Moving Brookville Forward

Engaging Residents Through Focus Groups

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Project Scope

- City of Brookville requested assistance to engage citizens to inform future decision making

- Conducted three focus groups and performed research on the use of focus groups and successful levy campaigns

- Goals:
    - Generate community buy-in
    - Better understand the services that residents find valuable
    - Identify areas of improvement for the City

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Research Duty

Engage residents to establish baseline information, and to better understand community needs.

Community Introduction

- Brookville is located in northwestern Montgomery County, Ohio

- Population: 5,884 (2010 Census)

- Prides itself on recreation spaces, small town amenities and geographic location

- Main revenue source: Income Tax of 2.0%

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Declining Revenues

City is experiencing decline in revenues due to:

- Cuts on funding from the State of Ohio to local governments

- Loss of economic development projects

- Difficulty in passing levies

- Repeal of an income tax credit reduction ordinance

Contributing Trends

Disappearing Local Government Funds Received from the State
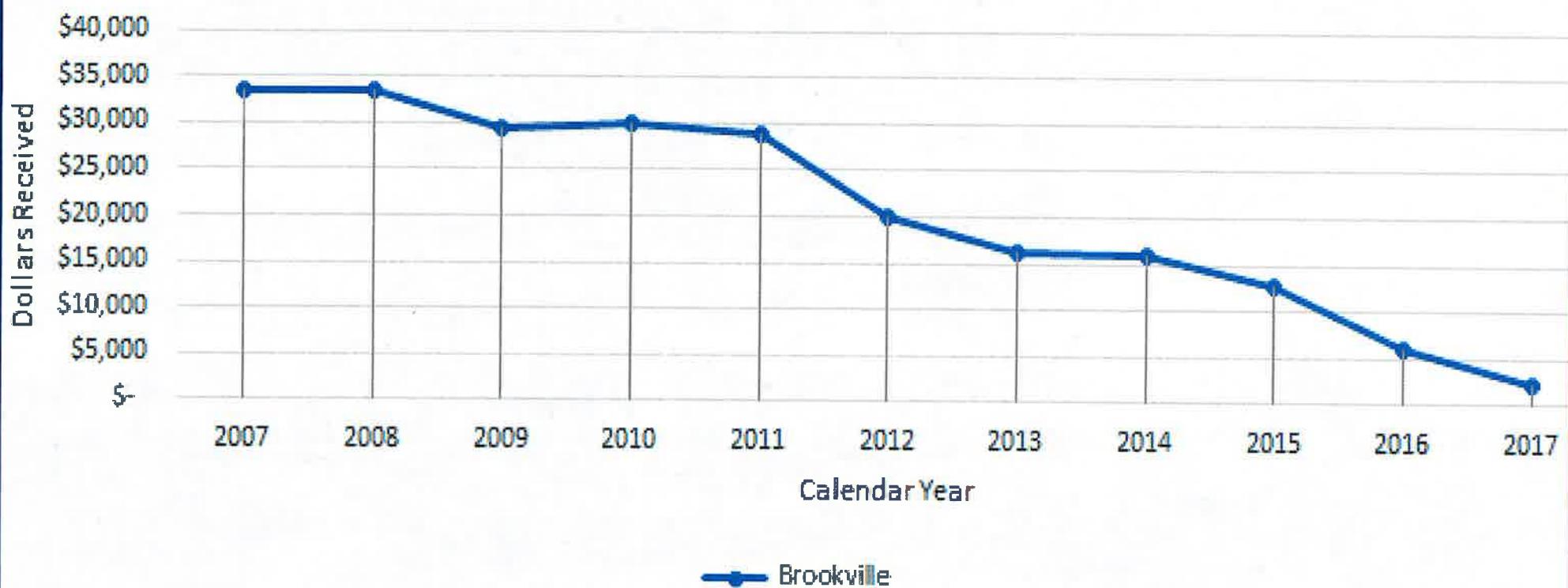
Contributing Trends

Declining Local Government Funds Received from Montgomery County
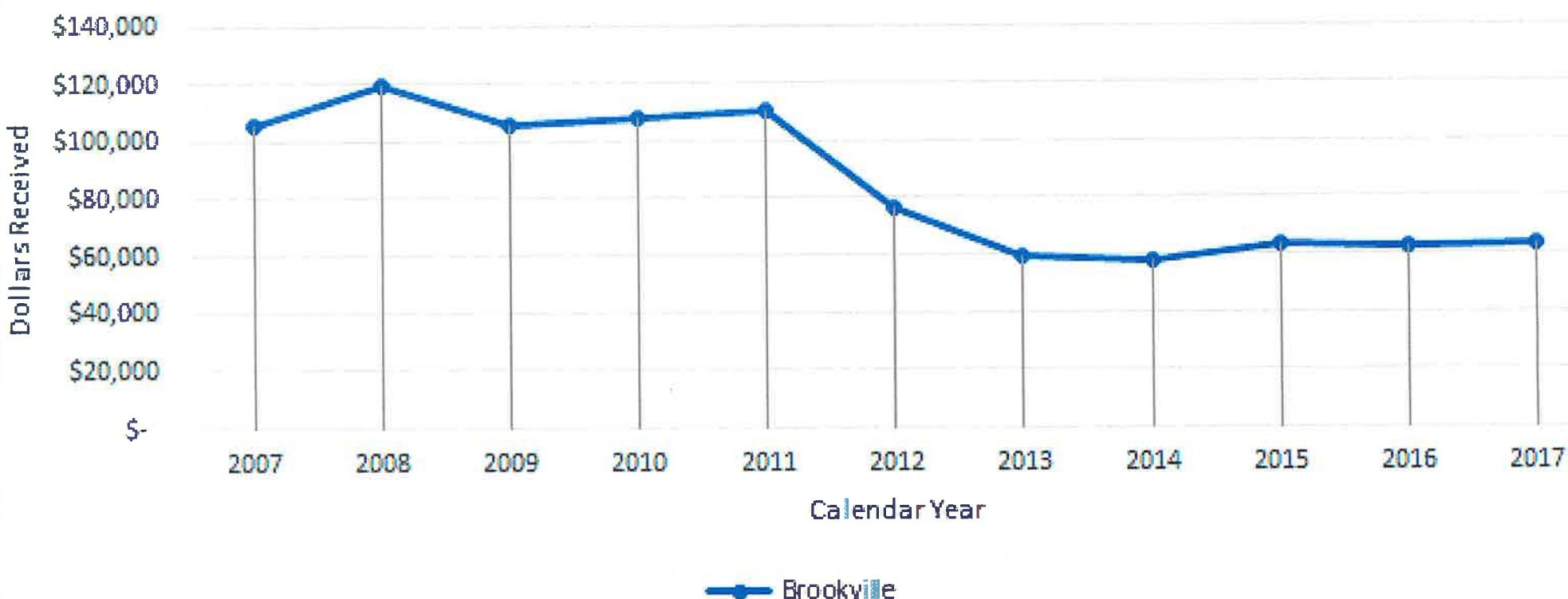
Contributing Trends

Estate Tax Revenue Ended 2014

Legend: Estate Tax Received By Brookville
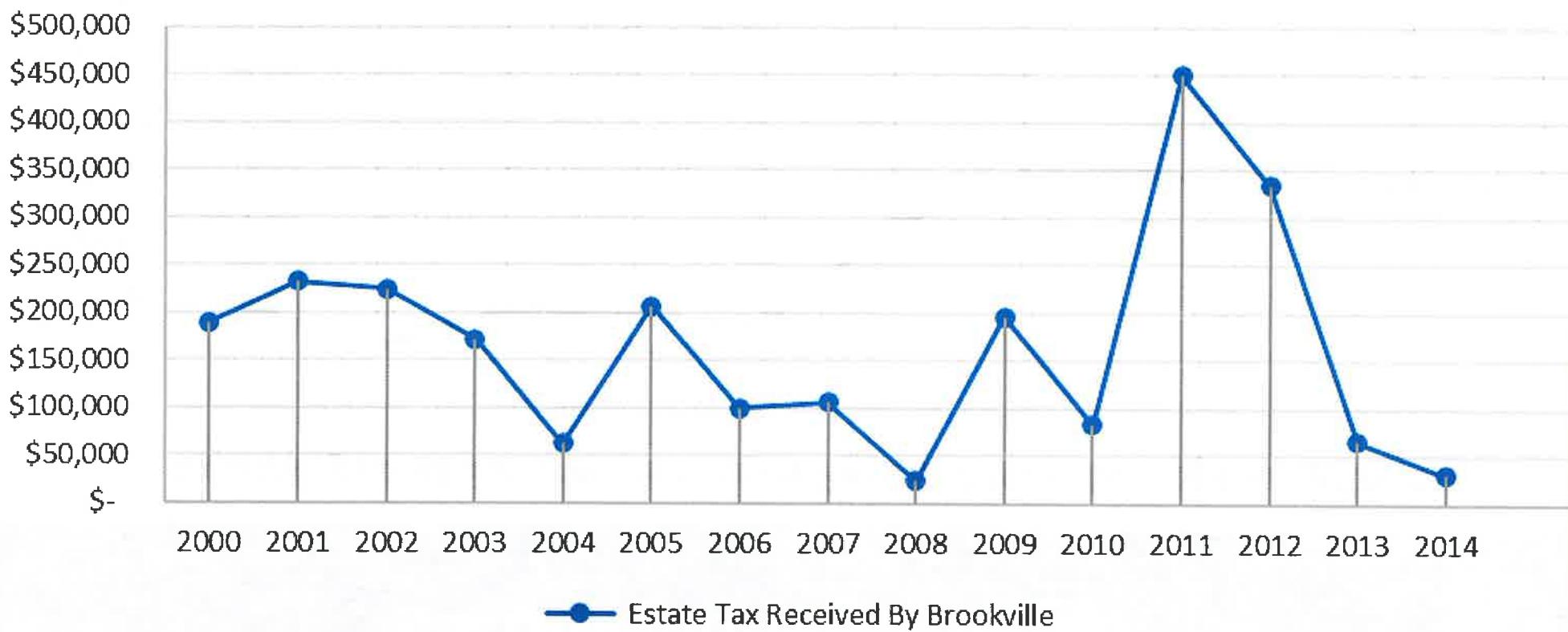
Conducting Focus Groups

- 3 Focus Groups

- Held at the Brookville Fire Station

- 17 participants

  - Ranged from short term to long term residents

- 4.5 hours of discussion

  - 1.5 hours for each session

City of Brookville Wants to Hear from You!

Choose a date and sign up now!

The City of Brookville has partnered with Wright State University Graduate Students to conduct group discussions with residents of Brookville. We would like to invite you to express your opinions to help the city determine priorities for the future.

What's in it for you?
- ❏ Help shape future decision making.
- ❏ Share your opinions on what the city has completed so far.
- ❏ Last between 60 to 90 minutes.
- ❏ Light meal and refreshments provided.

Group discussions are being held on the following dates:

MARCH 28th **MARCH 30th** **APRIL 3rd**
6:00 PM   10:00 AM   6:00 PM

RSVP by contacting Meghan at City Hall at **937-833-2135 (ext. 120)** or by emailing **holloway.38@wright.edu** to let us know which session is best for you. Additional information will be provided to those who express interest.

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Focus Group Findings

- Participants appreciate the school resource officer

- Generally approved of the level of services

- Eager to be more involved with City Council

Focus Group Findings

Theme 1: More methods of **communication** desired

Theme 2: More information shared from City to improve

transparency

Theme 3: Declining quality of some **services**

Theme 4: Need for **long-term planning**

Theme 5: **Economic development** & finances major concern

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Primary Recommendations

Communication & Transparency:

Revive the quarterly newsletter

Increase social media use

Audio/Visual recording of City Council meetings

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Primary Recommendations

Services

Evaluate services using performance based metrics

Consider contracting with local businesses for brush drop-off

Primary Recommendations

Planning

Consider long-term plan to address:
- Capital improvement projects
- City services

Utilize "Blue Ribbon Committee", WSU or MVRPC to create strategic plan in an cost-conscious manner

Conduct a community survey

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Primary Recommendations

Economic Development & Diversifying Revenue

Advertise commercial properties more broadly

Connect more with local businesses

Consideration of future tax levy

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Acknowledgements

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