



ANNUAL CITIZEN SURVEY

2017 PUBLIC OPINION RESEARCH



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- 1 We refreshed our resident panel with this year's community survey due to incredibly high growth rates in Lehi.
- 2 Overall, city residents report a high quality of life and are happy with the way the city is being run – consistent on the whole with last year's findings.
- 3 All city services receive average approval ratings above 50 on a 0-100 scale, but movement from last year's evaluations suggests that residents have turned their attention towards city parks and city roads.
- 4 Residents prefer online forms of communication from the city.
- 5 Growth is still a major concern for residents now and looking toward the future.

FINDINGS TO REMEMBER

SURVEY METHODOLOGY

SURVEY METHODOLOGY



Sampling frame of Lehi City residents consisted of a universe of email addresses from households in the Lehi City utilities accounts.

90%

In total, we emailed 7,821 invitations, 742 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 90%.

26%

Of the 7,079 delivered invitations, 1,816 citizens responded by completing online surveys. This results in a response rate of approximately 25.6% overall. Each email address could respond only once.

+2
-

1,816 interviews among an estimated adult population of 33,162 results in a margin of error for the survey of plus or minus 2.26 percentage points. Responses were weighted to better approximate city demographic composition.

CITY DIRECTION & PERCEPTIONS

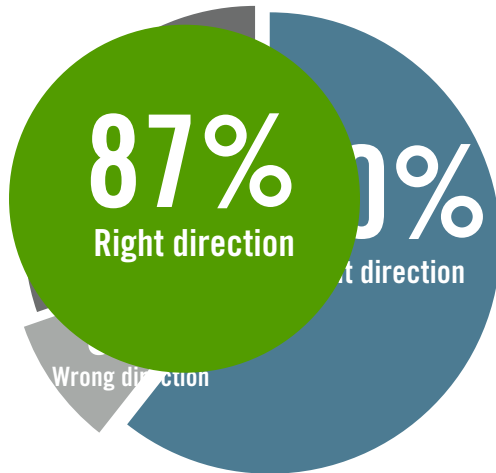
OVERALL DIRECTION

An overwhelming majority of residents believe the city is headed in the right direction, up slightly from even last year's high rating.

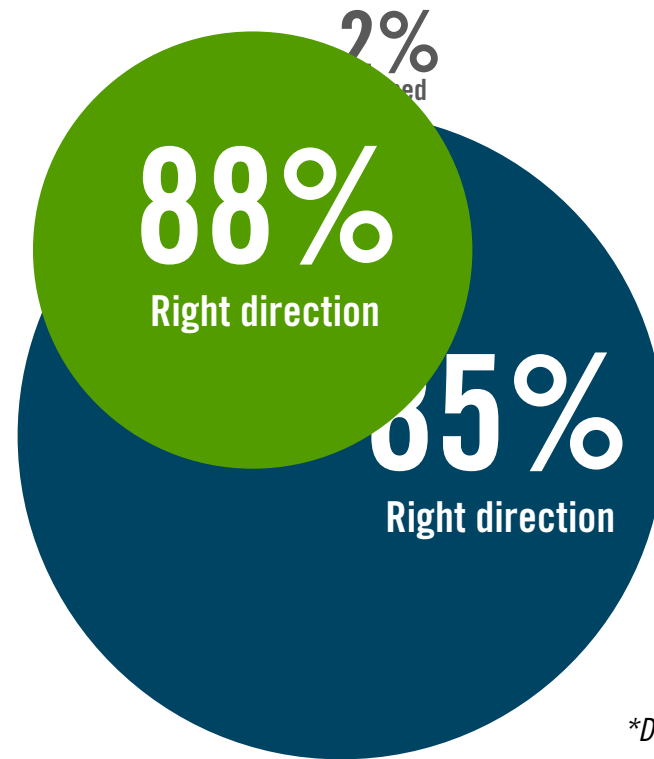


Do you feel things in Lehi City are going in the *right direction* or the *wrong direction*?

DEC 2015



JAN 2017*



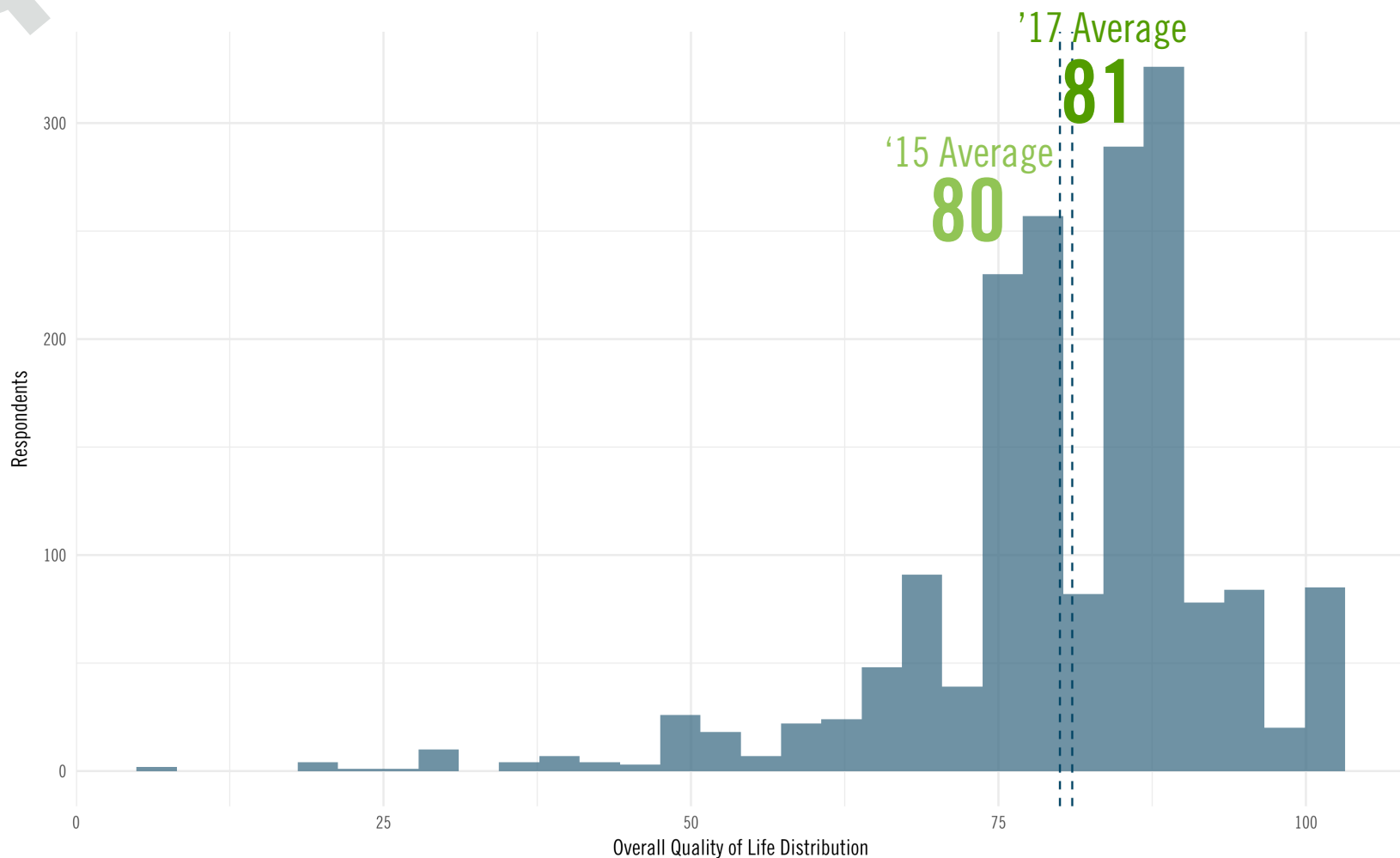
**Don't know option not presented in 2017 survey.*

OVERALL QUALITY OF LIFE

94% of residents rate their overall quality of life above 50 – with an average of 81 citywide.



All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, *how would you rate your overall quality of life in Lehi?*

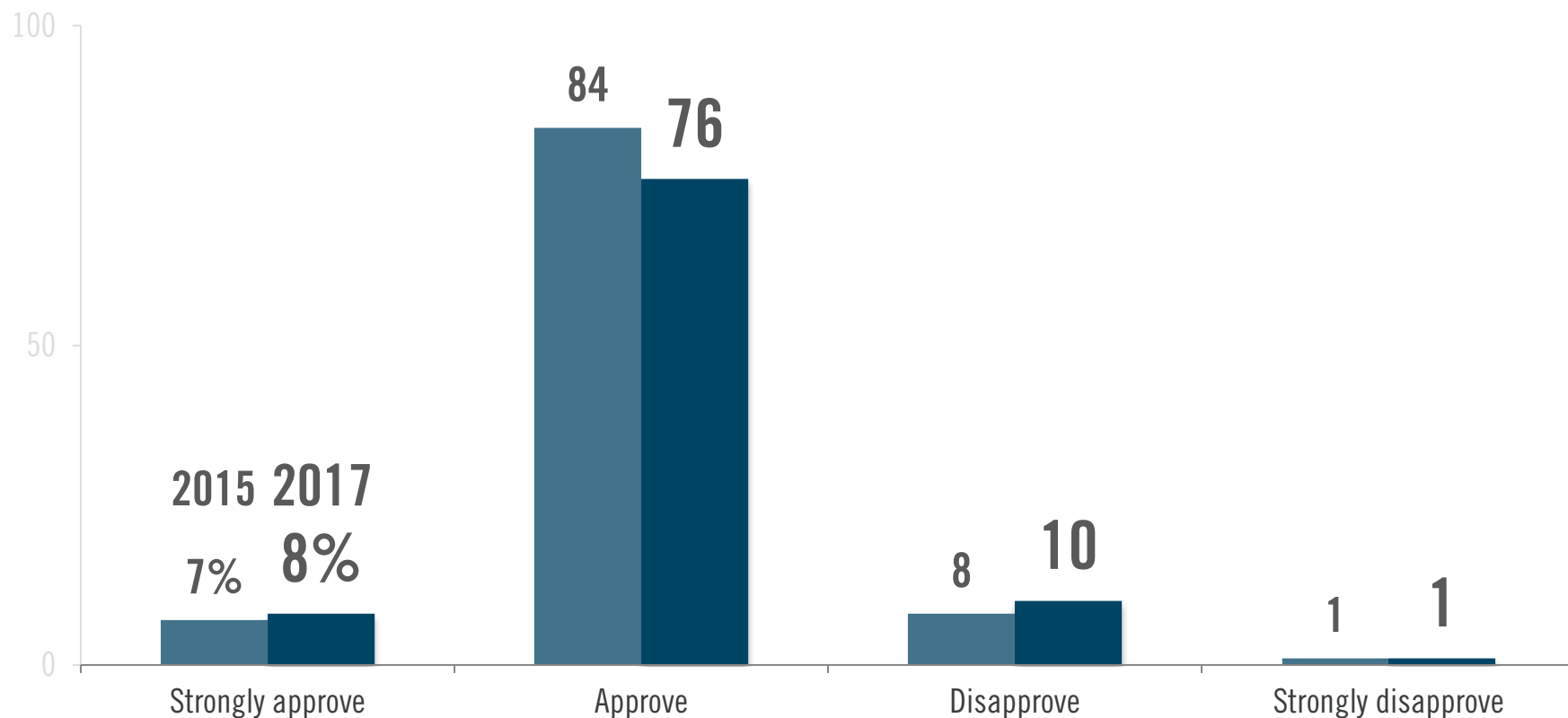


LEHI CITY ELECTED OFFICIALS

Elected officials in Lehi City receive a strong majority approval rating.



Do you approve or disapprove of how the Lehi City Mayor and City Council are handling their jobs?

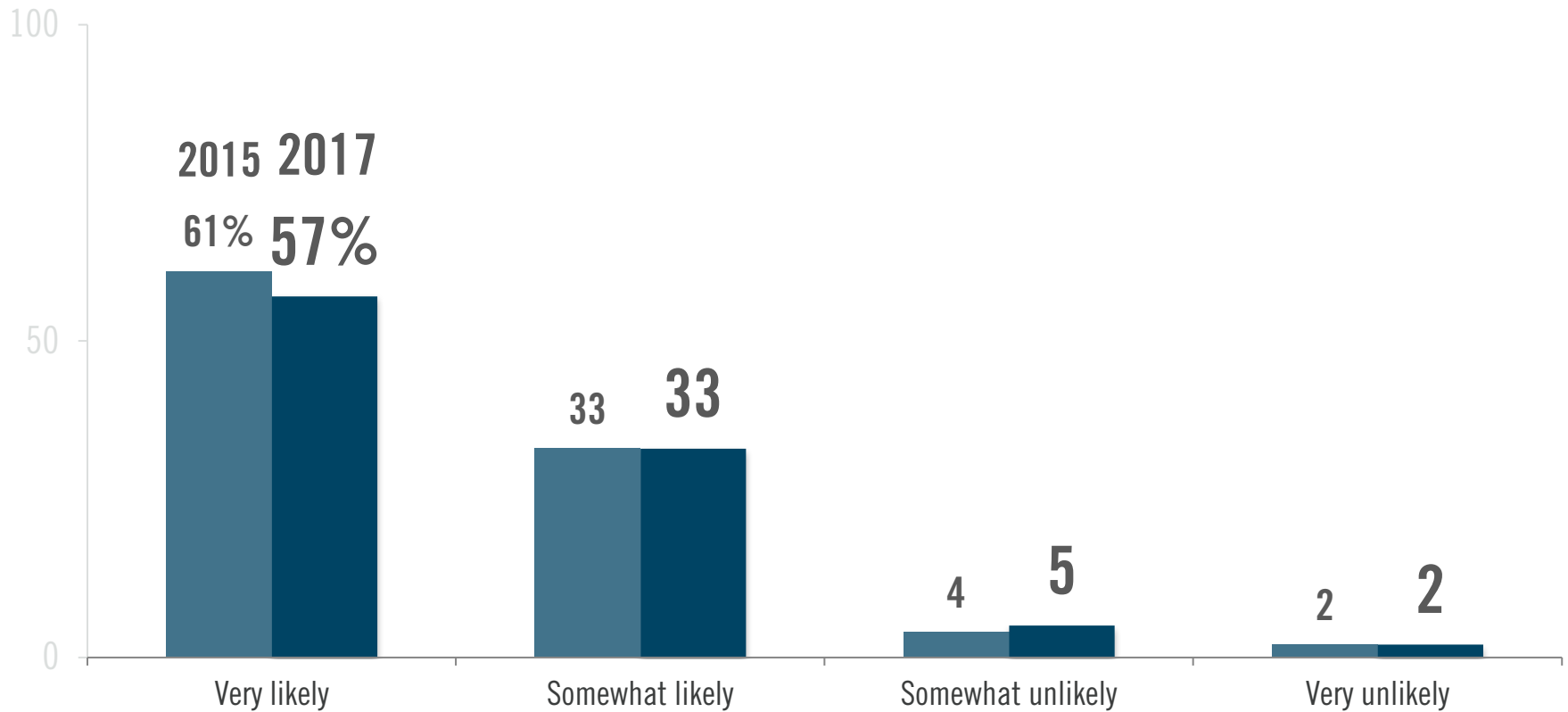


RECOMMENDING LEHI

An overwhelming majority of respondents are likely to recommend Lehi to others as a good place to live.



How likely are you to recommend the City of Lehi to others as a good place to live?

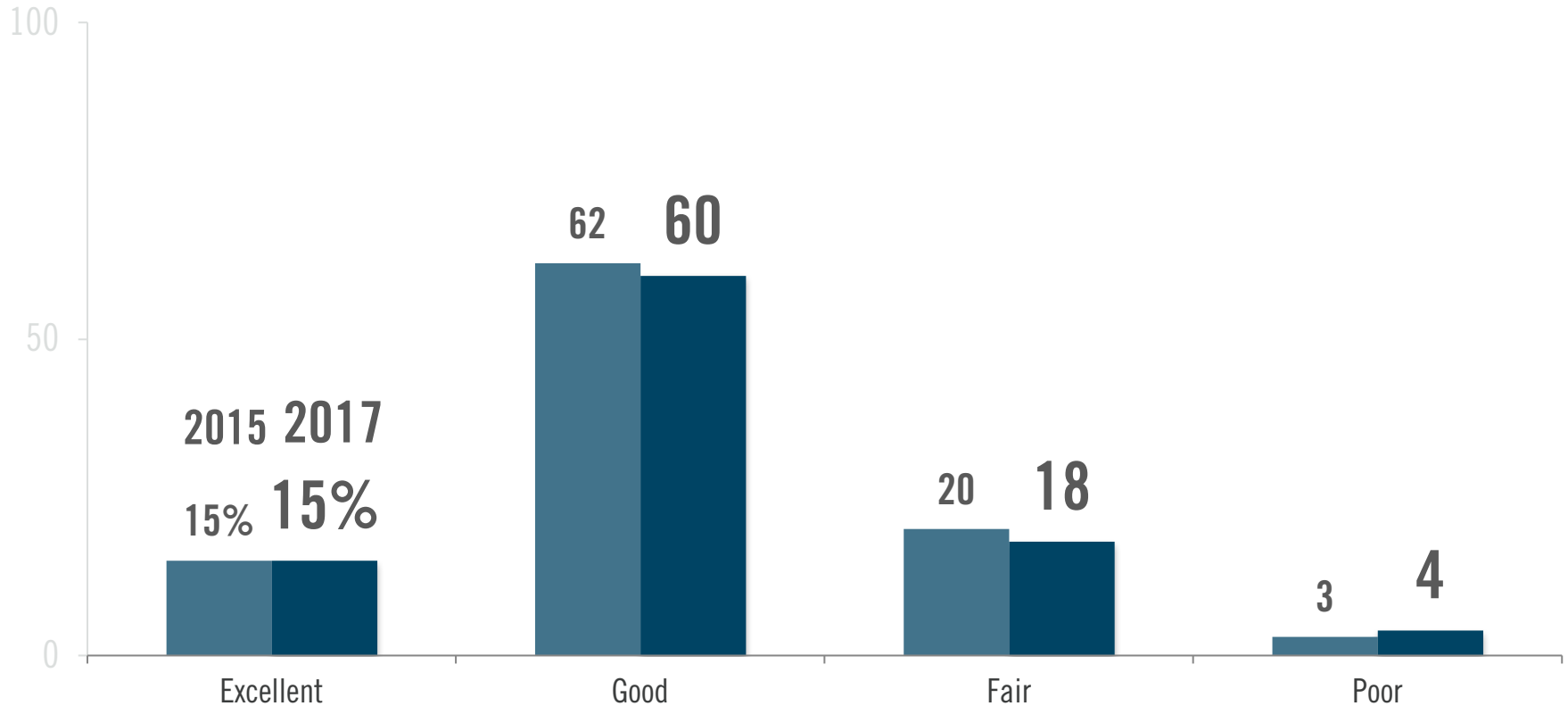


VALUE FOR TAX DOLLAR

77% of respondents are satisfied with the service they receive for their tax dollar in Lehi.



In general, how do you rate the service you receive from Lehi for your tax dollar?

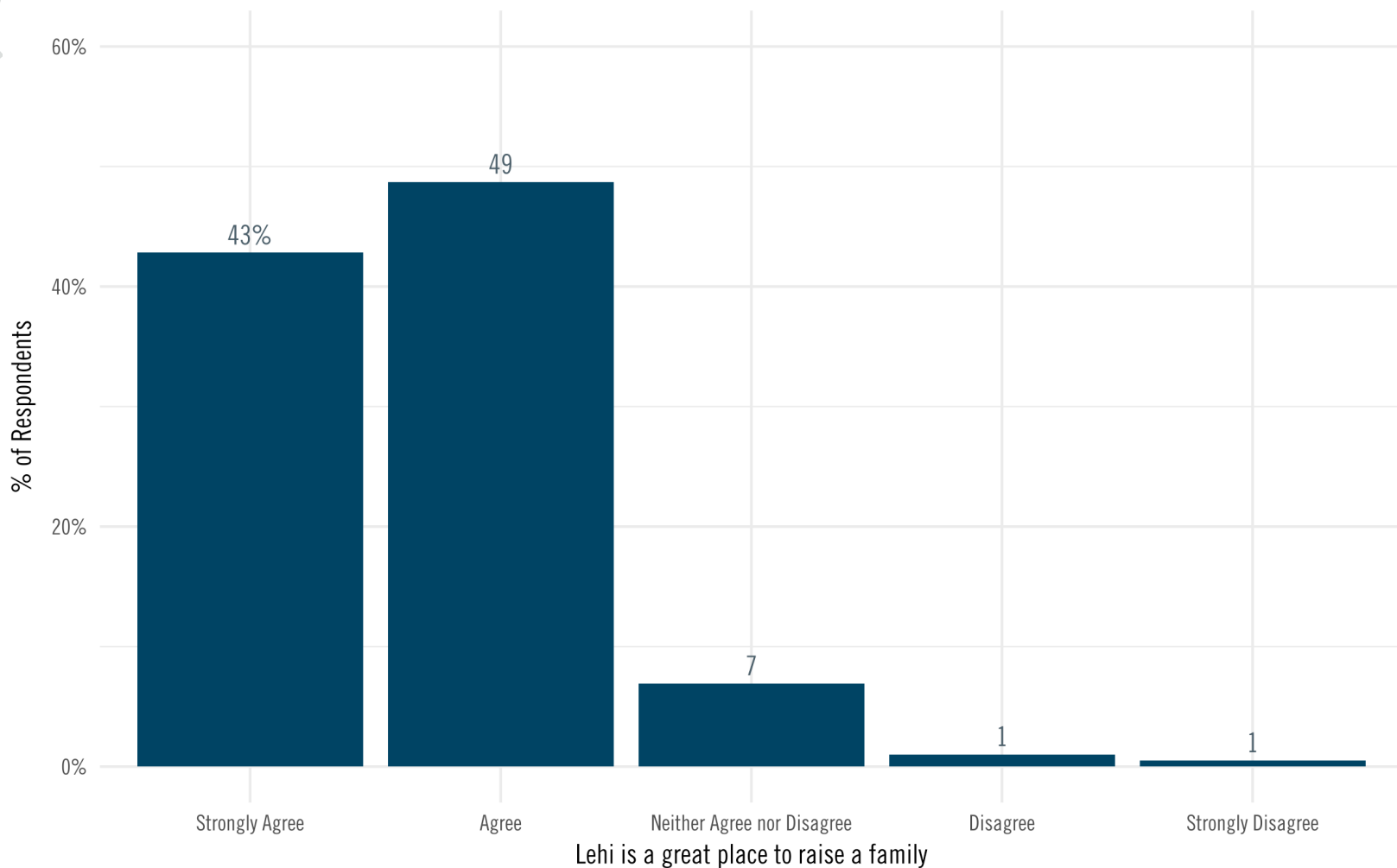


QUALITY OF LIFE INDICATORS

Lehi is most highly rated in regards to family friendliness and safety, but respondents express little negativity about any of these measures of quality of life.



Do you agree or disagree with the following statements about Lehi City?

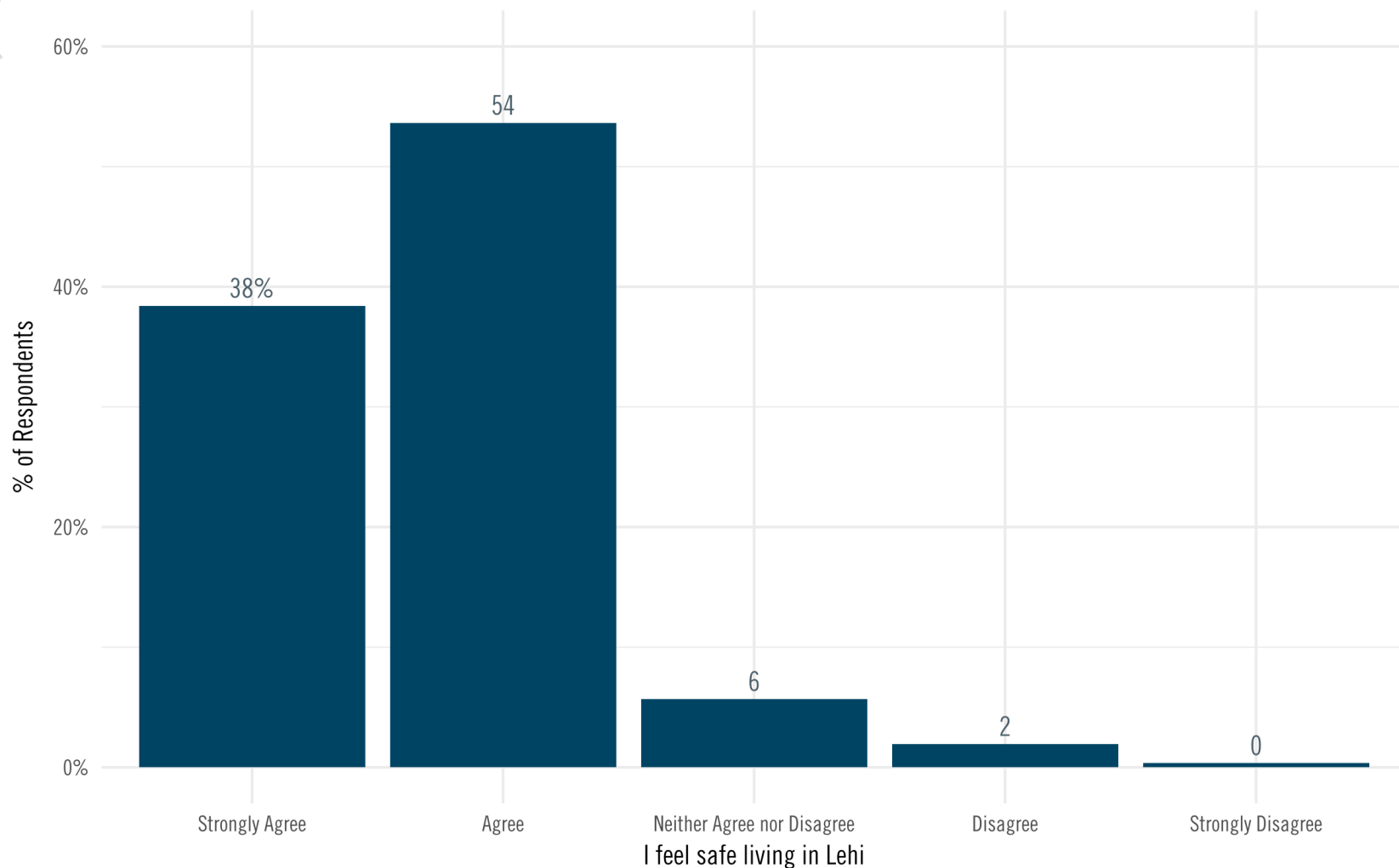


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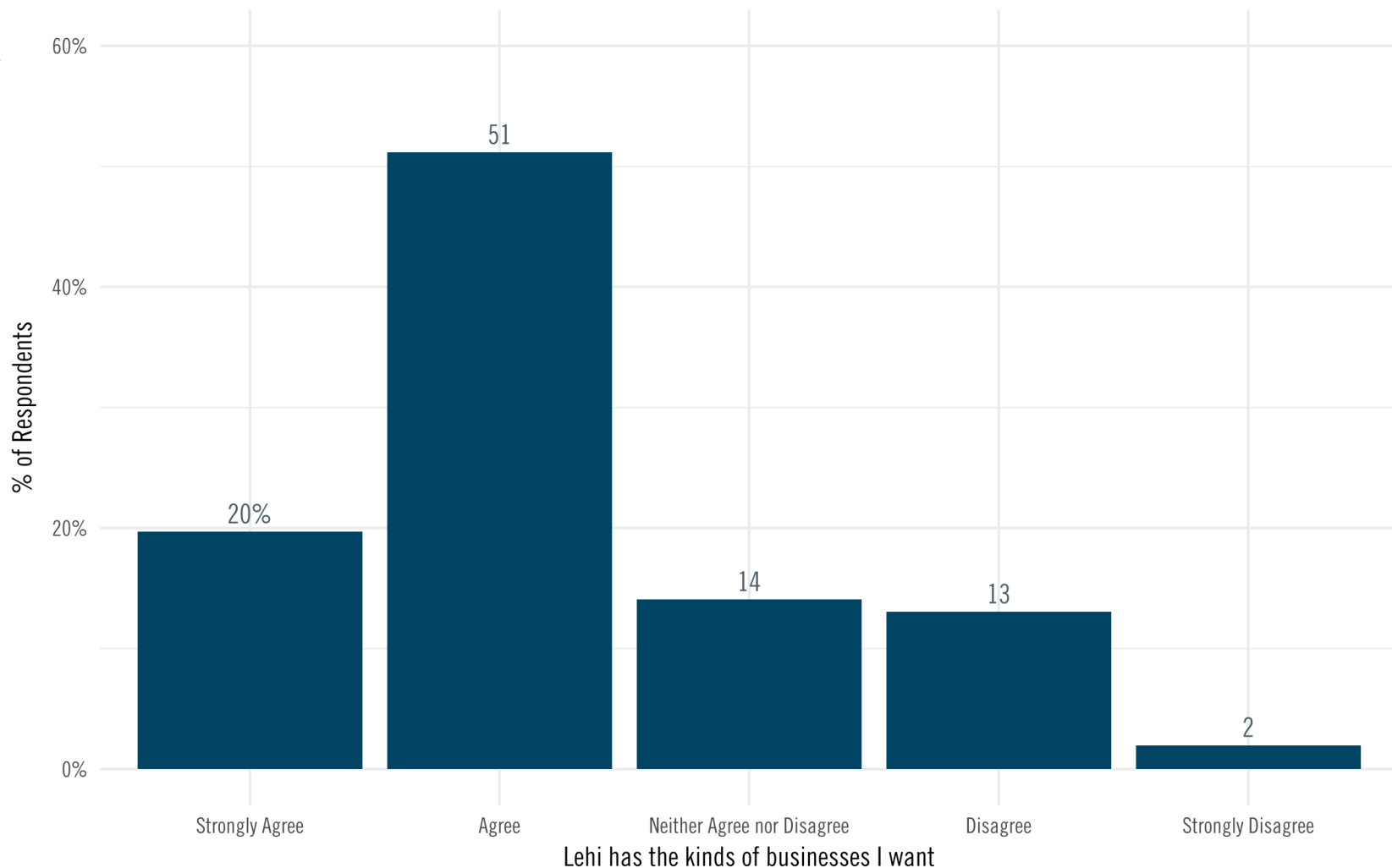


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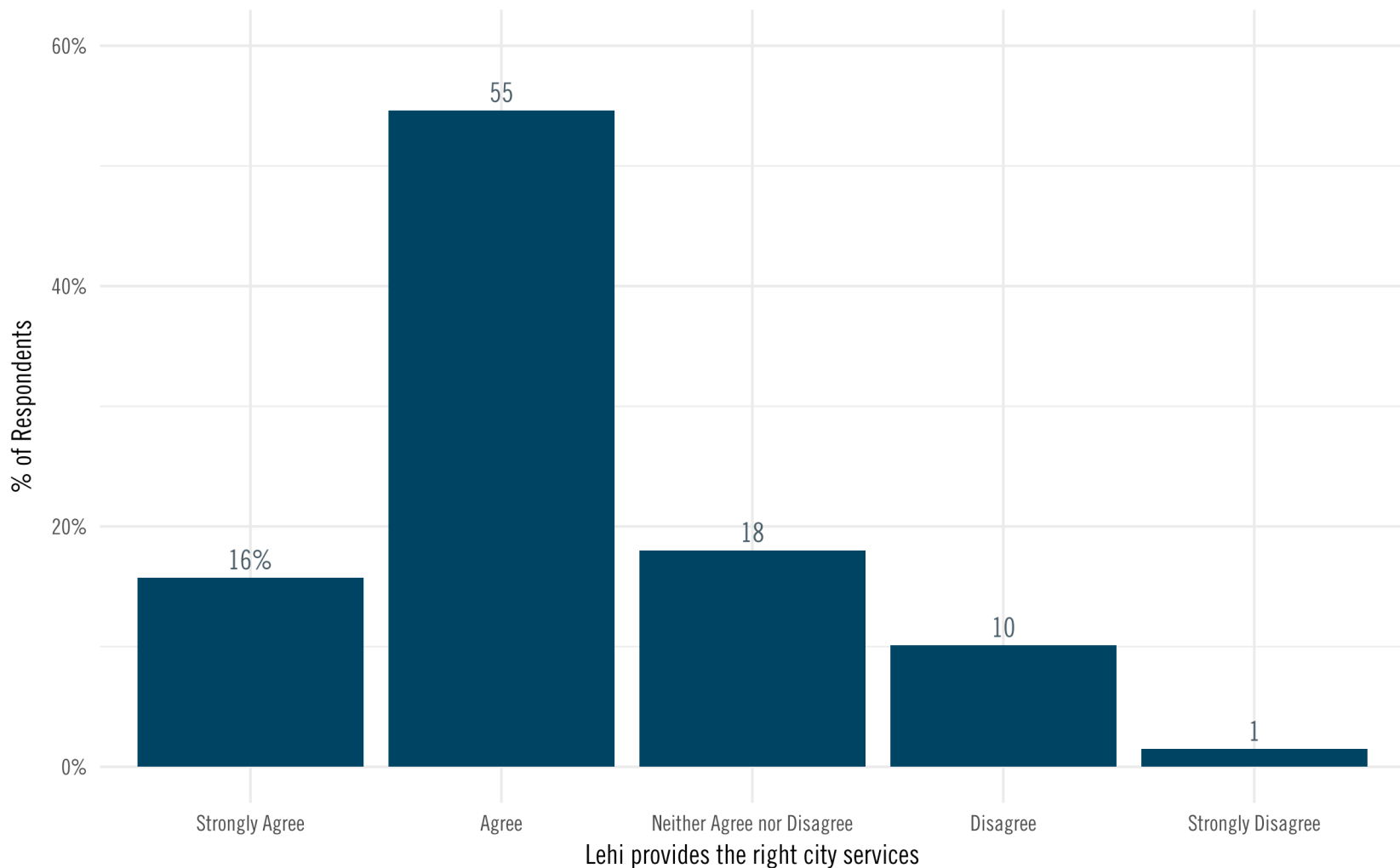


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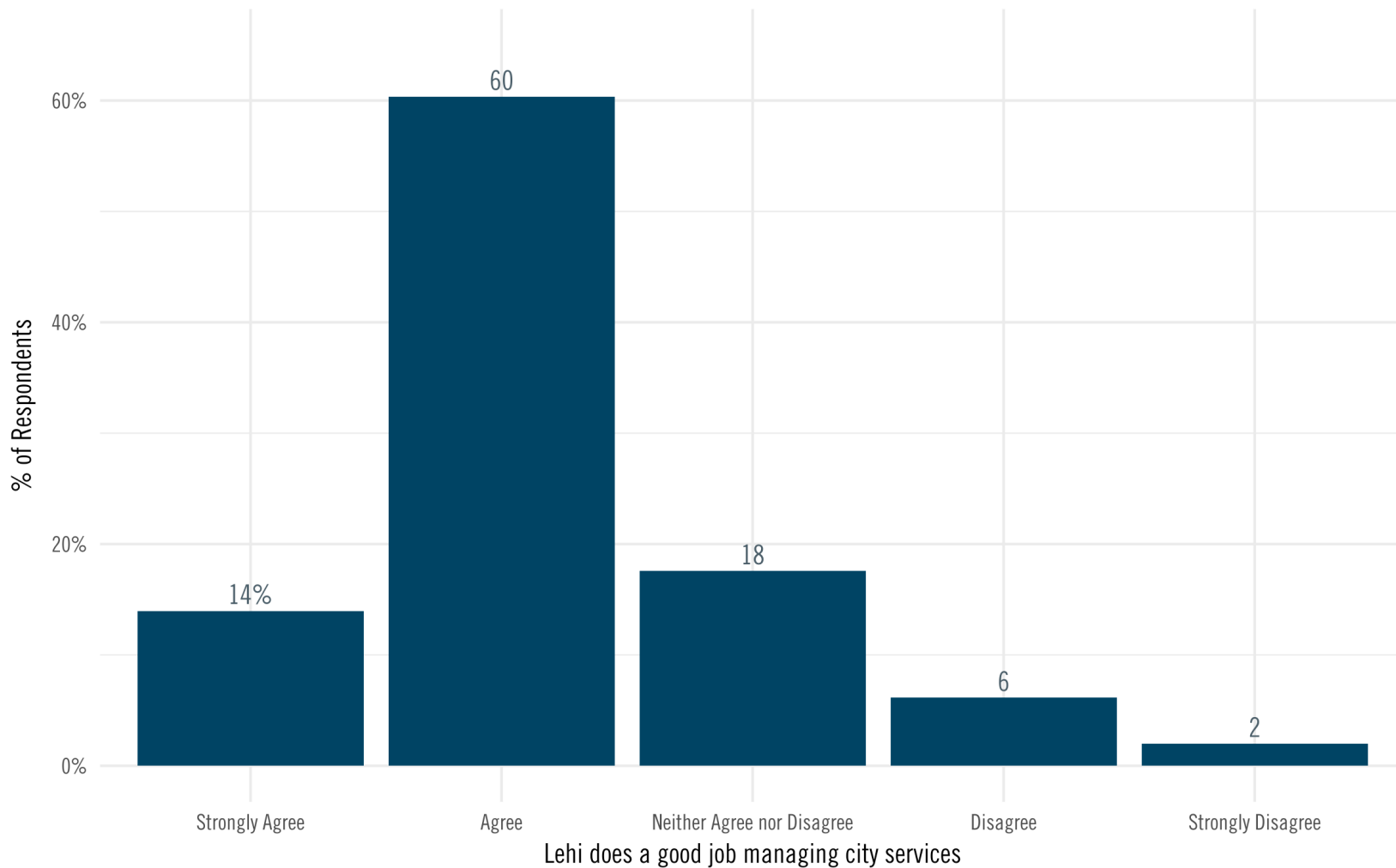


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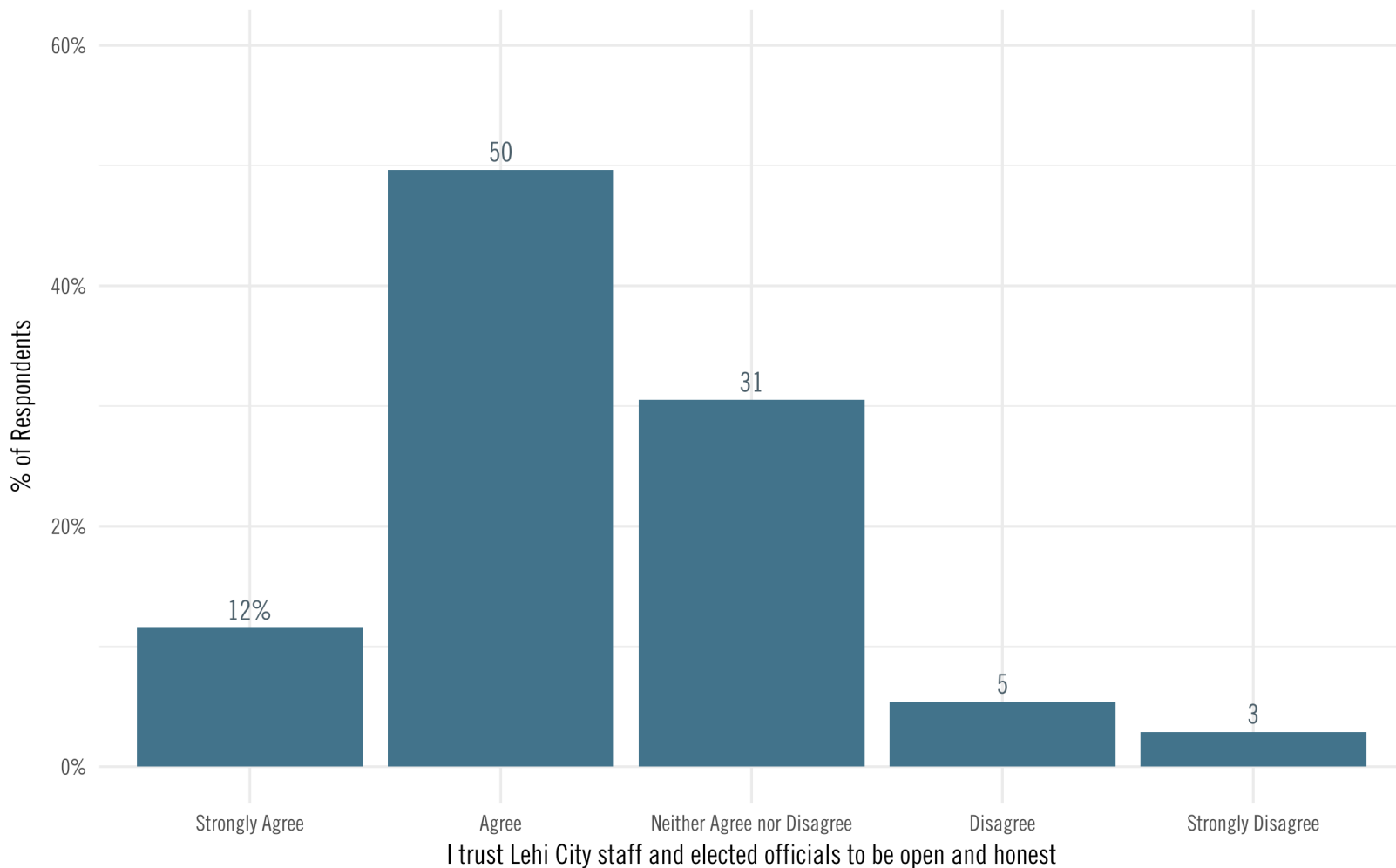


QUALITY OF LIFE INDICATORS

This year, we added a dimension to our list of quality of life indicators – trust in the local government. 62% of respondents said that they trust the City to be open and honest. Only 8% disagreed with that sentiment.



Do you agree or disagree with the following statements about Lehi City?



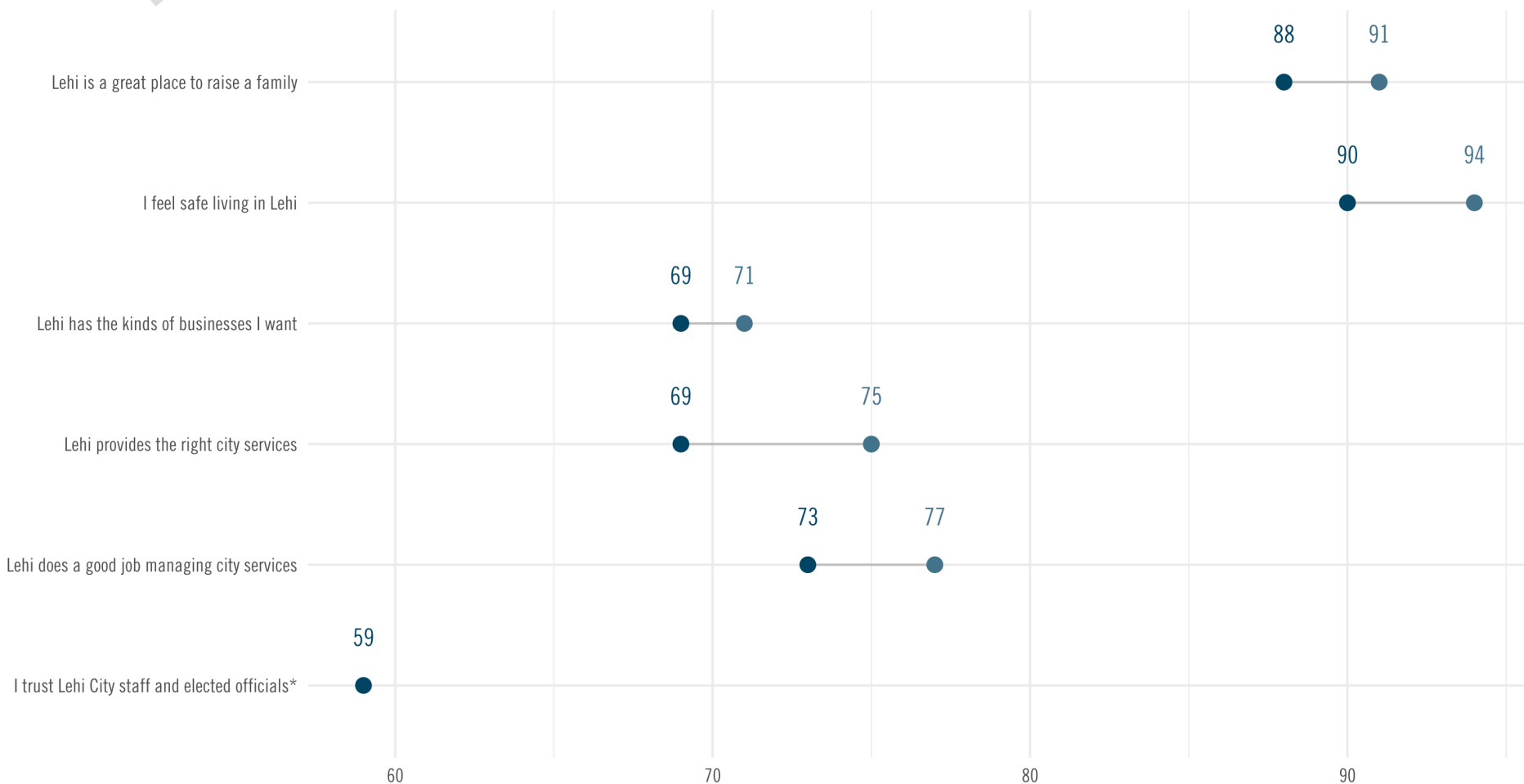
QUALITY OF LIFE INDICATORS

We see some slight movement from last year's measurements on these indicators of quality of life. Total percent of respondents agreeing with each statement has decreased slightly.



*Do you agree or disagree with the following statements about Lehi City?
(% Strongly agree & agree)*

Year ● 2015 ● 2017



LEHI CITY SERVICES

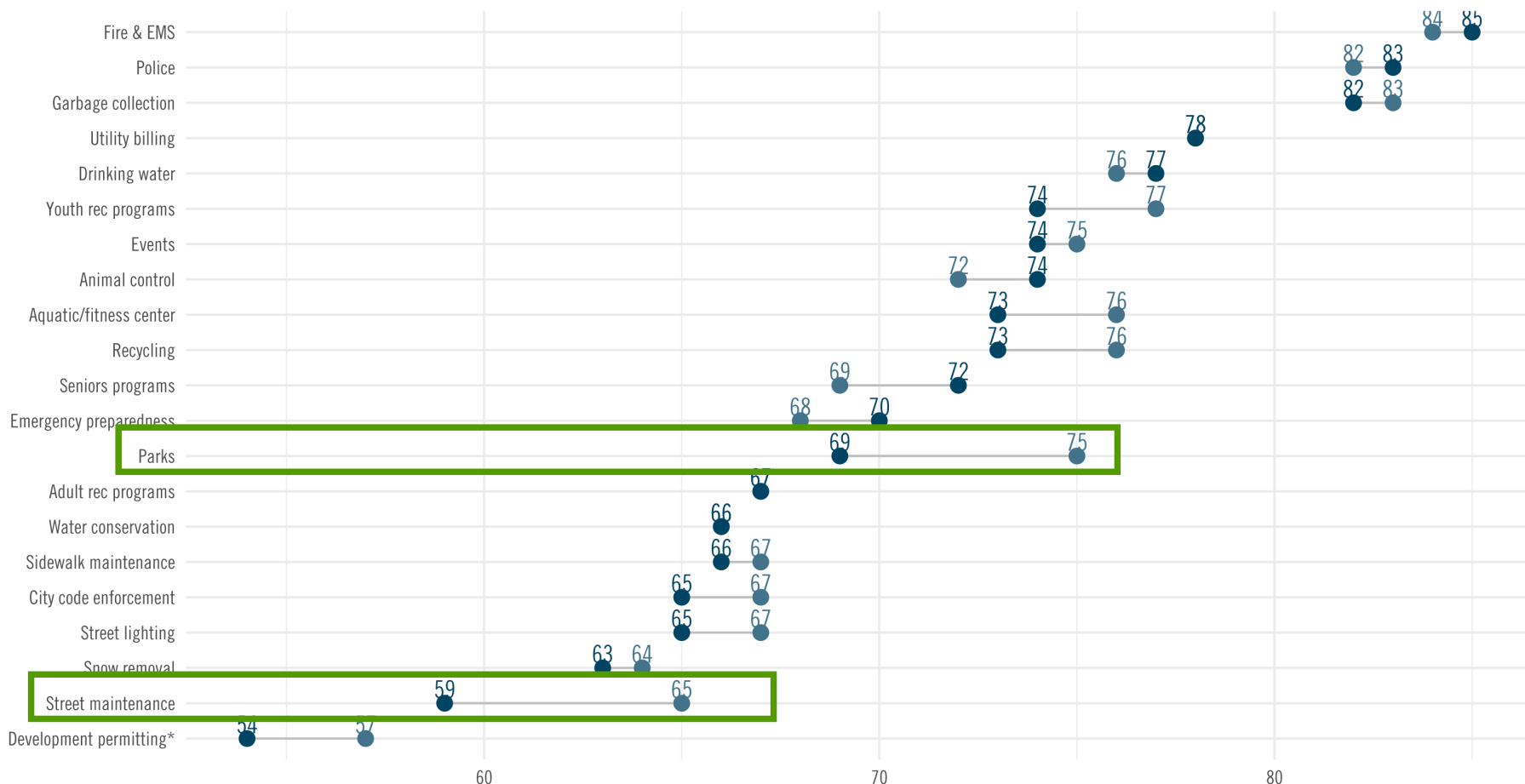
RATING CITY SERVICES

Overall residents are happy with city services and while we see some slight improvements from last year's evaluations, most differences are negligible. The most notable exceptions to this trend are parks and street maintenance, which received significantly lower ratings than they did last year.



Lehi City provides a number of services to its residents. Please rate each of the following city services using a 0 to 100 scale, with 0 meaning you are completely dissatisfied and 100 meaning completely satisfied. If you are unfamiliar with a service, select Not applicable.

Year ● 2015 ● 2017



CURRENT INFORMATION CHANNELS

The city newsletter is the information source residents currently use the most.



*From which source do you **currently** receive most of your information about the City of Lehi?*

CITY NEWSLETTER

29%

SOCIAL MEDIA

24

MUNICIPAL BILL

17

EMAILS FROM THE CITY

9

CITY WEBSITE

8

NEWSPAPER

5

PREFERRED INFORMATION CHANNELS

The city newsletter and city emails are the highest ranked preferred information sources on average, consistent with last year's choices.



From which source would you prefer to receive most of your information about the City of Lehi?

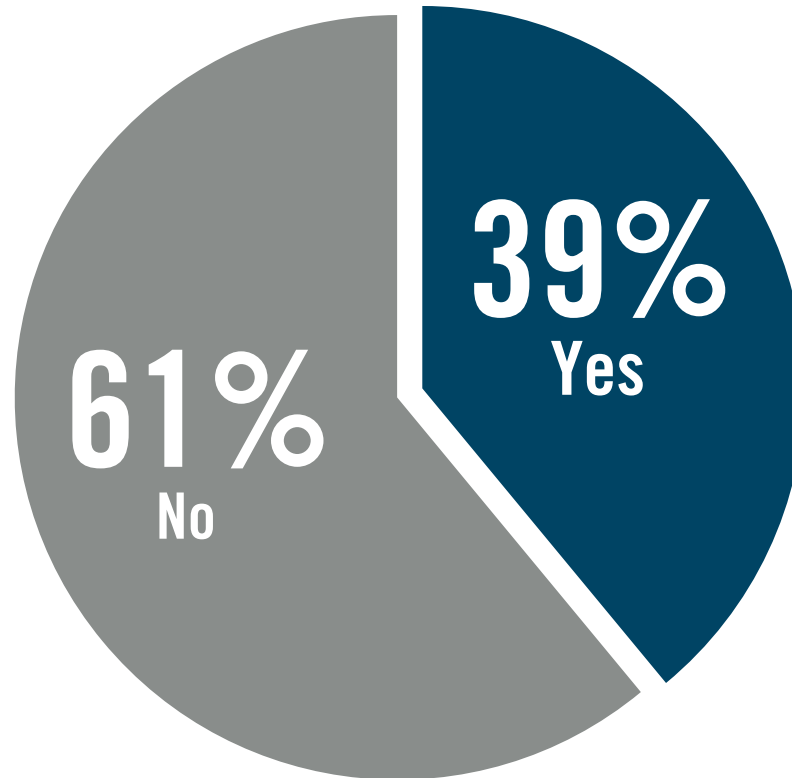


PERSONAL EXPERIENCE WITH CITY STAFF

Just over one-third of residents have interacted with city staff in the past year.



During the past year have you contacted any Lehi City office to seek service, information, or to file a complaint?

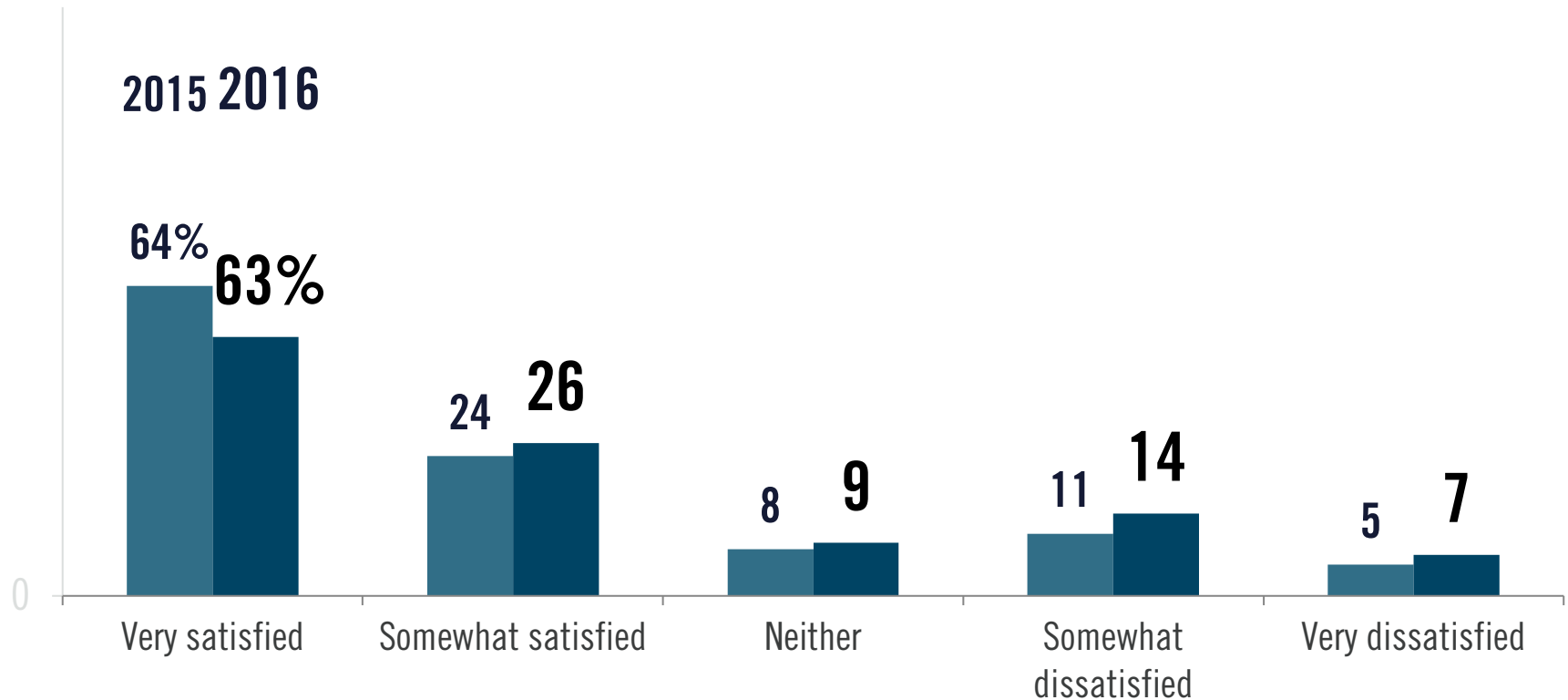


PERSONAL EXPERIENCE WITH CITY STAFF

And among those who have contacted city offices, a large majority of residents were satisfied with the responses they received.



Were you generally satisfied or dissatisfied with the City's response?



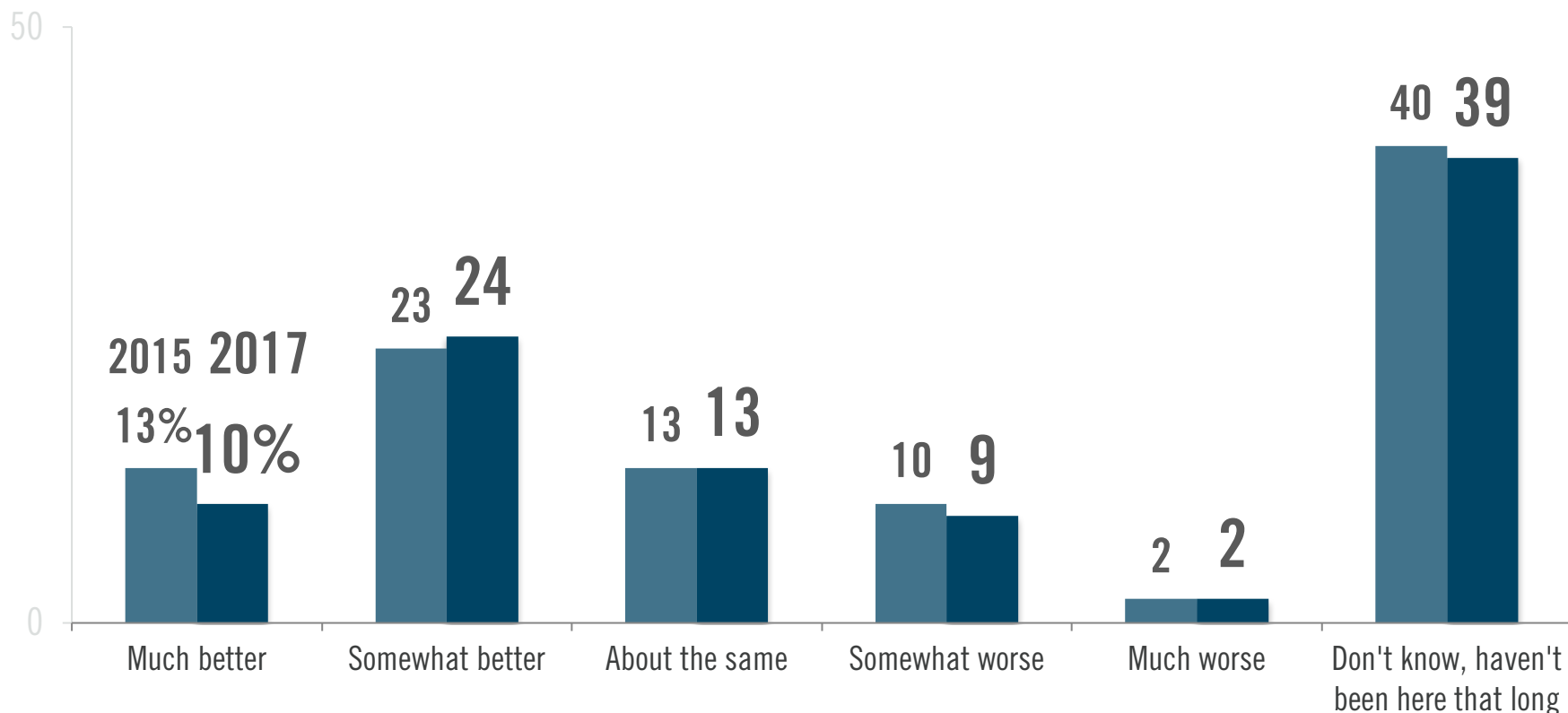
MANAGING CITY GROWTH

LEHI CITY NOW AND THEN

About 36% of respondents believe Lehi City is better today than it was five years ago, while about 12% say the city is worse. The plurality of residents have not lived here for five years or more.



*How would you rate the City of Lehi City today compared to five years ago?
Would you say it is...*

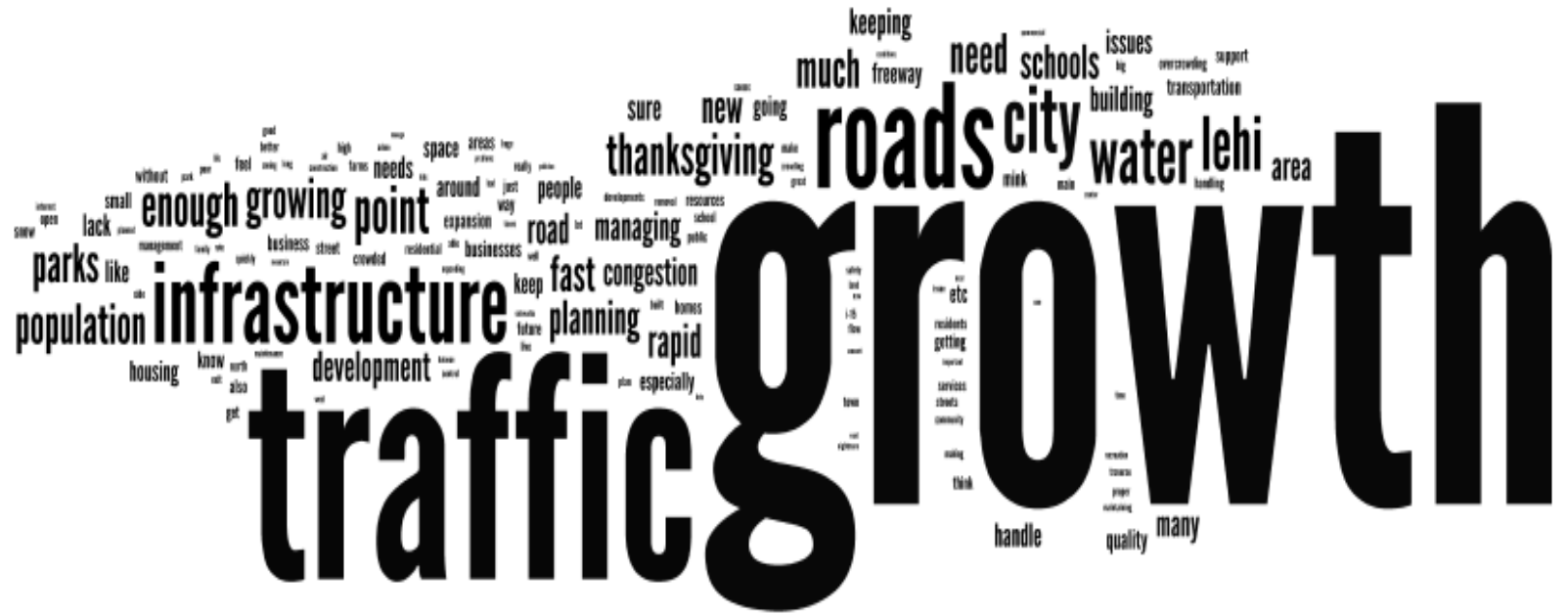


MOST IMPORTANT ISSUE – TODAY

Respondents current concerns are still focused on growth, traffic, infrastructure issues in the city.



In your opinion, what is the most important issue facing Lehi today?

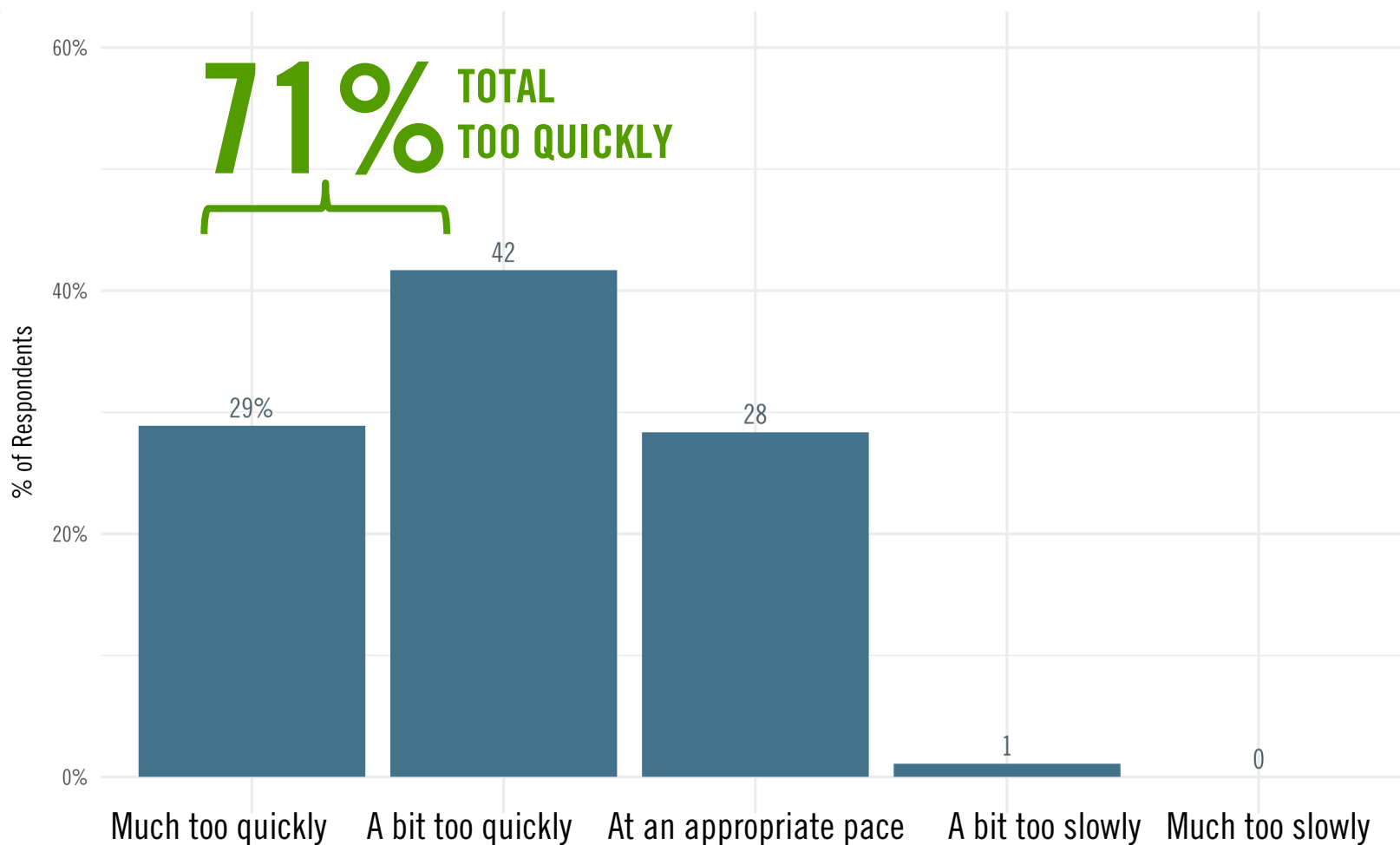


RATE OF GROWTH IN LEHI

More than two-thirds of residents believe the city is outpacing itself in terms of growth.



Which of the following statements best reflects how you feel about *the pace at which the City of Lehi is growing?* – Lehi is growing...

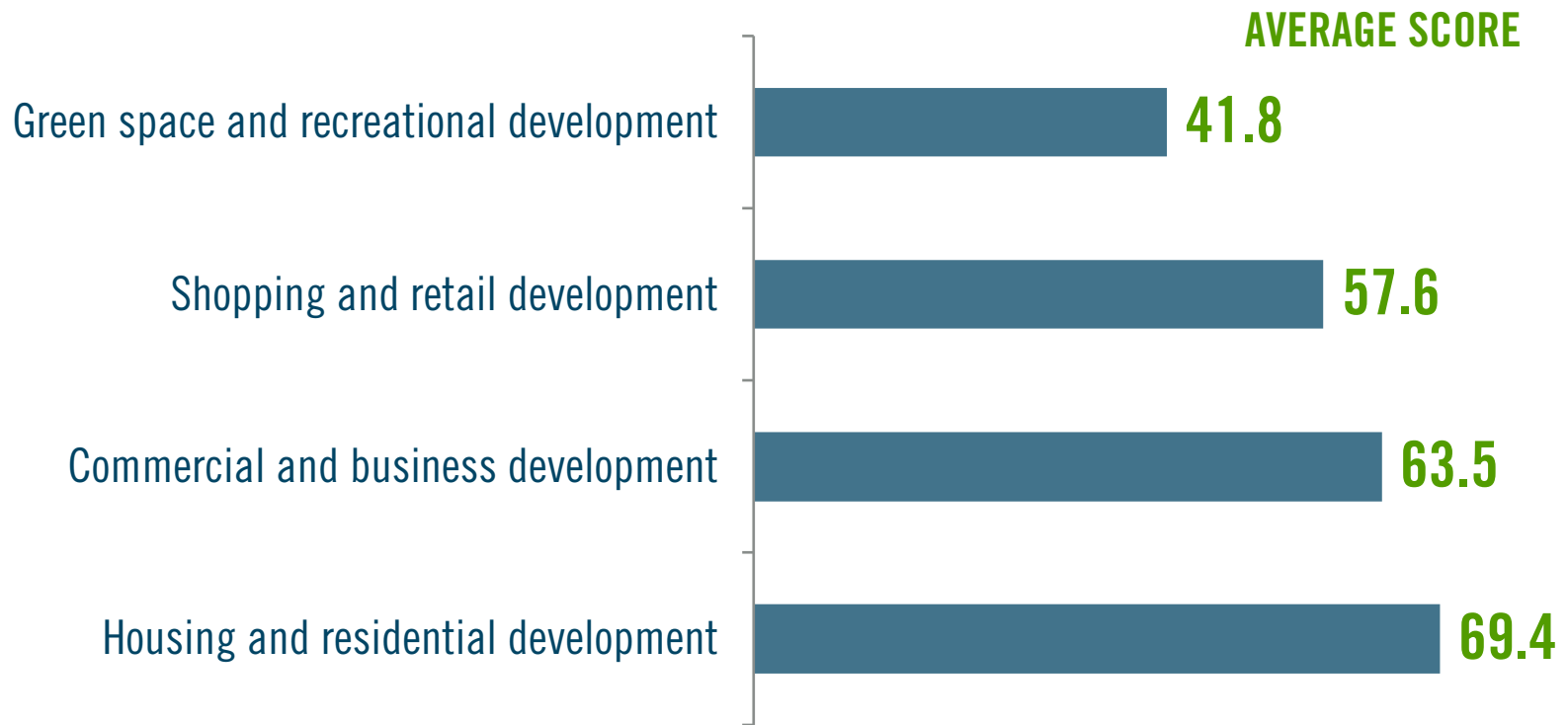


TYPES OF GROWTH IN LEHI

On average, residents feel there is not quite enough green space or recreational development, about the right amount of retail development, and a bit too much commercial and housing development.



Lehi City is growing and developing in a variety of ways. For each type of development below, move the slider to the position that best represents how you feel about the way the city is growing where 0 represents not enough development and 100 represents too much development.





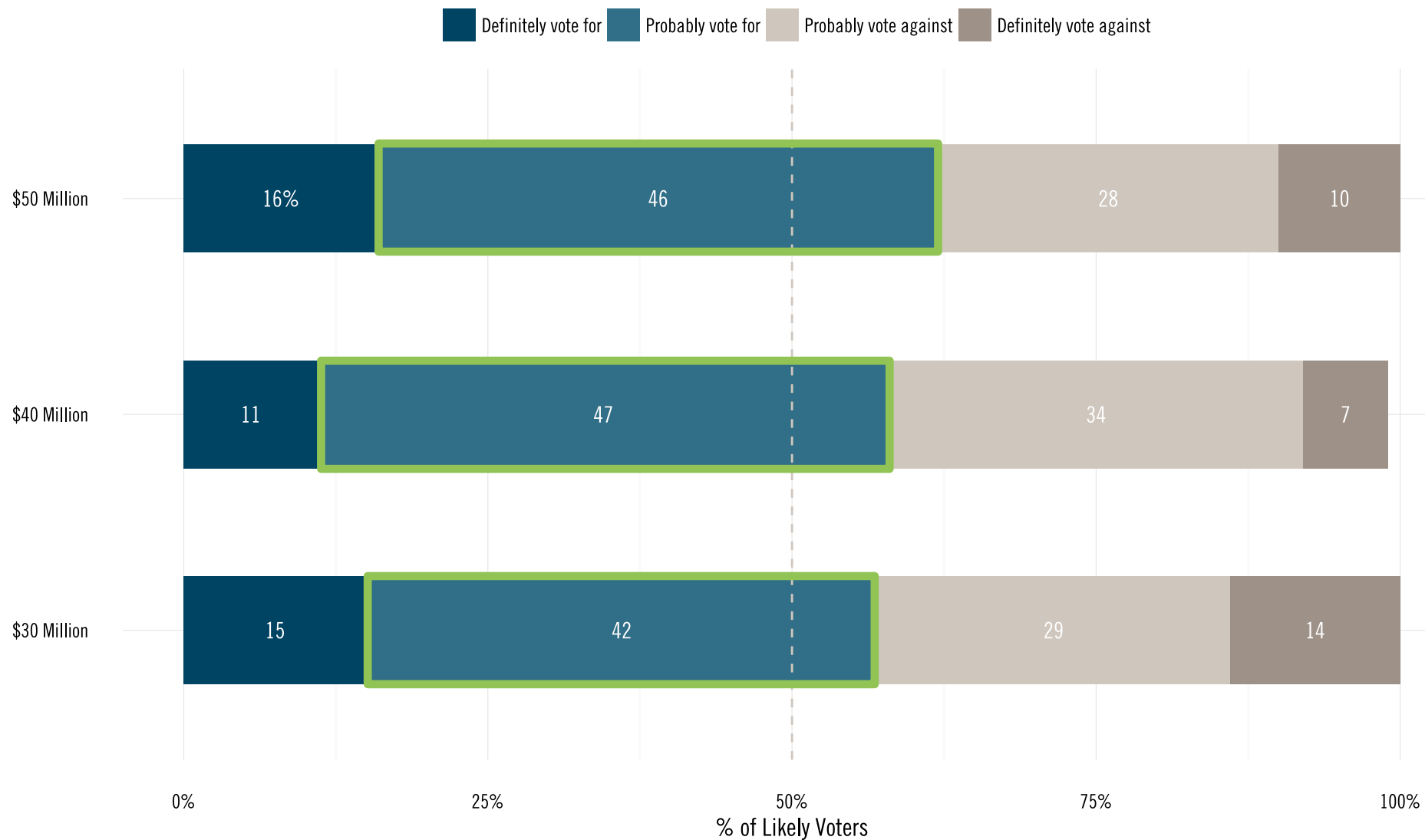
Scott Riding, Managing Partner

Quin Monson, Ph.D, Partner

POST-ELECTION REVIEW

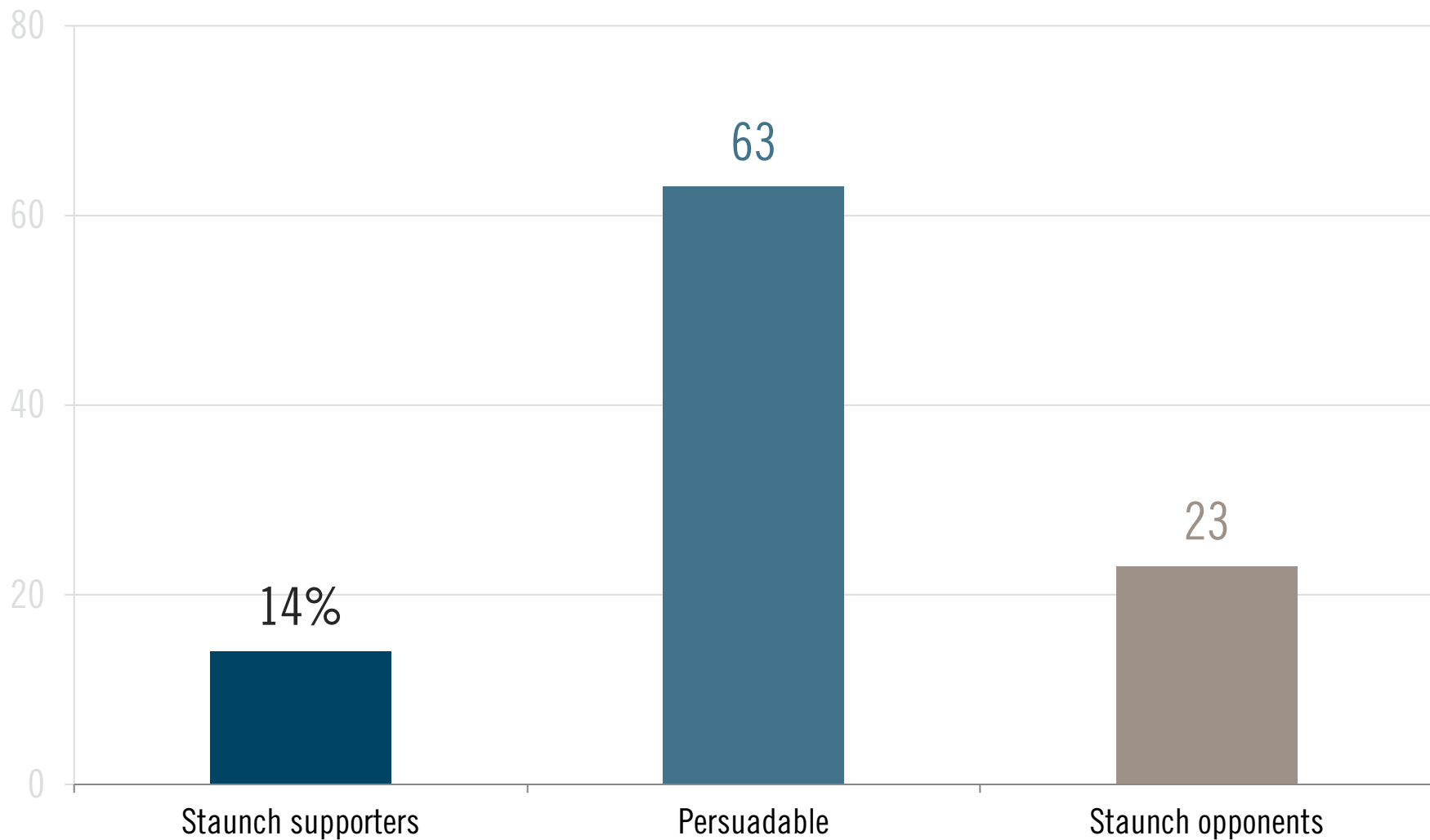
PRE-ELECTION BALLOT SIMULATION

The vast majority of support was soft – voters were willing to vote for the bond, but their positioning in the middle ground was vulnerable to opposition.



PRE-ELECTION AUDIENCES

We broke out our respondents into 3 distinct audiences, and the largest by far was the persuadable audience.



BALLOT RETURNS

In a post election review of our survey respondents – the same respondents who answered the preliminary bond research survey, results from our panel bore a strong resemblance to the Lehi general electorate.



Confidentially and for statistical purposes only, on the 2016 Lehi City General Obligation Parks, Open Space, and Trails Bond proposition, did you vote (ROTATED) for or against the bond?

	POST-ELECTION SURVEY	ACTUAL NOVEMBER 2016 VOTE
FOR	31%	39%
AGAINST	69	61

PRO-BOND REASONING

There appears to be a clear appetite for parks and open spaces to increase with the population of the city.



*What was the most important reason you voted **FOR** the Lehi City General Obligation Parks, Open Space, and Trails Bond?*

Keep up with growth	26%
Play space for children / family	24
Parks are good / I support parks	24
Parks add beauty and increase property values and desirability / Preserve green space	21
Current facilities insufficient for Lehi's needs	11
Better / improved parks	7
Lehi has good bond history	7
Better than RAP	1

ANTI-BOND REASONING

However, it seems clear from the responses about reasons to vote against the bond that residents felt the price tag was too high; or more specifically they felt they should be able to get more for less money.



*What was the most important reason you voted **AGAINST** the Lehi City General Obligation Parks, Open Space, and Trails Bond?*

Cost too much	52%
No more taxes / parks should be paid for from normal taxes not debt	30
City has mismanaged parks in the past / plan needs more specificity	17
Better uses for money (traffic)	11
Baseball park made me vote No	10
I wouldn't use the parks / only helps a minority of the community / wouldn't benefit me	8
Bond tried to do too much / too expansive	8
No need / parks already fine	8
Don't need more parks / Need less growth	4
Non-Lehi residents benefit from this bond	3
Voted for school bond instead	2
Other	2