Additional Listening Work
Public Engagement Update

City of Folsom

June 28, 2022
Bonnie Moss, Principal
This work employs both **Art & Science.**

**Guided by Our Three Core Principles:**
1. Your Folsom community is unique.
2. Listening is a lost art.
3. People support what they help create.
City of Folsom
STORY & NEEDS

The Sweet Spot

What RESIDENTS tell us they will support
People support what they help create.

Listening is key!
A Customized MIX

Public Engagement

1. ENGAGE
   Tell Our Story!

2. LISTEN!

3. TRACK

WE WELCOME YOUR INPUT!

CITY SURVEY

Direct Mail Communications

Digital

2-way Communication
Residents and Homeowners: We want your input!

SURVEY ATTACHED

We are LISTENING!

28,926 Mailers Sent

Essential City Services
Primarily funded by the General Fund of the City's Budget.

- PUBLIC SAFETY: Provide 911 emergency medical and firefighter response, crime prevention, and neighborhood police patrols.
- WILDFIRE PROTECTION: Implement wildfire prevention strategies and provide fire protection services.
- DISASTER PREPAREDNESS: Work to mitigate, prevent, and prepare for potential disaster emergency situations.
- PARKS & TRAILS: Maintain existing City parks and trails; build new high quality parks where they have been planned.
- STREET REPAIRS: Repair potholes; improve City streets, sidewalks, drainage, and street medians.
- CITY FACILITIES: Provide and maintain City Folsom amenities, including the library, sports complexes, aquatics center, and the Folsom Golf Zoo Sanctuary.
- CITY PROGRAMS: Provide a wide array of recreation programs serving youth and adults.

What do you think?

FOLSOM RESIDENTS: Your feedback is important. Please respond by June 28.

Or contact City Manager Elaine Anderson:
916-461-0010 FolsomListen@folsom.ca.us
Online - More

We are LISTENING!
43,070
E-Messages Sent
Listening Summary

Survey:

Sent Via Mailer, E-Blast, And Promoted Online

- Mailers: 28,926 households
- E-Blasted: 43,070 individuals
- Digital: 785,453 impressions
- Clicks: 5,733 clicks

Survey Window: 5/31 - 6/24

Online Responses: 3,919
Paper Responses: 854
Total Response: 4,773
Spring 2022

1. ENGAGE
Tell Our Story!

2. LISTEN!

3. TRACK

FEEDBACK:
Preliminary THEMES

People support what they help create.
1. Public Safety

**PUBLIC SAFETY:** Maintain 911 emergency medical and firefighter response times, crime prevention, and neighborhood police patrols.

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<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<td>74.23%</td>
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<td>1.69%</td>
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<td>7 - Least Important</td>
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TOTAL | 3717

Answered: 3717    Skipped: 0    Left Blank: 46
1. Public Safety

“Keep up the policing and keep Folsom clean and safe.”

“[We] need to maintain our public safety as the number one priority.”

“Hats off to our police department, fire department, and city workers. A great job accomplished by all!”

“Regarding police services, we'd love to see targeted or at least a higher level of traffic enforcement in general ...”

“Public safety, specifically [the] police force, is most important to me. Keep crime out. Hire quality police for our community.”
2. Wildfire/Fire Protection

WILDFIRE PROTECTION: Implement wildfire prevention strategies and provide fire protection services.

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<th>ANSWER CHOICES</th>
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</table>
2. Wildfire Prevention & Fire Protection

“[I] love our FPD and their response to any questions, and emergency and non-emergency situations.”

“Fire sensors should be installed in the parkways along with more water fountains.”

“Wildfire protection is so important now that Folsom is growing rapidly …”

“Wildfire mitigation and response improvements [are needed] …”
3. Cluster of Interests

**STREET REPAIRS:** Repair potholes; improve City streets/roads, sidewalks, drainage, and street medians.

**PARKS & TRAILS:** Improve and maintain existing City parks and trails. Build new high quality parks where they have been promised.

**DISASTER PREPAREDNESS.** Improve the City’s disaster response capabilities.
3. Streets, Parks, Disaster Preparedness

“Road conditions should definitely be improved. Even though these were recently done, there are lot of bumps on some of the roads, which is causing a lot of inconvenience ...”

“Folsom is a beautiful city. Thank you for keeping it clean and well-maintained ... The trails and parks are a bonus.”

“[I’m] very concerned about where our water will come from when we have a bad winter again (low rainfall year) ...”

“Being one of the most attractive features of living in Folsom, I would appreciate an increased budget to meet the needs of the existing parks and trails.”

“I hope that parks and trails in new [areas of] town are set up soon.”
Listening Summary

Other - Opinions are Abundant

“A modest increase in city taxes to keep Folsom the great place to live is reasonable.”

“Addressing homelessness with real options and not turning a blind eye to the issues is necessary now.”

“All in all, the city does a good job. I am not in favor of additional taxes, however. If the city wants to continue with new growth, then the homes and businesses coming into the area need to have assessments to cover the additional costs.”

“We have lived here almost 30 years. Through its growth, the town still maintains a small-town feel.”

“[We need] less focus on building NEW construction and more focus on NEW/updating/expanding infrastructure.”