



# FY 2025 Budget Priorities Survey

CITY OF MINEOLA

# Survey Focus: Residents

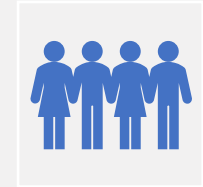
We conducted the budget priorities survey to gather input primarily from Mineola residents who are eligible to vote in city elections. This focus is crucial for several reasons:



**Direct Representation:** Residents who vote in city elections directly influence local government decisions through their electoral participation. Their feedback ensures that budget priorities reflect the needs and preferences of those who have a say in electing city officials.



**Community Impact:** The residents of Mineola are directly affected by the day-to-day services and infrastructure funded by the city budget. From public safety to street maintenance and recreational facilities, these services significantly impact their quality of life.



**Civic Engagement:** Encouraging voter participation in budget discussions strengthens civic engagement and empowers residents to play an active role in shaping the future of their community.

# Data Collection Methods



Social Media release and article in Wood County Monitor



Direct Mail to 861 households without email addresses



Email to 996 residential customers (75 invalid emails)



Fliers delivered to area churches and the Chamber of Commerce

# Social Media Advertising

## FACEBOOK POST ON 6/3/24

Mineola Texas  
Published by Thrillshare · June 3 at 9:47 AM · 🌐

The City of Mineola is entering its budget preparations for the upcoming fiscal year (2024-2025), and we want to hear from YOU! On June 20th, 5:30 pm, the Mayor, City Council, and staff are holding a meeting at Mineola City Hall to hear from Mineola Citizens on what you would like to see in the coming year. Start by filling out the survey at the Mineola website (link in the comments) and plan to attend if you are able. Your town. Your voice. #MineolaTexas

**Your Voice Your Town!**  
City of Mineola Budget Community Engagement Meeting  
Thursday, June 20th  
5:30 pm  
City Hall Council Chambers  
Visit Mineola.com  
Mineola Citizens Wards 1, 2, and 3

**Tu Voz Tu Ciudad**  
La reunión de participación comunitaria de la ciudad de Mineola  
Jueves 20 de junio  
5:30 pm  
Ayuntamiento Cámaras del Consejo  
Visita Mineola.com y realice la encuesta de los cables 1, 2 y 3  
Abierto a los ciudadanos

See insights and ads Boost post

👍 6    💬 1 comment    ➦ 7 shares

👍 Like    💬 Comment    ➦ Share

Most relevant ▾

Comment as Mineola Texas

Author Mineola Texas <https://www.mineola.com/>

MINEOLA.COM  
City of Mineola

2w Like Reply Remove Preview

## FACEBOOK POST ON 6/12/24

Mineola Texas  
Published by Owen Tiner · June 12 at 1:42 PM · 🌐

\*\*\*\* REMINDER\*\*\*\*  
The City of Mineola is entering its budget preparations for the upcoming fiscal year (2024-2025), and we want to hear from YOU! On June 20th, 5:30 pm, the Mayor, City Council, and staff are holding a meeting at Mineola City Hall to hear from Mineola Citizens on what you would like to see in the coming year. Start by filling out the survey at the Mineola website (link in the comments) and plan to attend if you are able. Your town. Your voice. #MineolaTexas

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Comment as Mineola Texas

# Other Methods of Advertising

FRONT PAGE OF WOOD COUNTY  
MONITOR ON 6/6/2024



## Bowring wins runoff

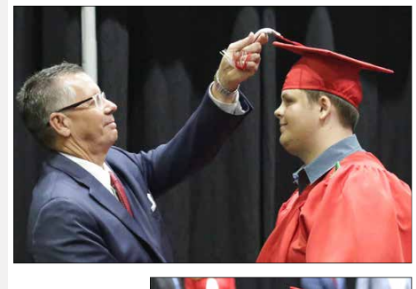
Justin Bowring won the nomination for Wood County commissioner in Precinct One on Tuesday, May 28. Bowring polled 470 votes to 390 for Randy Dunn to win the Republican Party runoff. The runoff resulted when none of the candidates, Dunn, Bowring and incumbent Commissioner Virgil Holland, achieved a majority in the March party primary. Dunn led with 925 votes to Bowring's 886 and Holland's 827. Bowring has no opposition in the November general election and would take office Jan. 1. Less than nine percent of the 9,577 registered voters in the precinct cast votes.



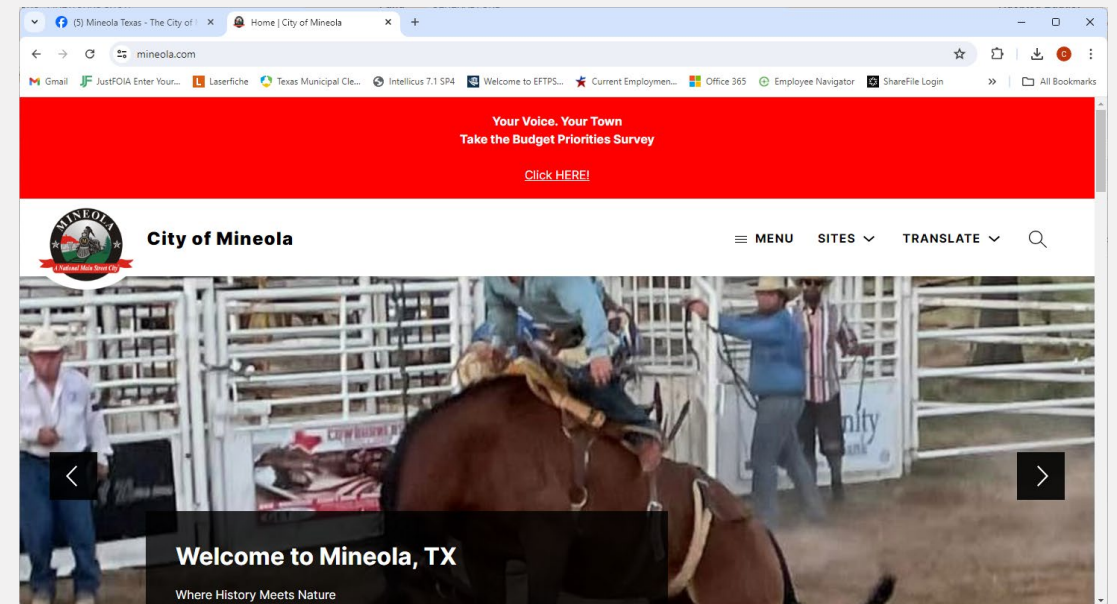
Michael Brown, from Emory, fishes from the dock at the Sabine River Authority headquarters during the annual Kid Fish event Saturday. See story, results on Page 9A. (Monitor photo by Bryana Williamson)

## Mineola council seeks citizen input

The Mineola City Council wants to involve citizens in the budget process this year. The council and city staff is asking residents to fill out a survey on the city website, Mineola.com, and attend a public meeting on Thursday, June 20 at 5:30 p.m. at city hall. The survey involves a number of questions about city budgeting priorities. Questions range from the importance of economic development to the amount spent on public safety and whether a tax increase is supported to improve streets.



WEBSITE BANNER ADDED ON 6/3/24  
WITH DIRECT LINK TO SURVEY



## Key Themes Identified

Street Improvements

Support for Public Safety

Economic Development & Tourism

Code Enforcement & Beautification

Preparing for Future Growth

Senior & Community Services

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# Detailed Theme Summaries

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**Street Improvements:** Focus on road maintenance and traffic control

**Support for Public Safety:** Enhance police, fire, and EMS services

**Economic Development and Tourism:** Support local businesses and promote tourism

**Code Enforcement and Beautification:** Strengthen code enforcement and beautification efforts

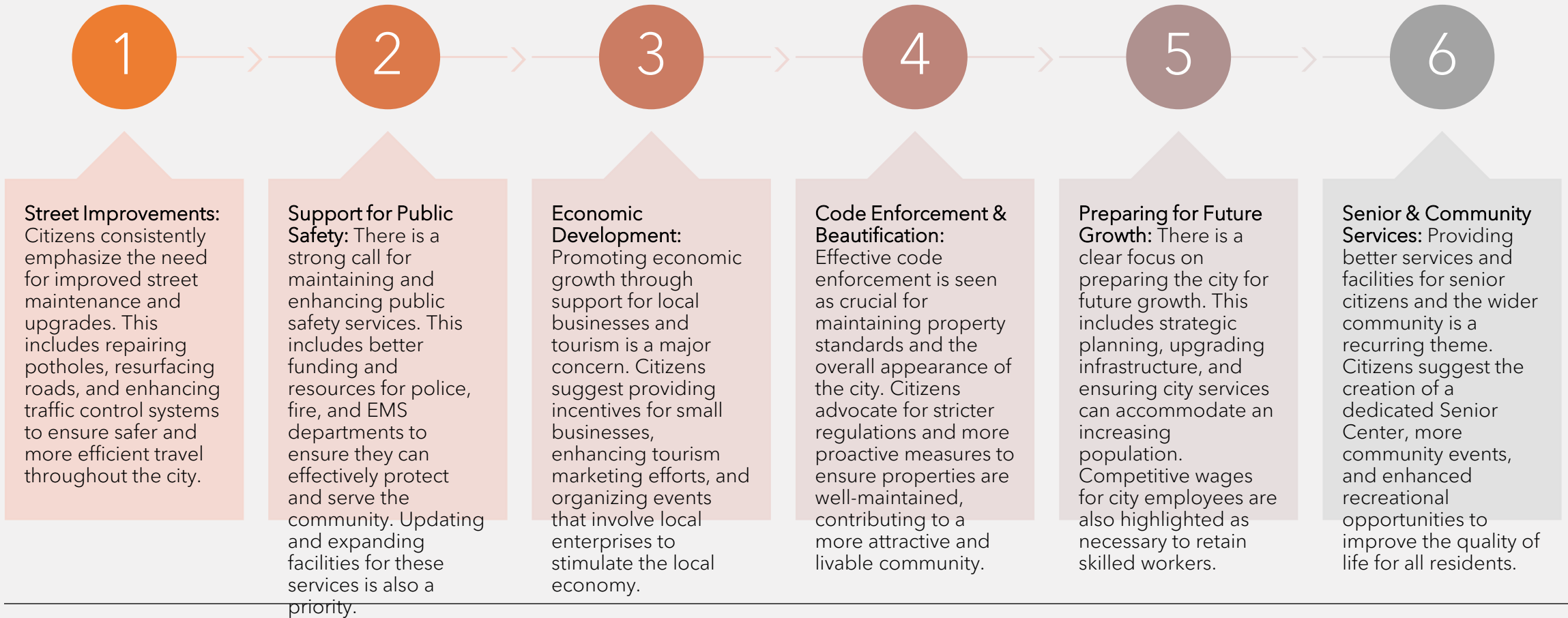
**Preparing for Future Growth:** Plan for growth and competitive wages for city employees

**Senior and Community Services:** Improve services and facilities for seniors and the community

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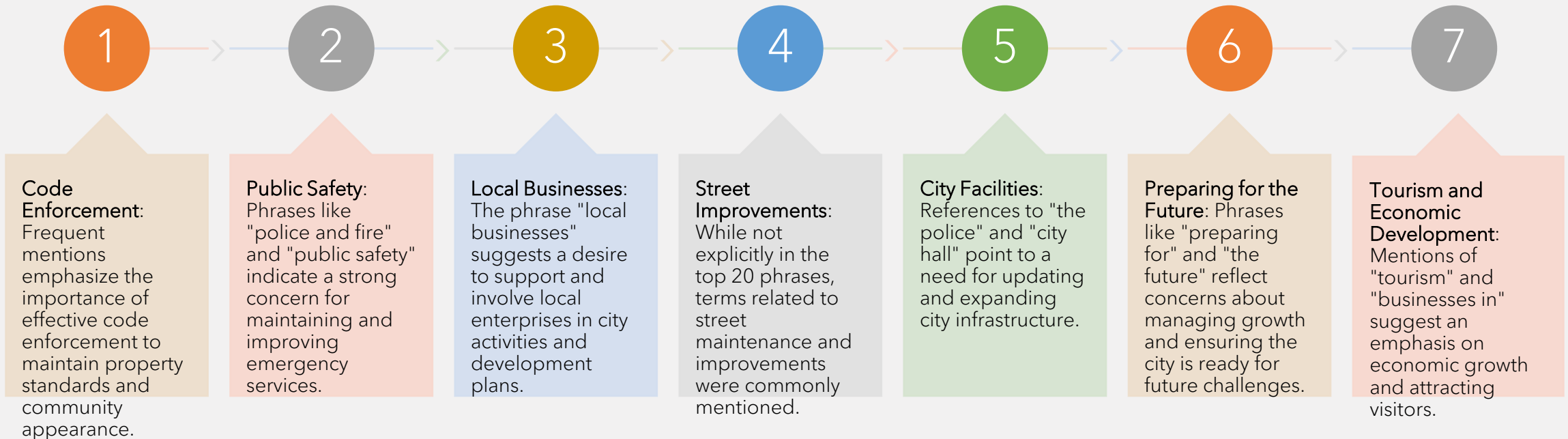
# Detailed Theme Summaries





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# Key Phrases identified from the citizen comments, highlighting the most pressing issues and priorities:



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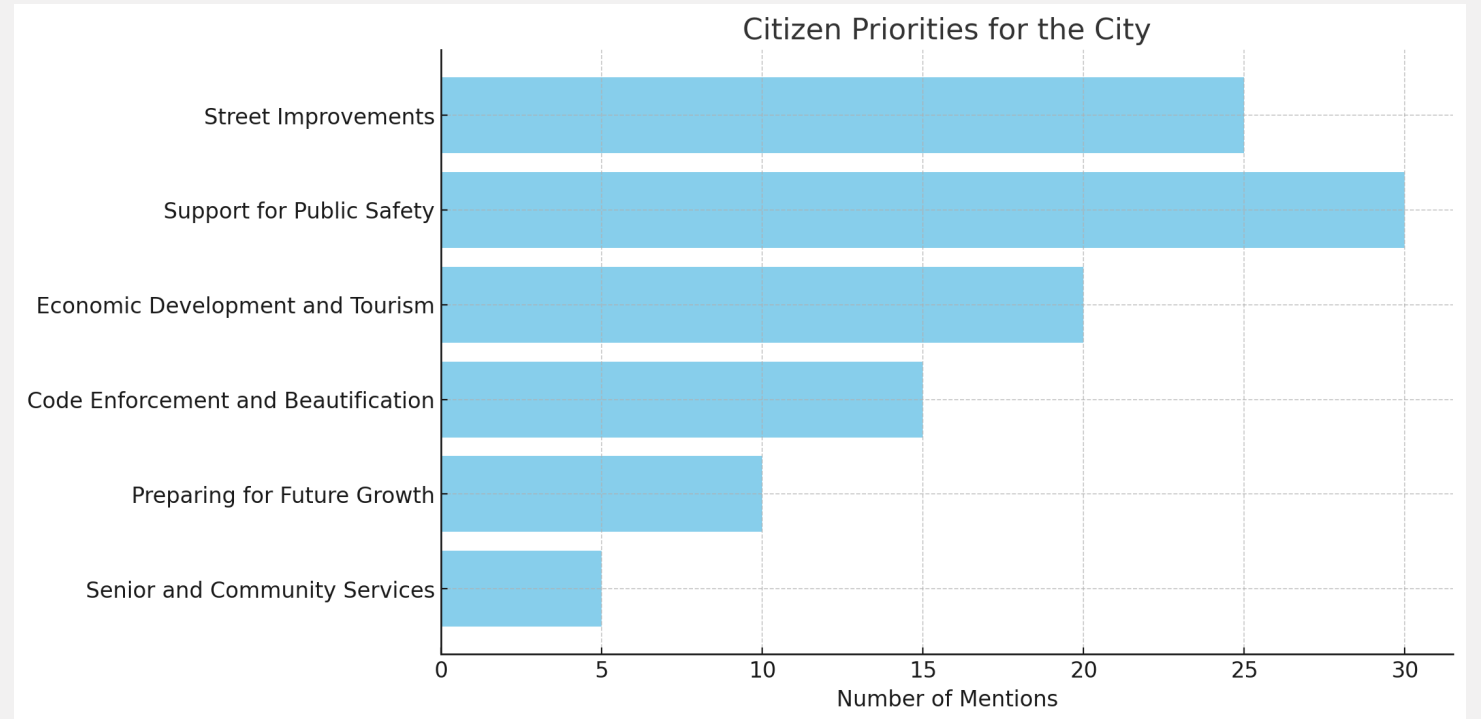
# Summary of Citizen Comments

Preparing for Future Growth	Focus on retaining employees by offering competitive wages. Update and expand the police department and city hall buildings.
Street Improvements	Emphasize the need for better street maintenance and improvements.
Support for Small Businesses and Tourism	Encourage local business involvement in city events. Promote small businesses and tourism to boost the local economy.
Utilize Local Businesses	Preference for using local businesses over outsiders for city events and services.
Fiscal Conservatism	Advocate for responsible budgeting and professional police department staff.
Senior Citizen Support	Avoid increasing property taxes, which can burden seniors on fixed incomes. More facilities and activities for seniors, such as a dedicated Senior Center.
Better Amenities	Desire for more and better restaurants and an expanded farmers market.
Youth Engagement	Suggest creating a youth center and utilizing existing facilities for this purpose.
Neighborhood Regulations	Implement regulations and covenants for specific subdivisions to maintain property standards.

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# Priorities

1. **Support for Public Safety:** 30 mentions
2. **Street Improvements:** 25 mentions
3. **Economic Development & Tourism:** 20 mentions
4. **Code Enforcement & Beautification:** 15 mentions
5. **Preparing for Future Growth:** 10 mentions
6. **Senior & Community Services:** 5 mentions



# Priorities

The proposed budget priorities are supported by specific data from the survey responses, highlighting the community's concerns and preferences. Here's how each priority is backed by survey data:

30%

• Public Safety

25%

• Street Improvements

20%

• Economic Development & Tourism

10%

• Code Enforcement & Beautification

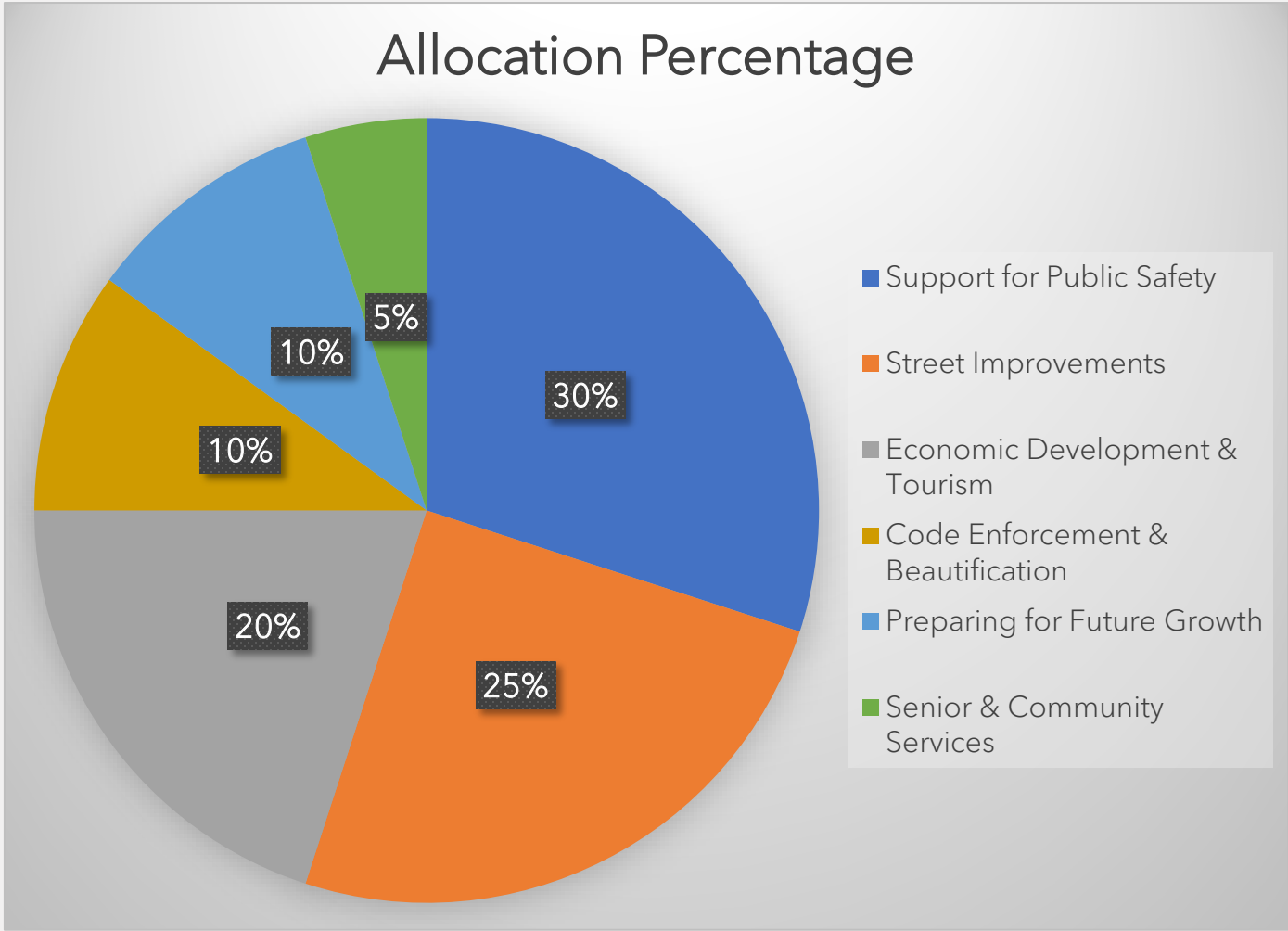
10%

• Preparing for Future Growth

5%

• Senior & Community Services

# Budget Allocation Overview



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# Rationale

**Support for Public Safety** is given the highest priority due to the strong emphasis on maintaining and enhancing emergency services.

**Street Improvements** are also highly prioritized, reflecting the community's need for better road infrastructure.

**Economic Development and Tourism** receive significant funding to stimulate local economic growth and attract visitors.

**Code Enforcement and Beautification** ensure the city remains attractive and well-maintained.

**Preparing for Future Growth** addresses the need to plan and manage the city's expansion effectively.

**Senior and Community Services** ensure that the needs of all residents, particularly seniors, are met.

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# Suggested Metrics

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## Street Improvements

- **Metric:** Number of miles of roads repaired or resurfaced
  - **Target:** Increase by X miles/year
- **Metric:** Number of potholes filled
  - **Target:** Fill X potholes/month
- **Metric:** Average citizen satisfaction rating with street conditions
  - **Target:** Achieve an average rating of Y or higher on surveys

## Support for Public Safety

- **Metric:** Response times for police, fire, and EMS
    - **Target:** Reduce average response time to X minutes
  - **Metric:** Number of new equipment purchases or upgrades
    - **Target:** Acquire X new vehicles/equipment/year
  - **Metric:** Training hours completed by public safety personnel
    - **Target:** X hours of training per employee/year
  - **Metric:** Crime rates and incident reports
    - **Target:** Reduce crime rate by X%
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# Suggested Metrics (cont.)

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## Economic Development and Tourism

- **Metric:** Number of new businesses opened
  - **Target:** Increase by X new businesses/year
- **Metric:** Tourism revenue generated
  - **Target:** Increase tourism revenue by X%/year
- **Metric:** Number of visitors to city events and attractions
  - **Target:** Increase visitor numbers by X%/year
- **Metric:** Citizen satisfaction with economic opportunities
  - **Target:** Achieve an average satisfaction rating of Y or higher

## Code Enforcement and Beautification

- **Metric:** Number of code violations resolved
    - **Target:** Resolve X violations/month
  - **Metric:** Number of community clean-up events held
    - **Target:** Host X events/year
  - **Metric:** Participation rate in beautification programs
    - **Target:** Increase participation by X%/year
  - **Metric:** Citizen satisfaction with neighborhood appearance
    - **Target:** Achieve an average satisfaction rating of Y or higher
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# Suggested Metrics (cont.)

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## Preparing for Future Growth

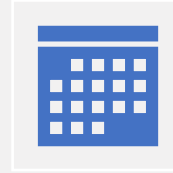
- **Metric:** Number of infrastructure projects completed
  - **Target:** Complete X projects/year
- **Metric:** Employee retention rate
  - **Target:** Achieve an employee retention rate of X%
- **Metric:** Population growth rate and housing availability
  - **Target:** Maintain a balanced growth rate and ensure adequate housing availability
- **Metric:** Citizen satisfaction with city planning
  - **Target:** Achieve an average satisfaction rating of Y or higher

## Senior and Community Services

- **Metric:** Number of new senior programs or services offered
    - **Target:** Introduce X new programs/year
  - **Metric:** Participation rate in community and senior programs
    - **Target:** Increase participation by X%/year
  - **Metric:** Citizen satisfaction with senior services
    - **Target:** Achieve an average satisfaction rating of Y or higher
  - **Metric:** Number of community events held
    - **Target:** Host X events/year
-

# Implementation and Tracking

By setting specific, measurable targets and regularly tracking these metrics, the city can demonstrate the effectiveness of the budget allocations in addressing the priorities identified by the citizens.



**Quarterly Reports:** Provide quarterly updates to the city council on progress toward these metrics.



**Citizen Feedback:** Regularly survey citizens to gather feedback on their satisfaction with improvements and services.



**Public Dashboards:** Create an online dashboard where citizens can track the city's progress on these metrics.



**Annual Review:** Conduct an annual review to assess performance against targets and adjust strategies as needed.