

# 2016 COMMUNITY PERCEPTIONS SURVEY

Peter Nierengarten  
Sustainability & Resilience Department Director

Rachael Schaffner  
Sustainability Project Coordinator

February 28, 2017

# AGENDA

- Goals & Rationale
- Process
- Results
- Questions



# GOALS & RATIONALE

- Gather data necessary for STAR Communities reporting
- Provide actionable data to stakeholders throughout the City and community



# PROCESS : TIMELINE

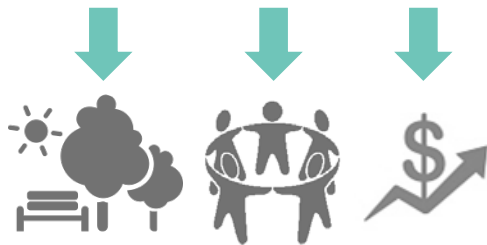
- Development
- Data Collection
- Analysis
- Reporting



# PROCESS: QUESTION DEVELOPMENT

## 9 Question Categories:

- Parks and Trails
- Performing Arts
- Volunteerism
- Public Safety
- Civic Engagement
- Neighborhood Cohesion
- Transportation
- Livability
- Citizen Priorities



## 31 Total Questions

- Rating
- Multiple Choice
- Yes/No
- Likert Scale (Agree/Disagree)
- Comment Box

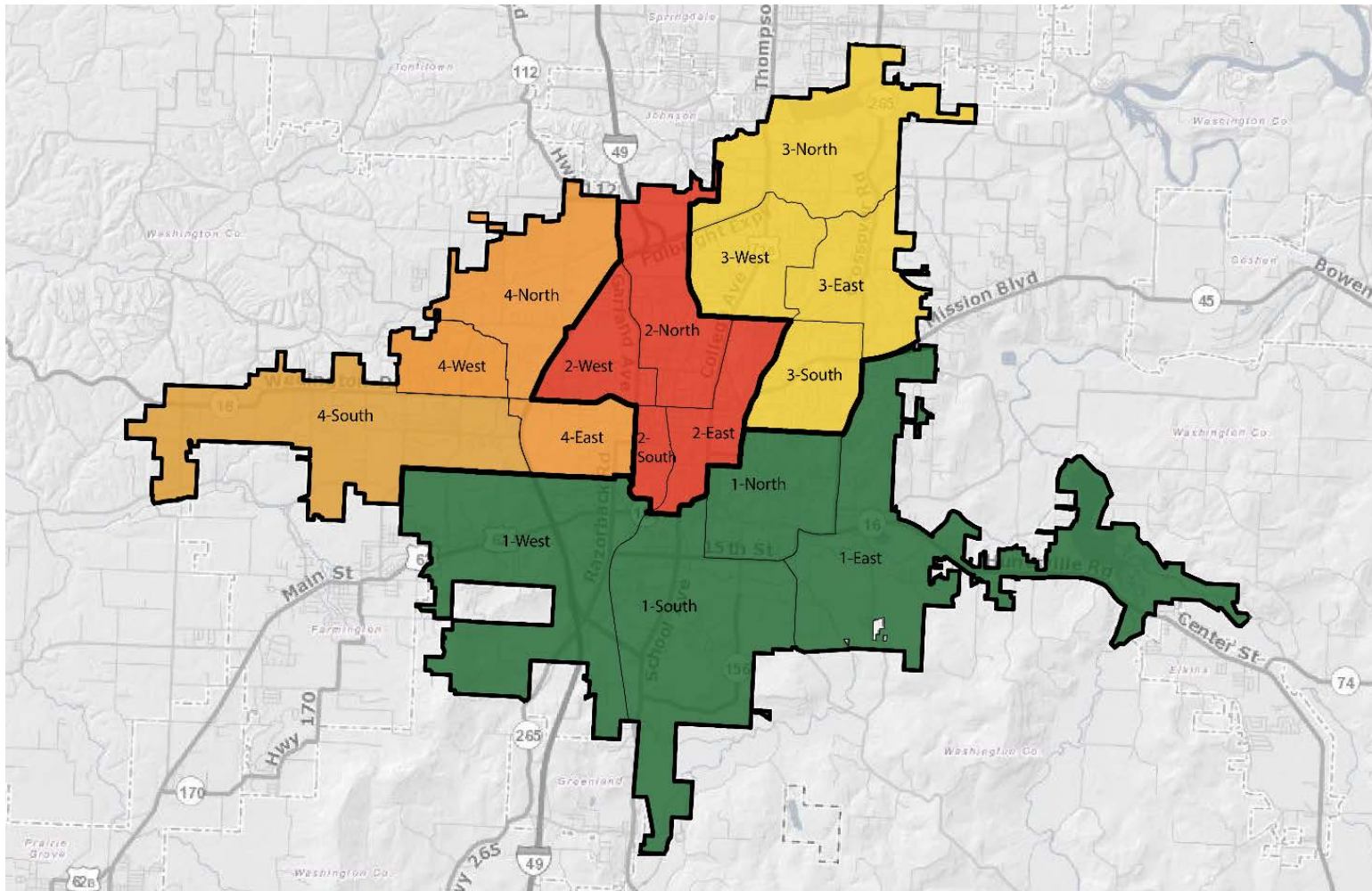
## 9 Demographic Questions

- Gender
- Age
- Ethnic Background
- Educational Attainment
- Employment Status
- Household Income
- Length of Residence
- Type of Collector
- Ward (subward)

# PROCESS : GEOGRAPHIC BREAKDOWN

Population-controlled subwards

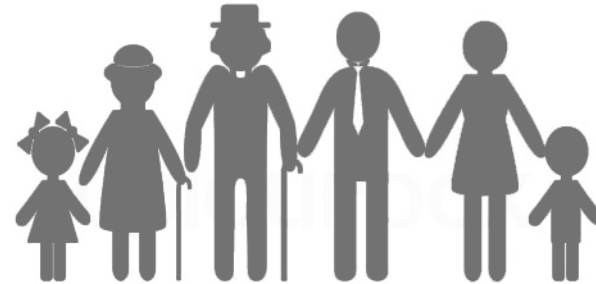
(Thanks GIS!)



# DEMOGRAPHIC PROFILE OF RESPONDENTS

## Non-Probability Purposive sample

- 1402 responses
- 1300 complete responses
- 1223 resident respondents\*



Compared to the average Fayetteville citizen, respondents were

- Slightly older
- Slightly more educated
- Had a slightly higher household income

Survey sample closely resembles Fayetteville population



\*Only resident responses are included in this presentation

# RESULTS



# PARKS AND TRAILS RESULTS

## STAR Built Environment: Public Parkland

1. At least 66% of residents visit a park at least once a year ✓
2. At least 66% of residents have a favorable view of the public park system ✓

98%

of respondents visit a park at least once a year



90%

Of respondents perceive Fayetteville parks as well maintained and meeting their needs



80%

Of respondents feel safe on trails or in parks



# ARTS AND VOLUNTEERISM RESULTS

## STAR Education, Arts, and Community: Arts & Culture and Volunteerism

- 1. At least 30% of residents attend a live performing arts event annually ✓
- 2. At least 20% of residents visit an art museum annually ✓
- 3. At least 35% of residents volunteered in the past year ✓

65% of respondents attend a performing arts event each year



78% of respondents visit an art museum each year



68% of respondents volunteered in the past year



# COMMUNITY SAFETY RESULTS

## STAR Health and Safety: Safe Communities

Conduct a survey of perceptions of community safety to illuminate safety issues that need to be addressed



### Public Safety Priorities:

#1 Reducing crime



#2 Improving street lighting



#3 Improving trail safety



#4 Improving sidewalks



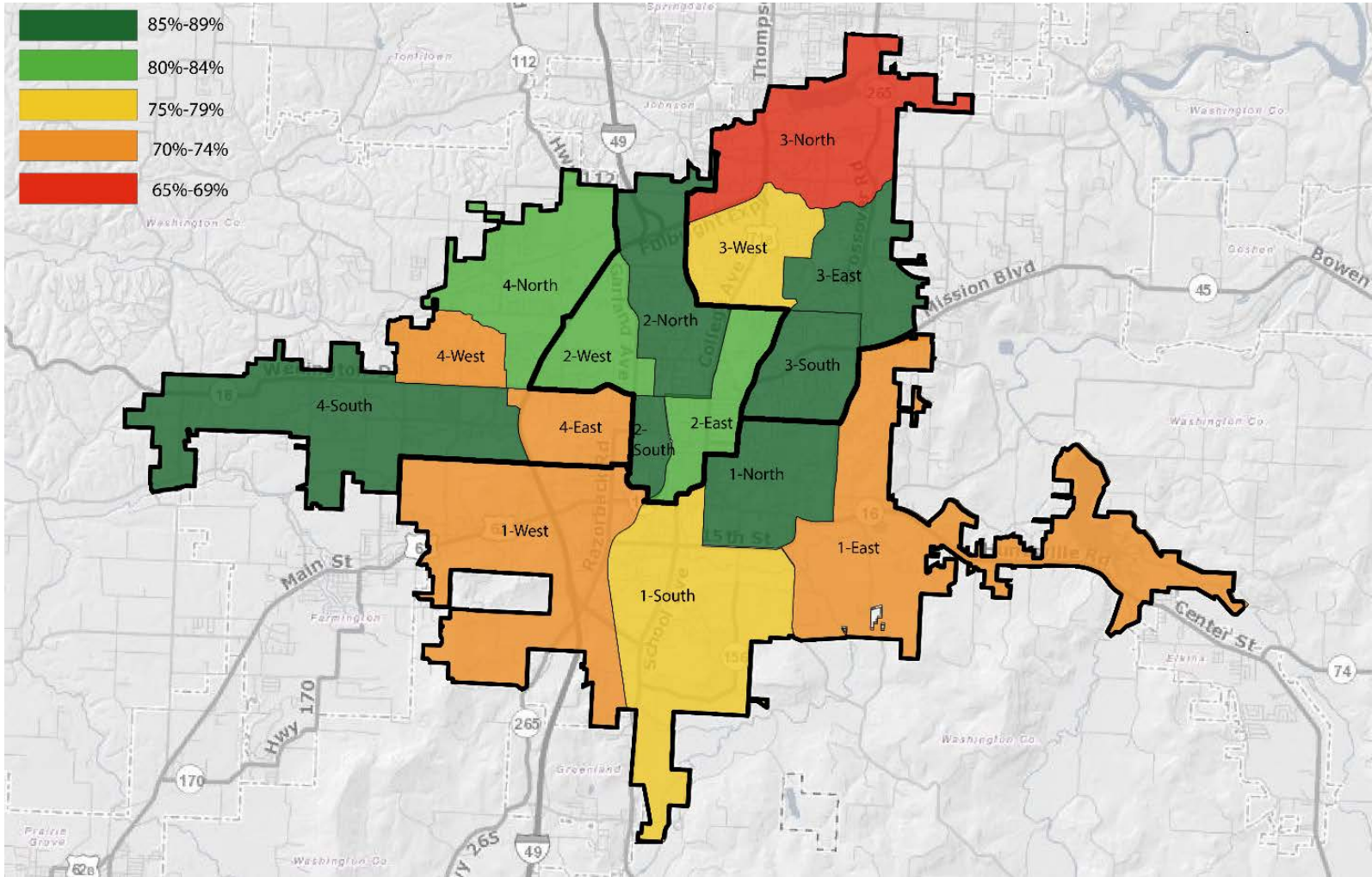
#5 Improving bike lanes



<2%  
difference

# COMMUNITY SAFETY RESULTS

Percentage of respondents who want the City to prioritize sidewalk improvements:



# COMMUNITY SAFETY RESULTS

## STAR Health and Safety: Safe Communities

81%

of Fayetteville respondents feel safe in their neighborhoods at night



63% of Americans feel safe in their neighborhoods at night



79%

of Fayetteville respondents express a high degree of trust in law enforcement



52% of Americans express a high degree of trust in law enforcement



### Top 3 challenges

for the Fayetteville Police Department in the coming decade

#1

The rapid growth of Fayetteville and surrounding cities

#2

Recruiting and retaining qualified staff

#3

Maintaining and improving police-community relations

# CIVIC ENGAGEMENT & SOCIAL EMPOWERMENT

## STAR Equity and Empowerment: Civic Engagement, Sense of Empowerment

At least 51% of residents believe they are able to have a positive impact on their community



**91%** of respondents believe they can make Fayetteville a better place

**87%** of respondents believe Fayetteville offers opportunities for civic and social engagement

**77%** of respondents believe local government is willing to listen and be influenced when residents participate



# NEIGHBORHOOD COHESION RESULTS

## STAR Education, Arts, & Community: Neighborhood Cohesion

1. 80% of residents report positive levels of neighborhood cohesion ✓
2. Bonus: 80% of neighborhoods within the community meet the above requirement ✗

82%

of respondents reported positive levels of neighborhood cohesion



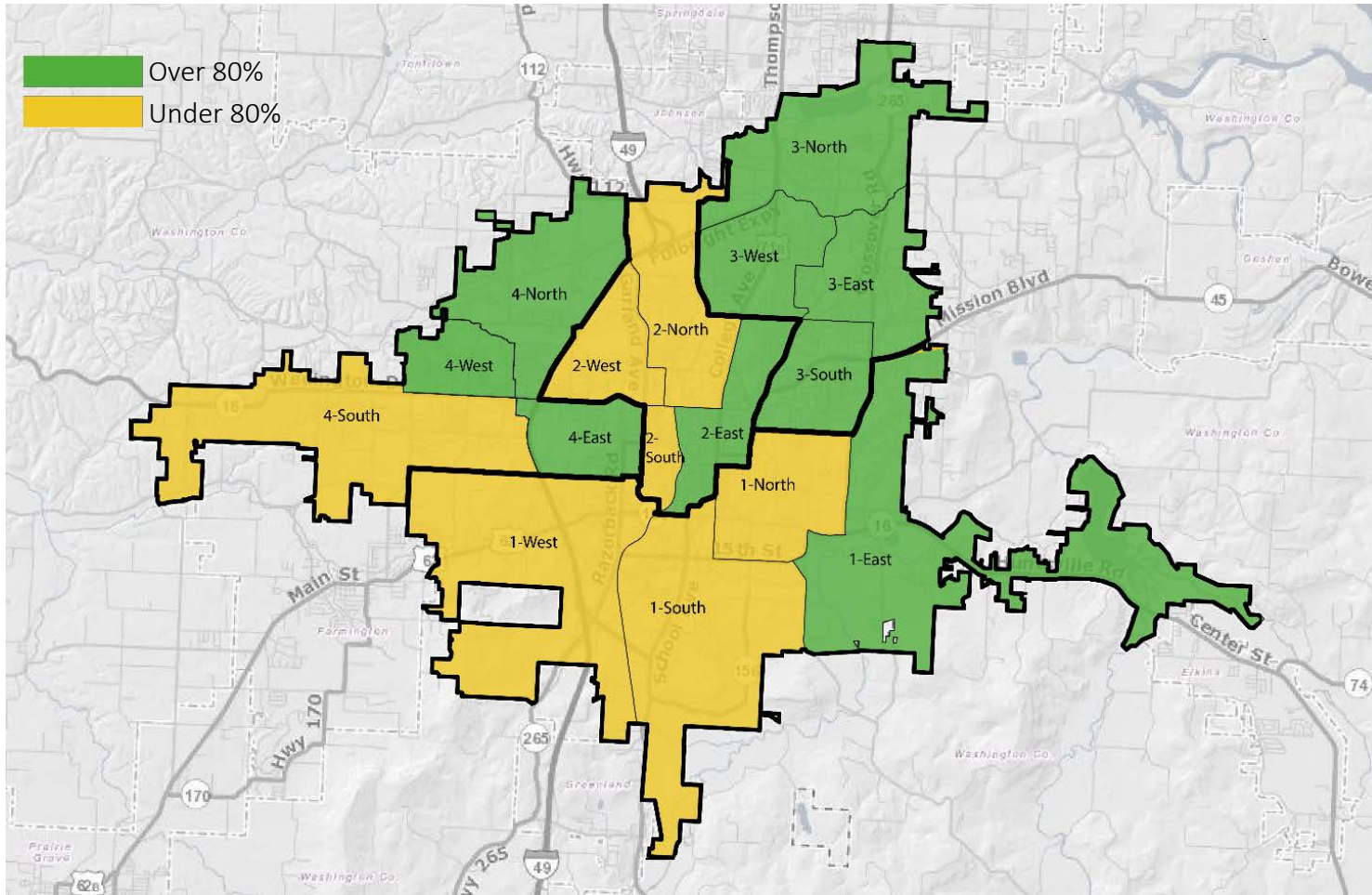
9 out of 16  
“Neighborhoods”  
(56%)

had an average score over 80%



# NEIGHBORHOOD COHESION RESULTS

Percent of respondents who believe they live in a cohesive community



“I live in a close-knit neighborhood”

“My neighbors are trustworthy”

“My neighbors would intervene if the nearest elementary school was threatened with closure”



# TRANSPORTATION RESULTS

Assess perceptions of streets, trails, and bikeways across Fayetteville



68%

Feel safe riding a bicycle on the trails

29%

Feel safe riding a bicycle on street in a bike lane



79%

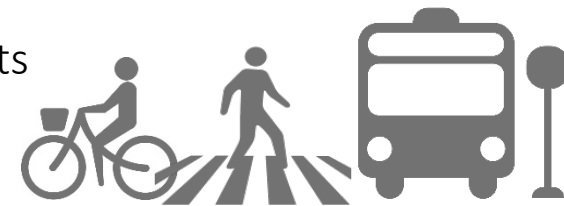
Feel safe walking on city sidewalks

85%

Want the City to prioritize Infrastructure improvements

73%

Want the City to prioritize Alternative Transportation  
(e.g. public transit, walking, biking)



# LIVABILITY RESULTS

Assess perceptions of the livability, affordability, and access to services in Fayetteville



Positive responses to the statement “In Fayetteville, I have access to...”

82%

Health and human services



65%

Jobs offering a living wage



92%

Local, healthy food



61%

Affordable housing



80%

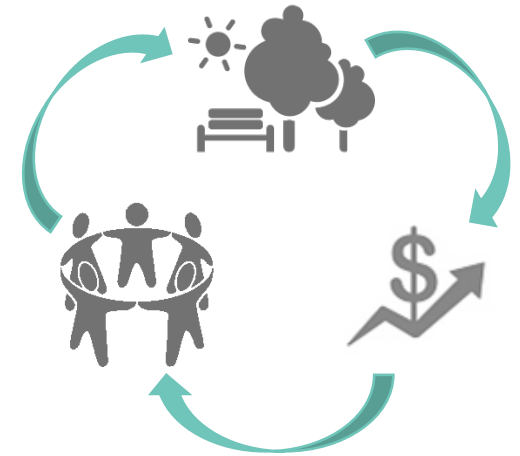
of respondents believe Fayetteville is a welcoming community to people of all backgrounds



# CITIZEN PRIORITIES

Provide actionable data to City Council, City departments, and other community stakeholders regarding citizens' economic, environmental, and social priorities

What should the City of Fayetteville prioritize?



**#1** Quality jobs and living wages (91%)

**#2** Community safety and health (88%)

**#3** High quality educational opportunities (87%)

**#4** Recycling and waste reduction (86%)

**#5** Infrastructure Improvements (85%)

<6%  
difference

# CITIZEN PRIORITIES

## Environmental



- Recycling and waste reduction
- Outdoor air and water quality
- Renewable energy/energy efficiency
- Climate change preparedness
- Alternative transportation

>60%

## Social



- Community safety and health
- High quality educational opportunities
- Social justice and equality
- Civil and human rights

>70%

## Economic



- Quality jobs and living wages
- New start-ups and local businesses
- Infrastructure improvements
- Infill and redevelopment instead of suburban development

>60%

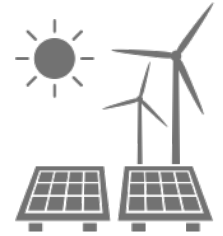
# Results by Income & Education

# HOW DOES HOUSEHOLD INCOME AFFECT LIFE IN FAYETTEVILLE?



Strong correlation between the lowest income brackets and:

- Use of alternative transportation
- Level of concern for travel considerations (affordability, time, safety, environmental impact, and impacts on health)
- Prioritization of social justice and equality
- Prioritization of outdoor air and water quality
- Prioritization of renewable energy & climate change preparedness



Strong correlation between the highest income brackets and:

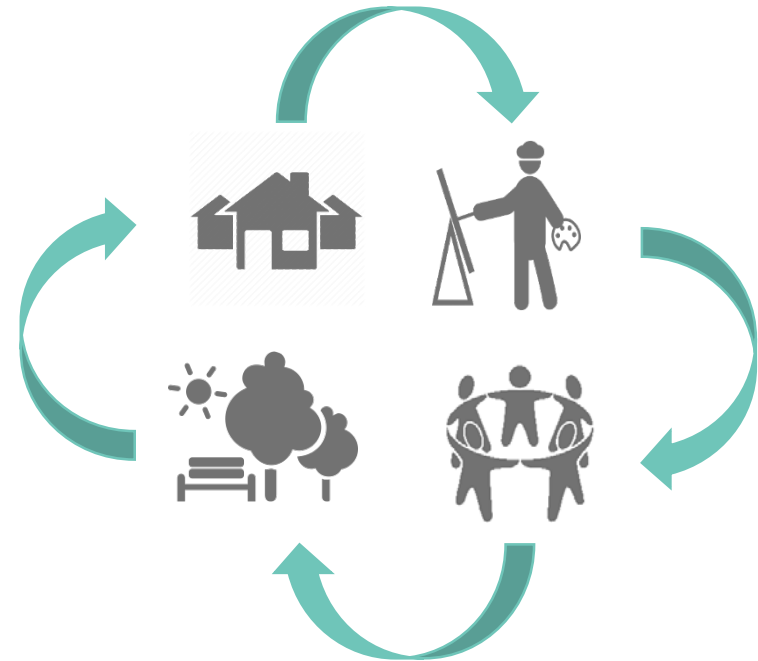
- Rates of volunteerism
- Positive perception of neighborhood safety and law enforcement
- Prioritization of infrastructure improvements
- Prioritization of new startups and local businesses



# HOW DOES EDUCATIONAL ATTAINMENT AFFECT DAILY LIFE IN FAYETTEVILLE?

Strong correlation between educational attainment and:

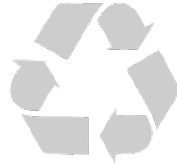
- Perceived levels of social empowerment
- Perceived safety of neighborhoods
- Perceived safety on parks and trails
- Arts and culture participation
- Volunteerism



Those with the highest level of educational attainment were more likely to prioritize:

- Alternative Transportation
- High quality educational opportunities
- Infill and redevelopment instead of suburban development





# Questions

