

GOAL	OBJECTIVE	KPI ¹	OWNER	DATA SOURCE	QTR 1	FY25 TARGETS
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	FFD Average Actual Dollar Loss/Save Ratio Percentage.	Fire Department	Imagetrend RMS	95.7%	94.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	90th percentile total emergency response time	Fire Department	Imagetrend RMS	7:25	7:20
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of structure fires confined to room of origin	Fire Department	Imagetrend RMS	67.8%	60.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of structure fires starting in the kitchen	Fire Department	Imagetrend RMS	55.0%	>45%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of new construction properties in compliance with fire codes upon initial inspection.	Fire Department	Imagetrend & IDT RMS	56%	70%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of all NC General Statue mandatory inspections completed annually	Fire Department	Imagetrend & IDT RMS	72.0%	80%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.2: To ensure traffic and pedestrian safety.	Traffic collisions per 1,000 residents	Police Department	RMS	11	10
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.2: To ensure traffic and pedestrian safety.	Ratio of traffic violations for safe movement to traffic collisions	Police Department	RMS	2.5	2.77
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.3: To ensure low incidence of property and violent crime.	% change in Total Crimes	Police Department	RMS	-14.6%	-9.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.3: To ensure low incidence of property and violent crime.	% of scheduled community watch group meetings attended by FPD	Police Department	Community Affairs	100%	100%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.3: To ensure low incidence of property and violent crime.	Average Police Department response time for priority 1 calls (in seconds).	Police Department	Police	518	600
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	# of community outreach events for FFD	Fire Department	Imagetrend RMS	40	10
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	# of community outreach events for FPD	Police Department	Community Affairs	37	160
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% of community safety micro-grant funding expended by recipient	Economic & Community Development	Neighborly App & Internal Docs.	50%	100%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	# of residents participating in community safety micro-grant funded activities	Economic & Community Development	Neighborly application	0	6455
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with how quickly police respond to emergencies.	Strategic & Performance Analytics (SPA)	Resident Survey	49%	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with overall quality of fire protection and rescue services.	Strategic & Performance Analytics (SPA)	Resident Survey	86%	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with overall police relationship with your community.	Strategic & Performance Analytics (SPA)	Resident Survey	51%	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with the City's efforts to prevent crime.	Strategic & Performance Analytics (SPA)	Resident Survey	33%	N/A

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GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	# of commercial building permits issued	Development Services	IDT	63	250
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	# of residential building permits issued	Development Services	IDT	275	1,000
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	# of based aircraft maintained at Fayetteville Regional Airport	Airport	Airport Master Record (5010)	73	73
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	% satisfaction overall strength of Fayetteville's economy	Strategic & Performance Analytics (SPA)	Resident Survey	35%	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.2: To invest in community places to ensure revitalization and increase quality of life.	# of dangerous and/or blighted structures removed	Development Services	IDT	11	60
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.2: To invest in community places to ensure revitalization and increase quality of life.	% satisfaction overall quality of life in the City	Strategic & Performance Analytics (SPA)	Resident Survey	39%	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	# of jobs created through ECD and FCEDC	Economic & Community Development	ECD & FCEDC	19	5
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	# Jobs retained through ECD grants and loans	Economic & Community Development	Neighborly & Internal Documents	56	20
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	\$ amount of ECD funds invested in the city through grants and loans	Economic & Community Development	Neighborly & Internal Documents	\$109,090	\$300,000
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	# of businesses operating out of Fayetteville Regional Airport	Airport	Airport Internal File	81	82
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	% satisfaction overall availability of employment opportunities in Fayetteville	Strategic & Performance Analytics (SPA)	Resident Survey	32%	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.4: To sustain a favorable development climate to encourage business growth.	% vacancy rate in city (Office, Industrial, Retail)	Strategic & Performance Analytics (SPA)	FCEDC	5.17%	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.4: To sustain a favorable development climate to encourage business growth.	% satisfaction overall quality of businesses, services, and retail in Fayetteville	Strategic & Performance Analytics (SPA)	Resident Survey	49%	N/A

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GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	Miles of Streets Resurfaced	Public Services	PAVER	23.4	0
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of streets rated with a Pavement Condition Index (PCI) of 71 or greater.	Public Services	PAVER	91%	0%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of traffic signal intersection equipment meeting NCDOT standards of inspection biannually	Public Services	Cityworks	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of City infrastructure that meets standards of preparation for a 10-year storm	Public Services	GIS	81%	0%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of eligible Drainage Assistance Plan (DAP) projects that received funding	Public Services	SWAB Agenda	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.2: To manage the City's future growth and strategic land use.	\$ Projected contractor valuation for residential and commercial building permits issued	Development Services	IDT	\$70,199,179	\$300,000,000
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.2: To manage the City's future growth and strategic land use.	% satisfaction overall with how well the City is planning for growth	Strategic & Performance Analytics (SPA)	Resident Survey	29%	N/A
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	# of trades inspections (Residential & Commercial)	Development Services	IDT	6,825	29,000
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	% of trades inspections completed within the state mandated deadline	Development Services	IDT	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	# Construction plans reviewed	Development Services	IDT	2,182	7,500
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	% of construction plan reviews completed within the state mandated deadline	Development Services	IDt	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	# of code enforcement violation cases opened	Development Services	Cityworks and Master Report	3,565	13,500
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% of violations resolved by property owner	Development Services	Cityworks	77%	70%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% of code enforcement cases opened proactively	Development Services	Cityworks and Master Report	68%	70%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% of structures removed from dangerous and/or blighted status due to owner compliance	Development Services	Cityworks	67%	50%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% satisfaction overall enforcement of codes and ordinances	Strategic & Performance Analytics (SPA)	Resident Survey	28%	N/A
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.5: To increase our smart city capacity.	% uptime of Network Infrastructure Services	Information Technology	IT Office Records	99.98%	99.98%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.5: To increase our smart city capacity.	% of uptime for City websites	Information Technology	Monsido software	99.82%	99.98%

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GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	Average load factor percentage	Airport	Airline Monthly Report	86.8%	87.6%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of daily commercial flights	Airport	Airline Monthly Report	20	22
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of enplaned/deplaned passengers annually	Airport	Airline Monthly Report	83,632	338,595
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	\$ amount of airport capital improvements per fiscal year	Airport	Fund 66 Report & ACIP	\$4,452,545	\$9,904,675
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of total fixed route transit passengers annually	Transit (FAST)	APC Data - UTA	357,521	1,506,829
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of total FASTTRAC! transit passengers annually	Transit (FAST)	RouteMatch	12,918	55,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	On-time performance of fixed route transit services	Transit (FAST)	APC Data - UTA	69.0%	75.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	On-time performance of FASTTRAC! transit services	Transit (FAST)	RouteMatch	89.0%	85.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	% of bus stops with shelters and/or benches	Transit (FAST)	Staff - GIS Layers	24.6%	26.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	% satisfaction with the condition and usability of the airport	Strategic & Performance Analytics (SPA)	Resident Survey	68%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	% satisfaction with the availability of public transportation	Strategic & Performance Analytics (SPA)	Resident Survey	37%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	# of total parks and recreation registered athletic participants	Parks & Recreation	RecTrac	4,653	13,124
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	# of total parks and recreation registered non-athletic participants	Parks & Recreation	RecTrac	6,312	21,470
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	# of paid swimming pool patrons	Parks & Recreation	RecTrac	34,446	80,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	% satisfaction overall quality of Parks and Recreation programs and services	Strategic & Performance Analytics (SPA)	Resident Survey	52%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	% of roadways with a sidewalk and/or bicycle lane	Public Services	GIS	35%	36%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	# of linear feet of all sidewalks installed	Public Services	Cityworks	7,320	16,000

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GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	Total miles of trails maintained by parks and recreation	Parks & Recreation	Master Plan	11.5	12.1
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	% satisfaction overall condition of sidewalks	Strategic & Performance Analytics (SPA)	Resident Survey	38%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	# of Acres of Publicly accessible parks and recreation-maintained spaces	Parks & Recreation	Facilities Inventory	1,368.5	1,368.5
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	# of City Curb Miles Swept Quarterly	Public Services	Street Maintenance Records	1,493	0
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	# of DOT Curb Miles Swept Quarterly	Public Services	Street Maintenance Records	620	0
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of Diversion rate for recycling	Public Services	Solid Waste Office Records	31%	40%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of Successful solid waste Collection	Public Services	Solid Waste Office Records	99.7%	100.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of self-correction after solid waste notice of violation	Public Services	Solid Waste Office Records	95%	90%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of all illegal dump sites mitigated within 5 business days	Public Services	Solid Waste Office Records	84.6%	90%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	Litter index	Parks & Recreation	Sustainable Sandhills	N/A	2.00
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% satisfaction overall quality of solid waste services	Strategic & Performance Analytics (SPA)	Resident Survey	70%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of single-family affordable housing units leveraged via ECD funding	Economic & Community Development	Internal Documents	0	3
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of multi-family affordable housing units leveraged via ECD funding	Economic & Community Development	Neighborly Application	0	20
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of first-time home buyers assisted with Homebuyer HERO funding	Economic & Community Development	Internal Documents	1	5
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of homeowners assisted with critical and emergency repairs	Economic & Community Development	Internal Documents	3	60
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	% satisfaction overall quality of life in your neighborhood	Strategic & Performance Analytics (SPA)	Resident Survey	64%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.6: To reduce poverty and homelessness.	# of unique interactions at day resource center (DRC)	Economic & Community Development	Manna Dream Center	718	1,000

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GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.6: To reduce poverty and homelessness.	Total # of interaction at day resource center (DRC)	Economic & Community Development	Manna Dream Center	3,285	10,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.6: To reduce poverty and homelessness.	% change in active community partners at day resource center (DRC) annually	Economic & Community Development	Manna Dream Center	67.0%	50.0%

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GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	# of financial compliance findings reported in prior year annual financial audit	Finance	ERP	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	PO Timeliness (days)	Finance	ERP	2	2
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Time to pay (business days)	Finance	ERP	5	5
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Financial Audit Timeliness (days)	Finance	ACFR Filing	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Grant Reporting Timeliness (days)	Finance	Mutliple Documents	0	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Solicitation Timeliness (days)	Finance	Department Documents	14	14
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	General obligation bond rating	Finance	Bond Rating Agency	Aa1 /AA+	Aa1 /AA+
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	% Fleet availability	Finance	AssetWorks	95%	98%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Average Fleet turnaround time (within 72 hrs)	Finance	AssetWorks	63%	75%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Revenues per capita	Budget	ERP	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Expenditures per capita	Budget	ERP	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	% Change in Retail Sales Tax Revenue	Budget	Cumberland County	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	# of total properties returned to City tax rolls.	City Attorney's Office	Internal Documents	0	0

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GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.2: To identify and achieve efficiencies through innovation and technology utilization, by increasing data driven decisions and using business intelligence strategies.	Avg # of days to close a FayFixIT ticket	City Manager's Office	FayFixIT	5.4	5.0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.2: To identify and achieve efficiencies through innovation and technology utilization, by increasing data driven decisions and using business intelligence strategies.	% satisfaction overall quality of services provided by the City	Strategic & Performance Analytics (SPA)	Resident Survey	50%	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.3: To promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services.	Retention Rate	Human Resources Department	HRD Office Records	95%	85%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.3: To promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services.	Mean Response of employees satisfied with their job	Human Resources Department	Employee Survey	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.3: To promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services.	% of employees who would recommend the City as a good place to work.	Human Resources Department	Employee Survey	N/A	N/A

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GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.1: To ensure collaborative relationships with the business community, local governments, military, and stakeholders.	% of city contracts award to LSDBE	Finance	ERP	40%	40%
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.1: To ensure collaborative relationships with the business community, local governments, military, and stakeholders.	% satisfaction level of public involvement in local decisions	Strategic & Performance Analytics (SPA)	Resident Survey	19%	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total # of public records requests	Marketing & Communications	NEXT REQUEST	485	1,750
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total # of Social Media Audiences	Marketing & Communications	Sprout Social	67,270	80,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total # of website visits	Marketing & Communications	Monsido	309,341	1,000,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Average wait time (secs) for 1FAY call center	City Manager's Office	RingCentral	87	120
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total Calls Answered	City Manager's Office	RingCentral	12,785	54,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	% satisfaction with overall customer service	Strategic & Performance Analytics (SPA)	Resident Survey	56%	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	% of residents who felt the city is moving in the right direction	Strategic & Performance Analytics (SPA)	Resident Survey	35%	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	% satisfaction with Time it took for residents requests to be answered	Strategic & Performance Analytics (SPA)	Resident Survey	59%	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	# of Boards and Commission Applicants	City Clerks Office	Granicus	32	175
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	Total # of social media impressions	Marketing & Communications	Sprout Social	1,090,000	6,000,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	Total # of Podcast views	Marketing & Communications	Youtube, Media Cloud Streaming, Sprout Social	6,963	50,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	Total # of Video views	Marketing & Communications	Youtube, Media Cloud Streaming, Sprout Social	124,603	500,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	# of FayFixIT Users	City Manager's Office	FayFixIT	16,544	68,000

GOAL	OBJECTIVE	KPI ¹	OWNER	DATA SOURCE	QTR 1	FY25 TARGETS
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	# of residents attending educational/outreach events with ECD	Economic & Community Development	Internal Documents	628	1,900
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	% of residents very satisfied or satisfied with the availability of information about city programs and services	Strategic & Performance Analytics (SPA)	Resident Survey	40%	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	% satisfaction overall effectiveness of communication with the public	Strategic & Performance Analytics (SPA)	Resident Survey	38%	N/A