

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL I: The City of Fayetteville will be a safe and secure community.	FFD Average Actual Dollar Loss/Save Ratio Percentage.	Fire Department	Imagetrend RMS	97.3%	94.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	90th percentile total emergency response time	Fire Department	Imagetrend RMS	6:54	7:20
GOAL I: The City of Fayetteville will be a safe and secure community.	% of structure fires confined to room of origin	Fire Department	Imagetrend RMS	68.0%	60.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	% of structure fires starting in the kitchen	Fire Department	Imagetrend RMS	34.0%	>45%
GOAL I: The City of Fayetteville will be a safe and secure community.	% of new construction properties in compliance with fire codes upon initial inspection.	Fire Department	Imagetrend & IDT RMS	87%	70%
GOAL I: The City of Fayetteville will be a safe and secure community.	% of all NC General Statue mandatory inspections completed annually	Fire Department	Imagetrend & IDT RMS	71.0%	80%
GOAL I: The City of Fayetteville will be a safe and secure community.	Traffic collisions per 1,000 residents	Police Department	RMS	10.6	10
GOAL I: The City of Fayetteville will be a safe and secure community.	Ratio of traffic violations for safe movement to traffic collisions	Police Department	RMS	3.19	2.77
GOAL I: The City of Fayetteville will be a safe and secure community.	% change in Total Crimes	Police Department	RMS	-0.5%	-9.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	% of scheduled community watch group meetings attended by FPD	Police Department	Community Affairs	100%	100%
GOAL I: The City of Fayetteville will be a safe and secure community.	Average Police Department response time for priority 1 calls (in seconds).	Police Department	Police	531	600
GOAL I: The City of Fayetteville will be a safe and secure community.	# of community outreach events for FFD	Fire Department	Imagetrend RMS	164	10
GOAL I: The City of Fayetteville will be a safe and secure community.	# of community outreach events for FPD	Police Department	Community Affairs	41	90
GOAL I: The City of Fayetteville will be a safe and secure community.	\$ of community safety micro-grant funding invested in the City	Economic & Community Development	Neighborly App & Internal Docs.	\$84,500	\$200,000
GOAL I: The City of Fayetteville will be a safe and secure community.	# of community safety micro-grant awarded	Economic & Community Development	Neighborly application	20	46

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL I: The City of Fayetteville will be a safe and secure community.	% satisfaction with how quickly police respond to emergencies.	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	% satisfaction with overall quality of fire protection and rescue services.	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	% satisfaction with overall police relationship with your community.	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	% satisfaction with the City's efforts to prevent crime.	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# of commercial building permits issued	Development Services	IDT	35	250
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# of residential building permits issued	Development Services	IDT	211	1,000
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# of based aircraft maintained at Fayetteville Regional Airport	Airport	Airport Master Record (5010)	58	58
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	% satisfaction overall strength of Fayetteville's economy	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# of dangerous and/or blighted structures removed	Development Services	IDT	18	60
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	% satisfaction overall quality of life in the City	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# of jobs created through ECD and FCEDC	Economic & Community Development	ECD & FCEDC	124	135
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# Jobs retained through ECD grants and loans	Economic & Community Development	Neighborly & Internal Documents	31	35
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	\$ amount of ECD funds invested in the city through grants and loans	Economic & Community Development	Neighborly & Internal Documents	\$2,140,622	\$7,303,153
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	% satisfaction overall availability of employment opportunities in Fayetteville	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	% vacancy rate in city (Office, Industrial, Retail)	Strategic & Performance Analytics (SPA)	FCEDC	6.23%	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	% satisfaction overall quality of businesses, services, and retail in Fayetteville	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Miles of Streets Resurfaced	Public Services	PAVER	14.7	39
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of streets rated with a Pavement Condition Index (PCI) of 71 or greater.	Public Services	PAVER	90%	90%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of traffic signal intersection equipment meeting NCDOT standards of inspection biannually	Public Services	Cityworks	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of City infrastructure that meets standards of preparation for a 10-year storm	Public Services	GIS	81%	85%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of eligible Drainage Assistance Plan (DAP) projects that received funding	Public Services	SWAB Agenda	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	\$ Projected contractor valuation for residential and commercial building permits issued	Development Services	IDT	\$92,662,082	\$300,000,000
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% satisfaction overall with how well the City is planning for growth	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	# of trades inspections (Residential & Commercial)	Development Services	IDT	5,861	29,000
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of trades inspections completed within the state mandated deadline	Development Services	IDT	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	# Construction plans reviewed	Development Services	IDT	1,635	7,500
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of construction plan reviews completed within the state mandated deadline	Development Services	IDT	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	# of code enforcement violation cases opened	Development Services	Cityworks and Master Report	3,366	13,200
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of violations resolved by property owner	Development Services	Cityworks	93.4%	70%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of code enforcement cases opened proactively	Development Services	Cityworks and Master Report	63.6%	70%

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of structures removed from dangerous and/or blighted status due to owner compliance	Development Services	Cityworks	66.7%	50%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% satisfaction overall enforcement of codes and ordinances	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% uptime of Network Infrastructure Services	Information Technology	IT Office Records	99.72%	99.98%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of uptime for City websites	Information Technology	Monsido software	99.98%	99.98%

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Average load factor percentage	Airport	Airline Monthly Report	86.2% est	80.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of enplaned/deplaned passengers	Airport	Airline Monthly Report	94,000 est	340,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of total fixed route transit passengers annually	Transit (FAST)	APC Data - UTA	366,159	1,506,829
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of total FASTTRAC! transit passengers annually	Transit (FAST)	RouteMatch	11,266	55,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	On-time performance of fixed route transit services	Transit (FAST)	APC Data - UTA	76.0%	75.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	On-time performance of FASTTRAC! transit services	Transit (FAST)	RouteMatch	93.0%	85.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% of bus stops with shelters and/or benches	Transit (FAST)	Staff - GIS Layers	25.3%	27.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% satisfaction with the condition and usability of the airport	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% satisfaction with the availability of public transportation	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of total parks and recreation registered athletic participants	Parks & Recreation	RecTrac	5,894	12,981

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of total parks and recreation registered non-athletic participants	Parks & Recreation	RecTrac	5,948	25,252
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of paid swimming pool patrons	Parks & Recreation	RecTrac	27,216	66,377
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% satisfaction overall quality of Parks and Recreation programs and services	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% of roadways with a sidewalk and/or bicycle lane	Public Services	GIS	39%	40%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of linear feet of all sidewalks installed	Public Services	Cityworks	2,604	28,500
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Total miles of trails maintained by parks and recreation	Parks & Recreation	Master Plan	11.5	12.1
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% satisfaction overall condition of sidewalks	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of Acres of Publicly accessible parks and recreation-maintained spaces	Parks & Recreation	Facilities Inventory	1,368.5	1,368.5
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of City Curb Miles Swept Quarterly	Public Services	Street Maintenance Records	662	2,500
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of DOT Curb Miles Swept Quarterly	Public Services	Street Maintenance Records	286	6,000



GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% of Diversion rate for recycling	Public Services	Solid Waste Office Records	33%	40%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% of Successful solid waste Collection	Public Services	Solid Waste Office Records	100.0%	100.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% of self-correction after solid waste notice of violation	Public Services	Solid Waste Office Records	92%	90%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% of all illegal dump sites mitigated within 5 business days	Public Services	Solid Waste Office Records	85.0%	90%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Litter index	Parks & Recreation	Sustainable Sandhills	N/A	2.00
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% satisfaction overall quality of solid waste services	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of single-family affordable housing units leveraged via ECD funding	Economic & Community Development	Internal Count	9	4
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of multi-family affordable housing units leveraged via ECD funding	Economic & Community Development	Neighborhoodly Application	4	5
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of first-time home buyers assisted with Homebuyer HERO funding	Economic & Community Development	Internal Count	10	10
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of homeowners assisted with critical and emergency repairs	Economic & Community Development	Internal Documents	0	50

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% satisfaction overall quality of life in your neighborhood	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of unique interactions at Fayetteville Cares Day Resource Center (FCDRC)	Economic & Community Development	Manna Dream Center	545	1,200
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Total # of interaction at FCDRC	Economic & Community Development	Manna Dream Center	3,183	11,750
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of active community partners at FCDRC	Economic & Community Development	Manna Dream Center	4200%	3000.0%

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	# of financial compliance findings reported in prior year annual financial audit	Finance	ERP	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	PO Timeliness (days)	Finance	ERP	2	2
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Time to pay (business days)	Finance	ERP	5	5
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Financial Audit Timeliness (days)	Finance	ACFR Filing	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Grant Reporting Timeliness (days)	Finance	Mutliple Documents	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Solicitation Timeliness (days)	Finance	Department Documents	14	14
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	General obligation bond rating	Finance	Bond Rating Agency	Aa1 /AA+	Aa1 /AA+
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	% Fleet availability	Finance	AssetWorks	97.0%	98%

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Average Fleet turnaround time (within 72 hrs)	Finance	AssetWorks	82.0%	80%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Avg # of days to close a FayFixIT ticket	City Manager’s Office	FayFixIT	4.4	5.0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	% satisfaction overall quality of services provided by the City	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Retention Rate	Human Resources Department	HRD Office Records	85.0%	80%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Mean Response of employees satisfied with their job	Human Resources Department	Employee Survey	80%	80%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	% of employees who would recommend the City as a good place to work.	Human Resources Department	Employee Survey	74%	74%

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% of city contracts award to LSDBE	Finance	ERP	50%	40%
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% satisfaction level of public involvement in local decisions	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of public records requests	Marketing & Communications	NEXT REQUEST	1,692	2,500
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of Social Media Audiences	Marketing & Communications	Sprout Social	76,441	88,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of website visits	Marketing & Communications	Monsido	282,067	1,102,500
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Average wait time (secs) for 1FAY call center	City Manager’s Office	RingCentral	105	120
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total Calls Answered	City Manager’s Office	RingCentral	14,588	54,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% satisfaction with overall customer service	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% of residents who felt the city is moving in the right direction	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% satisfaction with Time it took for residents requests to be answered	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A

GOAL	KPI <sup>1</sup>	OWNER	DATA SOURCE	QTR 1	FY26 TARGETS
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	# of Boards and Commission Applicants	City Clerks Office	Granicus	47	160
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of social media impressions	Marketing & Communications	Sprout Social	2,823,262	6,240,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of Podcast views	Marketing & Communications	YouTube, Media Cloud Streaming, Sprout Social	14,807	52,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of Video views	Marketing & Communications	YouTube, Media Cloud Streaming, Sprout Social	37,420	520,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	# of FayFixIT Users	City Manager’s Office	FayFixIT	11,732	12,230
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	# of residents attending educational/outreach events with ECD	Economic & Community Development	Internal Documents	2	100
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% of residents very satisfied or satisfied with the availability of information about city programs and services	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	% satisfaction overall effectiveness of communication with the public	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A