



Attachment A – Community Survey Results

2025-27 Financial Plan

Community Priorities Survey

Community feedback and input is a cornerstone of the City's budget process and an integral part of the decision-making on Major City Goals. In addition to encouraging participation in the Financial Plan process, the community survey asks the City's residents to share their priorities for the City to accomplish over the next two years in addition to the core services already provided.

Survey Distribution

The 2025-27 Community Priorities Survey was conducted via the City's online engagement platform, [Open City Hall](#), and was open for one month from November 12, 2024 to December 13, 2024. To make the survey accessible to as many community members as possible, the City created a Spanish version of the survey; however, Open City Hall also automatically translates the survey into the language set on the user's browser. The City utilizes several outreach methods and distribution channels for the survey including:

1. Utility invoice inserts
2. City website (Open City Hall)
3. City news & e-notification
4. Press releases
5. Social media
6. Outreach to over 100 community groups

Survey Participation

A total of 1,629 individual survey responses were received by December 13, 2024, representing 81 hours of public comment. This reflects a 25% increase in participation compared to the same survey conducted two years ago.

Survey Results

While the survey is not a "scientific survey" or "statistically representative," the feedback received through this process for over five budget cycles has helped to align the City's funding and work plan decisions with the community's priorities.

All of the survey responses have been published as a reading file here:

<https://opengov.slocity.org/WebLink/DocView.aspx?id=202968&dbid=0&repo=CityClerk>

The reading file includes:

- i. Summary of Responses from the OpenGov Survey Platform
- ii. Survey questions (for reference)
- iii. All individual responses (1,629) in order of date received
- iv. Responses to Question #2 "Other" priority selection
- v. Responses to Question #3: *Given the current fiscal constraints, new projects or services may require prioritization and potential trade-offs unless they can generate offsetting*

revenue. How might the City adjust current projects or services to accomplish any new priorities?

The following charts summarize the top priorities from the questions asked. Together with an 'Other' question that was open-ended, it provided participants with up to five responses. The 'Other' responses were reviewed by staff and grouped into themes, where possible. These themes help to identify areas for further consideration and discussion. All survey responses to the 'Other' response can be found on page 486 of the [reading file](#).

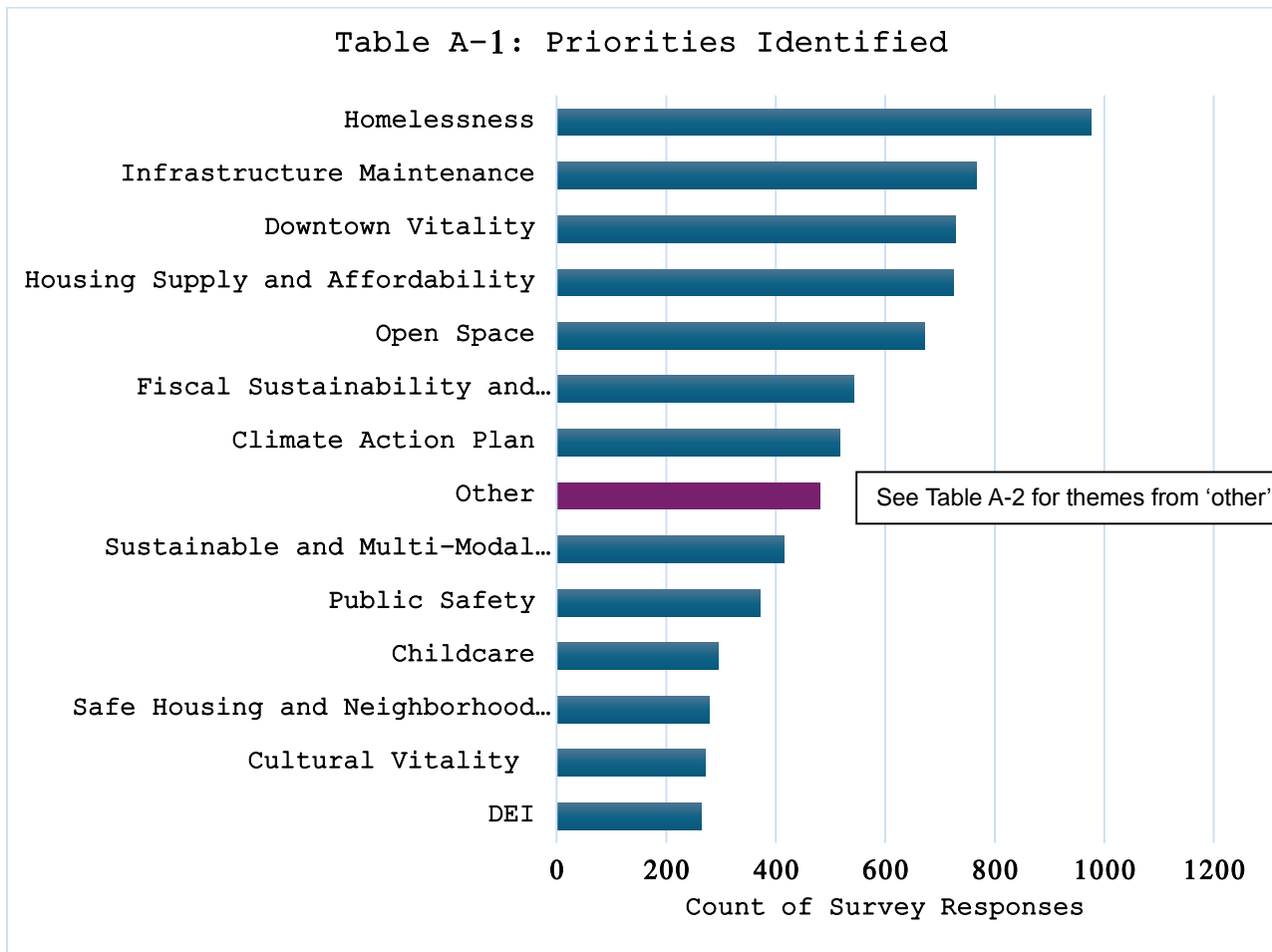
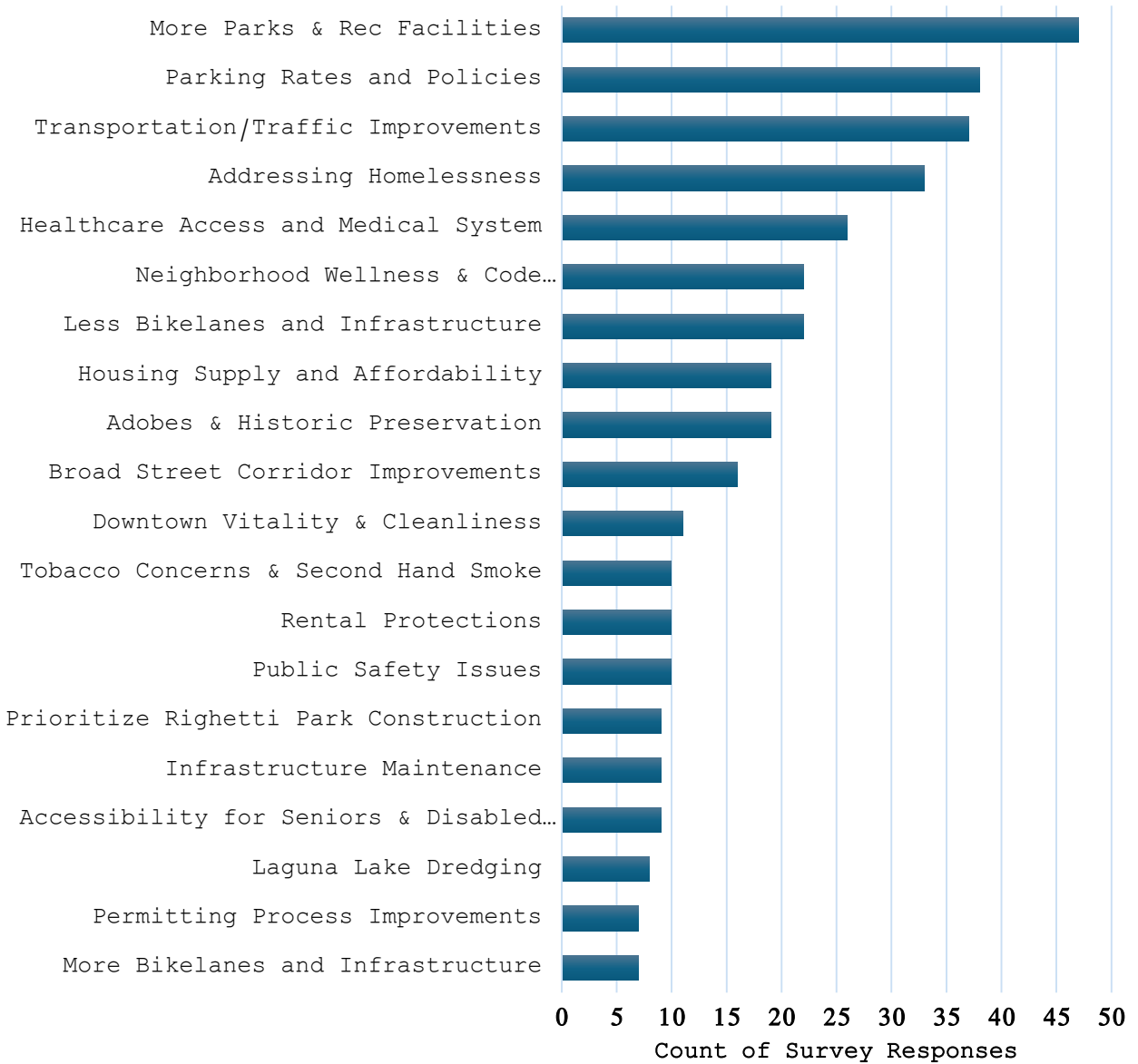


Table A-2: Top 20 Themes from "Other" Category



Question #3 Budget Offsets - Response Summary

Because the City is faced with financial constraints in the years ahead, an optional survey question was added to allow the respondents to share how they might recommend adjusting current projects or services to accomplish new priorities. About 45% of respondents chose to answer this question. Staff used an AI tool to help summarize the main themes from the 731 survey responses. Although the information has been reviewed by staff for accuracy, readers are encouraged to refer to the complete set of responses included on page 504 of the [reading file](#) for a full understanding of community sentiment on these themes. The main themes include:

Infrastructure and Public Services

- **Prioritize Basic Services:** Emphasis on maintaining roads, public safety, and infrastructure before expanding to new projects or services.
- **Transportation Adjustments:** Suggestions to prioritize spending on road maintenance and traffic flow rather than other multi-modal transportation improvements.
- **Efficient Project Management:** Focus on completing existing projects rather than initiating new ones.

Homelessness and Affordable Housing

- **Address Homelessness:** Many respondents view homelessness as a top priority and suggest solutions ranging from stricter law enforcement to supportive housing initiatives.
- **Affordable Housing:** Calls to streamline zoning, encourage high-density housing, and ensure low-income housing options.

Fiscal Strategies

- **Revenue Generation:** Proposals include increasing taxes on tourism, luxury goods, and high-end property, along with leveraging grant funding.
- **Cost Efficiency:** Recommendations to cut non-essential programs and administrative costs.

Environmental and Social Issues

- **Climate Action:** Opinions are mixed; some emphasize prioritizing climate initiatives, while others suggest reducing investments in environmental programs.
- **Equity and DEI:** Opinions are mixed; some responses support funding for DEI initiatives while others feel it should be reduced.

Downtown Vitality

- **Enhancing Downtown:** Suggestions to lower parking rates, attract businesses, and revitalize downtown spaces.

Community Engagement

- **Community Participation:** Proposals to involve local organizations and volunteers to complement city services.