



**City of
McMinnville**

FINANCE | ADMINISTRATION

**Dollars & Sense
Engagement Review
Evaluation &
Background on FY2024-25
Budget Levy Discussion
Budget Committee Work
Session**

10.24.23

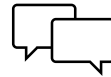
Work Session Objectives



Share information from our community engagement activities



Take questions on project and data.



Inform the discussion on the proposed levy for FY25 and beyond



Define next steps for Budget Committee regarding guidance and the FY25 budget.

December 2022 Polling

- Statistically valid poll in December of 2022 & January of 2023 (prior to May 2023 Election)
 - WHAT WE LEARNED *Strong support for more information and engagement*
- Budget Committee Decision
 - DO NOT LEVY \$1.50 per \$1,000 of assessed property value in FY24
 - DESIGN *community engagement strategy*
 - ***Dollars & Sense: Prioritizing with you. Investing in our Community***

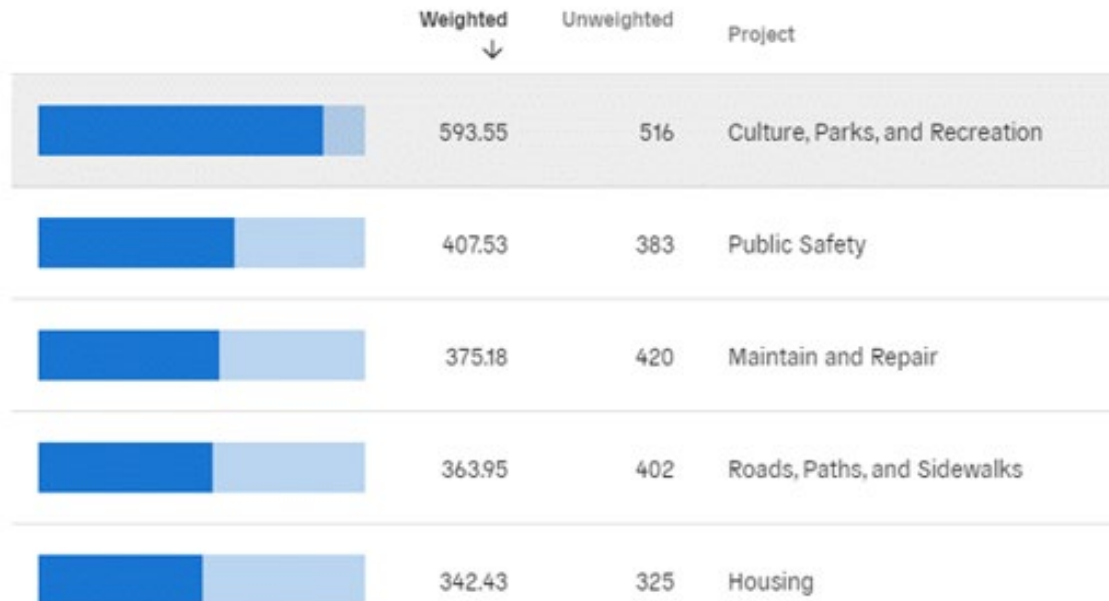
Background



City Manager
Jeff Towery

Balancing Act: *Prioritization*

687 responses



Consensus Analysis

635 voters (93.2%) saw at least 1 of their choices win.
597 voters (87.7%) saw at least 2 of their choices win.
504 voters (74.0%) saw at least 3 of their choices win.
266 voters (39.1%) saw at least 4 of their choices win.
44 voters (6.5%) saw at least 5 of their choices win.

Balancing Act: *Simulation*

\$4.8m

Where the Money Goes



Revenue

Taxes: \$4.8m

Total \$4.8m

42 submissions via
iheartmac link

Spending

Culture, Parks and Recreation

Economic Development
\$0

Housing: \$0

Long-Term Investments

Maintain and Repair

Public Safety: \$0

Rainy Day Fund: \$0

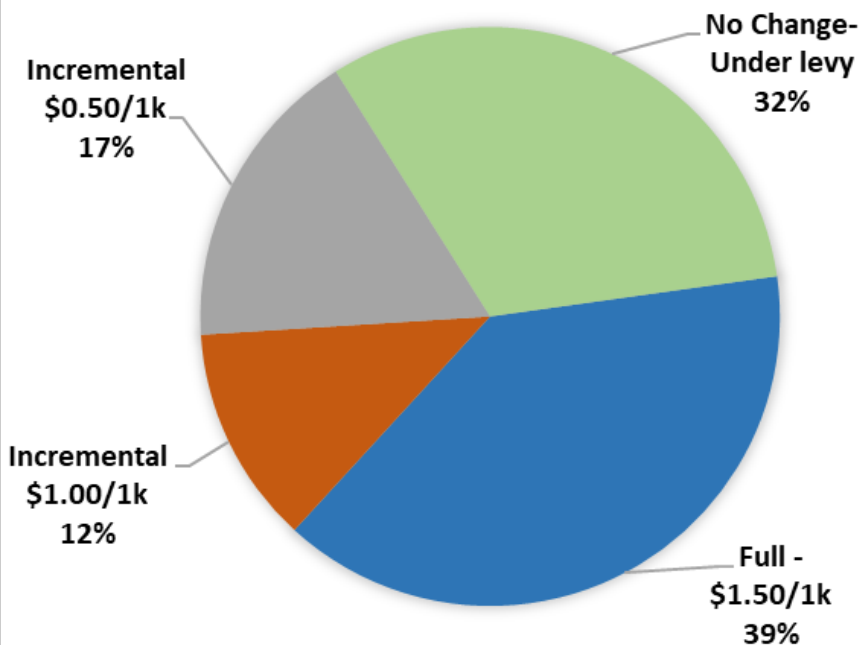
Roads, Paths, and Bridges

Vehicles, Equipment

Information or Communication

0

PROPERTY TAX REVENUE



City of
McMinnville

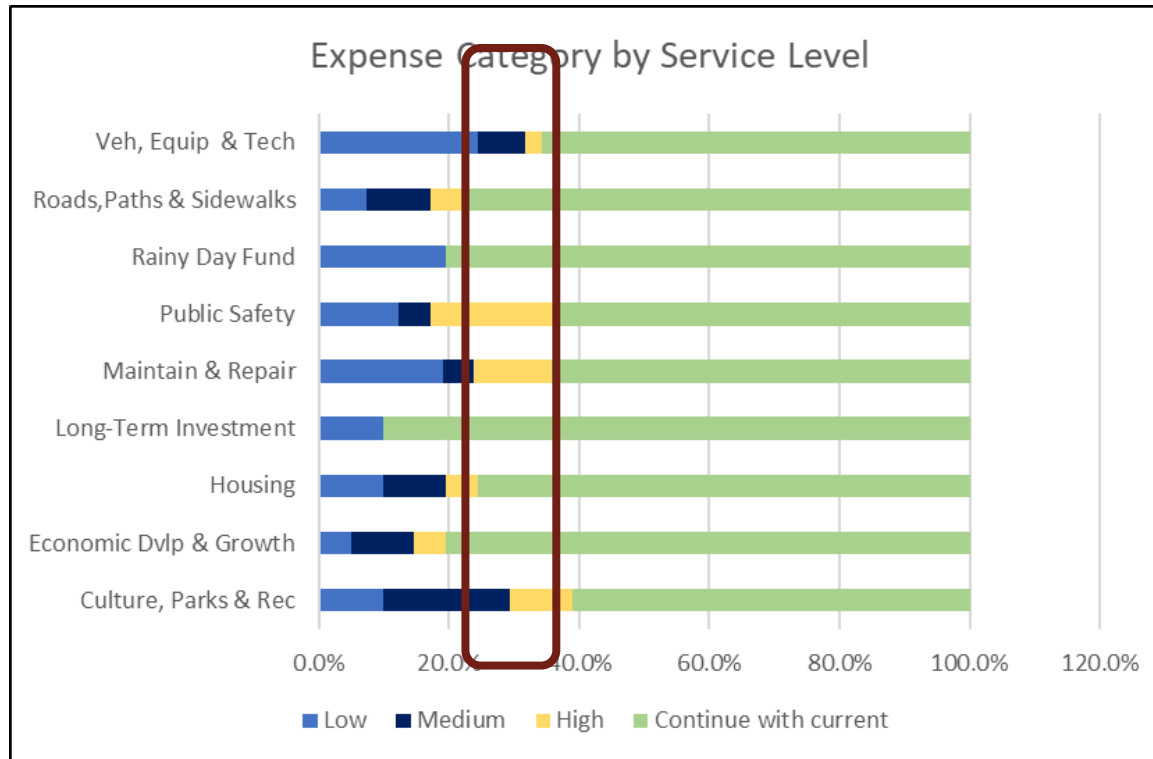
What we learned

Feedback collected through both Balancing Act modules aligns with greater City of McMinnville discussions.

- Parks & Recreation facility planning is highly important to our community
- Public Safety and perceptions about our ability to keep our community safe
- Maintenance and Capital Replacement funding challenges
- Pedestrian accessibility
- Housing affordability and availability

What we learned

Areas with 30–40% response rate for increasing service level roughly align with top 5 categories from prioritization tool



DOLLARS & SENSE

Outreach Strategy & Results

Methods



Face to Face



Mail



Social Media



Focus Groups

Methods cont'd

- Face to Face

- 8 in-person opportunities attended
- 134 people reached the survey via QR code
- Ideas Fair on Sept 27th ~ 70 people in attendance

- Mail

- 27% increase in newsletter click-through rate
- Desktop access was equal to mobile access
- Physical invitations to Ideas Fair were sent to all City Residents

- Social Media

- Cross posted 26x to our combined base of 4,130 followers (tripled the standard 7x marketing rule)
- Educational videos had highest engagement
- 98 new registrations to iheartmac

- Focus Groups

- September 11 & 18
- 12 to 14 participants each time
- Compensated for two hours of time
- Need for transparency was clear

FUTURE ENGAGEMENT

Takeaways

Social media will generate community input.

Print materials for our offline audiences (paper surveys).

Increase our presence at community events or gatherings – utilize creative opportunities to collect information.

When we “give” we “get” – Compensation works!

Focus on **education** about City’s budget including timelines and ways to interact to increase transparency.



**City of
McMinnville**

FY2024–25 Levy and Budget Guidance Next Steps

Direction needed by end of November

- Budget Committee Survey
 - Discuss possible approaches to levy and resource allocation.
- Budget Committee Meeting
 - Tues 11/14 or 11/28
 - Discuss the top two or three FY25 levy and budget options favored
 - Finalize guidance to staff

Questions & Discussion