

Annual Resident Budget Priorities Survey Results



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. 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 other City efforts including the [Community Survey](#) 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 26 through March 29, 2019. 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, on all GoRaleigh busses equipped with monitors, 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.

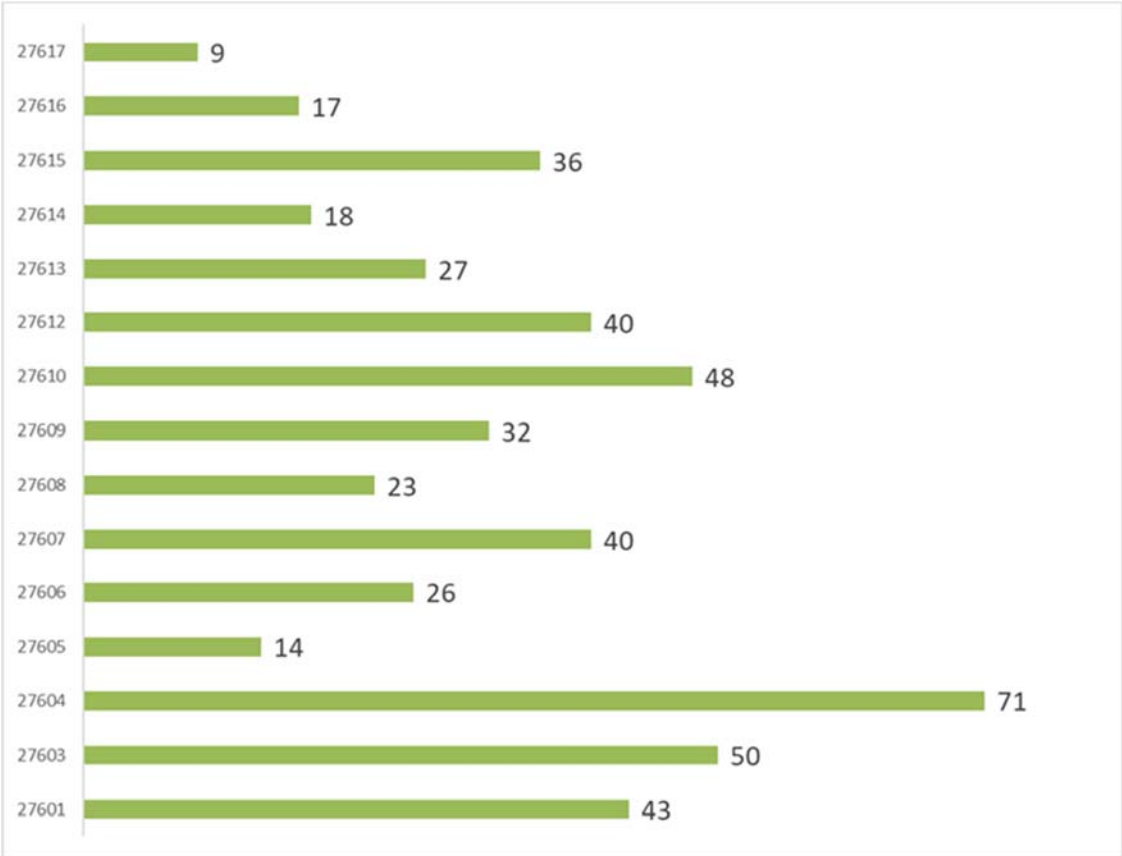
Survey Participation

There were 516 surveys completed of which 22 were removed due to a non- Raleigh zip code being provided resulting in 494 completed surveys being analyzed. While the majority of surveys were completed online, 30 hard copies were either mailed in or completed in-person. Respondents from across the city's various zip codes participated.

Survey Results

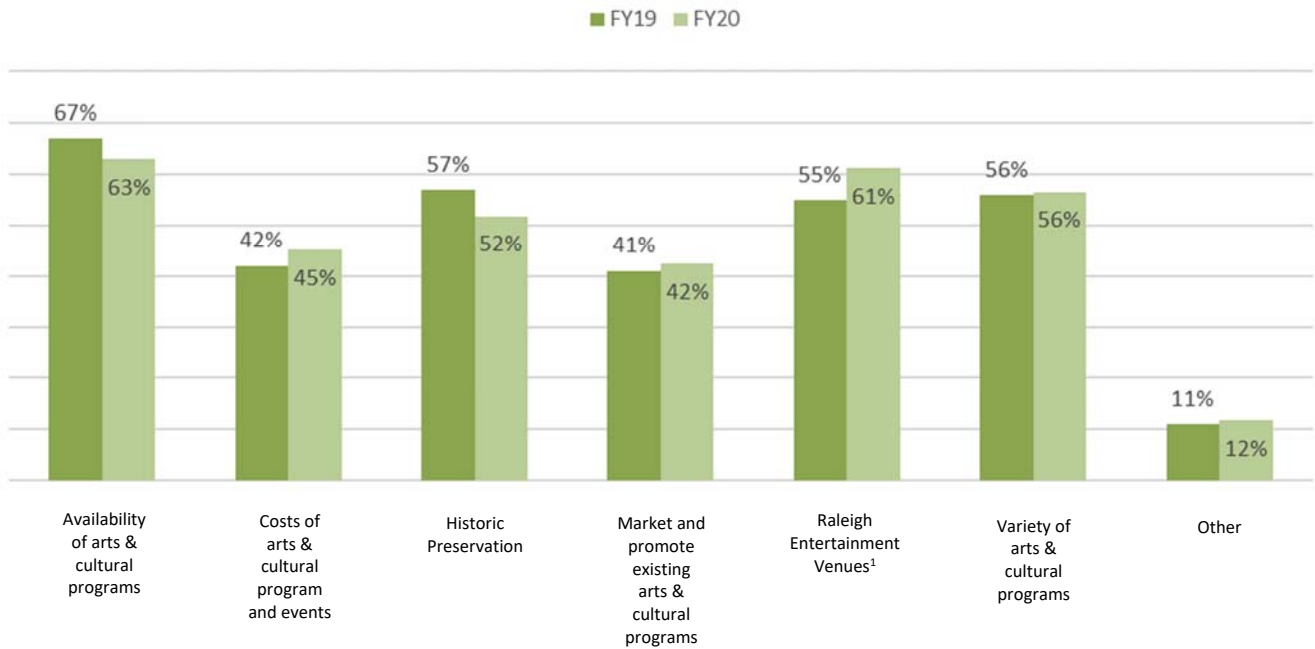
What is your zip code?

494



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

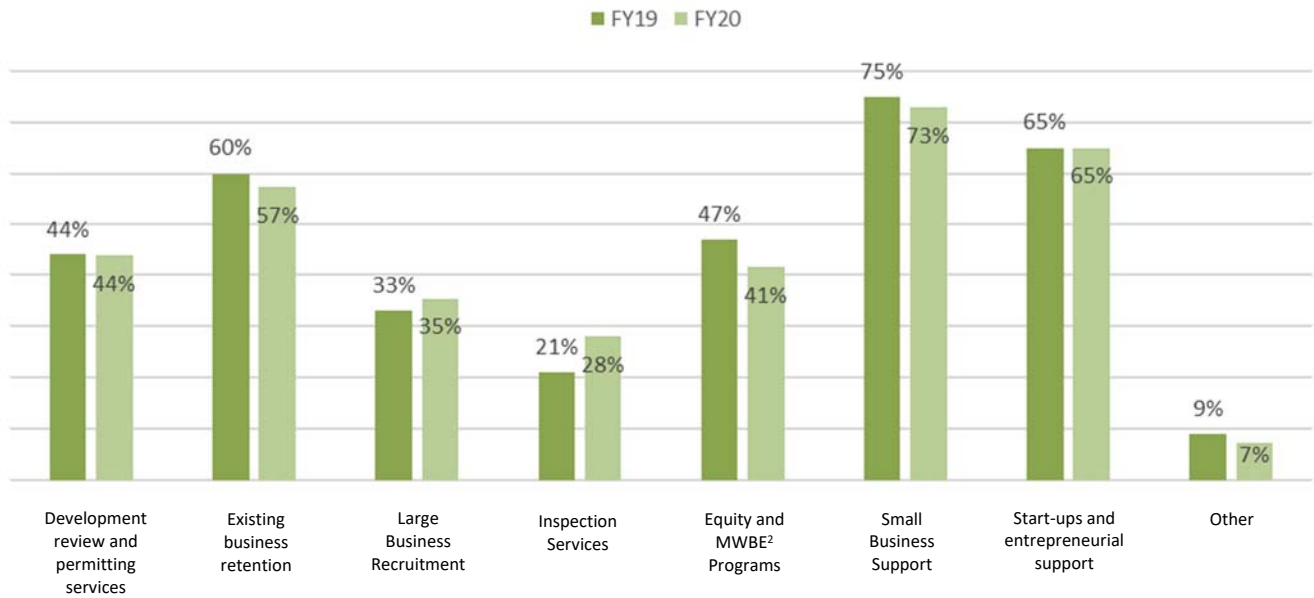
Graph shows the percentage of respondents who selected the item as one of their top four priorities.



¹ Venues include Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheater, and Coastal Credit Union Music Park at Walnut Creek

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

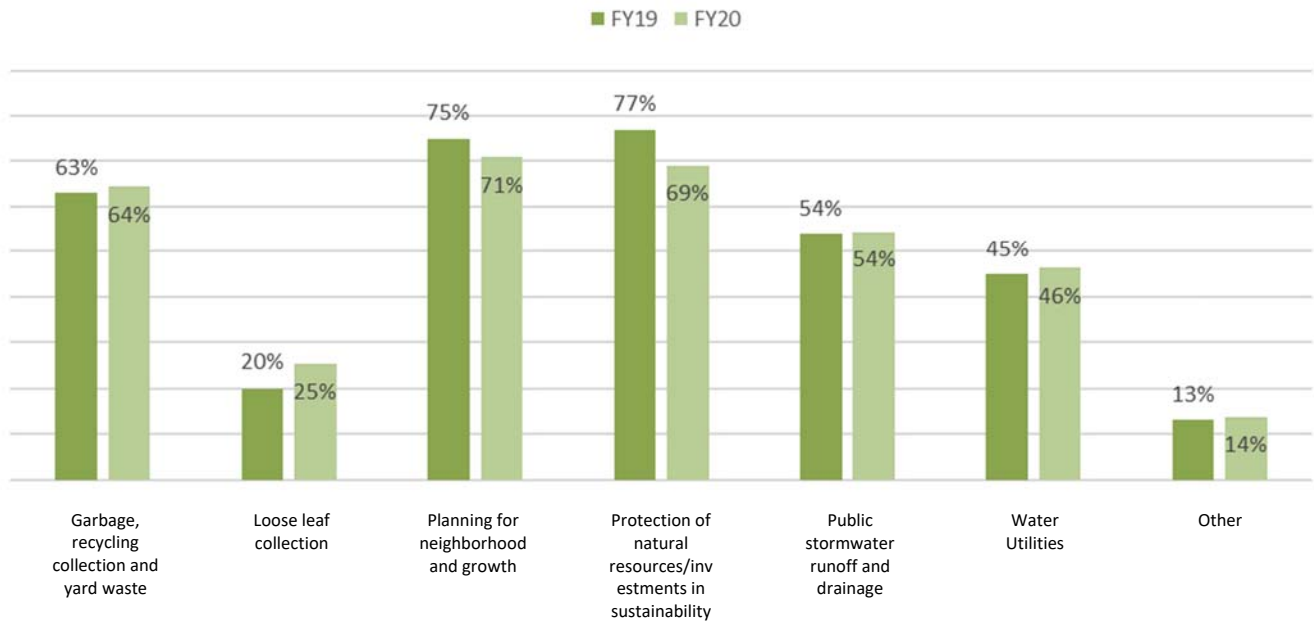
Graph shows the percentage of respondents who selected the item as one of their top four priorities.



²Survey listed MWBE as "MWBE (Minority and Women-Owned Business Enterprise)"

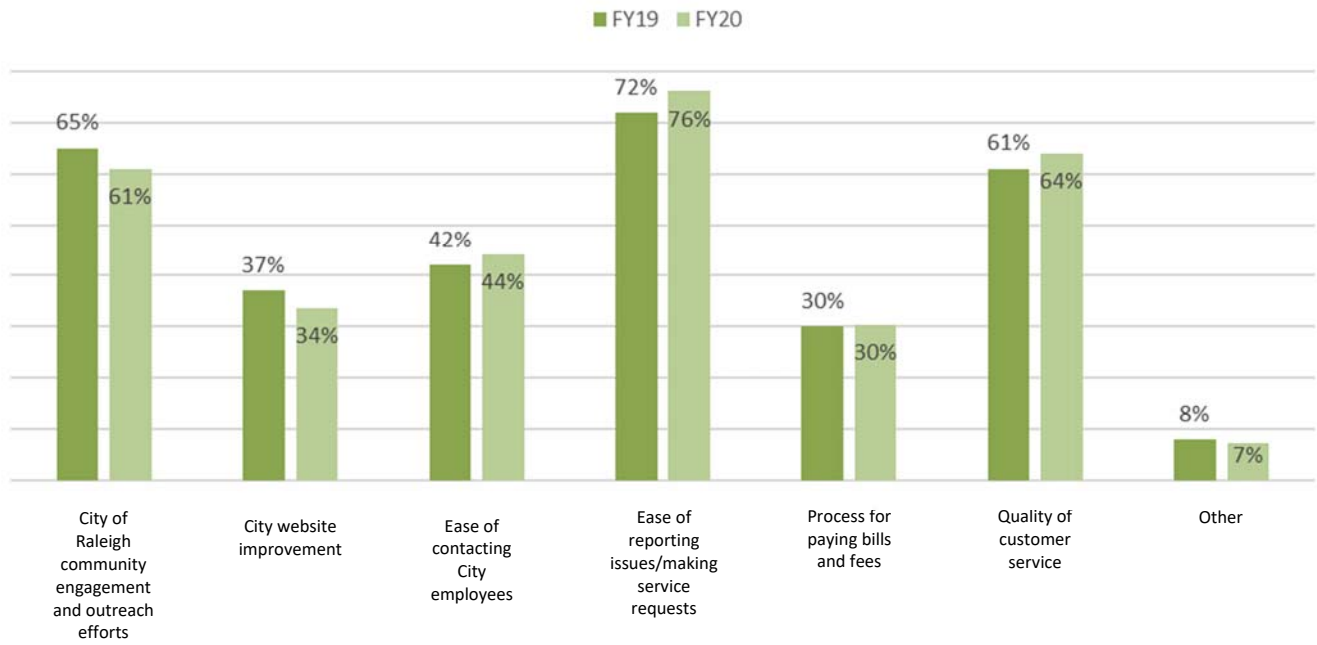
Growth & Natural Resources: Which four areas do you believe are the highest priorities?

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



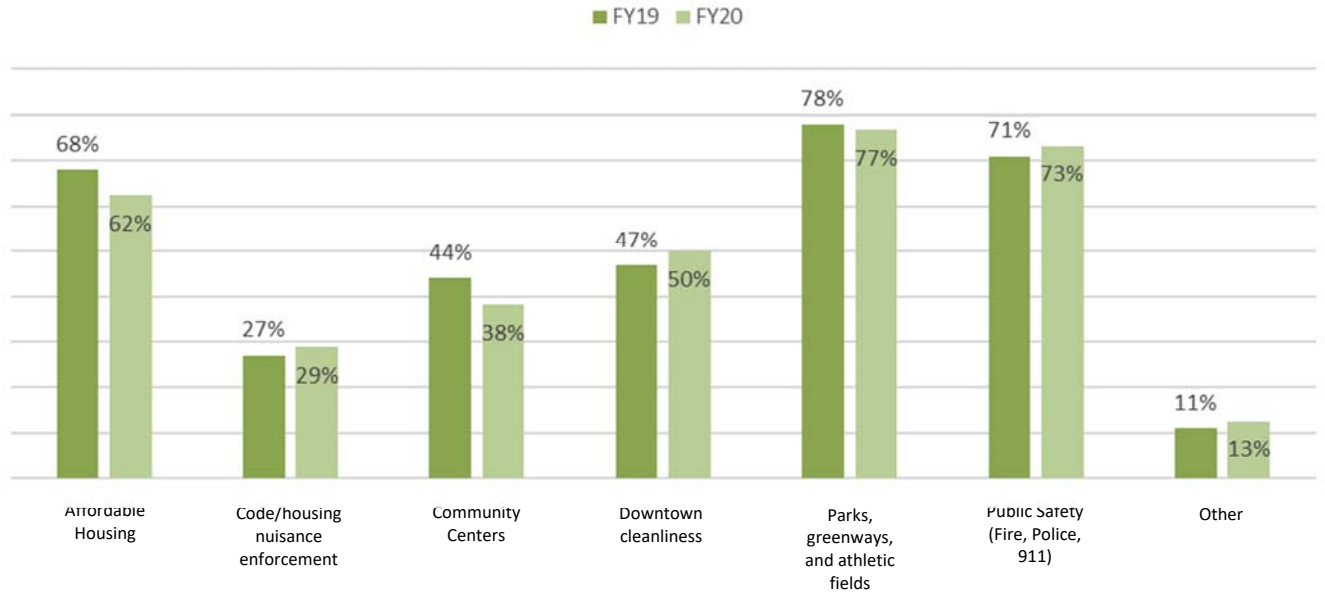
Organizational Excellence: Which four areas do you believe are the highest priorities?

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



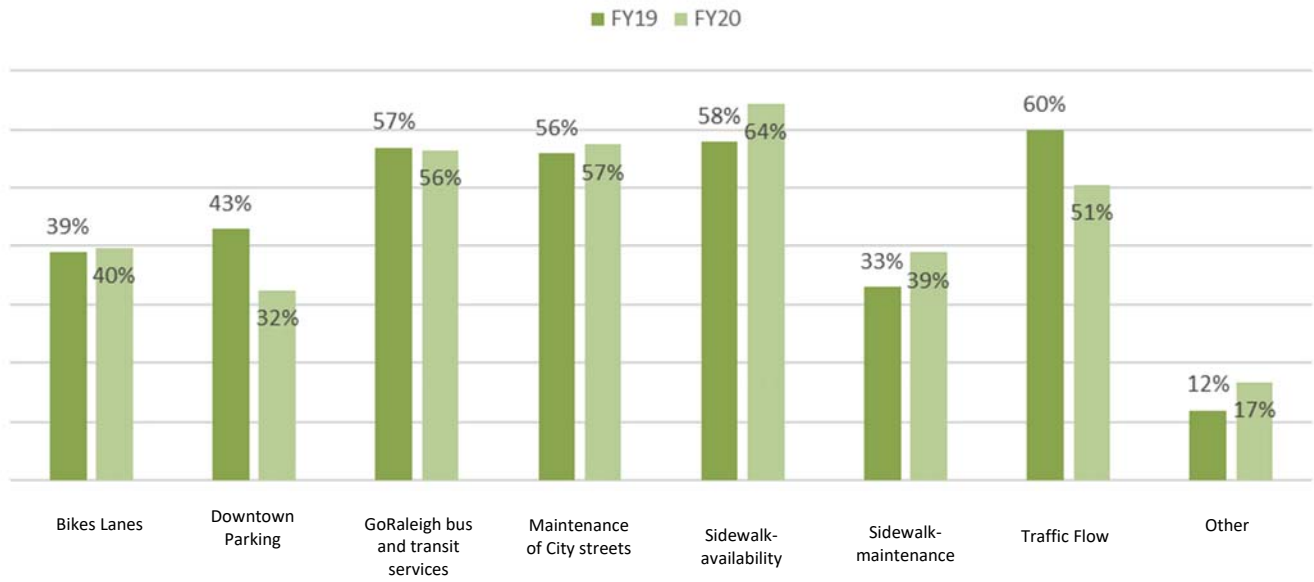
Safe, Vibrant & Health Neighborhoods: Which four areas do you believe are the highest priorities?

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



Transportation and 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.



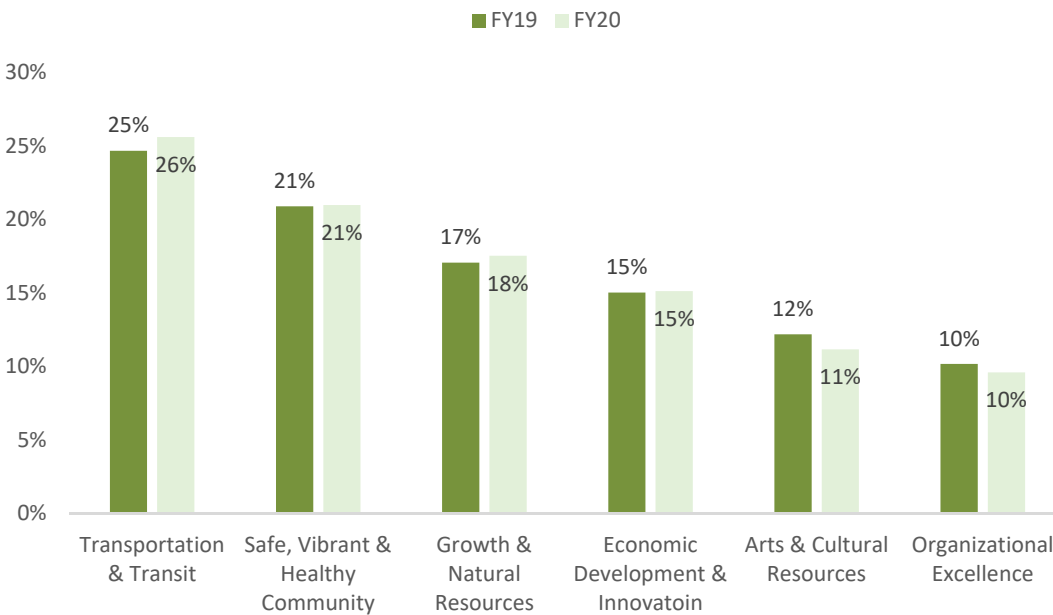
How would you allocate \$100 among the six Key Focus Areas?

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

 462



Graph shows the percentage of the total funds that were allocated to each Key Focus Area.



Survey Results by Zip Code

Arts & Cultural 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	Availability of arts/cultural programs & events	Costs of arts & cultural programs and events	Historic Preservation	Market & promote existing arts/cultural programs & events	Raleigh Ent. Venues	Variety of arts & cultural programs and events	Other
All	63%	45%	52%	42%	61%	56%	12%
27601	63%	35%	49%	44%	72%	63%	9%
27603	66%	44%	48%	42%	74%	54%	4%
27604	68%	55%	39%	41%	51%	66%	8%
27605	64%	21%	64%	57%	50%	71%	0%
27606	77%	42%	54%	50%	58%	58%	8%
27607	60%	40%	53%	40%	55%	60%	18%
27608	52%	39%	52%	35%	43%	57%	17%
27609	47%	25%	63%	44%	69%	59%	13%
27610	79%	63%	50%	44%	54%	58%	10%
27612	65%	53%	50%	35%	70%	55%	10%
27613	52%	37%	63%	33%	74%	52%	22%
27614	50%	56%	50%	28%	50%	44%	17%
27615	61%	50%	67%	53%	58%	42%	17%
27616	65%	35%	65%	47%	76%	47%	18%
27617	33%	56%	22%	56%	56%	22%	22%

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	Existing business retention	Large business recruitment	Inspection Services	Equity and MWBE support	Small business support	Start-ups and entrepreneurial support	Other
All	44%	57%	35%	28%	41%	73%	65%	7%
27601	42%	58%	51%	12%	37%	79%	77%	7%
27603	52%	48%	38%	16%	46%	78%	60%	6%
27604	41%	54%	28%	23%	49%	77%	63%	11%
27605	36%	71%	50%	14%	43%	71%	79%	0%
27606	42%	58%	31%	27%	38%	69%	69%	8%
27607	48%	53%	35%	23%	50%	83%	70%	5%
27608	43%	35%	13%	39%	48%	43%	39%	17%
27609	53%	63%	56%	28%	19%	63%	66%	3%
27610	44%	58%	27%	29%	60%	73%	69%	10%
27612	35%	60%	28%	38%	35%	73%	60%	0%
27613	33%	59%	30%	48%	37%	70%	67%	7%
27614	50%	72%	50%	39%	17%	56%	56%	17%
27615	50%	64%	31%	33%	36%	86%	69%	6%
27616	29%	65%	47%	41%	47%	71%	65%	6%
27617	56%	78%	44%	56%	11%	56%	56%	0%

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	Loose Leaf Collection	Planning for Neighborhoods and growth	Protection of natural resources/ investments in sustainability	Public stormwater runoff/ drainage	Water utilities	Other
All	64%	25%	71%	69%	54%	46%	14%
27601	65%	16%	79%	77%	58%	44%	9%
27603	60%	20%	62%	78%	52%	40%	14%
27604	55%	20%	73%	76%	62%	45%	15%
27605	36%	29%	79%	64%	29%	43%	7%
27606	50%	12%	85%	85%	62%	23%	15%
27607	68%	33%	60%	78%	60%	55%	13%
27608	43%	22%	61%	65%	52%	39%	17%
27609	78%	38%	75%	44%	44%	59%	19%
27610	79%	25%	79%	73%	46%	52%	17%
27612	65%	28%	68%	55%	60%	45%	18%
27613	67%	44%	67%	67%	41%	44%	11%
27614	67%	22%	72%	50%	56%	61%	22%
27615	75%	31%	67%	72%	58%	36%	6%
27616	71%	29%	76%	65%	53%	65%	12%
27617	89%	22%	56%	33%	78%	67%	0%

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	61%	34%	44%	76%	30%	64%	7%
27601	67%	35%	44%	84%	30%	70%	7%
27603	60%	36%	40%	76%	20%	62%	12%
27604	70%	32%	45%	70%	35%	59%	10%
27605	64%	21%	36%	57%	36%	57%	7%
27606	69%	35%	42%	65%	19%	54%	12%
27607	53%	33%	45%	78%	40%	58%	8%
27608	57%	30%	43%	48%	4%	48%	13%
27609	41%	41%	41%	88%	28%	66%	6%
27610	85%	40%	52%	85%	27%	69%	4%
27612	63%	25%	48%	78%	25%	68%	0%
27613	59%	22%	48%	81%	41%	63%	4%
27614	33%	50%	22%	72%	39%	78%	17%
27615	47%	31%	47%	83%	39%	83%	3%
27616	59%	29%	53%	76%	47%	59%	6%
27617	33%	56%	33%	78%	33%	56%	0%

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
All	62%	29%	38%	50%	77%	73%	13%
27601	65%	16%	26%	81%	81%	67%	14%
27603	62%	36%	32%	54%	90%	62%	14%
27604	76%	25%	44%	45%	75%	68%	14%
27605	79%	7%	50%	50%	86%	50%	7%
27606	73%	12%	42%	31%	88%	65%	12%
27607	63%	38%	45%	45%	78%	78%	15%
27608	52%	26%	35%	48%	91%	39%	17%
27609	50%	34%	25%	53%	72%	84%	16%
27610	79%	29%	46%	46%	67%	85%	13%
27612	48%	18%	43%	40%	80%	80%	8%
27613	52%	26%	48%	48%	70%	81%	4%
27614	39%	50%	33%	61%	50%	89%	17%
27615	53%	36%	33%	53%	69%	83%	11%
27616	65%	41%	35%	41%	71%	82%	18%
27617	44%	67%	22%	44%	78%	89%	0%

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
All	40%	32%	56%	57%	64%	39%	51%	17%
27601	60%	21%	65%	44%	72%	53%	37%	12%
27603	56%	28%	62%	48%	70%	38%	40%	22%
27604	55%	25%	69%	51%	62%	35%	44%	20%
27605	57%	29%	71%	29%	79%	50%	29%	0%
27606	38%	23%	65%	58%	58%	38%	46%	19%
27607	45%	25%	60%	50%	75%	35%	63%	15%
27608	39%	17%	52%	52%	74%	57%	43%	22%
27609	19%	31%	41%	72%	59%	47%	50%	19%
27610	31%	48%	65%	58%	75%	38%	56%	8%
27612	30%	43%	43%	63%	65%	38%	48%	15%
27613	30%	44%	48%	74%	56%	22%	59%	7%
27614	6%	50%	44%	83%	33%	39%	56%	39%
27615	31%	33%	44%	61%	58%	25%	75%	25%
27616	18%	47%	35%	82%	59%	35%	65%	18%
27617	22%	44%	44%	78%	22%	56%	67%	0%

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

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
All	\$11	\$15	\$18	\$10	\$21	\$26
27601	\$11	\$19	\$15	\$10	\$16	\$29
27603	\$10	\$14	\$19	\$7	\$19	\$30
27604	\$11	\$17	\$15	\$10	\$21	\$26
27605	\$12	\$18	\$18	\$8	\$15	\$30
27606	\$14	\$15	\$18	\$9	\$17	\$27
27607	\$14	\$11	\$18	\$8	\$21	\$28
27608	\$10	\$13	\$17	\$7	\$19	\$34
27609	\$11	\$16	\$16	\$13	\$22	\$22
27610	\$12	\$15	\$16	\$9	\$26	\$22
27612	\$10	\$12	\$20	\$12	\$25	\$21
27613	\$15	\$11	\$20	\$7	\$23	\$24
27614	\$11	\$19	\$13	\$13	\$19	\$26
27615	\$10	\$17	\$21	\$10	\$22	\$19
27616	\$8	\$13	\$27	\$8	\$23	\$21
27617	\$4	\$16	\$17	\$20	\$23	\$19



Fiscal Year 2020 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 2020 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) Raleigh entertainment venues (Convention Center, Duke Energy Center for the Performing Arts, Red Hat Amphitheater, Coastal Credit Union Music Park at Walnut Creek)
 - (b) Availability of arts & cultural programs and events
 - (c) Market and promote existing arts & cultural programs and events
 - (d) Cost of arts & cultural programs and events
 - (e) Historic preservation
 - (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) Inspection services
 - (b) Start-ups and entrepreneurial support
 - (c) Existing business retention
 - (d) Large business recruitment
 - (e) Development review and permitting services
 - (f) Equity and MWBE (Minority and Women-Owned Business Enterprise) development and support
 - (g) Small business 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) Planning for neighborhoods and growth
 - (c) Protection of natural resources/investments in sustainability
 - (d) Loose leaf collection
 - (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 29, 2019:

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

By mail: Attn: Budget and Management Services, 222 West Hargett St. Suite 311, Raleigh, NC 27601

For more information about the City of Raleigh's budget process, visit: budget.raleighnc.gov