

# BalancingAct®

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## **Important component of outreach**

- About 30-45 minutes to complete
- More complex and detailed
- Open to anyone

## **Overview**

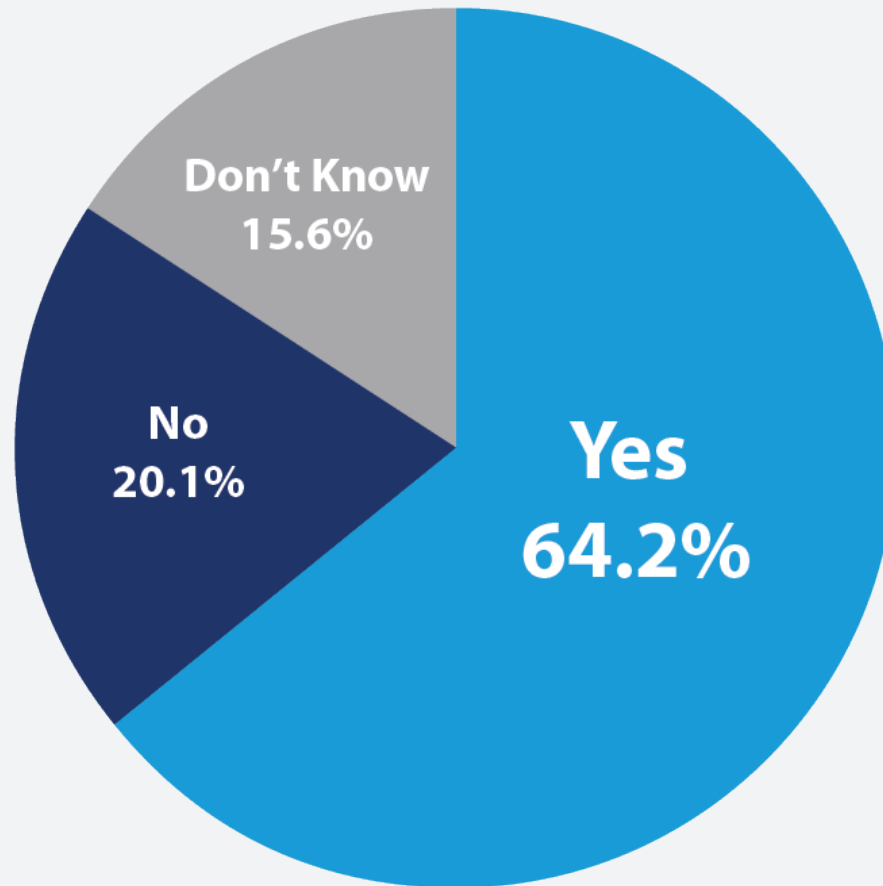
- Launched March 8
- 1,282 views and 322 submissions in two weeks
- National conversion rate 10%; Roseville 25%



# BalancingAct<sup>®</sup>

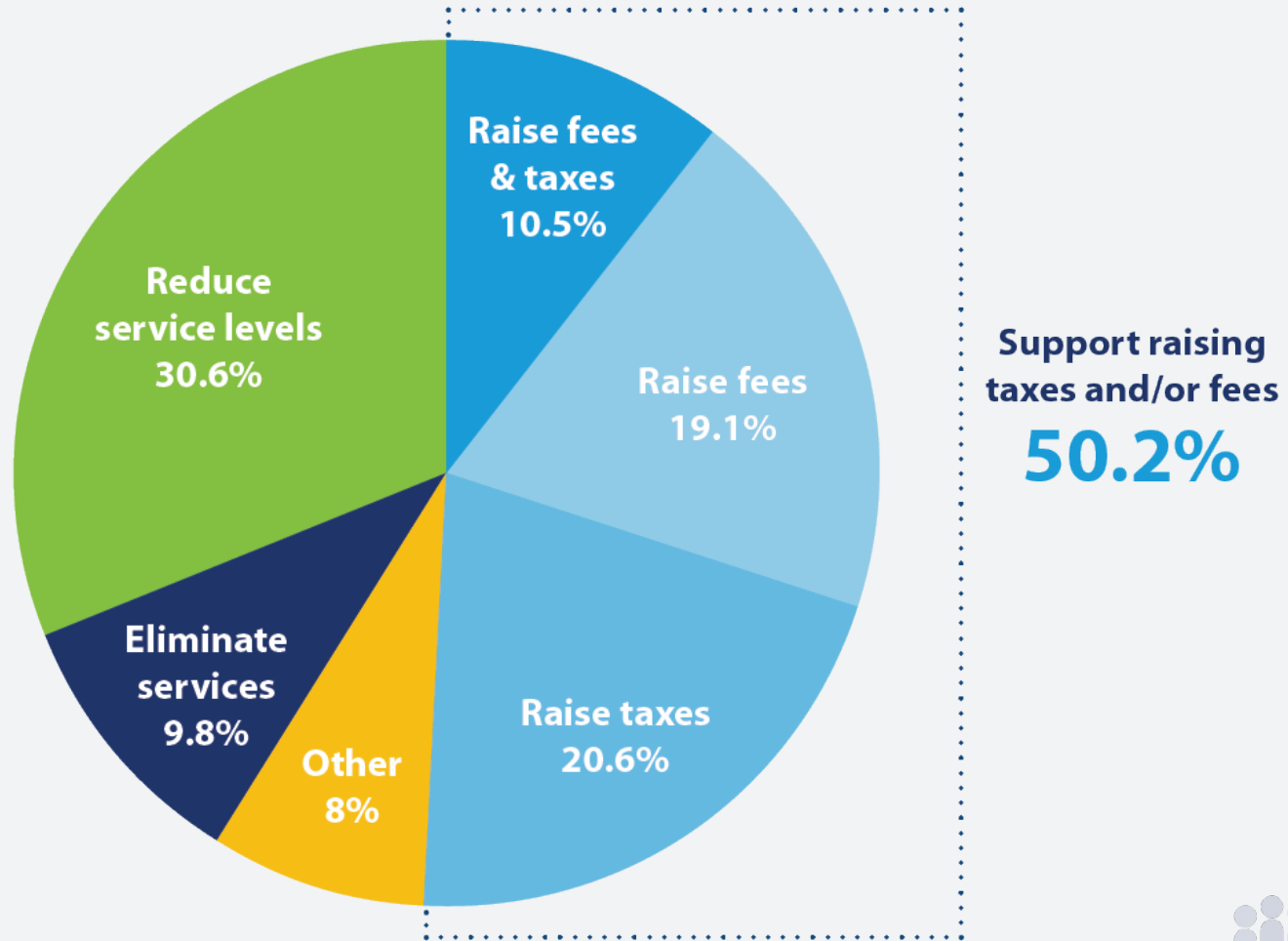
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**Are you getting your money's worth from tax \$?**



# Balancing Act<sup>®</sup>

## How would you close the budget gap?



# BalancingAct. Results

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## Fire Department priorities

▪ Emergency Preparedness	+6.5%
▪ Investigations	-0.2%
▪ Haz Mat	-2.4%
▪ USAR and Technical Rescue	-11.6%
▪ Fire Records	-11.7%
▪ SWAT Medics	-13.7%
▪ Accreditation	-17.3%
▪ Fire Public Education	-18.9%
▪ Fire and Life Safety	-21.5%
▪ Fireworks	-27.8%

*Percentages indicate average preferred change in budget*

# BalancingAct. Results

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## Police Department priorities

▪ Regional Tasks Forces	+2.6%
▪ Crime Suppression	-6.2%
▪ K9 Program	-6.4%
▪ Officers at high schools	-11.0%
▪ Special Operations	-14.3%
▪ Dedicated traffic enforcement	-15.2%
▪ Traffic Safety services	-16.4%
▪ Social Services	-16.6%
▪ Public Information/Outreach	-23.6%

*Percentages indicate average preferred change in budget*



# BalancingAct. Results

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## **Parks, Recreation & Libraries priorities**

- Libraries -16.9%
- Recreation Facilities -18.6%
- Recreation Programs -19.0%
- Parks & Playgrounds -22.8%
- Maidu Museum & Historic Site -27.0%
- City events -35.3%

*Percentages indicate average preferred change in budget*



# BalancingAct. Results

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## Public Works Department priorities

- Storm drain system & Flood walls -6.0%
- Roadway improvements -8.5%
- Floodplain Management -17.0%
- School crossing guard -26.6%

*Percentages indicate average preferred change in budget*



# BalancingAct. Results

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## Development Services priorities

- Regional Engagement & project coordination -16.5%
- Mapping & Data analysis -17.9%
- Free development impact fees -24.4%
- Code enforcement -24.7%

*Percentages indicate average preferred change in budget*

