

# City of Fayetteville Resident Survey

## Findings Report

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# 2018

**Submitted to the City of Fayetteville, North Carolina**

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# 2018 City of Fayetteville Resident Survey

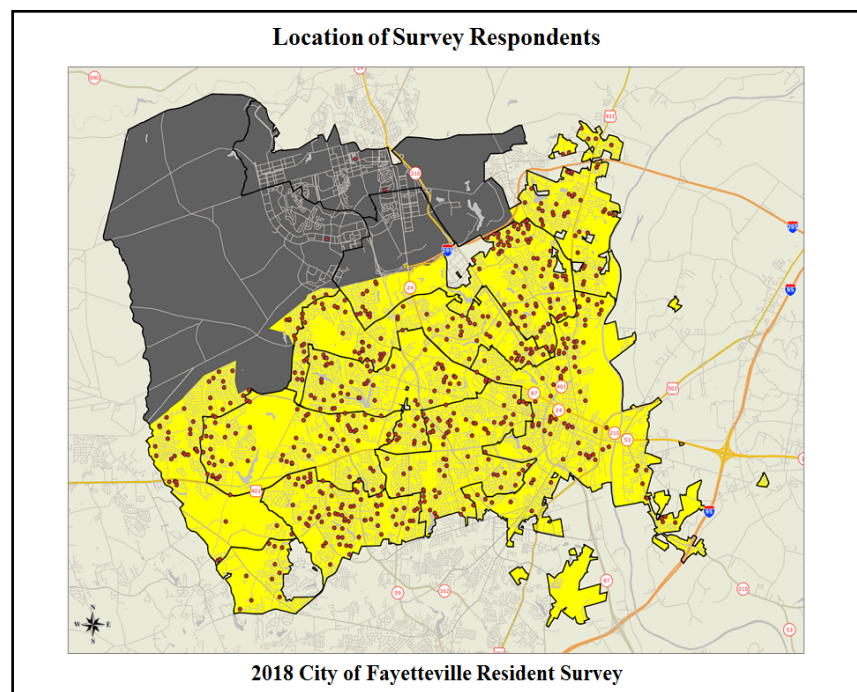
## Executive Summary

### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Fayetteville during the summer of 2018. The purpose of the survey was to help the City of Fayetteville ensure that the city's priorities continue to match the needs and desires of residents. The information provided will be used to improve existing services and help the City better understand the evolving needs of residents of Fayetteville.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Fayetteville. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Fayetteville from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted. The map to the right shows the distribution of responses throughout the City of Fayetteville. The demographic results of the survey closely reflect those of the most recent Census estimates.



The goal was to obtain completed surveys from at least 600 residents. The goal was exceeded with a total of 696 residents completing the survey. The overall results for the sample of 696 households have a precision of at least +/-3.6% at the 95% level of confidence. ETC monitored the distribution of surveys as they were returned to ensure the results are accurate of adult residents in the City of Fayetteville.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Fayetteville with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflect the utilization and awareness of city services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

#### **This report contains:**

- An executive summary of the methodology for administering the survey and major findings,
- benchmarking data that shows how the results for Fayetteville compare to other communities,
- importance-satisfaction analysis: this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

### **Overall Satisfaction with City Services**

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire protection and rescue services (85%), overall quality of police protection (68%), overall quality of parks and recreation facilities and programs (60%), and overall quality of customer service received from City employees (56%). Major categories of City services that residents felt should receive the most emphasis from City leaders over the next two years, were: overall flow of traffic in City, overall maintenance of City streets, and overall quality of police protection.

### **Overall Perceptions of the City**

The statements regarding the overall satisfaction with items that influence perceptions of the City that had the highest level of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall police relationship with the community (58%), overall quality of services provided by the City (58%), and overall quality of life in neighborhoods (58%).

## Overall Satisfaction with Customer Service

Respondents were asked if during the past year, they or other members of their household had contacted the City to seek services, ask a question, or file a complaint. In which, forty-seven percent (47%) indicated they had contacted the City to seek services, ask a question, and/or file a complaint. From the forty-seven percent (47%) of respondents who had contacted the City, they were asked to rate their satisfaction with the customer service received. The satisfaction with the customer service received from City employees, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: courtesy of employees (79%), how easy they were to contact (72%), and accuracy of information and assistance given (68%).

## Satisfaction with Specific City Services

- **Transportation and Connectivity.** The highest levels of satisfaction with City transportation and connectivity, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition and usability of the Fayetteville Regional Airport (65%), ease of travel by car in the City (57%), and availability of public transportation services in the FAST bus system (46%).
- **Public Safety.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: City efforts to prevent fires (62%), enforcement of fire code (59%), and how quickly police respond to emergencies (56%).
  - Respondents were asked to rate how safe they felt in various situations, from “very safe” to “very unsafe”. The highest levels of safety in various situations, based upon the combined percentage of “very safe” and “safe” responses among residents *who had an opinion*, were: when walking alone in the neighborhood during the day (77%), in Downtown Fayetteville (67%), and when visiting recreation centers (66%).
- **City Utility Services.** The highest levels of satisfaction with City utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: solid waste collection services (80%), curbside recycling services (78%), and containerized yard waste and limb collection (73%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality and condition of City parks and recreation facilities (66%), availability of City parks (60%), cultural programming (56%), and the quality of greenways and trails in the City (56%). The top three parks and recreation services respondents felt should receive the most emphasis from City leaders over the next two years, were: the quality and condition of City parks and recreation facilities, cultural programming, and diversity of City recreation opportunities.

- **City Communication.** The highest levels of satisfaction with City communication and engagement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of information about City programs/services (51%), the usefulness of information available on the City’s website (50%), and City efforts to keep the community informed about local issues (49%).
  - Respondents were asked to indicate what methods they use to get information about the City of Fayetteville. The most selected sources were, local newspapers (58%), local television news (51%), City website (39%), and local radio news (35%).
  - The top three methods that residents most prefer to use to receive information on City news and events are, local newspapers, local television news, and the City website.
- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (67%), condition of City parks (58%) and the condition of neighborhood streets (52%). The three items that residents felt should receive the most emphasis from City leaders over the next two years, were: the condition of street signs and traffic signals, how quickly street repairs are made, and the condition of sidewalks.
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the appearance of houses in neighborhoods (54%), graffiti removal (45%), and the enforcement of sign ordinances (43%). Respondents were asked how responsive the City is to any code enforcement requests for service/complaints, in which, twenty-six percent (26%) indicated the City is “very responsive” and sixty percent (60%) indicated the City is “somewhat responsive”.

## Trends

ETC Institute examined both the long-term and short-term trends comparing the results of the 2018 survey to the results of the 2015 (short-term) and 2013 (long-term) survey results. Below are the most significant increases and decreases in positive ratings.

### Short-Term Trends (2018-2015)

Between 2018 and 2015 there were five items that saw a significant increase in positive ratings and 13 items that saw a significant decrease in positive ratings.

#### **Significant Increases in Positive Ratings Between 2018 and 2015**

- Availability of swimming pools (+6%)
- Overall quality of the public transit system (+5%)
- Rating the City as a place with a lively Downtown (+5%)
- Availability of public transportation services in FAST bus system (+5%)
- Overall feeling of safety in Fayetteville (+5%)

### **Significant Decreases in Positive Ratings Between 2018 and 2015**

- The City as a place to raise children (-9%)
- Stream and lake (water-shed) protection (-9%)
- The City as a place to retire (-8%)
- The City as a place to live (-8%)
- Overall quality of life in the City (-6%)
- Overall quality of new residential development in the City (-6%)
- The usefulness of FayFixit web application (-6%)
- Usefulness of information available on the City's website (-5%)
- The City as a place to visit (-5%)
- Overall quality of new commercial development (5-%)
- Overall enforcement of codes and ordinances (-5%)
- Overall availability of arts and cultural amenities (-5%)
- Cleanliness of City streets (-5%)

### **Long-Term Trends (2018-2013)**

Between 2018 and 2013 there were six items that saw a significant increase in positive ratings and 26 items that saw a significant decrease in positive ratings.

### **Significant Increases in Positive Ratings Between 2018 and 2013**

- Availability of swimming pools (+13%)
- City efforts to prevent crime (+8%)
- Overall quality of police protection (+7%)
- Condition of sidewalks (+5%)
- Overall police relationship with your community (+5%)
- Overall feeling of safety in the Fayetteville (+5%)

### **Significant Decreases in Positive Ratings Between 2018 and 2013**

- Participated in a community watch program or crime prevention meeting (-15%)
- Stream & lake (water-shed) protection (-12%)
- Usefulness of information available on City's website (-11%)
- Usefulness of FayFixit web application (-10%)
- Overall quality of life in City (-10%)
- Drainage of City streets (-9%)
- Customer service provided by City's Parks & Recreation staff (-7%)
- Condition & usability of Fayetteville Regional Airport (-7%)
- Overall availability of arts & cultural amenities (-7%)
- Overall enforcement of codes & ordinances (-7%)
- Adequacy of public parking in Downtown Fayetteville (-7%)
- Enforcement of sign ordinance (-6%)
- Cultural programming (events, concerts, festivals) (-6%)
- Bulky item pick up/removal services (e.g. old furniture, appliances) (-6%)

- How quickly street repairs are made (-6%)
- Quality & condition of greenways & trails in City (-6%)
- Overall quality of City's recreation programs & services (-5%)
- City efforts to keep you informed about local issues (-5%)
- Timing of traffic signals (-5%)
- Overall quality of life in your neighborhood (-5%)
- Diversity of City recreation opportunities (-5%)
- Enforcement of ordinance preventing illegal development activity (-5%)
- Enforcement of fire code (-5%)
- Appearance of houses in your neighborhood (-5%)
- Enforcement of illegal uses (-5%)
- Level of public involvement in local decisions (-5%)

## Additional Findings

- Eighty-five percent (85%) indicated they had visited Downtown Fayetteville, 77% visited a neighborhood or City park, 64% attended an event at or visited Festival Park, and 62% used Fayetteville Regional Airport during the past year.
- The highest levels of satisfaction with planning and zoning, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of new commercial development (55%) and the overall quality of new residential development in the City (50%).
- The highest levels of satisfaction with the City’s strategic goals, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: Safe and Secure Community (60%), Desirable Place to Live, Work, and Recreate (45%), and Diverse and Viable Economy (38%). Strategic Goals that residents felt should receive the most emphasis from City leaders over the next two years, are: Safe and Secure Community, Desirable Place to Live, Work and Recreate, and Diverse and Viable Economy. Residents were asked if they had heard about the City’s Strategic Plan, in which sixteen percent (16%) indicated they had not heard about it.
- The highest ratings with the City, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the City as a place to live (61%), as a place to raise children (52%), as a City that is moving in the right direction (51%), and as a place to retire (50%).
- The highest levels of support for additional funding, based upon the combined percentage of “very willing” and “willing” responses from residents *who had an opinion*, were: additional stormwater infrastructure to address flooding concerns (65%), additional police facilities and services (64%), additional investments in the City’s transportation network (64%). And additional fire facilities and services (63%).



## Investment Priorities

**Recommended Priorities for the Next Two Years.** To help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

- Overall flow of traffic in City (IS Rating=0.2922)
- Overall maintenance of City streets (IS Rating=0.2435)
- Overall quality of police protection (IS Rating=0.1047).

The table below shows the importance-satisfaction rating for all 14 major categories of City services that were rated.

2018 Importance-Satisfaction Rating City of Fayetteville Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall flow of traffic in City	39%	1	24%	15	0.2922	1
Overall maintenance of City streets	38%	2	35%	11	0.2435	2
<b>High Priority (IS .10-.20)</b>						
Overall quality of police protection	33%	3	68%	2	0.1047	3
<b>Medium Priority (IS &lt;.10)</b>						
Overall enforcement of codes & ordinances	13%	6	38%	9	0.0822	4
Overall appearance of major entryways to City	15%	5	48%	7	0.0755	5
Overall quality of public transit system, Fayetteville Area System	9%	9	40%	8	0.0519	6
Overall effectiveness of Economic & Community Development t	7%	11	28%	12	0.0510	7
Overall quality of parks & recreation facilities & programs	10%	8	60%	3	0.0410	8
Overall effectiveness of communication with the public	8%	10	49%	6	0.0409	9
Overall effectiveness of Economic & Community Development t	4%	13	24%	14	0.0280	10
Overall quality of customer service received frm City employees	5%	12	56%	4	0.0240	11
Overall effectiveness of Economic & Community Development t	3%	14	26%	13	0.0236	12
Overall building, zoning, & permitting customer service	3%	15	36%	10	0.0191	13
Overall quality of fire protection & rescue services	11%	7	84%	1	0.0174	14

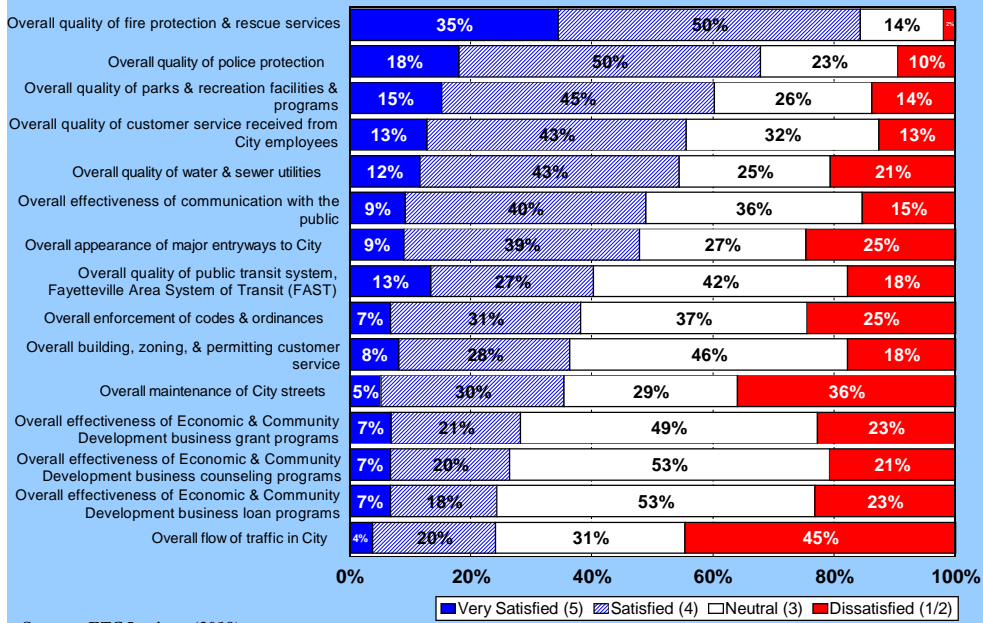
# Section 1

## *Charts and Graphs*

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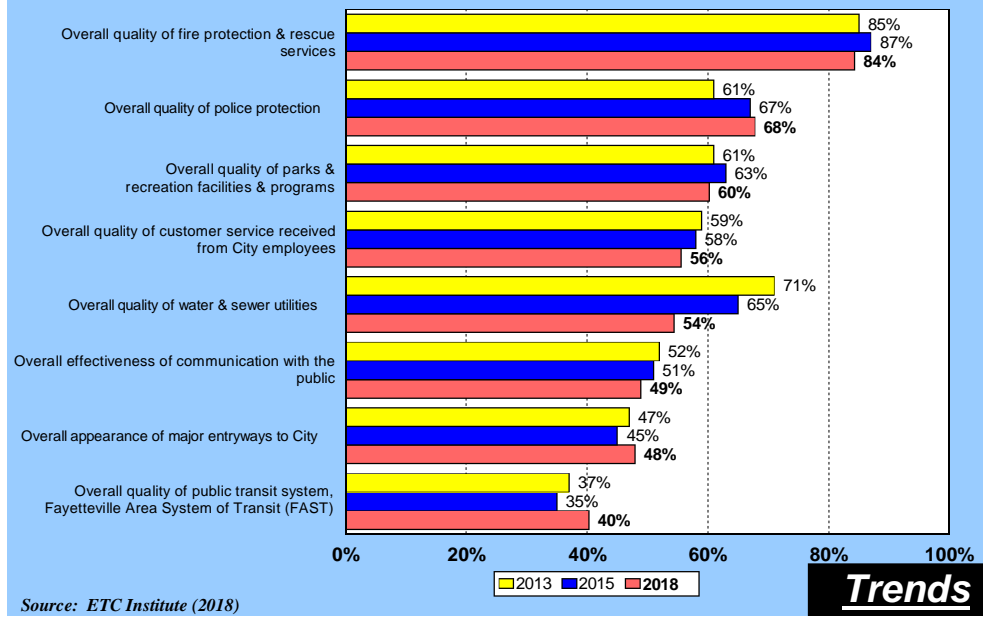
## Q1. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)



## Satisfaction With Major Categories of City Services 2013 vs. 2015 vs. 2018

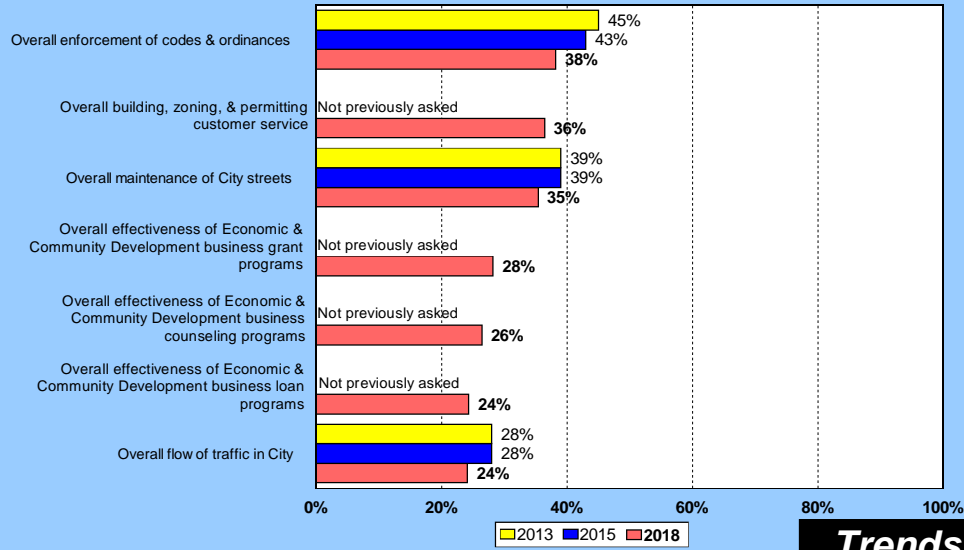
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



## Satisfaction With Major Categories of City Services (Cont.)

2013 vs. 2015 vs. 2018

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

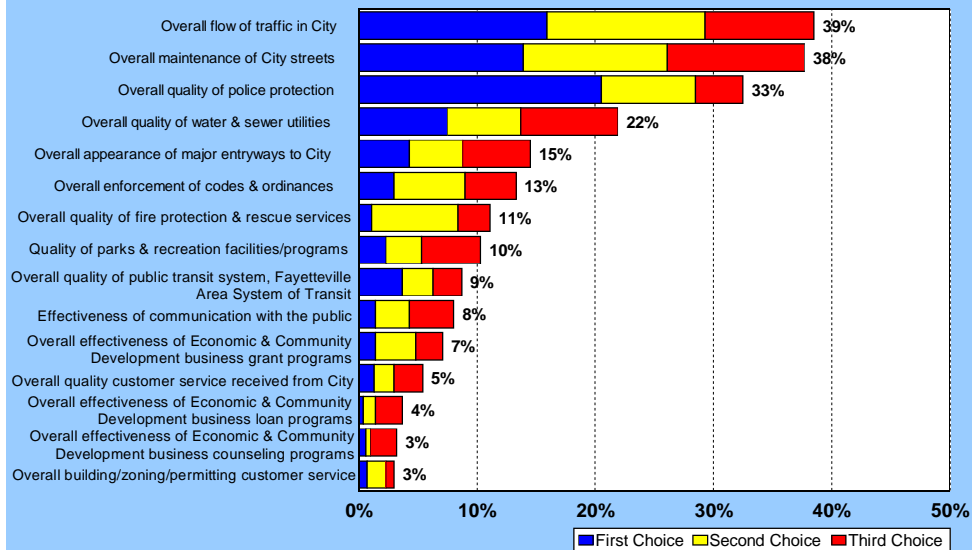


Source: ETC Institute (2018)

**Trends**

## Q2. Major Categories of City Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

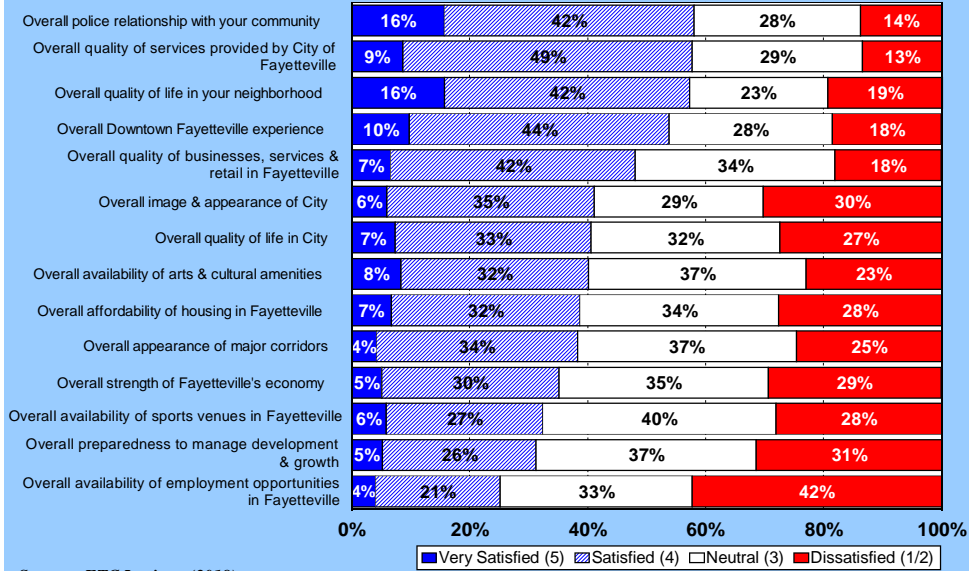
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2018)

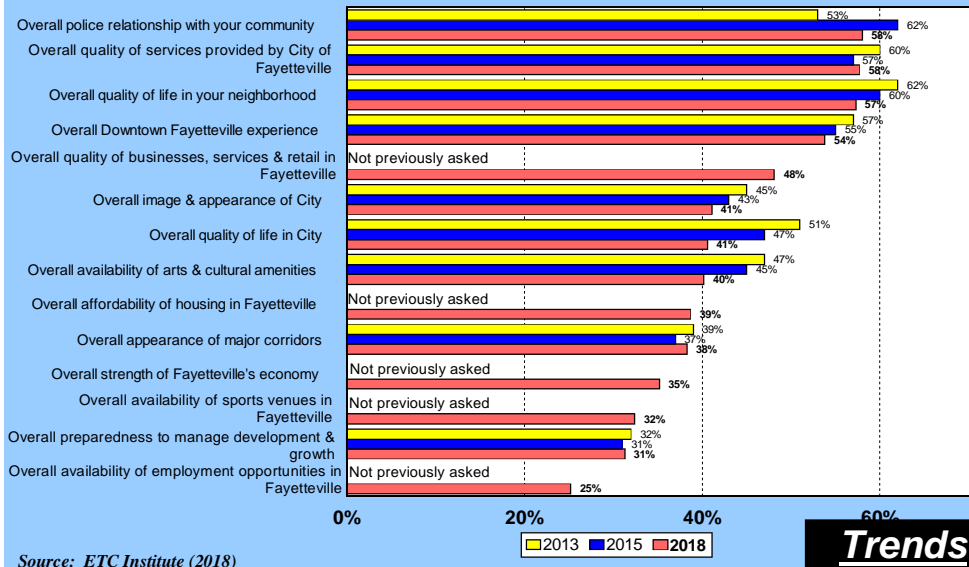
### Q3. Satisfaction With Items That Influence Perceptions of the City of Fayetteville

by percentage of respondents (excluding don't knows)

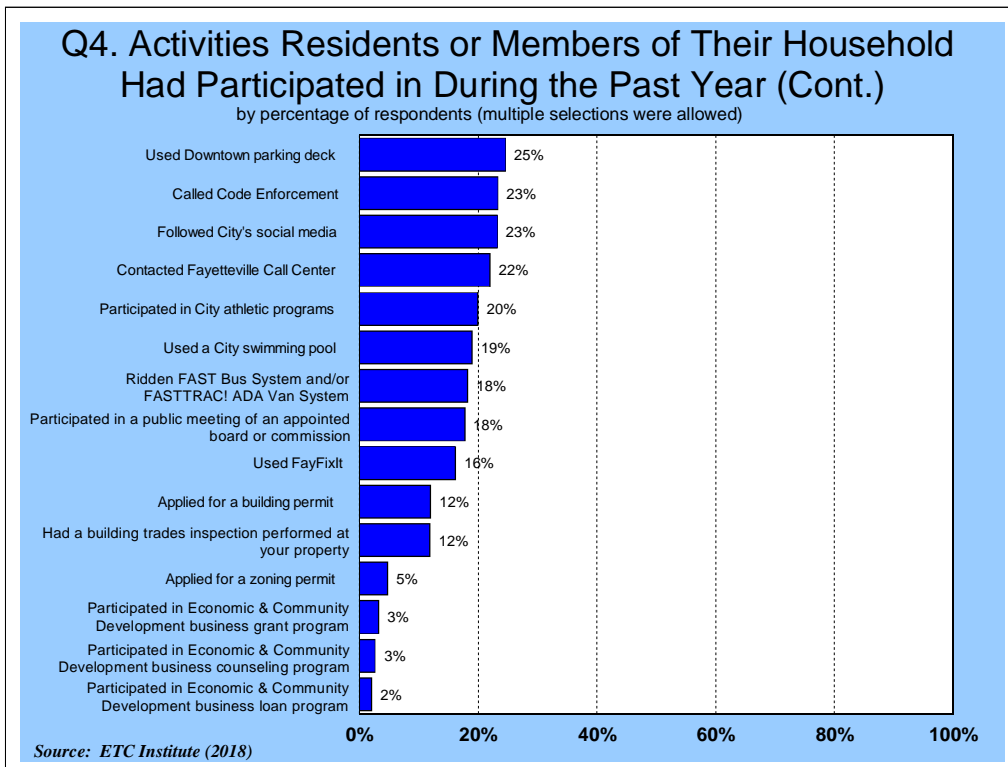
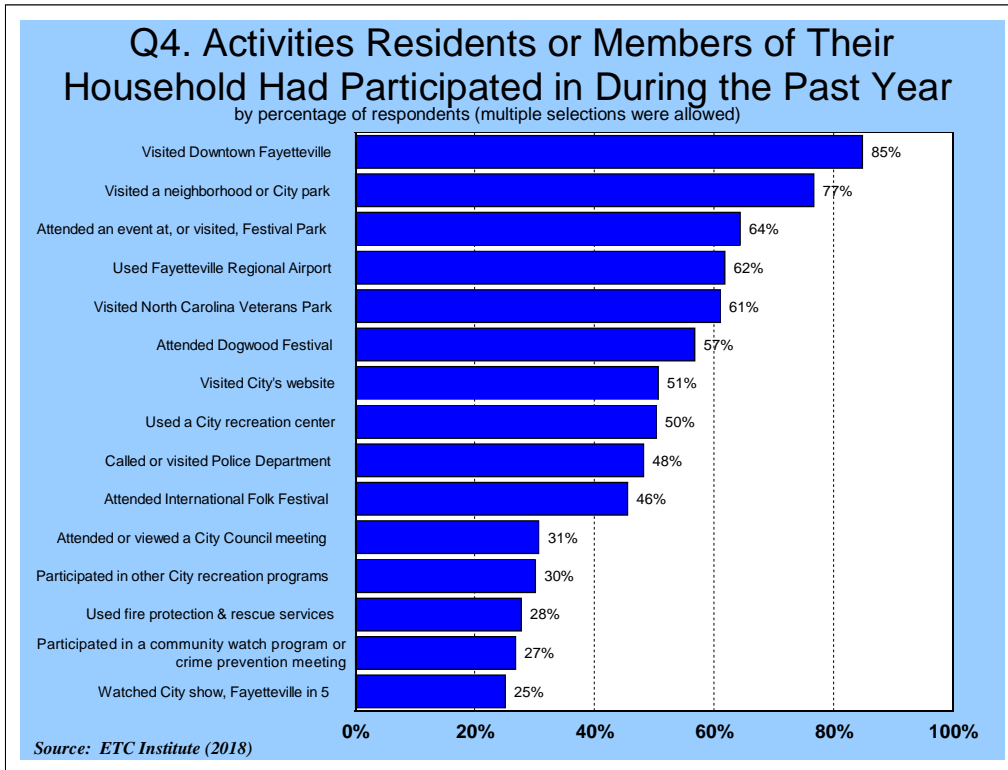


### Satisfaction With Items That Influence Perceptions of the City of Fayetteville 2013 vs. 2015 vs. 2018

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



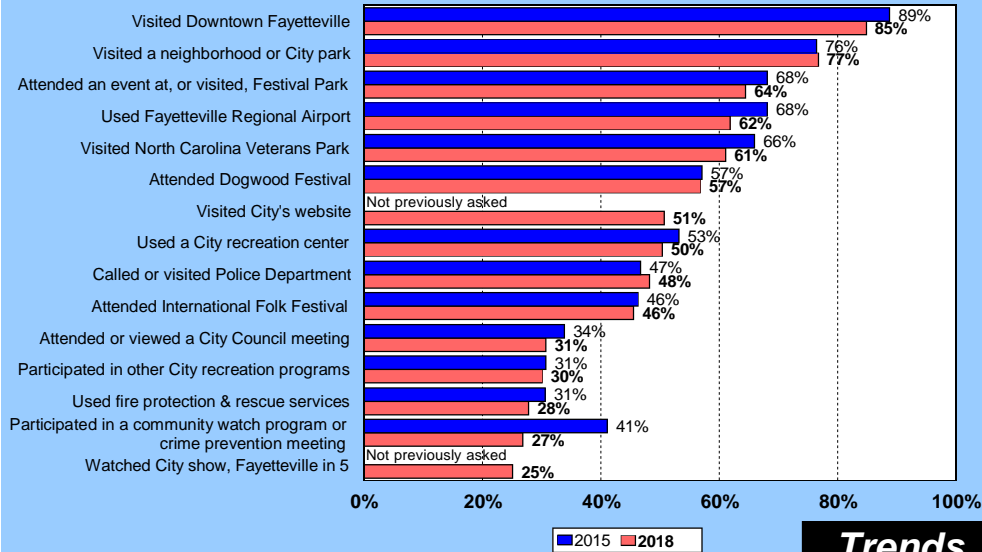
**Trends**



## Activities Residents or Members of Their Household Had Participated in During the Past Year

2015 vs. 2018

by percentage of respondents (multiple selections were allowed)



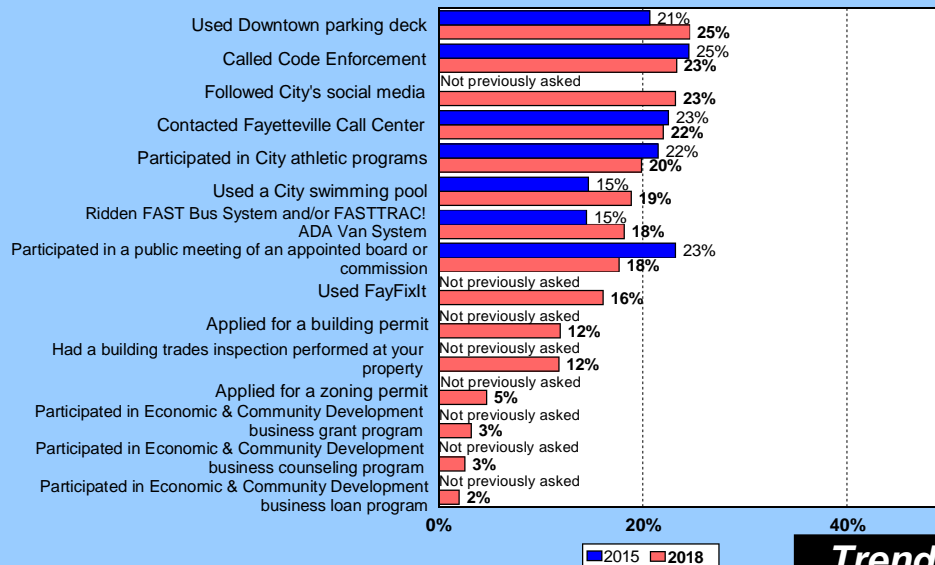
Source: ETC Institute (2018)

**Trends**

## Activities Residents or Members of Their Household Had Participated in During the Past Year (Cont.)

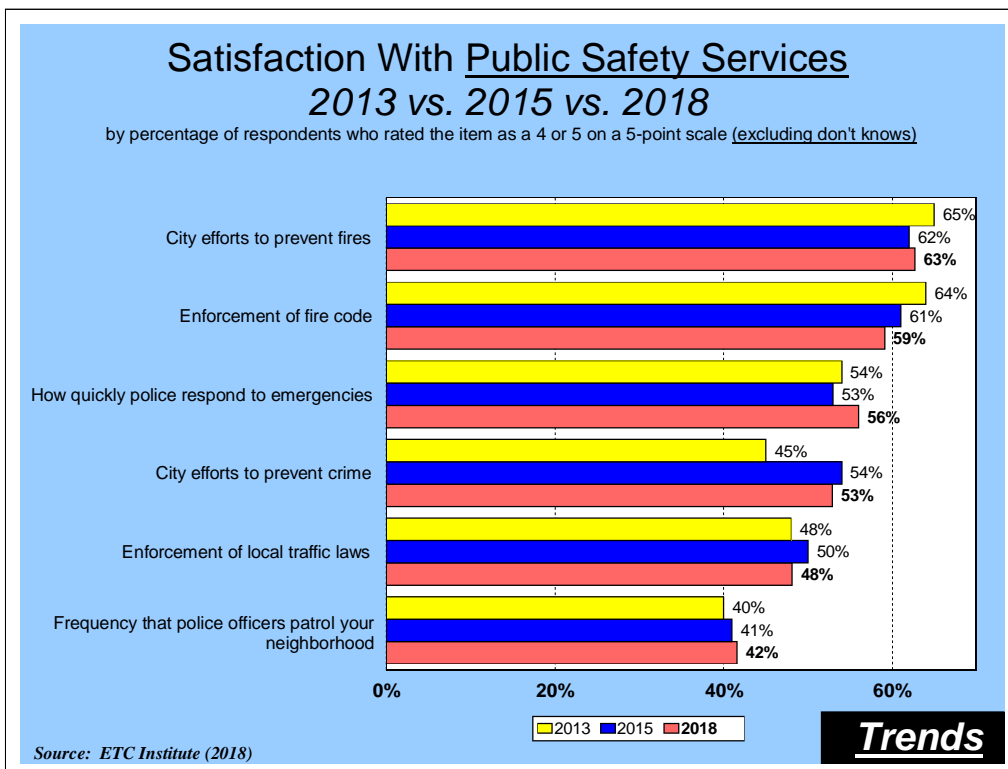
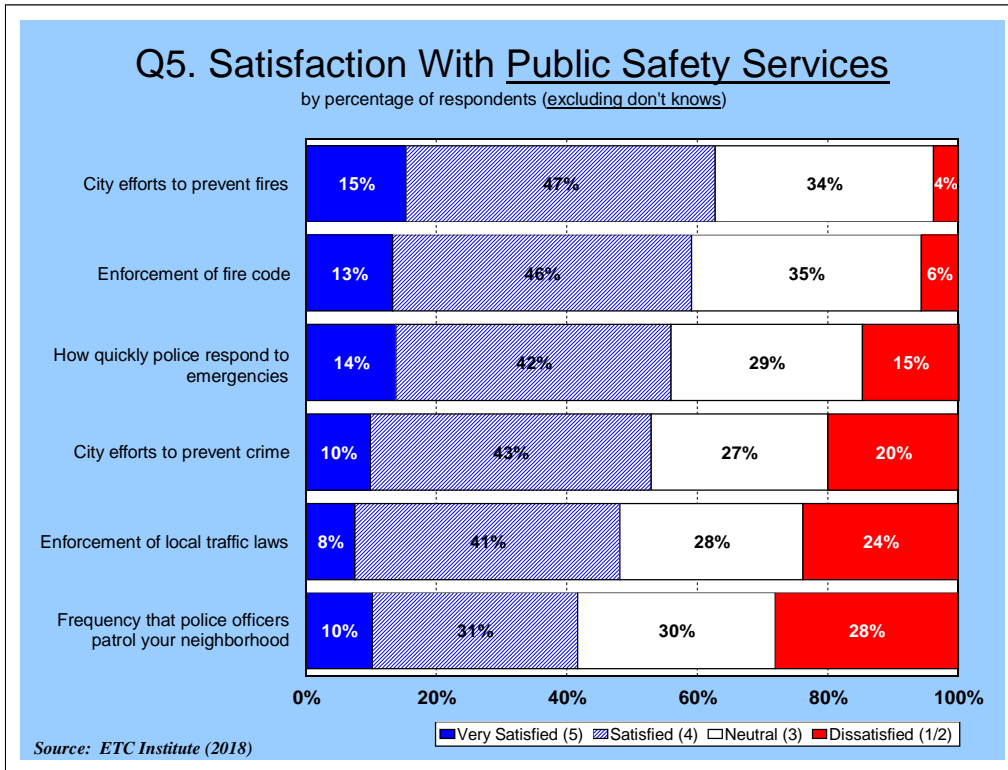
2015 vs. 2018

by percentage of respondents (multiple selections were allowed)

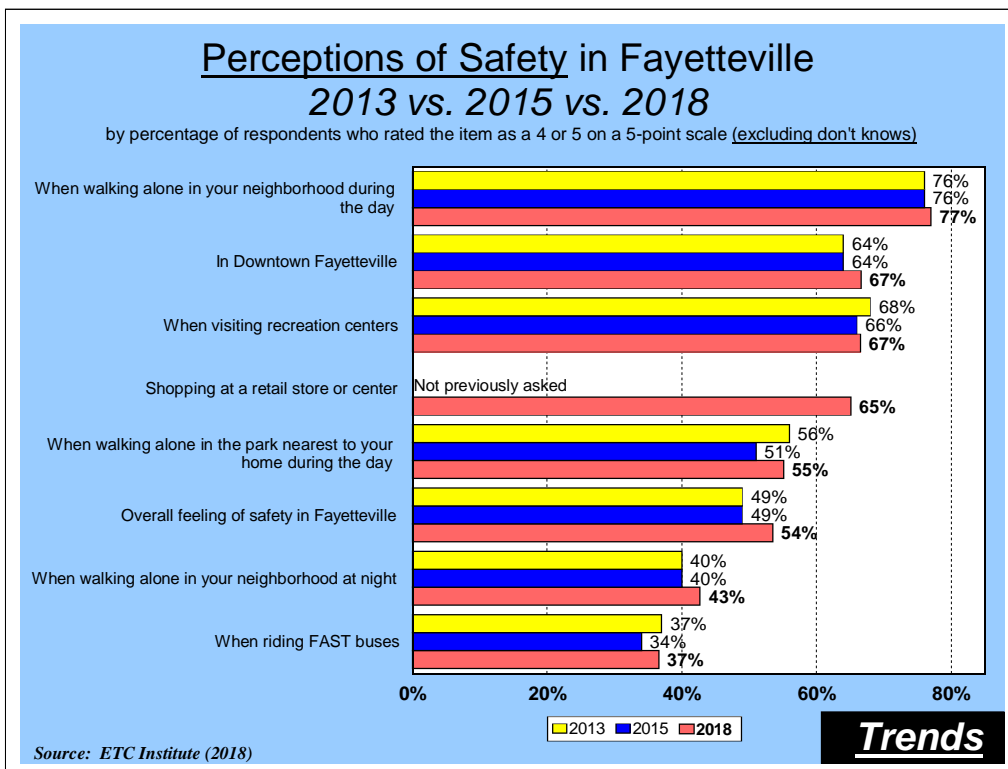
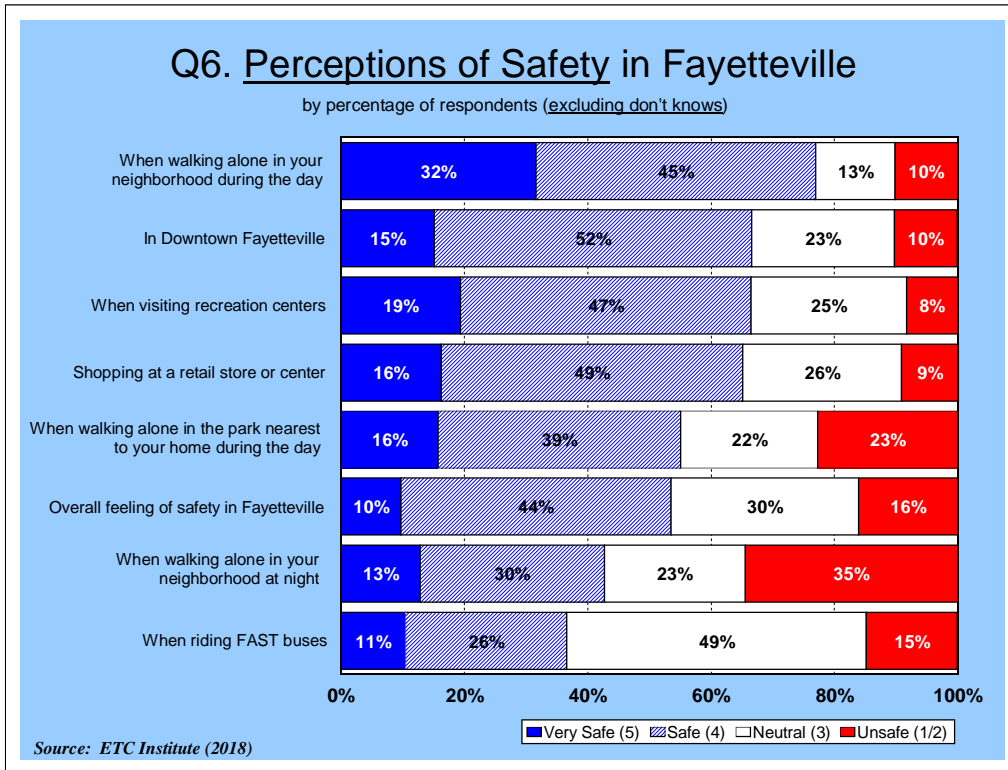


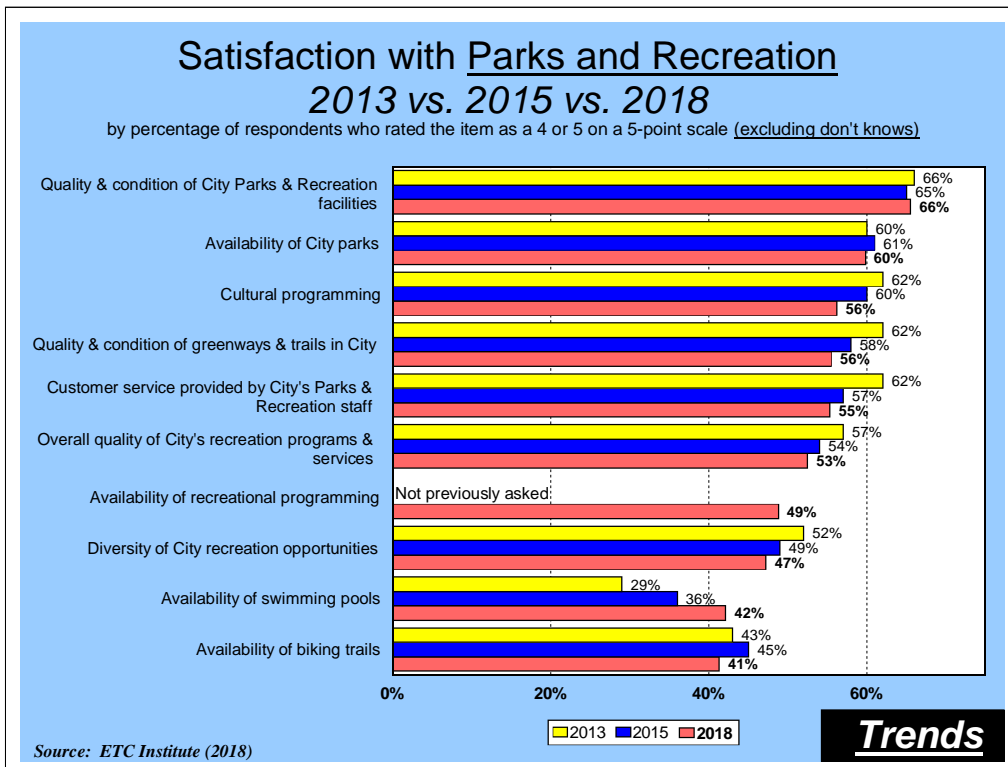
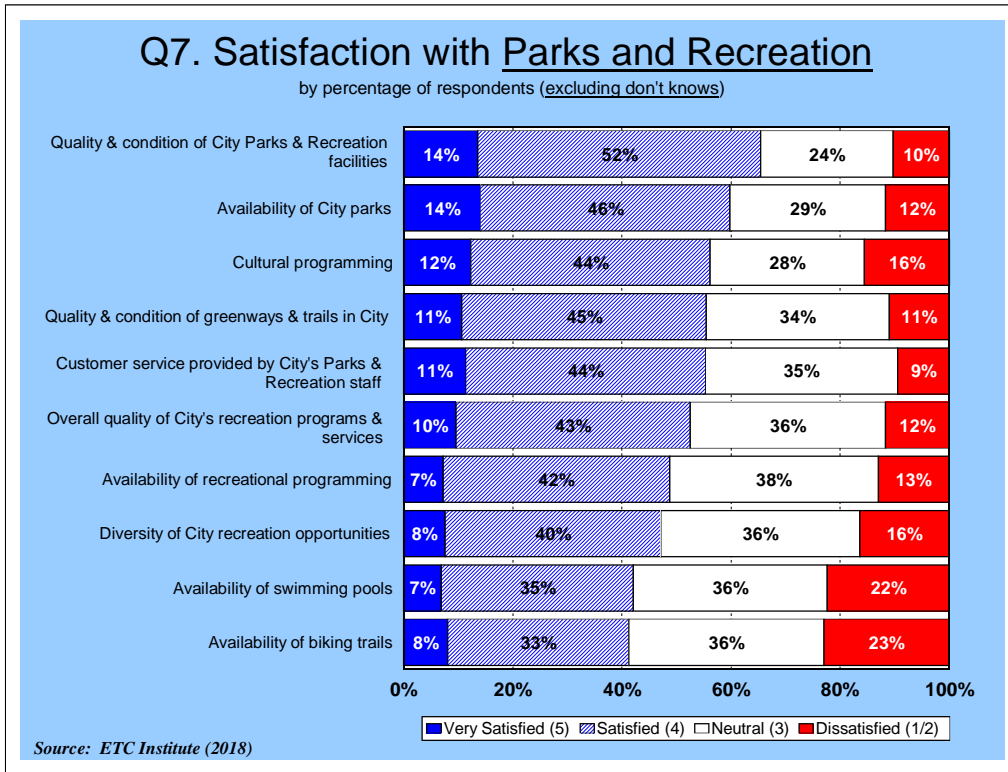
Source: ETC Institute (2018)

**Trends**



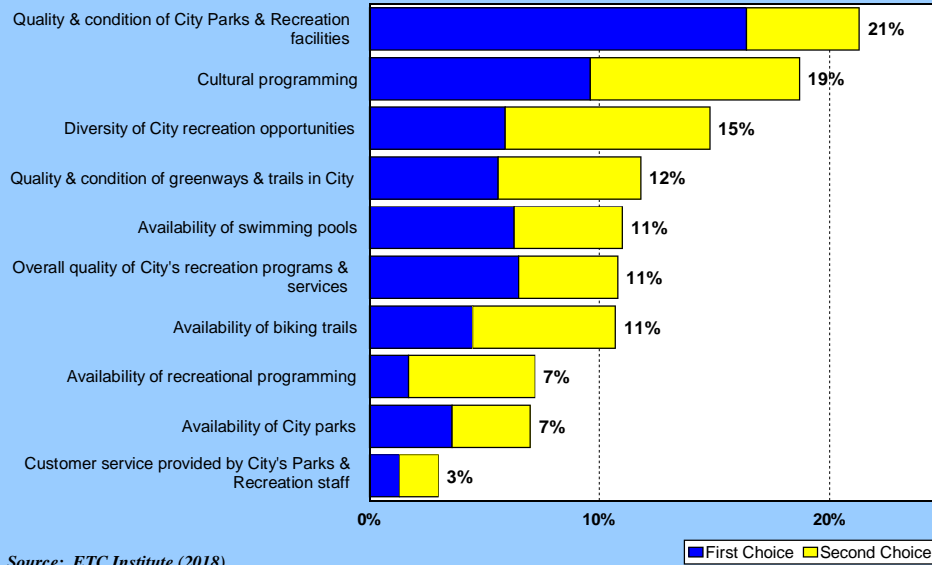






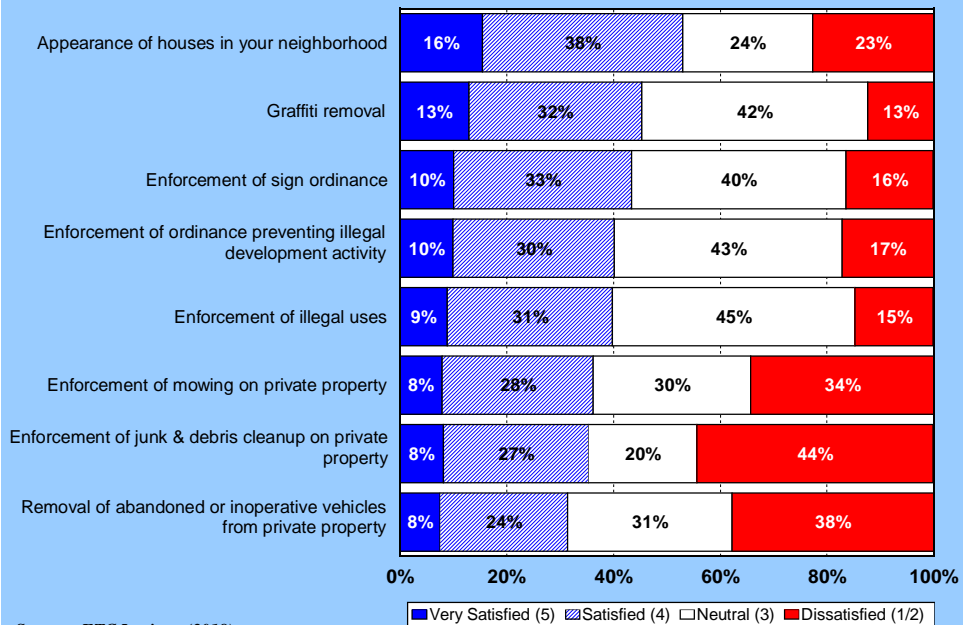
### Q8. Parks and Recreation Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

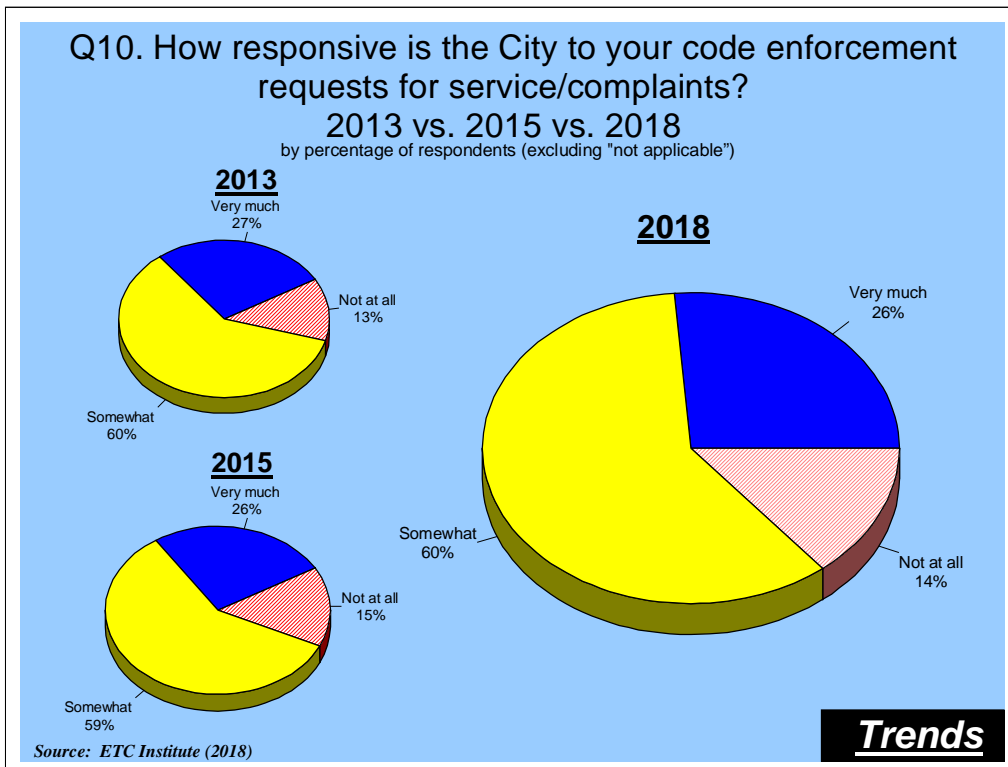
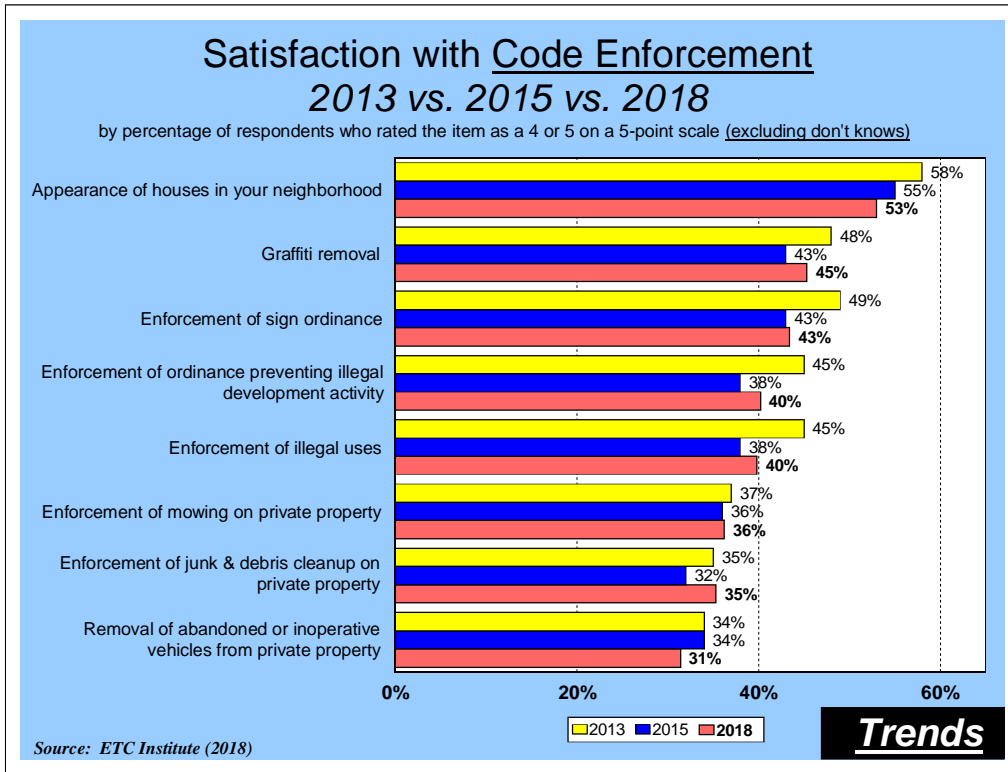
by percentage of respondents surveyed who selected the item as one of their top two choices

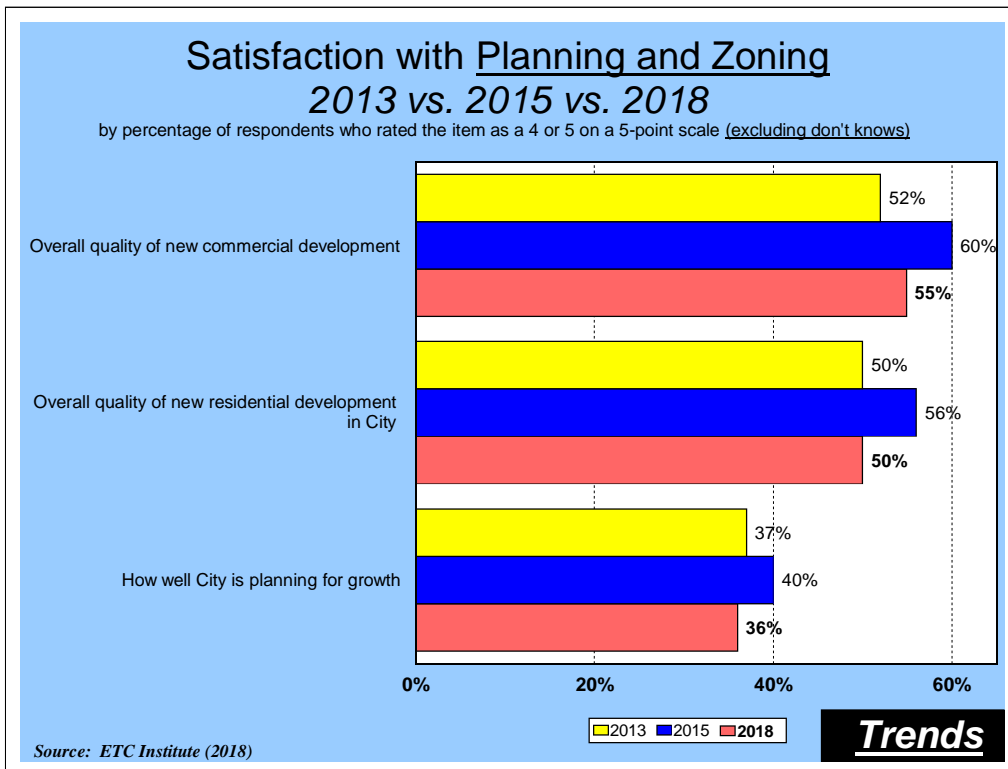
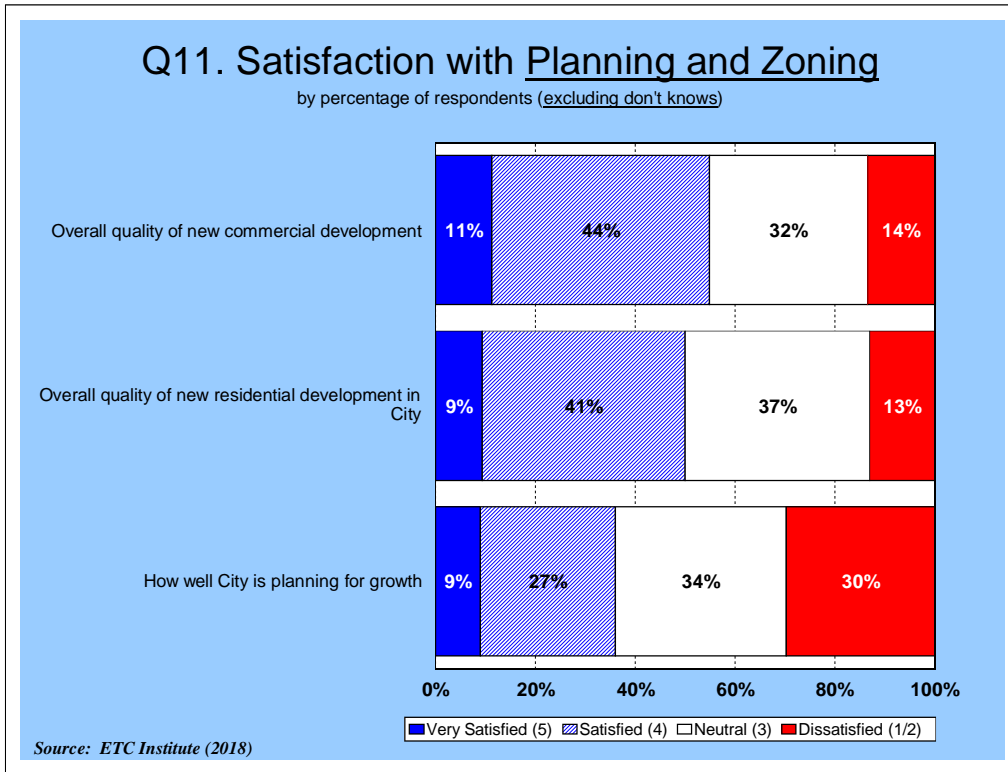


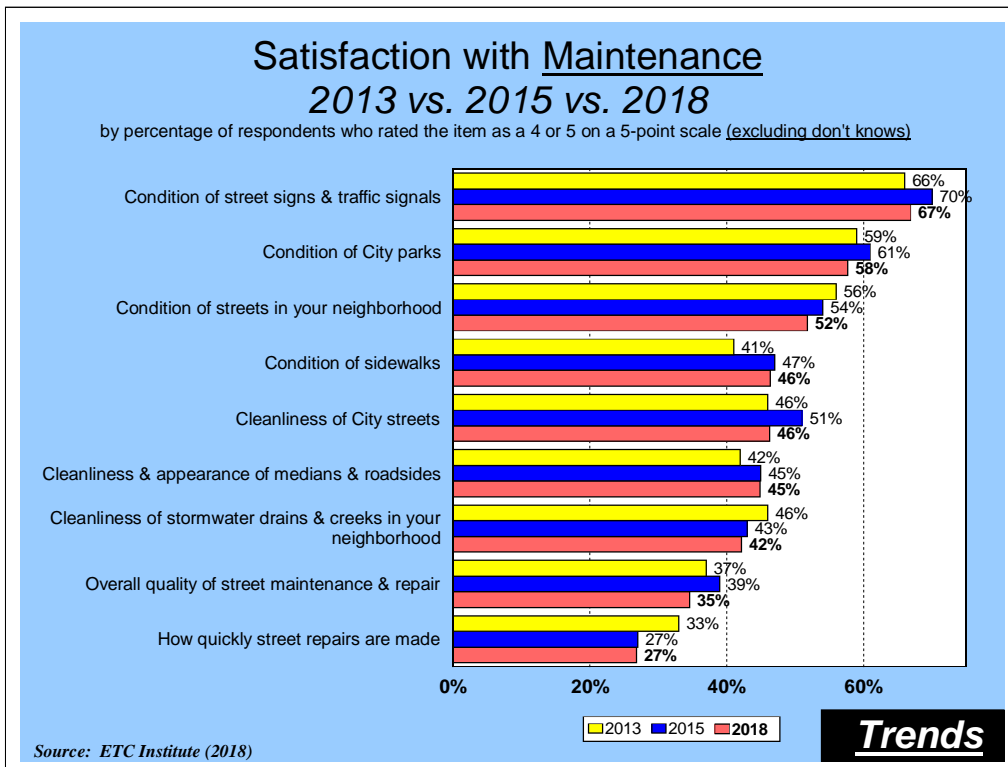
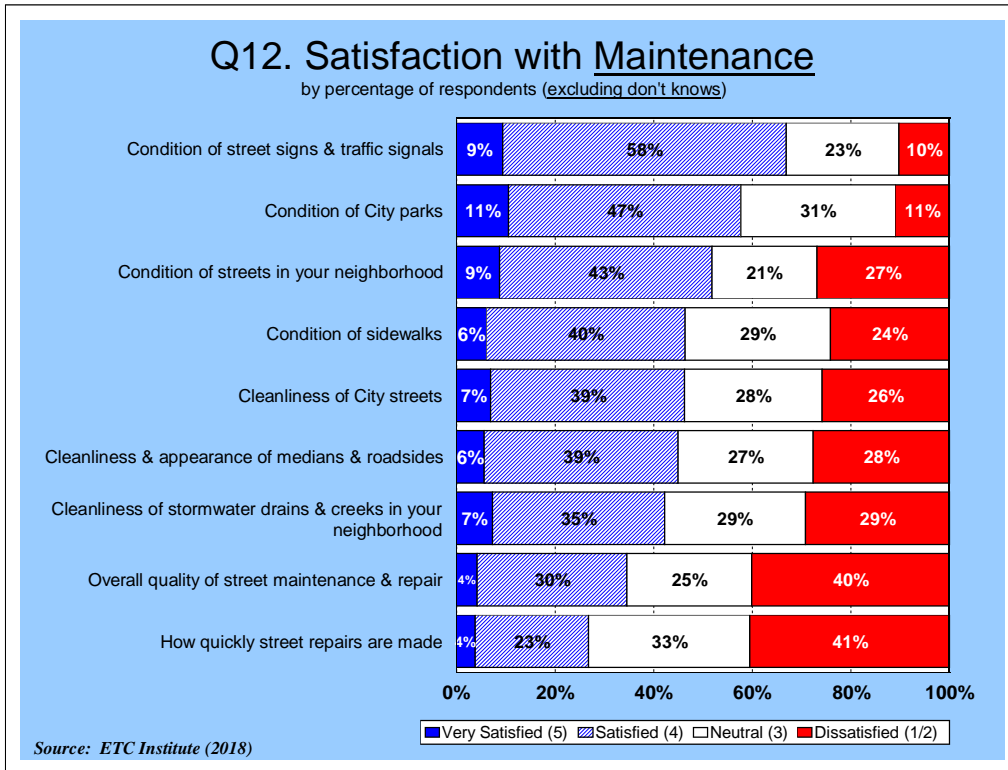
### Q9. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



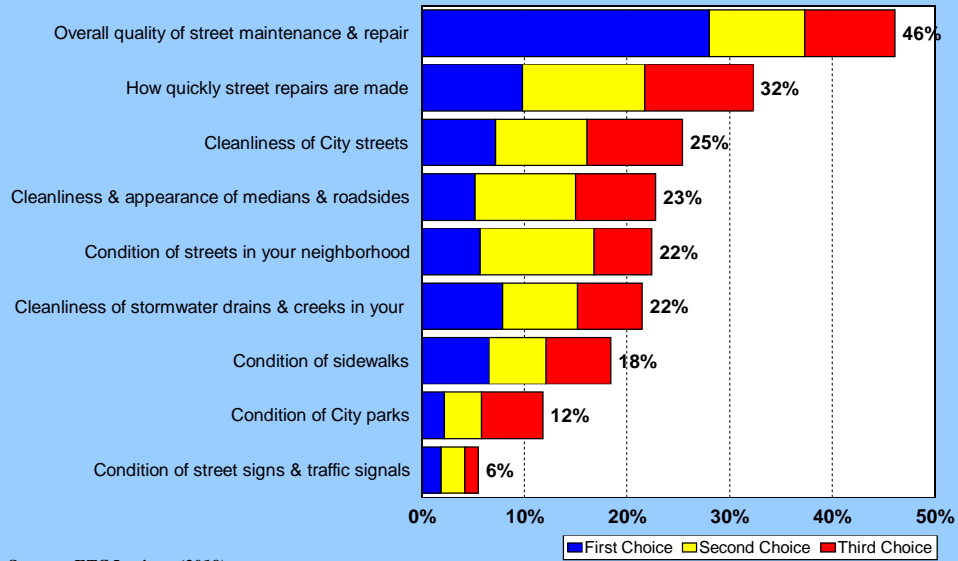






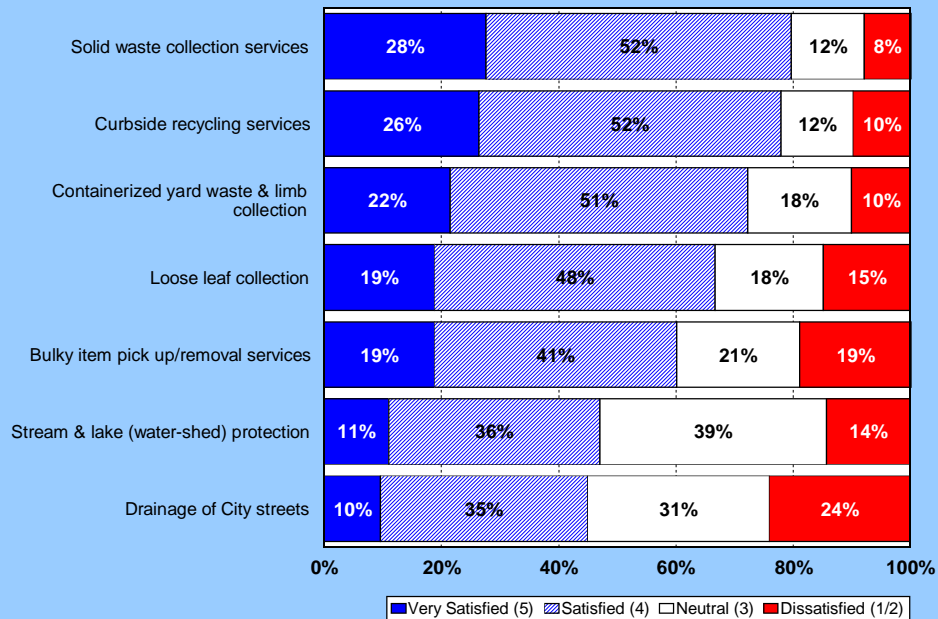
### Q13. Maintenance Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

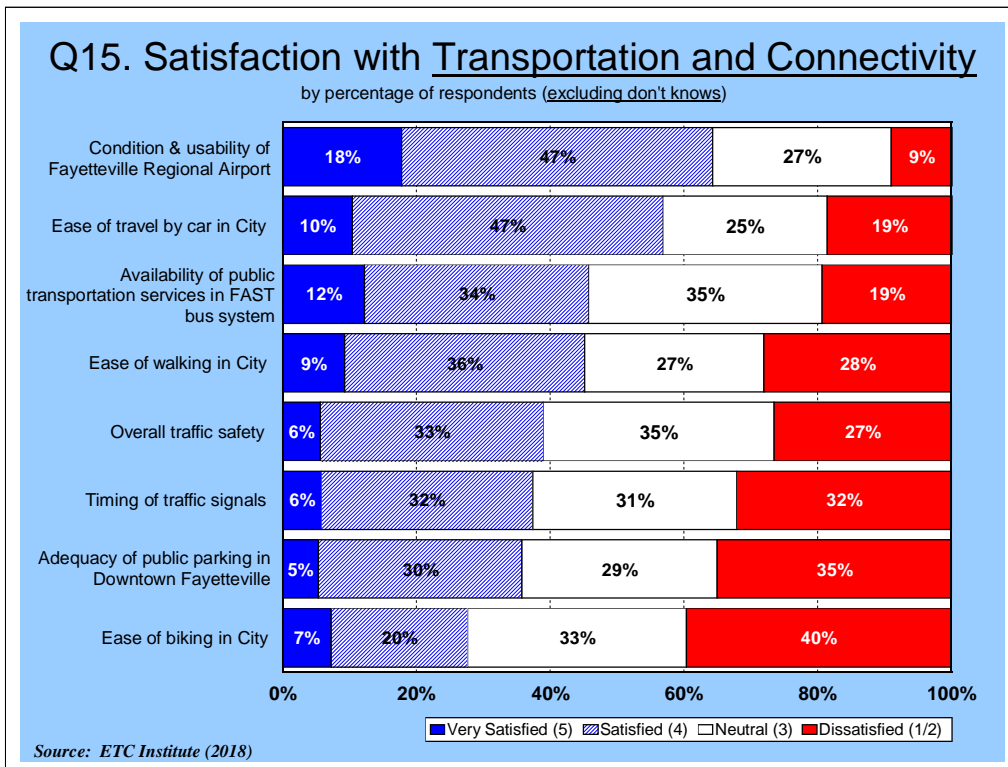
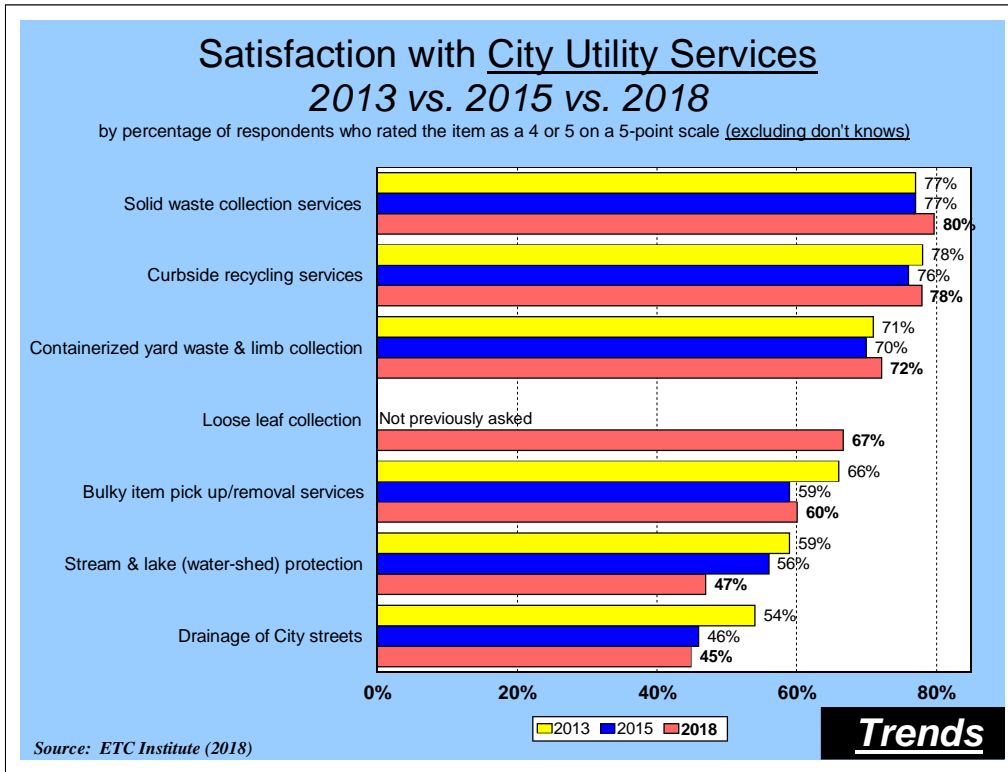
by percentage of respondents surveyed who selected the item as one of their top three choices



### Q14. Satisfaction with City Utility Services

by percentage of respondents (excluding don't knows)

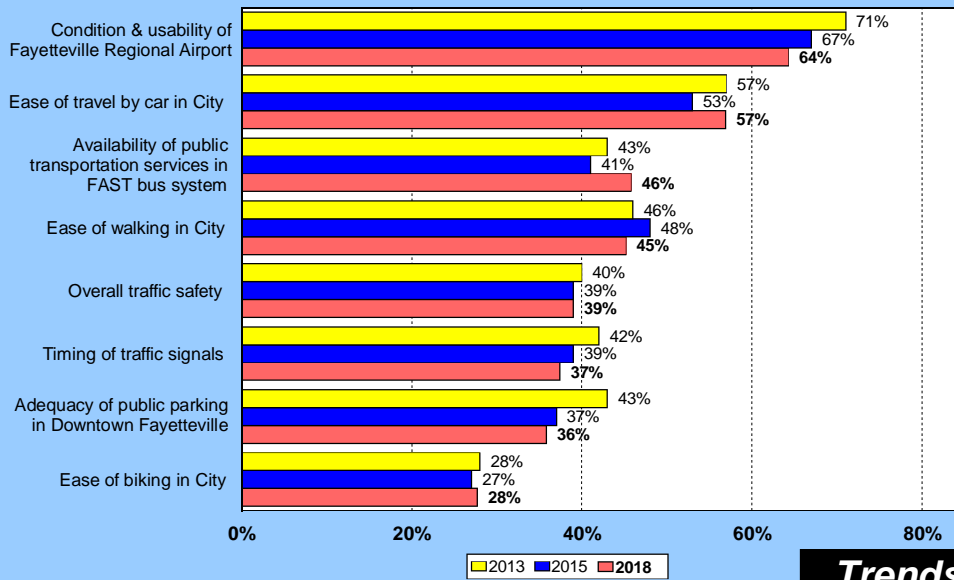






## Satisfaction with Transportation and Connectivity 2013 vs. 2015 vs. 2018

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



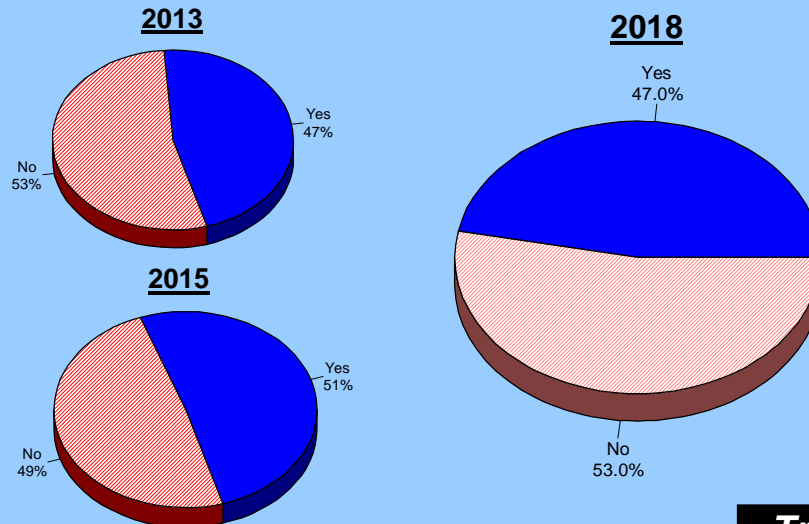
Source: ETC Institute (2018)

**Trends**

### Q16. During the past year, have you or other members of your household contacted the City to seek services, ask a question, or file a complaint?

2013 vs. 2015 vs. 2018

by percentage of respondents (excluding not provided)

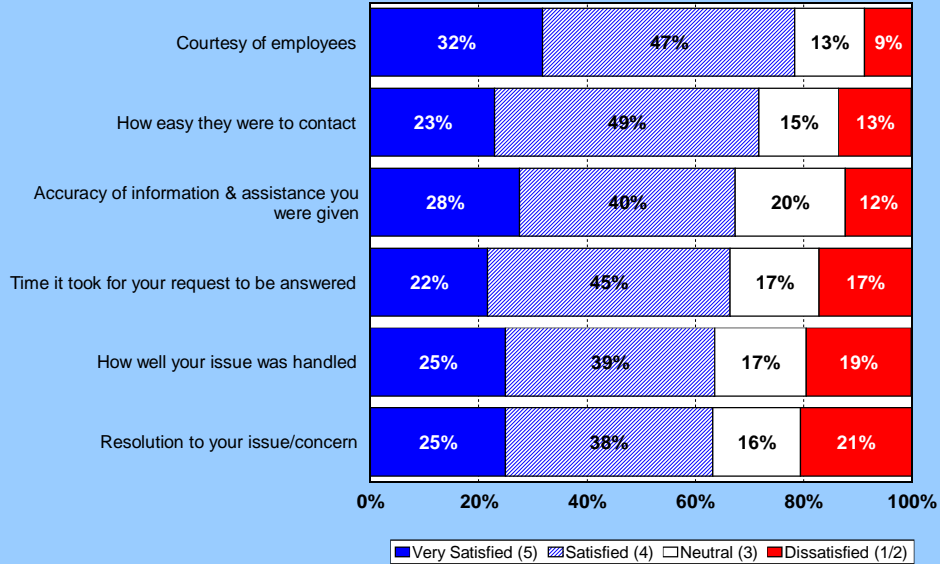


Source: ETC Institute (2018)

**Trends**

### Q16a. Satisfaction with the Customer Service Received from City Employees

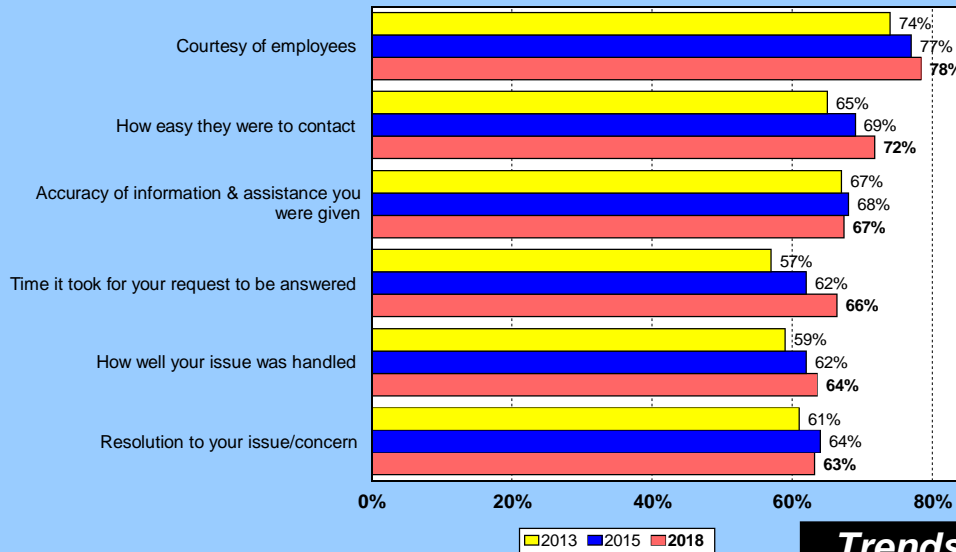
by percentage of respondents who had contacted the City (excluding don't knows)



Source: ETC Institute (2018)

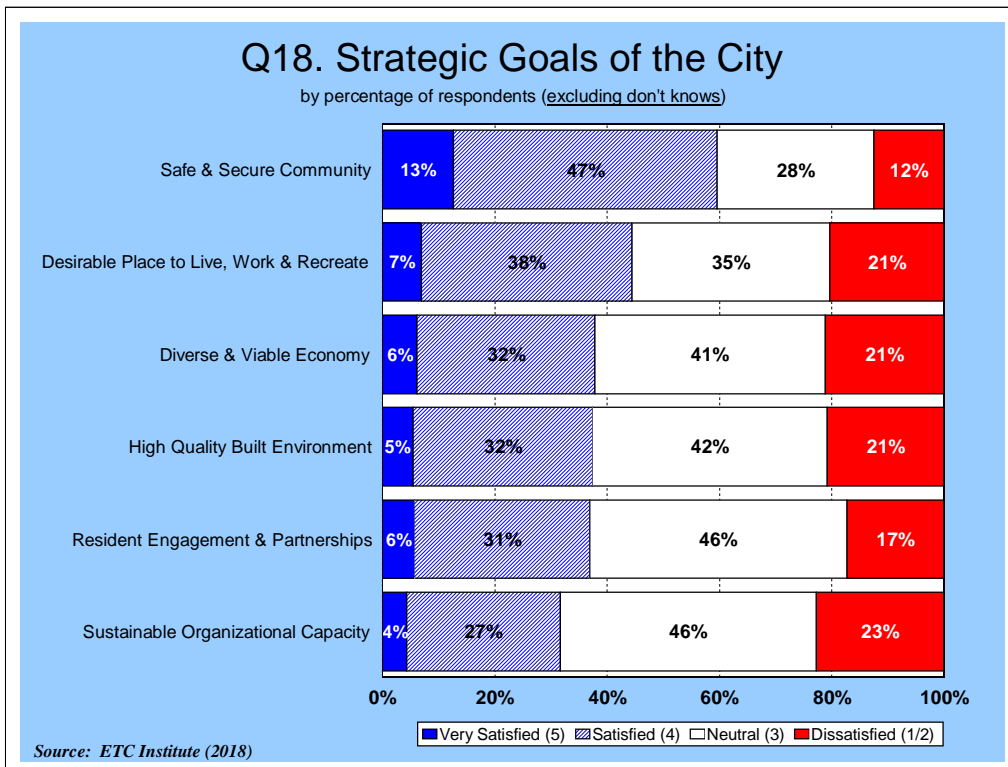
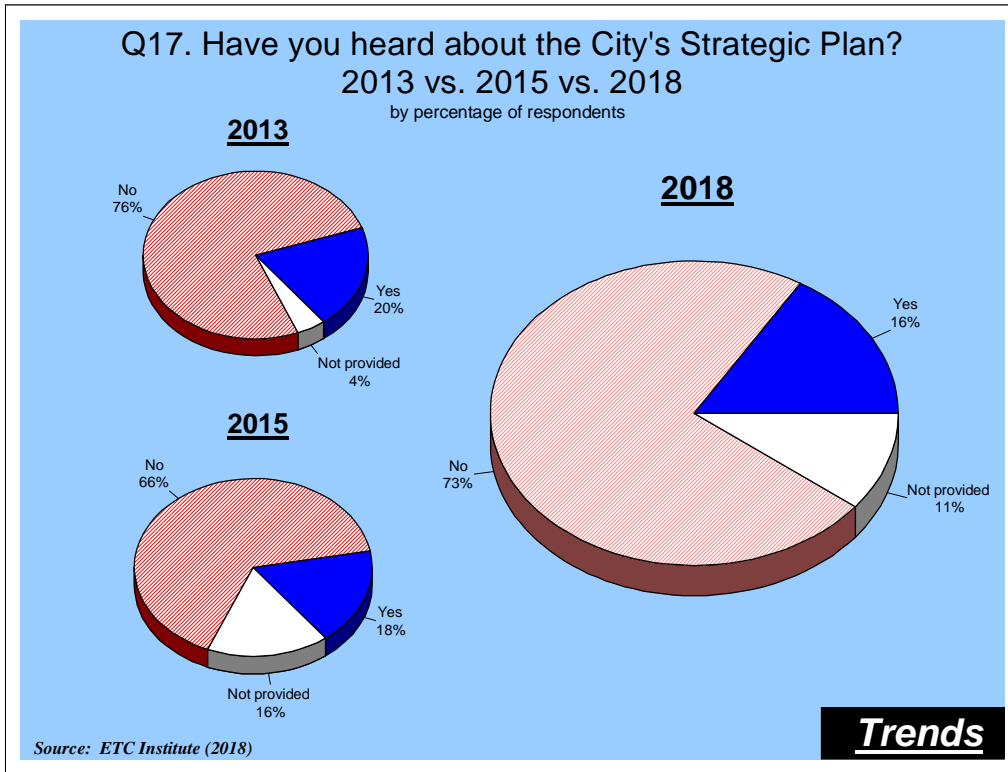
### Satisfaction with the Customer Service Received from City Employees 2013 vs. 2015 vs. 2018

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



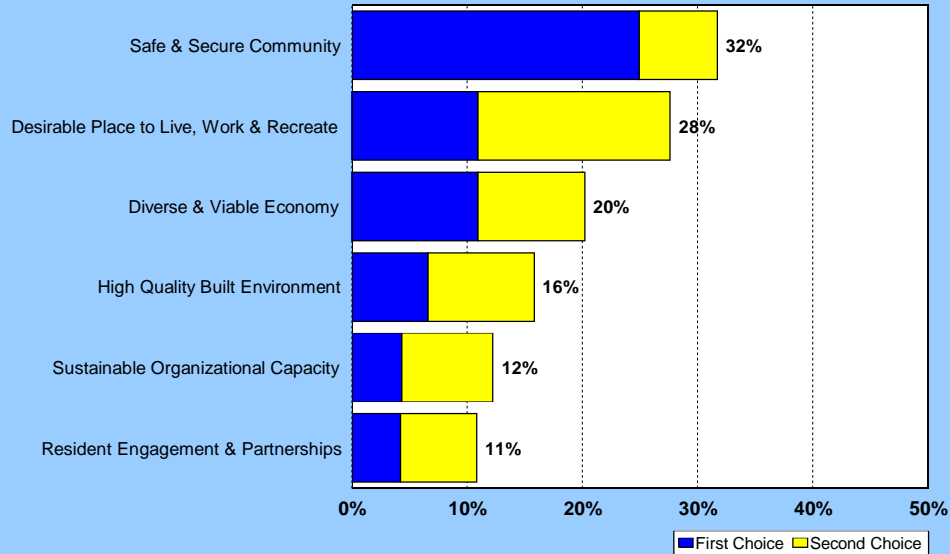
Source: ETC Institute (2018)

**Trends**



### Q19. Strategic Goals That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

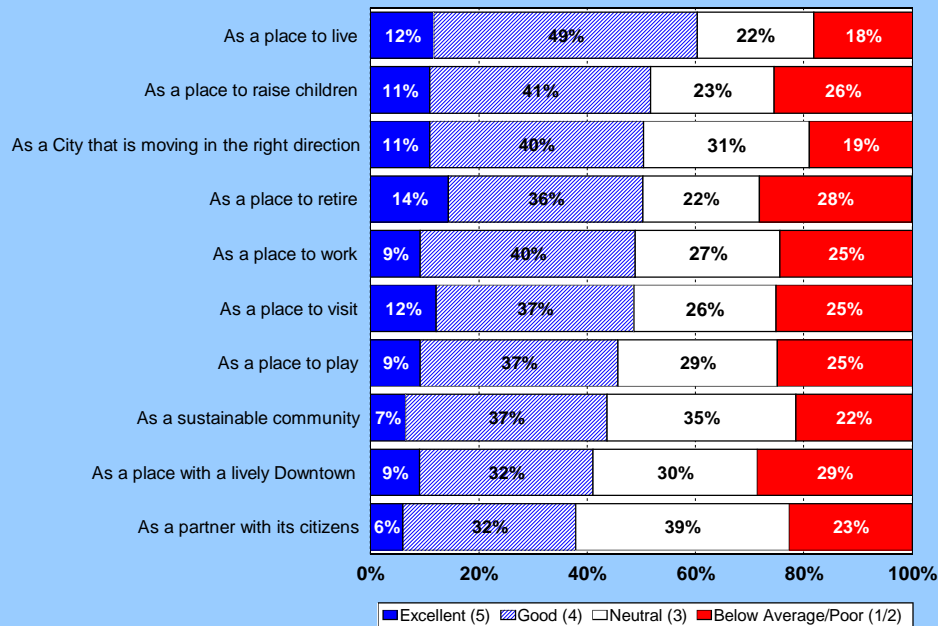
by percentage of respondents surveyed who selected the item as one of their top two choices



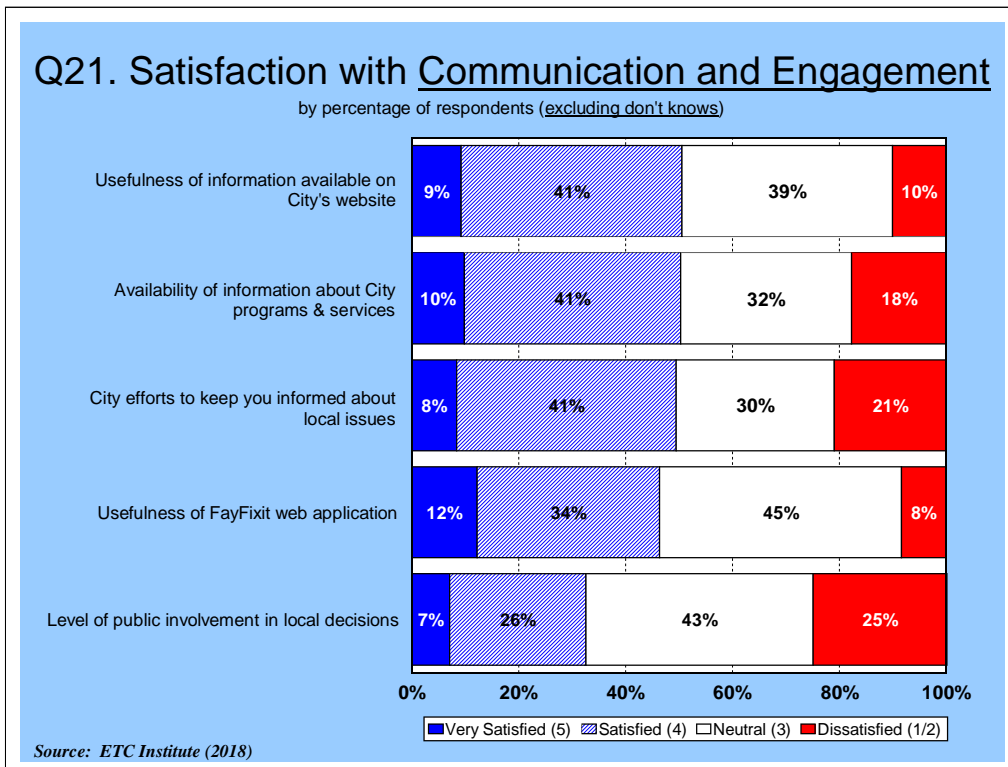
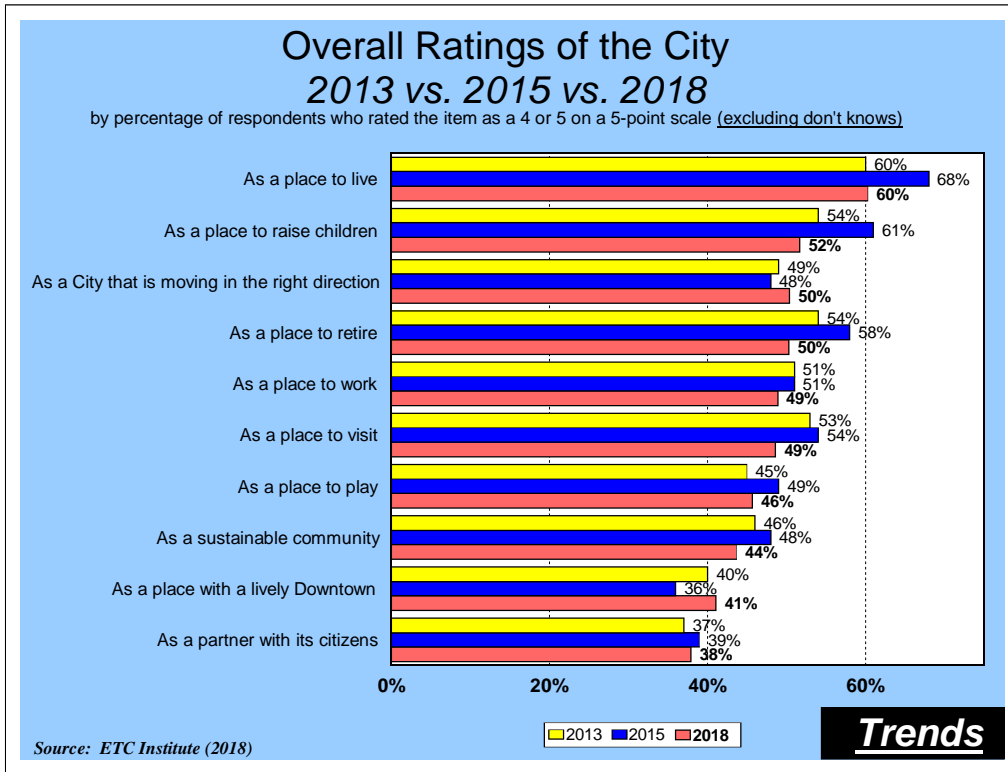
Source: ETC Institute (2018)

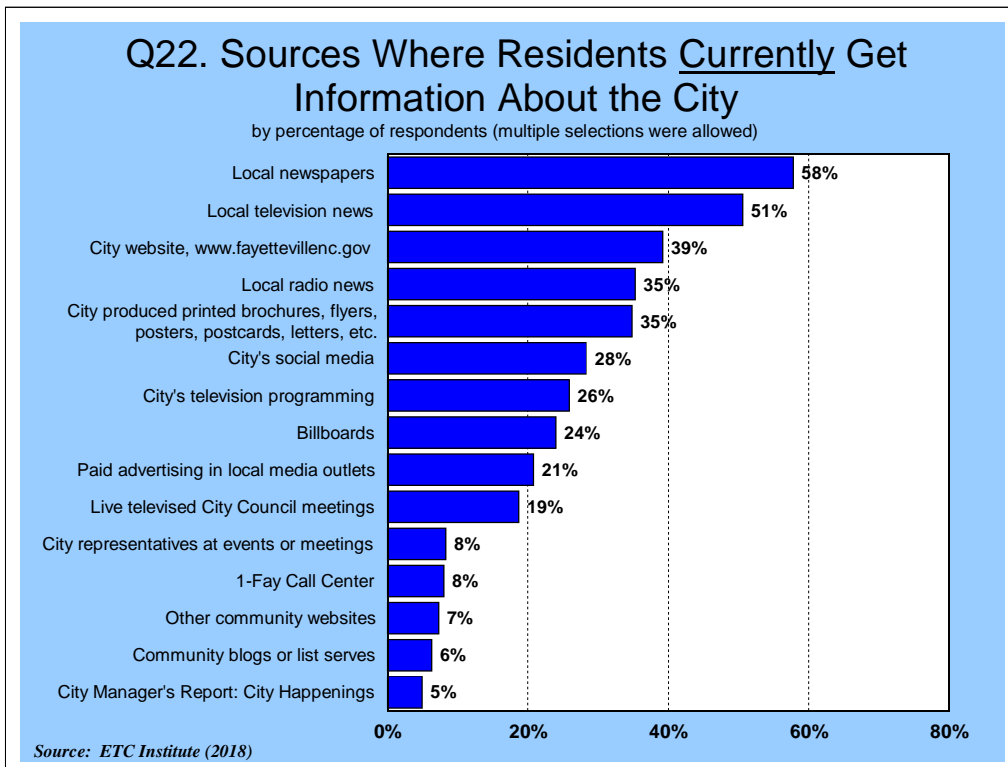
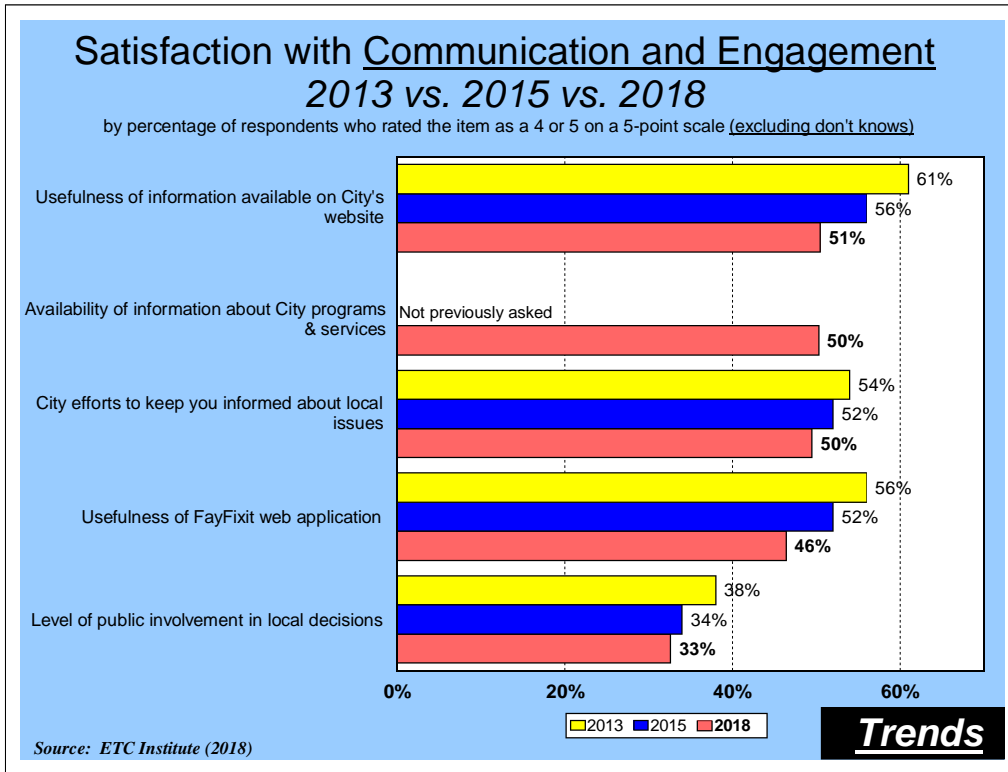
### Q20. Overall Ratings of the City

by percentage of respondents (excluding don't knows)



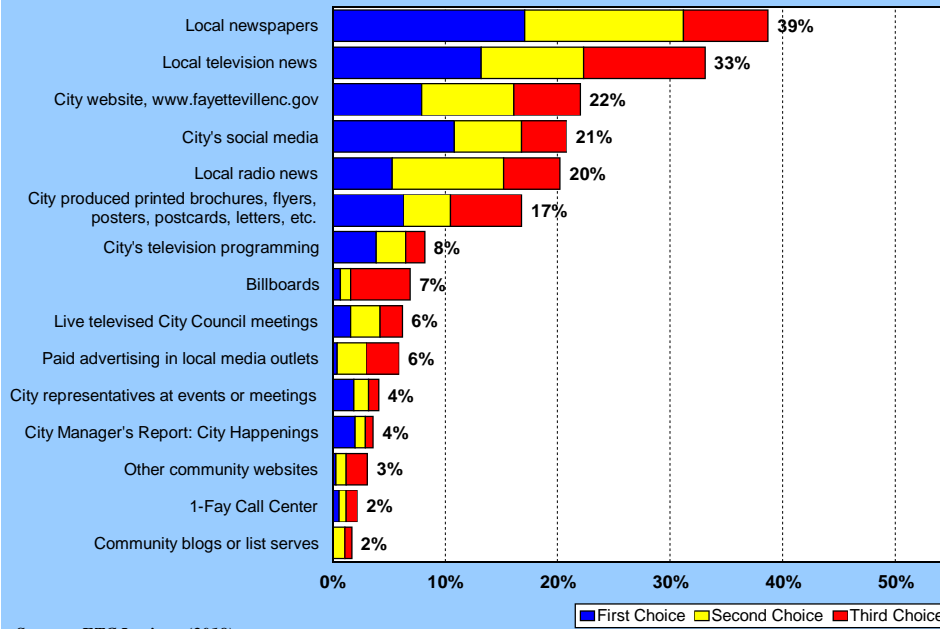
Source: ETC Institute (2018)





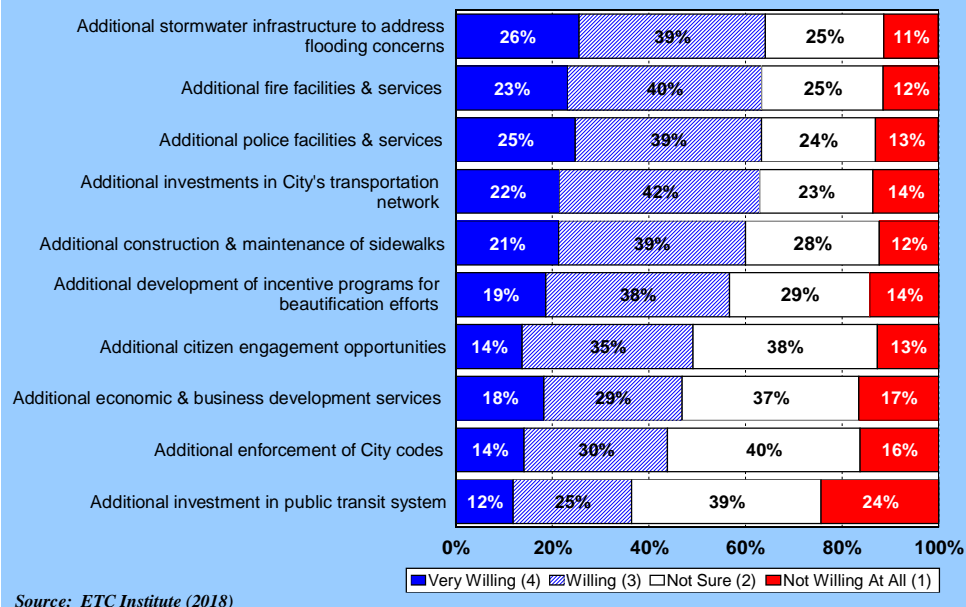
### Q23. Preferred Sources of Information

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



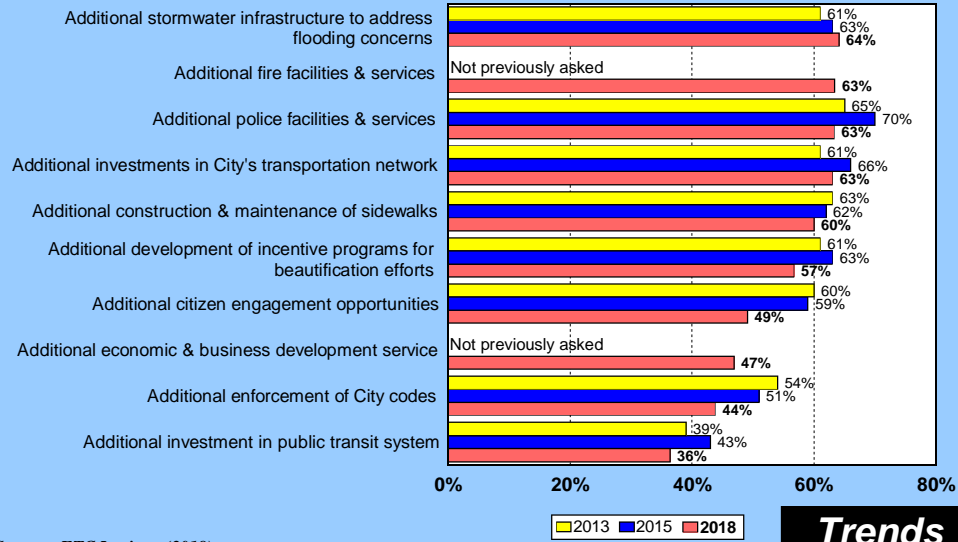
### Q24. Willingness to Support Additional Funding for the Following:

by percentage of respondents



## Willingness to Support Additional Funding for the Following: 2013 vs. 2015 vs. 2018

by percentage of respondents who were either "very willing" or "willing" (excluding don't knows)



Source: ETC Institute (2018)

# Demographics

Source: ETC Institute (2018)



### Q28. Number of Years Residents Have Lived in Fayetteville

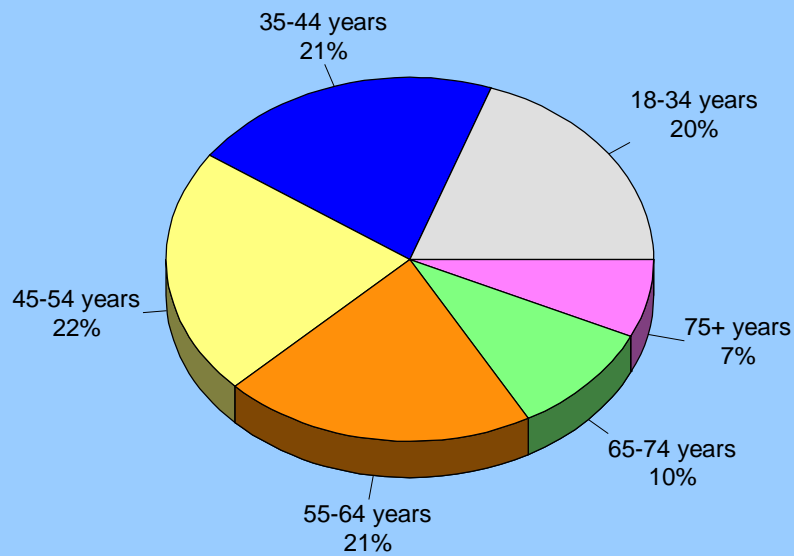
by percentage of respondents



Source: ETC Institute (2018)

### Q29. Age of Respondents

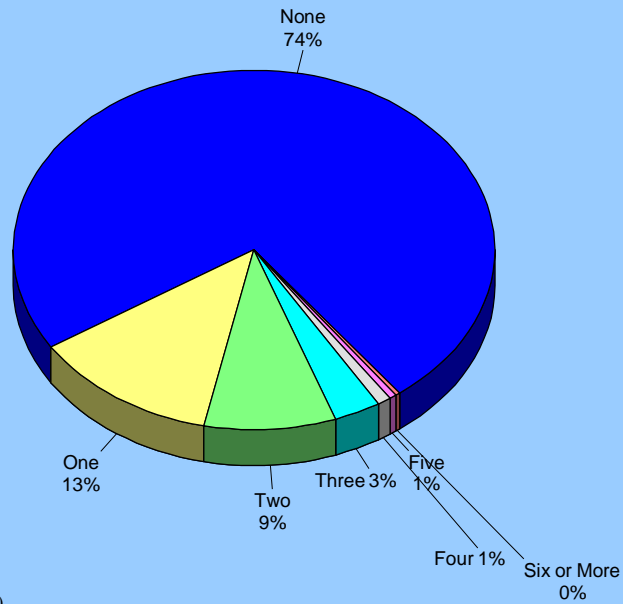
by percentage of respondents



Source: ETC Institute (2018)

### Q30. How many children under age 18 do you have living in your home?

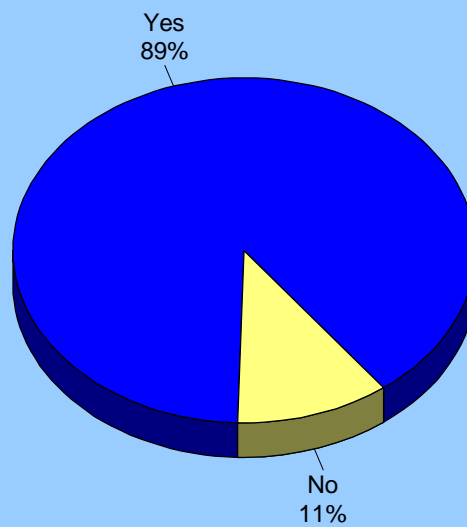
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2018)

### Q31. Do you have access to the Internet?

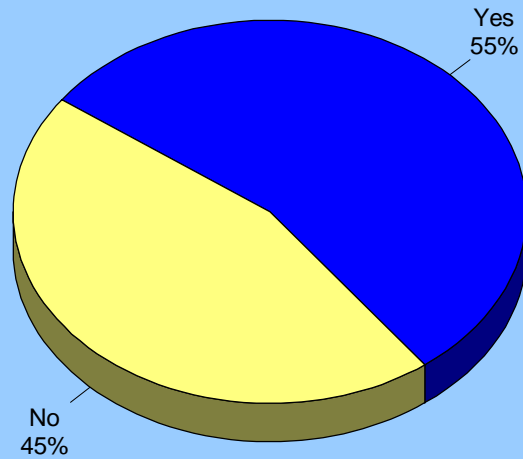
by percentage of respondents



Source: ETC Institute (2018)

### Q32. Are you active duty military or military dependent?

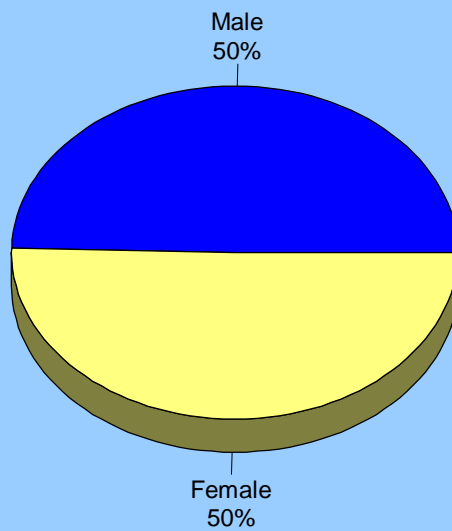
by percentage of respondents



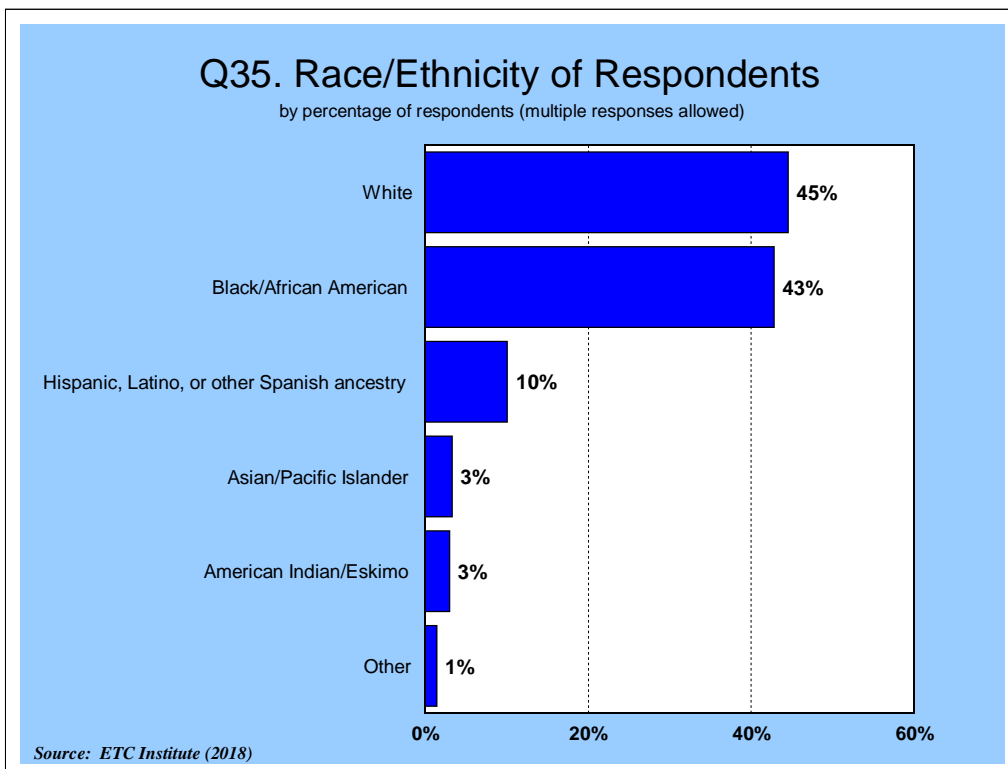
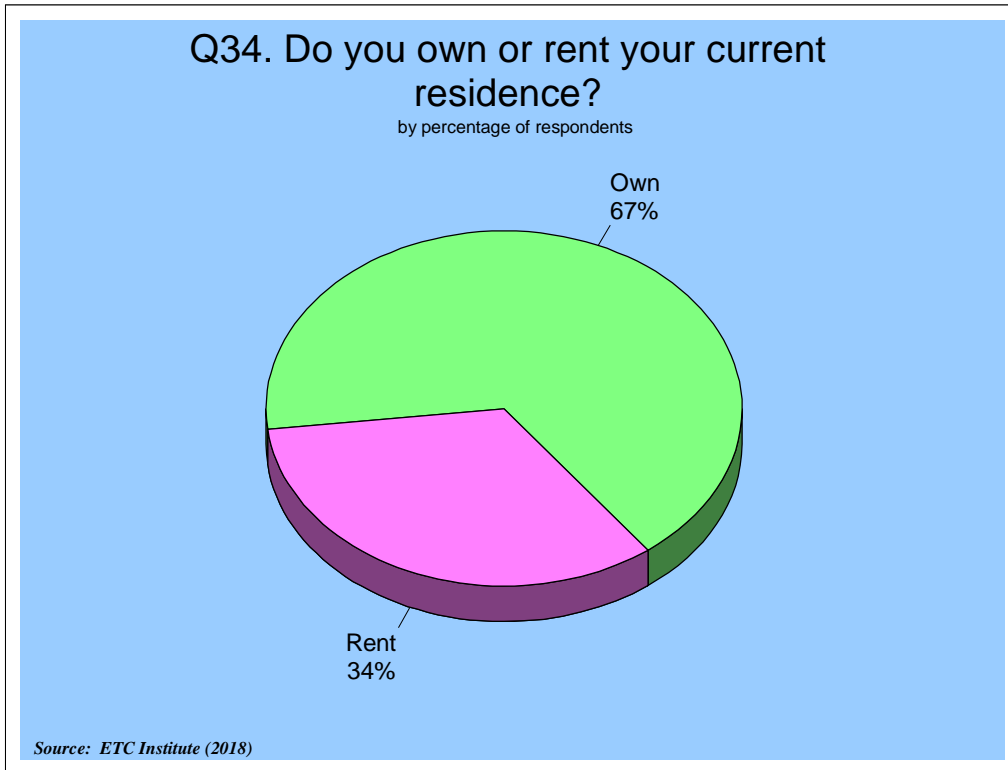
Source: ETC Institute (2018)

### Q33. Gender of Respondents

by percentage of respondents

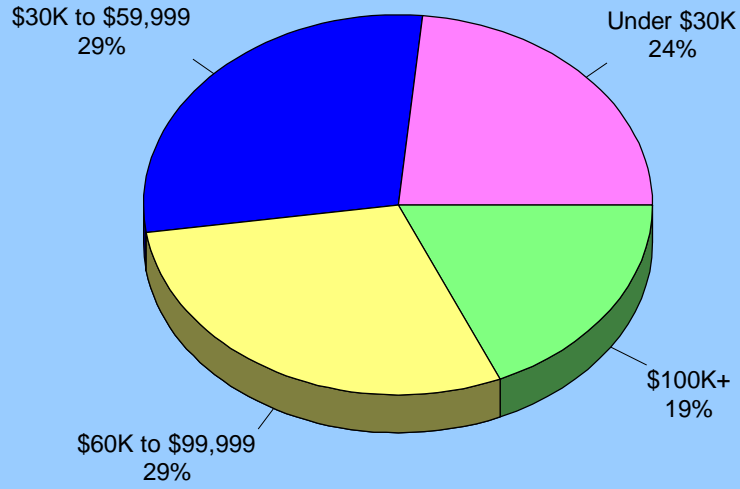


Source: ETC Institute (2018)



### Q36. Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2018)

## **Section 2**

# ***Benchmarking Analysis***

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# Benchmarking Summary Report

## City of Fayetteville, North Carolina

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2017 to a random sample of more than 4,000 residents across the United States and (2) a survey administered by ETC Institute in the fall of 2017 to over 350 residents living in the Atlantic Region which includes the following states: North Carolina, Virginia, Delaware, Maryland, Virginia, Washington D.C., and New Jersey.

### Interpreting the Charts

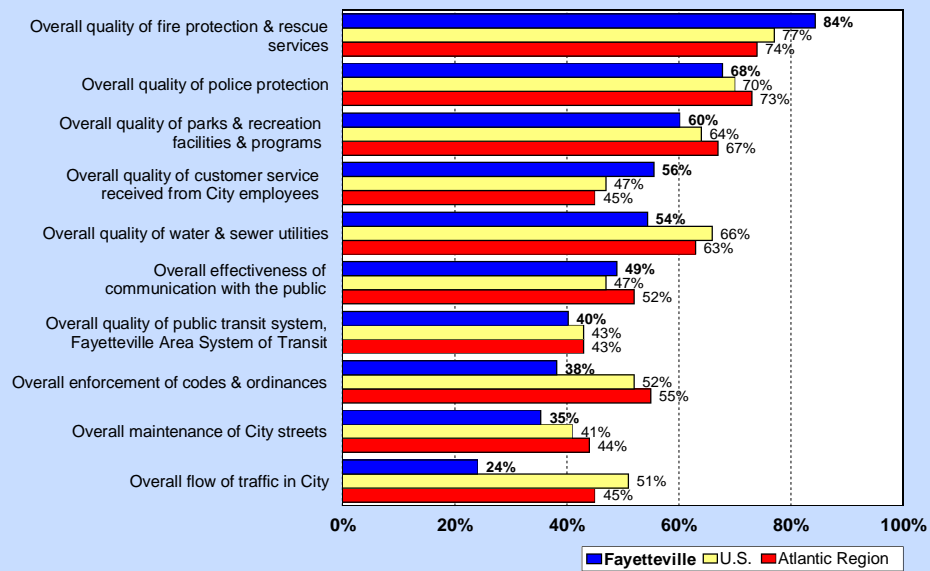
**National Benchmarks.** The first set of charts on the following pages show how the overall ratings for Fayetteville compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. The blue bar shows the ratings for Fayetteville, the yellow bar for the United States, and the red bar for the Atlantic Region.

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Fayetteville is not authorized without written consent from ETC Institute.**

## Overall Satisfaction with Major Categories of City Services Fayetteville vs. the U.S. vs. the Atlantic Region

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

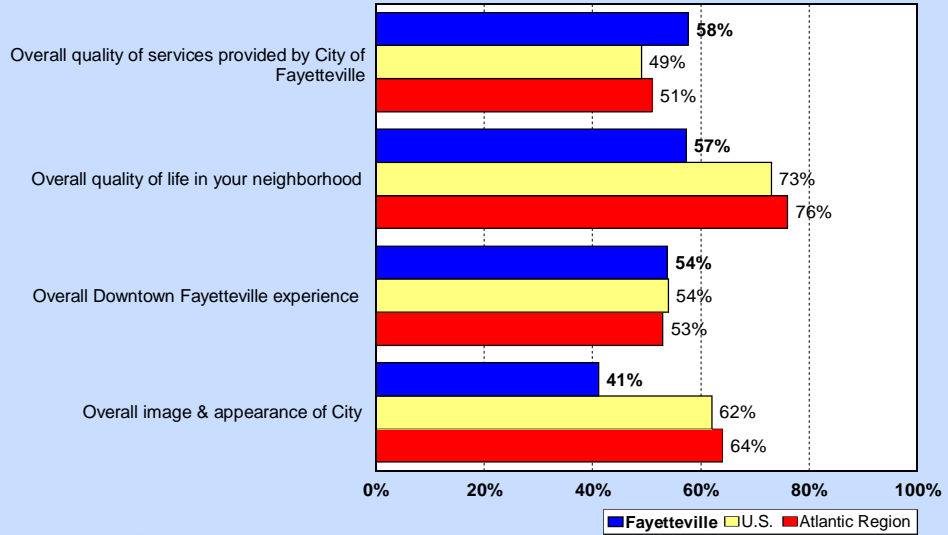


Source: ETC Institute (2018)



### Satisfaction with Issues that Influence Perceptions of the City Fayetteville vs. the U.S. vs. the Atlantic Region

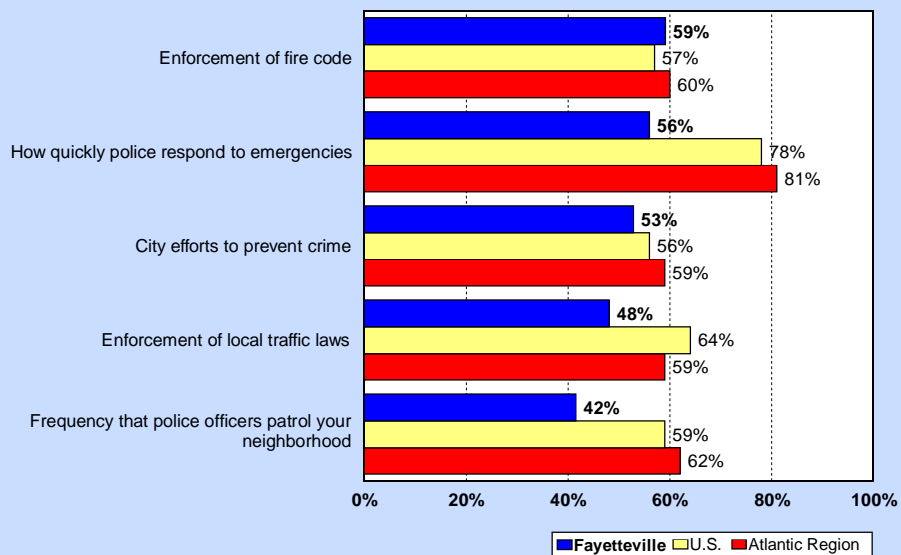
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

### Overall Satisfaction with Public Safety Services Fayetteville vs. the U.S. vs. the Atlantic Region

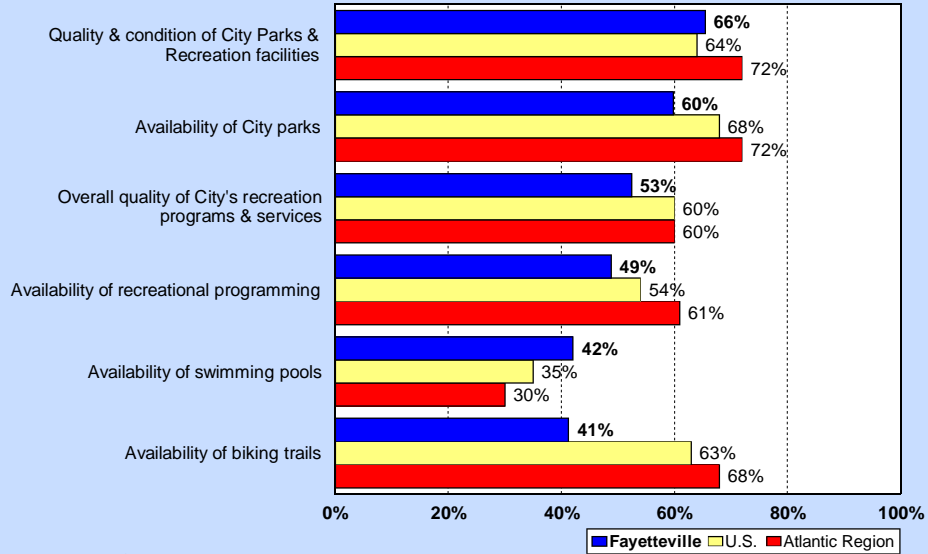
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

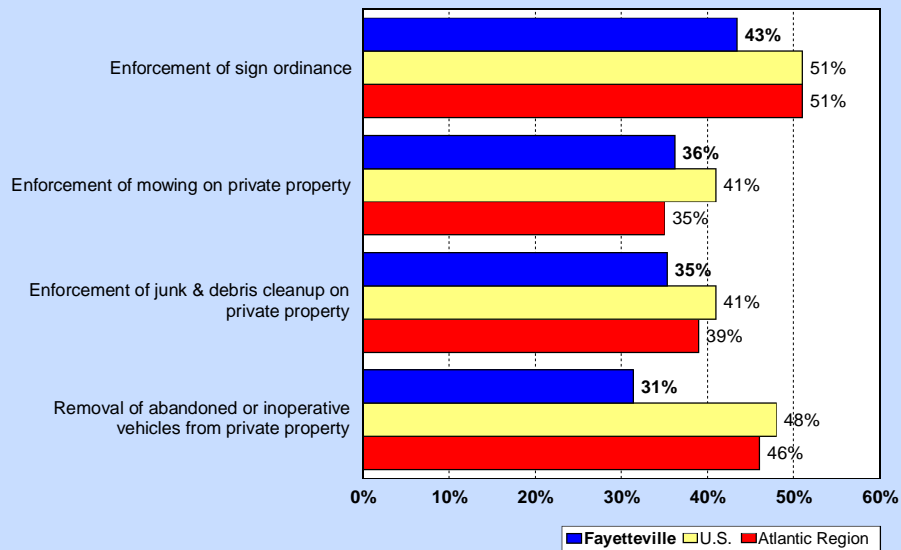
## Overall Satisfaction with Parks and Recreation Fayetteville vs. the U.S. vs. the Atlantic Region

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



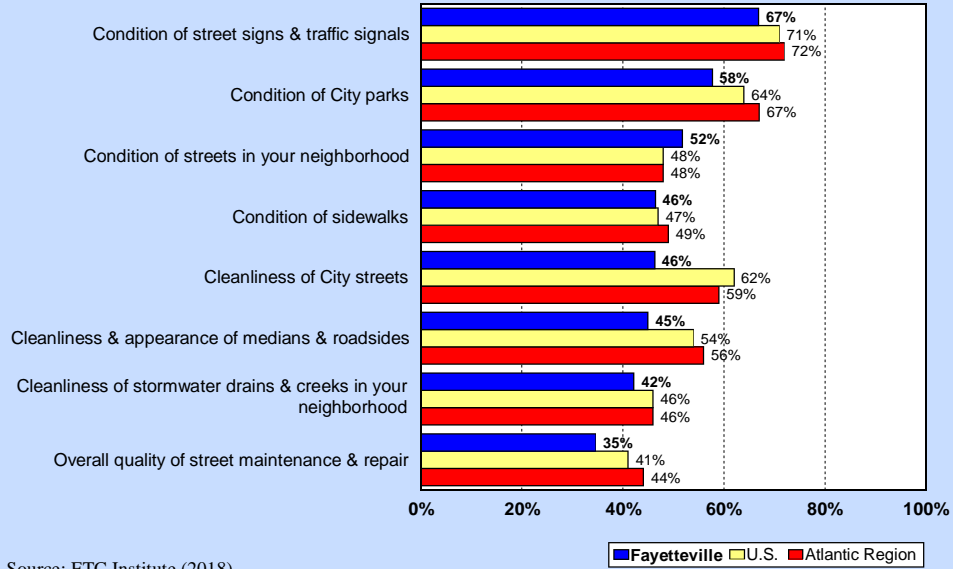
## Overall Satisfaction with Code Enforcement Fayetteville vs. the U.S. vs. the Atlantic Region

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



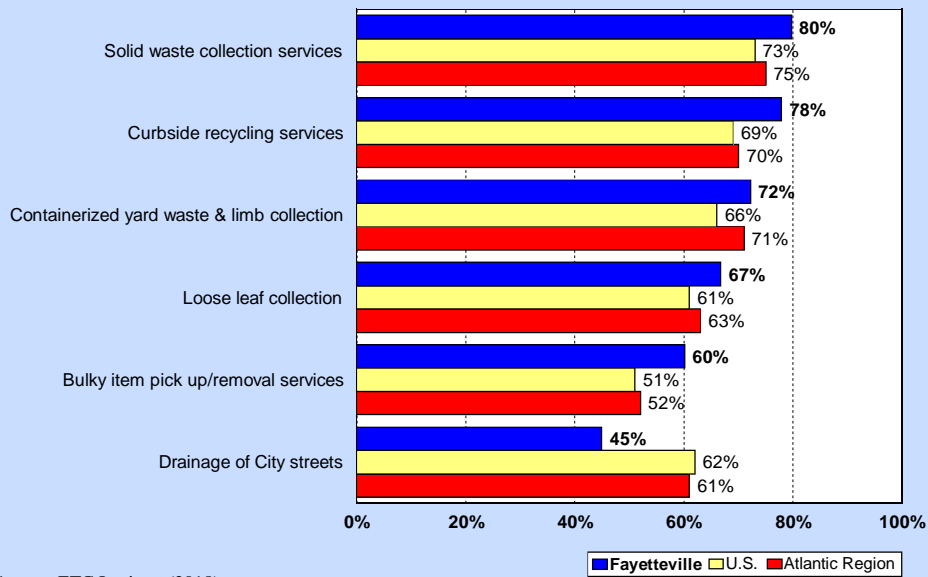
### Overall Satisfaction with Maintenance Fayetteville vs. the U.S. vs. the Atlantic Region

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



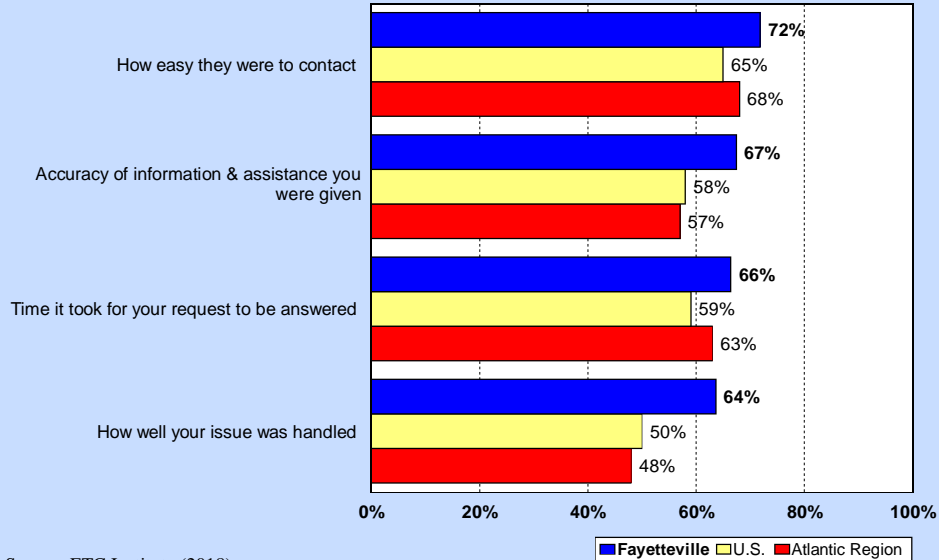
### Overall Satisfaction with City Utility Services Fayetteville vs. the U.S. vs. the Atlantic Region

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



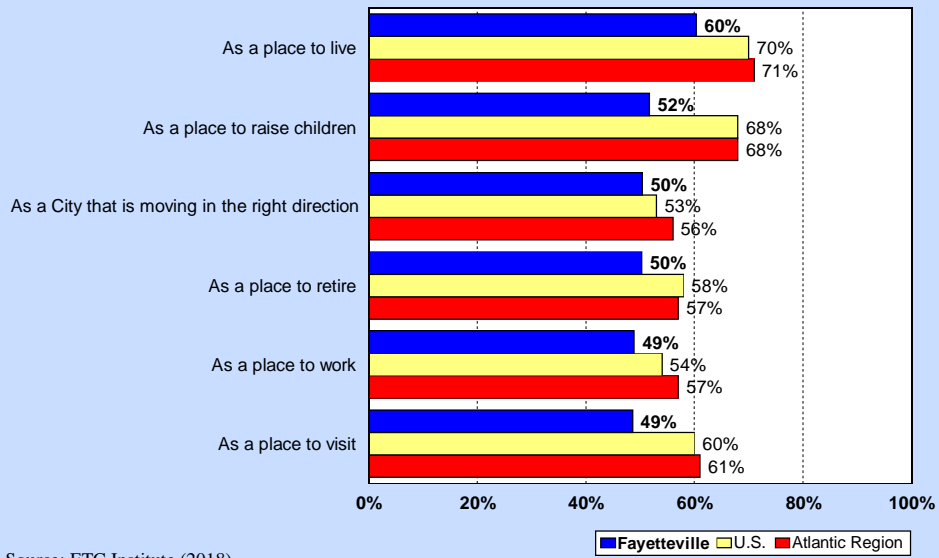
### Overall Satisfaction with Customer Service Fayetteville vs. the U.S. vs. the Atlantic Region

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



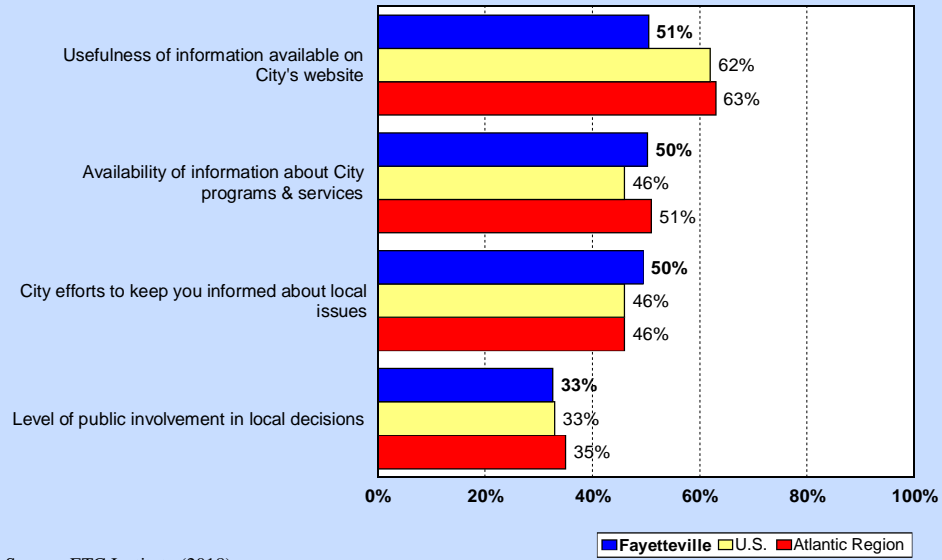
### Overall Ratings of the City Fayetteville vs. the U.S. vs. the Atlantic Region

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



## Overall Satisfaction with Communication Fayetteville vs. the U.S. vs. the Atlantic Region

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

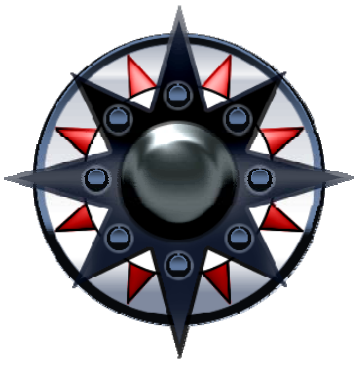


Source: ETC Institute (2018)

## **Section 3**

# **Importance-Satisfaction Analysis**

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# Importance-Satisfaction Analysis

## Fayetteville, North Carolina

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### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the Major City services they thought were the most important for the City to emphasize over the next two years. Thirty-nine percent (39%) selected "overall flow of traffic in City" as one of the most important Major City services for the City to emphasize over the next two years.

With regard to satisfaction, twenty-four percent (24%) of the residents surveyed rated their overall satisfaction with "overall flow of traffic in City" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied"). The I-S rating for "overall flow of traffic in City" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the

satisfaction percentages. In this example, 39% was multiplied by 76% (1-0.24). This calculation yielded an I-S rating of 0.2922, which ranked first out of fifteen Major City Services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The results for Fayetteville are provided on the following pages.



## 2018 Importance-Satisfaction Rating

### City of Fayetteville

#### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall flow of traffic in City	39%	1	24%	15	0.2922	<b>1</b>
Overall maintenance of City streets	38%	2	35%	11	0.2435	<b>2</b>
<b>High Priority (IS .10-.20)</b>						
Overall quality of police protection	33%	3	68%	2	0.1047	<b>3</b>
<b>Medium Priority (IS &lt;.10)</b>						
Overall enforcement of codes & ordinances	13%	6	38%	9	0.0822	<b>4</b>
Overall appearance of major entryways to City	15%	5	48%	7	0.0755	<b>5</b>
Overall quality of public transit system, Fayetteville Area System	9%	9	40%	8	0.0519	<b>6</b>
Overall effectiveness of Economic & Community Development b	7%	11	28%	12	0.0510	<b>7</b>
Overall quality of parks & recreation facilities & programs	10%	8	60%	3	0.0410	<b>8</b>
Overall effectiveness of communication with the public	8%	10	49%	6	0.0409	<b>9</b>
Overall effectiveness of Economic & Community Development b	4%	13	24%	14	0.0280	<b>10</b>
Overall quality of customer service received frm City employees	5%	12	56%	4	0.0240	<b>11</b>
Overall effectiveness of Economic & Community Development b	3%	14	26%	13	0.0236	<b>12</b>
Overall building, zoning, & permitting customer service	3%	15	36%	10	0.0191	<b>13</b>
Overall quality of fire protection & rescue services	11%	7	84%	1	0.0174	<b>14</b>

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows. Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2018 Importance-Satisfaction Rating

### City of Fayetteville

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Cultural programming (events, concerts, festivals)	19%	2	56%	3	0.0819	1
Diversity of City recreation opportunities	15%	3	47%	8	0.0781	2
Quality & condition of City Parks & Recreation facilities	21%	1	66%	1	0.0735	3
Availability of swimming pools	11%	5	42%	9	0.0637	4
Availability of biking trails	11%	7	41%	10	0.0628	5
Quality & condition of greenways & trails in City	12%	4	56%	4	0.0525	6
Overall quality of City's recreation programs & services	11%	6	53%	6	0.0513	7
Availability of recreational programming	7%	8	49%	7	0.0369	8
Availability of City parks	7%	9	60%	2	0.0281	9
Customer service provided by City's Parks & Recreation staff	3%	10	55%	5	0.0134	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2018 Importance-Satisfaction Rating

### City of Fayetteville

### Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall quality of street maintenance & repair	46%	1	35%	8	0.3015	1
How quickly street repairs are made	32%	2	27%	9	0.2364	2
<b>High Priority (IS .10-.20)</b>						
Cleanliness of City streets	25%	3	46%	5	0.1364	3
Cleanliness & appearance of medians & roadsides	23%	4	45%	6	0.1256	4
Cleanliness of stormwater drains & creeks in your neighborhood	22%	6	42%	7	0.1243	5
Condition of streets in your neighborhood	22%	5	52%	3	0.1080	6
<b>Medium Priority (IS &lt;.10)</b>						
Condition of sidewalks	18%	7	46%	4	0.0986	7
Condition of City parks	12%	8	58%	2	0.0499	8
Condition of street signs & traffic signals	6%	9	67%	1	0.0182	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows'. Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2018 Importance-Satisfaction Rating

### City of Fayetteville

### Strategic Goals

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	28%	2	44%	2	0.1535	1
Safe & Secure Community (e.g. Police, Fire, 911)	32%	1	60%	1	0.1281	2
Diverse & Viable Economy (e.g. new business development)	20%	3	38%	3	0.1256	3
<b>Medium Priority (IS &lt;.10)</b>						
High Quality Built Environment (e.g. streets, inspections, code enforcement)	16%	4	37%	4	0.0989	4
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	12%	5	32%	6	0.0834	5
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	11%	6	37%	5	0.0681	6

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-"Satisfaction" %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

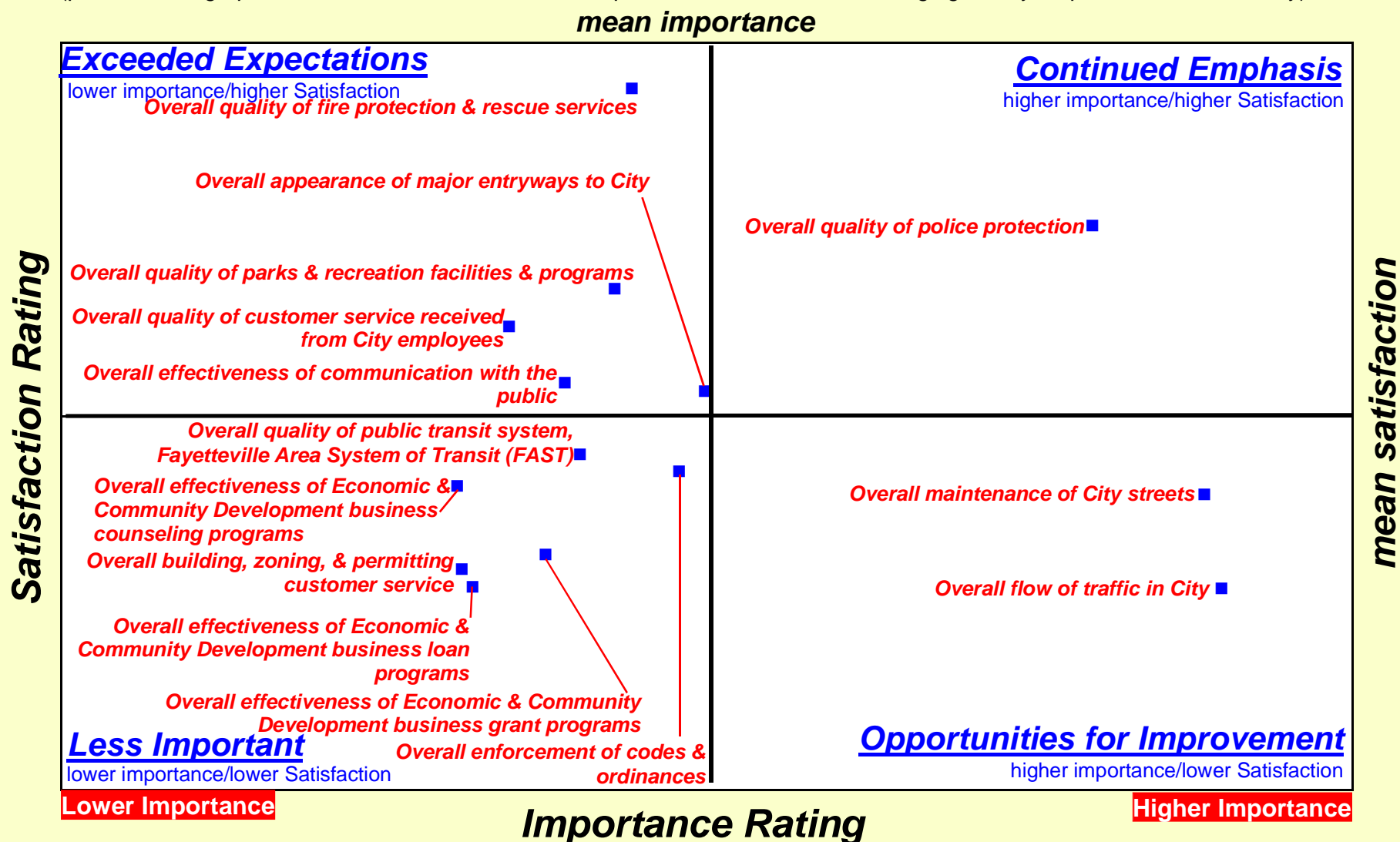
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Fayetteville are provided on the following pages.

# City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

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

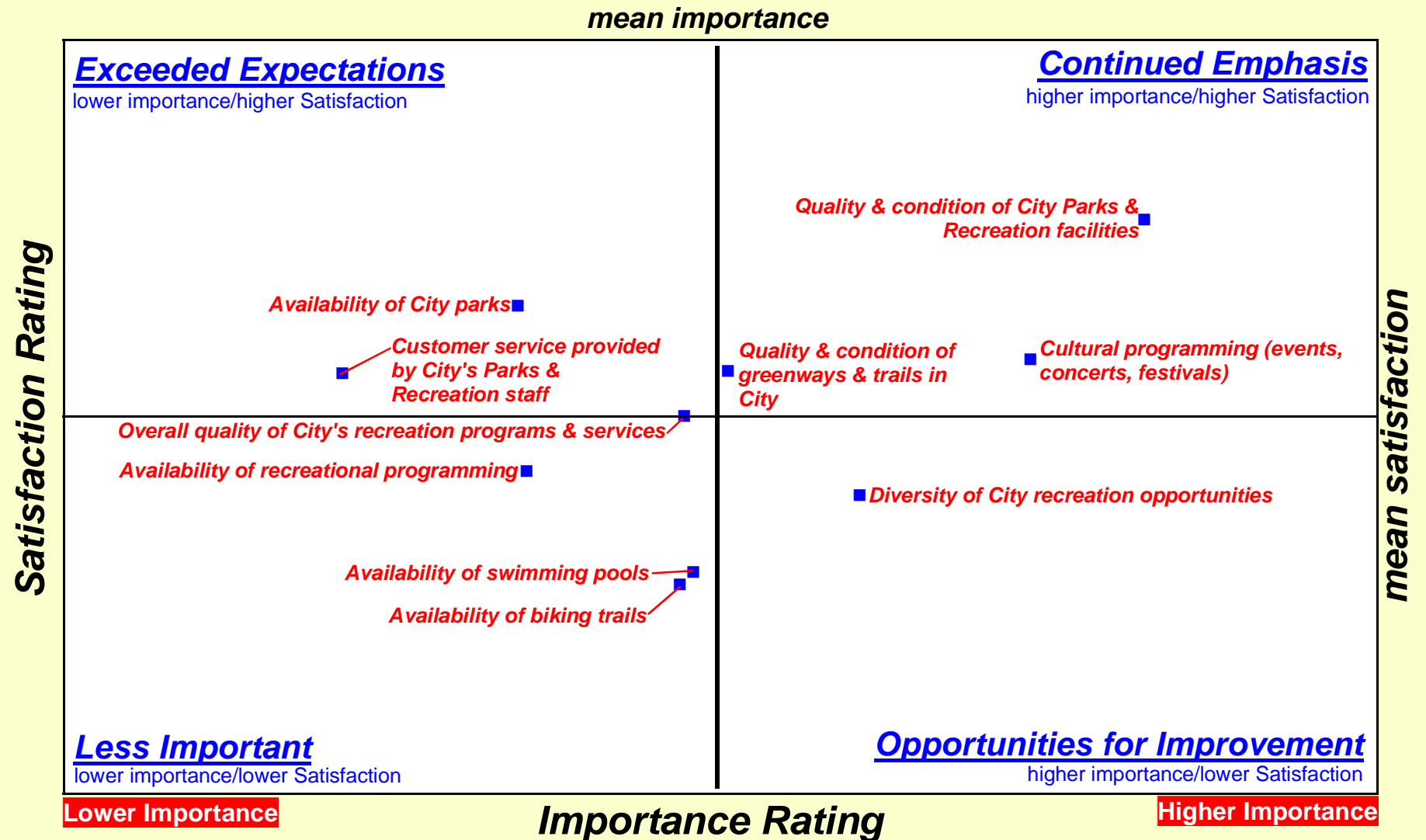


Source: ETC Institute (2018)

# City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

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



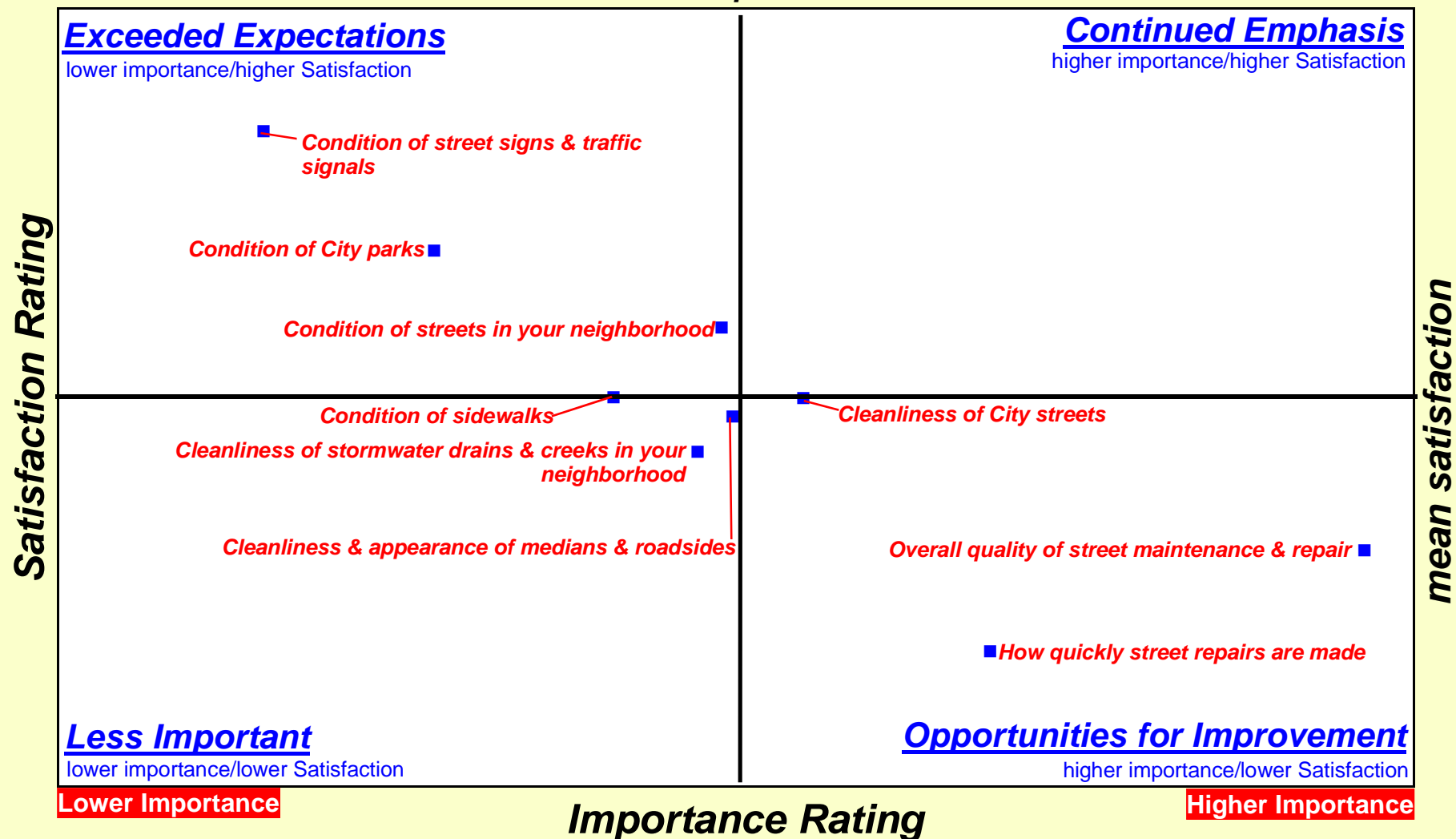
Source: ETC Institute (2018)

# City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

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

mean importance



Source: ETC Institute (2018)

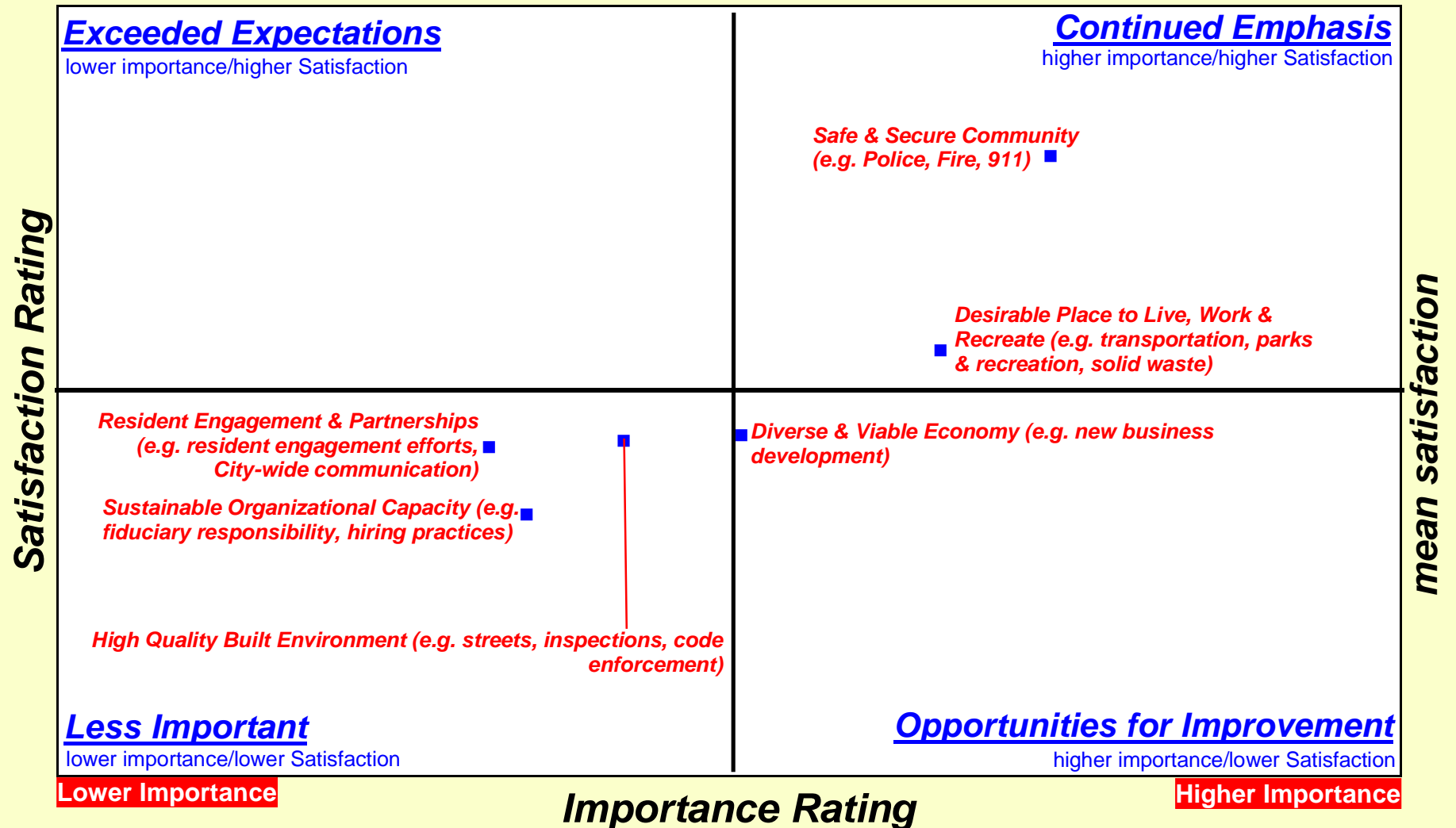


# City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

## -Strategic Goals-

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

mean importance



Source: ETC Institute (2018)

# Section 4

## *Tabular Data*

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**Q1. Perception of The City. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police protection	17.0%	46.6%	21.3%	5.7%	3.2%	6.3%
Q1-2. Overall quality of fire protection & rescue services	31.2%	45.0%	12.4%	1.1%	0.7%	9.6%
Q1-3. Overall maintenance of City streets	5.0%	29.0%	27.4%	24.6%	10.1%	3.9%
Q1-4. Overall flow of traffic in City	3.6%	19.4%	29.9%	27.3%	15.4%	4.5%
Q1-5. Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	7.2%	14.4%	22.4%	5.2%	4.3%	46.6%
Q1-6. Overall quality of water & sewer utilities	11.1%	40.8%	23.9%	11.4%	8.2%	4.7%
Q1-7. Overall enforcement of codes & ordinances	5.6%	26.0%	30.9%	12.4%	8.0%	17.1%
Q1-8. Overall quality of customer service received from City employees	11.1%	36.9%	27.4%	6.9%	3.9%	13.8%
Q1-9. Overall effectiveness of communication with the public	8.2%	35.3%	31.8%	9.5%	4.2%	11.1%
Q1-10. Overall quality of parks & recreation facilities & programs	13.2%	39.2%	22.7%	8.2%	3.9%	12.8%
Q1-11. Overall appearance of major entryways to City	8.3%	36.2%	25.4%	14.4%	8.6%	7.0%
Q1-12. Overall building, zoning, & permitting customer service	5.5%	18.8%	30.6%	7.3%	4.6%	33.2%

**Q1. Perception of The City. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-13. Overall effectiveness of Economic & Community Development business grant programs	3.9%	12.1%	27.7%	7.3%	5.6%	43.4%
Q1-14. Overall effectiveness of Economic & Community Development business loan programs	3.4%	8.9%	26.7%	7.8%	4.0%	49.1%
Q1-15. Overall effectiveness of Economic & Community Development business counseling programs	3.4%	9.9%	26.7%	6.3%	4.2%	49.4%

**Q1. Perception of The City. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	18.1%	49.7%	22.7%	6.1%	3.4%
Q1-2. Overall quality of fire protection & rescue services	34.5%	49.8%	13.7%	1.3%	0.8%
Q1-3. Overall maintenance of City streets	5.2%	30.2%	28.6%	25.6%	10.5%
Q1-4. Overall flow of traffic in City	3.8%	20.3%	31.3%	28.6%	16.1%
Q1-5. Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	13.4%	26.9%	41.9%	9.7%	8.1%
Q1-6. Overall quality of water & sewer utilities	11.6%	42.8%	25.0%	11.9%	8.6%
Q1-7. Overall enforcement of codes & ordinances	6.8%	31.4%	37.3%	14.9%	9.7%
Q1-8. Overall quality of customer service received frm City employees	12.8%	42.8%	31.8%	8.0%	4.5%
Q1-9. Overall effectiveness of communication with the public	9.2%	39.7%	35.7%	10.7%	4.7%
Q1-10. Overall quality of parks & recreation facilities & programs	15.2%	45.0%	26.0%	9.4%	4.4%
Q1-11. Overall appearance of major entryways to City	9.0%	38.9%	27.4%	15.5%	9.3%
Q1-12. Overall building, zoning, & permitting customer service	8.2%	28.2%	45.8%	11.0%	6.9%
Q1-13. Overall effectiveness of Economic & Community Development business grant programs	6.9%	21.3%	49.0%	12.9%	9.9%
Q1-14. Overall effectiveness of Economic & Community Development business loan programs	6.8%	17.5%	52.5%	15.3%	7.9%

**Q1. Perception of The City. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-15. Overall effectiveness of Economic & Community Development business counseling programs	6.8%	19.6%	52.8%	12.5%	8.2%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	143	20.5 %
Overall quality of fire protection & rescue services	8	1.1 %
Overall maintenance of City streets	97	13.9 %
Overall flow of traffic in City	111	15.9 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	26	3.7 %
Overall quality of water & sewer utilities	52	7.5 %
Overall enforcement of codes & ordinances	21	3.0 %
Overall quality of customer service received frm City employees	9	1.3 %
Overall effectiveness of communication with the public	10	1.4 %
Overall quality of parks & recreation facilities & programs	16	2.3 %
Overall appearance of major entryways to City	30	4.3 %
Overall building, zoning, & permitting customer service	5	0.7 %
Overall effectiveness of Economic & Community Development business grant programs	10	1.4 %
Overall effectiveness of Economic & Community Development business loan programs	3	0.4 %
Overall effectiveness of Economic & Community Development business counseling programs	4	0.6 %
None chosen	151	21.7 %
Total	696	100.0 %

Missing Cases = 0

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 2nd choice	Number	Percent
Overall quality of police protection	56	8.0 %
Overall quality of fire protection & rescue services	51	7.3 %
Overall maintenance of City streets	85	12.2 %
Overall flow of traffic in City	93	13.4 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	18	2.6 %
Overall quality of water & sewer utilities	43	6.2 %
Overall enforcement of codes & ordinances	42	6.0 %
Overall quality of customer service received from City employees	12	1.7 %
Overall effectiveness of communication with the public	20	2.9 %
Overall quality of parks & recreation facilities & programs	21	3.0 %
Overall appearance of major entryways to City	31	4.5 %
Overall building, zoning, & permitting customer service	11	1.6 %
Overall effectiveness of Economic & Community Development business grant programs	24	3.4 %
Overall effectiveness of Economic & Community Development business loan programs	7	1.0 %
Overall effectiveness of Economic & Community Development business counseling programs	3	0.4 %
None chosen	179	25.7 %
Total	696	100.0 %

Missing Cases = 0



**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 3rd choice	Number	Percent
Overall quality of police protection	28	4.0 %
Overall quality of fire protection & rescue services	19	2.7 %
Overall maintenance of City streets	81	11.6 %
Overall flow of traffic in City	64	9.2 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	17	2.4 %
Overall quality of water & sewer utilities	57	8.2 %
Overall enforcement of codes & ordinances	30	4.3 %
Overall quality of customer service received from City employees	17	2.4 %
Overall effectiveness of communication with the public	26	3.7 %
Overall quality of parks & recreation facilities & programs	35	5.0 %
Overall appearance of major entryways to City	40	5.7 %
Overall building, zoning, & permitting customer service	5	0.7 %
Overall effectiveness of Economic & Community Development business grant programs	16	2.3 %
Overall effectiveness of Economic & Community Development business loan programs	16	2.3 %
Overall effectiveness of Economic & Community Development business counseling programs	15	2.2 %
None chosen	230	33.0 %
Total	696	100.0 %

Missing Cases = 0

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	227	32.6 %
Overall quality of fire protection & rescue services	78	11.2 %
Overall maintenance of City streets	263	37.8 %
Overall flow of traffic in City	268	38.5 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	61	8.8 %
Overall quality of water & sewer utilities	152	21.8 %
Overall enforcement of codes & ordinances	93	13.4 %
Overall quality of customer service received from City employees	38	5.5 %
Overall effectiveness of communication with the public	56	8.0 %
Overall quality of parks & recreation facilities & programs	72	10.3 %
Overall appearance of major entryways to City	101	14.5 %
Overall building, zoning, & permitting customer service	21	3.0 %
Overall effectiveness of Economic & Community Development business grant programs	50	7.2 %
Overall effectiveness of Economic & Community Development business loan programs	26	3.7 %
Overall effectiveness of Economic & Community Development business counseling programs	22	3.2 %
None chosen	151	21.7 %
Total	1679	

Number of Cases = 696

Number of Responses = 1679

Average Number Of Responses Per Case = 2.4

Number Of Cases With At Least One Response = 696

Response Percent = 100.0 %

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Fayetteville.**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Fayetteville	8.0%	45.5%	26.9%	9.8%	2.7%	7.0%
Q3-2. Overall image & appearance of City	5.7%	33.6%	27.4%	21.6%	7.3%	4.3%
Q3-3. Overall police relationship with your community	14.5%	39.2%	26.1%	7.9%	4.9%	7.3%
Q3-4. Overall preparedness to manage development & growth	4.2%	21.1%	30.2%	18.4%	7.0%	19.1%
Q3-5. Overall quality of life in City	7.0%	31.8%	30.6%	18.8%	7.3%	4.5%
Q3-6. Overall quality of life in your neighborhood	15.2%	40.1%	22.6%	13.5%	5.2%	3.4%
Q3-7. Overall availability of arts & cultural amenities	7.5%	28.2%	32.6%	14.4%	6.0%	11.4%
Q3-8. Overall appearance of major corridors	3.9%	31.3%	34.1%	15.9%	6.6%	8.2%
Q3-9. Overall Downtown Fayetteville experience	9.2%	41.1%	25.9%	11.8%	5.5%	6.6%
Q3-10. Overall strength of Fayetteville's economy	4.5%	26.3%	30.9%	18.4%	7.2%	12.8%
Q3-11. Overall availability of employment opportunities in Fayetteville	3.6%	18.4%	28.3%	22.3%	14.7%	12.8%
Q3-12. Overall quality of businesses, services & retail in Fayetteville	6.2%	38.8%	31.6%	10.9%	5.9%	6.6%

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Fayetteville.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-13. Overall availability of sports venues in Fayetteville	5.0%	22.6%	33.6%	16.2%	7.6%	14.9%
Q3-14. Overall affordability of housing in Fayetteville	6.0%	28.4%	30.0%	15.4%	9.2%	10.9%

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Fayetteville. (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Fayetteville	8.7%	49.0%	28.9%	10.5%	2.9%
Q3-2. Overall image & appearance of City	6.0%	35.1%	28.7%	22.5%	7.7%
Q3-3. Overall police relationship with your community	15.7%	42.3%	28.2%	8.5%	5.3%
Q3-4. Overall preparedness to manage development & growth	5.2%	26.1%	37.3%	22.7%	8.7%
Q3-5. Overall quality of life in City	7.4%	33.2%	32.0%	19.7%	7.7%
Q3-6. Overall quality of life in your neighborhood	15.8%	41.5%	23.4%	14.0%	5.4%
Q3-7. Overall availability of arts & cultural amenities	8.4%	31.8%	36.8%	16.2%	6.8%
Q3-8. Overall appearance of major corridors	4.2%	34.1%	37.1%	17.4%	7.2%
Q3-9. Overall Downtown Fayetteville experience	9.8%	44.0%	27.7%	12.6%	5.8%
Q3-10. Overall strength of Fayetteville's economy	5.1%	30.1%	35.4%	21.1%	8.2%
Q3-11. Overall availability of employment opportunities in Fayetteville	4.1%	21.1%	32.5%	25.5%	16.8%
Q3-12. Overall quality of businesses, services & retail in Fayetteville	6.6%	41.5%	33.8%	11.7%	6.3%
Q3-13. Overall availability of sports venues in Fayetteville	5.9%	26.5%	39.5%	19.1%	9.0%
Q3-14. Overall affordability of housing in Fayetteville	6.8%	31.9%	33.7%	17.3%	10.3%

**Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year by circling either "Yes" or "No."**

(N=696)

	Yes	No	Not provided
Q4-1. Used a City recreation center	49.4%	48.7%	1.9%
Q4-2. Used a City swimming pool	18.7%	80.2%	1.1%
Q4-3. Participated in City athletic programs	19.5%	78.7%	1.7%
Q4-4. Participated in other City recreation programs	29.6%	68.7%	1.7%
Q4-5. Visited a neighborhood or City park	75.6%	23.0%	1.4%
Q4-6. Participated in a community watch program or crime prevention meeting	26.3%	71.8%	1.9%
Q4-7. Participated in a public meeting of an appointed board or commission	17.4%	80.9%	1.7%
Q4-8. Attended or viewed a City Council meeting	30.2%	68.1%	1.7%
Q4-9. Ridden FAST Bus System and/or FASTTRAC! ADA Van System	18.0%	80.7%	1.3%
Q4-10. Attended Dogwood Festival	55.9%	42.5%	1.6%
Q4-11. Attended International Folk Festival	44.5%	53.4%	2.0%
Q4-12. Visited North Carolina Veterans Park	60.1%	38.2%	1.7%
Q4-13. Attended an event at, or visited, Festival Park	62.9%	34.8%	2.3%
Q4-14. Called Code Enforcement	22.8%	75.0%	2.2%
Q4-15. Called or visited Police Department	47.4%	50.9%	1.7%
Q4-16. Visited Downtown Fayetteville	83.9%	15.1%	1.0%

**Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year by circling either "Yes" or "No."**

	Yes	No	Not provided
Q4-17. Used Downtown parking deck	24.3%	74.4%	1.3%
Q4-18. Watched City show, Fayetteville in 5	24.7%	73.6%	1.7%
Q4-19. Used Fayetteville Regional Airport	61.2%	37.8%	1.0%
Q4-20. Used fire protection & rescue services	27.4%	71.3%	1.3%
Q4-21. Contacted Fayetteville Call Center (433-1FAY)	21.7%	76.7%	1.6%
Q4-22. Visited City's website	50.1%	48.7%	1.1%
Q4-23. Used FayFixIt	15.8%	82.3%	1.9%
Q4-24. Followed City's social media (Facebook or Twitter)	22.8%	75.4%	1.7%
Q4-25. Participated in Economic & Community Development business grant program	3.2%	95.1%	1.7%
Q4-26. Participated in Economic & Community Development business loan program	2.0%	96.1%	1.9%
Q4-27. Participated in Economic & Community Development business counseling program	2.6%	95.4%	2.0%
Q4-28. Applied for a zoning permit	4.6%	93.8%	1.6%
Q4-29. Applied for a building permit	11.6%	86.5%	1.9%
Q4-30. Had a building trades inspection performed at your property	11.5%	86.1%	2.4%

**Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year by circling either "Yes" or "No." (without "not provided")**

(N=696)

	Yes	No
Q4-1. Used a City recreation center	50.4%	49.6%
Q4-2. Used a City swimming pool	18.9%	81.1%
Q4-3. Participated in City athletic programs	19.9%	80.1%
Q4-4. Participated in other City recreation programs	30.1%	69.9%
Q4-5. Visited a neighborhood or City park	76.7%	23.3%
Q4-6. Participated in a community watch program or crime prevention meeting	26.8%	73.2%
Q4-7. Participated in a public meeting of an appointed board or commission	17.7%	82.3%
Q4-8. Attended or viewed a City Council meeting	30.7%	69.3%
Q4-9. Ridden FAST Bus System and/or FASTTRAC! ADA Van System	18.2%	81.8%
Q4-10. Attended Dogwood Festival	56.8%	43.2%
Q4-11. Attended International Folk Festival	45.5%	54.5%
Q4-12. Visited North Carolina Veterans Park	61.1%	38.9%
Q4-13. Attended an event at, or visited, Festival Park	64.4%	35.6%
Q4-14. Called Code Enforcement	23.3%	76.7%
Q4-15. Called or visited Police Department	48.2%	51.8%
Q4-16. Visited Downtown Fayetteville	84.8%	15.2%



**Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year by circling either "Yes" or "No." (without "not provided")**

	Yes	No
Q4-17. Used Downtown parking deck	24.6%	75.4%
Q4-18. Watched City show, Fayetteville in 5	25.1%	74.9%
Q4-19. Used Fayetteville Regional Airport	61.8%	38.2%
Q4-20. Used fire protection & rescue services	27.8%	72.2%
Q4-21. Contacted Fayetteville Call Center (433-1FAY)	22.0%	78.0%
Q4-22. Visited City's website	50.7%	49.3%
Q4-23. Used FayFixIt	16.1%	83.9%
Q4-24. Followed City's social media (Facebook or Twitter)	23.2%	76.8%
Q4-25. Participated in Economic & Community Development business grant program	3.2%	96.8%
Q4-26. Participated in Economic & Community Development business loan program	2.0%	98.0%
Q4-27. Participated in Economic & Community Development business counseling program	2.6%	97.4%
Q4-28. Applied for a zoning permit	4.7%	95.3%
Q4-29. Applied for a building permit	11.9%	88.1%
Q4-30. Had a building trades inspection performed at your property	11.8%	88.2%

**Q5. Public Safety Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. City efforts to prevent crime	9.3%	40.4%	25.4%	11.9%	6.9%	6.0%
Q5-2. Enforcement of local traffic laws	7.2%	38.8%	26.9%	14.7%	8.0%	4.5%
Q5-3. How quickly police respond to emergencies	11.6%	35.6%	24.7%	7.2%	5.3%	15.5%
Q5-4. Frequency that police officers patrol your neighborhood	9.3%	28.9%	27.9%	16.1%	9.8%	8.0%
Q5-5. City efforts to prevent fires	11.5%	35.3%	25.0%	1.6%	1.3%	25.3%
Q5-6. Enforcement of fire code	9.2%	31.6%	24.3%	1.7%	2.2%	31.0%

**Q5. Public Safety Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. City efforts to prevent crime	9.9%	43.0%	27.1%	12.7%	7.3%
Q5-2. Enforcement of local traffic laws	7.5%	40.6%	28.1%	15.3%	8.4%
Q5-3. How quickly police respond to emergencies	13.8%	42.2%	29.3%	8.5%	6.3%
Q5-4. Frequency that police officers patrol your neighborhood	10.2%	31.4%	30.3%	17.5%	10.6%
Q5-5. City efforts to prevent fires	15.4%	47.3%	33.5%	2.1%	1.7%
Q5-6. Enforcement of fire code	13.3%	45.8%	35.2%	2.5%	3.1%

**Q6. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.**

(N=696)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. When walking alone in your neighborhood during the day	30.5%	43.7%	12.4%	7.2%	2.6%	3.7%
Q6-2. When walking alone in your neighborhood at night	11.6%	27.3%	20.8%	19.5%	11.9%	8.8%
Q6-3. When walking alone in the park nearest to your home during the day	12.6%	31.6%	17.8%	13.8%	4.5%	19.7%
Q6-4. When visiting recreation centers	15.4%	37.4%	20.0%	4.6%	2.0%	20.7%
Q6-5. In Downtown Fayetteville	13.8%	47.0%	21.1%	7.0%	2.3%	8.8%
Q6-6. When riding FAST buses	3.9%	9.6%	18.0%	3.4%	2.0%	63.1%
Q6-7. Shopping at a retail store or center	15.5%	46.6%	24.6%	6.8%	2.0%	4.6%
Q6-8. Overall feeling of safety in Fayetteville	9.3%	42.2%	29.3%	11.4%	4.2%	3.6%

**Q6. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=696)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. When walking alone in your neighborhood during the day	31.6%	45.4%	12.8%	7.5%	2.7%
Q6-2. When walking alone in your neighborhood at night	12.8%	29.9%	22.8%	21.4%	13.1%
Q6-3. When walking alone in the park nearest to your home during the day	15.7%	39.4%	22.2%	17.2%	5.5%
Q6-4. When visiting recreation centers	19.4%	47.1%	25.2%	5.8%	2.5%
Q6-5. In Downtown Fayetteville	15.1%	51.5%	23.1%	7.7%	2.5%
Q6-6. When riding FAST buses	10.5%	26.1%	48.6%	9.3%	5.4%
Q6-7. Shopping at a retail store or center	16.3%	48.8%	25.8%	7.1%	2.1%
Q6-8. Overall feeling of safety in Fayetteville	9.7%	43.8%	30.4%	11.8%	4.3%

**Q7. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Quality & condition of City Parks & Recreation facilities	11.1%	42.2%	19.7%	6.9%	1.6%	18.5%
Q7-2. Quality & condition of greenways & trails in City	8.0%	34.1%	25.4%	6.2%	2.2%	24.1%
Q7-3. Diversity of City recreation opportunities	5.7%	29.9%	27.4%	9.1%	3.3%	24.6%
Q7-4. Overall quality of City's recreation programs & services	7.2%	32.2%	26.9%	6.0%	2.7%	25.0%
Q7-5. Cultural programming (events, concerts, festivals)	10.2%	36.5%	23.6%	8.6%	4.3%	16.8%
Q7-6. Customer service provided by City's Parks & Recreation staff	8.0%	30.9%	24.9%	4.3%	2.3%	29.6%
Q7-7. Availability of City parks	11.8%	38.2%	23.9%	6.8%	3.0%	16.4%
Q7-8. Availability of biking trails	5.5%	22.3%	24.0%	12.4%	3.0%	32.9%
Q7-9. Availability of swimming pools	4.9%	25.0%	25.3%	11.2%	4.6%	29.0%
Q7-10. Availability of recreational programming	5.2%	29.7%	27.3%	6.2%	3.0%	28.6%

**Q7. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Quality & condition of City Parks & Recreation facilities	13.6%	51.9%	24.2%	8.5%	1.9%
Q7-2. Quality & condition of greenways & trails in City	10.6%	44.9%	33.5%	8.1%	2.8%
Q7-3. Diversity of City recreation opportunities	7.6%	39.6%	36.4%	12.0%	4.4%
Q7-4. Overall quality of City's recreation programs & services	9.6%	42.9%	35.8%	8.0%	3.6%
Q7-5. Cultural programming (events, concerts, festivals)	12.3%	43.9%	28.3%	10.4%	5.2%
Q7-6. Customer service provided by City's Parks & Recreation staff	11.4%	43.9%	35.3%	6.1%	3.3%
Q7-7. Availability of City parks	14.1%	45.7%	28.5%	8.1%	3.6%
Q7-8. Availability of biking trails	8.1%	33.2%	35.8%	18.4%	4.5%
Q7-9. Availability of swimming pools	6.9%	35.2%	35.6%	15.8%	6.5%
Q7-10. Availability of recreational programming	7.2%	41.6%	38.2%	8.7%	4.2%

**Q8. Which TWO of the Parks and Recreation items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality & condition of City Parks & Recreation facilities	114	16.4 %
Quality & condition of greenways & trails in City	39	5.6 %
Diversity of City recreation opportunities	41	5.9 %
Overall quality of City's recreation programs & services	45	6.5 %
Cultural programming (events, concerts, festivals)	67	9.6 %
Customer service provided by City's Parks & Recreation staff	9	1.3 %
Availability of City parks	25	3.6 %
Availability of biking trails	31	4.5 %
Availability of swimming pools	44	6.3 %
Availability of recreational programming	12	1.7 %
<u>None chosen</u>	<u>269</u>	<u>38.6 %</u>
Total	696	100.0 %

Missing Cases = 0



**Q8. Which TWO of the Parks and Recreation items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. 2nd choice	Number	Percent
Quality & condition of City Parks & Recreation facilities	34	4.9 %
Quality & condition of greenways & trails in City	43	6.2 %
Diversity of City recreation opportunities	62	8.9 %
Overall quality of City's recreation programs & services	30	4.3 %
Cultural programming (events, concerts, festivals)	63	9.1 %
Customer service provided by City's Parks & Recreation staff	12	1.7 %
Availability of City parks	24	3.4 %
Availability of biking trails	43	6.2 %
Availability of swimming pools	33	4.7 %
Availability of recreational programming	38	5.5 %
None chosen	314	45.1 %
Total	696	100.0 %

Missing Cases = 0

**Q8. Which TWO of the Parks and Recreation items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality & condition of City Parks & Recreation facilities	148	21.3 %
Quality & condition of greenways & trails in City	82	11.8 %
Diversity of City recreation opportunities	103	14.8 %
Overall quality of City's recreation programs & services	75	10.8 %
Cultural programming (events, concerts, festivals)	130	18.7 %
Customer service provided by City's Parks & Recreation staff	21	3.0 %
Availability of City parks	49	7.0 %
Availability of biking trails	74	10.6 %
Availability of swimming pools	77	11.1 %
Availability of recreational programming	50	7.2 %
<u>None chosen</u>	<u>269</u>	<u>38.6 %</u>
Total	1078	

Number of Cases = 696

Number of Responses = 1078

Average Number Of Responses Per Case = 1.5

Number Of Cases With At Least One Response = 696

Response Percent = 100.0 %

**Q9. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Enforcement of junk & debris cleanup on private property	6.9%	23.1%	17.2%	25.7%	11.9%	15.1%
Q9-2. Enforcement of mowing on private property	6.6%	23.6%	24.6%	19.3%	9.3%	16.7%
Q9-3. Removal of abandoned or inoperative vehicles from private property	5.9%	18.7%	24.1%	19.1%	10.5%	21.7%
Q9-4. Appearance of houses in your neighborhood	14.4%	34.8%	22.6%	14.1%	7.0%	7.2%
Q9-5. Graffiti removal	8.2%	20.5%	26.9%	4.9%	3.0%	36.5%
Q9-6. Enforcement of sign ordinance	6.8%	22.3%	26.9%	7.9%	3.0%	33.2%
Q9-7. Enforcement of illegal uses (5.7., property correctly zoned for intended use)	5.3%	18.4%	27.0%	5.2%	3.6%	40.5%
Q9-8. Enforcement of ordinance preventing illegal development activity	5.9%	17.8%	25.1%	4.7%	5.5%	40.9%

**Q9. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Enforcement of junk & debris cleanup on private property	8.1%	27.2%	20.3%	30.3%	14.0%
Q9-2. Enforcement of mowing on private property	7.9%	28.3%	29.5%	23.1%	11.2%
Q9-3. Removal of abandoned or inoperative vehicles from private property	7.5%	23.9%	30.8%	24.4%	13.4%
Q9-4. Appearance of houses in your neighborhood	15.5%	37.5%	24.3%	15.2%	7.6%
Q9-5. Graffiti removal	12.9%	32.4%	42.3%	7.7%	4.8%
Q9-6. Enforcement of sign ordinance	10.1%	33.3%	40.2%	11.8%	4.5%
Q9-7. Enforcement of illegal uses (5.7., property correctly zoned for intended use)	8.9%	30.9%	45.4%	8.7%	6.0%
Q9-8. Enforcement of ordinance preventing illegal development activity	10.0%	30.2%	42.6%	8.0%	9.2%

**Q10. How responsive is the City to your code enforcement requests for service/complaints?**

Q10. How responsive is City to your code enforcement requests for service/complaints	Number	Percent
Very responsive	85	12.2 %
Somewhat responsive	194	27.9 %
Not at all responsive	46	6.6 %
Not applicable	270	38.8 %
Not provided	101	14.5 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q10. How responsive is the City to your code enforcement requests for service/complaints? (without "not provided")**

Q10. How responsive is City to your code enforcement requests for service/complaints	Number	Percent
Very responsive	85	14.3 %
Somewhat responsive	194	32.6 %
Not at all responsive	46	7.7 %
Not applicable	270	45.4 %
Total	595	100.0 %

Missing Cases = 101

Response Percent = 85.5 %

**Q11. Planning and Zoning. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Overall quality of new residential development in City	7.6%	33.3%	30.3%	7.8%	2.9%	18.1%
Q11-2. Overall quality of new commercial development (e.g. stores, restaurants)	9.8%	38.2%	27.7%	8.5%	3.3%	12.5%
Q11-3. How well City is planning for growth	7.3%	22.3%	28.2%	17.0%	7.5%	17.8%

**Q11. Planning and Zoning. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Overall quality of new residential development in City	9.3%	40.7%	37.0%	9.5%	3.5%
Q11-2. Overall quality of new commercial development (e.g. stores, restaurants)	11.2%	43.7%	31.7%	9.7%	3.8%
Q11-3. How well City is planning for growth	8.9%	27.1%	34.3%	20.6%	9.1%



**Q12. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of street maintenance & repair	4.0%	29.0%	24.1%	26.4%	11.8%	4.6%
Q12-2. Condition of streets in your neighborhood	8.5%	41.4%	20.5%	19.0%	6.9%	3.7%
Q12-3. Cleanliness of City streets	6.8%	37.9%	26.9%	17.4%	7.5%	3.6%
Q12-4. Condition of street signs & traffic signals	9.1%	55.2%	21.8%	5.9%	4.0%	4.0%
Q12-5. Cleanliness & appearance of medians & roadsides	5.5%	37.4%	26.1%	18.8%	7.6%	4.6%
Q12-6. Condition of sidewalks	5.6%	36.8%	26.9%	13.8%	8.2%	8.8%
Q12-7. Condition of City parks	9.2%	40.8%	27.2%	7.2%	2.3%	13.4%
Q12-8. Cleanliness of stormwater drains & creeks in your neighborhood	6.6%	31.6%	25.9%	17.5%	8.9%	9.5%
Q12-9. How quickly street repairs are made	3.3%	20.1%	28.6%	19.4%	15.9%	12.6%

**Q12. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of street maintenance & repair	4.2%	30.4%	25.3%	27.7%	12.3%
Q12-2. Condition of streets in your neighborhood	8.8%	43.0%	21.3%	19.7%	7.2%
Q12-3. Cleanliness of City streets	7.0%	39.3%	27.9%	18.0%	7.7%
Q12-4. Condition of street signs & traffic signals	9.4%	57.5%	22.8%	6.1%	4.2%
Q12-5. Cleanliness & appearance of medians & roadsides	5.7%	39.2%	27.4%	19.7%	8.0%
Q12-6. Condition of sidewalks	6.1%	40.3%	29.4%	15.1%	9.0%
Q12-7. Condition of City parks	10.6%	47.1%	31.3%	8.3%	2.7%
Q12-8. Cleanliness of stormwater drains & creeks in your neighborhood	7.3%	34.9%	28.6%	19.4%	9.8%
Q12-9. How quickly street repairs are made	3.8%	23.0%	32.7%	22.2%	18.3%

**Q13. Which THREE of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q13. Top choice	Number	Percent
Overall quality of street maintenance & repair	195	28.0 %
Condition of streets in your neighborhood	40	5.7 %
Cleanliness of City streets	50	7.2 %
Condition of street signs & traffic signals	13	1.9 %
Cleanliness & appearance of medians & roadsides	36	5.2 %
Condition of sidewalks	46	6.6 %
Condition of City parks	15	2.2 %
Cleanliness of stormwater drains & creeks in your neighborhood	55	7.9 %
How quickly street repairs are made	68	9.8 %
None chosen	178	25.6 %
Total	696	100.0 %

Missing Cases = 0

**Q13. Which THREE of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q13. 2nd choice	Number	Percent
Overall quality of street maintenance & repair	65	9.3 %
Condition of streets in your neighborhood	77	11.1 %
Cleanliness of City streets	62	8.9 %
Condition of street signs & traffic signals	16	2.3 %
Cleanliness & appearance of medians & roadsides	68	9.8 %
Condition of sidewalks	38	5.5 %
Condition of City parks	25	3.6 %
Cleanliness of stormwater drains & creeks in your neighborhood	51	7.3 %
How quickly street repairs are made	83	11.9 %
None chosen	211	30.3 %
Total	696	100.0 %

Missing Cases = 0

**Q13. Which THREE of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q13. 3rd choice	Number	Percent
Overall quality of street maintenance & repair	61	8.8 %
Condition of streets in your neighborhood	39	5.6 %
Cleanliness of City streets	65	9.3 %
Condition of street signs & traffic signals	9	1.3 %
Cleanliness & appearance of medians & roadsides	54	7.8 %
Condition of sidewalks	44	6.3 %
Condition of City parks	42	6.0 %
Cleanliness of stormwater drains & creeks in your neighborhood	44	6.3 %
How quickly street repairs are made	74	10.6 %
None chosen	264	37.9 %
Total	696	100.0 %

Missing Cases = 0

**Q13. Which THREE of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q13. Top choice	Number	Percent
Overall quality of street maintenance & repair	321	46.1 %
Condition of streets in your neighborhood	156	22.4 %
Cleanliness of City streets	177	25.4 %
Condition of street signs & traffic signals	38	5.5 %
Cleanliness & appearance of medians & roadsides	158	22.7 %
Condition of sidewalks	128	18.4 %
Condition of City parks	82	11.8 %
Cleanliness of stormwater drains & creeks in your neighborhood	150	21.6 %
How quickly street repairs are made	225	32.3 %
None chosen	178	25.6 %
Total	1613	

Number of Cases = 696

Number of Responses = 1613

Average Number Of Responses Per Case = 2.3

Number Of Cases With At Least One Response = 696

Response Percent = 100.0 %

**Q14. City Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Solid waste collection services	25.9%	48.9%	11.6%	4.7%	2.7%	6.2%
Q14-2. Curbside recycling services	24.4%	47.6%	11.4%	5.9%	3.2%	7.6%
Q14-3. Bulky item pick up/ removal services (e.g. old furniture, appliances)	16.1%	35.3%	18.0%	11.2%	5.0%	14.4%
Q14-4. Loose leaf collection	16.1%	41.1%	15.8%	8.9%	3.9%	14.2%
Q14-5. Containerized yard waste & limb collection	18.7%	44.0%	15.4%	5.9%	2.9%	13.2%
Q14-6. Stream & lake (watershed) protection	6.6%	21.7%	23.3%	4.7%	3.9%	39.8%
Q14-7. Drainage of City streets	8.0%	29.6%	26.0%	12.8%	7.5%	16.1%

**Q14. City Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Solid waste collection services	27.6%	52.1%	12.4%	5.1%	2.9%
Q14-2. Curbside recycling services	26.4%	51.5%	12.3%	6.4%	3.4%
Q14-3. Bulky item pick up/removal services (e.g. old furniture, appliances)	18.8%	41.3%	21.0%	13.1%	5.9%
Q14-4. Loose leaf collection	18.8%	47.9%	18.4%	10.4%	4.5%
Q14-5. Containerized yard waste & limb collection	21.5%	50.7%	17.7%	6.8%	3.3%
Q14-6. Stream & lake (water-shed) protection	11.0%	36.0%	38.7%	7.9%	6.4%
Q14-7. Drainage of City streets	9.6%	35.3%	31.0%	15.2%	8.9%



**Q15. Transportation and Connectivity. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Adequacy of public parking in Downtown Fayetteville	4.7%	26.9%	25.9%	22.0%	9.1%	11.5%
Q15-2. Availability of public transportation services in FAST bus system	6.6%	18.0%	18.7%	5.9%	4.5%	46.4%
Q15-3. Ease of travel by car in City	9.9%	44.4%	23.4%	12.5%	5.3%	4.5%
Q15-4. Ease of walking in City	8.2%	31.6%	23.6%	14.9%	9.6%	12.1%
Q15-5. Ease of biking in City	4.9%	13.6%	21.8%	15.7%	10.8%	33.2%
Q15-6. Overall traffic safety	5.3%	31.2%	32.3%	16.7%	8.2%	6.3%
Q15-7. Timing of traffic signals	5.5%	29.9%	28.9%	19.0%	11.4%	5.5%
Q15-8. Condition & usability of Fayetteville Regional Airport	14.5%	37.8%	21.7%	5.2%	2.2%	18.7%

**Q15. Transportation and Connectivity. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Adequacy of public parking in Downtown Fayetteville	5.4%	30.4%	29.2%	24.8%	10.2%
Q15-2. Availability of public transportation services in FAST bus system	12.3%	33.5%	34.9%	11.0%	8.3%
Q15-3. Ease of travel by car in City	10.4%	46.5%	24.5%	13.1%	5.6%
Q15-4. Ease of walking in City	9.3%	35.9%	26.8%	17.0%	10.9%
Q15-5. Ease of biking in City	7.3%	20.4%	32.7%	23.4%	16.1%
Q15-6. Overall traffic safety	5.7%	33.3%	34.5%	17.8%	8.7%
Q15-7. Timing of traffic signals	5.8%	31.6%	30.5%	20.1%	12.0%
Q15-8. Condition & usability of Fayetteville Regional Airport	17.8%	46.5%	26.7%	6.4%	2.7%

**Q16. Customer Responsiveness. During the past year, have you or other members of your household contacted the City of Fayetteville to seek services, ask a question, or file a complaint?**

Q16. Have you contacted City to seek services, ask a question, or file a complaint during past year	Number	Percent
Yes	327	47.0 %
No	369	53.0 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q16a. (If YES to Question 16) Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following.**

(N=327)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16a-1. How easy they were to contact	22.3%	47.7%	14.4%	9.8%	3.4%	2.4%
Q16a-2. Courtesy of employees	30.3%	44.3%	12.2%	5.8%	2.4%	4.9%
Q16a-3. Accuracy of information & assistance you were given	26.6%	38.5%	19.6%	8.3%	3.7%	3.4%
Q16a-4. Time it took for your request to be answered	20.8%	43.1%	15.9%	9.8%	6.7%	3.7%
Q16a-5. How well your issue was handled	23.9%	37.0%	16.2%	11.6%	7.0%	4.3%
Q16a-6. Resolution to your issue/concern	23.9%	36.7%	15.6%	10.7%	8.9%	4.3%

**Q16a. (If YES to Question 16) Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following. (without "don't know")**

(N=327)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16a-1. How easy they were to contact	22.9%	48.9%	14.7%	10.0%	3.4%
Q16a-2. Courtesy of employees	31.8%	46.6%	12.9%	6.1%	2.6%
Q16a-3. Accuracy of information & assistance you were given	27.5%	39.9%	20.3%	8.5%	3.8%
Q16a-4. Time it took for your request to be answered	21.6%	44.8%	16.5%	10.2%	7.0%
Q16a-5. How well your issue was handled	24.9%	38.7%	16.9%	12.1%	7.3%
Q16a-6. Resolution to your issue/concern	24.9%	38.3%	16.3%	11.2%	9.3%

**Q17. Have you heard about the City's Strategic Plan?**

<u>Q17. Have you heard about City's Strategic Plan</u>	<u>Number</u>	<u>Percent</u>
Yes	114	16.4 %
No	509	73.1 %
Not provided	73	10.5 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q17. Have you heard about the City's Strategic Plan? (without "not provided")**

<u>Q17. Have you heard about City's Strategic Plan</u>	<u>Number</u>	<u>Percent</u>
Yes	114	18.3 %
No	509	81.7 %
Total	623	100.0 %

Missing Cases = 73

Response Percent = 89.5 %

**Q18. Strategic Goals. Please rate your satisfaction with the City's performance in each of the following City Council's goal areas using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Safe & Secure Community (e.g. Police, Fire, 911)	11.1%	41.2%	24.4%	7.9%	3.0%	12.4%
Q18-2. Diverse & Viable Economy (e.g. new business development)	4.7%	24.6%	31.8%	12.1%	4.3%	22.6%
Q18-3. High Quality Built Environment (e.g. streets, inspections, code enforcement)	4.0%	24.0%	31.3%	11.2%	4.5%	25.0%
Q18-4. Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	6.0%	32.9%	30.9%	13.5%	4.5%	12.2%
Q18-5. Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	2.9%	18.1%	30.2%	10.6%	4.5%	33.8%
Q18-6. Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	4.0%	22.1%	32.5%	8.8%	3.4%	29.2%



**Q18. Strategic Goals. Please rate your satisfaction with the City's performance in each of the following City Council's goal areas using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Safe & Secure Community (e.g. Police, Fire, 911)	12.6%	47.0%	27.9%	9.0%	3.4%
Q18-2. Diverse & Viable Economy (e.g. new business development)	6.1%	31.7%	41.0%	15.6%	5.6%
Q18-3. High Quality Built Environment (e.g. streets, inspections, code enforcement)	5.4%	32.0%	41.8%	14.9%	5.9%
Q18-4. Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	6.9%	37.5%	35.2%	15.4%	5.1%
Q18-5. Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	4.3%	27.3%	45.6%	16.1%	6.7%
Q18-6. Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	5.7%	31.2%	45.8%	12.4%	4.9%

**Q19. Which TWO of the City's strategic goals listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. Top choice	Number	Percent
Safe & Secure Community (e.g. Police, Fire, 911)	173	24.9 %
Diverse & Viable Economy (e.g. new business development)	76	10.9 %
High Quality Built Environment (e.g. streets, inspections, code enforcement)	46	6.6 %
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	76	10.9 %
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	30	4.3 %
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	29	4.2 %
None chosen	266	38.2 %
Total	696	100.0 %

Missing Cases = 0

**Q19. Which TWO of the City's strategic goals listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. 2nd choice	Number	Percent
Safe & Secure Community (e.g. Police, Fire, 911)	47	6.8 %
Diverse & Viable Economy (e.g. new business development)	65	9.3 %
High Quality Built Environment (e.g. streets, inspections, code enforcement)	64	9.2 %
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	116	16.7 %
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	55	7.9 %
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	46	6.6 %
None chosen	303	43.5 %
Total	696	100.0 %

Missing Cases = 0

**Q19. Which TWO of the City's strategic goals listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q19. Top choice	Number	Percent
Safe & Secure Community (e.g. Police, Fire, 911)	220	31.6 %
Diverse & Viable Economy (e.g. new business development)	141	20.3 %
High Quality Built Environment (e.g. streets, inspections, code enforcement)	110	15.8 %
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	192	27.6 %
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	85	12.2 %
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	75	10.8 %
None chosen	266	38.2 %
Total	1089	

Number of Cases = 696

Number of Responses = 1089

Average Number Of Responses Per Case = 1.6

Number Of Cases With At Least One Response = 696

Response Percent = 100.0 %

**Q20. Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following.**

(N=696)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q20-1. As a place to live	11.4%	47.3%	21.0%	13.2%	4.5%	2.7%
Q20-2. As a place to raise children	10.3%	38.8%	21.7%	15.5%	8.8%	4.9%
Q20-3. As a place to play	8.6%	34.3%	27.6%	15.4%	8.0%	6.0%
Q20-4. As a place to work	8.8%	37.8%	25.4%	14.4%	8.9%	4.7%
Q20-5. As a place to retire	13.8%	34.3%	20.5%	13.4%	13.5%	4.5%
Q20-6. As a place to visit	11.6%	35.1%	25.3%	14.7%	9.5%	3.9%
Q20-7. As a place with a lively Downtown	8.2%	28.9%	27.3%	15.5%	10.3%	9.8%
Q20-8. As a partner with its citizens	5.2%	27.6%	34.1%	11.6%	7.9%	13.6%
Q20-9. As a sustainable community	5.9%	33.9%	31.8%	13.1%	6.6%	8.8%
Q20-10. As a City that is moving in the right direction	10.1%	36.4%	28.2%	10.9%	6.6%	7.9%

**Q20. Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following. (without "don't know")**

(N=696)

	Excellent	Good	Neutral	Below average	Poor
Q20-1. As a place to live	11.7%	48.6%	21.6%	13.6%	4.6%
Q20-2. As a place to raise children	10.9%	40.8%	22.8%	16.3%	9.2%
Q20-3. As a place to play	9.2%	36.5%	29.4%	16.4%	8.6%
Q20-4. As a place to work	9.2%	39.7%	26.7%	15.1%	9.4%
Q20-5. As a place to retire	14.4%	35.9%	21.5%	14.0%	14.1%
Q20-6. As a place to visit	12.1%	36.5%	26.3%	15.2%	9.9%
Q20-7. As a place with a lively Downtown	9.1%	32.0%	30.3%	17.2%	11.5%
Q20-8. As a partner with its citizens	6.0%	31.9%	39.4%	13.5%	9.2%
Q20-9. As a sustainable community	6.5%	37.2%	34.8%	14.3%	7.2%
Q20-10. As a City that is moving in the right direction	10.9%	39.5%	30.6%	11.9%	7.2%

**Q21. Communication and Engagement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Availability of information about City programs & services	8.5%	34.9%	27.6%	11.4%	3.9%	13.8%
Q21-2. City efforts to keep you informed about local issues	7.3%	35.6%	25.6%	13.8%	4.5%	13.2%
Q21-3. Level of public involvement in local decisions	5.6%	20.3%	33.8%	14.2%	5.6%	20.5%
Q21-4. Usefulness of information available on City's website	6.9%	30.9%	29.5%	4.6%	2.9%	25.3%
Q21-5. Usefulness of FayFixit web application	5.9%	16.5%	21.8%	2.0%	2.0%	51.7%

**Q21. Communication and Engagement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=696)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Availability of information about City programs & services	9.8%	40.5%	32.0%	13.2%	4.5%
Q21-2. City efforts to keep you informed about local issues	8.4%	41.1%	29.5%	15.9%	5.1%
Q21-3. Level of public involvement in local decisions	7.1%	25.5%	42.5%	17.9%	7.1%
Q21-4. Usefulness of information available on City's website	9.2%	41.3%	39.4%	6.2%	3.8%
Q21-5. Usefulness of FayFixit web application	12.2%	34.2%	45.2%	4.2%	4.2%



**Q22. Which of the following methods do you use to get information about the City of Fayetteville?**

Q22. What methods do you use to get information about City of Fayetteville	Number	Percent
City Manager's Report: City Happenings	34	4.9 %
City representatives at events or meetings	58	8.3 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	242	34.8 %
City's social media: Facebook, Twitter, or YouTube	197	28.3 %
City's television programming (FAYTV)	180	25.9 %
Live televised City Council meetings	130	18.7 %
1-Fay Call Center (433-1FAY)	56	8.0 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	273	39.2 %
Local newspapers	402	57.8 %
Local radio news	246	35.3 %
Local television news	352	50.6 %
Community blogs or list serves	44	6.3 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	145	20.8 %
Other community websites	51	7.3 %
Billboards	167	24.0 %
Total	2577	

Number of Cases = 696

Number of Responses = 2577

Average Number Of Responses Per Case = 3.7

Number Of Cases With At Least One Response = 649

Response Percent = 93.2 %

**Q22-9. Which local newspapers?**

<u>Q22-9. Which local newspapers</u>	<u>Number</u>	<u>Percent</u>
Fayetteville Observer	257	94.8 %
Up and Coming	9	3.3 %
Fayetteville Times	2	0.7 %
Paraglide	2	0.7 %
<u>Local Times</u>	<u>1</u>	<u>0.4 %</u>
Total	271	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q22-10. Which local radio stations?**

<u>Q22-10. Which local radio stations</u>	<u>Number</u>	<u>Percent</u>
Q98	11	8.0 %
640AM	11	8.0 %
WIDU	8	5.8 %
WFNC	8	5.8 %
99.1	6	4.4 %
WRAL	4	2.9 %
107.7, 106.9	4	2.9 %
107.7FM	3	2.2 %
WKML	3	2.2 %
NPR	3	2.2 %
99 FOX	3	2.2 %
95.7AM	2	1.5 %
104.5AM	2	1.5 %
103.9FM	2	1.5 %
95.7	2	1.5 %
107.7AM	2	1.5 %
106.9	2	1.5 %
107.7	2	1.5 %
94.3AM	2	1.5 %
NPR 91.9	2	1.5 %
96.5	2	1.5 %
99.1, 98.1	2	1.5 %
WCLN & WFNC	1	0.7 %
1600 WIDU	1	0.7 %
Bob FM, QDR	1	0.7 %
WFNC, AM640	1	0.7 %
WFNC, 640AM	1	0.7 %
99.1 The Fox	1	0.7 %
Fox 99	1	0.7 %
106.1AM	1	0.7 %
WIDU, 1600AM	1	0.7 %
WFNC/WIDU	1	0.7 %
106.9FM, 107.7FM	1	0.7 %
94.6, 98.1	1	0.7 %
FM106 The River	1	0.7 %
99.1 Fox	1	0.7 %
106.9FM	1	0.7 %
103.9, 104.5, 106.9, 107.7, 99.1	1	0.7 %
103.5, 98.1, 93.9	1	0.7 %
94.7, 93.9, 95.7	1	0.7 %
106.9FM, 107.7FM, 1490AM	1	0.7 %
96.5, 95.7, 107.3	1	0.7 %
BOBFM	1	0.7 %
90.1AM	1	0.7 %
99.1, 95	1	0.7 %
WFLB, WIDU	1	0.7 %

**Q22-10. Which local radio stations?**

<u>Q22-10. Which local radio stations</u>	<u>Number</u>	<u>Percent</u>
103.9	1	0.7 %
1600AM	1	0.7 %
95.07	1	0.7 %
All	1	0.7 %
WRML	1	0.7 %
96.5, 103.5	1	0.7 %
98, 106, 107	1	0.7 %
1490	1	0.7 %
98.1, 103.5	1	0.7 %
95.7, 94.7	1	0.7 %
99.1, 104.5	1	0.7 %
107AM	1	0.7 %
106.1	1	0.7 %
WIDU, 99.1 FOX	1	0.7 %
WUNC 91.9	1	0.7 %
106.1, 91.5	1	0.7 %
WFSS	1	0.7 %
103	1	0.7 %
MKMC	1	0.7 %
95.7, 98.5, 103.5, 94.7	1	0.7 %
104.5, 106.9, 99, 107.7	1	0.7 %
98.1	1	0.7 %
WFNC 95.7	1	0.7 %
AM 640	1	0.7 %
107.3	1	0.7 %
WIDU, Goldy	1	0.7 %
WIDU and WCLN	1	0.7 %
Total	137	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q22-11. Which local TV stations?**

<u>Q22-11. Which local TV stations</u>	<u>Number</u>	<u>Percent</u>
WTVD 11	80	32.1 %
WRAL	50	20.1 %
Spectrum 14 News	30	12.0 %
ABC	13	5.2 %
ABC, NBC, CBS	6	2.4 %
WRAL, WTVD 11	5	2.0 %
Channels 11, 14	4	1.6 %
WTVD 11, WRAL	3	1.2 %
Channel 7	2	0.8 %
ABC, WRAL	2	0.8 %
ABC 11, Spectrum 14 News	2	0.8 %
Channel 3	2	0.8 %
Channels 5, 11	2	0.8 %
Channels 11, 5, 17	2	0.8 %
WRAL, WNCN	2	0.8 %
Channel 5	2	0.8 %
PIX 11	1	0.4 %
Time Warner	1	0.4 %
ABC 11, WRAL	1	0.4 %
ABC, NBC, CBS, Spectrum News	1	0.4 %
Spectrum, WTVD, WRAL	1	0.4 %
WRAZ	1	0.4 %
WTVD 11, Cable 14	1	0.4 %
WTVD 11, NBC	1	0.4 %
Channels 11, 17, 14	1	0.4 %
Channel 14, WRAL	1	0.4 %
Channels 11, 10	1	0.4 %
Channel 17	1	0.4 %
Channels 2, 8, 10, 14	1	0.4 %
WNCN, ABC	1	0.4 %
ABC, CBS	1	0.4 %
WFNC	1	0.4 %
WRAL, ABC	1	0.4 %
Channel 4	1	0.4 %
City Government Channel, 14, 11, 10, 6	1	0.4 %
FCETV	1	0.4 %
Spectrum 7	1	0.4 %
Spectrum channels 14 & 11	1	0.4 %
All local	1	0.4 %
WABC, Channel 12	1	0.4 %
Channels 5, 11, 40	1	0.4 %
Channels 5, 14	1	0.4 %
WRAL, WRAZ,	1	0.4 %
WNAH, ABC	1	0.4 %
Channels 5, 6, 11, 17	1	0.4 %
Channels 5, 17	1	0.4 %

**Q22-11. Which local TV stations?**

<u>Q22-11. Which local TV stations</u>	<u>Number</u>	<u>Percent</u>
Channels 14, 3, 10, 11	1	0.4 %
WTBD, SPECTRUM WEST	1	0.4 %
Channels 3, 11, 10, 14	1	0.4 %
FOX	1	0.4 %
FOX, NBC, ABC	1	0.4 %
WRAL, FOX	1	0.4 %
Channels 11, 3	1	0.4 %
Channel 11, 17, 2, 3	1	0.4 %
WEAL, WTVD 11, WNEN	1	0.4 %
Channels 11, 5, 6	1	0.4 %
Channels 5, 11, 17, 22	1	0.4 %
CBS	1	0.4 %
Total	249	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q23. Which THREE sources of information listed in Question 22 are your MOST PREFERRED methods of getting information about the City of Fayetteville?**

Q23. Top choice	Number	Percent
City Manager's Report: City Happenings	14	2.0 %
City representatives at events or meetings	13	1.9 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	44	6.3 %
City's social media: Facebook, Twitter, or YouTube	75	10.8 %
City's television programming (FAYTV)	27	3.9 %
Live televised City Council meetings	11	1.6 %
1-Fay Call Center (433-1FAY)	4	0.6 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	55	7.9 %
Local newspapers	119	17.1 %
Local radio news	37	5.3 %
Local television news	92	13.2 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	3	0.4 %
Other community websites	2	0.3 %
Billboards	5	0.7 %
None chosen	195	28.0 %
Total	696	100.0 %

Missing Cases = 0

**Q23. Which THREE sources of information listed in Question 22 are your MOST PREFERRED methods of getting information about the City of Fayetteville?**

Q23. 2nd choice	Number	Percent
City Manager's Report: City Happenings	6	0.9 %
City representatives at events or meetings	9	1.3 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	29	4.2 %
City's social media: Facebook, Twitter, or YouTube	42	6.0 %
City's television programming (FAYTV)	18	2.6 %
Live televised City Council meetings	18	2.6 %
1-Fay Call Center (433-1FAY)	4	0.6 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	57	8.2 %
Local newspapers	98	14.1 %
Local radio news	69	9.9 %
Local television news	63	9.1 %
Community blogs or list serves	8	1.1 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	18	2.6 %
Other community websites	6	0.9 %
Billboards	6	0.9 %
None chosen	245	35.2 %
Total	696	100.0 %

Missing Cases = 0



**Q23. Which THREE sources of information listed in Question 22 are your MOST PREFERRED methods of getting information about the City of Fayetteville?**

Q23. 3rd choice	Number	Percent
City Manager's Report: City Happenings	5	0.7 %
City representatives at events or meetings	6	0.9 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	44	6.3 %
City's social media: Facebook, Twitter, or YouTube	28	4.0 %
City's television programming (FAYTV)	12	1.7 %
Live televised City Council meetings	14	2.0 %
1-Fay Call Center (433-1FAY)	7	1.0 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	41	5.9 %
Local newspapers	52	7.5 %
Local radio news	35	5.0 %
Local television news	75	10.8 %
Community blogs or list serves	4	0.6 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	20	2.9 %
Other community websites	13	1.9 %
Billboards	37	5.3 %
None chosen	303	43.5 %
Total	696	100.0 %

Missing Cases = 0

**Q23. Which THREE sources of information listed in Question 22 are your MOST PREFERRED methods of getting information about the City of Fayetteville? (top 3)**

Q23. Top choice	Number	Percent
City Manager's Report: City Happenings	25	3.6 %
City representatives at events or meetings	28	4.0 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	117	16.8 %
City's social media: Facebook, Twitter, or YouTube	145	20.8 %
City's television programming (FAYTV)	57	8.2 %
Live televised City Council meetings	43	6.2 %
1-Fay Call Center (433-1FAY)	15	2.2 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	153	22.0 %
Local newspapers	269	38.6 %
Local radio news	141	20.3 %
Local television news	230	33.0 %
Community blogs or list serves	12	1.7 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	41	5.9 %
Other community websites	21	3.0 %
Billboards	48	6.9 %
None chosen	195	28.0 %
<b>Total</b>	<b>1540</b>	

Number of Cases = 696

Number of Responses = 1540

Average Number Of Responses Per Case = 2.2

Number Of Cases With At Least One Response = 696

Response Percent = 100.0 %

**Q24. Additional Revenue. Using a scale of 1 to 4, where 4 means "Very Willing" and a 1 means "Not Willing," please indicate how willing you would be to support additional funding for each of the services listed below.**

(N=696)

	Very willing	Willing	Not sure	Not willing	Not provided
Q24-1. Additional police facilities & services	23.6%	36.5%	22.4%	12.4%	5.2%
Q24-2. Additional fire facilities & services	21.8%	38.1%	23.7%	10.9%	5.5%
Q24-3. Additional economic & business development services (e.g. fund activities and/or incentives to attract or expand industries/businesses)	17.2%	27.2%	34.6%	15.7%	5.3%
Q24-4. Additional investment in public transit system (FAST)	11.2%	23.1%	37.1%	23.0%	5.6%
Q24-5. Additional construction & maintenance of sidewalks	20.0%	36.4%	26.0%	11.5%	6.2%
Q24-6. Additional investments in City's transportation network (e.g. improvements to corridors, roads, bridges)	20.4%	39.4%	22.3%	12.9%	5.0%
Q24-7. Additional enforcement of City codes	13.4%	27.9%	37.6%	15.2%	5.9%
Q24-8. Additional citizen engagement opportunities	12.8%	33.0%	35.6%	11.9%	6.6%
Q24-9. Additional development of incentive programs for beautification efforts (e.g. landscaping, green spaces)	17.5%	35.9%	27.4%	13.5%	5.6%
Q24-10. Additional stormwater infrastructure to address flooding concerns	24.1%	36.5%	23.3%	10.6%	5.5%

**Q24. Additional Revenue. Using a scale of 1 to 4, where 4 means "Very Willing" and a 1 means "Not Willing," please indicate how willing you would be to support additional funding for each of the services listed below. (without "not provided")**

(N=696)

	Very willing	Willing	Not sure	Not willing
Q24-1. Additional police facilities & services	24.8%	38.5%	23.6%	13.0%
Q24-2. Additional fire facilities & services	23.1%	40.3%	25.1%	11.6%
Q24-3. Additional economic & business development services (e.g. fund activities and/or incentives to attract or expand industries/businesses)	18.2%	28.7%	36.6%	16.5%
Q24-4. Additional investment in public transit system (FAST)	11.9%	24.5%	39.3%	24.4%
Q24-5. Additional construction & maintenance of sidewalks	21.3%	38.7%	27.7%	12.3%
Q24-6. Additional investments in City's transportation network (e.g. improvements to corridors, roads, bridges)	21.5%	41.5%	23.4%	13.6%
Q24-7. Additional enforcement of City codes	14.2%	29.6%	40.0%	16.2%
Q24-8. Additional citizen engagement opportunities	13.7%	35.4%	38.2%	12.8%
Q24-9. Additional development of incentive programs for beautification efforts (e.g. landscaping, green spaces)	18.6%	38.1%	29.1%	14.3%
Q24-10. Additional stormwater infrastructure to address flooding concerns	25.5%	38.6%	24.6%	11.2%

**Q28. Approximately how many years have you lived in Fayetteville?**

Q28. How many years have you lived in

<u>Fayetteville</u>	<u>Number</u>	<u>Percent</u>
0-5	92	13.2 %
6-10	58	8.3 %
11-15	46	6.6 %
16-20	64	9.2 %
21-30	146	21.0 %
31+	271	38.9 %
<u>Not provided</u>	<u>19</u>	<u>2.7 %</u>
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q28. Approximately how many years have you lived in Fayetteville? (without "not provided")**

Q28. How many years have you lived in

<u>Fayetteville</u>	<u>Number</u>	<u>Percent</u>
0-5	92	13.6 %
6-10	58	8.6 %
11-15	46	6.8 %
16-20	64	9.5 %
21-30	146	21.6 %
31+	271	40.0 %
Total	677	100.0 %

Missing Cases = 19

Response Percent = 97.3 %

**Q29. What is your age?**

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	131	18.8 %
35-44	138	19.8 %
45-54	146	21.0 %
55-64	138	19.8 %
65-74	68	9.8 %
75+	45	6.5 %
Not provided	30	4.3 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q29. What is your age? (without "not provided")**

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	131	19.7 %
35-44	138	20.7 %
45-54	146	21.9 %
55-64	138	20.7 %
65-74	68	10.2 %
75+	45	6.8 %
Total	666	100.0 %

Missing Cases = 30

Response Percent = 95.7 %



**Q30. How many children under age 18 do you have living in your home?**

Q30. How many children under age 18 do you have living in your home	Number	Percent
0	488	70.1 %
1	85	12.2 %
2	57	8.2 %
3	21	3.0 %
4	6	0.9 %
5	3	0.4 %
6	2	0.3 %
Not provided	34	4.9 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q30. How many children under age 18 do you have living in your home? (without "not provided")**

Q30. How many children under age 18 do you have living in your home	Number	Percent
0	488	73.7 %
1	85	12.8 %
2	57	8.6 %
3	21	3.2 %
4	6	0.9 %
5	3	0.5 %
6	2	0.3 %
Total	662	100.0 %

Missing Cases = 34

Response Percent = 95.1 %

**Q31. Do you have access to the internet?**

<u>Q31. Do you have access to internet</u>	<u>Number</u>	<u>Percent</u>
Yes	618	88.8 %
No	74	10.6 %
Not provided	4	0.6 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q31. Do you have access to the internet? (without "not provided")**

<u>Q31. Do you have access to internet</u>	<u>Number</u>	<u>Percent</u>
Yes	618	89.3 %
No	74	10.7 %
Total	692	100.0 %

Missing Cases = 4

Response Percent = 99.4 %

**Q32. Are you active duty military, retired military, a military dependent, or a veteran?**

Q32. Are you active duty military, retired military, a military dependent, or a veteran	Number	Percent
Yes	371	53.3 %
No	306	44.0 %
Not provided	19	2.7 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q32. Are you active duty military, retired military, a military dependent, or a veteran? (without "not provided")**

Q32. Are you active duty military, retired military, a military dependent, or a veteran	Number	Percent
Yes	371	54.8 %
No	306	45.2 %
Total	677	100.0 %

Missing Cases = 19

Response Percent = 97.3 %

**Q33. What is your gender?**

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	343	49.3 %
Female	349	50.1 %
Not provided	4	0.6 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q33. What is your gender? (without "not provided")**

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	343	49.6 %
Female	349	50.4 %
Total	692	100.0 %

Missing Cases = 4

Response Percent = 99.4 %



**Q34. Do you own or rent your current residence?**

<u>Q34. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	460	66.1 %
Rent	232	33.3 %
Not provided	4	0.6 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q34. Do you own or rent your current residence? (without "not provided")**

<u>Q34. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	460	66.5 %
Rent	232	33.5 %
Total	692	100.0 %

Missing Cases = 4

Response Percent = 99.4 %

**Q35. Which of the following best describes your race/ethnicity?**

<u>Q35. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	23	3.3 %
White	310	44.5 %
American Indian/Eskimo	21	3.0 %
Black/African American	298	42.8 %
Hispanic, Latino, or other Spanish ancestry	70	10.1 %
Other	10	1.4 %
Total	732	

Number of Cases = 696

Number of Responses = 732

Average Number Of Responses Per Case = 1.1

Number Of Cases With At Least One Response = 672

Response Percent = 96.6 %

**Q35. Other**

<u>Q35. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	4	40.0 %
Portuguese	1	10.0 %
German, African American	1	10.0 %
German	1	10.0 %
West Indian	1	10.0 %
European	1	10.0 %
Puerto Rican	1	10.0 %
Total	10	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q36. Would you say your total annual household income is...**

<u>Q36. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	146	21.0 %
\$30K to \$59,999	178	25.6 %
\$60K to \$99,999	181	26.0 %
\$100K+	115	16.5 %
Not provided	76	10.9 %
Total	696	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Q36. Would you say your total annual household income is... (without "not provided")**

<u>Q36. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	146	23.5 %
\$30K to \$59,999	178	28.7 %
\$60K to \$99,999	181	29.2 %
\$100K+	115	18.5 %
Total	620	100.0 %

Missing Cases = 76

Response Percent = 89.1 %

**Q37. What is your home zip code?**

<u>Q37. Your home zip code</u>	<u>Number</u>	<u>Percent</u>
28314	175	25.1 %
28301	121	17.4 %
28304	117	16.8 %
28311	104	14.9 %
28303	104	14.9 %
28306	32	4.6 %
28305	24	3.4 %
28312	11	1.6 %
28302	3	0.4 %
28307	3	0.4 %
28310	2	0.3 %
Total	696	100.0 %

Missing Cases = 0

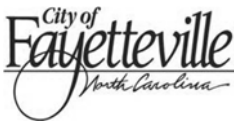
Response Percent = 100.0 %

# Section 5

## *Survey Instrument*

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## City of Fayetteville Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the City of Fayetteville's ongoing effort to identify and respond to resident concerns. You can also complete this survey online at [www.fayettevillesurvey.org](http://www.fayettevillesurvey.org). If you have questions, please contact Rebecca Jackson, Strategy and Performance Analytics Director, at (910) 433-1068. The survey is intended for City of Fayetteville residents only.

- 1. Perception of The City. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police protection	5	4	3	2	1	9
02. Overall quality of fire protection and rescue services	5	4	3	2	1	9
03. Overall maintenance of city streets	5	4	3	2	1	9
04. Overall flow of traffic in the city	5	4	3	2	1	9
05. Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	5	4	3	2	1	9
06. Overall quality of water and sewer utilities	5	4	3	2	1	9
07. Overall enforcement of codes and ordinances	5	4	3	2	1	9
08. Overall quality of customer service received from city employees	5	4	3	2	1	9
09. Overall effectiveness of communication with the public	5	4	3	2	1	9
10. Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9
11. Overall appearance of major entryways to the city	5	4	3	2	1	9
12. Overall building, zoning, and permitting customer service	5	4	3	2	1	9
13. Overall effectiveness of the Economic and Community Development business grant programs	5	4	3	2	1	9
14. Overall effectiveness of the Economic and Community Development business loan programs	5	4	3	2	1	9
15. Overall effectiveness of the Economic and Community Development business counseling programs	5	4	3	2	1	9

- 2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE".]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

- 3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Fayetteville.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City of Fayetteville	5	4	3	2	1	9
02. Overall image and appearance of the city	5	4	3	2	1	9
03. Overall police relationship with your community	5	4	3	2	1	9
04. Overall preparedness to manage development and growth	5	4	3	2	1	9
05. Overall quality of life in the city	5	4	3	2	1	9
06. Overall quality of life in your neighborhood	5	4	3	2	1	9
07. Overall availability of arts and cultural amenities	5	4	3	2	1	9
08. Overall appearance of major corridors	5	4	3	2	1	9
09. Overall Downtown Fayetteville experience	5	4	3	2	1	9
10. Overall strength of Fayetteville's economy	5	4	3	2	1	9
11. Overall availability of employment opportunities in Fayetteville	5	4	3	2	1	9
12. Overall quality of businesses, services and retail in Fayetteville	5	4	3	2	1	9
13. Overall availability of sports venues in Fayetteville	5	4	3	2	1	9
14. Overall affordability of housing in Fayetteville	5	4	3	2	1	9

**4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year by circling either "Yes" or "No."**

Activity			
01.	Used a city recreation center	Yes	No
02.	Used a city swimming pool	Yes	No
03.	Participated in city athletic programs	Yes	No
04.	Participated in other city recreation programs	Yes	No
05.	Visited a neighborhood or city park	Yes	No
06.	Participated in a community watch program or crime prevention meeting	Yes	No
07.	Participated in a public meeting of an appointed board or commission	Yes	No
08.	Attended or viewed a city Council meeting	Yes	No
09.	Ridden the FAST Bus System and/or FASTTRAC! ADA Van System	Yes	No
10.	Attended the Dogwood Festival	Yes	No
11.	Attended the International Folk Festival	Yes	No
12.	Visited the North Carolina Veterans Park	Yes	No
13.	Attended an event at, or visited, Festival Park	Yes	No
14.	Called Code Enforcement	Yes	No
15.	Called or visited the Police Department	Yes	No
16.	Visited Downtown Fayetteville	Yes	No
17.	Used the downtown parking deck	Yes	No
18.	Watched the city show, Fayetteville in 5	Yes	No
19.	Used the Fayetteville Regional Airport	Yes	No
20.	Used fire protection and rescue services	Yes	No
21.	Contacted the Fayetteville Call Center (433-1FAY)	Yes	No
22.	Visited the city's website	Yes	No
23.	Used FayFixIt	Yes	No
24.	Followed the city's social media (Facebook or Twitter)	Yes	No
25.	Participated in the Economic and Community Development business grant program	Yes	No
26.	Participated in the Economic and Community Development business loan program	Yes	No
27.	Participated in the Economic and Community Development business counseling program	Yes	No
28.	Applied for a zoning permit	Yes	No
29.	Applied for a building permit	Yes	No
30.	Had a building trades inspection performed at your property	Yes	No

**5. Public Safety Services. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	City efforts to prevent crime	5	4	3	2	1	9
2.	Enforcement of local traffic laws	5	4	3	2	1	9
3.	How quickly police respond to emergencies	5	4	3	2	1	9
4.	The frequency with which police officers patrol your neighborhood	5	4	3	2	1	9
5.	City efforts to prevent fires	5	4	3	2	1	9
6.	Enforcement of fire code	5	4	3	2	1	9

**6. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.**

How safe do you feel:	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. When walking alone in your neighborhood during the day	5	4	3	2	1	9
2. When walking alone in your neighborhood at night	5	4	3	2	1	9
3. When walking alone in the park nearest to your home during the day	5	4	3	2	1	9
4. When visiting recreation centers	5	4	3	2	1	9
5. In Downtown Fayetteville	5	4	3	2	1	9
6. When riding FAST buses	5	4	3	2	1	9
7. Shopping at a retail store or center	5	4	3	2	1	9
8. Overall feeling of safety in Fayetteville	5	4	3	2	1	9

**7. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality and condition of city Parks and Recreation facilities	5	4	3	2	1	9
02. Quality and condition of greenways and trails in the city	5	4	3	2	1	9
03. Diversity of city recreation opportunities	5	4	3	2	1	9
04. Overall quality of the city's recreation programs and services	5	4	3	2	1	9
05. Cultural programming (events, concerts, festivals)	5	4	3	2	1	9
06. Customer service provided by city's Parks and Recreation staff	5	4	3	2	1	9
07. Availability of city parks	5	4	3	2	1	9
08. Availability of biking trails	5	4	3	2	1	9
09. Availability of swimming pools	5	4	3	2	1	9
10. Availability of recreational programming	5	4	3	2	1	9

**8. Which TWO of the Parks and Recreation items listed in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE".]**

1st: \_\_\_\_ 2nd: \_\_\_\_ NONE

**9. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
2. Enforcement of mowing on private property	5	4	3	2	1	9
3. Removal of abandoned or inoperative vehicles from private property	5	4	3	2	1	9
4. Appearance of houses in your neighborhood	5	4	3	2	1	9
5. Graffiti removal	5	4	3	2	1	9
6. Enforcement of the sign ordinance	5	4	3	2	1	9
7. Enforcement of illegal uses (5.7., property correctly zoned for intended use)	5	4	3	2	1	9
8. Enforcement of ordinance preventing illegal development activity	5	4	3	2	1	9

**10. How responsive is the City to your code enforcement requests for service/complaints?**

- \_\_\_\_(1) Very responsive
- \_\_\_\_(2) Somewhat responsive
- \_\_\_\_(3) Not at all responsive
- \_\_\_\_(4) Not applicable

**11. Planning and Zoning.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of new residential development in the city	5	4	3	2	1	9
2. Overall quality of new commercial development (e.g. stores, restaurants)	5	4	3	2	1	9
3. How well the city is planning for growth	5	4	3	2	1	9

**12. Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of street maintenance and repair	5	4	3	2	1	9
2. Condition of streets in your neighborhood	5	4	3	2	1	9
3. Cleanliness of city streets	5	4	3	2	1	9
4. Condition of street signs and traffic signals	5	4	3	2	1	9
5. Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
6. Condition of sidewalks	5	4	3	2	1	9
7. Condition of city parks	5	4	3	2	1	9
8. Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9
9. How quickly street repairs are made	5	4	3	2	1	9

**13. Which THREE of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE".]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

**14. City Utility Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Solid waste collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Bulky item pick up/removal services (e.g. old furniture, appliances)	5	4	3	2	1	9
4. Loose leaf collection	5	4	3	2	1	9
5. Containerized yard waste and limb collection	5	4	3	2	1	9
6. Stream and lake (water-shed) protection	5	4	3	2	1	9
7. Drainage of city streets	5	4	3	2	1	9

**15. Transportation and Connectivity.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Adequacy of public parking in Downtown Fayetteville	5	4	3	2	1	9
2. Availability of public transportation services in FAST bus system	5	4	3	2	1	9
3. Ease of travel by car in the city	5	4	3	2	1	9
4. Ease of walking in the city	5	4	3	2	1	9
5. Ease of biking in the city	5	4	3	2	1	9
6. Overall traffic safety	5	4	3	2	1	9
7. Timing of traffic signals	5	4	3	2	1	9
8. Condition and usability of the Fayetteville Regional Airport	5	4	3	2	1	9

**16. Customer Responsiveness.** During the past year, have you or other members of your household contacted the City of Fayetteville to seek services, ask a question, or file a complaint?

\_\_\_(1) Yes [Answer Q16a.]      \_\_\_(2) No [Skip to Q17.]

**16a.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the city employees you have contacted with regard to the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy they were to contact	5	4	3	2	1	9
2. Courtesy of employees	5	4	3	2	1	9
3. Accuracy of the information and assistance you were given	5	4	3	2	1	9
4. Time it took for your request to be answered	5	4	3	2	1	9
5. How well your issue was handled	5	4	3	2	1	9
6. The resolution to your issue/concern	5	4	3	2	1	9

**17.** Have you heard about the city's Strategic Plan?      \_\_\_(1) Yes      \_\_\_(2) No

**18. Strategic Goals.** Please rate your satisfaction with the city's performance in each of the following City Council's goal areas using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Safe and Secure Community (e.g. Police, Fire, 911)	5	4	3	2	1	9
2. Diverse and Viable Economy (e.g. new business development)	5	4	3	2	1	9
3. High Quality Built Environment (e.g. streets, inspections, code enforcement)	5	4	3	2	1	9
4. Desirable Place to Live, Work and Recreate (e.g. transportation, parks and recreation, solid waste)	5	4	3	2	1	9
5. Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	5	4	3	2	1	9
6. Resident Engagement and Partnerships (e.g. resident engagement efforts, City-wide communication)	5	4	3	2	1	9

**19.** Which TWO of the city's strategic goals listed in Question 18 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE".]

1st: \_\_\_      2nd: \_\_\_      NONE

**20. Overall Ratings of the City.** Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following.

How would you rate the City of Fayetteville...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. As a place to live	5	4	3	2	1	9
02. As a place to raise children	5	4	3	2	1	9
03. As a place to play	5	4	3	2	1	9
04. As a place to work	5	4	3	2	1	9
05. As a place to retire	5	4	3	2	1	9
06. As a place to visit	5	4	3	2	1	9
07. As a place with a lively downtown	5	4	3	2	1	9
08. As a partner with its citizens	5	4	3	2	1	9
09. As a sustainable community	5	4	3	2	1	9
10. As a city that is moving in the right direction	5	4	3	2	1	9

**21. Communication and Engagement.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. Level of public involvement in local decisions	5	4	3	2	1	9
4. Usefulness of information available on the city's website	5	4	3	2	1	9
5. Usefulness of FayFixit web application	5	4	3	2	1	9

**22. Which of the following methods do you use to get information about the City of Fayetteville?** [Check all that apply.]

- \_\_\_(01) City Manager's Report: City Happenings
- \_\_\_(02) City representatives at events or meetings
- \_\_\_(03) City produced printed brochures, flyers, posters, postcards, letters, etc.
- \_\_\_(04) City's social media: Facebook, Twitter, or YouTube
- \_\_\_(05) The city's television programming (FayTV)
- \_\_\_(06) Live televised City Council meetings
- \_\_\_(07) 1-Fay Call Center (433-1FAY)
- \_\_\_(08) City website, [www.fayettevillenc.gov](http://www.fayettevillenc.gov) (including all sub-websites, e.g. Police, Fire, Parks and Recreation, Transit, Airport)
- \_\_\_(09) Local newspapers (Which newspapers?)
- \_\_\_(10) Local radio news (Which stations?)
- \_\_\_(11) Local television news (Which stations?)
- \_\_\_(12) Community blogs or list serves
- \_\_\_(13) Paid advertising in local media outlets (Radio/TV/newspapers/magazines)
- \_\_\_(14) Other community websites
- \_\_\_(15) Billboards

**23. Which THREE sources of information listed in Question 22 are your MOST PREFERRED methods of getting information about the City of Fayetteville?** [Write in your answers below using the numbers from the list in Question 22, or circle "NONE".]

1st: \_\_\_ 2nd: \_\_\_ 3rd: \_\_\_ NONE

**24. Additional Revenue.** Using a scale of 1 to 4, where 4 means "Very Willing" and a 1 means "Not Willing," please indicate how willing you would be to support additional funding for each of the services listed below.

How willing would you be to support additional funding for...	Very Willing	Willing	Not Sure	Not Willing
01. Additional police facilities and services	4	3	2	1
02. Additional fire facilities and services	4	3	2	1
03. Additional economic and business development services (e.g. fund activities and/or incentives to attract or expand industries/businesses)	4	3	2	1
04. Additional investment in the public transit system (FAST)	4	3	2	1
05. Additional construction and maintenance of sidewalks	4	3	2	1
06. Additional investments in the city's transportation network (e.g. improvements to corridors, roads, bridges)	4	3	2	1
07. Additional enforcement of city codes	4	3	2	1
08. Additional citizen engagement opportunities	4	3	2	1
09. Additional development of incentive programs for beautification efforts (e.g. landscaping, green spaces)	4	3	2	1
10. Additional stormwater infrastructure to address flooding concerns	4	3	2	1

**25. What do you like BEST about living in the City of Fayetteville?**

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**26. What do you like LEAST about living in the City of Fayetteville?**

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27. **What is the main issue you think the City of Fayetteville will face over the next FIVE years?**  
\_\_\_\_\_
28. **Approximately how many years have you lived in Fayetteville?** \_\_\_\_\_ years
29. **What is your age?** \_\_\_\_\_ years
30. **How many children under age 18 do you have living in your home?** \_\_\_\_\_ children
31. **Do you have access to the Internet?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No
32. **Are you active duty military, retired military, a military dependent, or a veteran?**  
\_\_\_\_ (1) Yes \_\_\_\_ (2) No
33. **What is your gender?** \_\_\_\_ (1) Male \_\_\_\_ (2) Female
34. **Do you own or rent your current residence?** \_\_\_\_ (1) Own \_\_\_\_ (2) Rent
35. **Which of the following best describes your race/ethnicity? [Check all that apply.]**  
 \_\_\_\_ (1) Asian/Pacific Islander \_\_\_\_ (4) Black/African American  
 \_\_\_\_ (2) White \_\_\_\_ (5) Hispanic, Latino, or other Spanish ancestry  
 \_\_\_\_ (3) American Indian/Eskimo \_\_\_\_ (6) Other: \_\_\_\_\_
36. **Would you say your total annual household income is...**  
 \_\_\_\_ (1) Under \$30,000 \_\_\_\_ (2) \$30,000 - \$59,999 \_\_\_\_ (3) \$60,000 - \$99,999 \_\_\_\_ (4) \$100,000 or more
37. **What is your home zip code?** \_\_\_\_\_
38. **If you have other comments about ways to improve the quality of city services, please write your comments below. Your responses will remain completely confidential.**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**This concludes the survey – Thank you for your time!**  
 Please return your completed survey in the enclosed postage-paid envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the city are having problems with city services. If your address is not correct, please provide the correct information. Thank you.