

**The Office of Strategy and Performance Analytics
 Café Conversation Citizen Engagement Event
 January 17, 2017, 6:30pm – 8:30pm
 Kiwanis Recreation Center, 352 Devers Street**

Purpose

The City of Fayetteville hosted a Café Conversation citizen engagement event on Tuesday, January 17, 2017, at the Kiwanis Recreation Center on Devers Street. The purpose of the event was to gather public opinion on how the City has performed in the last year in relation to the City’s six strategic goals and to identify those strategic goal objectives on which the City should concentrate in the coming year. Over 80 residents participated, a record turnout for a Café Conversation. All City Council districts were represented as were all age groups of citizens. There was also diversity within the group as to the length of time participants had lived in Fayetteville.

(See Appendix A)



Methodology

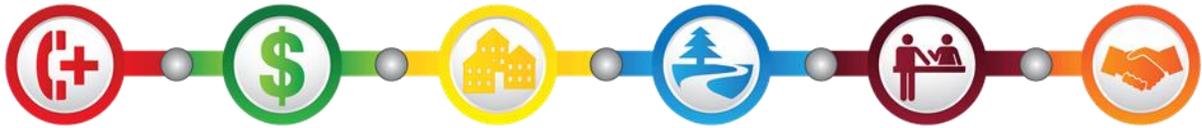
Residents were given a brief overview of the City of Fayetteville’s strategic planning process and the City’s six strategic goals before being electronically polled to gather their opinions on how the City has performed in the last year in relation to those goals. Residents were asked, per goal, if they agreed or disagreed that overall the City is meeting the goal, if the City is moving in the right direction to achieve the goal, and if the City is meeting resident expectations in relation to the goal. In the second half of the event, each resident was asked to review the strategic goals and the related goal objectives and then to prioritize the three goal objectives on which the City should focus its efforts in the coming year. Each resident was also asked to brainstorm one project per prioritized goal objective that he/she would like to see accomplished in the next year. Residents were then asked to collaborate at their tables to develop a three item list per table of prioritized goal objectives and associated projects. These table lists were then posted in the room and residents were asked to indicate visually with an adhesive dot which three projects, out of all the projects developed by the table groups, were their three highest priority projects.

The Strategic Plan Framework



The City’s Goals





Past Performance Results

- Goal I: Safe and Secure Community
- Goal II: Diverse and Viable Economy
- Goal III: High Quality Built Environment
- Goal IV: Desirable Place to Live, Work, and Recreate
- Goal V: Sustainable Organizational Capacity
- Goal VI: Citizen Engagement and Partnerships

Surveys of how the City performed in the past year were encouraging. Residents thought the City was moving in the right direction on all six of the strategic goals with the percentage selecting “moving in the right direction” increasing for all six goals compared to the Café Conversation conducted one year ago. Residents were the least sure the City is moving in the right direction on Goal II and Goal III. Most residents agreed or strongly agreed the City is achieving its aims for Goals I, V, and VI. They disagreed or strongly disagreed about goal achievement for Goals II, II, and IV with the strongest disagreement coming in response to Goal III.

However, these results are improved from responses collected at last year’s event as well. When asked if the City was meeting expectations of residents, the majority indicated the City is meeting or exceeding expectations for Goals I, IV, V, and VI. They indicated the City is not meeting expectations for Goals II and III. Again, these results are better than those collected last year. (See Appendix B)



Priorities for the Future

Looking at where residents would like the City to concentrate resources in the coming year, **Goal I, Objective A** was prioritized as the most important objective on which to focus. This objective speaks to reducing crime and improving the public’s perception of safety in the community. Projects connected to this goal and objective focused on *increasing police presence and patrols in neighborhoods and expanding the number of community watch groups*.



Second in priority were **Goal II, Objectives B and C**. These objectives deal with job creation, job training, job diversity, and per capita income. Projects listed along with this objective spoke to *creating more jobs and creating more opportunities for residents to train for jobs that match industry needs in the community*.



Third in priority were **Goal IV, Objectives A and B** which deal with quality of life issues such as *recreational opportunities, community cleanliness and beautification, and green spaces*. Residents expressed an interest in seeing more walking/biking trails and more accessible green space in the community.

The fourth priority was **Goal IV, Objectives E and F**. These objectives are somewhat interrelated in that they speak to housing issues in the community, both *affordable housing for low-income residents and transitional housing for the homeless*. Projects connected with these objectives concentrated on increasing the stock of affordable and transitional housing and on accelerating the City's neighborhood revitalization efforts. (See Appendix C)



Analysis

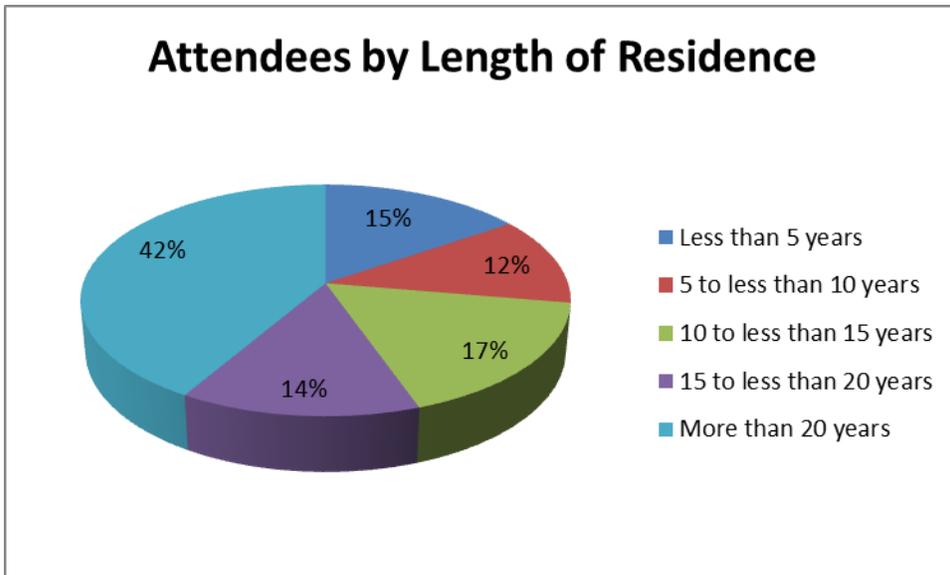
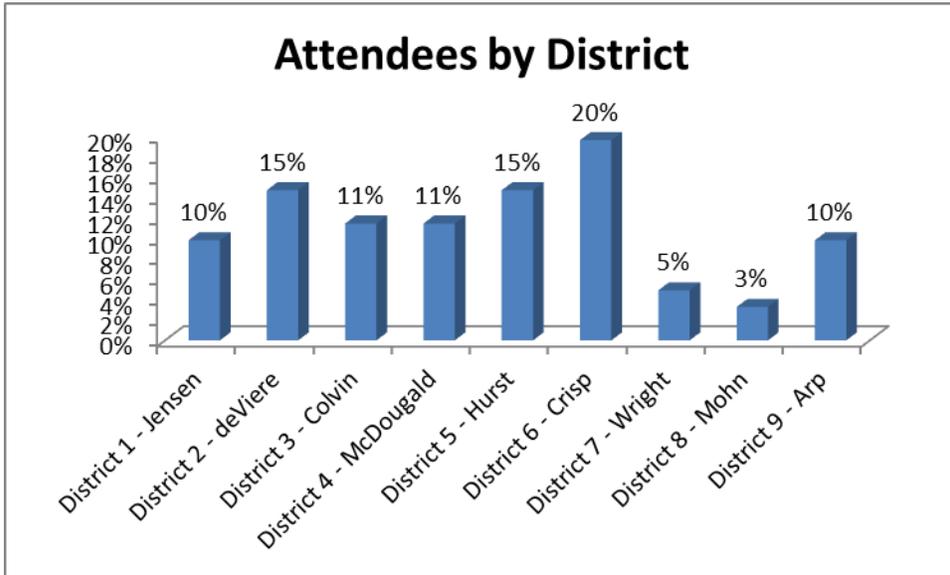
The results of the Café Conversation citizen engagement event point to two key themes on the minds of residents – **Peace and Prosperity**.

Residents continue to focus on safety and job prospects as key issues in the community. It is interesting to note that the majority of comments dealing with public safety did not focus on reducing crime, but rather on the *visibility of police personnel in the neighborhoods followed closely by a desire for more community watch groups*. In terms of the economy, residents are overwhelmingly concerned with *job growth in higher wage industries than currently exist in the community and increased job training so that local people might fill existing job needs in the community*. They also expressed great concern about the ability of the lowest wage citizens and the *homeless to find adequate shelter so that these people might improve their quality of life*. Quality of life for all residents was evident in the emphasis attendees put on *maintaining a clean, beautiful community with adequate green spaces*.

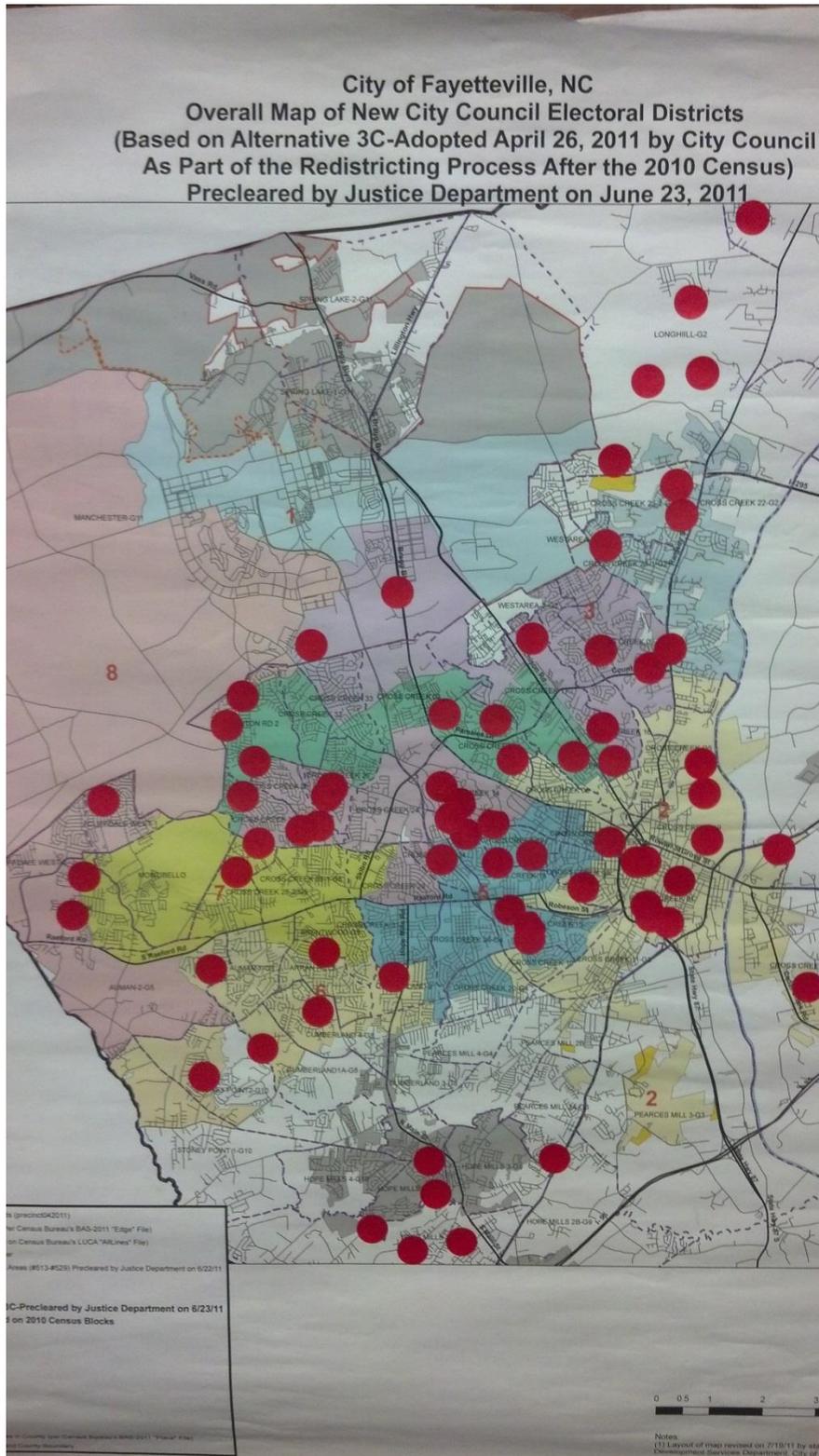
It is worth noting that residents, when evaluating past performance, most strongly feel the City is farthest behind in meeting the objectives of Goal III, but they prioritized other objectives ahead of the objectives of this goal when looking to the future. This may indicate that until the most basic needs of safety and the ability to provision for themselves through employment are met, the desire for improved City infrastructure may linger hidden in the background, regardless of how inadequate residents feel it is.

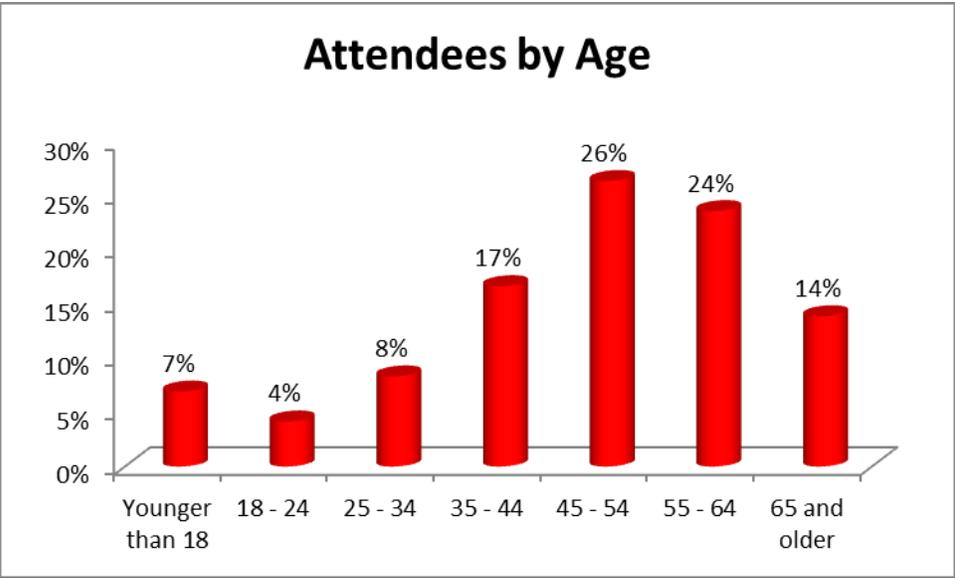
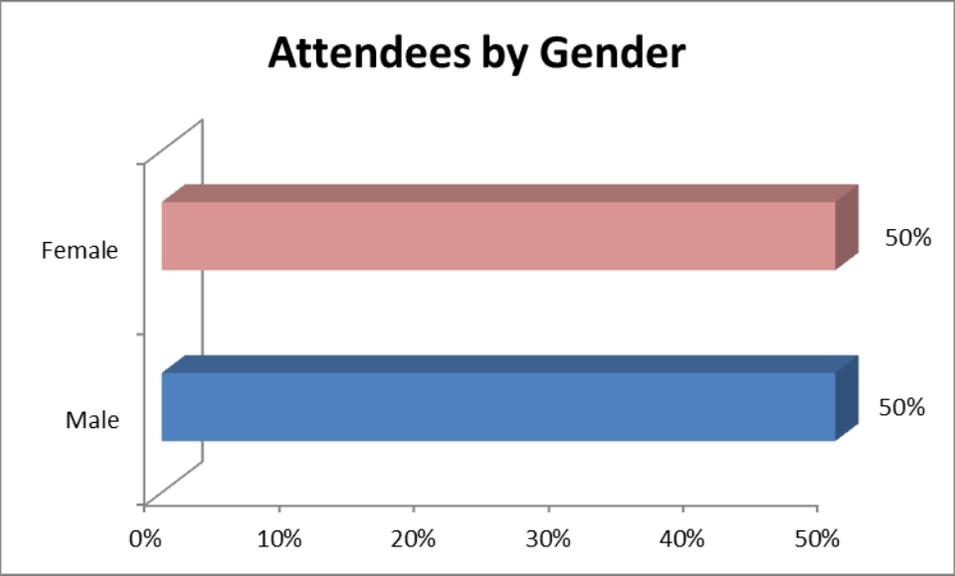
Finally, an analysis of the general themes coming from 2017 Café Conversation's *validates City Council's policy direction*. However, it is clear from the results that residents have a higher expectation on the effectiveness and efficiency of service delivery. Resident's strategic priorities hold steady and consistent, but they feel the City must accelerate the pace of project delivery and communicate results more effectively.

Appendix A
Demographics



City map with locations of attendees





Appendix B
Survey Questions and Results

Goal I

1. I feel we have a safe and secure community.
2. Rate the City's progress over the last year when it comes to a safe and secure community.
3. Rate City Government's job performance in relation to a safe and secure community.

Goal II

1. I feel we have a strong, diverse local economy.
2. Rate the City's progress over the last year when it comes to a strong, diverse local economy.
3. Rate City Government's job performance in relation to a strong, diverse local economy.

Goal III

1. I feel we have high quality infrastructure, intelligent urban planning, and effective community development.
2. Rate the City's progress over the last year when it comes to infrastructure, urban planning, and community development.
3. Rate City Government's job performance in relation to infrastructure, urban planning, and community development.

Goal IV

1. I feel that Fayetteville has adequate public transportation, sufficient parks and recreation facilities, and effective solid waste collection.
2. Rate the City's progress over the last year when it comes to public transportation, parks and recreation, and solid waste collection.
3. Rate City Government's job performance in relation to public transportation, parks and recreation, and solid waste collection.

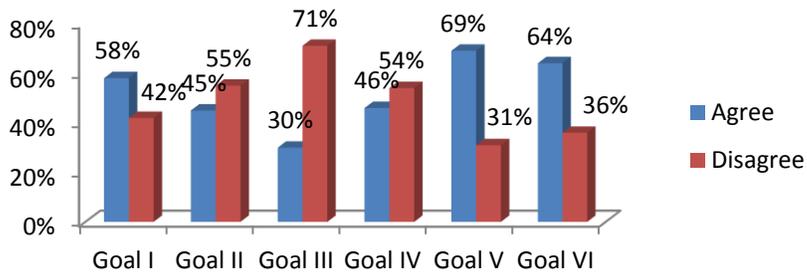
Goal V

1. I feel that City Government has unity of purpose and sustainable capacity.
2. Rate City Government's progress over the last year when it comes to unity of purpose and sustainable capacity.
3. Rate City Government's job performance in relation to unity of purpose and sustainable capacity.

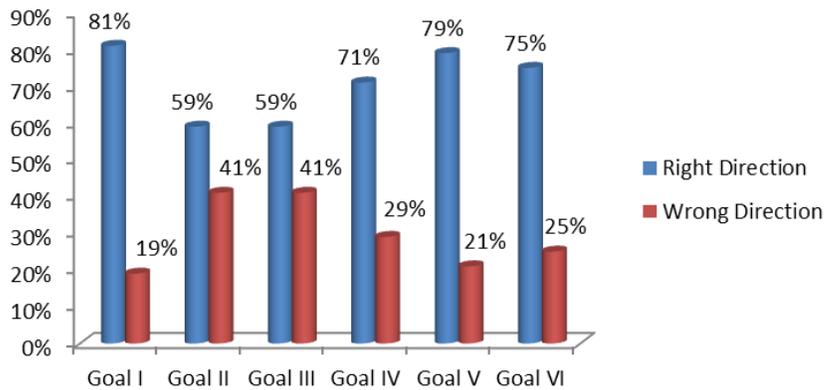
Goal VI

1. I feel that City Government has strong and active community connections and communicates well with residents.
2. Rate City Government's progress over the last year when it comes to maintaining strong, active community connections and communicating well with residents.
3. Rate City Government's job performance in relation to strong, active community connections and communicating well with residents.

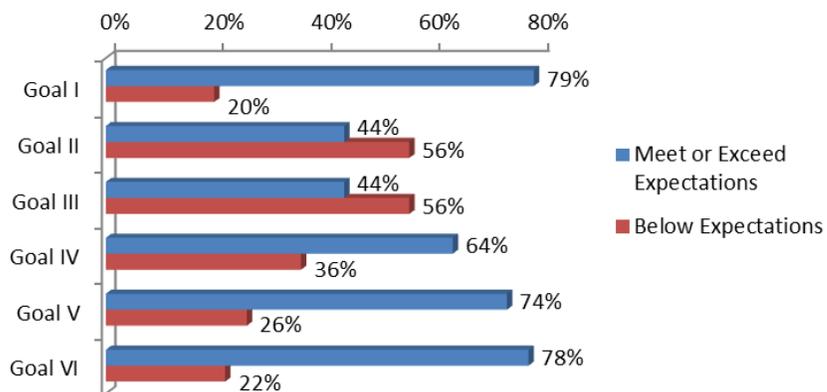
Feeling That We Have Accomplished Our Goals



Progress Over The Last Year

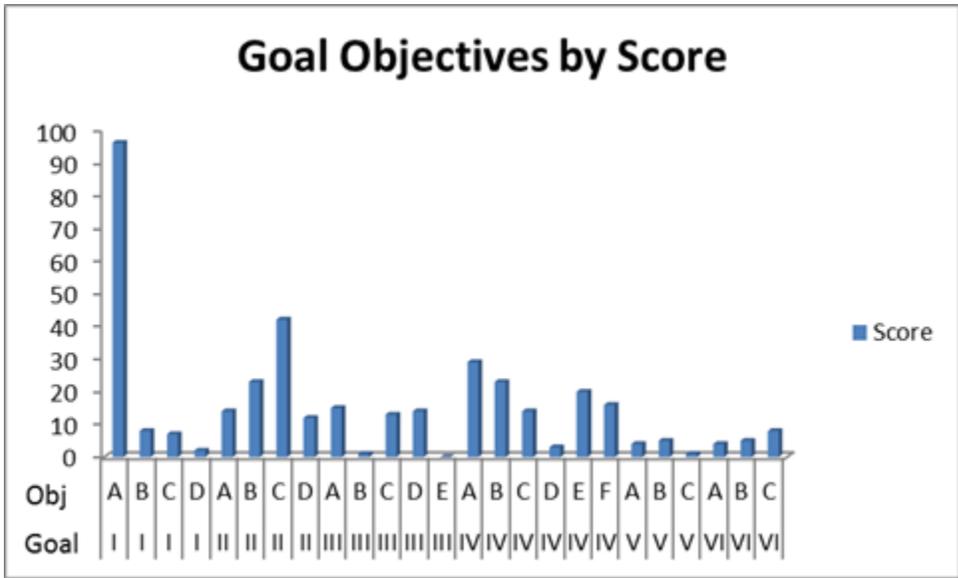


City Performance In Goal Areas



Appendix C
Attendee Scores for Goals and Objectives

Attendees were asked to list, in priority order, the three top goal objectives on which the City should focus in the coming year. If an attendee listed a goal objective as their top priority, that goal objective scored three points. If an attendee listed a goal objectives as their second most important priority, that goal objective scored two points. Third place goal objectives received one point. The following graph shows the point totals for each goal objective.



Specific projects/improvements residents would like to see completed in the next year include:

- Increase the number of community/neighborhood/business watch groups
- Promote Fayetteville as an economic destination via collaboration with the County, the Chamber of Commerce, and the Fayetteville/Cumberland Economic Development Corporation, increasing more available jobs for residents
- Increase the stock of and access to affordable and transitional housing, including an establish a homeless day care center
- Step up code enforcement activity
- Increase the number of walking/biking trails and the amount of accessible green space

