

Rapid City Citizen Budget Priority Survey

February 2018



Introduction

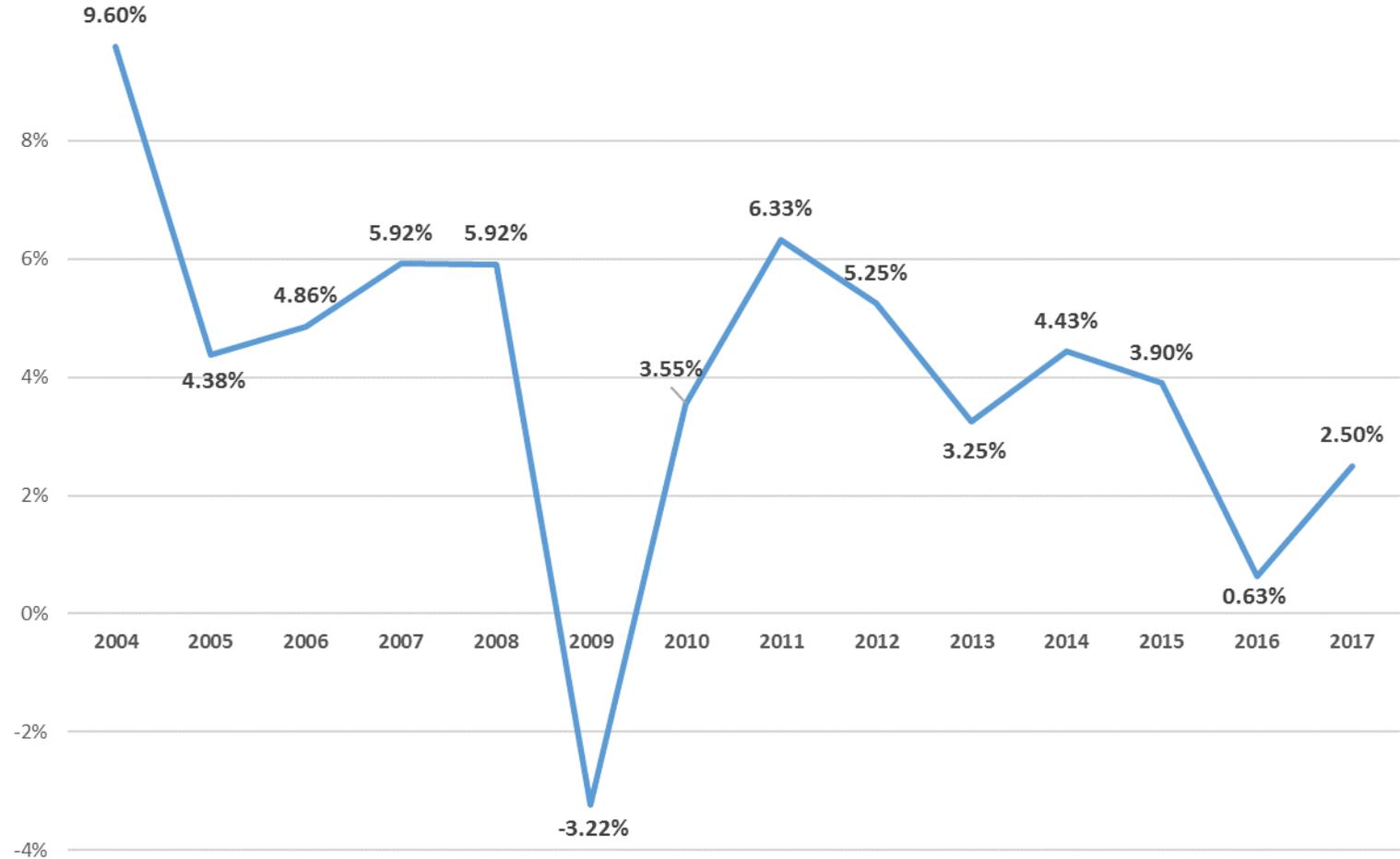
In a representative democracy, citizen surveys provide valuable inputs that aid and enable decision-makers to frame policies, evaluate programs, assess and improve service delivery, and map attitudes and preferences.

Survey goals:

- Reach out to a broader cross-section of the population on budgetary issues
- Validate and weigh core values/strategic goals to have citizens' preferences at the core of PBB program scoring and prioritization
- Help determine the general course of action in case tax and other revenues fall short; focus on General Fund services
- Measure residents' preferences in allocating tax revenue to various City services
- Help identify services that citizens want to maintain at the current levels taxes or user fees in case of a revenue shortfall or reduce/outsource/privatize
- Get citizens' feedback to help identify the most important issues to improve livability in the community
- Gauge overall citizen satisfaction and identify issues that affect residents' perceptions

Volatility of Sales Tax Revenue

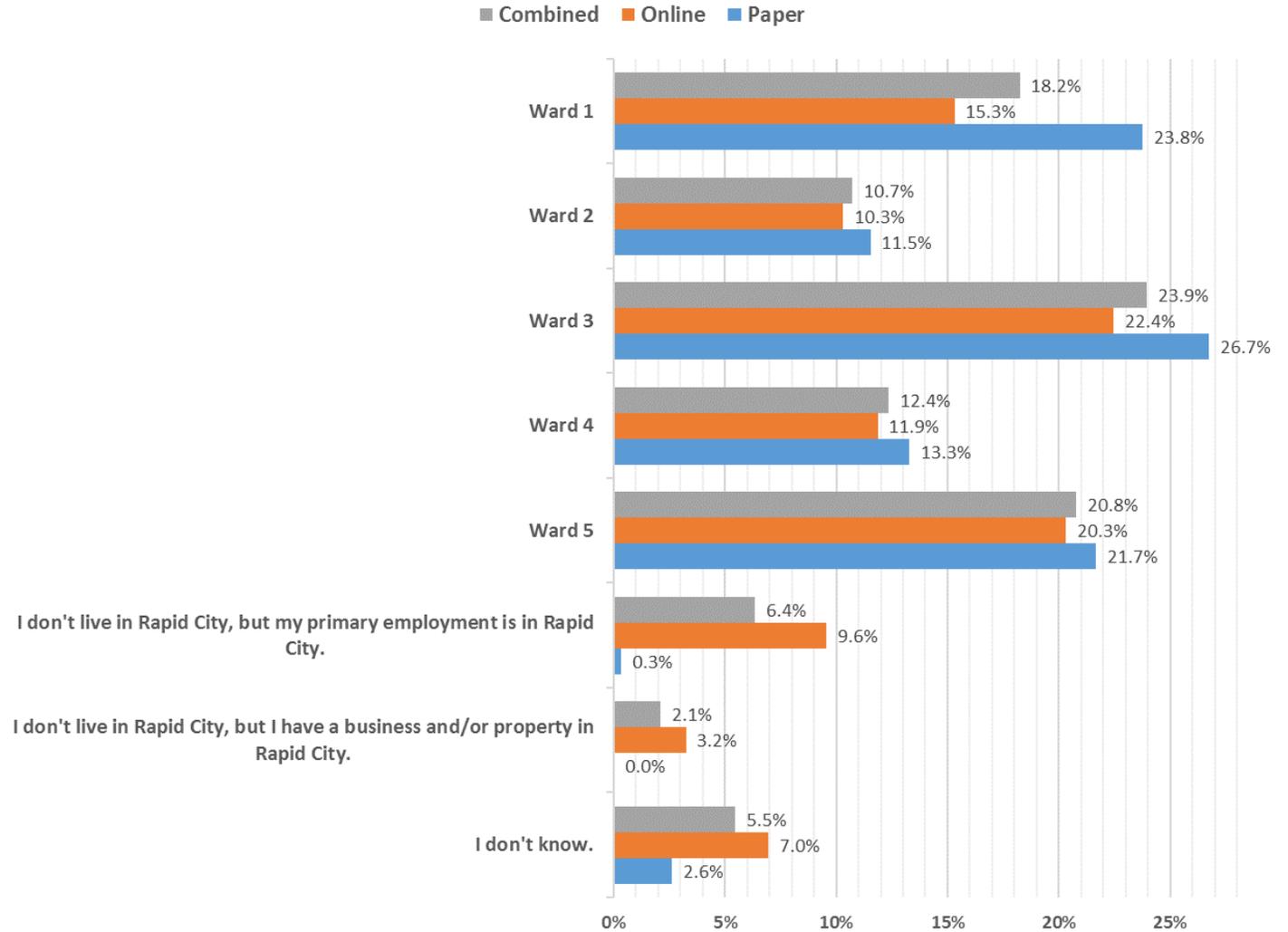
SALES TAX YEAR-TO-YEAR GROWTH RATES
(Excluding BBB; *2017 Jan-Nov to 2016 Jan-Nov)



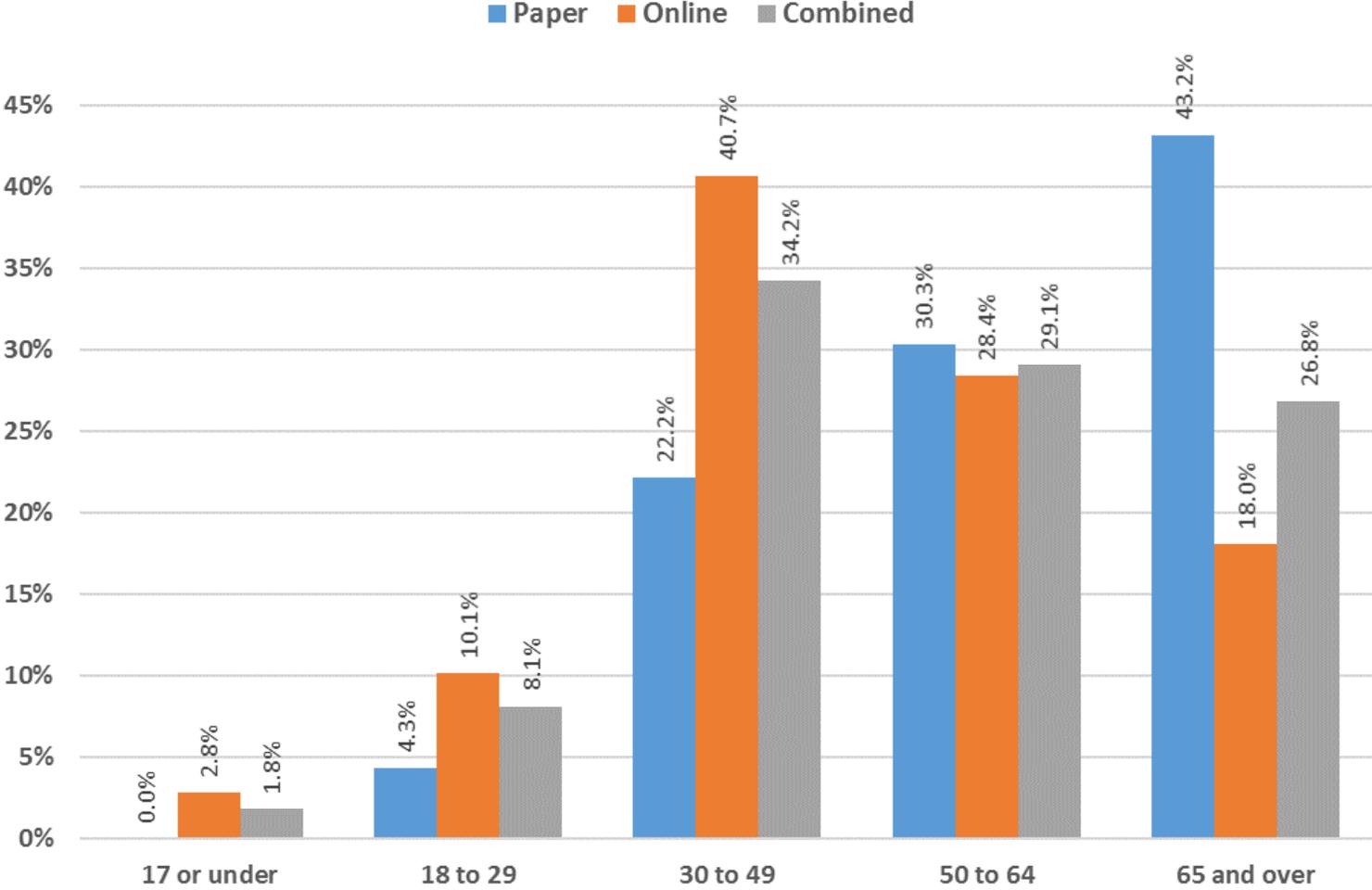
Methodology

- Online at RCGOV.org
- 3,000 paper surveys mailed out to a random sample - 600 to each Ward
- Mail-in sample selected from over 47,000 records and randomized using RANDOM.org; duplicate addresses removed
- Total 1,665 valid responses received – 1,078 online and 587 paper
- 2.3% margin of error at 95% confidence interval or 3.1% margin of error at 99% confidence interval (assuming full randomization)
- For reference, 1,815 responses needed for 2.3% margin of error at 95% confidence interval for the entire U.S. population (assuming full randomization)
- Possible greater self-selection for online survey; results presented separately

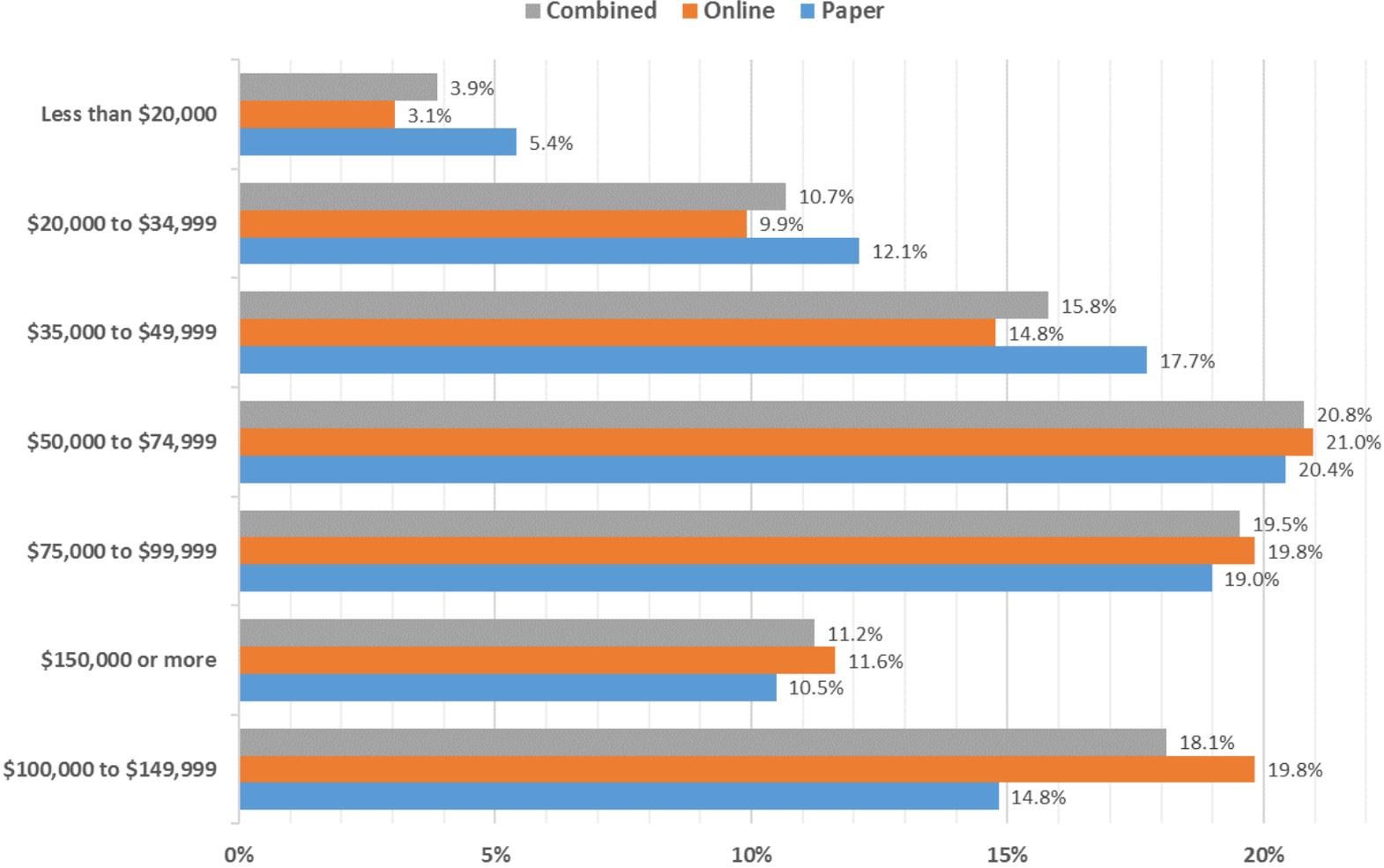
Demographics



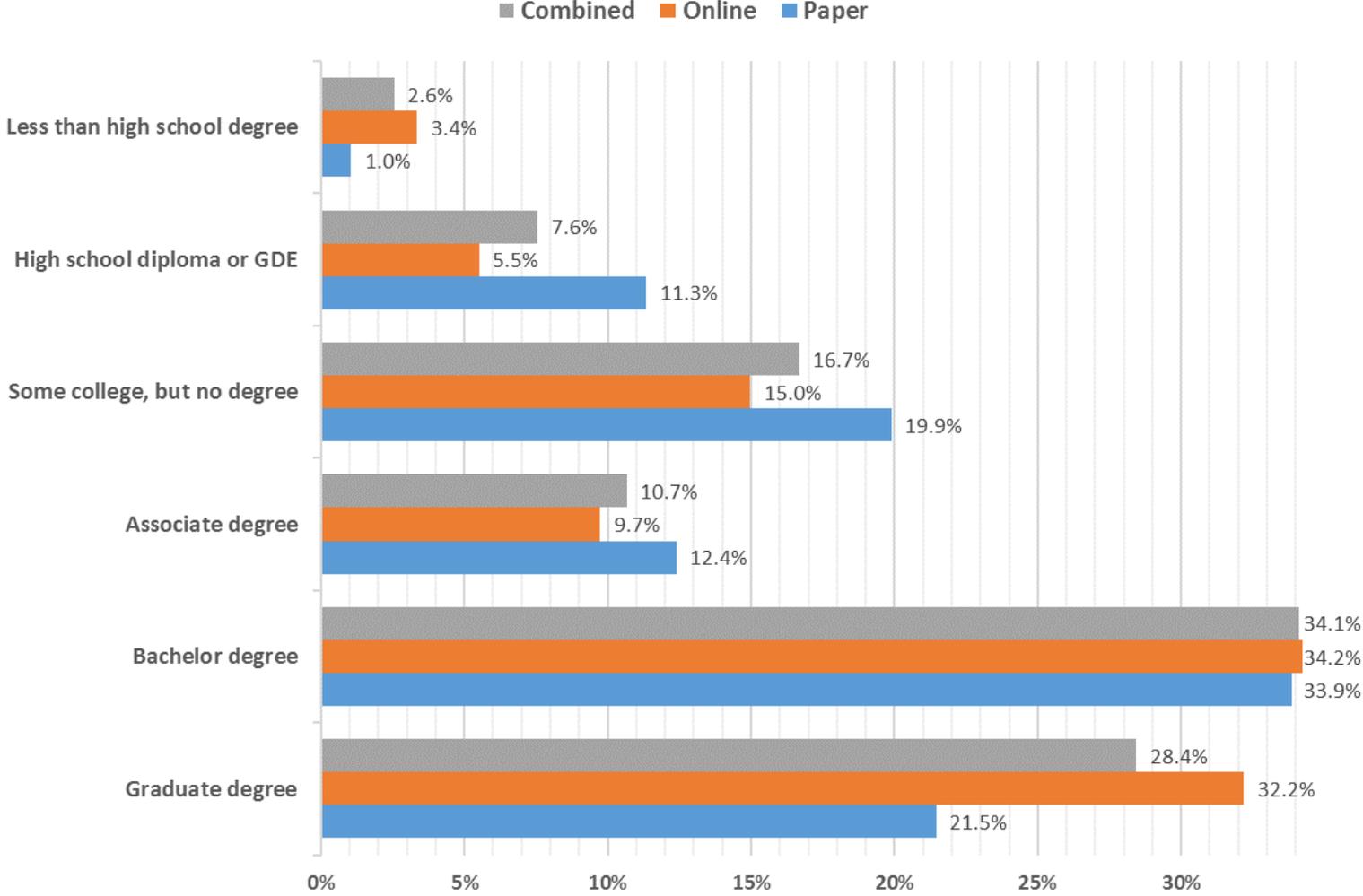
Demographics (continued)



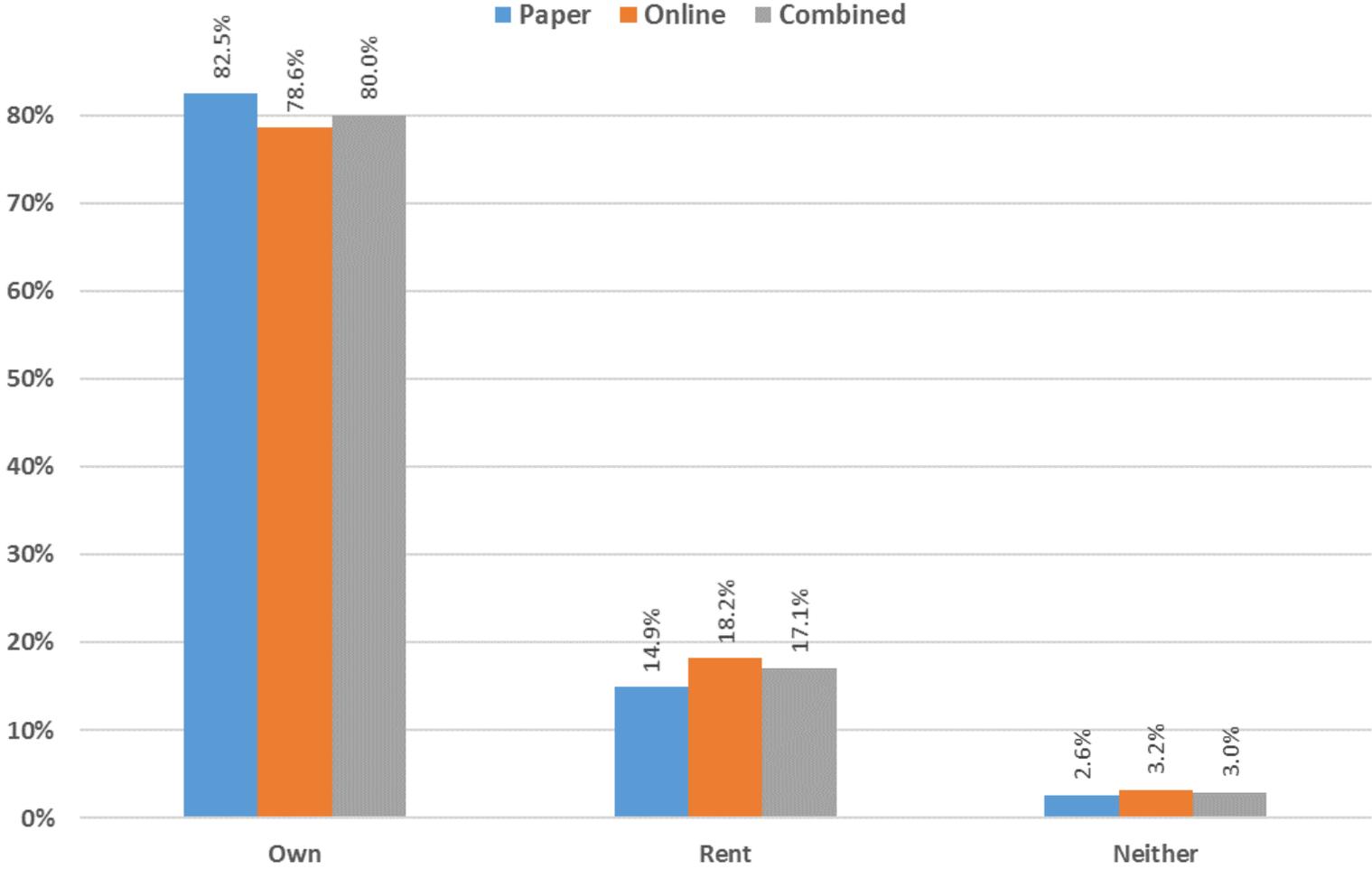
Demographics (continued)



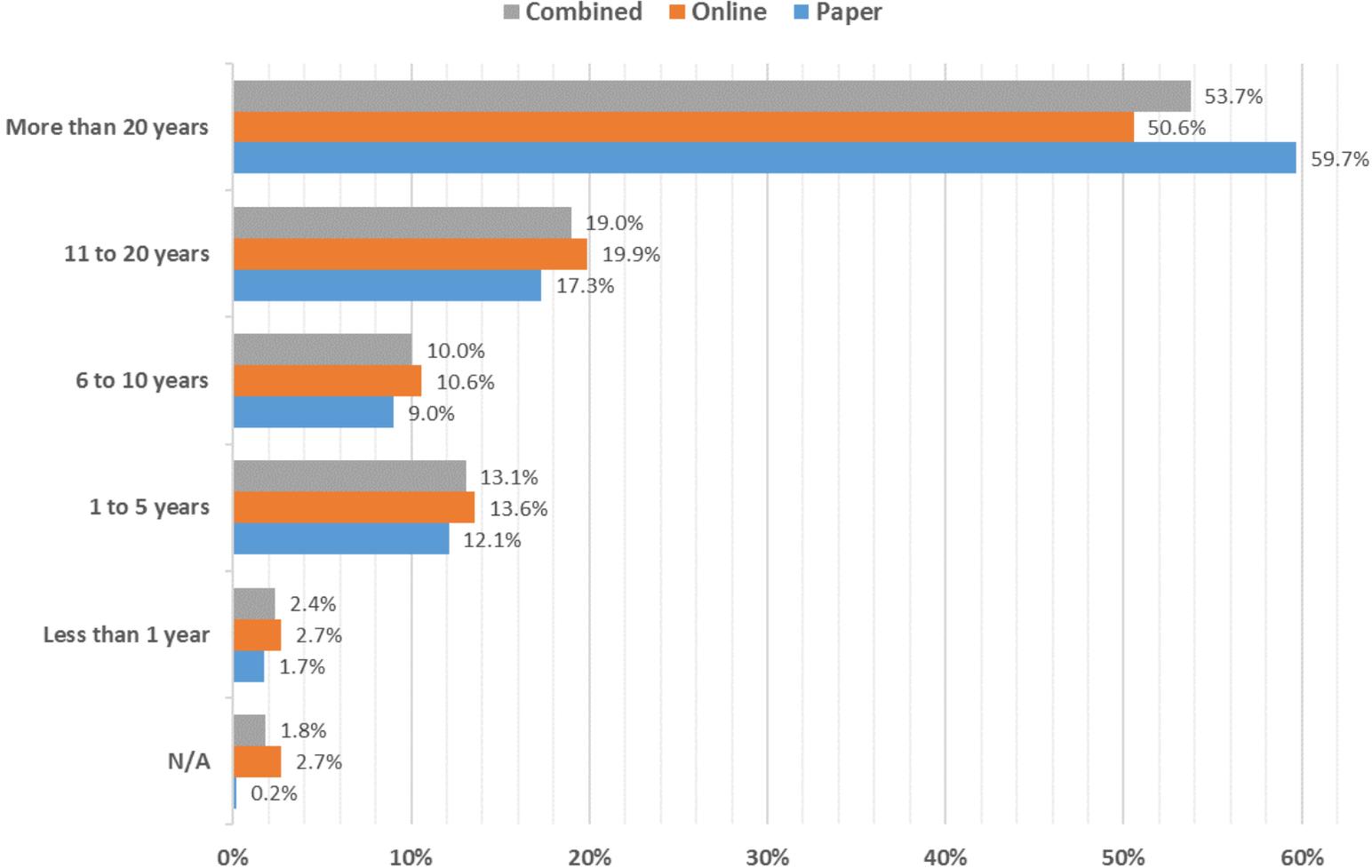
Demographics (continued)



Demographics (continued)

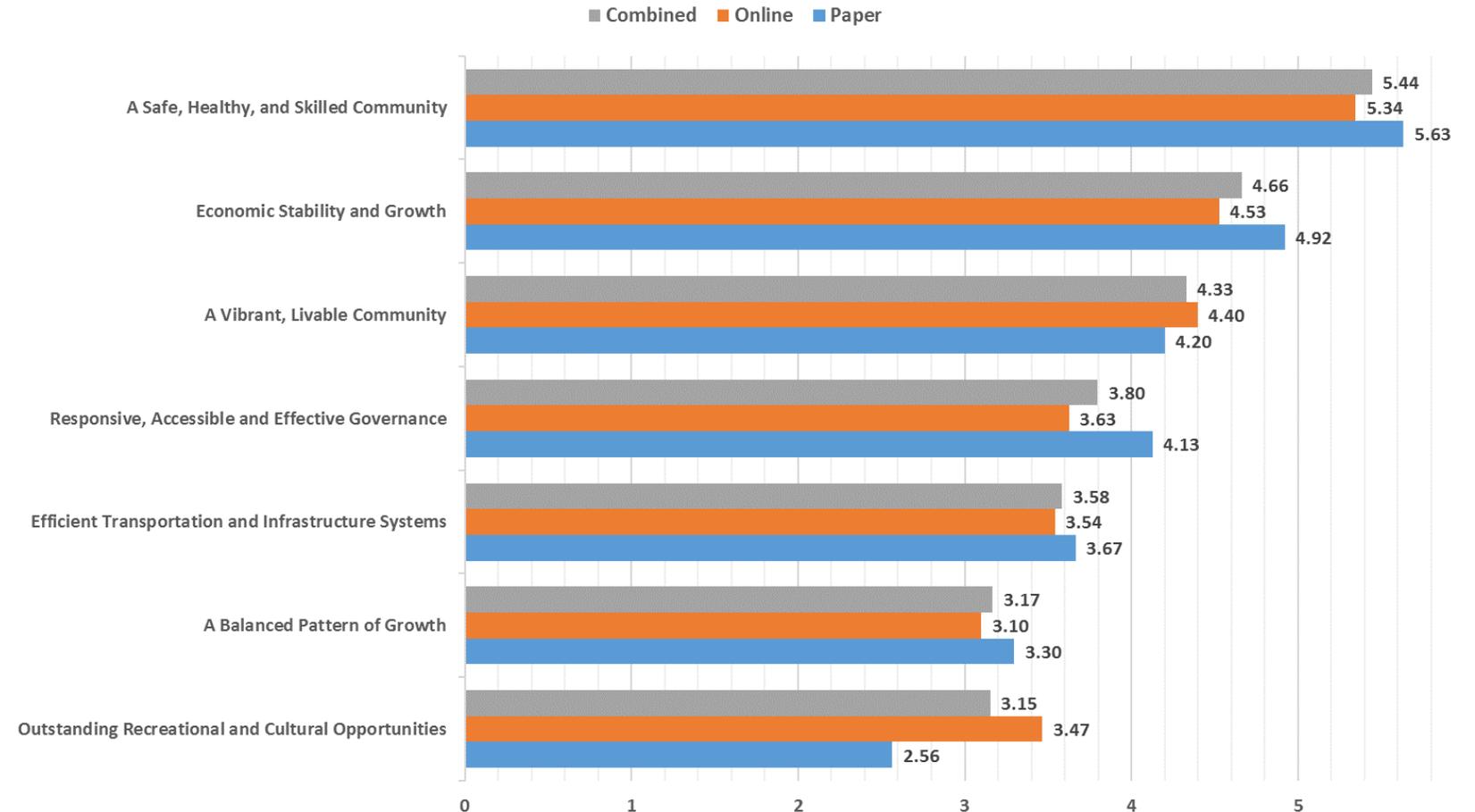


Demographics (continued)



Priority Based Budgeting

Q1. Please, rank the following strategic goals in order from MOST important to you to LEAST important to you:

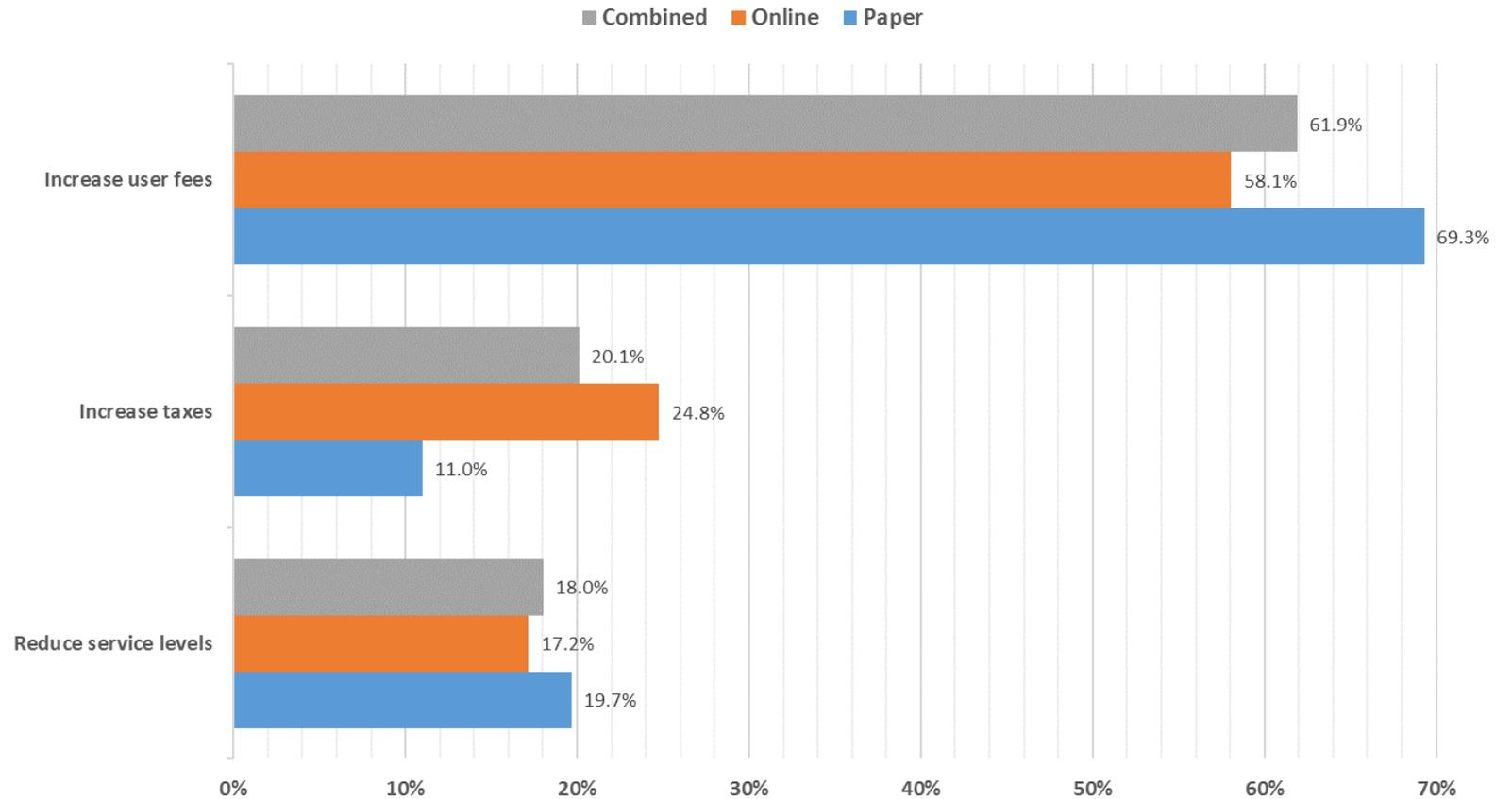


Note: Ranking values have been transformed by subtracting them from 8.00, such that a ranking of 1.00 is represented by a score of 7.00. Consequently, the larger values and longer bars in the graph above indicate a higher average ranking.

2019 Citizen Budget Priorities

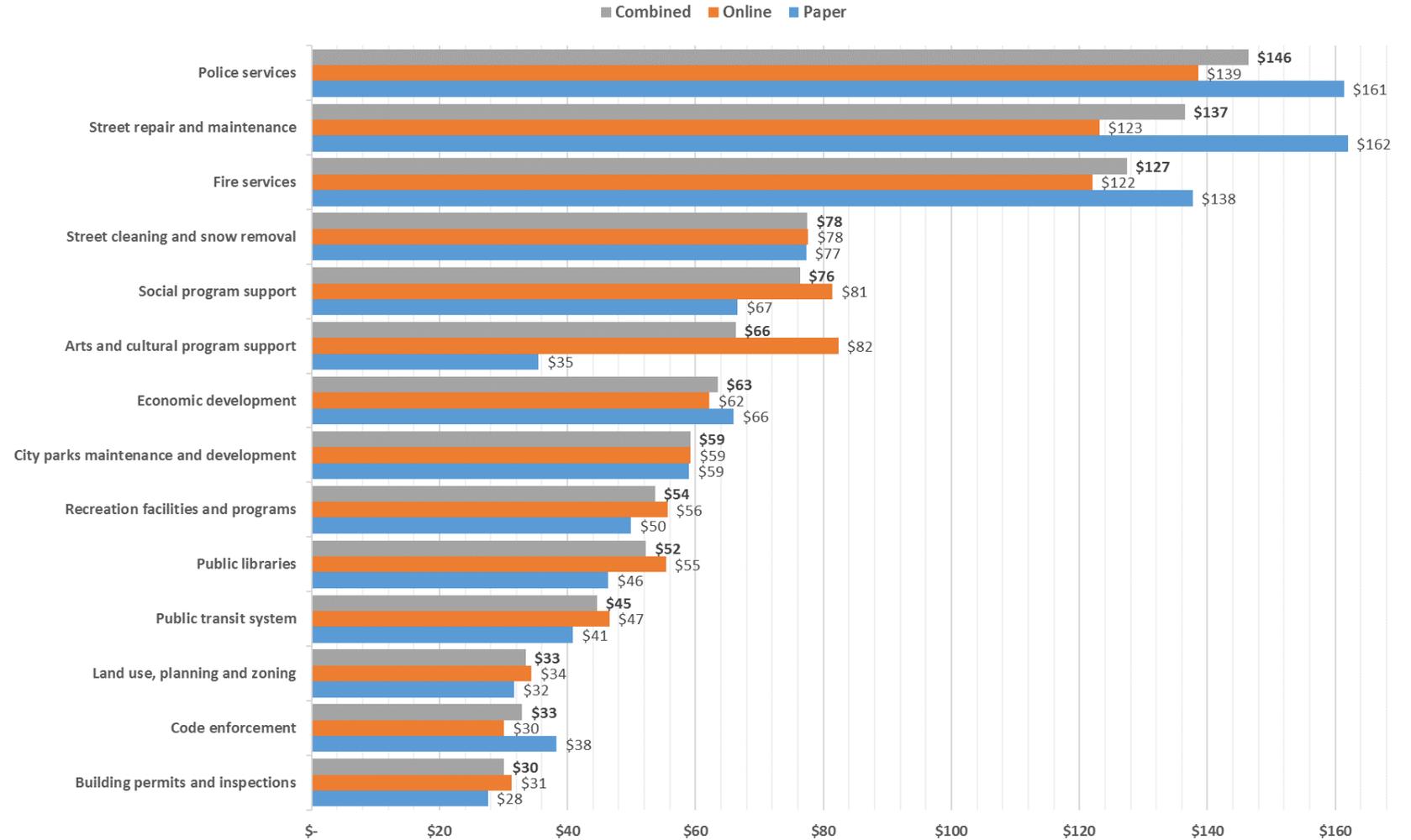
Q2. In general, do you think the City should put more emphasis on user fees as opposed to reducing service levels or seeking other revenue streams such as taxes?

- 477 comments in full report



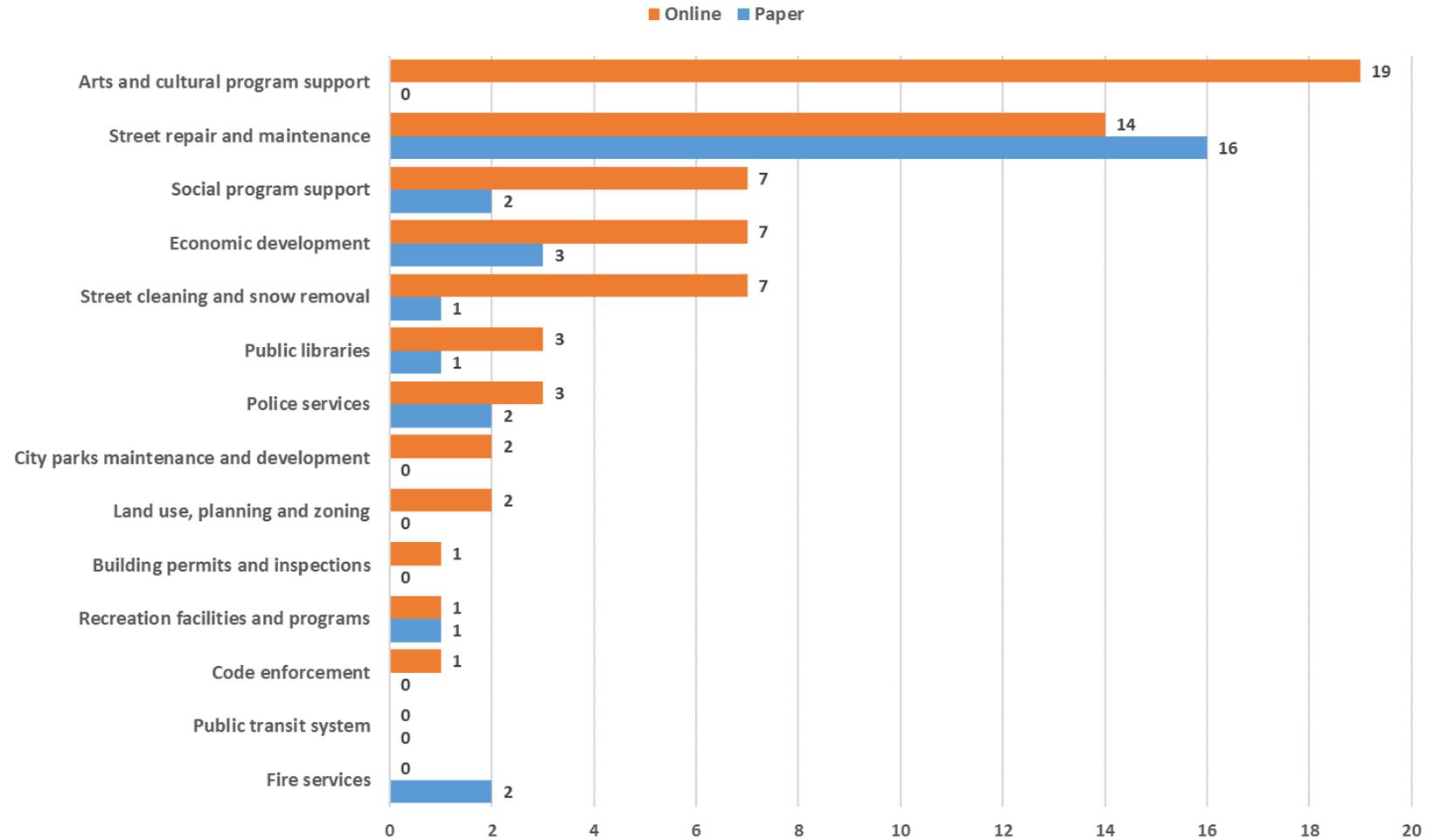
2019 Citizen Budget Priorities (continued)

Q3. If you were to allocate \$1,000 of your tax dollars to the following service areas, what would your allocation be?



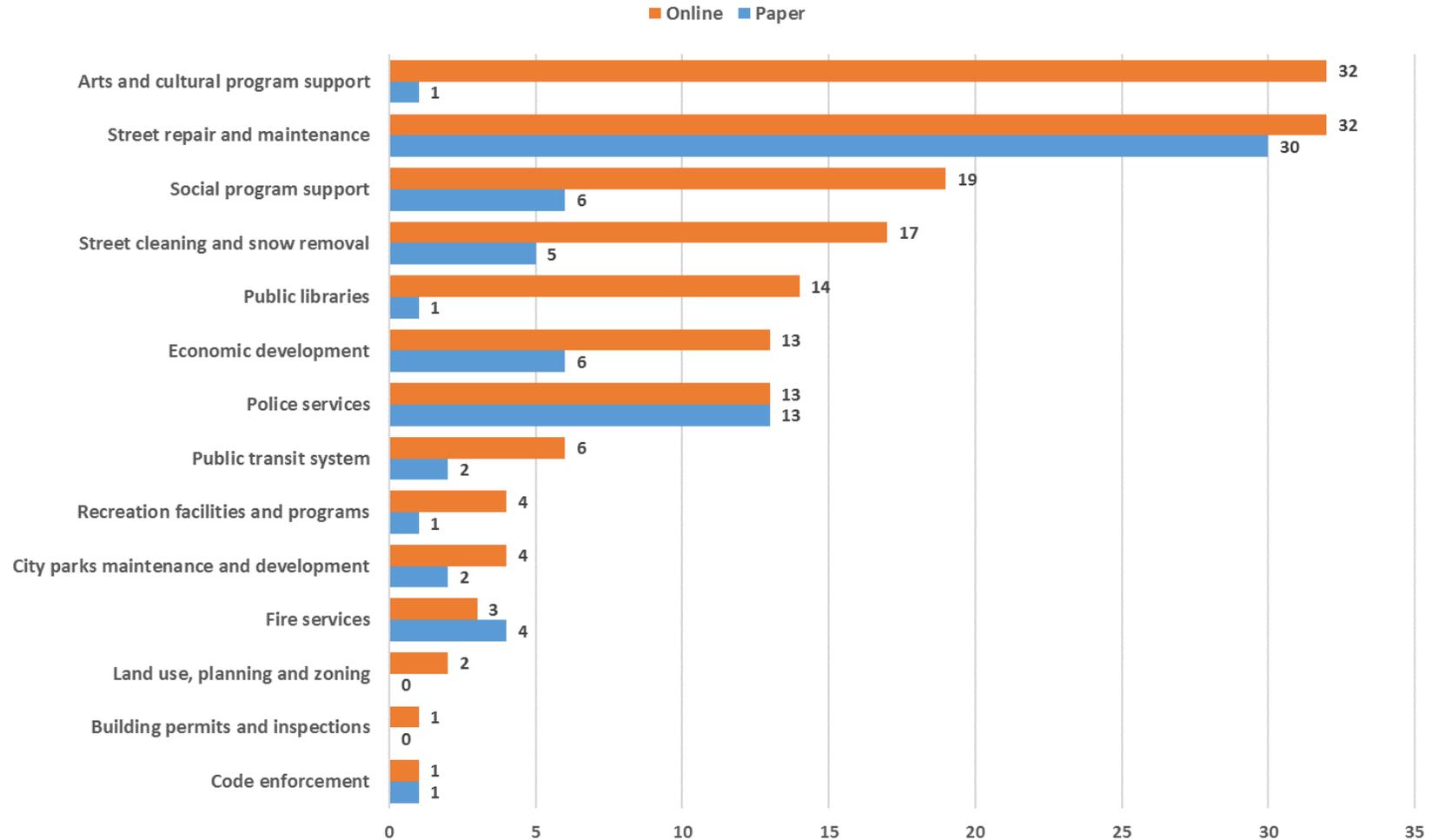
2019 Citizen Budget Priorities (continued)

Q3. Outlier Analysis - Number of Influential Responses (allocation of greater than \$500)

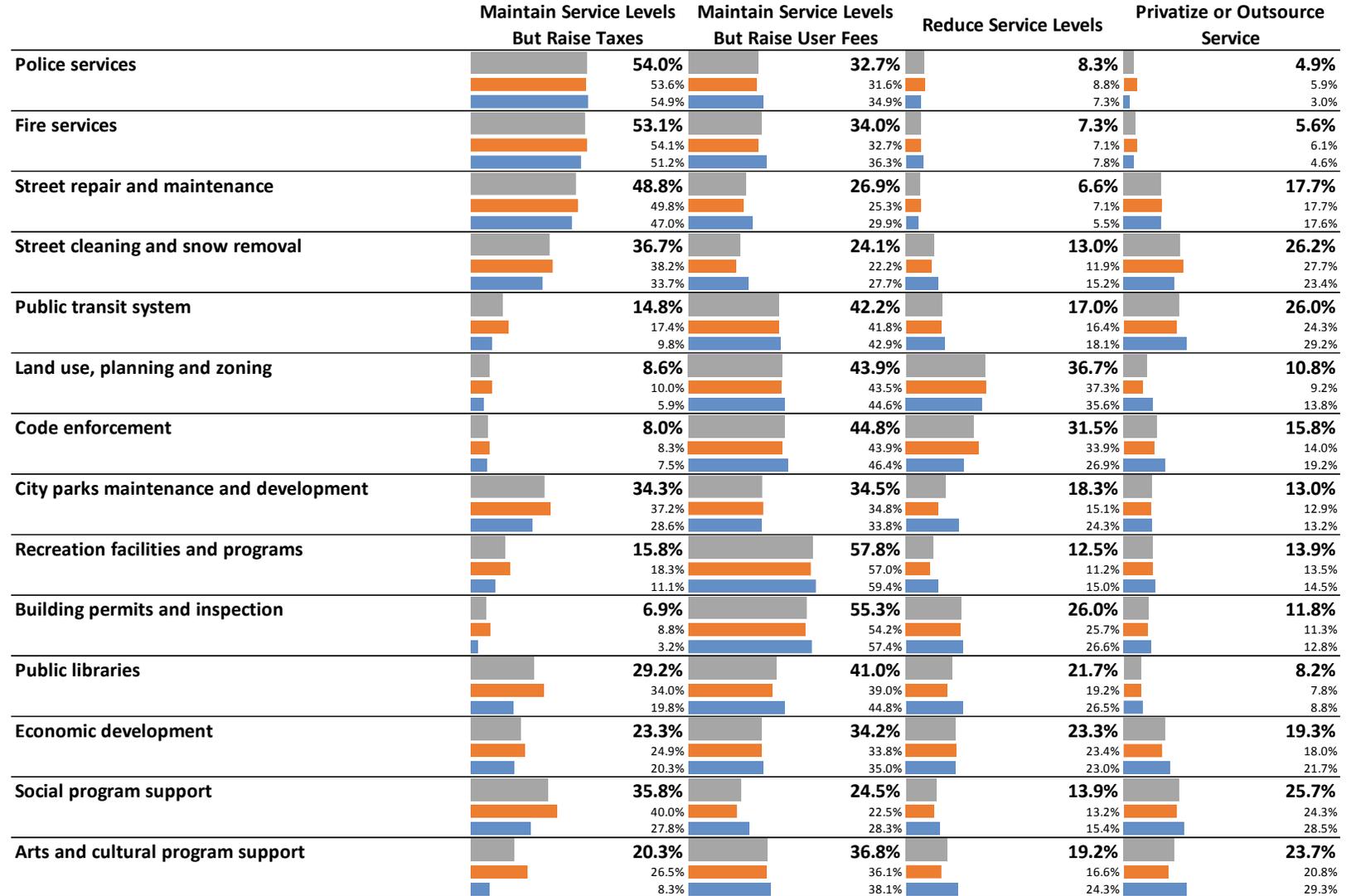


2019 Citizen Budget Priorities (continued)

Q3. Outlier Analysis - Number of Influential Responses (allocation of greater than or equal to \$500)



Q4. If revenue does not keep pace with growth and demand for services, which of the following options would you prefer the City use to balance the budget in the following service areas?



2019 Citizen Budget Priorities (continued)

Livability Improvement Suggestions

Q5. What is (are) the most important thing(s) that the City can do to improve the livability of the community?

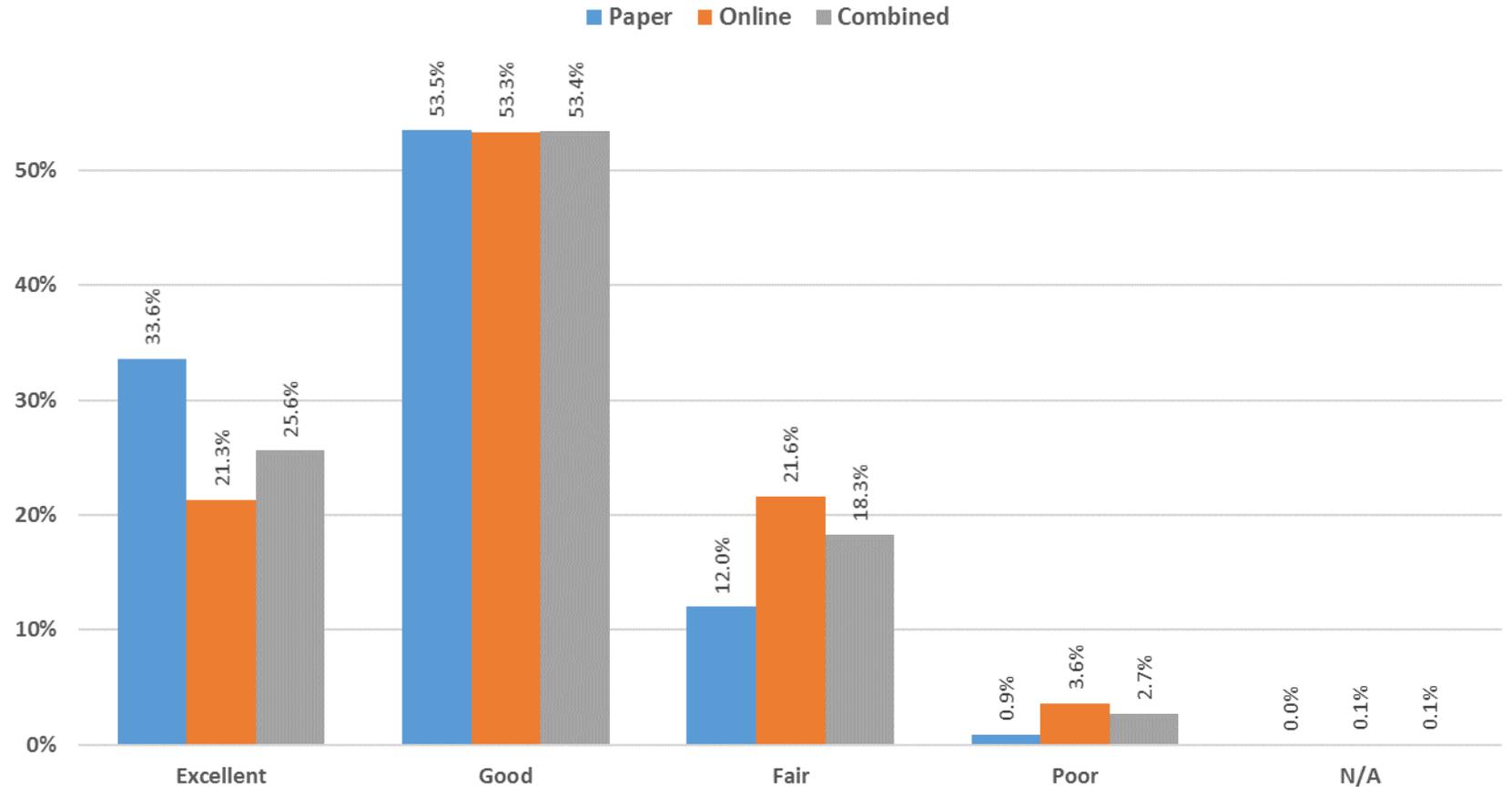
- 1,346 responses in full report
- Keyword search results:

Keywords	# of Comments
Housing, income, economy, jobs, wage, cost of living, business, rent	488
Police, fire, safety, crime, panhandling, DUI, traffic, justice, intoxication/drugs/meth	465
Infrastructure, roads, streets	371
Culture, arts, music, entertainment	234
Homeless, vagrant, transient, social	210
Recreation, parks, trails	192
<u>Library</u>	<u>63</u>

Rapid City Rating

Q14. Taking all things into consideration, how do you rate Rapid City as a place to live?

- 537 comments in full report



Thank You!

Full report available on Rapid City website:

<https://www.rcgov.org/departments/mayor-s-office-city-council/budget.html>

(RCGOV.org > Departments > Mayor & City Council > Budget [bottom of page])

Thank you for your attention and participation in the survey!