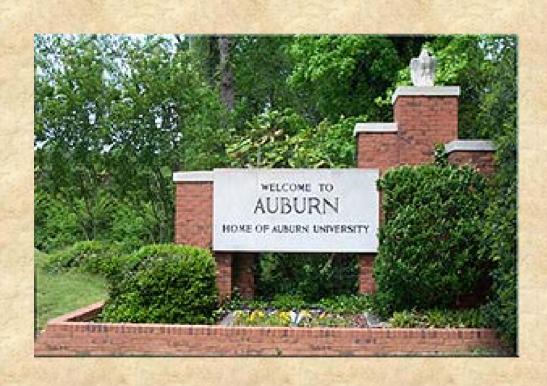
2006 DirectionFinder® Survey City of Auburn, Alabama



By ETC Institute April 4, 2006

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 741 residents
- Precision of at least +/-3.7% 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

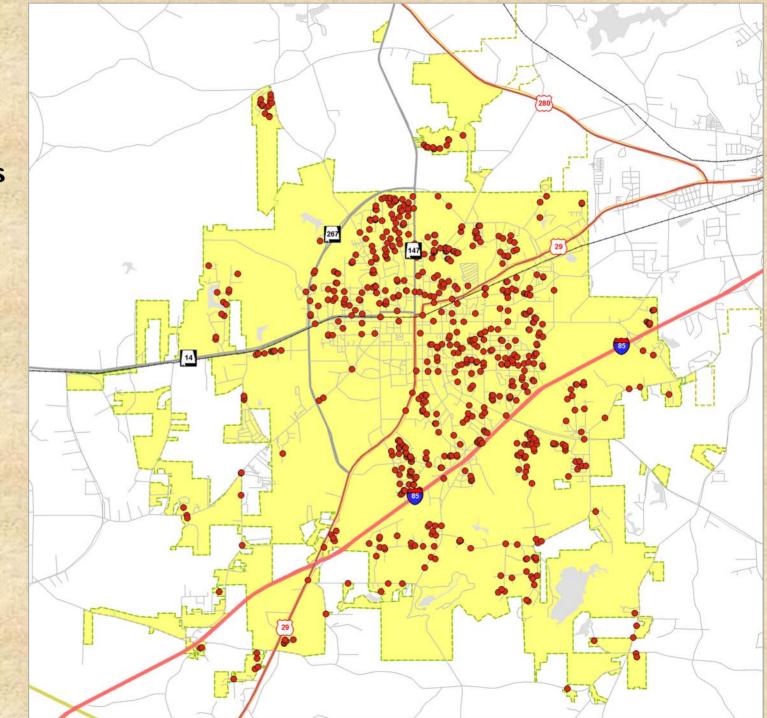
- Manhattan, Kansas*
- Naperville, Illinois
- · Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- Tamarac, Florida
- West Des Moines, Iowa

^{*} Cities with a major university

Demographics

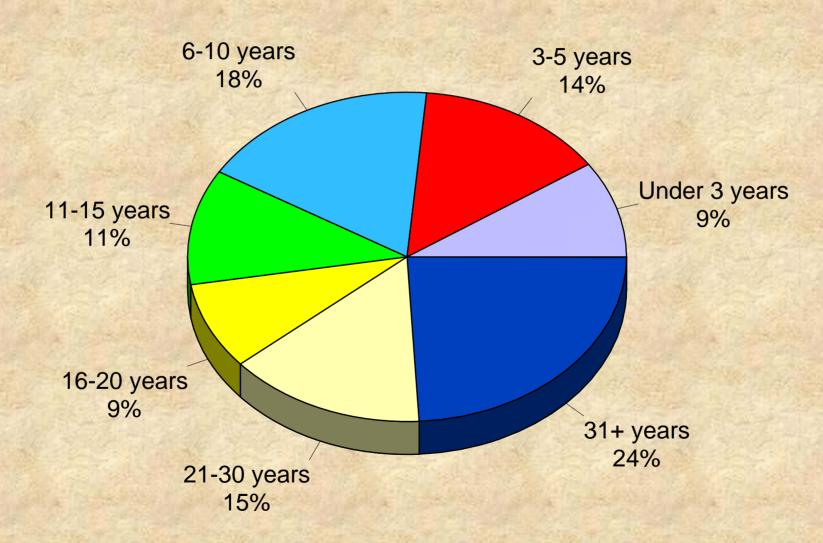
Location of Respondents

2006 Auburn Citizen Survey



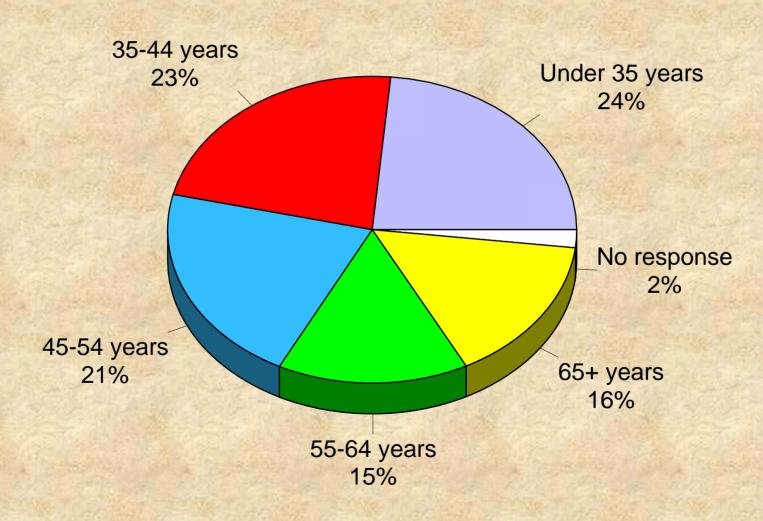
Demographics: How Many Years Have You Lived in the City of Auburn?

by percentage of residents surveyed



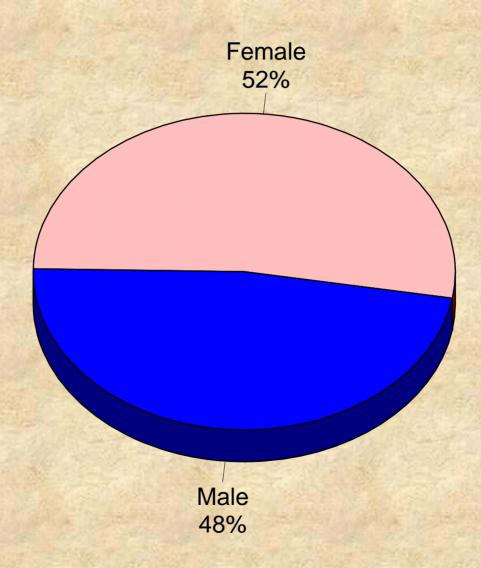
Demographics: What is Your Age?

by percentage of residents surveyed



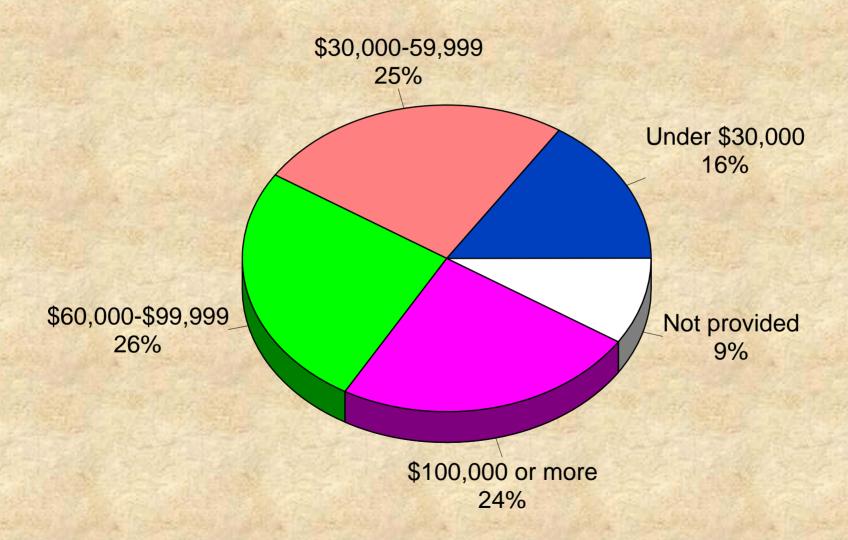
Demographics: Gender of the Respondents

by percentage of residents surveyed



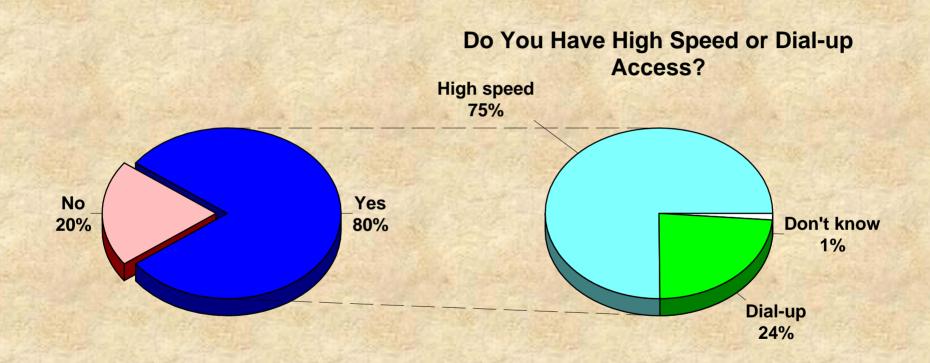
Demographics: Total Annual Household Income

by percentage of residents surveyed



Do You Have Access to the Internet at Your Home?

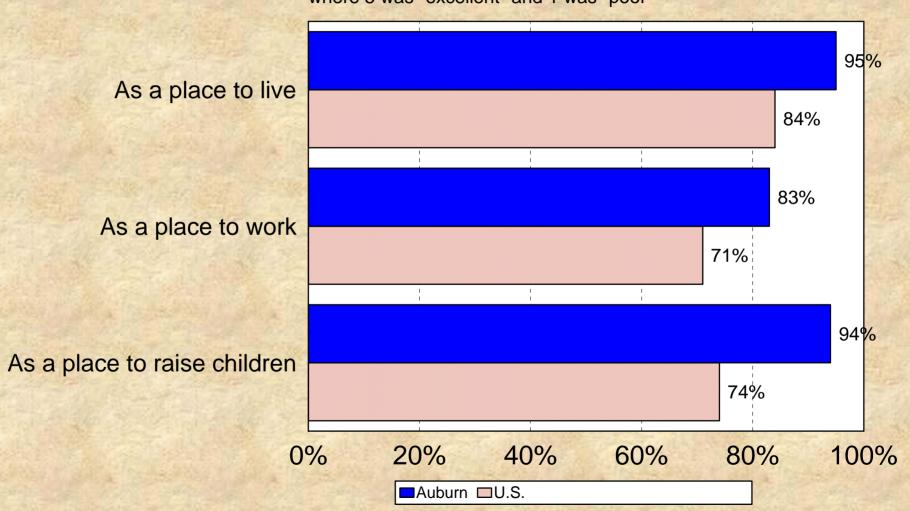
by percentage of residents surveyed



Perceptions of the Community

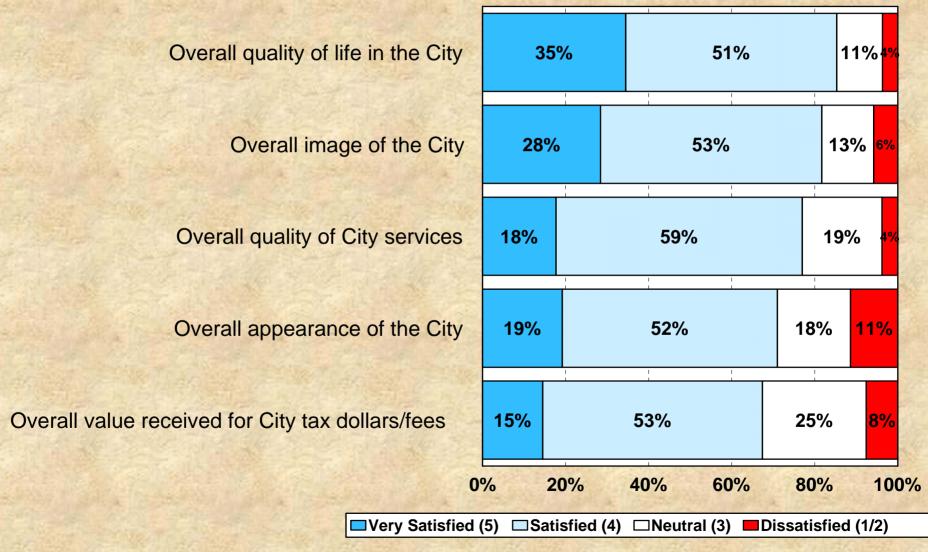
How Residents Rate Their Community as a Place to Live, Work, and Raise Children Auburn vs. U.S

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



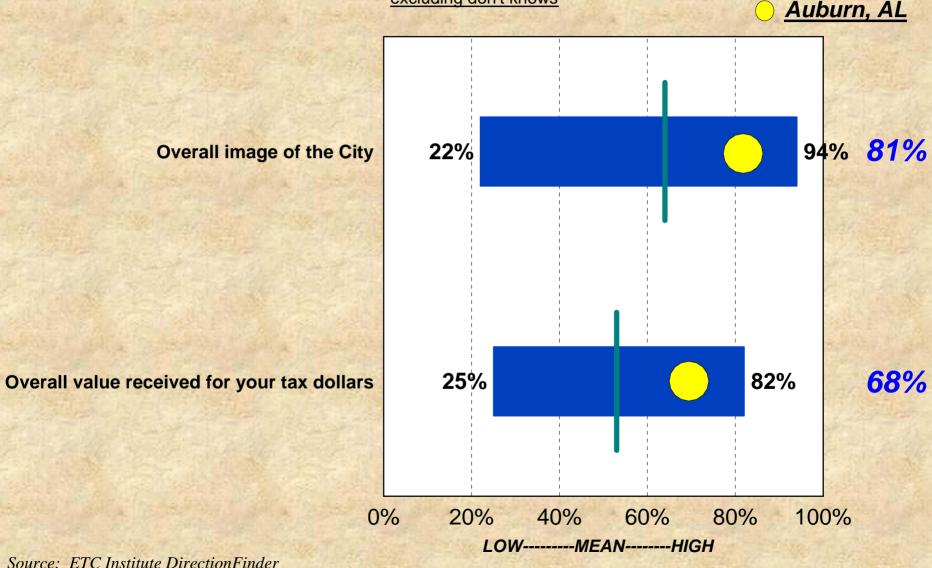
Satisfaction With Items That Influence the Perception Residents Have of the City

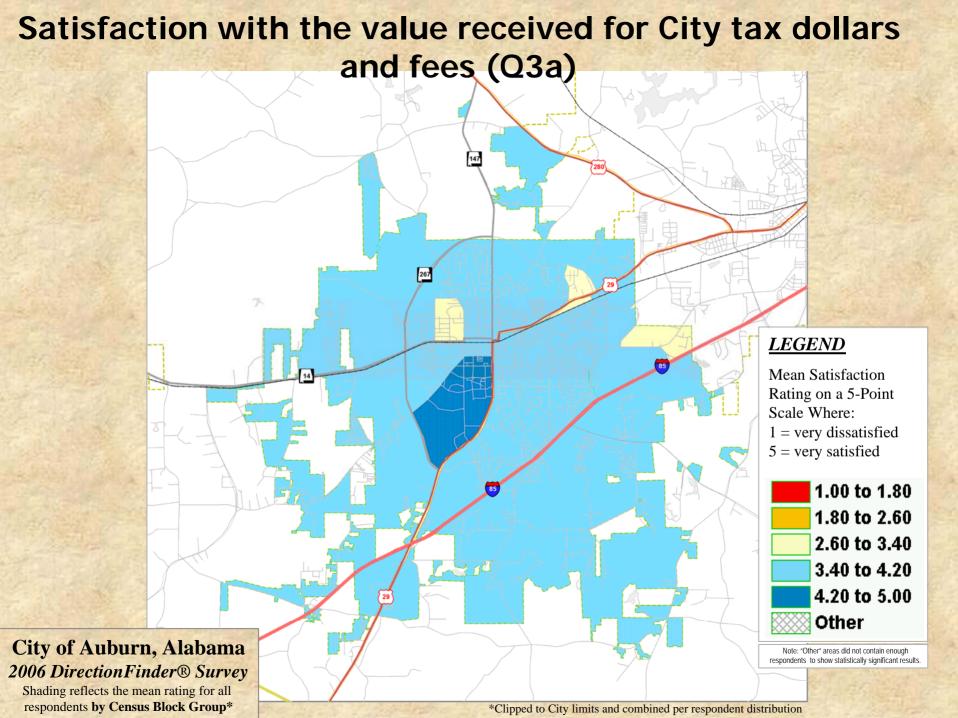
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



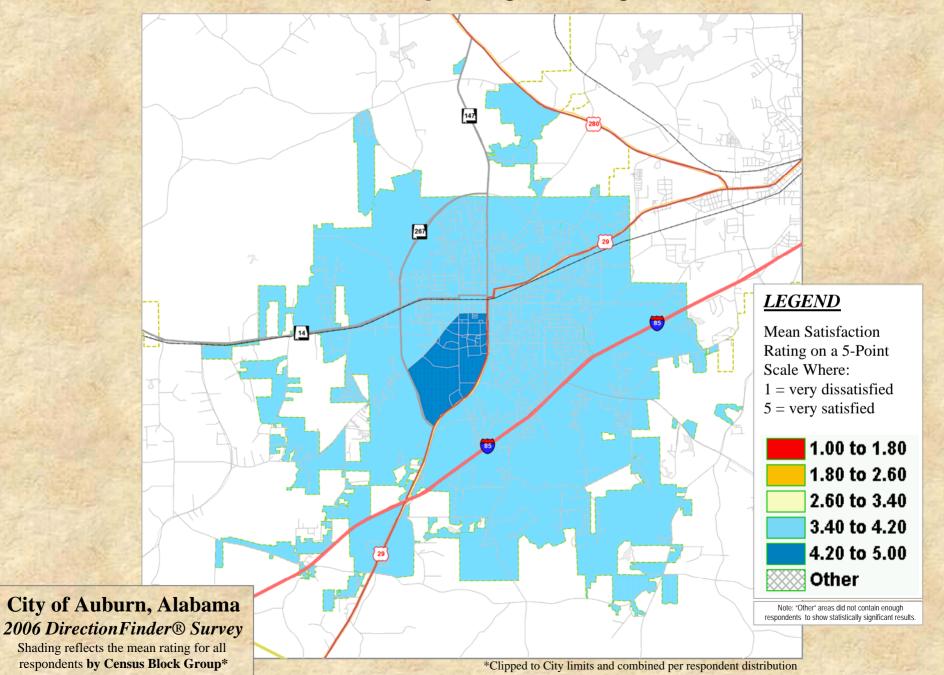
Perceptions that Residents Have of the City in Which They Live - 2006

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





Satisfaction with the quality of City services (Q3e)

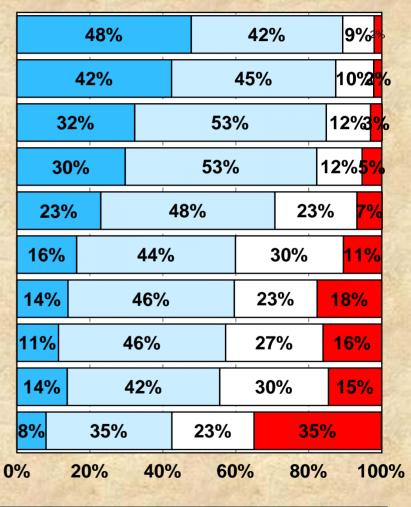


Overall Satisfaction with Major Categories of Service

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

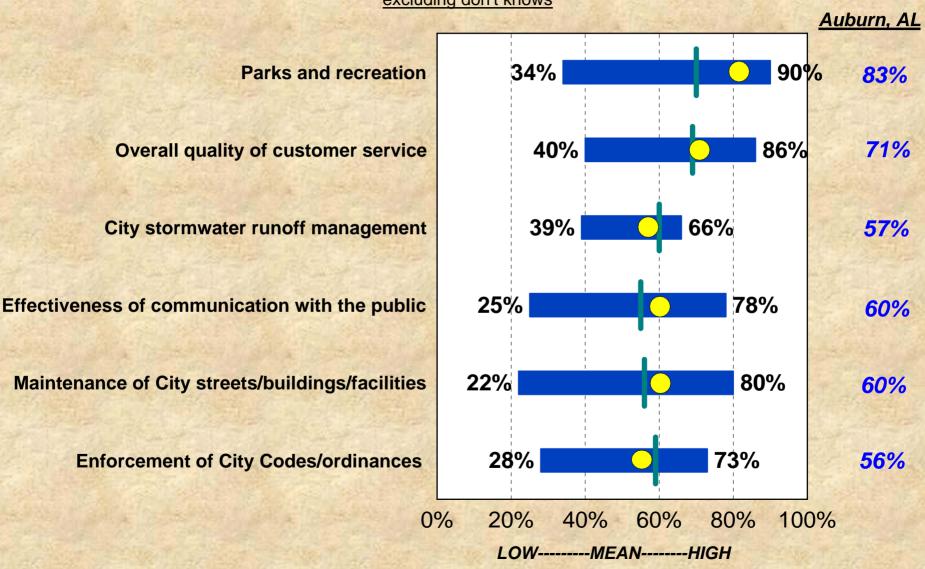
Quality of the City of Auburn's School system Overall quality of City library facilities/service Quality of police, fire and ambulance Quality of City parks programs/facilities Customer service from City employees Effectiveness of City communication with public Maintenance of City streets/buildings/facilities Quality of stormwater runoff/stormwater management Enforcement of city codes and ordinances Flow of traffic/congestion in Auburn



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

Overall Satisfaction With City Services by Major Category - 2006

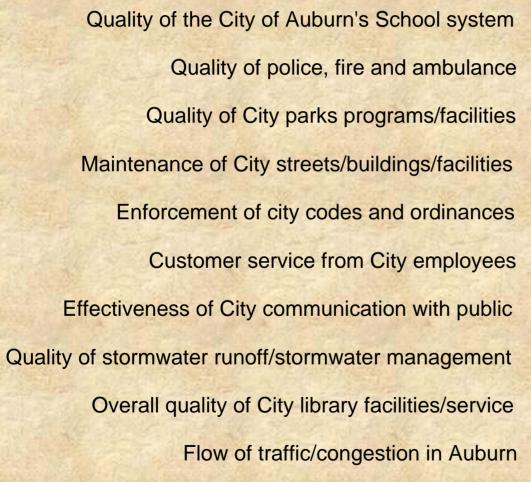
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows

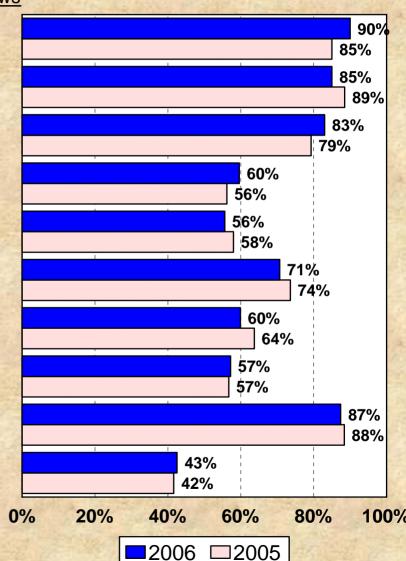


Source: ETC Institute DirectionFinder

TRENDS: Overall Satisfaction With City Services by Major Category 2004-2006

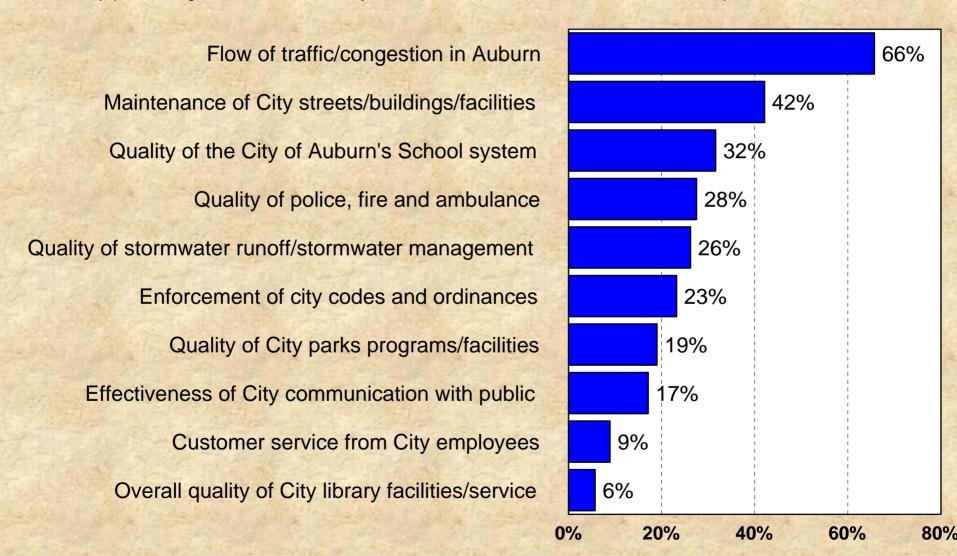
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows





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



-Overall-

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

mean importance	
Exceeding Expectations	Continued Emphasis
lower importance/high satisfaction	higher importance/higher satisfaction
Overall quality of City library facilities/services	Quality of the City of Auburn's School system
Quality of City parks programs/facilities	Quality of police, fire and ambulance
Customer service from City employees	
Quality of stormwater management Effectiveness of City communication	Maintenance of City streets/buildings/facilities
Enforcement of city codes and ordinances	Flow of traffic/congestion in Auburn
Less Important lower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction

Lower Importance

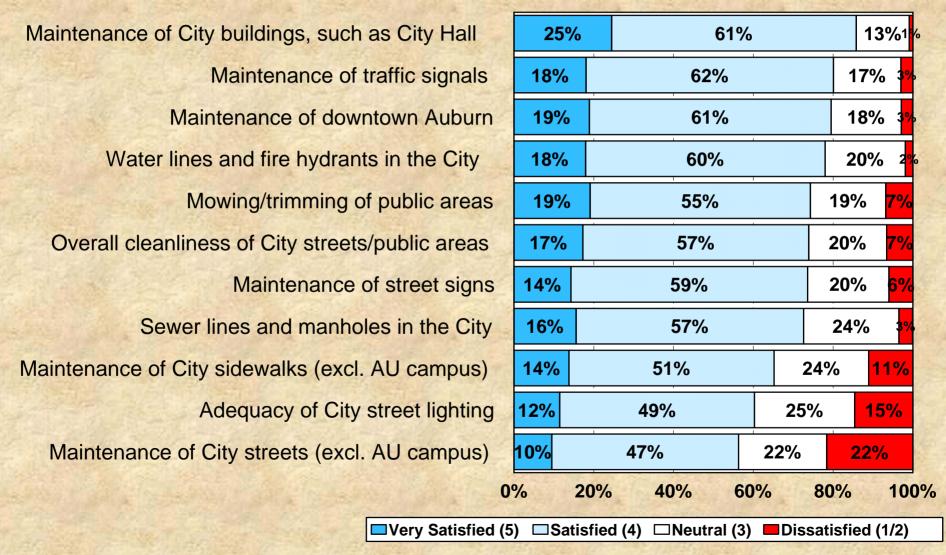
Importance Rating

Higher Importance

Maintenance

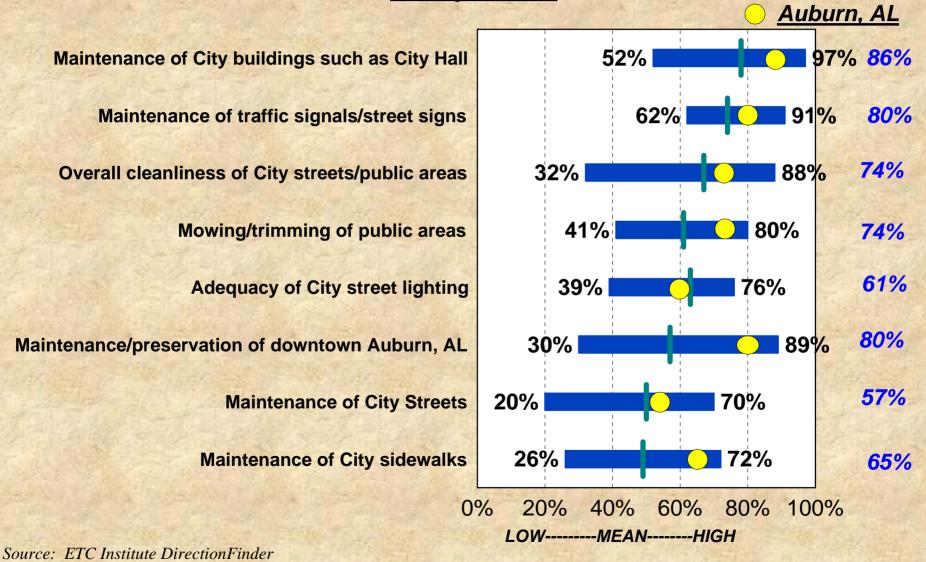
Satisfaction with Various Aspects of City Maintenance

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



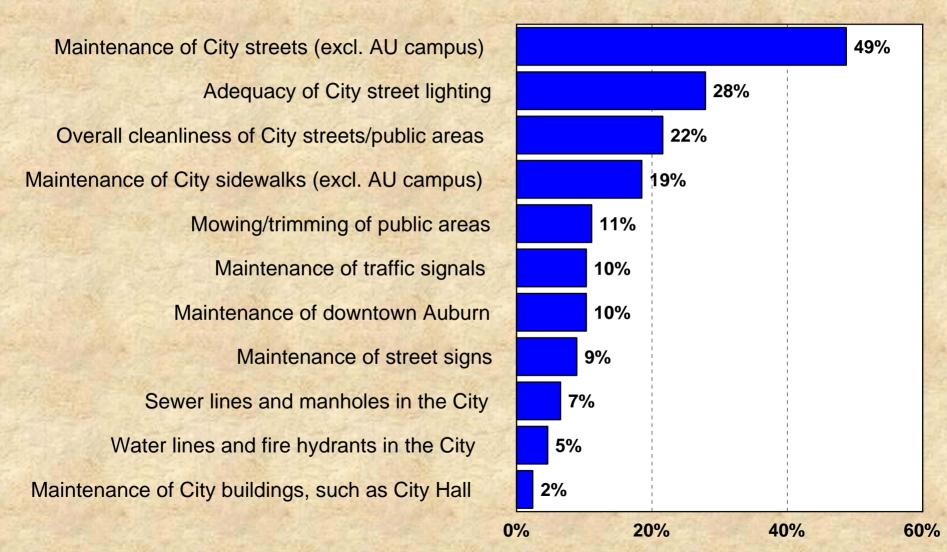
Satisfaction with <u>Maintenance</u> Services Provided by Cities - 2006

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



Satisfaction Rating

2006 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Maintenance-

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

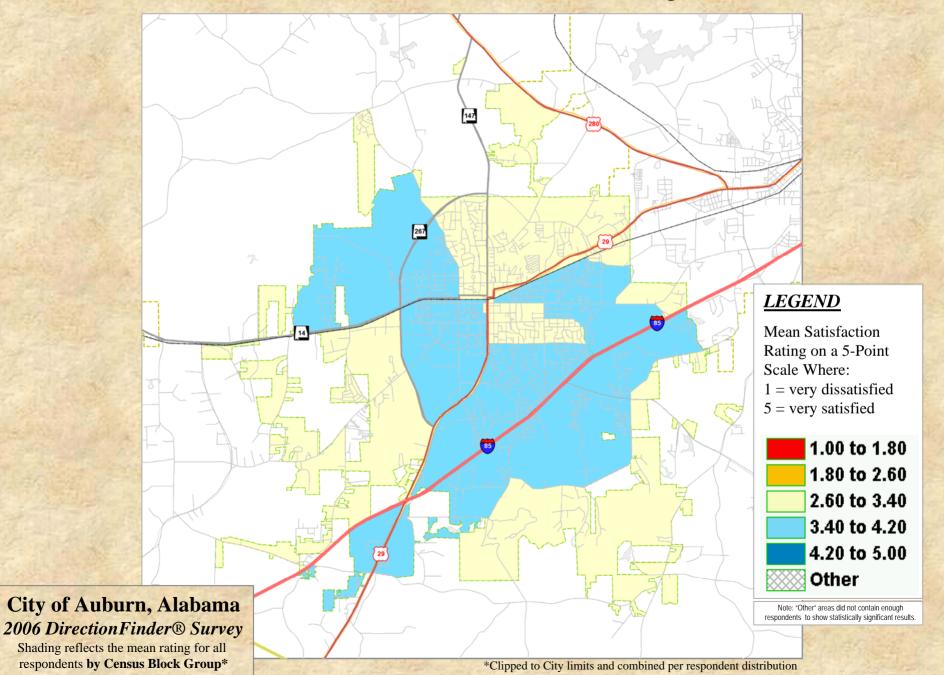
mean importance

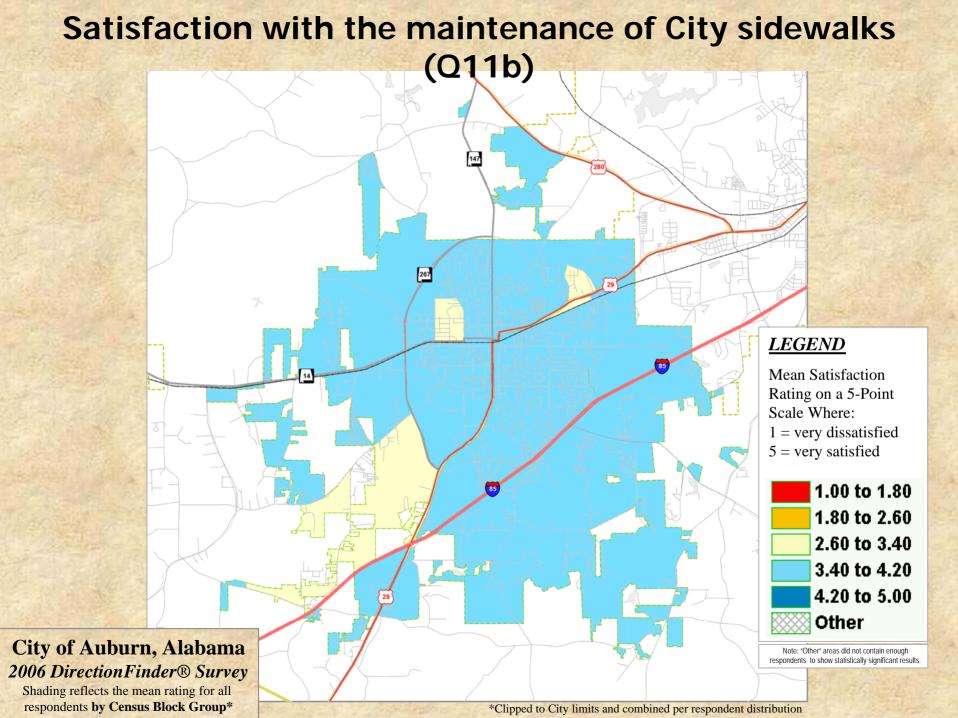
Exceeding Expectations	Continued Emphasis
lower importance/high satisfaction	higher importance/higher satisfaction
Maintenance of City buildings	
Maintenance of traffic signals Maintenance of downtown Auburn Water lines and fire hydrants	
Mowing/trimming of public areas Maintenance of street signs	Overall cleanliness of City streets/public areas
Sewer lines and manholes in the City	
Water lines and fire hydrants Mowing/trimming of public areas Maintenance of street signs Sewer lines and manholes in the City	
	Maintenance of City sidewalks
	Adequacy of City street lighting
	Maintenance of City streets
Less Important	Opportunities for Improvement
lower importance/lower satisfaction	higher importance/lower satisfaction

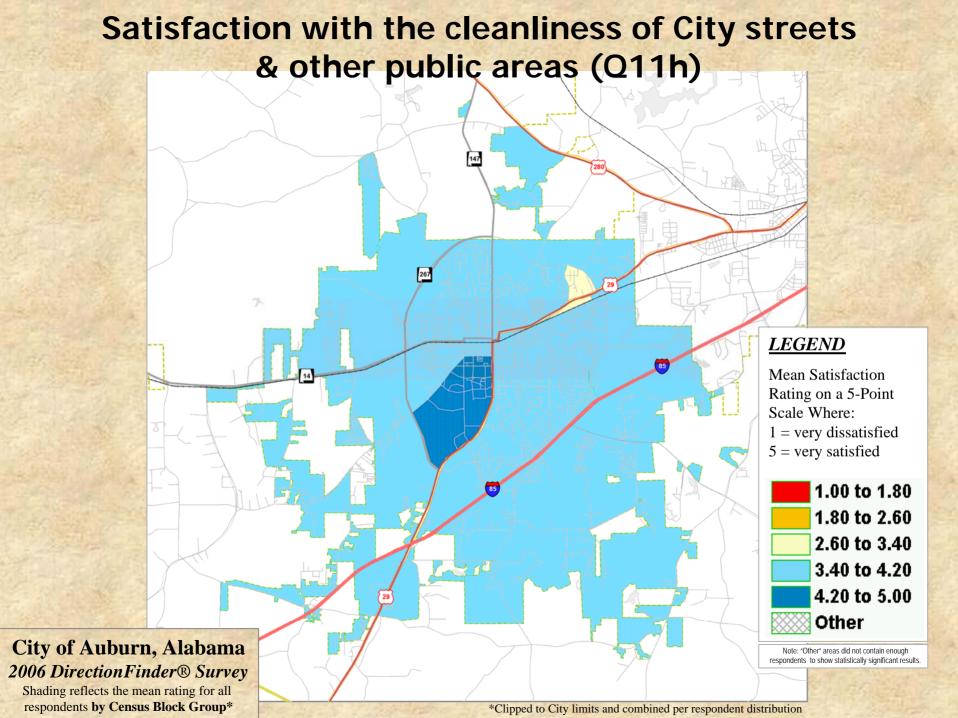
Lower Importance Importance Rating

Higher Importance

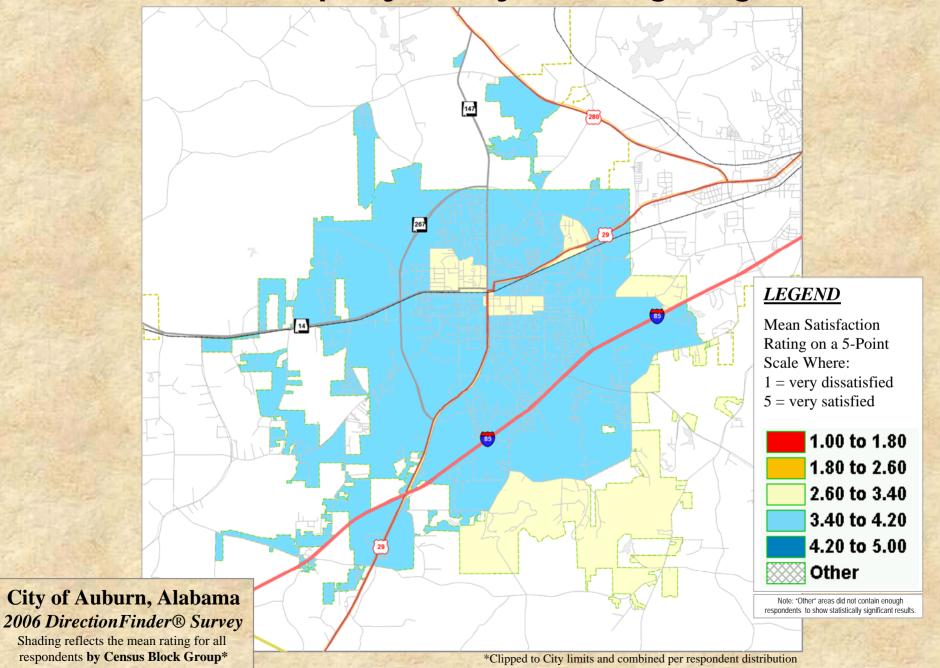
Satisfaction with the maintenance of City streets (Q11a)







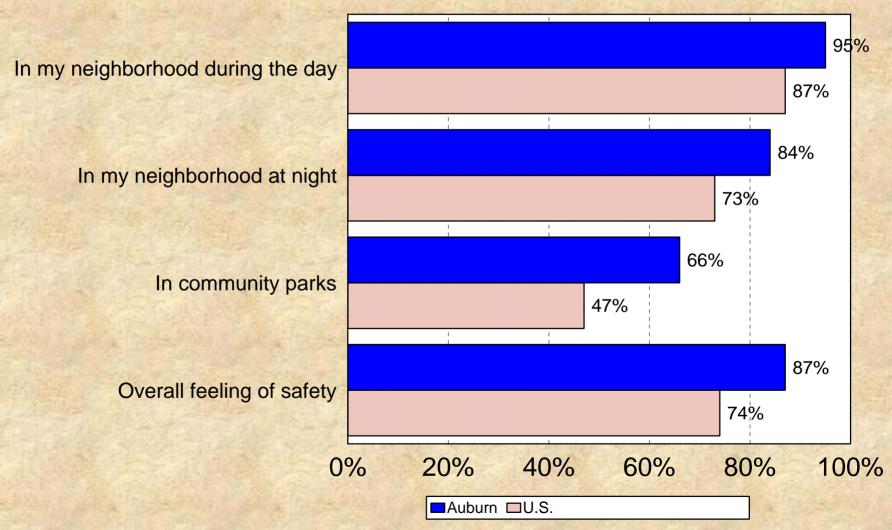
Perceived adequacy of City street lighting (Q11i)



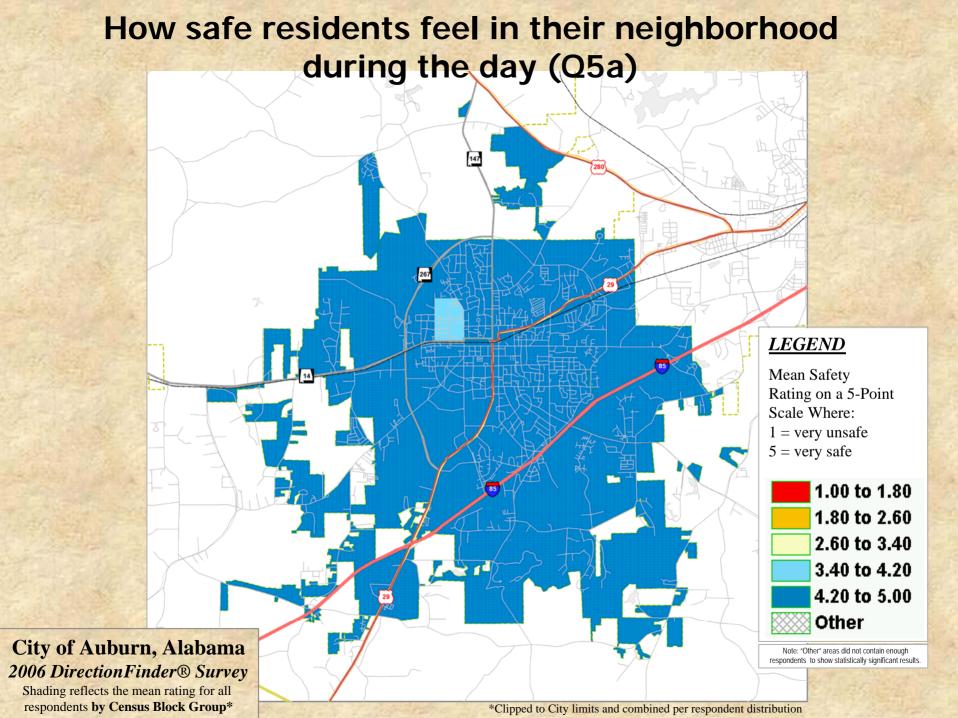
Public Safety

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"



Source: ETC Institute Survey



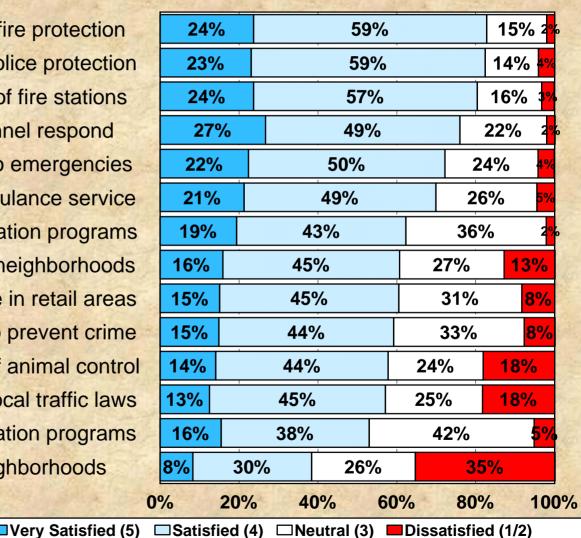
How safe residents feel in their neighborhood at night (Q5b) **LEGEND** Mean Safety Rating on a 5-Point Scale Where: 1 = very unsafe 5 = very safe1.00 to 1.80 1.80 to 2.60 2.60 to 3.40 3.40 to 4.20 4.20 to 5.00 Other City of Auburn, Alabama Note: "Other" areas did not contain enough respondents to show statistically significant results. 2006 DirectionFinder® Survey Shading reflects the mean rating for all respondents by Census Block Group*

*Clipped to City limits and combined per respondent distribution

Satisfaction with Various Aspects of Public Safety

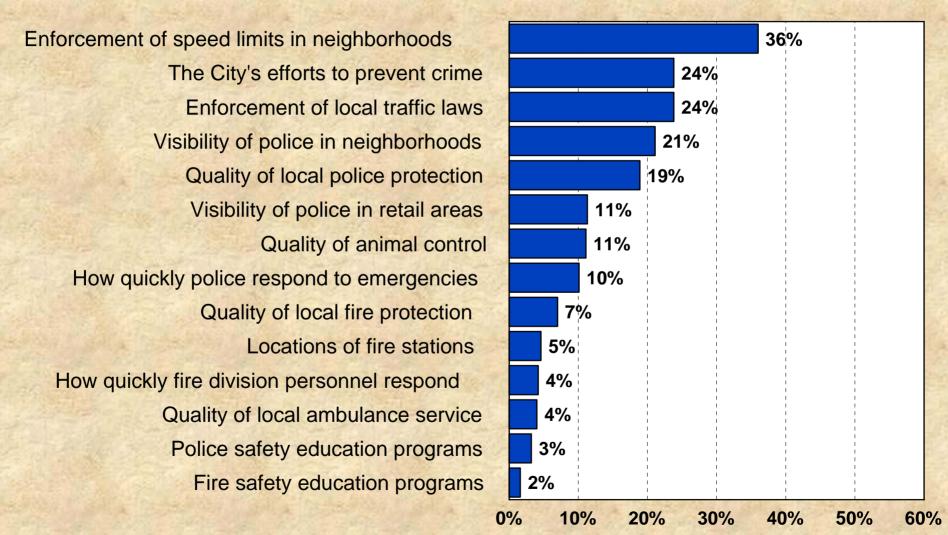
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale excluding don't knows

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



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



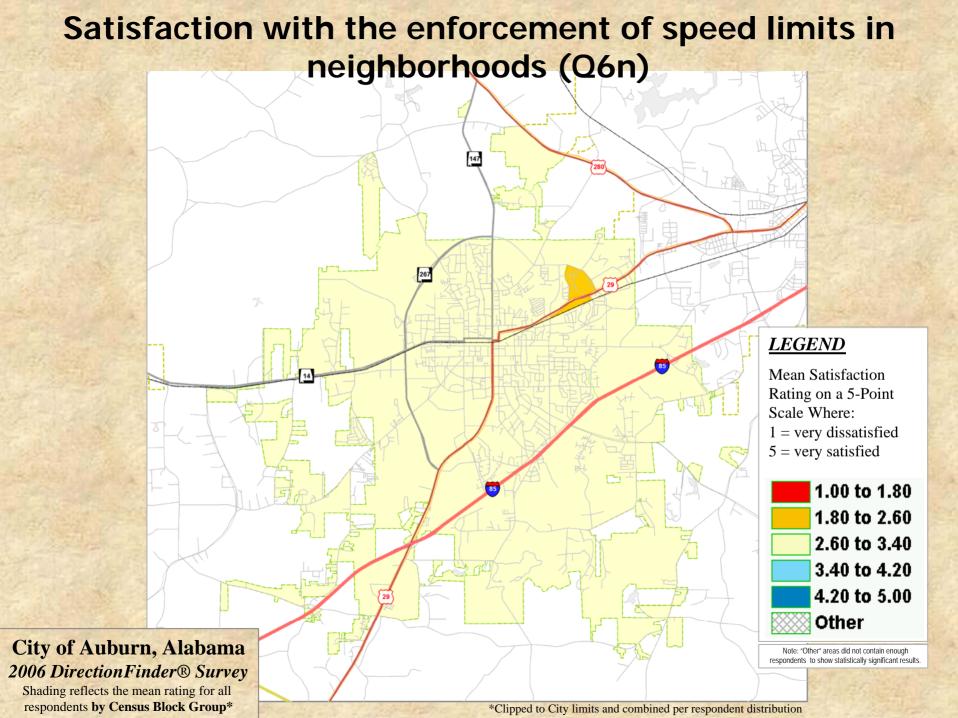
2006 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Safety-

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

mean importance

	Exceeding Expectations	Continued Emphasis
	lower importance/high satisfaction	higher importance/higher satisfaction
n Rating	Quality of local fire protection Locations of fire stations How quickly fire division personnel respond	Quality of local police protection
	How quickly police respond Quality of local ambulance service	
Satisfaction	Fire safety education programs Visibility of police in retail areas Quality of animal control	Visibility of police in neighborhoods The City's efforts to prevent crime Enforcement of local traffic laws
Sat	Police safety education programs	
		Enforcement of speed limits in neighborhoods
	Less Important lower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction

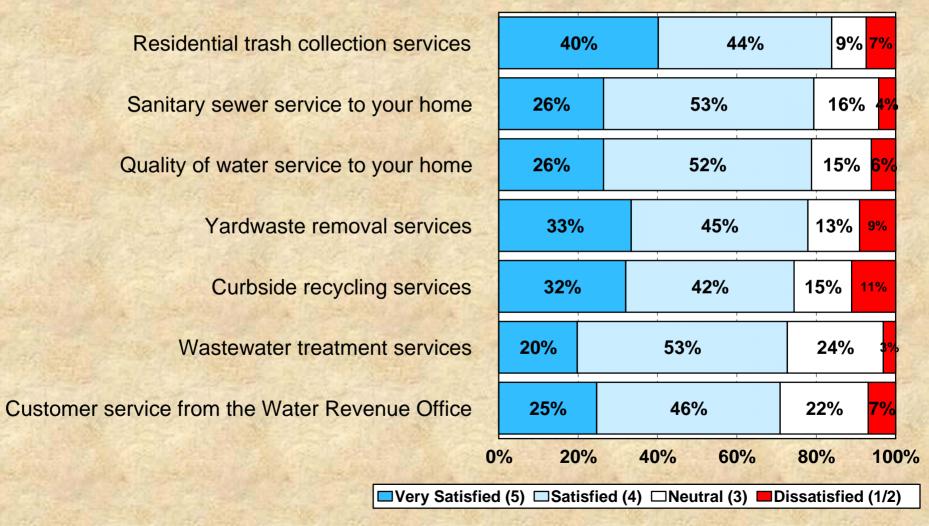
Lower Importance Importance Rating Higher Importance



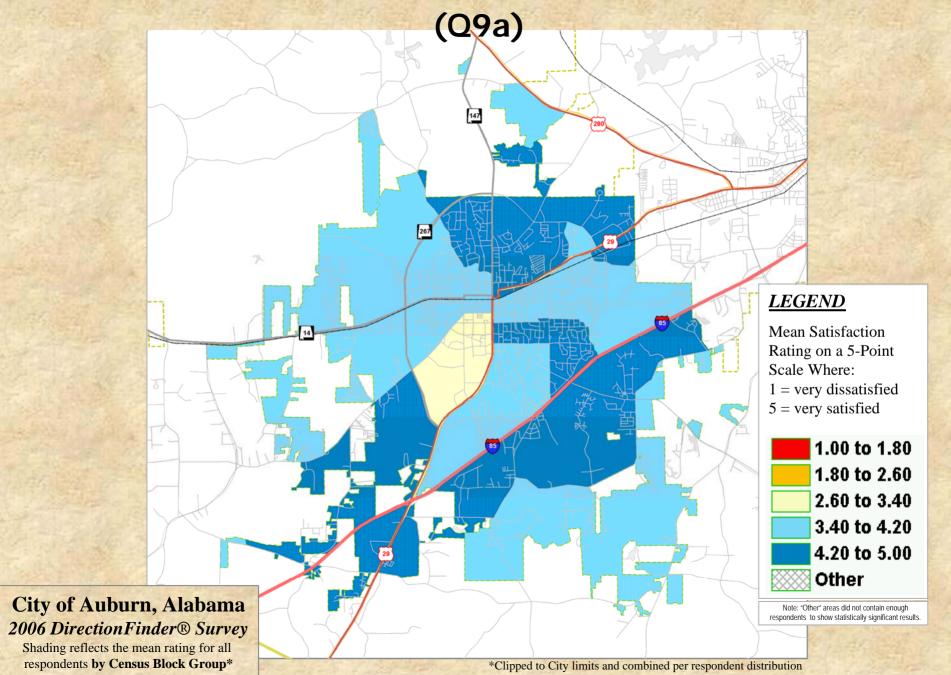
Utility Services

Satisfaction with Various Aspects of Utility/Environmental Services

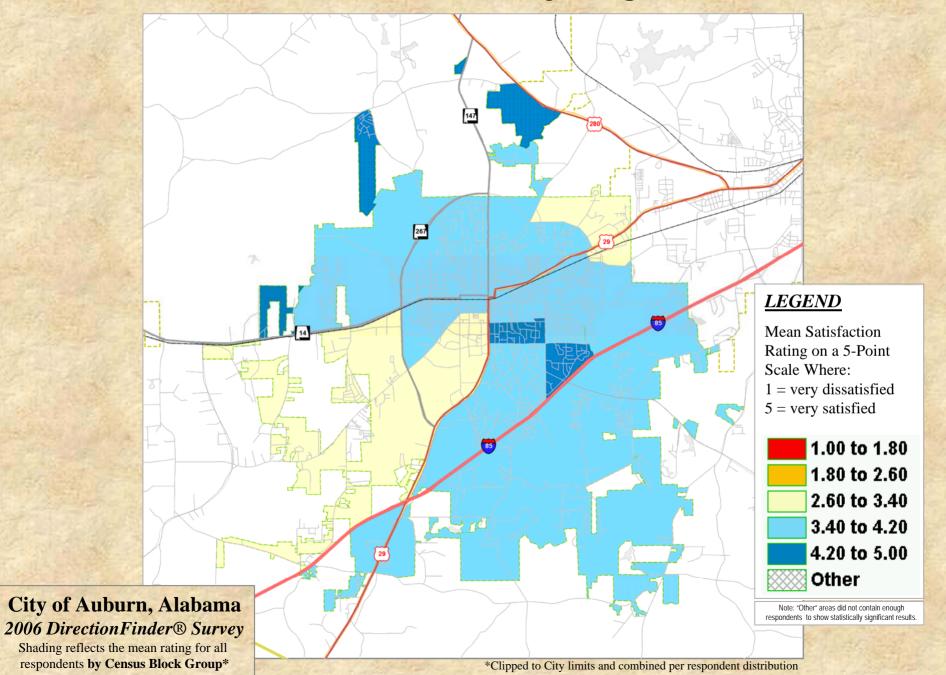
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



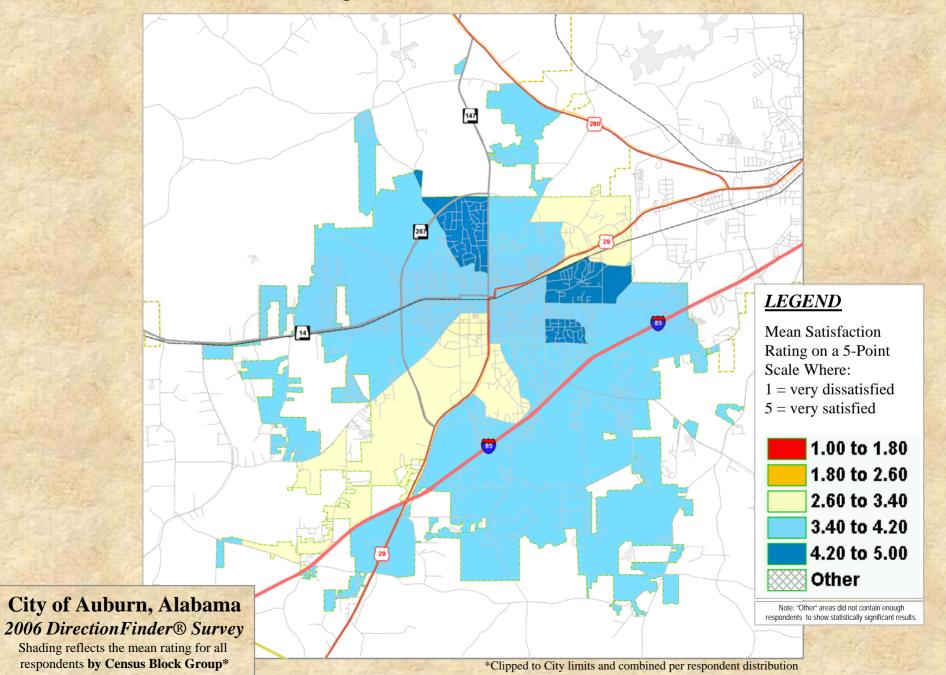
Satisfaction with residential trash collection services



Satisfaction with curbside recycling services (Q9b)



Satisfaction with yardwaste removal services (Q9c)



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

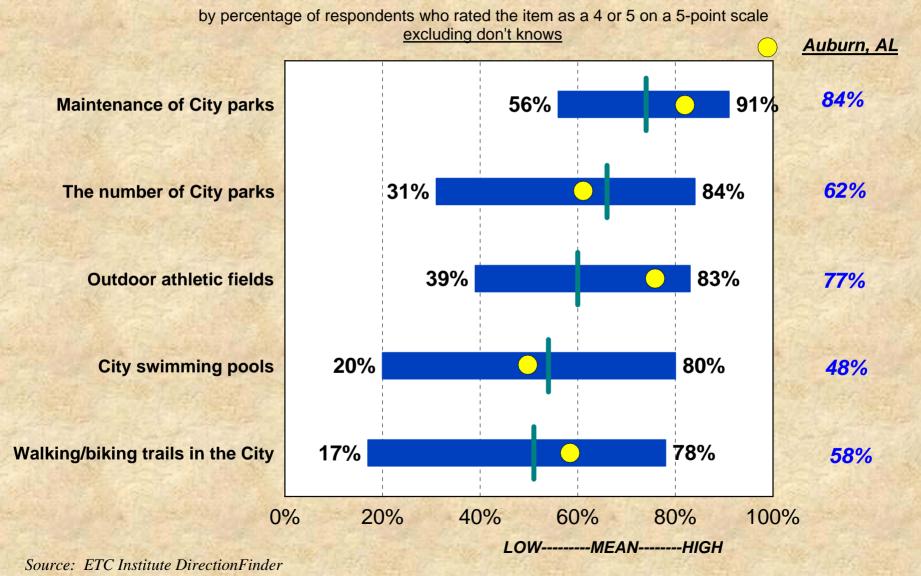
14% Maintenance of City parks 21% 63% Outdoor athletic fields 51% 20% 26% City's youth athletic programs 27% 49% 20% Maintenance of City cemeteries 18% 55% 21% 6% Ease of registering for programs 18% 47% 30% 5% 47% 14% The number of City parks 15% 24% Fees charged for recreation programs 7% 17% 43% 33% City's adult athletic programs 16% 43% 33% 7% Walking and biking trails in the City 16% 42% 24% 17% Other City recreation programs 41% 36% 6% 17% Community recreation centers 12% 40% 34% 14% City swimming pools 11% 37% 37% 16% 0% 20% 40% 60% 80% 100%

■Satisfied (4) ■ Neutral (3)

■Dissatisfied (1/2)

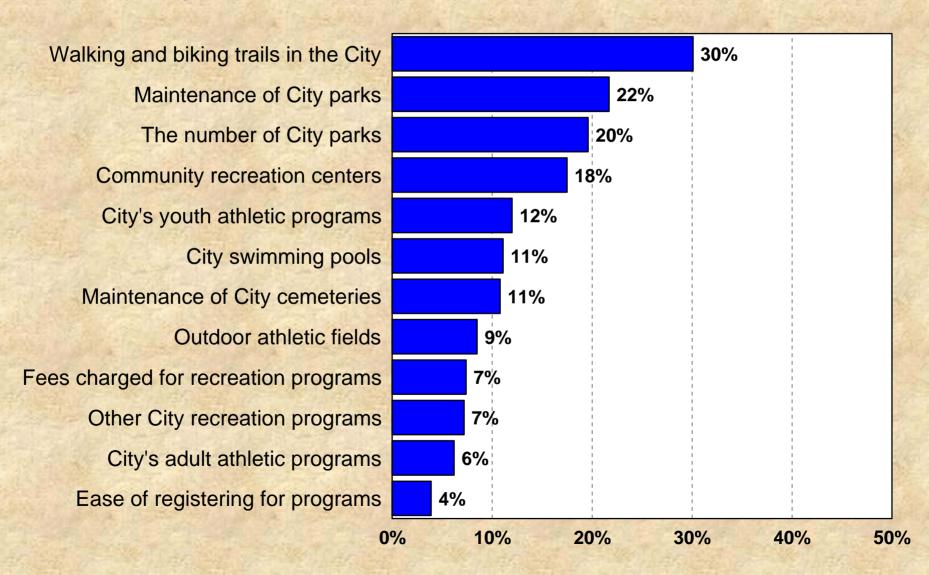
■Very Satisfied (5)

Satisfaction with <u>Parks and Recreation</u> Facilities and Services Provided by Cities - 2006



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



mean satisfaction

2006 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

mean importance

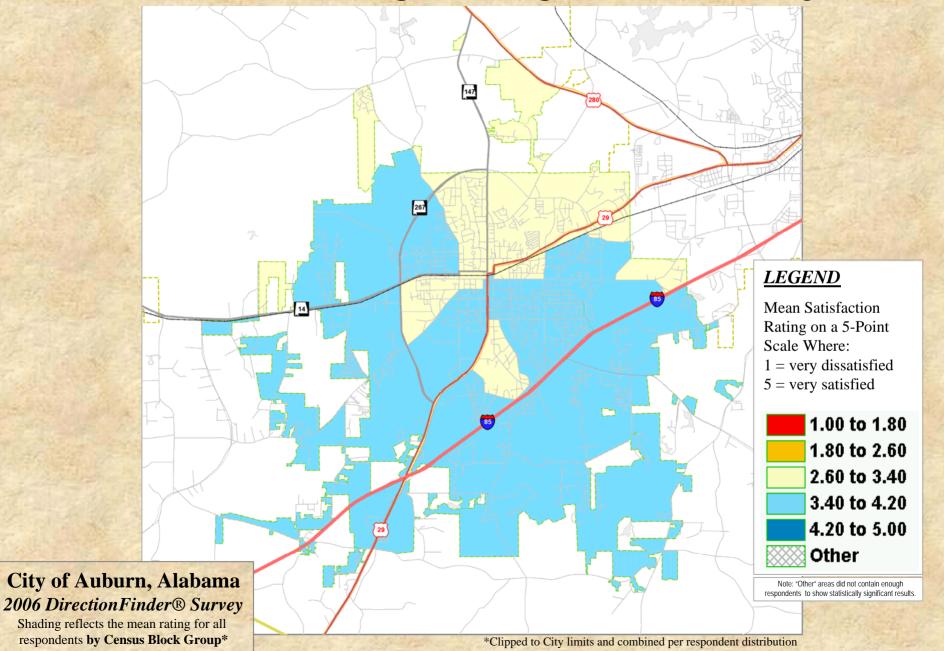
	Exceeding Expectations lower importance/high_satisfaction	Continued Emphasishigher_importance/higher_satisfaction_
	City's youth athletic programs Outdoor athletic fields	Maintenance of City parks
Rating	Maintenance of City cemeteries	
	Ease of registering for programs	
Satisfaction	Fees charged for recreation programs City's adult athletic programs Other City recreation programs	The number of City parks Walking and biking trails in the City
	City swimming pools 🥕	Community recreation centers
	Less Important lower importance/lower satisfaction	Opportunities for Improvement higher importance/lower satisfaction

Lower Importance

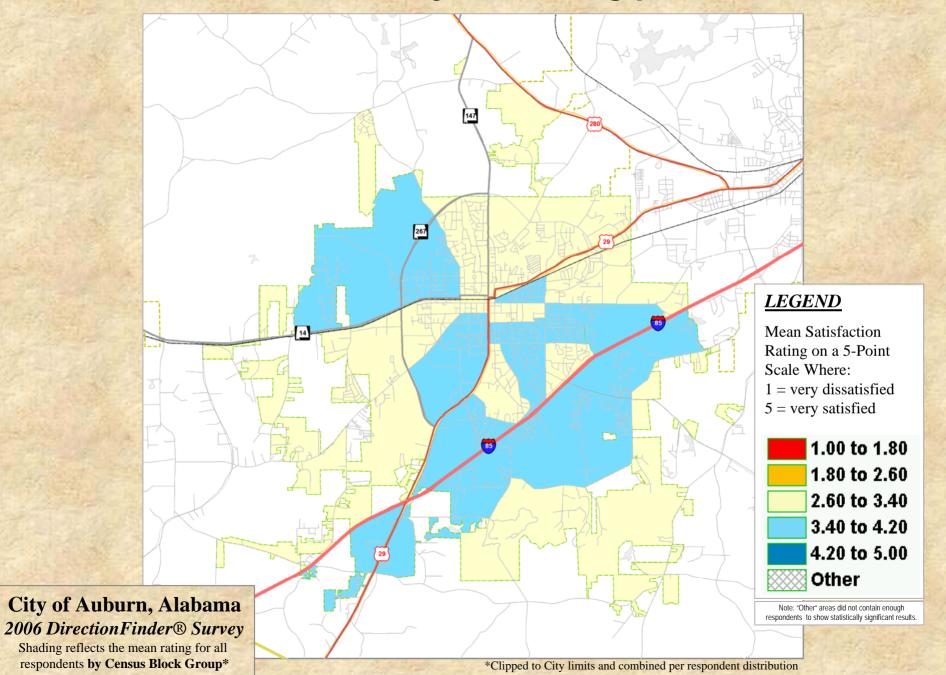
Importance Rating

Higher Importance

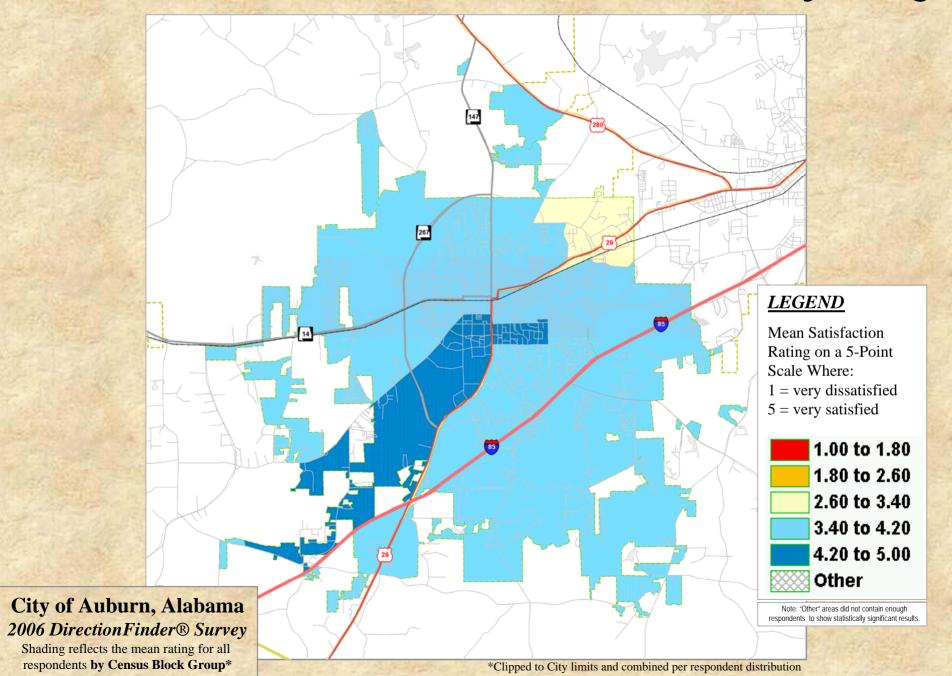
Satisfaction with walking & biking trails in the City (Q14d)



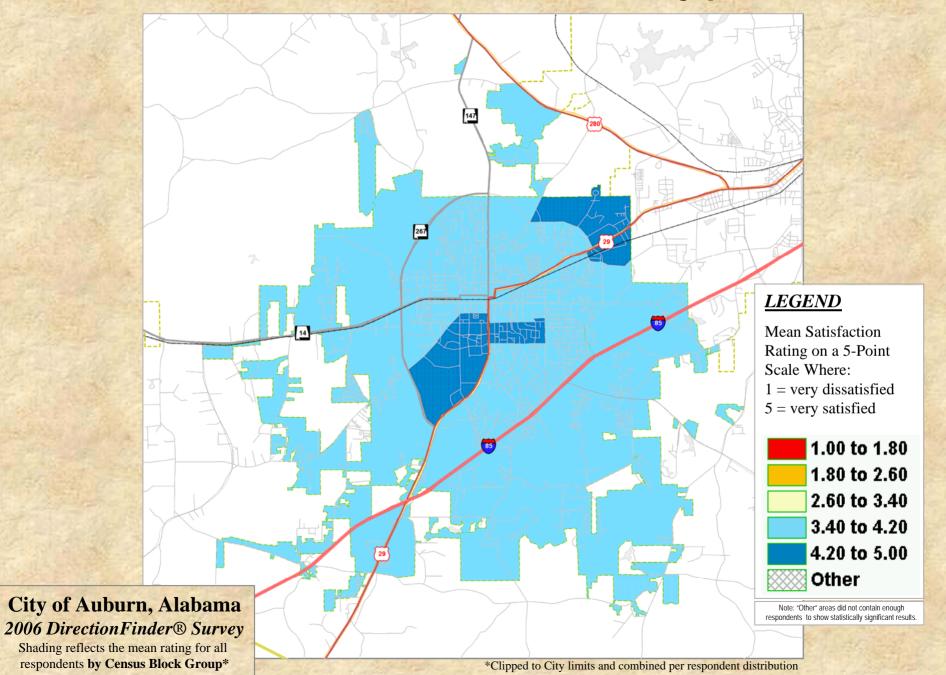
Satisfaction with City swimming pools (Q14e)



Satisfaction with outdoor athletic fields in the City (Q14g)



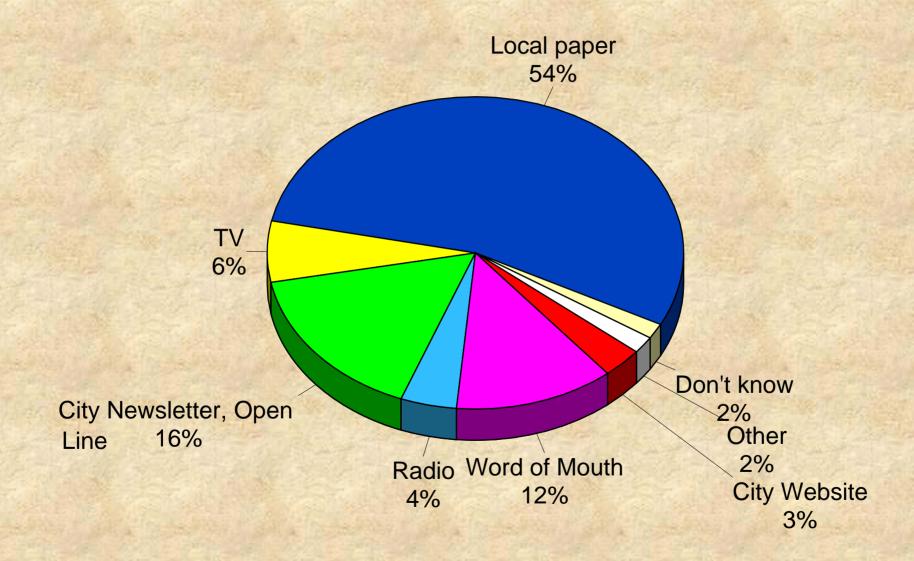
Satisfaction with the maintenance of City parks (Q14a)



Communication

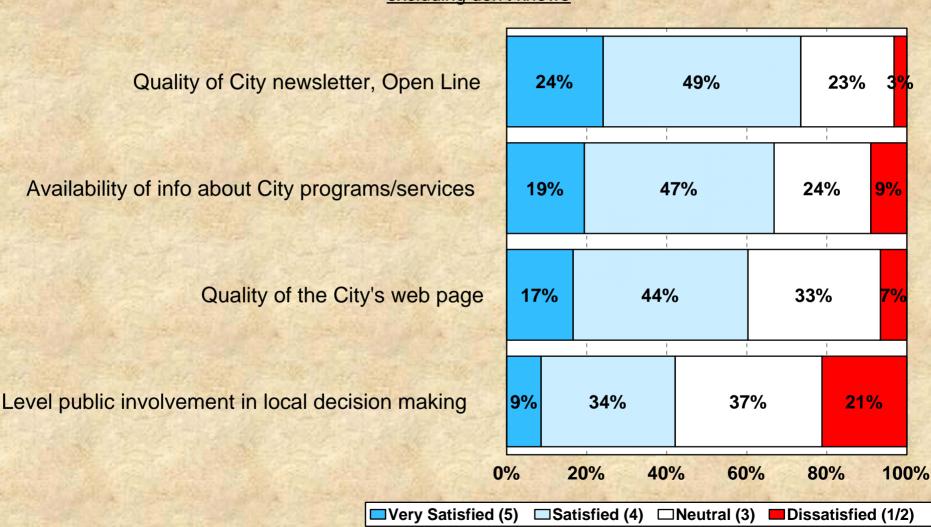
Primary Source of Information about City Issues

by percentage of residents surveyed



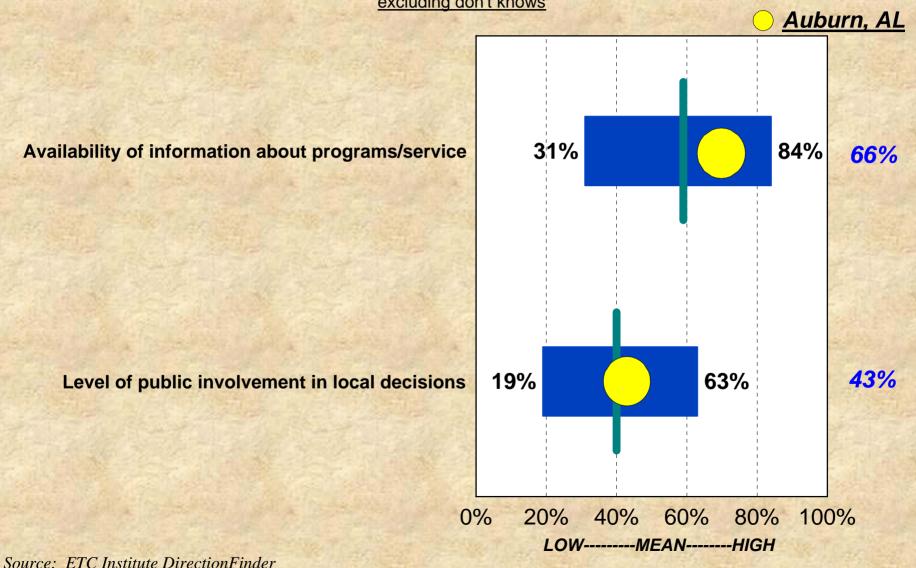
Satisfaction with Various Aspects of City Communications

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



Satisfaction with Various Aspects of City Communications - 2006

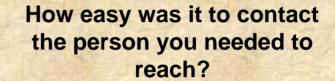
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows

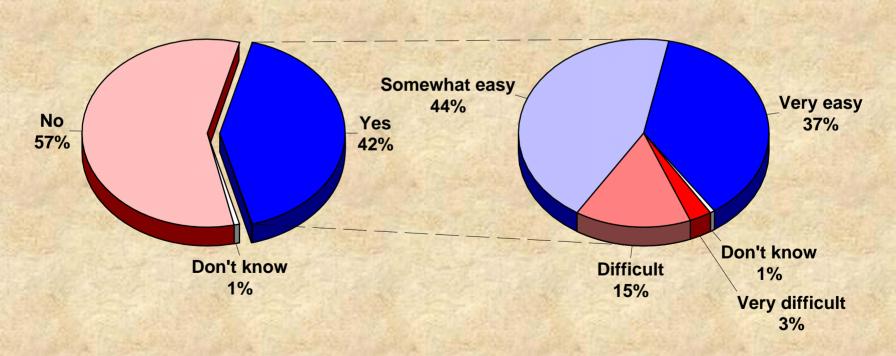


Customer Service

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

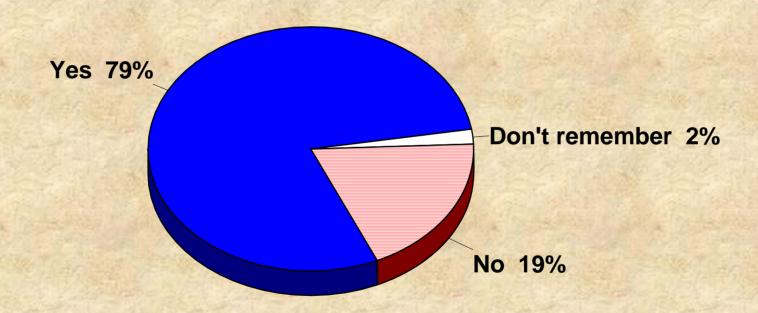
by percentage of residents surveyed





Was the Department You Contacted Responsive to Your Issue?

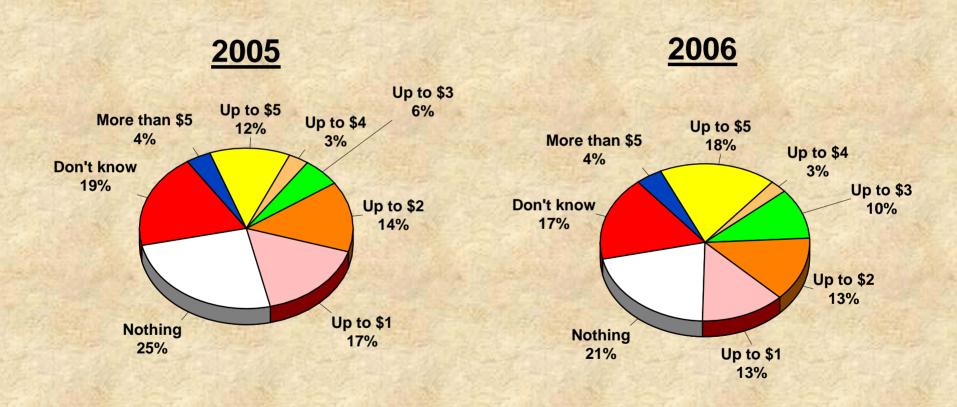
by percentage of residents who had called or visited the City during the past year



Stormwater

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

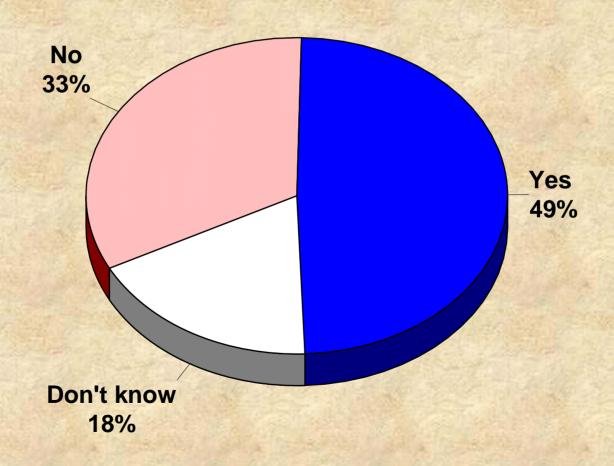
by percentage of residents surveyed



Other Issues

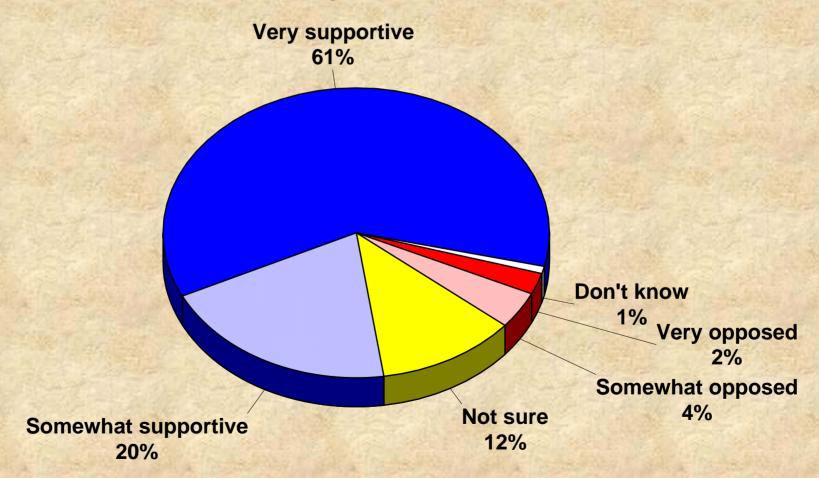
Would You be in Favor of a Slight Increase in Property Taxes if the Revenue was Dedicated for Auburn City Schools?

by percentage of residents surveyed



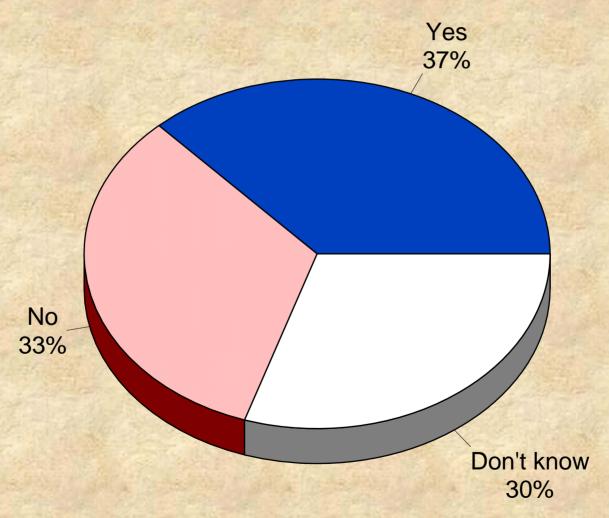
Support for the City of Auburn Adopting Codes that Would Require New Non-Residential Dev. to Preserve Existing Trees or Plant New Trees/Shrubs

by percentage of residents surveyed



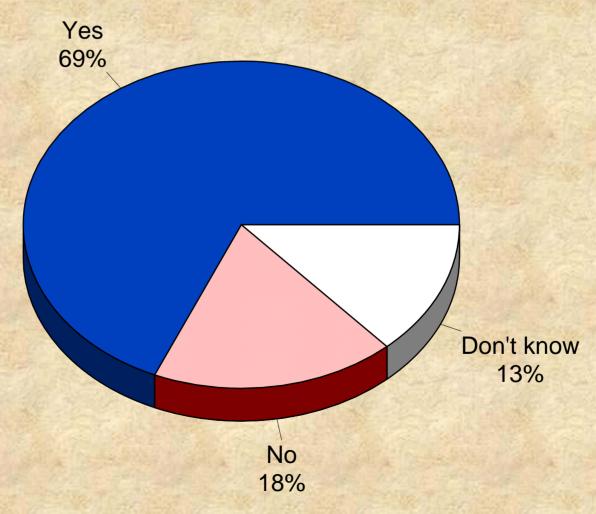
Do You Believe that the City of Auburn is Building Sufficient Streets, Intersections, Sidewalks, and Water/Sewer Systems to Keep up with the City's Growth?

by percentage of residents surveyed



Should the City Continue to Aggressively Pursue both Industrial and Commercial Projects in Order to Create Jobs and Revenue?

by percentage of residents surveyed



Conclusions/Recommendations

- Auburn continues to be 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 20% above the national average
 - Satisfaction with the value for city taxes was 16% above the national average
 - Overall feeling of safety in the City was +13% above the national average
- Areas to emphasize over the next year
 - Enforcement of traffic laws in neighborhoods
 - Traffic flow and street maintenance
 - Walking/biking trails; the need for recreation centers is an emerging issue
 - Management of stormwater
 - Street lighting ratings (ratings are down 9% in just 2 years)
- Residents are more willing to pay stormwater fees than they were a year ago, but continued education is needed
- Mixed support for a property tax increase for schools
- Strong support for industrial and commercial recruitment

Questions ??