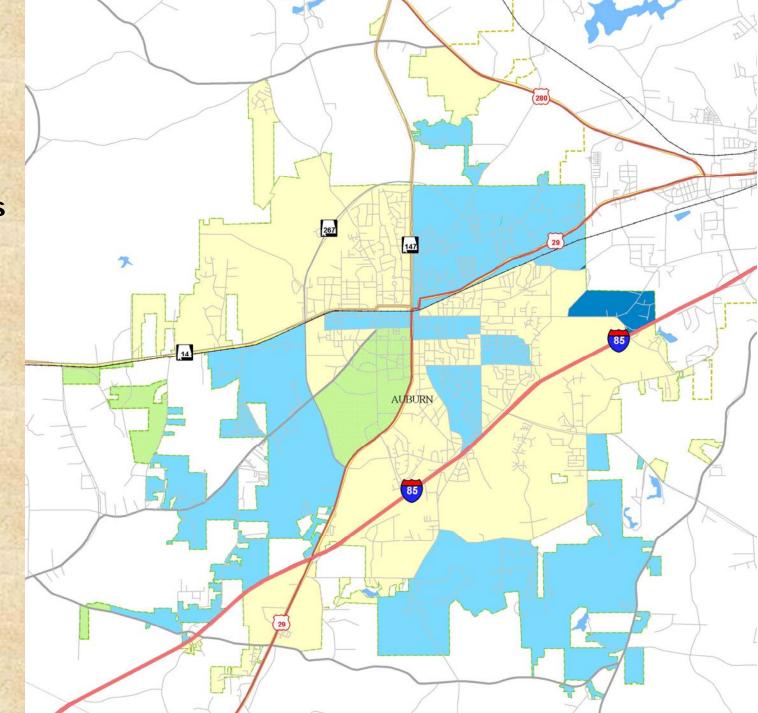


Importance-Satisfaction Rating City of Auburn CITY MAINTENANCE

	Most Important	Most Important	Satisfaction	Satisfaction	Importance- Satisfaction	I-S Rating
Category of Service	%	Rank	%	Rank	Rating	Rank
Very High Priority (IS >.20)						
Maintenance of City streets	46%	1	55%	11	0.2070	1
High Priority (IS .1020)				A sea		
None	15 2 17			1. 18		100 100
Medium Priority (IS <.10)						1919
Adequacy of City street lighting	27%	2	63%	9	0.0999	2
Maintenance of sidewalks in the City	19%	4	63%	10	0.0703	3
Cleanliness of city streets & public areas	20%	3	78%	6	0.0440	4
Mowing/trimming of public areas	13%	5	74%	7	0.0338	5
Maintenance of street signs	9%	7	73%	8	0.0243	6
Maintenance of downtown Auburn	11%	6	82%	3	0.0198	7
Maintenance of traffic signals	8%	8	80%	4	0.0160	8
Sewer lines and manholes in the City	6%	9	79%	5	0.0126	9
Water lines and fire hydrants in the City	4%	10	81%	2	0.0076	10
Maintenance of City buildings	2%	11	87%	1	0.0026	11

Question 9a Satisfaction with the Maintenance of City streets





Ouestion 9b Satisfaction with the Maintenance of City Sidewalks

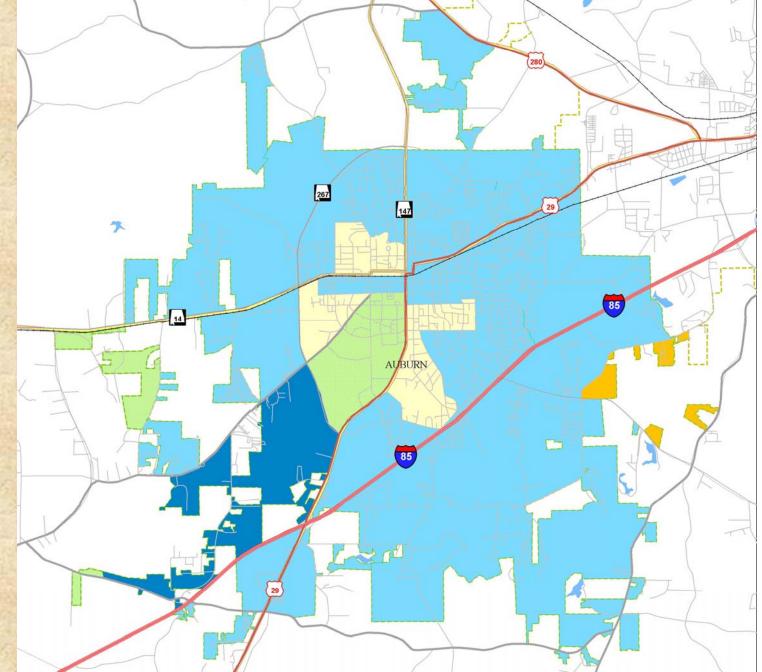


2.60 to 3.40

3.40 to 4.20

4.20 to 5.00

University/Other



Ouestion 9i Satisfaction with the Adequacy of City Street Lighting

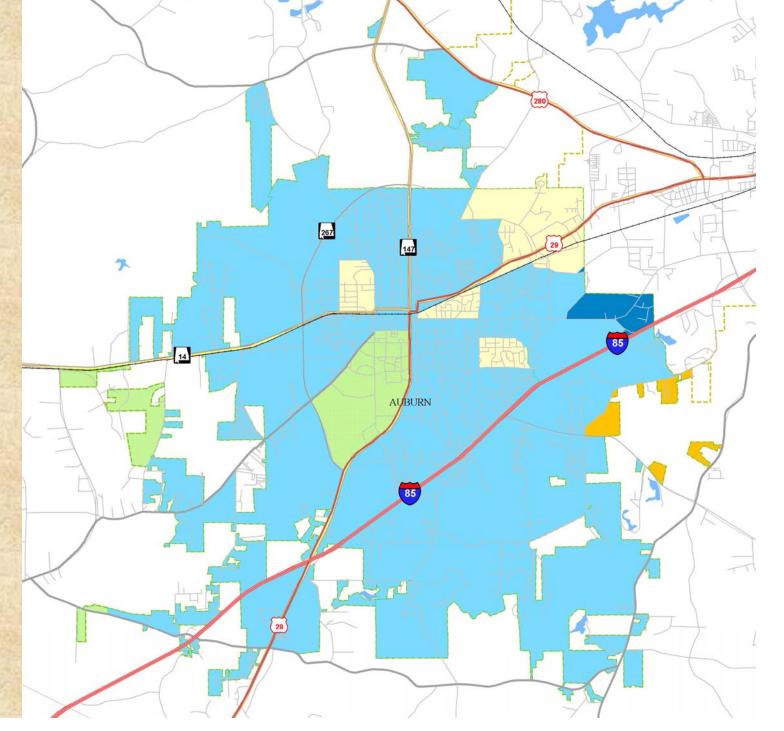
Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80 1.80 to 2.60

2.60 to 3.40

3.40 to 4.20

4.20 to 5.00

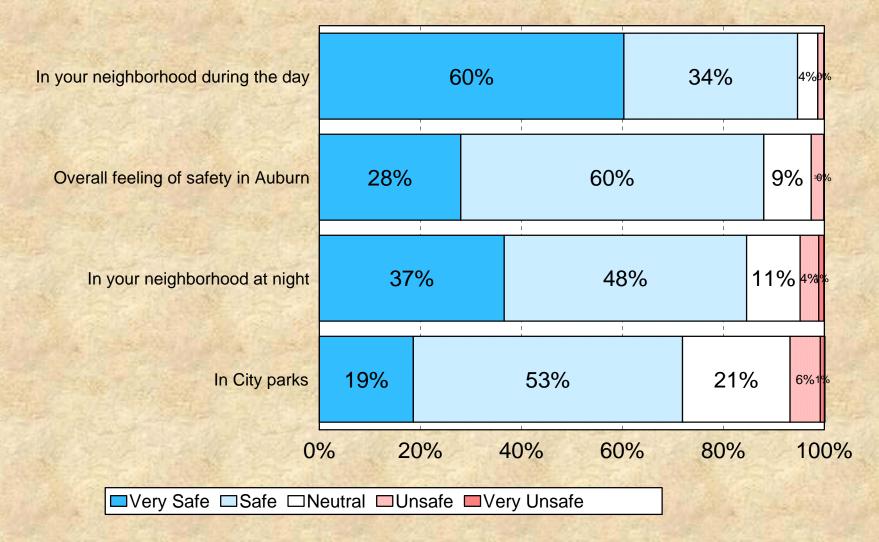
University/Other



Public Safety

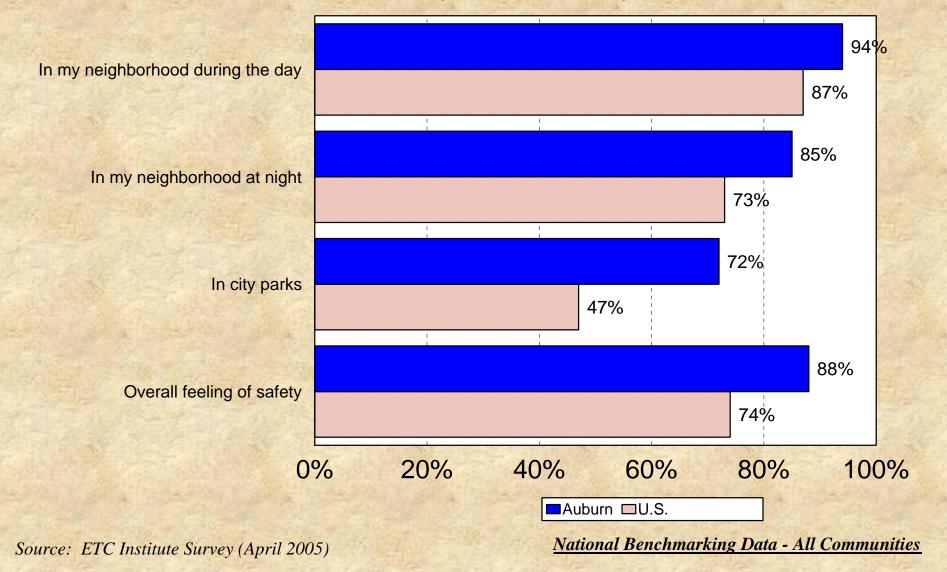
Feelings of Safety in Auburn

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



How Safe Residents Feel in Their Community Auburn vs. 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"



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

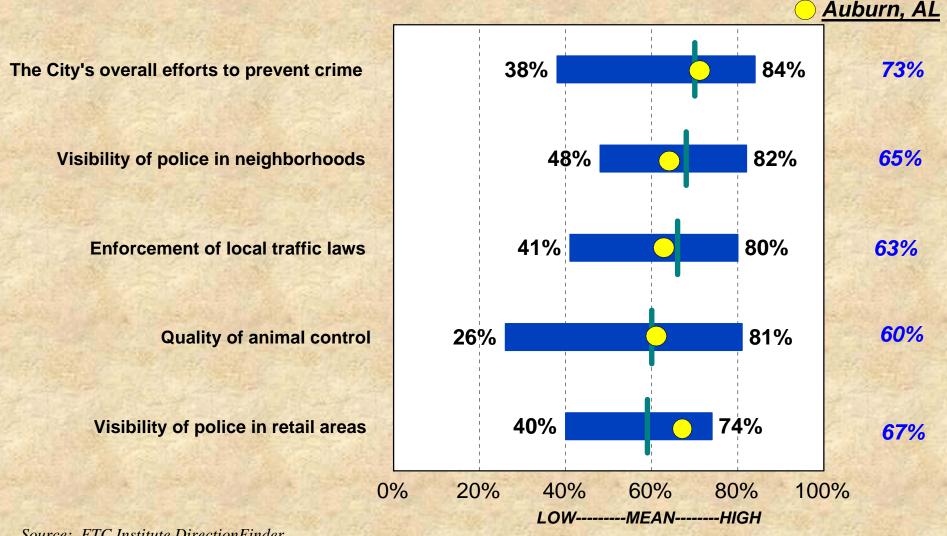
Quality of local fire protection Locations of fire stations Quality of local police protection How quickly fire division personnel respond How quickly police respond to emergencies Quality of local ambulance service The City's efforts to prevent crime Fire safety education programs Visibility of police in retail areas Police safety education programs Visibility of police in neighborhoods Enforcement of local traffic laws Quality of animal contro Enforcement of speed limits in neighborhoods

-	Contraction of the second	-			-		100		-	
	35%	%	53%					10	%	
	35%		52%				12%			
	31%	D		54%			11%			
	37	%		47%				15%		
	29%			49%			_	18%	4%	
	27%			47%			2	2%	4%	100
	20%		53	3%			21	%	<mark>6%</mark>	
	26%		44%				279		3%	Contraction of the
	19%		48%				27%	%	<mark>6%</mark>	
	23%		43	%			289	%	<mark>5%</mark>	C 400 - 20
	19%		46%	6		22	2%	13	%	
	15%		48%			19%	/ 0	19%)	
	20%		40%	ſ		22%)	19%	, D	
11% 34% 22% 33%										
0	% 20)%	40%	60	%		80%	6	100)(
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■Very Satisfied (5) ■Satisfied (4) ■Neutral (3) ■Dissatisfied (1/2)

Satisfaction with Various Public Safety Services Provided by Cities - 2005

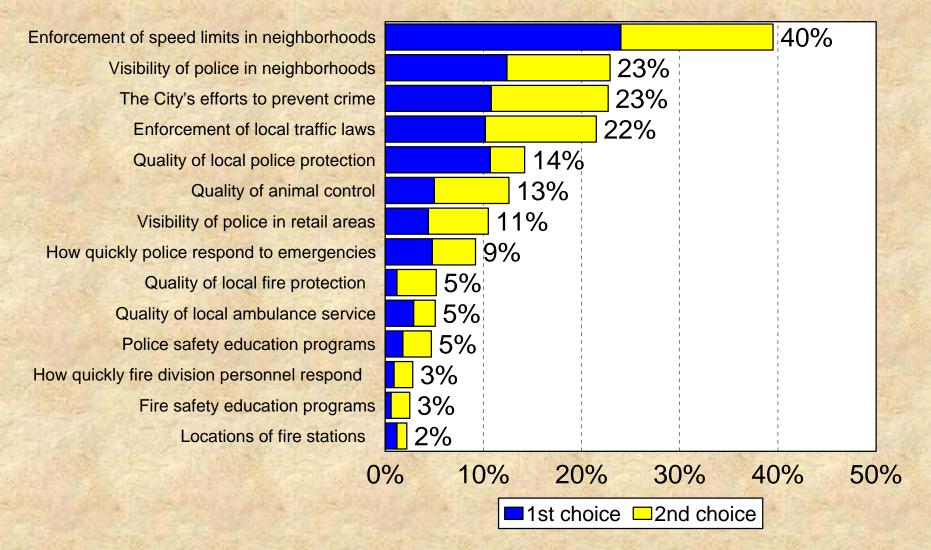
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder

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

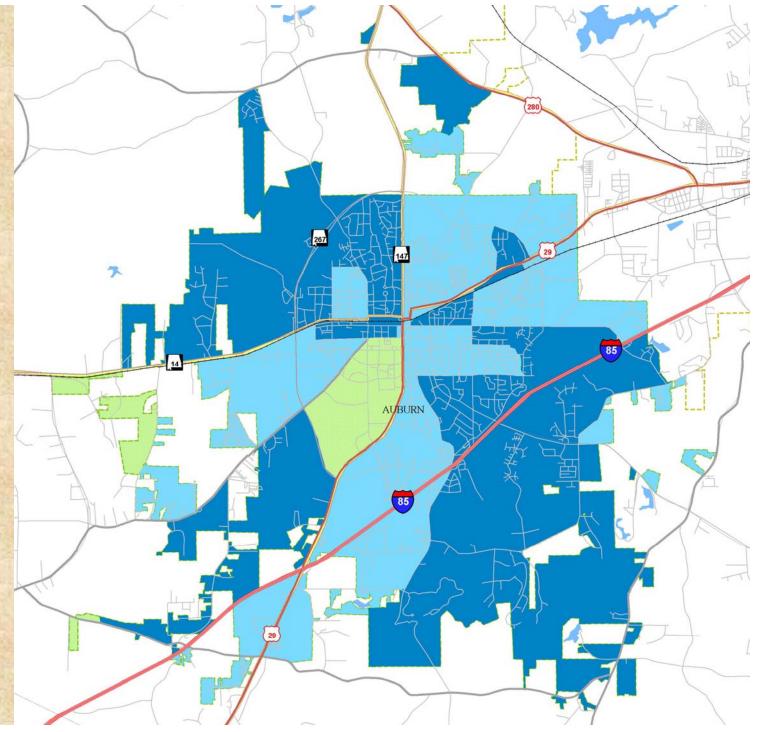


Importance-Satisfaction Rating City of Auburn PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
	認知法			12/24 2	Station - In	1
<u>Very High Priority (IS >.20)</u> Enforcement of speed limits in						
neighborhoods	40%	1	45%	14	0.2200	1
	1070		1070	N.G. MAR	012200	A MARKE
High Priority (IS .1020)		E A BOAR			Star Soll A	
NONE						
Medium Priority (IS .<10)	19. A 19					21-25
Enforcement of local traffic laws	22%	4	63%	12	0.0814	2
Visibility of police in neighborhoods	23%	2	65%	11	0.0805	3
Overall efforts to prevent crime	23%	3	73%	7	0.0621	4
Quality of animal control	13%	6	60%	13	0.0520	5
Visibility of police in retail areas	11%	7	67%	10	0.0363	6
Quality of local police protection	14%	5	85%	3	0.0210	7
How quickly police respond	9%	8	78%	5	0.0198	8
Police safety education programs	5%	11	67%	9	0.0165	9
Quality of local ambulance service	5%	10	75%	6	0.0125	10
Fire safety education programs	3%	13	71%	8	0.0087	11
Quality of local fire protection	5%	9	88%	1	0.0060	12
Second and Street and and					in the set	and the second
How quickly fire division personnel respond	3%	12	84%	4	0.0048	13
Locations of fire stations	2%	14	86%	2	0.0028	14

Question Q5i Satisfaction with the Location of Fire Stations

Mean Rating 1=very unsatisfied 5=very satisfied

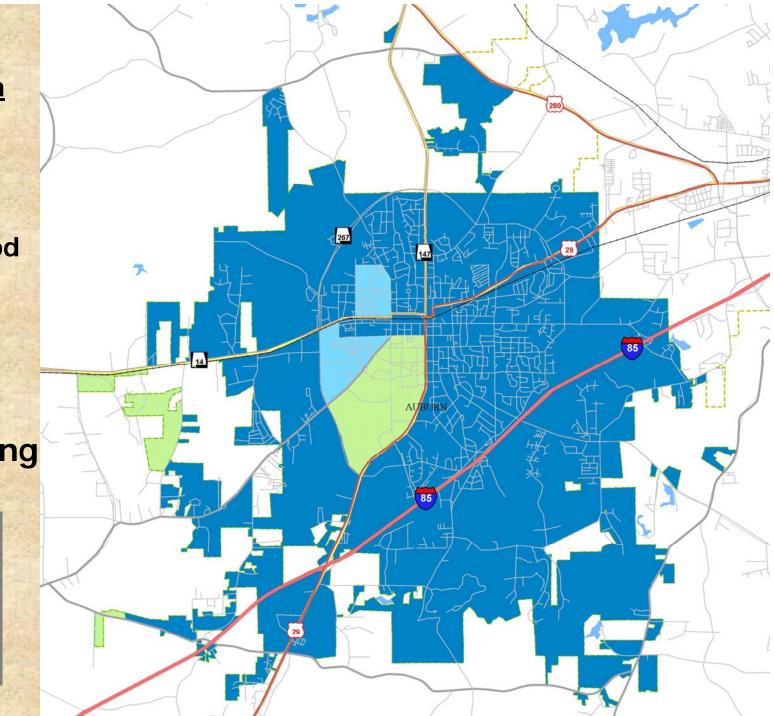


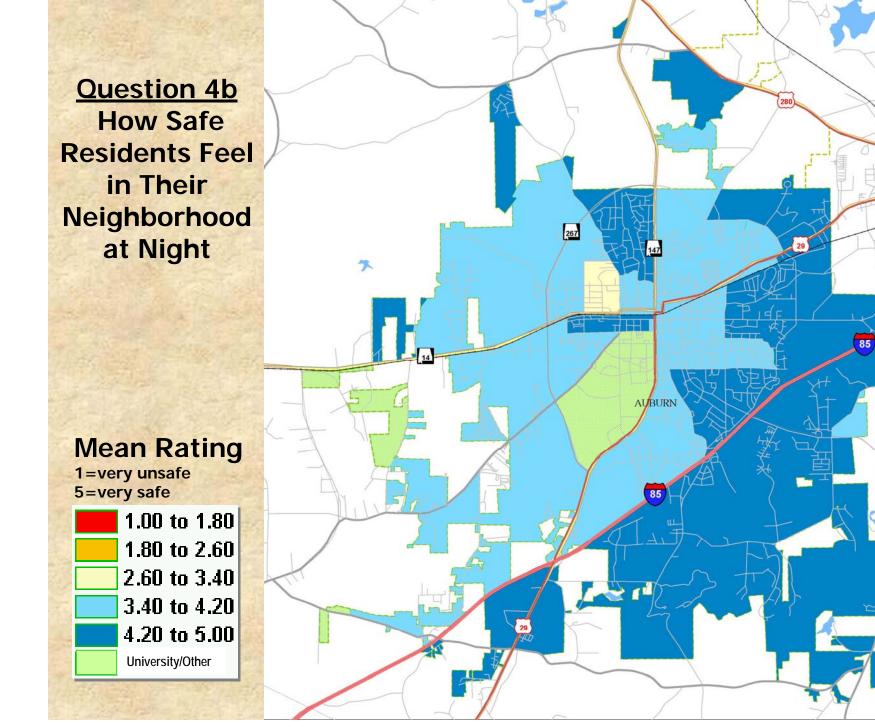
Question 4a How Safe Residents Feel in Their Neighborhood During the Day

Mean Rating

1=very unsafe 5=very safe

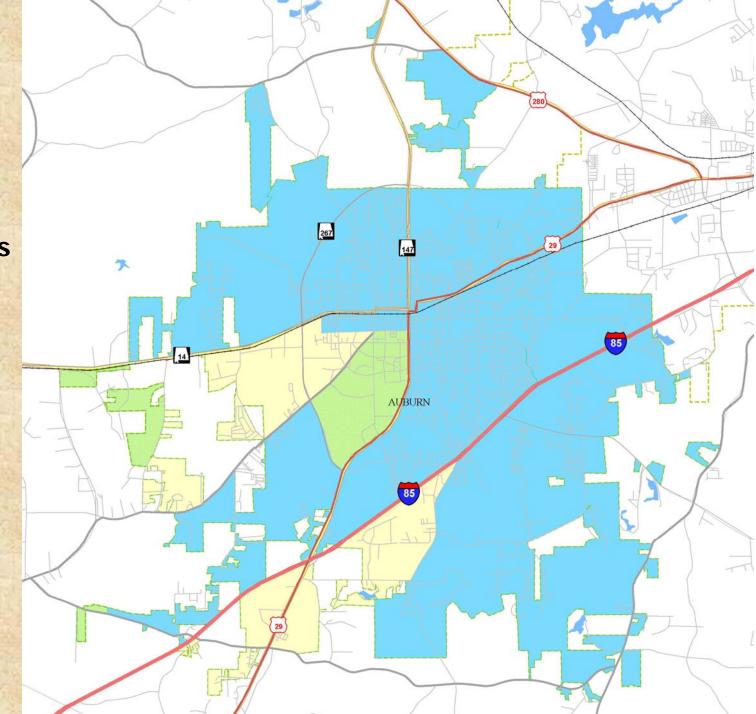






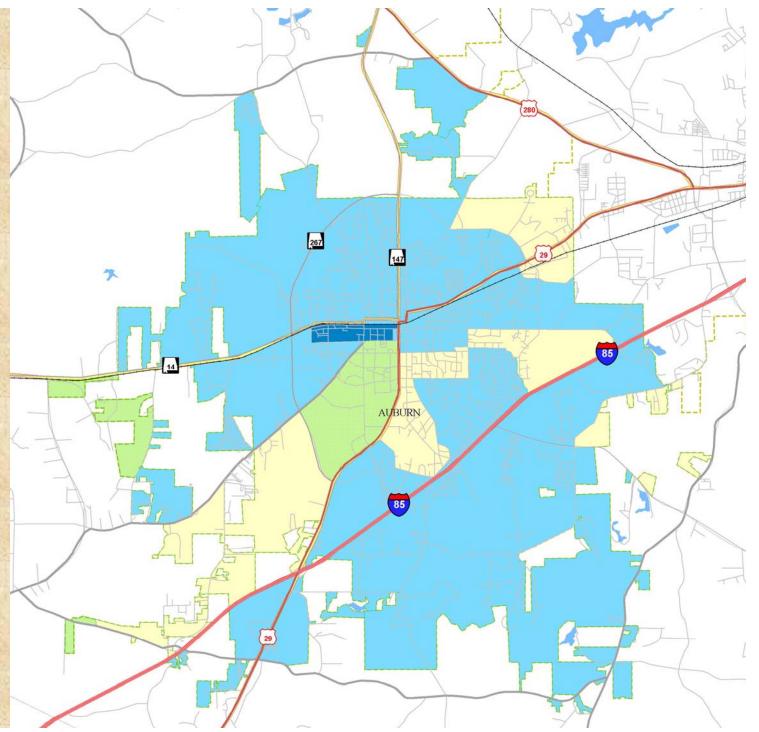
Question 5b Satisfaction with the Visibility of Police in Neighborhoods

Mean Rating 1=very unsafe 5=very safe 1.00 to 1.80 1.80 to 2.60 2.60 to 3.40 3.40 to 4.20 4.20 to 5.00



Question 5g Satisfaction with the Enforcement of Local Traffic Laws

Mean Rating 1=very unsatisfied 5=very satisfied



Utility Services

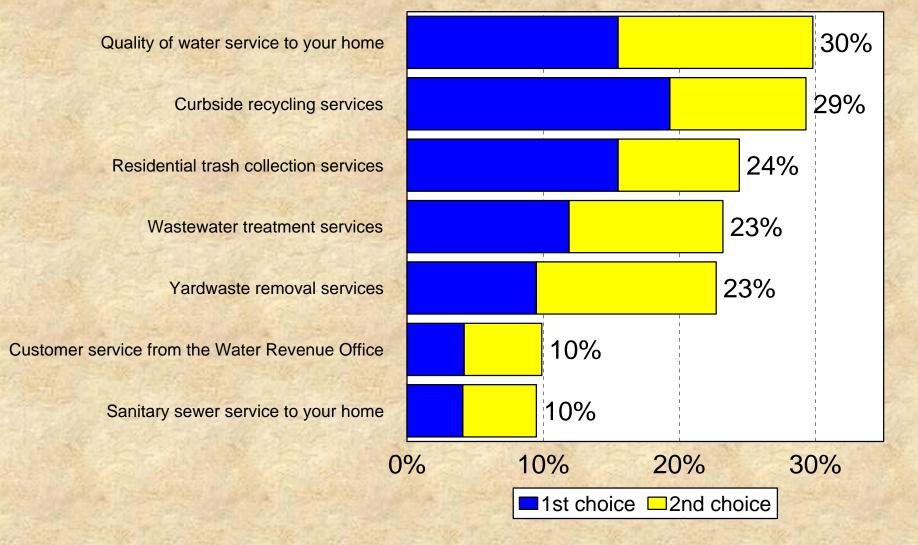
Satisfaction with Various Aspects of <u>Utility Services</u>

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

Sanitary sewer service to your home	27%	55%	15%3%
Quality of water service to your home	26%	54%	13% 7%
Residential trash collection services	34%	46%	10% <mark>10%</mark>
Customer service from the Water Revenue Office	27%	48%	20% 6%
Yardwaste removal services	31%	42%	14% 13%
Wastewater treatment services	22%	50%	20% 7%
Curbside recycling services	26%	41%	18% 16%
00	% 20%	40% 60%	80% 100%
■Very Satisfied (5) ■Satisfied	(4) □Neutr	al (3) Dissatisfied	1 (1/2)

<u>Utility Safety</u> 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



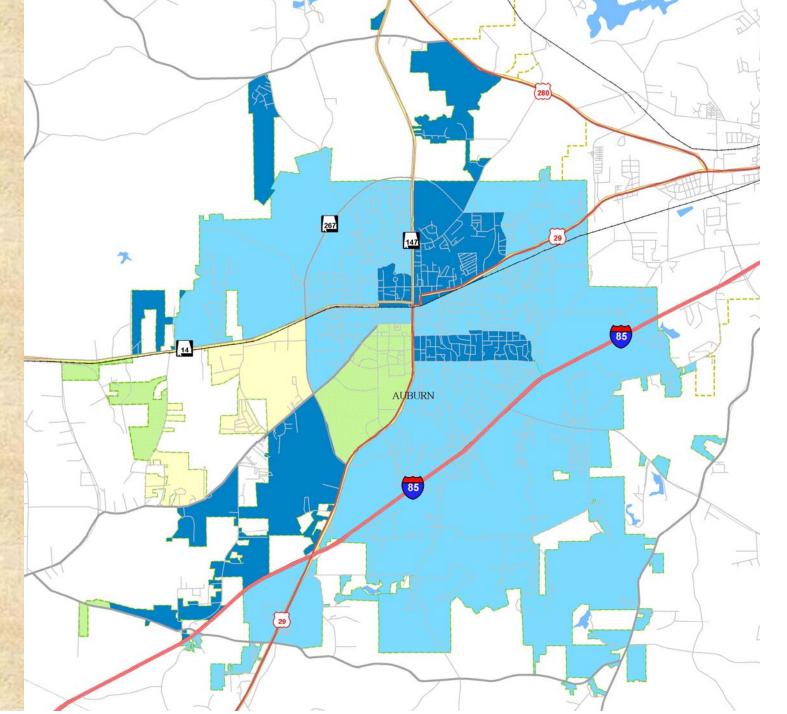
Question 7a Satisfaction with Residential Trash Collection Service

Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80 1.80 to 2.60

2.60 to 3.40

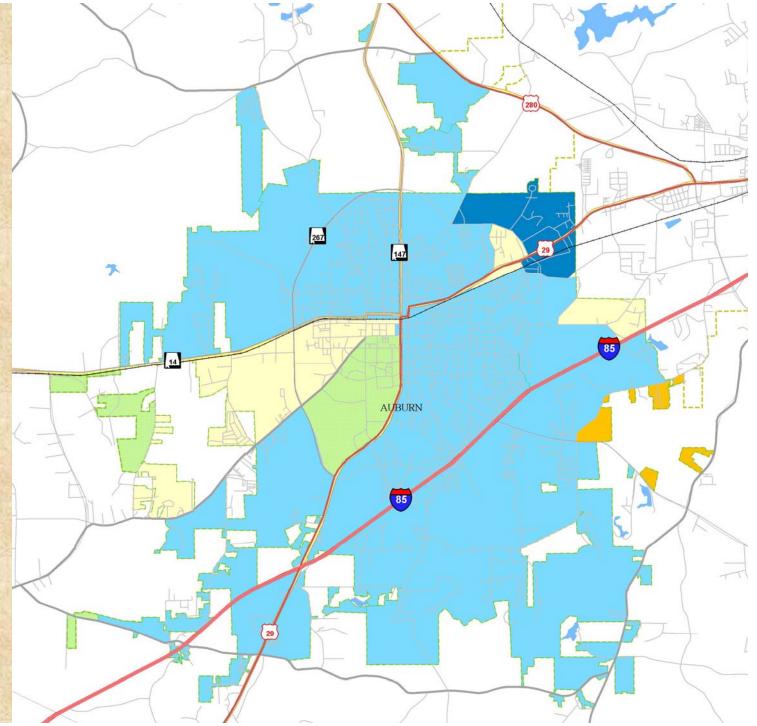
3.40 to 4.20

4.20 to 5.00



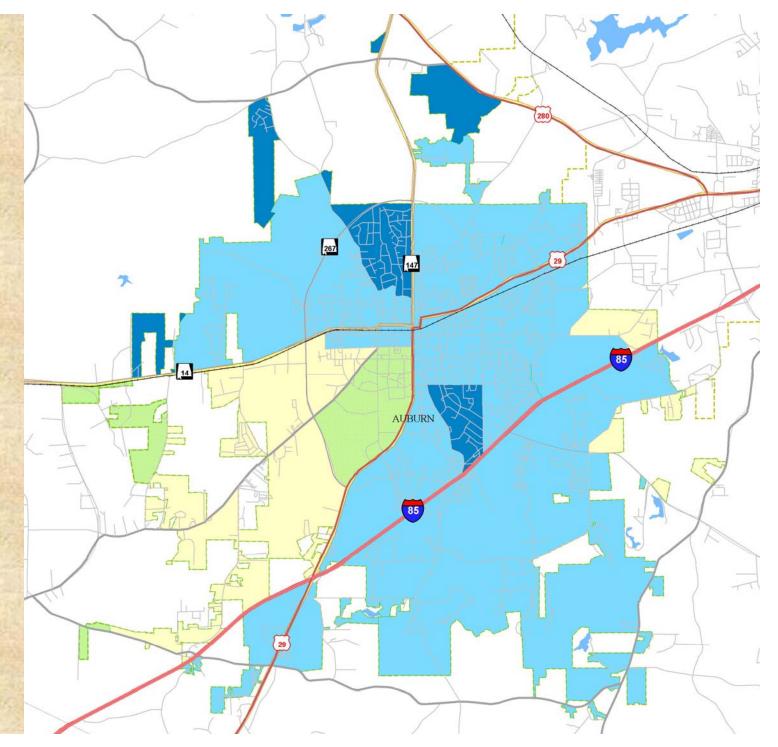
Question 7b Satisfaction with Curbside Recycling Services

Mean Rating 1=very unsatisfied 5=very satisfied



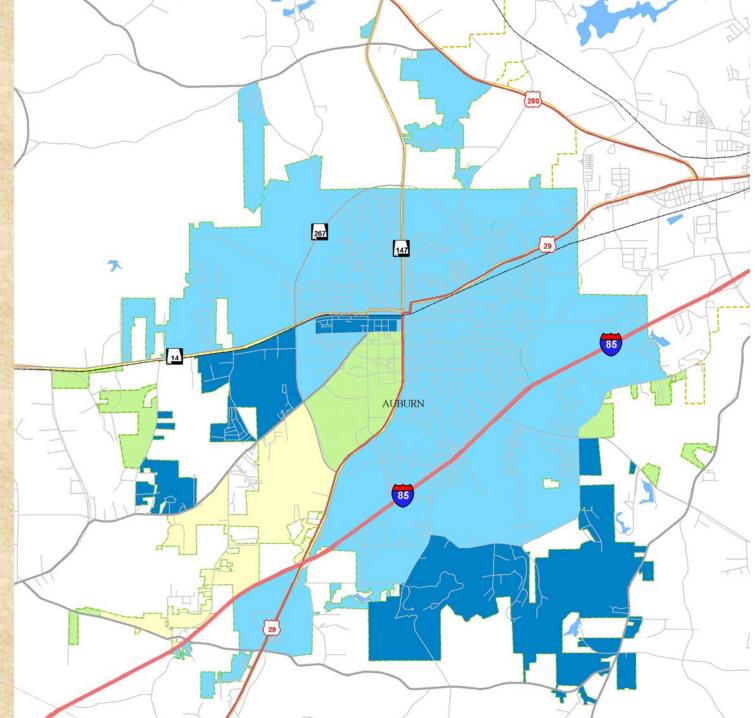
Question 7c Satisfaction with Yardwaste Removal Services

Mean Rating 1=very unsatisfied 5=very satisfied



Question 7g Satisfaction with Customer Service from Water Revenue

Mean Rating 1=very unsatisfied 5=very satisfied



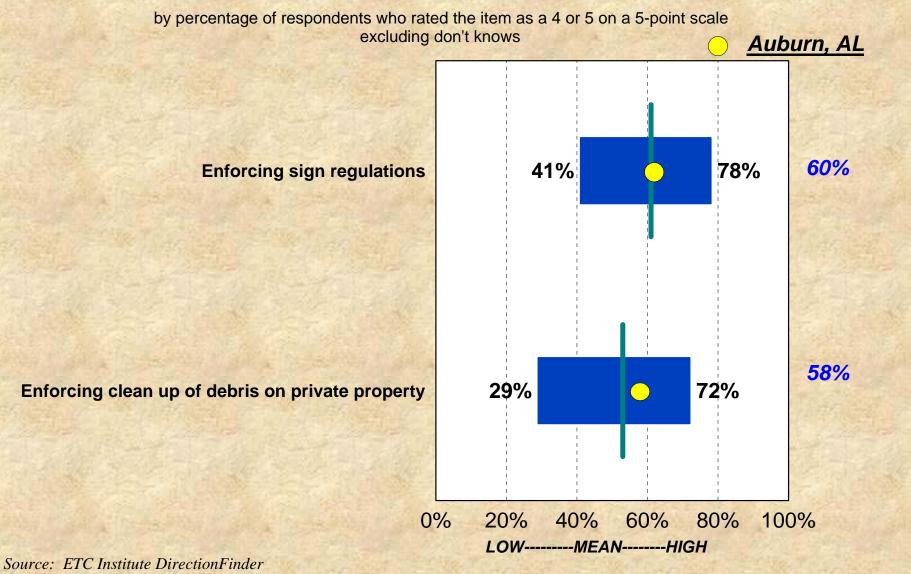
Enforcement of Codes and Ordinances

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

Enforcing sign regulations in the City	14%	46%		28%		
Enforcing the clean up of litter and debris	15%	43%		20%	22%	
Enforcing zoning regulations in the City	12%	40%		28%	20%	
Enforcement of unrelated occupancy	12%	29%	33%	6	27%	
04	%	20% 40%	60)% 8	30% 100	
□Very Satisfied	d (5) 🗖	Satisfied (4) □Neu	tral (3)	Dissat	tisfied (1/2)	

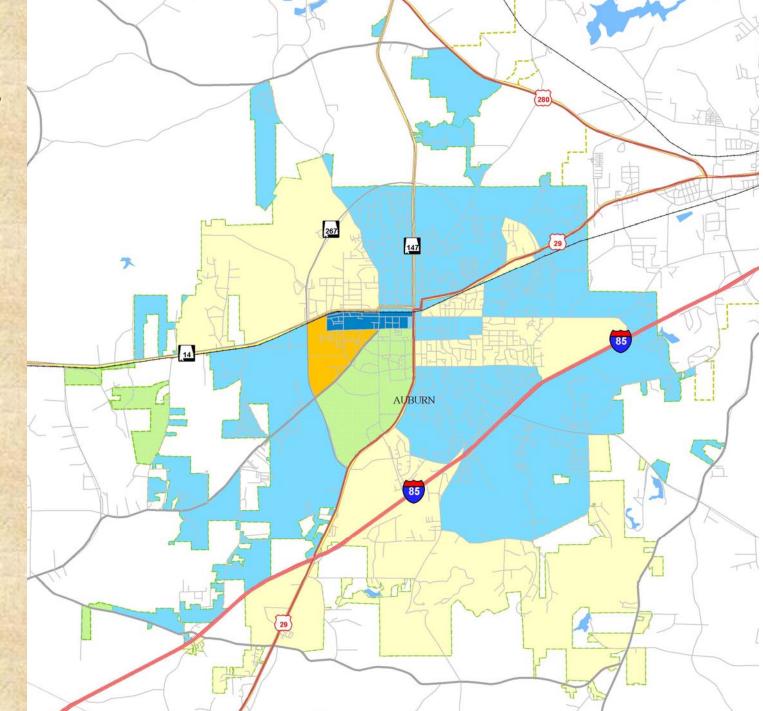




Question 11a Satisfaction with Efforts to Enforce the Clean Up of Litter and Debris

Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80

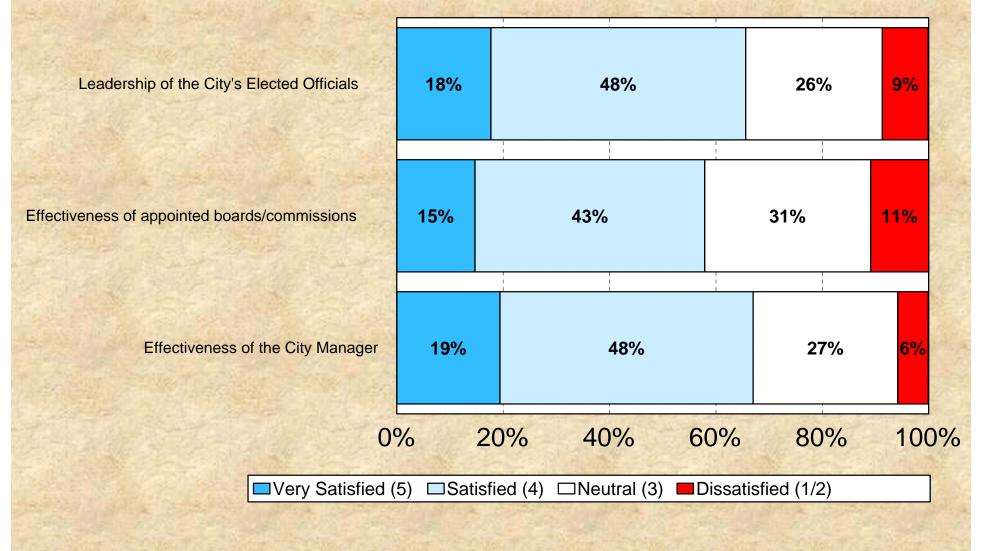


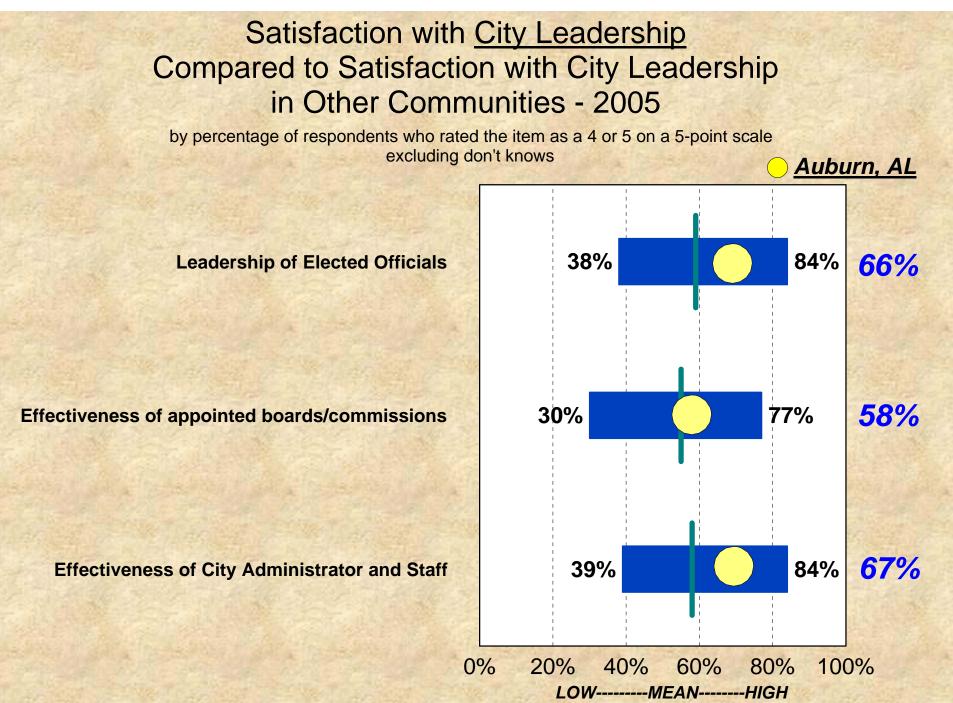


Leadership

Satisfaction with City Leadership

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 DirectionFinder

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

Maintenance of City parks Outdoor athletic fields City's youth athletic programs Ease of registering for programs The number of City parks Other City recreation programs City's adult athletic programs Fees charged for recreation programs Community recreation centers Walking and biking trails in the City City swimming pools

18%	, D	62%								1	6%	4%
2	28%	51%			- 1	1			17	17% 5%		
2	27%		49%			1			19%		<mark>5%</mark>	
219	%		48%					25%				7%
17%)		47%			-		22%			14%	
16%			46%				33%			6		<mark>5%</mark>
16%			45%				31%				8%	
17%)		43%			28%		1		2%		
11%			47%				28%				14%	
16%			41%			22%			21%)	
12%		3	37%		3	35%			17		7%	
% 20% 40% 60% 80% 100%												
ry Satisfi	ed (5)	⊡Sat	isfied (4)	⊡Neu	utral (3)		Dissa	atisfie	d (1	/2)		

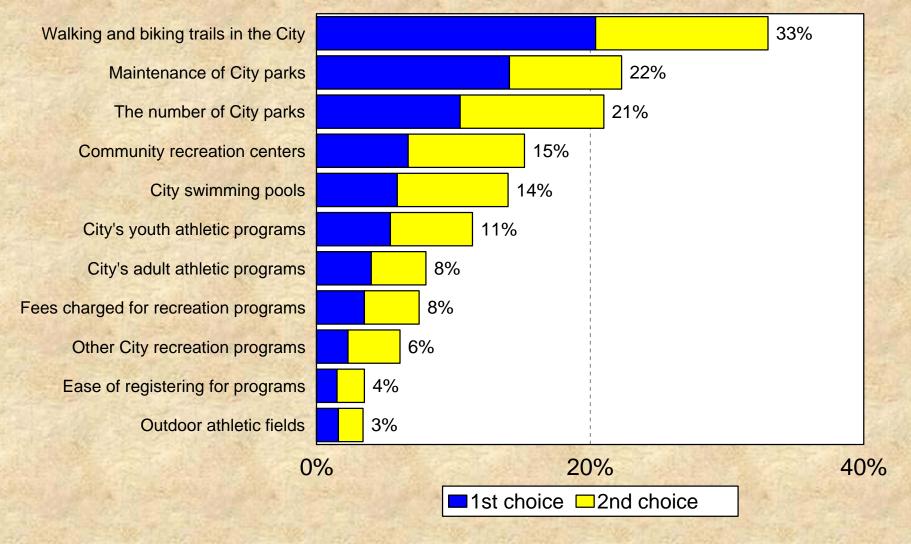
Satisfaction with <u>Parks and Recreation</u> Facilities and Services Provided by Cities - 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows Auburn, AL 80% 90% 57% Maintenance of City parks 32% 85% 64% The number of City parks 41% 82% **Outdoor athletic fields** 78% 19% 82% **City swimming pools** 49% 17% 79% Walking/biking trails in the City 57% 0% 20% 40% 60% 80% 100% LOW-----HIGH

Source: ETC Institute DirectionFinder

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

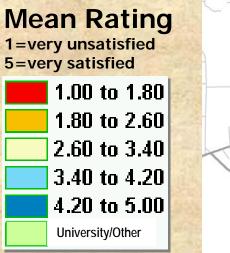


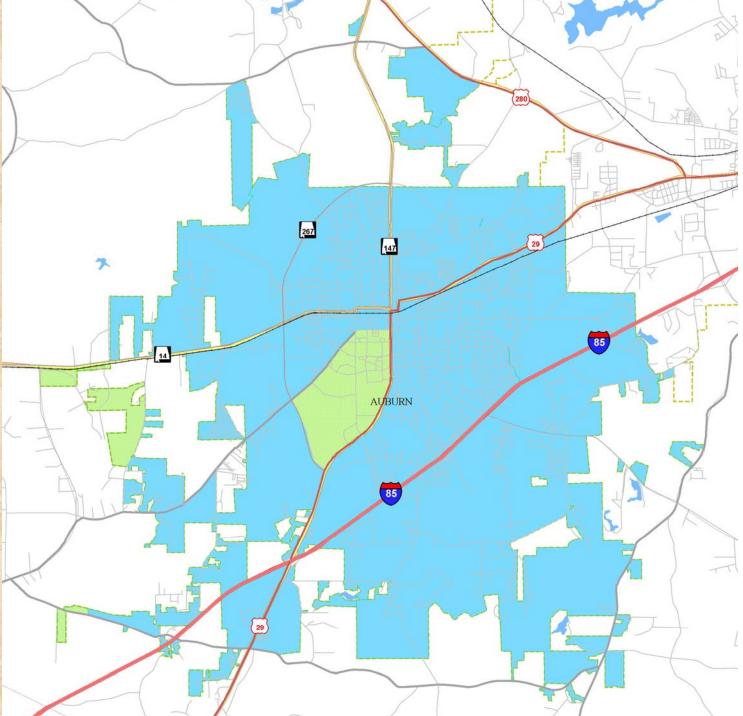
Importance-Satisfaction Rating City of Auburn PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .1020)						
Number of walking/biking trails	33%	1	57%	10	0.1419	1
Medium Priority (IS <.10)	19 1 1			all and		
The number of City parks	21%	3	64%	5	0.0756	2
City Swimming Pools	14%	5	49%	11	0.0714	3
Community recreation centers	15%	4	58%	9	0.0630	4
Maintenance of City parks	22%	2	80%	1	0.0440	5
Fees charged for recreation programs	8%	8	60%	8	0.0320	6
The City's adult athletic programs	8%	7	61%	7	0.0312	7
The City's youth athletic programs	11%	6	76%	3	0.0264	8
Other City recreation programs	6%	9	62%	6	0.0228	9
Ease of registering for programs	4%	10	69%	4	0.0124	10
Outdoor athletic fields	3%	11	78%	2	0.0066	11

Question Q13a Satisfaction with the Maintenance of City Parks

1=very unsatisfied 5=very satisfied





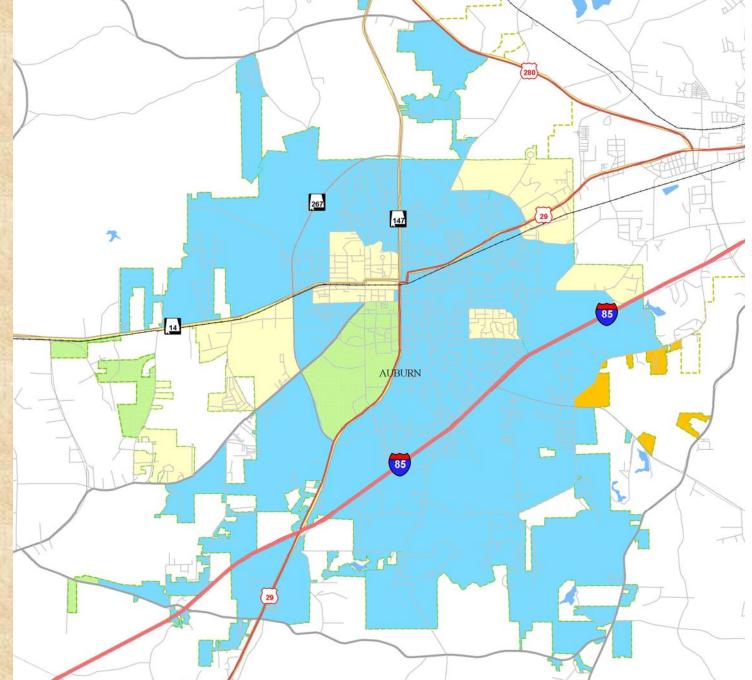
Ouestion Q13b Satisfaction with the Number of City Parks

Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80 1.80 to 2.60

2.60 to 3.40

3.40 to 4.20

4.20 to 5.00



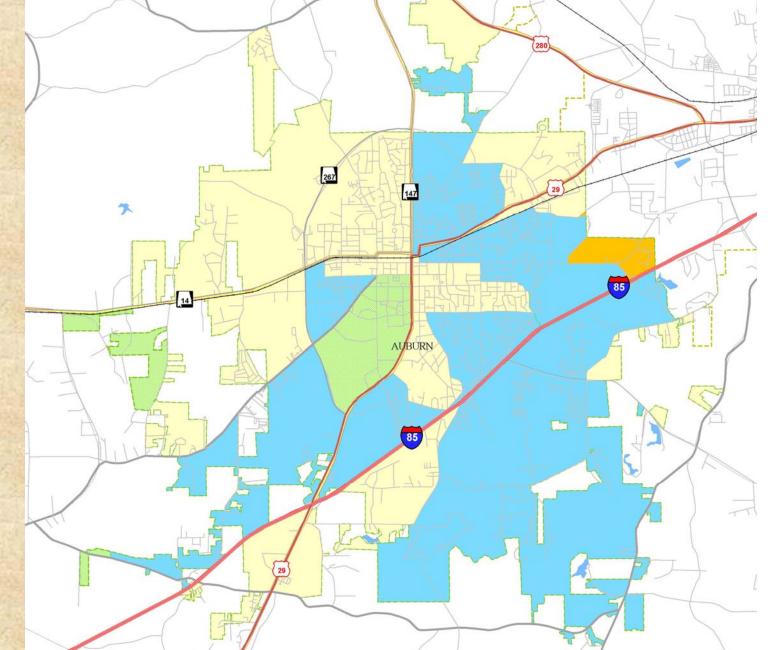
Ouestion 13d Satisfaction with City Swimming Pools

Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80 1.80 to 2.60

2.60 to 3.40

3.40 to 4.20

4.20 to 5.00

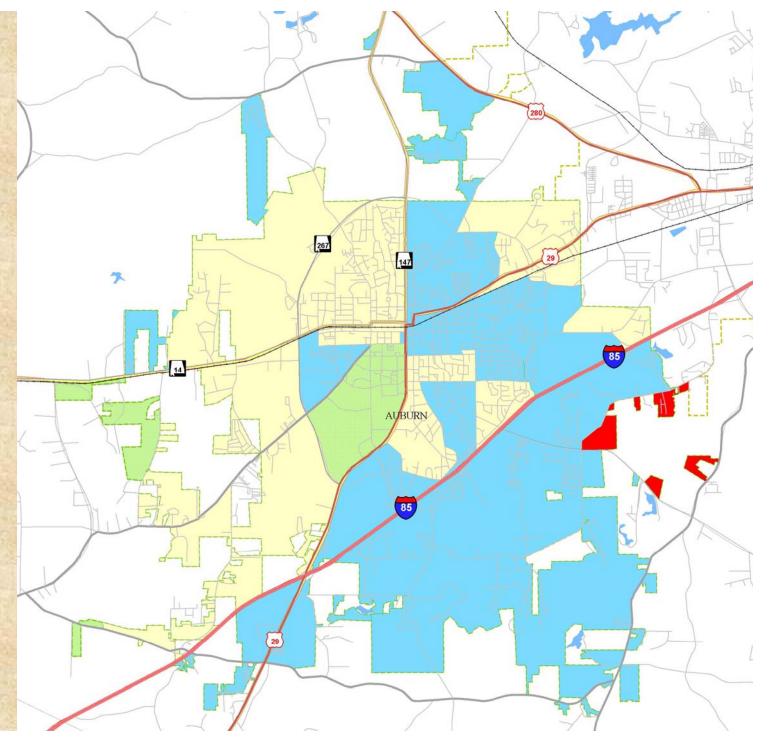


Question 13c Satisfaction with Walking and Biking Trails

Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80 1.80 to 2.60 2.60 to 3.40

3.40 to 4.20

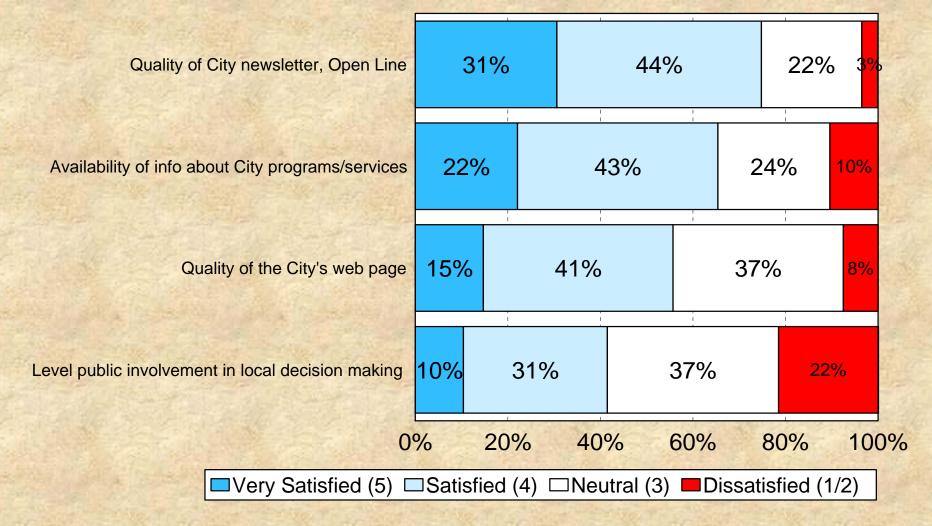
4.20 to 5.00

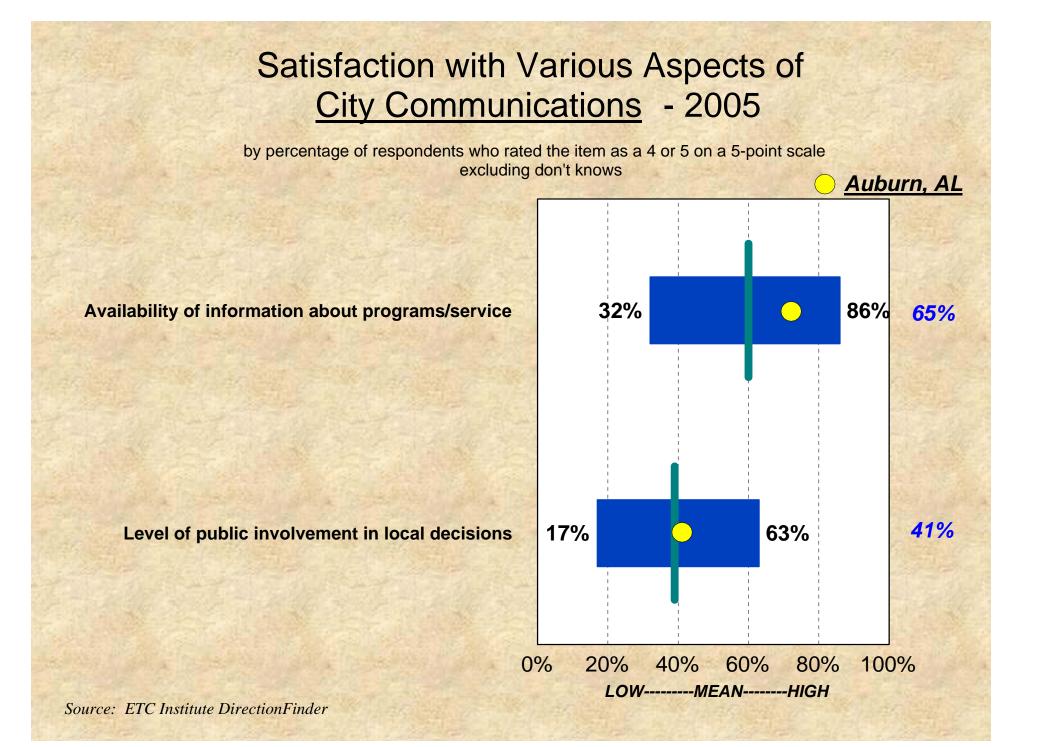


Communication

Satisfaction with Various Aspects of <u>City Communications</u>

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

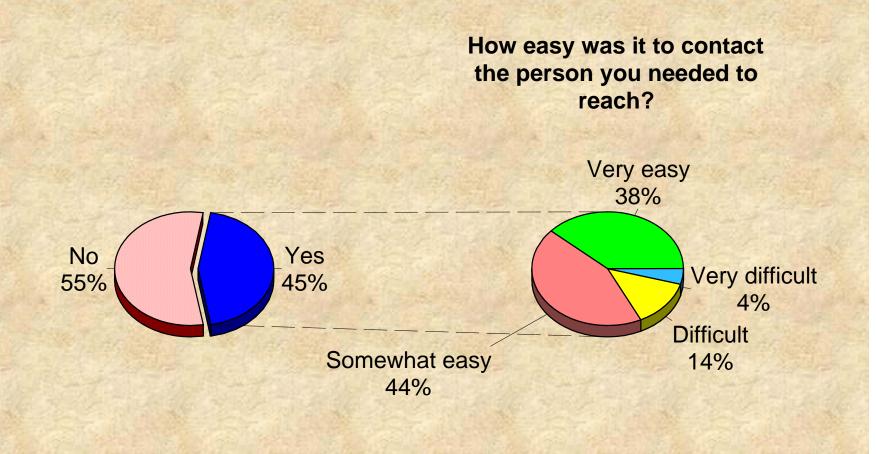




Customer Service

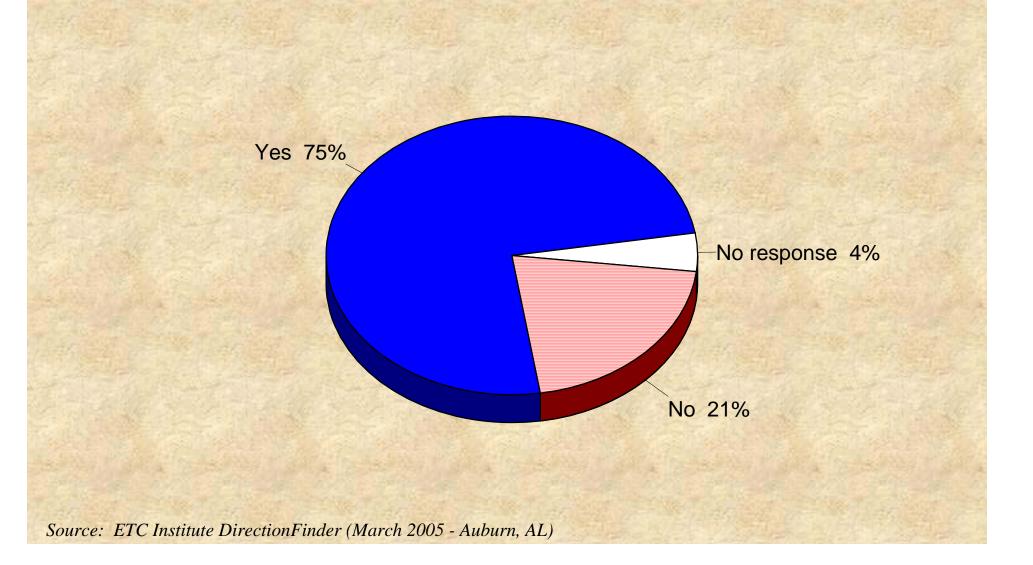
Have You Called or Visited the City with a Question, Problem, or Complaint During the Past Year?

by percentage of residents surveyed



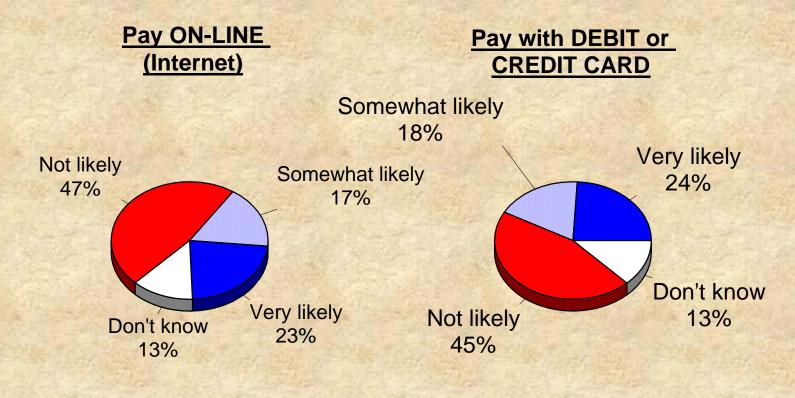
Was the Department You Contacted Responsive to Your Issue?

by percentage of residents surveyed



How Likely Residents Would be to Pay Their Water Bill On-Line or with Debit/Credit Cards

by percentage of residents surveyed

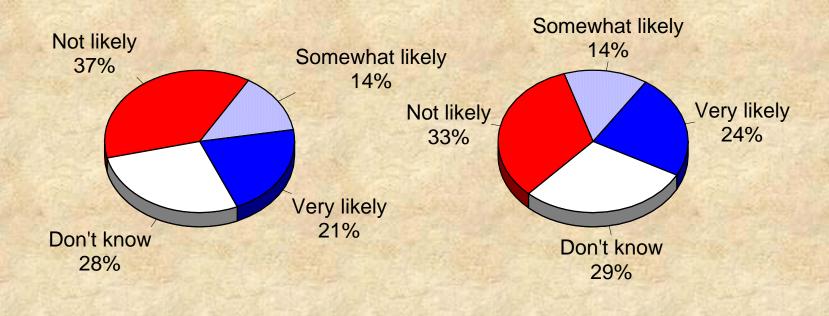


How Likely Residents Would Be to Pay For City Services On-Line or with Debit/Credit Cards

by percentage of residents surveyed

Pay ON-LINE (Internet)

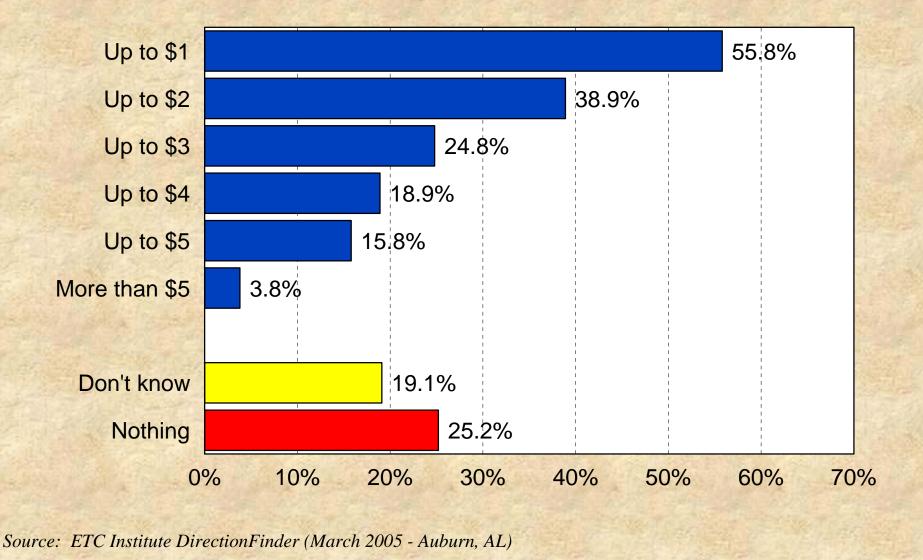
Pay with DEBIT or CREDIT CARD



Stormwater

How Much Residents Would be Willing to Pay Per Month on Their Utility Bill to Fund Stormwater Improvements in Auburn?

by percentage of residents surveyed



Other Issues

Satisfaction with Various Aspects of <u>Traffic Flow</u>

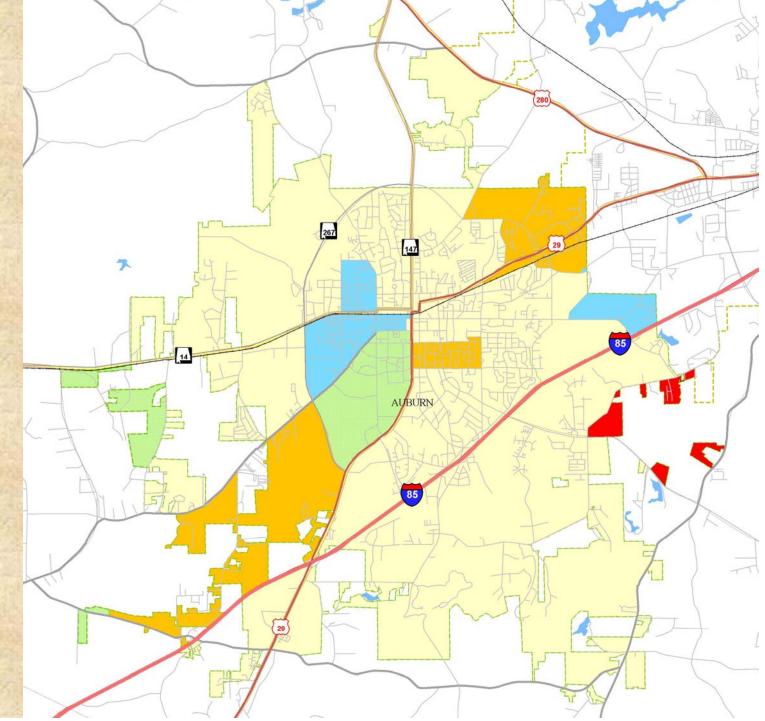
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale excluding don't knows

Ease of pedestrian travel in Auburn	12% 40%		, D	26%		6 23%	
Ease of east-west travel in Auburn	8% 40%			29%		22%	
Ease of north-south travel in Auburn	7%	34%	34% 2			33%	
Ease of travel by bicycle in Auburn	9%	26%	26% 35%			30%	
0'	%	20%	40%	60%	٤	30%	100%
□Very Satisfied (5) □S	Satisfie	d (4) □Neutra	al (3) 💻	Dissatisfied	1 (1/2)	STATE T	

Question 16c Satisfaction with the Ease of Travel by Bicycle

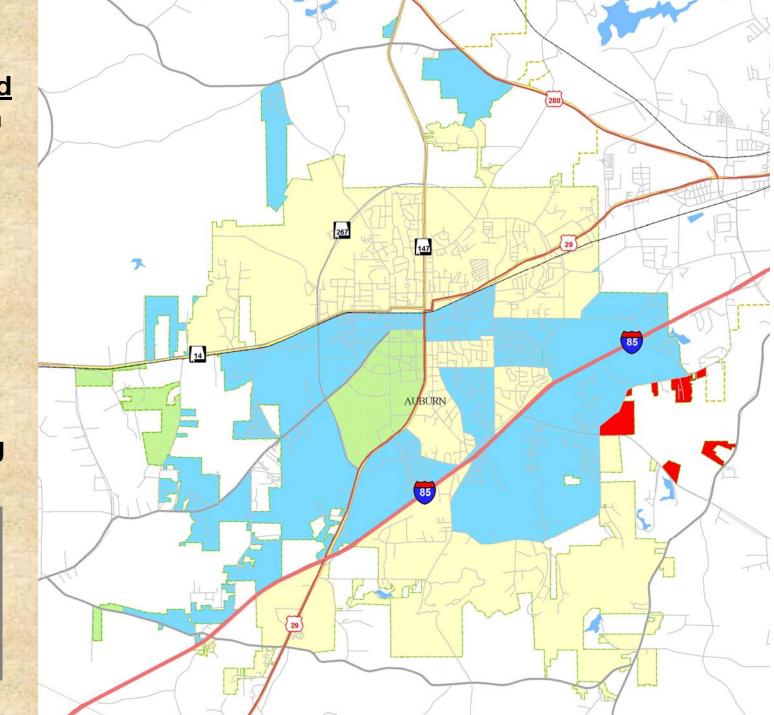
Mean Rating 1=very unsatisfied 5=very satisfied

1.00 to 1.80
1.80 to 2.60
2.60 to 3.40
3.40 to 4.20
4.20 to 5.00
University/Other



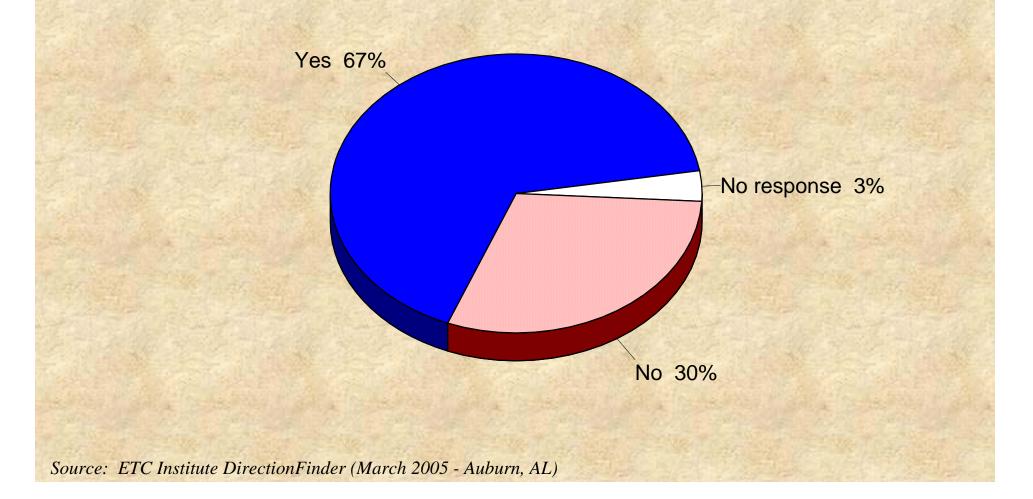
Ouestion 16d Satisfaction with the Ease of Pedestrian Travel

Mean Rating 1=very unsatisfied 5=very satisfied 1.00 to 1.80 1.80 to 2.60 2.60 to 3.40 3.40 to 4.20 4.20 to 5.00



Are You Supportive of Having Cameras at Intersections to Enforce the Running of Red Lights?

by percentage of residents surveyed



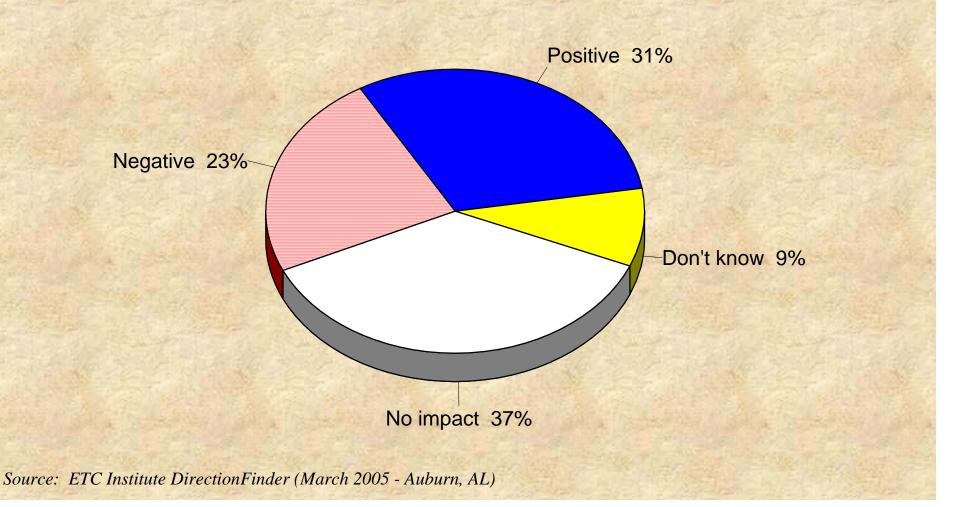
Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

Do You Have High Speed or Dial-up Access? High speed 62% No Yes No response 19% 80% 3% No response Dial-up 1% 35%

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

by percentage of residents surveyed



Conclusions/Recommendations

- Auburn is a <u>very desirable</u> place to live and residents are generally satisfied with City services:
 - As a "place to raise children" the City rated 22% above the national average
 - Satisfaction with the value for city taxes was 20% above the national average
 - Overall satisfaction with the quality of city services was 15% above the national average
 - Overall feeling of safety in the City was +14% above the national average
- Areas to emphasize over the next year
 - Enforcement of traffic laws in neighborhoods
 - Traffic flow and street maintenance
 - Walking and biking trails
 - Management of stormwater
 - Street lighting is an emerging issue
- Continue dialogue about stormwater fee
 - 59% of community leaders willing to pay \$5 or more
 - Majority of residents willing to pay something
 - Need to educate residents who do not have an opinion

Questions??