

2015 City of Fayetteville Resident Survey

...helping organizations make better decisions since 1982

Final Report

Submitted to the City of Fayetteville, North Carolina

by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

December 2015



Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Importance-Satisfaction Analysis	26
Section 3: Tabular Data	36
Section 4: Survey Instrument	72

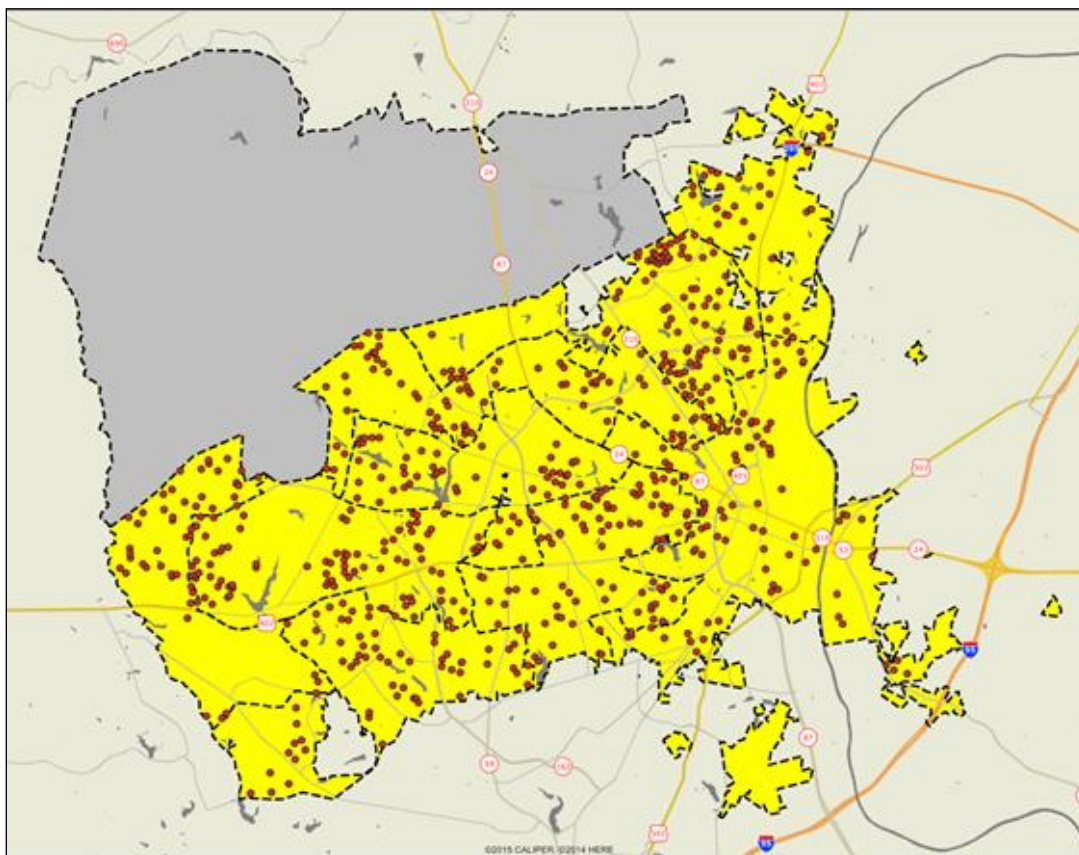
Executive Summary

Overview and Methodology

ETC Institute administered a survey to residents in the City of Fayetteville during October and November of 2015. 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 3,000 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 669 surveys were completed (a 22.3% response rate). The results for the random sample of 669 households have a precision of at least +/-3.8% 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). The results of the survey were representative of the population of Fayetteville with regard to race and ethnicity, age and gender, based on the most recent census data.

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 below 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-eight percent (68%) of residents, who had an opinion, rated the City as an “excellent” or “good” place to live, a significant increase of 8% from 60% in 2013; 17% of residents were neutral and 14% felt the City was a “below average” or “poor” place to live. Sixty-one percent (61%) of the residents surveyed, who had an opinion, rated the City as an “excellent” or “good” place to raise children, a significant increase of 7% from 54% in 2013; 18% of residents were neutral and 22% rated Fayetteville as a “below average” or “poor” place to raise children.

Other ratings that showed significant increases include: Fayetteville as a place to retire (up 4%, from 54% in 2013 to 58% in 2015), and as a place to play (up 4%, from 45% in 2013 to 49% in 2015).

Ratings of Neighborhoods

Sixty percent (60%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the quality of life in their neighborhood; 20% were neutral and only 19% 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;” 13% were neutral and 10% felt unsafe.

Overall Satisfaction With Major Categories of City Services

Fifty-seven percent (57%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City; 31% were neutral and 13% 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 (87%), solid waste collection services (77%), curbside recycling services (76%), police protection (67%), parks/recreation facilities/programs (63%), and customer service from City employees (58%). 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 (41%)
- Maintenance of City streets (36%)
- Flow of traffic in the City (35%)

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 (62%) and the enforcement of fire code (61%). Residents were least satisfied with the frequency that police officers patrol neighborhoods (41%).
- **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 (65%), the availability of City parks (61%), and cultural programming (events, concerts, festivals) (60%). Residents were least satisfied with the availability of swimming pools (36%). The parks and recreation services that residents thought were most important for the City to emphasize over the next two years were: (1) the quality/condition of parks/recreation facilities and (2) cultural programming.
- **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 (55%), graffiti removal (43%), and enforcement of the sign ordinance (43%) Residents were least satisfied with the removal of abandoned/inoperable vehicles (34%) and the enforcement of junk/debris on private property (32%).
- **Planning and Zoning.** Sixty percent (60%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the quality of new commercial development, 56% were satisfied with the quality of new residential development.
- **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 (70%), the condition of City parks (61%) and the condition of neighborhood streets (54%).

Residents were least satisfied with how quickly street repairs are made (27%). The areas of maintenance that residents thought were most important for the City to emphasize over the next two years were: (1) the condition of street signs/traffic signals, (2) how quickly street repairs are made and (3) the condition of sidewalks.

- **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: solid waste collection services (77%), curbside recycling services (76%), sewer services (72%) and containerized yard waste and limb collection (70%).
- **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 (67%) and the ease of travel by car in the City (53%). Residents were least satisfied with the ease of biking in the City (27%).
- **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 (77%), how easy City staff were to contact (69%), and the accuracy of information/assistance given (68%).
- **City Communication**. Fifty-six percent (56%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the availability of information about City programs and services; 52% were satisfied with the City’s efforts to keep residents informed about local issues, and 52% were satisfied with the usefulness of information available on the City’s website.

Other Findings

- The activities that residents had participated in most often during the past year were: visited downtown Fayetteville (89%), visited a neighborhood or City park (76%), attended an event at, or visited, Festival Park (68%), and used the Fayetteville Regional Airport (68%). The activity residents participated in least often was using FayFixit (9%).
- The primary sources where residents received information about the City were: local newspapers (73%), local television news (58%) and local radio news (43%). The sources where residents most *preferred* to receive City information were the same: local newspapers (51%), local television news (39%) and local radio news (24%).
- Two-thirds (66%) of the residents surveyed had not heard about the City’s strategic plan; 18% had heard about the City’s strategic plan, and 16% did not provide a response.

- The areas where residents were most willing to support additional funding to increase service delivery, based upon the combined percentage of residents who were “very willing” or “willing,” were: police facilities/services (70%), the City’s transportation network (i.e. improvements to corridors, roads, bridges) (66%), and fire facilities and services (65%). In general, areas that receive funding support of 60% or higher from residents are more likely to result in the passage of bond issues in the community.

Trends

The significant increases and decreases among the 99 items assessed in 2013 and 2015 are listed below and on the next page. Changes of 4% or more are considered significant.

Significant Increases

- Overall police relationship with the community (+9%)
- City efforts to prevent crime (+9%)
- As a place to live (+8%)
- Overall quality of new commercial development (+8%)
- As a place to raise children (+7%)
- Availability of swimming pools (+7%)
- Overall quality of new residential development (+6%)
- Condition of sidewalks (+6%)
- Quality of police protection (+6%)
- Cleanliness of City streets (+5%)
- Time it took for City employees to answer requests (+5%)
- Flow of traffic in the City (+4%)
- Condition of street signs & traffic signals (+4%)
- As a place to retire (+4%)
- As a place to play (+4%)
- How easy it was to contact City employees (+4%)

Significant Decreases

- Overall quality of life in the City (-4%)
- As a place with a lively Downtown (-4%)
- Quality/condition of greenways/trails (-4%)
- Condition and usability of the airport (-4%)
- Ease of travel by car in the City (-4%)
- Usefulness of information on the City’s website (-4%)
- Level of public involvement in local decisions (-4%)
- Feeling of safety walking alone in parks during the day (-5%)
- Customer service by parks/recreation staff (-5%)
- Graffiti removal (-5%)
- Availability of information about City programs/services (-5%)
- Enforcement of the sign ordinance (-6%)

- Adequacy of public parking in Downtown (-6%)
- Quality of water and sewer utilities (-6%)
- How quickly street repairs are made (-6%)
- Enforcement of illegal uses (-7%)
- Ordinances to prevent illegal development activity (-7%)
- Bulky item pick up/removal services (-7%)
- Drainage of City streets (-8%)

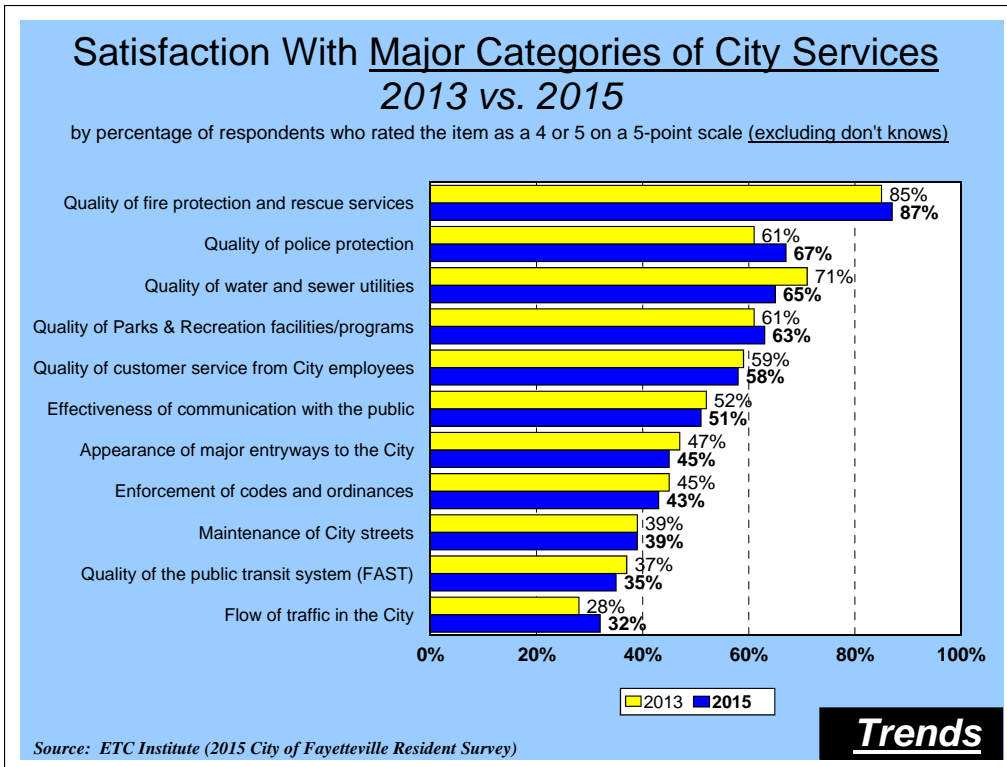
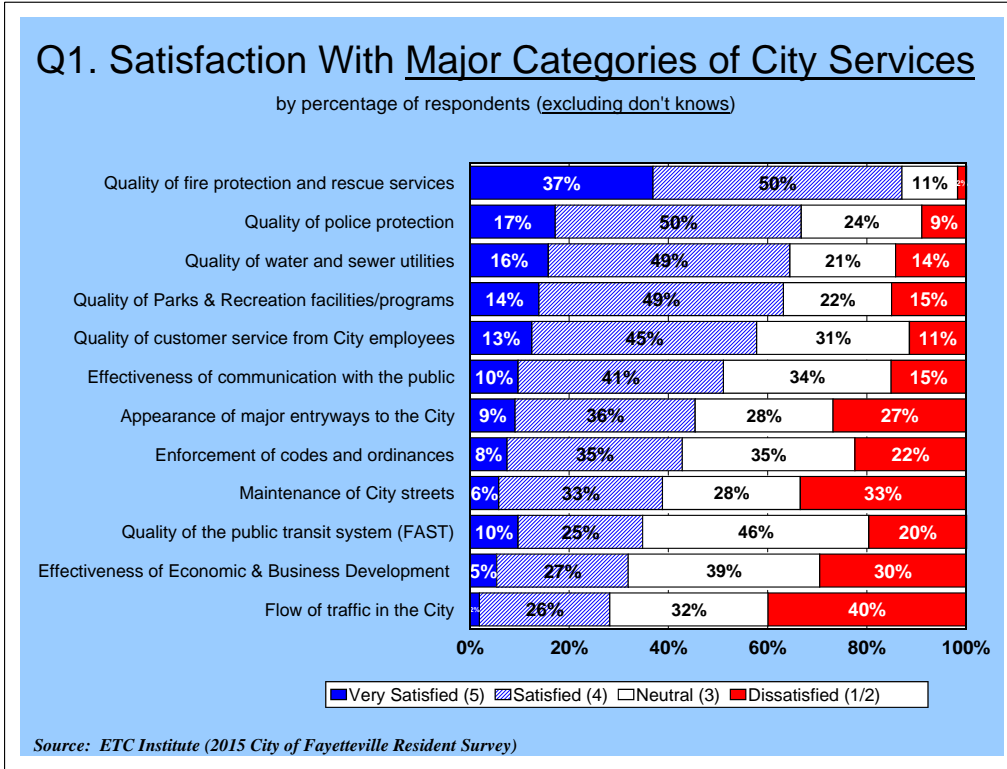
Opportunities for Improvement

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:

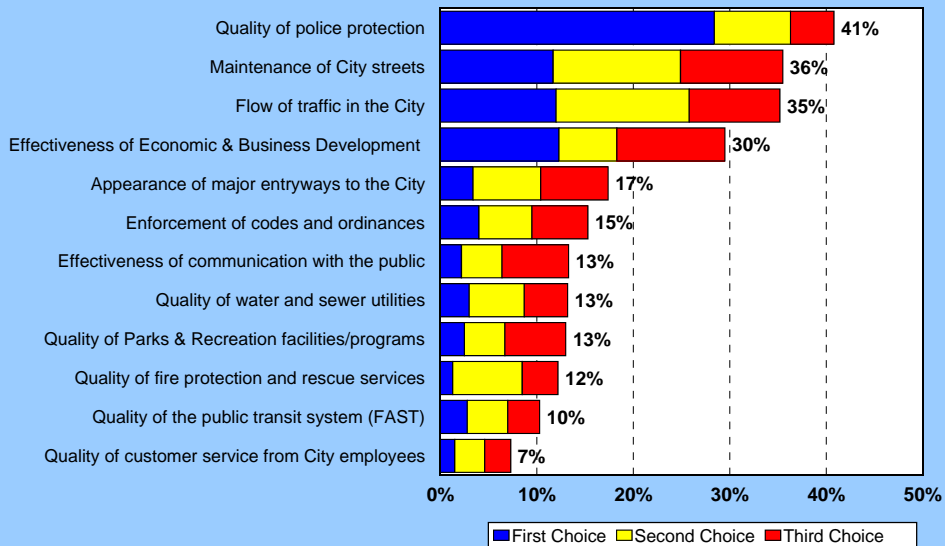
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three 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:
 - Flow of traffic in the City
 - Maintenance of City streets
 - Effectiveness of Economic & Business Development
- **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:** how quickly street repairs are made, overall quality of street maintenance & repair, and condition of sidewalks

Section 1:
Charts and Graphs



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

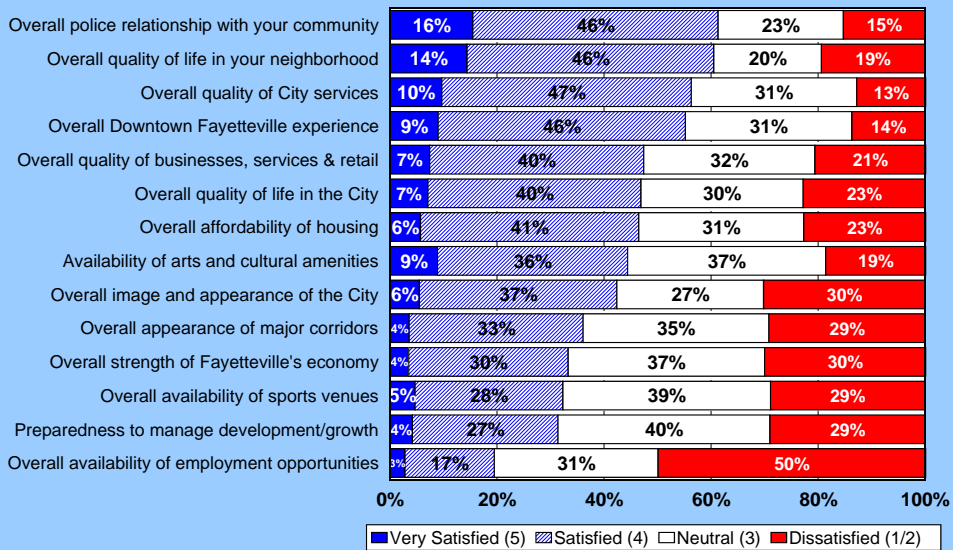
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

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

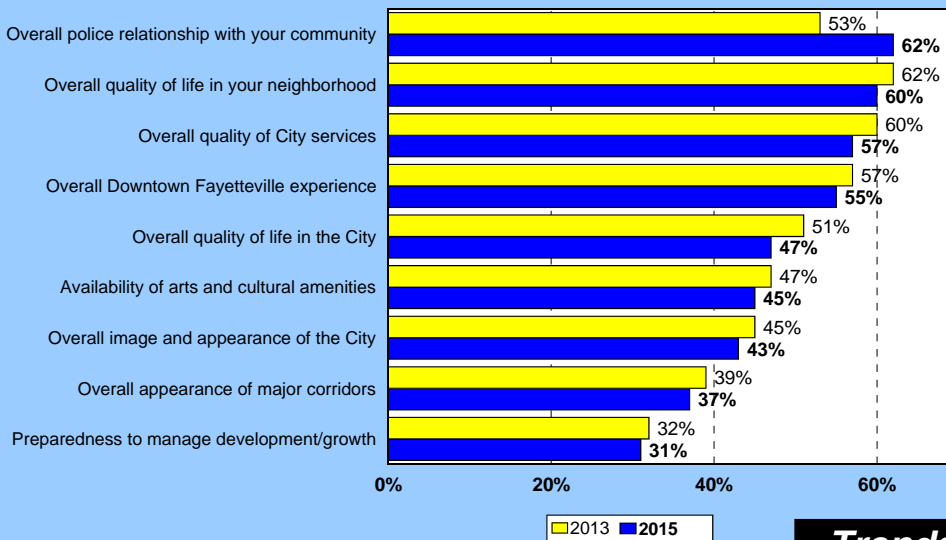
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

Satisfaction With Items That Influence Perceptions of the City of Fayetteville 2013 vs. 2015

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

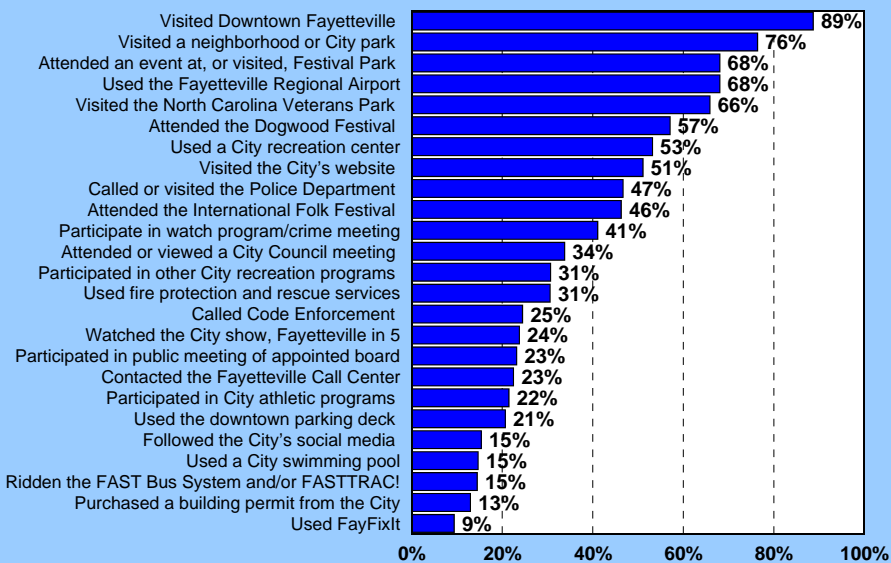


Source: ETC Institute (2015 City of Fayetteville Resident Survey)

Trends

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

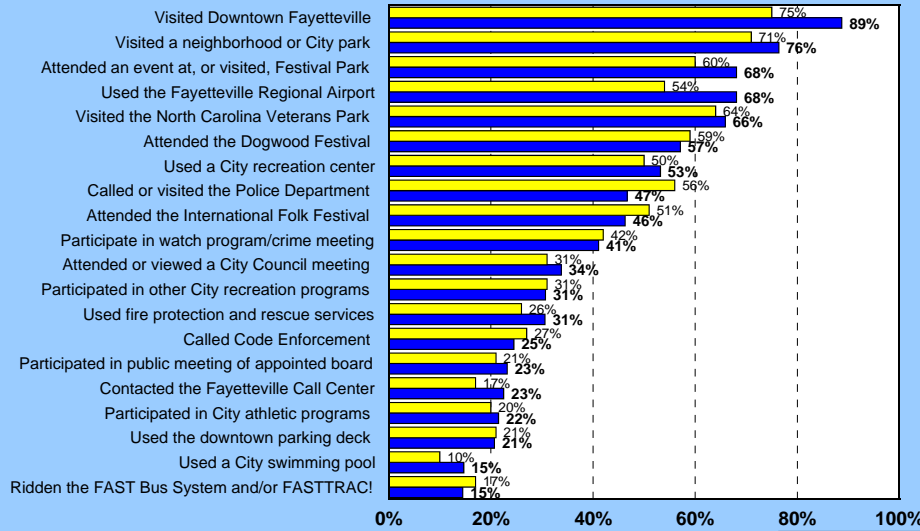
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

Activities Residents or Members of Their Household Had Participated in During the Past Year 2013 vs. 2015

by percentage of respondents (multiple selections were allowed)

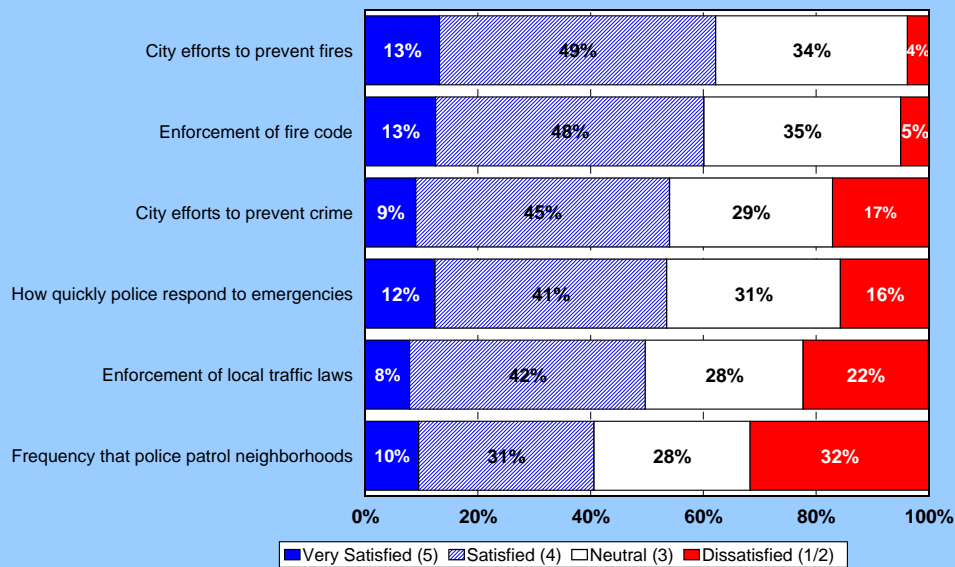


Source: ETC Institute (2015 City of Fayetteville Resident Survey)

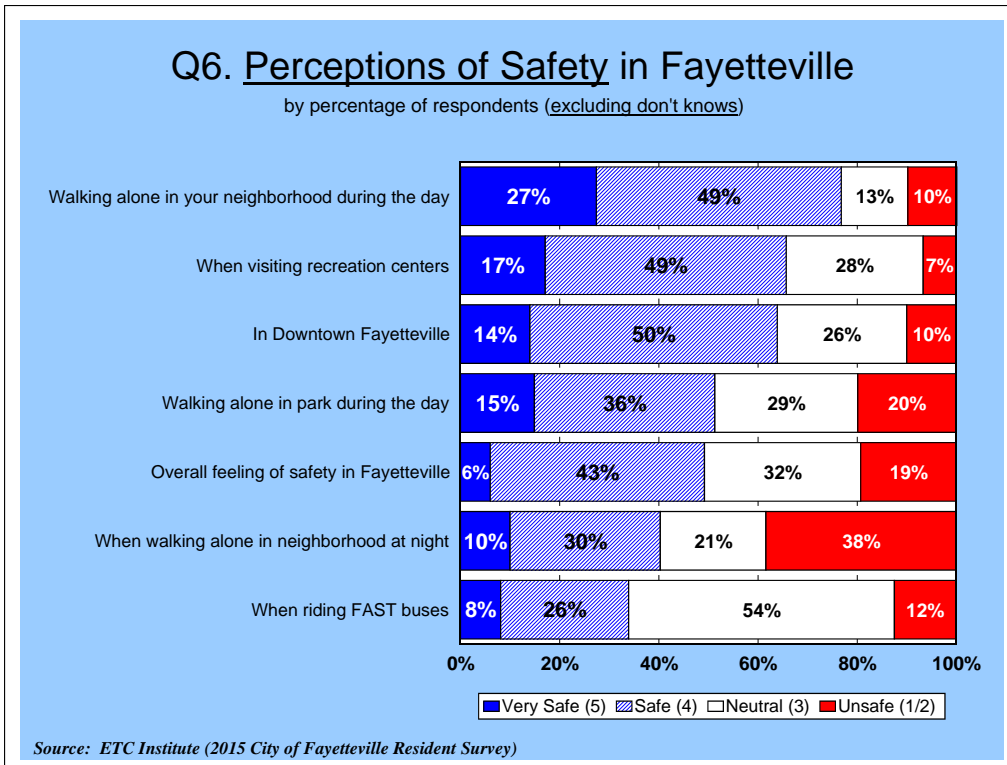
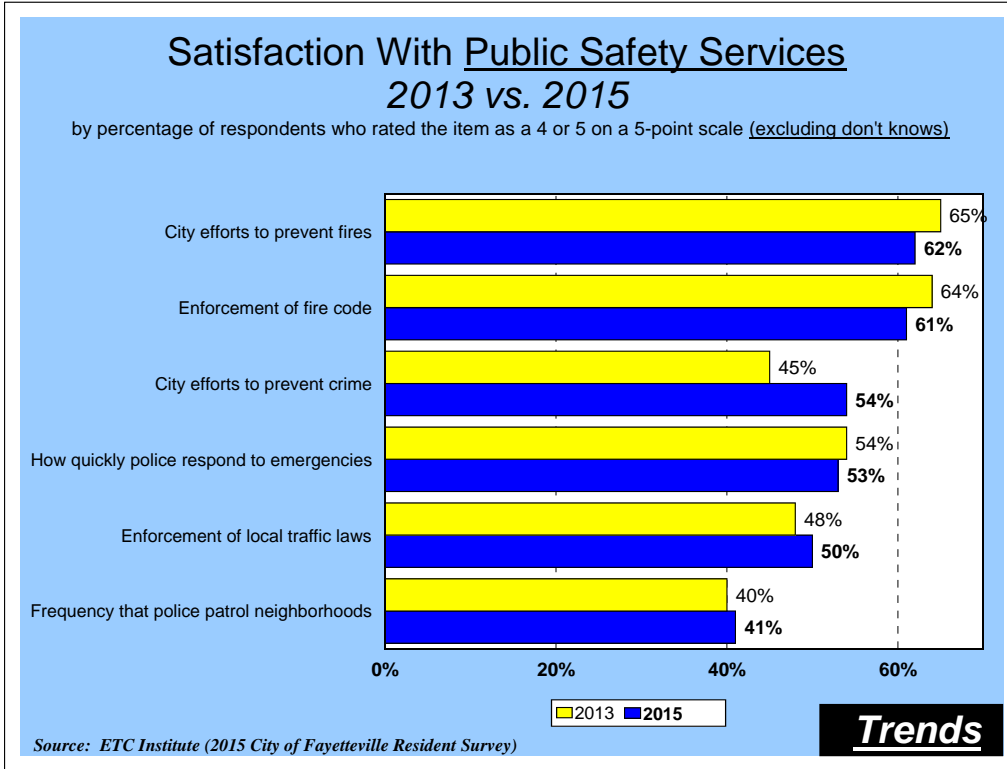
Trends

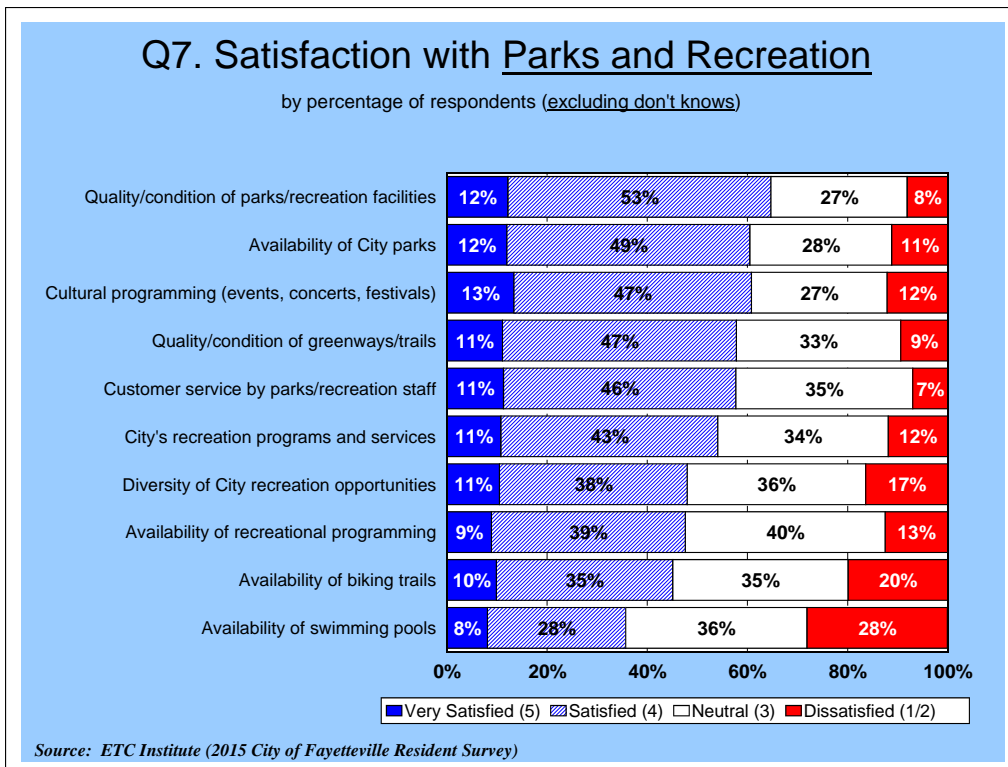
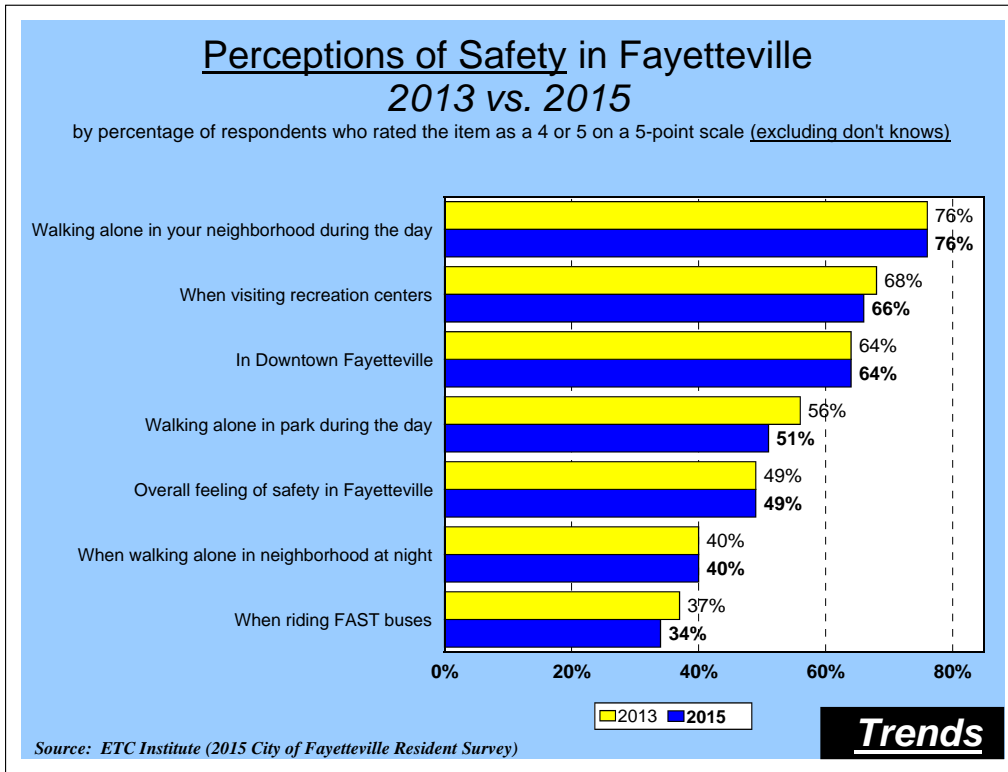
Q5. Satisfaction With Public Safety Services

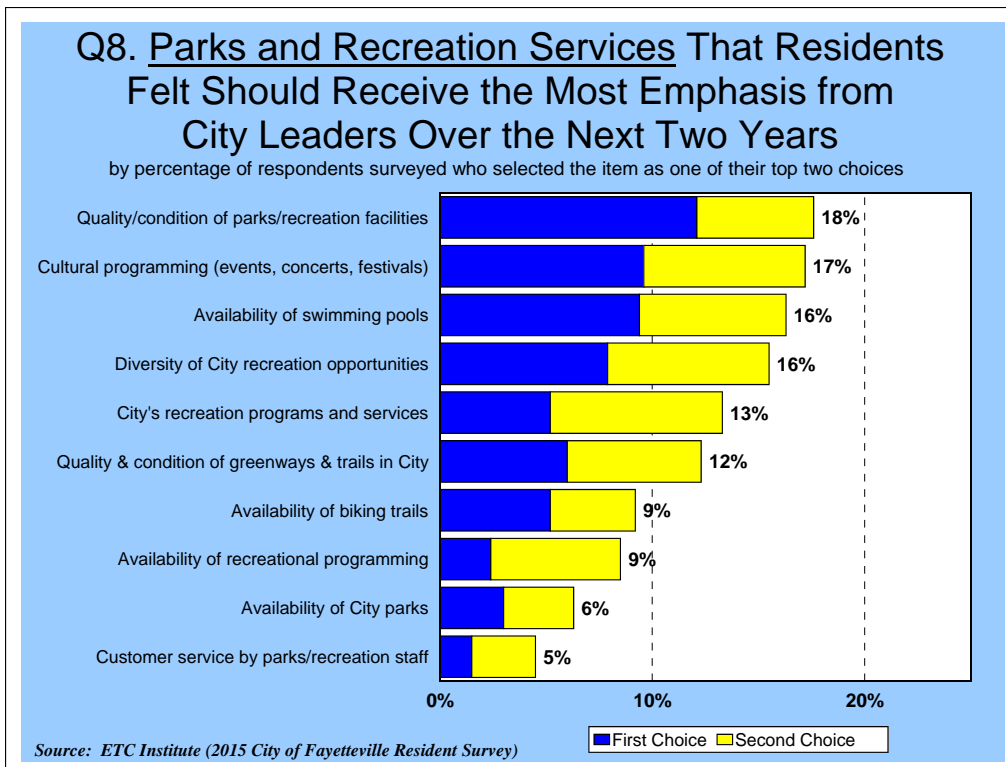
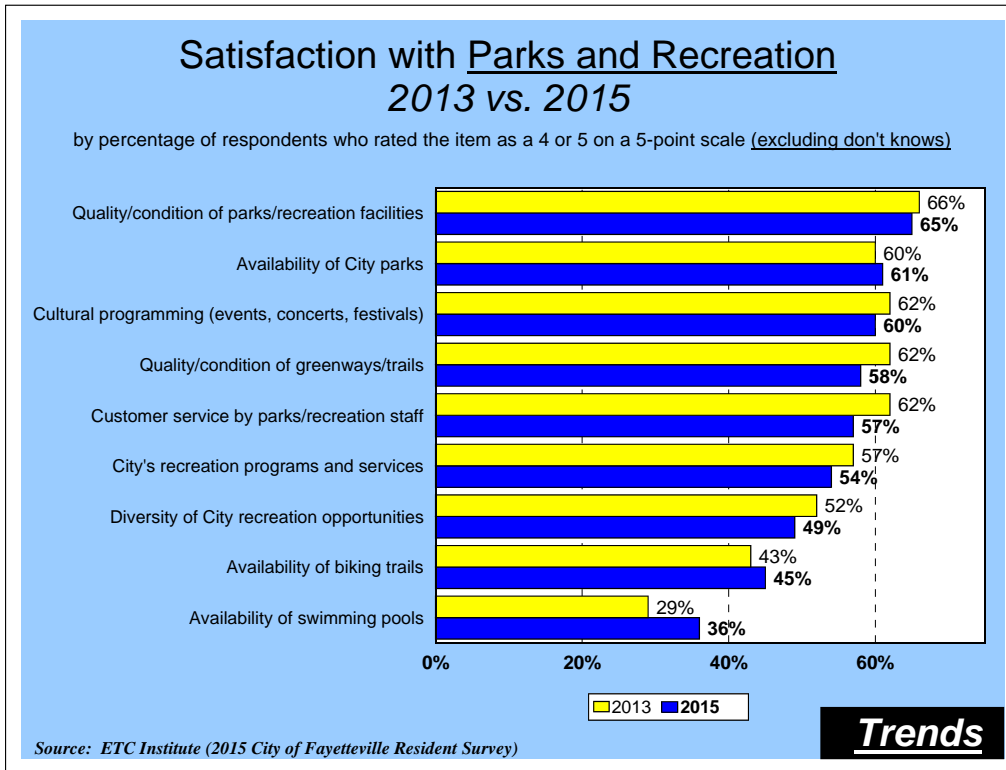
by percentage of respondents (excluding don't knows)

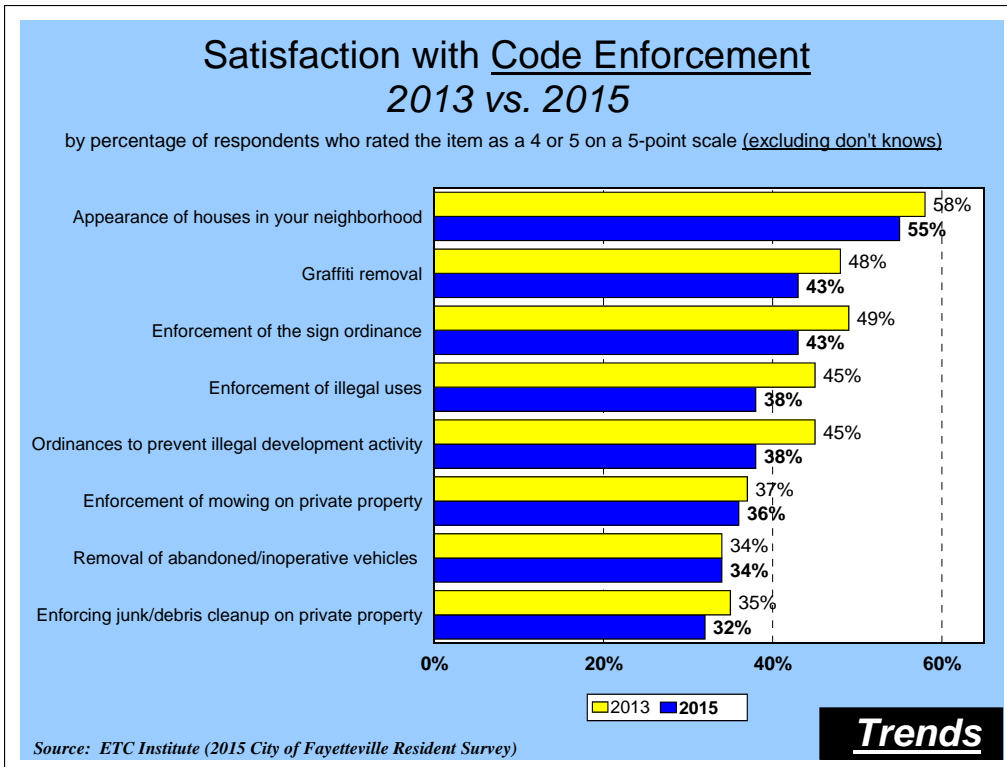
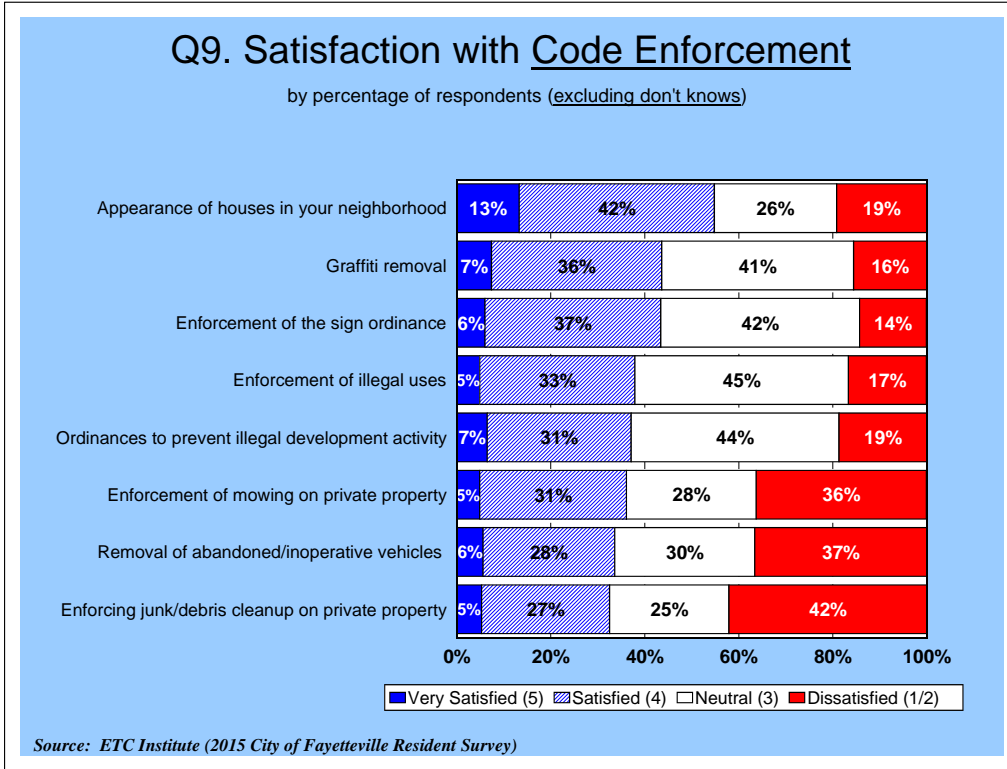


Source: ETC Institute (2015 City of Fayetteville Resident Survey)



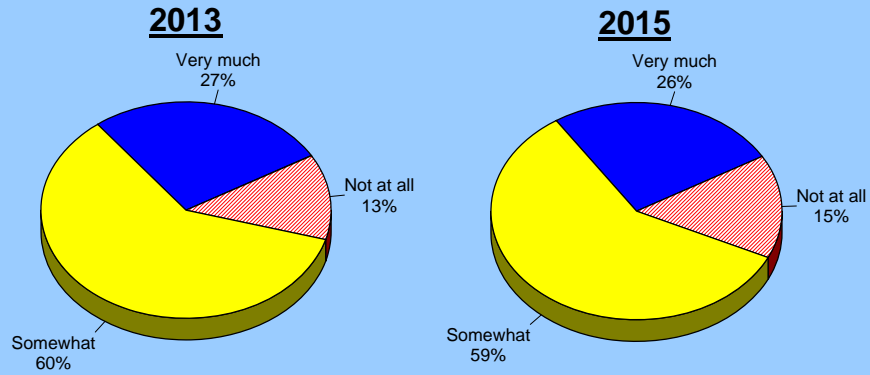






Q10. How responsive is the City to your code enforcement requests for service/complaints?

by percentage of respondents (excluding "not applicable")

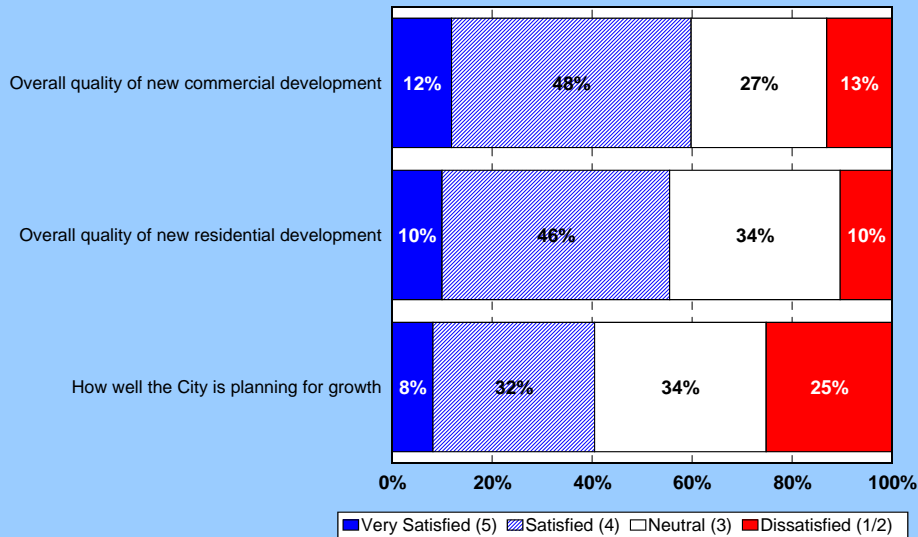


Source: ETC Institute (2015 City of Fayetteville Resident Survey)

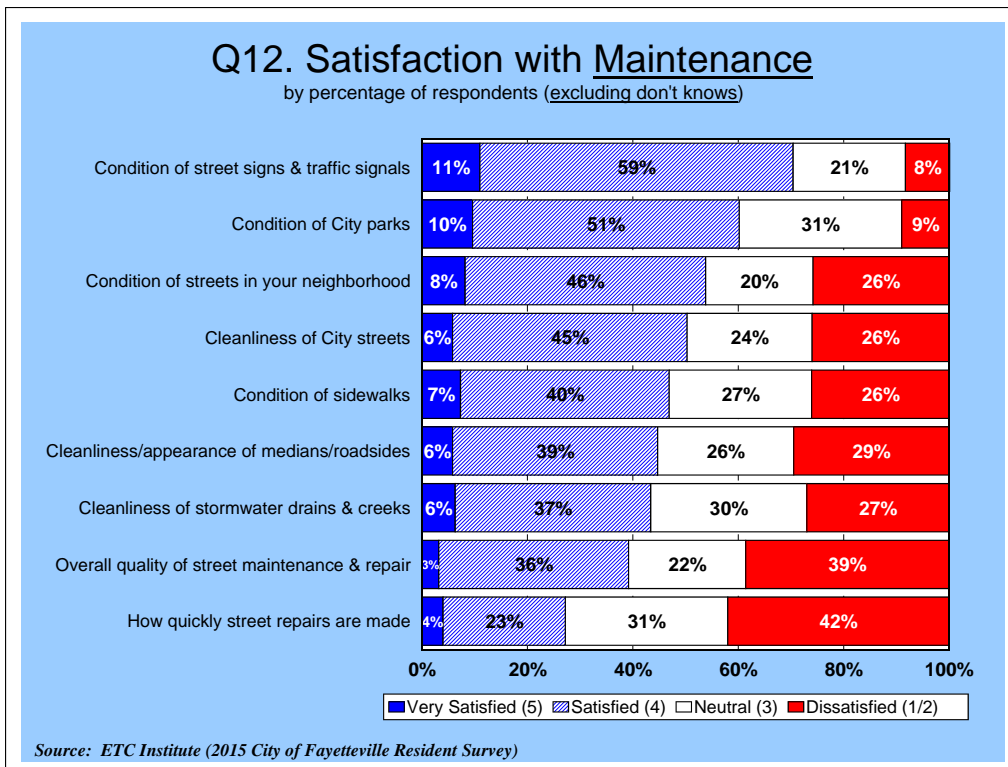
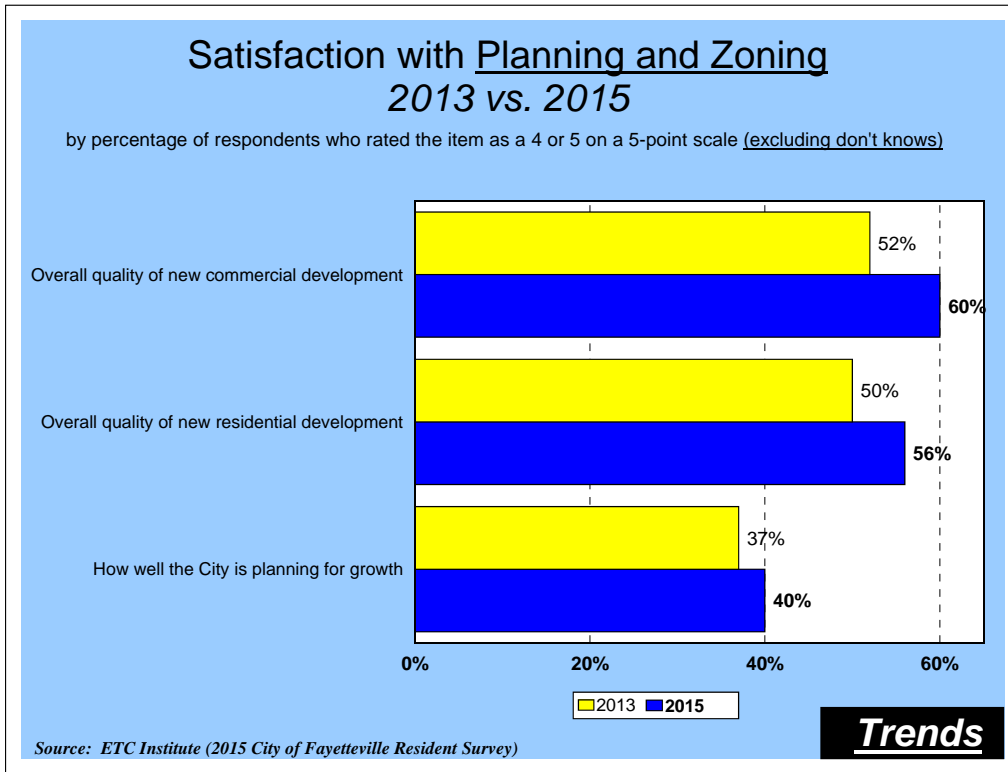
Trends

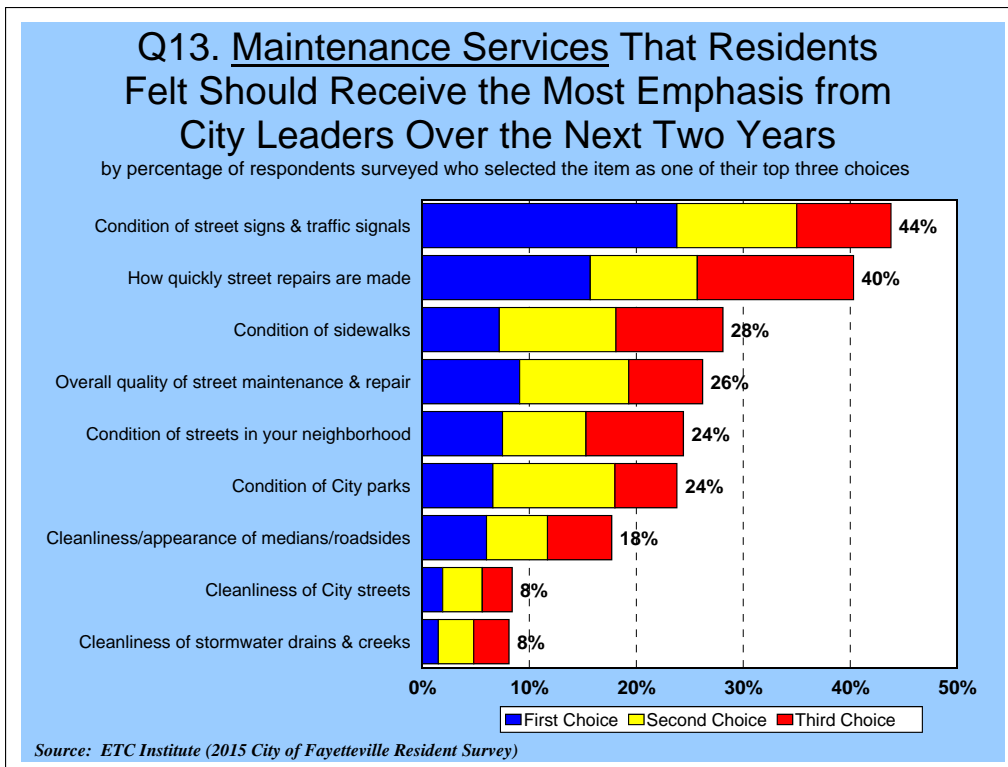
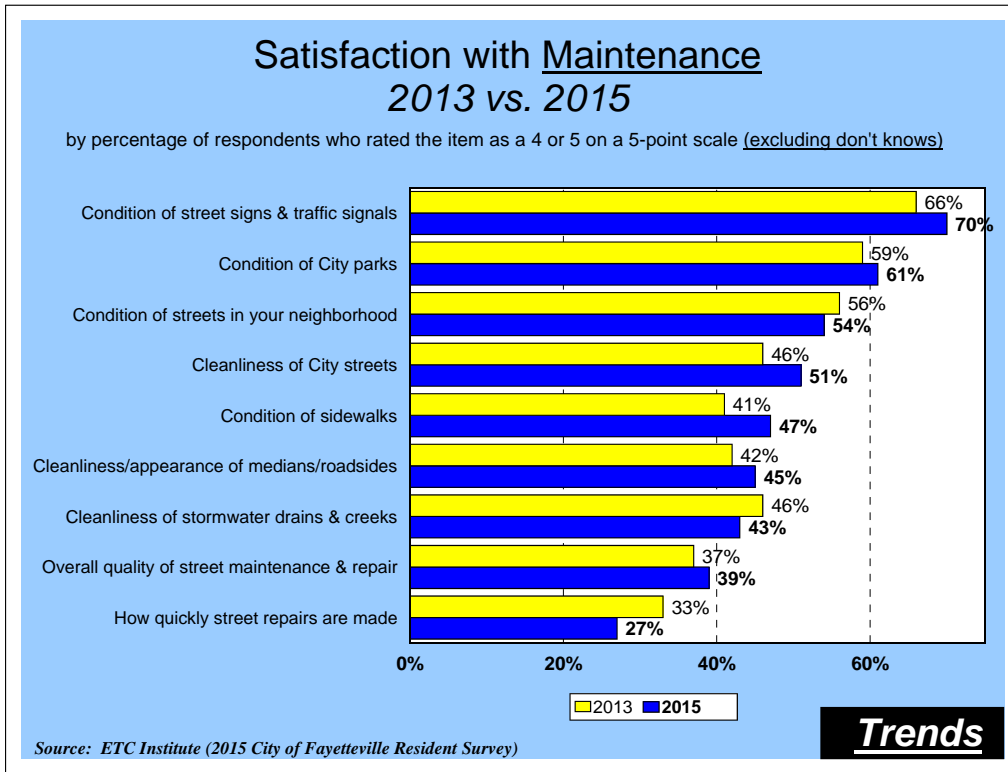
Q11. Satisfaction with Planning and Zoning

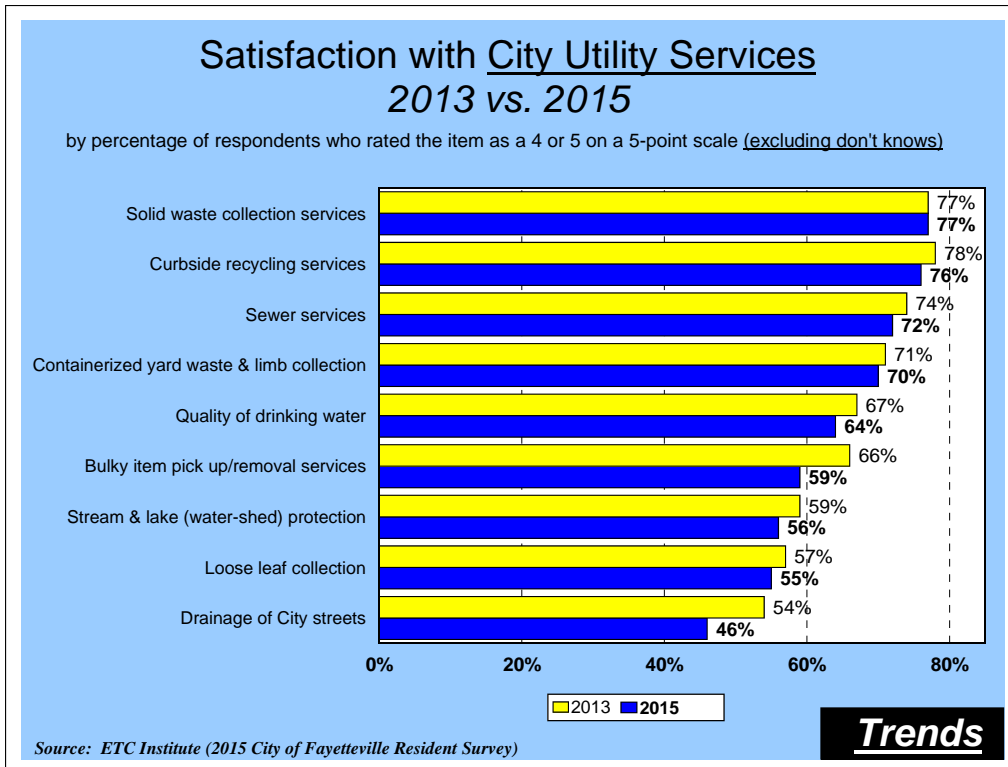
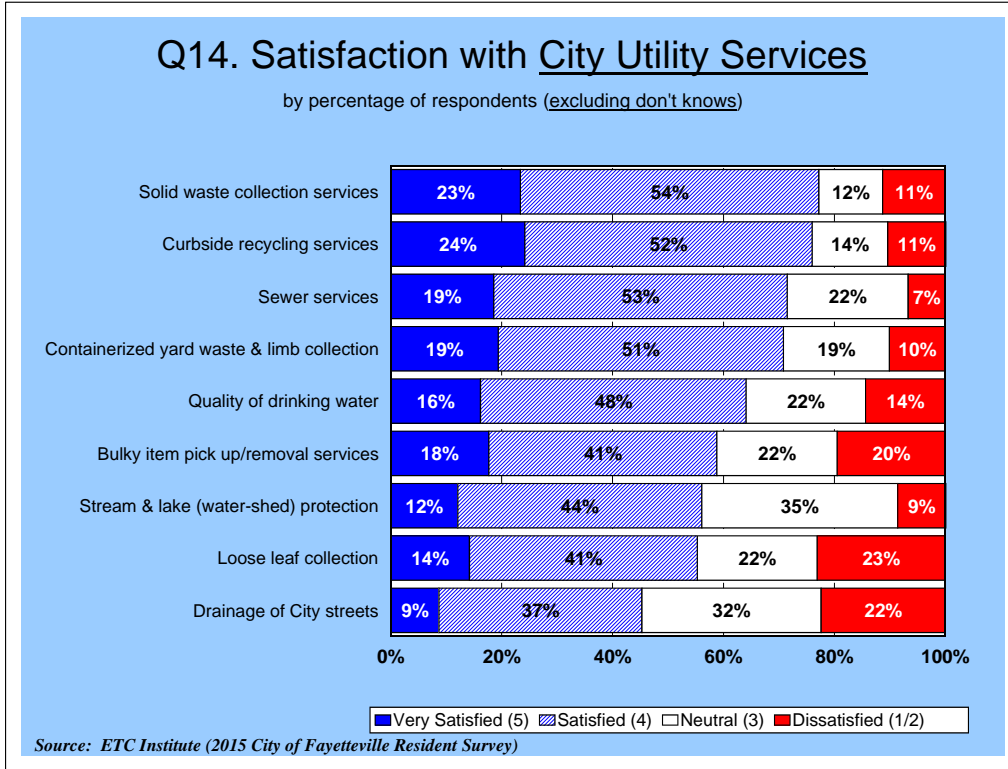
by percentage of respondents (excluding don't knows)

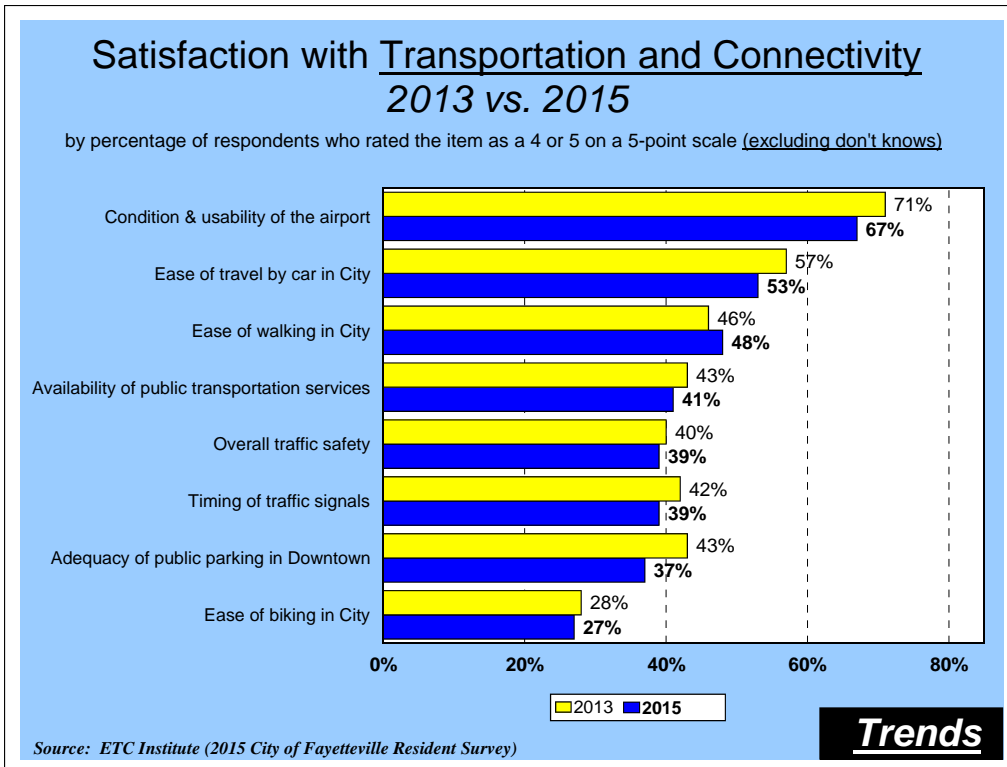
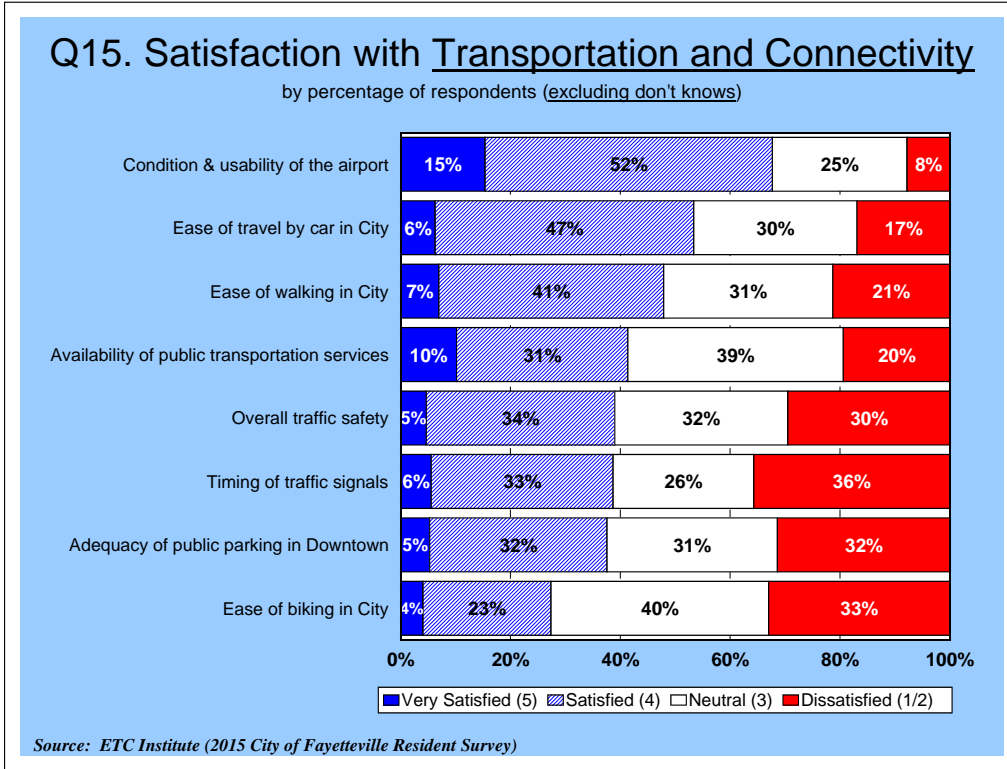


Source: ETC Institute (2015 City of Fayetteville Resident Survey)



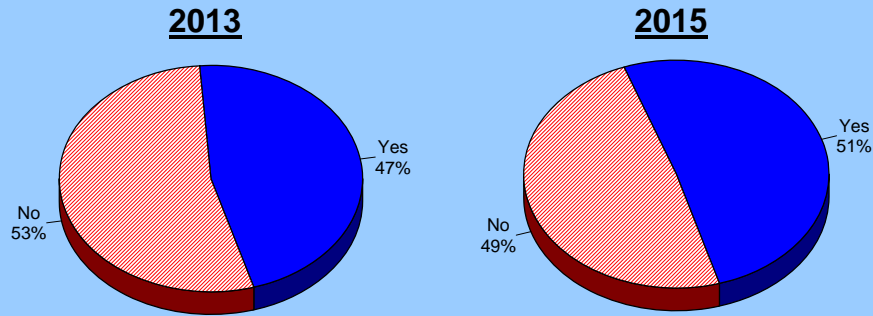






Q16. During the past year, have you or other members of your household contacted the City to seek services, ask a question, or file a complaint?

by percentage of respondents (excluding not provided)

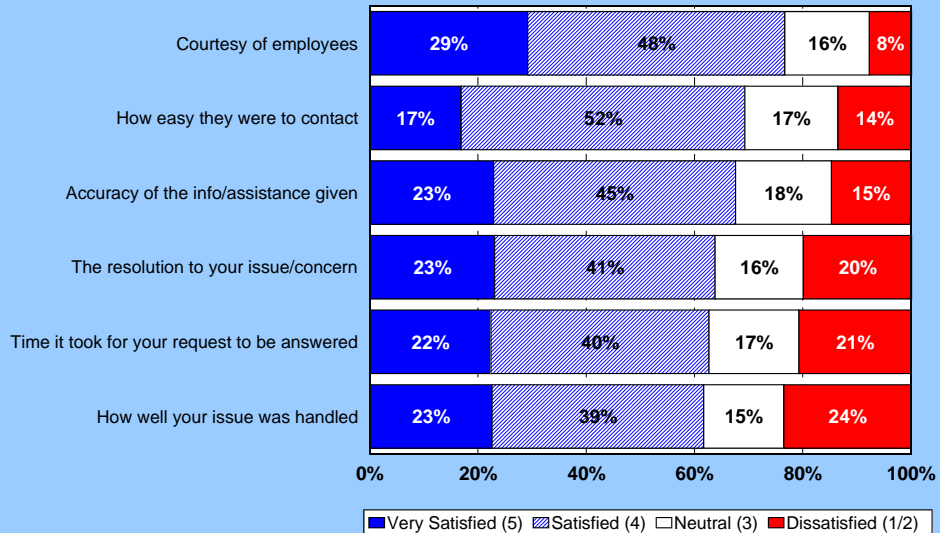


Source: ETC Institute (2015 City of Fayetteville Resident Survey)

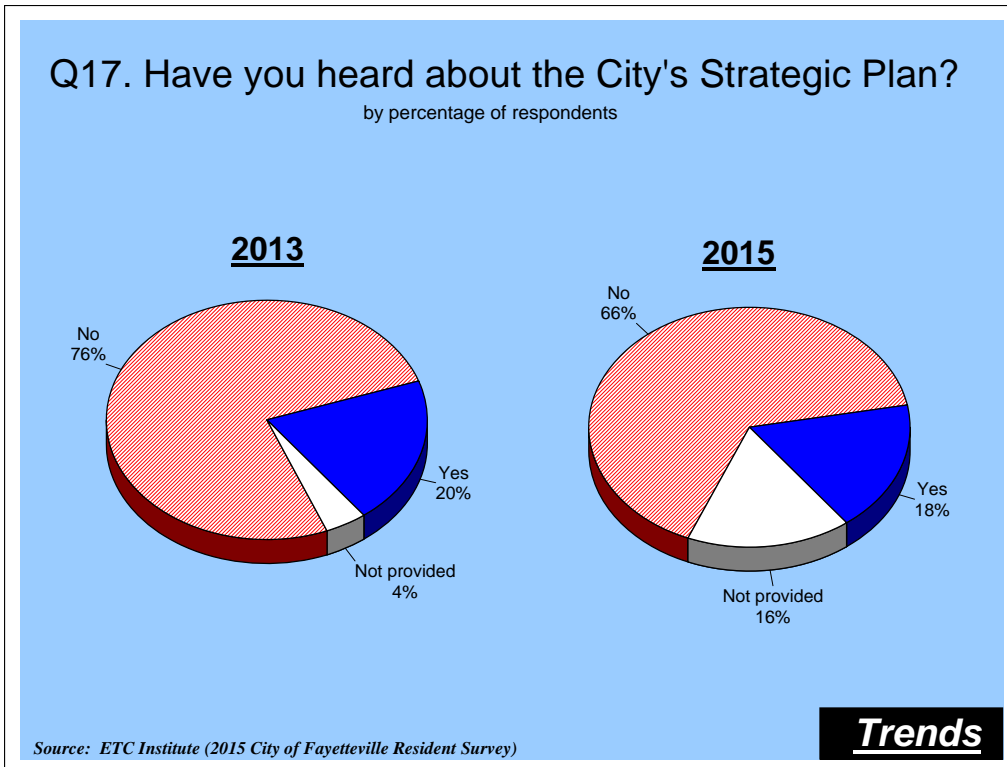
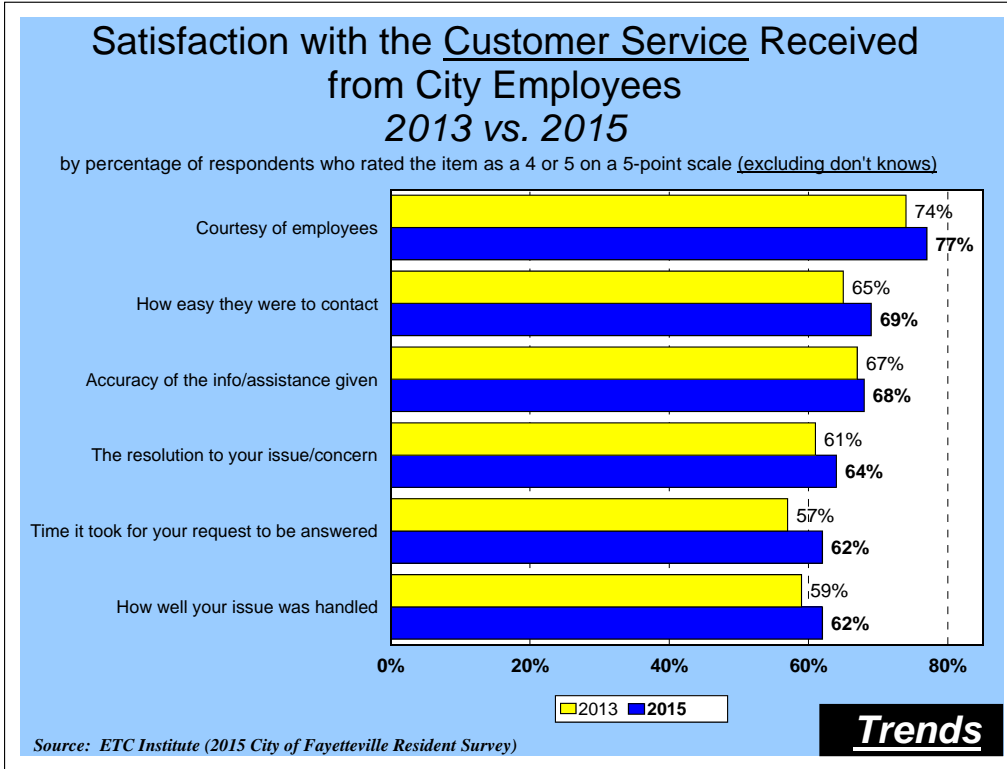
Trends

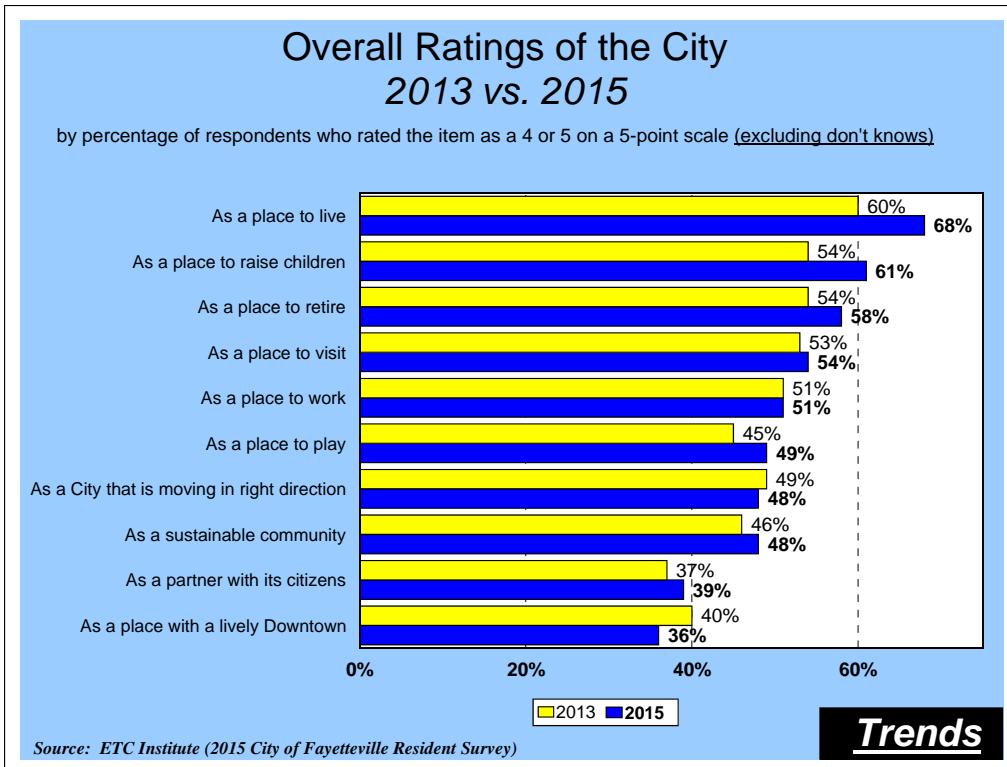
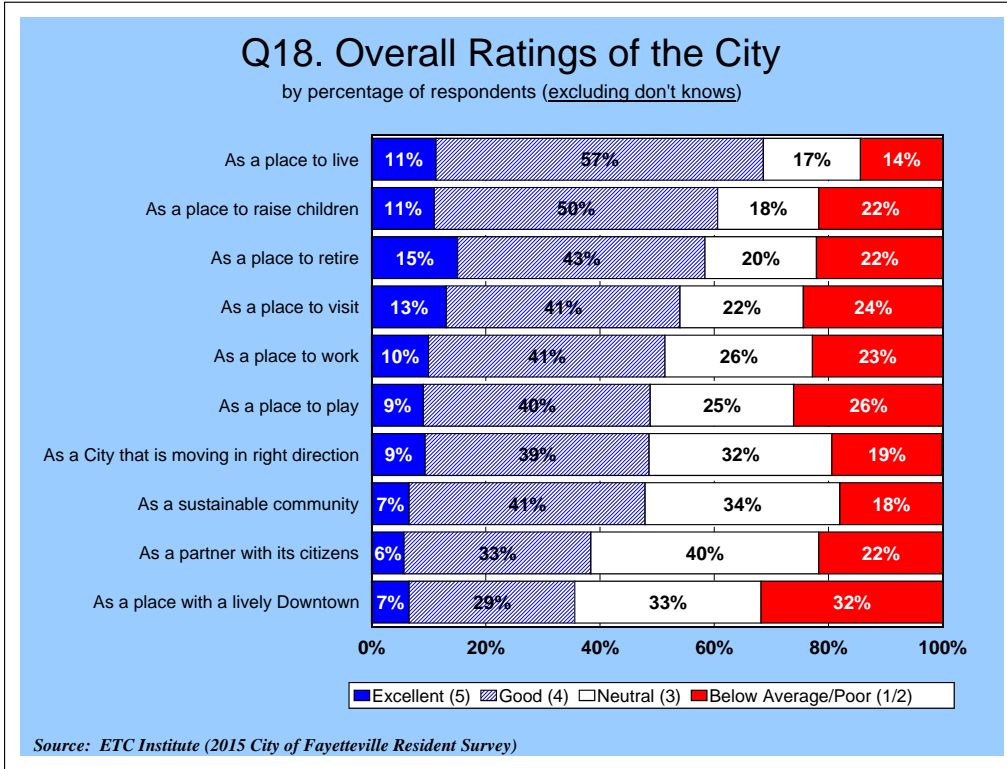
Q16(1-6). Satisfaction with the Customer Service Received from City Employees

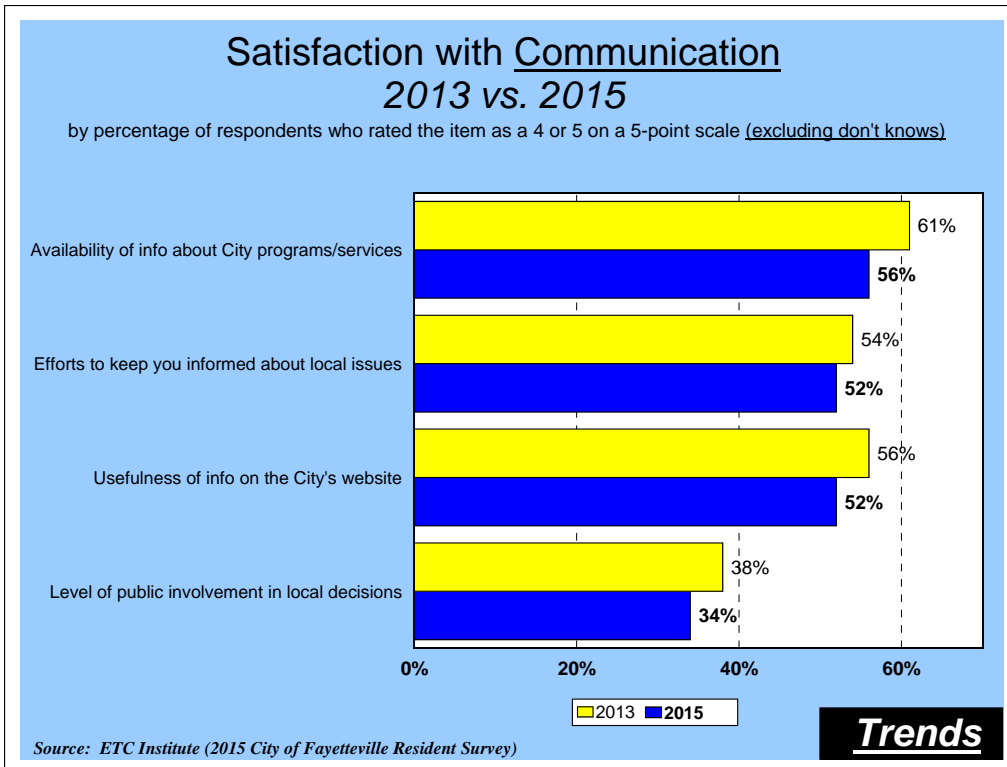
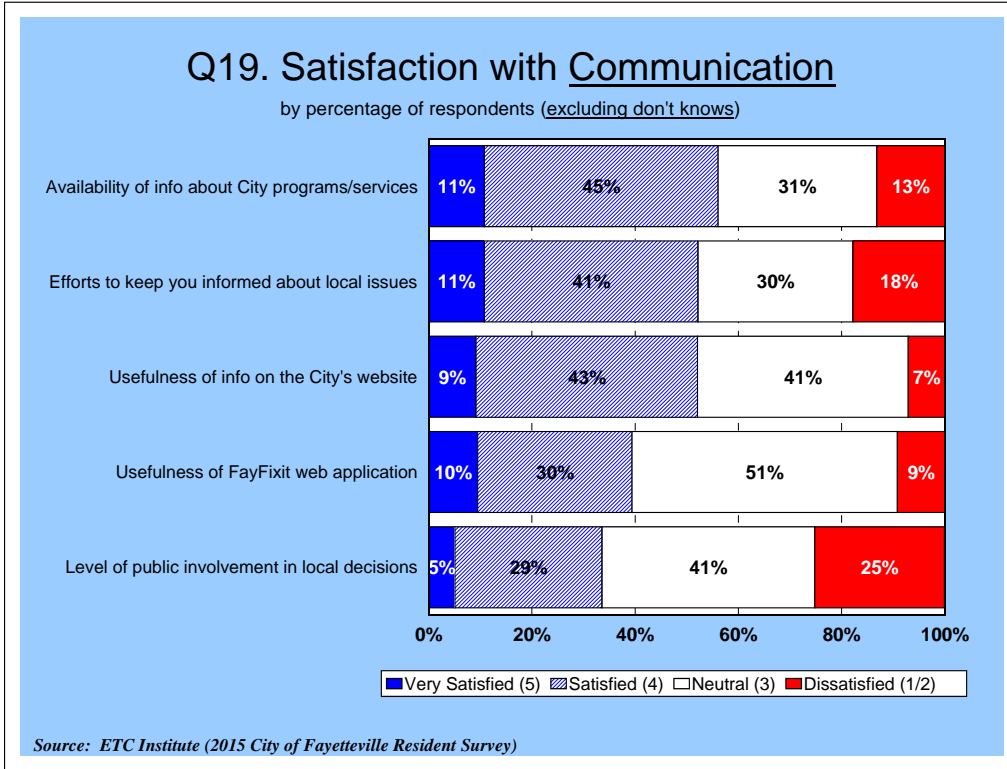
by percentage of respondents who had contacted the City (excluding don't knows)



Source: ETC Institute (2015 City of Fayetteville Resident Survey)







Q20. Sources Where Residents Currently Get Information About the City

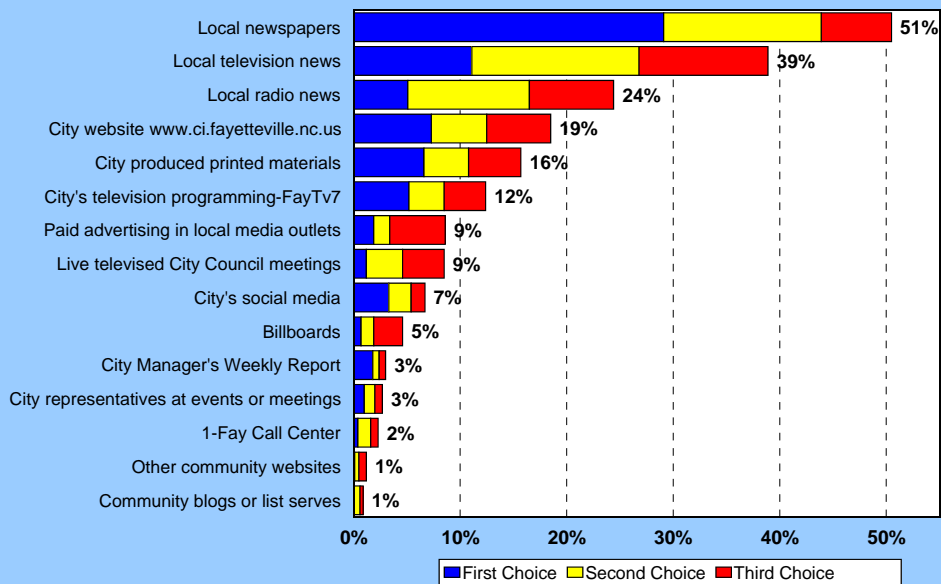
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

Q21. Preferred Sources of Information

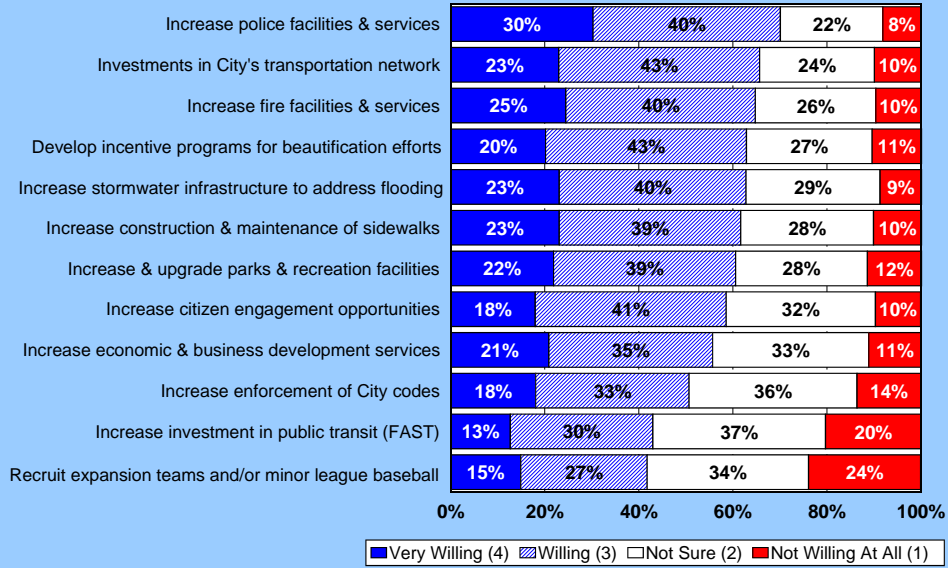
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

Q22. Willingness to Support Additional Funding for the Following:

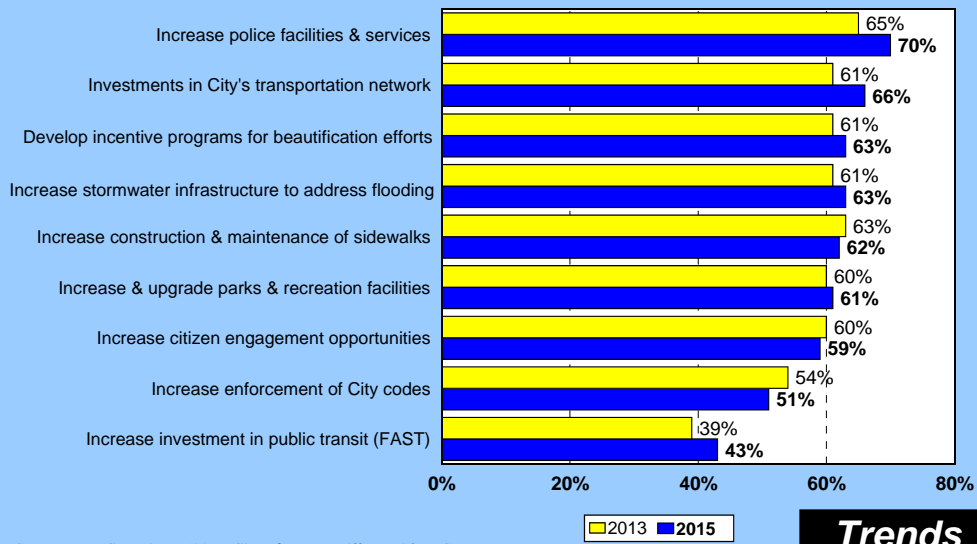
by percentage of respondents



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

Willingness to Support Additional Funding for the Following: 2013 vs. 2015

by percentage of respondents who were either "very willing" or "willing" (excluding don't knows)



Source: ETC Institute (2015 City of Fayetteville Resident Survey)

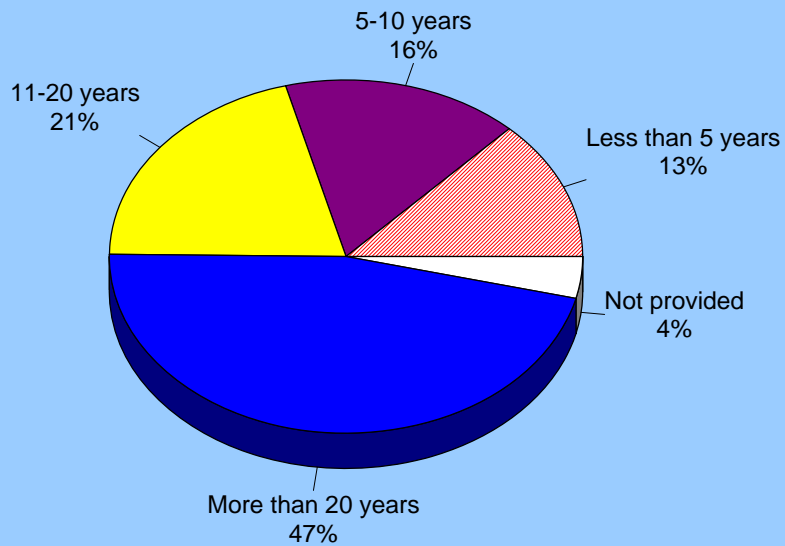
Trends

Demographics

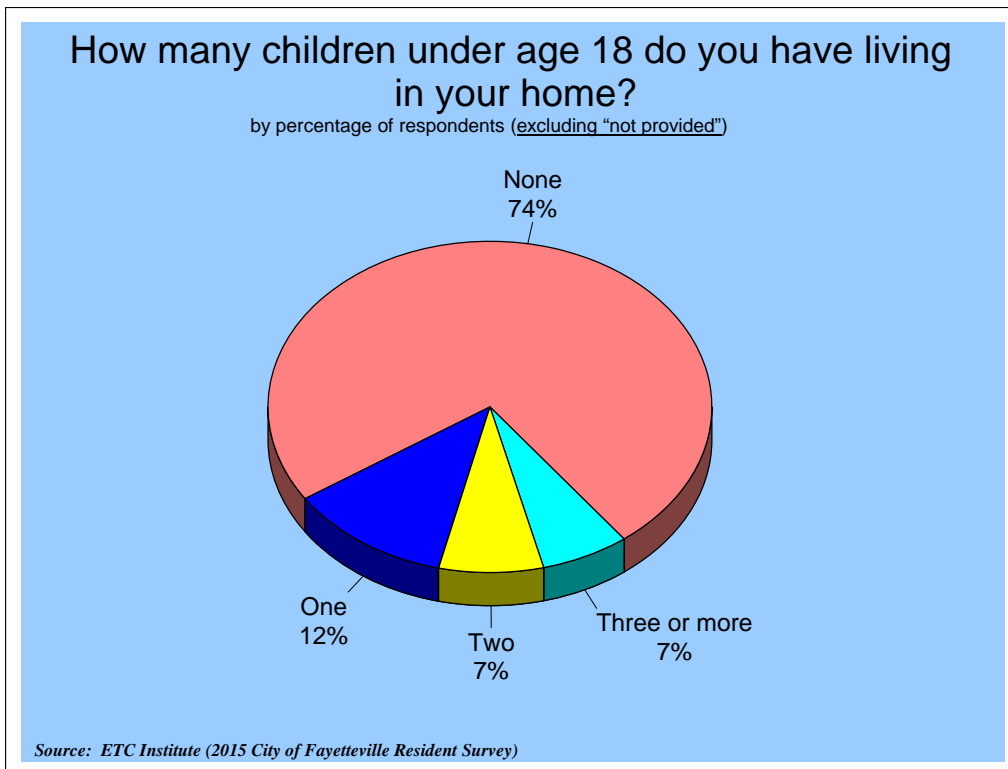
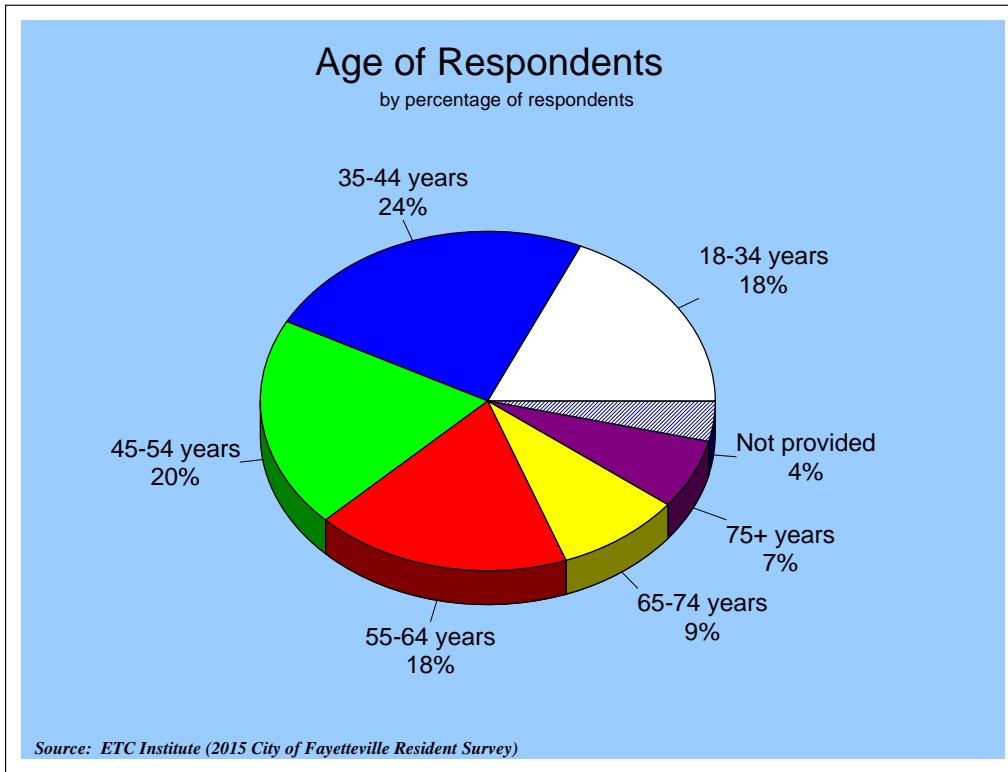
Source: ETC Institute (2015 City of Fayetteville Resident Survey)

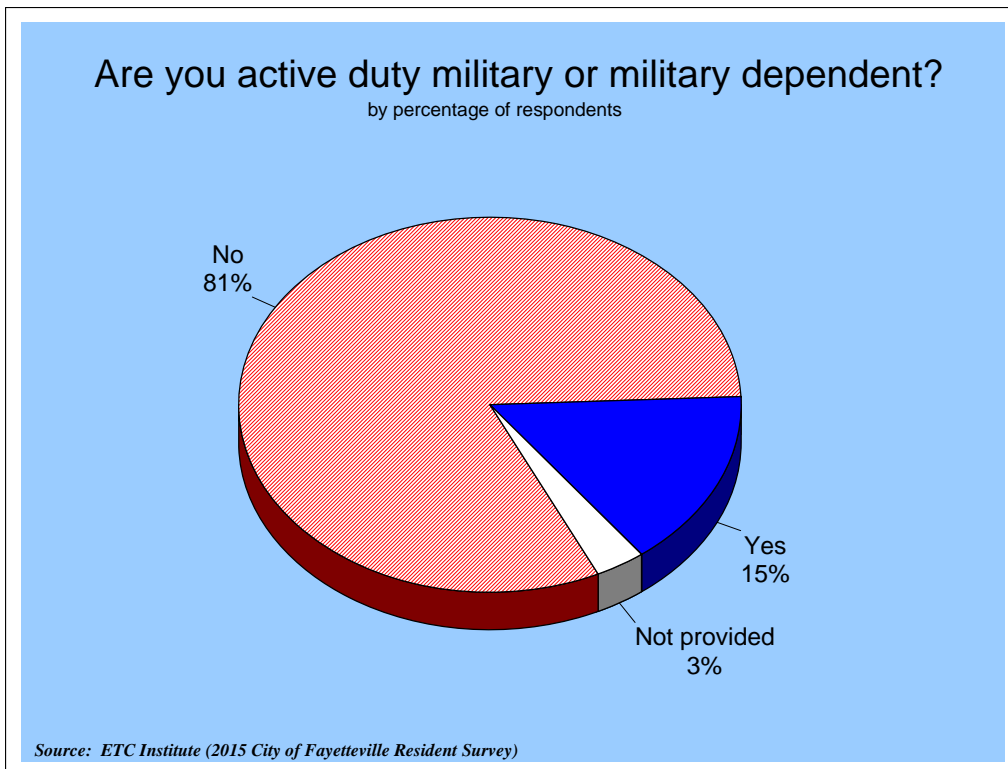
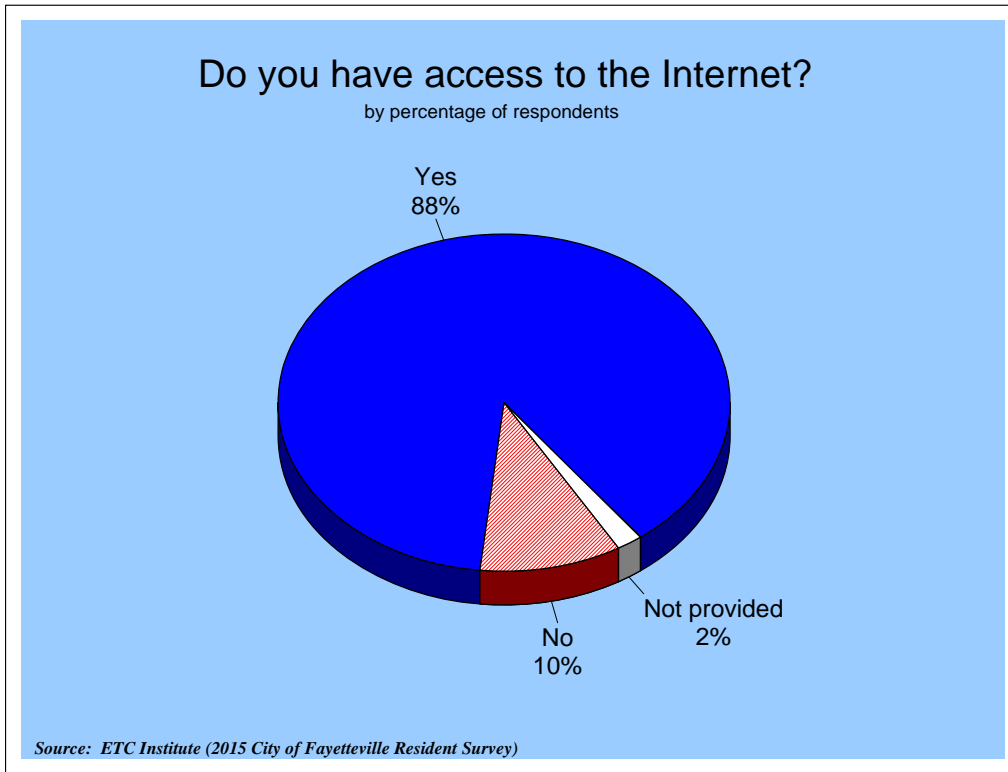
Number of Years Residents Have Lived in Fayetteville

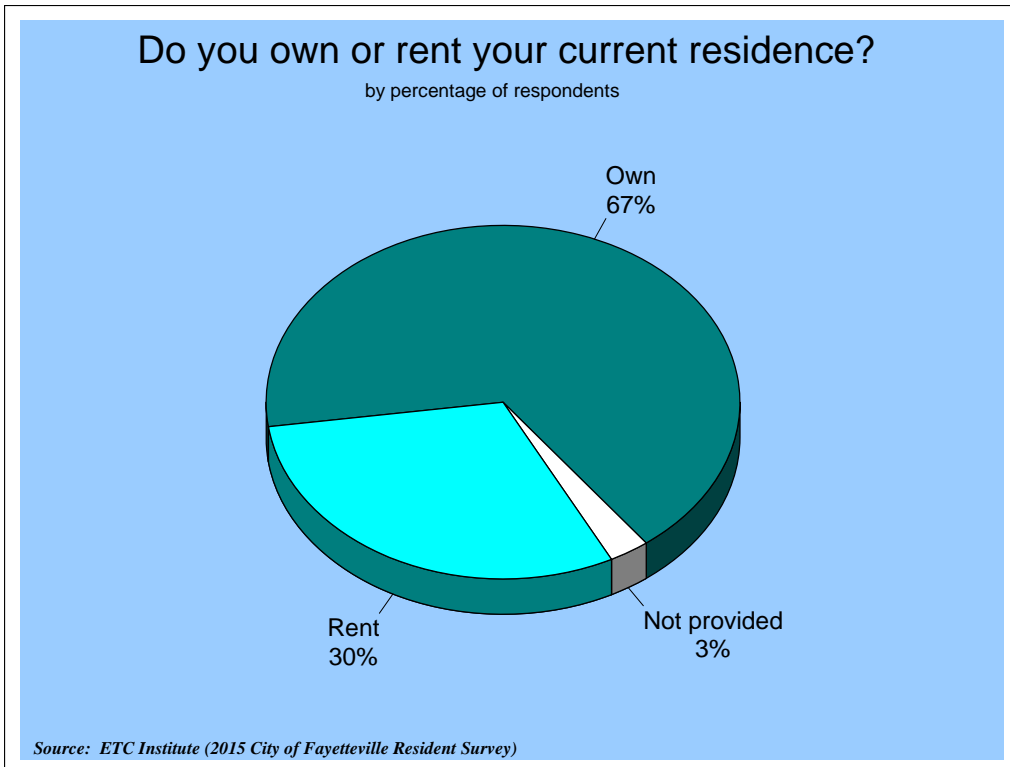
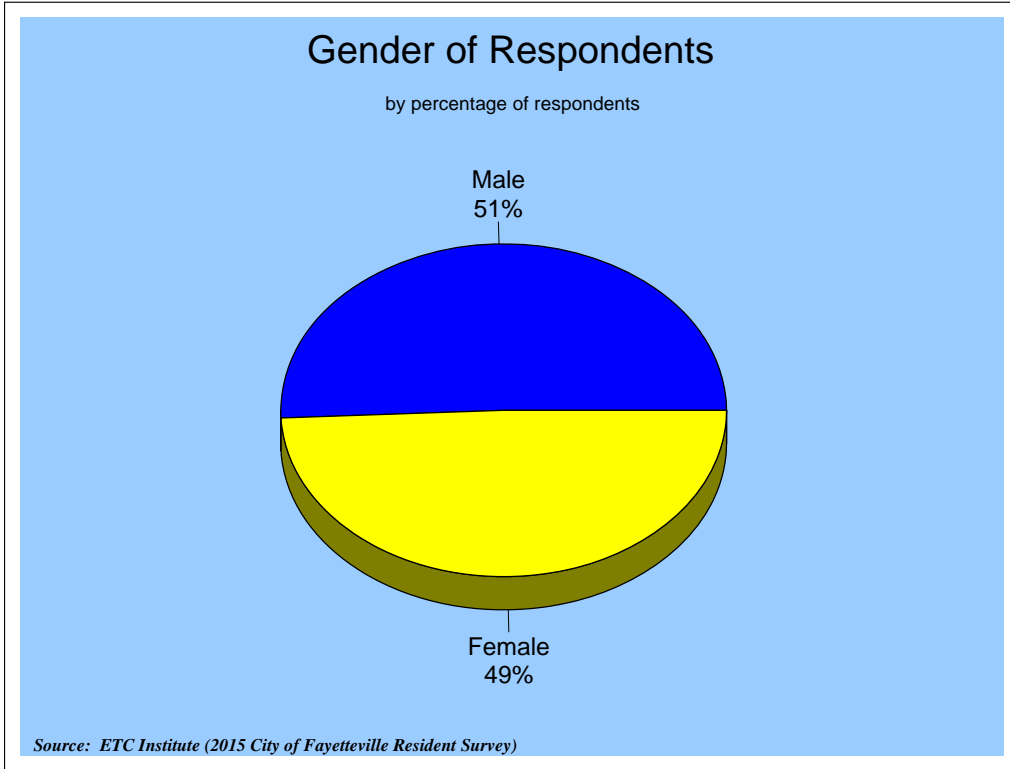
by percentage of respondents

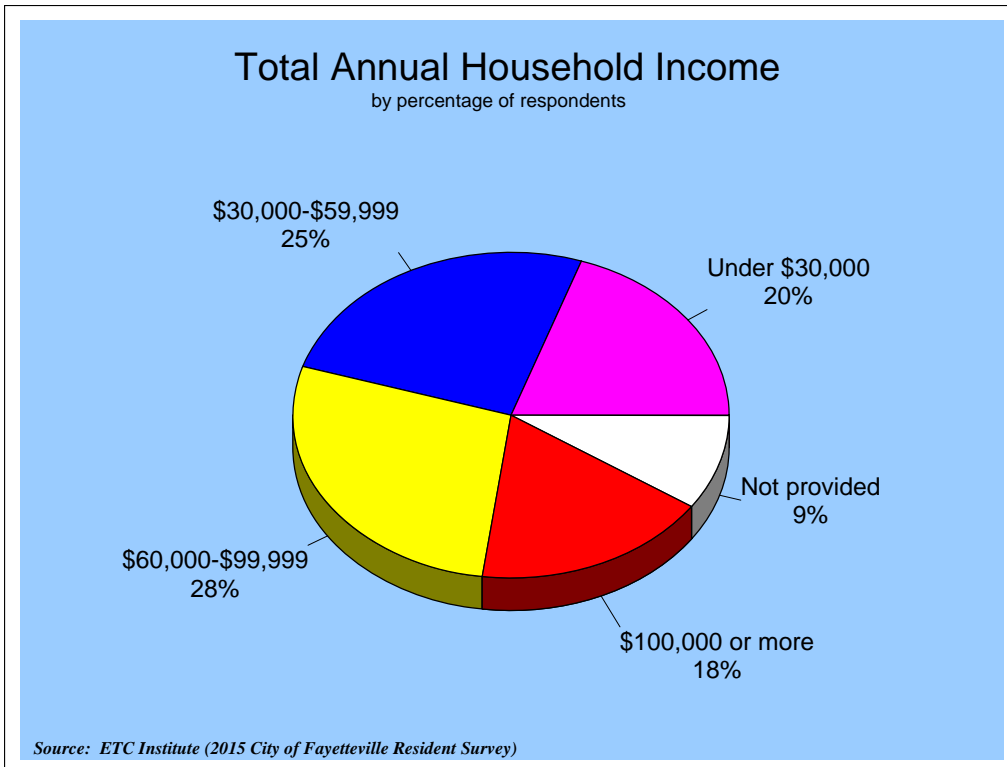
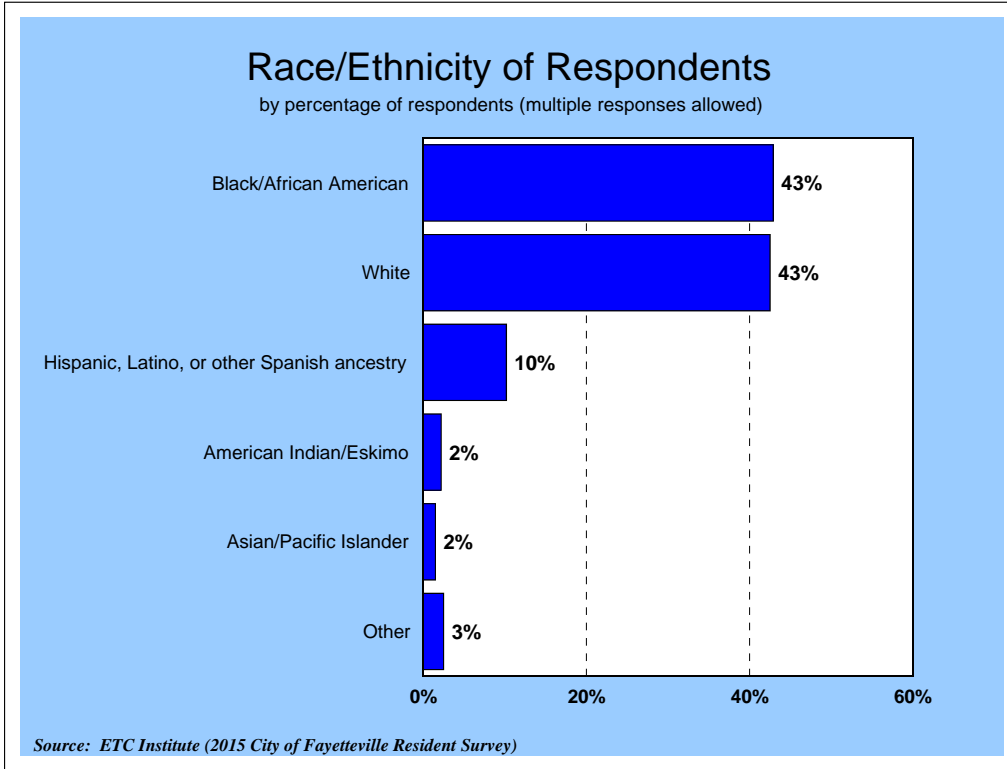


Source: ETC Institute (2015 City of Fayetteville Resident Survey)

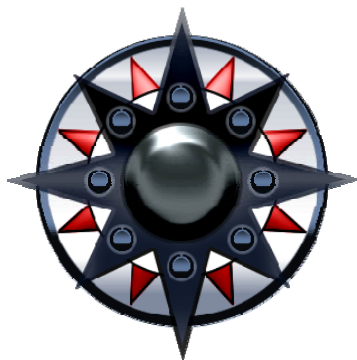








Section 2:
***Importance-Satisfaction
Analysis***



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. Thirty-five percent (35%) selected "flow of traffic in the City" as one of the most important Major City services for the City to emphasize over the next two years.

With regard to satisfaction, twenty-eight percent (28%) of the residents surveyed rated their overall satisfaction with “flow of traffic in the City” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “flow of traffic in the City” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 35% was multiplied by 72% (1-0.28). This calculation yielded an I-S rating of 0.2520, which ranked first out of twelve Major City Services.

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

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

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

Interpreting the Ratings

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

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

The results for Fayetteville are provided on the following pages.

Importance-Satisfaction Rating

City of Fayetteville, NC

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>						
Flow of traffic in the City	35%	3	28%	12	0.2520	1
Maintenance of City streets	36%	2	39%	9	0.2196	2
Effectiveness of Economic & Business Development	30%	4	32%	11	0.2040	3
<u>High Priority (IS .10-.20)</u>						
Quality of police protection	41%	1	67%	2	0.1353	4
<u>Medium Priority (IS <.10)</u>						
Appearance of major entryways to the City	17%	5	45%	7	0.0935	5
Enforcement of codes and ordinances	15%	6	43%	8	0.0855	6
Quality of the public transit system (FAST)	10%	11	35%	10	0.0650	7
Effectiveness of communication with the public	13%	7	51%	6	0.0637	8
Quality of Parks & Recreation facilities/programs	13%	9	63%	4	0.0481	9
Quality of water and sewer utilities	13%	8	65%	3	0.0455	10
Quality of customer service from City employees	7%	12	58%	5	0.0294	11
Quality of fire protection and rescue services	12%	10	87%	1	0.0156	12

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

City of Fayetteville, NC

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	16%	3	36%	10	0.1043	1
<u>Medium Priority (IS <.10)</u>						
Diversity of City recreation opportunities	16%	4	49%	7	0.0791	2
Cultural programming (events, concerts, festivals)	17%	2	60%	3	0.0688	3
Quality/condition of parks/recreation facilities	18%	1	65%	1	0.0616	4
City's recreation programs and services	13%	5	54%	6	0.0612	5
Quality/condition of greenways/trails	12%	6	58%	4	0.0517	6
Availability of biking trails	9%	7	45%	9	0.0506	7
Availability of recreational programming	9%	8	48%	8	0.0442	8
Availability of City parks	6%	9	61%	2	0.0246	9
Customer service by parks/recreation staff	5%	10	57%	5	0.0194	10

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 City of Fayetteville, NC 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>						
How quickly street repairs are made	40%	2	27%	9	0.2942	1
<u>High Priority (IS .10-.20)</u>						
Overall quality of street maintenance & repair	26%	4	39%	8	0.1598	2
Condition of sidewalks	28%	3	47%	5	0.1489	3
Condition of street signs & traffic signals	44%	1	70%	1	0.1314	4
Condition of streets in your neighborhood	24%	5	54%	3	0.1122	5
<u>Medium Priority (IS <.10)</u>						
Cleanliness/appearance of medians/roadsides	18%	7	45%	6	0.0974	6
Condition of City parks	24%	6	61%	2	0.0928	7
Cleanliness of stormwater drains & creeks	8%	9	43%	7	0.0462	8
Cleanliness of City streets	8%	8	51%	4	0.0412	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.

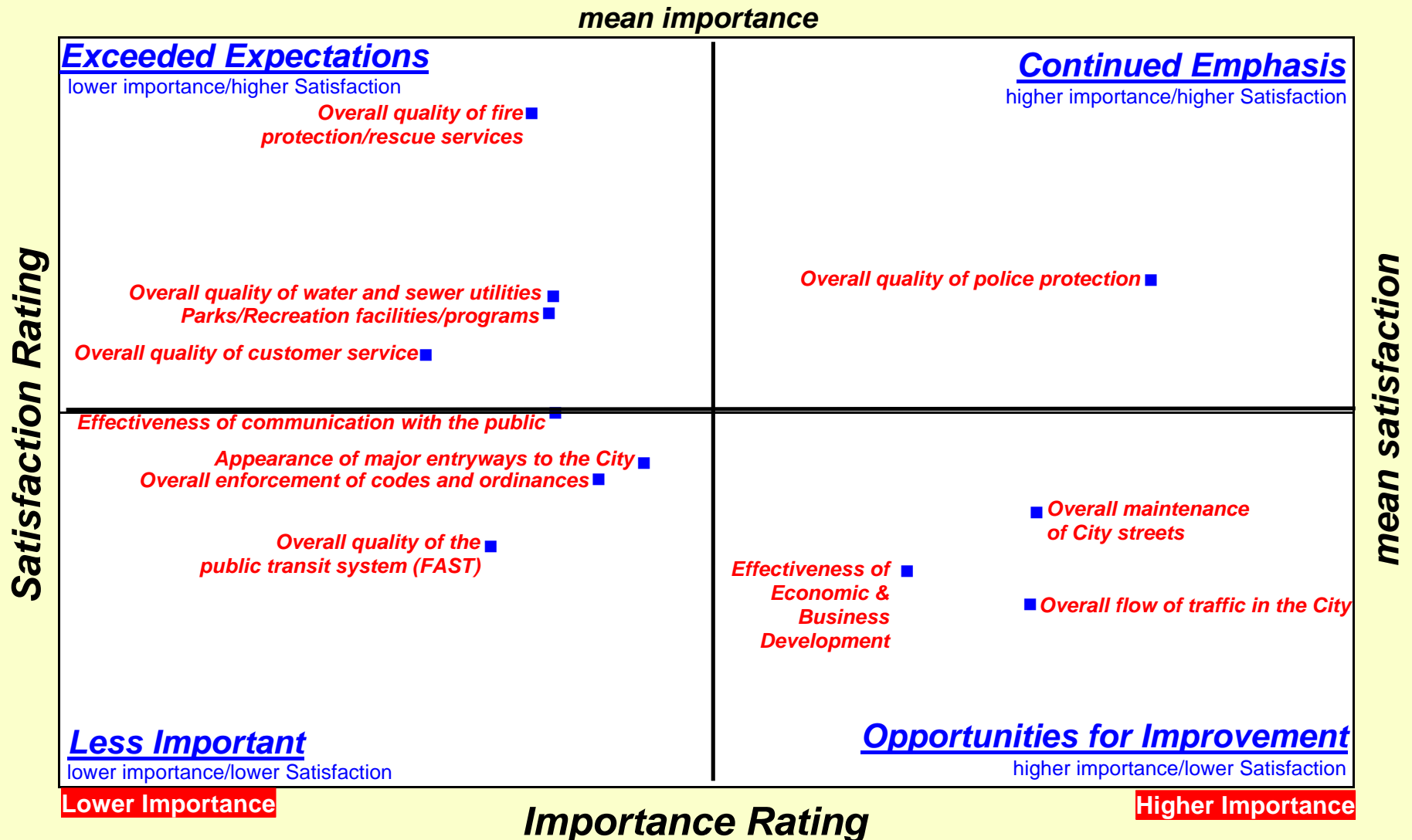
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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)



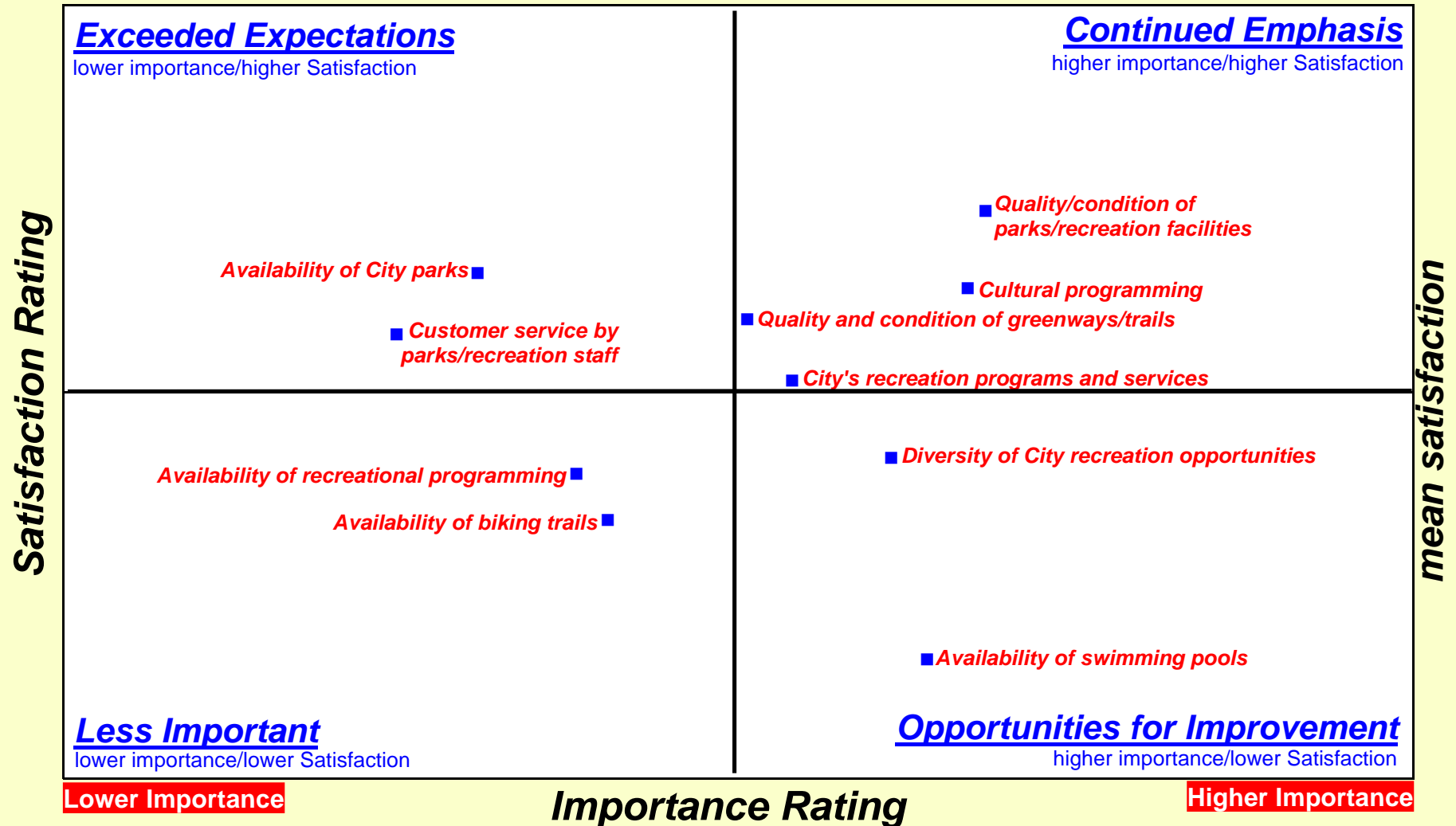
Source: ETC Institute (2015)

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



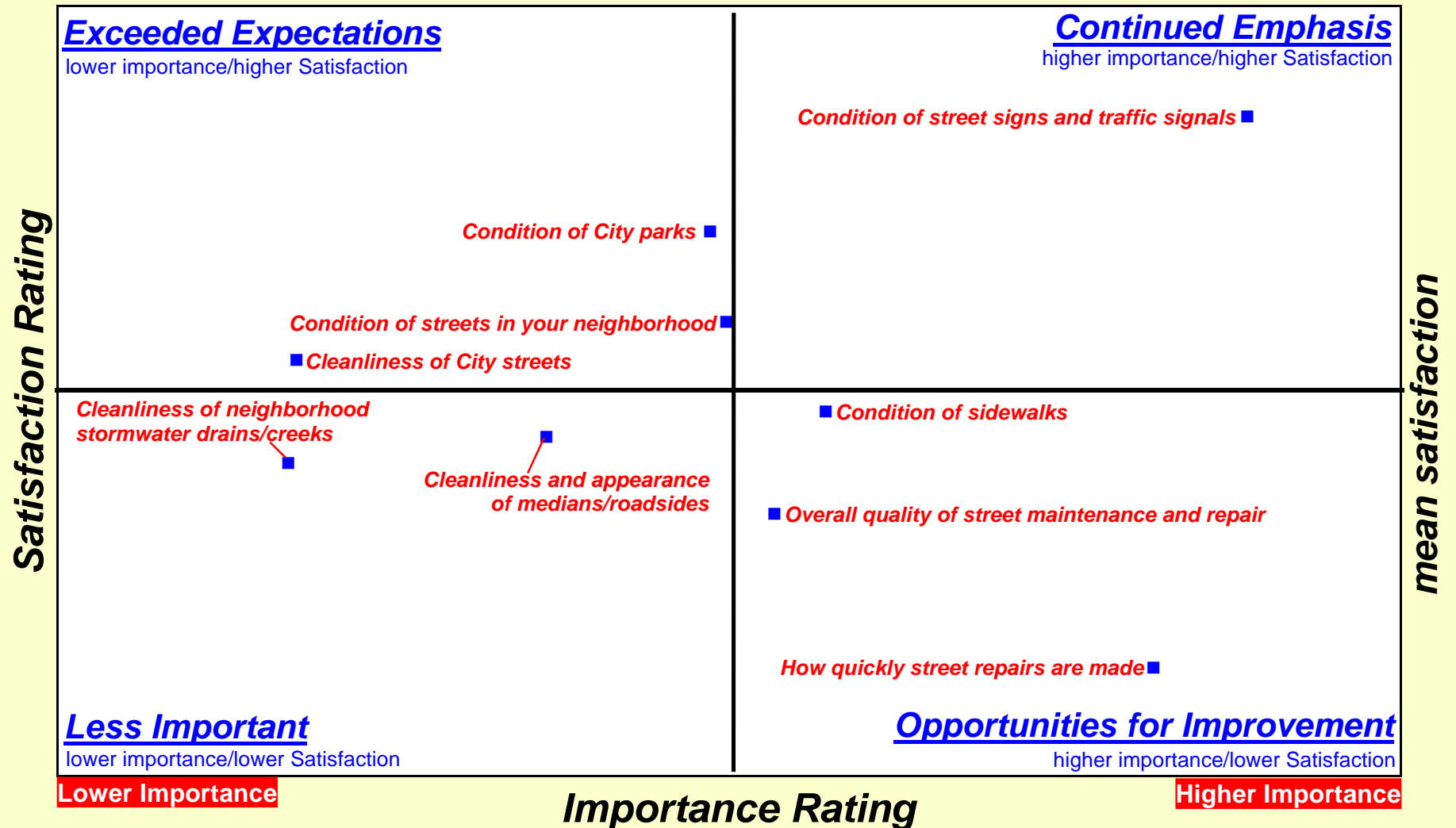
Source: ETC Institute (2015)

City of Fayetteville Resident Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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

mean importance



Source: ETC Institute (2015)

Section 3:
Tabular Data

Q1. 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."

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of police protection	16.5%	47.6%	23.4%	7.0%	1.5%	4.0%
Q1-2. Overall quality of fire protection & rescue services	34.5%	47.0%	10.5%	1.2%	0.5%	6.3%
Q1-3. Overall maintenance of City streets	5.7%	32.2%	27.1%	26.6%	5.8%	2.5%
Q1-4. Overall flow of traffic in City	1.8%	25.3%	30.7%	27.4%	10.9%	3.7%
Q1-5. Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	5.4%	13.9%	25.3%	7.9%	3.0%	44.4%
Q1-6. Overall quality of water & sewer utilities	15.1%	46.6%	20.4%	9.7%	3.7%	4.5%
Q1-7. Overall enforcement of codes & ordinances	6.4%	30.4%	30.0%	13.8%	5.5%	13.8%
Q1-8. Overall quality of customer service received from City employees	11.5%	41.6%	28.3%	7.6%	2.8%	8.1%
Q1-9. Overall effectiveness of communication with public	9.1%	38.9%	31.7%	11.7%	2.5%	6.0%
Q1-10. Overall quality of Parks & Recreation facilities & programs	12.3%	43.4%	19.2%	9.9%	3.3%	12.0%
Q1-11. Overall appearance of major entryways to City	8.8%	35.0%	26.8%	18.7%	7.2%	3.4%
Q1-12. Overall effectiveness of Economic & Business Development by City	4.7%	22.9%	33.3%	17.8%	7.7%	13.7%

WITHOUT DON'T KNOW

Q1. 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." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of police protection	17.2%	49.6%	24.3%	7.3%	1.6%
Q1-2. Overall quality of fire protection & rescue services	36.9%	50.2%	11.2%	1.3%	0.5%
Q1-3. Overall maintenance of City streets	5.8%	33.0%	27.8%	27.3%	6.0%
Q1-4. Overall flow of traffic in City	1.9%	26.3%	31.9%	28.5%	11.4%
Q1-5. Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	9.7%	25.1%	45.6%	14.3%	5.4%
Q1-6. Overall quality of water & sewer utilities	15.8%	48.7%	21.3%	10.2%	3.9%
Q1-7. Overall enforcement of codes & ordinances	7.5%	35.3%	34.8%	16.0%	6.4%
Q1-8. Overall quality of customer service received from City employees	12.5%	45.3%	30.8%	8.3%	3.1%
Q1-9. Overall effectiveness of communication with public	9.7%	41.4%	33.8%	12.4%	2.7%
Q1-10. Overall quality of Parks & Recreation facilities & programs	13.9%	49.3%	21.8%	11.2%	3.7%
Q1-11. Overall appearance of major entryways to City	9.1%	36.3%	27.8%	19.4%	7.4%
Q1-12. Overall effectiveness of Economic & Business Development by City	5.4%	26.5%	38.6%	20.6%	8.9%

Q2. Which THREE of the items listed above in Question 1 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	190	28.4 %
Overall quality of fire protection & rescue services	9	1.3 %
Overall maintenance of City streets	78	11.7 %
Overall flow of traffic in City	80	12.0 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	19	2.8 %
Overall quality of water & sewer utilities	20	3.0 %
Overall enforcement of codes & ordinances	27	4.0 %
Overall quality of customer service received from City employees	10	1.5 %
Overall effectiveness of communication with public	15	2.2 %
Overall quality of Parks & Recreation facilities & programs	17	2.5 %
Overall appearance of major entryways to City	23	3.4 %
Overall effectiveness of Economic & Business Development by City	82	12.3 %
<u>None chosen</u>	<u>99</u>	<u>14.8 %</u>
Total	669	100.0 %

Q2. Which THREE of the items listed above in Question 1 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	53	7.9 %
Overall quality of fire protection & rescue services	48	7.2 %
Overall maintenance of City streets	88	13.2 %
Overall flow of traffic in City	92	13.8 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	28	4.2 %
Overall quality of water & sewer utilities	38	5.7 %
Overall enforcement of codes & ordinances	37	5.5 %
Overall quality of customer service received from City employees	21	3.1 %
Overall effectiveness of communication with public	28	4.2 %
Overall quality of Parks & Recreation facilities & programs	28	4.2 %
Overall appearance of major entryways to City	47	7.0 %
Overall effectiveness of Economic & Business Development by City	40	6.0 %
<u>None chosen</u>	<u>121</u>	<u>18.1 %</u>
Total	669	100.0 %

Q2. Which THREE of the items listed above in Question 1 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	30	4.5 %
Overall quality of fire protection & rescue services	25	3.7 %
Overall maintenance of City streets	71	10.6 %
Overall flow of traffic in City	63	9.4 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	22	3.3 %
Overall quality of water & sewer utilities	30	4.5 %
Overall enforcement of codes & ordinances	39	5.8 %
Overall quality of customer service received from City employees	18	2.7 %
Overall effectiveness of communication with public	46	6.9 %
Overall quality of Parks & Recreation facilities & programs	42	6.3 %
Overall appearance of major entryways to City	47	7.0 %
Overall effectiveness of Economic & Business Development by City	75	11.2 %
<u>None chosen</u>	<u>161</u>	<u>24.1 %</u>
Total	669	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed above in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (sum of top 3 choices)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	273	40.8 %
Overall quality of fire protection & rescue services	82	12.3 %
Overall maintenance of City streets	237	35.4 %
Overall flow of traffic in City	235	35.1 %
Overall quality of public transit system, Fayetteville Area System of Transit (FAST)	69	10.3 %
Overall quality of water & sewer utilities	88	13.2 %
Overall enforcement of codes & ordinances	103	15.4 %
Overall quality of customer service received from City employees	49	7.3 %
Overall effectiveness of communication with public	89	13.3 %
Overall quality of Parks & Recreation facilities & programs	87	13.0 %
Overall appearance of major entryways to City	117	17.5 %
Overall effectiveness of Economic & Business Development by City	197	29.4 %
<u>None chosen</u>	<u>99</u>	<u>14.8 %</u>
Total	1725	

Q3. 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."

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall quality of services provided by City of Fayetteville	9.3%	44.8%	29.8%	9.8%	2.6%	3.8%
Q3-2. Overall image & appearance of City	5.4%	36.2%	26.9%	25.4%	4.2%	1.8%
Q3-3. Overall police relationship with your community	14.8%	43.9%	22.5%	10.9%	3.7%	4.2%
Q3-4. Overall preparedness to manage development & growth	3.7%	24.4%	35.5%	19.8%	6.3%	10.2%
Q3-5. Overall quality of life in City	6.9%	38.4%	29.2%	16.9%	5.1%	3.4%
Q3-6. Overall quality of life in your neighborhood	14.1%	44.9%	19.6%	13.8%	5.1%	2.5%
Q3-7. Overall availability of arts & cultural amenities	7.9%	31.8%	33.1%	12.4%	4.3%	10.3%
Q3-8. Overall appearance of major corridors	3.4%	30.7%	32.8%	22.8%	4.8%	5.4%
Q3-9. Overall Downtown Fayetteville experience	8.5%	43.5%	29.3%	10.9%	1.9%	5.8%
Q3-10. Overall strength of Fayetteville's economy	3.1%	26.9%	33.2%	22.2%	5.1%	9.4%
Q3-11. Overall availability of employment opportunities in Fayetteville	2.5%	14.9%	27.4%	33.2%	11.5%	10.5%
Q3-12. Overall quality of businesses, services & retail in Fayetteville	7.0%	38.1%	30.5%	16.6%	3.1%	4.6%
Q3-13. Overall availability of sports venues in Fayetteville	4.2%	24.4%	34.2%	21.1%	4.3%	11.8%
Q3-14. Overall affordability of housing in Fayetteville	5.2%	37.3%	28.2%	15.3%	5.5%	8.4%

WITHOUT DON'T KNOW

Q3. 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." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by City of Fayetteville	9.7%	46.6%	30.9%	10.2%	2.7%
Q3-2. Overall image & appearance of City	5.5%	36.9%	27.4%	25.9%	4.3%
Q3-3. Overall police relationship with your community	15.5%	45.8%	23.4%	11.4%	3.9%
Q3-4. Overall preparedness to manage development & growth	4.2%	27.2%	39.6%	22.0%	7.0%
Q3-5. Overall quality of life in City	7.1%	39.8%	30.3%	17.5%	5.3%
Q3-6. Overall quality of life in your neighborhood	14.4%	46.1%	20.1%	14.1%	5.2%
Q3-7. Overall availability of arts & cultural amenities	8.9%	35.5%	37.0%	13.9%	4.8%
Q3-8. Overall appearance of major corridors	3.6%	32.5%	34.7%	24.1%	5.1%
Q3-9. Overall Downtown Fayetteville experience	9.0%	46.2%	31.1%	11.6%	2.1%
Q3-10. Overall strength of Fayetteville's economy	3.5%	29.8%	36.7%	24.5%	5.6%
Q3-11. Overall availability of employment opportunities in Fayetteville	2.8%	16.7%	30.6%	37.1%	12.9%
Q3-12. Overall quality of businesses, services & retail in Fayetteville	7.4%	40.0%	32.0%	17.4%	3.3%
Q3-13. Overall availability of sports venues in Fayetteville	4.7%	27.6%	38.8%	23.9%	4.9%
Q3-14. Overall affordability of housing in Fayetteville	5.7%	40.8%	30.8%	16.7%	6.1%

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

(N=669)

	Yes	No	Don't know
Q4-1. Used a City recreation center	52.5%	46.3%	1.2%
Q4-2. Used a City swimming pool	14.6%	84.8%	0.6%
Q4-3. Participated in City athletic programs	21.2%	77.6%	1.2%
Q4-4. Participated in other City recreation programs	30.0%	67.9%	2.1%
Q4-5. Visited a neighborhood or City park	75.3%	23.3%	1.3%
Q4-6. Participated in a community watch program or crime prevention meeting	40.5%	58.1%	1.3%
Q4-7. Participated in a public meeting of an appointed board or commission	23.0%	76.2%	0.7%
Q4-8. Attended or viewed a City Council meeting	33.5%	65.6%	0.9%
Q4-9. Ridden FAST Bus System and/or FASTTRAC! ADA Van System	14.3%	84.8%	0.9%
Q4-10. Attended Dogwood Festival	56.8%	42.6%	0.6%
Q4-11. Attended International Folk Festival	45.9%	53.2%	0.9%
Q4-12. Visited North Carolina Veterans Park	65.3%	33.8%	0.9%
Q4-13. Attended an event at, or visited, Festival Park	67.4%	31.5%	1.0%
Q4-14. Called Code Enforcement	23.9%	73.8%	2.2%
Q4-15. Called or visited Police Department	46.2%	52.8%	1.0%
Q4-16. Visited Downtown Fayetteville	87.9%	11.2%	0.9%
Q4-17. Used Downtown parking deck	20.5%	78.3%	1.2%
Q4-18. Watched City show, Fayetteville in 5	23.6%	75.5%	0.9%
Q4-19. Used Fayetteville Regional Airport	67.4%	31.5%	1.0%
Q4-20. Used fire protection & rescue services	30.3%	68.9%	0.7%
Q4-21. Contacted Fayetteville Call Center (433-1FAY)	22.3%	76.7%	1.0%
Q4-22. Visited City's website	50.8%	48.6%	0.6%
Q4-23. Used FayFixIt	9.3%	89.7%	1.0%
Q4-24. Followed City's social media (Facebook or Twitter)	15.2%	83.9%	0.9%
Q4-25. Purchased a building permit from City	12.9%	86.4%	0.7%

WITHOUT DON'T KNOW

Q4. Please indicate whether you or other members of your household have participated in the following activities during the past year. (without "don't know")

(N=669)

	Yes	No
Q4-1. Used a City recreation center	53.2%	46.8%
Q4-2. Used a City swimming pool	14.7%	85.3%
Q4-3. Participated in City athletic programs	21.5%	78.5%
Q4-4. Participated in other City recreation programs	30.7%	69.3%
Q4-5. Visited a neighborhood or City park	76.4%	23.6%
Q4-6. Participated in a community watch program or crime prevention meeting	41.1%	58.9%
Q4-7. Participated in a public meeting of an appointed board or commission	23.2%	76.8%
Q4-8. Attended or viewed a City Council meeting	33.8%	66.2%
Q4-9. Ridden FAST Bus System and/or FASTTRAC! ADA Van System	14.5%	85.5%
Q4-10. Attended Dogwood Festival	57.1%	42.9%
Q4-11. Attended International Folk Festival	46.3%	53.7%
Q4-12. Visited North Carolina Veterans Park	65.9%	34.1%
Q4-13. Attended an event at, or visited, Festival Park	68.1%	31.9%
Q4-14. Called Code Enforcement	24.5%	75.5%
Q4-15. Called or visited Police Department	46.7%	53.3%
Q4-16. Visited Downtown Fayetteville	88.7%	11.3%
Q4-17. Used Downtown parking deck	20.7%	79.3%
Q4-18. Watched City show, Fayetteville in 5	23.8%	76.2%
Q4-19. Used Fayetteville Regional Airport	68.1%	31.9%
Q4-20. Used fire protection & rescue services	30.6%	69.4%
Q4-21. Contacted Fayetteville Call Center (433-1FAY)	22.5%	77.5%
Q4-22. Visited City's website	51.1%	48.9%
Q4-23. Used FayFixIt	9.4%	90.6%
Q4-24. Followed City's social media (Facebook or Twitter)	15.4%	84.6%
Q4-25. Purchased a building permit from City	13.0%	87.0%

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

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-1. City efforts to prevent crime	8.6%	42.9%	27.6%	12.7%	3.6%	4.7%
Q5-2. Enforcement of local traffic laws	7.7%	40.5%	27.1%	16.2%	5.3%	3.3%
Q5-3. How quickly police respond to emergencies	10.8%	35.9%	26.9%	10.2%	3.6%	12.6%
Q5-4. Frequency that police officers patrol your neighborhood	8.9%	29.0%	25.8%	21.8%	7.8%	6.8%
Q5-5. City efforts to prevent fires	11.0%	40.7%	28.2%	2.1%	1.1%	17.0%
Q5-6. Enforcement of fire code	9.6%	36.7%	27.0%	2.7%	1.2%	22.7%

WITHOUT DON'T KNOW

Q5. Public Safety Services: Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. City efforts to prevent crime	9.0%	45.0%	28.9%	13.3%	3.8%
Q5-2. Enforcement of local traffic laws	7.9%	41.8%	28.0%	16.8%	5.4%
Q5-3. How quickly police respond to emergencies	12.4%	41.1%	30.8%	11.7%	4.1%
Q5-4. Frequency that police officers patrol your neighborhood	9.5%	31.1%	27.7%	23.3%	8.4%
Q5-5. City efforts to prevent fires	13.2%	49.0%	34.0%	2.5%	1.3%
Q5-6. Enforcement of fire code	12.5%	47.6%	34.9%	3.5%	1.6%

Q6. 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:

(N=669)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q6-1. When walking alone in your neighborhood during the day	26.9%	48.6%	13.2%	7.2%	2.5%	1.6%
Q6-2. When walking alone in your neighborhood at night	9.4%	28.6%	20.0%	25.1%	11.1%	5.8%
Q6-3. When walking alone in the park nearest to your home during the day	12.3%	29.9%	23.6%	12.4%	3.9%	17.9%
Q6-4. When visiting recreation centers	14.1%	40.1%	22.7%	4.5%	1.0%	17.6%
Q6-5. In Downtown Fayetteville	13.2%	46.9%	24.5%	7.5%	1.9%	6.0%
Q6-6. Overall feeling of safety in Fayetteville	5.8%	42.2%	30.8%	15.0%	3.9%	2.2%
Q6-7. When riding FAST buses	2.6%	8.2%	16.9%	2.9%	1.1%	68.4%

WITHOUT DON'T KNOW

Q6. 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: (without "don't know")

(N=669)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6-1. When walking alone in your neighborhood during the day	27.4%	49.4%	13.4%	7.3%	2.6%
Q6-2. When walking alone in your neighborhood at night	10.0%	30.3%	21.3%	26.7%	11.7%
Q6-3. When walking alone in the park nearest to your home during the day	14.9%	36.4%	28.8%	15.1%	4.7%
Q6-4. When visiting recreation centers	17.1%	48.6%	27.6%	5.4%	1.3%
Q6-5. In Downtown Fayetteville	14.0%	49.9%	26.1%	7.9%	2.1%
Q6-6. Overall feeling of safety in Fayetteville	6.0%	43.2%	31.5%	15.3%	4.0%
Q6-7. When riding FAST buses	8.1%	25.8%	53.6%	9.1%	3.3%

Q7. 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."

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7-1. Quality & condition of City parks & recreation facilities	10.2%	43.8%	22.7%	5.6%	1.2%	16.5%
Q7-2. Quality & condition of greenways & trails in City	8.1%	34.3%	24.1%	6.2%	0.8%	26.5%
Q7-3. Diversity of City recreation opportunities	8.3%	29.7%	28.2%	10.4%	2.7%	20.8%
Q7-4. Overall quality of City's recreation programs & services	8.6%	34.4%	27.1%	8.4%	1.1%	20.5%
Q7-5. Cultural programming (events, concerts, festivals)	11.9%	42.1%	24.1%	8.9%	2.0%	11.1%
Q7-6. Customer service provided by City's parks & recreation staff	8.4%	34.6%	26.4%	4.2%	1.1%	25.3%
Q7-7. Availability of City parks	10.3%	41.6%	24.3%	7.7%	2.0%	14.2%
Q7-8. Availability of biking trails	6.6%	23.6%	23.5%	10.7%	2.7%	32.8%
Q7-9. Availability of swimming pools	5.7%	19.4%	25.4%	13.2%	6.5%	29.8%
Q7-10. Availability of recreational programming	6.6%	29.0%	29.9%	8.0%	1.4%	25.2%

WITHOUT DON'T KNOW

Q7. 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." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. Quality & condition of City parks & recreation facilities	12.2%	52.5%	27.2%	6.7%	1.4%
Q7-2. Quality & condition of greenways & trails in City	11.1%	46.7%	32.8%	8.4%	1.0%
Q7-3. Diversity of City recreation opportunities	10.5%	37.5%	35.6%	13.1%	3.4%
Q7-4. Overall quality of City's recreation programs & services	10.8%	43.3%	34.0%	10.6%	1.3%
Q7-5. Cultural programming (events, concerts, festivals)	13.4%	47.4%	27.1%	10.0%	2.2%
Q7-6. Customer service provided by City's parks & recreation staff	11.3%	46.4%	35.3%	5.6%	1.4%
Q7-7. Availability of City parks	12.0%	48.5%	28.3%	9.0%	2.3%
Q7-8. Availability of biking trails	9.9%	35.2%	35.0%	15.9%	4.0%
Q7-9. Availability of swimming pools	8.1%	27.6%	36.2%	18.8%	9.2%
Q7-10. Availability of recreational programming	8.9%	38.7%	39.9%	10.7%	1.8%

Q8. Which TWO of the Parks and Recreation items listed in Question 7 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	81	12.1 %
Quality & condition of greenways & trails in City	40	6.0 %
Diversity of City recreation opportunities	53	7.9 %
Overall quality of City's recreation programs & services	35	5.2 %
Cultural programming (events, concerts, festivals)	64	9.6 %
Customer service provided by City's parks & recreation staff	10	1.5 %
Availability of City parks	20	3.0 %
Availability of biking trails	35	5.2 %
Availability of swimming pools	63	9.4 %
Availability of recreational programming	16	2.4 %
None chosen	252	37.7 %
Total	669	100.0 %

Q8. Which TWO of the Parks and Recreation items listed in Question 7 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	37	5.5 %
Quality & condition of greenways & trails in City	42	6.3 %
Diversity of City recreation opportunities	51	7.6 %
Overall quality of City's recreation programs & services	54	8.1 %
Cultural programming (events, concerts, festivals)	51	7.6 %
Customer service provided by City's parks & recreation staff	20	3.0 %
Availability of City parks	22	3.3 %
Availability of biking trails	27	4.0 %
Availability of swimming pools	46	6.9 %
Availability of recreational programming	41	6.1 %
None chosen	278	41.6 %
Total	669	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the Parks and Recreation items listed in Question 7 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (sum of top 2 choices)

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Quality & condition of City parks & recreation facilities	118	17.6 %
Quality & condition of greenways & trails in City	82	12.3 %
Diversity of City recreation opportunities	104	15.5 %
Overall quality of City's recreation programs & services	89	13.3 %
Cultural programming (events, concerts, festivals)	115	17.2 %
Customer service provided by City's parks & recreation staff	30	4.5 %
Availability of City parks	42	6.3 %
Availability of biking trails	62	9.3 %
Availability of swimming pools	109	16.3 %
Availability of recreational programming	57	8.5 %
None chosen	252	37.7 %
Total	1060	

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

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Enforcement of junk & debris cleanup on private property	4.8%	24.4%	22.8%	26.2%	11.5%	10.3%
Q9-2. Enforcement of mowing on private property	4.3%	27.4%	24.3%	23.4%	8.4%	12.3%
Q9-3. Removal of abandoned or inoperative vehicles from private property	4.6%	23.4%	24.9%	21.3%	9.3%	16.5%
Q9-4. Appearance of houses in your neighborhood	12.7%	39.7%	24.9%	14.1%	4.3%	4.2%
Q9-5. Graffiti removal	5.1%	25.0%	28.2%	8.7%	2.1%	30.9%
Q9-6. Enforcement of sign ordinance	4.6%	28.7%	32.5%	7.5%	3.4%	23.2%
Q9-7. Enforcement of illegal uses	3.3%	22.0%	30.3%	6.9%	4.2%	33.3%
Q9-8. Enforcement of ordinance preventing illegal development activity	4.3%	20.5%	29.6%	8.7%	3.9%	32.9%

WITHOUT DON'T KNOW

Q9. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Enforcement of junk & debris cleanup on private property	5.3%	27.2%	25.4%	29.2%	12.9%
Q9-2. Enforcement of mowing on private property	4.9%	31.2%	27.6%	26.6%	9.6%
Q9-3. Removal of abandoned or inoperative vehicles from private property	5.6%	28.0%	29.8%	25.5%	11.1%
Q9-4. Appearance of houses in your neighborhood	13.3%	41.5%	26.0%	14.7%	4.5%
Q9-5. Graffiti removal	7.4%	36.2%	40.8%	12.6%	3.0%
Q9-6. Enforcement of sign ordinance	6.0%	37.4%	42.3%	9.7%	4.5%
Q9-7. Enforcement of illegal uses	4.9%	33.0%	45.4%	10.3%	6.3%
Q9-8. Enforcement of ordinance preventing illegal development activity	6.5%	30.6%	44.2%	12.9%	5.8%

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

Q10. How responsive is City to your code enforcement requests	Number	Percent
Very much	92	13.8 %
Somewhat	209	31.2 %
Not at all	54	8.1 %
Not applicable	275	41.1 %
Not provided	39	5.8 %
Total	669	100.0 %

WITHOUT NOT PROVIDED

Q10. How responsive is the City to your code enforcement requests for service/complaints? (without "not provided")

Q10. How responsive is City to your code enforcement requests	Number	Percent
Very much	92	14.6 %
Somewhat	209	33.2 %
Not at all	54	8.6 %
Not applicable	275	43.7 %
Total	630	100.0 %

Q11. 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."

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Overall quality of new residential development in City	8.7%	39.6%	29.7%	6.6%	2.4%	12.9%
Q11-2. Overall quality of new commercial development	11.0%	44.0%	24.9%	9.0%	3.0%	8.1%
Q11-3. How well City is planning for growth	6.8%	27.0%	28.6%	15.2%	5.9%	16.5%

WITHOUT DON'T KNOW

Q11. 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." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Overall quality of new residential development in City	10.0%	45.5%	34.1%	7.6%	2.8%
Q11-2. Overall quality of new commercial development	11.9%	47.9%	27.1%	9.8%	3.3%
Q11-3. How well City is planning for growth	8.2%	32.3%	34.3%	18.1%	7.1%

Q12. 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."

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12-1. Overall quality of street maintenance & repair	3.1%	35.2%	21.7%	28.9%	8.7%	2.4%
Q12-2. Condition of streets in your neighborhood	8.1%	44.8%	20.1%	19.0%	6.3%	1.8%
Q12-3. Cleanliness of City streets	5.7%	43.5%	23.1%	19.2%	6.1%	2.4%
Q12-4. Condition of street signs & traffic signals	10.8%	58.4%	21.0%	5.7%	2.5%	1.6%
Q12-5. Cleanliness & appearance of medians & roadsides	5.7%	38.3%	25.4%	21.7%	7.3%	1.5%
Q12-6. Condition of sidewalks	6.7%	36.4%	24.9%	17.1%	6.9%	8.1%
Q12-7. Condition of City parks	8.1%	42.8%	26.0%	7.0%	0.6%	15.4%
Q12-8. Cleanliness of stormwater drains & creeks in your neighborhood	5.8%	34.1%	27.2%	18.1%	6.7%	7.9%
Q12-9. How quickly street repairs are made	3.6%	20.8%	27.5%	24.7%	12.8%	10.7%

WITHOUT DON'T KNOW

Q12. 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." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12-1. Overall quality of street maintenance & repair	3.2%	36.0%	22.2%	29.6%	8.9%
Q12-2. Condition of streets in your neighborhood	8.2%	45.6%	20.4%	19.4%	6.4%
Q12-3. Cleanliness of City streets	5.8%	44.5%	23.7%	19.7%	6.3%
Q12-4. Condition of street signs & traffic signals	11.0%	59.4%	21.3%	5.8%	2.6%
Q12-5. Cleanliness & appearance of medians & roadsides	5.8%	38.9%	25.8%	22.0%	7.4%
Q12-6. Condition of sidewalks	7.3%	39.6%	27.0%	18.6%	7.5%
Q12-7. Condition of City parks	9.6%	50.6%	30.8%	8.3%	0.7%
Q12-8. Cleanliness of stormwater drains & creeks in your neighborhood	6.3%	37.1%	29.6%	19.7%	7.3%
Q12-9. How quickly street repairs are made	4.0%	23.2%	30.8%	27.6%	14.3%

Q13. Which THREE of the maintenance items listed in Question 12 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q13. 1st choice	Number	Percent
Overall quality of street maintenance & repair	159	23.8 %
Condition of streets in your neighborhood	44	6.6 %
Cleanliness of City streets	50	7.5 %
Condition of street signs & traffic signals	13	1.9 %
Cleanliness & appearance of medians & roadsides	48	7.2 %
Condition of sidewalks	40	6.0 %
Condition of City parks	10	1.5 %
Cleanliness of stormwater drains & creeks in your neighborhood	61	9.1 %
How quickly street repairs are made	105	15.7 %
None chosen	139	20.8 %
Total	669	100.0 %

Q13. Which THREE of the maintenance items listed in Question 12 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q13. 2nd choice	Number	Percent
Overall quality of street maintenance & repair	75	11.2 %
Condition of streets in your neighborhood	76	11.4 %
Cleanliness of City streets	52	7.8 %
Condition of street signs & traffic signals	25	3.7 %
Cleanliness & appearance of medians & roadsides	73	10.9 %
Condition of sidewalks	38	5.7 %
Condition of City parks	22	3.3 %
Cleanliness of stormwater drains & creeks in your neighborhood	68	10.2 %
How quickly street repairs are made	67	10.0 %
None chosen	173	25.9 %
Total	669	100.0 %

Q13. Which THREE of the maintenance items listed in Question 12 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q13. 3rd choice	Number	Percent
Overall quality of street maintenance & repair	59	8.8 %
Condition of streets in your neighborhood	39	5.8 %
Cleanliness of City streets	61	9.1 %
Condition of street signs & traffic signals	19	2.8 %
Cleanliness & appearance of medians & roadsides	67	10.0 %
Condition of sidewalks	40	6.0 %
Condition of City parks	22	3.3 %
Cleanliness of stormwater drains & creeks in your neighborhood	46	6.9 %
How quickly street repairs are made	98	14.6 %
None chosen	218	32.6 %
Total	669	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the maintenance items listed in Question 12 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (sum of top 3 choices)

<u>Q13. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of street maintenance & repair	293	43.8 %
Condition of streets in your neighborhood	159	23.8 %
Cleanliness of City streets	163	24.4 %
Condition of street signs & traffic signals	57	8.5 %
Cleanliness & appearance of medians & roadsides	188	28.1 %
Condition of sidewalks	118	17.6 %
Condition of City parks	54	8.1 %
Cleanliness of stormwater drains & creeks in your neighborhood	175	26.2 %
How quickly street repairs are made	270	40.4 %
<u>None chosen</u>	<u>140</u>	<u>20.9 %</u>
Total	1617	

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

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14-1. Solid waste collection services	22.5%	51.7%	11.1%	7.6%	3.1%	3.9%
Q14-2. Curbside recycling services	23.5%	50.4%	13.2%	7.8%	2.4%	2.7%
Q14-3. Bulky item pick up/removal services	16.0%	37.2%	19.6%	12.6%	5.1%	9.4%
Q14-4. Loose leaf collection	12.9%	37.3%	19.6%	15.4%	5.5%	9.1%
Q14-5. Containerized yard waste & limb collection	18.0%	47.7%	17.7%	6.4%	3.0%	7.2%
Q14-6. Quality of drinking water	15.4%	45.6%	20.4%	9.3%	4.3%	4.9%
Q14-7. Sewer services	17.0%	48.3%	20.0%	4.1%	2.1%	8.6%
Q14-8. Stream & lake (water-shed) protection	8.1%	29.6%	23.7%	5.0%	0.9%	32.7%
Q14-9. Drainage of City streets	8.0%	33.3%	29.4%	14.7%	5.7%	8.9%

WITHOUT DON'T KNOW

Q14. City Utility Services: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Solid waste collection services	23.4%	53.8%	11.5%	8.0%	3.3%
Q14-2. Curbside recycling services	24.2%	51.8%	13.6%	8.0%	2.5%
Q14-3. Bulky item pick up/removal services	17.7%	41.1%	21.7%	13.9%	5.6%
Q14-4. Loose leaf collection	14.2%	41.1%	21.6%	17.0%	6.1%
Q14-5. Containerized yard waste & limb collection	19.4%	51.4%	19.1%	6.9%	3.2%
Q14-6. Quality of drinking water	16.2%	47.9%	21.5%	9.8%	4.6%
Q14-7. Sewer services	18.6%	52.9%	21.8%	4.4%	2.3%
Q14-8. Stream & lake (water-shed) protection	12.1%	44.0%	35.3%	7.4%	1.3%
Q14-9. Drainage of City streets	8.7%	36.6%	32.3%	16.1%	6.3%

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

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Adequacy of public parking in Downtown Fayetteville	4.7%	28.6%	27.4%	22.3%	5.6%	11.6%
Q15-2. Availability of public transportation services in FAST bus system	5.0%	15.2%	19.1%	6.5%	3.0%	51.2%
Q15-3. Ease of travel by car in City	6.0%	45.2%	28.5%	12.1%	4.2%	3.9%
Q15-4. Ease of walking in City	6.2%	35.8%	26.9%	12.8%	5.9%	12.5%
Q15-5. Ease of biking in City	2.7%	15.4%	26.1%	14.9%	6.8%	34.2%
Q15-6. Overall traffic safety	4.5%	33.0%	30.3%	21.8%	6.6%	3.8%
Q15-7. Timing of traffic signals	5.4%	32.0%	24.7%	24.3%	10.3%	3.3%
Q15-8. Condition & usability of Fayetteville Regional Airport	12.6%	42.7%	20.0%	4.8%	1.5%	18.5%

WITHOUT DON'T KNOW

Q15. Transportation and Connectivity. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Adequacy of public parking in Downtown Fayetteville	5.3%	32.3%	31.0%	25.2%	6.3%
Q15-2. Availability of public transportation services in FAST bus system	10.2%	31.2%	39.2%	13.3%	6.2%
Q15-3. Ease of travel by car in City	6.3%	47.1%	29.7%	12.6%	4.4%
Q15-4. Ease of walking in City	7.0%	40.9%	30.8%	14.6%	6.7%
Q15-5. Ease of biking in City	4.1%	23.3%	39.6%	22.7%	10.3%
Q15-6. Overall traffic safety	4.7%	34.3%	31.5%	22.7%	6.9%
Q15-7. Timing of traffic signals	5.6%	33.1%	25.6%	25.1%	10.6%
Q15-8. Condition & usability of Fayetteville Regional Airport	15.4%	52.3%	24.5%	5.9%	1.9%

Q16. 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?

Q16. Have you contacted City of Fayetteville during past year	Number	Percent
Yes	302	45.1 %
No	290	43.3 %
Not provided	77	11.5 %
Total	669	100.0 %

WITHOUT NOT PROVIDED

Q16. Customer Responsiveness: During the past year, have you or other members of your household contacted the City of Fayetteville to seek services, ask a question, or file a complaint? (without "not provided")

Q16. Have you contacted City of Fayetteville during past year	Number	Percent
Yes	302	51.0 %
No	290	49.0 %
Total	592	100.0 %

Q16 (1-6). (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:

(N=302)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16-1. How easy they were to contact	16.7%	51.7%	17.0%	10.0%	3.3%	1.3%
Q16-2. Courtesy of employees	28.7%	46.7%	15.3%	4.7%	3.0%	1.7%
Q16-3. Accuracy of information & assistance you were given	22.3%	43.7%	17.3%	10.0%	4.3%	2.3%
Q16-4. Time it took for your request to be answered	22.0%	39.7%	16.3%	12.7%	7.7%	1.7%
Q16-5. How well your issue was handled	22.3%	38.5%	14.6%	12.0%	11.3%	1.3%
Q16-6. Resolution to your issue/concern	22.6%	39.9%	15.9%	9.0%	10.6%	2.0%

WITHOUT DON'T KNOW

Q16 (1-6). (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: (without "don't know")

(N=302)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16-1. How easy they were to contact	16.9%	52.4%	17.2%	10.1%	3.4%
Q16-2. Courtesy of employees	29.2%	47.5%	15.6%	4.7%	3.1%
Q16-3. Accuracy of information & assistance you were given	22.9%	44.7%	17.7%	10.2%	4.4%
Q16-4. Time it took for your request to be answered	22.4%	40.3%	16.6%	12.9%	7.8%
Q16-5. How well your issue was handled	22.6%	39.1%	14.8%	12.1%	11.4%
Q16-6. Resolution to your issue/concern	23.1%	40.7%	16.3%	9.2%	10.8%

Q17. Have you heard about the City's Strategic Plan?

Q17. Have you heard about City's Strategic Plan	Number	Percent
Yes	118	17.6 %
No	441	65.9 %
Not provided	110	16.4 %
Total	669	100.0 %

WITHOUT NOT PROVIDED

Q17. Have you heard about the City's Strategic Plan? (without "not provided")

Q17. Have you heard about City's Strategic Plan	Number	Percent
Yes	118	21.1 %
No	441	78.9 %
Total	559	100.0 %

Q18. The Vision for Our Community: Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following:

(N=669)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q18-1. As a place to live	11.1%	56.4%	16.7%	11.0%	3.2%	1.7%
Q18-2. As a place to raise children	10.7%	48.0%	17.1%	15.2%	5.7%	3.3%
Q18-3. As a place to play	8.7%	38.1%	24.1%	19.1%	6.0%	3.9%
Q18-4. As a place to work	9.7%	40.0%	24.9%	15.4%	6.6%	3.5%
Q18-5. As a place to retire	14.7%	42.3%	19.1%	14.3%	7.4%	2.3%
Q18-6. As a place to visit	12.8%	39.8%	21.1%	16.4%	7.4%	2.6%
Q18-7. As a place with a lively Downtown	6.0%	26.3%	29.6%	19.4%	9.5%	9.2%
Q18-8. As a partner with its citizens	5.3%	30.1%	36.7%	14.7%	5.3%	8.0%
Q18-9. As a sustainable community	6.2%	38.8%	32.0%	11.9%	5.0%	6.2%
Q18-10. As a City that is moving in right direction	9.0%	37.6%	30.7%	12.3%	6.2%	4.2%

WITHOUT DON'T KNOW

Q18. The Vision for Our Community: Overall Ratings of the City. Using a scale of 1 to 5, where a 5 means "Excellent" and 1 means "Poor," please rate the City of Fayetteville with regard to the following: (without "don't know")

(N=669)

	Excellent	Good	Neutral	Below Average	Poor
Q18-1. As a place to live	11.3%	57.3%	17.0%	11.2%	3.2%
Q18-2. As a place to raise children	11.0%	49.6%	17.7%	15.7%	5.9%
Q18-3. As a place to play	9.1%	39.7%	25.1%	19.9%	6.3%
Q18-4. As a place to work	10.0%	41.4%	25.8%	15.9%	6.9%
Q18-5. As a place to retire	15.1%	43.3%	19.5%	14.6%	7.5%
Q18-6. As a place to visit	13.1%	40.9%	21.6%	16.8%	7.6%
Q18-7. As a place with a lively Downtown	6.6%	29.0%	32.6%	21.4%	10.4%
Q18-8. As a partner with its citizens	5.7%	32.7%	39.9%	16.0%	5.7%
Q18-9. As a sustainable community	6.6%	41.3%	34.1%	12.7%	5.3%
Q18-10. As a City that is moving in right direction	9.4%	39.2%	32.0%	12.9%	6.4%

Q19. Communication and Engagement: 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=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19-1. Availability of information about City programs & services	10.0%	41.7%	28.2%	9.8%	2.3%	8.0%
Q19-2. City efforts to keep you informed about local issues	10.1%	38.7%	28.1%	13.1%	3.5%	6.5%
Q19-3. Level of public involvement in local decisions	4.5%	25.2%	36.4%	18.1%	4.1%	11.6%
Q19-4. Usefulness of information available on City's website	6.6%	31.1%	29.6%	3.5%	1.7%	27.5%
Q19-5. Usefulness of FayFixit web application	4.1%	12.9%	22.1%	2.9%	1.1%	57.0%

WITHOUT DON'T KNOW

Q19. Communication and Engagement: 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." (without "don't know")

(N=669)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19-1. Availability of information about City programs & services	10.8%	45.3%	30.7%	10.7%	2.5%
Q19-2. City efforts to keep you informed about local issues	10.8%	41.4%	30.0%	14.1%	3.7%
Q19-3. Level of public involvement in local decisions	5.1%	28.5%	41.2%	20.5%	4.6%
Q19-4. Usefulness of information available on City's website	9.2%	42.9%	40.8%	4.8%	2.3%
Q19-5. Usefulness of FayFixit web application	9.5%	29.9%	51.4%	6.7%	2.5%

Q20. Which of the following methods do you use to get information about the City of Fayetteville?

Q20. Methods used to get information about City of Fayetteville	Number	Percent
City Manager's Weekly Report	20	3.0 %
City representatives at events or meetings	73	10.9 %
City produced printed brochures, fliers, posters, postcards, letters, etc.	235	35.1 %
City's social media	104	15.5 %
City's television programming-FayTv7	200	29.9 %
Live televised City Council meetings	154	23.0 %
1-Fay Call Center	44	6.6 %
City website www.ci.fayetteville.nc.us	211	31.5 %
Local newspapers	490	73.2 %
Local radio news	289	43.2 %
Local television news	388	58.0 %
Community blogs or list serves	23	3.4 %
Paid advertising in local media outlets	181	27.1 %
Other community websites	51	7.6 %
Billboards	179	26.8 %
None selected	26	3.9 %
Total	2668	

WITHOUT NONE SELECTED

Q20. Which of the following methods do you use to get information about the City of Fayetteville? (without "none selected")

Q20. Methods used to get information about City of Fayetteville	Number	Percent
Local newspapers	490	76.2 %
Local television news	388	60.3 %
Local radio news	289	44.9 %
City produced printed brochures, fliers, posters, postcards, letters, etc.	235	36.5 %
City website www.ci.fayetteville.nc.us	211	32.8 %
City's television programming-FayTv7	200	31.1 %
Paid advertising in local media outlets	181	28.1 %
Billboards	179	27.8 %
Live televised City Council meetings	154	24.0 %
City's social media	104	16.2 %
City representatives at events or meetings	73	11.4 %
Other community websites	51	7.9 %
1-Fay Call Center	44	6.8 %
Community blogs or list serves	23	3.6 %
City Manager's Weekly Report	20	3.1 %
Total	2642	

Q21. Which THREE sources of information listed in Question 20 are your preferred methods to get information about the City of Fayetteville?

<u>Q21. 1st choice</u>	<u>Number</u>	<u>Percent</u>
City Manager's Weekly Report	12	1.8 %
City representatives at events or meetings	7	1.0 %
City produced printed brochures, fliers, posters, postcards, letters, etc.	44	6.6 %
City's social media: Facebook, Twitter, or YouTube	22	3.3 %
City's television programming-FayTV7	35	5.2 %
Live televised City Council meetings	8	1.2 %
1-Fay Call Center (433-1FAY)	3	0.4 %
City website (www.ci.fayetteville.nc.us)	49	7.3 %
Local newspapers	195	29.1 %
Local radio news	34	5.1 %
Local television news	74	11.1 %
Paid advertising in local media outlets	13	1.9 %
Other community websites	1	0.1 %
Billboards	5	0.7 %
None selected	167	25.0 %
Total	669	100.0 %

Q21. Which THREE sources of information listed in Question 20 are your preferred methods to get information about the City of Fayetteville?

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City Manager's Weekly Report	4	0.6 %
City representatives at events or meetings	7	1.0 %
City produced printed brochures, fliers, posters, postcards, letters, etc.	28	4.2 %
City's social media: Facebook, Twitter, or YouTube	14	2.1 %
City's television programming-FayTV7	22	3.3 %
Live televised City Council meetings	23	3.4 %
1-Fay Call Center (433-1FAY)	8	1.2 %
City website (www.ci.fayetteville.nc.us)	35	5.2 %
Local newspapers	99	14.8 %
Local radio news	76	11.4 %
Local television news	105	15.7 %
Community blogs or list serves	4	0.6 %
Paid advertising in local media outlets	10	1.5 %
Other community websites	3	0.4 %
Billboards	8	1.2 %
None selected	223	33.3 %
Total	669	100.0 %

Q21. Which THREE sources of information listed in Question 20 are your preferred methods to get information about the City of Fayetteville?

Q21. 3rd choice	Number	Percent
City Manager's Weekly Report	4	0.6 %
City representatives at events or meetings	5	0.7 %
City produced printed brochures, fliers, posters, postcards, letters, etc.	33	4.9 %
City's social media: Facebook, Twitter, or YouTube	9	1.3 %
City's television programming-FayTV7	26	3.9 %
Live televised City Council meetings	26	3.9 %
1-Fay Call Center (433-1FAY)	5	0.7 %
City website (www.ci.fayetteville.nc.us)	40	6.0 %
Local newspapers	44	6.6 %
Local radio news	53	7.9 %
Local television news	81	12.1 %
Community blogs or list serves	2	0.3 %
Paid advertising in local media outlets	35	5.2 %
Other community websites	5	0.7 %
Billboards	18	2.7 %
None selected	283	42.3 %
Total	669	100.0 %

SUM OF TOP 3 CHOICES

Q21. Which THREE sources of information listed in Question 20 are your preferred methods to get information about the City of Fayetteville? (sum of top 3 choices)

Q21. Sum of top 3 choices	Number	Percent
City Manager's Weekly Report	20	3.0 %
City representatives at events or meetings	19	2.8 %
City produced printed brochures, fliers, posters, postcards, letters, etc.	105	15.7 %
City's social media: Facebook, Twitter, or YouTube	45	6.7 %
City's television programming-FayTV7	83	12.4 %
Live televised City Council meetings	57	8.5 %
1-Fay Call Center (433-1FAY)	16	2.4 %
City website (www.ci.fayetteville.nc.us)	124	18.5 %
Local newspapers	338	50.5 %
Local radio news	163	24.4 %
Local television news	260	38.9 %
Community blogs or list serves	6	0.9 %
Paid advertising in local media outlets	58	8.7 %
Other community websites	9	1.3 %
Billboards	31	4.6 %
None selected	167	25.0 %
Total	1501	

Q22. Additional Revenues: Using a scale of 1 to 4, where 4 means "Very Willing" and a 1 means "Not Willing," please indicate how willing you would be to support additional funding that would:

(N=669)

	Very Willing	Willing	Not Sure	Not Willing	Don't Know
Q22-1. Increase police facilities & services	29.7%	39.1%	21.4%	8.0%	1.8%
Q22-2. Increase fire facilities & services	24.1%	39.5%	25.2%	9.4%	1.8%
Q22-3. Increase economic & business development services	20.5%	34.1%	32.6%	10.9%	1.8%
Q22-4. Recruit sports expansion teams and/or minor league baseball team to Fayetteville	14.7%	26.5%	33.8%	23.5%	1.5%
Q22-5. Increase investment in public transit system (FAST)	12.4%	29.7%	36.0%	19.9%	2.0%
Q22-6. Increase & upgrade parks & recreation facilities	21.4%	37.7%	27.3%	11.2%	2.4%
Q22-7. Increase construction & maintenance of sidewalks	22.7%	37.9%	27.6%	10.0%	1.8%
Q22-8. Investments in City's transportation network	22.6%	41.8%	23.9%	9.7%	2.0%
Q22-9. Increase enforcement of City codes	17.7%	31.9%	34.9%	13.3%	2.1%
Q22-10. Increase citizen engagement opportunities	17.6%	39.5%	30.9%	9.4%	2.6%
Q22-11. Development of incentive programs for beautification efforts	19.8%	41.9%	26.2%	10.3%	1.8%
Q22-12. Increase stormwater infrastructure to address flooding concerns	22.7%	39.0%	28.0%	8.6%	1.7%

WITHOUT DON'T KNOW

Q22. Additional Revenues: Using a scale of 1 to 4, where 4 means "Very Willing" and a 1 means "Not Willing," please indicate how willing you would be to support additional funding that would: (without "don't know")

(N=669)

	Very Willing	Willing	Not Sure	Not Willing
Q22-1. Increase police facilities & services	30.3%	39.8%	21.8%	8.1%
Q22-2. Increase fire facilities & services	24.5%	40.3%	25.6%	9.6%
Q22-3. Increase economic & business development services	20.9%	34.8%	33.2%	11.1%
Q22-4. Recruit sports expansion teams and/or minor league baseball team to Fayetteville	14.9%	26.9%	34.3%	23.8%
Q22-5. Increase investment in public transit system (FAST)	12.7%	30.3%	36.7%	20.3%
Q22-6. Increase & upgrade parks & recreation facilities	21.9%	38.7%	28.0%	11.5%
Q22-7. Increase construction & maintenance of sidewalks	23.1%	38.6%	28.2%	10.2%
Q22-8. Investments in City's transportation network	23.0%	42.7%	24.4%	9.9%
Q22-9. Increase enforcement of City codes	18.1%	32.6%	35.7%	13.6%
Q22-10. Increase citizen engagement opportunities	18.0%	40.6%	31.7%	9.6%
Q22-11. Development of incentive programs for beautification efforts	20.2%	42.7%	26.7%	10.5%
Q22-12. Increase stormwater infrastructure to address flooding concerns	23.1%	39.7%	28.5%	8.8%

Q26. Approximately, how many years have you lived in Fayetteville?

<u>Q26. How many years have you lived in Fayetteville</u>	<u>Number</u>	<u>Percent</u>
less than 5 years	86	12.9 %
5 to 10 years	108	16.1 %
11-20 years	139	20.8 %
more than 20 years	311	46.5 %
Not provided	25	3.7 %
Total	669	100.0 %

Q27. What is your age?

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	123	18.4 %
35-44 years	160	23.9 %
45-54 years	134	20.0 %
55-64 years	121	18.1 %
65+ years	61	9.1 %
75+ years	45	6.7 %
Not provided	25	3.7 %
Total	669	100.0 %

Q28. How many children under age 18 do you have living in your home?

<u>Q28. How many children under age 18 do you have living in your home</u>	<u>Number</u>	<u>Percent</u>
0	378	56.5 %
1	62	9.3 %
2	38	5.7 %
3 or more	33	4.9 %
Not provided	158	23.6 %
Total	669	100.0 %

WITHOUT NOT PROVIDED

Q28. How many children under age 18 do you have living in your home?

<u>Q28. How many children under age 18 do you have living in your home</u>	<u>Number</u>	<u>Percent</u>
0	378	74.0 %
1	62	12.1 %
2	38	7.4 %
3 or more	33	6.5 %
Total	511	100.0 %

Q29. Do you have access to the Internet?

<u>Q29. Do you have access to internet</u>	<u>Number</u>	<u>Percent</u>
Yes	589	88.0 %
No	67	10.0 %
Not provided	13	1.9 %
Total	669	100.0 %

Q30. Are you active duty military or military dependent?

<u>Q30. Are you active duty military or military dependent</u>	<u>Number</u>	<u>Percent</u>
Yes	103	15.4 %
No	544	81.3 %
Not provided	22	3.3 %
Total	669	100.0 %

Q31. What is your gender?

<u>Q31. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	339	50.7 %
Female	330	49.3 %
Total	669	100.0 %

Q32. Do you own or rent your current residence?

<u>Q32. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	447	66.8 %
Rent	203	30.3 %
Not provided	19	2.8 %
Total	669	100.0 %

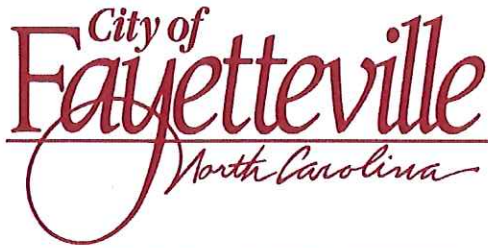
Q33. Which of the following best describes your race/ethnicity?

<u>Q33. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	10	1.5 %
White	284	42.5 %
American Indian/Eskimo	15	2.2 %
Black/African American	287	42.9 %
Hispanic, Latino, or other Spanish ancestry	68	10.2 %
Other	17	2.5 %
None Selected	23	3.4 %
Total	704	

Q34. Would you say your total annual household income is:

<u>Q34. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	133	19.9 %
\$30K to \$59,999	170	25.4 %
\$60K to \$99,999	185	27.7 %
\$100K+	118	17.6 %
Not provided	63	9.4 %
Total	669	100.0 %

Section 4:
Survey Instrument



CITY MANAGER'S OFFICE

October 1, 2015

Dear Fayetteville Citizen,

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

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

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

As the City Manager of Fayetteville, I anticipate 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 black ink, appearing to read "Theodore L. Voorhees", with a long horizontal flourish extending to the right.

Theodore L. Voorhees
City Manager, ICMA-CM

Enclosure

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



CITY OF FAYETTEVILLE RESIDENT SURVEY

Please take a few minutes to complete this survey: your input is an important part of the City of Fayetteville's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Rebecca Rogers-Carter, Strategy and Performance Analytics Director, 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
1.	Overall quality of police protection	5	4	3	2	1	9
2.	Overall quality of fire protection and rescue services	5	4	3	2	1	9
3.	Overall maintenance of City streets	5	4	3	2	1	9
4.	Overall flow of traffic in the City	5	4	3	2	1	9
5.	Overall quality of the public transit system, the Fayetteville Area System of Transit (FAST)	5	4	3	2	1	9
6.	Overall quality of water and sewer utilities	5	4	3	2	1	9
7.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
8.	Overall quality of customer service received from City employees	5	4	3	2	1	9
9.	Overall effectiveness of communication with the public	5	4	3	2	1	9
10.	Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9
11.	Overall appearance of major entryways to the City	5	4	3	2	1	9
12.	Overall effectiveness of Economic and Business Development by 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 numbers below for your top three choices using the numbers from the list in Question 1, or circle NONE.)

1st _____ 2nd _____ 3rd _____ NONE

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
1.	Overall quality of services provided by the City of Fayetteville	5	4	3	2	1	9
2.	Overall image and appearance of the City	5	4	3	2	1	9
3.	Overall police relationship with your community	5	4	3	2	1	9
4.	Overall preparedness to manage development and growth	5	4	3	2	1	9
5.	Overall quality of life in the City	5	4	3	2	1	9
6.	Overall quality of life in your neighborhood	5	4	3	2	1	9
7.	Overall availability of arts and cultural amenities	5	4	3	2	1	9
8.	Overall appearance of major corridors	5	4	3	2	1	9

3. (CONTINUED) 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
9.	Overall Downtown Fayetteville experience	5	4	3	2	1	9
10.	Overall strength of Fayetteville’s economy	5	4	3	2	1	9
11.	Overall availability of employment opportunities in Fayetteville	5	4	3	2	1	9
12.	Overall quality of businesses, services and retail in Fayetteville	5	4	3	2	1	9
13.	Overall availability of sports venues in Fayetteville	5	4	3	2	1	9
14.	Overall affordability of housing in Fayetteville	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.

1. Used a City recreation center YES NO
2. Used a City swimming pool..... YES NO
3. Participated in City athletic programs YES NO
4. Participated in other City recreation programs YES NO
5. Visited a neighborhood or City park YES NO
6. Participated in a community watch program or crime prevention meeting..... YES NO
7. Participated in a public meeting of an appointed board or commission YES NO
8. Attended or viewed a City Council meeting YES NO
9. Ridden the FAST Bus System and/or FASTTRAC! ADA Van System YES NO
10. Attended the Dogwood Festival YES NO
11. Attended the International Folk Festival YES NO
12. Visited the North Carolina Veterans Park YES NO
13. Attended an event at, or visited, Festival Park YES NO
14. Called Code Enforcement YES NO
15. Called or visited the Police Department YES NO
16. Visited Downtown Fayetteville YES NO
17. Used the downtown parking deck YES NO
18. Watched the City show, Fayetteville in 5..... YES NO
19. Used the Fayetteville Regional Airport..... YES NO
20. Used fire protection and rescue services YES NO
21. Contacted the Fayetteville Call Center (433-1FAY)..... YES NO
22. Visited the City’s website YES NO
23. Used FayFixIt YES NO
24. Followed the City’s social media (Facebook or Twitter)..... YES NO
25. Purchased a building permit from the City 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
1.	City efforts to prevent crime	5	4	3	2	1	9
2.	Enforcement of local traffic laws	5	4	3	2	1	9
3.	How quickly police respond to emergencies	5	4	3	2	1	9
4.	The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
5.	City efforts to prevent fires	5	4	3	2	1	9
6.	Enforcement of fire code	5	4	3	2	1	9

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
1.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
2.	When walking alone in your neighborhood at night	5	4	3	2	1	9
3.	When walking alone in the park nearest to your home during the day	5	4	3	2	1	9
4.	When visiting recreation centers	5	4	3	2	1	9
5.	In Downtown Fayetteville	5	4	3	2	1	9
6.	Overall feeling of safety in Fayetteville	5	4	3	2	1	9
7.	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
1.	Quality and condition of City parks and recreation facilities	5	4	3	2	1	9
2.	Quality and condition of greenways and trails in the City	5	4	3	2	1	9
3.	Diversity of City recreation opportunities	5	4	3	2	1	9
4.	Overall quality of the City’s recreation programs and services	5	4	3	2	1	9
5.	Cultural programming (events, concerts, festivals)	5	4	3	2	1	9
6.	Customer service provided by City’s parks and recreation staff	5	4	3	2	1	9
7.	Availability of City parks	5	4	3	2	1	9
8.	Availability of biking trails	5	4	3	2	1	9
9.	Availability of swimming pools	5	4	3	2	1	9
10.	Availability of recreational programming	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 numbers below using the numbers from the list in Question 7, or circle NONE.)

1st _____ 2nd _____ NONE

9. **Code Enforcement:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
2.	Enforcement of mowing on private property	5	4	3	2	1	9
3.	Removal of abandoned or inoperative vehicles from private property	5	4	3	2	1	9
4.	Appearance of houses in your neighborhood	5	4	3	2	1	9
5.	Graffiti removal	5	4	3	2	1	9
6.	Enforcement of the sign ordinance	5	4	3	2	1	9
7.	Enforcement of illegal uses (5.7., property correctly zoned for intended use)	5	4	3	2	1	9
8.	Enforcement of ordinance preventing illegal development activity	5	4	3	2	1	9

10. How responsive is the City to your code enforcement requests for service/complaints? (Check one.)

- ___ (1) Very much
- ___ (2) Somewhat

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

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
1.	Overall quality of new residential development in the City	5	4	3	2	1	9
2.	Overall quality of new commercial development (stores, restaurants, etc.)	5	4	3	2	1	9
3.	How well the City is planning for growth	5	4	3	2	1	9

12. **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
1.	Overall quality of street maintenance and repair	5	4	3	2	1	9
2.	Condition of streets in your neighborhood	5	4	3	2	1	9
3.	Cleanliness of City streets	5	4	3	2	1	9
4.	Condition of street signs and traffic signals	5	4	3	2	1	9
5.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
6.	Condition of sidewalks	5	4	3	2	1	9
7.	Condition of City parks	5	4	3	2	1	9
8.	Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9
9.	How quickly street repairs are made	5	4	3	2	1	9

13. Which **THREE** of the maintenance items listed above do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** Years? (Write in the numbers below using the numbers from the list in Question 12, or circle NONE.)

1st _____ 2nd _____ 3rd _____ NONE

14. **City Utility Services:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means, "Very Satisfied" and 1 means, "Very Dissatisfied."

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Solid waste collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
4.	Loose leaf collection	5	4	3	2	1	9
5.	Containerized yard waste and limb collection	5	4	3	2	1	9
6.	Quality of drinking water	5	4	3	2	1	9
7.	Sewer services	5	4	3	2	1	9
8.	Stream and lake (water-shed) protection	5	4	3	2	1	9
9.	Drainage of City streets	5	4	3	2	1	9

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

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Adequacy of public parking in Downtown Fayetteville	5	4	3	2	1	9
2.	Availability of public transportation services in FAST bus system	5	4	3	2	1	9
3.	Ease of travel by car in the City	5	4	3	2	1	9
4.	Ease of walking in the City	5	4	3	2	1	9
5.	Ease of biking in the City	5	4	3	2	1	9
6.	Overall traffic safety	5	4	3	2	1	9
7.	Timing of traffic signals	5	4	3	2	1	9
8.	Condition and usability of the Fayetteville Regional Airport	5	4	3	2	1	9

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 16-1.]

___(2) No [Go to Question 17.]

16-1. (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
1.	How easy they were to contact	5	4	3	2	1	9
2.	Courtesy of employees	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be answered	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9

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

___ (1) Yes

___ (2) No

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

<i>How would you rate the City of Fayetteville:</i>		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to raise children	5	4	3	2	1	9
3.	As a place to play	5	4	3	2	1	9
4.	As a place to work	5	4	3	2	1	9
5.	As a place to retire	5	4	3	2	1	9
6.	As a place to visit	5	4	3	2	1	9
7.	As a place with a lively downtown	5	4	3	2	1	9
8.	As a partner with its citizens	5	4	3	2	1	9
9.	As a sustainable community	5	4	3	2	1	9
10.	As a City that is moving in the right direction	5	4	3	2	1	9

19. Communication and Engagement: 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
1.	Availability of information about City programs and services	5	4	3	2	1	9
2.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Level of public involvement in local decisions	5	4	3	2	1	9
4.	Usefulness of information available on the City's website	5	4	3	2	1	9
5.	Usefulness of FayFixit web application	5	4	3	2	1	9

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

(Check all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> (01) City Manager’s Weekly Report | <input type="checkbox"/> (09) Local newspapers: Which newspapers? |
| <input type="checkbox"/> (02) City representatives at events or meetings | <input type="checkbox"/> (10) Local radio news: Which stations? |
| <input type="checkbox"/> (03) City produced printed brochures, flyers, posters, postcards, letters, etc. | <input type="checkbox"/> (11) Local television news: Which stations? |
| <input type="checkbox"/> (04) City’s social media: Facebook, Twitter, or YouTube | <input type="checkbox"/> (12) Community blogs or list serves |
| <input type="checkbox"/> (05) The City’s television programming -FayTv7 | <input type="checkbox"/> (13) Paid advertising in local media outlets (Radio/TV/newspapers/magazines) |
| <input type="checkbox"/> (06) Live televised City Council meetings | <input type="checkbox"/> (14) Other community websites |
| <input type="checkbox"/> (07) 1-Fay Call Center (433-1FAY) | <input type="checkbox"/> (15) Billboards |
| <input type="checkbox"/> (08) City website (www.ci.fayetteville.nc.us) including all sub-websites: Police, Fire, Parks and Recreation, Transit and Airport | |

21. Which THREE sources of information listed in #20 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, or circle NONE.)*

1st _____ 2nd _____ 3rd _____ NONE

22. Additional Revenues: Using a scale of 1 to 4, where 4 means “Very Willing” and a 1 means “Not Willing,” please indicate how willing you would be to support additional funding that would:

<i>How willing would you be to support additional funding for:</i>		Very Willing	Willing	Not Sure	Not Willing
1.	Increase police facilities and services	4	3	2	1
2.	Increase fire facilities and services	4	3	2	1
3.	Increase economic and business development services (i.e. fund activities and/or incentives to attract or expand industries/businesses)	4	3	2	1
4.	Recruit sports expansion teams and/or minor league baseball team to Fayetteville	4	3	2	1
5.	Increase investment in the public transit system (FAST)	4	3	2	1
6.	Increase and upgrade parks and recreation facilities	4	3	2	1
7.	Increase construction and maintenance of sidewalks	4	3	2	1
8.	Investments in the City’s transportation network (i.e. improvements to corridors, roads, bridges)	4	3	2	1
9.	Increase enforcement of City codes	4	3	2	1
10.	Increase citizen engagement opportunities	4	3	2	1
11.	Development of incentive programs for beautification efforts (i.e. landscaping, green spaces)	4	3	2	1
12.	Increase stormwater infrastructure to address flooding concerns	4	3	2	1

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. [Optional] What is the main issue you think the City of Fayetteville will face over the next five years?

26. Approximately how many years have you lived in Fayetteville? _____ years

27. What is your age? _____ years

28. How many children under age 18 do you have living in your home? _____ children

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

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

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

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

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

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

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

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

35. 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.

This concludes the survey. Thank you for your time!

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

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