

# Resident and Employee Scorecard Results

Goal	Obj. #	Strategic Objective	Survey Questions	Owner	Data Source	FY19	FY20	FY24	% Variance from FY20
Goal 1: Safe and Secure Community.	1.1	Fully prepare for emergency and disaster response	% satisfaction with overall quality of fire protection and rescue services	SPA	Resident Survey	84%	86%	87%	1.15
	1.2	Ensure traffic and pedestrian safety							
	1.3	Ensure low incidence of property and violent crime	% satisfaction with how quickly police respond to emergencies	SPA	Resident Survey	56%	58%	49%	-18.37
	1.4	Engage citizens in community watch and safety events	% satisfaction with overall police relationship with your community	SPA	Resident Survey	58%	61%	51%	-19.61
			% of residents very satisfied or satisfied with police efforts to prevent crime	SPA	Resident Survey	53%	49%	33%	-48.48
Goal 2: Responsive City Government Supporting a Diverse and Viable Economy.	2.1	Ensure a diverse City tax base	% satisfaction overall strength of Fayetteville's economy	SPA	Resident Survey	35%	43%	35%	-22.86
	2.2	Invest in community places to ensure revitalization and increase quality of life	% satisfaction overall downtown Fayetteville experience	SPA	Resident Survey	54%	54%	47%	-14.89
			% satisfaction overall quality of life in the City	SPA	Resident Survey	41%	50%	39%	-28.21
	2.3	Leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income	% satisfaction overall availability of employment opportunities in Fayetteville	SPA	Resident Survey	25%	35%	32%	-9.37
	2.4	Sustain a favorable development climate to encourage business growth	% satisfaction overall quality of businesses, services, and retail in Fayetteville	SPA	Resident Survey	48%	52%	49%	-6.12

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Goal 3: City Investment in Today and Tomorrow.	3.1	Enhance City street connectivity, traffic flow and stormwater systems							
	3.2	Manage the City's future growth and strategic land use	% satisfaction overall preparedness to manage development and growth	SPA	Resident Survey	31%	37%	29%	-27.59
	3.3	Sustain a favorable development and business climate through timely and accurate construction review and building inspection services							
	3.4	Revitalize neighborhoods with effective code enforcement and violations abatement	% satisfaction overall enforcement of codes and ordinances	SPA	Resident Survey	38%	37%	28%	-32.14
	3.5	Increase our smart city capacity							
Goal 4: Desirable Place to Live, Work, and Recreate.	4.1	Maintain public transportation investments with high quality transit and airport services	% satisfaction with the condition and usability of the airport	SPA	Resident Survey	64%	70%	68%	-2.94
			% satisfaction with the availability of public transportation	SPA	Resident Survey	46%	42%	37%	-13.51
	4.2	Enhance diverse recreation, leisure and cultural opportunities.	% satisfaction overall quality of Parks and Recreation programs and services	SPA	Resident Survey	53%	65%	51%	-27.45
	4.3	Improve mobility and connectivity through sidewalk, trails and bike lane investments	% satisfaction overall condition of sidewalks	SPA	Resident Survey	46%	46%	38%	-21.05
	4.4	Provide a clean and beautiful community with increased green spaces	% satisfaction overall quality of solid waste services	SPA	Resident Survey	80%	67%	70%	4.29
	4.5	Ensure a place for people to live in great neighborhoods	% satisfaction overall quality of life in your neighborhood	SPA	Resident Survey	57%	63%	64%	1.56
4.6	Reduce poverty and homelessness								

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Goal 5: Financially Sound City Providing Exemplary Services.	5.1	Ensure strong financial management with fiduciary accountability and plan for the future resource sustainability by aligning resources with City priorities							
	5.2	Identify and achieve efficiencies through innovation and technology utilization, by increasing data driven decisions and using business intelligence strategies	% satisfaction overall quality of services provided by the City	SPA	Resident Survey	58%	61%	50%	-22.00
	5.3	Promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services	Mean Response of employees satisfied with their job	HRD	Employee Survey	4.42	4.42	4.42	0.00
			Mean response of employees that feel they are paid fairly for the work that they do	HRD	Employee Survey	3.17	3.17	3.17	0.00
Goal 6: Collaborative Citizen and Business Engagement.	6.1	Ensure collaborative relationships with the business community, local governments, military, and stakeholders	% satisfaction level of public involvement in local decisions	SPA	Resident Survey	33%	34%	19%	-78.95
	6.2	Ensure trust and confidence in City government through transparency & high quality customer service	% of residents who felt the city is moving in the right direction	SPA	Resident Survey	50%	50%	35%	-42.86
			% satisfaction with overall customer service	SPA	Resident Survey	56%	57%	56%	-1.79
	6.3	Inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration and empowerment	% of residents very satisfied or satisfied with the availability of information about city programs and services	SPA	Resident Survey	51%	50%	40%	-25.00
% satisfaction overall effectiveness of communication with the public			SPA	Resident Survey	49%	48%	38%	-26.32	
<p>Note: All data points from the Resident and Employee survey data source are repeated from the FY20 survey. The FY22 survey was not completed due to the impact of the COVID-19 pandemic. The next survey is expected to be completed in FY24.</p> <p>Note: All questions did not have regional or National Benchmarks provided by Consultant</p>									