

Roadway Focus Group (RFG) 2018 Review

Focus Group Members

- Jennifer Herzberg, Zone 1
- Ken Lippincott, Zone 1
- Darryl Couch, Zone 2
- Suzanne Foster, Zone 2
- Bryan Johnson, Zone 3
- Richard Applegate, Zone 3

City Staff

- Rosa McCormick, Management Assistant
- Robert (Bob) McDonald, Streets Superintendent
- Todd Evans, Deputy City Manager

2018 Goals

1. Continue with monthly focus group meetings
2. Expand the focus group to include 2 representatives from each of the 3 roadway zones
3. Provide input for street resurfacing priorities
4. Increase community education and engagement
5. Host Community Meetings

Roadway Focus Group Members

- Increased by 2 in 2018 bringing the group to a total of 6; 2 from each of the 3 zones
 - Ken Lippincott, Zone 1
 - Suzanne Foster, Zone 2

Community Engagement

- Townhall Meeting April 25, 2018
- Community Meetings
 - September 19th; Zone 3; at City Hall
 - September 24th; Zone 2; at Cross Creek Church
 - September 25th; Zone 1; At Fire Station 1
- Community Events
 - Fountain Fall Festival
 - Trunk or Treat
- Increased visibility & participation in digital channels
 - City Facebook
 - Twitter
 - Paper & Digital Surveys

2019 Strategies

1. Continue to update web page content to include brief informational videos
2. Continue to provide input for street resurfacing priorities
3. Continue with periodical zone meetings and surveys
4. Champion the MFF if it goes to ballot
5. If approved by City Council, promote a city-wide single hauler plan

2019 Moving Fountain Forward Tax Initiative

- The RFG is seeking guidance from City Council on whether or not the Council intends to have a renewal request for the MFF Transportation Sales Tax on the November 2019 ballot? If so, the RGF stands ready to:
 - Seek financial contributions from potential stakeholders to market the initiative
 - Host community educational meetings
 - Utilize digital channels to promote information
 - Paper surveys at meetings – 38
 - iPad surveys at event – 170
 - Online survey - 608
- The RFG recommends that the sunseting .35% be renewed without increase, be made permanent, allow for bonding, and include a commitment to first complete all 2009 MFF projects; then allocate funding towards projects that improve residential streets and future traffic mitigation.
- The RFG suggests that the ballot language includes a clear statement that this is not a new tax, but a continuation of an existing tax.
- Since the RFG is recommending that this temporary tax be made permanent, the group would also like to see some accountability language, requiring regular reporting and oversight by a citizens committee or commission to promote transparency and community confidence.
- Surveys show that

Single Hauler Plan

- Reduces damage to streets
- Reduces environmental pollutants
- Can reduce consumer costs
- Can provide extra funding for street maintenance