

City of Fayetteville

2013 Resident Survey

FINAL REPORT

Submitted to

The City of
Fayetteville,
North Carolina

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

March 2013



Contents

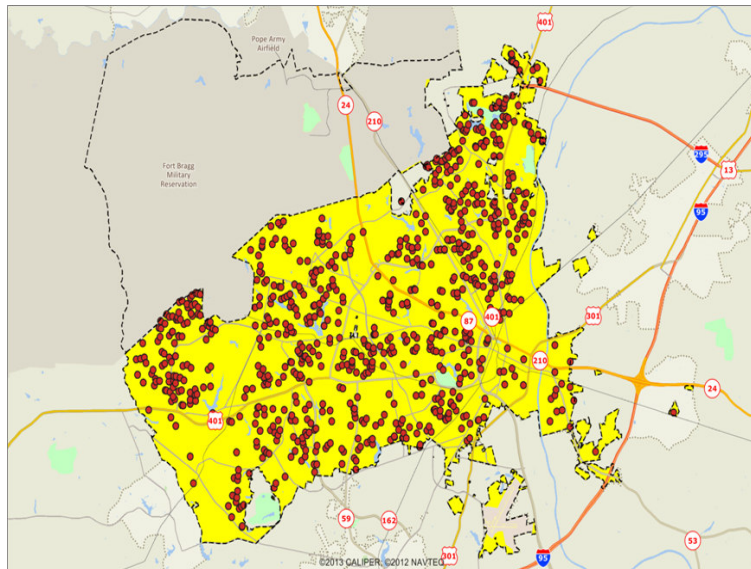
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Overview and Methodology

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

A seven-page survey was mailed to a random sample of 2,400 households in the City of Fayetteville. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the household that received a survey, a total of 847 surveys were completed (35% response rate). The results for the random sample of 847 households have a precision of at least $\pm 3.3\%$ at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

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



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons between city services. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.” The percentage of “don’t know” responses has been included in the tabular data in Section 3 of this report.

This report contains:

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

Ratings of Fayetteville as a Place to Live and Raise Children

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

Ratings of Neighborhoods

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

Overall Satisfaction Major Categories of City Services

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

Overall Priorities

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

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

Satisfaction with Specific City Services

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

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

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

Other Findings

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

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

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

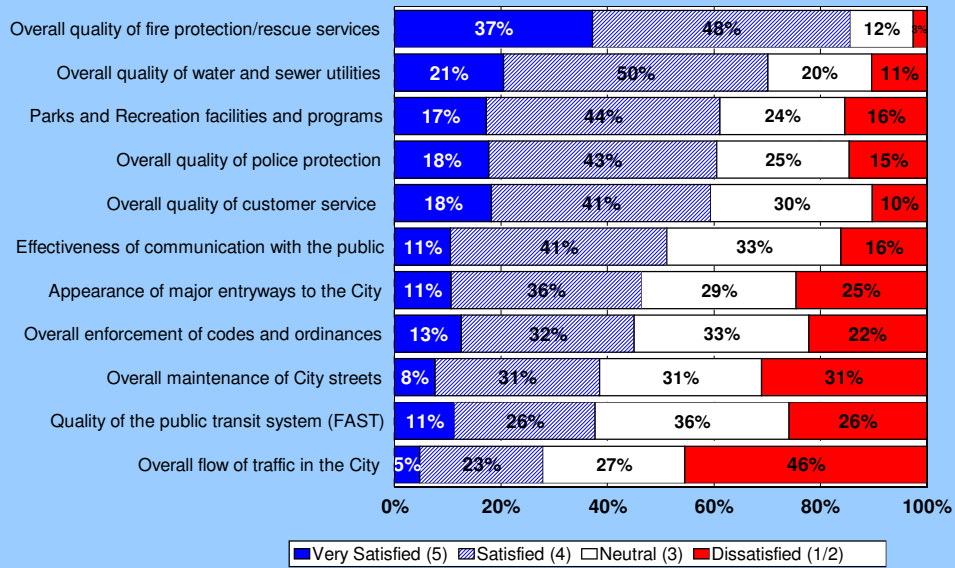
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services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

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

Section 1:
Charts and Graphs

Q1. Satisfaction With Major Categories of City Services

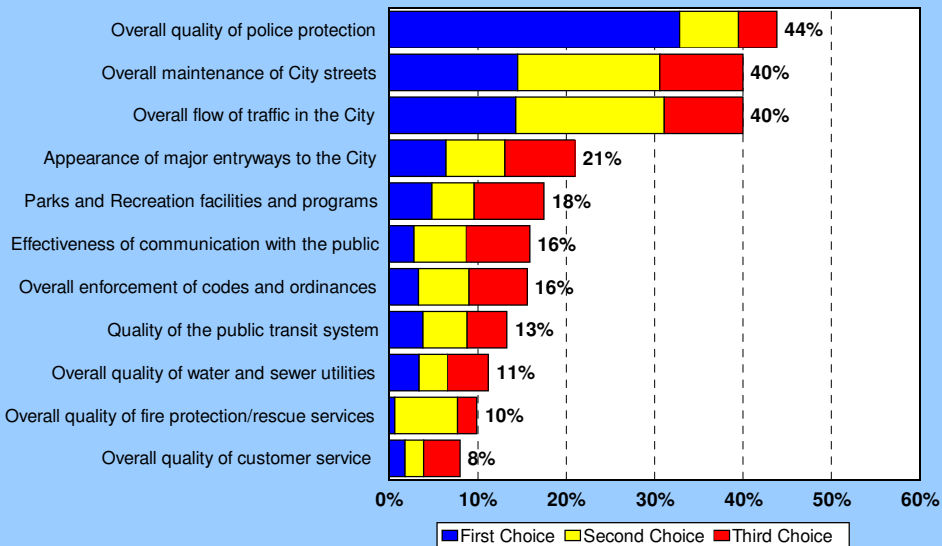
by percentage of respondents (excluding don't knows)



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

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

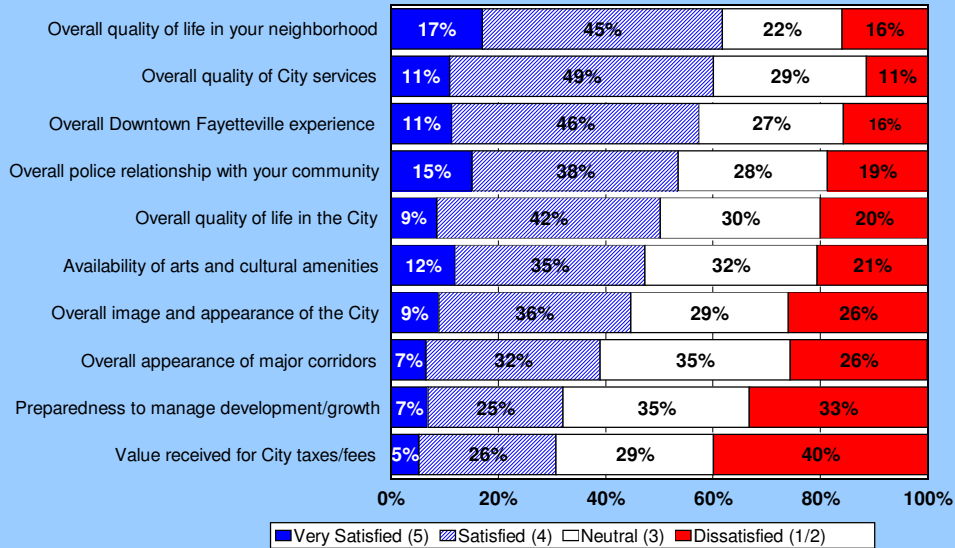
by percentage of respondents surveyed who selected the item as one of their top three choices



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

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

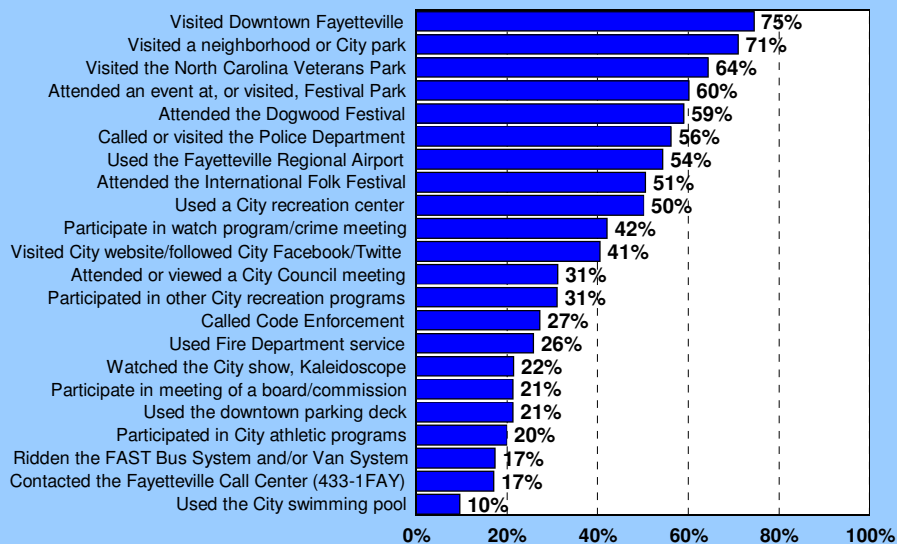
by percentage of respondents (excluding don't knows)



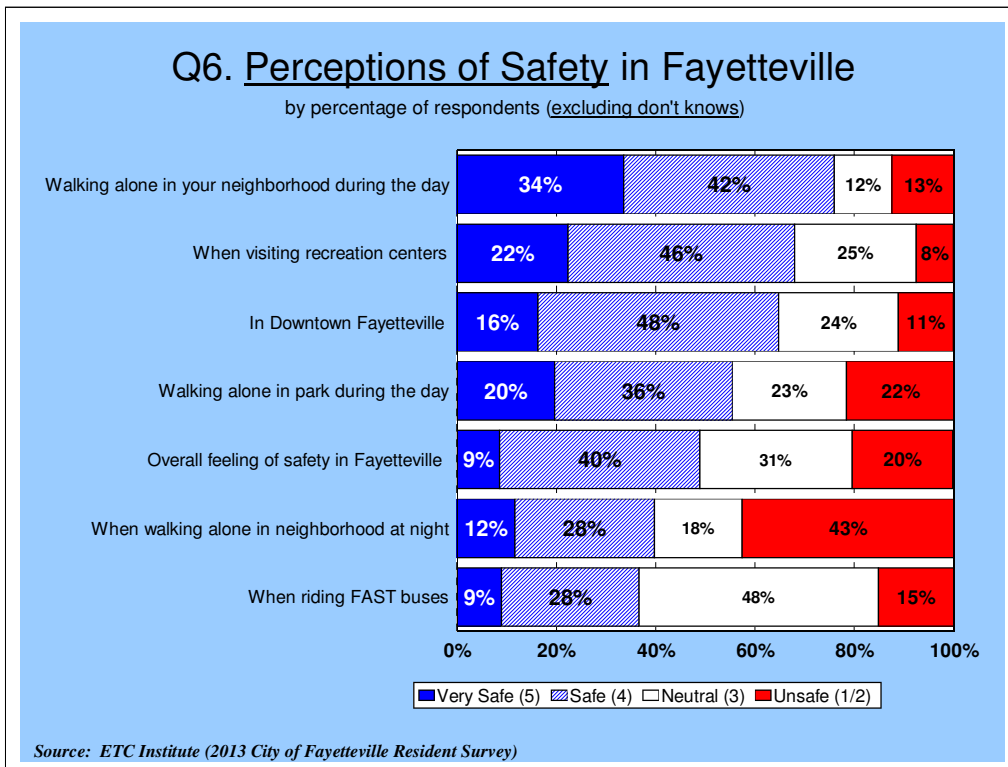
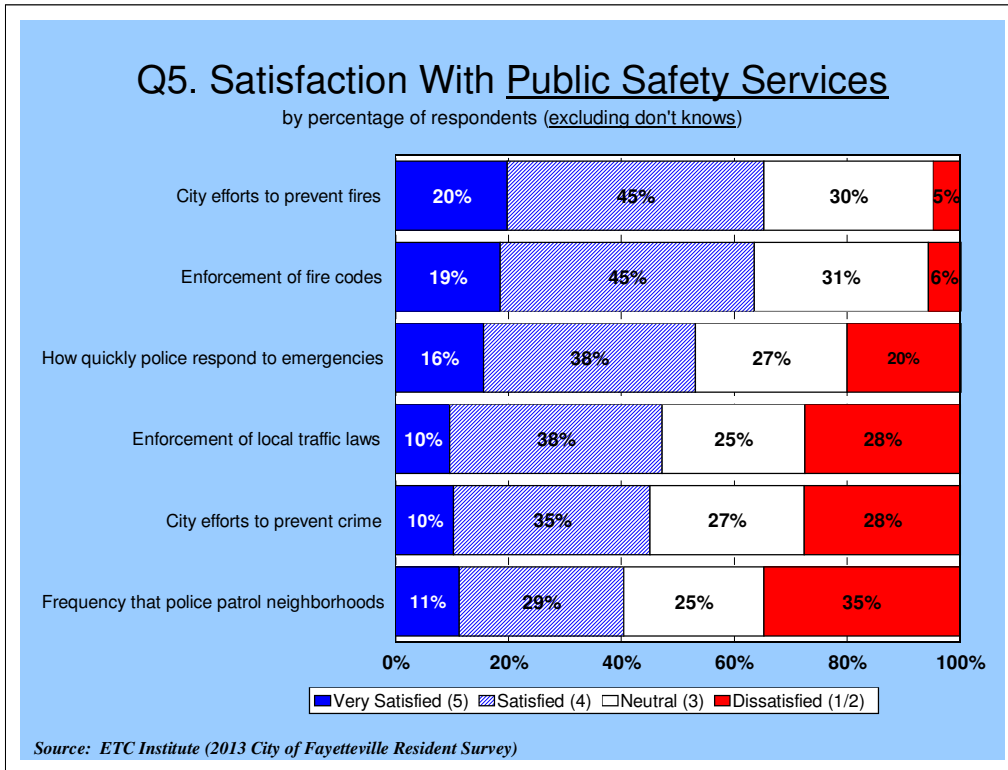
Source: ETC Institute (2013 City of Fayetteville Resident Survey)

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

by percentage of respondents (multiple selections were allowed)

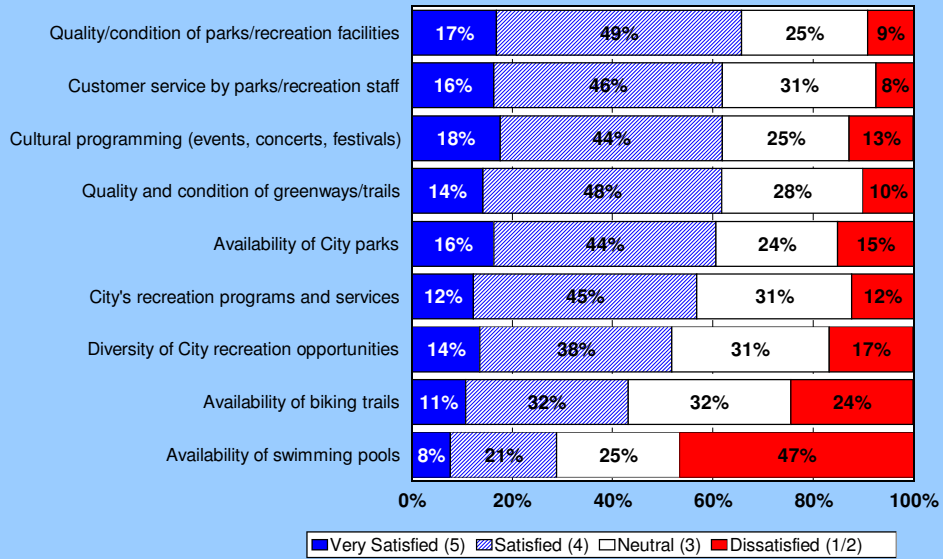


Source: ETC Institute (2013 City of Fayetteville Resident Survey)



Q7. Satisfaction with Various Aspects of Parks and Recreation

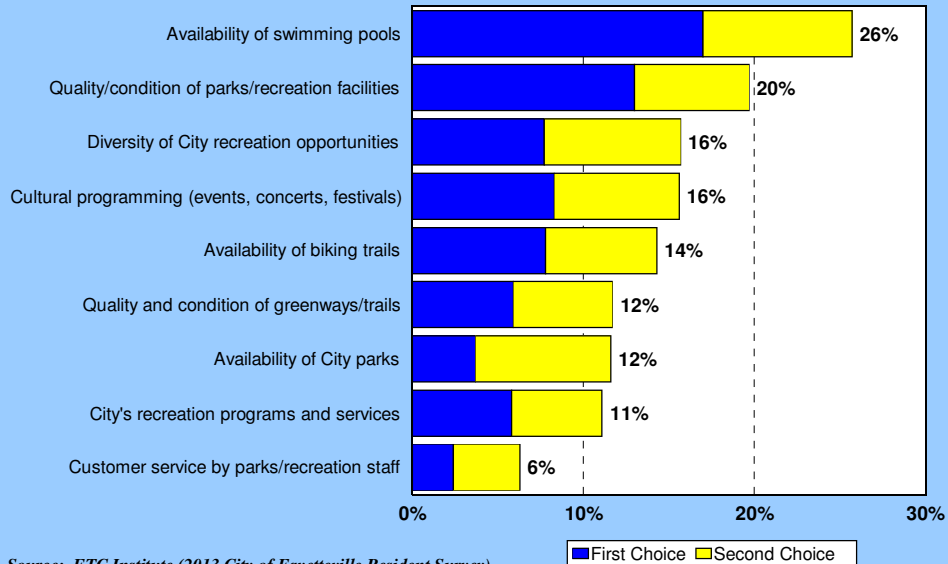
by percentage of respondents (excluding don't knows)



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

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

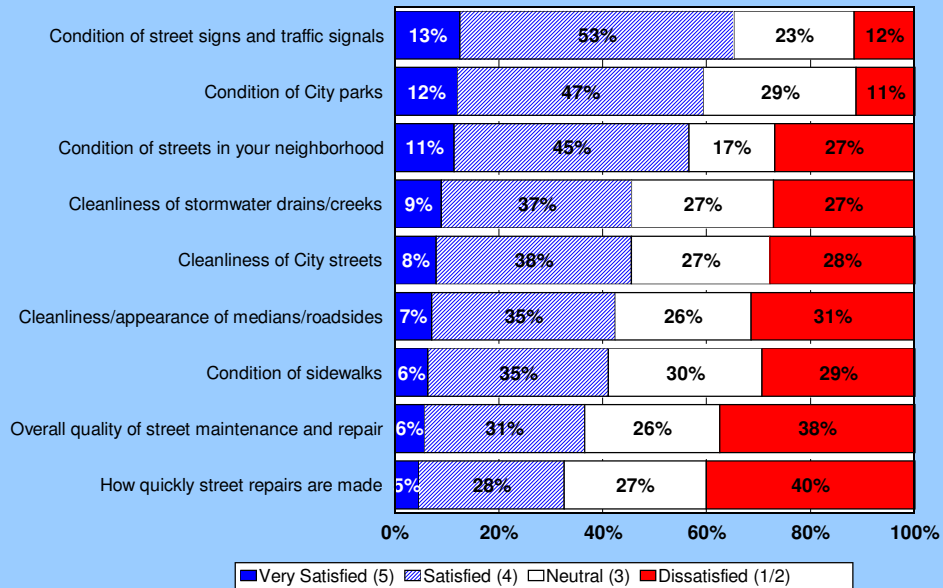
by percentage of respondents surveyed who selected the item as one of their top two choices



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

Q9. Satisfaction with Various Aspects of Maintenance

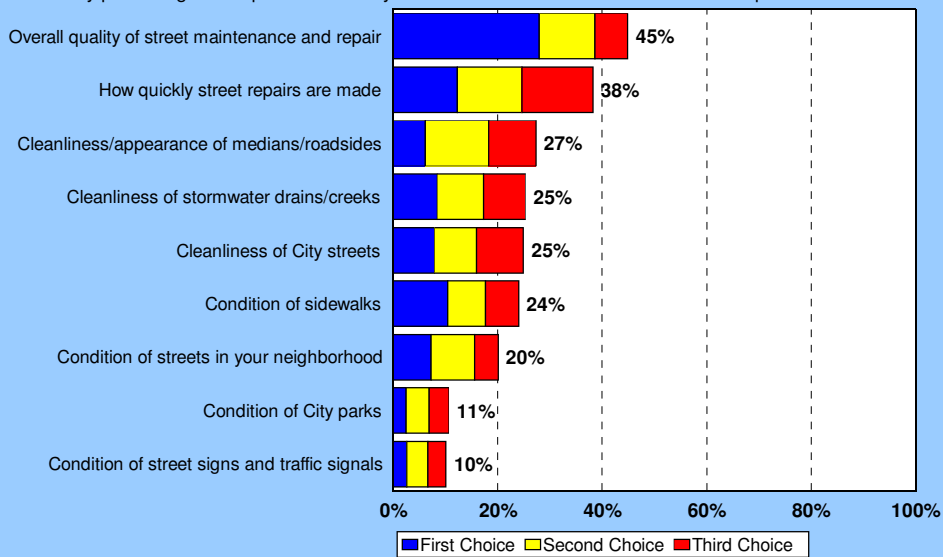
by percentage of respondents (excluding don't knows)



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

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

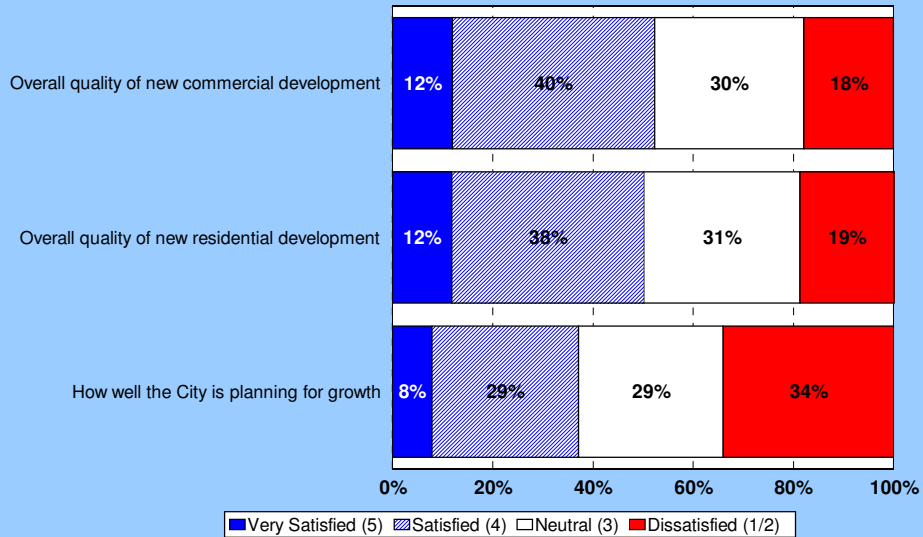
by percentage of respondents surveyed who selected the item as one of their top two choices



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

Q11. Satisfaction with Various Aspects of Planning and Zoning

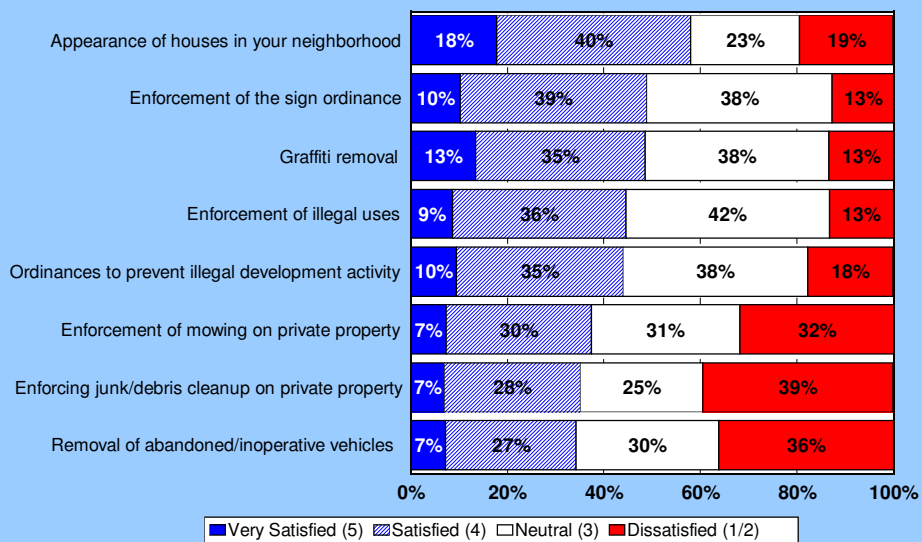
by percentage of respondents (excluding don't knows)



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

Q12. Satisfaction with Various Aspects of Code Enforcement

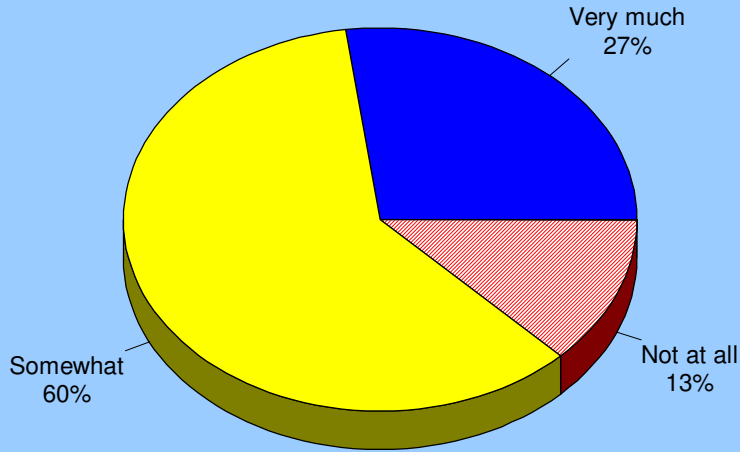
by percentage of respondents (excluding don't knows)



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

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

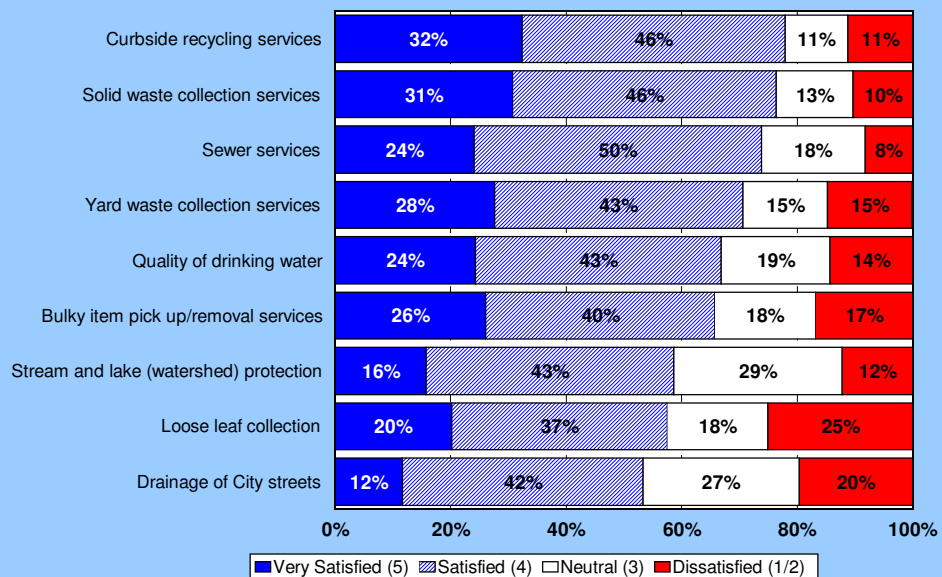
by percentage of respondents (excluding "not applicable")



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

Q14. Satisfaction with City Utility Services

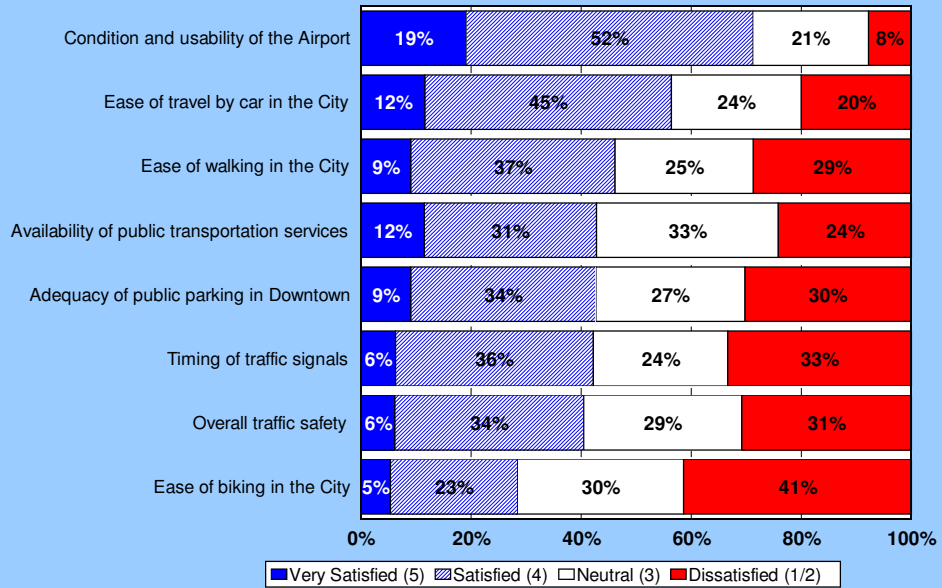
by percentage of respondents (excluding don't knows)



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

Q15. Satisfaction with Transportation and Connectivity

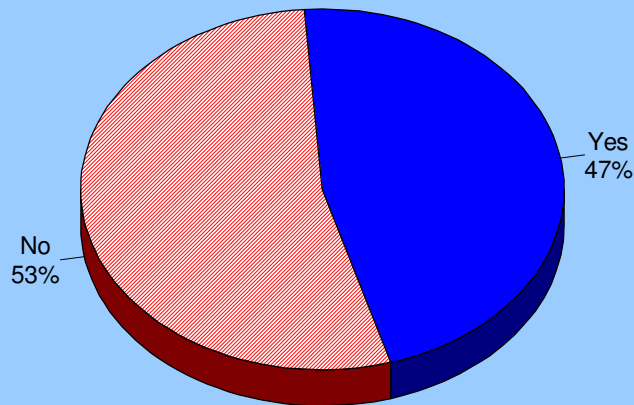
by percentage of respondents (excluding don't knows)



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

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

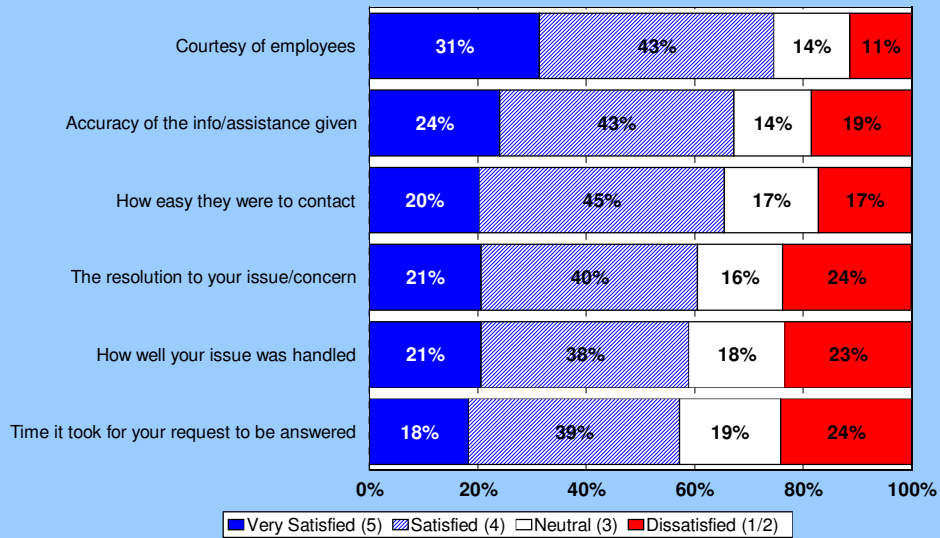
by percentage of respondents



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

Q16. Satisfaction with the Customer Service Received from City Employees

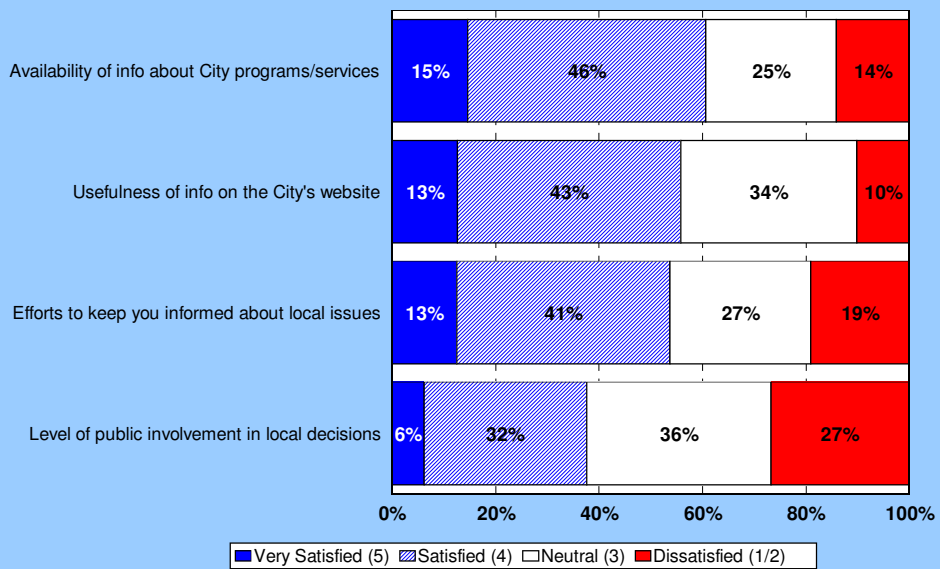
by percentage of respondents who had contacted the City (excluding don't knows)



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

Q17. Satisfaction with Communication

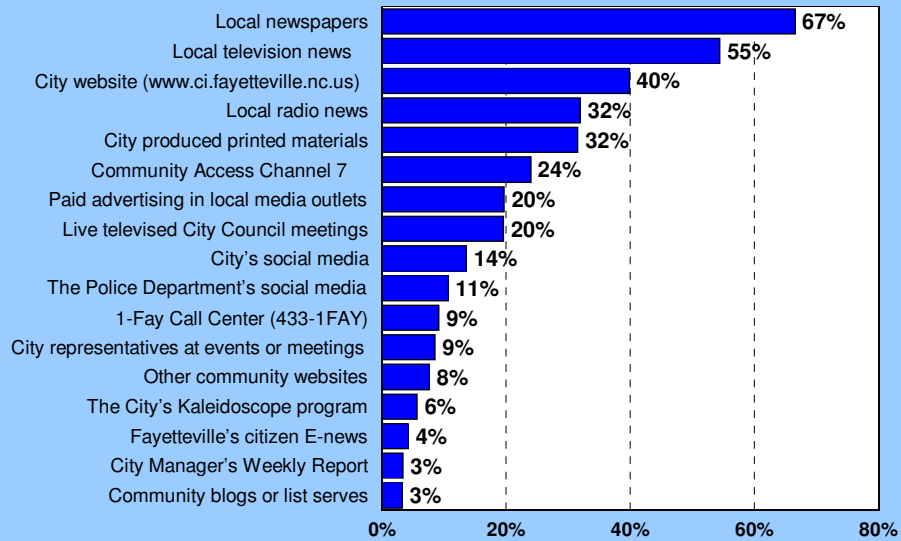
by percentage of respondents (excluding don't knows)



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

Q18. Sources Where Residents Currently Get Information About the City

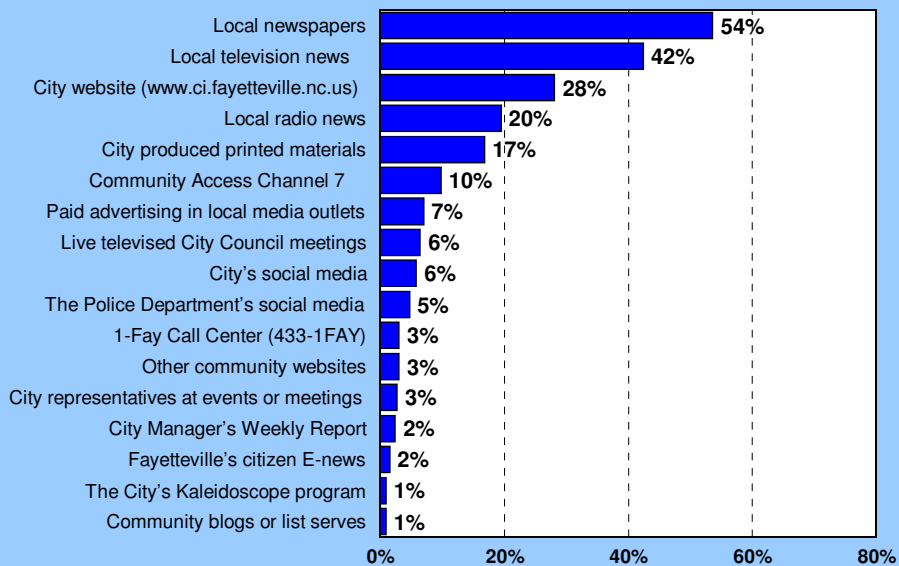
by percentage of respondents (multiple selections were allowed)



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

Q19. Preferred Sources of Information

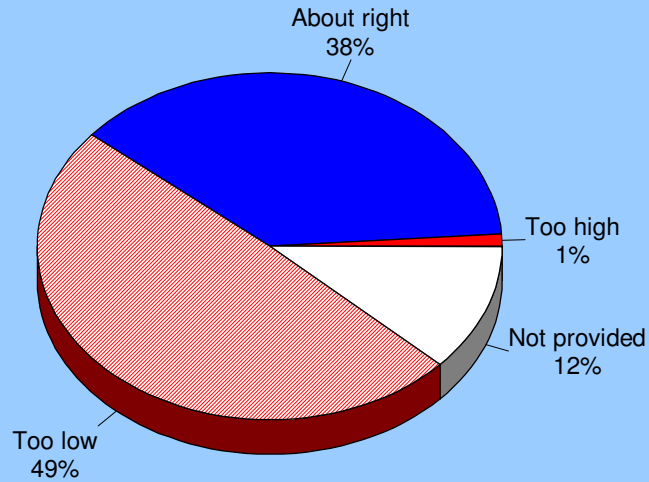
by percentage of respondents (multiple selections were allowed)



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

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

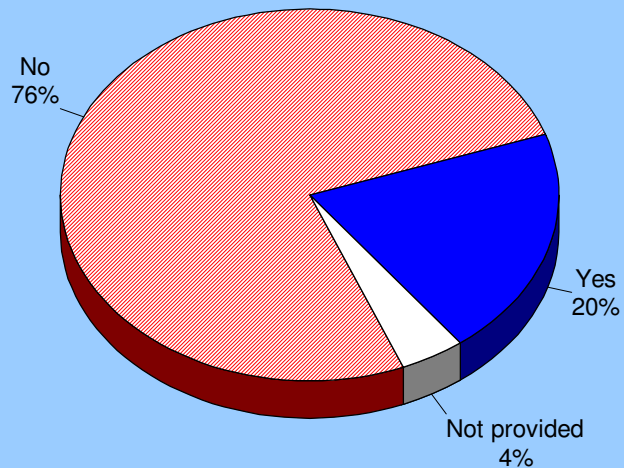
by percentage of respondents



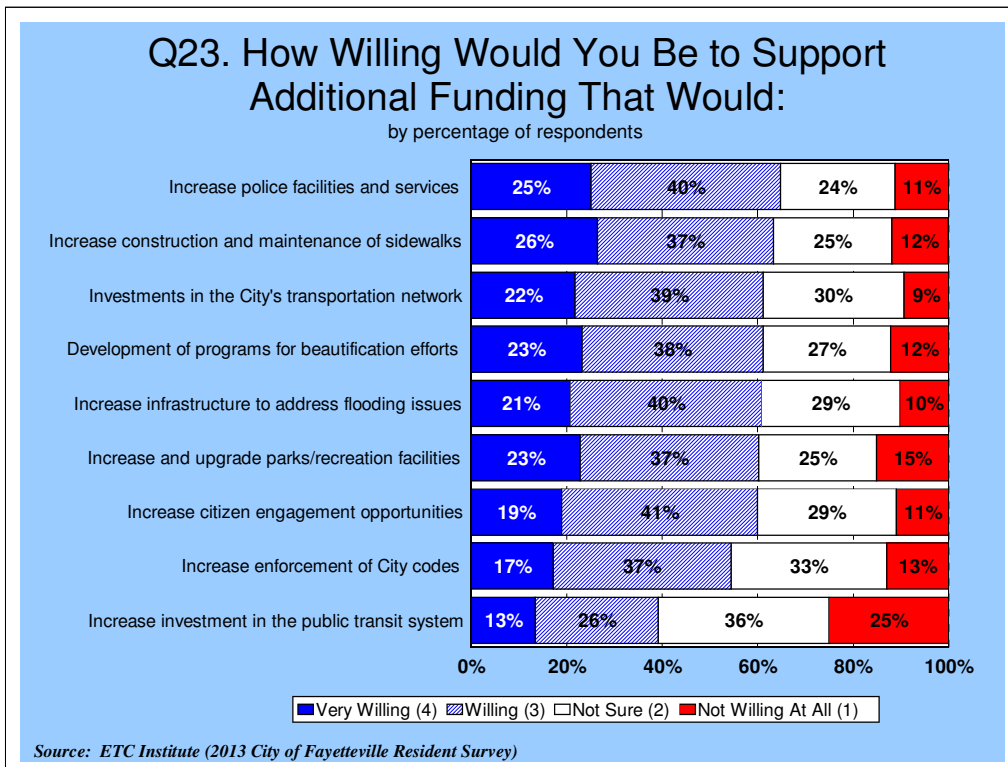
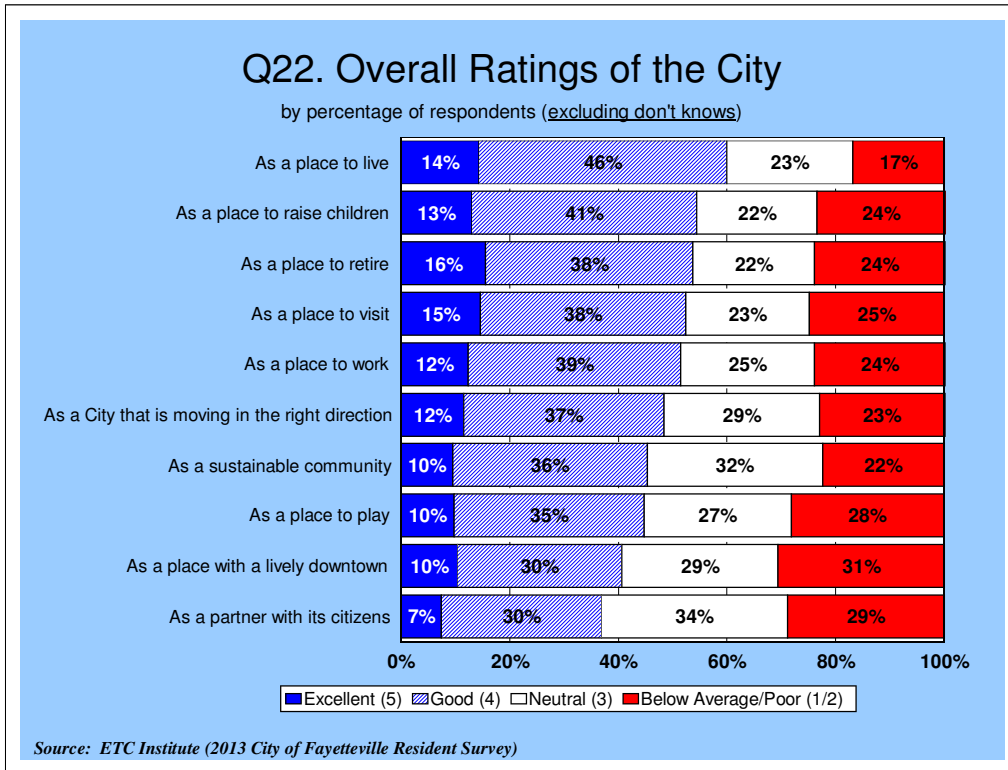
Source: ETC Institute (2013 City of Fayetteville Resident Survey)

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

by percentage of respondents



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

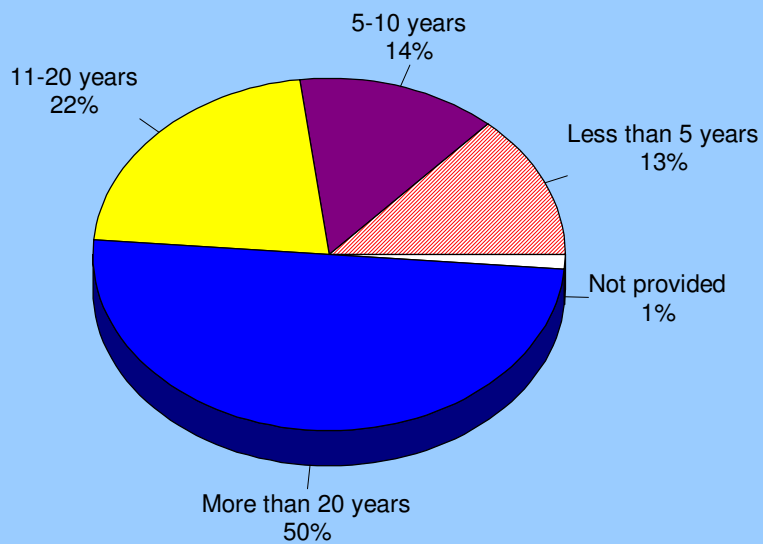


Demographics

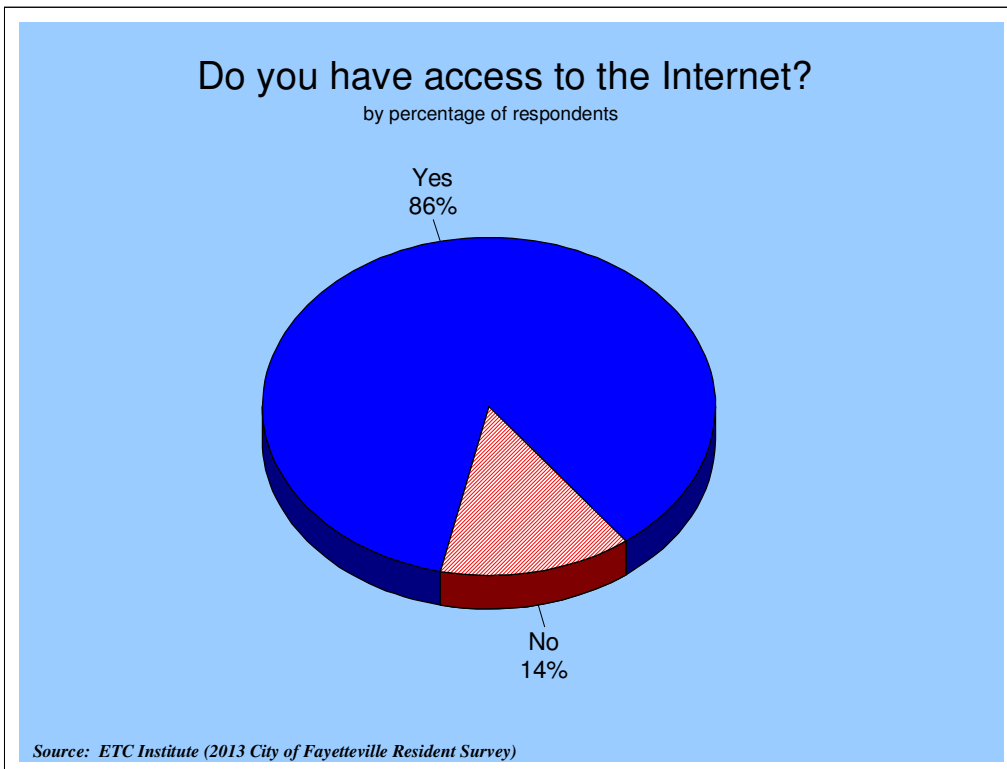
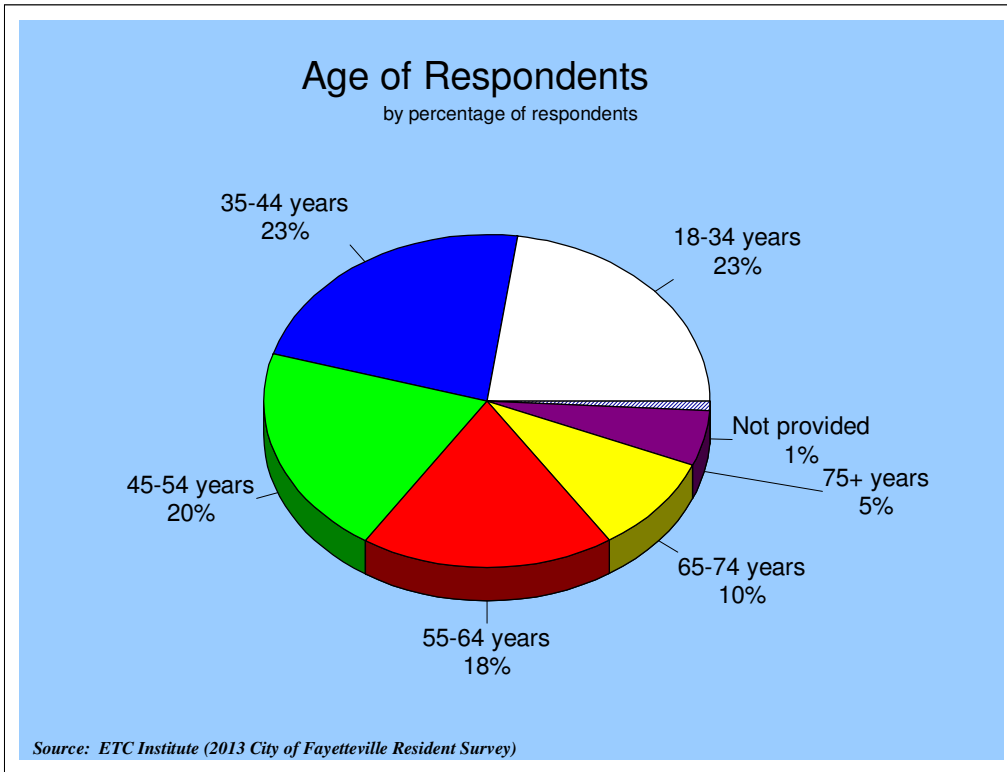
Source: ETC Institute (2013 City of Fayetteville Resident Survey)

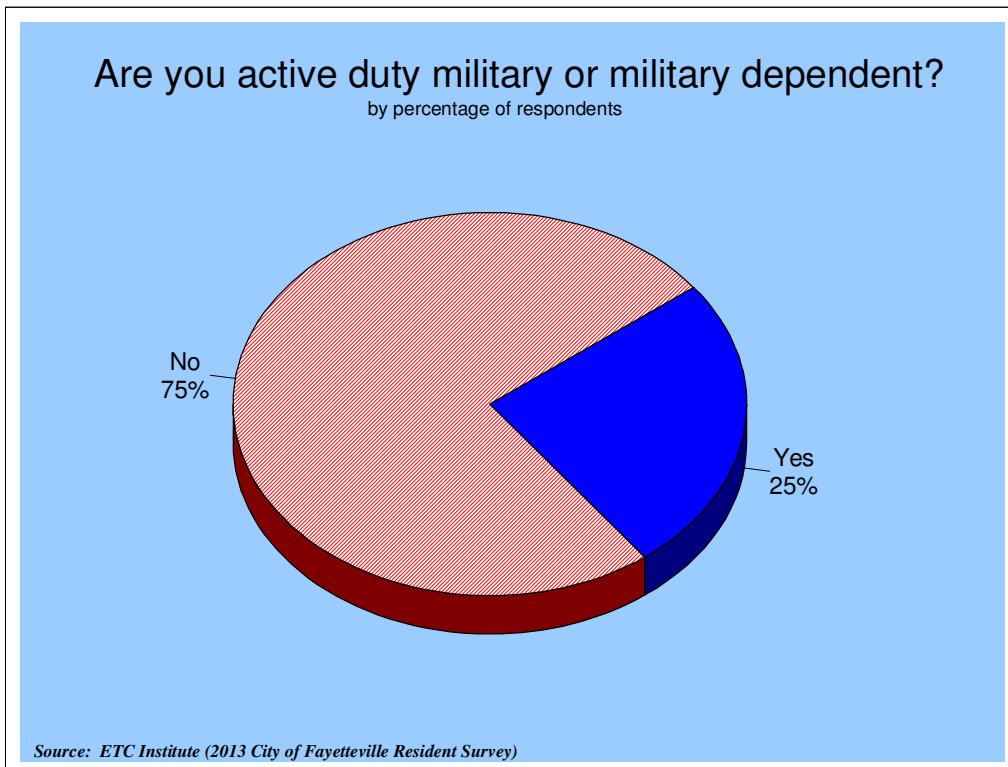
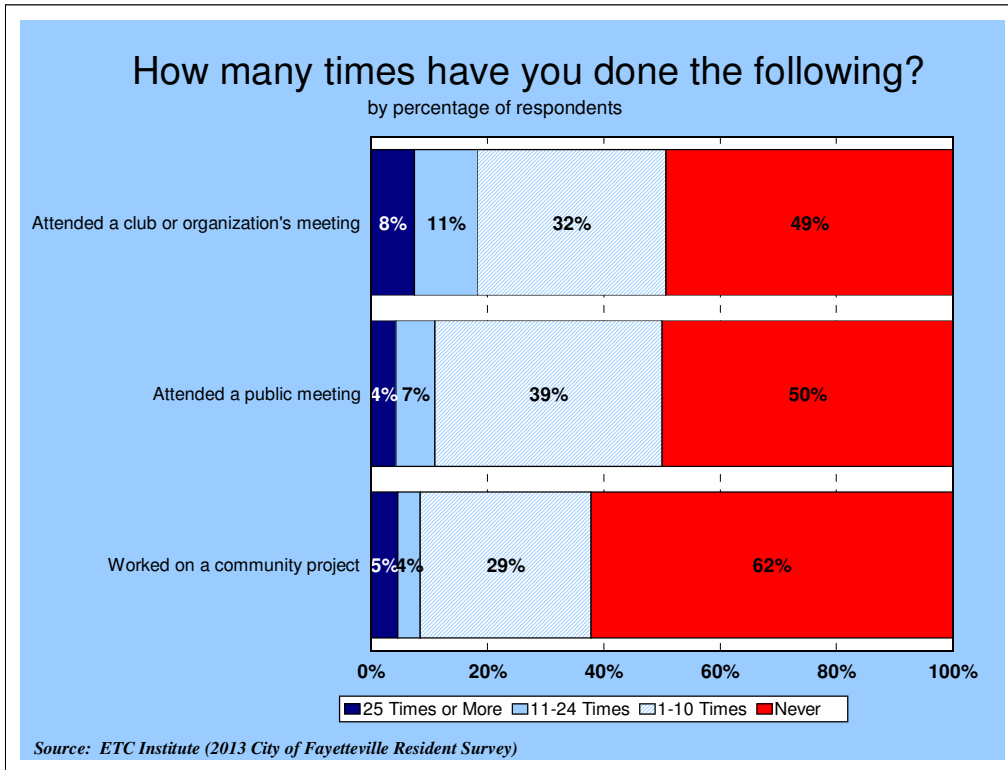
Number of Years Residents Have Lived in Fayetteville

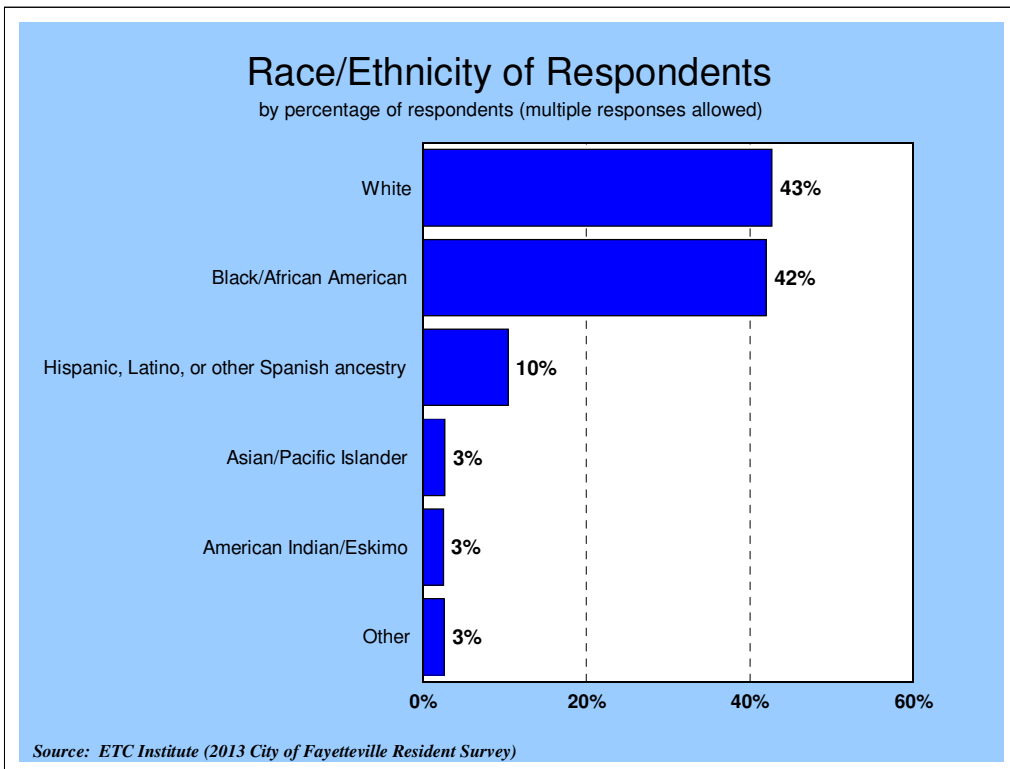
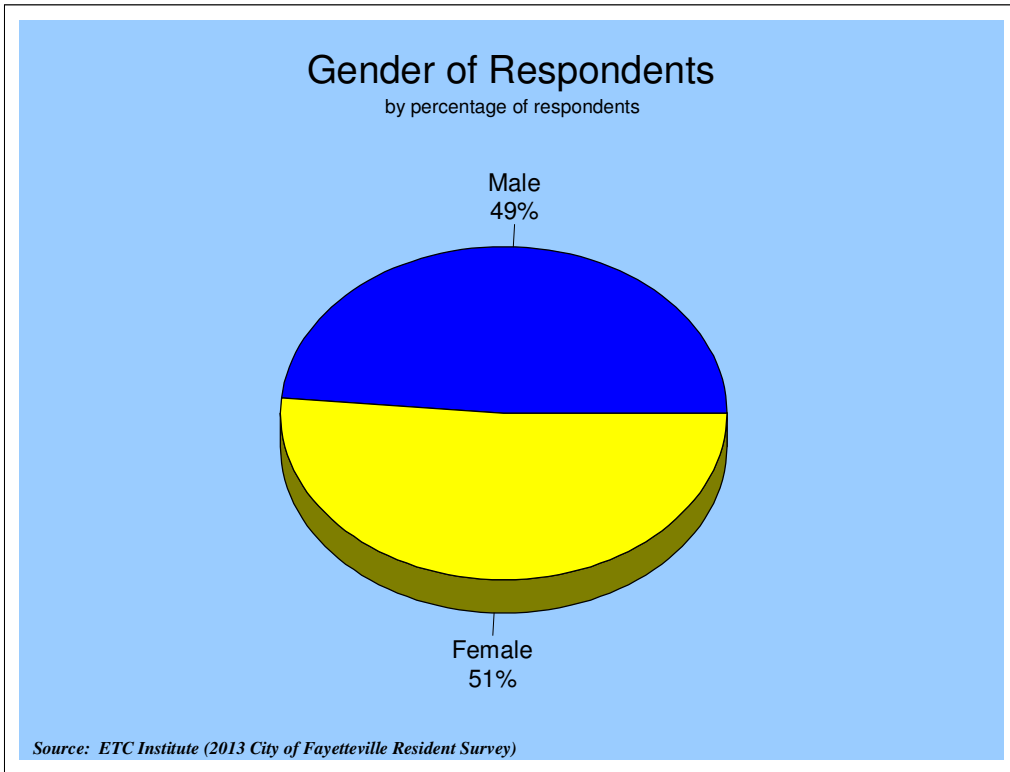
by percentage of respondents

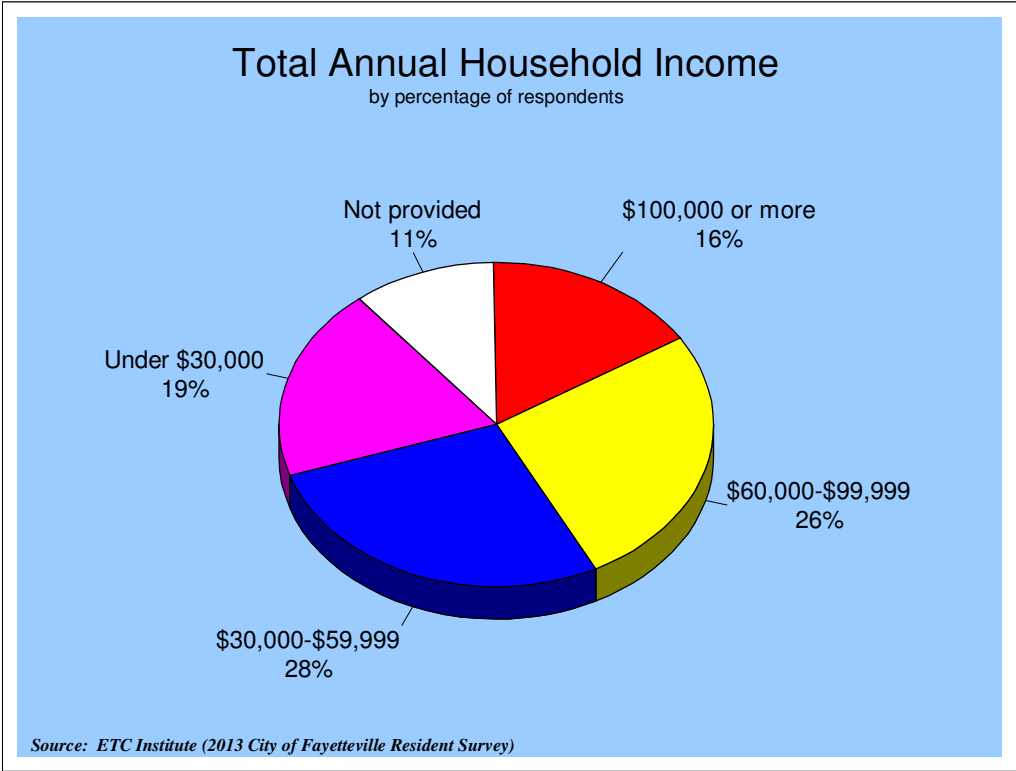


Source: ETC Institute (2013 City of Fayetteville Resident Survey)

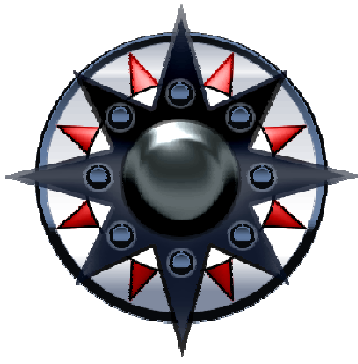








Section 2:
***Importance-Satisfaction
Analysis***



Importance-Satisfaction Analysis

Fayetteville, North Carolina

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the Major City services they thought were the most important for the City to emphasize over the next two years. Approximately forty-four percent (43.8%) selected "police protection" as one of the most important Major City services for the City to emphasize over the next two years.

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

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Fayetteville are provided on the following page.

Importance-Satisfaction Rating Fayetteville OVERALL

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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating Fayetteville PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Availability of swimming pools	26%	1	29%	9	0.1827	1
<u>Medium Priority (IS <.10)</u>						
Availability of biking trails	14%	5	43%	8	0.0814	2
Diversity of City recreation opportunities	16%	3	52%	7	0.0757	3
Quality/condition of parks/recreation facilities	20%	2	66%	1	0.0676	4
Cultural programming (events, concerts, festivals)	16%	4	62%	3	0.0594	5
Quality of the City's recreation programs and services	11%	8	57%	6	0.0480	6
Availability of City parks	12%	7	60%	5	0.0464	7
Quality and condition of greenways/trails	12%	6	62%	4	0.0447	8
Customer service provided by parks/recreation staff	6%	9	62%	2	0.0240	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating Fayetteville CITY MAINTENANCE

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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

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

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

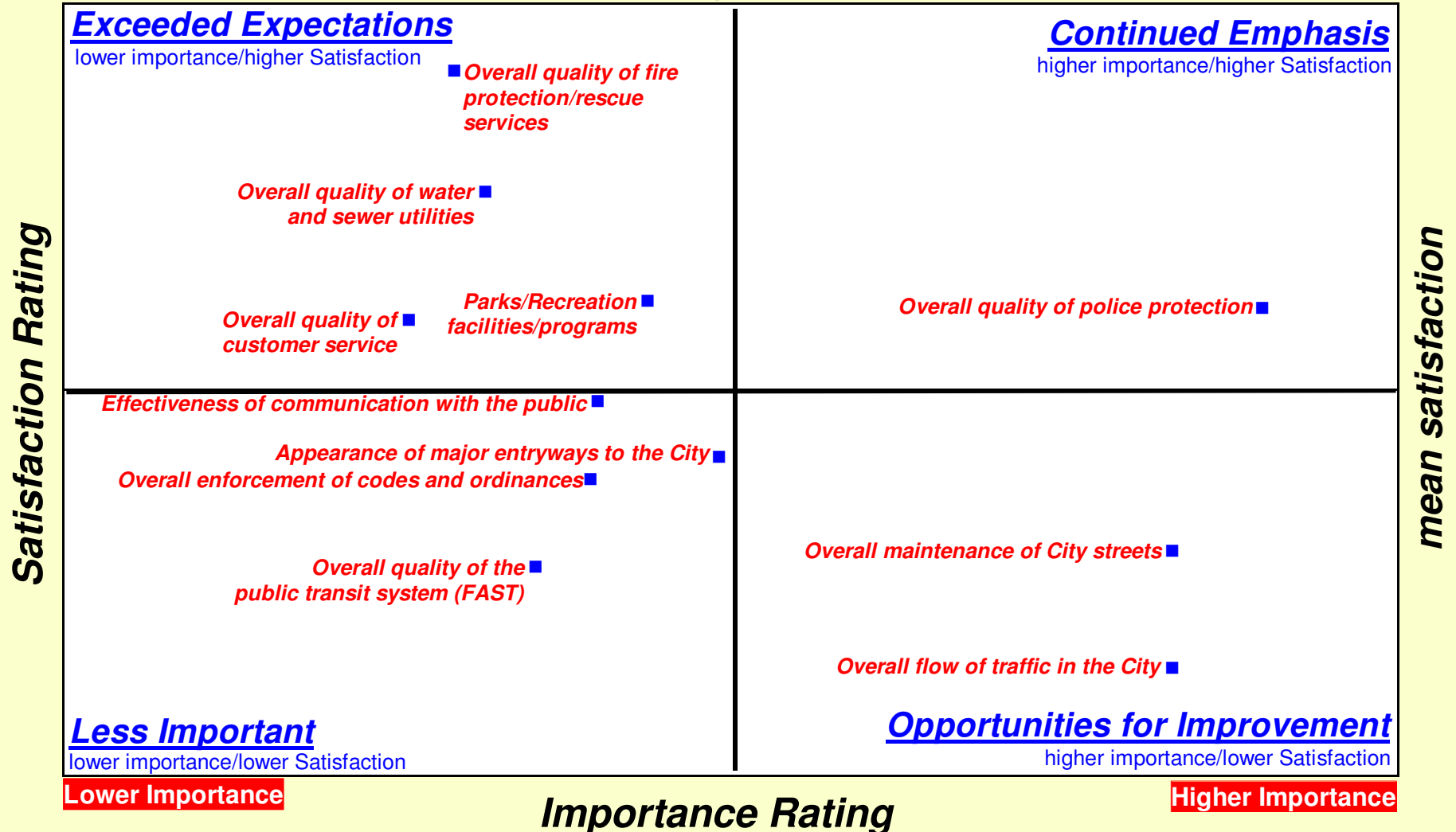
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

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



Source: ETC Institute (2013)

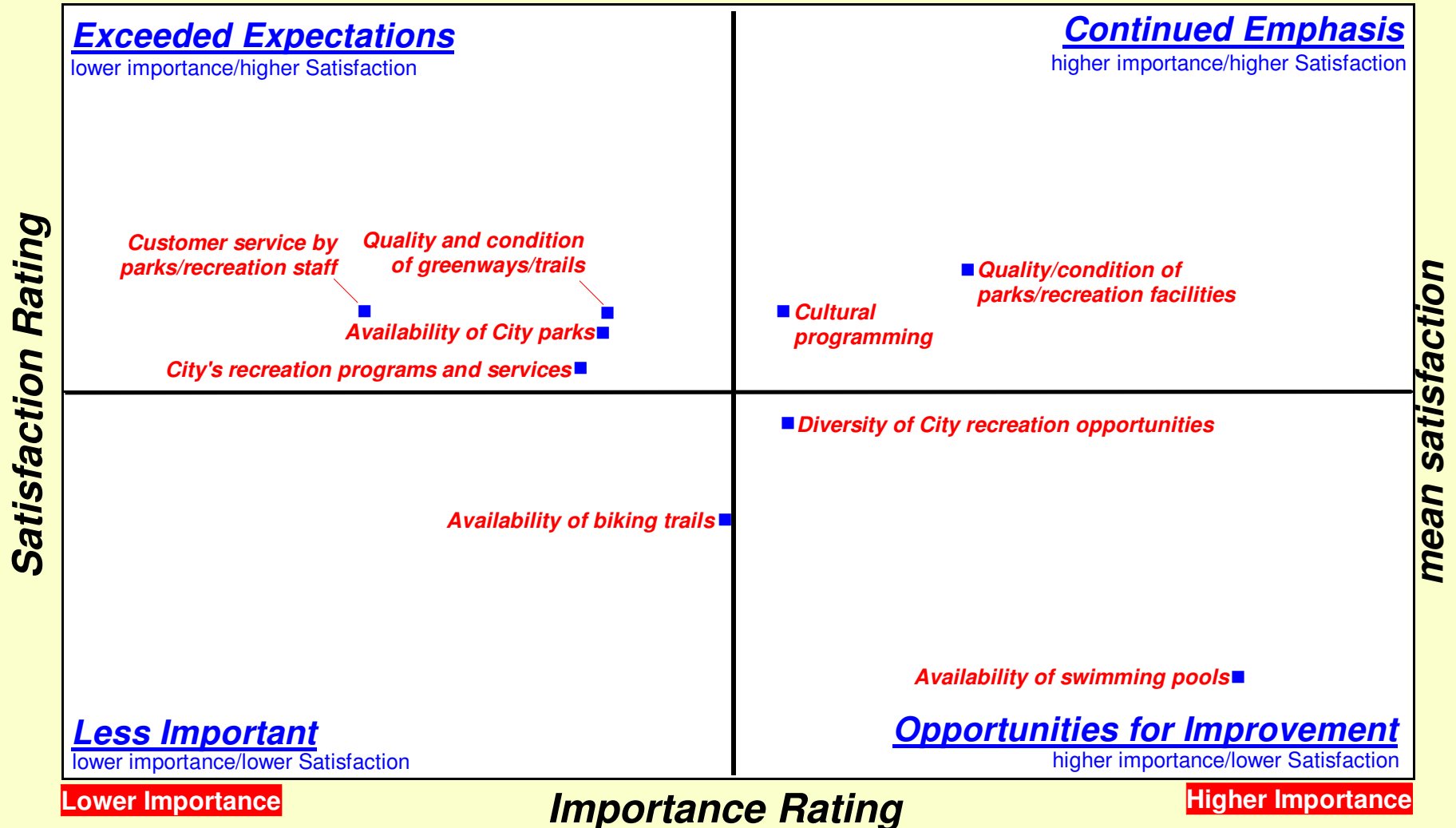
ETC Institute (2013)

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

mean importance



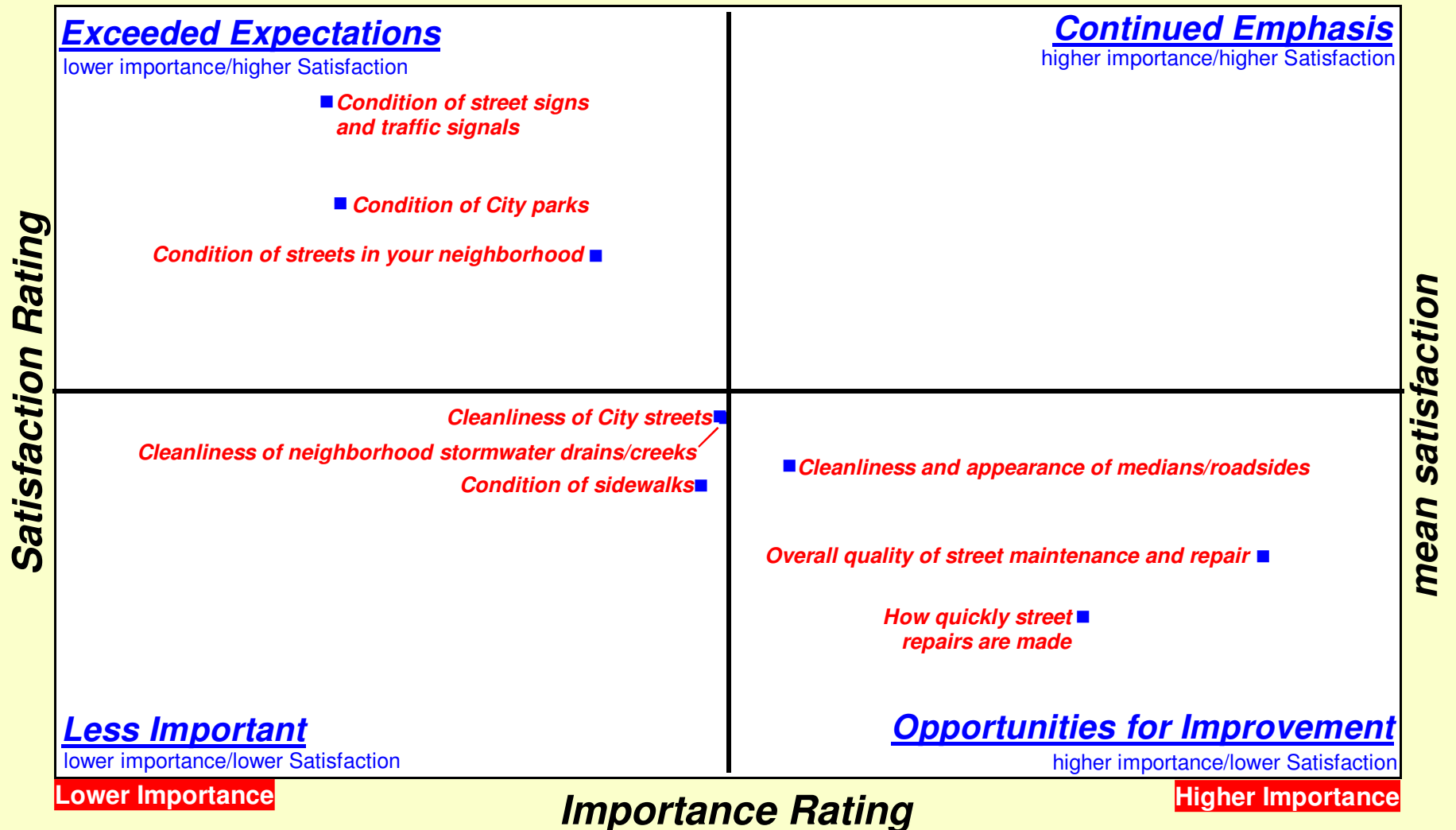
Source: ETC Institute (2013)

ETC Institute (2013)

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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



Section 3:
Tabular Data

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

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

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

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

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

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

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

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

(N=847)

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

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

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

Q6. Using a scale of 1 to 5, where 5 means, "Very Safe" and 1 means, "Very Unsafe" please rate how safe you feel in the following situations:

(N=847)

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

EXCLUDING DON'T KNOW

Q6. Using a scale of 1 to 5, where 5 means, "Very Safe" and 1 means, "Very Unsafe" please rate how safe you feel in the following situations: (excluding "Don't Know")

(N=847)

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

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

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

Q8. 2nd choice	Number	Percent
Quality & condition of City parks & recreation facilities	57	6.7 %
Quality & condition of greenways & trails in the City	49	5.8 %
Diversity of City recreation opportunities	68	8.0 %
Overall quality of the City's recreation programs & services	45	5.3 %
Cultural programming (events, concerts, festivals)	62	7.3 %
Customer service provided by City's parks & recreation staff	33	3.9 %
Availability of City parks	67	7.9 %
Availability of biking trails	55	6.5 %
Availability of swimming pools	74	8.7 %
None chosen	337	39.8 %
Total	847	100.0 %

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

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

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

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

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

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

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

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

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

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

EXCLUDING NOT APPLICABLE

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

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

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

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

Q16a. If YES to Q16: Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following:

(N=394)

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

EXCLUDING DON'T KNOW

Q16a. If YES to Q16: Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following: (excluding "Don't Know")

(N=394)

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

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

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

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

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

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

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

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

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

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

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

(N=847)

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

EXCLUDING DON'T KNOW

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

(N=847)

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

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

(N=847)

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

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

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

Q28. What is your age?

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

Q29. Do you have access to the Internet?

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

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

(N=847)

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

Q31. Are you active duty military or military dependent?

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

Q32. What is your gender?

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

Q33. Do you own or rent your current residence?

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

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

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

Q34. Other

Q34 Other

NORDIC AMERICAN
CHAMORRO FROM GUAM

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

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

Section 4:
Survey Instrument



Dear Fayetteville Citizen,

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

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

Please return your survey as soon as possible. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

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

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

Sincerely,

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

Theodore L. Voorhees
City Manager, ICMA-CM

Enclosure

433 HAY STREET
FAYETTEVILLE, NC 28301-5537
PH: (910) 433-1990 FAX: (910) 433-1948

www.cityoffayetteville.org
www.facebook.com/cityoffayettevillegovernment Twitter @CityOfFayNC



CITY OF FAYETTEVILLE RESIDENT SURVEY

Please take a few minutes to complete this survey: your input is an important part of the City of Fayetteville's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Management Services Manager Rebecca Rogers-Carter, at (910) 433-1068. The survey is intended for City of Fayetteville residents only.

1. Major categories of services provided by the City of Fayetteville are listed below. Please rate each item on a scale of 1 to 5, where 5 means, "very satisfied" and 1 means, "very dissatisfied."

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police protection	5	4	3	2	1	9
B.	Overall quality of fire protection and rescue services	5	4	3	2	1	9
C.	Overall maintenance of City streets	5	4	3	2	1	9
D.	Overall flow of traffic in the City	5	4	3	2	1	9
E.	Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	5	4	3	2	1	9
F.	Overall quality of water and sewer utilities	5	4	3	2	1	9
G.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
H.	Overall quality of customer service received from City employees	5	4	3	2	1	9
I.	Overall effectiveness of communication with the public	5	4	3	2	1	9
J.	Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9
K.	Overall appearance of major entryways to the City	5	4	3	2	1	9

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

1st _____ 2nd _____ 3rd _____

3. Several items that may influence your perception of the City of Fayetteville are listed below. Please rate each item on a scale of 1 to 5, where 5 means, "very satisfied" and 1 means, "very dissatisfied."

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City of Fayetteville	5	4	3	2	1	9
B.	Overall image and appearance of the City	5	4	3	2	1	9
C.	Overall police relationship with your community	5	4	3	2	1	9
D.	Overall preparedness to manage development and growth	5	4	3	2	1	9
E.	Overall quality of life in the City	5	4	3	2	1	9
F.	Overall quality of life in your neighborhood	5	4	3	2	1	9
G.	Overall availability of arts and cultural amenities	5	4	3	2	1	9
H.	Overall appearance of major corridors	5	4	3	2	1	9
I.	Overall Downtown Fayetteville experience	5	4	3	2	1	9
J.	Overall value you receive for your City taxes and fees	5	4	3	2	1	9

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

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

5. Public Safety Services. Please rate each item on a scale of 1 to 5, where 5 means, “very satisfied” and 1 means, “very dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don’t Know
A.	City efforts to prevent crime	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E.	City efforts to prevent fires	5	4	3	2	1	9
F.	Enforcement of fire code	5	4	3	2	1	9

6. Perception of Public Safety. Using a scale of 1 to 5, where 5 means, “very safe” and 1 means, “very unsafe” please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don’t Know
A.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
B.	When walking alone in your neighborhood at night	5	4	3	2	1	9
C.	When walking alone in the park nearest to your home during the day	5	4	3	2	1	9
D.	When visiting recreation centers	5	4	3	2	1	9
E.	In Downtown Fayetteville	5	4	3	2	1	9
F.	Overall feeling of safety in Fayetteville	5	4	3	2	1	9
G.	When riding FAST buses	5	4	3	2	1	9

7. **Parks and Recreation.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means, “very satisfied” and 1 means, “very dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality and condition of City parks and recreation facilities	5	4	3	2	1	9
B.	Quality and condition of greenways and trails in the City	5	4	3	2	1	9
C.	Diversity of City recreation opportunities	5	4	3	2	1	9
D.	Overall quality of the City's recreation programs and services	5	4	3	2	1	9
E.	Cultural programming (events, concerts, festivals)	5	4	3	2	1	9
F.	Customer service provided by City's parks and recreation staff	5	4	3	2	1	9
G.	Availability of City parks	5	4	3	2	1	9
H.	Availability of biking trails	5	4	3	2	1	9
I.	Availability of swimming pools	5	4	3	2	1	9

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

1st _____ 2nd _____

9. **Maintenance.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means, “very satisfied” and 1 means, “very dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of street maintenance and repair	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Cleanliness of City streets	5	4	3	2	1	9
D.	Condition of street signs and traffic signals	5	4	3	2	1	9
E.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
F.	Condition of sidewalks	5	4	3	2	1	9
G.	Condition of City parks	5	4	3	2	1	9
H.	Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9
I.	How quickly street repairs are made	5	4	3	2	1	9

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

1st _____ 2nd _____ 3rd _____

11. **Planning and Zoning:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means, “very satisfied” and 1 means, “very dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of new residential development in the City	5	4	3	2	1	9
B.	Overall quality of new commercial development (stores, restaurants, etc.)	5	4	3	2	1	9
C.	How well the City is planning for growth	5	4	3	2	1	9

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

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

___(2) No [Go to Question 17]

16a. (ONLY IF “YES” to QUESTION 16) Using a 5-point scale, where 5 means, “very satisfied” and 1 means, “very dissatisfied,” please rate your satisfaction with the City employees you have contacted with regard to the following:

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

17. **Communication.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means, “very satisfied” and 1 means, “very dissatisfied.”

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

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

(Check all that apply).

___(01) City Manager's Weekly Report

___(02) City representatives at events or meetings

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

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

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

___(06) The City's Kaleidoscope program

___(07) Live televised City Council meetings

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

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

___(10) Fayetteville's citizen E-news

___(11) Local newspapers: Which newspapers? _____

___(12) Community Access Channel 7

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

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

___(15) Community blogs or list serves

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

___(17) Other community websites

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

1st _____ 2nd _____ 3rd _____

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

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

___(2) About right

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

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

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

22. The Vision for Our Community: Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means, “excellent” and a 1 means, “poor,” please rate the City of Fayetteville with regard to the following:

<i>How would you rate the City of Fayetteville:</i>		Excellent	Good	Neutral	Below Average	Poor	Don’t Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to play	5	4	3	2	1	9
D.	As a place to work	5	4	3	2	1	9
E.	As a place to retire	5	4	3	2	1	9
F.	As a place to visit	5	4	3	2	1	9
G.	As a place with a lively downtown	5	4	3	2	1	9
H.	As a partner with its citizens	5	4	3	2	1	9
I.	As a sustainable community	5	4	3	2	1	9
J.	As a City that is moving in the right direction	5	4	3	2	1	9

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

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

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

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

26. (Optional) What is the main issue you think the City of Fayetteville will face over the next five years?

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

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

28. What is your age?

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

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

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

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

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

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

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

34. Which of the following best describes your race/ethnicity? (Check all that apply)

- ___(1) Asian/Pacific Islander
- ___(2) White
- ___(3) American Indian/Eskimo
- ___(4) Black/African American
- ___(5) Hispanic, Latino, or other Spanish ancestry
- ___(6) Other

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

- ___(1) Under \$30,000
- ___(2) \$30,000 to \$59,999
- ___(3) \$60,000 to \$99,999
- ___(4) \$100,000 or more

36. What is your home zip code? _____

If you have other comments about ways to improve the quality of City services, please write your comments below. Your responses will remain completely confidential. The information printed on the sticker will ONLY be used to help identify which areas of the city are having difficulties with City-provided services. If your address is not correct, please provide the correct information.

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.

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