

Resident Budget  
Priorities Survey Results  
FY2019



# Annual Resident Budget Priorities Survey

As part of the City of Raleigh’s ongoing effort to align City resources with community priorities, the Budget and Management Services Department conducts an annual Resident Budget Priorities Survey. Such surveys are common practice among peers as it provides City leaders with an additional tool to aide in strategically aligning resources to community priorities. The survey also provides residents the opportunity to be informed of how their priorities compare to other residents’ priorities.

## Survey Methodology and Limitations

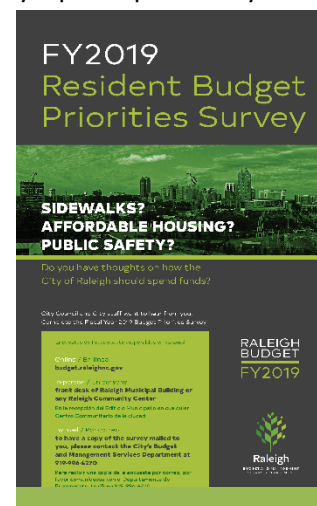
The seven-question survey design was heavily influenced by the [2016 Community Survey results](#) and the [City of Raleigh Strategic Plan](#). Six of the survey questions asked respondents to select the top four priorities within a given category (the categories reflected the six Key Focus Areas outlined in the City’s strategic plan). Respondents were given the opportunity to select an option that was not listed by using the ‘*other, please specify*’ option. One question asked respondents to allocate \$100 among the Key Focus Areas; the goal statement for each Key Focus Area was provided.

The survey was available online and as a hard copy from February 27 through March 30, 2018. Hard copies of the survey were available at every City of Raleigh Community Center and the front desk of the Raleigh Municipal Building. The survey was available in English and Spanish. The survey was promoted on the City’s social media platforms, Budget and Management Services staff attended CAC (Citizens Advisory Councils) meetings, and the survey was advertised in the Public Utilities customer newsletter.

As with any research method, there are limitations to the survey results. The survey did not include a random sample, participants were able to opt in which means: (a) the survey’s participants may not be demographically representative of the entire community and (b) despite using available precautions, repeat participation was a possibility. Respondents were required to provide their zip code to help ensure that only responses from Raleigh residents were included in the final survey analysis.

## Survey Participation

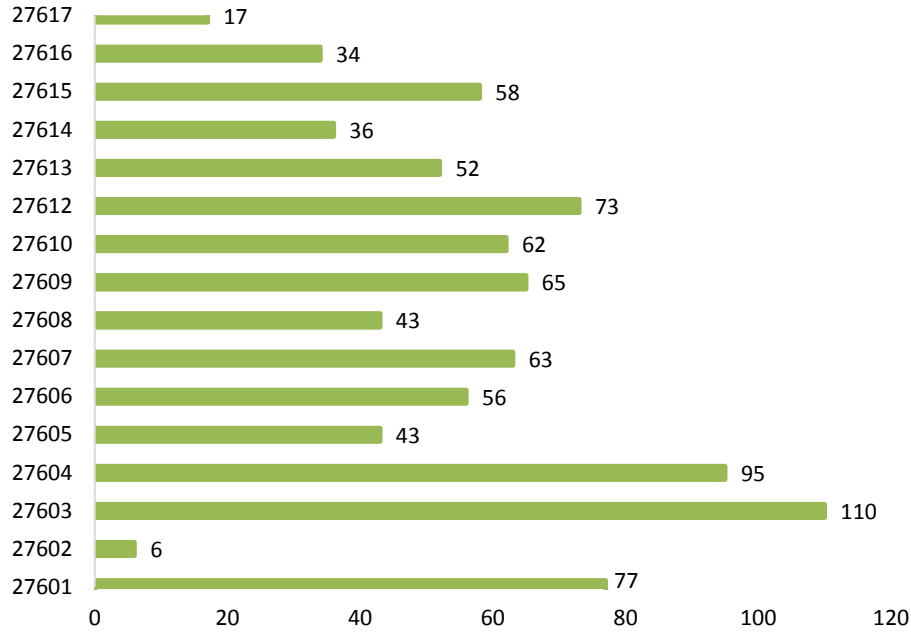
There were 937 surveys completed of which 47 were removed due to a non-Raleigh zip code being provided resulting in 890 completed surveys being analyzed. While the majority of surveys were completed online, 38 hard copies were either mailed in or completed in-person. Respondents from across the city’s various zip codes participated.



# Survey Results

## What is your zip code?

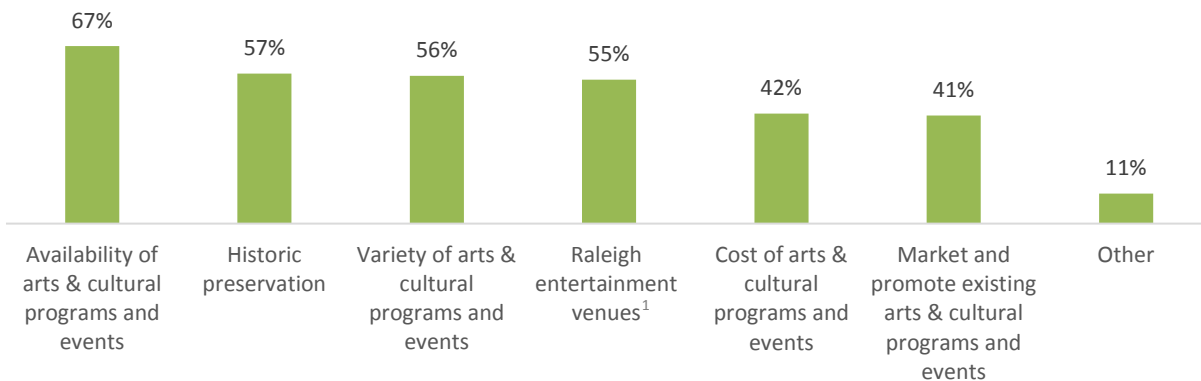
890



## Arts & Cultural Resources: Which four areas do you believe are the highest priorities?

Graph shows the percentage of respondents who selected the item as one of their top four priorities.

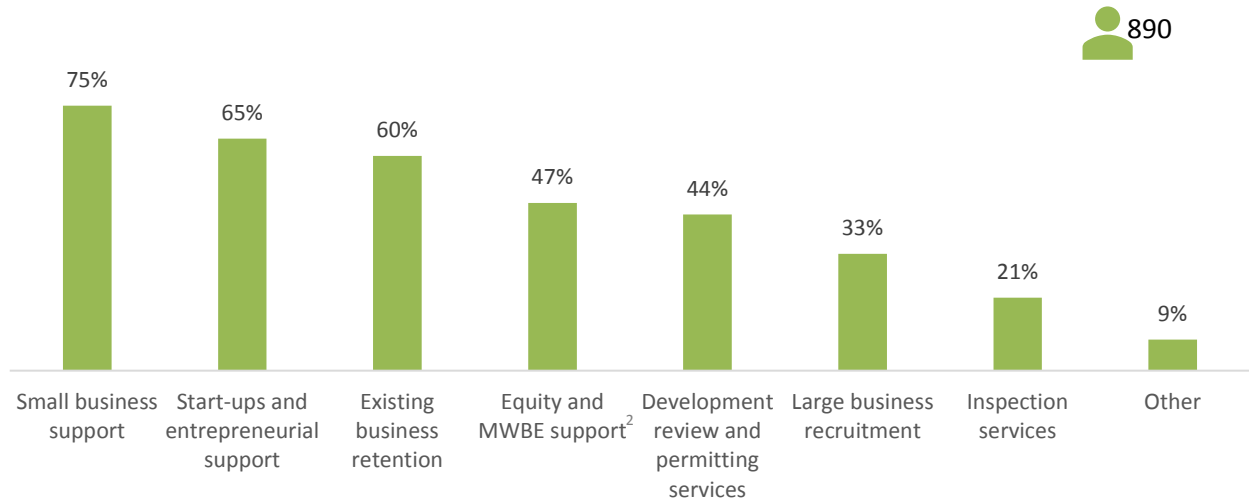
890



<sup>1</sup>Survey listed the specific venues: Convention Center, Duke Energy Center for the Performing Arts, Red Hat Amphitheater, Coastal Credit Union Music Park at Walnut Creek

## Economic Development & Innovation: Which four areas do you believe are the highest priorities?

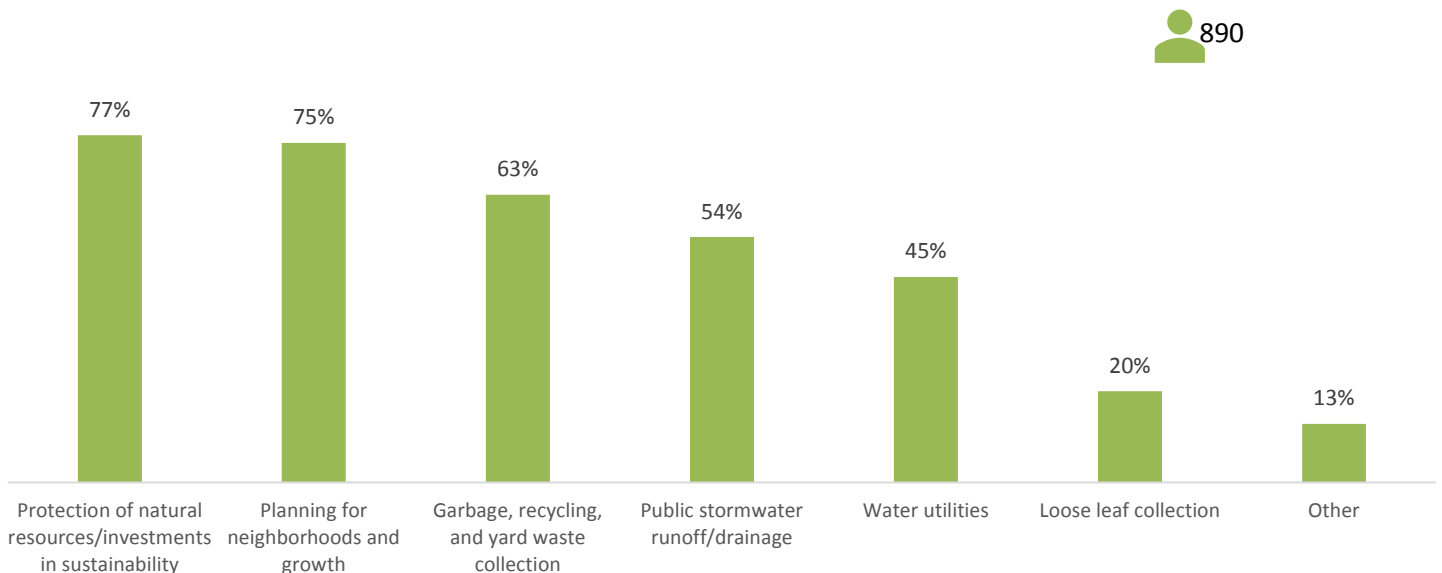
Graph shows the percentage of respondents who selected the item as one of their top four priorities.



<sup>2</sup>Survey listed MWBE as “MWBE (Minority and Women-Owned Business Enterprise)”

## Growth & Natural Resources: Which four areas do you believe are the highest priorities?

Graph shows the percentage of respondents who selected the item as one of their top four priorities.



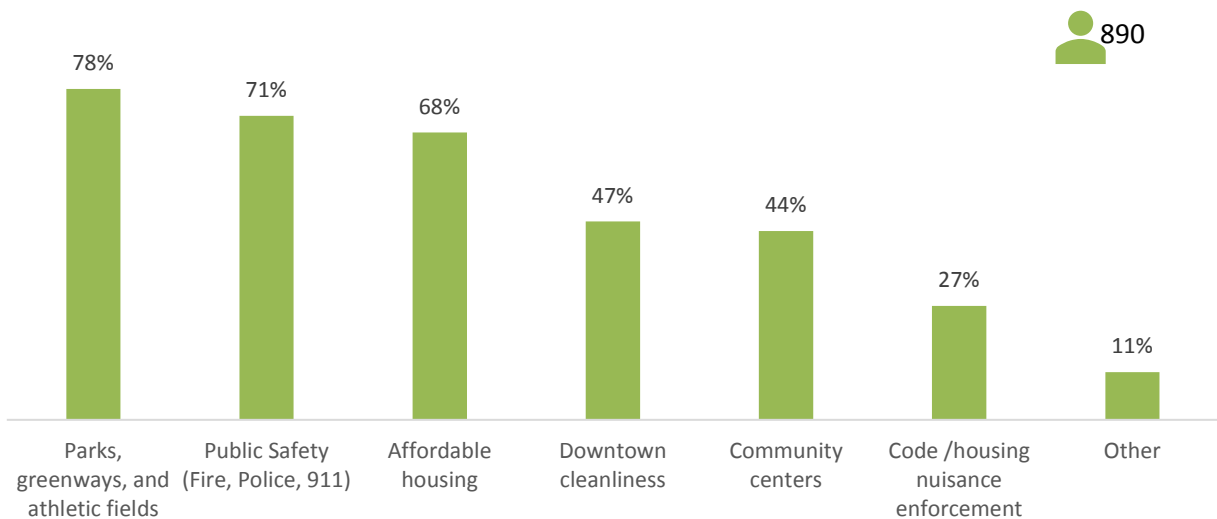
## Organizational Excellence: Which four areas do you believe are the highest priorities?

Graph shows the percentage of respondents who selected the item as one of their top four priorities.



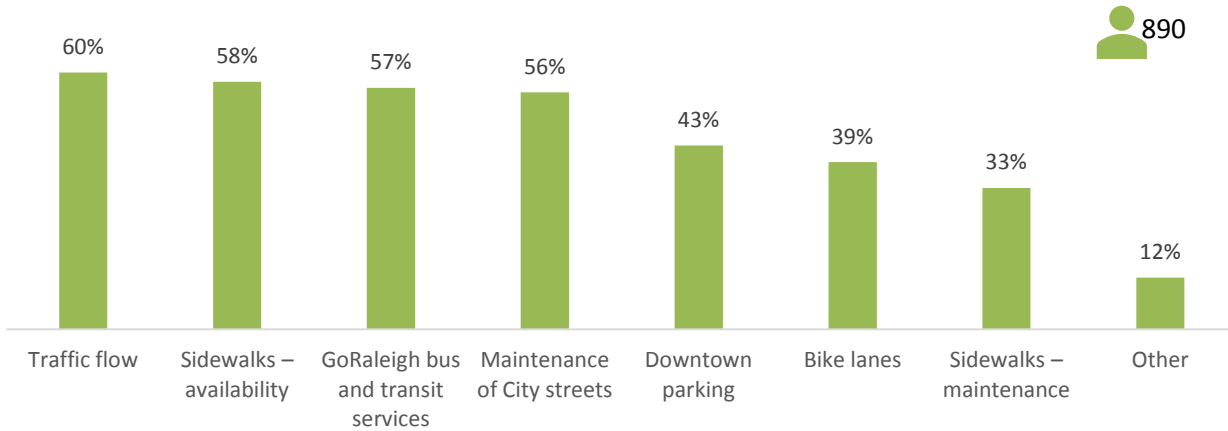
## Safe, Vibrant & Healthy Community: Which four areas do you believe are the highest priorities?

Graph shows the percentage of respondents who selected the item as one of their top four priorities.



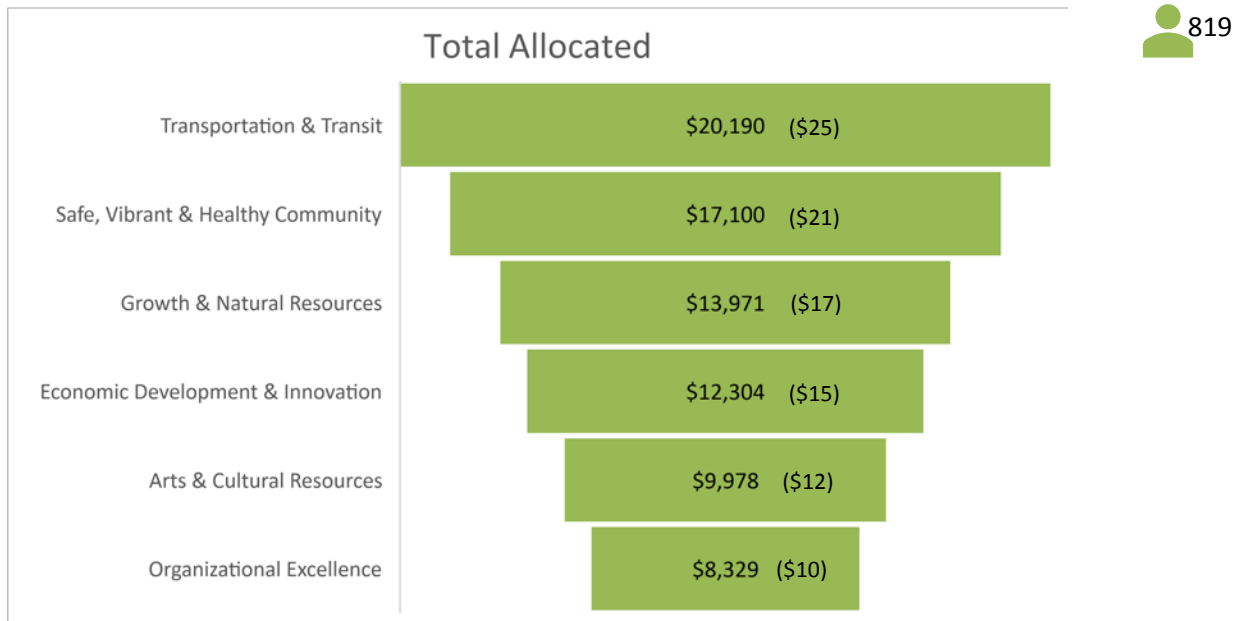
## Transportation & Transit: Which four areas do you believe are the highest priorities?

Graph shows the percentage of respondents who selected the item as one of their top four priorities.



## How would you allocate \$100 among the six Key Focus Areas?

Graph shows the total amount allocated with the average amount in parantheses.



## Survey Results by Zip Code

<b>Arts &amp; Cultural Resources: Which four areas do you believe are the highest priorities?</b>							
Table shows the percentage of respondents who selected the item as one of their top four priorities.							
Zip Code	Availability of arts/cultural programs & events	Variety of arts/cultural programs & events	Cost of arts & cultural programs & events	Raleigh entertainment venues	Historic preservation	Market & promote existing arts/cultural programs & events	Other
<b>All</b>	<b>67%</b>	<b>56%</b>	<b>42%</b>	<b>55%</b>	<b>57%</b>	<b>41%</b>	<b>11%</b>
27601	60%	55%	38%	60%	52%	44%	10%
27602	33%	67%	50%	83%	67%	50%	0%
27603	66%	56%	41%	65%	56%	49%	10%
27604	72%	63%	48%	41%	56%	36%	12%
27605	67%	56%	37%	42%	67%	42%	5%
27606	80%	52%	50%	52%	57%	46%	5%
27607	68%	56%	37%	44%	60%	44%	17%
27608	72%	63%	30%	65%	63%	49%	12%
27609	78%	54%	51%	58%	65%	35%	11%
27610	81%	58%	50%	47%	60%	37%	13%
27612	53%	59%	34%	51%	55%	38%	18%
27613	60%	62%	42%	69%	42%	31%	10%
27614	58%	47%	53%	50%	69%	36%	3%
27615	66%	47%	40%	59%	57%	43%	14%
27616	62%	56%	29%	62%	44%	38%	18%
27617	71%	41%	35%	59%	47%	35%	12%

## Economic Development & Innovation: Which four areas do you believe are the highest priorities?

Table shows the percentage of respondents who selected the item as one of their top four priorities.

Zip Code	Development review and permitting services	Start-ups and entrepreneurial support	Small business support	Equity and MWBE support	Inspection services	Existing business retention	Large business recruitment	Other
<b>All</b>	<b>44%</b>	<b>65%</b>	<b>75%</b>	<b>47%</b>	<b>21%</b>	<b>60%</b>	<b>33%</b>	<b>9%</b>
27601	34%	65%	82%	52%	13%	56%	34%	13%
27602	33%	50%	67%	17%	33%	83%	50%	0%
27603	46%	67%	75%	44%	15%	63%	38%	5%
27604	42%	66%	72%	59%	19%	66%	31%	4%
27605	51%	65%	65%	42%	23%	67%	23%	5%
27606	52%	66%	79%	50%	25%	59%	18%	7%
27607	40%	63%	81%	54%	24%	56%	30%	8%
27608	49%	63%	79%	44%	26%	60%	44%	5%
27609	40%	71%	71%	46%	17%	66%	31%	8%
27610	48%	69%	76%	68%	15%	48%	24%	10%
27612	42%	60%	67%	44%	29%	47%	27%	14%
27613	52%	67%	75%	35%	15%	69%	33%	13%
27614	56%	61%	72%	28%	31%	67%	47%	8%
27615	34%	60%	78%	40%	31%	64%	34%	19%
27616	44%	62%	74%	38%	24%	56%	47%	9%
27617	35%	76%	71%	47%	0%	71%	59%	6%



# Budget and Management Services Department

## Growth & Natural Resources: Which four areas do you believe are the highest priorities?

Table shows the percentage of respondents who selected the item as one of their top four priorities.

Zip Code	Garbage, recycling, and yard waste collection	Water utilities	Public stormwater runoff/drainage	Protection of natural resources/ investments in sustainability	Planning for neighborhoods and growth	Loose leaf collection	Other
<b>All</b>	<b>63%</b>	<b>45%</b>	<b>54%</b>	<b>77%</b>	<b>75%</b>	<b>20%</b>	<b>13%</b>
27601	58%	35%	49%	78%	78%	13%	17%
27602	67%	50%	83%	67%	83%	17%	0%
27603	63%	50%	51%	75%	76%	17%	9%
27604	67%	40%	61%	77%	77%	20%	12%
27605	58%	33%	63%	84%	88%	19%	14%
27606	66%	48%	38%	82%	84%	16%	7%
27607	60%	29%	44%	81%	71%	37%	13%
27608	72%	30%	65%	77%	74%	26%	12%
27609	65%	51%	63%	75%	69%	11%	12%
27610	69%	56%	53%	81%	74%	16%	13%
27612	63%	60%	56%	73%	70%	22%	14%
27613	60%	54%	60%	71%	71%	25%	12%
27614	56%	53%	67%	75%	72%	11%	14%
27615	60%	59%	47%	76%	66%	24%	21%
27616	71%	35%	50%	74%	79%	29%	21%
27617	65%	24%	41%	65%	76%	29%	12%

# Budget and Management Services Department

## Organizational Excellence: Which four areas do you believe are the highest priorities?

Table shows the percentage of respondents who selected the item as one of their top four priorities.

Zip Code	City of Raleigh community engagement and outreach efforts	City website improvements	Ease of contacting City employees	Ease of reporting issues/making service requests	Process for paying bills and fees	Quality of customer service provided	Other
All	65%	37%	42%	72%	30%	61%	8%
27601	69%	38%	39%	68%	23%	45%	8%
27602	50%	67%	50%	50%	17%	67%	17%
27603	68%	35%	42%	75%	34%	67%	6%
27604	72%	38%	39%	74%	27%	68%	5%
27605	58%	40%	47%	65%	21%	56%	9%
27606	73%	38%	43%	73%	41%	52%	4%
27607	65%	33%	37%	71%	32%	54%	11%
27608	74%	40%	44%	74%	26%	60%	12%
27609	71%	35%	48%	77%	23%	57%	8%
27610	77%	37%	40%	74%	31%	58%	10%
27612	56%	36%	40%	68%	25%	64%	12%
27613	50%	44%	46%	77%	38%	65%	6%
27614	56%	19%	42%	72%	28%	72%	8%
27615	53%	47%	41%	66%	33%	64%	14%
27616	65%	21%	53%	74%	38%	68%	9%
27617	59%	29%	35%	65%	53%	47%	6%

## Safe, Vibrant & Healthy Community: Which four areas do you believe are the highest priorities?

Table shows the percentage of respondents who selected the item as one of their top four priorities.

Zip Code	Affordable housing	Code/housing nuisance enforcement	Community centers	Downtown cleanliness	Parks, greenways, and athletic fields	Public Safety (Fire, Police, 911)	Other
<b>All</b>	<b>68%</b>	<b>27%</b>	<b>44%</b>	<b>47%</b>	<b>78%</b>	<b>71%</b>	<b>11%</b>
27601	70%	19%	39%	57%	74%	66%	17%
27602	67%	67%	17%	50%	50%	83%	0%
27603	64%	23%	47%	57%	83%	75%	5%
27604	72%	32%	45%	51%	68%	68%	14%
27605	79%	37%	37%	53%	81%	53%	9%
27606	77%	25%	43%	46%	86%	64%	13%
27607	71%	24%	38%	41%	81%	57%	13%
27608	67%	33%	35%	53%	91%	72%	2%
27609	72%	29%	51%	38%	77%	82%	8%
27610	84%	26%	61%	29%	77%	66%	15%
27612	60%	21%	41%	49%	81%	77%	10%
27613	60%	23%	48%	42%	81%	81%	4%
27614	47%	33%	50%	36%	69%	75%	25%
27615	62%	26%	41%	40%	72%	79%	17%
27616	53%	41%	47%	35%	74%	76%	15%
27617	53%	12%	35%	59%	71%	94%	6%

## Transportation & Transit: Which four areas do you believe are the highest priorities?

Table shows the percentage of respondents who selected the item as one of their top four priorities.

Zip Code	Bike lanes	Downtown parking	GoRaleigh bus & transit services	Maintenance of City streets	Sidewalks – availability	Sidewalks – maintenance	Traffic flow	Other
<b>All</b>	<b>39%</b>	<b>43%</b>	<b>57%</b>	<b>56%</b>	<b>58%</b>	<b>33%</b>	<b>60%</b>	<b>12%</b>
27601	53%	40%	56%	48%	57%	32%	49%	16%
27602	0%	83%	67%	50%	33%	33%	83%	0%
27603	42%	45%	56%	51%	63%	43%	52%	11%
27604	48%	42%	63%	53%	56%	27%	56%	9%
27605	49%	28%	65%	47%	53%	51%	60%	5%
27606	41%	36%	70%	54%	66%	32%	57%	13%
27607	40%	38%	62%	49%	65%	35%	51%	14%
27608	49%	40%	58%	44%	63%	37%	60%	19%
27609	32%	42%	48%	72%	37%	29%	75%	15%
27610	42%	42%	68%	60%	68%	35%	53%	11%
27612	37%	56%	55%	56%	55%	21%	71%	11%
27613	25%	48%	38%	67%	71%	40%	60%	6%
27614	22%	39%	42%	64%	64%	31%	78%	11%
27615	29%	50%	53%	55%	55%	29%	71%	19%
27616	24%	53%	44%	74%	41%	26%	68%	15%
27617	35%	35%	59%	53%	53%	18%	59%	6%

# Budget and Management Services Department

<b>How would you allocate \$100 among the six Key Focus Areas?</b>						
Table shows the average amount allocated to each Key Focus Area; rows may not sum to \$100 due to rounding and/or respondents allocating less than \$100.						
Zip Code	Arts & Cultural Resources	Economic Development & Innovation	Growth & Natural Resources	Organizational Excellence	Safe, Vibrant & Healthy Community	Transportation & Transit
<b>All</b>	<b>\$12</b>	<b>\$15</b>	<b>\$17</b>	<b>\$10</b>	<b>\$21</b>	<b>\$25</b>
27601	\$10	\$18	\$17	\$10	\$17	\$27
27602	\$7	\$28	\$7	\$10	\$30	\$18
27603	\$13	\$15	\$15	\$10	\$17	\$30
27604	\$12	\$15	\$17	\$10	\$18	\$28
27605	\$12	\$12	\$17	\$10	\$21	\$29
27606	\$13	\$13	\$16	\$11	\$21	\$26
27607	\$14	\$14	\$18	\$8	\$20	\$25
27608	\$14	\$15	\$16	\$13	\$18	\$24
27609	\$12	\$16	\$16	\$10	\$23	\$24
27610	\$13	\$15	\$14	\$13	\$23	\$20
27612	\$13	\$13	\$21	\$9	\$21	\$23
27613	\$13	\$15	\$20	\$10	\$22	\$22
27614	\$8	\$20	\$20	\$10	\$25	\$17
27615	\$11	\$13	\$19	\$12	\$25	\$21
27616	\$12	\$15	\$17	\$8	\$28	\$19
27617	\$10	\$14	\$13	\$8	\$30	\$25



## Fiscal Year 2019 City of Raleigh Resident Budget Priorities Survey

Your input is an important part of the City of Raleigh's on-going effort to align City resources with community priorities. City Council and City staff invite you to share your views on service and spending priorities for the City's Fiscal Year 2019 budget. If you have questions while completing this survey, please contact the City's Budget and Management Services Department at 919-996-4270. Thank you!

1. **Arts & Cultural Resources: Which FOUR (4) areas do you believe are the highest priorities?**  
*Please choose up to four (4) by circling your desired selections.*
  - (a) Availability of arts & cultural programs and events
  - (b) Cost of arts & cultural programs and events
  - (c) Historic preservation
  - (d) Market and promote existing arts & cultural programs and events
  - (e) Raleigh entertainment venues (Convention Center, Duke Energy Center for the Performing Arts, Red Hat Amphitheater, Coastal Credit Union Music Park at Walnut Creek)
  - (f) Variety of arts & cultural programs and events
  - (g) Other, please specify: \_\_\_\_\_
  
2. **Economic Development & Innovation: Which FOUR (4) areas do you believe are the highest priorities?**  
*Please choose up to four (4) by circling your desired selections.*
  - (a) Development review and permitting services
  - (b) Existing business retention
  - (c) Large business recruitment
  - (d) Inspection services
  - (e) Equity and MWBE (Minority and Women-Owned Business Enterprise) development and support
  - (f) Small business support
  - (g) Start-ups and entrepreneurial support
  - (h) Other, please specify: \_\_\_\_\_
  
3. **Growth & Natural Resources: Which FOUR (4) areas do you believe are the highest priorities?**  
*Please choose up to four (4) by circling your desired selections.*
  - (a) Garbage, recycling collection and yard waste collection
  - (b) Loose leaf collection
  - (c) Planning for neighborhoods and growth
  - (d) Protection of natural resources/investments in sustainability
  - (e) Public stormwater runoff/drainage
  - (f) Water utilities
  - (g) Other, please specify: \_\_\_\_\_
  
4. **Organizational Excellence: Which FOUR (4) areas do you believe are the highest priorities?**  
*Please choose up to four (4) by circling your desired selections.*
  - (a) City of Raleigh community engagement and outreach efforts
  - (b) City website improvements
  - (c) Ease of contacting City employees
  - (d) Ease of reporting issues/making service requests
  - (e) Process for paying bills and fees
  - (f) Quality of customer service provided
  - (g) Other, please specify: \_\_\_\_\_

5. **Safe, Vibrant & Healthy Community: Which FOUR (4) areas do you believe are the highest priorities? Please choose up to four (4) by circling your desired selections.**
- (a) Affordable housing
  - (b) Code/housing nuisance enforcement
  - (c) Community centers
  - (d) Downtown cleanliness
  - (e) Parks, greenways, and athletic fields
  - (f) Public Safety (Fire, Police, 911)
  - (g) Other, please specify: \_\_\_\_\_
6. **Transportation & Transit: Which FOUR (4) areas do you believe are the highest priorities? Please choose up to four (4) by circling your desired selections.**
- (a) Bike lanes
  - (b) Downtown parking
  - (c) GoRaleigh bus and transit services
  - (d) Maintenance of City streets
  - (e) Sidewalks – availability
  - (f) Sidewalks – condition
  - (g) Traffic flow
  - (h) Other, please specify: \_\_\_\_\_
7. **How would you allocate \$100 among the six Key Focus Areas:**  
 The goals statements for each key focus area is provided below and examples of services for each key focus area are presented in the preceding questions one (1) through six (6) of this survey.
- \$\_\_\_ Arts & Cultural Resources  
*Embrace Raleigh's diverse offerings of arts and cultural resources as iconic celebrations of our community that provide entertainment, community, and economic benefit.*
  - \$\_\_\_ Economic Development & Innovation  
*Maintain and grow a diverse economy through partnerships and innovation to support large and small businesses and entrepreneurs, while providing employment opportunities for all citizens.*
  - \$\_\_\_ Growth & Natural Resources  
*Encourage a diverse, vibrant built environment that preserves and protects the community's natural resources while encouraging sustainable growth that complements existing development.*
  - \$\_\_\_ Organizational Excellence  
*Foster a transparent, nimble organization of employees challenged to provide high quality, responsive and innovative services efficiently and effectively.*
  - \$\_\_\_ Safe, Vibrant & Healthy Community  
*Promote a clean, engaged community environment where people feel safe and enjoy access to community amenities that support a high quality of life.*
  - \$\_\_\_ Transportation & Transit  
*Develop an equitable, citywide transportation network for pedestrians, cyclists, automobiles, and transit that is linked to regional municipalities, rail, and air hubs.*
8. **Please provide your zip code:** \_\_\_\_\_

This concludes the survey. Thank you for your time!

Please return your completed survey by March 30, 2018:

In-person: Front desk of any City of Raleigh Community Center or Lobby of Raleigh Municipal Building  
 (222 West Hargett St.)

By mail: Attn: Nancy Crouse, 222 West Hargett St. Suite 311, Raleigh, NC 27601

For more information about the City of Raleigh's budget process, visit: [budget.raleighnc.gov](http://budget.raleighnc.gov)