



EXECUTIVE SUMMARY

City of Fayetteville
Citizen Engagement - Strategic Planning Sessions
January 8, 2015, Smith Recreation Center
February 3, 2015, Lake Rim Recreation Center



Executive Summary

The City of Fayetteville hosted two community café conversations. Approximately 100 residents attended the two events from all parts of the City. The purpose of this meeting was to seek input from the citizens about their priorities for Fayetteville. The results of this meeting will be used as a source of information for the City Council retreat for priorities. The citizens reviewed the goals the City Council established:

-  Goal 1: A safe and secure community.
-  Goal 2: Strong, diverse local economy.
-  Goal 3: High quality build environment.
-  Goal 4: A desirable place to live, work and recreate.
-  Goal 5: Sustainable organization capacity.
-  Goal 6: Citizen engagement and partnerships.



Citizen Priorities

Through table discussions and group voting, the participants identified the following priorities for the City Council to consider:

-  • HIGHEST PRIORITY: Diversifying the economy and spurring job growth.
-  • Increasing police involvement in the community as it relates to crime reduction, youth programs and violence prevention programs.
-  • More recreational activities and green space: parks, pools, amusement park, outlet mall, river walk, golf, museums, concerts
-  • More resources for homeless population; reduce poverty and unemployment; affordable housing
-  • Safe transportation infrastructure; increase walkability with trails, sidewalks and bus shelters.
-  • Great infrastructure makes a great city; infrastructure for streets (physical attributes such as lighting and medians)
-  • Focus on community beautification: Edible landscaping. Clean up abandoned buildings
-  • Need to focus on all of city, not just downtown
-  • Involve citizens; advertise city services and build social capital in the community. City response to inquiries needs to be timely.
-  • Cooperate across government agencies in area, less “fighting”

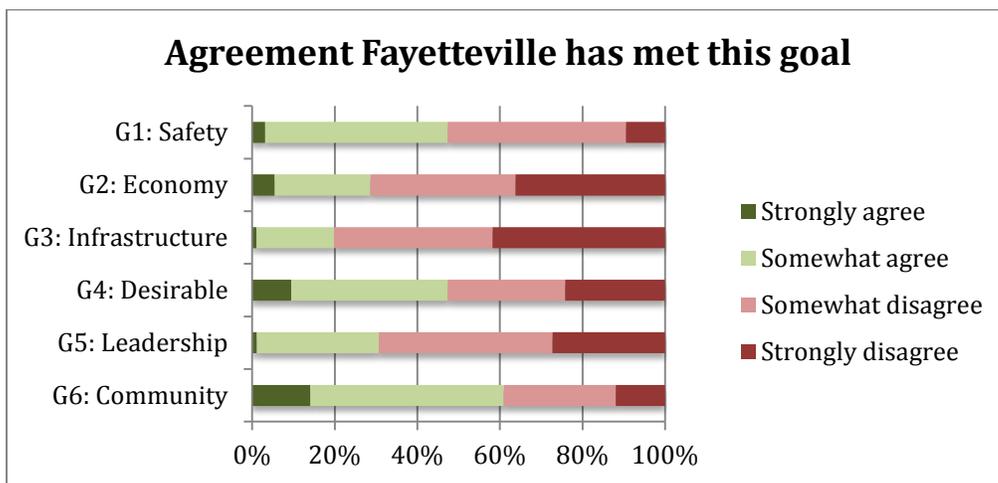
Performance Monitoring

The participants also expressed support for the City’s efforts to monitor performance and share information transparently on the website.

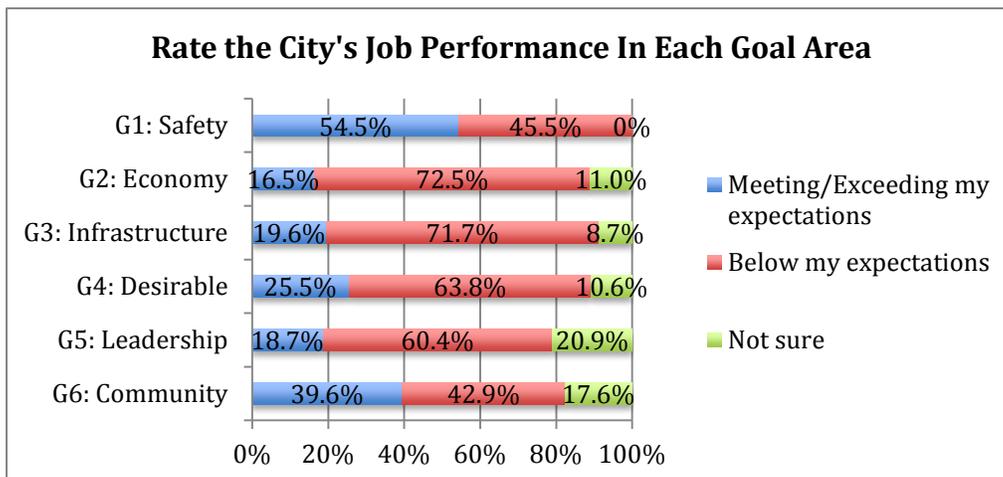
- 87% said it was important to make performance data available online
- 96.7% said they would visit a performance website at least once per year; 44.4% said they would visit a performance website more than five times per year.
- 54% said they thought the City should make a moderate investment (\$50,000-\$100,000) to make the data more readily available.

Overall Ratings

Participants were asked to rate how much they agreed that Fayetteville has achieved its goals. A summary of their responses is shown in the graph below. Overall, Goal 6 (Strong Community Connections) and Goal 1 (Safe and Secure) received the most positive responses. Goal 3 (Built environment/infrastructure) received the lowest level of agreement.



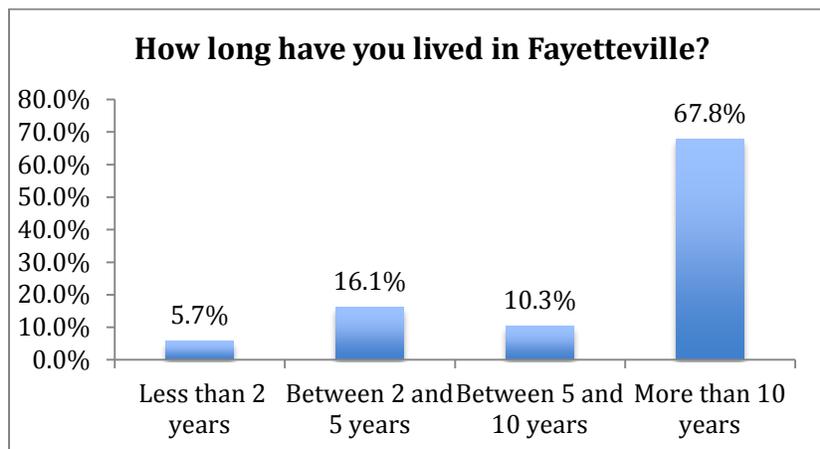
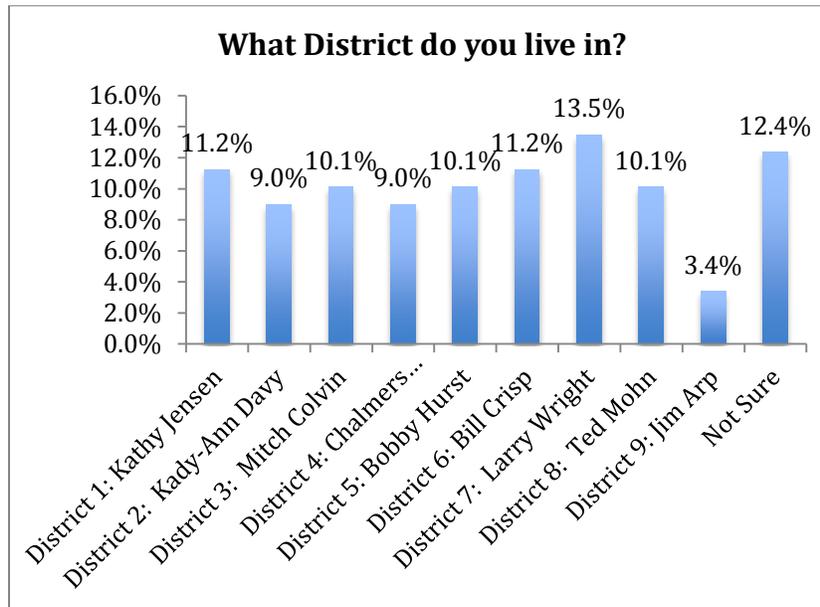
Participants were also asked to rate the City's job performance in each goal area. Goal 1 (Safe and Secure) and Goal 6 (Strong Community Connections) received the highest ratings. All other goal areas received low ratings.



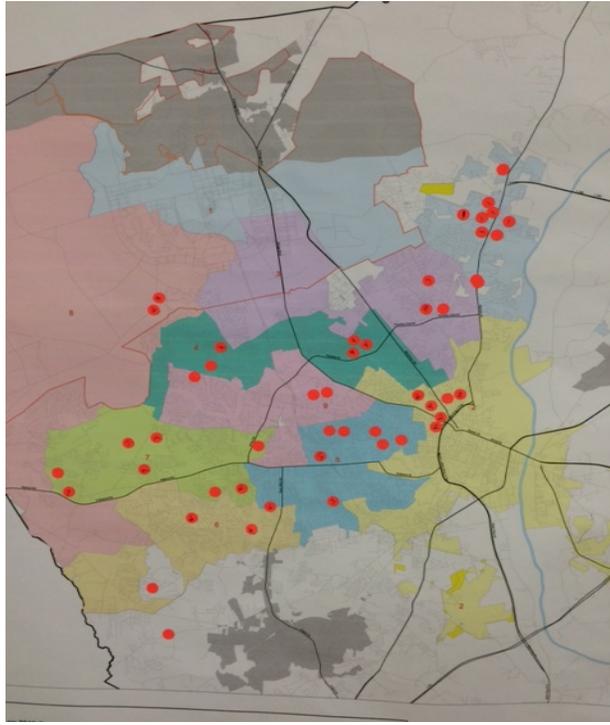
Detailed Responses

Detailed graphs for each question follow, summarizing the responses from both café sessions.

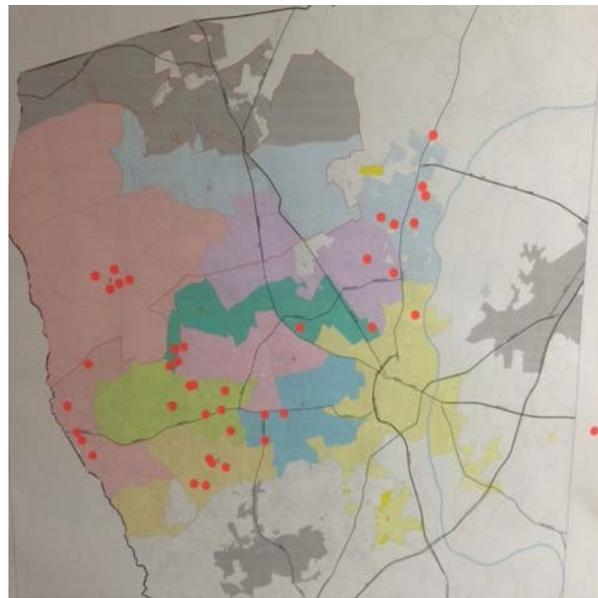
Detailed summaries of the ideas and conversations that occurred at each meeting were produced as separate documents.



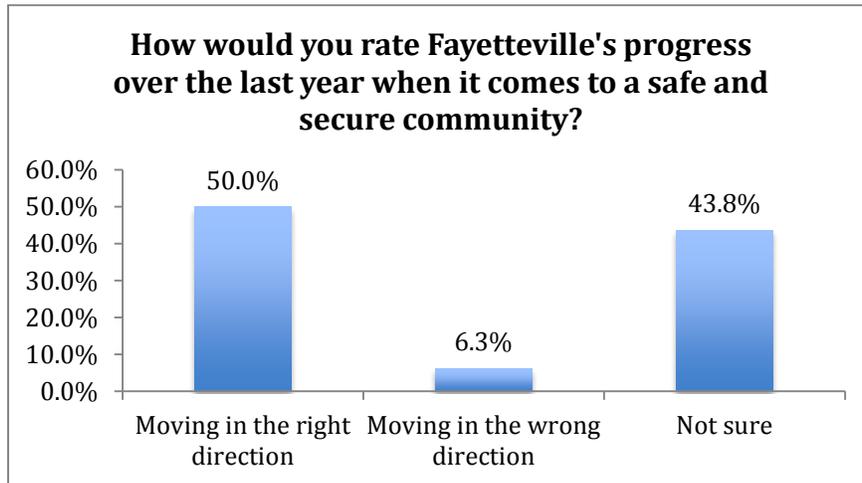
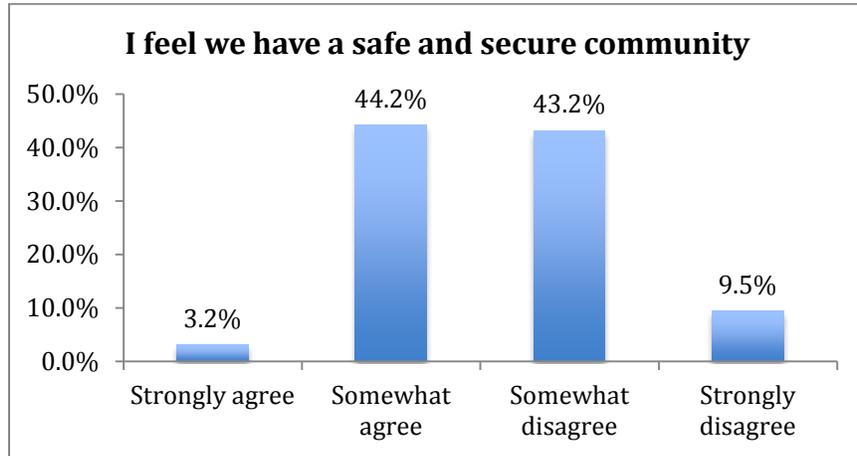
**Map Representing Where the Citizens
Participating in Jan 8th Planning Meeting Reside**



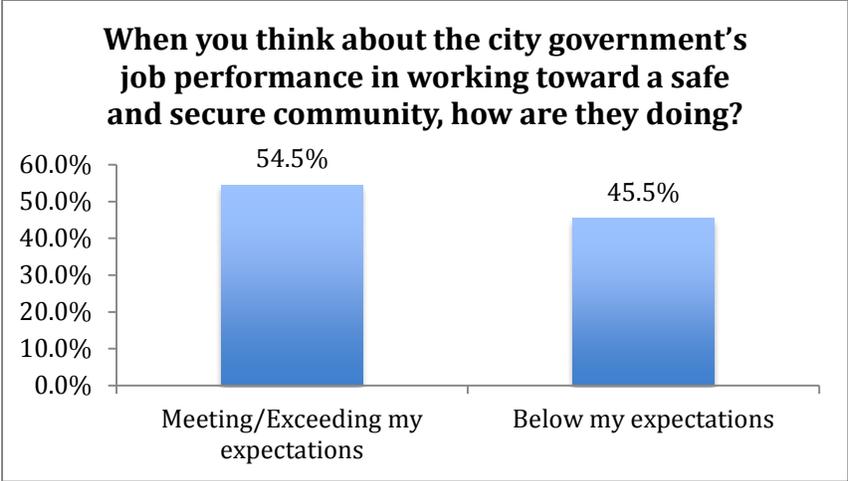
**Map Representing Where the Citizens
Participating in Feb 3rd Planning Meeting Reside**



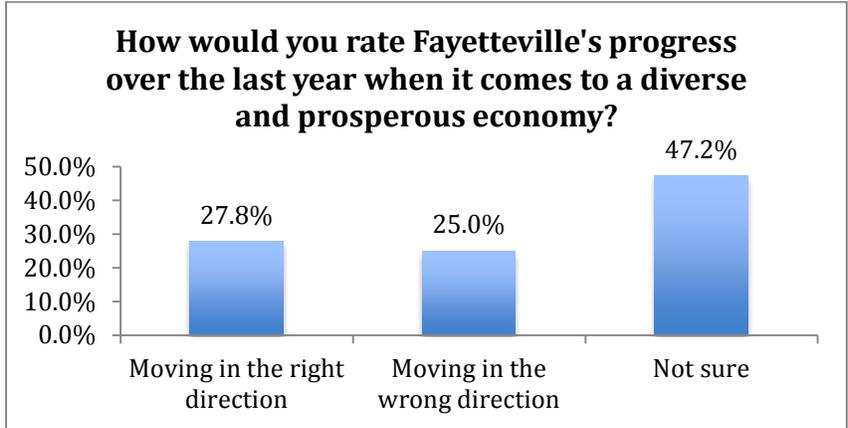
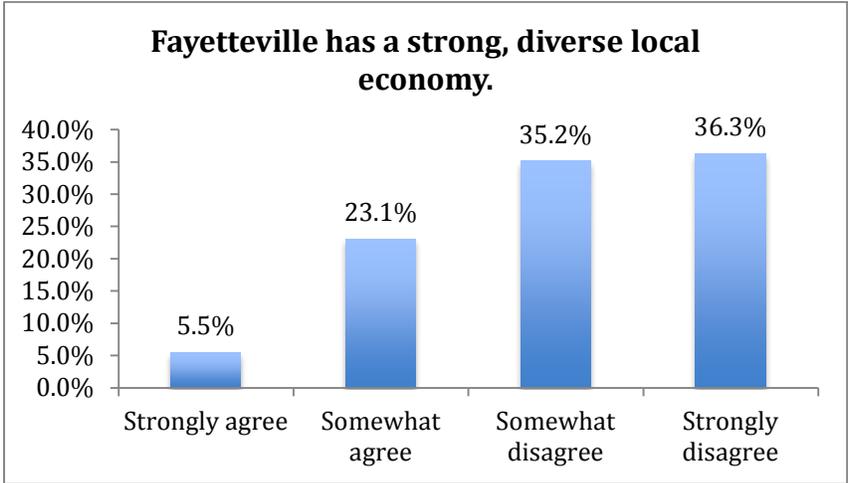
Goal 1: The City of Fayetteville will be a safe and secure community.



Note: this question was only asked at the February Café.

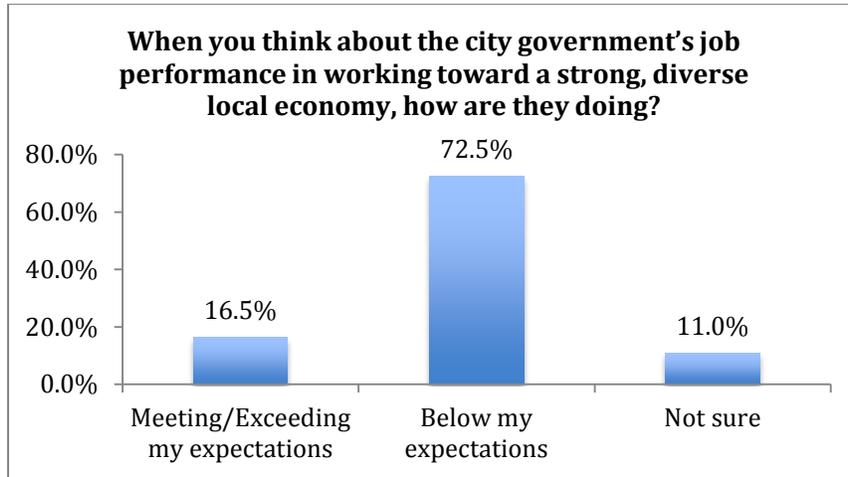


Goal 2: Fayetteville has a strong, diverse local economy



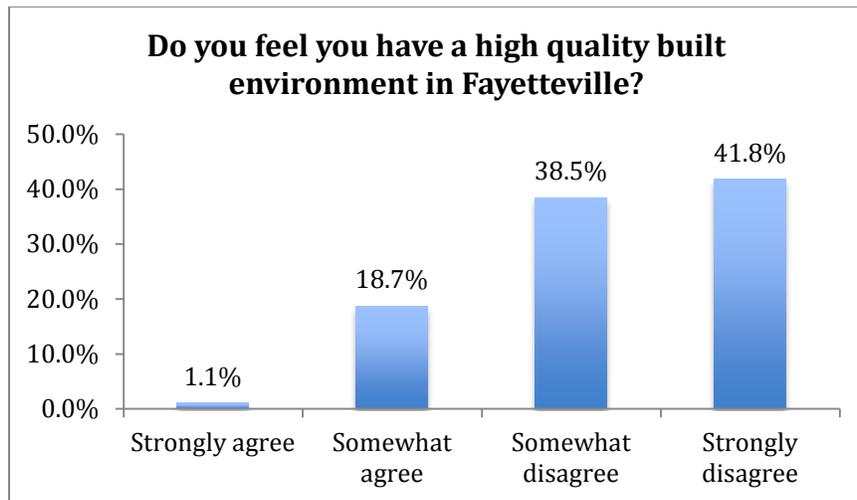
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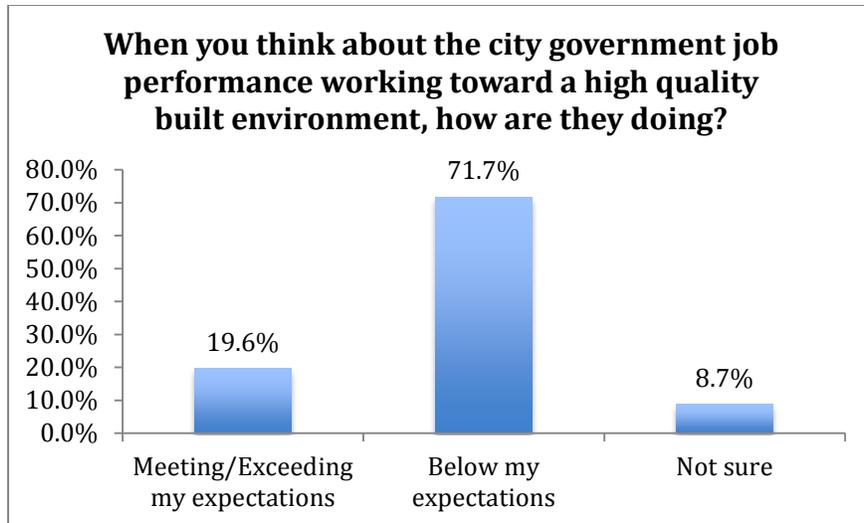




Note: "Not Sure" was only a response offered at the February Café.

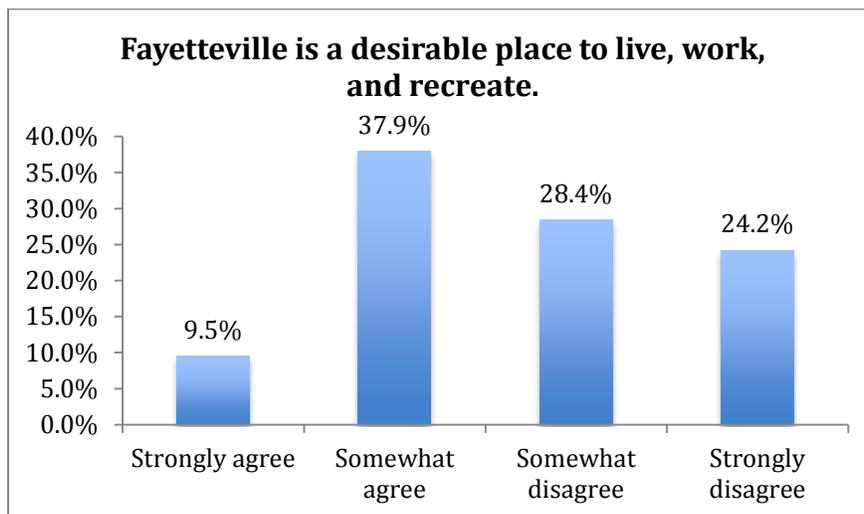
Goal 3: The City of Fayetteville will be designed to include vibrant focal points, unique neighborhoods, and high quality, effective infrastructure.

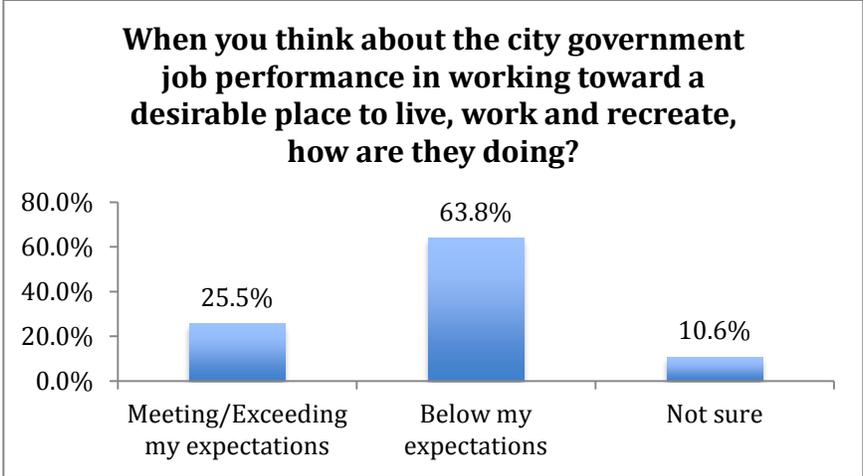




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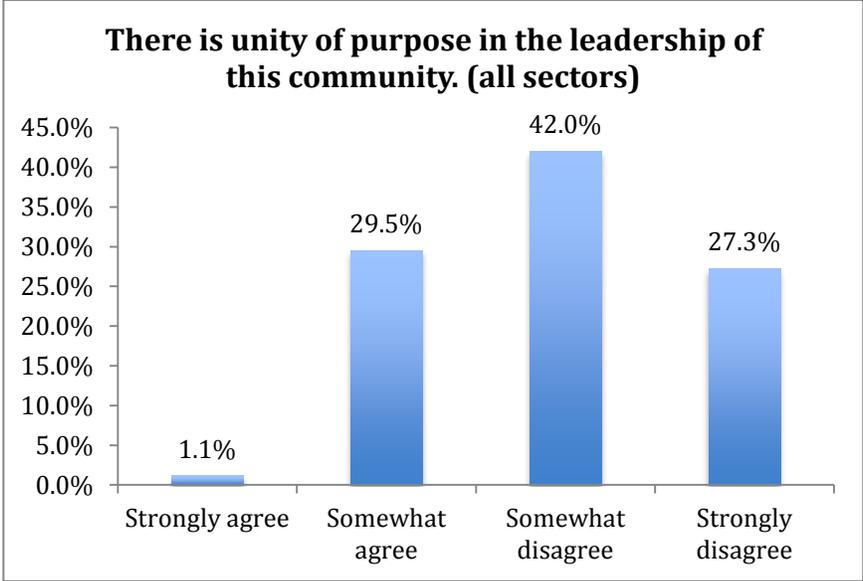
Goal 4: The City of Fayetteville will be a highly desirable place to live, work and recreate with thriving neighborhoods and a high quality of life for all citizens.

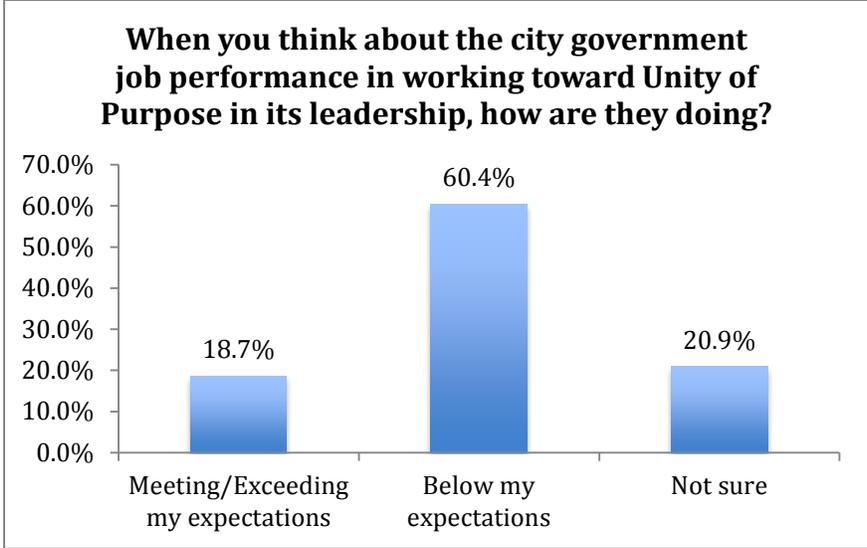




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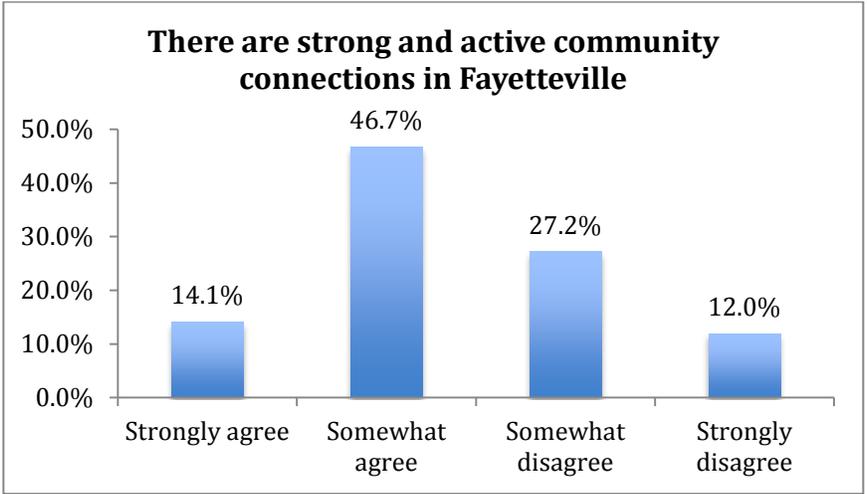
Goal 5: The City of Fayetteville will have unity of purpose in its leadership, and sustainable capacity within the organization.



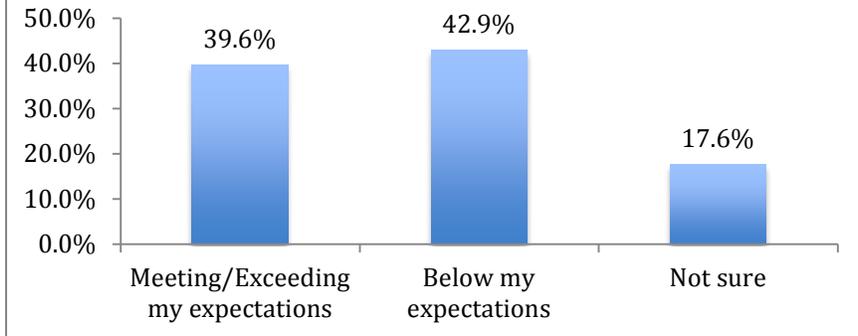


Note: "Not Sure" was only a response offered at the February Café.

Goal 6: The City of Fayetteville will develop and maintain strong and active community connections.



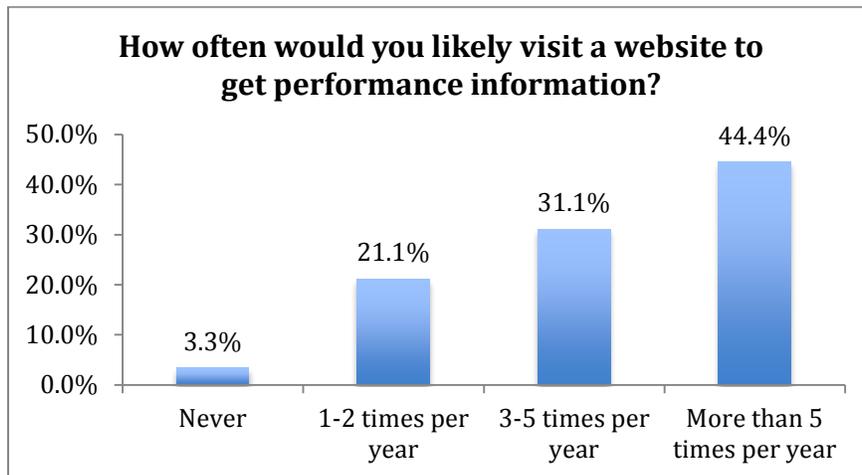
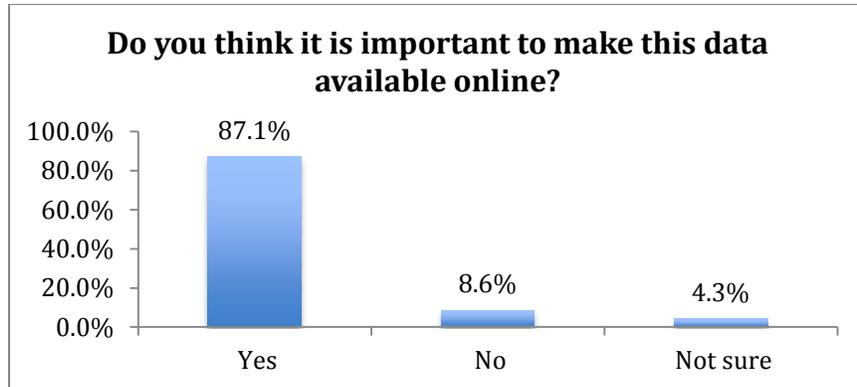
When you think about the city government's job performance in working toward developing and maintaining strong and active community connections, how are they doing?



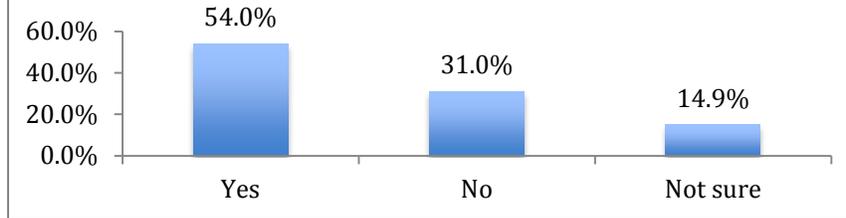
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Performance Measures and Transparency

Citizens were shown a few sample websites from Fayetteville, Durham, NCDOT and Los Angeles that display how different government organizations report performance. It was noted that the top of the line websites can cost in excess of \$1 million to develop. The City of Fayetteville currently shares information on the website, but it is a report that can be downloaded. Participants were asked:



The City has a \$155 million budget. Do you think it is important for the city to make a moderate investment (of \$50,000 to \$100,000) to have performance results readily available



A Community Café Conversation

You Are Invited - Thursday, Jan. 8 6-8 p.m.

Smith Recreation Center, 1520 Slater Avenue

An opportunity to provide input into the City's Strategic Plan. What are the top priorities for the City of Fayetteville? What does success look like? How can the City promote transparency and accountability for results?



Registration is limited to 60 participants.
Reserve your seat today!
Contact: Tonya Coleman at 433-1474 or
Tonya.Coleman@ci.fay.nc.us



A Community Café Conversation

You Are Invited - Tuesday, Feb. 3 6-8 p.m.

Lake Rim Recreation Center, 1455 Hoke Loop Road

An opportunity to provide input into the City's Strategic Plan. What are the top priorities for the City of Fayetteville? What does success look like? How can the City promote transparency and accountability for results?



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