“I Value”
Citizen Budget Engagement
Or how to be less like this ...
HAMPTON
City Council passes $448.6M budget with tax hike

90% Supported a tax rate increase
WARNING

CHALLENGES AHEAD
The process
Step by step

1. Marketing
2. Gathering input
3. Collecting results
4. Reporting back
Aggressive Outreach

social media * e-newsletters * partner organizations
local cable interviews * ads * word-of-mouth * media interviews * mailed letters to groups
Hampton at a crossroads
Should we invest, protect or disinvest in our city and schools?

Hampton is gathering input for next year’s spending plan through economic times, especially knowing real estate values, will force decisions on the city’s budget. We want you to be a part of those decisions. Here are some of your questions and discuss what you think are most important.

Feb. 26th – March 5th
Audience Polling
New Questions, Building on Last Year’s New Ability to Input on Capital Budget

Hampton wants your budget input

Save the Date
For more ways to participate and find
www.hampton.gov/ivan
2. Gathering input

- Large events – at all 4 high schools
- Neighborhood meetings
- Coffee chats
- Facebook
- Internet polling
- Online chats
- Cable TV
- YouTube
- Scientific survey
3. Collecting results

- In-person meetings: Strong views
- Online: Somewhat involved
- Scientific survey: Broader audience
- Provided consensus
4. Reporting back

Here are numerous opportunities to give your input

COMMUNITY CHATS RESULTS
- Online Social Media Chats
- Adult ESL Class
- Old Wythe Neighborhood Association
- Aberdeen Gardens Civic Associations
- Virginia Peninsula Association of Realtors
- Northampton Library
- Coliseum Central Bid Board
- Kiwanis
- Downtown Development Partnership
- Neighborhood Youth Advisory Board
- Healthy Families Partnership
- Fox Hill Athletic Association
- Willow Oaks Library
- Sussex Neighborhood Association
- Fox Hill United Methodist Men
- Buckroe Civic Association

SURVEY
- 3 Questions On What You Value
- HCS Strategic Plan Survey

FEEDBACK RESULTS
- Comments Received By 311
- Online Survey Report
- Drop Box Comments
- Budget Week Polling Results
- 5 Public Forums of Budget Week
- Youth Forum of Budget Week
- All Public Forums of Budget Week
- Facebook Discussions

FACEBOOK
- Find Us on Facebook

CALL 311
- Dial 3-1-1.
  If you are using cell phone, dial 727-8311.
- Visit Our Website
- Email Us

FAQs
- New Courthouse
- More Questions?

MEDIA COVERAGE
- News Release
- Daily Press Article
- WVEC.com Broadcast

LINKS
- FY11 Manager’s Recommended Budget
- Budget Hearings Calendar
Getting started
Year 1: FY11

Wants vs. Needs
"Needs"

- Increase, maintain or reduce?

"Wants"

- Maintain, reduce or eliminate?
Year 3: FY13
Specific services

Close Sandy Bottom Nature Center?

a) I can live with it 20%
b) Unacceptable 80%
c) Unsure/Undecided 0%
Year 4: FY14

What do we want to do:

✉ Invest?
✉ Protect?
✉ Disinvest?

Added school budget into polling
Added random, scientific poll
Year 4: FY14
Invest, Protect, or Disinvest

A. I am willing to raise the tax rate to protect current services, and I want to invest in capital/technological needs.  
   54%

B. I am willing to raise the tax rate to protect some or all of the current services.  
   37%

C. I want to disinvest in order to maintain the current tax rate.  
   9%
You’ve already rejected more service cuts, so how can we cover mandated cost increases?

- Revenue options
- Growth strategies
It’s OK to frame the discussion
Total Shortfall

$14.1 Million

Net Increase in Expenditures

$13.1 Million

Net Decrease in Revenue

$985,000

From FY12
Tax Revenue Policy:
Adjust to keep total tax bill more stable

When **ASSESSMENTS** go up, **RATES** go down

When **ASSESSMENTS** go down, **RATES** go up
The goal is to have your tax bill look more like the light blue line rather than the dark blue line. That also helps to keep service levels more consistent.
Riverdale home

$192/year less than 2008


$2,210 $2,055 $2,017 $1,947 $1,880 $1,748 $2,001 $2,018
Michaels Woods home

$410/year less than in 2008

2008: $3,250
2009: $3,022
2010: $2,965
2011: $2,856
2012: $2,706
2013: $2,629
2014: $2,817
2015: $2,840
The tools
People

- Manager’s office
- Budget
- Marketing/Communications
- 311 call center
- Department heads
Quantitative input

- Purchased keypads; free software
- Online surveys, such as Survey Monkey or Qualtrics
Cable & YouTube

- No extra cost
- Looser, more general explanations
Online chats

- Free services available; may have ads
- Paid services offer upgrades
Comment cards

- Libraries
- Community centers
- Businesses
- Partner agencies
- Other public gathering places
Social media

- Publicize
- Answer questions – interaction is key.
Partners extend reach

- School system: Phone system to inform parents
- Emails to staff