

Additional Listening Work

Public Engagement Update

City of Folsom



June 28, 2022

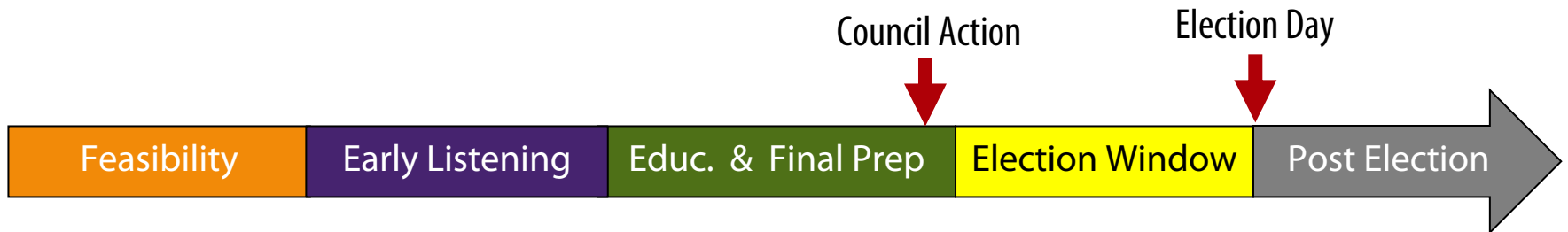
Bonnie Moss, Principal

CliffordMoss.

Public Engagement Model

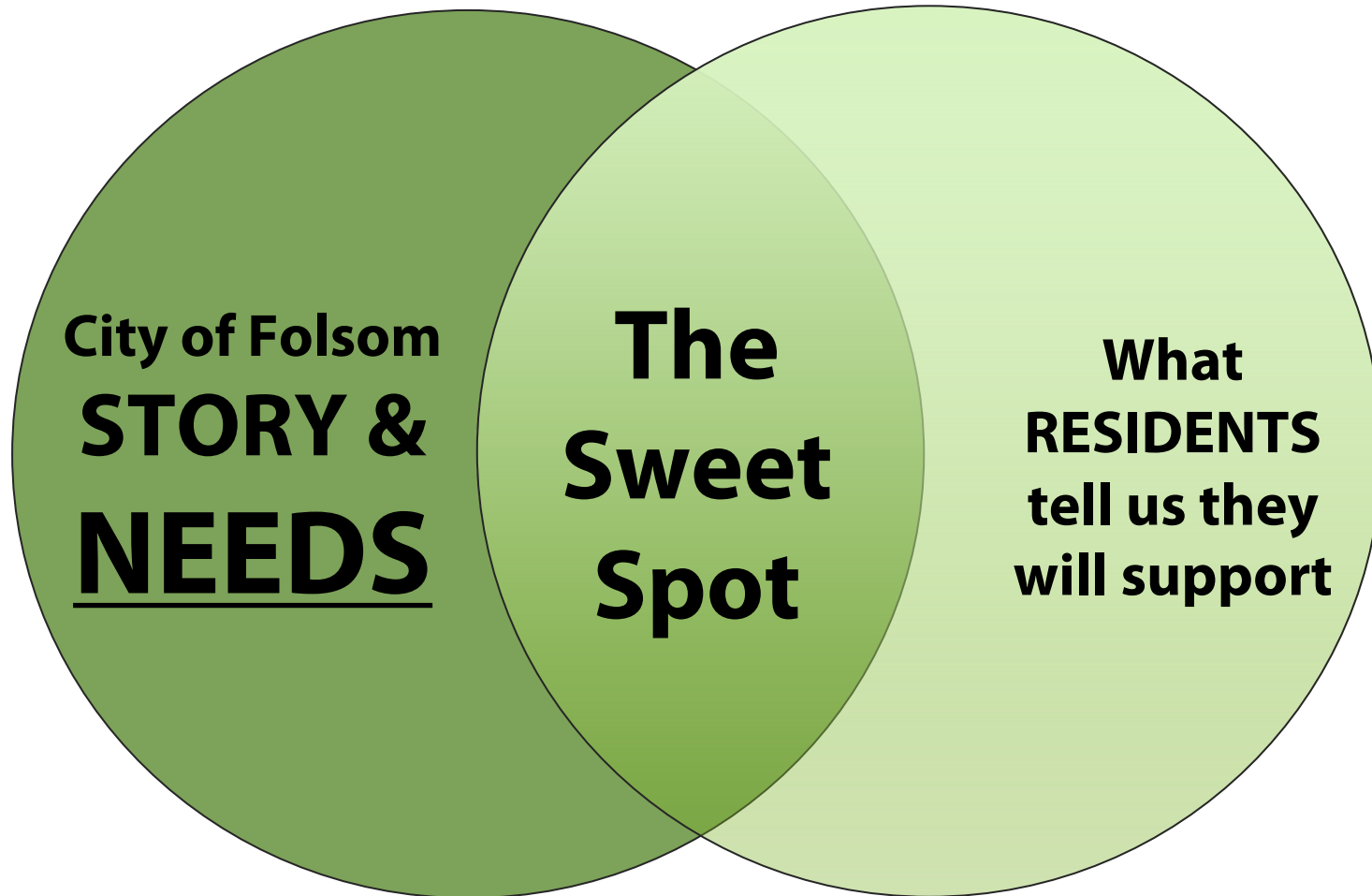


This work employs both
Art & Science.

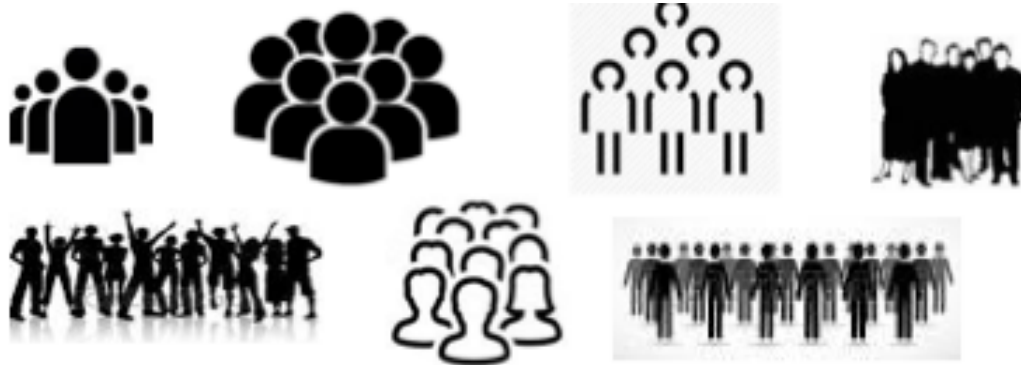


Guided by Our Three Core Principles:

1. Your Folsom community is unique.
2. Listening is a lost art.
3. People support what they help create.



**People support
what they help create.**



Listening is key!

A Customized MIX

Public Engagement



WE WELCOME YOUR INPUT!



CITY SURVEY

Take this survey online. Scan the QR code or go to: www.folsom.ca.us/folsomlistens

Please rank these City of Folsom priorities in order of their importance to you (1 = most important, 7 = least important).

- 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 disasters and 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 of Folsom amenities, including the library, sports complex, aquatic center, and the Folsom City Zoo Sanctuary.
- CITY PROGRAMS:** Provide a wide array of recreation programs serving youth and adults alike.

What are the City's strengths?
 What are the City's biggest challenges?
 What do you want most for Folsom in the next five years?

Add your comments here or on the online survey. Contact information is optional.

NAME _____
 ADDRESS _____
 CITY STATE ZIP _____
 PHONE E-MAIL _____

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

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What Do You Think?
 FOLSOM RESIDENTS: Your feedback is important. Please respond by June 20. For more information or to take the survey online, please visit: www.folsom.ca.us/folsomlistens Or contact City Manager Elaine Anderson: 916-461-6010 FolsomListens@folsom.ca.us

Residents and Homeowners: We want your input!
SURVEY ATTACHED

Direct Mail Communications

We want your opinion.

CITY OF FOLSOM

Take Our **SURVEY**

Digital



2-way Communication

"People support what they help create."

Two-Way Mail

We are LISTENING!
28,926 Mailers Sent




CITY OF FOLSOM
DISTINCTIVE BY NATURE

Residents and Homeowners:

We want your input!

SURVEY ATTACHED



CITY OF FOLSOM
DISTINCTIVE BY NATURE

part of the City's continuing commitment to listen to and
 unity. **Please help us protect Folsom's high quality of life by**

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 D-19 pandemic. We have taken active steps in recent years to
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 City programs and services into the future.

Discussing options to address City needs responsibly and with
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Please respond by June 20. Your opinions matter. We are listening! Thank you.

Sincerely,



Elaine Andersen
Folsom City Manager



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Online - Digital



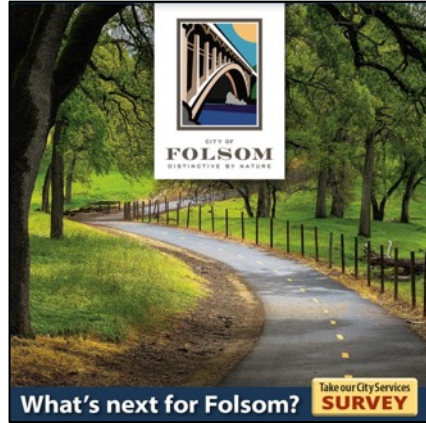
Protect Our Quality of Life.

Join the conversation about City Services.

PLEASE TAKE OUR SURVEY



CITY OF **FOLSOM**



CITY OF **FOLSOM**
DISTINCTIVE BY NATURE

What's next for Folsom?

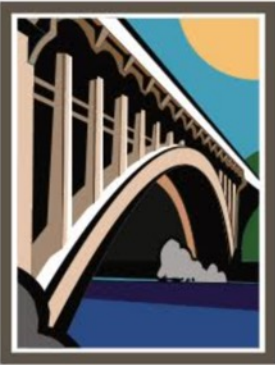
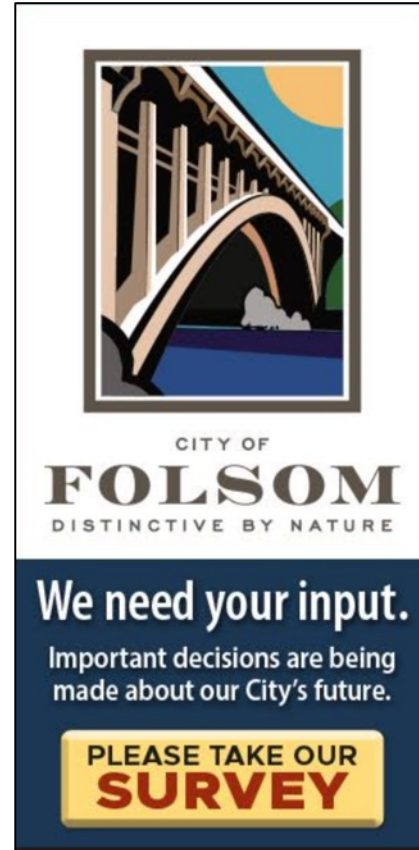
Take our City Services **SURVEY**



CITY OF **FOLSOM**
DISTINCTIVE BY NATURE

Make your voice heard.

Take our City Services **SURVEY**



CITY OF **FOLSOM**
DISTINCTIVE BY NATURE

We need your input.

Important decisions are being made about our City's future.

PLEASE TAKE OUR SURVEY



CITY OF **FOLSOM**
DISTINCTIVE BY NATURE

We want your feedback.

Take our City Services **SURVEY**



We want your opinion.



CITY OF **FOLSOM**

Take Our **SURVEY**



CITY OF **FOLSOM**

Make Your Voice Heard.

TAKE OUR CITY SERVICES **SURVEY**


We are LISTENING!

43,070

E-Messages Sent

Take Our Survey: Tell Us Your Priorities for Folsom

City of Folsom



Dear Folsom Resident:

I am reaching out today as part of the City's continuing commitment to listen to and learn from you, our community. Please help us protect Folsom's high quality of life by providing your input.

I want to start with some good news. The City is in solid financial condition as we emerge from the worst of the COVID-19 pandemic. We have taken active steps in recent years to improve efficiency and service delivery while doing so in a fiscally sound manner to maintain a balanced budget. Our goal is to continue to earn and keep your trust as we provide vital programs and services to the Folsom community.

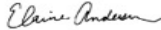
However, as we plan for the future, we see that while the City is not facing an immediate financial problem today, our two-to-three-year projections tell a different story. Without additional revenue, it will be difficult to maintain Folsom's high quality of life and meet the ever-growing demands for City programs and services into the future.

Accordingly, we are now discussing options to address City needs responsibly and with community support. One option under consideration is asking voters to support a modest increase to Folsom's local sales tax. I want to stress that no decisions have been made yet - we are only exploring options.

What do you think? We want to hear from you before the City Council makes important decisions. Learn more and take our survey at www.folsom.ca.us/FolsomListens.

Please respond by June 20. Your opinions matter. We are listening! Thank you.


Sincerely,



Elaine Anderson
Folsom City Manager

Take Our Survey

City of Folsom | 50 Natoma Street, Folsom, CA 95630
Unsubscribe: daniel@cliffordmoss.com
Update Profile | Contact Us | Privacy Policy | Terms of Service
Sent by folsomlistens@folsom.ca.us in collaboration with



City of Folsom
2022 Local Revenue Measure Feasibility Project
FACT SHEET



Background: It is the City of Folsom's responsibility to provide the essential public services and facilities that maintain and protect our community's high quality of life. City employees continue to work hard every day to provide the services that residents tell us they value most — rapid response in 911 emergencies; quality parks, trails, open spaces, safe streets, and roads; engaging recreation venues and programs; abundant arts and cultural opportunities; needed social services; and more. The City is committed to providing these services to our community in a fiscally responsible manner.

The City makes every effort to use resources wisely. As with so many cities across California and the nation, our City budget was significantly impacted by the COVID-19 pandemic — we lost over \$20 million during the pandemic that has not been replaced. To respond and meet the moment, we lightened our belts at City Hall and made needed cuts to ensure continuity of the most critical services and programs valued by our community.

Current Status: As we plan for the future, we see that while the City is not facing an immediate financial problem today, our two to three-year projections tell a different story. Without additional revenue, it will be difficult to maintain Folsom's high quality of life and meet the growing demands for City programs and services into the future. Accordingly, we are now considering funding options to address City needs responsibly and engaging with the community to ensure residents have their say in important decisions.

The City's most urgent needs include:

- **PUBLIC SAFETY:** Maintain 911 emergency medical and firefighter response times, crime prevention, and neighborhood police patrols.
- **PARKS & TRAILS:** Improve and maintain existing City parks and trails. Build new high quality parks where they have been planned.
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- **CITY PROGRAMS & FACILITIES:** Maintain City of Folsom amenities, including the library, sports/aquatics facilities, the Folsom City Zoo sanctuary, and recreation programs.
- **HOMELESSNESS:** Provide solutions to address homelessness in our community.
- **DISASTER PREPAREDNESS:** Improve the City's disaster response capabilities.

To protect Folsom's future and maintain essential and valued City services, we have been evaluating possible funding options for generating additional revenue with the least impact possible to Folsom residents. One option currently being discussed is a modest increase to Folsom's City sales tax, a step that would require local voter support to go into effect. This particular option would ensure that visitors pay their fair share for use of Folsom services while not impacting certain essential purchases like groceries, prescription medications, and medical appointments. Local governments rely on sales tax revenue to fund essential local public services. Sales tax revenues would go to the general fund and give City leaders the ability to fund important community services and upgrade or rebuild facilities that support these programs.

2022 TIMELINE: Currently, the City of Folsom is taking deliberate steps to reach out and LISTEN to the community BEFORE important decisions are made. No decisions have been made yet on this issue — and none are expected until summer 2022. If the City moves forward to "let the people vote" by placing a measure on the November 2022 ballot, proper City documents must be filed with the County Registrar of Voters (ROV) by July 31, 2022.

For Facilitators ONLY - NOT for Public Distribution - DRAFT

City of Folsom
2022 Local Revenue Measure Feasibility Project
Frequently Asked Questions (FAQ)

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CliffordMoss.

Listening Summary

Survey:

Sent Via Mailer, E-Blast,
And Promoted Online

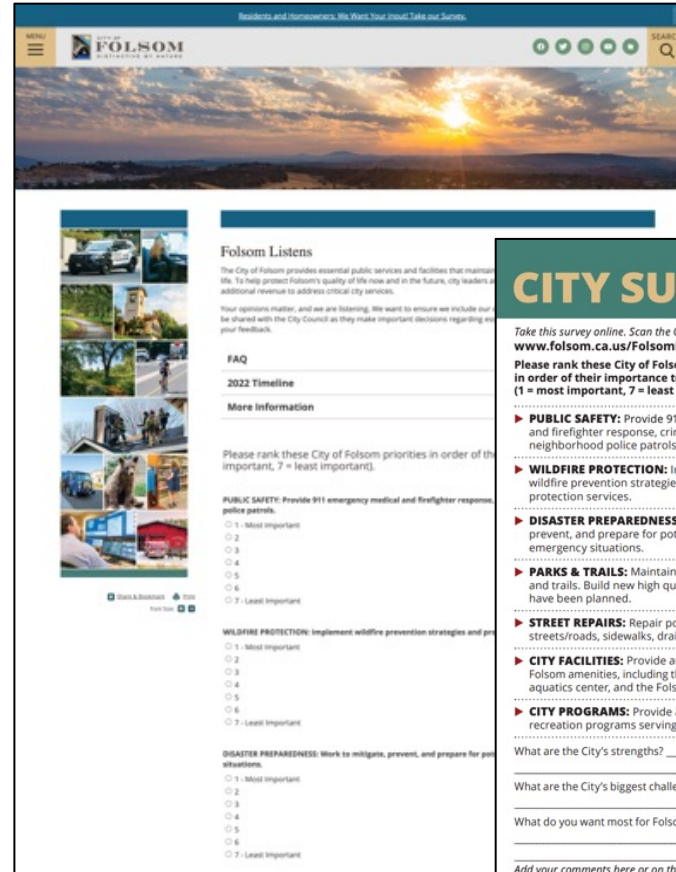
- Mailers: **28,926** households
- E-Blasted: **43,070** individuals
- Digital: **785,453** impressions
- Clicks: **5,733** clicks

Survey Window: **5/31 - 6/24**

Online Responses: 3,919

Paper Responses: 854

Total Response: 4,773



Spring 2022



FEEDBACK: Preliminary THEMES

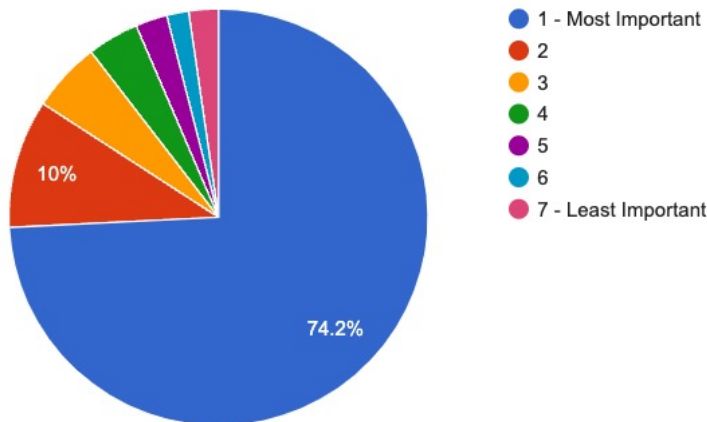
People support
what they help create.



1. Public Safety

1. PUBLIC SAFETY: Provide 911 emergency medical and firefighter response, crime prevention, and neighborhood police patrols.

Answered: 3717 Skipped: 0 Left Blank: 46



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

ANSWER CHOICES	RESPONSES	
1 - Most Important	74.23%	2759
2	9.95%	370
3	5.41%	201
4	3.98%	148
5	2.45%	91
6	1.69%	63
7 - Least Important	2.29%	85
TOTAL		3717

1. Public Safety

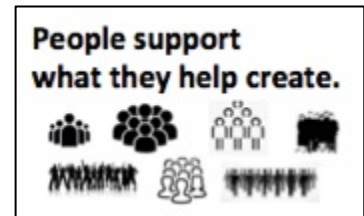
“Keep up the policing and keep Folsom clean and safe.”

“[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 ...”

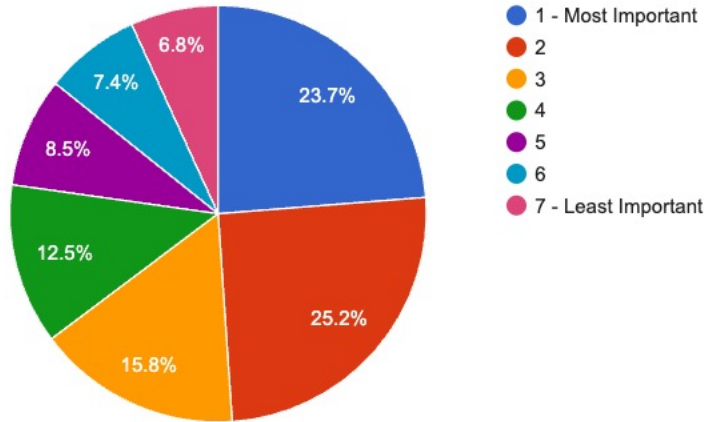
“Public safety, specifically [the] police force, is most important to me. Keep crime out. Hire quality police for our community.”



2. Wildfire/Fire Protection

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

Answered: 3710 Skipped: 0 Left Blank: 53



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

ANSWER CHOICES	RESPONSES	
1 - Most Important	23.75%	881
2	25.18%	934
3	15.82%	587
4	12.48%	463
5	8.52%	316
6	7.44%	276
7 - Least Important	6.82%	253
TOTAL		3710

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] ...”

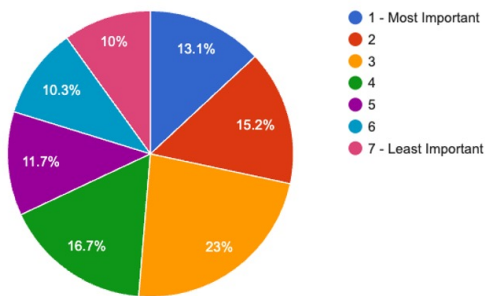


3. Cluster of Interests

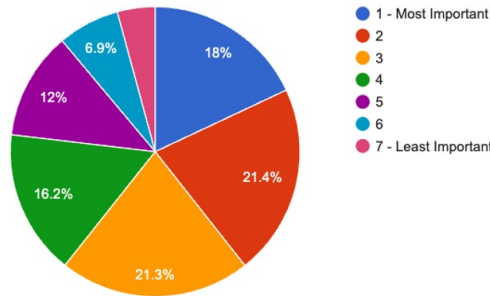
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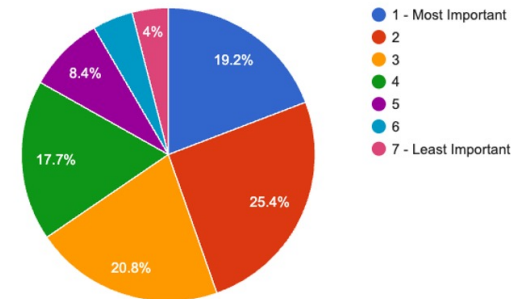
DISASTER PREPAREDNESS. Improve the City's disaster response capabilities.



Disaster Prep



Parks & Trails



Street Repairs

3. Streets, Parks, Disaster Preparedness

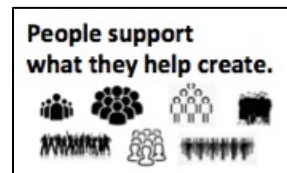
“Road conditions should definitely be improved. Even though these were recently done, there are lot of bumps on some of the roads, which is causing a lot of inconvenience ...”

“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.”



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.”



CliffordMoss.

5111 Telegraph Ave. #307
Oakland, CA 94609

www.cliffordmoss.com
Phone: (510) 907-3195