



FAYETTEVILLE CITY COUNCIL
AGENDA
APRIL 2, 2013
5:00 P.M.
Lafayette Conference Room

1.0 CALL TO ORDER

2.0 INVOCATION

3.0 APPROVAL OF AGENDA

4.0 OTHER ITEMS OF BUSINESS

4.1 City of Fayetteville 2013 Resident Survey Draft Report
Presented By: Rebecca Rogers-Carter, Strategic Planning Manager

4.2 Community Development - Presentation of draft 2013-2014 Annual Action Plan.
Presented By: Victor Sharpe, Community Development Director

4.3 Update on Sales Tax Interlocal Agreement
Presented By: Lisa Smith, Chief Financial Officer

4.4 City of Fayetteville FY 2014 Strategic Plan
Presented By: Rebecca Rogers-Carter, Strategic Planning Manager

4.5 Mayor and City Council Protocol and Code of Conduct
Presented By: Kristoff Bauer, Deputy City Manager

5.0 ADJOURNMENT

CLOSING REMARKS

POLICY REGARDING NON-PUBLIC HEARING AGENDA ITEMS

Anyone desiring to address the Council on an item that is not a public hearing must present a written request to the City Manager by 10:00 a.m. on the Wednesday preceding the Monday meeting date.

POLICY REGARDING PUBLIC HEARING AGENDA ITEMS

Individuals wishing to speak at a public hearing must register in advance with the City Clerk. The Clerk's Office is located in the Executive Offices, Second Floor, City Hall, 433 Hay Street, and is open during normal business hours. Citizens may also register to speak immediately before the public hearing by signing in with the City Clerk in the Council Chamber between 6:30 p.m. and 7:00 p.m.

POLICY REGARDING CITY COUNCIL MEETING PROCEDURES SPEAKING ON A PUBLIC AND NON-PUBLIC HEARING ITEM

Individuals who have not made a written request to speak on a non-public hearing item may submit written materials to the City Council on the subject matter by providing twenty (20) copies of the written materials to the Office of the City Manager before 5:00 p.m. on the day of the Council meeting at which the item is scheduled to be discussed.

Notice Under the Americans with Disabilities Act (ADA): *The City of Fayetteville will not discriminate against qualified individuals with disabilities on the basis of disability in the City's services, programs, or activities. The City will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities so they can participate equally in the City's programs, services, and activities. The City will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all City programs, services, and activities. Any person who requires an auxiliary aid or service for effective communications, or a modification of policies or procedures to participate in any City program, service, or activity, should contact the office of Ron McElrath, ADA Coordinator, at rmcelrath@ci.fay.nc.us, 910-433-1696, or the Office of the City Clerk at cityclerk@ci.fay.nc.us, 910-433-1989, as soon as possible but no later than 72 hours before the scheduled event.*

CITY COUNCIL ACTION MEMO

TO: Mayor and Members of the City Council
FROM: Rebecca Rogers-Carter, Strategic Planning Manager
DATE: April 2, 2013
RE: **City of Fayetteville 2013 Resident Survey Draft Report**

THE QUESTION:

City of Fayetteville 2013 Resident Survey Draft Report

RELATIONSHIP TO STRATEGIC PLAN:

This item supports the City's goal of More Efficient City Government which seeks to provide greater accountability for performance and to achieve a high level of customer satisfaction with City services.

BACKGROUND:

The City of Fayetteville conducted a citizen survey to seek citizens' input regarding current programs and services, new initiatives and future policy. The survey is part of the City's ongoing efforts to identify and respond to resident concerns and gather input about priorities for the community. Citizen surveys are an important tool in determining if programs and services are meeting residents' expectations.

The last citizen survey conducted by the City of Fayetteville occurred in 2006. A consulting firm, ETC Institute, administered the survey to residents in the City of Fayetteville during January through March of 2013. A seven page survey instrument was mailed to approximately 2,400 randomly selected sample of residents. Residents who had not responded to the survey by mail were contact by phone and given the option of completing the survey by phone. The consultant obtained 847 survey responses which ensure the survey results have statistical significance with a precision of at least +/- 3.3% at the 95% level of confidence. The sample is representative of the City's population with regard to the demographic and geographic composition of the sample.

The report provided by the consultant is still in draft form and contains:

- * A summary of the methodology
- * Major findings
- * Charts showing overall results
- * Important-Satisfaction analysis that identifies potential opportunities for improvement
- * Tables that show the results for all questions
- * A copy of the survey instrument

ISSUES:

N/A

BUDGET IMPACT:

OPTIONS:

This item is for informational purposes only.

RECOMMENDED ACTION:

ATTACHMENTS:

Resident Survey Draft Report 2013

City of Fayetteville

2013 Resident Survey

DRAFT REPORT

Submitted to

The City of
Fayetteville,
North Carolina

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

March 2013



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Overview and Methodology

ETC Institute administered a survey to residents in the City of Fayetteville during January through March of 2013. The survey is part of the City's ongoing efforts to identify and respond to resident concerns and gather input about priorities for the community.

A seven-page survey was mailed to a random sample of households in the City of Fayetteville. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the household that received a survey, a total of surveys were completed. The results for the random sample of 847 households have a precision of at least +/-3.3% at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.

**GIS MAP TO BE
ADDED**

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons between city services. 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." The percentage of "don't know" responses has been included in the tabular data in Section 3 of this report.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis that identifies potential opportunities for improvement
- tables that show the results for all questions on the survey
- a copy of the survey instrument

Ratings of Fayetteville as a Place to Live and Raise Children

Sixty percent (60%) of residents who had an opinion rated the City as an “excellent” or “good” place to live; 23% were neutral and 17% felt the City was a “below average” or “poor” place to live. More than half (54%) of the residents who had an opinion surveyed rated the City as an “excellent” or “good” place to raise children; 22% were neutral and 24% rated Fayetteville as a “below average” or “poor” place to raise children.

Ratings of Neighborhoods

Sixty-two percent (62%) of residents who had an opinion were “very satisfied” or “satisfied” with the quality of life in their neighborhood; 22% were neutral and only 10% were “very dissatisfied” or “dissatisfied” with the quality of life in their neighborhood. When asked how safe they felt walking in their neighborhood during the day, more than three-fourths (76%) of the residents surveyed who had had an opinion felt “very safe” or “safe;” 12% were neutral and 13% felt unsafe.

Overall Satisfaction Major Categories of City Services

Sixty percent (60%) of the residents surveyed who had an opinion were “very satisfied” or “satisfied” with the overall quality of services provided by the City; 29% were neutral and 11% were “very dissatisfied” or “dissatisfied.” The major categories of City services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: fire protection/rescue services (85%), water/sewer utilities (71%), parks/recreation facilities/programs (61%) and police protection (61%). Residents were least satisfied with the overall flow of traffic in the City (28%).

Overall Priorities

The major categories of City services that residents felt were most important for the City to emphasize over the next two years, based on the percentage of residents who selected the item as one of their top three choices, were:

- Police protection (44%)
- Maintenance of City streets (40%)
- Flow of traffic in the City (40%)

Satisfaction with Specific City Services

- **Public Safety Services.** The public safety services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: City efforts to prevent fires (65%) and the enforcement of fire codes (64%). Residents were least satisfied with how often police officers patrol neighborhoods (40%).

- **Parks and Recreation Services.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the quality/condition of parks/recreation facilities (66%), customer service provided by parks/recreation staff (62%), cultural programming (62%) and the quality/condition of greenways (62%). Residents were least satisfied with the availability of swimming pools (29%). The parks and recreation services that residents thought were most important for the City to emphasize over the next two years were: (1) the availability of swimming pools and (2) the quality/condition of parks/recreation facilities.
- **Maintenance Services.** The areas of maintenance with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the condition of street signs/traffic signals (66%), the condition of parks (59%) and the condition of neighborhood streets (56%). Residents were least satisfied with how quickly street repairs are made (33%). The areas of maintenance that residents thought were most important for the City to emphasize over the next two years were: (1) the quality of street repair/maintenance, (2) how quickly street repairs are made and (3) the cleanliness/appearance of medians/roadsides.
- **Planning and Zoning.** Fifty-two percent (52%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the quality of new commercial development and half (50%) were satisfied with the quality of new residential development.
- **Code Enforcement.** The areas of code enforcement with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the appearance of houses in neighborhoods (58%), the enforcement of the sign ordinance (49%) and graffiti removal (48%). Residents were least satisfied with the removal of abandoned/inoperable vehicles (34%) and the enforcement of junk/debris on private property (35%).
- **Utility Services.** The utility services with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: curbside recycling services (78%), solid waste collection services (77%), sewer services (74%) and yard waste collection services (71%).
- **Transportation and Connectivity.** The areas of transportation and connectivity with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion, were: the condition/usability of the Airport (71%) and the ease of travel by car (57%). Residents were least satisfied with the ease of biking in the City (28%).

- **Customer Service.** The areas of customer service with the highest levels of satisfaction, based upon the combined percent of “very satisfied” and “satisfied” responses among respondents who had an opinion and had contacted the City during the past year, were: the courtesy of employees (74%), the accuracy of information/assistance given (67%) and how easy City staff were to contact (65%).
- **City Communications.** Sixty-one percent (61%) of the residents surveyed who had an opinion were “very satisfied” or “satisfied” with the availability of information about City programs and services; 56% were satisfied with the usefulness of information available on the City’s website and 54% were satisfied with the City effort’s to keep residents informed about local issues.

Other Findings

- The activities that residents had participated in most often during the past year were: visited downtown Fayetteville (75%), visited a neighborhood or City park (71%), visited the North Carolina Veterans Park (64%) and attended an event at, or visited, Festival Park (60%). The activity resident participated in least often was using the City swimming pool (10%).
- The primary sources where residents received information about the City were: local newspapers (67%), local television news (55%) and the City website (40%). The sources where residents most preferred to receive City information were the same: local newspapers (54%), local television news (42%) and the City website (28%).
- Nearly half (49%) of the residents surveyed felt the level of public involvement in the City of Fayetteville is too low and there are not enough opportunities for public involvement; 38% felt it was about right, 1% felt it was too high and 12% did not provide a response.
- More than three-fourths (76%) of the residents surveyed had not heard about the City’s strategic plan; 20% had heard about the City’s strategic plan and 4% did not provide a response.
- The areas that residents were most willing to support additional funding in to increase service delivery, based upon the combined percentage of residents who were “very willing” or “willing,” were: police facilities/services (65%) and the construction/maintenance of sidewalks (63%). Residents were least willing to support the increase in investments in the public transit system (39%).

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that 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 improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

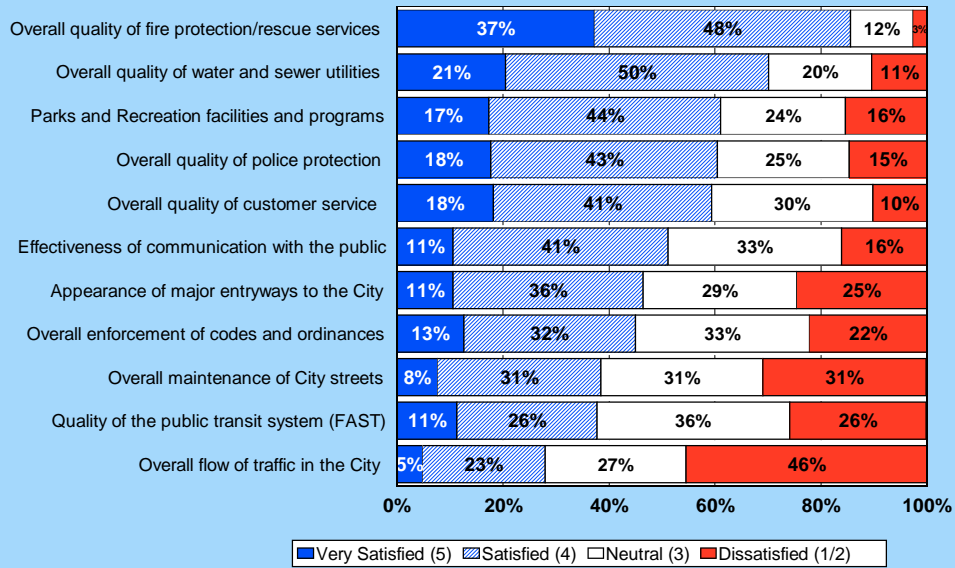
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Overall flow of traffic in the City
 - Overall maintenance of City streets

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Parks and Recreation:** availability of swimming pools
 - **City Maintenance:** Overall quality of street maintenance/repair and how quickly street repairs are made

Section 1:
Charts and Graphs

Q1. Satisfaction With Major Categories of City Services

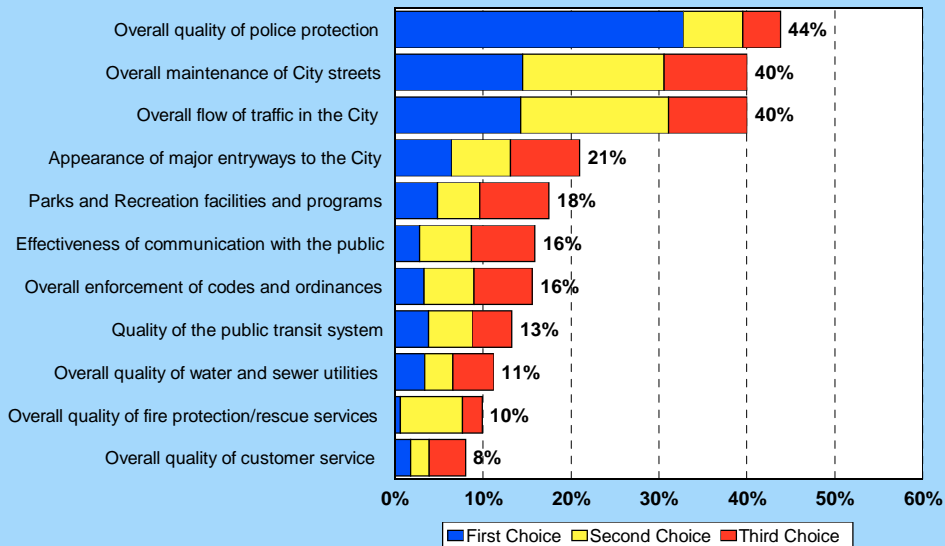
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

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

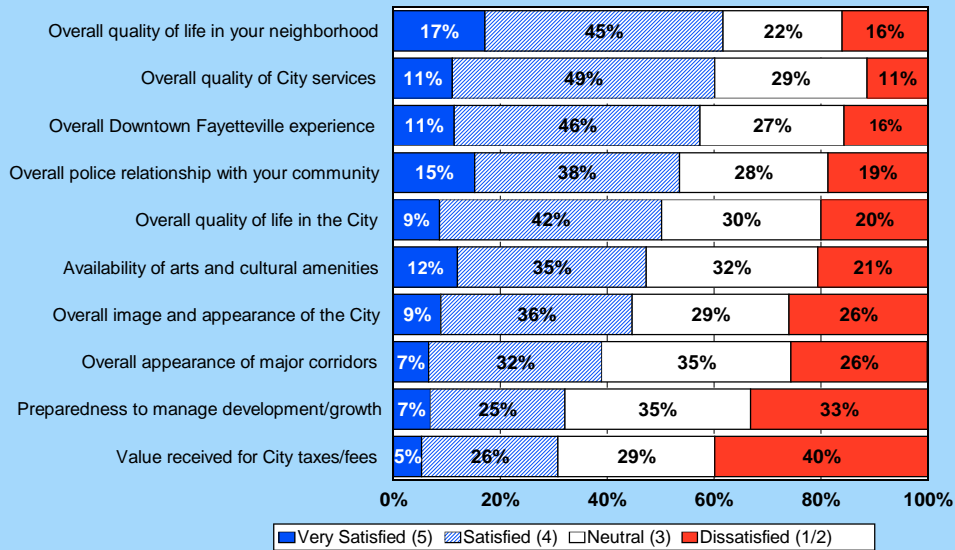
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

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

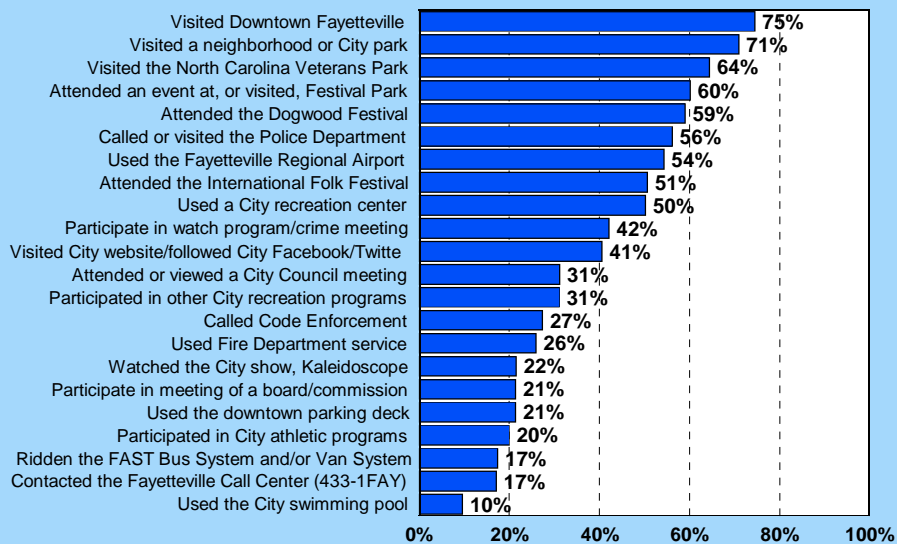
by percentage of respondents (excluding don't knows)



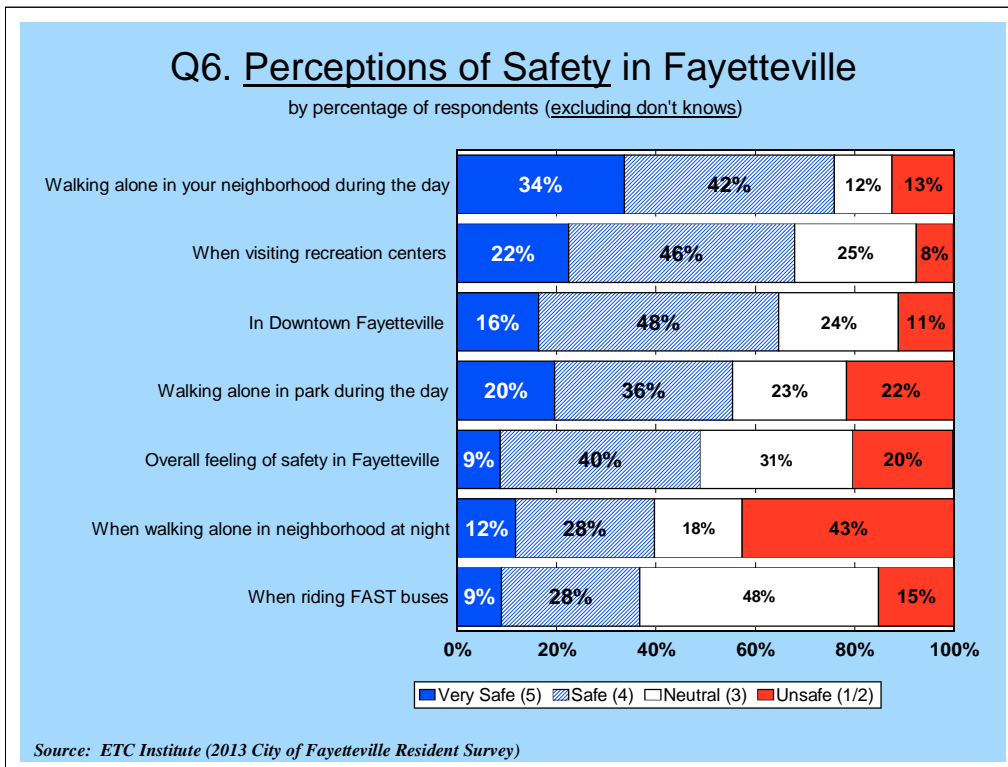
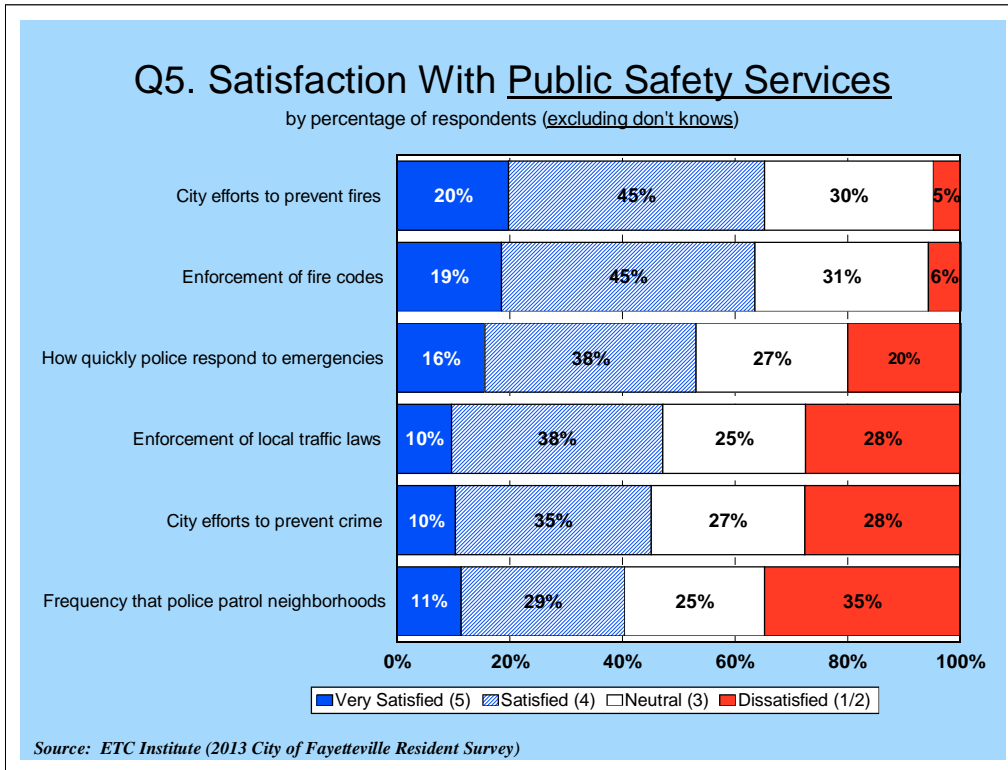
Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q4. Activities Residents or Members of Their Household Had Participated in During the Past Year

by percentage of respondents (multiple selections were allowed)

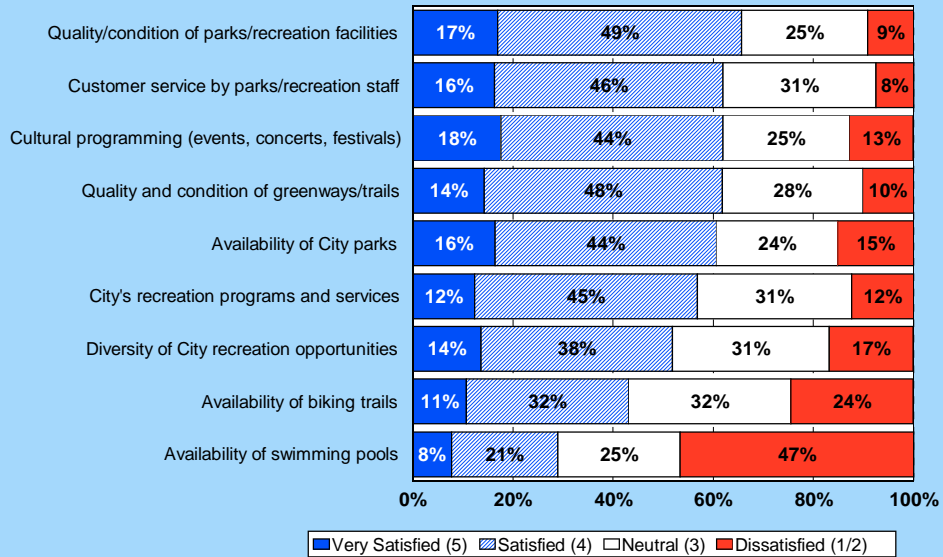


Source: ETC Institute (2013 City of Fayetteville Resident Survey)



Q7. Satisfaction with Various Aspects of Parks and Recreation

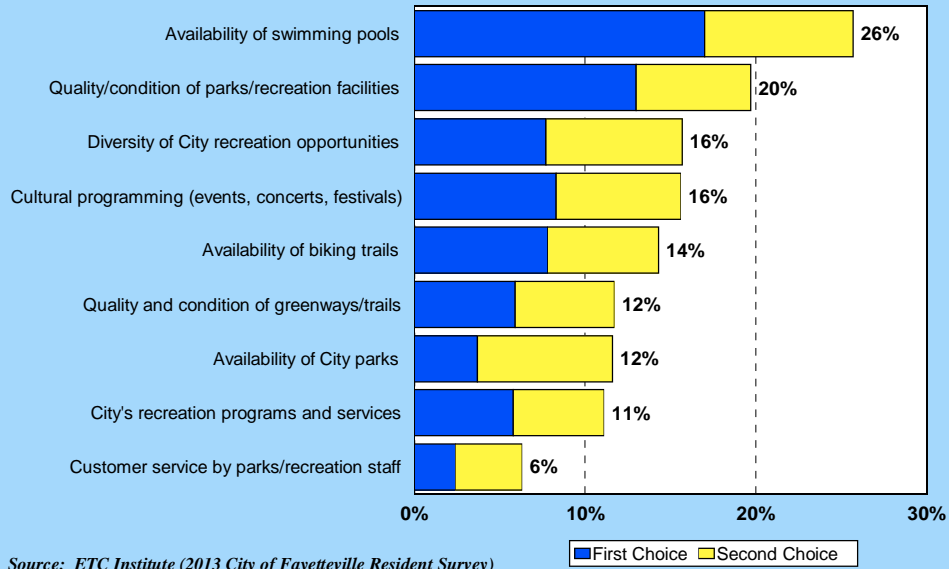
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

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

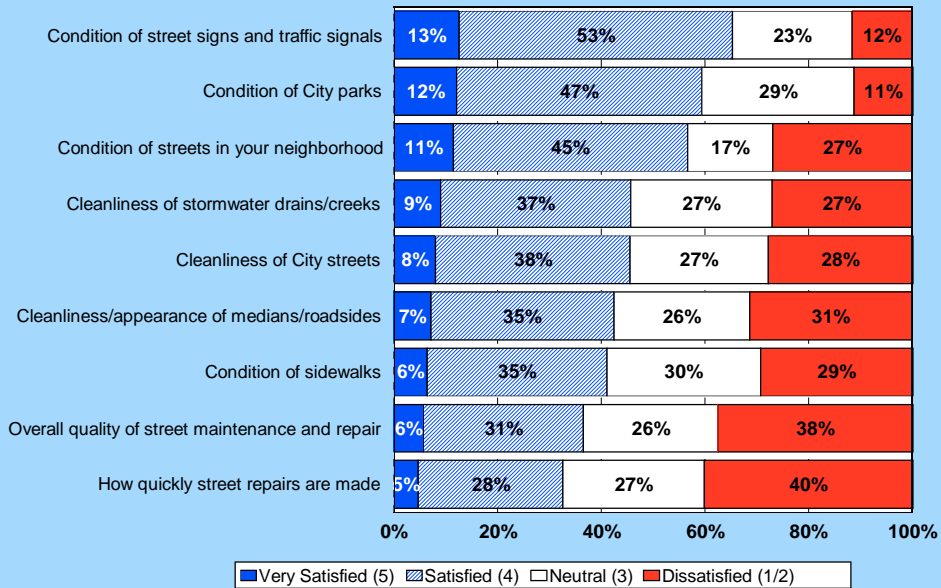
by percentage of respondents surveyed who selected the item as one of their top two choices



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q9. Satisfaction with Various Aspects of Maintenance

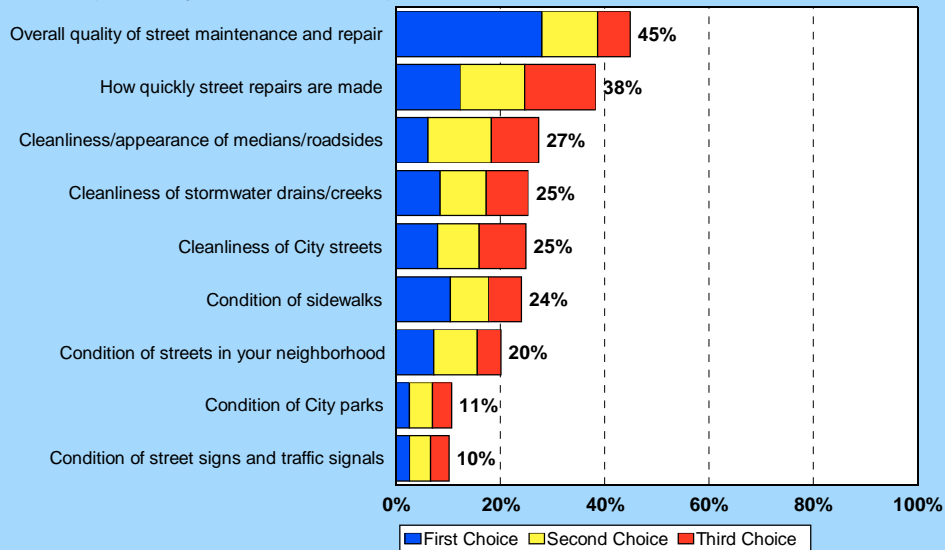
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q10. Maintenance Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

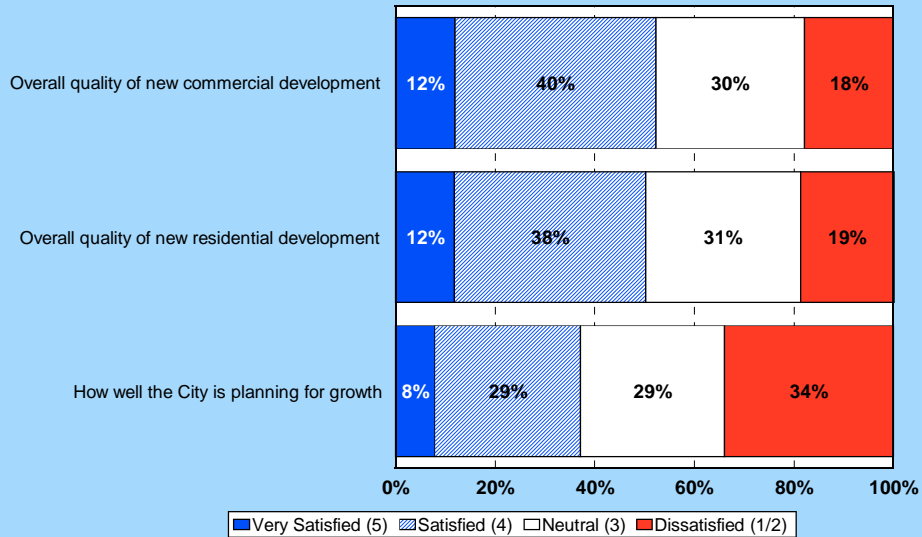
by percentage of respondents surveyed who selected the item as one of their top two choices



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q11. Satisfaction with Various Aspects of Planning and Zoning

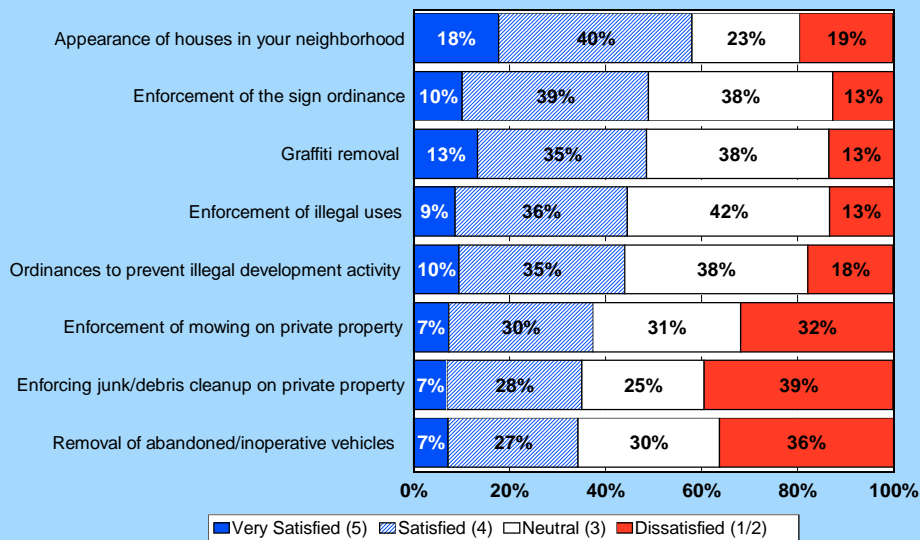
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q12. Satisfaction with Various Aspects of Code Enforcement

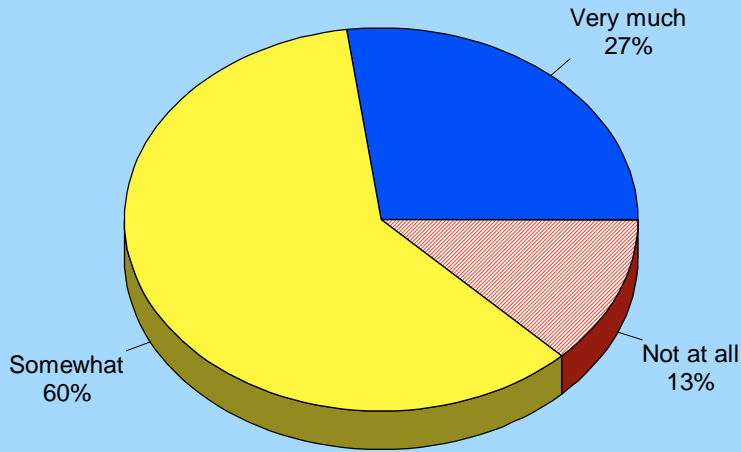
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q13. How responsive is the City to your code enforcement requests for service/complaints?

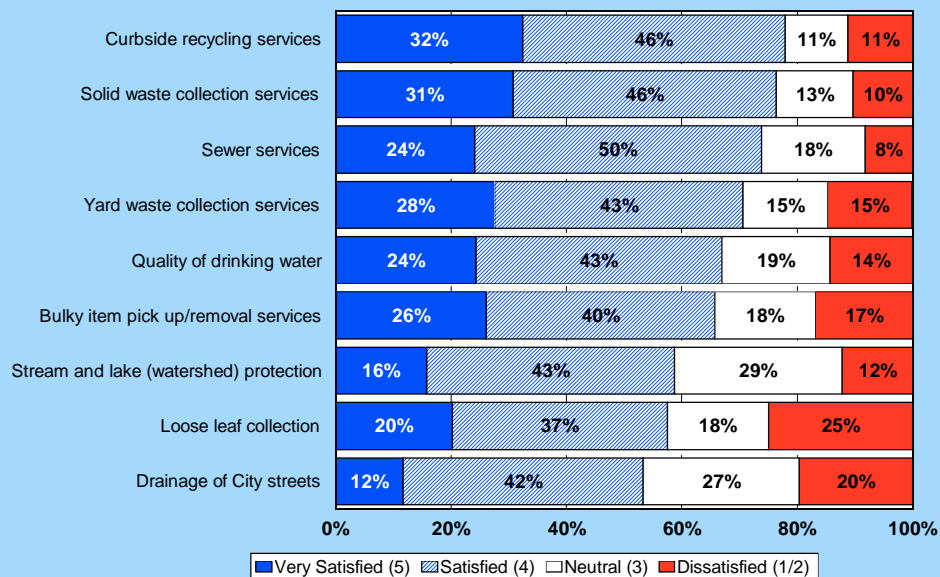
by percentage of respondents (excluding "not applicable")



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q14. Satisfaction with City Utility Services

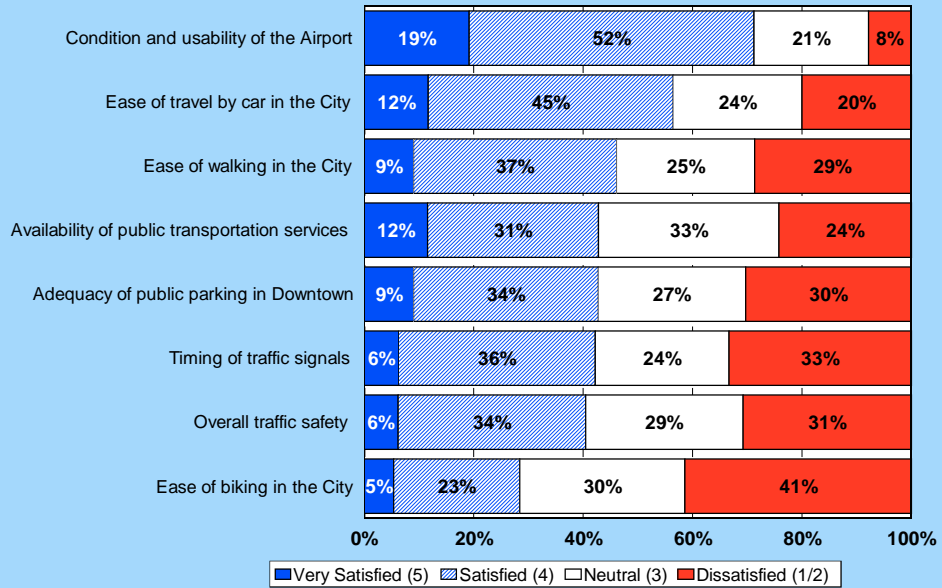
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q15. Satisfaction with Transportation and Connectivity

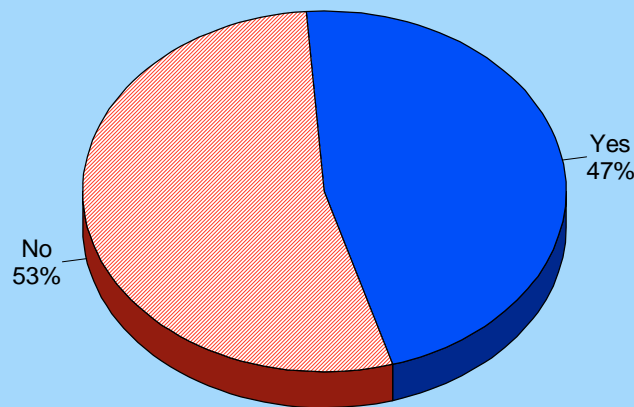
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

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

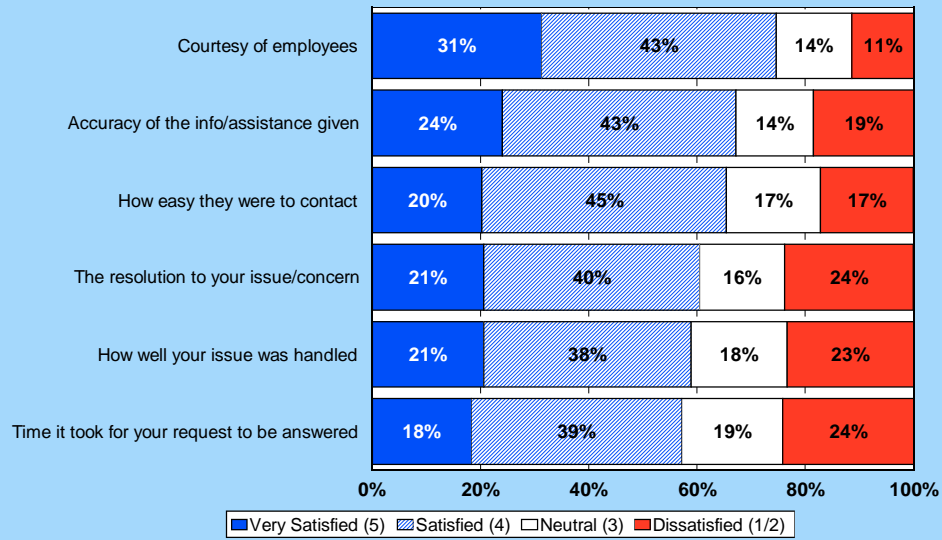
by percentage of respondents



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q16. Satisfaction with the Customer Service Received from City Employees

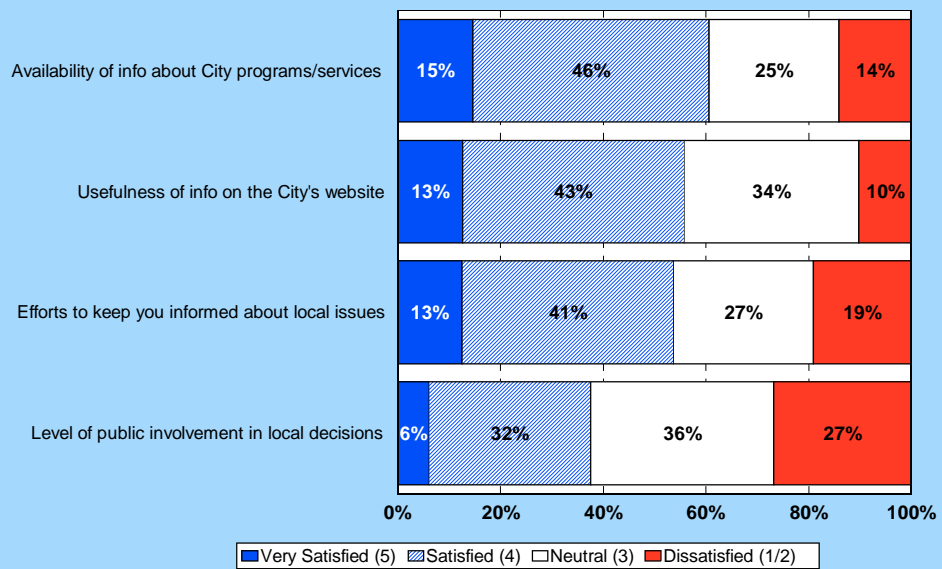
by percentage of respondents who had contacted the City (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q17. Satisfaction with Communication

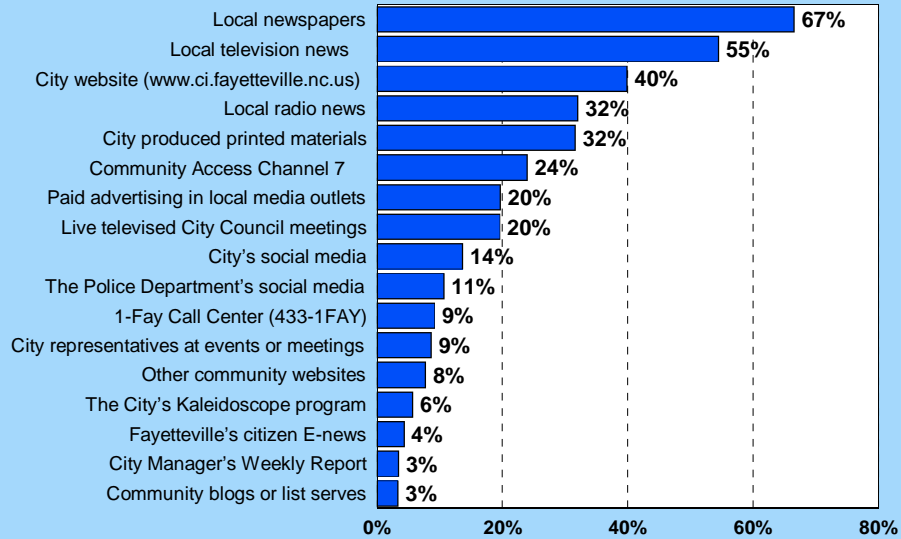
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q18. Sources Where Residents Currently Get Information About the City

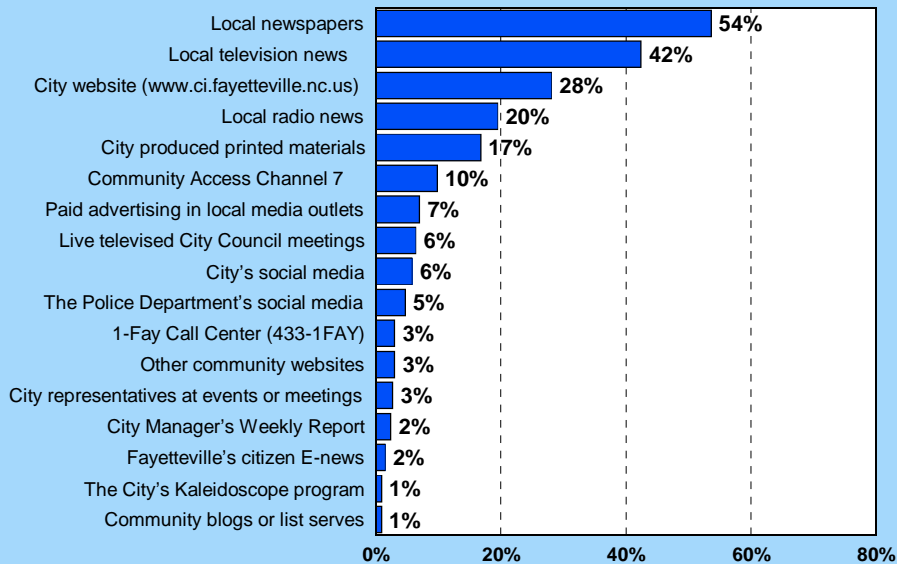
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q19. Preferred Sources of Information

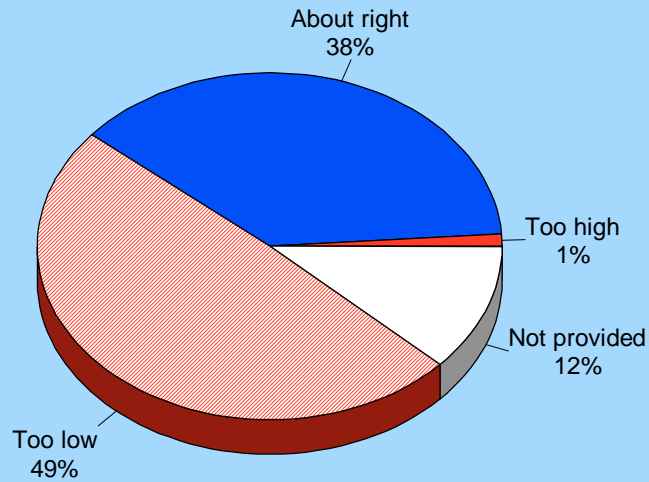
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q20. Do you think the level of public involvement in the City of Fayetteville is:

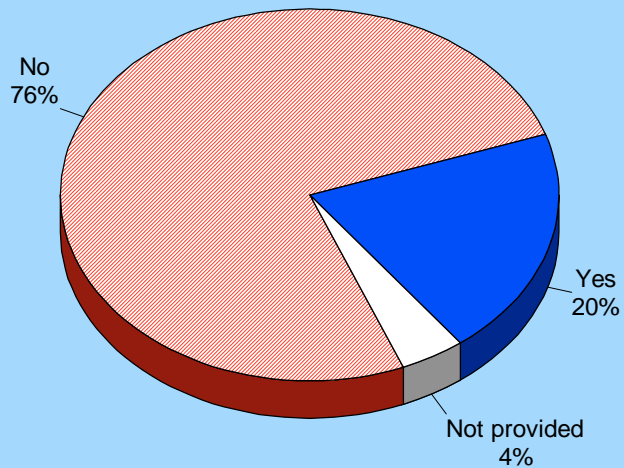
by percentage of respondents



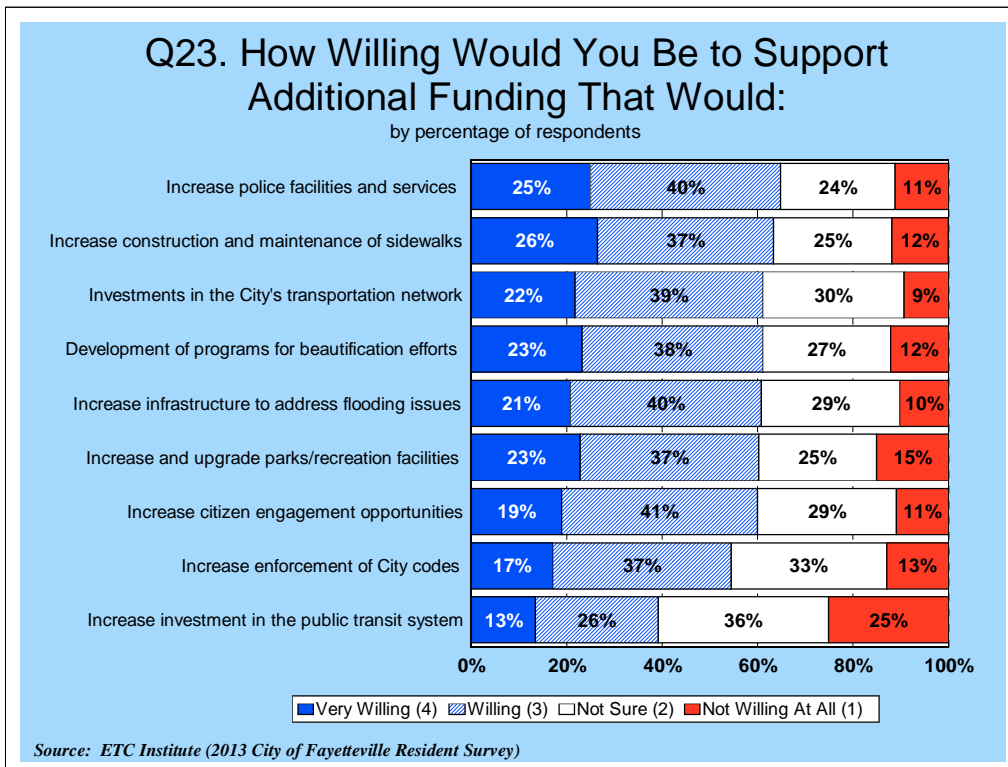
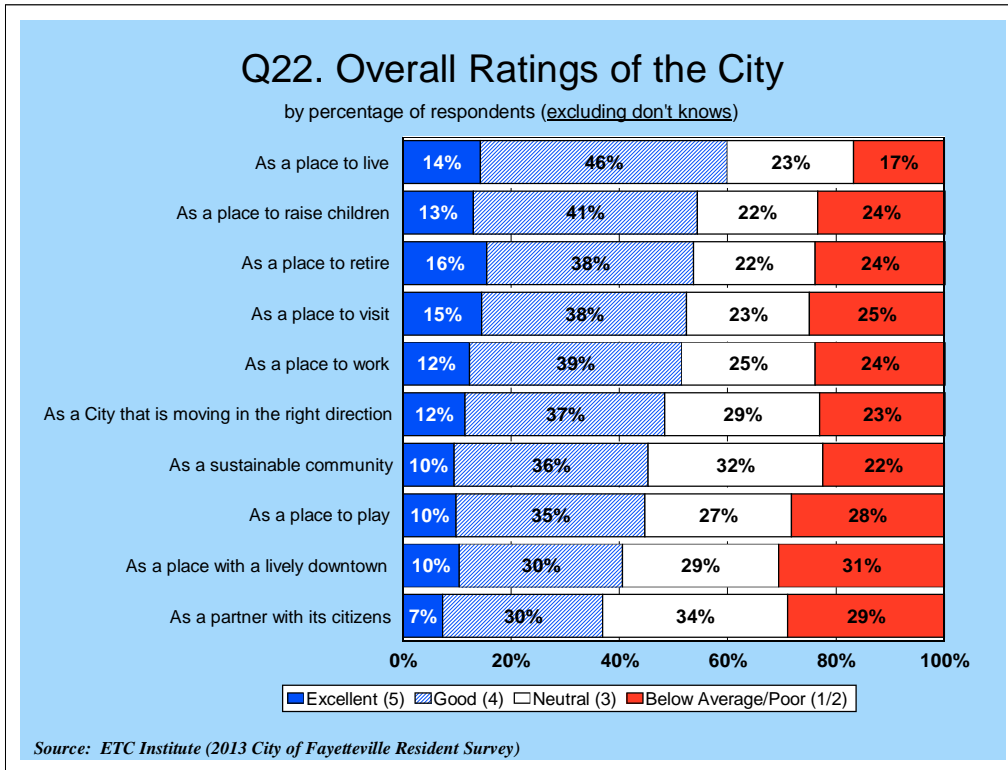
Source: ETC Institute (2013 City of Fayetteville Resident Survey)

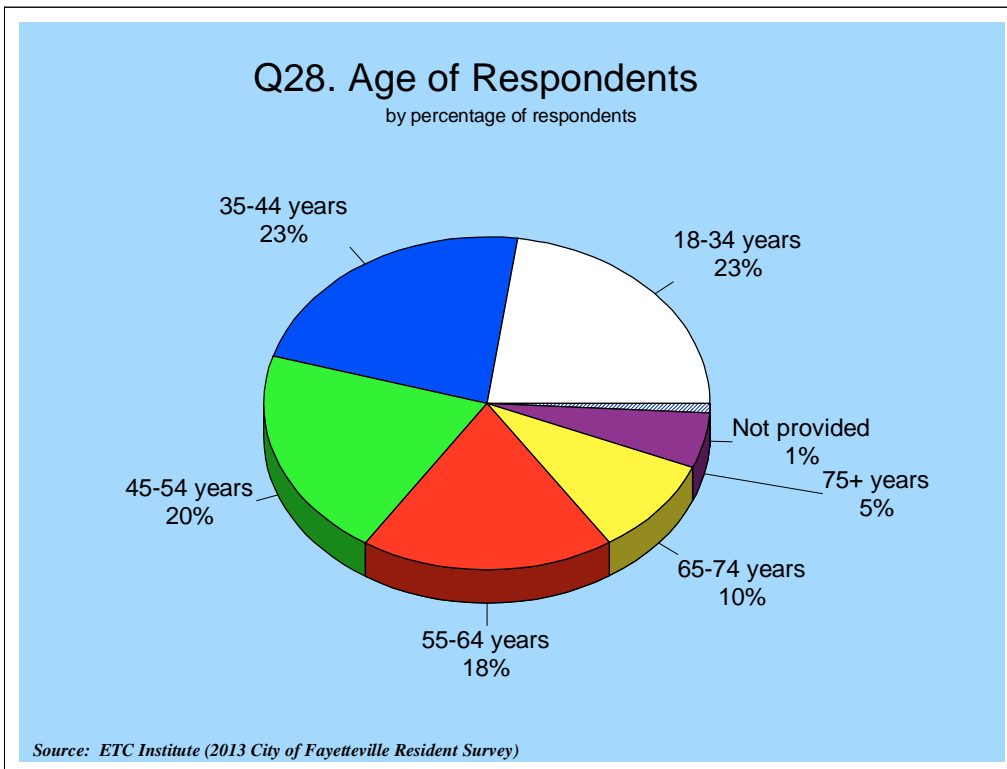
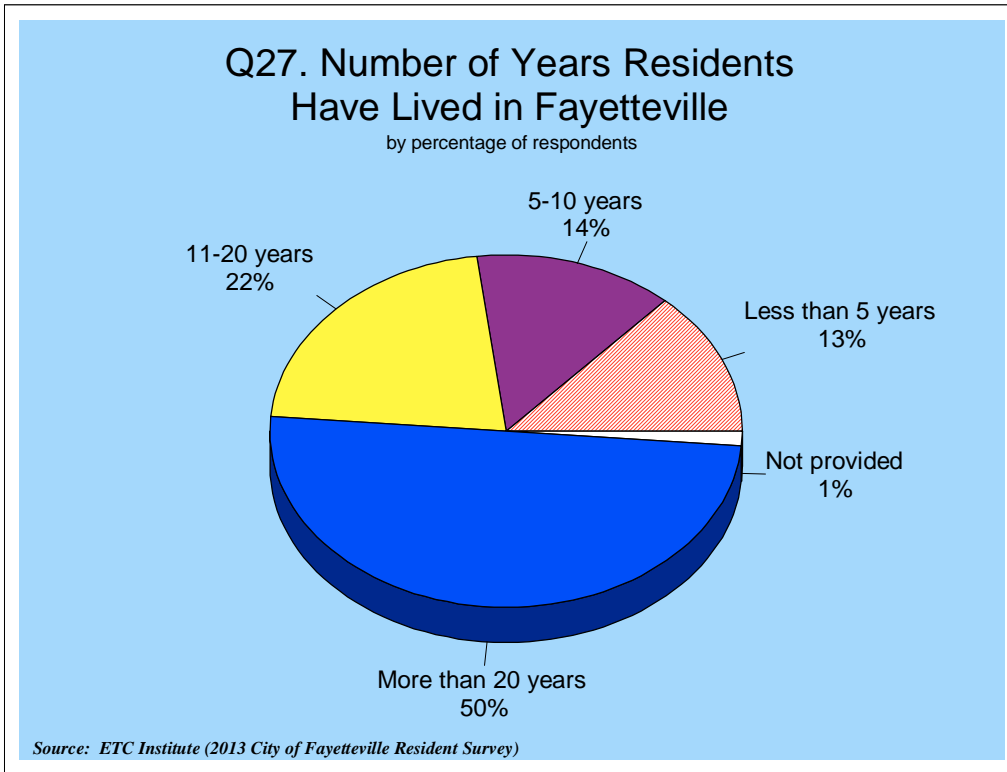
Q22. Have you heard about the City's Strategic Plan?

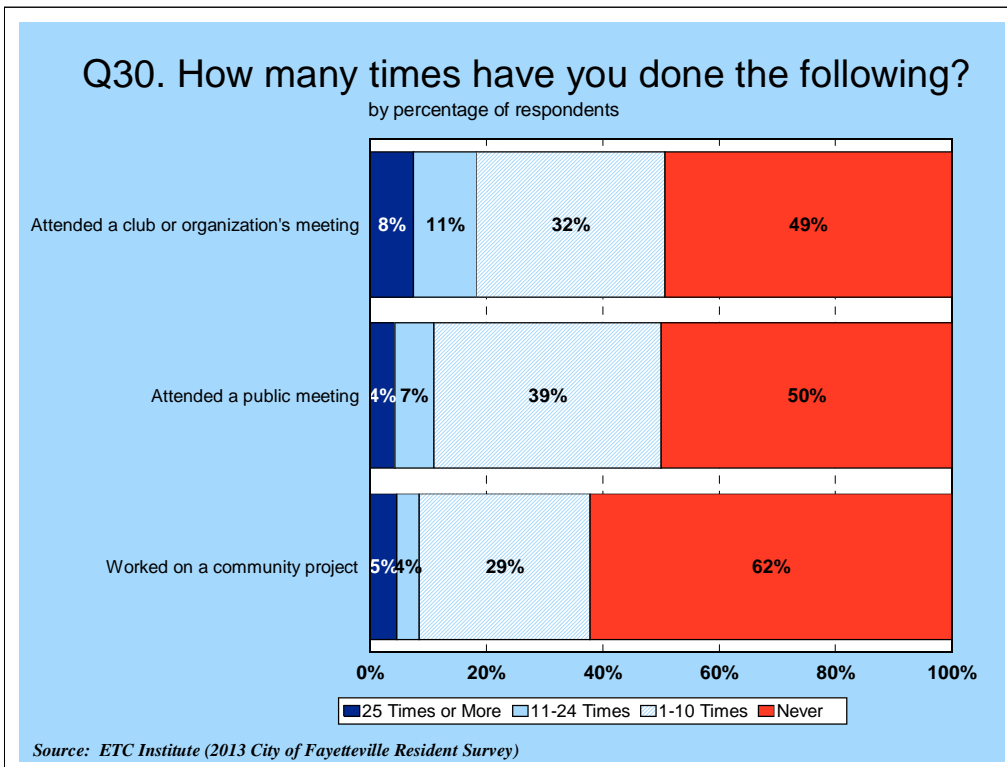
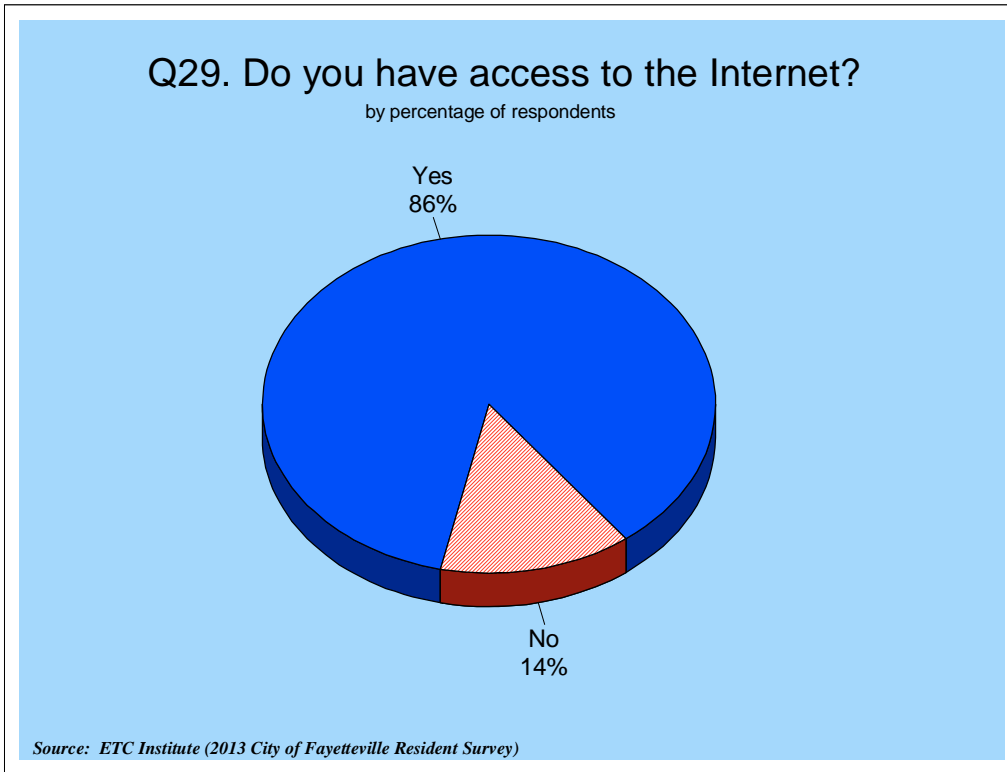
by percentage of respondents



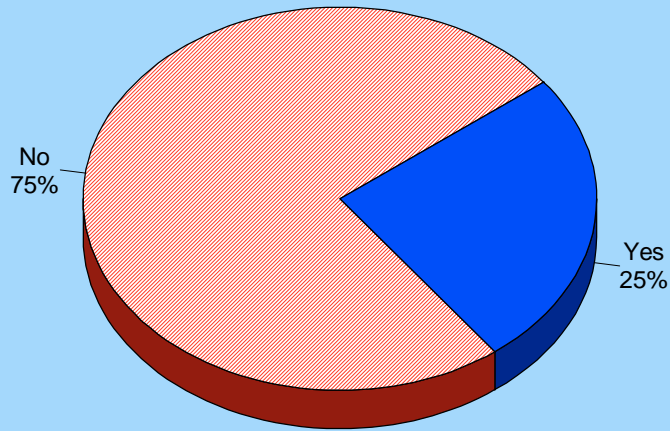
Source: ETC Institute (2013 City of Fayetteville Resident Survey)





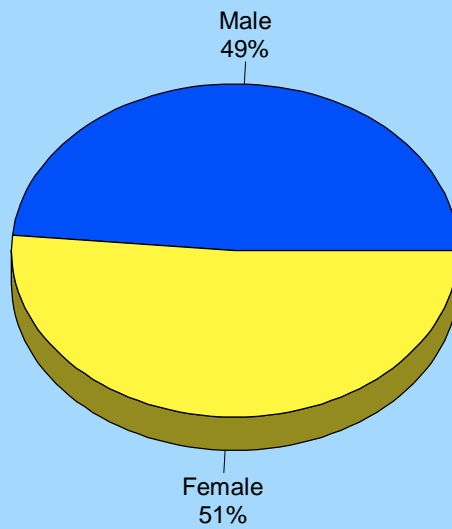


Q31. Are you active duty military or military dependent? by percentage of respondents

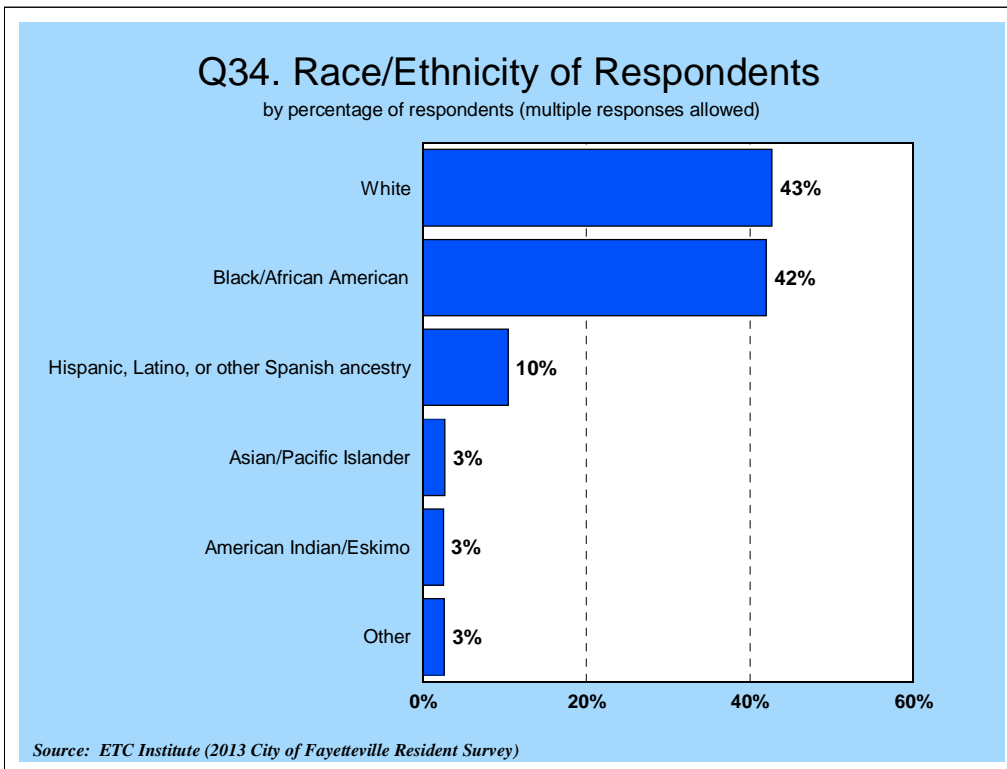
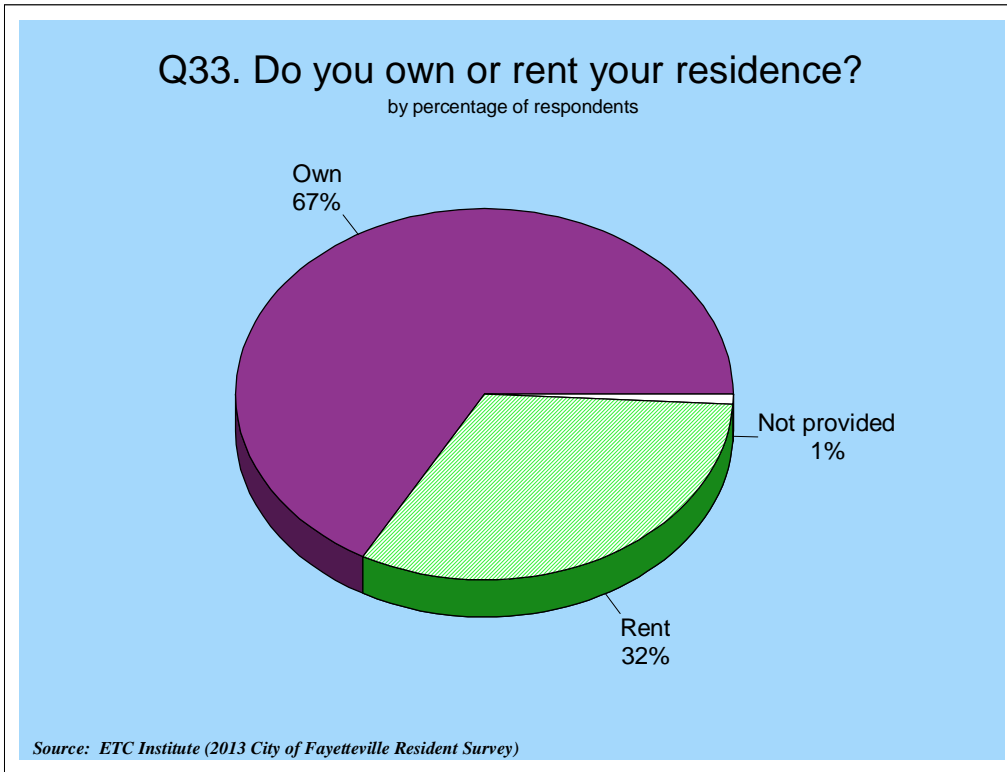


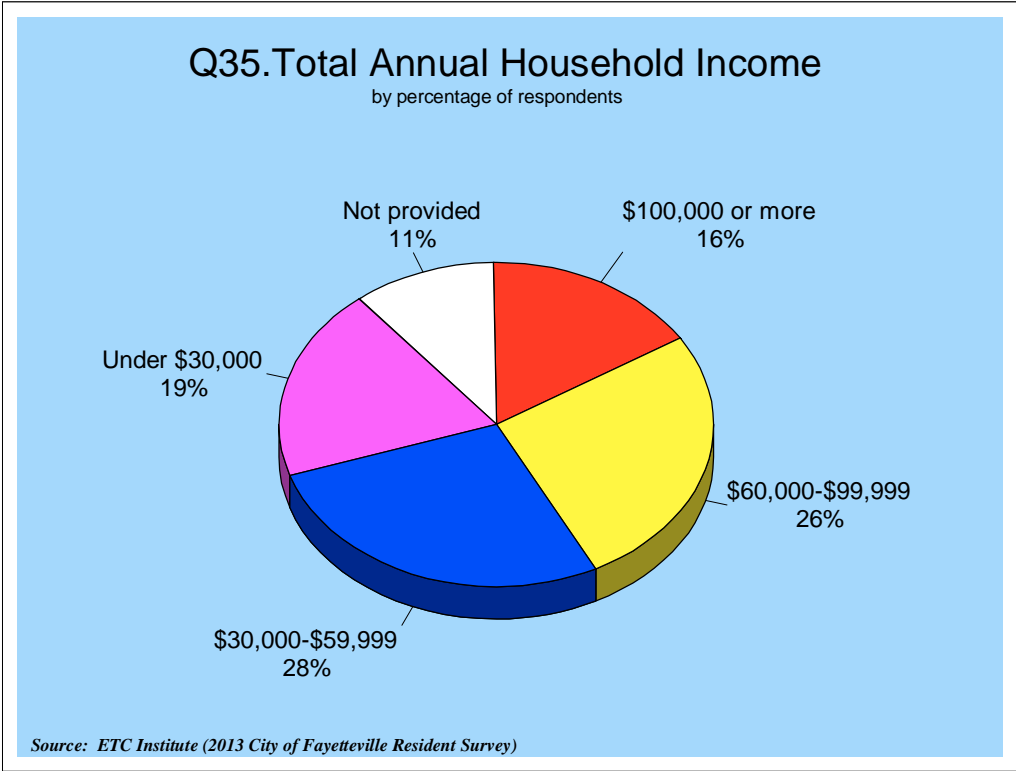
Source: ETC Institute (2013 City of Fayetteville Resident Survey)

Q32. Gender of Respondents by percentage of respondents

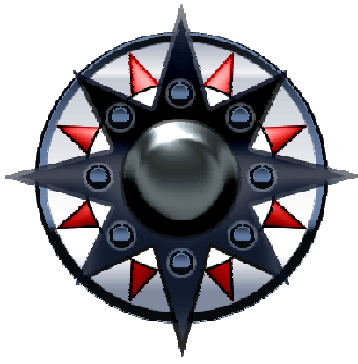


Source: ETC Institute (2013 City of Fayetteville Resident Survey)





Section 2:
***Importance-Satisfaction
Analysis***



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. Approximately forty-four percent (43.8%) selected "police protection" as one of the most important Major City services for the City to emphasize over the next two years.

With regard to satisfaction, approximately sixty-one percent (60.5%) of the residents surveyed rated their overall satisfaction with “police protection” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “police protection” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 43.8% was multiplied by 39.5% (1-0.605). This calculation yielded an I-S rating of 0.1730, which ranked third out of eleven 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 page.

Importance-Satisfaction Rating Fayetteville OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall flow of traffic in the City	40%	2	28%	11	0.2884	1
Overall maintenance of City streets	40%	3	39%	9	0.2460	2
<u>High Priority (IS .10-.20)</u>						
Overall quality of police protection	44%	1	61%	4	0.1730	3
Appearance of major entryways to the City	21%	4	47%	7	0.1113	4
<u>Medium Priority (IS <.10)</u>						
Overall enforcement of codes and ordinances	16%	7	45%	8	0.0858	5
Overall quality of the public transit system (FAST)	13%	8	37%	10	0.0838	6
Effectiveness of communication with the public	16%	6	52%	6	0.0763	7
Parks and Recreation facilities and programs	18%	5	61%	3	0.0700	8
Overall quality of water and sewer utilities	11%	9	71%	2	0.0325	9
Overall quality of customer service	8%	11	59%	5	0.0325	10
Overall quality of fire protection/rescue services	10%	10	85%	1	0.0149	11

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 receive the most emphasis over the next two years.

Satisfaction %:

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

**Importance-Satisfaction Rating
Fayetteville
PARKS and RECREATION**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Availability of swimming pools	26%	1	29%	9	0.1827	1
<u>Medium Priority (IS <.10)</u>						
Availability of biking trails	14%	5	43%	8	0.0814	2
Diversity of City recreation opportunities	16%	3	52%	7	0.0757	3
Quality/condition of parks/recreation facilities	20%	2	66%	1	0.0676	4
Cultural programming (events, concerts, festivals)	16%	4	62%	3	0.0594	5
Quality of the City's recreation programs and services	11%	8	57%	6	0.0480	6
Availability of City parks	12%	7	60%	5	0.0464	7
Quality and condition of greenways/trails	12%	6	62%	4	0.0447	8
Customer service provided by parks/recreation staff	6%	9	62%	2	0.0240	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

**Importance-Satisfaction Rating
Fayetteville
CITY MAINTENANCE**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall quality of street maintenance and repair	45%	1	37%	8	0.2851	1
How quickly street repairs are made	38%	2	33%	9	0.2575	2
<u>High Priority (IS .10-.20)</u>						
Cleanliness and appearance of medians/roadsides	27%	3	42%	6	0.1572	3
Condition of sidewalks	24%	6	41%	7	0.1414	4
Cleanliness of neighborhood stormwater drains/creek	25%	4	46%	4	0.1376	5
Cleanliness of City streets	25%	5	46%	5	0.1357	6
<u>Medium Priority (IS <.10)</u>						
Condition of streets in your neighborhood	20%	7	56%	3	0.0884	7
Condition of City parks	11%	8	59%	2	0.0430	8
Condition of street signs and traffic signals	10%	9	66%	1	0.0343	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 receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

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

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

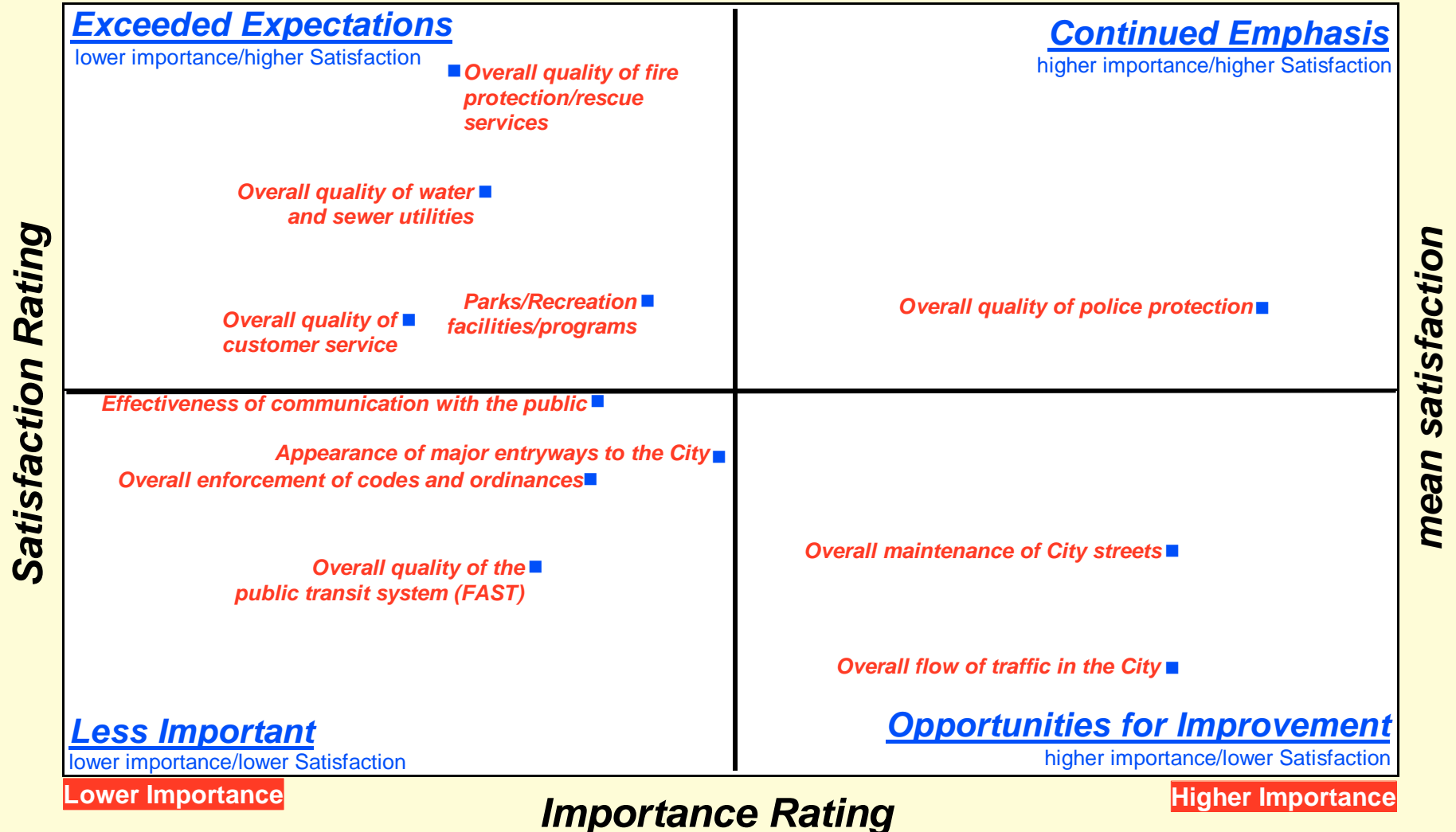
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

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



Source: ETC Institute (2013)

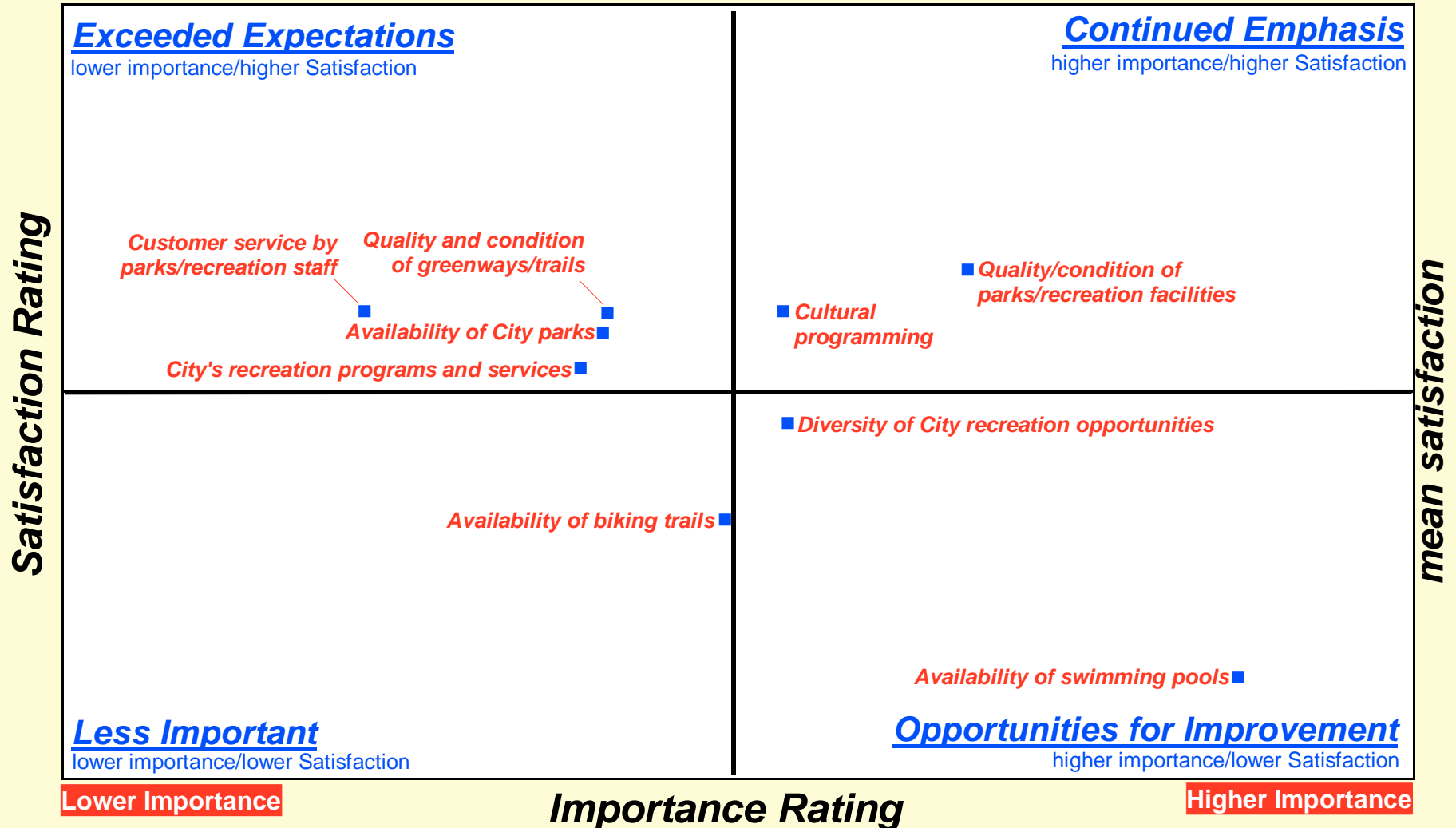
ETC Institute (2013)

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

mean importance



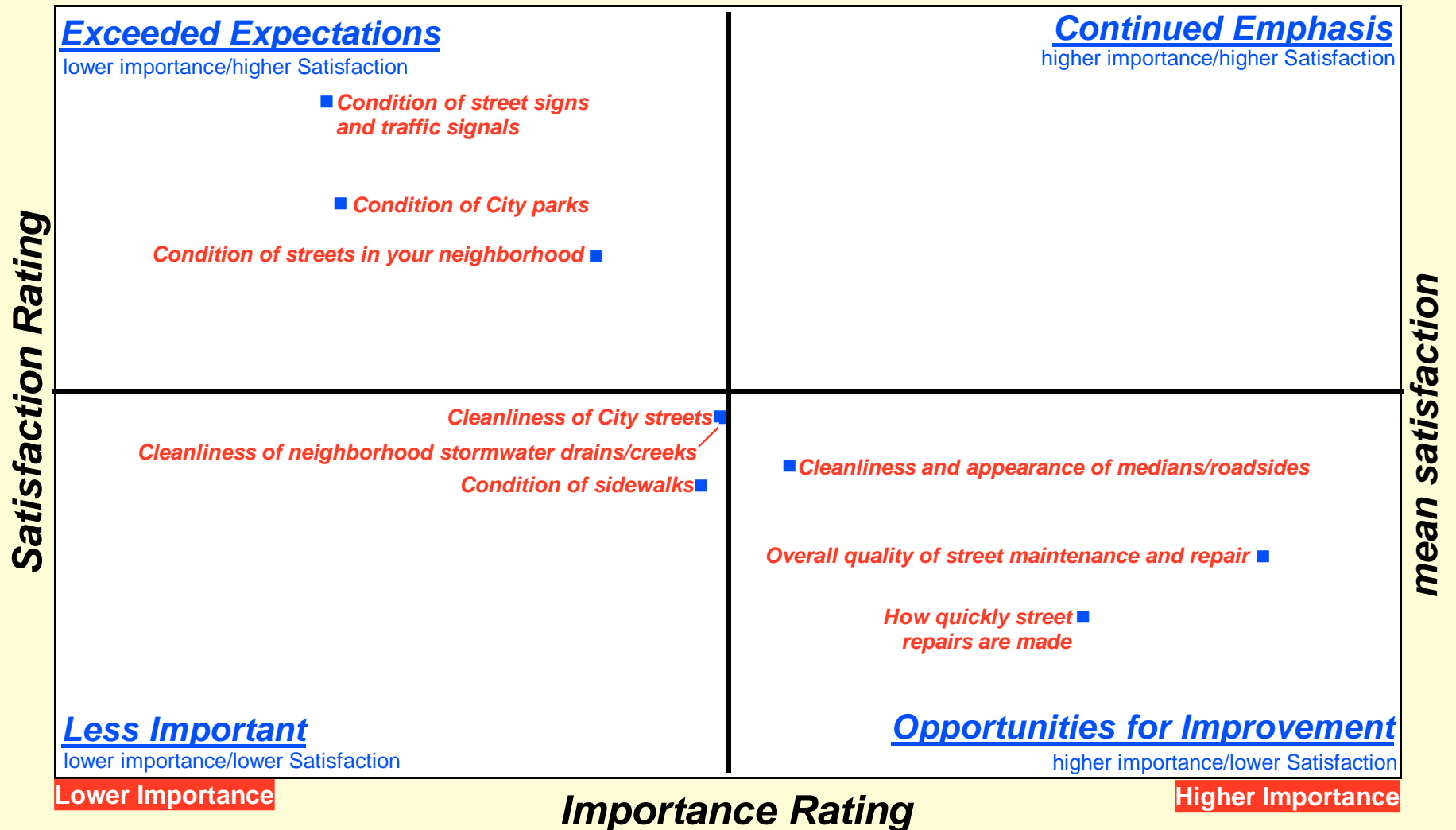
Source: ETC Institute (2013)

ETC Institute (2013)

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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



Source: ETC Institute (2013)
ETC Institute (2013)

Section 3:
Tabular Data

Q1. Please rate each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police protection	17.0%	41.1%	24.0%	10.2%	3.9%	3.9%
Q1b. Overall quality of fire protection and rescue services	34.5%	44.9%	11.0%	1.7%	0.7%	7.3%
Q1c. Overall maintenance of City streets	7.6%	30.6%	30.1%	21.8%	8.7%	1.2%
Q1d. Overall flow of traffic in the City	4.6%	22.3%	25.7%	28.1%	15.9%	3.3%
Q1e. Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	6.0%	14.0%	19.4%	8.0%	5.7%	46.9%
Q1f. Overall quality of water and sewer utilities	19.7%	47.8%	18.8%	6.0%	4.0%	3.7%
Q1g. Overall enforcement of codes and ordinances	10.7%	27.5%	27.9%	13.1%	5.8%	15.0%
Q1h. Overall quality of customer service received from City employees	16.2%	36.7%	27.0%	6.0%	3.1%	11.0%
Q1i. Overall effectiveness of communication with the public	9.7%	37.7%	30.2%	11.5%	3.4%	7.6%
Q1j. Overall quality of Parks and Recreation facilities and programs	15.0%	38.0%	20.4%	10.4%	3.1%	13.1%
Q1k. Overall appearance of major entryways to the City	10.3%	34.8%	28.2%	15.9%	8.1%	2.7%

EXCLUDING DON'T KNOW

Q1. Please rate each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police protection	17.7%	42.8%	24.9%	10.6%	4.1%
Q1b. Overall quality of fire protection and rescue services	37.2%	48.4%	11.8%	1.8%	0.8%
Q1c. Overall maintenance of City streets	7.6%	30.9%	30.5%	22.1%	8.8%
Q1d. Overall flow of traffic in the City	4.8%	23.1%	26.6%	29.1%	16.5%
Q1e. Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	11.3%	26.4%	36.4%	15.1%	10.7%
Q1f. Overall quality of water and sewer utilities	20.5%	49.6%	19.5%	6.3%	4.2%
Q1g. Overall enforcement of codes and ordinances	12.6%	32.4%	32.8%	15.4%	6.8%
Q1h. Overall quality of customer service received from City employees	18.2%	41.2%	30.4%	6.8%	3.4%
Q1i. Overall effectiveness of communication with the public	10.5%	40.7%	32.7%	12.4%	3.7%
Q1j. Overall quality of Parks and Recreation facilities and programs	17.3%	43.8%	23.5%	12.0%	3.5%
Q1k. Overall appearance of major entryways to the City	10.6%	35.8%	29.0%	16.3%	8.3%

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	278	32.8 %
Overall quality of fire protection and rescue services	5	0.6 %
Overall maintenance of City streets	123	14.5 %
Overall flow of traffic in the City	121	14.3 %
Overall quality of the public transit system	32	3.8 %
Overall quality of water & sewer utilities	29	3.4 %
Overall enforcement of codes & ordinances	28	3.3 %
Overall quality of customer service received from City employees	15	1.8 %
Overall effectiveness of communication with the public	24	2.8 %
Overall quality of Parks & Recreation facilities & programs	40	4.7 %
Overall appearance of major entryways to the City	54	6.4 %
None chosen	98	11.6 %
Total	847	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	57	6.7 %
Overall quality of fire protection and rescue services	60	7.1 %
Overall maintenance of City streets	136	16.1 %
Overall flow of traffic in the City	142	16.8 %
Overall quality of the public transit system	42	5.0 %
Overall quality of water & sewer utilities	27	3.2 %
Overall enforcement of codes & ordinances	48	5.7 %
Overall quality of customer service received from City employees	18	2.1 %
Overall effectiveness of communication with the public	50	5.9 %
Overall quality of Parks & Recreation facilities & programs	41	4.8 %
Overall appearance of major entryways to the City	57	6.7 %
None chosen	169	20.0 %
Total	847	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	36	4.3 %
Overall quality of fire protection and rescue services	19	2.2 %
Overall maintenance of City streets	80	9.4 %
Overall flow of traffic in the City	75	8.9 %
Overall quality of the public transit system	38	4.5 %
Overall quality of water & sewer utilities	39	4.6 %
Overall enforcement of codes & ordinances	56	6.6 %
Overall quality of customer service received from City employees	35	4.1 %
Overall effectiveness of communication with the public	61	7.2 %
Overall quality of Parks & Recreation facilities & programs	67	7.9 %
Overall appearance of major entryways to the City	67	7.9 %
None chosen	274	32.3 %
Total	847	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years? (Sum of top three choices)

<u>Q2. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	371	43.8 %
Overall quality of fire protection and rescue services	84	9.9 %
Overall maintenance of City streets	339	40.0 %
Overall flow of traffic in the City	338	39.9 %
Overall quality of the public transit system	112	13.2 %
Overall quality of water & sewer utilities	95	11.2 %
Overall enforcement of codes & ordinances	132	15.6 %
Overall quality of customer service received from City employees	68	8.0 %
Overall effectiveness of communication with the public	135	15.9 %
Overall quality of Parks & Recreation facilities & programs	148	17.5 %
Overall appearance of major entryways to the City	178	21.0 %
None chosen	98	11.6 %
Total	2098	

Q3. Please rate each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by the City of Fayetteville	10.6%	47.3%	27.5%	8.4%	2.6%	3.5%
Q3b. Overall image and appearance of the City	8.7%	34.9%	28.6%	20.7%	4.7%	2.4%
Q3c. Overall police relationship with your community	14.4%	36.2%	26.3%	13.2%	4.5%	5.3%
Q3d. Overall preparedness to manage development and growth	6.1%	22.4%	30.9%	20.2%	9.4%	10.9%
Q3e. Overall quality of life in the City	8.3%	40.1%	28.8%	14.0%	5.3%	3.4%
Q3f. Overall quality of life in your neighborhood	16.8%	43.8%	21.8%	10.5%	5.2%	1.9%
Q3g. Overall availability of arts and cultural amenities	10.6%	31.3%	28.5%	14.4%	3.9%	11.3%
Q3h. Overall appearance of major corridors	6.1%	30.2%	33.1%	16.6%	7.2%	6.7%
Q3i. Overall Downtown Fayetteville experience	10.6%	42.9%	25.0%	10.5%	4.1%	6.8%
Q3j. Overall value you receive for your City taxes and fees	5.1%	24.4%	28.1%	23.0%	15.2%	4.1%

EXCLUDING DON'T KNOW

Q3. Please rate each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City of Fayetteville	11.0%	49.1%	28.5%	8.7%	2.7%
Q3b. Overall image and appearance of the City	8.9%	35.8%	29.3%	21.2%	4.8%
Q3c. Overall police relationship with your community	15.2%	38.3%	27.8%	14.0%	4.7%
Q3d. Overall preparedness to manage development and growth	6.9%	25.2%	34.7%	22.6%	10.6%
Q3e. Overall quality of life in the City	8.6%	41.6%	29.8%	14.5%	5.5%
Q3f. Overall quality of life in your neighborhood	17.1%	44.6%	22.3%	10.7%	5.3%
Q3g. Overall availability of arts and cultural amenities	12.0%	35.3%	32.1%	16.2%	4.4%
Q3h. Overall appearance of major corridors	6.6%	32.4%	35.4%	17.8%	7.7%
Q3i. Overall Downtown Fayetteville experience	11.4%	46.0%	26.9%	11.3%	4.4%
Q3j. Overall value you receive for your City taxes and fees	5.3%	25.5%	29.3%	24.0%	15.9%

Q4. Please indicate whether you or other members of your household have participated in the following activities during the past year, by circling YES or NO, for each of the items listed below.

(N=847)

	Yes	No	Don't Know
Q4a. Used a City recreation center	50.2%	49.6%	0.1%
Q4b. Used the City swimming pool	9.6%	90.2%	0.2%
Q4c. Participated in City athletic programs	20.0%	79.9%	0.1%
Q4d. Participated in other City recreation programs	31.1%	68.7%	0.2%
Q4e. Visited a neighborhood or City park	71.0%	29.0%	0.0%
Q4f. Participated in a community watch program or crime meeting	42.1%	57.7%	0.1%
Q4g. Participated in a public meeting of an appointed board or commission	21.4%	78.6%	0.0%
Q4h. Attended or viewed a City Council meeting	31.2%	68.8%	0.0%
Q4i. Ridden the FAST Bus System and/or FASTTRAC! ADA Van System	17.4%	82.0%	0.6%
Q4j. Attended the Dogwood Festival	59.0%	40.9%	0.1%
Q4k. Attended the International Folk Festival	50.6%	49.3%	0.1%
Q4l. Visited the North Carolina Veterans Park	64.4%	35.5%	0.1%
Q4m. Attended an event at, or visited, Festival Park	60.2%	39.5%	0.4%
Q4n. Called Code Enforcement	27.3%	71.7%	0.9%
Q4o. Called or visited the Police Department	56.2%	43.8%	0.0%
Q4p. Visited Downtown Fayetteville	74.5%	25.5%	0.0%
Q4q. Used the downtown parking deck	21.4%	78.5%	0.1%

Q4. Please indicate whether you or other members of your household have participated in the following activities during the past year, by circling YES or NO, for each of the items listed below.

	Yes	No	Don't know
Q4r. Watched the City show, Kaleidoscope	21.5%	78.4%	0.1%
Q4s. Used the Fayetteville Regional Airport	54.4%	45.5%	0.1%
Q4t. Used Fire Department service	25.9%	74.1%	0.0%
Q4u. Contacted the Fayetteville Call Center (433-1FAY)	17.1%	82.3%	0.6%
Q4v. Visited the City's website or followed the City on Facebook or Twitter	40.5%	59.4%	0.1%

Q5. Please rate each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. City efforts to prevent crime	9.9%	33.6%	26.3%	20.1%	6.6%	3.4%
Q5b. Enforcement of local traffic laws	9.2%	36.0%	24.2%	19.4%	7.0%	4.3%
Q5c. How quickly police respond to emergencies	13.2%	31.8%	22.8%	11.1%	5.9%	15.2%
Q5d. The frequency that police officers patrol your neighborhood	10.7%	27.5%	23.5%	21.3%	11.7%	5.3%
Q5e. City efforts to prevent fires	15.3%	35.2%	23.3%	2.1%	1.5%	22.6%
Q5f. Enforcement of fire code	13.8%	33.6%	23.0%	3.0%	1.4%	25.1%

EXCLUDING DON'T KNOW

Q5. Please rate each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. City efforts to prevent crime	10.3%	34.8%	27.3%	20.8%	6.8%
Q5b. Enforcement of local traffic laws	9.6%	37.6%	25.3%	20.2%	7.3%
Q5c. How quickly police respond to emergencies	15.6%	37.5%	26.9%	13.1%	7.0%
Q5d. The frequency that police officers patrol your neighborhood	11.3%	29.1%	24.8%	22.4%	12.3%
Q5e. City efforts to prevent fires	19.8%	45.4%	30.0%	2.7%	2.0%
Q5f. Enforcement of fire code	18.5%	45.0%	30.8%	3.9%	1.9%

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=847)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q6a. When walking alone in your neighborhood during the day	32.8%	41.3%	11.3%	9.2%	3.1%	2.2%
Q6b. When walking alone in your neighborhood at night	10.7%	25.7%	16.3%	22.9%	16.3%	8.0%
Q6c. When walking alone in the park nearest to your home during the day	16.4%	30.0%	19.2%	12.5%	5.7%	16.2%
Q6d. When visiting recreation centers	17.5%	35.5%	19.1%	4.5%	1.4%	22.0%
Q6e. In Downtown Fayetteville	14.9%	44.0%	22.0%	8.5%	1.7%	9.0%
Q6f. Overall feeling of safety in Fayetteville	8.5%	39.7%	30.2%	15.6%	4.4%	1.7%
Q6g. When riding FAST buses	2.5%	7.8%	13.5%	2.8%	1.4%	72.0%

EXCLUDING 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: (excluding "Don't Know")

(N=847)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6a. When walking alone in your neighborhood during the day	33.6%	42.3%	11.6%	9.4%	3.1%
Q6b. When walking alone in your neighborhood at night	11.7%	28.0%	17.7%	24.9%	17.7%
Q6c. When walking alone in the park nearest to your home during the day	19.6%	35.8%	23.0%	14.9%	6.8%
Q6d. When visiting recreation centers	22.4%	45.5%	24.5%	5.7%	1.8%
Q6e. In Downtown Fayetteville	16.3%	48.4%	24.1%	9.3%	1.8%
Q6f. Overall feeling of safety in Fayetteville	8.6%	40.3%	30.7%	15.8%	4.4%
Q6g. When riding FAST buses	8.9%	27.8%	48.1%	10.1%	5.1%

Q7. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Quality and condition of City parks and recreation facilities	14.2%	41.0%	21.1%	5.9%	1.8%	16.1%
Q7b. Quality and condition of greenways and trails in the City	10.6%	35.7%	21.0%	5.8%	1.8%	25.1%
Q7c. Diversity of City recreation opportunities	10.6%	29.9%	24.6%	10.7%	2.4%	21.8%
Q7d. Overall quality of the City's recreation programs and services	9.4%	34.1%	23.7%	8.3%	1.2%	23.3%
Q7e. Cultural programming (events, concerts, festivals)	15.0%	37.7%	21.5%	9.2%	1.7%	15.0%
Q7f. Customer service provided by City's parks and recreation staff	11.7%	32.7%	22.0%	4.6%	0.8%	28.2%
Q7g. Availability of City parks	13.9%	37.7%	20.7%	10.4%	2.5%	14.9%
Q7h. Availability of biking trails	7.3%	22.1%	22.1%	10.9%	5.8%	31.9%
Q7i. Availability of swimming pools	5.0%	13.7%	15.8%	15.5%	14.8%	35.3%

EXCLUDING DON'T KNOW

Q7. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Quality and condition of City parks and recreation facilities	16.9%	48.8%	25.2%	7.0%	2.1%
Q7b. Quality and condition of greenways and trails in the City	14.2%	47.6%	28.1%	7.7%	2.4%
Q7c. Diversity of City recreation opportunities	13.6%	38.2%	31.4%	13.7%	3.0%
Q7d. Overall quality of the City's recreation programs and services	12.3%	44.5%	30.9%	10.8%	1.5%
Q7e. Cultural programming (events, concerts, festivals)	17.6%	44.3%	25.3%	10.8%	1.9%
Q7f. Customer service provided by City's parks and recreation staff	16.3%	45.6%	30.6%	6.4%	1.2%
Q7g. Availability of City parks	16.4%	44.2%	24.3%	12.2%	2.9%
Q7h. Availability of biking trails	10.7%	32.4%	32.4%	15.9%	8.5%
Q7i. Availability of swimming pools	7.7%	21.2%	24.5%	23.9%	22.8%

Q8. Which TWO of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q8. 1st choice	Number	Percent
Quality & condition of City parks & recreation facilities	110	13.0 %
Quality & condition of greenways & trails in the City	50	5.9 %
Diversity of City recreation opportunities	65	7.7 %
Overall quality of the City's recreation programs & services	49	5.8 %
Cultural programming (events, concerts, festivals)	70	8.3 %
Customer service provided by City's parks & recreation staff	20	2.4 %
Availability of City parks	31	3.7 %
Availability of biking trails	66	7.8 %
Availability of swimming pools	144	17.0 %
None chosen	242	28.6 %
Total	847	100.0 %

Q8. Which TWO of the Parks and Recreation items listed above 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	57	6.7 %
Quality & condition of greenways & trails in the City	49	5.8 %
Diversity of City recreation opportunities	68	8.0 %
Overall quality of the City's recreation programs & services	45	5.3 %
Cultural programming (events, concerts, festivals)	62	7.3 %
Customer service provided by City's parks & recreation staff	33	3.9 %
Availability of City parks	67	7.9 %
Availability of biking trails	55	6.5 %
Availability of swimming pools	74	8.7 %
None chosen	337	39.8 %
Total	847	100.0 %

Q8. Which TWO of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of top two choices)

Q8. Sum of Top Two Choices	Number	Percent
Quality & condition of City parks & recreation facilities	167	19.7 %
Quality & condition of greenways & trails in the City	99	11.7 %
Diversity of City recreation opportunities	133	15.7 %
Overall quality of the City's recreation programs & services	94	11.1 %
Cultural programming (events, concerts, festivals)	132	15.6 %
Customer service provided by City's parks & recreation staff	53	6.3 %
Availability of City parks	98	11.6 %
Availability of biking trails	121	14.3 %
Availability of swimming pools	218	25.7 %
None chosen	242	28.6 %
Total	1357	

Q9. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Overall quality of street maintenance and repair	5.5%	30.2%	25.5%	27.0%	9.8%	1.9%
Q9b. Condition of streets in your neighborhood	11.2%	44.5%	16.3%	17.5%	9.0%	1.5%
Q9c. Cleanliness of City streets	7.8%	36.7%	26.1%	19.4%	7.9%	2.1%
Q9d. Condition of street signs and traffic signals	12.2%	51.5%	22.6%	7.8%	3.5%	2.5%
Q9e. Cleanliness and appearance of medians and roadsides	7.0%	34.7%	25.7%	22.9%	7.9%	1.8%
Q9f. Condition of sidewalks	5.9%	31.9%	27.2%	15.9%	11.0%	8.1%
Q9g. Condition of City parks	10.2%	39.7%	24.7%	7.0%	2.5%	16.1%
Q9h. Cleanliness of stormwater drains and creeks in your neighborhood	8.3%	33.5%	25.0%	16.1%	8.7%	8.4%
Q9i. How quickly street repairs are made	4.0%	24.3%	23.7%	23.0%	11.9%	13.0%

EXCLUDING DON'T KNOW

Q9. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Overall quality of street maintenance and repair	5.7%	30.8%	26.0%	27.6%	10.0%
Q9b. Condition of streets in your neighborhood	11.4%	45.2%	16.5%	17.7%	9.1%
Q9c. Cleanliness of City streets	8.0%	37.5%	26.7%	19.8%	8.1%
Q9d. Condition of street signs and traffic signals	12.5%	52.8%	23.1%	8.0%	3.6%
Q9e. Cleanliness and appearance of medians and roadsides	7.1%	35.3%	26.2%	23.3%	8.1%
Q9f. Condition of sidewalks	6.4%	34.7%	29.6%	17.4%	12.0%
Q9g. Condition of City parks	12.1%	47.3%	29.4%	8.3%	3.0%
Q9h. Cleanliness of stormwater drains and creeks in your neighborhood	9.0%	36.6%	27.3%	17.5%	9.5%
Q9i. How quickly street repairs are made	4.6%	28.0%	27.3%	26.5%	13.7%

Q10. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q10. 1st choice	Number	Percent
Overall quality of street maintenance & repair	236	27.9 %
Condition of streets in your neighborhood	61	7.2 %
Cleanliness of City streets	67	7.9 %
Condition of street signs & traffic signals	22	2.6 %
Cleanliness & appearance of medians & roadsides	52	6.1 %
Condition of sidewalks	88	10.4 %
Condition of City parks	21	2.5 %
Cleanliness of stormwater drains & creeks in your neighborhood	71	8.4 %
How quickly street repairs are made	104	12.3 %
None chosen	125	14.8 %
Total	847	100.0 %

Q10. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q10. 2nd choice	Number	Percent
Overall quality of street maintenance & repair	91	10.7 %
Condition of streets in your neighborhood	71	8.4 %
Cleanliness of City streets	68	8.0 %
Condition of street signs & traffic signals	34	4.0 %
Cleanliness & appearance of medians & roadsides	103	12.2 %
Condition of sidewalks	62	7.3 %
Condition of City parks	37	4.4 %
Cleanliness of stormwater drains & creeks in your neighborhood	75	8.9 %
How quickly street repairs are made	104	12.3 %
None chosen	202	23.8 %
Total	847	100.0 %

Q10. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q10. 3rd choice	Number	Percent
Overall quality of street maintenance & repair	53	6.3 %
Condition of streets in your neighborhood	38	4.5 %
Cleanliness of City streets	76	9.0 %
Condition of street signs & traffic signals	30	3.5 %
Cleanliness & appearance of medians & roadsides	76	9.0 %
Condition of sidewalks	53	6.3 %
Condition of City parks	31	3.7 %
Cleanliness of stormwater drains & creeks in your neighborhood	68	8.0 %
How quickly street repairs are made	115	13.6 %
None chosen	307	36.2 %
Total	847	100.0 %

Q10. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of top three choices)

Q10. Sum of top three choices	Number	Percent
Overall quality of street maintenance & repair	380	44.9 %
Condition of streets in your neighborhood	170	20.1 %
Cleanliness of City streets	211	24.9 %
Condition of street signs & traffic signals	86	10.2 %
Cleanliness & appearance of medians & roadsides	231	27.3 %
Condition of sidewalks	203	24.0 %
Condition of City parks	89	10.5 %
Cleanliness of stormwater drains & creeks in your neighborhood	214	25.3 %
How quickly street repairs are made	323	38.1 %
None chosen	125	14.8 %
Total	2032	

Q11. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Overall quality of new residential development in the City	10.2%	32.9%	26.7%	9.9%	6.1%	14.2%
Q11b. Overall quality of new commercial development (stores, restaurants, etc.)	10.9%	36.8%	27.2%	12.2%	4.1%	8.9%
Q11c. How well the City is planning for growth	6.7%	24.9%	24.7%	17.6%	11.5%	14.6%

EXCLUDING DON'T KNOW

Q11. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Overall quality of new residential development in the City	11.8%	38.4%	31.1%	11.6%	7.2%
Q11b. Overall quality of new commercial development (stores, restaurants, etc.)	11.9%	40.4%	29.8%	13.3%	4.5%
Q11c. How well the City is planning for growth	7.9%	29.2%	28.9%	20.6%	13.4%

Q12. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Enforcement of junk and debris cleanup on private property	6.4%	25.5%	23.0%	23.1%	12.6%	9.3%
Q12b. Enforcement of mowing on private property	6.4%	26.2%	26.8%	18.5%	9.2%	12.9%
Q12c. Removal of abandoned or inoperative vehicles from private property	6.0%	22.6%	24.6%	19.6%	10.6%	16.6%
Q12d. Appearance of houses in your neighborhood	17.2%	38.8%	21.7%	13.5%	5.3%	3.4%
Q12e. Graffiti removal	9.8%	25.7%	27.7%	6.4%	3.4%	26.9%
Q12f. Enforcement of the sign ordinance	7.8%	29.5%	29.3%	6.6%	3.1%	23.7%
Q12g. Enforcement of illegal uses (e.g., property correctly zoned for intended use)	6.0%	24.8%	29.0%	6.0%	3.2%	30.9%
Q12h. Enforcement of ordinance preventing illegal development activity	6.0%	21.9%	24.2%	7.9%	3.3%	36.6%

EXCLUDING DON'T KNOW

Q12. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Enforcement of junk and debris cleanup on private property	7.0%	28.1%	25.4%	25.5%	13.9%
Q12b. Enforcement of mowing on private property	7.3%	30.1%	30.8%	21.3%	10.6%
Q12c. Removal of abandoned or inoperative vehicles from private property	7.2%	27.1%	29.5%	23.5%	12.7%
Q12d. Appearance of houses in your neighborhood	17.8%	40.2%	22.5%	13.9%	5.5%
Q12e. Graffiti removal	13.4%	35.2%	38.0%	8.7%	4.7%
Q12f. Enforcement of the sign ordinance	10.2%	38.7%	38.4%	8.7%	4.0%
Q12g. Enforcement of illegal uses (e.g., property correctly zoned for intended use)	8.7%	35.9%	42.1%	8.7%	4.6%
Q12h. Enforcement of ordinance preventing illegal development activity	9.5%	34.5%	38.2%	12.5%	5.2%

Q13. How responsive is the City to your code enforcement requests for service/complaints?

Q13. How responsive is the City to your code enforcement requests for service/complaints?	Number	Percent
Very much	122	14.4 %
Somewhat	272	32.1 %
Not at all	57	6.7 %
Not applicable	396	46.8 %
Total	847	100.0 %

EXCLUDING NOT APPLICABLE

Q13. How responsive is the City to your code enforcement requests for service/complaints? (excluding "Not Applicable")

Q13. How responsive is the City to your code enforcement requests for service/complaints?	Number	Percent
Very much	122	27.1 %
Somewhat	272	60.3 %
Not at all	57	12.6 %
Total	451	100.0 %

Q14. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Solid waste collection services	29.5%	43.7%	12.8%	6.5%	3.4%	4.1%
Q14b. Curbside recycling services	31.4%	44.0%	10.5%	7.7%	3.2%	3.2%
Q14c. Bulky item pick up/removal services (old furniture, appliances, etc.)	23.8%	36.1%	16.0%	10.3%	5.1%	8.9%
Q14d. Yard waste (leaves/tree limbs) collection services	26.3%	41.0%	14.0%	9.0%	5.0%	4.7%
Q14e. Quality of drinking water	23.3%	40.9%	18.1%	9.2%	4.5%	4.1%
Q14f. Sewer services	22.3%	45.9%	16.6%	4.3%	3.3%	7.6%
Q14g. Stream and lake (watershed) protection	11.3%	30.8%	20.9%	6.4%	2.5%	28.1%
Q14h. Drainage of City streets	11.0%	39.1%	25.5%	13.2%	5.2%	6.0%
Q14i. Loose leaf collection	18.8%	34.7%	16.3%	14.0%	9.2%	7.0%

EXCLUDING DON'T KNOW

Q14. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Solid waste collection services	30.8%	45.6%	13.3%	6.8%	3.6%
Q14b. Curbside recycling services	32.4%	45.5%	10.9%	7.9%	3.3%
Q14c. Bulky item pick up/ removal services (old furniture, appliances, etc.)	26.1%	39.6%	17.5%	11.3%	5.6%
Q14d. Yard waste (leaves/tree limbs) collection services	27.6%	43.0%	14.7%	9.4%	5.2%
Q14e. Quality of drinking water	24.3%	42.6%	18.8%	9.6%	4.7%
Q14f. Sewer services	24.1%	49.7%	18.0%	4.6%	3.6%
Q14g. Stream and lake (watershed) protection	15.8%	42.9%	29.1%	8.9%	3.4%
Q14h. Drainage of City streets	11.7%	41.6%	27.1%	14.1%	5.5%
Q14i. Loose leaf collection	20.2%	37.3%	17.5%	15.1%	9.9%

Q15. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Adequacy of public parking in Downtown Fayetteville	7.8%	29.2%	23.4%	18.4%	7.7%	13.6%
Q15b. Availability of public transportation services in FAST bus system	5.7%	15.5%	16.3%	8.4%	3.5%	50.6%
Q15c. Ease of travel by car in the City	11.1%	43.0%	22.7%	15.6%	3.5%	4.1%
Q15d. Ease of walking in the City	7.7%	31.5%	21.4%	15.5%	8.9%	15.1%
Q15e. Ease of biking in the City	3.4%	15.0%	19.6%	16.2%	10.6%	35.2%
Q15f. Overall traffic safety	5.8%	32.6%	27.4%	21.4%	7.9%	5.0%
Q15g. Timing of traffic signals	6.0%	35.1%	23.7%	21.4%	11.1%	2.7%
Q15h. Condition and usability of the Fayetteville Regional Airport	15.8%	43.1%	17.4%	4.5%	1.9%	17.4%

EXCLUDING DON'T KNOW

Q15. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Adequacy of public parking in Downtown Fayetteville	9.0%	33.7%	27.0%	21.3%	8.9%
Q15b. Availability of public transportation services in FAST bus system	11.5%	31.3%	33.0%	17.0%	7.2%
Q15c. Ease of travel by car in the City	11.6%	44.8%	23.6%	16.3%	3.7%
Q15d. Ease of walking in the City	9.0%	37.1%	25.2%	18.2%	10.4%
Q15e. Ease of biking in the City	5.3%	23.1%	30.2%	25.0%	16.4%
Q15f. Overall traffic safety	6.1%	34.3%	28.8%	22.5%	8.3%
Q15g. Timing of traffic signals	6.2%	36.0%	24.4%	22.0%	11.4%
Q15h. Condition and usability of the Fayetteville Regional Airport	19.1%	52.1%	21.0%	5.4%	2.3%

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

Q16. 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?

	Number	Percent
Yes	394	46.5 %
No	450	53.1 %
Not provided	3	0.4 %
Total	847	100.0 %

Q16a. If YES to Q16: Using a 5-point scale, 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=394)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. How easy they were to contact	20.1%	44.7%	17.3%	11.4%	5.6%	1.0%
Q16b. Courtesy of employees	30.7%	42.4%	13.7%	7.6%	3.6%	2.0%
Q16c. Accuracy of the information and assistance you were given	23.4%	42.1%	14.0%	12.7%	5.3%	2.5%
Q16d. Time it took for your request to be answered	18.0%	38.3%	18.3%	14.0%	9.9%	1.5%
Q16e. How well your issue was handled	20.3%	37.8%	17.5%	10.9%	12.2%	1.3%
Q16f. The resolution to your issue/concern	20.3%	39.3%	15.5%	10.7%	12.7%	1.5%

EXCLUDING DON'T KNOW

Q16a. If YES to Q16: Using a 5-point scale, 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: (excluding "Don't Know")

(N=394)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. How easy they were to contact	20.3%	45.1%	17.4%	11.5%	5.6%
Q16b. Courtesy of employees	31.3%	43.3%	14.0%	7.8%	3.6%
Q16c. Accuracy of the information and assistance you were given	24.0%	43.2%	14.3%	13.0%	5.5%
Q16d. Time it took for your request to be answered	18.3%	38.9%	18.6%	14.2%	10.1%
Q16e. How well your issue was handled	20.6%	38.3%	17.7%	11.1%	12.3%
Q16f. The resolution to your issue/concern	20.6%	39.9%	15.7%	10.8%	12.9%

Q17. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Availability of information about City programs and services	13.0%	41.0%	22.6%	9.4%	3.1%	11.0%
Q17b. City efforts to keep you informed about local issues	11.3%	37.5%	24.7%	12.3%	5.1%	9.1%
Q17c. Level of public involvement in local decisions	5.1%	26.1%	29.6%	15.7%	6.5%	17.0%
Q17d. Usefulness of information available on the City's website	8.7%	30.0%	23.6%	5.0%	2.1%	30.5%

EXCLUDING DON'T KNOW

Q17. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "Don't Know")

(N=847)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Availability of information about City programs and services	14.6%	46.0%	25.3%	10.6%	3.4%
Q17b. City efforts to keep you informed about local issues	12.5%	41.2%	27.2%	13.5%	5.6%
Q17c. Level of public involvement in local decisions	6.1%	31.5%	35.6%	18.9%	7.8%
Q17d. Usefulness of information available on the City's website	12.6%	43.2%	34.0%	7.1%	3.1%

Q18. Which of the following methods do you use to get information about the City of Fayetteville?

Q18. Which of the following methods do you use to get information about the City of Fayetteville?	Number	Percent
City Manager's Weekly Report	29	3.4 %
City representatives at events or meetings	73	8.6 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	268	31.6 %
City's social media: Facebook, Twitter, or YouTube	115	13.6 %
The Police Department's social media: Facebook, Twitter, YouTube	91	10.7 %
The City's Kaleidoscope program	48	5.7 %
Live televised City Council meetings	166	19.6 %
1-FAY Call Center (433-1FAY)	78	9.2 %
City website (www.ci.fayetteville.nc.us), including all sub-websites	338	39.9 %
Fayetteville's citizen E-news	36	4.3 %
Local newspapers	564	66.6 %
Community Access Channel 7	203	24.0 %
Local radio news	271	32.0 %
Local television news	462	54.5 %
Community blogs or list serves	28	3.3 %
Paid advertising in local media outlets	167	19.7 %
Other websites	65	7.7 %
None chosen	40	4.7 %
Total	3042	

Q19. Which THREE sources of information listed in #18 are your preferred methods to get information about the City of Fayetteville? (Sum of top three choices)

<u>Q19. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
City Manager's Weekly Report	20	2.4 %
City representatives at events or meetings	23	2.7 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	142	16.8 %
City's social media: Facebook, Twitter, or YouTube	49	5.8 %
The Police Department's social media: Facebook, Twitter, YouTube	40	4.7 %
The City's Kaleidoscope program	8	0.9 %
Live televised City Council meetings	54	6.4 %
1-FAY Call Center (433-1FAY)	25	3.0 %
City website (www.ci.fayetteville.nc.us), including all sub-websites	238	28.1 %
Fayetteville's citizen E-news	13	1.5 %
Local newspapers	454	53.6 %
Community Access Channel 7	83	9.8 %
Local radio news	165	19.5 %
Local television news	359	42.4 %
Community blogs or list serves	8	0.9 %
Paid advertising in local media outlets	59	7.0 %
Other websites	25	3.0 %
<u>None chosen</u>	<u>107</u>	<u>12.6 %</u>
Total	1872	

Q20. Do you think the level of public involvement in the City of Fayetteville is:

Q20. Do you think the level of public involvement in the City of Fayetteville is:

	Number	Percent
Too high--too many opportunities for public involvement	9	1.1 %
About right	323	38.1 %
Too low--not enough opportunities for public involvement	418	49.4 %
Not provided	97	11.5 %

Q21. Have you heard about the City's Strategic Plan?

Q21. Have you heard about the City's Strategic Plan?

	Number	Percent
Yes	165	19.5 %
No	646	76.3 %
Not provided	36	4.3 %
Total	847	100.0 %

Q22. Using a scale of 1 to 5, where a 5 means "Excellent" and a 1 means "Poor," please rate the City of Fayetteville with regard to the following:

(N=847)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q22a. As a place to live	14.0%	44.9%	22.9%	12.0%	4.5%	1.7%
Q22b. As a place to raise children	12.4%	39.6%	21.3%	15.6%	6.8%	4.4%
Q22c. As a place to play	9.3%	33.1%	25.7%	18.8%	7.9%	5.2%
Q22d. As a place to work	11.7%	37.3%	23.4%	15.6%	7.2%	4.8%
Q22e. As a place to retire	14.8%	36.5%	21.4%	13.1%	9.8%	4.5%
Q22f. As a place to visit	14.2%	36.7%	22.1%	15.8%	8.4%	2.8%
Q22g. As a place with a lively downtown	9.6%	27.7%	26.4%	18.7%	9.4%	8.1%
Q22h. As a partner with its citizens	6.6%	26.3%	30.5%	17.8%	7.9%	10.9%
Q22i. As a sustainable community	8.9%	33.3%	30.0%	14.9%	5.9%	7.1%
Q22j. As a City that is moving in the right direction	10.7%	34.6%	26.8%	14.0%	7.6%	6.3%

EXCLUDING DON'T KNOW

Q22. Using a scale of 1 to 5, where a 5 means "Excellent" and a 1 means "Poor," please rate the City of Fayetteville with regard to the following: (excluding "Don't Know")

(N=847)

	Excellent	Good	Neutral	Below Average	Poor
Q22a. As a place to live	14.3%	45.6%	23.3%	12.2%	4.6%
Q22b. As a place to raise children	13.0%	41.4%	22.2%	16.3%	7.2%
Q22c. As a place to play	9.8%	34.9%	27.1%	19.8%	8.3%
Q22d. As a place to work	12.3%	39.2%	24.6%	16.4%	7.6%
Q22e. As a place to retire	15.5%	38.2%	22.4%	13.7%	10.3%
Q22f. As a place to visit	14.6%	37.8%	22.7%	16.3%	8.6%
Q22g. As a place with a lively downtown	10.4%	30.2%	28.8%	20.3%	10.3%
Q22h. As a partner with its citizens	7.4%	29.5%	34.2%	20.0%	8.9%
Q22i. As a sustainable community	9.5%	35.8%	32.3%	16.0%	6.4%
Q22j. As a City that is moving in the right direction	11.5%	36.9%	28.6%	15.0%	8.1%

Q25. Using a scale of 1 to 5, where a 5 means "Very Willing" and a 1 means "Not Willing At All," please indicate how willing you would be to support additional funding that would:

(N=847)

	Very Willing	Willing	Not Sure	Not Willing At All
Q25a. Increase police facilities and services	25.0%	39.8%	24.0%	11.2%
Q25b. Increase investment in the public transit system (FAST)	13.4%	25.7%	35.8%	25.1%
Q25c. Increase and upgrade parks and recreation facilities	22.8%	37.4%	24.7%	15.1%
Q25d. Increase construction and maintenance of sidewalks	26.4%	36.9%	24.8%	11.8%
Q25e. Investments in the City's transportation network (i.e., improvements to corridors, roads, bridges)	21.7%	39.4%	29.6%	9.3%
Q25f. Increase enforcement of City codes	17.1%	37.3%	32.6%	13.0%
Q25g. Increase citizen engagement opportunities	18.9%	41.0%	29.2%	10.9%
Q25h. Development of incentive programs for beautification efforts (i.e. landscaping, green spaces)	23.2%	37.9%	26.7%	12.2%
Q25i. Increase stormwater infrastructure to address flooding concerns	20.7%	40.1%	29.0%	10.2%

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

Q27. Approximately how many years have you lived in Fayetteville?	Number	Percent
Less than 5 years	113	13.3 %
5-10 years	115	13.6 %
11-20 years	185	21.8 %
More than 20 years	423	49.9 %
Not provided	11	1.3 %
Total	847	100.0 %

Q28. What is your age?

Q28. What is your age?	Number	Percent
18-34 years	194	22.9 %
35-44 years	191	22.6 %
45-54 years	173	20.4 %
55-64 years	155	18.3 %
65-74 years	81	9.6 %
75+ years	45	5.3 %
Not provided	8	0.9 %
Total	847	100.0 %

Q29. Do you have access to the Internet?

Q29. Do you have access to the Internet?	Number	Percent
Yes	732	86.4 %
No	115	13.6 %
Total	847	100.0 %

Q30. Using a scale of 0 to 3, where a 0 means "Never" and a 3 means "25 Times or More" please indicate how many times within the past twelve months you have done the following:

(N=847)

	Never	1-10 Times	11-24 Times	25 Times or More
Q30a. Worked on a community project	62.2%	29.3%	3.9%	4.6%
Q30b. Attended a public meeting (i.e. City, County, or school meeting)	50.1%	39.0%	6.7%	4.3%
Q30c. Attended a club or organization's meeting	49.3%	32.4%	10.8%	7.5%

Q31. Are you active duty military or military dependent?

Q31. Are you active duty military or military dependent?	Number	Percent
Yes	213	25.1 %
No	634	74.9 %
Total	847	100.0 %

Q32. What is your gender?

Q32. What is your gender?	Number	Percent
Male	412	48.6 %
Female	435	51.4 %
Total	847	100.0 %

Q33. Do you own or rent your current residence?

Q33. Do you own or rent your current residence?	Number	Percent
Own	567	66.9 %
Rent	273	32.2 %
Not provided	7	0.8 %
Total	847	100.0 %

Q34. Which of the following best describes your race/ethnicity?

Q34. Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	23	2.7 %
White	362	42.7 %
American Indian/Eskimo	21	2.5 %
Black/African American	356	42.0 %
Hispanic, Latino, or other Spanish ancestry	88	10.4 %
Other	22	2.6 %
Not provided	10	1.2 %
Total	882	

Q34. Other

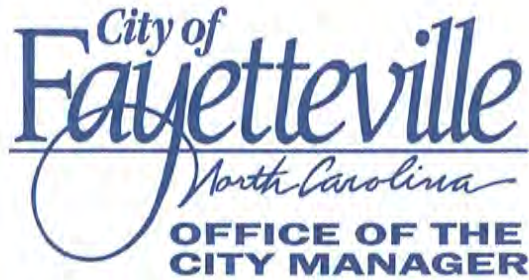
Q34 Other

NORDIC AMERICAN
CHAMORRO FROM GUAM

Q35. Would you say your total annual household income is:

Q35. Would you say your total annual household income is:	Number	Percent
Under \$30,000	162	19.1 %
\$30,000-\$59,999	233	27.5 %
\$60,000-\$99,999	224	26.4 %
\$100,000 or more	138	16.3 %
Not provided	90	10.6 %
Total	847	100.0 %

Section 4:
Survey Instrument



Dear Fayetteville Citizen,

Your input on the enclosed survey is extremely important. We appreciate the opportunity to serve you and want to learn how to serve you better. The City of Fayetteville is conducting a 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.

As the new City Manager of Fayetteville, I eagerly await the results of this survey and sincerely appreciate your feedback.

If you have any questions, please contact the City at (910) 433-1068. Thank you for allowing us to serve you. We look forward to hearing your opinions.

Sincerely,

A handwritten signature in blue ink that reads "Theodore L. Voorhees".

Theodore L. Voorhees
City Manager, ICMA-CM

Enclosure

433 HAY STREET
FAYETTEVILLE, NC 28301-5537
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www.cityoffayetteville.org
www.facebook.com/cityoffayettevillegovernment Twitter @CityOfFayNC



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. If you have questions, please contact Management Services Manager Rebecca Rogers-Carter, at (910) 433-1068. The survey is intended for City of Fayetteville residents only.

1. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item on 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
A. Overall quality of police protection	5	4	3	2	1	9
B. Overall quality of fire protection and rescue services	5	4	3	2	1	9
C. Overall maintenance of City streets	5	4	3	2	1	9
D. Overall flow of traffic in the City	5	4	3	2	1	9
E. Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	5	4	3	2	1	9
F. Overall quality of water and sewer utilities	5	4	3	2	1	9
G. Overall enforcement of codes and ordinances	5	4	3	2	1	9
H. Overall quality of customer service received from City employees	5	4	3	2	1	9
I. Overall effectiveness of communication with the public	5	4	3	2	1	9
J. Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9
K. Overall appearance of major entryways to the City	5	4	3	2	1	9

2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years? (Write the letters below for your top three choices using the letters from the list in Question 1 above).

1st _____ 2nd _____ 3rd _____

3. Several items that may influence your perception of the City of Fayetteville are listed below. Please rate each item on 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
A. Overall quality of services provided by the City of Fayetteville	5	4	3	2	1	9
B. Overall image and appearance of the City	5	4	3	2	1	9
C. Overall police relationship with your community	5	4	3	2	1	9
D. Overall preparedness to manage development and growth	5	4	3	2	1	9
E. Overall quality of life in the City	5	4	3	2	1	9
F. Overall quality of life in your neighborhood	5	4	3	2	1	9
G. Overall availability of arts and cultural amenities	5	4	3	2	1	9
H. Overall appearance of major corridors	5	4	3	2	1	9
I. Overall Downtown Fayetteville experience	5	4	3	2	1	9
J. Overall value you receive for your City taxes and fees	5	4	3	2	1	9

4. Please indicate whether you or other members of your household have participated in the following activities during the past year, by circling YES or NO, for each of the items listed below.

- A. Used a City recreation center.....YES.....NO
- B. Used the City swimming pool.....YES.....NO
- C. Participated in City athletic programsYES.....NO
- D. Participated in other City recreation programsYES.....NO
- E. Visited a neighborhood or City parkYES.....NO
- F. Participated in a community watch program or crime meeting.....YES.....NO
- G. Participated in a public meeting of an appointed board or commissionYES.....NO
- H. Attended or viewed a City Council meetingYES.....NO
- I. Ridden the FAST Bus System and/or FASTTRAC! ADA Van SystemYES.....NO
- J. Attended the Dogwood FestivalYES.....NO
- K. Attended the International Folk FestivalYES.....NO
- L. Visited the North Carolina Veterans ParkYES.....NO
- M. Attended an event at, or visited, Festival ParkYES.....NO
- N. Called Code EnforcementYES.....NO
- O. Called or visited the Police DepartmentYES.....NO
- P. Visited Downtown FayettevilleYES.....NO
- Q. Used the downtown parking deckYES.....NO
- R. Watched the City show, KaleidoscopeYES.....NO
- S. Used the Fayetteville Regional Airport.....YES.....NO
- T. Used Fire Department service.....YES.....NO
- U. Contacted the Fayetteville Call Center (433-1FAY).....YES.....NO
- V. Visited the City’s website or followed the City on Facebook or TwitterYES.....NO

5. Public Safety Services. Please rate each item on 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
A.	City efforts to prevent crime	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E.	City efforts to prevent fires	5	4	3	2	1	9
F.	Enforcement of fire code	5	4	3	2	1	9

6. Perception of Public Safety. 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
A.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
B.	When walking alone in your neighborhood at night	5	4	3	2	1	9
C.	When walking alone in the park nearest to your home during the day	5	4	3	2	1	9
D.	When visiting recreation centers	5	4	3	2	1	9
E.	In Downtown Fayetteville	5	4	3	2	1	9
F.	Overall feeling of safety in Fayetteville	5	4	3	2	1	9
G.	When riding FAST buses	5	4	3	2	1	9

7. **Parks and Recreation.** For each of the following, please rate your satisfaction with each item on 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
A.	Quality and condition of City parks and recreation facilities	5	4	3	2	1	9
B.	Quality and condition of greenways and trails in the City	5	4	3	2	1	9
C.	Diversity of City recreation opportunities	5	4	3	2	1	9
D.	Overall quality of the City's recreation programs and services	5	4	3	2	1	9
E.	Cultural programming (events, concerts, festivals)	5	4	3	2	1	9
F.	Customer service provided by City's parks and recreation staff	5	4	3	2	1	9
G.	Availability of City parks	5	4	3	2	1	9
H.	Availability of biking trails	5	4	3	2	1	9
I.	Availability of swimming pools	5	4	3	2	1	9

8. Which TWO of the **Parks and Recreation** items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Write in the letters below using the letters from the list in Question 7).

1st _____ 2nd _____

9. **Maintenance.** For each of the following, please rate your satisfaction with each item on 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
A.	Overall quality of street maintenance and repair	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Cleanliness of City streets	5	4	3	2	1	9
D.	Condition of street signs and traffic signals	5	4	3	2	1	9
E.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
F.	Condition of sidewalks	5	4	3	2	1	9
G.	Condition of City parks	5	4	3	2	1	9
H.	Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9
I.	How quickly street repairs are made	5	4	3	2	1	9

10. Which THREE of the **maintenance** items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Write in the letters below using the letters from the list in Question 9).

1st _____ 2nd _____ 3rd _____

11. **Planning and Zoning:** For each of the following, please rate your satisfaction with each item on 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
A.	Overall quality of new residential development in the City	5	4	3	2	1	9
B.	Overall quality of new commercial development (stores, restaurants, etc.)	5	4	3	2	1	9
C.	How well the City is planning for growth	5	4	3	2	1	9

- 12. Code Enforcement: For each of the following, please rate your satisfaction with each item on 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
A.	Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
B.	Enforcement of mowing on private property	5	4	3	2	1	9
C.	Removal of abandoned or inoperative vehicles from private property	5	4	3	2	1	9
D.	Appearance of houses in your neighborhood	5	4	3	2	1	9
E.	Graffiti removal	5	4	3	2	1	9
F.	Enforcement of the sign ordinance	5	4	3	2	1	9
G.	Enforcement of illegal uses (e.g., property correctly zoned for intended use)	5	4	3	2	1	9
H.	Enforcement of ordinance preventing illegal development activity	5	4	3	2	1	9

- 13. How responsive is the City to your code enforcement requests for service/complaints? (Circle one).**

___(1) Very much
 ___(2) Somewhat

___(3) Not at all
 ___(9) Not applicable

- 14. City Utility Services. For each of the following, please rate your satisfaction with each item on 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
A.	Solid waste collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Yard waste (leaves/tree limbs) collection services	5	4	3	2	1	9
E.	Quality of drinking water	5	4	3	2	1	9
F.	Sewer services	5	4	3	2	1	9
G.	Stream and lake (water-shed) protection	5	4	3	2	1	9
H.	Drainage of City streets	5	4	3	2	1	9
I.	Loose leaf collection	5	4	3	2	1	9

- 15. Transportation and Connectivity. Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:**

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Adequacy of public parking in Downtown Fayetteville	5	4	3	2	1	9
B.	Availability of public transportation services in FAST bus system	5	4	3	2	1	9
C.	Ease of travel by car in the City	5	4	3	2	1	9
D.	Ease of walking in the City	5	4	3	2	1	9
E.	Ease of biking in the City	5	4	3	2	1	9
F.	Overall traffic safety	5	4	3	2	1	9
G.	Timing of traffic signals	5	4	3	2	1	9
H.	Condition and usability of the Fayetteville Regional Airport	5	4	3	2	1	9

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

___(1) Yes [Go to Question 16a]

___(2) No [Go to Question 17]

16a. (ONLY IF “YES” to QUESTION 16) Using a 5-point scale, 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
A.	How easy they were to contact	5	4	3	2	1	9
B.	Courtesy of employees	5	4	3	2	1	9
C.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
D.	Time it took for your request to be answered	5	4	3	2	1	9
E.	How well your issue was handled	5	4	3	2	1	9
F.	The resolution to your issue/concern	5	4	3	2	1	9

17. Communication. For each of the following, please rate your satisfaction with each item on 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
A.	Availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	Level of public involvement in local decisions	5	4	3	2	1	9
D.	Usefulness of information available on the City's website	5	4	3	2	1	9

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

(Check all that apply).

___(01) City Manager's Weekly Report

___(02) City representatives at events or meetings

___(03) City produced printed brochures, flyers, posters, postcards, letters, etc.

___(04) City's social media: Facebook, Twitter, or YouTube

___(05) The Police Department's social media: Facebook, Twitter, YouTube, or Nixle

___(06) The City's Kaleidoscope program

___(07) Live televised City Council meetings

___(08) 1-Fay Call Center (433-1FAY)

___(09) City website (www.ci.fayetteville.nc.us) including all sub-websites: Police, Fire, Parks and Recreation, Transit, Airport, and Downtown

___(10) Fayetteville's citizen E-news

___(11) Local newspapers: Which newspapers? _____

___(12) Community Access Channel 7

___(13) Local radio news: Which stations? _____

___(14) Local television news: Which stations? _____

___(15) Community blogs or list serves

___(16) Paid advertising in local media outlets (Radio/TV/newspapers/magazines)

___(17) Other community websites

19. Which THREE sources of information listed in #18 are your preferred methods to get information about the City of Fayetteville? (Please write the numbers that correspond to your top choices in the spaces provided below).

1st _____ 2nd _____ 3rd _____

20. Do you think the level of public involvement in the City of Fayetteville is:

___(1) Too high – too many opportunities for public involvement

___(2) About right

___(3) Too low – not enough opportunities for public involvement.

21. Have you heard about the City’s Strategic Plan?

- ____(1) Yes
- ____(2) No

22. The Vision for Our Community: Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means, “excellent” and a 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
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to play	5	4	3	2	1	9
D.	As a place to work	5	4	3	2	1	9
E.	As a place to retire	5	4	3	2	1	9
F.	As a place to visit	5	4	3	2	1	9
G.	As a place with a lively downtown	5	4	3	2	1	9
H.	As a partner with its citizens	5	4	3	2	1	9
I.	As a sustainable community	5	4	3	2	1	9
J.	As a City that is moving in the right direction	5	4	3	2	1	9

23. (Optional) What do you like BEST about living in the City of Fayetteville?

24. [Optional] What do you like LEAST about living in the City of Fayetteville?

25. Additional Revenues. Using a scale of 1 to 5, where a 5 means, “very willing” and a 1 means, “not willing at all,” please indicate how willing you would be to support additional funding that would:

How willing would you be to support additional funding for:		Very Willing	Willing	Not Sure	Not Willing At all
A.	Increase police facilities and services	4	3	2	1
B.	Increase investment in the public transit system (FAST)	4	3	2	1
C.	Increase and upgrade parks and recreation facilities	4	3	2	1
D.	Increase construction and maintenance of sidewalks	4	3	2	1
E.	Investments in the City’s transportation network (i.e., improvements to corridors, roads, bridges)	4	3	2	1
F.	Increase enforcement of City codes	4	3	2	1
G.	Increase citizen engagement opportunities	4	3	2	1
H.	Development of incentive programs for beautification efforts (i.e. landscaping, green spaces)	4	3	2	1
I.	Increase stormwater infrastructure to address flooding concerns	4	3	2	1

26. (Optional) 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?

- ____(1) Less than 5 years
- ____(2) 5-10 years
- ____(3) 11-20 years
- ____(4) More than 20 years

28. What is your age?

- ____(1) Under 25 years
- ____(2) 25-34 years
- ____(3) 35-44 years
- ____(4) 45-54 years
- ____(5) 55-64 years
- ____(6) 65-74 years
- ____(7) 75+ years

29. Do you have access to the Internet? ___(1) Yes ___(2) No

30. **Community Involvement.** Using a scale of 0 to 3, where a 0 means, “never” and a 3 means, “25 times or more” please indicate how many times within the past twelve months you have done the following:

Within the past twelve months, how many times have you:		Never	1-10 Times	11-24 Times	25 Times or More
A.	Worked on a community project	0	1	2	3
B.	Attended a public meeting (i.e. City, County, or school meeting)	0	1	2	3
C.	Attended a club or organization’s meeting	0	1	2	3

31. Are you active duty military or military dependent? ___(1) Yes ___(2) No

32. What is your gender? ___(1) Male ___(2) Female

33. Do you own or rent your current residence? ___(1) Own ___(2) Rent

34. 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

35. Would you say your total annual household income is:

___(1) Under \$30,000 ___(3) \$60,000 to \$99,999

___(2) \$30,000 to \$59,999 ___(4) \$100,000 or more

36. What is your home zip code? _____

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. The information printed on the sticker will ONLY be used to help identify which areas of the city are having difficulties with City-provided services. If your address is not correct, please provide the correct information.

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.

Your responses will remain Completely Confidential. The information printed on the sticker 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.

CITY COUNCIL ACTION MEMO

TO: Mayor and Members of City Council
FROM: Victor Sharpe, Community Development Director
DATE: April 2, 2013
RE: **Community Development - Presentation of draft 2013-2014 Annual Action Plan.**

THE QUESTION:

The 2013-2014 Annual Action Plan is consistent with the priorities, goals and objectives of the 2010-2015 Consolidated Plan.

RELATIONSHIP TO STRATEGIC PLAN:

More Attractive City - Clean and Beautiful; Revitalized Downtown - A Community Focal Point; Growing City, Livable Neighborhoods - A Great Place to Live and Greater Tax Base Diversity - Strong Local Economy

BACKGROUND:

- The 2013-2014 Annual Action Plan is based on priorities, goals and objectives of the 2010-2015 Consolidated Plan. This plan is a comprehensive plan addressing the City's housing, homeless, community development, and economic development needs through 2015.
- The plan contains goals, objectives, and implementing strategies for each of the plan's elements. The Annual Action Plan describes the activities to be funded or implemented.
- The 2013-2014 Annual Action plan is consistent with the 2010-2015 Consolidated Plan.
- In an effort to provide citizens an opportunity to participate in the process of developing the Annual Action Plan, the Community Development Staff held five citizen participation meetings. These meetings were held in various locations throughout the City.
- A staff public hearing was held on March 7, 2013 and the Fayetteville Redevelopment Commission will hold the official public hearing on April 11, 2013.
- A draft copy of the plan will be made available in various locations for review and comments for 30 days from March 28, 2013 through April 26, 2013. A presentation of the proposed activities will be made at the meeting.
- A draft of the proposed activities are being provided to City Council for feedback prior to consideration of adoption later in April. Adjustments will be made per any recommendations by the Fayetteville Redevelopment Commission at their upcoming public hearing.

ISSUES:

- We are currently waiting for the announcement of the funding amounts for the Community Development Block Grant and HOME Investment Partnership Grant.
- It is likely that the funding amounts will be reduced again this year.
- We have been advised by HUD officials to use a 10% reduction of the two grants for planning purposes.

BUDGET IMPACT:

The HOME Investment Partnership Grant requires a match from the City in projected amount of \$80,804.

OPTIONS:

Presented for informational purposes.

RECOMMENDED ACTION:

This item will be placed on the City Council's April 22, 2013 agenda for consideration.

ATTACHMENTS:

2013-2014 CD Annual Action

City Council Work Session

Community Development Department 2013-2014 One-Year Action Plan

April 2, 2013



City of
Fayetteville
North Carolina





Mission



The Community Development Department is committed to providing quality service and opportunities to citizens in need of decent, safe and affordable housing; creating positive economic development situations resulting in job opportunities for low to moderate-income persons and expansion of the tax base.



FRC



The Community Development Department administratively supports the activities of the Fayetteville Redevelopment Commission.



Consolidated Plan



The Consolidated Plan is a five-year comprehensive plan addressing the City's

- **Housing**
- **Homeless**
- **Community Development**
- **Economic Development**



Consolidated Plan



Purpose of Consolidated Plan:

- Establish a planning document built on community input
- Provide coordinated strategies to meet community needs
- Establish a framework for assessing program performance
- Provide a means to justify the allocation of federal funds



HUD National Objectives



- Benefit low and moderate income persons
- Aid in the prevention or elimination of slum or blight
- Meet a need having a particular urgency
- To expand the supply of decent, safe, sanitary and affordable housing
- To strengthen public private partnerships.



2013-2014 One-Year Action Plan



- Describes activities to be funded or implemented during the program year
- Annual plan of the five-year Consolidated Plan
- Description of funds expected to be available in upcoming year



Housing



1. Improve the condition of the low-income housing stock.
2. Increase the supply of affordable housing.
3. Increase homeownership opportunities.



Economic Development



1. Recruit and develop local businesses.
2. Attract businesses to the downtown plan area and redevelopment plan areas.
3. Retain local businesses in the downtown plan area and redevelopment plan areas.
4. Support economic development activities that create jobs and expand the City's tax base.
5. Identify redevelopment projects that will eliminate blighted commercial properties within the Murchison Rd., HOPE VI, Fayetteville Renaissance Plan and other redevelopment plan areas.



Community Development



1. Offer training programs that develop job skills to help low to moderate-income persons improve their earning potential.
2. Continue to improve neighborhood accessibility to various human services.
3. Continue to provide support to the City's efforts to extend water and sewer to newly annexed areas, pave remaining unpaved streets within the City limits, and various community improvements.
4. Provide support in the implementation of the recommendations in the City's redevelopment plans.
5. Provide programs for the youth and seniors in low-moderate income areas.
6. Help foster neighborhood pride in low-moderate income areas of the City of Fayetteville.



Homelessness



1. Implement the priorities of the 10-Year Plan to End Homelessness.
2. Provide support to homeless services and programs.
3. Support of a homeless tracking system throughout the continuum of care.
4. Collaborate with local human services agencies to develop programs designed to break the cycle of homelessness.



RFP



Request for Proposals from Affordable Housing Developers and Nonprofit Organizations

- RFP and applications for nonprofits organizations and developers were advertised and mailed.
- February 7, 2013 – Nonprofit Applications were due.
- 13 proposals were received.
- 9 of the 13 nonprofit organizations are being recommended for funding.



Citizen Participation Meetings



- January 8, 2013 Fire Station 14
- January 10, 2013 Spivey Recreation Center
- January 15, 2013 Good Hope Missionary Baptist Church
- January 17, 2012 Massey Hill Recreation Center
- January 22, 2012 Bethel Baptist Church



Plan Schedule



Staff Public Hearing – March 7, 2013

Public Comment Period – 3/28/13 - 4/26/13

Public Hearing – 4/11/13

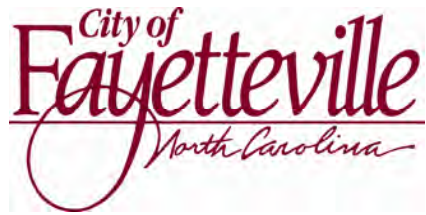
Fayetteville Redevelopment Commission

Draft Plan reviewed by City Council – 4/2/13

Adoption by City Council – 4/22/13

Submit Plan to HUD – 5/3/13

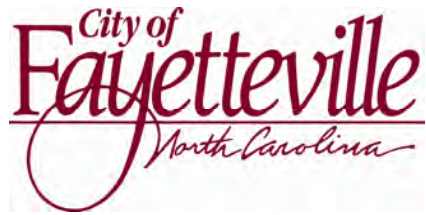
Plan Due to HUD – 5/15/13



Funding Sources



<u>2013-2014 Funding Sources</u>	<u>Amount</u>
Community Development Block Grant (CDBG)	\$ 1,206,943
CDBG Program Income	\$ 211,913
HOME Investment Partnership (HOME)	\$ 580,924
HOME Program Income	\$ 315,616
CDBG & HOME Prior Year	\$ 767,262
City (HOME match) – from prior year	\$ 80,804
Total	\$ 3,163,462



Housing



<u>Description</u>	<u>Estimated Cost</u>
Down payment Assistance	\$ 15,000
Mortgage Assistance Program	\$ 75,000
Housing Rehabilitation	\$ 1,152,227
Acquisition & Demolition Program	\$ 150,000
CHDO activities	\$ 231,650
Homebuyer's Education	\$ 8,550
Total	\$ 1,632,427



Economic Development



Description

Estimated Cost

Business Assistance Program	\$ 467,535
Small Business Development Grant	\$ 25,000
CEED	\$ 56,500
Façade Improvement Grant Program	\$ 50,000
Small Business Retention Grant Program	\$ 50,000
Section 108 Loan Payment	\$ 78,000
Total	\$ 727,035



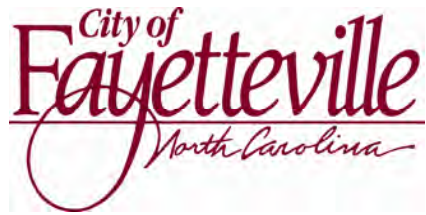
Community Development



Description

Estimated Cost

Neighborhood Resource Centers	\$ 170,000
Beautification	\$ 10,000
Street Paving Assessment Fee Assistance	\$ 2,000
<u>Water and Sewer Assessment Fee Assistance</u>	<u>\$ 80,000</u>
Total	\$ 262,000



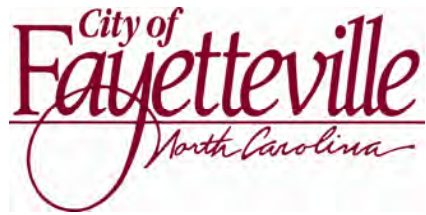
Homeless



Description

Estimated Cost

Homeless Shelter Assistance Program	\$ 5,000
Utility Deposit Assistance	\$ 4,000
Homeless Client Assistance Program	\$ 3,000
Hope Center Homeless Shelter	\$ 10,000
Fayetteville Area Operation Inasmuch	\$ 20,000
Salvation Army	\$ 20,000
Gospel Services Benevolent Society	\$ 20,000
<u>Fayetteville Metropolitan Housing Authority</u>	<u>\$ 2,500</u>
Total	\$ 82,000



Administration



Description

Estimated Cost

CDBG	\$350,000
HOME	\$110,000
Total	\$460,000



Discussion



City of
Fayetteville
North Carolina

The City of Fayetteville, North Carolina does not discriminate on the basis of race, sex, color, age, national origin, religion, or disability in its employment opportunities, programs, services, or activities.

www.cityoffayetteville.org
www.facebook.com/cityoffayettevillegovernment | [Twitter@CityOfFayNC](https://twitter.com/CityOfFayNC)



CITY COUNCIL ACTION MEMO

TO: Mayor and Members of City Council
FROM: Lisa Smith, Chief Financial Officer
DATE: April 2, 2013
RE: **Update on Sales Tax Interlocal Agreement**

THE QUESTION:

Staff will provide an update on the status of the sales tax interlocal agreement negotiations.

RELATIONSHIP TO STRATEGIC PLAN:

Policy Action - FY2013: Sales Tax Distribution - Interlocal Agreement

BACKGROUND:

- The distribution of sales tax in North Carolina is governed by state law.
- The portion allocated to local governments must be distributed either on a "per capita" basis or an "ad valorem" basis. Each county board is assigned the authority to determine, on an annual basis, which method will be used within each county.
- Some local jurisdictions in the state have determined it is in their best interest to enter into interlocal agreements to distribute local sales tax revenue through a negotiated method that is different than the two methods authorized by state law.
- In October 2003, Cumberland County and the local municipalities entered into an interlocal agreement to distribute sales tax revenues on a modified "per capita" basis for a period not to exceed nine years.
- The current interlocal agreement expires on June 30, 2013.
- During the past two months, discussions have taken place between the County and the local municipalities regarding the future distribution of local sales tax revenue; however, there has not been sufficient time to negotiate a long-term solution that each party can endorse.
- At the February 21st Mayors' Coalition meeting, municipal representatives discussed a short-term solution that would extend the current agreement by one year and take affirmative steps to negotiate a new interlocal agreement for future fiscal years beginning with FY2015. The City Manager subsequently briefed the Council on this proposal and Council adopted a resolution consistent with this strategy on March 4, 2013.
- At the March 20th Mayors' Coalition meeting, the County stated that the Commission would not consider a one-year agreement. The Mayors' Coalition then endorsed a new proposal and asked the City of Fayetteville to draft the proposed agreement.
- The new proposal is described below.
 - 1) A four-year agreement that could be renewed for four additional terms (up to a 20-year agreement).
 - 2) For past annexations, municipalities would reimburse the same percentage of sales tax as they did in FY2013 in year one of the agreement (FY2014). This reimbursement would phase out over the 20-year period. Eastover would no longer be required to reimburse parties for its original population resulting from its incorporation.
 - 3) For any new annexations, municipalities would initially reimburse other parties a certain percentage, depending on which year the annexation first impacts sales tax distributions. This initial reimbursement percentage would also phase out over the remaining years in the 20-year period.
- The City is currently drafting the agreement and has requested feedback from the other parties in an effort to get the agreement considered by each of the boards as quickly as

possible during April.

ISSUES:

While the Mayors' Coalition endorses the new proposal and is proceeding with development of an interlocal agreement, no official action has been taken by the County to indicate whether they concur with the proposal. County staff is expected to brief the Commission on the new proposal very soon.

BUDGET IMPACT:

The estimated impact of the proposed agreement will be provided to Council in a separate document at the work session.

OPTIONS:

Provide feedback to staff regarding the proposal.

RECOMMENDED ACTION:

No action required. If Council concurs with the proposal, staff will prepare an action item for the April 8th Council meeting.

CITY COUNCIL ACTION MEMO

TO: Mayor and City Council
FROM: Rebecca Rogers-Carter, Strategic Planning Manager
DATE: April 2, 2013
RE: **City of Fayetteville FY 2014 Strategic Plan**

THE QUESTION:

City of Fayetteville FY 2014 Strategic Plan

RELATIONSHIP TO STRATEGIC PLAN:

City Council has developed a sustainable strategic planning model that assists Council, as representatives of the community, to plan for our community's future and lead with vision.

BACKGROUND:

As our City continues to grow, the City Council looks to chart a course with a strategic plan which articulates a vision for our community's future that will ensure vitality and sustainability. The City's strategic plan is a critical component of a larger system of planning for our organization's success, which includes the annual budget process, citizen input, capital and technology prioritization and financial planning.

In February, Fountainworks consulting firm met with City Council in a two-day planning retreat. The session included opportunities for participants to build upon ideas and interact in open conversation addressing the following topics:

- * Community Vision
- * Environmental scan: Staff presentations
- * Five-year goals and performance measures
- * Preliminary one year tactical actions
- * Decision filter to help determine which actions should be pursued.

In preparation for the April 2 follow up session, Rebecca Rogers Carter distributed to City Council the Strategic Plan Retreat Meeting Summary, the proposed vision, new five-year goals, performances measures and action items.

The objectives of the April 2 City Council Work Session item are to:

- * Confirm vision for the City
- * Confirm five-year goals
- * Establish one year tactical actions

The FY 2014 City of Fayetteville Strategic Plan will be brought back to City Council in May for adoption. The resulting plan will translate the City Council's goals into actions by the City, enabling the organization to better serve the City.

ISSUES:

None.

BUDGET IMPACT:

OPTIONS:

1. Receive information and request additional information
2. Confirm City Council interest for the elements of the City's 2014 Strategic Plan.

RECOMMENDED ACTION:

Confirm City Council interest for the elements of the City's 2014 Strategic Plan.

CITY COUNCIL ACTION MEMO

TO: Mayor and Members of City Council
FROM: Kristof Bauer, Deputy City Manager
DATE: April 2, 2013
RE: **Mayor and City Council Protocol and Code of Conduct**

THE QUESTION:

Mayor and City Council Protocol and Code of Conduct established through a new City Council Policy # 115.15

RELATIONSHIP TO STRATEGIC PLAN:

This effort reinforces the City's Core Values and supports the City's Goal 3: Greater Community Unity.

BACKGROUND:

In recent years, the City Council has reviewed the existing City Council Protocol document during their strategic planning retreats and has reached a strong consensus regarding the protocols. However, the protocols have never been formally adopted.

During the January 23 City Council session, Mr. Carl W. Stenberg, a professor of Public Administration and Government at The University of North Carolina at Chapel Hill School of Government, engaged City Council in a discussion of council-manager relations and reviewed the exiting City Council Protocols. The discussion included working with Council to clarify short and long-term objectives. The consensus of Council was to incorporate the feedback provided during the session and bring the item back as a draft for consideration.

During the March 4, 2013 City Council Work Session, City Council was provided a draft Mayor and City Council Protocol and Code of Conduct document covering:

- * City Council Requests for Information from Staff
- * City Council Service Request from Citizens
- * City Council Staff Expectations
- * Mayor and City Council Code of Conduct.

During the March 4 Work Session, City Council clarified their interest for agenda item submissions and asked that the document be revised and brought back to the next work session for consideration. The attached proposed City Council protocol revisions incorporate City Council feedback and would replace protocol's 10-12 of the previous draft.

The adoption of the Mayor and City Council Protocol and Code of Conduct will establish a new City Council Policy 115.15. If the proposed City Council protocol revisions are the will of the Council, it will also be necessary to adopt a City Code amendment to Section 2-3(b), in order to effectuate the change in procedure.

ISSUES:

None.

BUDGET IMPACT:

There is no budget impact.

OPTIONS:

1. Request additional information or clarify interests in the Mayor and Council Protocol and Code

of Conduct.

2. Direct staff to include the Mayor and City Council Protocol and Code of Conduct on the April 8, 2013 City Council meeting consent agenda for adoption as City Council Policy # 115.15.

RECOMMENDED ACTION:

Direct Staff to include the Mayor and City Council Protocol and Code of Conduct on the April 8, 2013 City Council meeting consent agenda for adoption as City Council Policy # 115.15.

ATTACHMENTS:

Cty Council draft protocols

Proposed CC protocols

Code 2-3

Mayor and City Council Protocol and Code of Conduct



Revised 2.26.2013

The City of Fayetteville

Mayor and City Council Protocol and Code of Conduct

City Council Requests for Information from Staff:

Protocol 1 – Simple Information (Readily available – Typically taking less than 5 minutes but occasionally up to 20 minutes)

- a. Contact the appropriate Assistant City Manager, Department Director or designated departmental employee
- b. City Manager may choose to handle matters personally whenever he/she deems it appropriate
- c. Not necessary to share with entire City Council

Protocol 2 – Complex Information or Research (Requiring staff time of more than 20 minutes)

- a. Contact the City Manager or appropriate Assistant City Manager
- b. City Manager will seek City Council direction if necessary
- c. City Manager must respond with information to entire City Council

Protocol 3 – Question on Agenda Item

- a. Contact the City Manager, appropriate Assistant City Manager or the City Attorney
- b. The City Manager's Office or City Attorney will respond with information to entire City Council
- c. "Okay" to re-ask the question at the City Council meeting

Protocol 4 – City Council Request for Lobbying or Legislative Advocacy

- a. Council Member should submit request to City Manager for assignment to staff or lobbyist as appropriate. This ensures the City is able to coordinate efforts.
- b. City Manager shall generally use previous City Council positions, Strategic Plan, and NCLM Legislative Advocacy Goals to guide current legislative positions in the absence of specific direction
- c. In the event the City Manager determines that the legislative interest of the City is unclear, City Manager will refer the issue to City Council for direction

Protocol 5 – City Council Request of PWC for Information

- a. Council Member should submit information request to _____ for assignment to staff.

The City of Fayetteville

Mayor and City Council Protocol and Code of Conduct

City Council Service Request From Citizens:

Protocol 6 – Citizen Service Requests

Intent:

- Help citizens to understand the City’s process and City Council responsibility
- Provide a timely, accurate response
- Be accountable for City actions
- Recognize that some citizens have special needs – limited capacity to learn, use the system or access to technology

Protocol:

- a. If the Citizen has not contacted the City:
 1. Refer the citizen to 433-1FAY or www.1fay.com work order system or,
 2. Link the citizen to appropriate person or department
 3. Corporate Communications Director is the City Council point of contact for follow-up tracking
- b. If the Citizen has an unresolved or unsatisfactory response to an issue:
 1. Ask citizen for name and/or department of concern
 2. Contact the Corporate Communications Director for follow up
 3. Corporate Communications Director will coordinate with appropriate Department Director or Assistant City Manager
 4. Corporate Communications Director will respond to City Council Member with resolution
- c. For police matters, contact the City Manager.

City Council Staff Expectations:

Protocol 7 – City Staff Response time

- a. Staff will acknowledge City Council email or voicemail within 48 hours (refers to business days; excludes weekends)
- b. Staff will respond with information to the entire Council if protocol 2 or 3 applies
- c. Response not required on weekends unless it is an emergency
- d. Emergency– Place call to the City Manager

The City of Fayetteville

Mayor and City Council Protocol and Code of Conduct

Protocol 8 – Public Meetings Held by Staff

- a. The ranking City Council Member (Mayor, Mayor Pro Tem, District Council Member, or Senior Member) should be invited to give welcoming remarks of less than 1 minute. This also applies when staff is invited to meetings held by others.
- b. All City Council Members present should be recognized by the ranking member of City Council in the welcoming remarks. If no remarks are given, staff shall recognize members of Council present.
- c. City Council Member will not campaign or make stump speeches
- d. Complaints about City Council members breaching protocol will be directed to the City Manager's Office for referral to the Mayor and City Council as a body.

City Council Interactions:

Protocol 9 – Communication among Mayor and City Council

- a. To be determined by City Council
- b. Adhere to Code of Conduct

Protocol 10 – Work Session Agenda Items

- a. Agenda items for *new business* follow Protocol 11
- b. City Council “consensus votes” during work sessions should be focused on *process*, not policy, and are limited to the following:
 1. Bring back an item to a work session as *old business* for more information from staff or redirection from City Council
 2. Move an item forward to a Regular City Council Meeting for a formal vote on the *substance*
- c. An item may only be brought to a work session as *old business* **three** times before the item is required to move forward to a Regular City Council Meeting for a formal vote on the *substance*.

Protocol 11 – City Council Member Placing *New Business* on Work Session Agenda

- a. Contact the City Manager
- b. Present goal, intent and background in writing on appropriate form
- c. Must be submitted by 10:00 a.m. on Monday the week prior to the City Council Work Session meeting

The City of Fayetteville

Mayor and City Council Protocol and Code of Conduct

Protocol 12 – Votes in Work Session or Agenda Briefing on Substantive Issues

- a. “Official votes” on substantive (as opposed to procedural) matters may be taken in appropriately scheduled and advertised City Council meetings referred to as Work Sessions or Agenda Briefings only after the Council has ‘Suspended the Rules’ through appropriate parliamentary procedure.

The City of Fayetteville

Mayor and City Council Protocol and Code of Conduct

Code of Conduct

1. Adhere to the City's Core values. Serve the citizens and lead the organization with R.E.S.P.E.C.T.
2. Focus on what is "best for the City"
3. Communicate in an open, transparent, direct and truthful manner
4. Share information openly
5. Do not speak for another City Council Member
6. Treat each other with trust and respect; avoid personal criticism
7. Make direct contact with individuals for conflict resolution
8. Keep confidences
9. Focus on the future, not the past
10. Decide as a Council and support the City Council decision

Proposed City Council Protocol

(The following would replace Protocol's 10-12 of the current draft)

Protocol 10 - Council Work Session Policy

- a. Council does not take formal votes.
 1. Formal Votes at Work Sessions are only permissible in the event a final policy decision is required prior to the next regular City Council meeting.
 2. In the event Council desires to take a formal binding vote during a Work Session:
 - i. A procedural motion must be made and approved to add the agenda item. (Requires $\frac{3}{4}$ of Body or 8)
 - ii. A substantive motion and vote can then be taken on the item. (Requires simple majority)
- b. Normal options include:
 1. No Action – Council simply accepts information and provides comment as appropriate
 2. Forward for Action – Majority of Council votes to forward item to Regular Council meeting for action.
 3. Additional Information – Council directs staff to obtain additional information or develop revised proposal(s). Item will be brought back by staff to a future Work Session.
 4. No Direction – Staff work completed. No majority of Council to move item forward.
- c. Once discussion of item has ended, the item can come back to future Work Session via Council Request Process. (see below)

Protocol 11 – Council Member Request to Add Agenda Items (Replaces current code)

- a. All Council agenda requests will be presented at a monthly Work Session.
- b. The request will be submitted prior to close of business Monday one week prior to the Work Session meeting.
- c. The Councilmember making the request will be given 5 minutes at the end of the Work Session to make a presentation in support of their request.
- d. It requires a majority vote to direct staff to incorporate the requested item into staff's work plan and bring it back to a future Work Session or regular Council meeting.

Protocol 12 – Council Modification of Existing Agenda

- a. In the event Council desires, or the City Manager requests to add an item to a published regular meeting agenda:
 1. A procedural motion must be made and approved to add the agenda item. (Requires $\frac{3}{4}$ of Body or 8)
 2. A substantive motion and vote can then be taken on the item. (Requires simple majority)

Sec. 2-3. - Order of business; agenda.

- (a) The order of business at a regular meeting of the city council other than an information meeting, shall be as follows:
- (1) Approval of agenda;
 - (2) Correction of minutes, if necessary, and approval;
 - (3) Consent agenda;
 - (4) Public hearings;
 - (5) Other items of business;
 - (6) Delegations pursuant to subsection 2-4(c);
 - (7) Appointments;
 - (8) Administrative reports; and
 - (9) Adjournment.
- (b) The agenda for any meeting of the city council shall be prepared by the city manager. Subject to subsection (d) of this section, any councilmember may request that an item be placed on the agenda prior to 10:00 a.m. on the Monday next preceding the council meeting at which the councilmember wants the item to be considered; thereafter, except for closed sessions, no item may be added to that published agenda except upon a three-fourths vote of the actual membership of the city council.
- (c) No one except a member of city council or city administration shall be permitted to speak on a rezoning case that is on the agenda as a nonpublic hearing item. In all other nonpublic hearing matters, anyone wishing to appear on the council agenda must make such request in writing to the city manager on or before 10:00 a.m. of the Monday next preceding the council meeting at which the individual or group of persons wants to appear. The request shall be in writing, and shall state the subject matter upon which the individual or group wants to address the council, and the names and addresses of all those who desire to speak on the matter. The time limit for such a presentation shall be five minutes for each individual desiring to address a subject matter, and a maximum of two speakers on any given subject matter.
- (d) Once a meeting has adjourned any item on that agenda shall not be reconsidered for at least six months unless approved by a three-fourths vote of all the members of the city council, which vote shall be taken separately under subsection (a)(1) of this section, and there shall be no debate prior to the vote. A motion under this subsection may be made by a member of either side on the previous question relating to that item. This subsection shall not apply to:
- (1) Ordinance amendments; ordinance amendments pertaining to a rezoning shall only be reintroduced by a council member in opposition to the rezoning.
 - (2) Bid awards or contract approvals;
 - (3) Any action taken by the city council that specifically includes reconsideration within a specified period of time;
 - (4) Appointments; or
 - (5) Litigation.

(Code 1961, § 2-3; Ord. No. S2007-002, § 1, 1-9-2007; Ord. No. S2008-001, § 1, 1-14-2008)