YOUR CITY, YOUR PRIORITIES

COMMUNITY BUDGET ENGAGEMENT REPORT

May 9, 2017
PROJECT BACKGROUND
PROCESS TIMELINE

Jan 26, 2016
- Request for Community Engagement @ City Council Meeting

Feb – Apr 2017
- Community Outreach:
  - Online Survey
  - Pop-Up Events
  - Social media, ads, newsletters, utility bill inserts, etc...

May 9, 2017
- Community Budget Engagement Report @ City Council Meeting
OVERVIEW

• Goals
  – Educate and engage community members about the City budget
  – Collect community priorities for future City spending

• Project Details
  – Consultants from Michael Baker Intl. & CivicMakers
  – Collaboration between Public Information Office & City Manager’s Office
  – Rolled out in conjunction with the Community Attitude Survey
PROJECT OVERVIEW

• Project brand & style guide
• Online budget survey
• Pop-up workshops
• Communications and marketing campaign
WEBPAGE

TOAKS.ORG/YOURBUDGET

• Splash page with background information, FAQ, email subscription, and link to online budget tool

4,265 visitors

• Primary sources:
  – Facebook
  – NextDoor
  – Acorn

• Avg. time on page: 5 minutes
BUDGET SURVEY

TOAKS.CITIZENBUDGET.COM

- 6 allocation questions
- 4 open-ended questions
- 2 demographics questions

- 1,268 visitors
- 606 responses!
- 9 min avg. response time
Budget Survey

Allocation Questions

1. Police Services
2. Transit Operations
3. Library Services
4. Open Space
5. Senior Center
6. Teen Center
Budget Tool

Open-ended Questions

1. Streets and Roads
2. Traffic Congestion
3. Cultural Affairs
4. Economic Development

8. Traffic Congestion

As part of the 2015 Community Attitude Survey, residents were asked about services they felt were important to them as well as services they felt were not meeting their needs. One service area identified as needing attention was traffic congestion. As a result, the City installed Flashing Yellow Arrow signals at five intersections in the City, with plans for seven additional intersections in 2017.

What strategies should the City pursue to reduce traffic congestion? Learn more

9. Cultural Affairs

The City of Thousand Oaks built and opened the Thousand Oaks Civic Arts Plaza in October 1994, consisting of Thousand Oaks City Hall, a 3-acre park and two theatres. The Cultural Affairs Department oversees theatre operation for the Thousand Oaks Civic Arts Plaza’s two theatres, as well as Arts Services, including Citywide Arts sponsorship and the Regional Art Museum project.

How do you think Cultural Affairs can be improved within the City? Learn more
SOCIAL MEDIA

• NextDoor: 3 posts
• Twitter: 11 posts
• Facebook: 10 posts
• LinkedIn: 5 posts
• Instagram: 1 post
Digital Ads
• VC Star
• Acorn
• Facebook
• KCLU
• Press Release

Print Ads
• Acorn: 3 ads, each sent to 40,246 households
PRINTED MEDIA

Posters & Flyers
• Distributed via Library, Parks & Rec, and a network of community partners

Newsletters
• City newsletters
• GoGreen newsletter
• Chamber of commerce, and others!

Utility Bill Inserts
• 48,000
Farmer’s Market Pop-Up Event – 2/9/17

200 interactions
THE OAKS MALL POP-UP EVENT – 2/11/17

260 interactions
COFFEE WITH THE CHIEFS POP-UP EVENT – 3/23/17
ARBOR EARTH DAY POP-UP EVENT – 4/8/17

600 interactions
RAFFLE WINNERS

• Prizes: Rounds of Golf + Theater Tickets
  • 2 drawings, 4 winners each round.

• Winner Profile: Tiffany G.
  – Was excited for the opportunity to win golf tickets
  – Moved to TO last year with her family
  – Heard about the survey via email

  “The survey was very easy to complete, less than 10 minutes, and very informational. I learned a lot!”
**Pop-Up Workshop Results**

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<th>Service</th>
<th>Increase</th>
<th>Maintain</th>
<th>Decrease</th>
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<tr>
<td>Teen Center</td>
<td>18</td>
<td>35</td>
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</tr>
<tr>
<td>Library</td>
<td>38</td>
<td>26</td>
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<tr>
<td>Transit</td>
<td>20</td>
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<td>Open Space</td>
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<tr>
<td>Cultural Affairs</td>
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<tr>
<td>Traffic Congestion</td>
<td>45</td>
<td>14</td>
<td>12</td>
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</tbody>
</table>

*Participants*
ONLINE BUDGET ENGAGEMENT RESULTS

Police Services

COMMENTS
- Maintain funding at its current level
- Increase funding
- Keep our community Safe
- Prevent crime
ONLINE BUDGET ENGAGEMENT RESULTS

Transit Operations

COMMENTS
- Maintain or decrease transit service
- Encourage more transit use
LIBRARY SERVICES

COMMENTS
- Maintain or increase library services
- Love the libraries!
- Important service for kids and adults, including books, internet, and other services.
**Online Budget Engagement Results**

Open Space

**Comments**
- Maintain or increase open space budget
- We have great trails and open spaces!
ONLINE BUDGET ENGAGEMENT RESULTS

Goebel Adult Community/Senior Center

COMMENTS
- Maintain or increase funding
- Community needs and appreciates classes, programs, and services for senior adults
ONLINE BUDGET ENGAGEMENT RESULTS

Alex Fiore Teen Center

COMMENTS
- Maintain current level of funding
- Good center with great activities, programs and services for teens and young adults


ONLINE BUDGET ENGAGEMENT RESULTS

Streets & Roads: What strategies should the City pursue to close the funding gap between available funding for street pavement maintenance and projected costs?

“Always maintain a great infrastructure. That is an absolute requirement in a nice city.”

“Half cent tax.” “Add a gasoline tax or something like that.”

Please be sure that maintenance of our city streets and road is equitable; … Median house prices in an area should NOT be a factor in how often or quickly road repair takes place.”
Traffic Congestion: What strategies should the City pursue to reduce traffic congestion?

“Provide more shuttle-type services and encourage use of public transportation”

“Continue to decrease left red turn arrows and add flashing yellow arrows.”

“Work on better coordinating lights to encourage continuous flow at posted speed limits. “

“We need walkable areas, more bike lanes, and better mass transit.”

“Work on roads at night after 9pm.”
ONLINE BUDGET ENGAGEMENT RESULTS

Cultural Affairs: How do you think Cultural Affairs can be improved within the City?

“Prohibitively expensive. I have not been in many years.”

“The City should not be paying to operate this facility.

“Offer snacks and drinks for profit at each event to cover costs.”

“The current offerings are fairly good in my opinion.” “Bring in bigger names.”

“As the middle class disappears we need more events/functions that are not reflective of a wealthy community only.”
Online Budget Engagement Results

Economic Development: How do you think the City should support the business community and otherwise contribute to a stronger local economy?

Adopt business-friendly taxes and regulations to attract and keep small and local businesses. Help local businesses get started with incentives.”

“There is nothing wrong with the local economy… Leave well enough alone!!”

“I would like to see more of affordable development (housing), as well as more "lively" downtown, so we can attract younger people to live, work …”

“Bring in businesses that provide entertainment for our 18-40 crowd.”
Online Budget Engagement Results

Demographics - Age

Most are 55 years or older
ONLINE BUDGET ENGAGEMENT RESULTS

Demographics - Residency

Most are long-time residents (10+ yrs)
CONCLUSION

• Our community wants to engage with the budget!
  – The community is eager and willing to participate online
  – More can be done to reach those aged 18 - 45 and newer residents

• Community priorities:
  – Maintain or increase police services
  – Maintain or increase open space funding
  – Maintain or decrease transit investment
  – Maintain library, senior center and teen center funding
  – Consider a small tax for road maintenance; Prioritize road maintenance
  – Optimize traffic flow; create more pedestrian and bike-friendly areas
  – Provide more support to small, local businesses
DISCUSSION & QUESTIONS