



## Legislation Text

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**File #:** 19-1182, **Version:** 1

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

**THRU:** Dr. Telly Whitfield, Assistant City Manager

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

**DATE:** January 6, 2020

**RE:**  
**FY 2019 Resident Survey Report**

**COUNCIL DISTRICT(S):**  
All - Citywide Survey

### **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 Fall of calendar year 2019. 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 to help the City better understand the evolving needs of the residents of Fayetteville. The full survey report is attached to more fully detail results of the survey.

### **Background:**

The City of Fayetteville conducted a resident survey to see residents' input regarding current programs and services, new initiatives, and future policy decisions. The survey is part of the City's ongoing efforts to identify and respond to resident concerns and to 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. National consulting firm ETC Institute administered the survey to residents in the City during the Fall of 2019. A survey instrument was mailed to randomly selected households. Residents who did not respond to the survey by mail were contacted by phone and given the option of completing the survey in that manner. The survey is also administered in multiple languages as needed. Survey results are statistically significant based on the number of surveys completed and the respondent population is demographically and geographically representative of the City's population. The last resident survey was completed in 2018.

The attached report contains:

- A summary of the survey methodology
- Major findings and comparisons to the FY 2018 survey results
- Visualizations of the overall results
- Importance/Satisfaction analysis of surveyed services
- Tabular results of all survey questions
- A copy of the survey instrument

**Issues/Analysis:**

None

**Budget Impact:**

None

**Options:**

Accept the report

Do not accept the report

**Recommended Action:**

Accept the report

**Attachments:**

Resident survey report