

FY 2022 - 2023 BUDGET SURVEY



ADVANCING STRATEGIC PLAN

VISION STATEMENT

- Fuquay-Varina is a dynamic, inclusive, and caring community that provides exceptional service while offering economic opportunity, sense of place, and an unmatched quality of life.

MISSION STATEMENT

- The Town of Fuquay-Varina will improve quality of life by developing and maintaining robust infrastructure, committing to environmental and fiscal sustainability, fostering economic and cultural opportunities, providing safety and security, and delivering exceptional municipal services, all while continuing to be a dash more.



FUQUAY-VARINA CORE VALUES



- **Effective Government and Governance**



- **Fiscal Strength**



- **Safety and Security**



- **Economic Vitality**



- **Preserving Character and Identity**



- **Quality of Life**



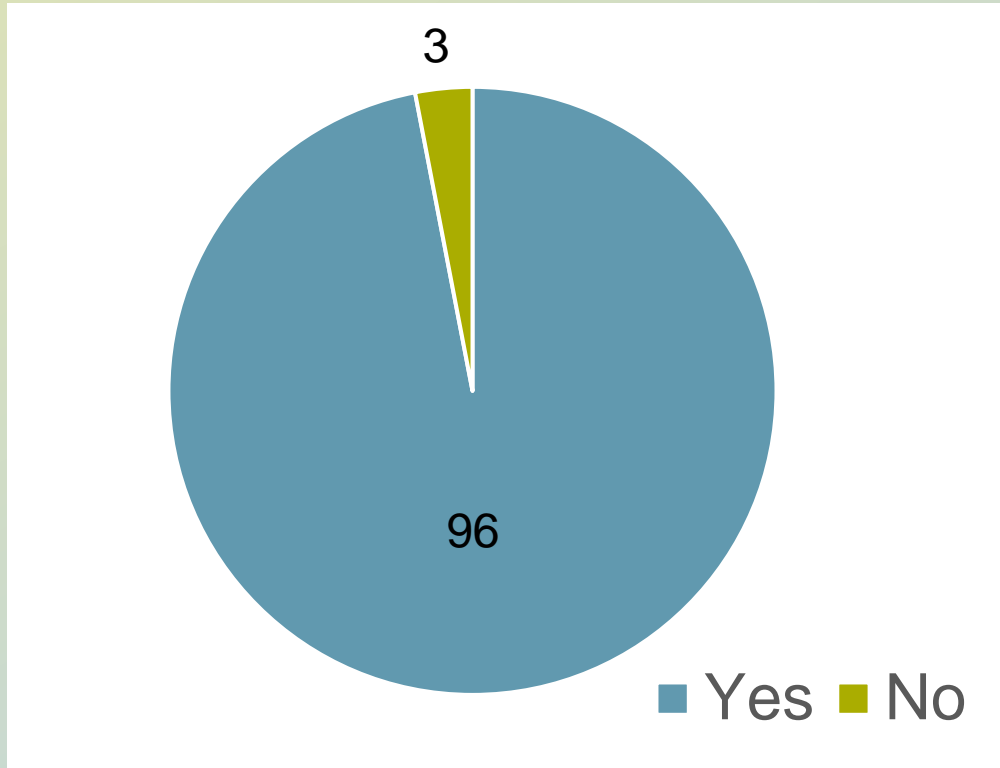
SURVEY QUESTIONS

- **Are you a resident of Fuquay-Varina?**
- **Do you own a business in Fuquay-Varina?**
- **Are you familiar with the Strategic Plan?**
- **Rank the Core Values in order of importance to you**
- **What does each Core Value mean to you?**

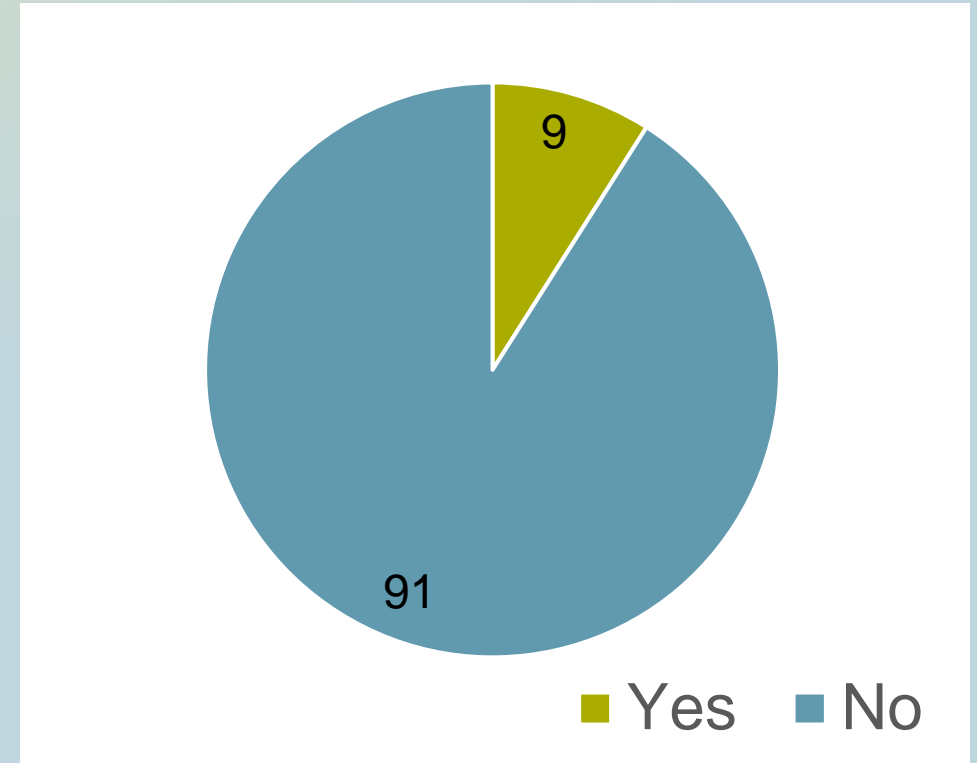


DEMOGRAPHIC INFORMATION

- Are you a resident of Fuquay-Varina?

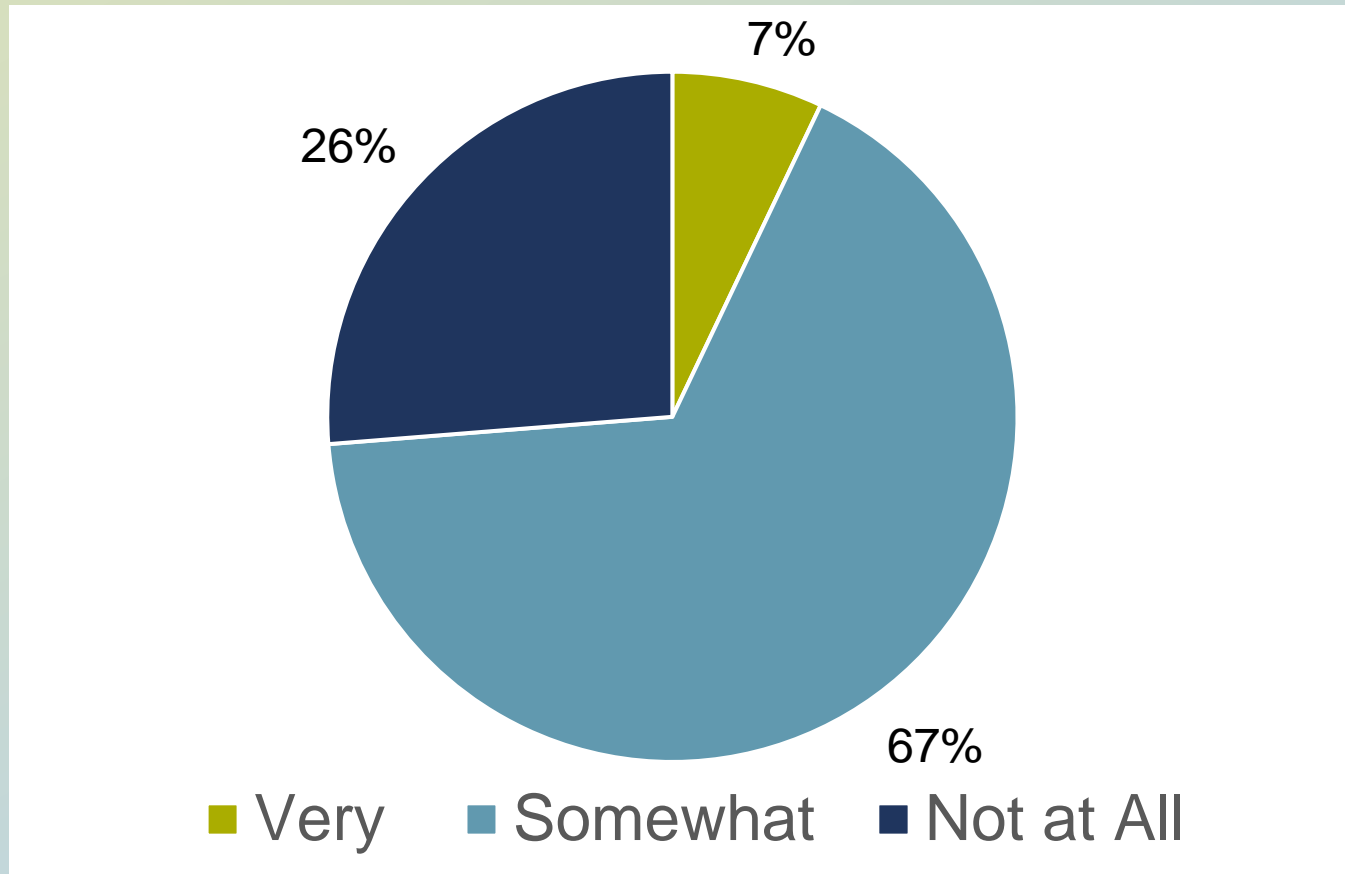


- Do you own a business in Fuquay-Varina?

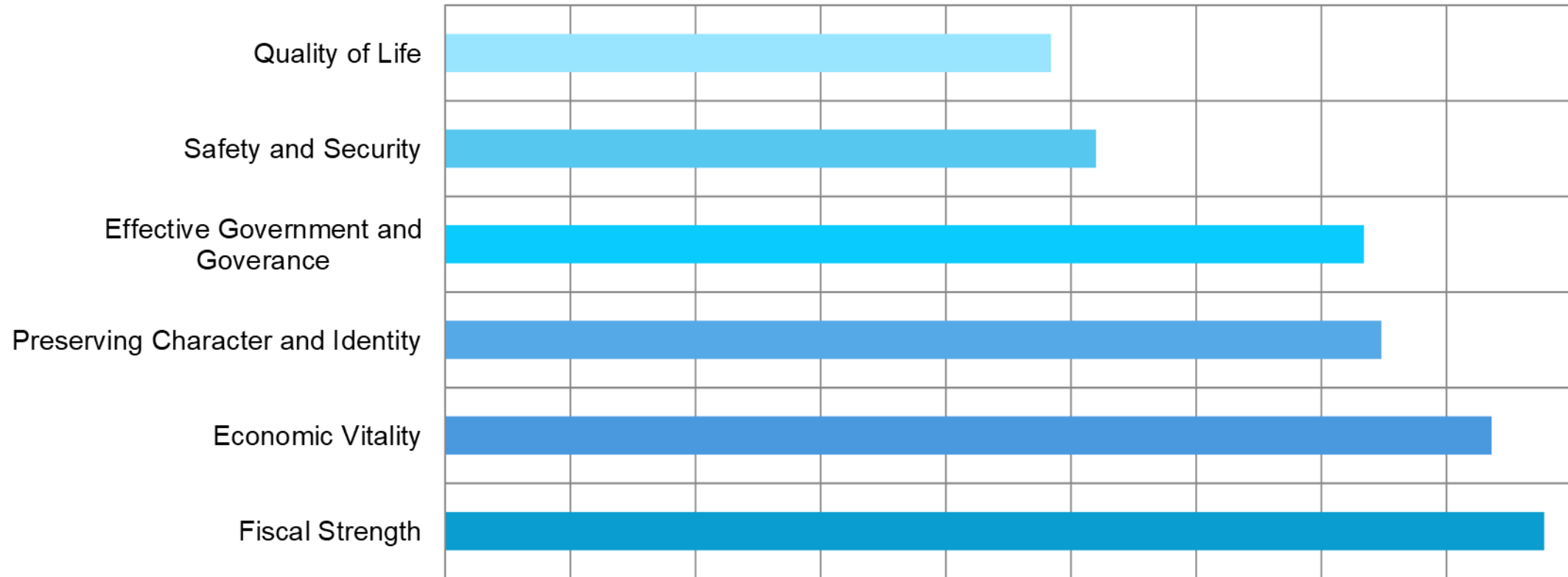


DEMOGRAPHIC INFORMATION

- Are you familiar with the Strategic Plan?



CORE VALUE IMPORTANCE



(1 was highest priority, so shortest line = highest priority)





QUALITY OF LIFE

Attributes Mentioned:

- Safe, age in place
- Good parks, roads, sidewalks
- Plenty to do (Active lifestyle)
- Good jobs
- Diverse socio-economically

Concerns:

- More activities
- Affordability
- Preserving greenspace
- Better transportation
- Don't want to leave Town for conveniences

 SENTIMENT SUMMARY

12.5%

2.5%

60%

25%





QUALITY OF LIFE INITIATIVES IN FY 2023 RECOMMENDED BUDGET

- Parks Maintenance & Athletic Program Specialist positions
- Community Center North construction
- Outside Sound Equipment for Town events
- Debris Collection & Sanitation Supervisor
- 10 Utility Enterprise positions





SAFETY AND SECURITY

Attributes Mentioned:

- Home, neighborhood, streets
- Sense of pride and community
- Traffic safety
- Robust Fire & Police staffing and facilities

Concerns:

- Enforcement of traffic and noise ordinances
- Internet in rural areas to support home security options
- Equitable policing



SENTIMENT SUMMARY

14.5%

6.5%

53.2%

25.8%





SAFETY AND SECURITY INITIATIVES IN FY 2023 RECOMMENDED BUDGET

- 4 Police Officers
- 9 Fire Fighters
- Fire Station #4 construction
- 3 Streets positions
 - Asphalt / Hotbox Recycler
 - Message Boards
- Engineering Inspector
- Building Inspector



EFFECTIVE GOVERNMENT AND GOVERNANCE



Attributes Mentioned:

- Honest, Ethical, Integrity
- Fiscal Stewardship, Restraint
- Transparency
- Listens and Responds
- Equitable decisions benefit all areas of Town and residents

Concerns:

- Town planning that considers current residents as well as future ones



SENTIMENT SUMMARY

13%

3.9%

64.9%

18.2%





EFFECTIVE GOVERNMENT AND GOVERNANCE INITIATIVES IN FY 2023 RECOMMENDED BUDGET

- Purchasing Manager
- Communications / Marketing Specialist
- Development Liaison





PRESERVING CHARACTER AND IDENTITY

Attributes Mentioned:

- Home Town Feel
- Small Town Charm
- Mom & Pop Vibe
- Balanced growth that preserves
 - Downtown character
 - Historical places
 - Greenspace

Concerns:

- Gentrification (affordability)
- Don't become another Cary or Holly Springs

 SENTIMENT SUMMARY

14.3%

2.6%

63.6%

19.5%





PRESERVING CHARACTER AND IDENTITY INITIATIVES IN FY 2023 RECOMMENDED BUDGET

- Downtown Generational Plan
- N. Ennis Landscaping





ECONOMIC VITALITY

Attributes Mentioned:

- Variety will help vitality
- Locally-owned, small businesses
- Balance between business and residential growth
- Good jobs
- Sustainable growth

Concerns:

- No need to go elsewhere
- Too many national chain stores
- Cohesive plan, not growth for growth's sake
- Transportation infrastructure
- Ease of starting, doing business in Fuquay-Varina

 SENTIMENT SUMMARY

16.7%

2.8%

61.1%

19.4%





ECONOMIC VITALITY INITIATIVES IN FY 2023 RECOMMENDED BUDGET

- Transportation Plan update
- Circulator Study
- Transportation Bond projects
 - Wallace Adcock
 - Whitted Road / Johnson Pond
- Powell Bill projects (sidewalk, crosswalk, resurfacing)
- Economic Development Marketing Plan, Campaign, Strategic Plan





FISCAL STRENGTH

Attributes Mentioned:

- Good Stewardship
 - Balanced budget
 - Bond rating, debt level
 - Fund Balance

Concerns:

- Electronic payment system (EFT)
- Transparency
- Leverage outside sources of revenue
- Ability to maintain good financial position due to growth

 SENTIMENT SUMMARY

16.2%

2.7%

59.5%

21.6%





FISCAL STRENGTH INITIATIVES IN FY 2023 RECOMMENDED BUDGET

- Purchasing Manager
- Funding for Part-time Customer Service Representative
- Improved Adopted Budget document will enhance transparency

