

# Annual Community Budget Priorities Survey

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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 Community 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 the community 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 three priorities within a given category (the categories reflected the six Key Focus Areas outlined in the City's strategic plan). 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 March 1 through March 31, 2021. Hard copies of the survey were available at 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, on all GoRaleigh busses equipped with monitors, and the survey was advertised in the Raleigh Water 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.

Because Council adopted a new Strategic Plan in FY21, the survey was changed slightly to reflect new priorities. Therefore, we are unable to compare results with past year's survey.

## **Survey Participation**

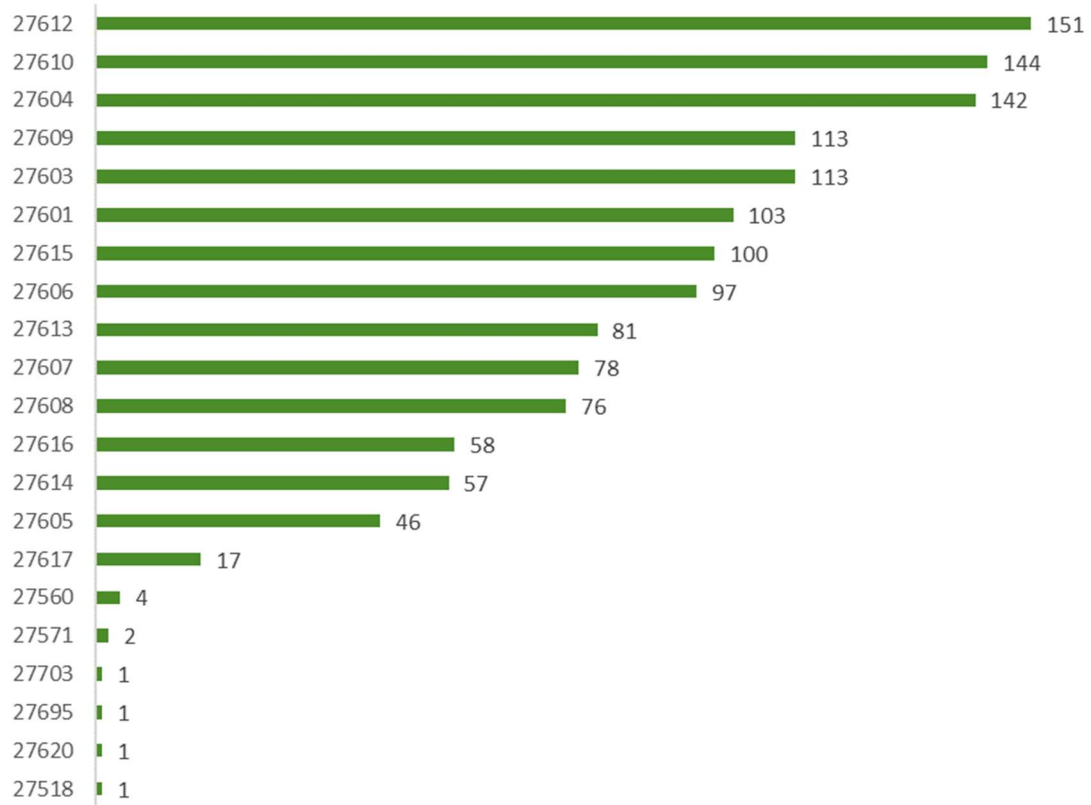
There were 1,386 surveys completed, with some surveys excluded from the results because the identified zip codes were not in Raleigh City limits. While most surveys were completed online, a few hard copies were either mailed in or completed in-person. Respondents from across the city's various zip codes participated.

# Survey Results

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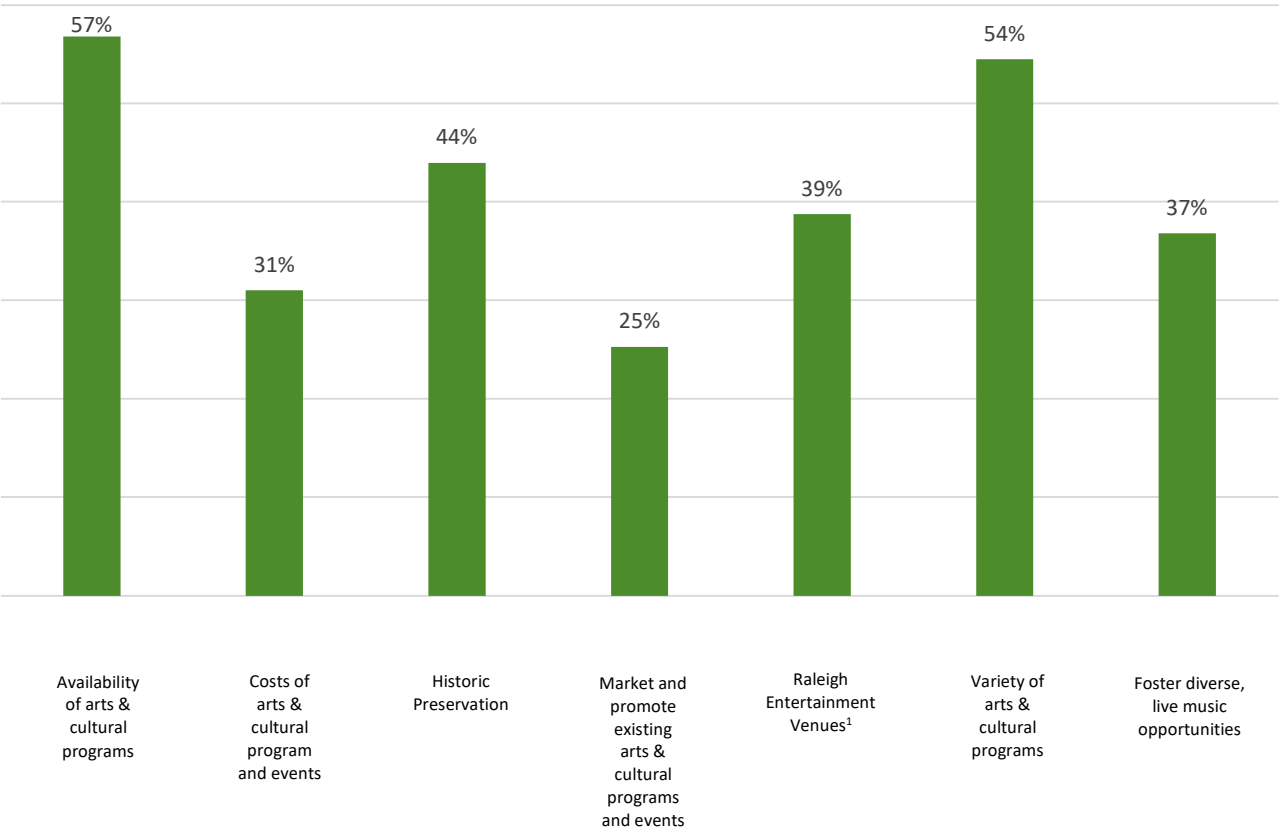
What is your zip code?

 1,386



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

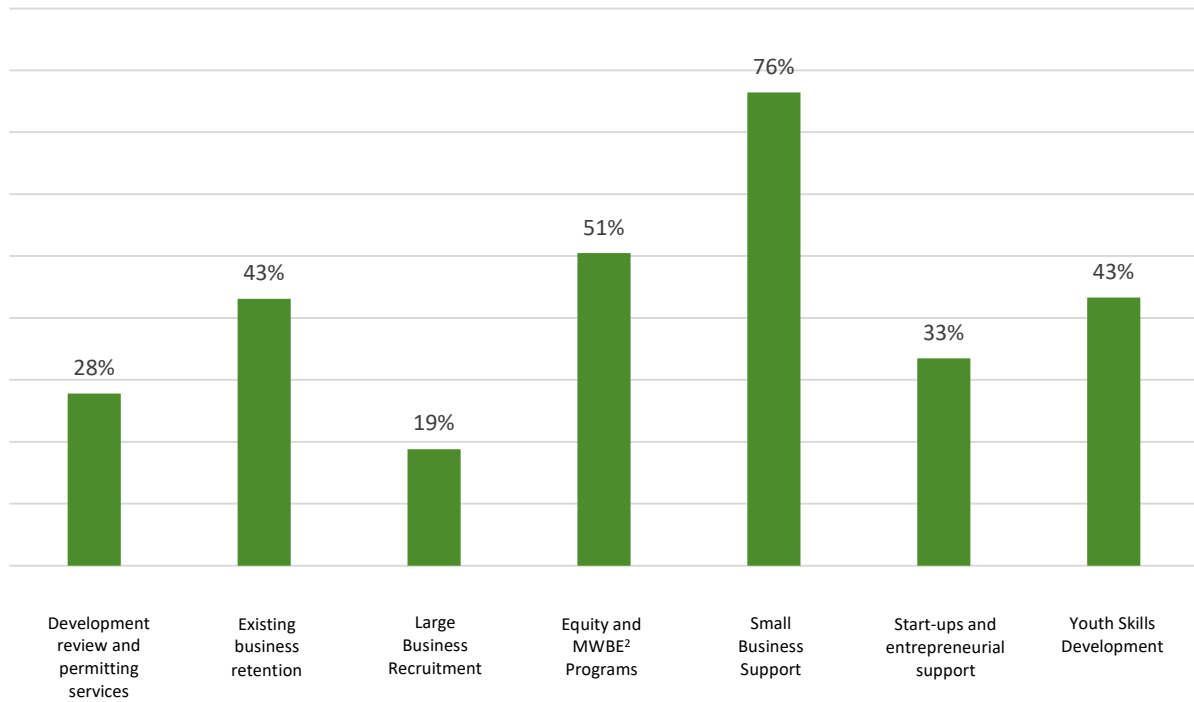
Graph shows the percentage of respondents who selected the item as one of their top three priorities.



<sup>1</sup> 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 three areas do you believe are the highest priorities?

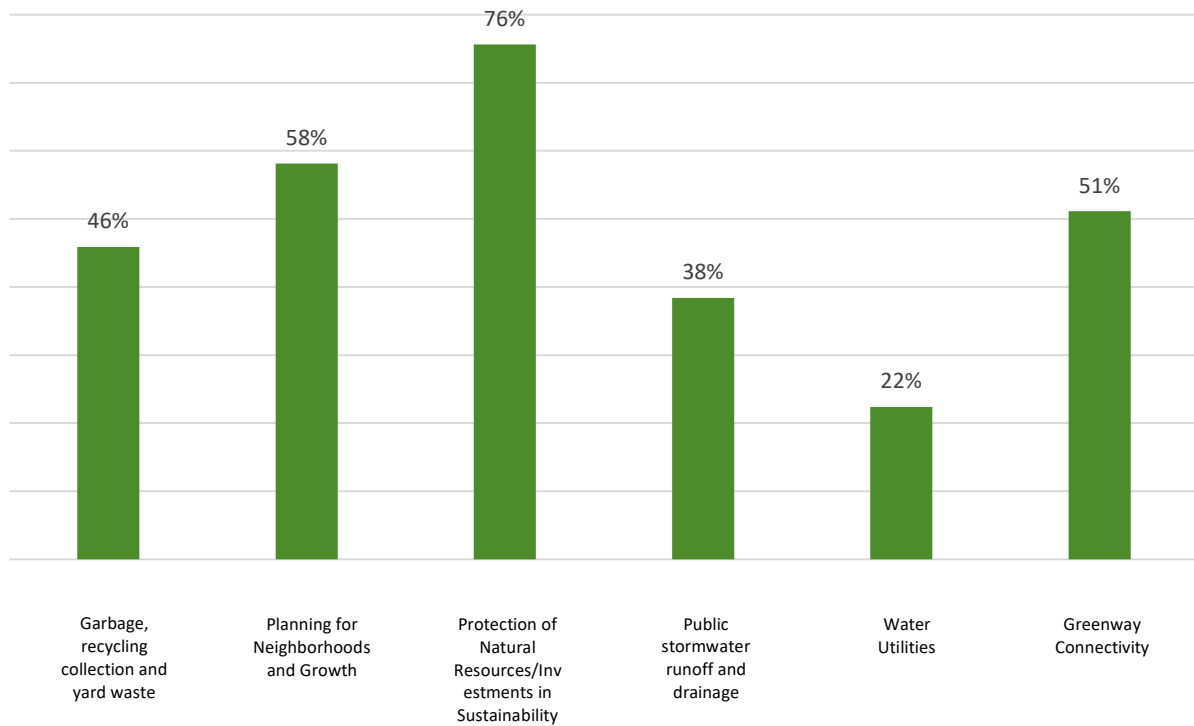
Graph shows the percentage of respondents who selected the item as one of their top four priorities.



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

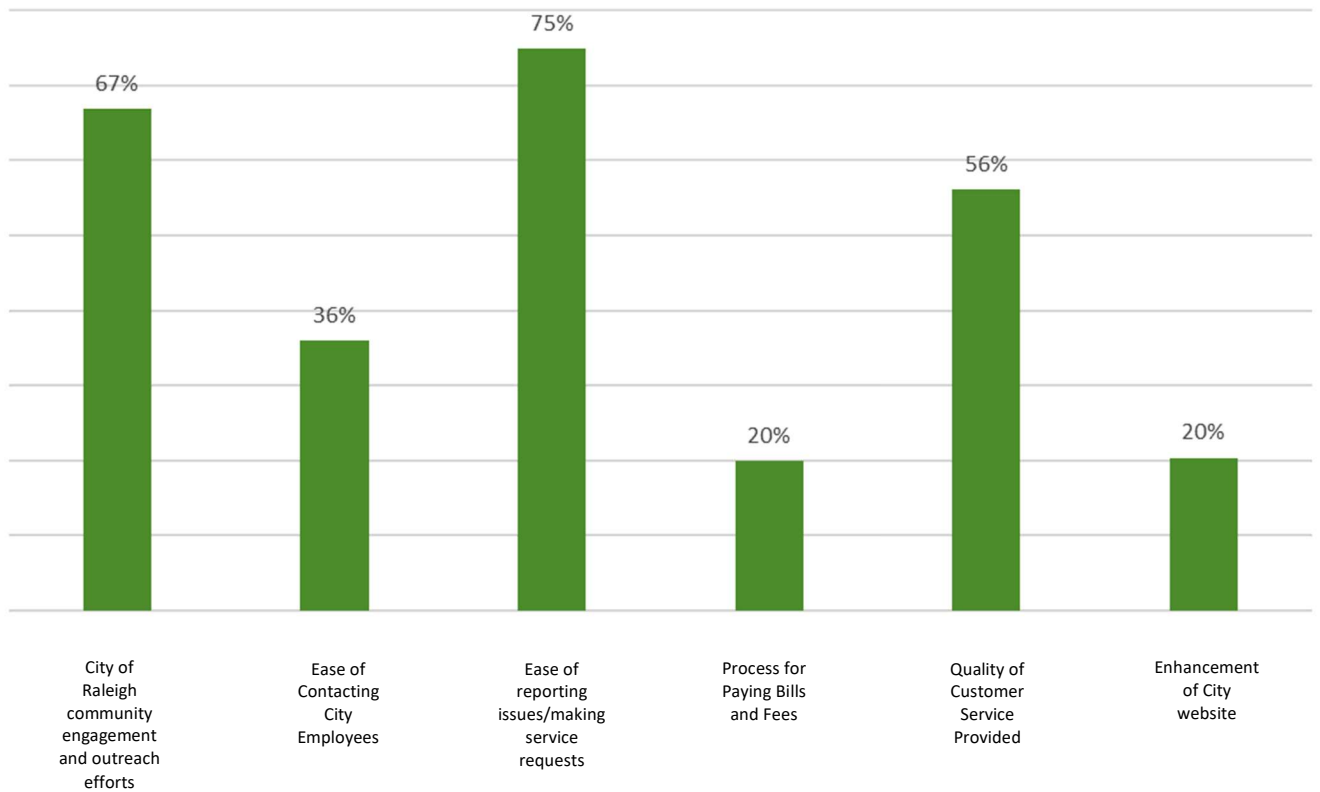
## Growth & Natural Resources: Which three areas do you believe are the highest priorities?

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



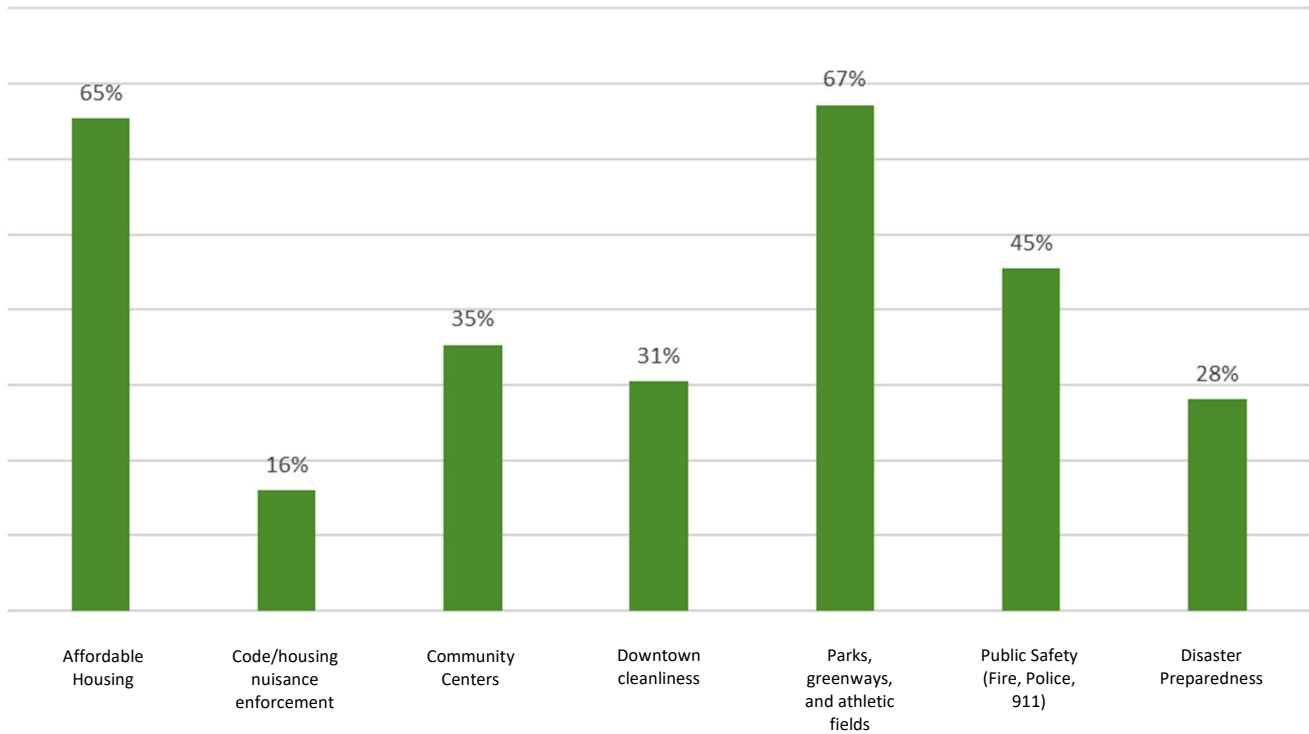
## Organizational Excellence: Which three areas do you believe are the highest priorities?

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



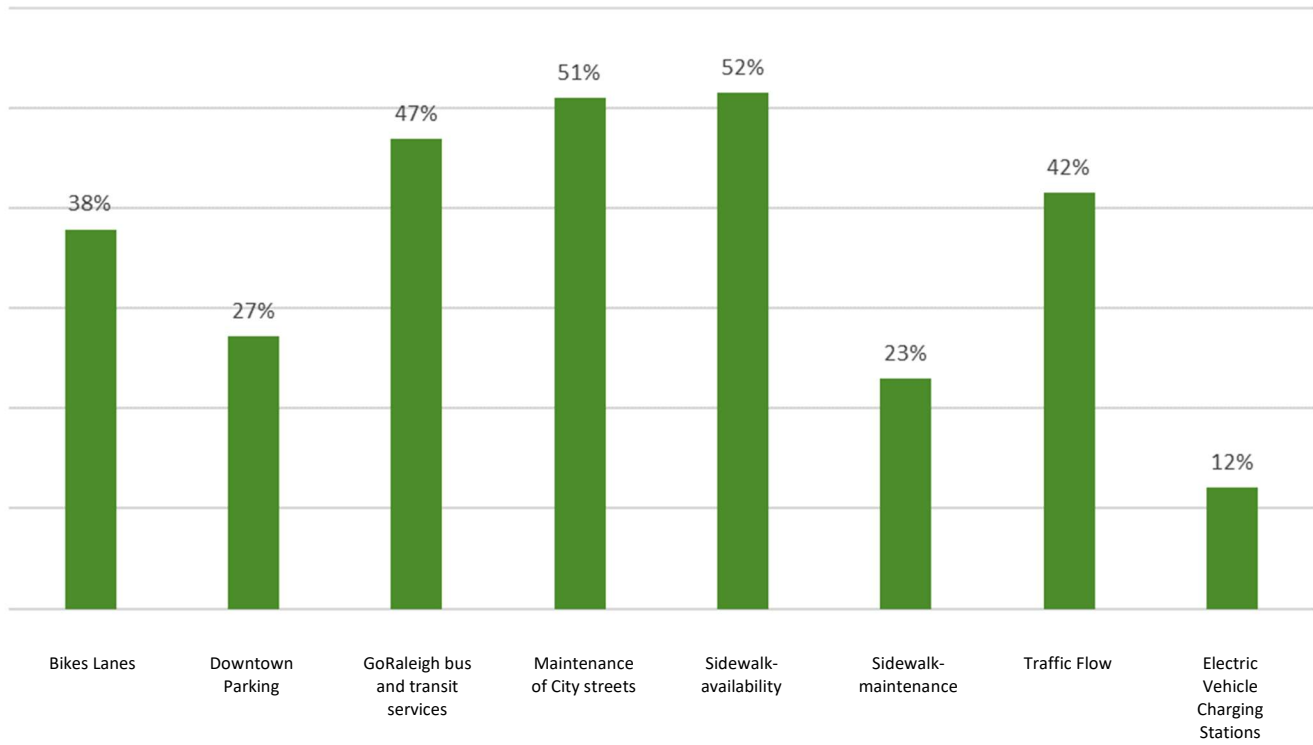
## Safe, Vibrant & Health Neighborhoods: Which three areas do you believe are the highest priorities?

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

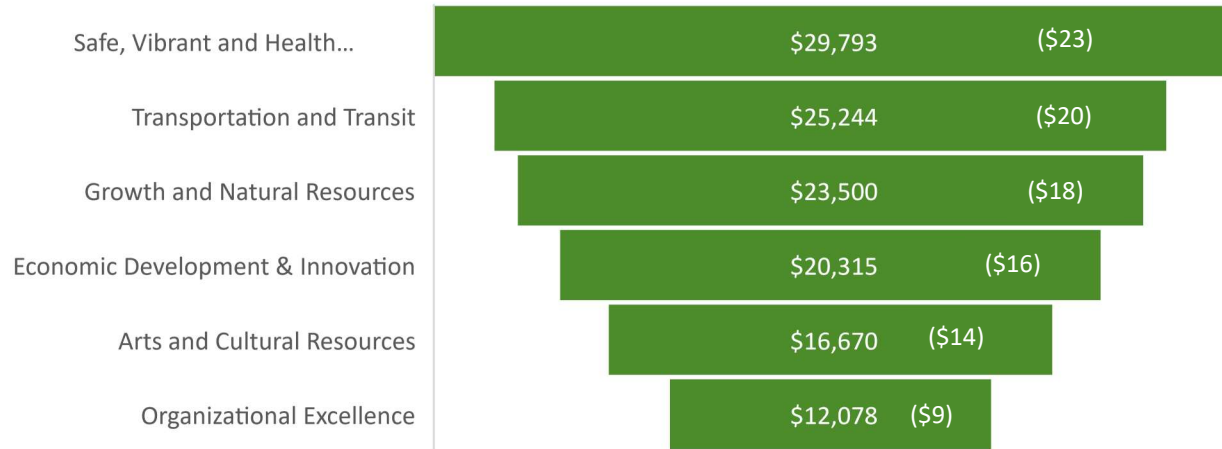




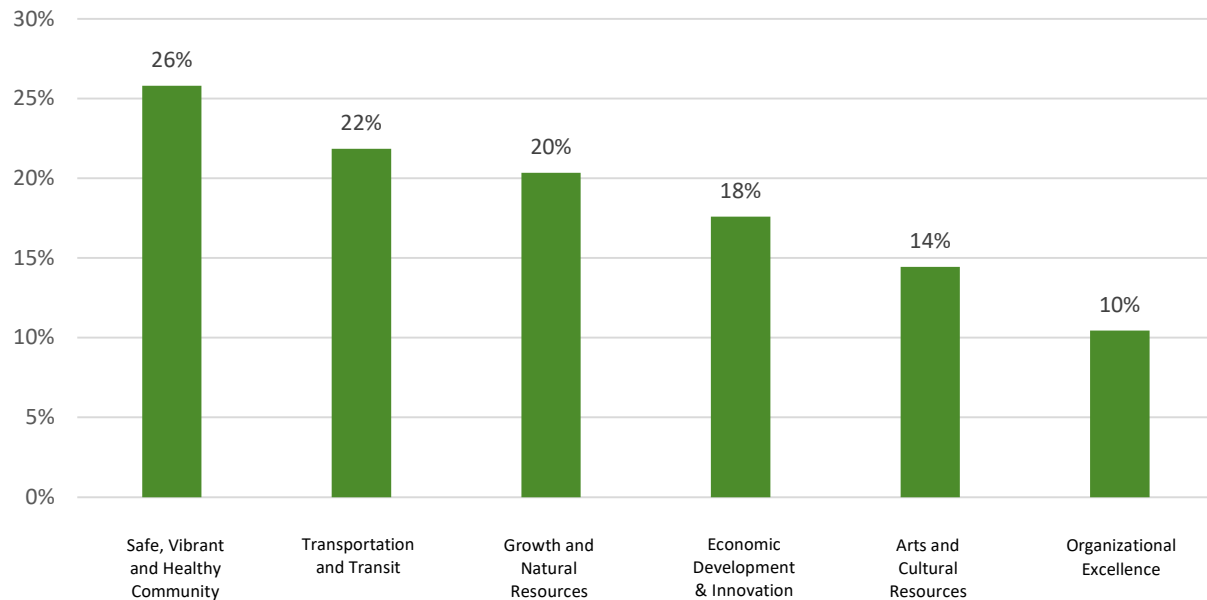
## How would you allocate \$100 among the six Key Focus Areas?

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

1386



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



## Survey Results by Zip Code and Key Focus Area

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

Table shows the percentage of respondents who selected the item as one of their top three 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	Foster Diverse, Live Music Opportunity
All	57%	31%	44%	25%	39%	54%	37%
27518	100%	0%	0%	100%	0%	0%	100%
27560	75%	50%	50%	0%	25%	50%	50%
27571	50%	0%	50%	0%	100%	0%	100%
27601	52%	30%	47%	18%	42%	53%	48%
27603	58%	27%	51%	19%	36%	57%	37%
27604	56%	35%	37%	30%	35%	54%	41%
27605	61%	26%	54%	22%	35%	52%	39%
27606	65%	34%	38%	26%	29%	47%	48%
27607	65%	32%	44%	28%	31%	50%	40%
27608	63%	26%	54%	24%	39%	50%	34%
27609	53%	26%	40%	33%	42%	55%	41%
27610	51%	24%	44%	27%	43%	53%	40%
27612	56%	31%	43%	23%	42%	57%	33%
27613	51%	28%	44%	25%	40%	68%	30%
27614	54%	32%	42%	28%	42%	54%	26%
27615	54%	47%	44%	25%	41%	57%	18%
27616	64%	40%	43%	28%	38%	55%	29%
27617	53%	24%	41%	12%	65%	53%	41%
27620	0%	100%	100%	0%	100%	0%	0%
27695	100%	0%	0%	100%	0%	100%	0%
27703	100%	100%	0%	0%	0%	0%	0%

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

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

Zip Code	Develop. review and permitting services	Existing business retention	Large business recruit.	Equity and MWBE Program	Small Business Support	Start-ups and ent. support	Youth Skills Development
All	28%	43%	19%	51%	76%	33%	43%
27518	0%	100%	0%	100%	100%	0%	0%
27560	75%	25%	0%	75%	75%	0%	50%
27571	0%	100%	50%	50%	100%	0%	0%
27601	25%	49%	21%	54%	81%	35%	35%
27603	27%	45%	20%	53%	75%	33%	42%
27604	25%	41%	15%	52%	82%	32%	48%
27605	33%	35%	17%	52%	80%	30%	46%
27606	32%	40%	15%	57%	85%	28%	42%
27607	26%	45%	15%	51%	73%	36%	37%
27608	37%	39%	13%	57%	74%	32%	37%
27609	33%	43%	25%	42%	73%	42%	35%
27610	22%	40%	17%	60%	71%	32%	52%
27612	32%	41%	21%	46%	72%	35%	43%
27613	22%	44%	26%	43%	74%	31%	48%
27614	26%	54%	25%	35%	75%	47%	32%
27615	25%	47%	17%	43%	78%	29%	54%
27616	22%	41%	16%	48%	84%	34%	52%
27617	35%	35%	24%	65%	71%	29%	35%
27620	0%	100%	0%	0%	100%	0%	100%
27695	0%	0%	0%	100%	0%	0%	0%
27703	0%	100%	0%	0%	100%	100%	0%

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

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

Zip Code	Garbage, recycling, and yard waste collection	Planning for Neighborhoods and growth	Protection of natural resources/ investments in sustainability	Public stormwater runoff/ drainage	Water Utilities	Greenway Connectivity
All	46%	58%	76%	38%	22%	51%
27518	100%	0%	100%	0%	0%	100%
27560	75%	100%	75%	25%	25%	0%
27571	100%	100%	50%	0%	50%	0%
27601	27%	67%	80%	44%	24%	52%
27603	36%	60%	79%	31%	19%	63%
27604	44%	58%	75%	43%	20%	51%
27605	41%	61%	72%	33%	22%	57%
27606	43%	49%	81%	37%	19%	60%
27607	54%	65%	76%	38%	18%	41%
27608	42%	59%	68%	45%	16%	61%
27609	57%	52%	75%	42%	22%	50%
27610	48%	63%	73%	37%	18%	50%
27612	45%	51%	75%	34%	31%	51%
27613	47%	54%	83%	49%	21%	38%
27614	39%	68%	67%	35%	37%	47%
27615	61%	50%	69%	37%	28%	48%
27616	59%	64%	83%	33%	17%	41%
27617	35%	59%	76%	41%	18%	59%
27620	0%	0%	100%	0%	100%	100%
27695	0%	100%	100%	0%	0%	100%
27703	100%	0%	100%	0%	0%	100%

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

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

Zip Code	City of Raleigh community engagement and outreach efforts	Ease of contacting City employees	Ease of reporting issues/making service requests	Process for paying bills and fees	Quality of customer service provided	Enhancements to City Website
All	67%	36%	75%	20%	56%	20%
27518	100%	0%	100%	0%	100%	0%
27560	75%	25%	75%	25%	50%	0%
27571	50%	0%	100%	0%	100%	50%
27601	68%	27%	77%	23%	47%	23%
27603	75%	37%	73%	15%	54%	24%
27604	70%	41%	71%	21%	54%	20%
27605	67%	48%	74%	15%	41%	28%
27606	69%	34%	73%	26%	53%	11%
27607	71%	37%	68%	17%	50%	28%
27608	68%	39%	79%	13%	46%	24%
27609	65%	41%	75%	19%	53%	24%
27610	75%	35%	74%	17%	56%	22%
27612	70%	38%	70%	19%	60%	15%
27613	53%	26%	73%	28%	68%	21%
27614	54%	40%	79%	18%	74%	18%
27615	55%	37%	85%	21%	69%	14%
27616	60%	31%	88%	31%	57%	16%
27617	65%	24%	65%	12%	65%	35%
27620	100%	0%	100%	0%	100%	0%
27695	100%	0%	100%	0%	100%	0%
27703	100%	0%	100%	0%	100%	0%

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

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

Zip Code	Affordable housing	Code/housing nuisance enforcement	Community centers	Downtown cleanliness	Parks, greenways, and athletic fields	Public Safety (Fire, Police, 911)	Disaster Preparedness
<b>All</b>	<b>65%</b>	<b>16%</b>	<b>35%</b>	<b>31%</b>	<b>67%</b>	<b>45%</b>	<b>28%</b>
27518	100%	0%	100%	0%	100%	0%	0%
27560	75%	25%	75%	50%	0%	0%	75%
27571	0%	0%	0%	100%	0%	100%	100%
27601	71%	14%	31%	46%	64%	40%	24%
27603	71%	14%	43%	37%	69%	33%	19%
27604	61%	11%	35%	35%	72%	49%	24%
27605	76%	17%	28%	39%	63%	30%	30%
27606	74%	8%	49%	21%	70%	34%	28%
27607	76%	14%	40%	31%	69%	29%	27%
27608	75%	11%	26%	28%	76%	47%	24%
27609	61%	17%	27%	28%	71%	57%	30%
27610	69%	19%	44%	31%	61%	35%	28%
27612	63%	19%	32%	27%	70%	50%	28%
27613	57%	25%	41%	25%	62%	51%	30%
27614	46%	19%	21%	25%	75%	67%	33%
27615	59%	17%	25%	27%	63%	67%	31%
27616	62%	17%	43%	21%	57%	53%	43%
27617	47%	35%	35%	41%	53%	47%	29%
27620	100%	0%	100%	0%	100%	0%	0%
27695	100%	0%	0%	0%	100%	0%	100%
27703	0%	100%	0%	0%	100%	0%	0%

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

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

Zip Code	Bike lanes	Downtown parking	GoRaleigh bus & transit services	Maintenance of City streets	Sidewalks – availability	Sidewalks – maintenance	Traffic flow	Electric Vehicle Charge Sta.
All	38%	27%	47%	51%	51%	25%	42%	12%
27518	100%	0%	100%	0%	0%	0%	0%	100%
27560	75%	25%	75%	25%	50%	0%	50%	0%
27571	0%	50%	0%	100%	50%	0%	100%	0%
27601	45%	28%	48%	45%	54%	30%	28%	13%
27603	47%	27%	55%	38%	55%	27%	34%	12%
27604	48%	23%	49%	48%	54%	18%	39%	15%
27605	46%	26%	41%	30%	50%	39%	39%	13%
27606	44%	29%	57%	44%	55%	26%	32%	5%
27607	38%	31%	49%	46%	51%	22%	35%	14%
27608	51%	22%	55%	42%	55%	21%	34%	7%
27609	41%	20%	38%	56%	49%	25%	51%	9%
27610	35%	33%	50%	54%	53%	21%	39%	11%
27612	32%	28%	39%	56%	50%	19%	48%	16%
27613	27%	21%	44%	58%	52%	22%	48%	19%
27614	19%	26%	42%	61%	51%	19%	60%	14%
27615	26%	31%	48%	69%	41%	23%	46%	10%
27616	22%	28%	40%	59%	47%	21%	59%	14%
27617	18%	47%	35%	59%	71%	24%	35%	6%
27620	0%	100%	0%	100%	0%	0%	100%	0%
27695	100%	0%	100%	0%	100%	0%	0%	0%
27703	0%	100%	0%	0%	100%	100%	0%	0%