

**Café Conversation Citizen Engagement Event**  
**January 17, 2019, 6:00pm – 8:30pm**  
**Smith Recreation Center, 1520 Slater Avenue**

**Purpose**

The City of Fayetteville hosted a Café Conversation citizen engagement event on Thursday, January 17, 2019, at the Smith Recreation Center on Slater Avenue. The purpose of the event was to gather public opinion on how the City has performed in the last year in relation to the City's six strategic goals and to identify those strategic goal objectives on which the City should concentrate in the coming year. Over 50 residents participated. All City Council districts were represented as were multiple age groups of citizens. There was also diversity within the group as to the length of time participants had lived in Fayetteville. (See Appendix A)

**The Strategic Goals**

Goal I: Safe and Secure Community

Goal II: Diverse and Viable Economy

Goal III: High Quality Built Environment

Goal IV: Desirable Place to Live, Work, and Recreate

Goal V: Sustainable Organizational Capacity

Goal VI: Citizen Engagement and Partnerships

**Methodology**

Residents were given a brief overview of the City of Fayetteville's strategic planning process and the City's six strategic goals before being electronically polled to gather their opinions on how the City has performed in the last year in relation to those goals. Residents were asked, per goal, if they agreed or disagreed that overall the City is meeting the goal, if the City is moving in the right direction to achieve the goal, and if the City is meeting resident expectations in relation to the goal. In the second half of the event, each resident was asked to review the strategic goals and the related goal objectives and then to prioritize the three goal objectives on which the City should focus its efforts in the coming year. Each resident was also asked to brainstorm one project per prioritized goal objective that he/she would like to see accomplished in the next year. Residents were then asked to collaborate at their tables to develop a three item list per table of prioritized goal objectives and associated projects. These table lists were then posted in the room and residents were asked to indicate visually with an adhesive dot which project, out of all the projects developed by the table groups, was their highest priority project.

**Past Performance Results**

Residents thought the City was moving in the right direction on five of the six strategic goals. Sixty-two percent of participants felt the City was moving in the wrong direction in relation to Goal III, maintaining a high quality built environment. The majority of participants agreed that we have a safe and secure community (Goal I), that we have sustainable organizational capacity (Goal V), and that we maintain strong, active community connections (Goal VI). The majority disagree that we have a diverse and viable economy (Goal II), that we have a high quality built environment (Goal III), and that Fayetteville is a desirable place to live, work and recreate (Goal IV). Participants indicated the City is meeting or exceeding expectations in all areas except a diverse and viable economy (Goal II), and maintaining a high quality built environment (Goal III). (See Appendix B)

Looking at historical trends in Café responses, residents are least sure the City is accomplishing its goals in the areas of a diverse and viable economy (Goal II) and a high quality built environment (Goal III). Resident opinion was slightly more negative this year than last when asked if the City is moving in the right direction in each of the goal areas. It is worth both noting and monitoring performance in Goals III, IV, V, and VI as the response for each of these goals shows a downward trend over the last three years. Finally, residents least strongly believe we have met or exceeded our goals in relation to a diverse and viable

economy (Goal II) and a high quality built environment (Goal III). Also worth noting and monitoring are the downward trends here for a safe and secure community (Goal I) and maintaining strong, active community connections (Goal VI). (See Appendix D)

### **Priorities for the Future**

Looking at where participants would like the City to concentrate resources in the coming year, **Goal I, Objective A** was prioritized as the most important objective on which to focus. This objective speaks to reducing crime and improving the public's perception of safety in the community. Projects connected to this goal and objective focused on increasing police presence and patrols in neighborhoods, reducing crime, and better intergovernmental collaboration. Second in priority was **Goal II, Objective C**. This objective deals with job creation and retention, job training, and per capita income. Projects listed for this objective spoke to creating more jobs and better paying jobs, retention of talent in the community, and better intergovernmental cooperation. Third in priority was **Goal IV, Objective F** which deals with poverty and homelessness. Other Goal / Goal Objectives receiving some priority notice from participants were Goal I, Objective B, Goal II, Objective A, Goal III, Objective D, and Goal IV Objective A.

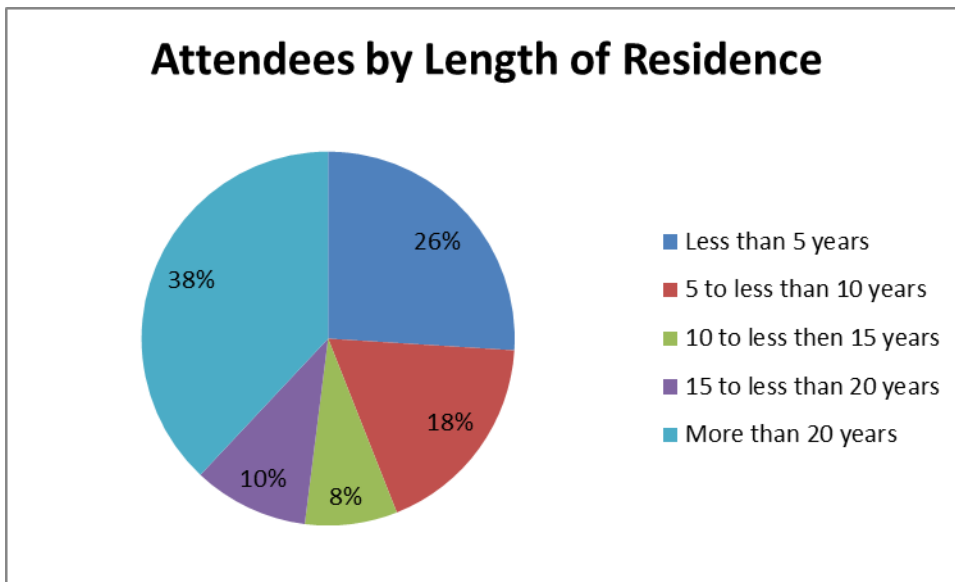
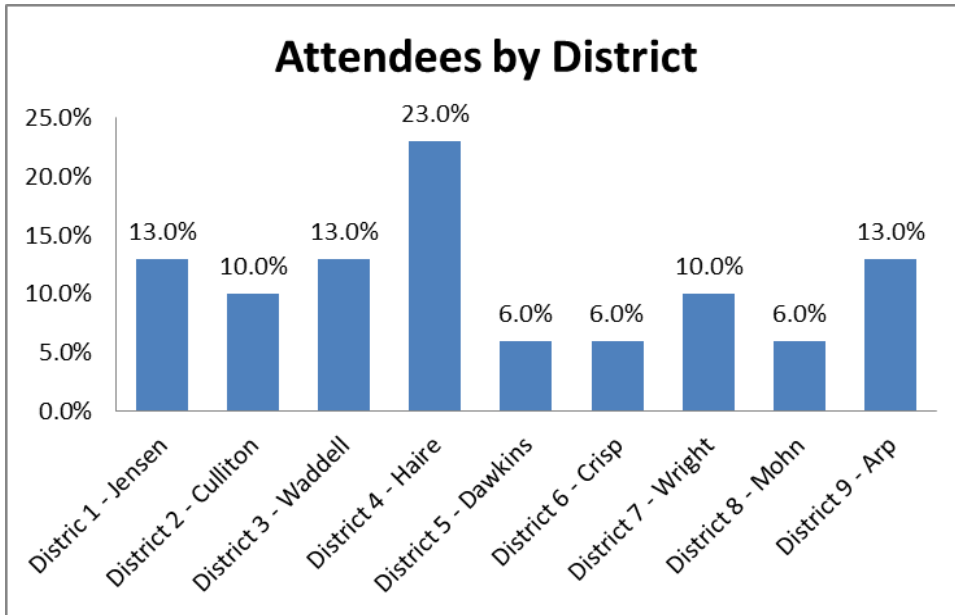
### **Analysis**

The results of the Café Conversation citizen engagement event align with the City's vision of a prosperous, innovative, and unified community. Participants continue to focus on safety and job prospects as key issues in the community followed closely by poverty, homelessness and affordable. It is interesting to note that the majority of comments dealing with public safety did not focus on reducing crime, but rather on the visibility of police personnel in the neighborhoods, the perception of safety in the community, and communication between the City's public safety units and the public. In terms of the economy, residents are overwhelmingly concerned with job growth in higher wage industries than currently exist in the community and increased diversity of the tax base. A key recurring theme connected to both safety and the economy was improved intergovernmental collaboration and communication with residents. Participants recognize that it will take effort from the City, the County, the school system, Fort Bragg, and individual residents in order for the community to achieve its vision. Participants also strongly expressed a desire for more opportunities to learn about how City government works and how decisions are made, which speaks to transparency and accountability in our operations and decision making. Quality of life for all residents was evident in the emphasis attendees put on increasing efforts to become more environmentally friendly in City operations and a desire for increased walkability within the City, both in the form of sidewalks and walking trails.

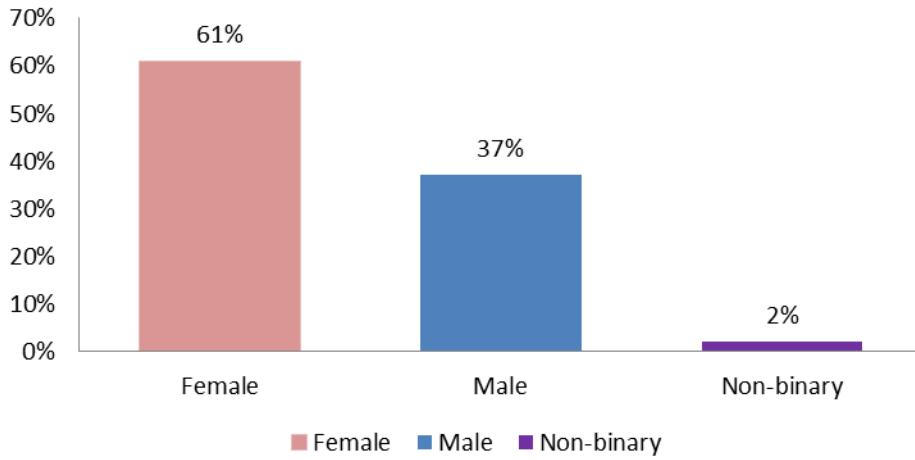
Participants were asked if the stated vision of the City encompassed all aspects of their individual visions for Fayetteville and 84% agreed that it did. The one element participants noted that could be more evident in the City's vision is around efforts to become more environmentally aware or "greener". This is reflected in a desire by many participants to see the City expand green spaces and provide for a more walkable city. Reduced use of fossil fuels has also become a topic of discussion at the Federal level. (See Appendix C)

The key themes expressed this year by participants were almost identical to those expressed last year; however, participants were decidedly more negative in their views of how the City is doing in achieving its strategic goals. This may indicate that residents feel the City is not doing enough, or not moving quickly enough, to address clearly articulated resident priorities. (See Appendix D)

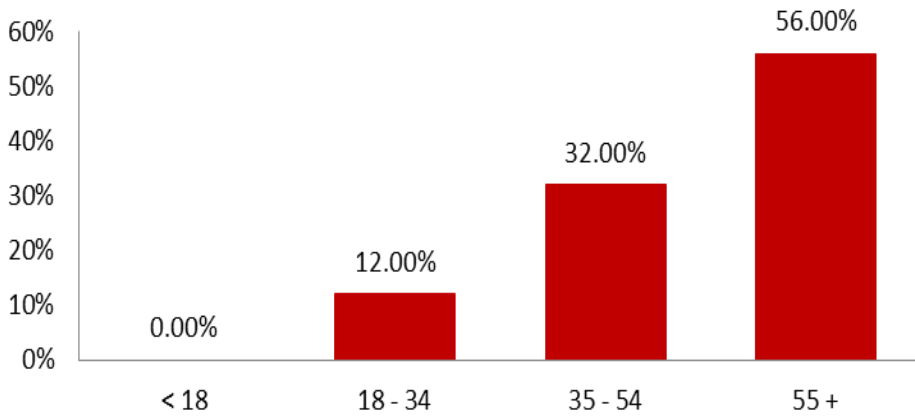
Appendix A  
Demographics



### Attendees by Gender



### Attendees by Age



Appendix B  
Survey Questions and Results

**Goal I**

1. I feel we have a safe and secure community.
2. Rate the City's progress over the last year when it comes to a safe and secure community.
3. Rate City Government's job performance in relation to a safe and secure community.

**Goal II**

1. I feel we have a strong, diverse local economy.
2. Rate the City's progress over the last year when it comes to a strong, diverse local economy.
3. Rate City Government's job performance in relation to a strong, diverse local economy.

**Goal III**

1. I feel we have high quality infrastructure, intelligent urban planning, and effective community development.
2. Rate the City's progress over the last year when it comes to infrastructure, urban planning, and community development.
3. Rate City Government's job performance in relation to infrastructure, urban planning, and community development.

**Goal IV**

1. I feel that Fayetteville has adequate public transportation, sufficient parks and recreation facilities, and effective solid waste collection.
2. Rate the City's progress over the last year when it comes to public transportation, parks and recreation, and solid waste collection.
3. Rate City Government's job performance in relation to public transportation, parks and recreation, and solid waste collection.

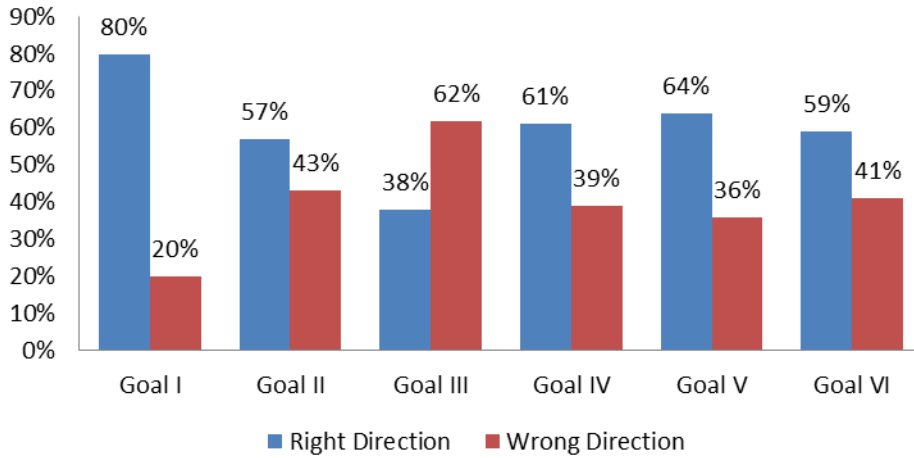
**Goal V**

1. I feel that City Government has unity of purpose and sustainable capacity.
2. Rate City Government's progress over the last year when it comes to unity of purpose and sustainable capacity.
3. Rate City Government's job performance in relation to unity of purpose and sustainable capacity.

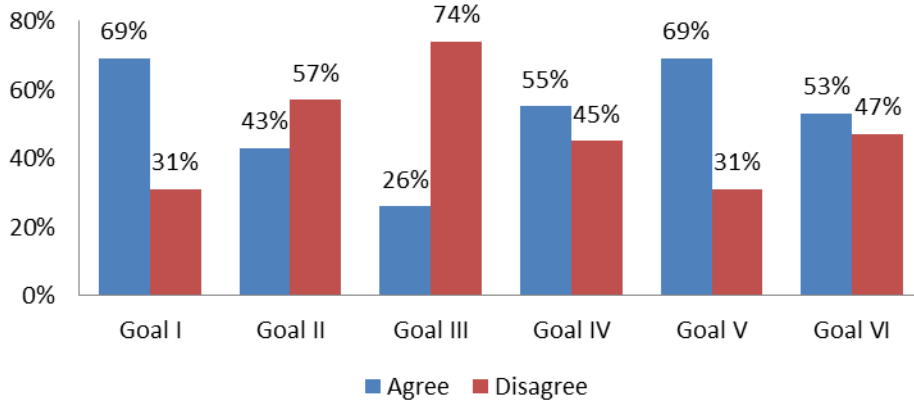
**Goal VI**

1. I feel that City Government has strong and active community connections and communicates well with residents.
2. Rate City Government's progress over the last year when it comes to maintaining strong, active community connections and communicating well with residents.
3. Rate City Government's job performance in relation to strong, active community connections and communicating well with residents.

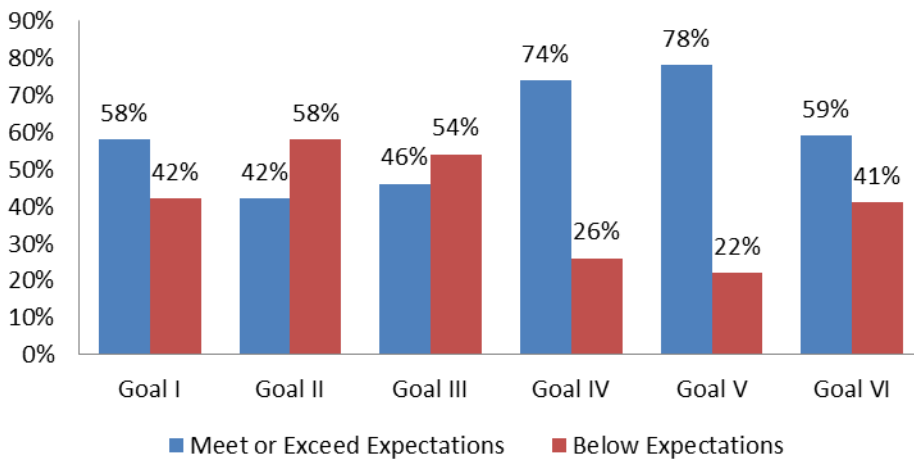
## Progress Over the Last Year



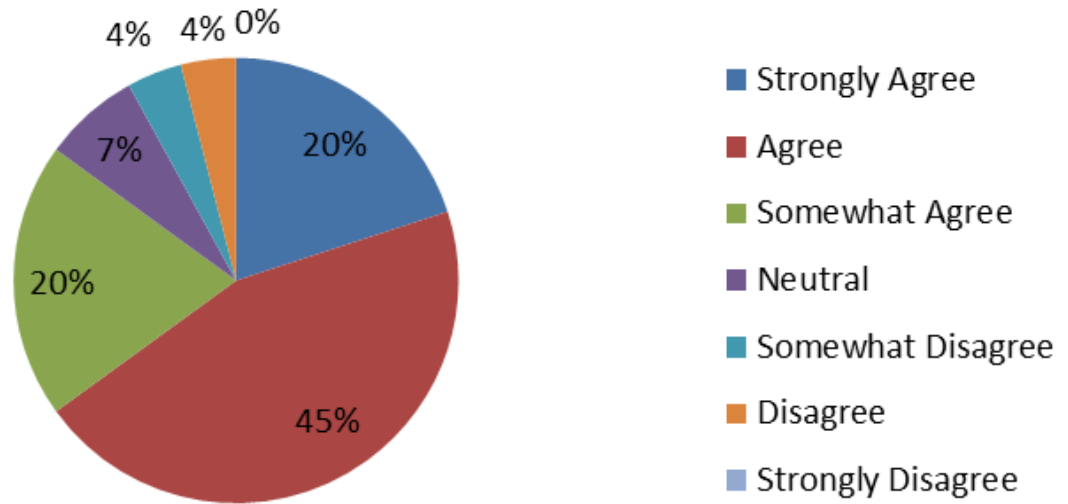
## Feeling That We Have Accomplished Our Goals



## City Performance in Goal Areas

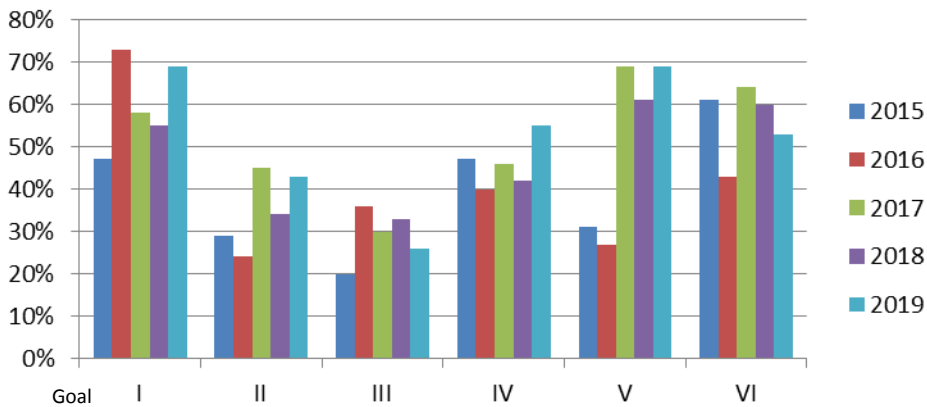


## Prosperous, innovative, and unified captures my vision for Fayetteville

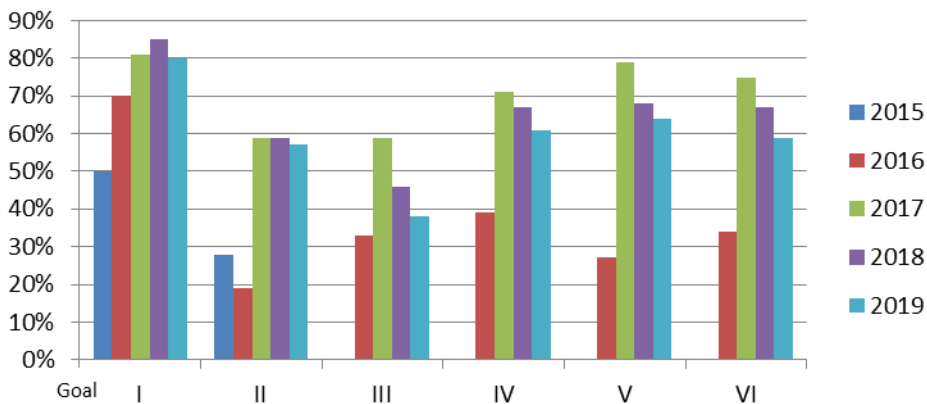


Appendix D  
Historical Trends

### Percent Who Agree That the City Has Accomplished Its Goals



### Percent Who Believe the City is Moving in the Right Direction



### Percent Who Believe the City Has Met or Exceeded Its Goals

