

Marketing and Outreach Engagement Report – FY26 Budget Input Campaign

The City of Hampton’s Marketing and Outreach Department played a key role in promoting public participation in the FY26 budget input process through the city’s annual “I Value” campaign. Using a mix of digital outreach, direct mail, and in-person events, the department effectively raised awareness, educated residents, and encouraged meaningful engagement.

Social Media Engagement

Marketing and Outreach leveraged social media—especially Facebook—to connect with residents and promote budget input opportunities:

- **Consistently Strong Engagement:** All budget-related Facebook posts performed within or above the industry benchmark for engagement.
- **Top Performer:** The *Facebook LIVE I Value session* with City Manager Mary Bunting achieved a remarkable 31% engagement rate—the highest of the campaign.
- **Boosted Post Results:** A boosted post reached a 6% engagement rate and was shared 58 times.
- **Facebook Video Reach:**
 - *Budget 101 reel* on Facebook: 870 views
 - Facebook Live Budget Chat: 3158 views (46 viewers live), 242 comments/likes
- **Year-over-Year Growth:** Facebook engagement was up 21% compared to the same period last year.

E-News

The “I Value” campaign was prominently featured in the city’s daily e-newsletter to deliver timely reminders and encourage participation:

- **Banner Presence:** The “I Value” banner appeared from March 3–24, evolving from general promotion to specific events and survey deadlines.
- **Messeges Sent:**
 - Feb. 27 - presented the I Value schedule and linked to the news flash.
 - March 13 - Reminder that the I Value campaign started the following week.
 - March 17 - I Value at the Aquaplex tomorrow
 - March 18 - I Value at the Aquaplex tonight
 - March 20 - I Value on Facebook Live tonight
 - March 21 - I Value at American Theatre tomorrow
 - March 24 - I Value online survey ends tomorrow

- **Open Rates and Engagement:** These seven e-newsletters were opened a combined total of **16,128 times**. “I Value” was either the lead or second item in every edition.

- **Survey Participation:** 541 residents completed the online survey via links provided in the e-newsletter.

Website and Video Engagement

- The dedicated *I Value FY26 Campaign* page received **692 visits** in the two weeks leading up to the end of the campaign.

- The *Budget 101 explainer video* featuring the city manager received **504 views** on YouTube.

In-Person Polling Events

- Hampton Aquaplex: 36 poll takers (40 in attendance)

- American Theatre: 20 poll takers (39 in attendance)

Direct Mail Outreach

- **Postcard Distribution:** A total of **59,380 postcards** were mailed to Hampton residences (including houses and apartments), ensuring broad coverage of the community. **Cost:** \$17,948.27

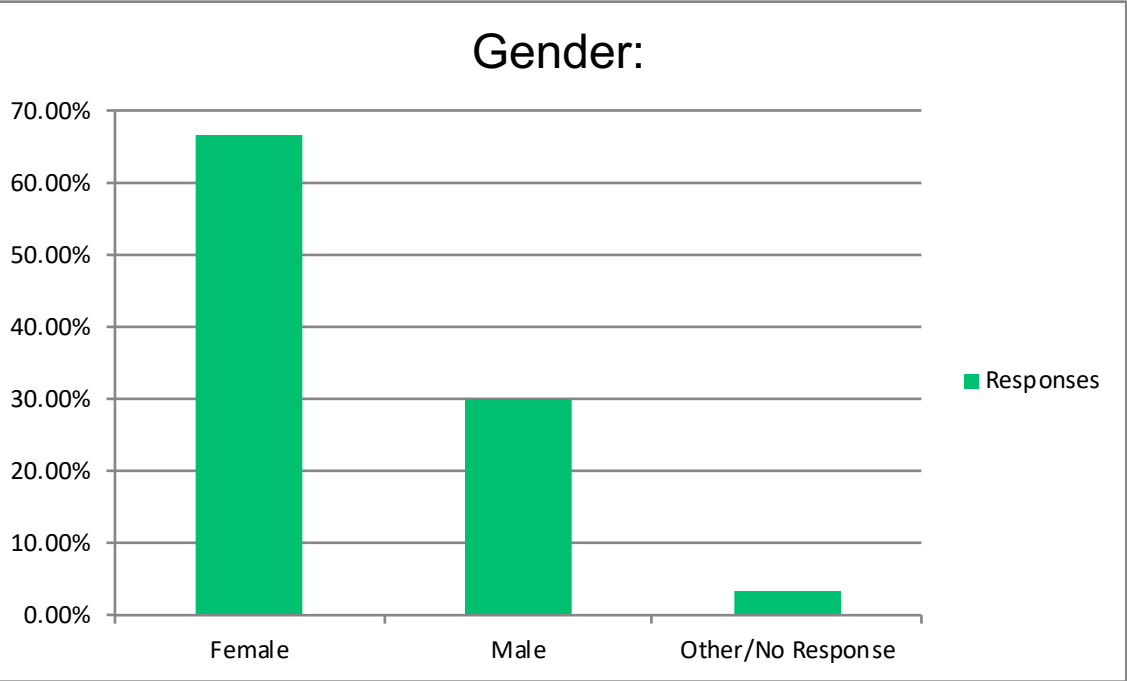
Summary

The FY26 “I Value” campaign reached residents across multiple platforms, combining digital engagement, direct communication, and in-person interaction. Marketing and Outreach’s efforts contributed to higher-than-average social media engagement, strong e-news open rates, and a steady stream of residents participating in the online survey. The success of this multifaceted campaign demonstrates the value of a comprehensive outreach strategy in fostering civic involvement.

FY26 I Value Budget Input Survey

Gender:

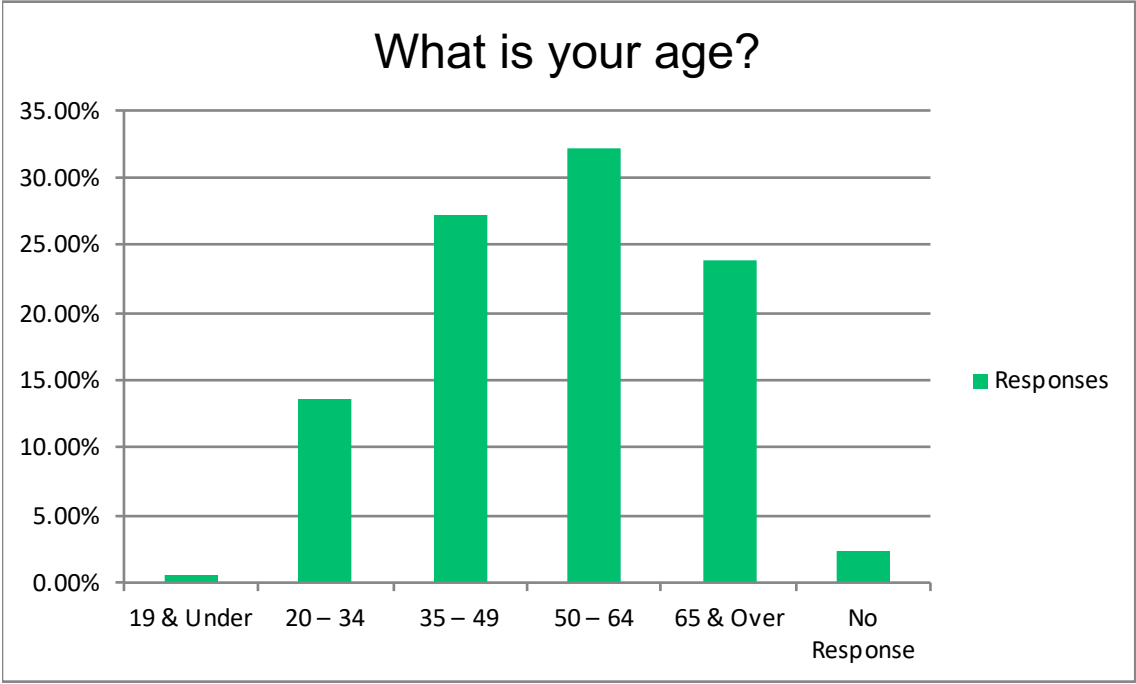
Answer Choices	Responses	
Female	66.58%	737
Male	30.08%	333
Other/No Response	3.34%	37
Answered		1107
Skipped		17



FY26 I Value Budget Input Survey

What is your age?

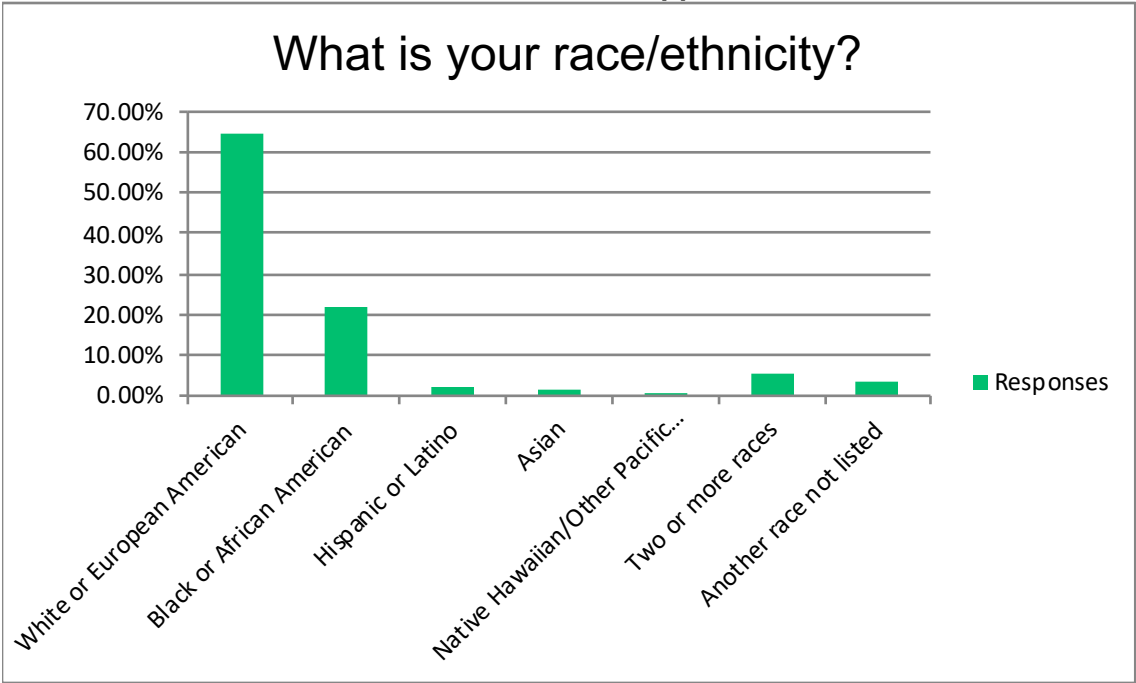
Answer Choices	Responses	
19 & Under	0.54%	6
20 – 34	13.67%	152
35 – 49	27.34%	304
50 – 64	32.10%	357
65 & Over	23.92%	266
No Response	2.43%	27
Answered		1112
Skipped		11



FY26 I Value Budget Input Survey

What is your race/ethnicity?

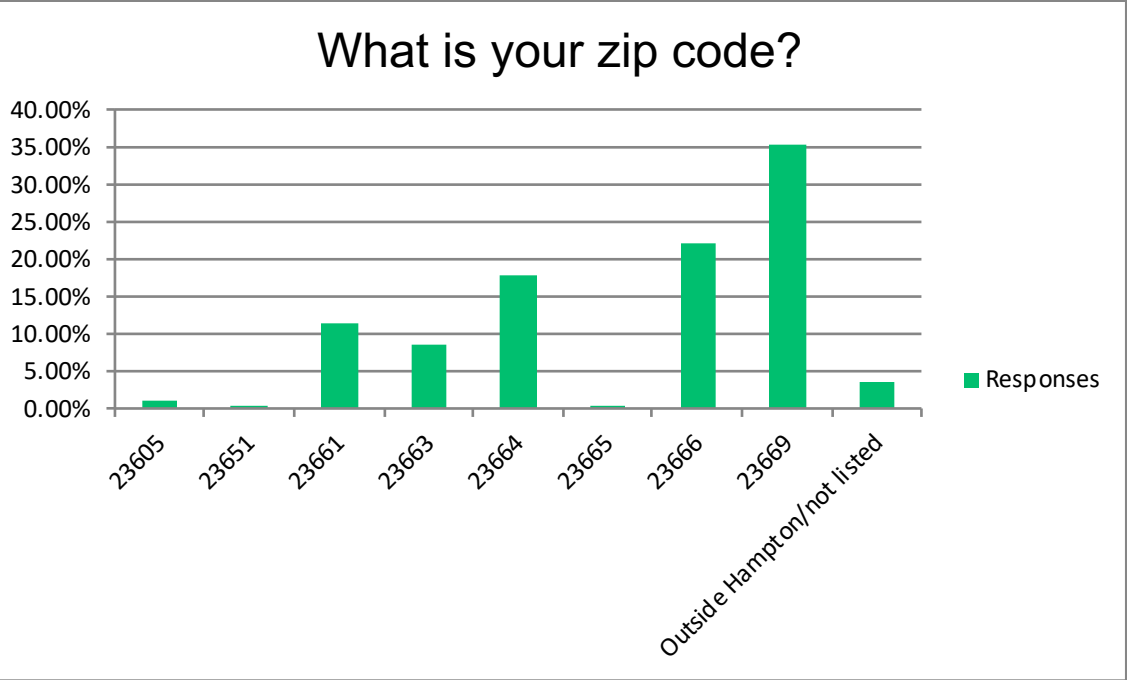
Answer Choices	Responses	
White or European American	64.92%	718
Black or African American	21.97%	243
Hispanic or Latino	2.44%	27
Asian	1.81%	20
Native Hawaiian/Other Pacific Islander	0.27%	3
Two or more races	5.33%	59
Another race not listed	3.25%	36
Answered		1106
Skipped		12



FY26 I Value Budget Input Survey

What is your zip code?

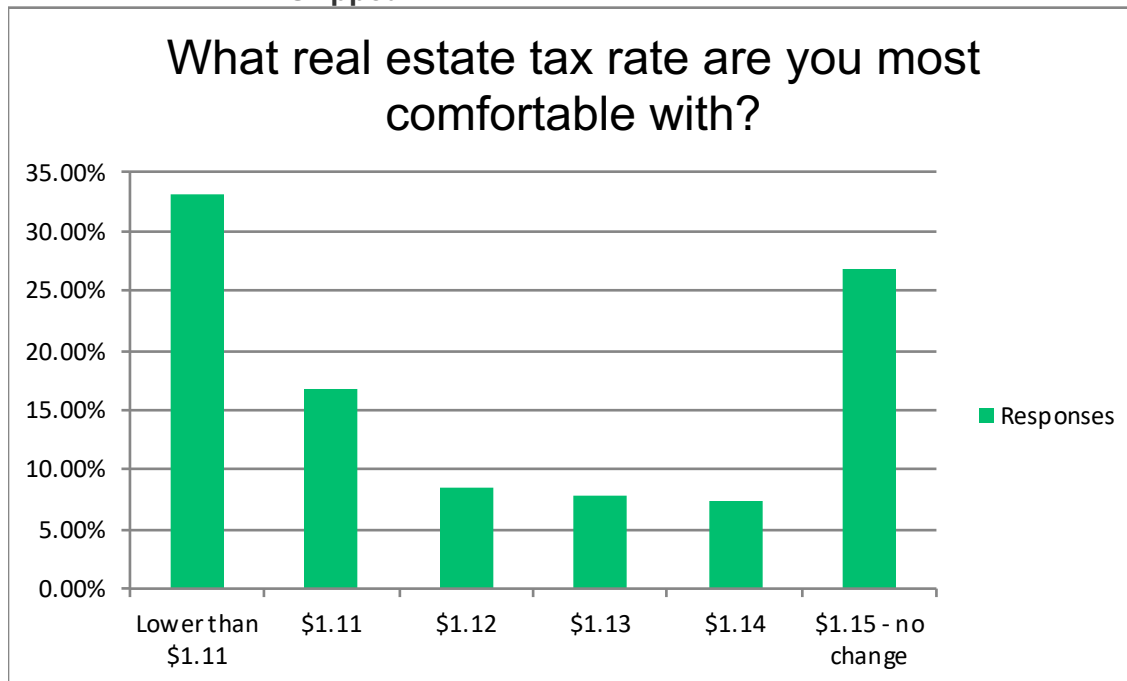
Answer Choices	Responses	
23605	0.98%	11
23651	0.35%	4
23661	11.35%	128
23663	8.51%	96
23664	17.64%	199
23665	0.09%	1
23666	22.16%	250
23669	35.28%	398
Outside Hampton/not listed	3.63%	41
Answered		1128
Skipped		1



FY26 I Value Budget Input Survey

What real estate tax rate are you most comfortable with?

Answer Choices	Responses	
Lower than \$1.11	33.10%	338
\$1.11	16.65%	170
\$1.12	8.42%	86
\$1.13	7.84%	80
\$1.14	7.25%	74
\$1.15 - no change	26.74%	273
Answered		1021
Skipped		7

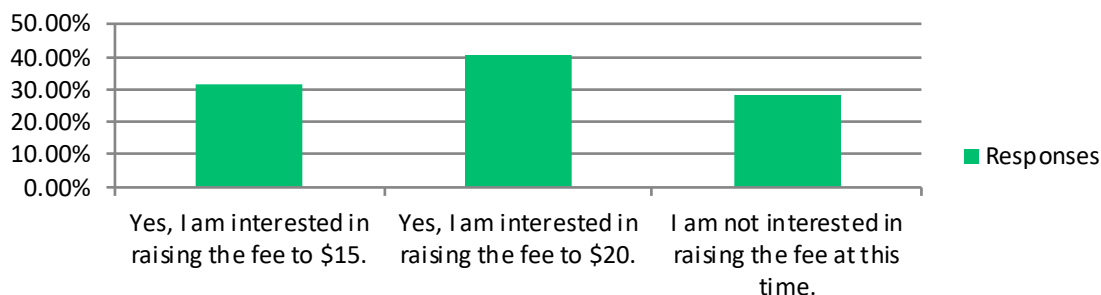


FY26 I Value Budget Input Survey

As recommended by the Courts, are you interested in raising the Courthouse Security Fee in support of personnel, equipment, and other personal property used in connection with courthouse security? The fee is only charged to those convicted of a violation to a statue or ordinance.

Answer Choices	Responses	
Yes, I am interested in raising the fee to \$15.	31.41%	310
Yes, I am interested in raising the fee to \$20.	40.53%	400
I am not interested in raising the fee at this time.	28.06%	277
Answered		987
Skipped		3

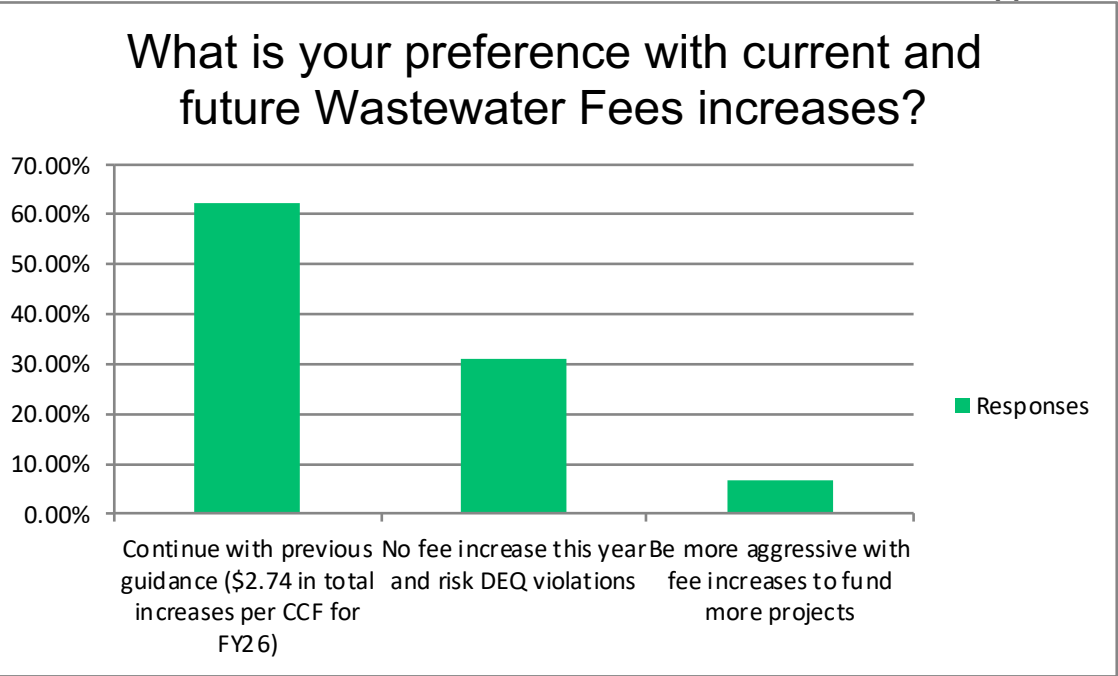
As recommended by the Courts, are you interested in raising the Courthouse Security Fee in support of personnel, equipment, and other personal property used in connection with courthouse security? The fee is only charged to...



FY26 I Value Budget Input Survey

What is your preference with current and future Wastewater Fees increases?

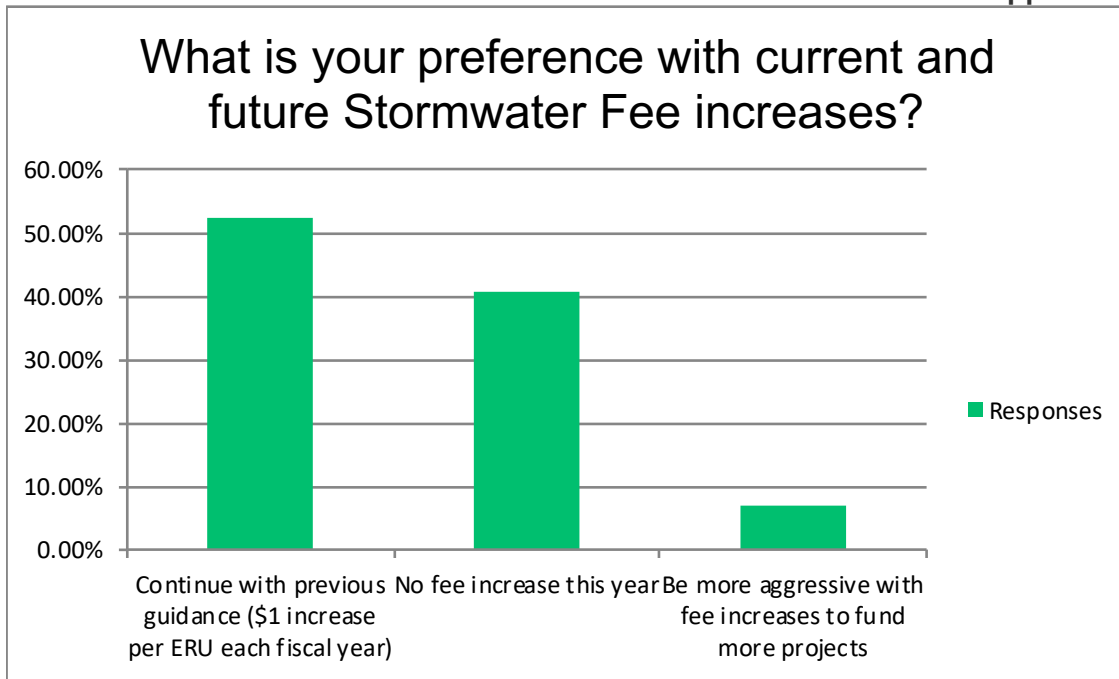
Answer Choices	Responses	
Continue with previous guidance (\$2.74 in total increases per CCF for FY26)	62.10%	580
No fee increase this year and risk DEQ violations	31.05%	290
Be more aggressive with fee increases to fund more projects	6.85%	64
Answered		934
Skipped		2



FY26 I Value Budget Input Survey

What is your preference with current and future Stormwater Fee increases?

Answer Choices	Responses	
Continue with previous guidance (\$1 increase per ERU each fiscal year)	52.44%	473
No fee increase this year	40.47%	365
Be more aggressive with fee increases to fund more projects	7.10%	64
Answered		902
Skipped		2

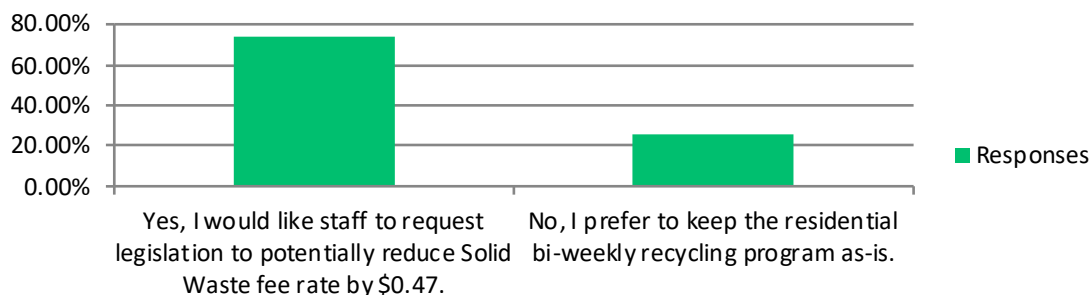


FY26 I Value Budget Input Survey

Staff recommends requesting legislation modifications to the overall recycling definition, as Hampton may have an opportunity to reduce costs by processing our recycling materials at the Hampton Steam Plant (Waste to Energy). This legislative change could reduce future weekly rate to residents by \$0.47 - or \$1.1 million. What option do you prefer?

Answer Choices	Responses	
Yes, I would like staff to request legislation to potentially reduce Solid Waste fee rate by \$0.47.	74.07%	617
No, I prefer to keep the residential bi-weekly recycling program as-is.	25.93%	216
	Answered	833
	Skipped	12

Staff recommends requesting legislation modifications to the overall recycling definition, as Hampton may have an opportunity to reduce costs by processing our recycling materials at the Hampton Steam Plant (Waste to Energy). This...



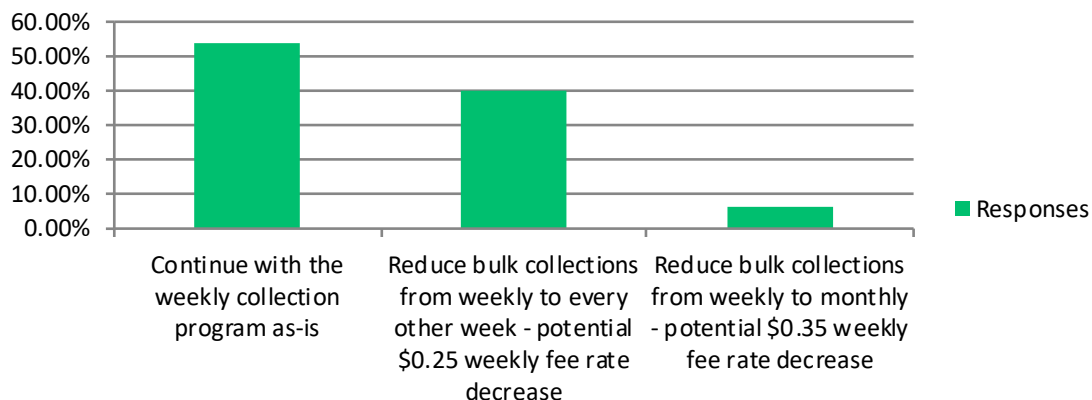
FY26 I Value Budget Input Survey

There are potential costs savings if Bulk Waste collections are reduced.

What is your preference with Bulk Waste collection?

Answer Choices	Responses	
Continue with the weekly collection program as-is	53.60%	454
Reduce bulk collections from weekly to every other week - potential \$0.25 weekly fee rate decrease	39.79%	337
Reduce bulk collections from weekly to monthly - potential \$0.35 weekly fee rate decrease	6.61%	56
	Answered	847
	Skipped	5

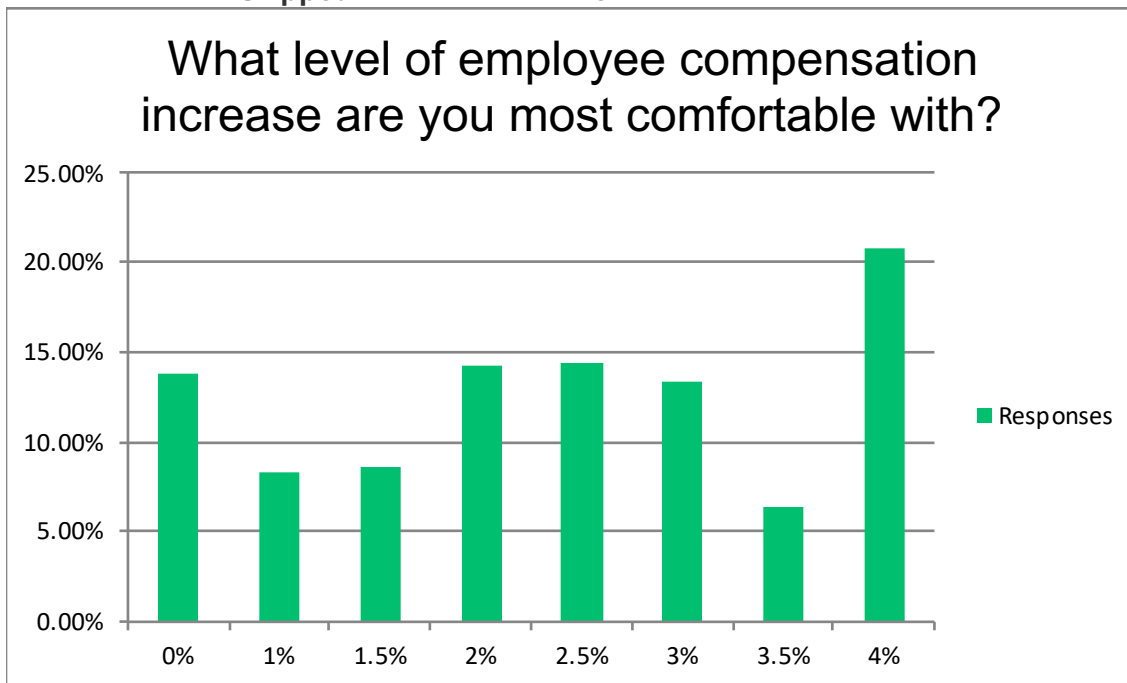
There are potential costs savings if Bulk Waste collections are reduced. What is your preference with Bulk Waste collection?



FY26 I Value Budget Input Survey

What level of employee compensation increase are you most comfortable with?

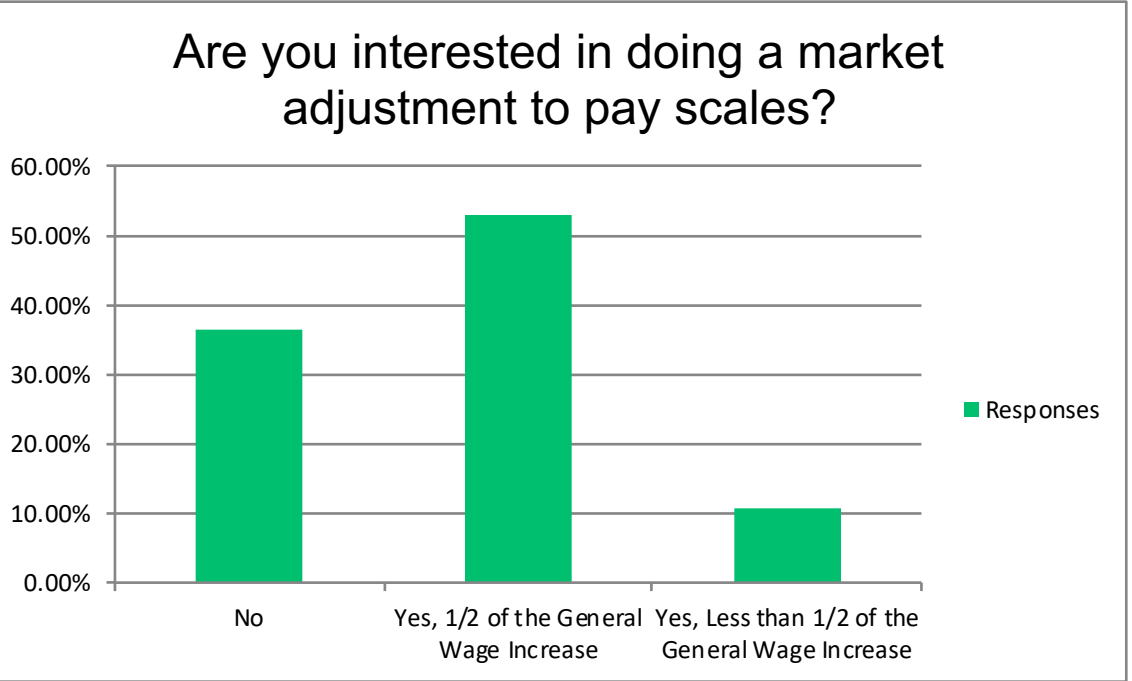
Answer Choices	Responses	
0%	13.78%	108
1%	8.29%	65
1.5%	8.67%	68
2%	14.29%	112
2.5%	14.41%	113
3%	13.39%	105
3.5%	6.38%	50
4%	20.79%	163
Answered		784
Skipped		15



FY26 I Value Budget Input Survey

Are you interested in doing a market adjustment to pay scales?

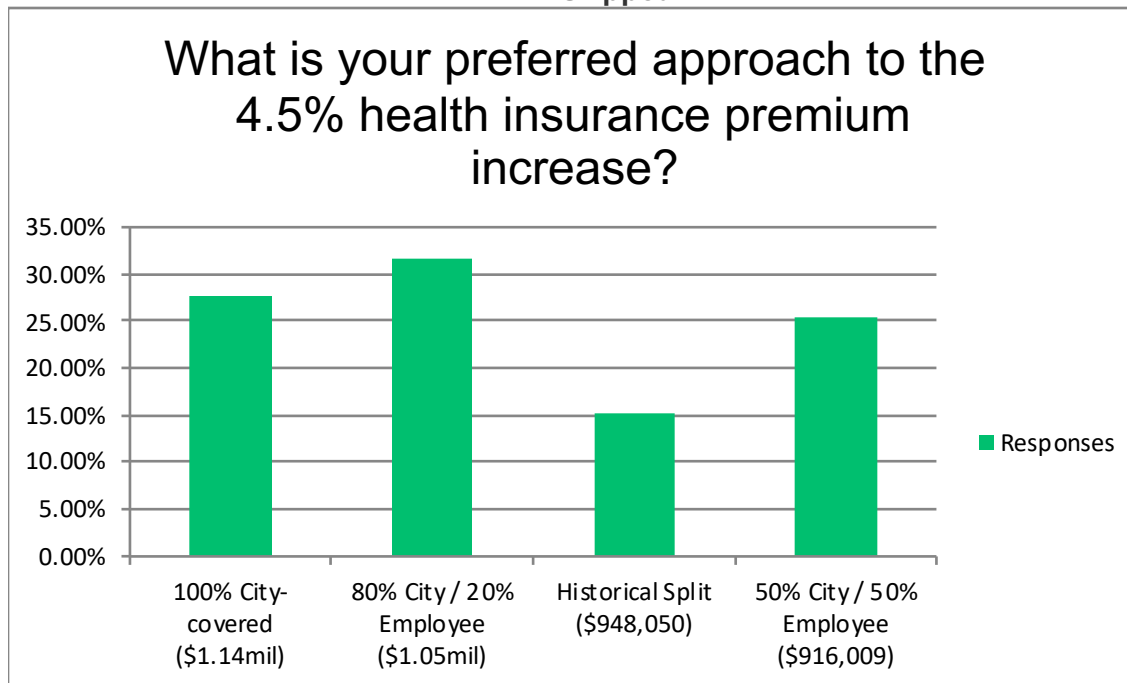
Answer Choices	Responses	
No	36.40%	281
Yes, 1/2 of the General Wage Increase	52.98%	409
Yes, Less than 1/2 of the General Wage Increase	10.62%	82
Answered		772
Skipped		21



FY26 I Value Budget Input Survey

What is your preferred approach to the 4.5% health insurance premium increase?

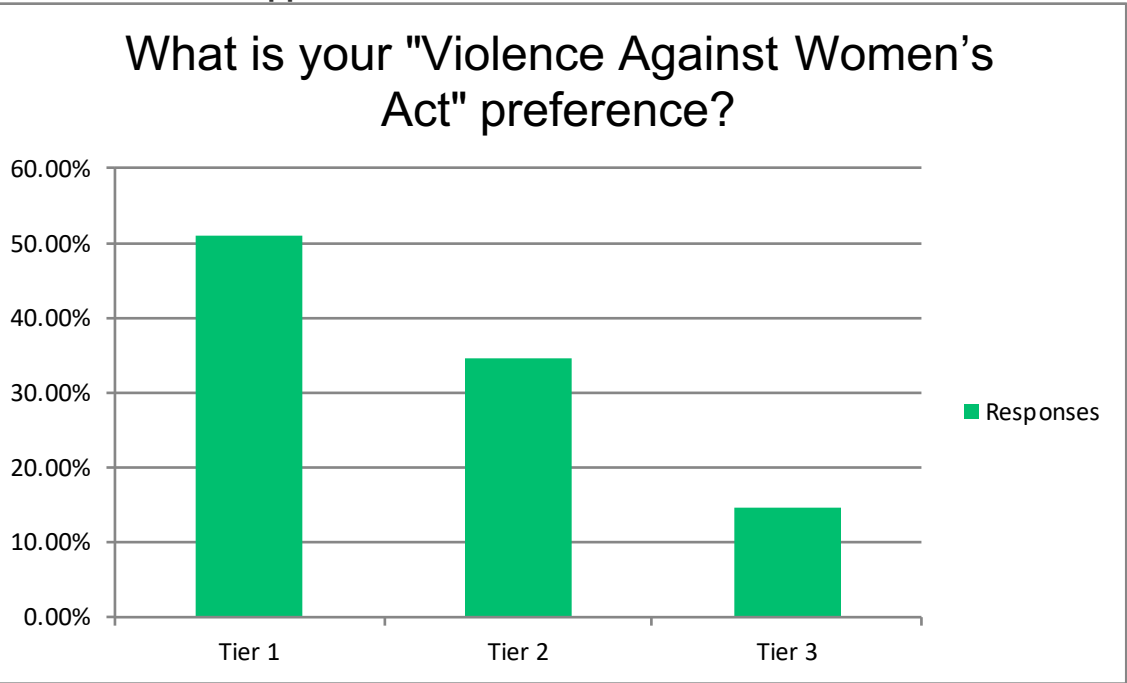
Answer Choices	Responses	
100% City-covered (\$1.14mil)	27.69%	221
80% City / 20% Employee (\$1.05mil)	31.70%	253
Historical Split (\$948,050)	15.29%	122
50% City / 50% Employee (\$916,009)	25.31%	202
Answered	798	
Skipped	4	



FY26 I Value Budget Input Survey

What is your "Violence Against Women's Act" preference?

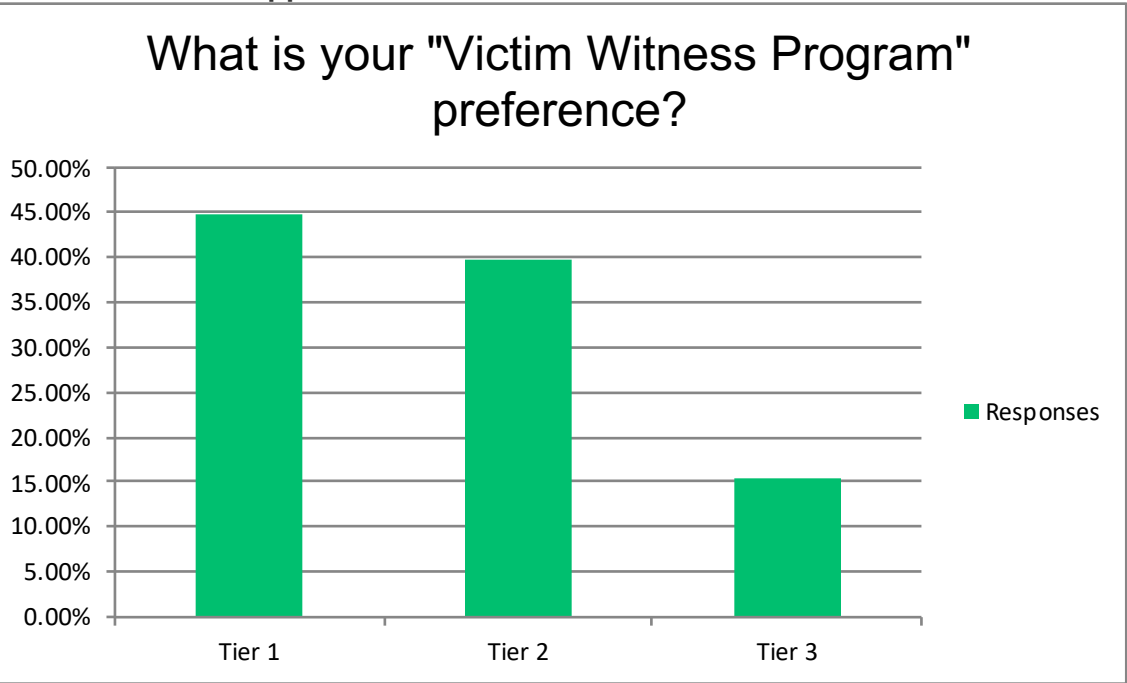
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	50.92%	358	2	716	959
Tier 2	34.57%	243	1	243	
Tier 3	14.51%	102			
Answered		703			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "Victim Witness Program" preference?

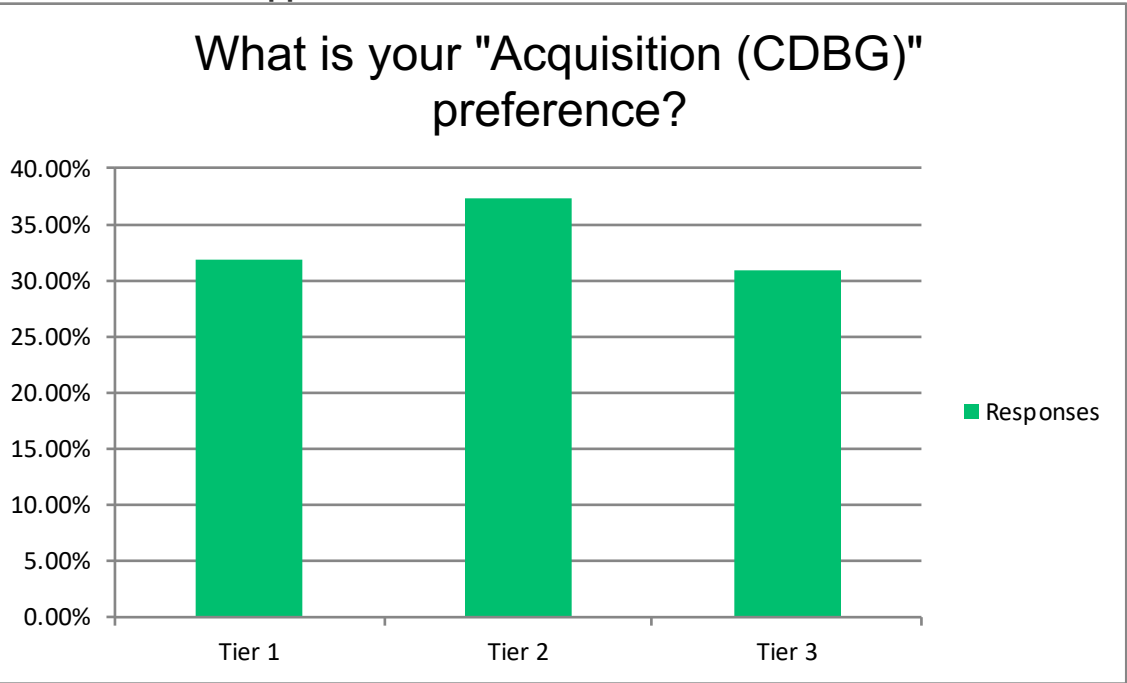
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	44.85%	318	2	636	918
Tier 2	39.77%	282	1	282	
Tier 3	15.37%	109			
Answered		709			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Acquisition (CDBG)" preference?

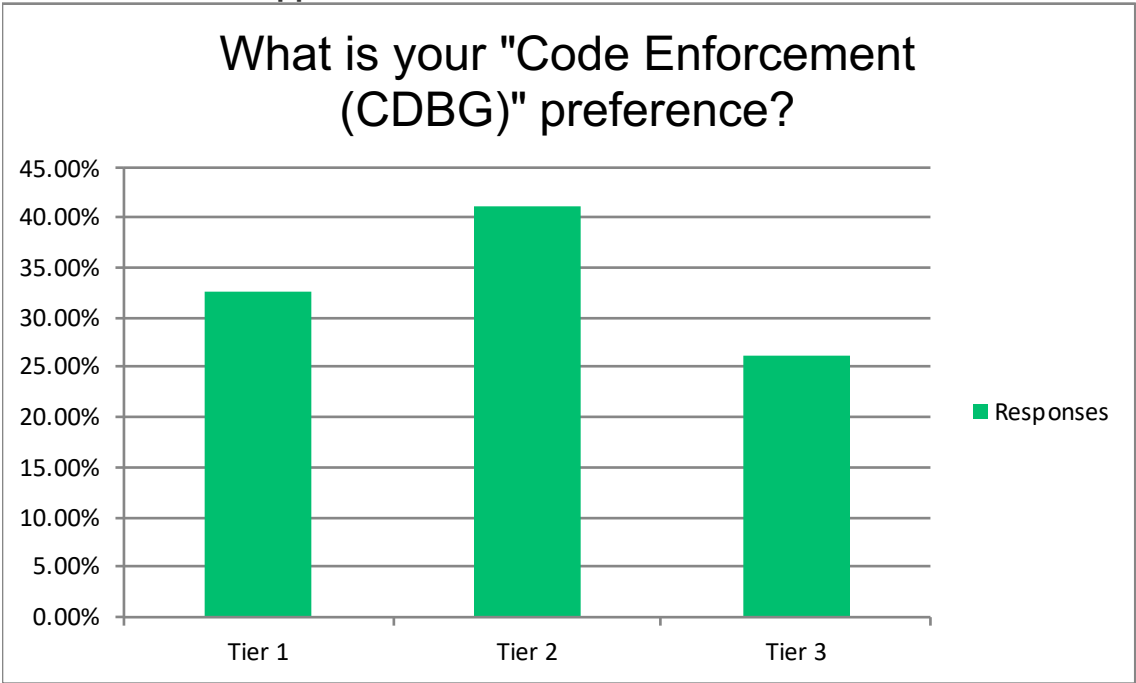
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	31.82%	225	2	450	713
Tier 2	37.20%	263	1	263	
Tier 3	30.98%	219			
Answered		707			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Code Enforcement (CDBG)" preference?

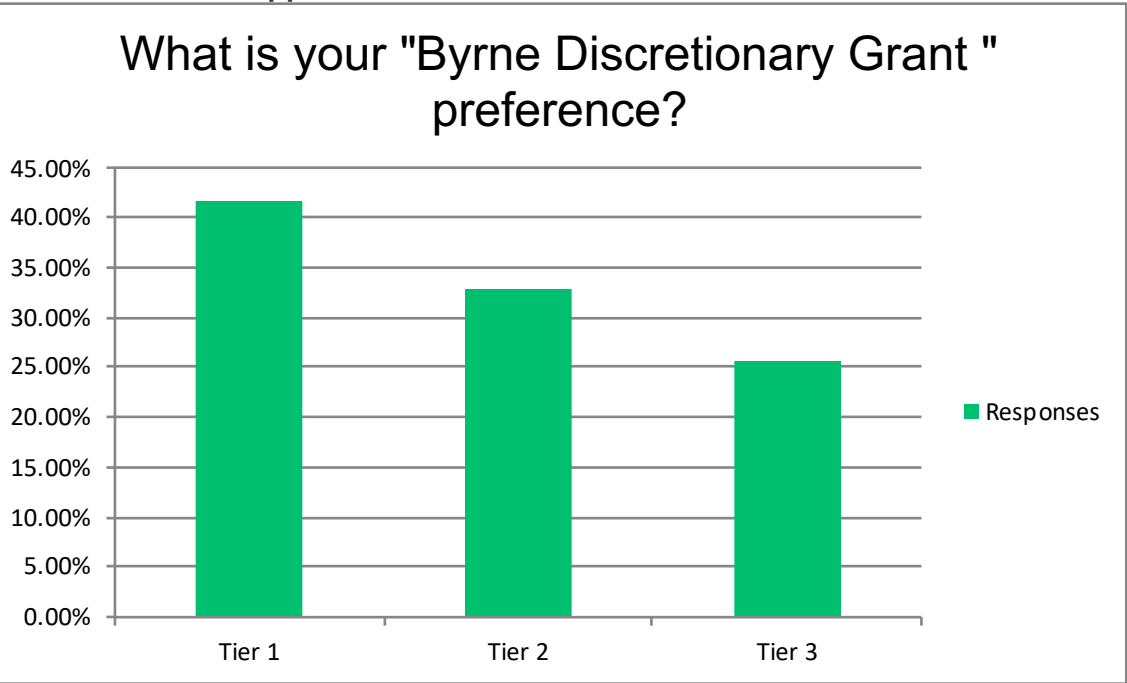
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	32.52%	228	2	456	745
Tier 2	41.23%	289	1	289	
Tier 3	26.25%	184			
Answered		701			
Skipped		12			



FY26 I Value Budget Input Survey

What is your "Byrne Discretionary Grant " preference?

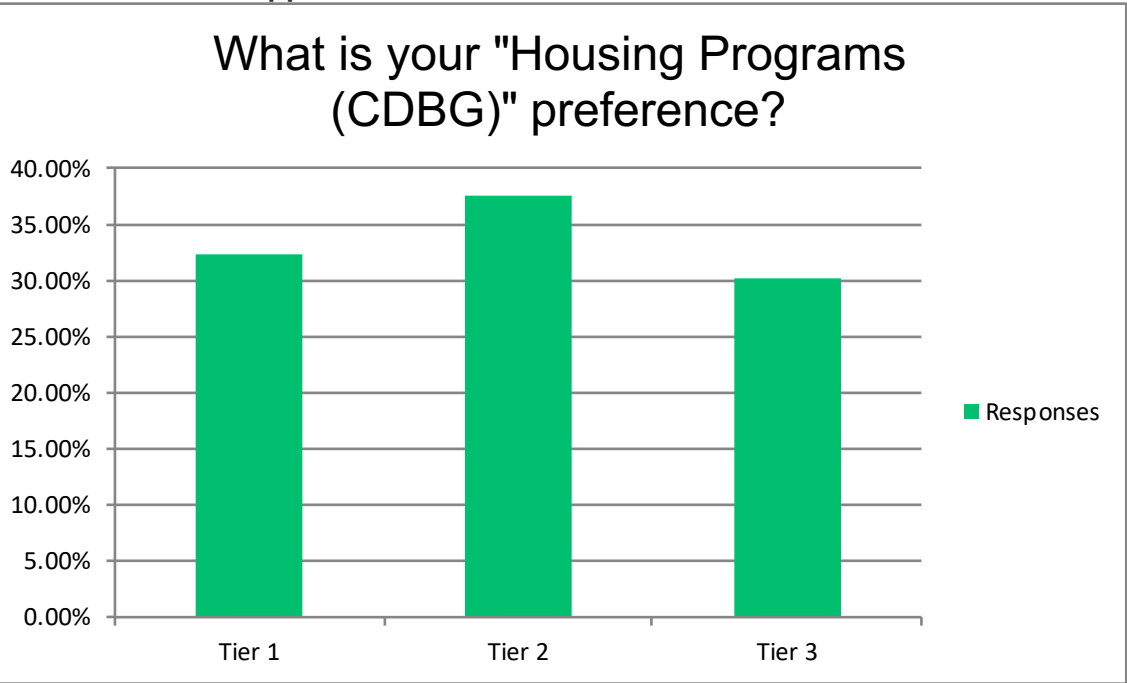
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	41.70%	294	2	588	819
Tier 2	32.77%	231	1	231	
Tier 3	25.53%	180			
Answered		705			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "Housing Programs (CDBG)" preference?

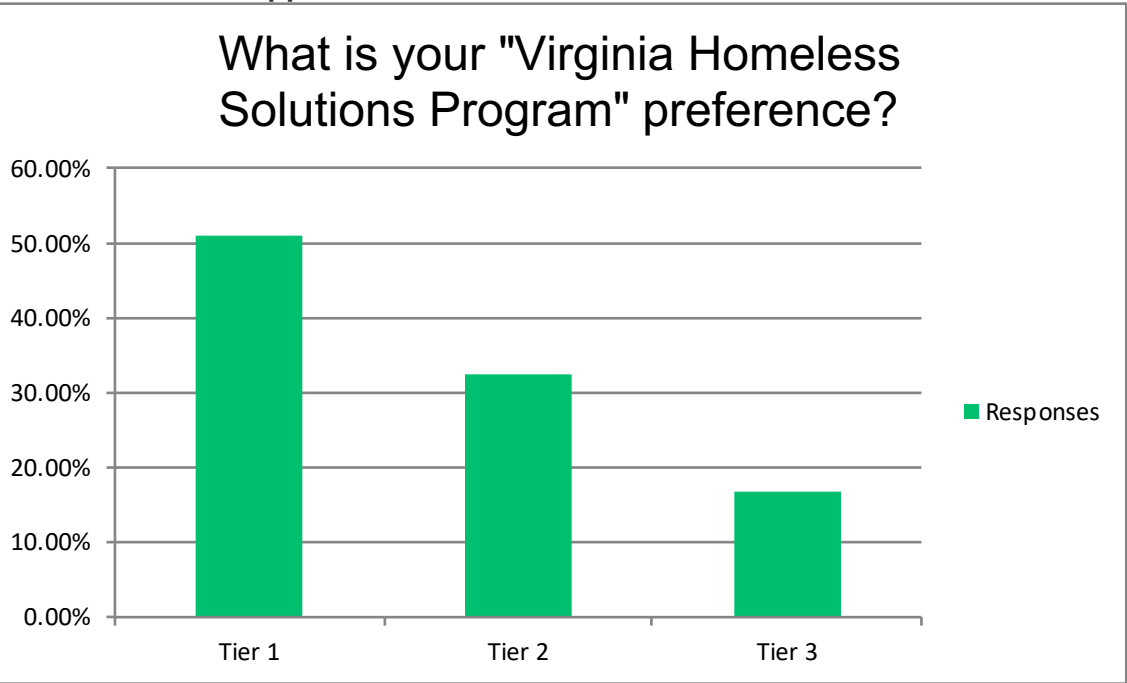
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	32.34%	229	2	458	724
Tier 2	37.57%	266	1	266	
Tier 3	30.08%	213			
Answered		708			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Virginia Homeless Solutions Program" preference?

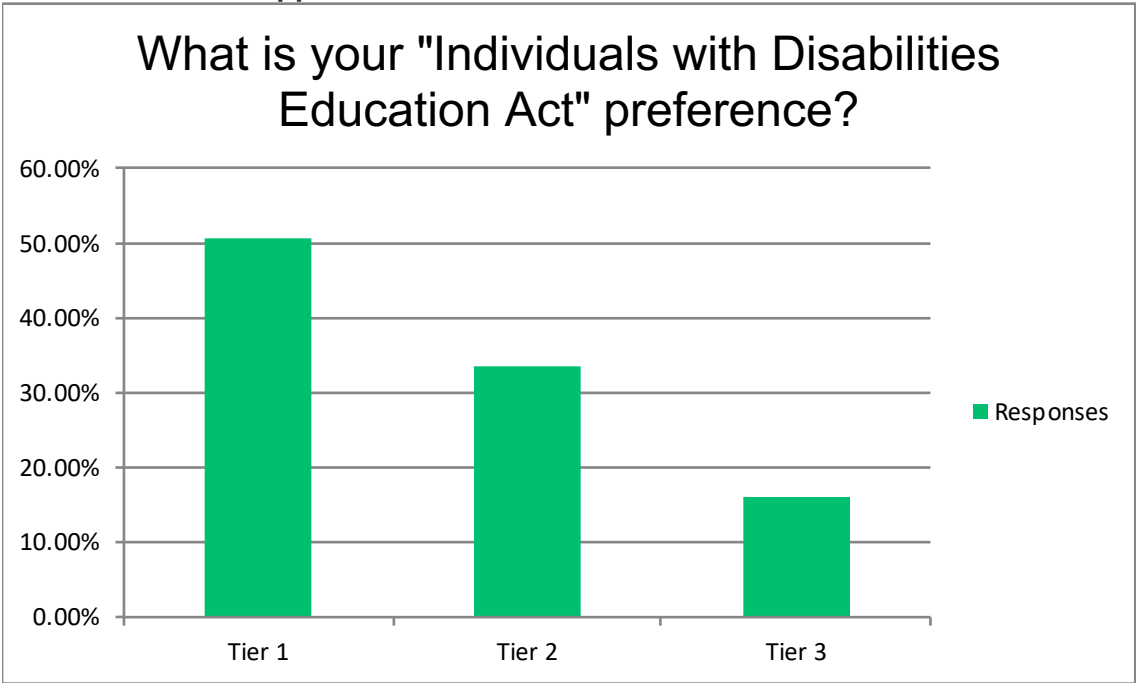
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	50.85%	361	2	722	953
Tier 2	32.54%	231	1	231	
Tier 3	16.62%	118			
Answered		710			
Skipped		9			



FY26 I Value Budget Input Survey

What is your "Individuals with Disabilities Education Act" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	50.71%	357	2	714	949
Tier 2	33.38%	235	1	235	
Tier 3	15.91%	112			
Answered		704			
Skipped		9			

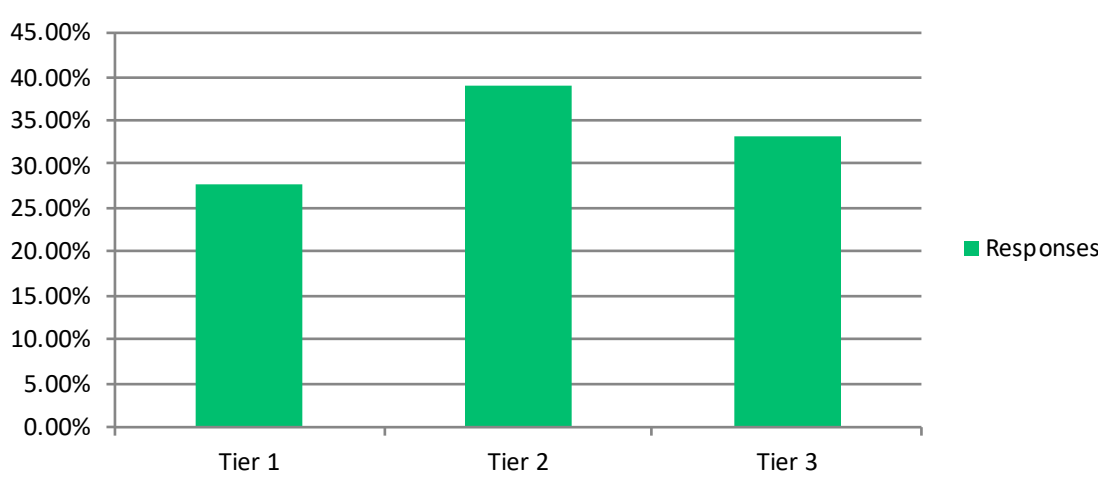


FY26 I Value Budget Input Survey

What is your "Housing Services (Community Development Block Grant)"

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	27.74%	195	2	390	664
Tier 2	38.98%	274	1	274	
Tier 3	33.29%	234			
Answered		703			
Skipped		9			

What is your "Housing Services
(Community Development Block Grant)"
preference?

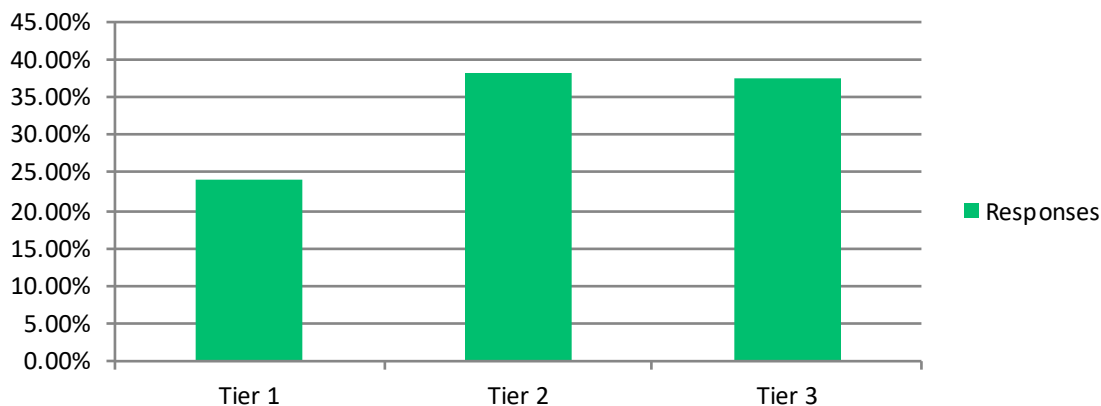


FY26 I Value Budget Input Survey

What is your "Community Development Planning and Grant Administration

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	24.18%	170	2	340	610
Tier 2	38.41%	270	1	270	
Tier 3	37.41%	263			
Answered		703			
Skipped		12			

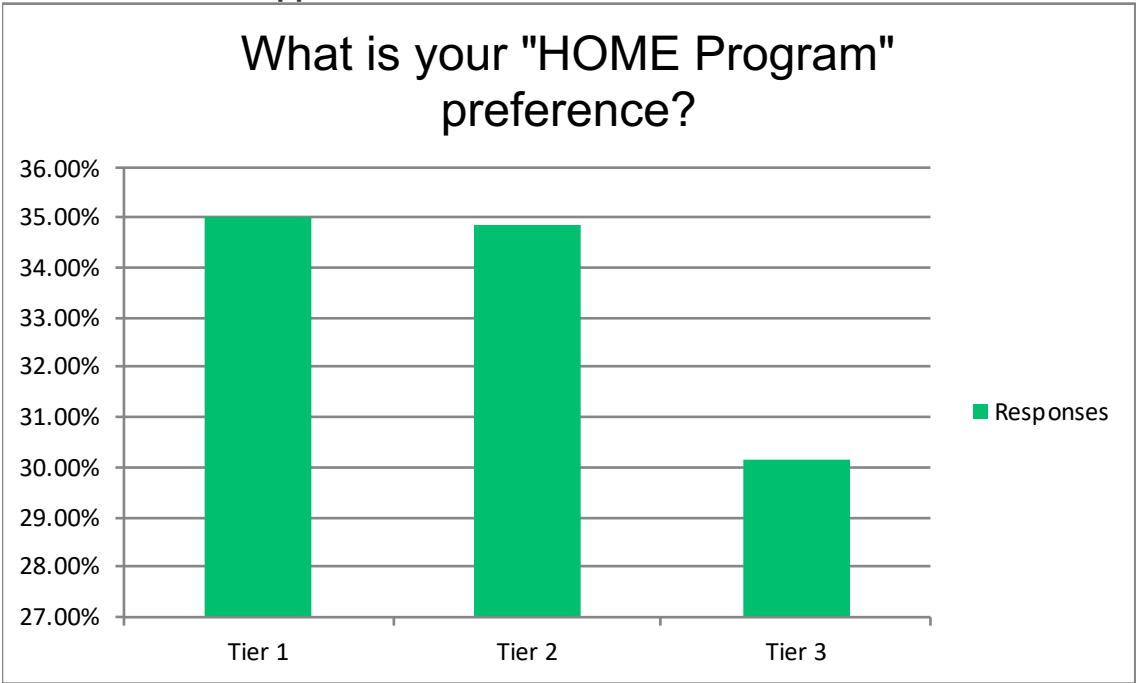
What is your "Community Development Planning and Grant Administration (Community Development Block Grant)" preference?



FY26 I Value Budget Input Survey

What is your "HOME Program" preference?

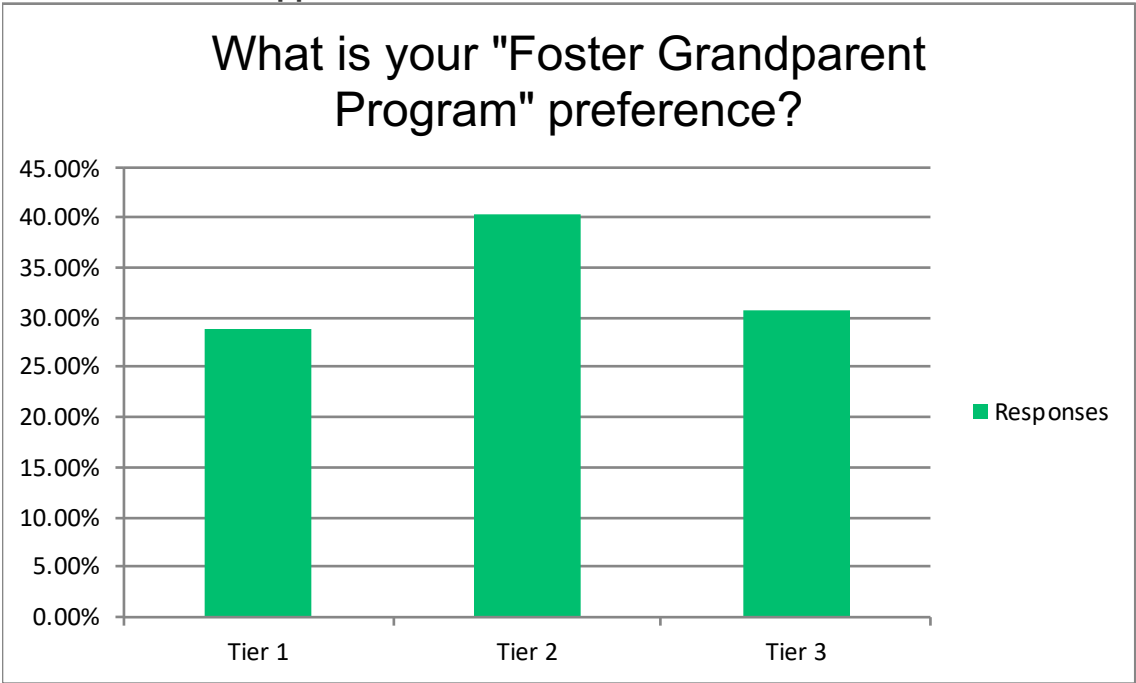
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	34.99%	247	2	494	740
Tier 2	34.84%	246	1	246	
Tier 3	30.17%	213			
Answered		706			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Foster Grandparent Program" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	28.98%	204	2	408	691
Tier 2	40.20%	283	1	283	
Tier 3	30.82%	217			
Answered		704			
Skipped		11			

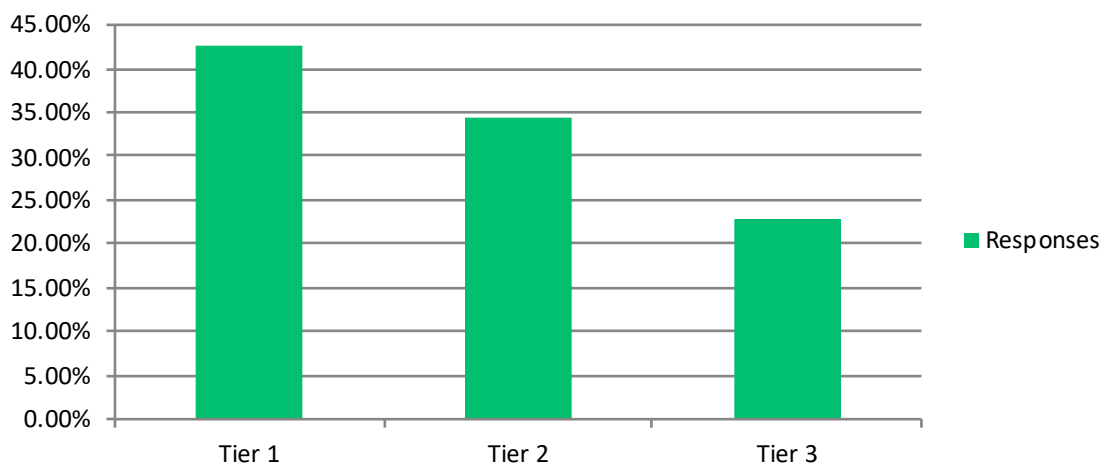


FY26 I Value Budget Input Survey

What is your "Maternal, Infant and Early Childhood Home Visiting Program"

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	42.59%	299	2	598	840
Tier 2	34.47%	242	1	242	
Tier 3	22.93%	161			
Answered		702			
Skipped		11			

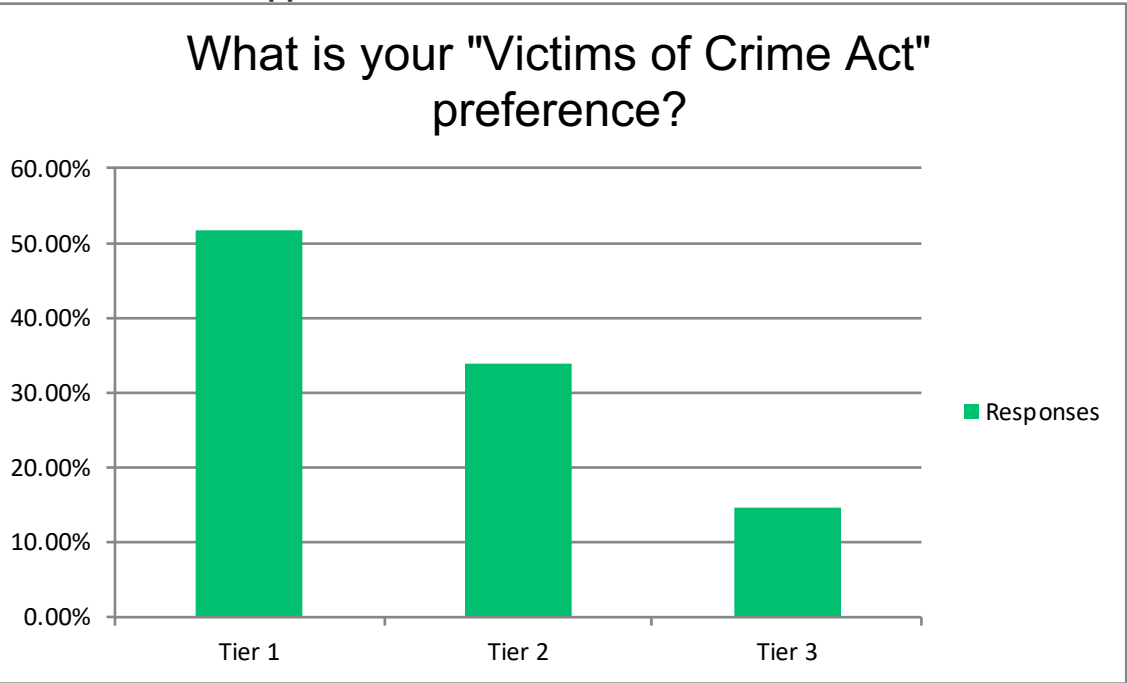
What is your "Maternal, Infant and Early Childhood Home Visiting Program" preference?



FY26 I Value Budget Input Survey

What is your "Victims of Crime Act" preference?

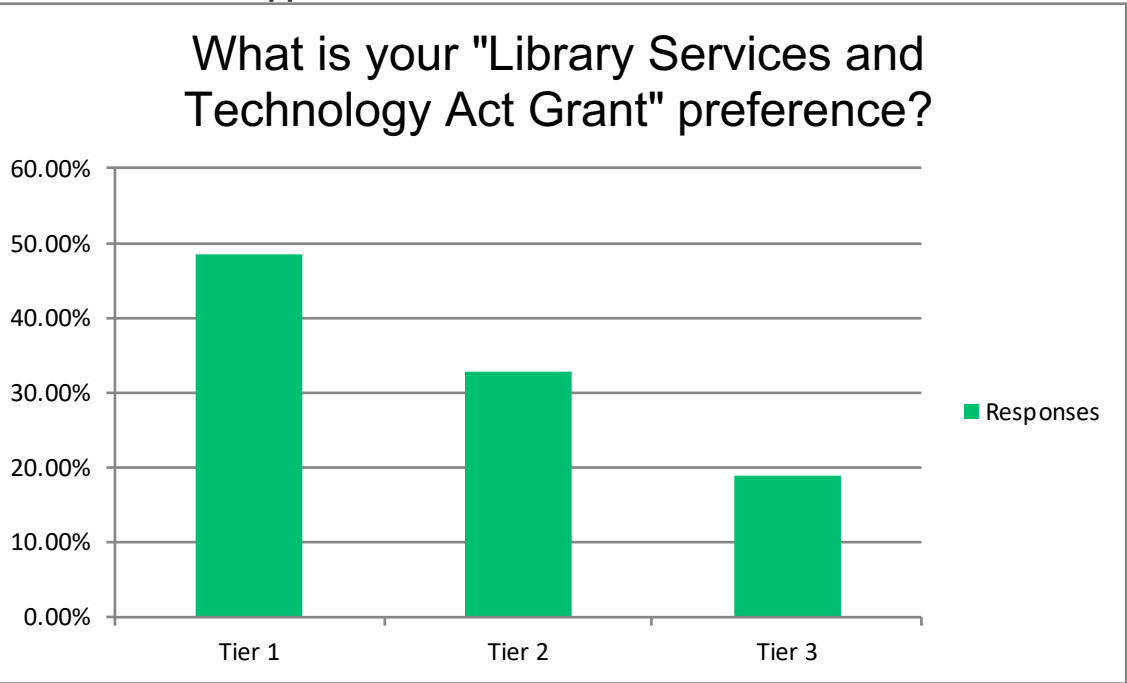
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	51.63%	364	2	728	967
Tier 2	33.90%	239	1	239	
Tier 3	14.47%	102			
Answered		705			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "Library Services and Technology Act Grant" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	48.52%	345	2	690	922
Tier 2	32.63%	232	1	232	
Tier 3	18.85%	134			
Answered		711			
Skipped		5			

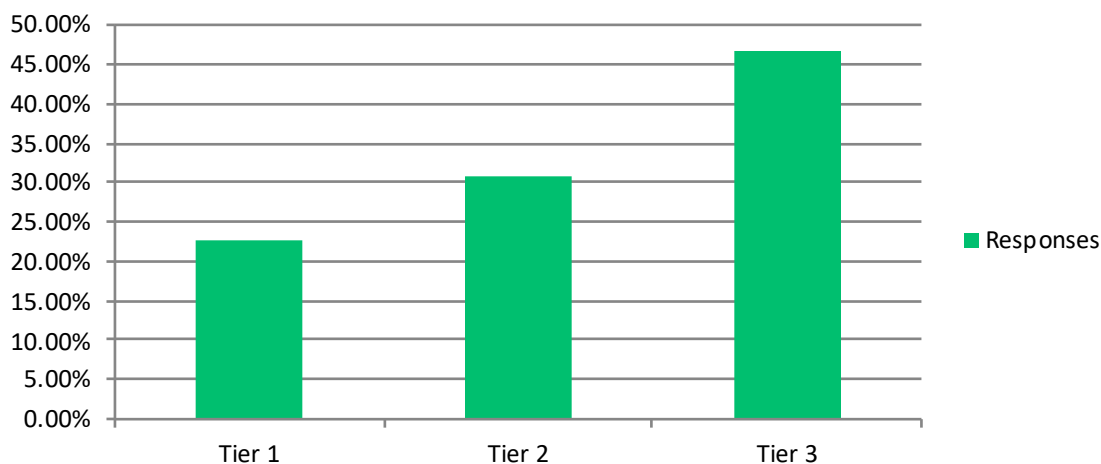


FY26 I Value Budget Input Survey

What is your "Hampton VA250 & Sail Virginia Commemoration Funds"

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	22.54%	144	2	288	485
Tier 2	30.83%	197	1	197	
Tier 3	46.64%	298			
Answered		639			
Skipped		17			

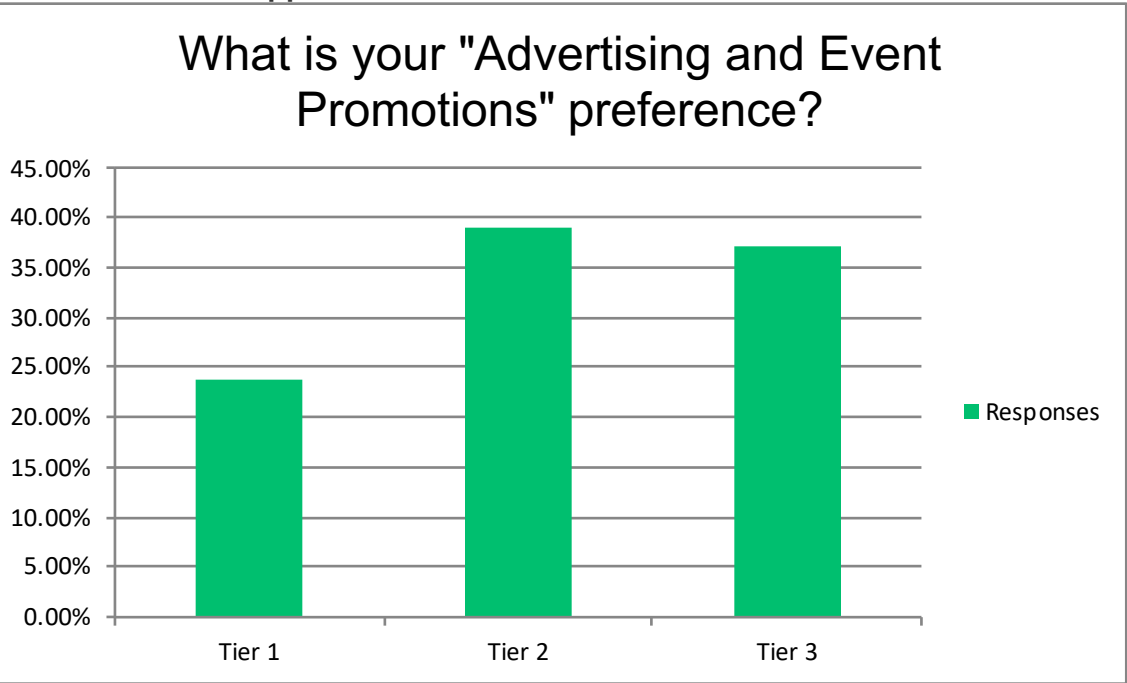
What is your "Hampton VA250 & Sail
Virginia Commemoration Funds"
preference?



FY26 I Value Budget Input Survey

What is your "Advertising and Event Promotions" preference?

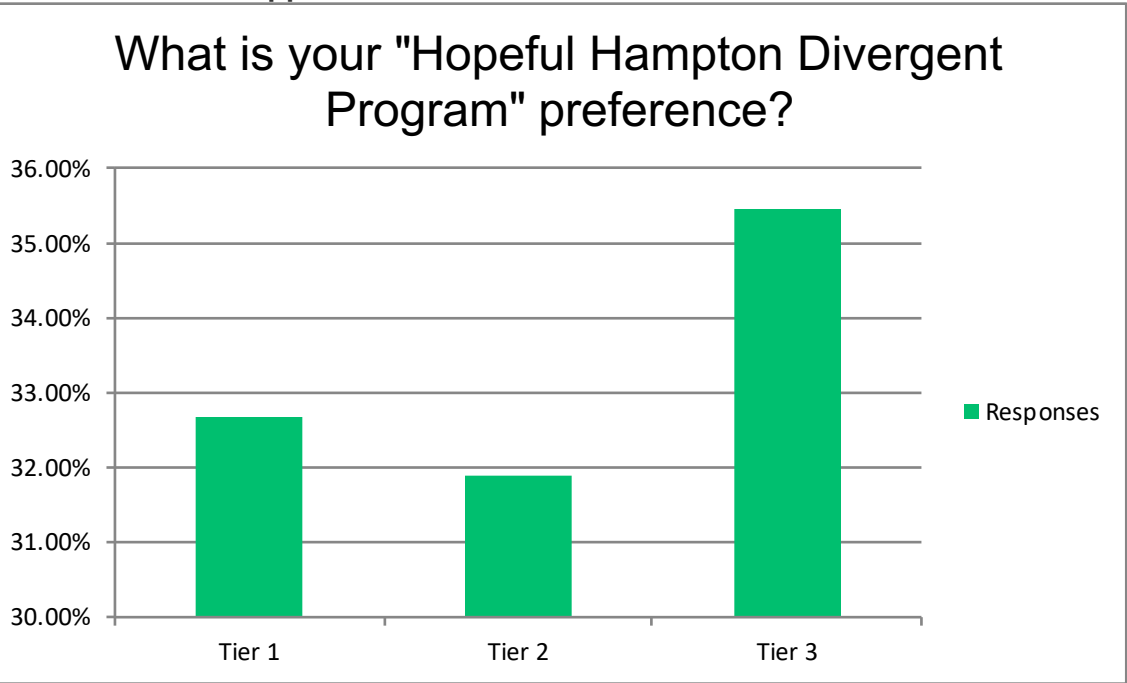
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	23.85%	150	2	300	546
Tier 2	39.11%	246	1	246	
Tier 3	37.04%	233			
Answered		629			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Hopeful Hampton Divergent Program" preference?

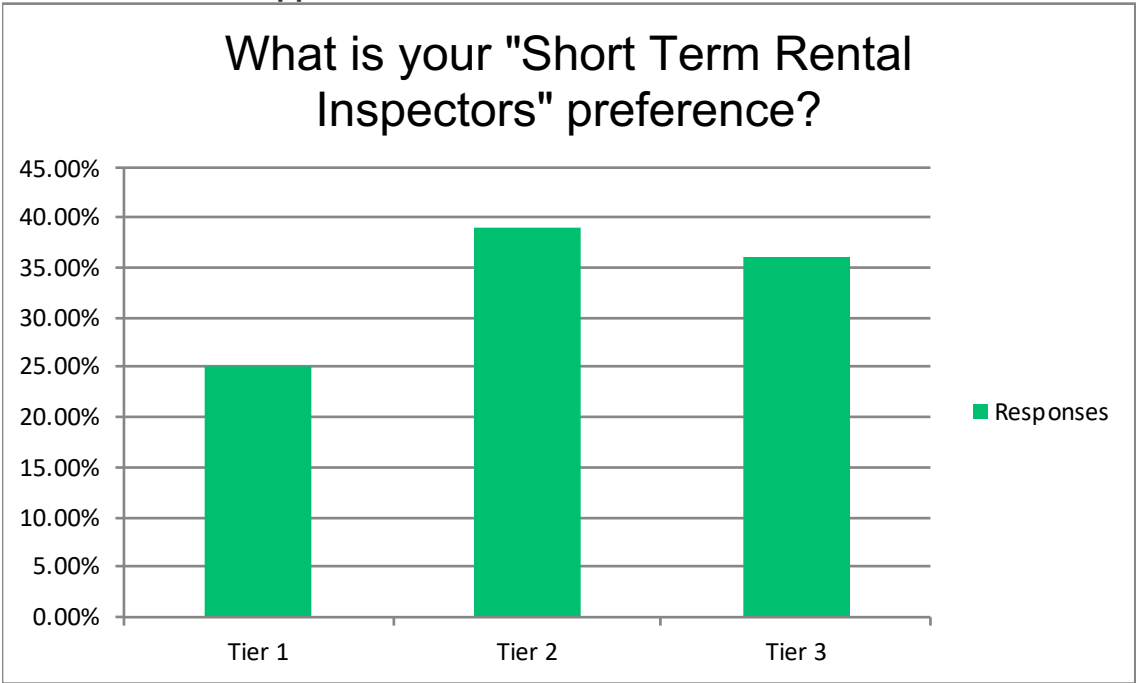
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	32.66%	210	2	420	625
Tier 2	31.88%	205	1	205	
Tier 3	35.46%	228			
Answered		643			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Short Term Rental Inspectors" preference?

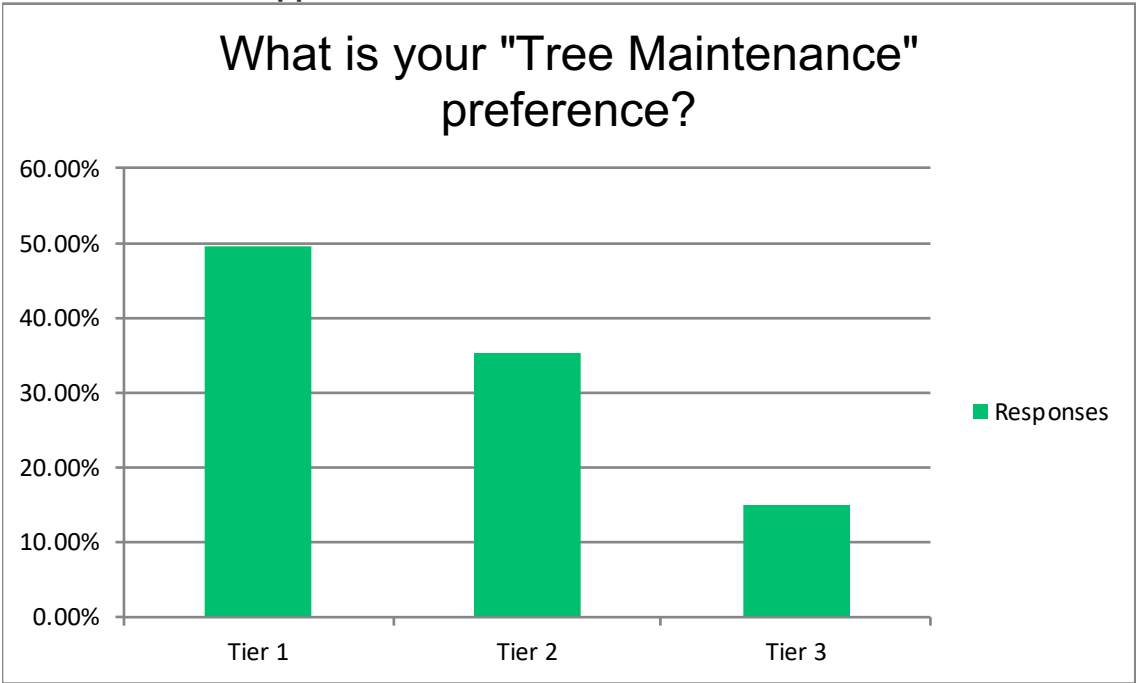
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	25.19%	162	2	324	574
Tier 2	38.88%	250	1	250	
Tier 3	35.93%	231			
Answered		643			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Tree Maintenance" preference?

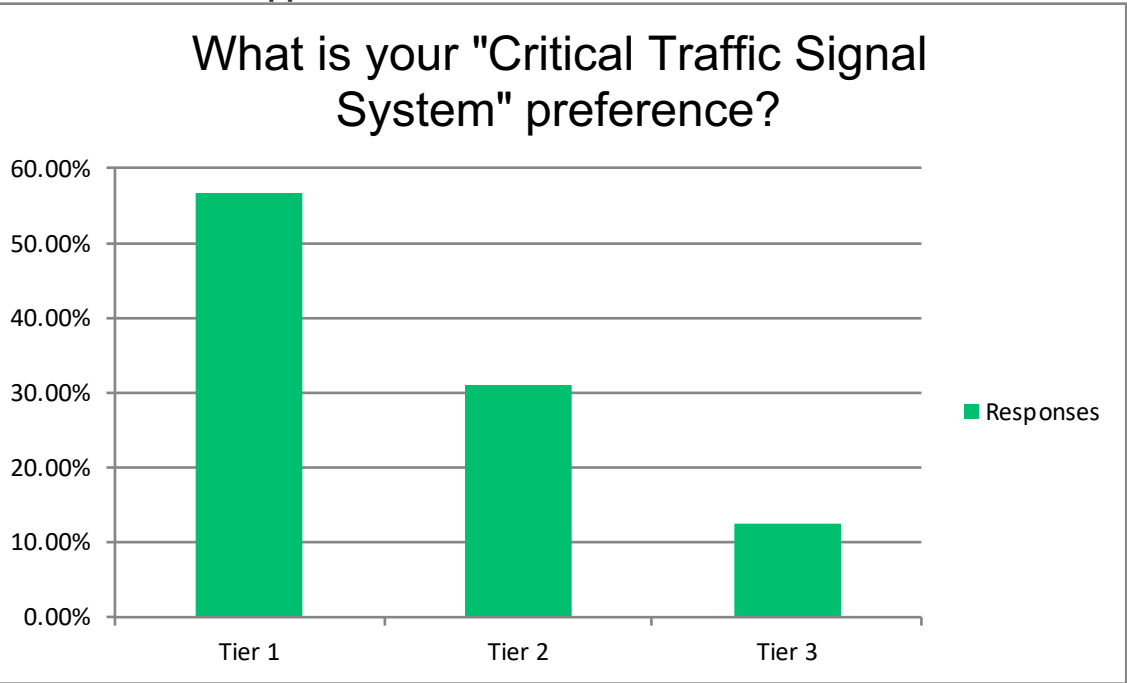
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	49.61%	318	2	636	862
Tier 2	35.26%	226	1	226	
Tier 3	15.13%	97			
Answered		641			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Critical Traffic Signal System" preference?

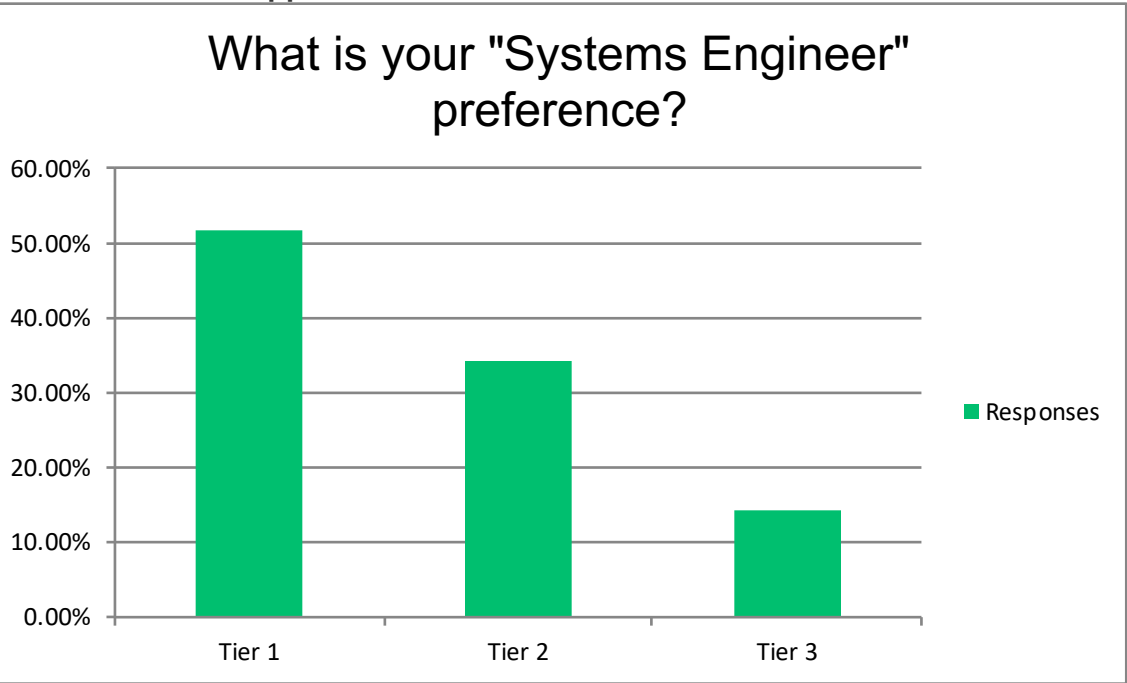
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	56.66%	366	2	732	932
Tier 2	30.96%	200	1	200	
Tier 3	12.38%	80			
Answered		646			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Systems Engineer" preference?

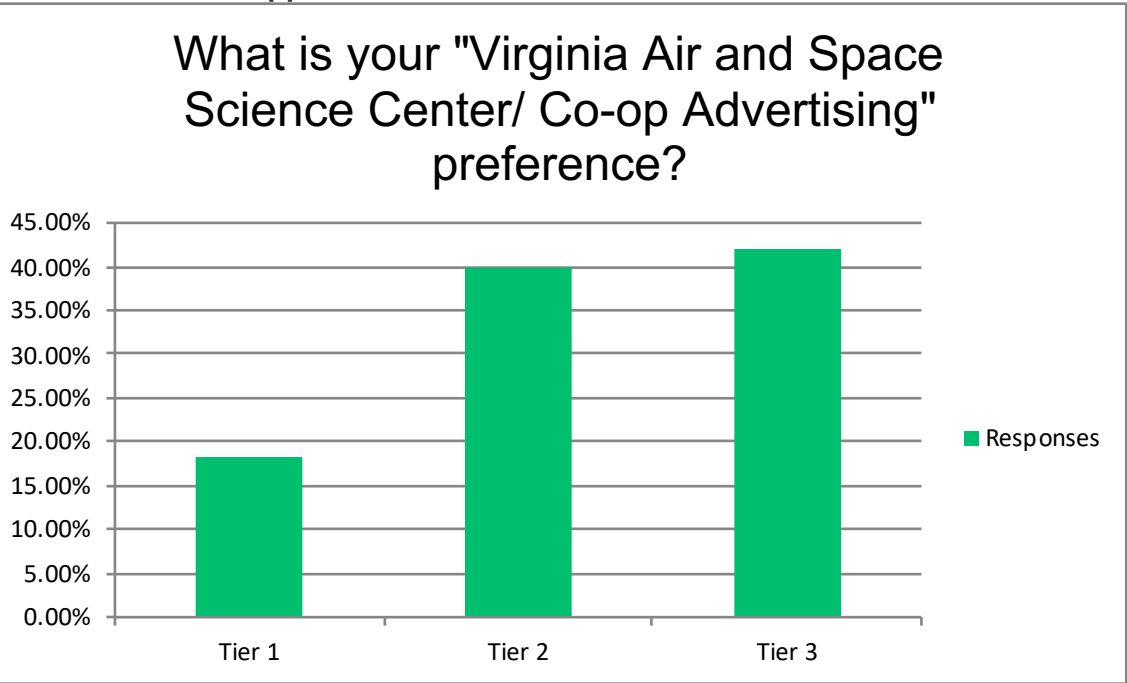
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	51.63%	332	2	664	884
Tier 2	34.21%	220	1	220	
Tier 3	14.15%	91			
Answered		643			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Virginia Air and Space Science Center/ Co-op Advertising"

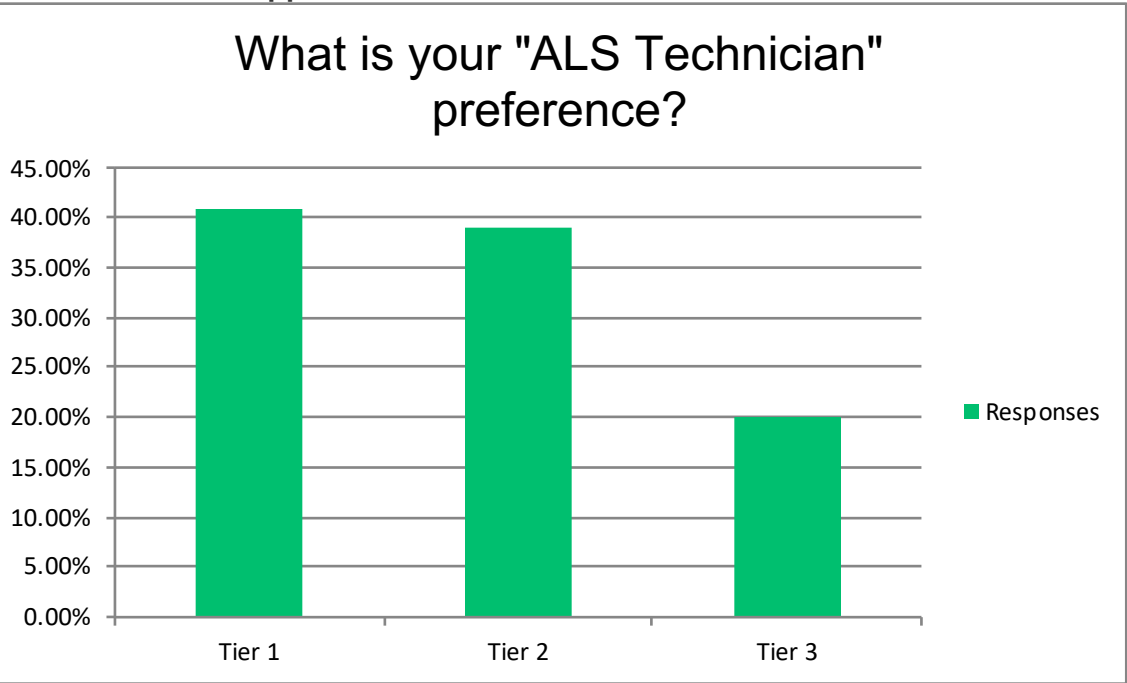
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	18.20%	117	2	234	490
Tier 2	39.81%	256	1	256	
Tier 3	41.99%	270			
Answered		643			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "ALS Technician" preference?

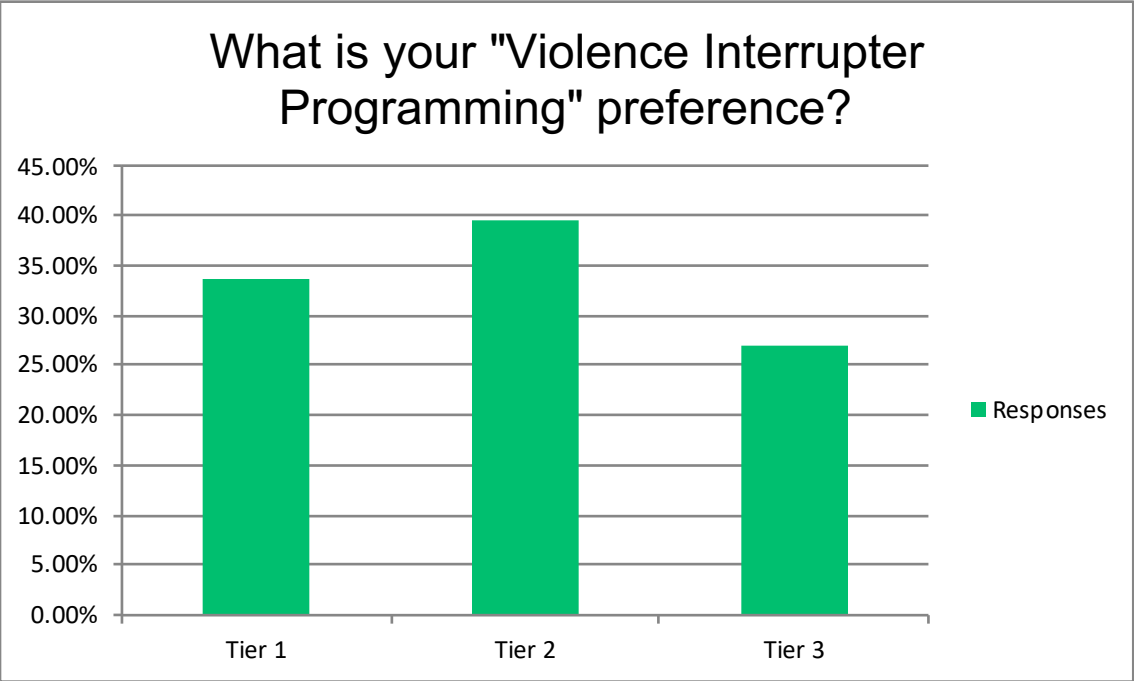
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	40.93%	264	2	528	779
Tier 2	38.91%	251	1	251	
Tier 3	20.16%	130			
Answered		645			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Violence Interrupter Programming" preference?

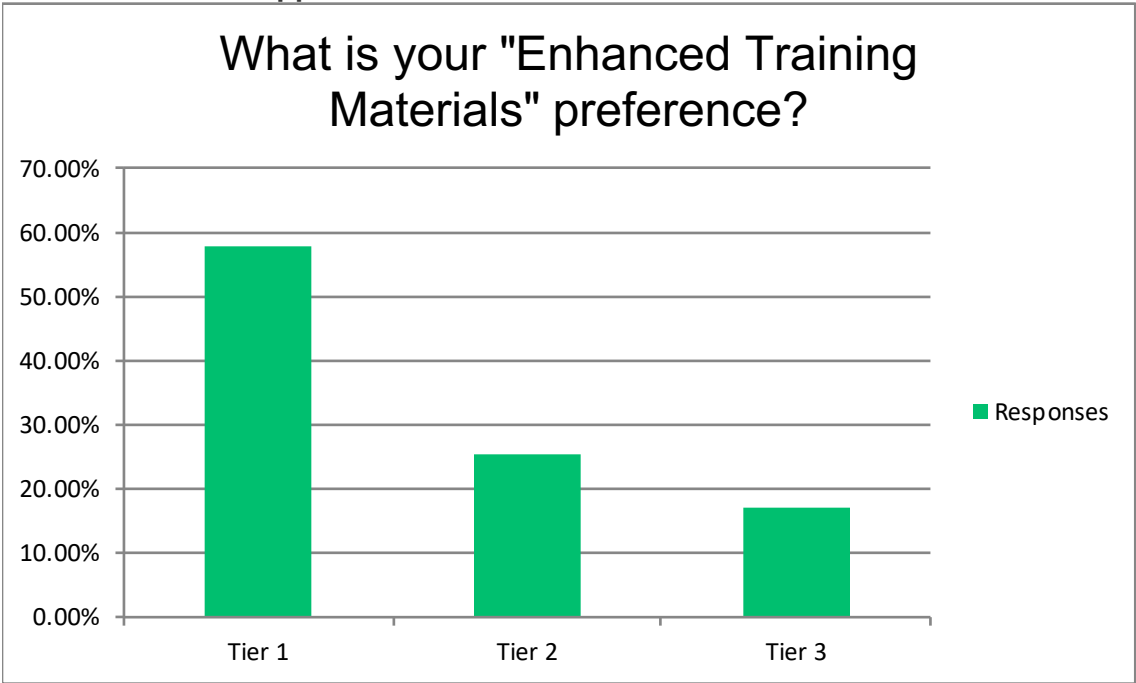
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	33.54%	215	2	430	683
Tier 2	39.47%	253	1	253	
Tier 3	26.99%	173			
Answered		641			
Skipped		16			



FY26 I Value Budget Input Survey

What is your "Enhanced Training Materials" preference?

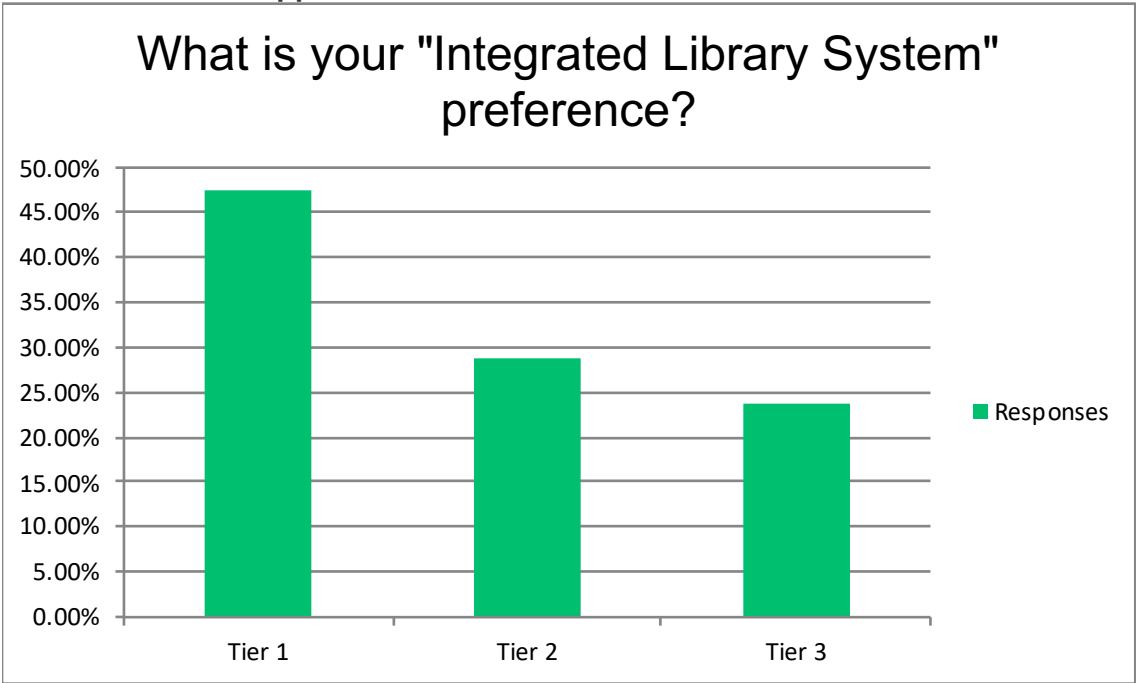
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	57.70%	371	2	742	905
Tier 2	25.35%	163	1	163	
Tier 3	16.95%	109			
Answered		643			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Integrated Library System" preference?

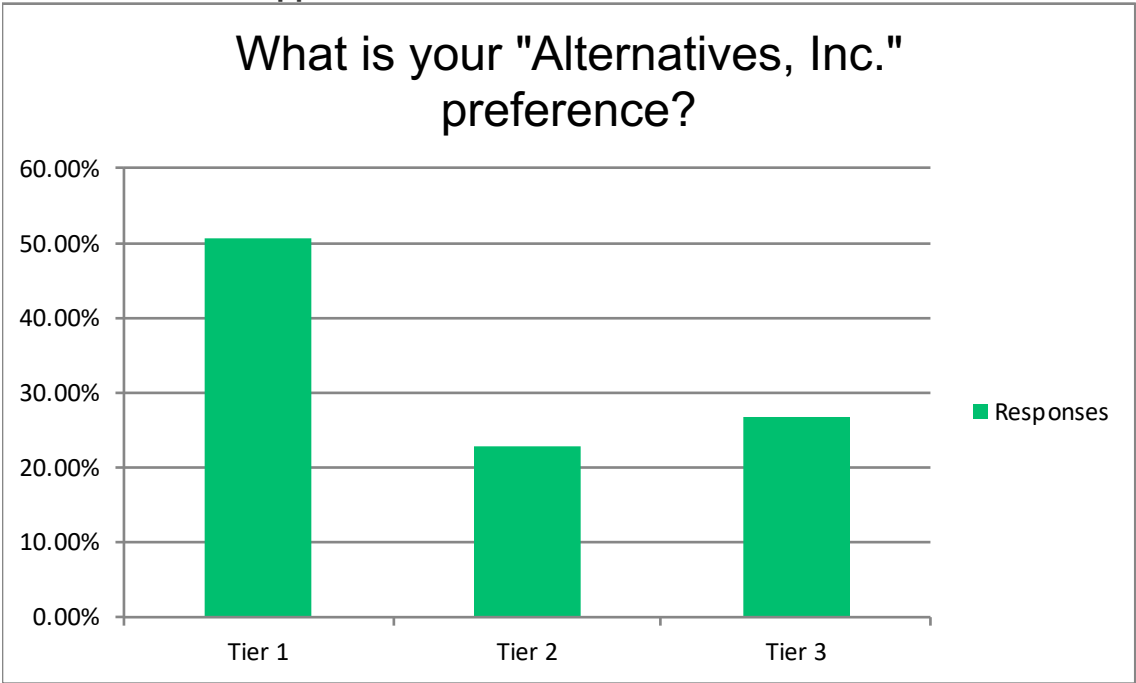
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	47.44%	306	2	612	797
Tier 2	28.68%	185	1	185	
Tier 3	23.88%	154			
Answered		645			
Skipped		12			



FY26 I Value Budget Input Survey

What is your "Alternatives, Inc." preference?

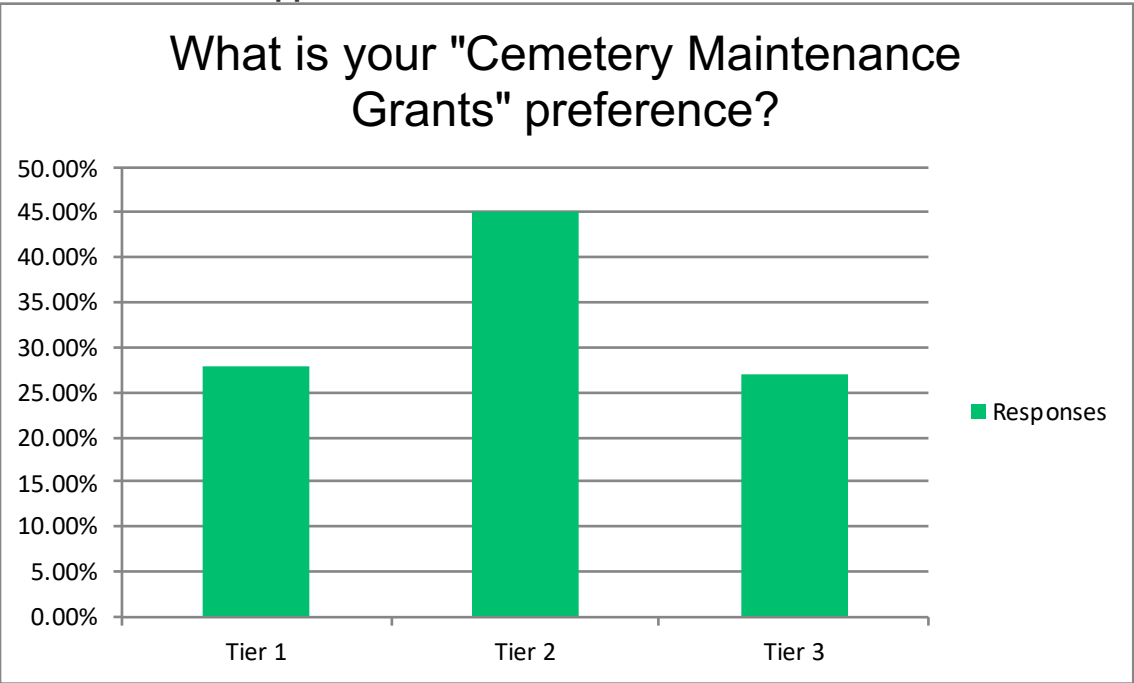
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	50.47%	325	2	650	796
Tier 2	22.67%	146	1	146	
Tier 3	26.86%	173			
Answered		644			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Cemetery Maintenance Grants" preference?

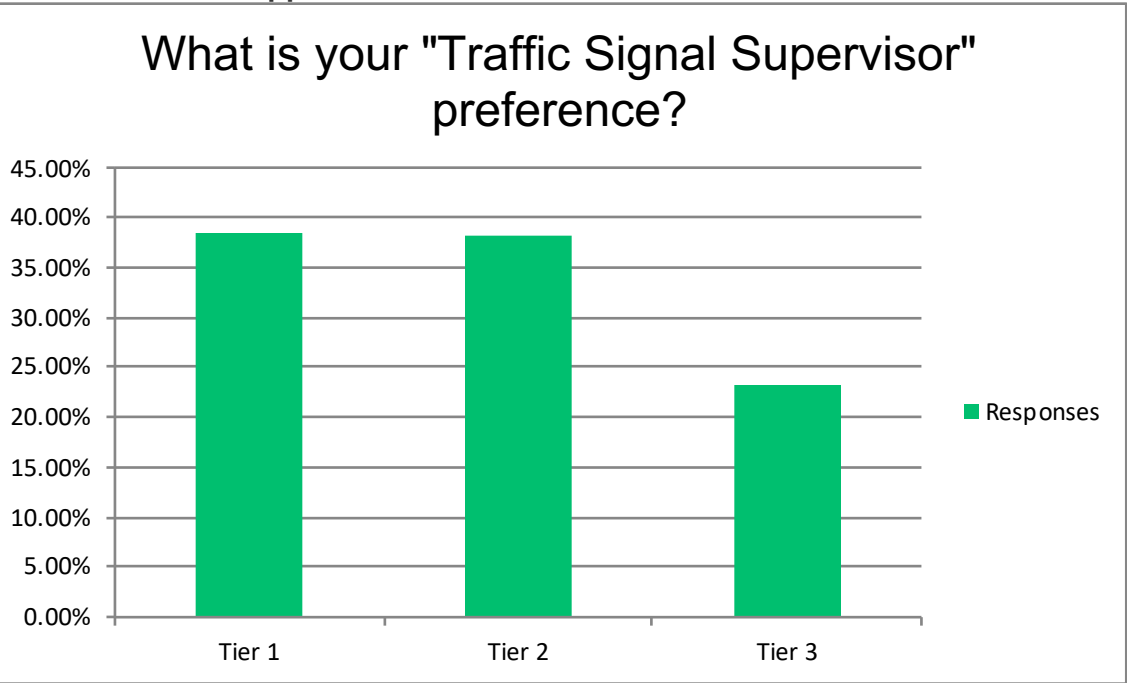
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	27.91%	180	2	360	651
Tier 2	45.12%	291	1	291	
Tier 3	26.98%	174			
Answered		645			
Skipped		12			



FY26 I Value Budget Input Survey

What is your "Traffic Signal Supervisor" preference?

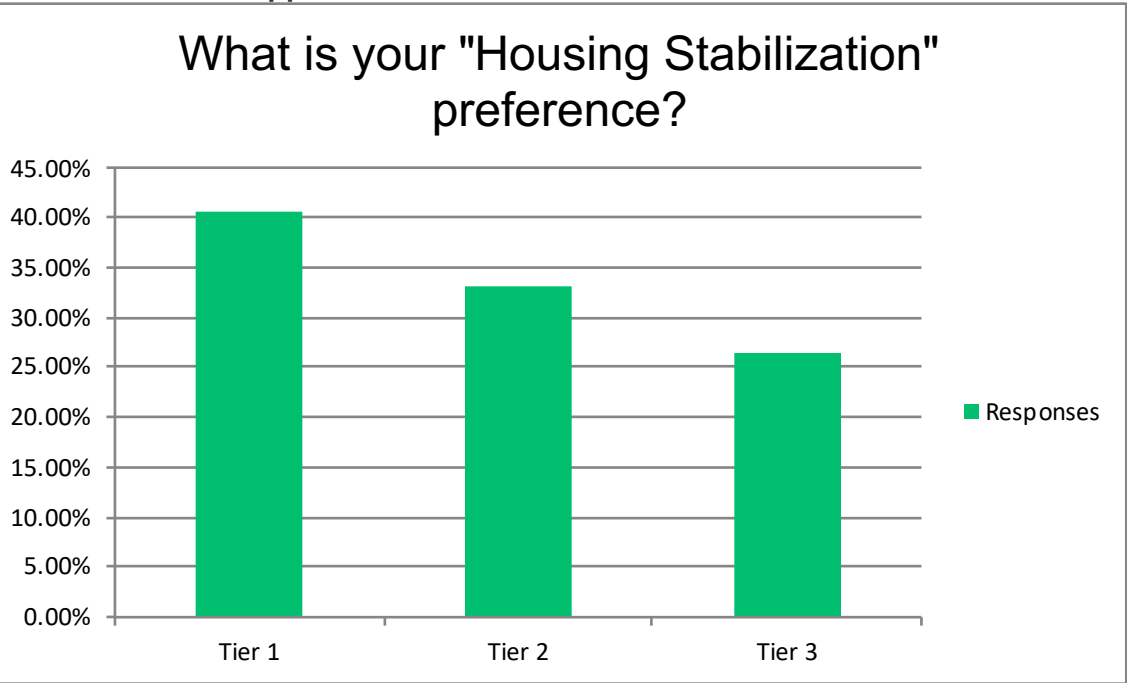
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	38.51%	248	2	496	742
Tier 2	38.20%	246	1	246	
Tier 3	23.29%	150			
Answered		644			
Skipped		13			



FY26 I Value Budget Input Survey

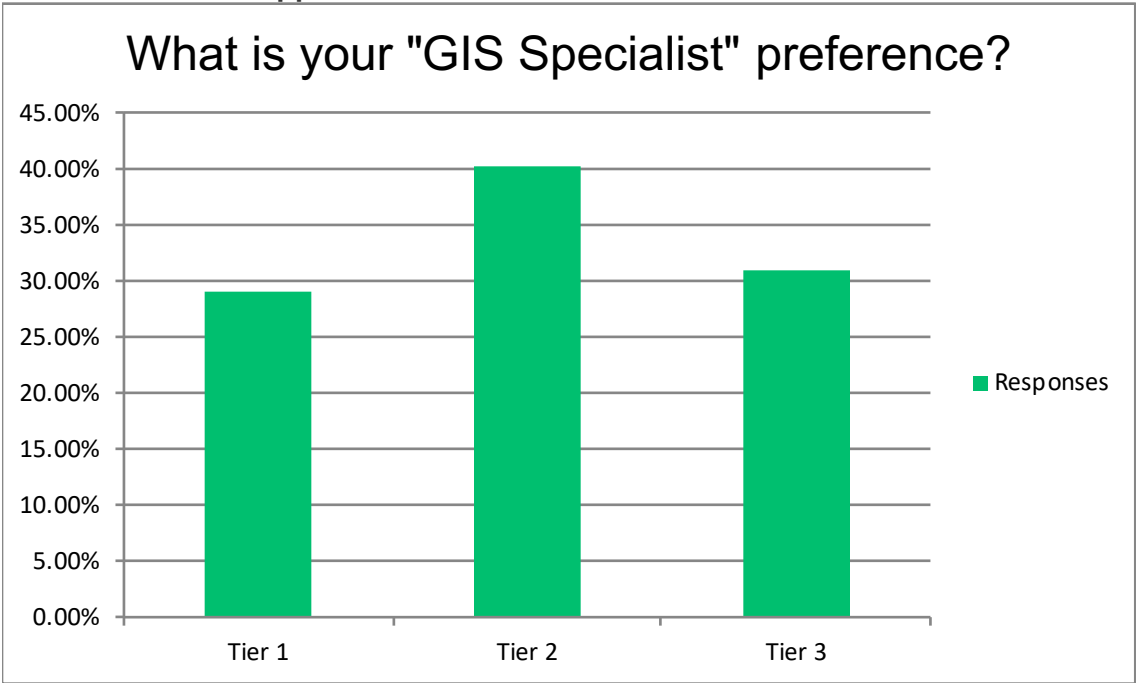
What is your "Housing Stabilization" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	40.47%	261	2	522	736
Tier 2	33.18%	214	1	214	
Tier 3	26.36%	170			
Answered		645			
Skipped		12			



FY26 I Value Budget Input Survey
What is your "GIS Specialist" preference?

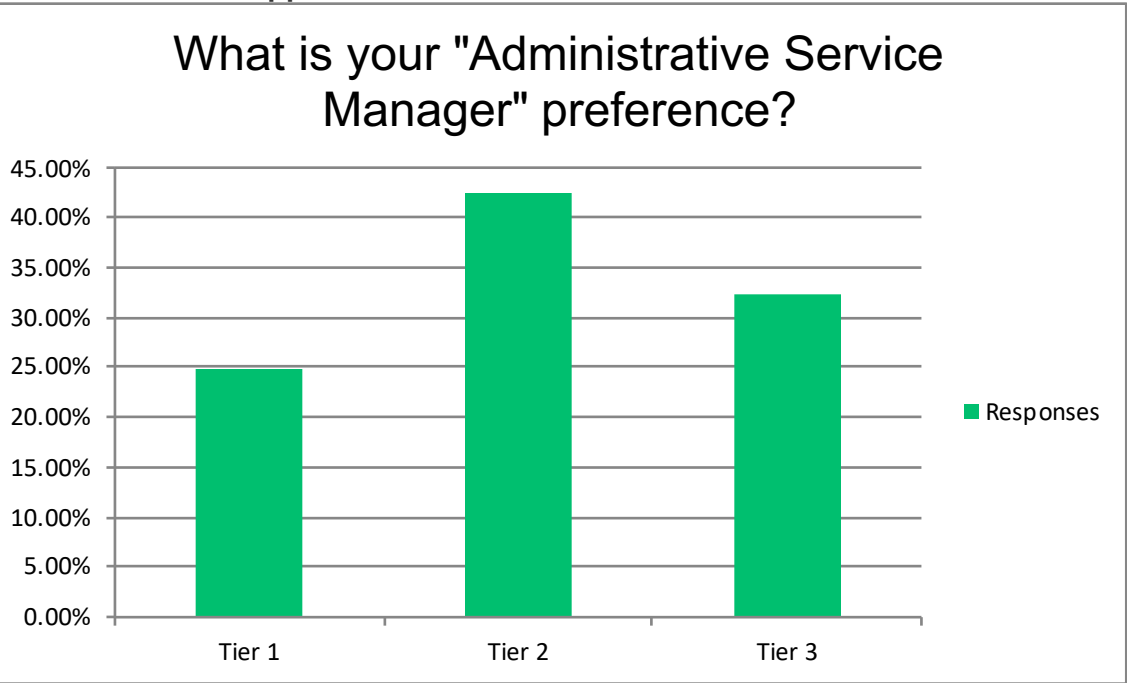
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	29.00%	185	2	370	626
Tier 2	40.13%	256	1	256	
Tier 3	30.88%	197			
Answered		638			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "Administrative Service Manager" preference?

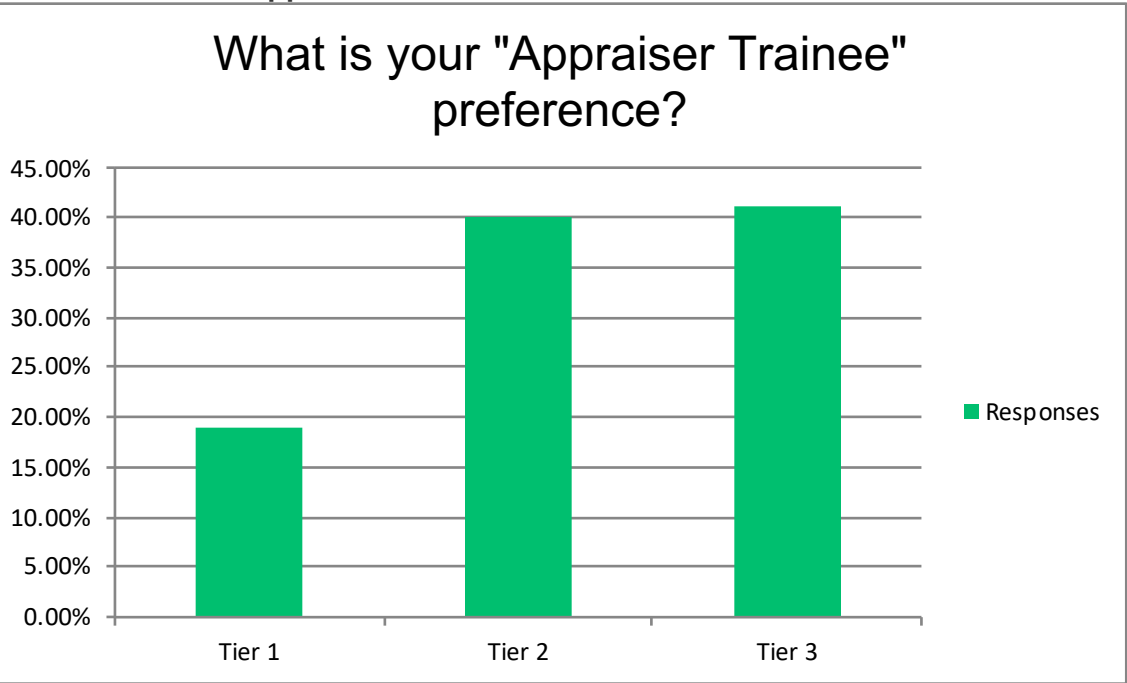
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	24.96%	160	2	320	593
Tier 2	42.59%	273	1	273	
Tier 3	32.45%	208			
Answered		641			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Appraiser Trainee" preference?

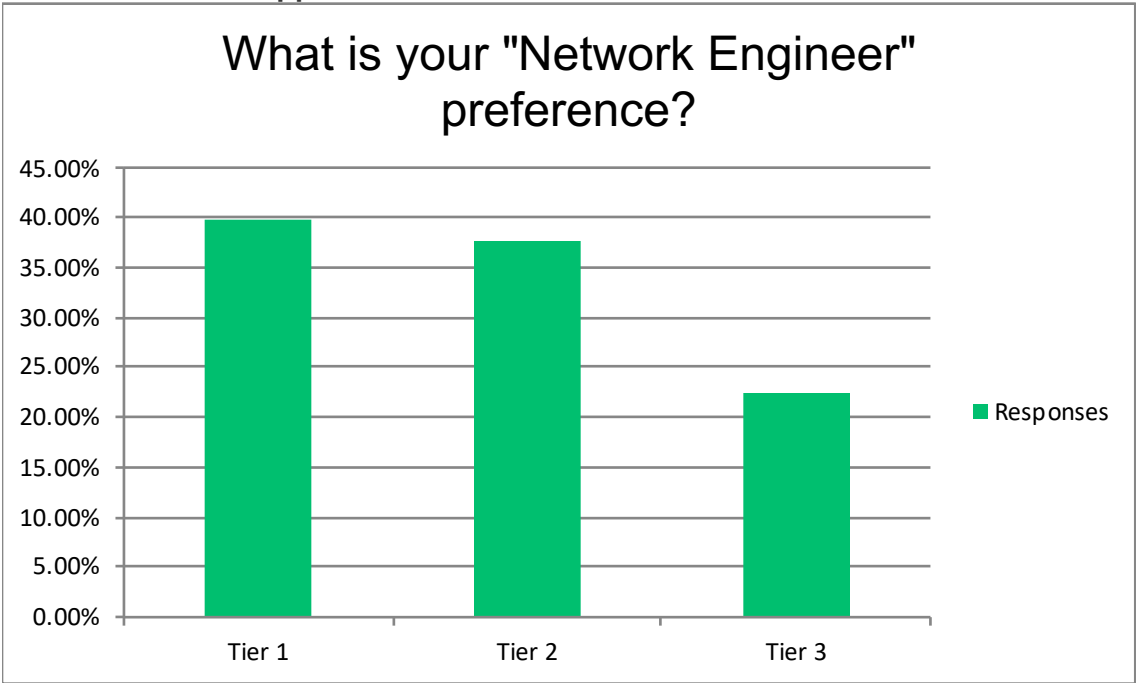
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	19.03%	122	2	244	500
Tier 2	39.94%	256	1	256	
Tier 3	41.03%	263			
Answered		641			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Network Engineer" preference?

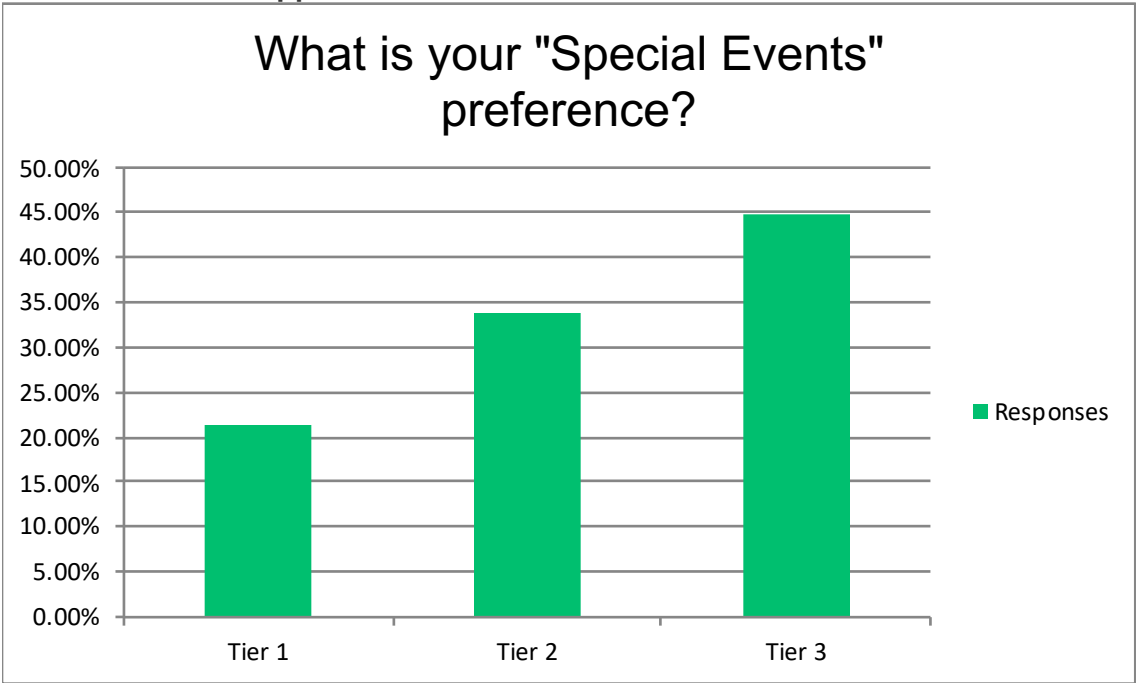
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	39.88%	256	2	512	754
Tier 2	37.69%	242	1	242	
Tier 3	22.43%	144			
Answered		642			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Special Events" preference?

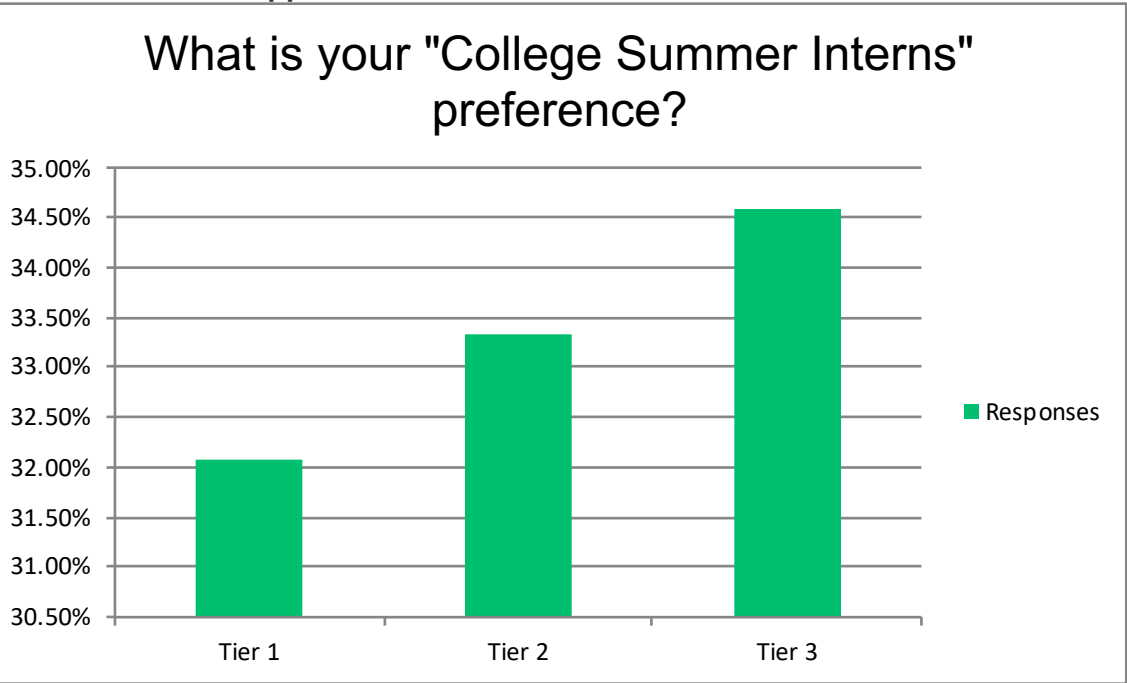
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	21.34%	137	2	274	491
Tier 2	33.80%	217	1	217	
Tier 3	44.86%	288			
Answered		642			
Skipped		12			



FY26 I Value Budget Input Survey

What is your "College Summer Interns" preference?

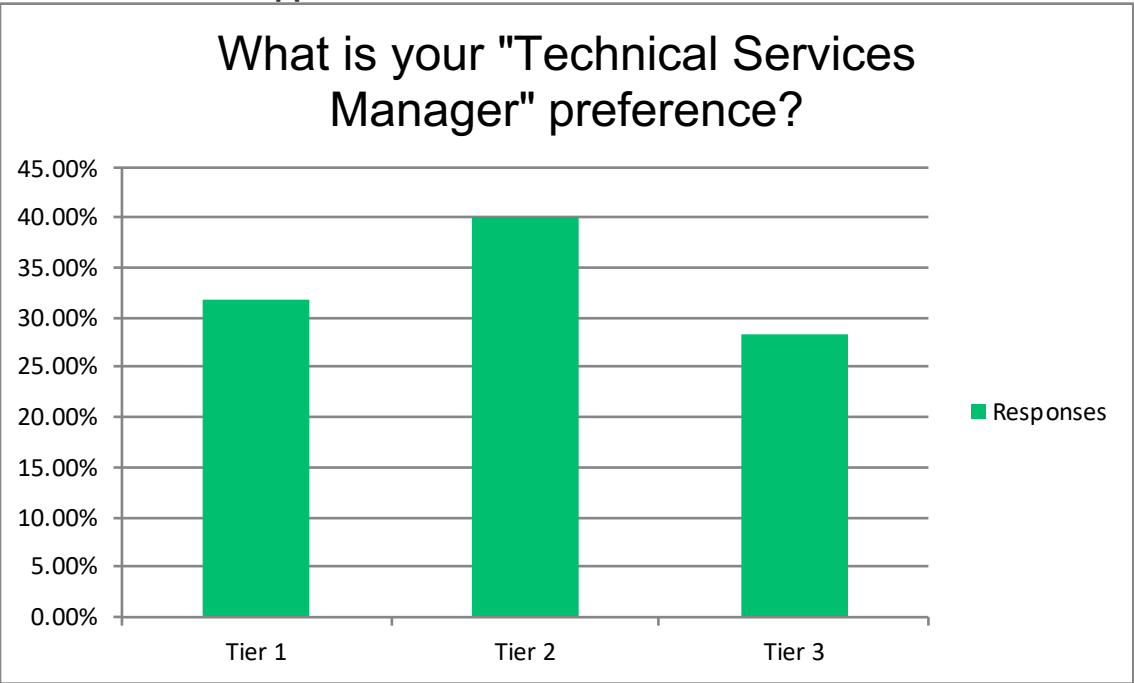
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	32.09%	206	2	412	626
Tier 2	33.33%	214	1	214	
Tier 3	34.58%	222			
Answered		642			
Skipped		12			



FY26 I Value Budget Input Survey

What is your "Technical Services Manager" preference?

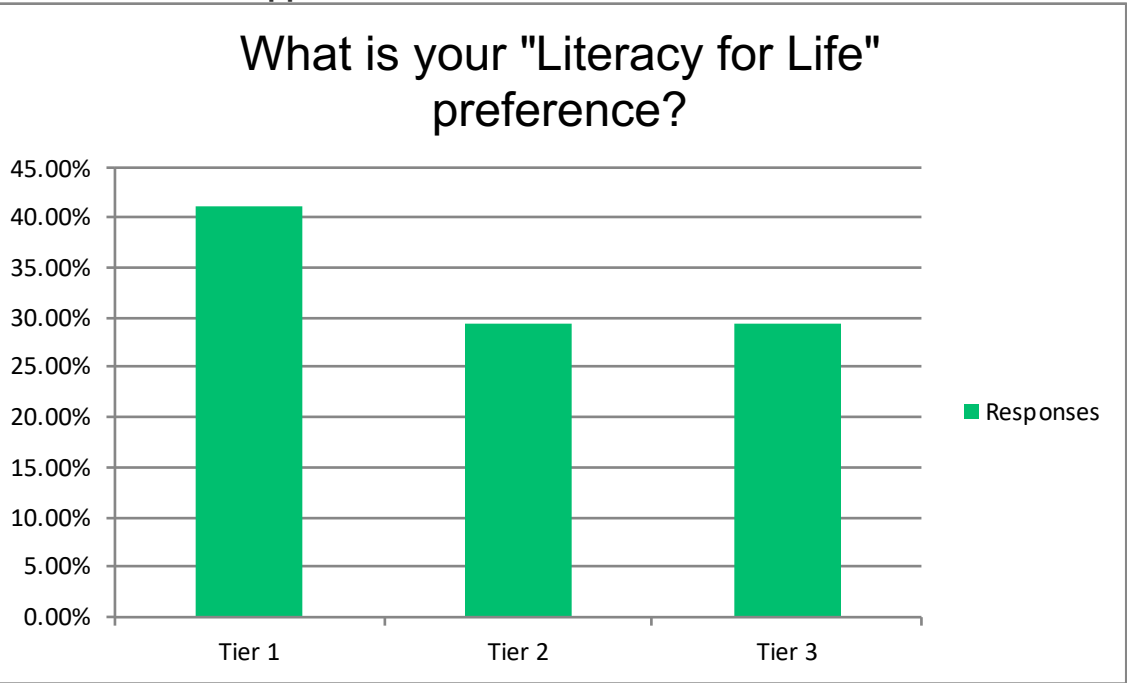
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	31.83%	204	2	408	664
Tier 2	39.94%	256	1	256	
Tier 3	28.24%	181			
Answered		641			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "Literacy for Life" preference?

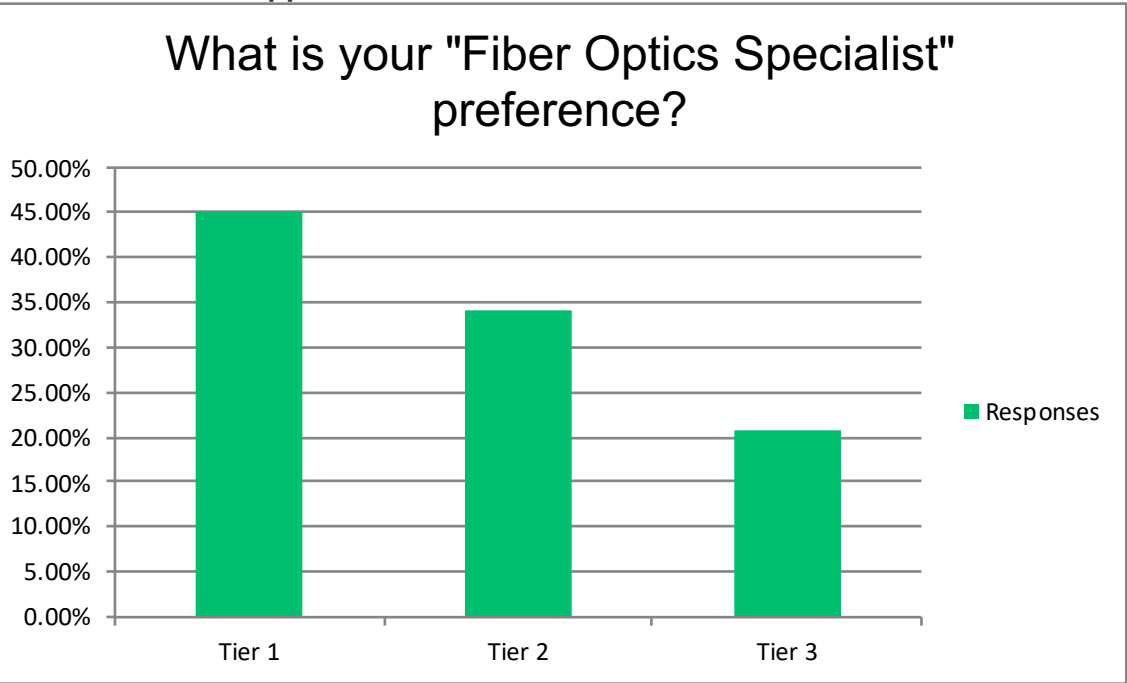
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	41.21%	265	2	530	719
Tier 2	29.39%	189	1	189	
Tier 3	29.39%	189			
Answered		643			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Fiber Optics Specialist" preference?

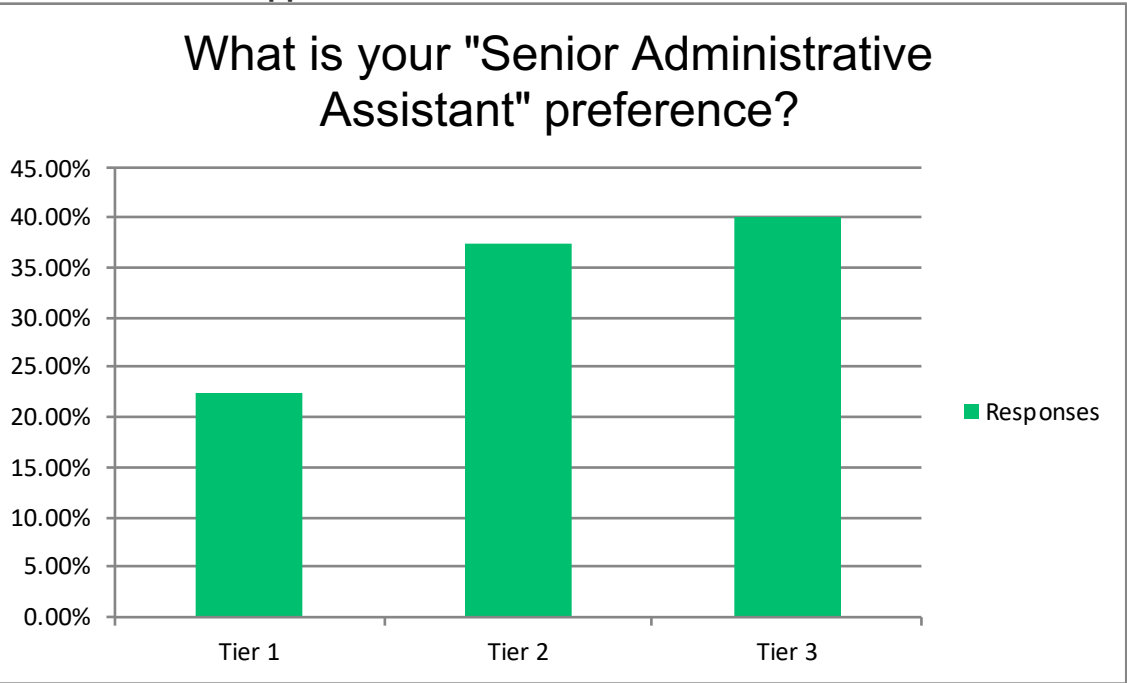
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	45.09%	289	2	578	796
Tier 2	34.01%	218	1	218	
Tier 3	20.90%	134			
Answered		641			
Skipped		16			



FY26 I Value Budget Input Survey

What is your "Senior Administrative Assistant" preference?

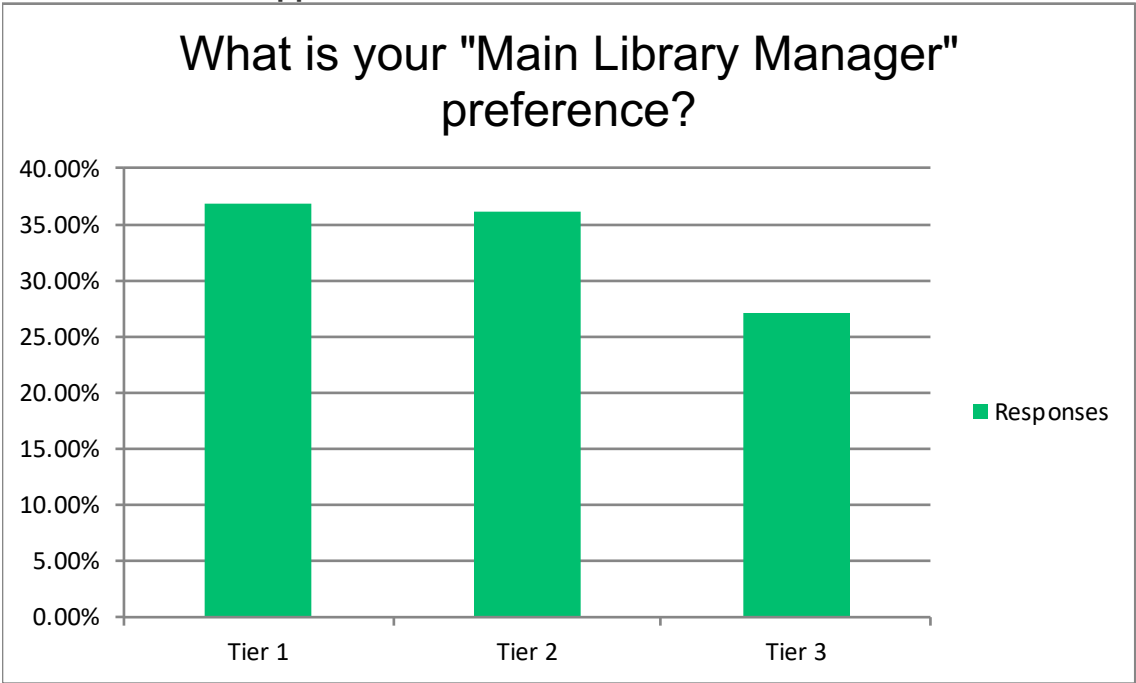
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	22.57%	144	2	288	526
Tier 2	37.30%	238	1	238	
Tier 3	40.13%	256			
Answered		638			
Skipped		16			



FY26 I Value Budget Input Survey

What is your "Main Library Manager" preference?

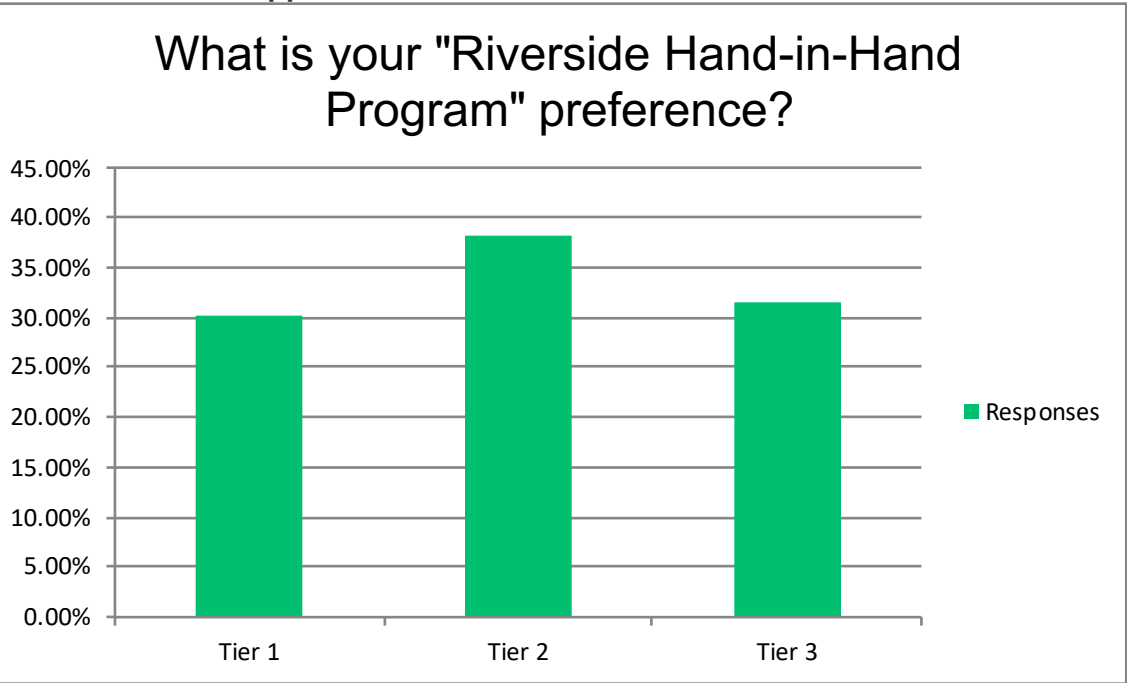
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	36.86%	237	2	474	706
Tier 2	36.08%	232	1	232	
Tier 3	27.06%	174			
Answered		643			
Skipped		13			



FY26 I Value Budget Input Survey

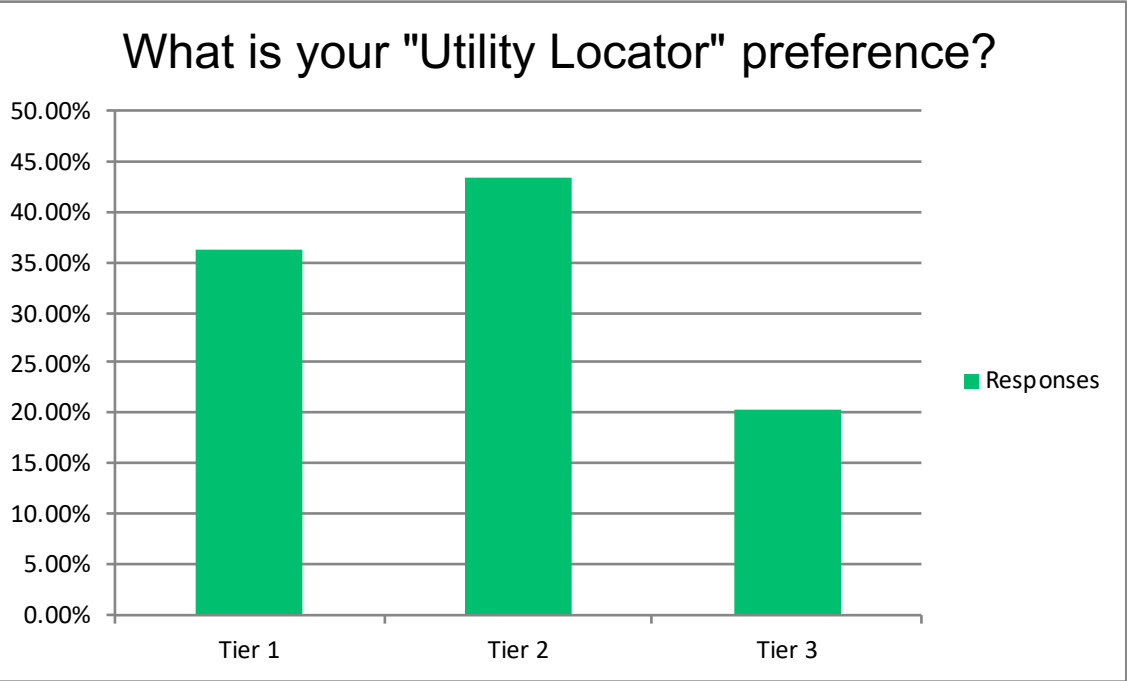
What is your "Riverside Hand-in-Hand Program" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	30.27%	194	2	388	633
Tier 2	38.22%	245	1	245	
Tier 3	31.51%	202			
Answered		641			
Skipped		13			



FY26 I Value Budget Input Survey
What is your "Utility Locator" preference?

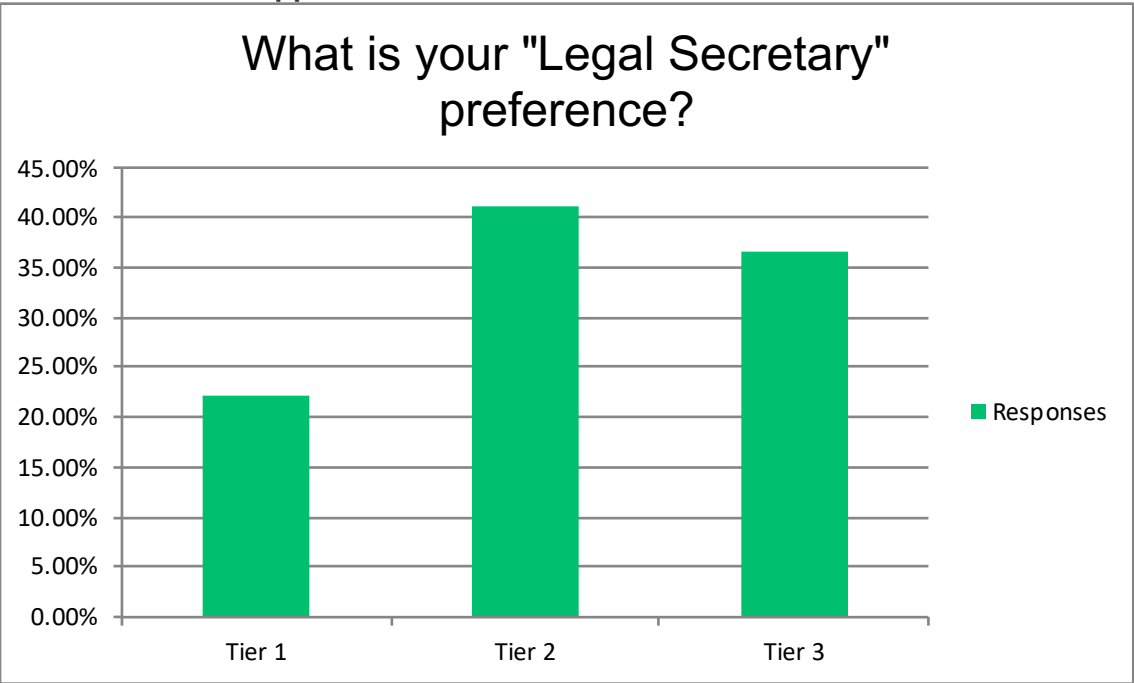
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	36.25%	232	2	464	742
Tier 2	43.44%	278	1	278	
Tier 3	20.31%	130			
Answered		640			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "Legal Secretary" preference?

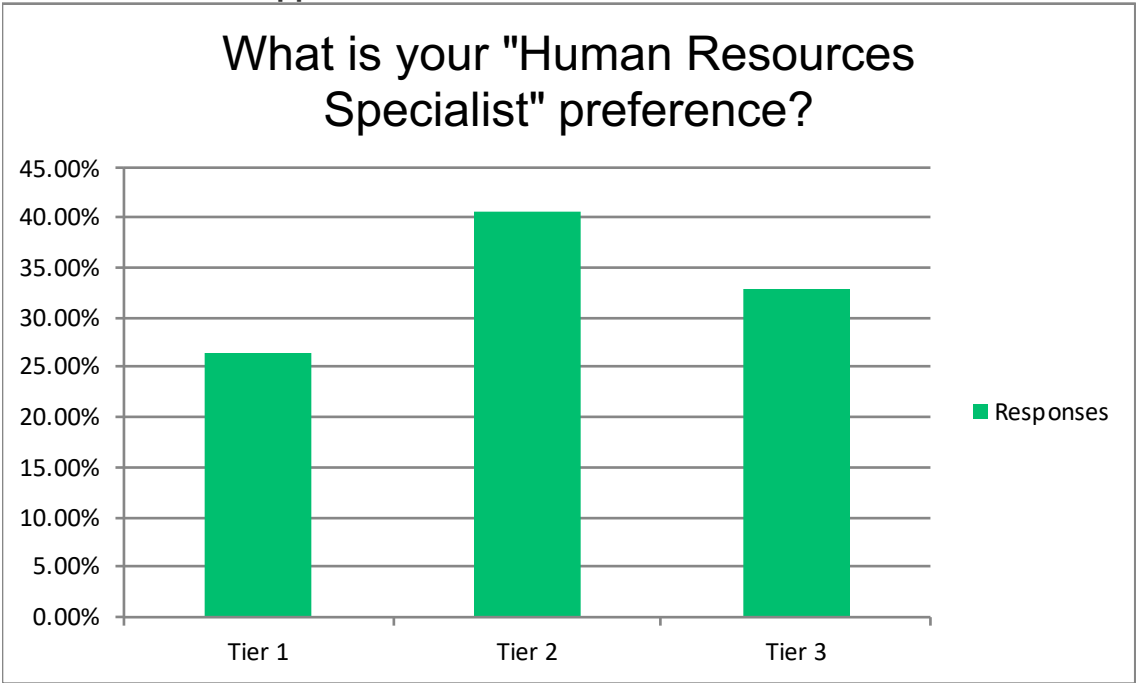
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	22.17%	141	2	282	544
Tier 2	41.19%	262	1	262	
Tier 3	36.64%	233			
Answered		636			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "Human Resources Specialist" preference?

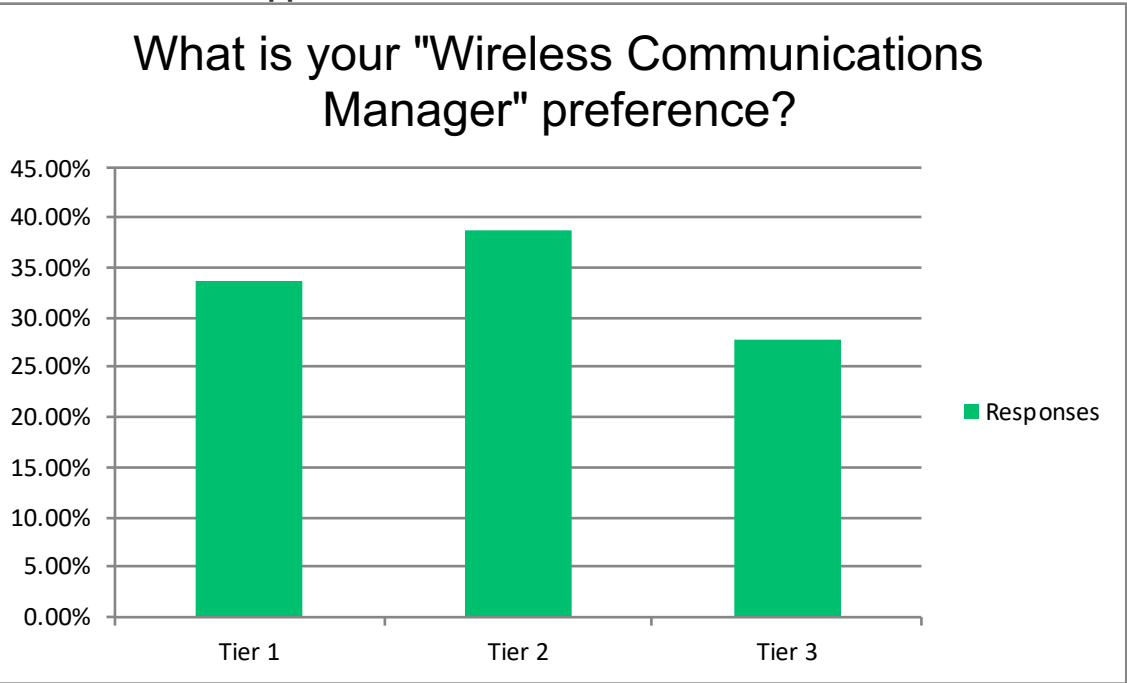
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	26.37%	168	2	336	595
Tier 2	40.66%	259	1	259	
Tier 3	32.97%	210			
Answered		637			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Wireless Communications Manager" preference?

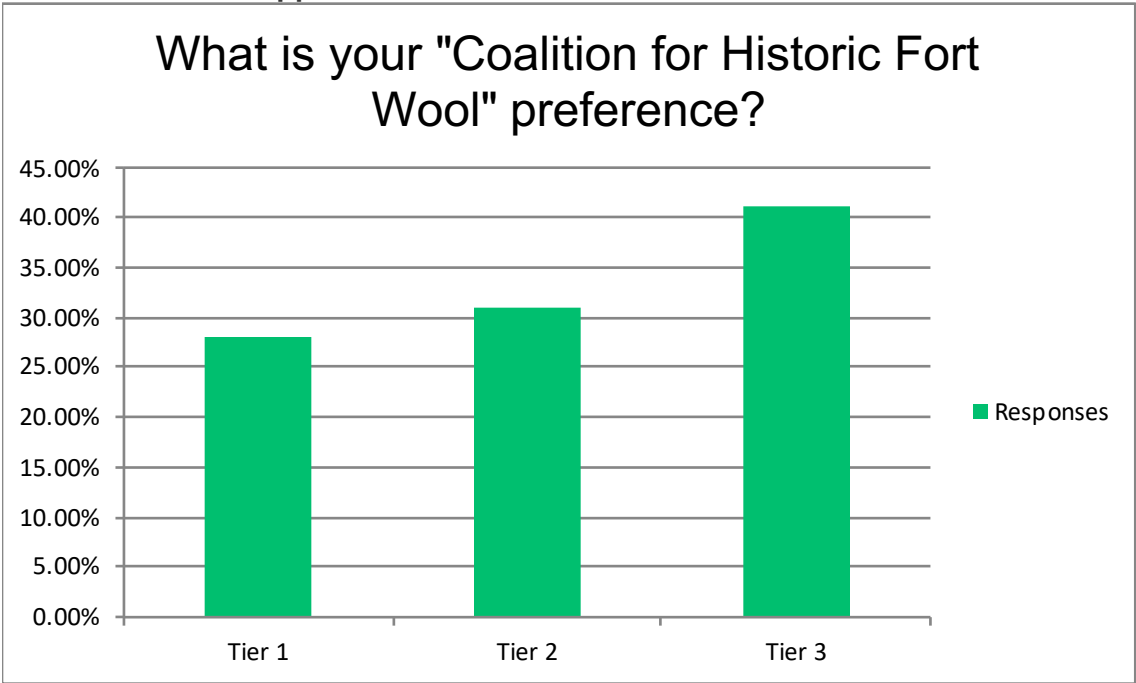
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	33.65%	215	2	430	677
Tier 2	38.65%	247	1	247	
Tier 3	27.70%	177			
Answered		639			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Coalition for Historic Fort Wool" preference?

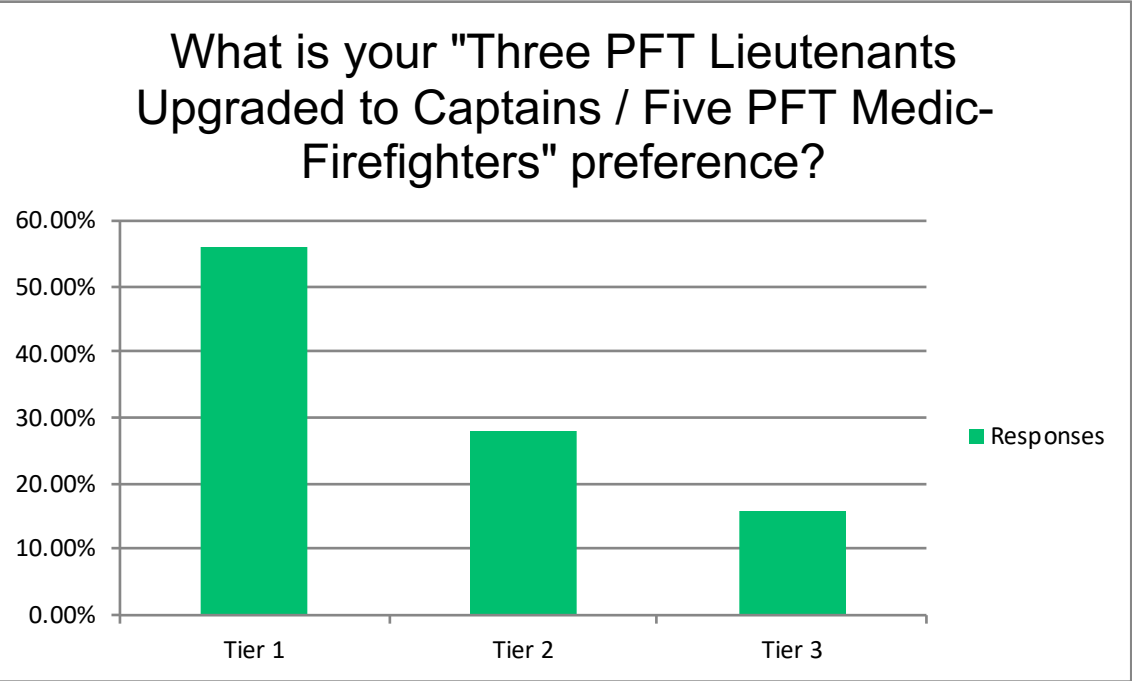
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	27.97%	179	2	358	556
Tier 2	30.94%	198	1	198	
Tier 3	41.09%	263			
Answered		640			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Three PFT Lieutenants Upgraded to Captains / Five PFT Medic-Firefighters" preference?

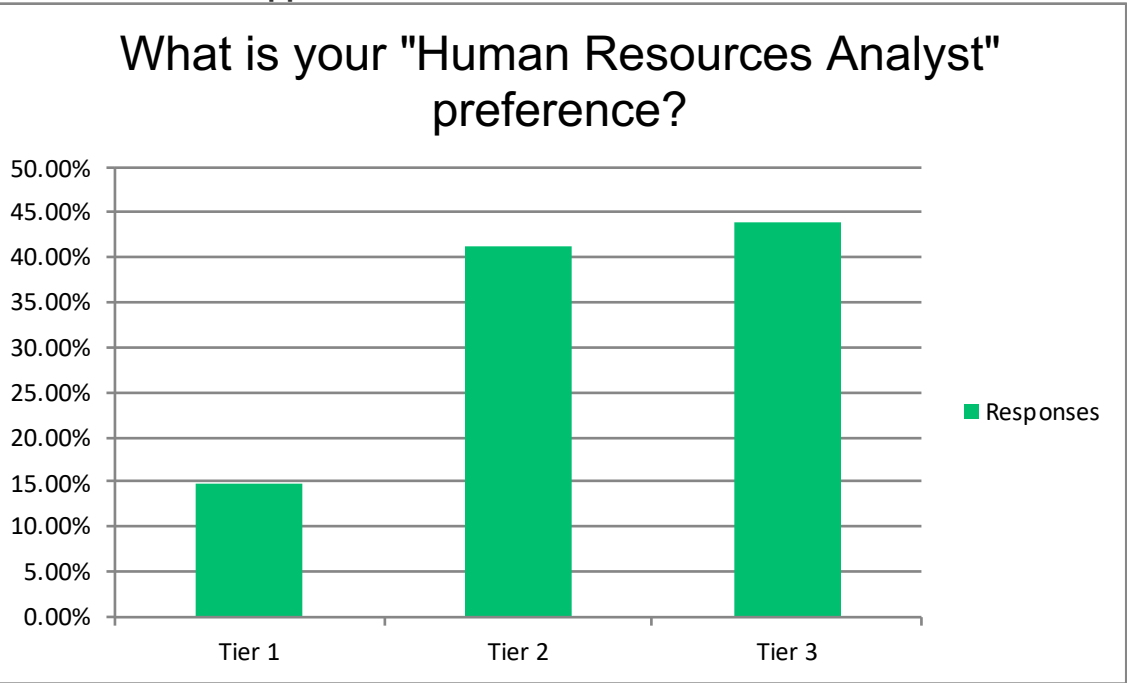
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	56.11%	358	2	716	894
Tier 2	27.90%	178	1	178	
Tier 3	15.99%	102			
Answered		638			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Human Resources Analyst" preference?

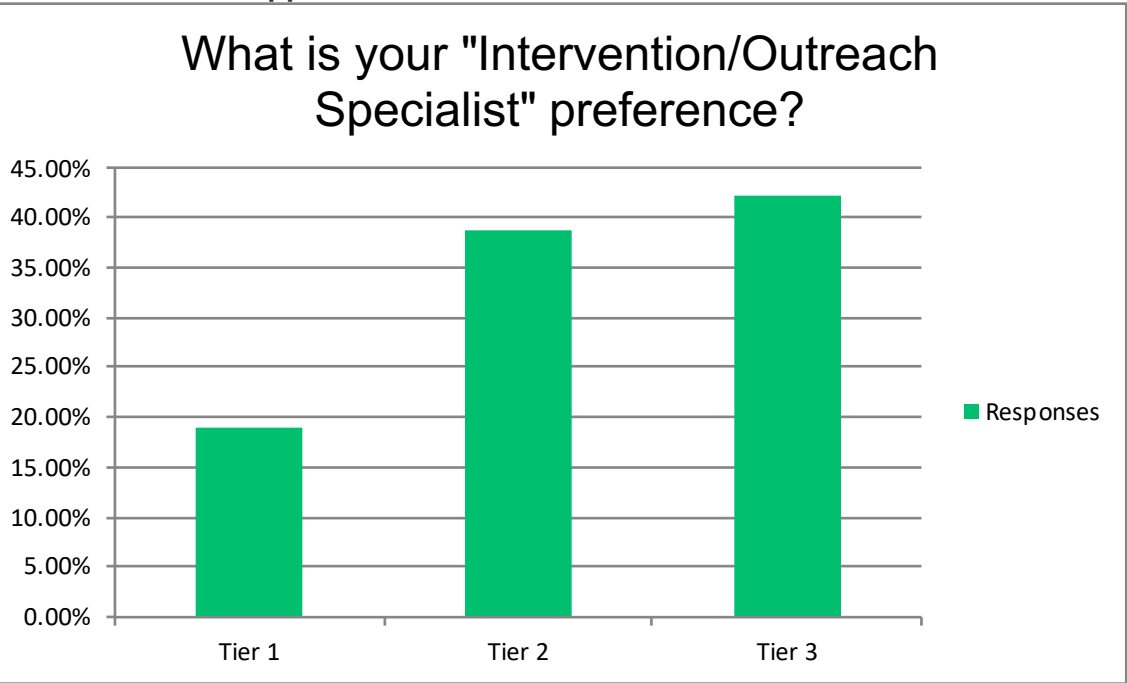
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	14.80%	94	2	188	450
Tier 2	41.26%	262	1	262	
Tier 3	43.94%	279			
Answered		635			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Intervention/Outreach Specialist" preference?

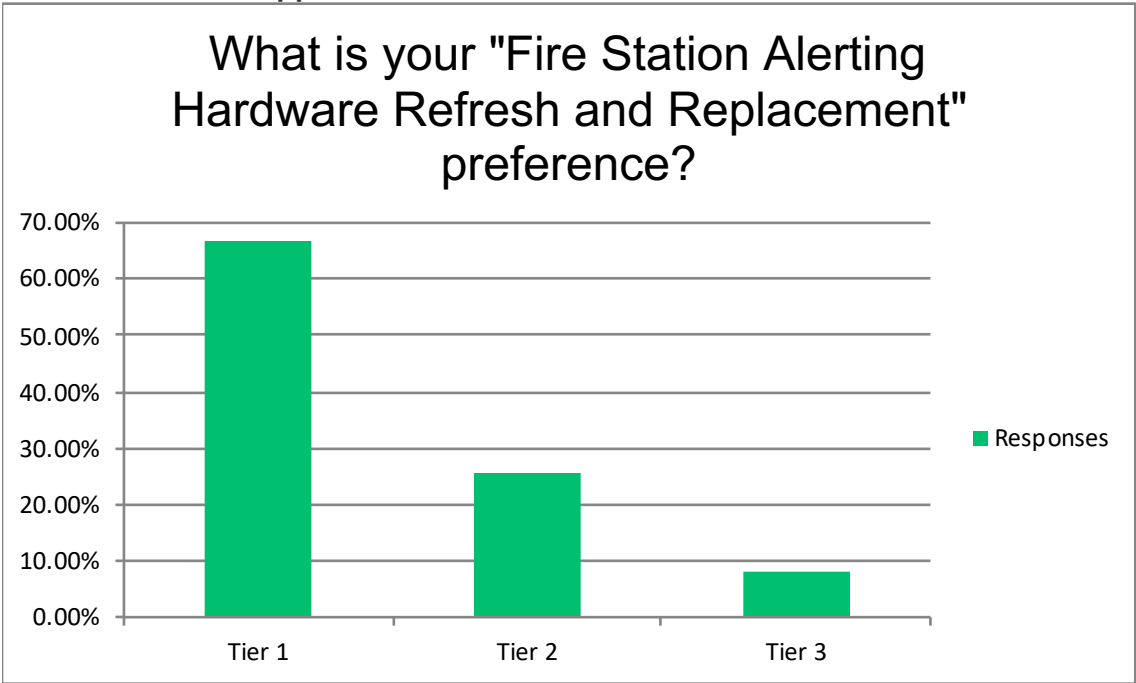
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	18.97%	121	2	242	489
Tier 2	38.71%	247	1	247	
Tier 3	42.32%	270			
Answered		638			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Fire Station Alerting Hardware Refresh and Replacement"

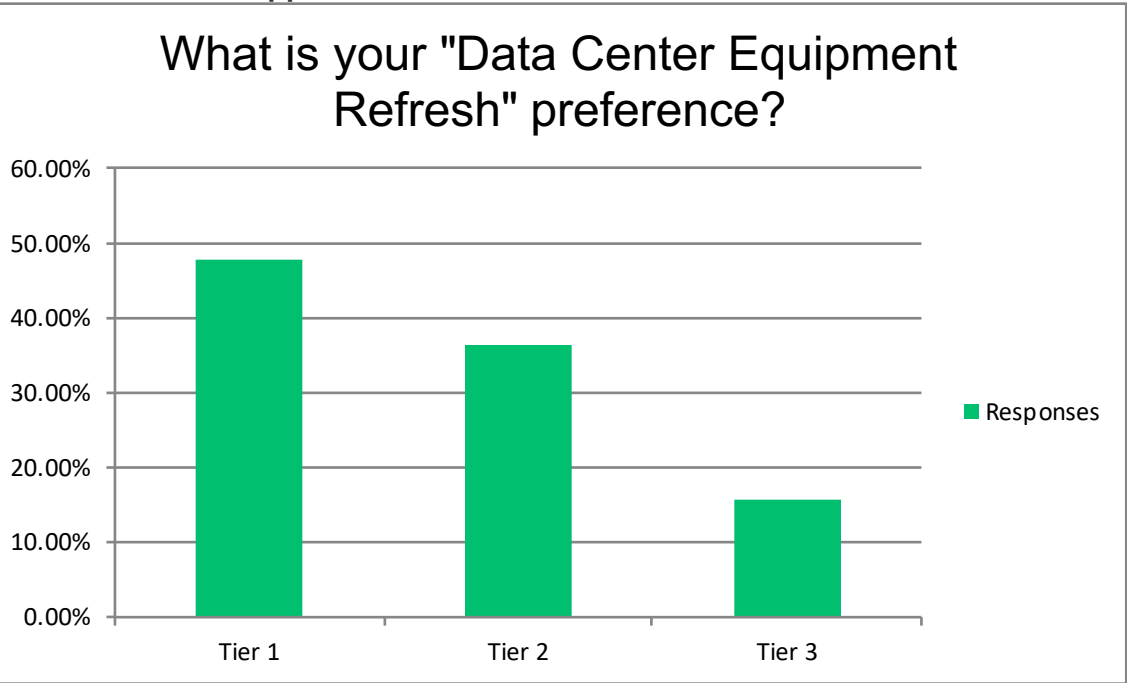
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	66.61%	399	2	798	950
Tier 2	25.38%	152	1	152	
Tier 3	8.01%	48			
Answered		599			
Skipped		19			



FY26 I Value Budget Input Survey

What is your "Data Center Equipment Refresh" preference?

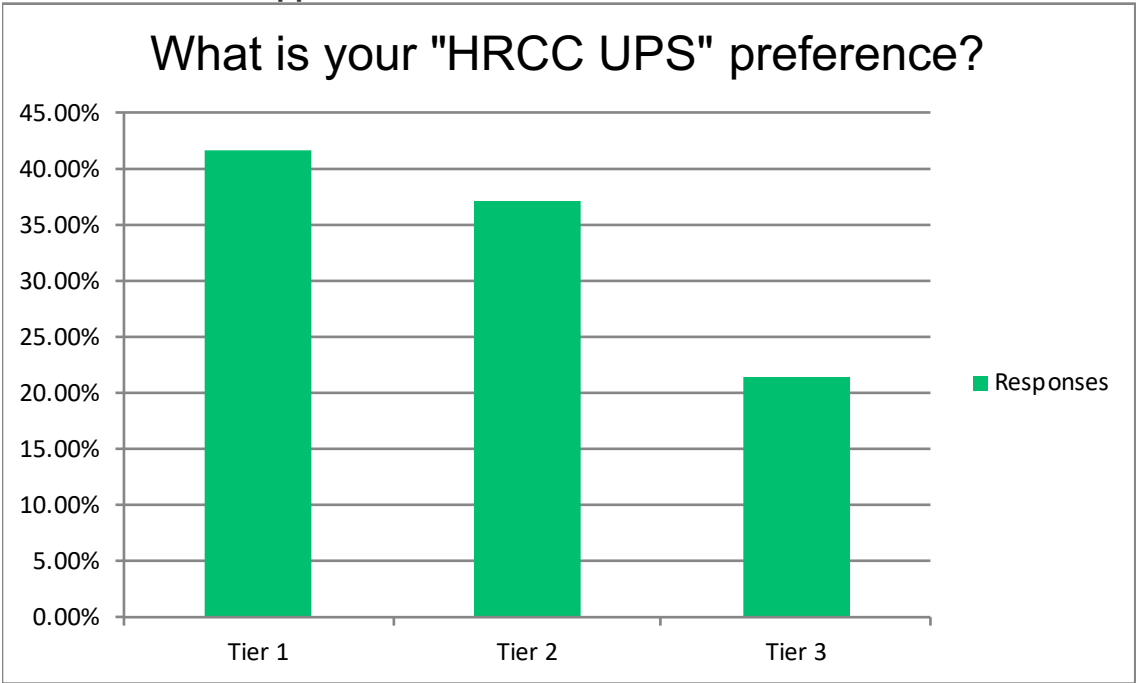
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	47.83%	287	2	574	793
Tier 2	36.50%	219	1	219	
Tier 3	15.67%	94			
Answered		600			
Skipped		19			



FY26 I Value Budget Input Survey

What is your "HRCC UPS" preference?

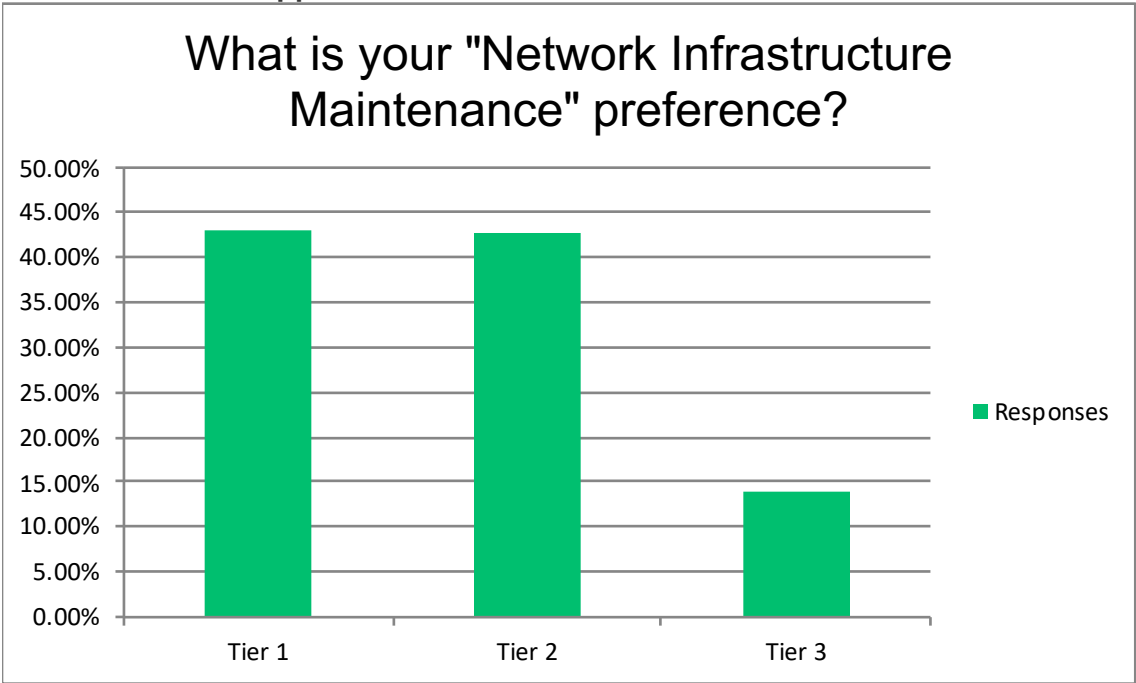
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	41.57%	249	2	498	720
Tier 2	37.06%	222	1	222	
Tier 3	21.37%	128			
Answered		599			
Skipped		19			



FY26 I Value Budget Input Survey

What is your "Network Infrastructure Maintenance" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	43.14%	258	2	516	772
Tier 2	42.81%	256	1	256	
Tier 3	14.05%	84			
Answered		598			
Skipped		21			

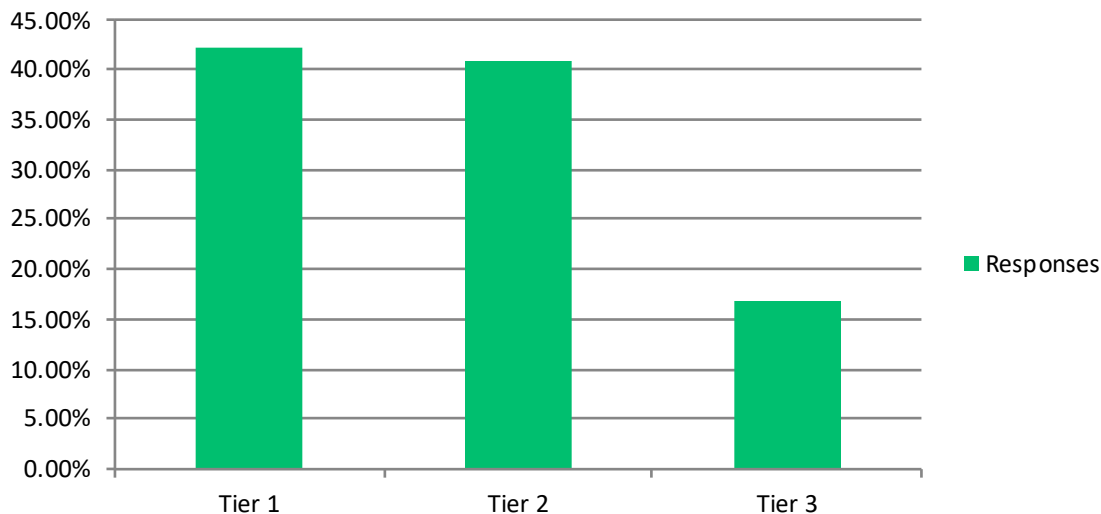


FY26 I Value Budget Input Survey

What is your "WIFI Equipment Lifecycle preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	42.31%	253	2	506	751
Tier 2	40.97%	245	1	245	
Tier 3	16.72%	100			
Answered		598			
Skipped		20			

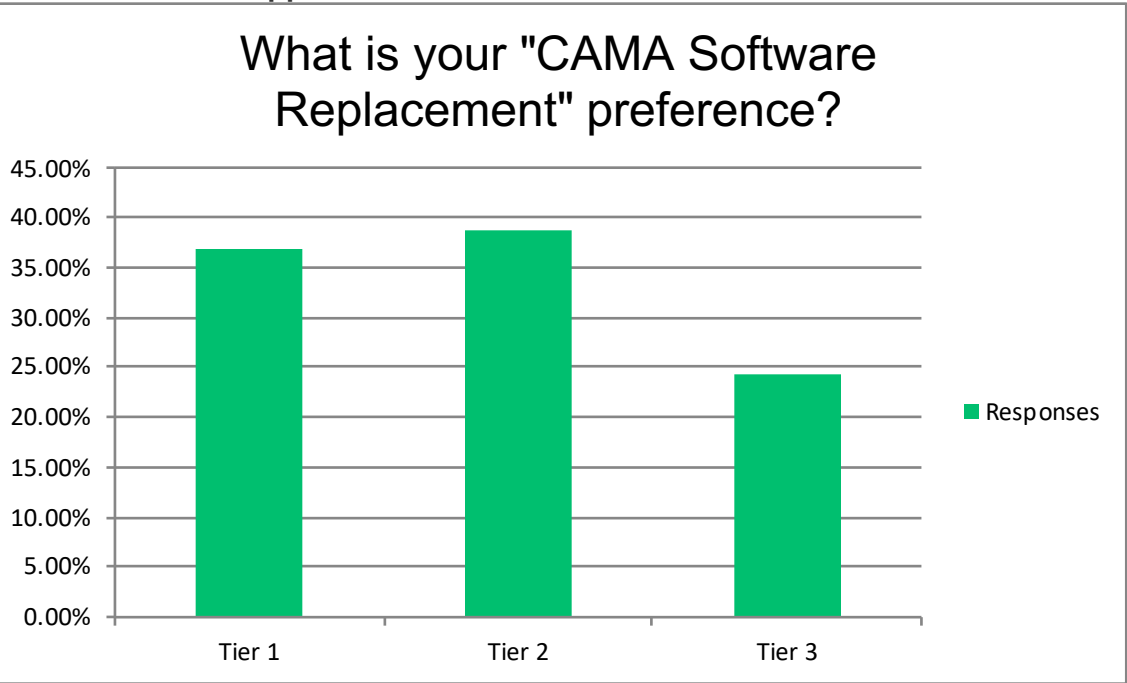
What is your "WIFI Equipment Lifecycle preference?



FY26 I Value Budget Input Survey

What is your "CAMA Software Replacement" preference?

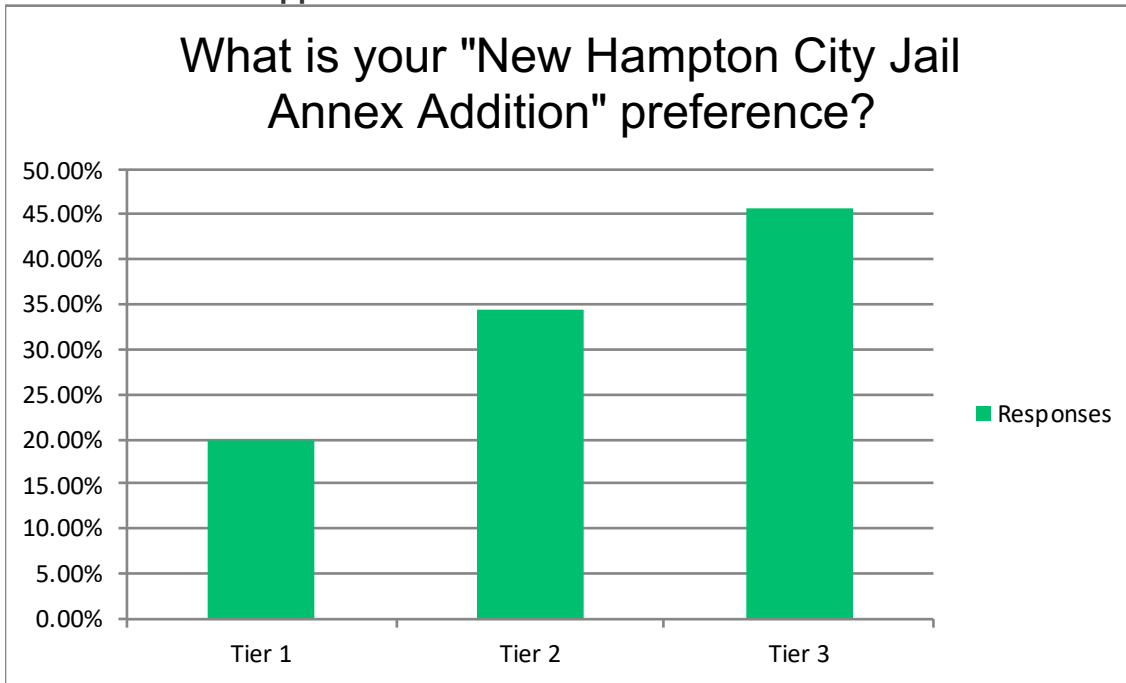
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	36.82%	218	2	436	666
Tier 2	38.85%	230	1	230	
Tier 3	24.32%	144			
Answered		592			
Skipped		23			



FY26 I Value Budget Input Survey

What is your "New Hampton City Jail Annex Addition" preference?

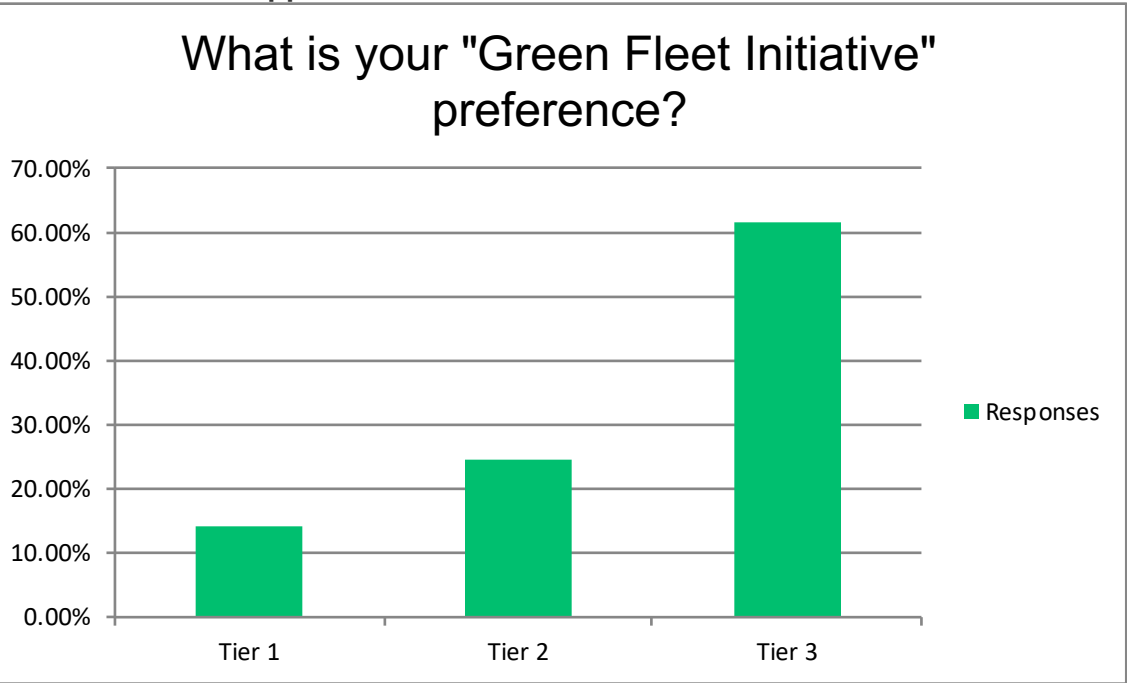
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	20.00%	120	2	240	446
Tier 2	34.33%	206	1	206	
Tier 3	45.67%	274			
Answered		600			
Skipped		19			



FY26 I Value Budget Input Survey

What is your "Green Fleet Initiative" preference?

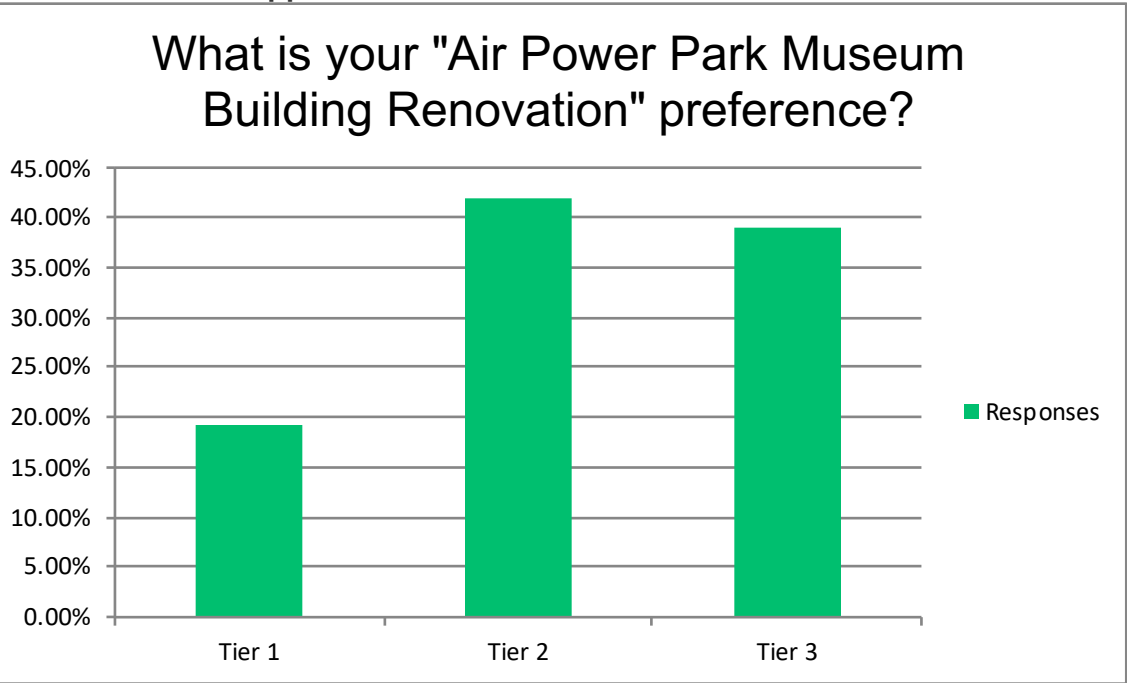
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	14.02%	84	2	168	315
Tier 2	24.54%	147	1	147	
Tier 3	61.44%	368			
Answered		599			
Skipped		19			



FY26 I Value Budget Input Survey

What is your "Air Power Park Museum Building Renovation" preference?

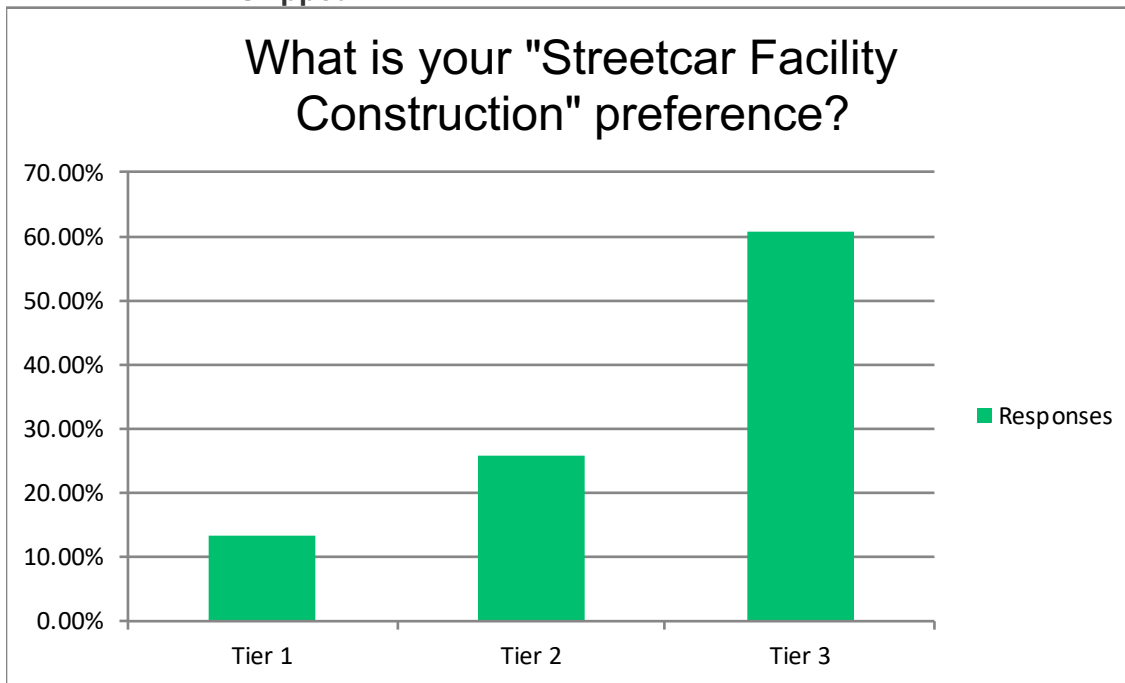
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	19.13%	115	2	230	482
Tier 2	41.93%	252	1	252	
Tier 3	38.94%	234			
Answered		601			
Skipped		18			



FY26 I Value Budget Input Survey

What is your "Streetcar Facility Construction" preference?

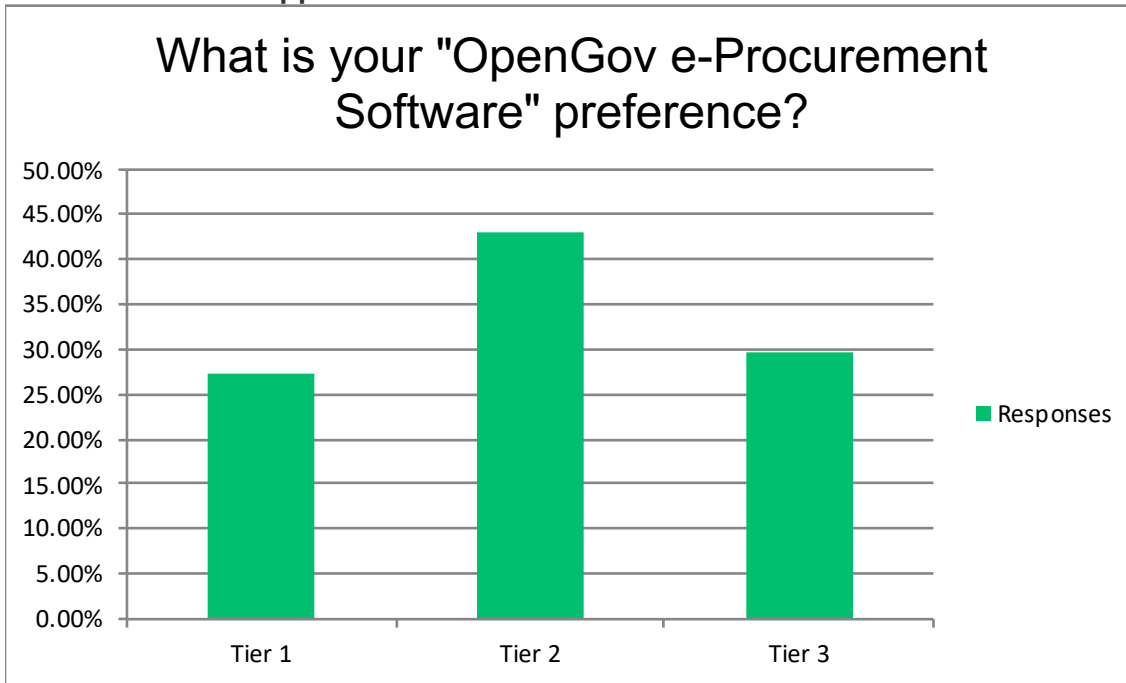
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	13.48%	81	2	162	318
Tier 2	25.96%	156	1	156	
Tier 3	60.57%	364			
Answered		601			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "OpenGov e-Procurement Software" preference?

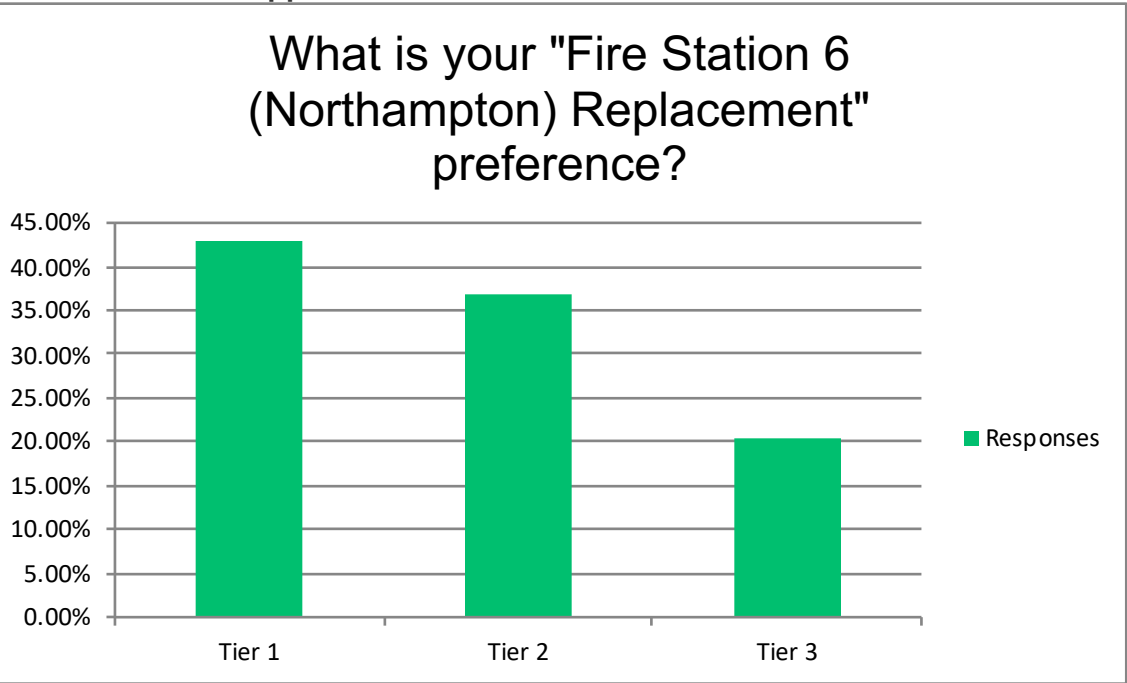
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	27.38%	164	2	328	586
Tier 2	43.07%	258	1	258	
Tier 3	29.55%	177			
Answered		599			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Fire Station 6 (Northampton) Replacement" preference?

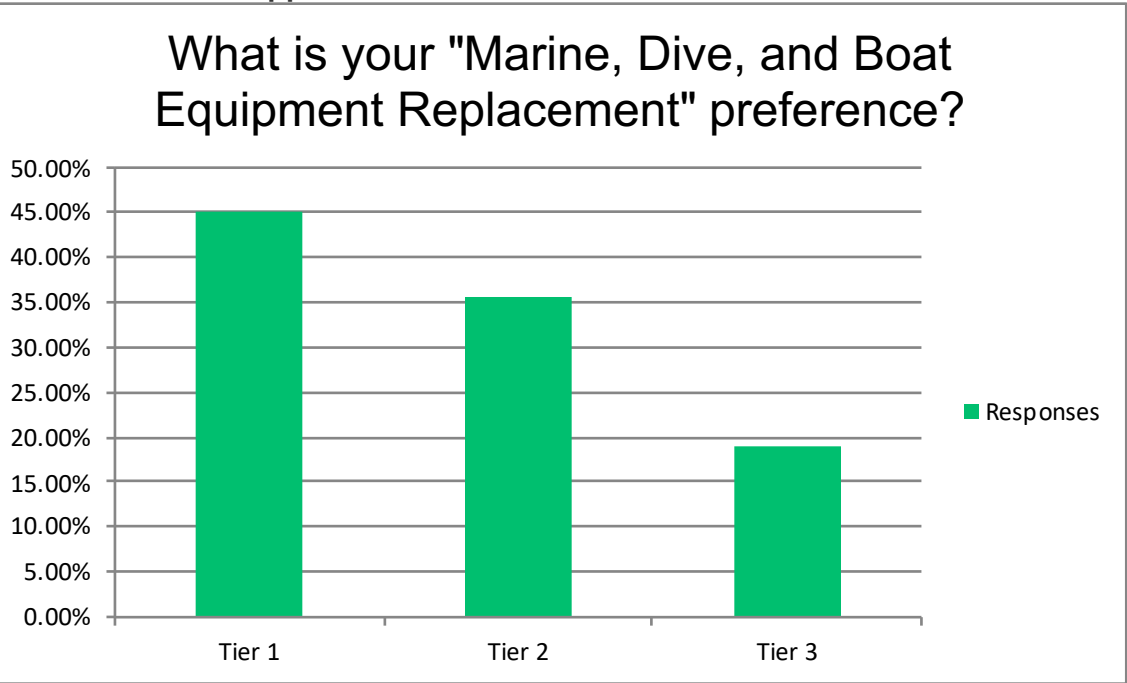
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	42.79%	258	2	516	738
Tier 2	36.82%	222	1	222	
Tier 3	20.40%	123			
Answered		603			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "Marine, Dive, and Boat Equipment Replacement" preference?

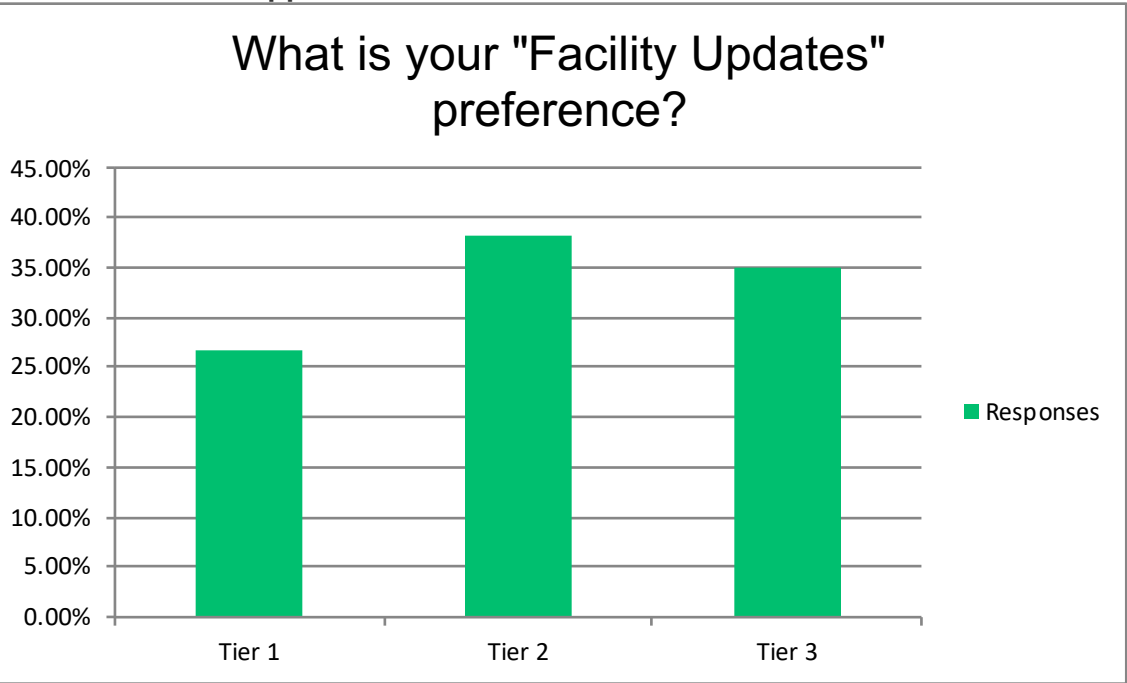
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	45.23%	270	2	540	753
Tier 2	35.68%	213	1	213	
Tier 3	19.10%	114			
Answered		597			
Skipped		18			



FY26 I Value Budget Input Survey

What is your "Facility Updates" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	26.62%	160	2	320	550
Tier 2	38.27%	230	1	230	
Tier 3	35.11%	211			
Answered		601			
Skipped		15			

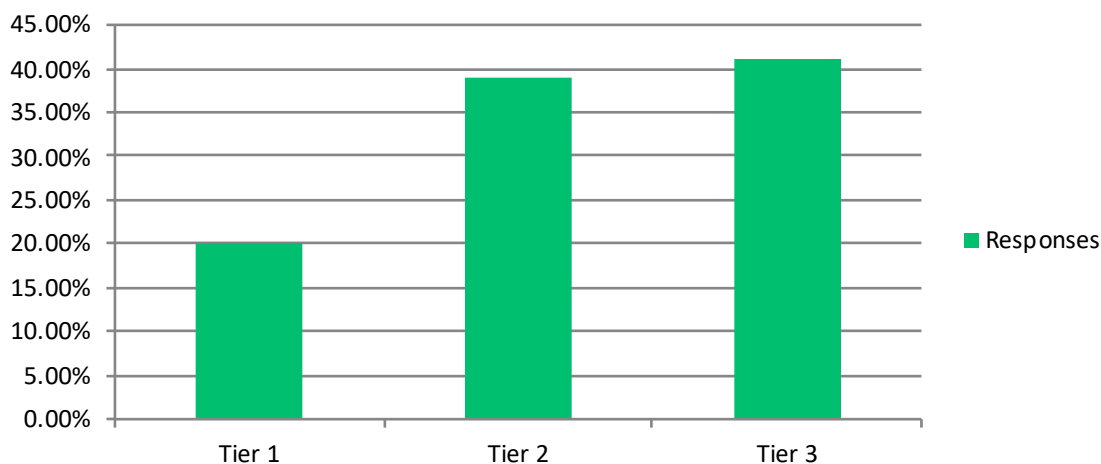


FY26 I Value Budget Input Survey

What is your "Hampton History Museum Workspace and Archive/Storage"

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	20.10%	120	2	240	472
Tier 2	38.86%	232	1	232	
Tier 3	41.04%	245			
Answered		597			
Skipped		18			

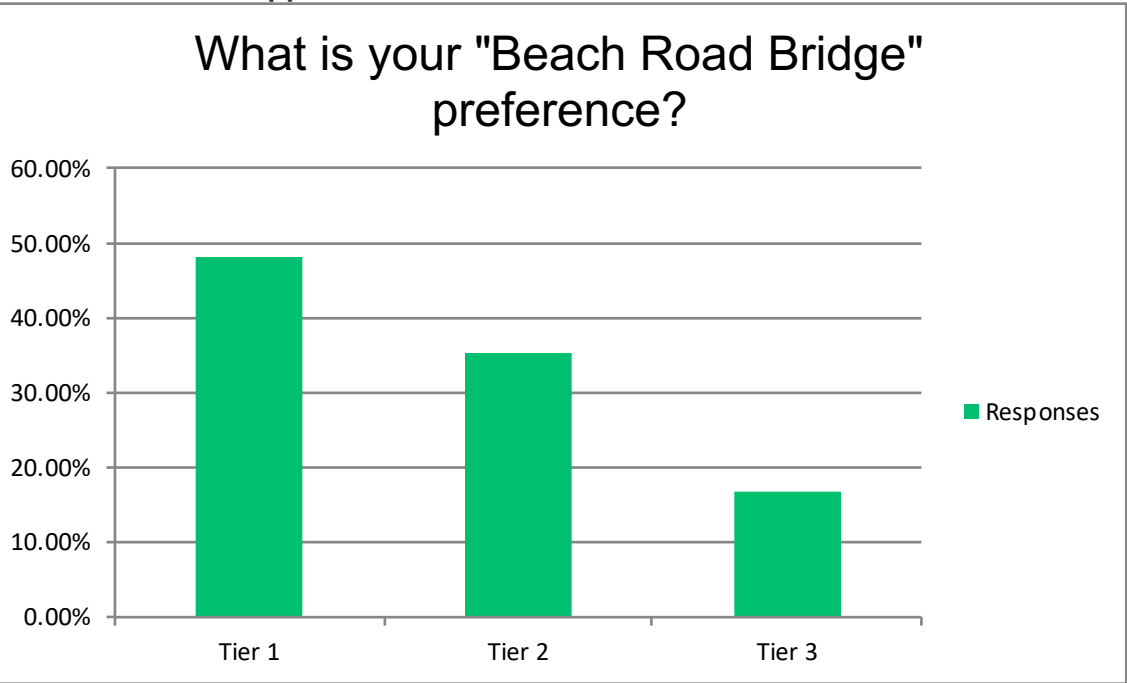
What is your "Hampton History Museum Workspace and Archive/Storage" preference?



FY26 I Value Budget Input Survey

What is your "Beach Road Bridge" preference?

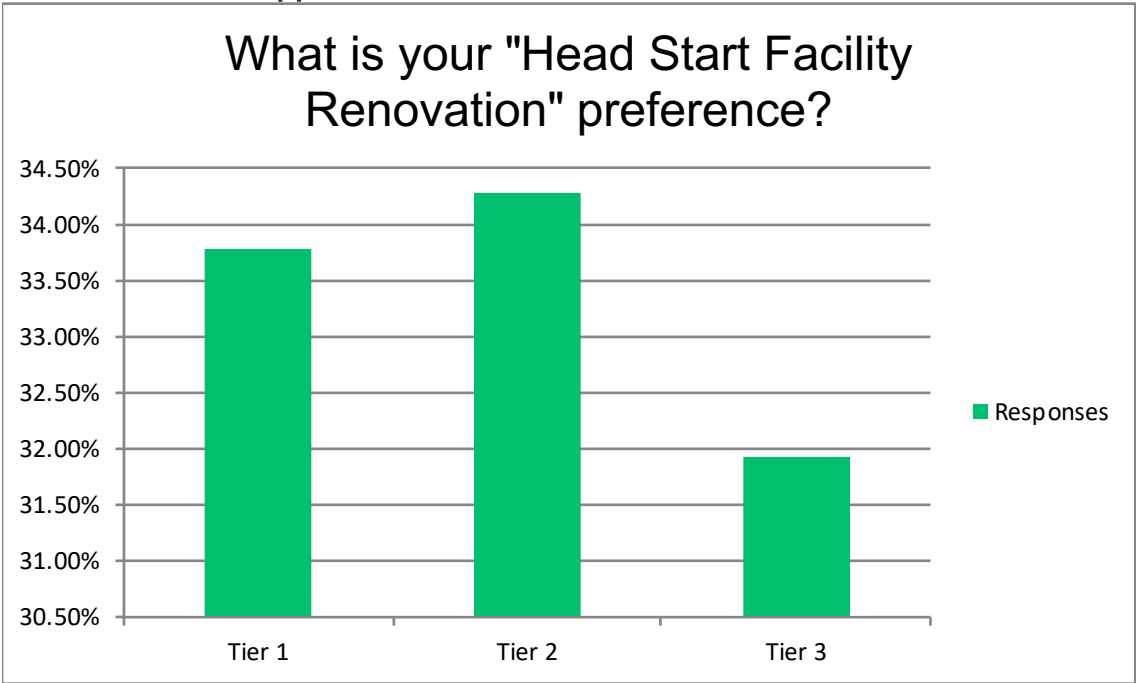
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	47.91%	287	2	574	786
Tier 2	35.39%	212	1	212	
Tier 3	16.69%	100			
Answered		599			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Head Start Facility Renovation" preference?

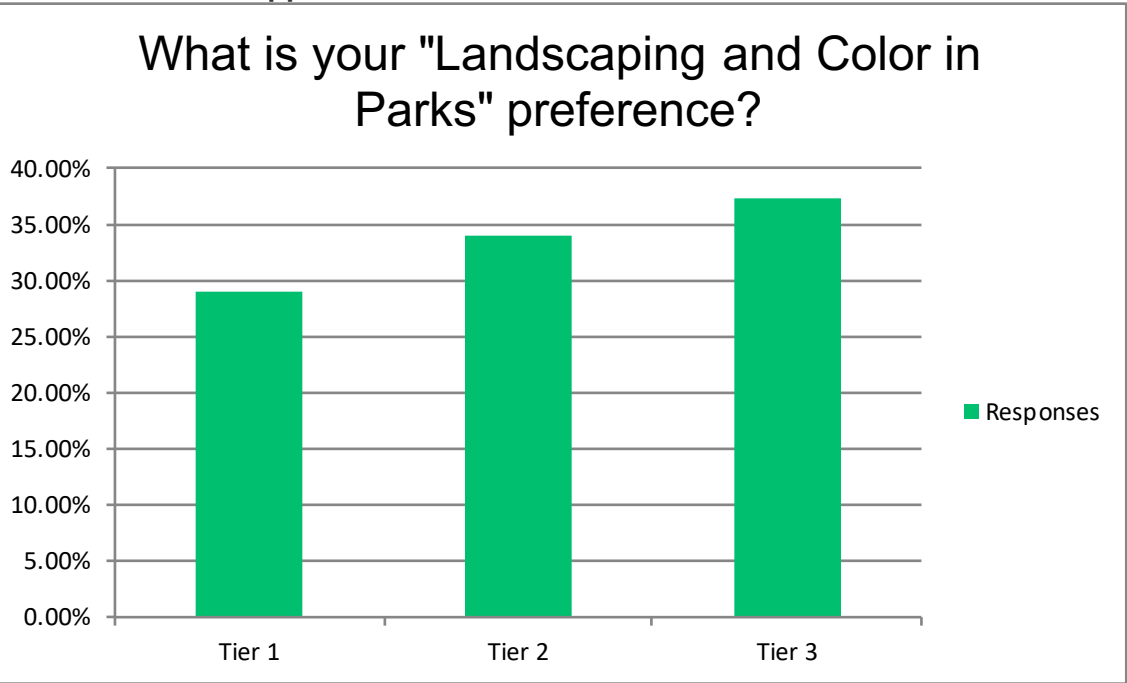
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	33.78%	201	2	402	606
Tier 2	34.29%	204	1	204	
Tier 3	31.93%	190			
Answered		595			
Skipped		20			



FY26 I Value Budget Input Survey

What is your "Landscaping and Color in Parks" preference?

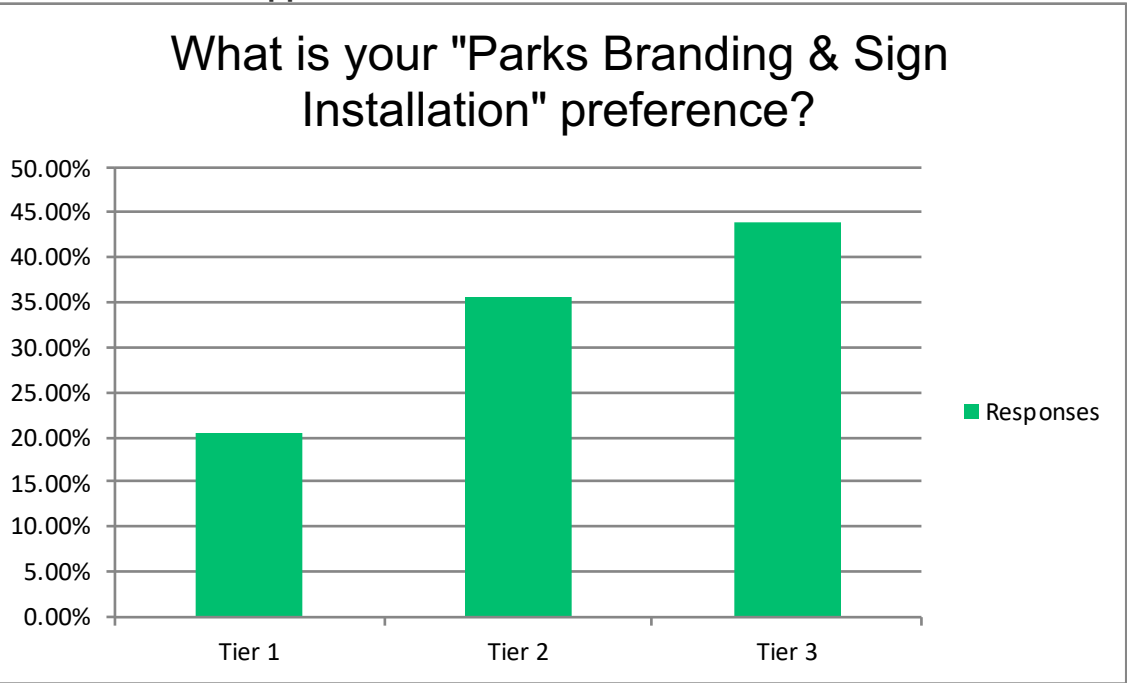
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	28.86%	172	2	344	546
Tier 2	33.89%	202	1	202	
Tier 3	37.25%	222			
Answered		596			
Skipped		18			



FY26 I Value Budget Input Survey

What is your "Parks Branding & Sign Installation" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	20.54%	122	2	244	455
Tier 2	35.52%	211	1	211	
Tier 3	43.94%	261			
Answered		594			
Skipped		19			

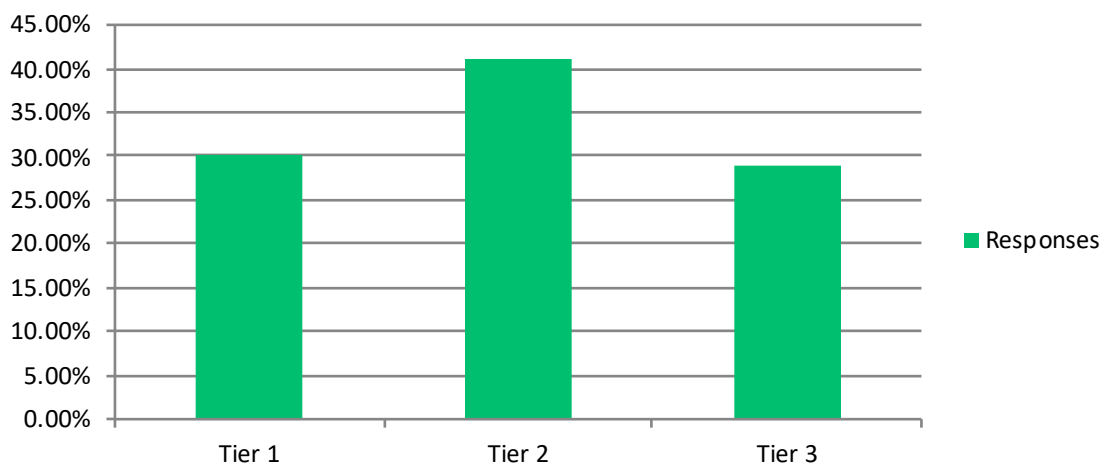


FY26 I Value Budget Input Survey

What is your "Resurfacing Parking Lots at Parks & Recreation Facilities"

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	30.10%	180	2	360	605
Tier 2	40.97%	245	1	245	
Tier 3	28.93%	173			
Answered		598			
Skipped		17			

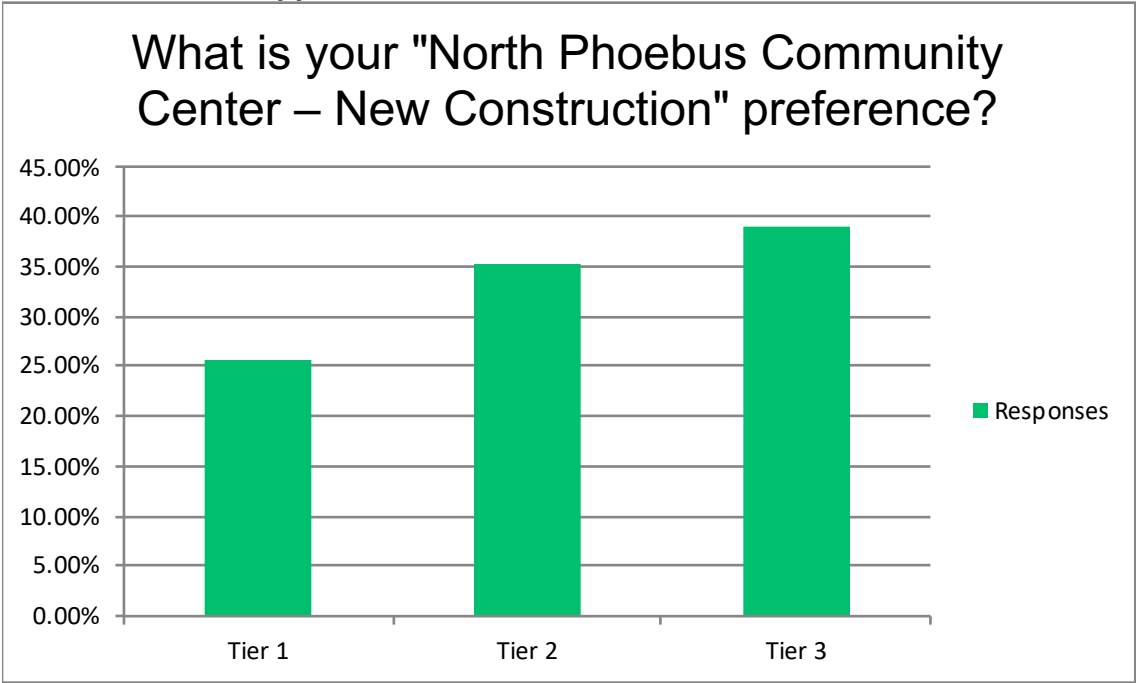
What is your "Resurfacing Parking Lots at
Parks & Recreation Facilities"
preference?



FY26 I Value Budget Input Survey

What is your "North Phoebus Community Center – New Construction" preference?

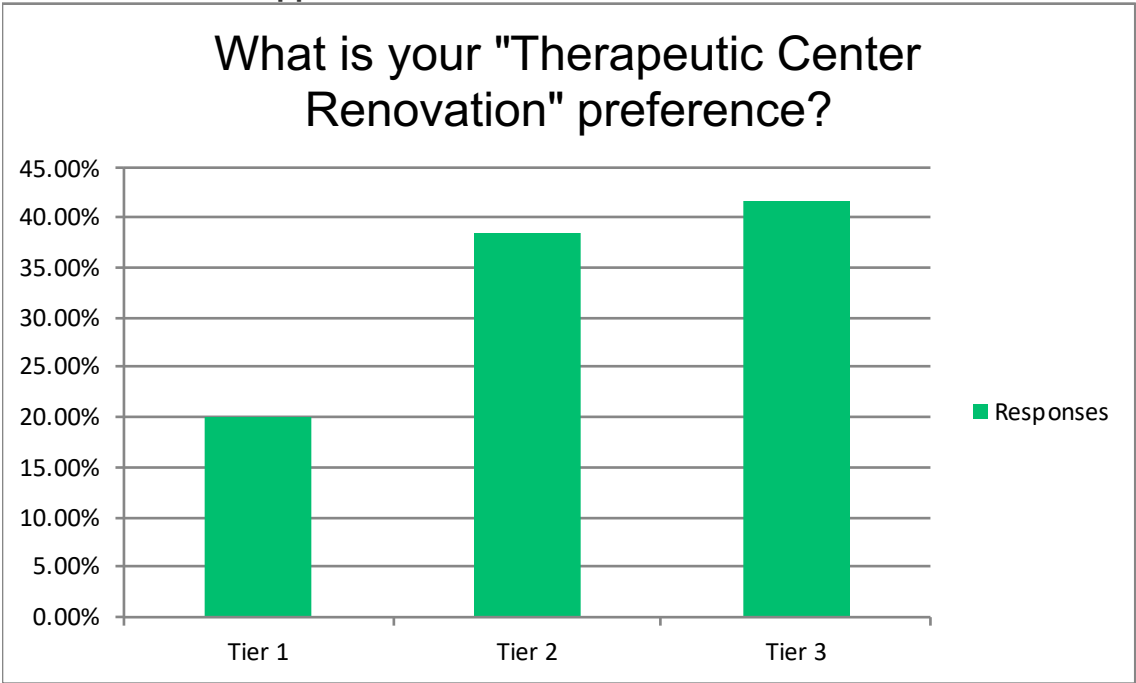
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	25.71%	154	2	308	519
Tier 2	35.23%	211	1	211	
Tier 3	39.07%	234			
Answered		599			
Skipped		16			



FY26 I Value Budget Input Survey

What is your "Therapeutic Center Renovation" preference?

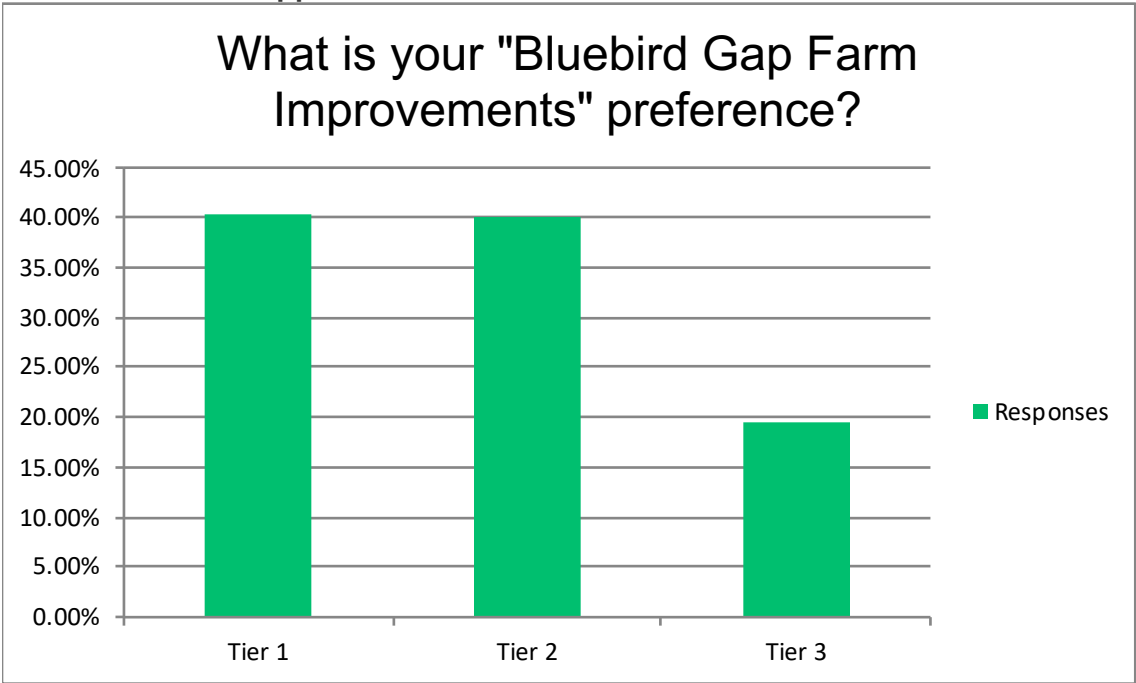
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	19.93%	119	2	238	468
Tier 2	38.53%	230	1	230	
Tier 3	41.54%	248			
Answered		597			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Bluebird Gap Farm Improvements" preference?

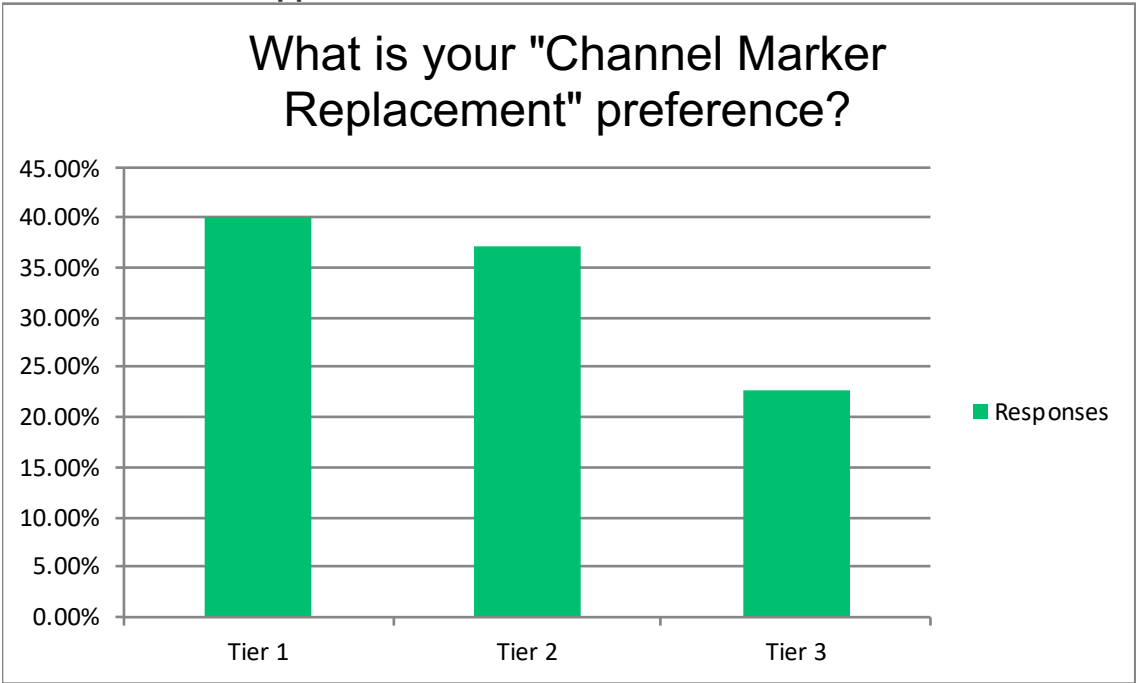
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	40.40%	242	2	484	724
Tier 2	40.07%	240	1	240	
Tier 3	19.53%	117			
Answered		599			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Channel Marker Replacement" preference?

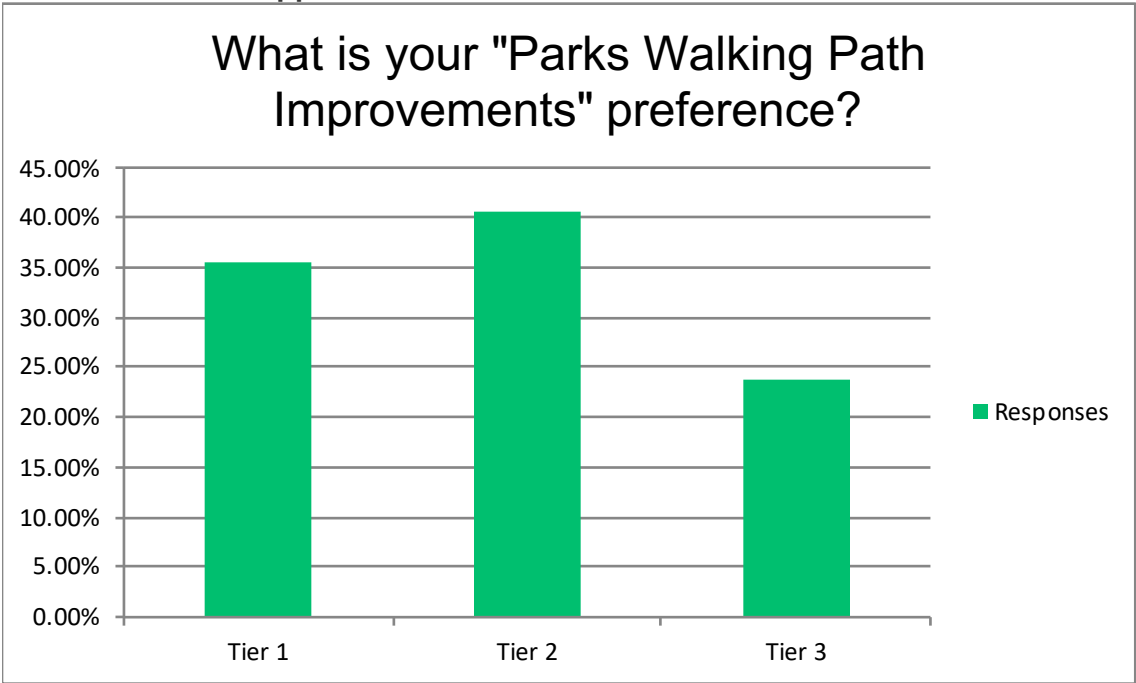
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	40.13%	238	2	476	696
Tier 2	37.10%	220	1	220	
Tier 3	22.77%	135			
Answered		593			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Parks Walking Path Improvements" preference?

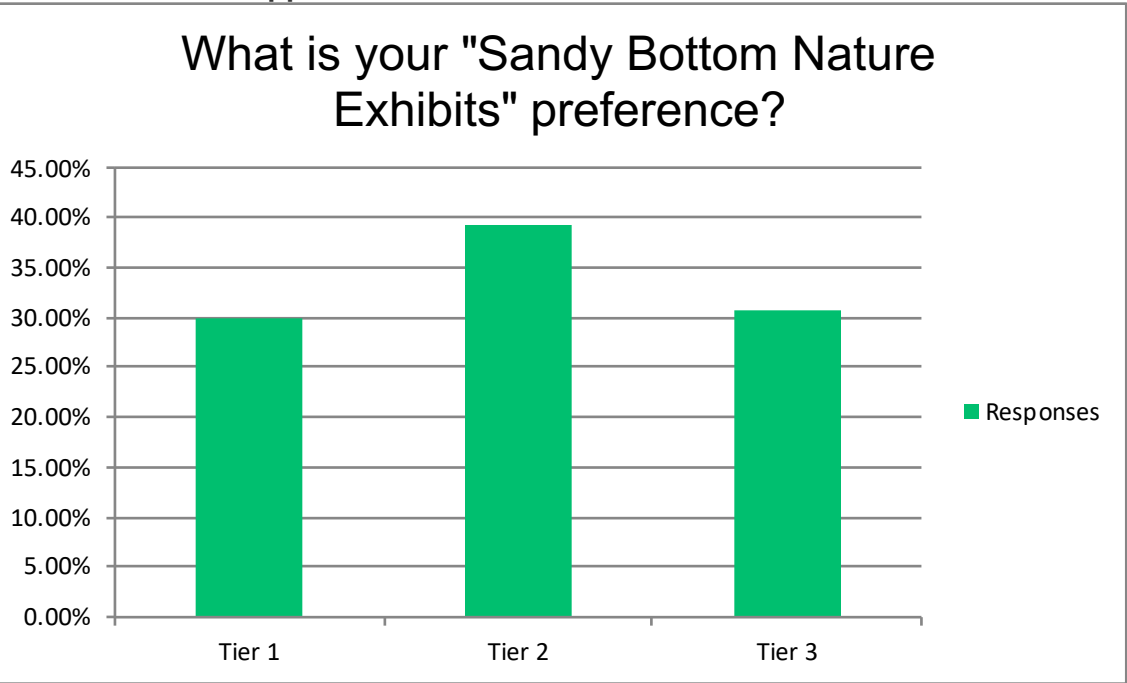
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	35.51%	212	2	424	667
Tier 2	40.70%	243	1	243	
Tier 3	23.79%	142			
Answered		597			
Skipped		17			



FY26 I Value Budget Input Survey

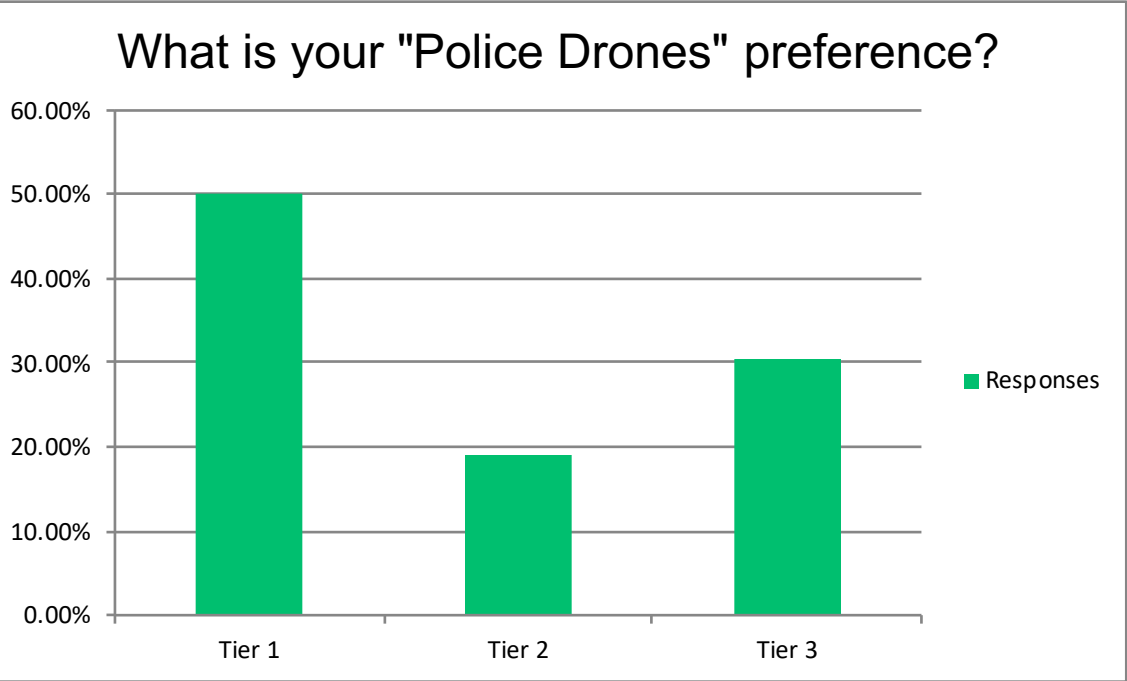
What is your "Sandy Bottom Nature Exhibits" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	30.05%	180	2	360	595
Tier 2	39.23%	235	1	235	
Tier 3	30.72%	184			
Answered		599			
Skipped		15			



FY26 I Value Budget Input Survey
What is your "Police Drones" preference?

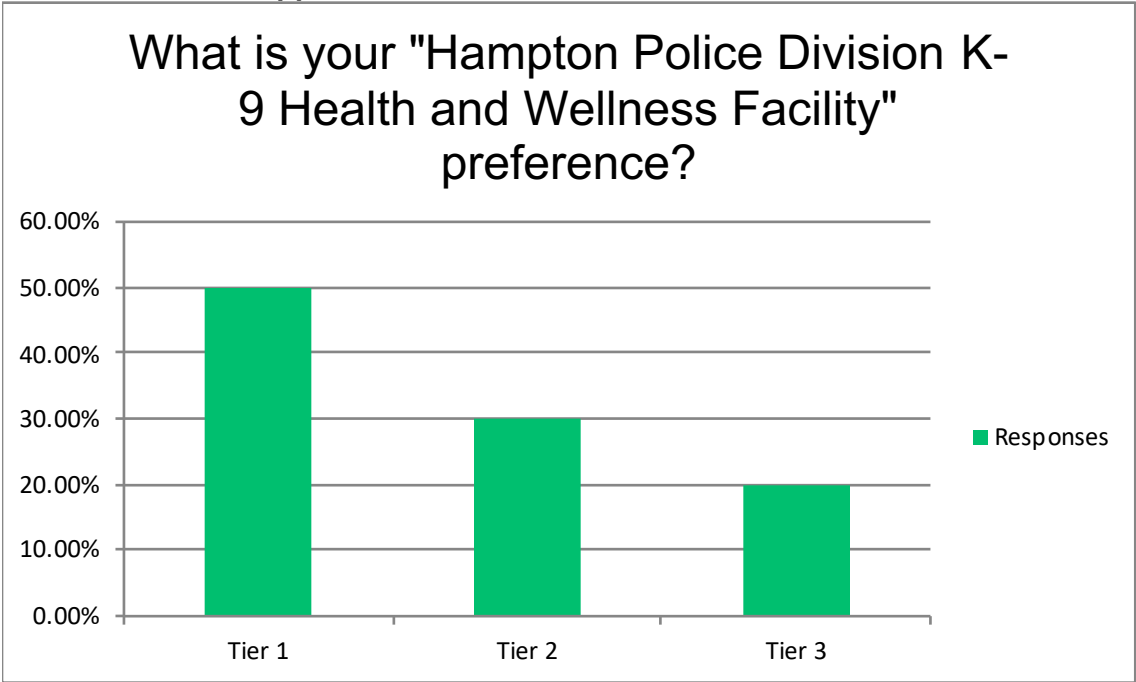
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	50.25%	299	2	598	712
Tier 2	19.16%	114	1	114	
Tier 3	30.59%	182			
Answered		595			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Hampton Police Division K-9 Health and Wellness Facility" preference?

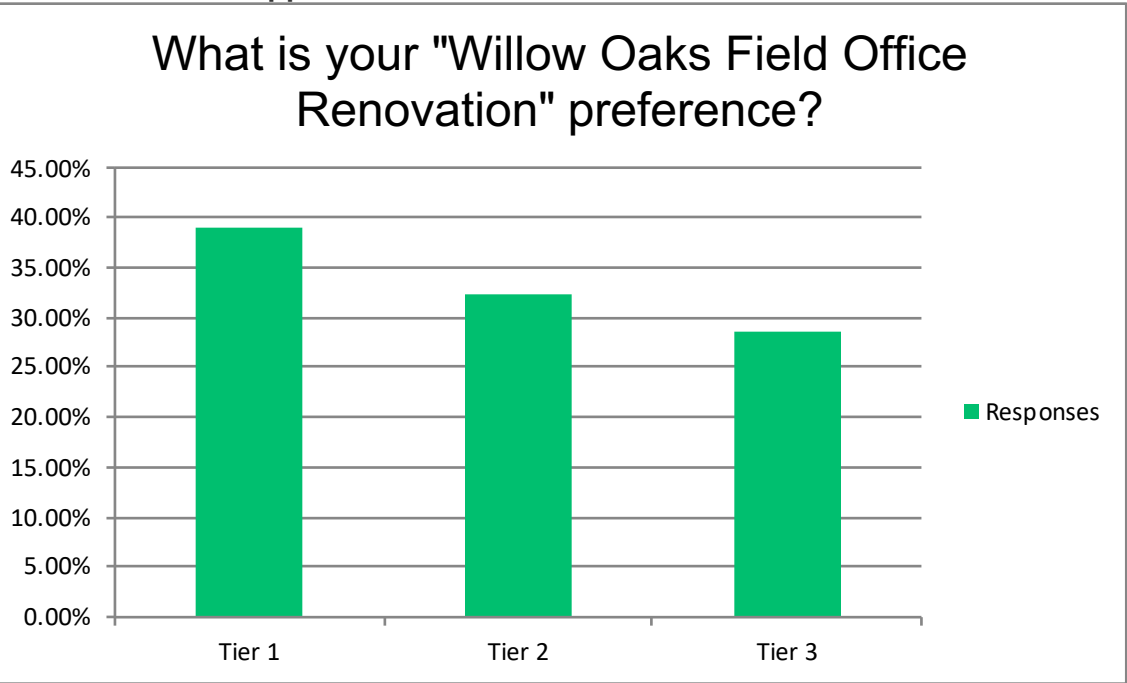
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	49.75%	296	2	592	772
Tier 2	30.25%	180	1	180	
Tier 3	20.00%	119			
Answered		595			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Willow Oaks Field Office Renovation" preference?

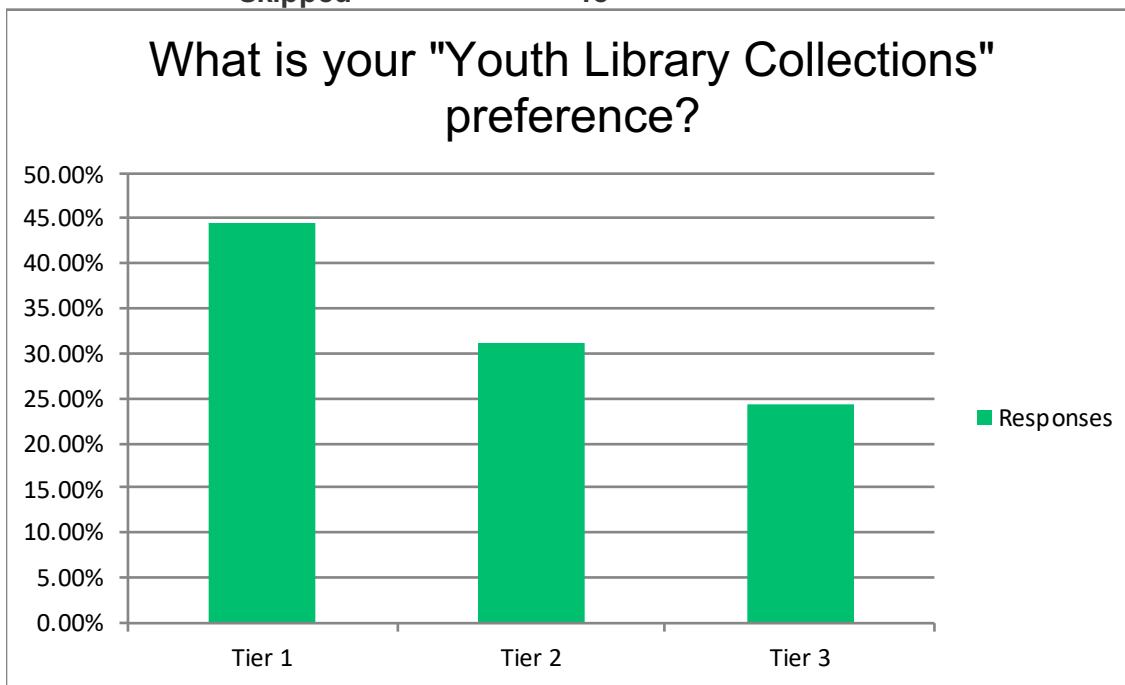
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	39.06%	232	2	464	656
Tier 2	32.32%	192	1	192	
Tier 3	28.62%	170			
Answered		594			
Skipped		17			



FY26 I Value Budget Input Survey

What is your "Youth Library Collections" preference?

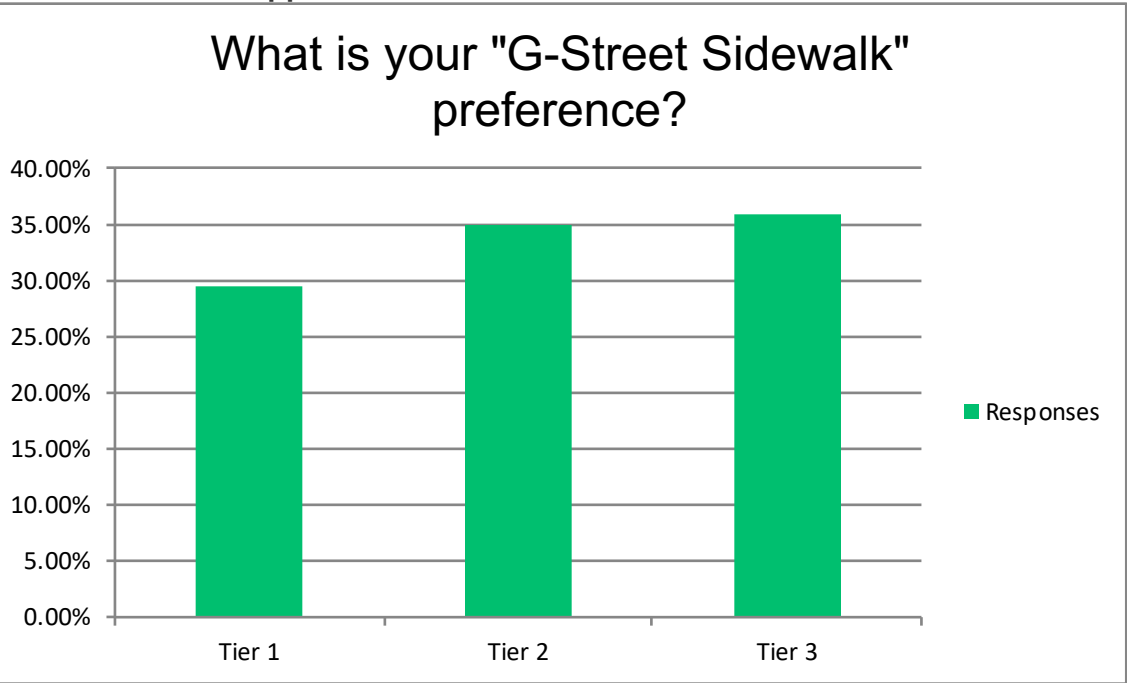
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	44.52%	264	2	528	713
Tier 2	31.20%	185	1	185	
Tier 3	24.28%	144			
Answered		593			
Skipped		18			



FY26 I Value Budget Input Survey

What is your "G-Street Sidewalk" preference?

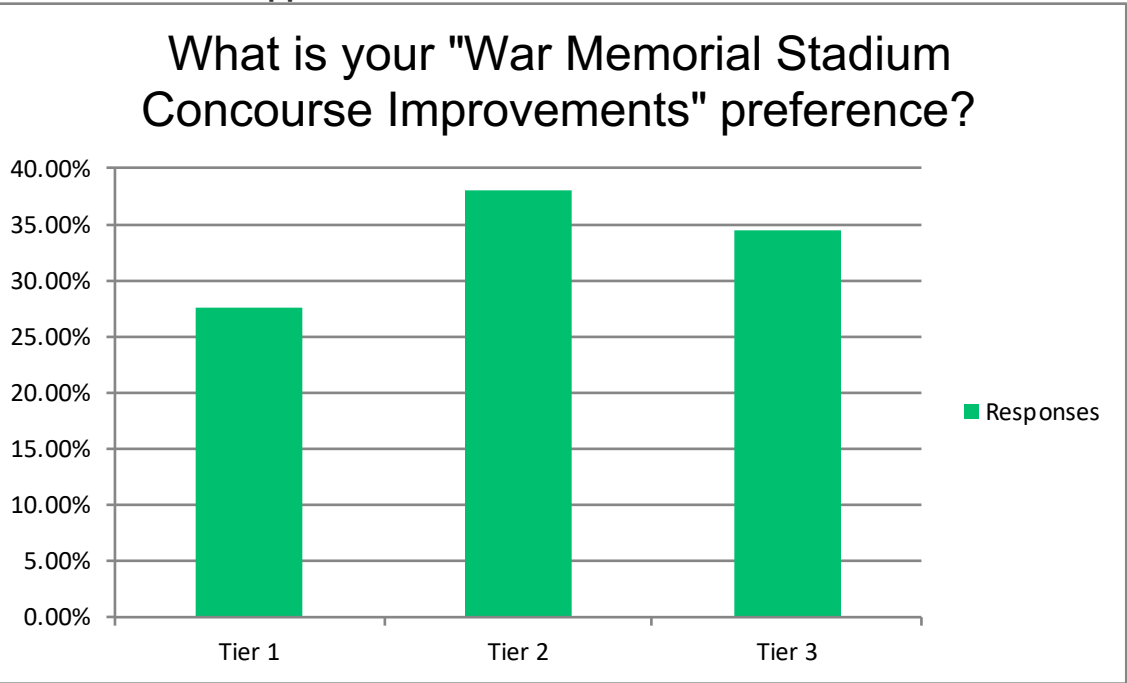
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	29.34%	174	2	348	555
Tier 2	34.91%	207	1	207	
Tier 3	35.75%	212			
Answered		593			
Skipped		19			



FY26 I Value Budget Input Survey

What is your "War Memorial Stadium Concourse Improvements" preference?

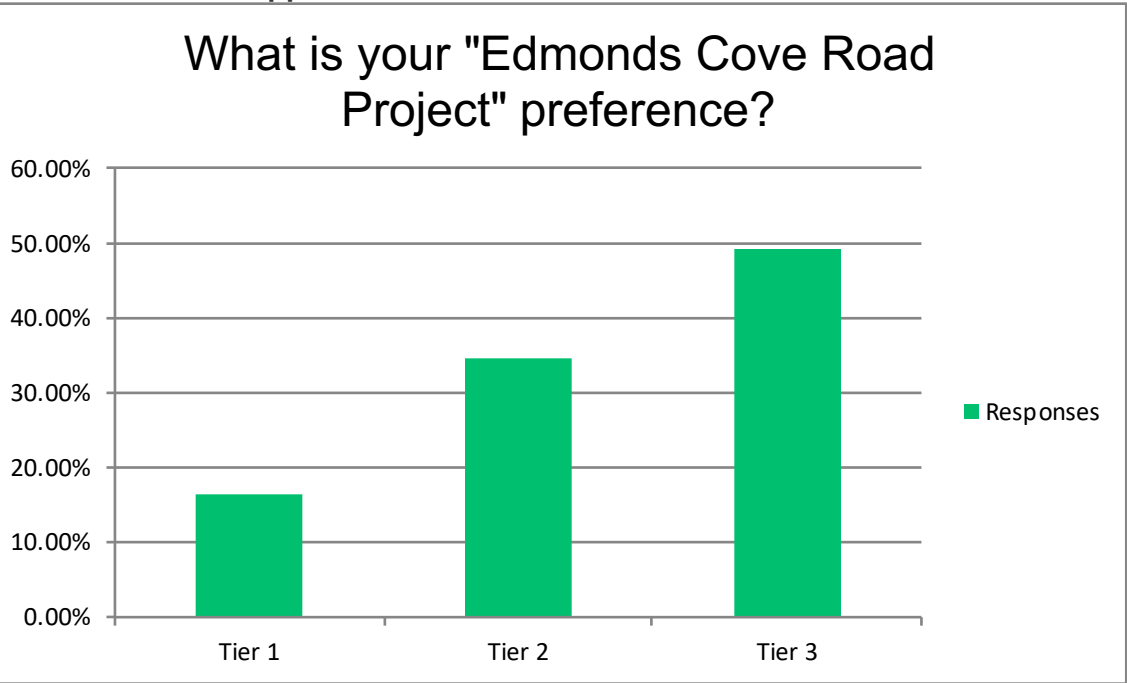
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	27.44%	163	2	326	552
Tier 2	38.05%	226	1	226	
Tier 3	34.51%	205			
Answered		594			
Skipped		18			



FY26 I Value Budget Input Survey

What is your "Edmonds Cove Road Project" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	16.30%	97	2	194	399
Tier 2	34.45%	205	1	205	
Tier 3	49.24%	293			
Answered		595			
Skipped		17			

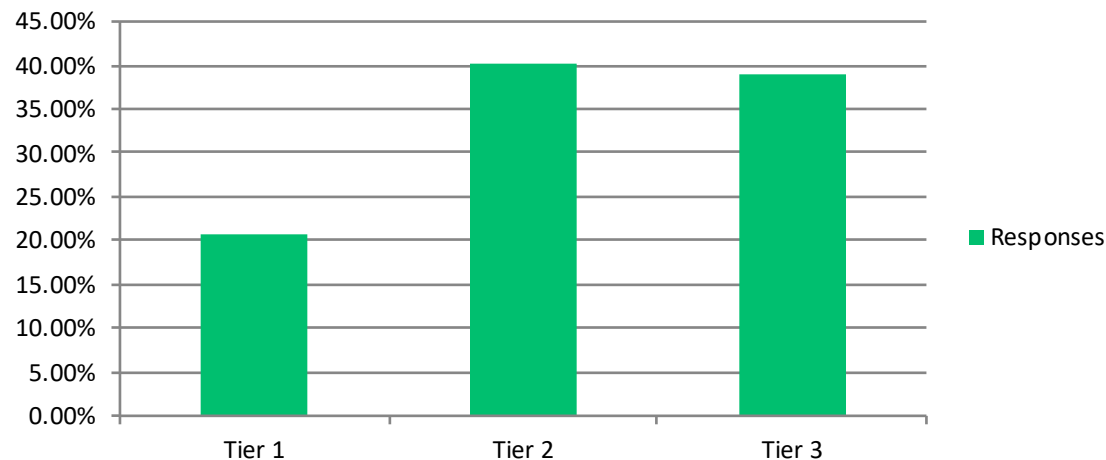


FY26 I Value Budget Input Survey

What is your "Right of Way (ROW) Improvements; Thornrose, Salem, Bland, Ransone" preference?

Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	20.78%	123	2	246	484
Tier 2	40.20%	238	1	238	
Tier 3	39.02%	231			
Answered		592			
Skipped		19			

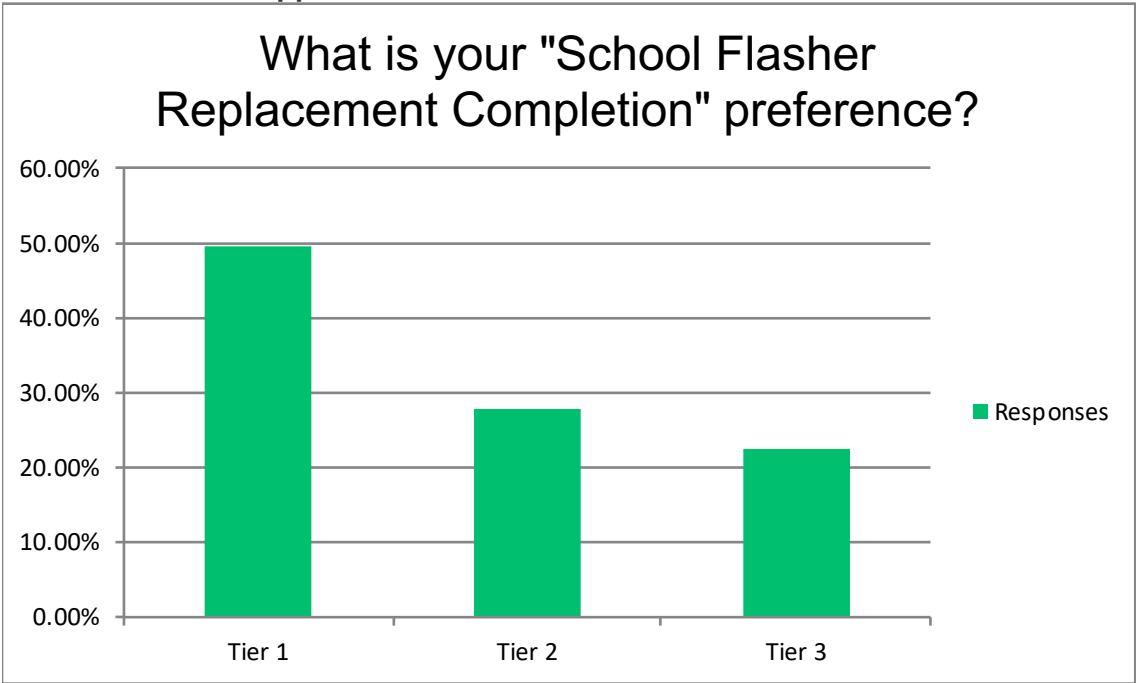
What is your "Right of Way (ROW) Improvements; Thornrose, Salem, Bland, Ransone" preference?



FY26 I Value Budget Input Survey

What is your "School Flasher Replacement Completion" preference?

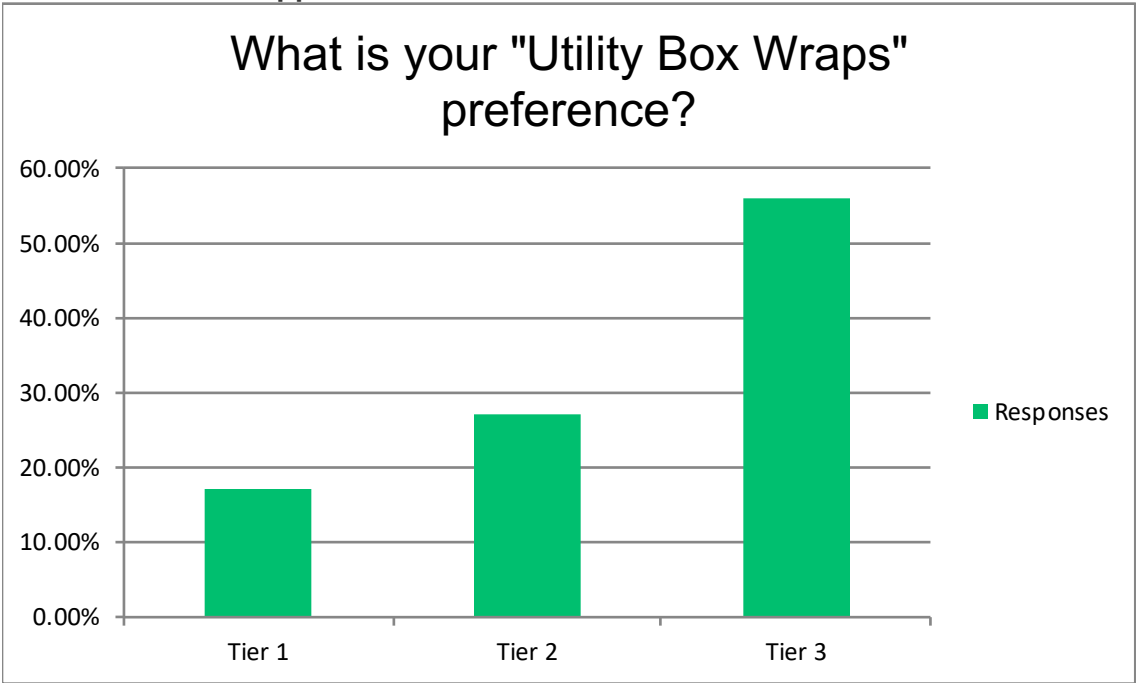
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	49.49%	294	2	588	754
Tier 2	27.95%	166	1	166	
Tier 3	22.56%	134			
Answered		594			
Skipped		18			



FY26 I Value Budget Input Survey

What is your "Utility Box Wraps" preference?

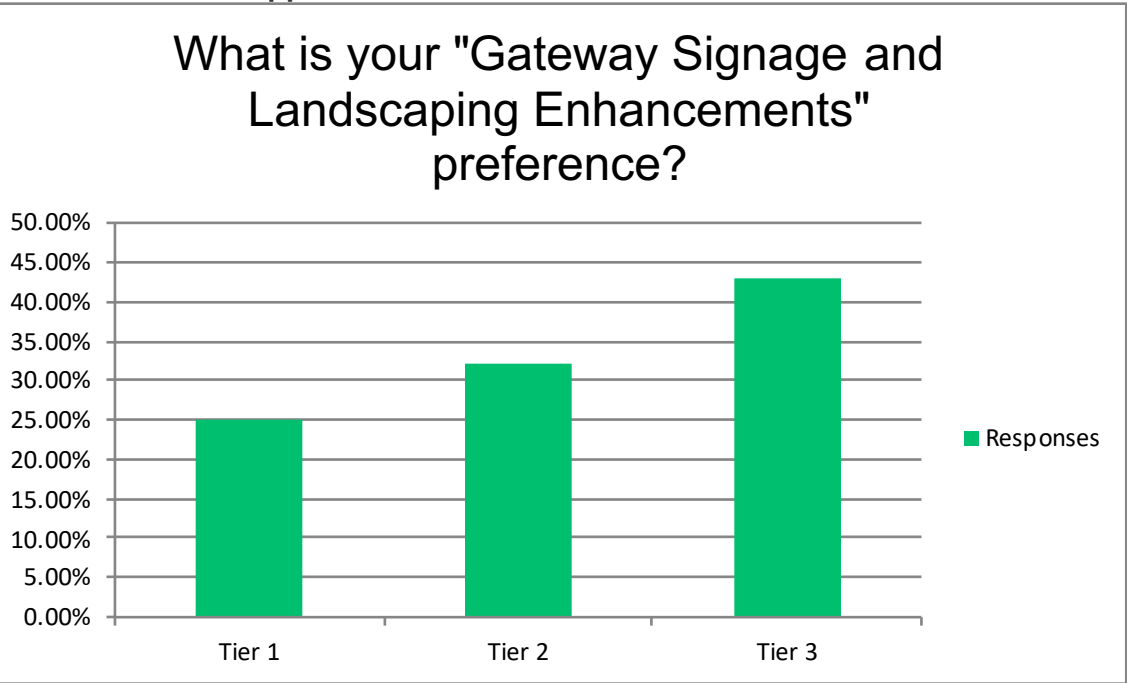
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	17.11%	103	2	206	369
Tier 2	27.08%	163	1	163	
Tier 3	55.81%	336			
Answered		602			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Gateway Signage and Landscaping Enhancements" preference?

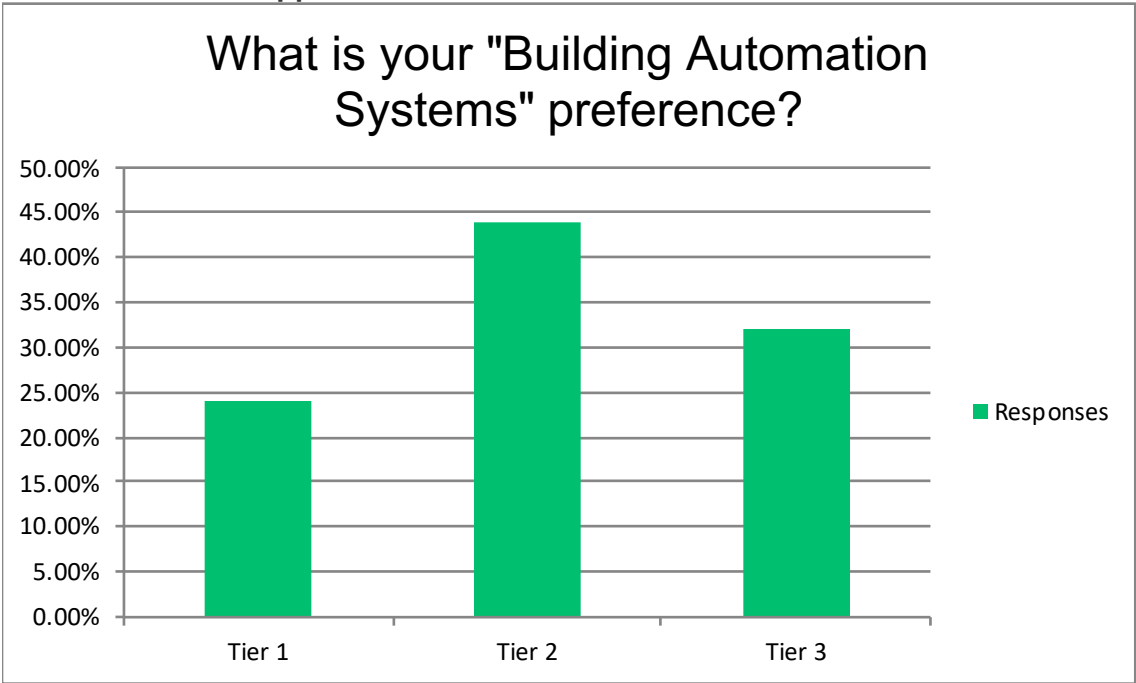
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	25.13%	150	2	300	491
Tier 2	31.99%	191	1	191	
Tier 3	42.88%	256			
Answered		597			
Skipped		16			



FY26 I Value Budget Input Survey

What is your "Building Automation Systems" preference?

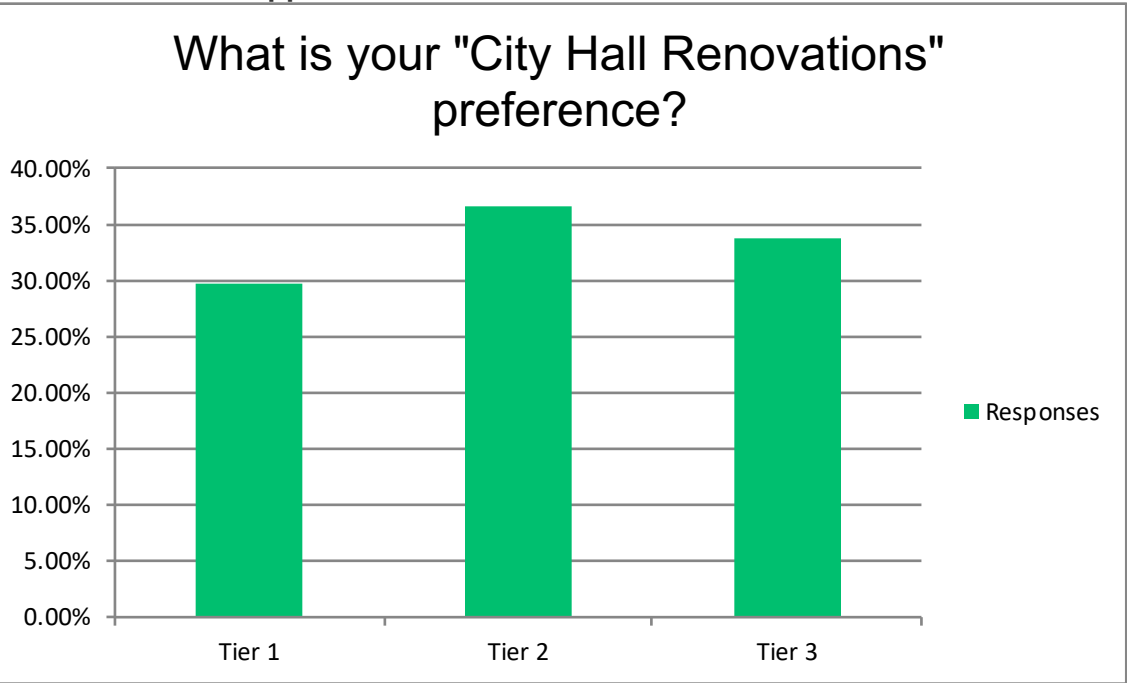
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	23.95%	143	2	286	549
Tier 2	44.05%	263	1	263	
Tier 3	31.99%	191			
Answered		597			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "City Hall Renovations" preference?

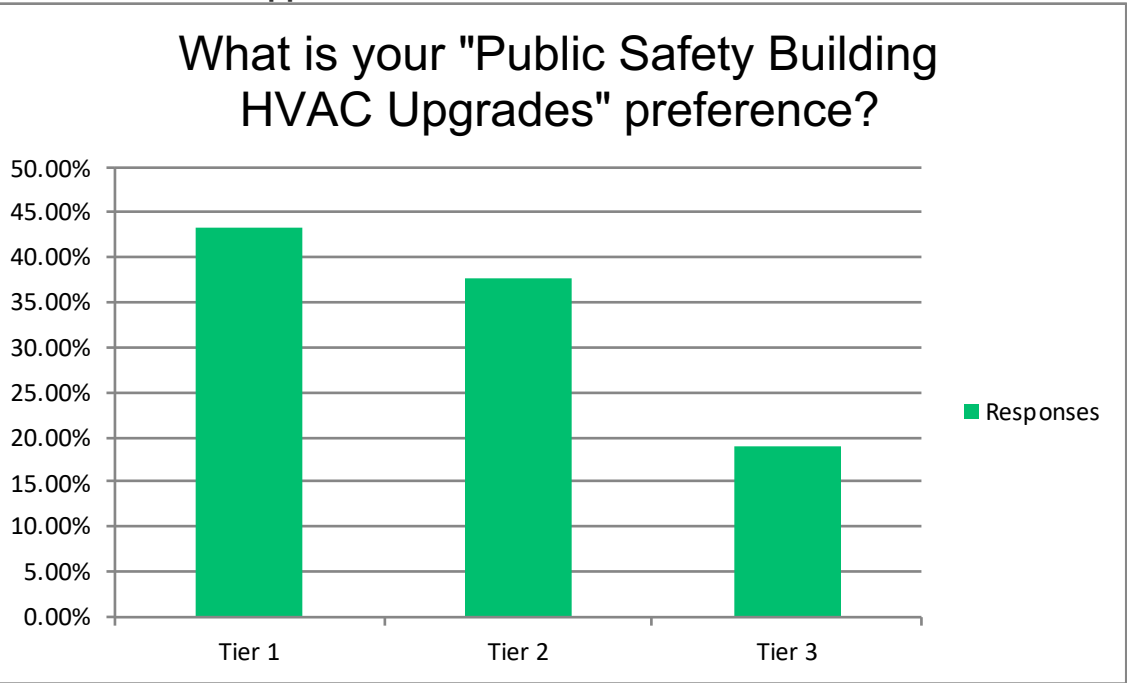
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	29.64%	179	2	358	579
Tier 2	36.59%	221	1	221	
Tier 3	33.77%	204			
Answered		604			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "Public Safety Building HVAC Upgrades" preference?

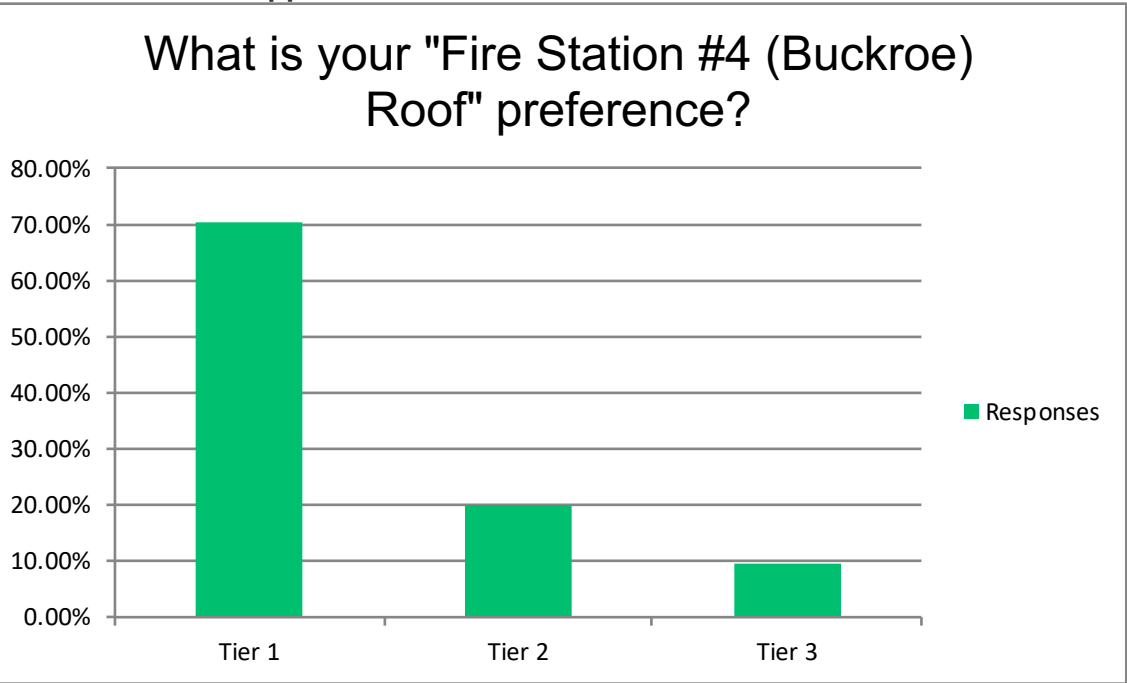
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	43.22%	258	2	516	741
Tier 2	37.69%	225	1	225	
Tier 3	19.10%	114			
Answered		597			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "Fire Station #4 (Buckroe) Roof" preference?

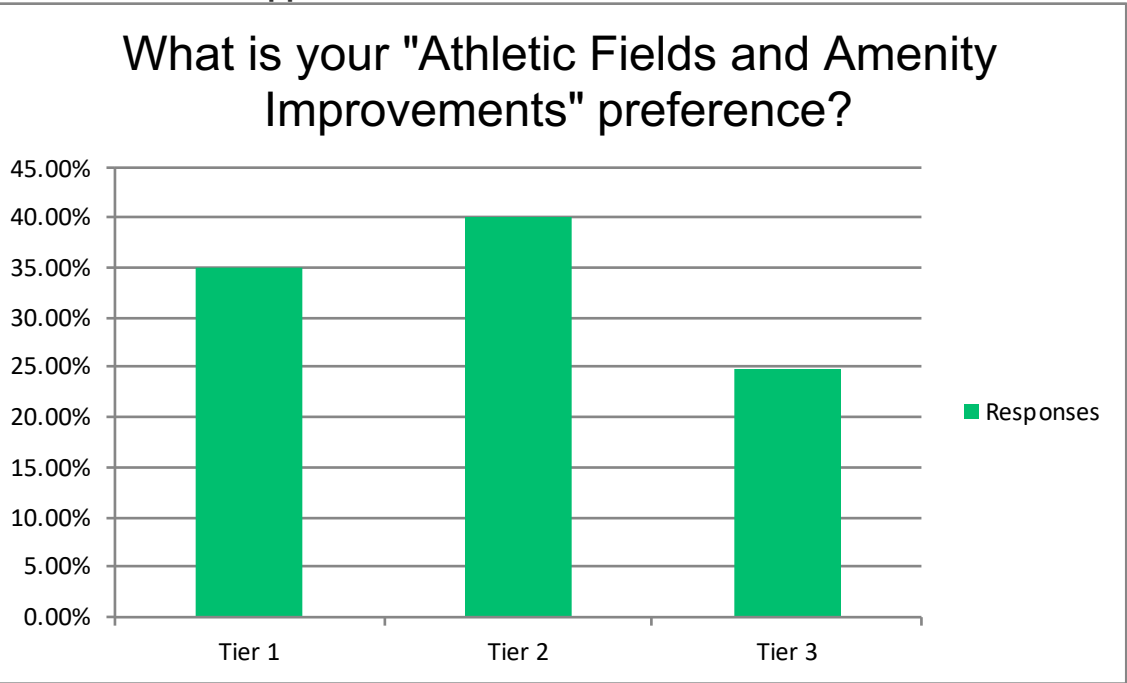
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	70.36%	425	2	850	971
Tier 2	20.03%	121	1	121	
Tier 3	9.60%	58			
Answered		604			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "Athletic Fields and Amenity Improvements" preference?

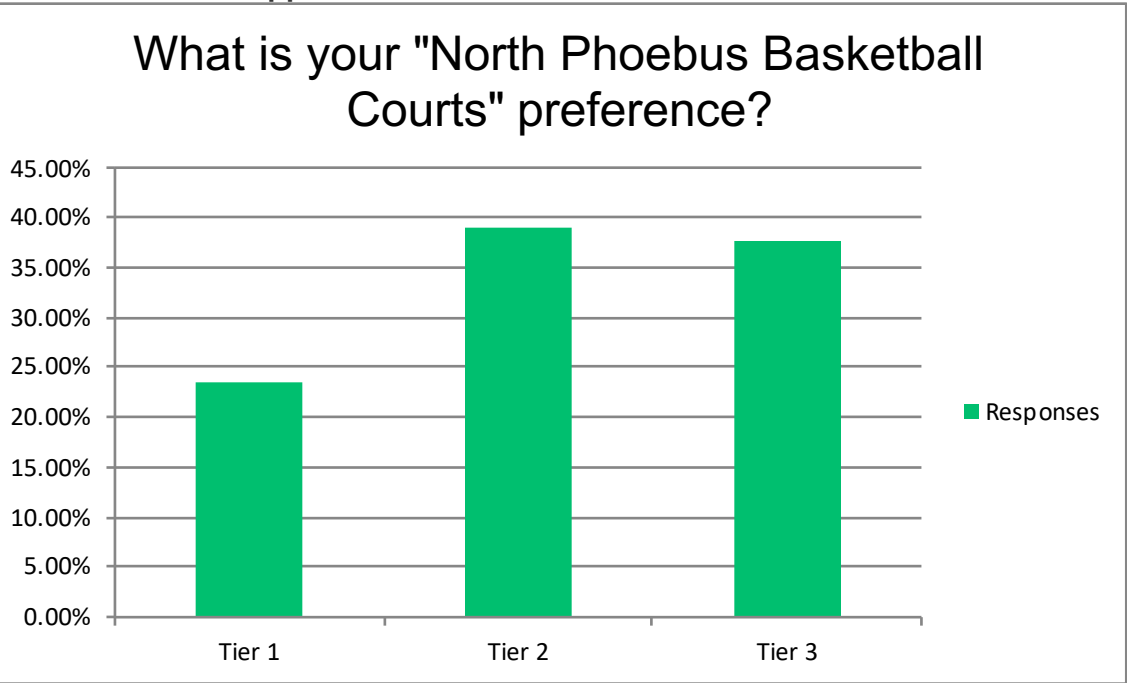
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	35.10%	212	2	424	666
Tier 2	40.07%	242	1	242	
Tier 3	24.83%	150			
Answered		604			
Skipped		11			



FY26 I Value Budget Input Survey

What is your "North Phoebus Basketball Courts" preference?

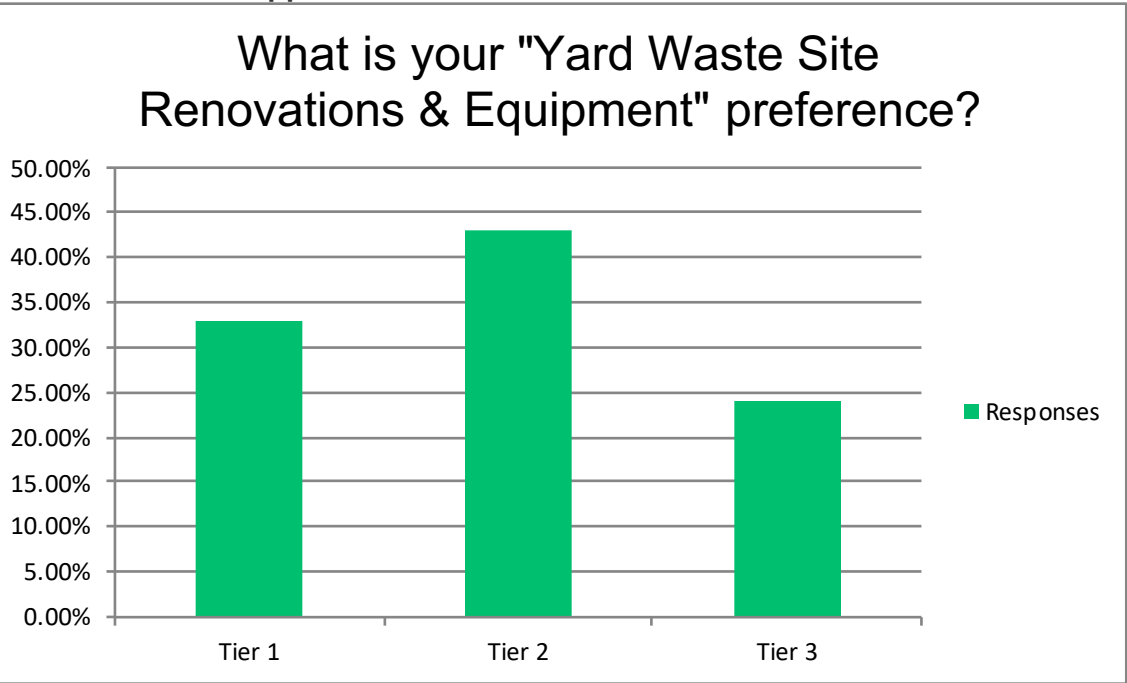
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	23.46%	141	2	282	516
Tier 2	38.94%	234	1	234	
Tier 3	37.60%	226			
Answered		601			
Skipped		15			



FY26 I Value Budget Input Survey

What is your "Yard Waste Site Renovations & Equipment" preference?

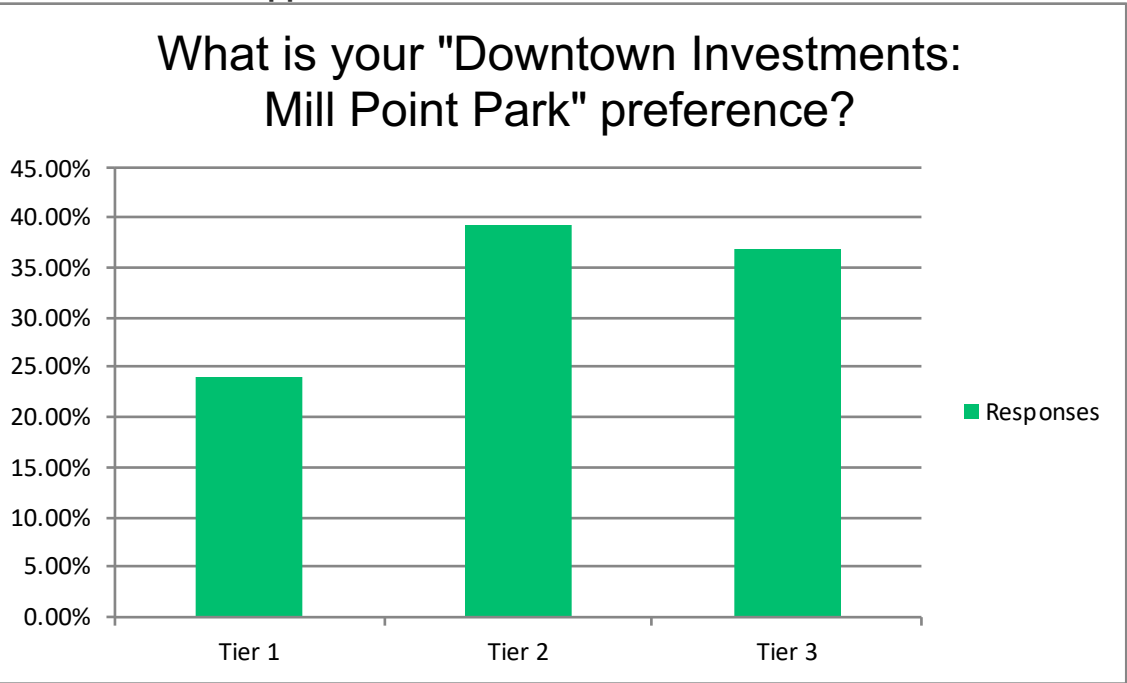
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	33.00%	200	2	400	660
Tier 2	42.90%	260	1	260	
Tier 3	24.09%	146			
Answered		606			
Skipped		9			



FY26 I Value Budget Input Survey

What is your "Downtown Investments: Mill Point Park" preference?

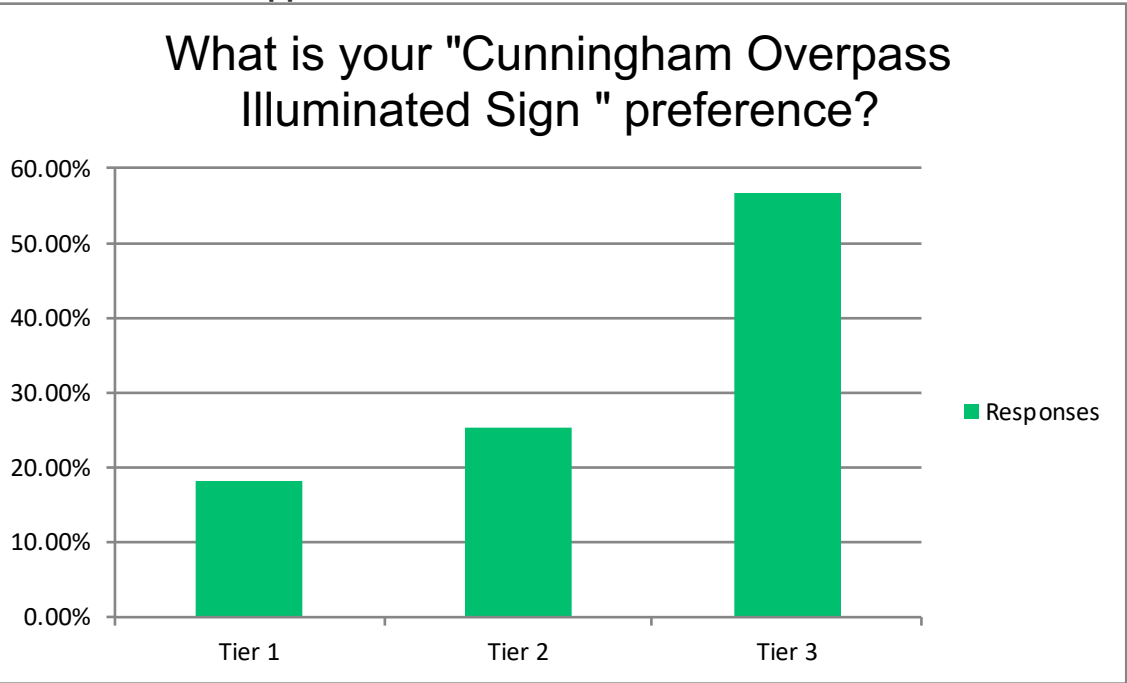
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	24.08%	144	2	288	522
Tier 2	39.13%	234	1	234	
Tier 3	36.79%	220			
Answered		598			
Skipped		13			



FY26 I Value Budget Input Survey

What is your "Cunningham Overpass Illuminated Sign " preference?

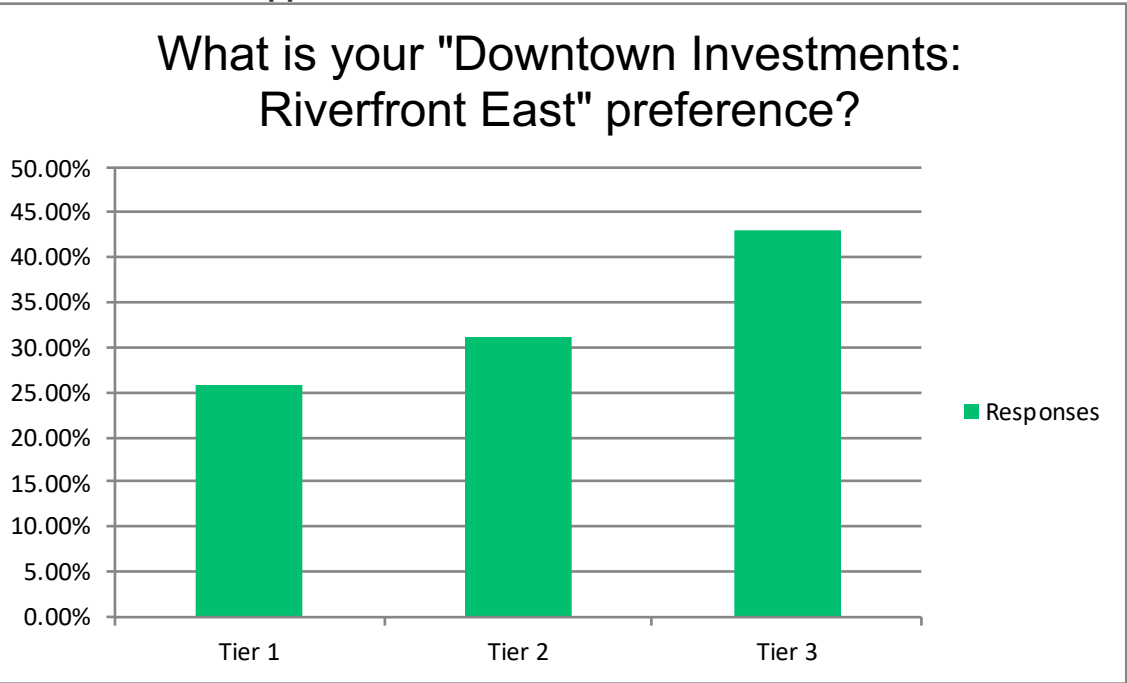
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	18.08%	109	2	218	370
Tier 2	25.21%	152	1	152	
Tier 3	56.72%	342			
Answered		603			
Skipped		9			



FY26 I Value Budget Input Survey

What is your "Downtown Investments: Riverfront East" preference?

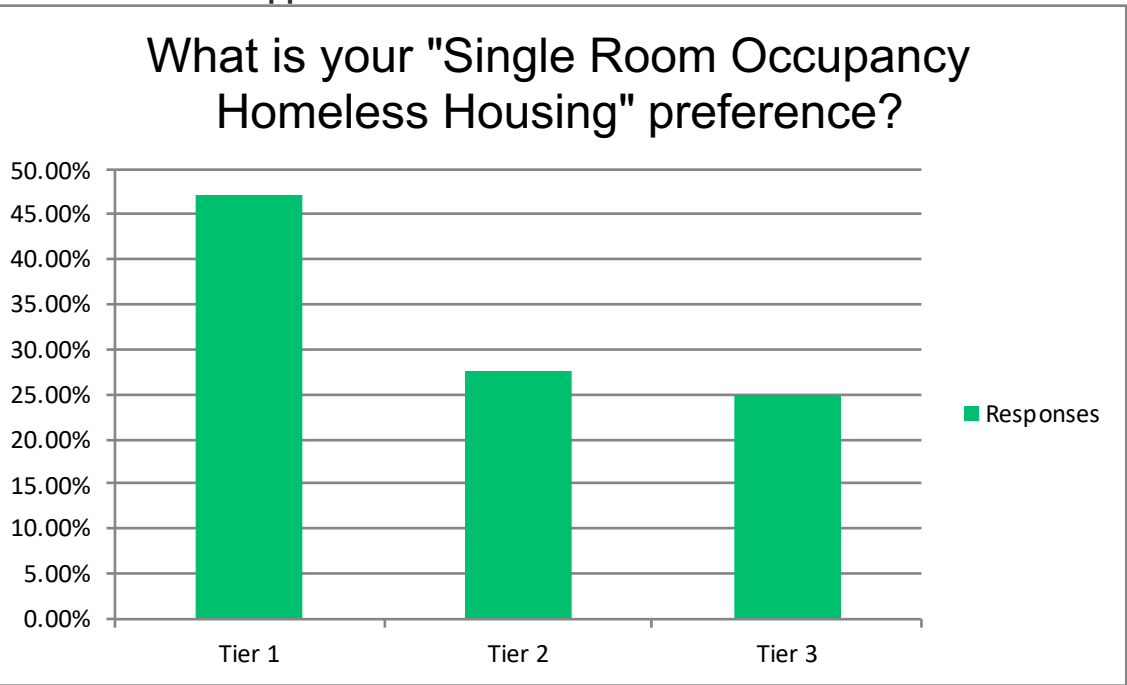
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	25.96%	156	2	312	499
Tier 2	31.11%	187	1	187	
Tier 3	42.93%	258			
Answered		601			
Skipped		10			



FY26 I Value Budget Input Survey

What is your "Single Room Occupancy Homeless Housing" preference?

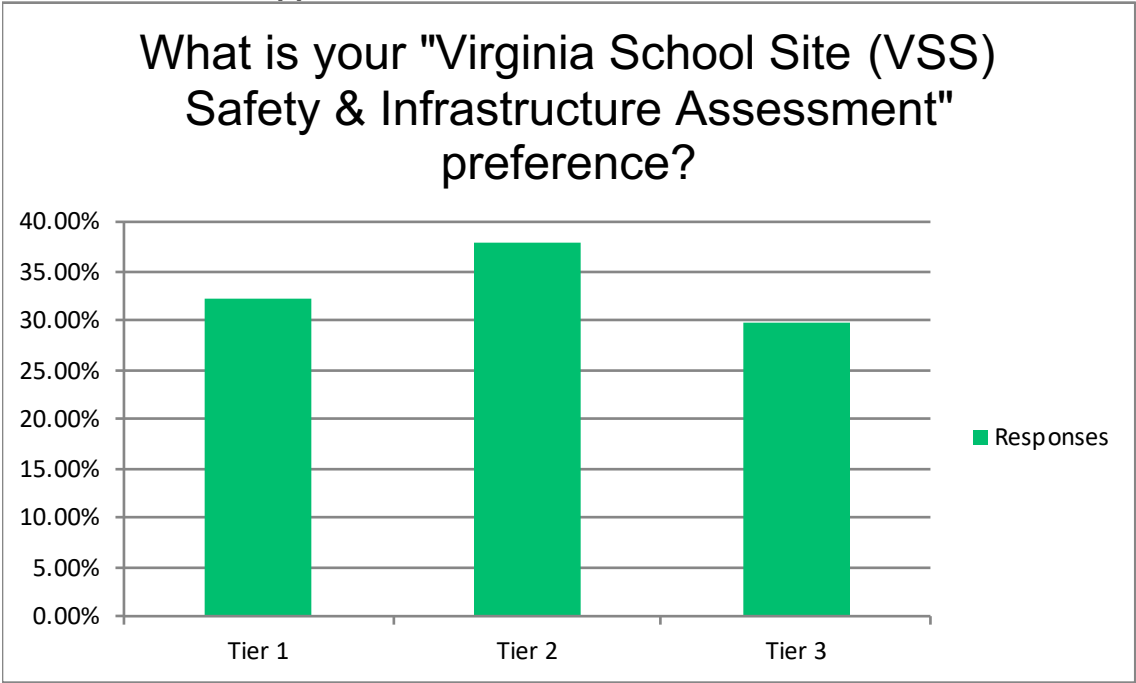
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	47.32%	283	2	566	731
Tier 2	27.59%	165	1	165	
Tier 3	25.08%	150			
Answered		598			
Skipped		14			



FY26 I Value Budget Input Survey

What is your "Virginia School Site (VSS) Safety & Infrastructure Assessment" preference?

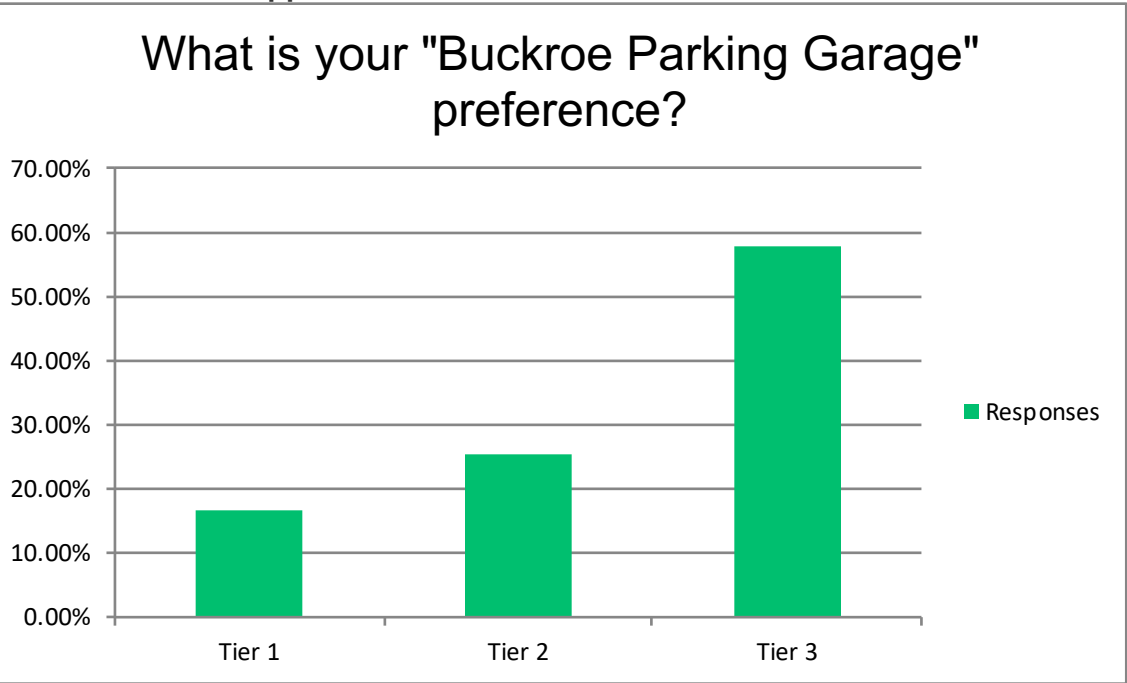
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	32.28%	195	2	390	619
Tier 2	37.91%	229	1	229	
Tier 3	29.80%	180			
Answered		604			
Skipped		7			



FY26 I Value Budget Input Survey

What is your "Buckroe Parking Garage" preference?

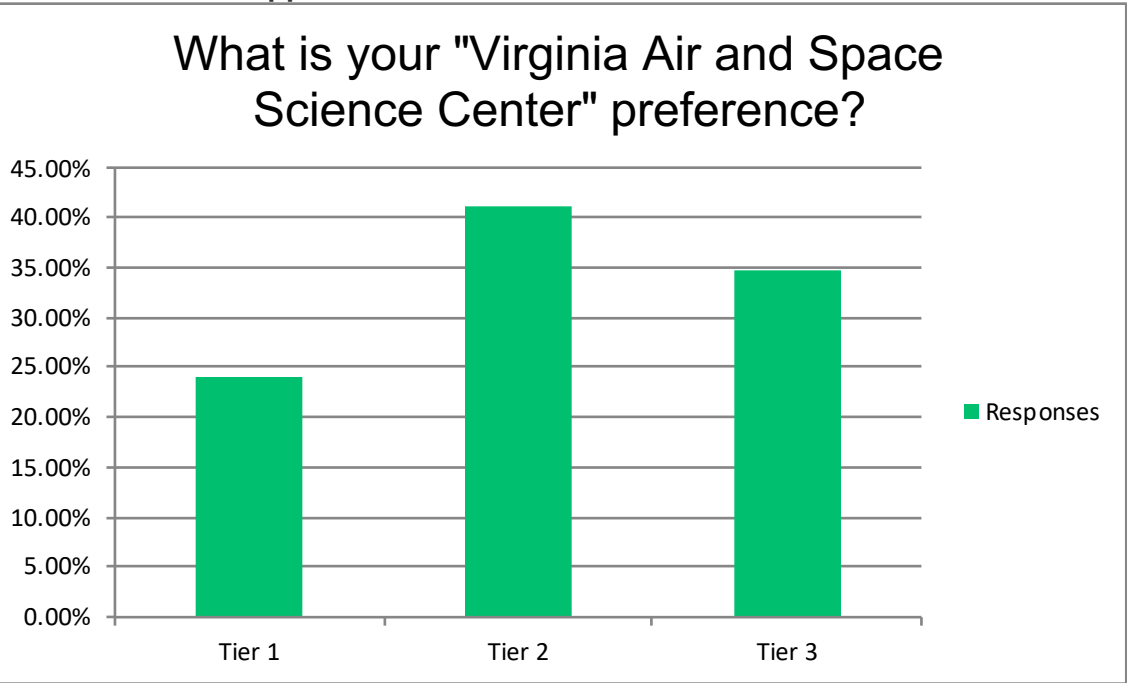
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	16.64%	101	2	202	357
Tier 2	25.54%	155	1	155	
Tier 3	57.83%	351			
Answered		607			
Skipped		5			



FY26 I Value Budget Input Survey

What is your "Virginia Air and Space Science Center" preference?

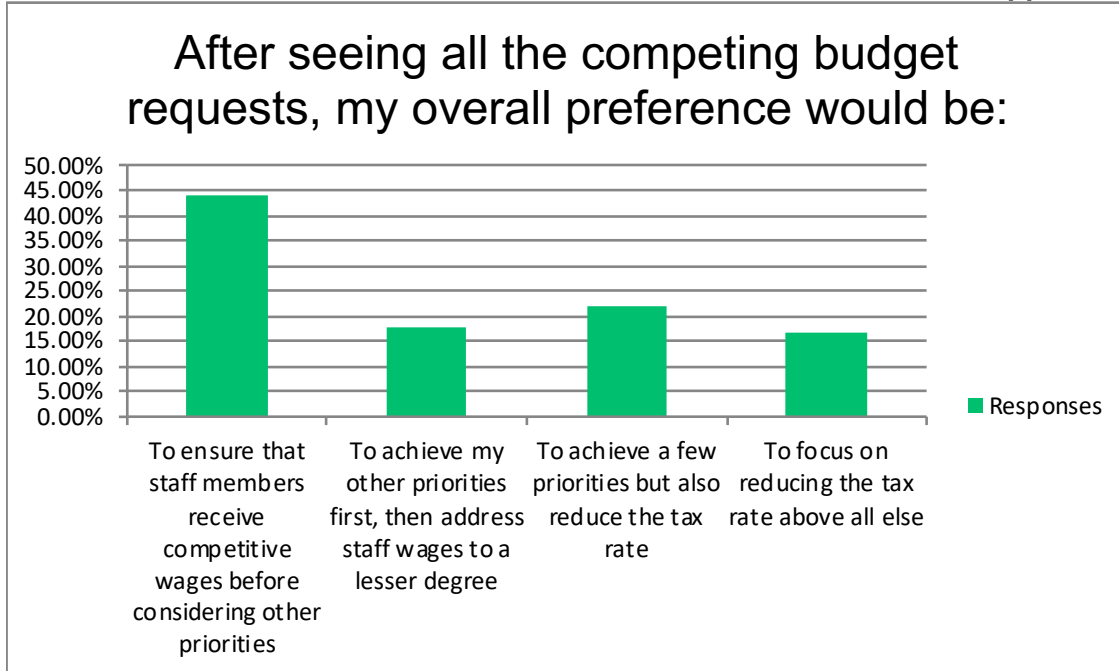
Answer Choices	Responses		Weight	Total	Weighted Score
Tier 1	24.17%	146	2	292	541
Tier 2	41.23%	249	1	249	
Tier 3	34.60%	209			
Answered		604			
Skipped		7			



FY26 I Value Budget Input Survey

After seeing all the competing budget requests, my overall preference would be:

Answer Choices	Responses	
To ensure that staff members receive competitive wages before considering other priorities	43.71%	264
To achieve my other priorities first, then address staff wages to a lesser degree	17.88%	108
To achieve a few priorities but also reduce the tax rate	21.85%	132
To focus on reducing the tax rate above all else	16.56%	100
	Answered	604
	Skipped	3

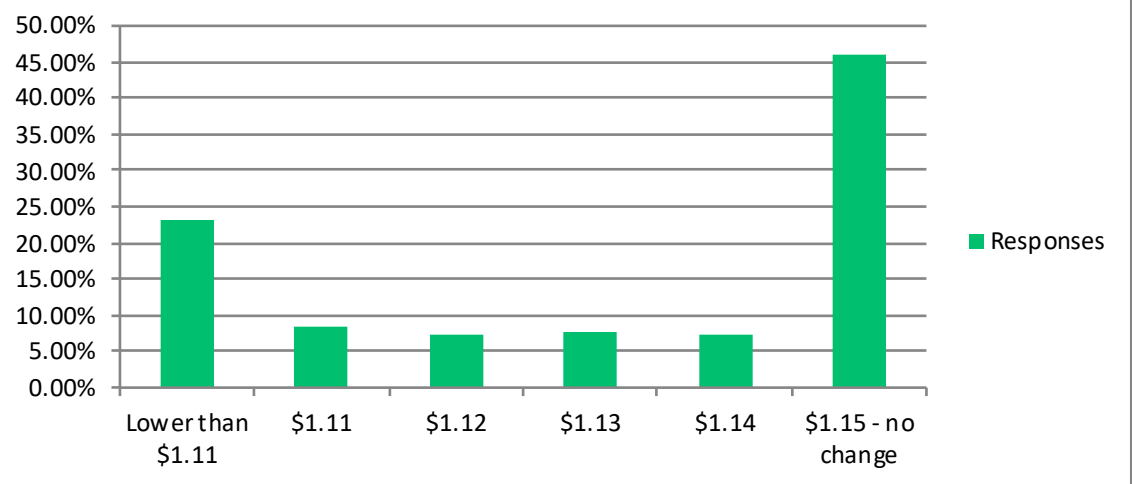


FY26 I Value Budget Input Survey

Now that you have seen all of the projects, what real estate tax rate are you most comfortable with?

Answer Choices	Responses	
Lower than \$1.11	23.19%	141
\$1.11	8.55%	52
\$1.12	7.24%	44
\$1.13	7.73%	47
\$1.14	7.40%	45
\$1.15 - no change	45.89%	279
Answered		608
Skipped		4

Now that you have seen all of the projects, what real estate tax rate are you most comfortable with?



FY26 I Value Budget Input Survey

Final question: If you are not already signed up, would like to receive a daily e-newsletter about projects and events in Hampton? If so, enter your email address. It will not be associated with your answers.

Answered	142
Skipped	433