



## Legislation Text

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File #: 18-318, Version: 1

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**TO:** Mayor and Members of City Council

**THRU:** Telly C. Whitfield, Ph.D., Assistant City Manager

**FROM:** Rebecca Jackson, Strategy and Performance Analytics Director

**DATE:** September 4, 2018

**RE:**  
FY 2018 Resident Survey Report

**COUNCIL DISTRICT(S):**  
All

### **Relationship To Strategic Plan:**

This project helped the City meet the objectives under Goal VI: Citizen Engagement and Partnerships, by informing and educating the public through increased community dialog and establishing collaboration partnerships.

### **Executive Summary:**

ETC Institute administered a survey to residents of the City of Fayetteville during the summer of 2018. The purpose of the survey was to help the City of Fayetteville ensure that the city's priorities continue to match the needs and desires of residents. The information provided will be used to improve existing services and help the City better understand the evolving needs of the residents of Fayetteville.

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents were: the overall quality of fire protection and rescue services (85%), overall quality of police protection (68%), overall quality of parks and recreation facilities and programs (60%), and overall quality of customer service received from City employees (56%). Major categories of City services that residents felt should receive the most emphasis from City leaders over the next two years, were: overall flow of traffic in the City, overall maintenance of City streets, and overall quality of police protection.

Respondents were asked if during the past year, they or other members of their household had contacted the City to seek services, ask a question, and/or file a complaint. Forty seven percent (47%) indicated they had contacted the City to seek services, ask a question, and/or file a complaint. From the forty seven percent (47%) of respondents who had contacted the City, they were asked to rate their satisfaction with the customer service received. The satisfaction with the customer service received from City employees, based upon the combined percentage of "very satisfied" and

“satisfied” responses among residents *who had an opinion*, was: courtesy of employees (79%), how easy they were to contact (72%), and accuracy of information and assistance given (68%).

**Background:**

The City of Fayetteville conducted a resident survey to seek residents’ input regarding current programs and services, new initiatives, and future policy. The survey is part of the City’s ongoing efforts to identify and respond to resident concerns and gather input about priorities for the community. Resident surveys are an important tool in determining if programs and services are meeting residents’ expectations. Resident surveys also bring residents into the public decision making process in the early stages of the strategic planning process. A consulting firm, ETC Institute, administered the survey to residents in the City of Fayetteville during the summer of 2018. A seven page survey instrument was mailed to 4,500 randomly selected households. Residents who had not responded to the survey by mail were contact by phone and given the option of completing the survey by phone or on the internet. The consultant received 696 survey responses which ensure the survey results have statistical significance with a precision of at least +/- 3.7% at the 95% level of confidence. The sample is statistically representative of the City’s population with regard to the demographic and geographic composition of the sample. The last resident survey conducted by the City of Fayetteville occurred in 2016. The report provided by the consultant contains: • A summary of the methodology • Major findings and comparison to FY 2013 and FY 2016 survey results • Charts showing overall results • Important-Satisfaction analysis that identifies potential opportunities for improvement • Tables that show the results for all questions • A copy of the survey instrument.

**Issues/Analysis:**

None

**Budget Impact:**

None

**Options:**

Approve the report.

Do not approve the report.

**Recommended Action:**

Approve the report.

**Attachments:**

1) Resident Survey Report

- 2) Resident Survey Report- GIS Maps
- 3) Resident Survey Report- Cross -Tabular Analysis