




ANNUAL CITIZEN SURVEY

2018 PUBLIC OPINION RESEARCH



- 
- 1 We sent online survey invitations to our resident panel for this year's community survey and supplemented invitations with a contact list from the Lehi Legacy Center.
 - 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 previous years' findings.
 - 3 That being said, there are several negative shifts in residents' sentiments from previous years, including less satisfaction with the direction of the city, interactions with city staff, and decreased likelihood to recommend Lehi to others as a great place to live.
 - 4 Most residents prefer online forms of communication from the city, but the newsletter is still very popular.
 - 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. This was supplemented by an email list from the Lehi Legacy Center.

98%

In total, we emailed 7,881 invitations, 179 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 98%.

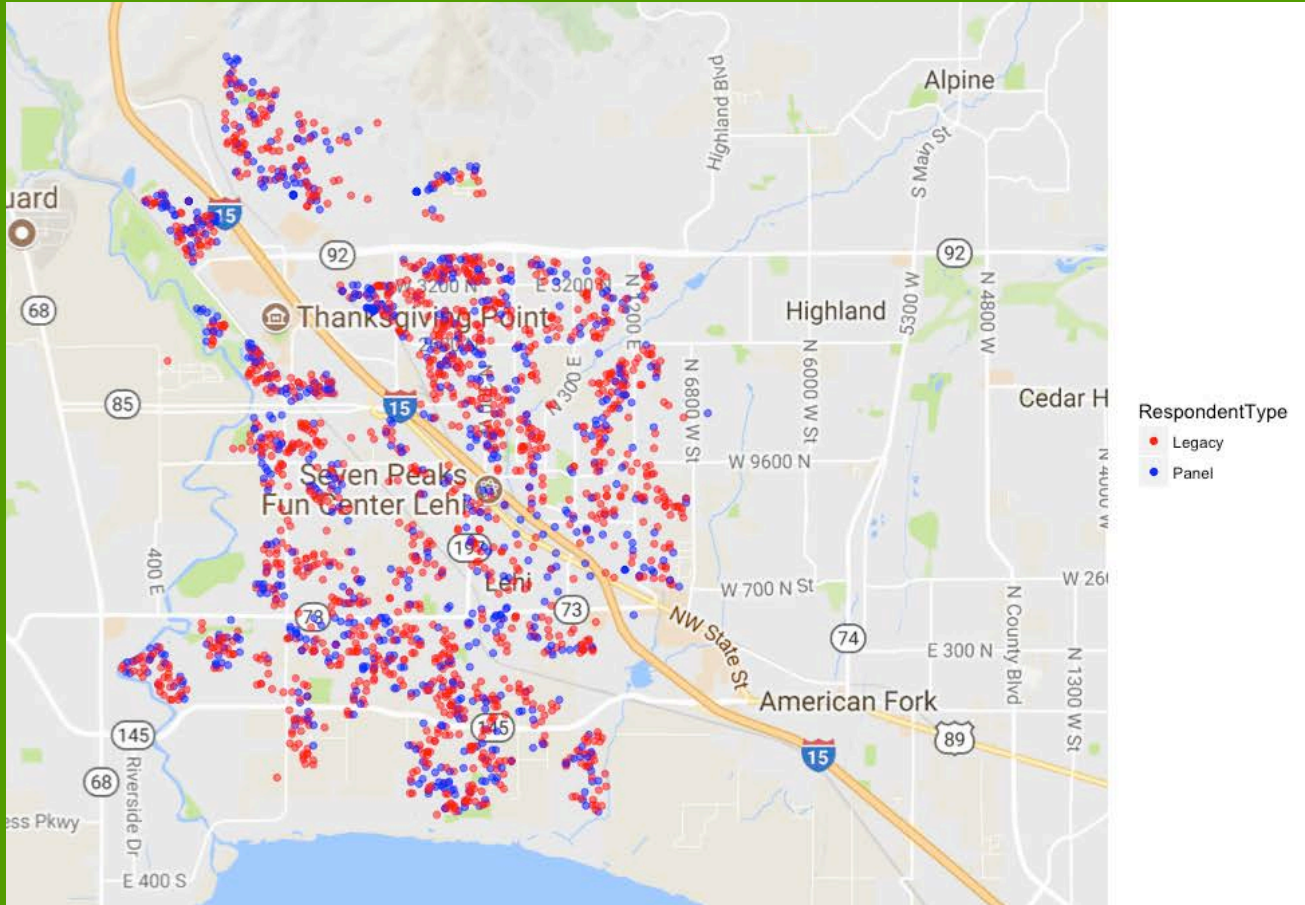
28%

Of the 7,702 delivered invitations, 2,150 citizens responded by completing online surveys. This results in a response rate of approximately 27.9% overall. Each email address could respond only once.

+2
-

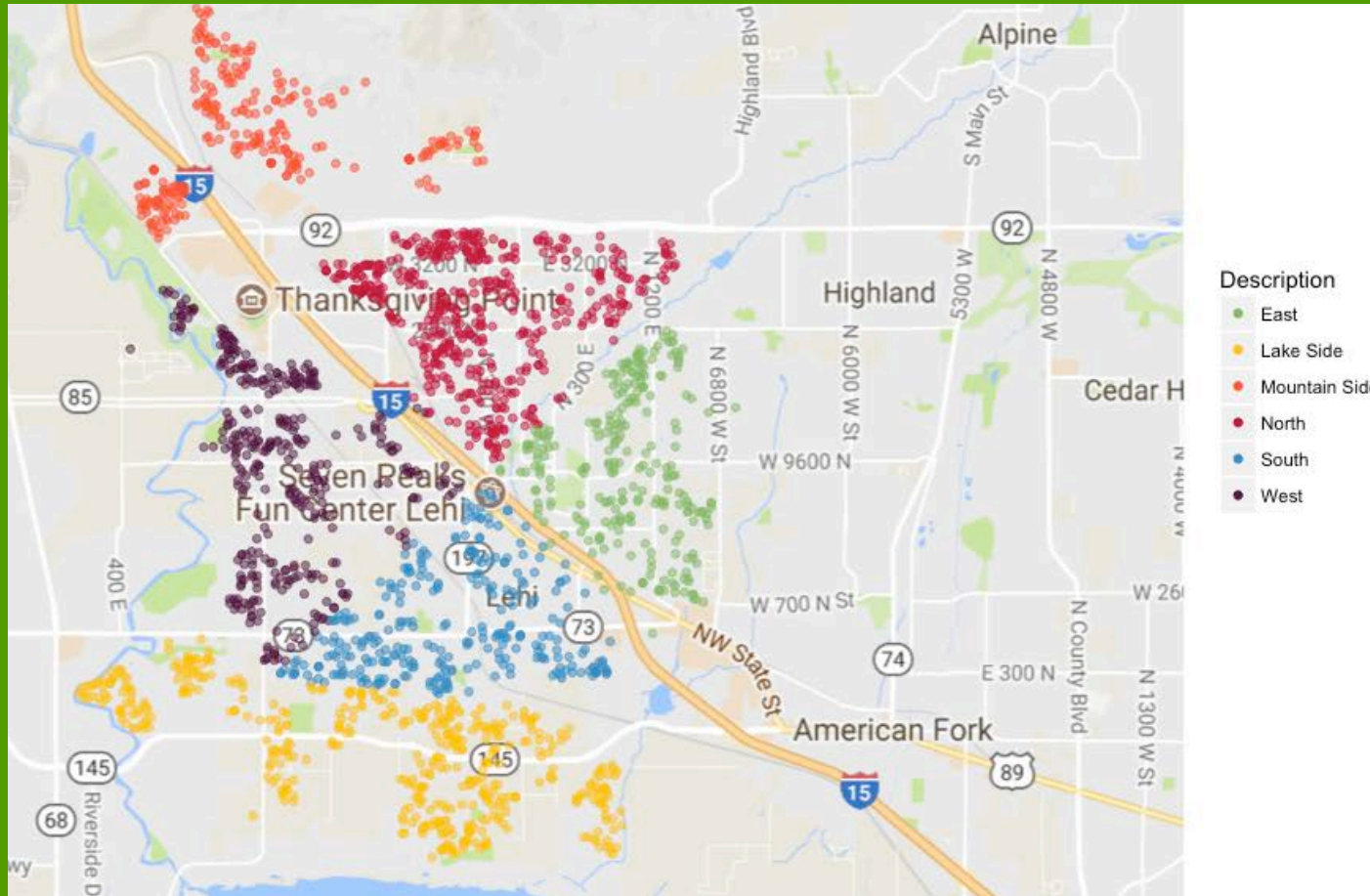
2,150 interviews among an estimated adult population of roughly 35k results in a margin of error for the survey of plus or minus 2.08 percentage points. Responses were weighted to better approximate city demographic composition.

COVERAGE



Respondents from both the Panel and those from the Legacy Center Contact List were geographically dispersed throughout the city.

COVERAGE



To allow for geographic analyses, respondents were grouped into **six** regions of the city.

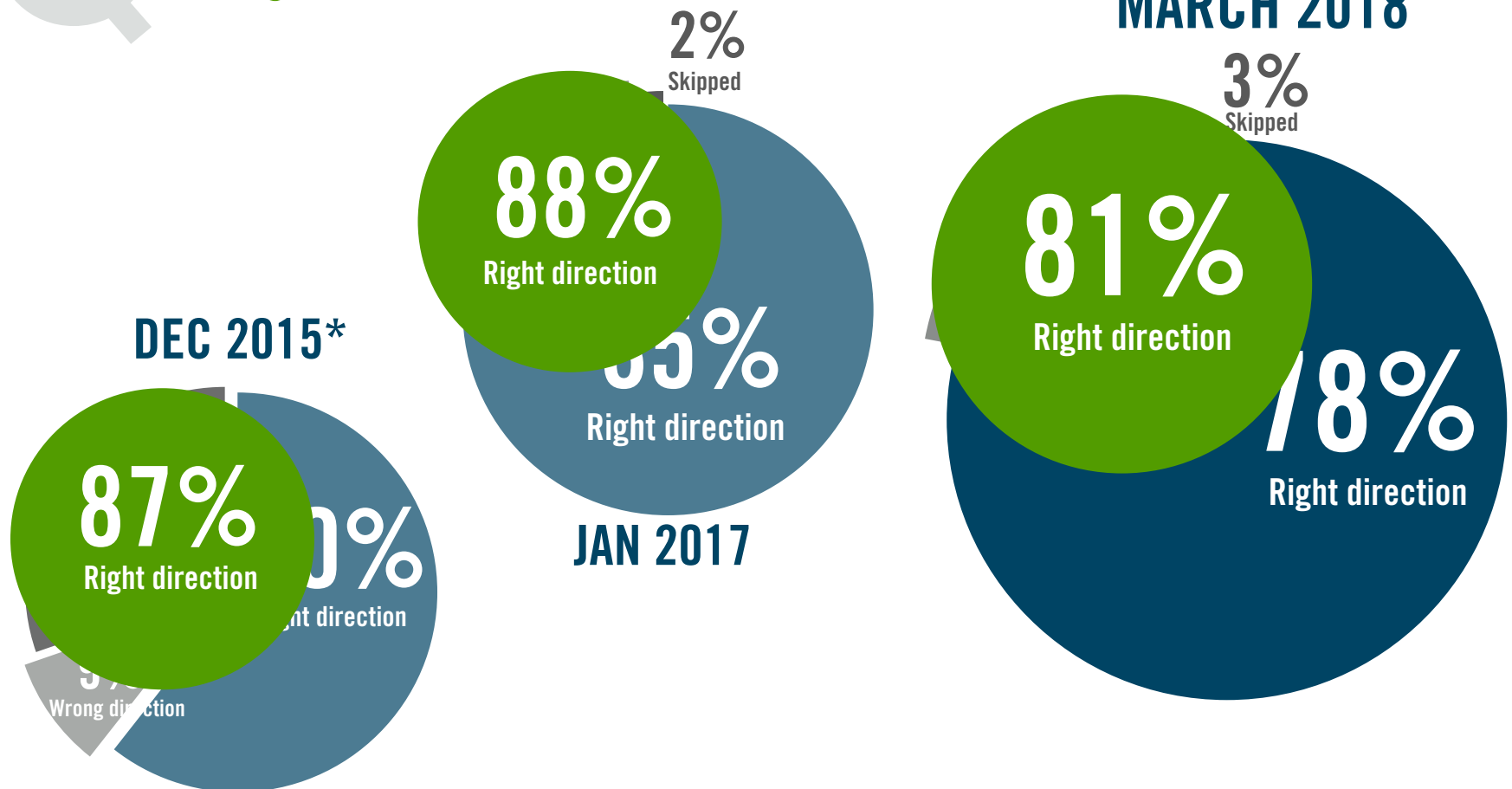
CITY DIRECTION & PERCEPTIONS

OVERALL DIRECTION

Although an overwhelming majority of residents believe the city is headed in the right direction, overall sentiment is trending down from previous years.



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



**Don't know option only presented in 2015 survey.*

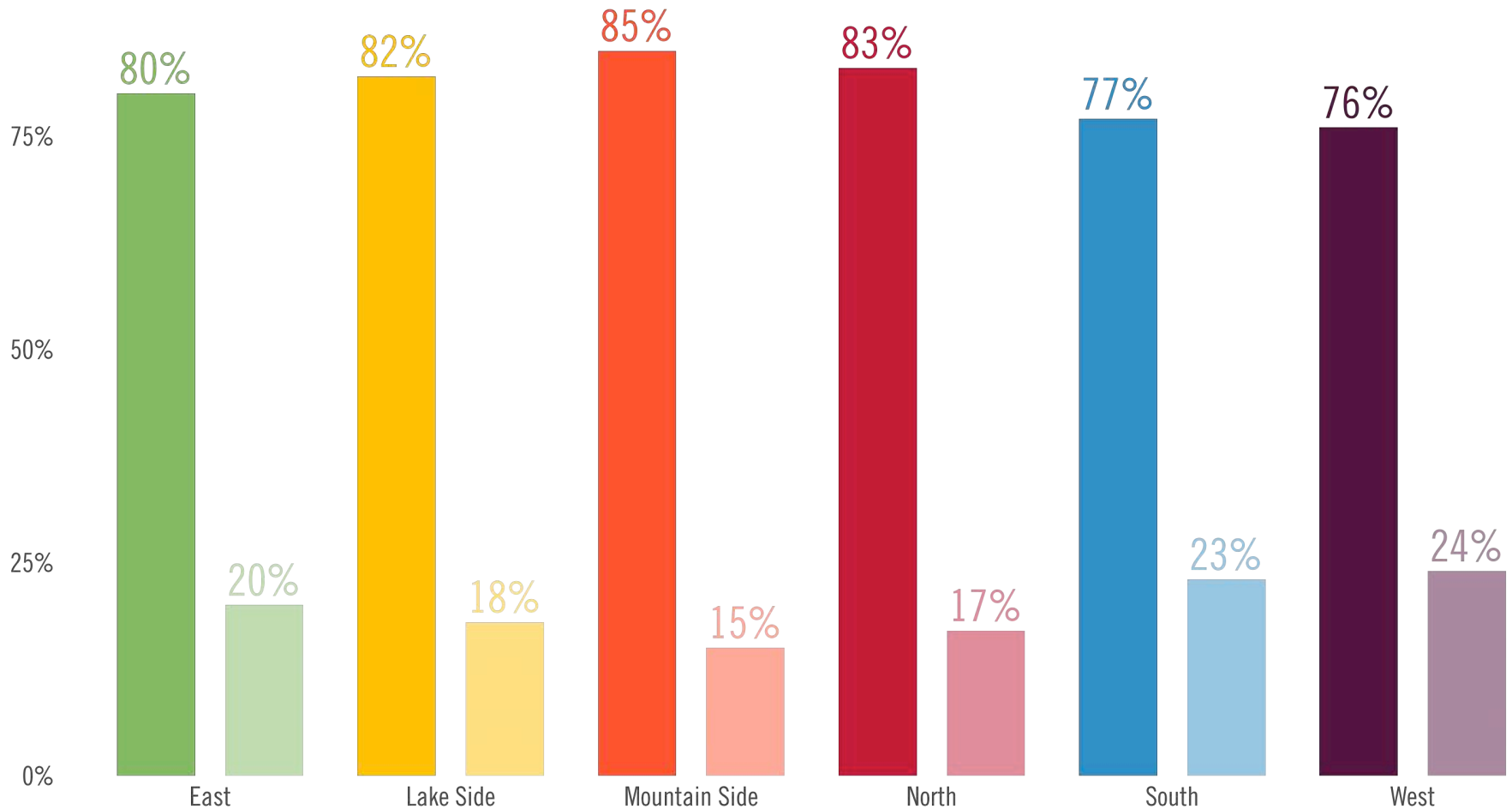
OVERALL DIRECTION

While all regions overwhelmingly agree that the city is headed in the right direction, residents in the West region of the city have the most negative opinion. Residents in the Mountain Side region are most likely to approve of the direction of the city.



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

a Right direction **a** Wrong direction

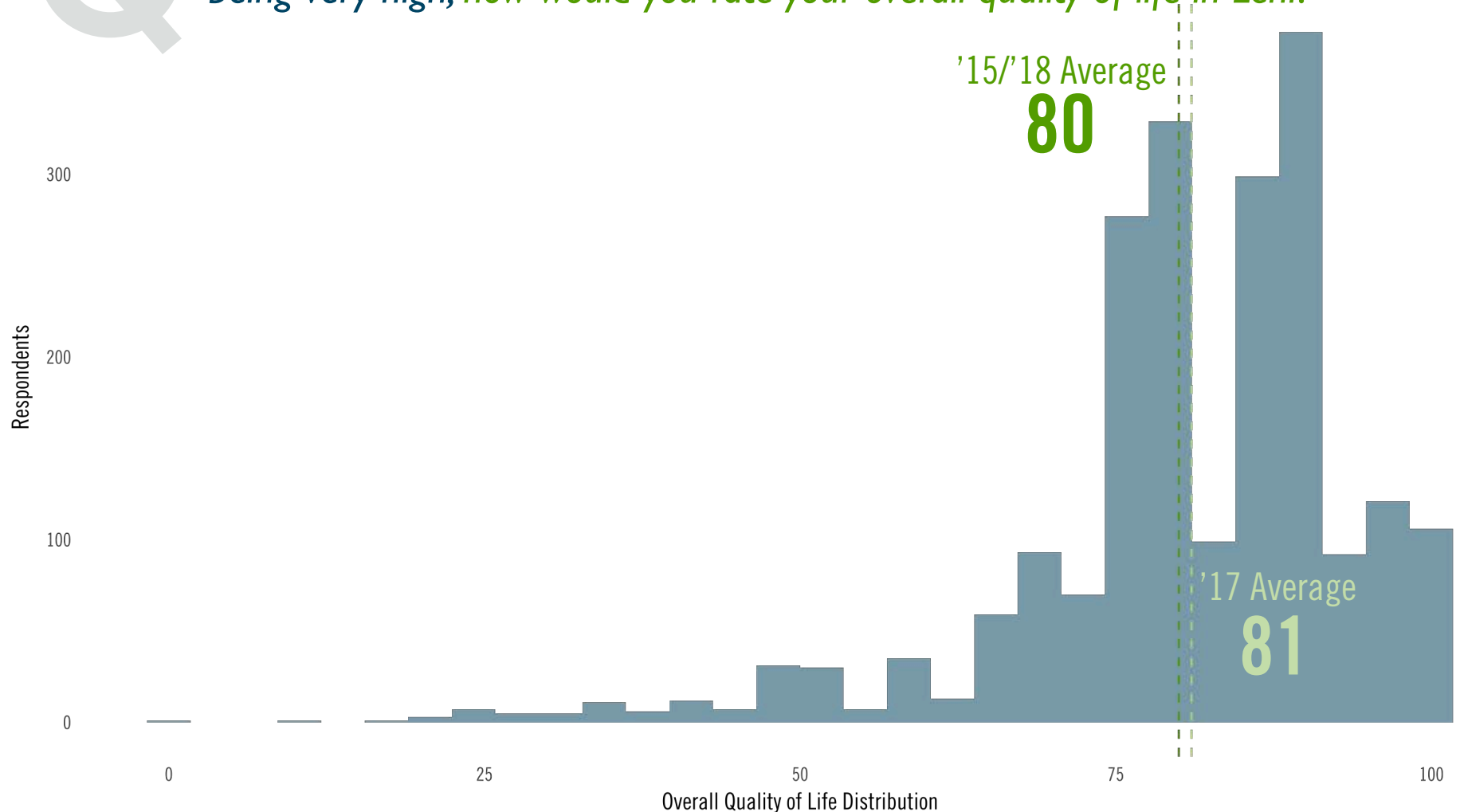


OVERALL QUALITY OF LIFE

96% of residents rate their overall quality of life above 50 – with an average of 80 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?

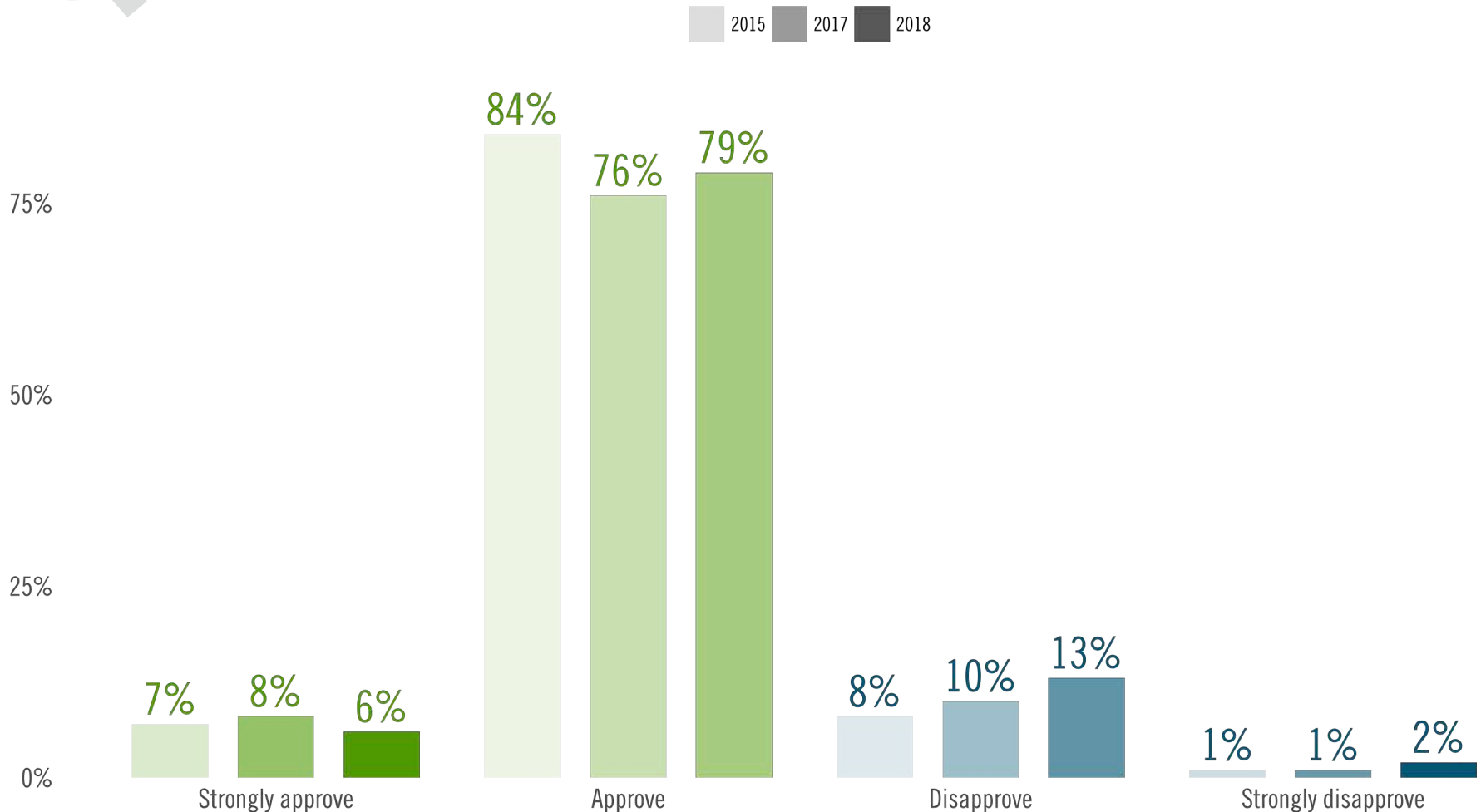


LEHI CITY ELECTED OFFICIALS

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?

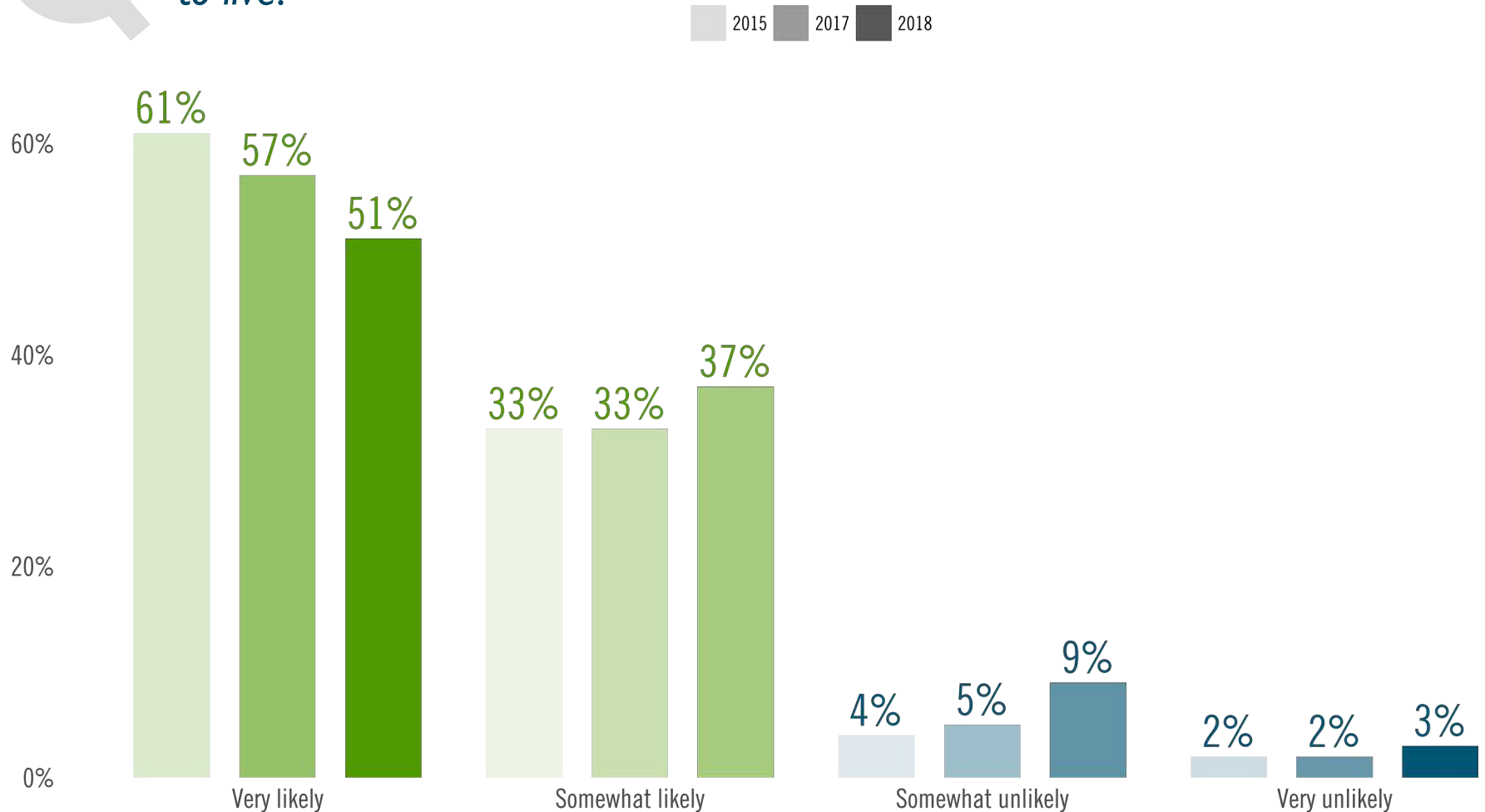


RECOMMENDING LEHI

An overwhelming majority of respondents are likely to recommend Lehi to others as a good place to live. However, likelihood to recommend has also trended downward over the past three years.



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



RECOMMENDING LEHI

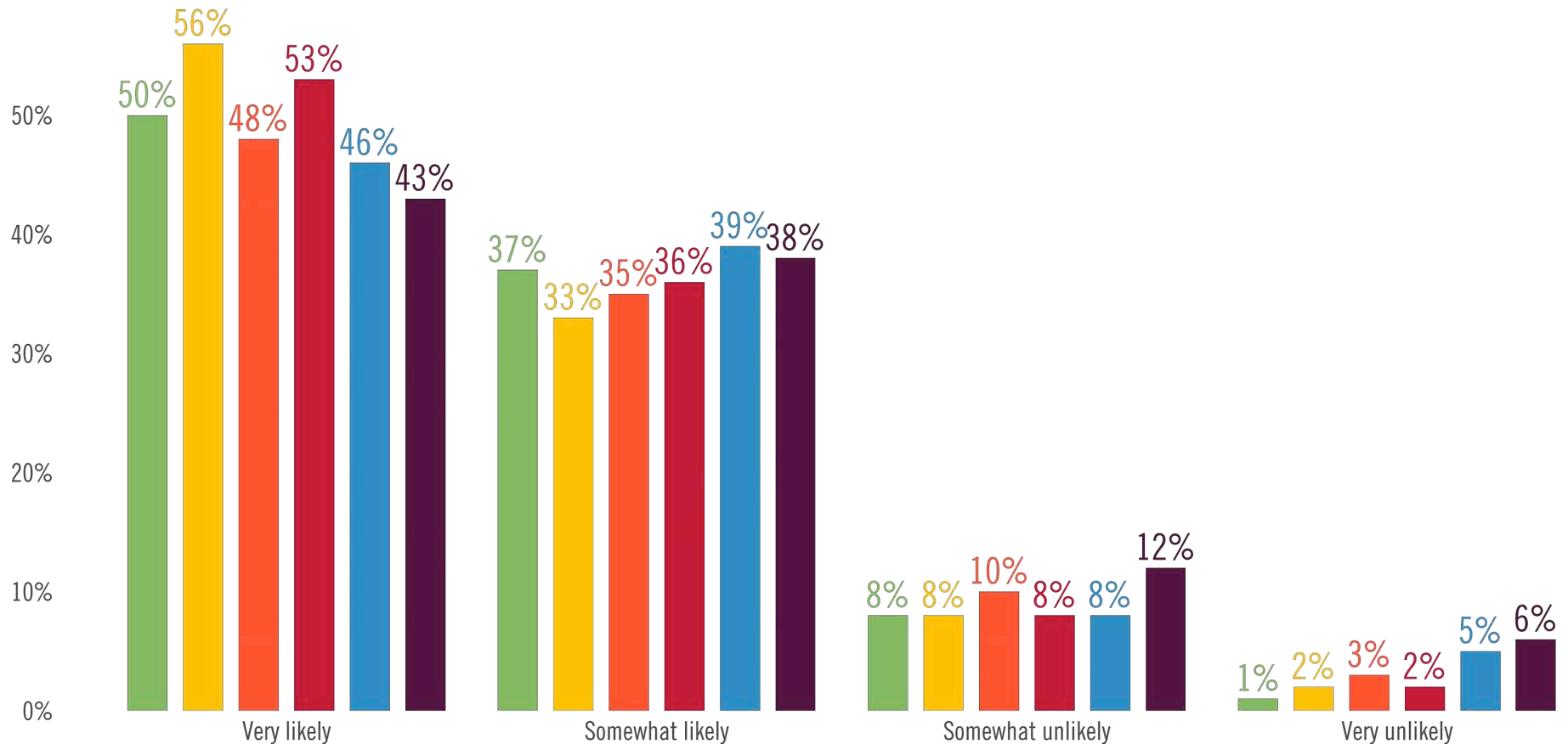
89% of Lake Side respondents are likely to recommend Lehi as a good place to live. The West region is the least likely to recommend Lehi.



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

Description

East	Mountain Side	South
Lake Side	North	West

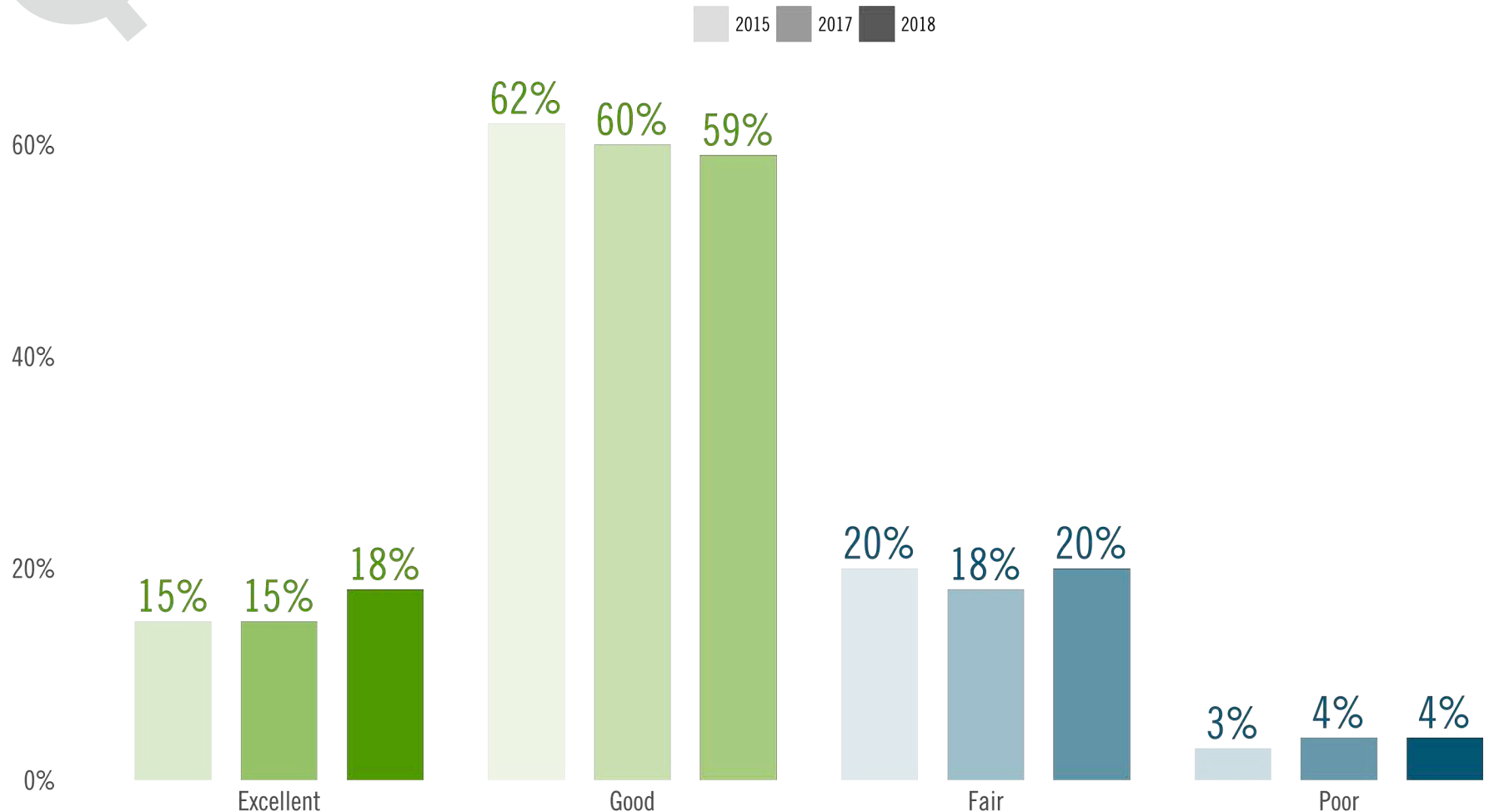


VALUE FOR TAX DOLLAR

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

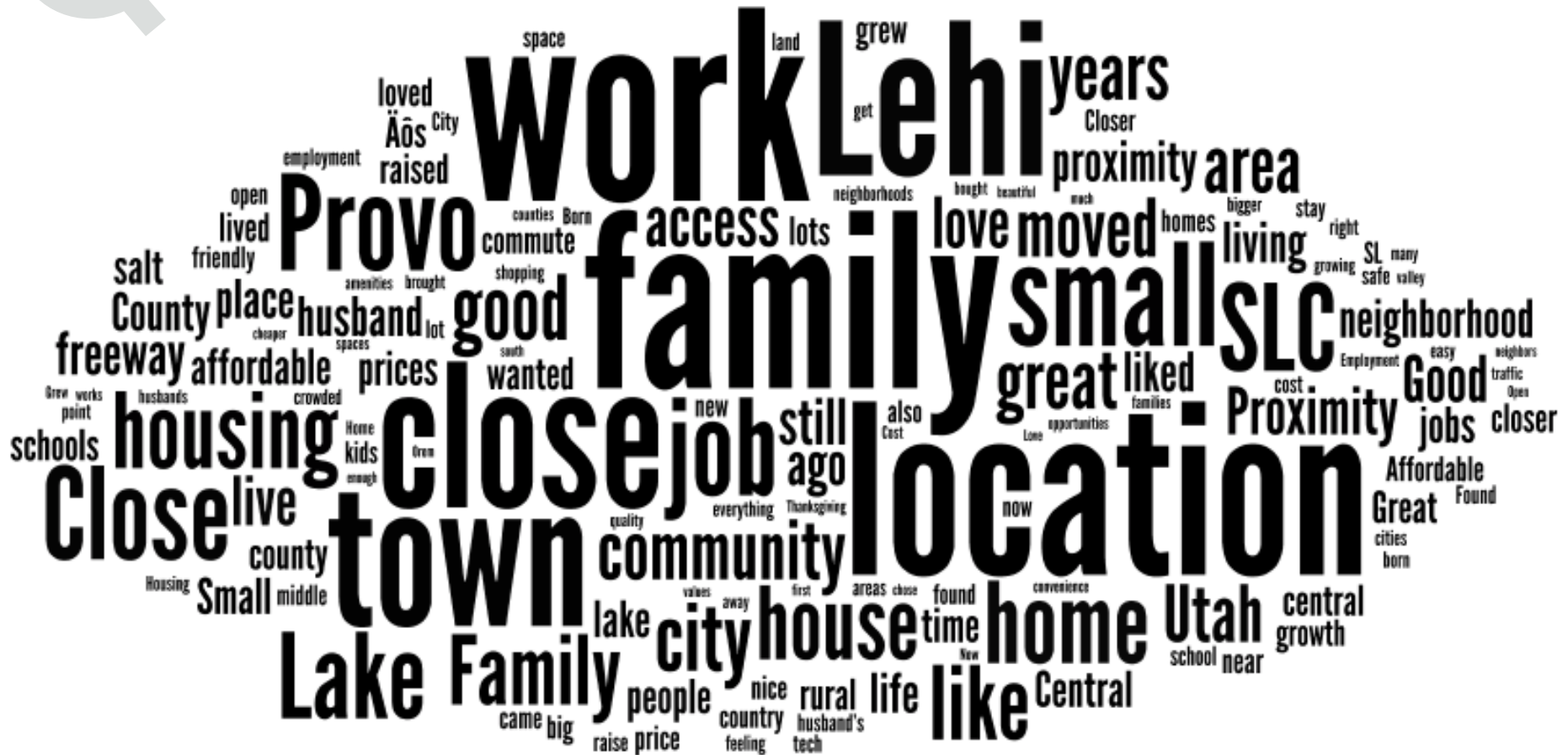


In general, how do you rate the service you receive from Lehi for your tax dollar?



WHAT BRINGS RESIDENTS TO LEHI?

What brought you to Lehi, or why do you choose to live in Lehi?



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?

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree

Lehi is a great place to raise a family



Overall, I feel safe living in Lehi



Lehi has all the kinds of businesses I want it to have



Lehi provides all the services I think it should provide



Overall, I think Lehi does a good job managing city services



I trust Lehi City staff and elected officials to be open and honest with residents



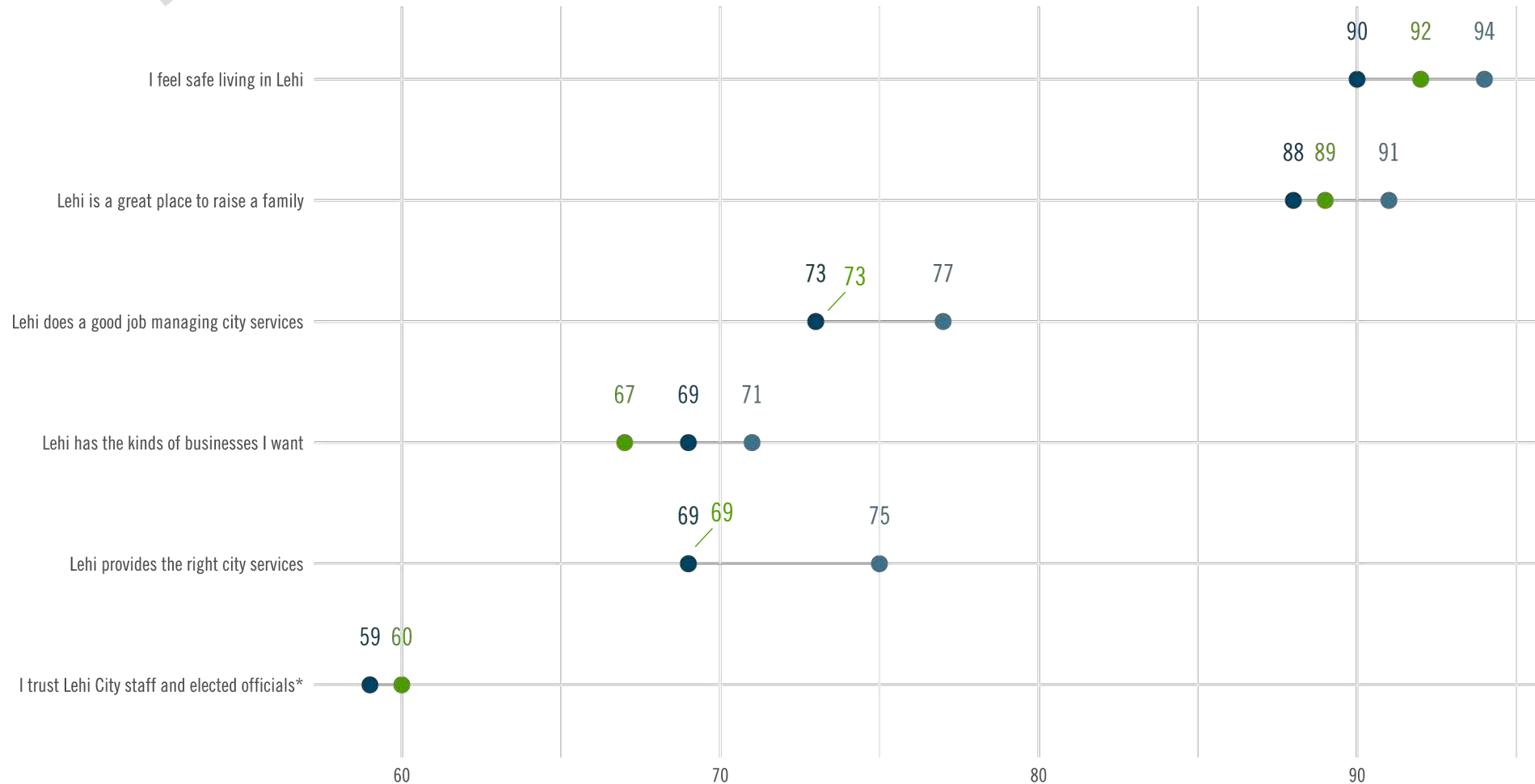
QUALITY OF LIFE INDICATORS

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 increased slightly from 2017 but still lags behind 2015 evaluations.



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

Year ● 2015 ● 2017 ● 2018



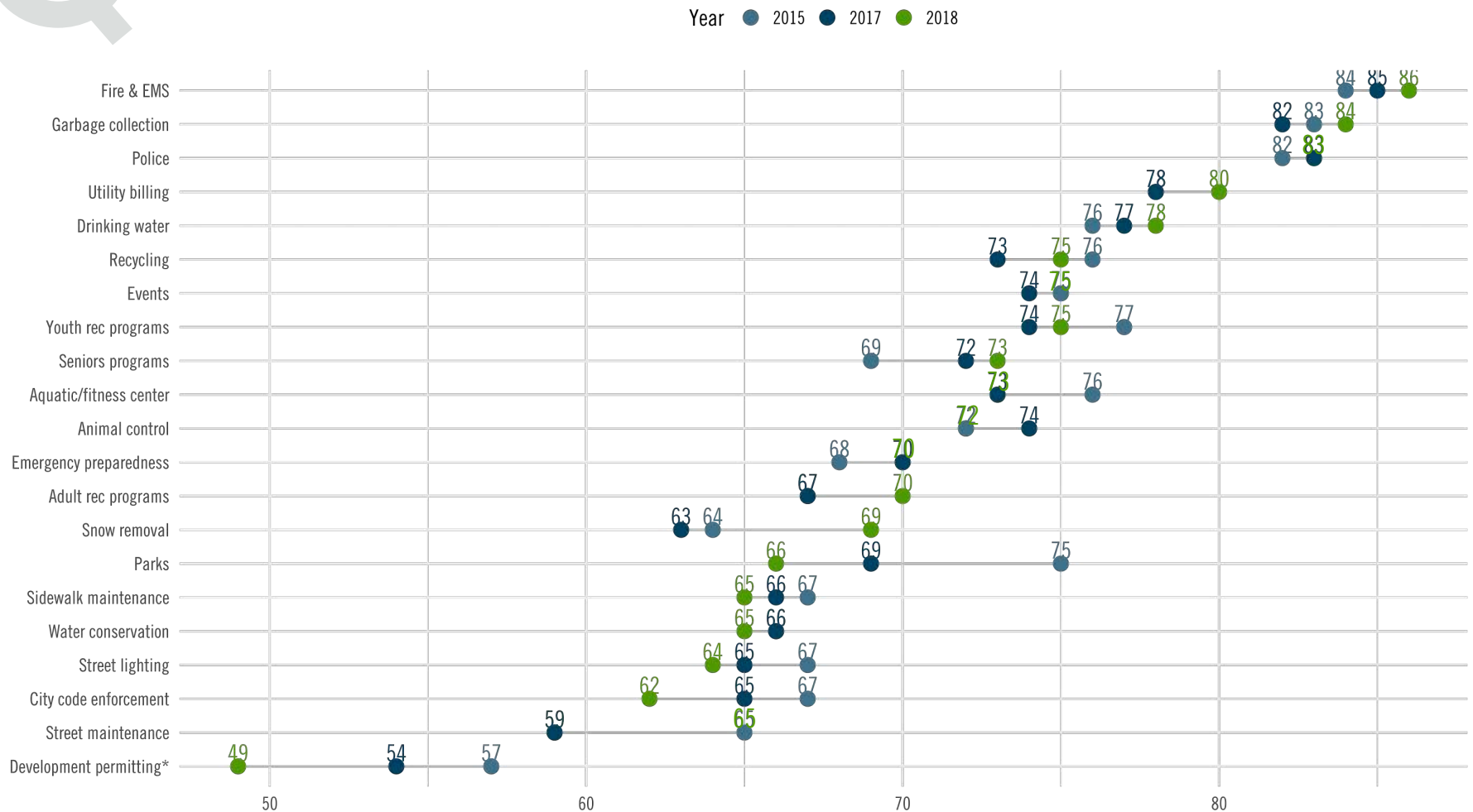
LEHI CITY SERVICES

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 exception to this trend is snow removal, which received significantly higher ratings than it did in prior years, while development permitting and parks received significantly lower ratings.



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.



CURRENT INFORMATION CHANNELS

Residents' most common information sources are the same as last year, with the city newsletter and social media being the most prominent.



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

	<u>2017</u>	<u>2018</u>
CITY NEWSLETTER	46%*	38%
SOCIAL MEDIA	24	31
EMAILS FROM THE CITY	9	8
CITY WEBSITE	8	8
NEWSPAPER	5	8
OTHER^a	--	6

*Includes 17% of respondents who cited the municipal bill insert as their primary information source in 2017

^aNewly added response option in 2018

PREFERRED INFORMATION CHANNELS

Digital mediums are the preferred information sources for more than half of Lehi residents, with emails from the city being the most popular channel for information. The city newsletter is the next most preferred information source.



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



	<u>2017</u>	<u>2018</u>
EMAILS FROM THE CITY	31%	30%
CITY NEWSLETTER	20	28
SOCIAL MEDIA	21	25
CITY WEBSITE	9	11
NEWSPAPER	3	5
OTHER*	--	2
CHANNEL 17*	--	0

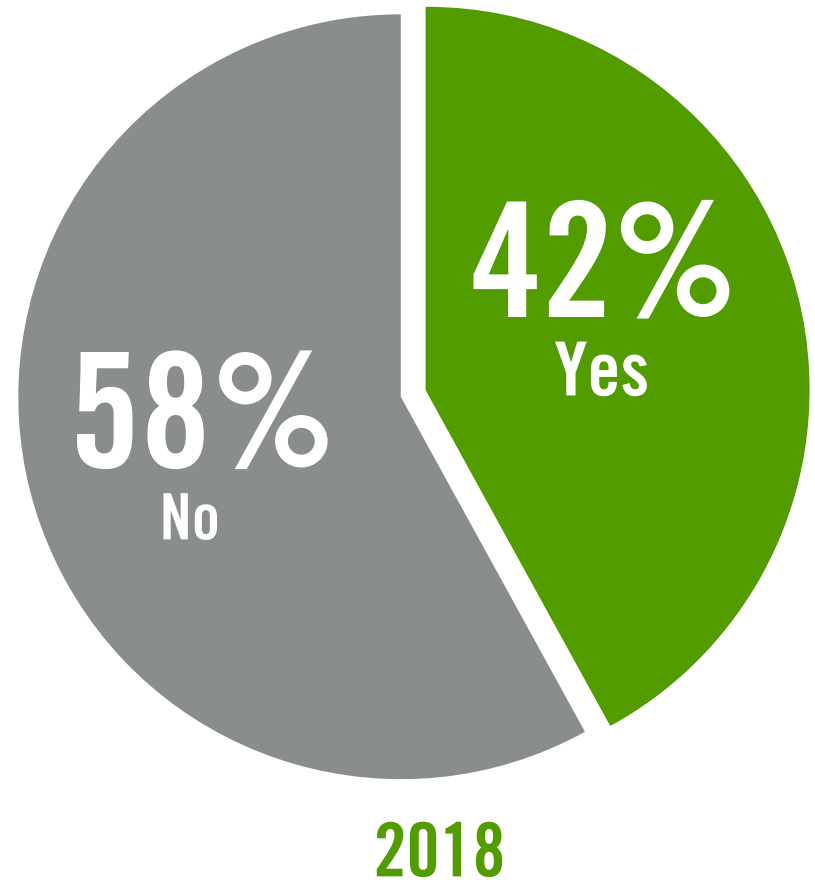
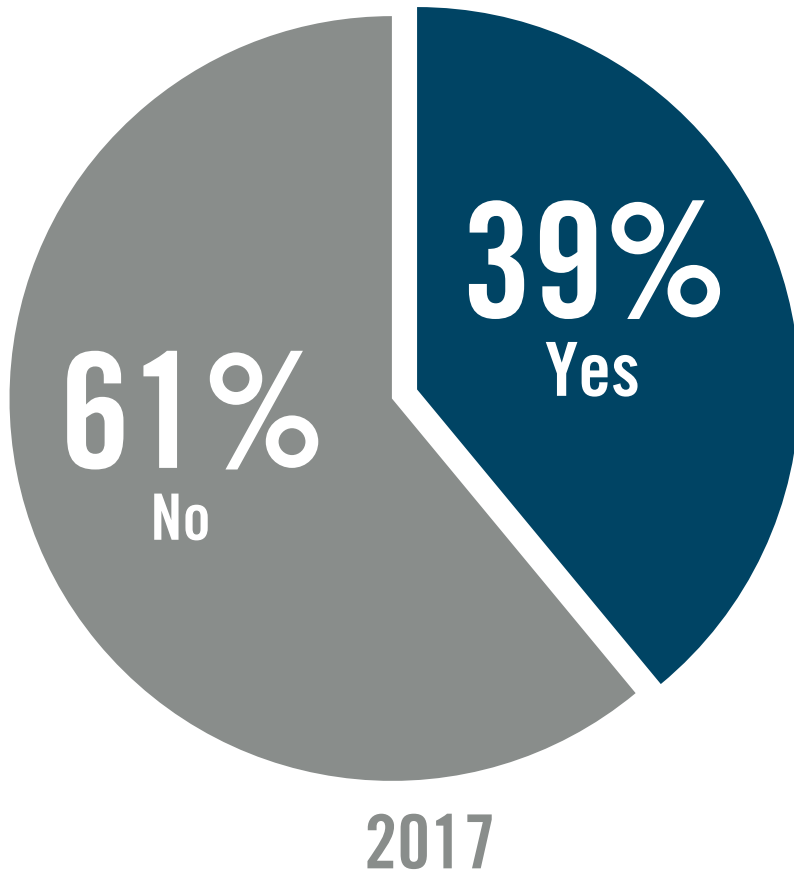
*Newly added response options in 2018

PERSONAL EXPERIENCE WITH CITY STAFF

42% of residents have interacted with city staff in the past year, a 3% increase from 2017.



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



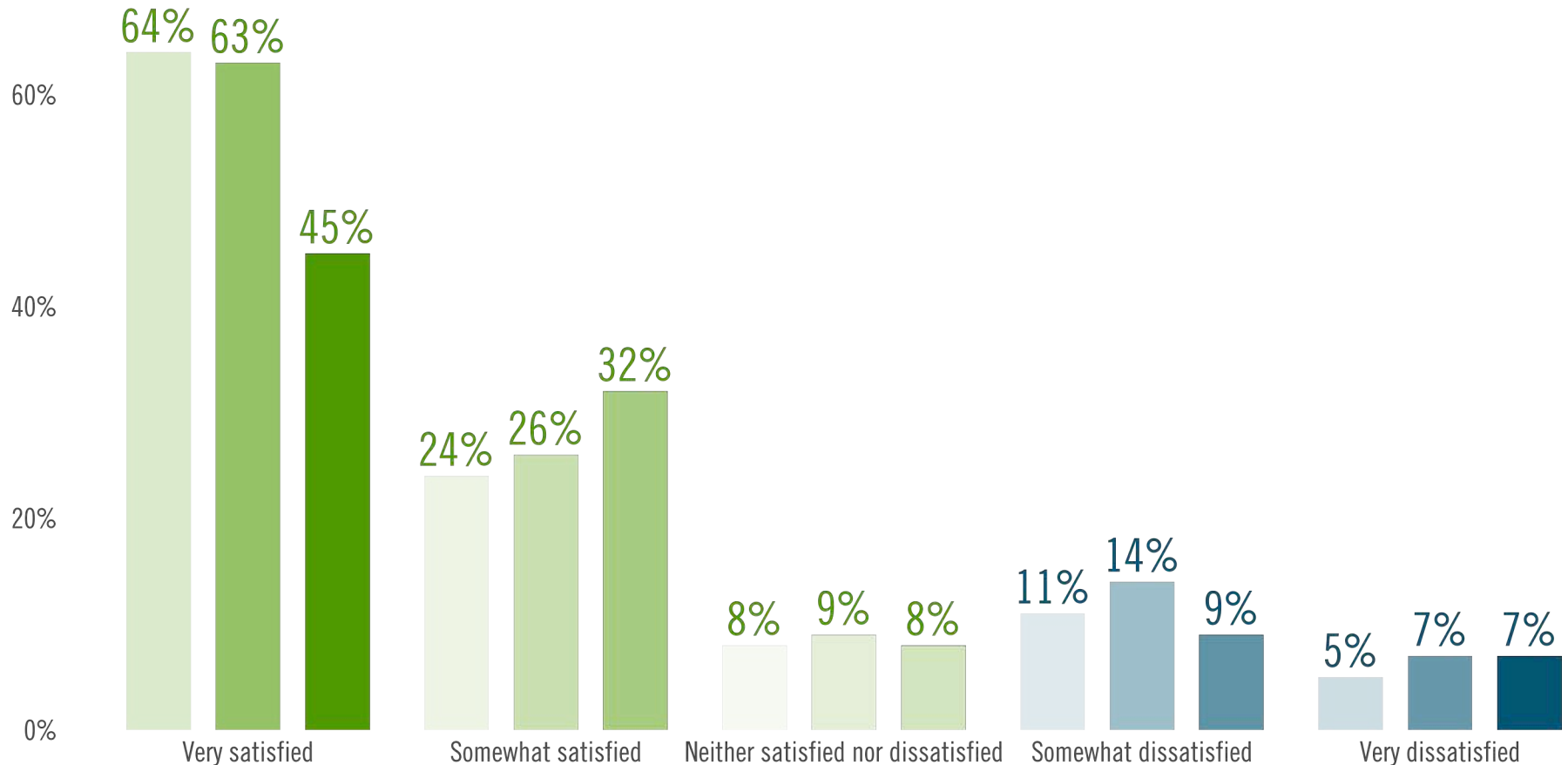
PERSONAL EXPERIENCE WITH CITY STAFF

And among those who have contacted city offices, a large majority of residents were satisfied with the responses they received. However, total satisfaction has decreased 9 percentage points from 2015 to 2018, with significantly fewer respondents saying they were very satisfied.



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

2015 2017 2018

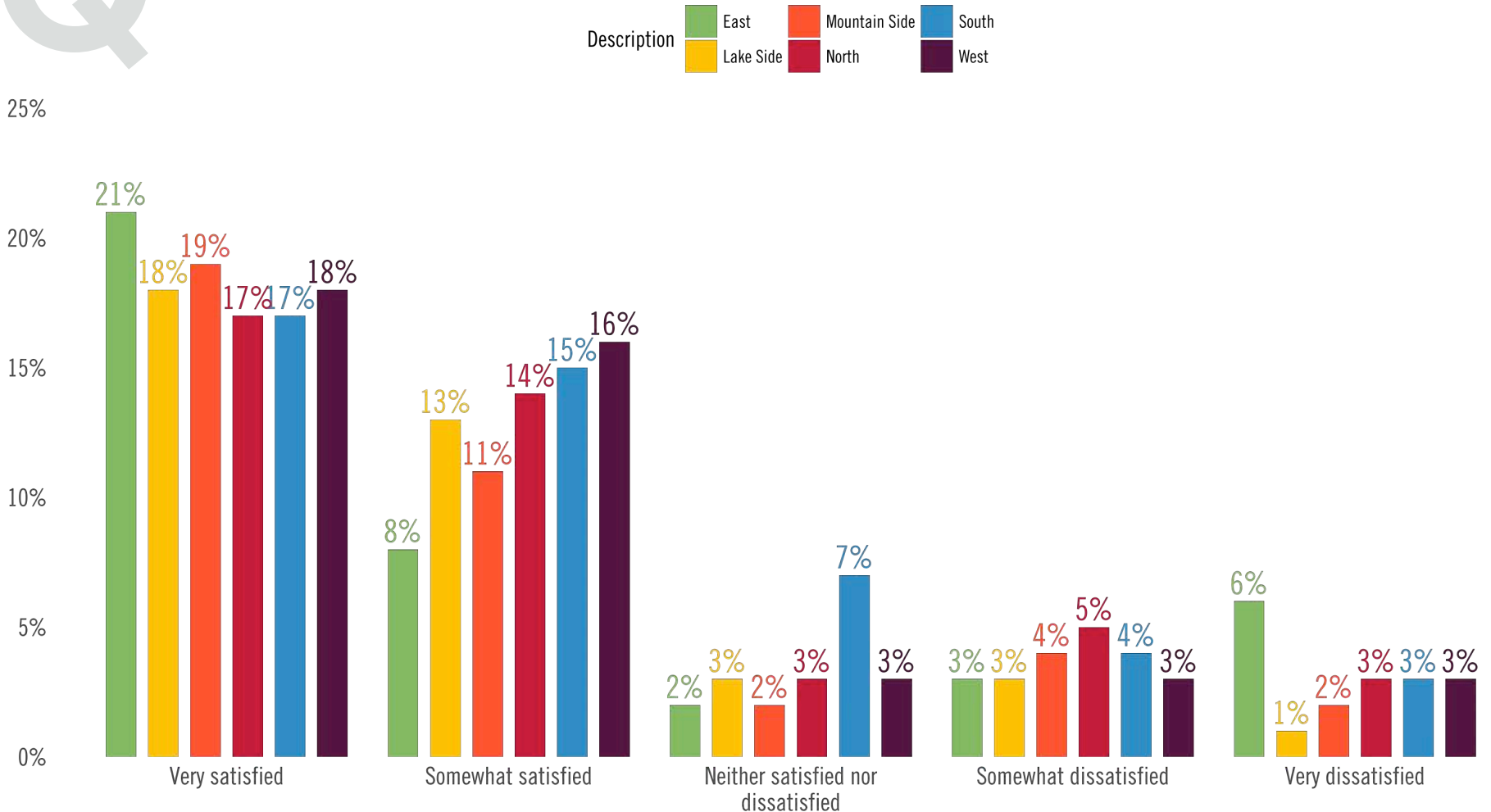


PERSONAL EXPERIENCE WITH CITY STAFF

The East region has the most polarized views on experiences with city staff.



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



MANAGING CITY GROWTH

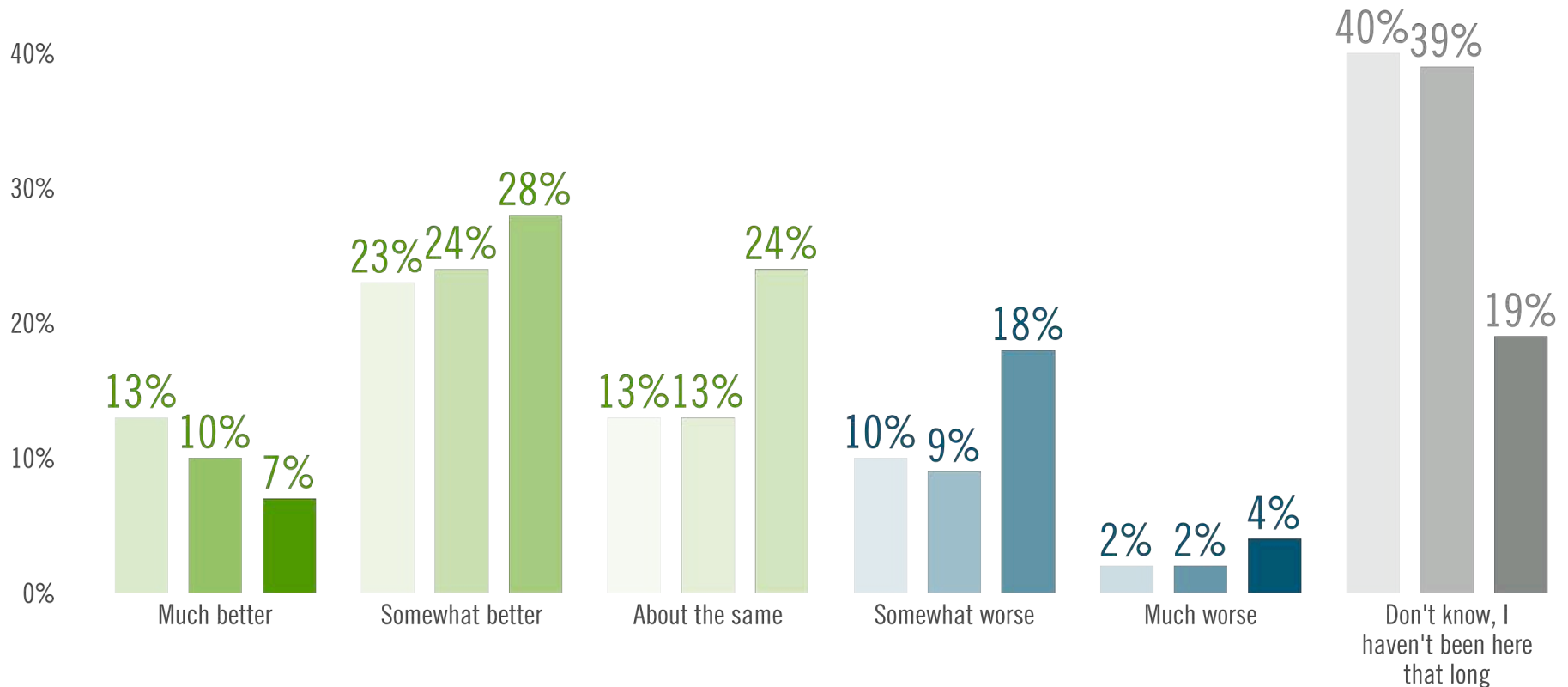
LEHI CITY NOW AND THEN

About 35% of respondents believe Lehi City is better today than it was five years ago, while about 22% say the city is worse. This year's survey sample has more experience with the city than previous years' samples.



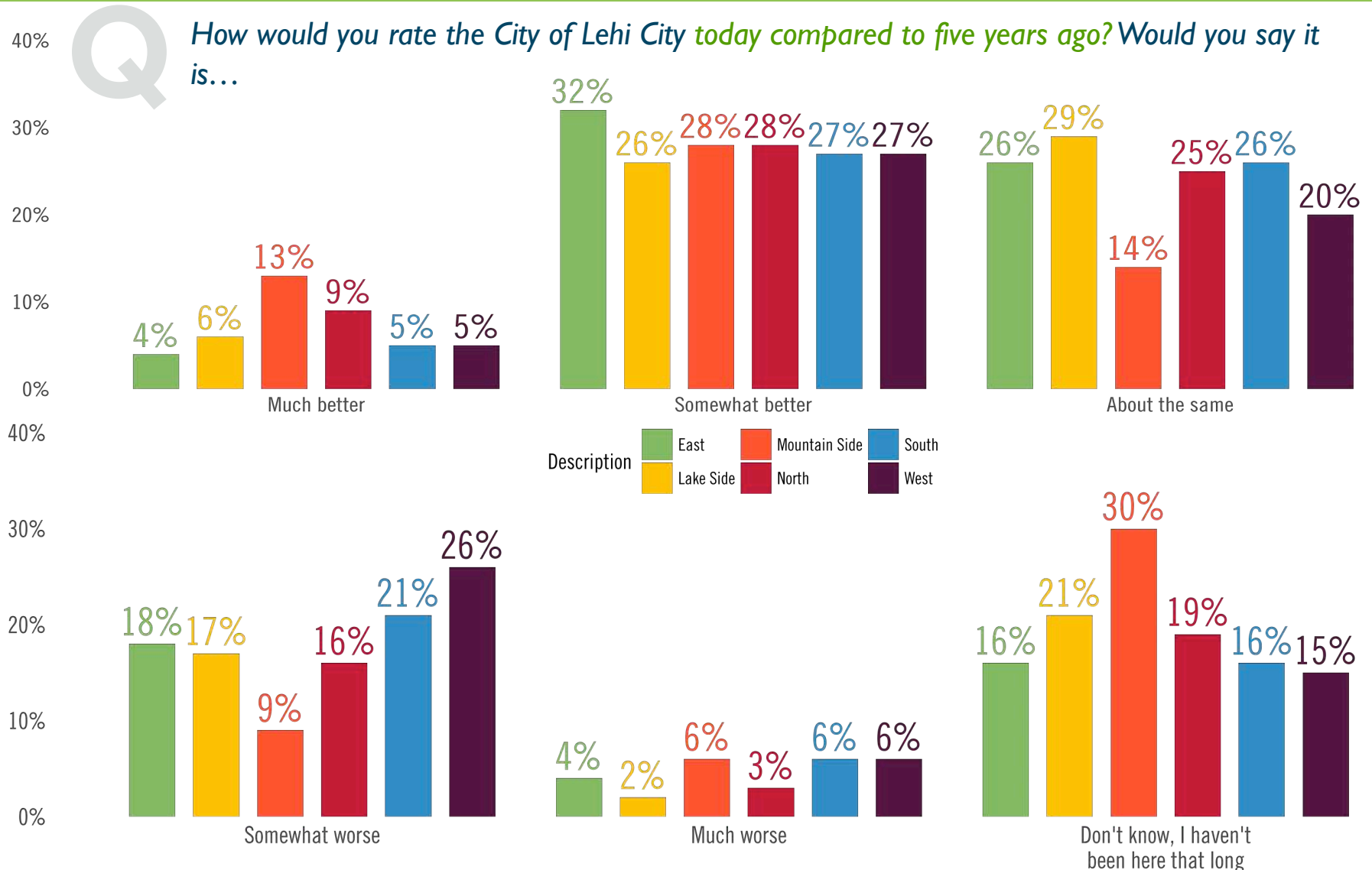
*How would you rate the City of Lehi City **today compared to five years ago?**
Would you say it is...*

2015 2017 2018



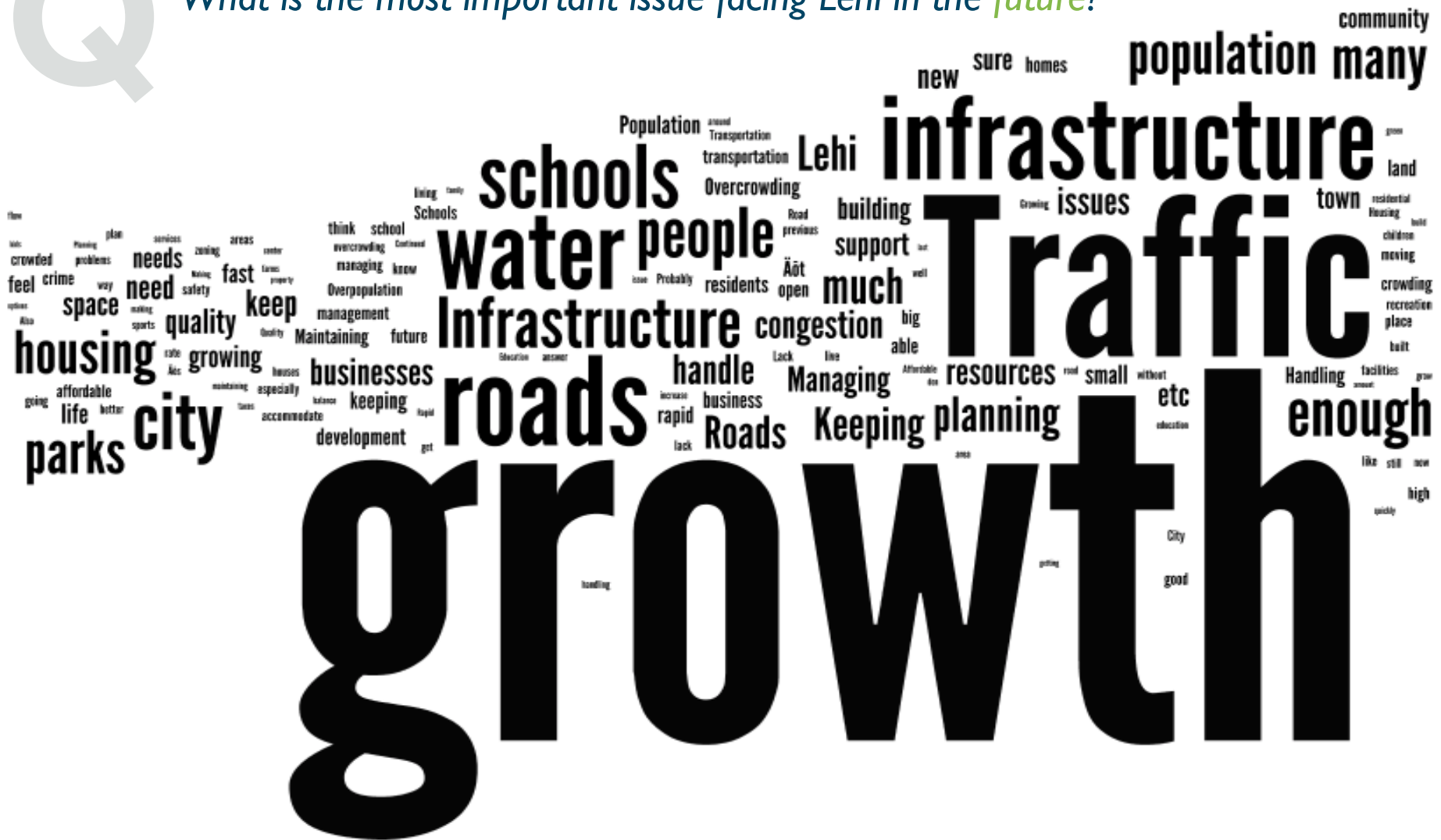
LEHI CITY NOW AND THEN

The most positive region about the city's progress is Mountain Side with 41% saying the city is better. Nearly a third (30%) of Mountain Side respondents have not been in Lehi for five years. 32% of West respondents believe the city is worse than five years ago.



MOST IMPORTANT ISSUE – IN THE FUTURE

What is the most important issue facing Lehi in the future?

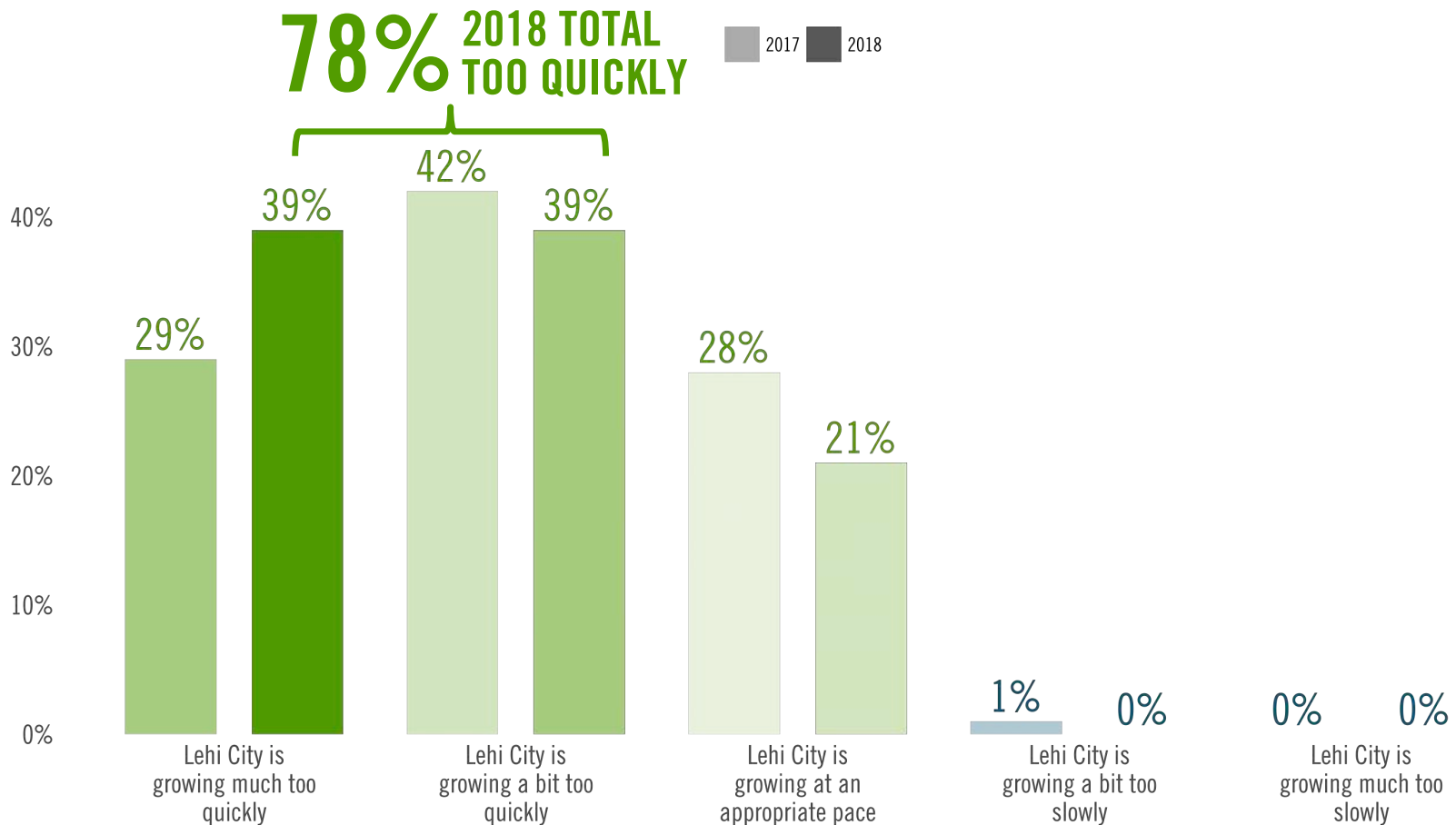


RATE OF GROWTH IN LEHI

Almost 80% 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...*

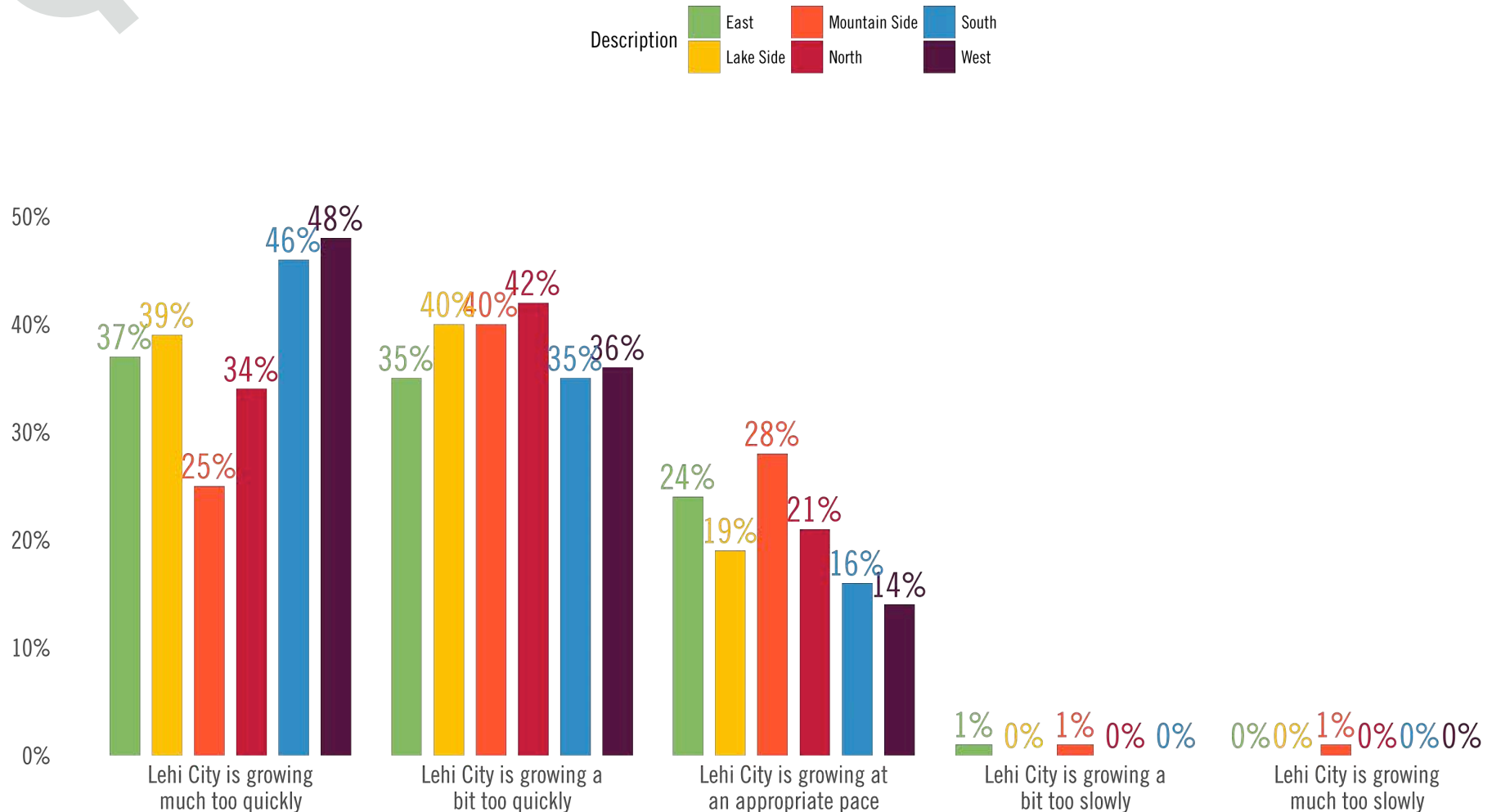


RATE OF GROWTH IN LEHI

The West and South regions are the most opposed to the pace at which the city is growing while the Mountain Side region is the least opposed to the growth rate.



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

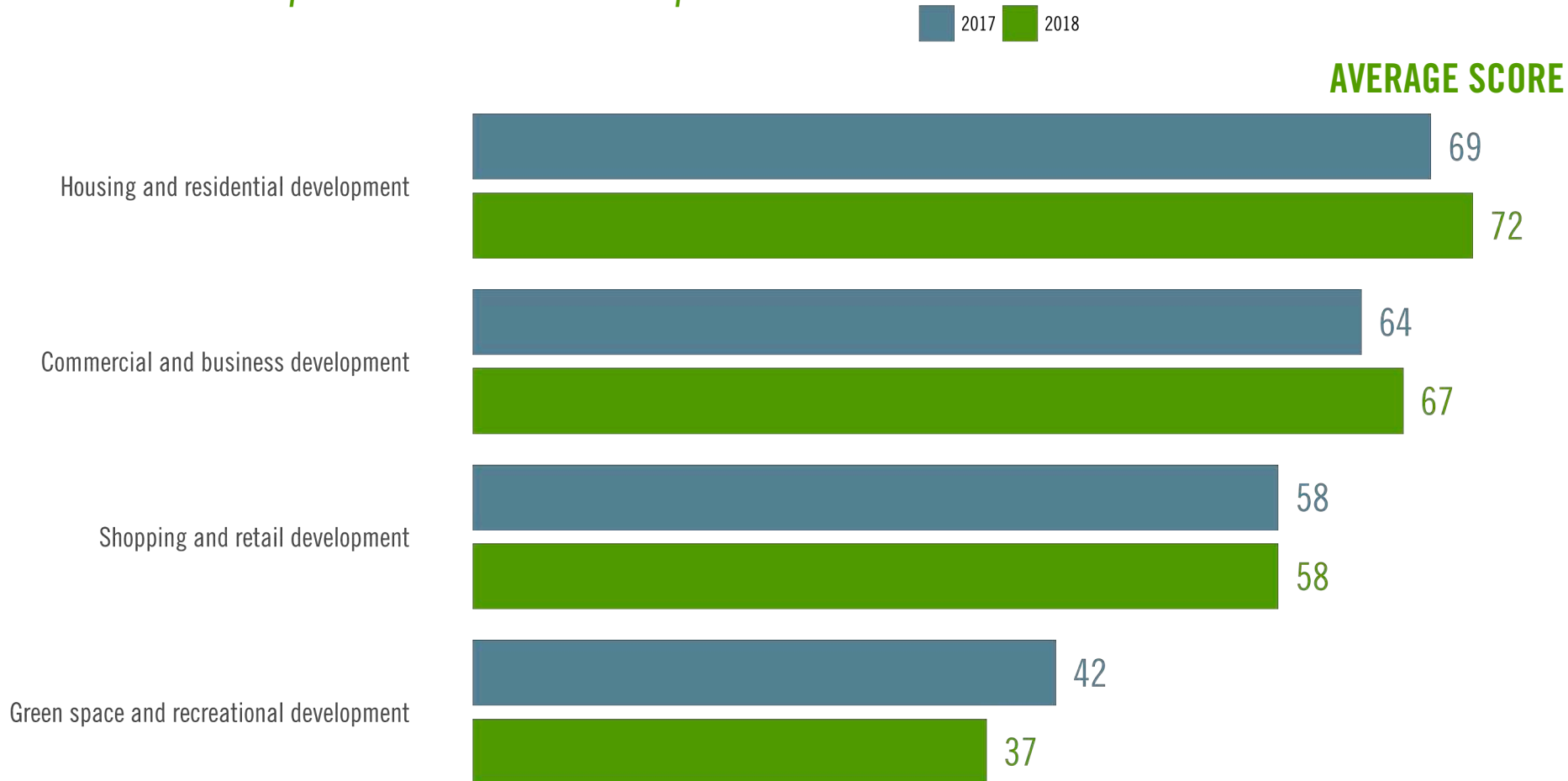


TYPES OF GROWTH IN LEHI

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

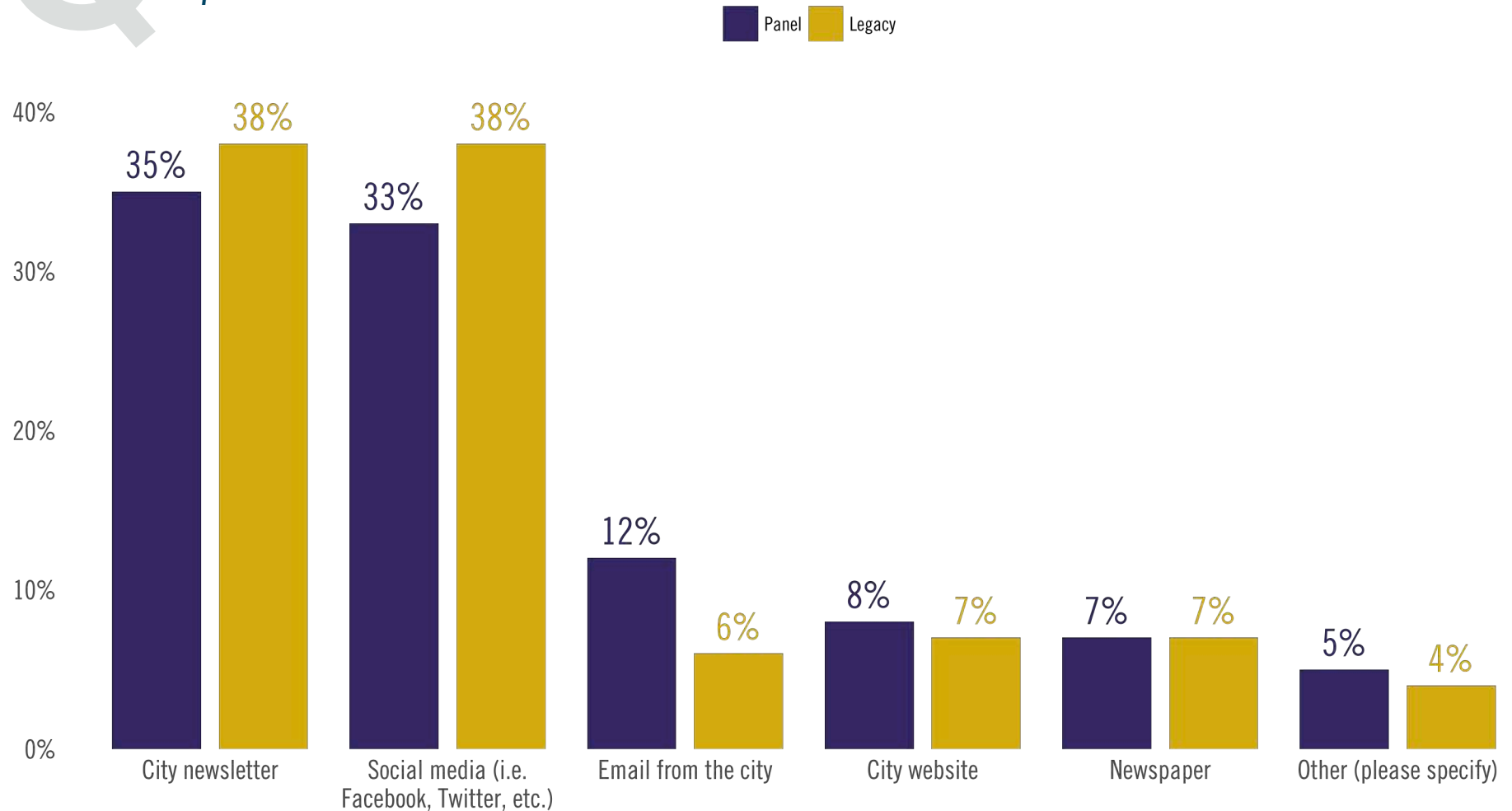
APPENDIX — PANELISTS VS LEGACY CENTER CONTACTS

CURRENT INFORMATION CHANNELS

Legacy respondents get significantly more of their news about the city from social media and less from emails from the city.



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

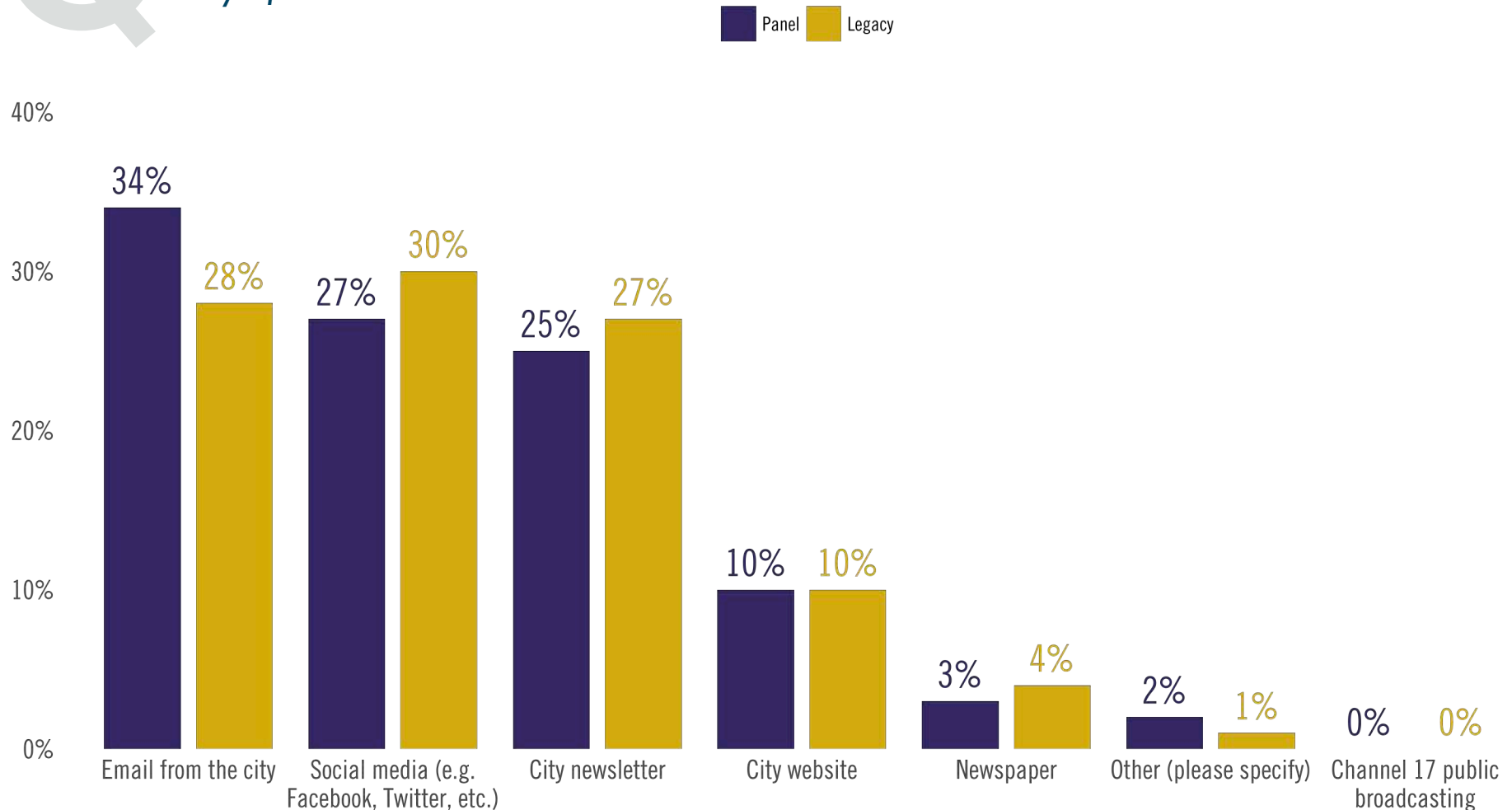


PREFERRED INFORMATION CHANNELS

Legacy and panel respondents have essentially the same preferences for information sources except Legacy respondents show a slightly higher preference for social media.



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

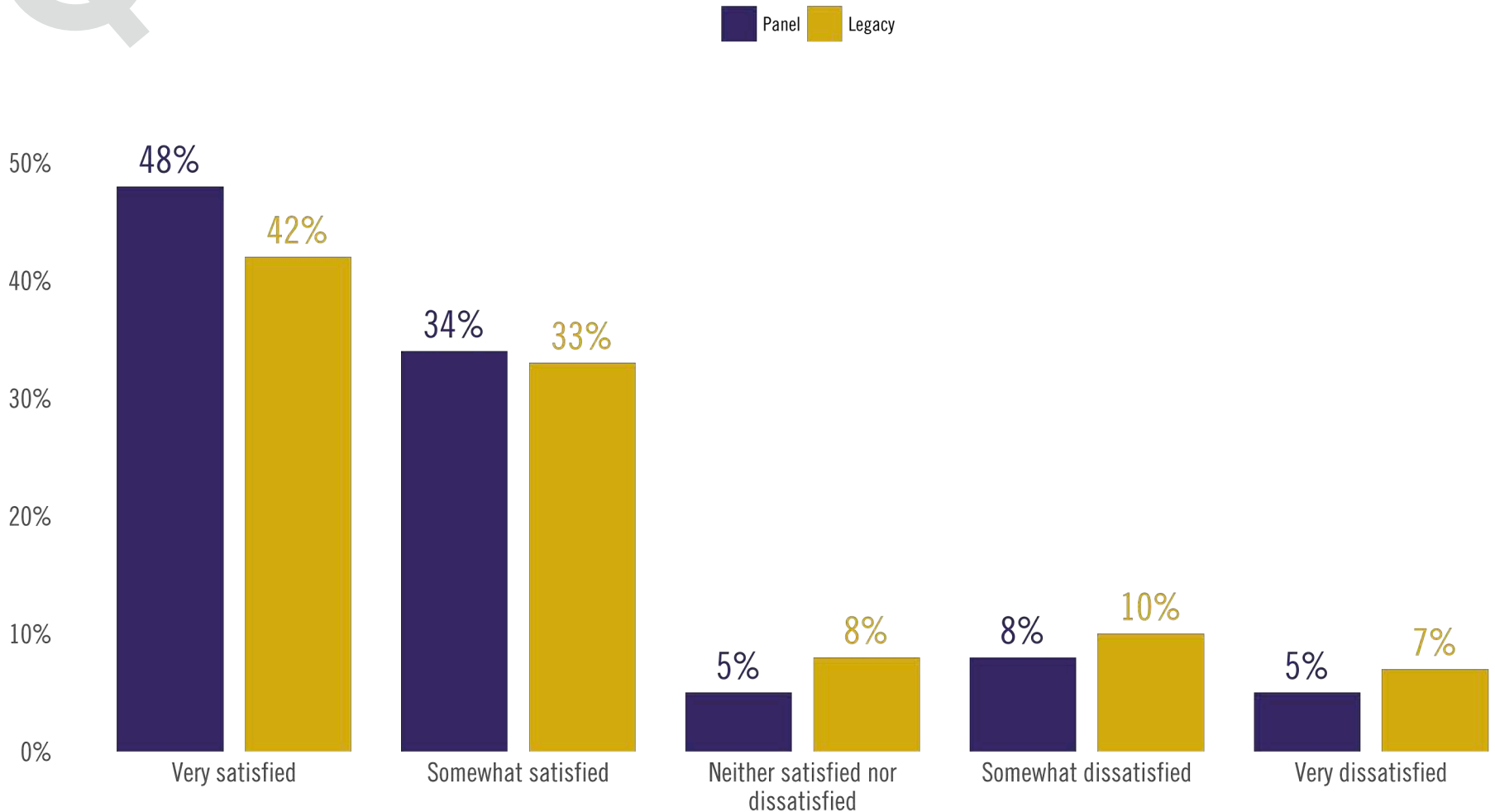


PERSONAL EXPERIENCE WITH CITY STAFF

When contacting the city with questions, complaints, or requests, the panel seems to be more satisfied with the city's responses than are the Legacy Center contacts.



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

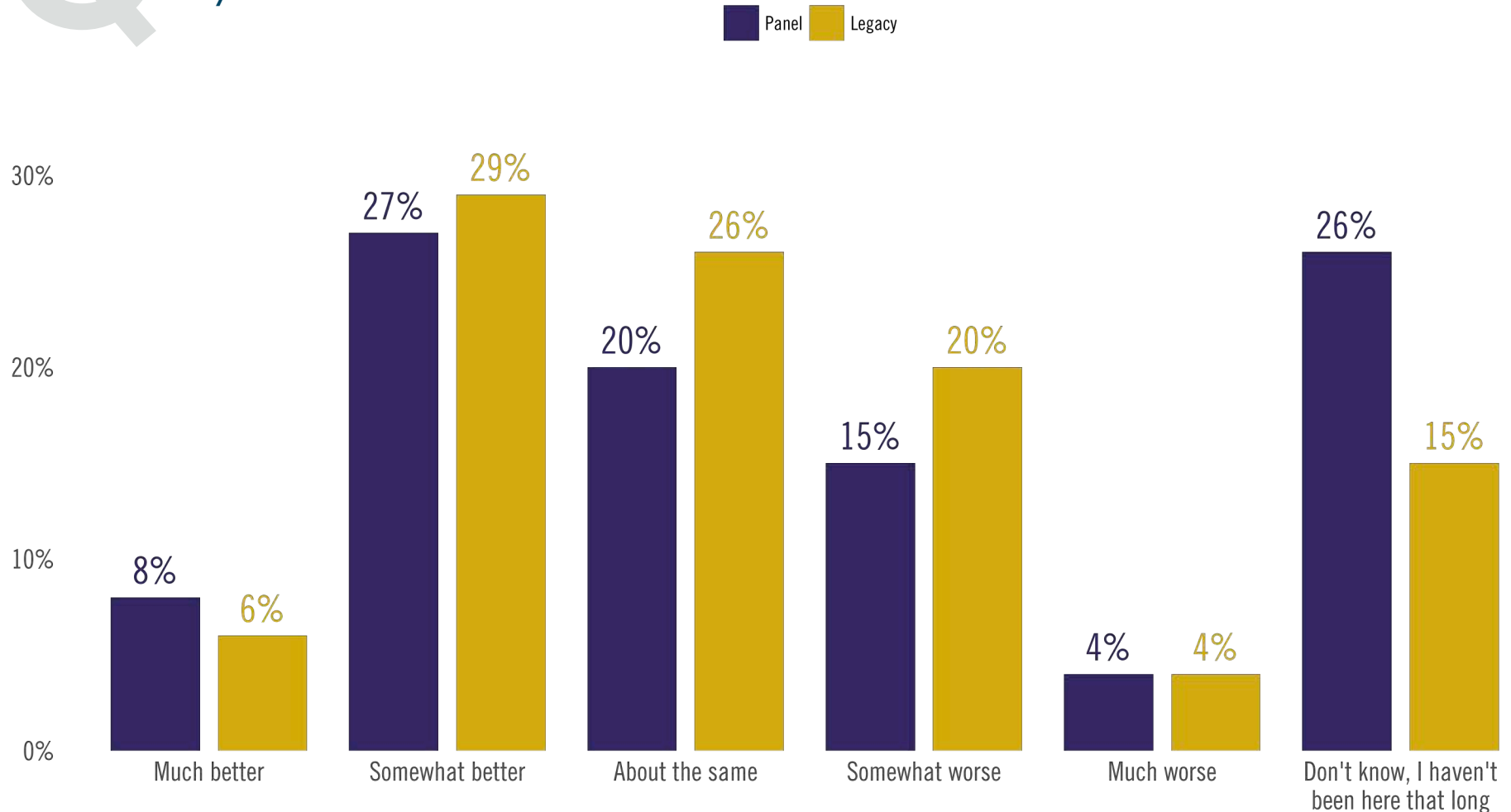


LEHI CITY NOW AND THEN

The panel respondents are significantly more likely to say they don't know how the city compares to how it was five years ago, mainly because the Legacy center contacts have lived in the city longer.



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



RATE OF GROWTH IN LEHI

Legacy users overall are 8 percentage points more likely than the panelists to say the city is growing much too quickly, while the panelists are 7 percentage points more likely to say the city is growing at an appropriate pace.



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

