

ONLINE BUDGET FORUM SURVEY RESULTS

MAYOR AND CITY COUNCIL REGULAR SESSION



Monday, March 16, 2020

Methodology



- Annual Online Budget Forum
 - Survey open January 3 –26, 2020
 - Forum conducted via Survey Monkey
 - Announced via City website, email newsletters, and social media
 - 7 Questions
 - Budget Priorities
 - Open-ended Input
 - Communication Methods

Participation Rate



- 387 Completed
(435 in 2019)

- Sources of Response
 - ▣ Direct survey-only email (207 responses)
 - ▣ Benjamin Gaither Center newsletter
 - ▣ Resident referral

Requested Service Increases

Gaithersburg's population has increased by about 4% since 2015 (now at just over 70,000), and 17% since 2010. With that growth, is there anything Gaithersburg needs more of?

Major Categories

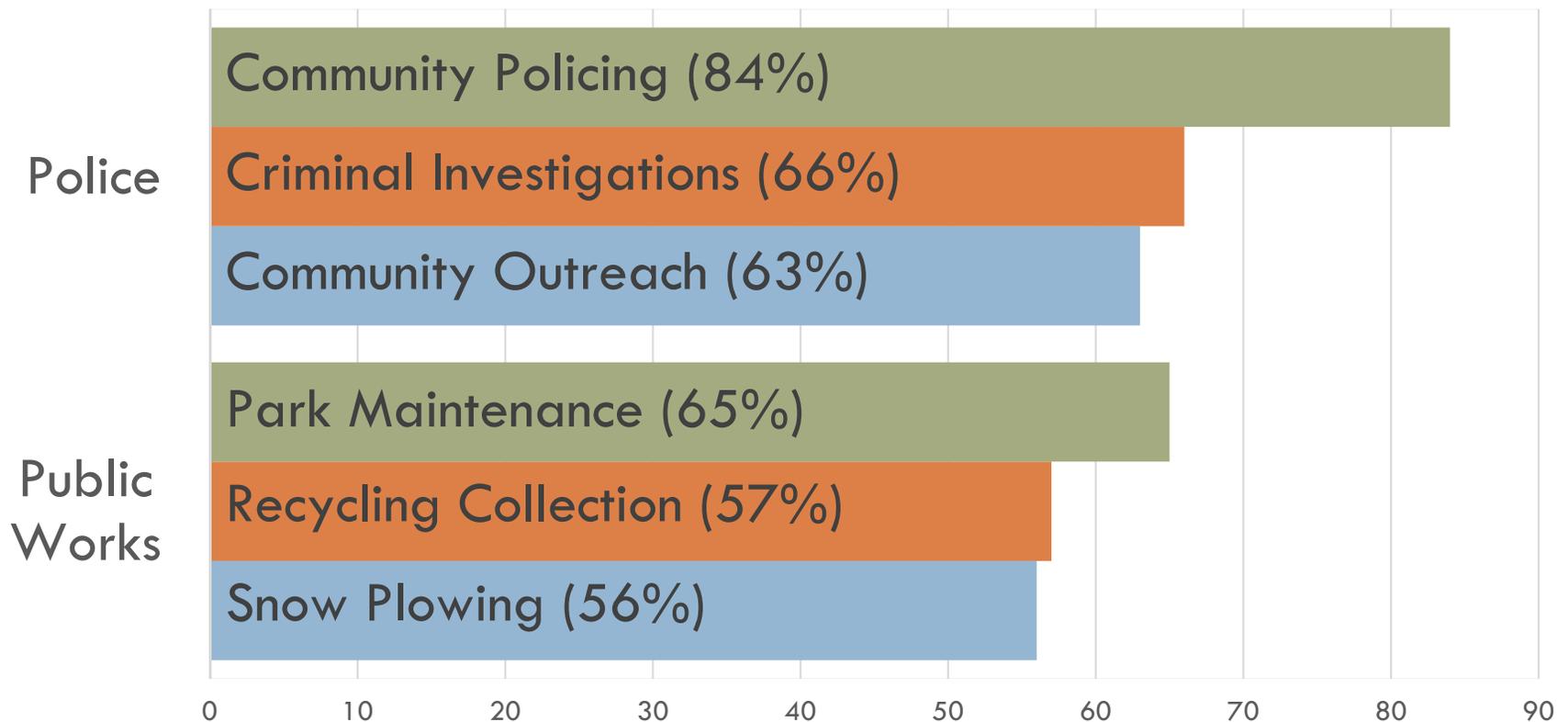
- Transportation (22.6%)
- Parks & Recreation (15.4%)
- Infrastructure & Services (11.2%)
- Economic Development (9.9%)
- Housing (8.0%)
- Public Safety (6.5%)

Major Items

- Affordable Housing (5.5%)
- Sidewalk Improvements / Pedestrian Safety (4.7%)
- Roadway Improvements / Capacity (4.6%)
- Parks & Green Space (4.2%)

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:



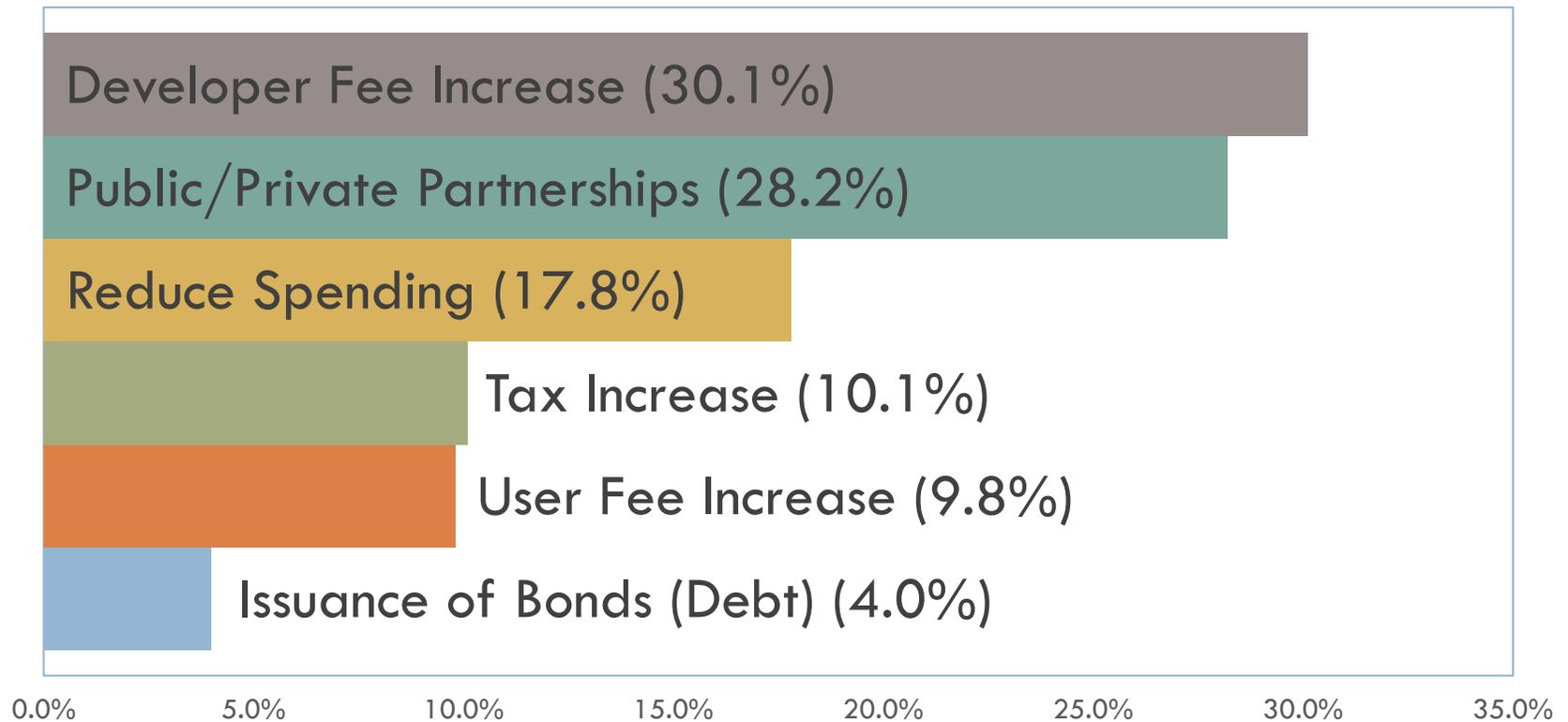
Important Service Areas (continued)

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:



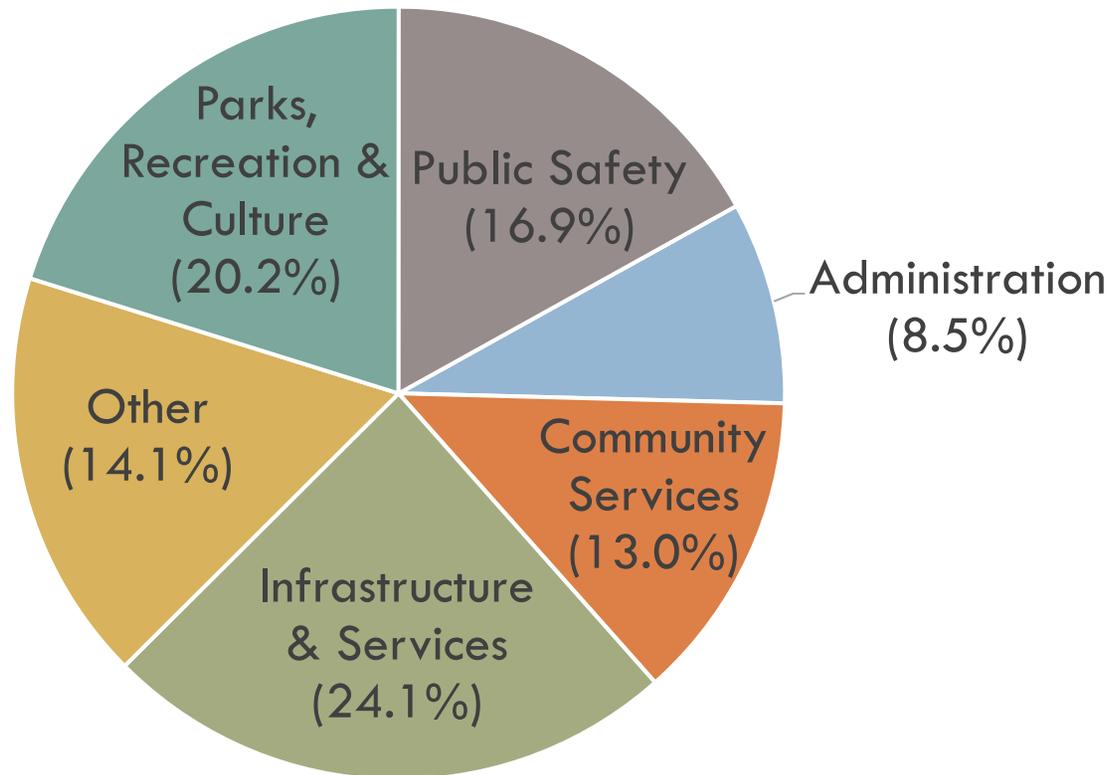
Potential Revenue Sources

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



When asked if there was anything else to share with us, comments generally fell into these categories:

- Administration & Governance (23.6%)
- Infrastructure & Services (19.0%)
- General Observations (16.7%)
- Parks, Recreation & Culture (15.5%)
- Public Safety (9.2%)
- Transportation (9.2%)
- Economic Development (9.2%)

Communication Preferences



We like to take advantage of opportunities to ask our residents how they want to hear from us. In this survey they said:

- | | |
|---|-------|
| <input type="checkbox"/> Email newsletter | 76.4% |
| <input type="checkbox"/> City Website | 64.8% |
| <input type="checkbox"/> Facebook | 31.6% |
| <input type="checkbox"/> Written Material in the Mail | 29.8% |
| <input type="checkbox"/> Twitter | 13.7% |