

GOAL	KPI ¹	OWNER	DATA SOURCE	QTR 1	QTR 2	QTR 3	QTR 4	FY25 ACTUALS	FY25 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	95.7%	96.4%	96.0%	97.1%	96.3%	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	7:25	7:34	7:32	7:25	7:29	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	67.8%	68.8%	61.1%	62.7%	65.1%	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	55.0%	58.7%	51.6%	30.0%	48.8%	>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	56%	87%	90.0%	91.0%	81.0%	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	72.0%	58%	72.0%	78.0%	70.0%	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	11.1	9.8	11.1	10.7	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	2.5	5.42	6.8	5.78	5.12	2.77
GOAL I: The City of Fayetteville will be a safe and secure community.	% change in Total Crimes	Police Department	RMS	-14.6%	-18.9%	-29.5%	-12.7%	-18.9%	-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%	100.0%	100.0%	100.0%	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	518	520	526	634	550	600
GOAL I: The City of Fayetteville will be a safe and secure community.	# of community outreach events for FFD	Fire Department	Imagetrend RMS	40	69	77	96	282	10
GOAL I: The City of Fayetteville will be a safe and secure community.	# of community outreach events for FPD	Police Department	Community Affairs	37	36	36	37	146	160
GOAL I: The City of Fayetteville will be a safe and secure community.	% of community safety micro-grant funding expended by recipient	Economic & Community Development	Neighborly App & Internal Docs.	50%	93%	0.0%	0.0%	93.0%	100%
GOAL I: The City of Fayetteville will be a safe and secure community.	# of residents participating in community safety micro-grant funded activities	Economic & Community Development	Neighborly application	0	3,283	0	0	3,283	6,455
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	49%	N/A	N/A	N/A	49.0%	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	86%	N/A	N/A	N/A	86.0%	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	51%	N/A	N/A	N/A	51.0%	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	33%	N/A	N/A	N/A	33.0%	N/A

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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	63	60	93	76	292	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	275	152	232	193	852	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)	73	73	73	73	73	73
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	Strategc & Performance Analytics (SPA)	Resident Survey	35%	N/A	N/A	N/A	35.0%	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	11	7	26	32	76	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	Strategc & Performance Analytics (SPA)	Resident Survey	39%	N/A	N/A	N/A	39.0%	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	19	19	7	0	45	5
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	56	37	43	0	136	20
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	\$109,090	\$0	\$140,621	0	\$249,711	\$300,000
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	# of businesses operating out of Fayetteville Regional Airport	Airport	Airport Internal File	81	81	81	81	81	82
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	Strategc & Performance Analytics (SPA)	Resident Survey	32%	N/A	N/A	N/A	32.0%	N/A
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)	Strategc & Performance Analytics (SPA)	FCEDC	5.17%	5.13%	5.27%	6.22%	5.69%	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	Strategc & Performance Analytics (SPA)	Resident Survey	49%	N/A	N/A	N/A	49.0%	N/A

GOAL	KPI ¹	OWNER	DATA SOURCE	QTR 1	QTR 2	QTR 3	QTR 4	FY25 ACTUALS	FY25 TARGETS
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Miles of Streets Resurfaced	Public Services	PAVER	23.4	0.0	7.8	7.8	31.2	0
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	91%	91%	91.0%	91.0%	91.0%	0%
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%	100.0%	100.0%	100.0%	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%	81%	81.0%	81.0%	81.0%	0%
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%	100.0%	100.0%	100.0%	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	\$70,199,179	\$79,747,231	\$111,969,492	\$104,681,733	\$366,597,635	\$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	Strategc & Performance Analytics (SPA)	Resident Survey	29%	N/A	N/A	N/A	29%	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	6,825	6,111	5,116	5,815	23,867	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%	100%	100%	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	# Construction plans reviewed	Development Services	IDT	2,182	1,427	1,632	1,881	7,122	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%	100%	100%	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	3,565	3,041	3,329	3,775	13,706	13,500
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	% of violations resolved by property owner	Development Services	Cityworks	77.4%	69.1%	84.3%	90.8%	82.7%	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	67.7%	74.9%	76.6%	65.0%	70.7%	70%
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%	66.7%	61.5%	60.0%	77.5%	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	28%	N/A	N/A	N/A	28%	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	99.98%	99.76%	100.00%	9997.00%	100.00%	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	99.82%	99.88%	99.76%	99.98%	99.51%	99.98%

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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	86.8%	80.3%	77.2%	81.3%	81.4%	87.6%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of daily commercial flights	Airport	Airline Monthly Report	20	20	20	21	21	22
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of enplaned/deplaned passengers annually	Airport	Airline Monthly Report	83,632	92,481	50,859	92,449	319,421	338,595
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	\$ amount of airport capital improvements per fiscal year	Airport	Fund 66 Report & ACIP	\$4,452,545	\$4,445,421	\$3,434,110	\$198,609	\$4,253,936	\$4,200,000
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	357,521	310,074	297,657	311,944	1,277,196	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	12,918	12,781	11,446	11,510	48,658	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	69.0%	69.0%	71.3%	75.0%	71.0%	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	89.0%	86.0%	89.0%	92.0%	88.0%	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	24.6%	24.6%	24.96%	25.3%	25.3%	26.0%
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	Strategc & Performance Analytics (SPA)	Resident Survey	68%	N/A	N/A	N/A	68.0%	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	Strategc & Performance Analytics (SPA)	Resident Survey	37%	N/A	N/A	N/A	37.0%	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	4,653	6,156	8,410	12,363	12,363	13,124
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	6,312	10,921	17,020	24,050	24,050	21,470
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	34,446	34,446	34,446	63,216	63,216	80,000

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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	Strategc & Performance Analytics (SPA)	Resident Survey	52%	N/A	N/A	N/A	52.0%	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	35%	35%	35%	35.0%	35.0%	36%
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	7,320	207	3,486.0	1,831.0	14,279.0	16,000
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	11.5	11.5	11.5	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	Strategc & Performance Analytics (SPA)	Resident Survey	38%	N/A	N/A	N/A	38.0%	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	1,368.5	1,368.5	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	1,493	1,392	1,465	2,661.0	6,877.0	0
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	620	628	298	1,188.0	2,708.0	0
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	31%	31%	30.0%	33.0%	31.0%	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	99.7%	97%	99.97%	100.0%	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	95%	93%	92.6%	90.0%	90.0%	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	84.6%	85%	85.0%	86.0%	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	2.14	N/A	2.25	2.20	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	Strategc & Performance Analytics (SPA)	Resident Survey	70%	N/A	N/A	N/A	70%	N/A

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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	0	0	0	3	3	3
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	Neighborly Application	0	26	0	0	26	20
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	1	6	2	8	17	5
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	3	2	0	14	19	60
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	Strategc & Performance Analytics (SPA)	Resident Survey	64%	N/A	N/A	N/A	64%	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	# of unique interactions at day resource center (DRC)	Economic & Community Development	Manna Dream Center	718	325	285	200	1,528	1,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Total # of interaction at day resource center (DRC)	Economic & Community Development	Manna Dream Center	3,285	2,591	1,087	1,471	8,434	10,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	% change in active community partners at day resource center (DRC) annually	Economic & Community Development	Manna Dream Center	67%	50%	23%	11%	151%	50.0%

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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	2	0	2	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	PO Timeliness (days)	Finance	ERP	2	2	2	2	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	5	5	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	0	0	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	0	0	0	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Solicitation Timeliness (days)	Finance	Department Documents	14	14	14	14	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+	Aa1 /AA+	Aa1/AA+	Aa1/AA+	Aa1 /AA+
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	% Fleet availability	Finance	AssetWorks	95.0%	95.0%	96.3%	96.6%	96.6%	98%
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	63.0%	69.0%	71.5%	78.0%	78.0%	75%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Revenues per capita	Budget	ERP	N/A	N/A	N/A	N/A	N/A	N/A

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GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Expenditures per capita	Budget	ERP	N/A	N/A	N/A	N/A	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	% Change in Retail Sales Tax Revenue	Budget	Cumberland County	N/A	N/A	N/A	N/A	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	# of total properties returned to City tax rolls.	City Attorney’s Office	Internal Documents	0	0	0	0	0	N/A
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	5.4	6.7	5.0	4.4	5.4	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	50%	N/A	N/A	N/A	50.0%	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	95.1%	97.1%	96.5%	95.9%	85.0%	85%
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	N/A	N/A	N/A	N/A	80	N/A
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	N/A	N/A	N/A	N/A	74	N/A

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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	40%	35%	28.0%	50.5%	50.5%	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	19%	N/A	N/A	N/A	19.0%	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	485	934	1,560	1,583	4,562	1,750
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	67,270	70,368	72,615	72,903	72,903	80,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Total # of website visits	Marketing & Communications	Monsido	309,341	266,469	288,253	311,929	1,175,992	1,000,000
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	87	111	94	113	101	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	12,785	11,449	11,932	15,117	51,283	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	56%	N/A	N/A	N/A	56.0%	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	35%	N/A	N/A	N/A	35.0%	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	59%	N/A	N/A	N/A	59.0%	N/A
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	32	23	25	51	131	175
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	1,090,000	2,657,009	4,376,400	3,263,673	11,387,082	6,000,000
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	6,963	8,239	7,500	7,113	29,815	50,000

GOAL	KPI ¹	OWNER	DATA SOURCE	QTR 1	QTR 2	QTR 3	QTR 4	FY25 ACTUALS	FY25 TARGETS
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	124,603	41,000	537,195	318,917	1,021,715	500,000
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	16,544	11,192	11,321	11,515	11,515	68,000
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	628	27	183	375	1,213	1,900
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	Strategc & Performance Analytics (SPA)	Resident Survey	40%	N/A	N/A	N/A	40.0%	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	Strategc & Performance Analytics (SPA)	Resident Survey	38%	N/A	N/A	N/A	38.0%	N/A