

# The Digital Frontier: Engaging Residents & Communities in the City Budget

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## Defining “digital”

- A broad range of technology that enables new methods of engagement and service delivery supported by a robust and accessible digital infrastructure and open government ecosystem.



## Agenda overview

- Challenges
- Objectives
- Testing
- Moving Forward (*Testing again*)



## Challenges for San Jose

1. Expectations of “Capital of Silicon Valley”
2. Structural Budget Deficit
3. Proof of concepts
4. Diversity



## Objectives










- Spending Priorities for Budget
- New Revenue Priorities & Feasibility
- Increased “Meaningful” Civic Participation



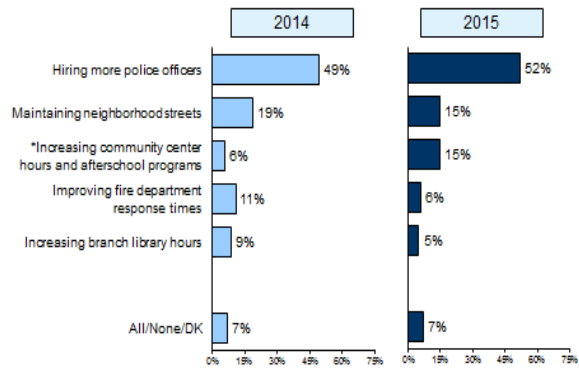
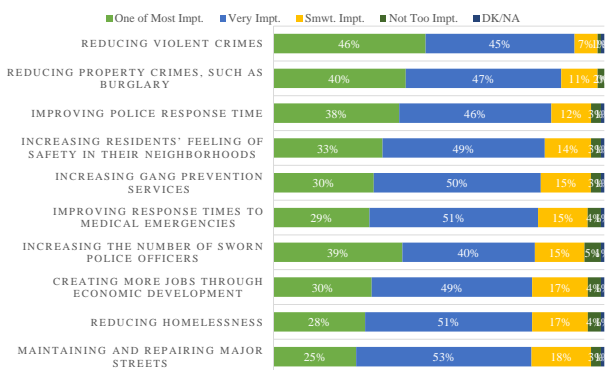
## San Jose Tests

- Budget visualization
- Budget games
- Surveys
- Virtual town hall meetings

# Importance of Testing

	San Jose Clean		SJPL: San Jose Public Library		Mobile City Hall
	Nextdoor		TipSubmit		CityConnect
	PassPort Parking		PulsePoint		FlySmart

# Online and Telephone Survey



# Budget Games



innovation games



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# City and Community Leaders Collaboration

1. Revenue & Cost Cutting Proposals
2. Funding/Spending Priorities
3. Outcomes and Performance



innovation games

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# Cost-Savings and Revenue Generation

Reductions/Cost Savings Proposal	Amount	A	B	C	D	E	F	G	H	I	J	K	# of Tables	% of Tables
A. 1/4 cent sales tax	\$ 36,000,000		1			1		1	1	1	1		6	55%
B. Shift TOT Arts Funding to General Fund	\$ 2,100,000				1								1	9%
C. Shift TOT Convention Center Marketing Funding to General Fund	\$ 2,100,000						1					1	2	18%
D. Business Tax Adjustment	\$ 10,000,000			1			1	1	1	1	1	1	7	64%
E. Disposal Facility Tax	\$ 5,000,000				1			1	1	1		1	5	45%
F. Eliminate Overtime for Fair Labor Standards Act	\$ 1,200,000	1	1	1	1	1	1	1	1			1	8	73%
G. Workers Compensation and Disability Retirement System Reform	\$ 2,000,000	1	1		1	1	1	1				1	7	64%
I. Reduce Staffing in Engine Companies from 4 to 3	\$ 16,600,000		1			1						1	3	27%
J. Children's Health Initiative	\$ 1,000,000												0	0%
K. Close Park Restrooms	\$ 500,000						1						1	9%
L. Eliminate Park Ranger Program	\$ 500,000												0	0%
Parcel Tax														
AA. \$100 Parcel Tax	\$ 32,000,000		1	1	1					1	1		5	45%
BB. \$200 Parcel Tax	\$ 64,000,000							1				1	2	18%
How many revenue-generating proposals did this table choose?		0	2	2	2	1	1	4	3	4	3	3		
Revenue generating proposals are shown in this color.														

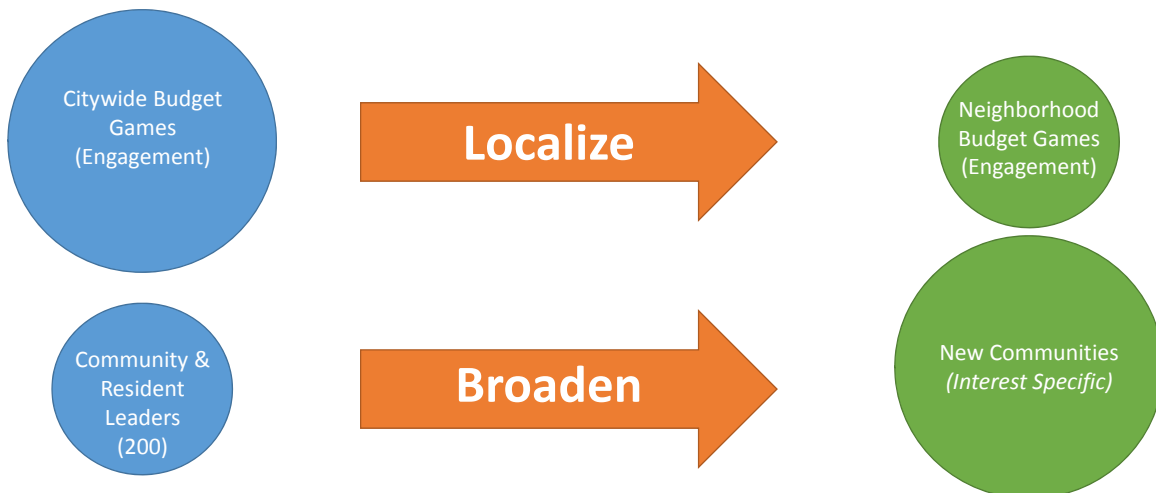
# Funding Proposals

Reductions/Cost Savings Proposal	Amount	A	B	C	D	E	F	G	H	I	J	K	# of Tables	% of Tables
1. Hub Community Center	\$ 900,000	1	1			1		1	1	1	1	1	8	73%
2. Satellite & Neighborhood Community Centers	\$ 600,000		1			1	1	1	1	1	1	1	8	73%
3. Branch Library Hours 4-4.5	\$ 1,700,000		1	1	1		1		1	1			6	55%
4. Branch Library Hours 4-5.5	\$ 4,700,000					1		1		1		1	4	36%
5. MLK Library Services Restoration	\$ 500,000		1			1		1	1	1	1	1	7	64%
6. Open Bascom & Seven Trees Libraries	\$ 1,600,000		1	1	1			1	1	1	1	1	8	73%
7. Open Calabazas & Educational Park Branch Libraries	\$ 1,600,000		1	1	1	1		1	1	1	1	1	8	73%
8. Open Bascom Community Center	\$ 600,000		1			1		1	1	1	1	1	6	55%
9. Restore Park Ranger Program	\$ 2,200,000		1	1	1	1	1	1	1	1	1	1	9	82%
10. General Code Enforcement	\$ 500,000		1			1		1	1	1	1	1	7	64%
11. Traffic Safety Improvements	\$ 1,500,000	1	1	1	1	1		1	1	1	1	1	10	91%
12. Police Field Patrol: 40 positions	\$ 7,500,000			1		1		1				1	4	36%
13. Police Field Patrol: 80 positions	\$ 15,000,000		1					1		1		1	4	36%
14. Gang Prevention Efforts	\$ 2,900,000		1	1	1	1	1	1	1	1	1	1	11	100%
15. Temporary Fire Company Closures (Brown-outs)	\$ 5,400,000		1					1		1	1	1	4	36%
16. Open South San Jose Police Substation	\$ 2,400,000							1	1	1		1	4	36%
17. Pavement Maintenance: Maintain FAIR Neighborhood Streets	\$ 32,000,000		1	1	1				1	1	1		6	55%
18. Pavement Maintenance: Improve from FAIR to GOOD Neighborhood Streets	\$ 64,000,000							1				1	2	18%
19. Neighborhood & School Traffic Safety	\$ 600,000		1		1	1	1	1	1	1	1	1	9	82%
W1. Medical Marijuana Improvement Program	\$ 2,500,000		1										1	9%
W2. Bike Lanes/Table Proposal	\$ 900,000				1								1	9%
W3. Elementary Public School in Meadowfair	\$ 2,000,000											1	1	9%
W4. Boards and Commissions	\$ 250,000										1		1	9%
W5. Spartan Keys Alleyways Repair	\$ 750,000											1	1	9%

# Static vs. Dynamic

Static	Dynamic
Reducing Crime	Expand Incentives for Employers to Move and Grow in San Jose
Reducing Property Crimes	Increase Job Opportunities for Teens & Young Adults in High Crime Areas
Improving Police Response Time	Gang Prevention Programs and Services
Increasing Gang Prevention Services	Provide Affordable Housing for Homeless
Improving Response Times to Medical Emergencies	Expand Afterschool Programs for Youth
Increasing the Number of Sworn Police Officers	Repave, Repair and Fill Potholes on Neighborhood Streets
Creating More Jobs Through Economic Development	Repave, Repair and Fill Potholes on Major Streets
Reducing Homeless	Add Community Service Officers to the Police Department
Maintaining and Repairing Major Streets	Increase Branch Library Hours
	Improve Support for Small Business

# Strategy Moving Forward





## Moving Forward

- Provide variety of platforms
- Meet residents where they are digitally active
- Educate in small steps
- Test, Test, Test



## WeAreSanJose.org

### Many Ways to Get Involved!

- Tutor a child: **“1,000 Hearts for 1,000 Minds”**
- Register my home security camera with the SJPD: **www.sjpd.gov**
- Lend my skills to the City: **Silicon Valley Talent Partnership**
- Employ a teen: **“SJ Works”**
- Join a neighborhood beautification effort