

# ONLINE BUDGET FORUM SURVEY RESULTS

MAYOR AND CITY COUNCIL REGULAR SESSION



Monday, March 18, 2019

# Methodology



- Annual Online Budget Forum
  - ✧ Survey open January 4 – January 27, 2019
  - ✧ Forum conducted via Survey Monkey
  - ✧ Announced via City website, email newsletters, and social media
  - ✧ 7 Questions
    - n Budget Priorities
    - n Open-ended Input
    - n Communication Methods

# Participation Rate



- 435 Completed Surveys (compared to 65 in 2018)
  - ✧ 1,264 impressions
  - ✧ 34% completion rate

- Increased Response
  - ✧ Direct survey-only email (257 responses)
  - ✧ Benjamin Gaither Center newsletter
  - ✧ Resident referral

# Requested Service Increases

Gaithersburg's population has increased by about 7% since 2014 (now at just under 70,000), and 14% since 2010. With that growth, is there anything Gaithersburg needs more of?

## Major Categories

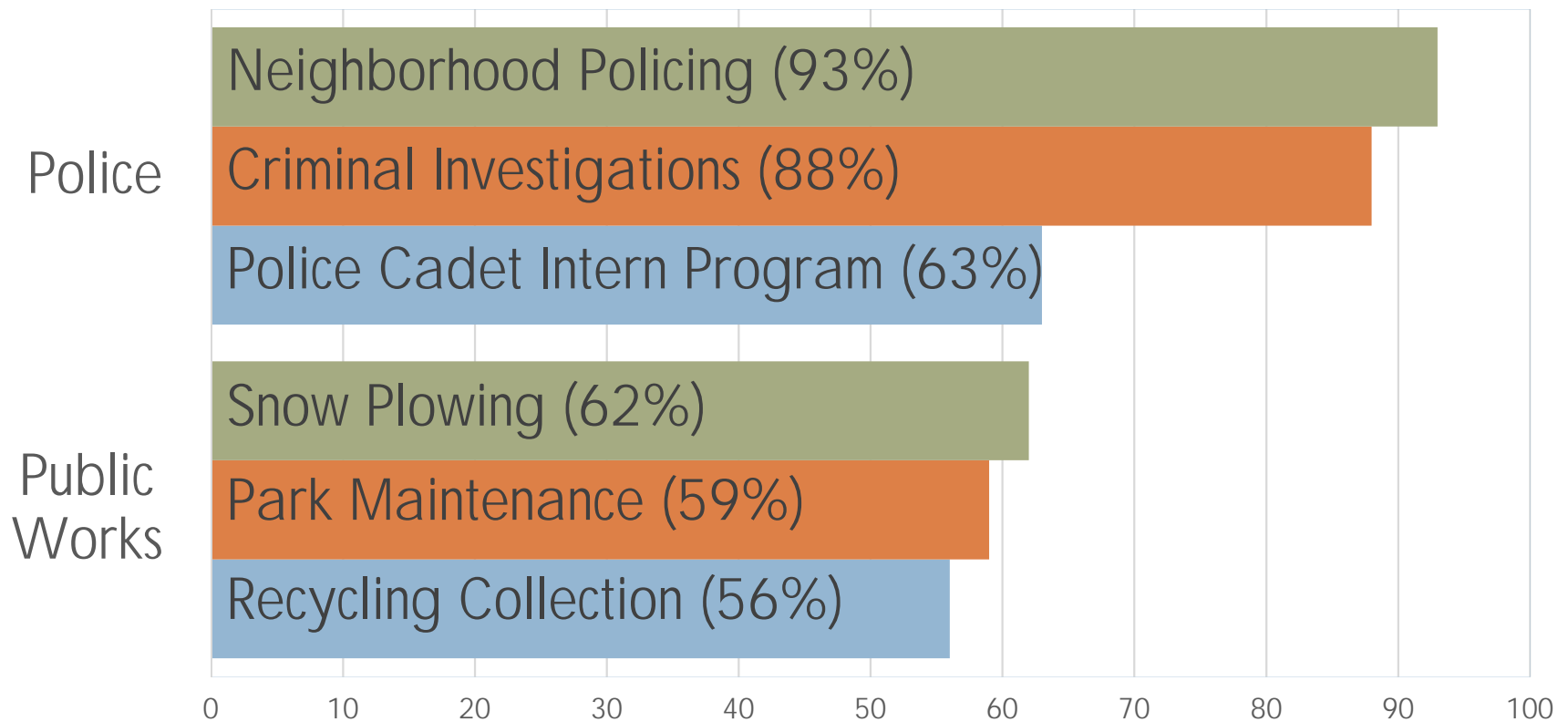
- Transportation (22.4%)
- Parks & Recreation (19.5%)
- Education (9.9%)
- Public Safety (8.6%)
- Economic Development (8.6%)
- Infrastructure & Services (8.6%)

## Major Items

- Recreation Facilities & Amenities (10.1%)
- School Capacity (7.1%)
- Traffic Management (7.1%)
- Public Transportation (4.6%)

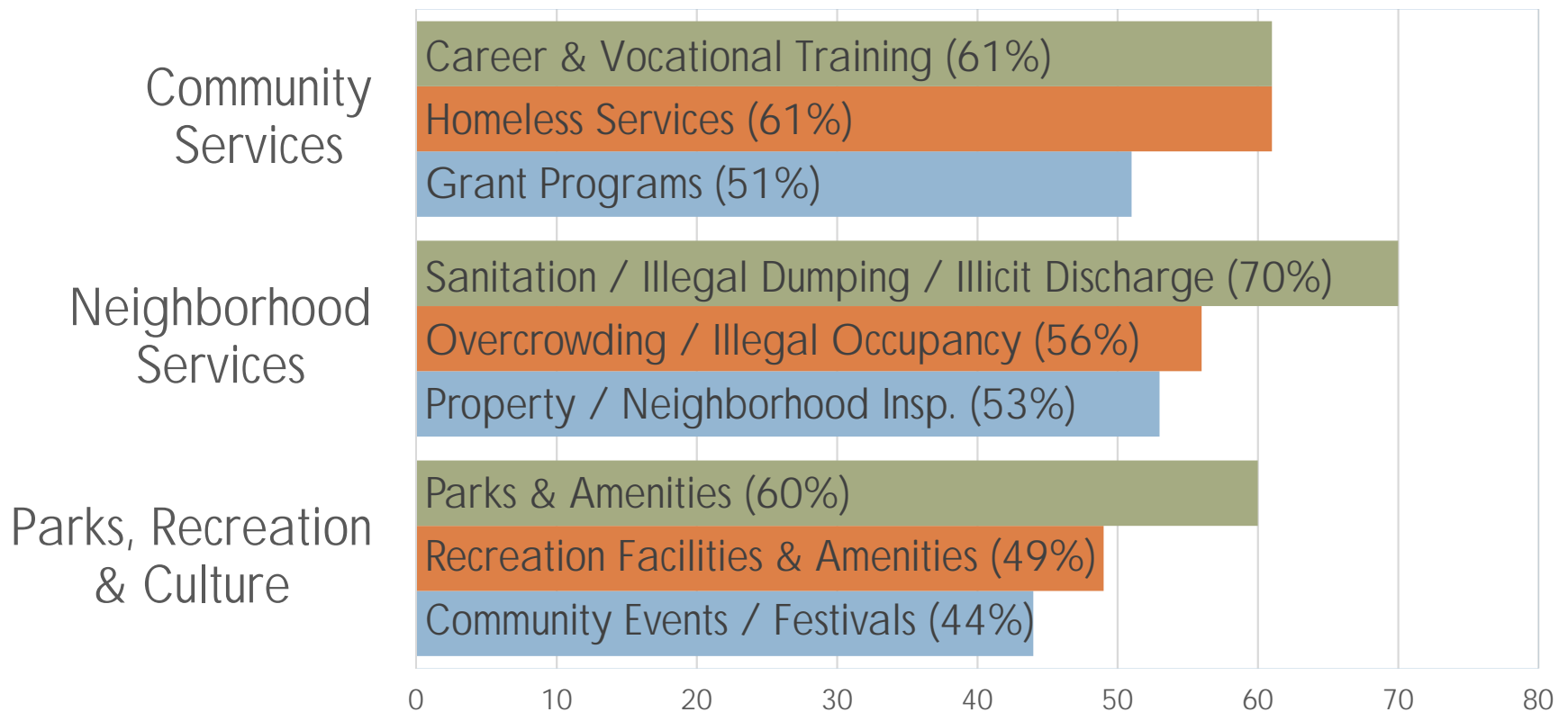
# Important Service Areas

If you were the person deciding where to allocate tax dollars, what would be your top three areas of focus in each of the following departments:



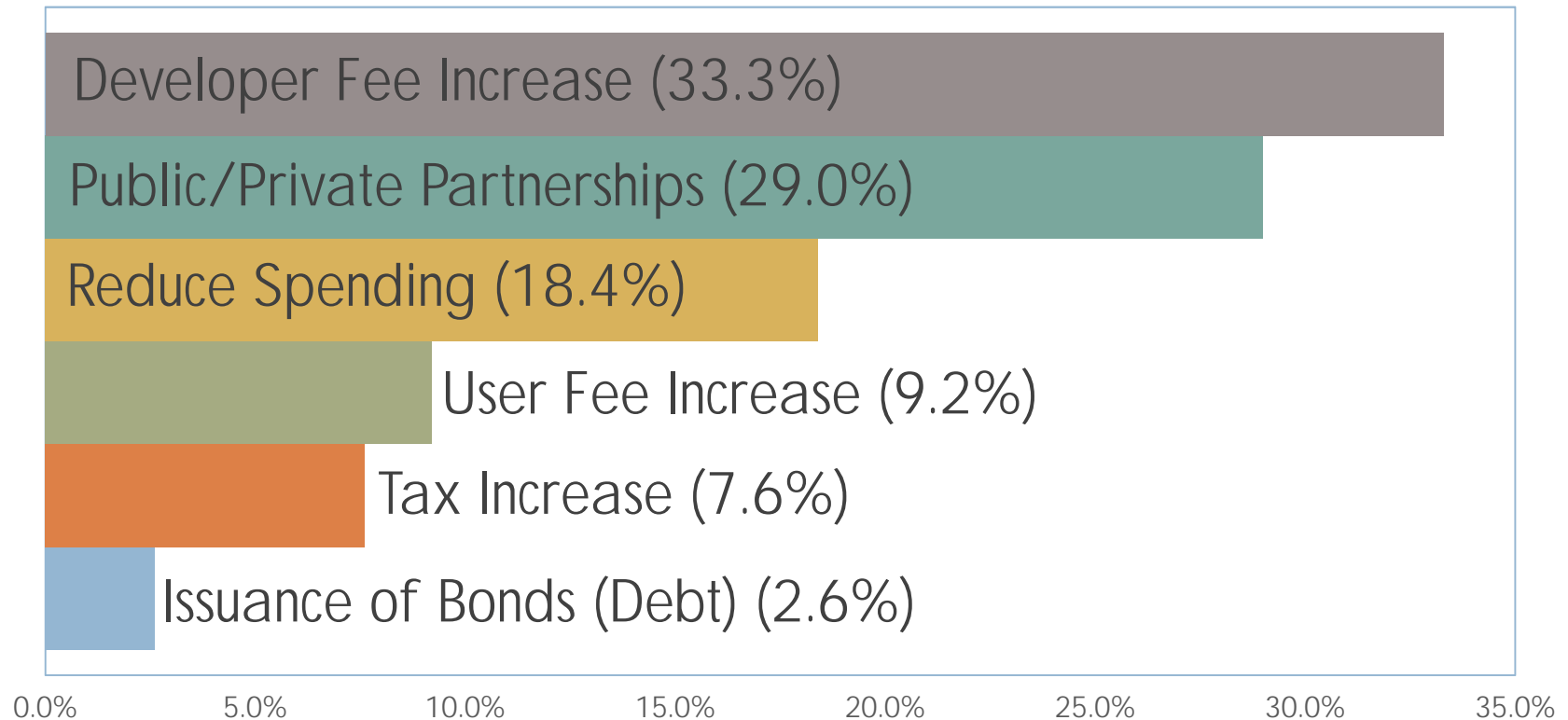
# Important Service Areas (continued)

If you were the person deciding where to allocate tax dollars, what would be your top three areas of focus in each of the following departments:



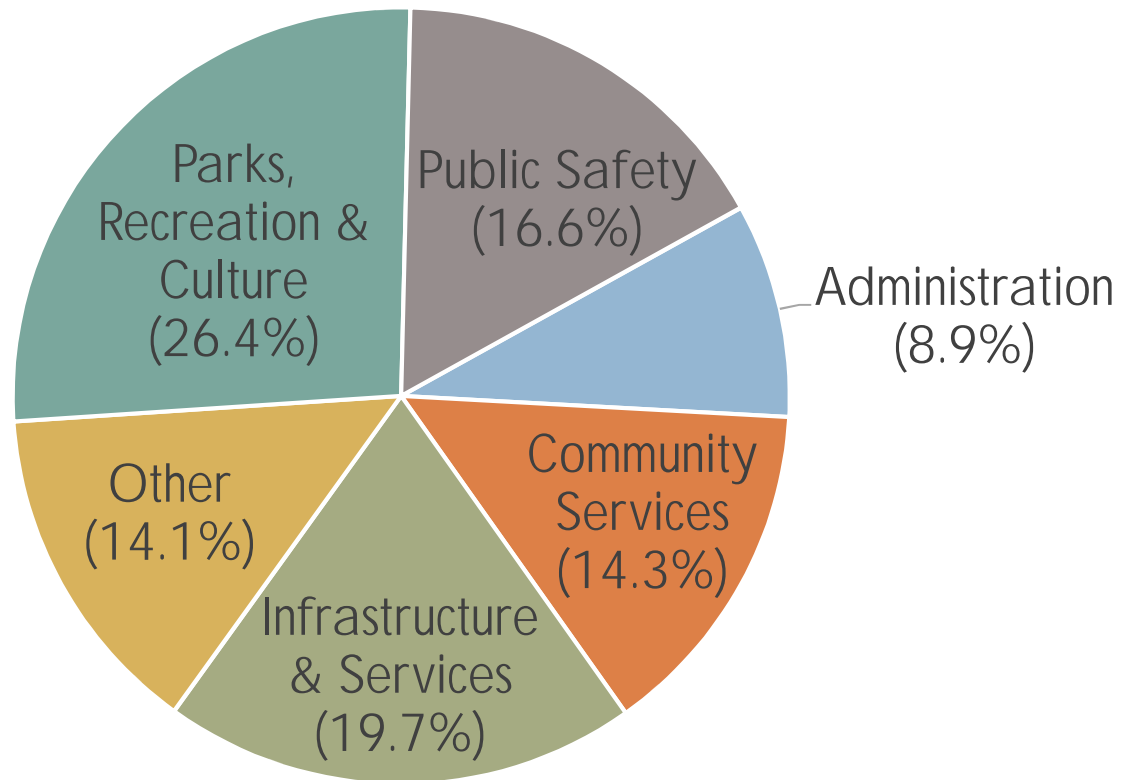
# Potential Revenue Sources

If you think we need to increase services or add more facilities, how would you suggest we pay for them?



# Reductions in Service

If there wasn't enough revenue to pay for everything, the FIRST City service I would reduce spending on is:





# Anything Else



Anything else you'd like to share with us?

- Parks, Recreation & Culture (22.2%)
- General Observations (14.5%)
- Administration & Governance (11.8%)
- Public Safety (9.5%)
- Infrastructure & Services (9.5%)