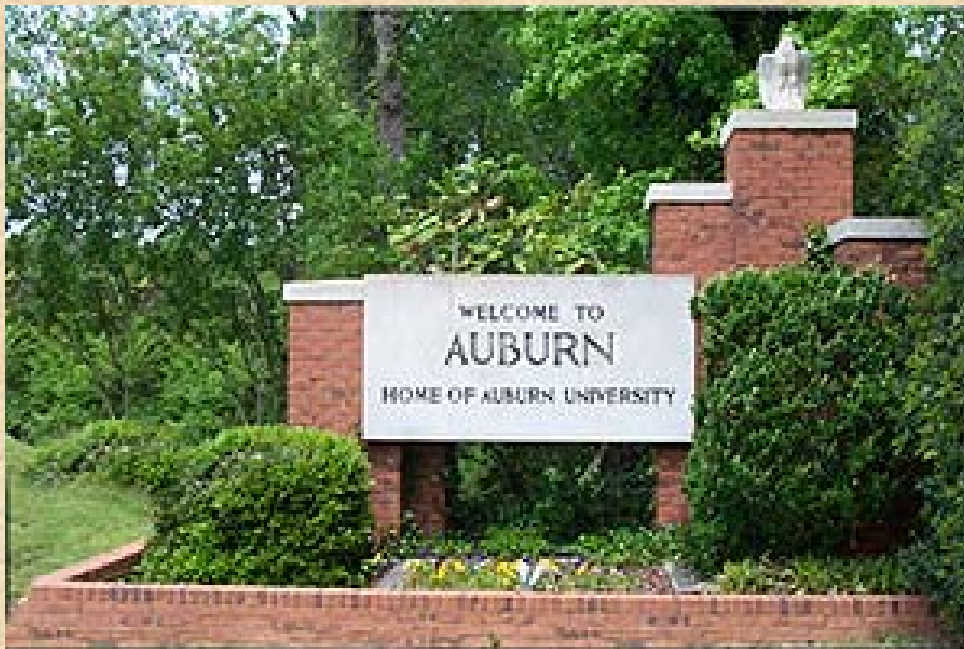


*2005 DirectionFinder® Survey*  
City of Auburn, Alabama



**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

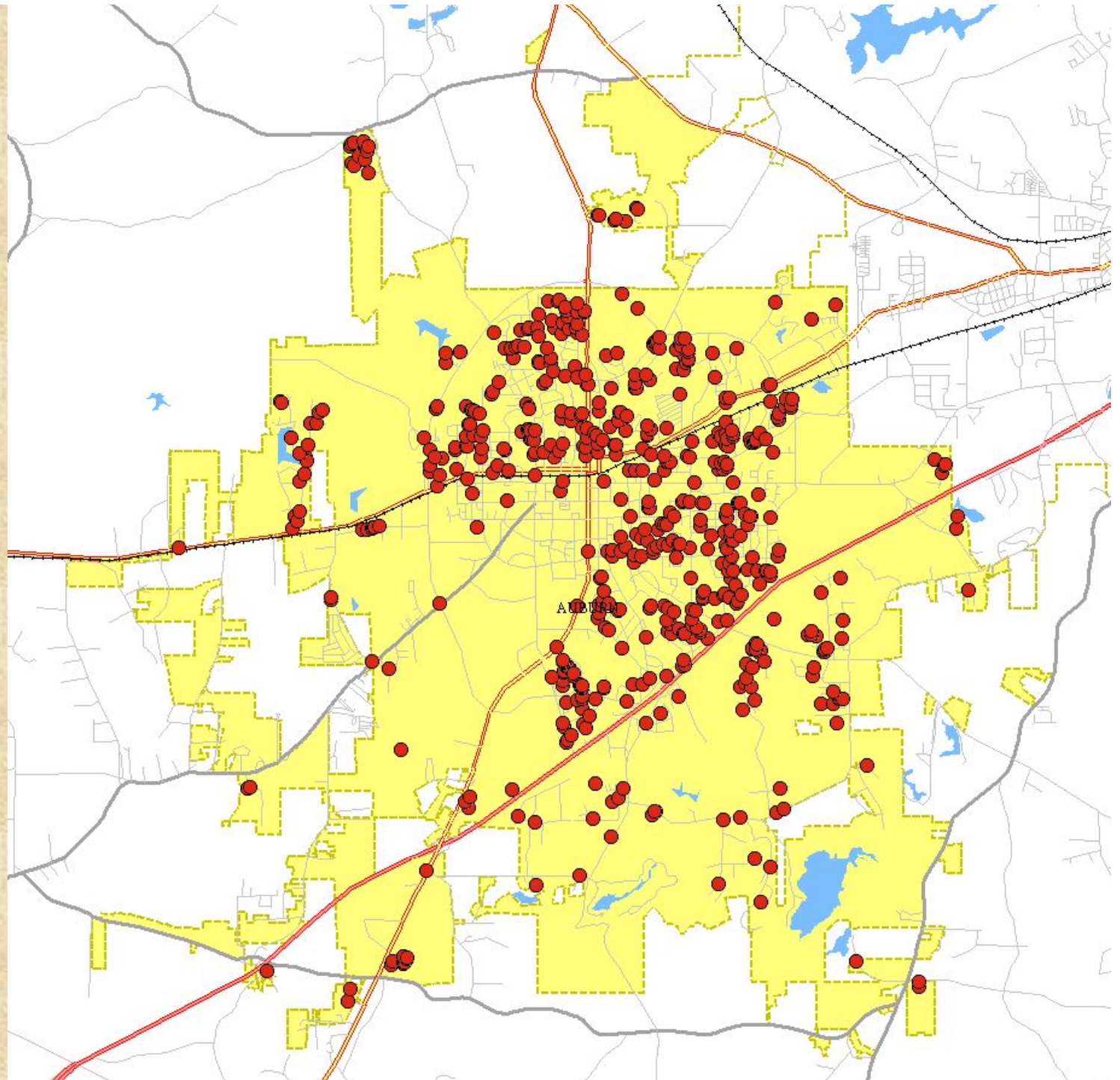
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri\*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas\*
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas\*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- West Des Moines, Iowa

\* Cities with a major university

# Demographics

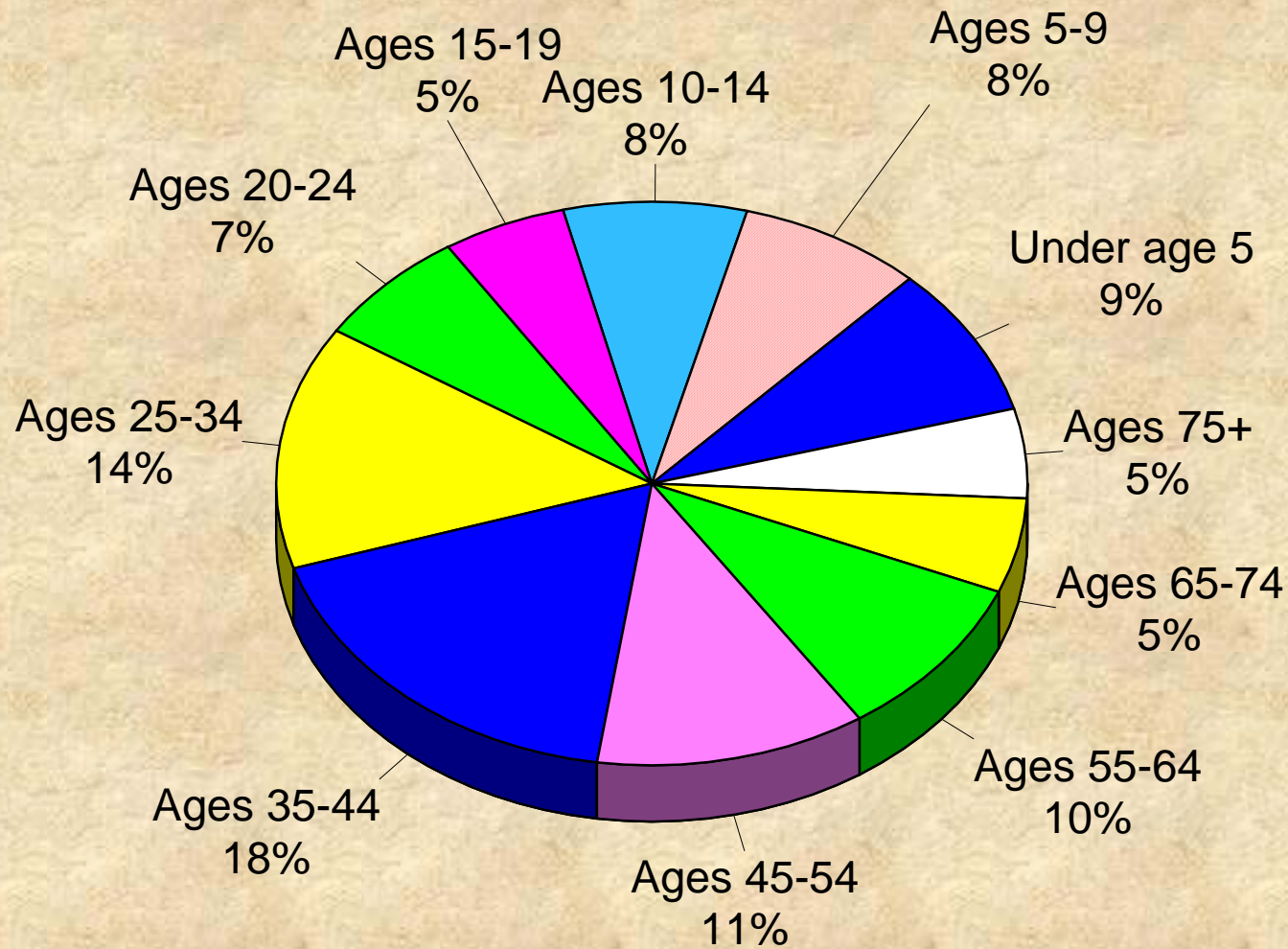
**Location of  
Respondents**

**2005  
Auburn  
Citizen  
Survey**



# Demographics: Ages of Household Occupants

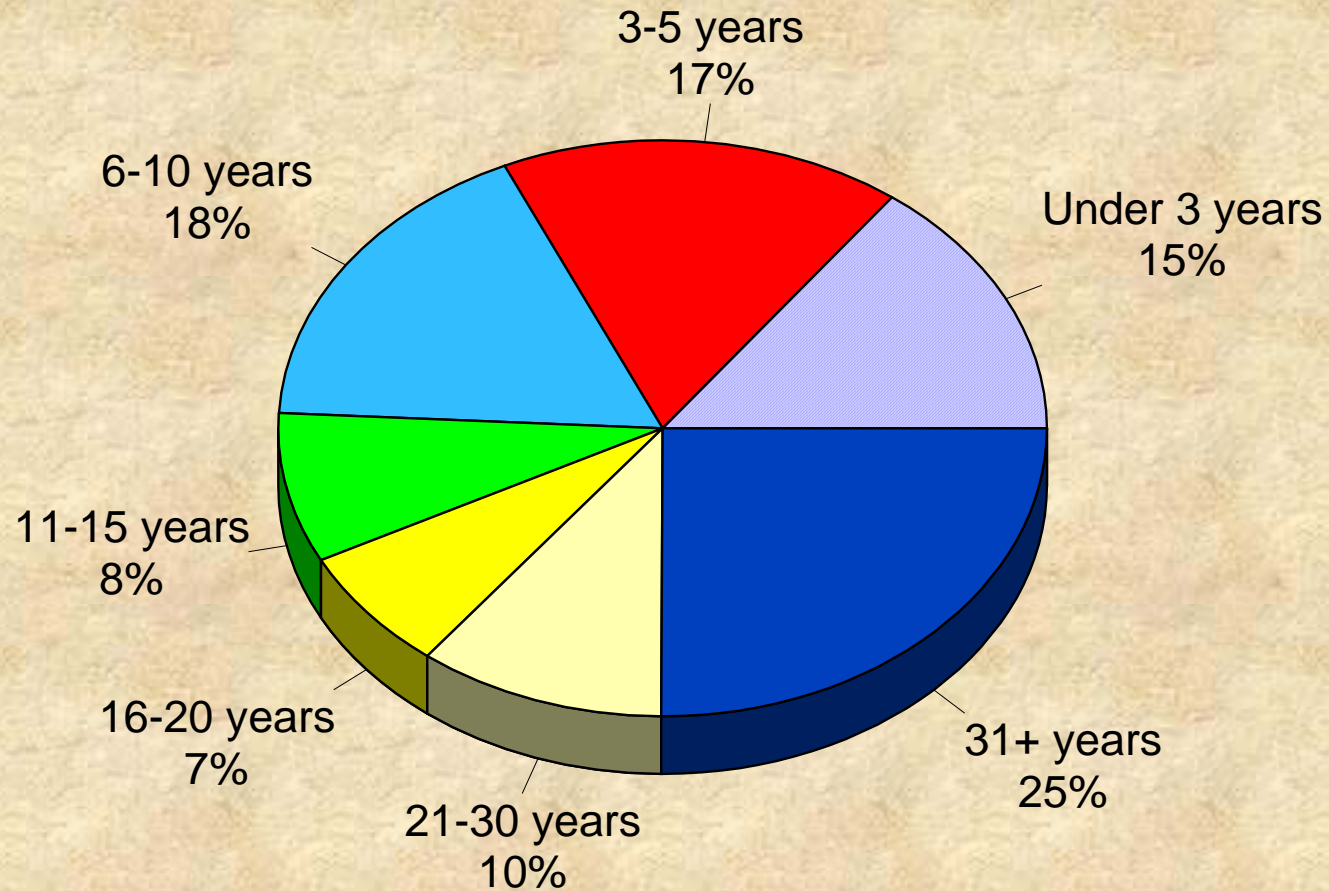
by percentage of persons in households



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

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

by percentage of residents surveyed

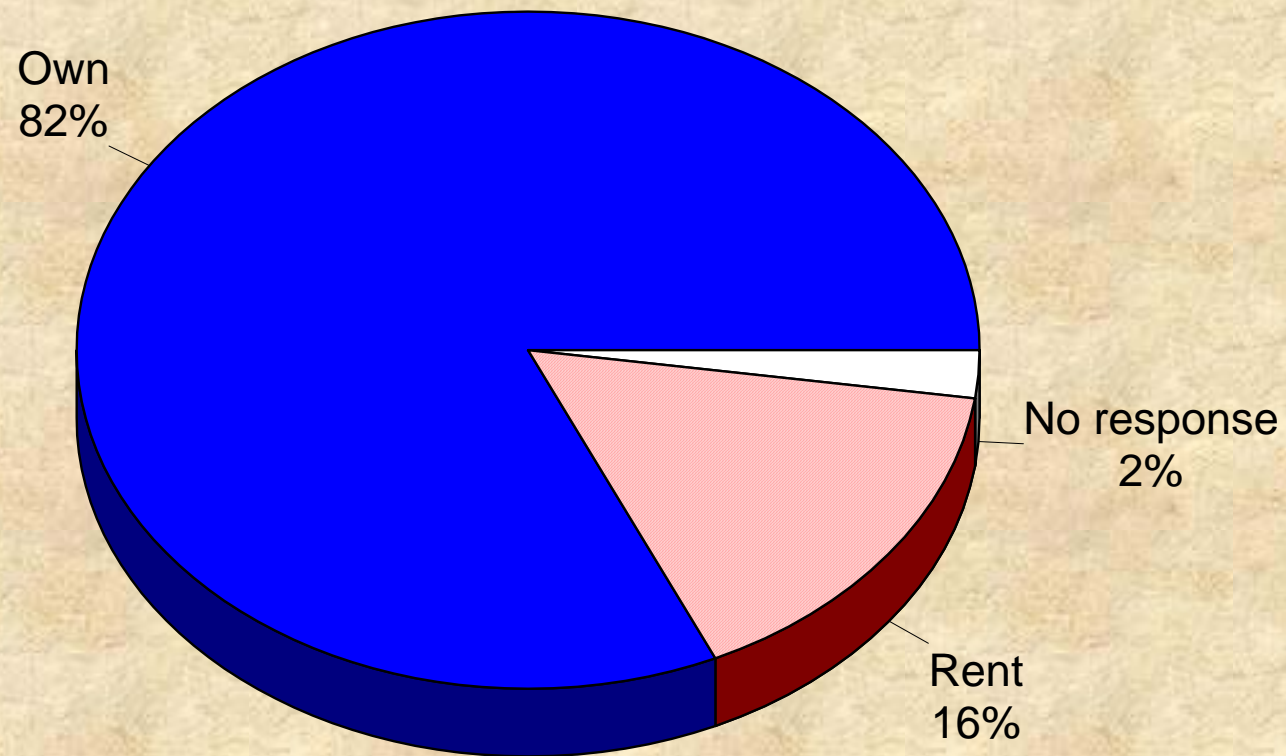


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)



# Demographics: Do You Own or Rent Your Current Residence?

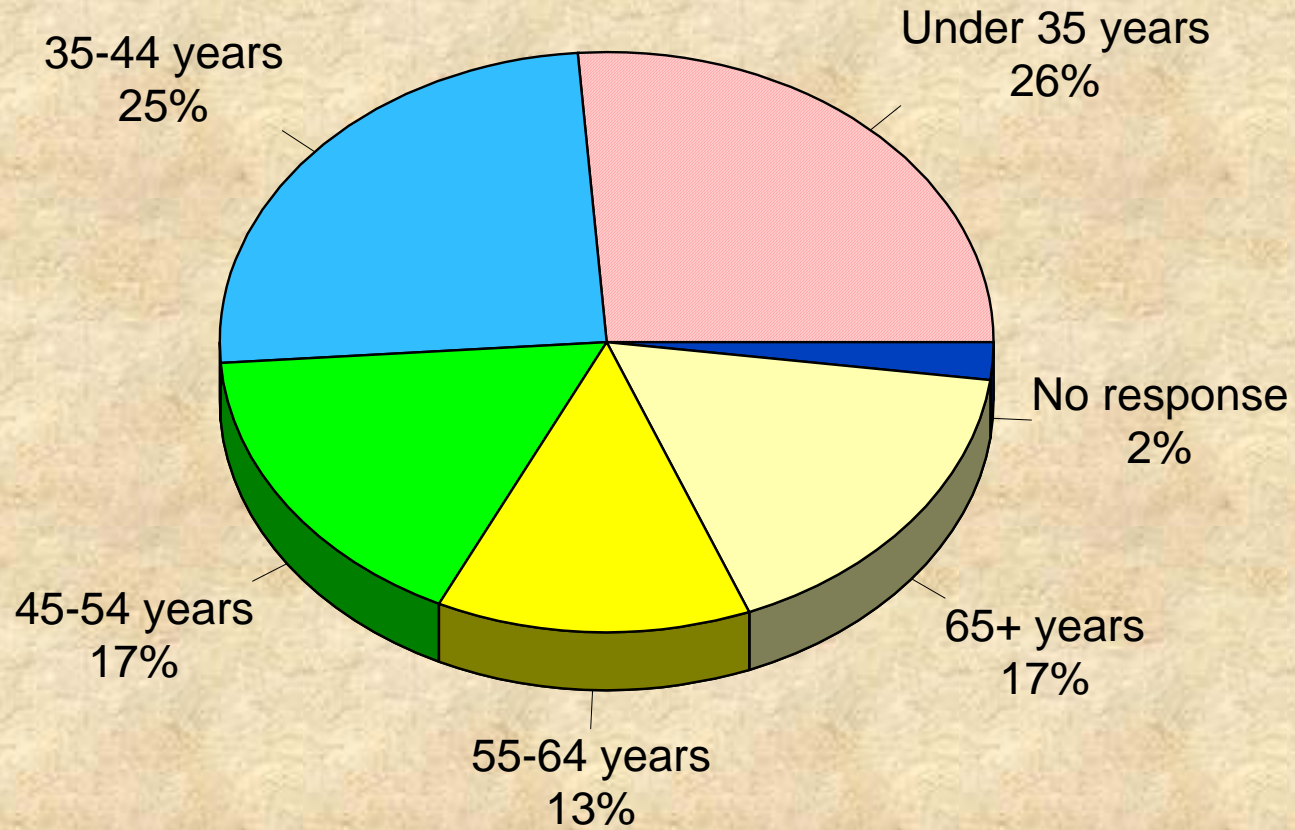
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Demographics: What is Your Age?

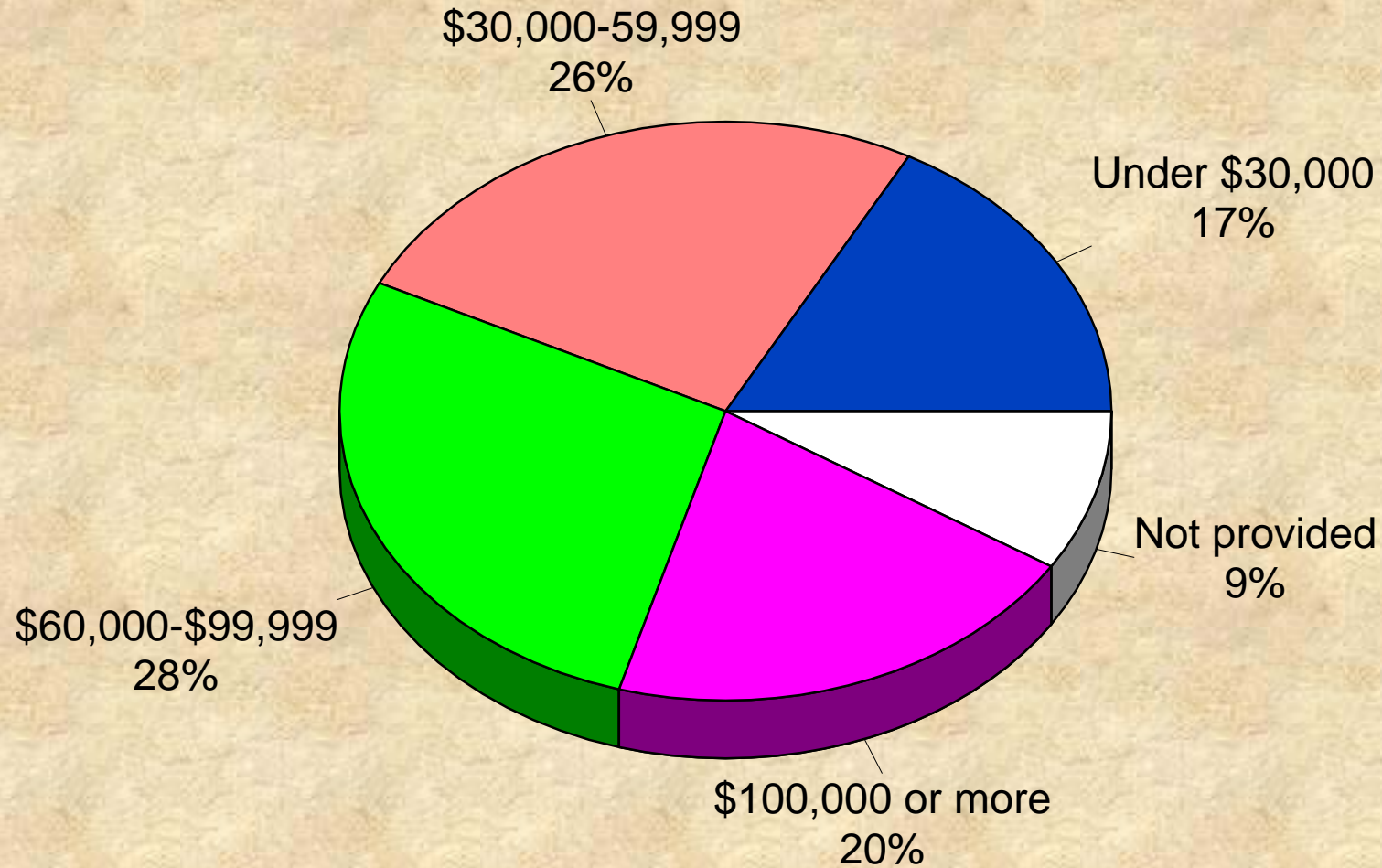
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Demographics: Total Annual Household Income

by percentage of residents surveyed

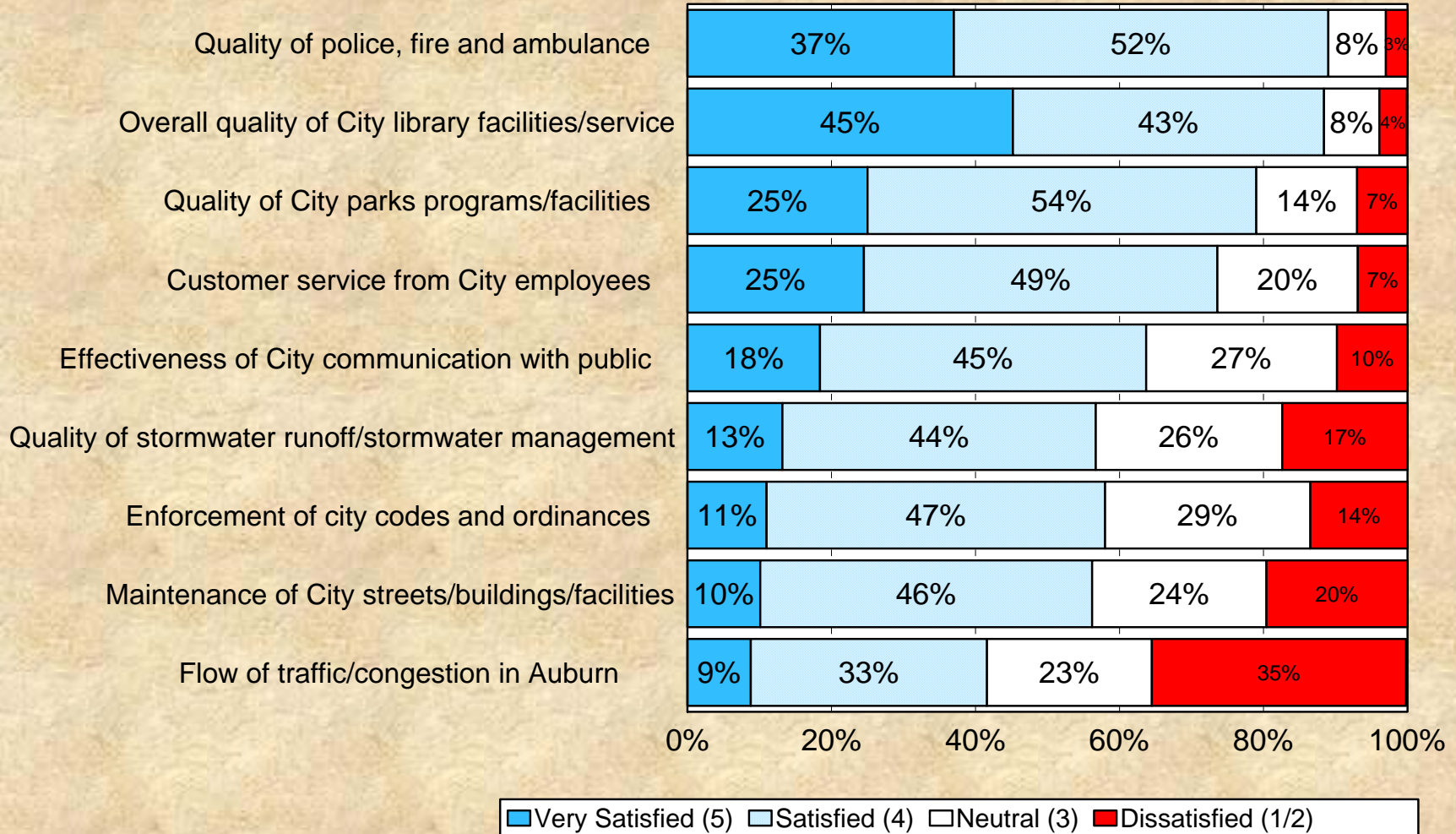


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# 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

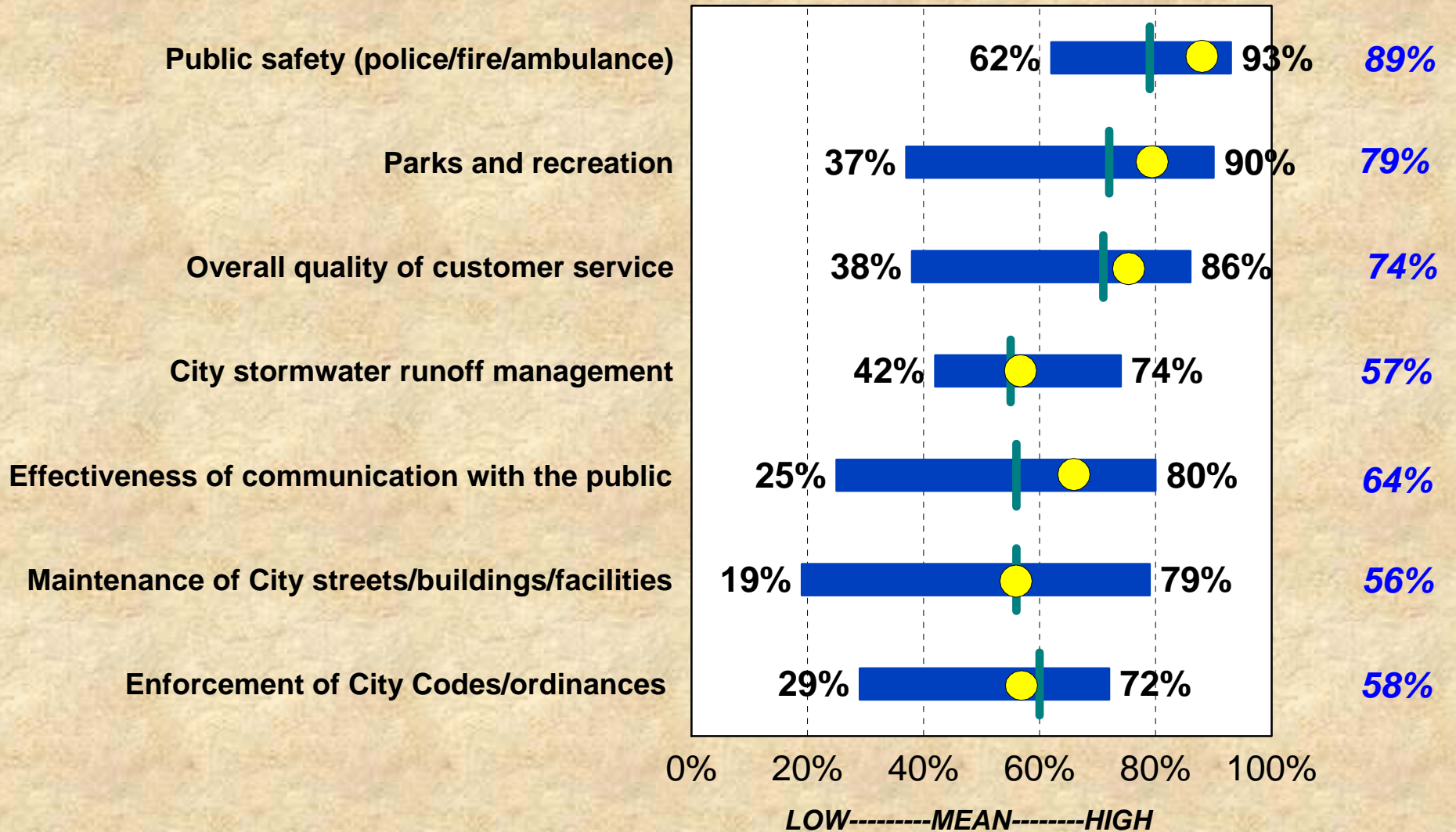


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# 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

Auburn, AL

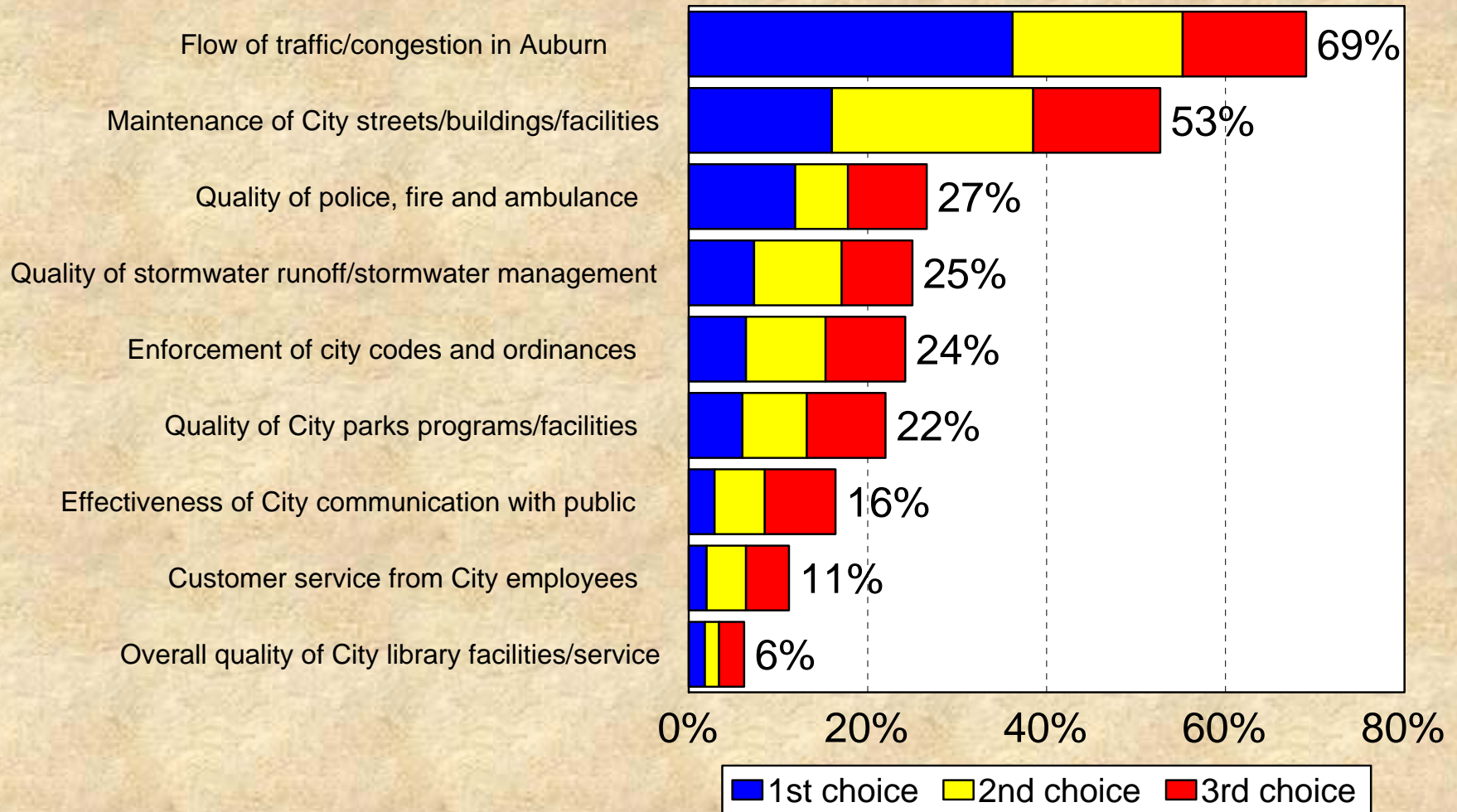


# Trends

- **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



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)



# Importance-Satisfaction Rating

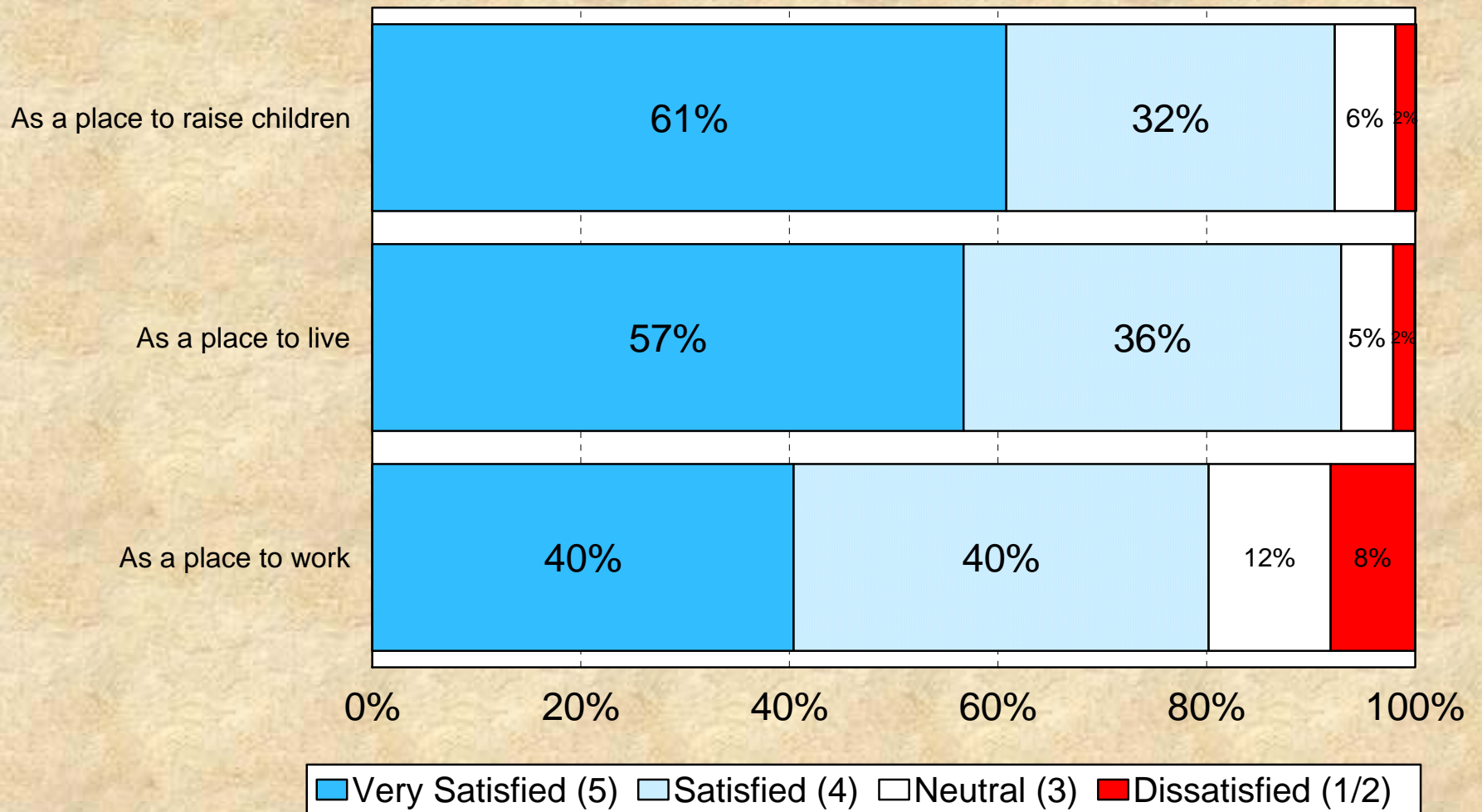
## City of Auburn

### OVERALL

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

# Satisfaction with Various Aspects of Life in Auburn

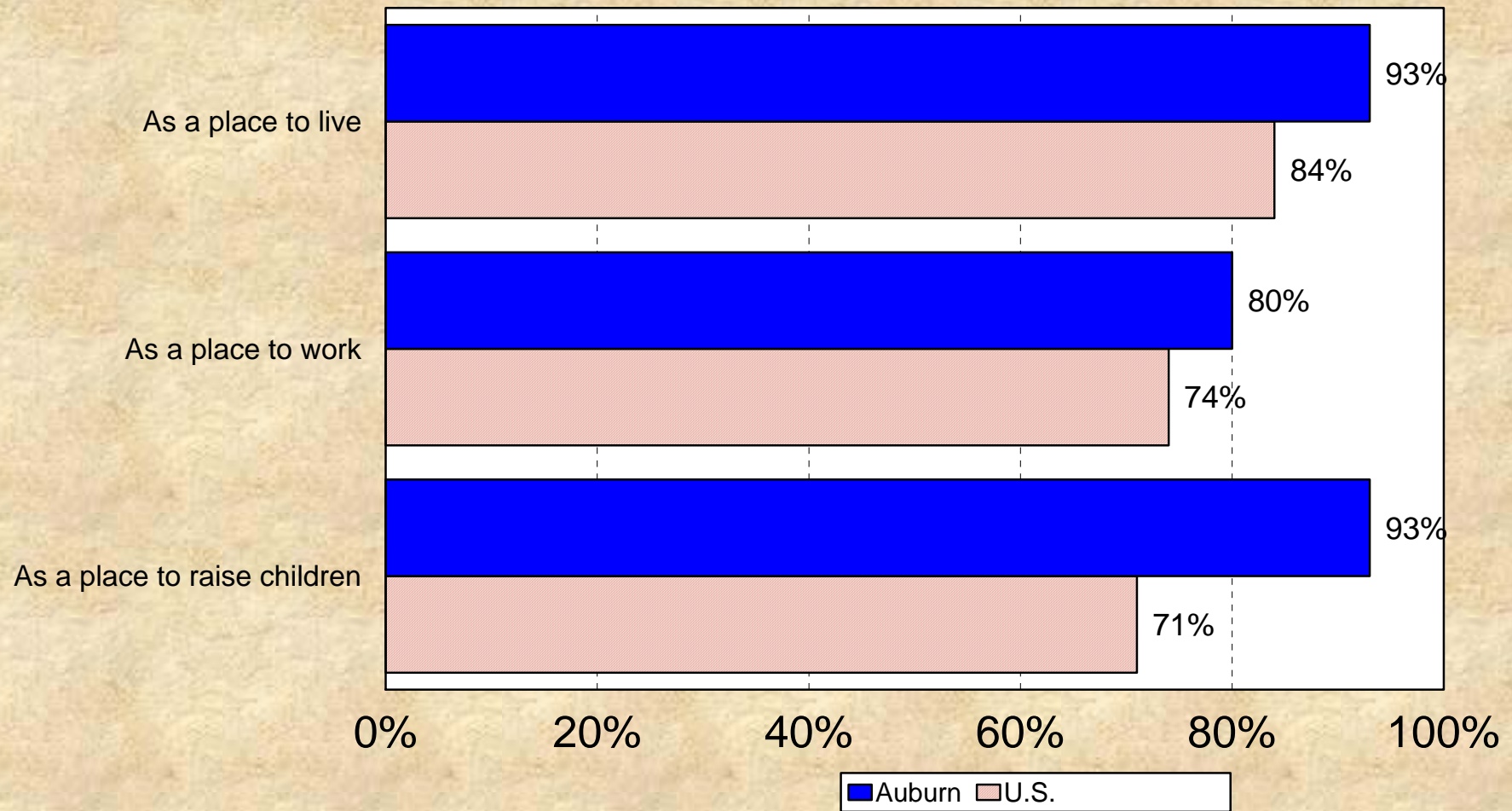
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
excluding don't knows



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# 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

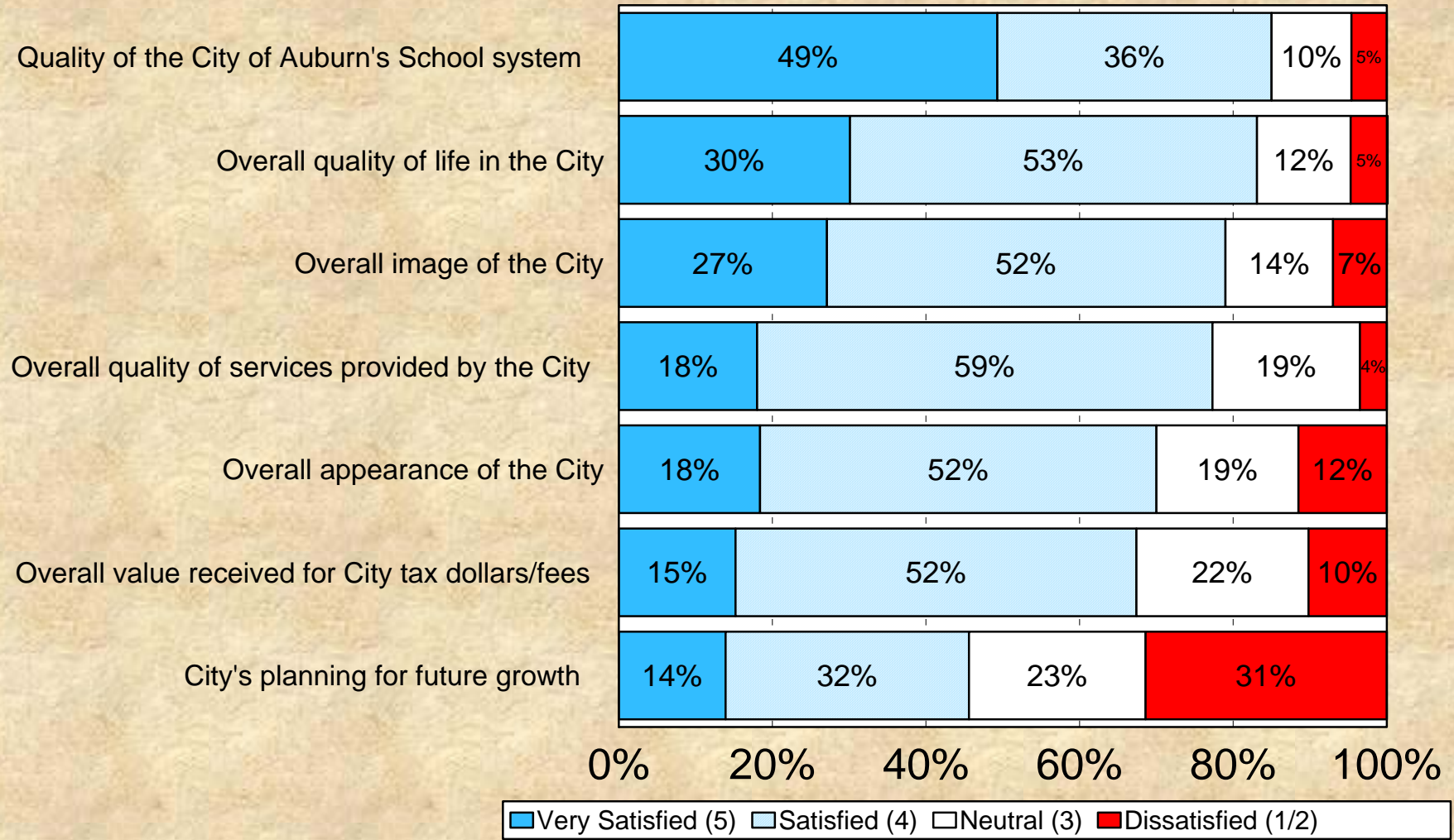


Source: ETC Institute Survey (April 2005)

National Benchmarking Data - All Communities

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

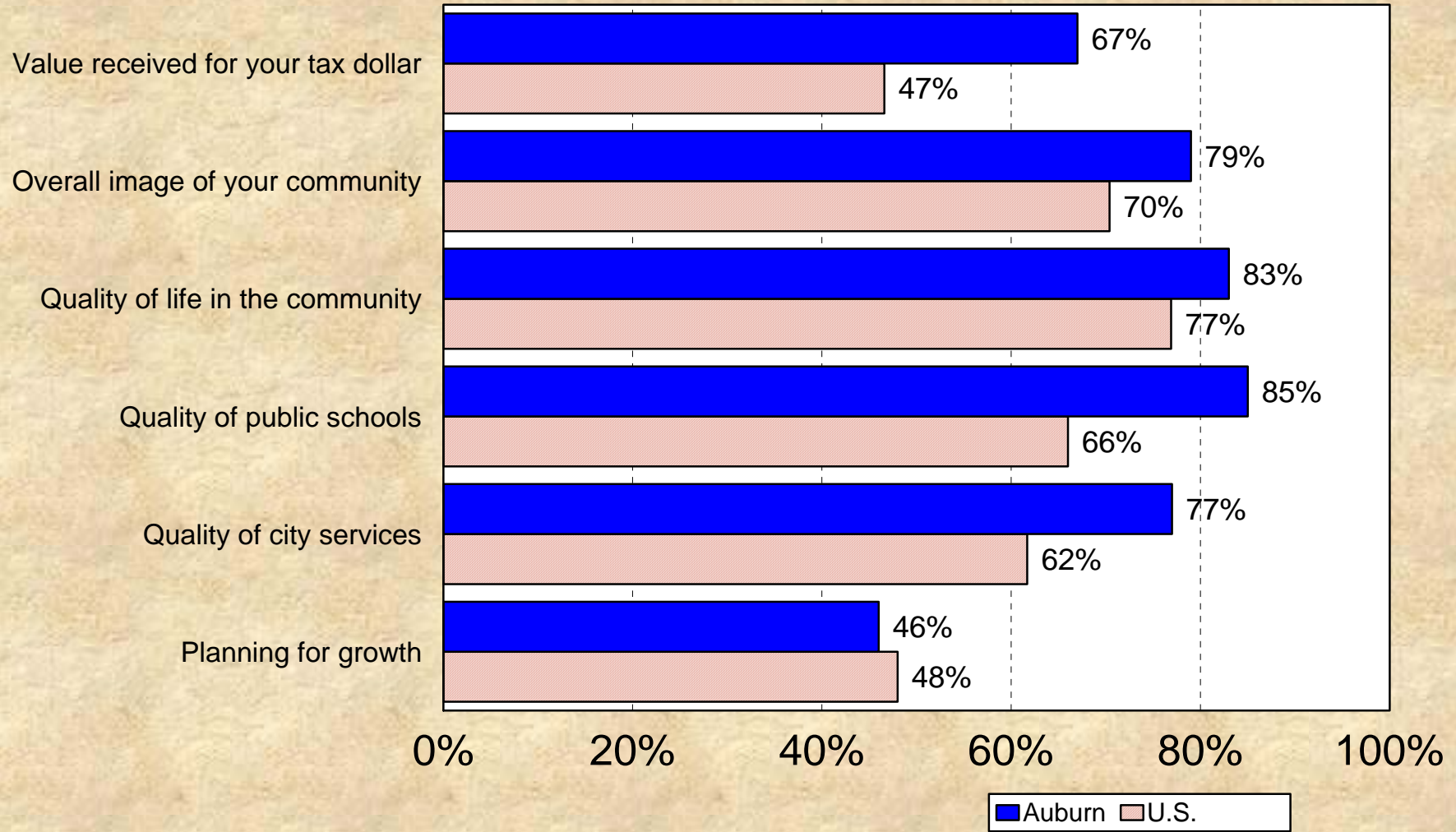
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# 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"



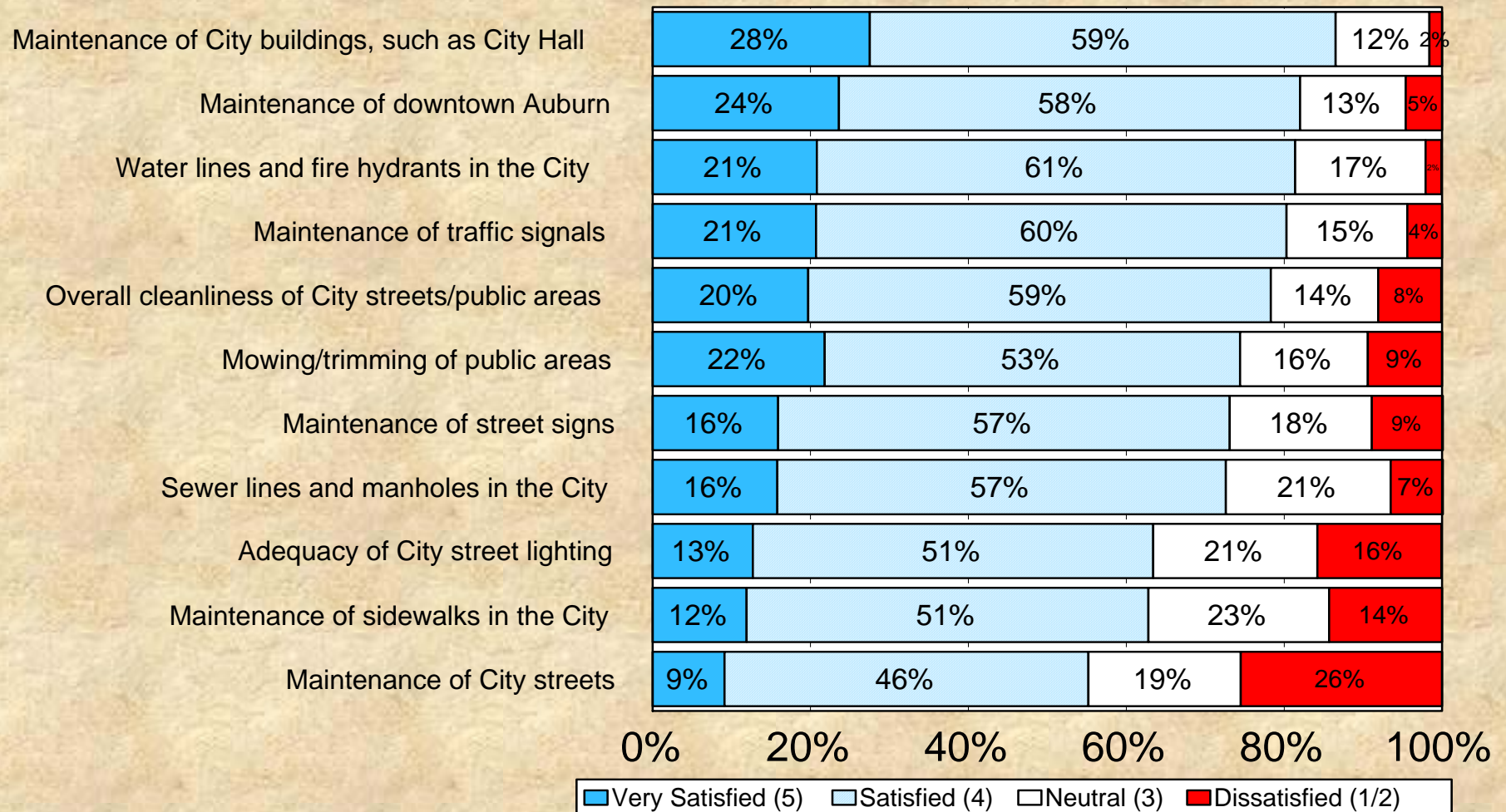
Source: ETC Institute Survey (July 2004)

National Benchmarking Data - All Communities

# Maintenance

# Satisfaction with Various Aspects of City Maintenance

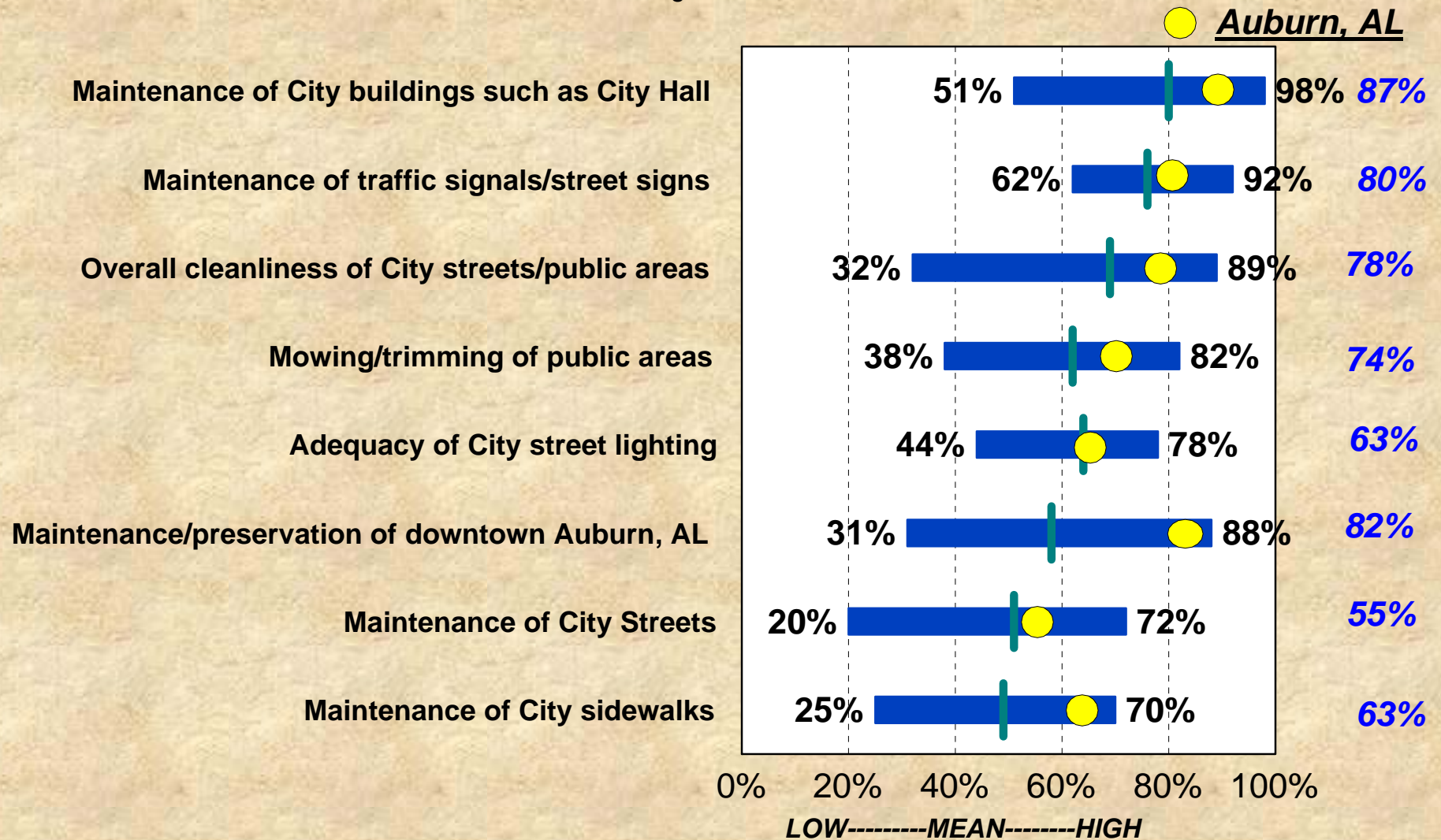
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
excluding don't knows



Source: ETC Institute DirectionFinder (March 2005 -Auburn, AL)

# Satisfaction with Maintenance 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

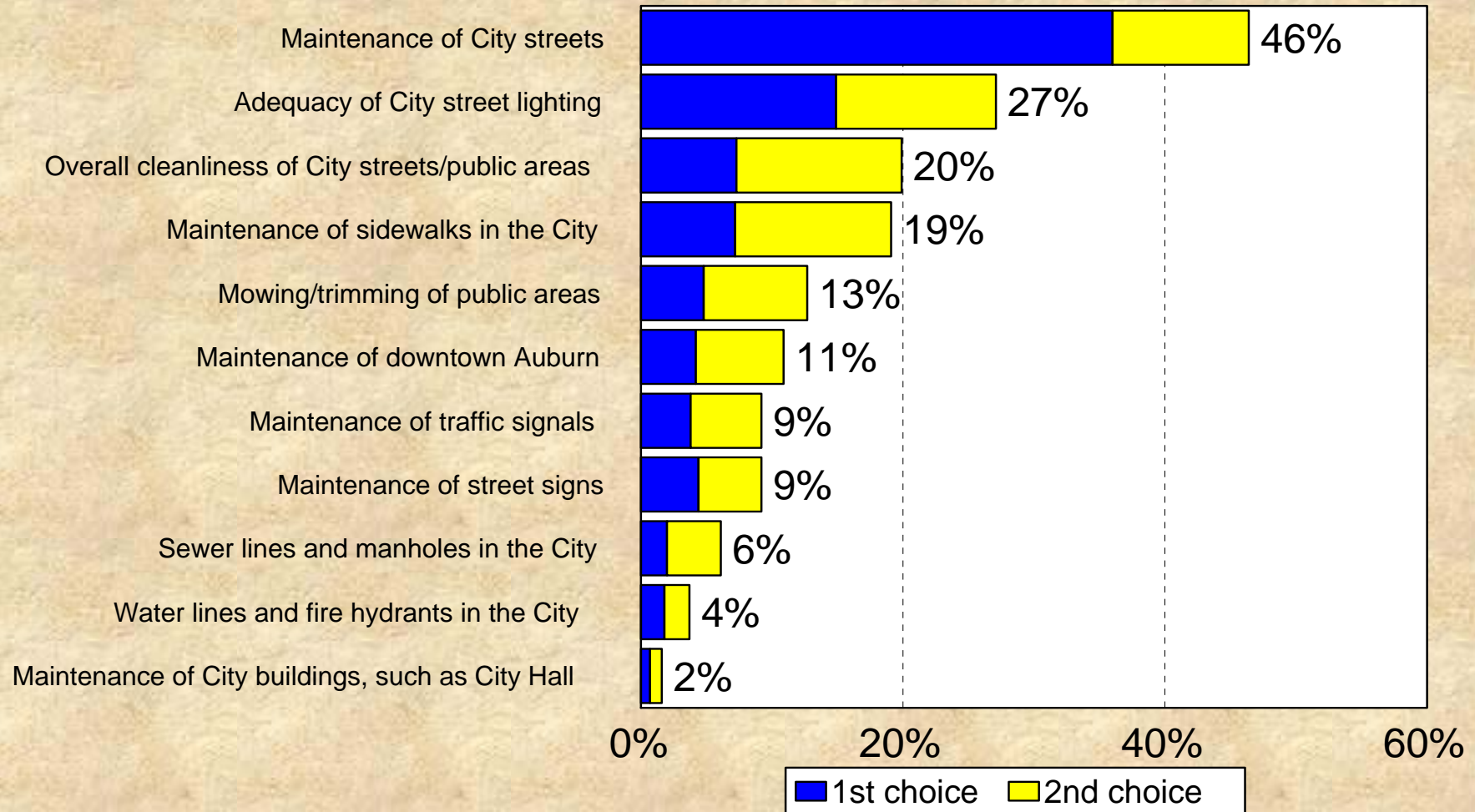


Source: ETC Institute DirectionFinder



# City Maintenance 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



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Importance-Satisfaction Rating

## City of Auburn

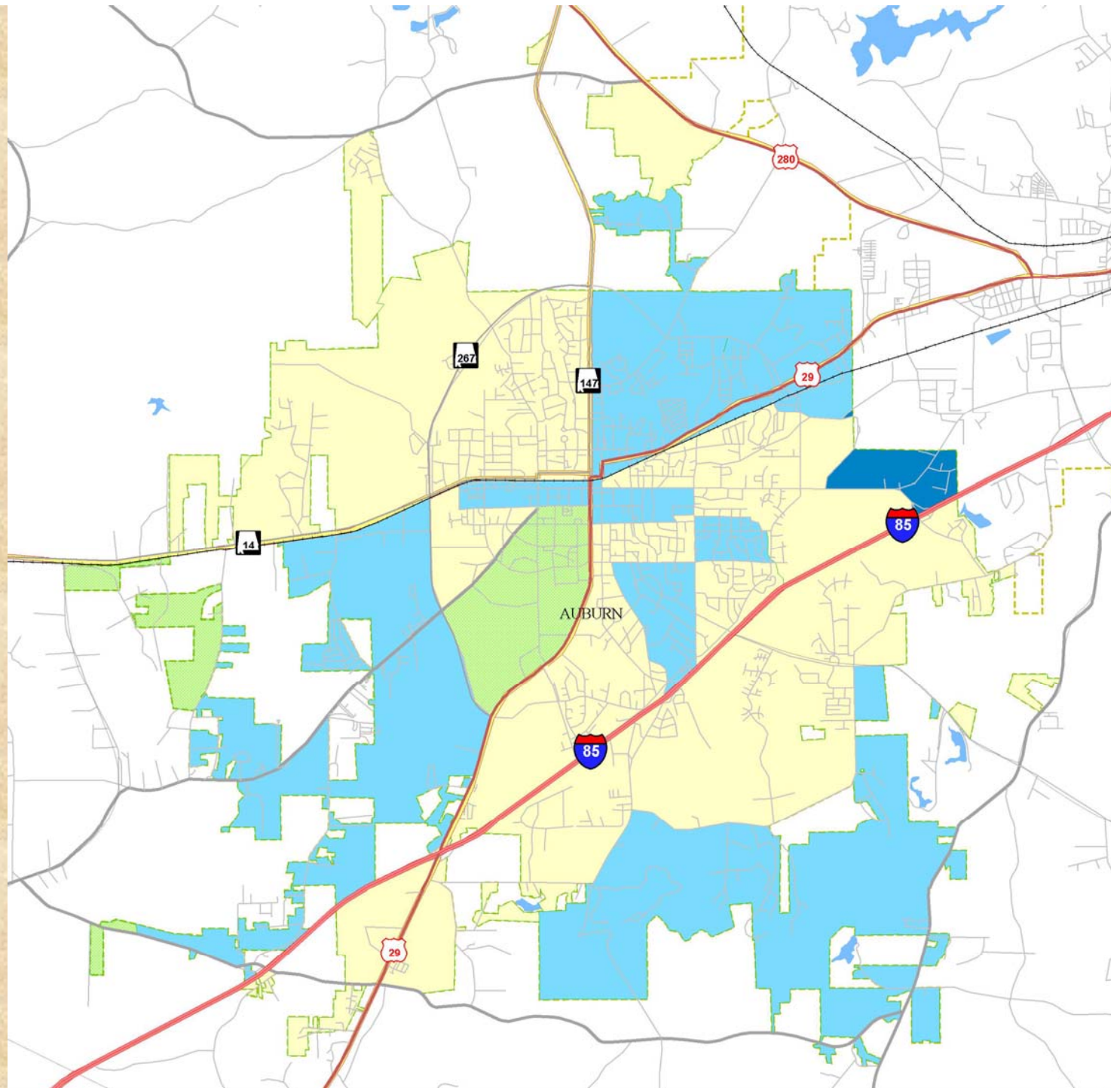
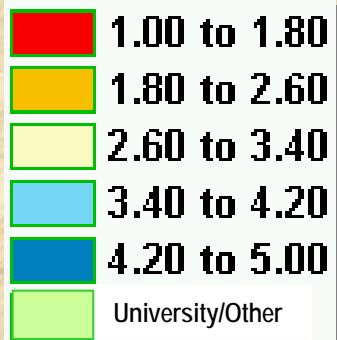
### CITY MAINTENANCE

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

**Question 9a**  
**Satisfaction**  
**with the**  
**Maintenance**  
**of City streets**

**Mean Rating**

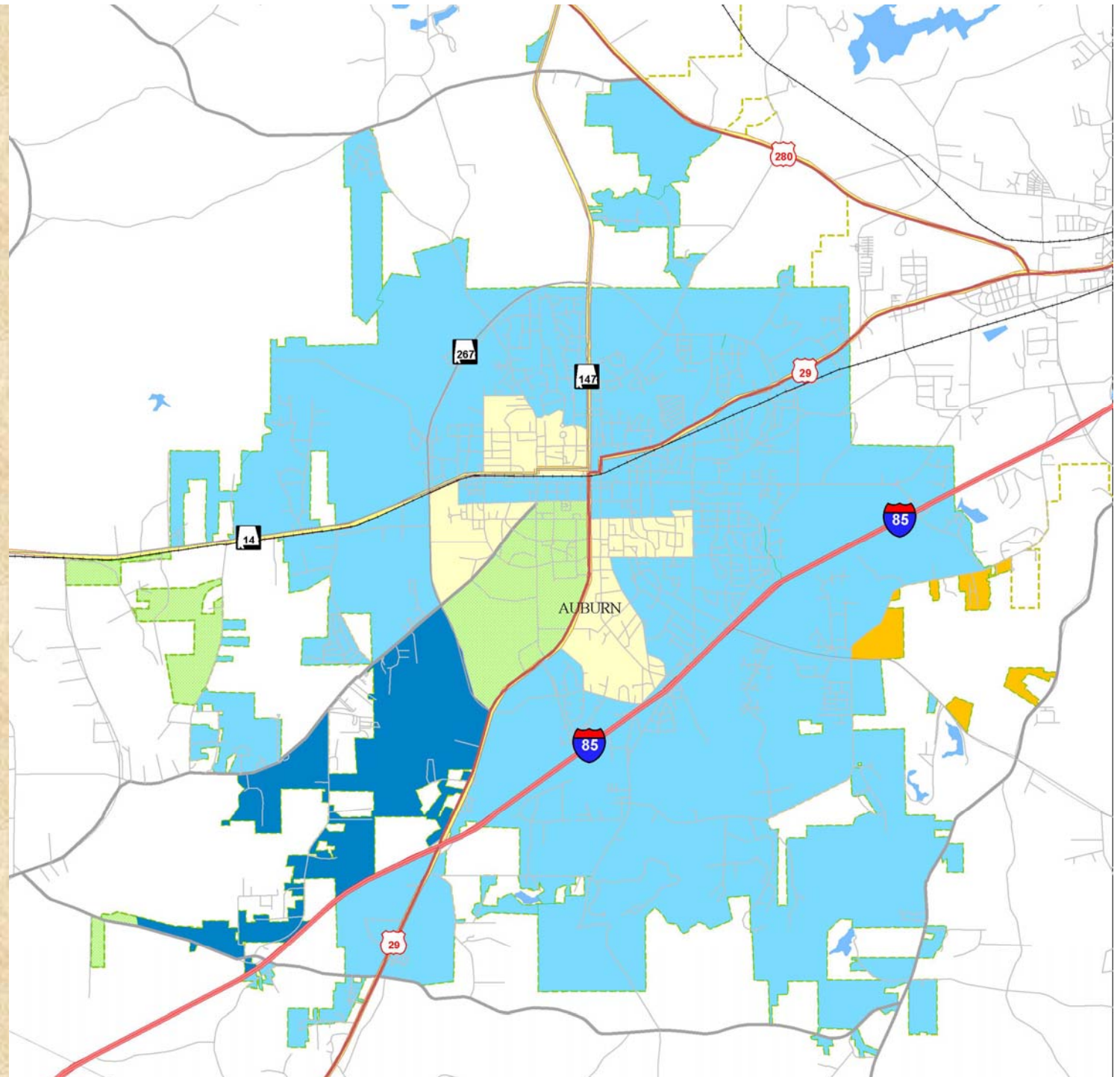
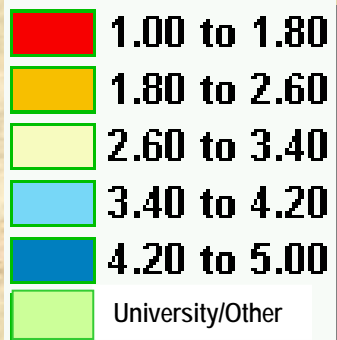
1=very unsatisfied  
5=very satisfied



**Question 9b**  
**Satisfaction**  
**with the**  
**Maintenance**  
**of City**  
**Sidewalks**

**Mean Rating**

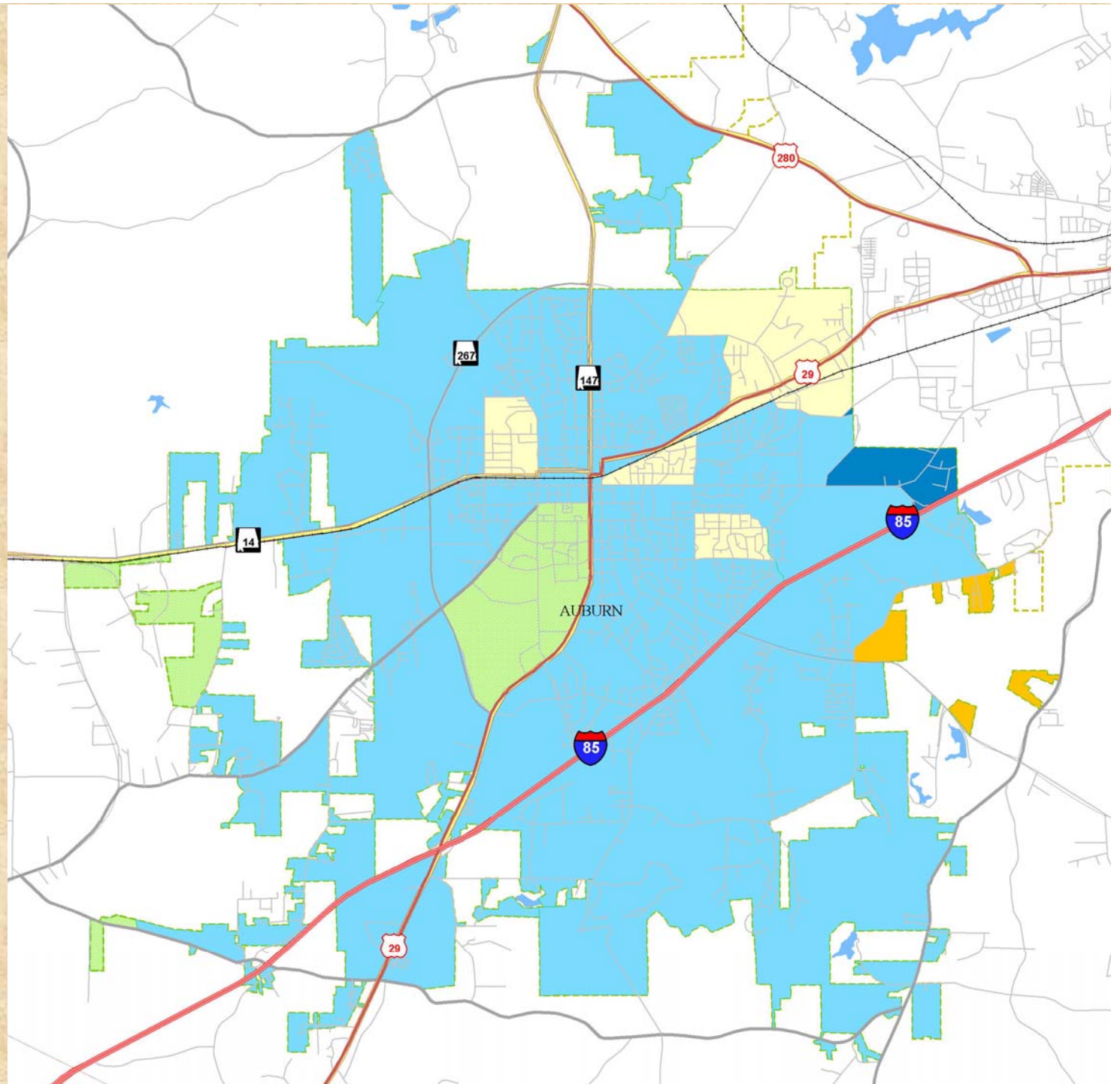
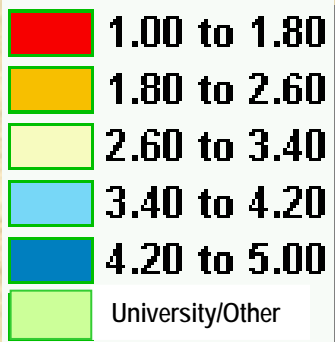
1=very unsatisfied  
5=very satisfied



**Question 9i**  
**Satisfaction**  
**with the**  
**Adequacy of**  
**City Street**  
**Lighting**

**Mean Rating**

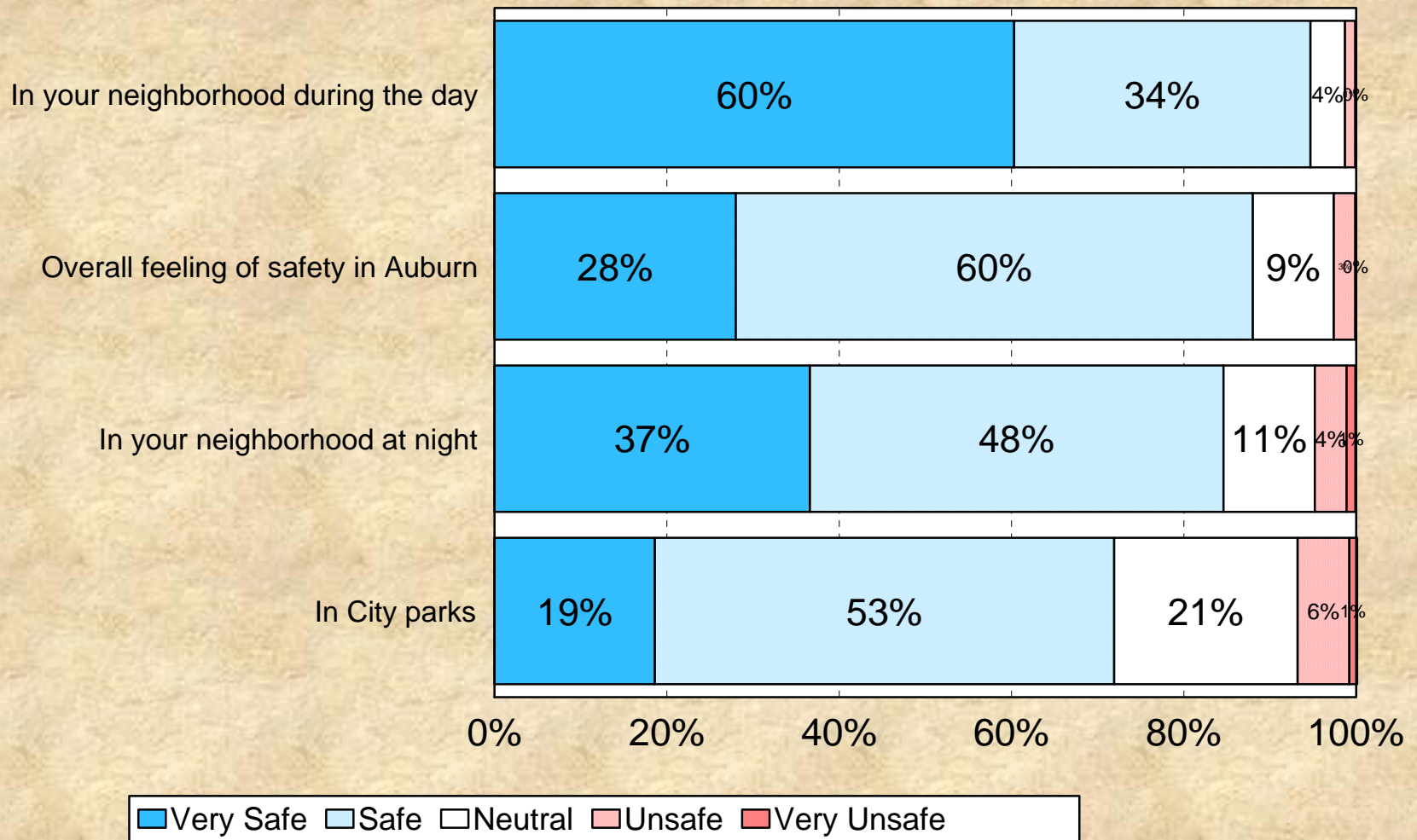
1=very unsatisfied  
5=very satisfied



# Public Safety

# Feelings of Safety in Auburn

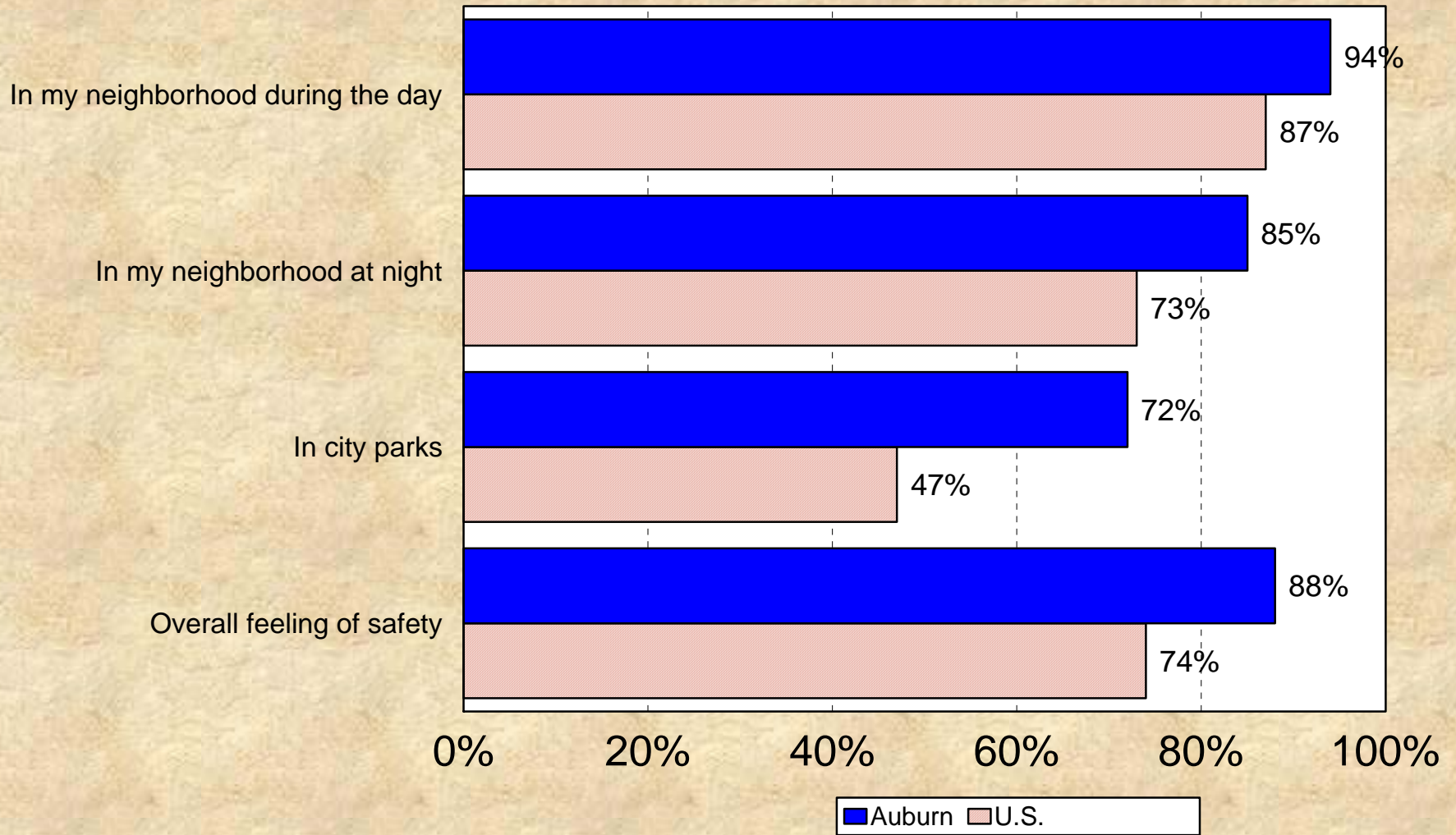
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
excluding don't knows



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# 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"



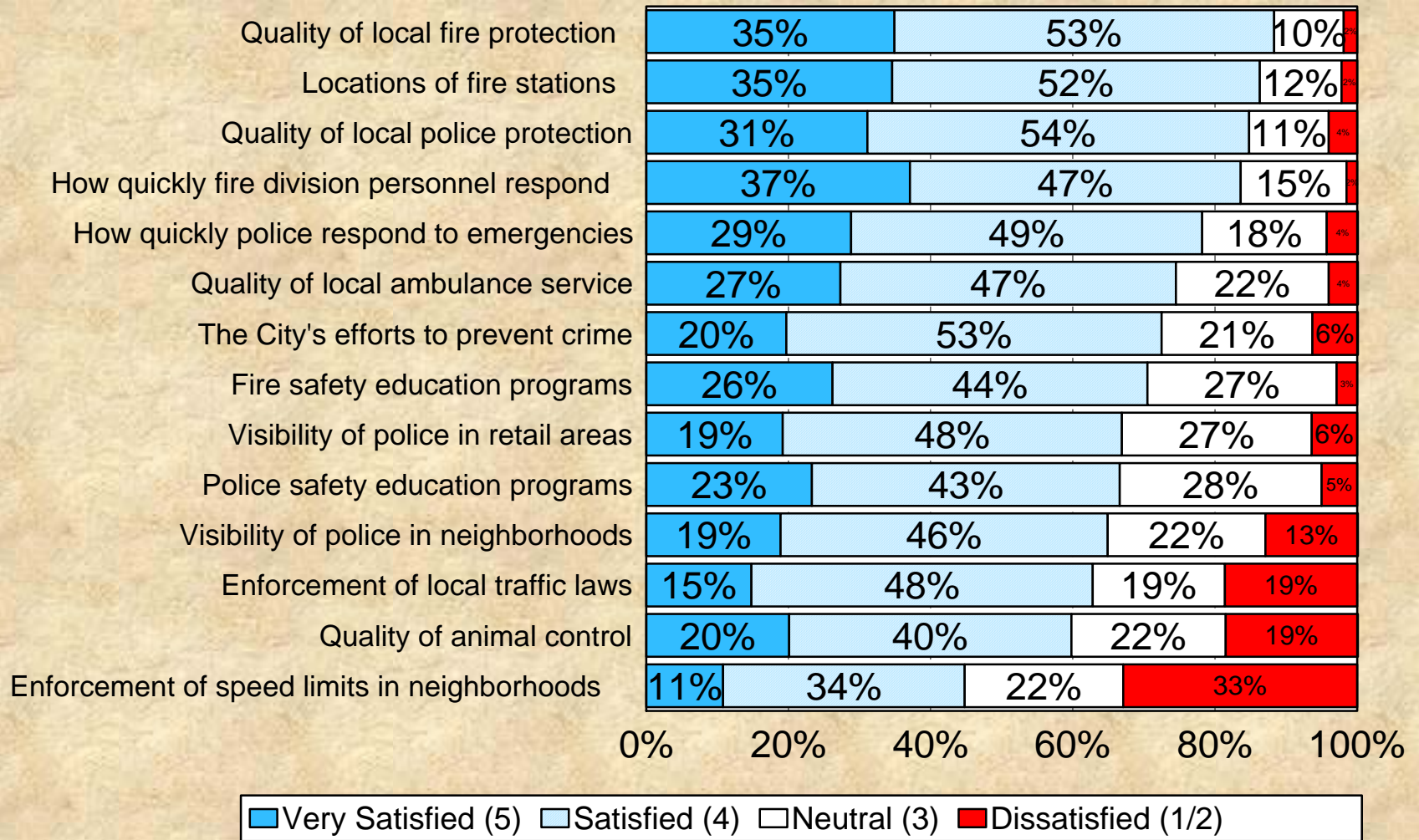
Source: ETC Institute Survey (April 2005)

National Benchmarking Data - All Communities



# 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

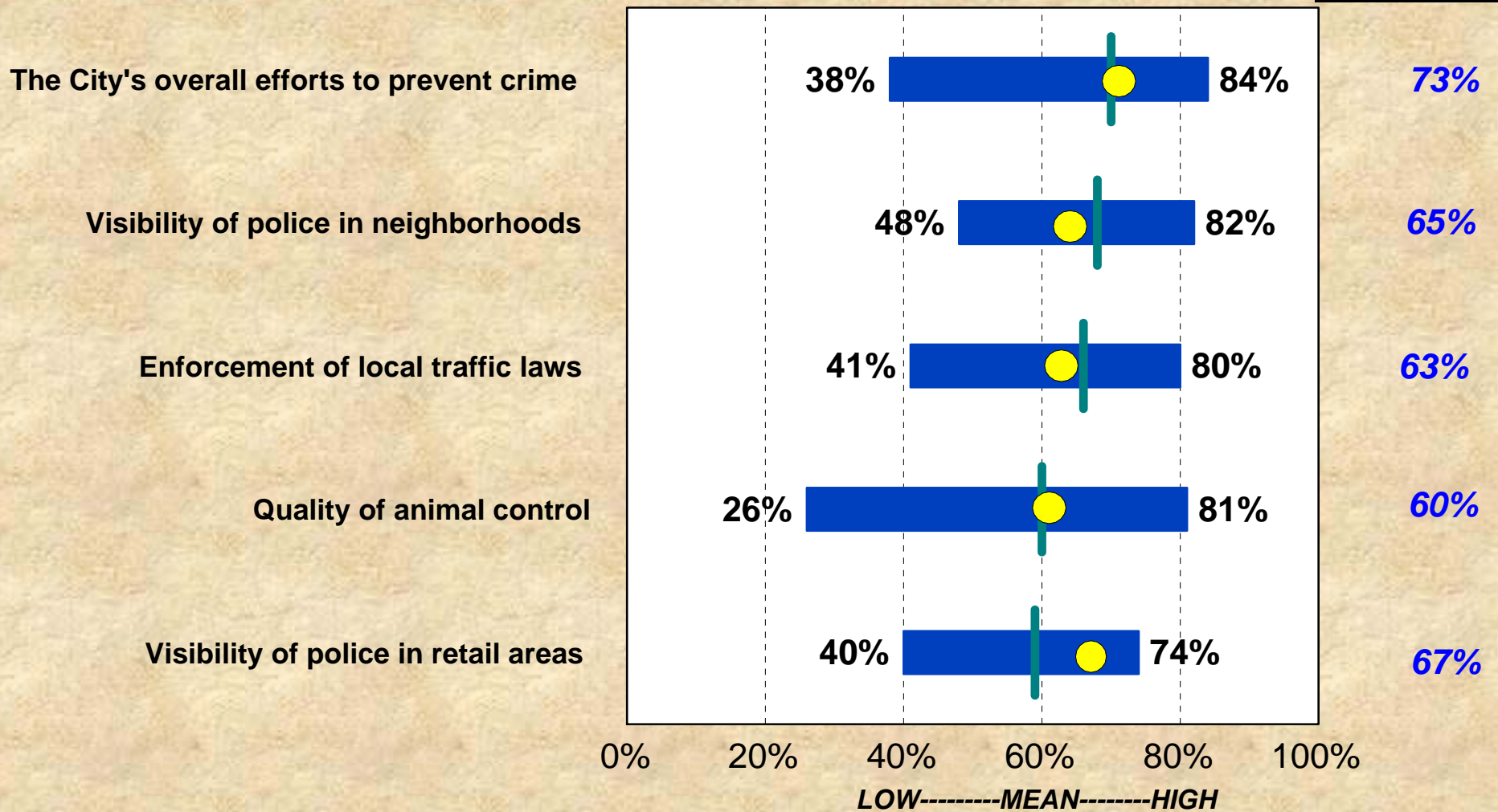


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# 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

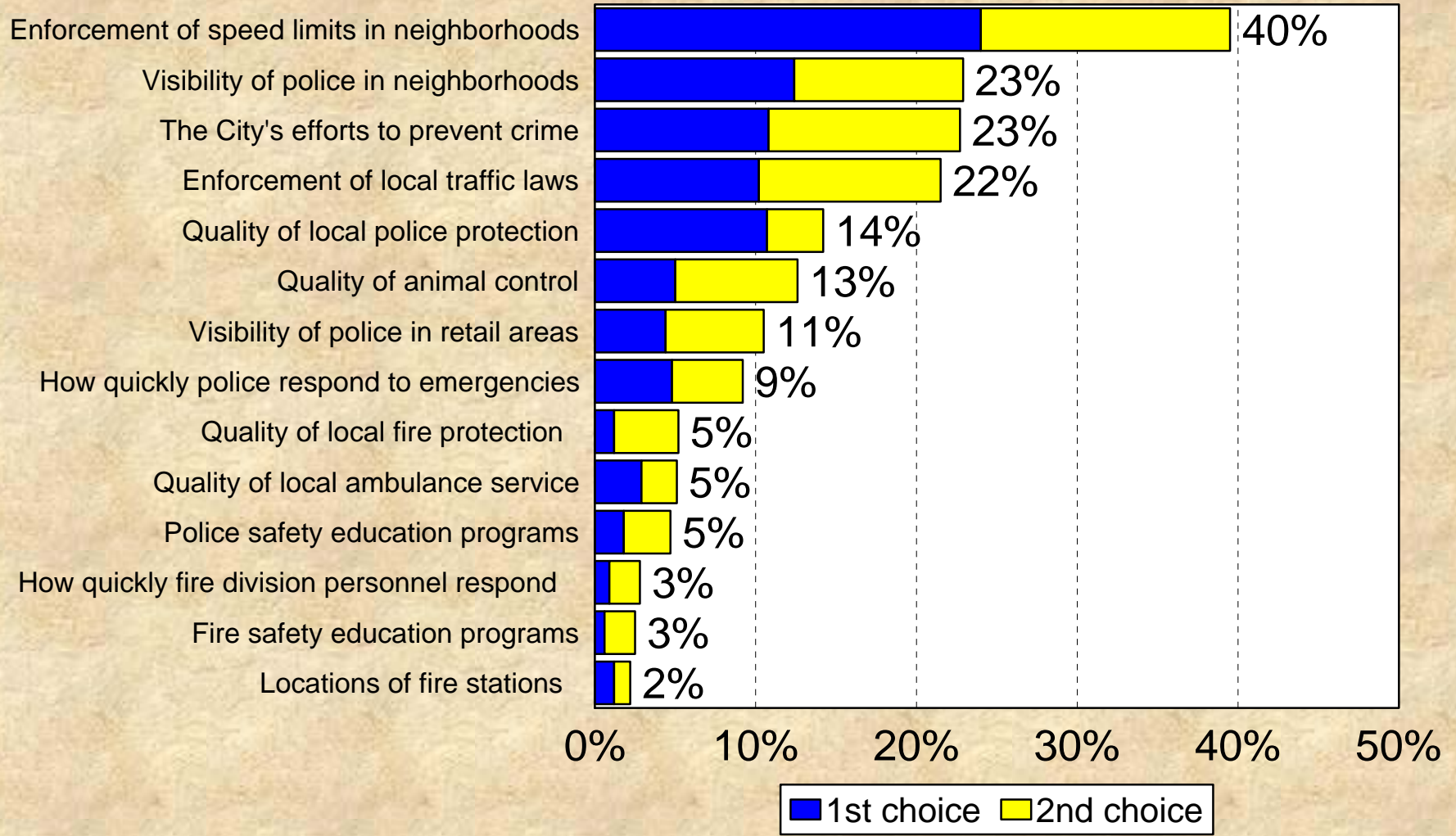
● Auburn, AL



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



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Importance-Satisfaction Rating

## City of Auburn

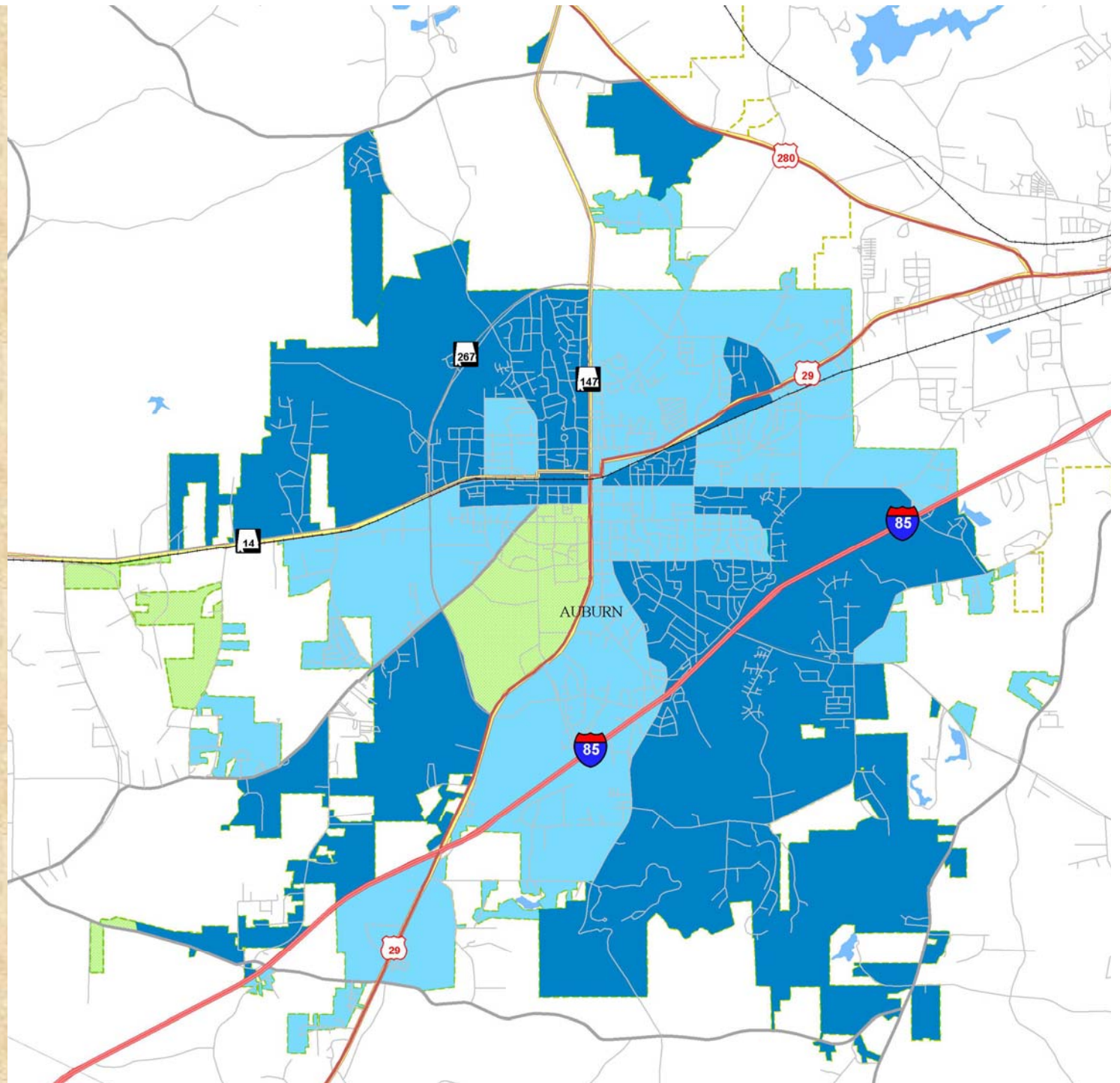
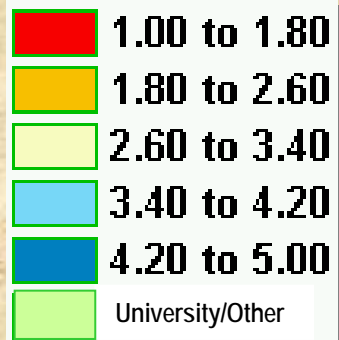
### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Enforcement of speed limits in neighborhoods	40%	1	45%	14	0.2200	1
<b><i>High Priority (IS .10-.20)</i></b>						
NONE						
<b><i>Medium Priority (IS &lt;.10)</i></b>						
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
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**

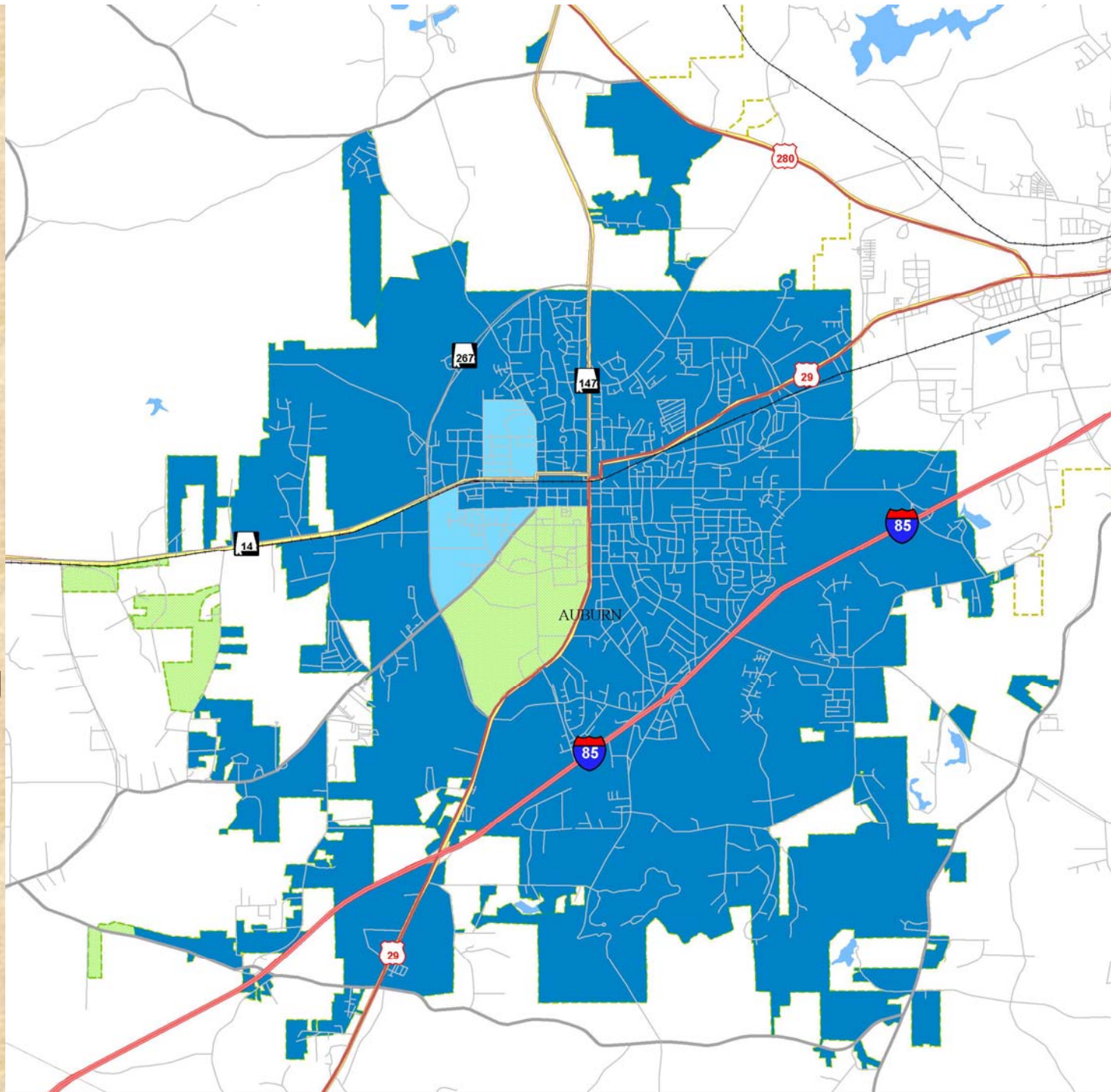
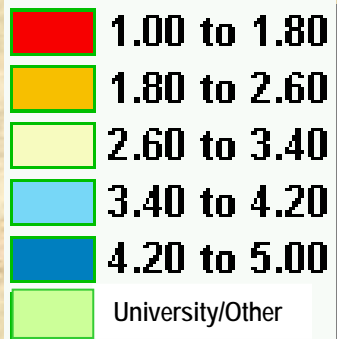
1=very unsatisfied  
5=very satisfied



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

**Mean Rating**

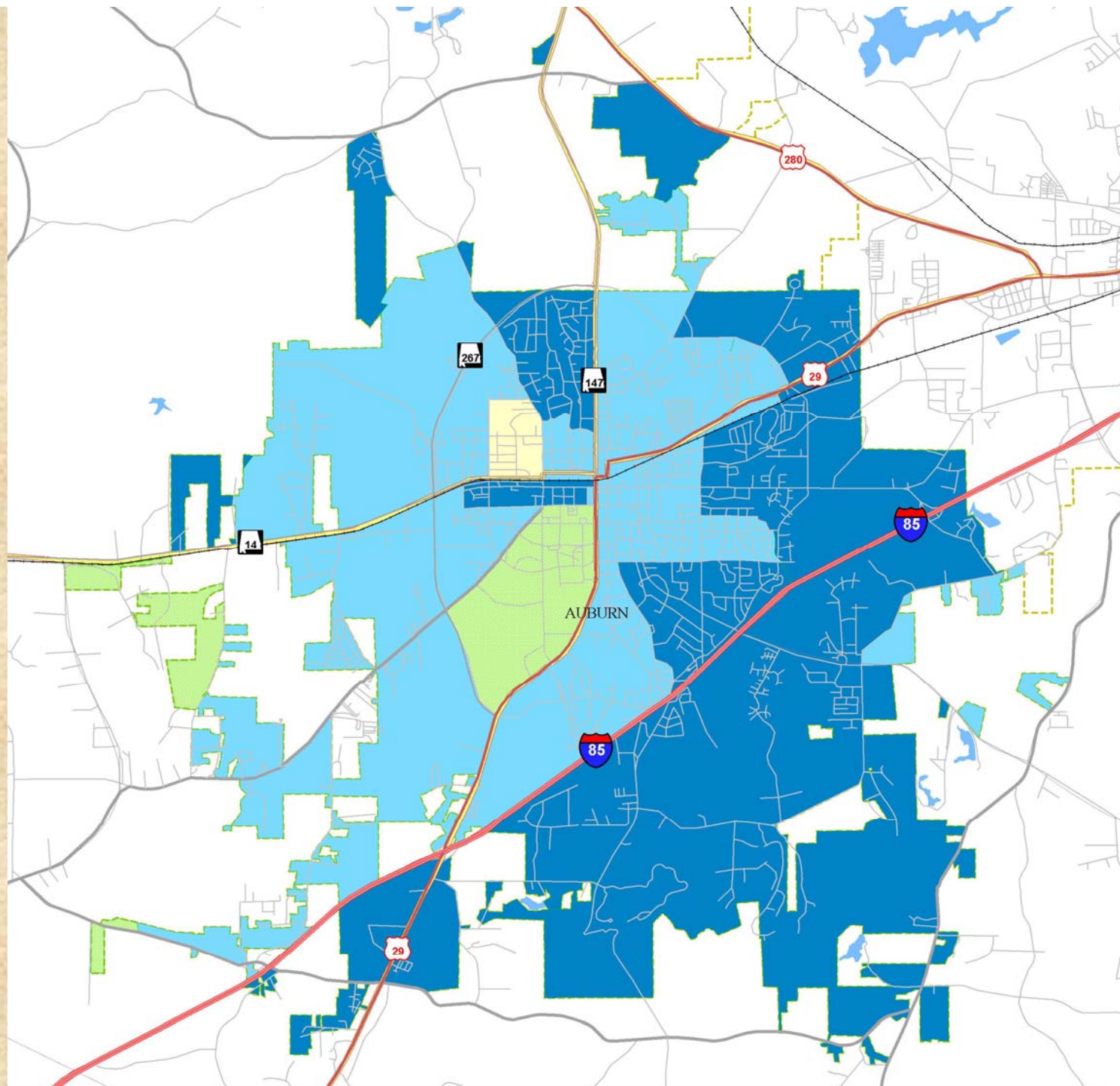
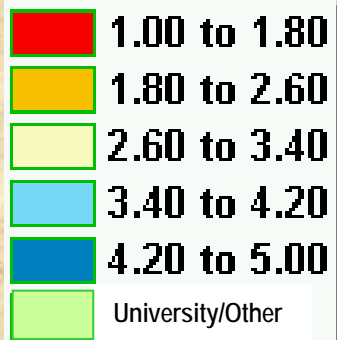
1=very unsafe  
5=very safe



**Question 4b**  
**How Safe**  
**Residents Feel**  
**in Their**  
**Neighborhood**  
**at Night**

**Mean Rating**

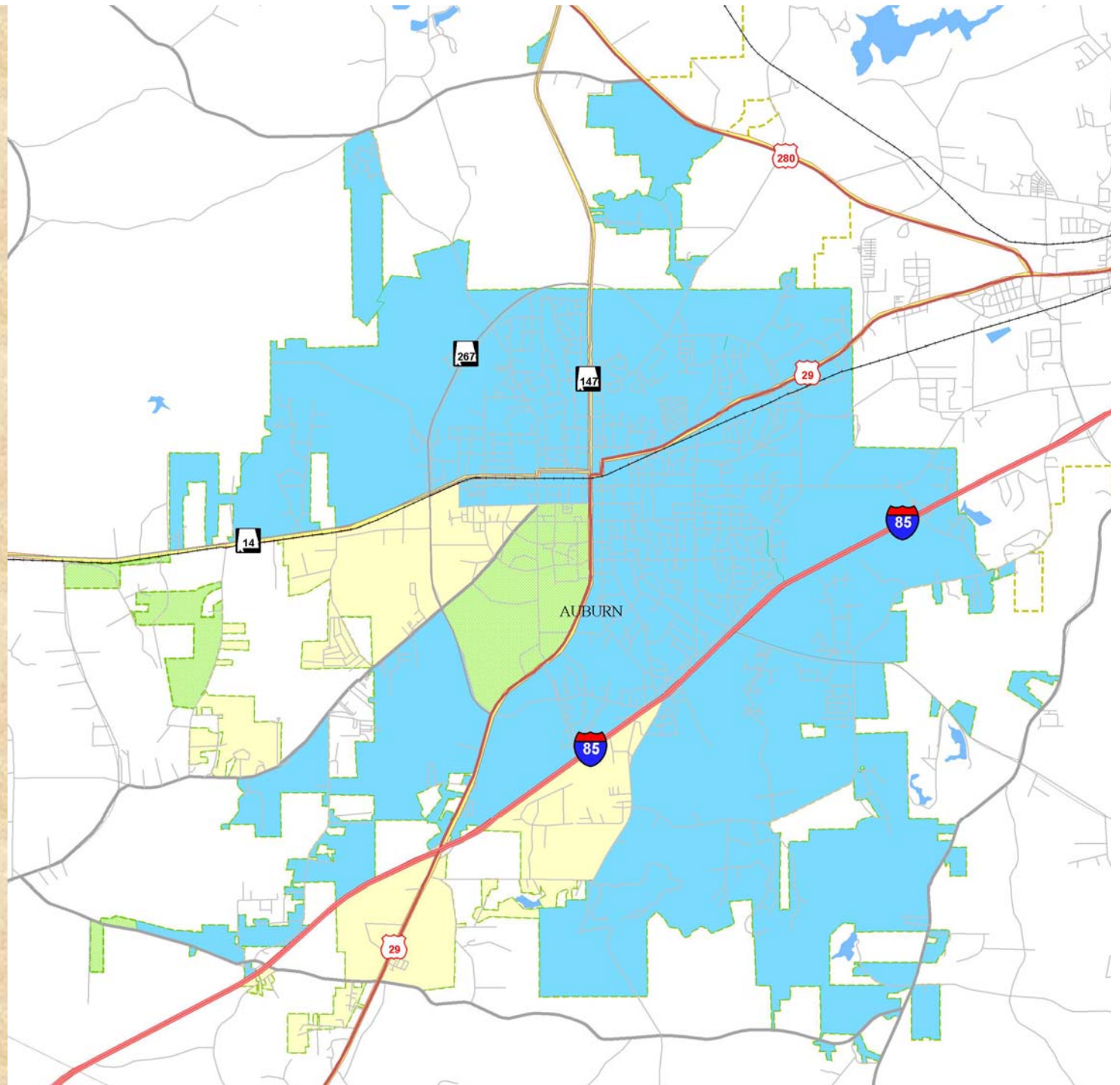
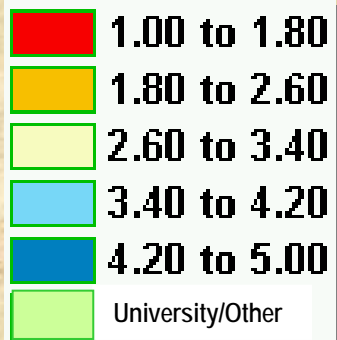
1=very unsafe  
5=very safe



**Question 5b**  
**Satisfaction**  
**with the**  
**Visibility of**  
**Police in**  
**Neighborhoods**

**Mean Rating**

1=very unsafe  
5=very safe

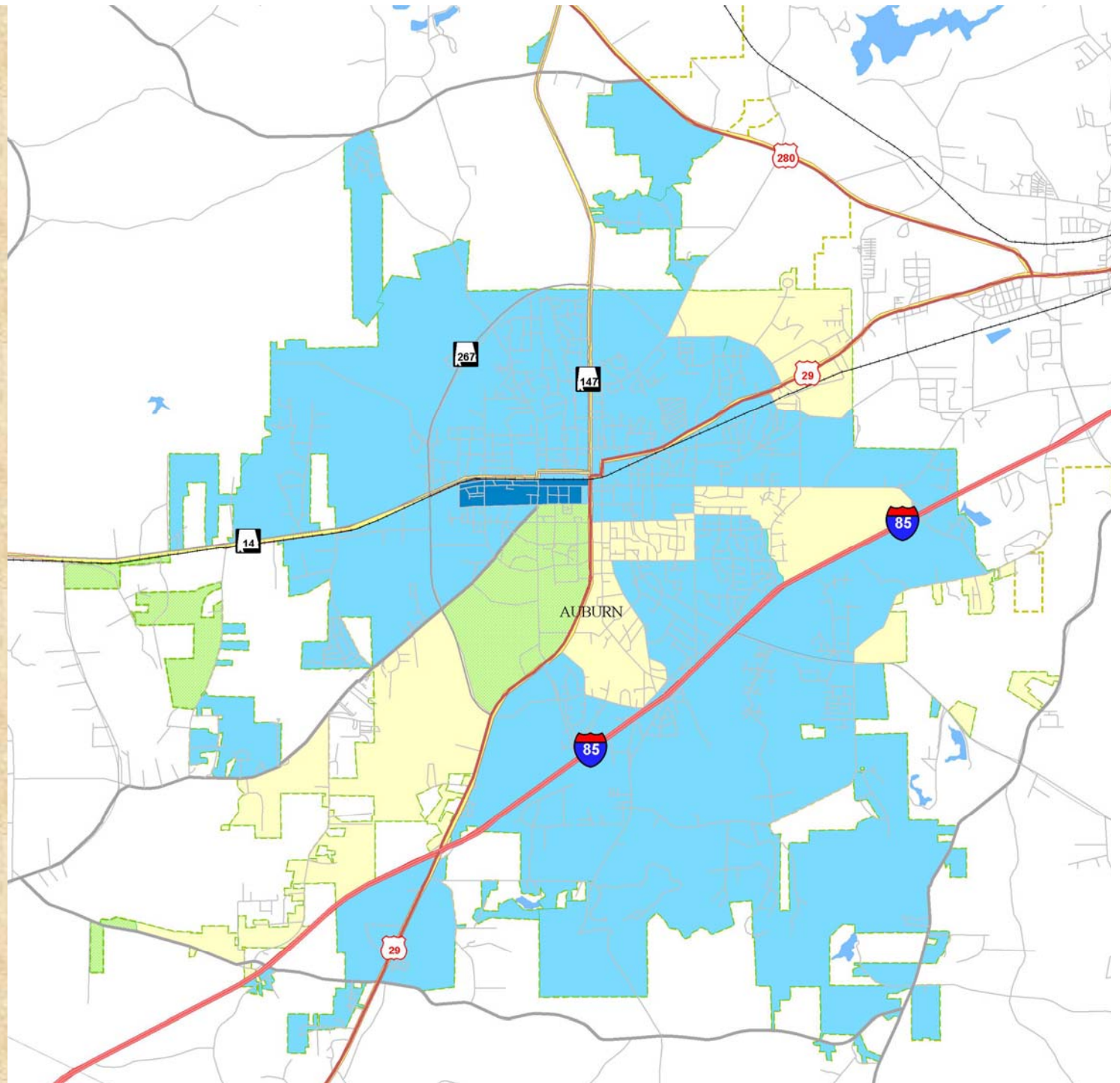
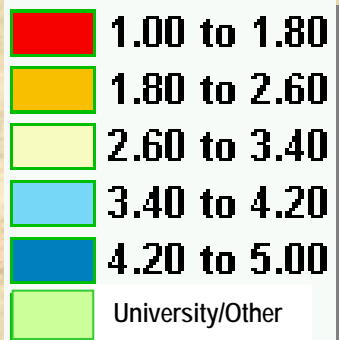




**Question 5g**  
**Satisfaction**  
**with the**  
**Enforcement**  
**of Local Traffic**  
**Laws**

**Mean Rating**

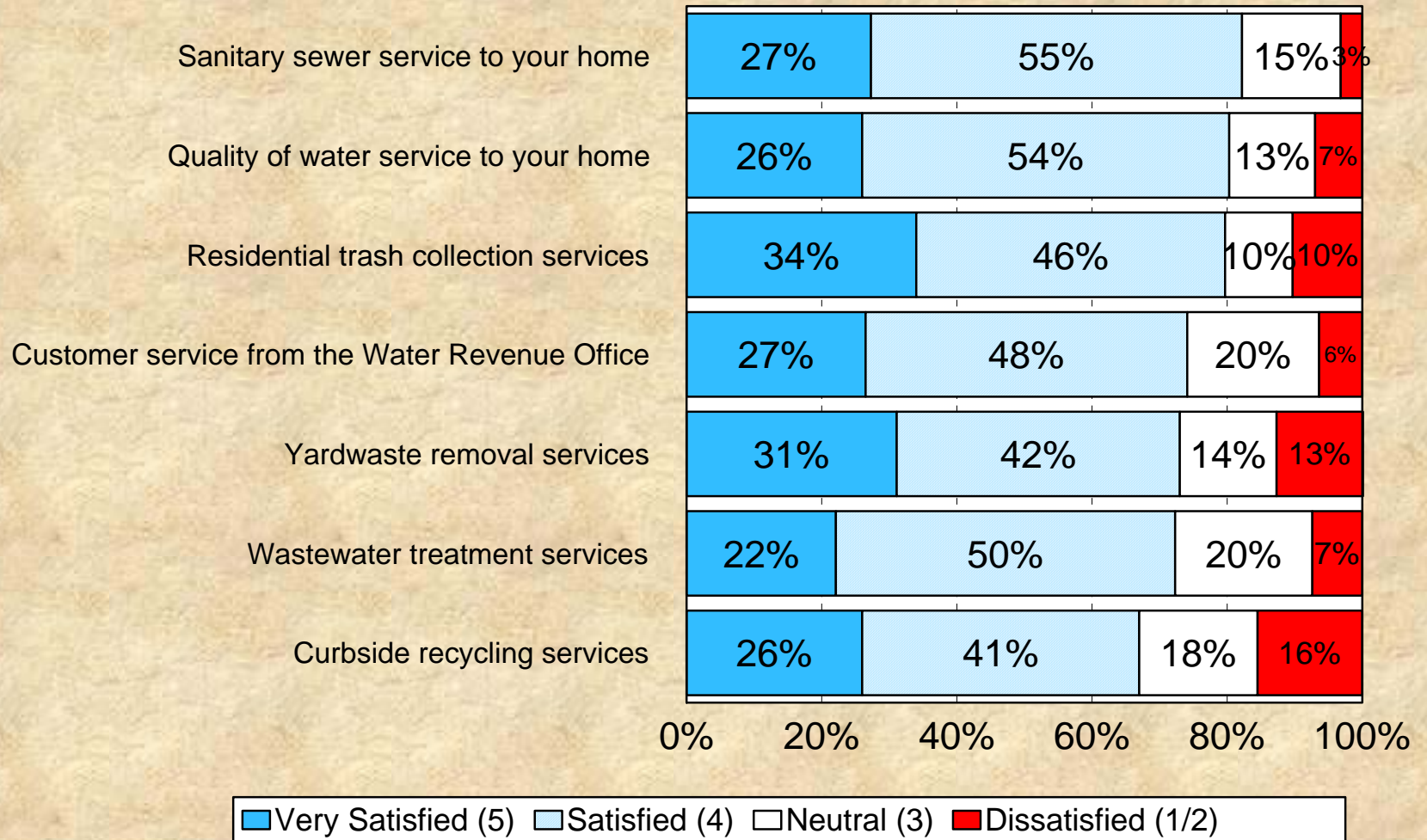
1=very unsatisfied  
5=very satisfied



# Utility Services

# Satisfaction with Various Aspects of Utility Services

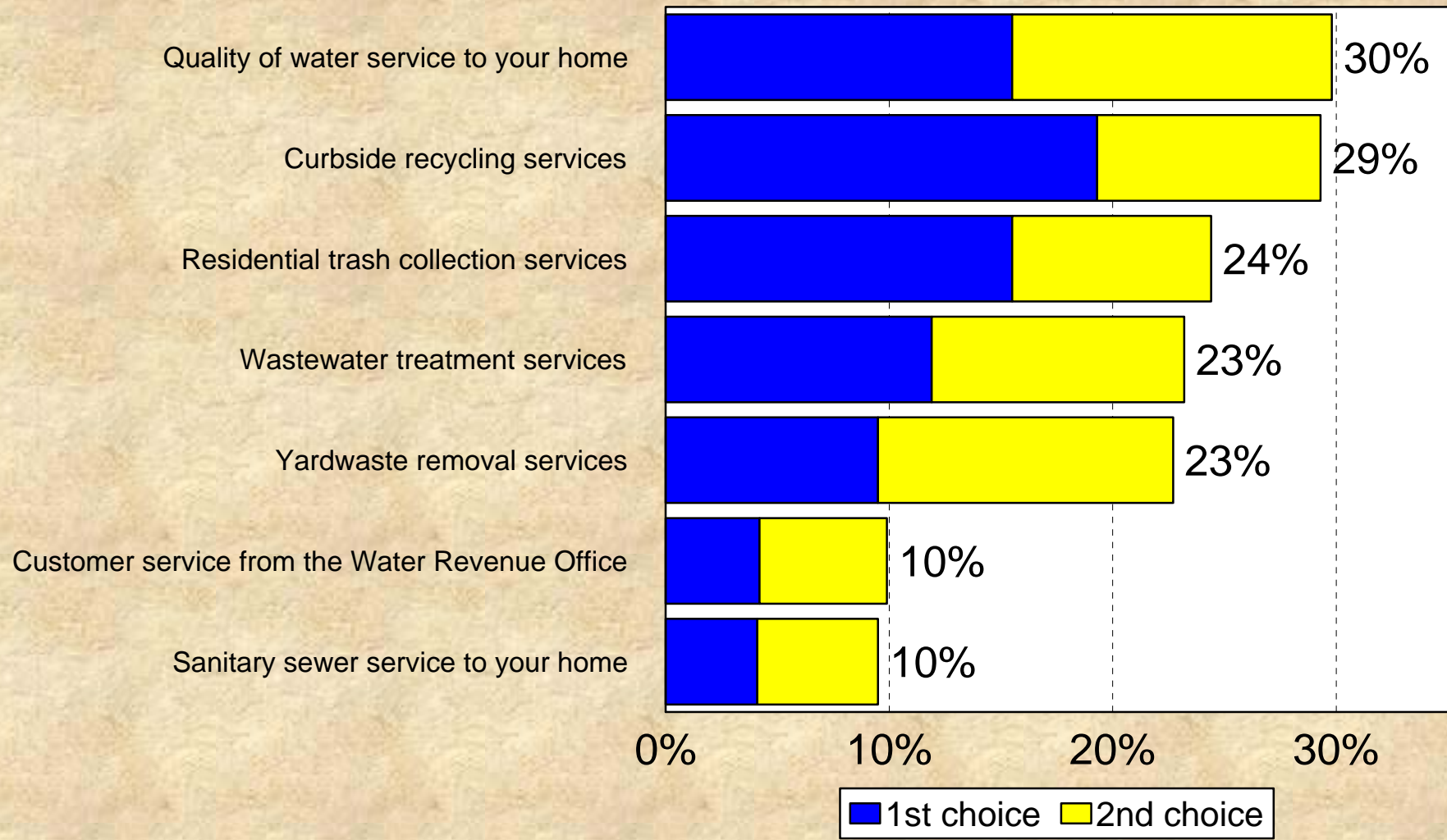
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
excluding don't knows



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Utility 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

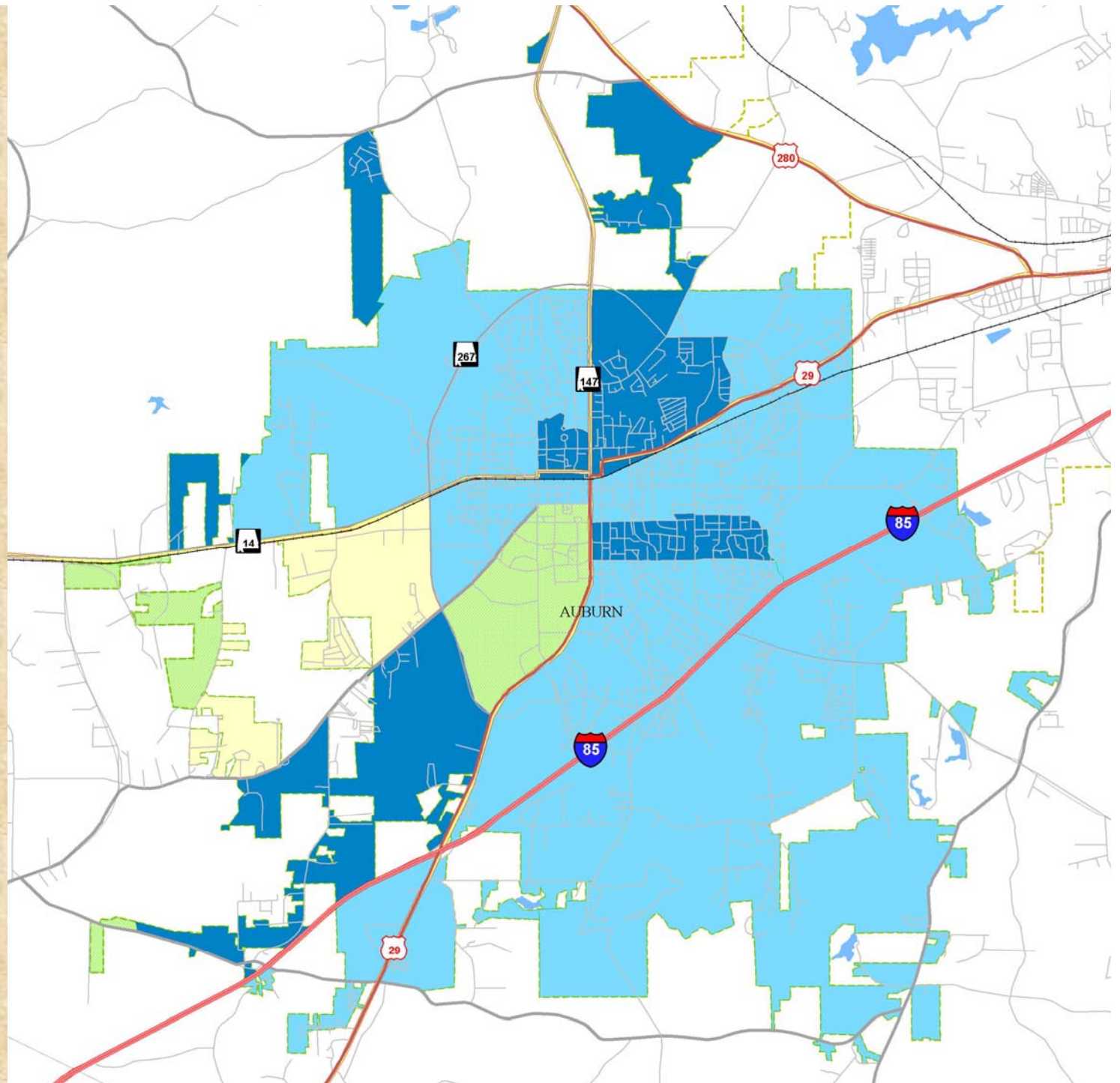
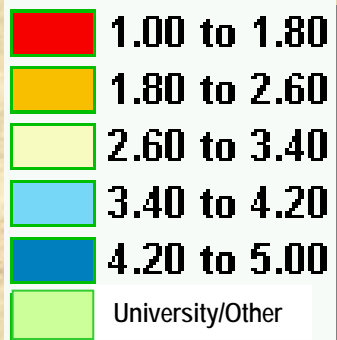


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

**Question 7a**  
**Satisfaction**  
**with**  
**Residential**  
**Trash**  
**Collection**  
**Service**

**Mean Rating**

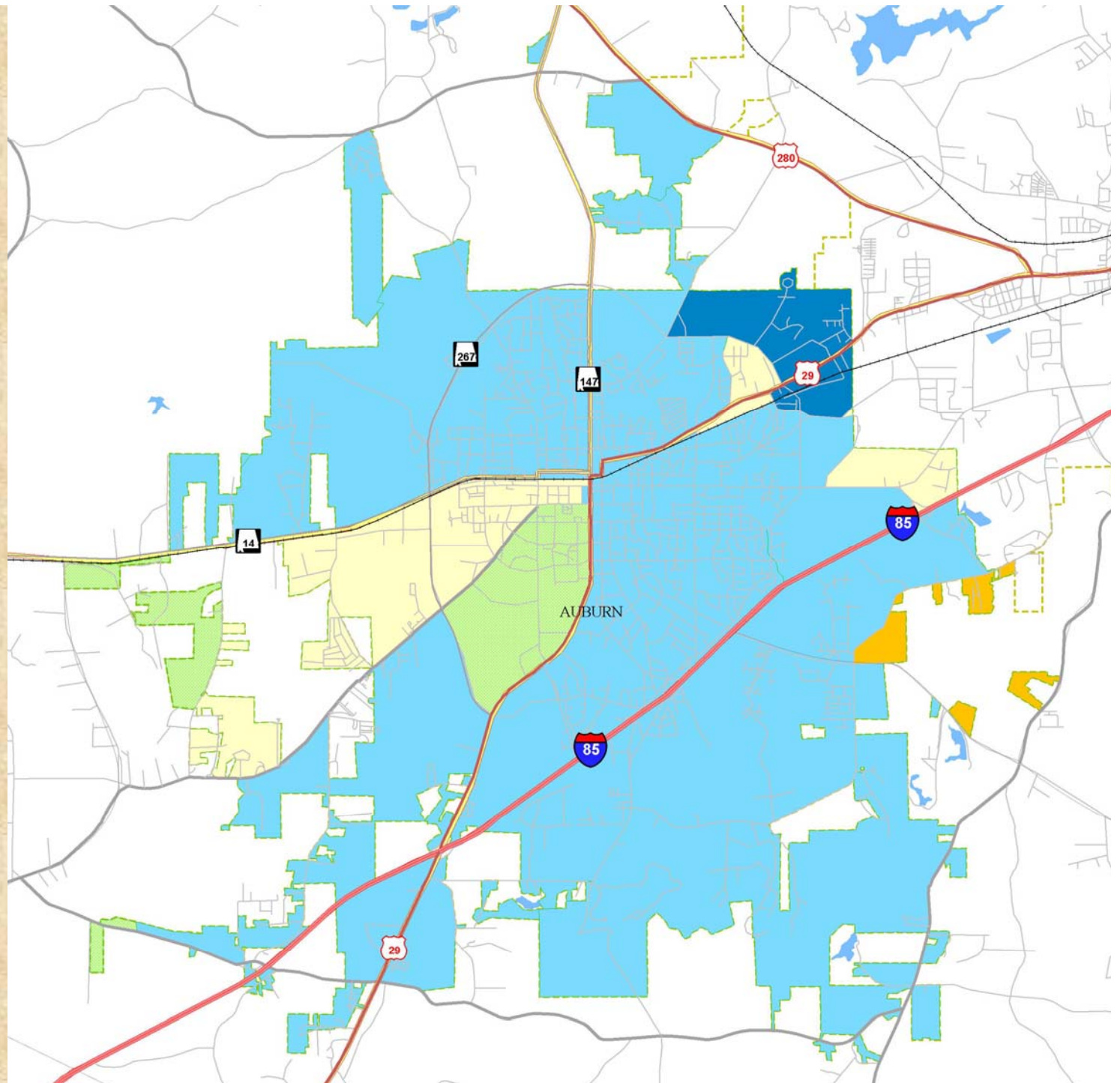
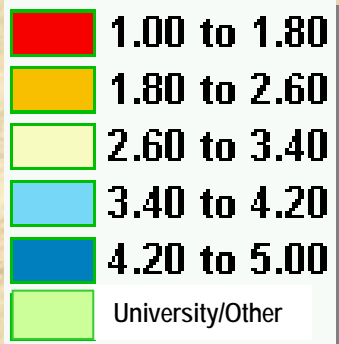
1=very unsatisfied  
5=very satisfied



**Question 7b**  
**Satisfaction**  
**with Curbside**  
**Recycling**  
**Services**

**Mean Rating**

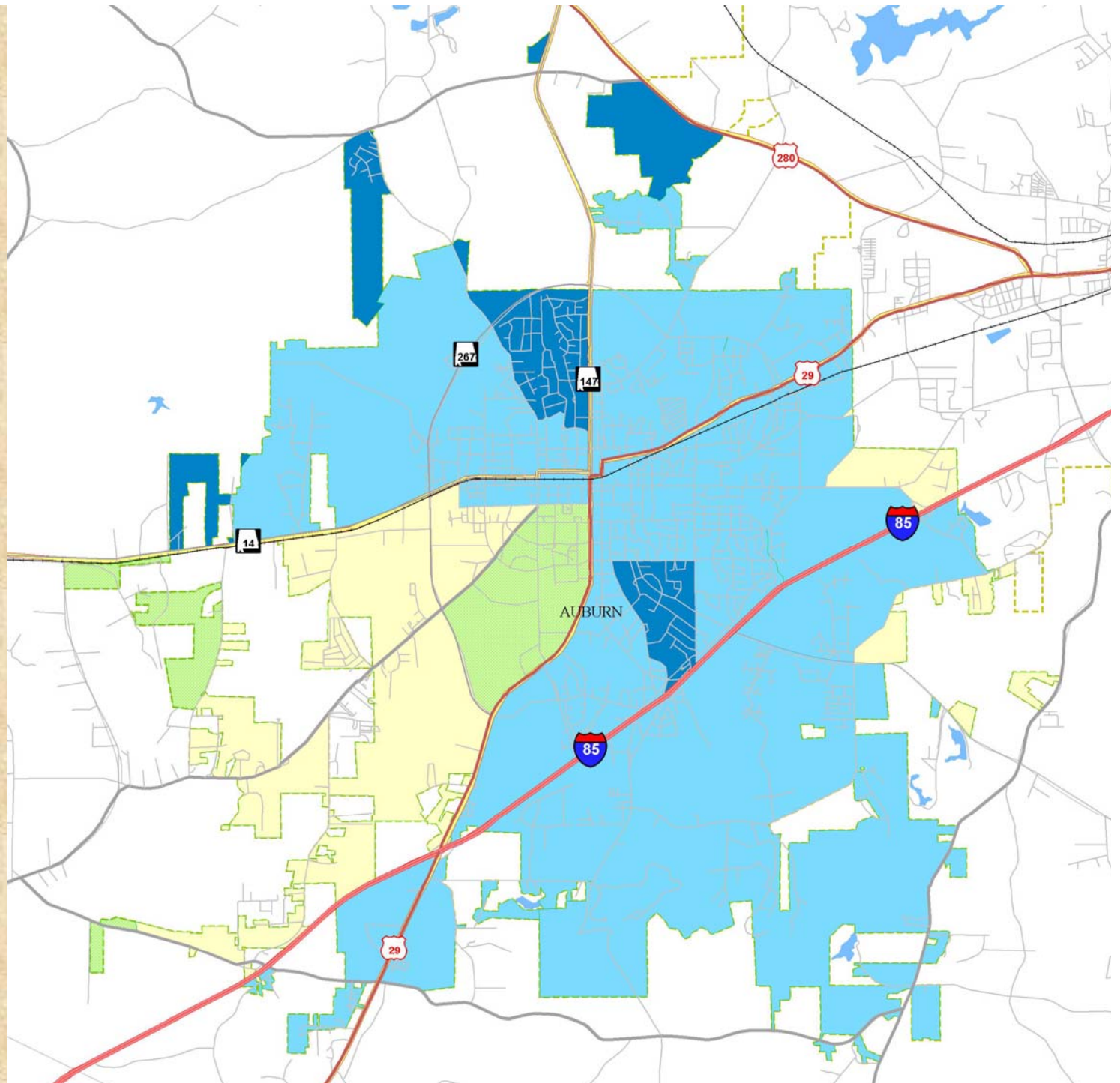
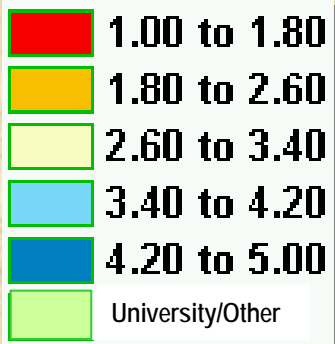
1=very unsatisfied  
5=very satisfied



# Question 7c Satisfaction with Yardwaste Removal Services

## Mean Rating

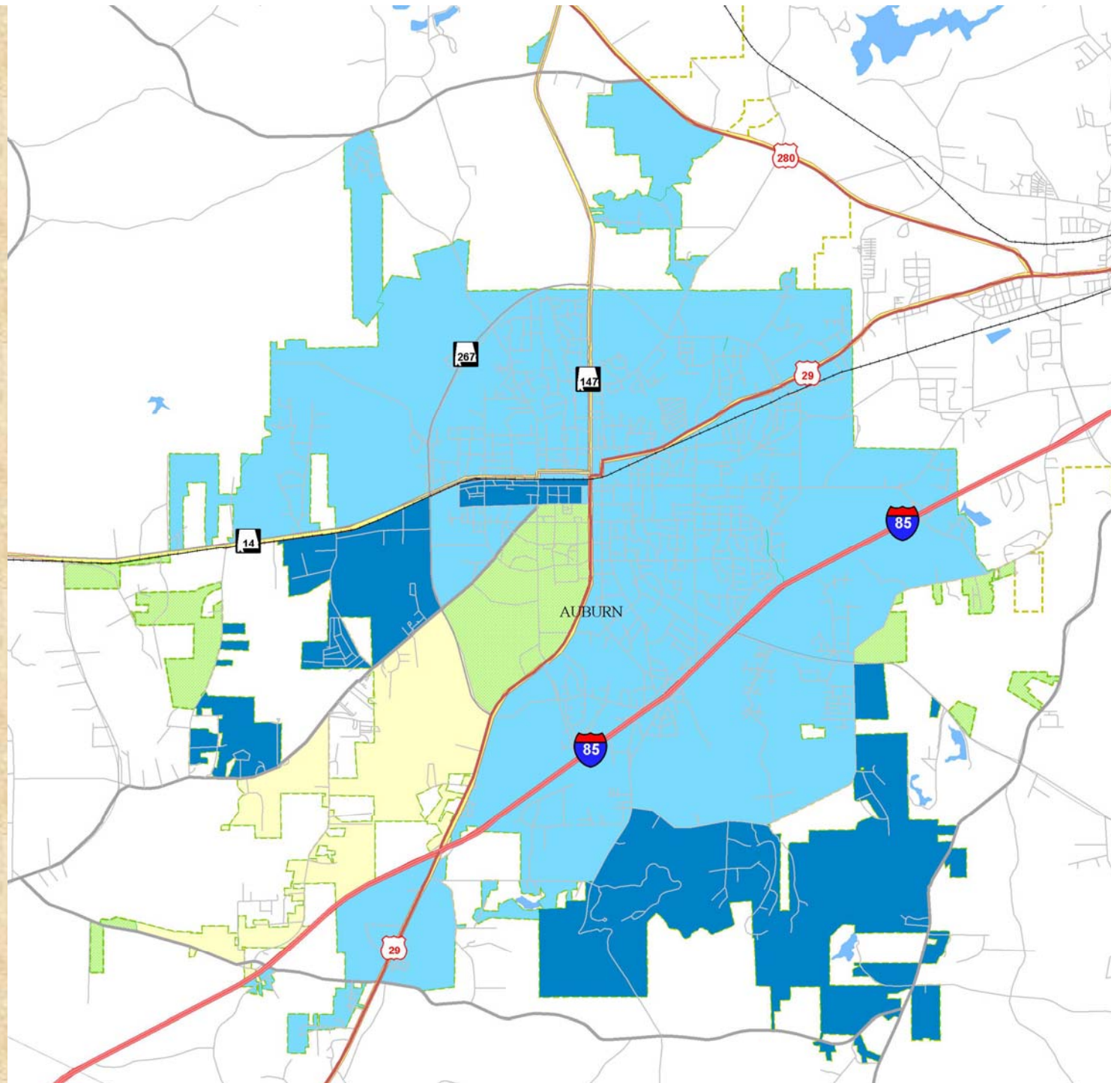
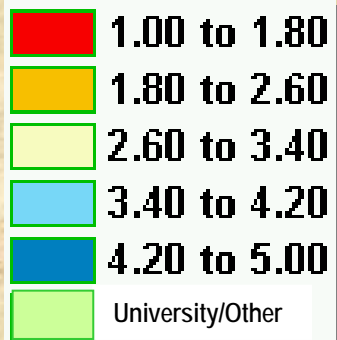
1=very unsatisfied  
5=very satisfied



**Question 7g**  
**Satisfaction**  
**with Customer**  
**Service from**  
**Water**  
**Revenue**

**Mean Rating**

1=very unsatisfied  
5=very satisfied

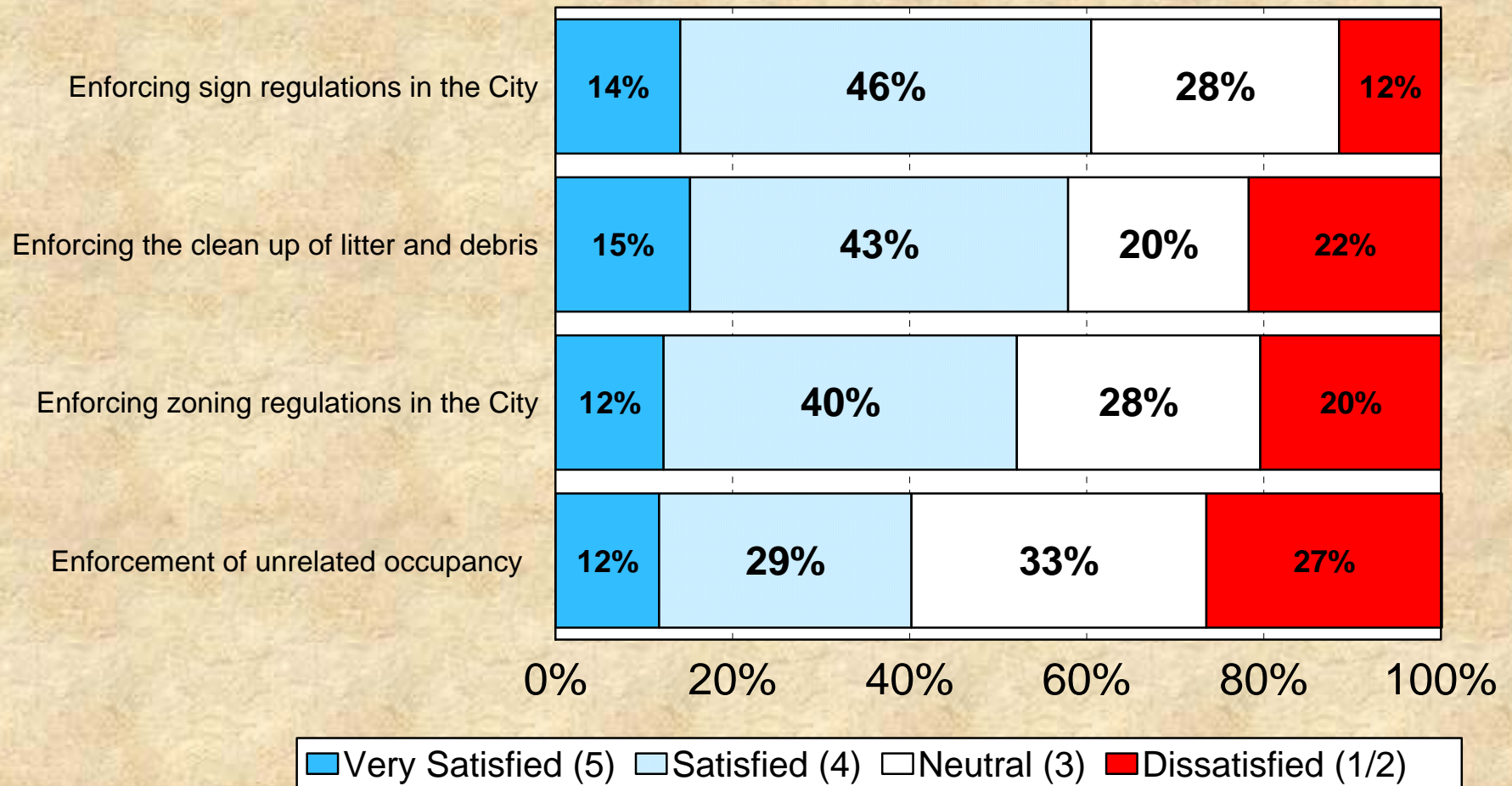




# **Enforcement of Codes and Ordinances**

# Satisfaction with Enforcement of City Codes and Ordinances

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

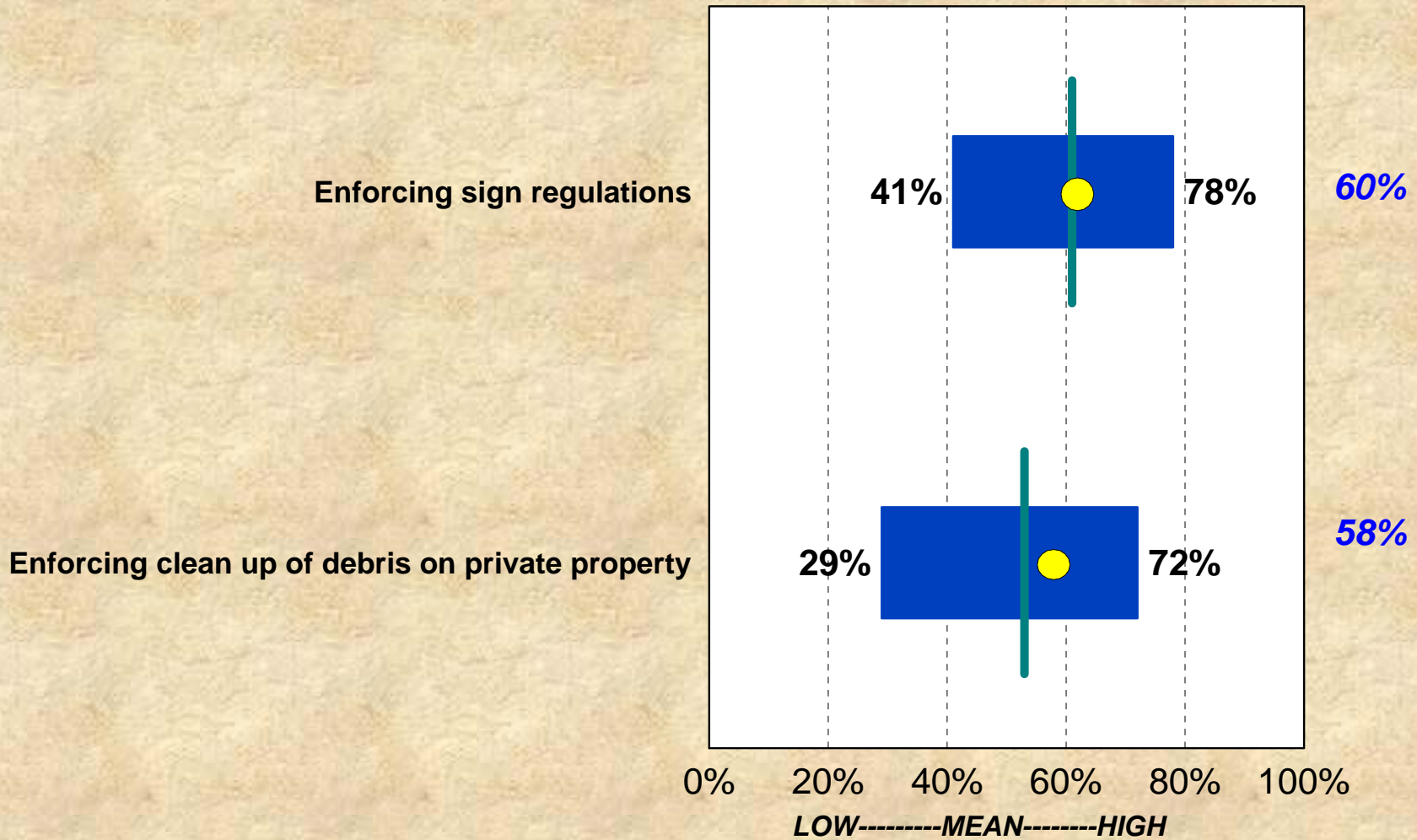


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Satisfaction with the Enforcement of Codes and Ordinances 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

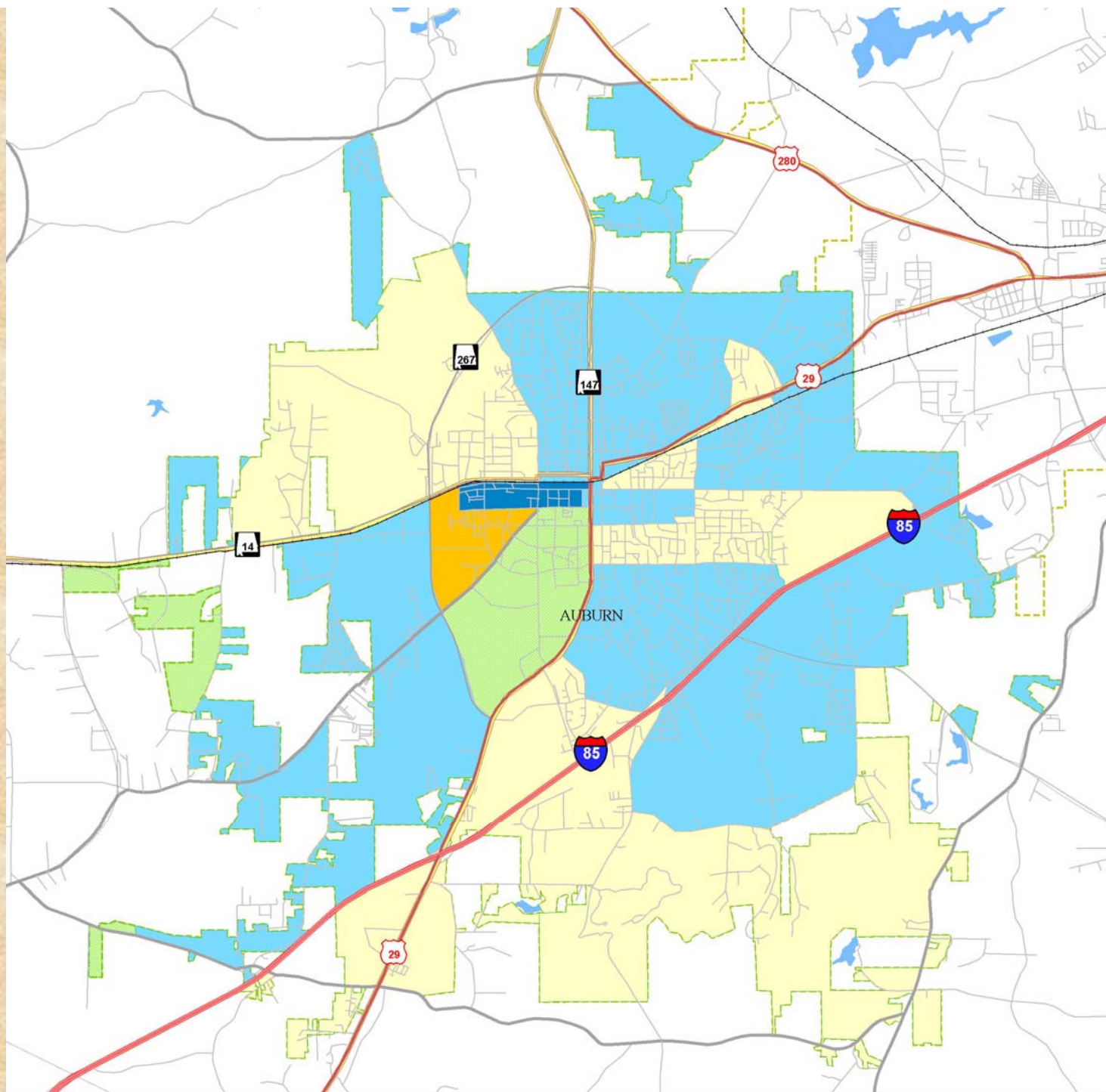
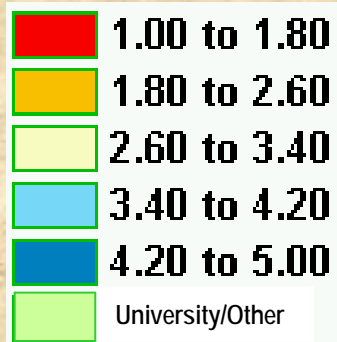


Source: ETC Institute DirectionFinder

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

**Mean Rating**

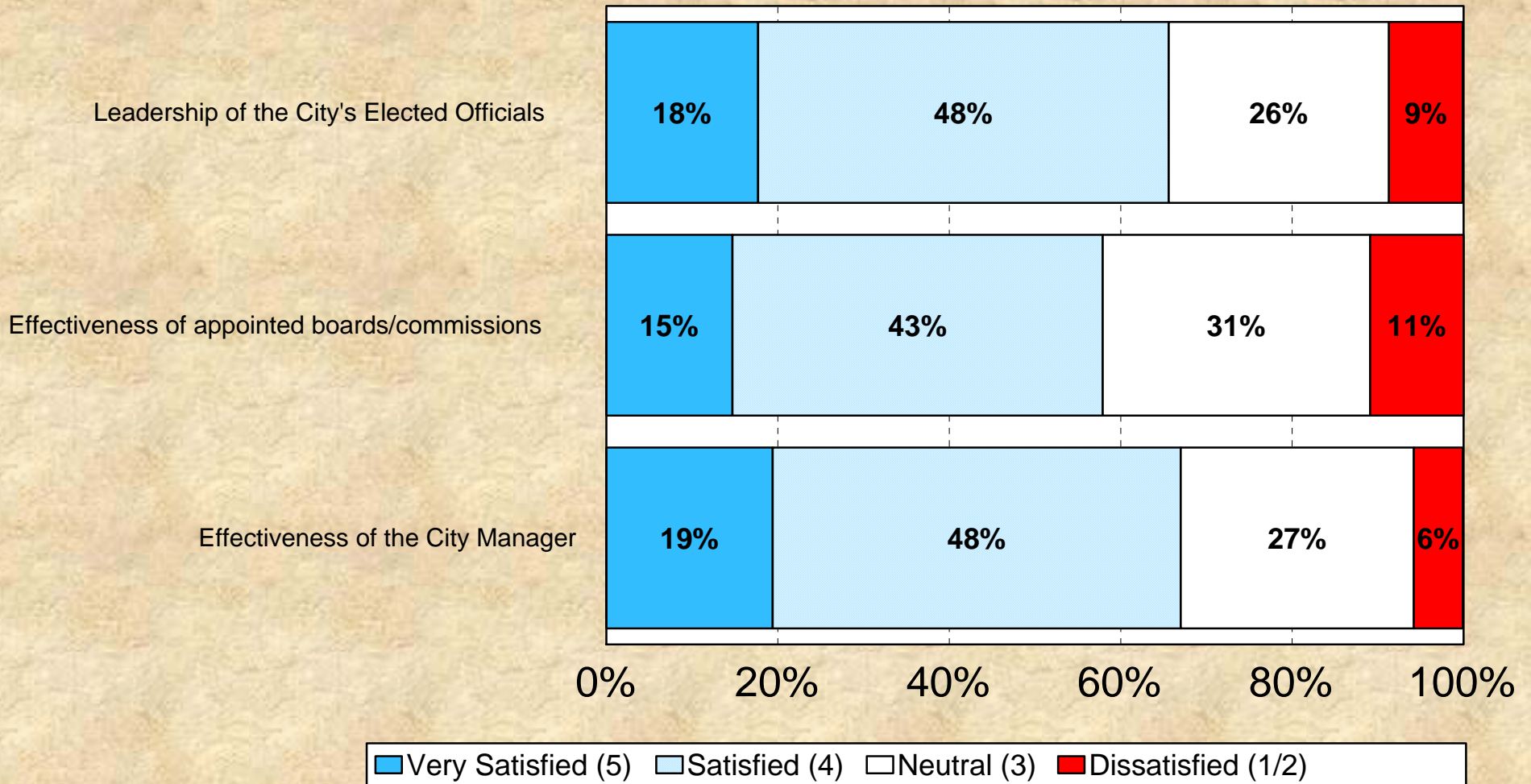
1=very unsatisfied  
5=very satisfied



# 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

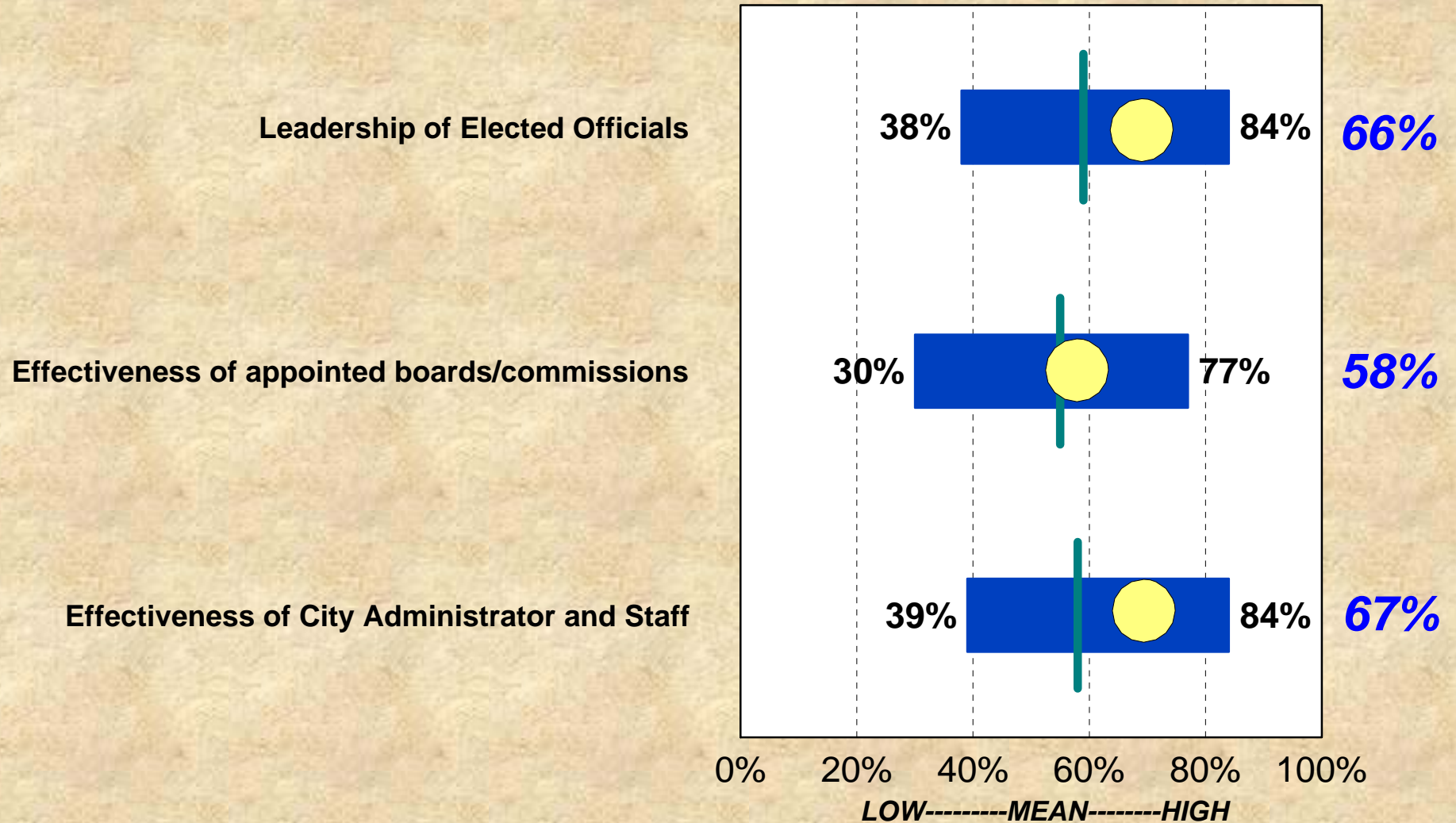


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Satisfaction with City Leadership Compared to Satisfaction with City Leadership in Other Communities - 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



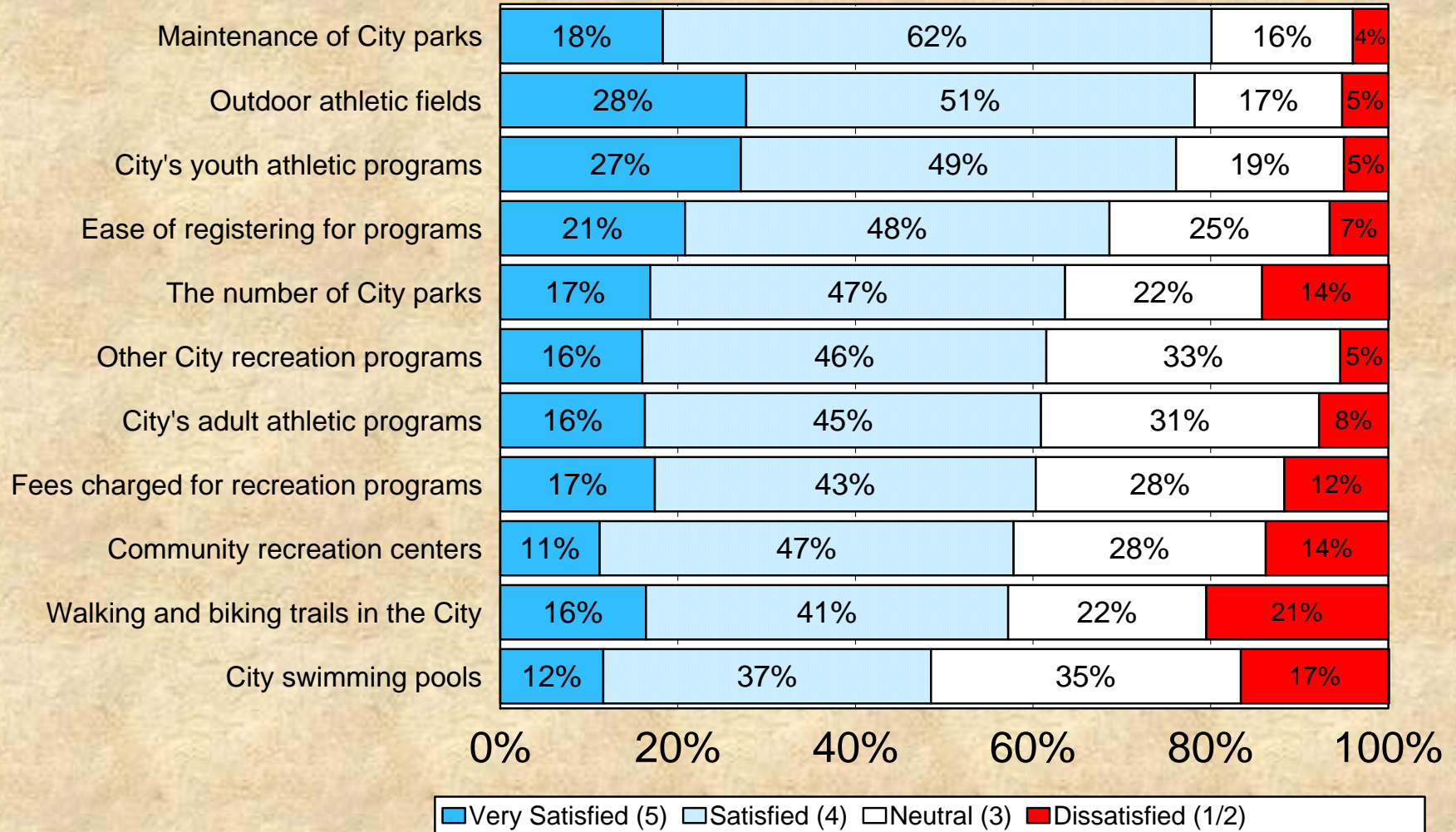
Source: ETC Institute DirectionFinder

# **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

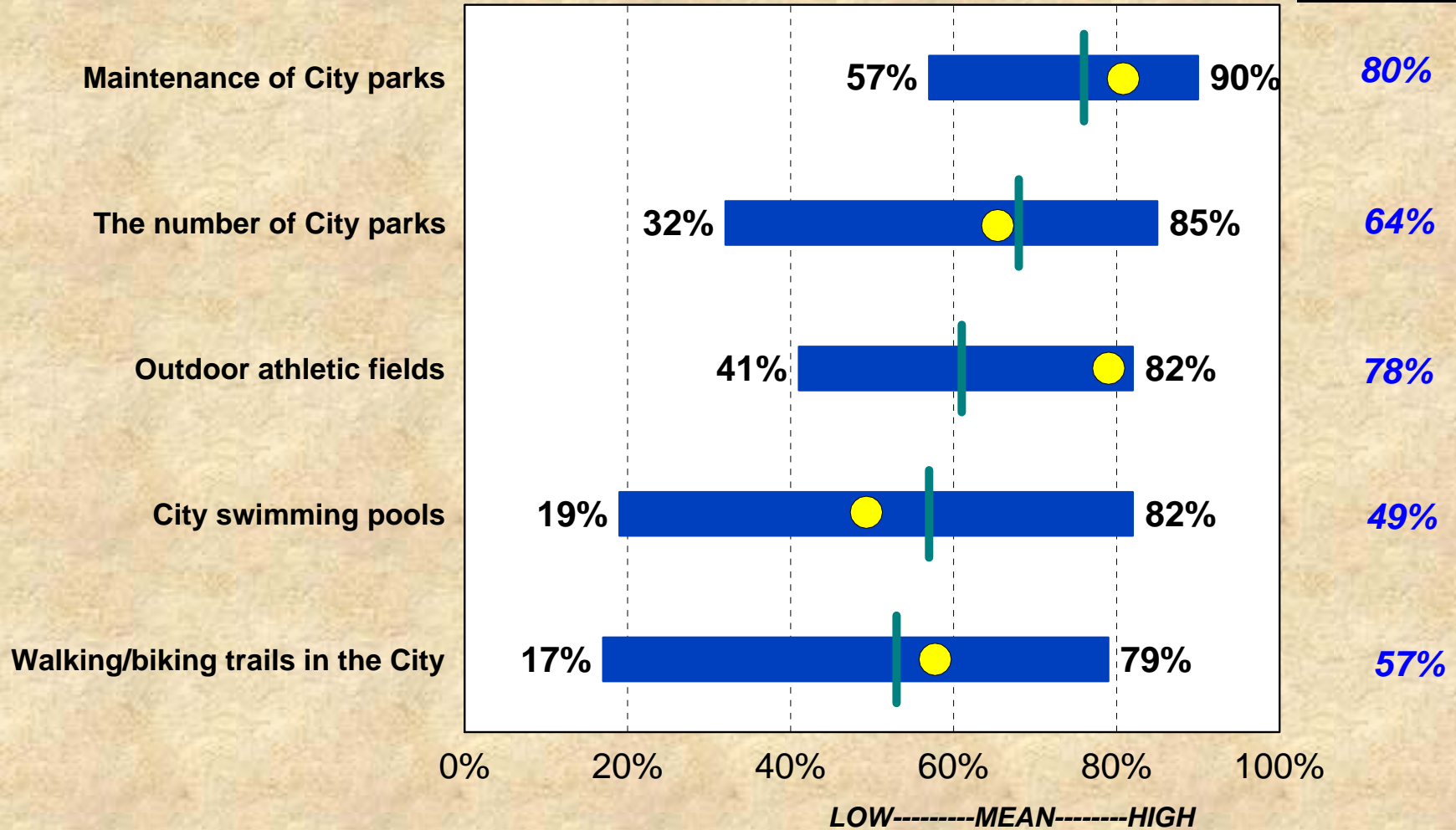


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Satisfaction with Parks and Recreation 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

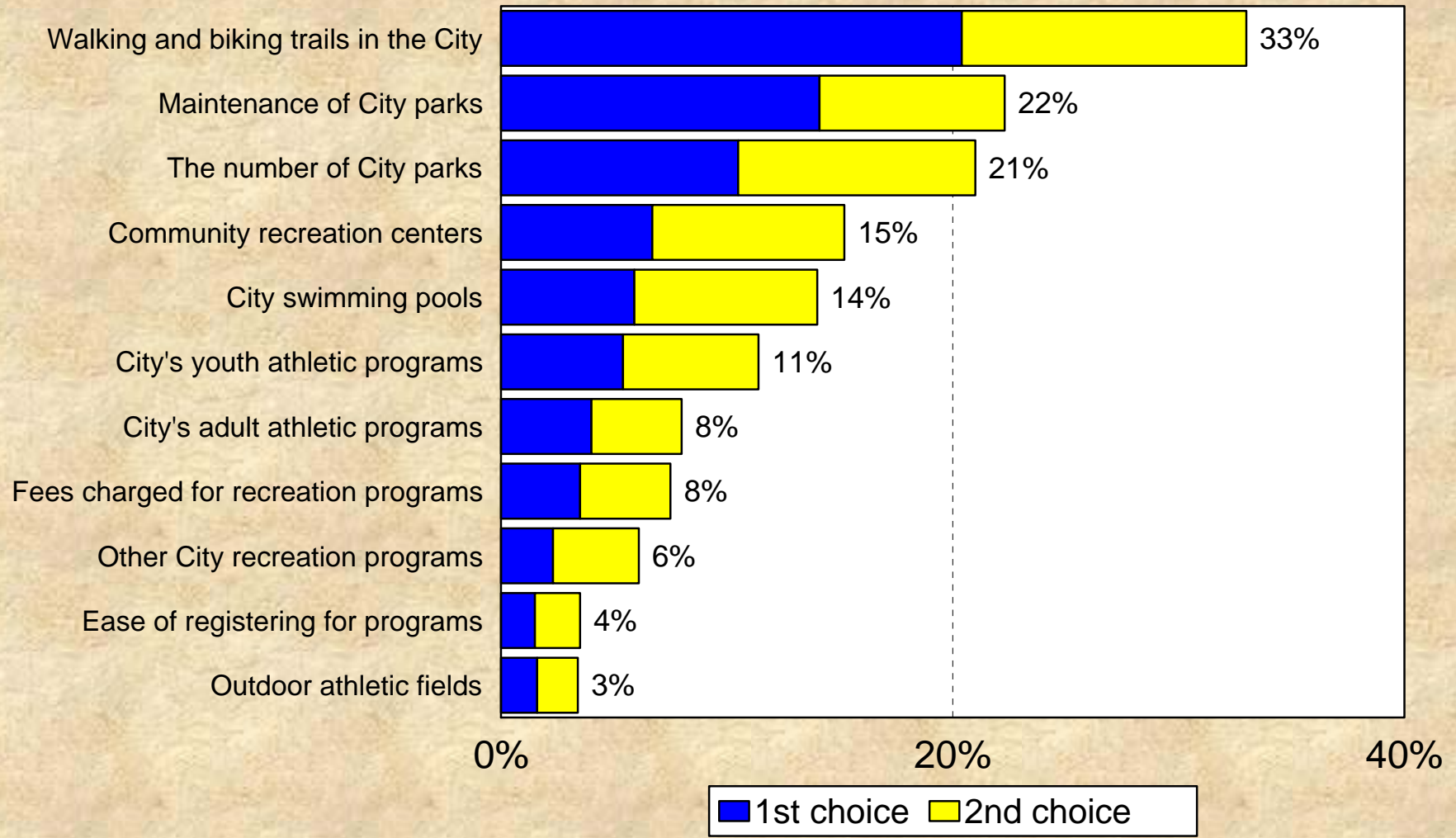
● Auburn, AL



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



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Importance-Satisfaction Rating

## City of Auburn

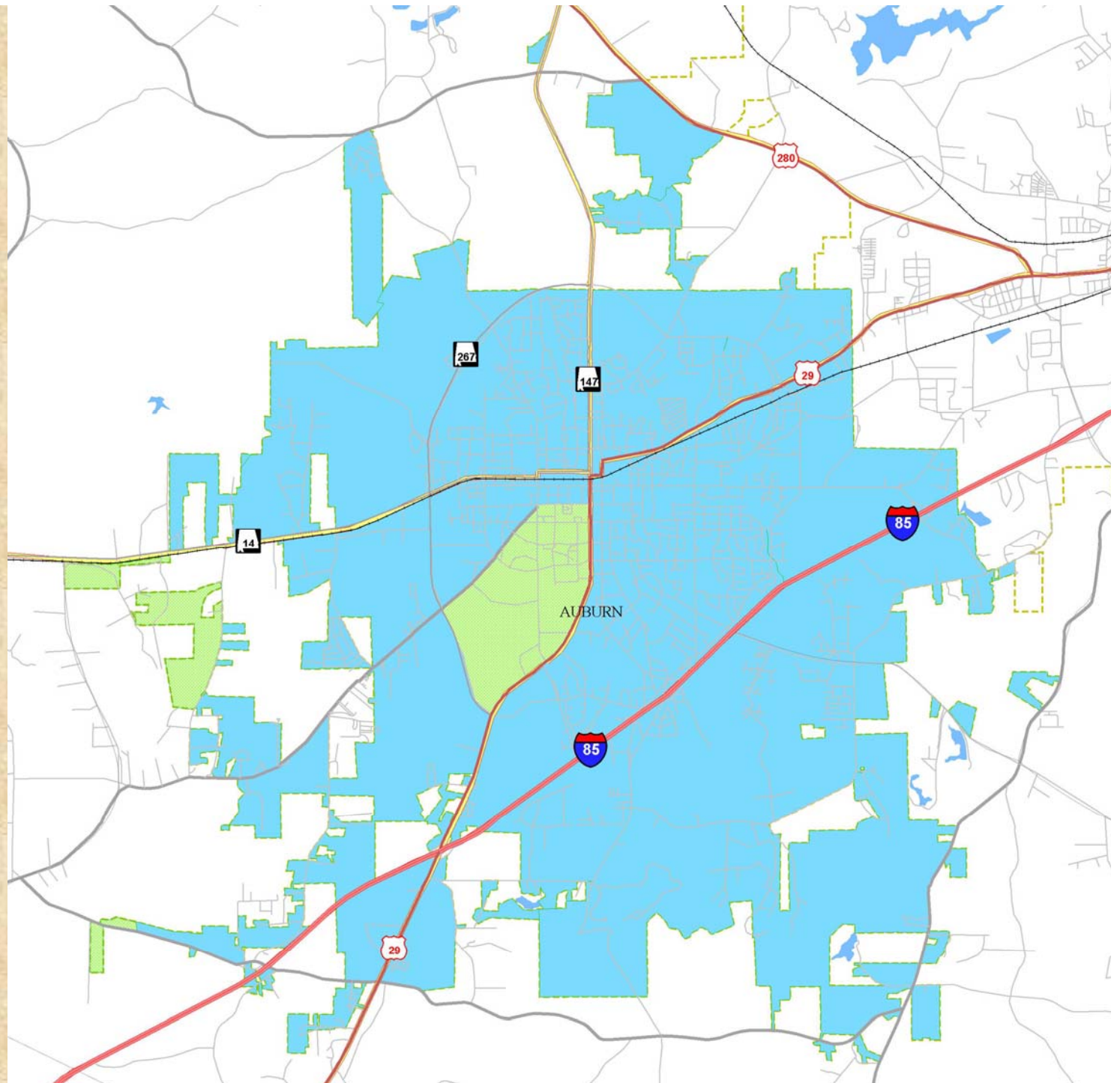
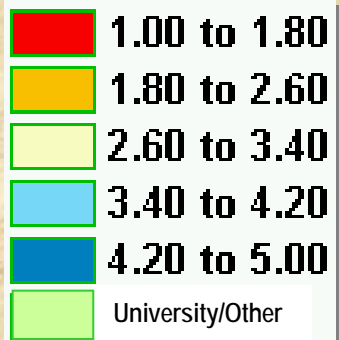
### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Number of walking/biking trails	33%	1	57%	10	0.1419	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
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**

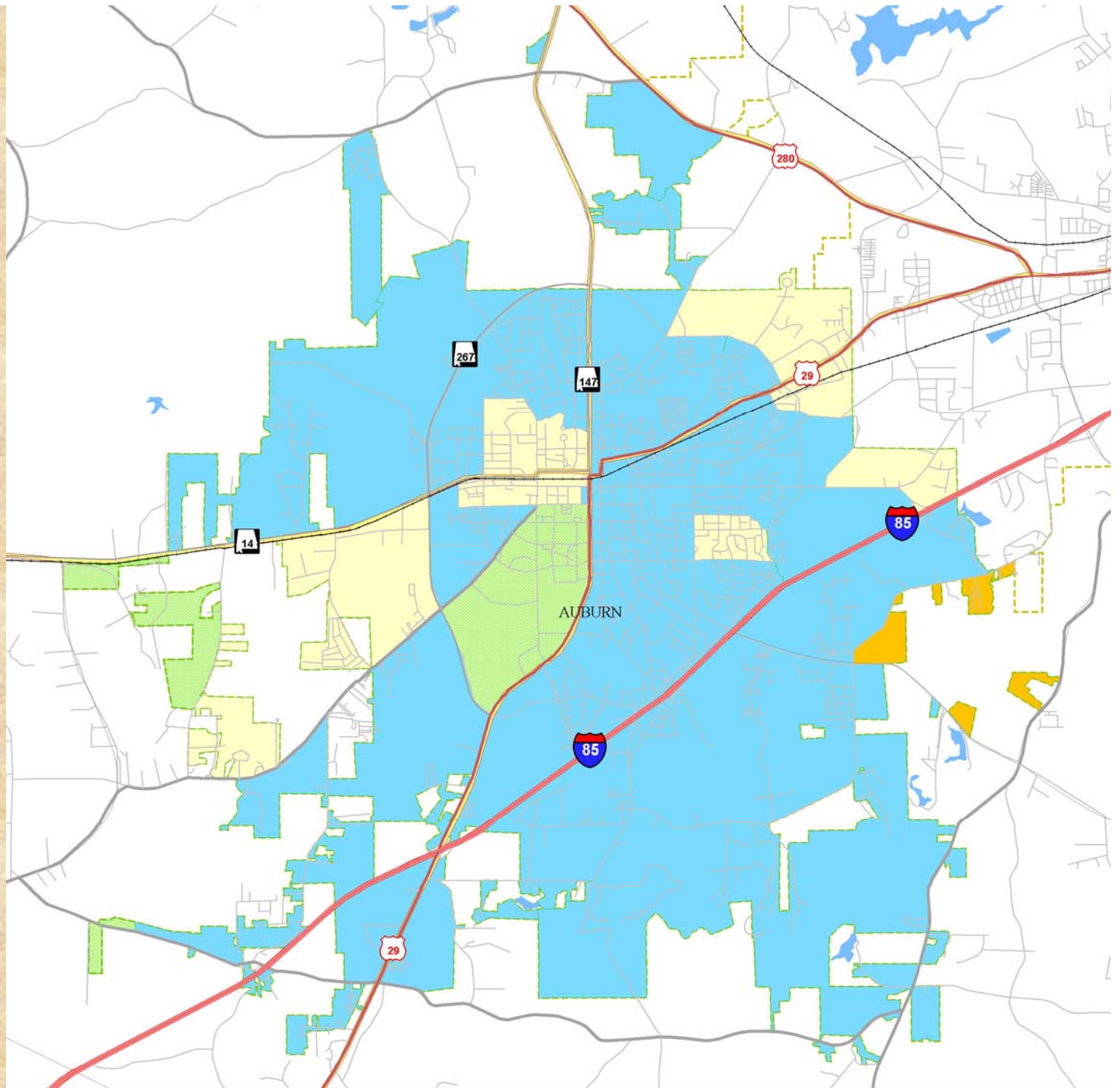
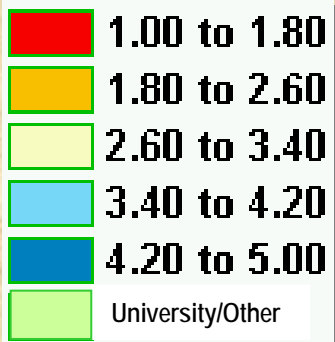
**Mean Rating**

1=very unsatisfied  
5=very satisfied



**Question Q13b**  
**Satisfaction**  
**with the**  
**Number of**  
**City Parks**

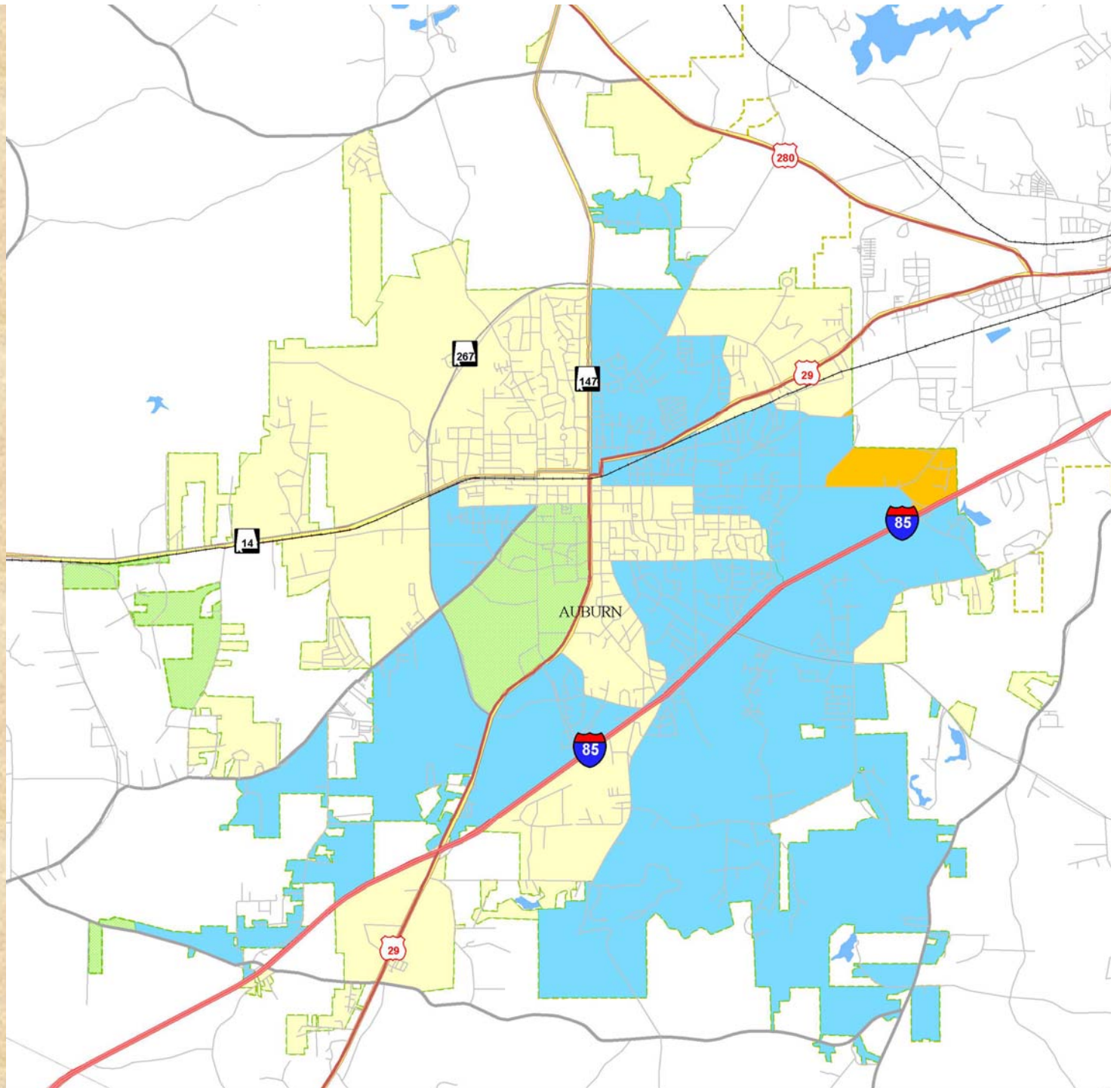
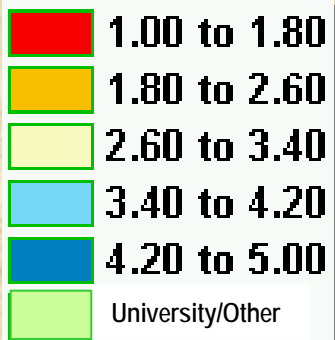
**Mean Rating**  
1=very unsatisfied  
5=very satisfied



**Question 13d**  
**Satisfaction**  
**with City**  
**Swimming**  
**Pools**

**Mean Rating**

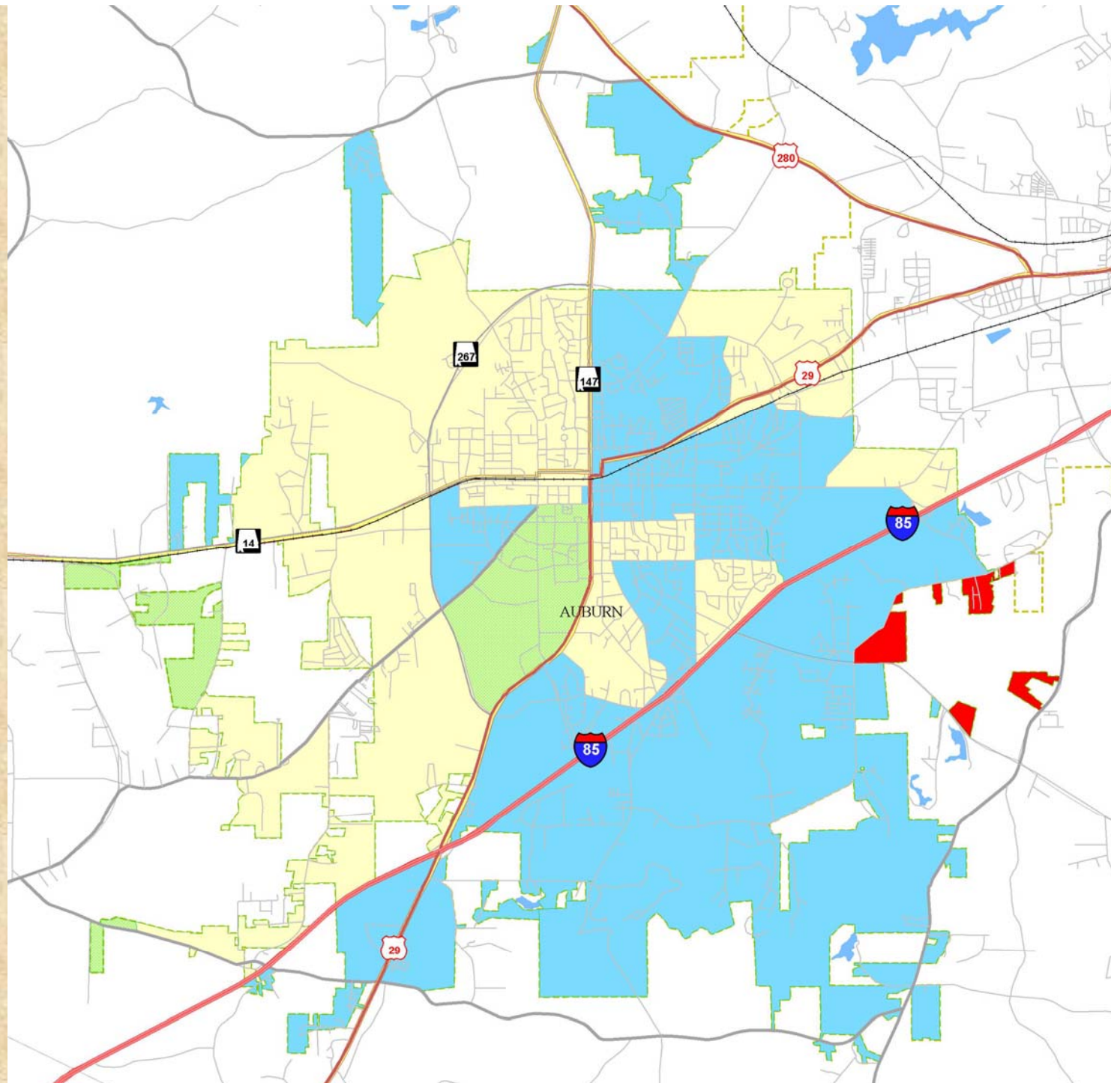
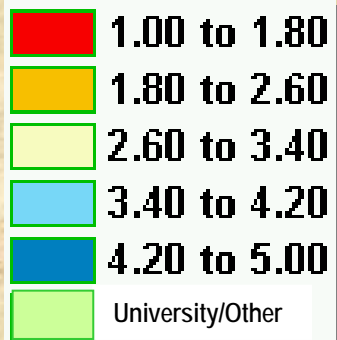
1=very unsatisfied  
5=very satisfied



**Question 13c**  
**Satisfaction**  
**with Walking**  
**and Biking**  
**Trails**

**Mean Rating**

1=very unsatisfied  
5=very satisfied

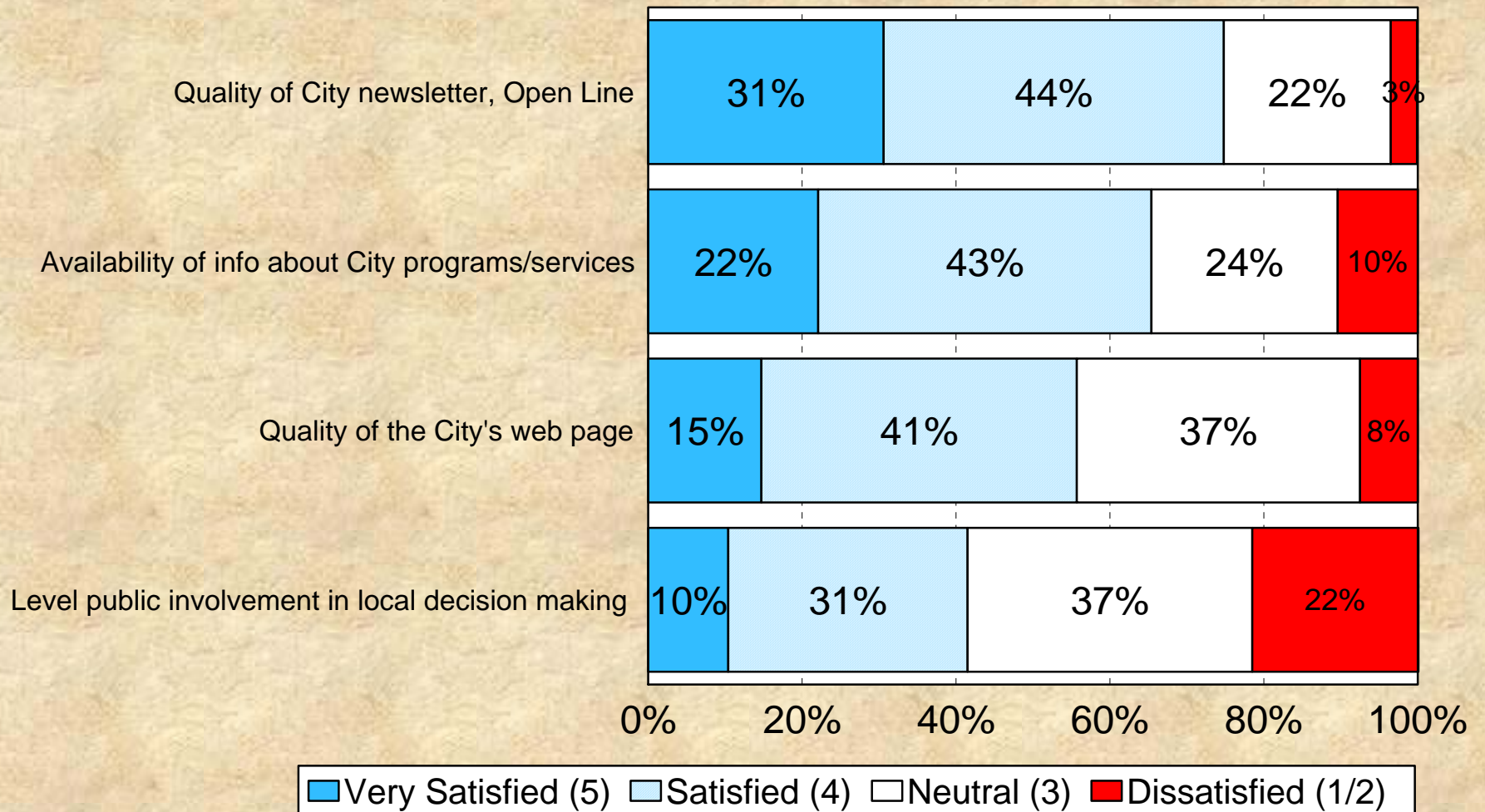




# Communication

# 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

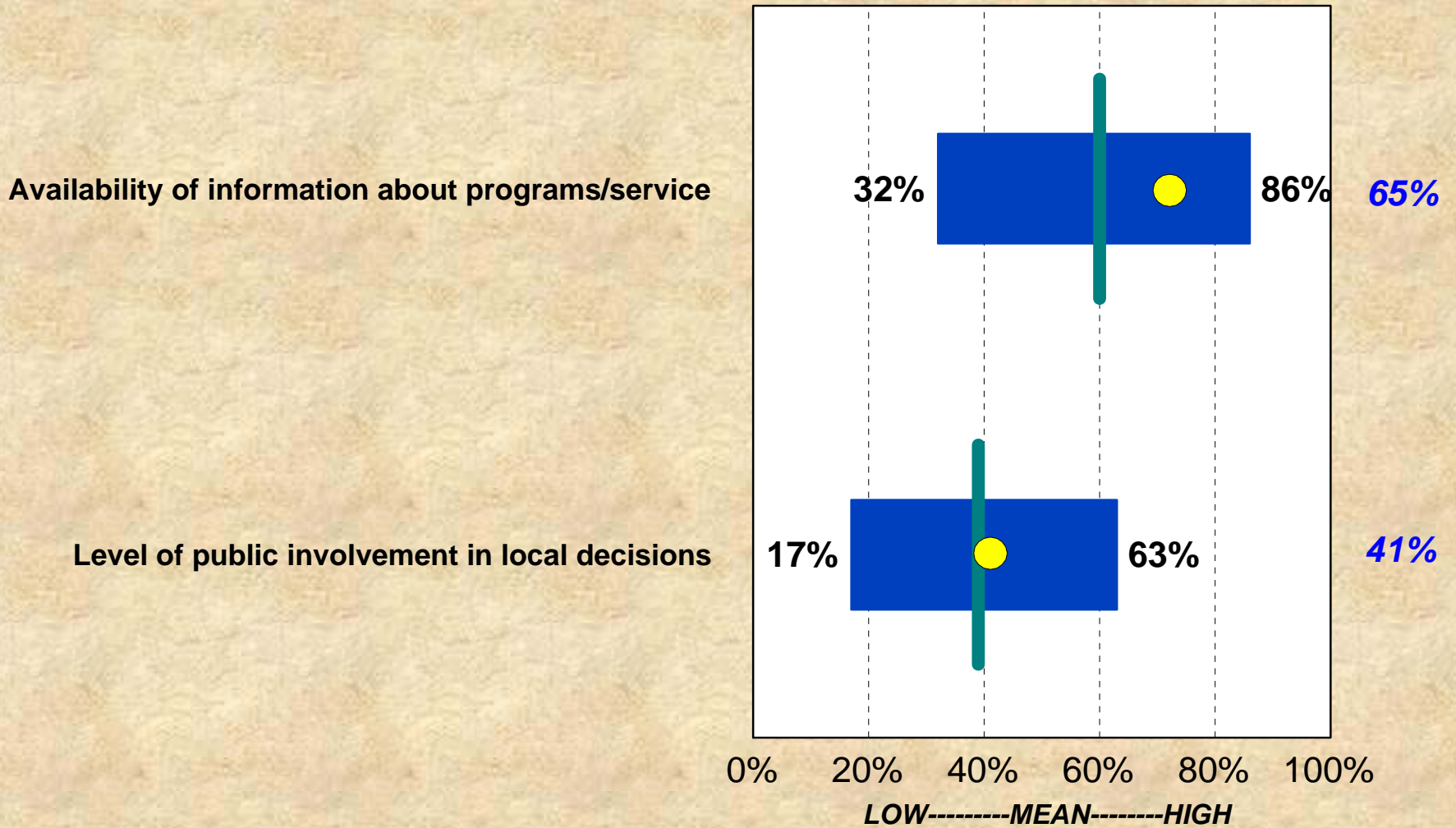


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Satisfaction with Various Aspects of City Communications - 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



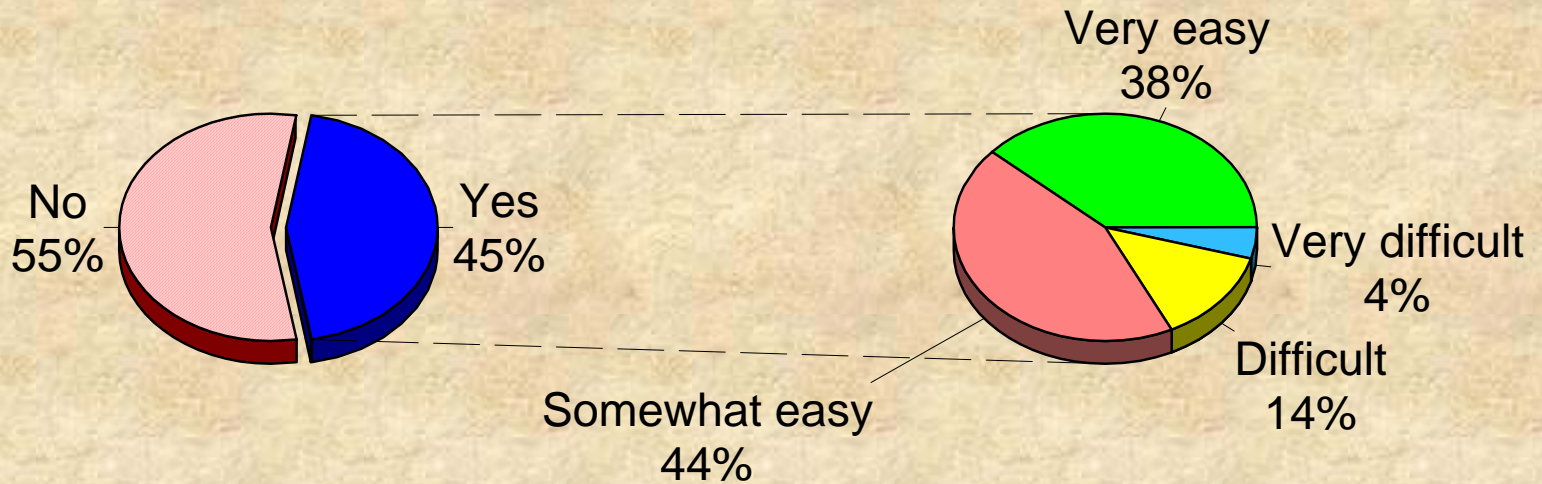
Source: ETC Institute DirectionFinder

# Customer Service

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

by percentage of residents surveyed

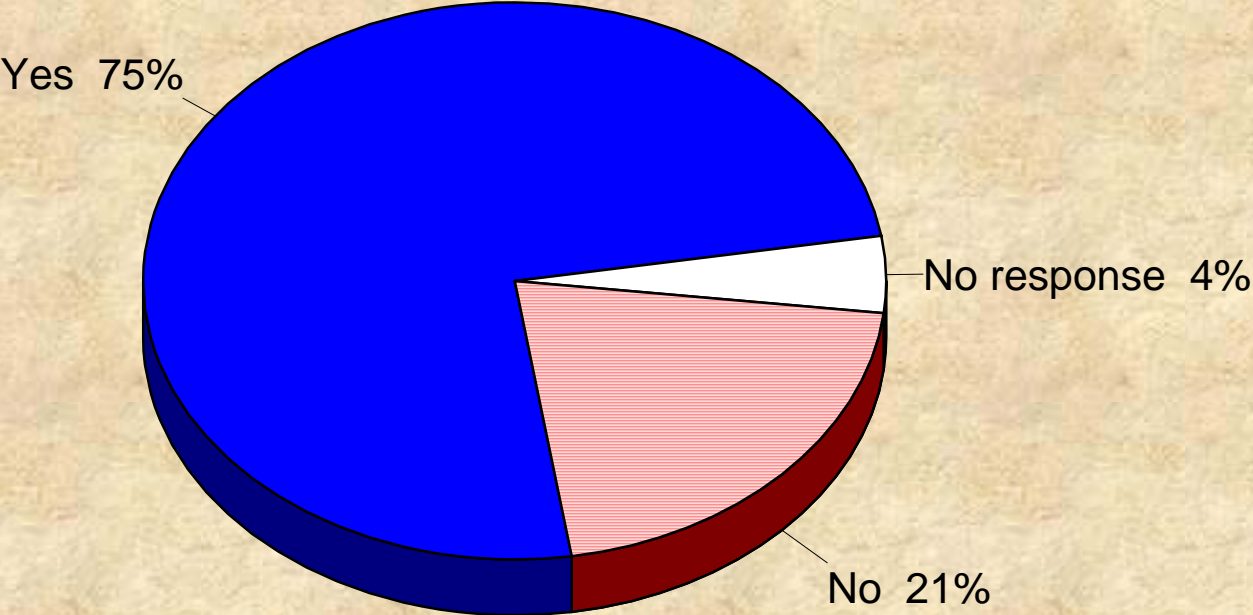
## How easy was it to contact the person you needed to reach?



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Was the Department You Contacted Responsive to Your Issue?

by percentage of residents surveyed

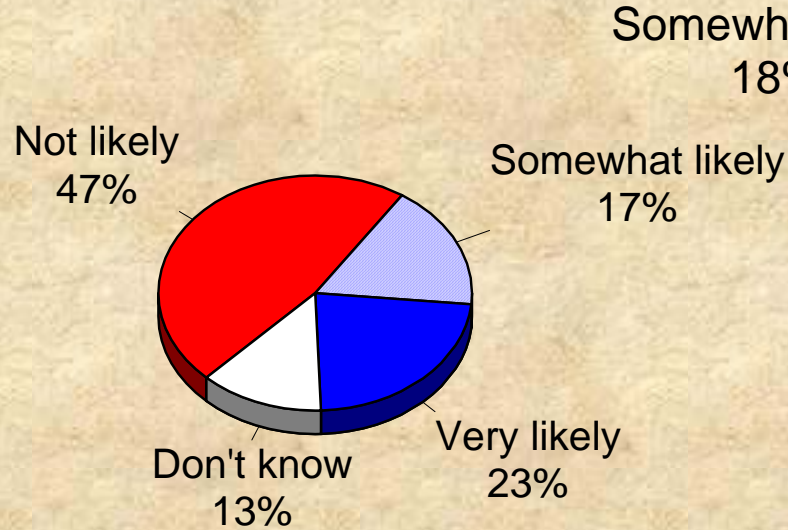


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

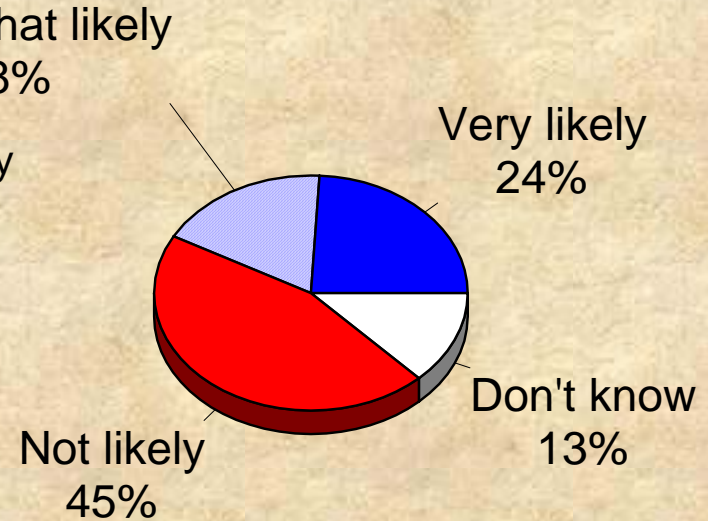
# How Likely Residents Would be to Pay Their Water Bill On-Line or with Debit/Credit Cards

by percentage of residents surveyed

## Pay ON-LINE (Internet)



## Pay with DEBIT or CREDIT CARD

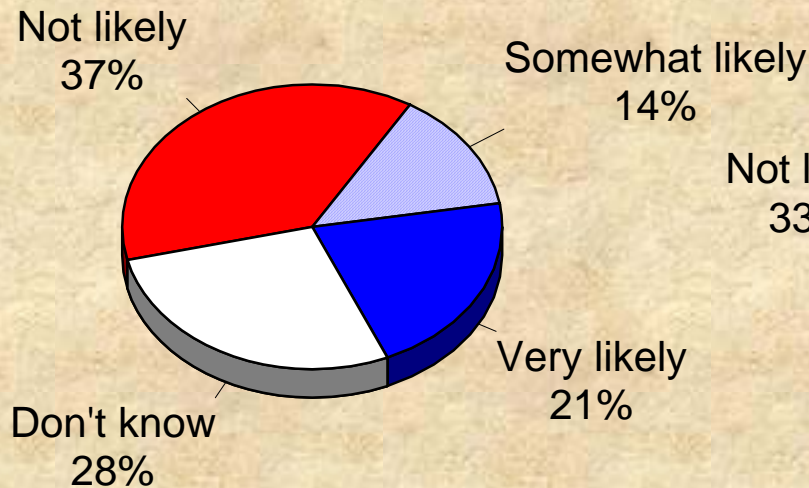


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

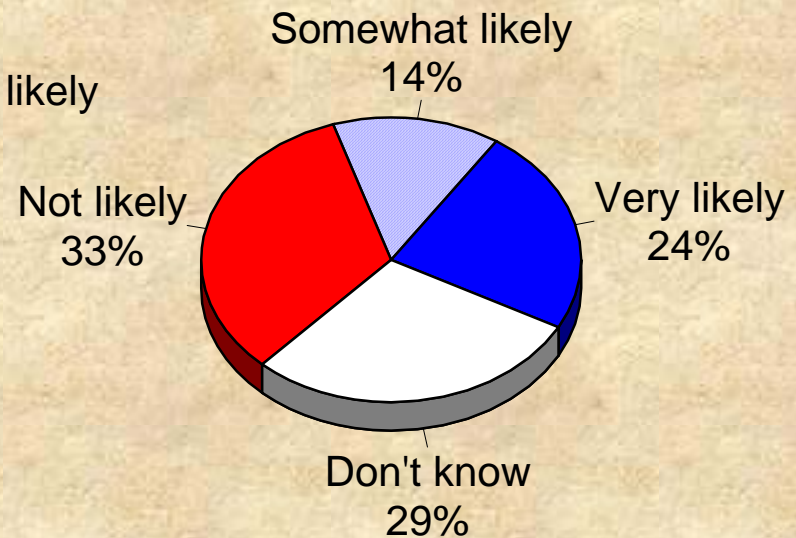
# How Likely Residents Would Be to Pay For City Services On-Line or with Debit/Credit Cards

by percentage of residents surveyed

## Pay ON-LINE (Internet)



## Pay with DEBIT or CREDIT CARD

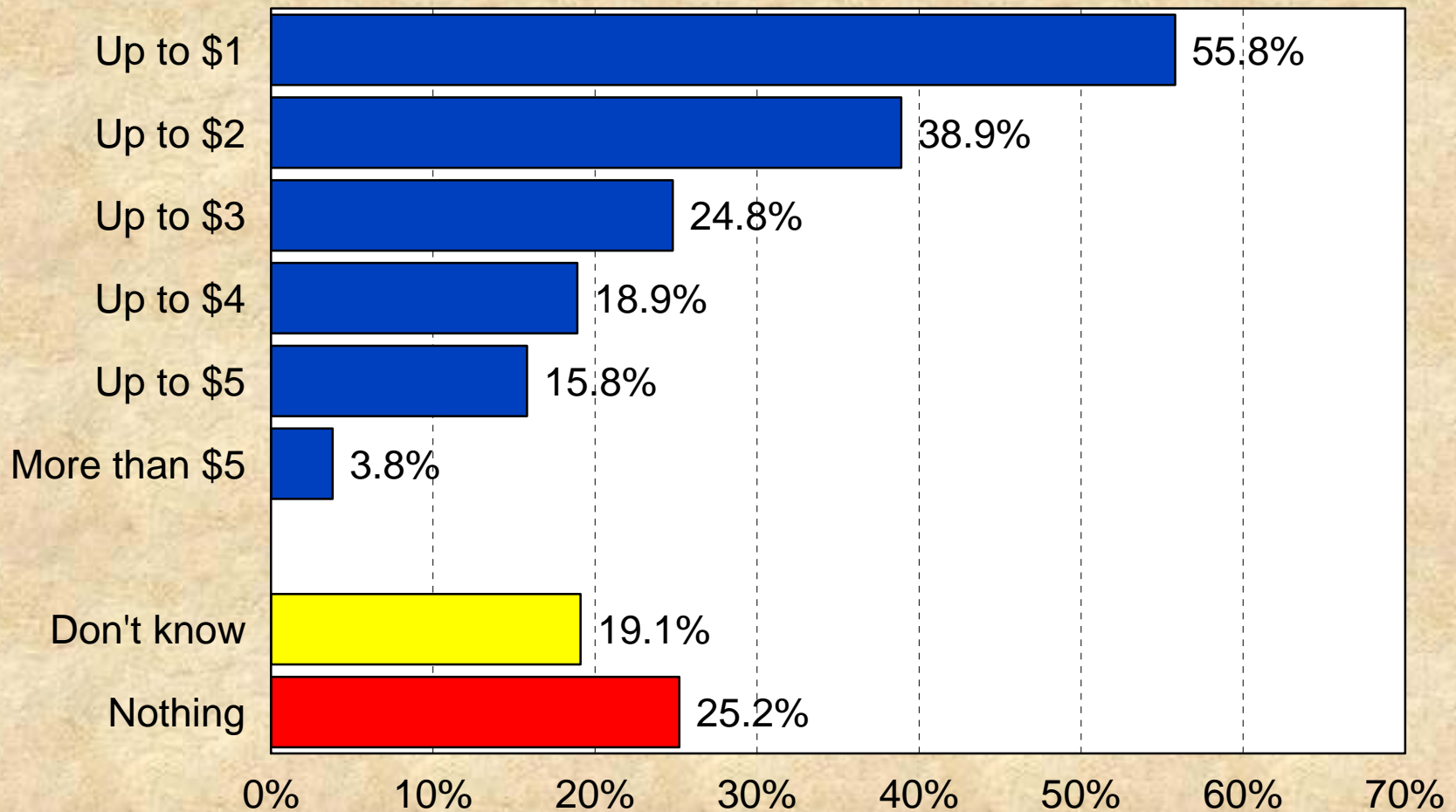




# Stormwater

# 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

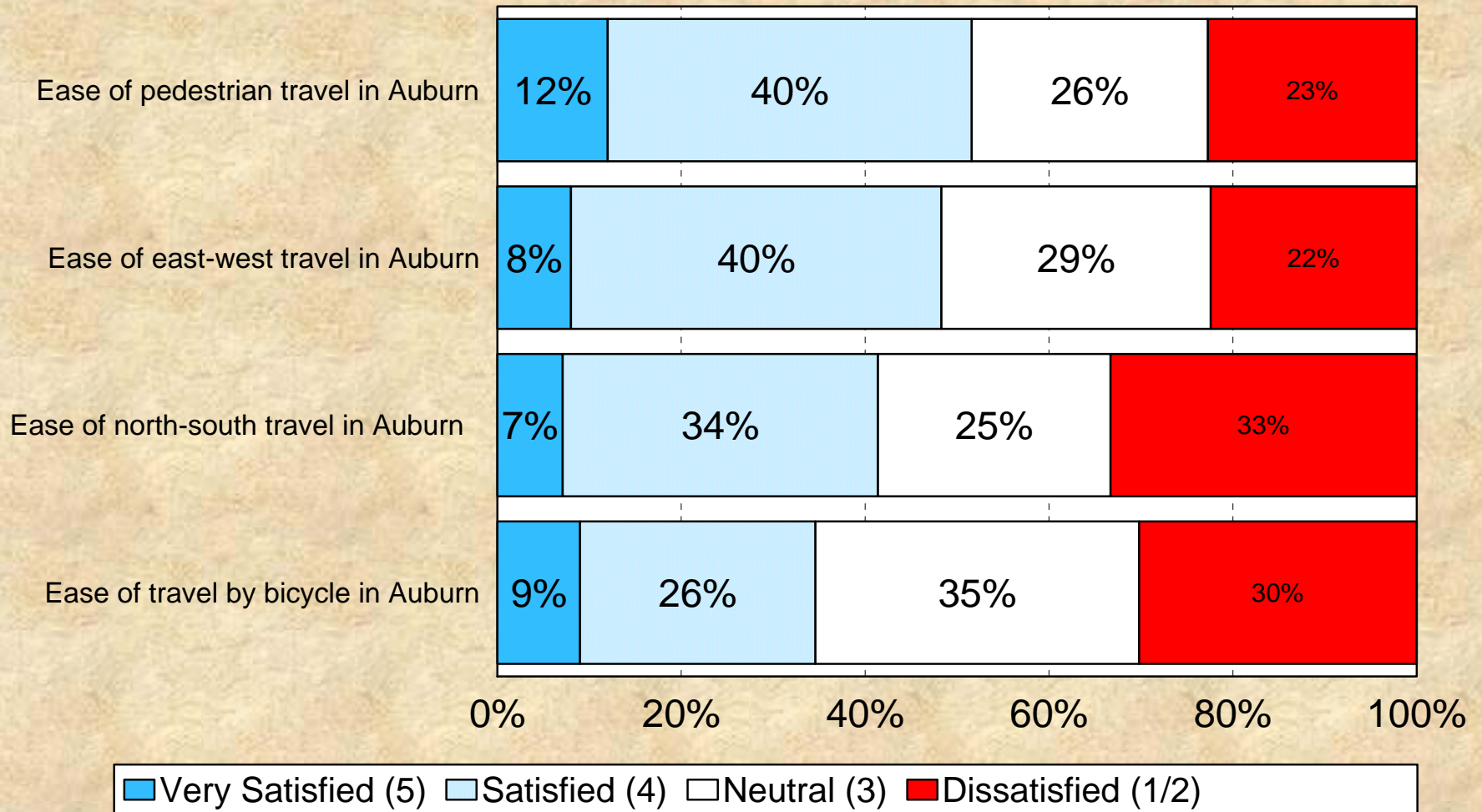


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Other Issues

# Satisfaction with Various Aspects of Traffic Flow

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

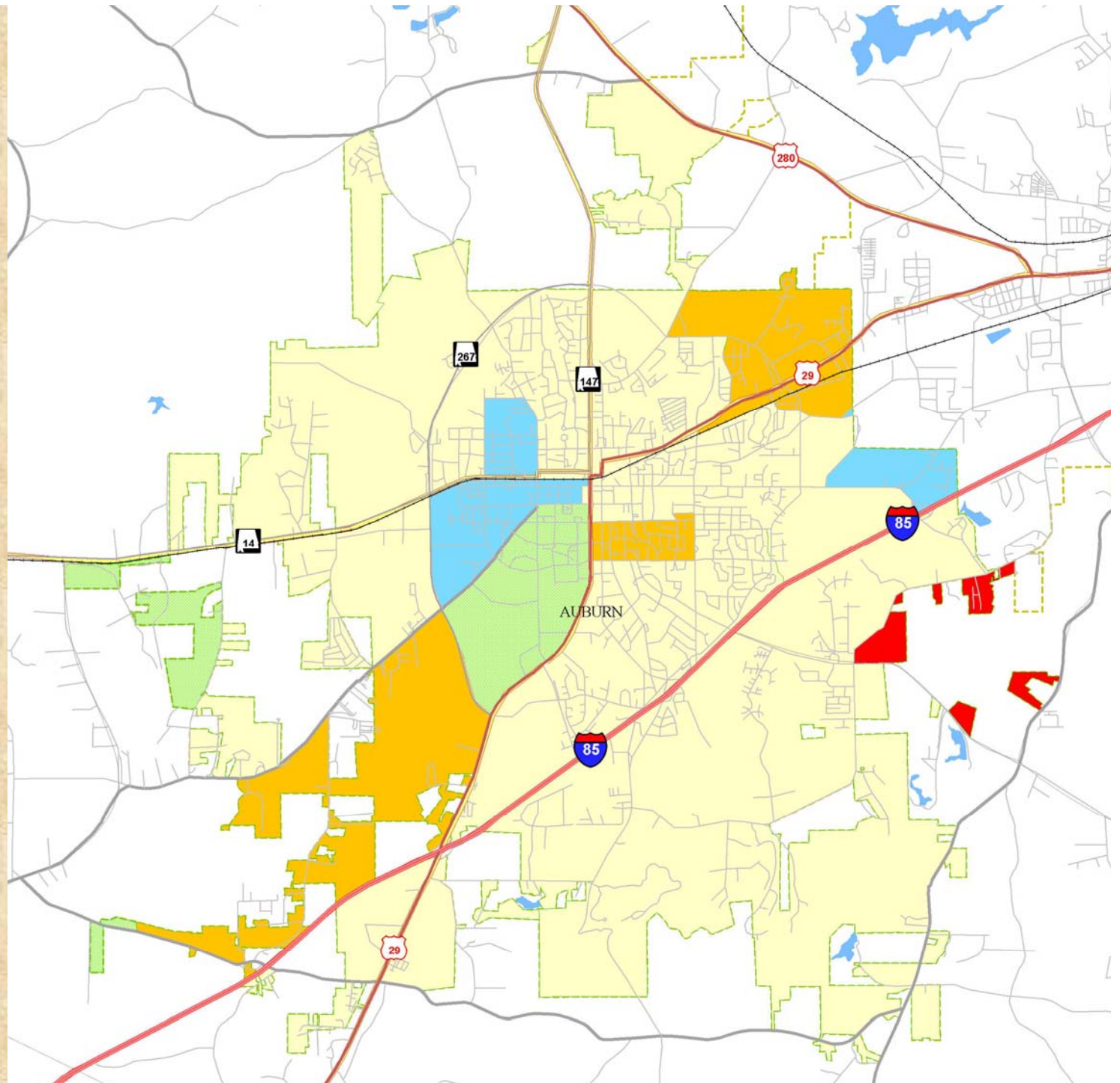
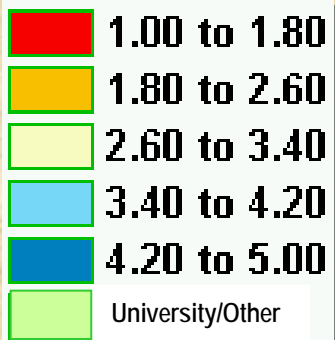


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

**Question 16c**  
**Satisfaction**  
**with the Ease**  
**of Travel**  
**by Bicycle**

**Mean Rating**

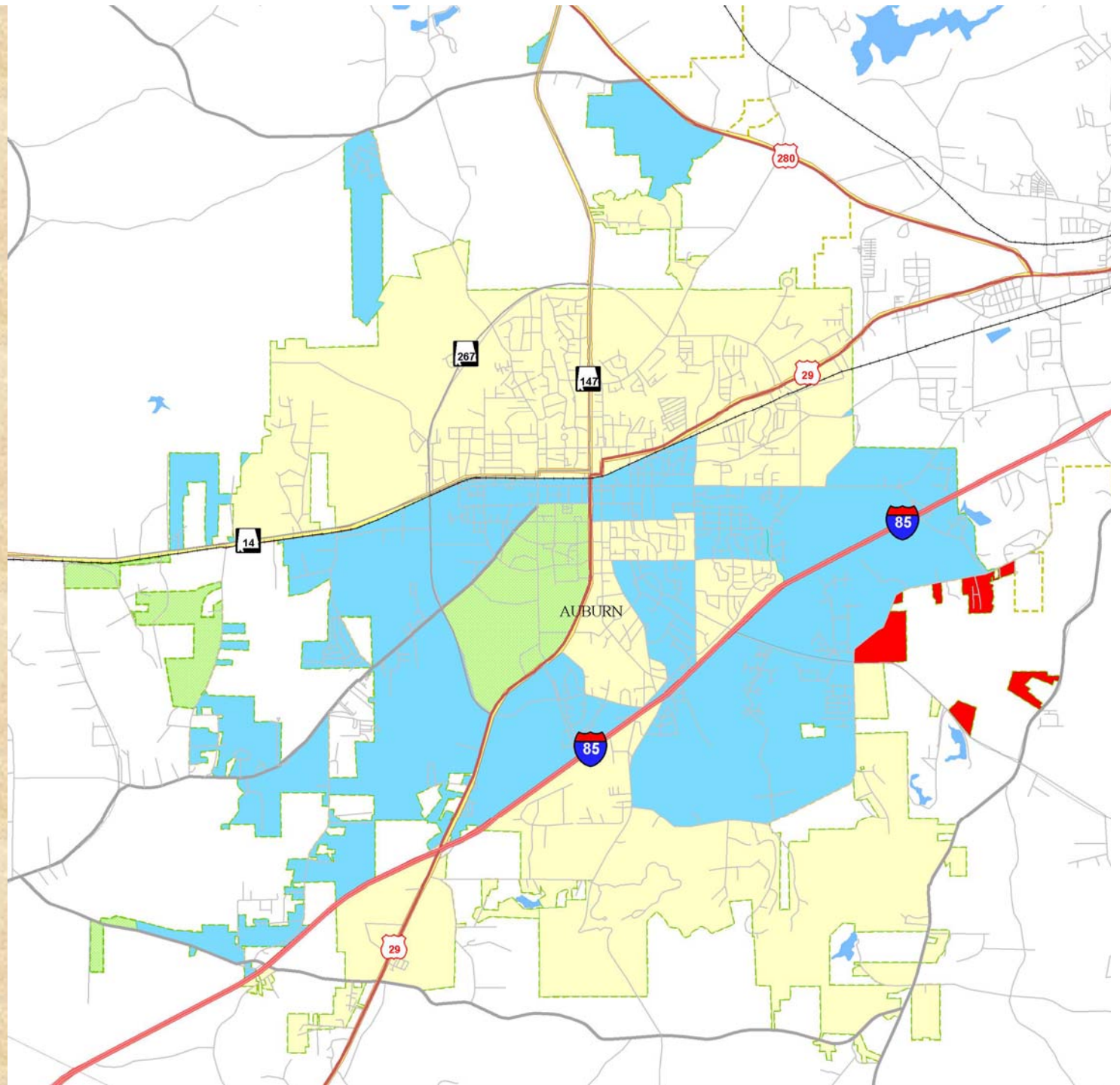
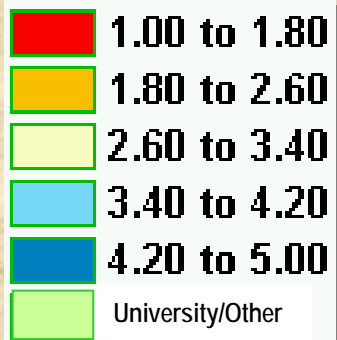
1=very unsatisfied  
5=very satisfied



**Question 16d**  
**Satisfaction**  
**with the**  
**Ease of**  
**Pedestrian**  
**Travel**

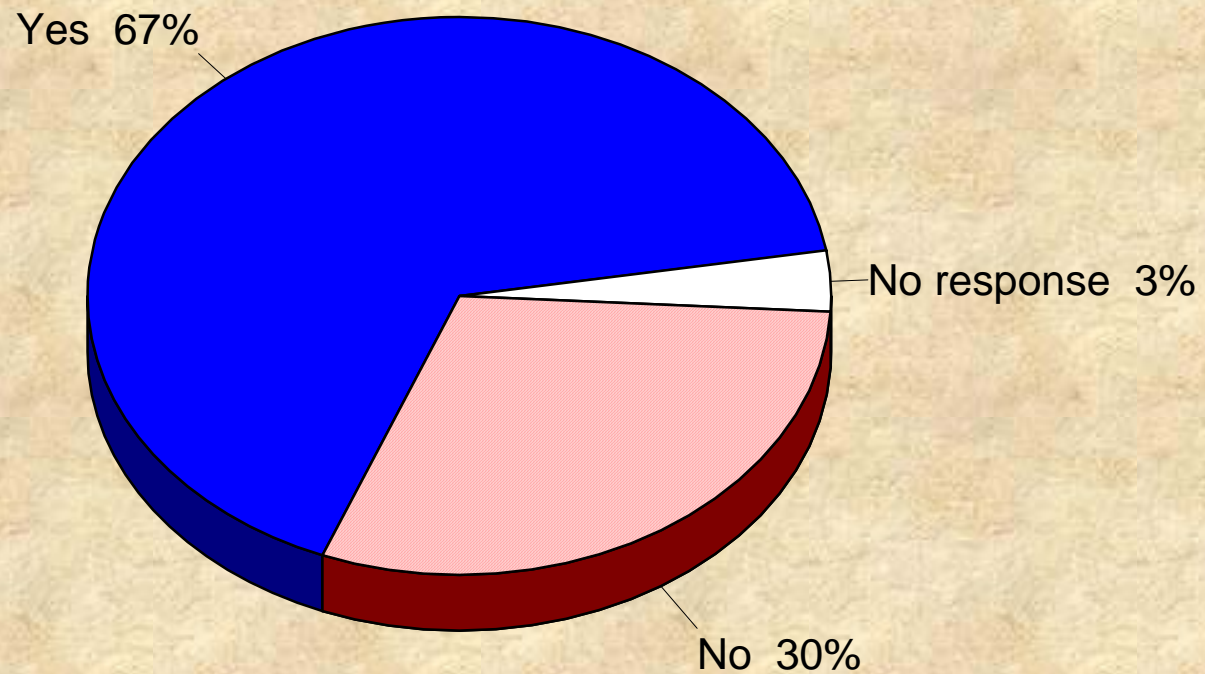
**Mean Rating**

1=very unsatisfied  
5=very satisfied



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

by percentage of residents surveyed

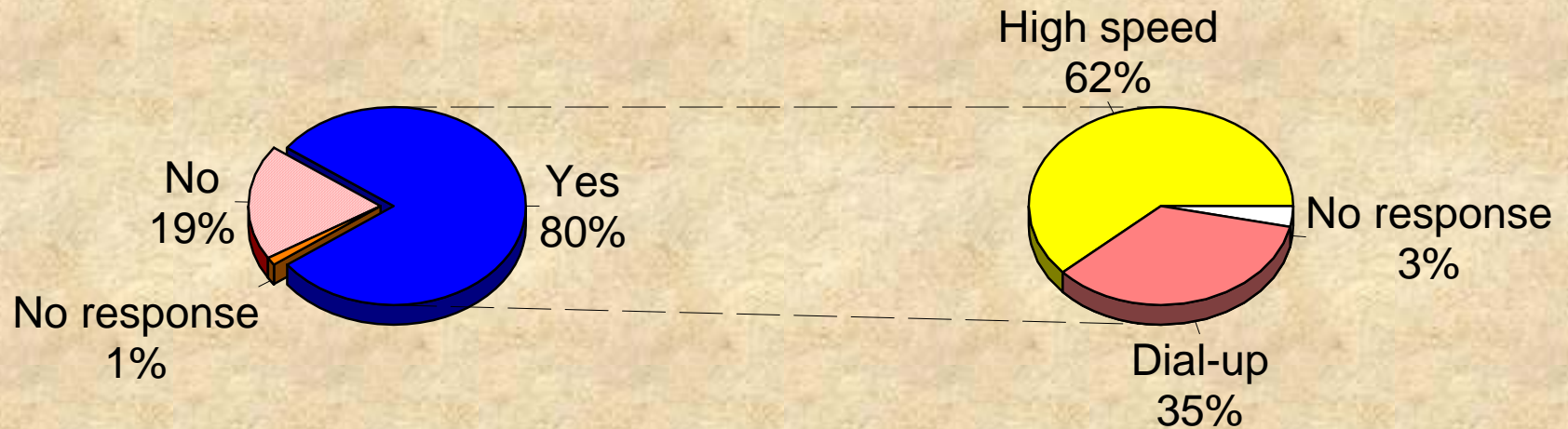


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Do You Have Access to the Internet at Your Home?

by percentage of residents surveyed

## Do You Have High Speed or Dial-up Access?

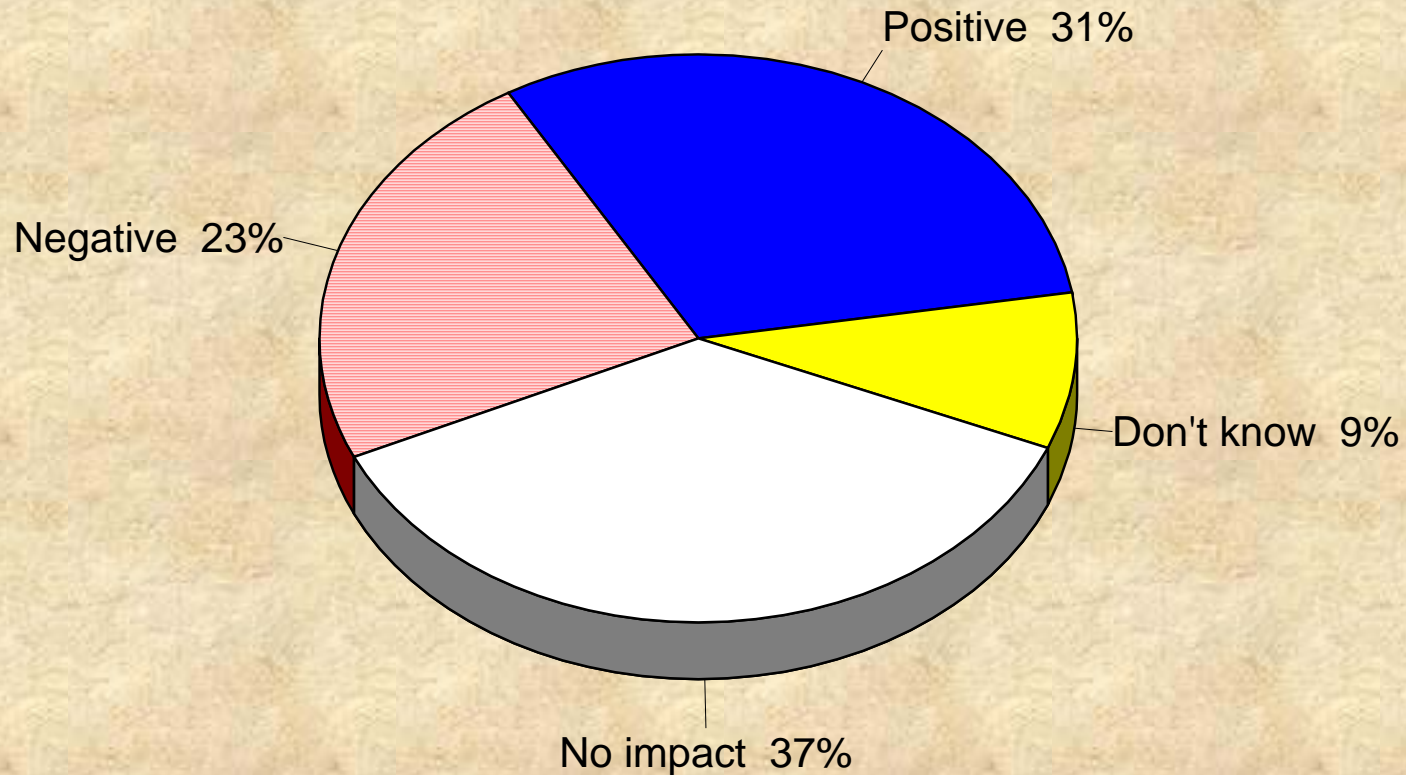


Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)



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

by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2005 - Auburn, AL)

# Conclusions/Recommendations

- **Auburn is a very desirable 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 ??**