# City of Fayetteville 2015 Resident Survey Findings

Presented by
*ETC Institute*

January 2016

## Demographics: Gender, Race and Hispanic Ancestry

| Category | Census | Survey |
|---|---|---|
| Male | 48% | 51% |
| Female | 52% | 49% |
| | | |
| White | 46% | 43% |
| Black/African American | 42% | 43% |
| Asian | 3% | 2% |
| American Indian/Eskimo | 1% | 2% |
| Hispanic | 10% | 10% |
| | | |

Good Representation By Gender, Race and Hispanic Ancestry

# Bottom Line Up Front

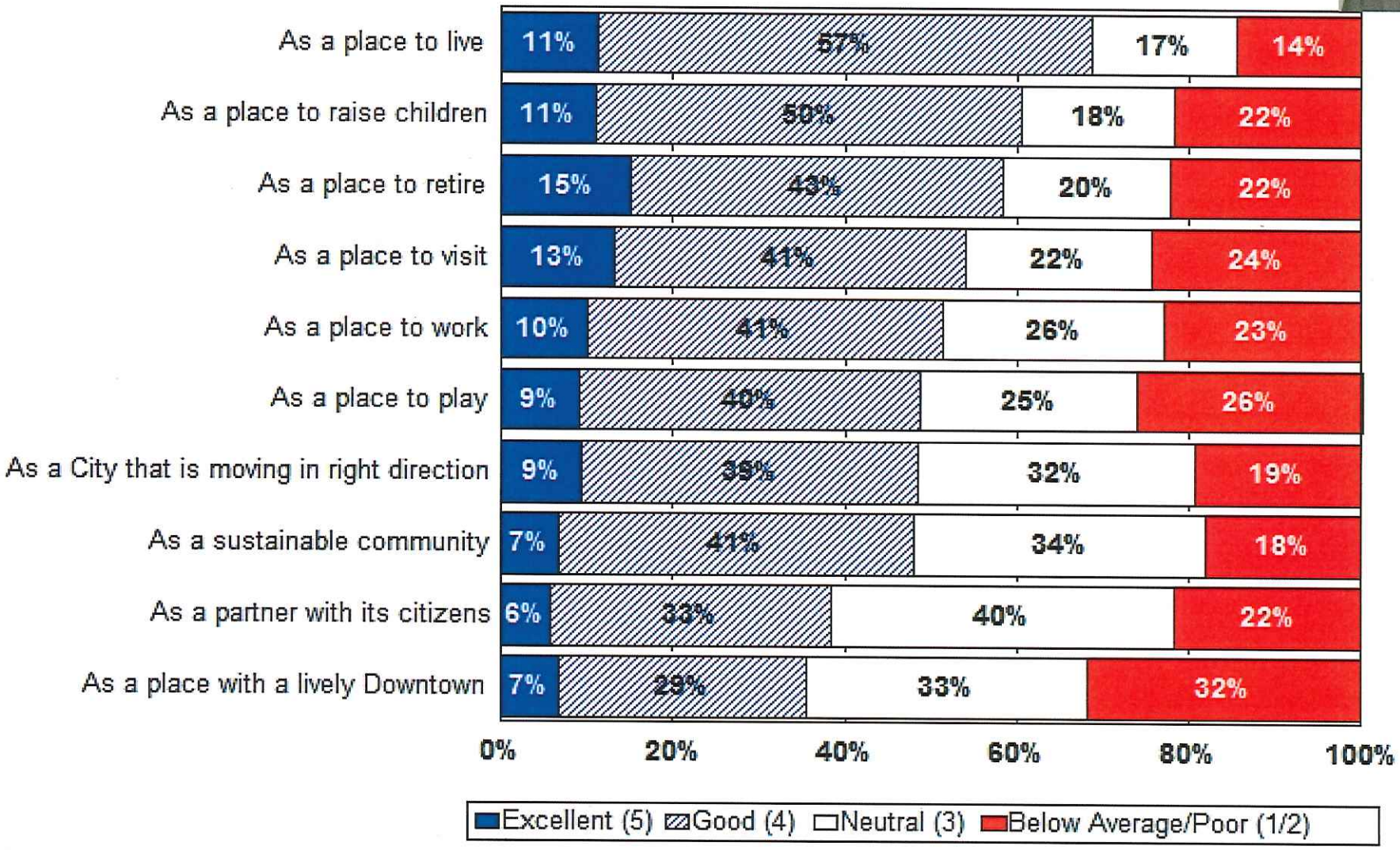
- Residents Generally Have a Positive Perception of the City
- Overall Satisfaction has stayed about the same since 2013
- Satisfaction with Most City Services is about the Same Throughout the City
- In order to improve overall satisfaction with City services, the City of Fayetteville should emphasize the following areas:
  - Traffic flow
  - Maintenance of City streets
  - Economic & Business Development
  - Police services

## *Major Finding #1*

# Residents Generally Have a Positive Perception of the City

# Q18. Overall Ratings of the City

by percentage of respondents (excluding don't knows)

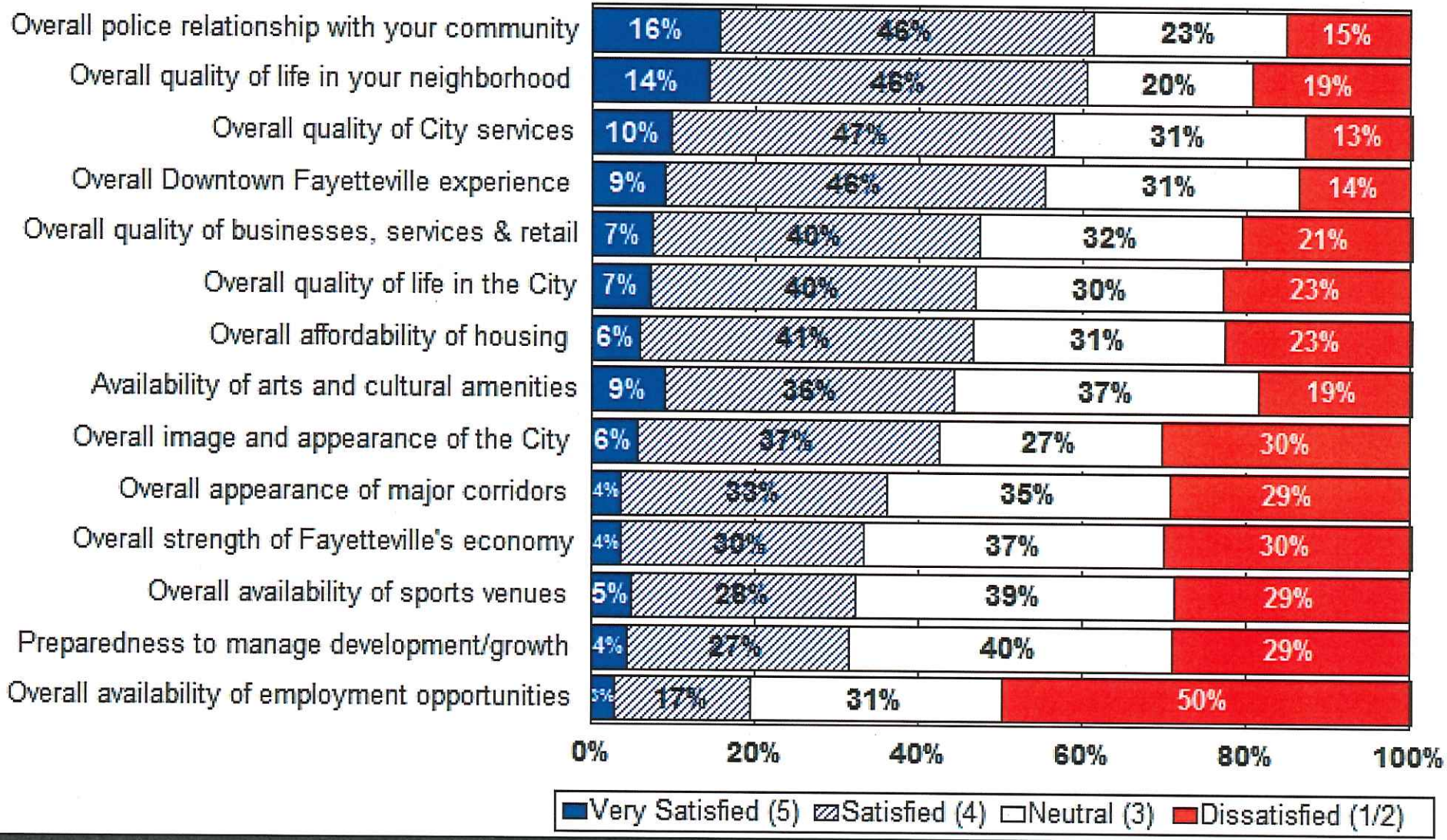



*Source: ETC Institute (2015 City of Fayetteville Resident Survey)*

**The Ratio of Positive (Blue) to Negative (Red) Ratings Was Greater than 1.0 in All Areas**

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

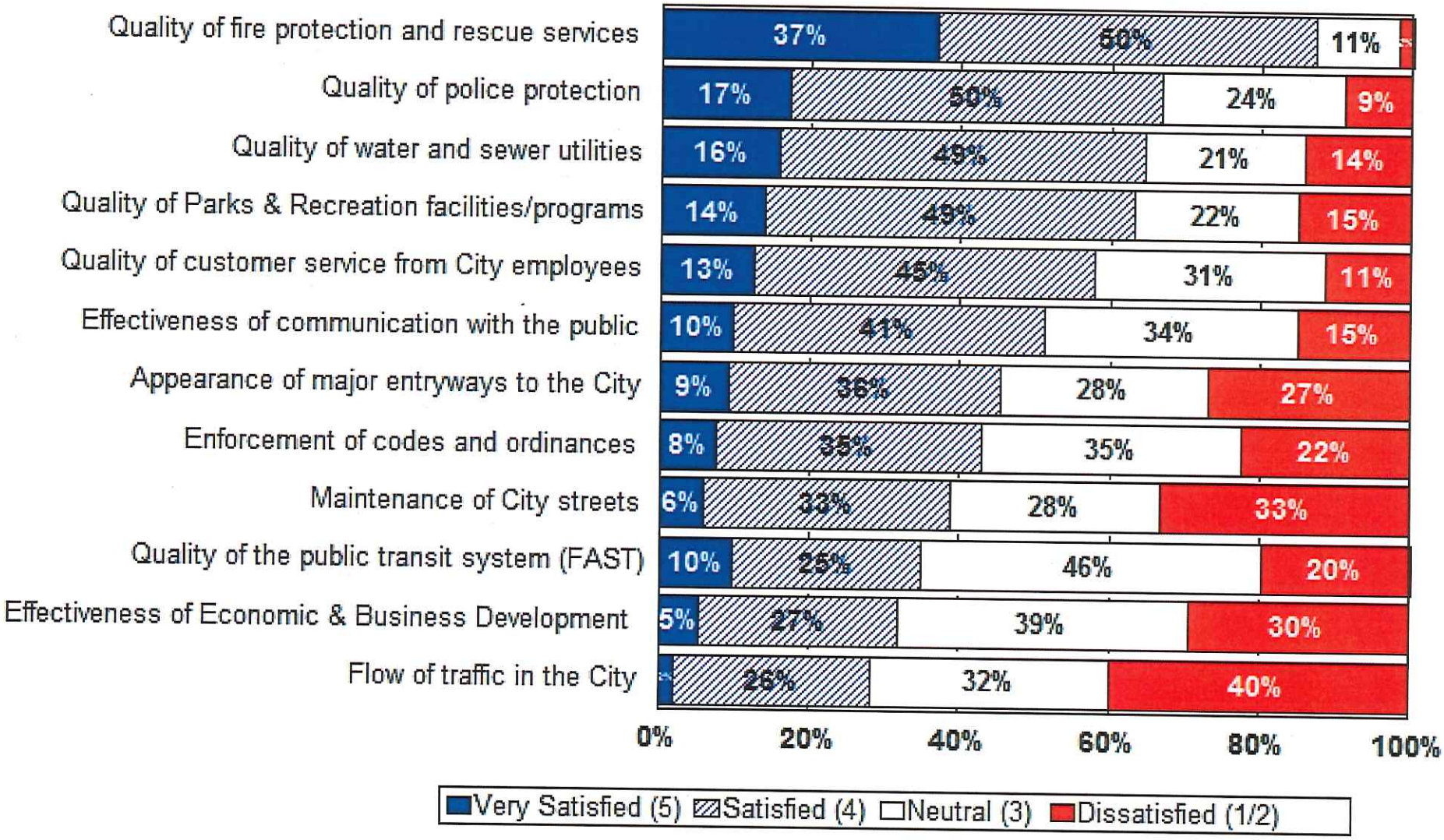
by percentage of respondents (excluding don't knows)




**Only 13% of Residents Were Dissatisfied With the Overall Quality of City Services Provided**

# Q1. Satisfaction With Major Categories of City Services

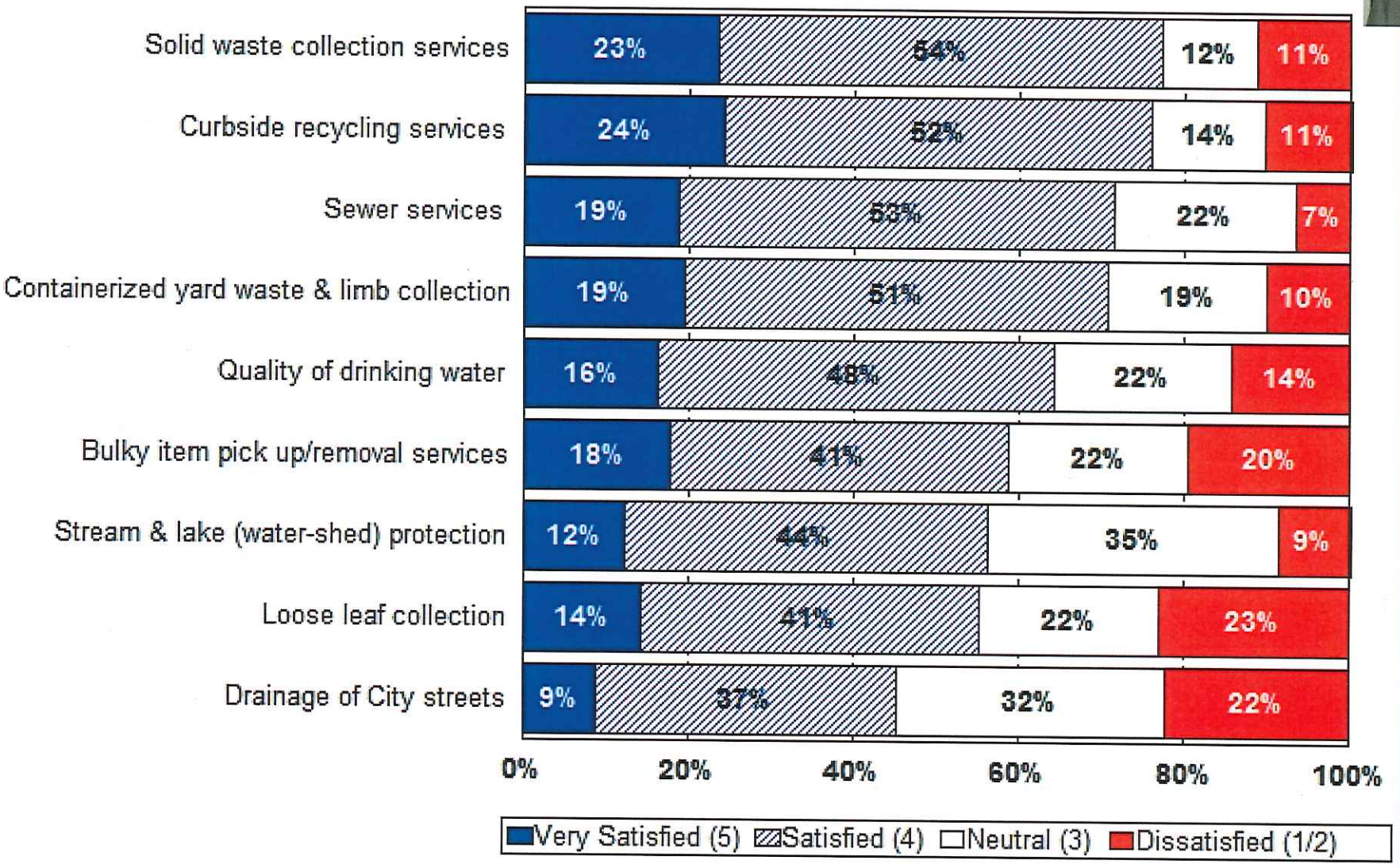
by percentage of respondents (excluding don't knows)




**With the Exception of the Flow of Traffic in the City, Fewer than One-Third of those Surveyed Were Dissatisfied with Any of the Major City Services That Were Rated**

# Q14. Satisfaction with City Utility Services

by percentage of respondents (excluding don't knows)




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

**Fewer than One-Fourth of those Surveyed Were Dissatisfied with Any of the City Utility Services That Were Rated**

## *Major Finding #2*

While There Are Some Difference in the Ratings For Specific Services, Overall Satisfaction Is Generally the Same Throughout the City

## *Major Finding #3*

# Areas With the Highest Satisfaction Ratings Were: Fire Services, Utility Services and Customer Service

# Areas With the Highest Levels of Satisfaction

- Overall quality of fire protection/rescue services (87%)
- Solid waste collection services (77%)
- Courtesy of City employees (77%)
- Feeling of safety walking alone in your neighborhood during the day (76%)
- Curbside recycling services (76%)
- Sewer services (72%)
- Containerized yard waste & limb collection (70%)
- Condition of street signs and traffic signals (70%)
- How easy it was to contact City employees (69%)
- Accuracy of the information/assistance given from City employees (68%)
- Condition and usability of the Airport (67%)
- Quality of police protection (67%)
- Feeling of safety when visiting recreation centers (66%)

## *Major Finding #4*

# Areas with the Lowest Satisfaction Ratings Were Related to Code Enforcement, Public Transportation, and Infrastructure Issues

# Areas With the Lowest Satisfaction Ratings

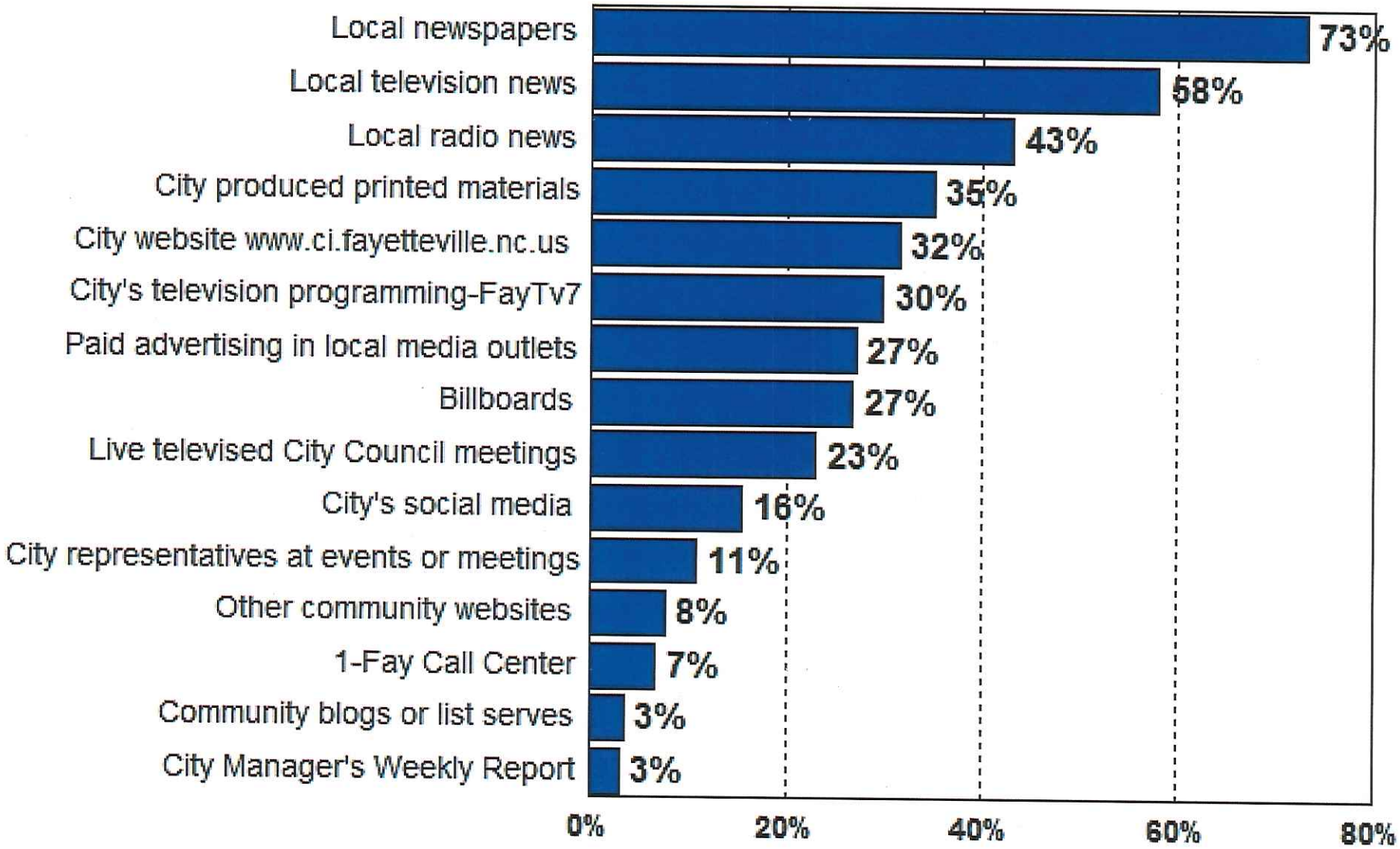
- Ease of biking in the City (27%)
- How quickly street repairs are made (27%)
- Overall flow of traffic in the City (28%)
- Effectiveness of Economic & Business Development (32%)
- Enforcement of junk/debris cleanup on private property (32%)
- Removal of abandoned/inoperative vehicles (34%)
- Feeling of safety when riding FAST buses (34%)
- Level of public involvement in local decisions (34%)
- Overall quality of the public transit system (FAST) (35%)
- Enforcement of mowing on private property (36%)
- Availability of swimming pools (36%)
- Adequacy of public parking in Downtown (37%)
- Overall quality of street maintenance and repair (39%)

# *Major Finding #5*

# Communication Issues

# Q20. Sources Where Residents Currently Get Information About the City

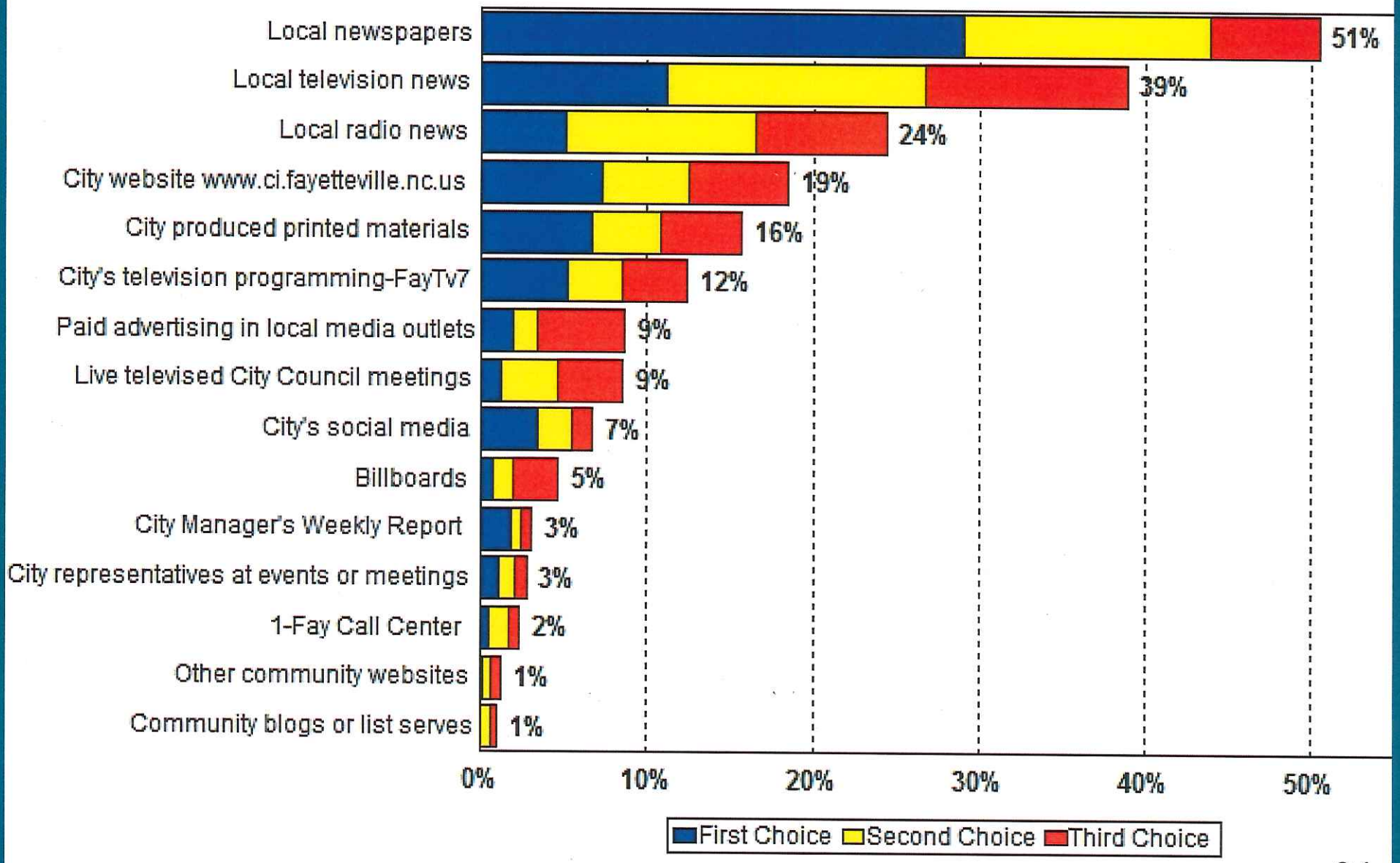
by percentage of respondents (multiple selections were allowed)




*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)*

## *Major Finding #6*

# Notable Increases and Decreases Since 2013

# Areas With the Largest Increases Since 2013

- Overall police relationship with community (+9%)
- City efforts to prevent crime (+9%)
- Ratings of Fayetteville as a place to live (+8%)
- Overall quality of new commercial development (+8%)
- Ratings of Fayetteville 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 Customer Service to answer request (+5%)

# Areas With the Largest Decreases Since 2013

- Drainage of City streets (-8%)
- Ordinances to prevent illegal development activity (-7%)
- Enforcement of illegal uses (-7%)
- Bulky item pick up/removal services (-7%)
- Quality of water and sewer utilities (-6%)
- Enforcement of the sign ordinance (-6%)
- How quickly street repairs are made (-6%)
- Adequacy of public parking in Downtown (-6%)
- Feeling of safety while walking alone in parks during the day (-5%)
- Customer service by parks and recreation staff (-5%)
- Graffiti removal (-5%)
- Availability of information about City programs/services (-5%)

## *Major Finding #7*

# Opportunities for Improvement

# Importance-Satisfaction Rating
# City of Fayetteville, NC
## *OVERALL*

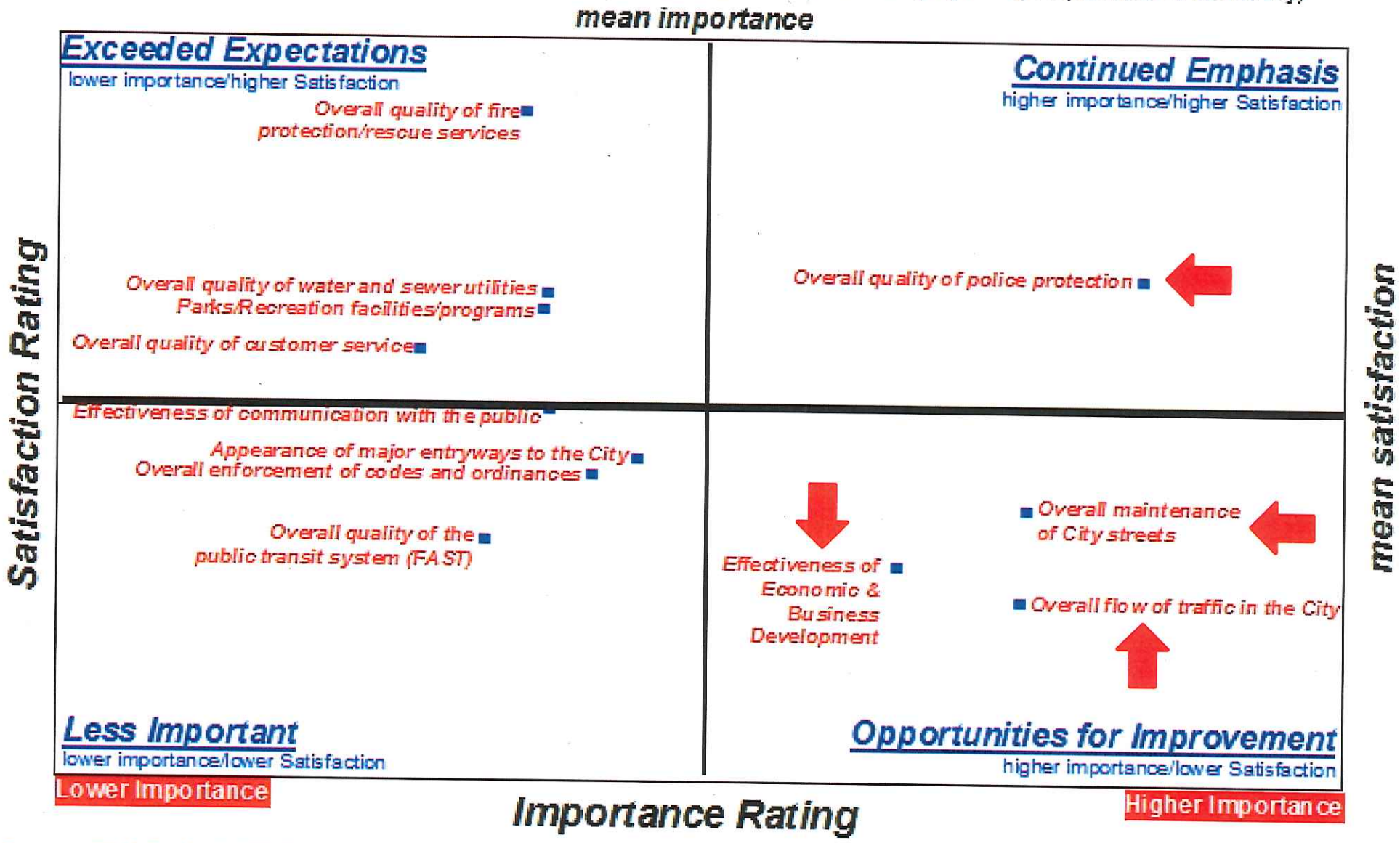
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| ***Very High Priority (IS >.20)*** | | | | | | |
| Flow of traffic in the City | 35% | 3 | 28% | 12 | 0.2520 | 1 |
| Maintenance of City streets | 36% | 2 | 39% | 9 | 0.2196 | 2 |
| Effectiveness of Economic & Business Development | 30% | 4 | 32% | 11 | 0.2040 | 3 |
| ***High Priority (IS .10-.20)*** | | | | | | |
| Quality of police protection | 41% | 1 | 67% | 2 | 0.1353 | 4 |
| ***Medium Priority (IS <.10)*** | | | | | | |
| 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 |

**Overall Priorities:**

# 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)*

# 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 |
|---|---|---|---|---|---|---|
| ***High Priority (IS .10-.20)*** | | | | | | |
| Availability of swimming pools | 16% | 3 | 36% | 10 | 0.1043 | 1 |
| ***Medium Priority (IS <.10)*** | | | | | | |
| 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 |

**Parks and Recreation Priorit**

# Importance-Satisfaction Rating
# City of Fayetteville, NC
## *CITY MAINTENANCE*

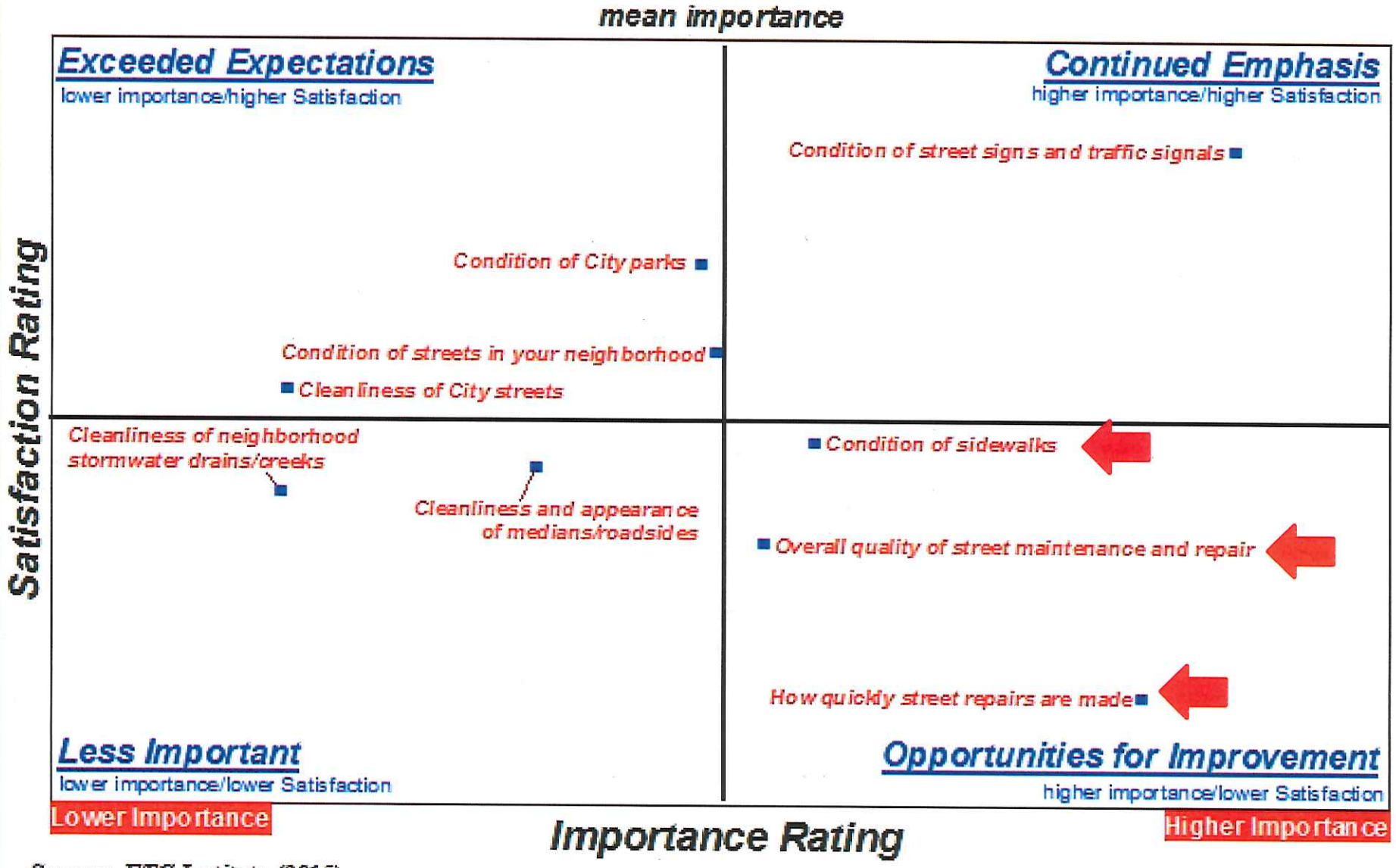
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|---|---|---|---|---|---|
| ***Very High Priority (IS >.20)*** | | | | | | |
| How quickly street repairs are made | 40% | 2 | 27% | 9 | 0.2942 | 1 |
| ***High Priority (IS .10-.20)*** | | | | | | |
| 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 |
| ***Medium Priority (IS <.10)*** | | | | | | |
| 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 |

**City Maintenance Priorities: Adequacy of City Street Lighting**

# 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)




*Source: ETC Institute (2015)*

# Summary and Conclusions

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