

# City of Fayetteville Resident Survey

## Findings Report

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# 2019

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

**By:**  
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**December 2019**



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# 2019 City of Fayetteville Resident Survey Executive Summary

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## Purpose and Methodology

ETC Institute administered a survey to residents of the City of Fayetteville during the fall of 2019 as part of the City's ongoing strategic planning process. 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 Fayetteville residents. This is the fourth resident survey that ETC Institute has conducted for the City 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 to households that received the survey to encourage participation. The emails contained a link to the on-line 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 on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 600 residents. The goal was accomplished, with a total of 608 residents completing the survey. The overall results for the sample of 608 households have a precision of at least +/-4.0% at the 95% level of confidence.

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,
- Charts and graphs showing the overall results of the survey (section 1),
- Trend charts and graphs showing comparisons to previous surveys (section 2),
- Benchmarking data that shows how the results for Fayetteville compare to other communities (section 3),
- Importance-satisfaction analysis: this analysis was done to determine priority actions for the City to address based upon the survey results (section 4),
- Tabular data that show the results for each question on the survey (section 5),
- A copy of the survey instrument (section 6).

**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 (86%), overall quality of police protection (69%), solid waste services (67%), overall quality of parks and recreation facilities and programs (65%), and overall quality of customer service received from City employees (57%). 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 quality of life in your neighborhood (63%), overall quality of services provided by the City (61%), and overall police relationship with the community (58%).

**Overall Satisfaction with Customer Service**

During the past year, 42% of households had contacted the City to seek services, ask a question, and/or file a complaint. The highest levels of satisfaction with customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: courtesy of employees (74%), how easy they were to contact (67%), and accuracy of information and assistance given (64%).

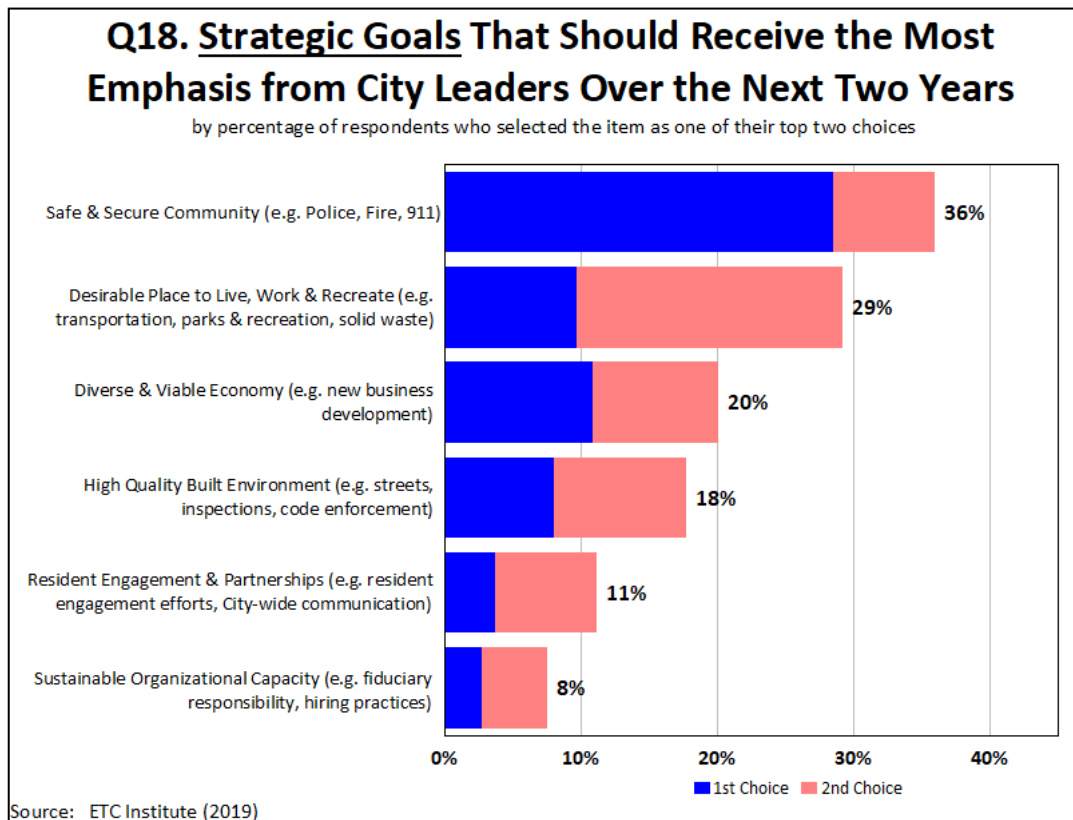
## Satisfaction with Specific City Services

- **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 (59%), how quickly police respond to emergencies (58%), and enforcement of fire code (54%).
  - 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 (78%), shopping at a retail store or center (65%), and visiting recreation centers (65%).
- **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%), cultural programming (62%), availability of City parks (62%), and customer service provide by parks and recreation staff (61%). 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, quality and condition of greenways and trails, and cultural programming.
- **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 (57%), graffiti removal (43%), 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, 30% indicated the City is “very responsive” and 57% indicated the City is “somewhat responsive”.
- **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 (66%), condition of City parks (58%) and the condition of neighborhood streets (52%). The three maintenance items that residents felt should receive the most emphasis from City leaders over the next two years were: overall street maintenance/repair, how quickly street repairs are made, and the cleanliness of stormwater drains & creeks.
- **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 (70%), ease of travel by car (51%), and the ease of travel by walking (47%).

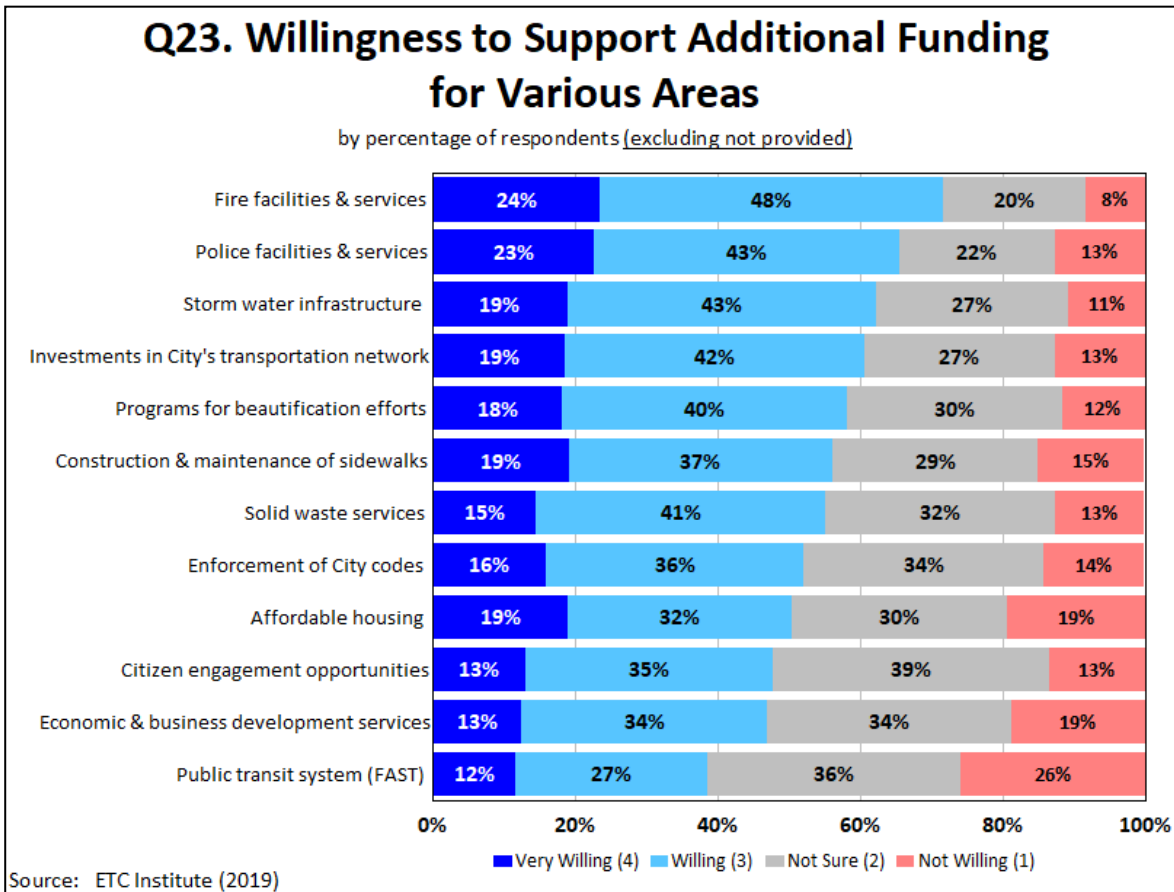
- **City Communication.** The highest levels of satisfaction with City communication and engagement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the usefulness of information available on the City’s website (52%), the availability of information about City programs/services (50%), and efforts to keep the community informed about local issues (47%).
  - Respondents were asked to indicate what methods they use to get information about the City of Fayetteville. The most selected sources were: local television news (49%), City website (41%), and local radio news (37%).
  - The top three methods that residents most prefer to use to receive information on City news and events are: local television news, City social media sites, and the City website.

### Additional Findings

- Respondents were asked to rate their satisfaction with the City’s performance in the City Council’s six goal areas. 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 (61%), Desirable Place to Live, Work, and Recreate (50%), and Diverse and Viable Economy (41%). The 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 (see chart below).



- Residents were asked to indicate their overall ratings of the City and 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 (63%), the City as a place to work (54%), and the City as a place to retire (53%).
- From a list of various programs/activities, respondents were asked to indicate which programs/activities they or household members had participated in during the past year. Eighty-seven percent (87%) indicated they had visited Downtown Fayetteville, 74% visited a neighborhood or City park, 72% attended an event at or visited Festival Park, 65% have used the City’s website, and 63% have used Fayetteville Regional Airport.
- Respondents were asked how willing they would be to support additional funding for various City services. 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: fire facilities and services (72%), police facilities and services (66%), storm water infrastructure (62%), and investments in the City’s transportation network (61%). (see chart below).



### Trends – Significant Increases in Satisfaction Since 2018

From 2018 to 2019, satisfaction ratings **improved in 53 of the 101 areas** that were assessed, stayed the same in 13 areas, and decreased in 35 areas. There were significant increases (5% or more) in satisfaction in 24 of these areas, and significant decreases in only 8 areas. The 24 areas that had a significant increase in satisfaction since 2018 are listed below:

Service	2018	2019	Difference	Category
Availability of sports venues in Fayetteville	32%	55%	23%	Perceptions
How quickly street repairs are made	27%	38%	11%	Maintenance
Availability of employment opportunities in City	25%	35%	10%	Perceptions
Availability of arts & cultural amenities	40%	49%	9%	Perceptions
Overall quality of life in City	41%	50%	9%	Perceptions
Overall quality of street maintenance & repair	35%	43%	8%	Maintenance
Overall strength of Fayetteville's economy	35%	43%	8%	Perceptions
Walking alone in your neighborhood at night	43%	50%	7%	Feeling of Safety
Availability of swimming pools/splash pads	42%	49%	7%	Parks and Recreation
Condition & usability of Fayetteville Regional Airport	64%	70%	6%	Transportation & Connectivity
Overall quality of life in your neighborhood	57%	63%	6%	Perceptions
Customer service provided by parks & rec staff	55%	61%	6%	Parks and Recreation
Preparedness to manage development & growth	31%	37%	6%	Perceptions
Cultural programming (events, concerts, festivals)	56%	62%	6%	Parks and Recreation
Overall quality of recreation programs & services	53%	58%	6%	Parks and Recreation
Overall flow of traffic in City	24%	30%	6%	Major Categories
Appearance of major corridors	38%	44%	6%	Perceptions
Overall image and appearance of City	41%	47%	5%	Perceptions
Diversity of City recreation opportunities	47%	53%	5%	Parks and Recreation
Overall maintenance of City streets	35%	41%	5%	Major Categories
Desirable Place to Live, Work & Recreate	45%	50%	5%	Strategic Goals
Overall quality of parks & rec facilities/programs	60%	65%	5%	Major Categories
Quality & condition of greenways & trails in City	56%	60%	5%	Parks and Recreation
As a place to work	49%	54%	5%	Quality of Life

### Trends – Significant Decreases in Satisfaction Since 2018

The 8 areas that had a significant decrease in satisfaction since 2018 are listed below:

Service	2018	2019	Difference	Category
How well your issue was handled	64%	53%	-11%	Customer Service
Resolution to your issue/concern	63%	52%	-11%	Customer Service
Adequacy of public parking in Downtown Fayetteville	36%	26%	-10%	Transportation & Connectivity
Time it took for your request to be answered	66%	57%	-10%	Customer Service
Ease of travel by car in City	57%	51%	-6%	Transportation & Connectivity
How easy they were to contact	72%	67%	-5%	Customer Service
Enforcement of fire code	59%	54%	-5%	Public Safety
Courtesy of employees	78%	74%	-5%	Customer Service



## 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 4 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=0.2583)
- Overall maintenance of City streets (IS Rating=0.2127)

The table below shows the importance-satisfaction rating for all 13 major categories of City services that were rated.

2019 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	37%	1	30%	13	0.2583	1
Overall maintenance of City streets	36%	2	41%	10	0.2127	2
<b>Medium Priority (IS &lt; .10)</b>						
Overall enforcement of codes & ordinances	15%	7	37%	12	0.0931	3
Overall quality of storm water services	16%	5	45%	9	0.0888	4
Overall appearance of major entryways to City	16%	4	49%	6	0.0840	5
Overall affordability of housing in Fayetteville	16%	6	49%	7	0.0829	6
Overall quality of police protection	25%	3	69%	2	0.0757	7
Effectiveness of communication with the public	10%	8	48%	8	0.0513	8
Overall quality of public transit system (FAST)	8%	10	39%	11	0.0508	9
Overall quality of parks & rec facilities/programs	9%	9	65%	4	0.0321	10
Overall customer service from City employees	5%	12	57%	5	0.0221	11
Overall quality of solid waste services	4%	13	67%	3	0.0139	12
Overall quality of fire protection/rescue services	6%	11	86%	1	0.0075	13

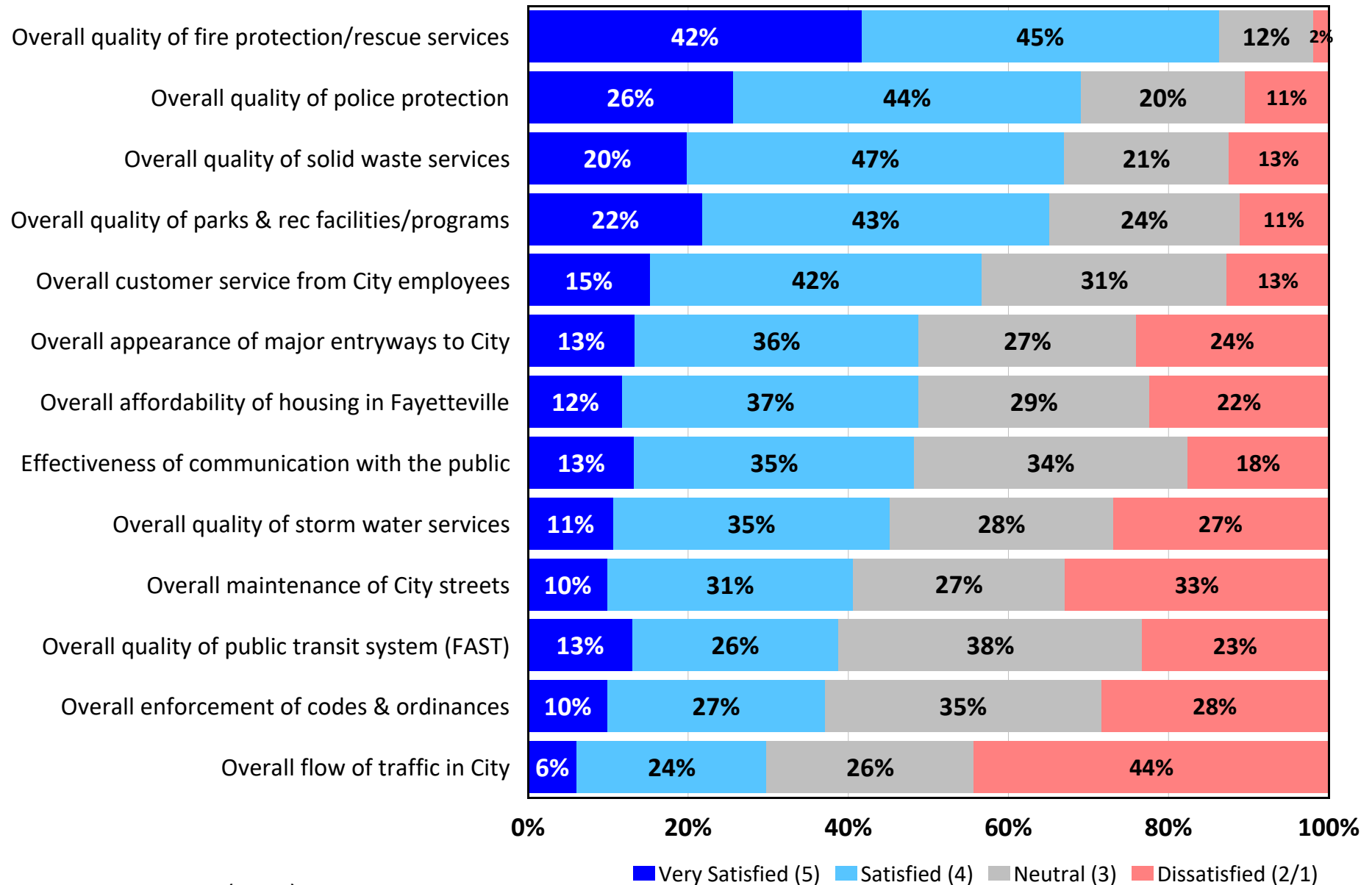
# **Section 1**

## ***Charts and Graphs***

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# Q1. Satisfaction with Major Categories of City Services

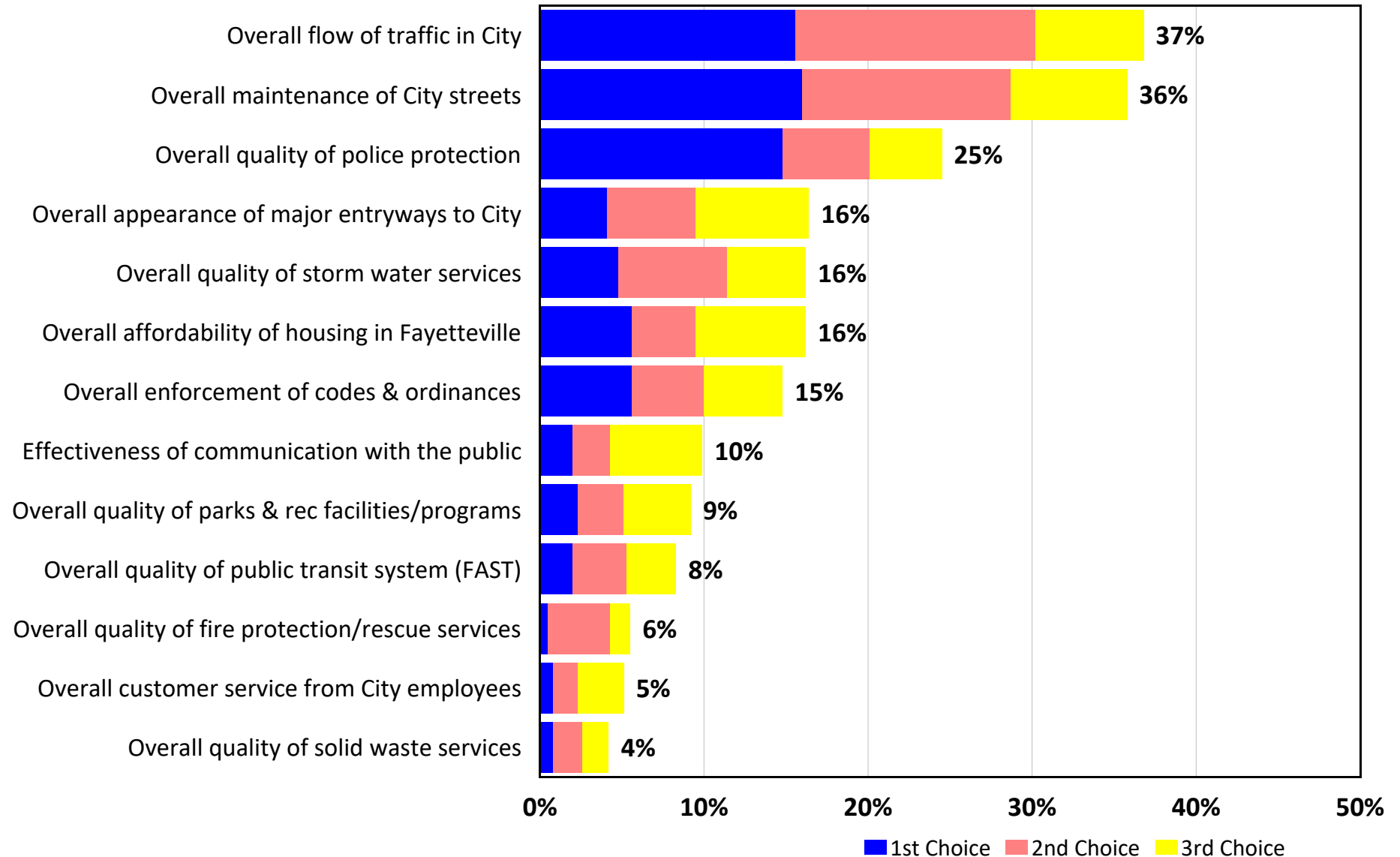
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

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

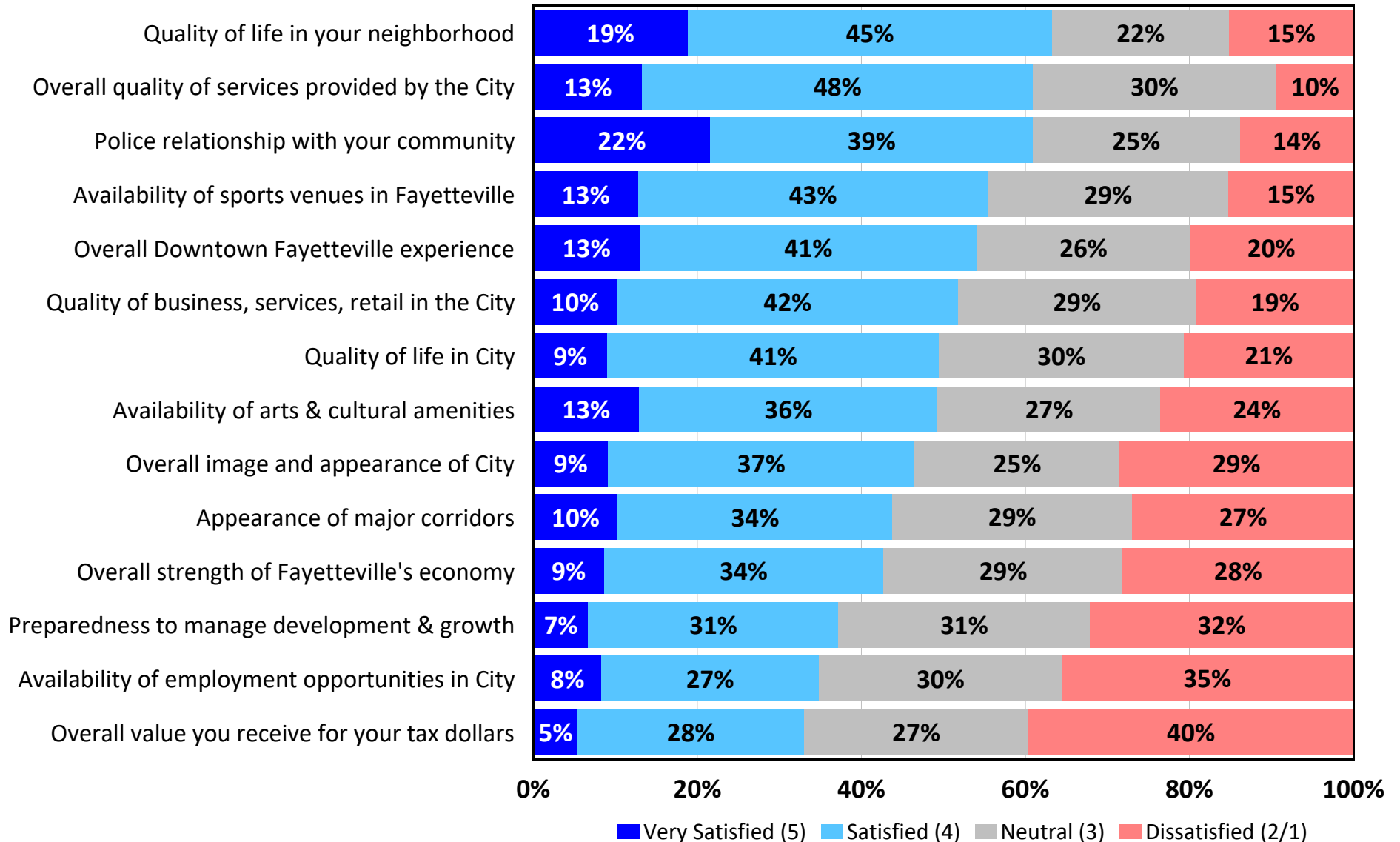
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

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

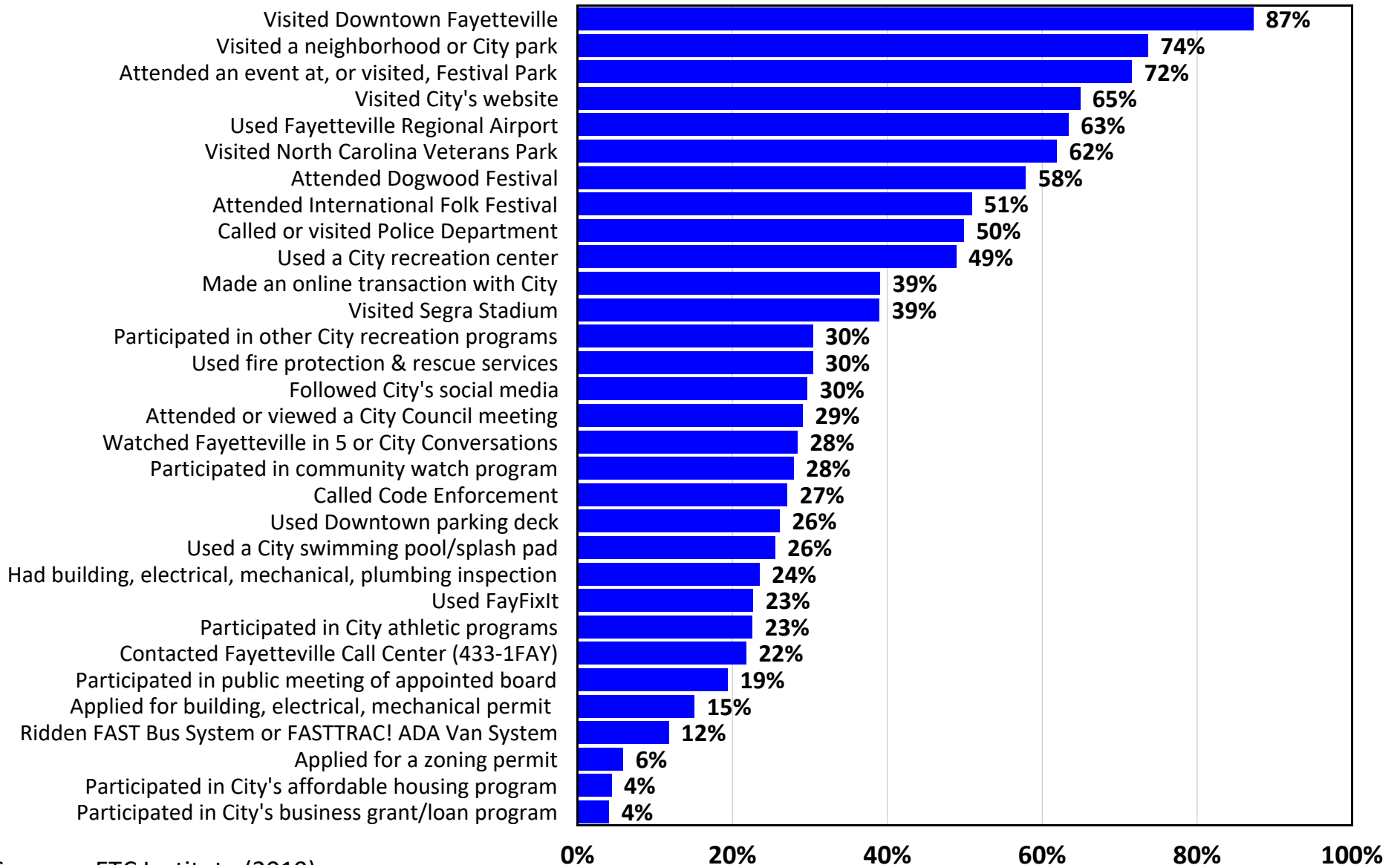
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Q4. Activities That Households Have Participated in During the Past Year

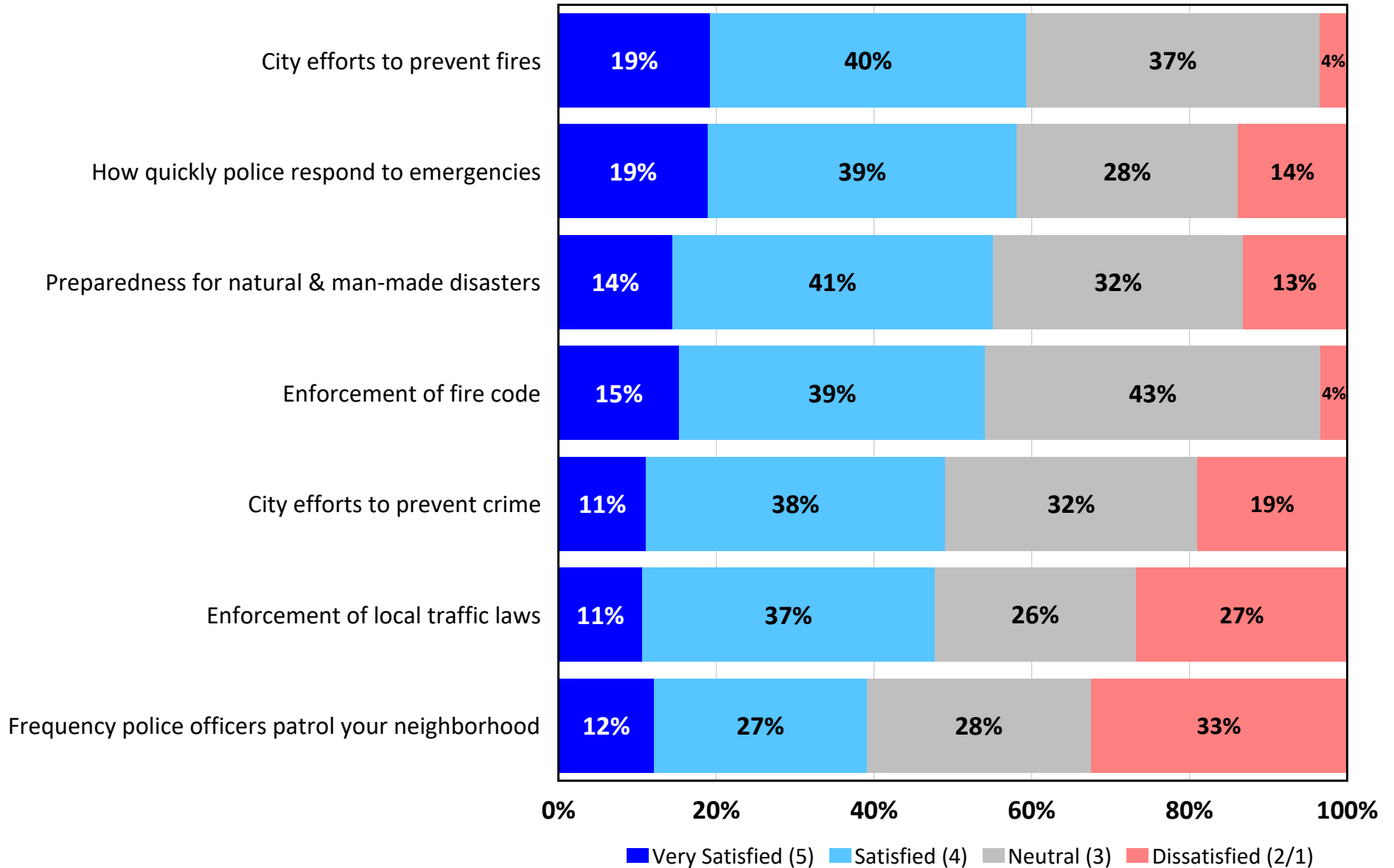
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q5. Satisfaction with Public Safety Services

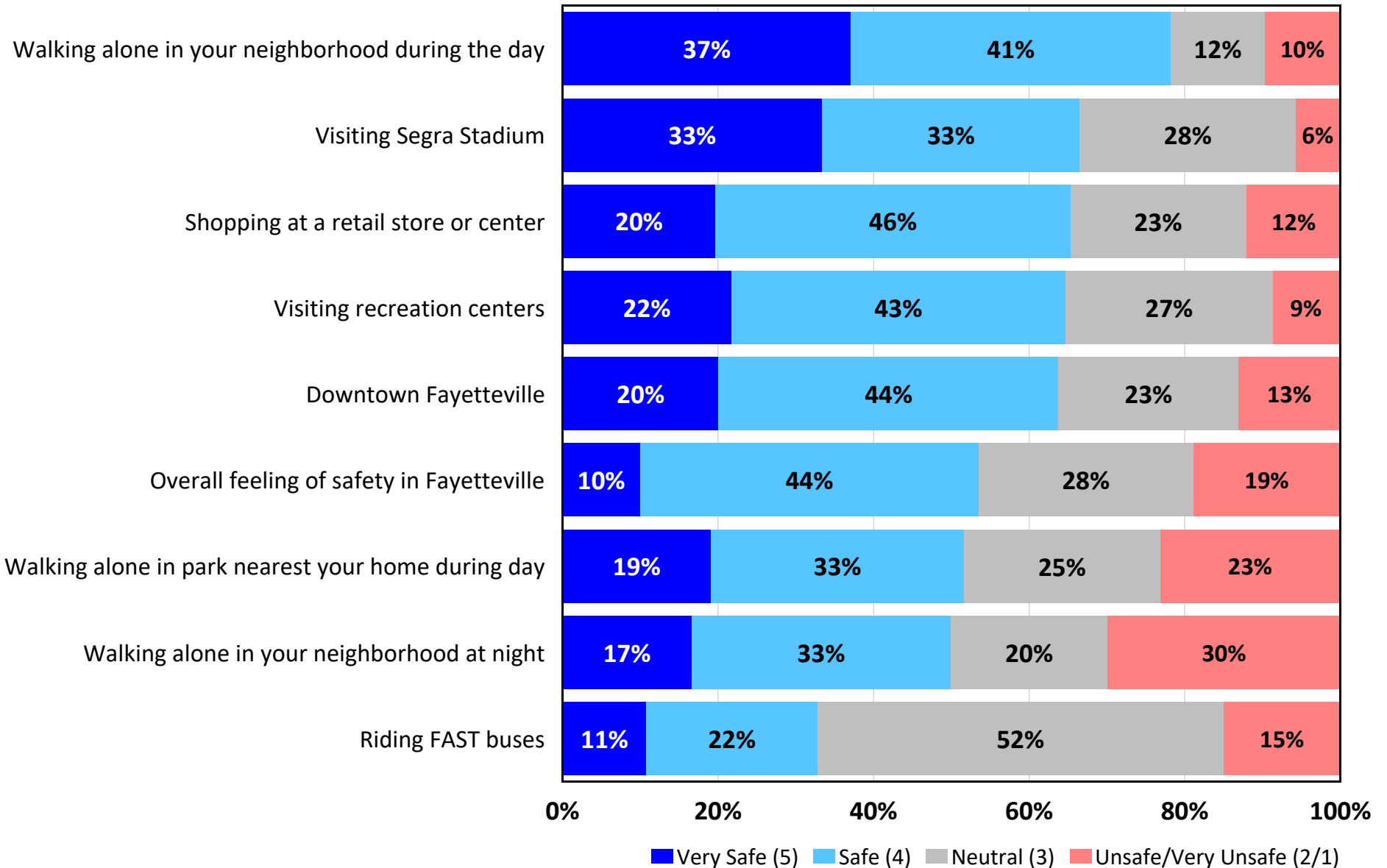
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Q6. Feeling of Safety in the City

by percentage of respondents (excluding don't knows)

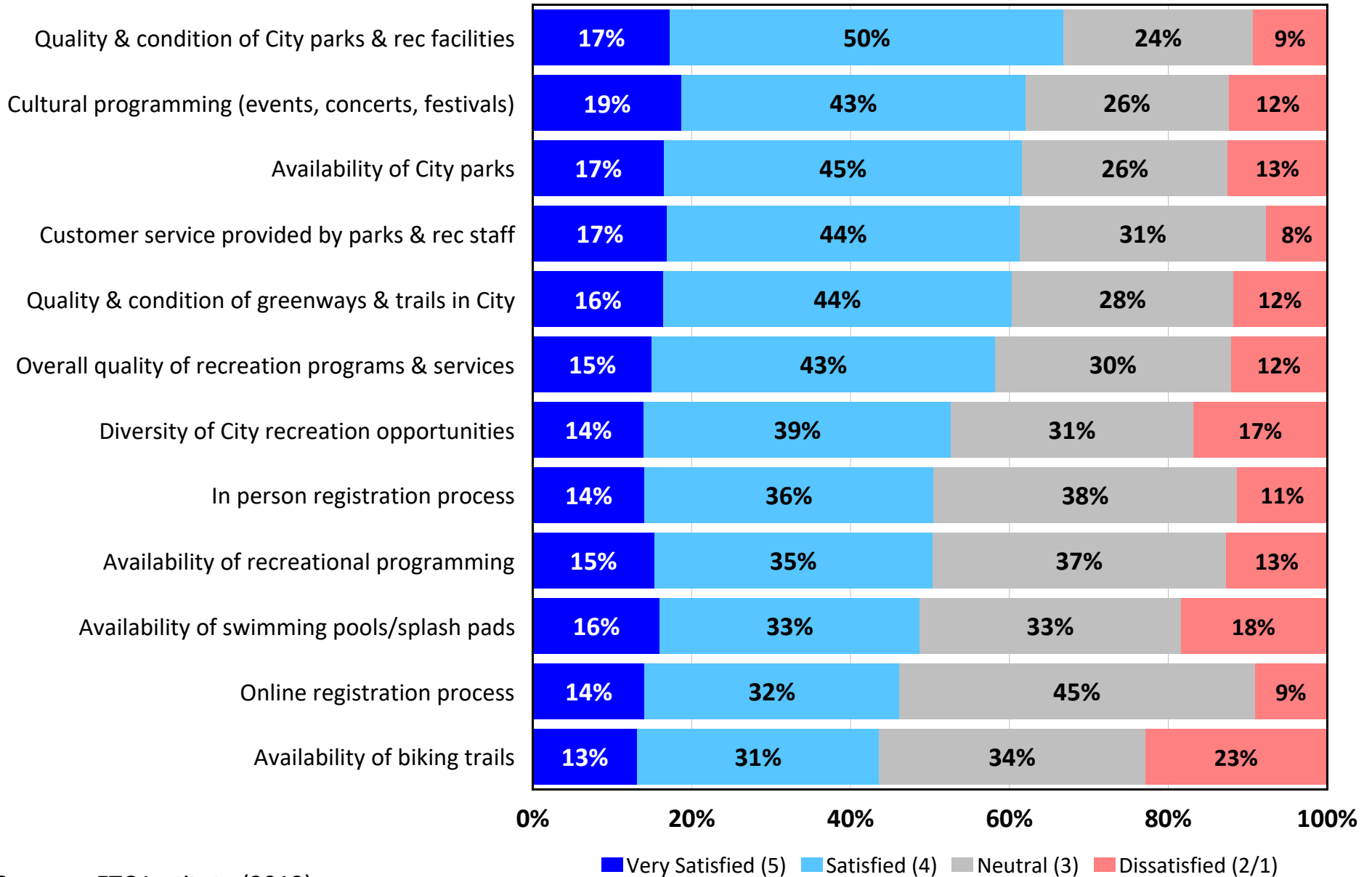


Source: ETC Institute (2019)



# Q7. Satisfaction with Parks and Recreation Services

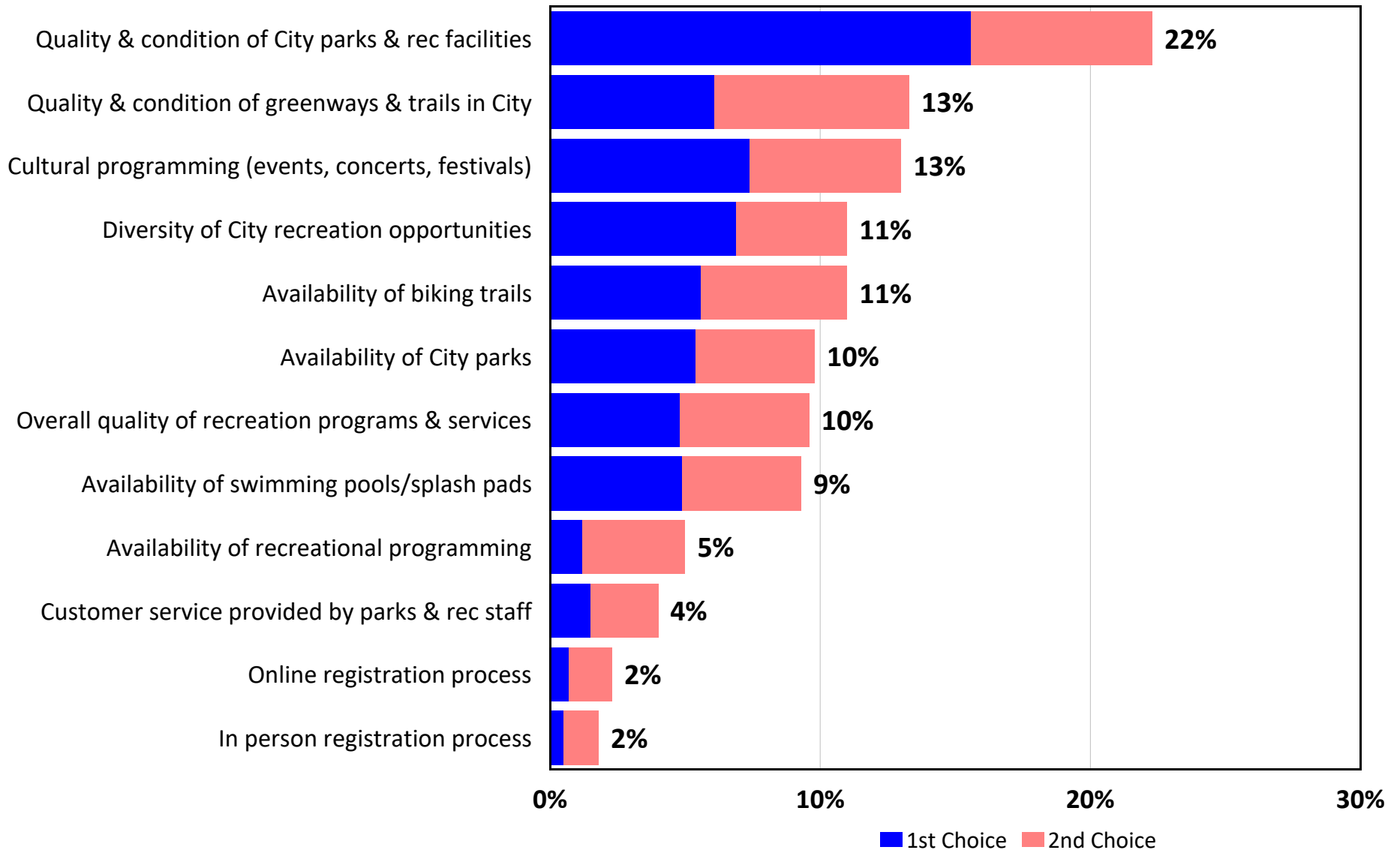
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

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

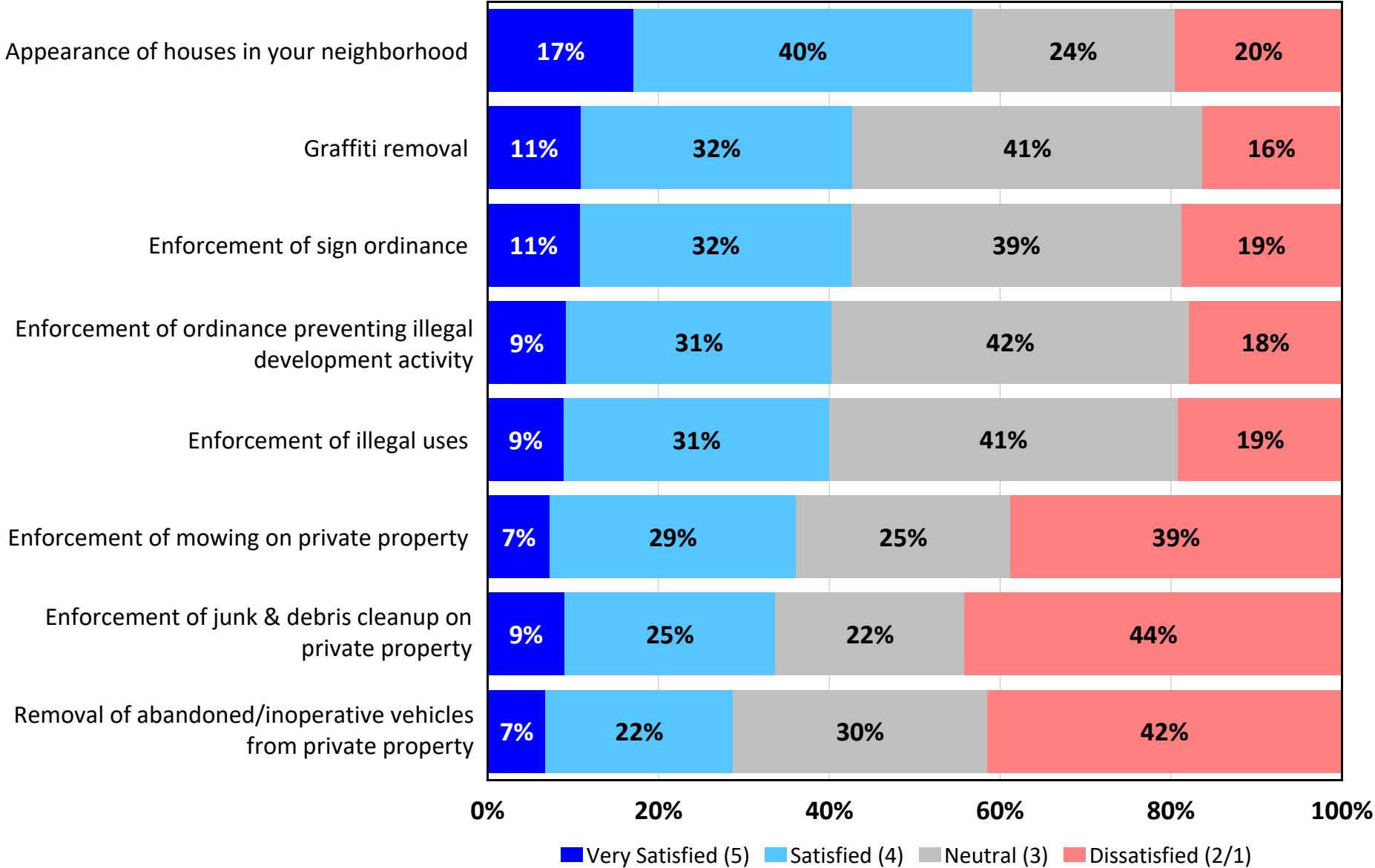
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2019)

# Q9. Satisfaction with Code Enforcement Services

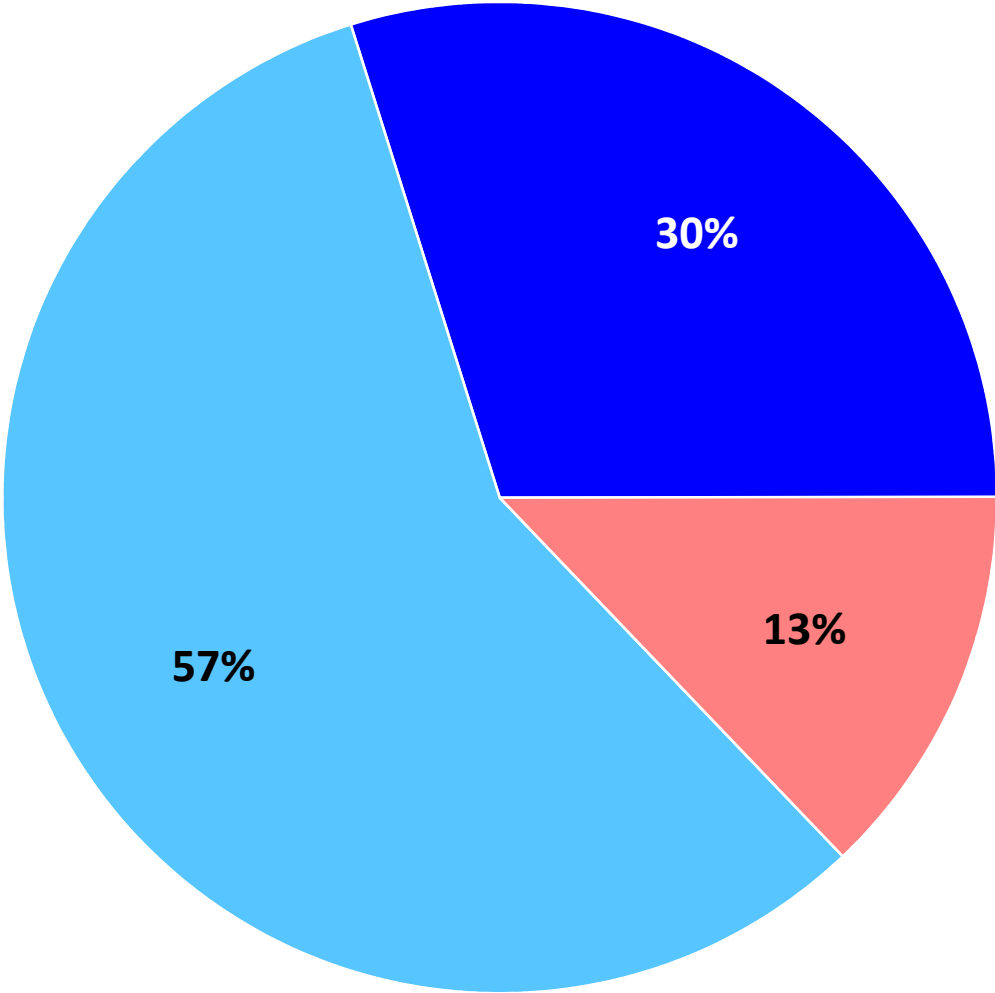
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

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

by percentage of respondents (excluding not applicable/not provided)

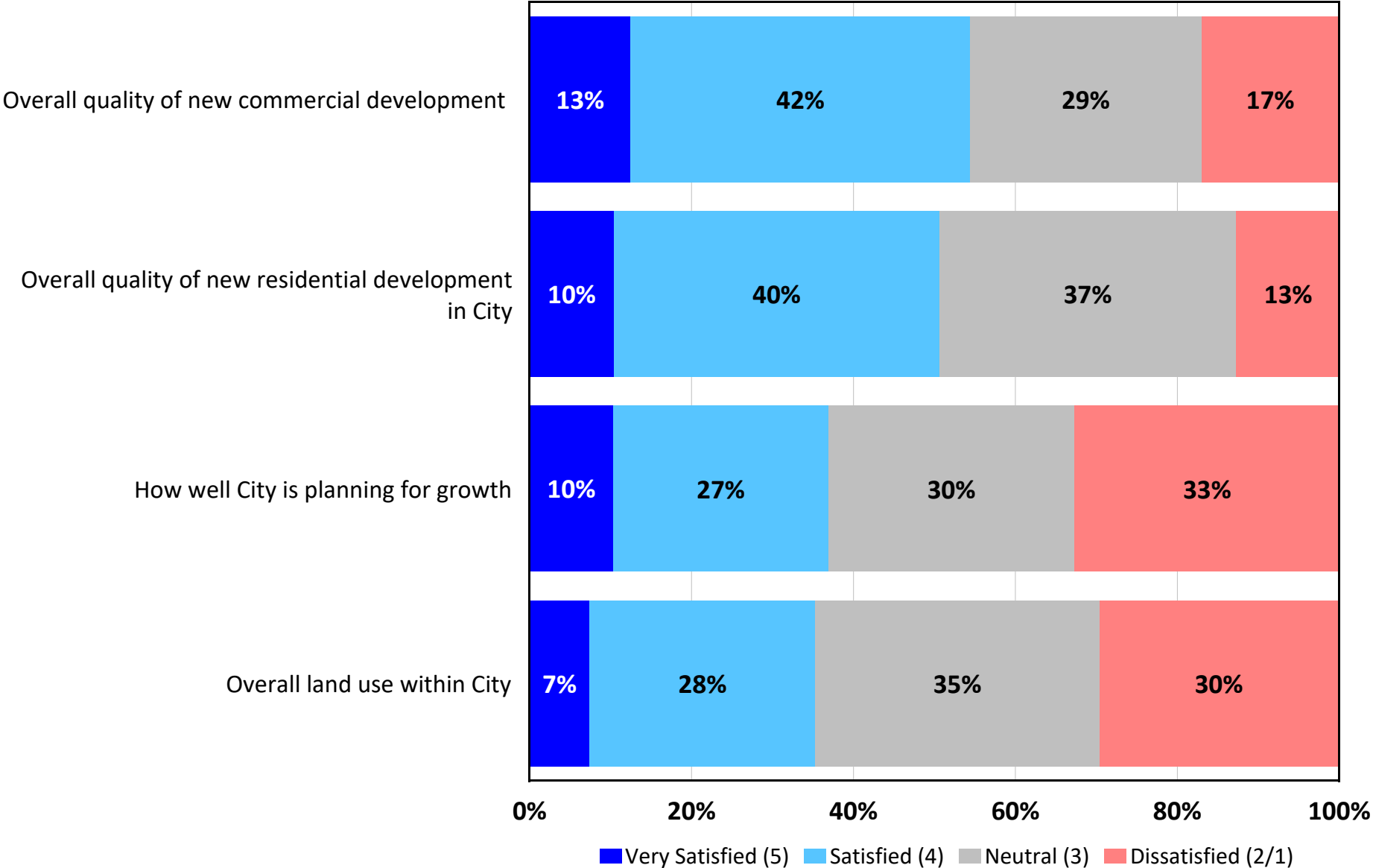


■ Very responsive ■ Somewhat responsive ■ Not at all responsive

Source: ETC Institute (2019)

# Q11. Satisfaction with Planning and Zoning Services

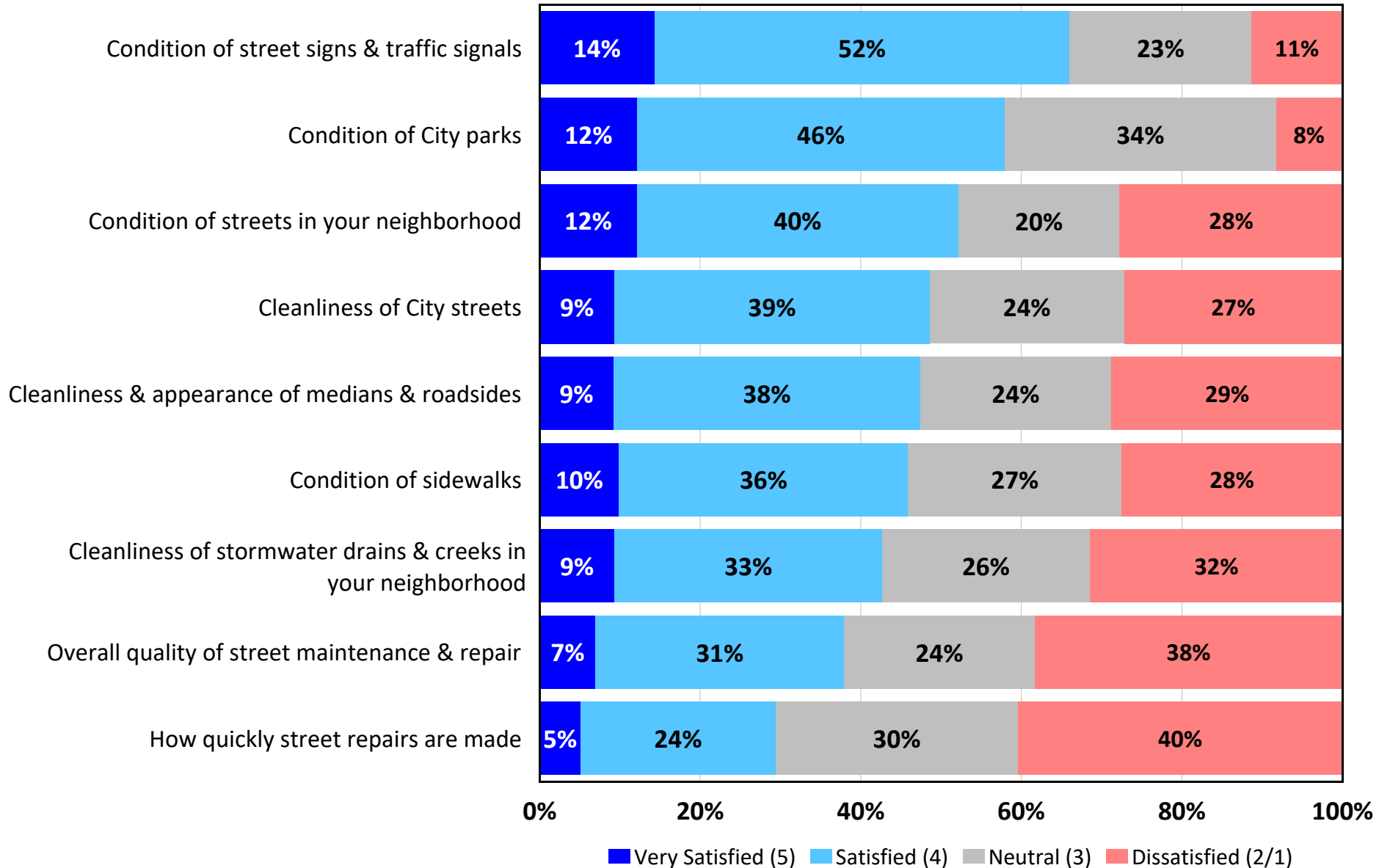
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Q12. Satisfaction with Maintenance Services

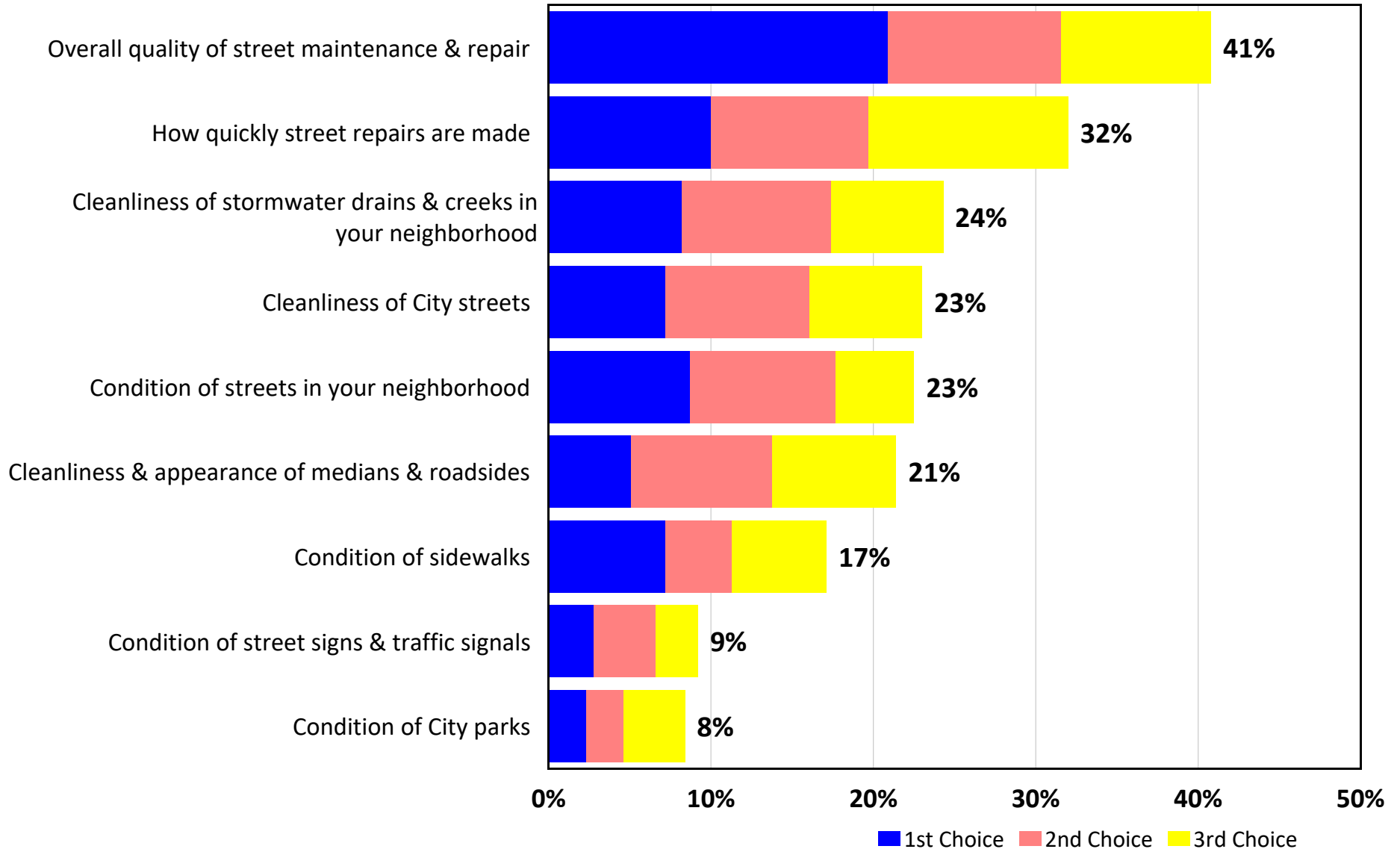
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

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

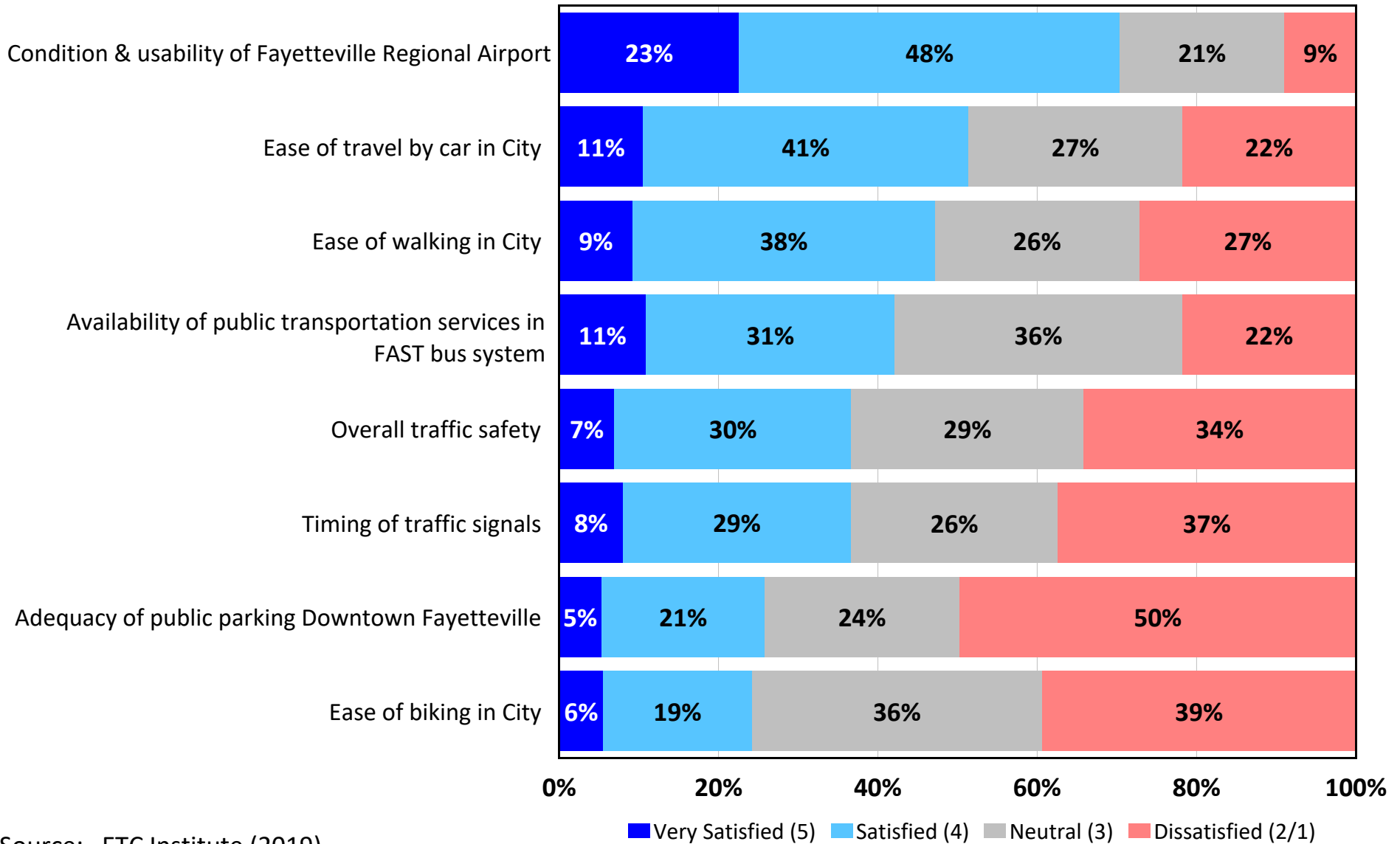
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

# Q14. Satisfaction with Various Aspects of Transportation and Connectivity

by percentage of respondents (excluding don't knows)

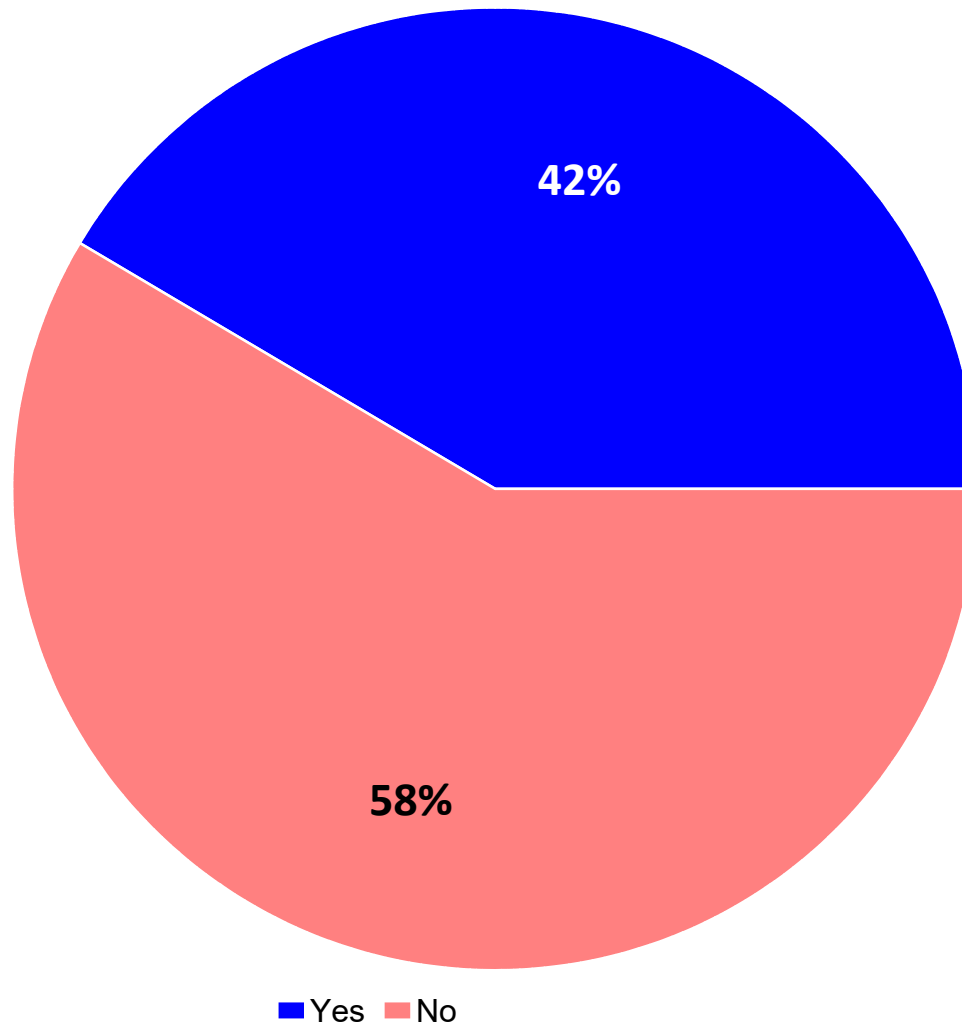


Source: ETC Institute (2019)



# Q15. 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?

by percentage of respondents

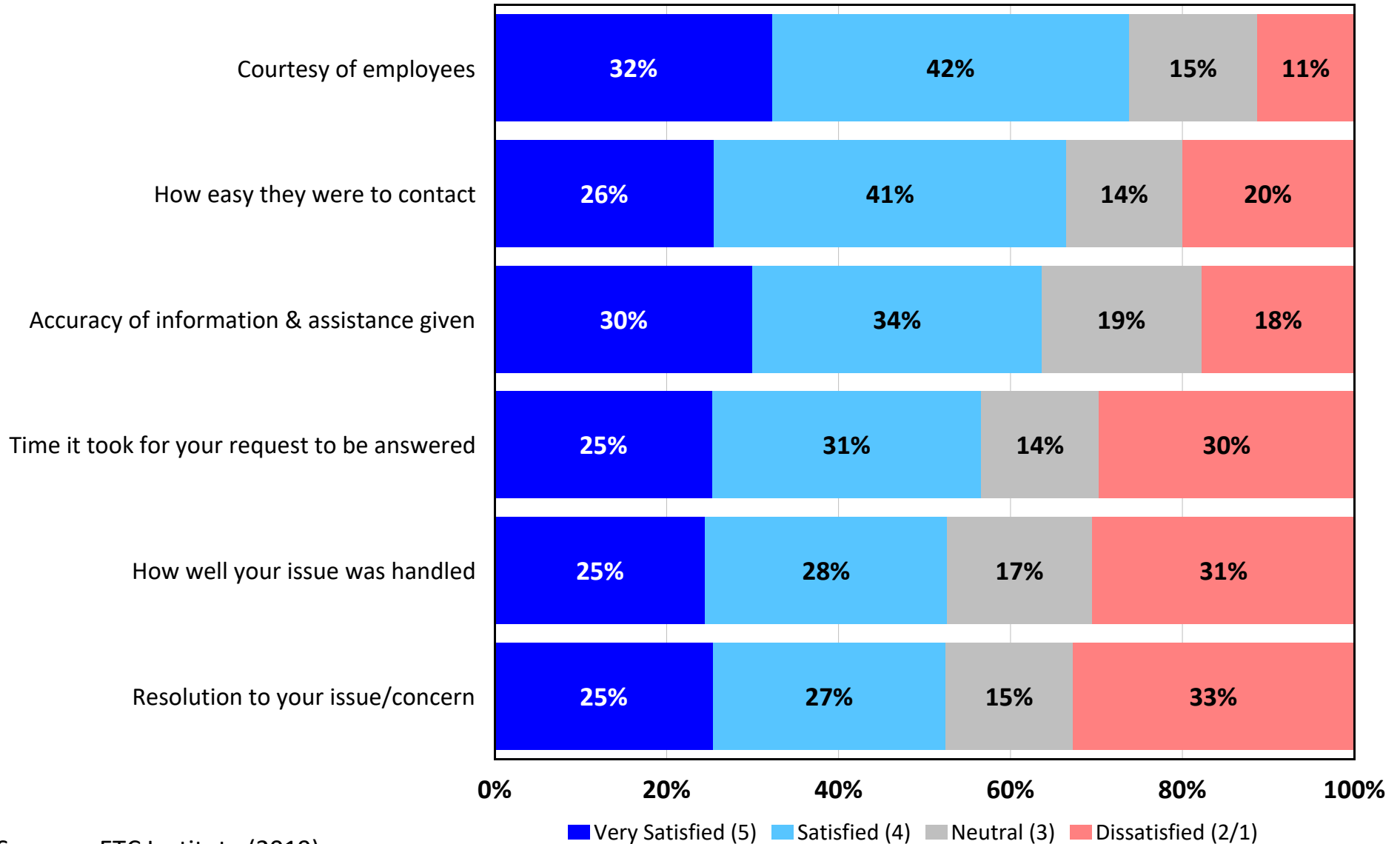


Source: ETC Institute (2019)

ETC Institute (2019)

# Q15a. Satisfaction with Customer Service from City Employees

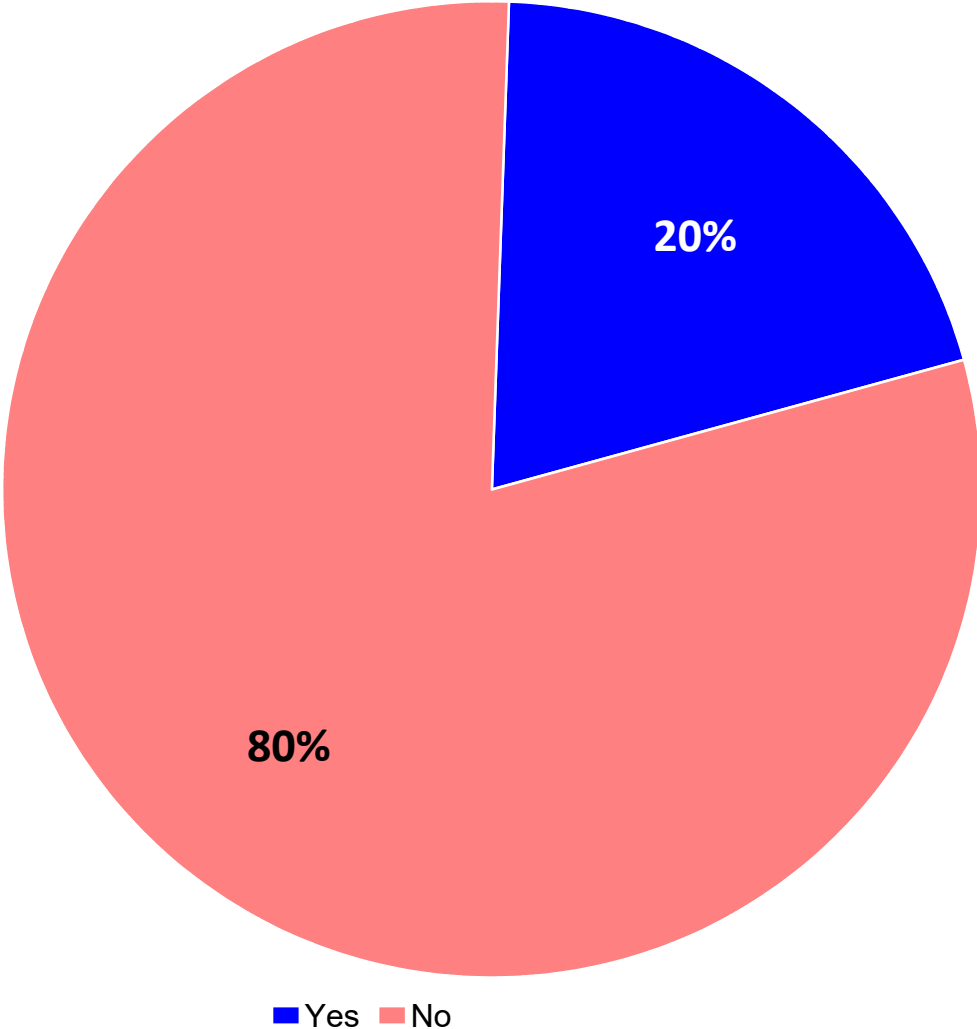
by percentage of respondents who contacted the City during the past year (excluding don't knows)



Source: ETC Institute (2019)

# Q16. Have you heard about the City's Strategic Plan?

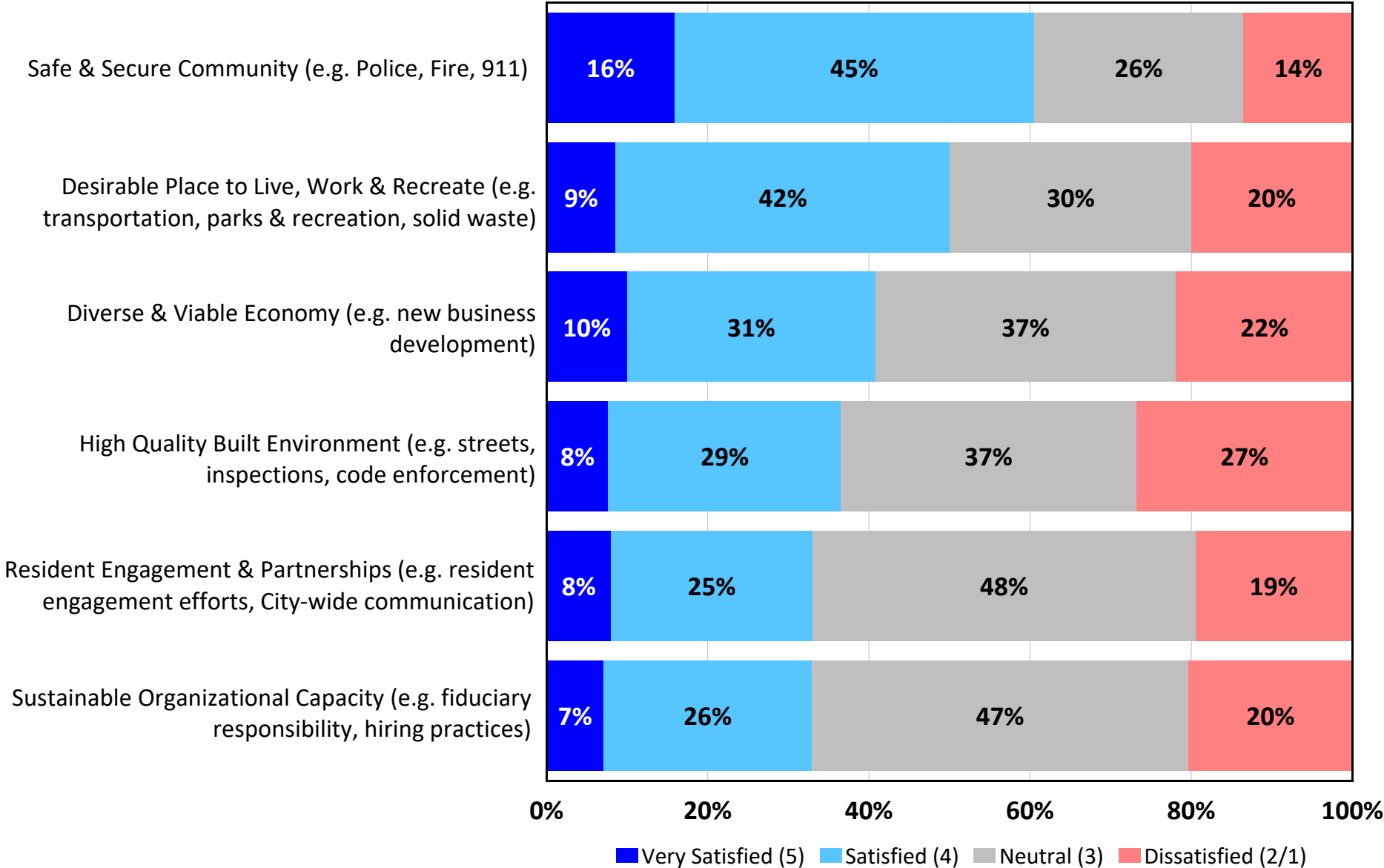
by percentage of respondents



Source: ETC Institute (2019)

# Q17. Satisfaction with the City Council's Strategic Goals

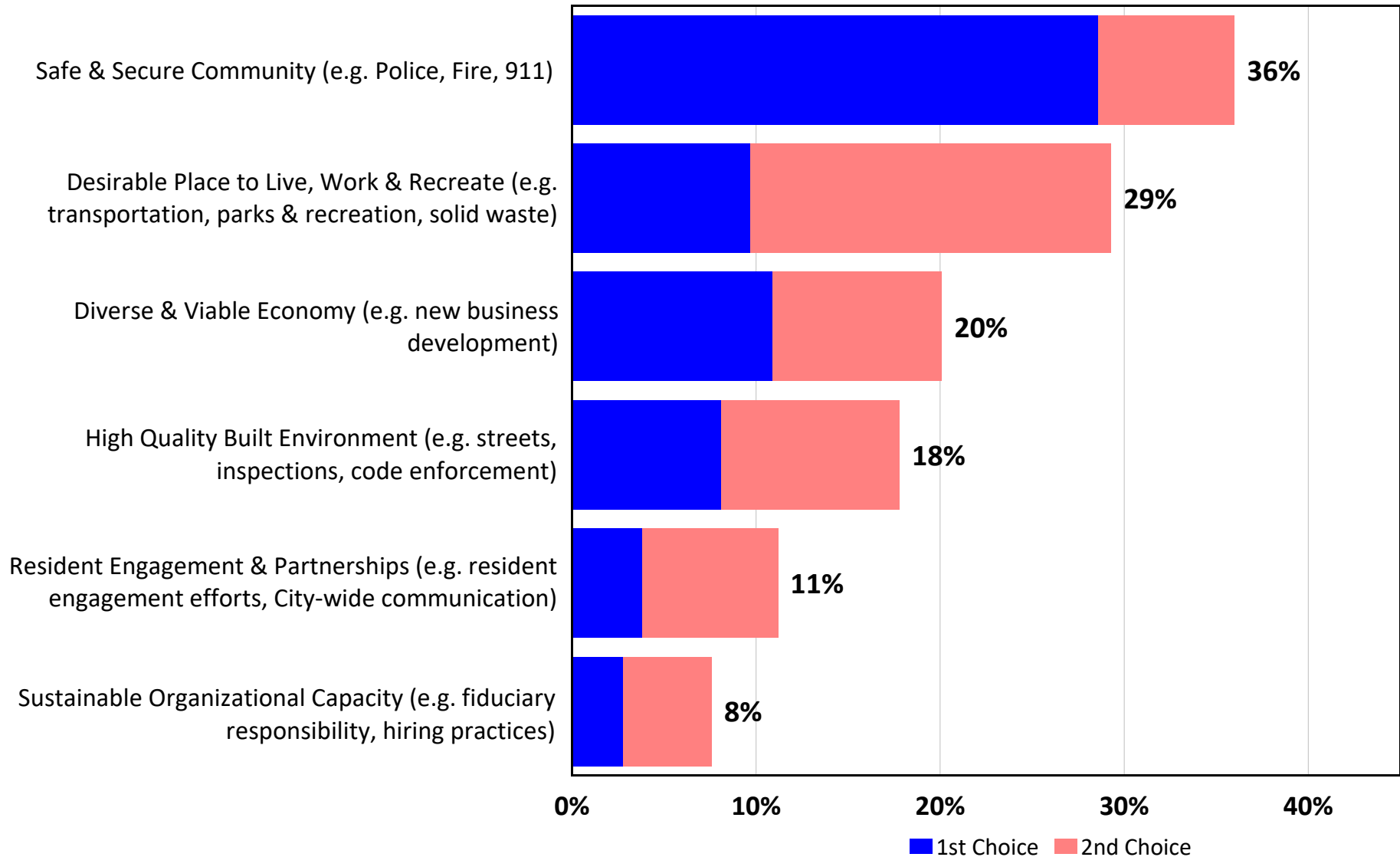
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Q18. Strategic Goals That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

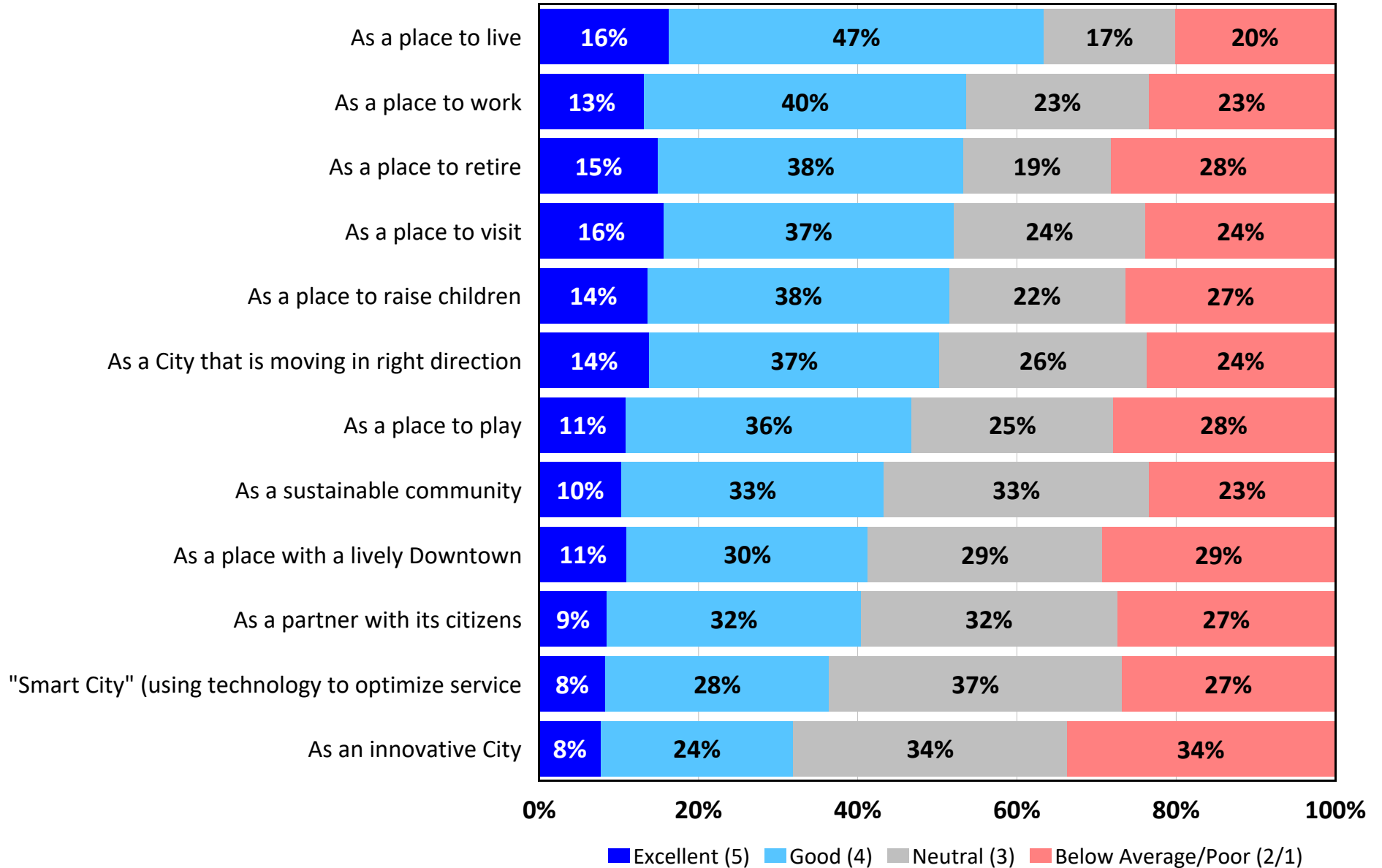
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2019)

# Q19. Overall Ratings of the City

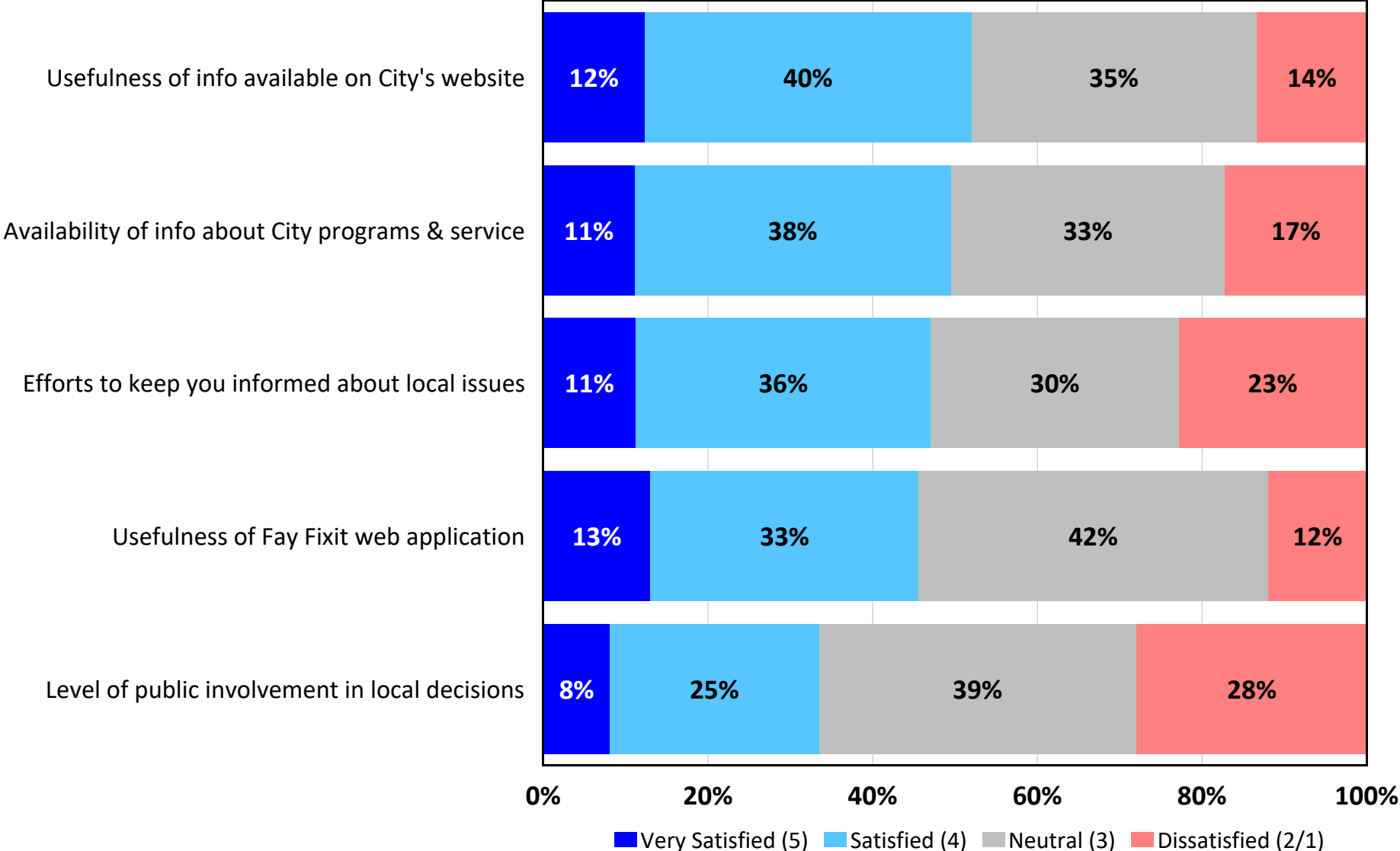
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Q20. Satisfaction with Various Aspects of Communication and Engagement

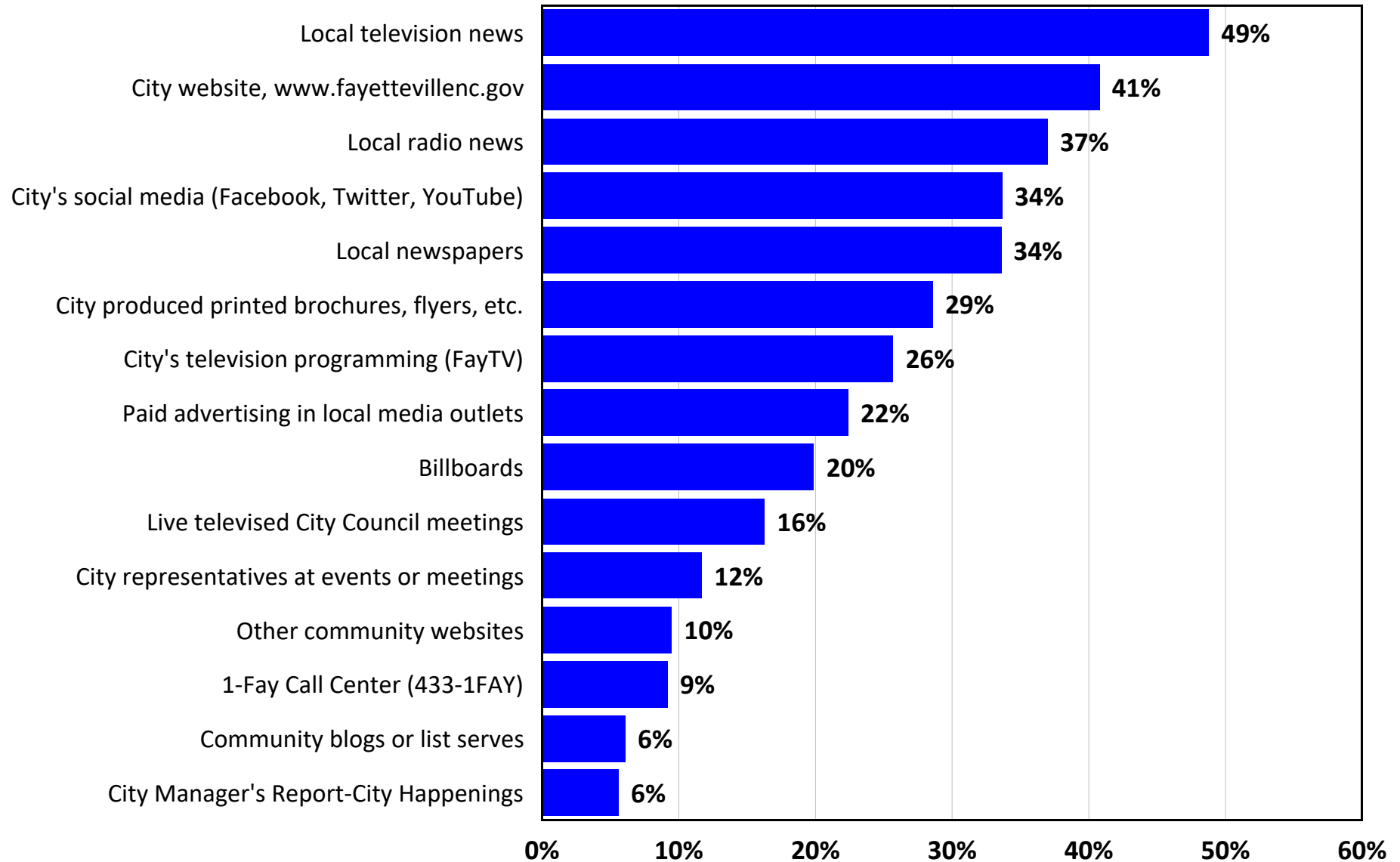
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Q21. Sources Residents Currently Use to Get Information About the City

by percentage of respondents (multiple choices could be made)

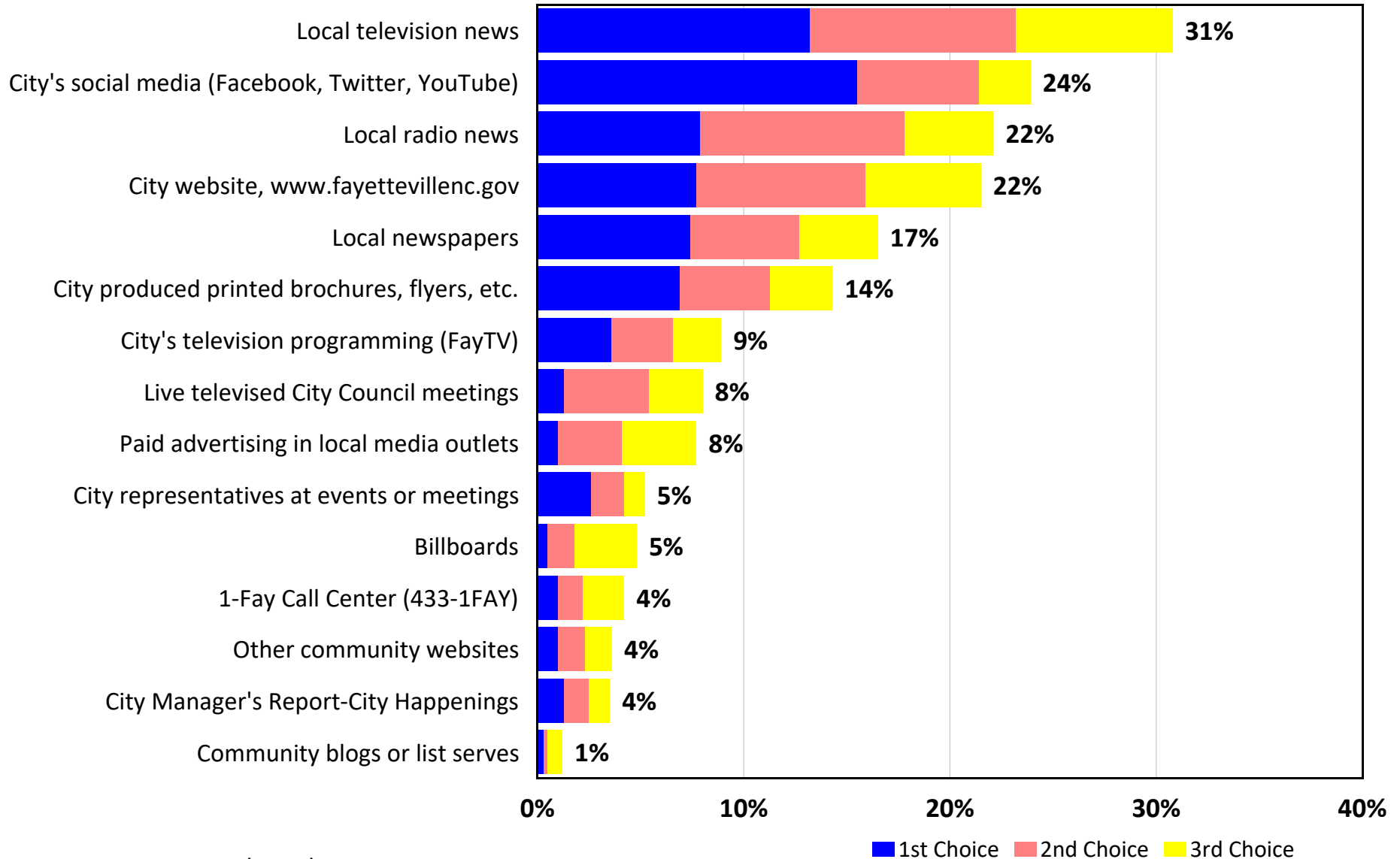


Source: ETC Institute (2019)



# Q22. Most Preferred Sources to Get Information About the City

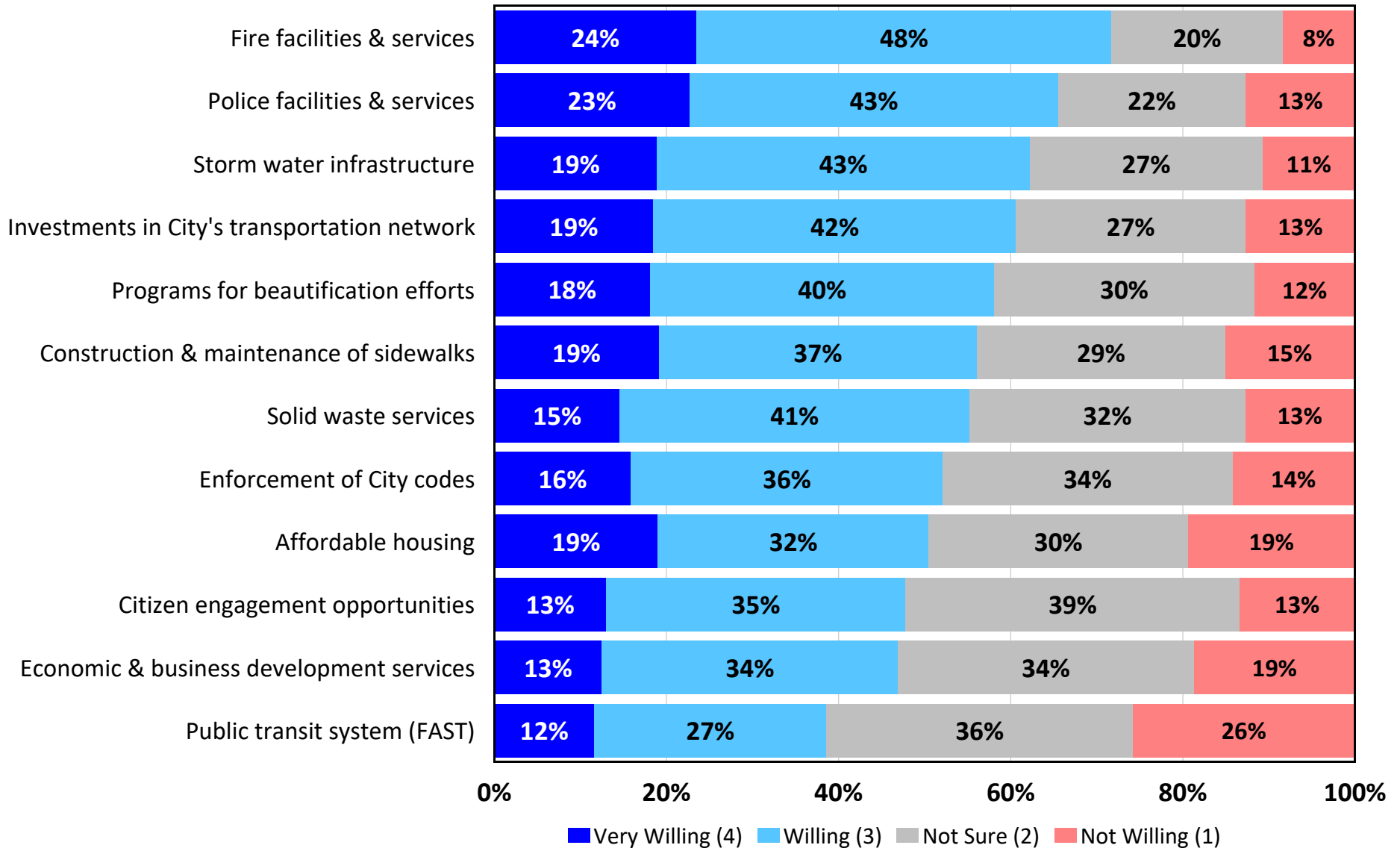
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

# Q23. Willingness to Support Additional Funding for Various Areas

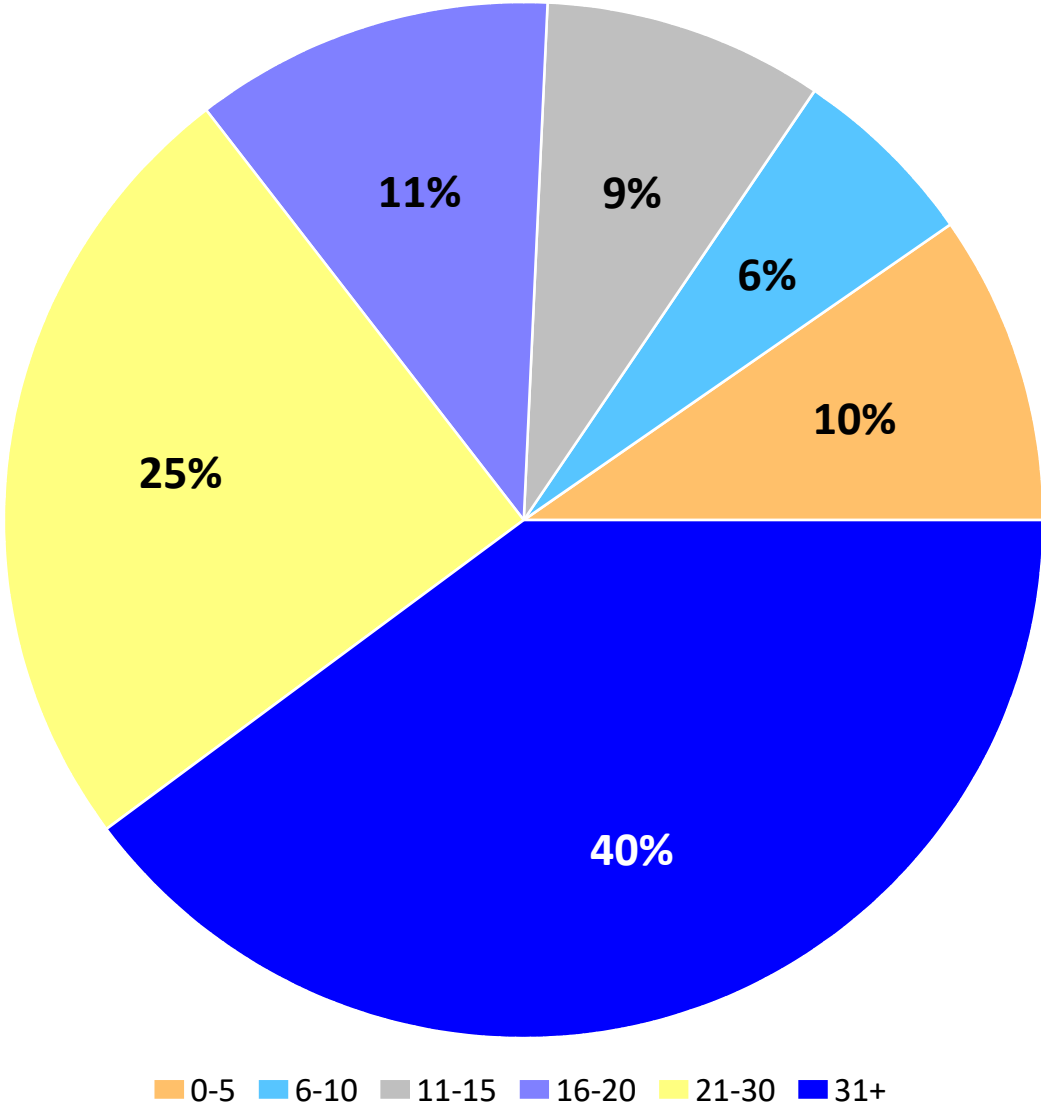
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Q27. Demographics: Approximately how many years have you lived in Fayetteville?

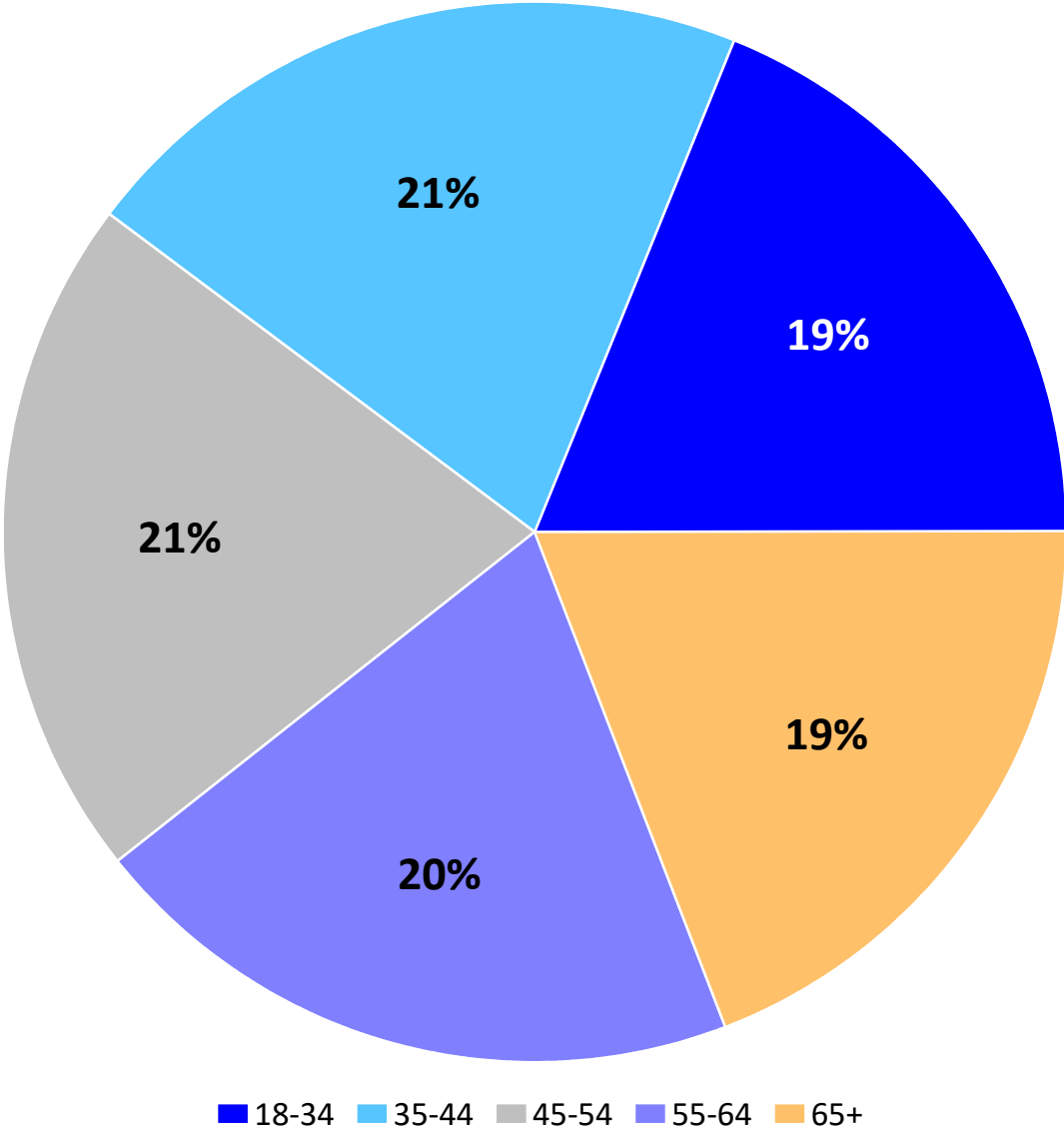
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Q28. Demographics: What is your age?

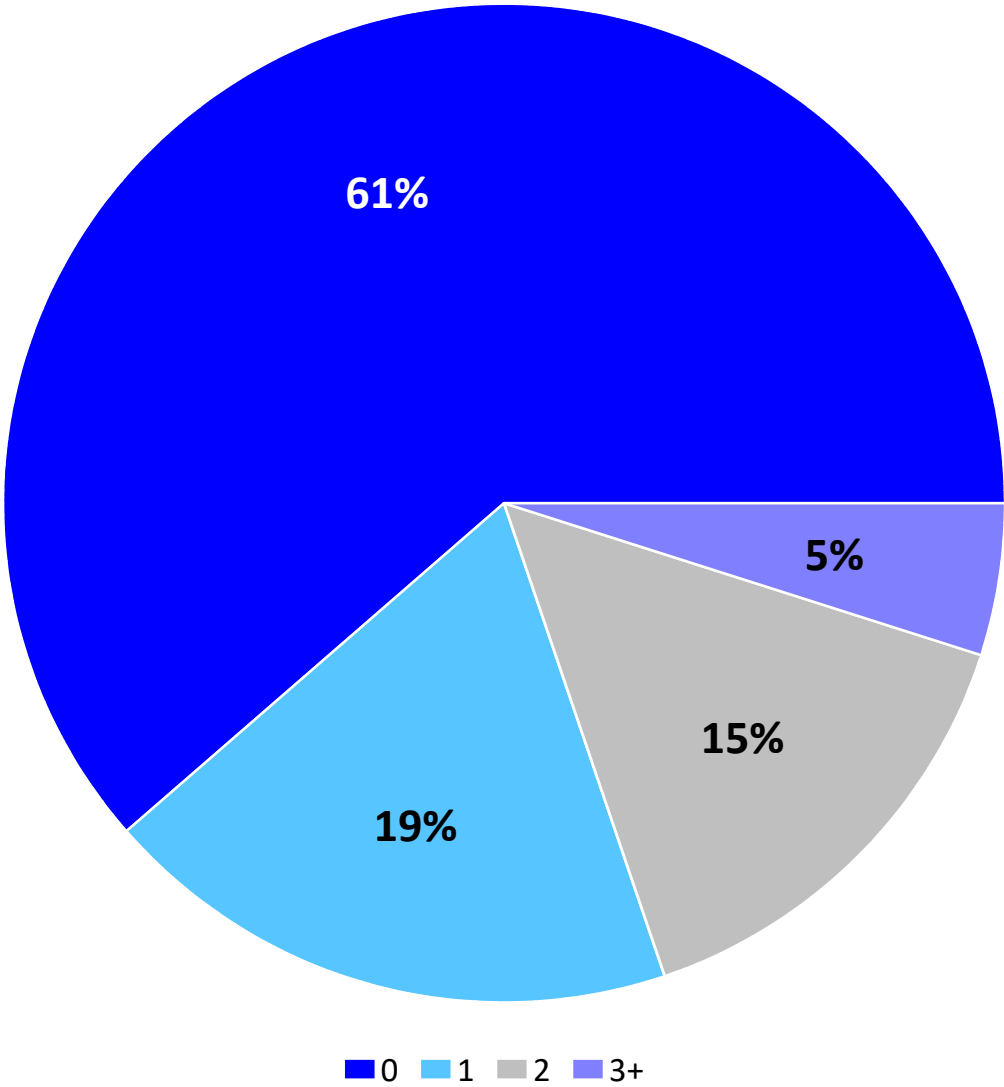
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Q29. Demographics: How many children under age 18 do you have living in your home?

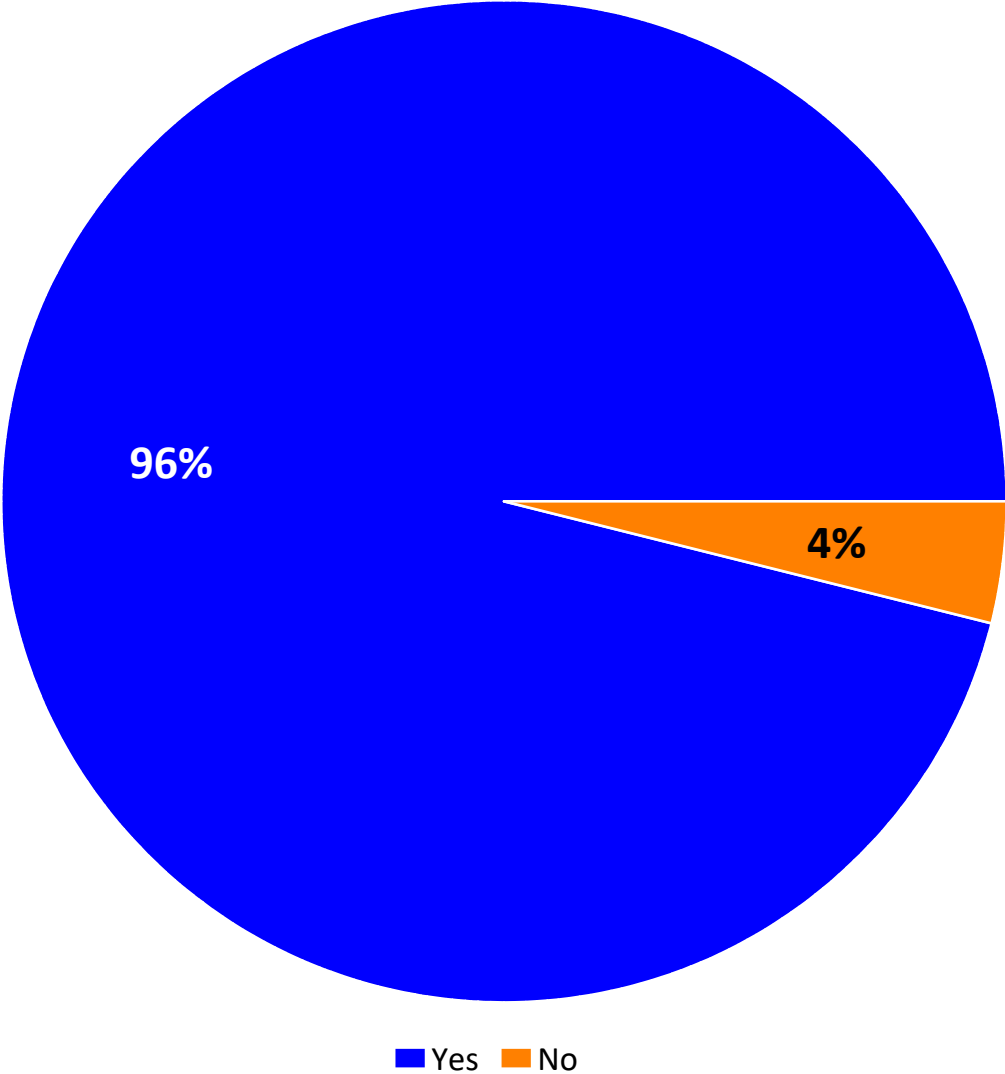
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Q30. Demographics: Do you have access to the Internet?

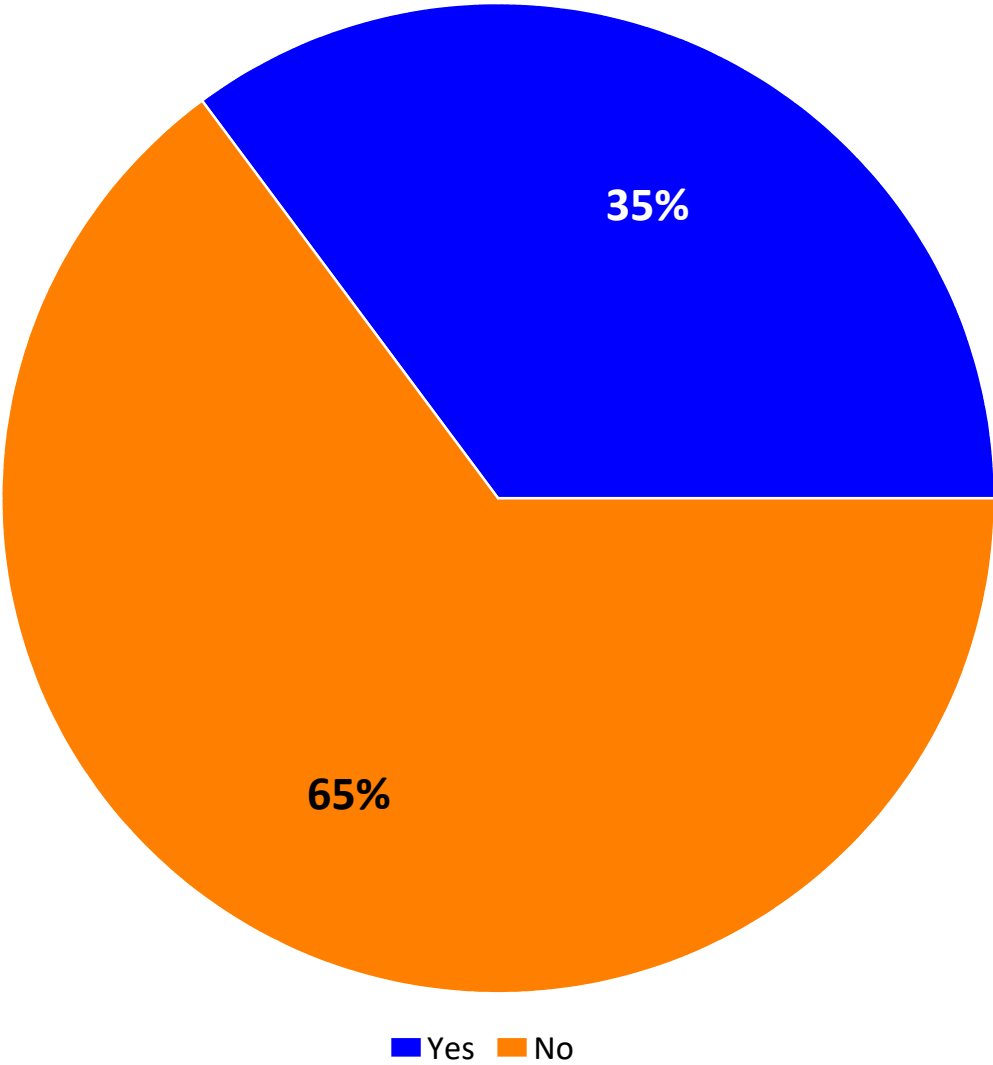
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Q31. Demographics: Do you have a landline phone?

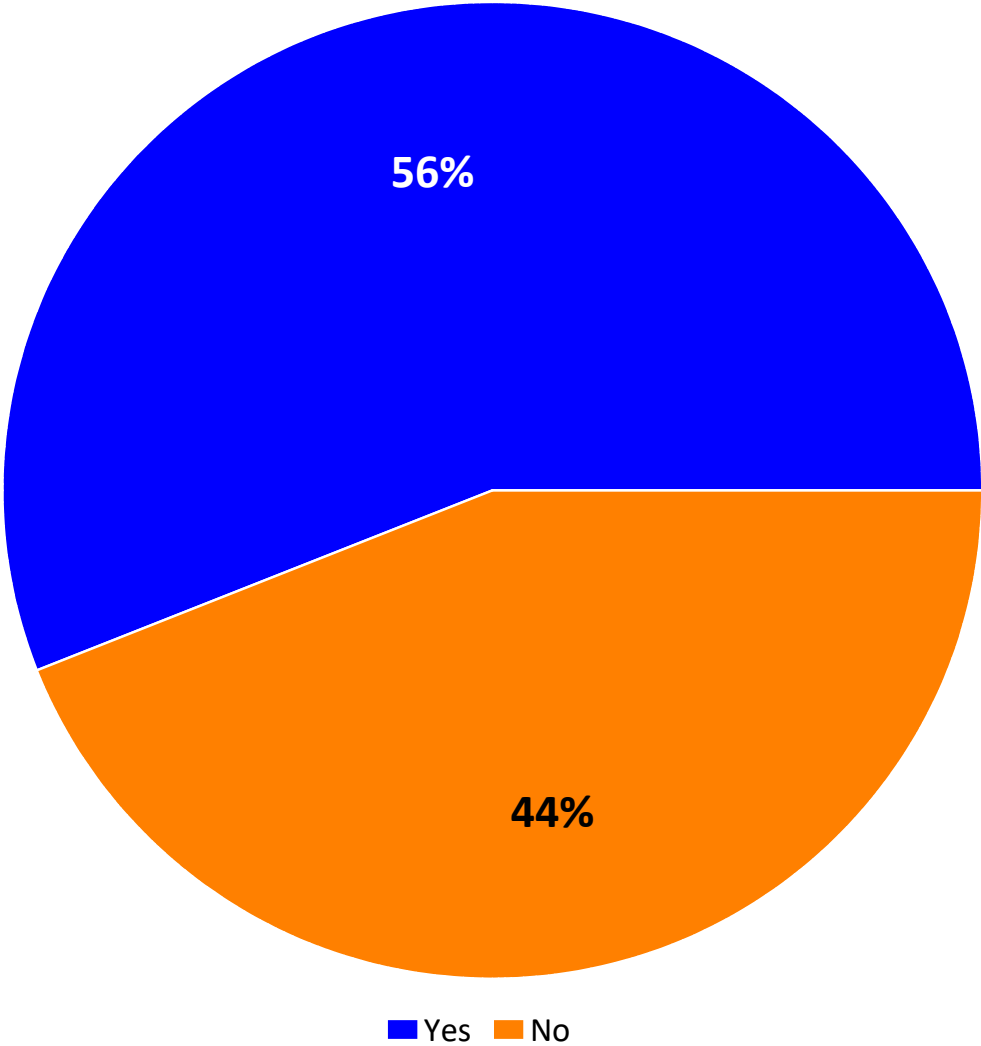
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

# Q32. Demographics: Are you active duty military, retired military, a military dependent, or a veteran?

by percentage of respondents (excluding not provided)

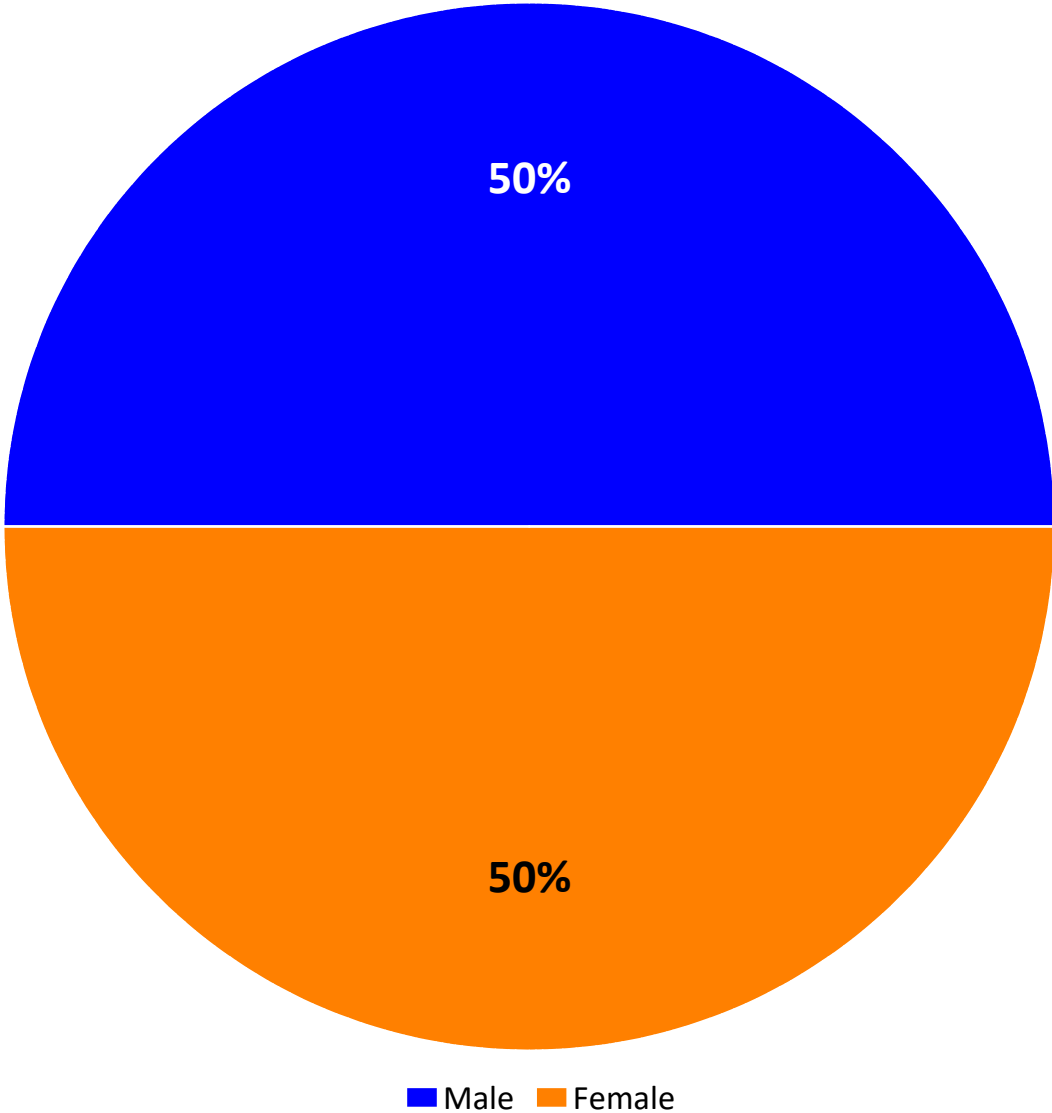


Source: ETC Institute (2019)



# Q33. Demographics: Your gender:

by percentage of respondents (excluding not provided)

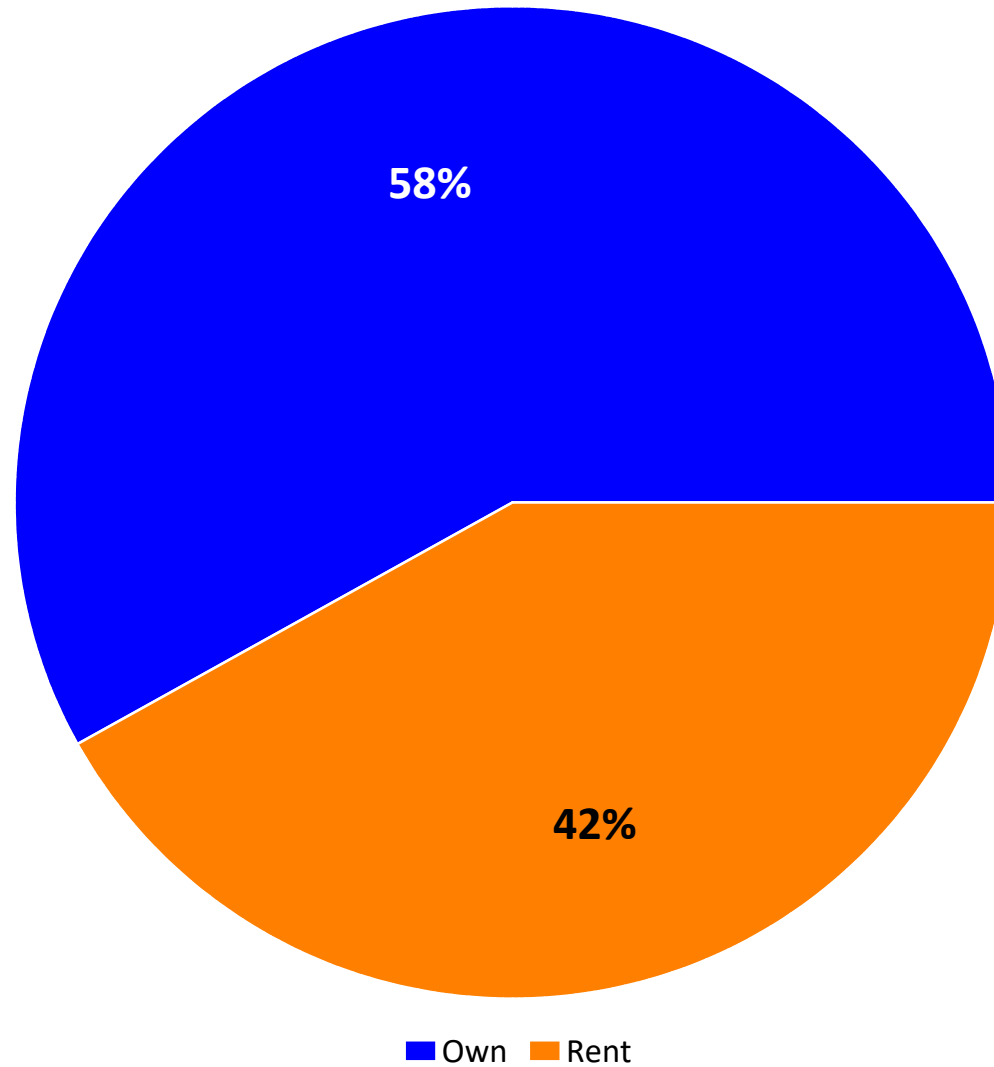


Source: ETC Institute (2019)

ETC Institute (2019)

# Q34. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding not provided)

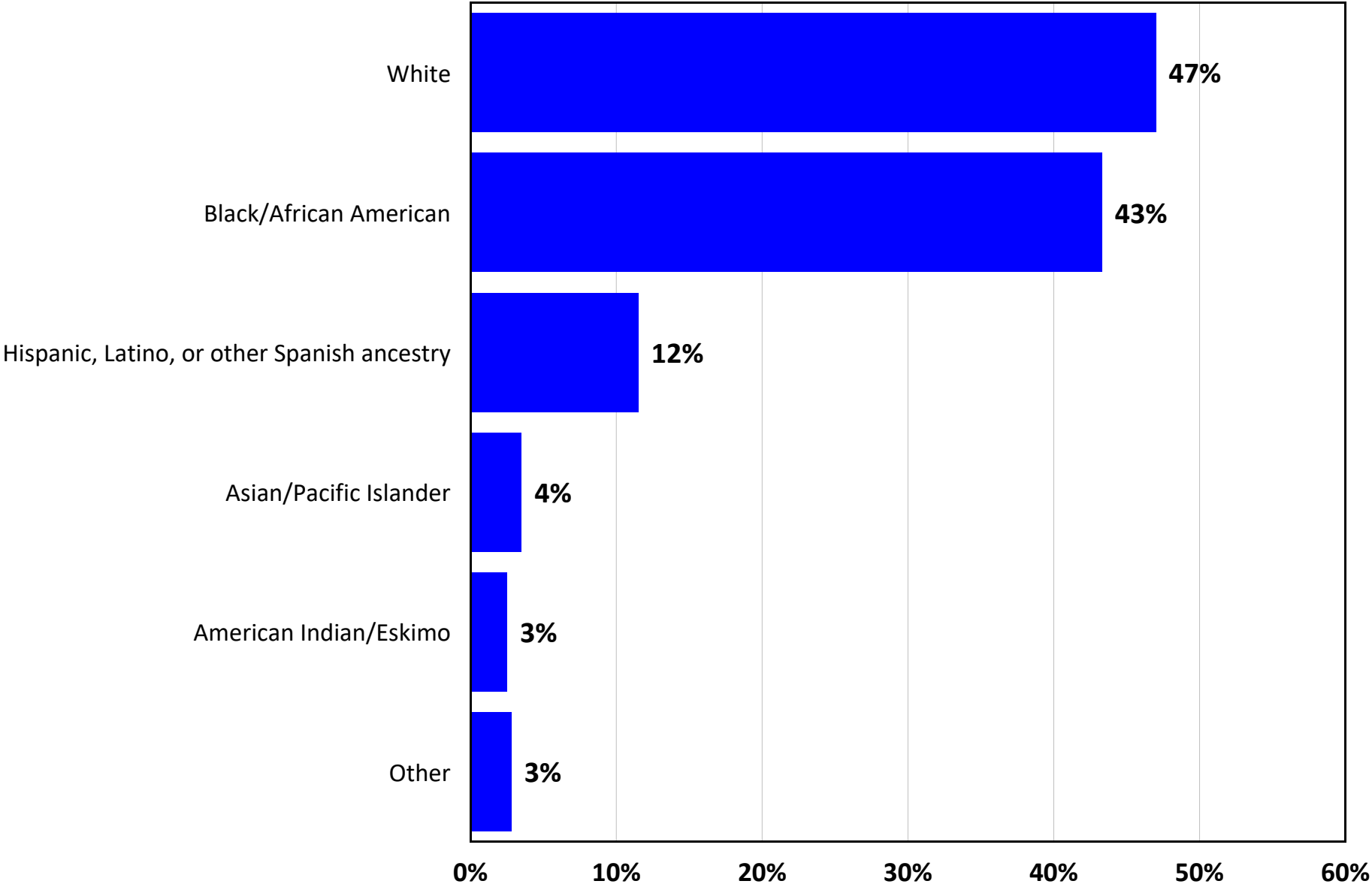


Source: ETC Institute (2019)

ETC Institute (2019)

# Q35. Demographics: Race/Ethnicity

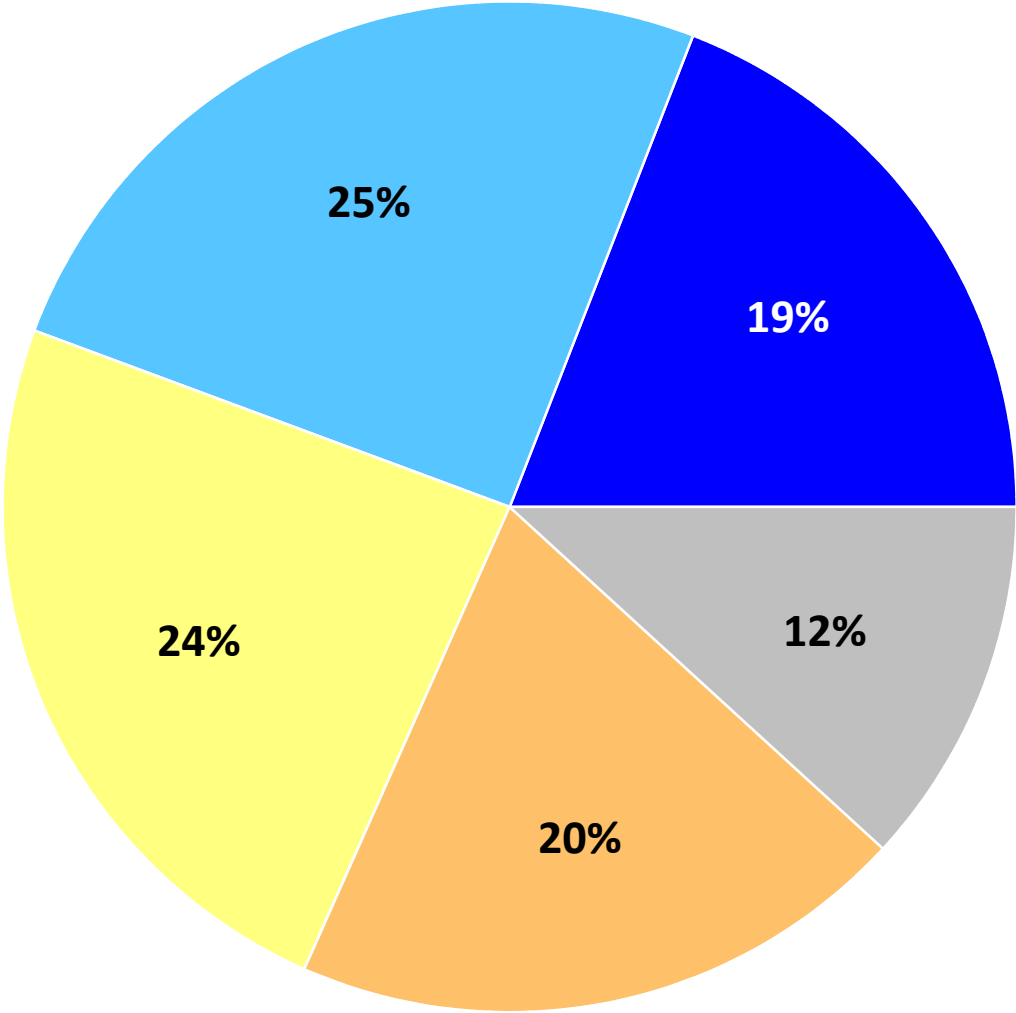
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q36. Demographics: Total Annual Household Income

by percentage of respondents



■ Under \$30K ■ \$30K-\$59,999 ■ \$60K-\$99,999 ■ \$100K+ ■ Not provided

Source: ETC Institute (2019)

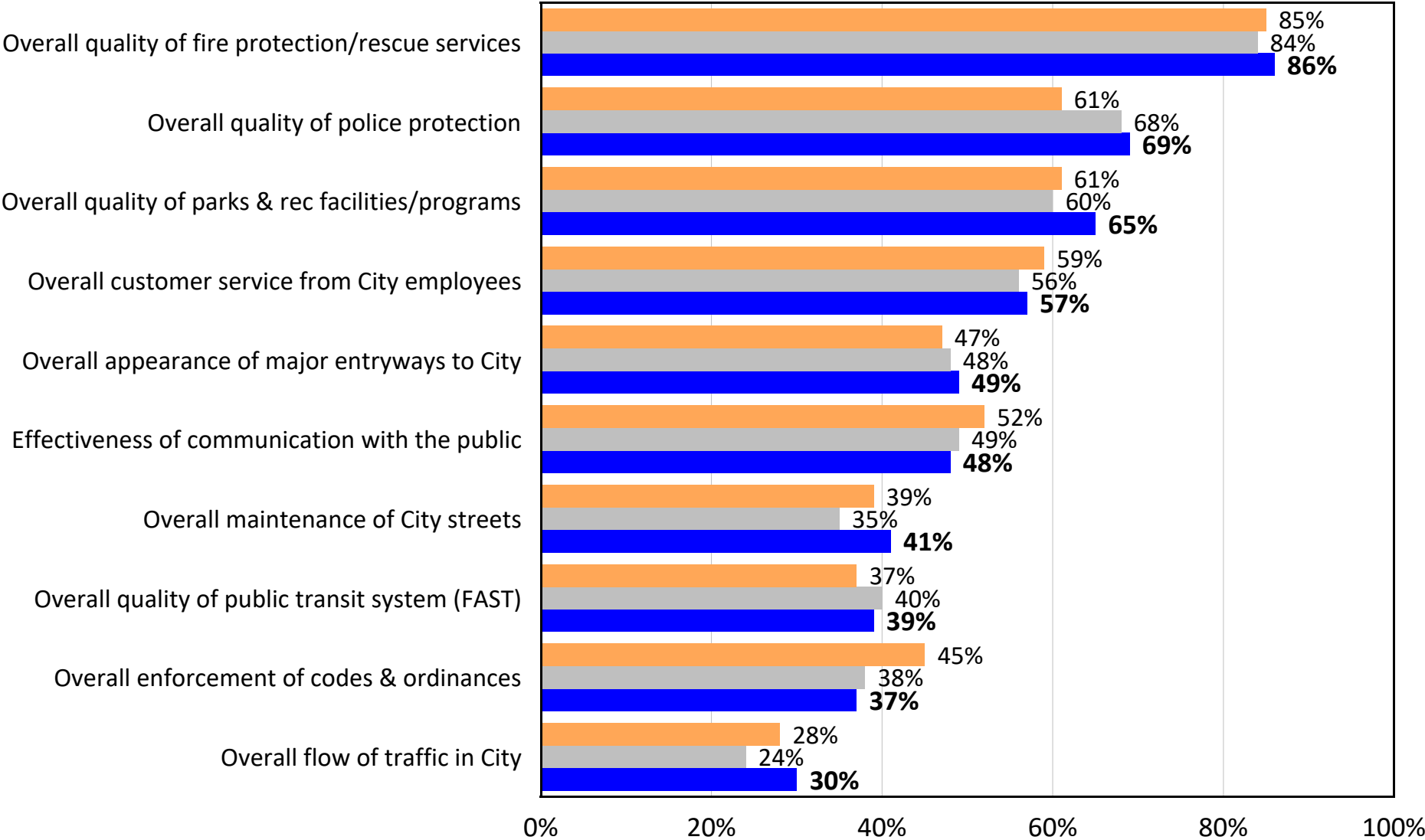
## **Section 2**

### ***Trends***

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# Q1. Satisfaction with Major Categories of City Services 2019, 2018, & 2013

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

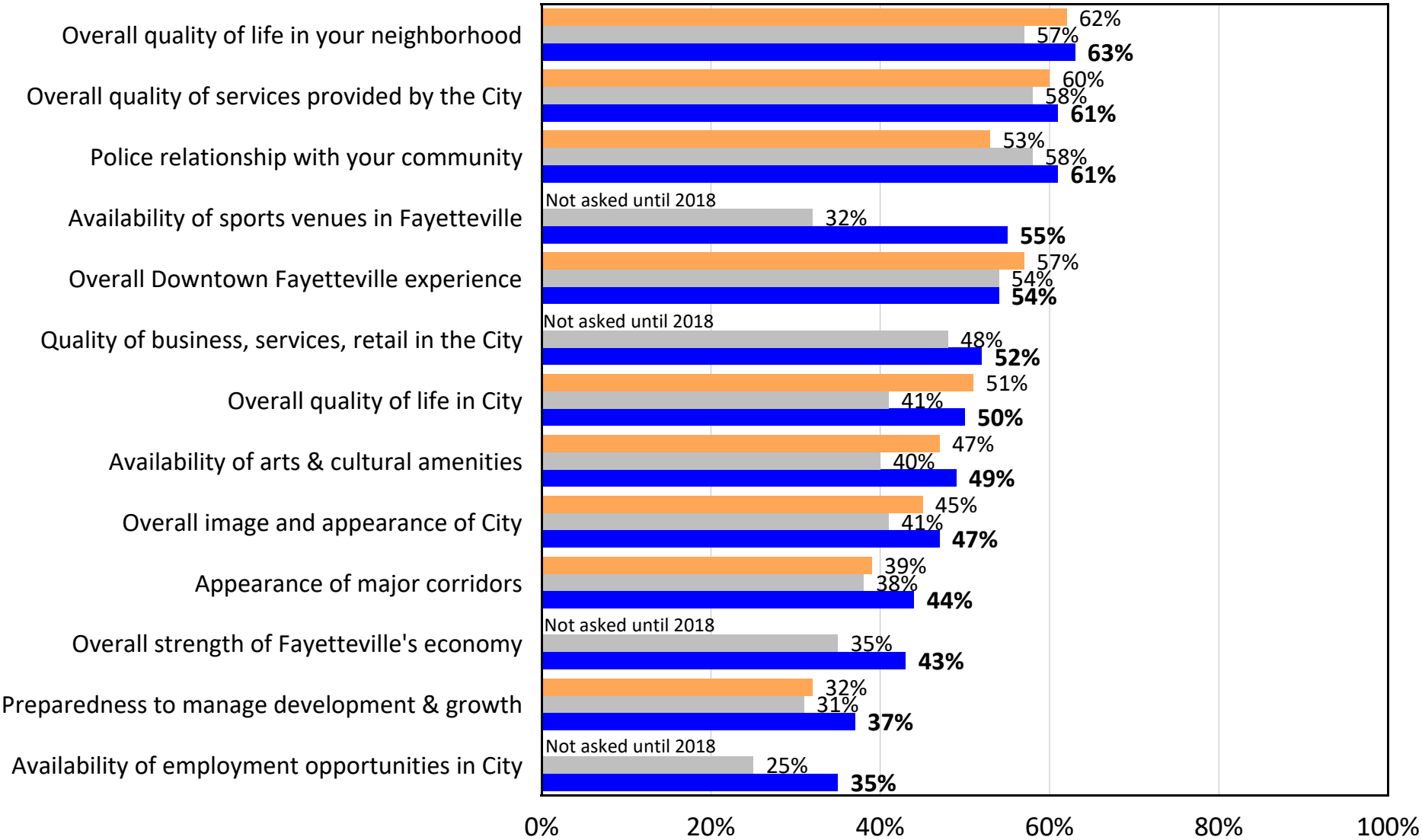


Source: ETC Institute (2019)

2013 2018 2019

# Q3. Perceptions of the City 2019, 2018, & 2013

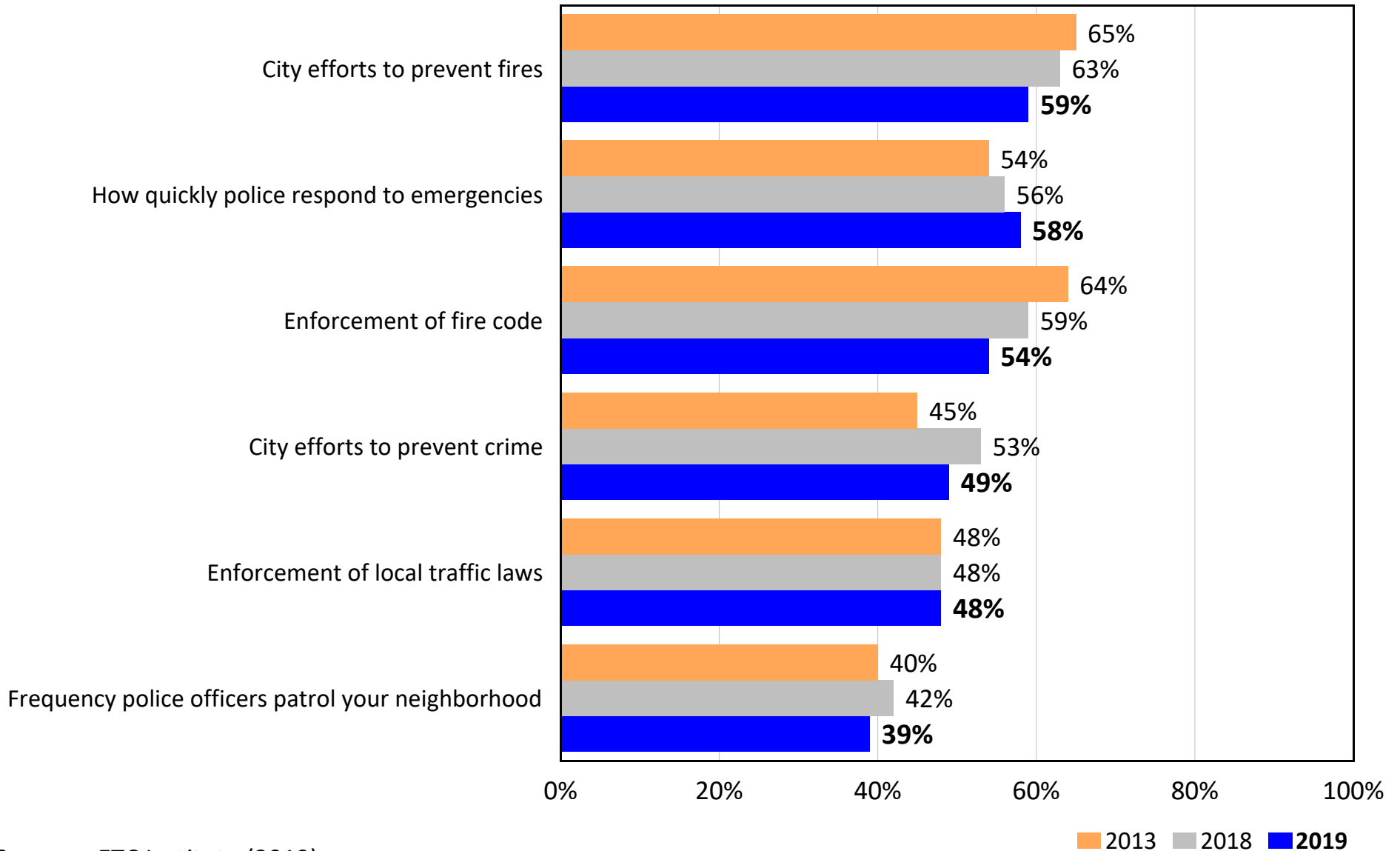
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q5. Satisfaction with Public Safety Services 2019, 2018, & 2013

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



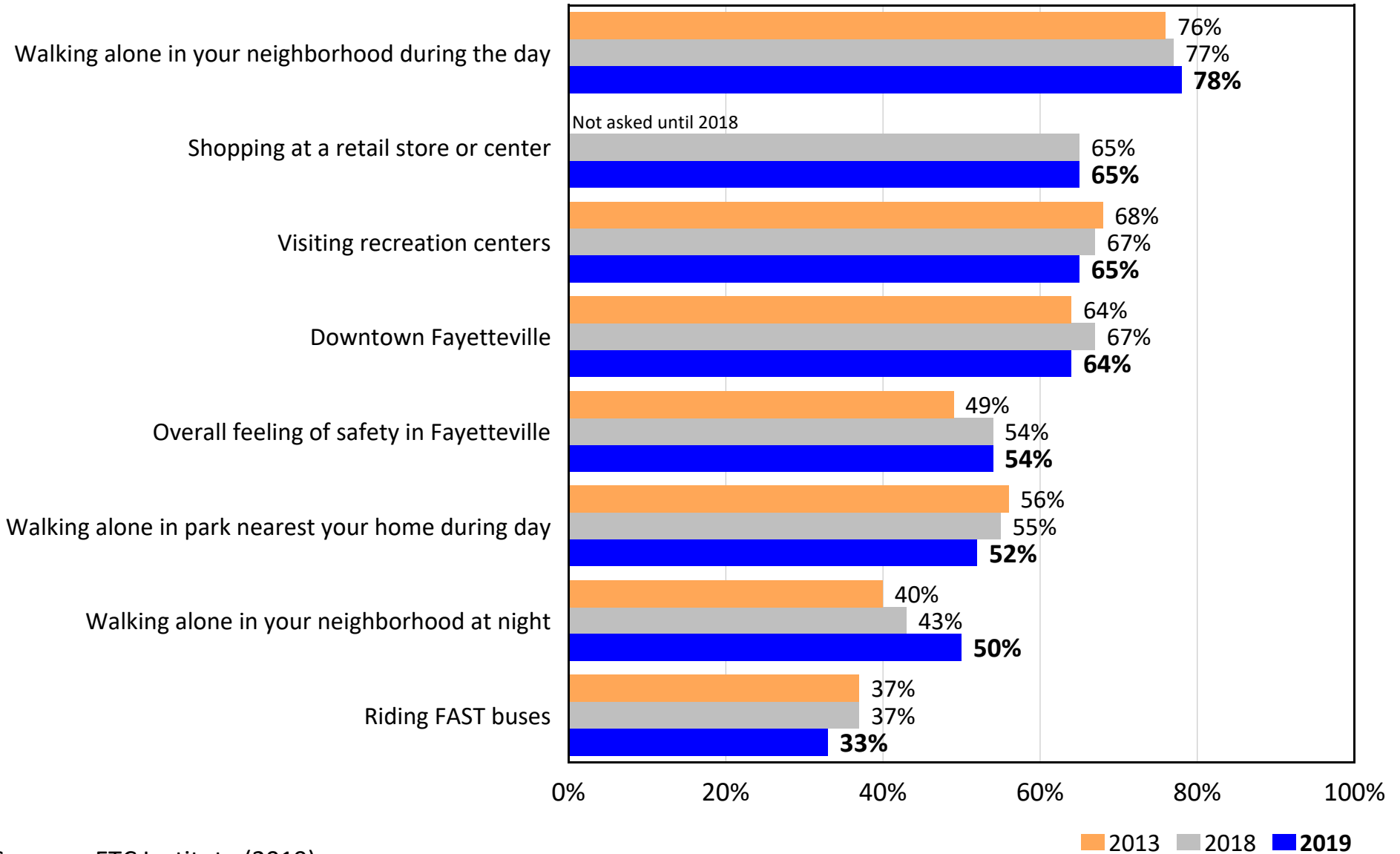
Source: ETC Institute (2019)



# Q6. Feeling of Safety in the City

## 2019, 2018, & 2013

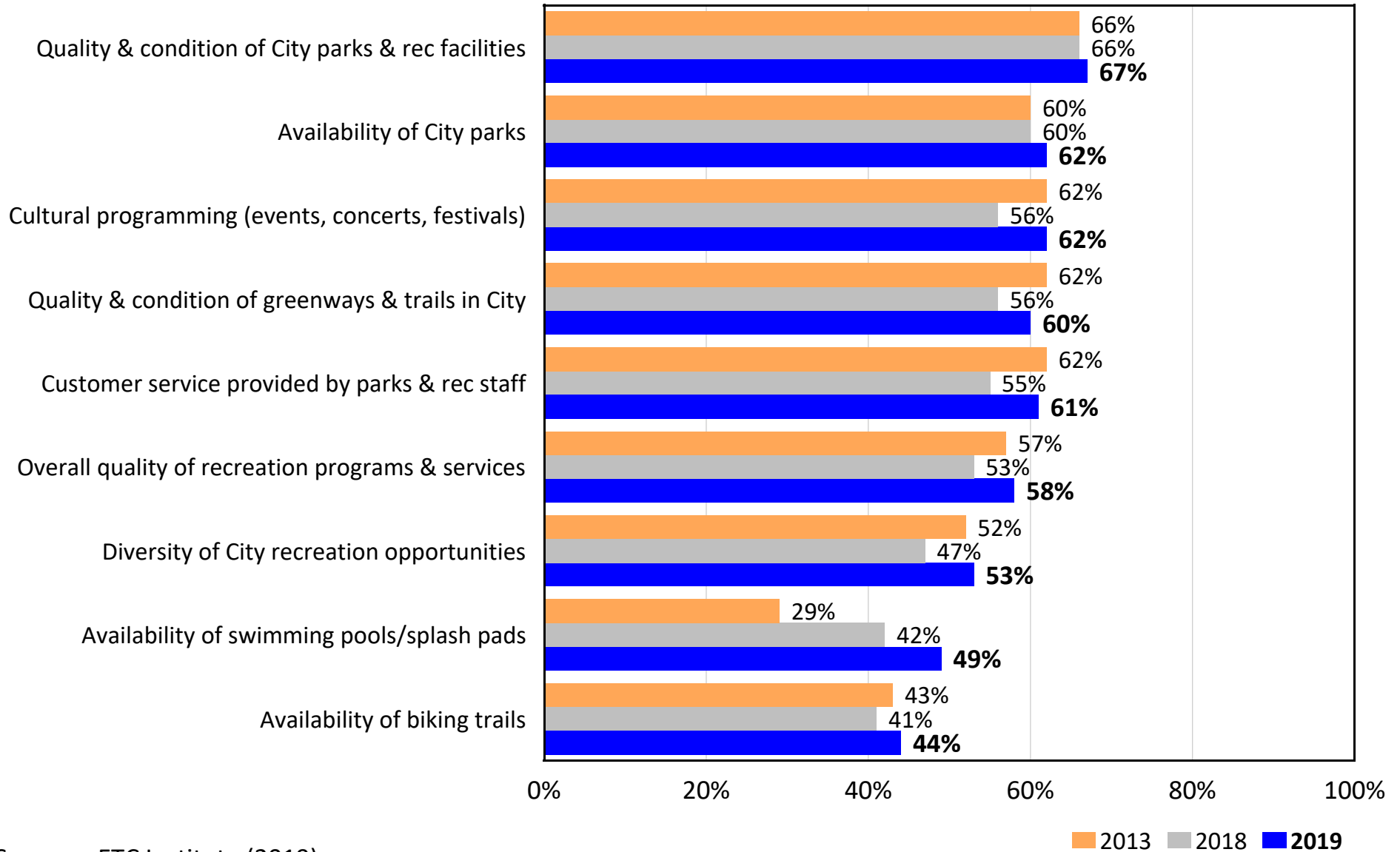
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q7. Satisfaction with Parks and Recreation Services 2019, 2018, & 2013

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

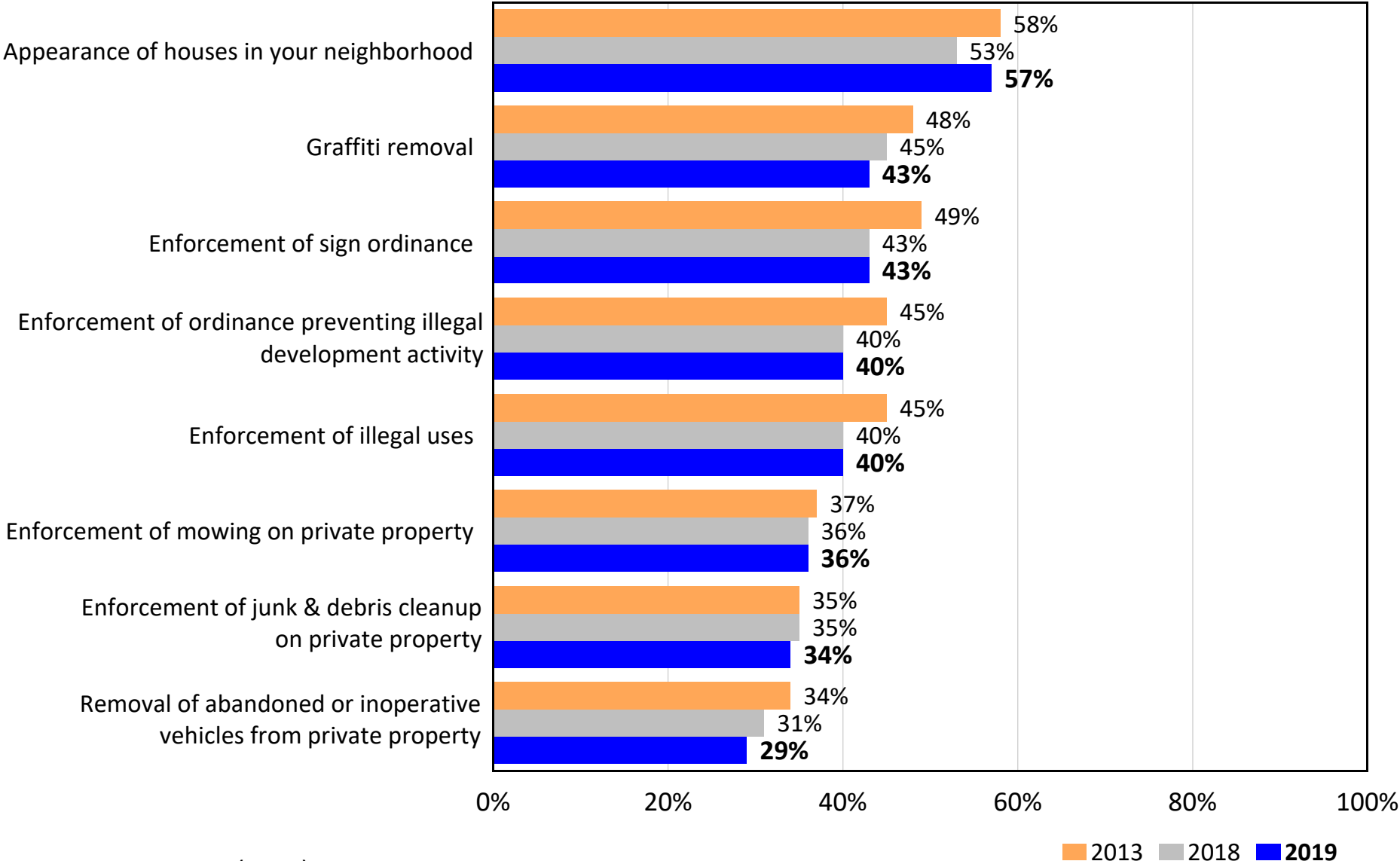


Source: ETC Institute (2019)

ETC Institute (2019)

# Q9. Satisfaction with Code Enforcement Services 2019, 2018, & 2013

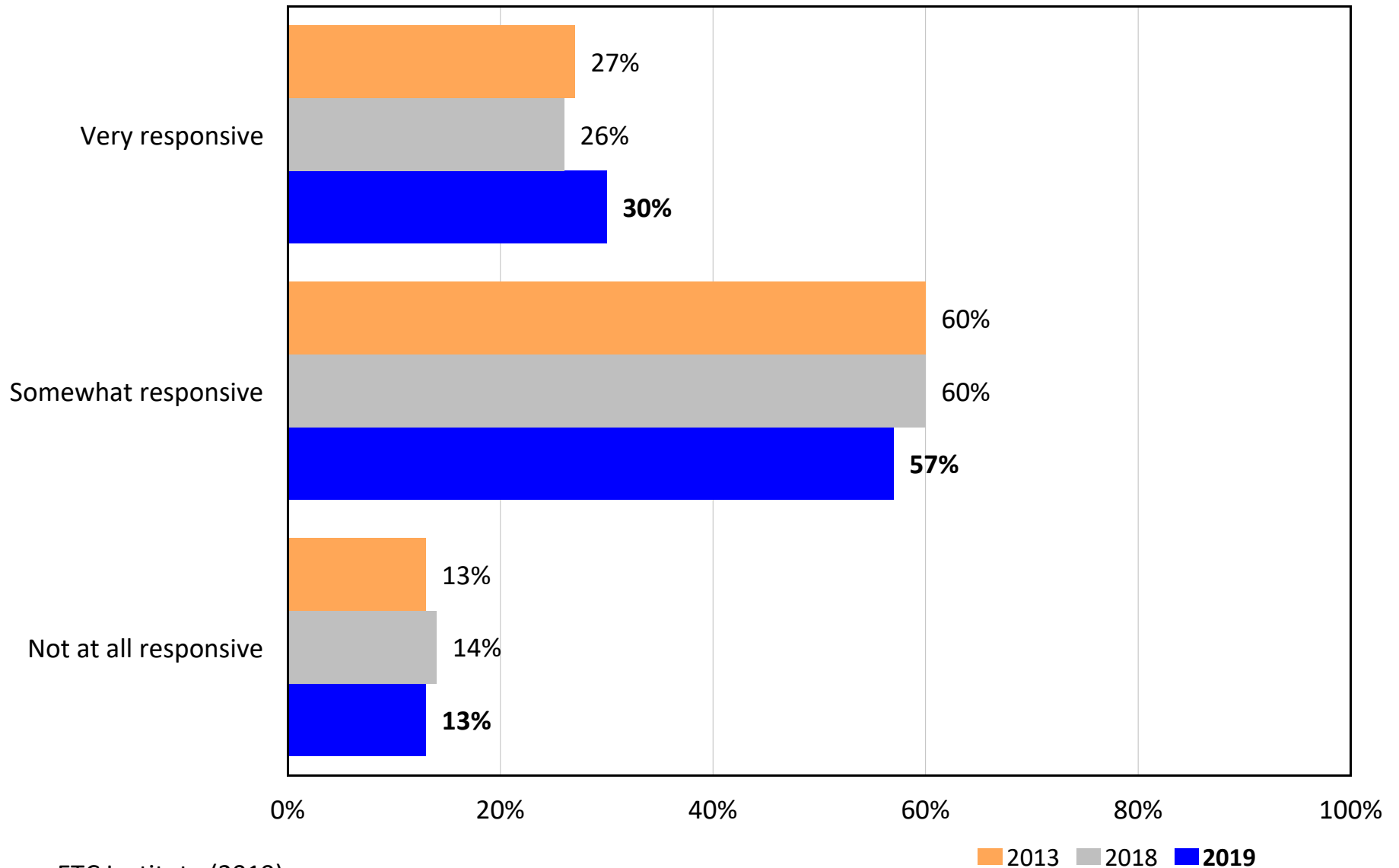
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q10. How responsive is the City to your code enforcement requests for service/complaints? - 2019, 2018, & 2013

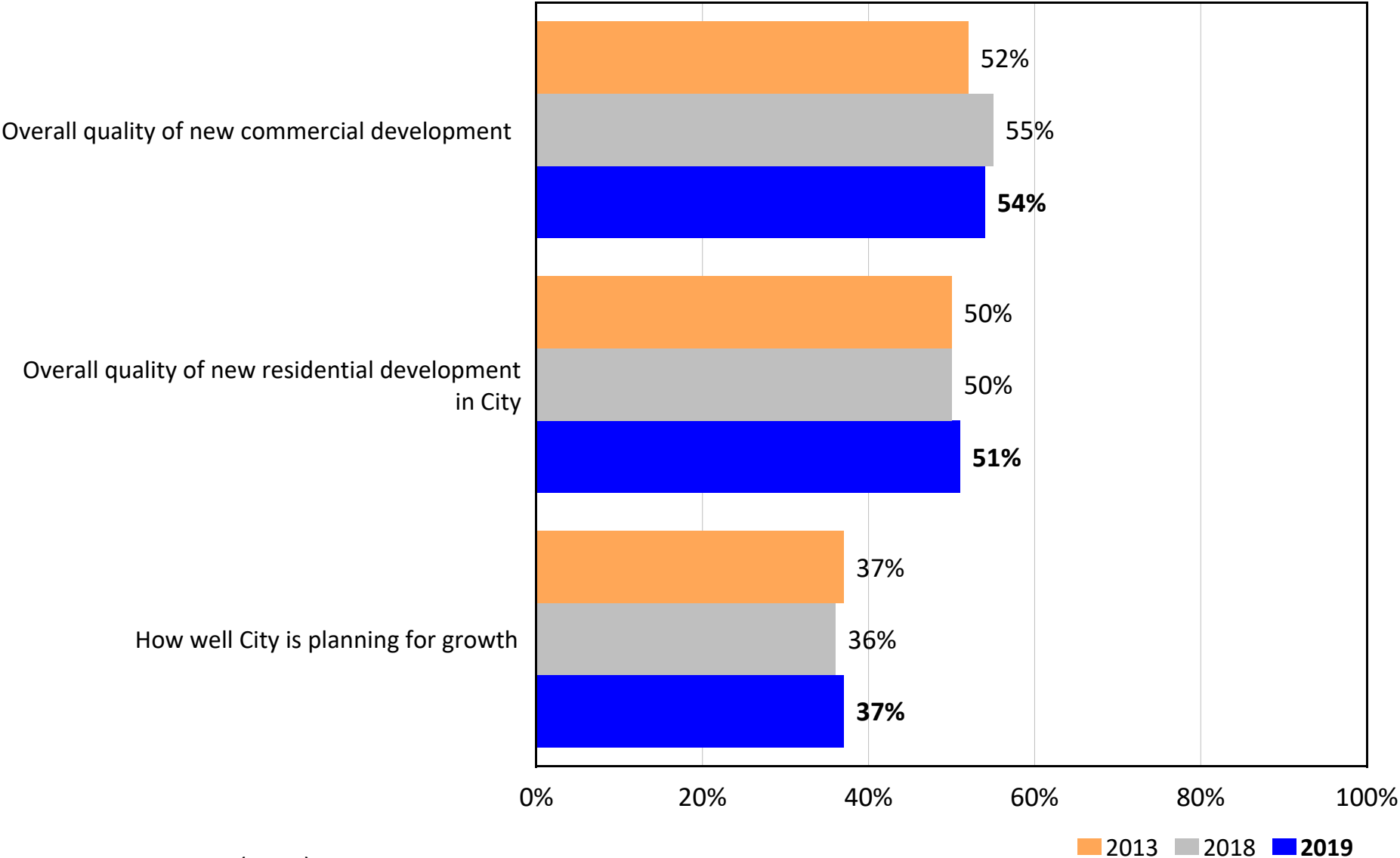
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q11. Satisfaction with Planning and Zoning Services 2019, 2018, & 2013

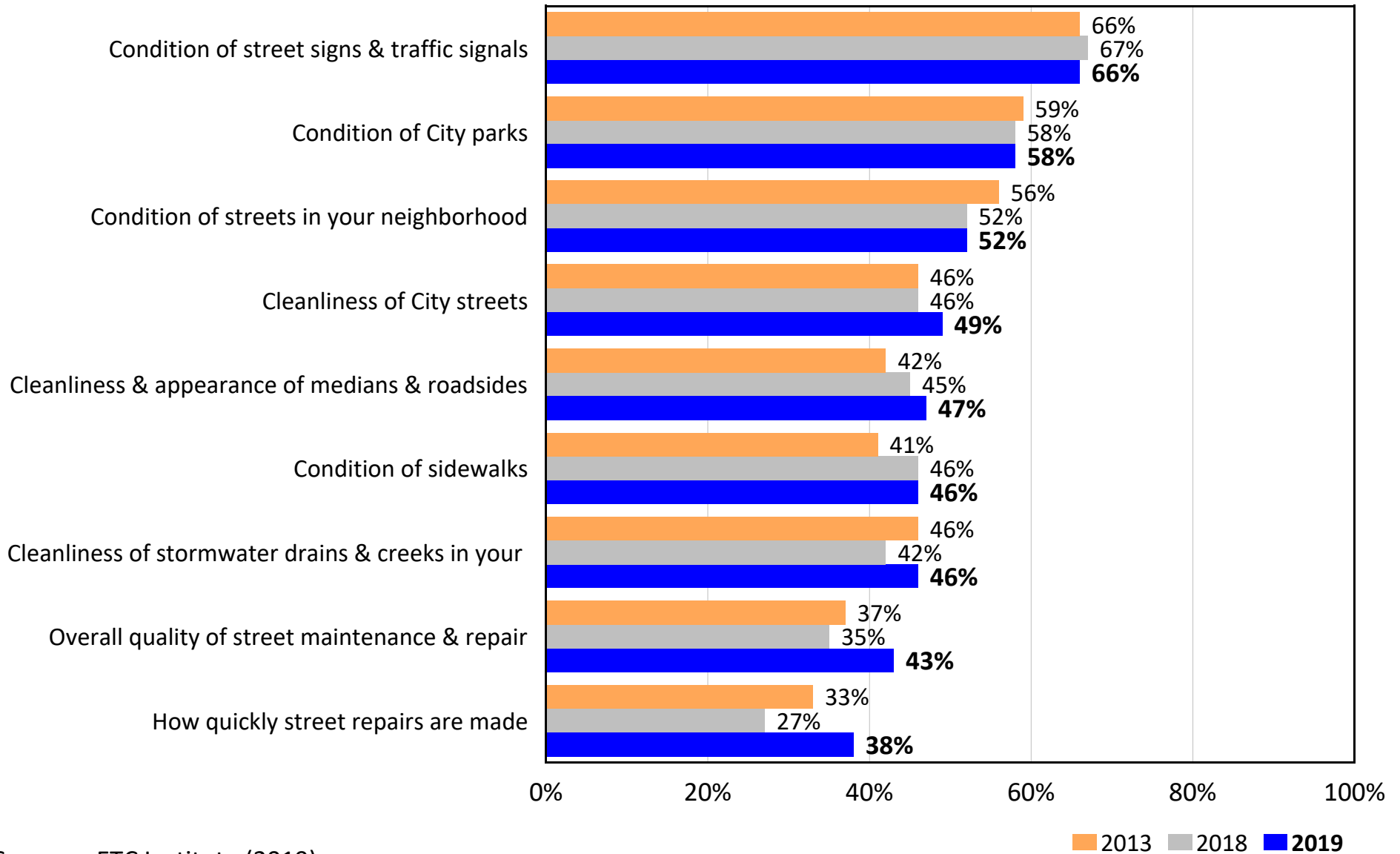
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q12. Satisfaction with Maintenance Services 2019, 2018, & 2013

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

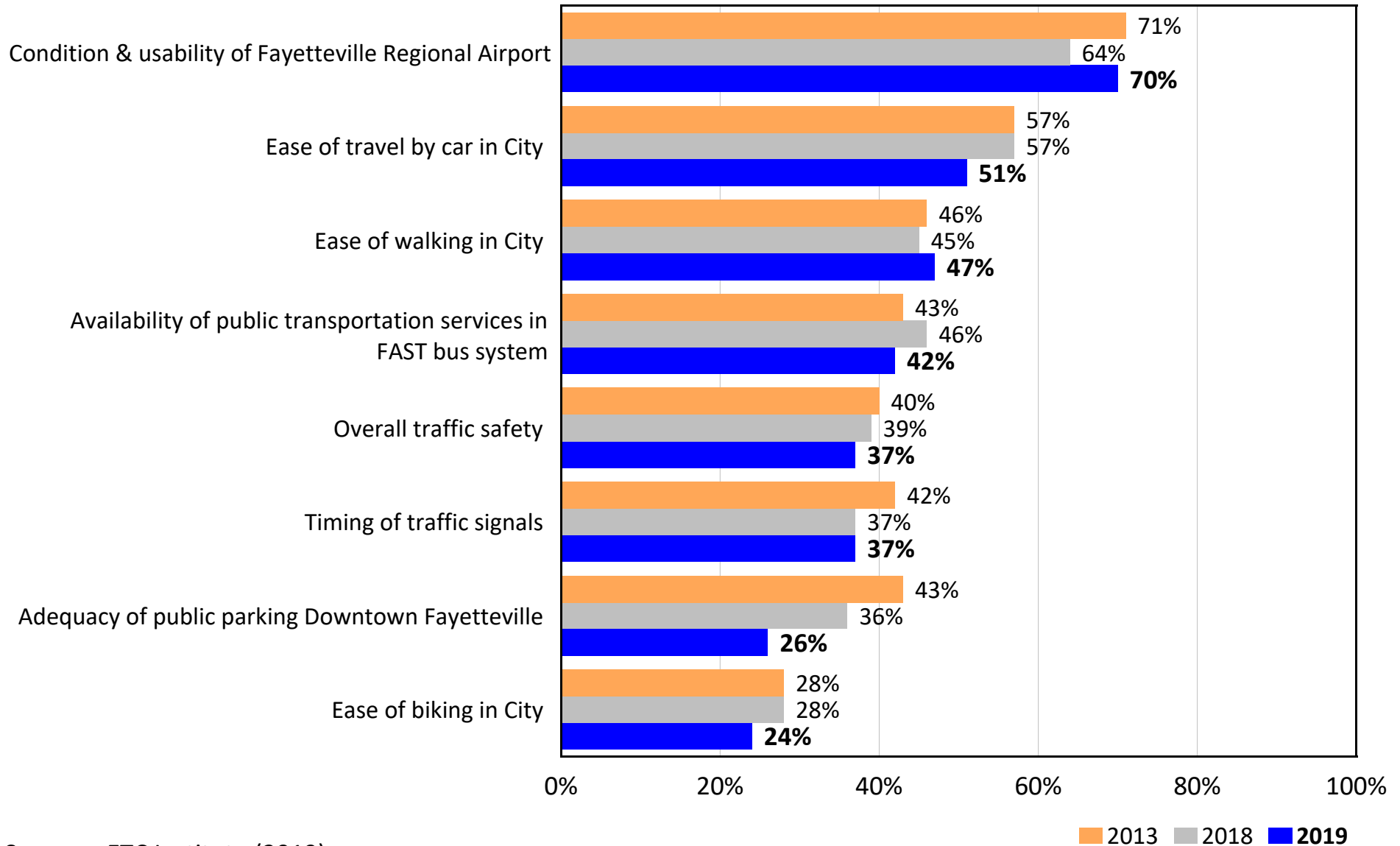


Source: ETC Institute (2019)

ETC Institute (2019)

# Q14. Satisfaction with Various Aspects of Transportation and Connectivity - 2019, 2018, & 2013

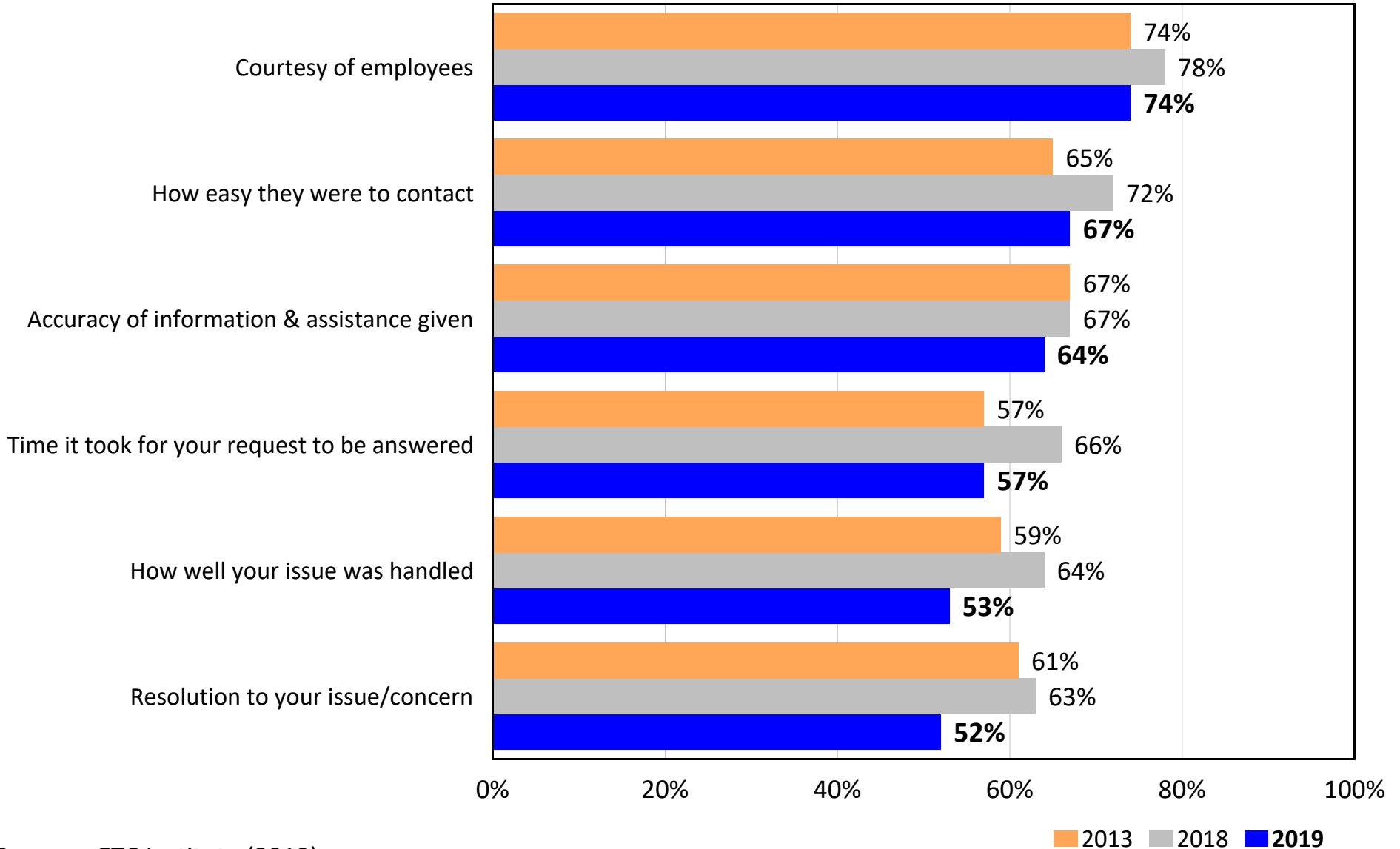
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q15a. Satisfaction with Customer Service from City Employees 2019, 2018, & 2013

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

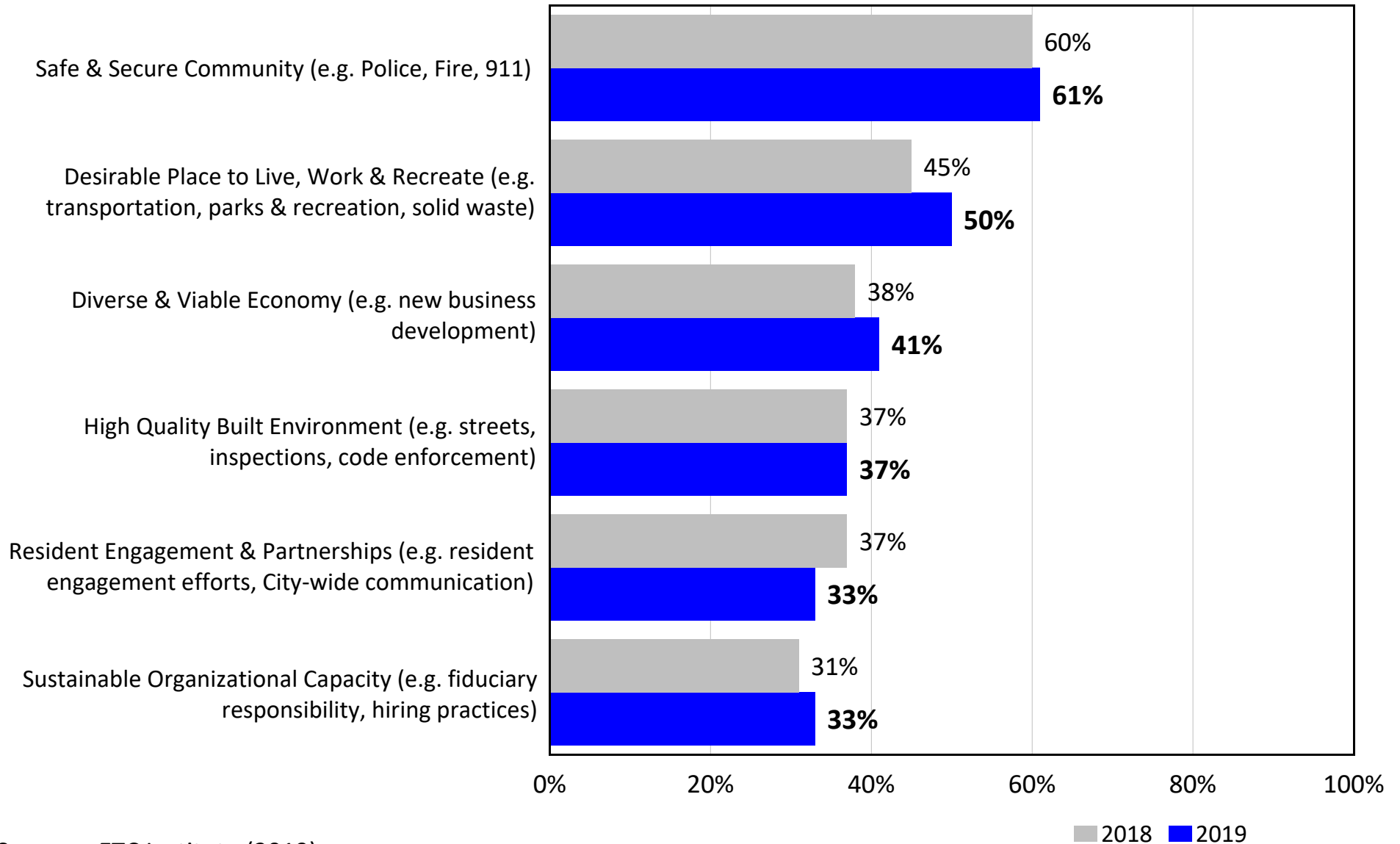


Source: ETC Institute (2019)



# Q17. Satisfaction with the City Council's Strategic Goals 2019 & 2018

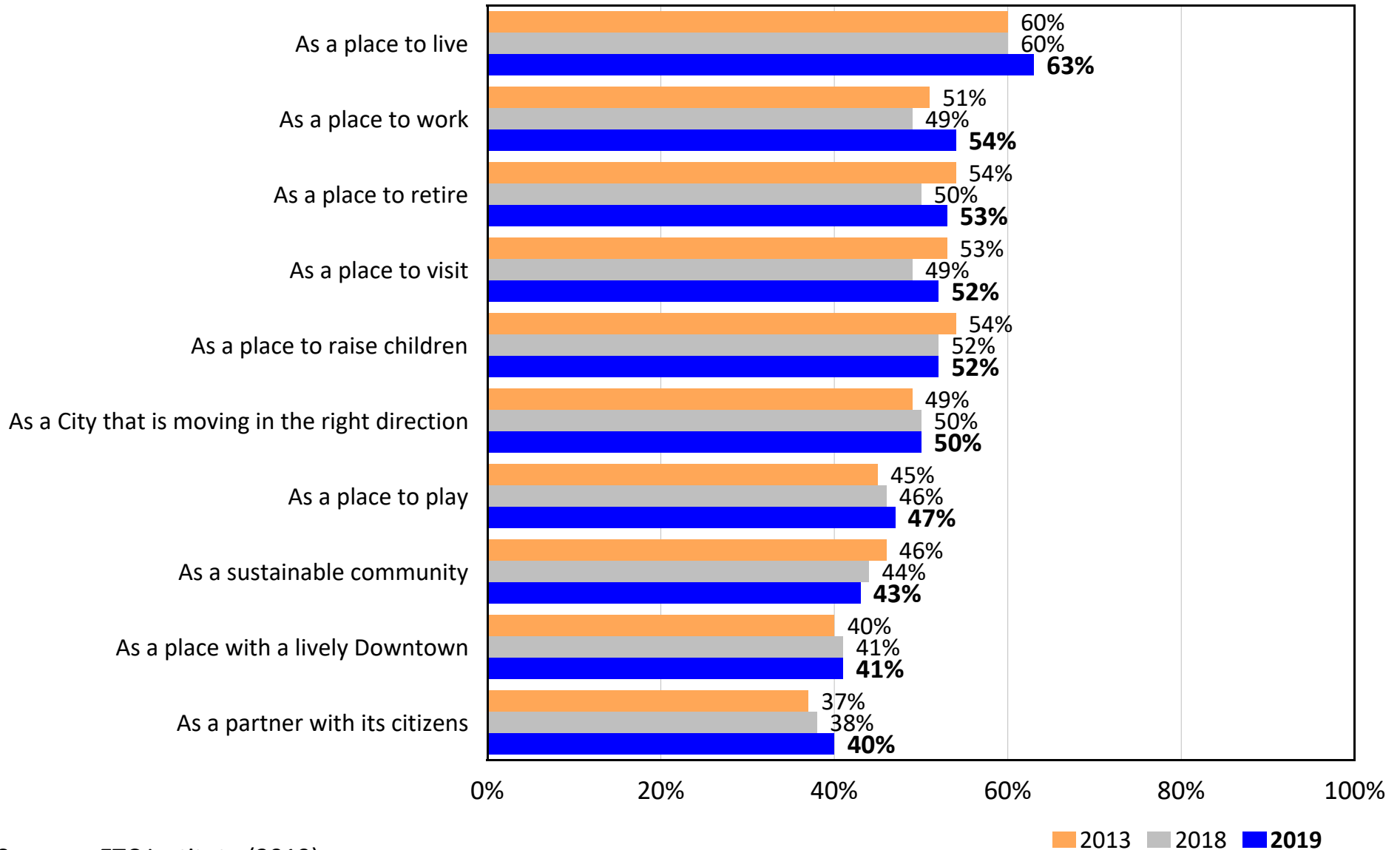
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q19. Overall Ratings of the City 2019, 2018, & 2013

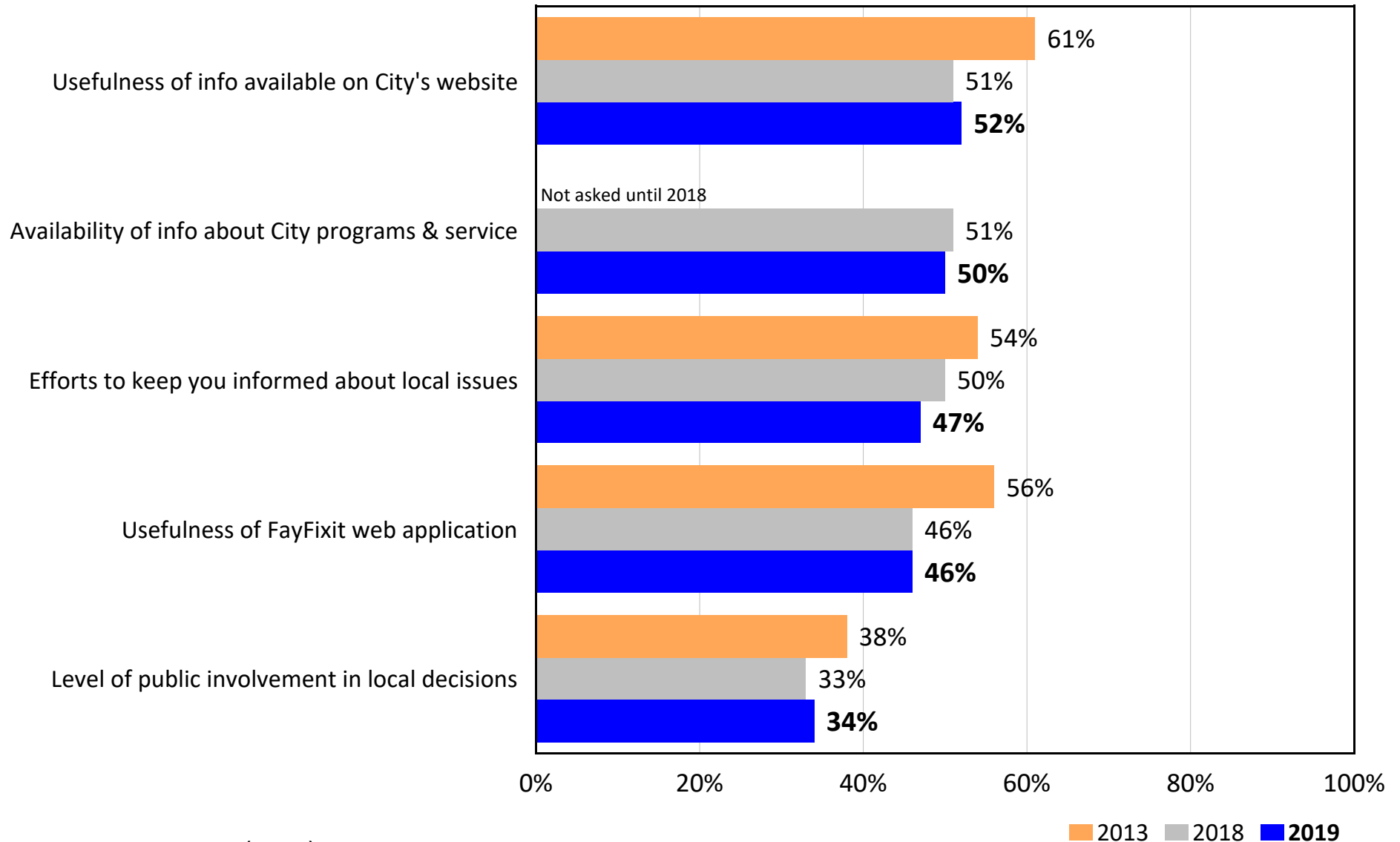
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q24. Satisfaction with Various Aspects of Communication and Engagement - 2019, 2018, & 2013

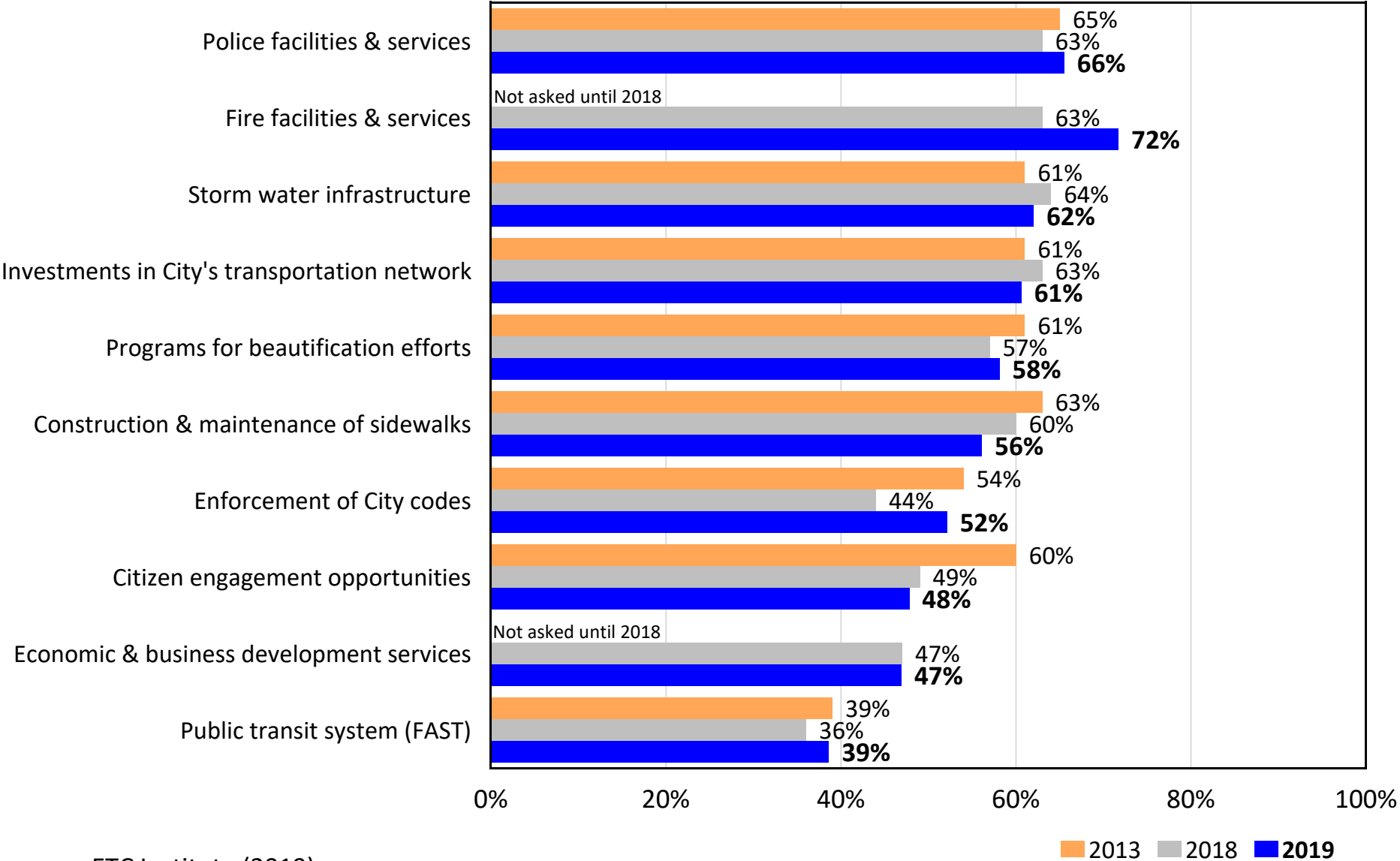
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q23. Willingness to Support Additional Funding for Various Areas - 2019, 2018, & 2013

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 (2019)

## **Section 3**

# ***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.

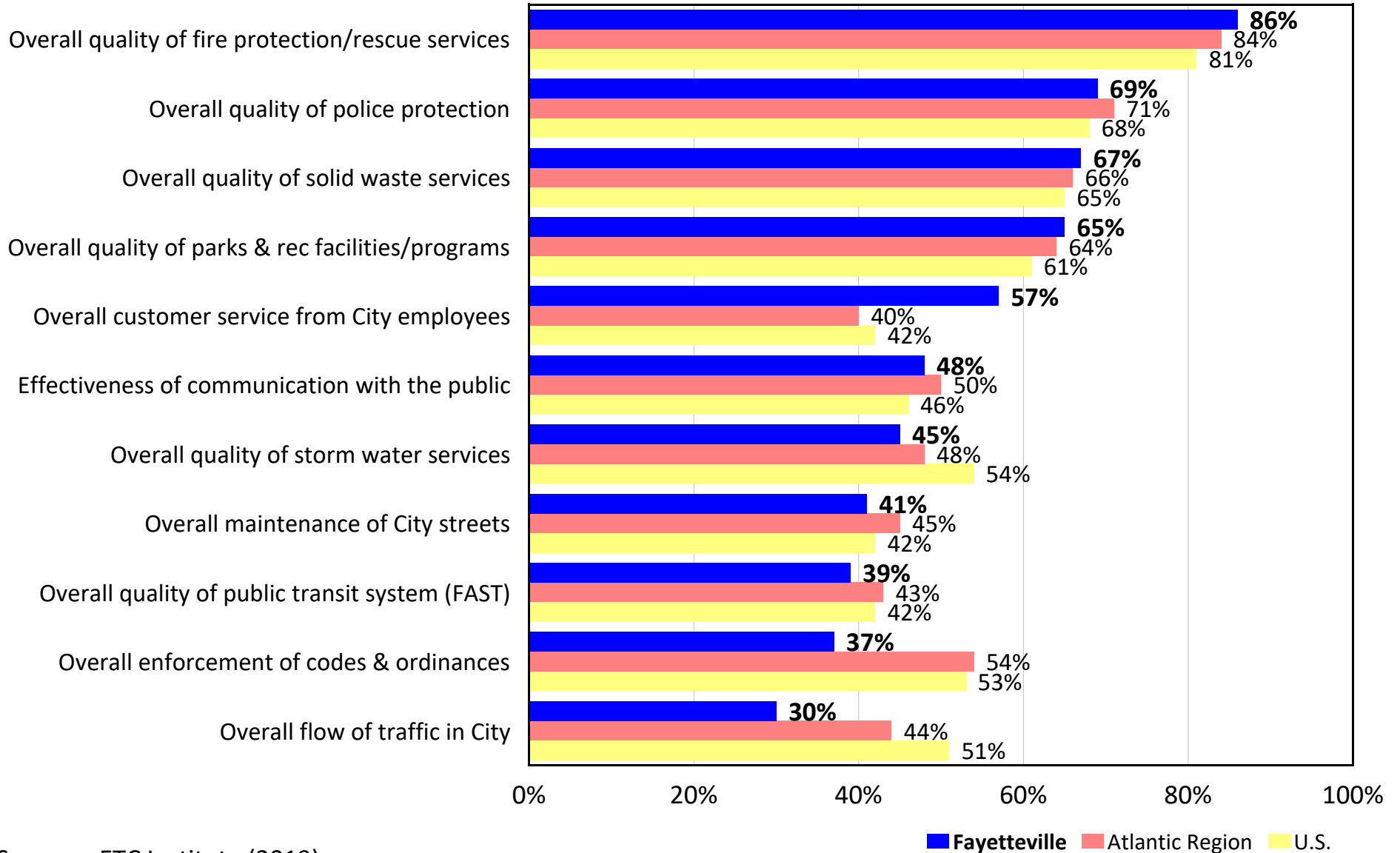
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of more than 4,000 residents across the United States and (2) a survey administered by ETC Institute in the summer of 2019 to over 350 residents 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 the City of Fayetteville, the pink bar for the Atlantic Region, and the yellow bar for the United States.

# Q1. Satisfaction with Major Categories of City Services Fayetteville vs. Atlantic Region vs. U.S. Average

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

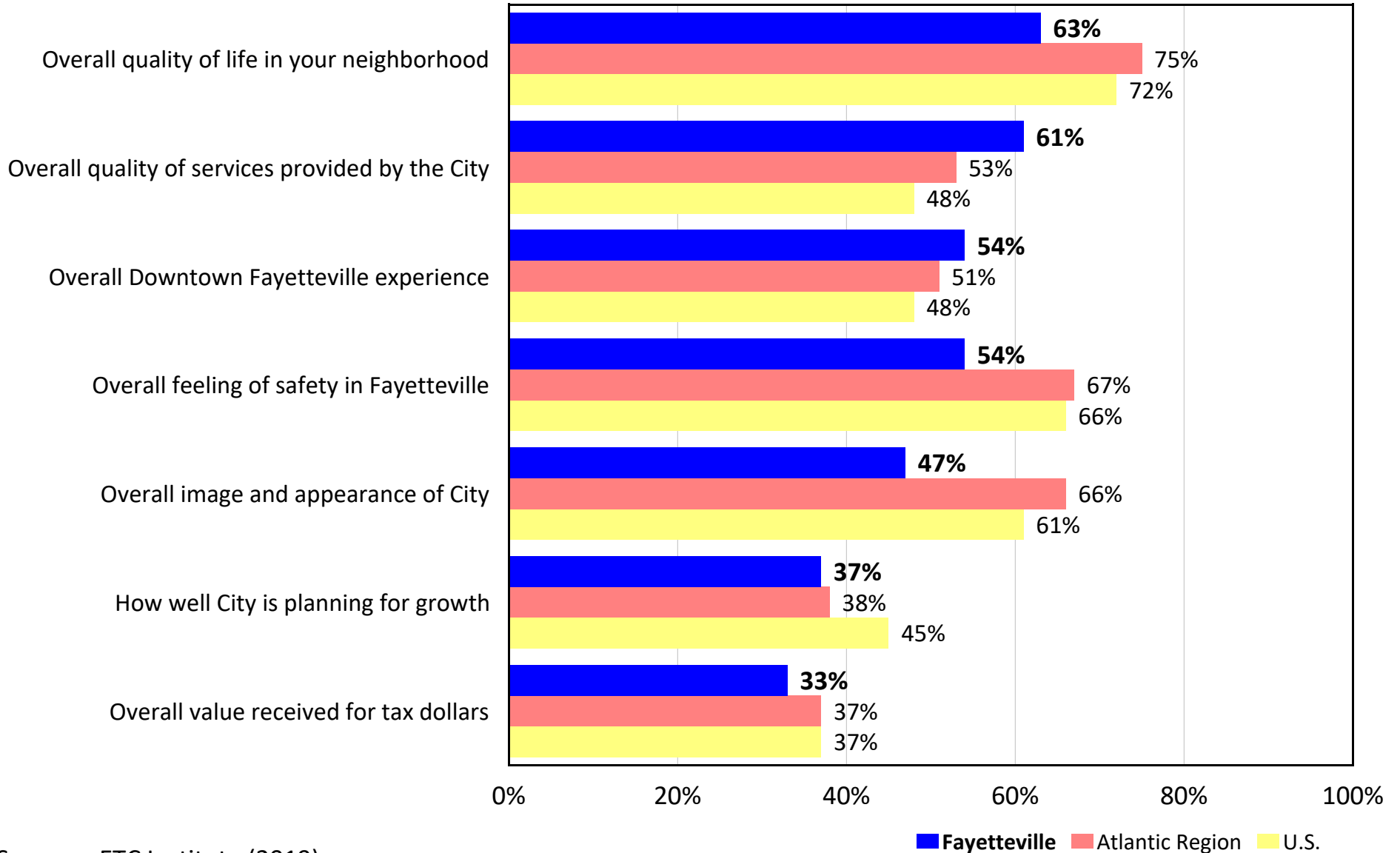


Source: ETC Institute (2019)

### Q3. Perceptions of the City

## Fayetteville vs. Atlantic Region vs. U.S. Average

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



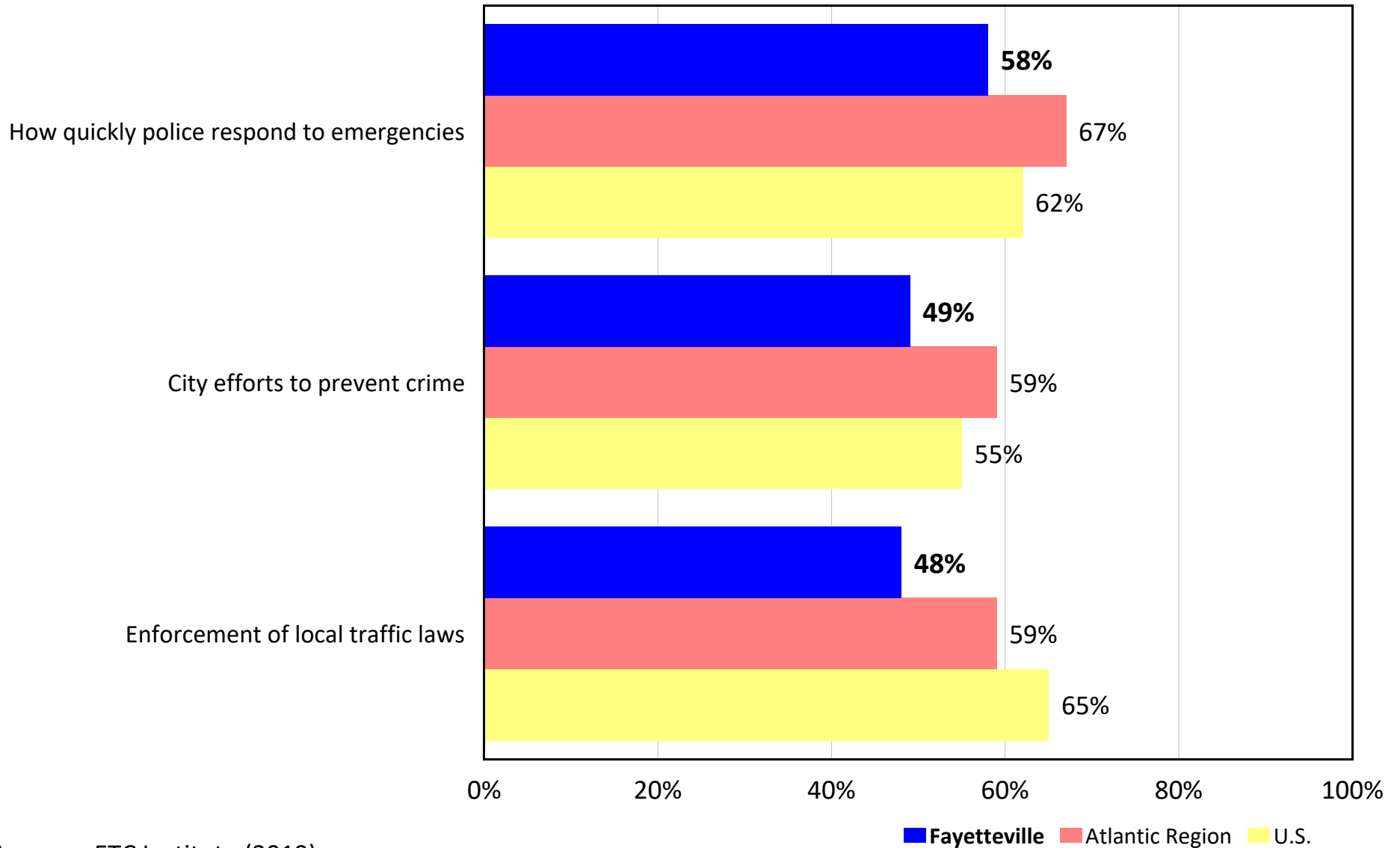
Source: ETC Institute (2019)

ETC Institute (2019)



# Q5. Satisfaction with Public Safety Services Fayetteville vs. Atlantic Region vs. U.S. Average

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

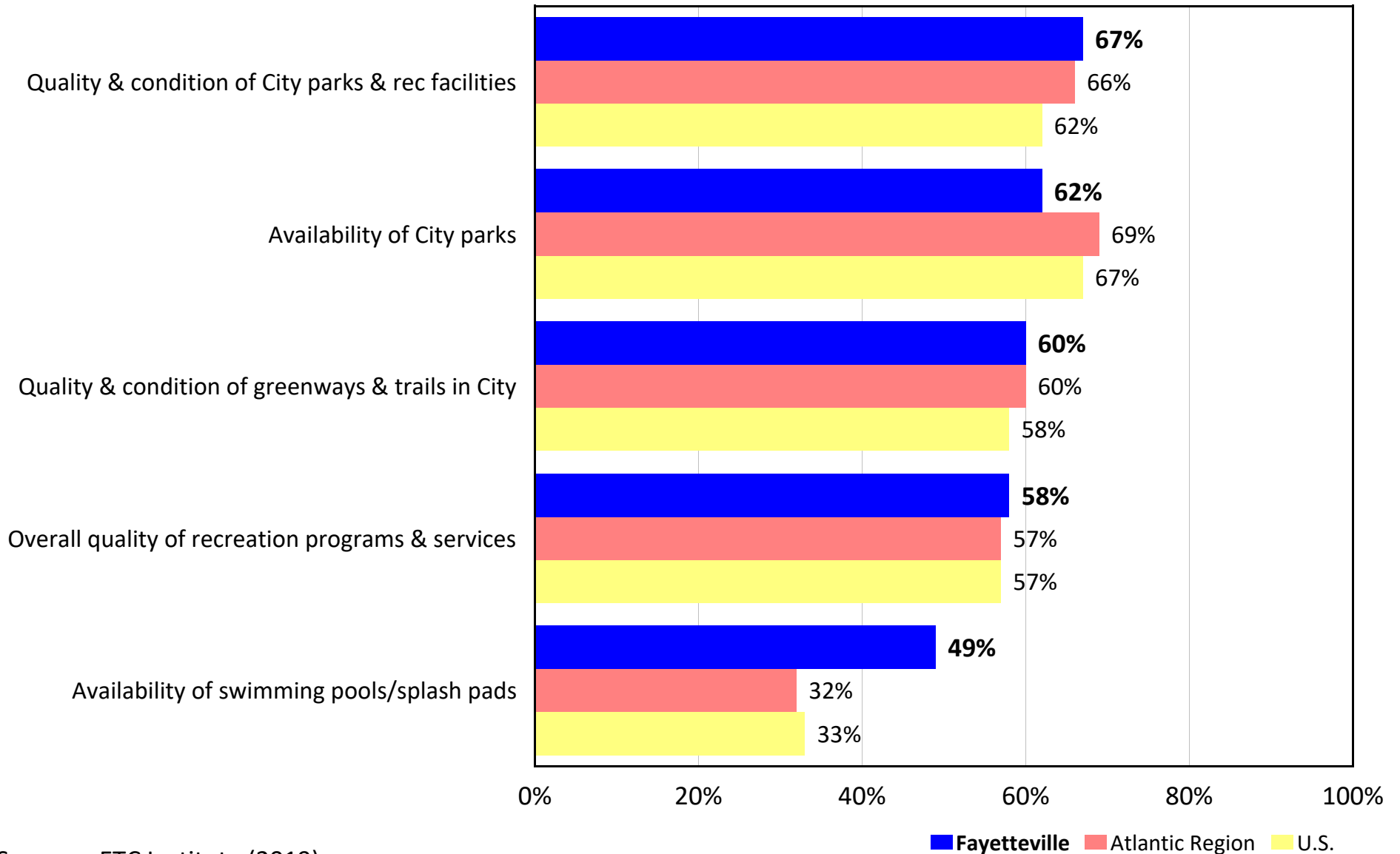


Source: ETC Institute (2019)

ETC Institute (2019)

# Q7. Satisfaction with Parks and Recreation Services Fayetteville vs. Atlantic Region vs. U.S. Average

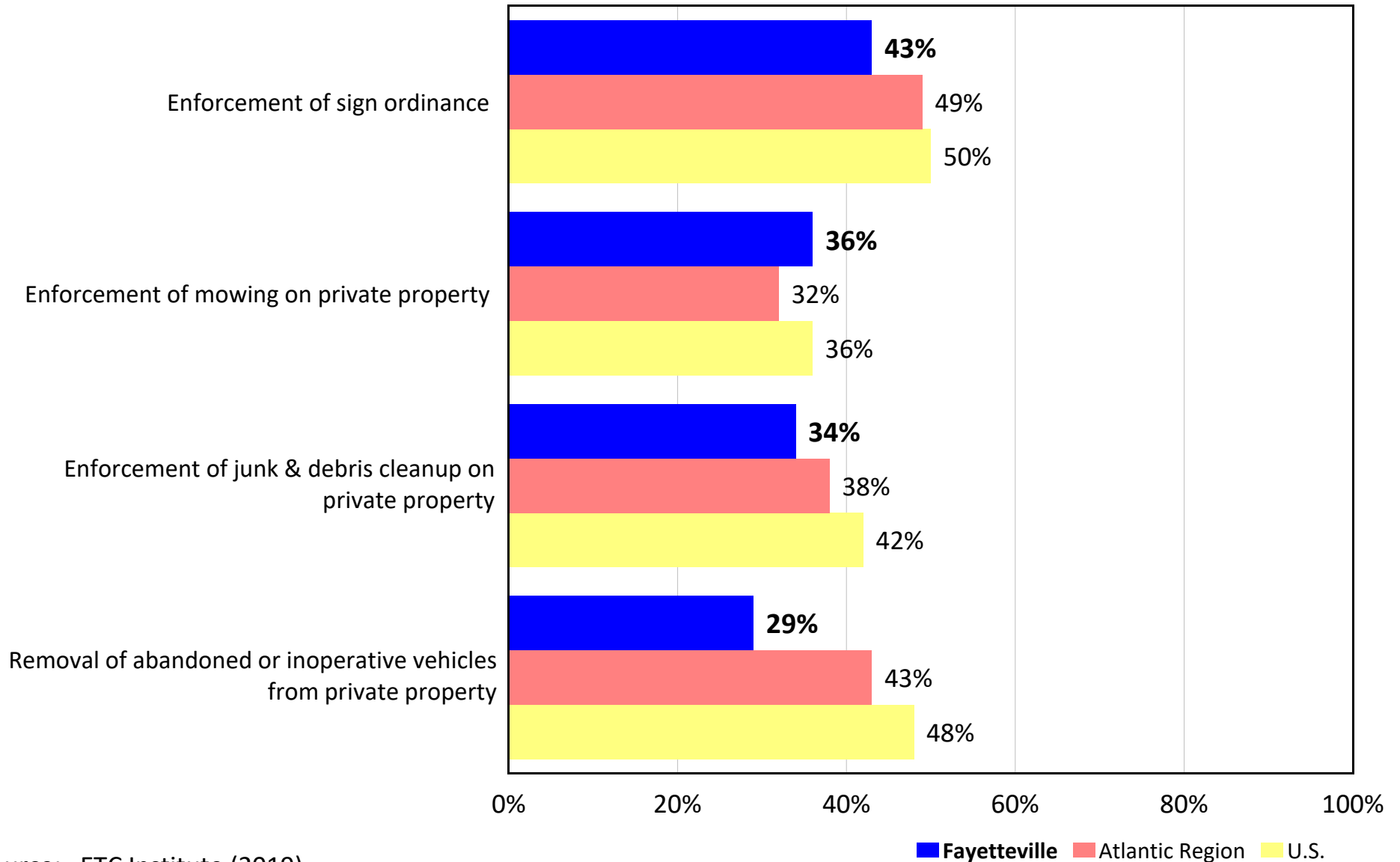
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2019)

# Q9. Satisfaction with Code Enforcement Services Fayetteville vs. Atlantic Region vs. U.S. Average

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

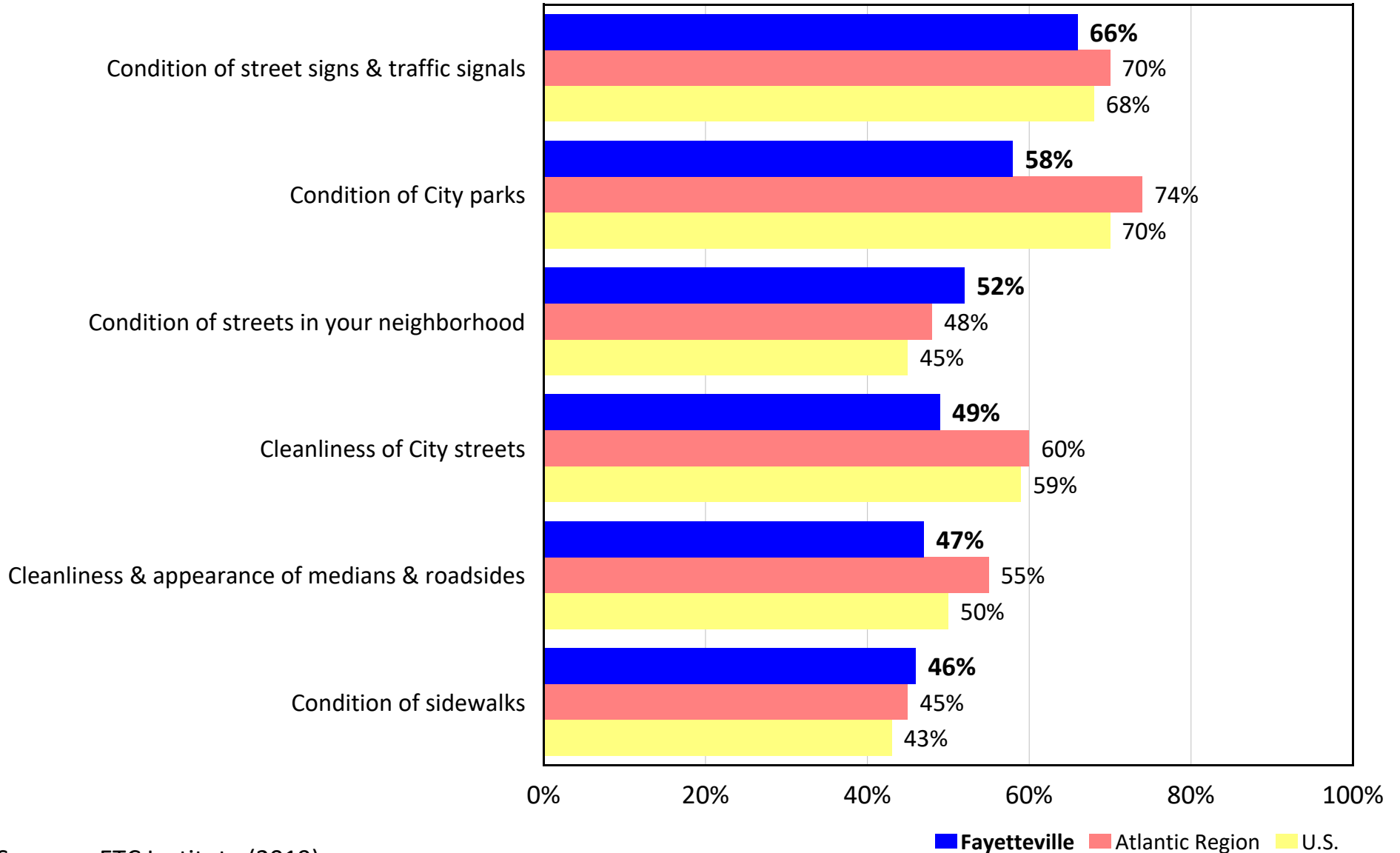


Source: ETC Institute (2019)

ETC Institute (2019)

# Q12. Satisfaction with Maintenance Services Fayetteville vs. Atlantic Region vs. U.S. Average

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

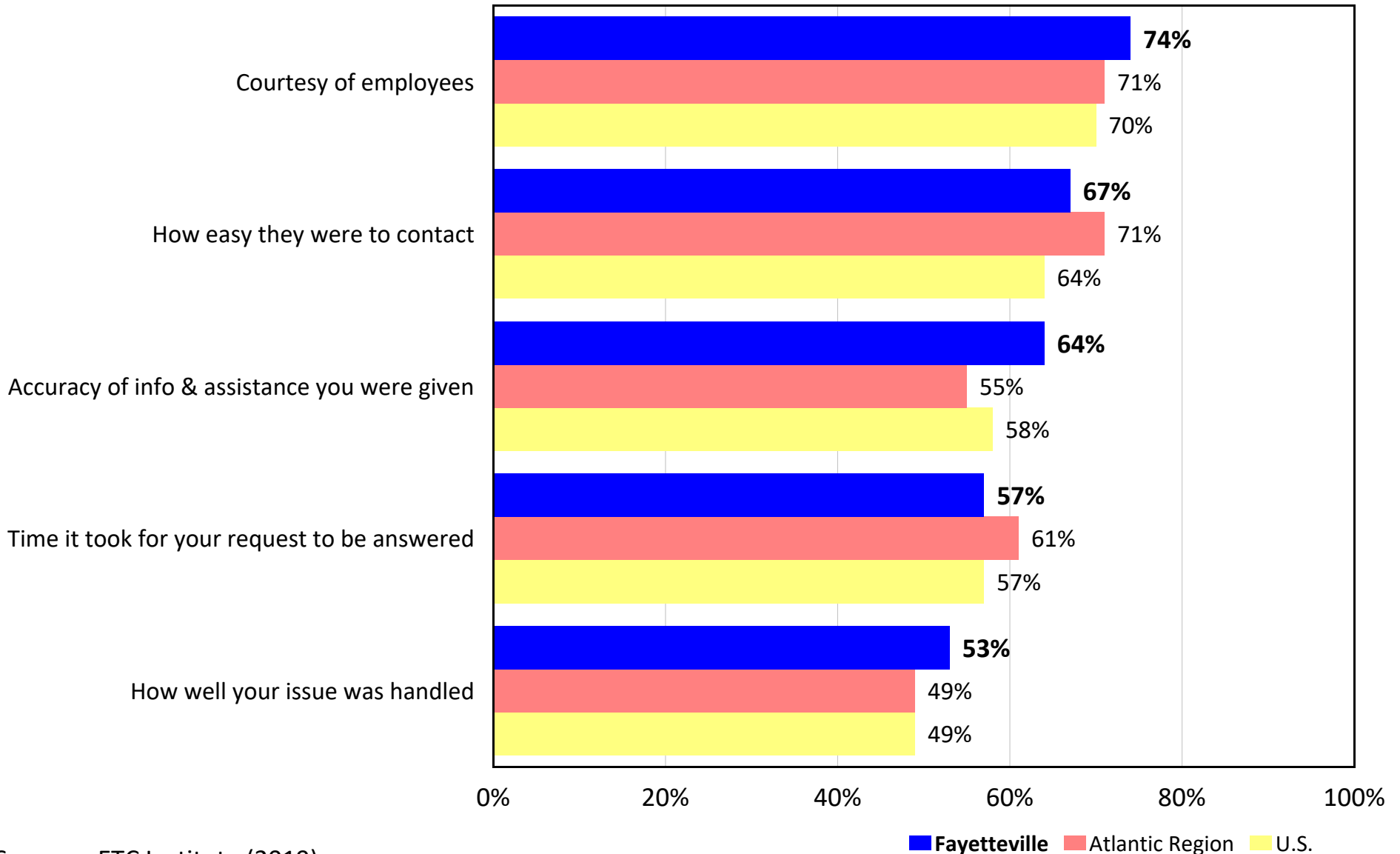


Source: ETC Institute (2019)

# Q15a. Satisfaction with Customer Service from City Employees

## Fayetteville vs. Atlantic Region vs. U.S. Average

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



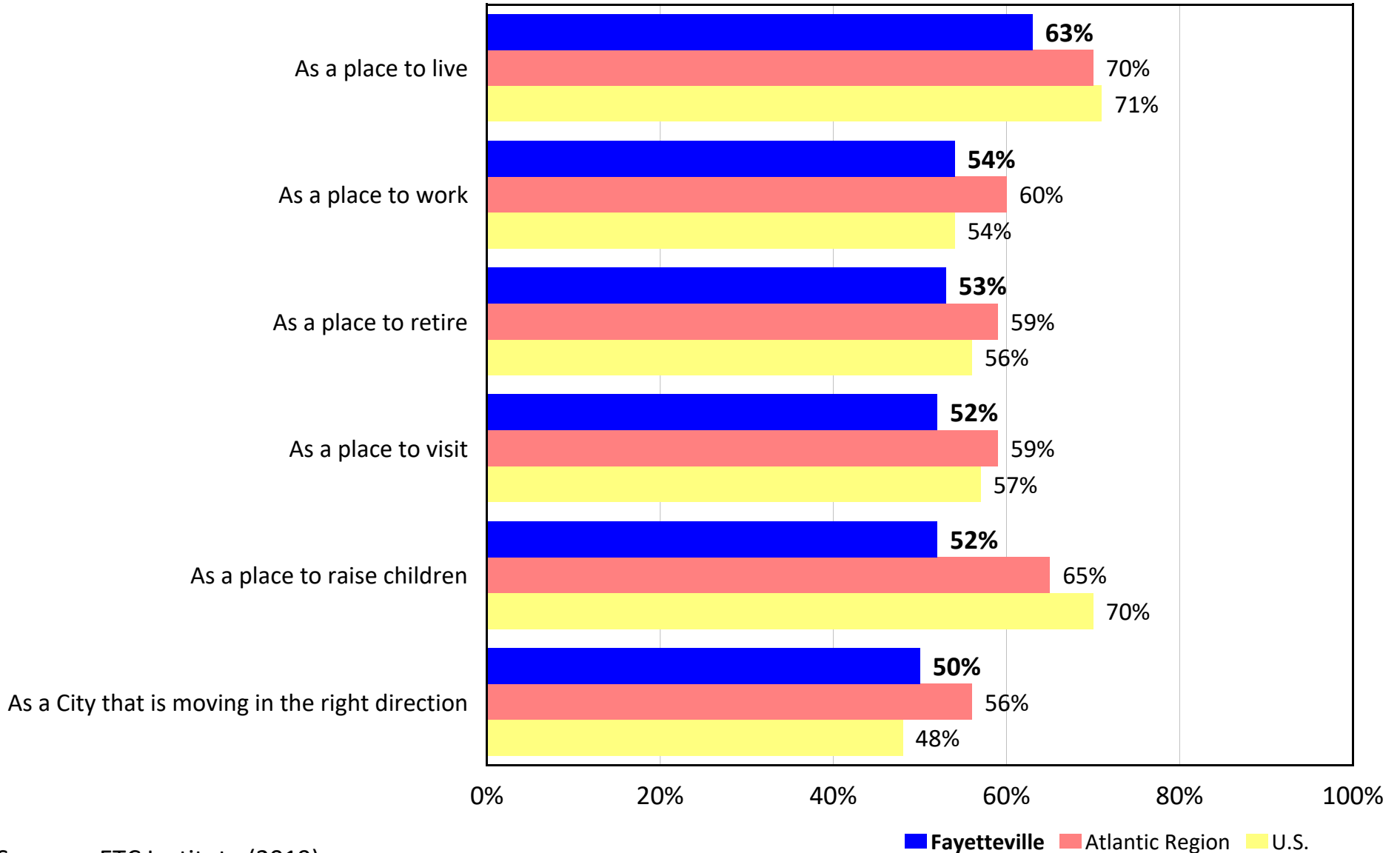
Source: ETC Institute (2019)

ETC Institute (2019)

# Q19. Overall Ratings of the City

## Fayetteville vs. Atlantic Region vs. U.S. Average

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

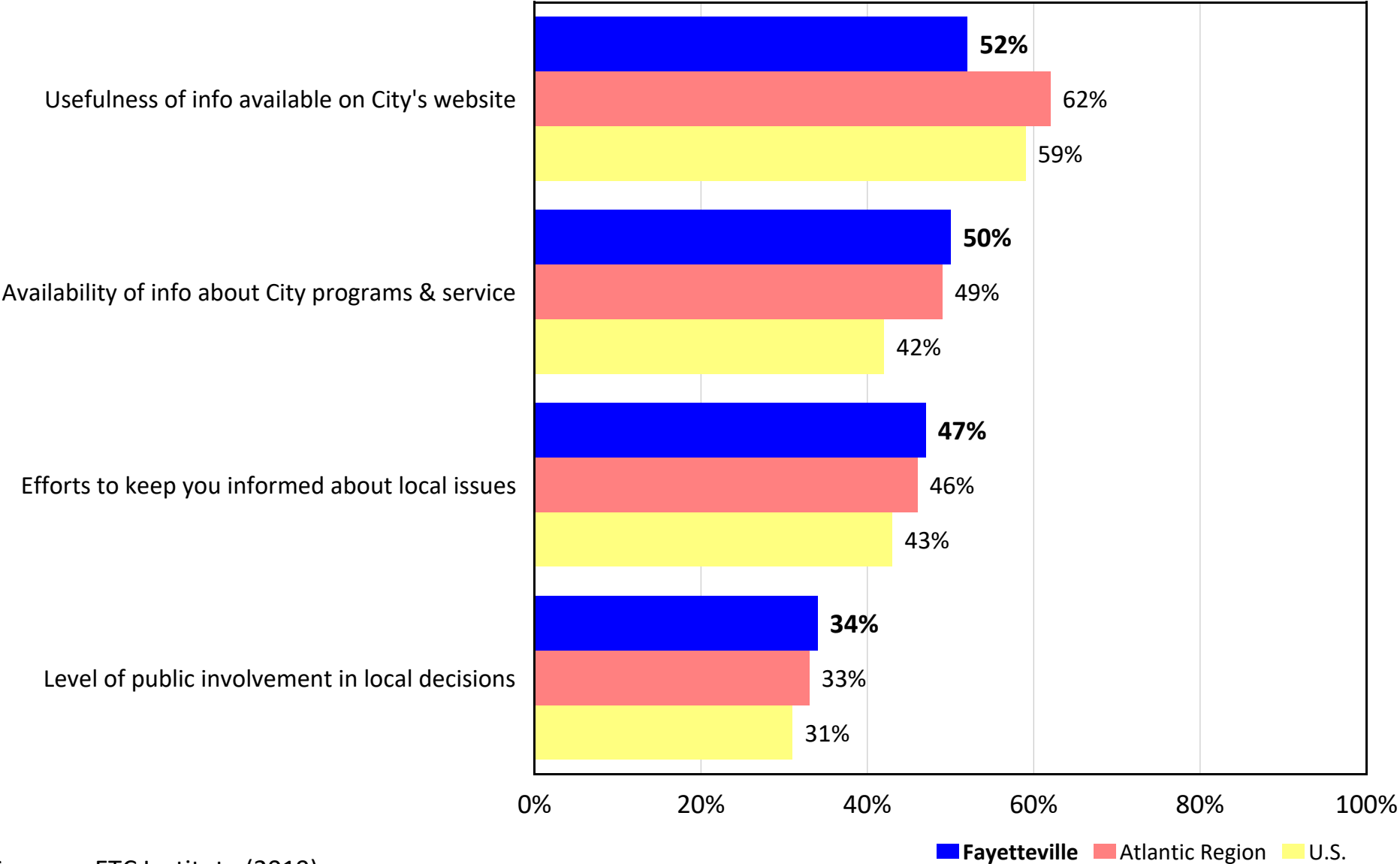


Source: ETC Institute (2019)

ETC Institute (2019)

# Q24. Satisfaction with Communication Engagement Fayetteville vs. Atlantic Region vs. U.S. Average

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 (2019)

ETC Institute (2019)

## **Section 4**

# ***Importance-Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## Fayetteville, North Carolina

### 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-seven percent (36.8%) 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, thirty percent (29.8%) 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, 36.8% was multiplied by 70.2% (1-0.298). This calculation yielded an I-S rating of 0.2583, 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.

## 2019 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	37%	1	30%	13	0.2583	<b>1</b>
Overall maintenance of City streets	36%	2	41%	10	0.2127	<b>2</b>
<b>Medium Priority (IS &lt;.10)</b>						
Overall enforcement of codes & ordinances	15%	7	37%	12	0.0931	<b>3</b>
Overall quality of storm water services	16%	5	45%	9	0.0888	<b>4</b>
Overall appearance of major entryways to City	16%	4	49%	6	0.0840	<b>5</b>
Overall affordability of housing in Fayetteville	16%	6	49%	7	0.0829	<b>6</b>
Overall quality of police protection	25%	3	69%	2	0.0757	<b>7</b>
Effectiveness of communication with the public	10%	8	48%	8	0.0513	<b>8</b>
Overall quality of public transit system (FAST)	8%	10	39%	11	0.0508	<b>9</b>
Overall quality of parks & rec facilities/programs	9%	9	65%	4	0.0321	<b>10</b>
Overall customer service from City employees	5%	12	57%	5	0.0221	<b>11</b>
Overall quality of solid waste services	4%	13	67%	3	0.0139	<b>12</b>
Overall quality of fire protection/rescue services	6%	11	86%	1	0.0075	<b>13</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 know'. 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.

## 2019 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	41%	1	38%	8	0.2534	1
How quickly street repairs are made	32%	2	29%	9	0.2259	2
<b>High Priority (IS .10-.20)</b>						
Cleanliness of stormwater drains/creeks in neighborhood	24%	3	43%	7	0.1392	3
Cleanliness of City streets	23%	4	49%	4	0.1182	4
Cleanliness & appearance of medians & roadsides	21%	6	47%	5	0.1126	5
Condition of streets in your neighborhood	23%	5	52%	3	0.1076	6
<b>Medium Priority (IS &lt;.10)</b>						
Condition of sidewalks	17%	7	46%	6	0.0925	7
Condition of City parks	8%	9	58%	2	0.0354	8
Condition of street signs & traffic signals	9%	8	66%	1	0.0313	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 know'. 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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## 2019 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>						
Quality & condition of City parks & rec facilities	22%	1	67%	1	0.0740	<b>1</b>
Availability of biking trails	11%	5	44%	12	0.0620	<b>2</b>
Quality & condition of greenways & trails in City	13%	2	60%	5	0.0528	<b>3</b>
Diversity of City recreation opportunities	11%	4	53%	7	0.0521	<b>4</b>
Cultural programming (events, concerts, festivals)	13%	3	62%	2	0.0494	<b>5</b>
Availability of swimming pools/splash pads	9%	8	49%	10	0.0477	<b>6</b>
Overall quality of recreation programs & services	10%	7	58%	6	0.0401	<b>7</b>
Availability of City parks	10%	6	62%	3	0.0376	<b>8</b>
Availability of recreational programming	5%	9	50%	9	0.0249	<b>9</b>
Customer service provided by parks & rec staff	4%	10	61%	4	0.0155	<b>10</b>
Online registration process	2%	11	46%	11	0.0124	<b>11</b>
In person registration process	2%	12	50%	8	0.0089	<b>12</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 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 know'. 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.

## 2019 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)	29%	2	50%	2	0.1462	1
Safe & Secure Community (e.g. Police, Fire, 911)	36%	1	61%	1	0.1422	2
Diverse & Viable Economy (e.g. new business development)	20%	3	41%	3	0.1190	3
<b>Medium Priority (IS &lt;.10)</b>						
High Quality Built Environment (e.g. streets, inspections, code enforcement)	18%	4	37%	4	0.1130	4
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	8%	6	33%	6	0.0510	5
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	11%	5	33%	5	0.0750	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 know'. 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.

## **Section 5**

### ***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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police protection	24.3%	41.4%	19.4%	7.1%	3.0%	4.8%
Q1-2. Overall quality of fire protection & rescue services	39.0%	41.8%	11.0%	1.0%	0.8%	6.4%
Q1-3. Overall maintenance of City streets	9.7%	30.1%	26.0%	23.0%	9.2%	2.0%
Q1-4. Overall flow of traffic in City	5.9%	23.2%	25.3%	29.4%	14.0%	2.1%
Q1-5. Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	6.9%	13.7%	20.1%	8.1%	4.3%	47.0%
Q1-6. Overall enforcement of codes & ordinances	8.2%	22.5%	28.6%	14.8%	8.7%	17.1%
Q1-7. Overall quality of customer service received from City employees	13.3%	36.3%	26.8%	7.1%	4.1%	12.3%
Q1-8. Overall effectiveness of communication with the public	12.5%	32.7%	32.1%	12.3%	4.1%	6.3%
Q1-9. Overall quality of Parks & Recreation facilities & programs	19.9%	39.5%	21.7%	6.4%	3.6%	8.9%
Q1-10. Overall appearance of major entryways to City	12.7%	33.7%	25.8%	16.4%	6.3%	5.1%
Q1-11. Overall quality of storm water services	9.7%	31.6%	25.5%	16.3%	8.2%	8.7%
Q1-12. Overall quality of solid waste services	18.6%	44.2%	19.2%	8.1%	3.6%	6.3%
Q1-13. Overall affordability of housing in Fayetteville	10.4%	32.6%	25.3%	14.0%	5.8%	12.0%



**WITHOUT DON'T KNOW**

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	25.6%	43.5%	20.4%	7.4%	3.1%
Q1-2. Overall quality of fire protection & rescue services	41.7%	44.6%	11.8%	1.1%	0.9%
Q1-3. Overall maintenance of City streets	9.9%	30.7%	26.5%	23.5%	9.4%
Q1-4. Overall flow of traffic in City	6.1%	23.7%	25.9%	30.1%	14.3%
Q1-5. Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	13.0%	25.8%	37.9%	15.2%	8.1%
Q1-6. Overall enforcement of codes & ordinances	9.9%	27.2%	34.5%	17.9%	10.5%
Q1-7. Overall quality of customer service received from City employees	15.2%	41.5%	30.6%	8.1%	4.7%
Q1-8. Overall effectiveness of communication with the public	13.3%	34.9%	34.2%	13.2%	4.4%
Q1-9. Overall quality of Parks & Recreation facilities & programs	21.8%	43.3%	23.8%	7.0%	4.0%
Q1-10. Overall appearance of major entryways to City	13.3%	35.5%	27.2%	17.3%	6.6%
Q1-11. Overall quality of storm water services	10.6%	34.6%	27.9%	17.8%	9.0%
Q1-12. Overall quality of solid waste services	19.8%	47.2%	20.5%	8.6%	3.9%
Q1-13. Overall affordability of housing in Fayetteville	11.8%	37.0%	28.8%	15.9%	6.5%

**Q2. Do you believe any of the items listed in Question 1 should receive EMPHASIS from City leaders over the next TWO years? If so, which three?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	90	14.8 %
Overall quality of fire protection & rescue services	3	0.5 %
Overall maintenance of City streets	97	16.0 %
Overall flow of traffic in City	95	15.6 %
Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	12	2.0 %
Overall enforcement of codes & ordinances	34	5.6 %
Overall quality of customer service received from City employees	5	0.8 %
Overall effectiveness of communication with the public	12	2.0 %
Overall quality of Parks & Recreation facilities & programs	14	2.3 %
Overall appearance of major entryways to City	25	4.1 %
Overall quality of storm water services	29	4.8 %
Overall quality of solid waste services	5	0.8 %
Overall affordability of housing in Fayetteville	34	5.6 %
None chosen	153	25.2 %
Total	608	100.0 %

**Q2. Do you believe any of the items listed in Question 1 should receive EMPHASIS from City leaders over the next TWO years? If so, which three?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	32	5.3 %
Overall quality of fire protection & rescue services	23	3.8 %
Overall maintenance of City streets	77	12.7 %
Overall flow of traffic in City	89	14.6 %
Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	20	3.3 %
Overall enforcement of codes & ordinances	27	4.4 %
Overall quality of customer service received from City employees	9	1.5 %
Overall effectiveness of communication with the public	14	2.3 %
Overall quality of Parks & Recreation facilities & programs	17	2.8 %
Overall appearance of major entryways to City	33	5.4 %
Overall quality of storm water services	40	6.6 %
Overall quality of solid waste services	11	1.8 %
Overall affordability of housing in Fayetteville	24	3.9 %
None chosen	192	31.6 %
Total	608	100.0 %

**Q2. Do you believe any of the items listed in Question 1 should receive EMPHASIS from City leaders over the next TWO years? If so, which three?**

Q2. 3rd choice	Number	Percent
Overall quality of police protection	27	4.4 %
Overall quality of fire protection & rescue services	7	1.2 %
Overall maintenance of City streets	43	7.1 %
Overall flow of traffic in City	40	6.6 %
Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	18	3.0 %
Overall enforcement of codes & ordinances	29	4.8 %
Overall quality of customer service received from City employees	17	2.8 %
Overall effectiveness of communication with the public	34	5.6 %
Overall quality of Parks & Recreation facilities & programs	25	4.1 %
Overall appearance of major entryways to City	42	6.9 %
Overall quality of storm water services	29	4.8 %
Overall quality of solid waste services	10	1.6 %
Overall affordability of housing in Fayetteville	41	6.7 %
None chosen	246	40.5 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Do you believe any of the items listed in Question 1 should receive EMPHASIS from City leaders over the next TWO years? If so, which three? (top 3)**

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of police protection	149	24.5 %
Overall quality of fire protection & rescue services	33	5.4 %
Overall maintenance of City streets	217	35.7 %
Overall flow of traffic in City	224	36.8 %
Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	50	8.2 %
Overall enforcement of codes & ordinances	90	14.8 %
Overall quality of customer service received from City employees	31	5.1 %
Overall effectiveness of communication with the public	60	9.9 %
Overall quality of Parks & Recreation facilities & programs	56	9.2 %
Overall appearance of major entryways to City	100	16.4 %
Overall quality of storm water services	98	16.1 %
Overall quality of solid waste services	26	4.3 %
Overall affordability of housing in Fayetteville	99	16.3 %
None chosen	153	25.2 %
Total	1386	

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

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Fayetteville	12.5%	44.7%	28.0%	6.7%	2.1%	5.9%
Q3-2. Overall image & appearance of City	8.9%	36.5%	24.3%	21.5%	6.3%	2.5%
Q3-3. Overall police relationship with your community	20.6%	37.5%	24.2%	9.2%	3.9%	4.6%
Q3-4. Overall preparedness to manage development & growth	6.3%	28.3%	28.5%	21.9%	7.9%	7.2%
Q3-5. Overall quality of life in City	8.7%	39.1%	28.8%	15.0%	5.1%	3.3%
Q3-6. Overall quality of life in your neighborhood	18.4%	43.6%	21.1%	10.4%	4.6%	2.0%
Q3-7. Overall availability of arts & cultural amenities	11.8%	33.4%	25.0%	15.0%	6.6%	8.2%
Q3-8. Overall appearance of major corridors	9.5%	31.1%	27.1%	17.9%	7.2%	7.1%
Q3-9. Overall Downtown Fayetteville experience	12.3%	39.0%	24.7%	13.7%	5.1%	5.3%
Q3-10. Overall strength of Fayetteville's economy	7.9%	31.3%	26.8%	19.6%	6.3%	8.2%
Q3-11. Overall availability of employment opportunities in Fayetteville	7.2%	23.0%	25.8%	21.2%	9.5%	13.2%
Q3-12. Overall quality of businesses, services & retail in Fayetteville	9.7%	39.6%	27.6%	14.5%	3.9%	4.6%
Q3-13. Overall availability of sports venues in Fayetteville	11.5%	38.2%	26.3%	9.7%	3.9%	10.4%
Q3-14. Overall value you receive for your tax dollars	5.1%	26.0%	25.8%	24.3%	13.0%	5.8%

**WITHOUT DON'T KNOW**

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Fayetteville	13.3%	47.6%	29.7%	7.2%	2.3%
Q3-2. Overall image & appearance of City	9.1%	37.4%	25.0%	22.1%	6.4%
Q3-3. Overall police relationship with your community	21.6%	39.3%	25.3%	9.7%	4.1%
Q3-4. Overall preparedness to manage development & growth	6.7%	30.5%	30.7%	23.6%	8.5%
Q3-5. Overall quality of life in City	9.0%	40.5%	29.8%	15.5%	5.3%
Q3-6. Overall quality of life in your neighborhood	18.8%	44.5%	21.5%	10.6%	4.7%
Q3-7. Overall availability of arts & cultural amenities	12.9%	36.4%	27.2%	16.3%	7.2%
Q3-8. Overall appearance of major corridors	10.3%	33.5%	29.2%	19.3%	7.8%
Q3-9. Overall Downtown Fayetteville experience	13.0%	41.1%	26.0%	14.4%	5.4%
Q3-10. Overall strength of Fayetteville's economy	8.6%	34.1%	29.2%	21.3%	6.8%
Q3-11. Overall availability of employment opportunities in Fayetteville	8.3%	26.5%	29.7%	24.4%	11.0%
Q3-12. Overall quality of businesses, services & retail in Fayetteville	10.2%	41.6%	29.0%	15.2%	4.1%
Q3-13. Overall availability of sports venues in Fayetteville	12.8%	42.6%	29.4%	10.8%	4.4%
Q3-14. Overall value you receive for your tax dollars	5.4%	27.6%	27.4%	25.8%	13.8%

**Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year.**

(N=608)

	Yes	No	Not provided
Q4-1. Used a City recreation center	47.5%	49.7%	2.8%
Q4-2. Used a City swimming pool/splash pad	25.0%	73.0%	2.0%
Q4-3. Participated in City athletic programs	22.0%	75.5%	2.5%
Q4-4. Participated in other City recreation programs	29.6%	67.9%	2.5%
Q4-5. Visited a neighborhood or City park	72.7%	26.0%	1.3%
Q4-6. Made an online transaction with City	38.2%	59.5%	2.3%
Q4-7. Participated in a community watch program or crime prevention meeting	27.3%	70.4%	2.3%
Q4-8. Participated in a public meeting of an appointed board or commission	18.8%	78.0%	3.3%
Q4-9. Attended or viewed a City Council meeting	28.3%	69.1%	2.6%
Q4-10. Ridden FAST Bus System and/or FASTTRAC! ADA Van System	11.5%	86.2%	2.3%
Q4-11. Attended Dogwood Festival	56.7%	41.3%	2.0%
Q4-12. Attended International Folk Festival	50.0%	48.2%	1.8%
Q4-13. Visited North Carolina Veterans Park	60.7%	37.3%	2.0%
Q4-14. Attended an event at, or visited, Festival Park	70.6%	28.0%	1.5%
Q4-15. Called Code Enforcement	26.5%	71.2%	2.3%
Q4-16. Called or visited Police Department	48.5%	48.7%	2.8%
Q4-17. Visited Downtown Fayetteville	85.7%	12.5%	1.8%
Q4-18. Used Downtown parking deck	25.5%	72.0%	2.5%

**Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year.**

	Yes	No	Not provided
Q4-19. Watched Fayetteville in 5, Fay in Focus, or City Conversations	27.6%	69.6%	2.8%
Q4-20. Used Fayetteville Regional Airport	62.3%	36.0%	1.6%
Q4-21. Used fire protection & rescue services	29.4%	67.4%	3.1%
Q4-22. Contacted Fayetteville Call Center (433-1FAY)	21.1%	75.5%	3.5%
Q4-23. Visited City's website	64.1%	34.7%	1.2%
Q4-24. Used FayFixIt	22.0%	75.2%	2.8%
Q4-25. Followed City's social media (Facebook or Twitter)	28.9%	68.6%	2.5%
Q4-26. Participated in City's business grant or loan programs	3.9%	92.6%	3.5%
Q4-27. Participated in City's affordable housing program	4.3%	92.9%	2.8%
Q4-28. Applied for a zoning permit	5.8%	91.8%	2.5%
Q4-29. Applied for a building, electrical, mechanical, or plumbing permit	14.6%	82.6%	2.8%
Q4-30. Had a building, electrical, mechanical, or plumbing inspection performed at your property	22.9%	74.5%	2.6%
Q4-31. Visited Segra Stadium	38.3%	60.0%	1.6%

**WITHOUT NOT PROVIDED****Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year. (without "not provided")**

(N=608)

	Yes	No
Q4-1. Used a City recreation center	48.9%	51.1%
Q4-2. Used a City swimming pool/splash pad	25.5%	74.5%
Q4-3. Participated in City athletic programs	22.6%	77.4%
Q4-4. Participated in other City recreation programs	30.4%	69.6%
Q4-5. Visited a neighborhood or City park	73.7%	26.3%
Q4-6. Made an online transaction with City	39.1%	60.9%
Q4-7. Participated in a community watch program or crime prevention meeting	27.9%	72.1%
Q4-8. Participated in a public meeting of an appointed board or commission	19.4%	80.6%
Q4-9. Attended or viewed a City Council meeting	29.1%	70.9%
Q4-10. Ridden FAST Bus System and/or FASTTRAC! ADA Van System	11.8%	88.2%
Q4-11. Attended Dogwood Festival	57.9%	42.1%
Q4-12. Attended International Folk Festival	50.9%	49.1%
Q4-13. Visited North Carolina Veterans Park	61.9%	38.1%
Q4-14. Attended an event at, or visited, Festival Park	71.6%	28.4%
Q4-15. Called Code Enforcement	27.1%	72.9%
Q4-16. Called or visited Police Department	49.9%	50.1%
Q4-17. Visited Downtown Fayetteville	87.3%	12.7%
Q4-18. Used Downtown parking deck	26.1%	73.9%



**WITHOUT NOT PROVIDED****Q4. Please indicate whether you or other members of your household have participated in each of the following activities during the past year. (without "not provided")**

	Yes	No
Q4-19. Watched Fayetteville in 5, Fay in Focus, or City Conversations	28.4%	71.6%
Q4-20. Used Fayetteville Regional Airport	63.4%	36.6%
Q4-21. Used fire protection & rescue services	30.4%	69.6%
Q4-22. Contacted Fayetteville Call Center (433-1FAY)	21.8%	78.2%
Q4-23. Visited City's website	64.9%	35.1%
Q4-24. Used FayFixIt	22.7%	77.3%
Q4-25. Followed City's social media (Facebook or Twitter)	29.7%	70.3%
Q4-26. Participated in City's business grant or loan programs	4.1%	95.9%
Q4-27. Participated in City's affordable housing program	4.4%	95.6%
Q4-28. Applied for a zoning permit	5.9%	94.1%
Q4-29. Applied for a building, electrical, mechanical, or plumbing permit	15.1%	84.9%
Q4-30. Had a building, electrical, mechanical, or plumbing inspection performed at your property	23.5%	76.5%
Q4-31. Visited Segra Stadium	39.0%	61.0%

**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."**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. City efforts to prevent crime	10.5%	35.9%	30.3%	14.0%	3.9%	5.4%
Q5-2. Enforcement of local traffic laws	10.2%	35.7%	24.5%	17.1%	8.7%	3.8%
Q5-3. How quickly police respond to emergencies	15.6%	32.4%	23.2%	8.7%	2.8%	17.3%
Q5-4. Frequency with which police officers patrol your neighborhood	11.2%	24.8%	26.2%	20.4%	9.5%	7.9%
Q5-5. City efforts to prevent fires	15.3%	31.9%	29.6%	2.1%	0.7%	20.4%
Q5-6. Enforcement of fire code	11.5%	29.3%	32.1%	1.6%	1.0%	24.5%
Q5-7. Preparedness for natural & man-made disasters	12.0%	34.0%	26.5%	8.1%	3.0%	16.4%

**WITHOUT DON'T KNOW**

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. City efforts to prevent crime	11.1%	37.9%	32.0%	14.8%	4.2%
Q5-2. Enforcement of local traffic laws	10.6%	37.1%	25.5%	17.8%	9.1%
Q5-3. How quickly police respond to emergencies	18.9%	39.2%	28.0%	10.5%	3.4%
Q5-4. Frequency with which police officers patrol your neighborhood	12.1%	27.0%	28.4%	22.1%	10.4%
Q5-5. City efforts to prevent fires	19.2%	40.1%	37.2%	2.7%	0.8%
Q5-6. Enforcement of fire code	15.3%	38.8%	42.5%	2.2%	1.3%
Q5-7. Preparedness for natural & man-made disasters	14.4%	40.7%	31.7%	9.6%	3.5%

**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=608)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. When walking alone in your neighborhood during the day	35.9%	39.6%	11.7%	6.7%	2.6%	3.5%
Q6-2. When walking alone in your neighborhood at night	15.5%	30.9%	18.8%	17.1%	10.7%	7.1%
Q6-3. When walking alone in the park nearest to your home during the day	15.3%	26.0%	20.2%	14.3%	4.1%	20.1%
Q6-4. When visiting recreation centers	17.4%	34.5%	21.4%	5.3%	1.6%	19.7%
Q6-5. In Downtown Fayetteville	18.8%	40.8%	21.5%	9.4%	2.8%	6.7%
Q6-6. When riding FAST buses	3.3%	6.7%	16.0%	2.8%	1.8%	69.4%
Q6-7. Shopping at a retail store or center	18.9%	43.9%	21.7%	9.9%	1.8%	3.8%
Q6-8. When visiting Segra Stadium	17.6%	17.4%	14.6%	2.5%	0.5%	47.4%
Q6-9. Overall feeling of safety in Fayetteville	9.7%	42.3%	26.8%	13.8%	4.6%	2.8%

**WITHOUT DON'T KNOW**

**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=608)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. When walking alone in your neighborhood during the day	37.1%	41.1%	12.1%	7.0%	2.7%
Q6-2. When walking alone in your neighborhood at night	16.6%	33.3%	20.2%	18.4%	11.5%
Q6-3. When walking alone in the park nearest to your home during the day	19.1%	32.5%	25.3%	17.9%	5.1%
Q6-4. When visiting recreation centers	21.7%	43.0%	26.6%	6.6%	2.0%
Q6-5. In Downtown Fayetteville	20.1%	43.7%	23.1%	10.1%	3.0%
Q6-6. When riding FAST buses	10.8%	22.0%	52.2%	9.1%	5.9%
Q6-7. Shopping at a retail store or center	19.7%	45.6%	22.6%	10.3%	1.9%
Q6-8. When visiting Segra Stadium	33.4%	33.1%	27.8%	4.7%	0.9%
Q6-9. Overall feeling of safety in Fayetteville	10.0%	43.5%	27.6%	14.2%	4.7%

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Quality & condition of City Parks & Recreation facilities	13.8%	39.5%	19.1%	5.1%	2.3%	20.2%
Q7-2. Quality & condition of greenways & trails in City	12.2%	32.6%	20.7%	6.3%	2.5%	25.8%
Q7-3. Diversity of City recreation opportunities	10.7%	29.4%	23.4%	9.7%	3.1%	23.7%
Q7-4. Overall quality of City's recreation programs & services	11.3%	32.7%	22.5%	7.1%	2.1%	24.2%
Q7-5. Cultural programming (events, concerts, festivals)	16.1%	37.3%	22.0%	8.2%	2.5%	13.8%
Q7-6. Customer service provided by City's Parks & Recreation staff	12.2%	32.1%	22.4%	3.9%	1.6%	27.8%
Q7-7. Availability of City parks	14.0%	38.2%	21.9%	7.2%	3.3%	15.5%
Q7-8. Availability of biking trails	8.7%	20.4%	22.4%	11.0%	4.3%	33.2%
Q7-9. Availability of swimming pools/splash pads	11.2%	22.9%	23.0%	8.6%	4.3%	30.1%
Q7-10. Availability of recreational programming	10.9%	24.8%	26.3%	6.3%	2.8%	28.9%
Q7-11. In person registration process	8.2%	21.2%	22.4%	4.9%	1.6%	41.6%
Q7-12. Online registration process	7.4%	16.8%	23.5%	3.5%	1.3%	47.5%

**WITHOUT DON'T KNOW****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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Quality & condition of City Parks & Recreation facilities	17.3%	49.5%	23.9%	6.4%	2.9%
Q7-2. Quality & condition of greenways & trails in City	16.4%	43.9%	27.9%	8.4%	3.3%
Q7-3. Diversity of City recreation opportunities	14.0%	38.6%	30.6%	12.7%	4.1%
Q7-4. Overall quality of City's recreation programs & services	15.0%	43.2%	29.7%	9.3%	2.8%
Q7-5. Cultural programming (events, concerts, festivals)	18.7%	43.3%	25.6%	9.5%	2.9%
Q7-6. Customer service provided by City's Parks & Recreation staff	16.9%	44.4%	31.0%	5.5%	2.3%
Q7-7. Availability of City parks	16.5%	45.1%	25.9%	8.6%	3.9%
Q7-8. Availability of biking trails	13.1%	30.5%	33.5%	16.5%	6.4%
Q7-9. Availability of swimming pools/splash pads	16.0%	32.7%	32.9%	12.2%	6.1%
Q7-10. Availability of recreational programming	15.3%	35.0%	37.0%	8.8%	3.9%
Q7-11. In person registration process	14.1%	36.3%	38.3%	8.5%	2.8%
Q7-12. Online registration process	14.1%	32.0%	44.8%	6.6%	2.5%

**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. Top choice	Number	Percent
Quality & condition of City Parks & Recreation facilities	95	15.6 %
Quality & condition of greenways & trails in City	37	6.1 %
Diversity of City recreation opportunities	42	6.9 %
Overall quality of City's recreation programs & services	29	4.8 %
Cultural programming (events, concerts, festivals)	45	7.4 %
Customer service provided by City's Parks & Recreation staff	9	1.5 %
Availability of City parks	33	5.4 %
Availability of biking trails	34	5.6 %
Availability of swimming pools/splash pads	30	4.9 %
Availability of recreational programming	7	1.2 %
In person registration process	3	0.5 %
Online registration process	4	0.7 %
None chosen	240	39.5 %
Total	608	100.0 %

**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	41	6.7 %
Quality & condition of greenways & trails in City	44	7.2 %
Diversity of City recreation opportunities	25	4.1 %
Overall quality of City's recreation programs & services	29	4.8 %
Cultural programming (events, concerts, festivals)	34	5.6 %
Customer service provided by City's Parks & Recreation staff	15	2.5 %
Availability of City parks	27	4.4 %
Availability of biking trails	33	5.4 %
Availability of swimming pools/splash pads	27	4.4 %
Availability of recreational programming	23	3.8 %
In person registration process	8	1.3 %
Online registration process	10	1.6 %
None chosen	292	48.0 %
Total	608	100.0 %

**SUM OF TOP 2 CHOICES**

**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. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality & condition of City Parks & Recreation facilities	136	22.4 %
Quality & condition of greenways & trails in City	81	13.3 %
Diversity of City recreation opportunities	67	11.0 %
Overall quality of City's recreation programs & services	58	9.5 %
Cultural programming (events, concerts, festivals)	79	13.0 %
Customer service provided by City's Parks & Recreation staff	24	3.9 %
Availability of City parks	60	9.9 %
Availability of biking trails	67	11.0 %
Availability of swimming pools/splash pads	57	9.4 %
Availability of recreational programming	30	4.9 %
In person registration process	11	1.8 %
Online registration process	14	2.3 %
None chosen	240	39.5 %
Total	924	



**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Enforcement of junk & debris cleanup on private property	8.1%	22.2%	19.9%	24.2%	15.6%	10.0%
Q9-2. Enforcement of mowing on private property	6.3%	24.7%	21.5%	22.9%	10.4%	14.3%
Q9-3. Removal of abandoned or inoperative vehicles from private property	5.6%	17.9%	24.3%	20.7%	13.2%	18.3%
Q9-4. Appearance of houses in your neighborhood	16.3%	37.7%	22.5%	11.5%	7.2%	4.8%
Q9-5. Graffiti removal	7.2%	21.1%	27.1%	7.2%	3.5%	33.9%
Q9-6. Enforcement of sign ordinance	7.6%	22.2%	27.0%	7.6%	5.6%	30.1%
Q9-7. Enforcement of illegal uses (property correctly zoned for intended use)	5.8%	20.2%	26.5%	7.9%	4.6%	35.0%
Q9-8. Enforcement of ordinance preventing illegal development activity	5.8%	19.4%	26.2%	6.3%	4.9%	37.5%

**WITHOUT DON'T KNOW**

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Enforcement of junk & debris cleanup on private property	9.0%	24.7%	22.1%	26.9%	17.4%
Q9-2. Enforcement of mowing on private property	7.3%	28.8%	25.1%	26.7%	12.1%
Q9-3. Removal of abandoned or inoperative vehicles from private property	6.8%	21.9%	29.8%	25.4%	16.1%
Q9-4. Appearance of houses in your neighborhood	17.1%	39.6%	23.7%	12.1%	7.6%
Q9-5. Graffiti removal	10.9%	31.8%	41.0%	10.9%	5.2%
Q9-6. Enforcement of sign ordinance	10.8%	31.8%	38.6%	10.8%	8.0%
Q9-7. Enforcement of illegal uses (property correctly zoned for intended use)	8.9%	31.1%	40.8%	12.2%	7.1%
Q9-8. Enforcement of ordinance preventing illegal development activity	9.2%	31.1%	41.8%	10.0%	7.9%

**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	88	14.5 %
Somewhat responsive	170	28.0 %
Not at all responsive	38	6.3 %
Not applicable	209	34.4 %
Not provided	103	16.9 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**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	88	17.4 %
Somewhat responsive	170	33.7 %
Not at all responsive	38	7.5 %
Not applicable	209	41.4 %
Total	505	100.0 %

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Overall quality of new residential development in City	8.2%	31.7%	28.9%	6.9%	3.1%	21.1%
Q11-2. Overall quality of new commercial development (e.g. stores, restaurants)	10.9%	36.3%	24.8%	10.5%	4.3%	13.2%
Q11-3. How well City is planning for growth	8.6%	22.2%	25.3%	19.4%	7.9%	16.6%
Q11-4. Overall land use within City	6.1%	22.9%	28.8%	17.1%	7.1%	18.1%

**WITHOUT DON'T KNOW**

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Overall quality of new residential development in City	10.4%	40.2%	36.7%	8.8%	4.0%
Q11-2. Overall quality of new commercial development (e.g. stores, restaurants)	12.5%	41.9%	28.6%	12.1%	4.9%
Q11-3. How well City is planning for growth	10.3%	26.6%	30.4%	23.3%	9.5%
Q11-4. Overall land use within City	7.4%	27.9%	35.1%	20.9%	8.6%

**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."**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of street maintenance & repair	6.7%	29.9%	23.0%	25.3%	11.8%	3.1%
Q12-2. Condition of streets in your neighborhood	11.8%	39.3%	19.6%	18.6%	8.7%	2.0%
Q12-3. Cleanliness of City streets	9.0%	38.2%	23.5%	19.1%	7.2%	3.0%
Q12-4. Condition of street signs & traffic signals	14.0%	50.5%	22.2%	7.7%	3.3%	2.3%
Q12-5. Cleanliness & appearance of medians & roadsides	8.9%	37.0%	23.0%	21.2%	6.7%	3.1%
Q12-6. Condition of sidewalks	9.2%	33.4%	24.7%	15.1%	10.4%	7.2%
Q12-7. Condition of City parks	10.4%	38.8%	28.8%	4.3%	2.6%	15.1%
Q12-8. Cleanliness of stormwater drains & creeks in your neighborhood	8.4%	30.3%	23.4%	18.4%	10.2%	9.4%
Q12-9. How quickly street repairs are made	4.4%	21.1%	26.2%	20.7%	14.3%	13.3%

**WITHOUT DON'T KNOW**

**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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of street maintenance & repair	7.0%	30.9%	23.8%	26.1%	12.2%
Q12-2. Condition of streets in your neighborhood	12.1%	40.1%	20.0%	19.0%	8.9%
Q12-3. Cleanliness of City streets	9.3%	39.3%	24.2%	19.7%	7.5%
Q12-4. Condition of street signs & traffic signals	14.3%	51.7%	22.7%	7.9%	3.4%
Q12-5. Cleanliness & appearance of medians & roadsides	9.2%	38.2%	23.8%	21.9%	7.0%
Q12-6. Condition of sidewalks	9.9%	36.0%	26.6%	16.3%	11.2%
Q12-7. Condition of City parks	12.2%	45.7%	33.9%	5.0%	3.1%
Q12-8. Cleanliness of stormwater drains & creeks in your neighborhood	9.3%	33.4%	25.8%	20.3%	11.3%
Q12-9. How quickly street repairs are made	5.1%	24.3%	30.2%	23.9%	16.5%

**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	127	20.9 %
Condition of streets in your neighborhood	53	8.7 %
Cleanliness of City streets	44	7.2 %
Condition of street signs & traffic signals	17	2.8 %
Cleanliness & appearance of medians & roadsides	31	5.1 %
Condition of sidewalks	44	7.2 %
Condition of City parks	14	2.3 %
Cleanliness of stormwater drains & creeks in your neighborhood	50	8.2 %
How quickly street repairs are made	61	10.0 %
None chosen	167	27.5 %
Total	608	100.0 %

**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	10.7 %
Condition of streets in your neighborhood	55	9.0 %
Cleanliness of City streets	54	8.9 %
Condition of street signs & traffic signals	23	3.8 %
Cleanliness & appearance of medians & roadsides	53	8.7 %
Condition of sidewalks	25	4.1 %
Condition of City parks	14	2.3 %
Cleanliness of stormwater drains & creeks in your neighborhood	56	9.2 %
How quickly street repairs are made	59	9.7 %
None chosen	204	33.6 %
Total	608	100.0 %

**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	56	9.2 %
Condition of streets in your neighborhood	29	4.8 %
Cleanliness of City streets	42	6.9 %
Condition of street signs & traffic signals	16	2.6 %
Cleanliness & appearance of medians & roadsides	46	7.6 %
Condition of sidewalks	35	5.8 %
Condition of City parks	23	3.8 %
Cleanliness of stormwater drains & creeks in your neighborhood	42	6.9 %
How quickly street repairs are made	75	12.3 %
None chosen	244	40.1 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES**

**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. Sum of Top 3 Choices	Number	Percent
Overall quality of street maintenance & repair	248	40.8 %
Condition of streets in your neighborhood	137	22.5 %
Cleanliness of City streets	140	23.0 %
Condition of street signs & traffic signals	56	9.2 %
Cleanliness & appearance of medians & roadsides	130	21.4 %
Condition of sidewalks	104	17.1 %
Condition of City parks	51	8.4 %
Cleanliness of stormwater drains & creeks in your neighborhood	148	24.3 %
How quickly street repairs are made	195	32.1 %
None chosen	167	27.5 %
Total	1376	



**Q14. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Adequacy of public parking in Downtown Fayetteville	4.6%	17.9%	21.4%	27.1%	16.6%	12.3%
Q14-2. Availability of public transportation services in FAST bus system	5.1%	14.6%	16.9%	7.1%	3.1%	53.1%
Q14-3. Ease of travel by car in City	10.0%	39.1%	25.7%	16.3%	4.6%	4.3%
Q14-4. Ease of walking in City	8.1%	33.2%	22.4%	15.5%	8.4%	12.5%
Q14-5. Ease of biking in City	3.6%	12.3%	24.0%	16.0%	10.0%	34.0%
Q14-6. Overall traffic safety	6.6%	28.5%	27.8%	23.4%	9.4%	4.4%
Q14-7. Timing of traffic signals	7.6%	27.1%	24.7%	21.5%	14.0%	5.1%
Q14-8. Condition & usability of Fayetteville Regional Airport	18.4%	39.0%	16.8%	5.6%	1.8%	18.4%

**WITHOUT DON'T KNOW**

**Q14. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Adequacy of public parking in Downtown Fayetteville	5.3%	20.5%	24.4%	31.0%	18.9%
Q14-2. Availability of public transportation services in FAST bus system	10.9%	31.2%	36.1%	15.1%	6.7%
Q14-3. Ease of travel by car in City	10.5%	40.9%	26.8%	17.0%	4.8%
Q14-4. Ease of walking in City	9.2%	38.0%	25.6%	17.7%	9.6%
Q14-5. Ease of biking in City	5.5%	18.7%	36.4%	24.2%	15.2%
Q14-6. Overall traffic safety	6.9%	29.8%	29.1%	24.4%	9.8%
Q14-7. Timing of traffic signals	8.0%	28.6%	26.0%	22.7%	14.7%
Q14-8. Condition & usability of Fayetteville Regional Airport	22.6%	47.8%	20.6%	6.9%	2.2%

**Q15. 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?**

Q15. Have you contacted City to seek services, ask a question, or file a complaint during past year	Number	Percent
Yes	252	41.4 %
No	354	58.2 %
Not provided	2	0.3 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q15. 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? (without "not provided")**

Q15. Have you contacted City to seek services, ask a question, or file a complaint during past year	Number	Percent
Yes	252	41.6 %
No	354	58.4 %
Total	606	100.0 %

**Q15a. 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=252)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a-1. How easy they were to contact	25.4%	40.9%	13.5%	13.5%	6.3%	0.4%
Q15a-2. Courtesy of employees	31.7%	40.9%	14.7%	9.5%	1.6%	1.6%
Q15a-3. Accuracy of information & assistance you were given	29.4%	32.9%	18.3%	13.1%	4.4%	2.0%
Q15a-4. Time it took for your request to be answered	25.0%	31.0%	13.5%	19.0%	10.3%	1.2%
Q15a-5. How well your issue was handled	24.2%	27.8%	16.7%	15.1%	15.1%	1.2%
Q15a-6. Resolution to your issue/concern	25.0%	26.6%	14.7%	16.7%	15.5%	1.6%

**WITHOUT DON'T KNOW**

**Q15a. 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=252)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a-1. How easy they were to contact	25.5%	41.0%	13.5%	13.5%	6.4%
Q15a-2. Courtesy of employees	32.3%	41.5%	14.9%	9.7%	1.6%
Q15a-3. Accuracy of information & assistance you were given	30.0%	33.6%	18.6%	13.4%	4.5%
Q15a-4. Time it took for your request to be answered	25.3%	31.3%	13.7%	19.3%	10.4%
Q15a-5. How well your issue was handled	24.5%	28.1%	16.9%	15.3%	15.3%
Q15a-6. Resolution to your issue/concern	25.4%	27.0%	14.9%	16.9%	15.7%

**Q16. Have you heard about the City's Strategic Plan?**

Q16. Have you heard about City's Strategic Plan	Number	Percent
Yes	123	20.2 %
No	482	79.3 %
Not provided	3	0.5 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q16. Have you heard about the City's Strategic Plan? (without "not provided")**

Q16. Have you heard about City's Strategic Plan	Number	Percent
Yes	123	20.3 %
No	482	79.7 %
Total	605	100.0 %

**Q17. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Safe & Secure Community (e.g. Police, Fire, 911)	14.5%	40.6%	23.7%	9.5%	2.8%	8.9%
Q17-2. Diverse & Viable Economy (e.g. new business development)	8.4%	25.8%	31.3%	13.0%	5.4%	16.1%
Q17-3. High Quality Built Environment (e.g. streets, inspections, code enforcement)	6.4%	24.0%	30.6%	16.9%	5.4%	16.6%
Q17-4. Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	7.9%	38.0%	27.3%	13.2%	5.1%	8.6%
Q17-5. Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	5.1%	18.4%	33.4%	11.3%	3.1%	28.6%
Q17-6. Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	6.1%	18.9%	36.0%	11.3%	3.3%	24.3%

**WITHOUT DON'T KNOW**

**Q17. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Safe & Secure Community (e.g. Police, Fire, 911)	15.9%	44.6%	26.0%	10.5%	3.1%
Q17-2. Diverse & Viable Economy (e.g. new business development)	10.0%	30.8%	37.3%	15.5%	6.5%
Q17-3. High Quality Built Environment (e.g. streets, inspections, code enforcement)	7.7%	28.8%	36.7%	20.3%	6.5%
Q17-4. Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	8.6%	41.5%	29.9%	14.4%	5.6%
Q17-5. Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	7.1%	25.8%	46.8%	15.9%	4.4%
Q17-6. Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	8.0%	25.0%	47.6%	15.0%	4.3%

**Q18. Which TWO of the City's strategic goals listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q18. Top choice	Number	Percent
Safe & Secure Community (e.g. Police, Fire, 911)	174	28.6 %
Diverse & Viable Economy (e.g. new business development)	66	10.9 %
High Quality Built Environment (e.g. streets, inspections, code enforcement)	49	8.1 %
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	59	9.7 %
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	17	2.8 %
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	23	3.8 %
None chosen	220	36.2 %
Total	608	100.0 %

**Q18. Which TWO of the City's strategic goals listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q18. 2nd choice	Number	Percent
Safe & Secure Community (e.g. Police, Fire, 911)	45	7.4 %
Diverse & Viable Economy (e.g. new business development)	56	9.2 %
High Quality Built Environment (e.g. streets, inspections, code enforcement)	59	9.7 %
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	119	19.6 %
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	29	4.8 %
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	45	7.4 %
None chosen	255	41.9 %
Total	608	100.0 %



**SUM OF TOP 2 CHOICES****Q18. Which TWO of the City's strategic goals listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q18. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Safe & Secure Community (e.g. Police, Fire, 911)	219	36.0 %
Diverse & Viable Economy (e.g. new business development)	122	20.1 %
High Quality Built Environment (e.g. streets, inspections, code enforcement)	108	17.8 %
Desirable Place to Live, Work & Recreate (e.g. transportation, parks & recreation, solid waste)	178	29.3 %
Sustainable Organizational Capacity (e.g. fiduciary responsibility, hiring practices)	46	7.6 %
Resident Engagement & Partnerships (e.g. resident engagement efforts, City-wide communication)	68	11.2 %
None chosen	220	36.2 %
Total	961	

**Q19. 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=608)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q19-1. As a place to live	16.0%	46.1%	16.1%	15.1%	4.4%	2.3%
Q19-2. As a place to raise children	12.8%	35.9%	20.9%	17.8%	7.2%	5.4%
Q19-3. As a place to play	10.4%	34.0%	24.0%	18.8%	7.6%	5.3%
Q19-4. As a place to work	12.5%	38.2%	21.7%	15.1%	6.9%	5.6%
Q19-5. As a place to retire	14.3%	36.8%	17.8%	15.8%	11.2%	4.1%
Q19-6. As a place to visit	15.0%	35.0%	23.0%	13.3%	9.7%	3.9%
Q19-7. As a place with a lively Downtown	10.0%	27.8%	27.0%	18.6%	8.2%	8.4%
Q19-8. As a partner with its citizens	7.6%	28.3%	28.6%	15.5%	8.9%	11.2%
Q19-9. As a sustainable community	9.2%	29.6%	29.9%	13.7%	7.4%	10.2%
Q19-10. As a City that is moving in right direction	12.5%	33.1%	23.5%	13.7%	7.7%	9.5%
Q19-11. As a "Smart City" (using technology to optimize services)	6.9%	23.4%	30.6%	13.3%	8.9%	16.9%
Q19-12. As an innovative City	6.7%	21.2%	30.1%	17.1%	12.3%	12.5%

**WITHOUT DON'T KNOW**

**Q19. 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=608)

	Excellent	Good	Neutral	Below average	Poor
Q19-1. As a place to live	16.3%	47.1%	16.5%	15.5%	4.5%
Q19-2. As a place to raise children	13.6%	37.9%	22.1%	18.8%	7.7%
Q19-3. As a place to play	10.9%	35.9%	25.3%	19.8%	8.0%
Q19-4. As a place to work	13.2%	40.4%	23.0%	16.0%	7.3%
Q19-5. As a place to retire	14.9%	38.4%	18.5%	16.5%	11.7%
Q19-6. As a place to visit	15.6%	36.5%	24.0%	13.9%	10.1%
Q19-7. As a place with a lively Downtown	11.0%	30.3%	29.4%	20.3%	9.0%
Q19-8. As a partner with its citizens	8.5%	31.9%	32.2%	17.4%	10.0%
Q19-9. As a sustainable community	10.3%	33.0%	33.3%	15.2%	8.2%
Q19-10. As a City that is moving in right direction	13.8%	36.5%	26.0%	15.1%	8.5%
Q19-11. As a "Smart City" (using technology to optimize services)	8.3%	28.1%	36.8%	16.0%	10.7%
Q19-12. As an innovative City	7.7%	24.2%	34.4%	19.5%	14.1%

**Q20. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Availability of information about City programs & services	10.0%	34.9%	30.3%	11.8%	3.8%	9.2%
Q20-2. City efforts to keep you informed about local issues	10.4%	33.2%	27.8%	16.3%	4.8%	7.6%
Q20-3. Level of public involvement in local decisions	6.9%	21.7%	32.9%	17.1%	6.9%	14.5%
Q20-4. Usefulness of information available on City's website	9.9%	31.9%	27.8%	7.4%	3.5%	19.6%
Q20-5. Usefulness of FayFixit web application	7.4%	18.6%	24.2%	4.4%	2.5%	42.9%

**WITHOUT DON'T KNOW**

**Q20. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Availability of information about City programs & services	11.1%	38.4%	33.3%	13.0%	4.2%
Q20-2. City efforts to keep you informed about local issues	11.2%	35.9%	30.1%	17.6%	5.2%
Q20-3. Level of public involvement in local decisions	8.1%	25.4%	38.5%	20.0%	8.1%
Q20-4. Usefulness of information available on City's website	12.3%	39.7%	34.6%	9.2%	4.3%
Q20-5. Usefulness of FayFixit web application	13.0%	32.6%	42.4%	7.8%	4.3%

**Q21. Which of the following methods do you use to get information about the City of Fayetteville?**

Q21. What methods do you use to get City information	Number	Percent
City Manager's Report-City Happenings	34	5.6 %
City representatives at events or meetings	71	11.7 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	174	28.6 %
City's social media-Facebook, Twitter, or YouTube	205	33.7 %
City's television programming (FayTV)	156	25.7 %
Live televised City Council meetings	99	16.3 %
1-Fay Call Center (433-1FAY)	56	9.2 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	248	40.8 %
Local newspapers	204	33.6 %
Local radio news	225	37.0 %
Local television news	297	48.8 %
Community blogs or list serves	37	6.1 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	136	22.4 %
Other community websites	58	9.5 %
Billboards	121	19.9 %
Total	2121	

**Q21-9. Which local newspapers?**

Q21-9. Which local newspapers	Number	Percent
Day obs	1	0.7 %
Fayetteville Observer	128	94.1 %
Fayetteville Observer, Times	1	0.7 %
Free Press	1	0.7 %
News and Observer	1	0.7 %
UPCOMING WEEKLY	1	0.7 %
Up and Coming	1	0.7 %
Up and Coming, Google news, Fayetteville Observer	1	0.7 %
WRAL or other free local news	1	0.7 %
Total	136	100.0 %

**Q21-10. Which local radio stations?**

<u>Q21-10.Which local radio news stations</u>	<u>Number</u>	<u>Percent</u>
100.1, 95.7	1	0.8 %
101.5	1	0.8 %
103.5	4	3.0 %
103.5 FM	1	0.8 %
103.9 THE LIGHT	1	0.8 %
105.7 and 107.3	1	0.8 %
106.1	1	0.8 %
106.1 FM	2	1.5 %
106.5	2	1.5 %
106.9	4	3.0 %
106.9 FM	2	1.5 %
106.9, 107.7	1	0.8 %
106.9, 107.7, 104.5	1	0.8 %
106.9, 107.9	1	0.8 %
107.3 KLOVE	1	0.8 %
107.3, 640 AM	1	0.8 %
107.7	1	0.8 %
107.7 FM, 106.9 FM, 103.9 FM	1	0.8 %
109	1	0.8 %
640 AM	15	11.3 %
94.3, 94.5 FM	1	0.8 %
94.3, 94.7, 93.5, 95.3, 107.7	1	0.8 %
94.3, 95.7	1	0.8 %
95.7	6	4.5 %
95.7, 103.5	1	0.8 %
95.7, 98.1	1	0.8 %
96.5	4	3.0 %
96.8	1	0.8 %
98.1	1	0.8 %
98.1, 94.1, 104.5, 105.1	1	0.8 %
98.1, 92.3, 103.5	1	0.8 %
98.1, 95.7	1	0.8 %
99.1	3	2.3 %
99.1 FOXY	1	0.8 %
99.1, 106.9	1	0.8 %
99.1, 97.5	1	0.8 %
99.1, 98.1	1	0.8 %
99.1, 98.1, 104.5	1	0.8 %
99.1T	1	0.8 %
99.9	1	0.8 %
ABC11 AND WRAL	1	0.8 %
AM 640	1	0.8 %
All radio stations	1	0.8 %
BOB Radio	1	0.8 %
CHRISTIAN STATION	1	0.8 %
Christian Radio WCLN 105, 7	1	0.8 %

**Q21-10. Which local radio stations?**

<u>Q21-10.Which local radio news stations</u>	<u>Number</u>	<u>Percent</u>
D107.7, 99.1, 106.9	1	0.8 %
FM 103.5 and NPR	1	0.8 %
FM 106	1	0.8 %
FOX 99	1	0.8 %
FOX 99 FM	1	0.8 %
FOXY 99	1	0.8 %
FOXY 99, 104.5	1	0.8 %
KFNC	1	0.8 %
Magic 106.9, Old School 1077 Jamz	1	0.8 %
NBC, CBS	1	0.8 %
NPR	1	0.8 %
Q96	1	0.8 %
Q98 FM	11	8.3 %
Q98 FM, WFNC, WKML	1	0.8 %
Q98, 99.1	1	0.8 %
ROCK 103.5	1	0.8 %
Rock 103.5	1	0.8 %
SUNNY FM 94.5	1	0.8 %
Sunny 94.3	1	0.8 %
Talk radio	1	0.8 %
Various	1	0.8 %
WF NC	1	0.8 %
WFAY	1	0.8 %
WFNC	6	4.5 %
WIDO	1	0.8 %
WIDU	3	2.3 %
WKML	2	1.5 %
WKML 95.7	1	0.8 %
WQSM, WMRV, WFLB	1	0.8 %
WRAL	5	3.8 %
WRAL RAY	1	0.8 %
WRCQ 103.5	1	0.8 %
Total	133	100.0 %

**Q21-11. Which local TV stations?**

<u>Q21-11.Which local television news stations</u>	<u>Number</u>	<u>Percent</u>
11	4	2.2 %
11 & 3	1	0.6 %
11 NEWS	1	0.6 %
11, 14, 3, 10	1	0.6 %
13	1	0.6 %
17	1	0.6 %
5, 11, 17, 22, 50	1	0.6 %
ABC	3	1.7 %
ABC 11	7	3.9 %
ABC 11 AND SPECTRUM NEWS	1	0.6 %
ABC 11 AND WRAL 5	1	0.6 %
ABC AND NBC	1	0.6 %
ABC CHANNEL 11	2	1.1 %
ABC news	2	1.1 %
ABC, NBC	1	0.6 %
ABC, NBC AND CBS	1	0.6 %
ABC, NBC, CBS	1	0.6 %
ABC11, WRAL	1	0.6 %
ALL NEWS CHANNELS	1	0.6 %
All	1	0.6 %
All news stations	1	0.6 %
CABLE 7 AND 14	1	0.6 %
CHANNEL 3 WRAL	1	0.6 %
CHANNEL 5 WTVD ABC 11	1	0.6 %
Cable channel	1	0.6 %
Channel 11	9	5.0 %
Channel 11 ABC	1	0.6 %
Channel 11 WTVD	2	1.1 %
Channel 14	2	1.1 %
Channel 14, 7	1	0.6 %
Channel 5	1	0.6 %
Channels 11, 6, 13	1	0.6 %
Community	1	0.6 %
Eyewitness News 11	1	0.6 %
Local TV News	1	0.6 %
MRCII	1	0.6 %
NBC	1	0.6 %
NBC, ABC AND CBS	1	0.6 %
Public Television Network	1	0.6 %
SPECTRUM, WRAL	1	0.6 %
Spectrum	10	5.6 %
Spectrum news	3	1.7 %
Spectrum news 14	1	0.6 %
Spectrum news, channels 11, 10 and 6	1	0.6 %
Spectrum, Community channel	1	0.6 %
TV 11, 17	1	0.6 %



**Q21-11. Which local TV stations?**

<u>Q21-11.Which local television news stations</u>	<u>Number</u>	<u>Percent</u>
TV11	1	0.6 %
TV17 CBS	1	0.6 %
Time Warner	1	0.6 %
WNYT	1	0.6 %
WRAI, WTVD	1	0.6 %
WRAL	44	24.4 %
WRAL AND SPECTRUM	1	0.6 %
WRAL AND SPECTRUM NEWS	1	0.6 %
WRAL CHANNEL 11	2	1.1 %
WRAL NEWS	2	1.1 %
WRAL, ABC 11, CBS 17	1	0.6 %
WRAL, WNCNDT, FCETV	1	0.6 %
WRAL, WTVD	4	2.2 %
WRAL, WTVD, WNCN	1	0.6 %
WRAL, WTVD, WRAZ	1	0.6 %
WTRD	1	0.6 %
WTVD	13	7.2 %
WTVD 11	5	2.8 %
WTVD 11 , Spectrum	1	0.6 %
WTVD 11, WRAL 3, Spectrum	1	0.6 %
WTVD CHANNEL 11	1	0.6 %
WTVD Channel 11	1	0.6 %
WTVD NEWS	1	0.6 %
WTVD and WRAL	1	0.6 %
WTVD channel 11	1	0.6 %
WTVD, WRAL	8	4.4 %
WVEC Channel 11	1	0.6 %
Wtvd11	1	0.6 %
channel 14 Spectrum News	1	0.6 %
Total	180	100.0 %

**Q22. Which THREE sources of information listed in Question 21 are your MOST PREFERRED methods of getting information about the City of Fayetteville?**

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
City Manager's Report-City Happenings	8	1.3 %
City representatives at events or meetings	16	2.6 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	42	6.9 %
City's social media-Facebook, Twitter, or YouTube	94	15.5 %
City's television programming (FayTV)	22	3.6 %
Live televised City Council meetings	8	1.3 %
1-Fay Call Center (433-1FAY)	6	1.0 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	47	7.7 %
Local newspapers	45	7.4 %
Local radio news	48	7.9 %
Local television news	80	13.2 %
Community blogs or list serves	2	0.3 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	6	1.0 %
Other community websites	6	1.0 %
Billboards	3	0.5 %
None	175	28.8 %
Total	608	100.0 %

**Q22. Which THREE sources of information listed in Question 21 are your MOST PREFERRED methods of getting information about the City of Fayetteville?**

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City Manager's Report-City Happenings	7	1.2 %
City representatives at events or meetings	10	1.6 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	27	4.4 %
City's social media-Facebook, Twitter, or YouTube	36	5.9 %
City's television programming (FayTV)	18	3.0 %
Live televised City Council meetings	25	4.1 %
1-Fay Call Center (433-1FAY)	7	1.2 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	50	8.2 %
Local newspapers	32	5.3 %
Local radio news	60	9.9 %
Local television news	61	10.0 %
Community blogs or list serves	1	0.2 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	19	3.1 %
Other community websites	8	1.3 %
Billboards	8	1.3 %
None	239	39.3 %
Total	608	100.0 %

**Q22. Which THREE sources of information listed in Question 21 are your MOST PREFERRED methods of getting information about the City of Fayetteville?**

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City Manager's Report-City Happenings	6	1.0 %
City representatives at events or meetings	6	1.0 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	18	3.0 %
City's social media-Facebook, Twitter, or YouTube	15	2.5 %
City's television programming (FayTV)	14	2.3 %
Live televised City Council meetings	16	2.6 %
1-Fay Call Center (433-1FAY)	12	2.0 %
City website, www.fayettevillenc.gov (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	34	5.6 %
Local newspapers	23	3.8 %
Local radio news	26	4.3 %
Local television news	46	7.6 %
Community blogs or list serves	4	0.7 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	22	3.6 %
Other community websites	8	1.3 %
Billboards	18	3.0 %
None	340	55.9 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES****Q22. Which THREE sources of information listed in Question 21 are your MOST PREFERRED methods of getting information about the City of Fayetteville? (top 3)**

<u>Q22. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
City Manager's Report-City Happenings	21	3.5 %
City representatives at events or meetings	32	5.3 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	87	14.3 %
City's social media-Facebook, Twitter, or YouTube	145	23.8 %
City's television programming (FayTV)	54	8.9 %
Live televised City Council meetings	49	8.1 %
1-Fay Call Center (433-1FAY)	25	4.1 %
City website, www.fayettevillenc.gov (including all sub- websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	131	21.5 %
Local newspapers	100	16.4 %
Local radio news	134	22.0 %
Local television news	187	30.8 %
Community blogs or list serves	7	1.2 %
Paid advertising in local media outlets (radio/TV/ newspapers/magazines)	47	7.7 %
Other community websites	22	3.6 %
Billboards	29	4.8 %
None	175	28.8 %
Total	1245	

**Q23. 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=608)

	Very willing	Willing	Not sure	Not willing	Not provided
Q23-1. Police facilities & services	21.1%	39.8%	20.2%	11.8%	7.1%
Q23-2. Fire facilities & services	21.7%	44.6%	18.4%	7.7%	7.6%
Q23-3. Economic & business development services (e.g. fund activities and/or incentives to attract or expand industries/businesses)	11.5%	31.7%	31.7%	17.3%	7.7%
Q23-4. Public transit system (FAST)	10.5%	24.5%	32.2%	23.4%	9.4%
Q23-5. Construction & maintenance of sidewalks	17.6%	34.0%	26.5%	13.8%	8.1%
Q23-6. Investments in City's transportation network (e.g. improvements to corridors, roads, bridges)	17.1%	38.8%	24.7%	11.7%	7.7%
Q23-7. Enforcement of City codes	14.5%	32.9%	30.6%	12.8%	9.2%
Q23-8. Citizen engagement opportunities	11.8%	31.7%	35.4%	12.2%	8.9%
Q23-9. Programs for beautification efforts (e.g. landscaping, green spaces)	16.8%	37.0%	28.0%	10.9%	7.4%
Q23-10. Storm water infrastructure	17.4%	40.0%	25.0%	9.9%	7.7%
Q23-11. Solid waste services	13.3%	37.0%	29.3%	11.5%	8.9%
Q23-12. Affordable housing	17.3%	28.6%	27.3%	17.6%	9.2%

**WITHOUT DON'T KNOW**

**Q23. 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=608)

	<u>Very willing</u>	<u>Willing</u>	<u>Not sure</u>	<u>Not willing</u>
Q23-1. Police facilities & services	22.7%	42.8%	21.8%	12.7%
Q23-2. Fire facilities & services	23.5%	48.2%	19.9%	8.4%
Q23-3. Economic & business development services (e.g. fund activities and/or incentives to attract or expand industries/businesses)	12.5%	34.4%	34.4%	18.7%
Q23-4. Public transit system (FAST)	11.6%	27.0%	35.6%	25.8%
Q23-5. Construction & maintenance of sidewalks	19.1%	37.0%	28.8%	15.0%
Q23-6. Investments in City's transportation network (e.g. improvements to corridors, roads, bridges)	18.5%	42.1%	26.7%	12.7%
Q23-7. Enforcement of City codes	15.9%	36.2%	33.7%	14.1%
Q23-8. Citizen engagement opportunities	13.0%	34.8%	38.8%	13.4%
Q23-9. Programs for beautification efforts (e.g. landscaping, green spaces)	18.1%	40.0%	30.2%	11.7%
Q23-10. Storm water infrastructure	18.9%	43.3%	27.1%	10.7%
Q23-11. Solid waste services	14.6%	40.6%	32.1%	12.6%
Q23-12. Affordable housing	19.0%	31.5%	30.1%	19.4%

**Q27. Approximately how many years have you lived in Fayetteville?**

Q27. How many years have you lived in Fayetteville	Number	Percent
0-5	57	9.4 %
6-10	36	5.9 %
11-15	52	8.6 %
16-20	66	10.9 %
21-30	147	24.2 %
31+	238	39.1 %
<u>Not provided</u>	<u>12</u>	<u>2.0 %</u>
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q27. Approximately how many years have you lived in Fayetteville? (without "not provided")**

Q27. How many years have you lived in Fayetteville	Number	Percent
0-5	57	9.6 %
6-10	36	6.0 %
11-15	52	8.7 %
16-20	66	11.1 %
21-30	147	24.7 %
31+	238	39.9 %
Total	596	100.0 %



**Q28. What is your age?**

Q28. Your age	Number	Percent
18-34	112	18.4 %
35-44	123	20.2 %
45-54	123	20.2 %
55-64	119	19.6 %
65+	114	18.8 %
Not provided	17	2.8 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q28. What is your age? (without "not provided")**

Q28. Your age	Number	Percent
18-34	112	19.0 %
35-44	123	20.8 %
45-54	123	20.8 %
55-64	119	20.1 %
65+	114	19.3 %
Total	591	100.0 %

**Q29. How many children under age 18 do you have living in your home?**

Q29. How many children under age 18 do you have living in your home	Number	Percent
0	361	59.4 %
1	110	18.1 %
2	89	14.6 %
3	17	2.8 %
4+	11	1.8 %
Not provided	20	3.3 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q29. How many children under age 18 do you have living in your home? (without "not provided")**

Q29. How many children under age 18 do you have living in your home	Number	Percent
0	361	61.4 %
1	110	18.7 %
2	89	15.1 %
3	17	2.9 %
4+	11	1.9 %
Total	588	100.0 %

**Q30. Do you have access to the Internet?**

Q30. Do you have access to internet	Number	Percent
Yes	575	94.6 %
No	23	3.8 %
Not provided	10	1.6 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q30. Do you have access to the Internet? (without "not provided")**

Q30. Do you have access to internet	Number	Percent
Yes	575	96.2 %
No	23	3.8 %
Total	598	100.0 %

**Q31. Do you have a landline phone?**

Q31. Do you have a landline phone	Number	Percent
Yes	211	34.7 %
No	390	64.1 %
Not provided	7	1.2 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**Q31. Do you have a landline phone? (without "not provided")**

Q31. Do you have a landline phone	Number	Percent
Yes	211	35.1 %
No	390	64.9 %
Total	601	100.0 %

**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	337	55.4 %
No	266	43.8 %
Not provided	5	0.8 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**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	337	55.9 %
No	266	44.1 %
Total	603	100.0 %

**Q33. What is your gender?**

Q33. Your gender	Number	Percent
Male	305	50.2 %
Female	300	49.3 %
Not provided	3	0.5 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

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

Q33. Your gender	Number	Percent
Male	305	50.4 %
Female	300	49.6 %
Total	605	100.0 %

**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	353	58.1 %
Rent	250	41.1 %
Not provided	5	0.8 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

**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	353	58.5 %
Rent	250	41.5 %
Total	603	100.0 %

**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	21	3.5 %
White	286	47.0 %
American Indian/Eskimo	15	2.5 %
Black/African American	263	43.3 %
Hispanic, Latino, or other Spanish ancestry	70	11.5 %
Other	17	2.8 %
Total	672	

**Q35-6. Other**

<u>Q35-6. Other</u>	<u>Number</u>	<u>Percent</u>
ASIAN IRISH	1	5.6 %
BLACK HISPANIC	1	5.6 %
Bi-racial	1	5.6 %
Black, White and Native American	1	5.6 %
German	2	11.1 %
HAITIAN AMERICAN	1	5.6 %
Mixed race	5	27.8 %
Multi racial	5	27.8 %
Pakistani	1	5.6 %
Total	18	100.0 %

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

<u>Q36. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	117	19.2 %
\$30K-\$59,999	153	25.2 %
\$60K-\$99,999	146	24.0 %
\$100K+	120	19.7 %
Not provided	72	11.8 %
Total	608	100.0 %

**WITHOUT NOT PROVIDED**

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

<u>Q36. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	117	21.8 %
\$30K-\$59,999	153	28.5 %
\$60K-\$99,999	146	27.2 %
\$100K+	120	22.4 %
Total	536	100.0 %

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

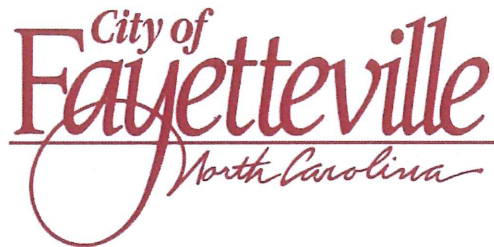
<u>Q37. Your home zip code</u>	<u>Number</u>	<u>Percent</u>
28301	30	5.0 %
28303	95	15.8 %
28304	116	19.3 %
28305	26	4.3 %
28306	68	11.3 %
28310	1	0.2 %
28311	97	16.1 %
28312	22	3.7 %
28314	147	24.4 %
Total	602	100.0 %

## **Section 6**

### ***Survey Instrument***

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CITY MANAGER'S OFFICE

November 6, 2019

Dear Fayetteville Citizen,

*Your input on the enclosed survey is **extremely important**.* The City of Fayetteville appreciates the opportunity to serve you and wants to learn how to serve you better. We are conducting this survey of residents to gather information about City priorities and the quality of City programs and services. The survey is part of our ongoing strategic planning process. To ensure that the City's priorities are aligned with the needs of our residents, **we need to know what YOU think**.

*We appreciate your time and value your opinion.* We realize this survey takes some time to complete, but every question is important. This is your government and the time you invest in this survey will influence many decisions that will be made about Fayetteville's future.

*Please return your survey as soon as possible.* Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer, you can complete the survey online at [www.fayettevillesurvey.org](http://www.fayettevillesurvey.org).

As the City Manager of Fayetteville, I anticipate the results of this survey and sincerely appreciate your feedback. Understanding your satisfaction and priorities is critical as we commit our organization to high performance, innovation and continuous improvement.

If you have any questions, please contact Rebecca Jackson, Strategic Performance Analytics Director at (910) 433-1068.

We look forward to hearing your opinions. Thank you for allowing us to serve you.

Sincerely,

A handwritten signature in black ink, appearing to read "Douglas Hewett", is written over a large, light-colored circular mark.

Douglas Hewett  
City Manager, ICMA-CM

*Si tiene preguntas acerca de la encuesta y no habla Ingles, por favor llame al 1-844-811-0411. Gracias.*

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1990 | (910) 433-1948 Fax  
[www.cityoffayetteville.org](http://www.cityoffayetteville.org)



# 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 enforcement of codes and ordinances	5	4	3	2	1	9
07. Overall quality of customer service received from city employees	5	4	3	2	1	9
08. Overall effectiveness of communication with the public	5	4	3	2	1	9
09. Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9
10. Overall appearance of major entryways to the city	5	4	3	2	1	9
11. Overall quality of storm water services	5	4	3	2	1	9
12. Overall quality of solid waste services	5	4	3	2	1	9
13. Overall affordability of housing in Fayetteville	5	4	3	2	1	9

2. **Do you believe any of the items listed in Question 1 should receive EMPHASIS from city leaders over the next TWO years? If so, which three?** *[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 value you receive for your tax dollars	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 / splash pad	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.	Made an online transaction with the City	Yes	No
07.	Participated in a community watch program or crime prevention meeting	Yes	No
08.	Participated in a public meeting of an appointed board or commission	Yes	No
09.	Attended or viewed a city Council meeting	Yes	No
10.	Ridden the FAST Bus System and/or FASTTRAC! ADA Van System	Yes	No
11.	Attended the Dogwood Festival	Yes	No
12.	Attended the International Folk Festival	Yes	No
13.	Visited the North Carolina Veterans Park	Yes	No
14.	Attended an event at, or visited, Festival Park	Yes	No
15.	Called Code Enforcement	Yes	No
16.	Called or visited the Police Department	Yes	No
17.	Visited Downtown Fayetteville	Yes	No
18.	Used the downtown parking deck	Yes	No
19.	Watched the Fayetteville in 5, Fay in Focus, or City Conversations	Yes	No
20.	Used the Fayetteville Regional Airport	Yes	No
21.	Used fire protection and rescue services	Yes	No
22.	Contacted the Fayetteville Call Center (433-1FAY)	Yes	No
23.	Visited the city's website	Yes	No
24.	Used FayFixIt	Yes	No
25.	Followed the city's social media (Facebook or Twitter)	Yes	No
26.	Participated in the city's business grant or loan programs	Yes	No
27.	Participated in the city's affordable housing program	Yes	No
28.	Applied for a zoning permit	Yes	No
29.	Applied for a building, electrical, mechanical, or plumbing permit	Yes	No
30.	Had a building, electrical, mechanical, or plumbing inspection performed at your property	Yes	No
31.	Visited Segra Stadium	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
7.	Preparedness for natural and man-made disasters	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.	When visiting Segra Stadium	5	4	3	2	1	9
9.	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 / splash pads	5	4	3	2	1	9
10.	Availability of recreational programming	5	4	3	2	1	9
11.	In person registration process	5	4	3	2	1	9
12.	Online registration process	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 (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                      \_\_\_\_ (3) Not at all responsive  
 \_\_\_\_ (2) Somewhat 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
4. Overall land use within the City	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. **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

15. **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 Q15a.]      \_\_\_\_ (2) No [Skip to Q16.]

15a. 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

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

17. **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

18. Which TWO of the city's strategic goals listed in Question 17 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 17, or circle "NONE".]

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

19. **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
11.	As a "Smart City" (using technology to optimize services)	5	4	3	2	1	9
12.	As an innovative city	5	4	3	2	1	9

**20. 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

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

**22. Which THREE sources of information listed in Question 21 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 21, or circle "NONE".]

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

**23. 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. Police facilities and services	4	3	2	1
02. Fire facilities and services	4	3	2	1
03. Economic and business development services (e.g. fund activities and/or incentives to attract or expand industries/businesses)	4	3	2	1
04. The public transit system (FAST)	4	3	2	1
05. Construction and maintenance of sidewalks	4	3	2	1
06. Investments in the city's transportation network (e.g. improvements to corridors, roads, bridges)	4	3	2	1
07. Enforcement of city codes	4	3	2	1
08. Citizen engagement opportunities	4	3	2	1
09. Programs for beautification efforts (e.g. landscaping, green spaces)	4	3	2	1
10. Storm water infrastructure	4	3	2	1
11. Solid waste services	4	3	2	1
12. Affordable housing	4	3	2	1

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

\_\_\_\_\_

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

\_\_\_\_\_

26. **What is the main issue you think the City of Fayetteville will face over the next FIVE years?**
- 
27. **Approximately how many years have you lived in Fayetteville?** \_\_\_\_\_ years
28. **What is your age?** \_\_\_\_\_ years
29. **How many children under age 18 do you have living in your home?** \_\_\_\_\_ children
30. **Do you have access to the Internet?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No
31. **Do you have a landline phone?** \_\_\_\_ (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.