



# City of Fayetteville, North Carolina FY2024 City of Fayetteville Resident Survey Findings Report

Submitted to the City of Fayetteville, North Carolina by:

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**ETC**  
INSTITUTE



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# Executive Summary



## Purpose & Methodology

ETC Institute administered a survey to residents of the City of Fayetteville during the winter of 2023 as part of the City's ongoing strategic planning process. The purpose of the survey was to help the City of Fayetteville ensure that the city's priorities continue to match the needs and desires of residents. The information provided will be used to improve existing services and help the City better understand the evolving needs of Fayetteville residents. This is the fifth resident survey that ETC Institute has conducted for the City of Fayetteville.

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

ETC Institute followed-up with residents who received the mailed survey and promoted awareness of the survey using social media ads on Facebook and Instagram to encourage participation. All respondents who completed the survey online were required to provide their home address before submitting their responses. ETC Institute then matched the address provided by respondents who completed the survey with the addresses that were selected for the sample to ensure the participant is part of the sample. If a respondent did not provide an address or the address was not part of the sample, it was held separate from the database.

The goal was to obtain completed surveys from at least 600 residents of the City of Fayetteville. This goal was exceeded, with a total of 605 residents completing the survey. The overall results for the sample of 605 households have a precision of at least +/- 3.98% at the 95% level of confidence. 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 percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Fayetteville with the results from other communities in ETC Institute's DirectionFinder database. Since the number of "don't know" responses often reflects the utilization and awareness of City services, the percentage of "don't know" responses have been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion".

This report contains:

- Executive summary of the survey methodology and major findings
- Charts showing the overall results of the survey
- Trends comparing the 2023 results to the 2019 & 2018 results
- Benchmark analysis showing how Fayetteville compares to its region and nationally
- Importance-satisfaction analysis
- Tabular Data that shows the overall results
- A copy of the cover letter and survey instrument

Major survey findings are below and on the following pages.





## Major Findings

### Major Categories of Services

Residents were asked to assess their satisfaction levels with the major categories of services provided by the City of Fayetteville. When combining the top two box answers from residents, “very satisfied” or “satisfied”, three distinct tiers were formed. These tiers are outlined below:

#### Top Tier

- Overall quality of fire protection and rescue services (86%)

#### Middle Tier

- Overall quality of solid waste services (70%)
- Overall quality of parks and recreation facilities and programs (62%)
- Overall quality of customer service received from City employees (56%)
- Overall quality of police protection (53%)
- Overall quality of storm water services (48%)

#### Bottom Tier

- Overall quality of the public transit system (FAST) (38%)
- Overall effectiveness of communication with the public (38%)
- Overall maintenance of City streets (34%)
- Overall enforcement of codes and ordinances (28%)

The top three choices for major categories of services residents think should receive the most emphasis from the City Council over the next two years are below:

- Quality of police protection (59%)
- Quality maintenance of City streets (54%)
- Overall enforcement of codes and ordinances (36%)

To help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis on the major categories of 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. Comprehensive details on the analytical methodology and a comprehensive breakdown of the Importance-Satisfaction (I-S) scores can be found in Section 5 of this report. The three major categories of services warranting focused attention over the next two years are as follows:

#### Top Overall Priorities for Major Categories of Service

1. Quality maintenance of City streets
2. Quality of police protection
3. Overall enforcement of codes and ordinances

The top three most important services that residents think should receive most emphasis from City leaders over the next two years and the top three items in ETC’s Importance-Satisfaction rating are the same. This underscores a consensus between public expectations and the empirical assessment of service importance and satisfaction. Acknowledging and acting upon this will likely lead to more impactful and resonant decisions, fostering a shared commitment to address the community's most pressing needs.



### Public Safety and Feelings of Safety

Residents were asked to rate their satisfaction with public safety services provided by the City of Fayetteville. The top three and bottom three ranked services are below.

#### Top Three

- City efforts to prevent fires (67%)
- Enforcement of fire code (56%)
- Preparedness for natural and man-made disasters (50%)

#### Bottom Three

- City efforts to prevent crime (33%)
- Enforcement of local traffic laws (32%)
- The frequency with which police officers patrol your neighborhood (28%)

Residents were also asked to rate how safe they feel in different areas of Fayetteville. Using the combined top two box answers of “very safe” and “safe”, the top and bottom three ranked areas are below.

#### Top Three

- When walking alone in your neighborhood during the day (74%)
- When visiting Segra Stadium (73%)
- When visiting recreation centers (63%)

#### Bottom Three

- When walking alone in your neighborhood at night (38%)
- Overall feeling of safety in Fayetteville (37%)
- When riding FAST buses (25%)

### Parks and Recreation

Over half of the respondents are currently “very satisfied” and “satisfied” with parks and recreation services provided by the City of Fayetteville. The overall rankings for park and recreation services are below.

#### Parks and Recreation Services

- Quality and condition of parks and recreation facilities (64%)
- Customer service provided by parks and recreation staff (60%)
- Quality and condition of greenways and trails in the City (58%)
- Overall quality of recreation programs and services (52%)
- Availability of swimming pools/splash pads (51%)

### Maintenance Services

The overall satisfaction rankings for maintenance services are below.

#### Maintenance Services

- Condition of street signs and traffic signals (61%)
- Condition of streets in your neighborhood (50%)
- Condition of sidewalks (38%)
- Cleanliness of City streets (36%)
- Overall quality of street maintenance and repairs (32%)
- Cleanliness and appearance of medians and roadsides (31%)



### Code Enforcement and Planning and Zoning

**Code Enforcement.** Residents were asked to rate how well they were satisfied with code enforcement:

- Appearance of houses in your neighborhood (56%)
- Enforcement of junk and debris cleanup on private property (27%)
- Removal of abandoned or inoperative vehicles from private property (23%)

**Planning and Zoning.** Residents were asked to rate how well they were satisfied with planning and zoning:

- Overall quality of new commercial development (46%)
- Overall quality of new residential development (42%)
- How well the City is planning for growth (29%)
- Overall land use within the City (27%)

### Transportation and Connectivity

Residents were asked to rate how well they were satisfied with transportation and connectivity in Fayetteville and the following had the highest satisfaction ratings:

- Condition and usability of the Fayetteville Regional Airport (68%)
- Ease of biking on City trails and paths (44%)
- Availability of public transportation services in FAST bus system (37%)

### City Communication

The top three source of information that residents use to get information about the City of Fayetteville are below:

- City's social media: Facebook, X (Twitter), YouTube, Instagram, etc. (55%)
- City website ([www.fayettevillenc.gov](http://www.fayettevillenc.gov)) (54%)
- Local television news (37%)

When asked to rate their satisfaction with various areas of City communication, the top areas that residents were very satisfied or satisfied with were, Usefulness of information available on the city's website (42%), availability of information about City programs and services (40%), and City efforts to keep you informed about local issues (31%).

Fifty-six percent (56%) of residents said that they have contacted the City of Fayetteville to ask a question, seek services or file a complaint. Residents were surveyed regarding their satisfaction levels with these interactions, and the top three combined results for "very satisfied" and "satisfied" responses are as follows:

- Courtesy of employees (72%)
- Accuracy of the information and assistance you were given (63%)
- How easy they were to contact (61%)



### Overall Ratings of the City

When asked to rate the City of Fayetteville, the top areas that residents rated the City as “excellent” and “good” were:

- As a place to live (50%)
- As a place to work (47%)
- As a place to retire (43%)

The lowest rated areas were:

- As a sustainable community (34%)
- As a place to recreate (33%)
- As an innovative city (23%)

### Perceptions of Fayetteville

When asked to rate their satisfaction with several areas that may influence their perceptions of Fayetteville, residents have the highest satisfaction level with the following:

- Overall quality of life in your neighborhood (64%)
- Overall police relationship with your community (51%)
- Overall availability of sports venues in Fayetteville (51%)

And the lowest level of satisfaction with:

- Overall image and appearance of the City (28%)
- Overall availability of affordable housing options in Fayetteville (22%)
- Overall value you receive from your tax dollars (22%)





# Charts and Graphs

# City of Fayetteville Charts and Graphs

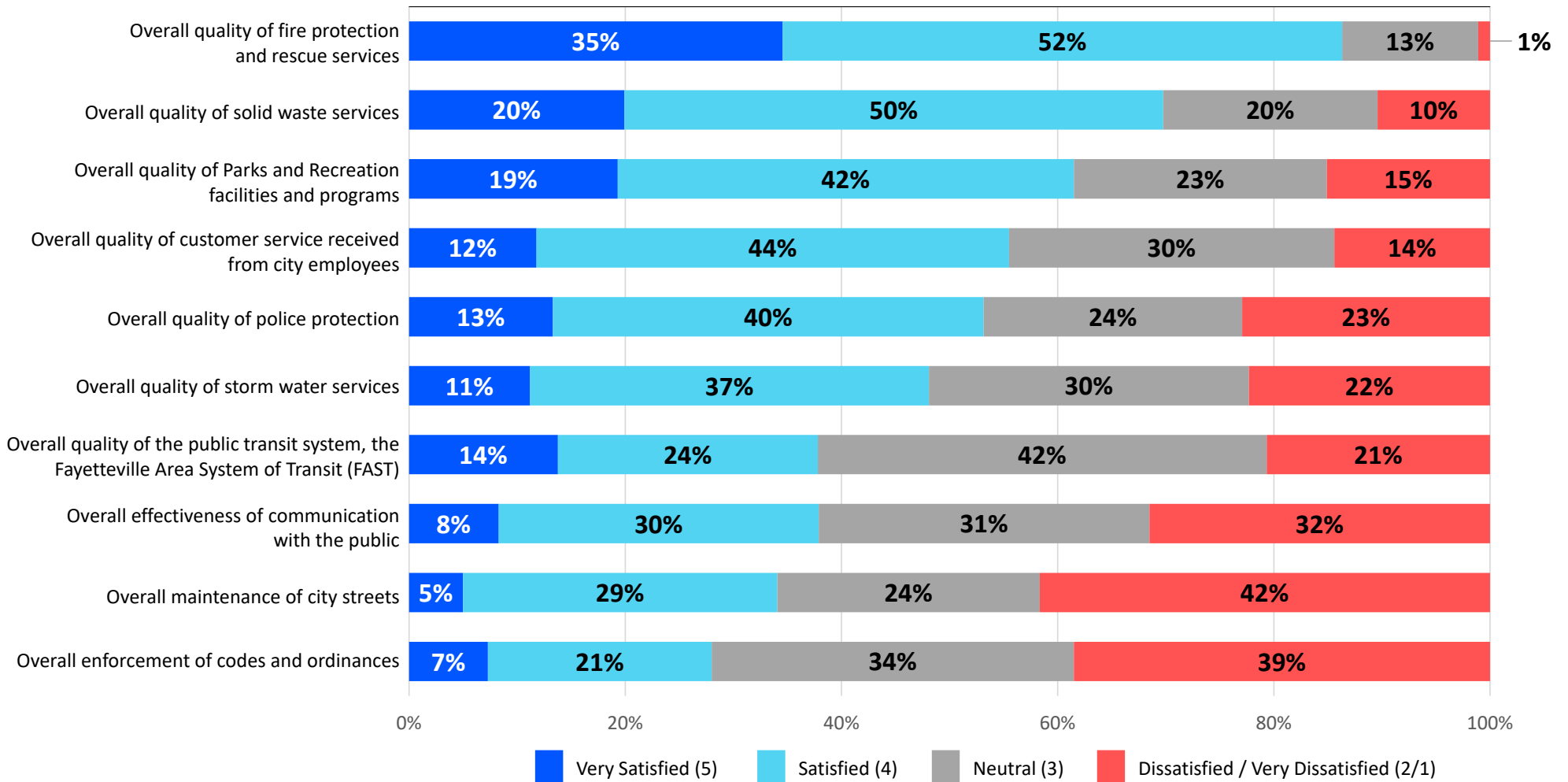
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The following slides show the charts and graphs for the City of Fayetteville in 2023.



# Q1. Satisfaction with Major Categories of Service in Fayetteville

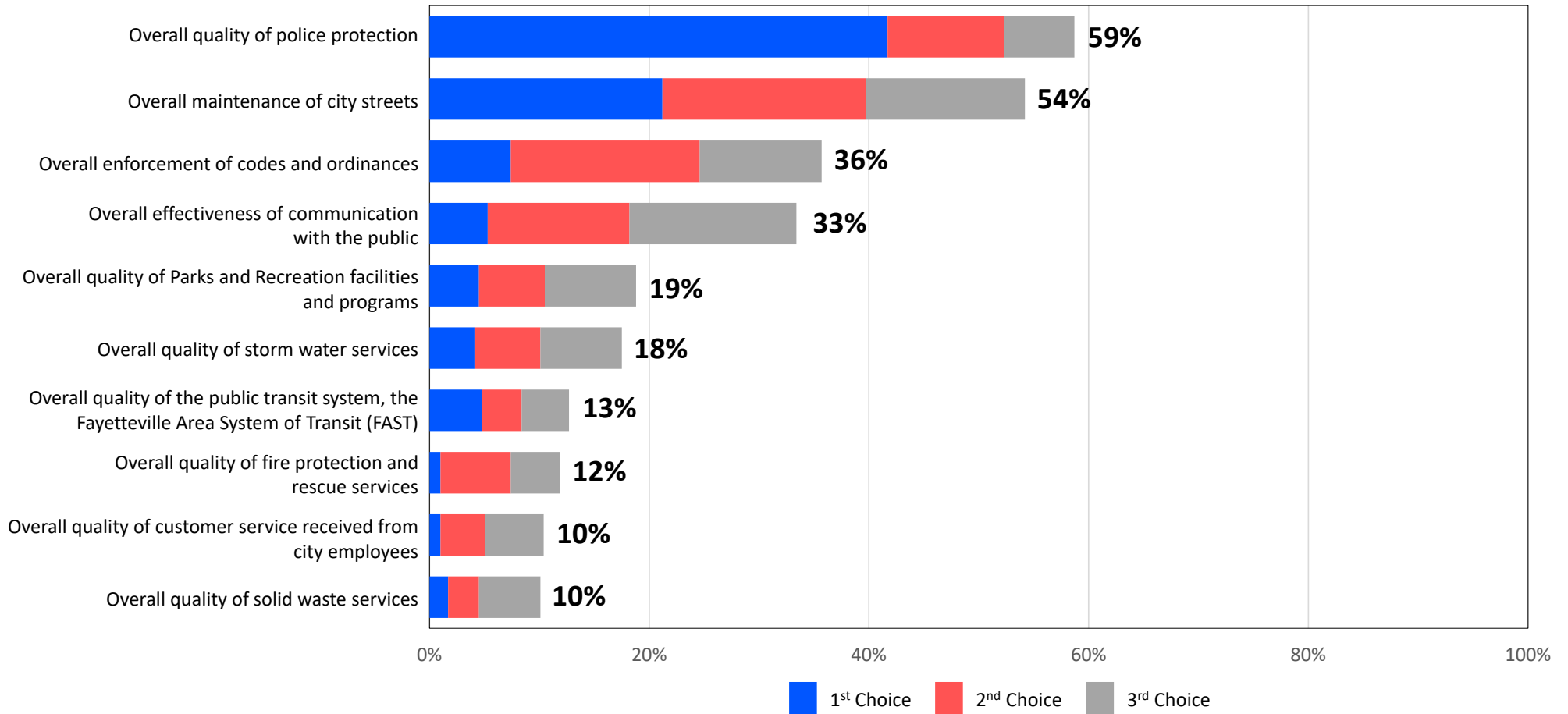
by percentage of respondents (excluding don't know)





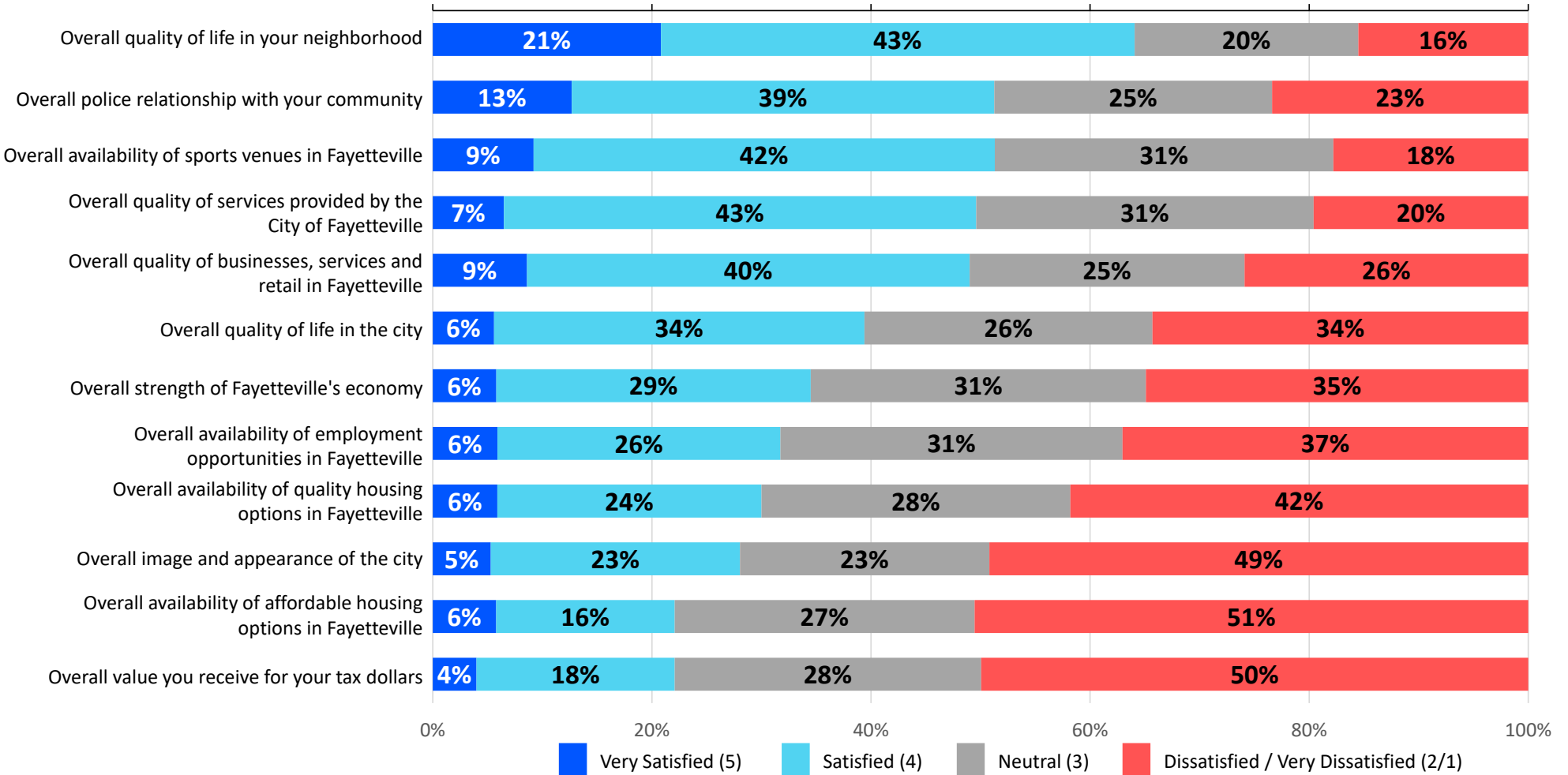
## Q2. Major Categories of Service in Fayetteville that are Most Important for the City Council to Prioritize

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



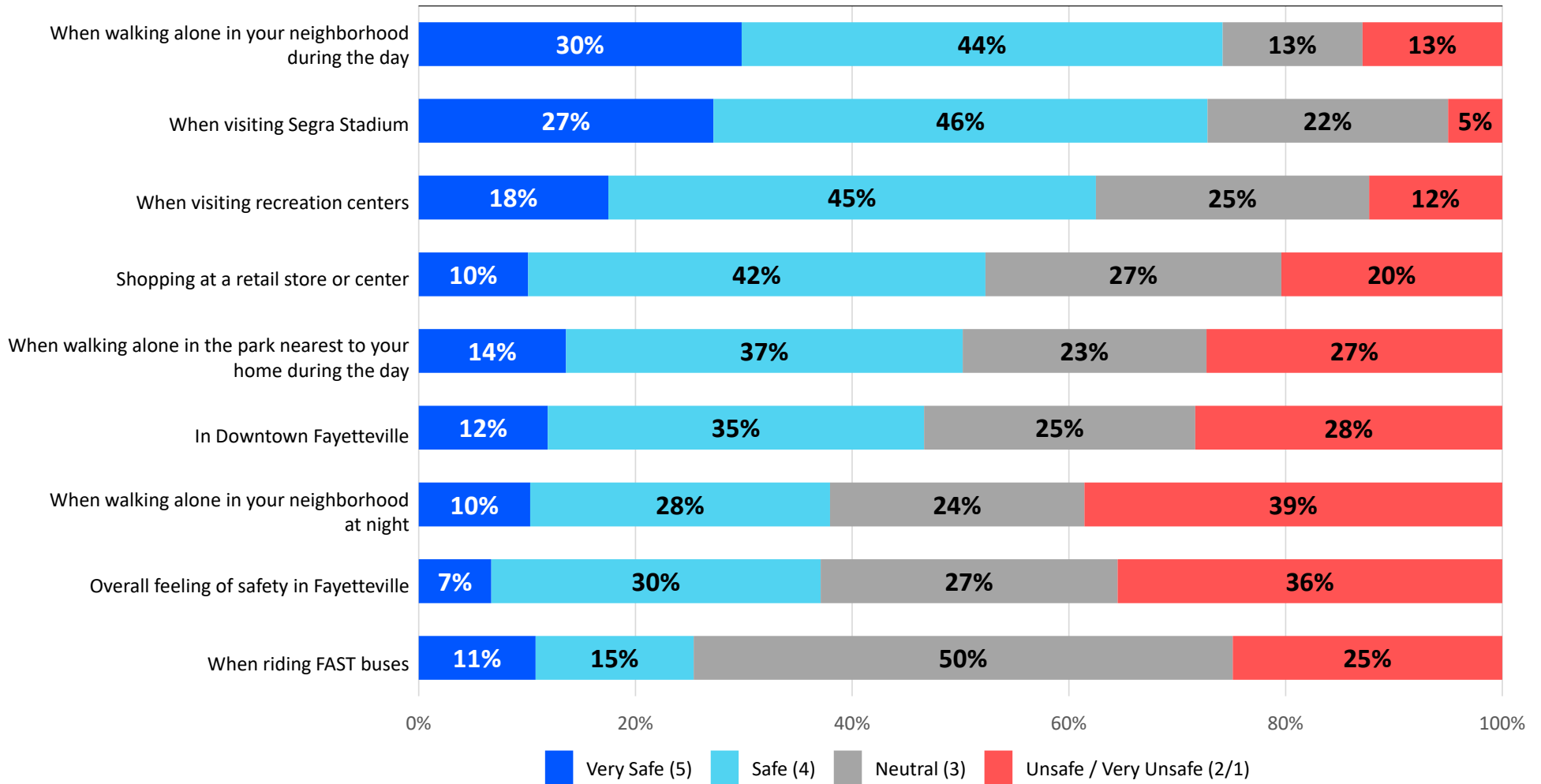
# Q3. Satisfaction with Perceptions of the City of Fayetteville

by percentage of respondents (excluding don't know)



# Q4. Satisfaction with Perceptions of Safety and Security

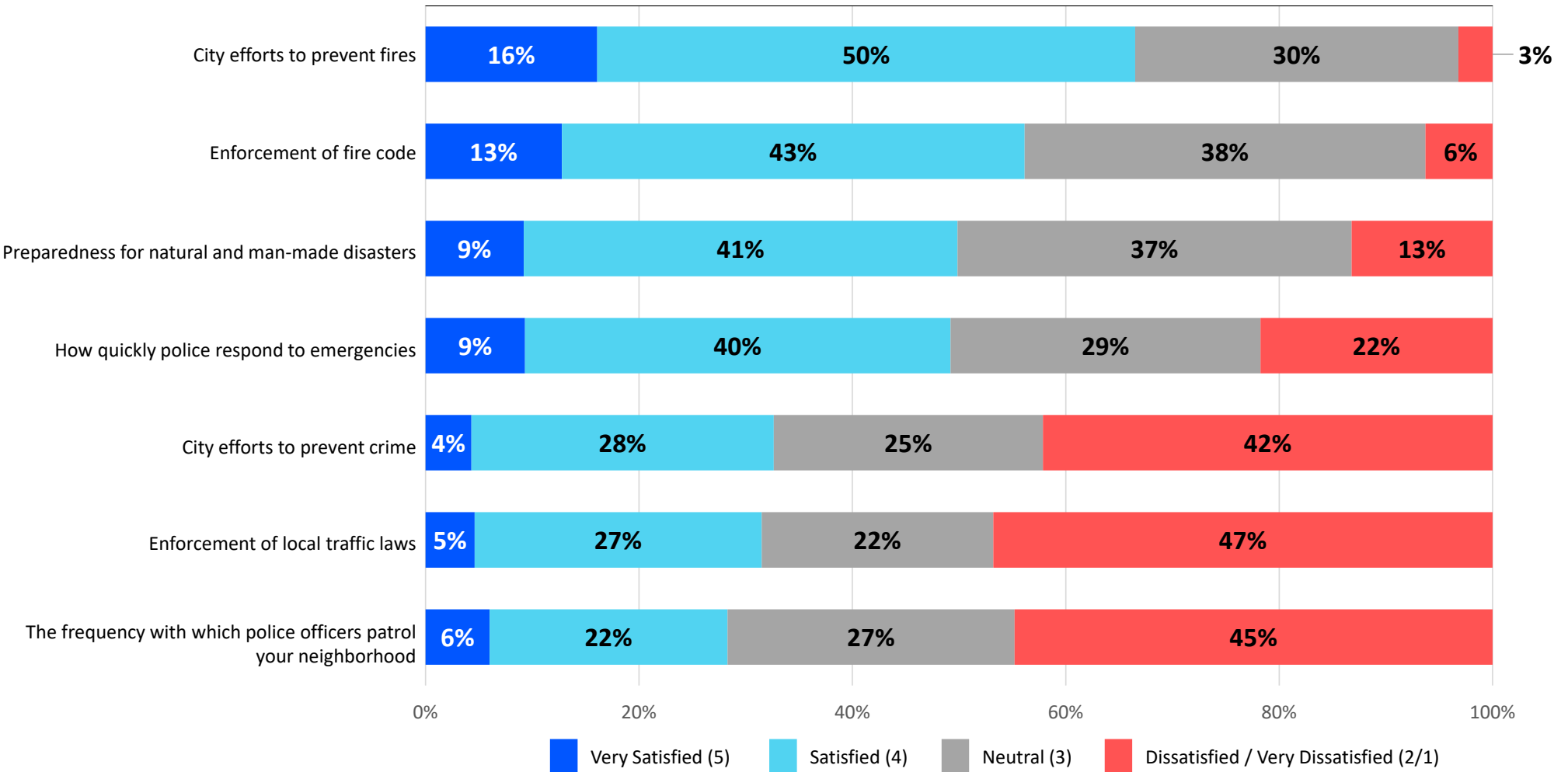
by percentage of respondents (excluding don't know)





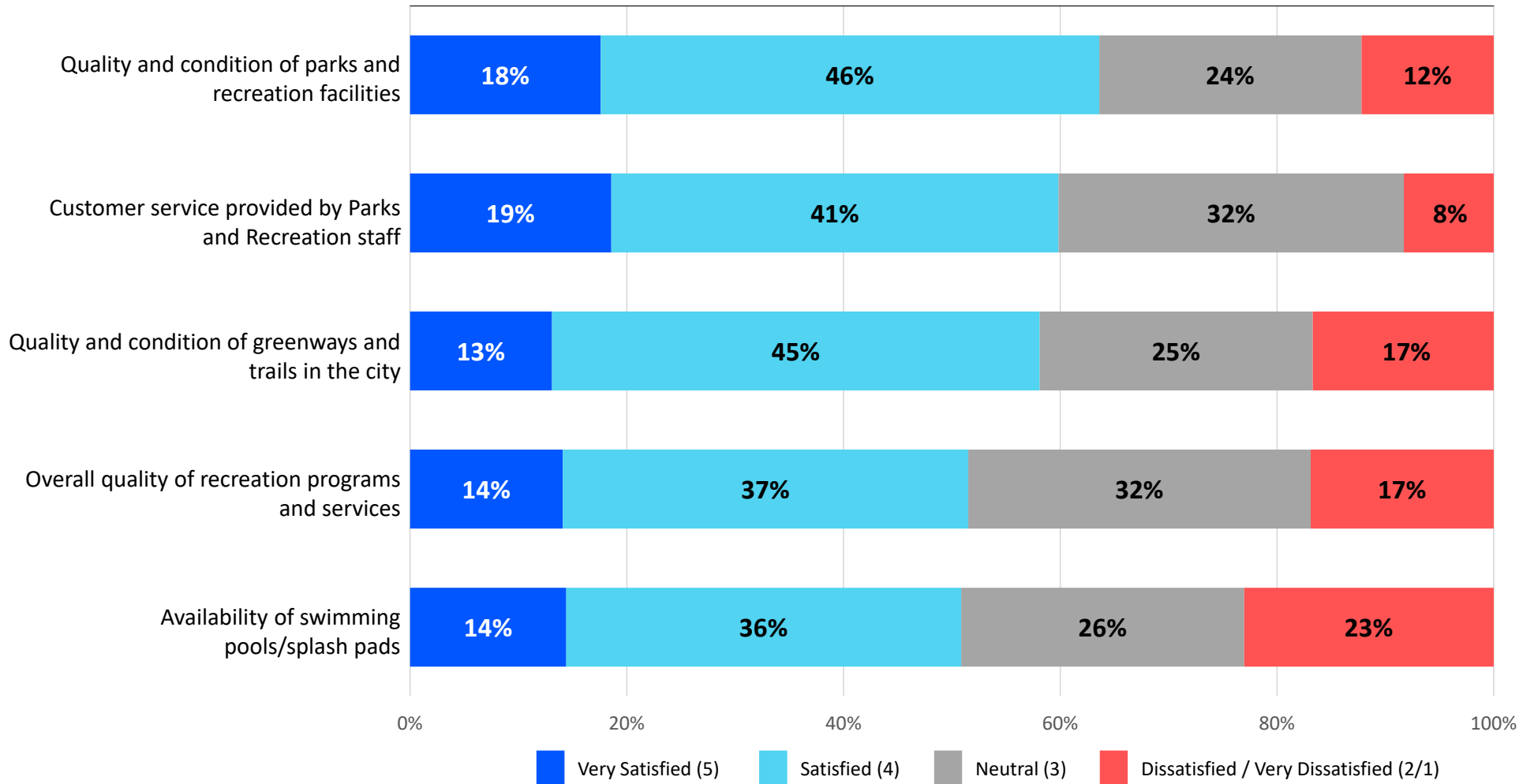
# Q5. Satisfaction with Public Safety Services

by percentage of respondents (excluding don't know)



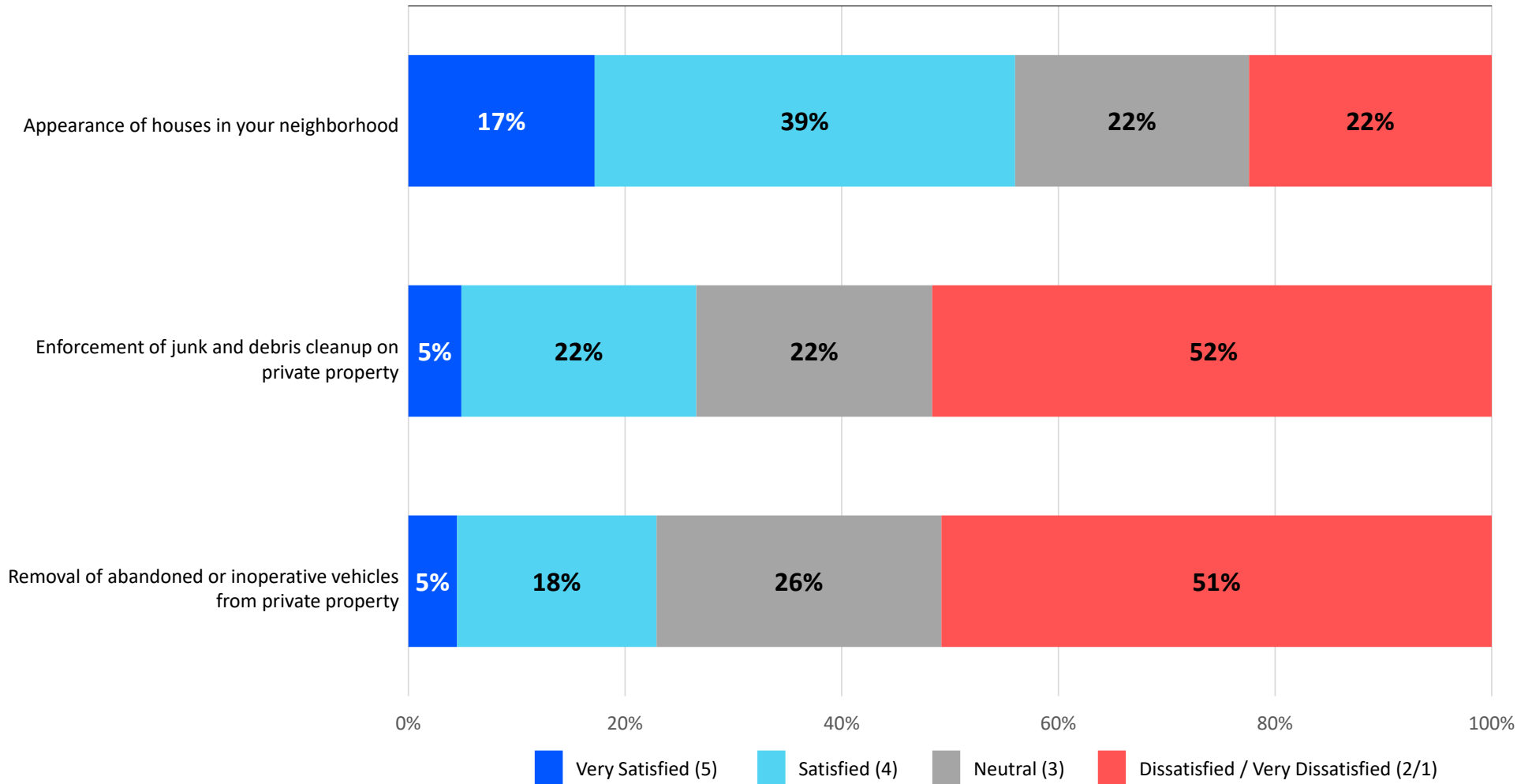
# Q6. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't know)



# Q7. Satisfaction with Code Enforcement

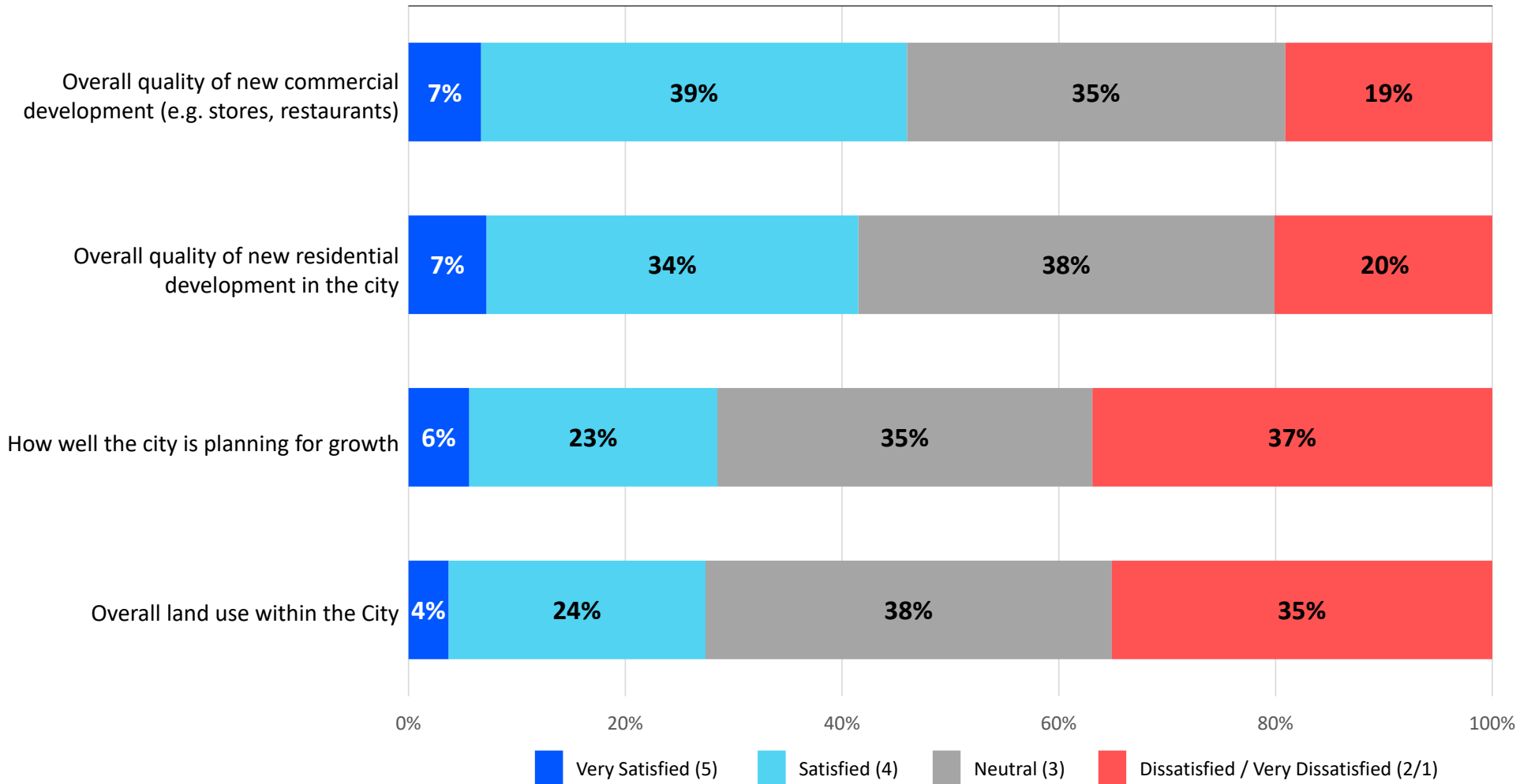
by percentage of respondents (excluding don't know)





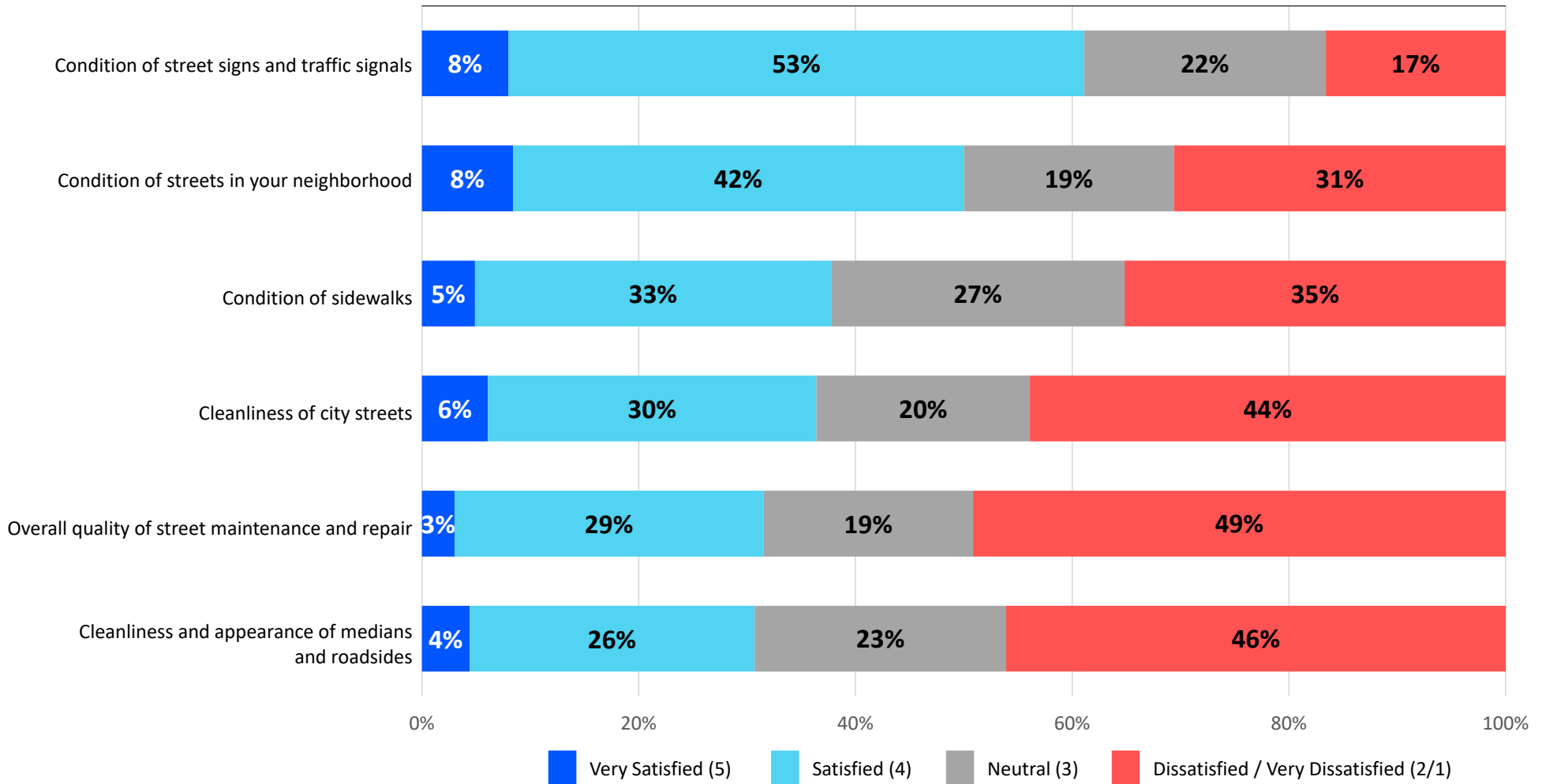
# Q8. Satisfaction with Planning and Zoning

by percentage of respondents (excluding don't know)



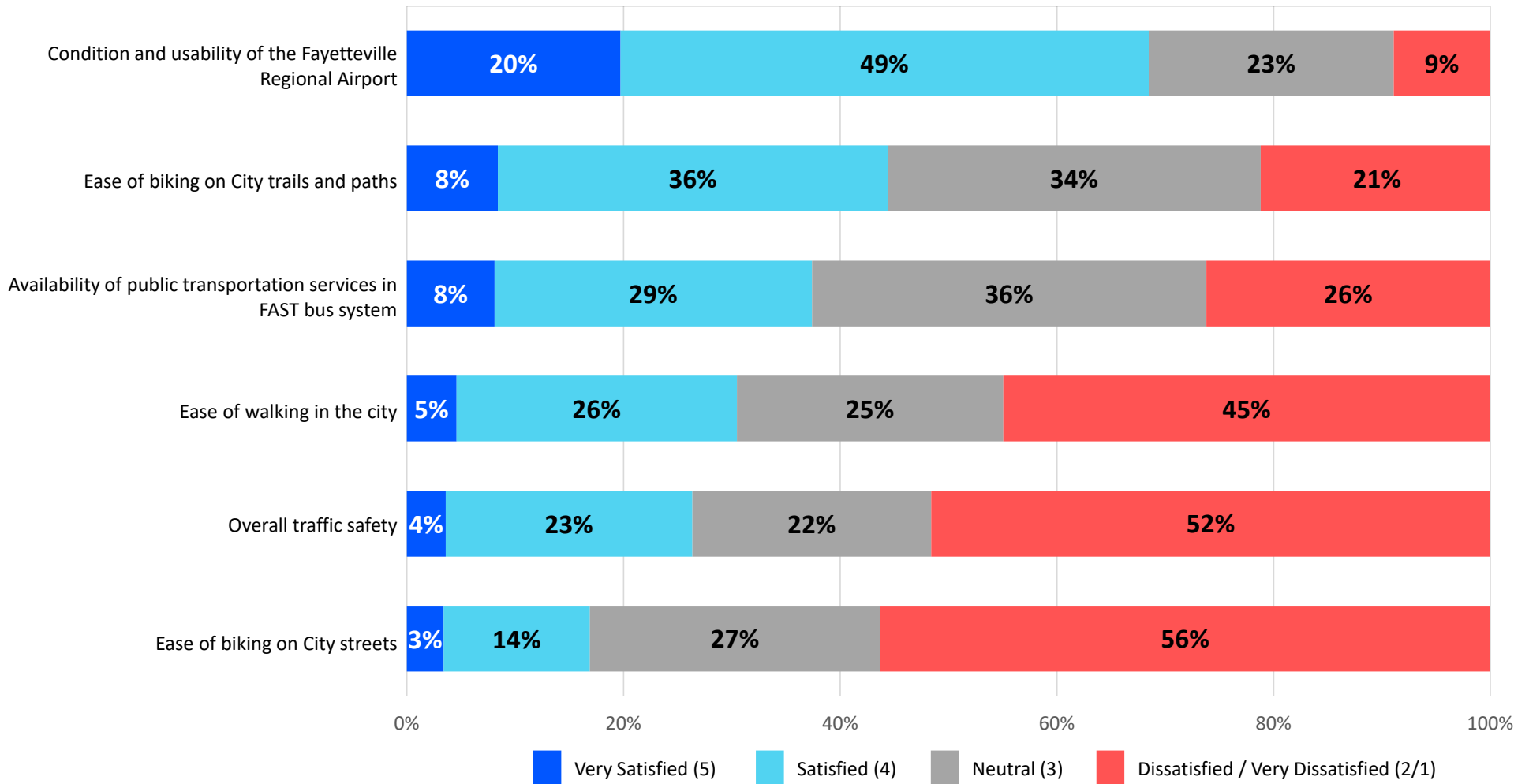
# Q9. Satisfaction with Maintenance

by percentage of respondents (excluding don't know)



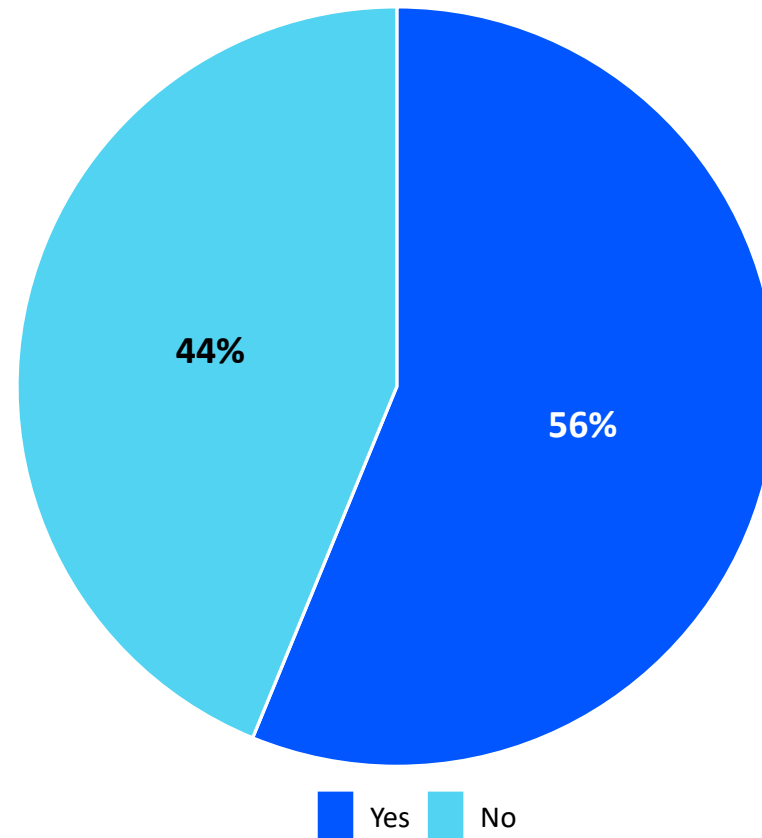
# Q10. Satisfaction with Transportation and Connectivity

by percentage of respondents (excluding don't know)



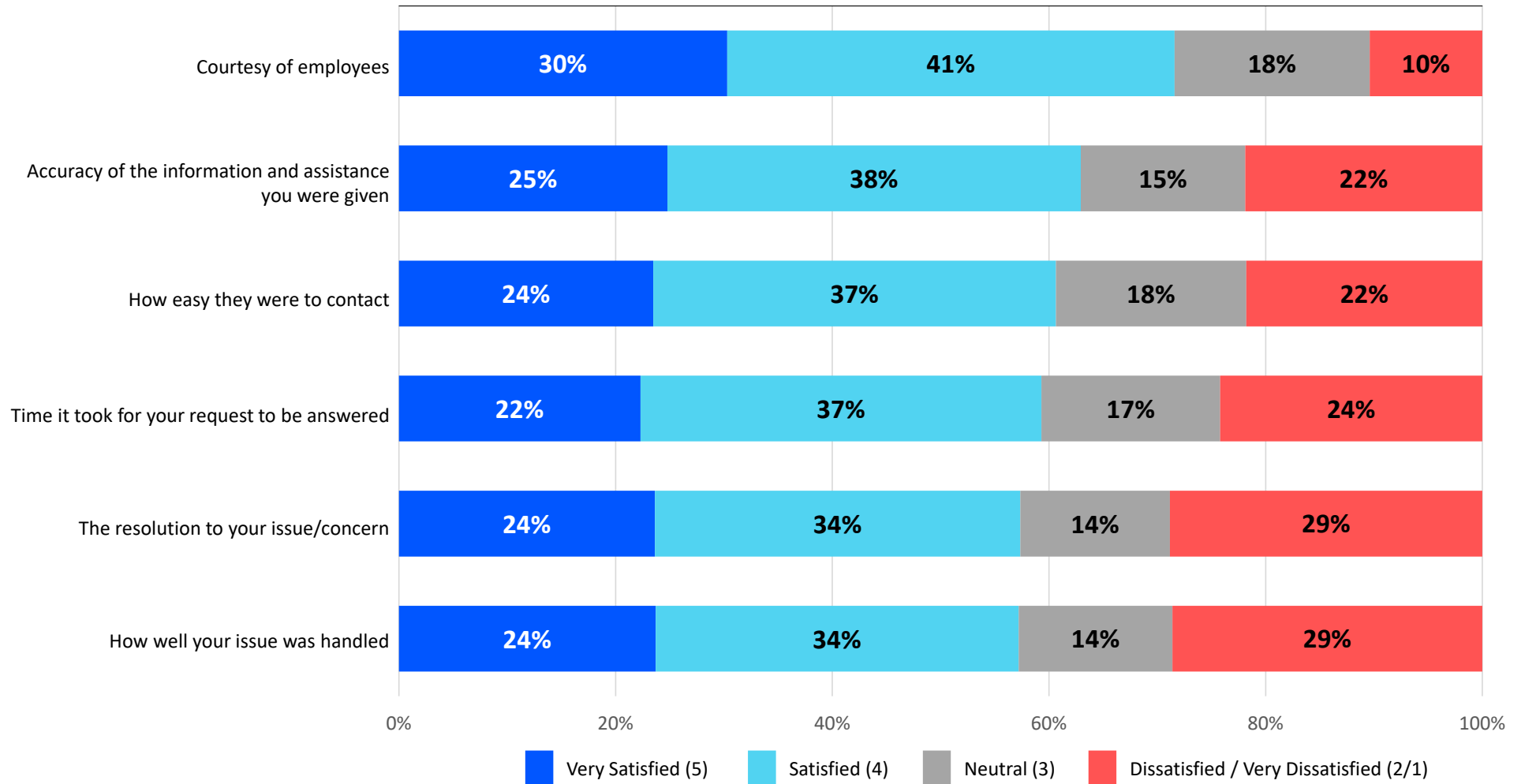
# Q11. During the past year, have you or other members of your household contacted employees of the City of Fayetteville to seek services, ask a question, or file a complaint?

by percentage of respondents



# Q11a. If yes on Q11, how satisfied are you with...

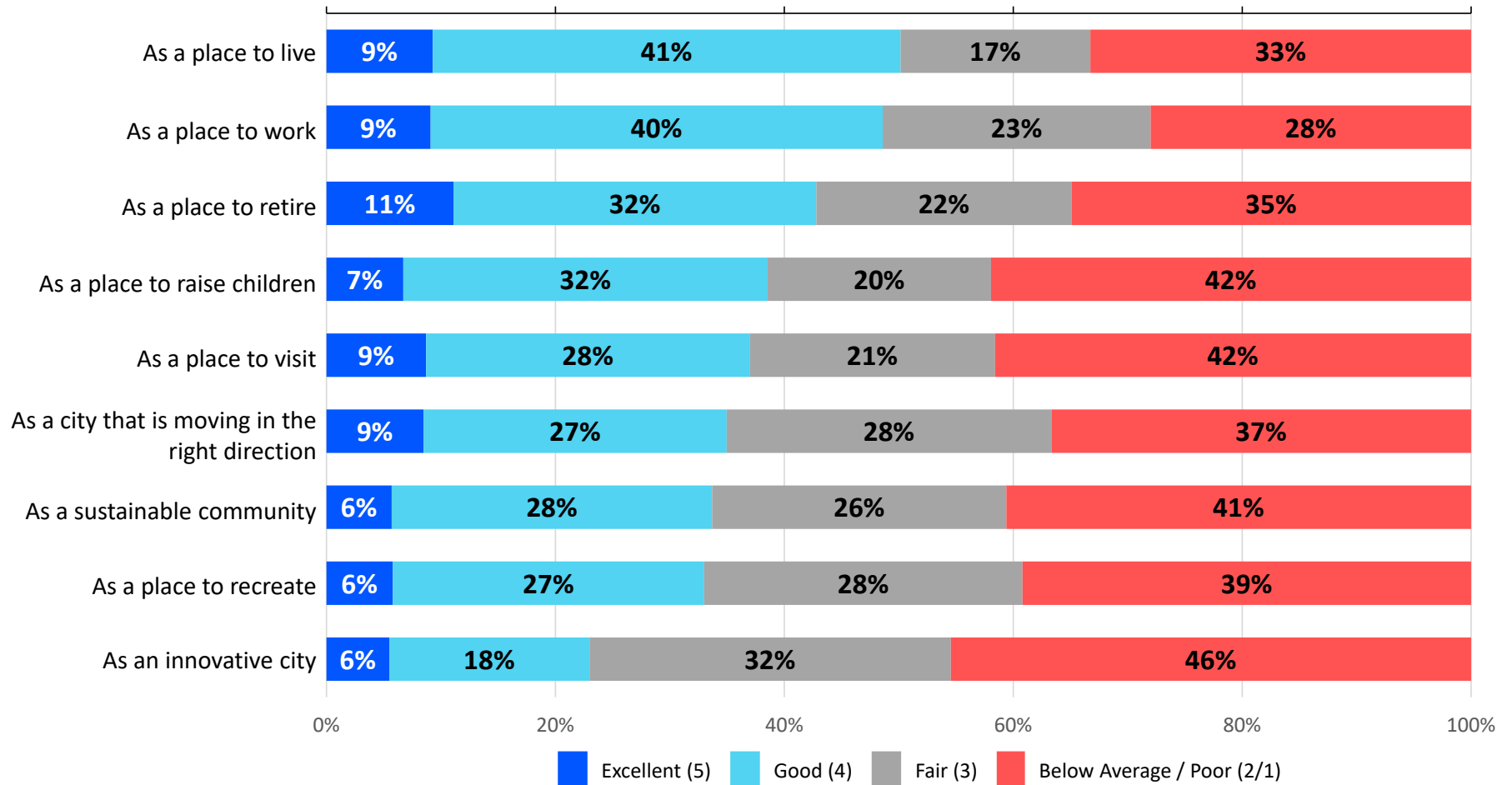
by percentage of respondents (excluding don't know)





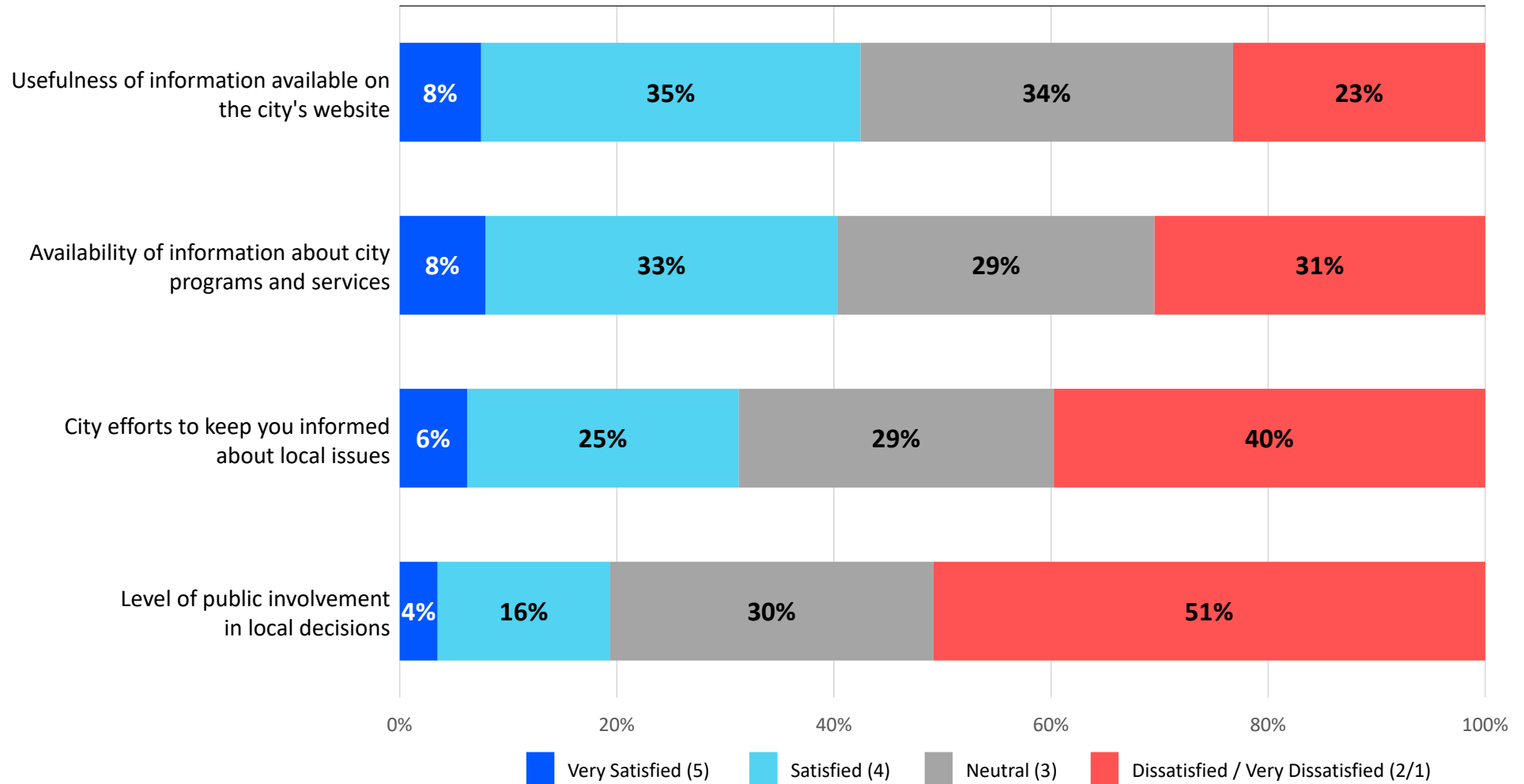
# Q12. Overall Ratings of the City

by percentage of respondents (excluding don't know)



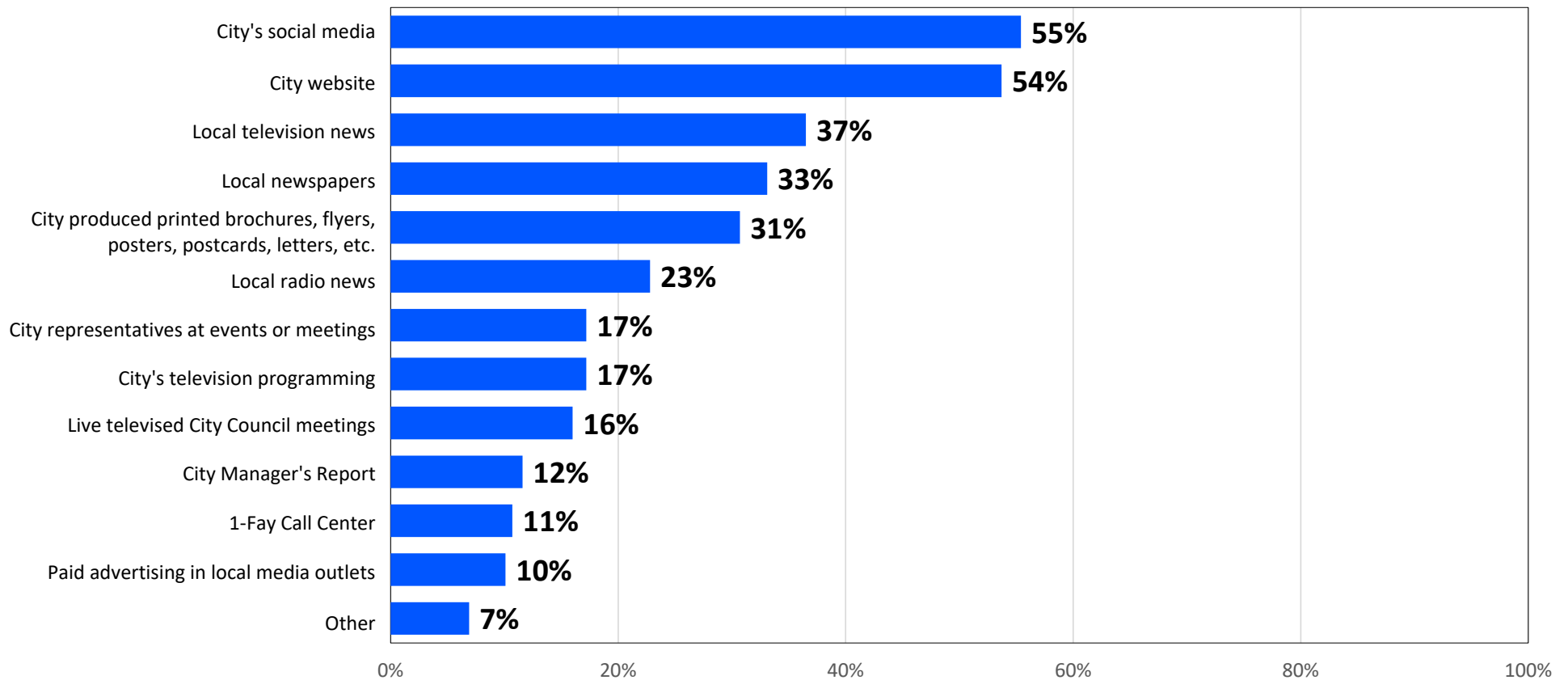
# Q13. Satisfaction with Communication and Engagement

by percentage of respondents (excluding don't know)



# Q14. Which of the following methods do you use to get information about the City of Fayetteville?

by percentage of respondents (multiple selections could be made)

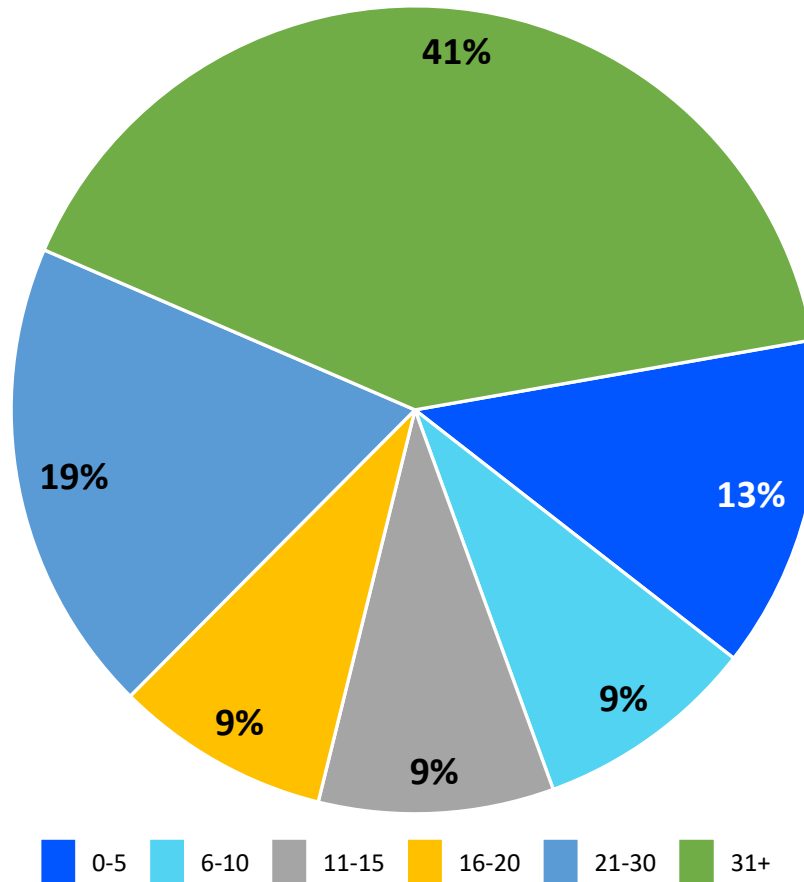


# Demographics



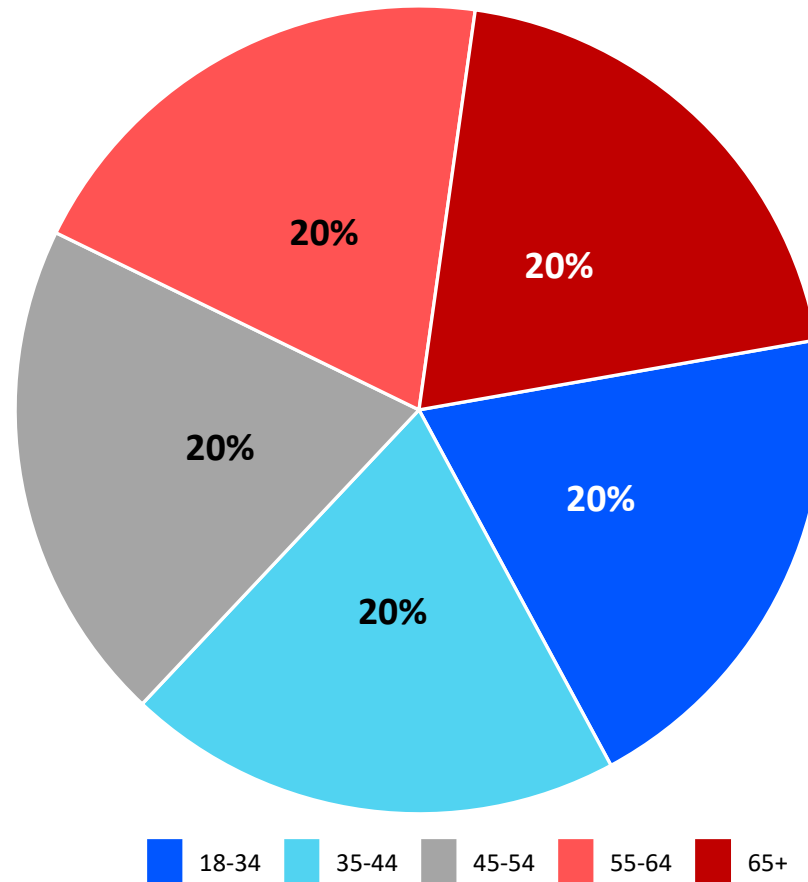
# Q17. Approximately how many years have you lived in Fayetteville?

by percentage of respondents (excluding not provided)



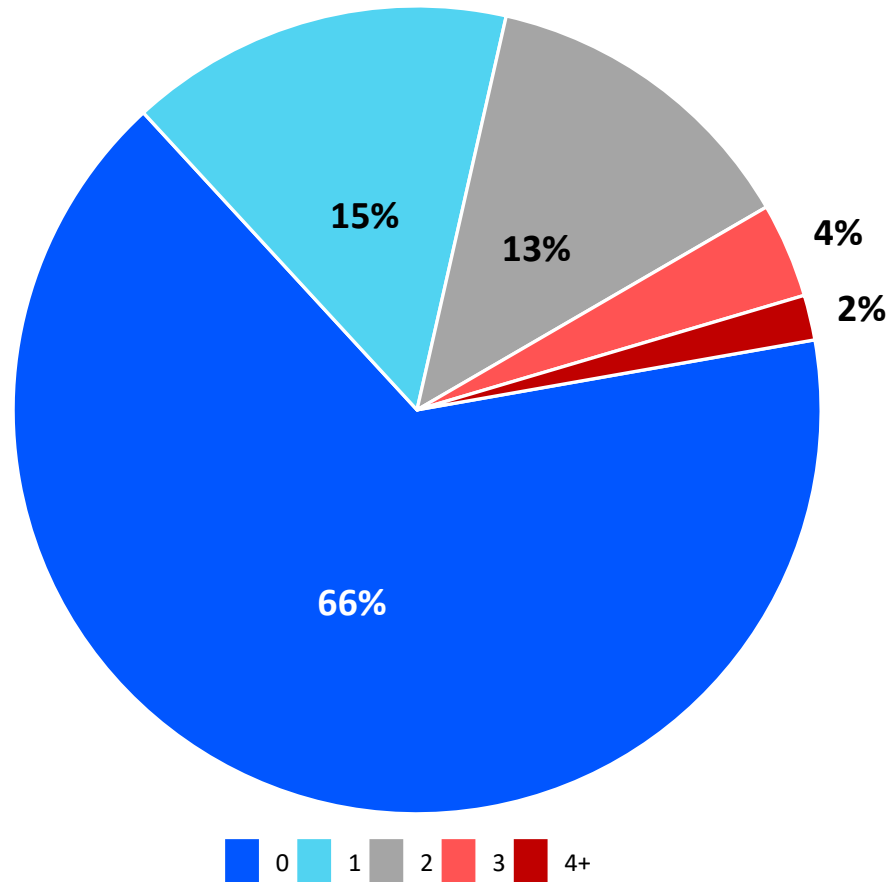
## Q18. What is your Age?

by percentage of respondents (excluding not provided)



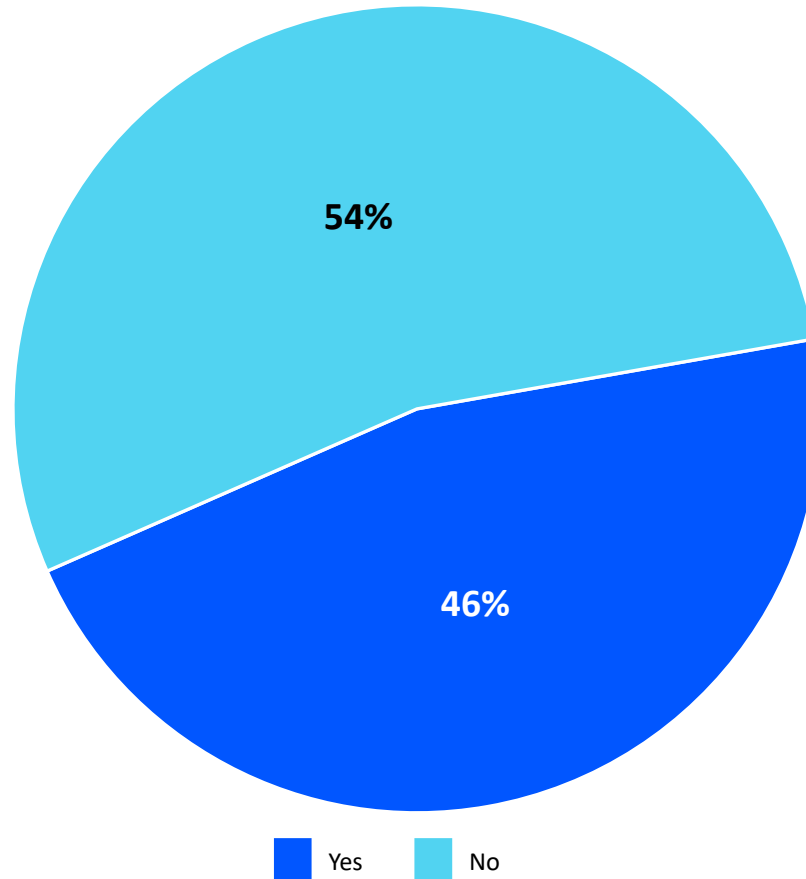
# Q19. How many children under the age of 18 do you have living in your home?

by percentage of respondents (excluding not provided)



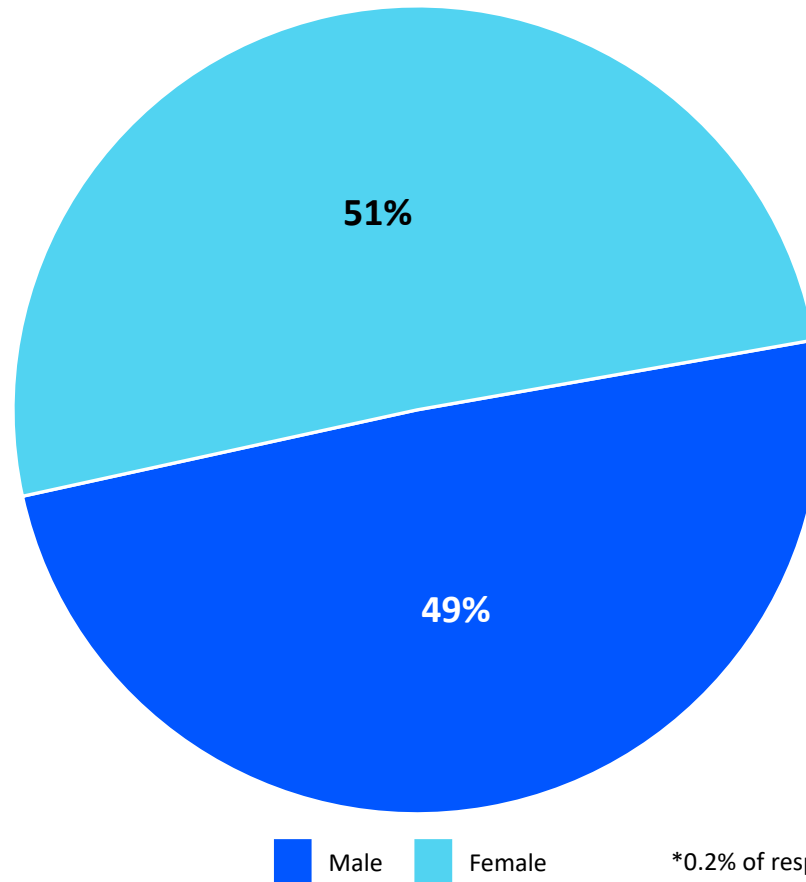
# Q20. Are you active-duty military, retired military, a military dependent, or a veteran?

by percentage of respondents (excluding not provided)



## Q21. What is your Gender?

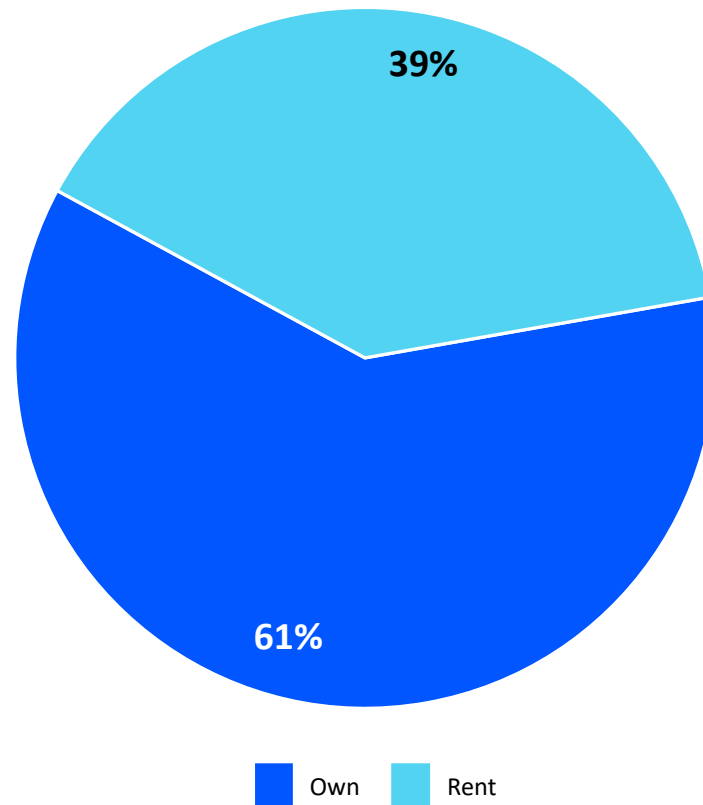
by percentage of respondents (excluding not provided)





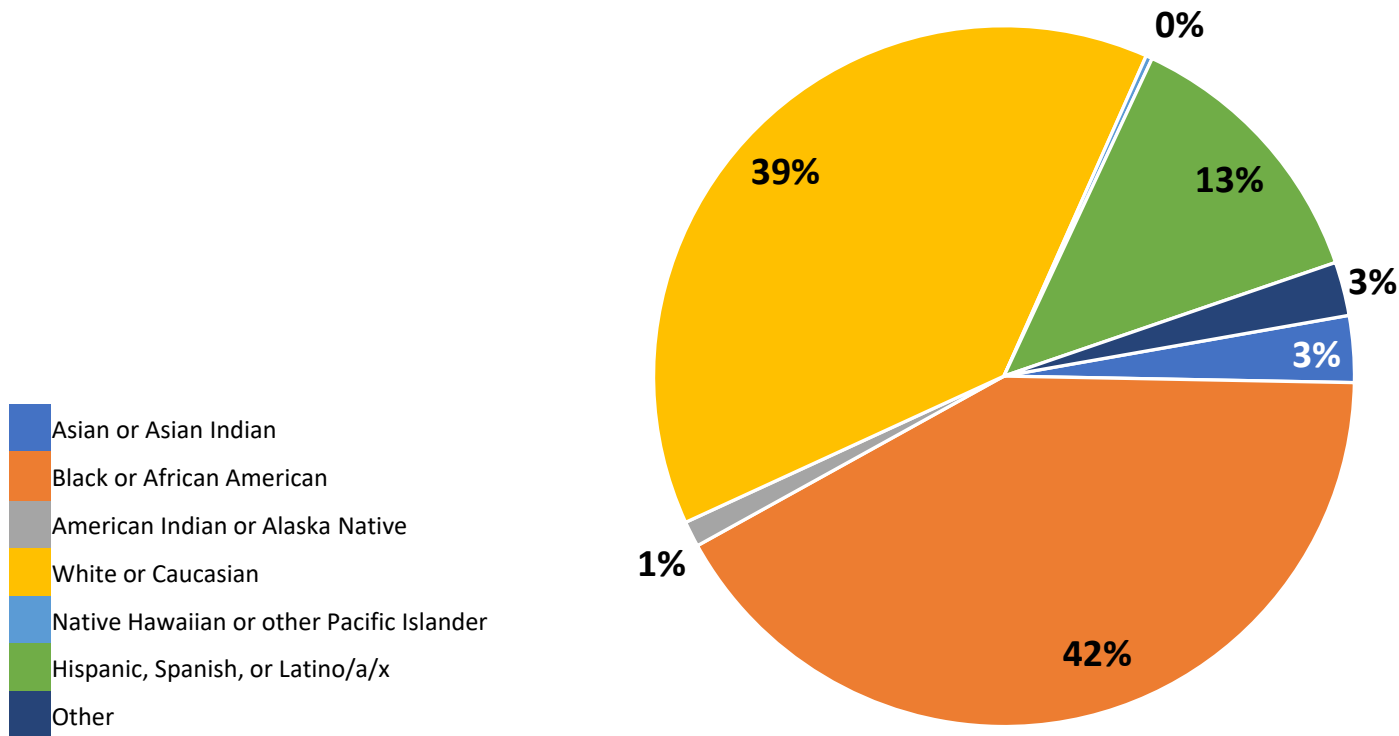
# Q22. Do you own or rent your current residence?

by percentage of respondents (excluding not provided)



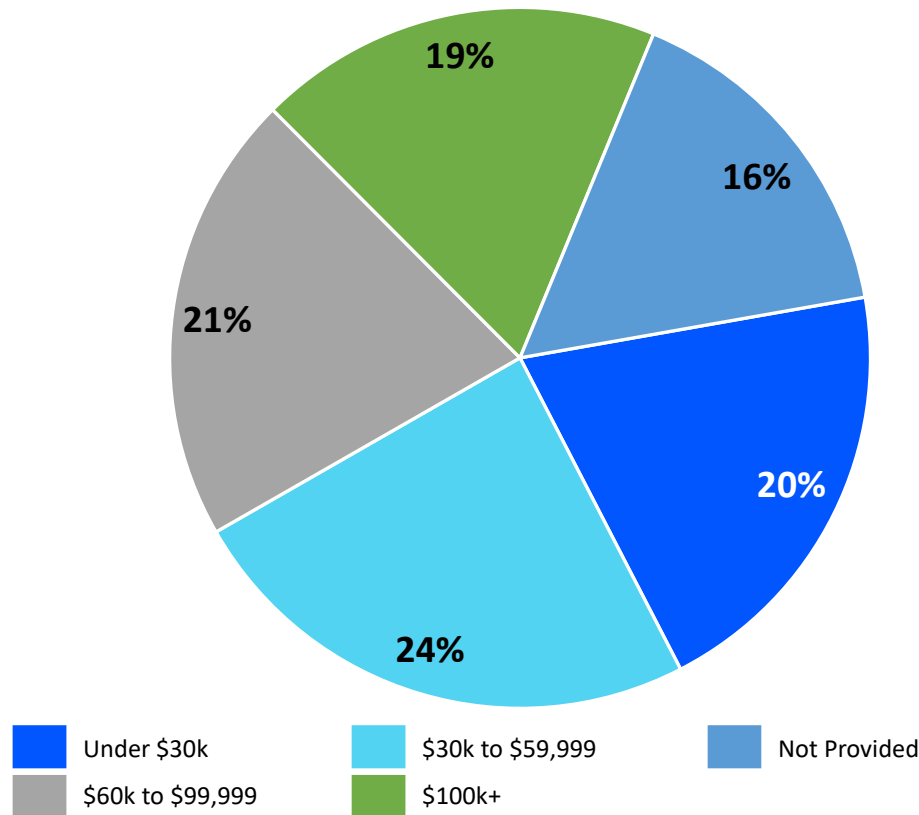
# Q23. Which of the following best describes your race/ethnicity?

by percentage of respondents



# Q24. Would you say your total annual household income is...

by percentage of respondents





# 2

# Trends Report

# City of Fayetteville Trends

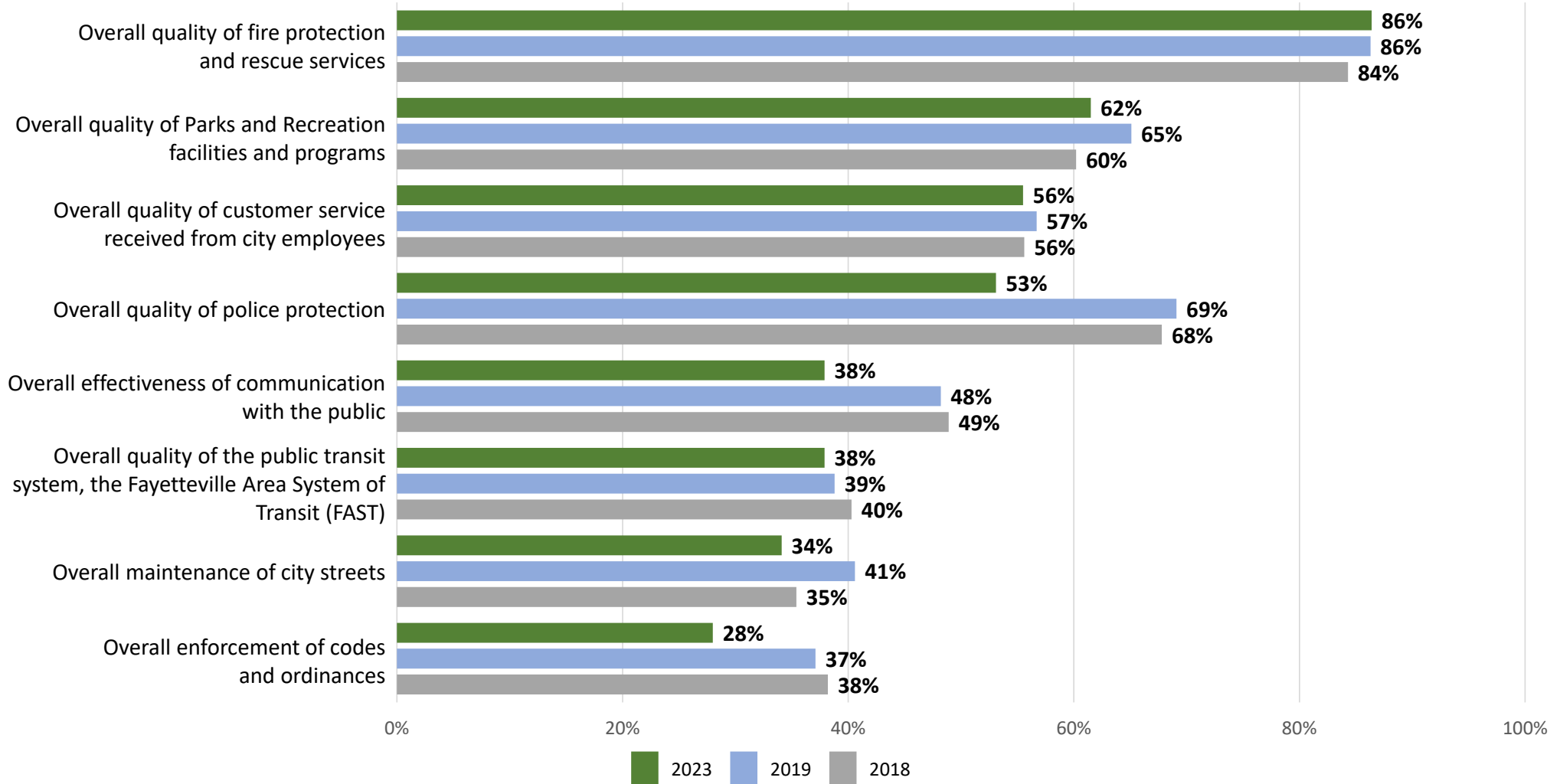
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The following slides show the trends for the City of Fayetteville in 2023 compared to 2019 and 2018.



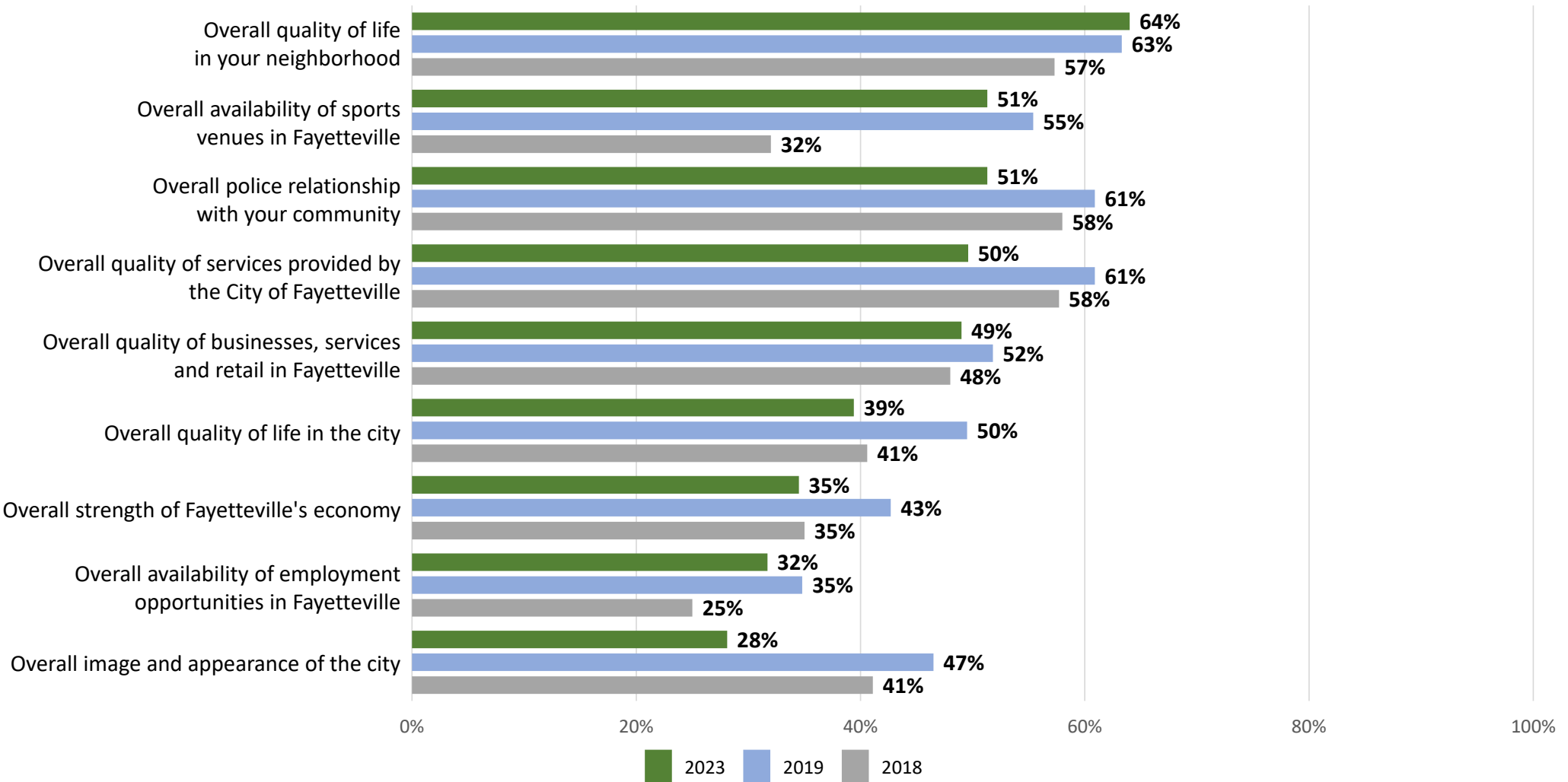


# Q1. Satisfaction with Major Categories of Service in Fayetteville 2023 vs 2019 vs 2018

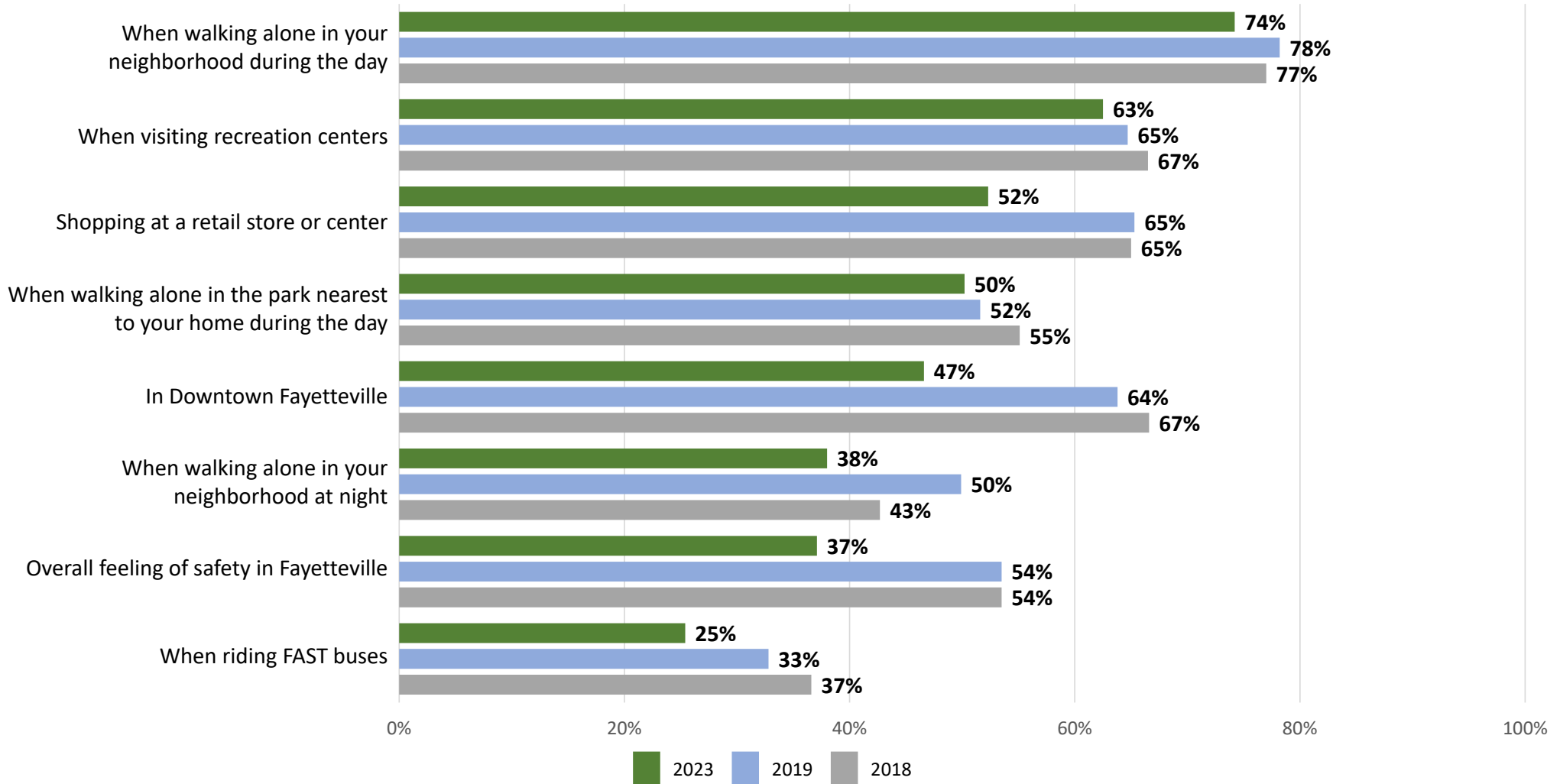




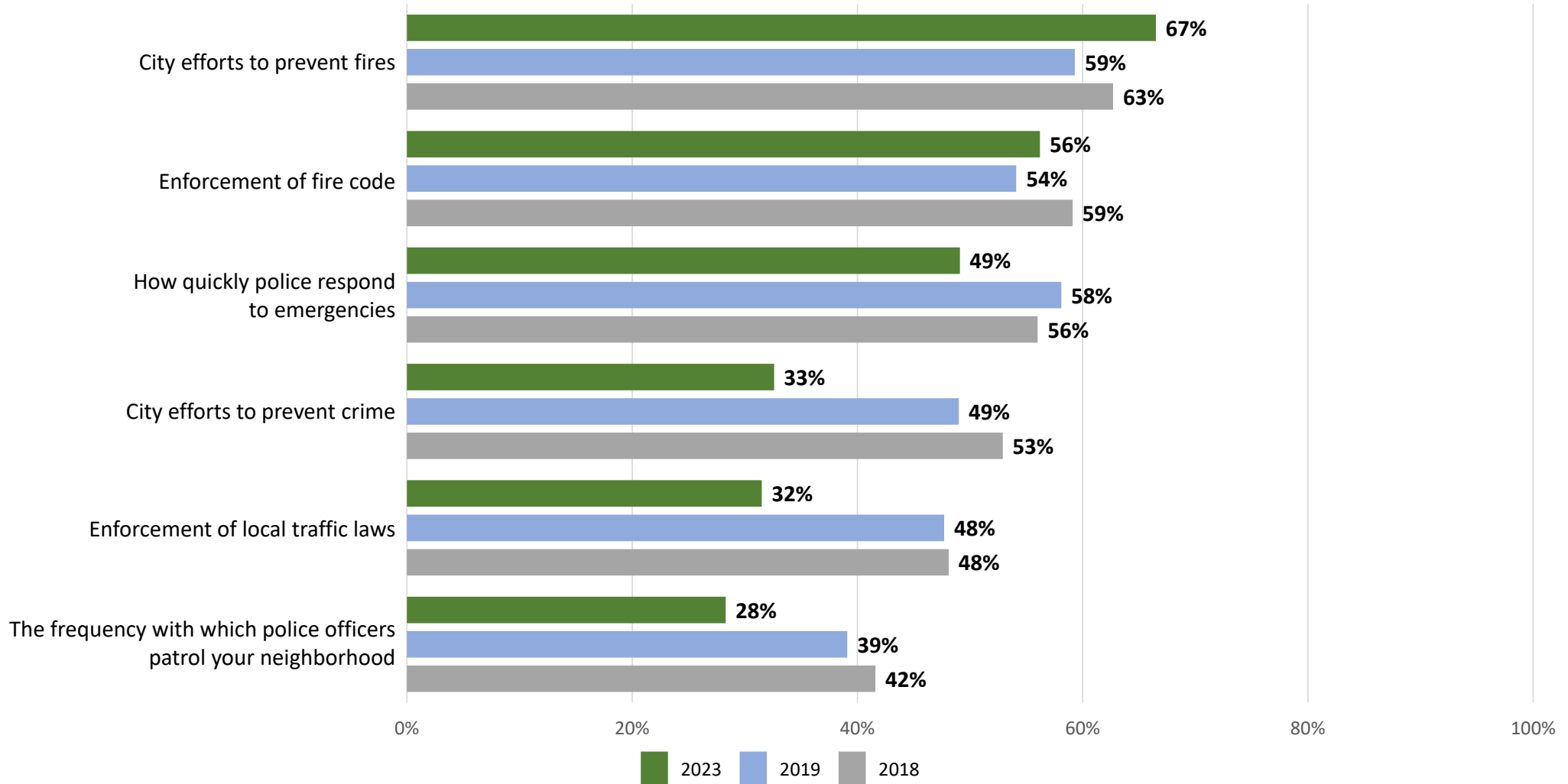
## Q3. Satisfaction with Perceptions of the City of Fayetteville 2023 vs 2019 vs 2018



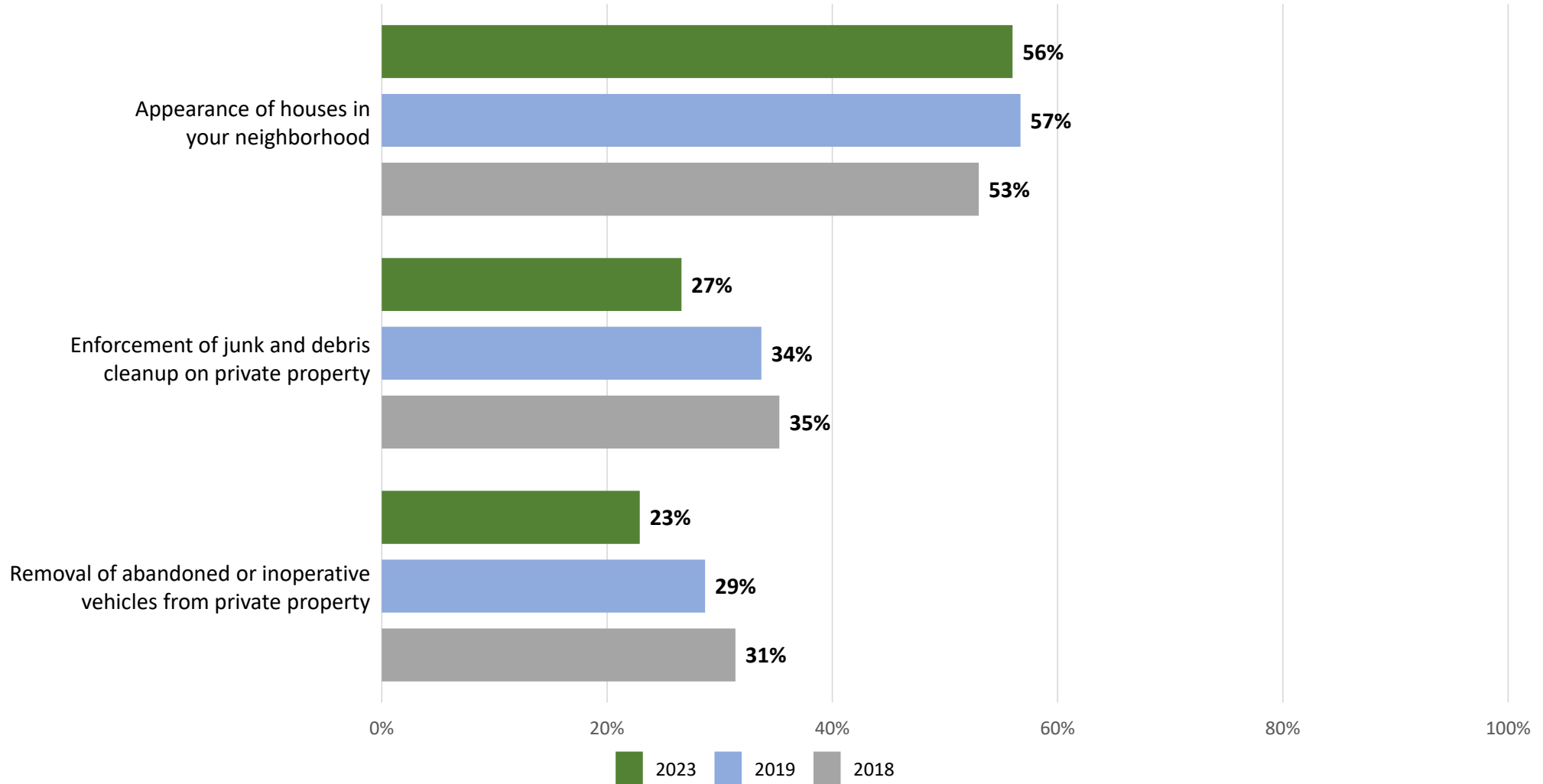
## Q4. Satisfaction with Feelings of Safety 2023 vs 2019 vs 2018



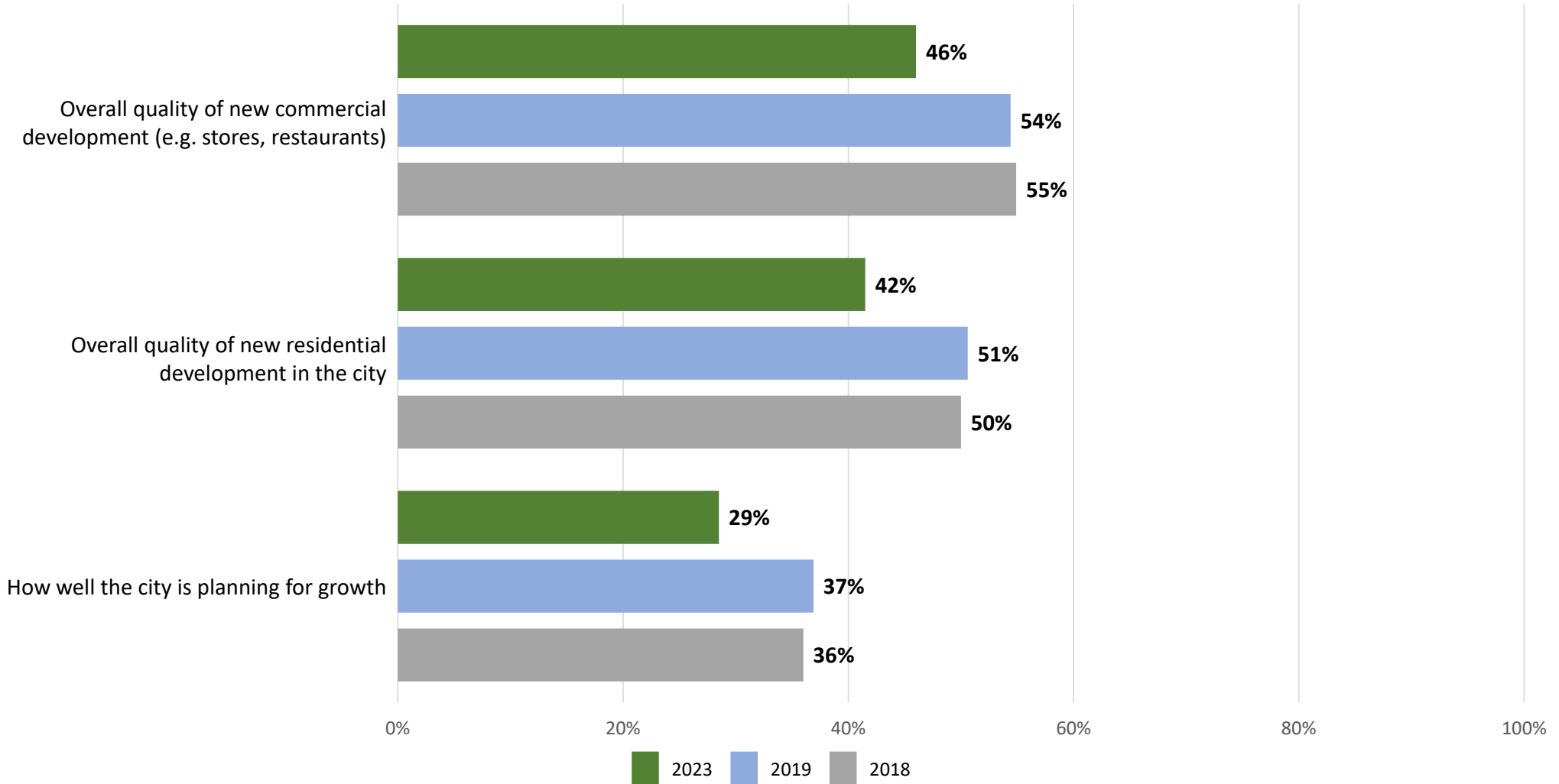
## Q5. Satisfaction with Public Safety Services 2023 vs 2019 vs 2018



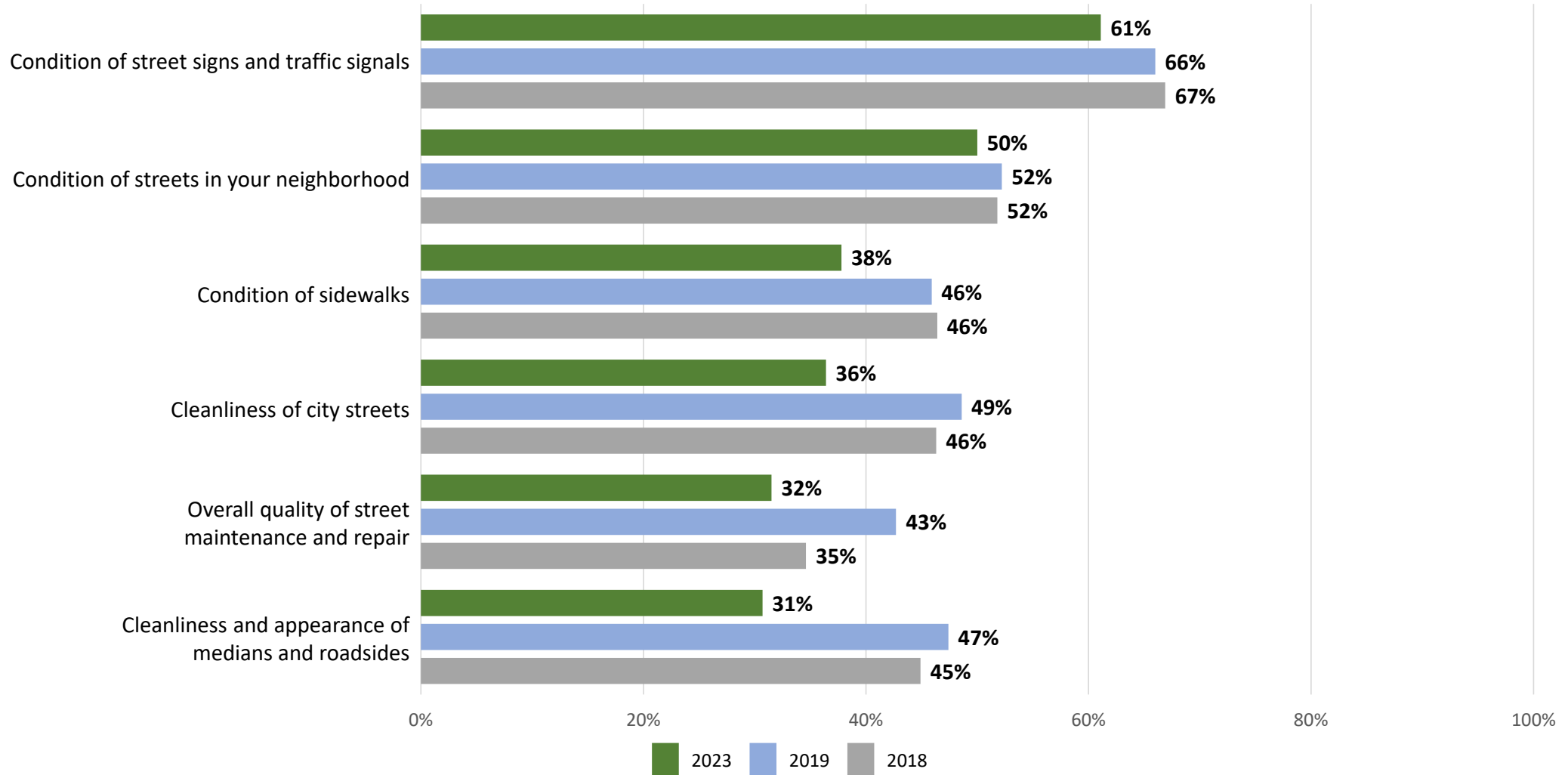
## Q7. Satisfaction with Code Enforcement 2023 vs 2019 vs 2018



## Q8. Satisfaction with Planning and Zoning 2023 vs 2019 vs 2018

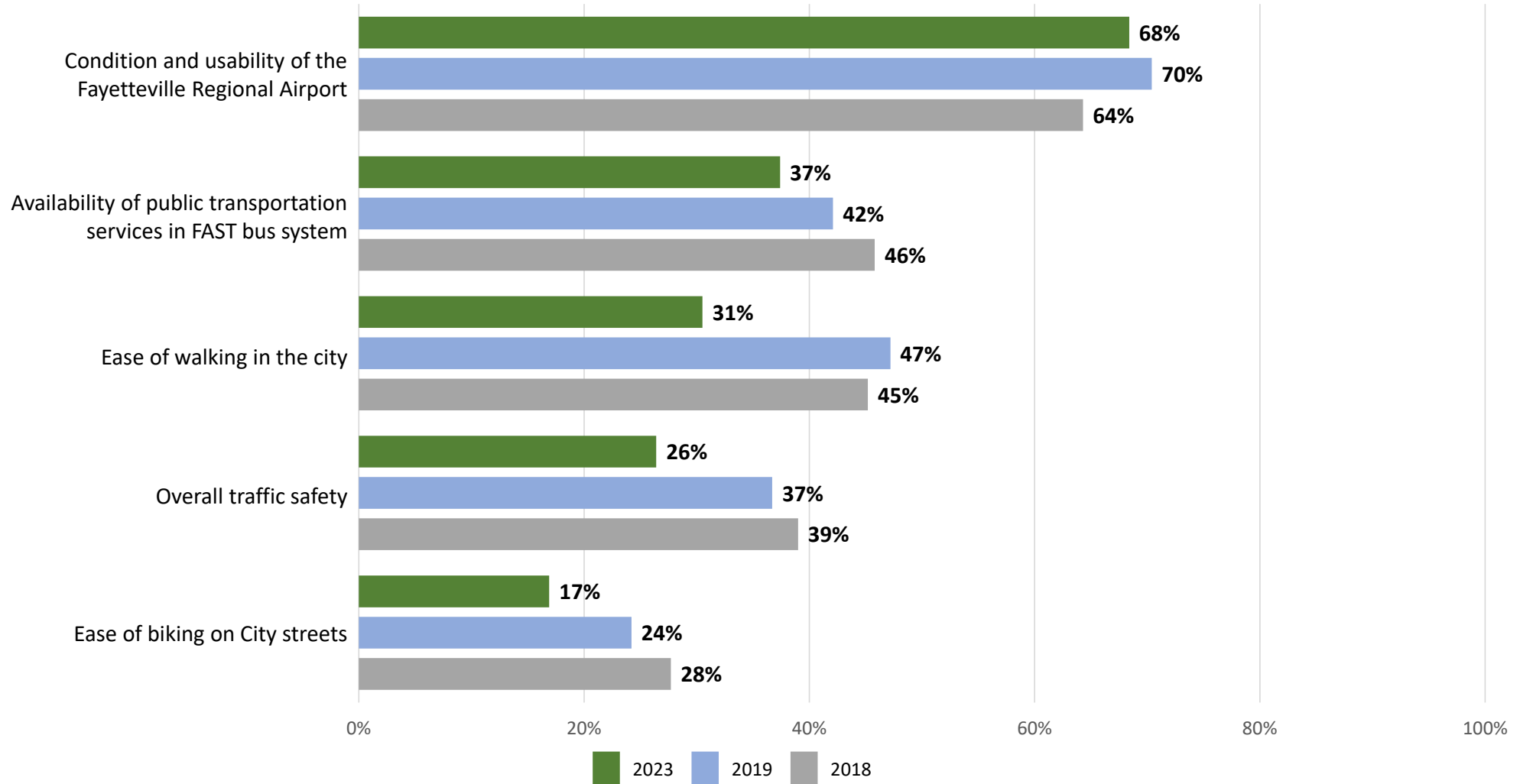


## Q9. Satisfaction with Maintenance 2023 vs 2019 vs 2018

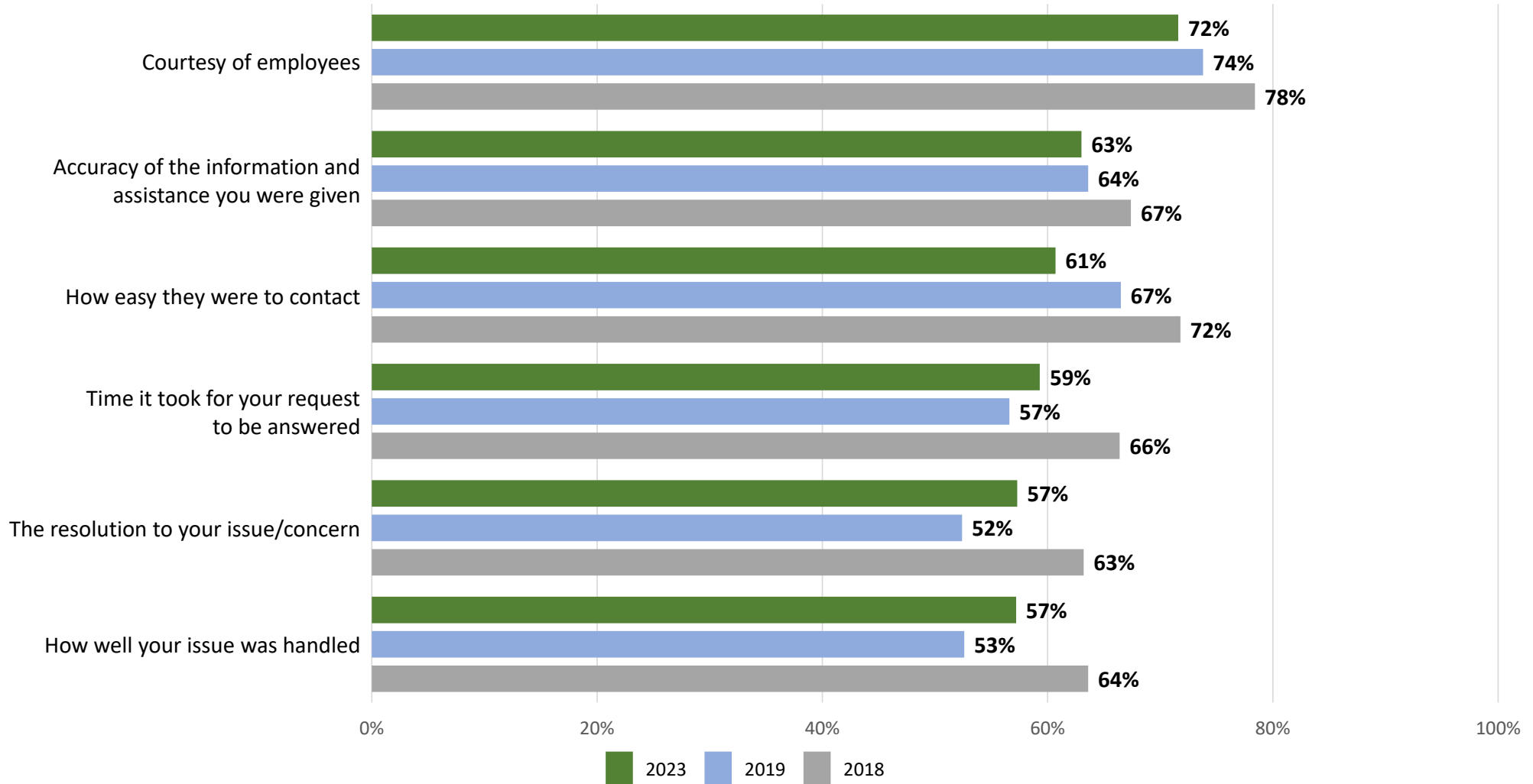




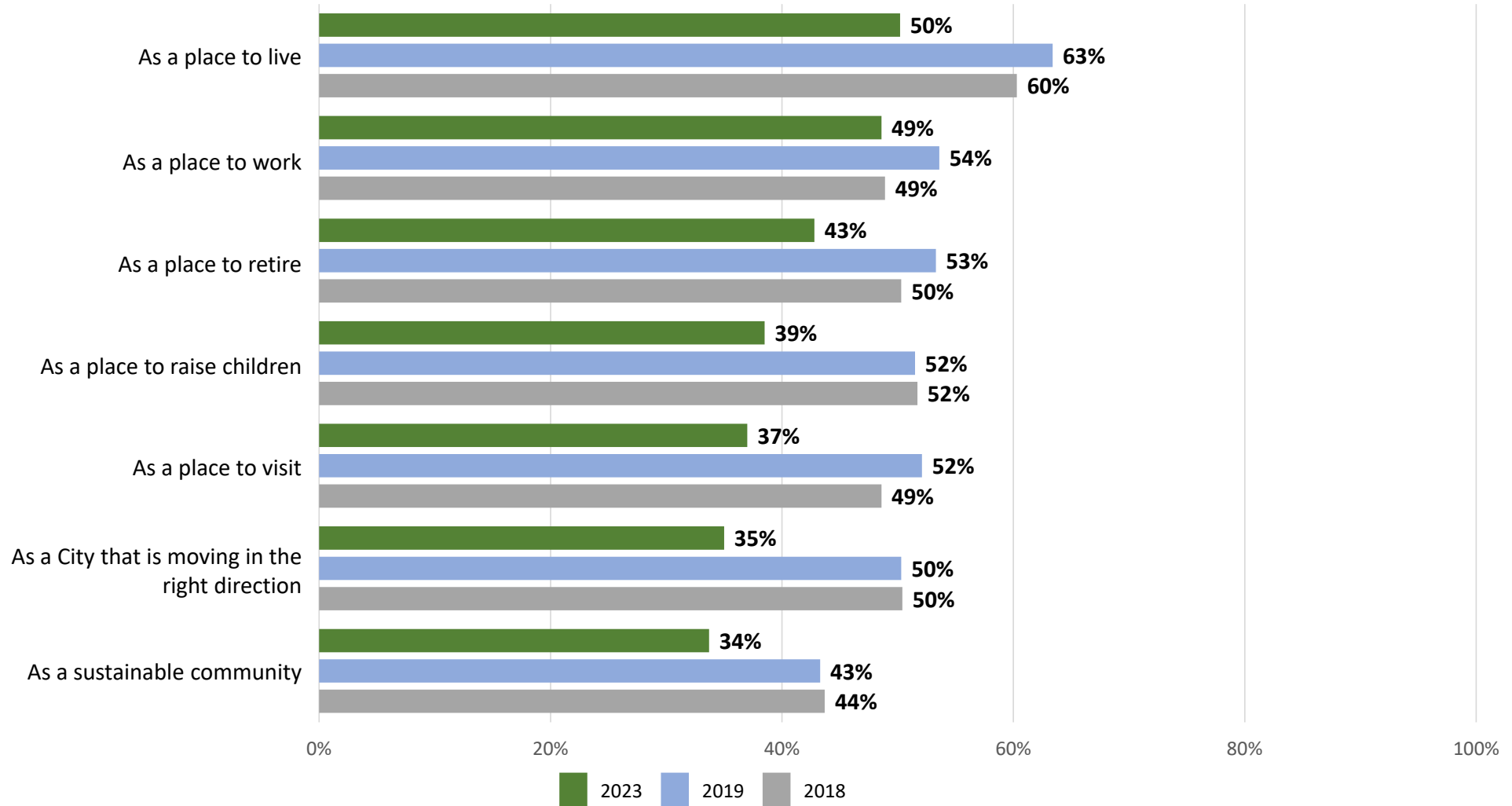
## Q10. Satisfaction with Transportation and Connectivity 2023 vs 2019 vs 2018



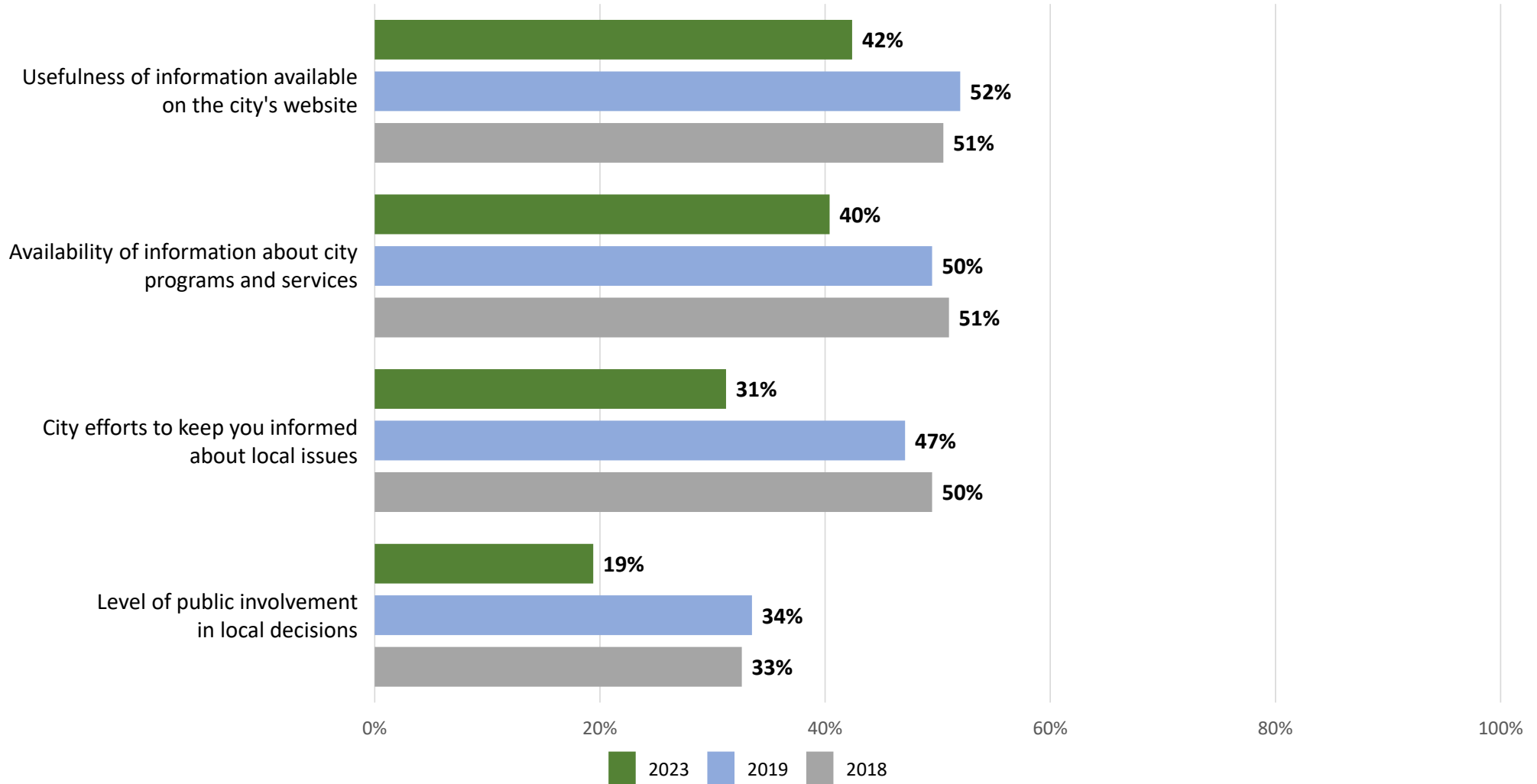
## Q11a. If yes on Q11, how satisfied are you with... 2023 vs 2019 vs 2018



## Q12. Overall Ratings of the City 2023 vs 2019 vs 2018



## Q13. Satisfaction with Communication and Engagement 2023 vs 2019 vs 2018



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle with a dark blue outline, containing the number '3' in a dark blue, bold font. To the right of the circle, the text 'Benchmarking Analysis' is written in a white, bold, sans-serif font.

# 3 Benchmarking Analysis

# National Benchmarking Analysis



## Overview

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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of more than 5,000 residents in the continental United States and (2) from a regional survey administered to a random sample of more than 950 residents in the Atlantic Region during the winter of 2023. The states included in the Atlantic Region are listed below.

- Washington D.C.
- Maryland
- Virginia
- Delaware
- North Carolina
- West Virginia

The charts on the following pages show how the results for the City of Fayetteville compare to the national average and the Atlantic Region average. The green bar shows the results for the City of Fayetteville in 2023. The light blue bar shows the Atlantic Region average. The grey bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 5,000 U.S. residents during the summer of 2023.

*ETC Institute does not maintain benchmarking data for all the items that were included in the City's 2023 survey. Only items that ETC Institute maintains benchmarking data for are included in this section.*



# City of Fayetteville Benchmarking

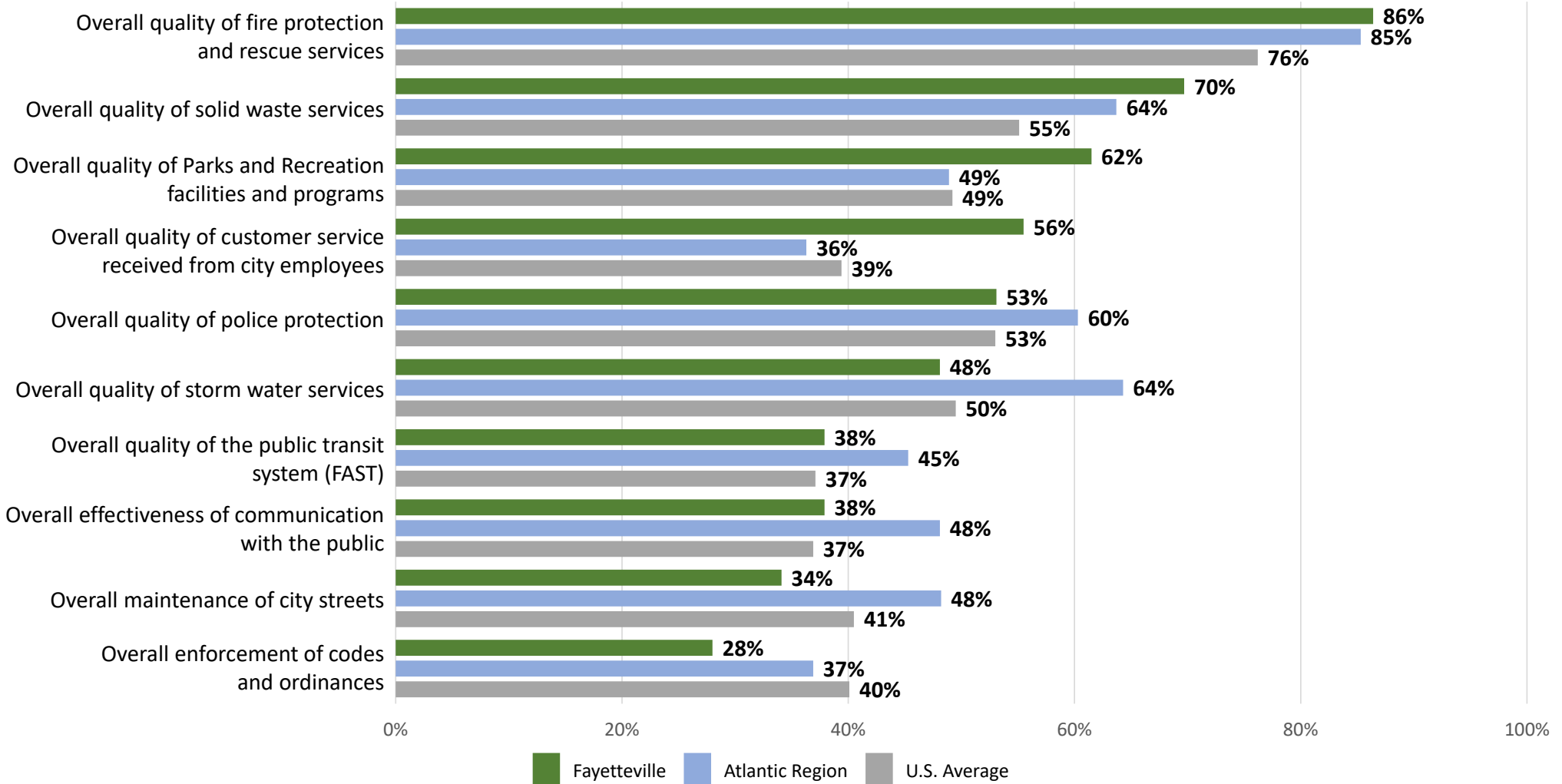
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The following slides shows benchmarking for the City of Fayetteville in 2023 compared to the Atlantic Region and the U.S. Average.

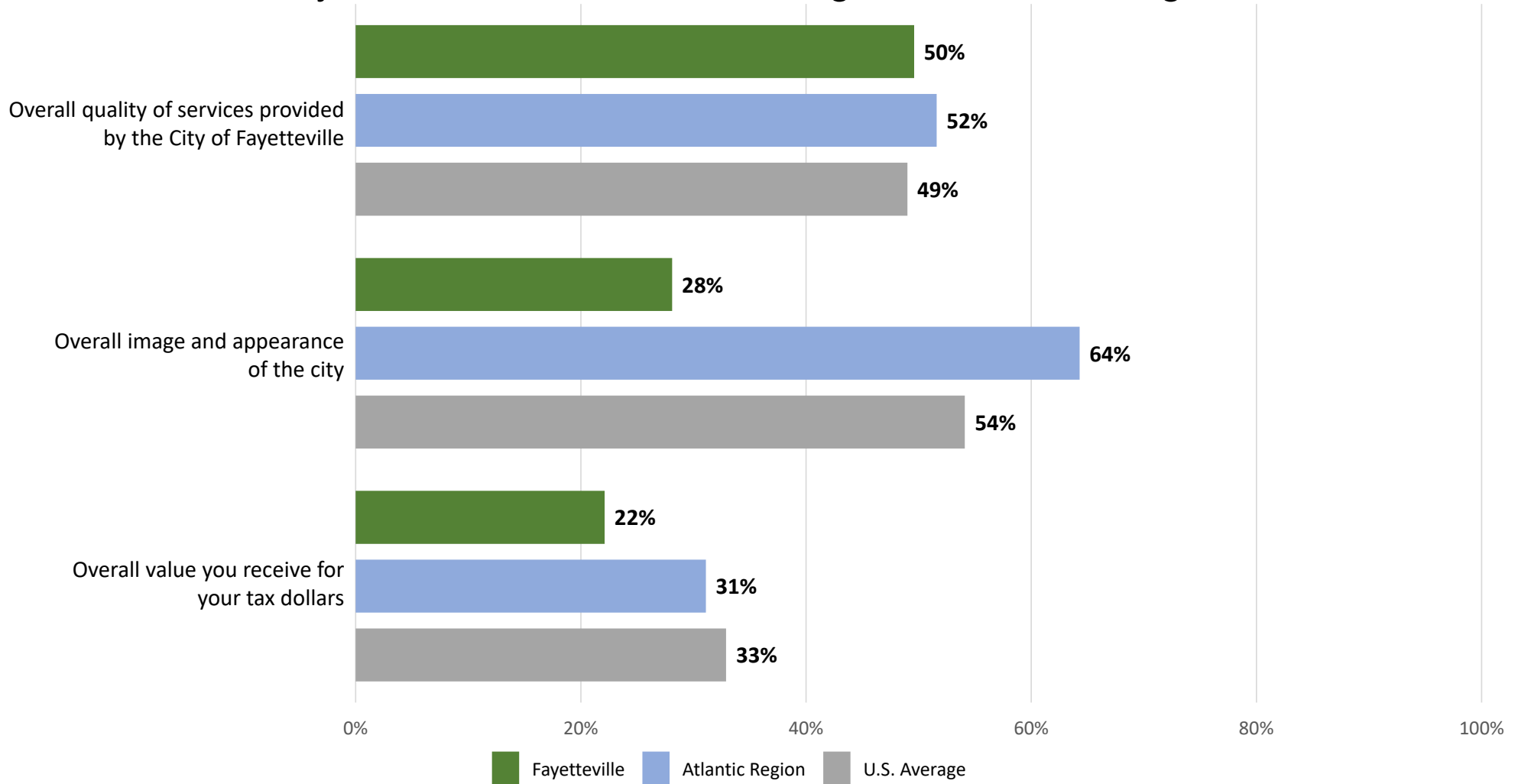




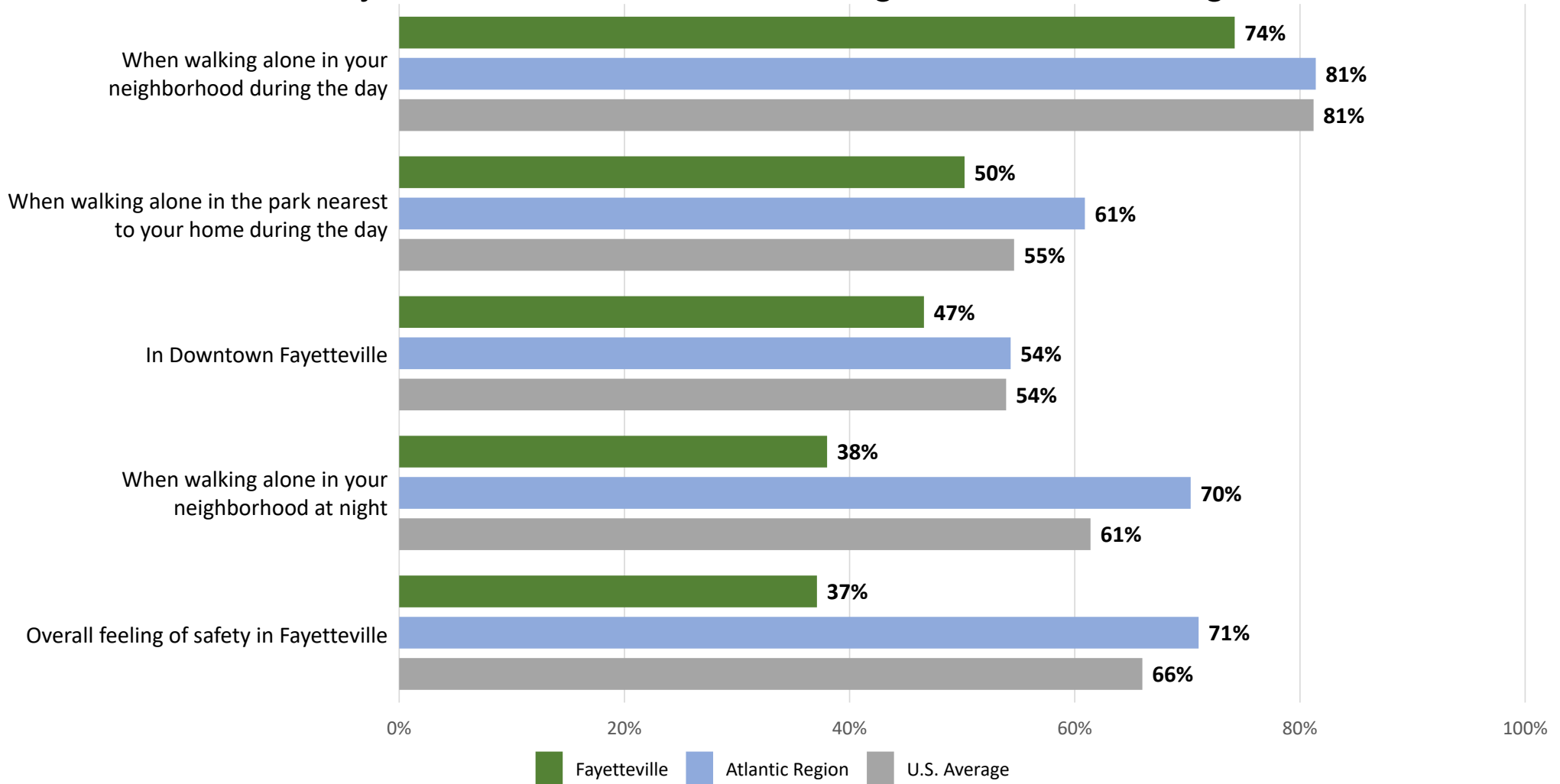
## Q1. Satisfaction with Major Categories of Service Fayetteville 2023 vs Atlantic Region vs U.S. Average



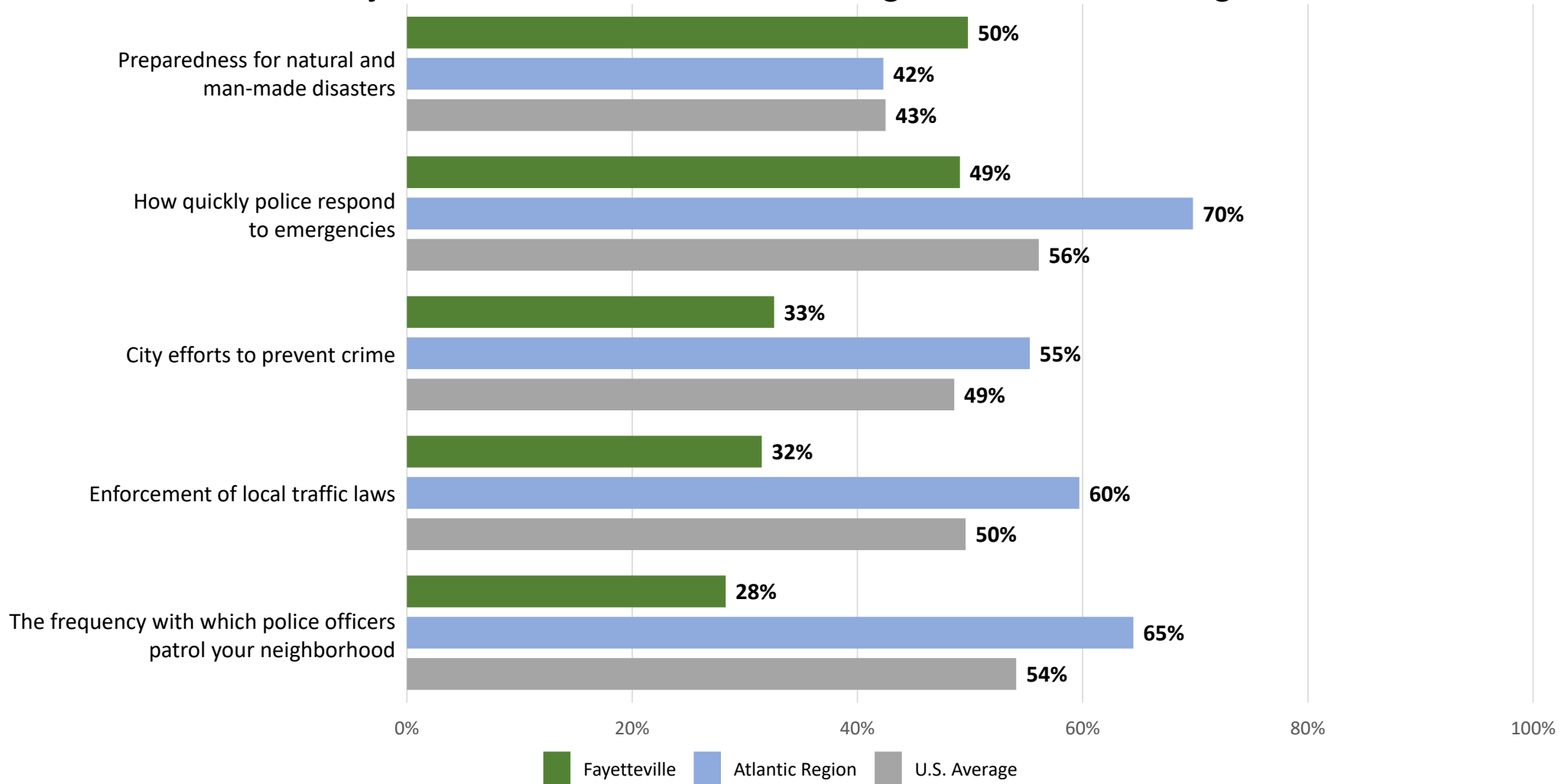
### Q3. Satisfaction with Perceptions of the City Fayetteville 2023 vs Atlantic Region vs U.S. Average



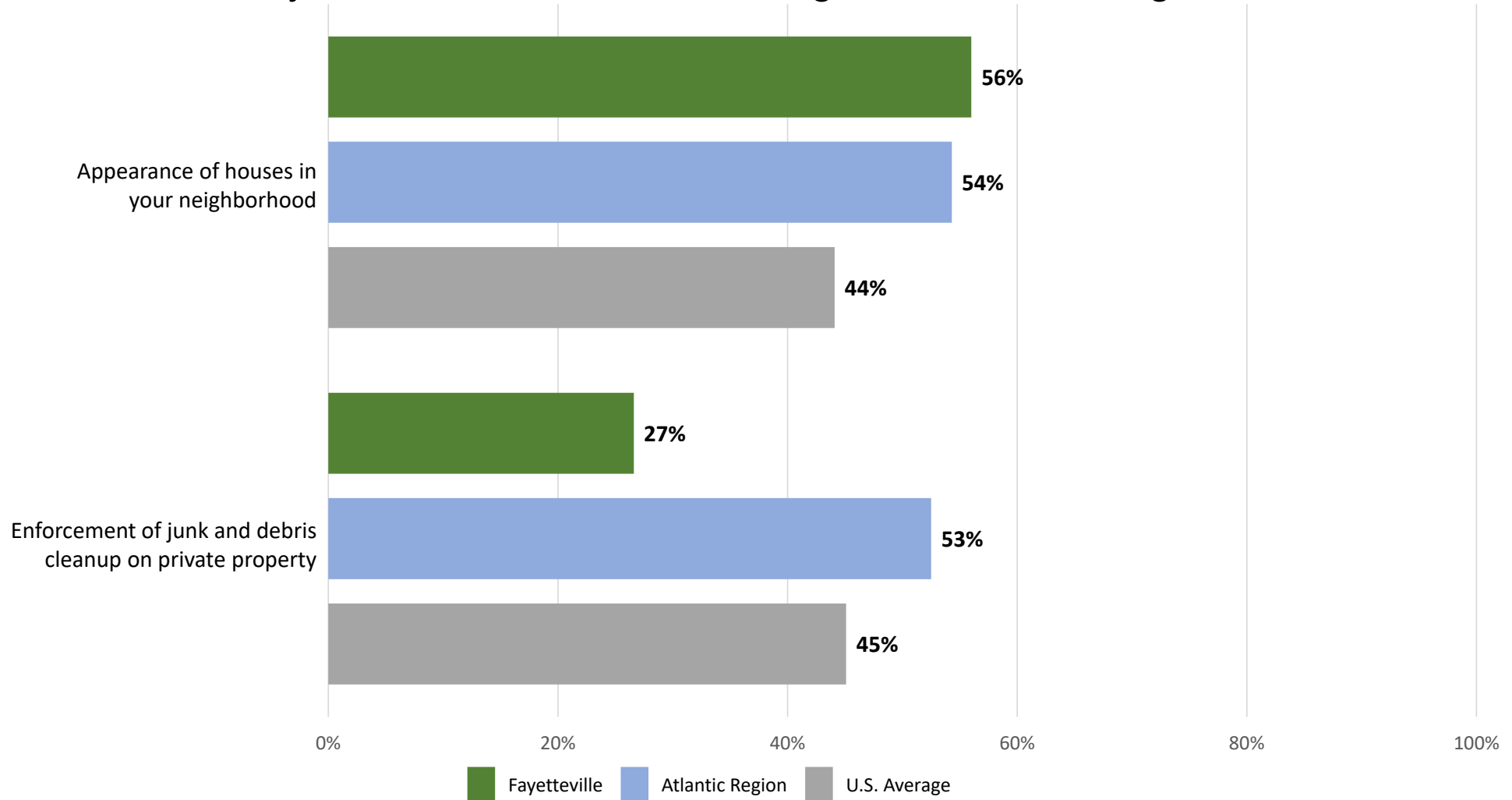
## Q4. Satisfaction with Feelings of Safety Fayetteville 2023 vs Atlantic Region vs U.S. Average



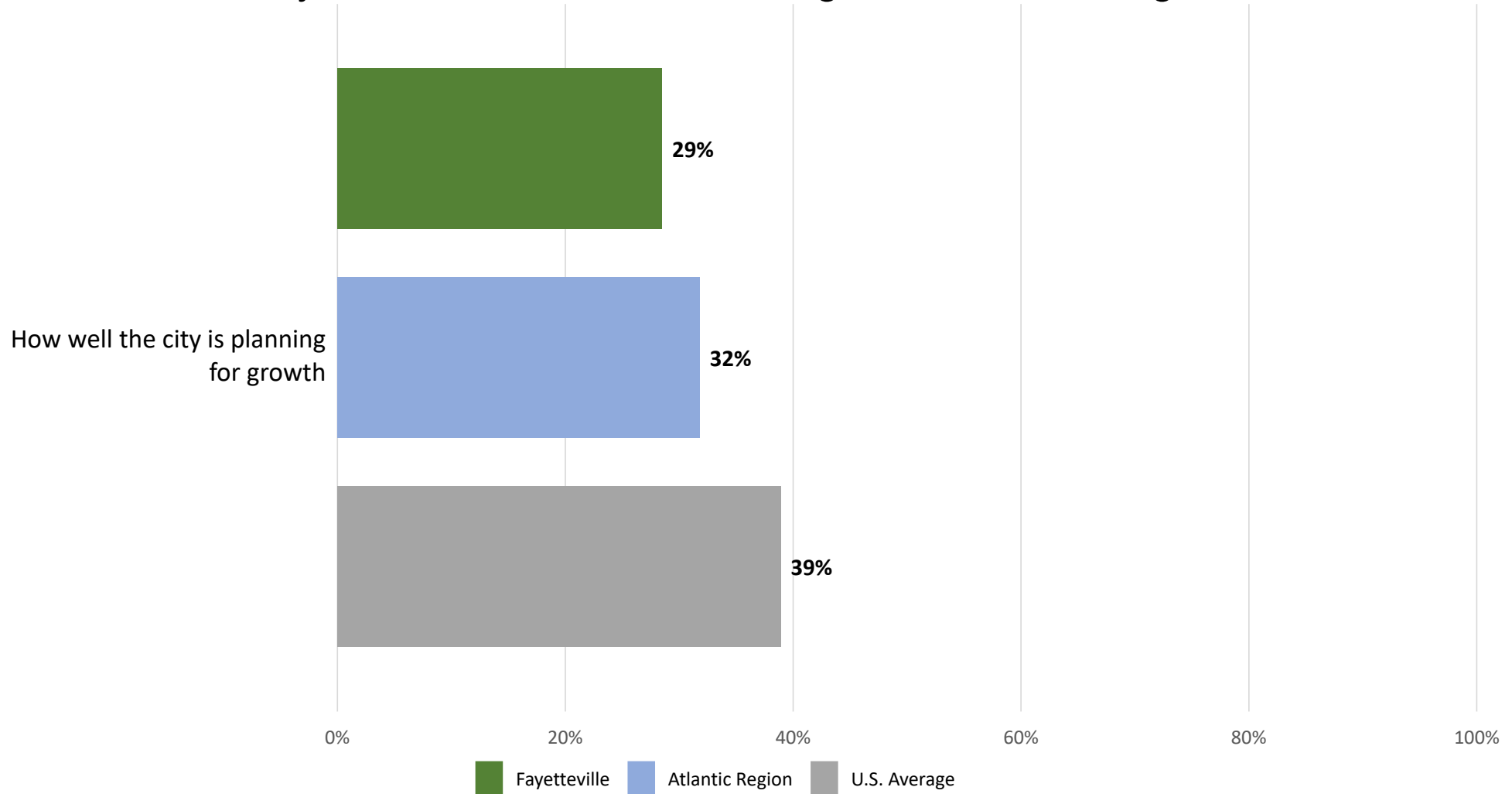
## Q5. Satisfaction with Public Safety Services Fayetteville 2023 vs Atlantic Region vs U.S. Average



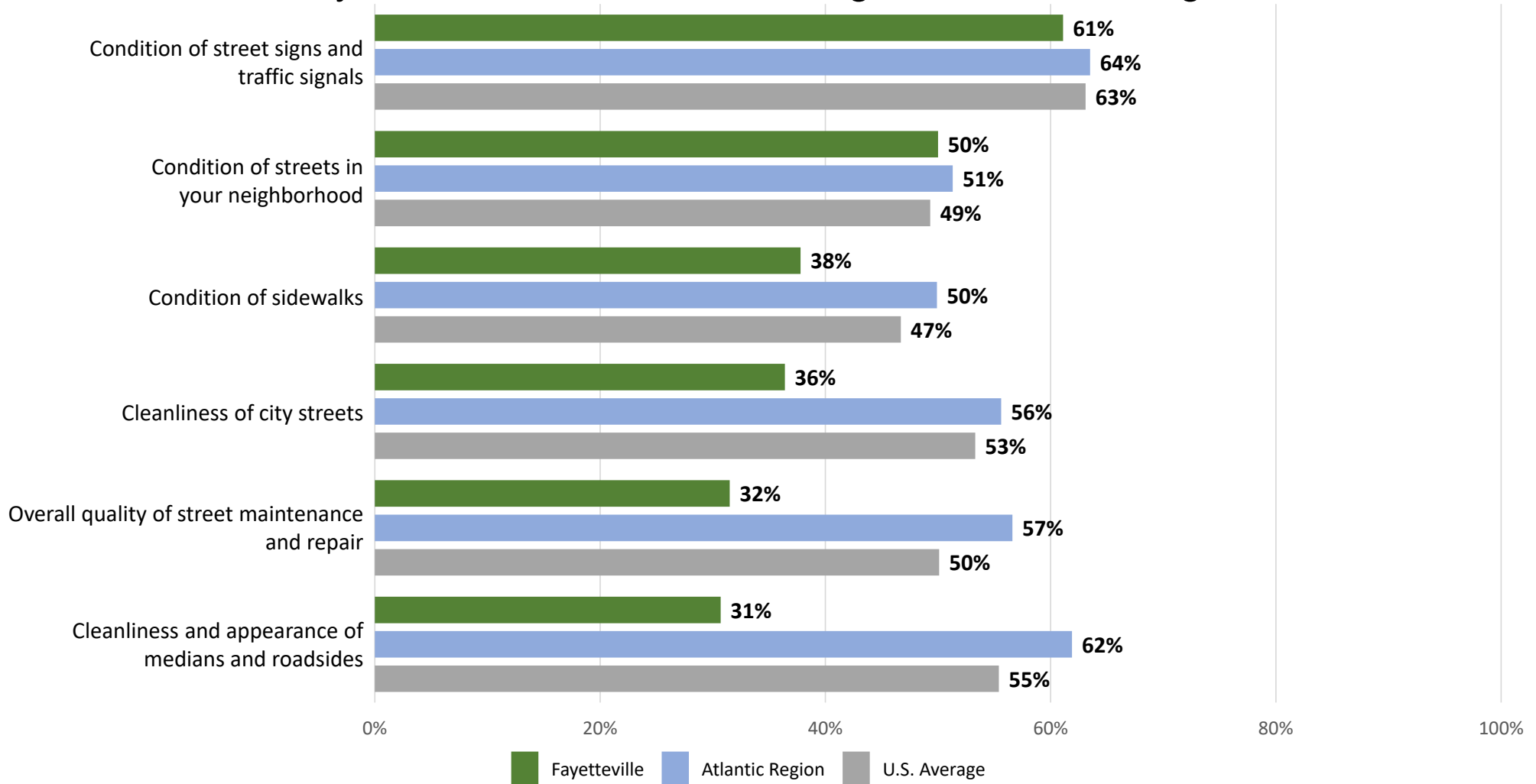
## Q7. Satisfaction with Code Enforcement Fayetteville 2023 vs Atlantic Region vs U.S. Average



## Q8. Satisfaction with Planning and Zoning Fayetteville 2023 vs Atlantic Region vs U.S. Average

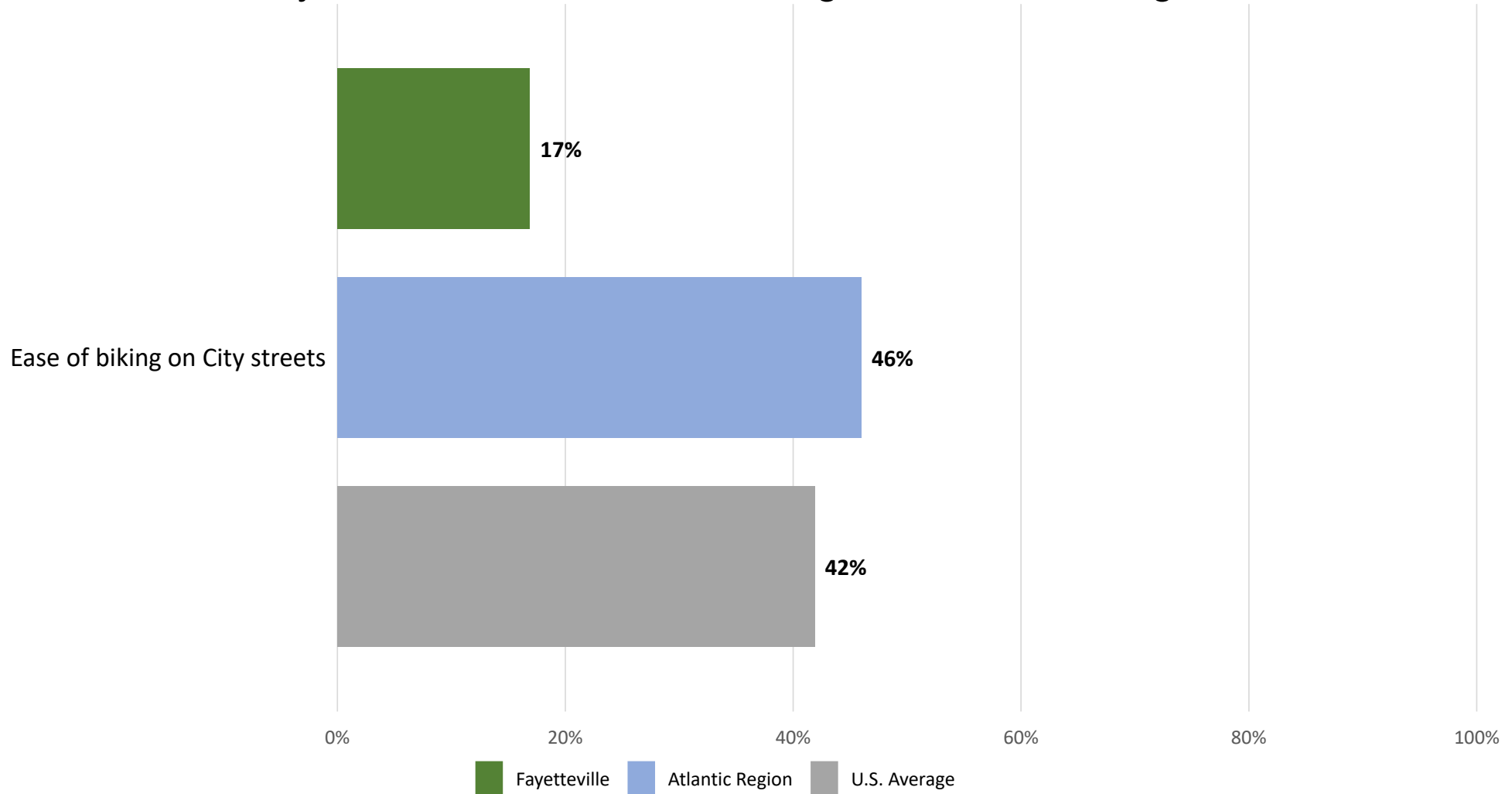


## Q9. Satisfaction with Maintenance Fayetteville 2023 vs Atlantic Region vs U.S. Average

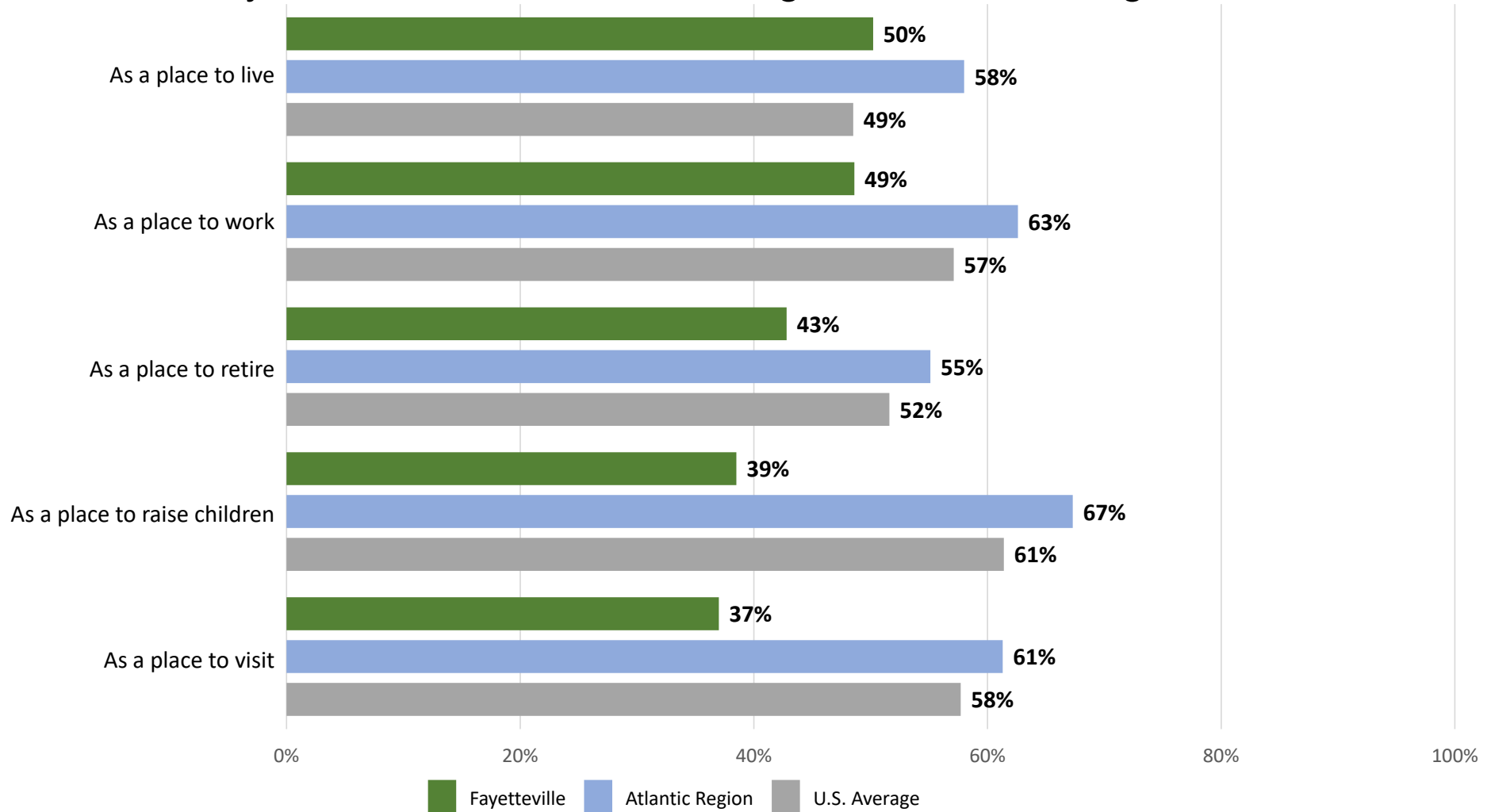




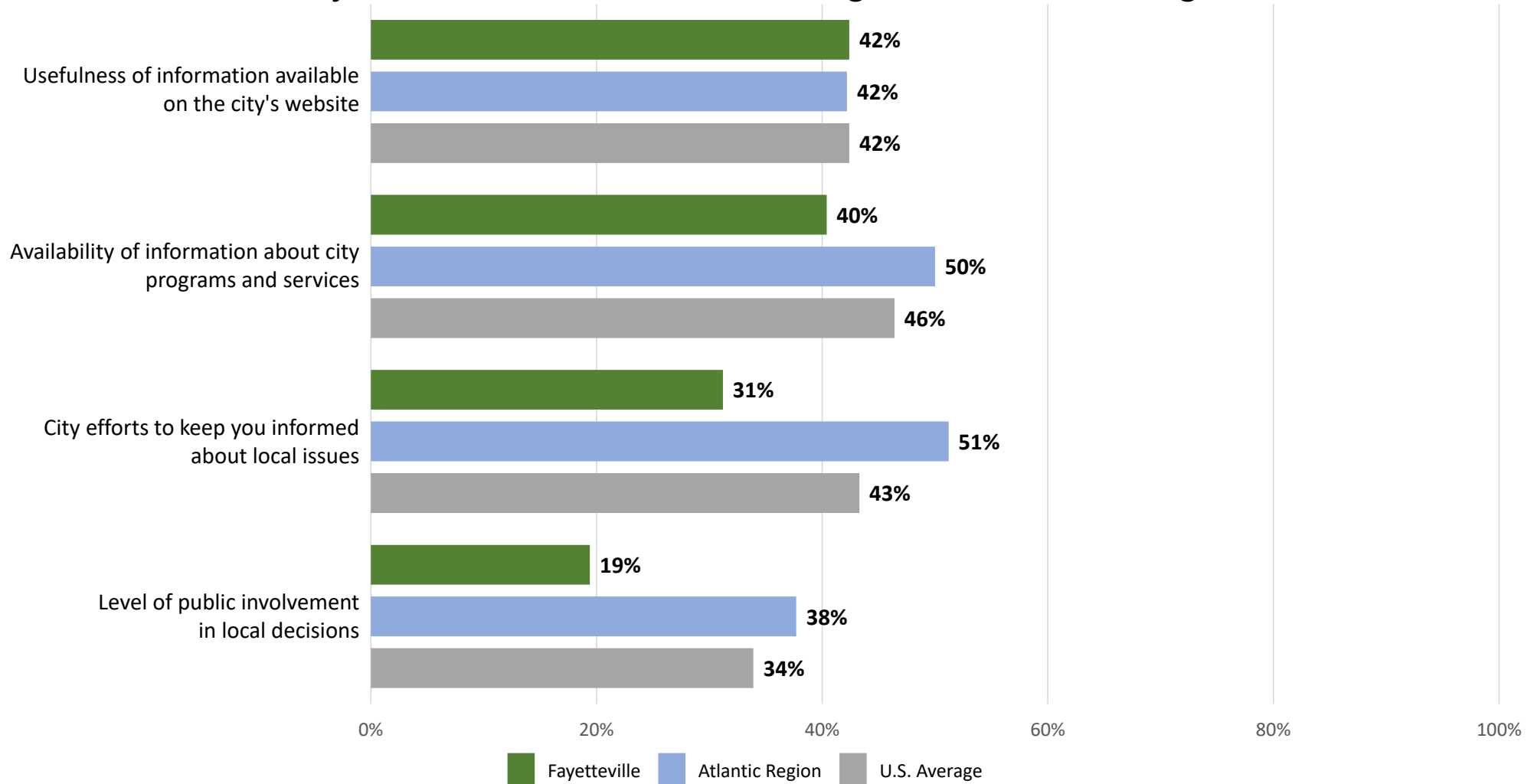
## Q10. Satisfaction with Transportation and Connectivity Fayetteville 2023 vs Atlantic Region vs U.S. Average



## Q12. Overall Ratings of the City Fayetteville 2023 vs Atlantic Region vs U.S. Average



## Q13. Satisfaction with Communication and Engagement Fayetteville 2023 vs Atlantic Region vs U.S. Average



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing a large, bold, dark blue number '4'. To the right of the circle, the text 'Importance-Satisfaction Analysis' is written in a bold, white, sans-serif font, with 'Importance-Satisfaction' on the top line and 'Analysis' on the bottom line.

# 4 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Importance-Satisfaction 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 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.

## Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

Example of the Calculation: Respondents were asked to identify the major categories of services they think are most important for the City to provide. Fifty-Four percent (54.2%) of respondents selected overall maintenance of City streets as the most important service for the City to prioritize.

Regarding satisfaction, thirty-four percent (34.1%) of respondents surveyed rated the overall maintenance of streets as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for overall maintenance of City streets was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 54.2% was multiplied by 65.9% (1-0.341). This calculation yielded an I-S rating of 0.3572 which ranked first out of ten major categories of City service.

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 they are positively satisfied with the delivery of the service.

# Importance-Satisfaction Analysis



The lowest rating is 0.00 and could be achieved under either 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Very High Priority / Significantly Increase Emphasis ( $IS \geq 0.20$ )
- High Priority / Increase Emphasis ( $0.10 \leq IS < 0.20$ )
- Medium Priority / Maintain Current Emphasis ( $IS < 0.10$ )

The results for the City of Fayetteville are provided on the following pages.

<b>2023 Importance-Satisfaction Ratings</b> <b>Fayetteville, North Carolina</b> <b>Major Categories of Services</b>						
Category of Service	Most	Most	Satisfaction		Importance-	I-S Rating Rank
	Important %	Important Rank	Satisfaction %	Rank	Satisfaction Rating	
<b>Very High Priority (IS &gt;.20)</b>						
Overall maintenance of City streets	54%	2	34%	9	0.3572	1
Overall quality of police protection	59%	1	53%	5	0.2753	2
Overall enforcement of codes & ordinances	36%	3	28%	10	0.2570	3
Overall effectiveness of communication with the public	33%	4	38%	8	0.2074	4
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of storm water services	18%	6	48%	6	0.0908	5
Overall quality of the public transit system (FAST)	13%	7	38%	7	0.0789	6
Overall quality of Parks & Recreation facilities & programs	19%	5	62%	3	0.0720	7
Overall quality of customer service received from City employees	10%	9	56%	4	0.0463	8
Overall quality of solid waste services	10%	10	70%	2	0.0306	9
Overall quality of fire protection & rescue services	12%	8	86%	1	0.0162	10

**Most Important %:**

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

**Satisfaction %:**

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





**5**

# Tabular Data

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police protection	12.9%	38.5%	23.1%	17.2%	5.0%	3.3%
Q1-2. Overall quality of fire protection & rescue services	33.2%	49.8%	12.1%	0.8%	0.2%	4.0%
Q1-3. Overall maintenance of City streets	5.0%	28.9%	24.1%	29.3%	12.2%	0.5%
Q1-4. Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	7.3%	12.7%	22.0%	7.4%	3.5%	47.1%
Q1-5. Overall enforcement of codes & ordinances	6.4%	18.2%	29.4%	23.1%	10.7%	12.1%
Q1-6. Overall quality of customer service received from City employees	10.4%	38.7%	26.6%	9.8%	3.0%	11.6%
Q1-7. Overall effectiveness of communication with the public	7.9%	28.4%	29.4%	21.3%	8.9%	4.0%
Q1-8. Overall quality of Parks & Recreation facilities & programs	17.7%	38.7%	21.5%	10.6%	3.3%	8.3%
Q1-9. Overall quality of storm water services	9.9%	32.7%	26.3%	12.9%	6.9%	11.2%
Q1-10. Overall quality of solid waste services	19.2%	47.9%	19.0%	7.4%	2.6%	3.8%

**WITHOUT DON'T KNOW**

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	13.3%	39.8%	23.9%	17.8%	5.1%
Q1-2. Overall quality of fire protection & rescue services	34.6%	51.8%	12.6%	0.9%	0.2%
Q1-3. Overall maintenance of City streets	5.0%	29.1%	24.3%	29.4%	12.3%
Q1-4. Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	13.8%	24.1%	41.6%	14.1%	6.6%
Q1-5. Overall enforcement of codes & ordinances	7.3%	20.7%	33.5%	26.3%	12.2%
Q1-6. Overall quality of customer service received from City employees	11.8%	43.7%	30.1%	11.0%	3.4%
Q1-7. Overall effectiveness of communication with the public	8.3%	29.6%	30.6%	22.2%	9.3%
Q1-8. Overall quality of Parks & Recreation facilities & programs	19.3%	42.2%	23.4%	11.5%	3.6%
Q1-9. Overall quality of storm water services	11.2%	36.9%	29.6%	14.5%	7.8%
Q1-10. Overall quality of solid waste services	19.9%	49.8%	19.8%	7.7%	2.7%

**Q2. Which three items listed in Question 1 do you feel the City Council should prioritize over the next TWO years?**

Q2. Top choice	Number	Percent
Overall quality of police protection	252	41.7 %
Overall quality of fire protection & rescue services	6	1.0 %
Overall maintenance of City streets	128	21.2 %
Overall quality of public transit system, Fayetteville Area		
System of Transit(FAST)	29	4.8 %
Overall enforcement of codes & ordinances	45	7.4 %
Overall quality of customer service received from City employees	6	1.0 %
Overall effectiveness of communication with the public	32	5.3 %
Overall quality of Parks & Recreation facilities & programs	27	4.5 %
Overall quality of storm water services	25	4.1 %
Overall quality of solid waste services	10	1.7 %
None chosen	45	7.4 %
Total	605	100.0 %

**Q2. Which three items listed in Question 1 do you feel the City Council should prioritize over the next TWO years?**

Q2. 2nd choice	Number	Percent
Overall quality of police protection	64	10.6 %
Overall quality of fire protection & rescue services	39	6.4 %
Overall maintenance of City streets	112	18.5 %
Overall quality of public transit system, Fayetteville Area		
System of Transit(FAST)	22	3.6 %
Overall enforcement of codes & ordinances	104	17.2 %
Overall quality of customer service received from City employees	25	4.1 %
Overall effectiveness of communication with the public	78	12.9 %
Overall quality of Parks & Recreation facilities & programs	36	6.0 %
Overall quality of storm water services	36	6.0 %
Overall quality of solid waste services	17	2.8 %
None chosen	72	11.9 %
Total	605	100.0 %

**Q2. Which three items listed in Question 1 do you feel the City Council should prioritize over the next TWO years?**

Q2. 3rd choice	Number	Percent
Overall quality of police protection	39	6.4 %
Overall quality of fire protection & rescue services	27	4.5 %
Overall maintenance of City streets	88	14.5 %
Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	26	4.3 %
Overall enforcement of codes & ordinances	67	11.1 %
Overall quality of customer service received from City employees	32	5.3 %
Overall effectiveness of communication with the public	92	15.2 %
Overall quality of Parks & Recreation facilities & programs	50	8.3 %
Overall quality of storm water services	45	7.4 %
Overall quality of solid waste services	34	5.6 %
None chosen	105	17.4 %
Total	605	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which three items listed in Question 1 do you feel the City Council should prioritize over the next TWO years? (top 3)**

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of police protection	355	58.7 %
Overall quality of fire protection & rescue services	72	11.9 %
Overall maintenance of City streets	328	54.2 %
Overall quality of public transit system, Fayetteville Area System of Transit(FAST)	77	12.7 %
Overall enforcement of codes & ordinances	216	35.7 %
Overall quality of customer service received from City employees	63	10.4 %
Overall effectiveness of communication with the public	202	33.4 %
Overall quality of Parks & Recreation facilities & programs	113	18.7 %
Overall quality of storm water services	106	17.5 %
Overall quality of solid waste services	61	10.1 %
None chosen	45	7.4 %
Total	1638	

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Fayetteville	6.3%	41.5%	29.6%	15.9%	3.0%	3.8%
Q3-2. Overall image & appearance of City	5.1%	22.1%	22.1%	34.7%	13.2%	2.6%
Q3-3. Overall police relationship with your community	11.9%	36.2%	23.8%	15.9%	6.1%	6.1%
Q3-4. Overall quality of life in City	5.5%	32.9%	25.6%	24.1%	9.3%	2.6%
Q3-5. Overall quality of life in your neighborhood	20.3%	42.3%	20.0%	10.9%	4.3%	2.1%
Q3-6. Overall strength of Fayetteville's economy	5.5%	26.8%	28.6%	23.6%	8.9%	6.6%
Q3-7. Overall availability of quality housing options in Fayetteville	5.3%	21.7%	25.3%	23.3%	14.2%	10.2%
Q3-8. Overall availability of employment opportunities in Fayetteville	5.3%	23.0%	27.8%	22.5%	10.4%	11.1%
Q3-9. Overall quality of businesses, services & retail in Fayetteville	8.3%	38.8%	24.1%	19.8%	5.1%	3.8%
Q3-10. Overall availability of sports venues in Fayetteville	8.3%	37.7%	27.6%	11.1%	4.8%	10.6%
Q3-11. Overall availability of affordable housing options in Fayetteville	4.8%	13.6%	22.8%	25.6%	16.5%	16.7%
Q3-12. Overall value you receive for your tax dollars	3.8%	17.4%	26.8%	30.6%	17.2%	4.3%

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Fayetteville	6.5%	43.1%	30.8%	16.5%	3.1%
Q3-2. Overall image & appearance of City	5.3%	22.8%	22.8%	35.7%	13.6%
Q3-3. Overall police relationship with your community	12.7%	38.6%	25.4%	16.9%	6.5%
Q3-4. Overall quality of life in City	5.6%	33.8%	26.3%	24.8%	9.5%
Q3-5. Overall quality of life in your neighborhood	20.8%	43.2%	20.4%	11.1%	4.4%
Q3-6. Overall strength of Fayetteville's economy	5.8%	28.7%	30.6%	25.3%	9.6%
Q3-7. Overall availability of quality housing options in Fayetteville	5.9%	24.1%	28.2%	26.0%	15.8%
Q3-8. Overall availability of employment opportunities in Fayetteville	5.9%	25.8%	31.2%	25.3%	11.7%
Q3-9. Overall quality of businesses, services & retail in Fayetteville	8.6%	40.4%	25.1%	20.6%	5.3%
Q3-10. Overall availability of sports venues in Fayetteville	9.2%	42.1%	30.9%	12.4%	5.4%
Q3-11. Overall availability of affordable housing options in Fayetteville	5.8%	16.3%	27.4%	30.8%	19.8%
Q3-12. Overall value you receive for your tax dollars	4.0%	18.1%	28.0%	32.0%	18.0%

**Q4. 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=605)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. When walking alone in your neighborhood during the day	29.4%	43.8%	12.7%	9.4%	3.3%	1.3%
Q4-2. When walking alone in your neighborhood at night	9.8%	26.3%	22.3%	22.6%	14.0%	5.0%
Q4-3. When walking alone in the park nearest to your home during the day	12.1%	32.6%	20.0%	16.2%	8.1%	11.1%
Q4-4. When visiting recreation centers	15.0%	38.7%	21.7%	7.6%	3.0%	14.0%
Q4-5. In Downtown Fayetteville	11.2%	32.7%	23.6%	19.0%	7.8%	5.6%
Q4-6. When riding FAST buses	3.8%	5.1%	17.5%	5.5%	3.3%	64.8%
Q4-7. Shopping at a retail store or center	9.9%	41.7%	26.9%	17.9%	2.3%	1.3%
Q4-8. When visiting Segra Stadium	18.0%	30.2%	14.7%	2.0%	1.3%	33.7%
Q4-9. Overall feeling of safety in Fayetteville	6.6%	29.9%	26.9%	23.5%	11.4%	1.7%



**WITHOUT DON'T KNOW**

**Q4. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=605)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. When walking alone in your neighborhood during the day	29.8%	44.4%	12.9%	9.5%	3.4%
Q4-2. When walking alone in your neighborhood at night	10.3%	27.7%	23.5%	23.8%	14.8%
Q4-3. When walking alone in the park nearest to your home during the day	13.6%	36.6%	22.5%	18.2%	9.1%
Q4-4. When visiting recreation centers	17.5%	45.0%	25.2%	8.8%	3.5%
Q4-5. In Downtown Fayetteville	11.9%	34.7%	25.0%	20.1%	8.2%
Q4-6. When riding FAST buses	10.8%	14.6%	49.8%	15.5%	9.4%
Q4-7. Shopping at a retail store or center	10.1%	42.2%	27.3%	18.1%	2.3%
Q4-8. When visiting Segra Stadium	27.2%	45.6%	22.2%	3.0%	2.0%
Q4-9. Overall feeling of safety in Fayetteville	6.7%	30.4%	27.4%	23.9%	11.6%

**Q5. Public Safety Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. City efforts to prevent crime	4.1%	27.1%	24.1%	27.8%	12.6%	4.3%
Q5-2. Enforcement of local traffic laws	4.5%	26.3%	21.2%	26.9%	18.7%	2.5%
Q5-3. How quickly police respond to emergencies	7.4%	31.7%	23.1%	11.9%	5.5%	20.3%
Q5-4. Frequency with which police officers patrol your neighborhood	5.5%	20.3%	24.5%	24.8%	16.0%	8.9%
Q5-5. City efforts to prevent fires	12.4%	38.8%	23.3%	1.7%	0.8%	23.0%
Q5-6. Preparedness for natural & man-made disasters	7.4%	32.9%	29.9%	8.8%	2.0%	19.0%
Q5-7. Enforcement of fire code	9.4%	32.1%	27.8%	3.5%	1.2%	26.1%

**WITHOUT DON'T KNOW**

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. City efforts to prevent crime	4.3%	28.3%	25.2%	29.0%	13.1%
Q5-2. Enforcement of local traffic laws	4.6%	26.9%	21.7%	27.6%	19.2%
Q5-3. How quickly police respond to emergencies	9.3%	39.8%	29.0%	14.9%	6.8%
Q5-4. Frequency with which police officers patrol your neighborhood	6.0%	22.3%	26.9%	27.2%	17.6%
Q5-5. City efforts to prevent fires	16.1%	50.4%	30.3%	2.1%	1.1%
Q5-6. Preparedness for natural & man-made disasters	9.2%	40.6%	36.9%	10.8%	2.4%
Q5-7. Enforcement of fire code	12.8%	43.4%	37.6%	4.7%	1.6%

**Q6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Quality & condition of parks & recreation facilities	15.4%	40.2%	21.2%	8.3%	2.3%	12.7%
Q6-2. Quality & condition of greenways & trails in City	10.7%	36.9%	20.7%	10.2%	3.5%	18.0%
Q6-3. Overall quality of recreation programs & services	11.6%	30.7%	26.0%	11.2%	2.6%	17.9%
Q6-4. Customer service provided by Parks & Recreation staff	14.0%	31.2%	24.1%	4.5%	1.8%	24.3%
Q6-5. Availability of swimming pools/splash pads	11.2%	28.4%	20.3%	13.2%	4.8%	22.0%

**WITHOUT DON'T KNOW**

**Q6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Quality & condition of parks & recreation facilities	17.6%	46.0%	24.2%	9.5%	2.7%
Q6-2. Quality & condition of greenways & trails in City	13.1%	45.0%	25.2%	12.5%	4.2%
Q6-3. Overall quality of recreation programs & services	14.1%	37.4%	31.6%	13.7%	3.2%
Q6-4. Customer service provided by Parks & Recreation staff	18.6%	41.3%	31.9%	5.9%	2.4%
Q6-5. Availability of swimming pools/splash pads	14.4%	36.4%	26.1%	16.9%	6.1%

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Enforcement of junk & debris cleanup on private property	4.5%	19.8%	20.0%	29.1%	18.2%	8.4%
Q7-2. Removal of abandoned or inoperative vehicles from private property	3.8%	15.5%	22.1%	25.3%	17.5%	15.7%
Q7-3. Appearance of houses in your neighborhood	16.9%	38.0%	21.2%	14.5%	7.4%	2.0%

**WITHOUT DON'T KNOW**

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcement of junk & debris cleanup on private property	4.9%	21.7%	21.8%	31.8%	19.9%
Q7-2. Removal of abandoned or inoperative vehicles from private property	4.5%	18.4%	26.3%	30.0%	20.8%
Q7-3. Appearance of houses in your neighborhood	17.2%	38.8%	21.6%	14.8%	7.6%

**Q8. Planning and Zoning. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Overall quality of new residential development in City	6.1%	29.3%	32.7%	12.4%	4.8%	14.7%
Q8-2. Overall quality of new commercial development (e.g. stores, restaurants)	6.3%	36.9%	32.7%	12.7%	5.1%	6.3%
Q8-3. How well City is planning for growth	4.8%	19.7%	29.8%	21.3%	10.4%	14.0%
Q8-4. Overall land use within City	3.3%	21.0%	33.2%	21.2%	9.9%	11.4%

**WITHOUT DON'T KNOW**

**Q8. Planning and Zoning. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Overall quality of new residential development in City	7.2%	34.3%	38.4%	14.5%	5.6%
Q8-2. Overall quality of new commercial development (e.g. stores, restaurants)	6.7%	39.3%	34.9%	13.6%	5.5%
Q8-3. How well City is planning for growth	5.6%	22.9%	34.6%	24.8%	12.1%
Q8-4. Overall land use within City	3.7%	23.7%	37.5%	23.9%	11.2%

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall quality of street maintenance & repair	3.0%	28.1%	19.0%	35.2%	13.2%	1.5%
Q9-2. Condition of streets in your neighborhood	8.3%	41.2%	19.2%	22.0%	8.3%	1.2%
Q9-3. Cleanliness of City streets	6.0%	29.8%	19.3%	29.6%	13.6%	1.8%
Q9-4. Cleanliness & appearance of medians & roadsides	4.3%	25.8%	22.8%	29.6%	15.7%	1.8%
Q9-5. Condition of street signs & traffic signals	7.9%	52.4%	22.0%	12.1%	4.3%	1.3%
Q9-6. Condition of sidewalks	4.6%	31.1%	25.6%	20.5%	12.7%	5.5%

**WITHOUT DON'T KNOW**

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

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall quality of street maintenance & repair	3.0%	28.5%	19.3%	35.7%	13.4%
Q9-2. Condition of streets in your neighborhood	8.4%	41.6%	19.4%	22.2%	8.4%
Q9-3. Cleanliness of City streets	6.1%	30.3%	19.7%	30.1%	13.8%
Q9-4. Cleanliness & appearance of medians & roadsides	4.4%	26.3%	23.2%	30.1%	16.0%
Q9-5. Condition of street signs & traffic signals	8.0%	53.1%	22.3%	12.2%	4.4%
Q9-6. Condition of sidewalks	4.9%	32.9%	27.1%	21.7%	13.5%

**Q10. Transportation and Connectivity. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Availability of public transportation services in FAST bus system	4.0%	14.4%	17.9%	8.3%	4.6%	50.9%
Q10-2. Ease of walking in City	4.0%	22.5%	21.3%	23.3%	15.7%	13.2%
Q10-3. Ease of biking on City streets	2.3%	9.3%	18.3%	19.8%	18.7%	31.6%
Q10-4. Ease of biking on City trails & paths	5.3%	22.6%	21.7%	8.3%	5.1%	37.0%
Q10-5. Condition & usability of Fayetteville Regional Airport	16.9%	41.7%	19.3%	4.6%	3.0%	14.5%
Q10-6. Overall traffic safety	3.5%	22.1%	21.5%	31.4%	18.8%	2.6%

**WITHOUT DON'T KNOW**

**Q10. Transportation and Connectivity. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of public transportation services in FAST bus system	8.1%	29.3%	36.4%	16.8%	9.4%
Q10-2. Ease of walking in City	4.6%	25.9%	24.6%	26.9%	18.1%
Q10-3. Ease of biking on City streets	3.4%	13.5%	26.8%	29.0%	27.3%
Q10-4. Ease of biking on City trails & paths	8.4%	36.0%	34.4%	13.1%	8.1%
Q10-5. Condition & usability of Fayetteville Regional Airport	19.7%	48.7%	22.6%	5.4%	3.5%
Q10-6. Overall traffic safety	3.6%	22.8%	22.1%	32.3%	19.4%

**Q11. 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?**

Q11. Have you contacted City to seek services, ask a question, or file a complaint during past year	Number	Percent
Yes	340	56.2 %
No	265	43.8 %
Total	605	100.0 %

**Q11a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following.**

(N=340)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11a-1. How easy they were to contact	23.2%	36.8%	17.4%	15.6%	5.9%	1.2%
Q11a-2. Courtesy of employees	29.1%	39.7%	17.4%	7.1%	2.9%	3.8%
Q11a-3. Accuracy of information & assistance you were given	24.1%	37.1%	14.7%	15.0%	6.2%	2.9%
Q11a-4. Time it took for your request to be answered	21.5%	35.6%	15.9%	15.0%	8.2%	3.8%
Q11a-5. How well your issue was handled	22.6%	32.1%	13.5%	16.5%	10.9%	4.4%
Q11a-6. Resolution to your issue/concern	22.6%	32.4%	13.2%	16.8%	10.9%	4.1%



**WITHOUT DON'T KNOW**

**Q11a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following. (without "don't know")**

(N=340)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11a-1. How easy they were to contact	23.5%	37.2%	17.6%	15.8%	6.0%
Q11a-2. Courtesy of employees	30.3%	41.3%	18.0%	7.3%	3.1%
Q11a-3. Accuracy of information & assistance you were given	24.8%	38.2%	15.2%	15.5%	6.4%
Q11a-4. Time it took for your request to be answered	22.3%	37.0%	16.5%	15.6%	8.6%
Q11a-5. How well your issue was handled	23.7%	33.5%	14.2%	17.2%	11.4%
Q11a-6. Resolution to your issue/concern	23.6%	33.7%	13.8%	17.5%	11.3%

**Q12. Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following.**

(N=605)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q12-1. As a place to live	9.1%	40.0%	16.2%	24.5%	8.1%	2.1%
Q12-2. As a place to raise children	6.1%	29.1%	17.9%	22.1%	16.2%	8.6%
Q12-3. As a place to work	8.6%	37.4%	22.1%	18.0%	8.4%	5.5%
Q12-4. As a place to retire	10.6%	30.2%	21.3%	16.9%	16.5%	4.5%
Q12-5. As a place to visit	8.4%	27.3%	20.7%	24.8%	15.4%	3.5%
Q12-6. As a place to recreate	5.3%	24.8%	25.3%	22.3%	13.4%	8.9%
Q12-7. As a sustainable community	5.1%	25.0%	23.0%	23.8%	12.4%	10.7%
Q12-8. As a City that is moving in the right direction	8.1%	25.3%	27.1%	20.5%	14.5%	4.5%
Q12-9. As an innovative City	5.1%	16.4%	29.6%	24.1%	18.5%	6.3%

**WITHOUT DON'T KNOW**

**Q12. Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following. (without "don't know")**

(N=605)

	Excellent	Good	Neutral	Below average	Poor
Q12-1. As a place to live	9.3%	40.9%	16.6%	25.0%	8.3%
Q12-2. As a place to raise children	6.7%	31.8%	19.5%	24.2%	17.7%
Q12-3. As a place to work	9.1%	39.5%	23.4%	19.1%	8.9%
Q12-4. As a place to retire	11.1%	31.7%	22.3%	17.6%	17.3%
Q12-5. As a place to visit	8.7%	28.3%	21.4%	25.7%	15.9%
Q12-6. As a place to recreate	5.8%	27.2%	27.8%	24.5%	14.7%
Q12-7. As a sustainable community	5.7%	28.0%	25.7%	26.7%	13.9%
Q12-8. As a City that is moving in the right direction	8.5%	26.5%	28.4%	21.5%	15.2%
Q12-9. As an innovative City	5.5%	17.5%	31.6%	25.7%	19.8%

**Q13. Communication and Engagement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Availability of information about City programs & services	7.4%	30.7%	27.6%	23.3%	5.5%	5.5%
Q13-2. City efforts to keep you informed about local issues	6.0%	24.0%	27.8%	27.8%	10.2%	4.3%
Q13-3. Level of public involvement in local decisions	3.1%	14.4%	26.9%	30.2%	15.7%	9.6%
Q13-4. Usefulness of information available on City's website	6.6%	30.6%	30.1%	14.2%	6.1%	12.4%

**WITHOUT DON'T KNOW**

**Q13. Communication and Engagement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Availability of information about City programs & services	7.9%	32.5%	29.2%	24.7%	5.8%
Q13-2. City efforts to keep you informed about local issues	6.2%	25.0%	29.0%	29.0%	10.7%
Q13-3. Level of public involvement in local decisions	3.5%	15.9%	29.8%	33.5%	17.4%
Q13-4. Usefulness of information available on City's website	7.5%	34.9%	34.3%	16.2%	7.0%

**Q14. Which of the following methods do you use to get information about the City of Fayetteville?**

Q14. What methods do you use to get information about City	Number	Percent
City Manager's Report	70	11.6 %
City representatives at events or meetings	104	17.2 %
City produced printed brochures, flyers, posters, postcards, letters, etc.	186	30.7 %
City's social media: Facebook, X (Twitter), YouTube, Instagram, etc.	335	55.4 %
City's television programming (FayTV)	104	17.2 %
Live televised City Council meetings	97	16.0 %
1-Fay Call Center (433-1FAY)	65	10.7 %
City website, <a href="http://www.fayettevillenc.gov">www.fayettevillenc.gov</a> (including all sub-websites, e.g. Police, Fire, Parks & Recreation, Transit, Airport)	325	53.7 %
Local newspapers	200	33.1 %
Local radio news	138	22.8 %
Local television news	221	36.5 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	61	10.1 %
Other	42	6.9 %
Total	1948	

**Q17. Approximately how many years have you lived in Fayetteville?**

<u>Q17. How many years have you lived in Fayetteville</u>	<u>Number</u>	<u>Percent</u>
0-5	79	13.1 %
6-10	53	8.8 %
11-15	56	9.3 %
16-20	51	8.4 %
21-30	113	18.7 %
31+	242	40.0 %
Not provided	11	1.8 %
Total	605	100.0 %

**WITHOUT NOT PROVIDED****Q17. Approximately how many years have you lived in Fayetteville? (without "not provided")**

<u>Q17. How many years have you lived in Fayetteville</u>	<u>Number</u>	<u>Percent</u>
0-5	79	13.3 %
6-10	53	8.9 %
11-15	56	9.4 %
16-20	51	8.6 %
21-30	113	19.0 %
31+	242	40.7 %
Total	594	100.0 %

**Q18. What is your age?**

<u>Q18. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	118	19.5 %
35-44	118	19.5 %
45-54	120	19.8 %
55-64	119	19.7 %
65+	119	19.7 %
Not provided	11	1.8 %
Total	605	100.0 %

**WITHOUT NOT PROVIDED****Q18. What is your age? (without "not provided")**

<u>Q18. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	118	19.9 %
35-44	118	19.9 %
45-54	120	20.2 %
55-64	119	20.0 %
65+	119	20.0 %
Total	594	100.0 %

**Q19. How many children under the age of 18 do you have living in your home?**

Q19. How many children under 18 do you have living in your home	Number	Percent
0	399	66.0 %
1	93	15.4 %
2	79	13.1 %
3	23	3.8 %
4+	11	1.8 %
Total	605	100.0 %

**Q20. Are you active-duty military, retired military, a military dependent, or a veteran?**

Q20. Are you active-duty military, retired military, a military dependent, or a veteran	Number	Percent
Yes	279	46.1 %
No	325	53.7 %
Not provided	1	0.2 %
Total	605	100.0 %

**WITHOUT NOT PROVIDED****Q20. Are you active-duty military, retired military, a military dependent, or a veteran? (without "not provided")**

Q20. Are you active-duty military, retired military, a military dependent, or a veteran	Number	Percent
Yes	279	46.2 %
No	325	53.8 %
Total	604	100.0 %



**Q21. What is your gender?**

Q21. Your gender	Number	Percent
Male	297	49.1 %
Female	305	50.4 %
Non-binary	1	0.2 %
Prefer not to disclose	2	0.3 %
Total	605	100.0 %

**WITHOUT NOT PROVIDED****Q21. What is your gender? (without "prefer not to disclose")**

Q21. Your gender	Number	Percent
Male	297	49.3 %
Female	305	50.6 %
Non-binary	1	0.2 %
Total	603	100.0 %

**Q22. Do you own or rent your current residence?**

Q22. Do you own or rent your current residence	Number	Percent
Own	366	60.5 %
Rent	237	39.2 %
Not provided	2	0.3 %
Total	605	100.0 %

**WITHOUT NOT PROVIDED****Q22. Do you own or rent your current residence? (without "not provided")**

Q22. Do you own or rent your current residence	Number	Percent
Own	366	60.7 %
Rent	237	39.3 %
Total	603	100.0 %

**Q23. Which of the following best describes your race/ethnicity?**

<u>Q23. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	19	3.1 %
Black or African American	254	42.0 %
American Indian or Alaska Native	7	1.2 %
White or Caucasian	235	38.8 %
Native Hawaiian or other Pacific Islander	2	0.3 %
Hispanic, Spanish, or Latino/a/x	78	12.9 %
Other	15	2.5 %
Total	610	

**Q23-7. Self-describe your race/ethnicity:**

<u>Q23-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	5	33.3 %
Multi-racial	2	13.3 %
Italian	1	6.7 %
Eurasian	1	6.7 %
European White	1	6.7 %
Bi-riacal	1	6.7 %
Indian Black	1	6.7 %
Cherokee and German	1	6.7 %
European	1	6.7 %
Jamaican	1	6.7 %
Total	15	100.0 %

**Q24. Would you say your total annual household income is...**

<u>Q24. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	122	20.2 %
\$30K-\$59,999	147	24.3 %
\$60K-\$99,999	126	20.8 %
\$100K+	113	18.7 %
Not provided	97	16.0 %
Total	605	100.0 %

**WITHOUT NOT PROVIDED****Q24. Would you say your total annual household income is... (without "not provided")**

<u>Q24. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	122	24.0 %
\$30K-\$59,999	147	28.9 %
\$60K-\$99,999	126	24.8 %
\$100K+	113	22.2 %
Total	508	100.0 %



# 6

## Survey Instrument



December 20, 2023

Dear City of Fayetteville Resident:

The City of Fayetteville values your input, which is why **we are asking you to complete the enclosed survey to help shape our community's future**. City staff is dedicated to providing exceptional service, and your feedback helps us better understand the needs and perceptions of residents. This survey is a vital part of our ongoing strategic planning and government alignment process to **ensure our priorities match your expectations**.

We acknowledge that completing the survey takes time, but each question contributes significantly to current and future resource planning. Your investment in this survey impacts decisions that will affect Fayetteville's future. **Your opinions matter**, and we encourage you to share them with us.

Please return your completed survey at your earliest convenience. Be assured that your responses will be treated confidentially. Utilize the enclosed postage-paid envelope to send your completed survey to ETC Institute at 725 W. Frontier Circle, Olathe, KS 66061. Alternatively, you can conveniently complete the survey online now at [fayettevillesurvey.org](https://fayettevillesurvey.org).

As City Manager of Fayetteville, I eagerly anticipate the insights gathered from this City Resident Survey. **Your feedback will guide** our commitment to high performance, innovation, quality City operations, customer service and continuous improvement.

Please feel free to contact Chris Lowery, Strategic Performance Analytics Manager, at (910) 433-1245, should you have any questions.

**Thank you for entrusting us** with the opportunity to serve you.

Sincerely,

A handwritten signature in black ink, appearing to read "Douglas J. Hewett", is written over a white background.

Douglas J. Hewett, ICMA-CM  
City Manager  
City of Fayetteville

# 2023 City of Fayetteville Resident Survey



Please take a few minutes to complete this survey. Your input is an important part of the City of Fayetteville's ongoing effort to identify and respond to resident concerns. You can also complete this survey online at [fayettevillesurvey.org](http://fayettevillesurvey.org). If you have questions, please contact Chris Lowery, Strategy and Performance Analytics Manager, at (910) 433-1245. The survey is intended for City of Fayetteville residents **only**.

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police protection	5	4	3	2	1	9
02. Overall quality of fire protection and rescue services	5	4	3	2	1	9
03. Overall maintenance of city streets	5	4	3	2	1	9
04. Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	5	4	3	2	1	9
05. Overall enforcement of codes and ordinances	5	4	3	2	1	9
06. Overall quality of customer service received from city employees	5	4	3	2	1	9
07. Overall effectiveness of communication with the public	5	4	3	2	1	9
08. Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9
09. Overall quality of storm water services	5	4	3	2	1	9
10. Overall quality of solid waste services	5	4	3	2	1	9

2. **Which three items listed in Question 1 do you feel the City Council should prioritize over the next TWO years?** [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

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

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City of Fayetteville	5	4	3	2	1	9
02. Overall image and appearance of the city	5	4	3	2	1	9
03. Overall police relationship with your community	5	4	3	2	1	9
04. Overall quality of life in the city	5	4	3	2	1	9
05. Overall quality of life in your neighborhood	5	4	3	2	1	9
06. Overall strength of Fayetteville's economy	5	4	3	2	1	9
07. Overall availability of quality housing options in Fayetteville	5	4	3	2	1	9
08. Overall availability of employment opportunities in Fayetteville	5	4	3	2	1	9
09. Overall quality of businesses, services and retail in Fayetteville	5	4	3	2	1	9
10. Overall availability of sports venues in Fayetteville	5	4	3	2	1	9
11. Overall availability of affordable housing options in Fayetteville	5	4	3	2	1	9
12. Overall value you receive for your tax dollars	5	4	3	2	1	9

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

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

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

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

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality and condition of parks and recreation facilities	5	4	3	2	1	9
2. Quality and condition of greenways and trails in the city	5	4	3	2	1	9
3. Overall quality of recreation programs and services	5	4	3	2	1	9
4. Customer service provided by Parks and Recreation staff	5	4	3	2	1	9
5. Availability of swimming pools/splash pads	5	4	3	2	1	9

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
2. Removal of abandoned or inoperative vehicles from private property	5	4	3	2	1	9
3. Appearance of houses in your neighborhood	5	4	3	2	1	9

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

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

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

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

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of public transportation services in FAST bus system	5	4	3	2	1	9
2. Ease of walking in the city	5	4	3	2	1	9
3. Ease of biking on City streets	5	4	3	2	1	9
4. Ease of biking on City trails and paths	5	4	3	2	1	9
5. Condition and usability of the Fayetteville Regional Airport	5	4	3	2	1	9
6. Overall traffic safety	5	4	3	2	1	9

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

\_\_\_\_(1) Yes [Answer Q11a.]      \_\_\_\_ (2) No [Skip to Q12.]

**11a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the city employees you have contacted with regard to the following.**

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

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

How would you rate the City of Fayetteville...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place to recreate	5	4	3	2	1	9
7. As a sustainable community	5	4	3	2	1	9
8. As a city that is moving in the right direction	5	4	3	2	1	9
9. As an innovative city	5	4	3	2	1	9



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

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

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

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

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

\_\_\_\_\_

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

\_\_\_\_\_

**17. Approximately how many years have you lived in Fayetteville?** \_\_\_\_\_ years

**18. What is your age?** \_\_\_\_\_ years

**19. How many children under the age of 18 do you have living in your home?** \_\_\_\_\_ children

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

- (1) Yes     (2) No

**21. What is your gender?**

- (1) Male
- (2) Female
- (3) Non-binary
- (4) Prefer to self-describe: \_\_\_\_\_
- (5) Prefer not to disclose

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

**23. Which of the following best describes your race/ethnicity?** [Check all that apply.]

- (01) Asian or Asian Indian
- (02) Black or African American
- (03) American Indian or Alaska Native
- (04) White or Caucasian
- (05) Native Hawaiian or other Pacific Islander
- (06) Hispanic, Spanish, or Latino/a/x
- (99) Other: \_\_\_\_\_

24. **Would you say your total annual household income is...**  
\_\_\_\_(1) Under \$30,000    \_\_\_\_ (2) \$30,000 - \$59,999    \_\_\_\_ (3) \$60,000 - \$99,999    \_\_\_\_ (4) \$100,000 or more

25. **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.**

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26. **Would you be willing to participate in future surveys sponsored by the City of Fayetteville?**  
\_\_\_\_(1) Yes [*Answer Q26a.*]    \_\_\_\_ (2) No

**26a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

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

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