

FUNDING OUR FUTURE

Engagement Report

(Addendum April 25, 2018)





FUNDING OUR FUTURE

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Addendum April 25, 2018



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Overview of Outreach

Website Visits:

- Unique Pageviews as of April 16, 2018 – 3,252
- Total Pageviews as of April 16, 2018 – 4,162

Survey Hits:

- 2,348 surveys completed as of April 25, 2018
- 351 direct responses from Qualtrics Community Feedback group
- 1,994 responses from FundingOurFutureSLC.com website link

Telephone Comments:

- 44 calls as of April 25, 2018

Email/Online Comments:

- 108 emails/online comments as of April 25, 2018

Qualtrics/Survey Comments:

- 2,348 as of April 25, 2018

Additional Meetings Attended:

- Gardner Policy Institute, Business Leaders Round Table - April 10, 2018
- Gardner Policy Institute, Newsmakers Presentation - April 11, 2018
- Bicycle Advisory Committee - April 16, 2018
- Downtown Community Council - April 18, 2018



To: Salt Lake City Mayor's Office and City Council Office
From: Dianne Meppen, Director of Qualitative Research and Deliberative Community Engagement
Date: April 12, 2018
RE: Deliberative Community Engagement with Downtown Business Leaders on Salt Lake City Critical Needs and Funding

Summary

At the request of Salt Lake City, the Kem C. Gardner Policy Institute convened and facilitated a discussion with select city business leaders to solicit feedback on the city's proposal to fund critical infrastructure, housing and public safety needs. This technical memo provides a high-level summary of the theme and findings from this convening.

We utilized a process known as Deliberate Community Engagement to engage these business leaders. The process connects people with a variety of perspectives, provides them with a foundation of high quality information, and enables them to share perspectives that will lead to informed decisions.

Fifteen business leaders attended the deliberative session on April 10, 2018 at the Gardner Policy Institute. Discontent with the city's public input process emerged as the dominant theme. Specific feedback was given on the four critical needs and proposed funding mechanisms. Each of these is discussed below.

Discontent with Public Input Process

The primary theme from the discussion was discontent with the input process and that feedback was being sought about a plan that had already been decided. One participant described it as an announcement rather than an agreement. "There's not going to be the level of engagement that the city wants if it continues to be an announcement rather than an agreement." Others expressed concern that while their industry would be directly affected by the sales tax in particular, they learned about the proposed plan indirectly rather than being approached by the city as a key stakeholder in the issue.

The needs identified are of importance to this group as well, and they would have liked to have been involved in the problem-solving process. They wondered how much their input could be incorporated if input is being sought a week before the vote. "It seems like a sales job rather than a public process."

In this same vein, it was expressed that more time is needed for this input process, and that an issue as complex as raising and spending additional revenue requires a more thoughtful, transparent dialogue.

Those who had recently heard from a city representative tasked to inform and solicit feedback from the business community expressed that the representative did not have sufficient information. Or, it was assumed sufficient detail of these plans must not exist.

Participants said the lack of communication and transparency is not a new characteristic of the city's policy process. However, this perception can be altered by using feedback from this discussion as a way to improve future public policy deliberations. Another way to improve this public policy process is greater transparency, particularly regarding why new revenue streams are necessary rather than more efficient budgeting. The example cited is the mismanagement of road maintenance. Participants opined that road conditions got this bad due to budget mismanagement. There were concerns mismanagement would continue to happen with any new revenue stream.

Feedback on Critical Needs

The group agreed the four needs identified by the city are indeed critical, and that these needs have existed for some time. Homelessness was also brought up as critical need. They acknowledged two of the four needs seek to address aspects of homelessness, but concerns were raised that more police and affordable housing wouldn't sufficiently address this issue; police officers lack authority of the law to dissuade loitering and camping, and transitional housing isn't transitional for those who suffer from mental illness. Some worry the perceived lack of safety may start to affect their ability to recruit talent from out of state. The increase in Medicaid funding helps, but they wonder if it is enough to address the complex issue.

More generally, it was recommended that more specific plans with prioritized recommendations should be made available. For example, when \$5 million is being requested for housing when \$20 million is needed, what aspect is prioritized for that \$5 million and why?

It should be noted that some participants were familiar with the city's plans and recommendations, and others appeared not to know the city had conducted in-depth studies and plans altogether.

Feedback on Funding Mechanisms

Most of the discussion focused on the proposed sales tax. Participants seemed more open to the General Obligation Bond as the decision lies with voters with adequate time for feedback.

Concern with the sales tax mostly focused on its economic impact. Participants shared concerns that a sales tax increase would slow economic growth and impair economic competitiveness. They said the quick turnaround of the sales tax vote on April 17th would deter thoughtful dialog necessary for such an impactful decision, especially given the perceived lack of detailed information provided and lack of community engagement. For example, it was not communicated with the commercial community how the revenue mechanisms would affect their properties. The only information provided to the public is how much it would cost a household. Some noticed the city had involved their constituents in the process while "neglecting the economic engine, the business community."

It was recommended that the city convey funding mechanisms that have been tried but unsuccessful. This disclosure would help the public better understand how the city has come to the conclusion that a sales tax increase is the best option.

Additional concerns expressed include the following:

- \$67 million of state funding for Operation Rio Grande expires in 2019
- Overall tax rate if county transit tax is approved
- Why \$3 million is set aside for a rainy-day fund when the needs are so critical, especially since rainy-day funds can be used for unspecified needs

Some in the group believe that adequate funding already exists, but that finding efficiencies in the current city budget hasn't been prioritized. There was little feedback when pressed for alternate funding recommendations, but the following options were offered:

- Increasing density development to increase the tax base
- Considering state change to provide road funding based on square footage rather than linear foot

Methodology

Leadership from 24 companies around the city were invited to participate in the roundtable discussion. The list was generated jointly by Wilkinson Ferrari and the Gardner Policy Institute. Of the 24 invited, 15 attended. With the given time frame, the Gardner Policy Institute was able to allow invitees a two-week notice, and ensured a brief meeting given their busy schedules. Invitations were mailed to each recipient by the Gardner Policy Institute director. Follow-up phone calls were made to those who had not responded. Confidentiality was of particular concern to multiple invitees and so the deliberation included only Gardner Policy Institute staff.

Using information provided by Wilkinson Ferrari, the Gardner Policy Institute created a “placemat” fact sheet for the discussion outlining details and action plans for the four critical needs, and the two revenue generating mechanisms proposed to fund the action plans. Each participant was given time to review the fact sheet before discussion began.

Given the short duration of the conversation, the Gardner Policy Institute was able to collect a wide range of input, but did not have sufficient time to probe for feedback on each issue. This memo represents the general consensus as it was expressed during this hour. For each topic, there may have been some participants with viewpoints who chose not to share their perspectives.

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Survey Metrics as of April 25, 2018



Public Report

FundingOurFutureSLC

April 25, 2018 8:36 AM MDT

Q3 - Salt Lake City is growing and as a resident I am feeling the impact of growth.

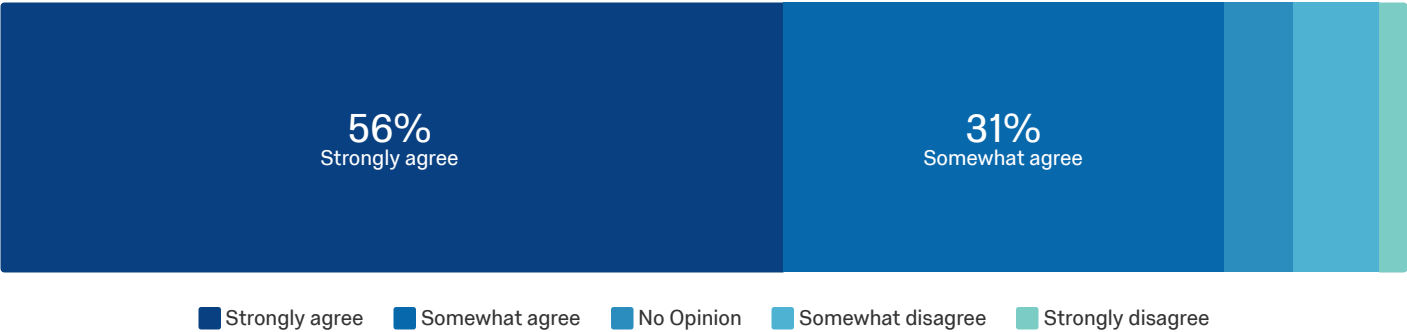


Strongly agree Somewhat agree No Opinion Somewhat disagree Strongly disagree

#	Field	Choice Count	
1	Strongly agree	60.20%	1284
2	Somewhat agree	29.49%	629
3	No Opinion	4.17%	89
4	Somewhat disagree	3.89%	83
5	Strongly disagree	2.25%	48
		2133	

Showing Rows: 1 - 6 Of 6

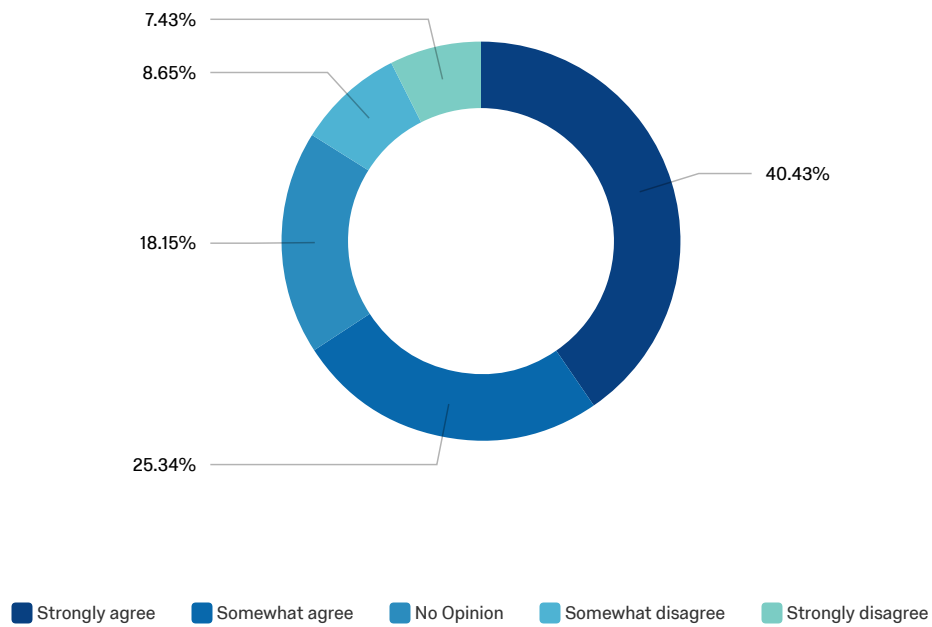
Q4 - Salt Lake City roads and streets are in need of repair.



#	Field	Choice Count
1	Strongly agree	55.55% 1182
2	Somewhat agree	31.25% 665
3	No Opinion	4.93% 105
4	Somewhat disagree	6.16% 131
5	Strongly disagree	2.11% 45
		2128

Showing Rows: 1 - 6 Of 6

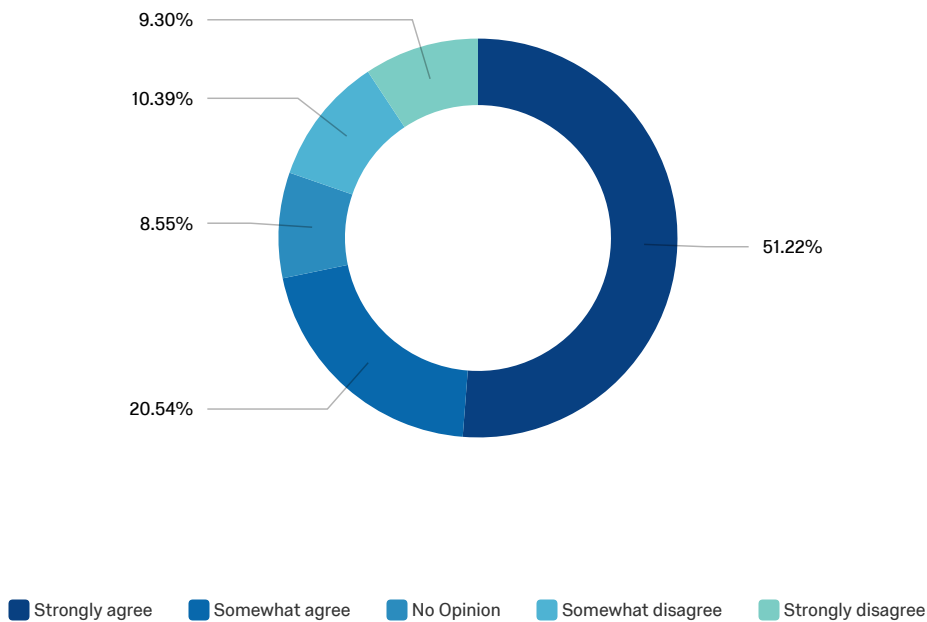
Q5 - Salt Lake City would benefit from more east-west public transit service.



#	Field	Choice Count	
1	Strongly agree	40.43%	860
2	Somewhat agree	25.34%	539
3	No Opinion	18.15%	386
4	Somewhat disagree	8.65%	184
5	Strongly disagree	7.43%	158
		2127	

Showing Rows: 1 - 6 Of 6

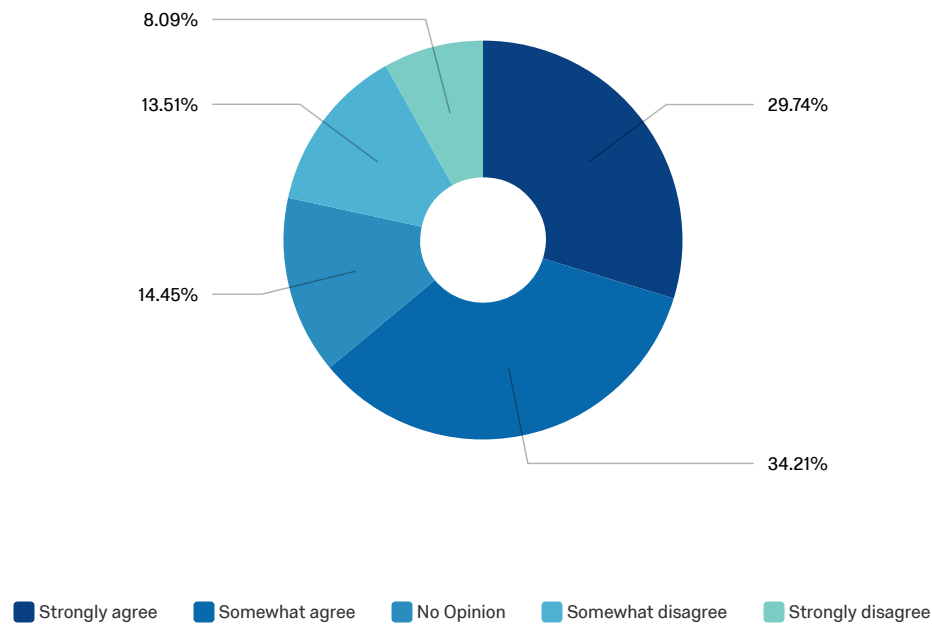
Q6 - Salt Lake City needs more affordable, good quality housing for low and middle-income earners.



#	Field	Choice Count	
1	Strongly agree	51.22%	1090
2	Somewhat agree	20.54%	437
3	No Opinion	8.55%	182
4	Somewhat disagree	10.39%	221
5	Strongly disagree	9.30%	198
		2128	

Showing Rows: 1 - 6 Of 6

Q7 - Salt Lake City needs to improve public safety in our neighborhoods by hiring more police officers.



#	Field	Choice Count
1	Strongly agree	29.74% 632
2	Somewhat agree	34.21% 727
3	No Opinion	14.45% 307
4	Somewhat disagree	13.51% 287
5	Strongly disagree	8.09% 172
		2125

Showing Rows: 1 - 6 Of 6

Q9 - Do you support or oppose the option to increase the City's share of sales tax collection?



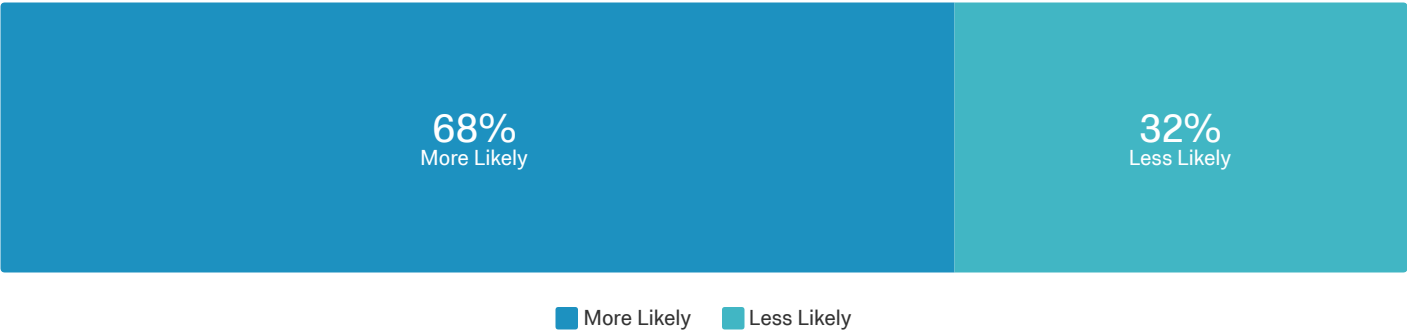
Support Oppose

#	Field	Choice Count
1	Support	67.76% 1427
2	Oppose	32.24% 679

2106

Showing Rows: 1 - 3 Of 3

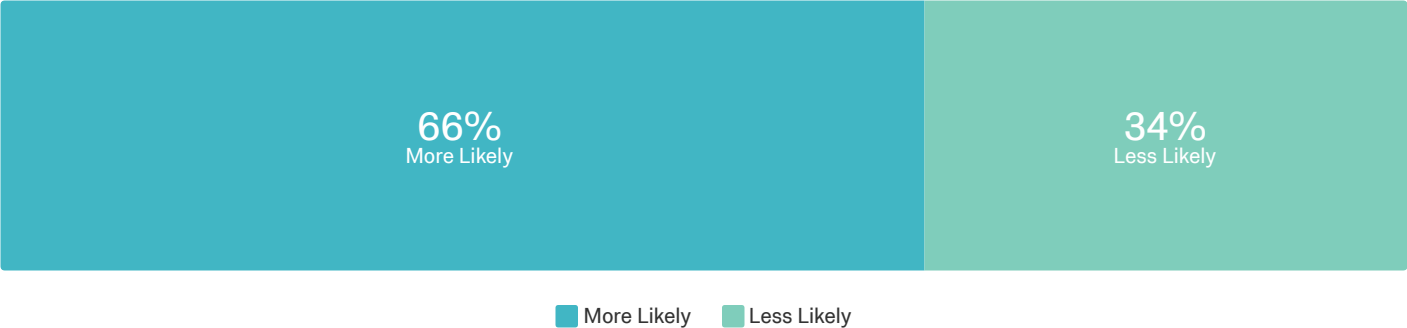
Q11 - A large portion of revenue generated by sales tax is paid by people who do not live in Salt Lake City.



#	Field	Choice Count
1	More Likely	67.73% 1375
2	Less Likely	32.27% 655
		2030

Showing Rows: 1 - 3 Of 3

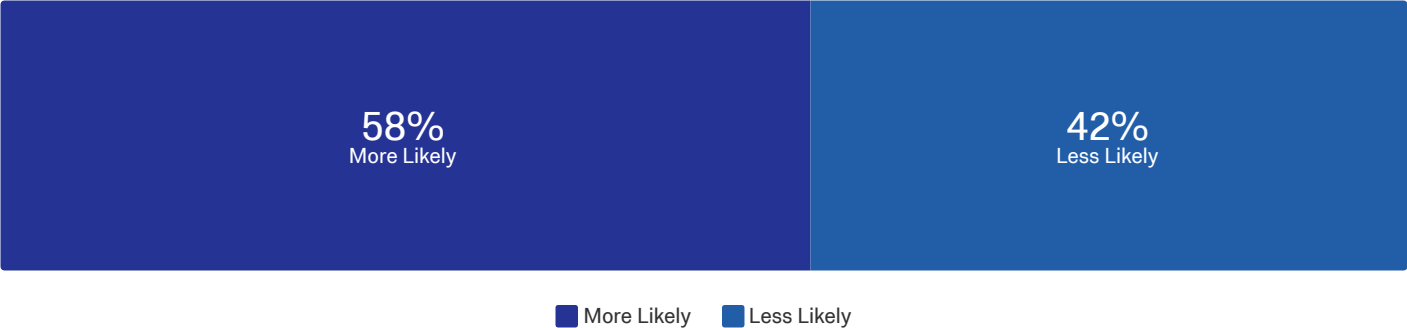
Q12 - The City has not raised its portion of sales tax in more than 20 years.



#	Field	Choice Count
1	More Likely	65.59% 1334
2	Less Likely	34.41% 700
		2034

Showing Rows: 1 - 3 Of 3

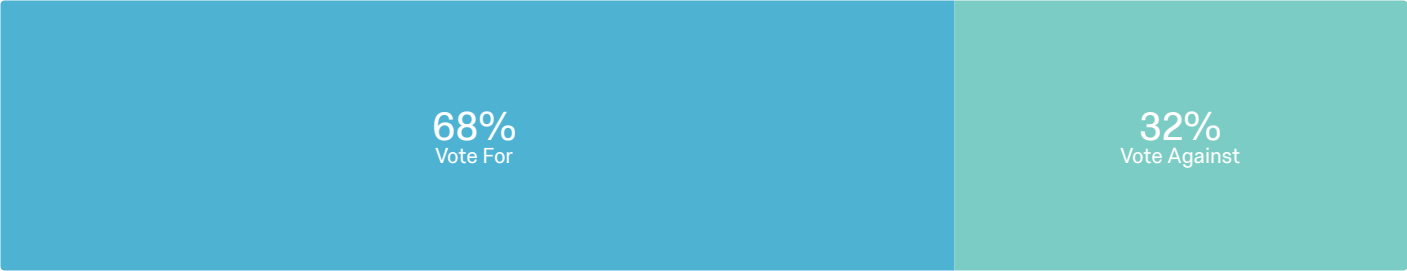
Q13 - The increase in sales tax will not be applied to big-ticket items like vehicles.



#	Field	Choice Count	
1	More Likely	57.56%	1176
2	Less Likely	42.44%	867
		2043	

Showing Rows: 1 - 3 Of 3

Q15 - Would you vote for or against a general obligation bond to fund road repairs?



■ Vote For ■ Vote Against

#	Field	Choice	Count
1	Vote For	67.79%	1366
2	Vote Against	32.21%	649

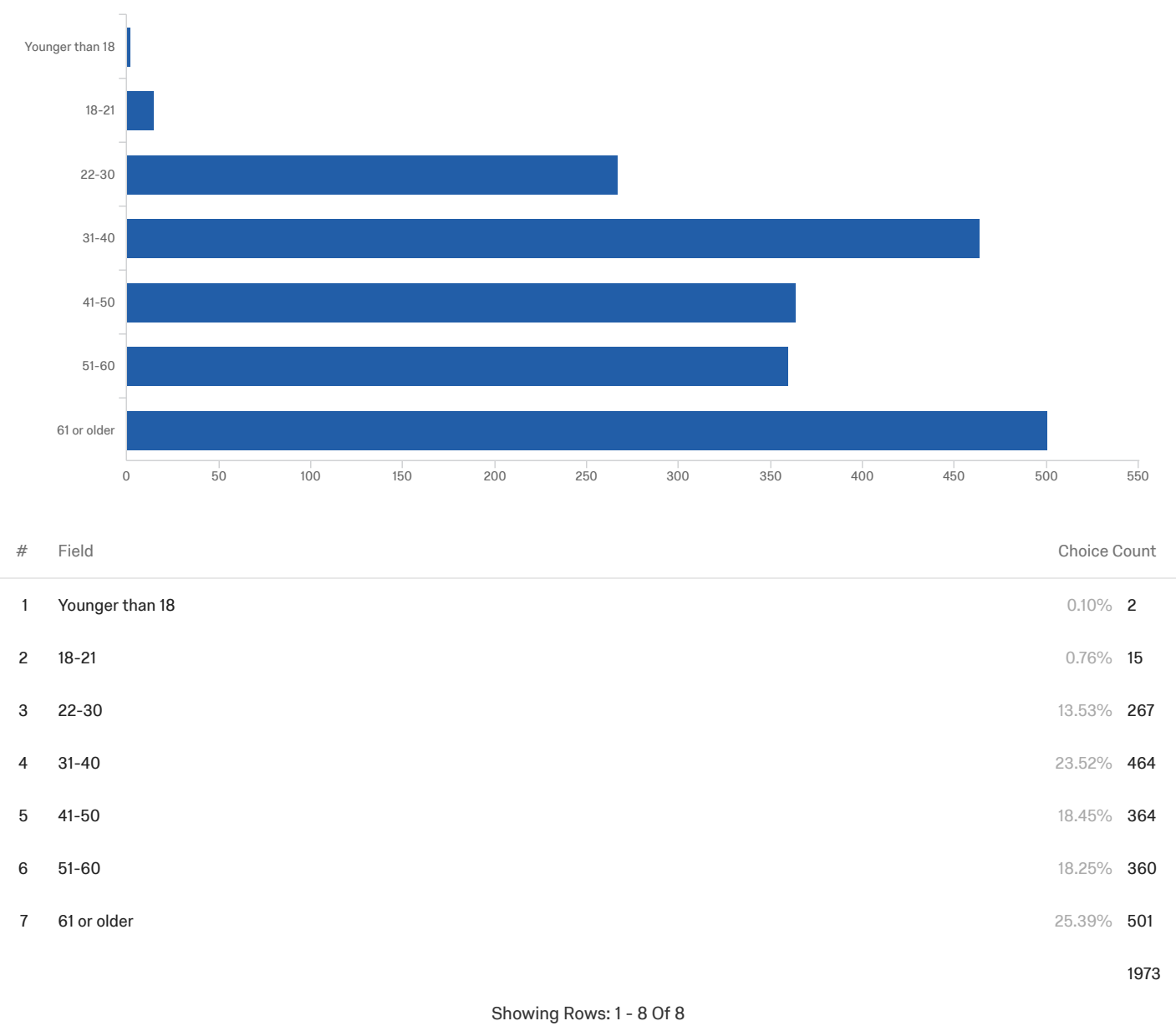
2015

Showing Rows: 1 - 3 Of 3

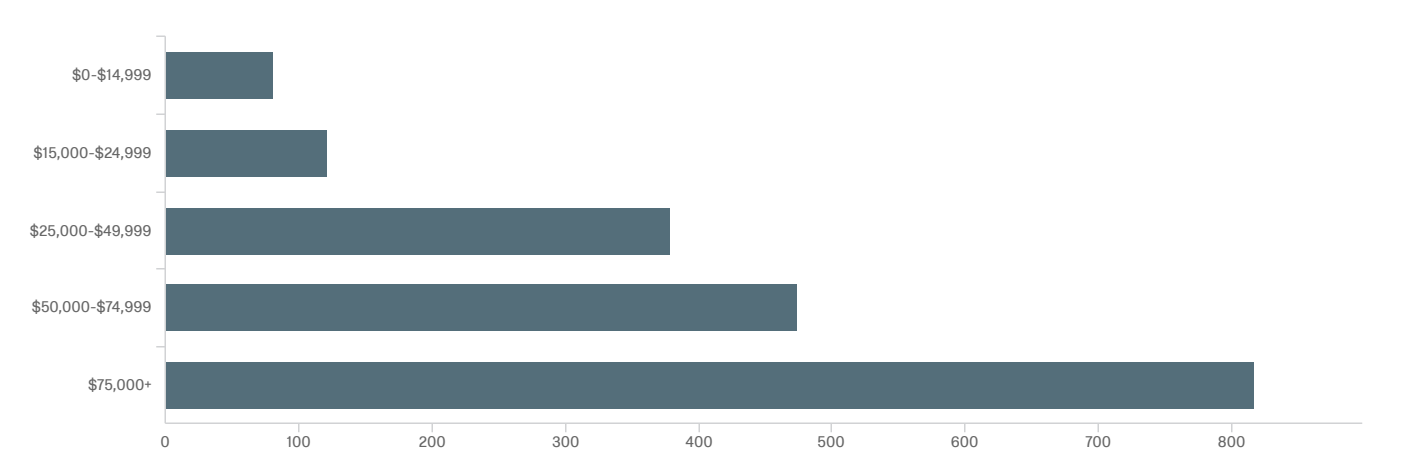
Q31 - What is your ZIP Code?



Q32 - What is your age?



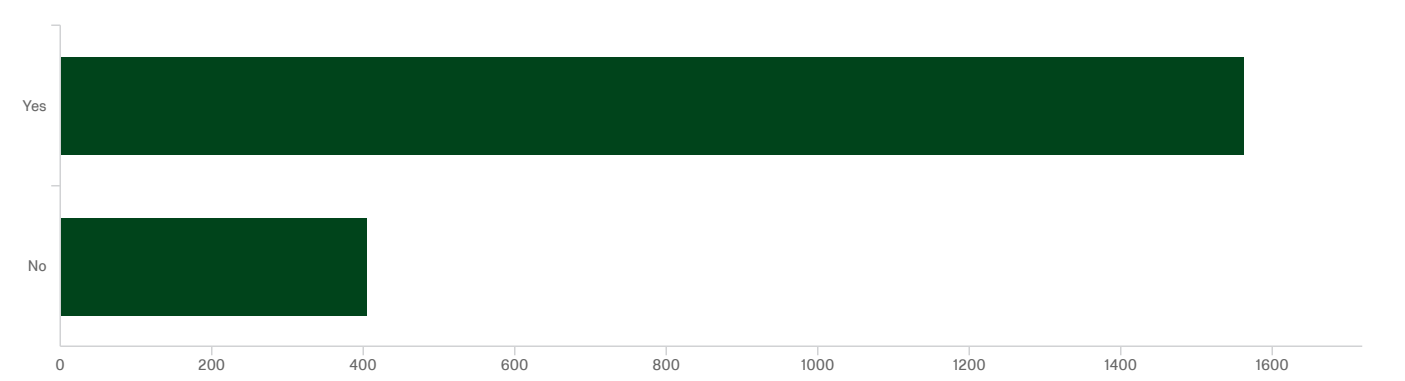
Q33 - What is your individual income level?



#	Field	Choice Count
1	\$0-\$14,999	4.33% 81
2	\$15,000-\$24,999	6.46% 121
3	\$25,000-\$49,999	20.25% 379
4	\$50,000-\$74,999	25.32% 474
5	\$75,000+	43.64% 817
		1872

Showing Rows: 1 - 6 Of 6

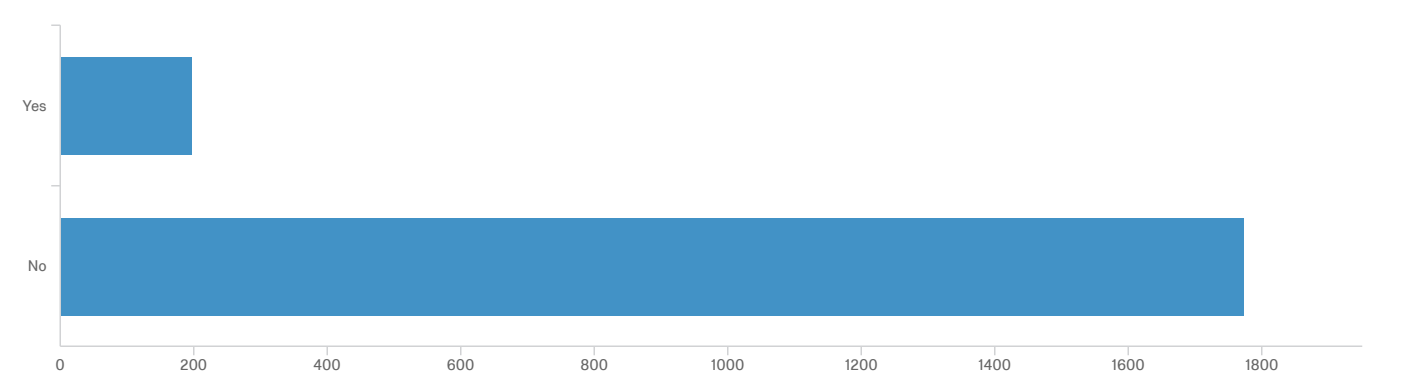
Q36 - Do you own a home?



#	Field	Choice Count	
1	Yes	79.43%	1564
2	No	20.57%	405
		1969	

Showing Rows: 1 - 3 Of 3

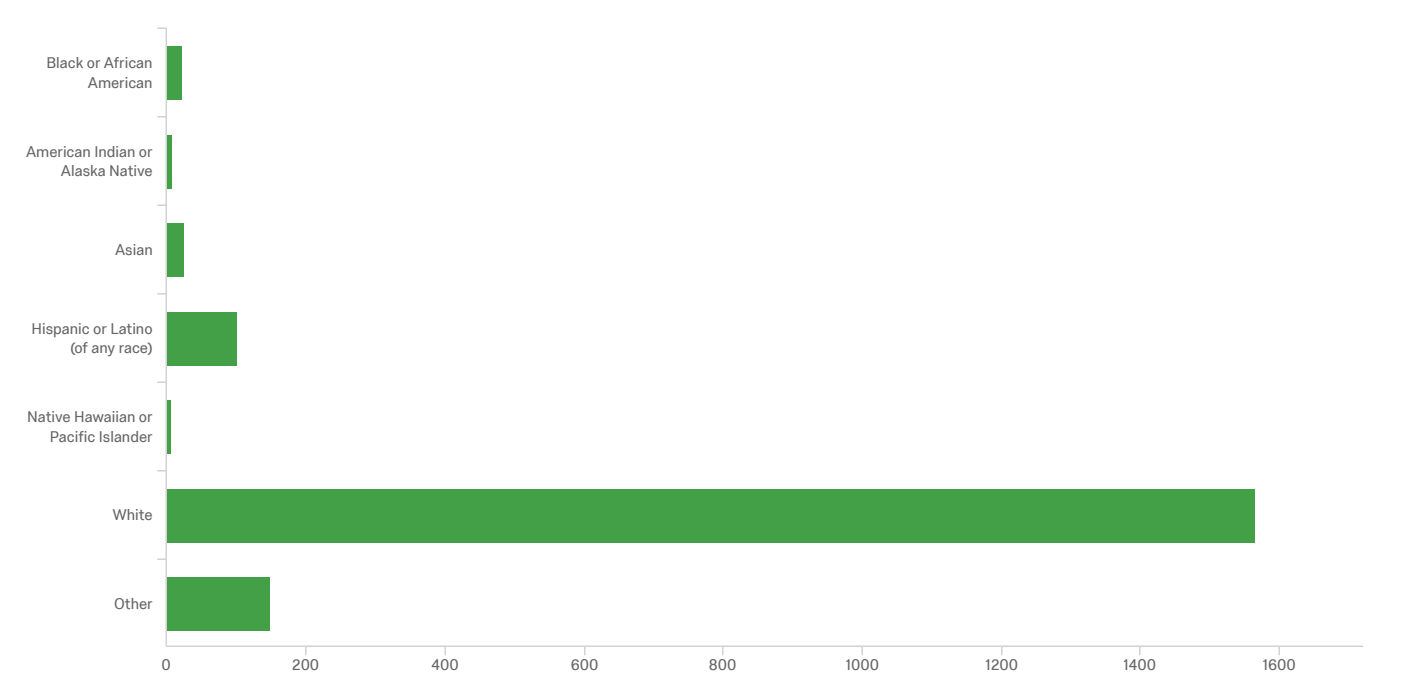
Q34 - Are you a student?



#	Field	Choice Count
1	Yes	9.99% 197
2	No	90.01% 1774
		1971

Showing Rows: 1 - 3 Of 3

Q35 - What is your ethnicity?



#	Field	Choice Count
1	Black or African American	1.17% 22
2	American Indian or Alaska Native	0.43% 8
3	Asian	1.33% 25
4	Hispanic or Latino (of any race)	5.38% 101
5	Native Hawaiian or Pacific Islander	0.37% 7
6	White	83.38% 1565
7	Other	7.94% 149
		1877

Showing Rows: 1 - 8 Of 8