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
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)

![Bar chart showing education levels and participation by format (Combined, Online, Paper).](chart.png)
Demographics (continued)
Demographics (continued)
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.
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
Q3. If you were to allocate $1,000 of your tax dollars to the following service areas, what would your allocation be?

- Police services
- Street repair and maintenance
- Fire services
- Street cleaning and snow removal
- Social program support
- Arts and cultural program support
- Economic development
- City parks maintenance and development
- Recreation facilities and programs
- Public libraries
- Public transit system
- Land use, planning and zoning
- Code enforcement
- Building permits and inspections

Combined Online Paper

- Police services: $146 $137 $162
- Street repair and maintenance: $127 $127 $138
- Fire services: $127 $127 $138
- Street cleaning and snow removal: $98 $97 $78
- Social program support: $81 $66 $67
- Arts and cultural program support: $82 $62 $63
- Economic development: $82 $66 $66
- City parks maintenance and development: $82 $59 $59
- Recreation facilities and programs: $54 $56 $59
- Public libraries: $50 $50 $50
- Public transit system: $45 $47 $46
- Land use, planning and zoning: $33 $34 $33
- Code enforcement: $32 $32 $32
- Building permits and inspections: $31 $31 $31

- Police services: $78
- Street repair and maintenance: $78
- Fire services: $77
- Street cleaning and snow removal: $78
- Social program support: $76
- Arts and cultural program support: $75
- Economic development: $75
- City parks maintenance and development: $75
- Recreation facilities and programs: $75
- Public libraries: $75
- Public transit system: $75
- Land use, planning and zoning: $75
- Code enforcement: $75
- Building permits and inspections: $78

2019 Citizen Budget Priorities (continued)
2019 Citizen Budget Priorities (continued)

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

- Arts and cultural program support: 0 Online, 19 Paper
- Street repair and maintenance: 0 Online, 16 Paper
- Social program support: 2 Online, 7 Paper
- Economic development: 3 Online, 7 Paper
- Street cleaning and snow removal: 1 Online, 7 Paper
- Public libraries: 3 Online, 1 Paper
- Police services: 3 Online, 2 Paper
- City parks maintenance and development: 0 Online, 2 Paper
- Land use, planning and zoning: 0 Online, 2 Paper
- Building permits and inspections: 1 Online, 0 Paper
- Recreation facilities and programs: 1 Online, 1 Paper
- Code enforcement: 1 Online, 0 Paper
- Public transit system: 0 Online, 0 Paper
- Fire services: 2 Online, 0 Paper
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?

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Maintain Service Levels But Raise Taxes</th>
<th>Maintain Service Levels But Raise User Fees</th>
<th>Reduce Service Levels</th>
<th>Privatize or Outsource Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police services</td>
<td>54.0%</td>
<td>32.7%</td>
<td>8.3%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Fire services</td>
<td>53.1%</td>
<td>34.0%</td>
<td>7.3%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Street repair and maintenance</td>
<td>48.8%</td>
<td>26.9%</td>
<td>6.6%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Street cleaning and snow removal</td>
<td>36.7%</td>
<td>24.1%</td>
<td>13.0%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Public transit system</td>
<td>14.8%</td>
<td>42.2%</td>
<td>17.0%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Land use, planning and zoning</td>
<td>8.6%</td>
<td>43.9%</td>
<td>36.7%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>8.0%</td>
<td>44.8%</td>
<td>31.5%</td>
<td>15.8%</td>
</tr>
<tr>
<td>City parks maintenance and development</td>
<td>34.3%</td>
<td>34.5%</td>
<td>18.3%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Recreation facilities and programs</td>
<td>15.8%</td>
<td>57.8%</td>
<td>12.5%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Building permits and inspection</td>
<td>6.9%</td>
<td>55.3%</td>
<td>26.0%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Public libraries</td>
<td>29.2%</td>
<td>41.0%</td>
<td>21.7%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Economic development</td>
<td>23.3%</td>
<td>34.2%</td>
<td>23.3%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Social program support</td>
<td>35.8%</td>
<td>24.5%</td>
<td>13.9%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Arts and cultural program support</td>
<td>20.3%</td>
<td>36.8%</td>
<td>19.2%</td>
<td>23.7%</td>
</tr>
</tbody>
</table>

2019 Citizen Budget Priorities (continued)
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:

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

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

Thank you for your attention and participation in the survey!