

# 2007 DirectionFinder® Survey

## City of Auburn, Alabama



**By**  
**ETC Institute**  
**April 3, 2007**

# 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 749 residents
- Precision of at least +/-3.7% at the 95% level of confidence
- Benchmarking Data
- Results were geocoded

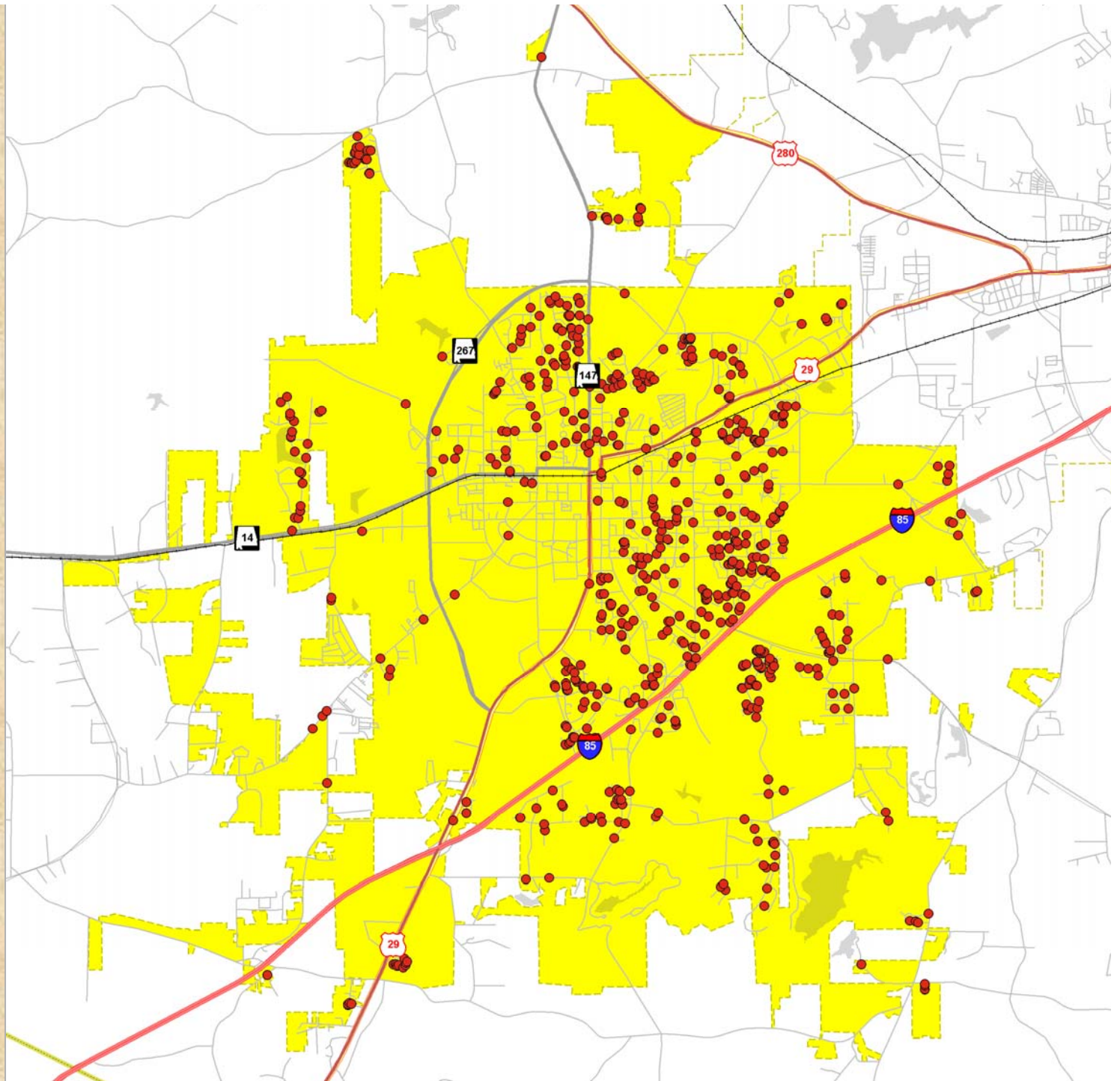
# Benchmarking Cities

- 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

Location of  
Respondents

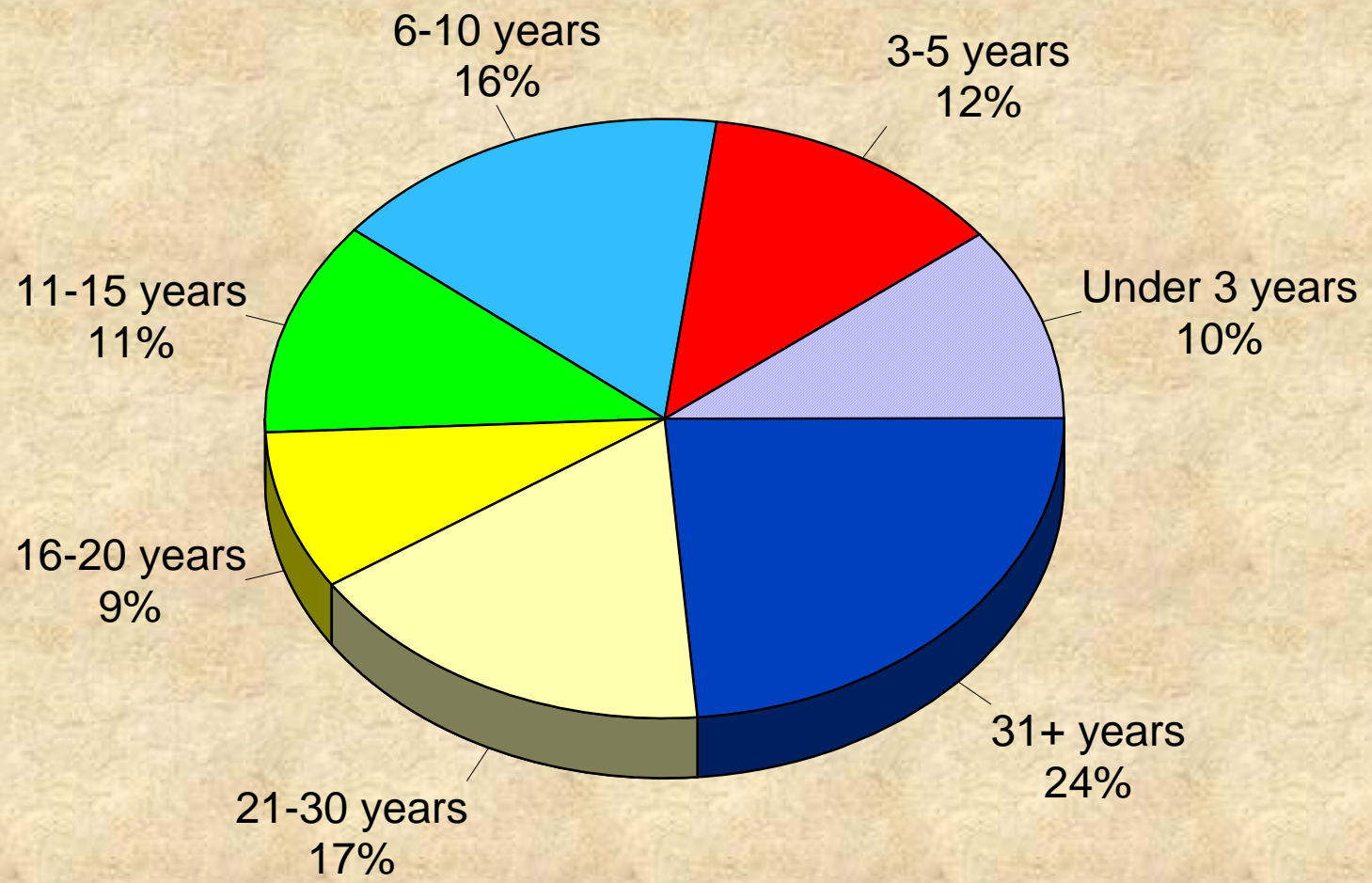
# 2007 Auburn Citizen Survey



# Demographics

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

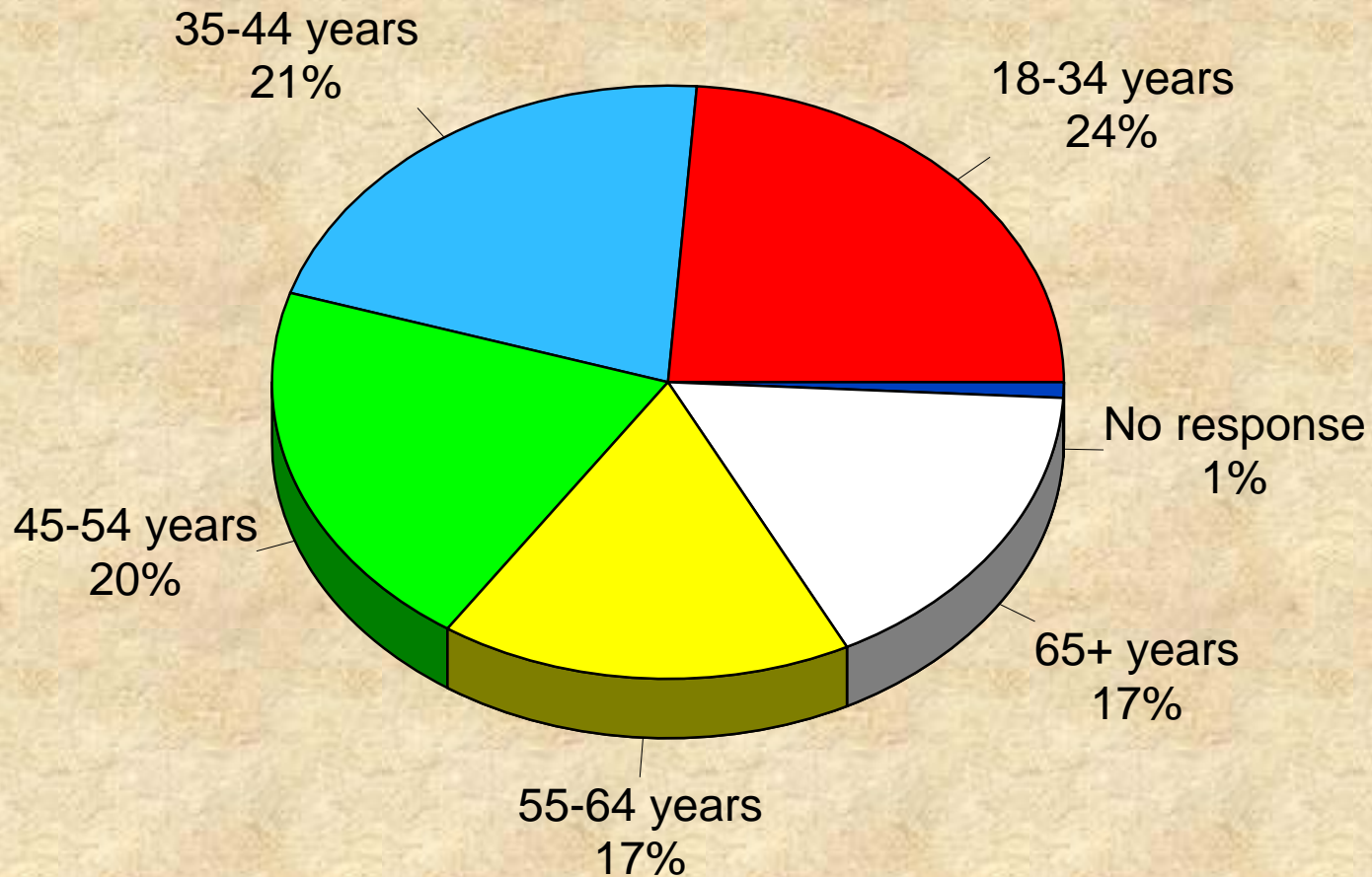
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Demographics: What is Your Age?

by percentage of residents surveyed

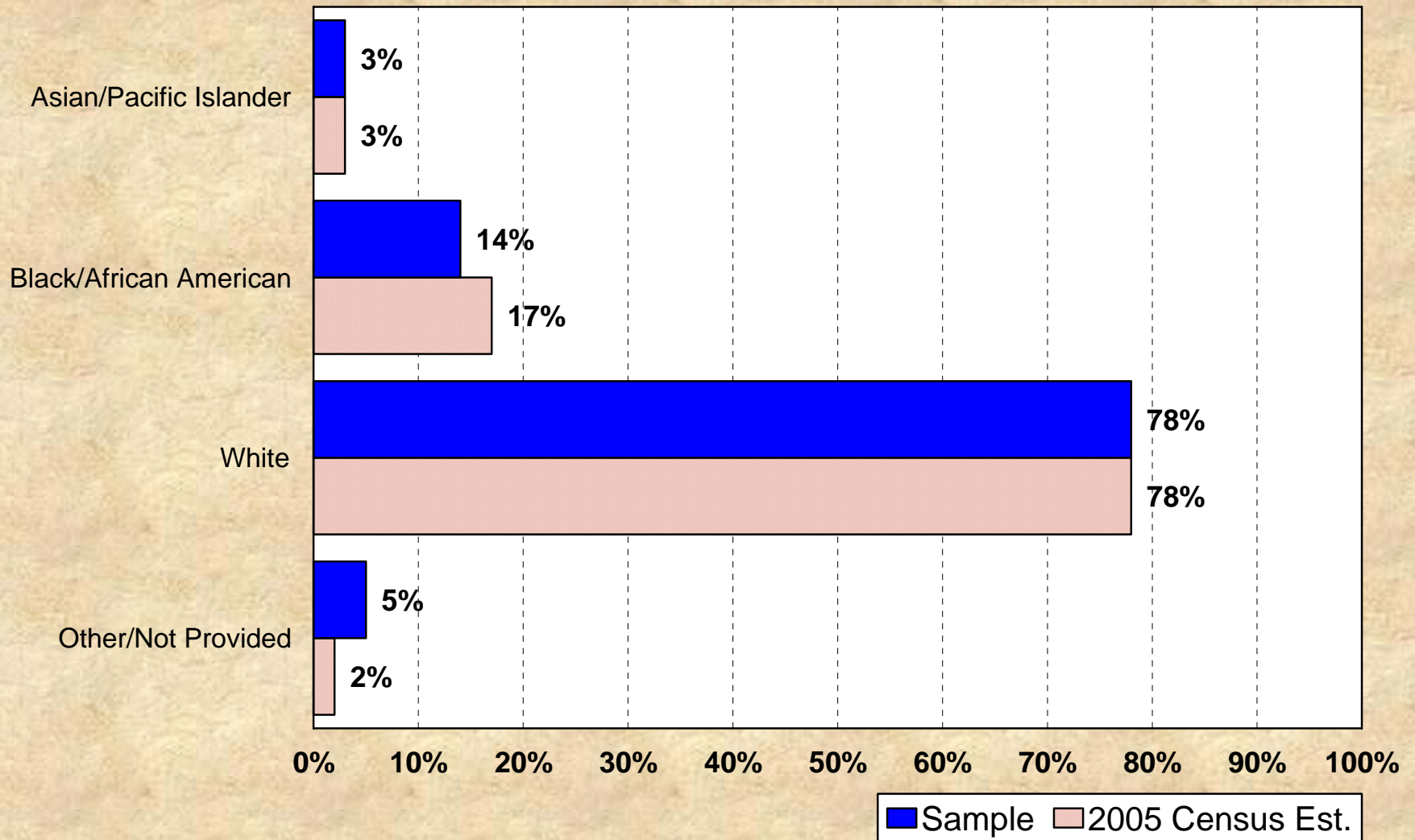


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)



# Demographics: Which best describes your race/ethnicity?

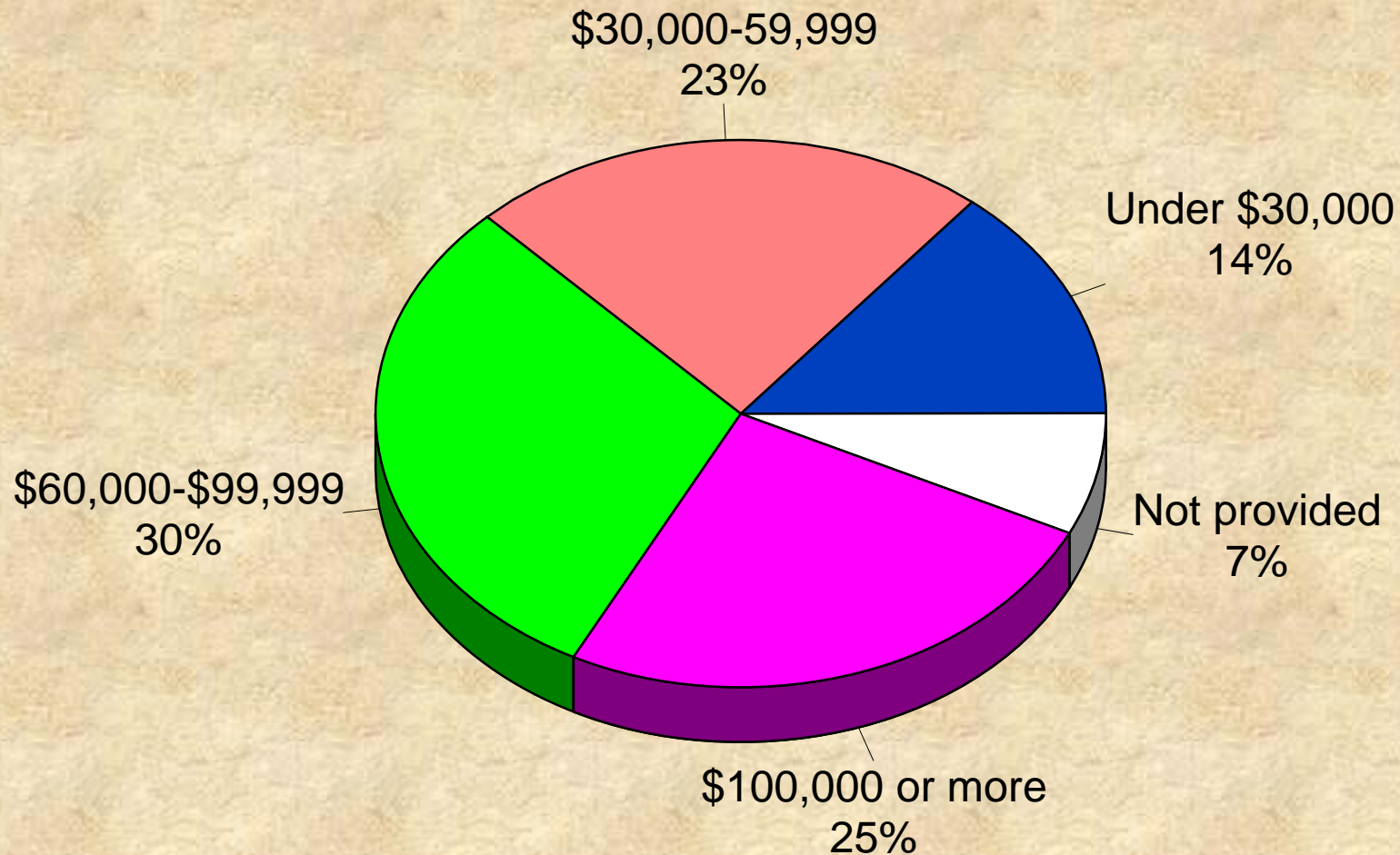
by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Demographics: Total Annual Household Income

by percentage of residents surveyed

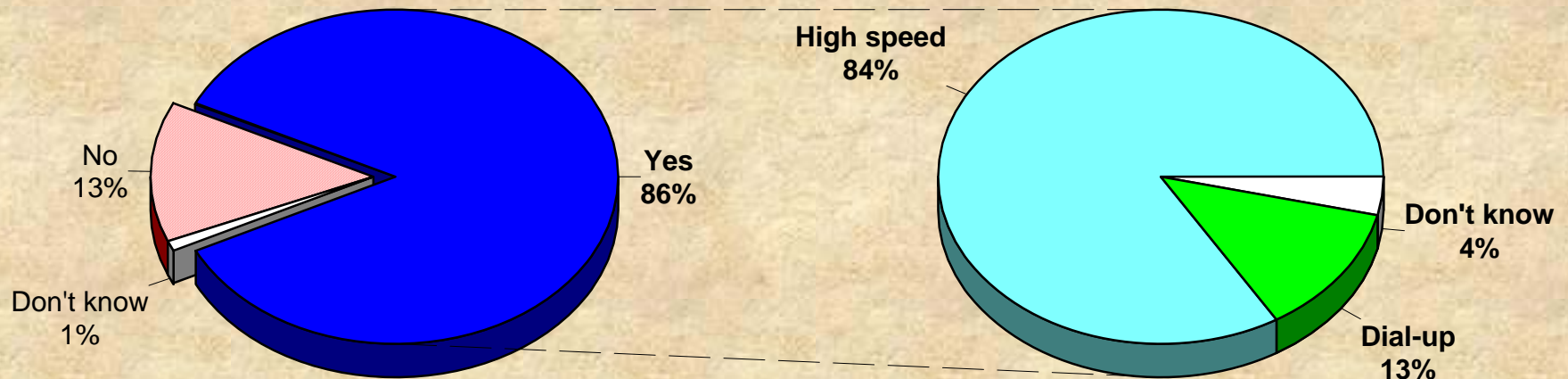


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

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

by percentage of residents surveyed

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

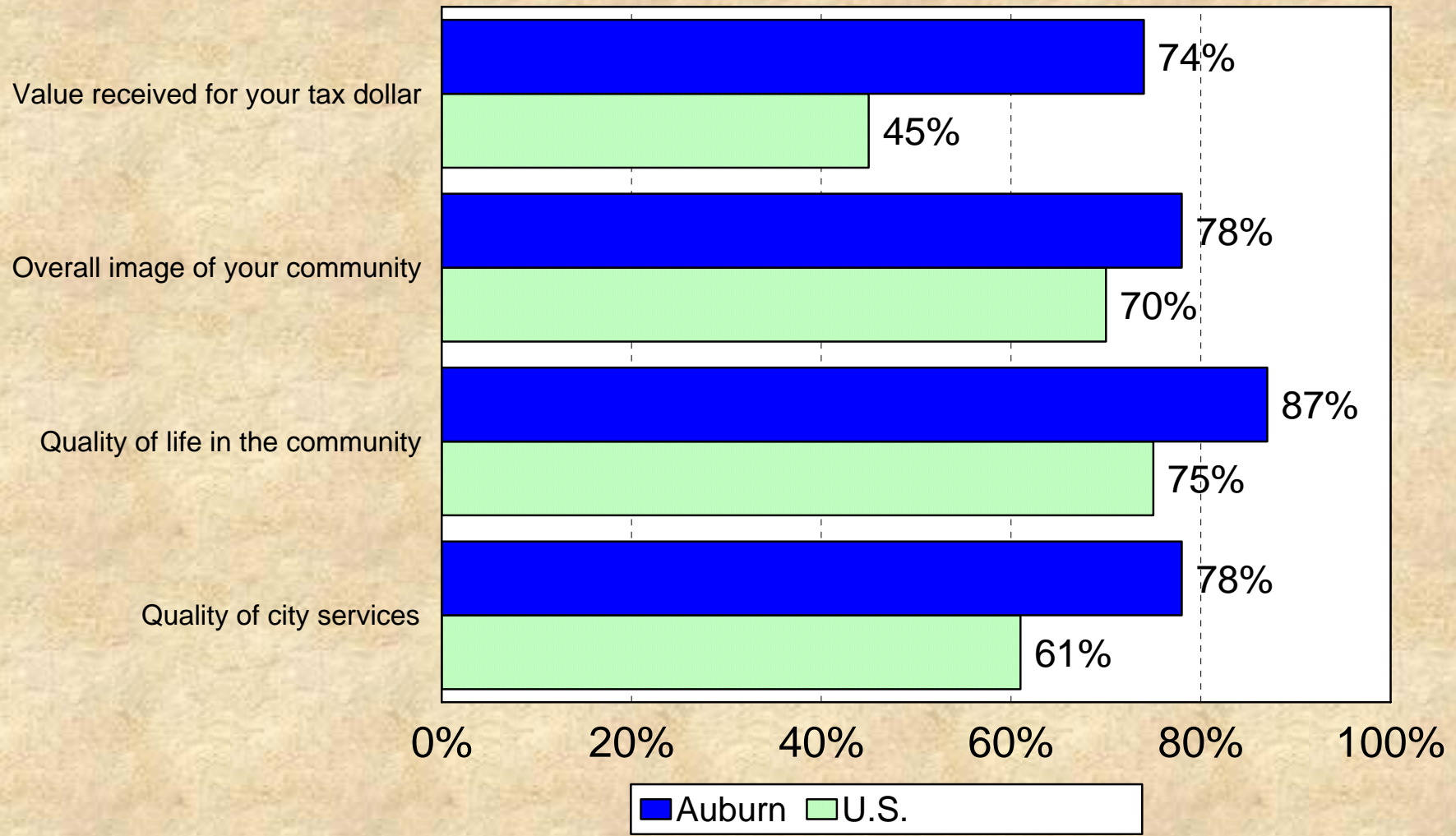


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# **Perceptions of the Community**

# 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" (excluding don't knows)

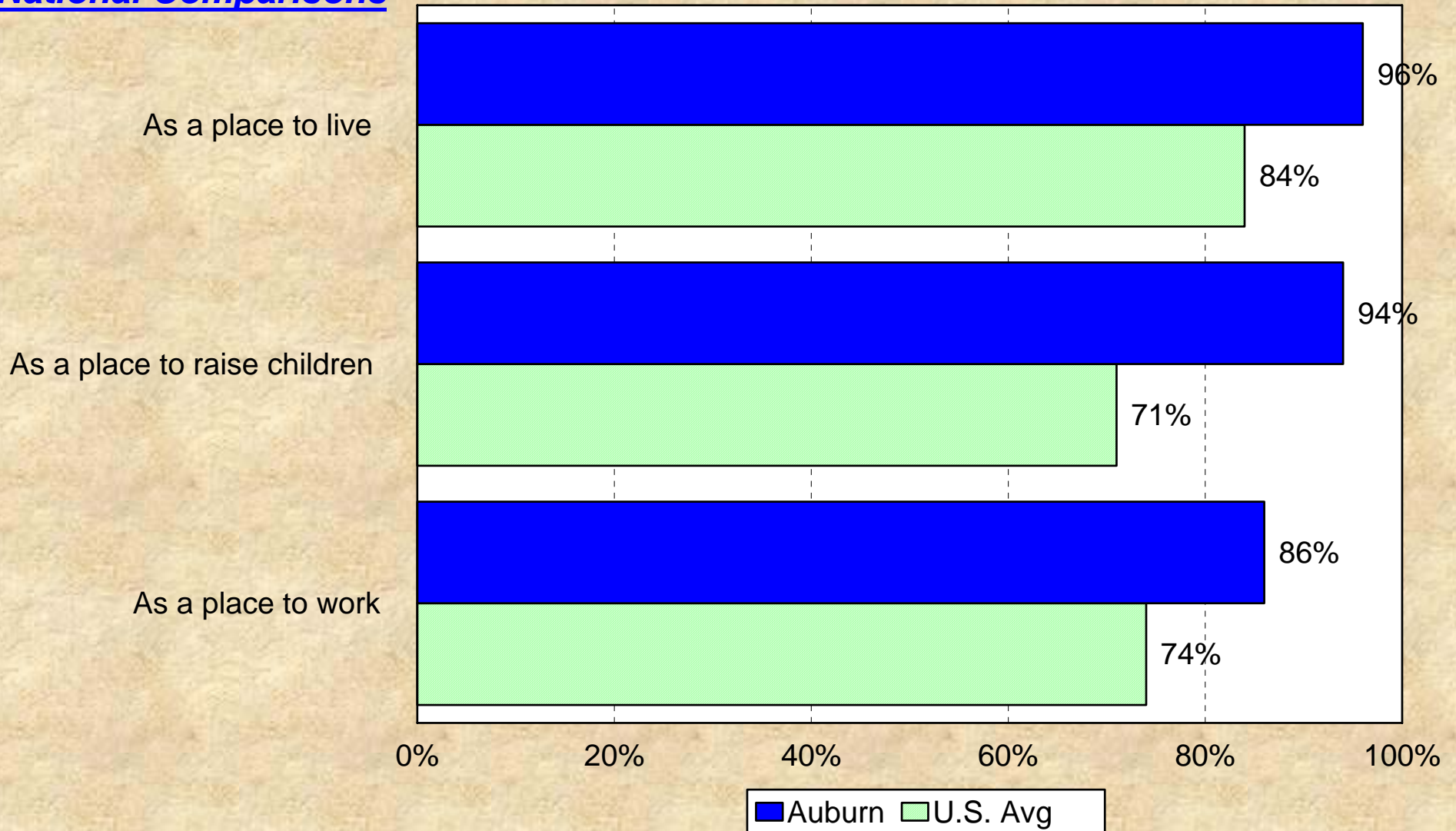


***FIRST RUN - NOT FOR PUBLIC RELEASE***

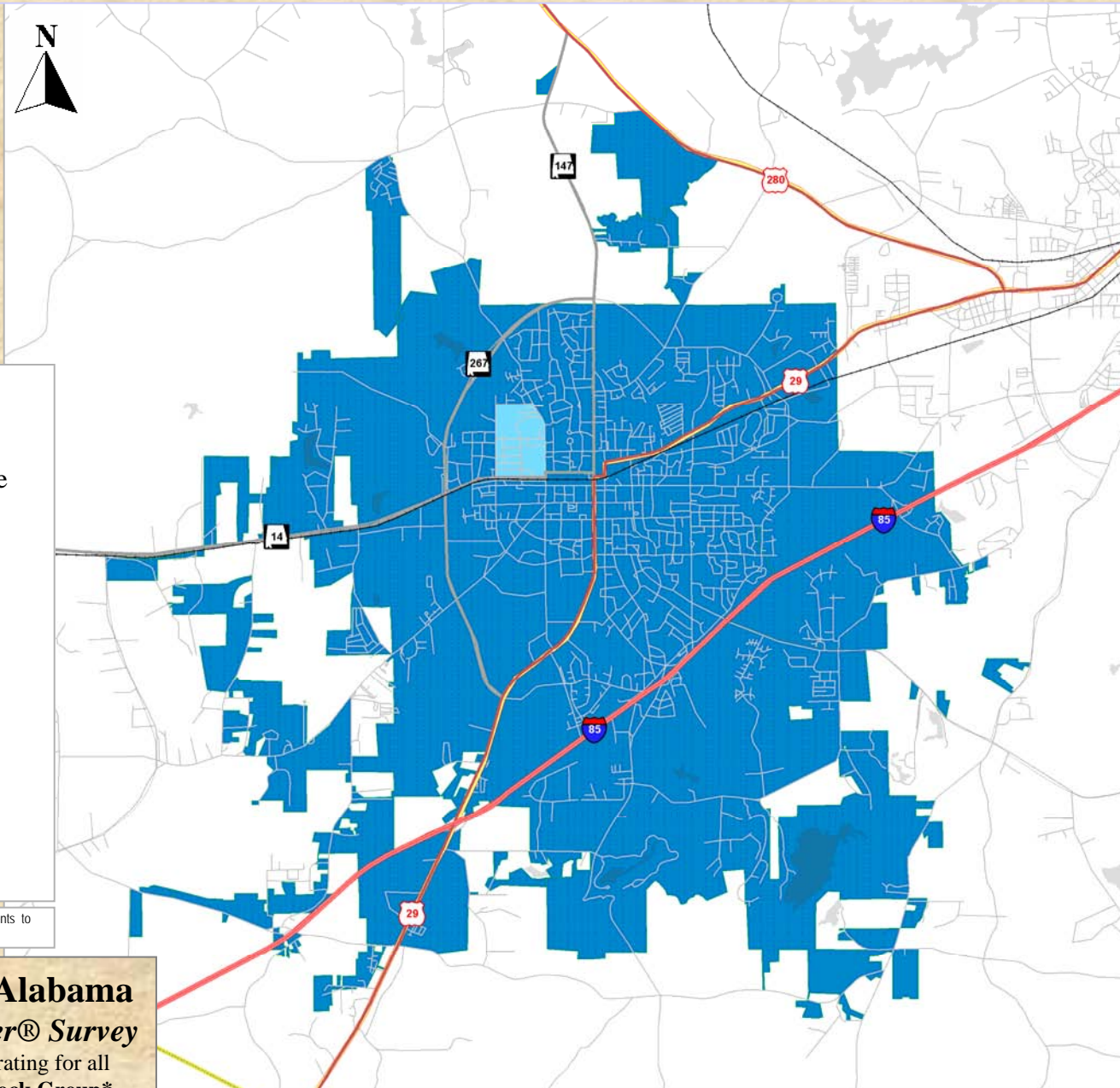
# How Residents Rate the Community Where They Currently Live: Auburn vs. U.S.

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

## National Comparisons



# Satisfaction with Auburn as a place to live (Q20a)



## LEGEND

- 1.0-1.8 = Poor
- 1.8-2.6 = Below Average
- 2.6-3.4 = Neutral
- 3.4-4.2 = Good
- 4.2-5.0 = Excellent

- Poor
- Below Average
- Neutral
- Good
- Excellent
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

## City of Auburn, Alabama 2007 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group\*

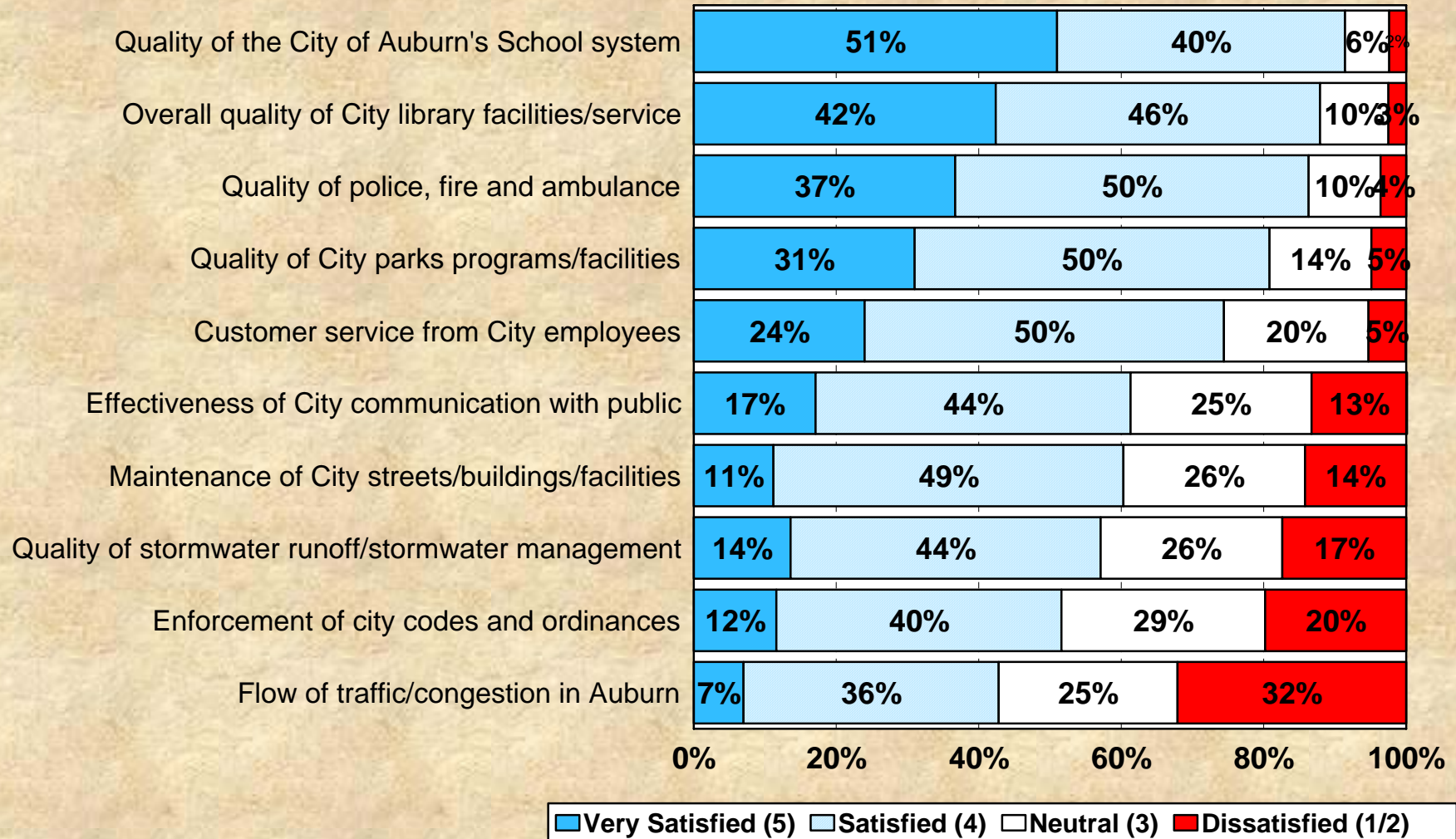
\*Clipped to City limits and combined per respondent distribution

**Overall Satisfaction  
with Major Categories  
of Service**



# Overall Satisfaction With City Services by Major Category

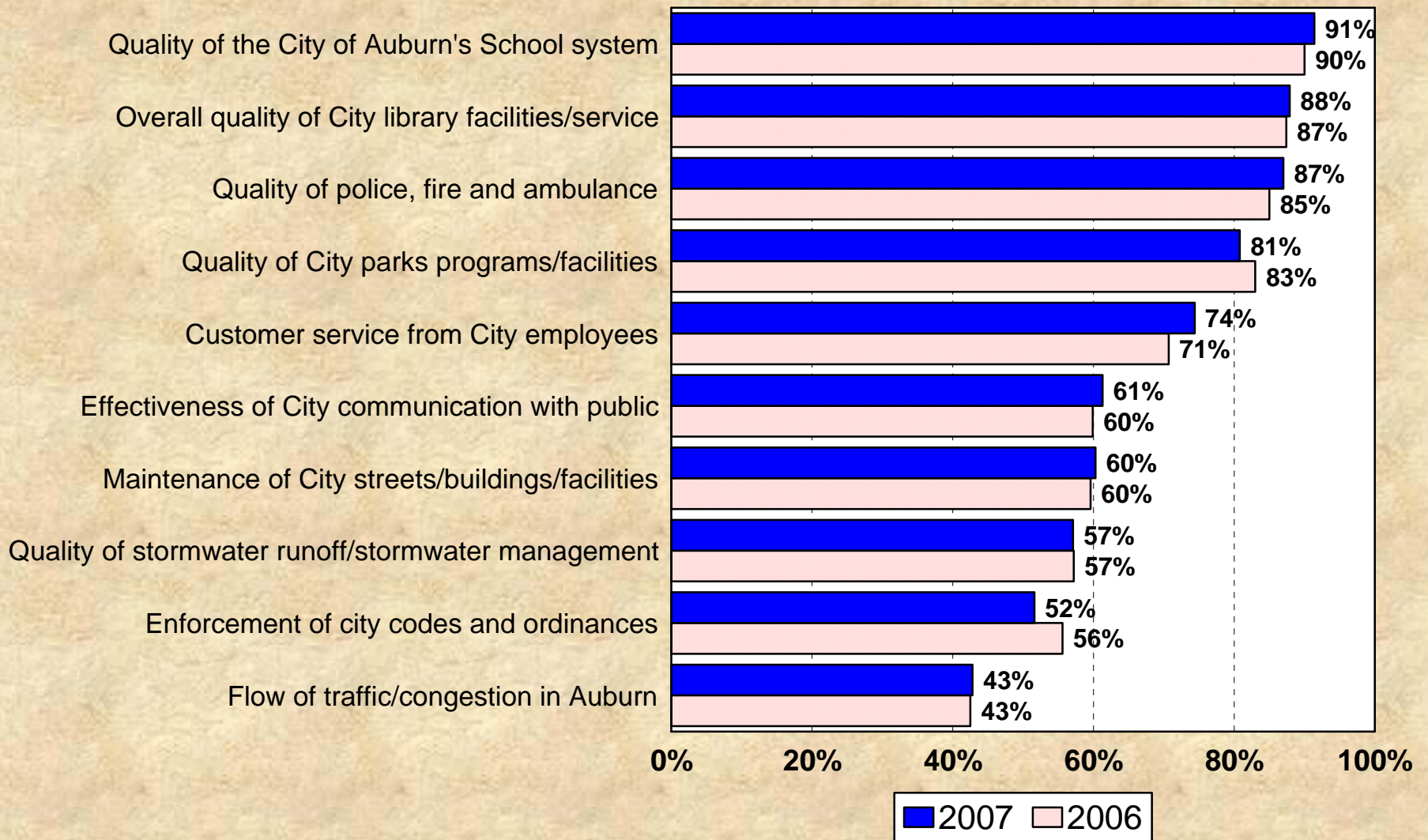
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# TRENDS: Overall Satisfaction With City Services by Major Category (2007 vs. 2006)

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

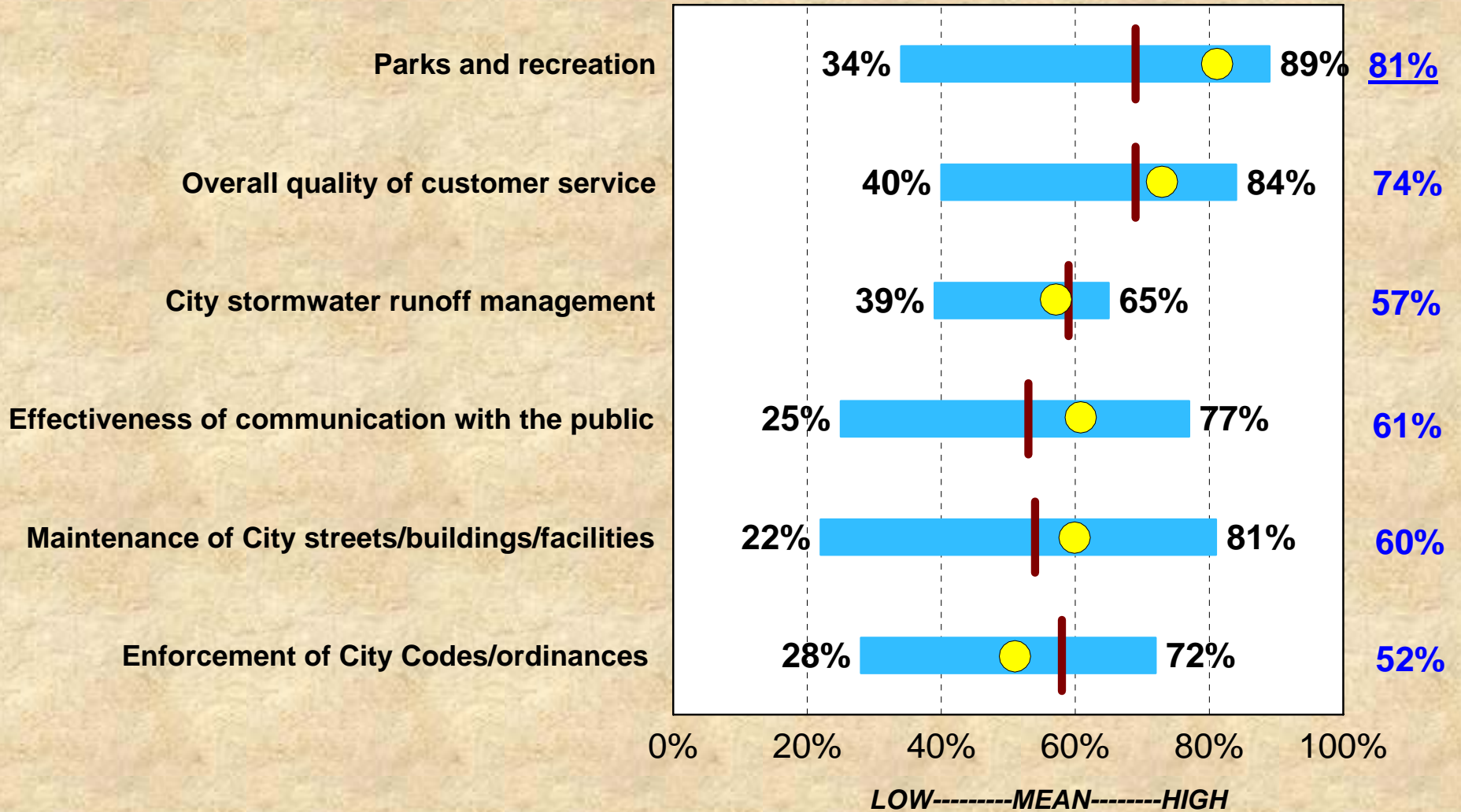


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

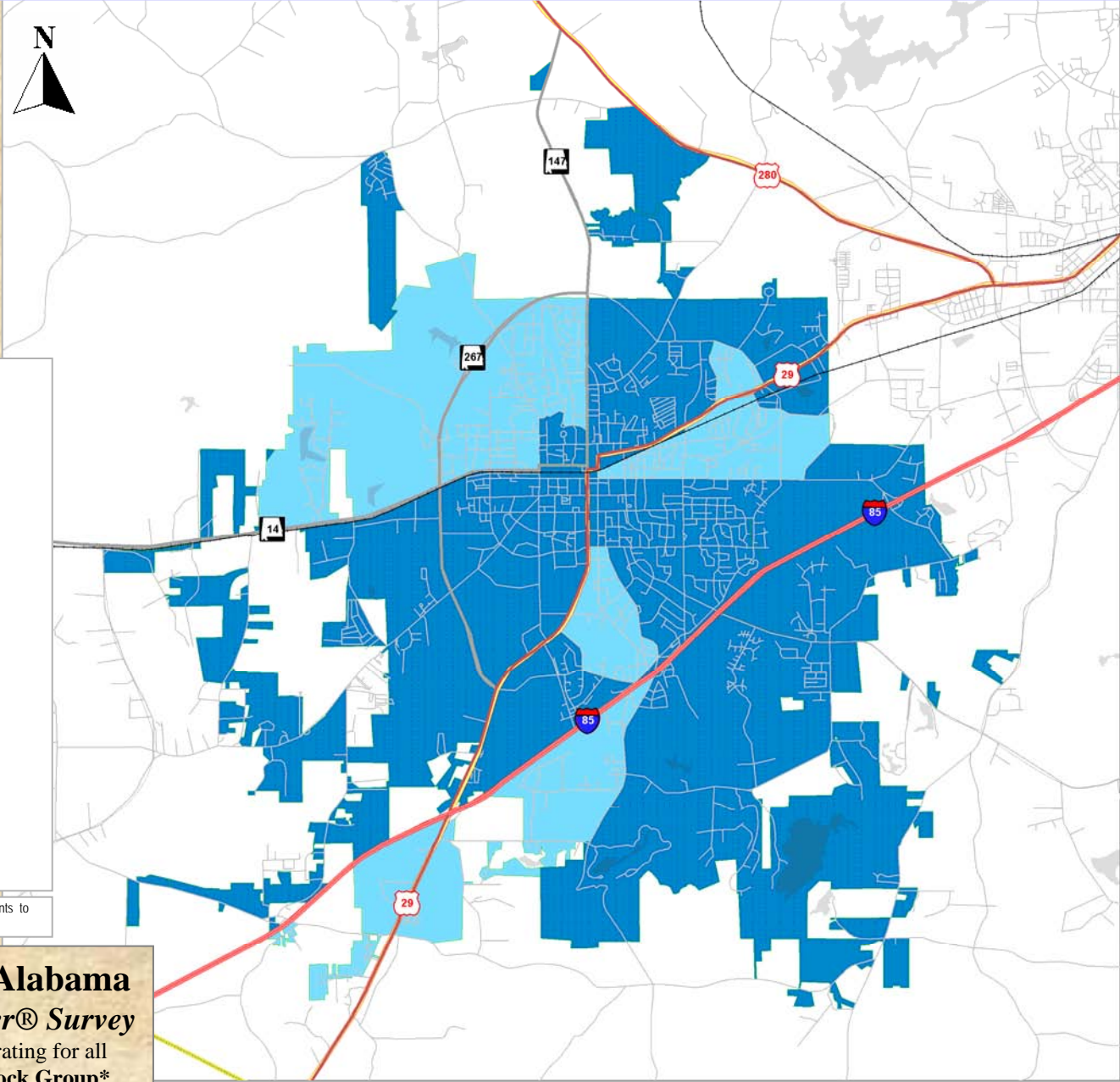
# Overall Satisfaction With City Services by Major Category - 2007

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

● Auburn, AL









# Satisfaction with overall quality of City library facilities and services (Q1i)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

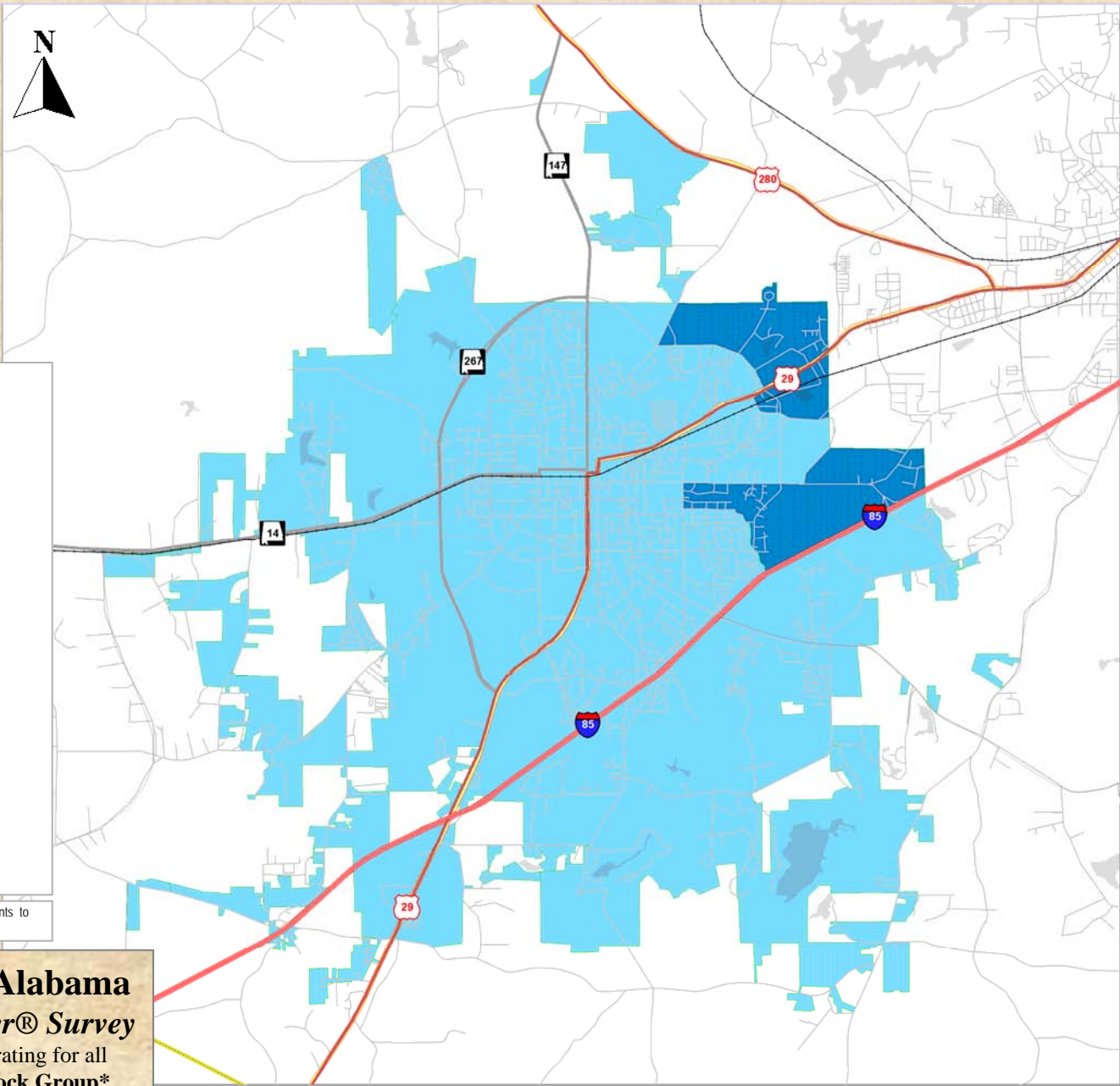
 Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 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 overall quality of customer service you receive from City employees (Q1f)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

 Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 DirectionFinder® Survey**  
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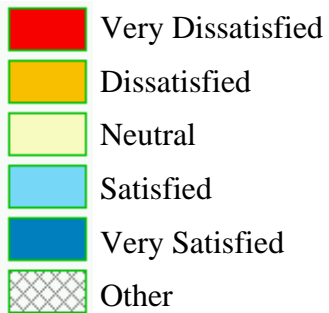
\*Clipped to City limits and combined per respondent distribution

# Satisfaction with overall effectiveness of City communication with the public (Q1g)



## **LEGEND**

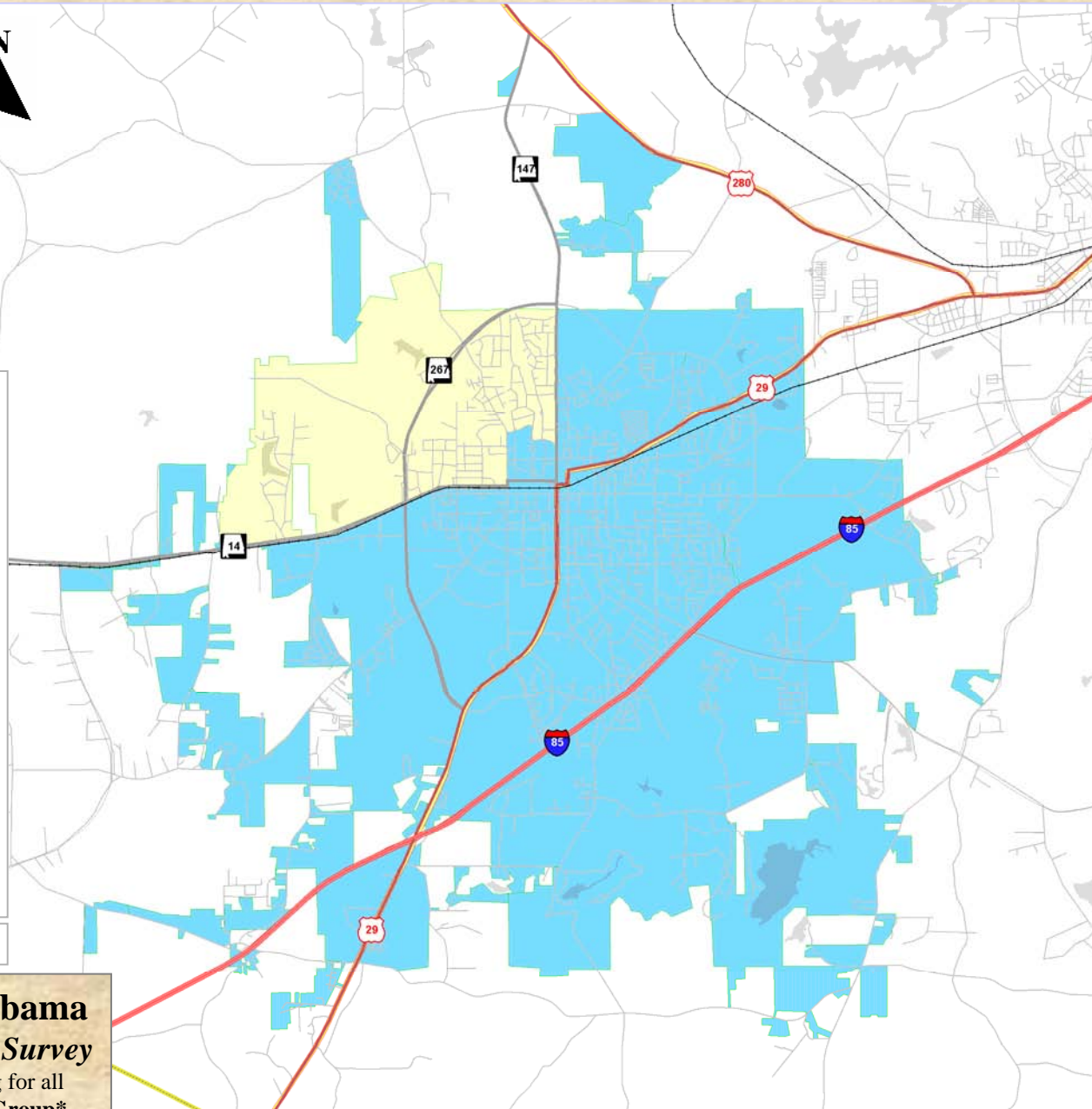
1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



Note: "Other" areas did not contain enough respondents to show statistically significant results.

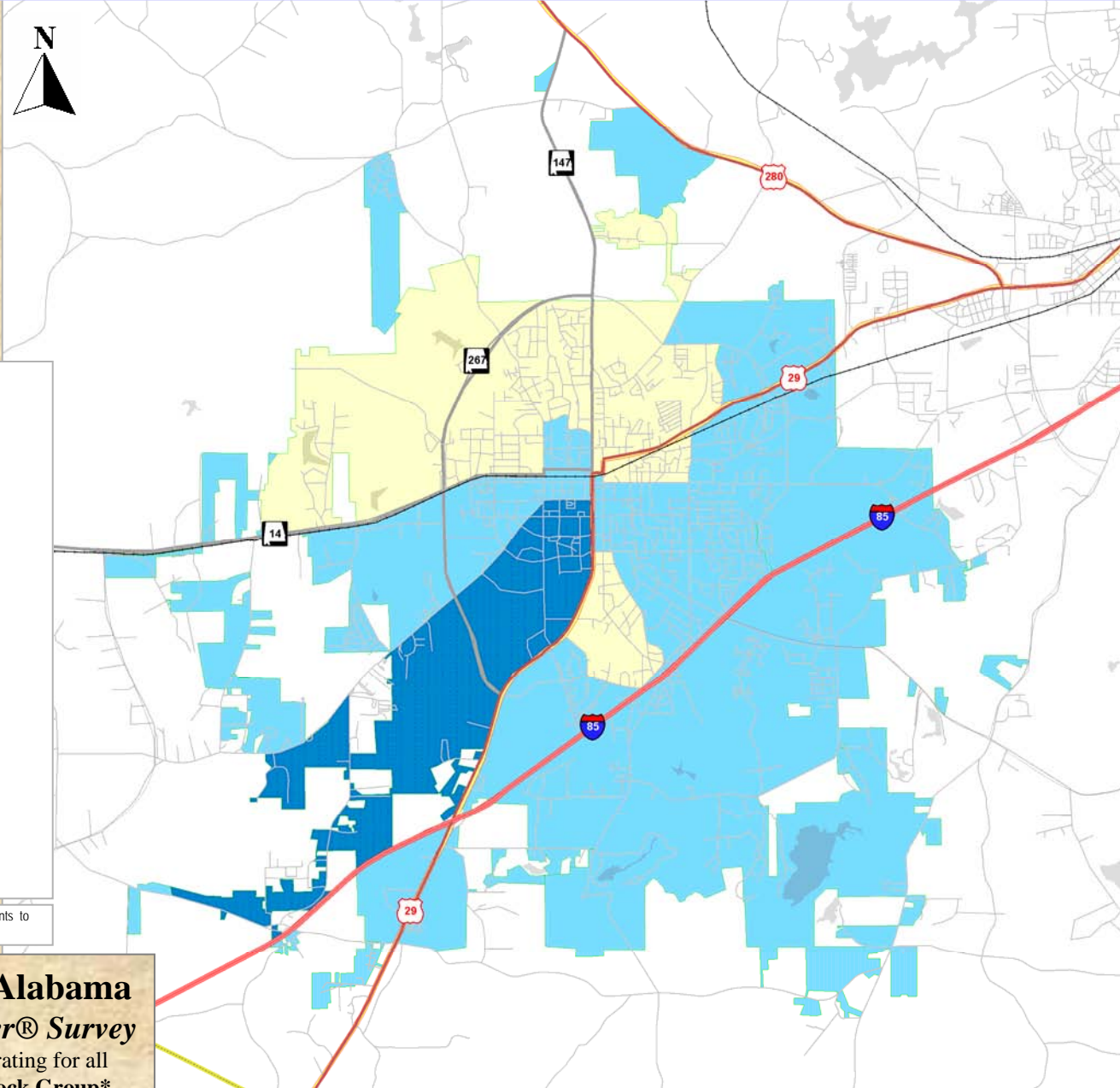
## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*



\*Clipped to City limits and combined per respondent distribution

# Satisfaction with overall quality of the City's stormwater runoff/stormwater management system (Q1h)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

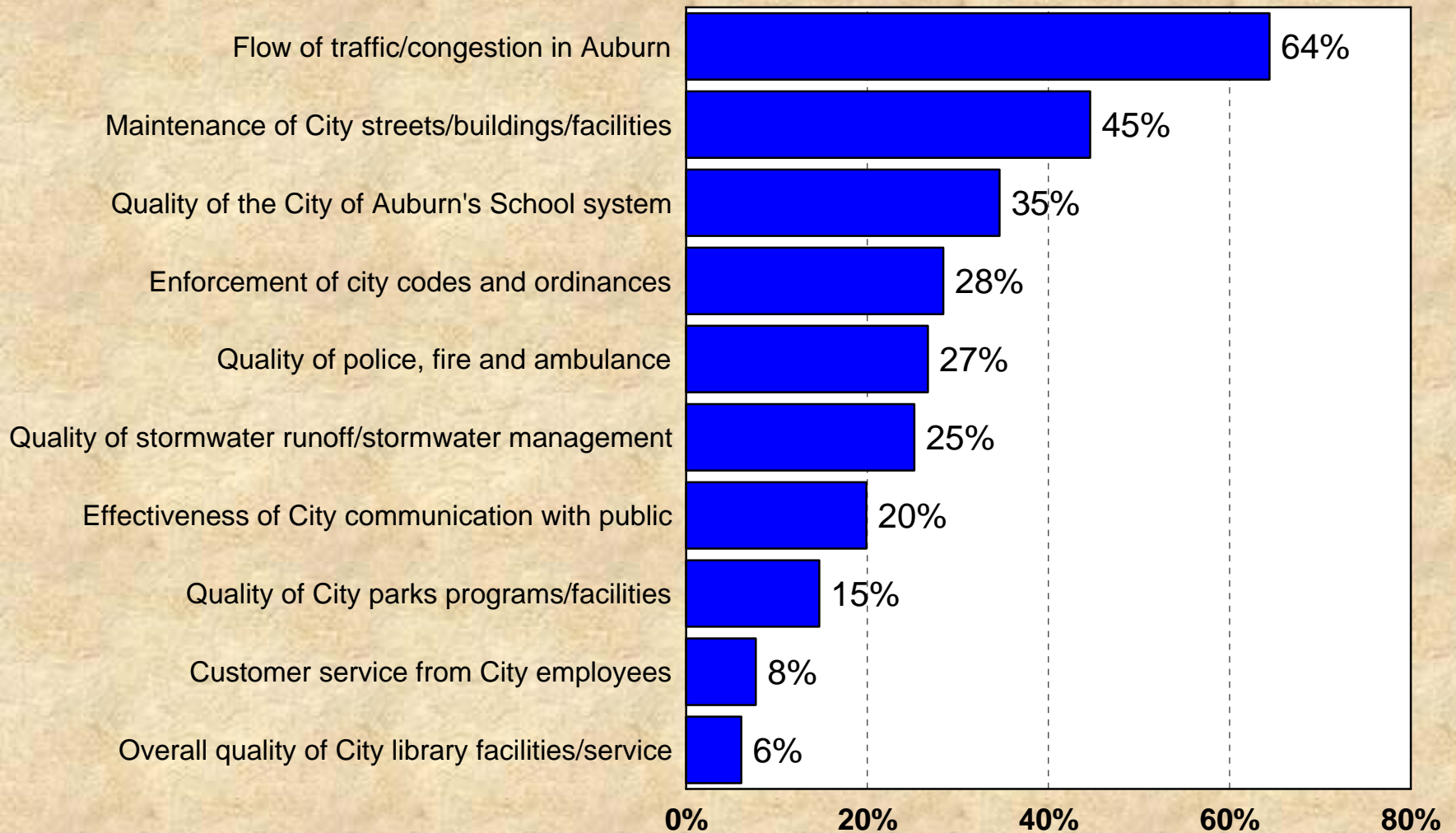
## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*

\*Clipped to City limits and combined per respondent distribution

# 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 2007- Auburn, AL)

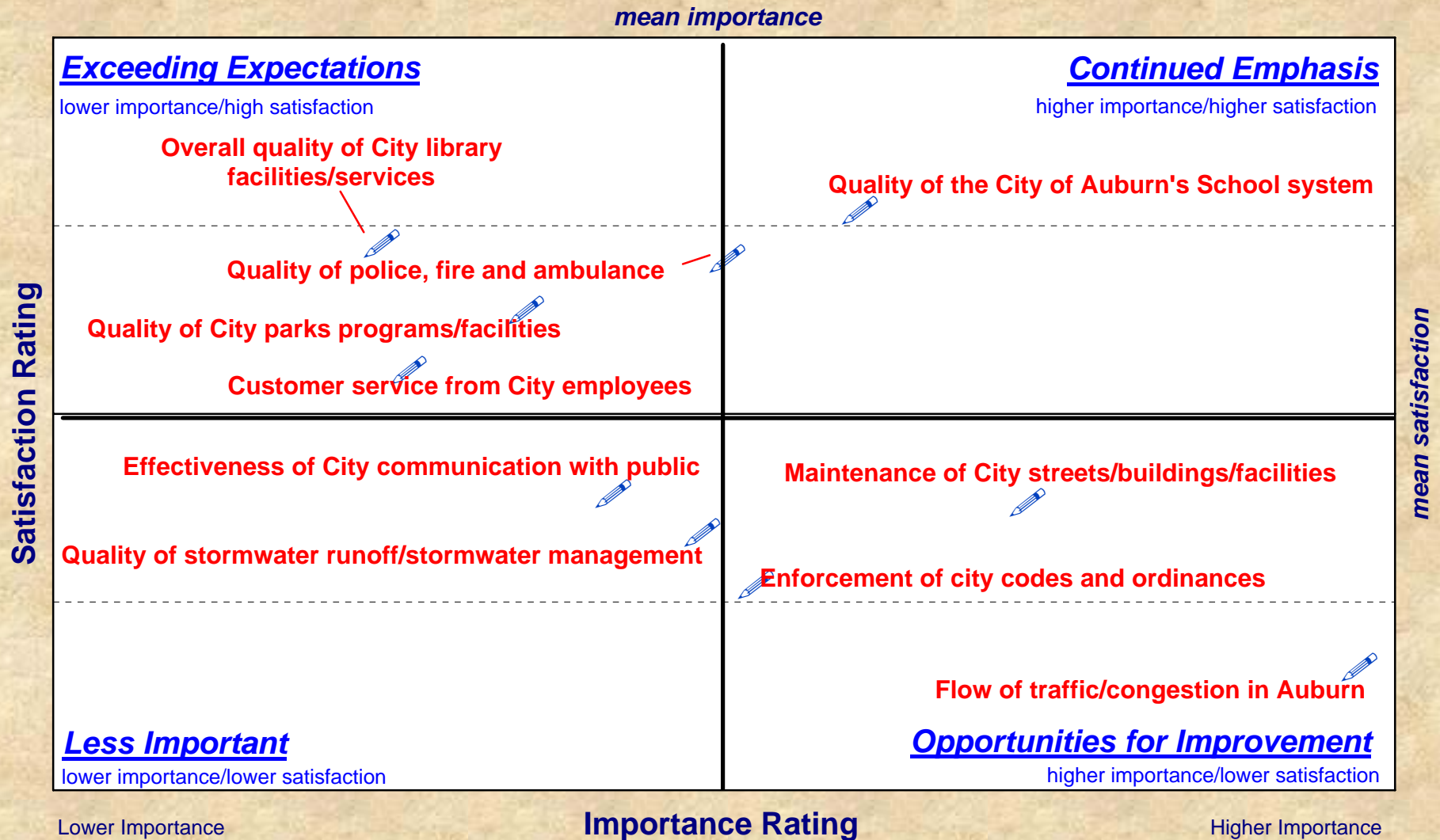


# 2007 City of Auburn Citizen Survey

## Importance-Satisfaction Assessment Matrix

### -Overall-

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

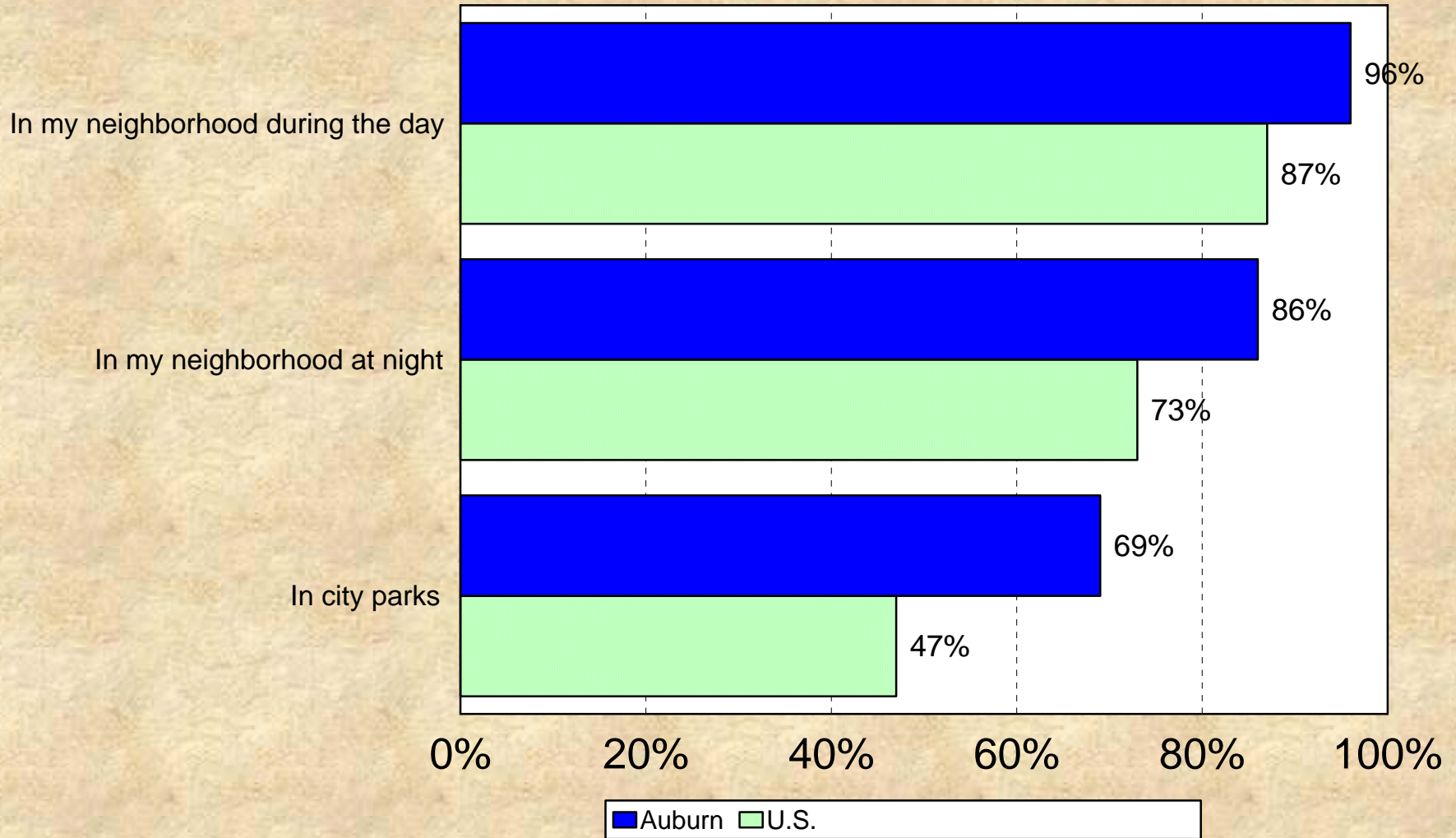


Source: ETC Institute DirectionFinder (March 2007 - Auburn, AL)

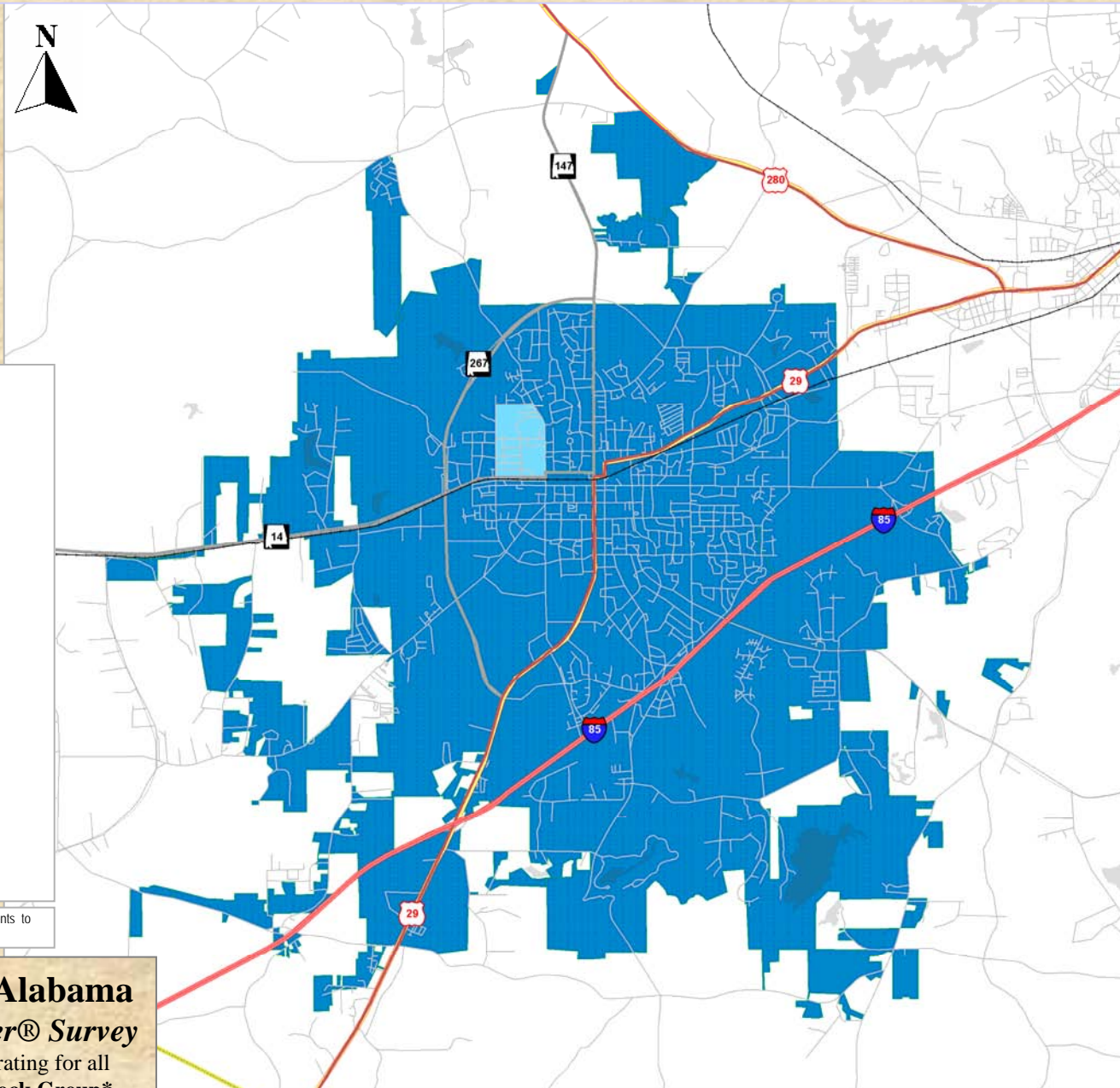
# Public Safety

# How Safe Residents Feel in Their Community Auburn vs. the U.S Average

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" (excluding don't knows)

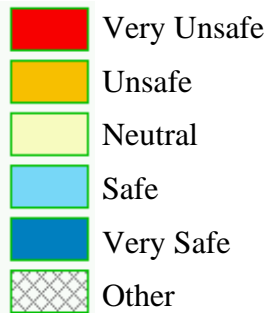


# Safety in your neighborhood during the day (Q13a)



## **LEGEND**

1.0-1.8 = V. Unsafe  
1.8-2.6 = Unsafe  
2.6-3.4 = Neutral  
3.4-4.2 = Safe  
4.2-5.0 = V. Safe



Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*

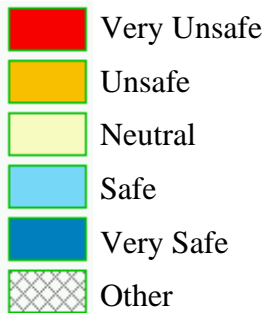
\*Clipped to City limits and combined per respondent distribution

# Safety in commercial & retail areas (Q13d)



## **LEGEND**

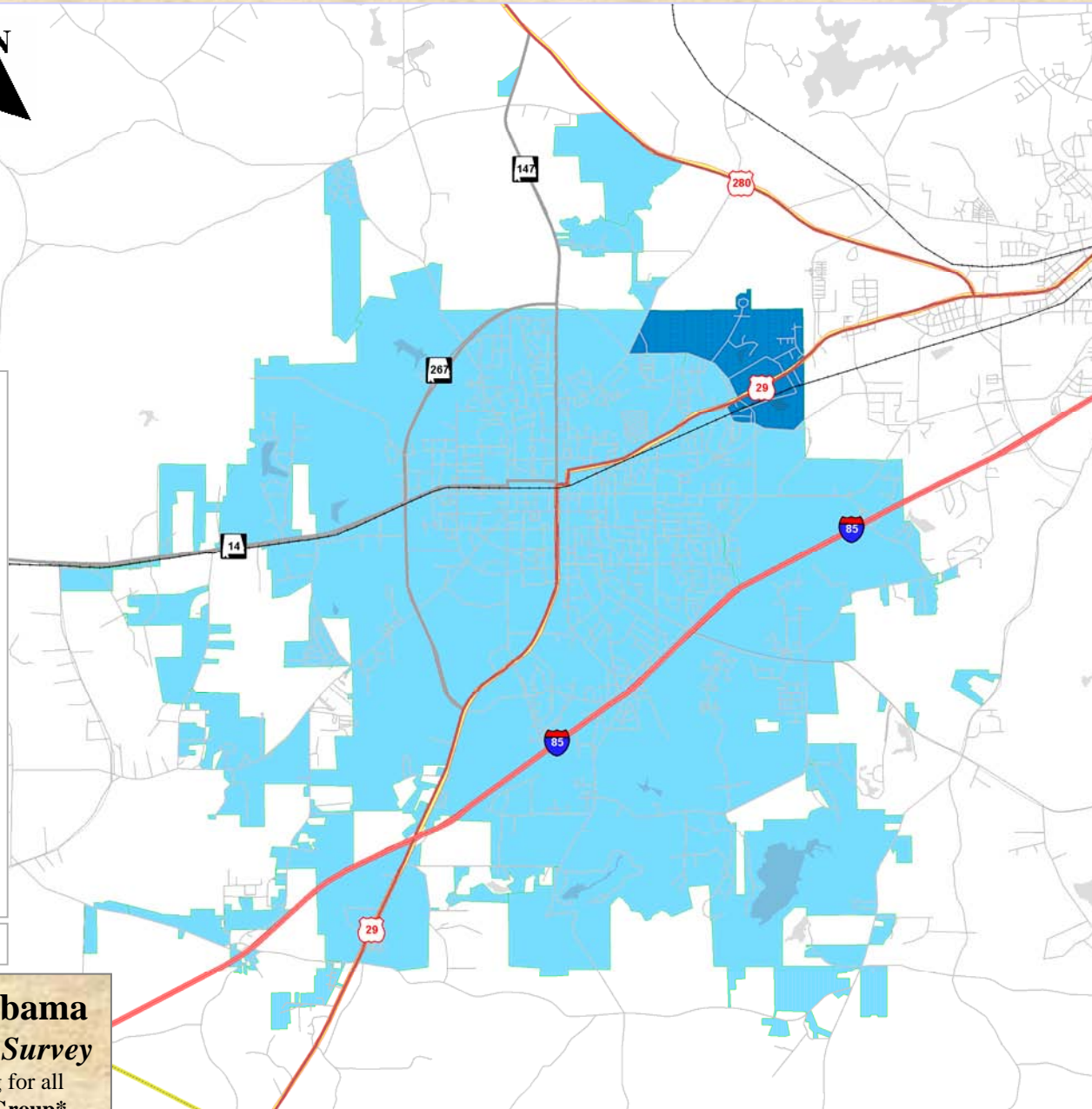
1.0-1.8 = V. Unsafe  
1.8-2.6 = Unsafe  
2.6-3.4 = Neutral  
3.4-4.2 = Safe  
4.2-5.0 = V. Safe



Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama** **2007 DirectionFinder® Survey**

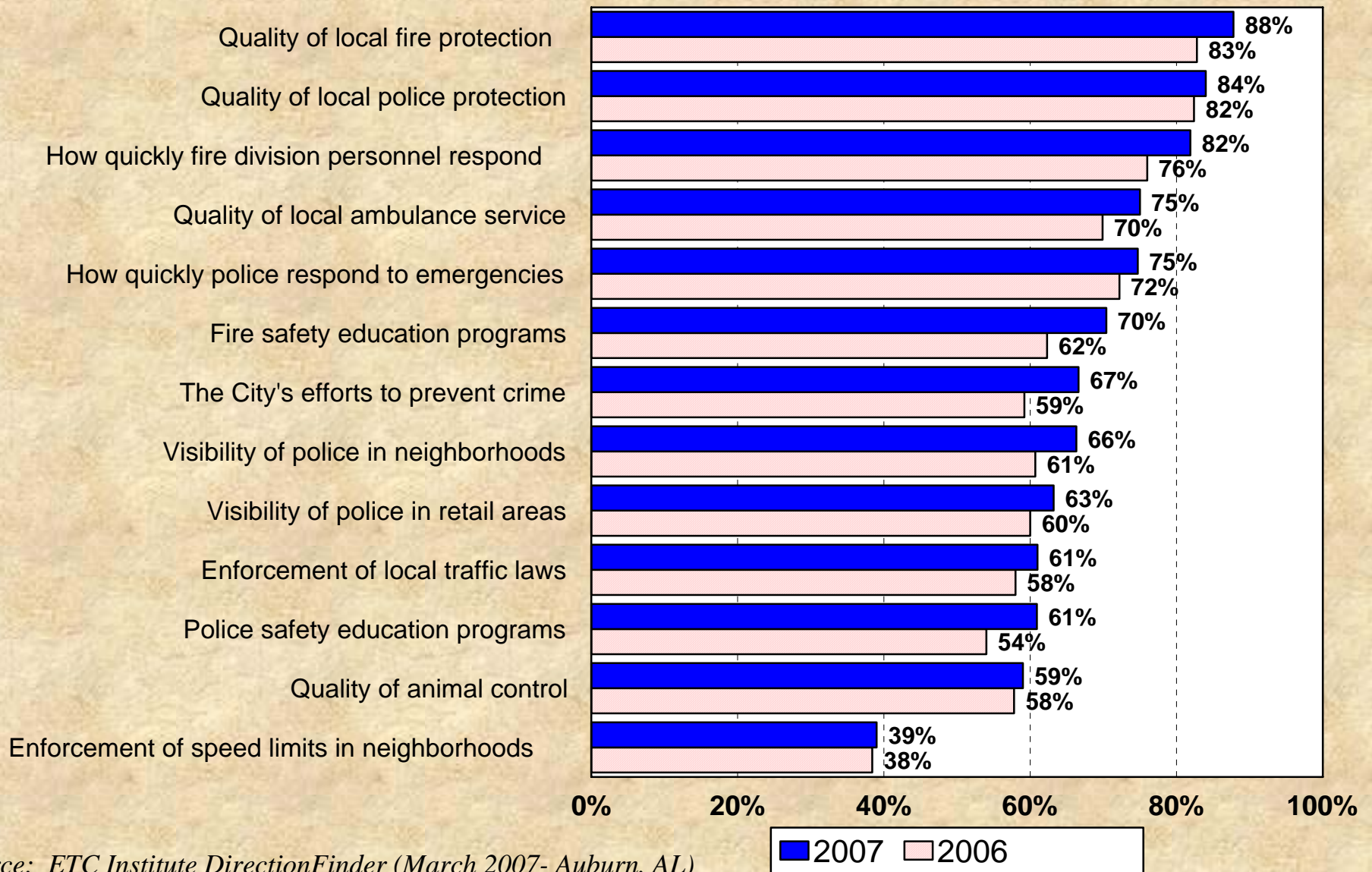
Shading reflects the mean rating for all respondents by Census Block Group\*



\*Clipped to City limits and combined per respondent distribution

# TRENDS: Overall Satisfaction with Public Safety Services (2007 vs. 2006)

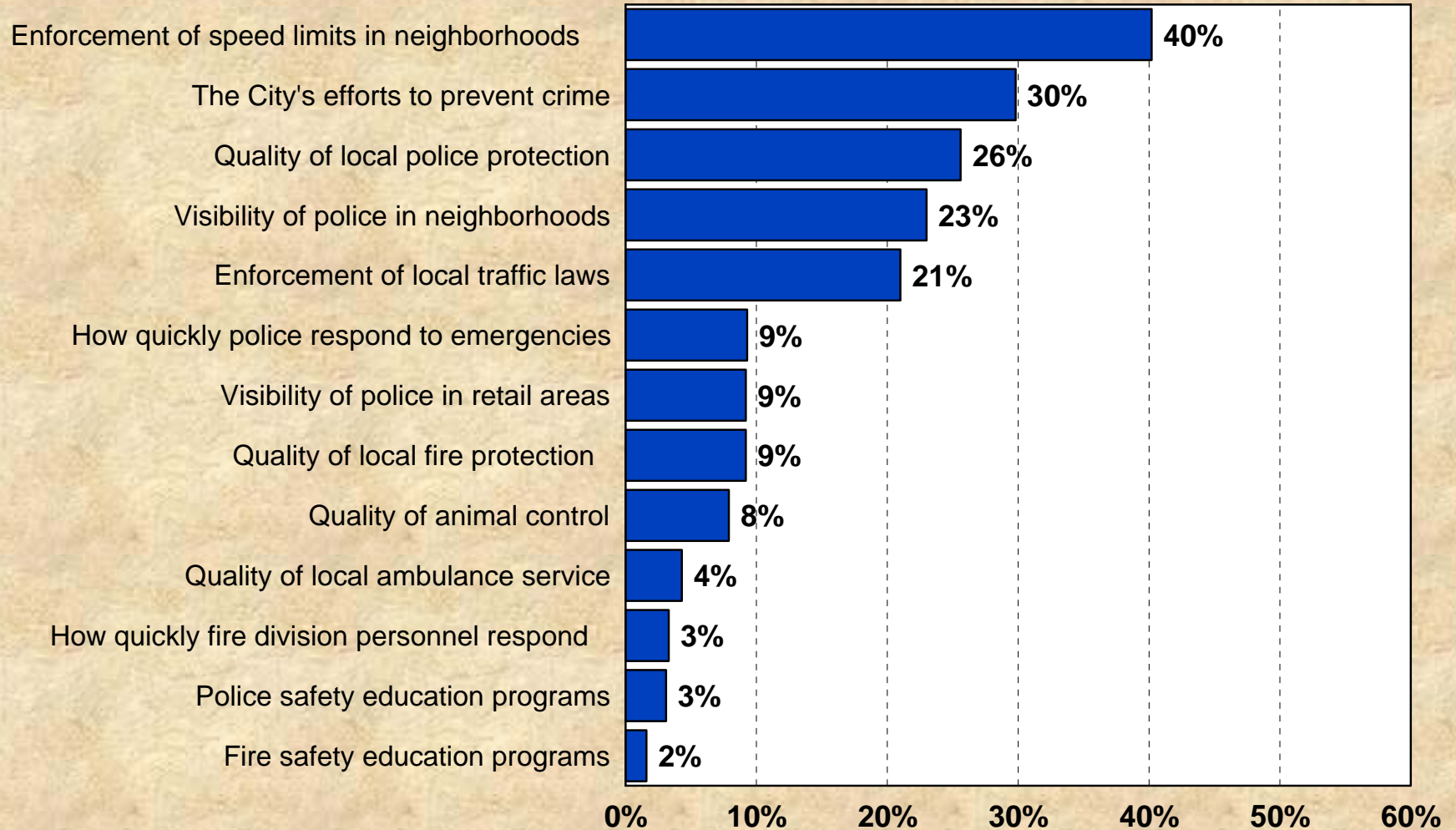
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# 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



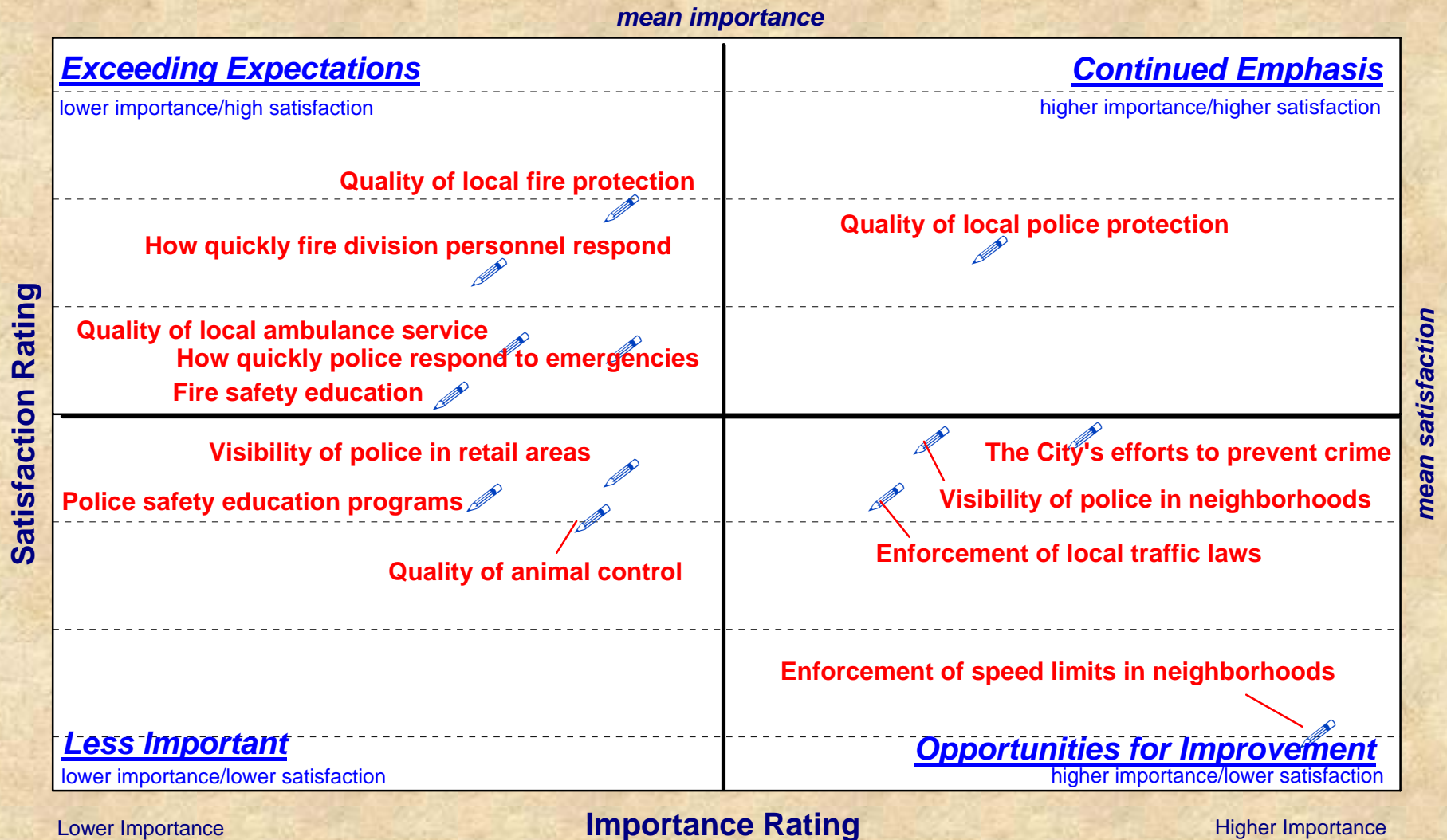
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# 2007 City of Auburn Citizen Survey

## Importance-Satisfaction Assessment Matrix

### -Safety-

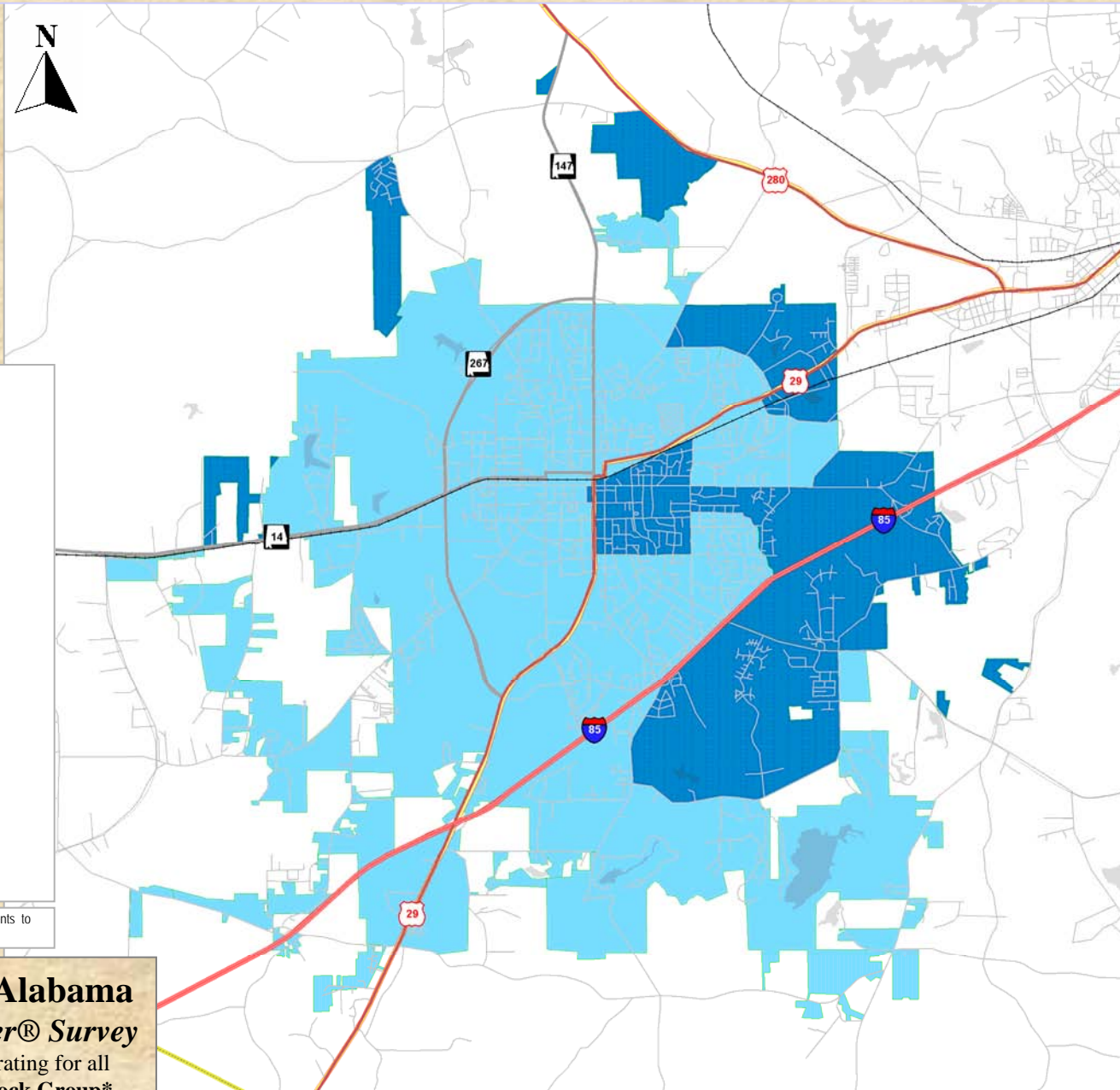
(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



Source: ETC Institute DirectionFinder (March 2007 - Auburn, AL)



# Satisfaction with overall quality of local police protection (Q5a)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



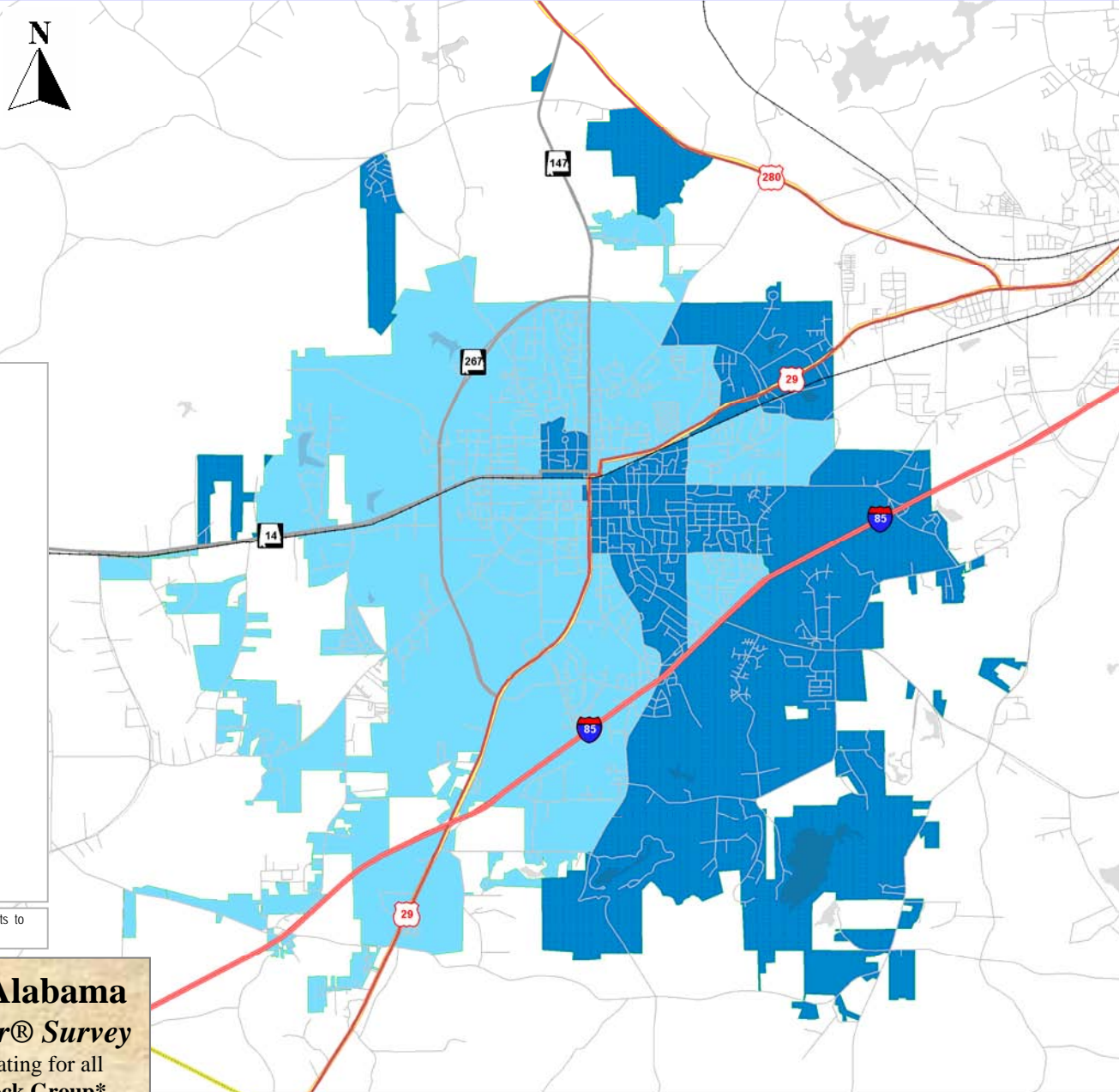
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 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 overall quality of local fire protection (Q5h)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

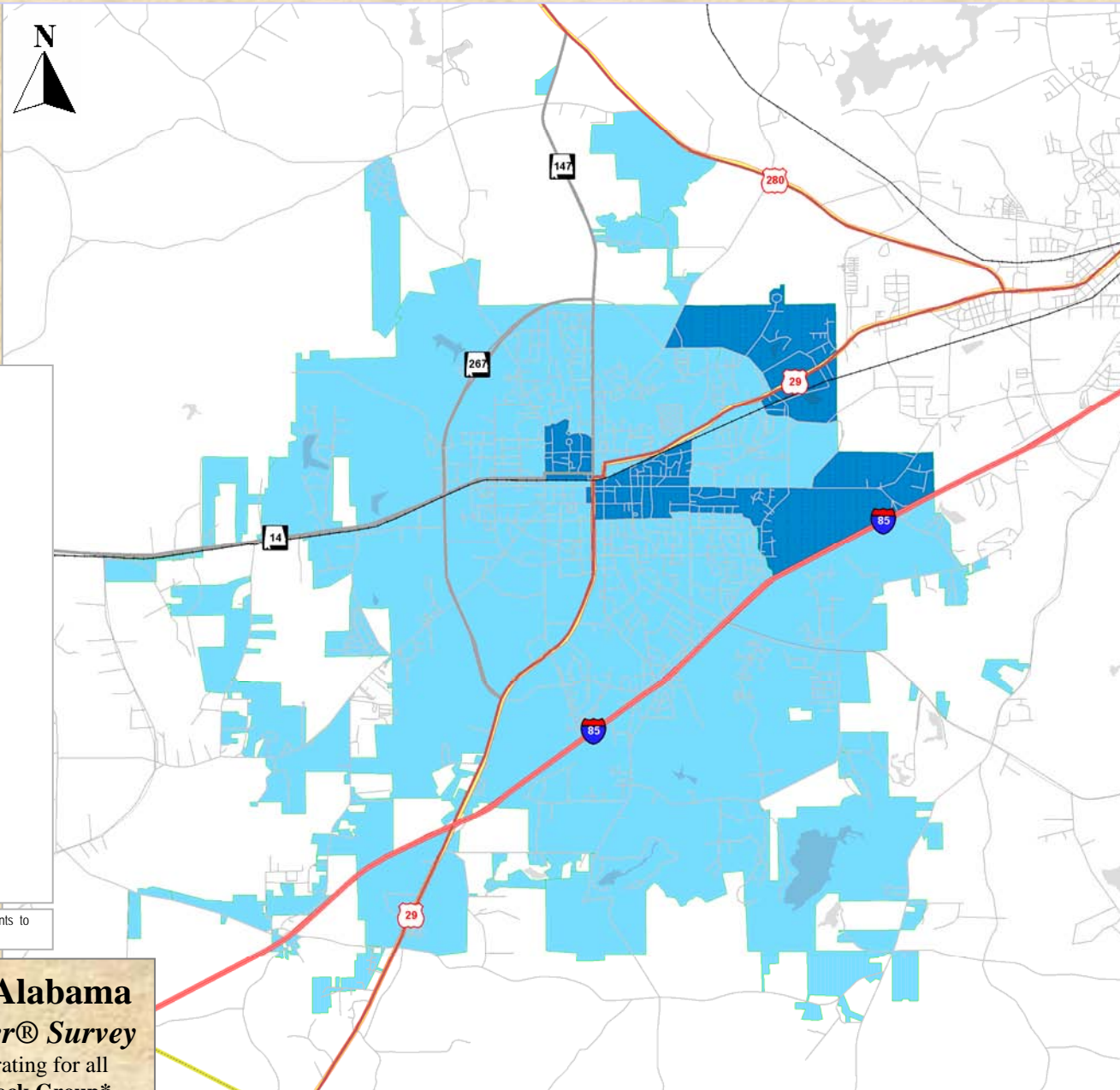
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 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 how quickly police respond to emergencies (Q5d)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



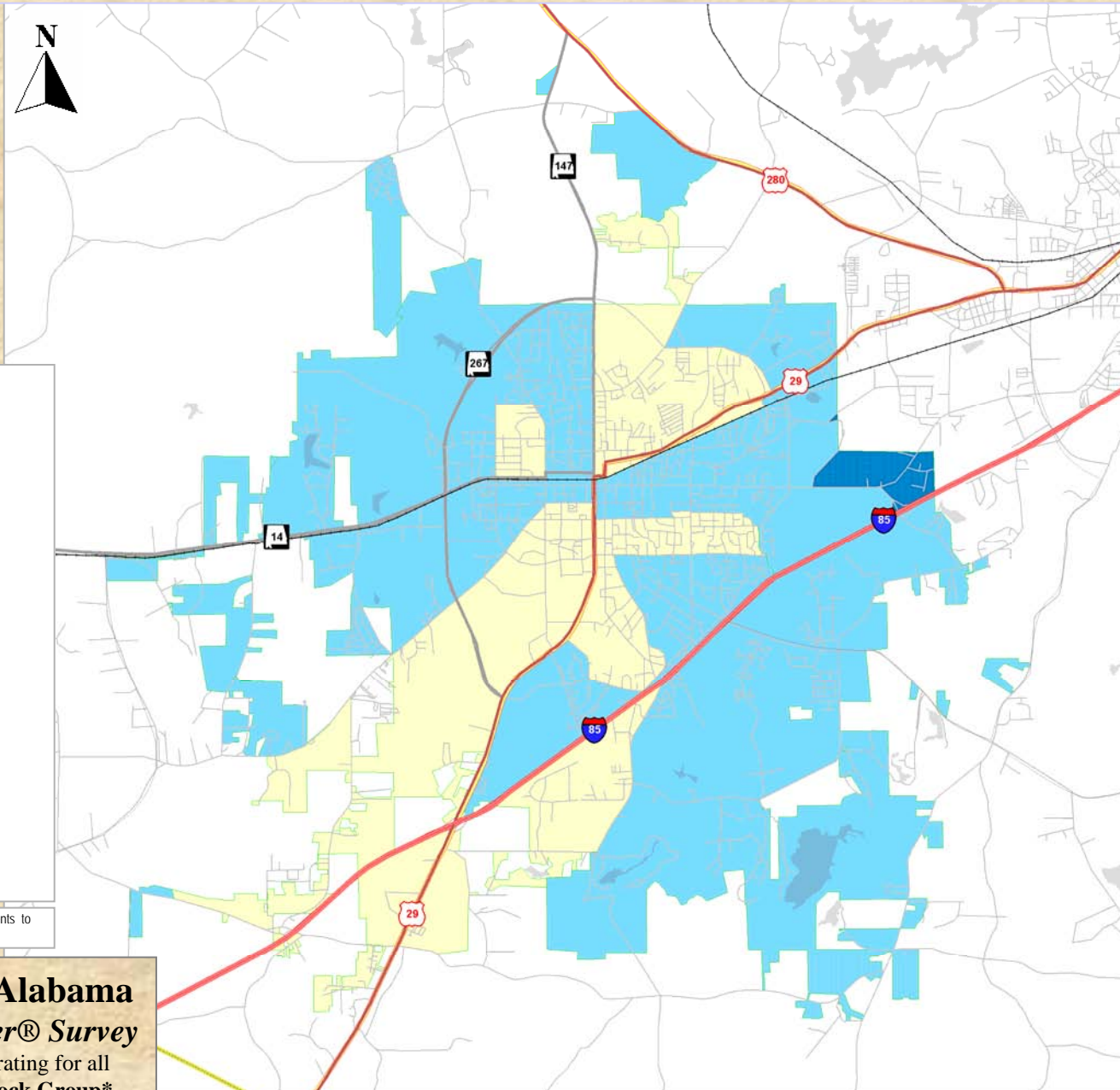
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 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 enforcement of local traffic laws (Q5g)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

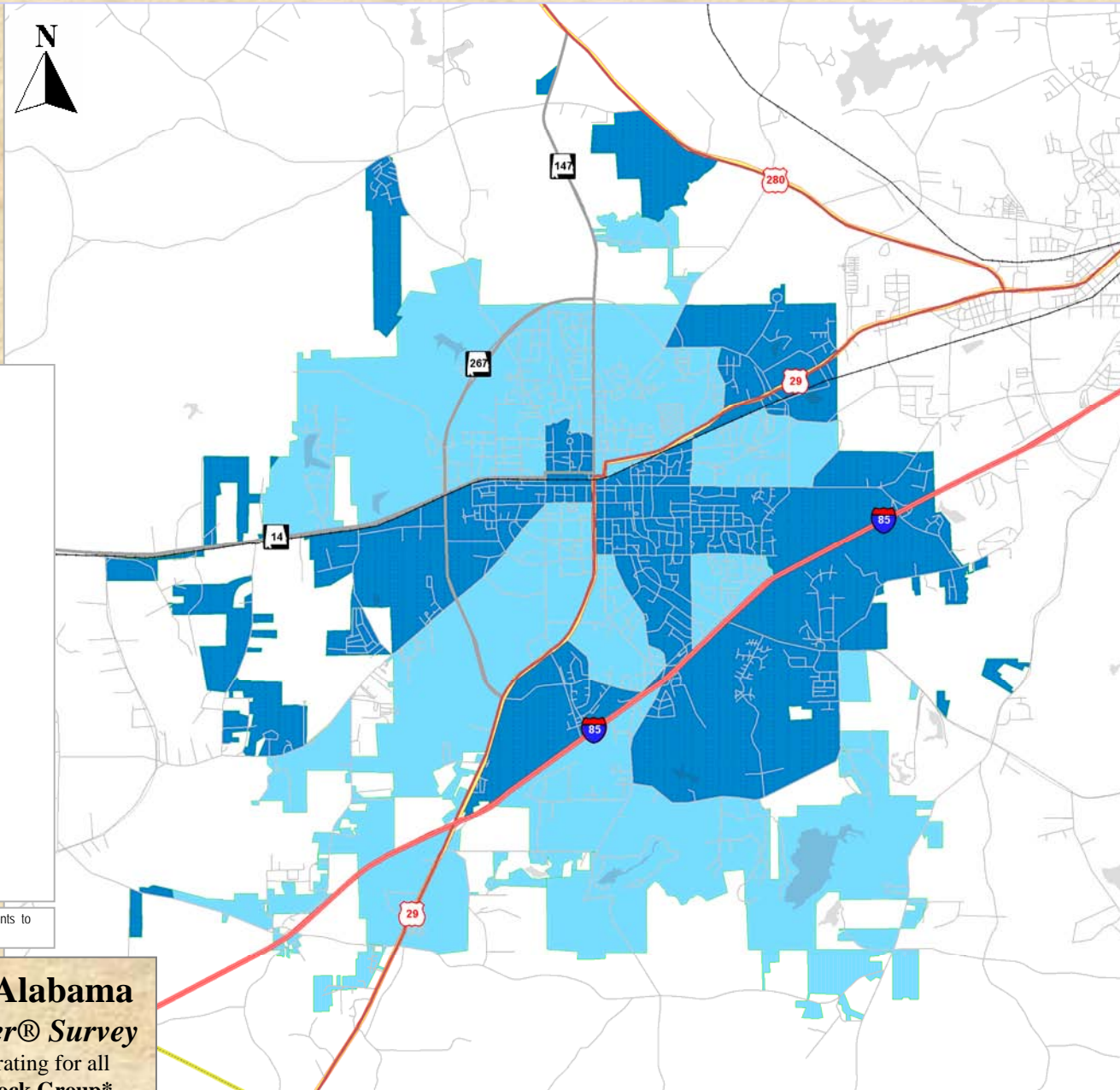
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*

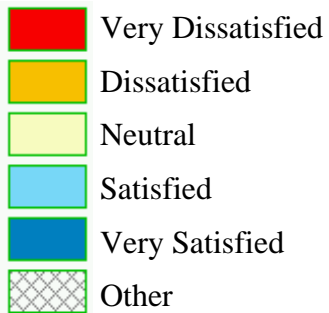
\*Clipped to City limits and combined per respondent distribution

# Satisfaction with fire personnel emergency response time (Q5i)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



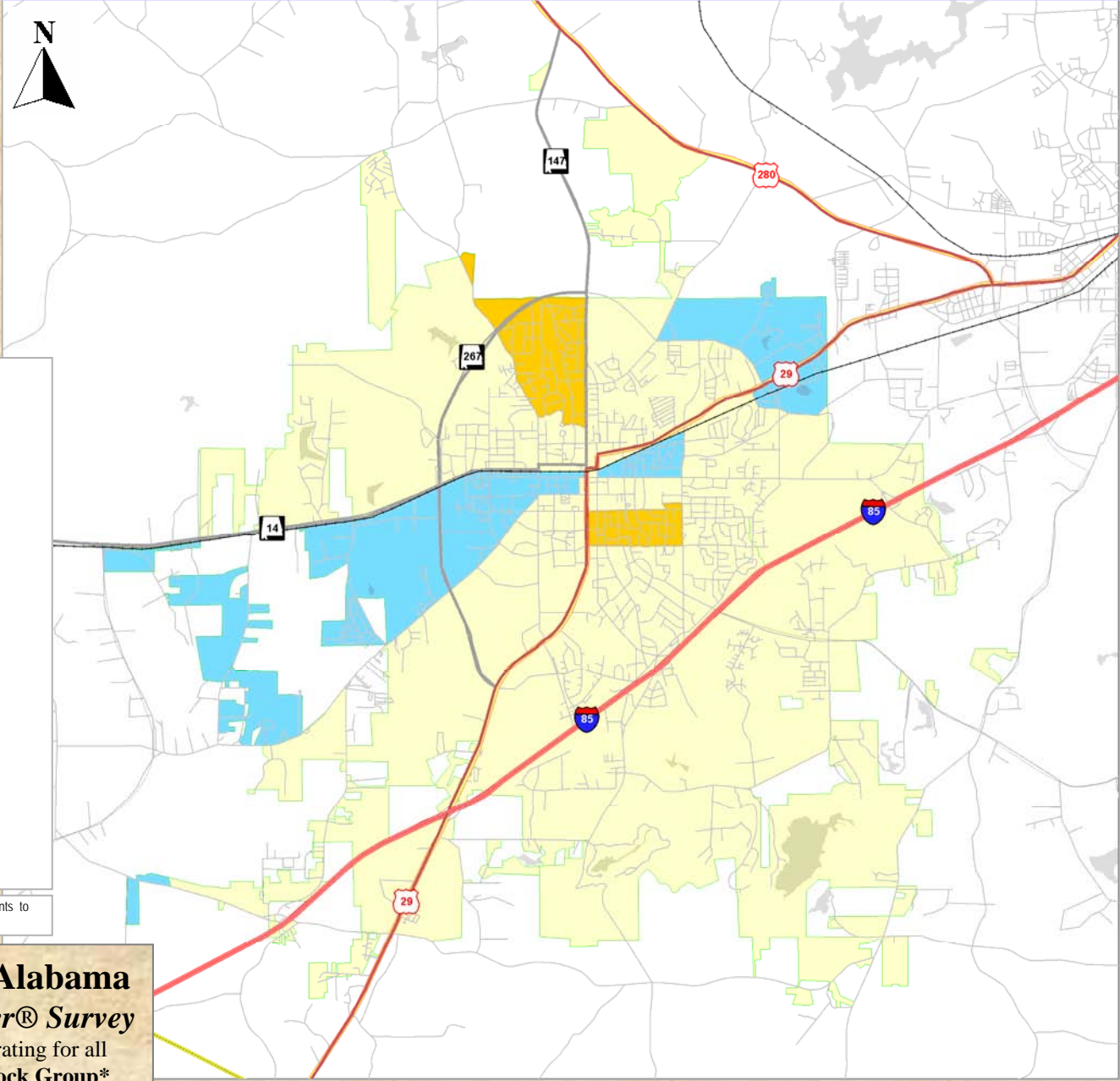
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 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 enforcement of speed limits in neighborhoods (Q5m)



**LEGEND**

- 1.0-1.8 = V. Dissatisfied
- 1.8-2.6 = Dissatisfied
- 2.6-3.4 = Neutral
- 3.4-4.2 = Satisfied
- 4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

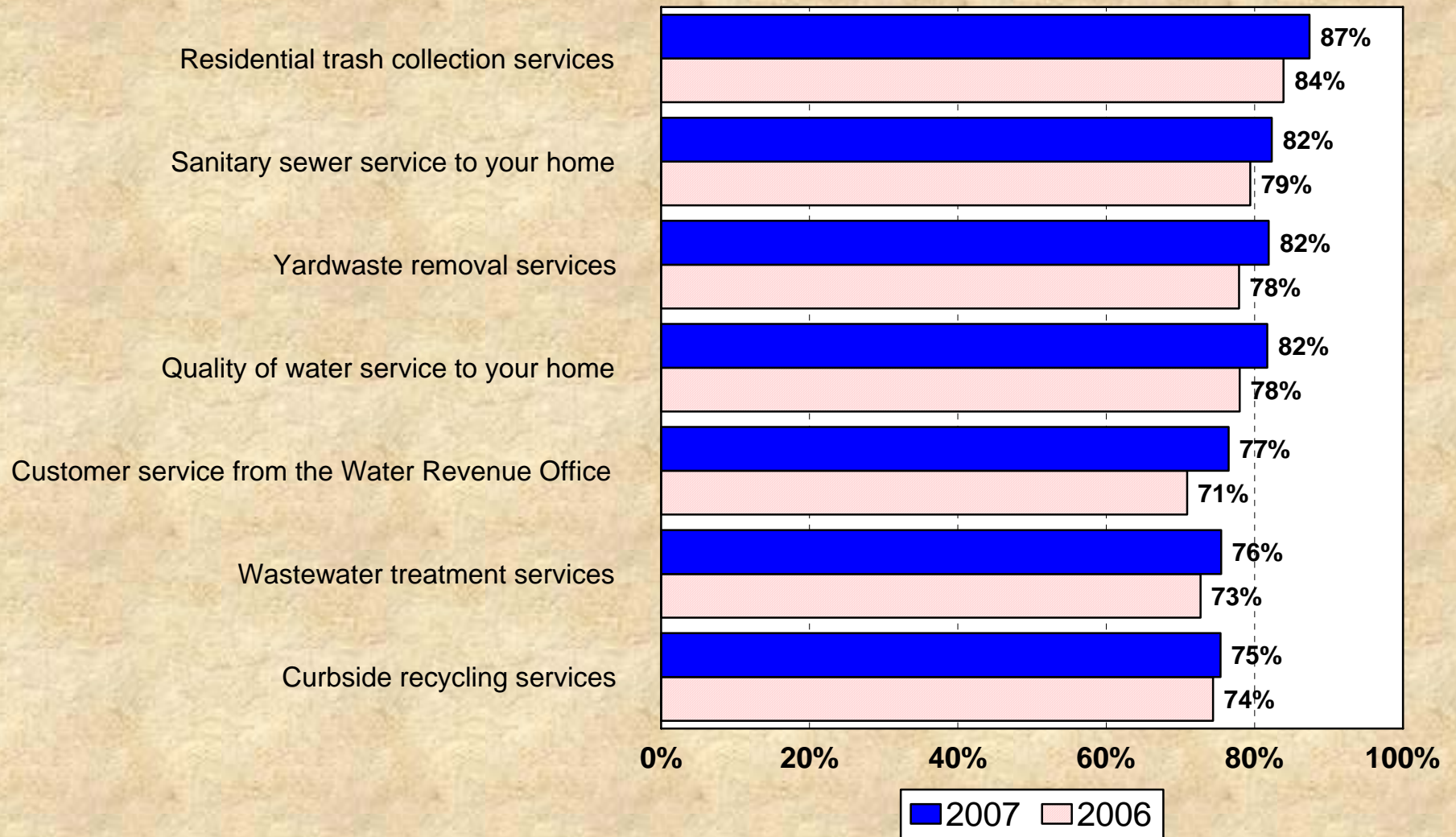
**City of Auburn, Alabama**  
**2007 DirectionFinder® Survey**  
 Shading reflects the mean rating for all respondents by Census Block Group\*

\*Clipped to City limits and combined per respondent distribution

# Utility Services

# TRENDS: Overall Satisfaction with Utility/Environmental Services (2007 vs. 2006)

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

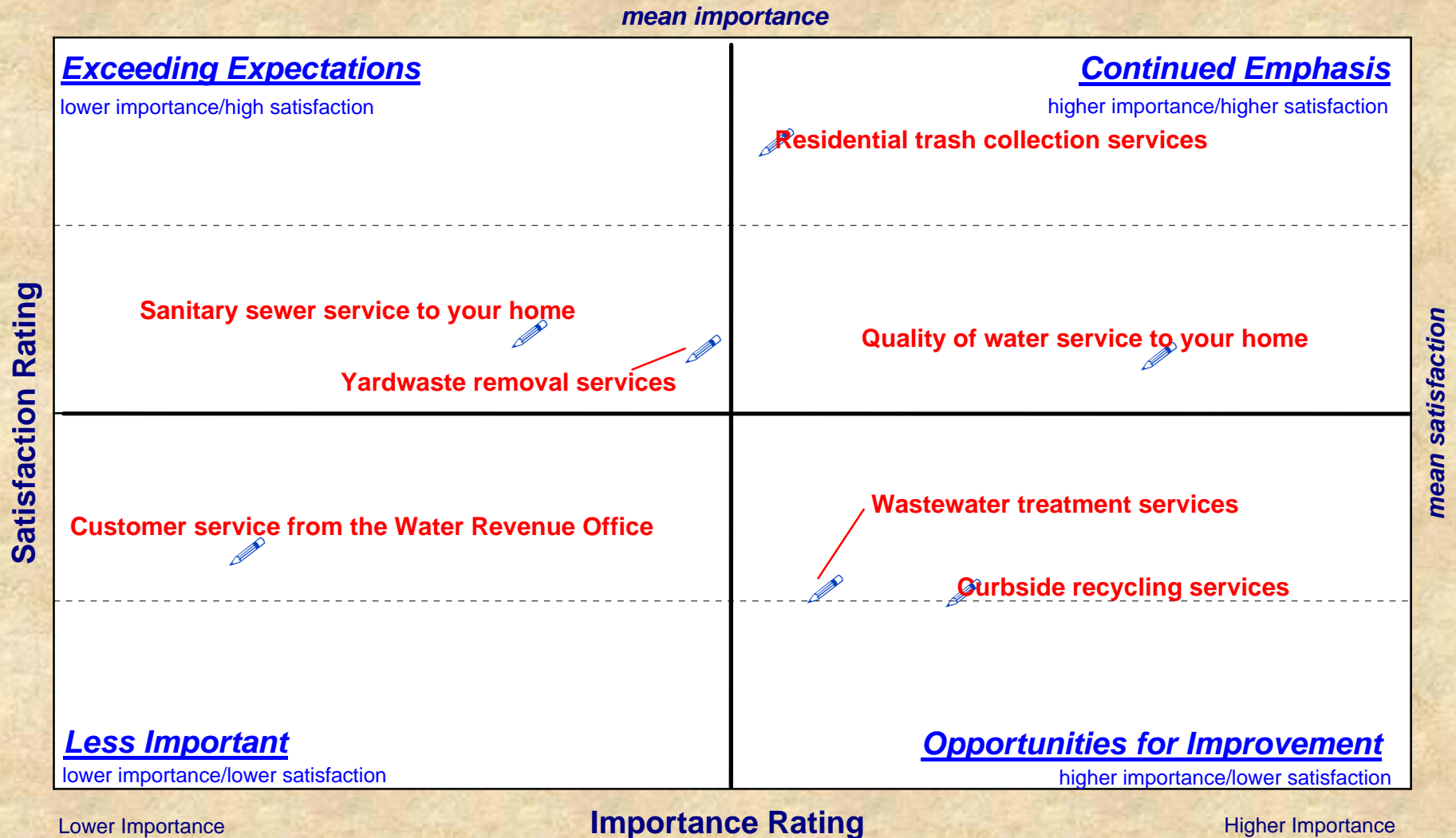


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)



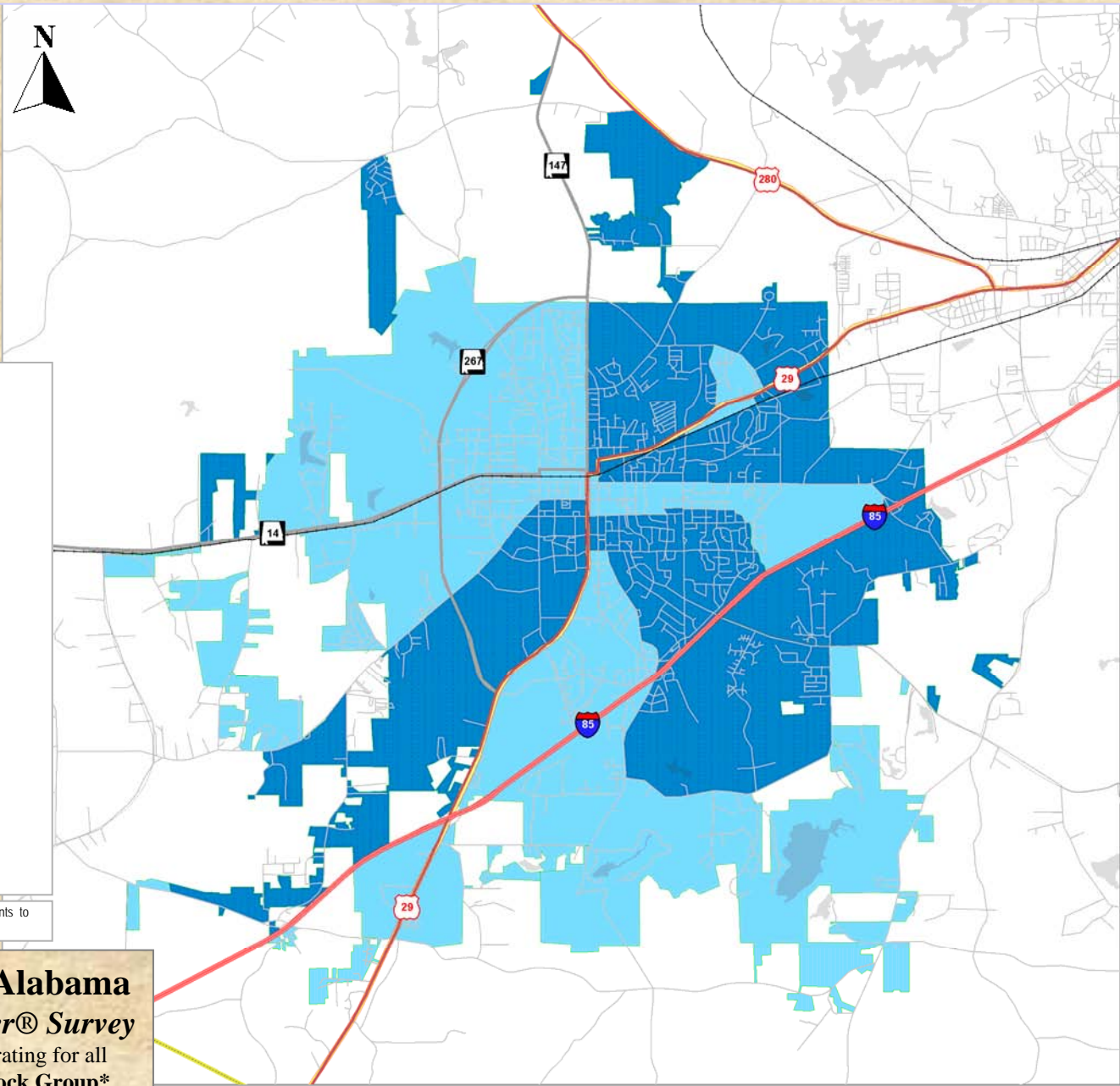
# 2007 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Utility/Environmental Services-

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



Source: ETC Institute DirectionFinder (March 2007 - Auburn, AL)

# Satisfaction with residential garbage collection services (Q9a)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

Very Dissatisfied  
Dissatisfied  
Neutral  
Satisfied  
Very Satisfied  
Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

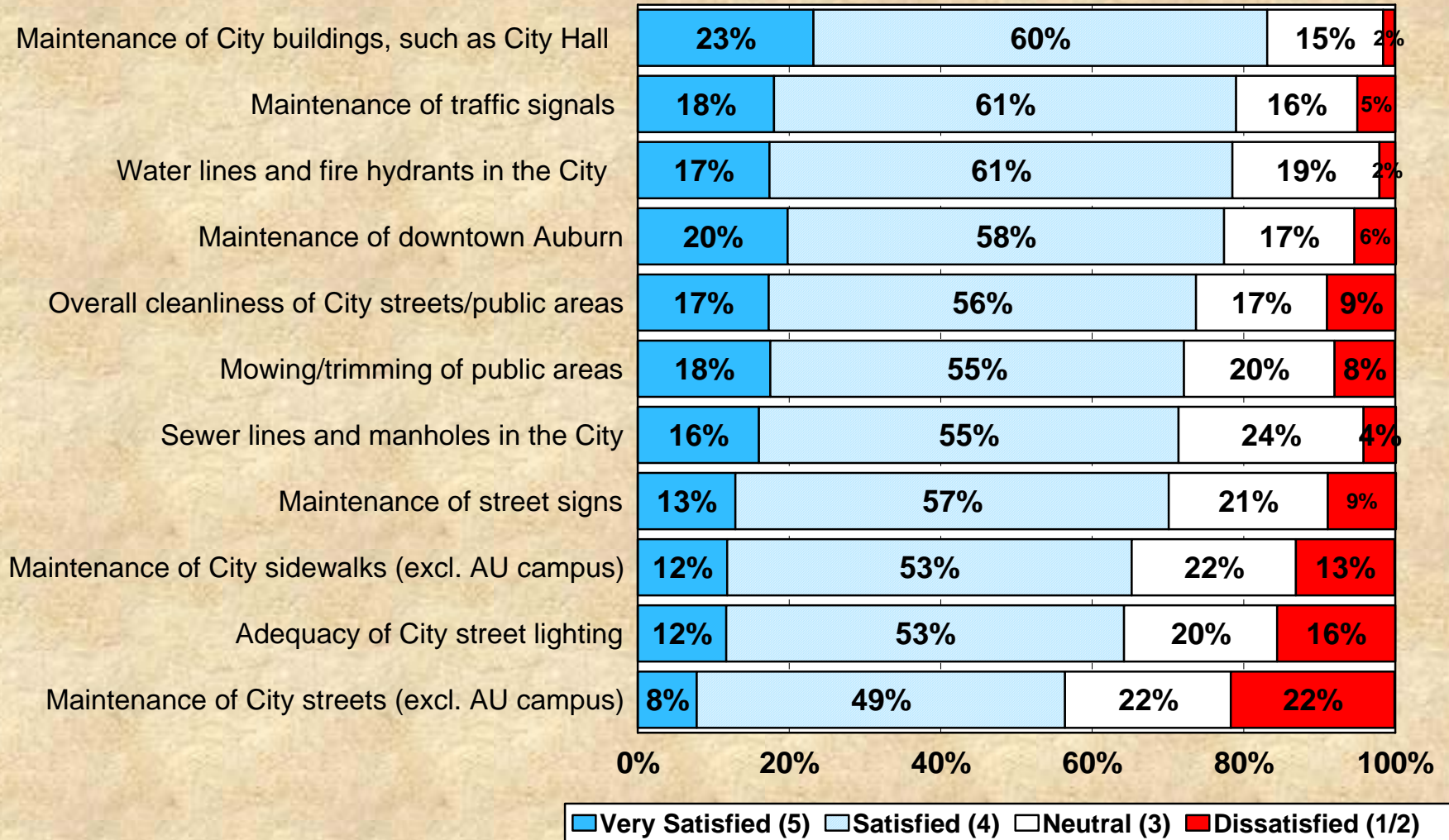
**City of Auburn, Alabama**  
**2007 DirectionFinder® Survey**  
Shading reflects the mean rating for all respondents by Census Block Group\*

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# Maintenance

# Satisfaction with Various Aspects of City Maintenance

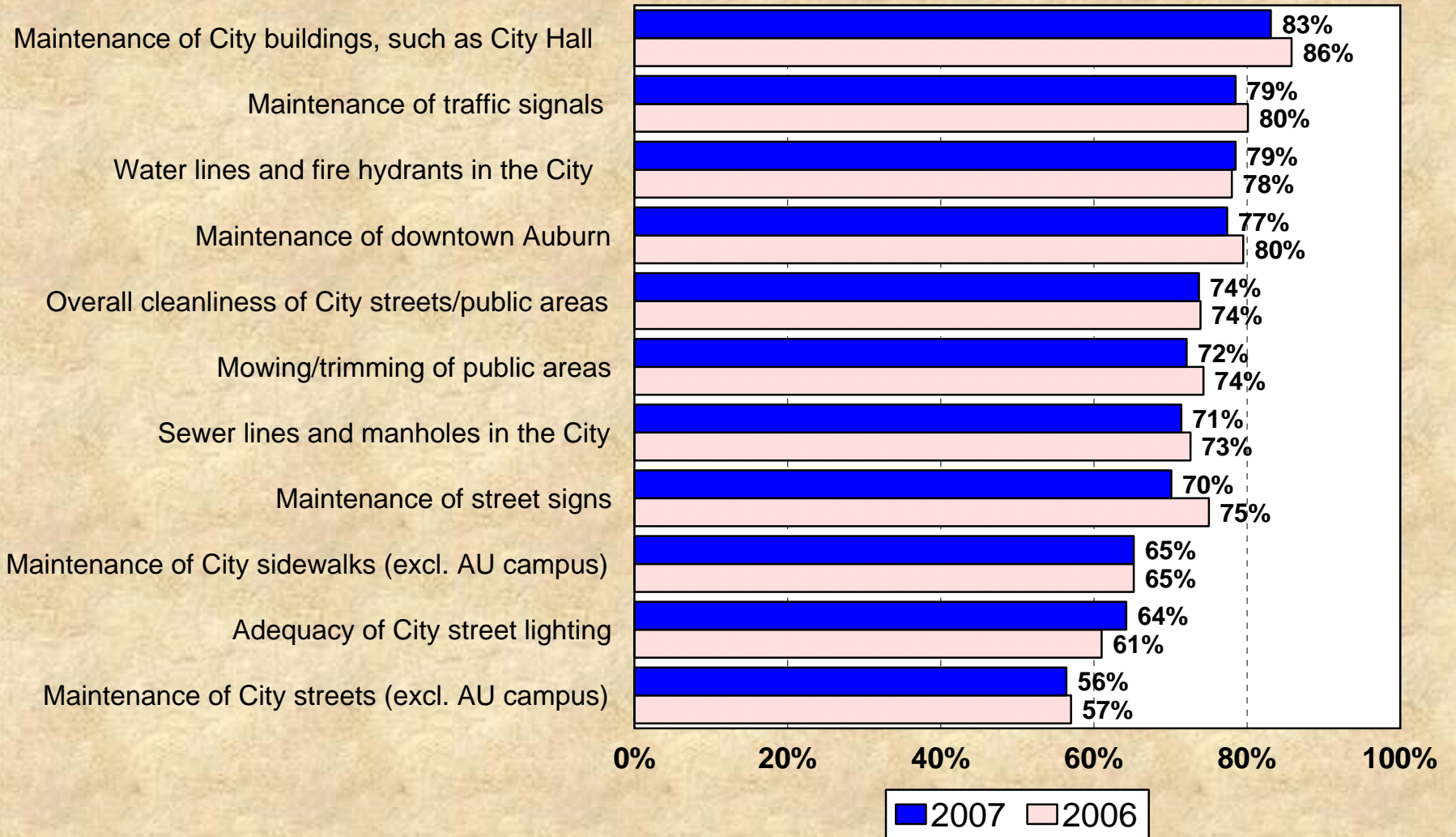
by percentage of residents surveyed who rated the item as a 1 to 5 on a 5-point scale  
(excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# TRENDS: Overall Satisfaction with City Maintenance (2007 vs. 2006)

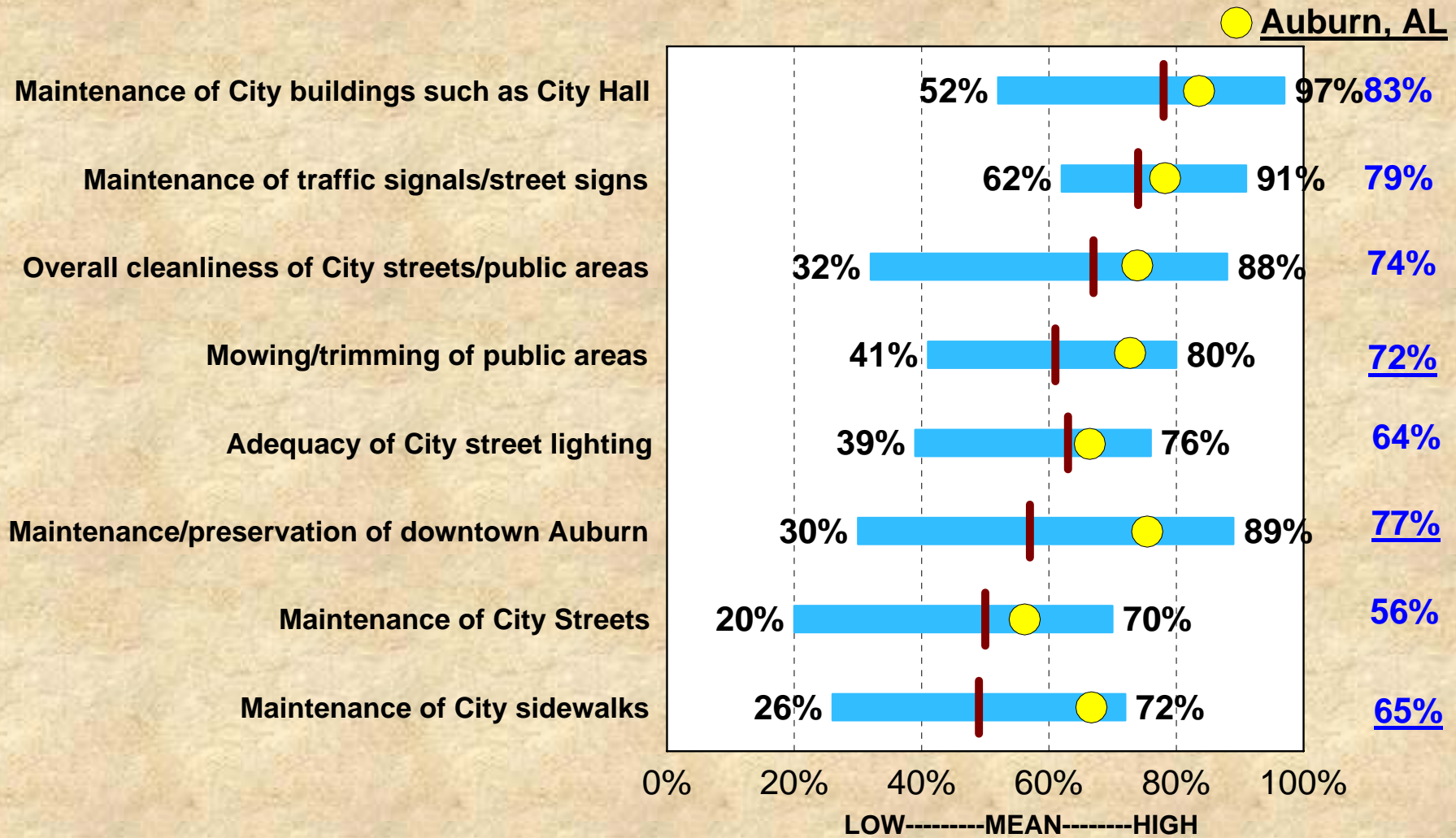
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

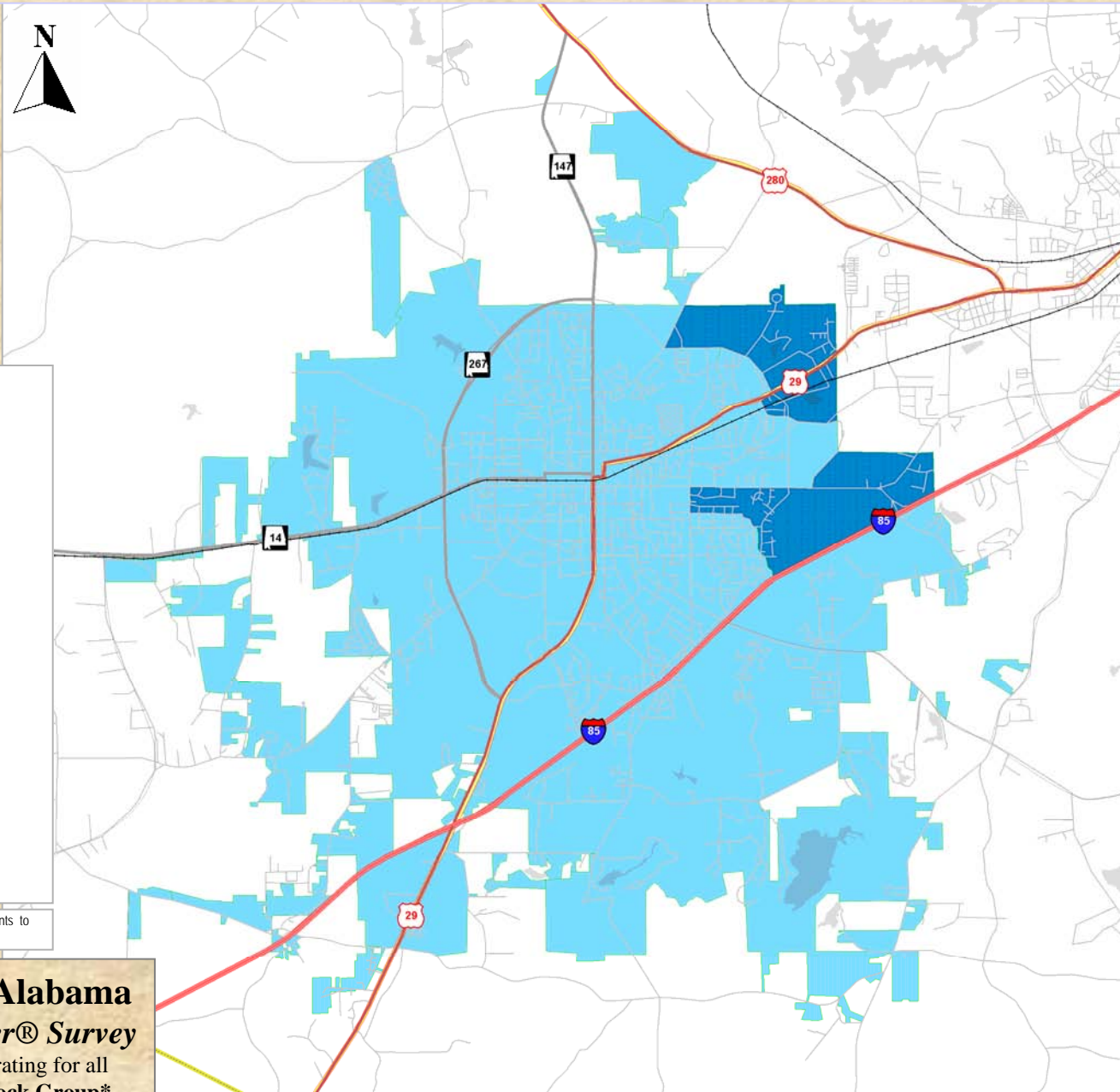
# Satisfaction with Maintenance Services Provided by Cities - 2007

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



Source: ETC Institute DirectionFinder

# Satisfaction with maintenance of Downtown Auburn (Q11e)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



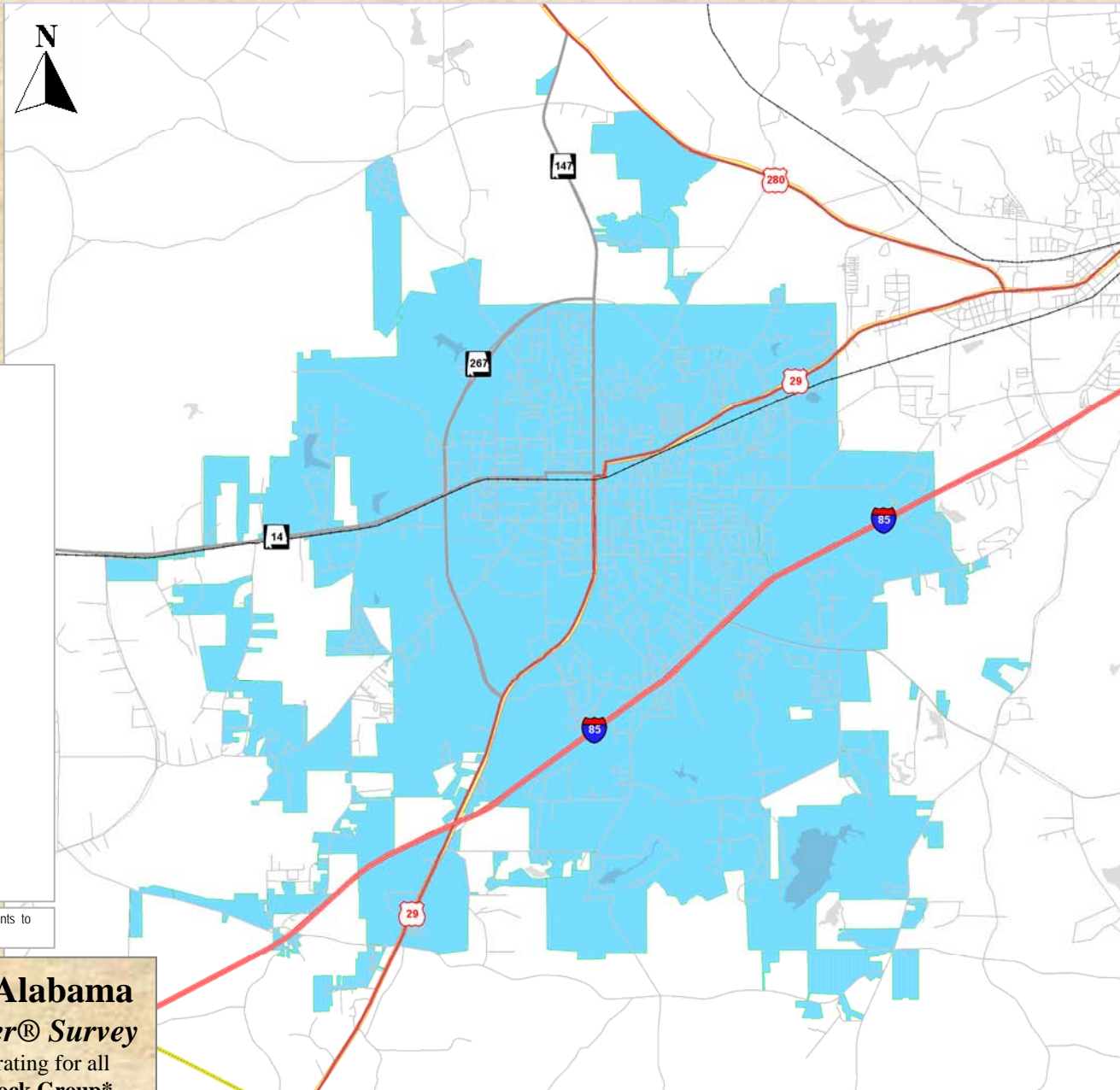
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*

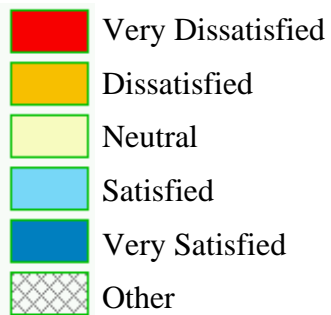
\*Clipped to City limits and combined per respondent distribution

# Satisfaction with overall cleanliness of City streets and other public areas (Q11h)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



Note: "Other" areas did not contain enough respondents to show statistically significant results.

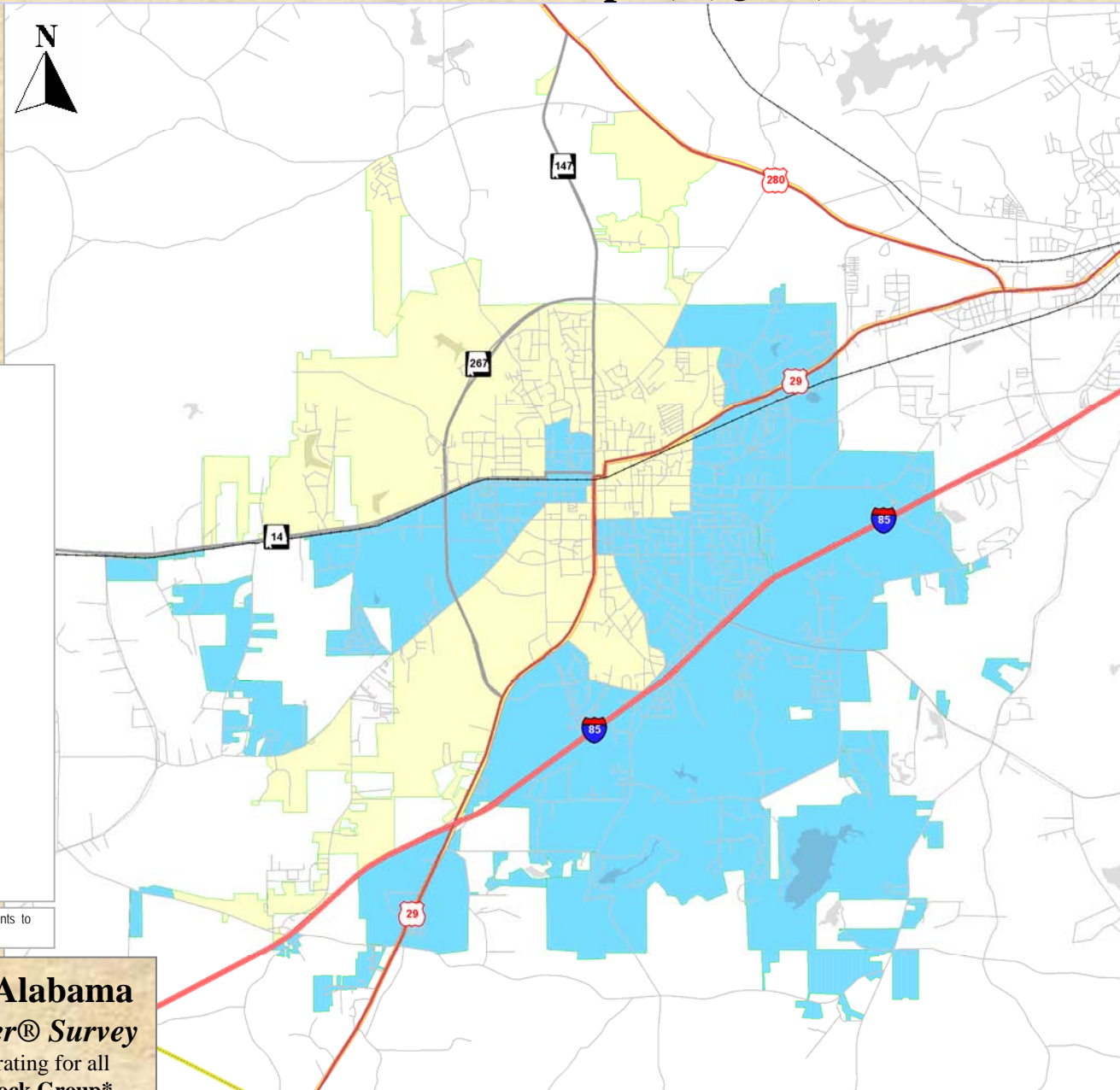
## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*

\*Clipped to City limits and combined per respondent distribution



# Satisfaction with maintenance of City streets (not including those on the AU campus) (Q11a)



## LEGEND

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



Note: "Other" areas did not contain enough respondents to show statistically significant results.

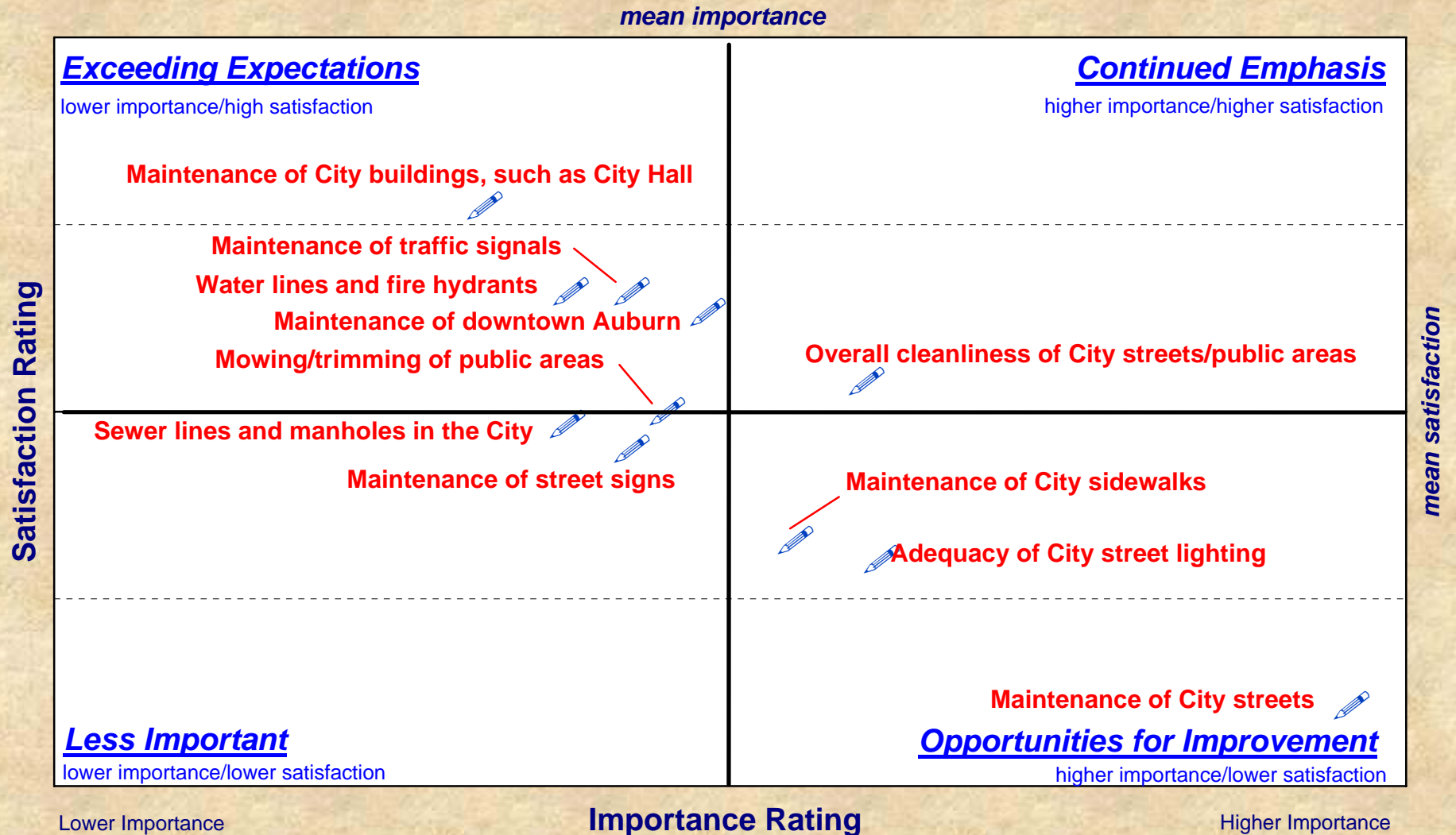
## City of Auburn, Alabama 2007 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group\*

\*Clipped to City limits and combined per respondent distribution

# 2007 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)

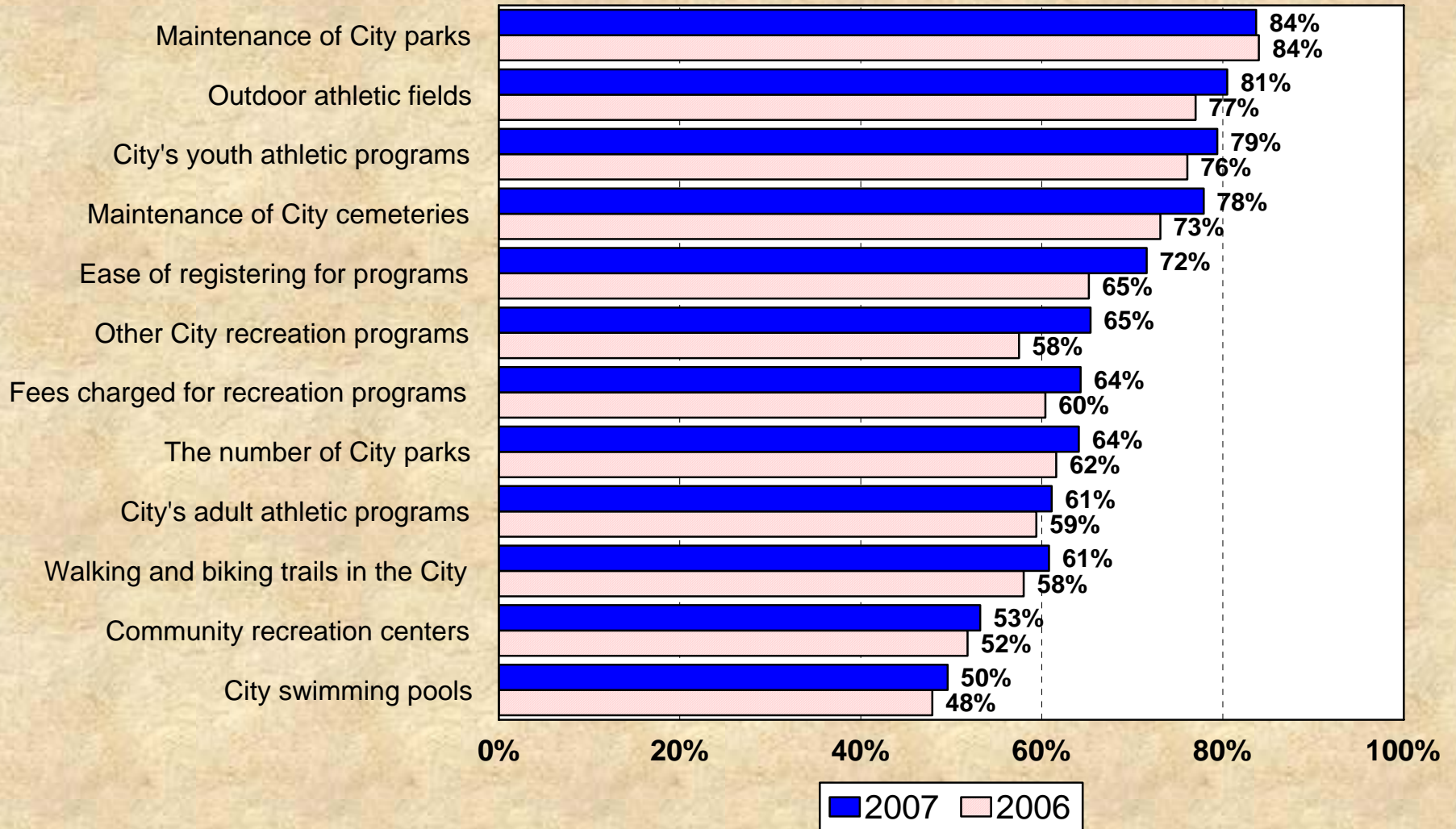


Source: ETC Institute DirectionFinder (March 2007 - Auburn, AL)

# **Parks and Recreation**

# TRENDS: Overall Satisfaction with Parks and Recreation (2007 vs. 2006)

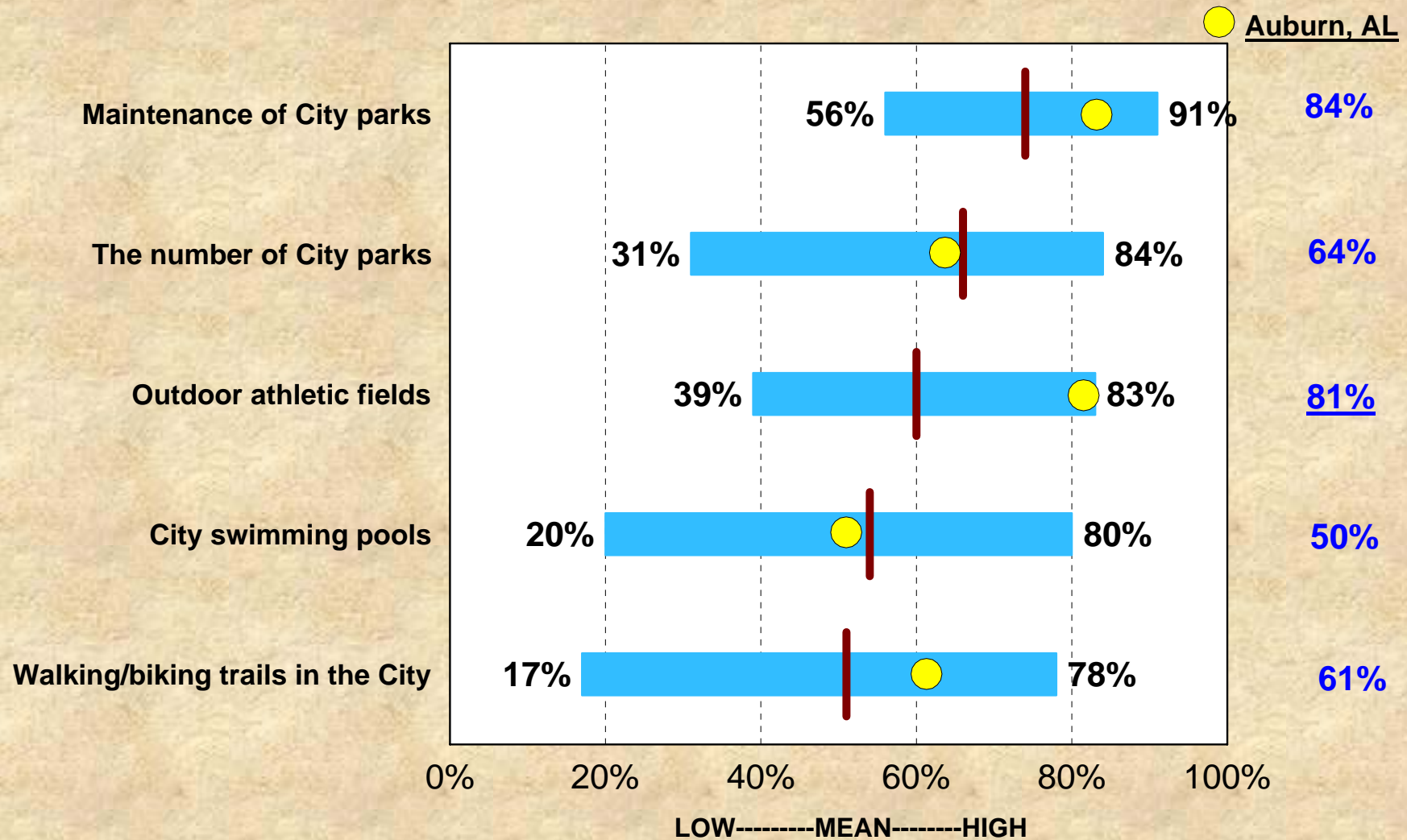
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Satisfaction with Parks and Recreation Facilities and Services Provided by Cities - 2007

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



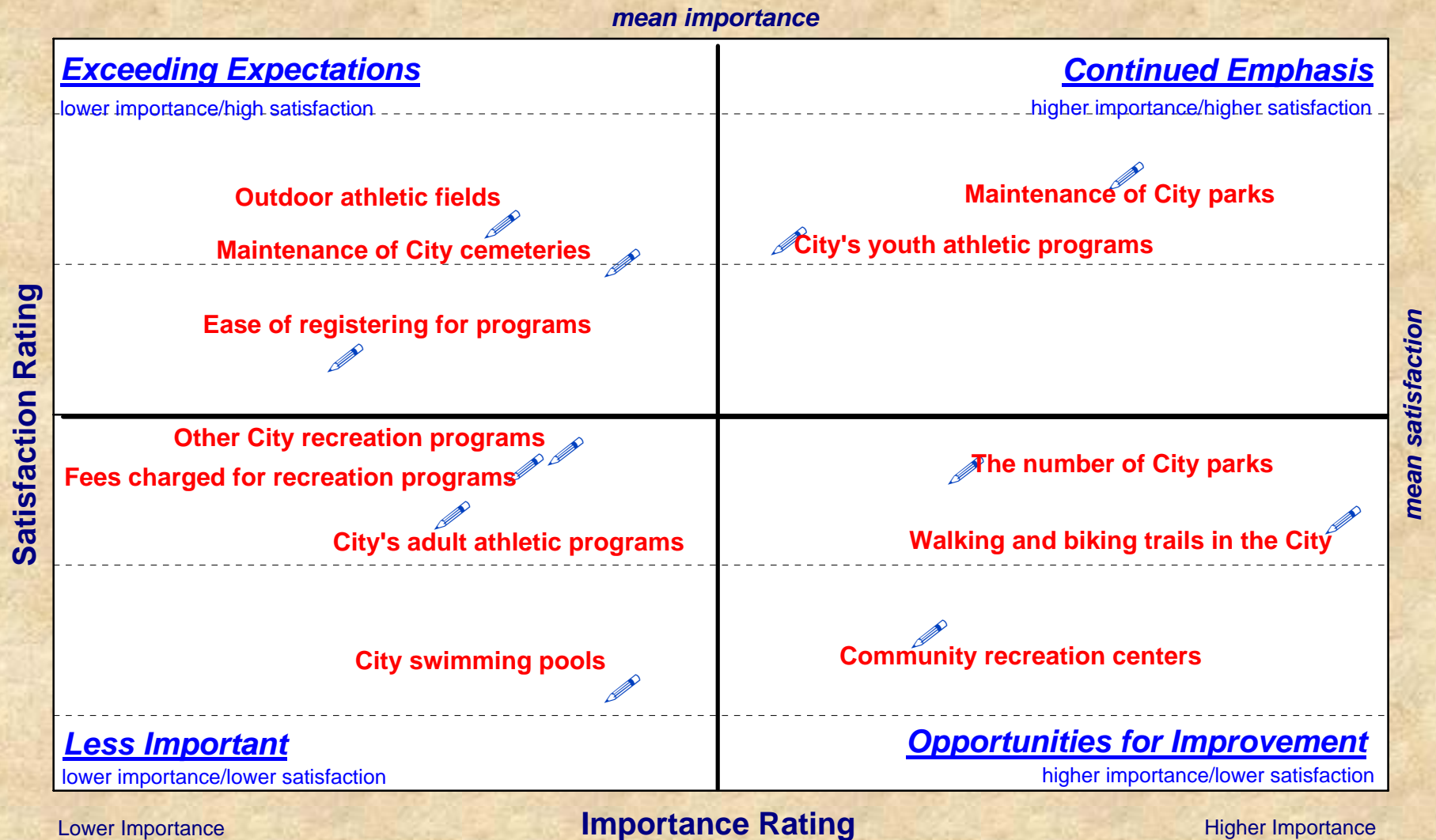
Source: ETC Institute DirectionFinder

# 2007 City of Auburn Citizen Survey

## Importance-Satisfaction Assessment Matrix

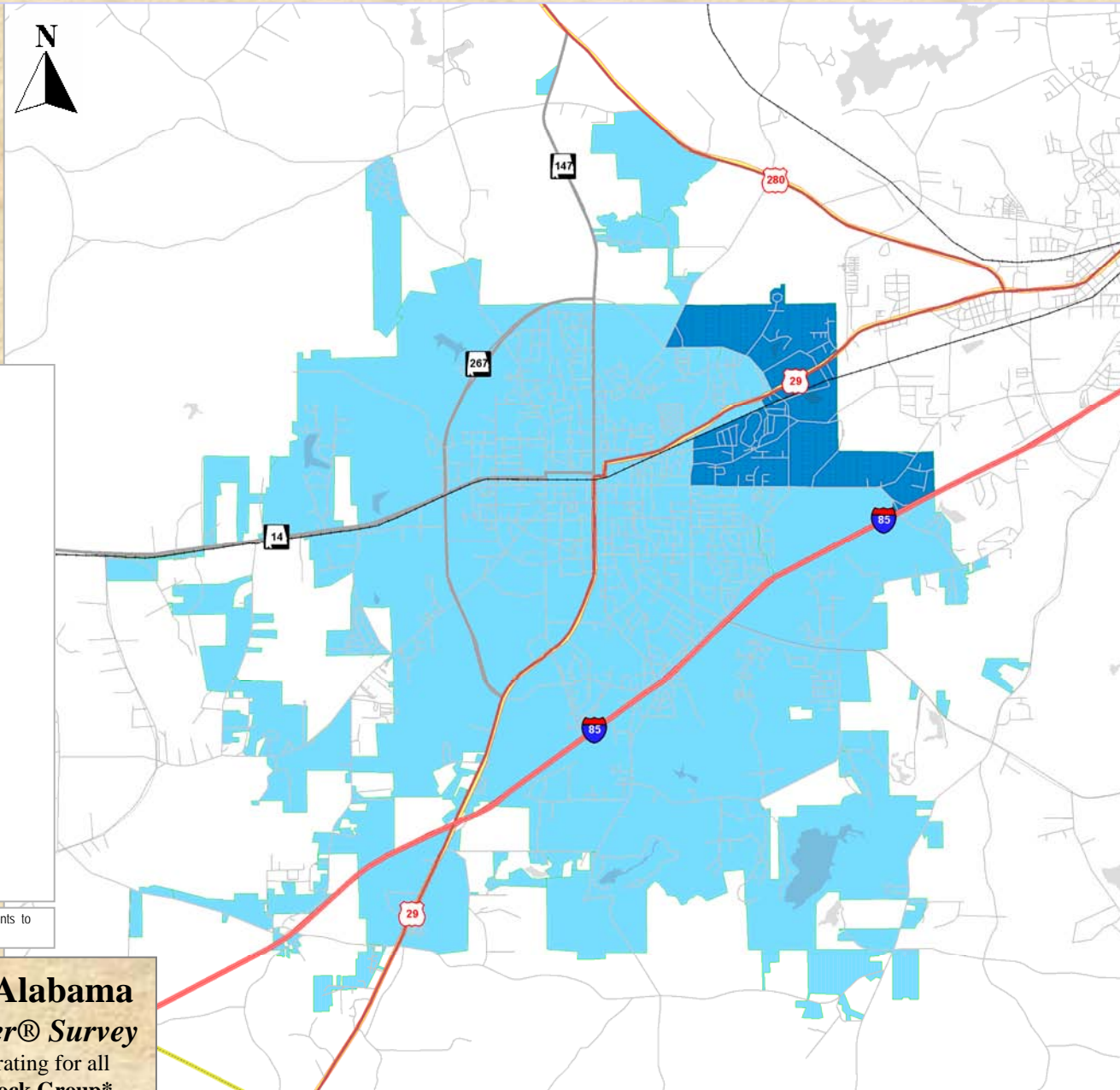
### -Parks and Recreation-

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



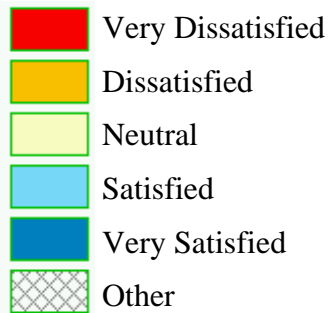
Source: ETC Institute DirectionFinder (March 2007 - Auburn, AL)

# Satisfaction with maintenance of City parks (Q15a)



## LEGEND

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



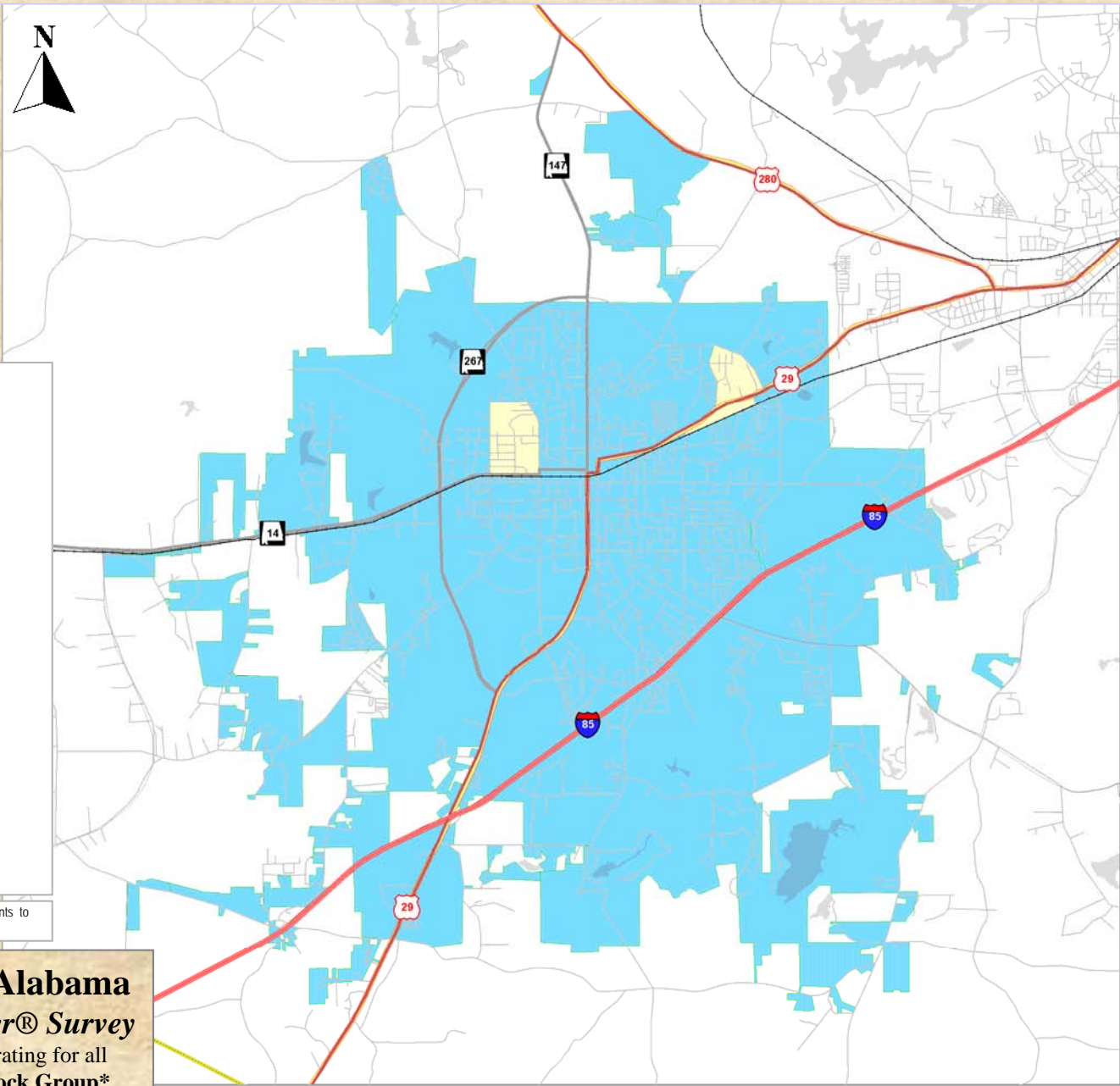
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## City of Auburn, Alabama 2007 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 the number of City parks (Q15c)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

Very Dissatisfied  
Dissatisfied  
Neutral  
Satisfied  
Very Satisfied  
Other

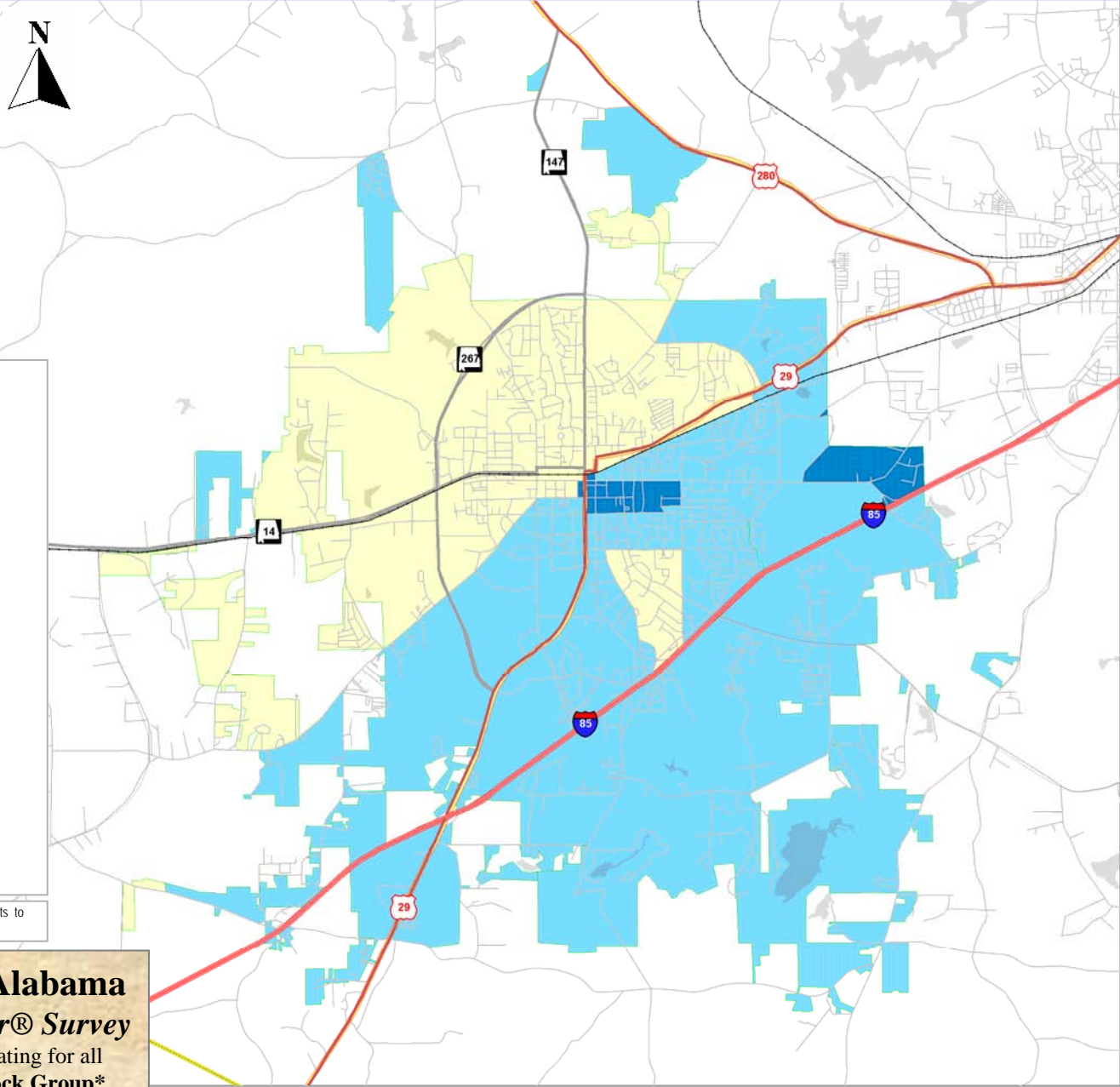
Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 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 walking and biking trails in the City (Q15d)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Other

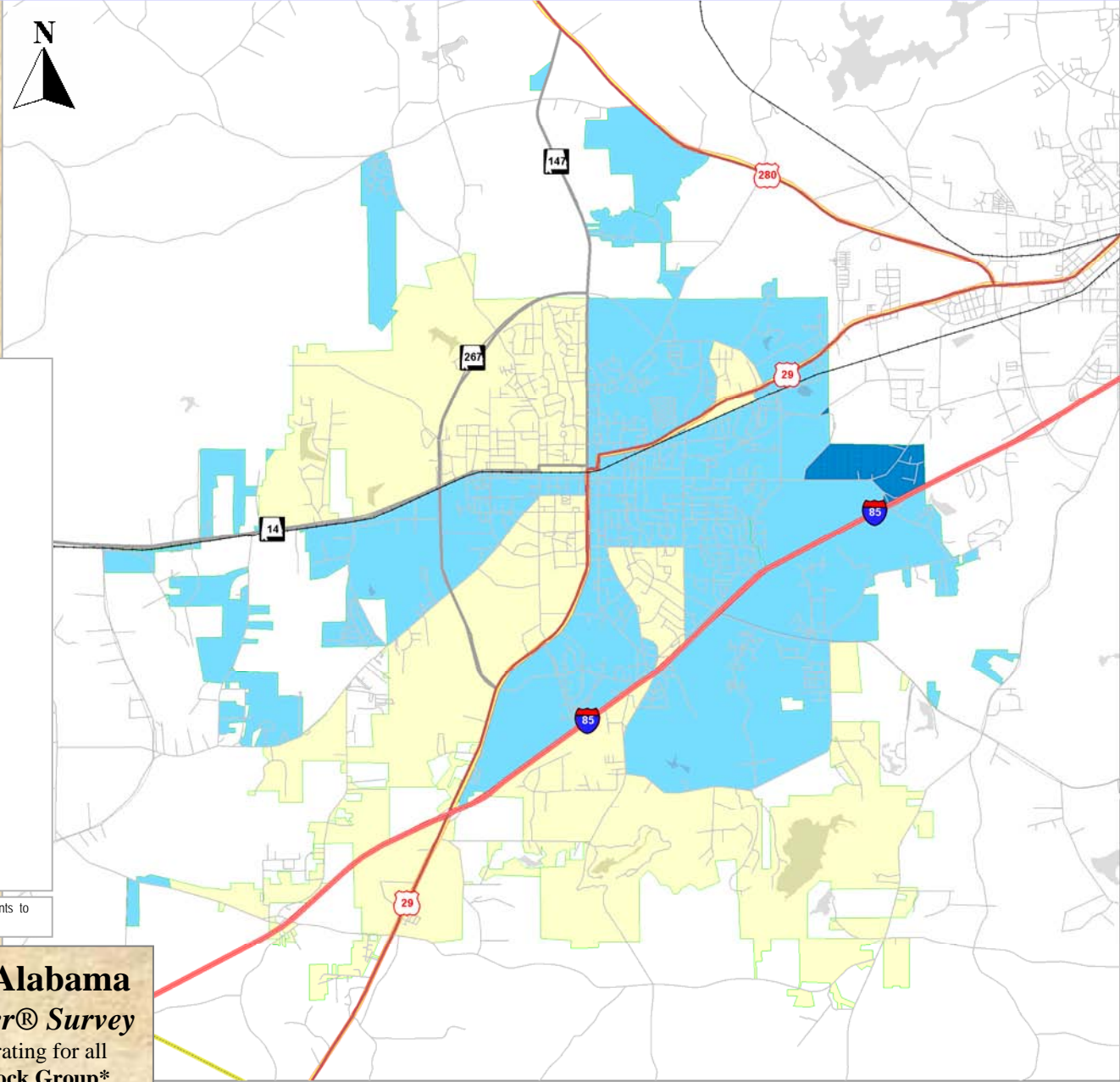
Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 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 community recreation centers (Q15f)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

 Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

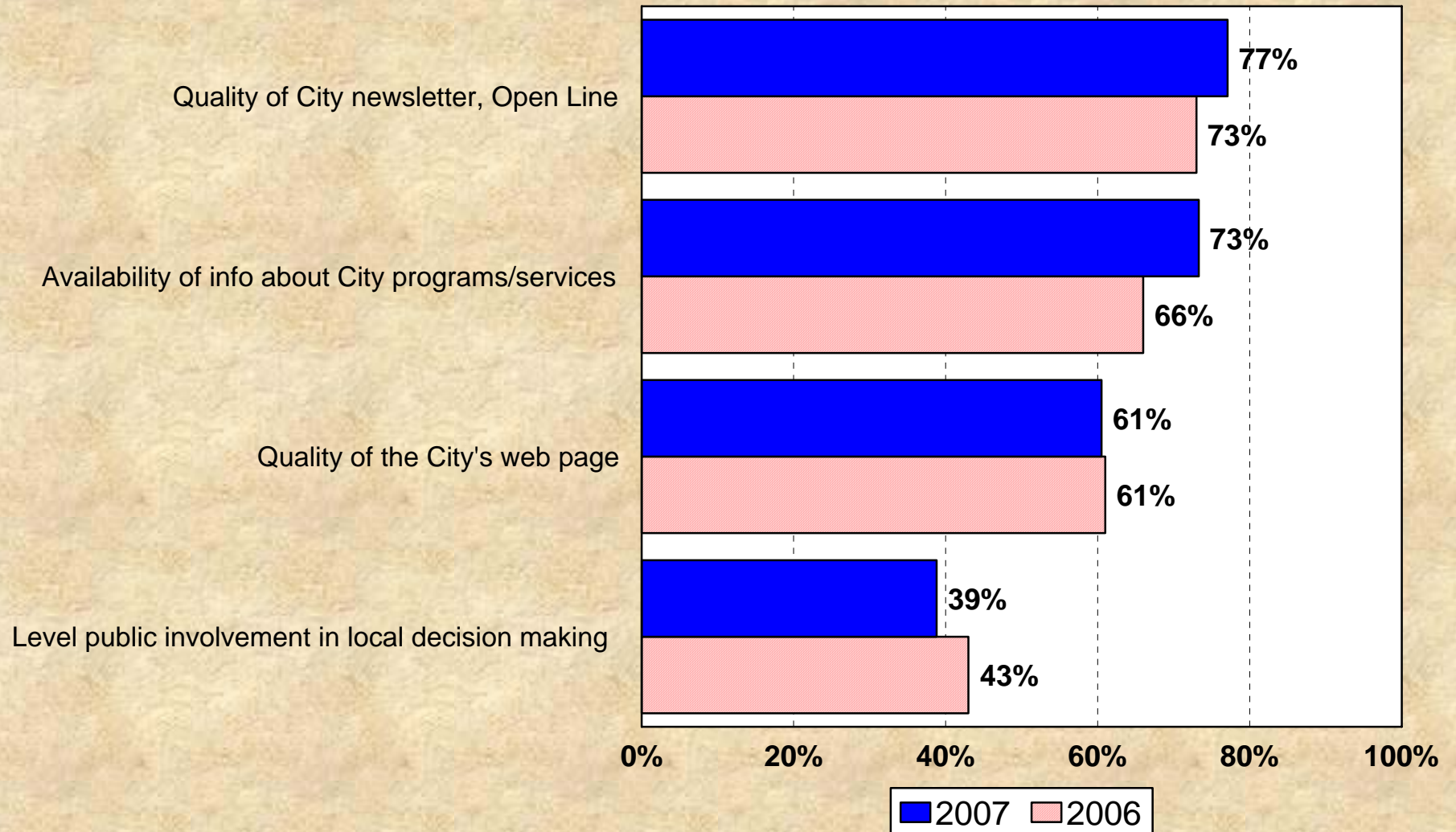
**City of Auburn, Alabama**  
**2007 DirectionFinder® Survey**  
Shading reflects the mean rating for all respondents by Census Block Group\*

\*Clipped to City limits and combined per respondent distribution

# Communication

# TRENDS: Overall Satisfaction with City Communication (2007 vs. 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 (March 2007- Auburn, AL)

# Satisfaction with Various Aspects of City Communications - 2007

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

● Auburn, AL

Availability of information about programs/service

32%

84%

73%

Level of public involvement in local decisions

19%

62%

39%

0% 20% 40% 60% 80% 100%

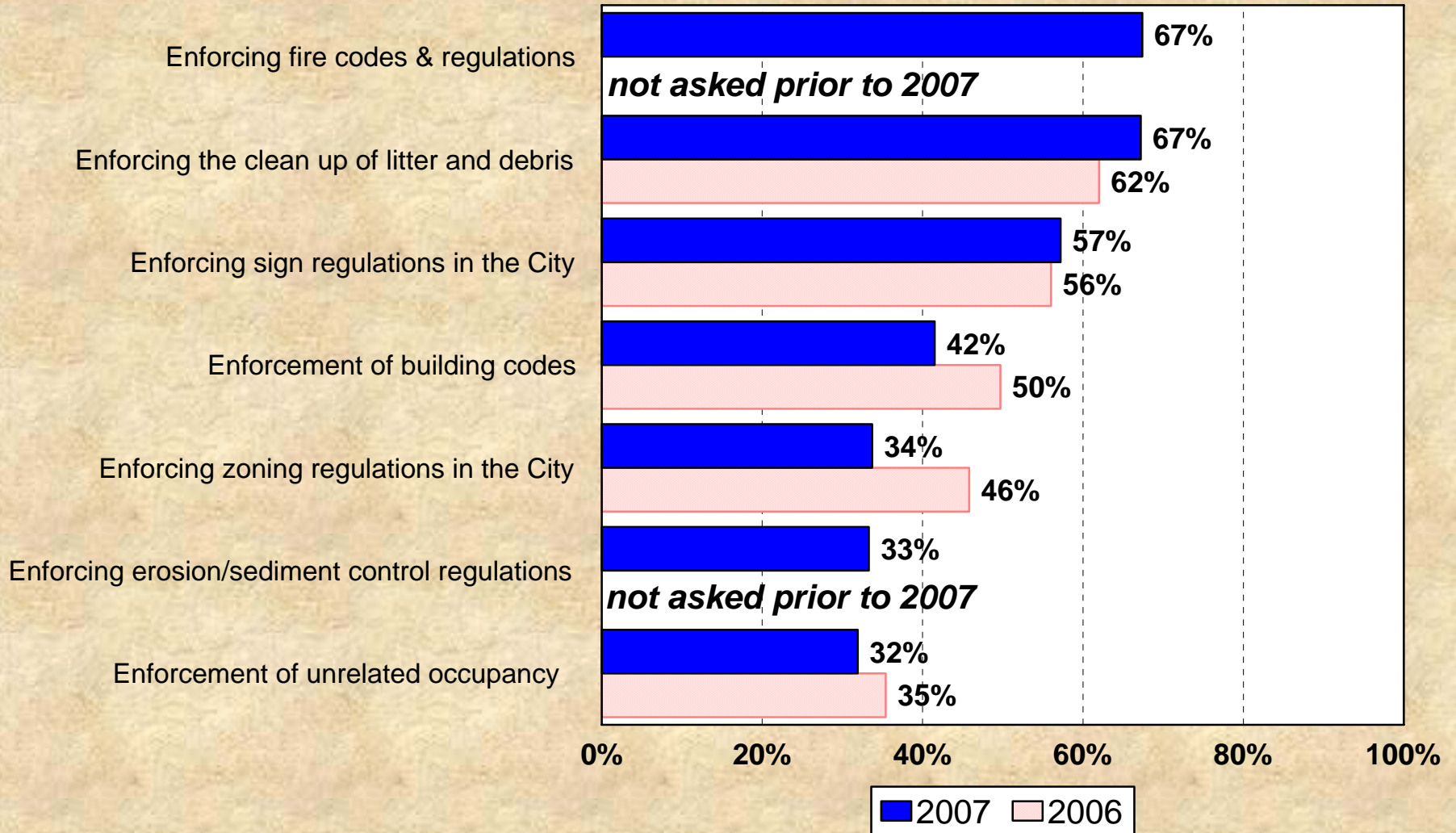
LOW-----MEAN-----HIGH

Source: ETC Institute DirectionFinder

# **Code Enforcement**

# TRENDS: Overall Satisfaction with Enforcement of Codes and Ordinances (2007 vs. 2006)

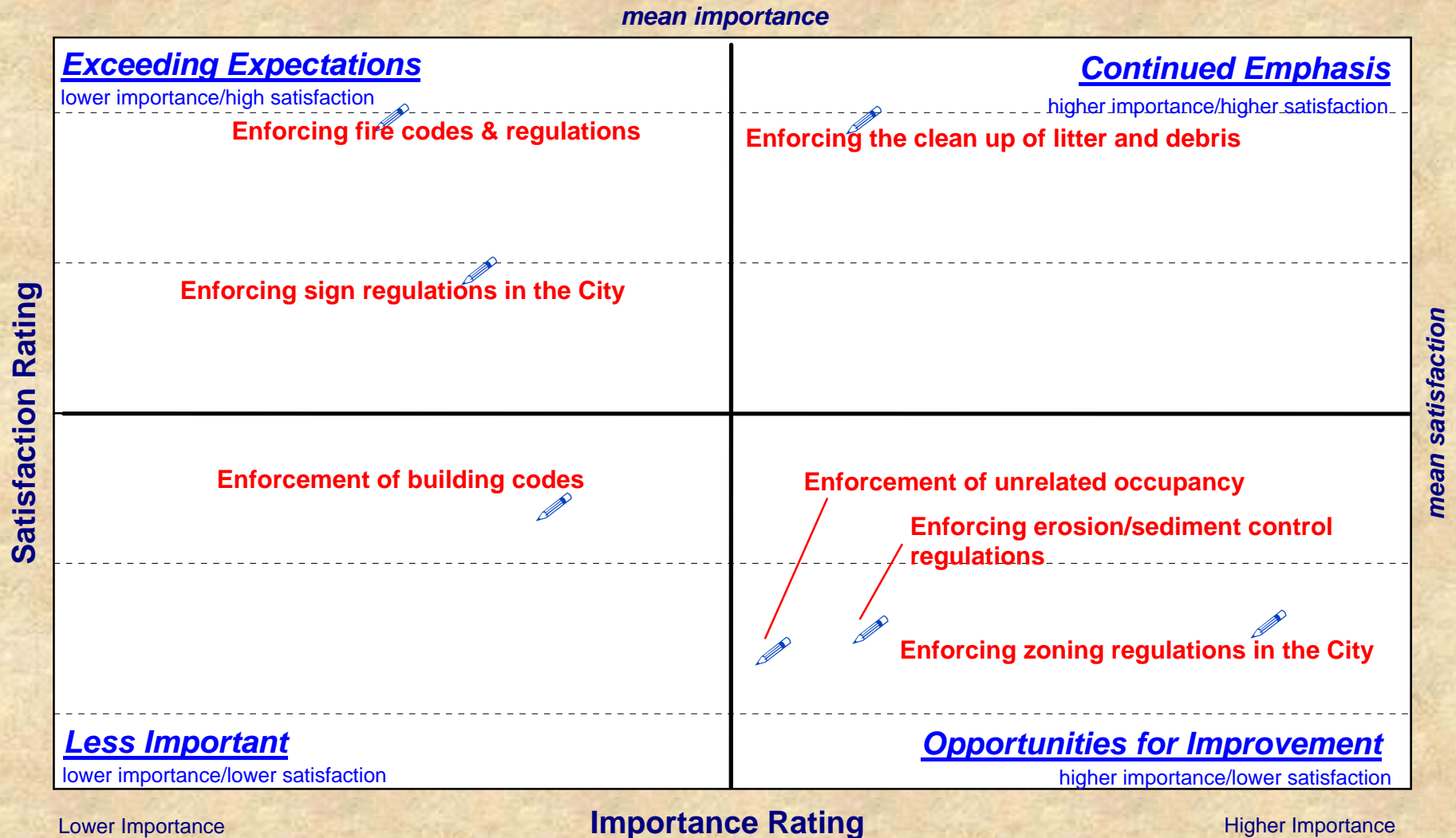
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# 2007 City of Auburn Citizen Survey Importance-Satisfaction Assessment Matrix -Code/Ordinance Enforcement-

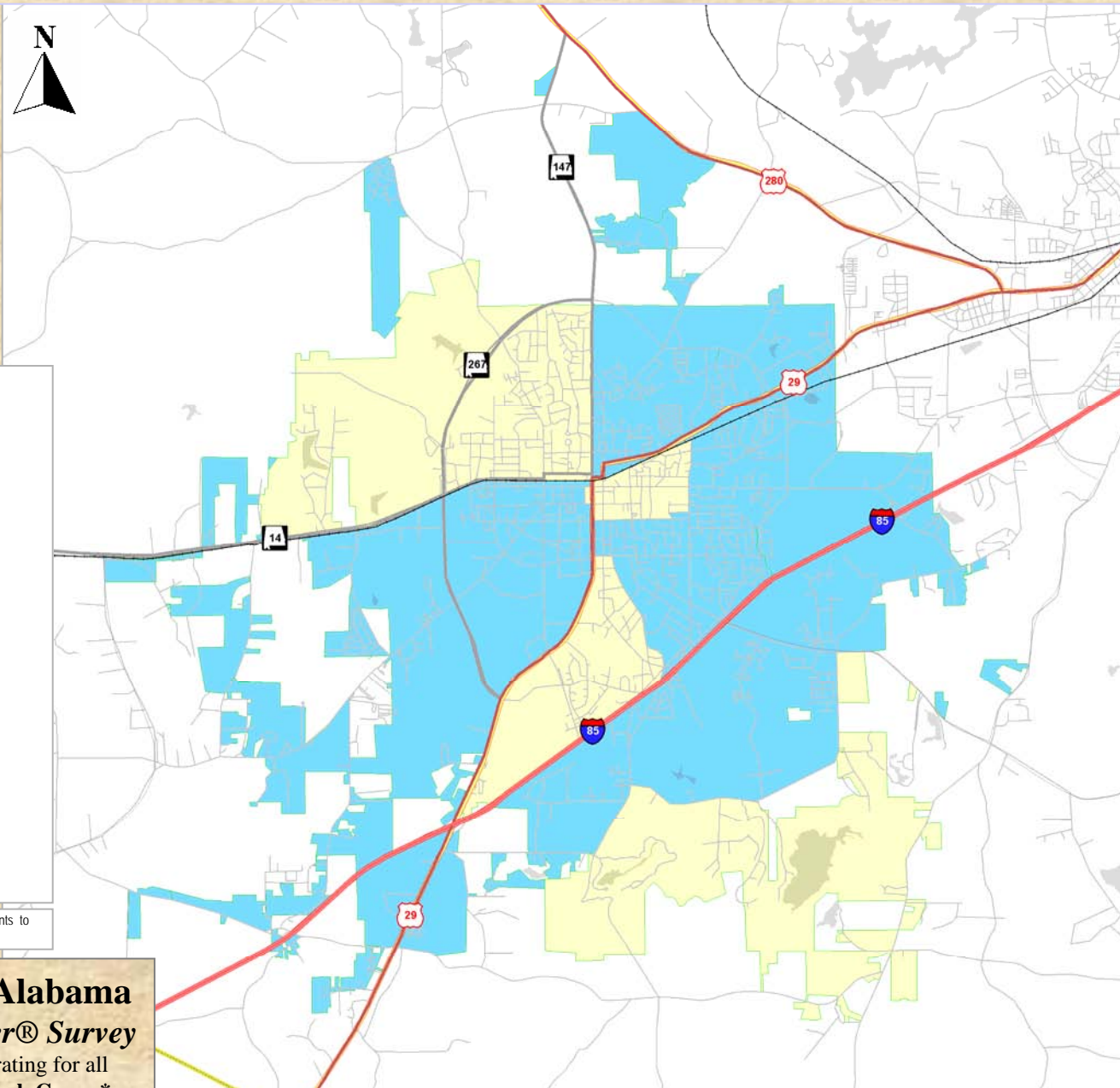
(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



Source: ETC Institute DirectionFinder (March 2007 - Auburn, AL)



# Satisfaction with sign regulations in the City (Q7b)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

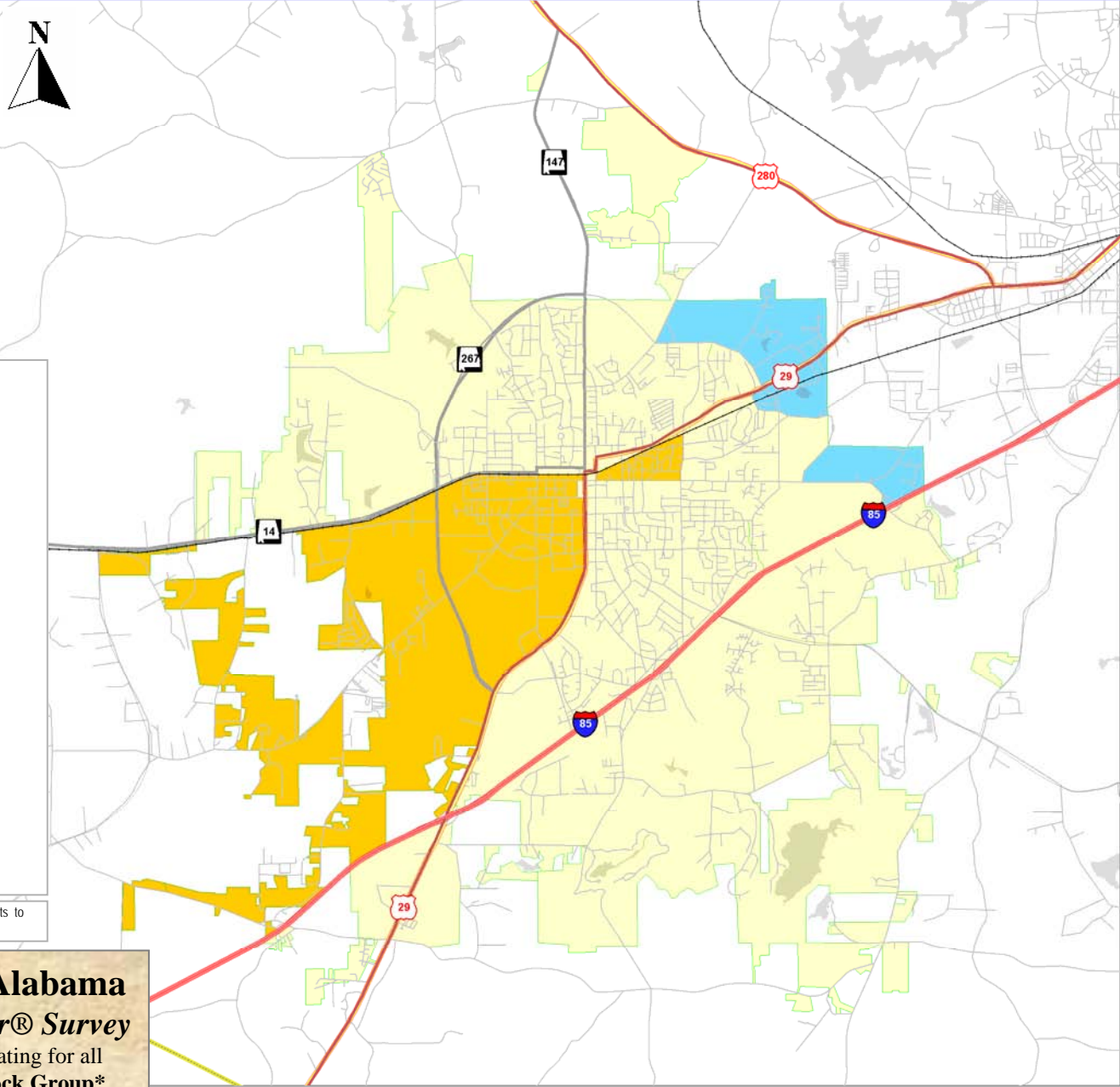
Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 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 zoning regulations in the City (Q7c)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

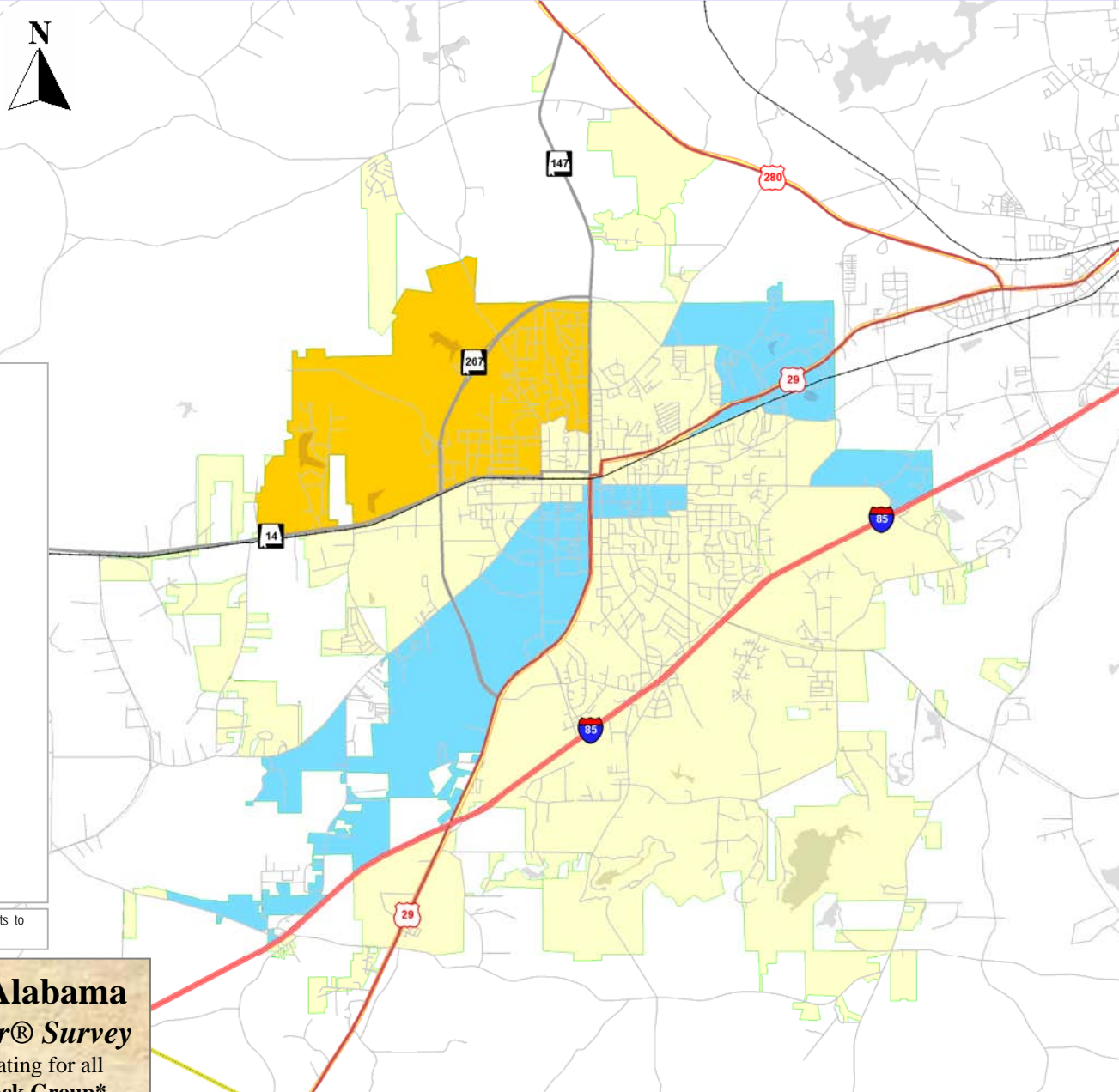
Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 DirectionFinder® Survey**  
Shading reflects the mean rating for all respondents by Census Block Group\*

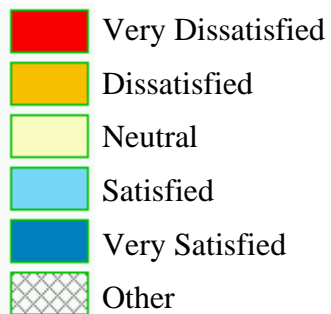
\*Clipped to City limits and combined per respondent distribution

# Satisfaction with erosion & sediment control regulations (Q7f)



## **LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied



Note: "Other" areas did not contain enough respondents to show statistically significant results.

## **City of Auburn, Alabama 2007 DirectionFinder® Survey**

Shading reflects the mean rating for all respondents by Census Block Group\*

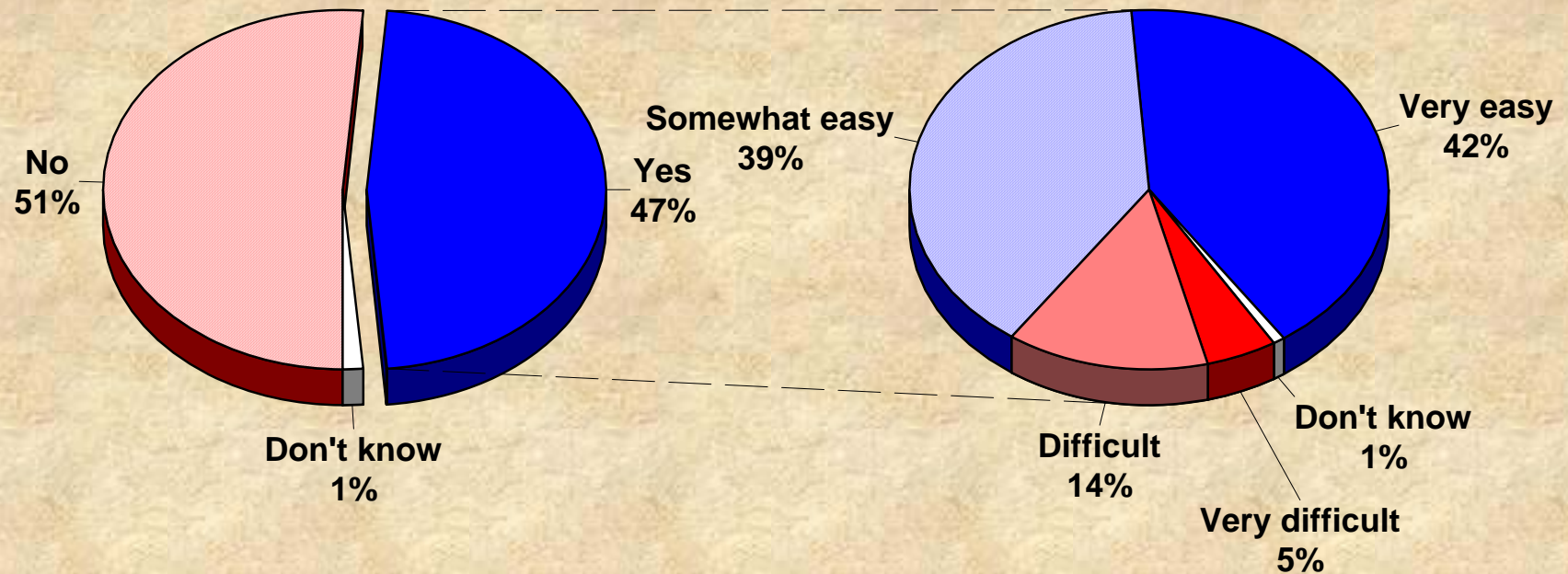
\*Clipped to City limits and combined per respondent distribution

# Customer Service

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

by percentage of residents surveyed

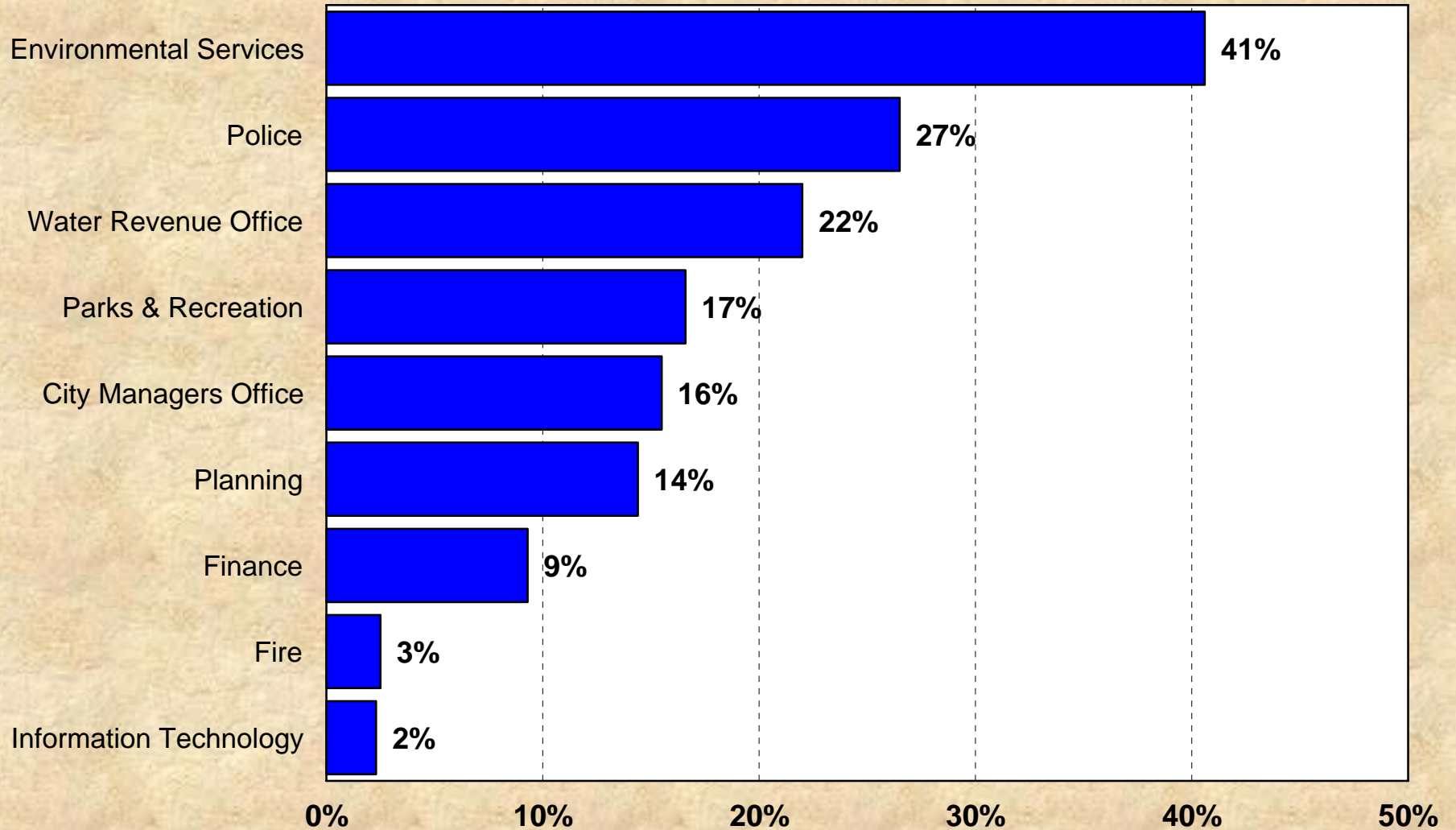
## How easy was it to contact the person you needed to reach?



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# What City department did you contact?

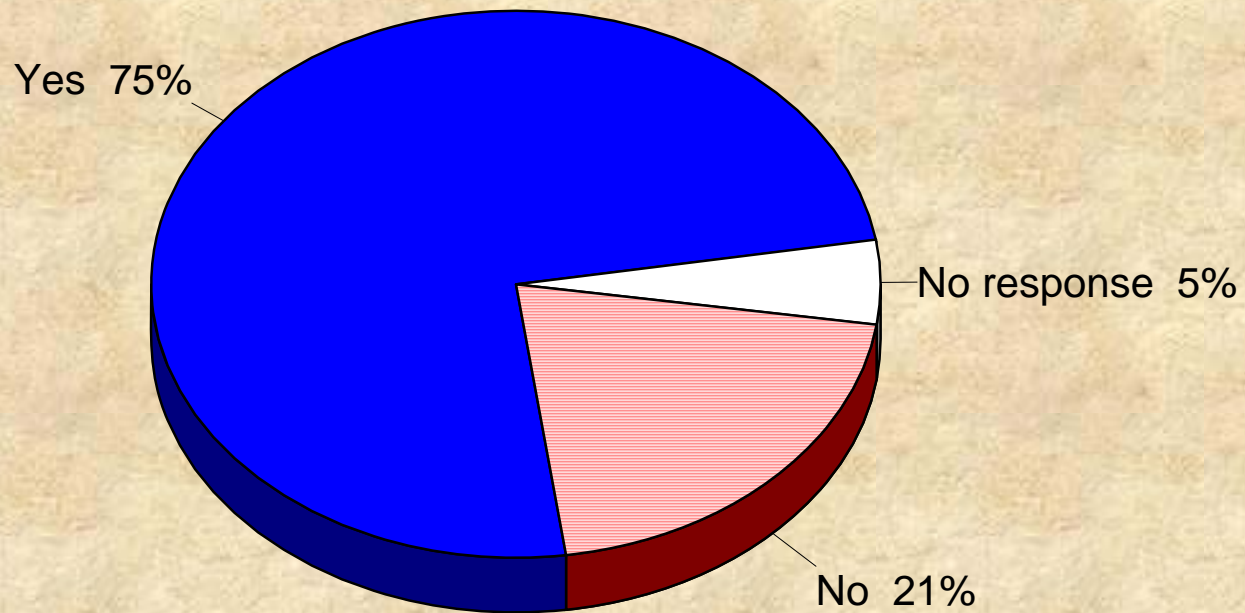
by percentage of residents who had contacted the City during the past year



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Was the Department You Contacted Responsive to Your Issue?

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



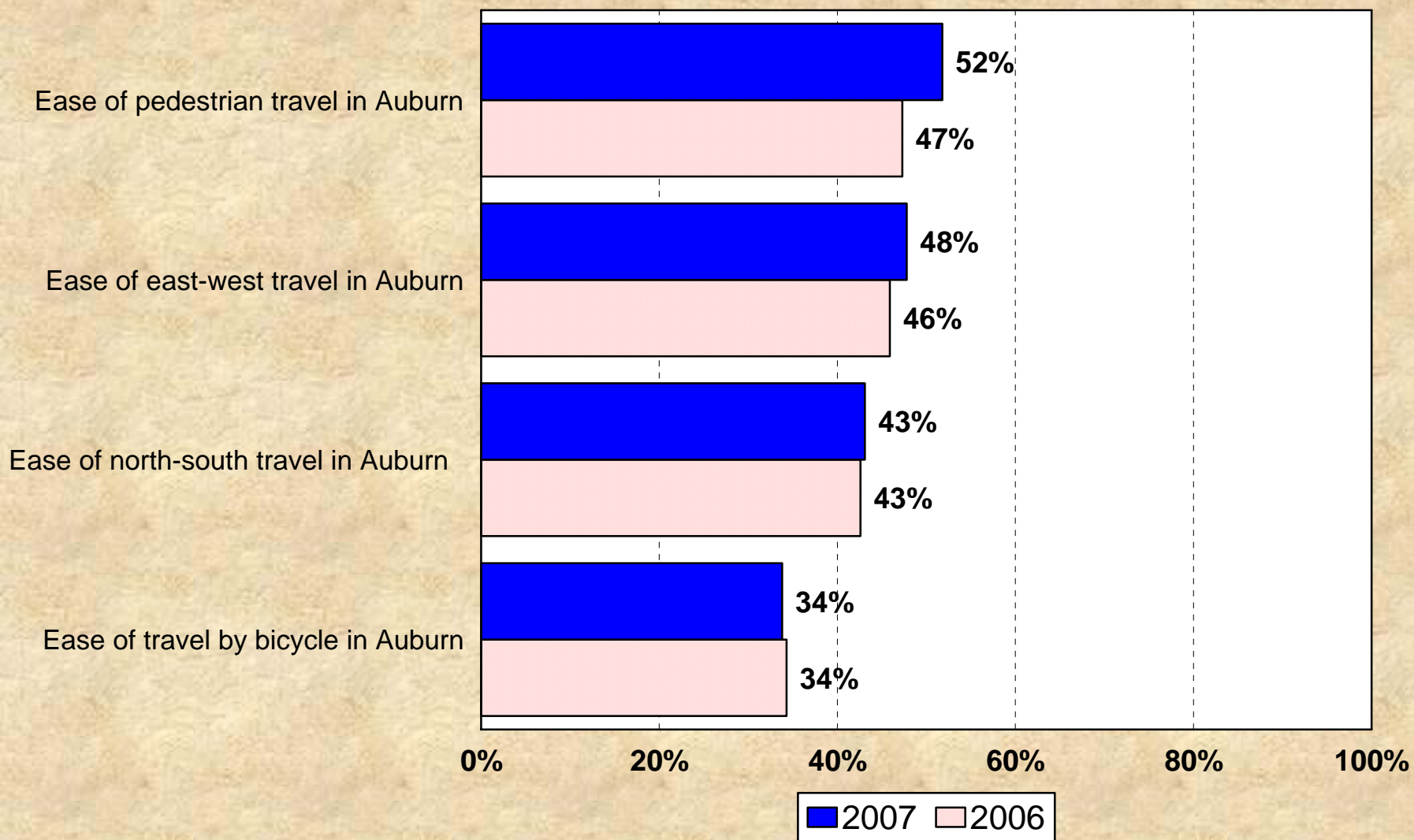
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Traffic Flow



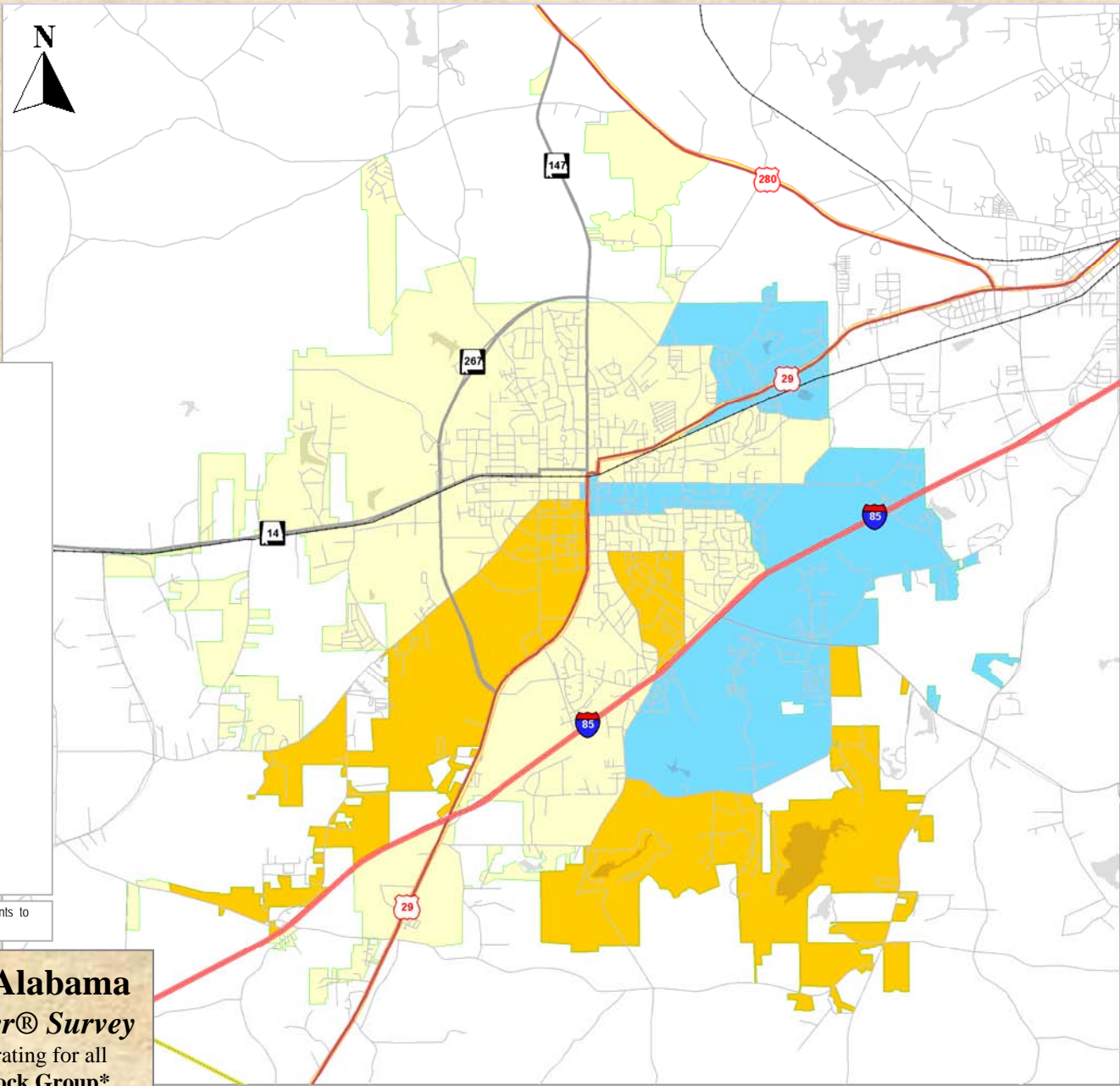
# TRENDS: Overall Satisfaction with Traffic Flow (2007 vs. 2006)

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 (March 2007- Auburn, AL)

# Satisfaction with ease of travel by bicycle in Auburn (Q18c)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

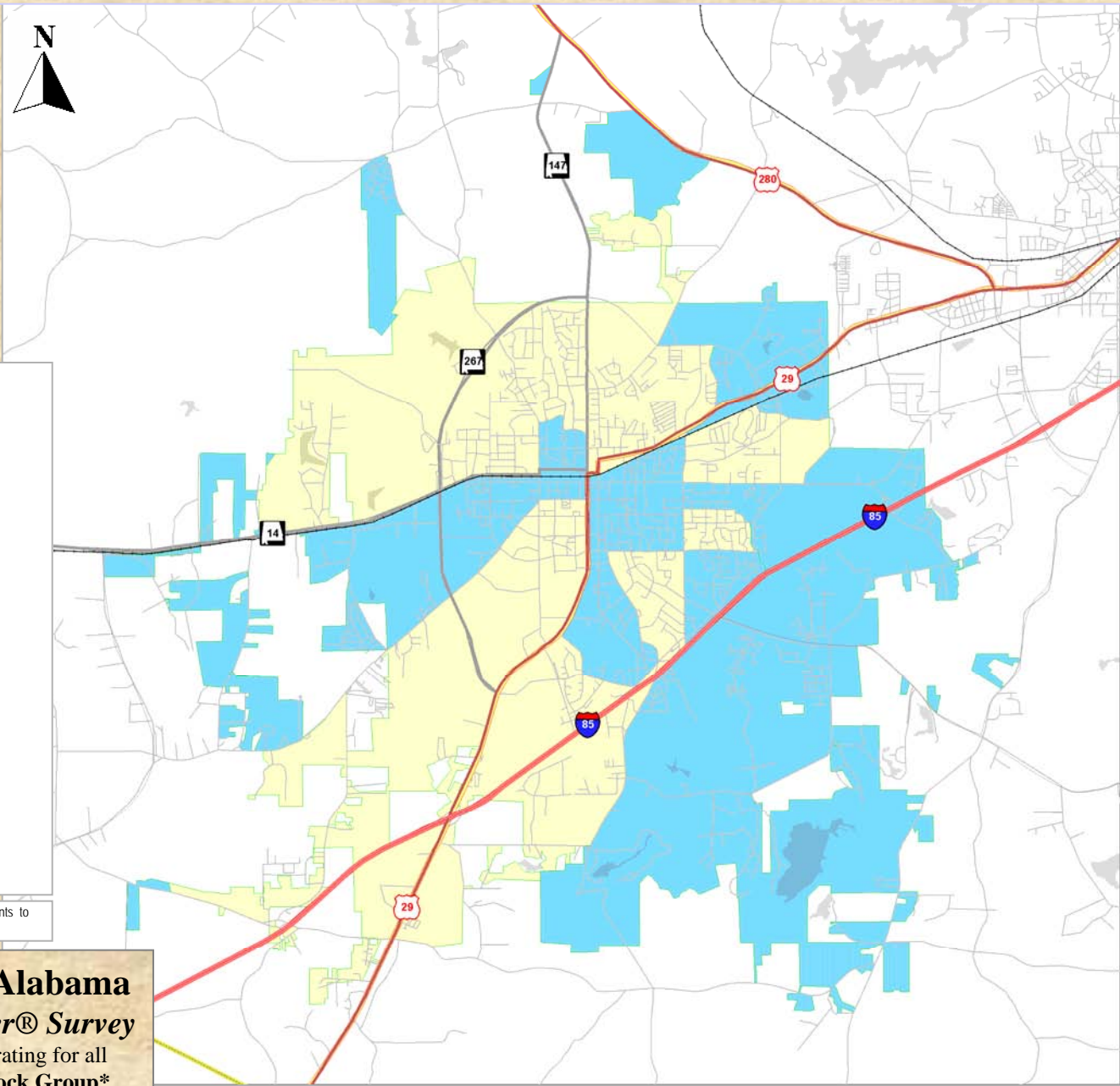
Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 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 ease of pedestrian travel in Auburn (Q18d)



**LEGEND**

1.0-1.8 = V. Dissatisfied  
1.8-2.6 = Dissatisfied  
2.6-3.4 = Neutral  
3.4-4.2 = Satisfied  
4.2-5.0 = V. Satisfied

 Very Dissatisfied  
 Dissatisfied  
 Neutral  
 Satisfied  
 Very Satisfied  
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

**City of Auburn, Alabama**  
**2007 DirectionFinder® Survey**  
Shading reflects the mean rating for all respondents by Census Block Group\*

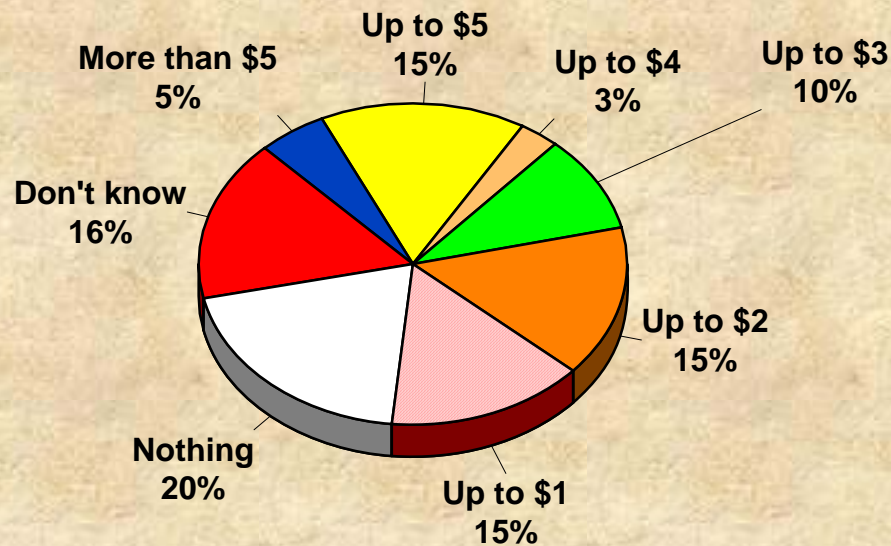
\*Clipped to City limits and combined per respondent distribution

# Stormwater

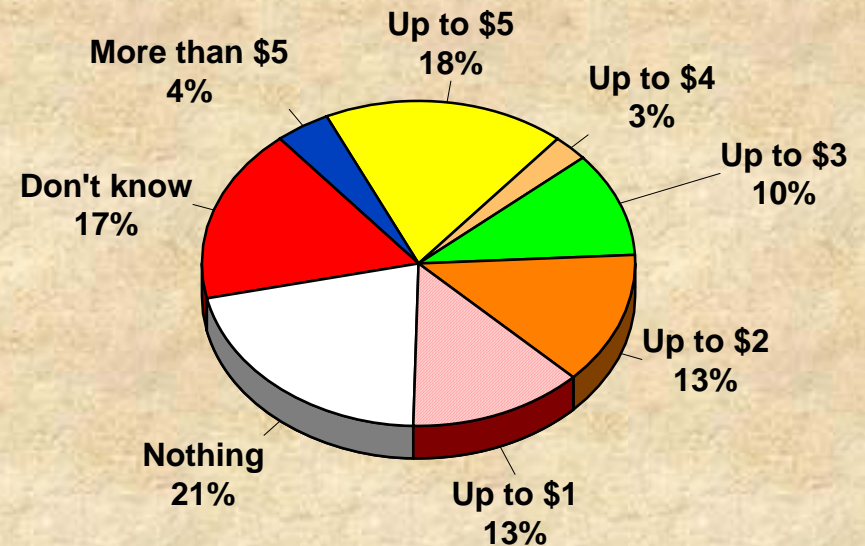
# How Much Residents Would be Willing to Pay Per Month on Their Utility Bill to Fund Stormwater Improvements in Auburn?

by percentage of residents surveyed

**2007**



**2006**

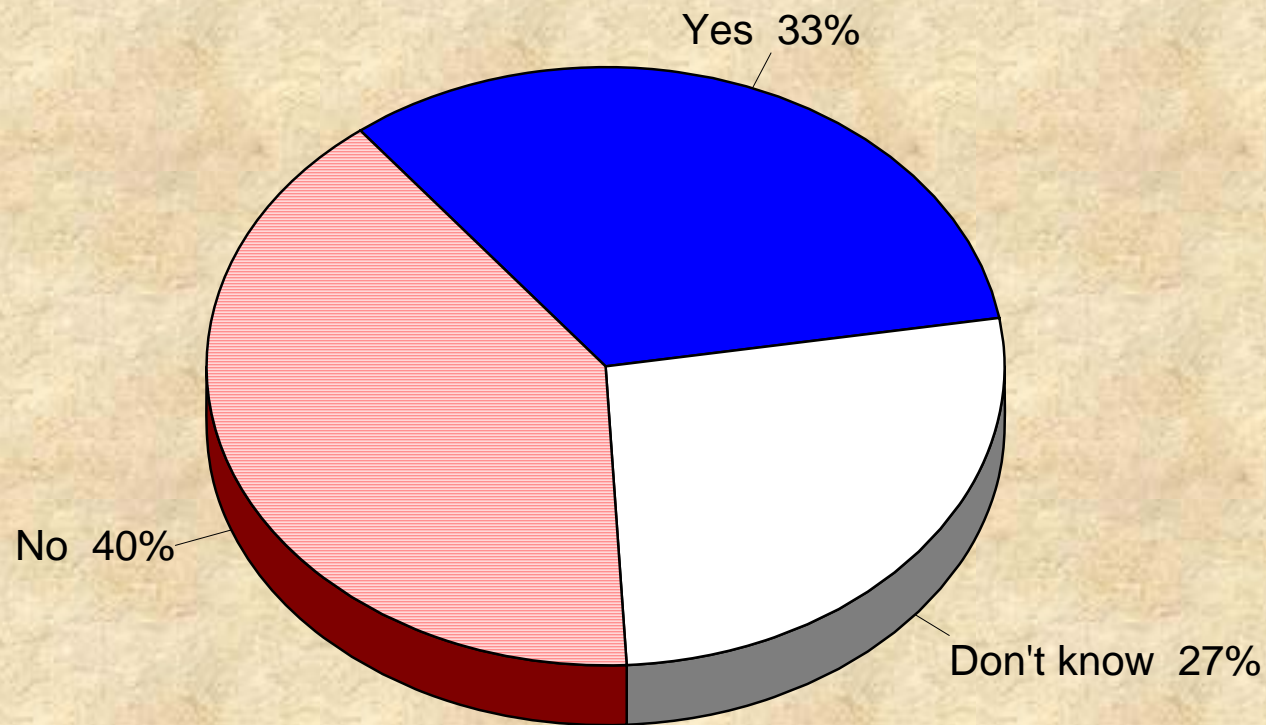


Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Other Issues

# Do you believe that the City of Auburn is building sufficient streets, intersections, sidewalks, and water/sewer systems to keep up with the City's growth?

by percentage of residents surveyed



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

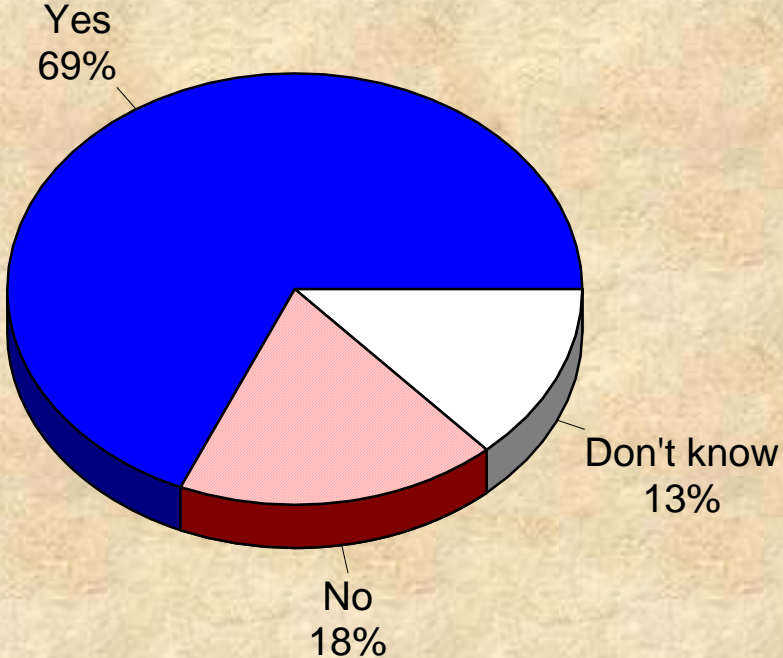
# Should the city continue aggressively pursuing both industrial and commercial projects in order to create jobs and revenue?

by percentage of residents surveyed

**2007**



**2006**



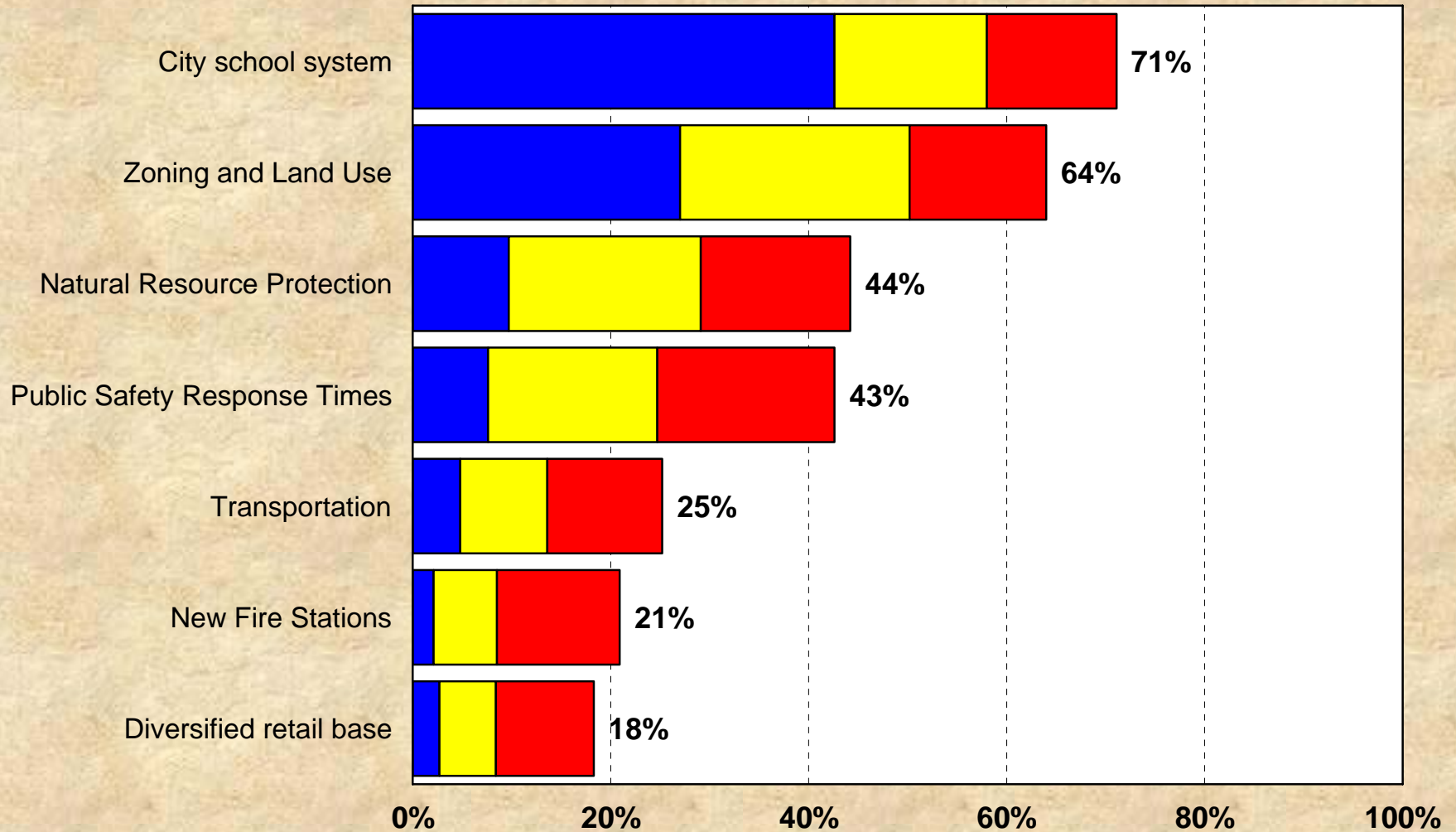
Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)



# **Priorities for Local Leaders**

# Areas Where Local Officials Should Concentrate Their Efforts

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



Source: ETC Institute DirectionFinder (March 2007- Auburn, AL)

# Conclusions/Recommendations

- **Auburn continues to be a very desirable place to live and residents are generally satisfied with City services:**
  - As a “place to raise children” the City rated 23% above the national average
  - Satisfaction with the value for city taxes was 29% above the national average
  - Overall feeling of safety in city parks was +22% above the national average
- **Overall Residents Were Generally More Satisfied in 2007 than 2006**
  - Among 75 areas that were assessed in 2006 and 2007
    - 75% of the areas improved (56 of 75 areas)
    - 21% of the areas declined (16 of 75 areas)
    - 4% of the areas stayed the same (3 of 75 areas)
- **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
  - Enforcing zoning regulations and sediment/erosion control regulations

**Questions ??**