

# City Service Priority Survey: Results & Analysis

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City Commission workshop – April 29, 2021



# Survey details

- One survey for both results and definitions – continuity
- Polco – web-based survey platform
- Survey open March 10 to April 16
  - Spanish posted with English on March 10
  - Burmese posted March 20
- Promos/marketing
  - City website – home page and /pbb
  - City social media – shares by other organizations (Calhoun County Senior Services, Happening BC)
  - Postcards mailed to approx. 16,000 neighbors mid-way
  - Half-page Shopper ad April 1
  - City updates in Shopper, Scene, WBCCK (Mayor's report)



CITY OF BATTLE CREEK

## Survey alert! Alerta de encuesta!

It is time to update the city's top goals/priorities so we can set our budget to match, and we want to hear from you. Please join the conversation by completing a survey about city service priorities. In **English, Español, Burmese** (coming soon).

- [www.battlecreekmi.gov/pbb](http://www.battlecreekmi.gov/pbb)
- Call 269-966-3311 - city staff will talk you through it by phone





## Call-in option

We offered our 311 Information Center phone number as an option for neighbors who do not have internet access or were uncomfortable taking the survey online.

Jacob Schacht returned to staff a phone for this purpose.

- 10 callers
- Nine spoke English, one spoke Burmese
  - Interpreter line dropped, and the caller opted to complete the survey online
- Overall, went smoothly



# Survey format

- Choose up to eight city goals/results – why City of Battle Creek exists
  - 13 total
- Logic – For each result chosen, neighbor received the definitions for each
  - Choose importance of each definition – critical to don't know or N/A
- All questions included an open-ended follow-up
- Result/definition choices populated by ResourceX PBB team, as the most common used by local governments across the country

## City Service Priorities Survey

GUEST RESPONSES ENABLED

ONLY VISIBLE VIA LINK

About six years ago, the City of Battle Creek started work on intentional understanding of the services most important to our community. The City Commission and staff implemented Priority Based Budgeting to evaluate the services most important to our neighbors, and make sure we distribute our budget funds to match. Together, we identified our community results, and definitions of those results, with input by our elected officials, city team, and you, our neighbors.



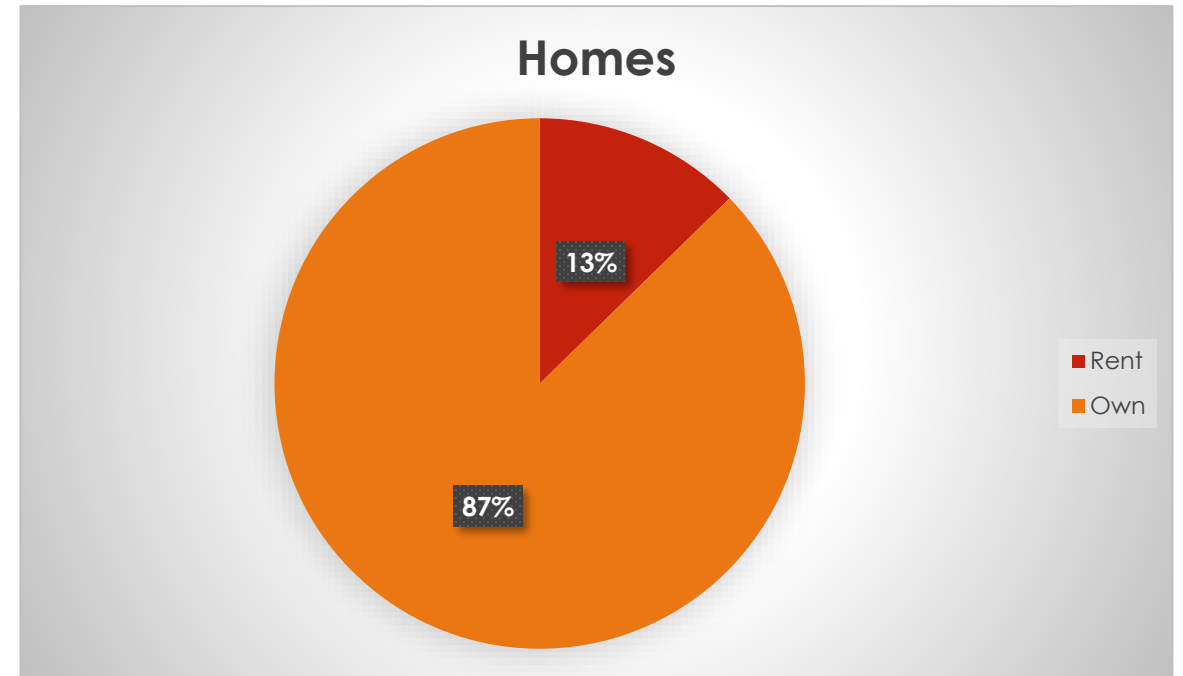
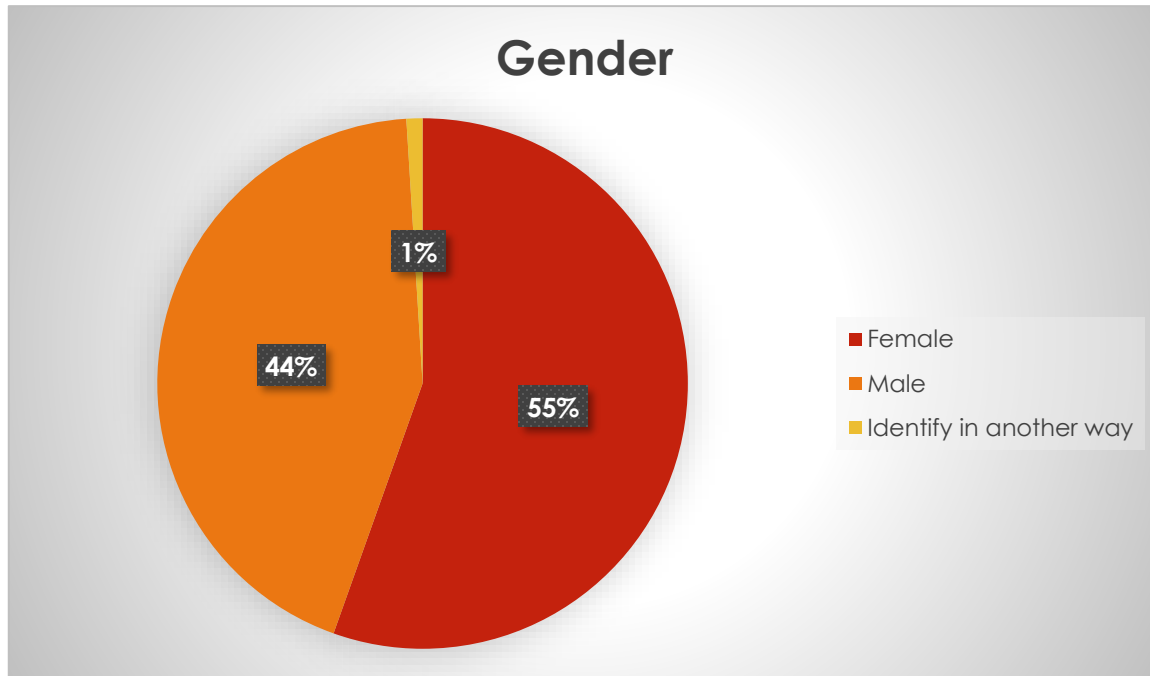
# Final response

- English – 834
  - Spanish – 2
  - Burmese – 0
  - **Total – 836**
- 
- For analysis, added English and Spanish responses for each question, and re-calculated percentages.
    - No answer ranking changes
    - No open-ended questions answered on Spanish surveys



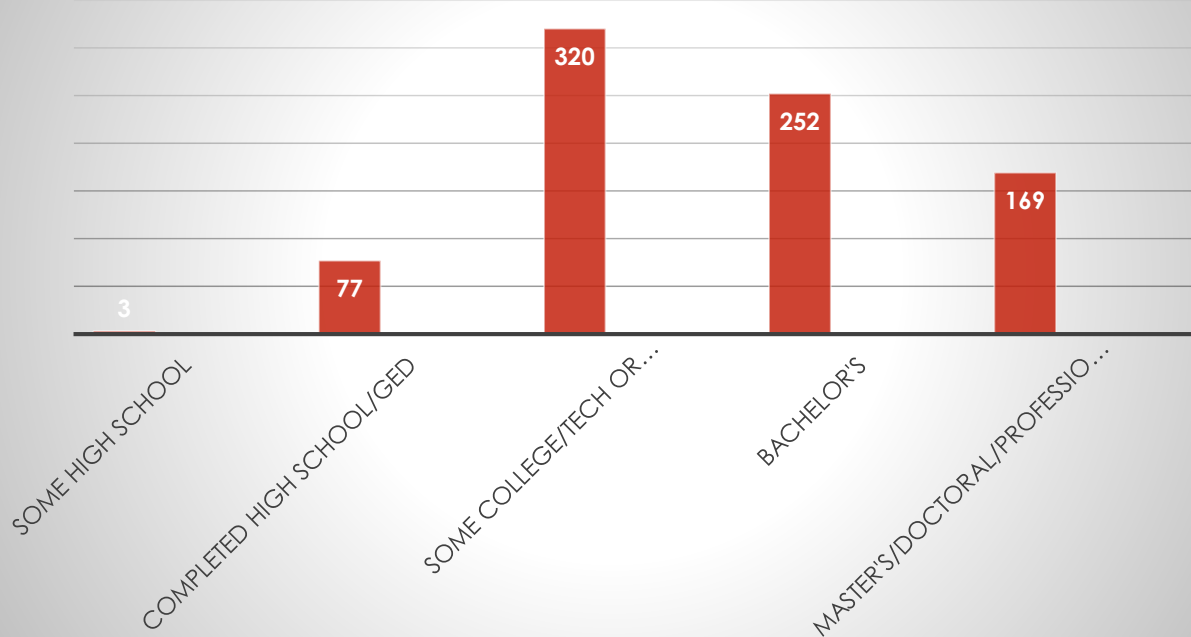
# Demographics

- Learned better gender choices: man, woman, non-binary, other

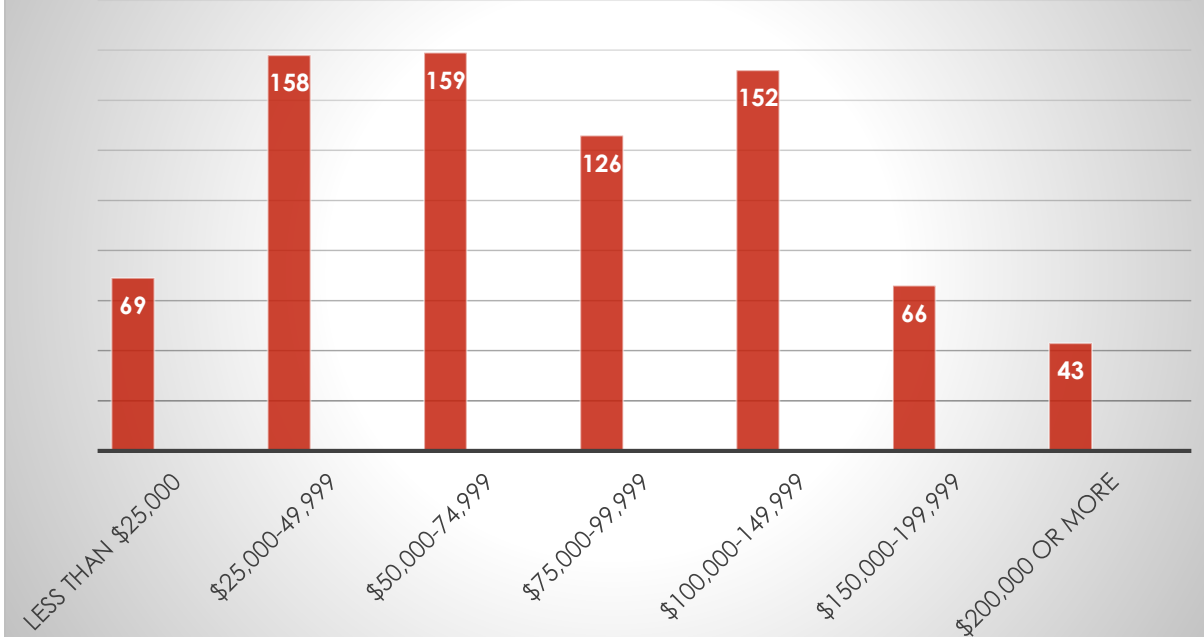


# Demographics

## Highest completed education

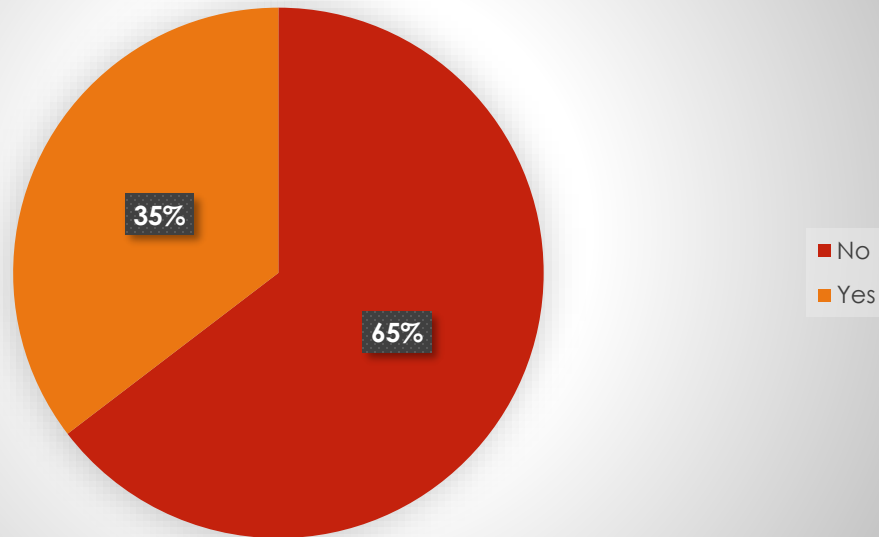


## Total household income before taxes

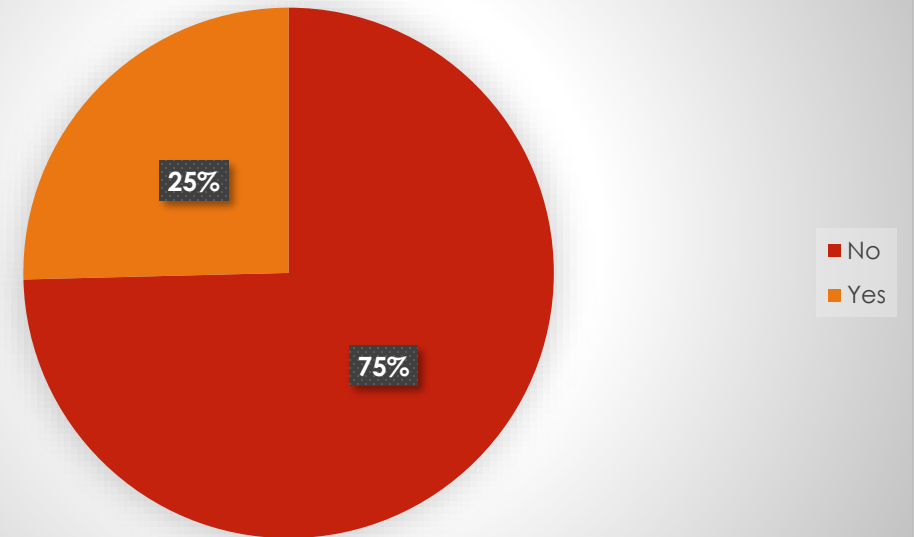


# Demographics

Children 17 or younger at home?

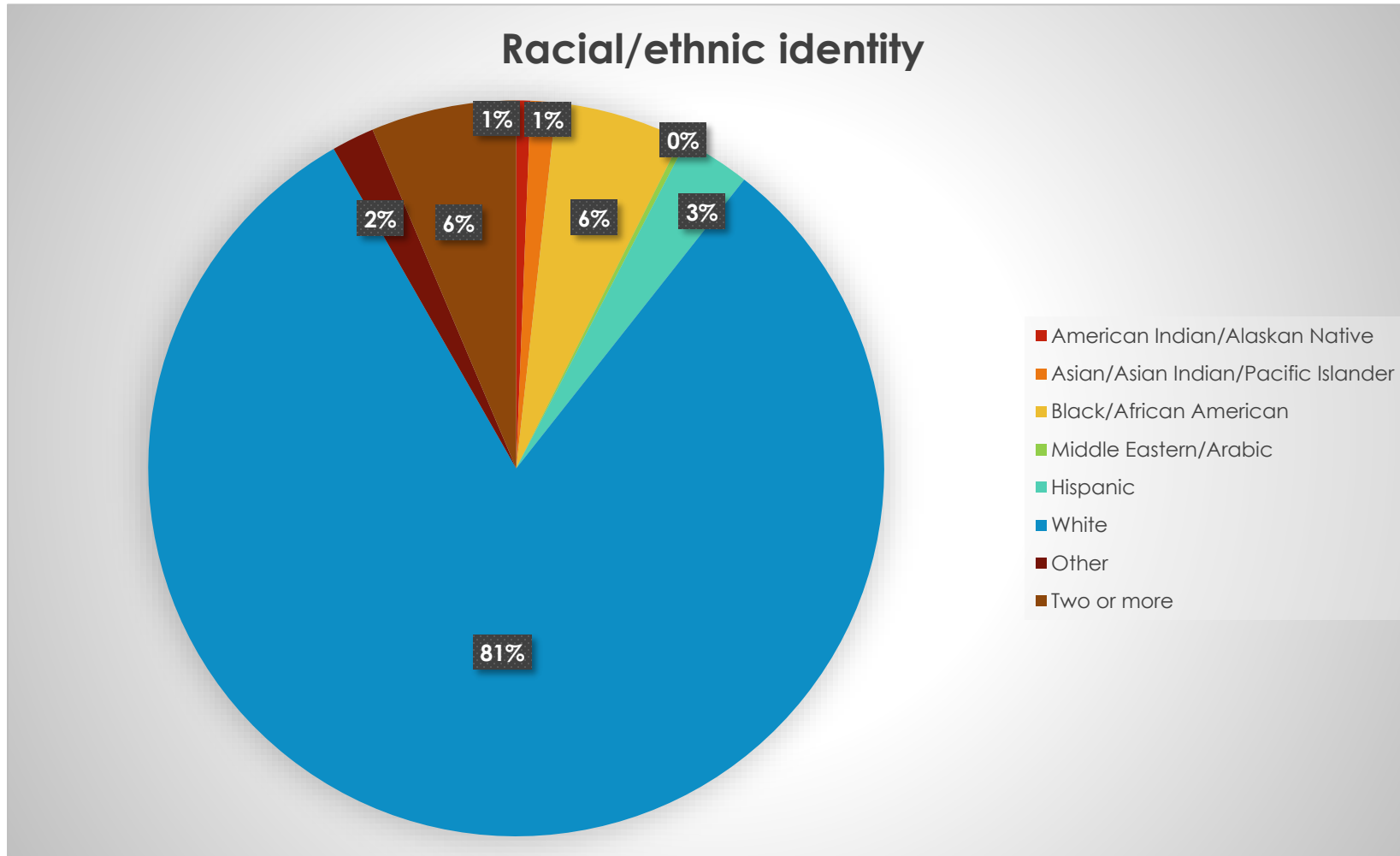


Adults 65 or older at home?



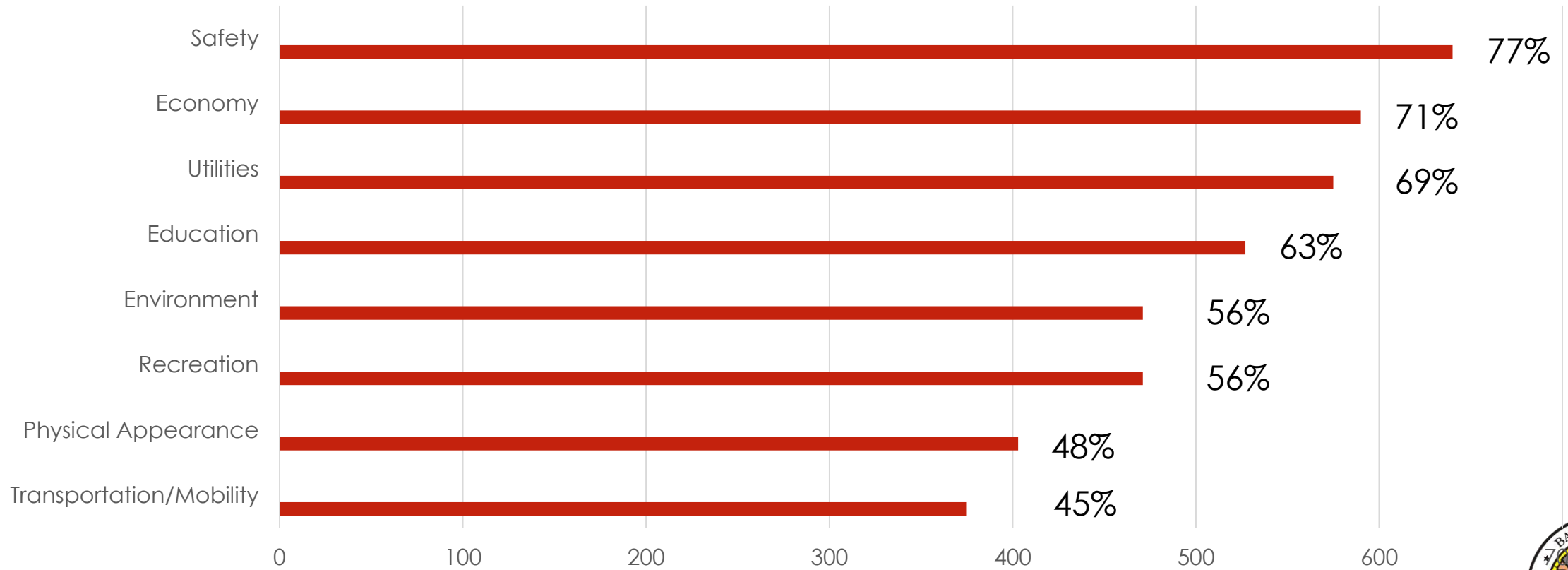


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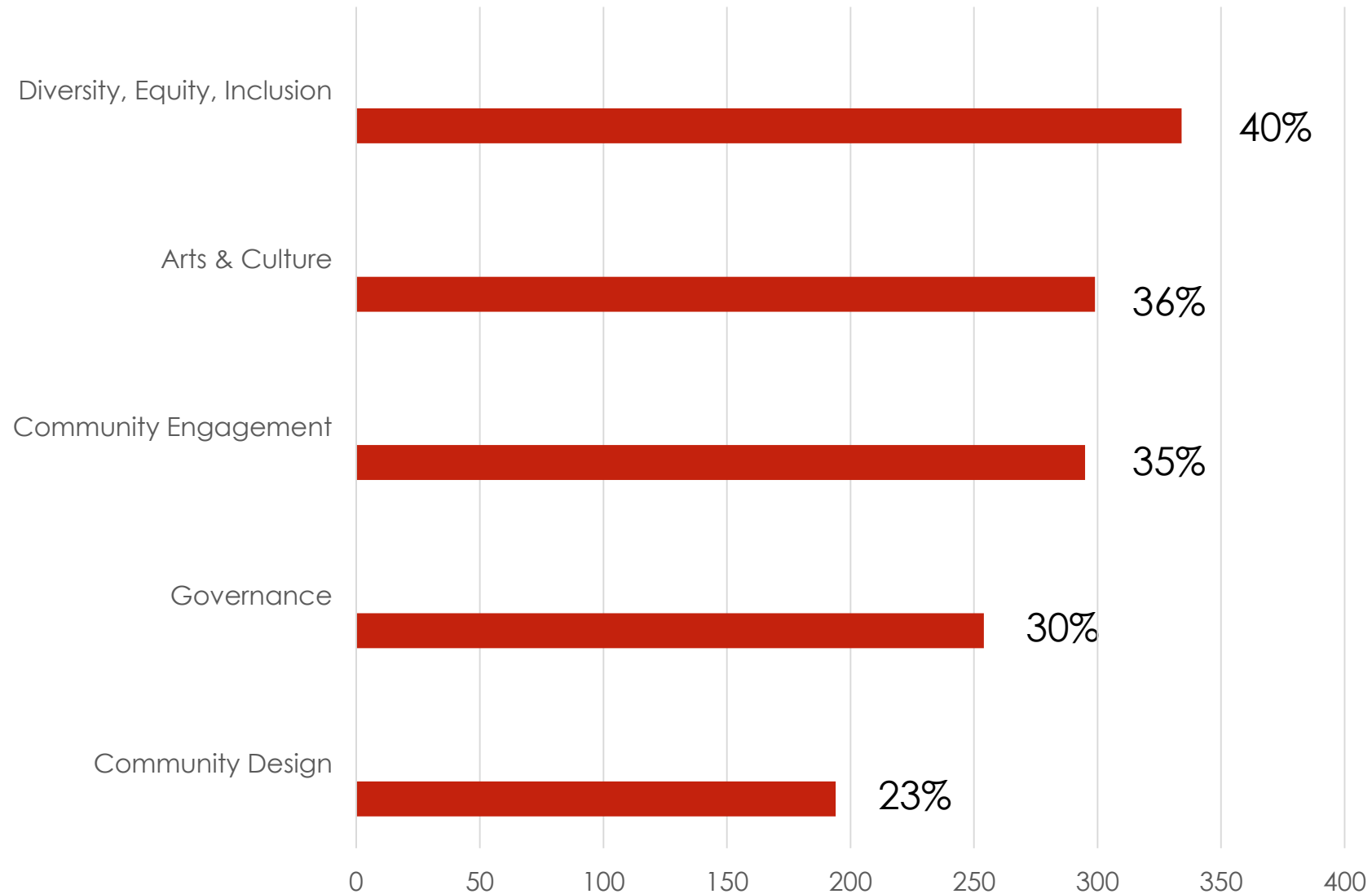


# City Results... results!

## Top 8



# City Results... results! Lower 5



# City Results: Open-ended

- Close to 200 comments to question asking for any other broad community results neighbors would place in their top eight
- **Most fit within the 13 result choices given in question 1**
- Many comments mentioned taxes, homelessness, roads and infrastructure
- Comments more often resembled definitions of named results
  - “Less city government as a whole” = Governance
  - “Policing services” = Safety
  - “Citywide green initiatives” = Environment
- **Health/health care** mentioned seven times. While this is a result for some communities, Calhoun County handles public health, so this was left out of question 1.



# City Results: Thoughts

- **Safety** and **Economy** not surprising in top two, especially during COVID-19 pandemic, social justice movements
- **Education** has been a community priority – BC Vision, United Way
  - City does not directly impact education, but certainly collaborates/supports
- **Physical Appearance** – Concerns this spring about litter; perhaps speaks to concerns about code enforcement
- Looking to confirm 6-8 results/goals
- Lower priority results can inform and guide work to meet confirmed results – Diversity, Equity, and Inclusion; and Community Engagement great examples



# Questions? Discussion!

- Full survey results coming soon: **[battlecreekmi.gov/pbb](http://battlecreekmi.gov/pbb)**
- Web page shows current community goals/results, PBB information, city budgeting tool
- More coming soon:
  - Second workshop
  - Confirmed results and definitions

