

LEHI CITY DOWNTOWN REVITALIZATION SURVEY TOPLINE REPORT

METHODOLOGY DETAILS

n=564 Lehi City Resident Panelists Online interviews fielded April 18-May 15, 2017 Margin of error +- 4.1

For this survey 564 Lehi City residents were sampled from a panel composed of City utilities customers. Survey invitations were sent to email addresses provided from the City utilities database and supplemented by email addresses purchased from an outside vendor.

The data were weighted to reflect the demographics of Lehi City residents according to U.S. Census data from the American Community Survey, specifically in regards to age and gender.

CONTACT

For more information, please contact Scott Riding or Quin Monson at:

Scott Riding, 801-556-3204, scott@y2analytics.com Quin Monson, 801-367-6588, quin@y2analytics.com

Y² Analytics 60 South 600 East Ste. 250 Salt Lake City, Utah 84102



99% Yes 1 No (TERMINATED) Don't know / Skipped (NOT SHOWN) QTRACK. Do you feel things in Lehi are going in the right direction or the wrong direction? 79% Right direction 20 Wrong direction 1 Don't know / Skipped (NOT SHOWN) Q5YRRATE. How would you rate the city of Lehi today compared to five years ago? Would you say it is... Much better 10% Somewhat better 26 10 About the same 11 Somewhat worse Much worse 5

38

1

QRECOMMEND. How likely are you to recommend the city of Lehi to friends and family as a good place to live?

Don't know, I haven't been here that long

Skipped (NOT SHOWN)

QINTRO.

Do you currently live in Lehi City?

| Very likely | 51% |
|----------------------------------|-----|
| Somewhat likely | 35 |
| Somewhat unlikely | 8 |
| Very unlikely | 4 |
| Don't know / Skipped (NOT SHOWN) | 1 |



I like living in Lehi because of the businesses and job opportunities that are growing here.

To what extent do you agree or disagree with the following statements about Lehi City?

QJOBS.

| | Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know / Skipped (NOT SHOWN) | 33% 31 22 7 6 1 | |
|--------|---|---------------------------------|--|
| QFEEL. | l like the rural, small town feel of Lehi. | | |
| | Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know / Skipped (NOT SHOWN) | 38% 26 17 12 7 1 | |

QHISTORY. I like the historic buildings and character of the downtown Main Street area.

| Strongly agree | 45% |
|----------------------------------|-----|
| Somewhat agree | 31 |
| Neither agree nor disagree | 14 |
| Somewhat disagree | 7 |
| Strongly disagree | 3 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QDESTIN. I think of downtown Lehi as a destination in the city.

| Strongly agree | 8% |
|----------------------------------|----|
| Somewhat agree | 21 |
| Neither agree nor disagree | 22 |
| Somewhat disagree | 31 |
| Strongly disagree | 18 |
| Don't know / Skipped (NOT SHOWN) | 1 |

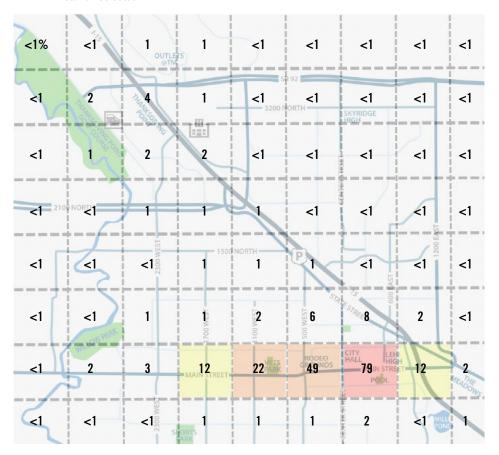


QUPDATE. I would like to see downtown Lehi updated with more attractions.

| Strongly agree | 30% |
|----------------------------------|-----|
| Somewhat agree | 28 |
| Neither agree nor disagree | 20 |
| Somewhat disagree | 14 |
| Strongly disagree | 8 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QDTMAP. Below is a map of Lehi City. On the map, please highlight the area that you think of when you hear the words "downtown Lehi."

Total % Selected





How often do you or your family members visit downtown Lehi for each of the following activities?

| QDTEAT. | To got at a rectaurant |
|---------|-------------------------|
| QDIEAL. | To eat at a restaurant. |

| A few times a month or more | 10% |
|----------------------------------|-----|
| Once a month | 13 |
| A few times a year | 28 |
| Once a year | 12 |
| Less than once a year | 14 |
| Never | 23 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QDTSHOP. To go shopping.

| A few times a month or more | 15% |
|----------------------------------|-----|
| Once a month | 12 |
| A few times a year | 22 |
| Once a year | 7 |
| Less than once a year | 17 |
| Never | 26 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QDTFAMENT. For a family activity.

| A few times a month or more | 14% |
|----------------------------------|-----|
| Once a month | 12 |
| A few times a year | 32 |
| Once a year | 8 |
| Less than once a year | 13 |
| Never | 21 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QDTDATE. For a date or romantic evening.

| A few times a month or more | 3% |
|----------------------------------|----|
| Once a month | 6 |
| A few times a year | 19 |
| Once a year | 12 |
| Less than once a year | 22 |
| Never | 38 |
| Don't know / Skipped (NOT SHOWN) | 1 |



How would you rate each of the following aspects of downtown Lehi?

| QFOOD. | The restaurants and dining options | |
|-----------|---|---------------------------|
| | Excellent Good Fair Poor Don't know / Skipped (NOT SHOWN) | 4% 23 42 30 1 |
| QHIST. | The preservation of historic buildings and character | |
| | Excellent Good Fair Poor Don't know / Skipped (NOT SHOWN) | 18% 57 21 4 1 |
| QENTOPT. | The activities and entertainment options | |
| | Excellent Good Fair Poor Don't know / Skipped (NOT SHOWN) | 4% 25 40 29 1 |
| QSHOP. | The retail and shopping options | |
| | Excellent Good Fair Poor Don't know / Skipped (NOT SHOWN) | 5% 16 46 32 1 |
| QPARKING. | The available parking | |
| | Excellent Good Fair Poor Don't know / Skipped (NOT SHOWN) | 4% 26 43 26 1 |



| | Excellent Good Fair Poor Don't know / Skipped (NOT SHOWN) | 16% 51 27 6 1 | |
|-----------|--|---------------------------|--|
| QWALK. | The walkability or pedestrian-friendliness | | |
| | Excellent | 17% | |
| | Good | 45 | |
| | Fair | 30 | |
| | Poor | 7 | |
| | Don't know / Skipped (NOT SHOWN) | 1 | |
| QTAXFUND. | Would you support or oppose the city using tax dollars to invest in the downtown Lehi area by purchasing property or constructing new city buildings on Main Street? | | |
| | Strongly support | 18% | |
| | Somewhat support | 47 | |
| | Somewhat oppose | 21 | |
| | Strongly oppose | 13 | |
| | | | |

QBUILDINGS.

QATMOSPH.

The atmosphere

If the city were to update downtown Lehi, would you support or oppose the city replacing some historic buildings with new buildings that maintain a historic look and feel?

1

| Strongly support | 19% |
|----------------------------------|-----|
| Somewhat support | 43 |
| Somewhat oppose | 23 |
| Strongly oppose | 15 |
| Don't know / Skipped (NOT SHOWN) | 1 |

Don't know / Skipped (NOT SHOWN)

QWALKABLE.

Would you support or oppose slowing traffic and broadening the sidewalks to make Main Street more pedestrian friendly in downtown Lehi?

| Strongly support | 17% |
|----------------------------------|-----|
| Somewhat support | 36 |
| Somewhat oppose | 30 |
| Strongly oppose | 15 |
| Don't know / Skipped (NOT SHOWN) | 1 |



The city has to consider different sets of options and tradeoffs when creating development plans. Thinking about the features you would like to see in downtown Lehi, please select the button in the position that best represents your preferred split between each of the following sets of options.

(ROTATED QTRADEOFF SERIES)

QTRADEOFF1. When it comes to housing in the downtown Lehi area, would you prefer to see more traditional single family homes or mixed spaces that include retail store fronts on the ground floors and apartments on the upper floors?

| More single family homes | 21% |
|--|-----|
| Somewhat more single family homes | 15 |
| Even mix of both | 31 |
| Somewhat more mixed housing and retail space | |
| More mixed housing and retail space | 15 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QTRADEOFF2. When it comes to dining options in that downtown Lehi area, would you prefer to see more locally-owned, "mom and pop" style restaurants or more franchises and national chain restaurants?

| More locally-owned restaurants | 33% |
|---|-----|
| Somewhat more locally-owned restaurants | 23 |
| Even mix of both | 37 |
| Somewhat more chain restaurants | 5 |
| More chain restaurants | 1 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QTRADEOFF3. When it comes to shopping in the downtown Lehi area, would you prefer to see more locally-owned boutiques and small shops or more national retailers and department stores?

| More boutiques and shops | |
|-----------------------------------|----|
| Somewhat more boutiques and shops | 21 |
| Even mix of both | 44 |
| Somewhat more national retailers | 9 |
| More national retailers | 3 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QTRADEOFF4. When it comes to parking in the downtown Lehi area, would you prefer to see more on-street parking on Main Street or have more available parking in lots nearby?

| More on-street parking on Main Street | 2% |
|---------------------------------------|----|
| Somewhat more on-street parking | 3 |
| Even mix of both | 32 |
| Somewhat more nearby parking lots | 30 |
| More parking lots nearby | 32 |
| Don't know / Skipped (NOT SHOWN) | 1 |



QTRADEOFF5.

When it comes to the look and feel of the downtown Lehi area, would you prefer that the city preserve the area's historic character, or modernize the architecture and atmosphere?

| Preserve the historic character | 35% |
|--|-----|
| Somewhat more preservation of historic character | 21 |
| Even mix of both | 27 |
| Somewhat more modernized architecture and atmosphere | 9 |
| Modernize the architecture and atmosphere | 8 |
| Don't know / Skipped (NOT SHOWN) | 1 |

QCONJOINT.

For each of the following options please choose your most preferred *combination* of appearance, housing, type of restaurants, retailers, parking, and atmosphere for Downtown Lehi.

Baseline model included the following attributes: visible storefronts and building facades, high density housing (apartments and townhomes), national chain restaurants, big box and department store chains, making the street a major thoroughfare, and parking structures.

Scores below show marginal effects of each trait in making a respondent more likely to select an option where it is present.

| Small boutiques and local retailers | 16* |
|---------------------------------------|-----|
| Independently-owned restaurants | 15* |
| Mixed retail and housing | 14* |
| Limited housing with commercial focus | 13* |
| Traditional, single-family homes | 13* |
| Walkable street with lower traffic | 12* |
| Parking lot nearby | 6** |
| Trees and streetscapes | 6* |
| Plaza closed to traffic | 4** |
| On-street parking | 1 |

^{*} effects are statistically significant at the p < .01 level, ** effects are statistically significant at the p < .01 level



QIMAGE.

Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.

(IMAGES SHOWN IN RANDOM ORDER)

QIMAGEA. 2-story/3-story building



Total % Preferred

41%





IMAGEB. Basic/elaborate streetscape



39%





IMAGEC. Modern/traditional architecture



27%





IMAGED. Open/no open space



82%

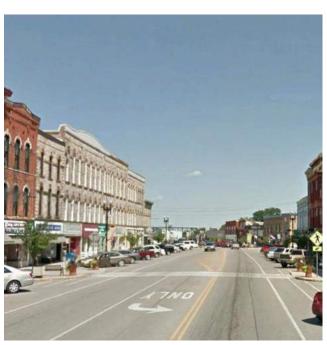




IMAGEE. Narrow/Wide Street



42%





IMAGEF. Median/No median



66%





IMAGEG. Residential/Mixed use

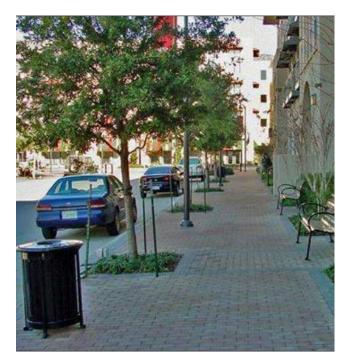


39%





IMAGEH. Wide/Narrow sidewalk



79%





IMAGEI. Civic/Commercial building



54%





And now just a few more questions to ensure we have a representative sample. Please remember that your answers are completely confidential.

| QSEX. | Are you: | | |
|------------|--|----------------|--|
| | Male Female Skipped (NOT SHOWN) | 51% 48 1 | |
| QYEARBORN. | What year were you born? (RECODED INTO AGE CATEGOR | ES) | |
| | 18-24 | 3% | |
| | 25-34 | 33 | |
| | 35-44 | 29 | |
| | 45-54 | 14 | |
| | 55-64 | 11 | |
| | 65+ | 9 | |
| | Skipped (NOT SHOWN) | 1 | |
| | | | |