

**Priority Driven Budgeting
Public Communication and Feedback Plan
January 11, 2017**

General education will be provided and public feedback will be sought during the Priority Driven Budgeting (PDB) process. Communication about the CBJ budget will be provided to the general public as well as information regarding the PDB process. We will actively seek feedback on program inventories and community priorities through a variety of methods. This will include an electronic survey, a series of focus group meetings, and general information meetings. The public communication campaign will begin January 12th and continue through the end of the process. Public meetings and focus groups will be held between January 29th and February 21st.

Survey:

A survey similar to the one attached to this memo will be publically available through PlaceSpeak from January 29th through February 26th. Basic demographic information will be collected along with answers to the primary questions of resource distribution across the 4 community results categories (Vibrant Local Economy, Quality Family Oriented Community, Well Maintained Infrastructure, Safe Community.)

Focus Groups:

A series of focus groups will be held to educate and validate or revise the distribution of external programs across the quartiles. The following topics will be covered:

1. High level overview of CBJ budget – expenses and revenues
2. High level overview of the PDB process – how did we get where we are
3. Validate “Must Do/Have to Do” programs
4. An interactive process that allows the participants to prioritize external programs.

The following populations will be targeted for Focus Groups: Seniors, Rotary/Chamber, Families with younger kids, High School Students, Boards & Commissions, and General Public.

Public Meetings:

Two public meetings will be held, one in the Valley and one downtown, to help educate the public in general about the CBJ budget and the priority driven budgeting process.

Tentative Schedule:

Friday, February 3 rd	10 a.m. – 12:00 p.m.	Assembly Chambers	Seniors FG
Saturday, February 4 th	9:00 am – 11:00 a.m.	Valley Library	General Public Meeting
Monday, February 6 th	1:00 p.m. – 3:00 p.m.	Valley Library	Rotary/Chamber FG
Tuesday, February 7 th	1:30 p.m. – 3:30 p.m.	Assembly Chambers	Boards & Commissions FG
Thursday, February 9 th	1:00 p.m. – 3:00 p.m.	Valley Library	High School FG
Saturday, February 11 th	9:00 a.m. – 11:00 a.m.	Assembly Chambers	Families Focus Group
Thursday, February 16 th	6:00 p.m. – 8:00 p.m.	Valley Library	General Public FG
Tuesday, February 21 st	5:00 pm. – 7:00 p.m.	Assembly Chambers	General Public Meeting

City & Borough of Juneau – Priority Driven Budgeting Process Giving Emphasis to the Priorities of Government

Directions: The results that the City and Borough of Juneau strives to achieve are identified in the table below. As a community member, your job is to help the CBJ understand clearly the results that you value most. For this exercise, you are to imagine having \$100 to invest in achieving the CBJ’s results. Where would you invest your money? You can distribute the funds evenly to all results, you can invest all your money in one single result, or you can invest your money toward the achievement of various results emphasizing those which are the most important to you. Spend the \$100 until it is gone by entering the amount you intent to invest in a result into the empty box to the “right” of the Result Statement.

Priorities of Government (Ordered Alphabetically) Amount of Money to invest in Result

<p style="text-align: center;">Quality, Family Oriented Community</p> <ul style="list-style-type: none"> • Provides diverse programs and activities for youth, families, and seniors. • Offers a variety of cultural and recreational opportunities. • Preserves and maintains parks and open spaces. • Promotes safe, clean and attractive neighborhoods • Supports quality education opportunities and job skill development • Promotes a sense of community through citizen engagement, neighborhood gatherings and city-wide special events. 	<div style="border: 1px solid black; width: 100%; height: 20px; margin-bottom: 5px;">\$</div>
<p style="text-align: center;">Reliable, Well Maintained Infrastructure</p> <ul style="list-style-type: none"> • Plans for growth and promotes energy and resource conservation. • Provides a system of safe and reliable infrastructure including roadways, sidewalks, traffic signals and streetlights. • Designs and builds accessible, convenient transportation systems that ease congestion. • Ensures a safe, clean water supply, controls drainage, and maintains utility systems that serve the community. • Ensures wastewater and solid waste are disposed of in a manner that is beneficial for the long term viability of the community. • Maintains quality public facilities (ie., parks, public buildings) • Maintains well planned, well maintained transportation facilities for air and marine travel. 	<div style="border: 1px solid black; width: 100%; height: 20px; margin-bottom: 5px;">\$</div>
<p style="text-align: center;">Safe Community</p> <ul style="list-style-type: none"> • Provides access to quality, community health care through EMS and hospital services. • Prevents and lowers the occurrence of crime through proactive community policing and establishing a visible presence. • Creates an engaged community through actions such as public outreach and volunteerism. • Offers organized activities and intervention programs for youth. • Abates nuisances and promotes building and fire safety. • Fosters a feeling of personal safety by ensuring well-lit and maintained neighborhoods, commercial areas and public spaces (ie,. Streets, sidewalks and parks). • Enforces the law, offers protection, and responds promptly to emergencies and calls for service. 	<div style="border: 1px solid black; width: 100%; height: 20px; margin-bottom: 5px;">\$</div>

<p style="text-align: center;">Vibrant Local Economy</p> <ul style="list-style-type: none"> • Promotes quality job creation and provides a skilled and educated workforce to fill those jobs. • Recruits and retains a well balanced mix of businesses. • Creates and maintains a conducive atmosphere to support Juneau as Alaska’s Capital City. • Markets the Community’s amenities, location and livability. • Assures an adequate and affordable housing stock. • Facilitates business development and growth through incentives, partnerships, and minimizing “red tape.” 	\$
Total – must equal 100	\$