

Make your voice heard!

Your input is needed to help the city identify spending priorities and potential cuts to balance the 2021 budget.



TAKE SURVEY + Get updates online

Results from 2021 Budget Priority Survey

Report on Survey Responses prior to August 21st
City of Milwaukee- Department of Administration
August 24th, 2020

Budget Priority Survey: Engagement Numbers

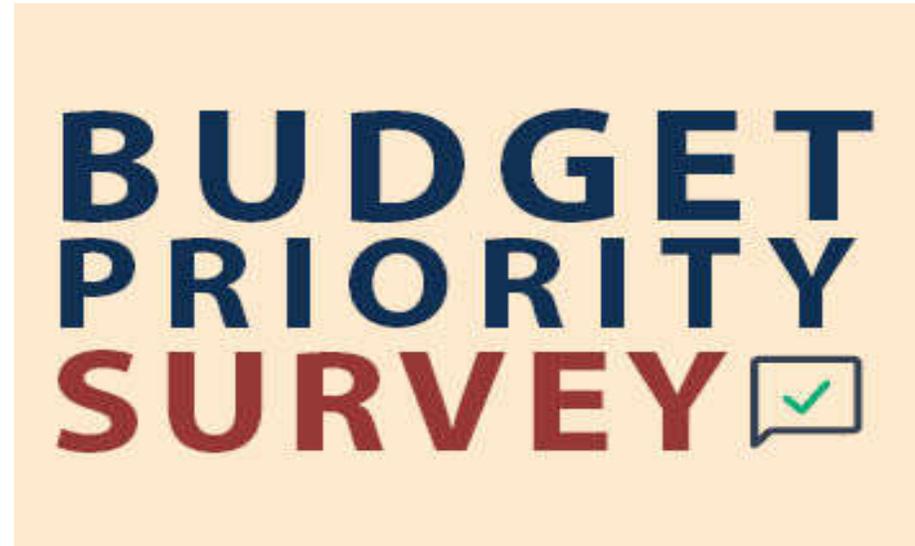
The City of Milwaukee 2021 Budget Priority Survey was released to the public on August 4th, 2020 and was available to the public for 18 days during the initial survey period.

- Responses included in this report were received between August 4th and August 21st

City of Milwaukee 2021 Budget Priority Survey

- 6,890 survey views*
- 2,601 surveys started*
- 1,999 surveys completed*

*Results obtained on or before August 21st



Budget Priority Survey: Methodology

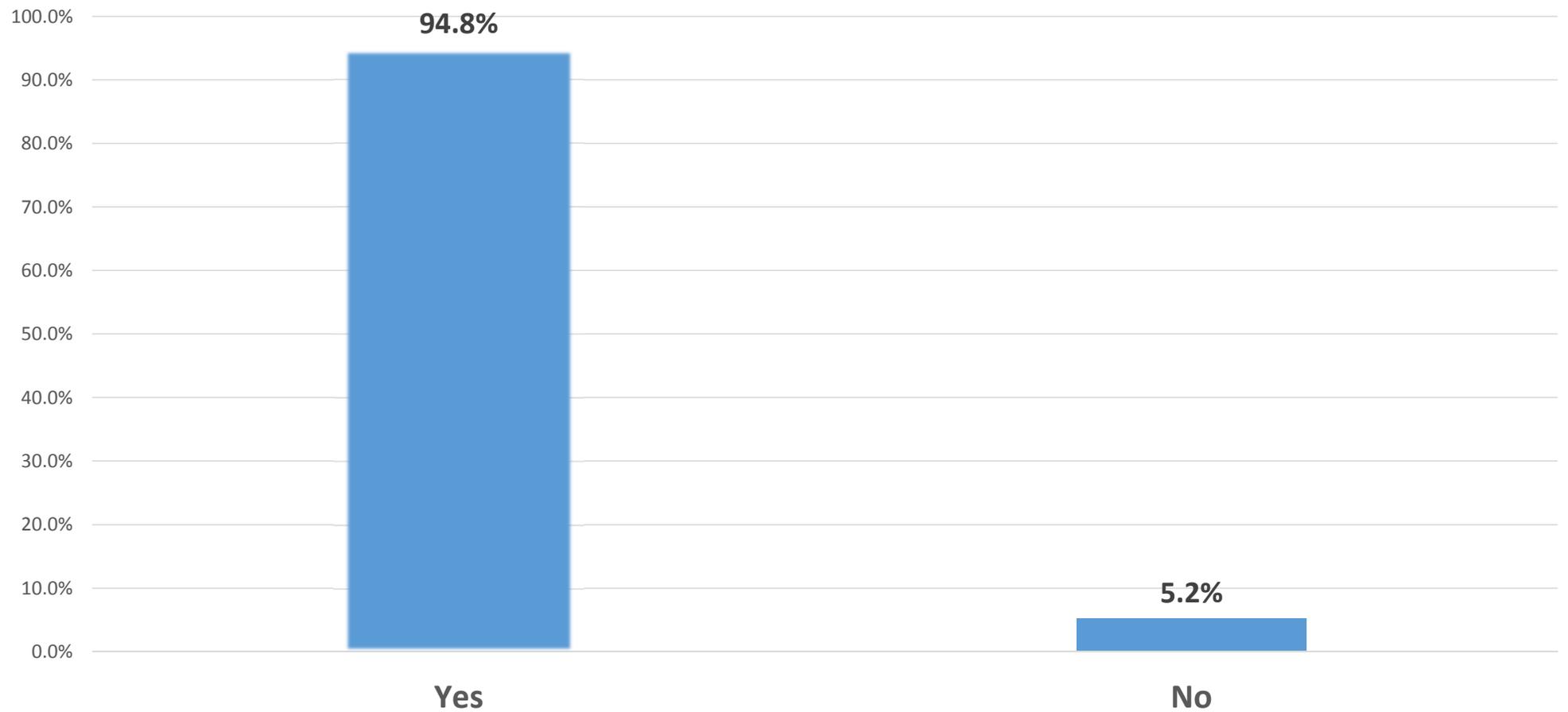
- Public Engagement in Budgeting Work Group recommended Budget Priority Survey as a key strategy for obtaining resident input on the 2021 Budget
- Discussions from Work Group meetings led to an outline of topics to be addressed and other key considerations for the survey
- Following up on the work of the Public Engagement in Budgeting work Group, a team from the Budget & Management Division developed initial survey questions based on Work Group discussions and recommendations
- Questions were reviewed and refined during Roundtable Discussions with Community Group Leaders
- After final review by project stakeholders, the Budget Priority Survey was made available on August 4th

Budget Priority Survey: Outreach

- Inclusion has been a key requirement of the City's Public Engagement in Budgeting initiatives for the 2021 Budget
- Outreach for the Budget Priority Survey was focused on soliciting feedback from residents that have been underrepresented in public engagement activities
- Surveys also available in Spanish and Hmong

- Outreach strategy was community-focused
- Worked through community groups, neighborhood associations, Council members, City social media accounts to encourage residents to take the survey
- Through outreach efforts, including presentations for community groups, DOA was able to raise awareness about the City's budget process to hundreds who did not complete the survey
- Through this outreach, we've been able to build relationships with groups and individuals who have offered to assist and expand outreach for the 2022 Budget and beyond

Demographic Question #1: Are you a City of Milwaukee resident?



Demographic Question #2: What is your ZIP Code?

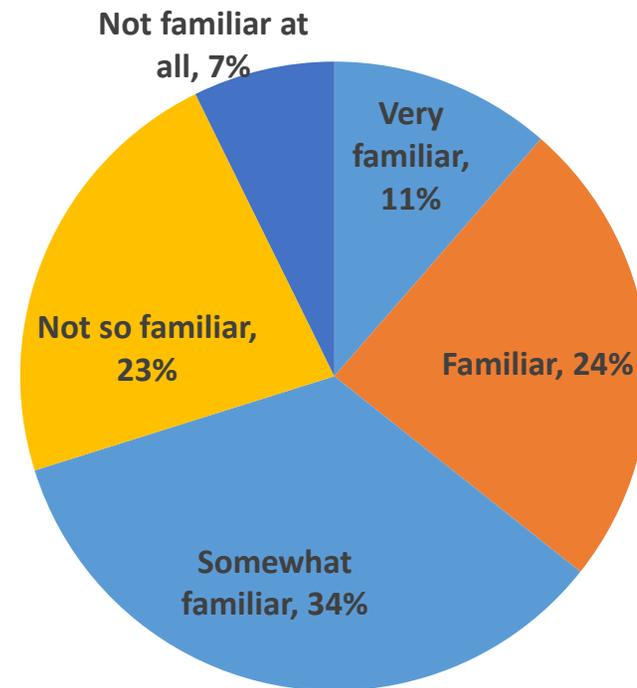
Surveys Completed by ZIP Code (includes only ZIP Codes with 10 or more submittals)

53207	286	53214	43
53212	165	53209	42
53208	152	53220	39
53202	147	53218	30
53222	114	53225	29
53221	109	53223	29
53211	108	53228	21
53210	95	53206	21
53215	89	53227	19
53216	62	53233	17
53219	62	53205	16
53224	50	53217	16
53213	47	53203	13
53204	44		

Survey Question #1:

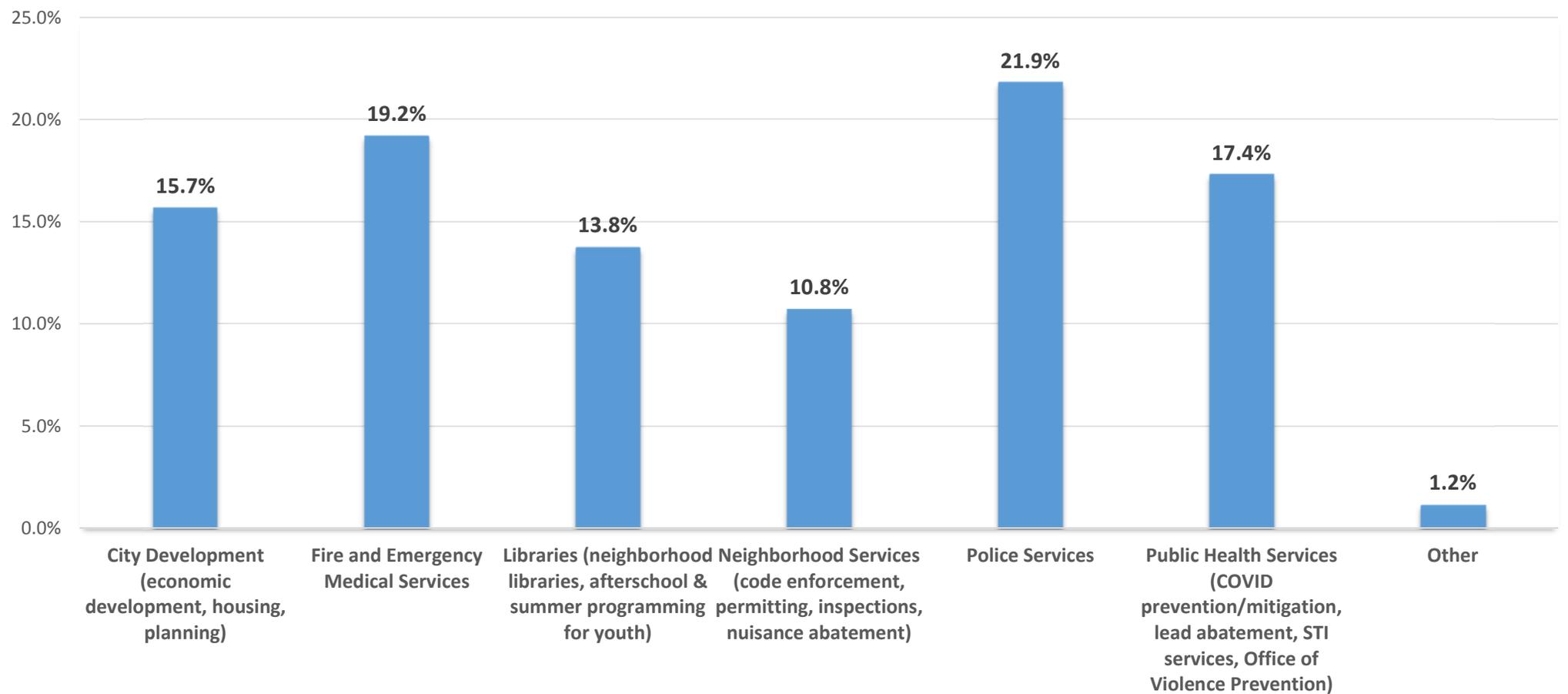
How Familiar are you with the City of Milwaukee budget and budget process?

Answer	Number of Responses	Percent
Very familiar	227	11.4%
Familiar	483	24.3%
Somewhat familiar	686	34.4%
Not so familiar	449	22.6%
Not familiar at all	145	7.3%



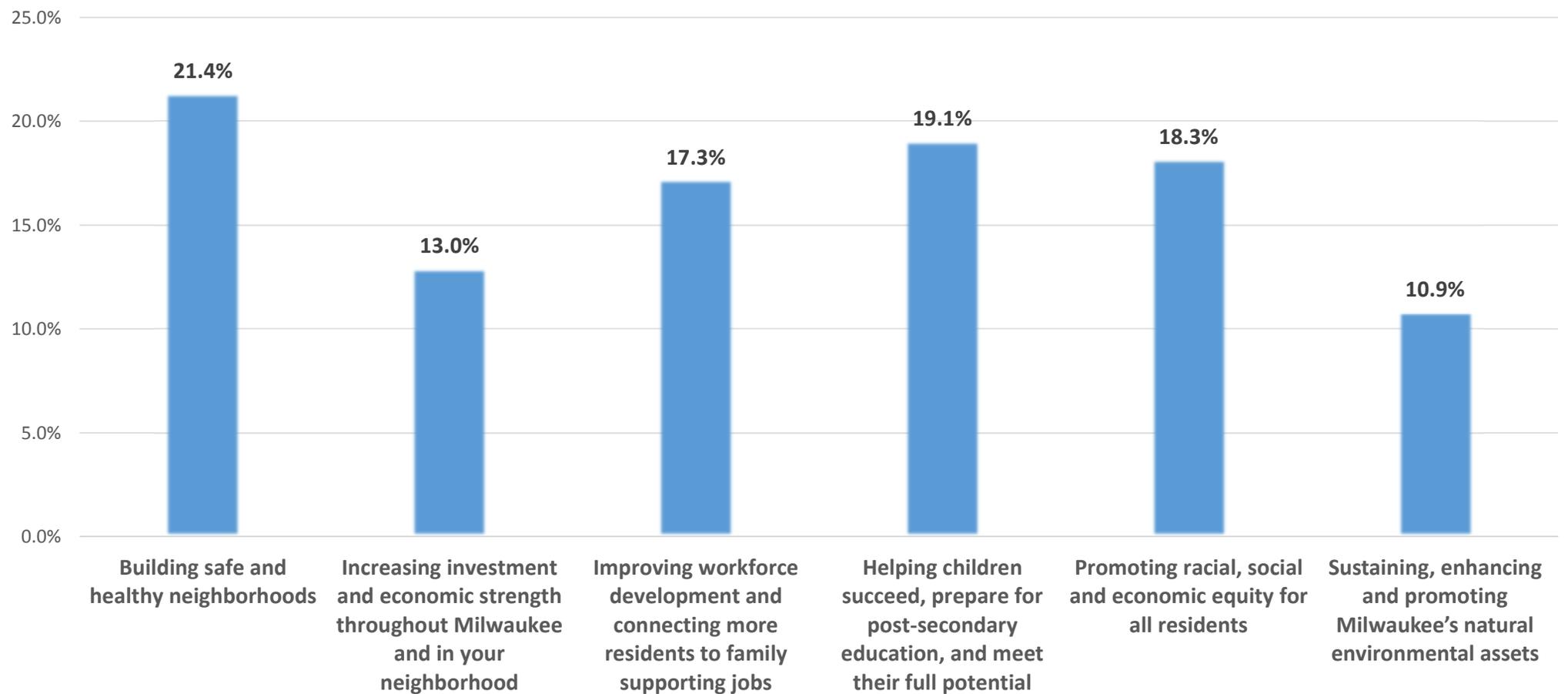
Survey Question #2:

The City makes decisions on the amount of funding allocated towards each service category as part of the budget process each year. If you had \$100 to spend across the following service categories, what dollar amount would you budget to each category?



Survey Question #3:

The City of Milwaukee is dedicated to providing the highest quality services possible for residents and often partners with schools, businesses, community-based organizations and more to achieve defined community goals. Below are the City's six goals. Please select the top three goals that are most important to you.

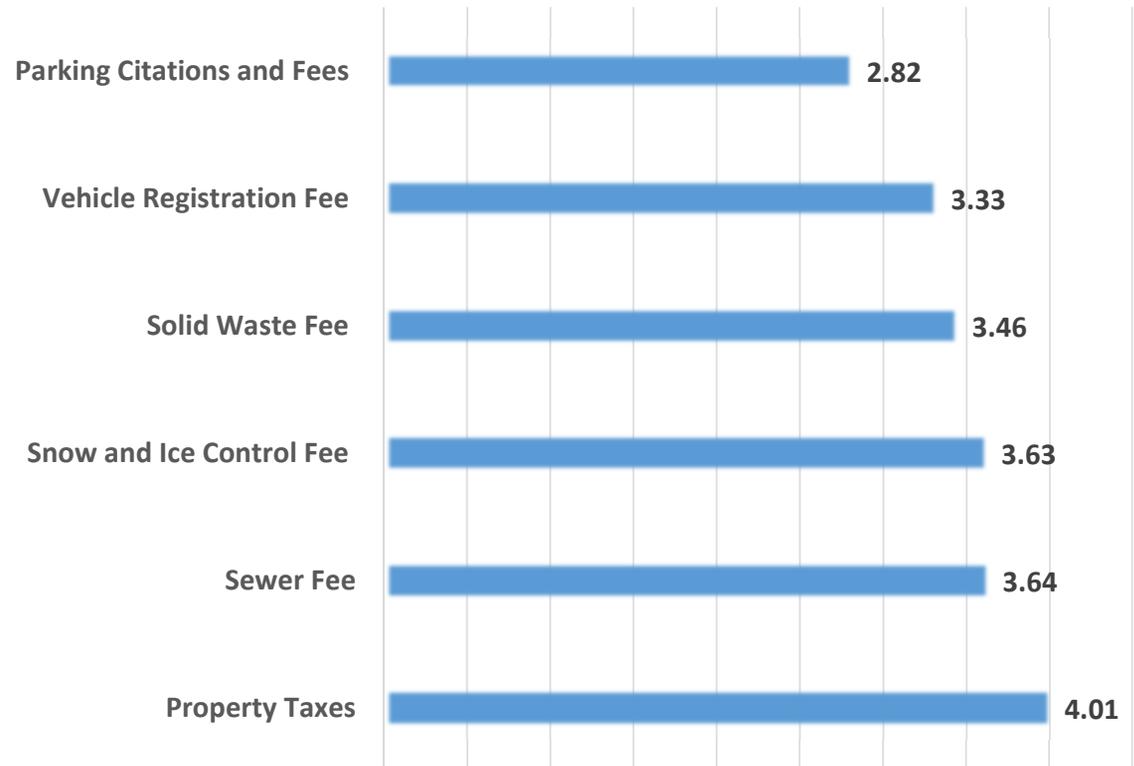


Survey Question #4:

Spending reductions will be the City's primary strategy for closing the City budget gap in 2021, but some limited revenue increases will also be necessary. Rank which of the following fees or taxes you would prefer to increase in order to address the City's budget gap? (from 1-6, with 1 being the increase you prefer most and 6 being the increase you prefer the least)

- **Most preferred tax or fee increase: Parking Citations and Fees**
 - 41.7% selected Parking Citations and Fees as their most preferred fee or tax increase
- **Least preferred tax or fee increase: Property Taxes**
 - 44.3% selected Property Taxes as their least preferred fee or tax increase

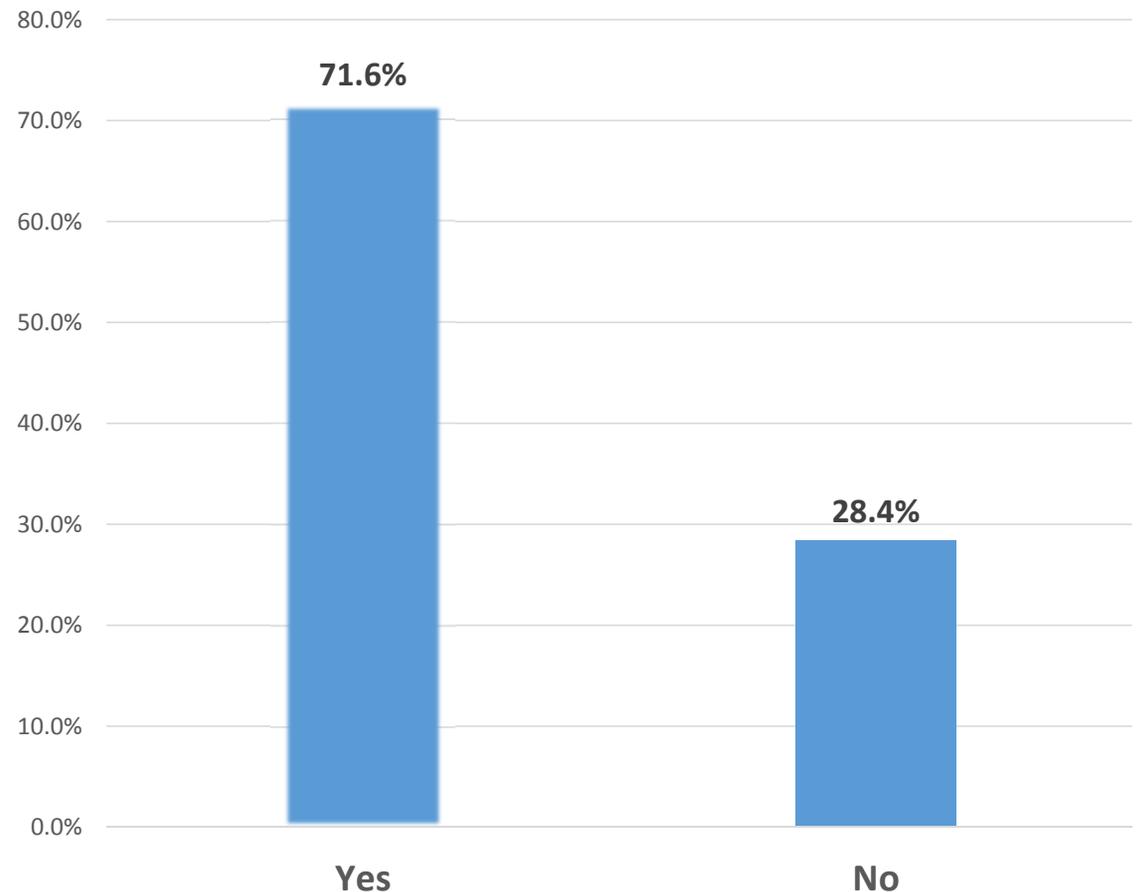
**Average Rank of each Tax or Fee Increase
(1=most preferred, 6= least preferred)**



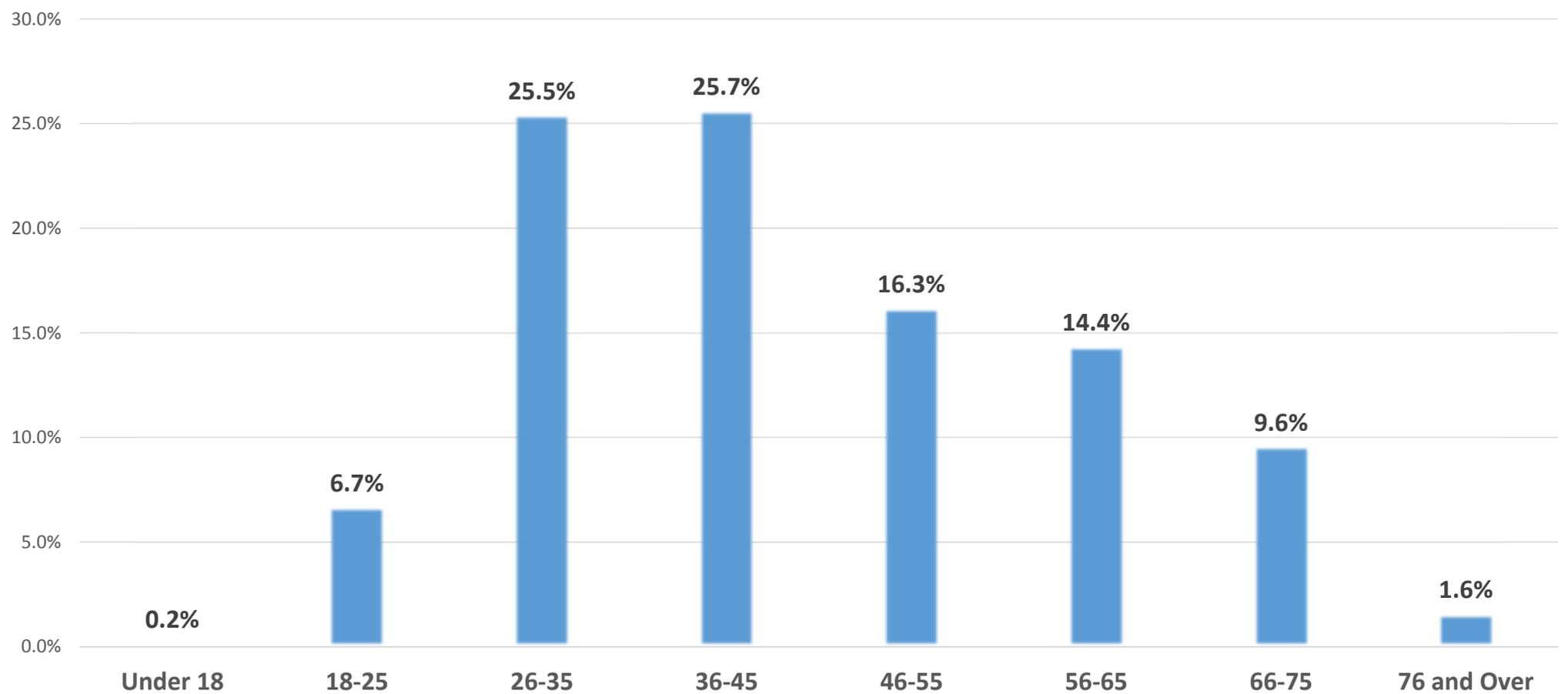
Survey Question #5:

The sales tax in Milwaukee is currently 5.5% on purchases like clothes, electronics, and dining out. The sales tax is not charged on groceries. Increasing the sales tax by 1% to 6.5% in Milwaukee would mean that for a \$10 purchase, you pay sales tax of 65 cents instead of 55 cents. Would you support a 1% sales tax increase in Milwaukee that would generate approximately \$70 million in revenue to improve city services and reduce property taxes?

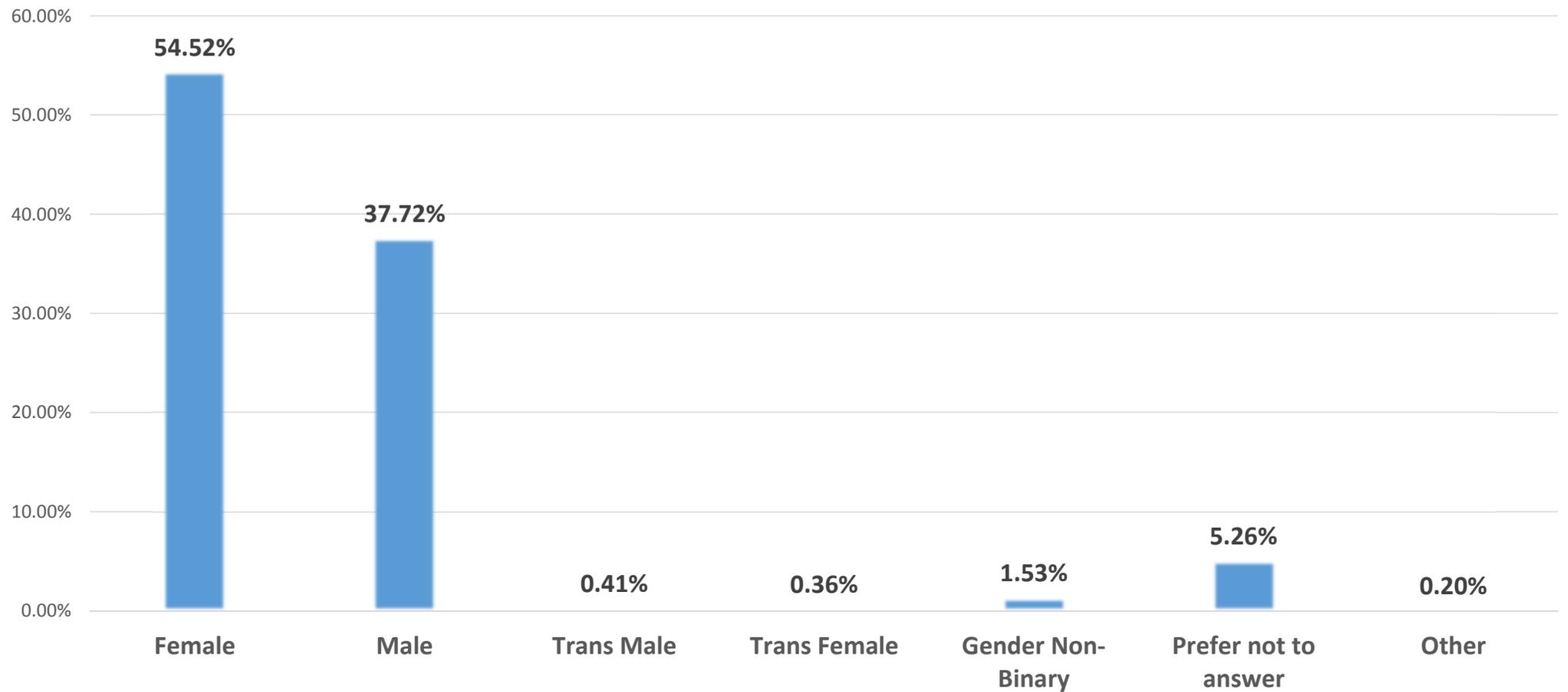
- **71.6% of survey respondents would support a 1% Sales Tax increase**
- **Over 1,600 people provided input on how they would prefer to see the City spend \$70 million of revenue from a Sales Tax if one were approved.**
 - **The responses are included in this report for your review**



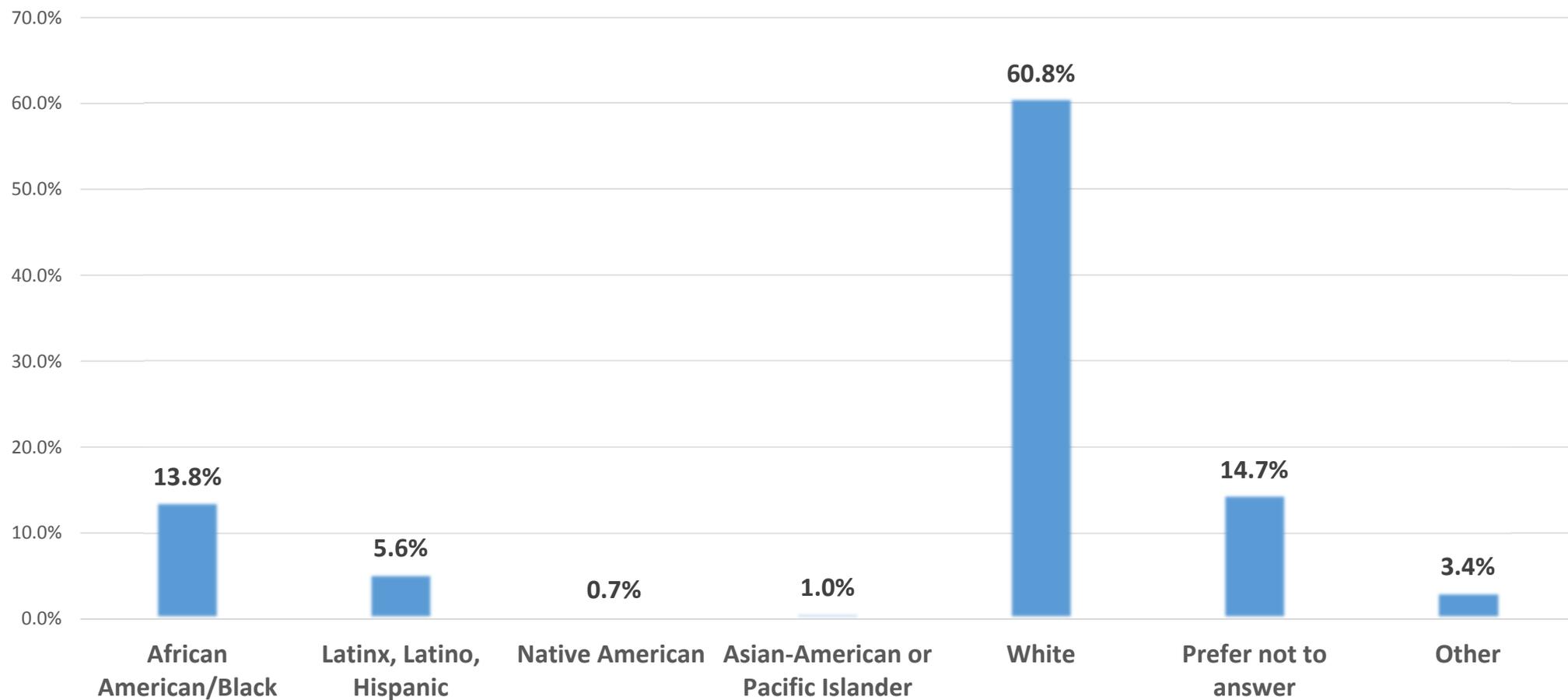
Optional Demographic Question #1: What is your age?



Optional Demographic Question #2: What is your gender?



Optional Demographic Question #3: What is your race and/or ethnicity?



Budget Priority Survey- Next Steps

- Survey will continue to be open and available to the public
- A second report will be issued that will include responses received after August 21st
- We strongly encourage people to share their thoughts on the questions, format, and outreach from this year's Budget Priority Survey to improve surveys undertaken by the City in the future
- Will explore options for “statistically valid” or “formal” surveys for the 2022 Budget and beyond
- The Department of Administration will consult with groups and individuals who participated in this year's outreach efforts to refine and improve next year's public engagement program