




ANNUAL CITIZEN SURVEY

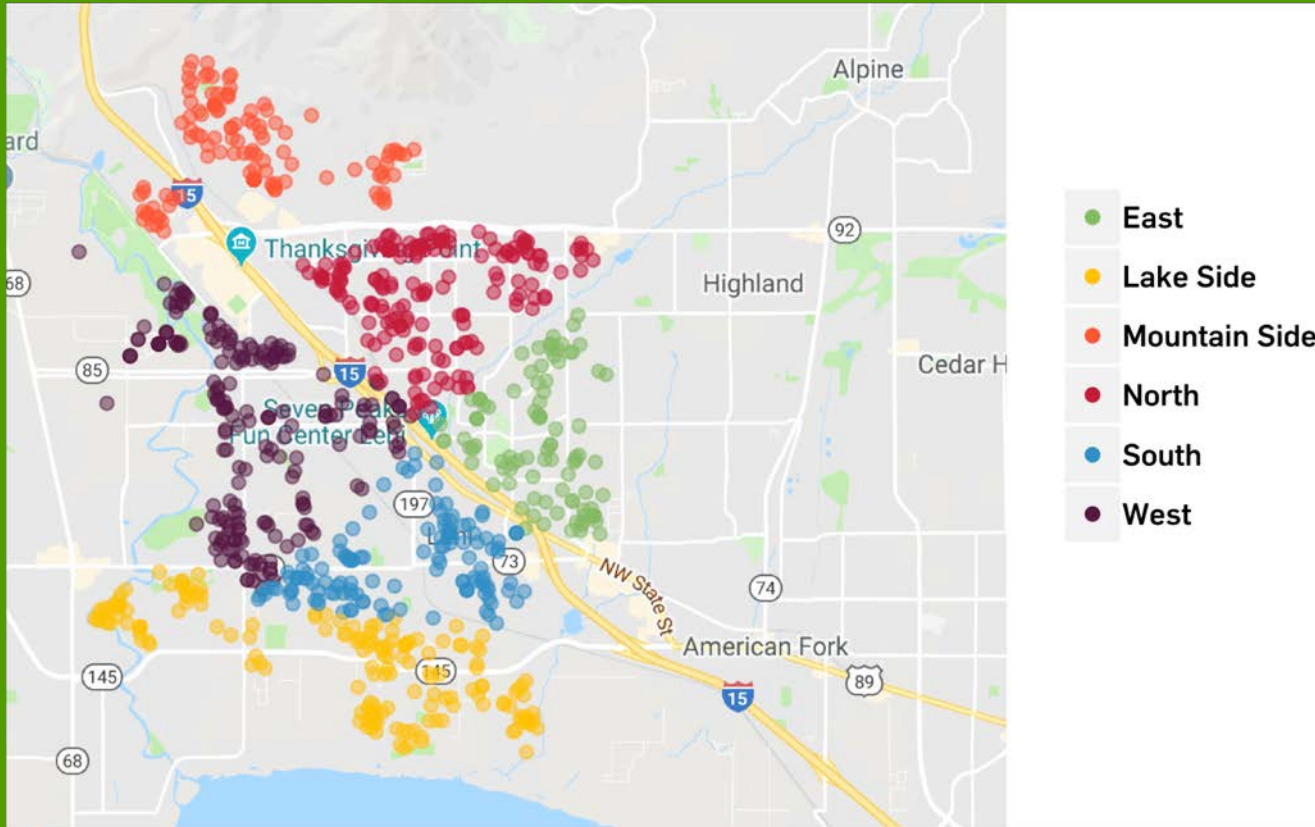
2019 PUBLIC OPINION RESEARCH



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- 1 We sent online survey invitations to our refreshed resident panel for this year's community survey. In total, 1,271 citizens responded (MoE +/- 3 pp).
 - 2 Growth is still a major concern for residents. This is not unique to Lehi, but this context has started to frame citizen perceptions of the city.
 - 3 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.
 - 4 That being said, there are several negative shifts in residents' sentiments from previous years, including less satisfaction with the direction of the city, quality of life indicators, interactions with city staff, and decreased likelihood to recommend Lehi to others as a great place to live. This matches trends in other municipalities in high growth areas of the state.
 - 5 Most residents prefer online forms of communication from the city, but the newsletter is still very popular.

FINDINGS TO REMEMBER

CITY REGIONS



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

MANAGING CITY GROWTH

MOST IMPORTANT ISSUE – TODAY

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



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



MOST IMPORTANT ISSUE – IN THE FUTURE

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



RATE OF GROWTH IN LEHI

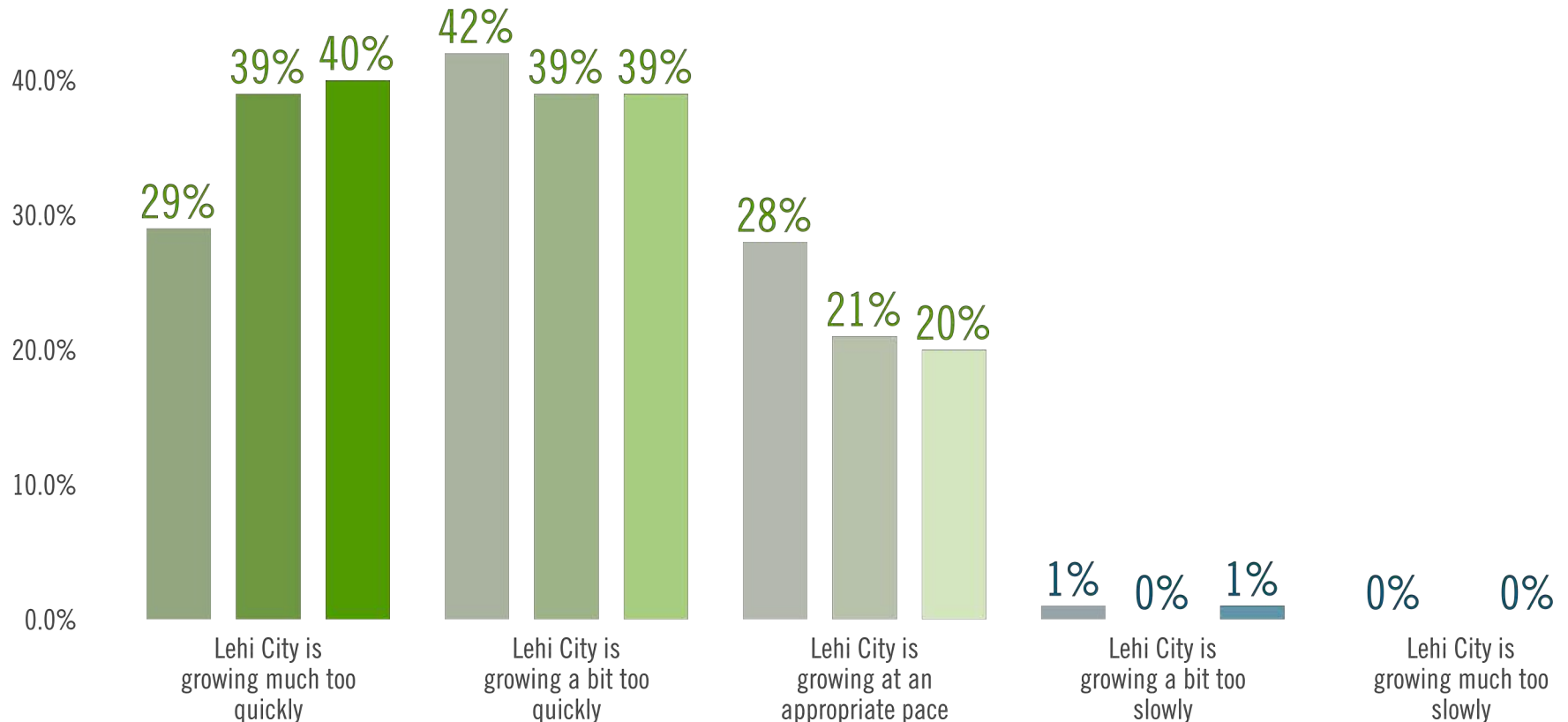
Almost 80% of residents believe the city is outpacing itself in terms of growth.



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

79% 2019 TOTAL
TOO QUICKLY

2017 2018 2019

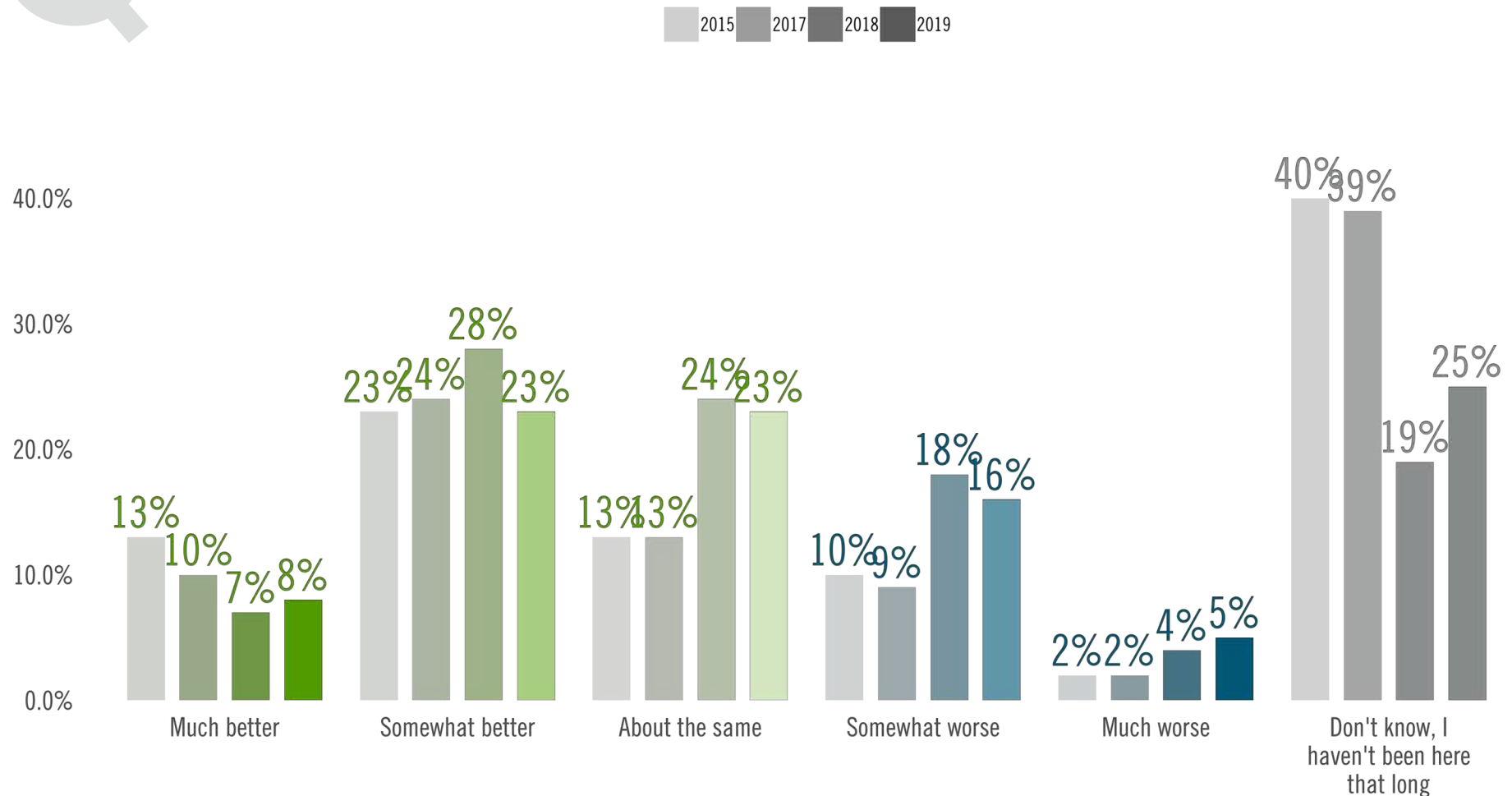


LEHI CITY NOW AND THEN

About 1/3 of respondents believe Lehi City is better today than it was five years ago, while about 21% say the city is worse. This year's survey sample has more experience with the city than the 2015 and 2017 samples, but 6 percentage points less experienced than the 2018 sample.



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

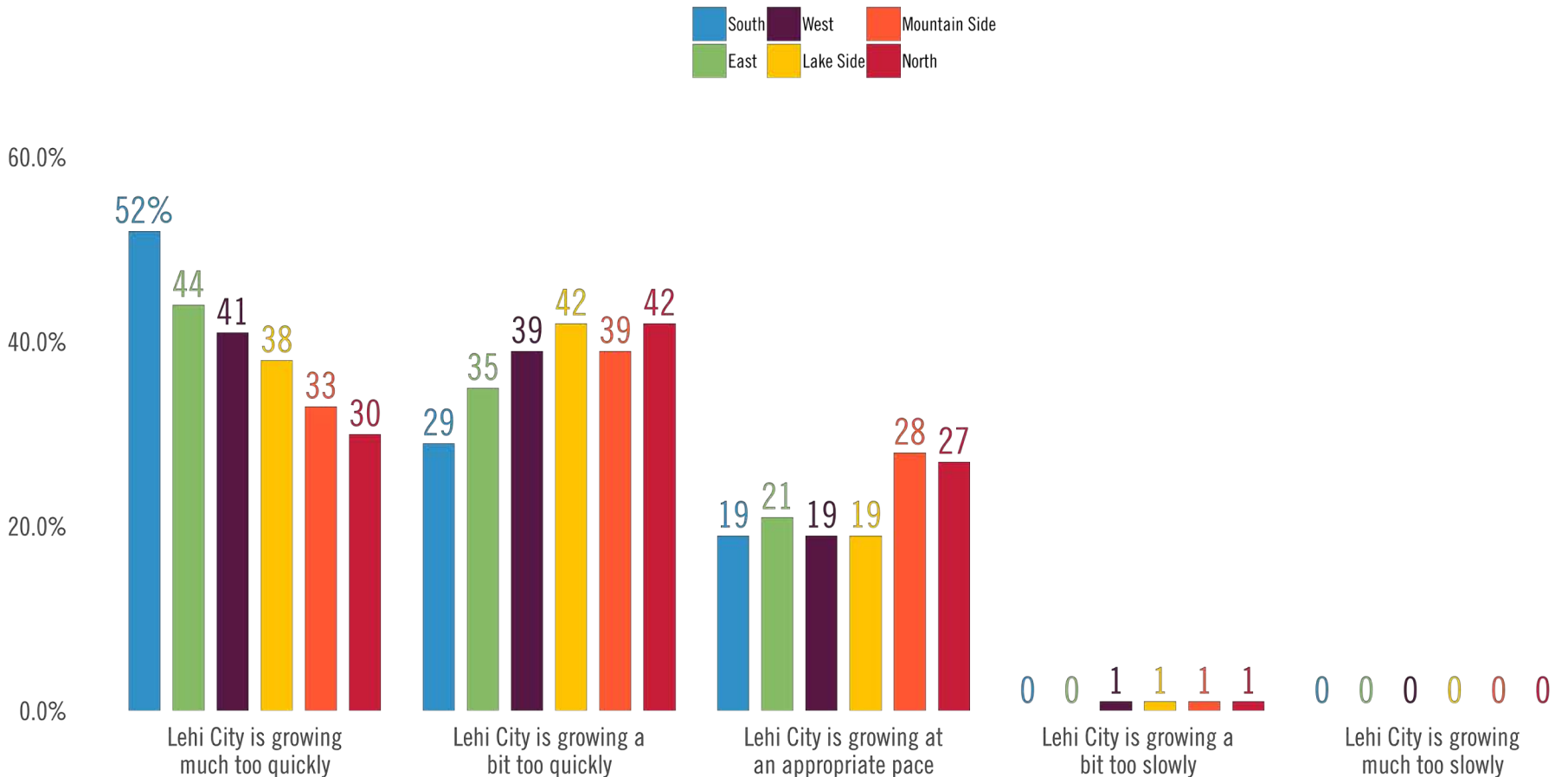


RATE OF GROWTH IN LEHI

The South region most strongly believes Lehi is growing much too quickly, while the Mountain Side and North regions are 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...*



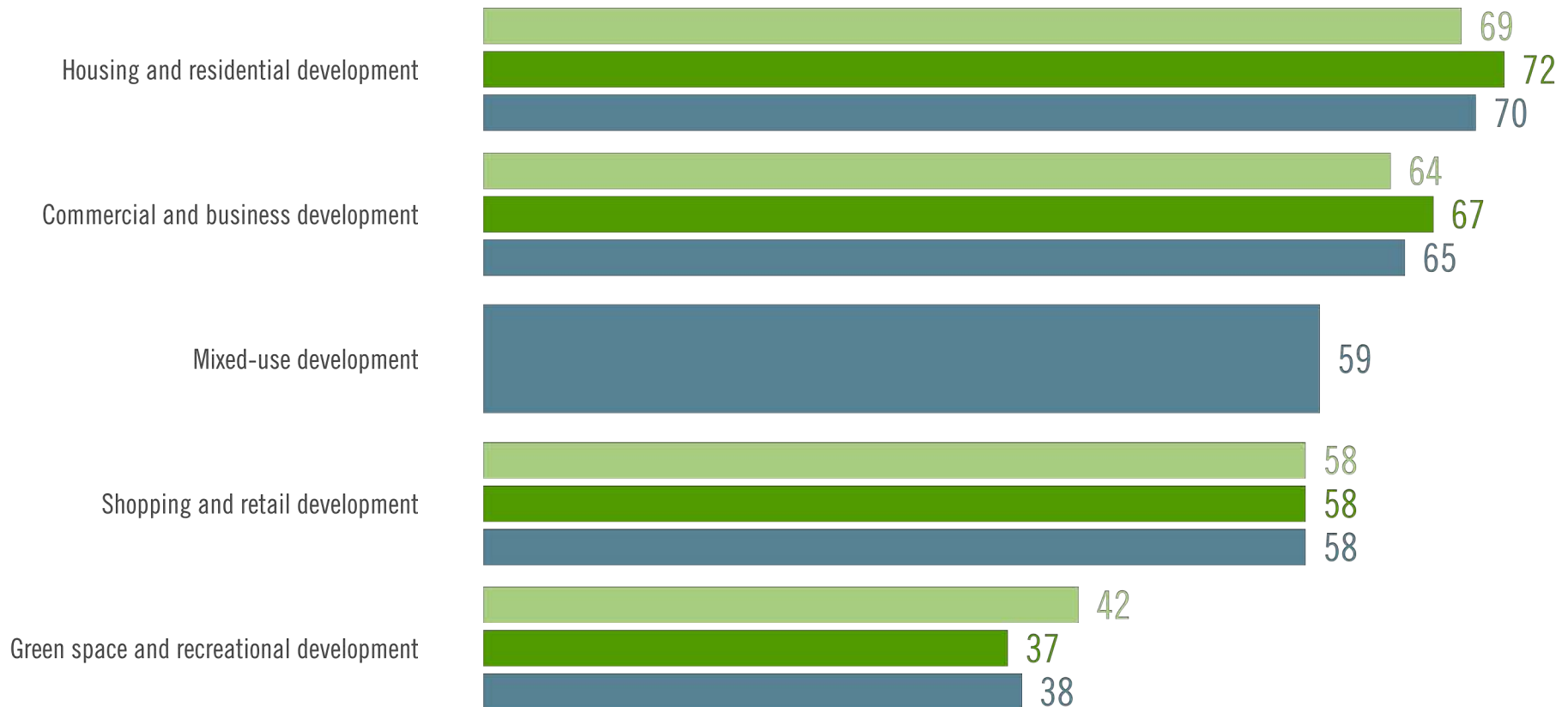
TYPES OF GROWTH IN LEHI

On average, residents feel there is not quite enough green space or recreational development, about the right amount of retail/mixed use 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.

2017 2018 2019



CITY DIRECTION & PERCEPTIONS

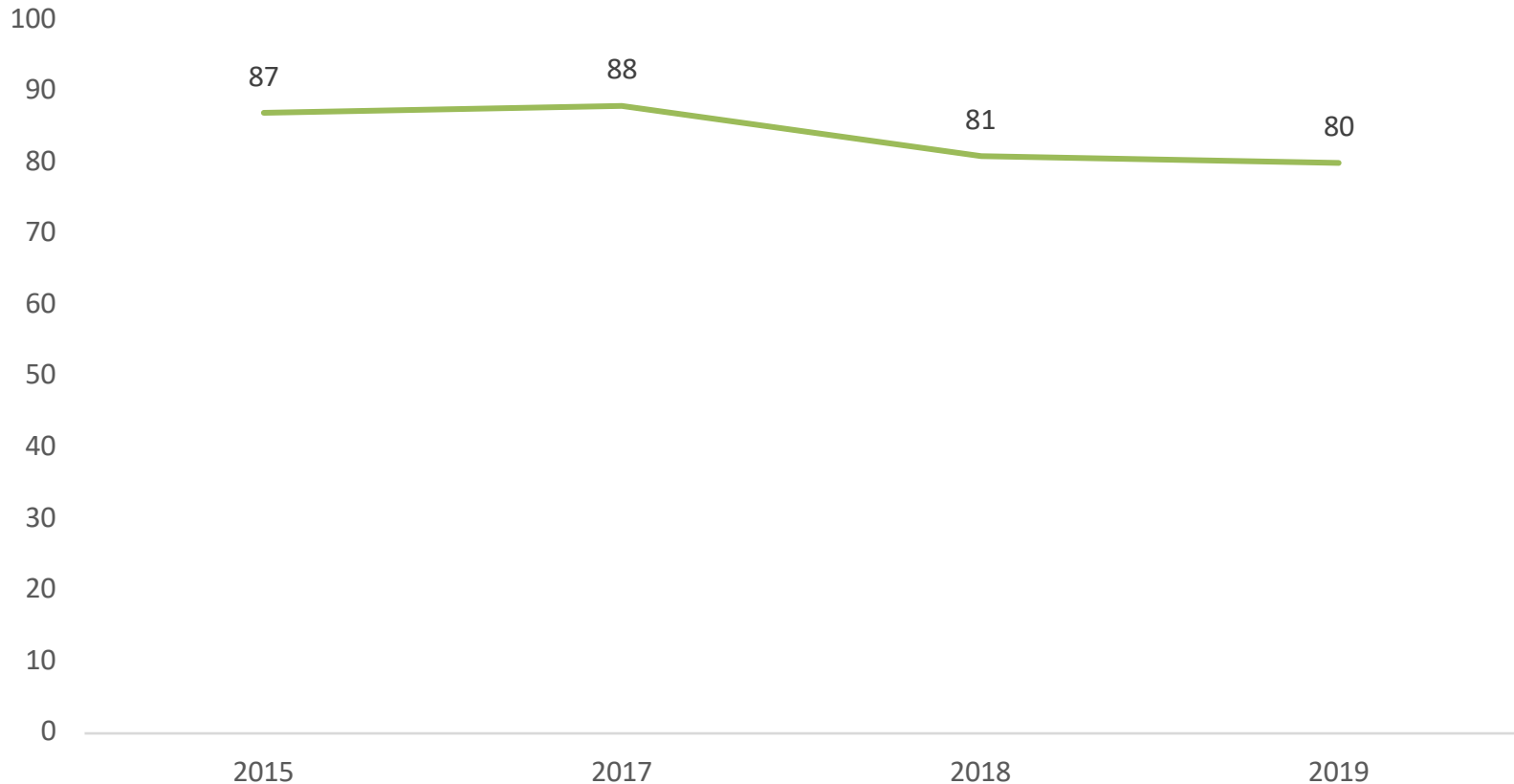
OVERALL DIRECTION

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**?*

% of Respondents Who Feel Lehi is Going in the Right Direction

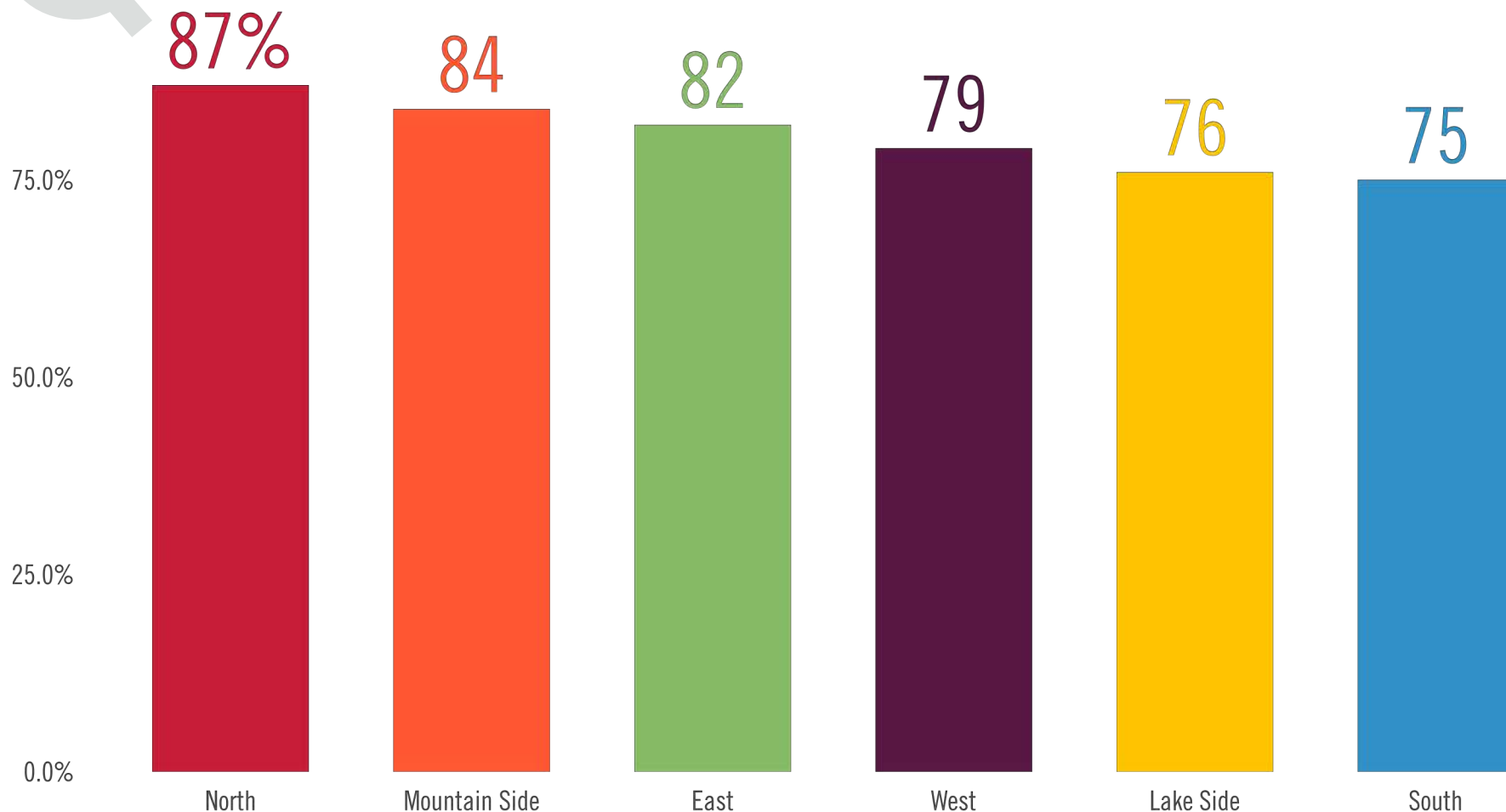


OVERALL DIRECTION

While all regions overwhelmingly agree that the city is headed in the right direction, residents in the South and Lake Side regions of the city have the most negative opinion. Residents in the North and Mountain Side regions 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**?*

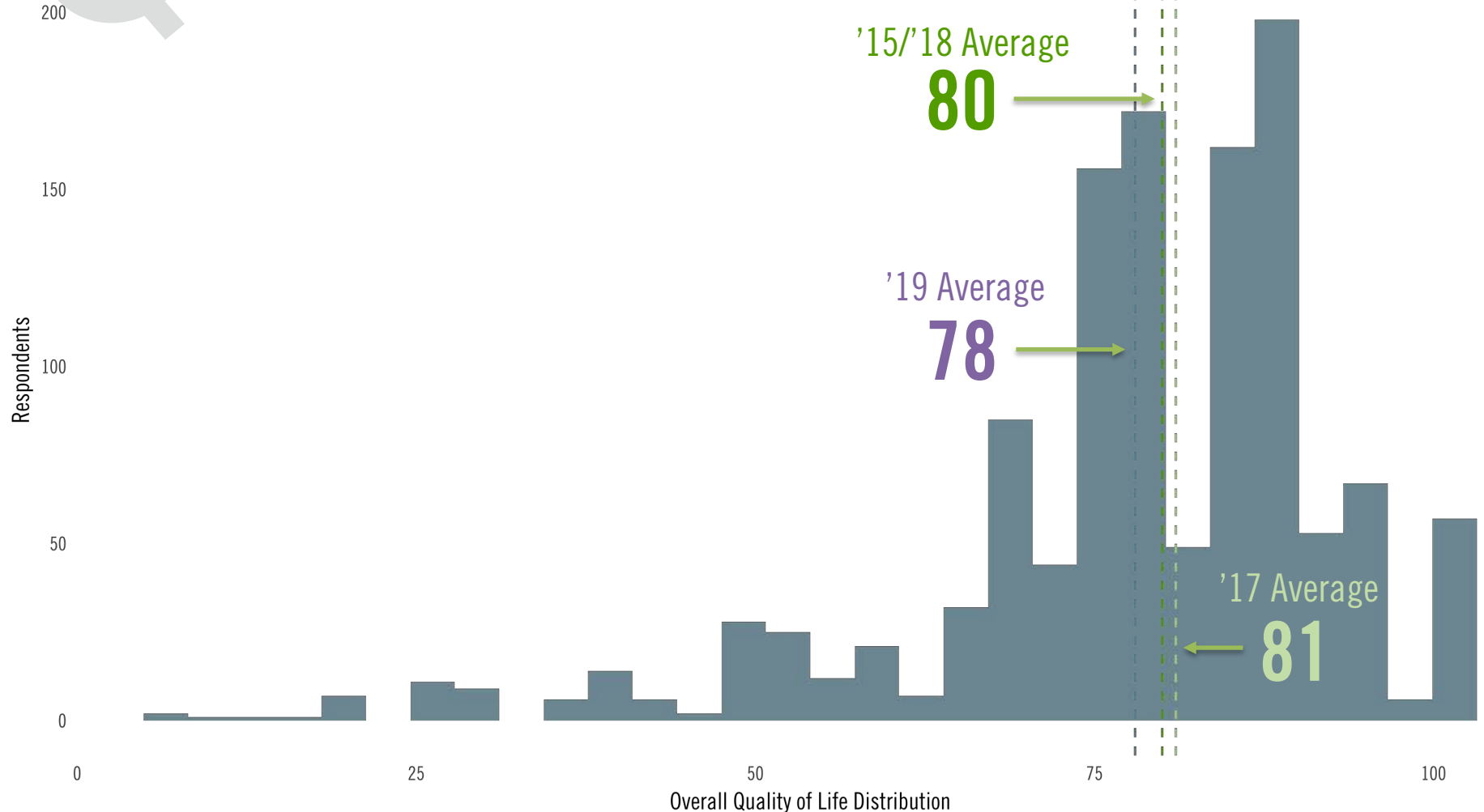


OVERALL QUALITY OF LIFE

93% of residents rate their overall quality of life above 50 – with an average of 78 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?

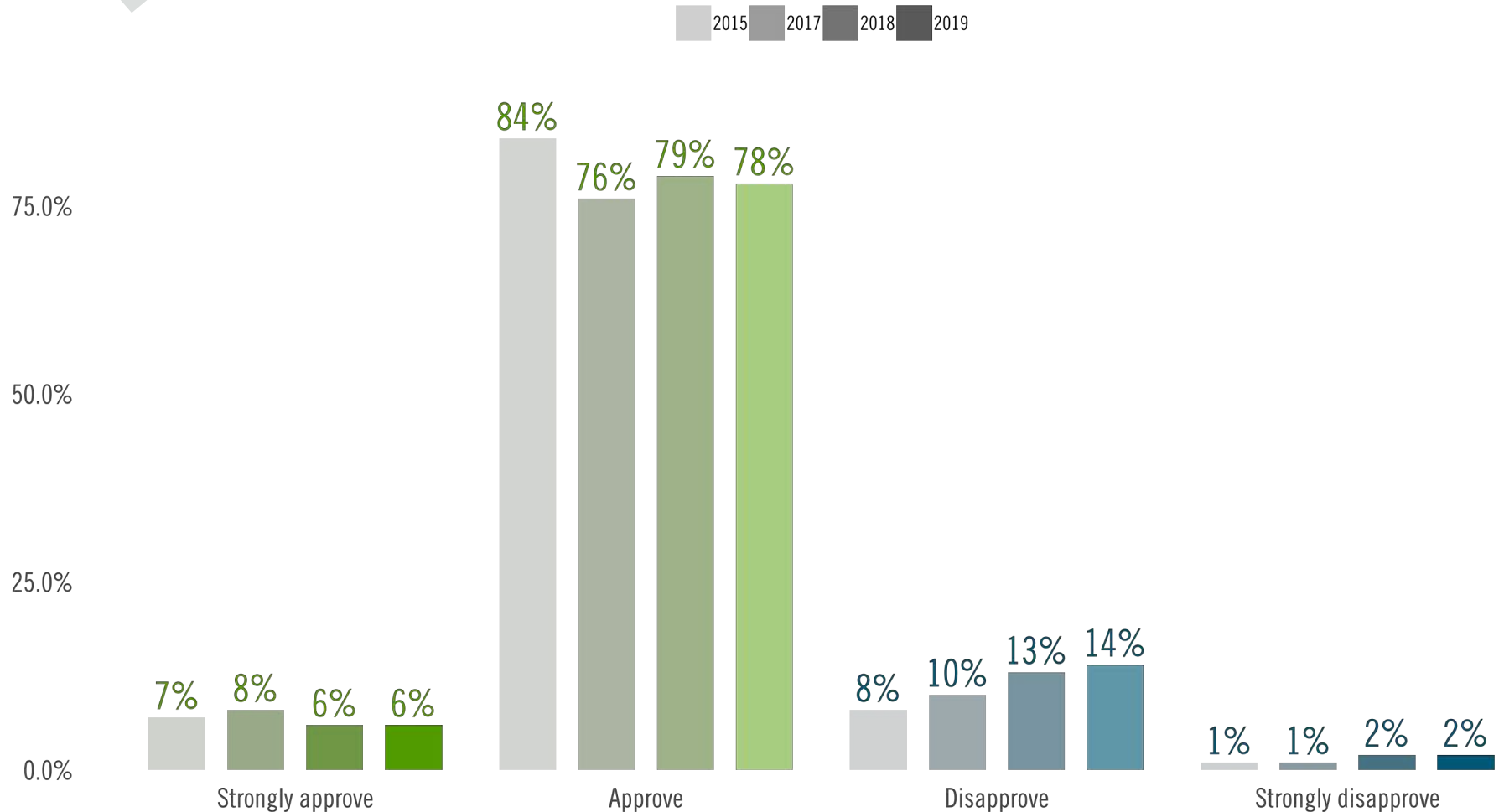


LEHI CITY ELECTED OFFICIALS

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?

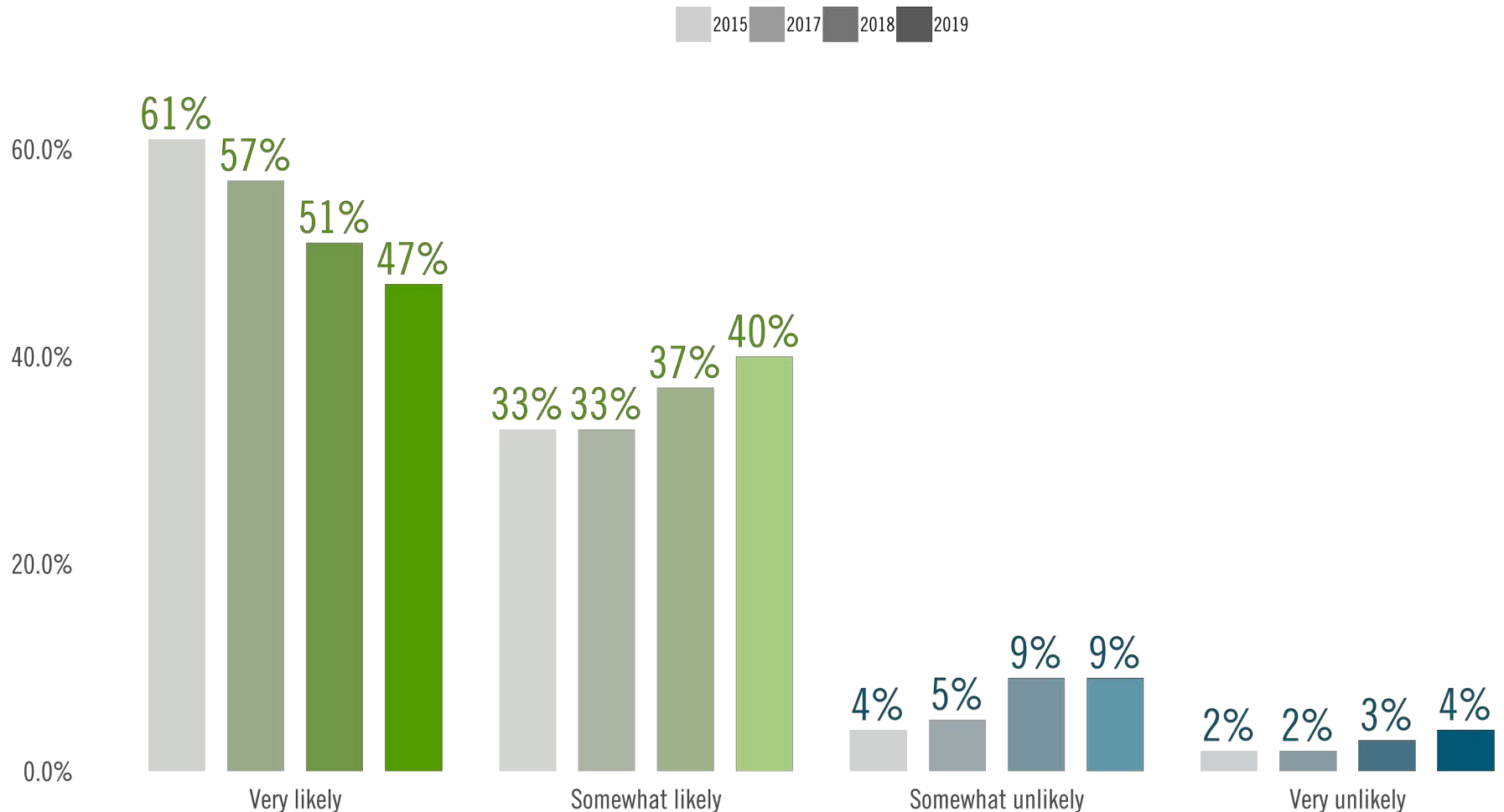


RECOMMENDING LEHI

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 four years.



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

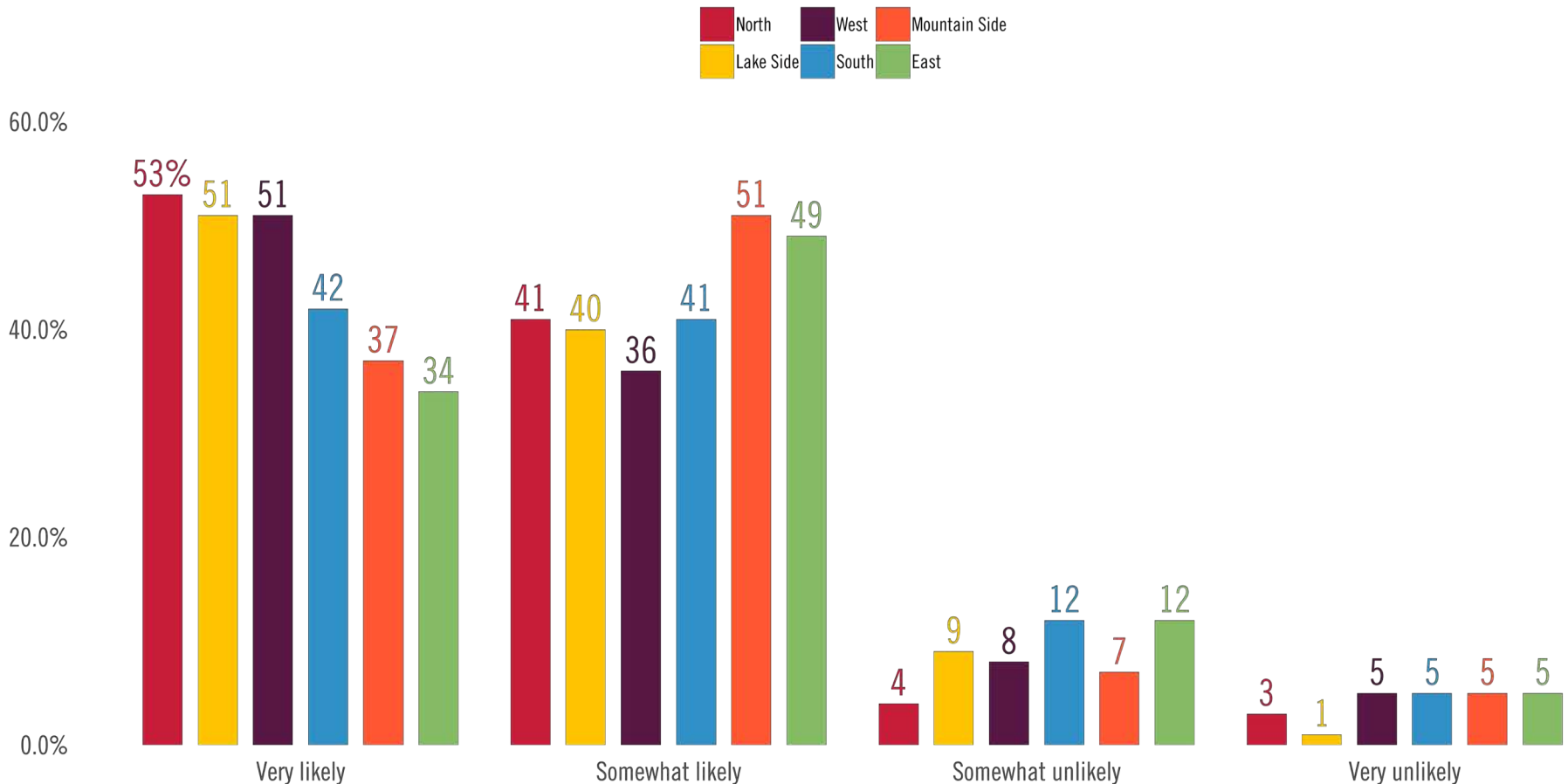


RECOMMENDING LEHI

92% of North Side respondents are likely to recommend Lehi as a good place to live. The East and South regions are the least likely to recommend Lehi.



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

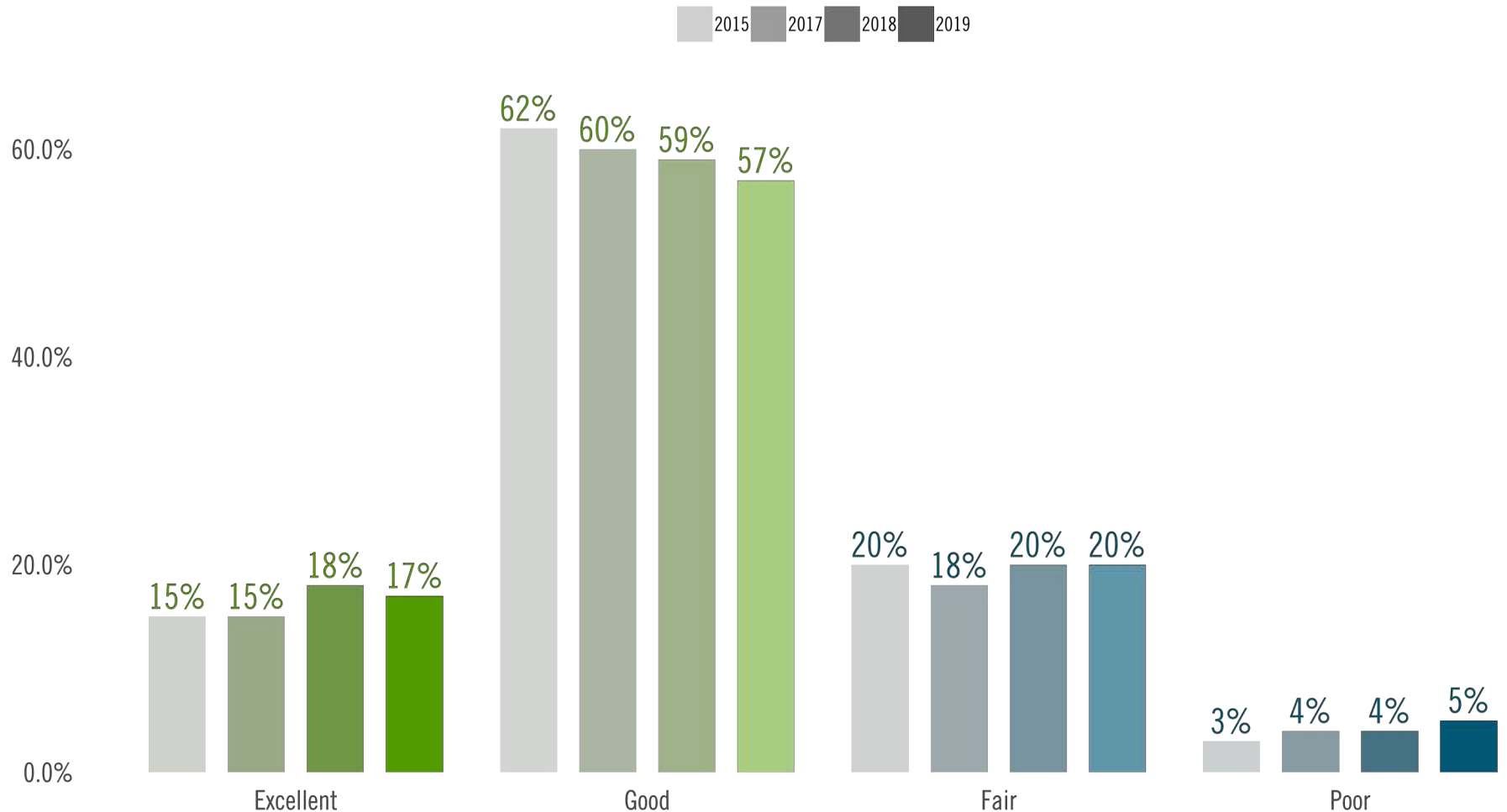


VALUE FOR TAX DOLLAR

74% of respondents are satisfied with the service they receive for their tax dollar in Lehi. Satisfaction with services received has slowly trended down year by year.



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



WHAT BRINGS RESIDENTS TO LEHI?



QUALITY OF LIFE INDICATORS

Lehi is most highly rated in regards to family friendliness and safety. Overall, 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



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



Lehi provides all the services I think it should provide



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



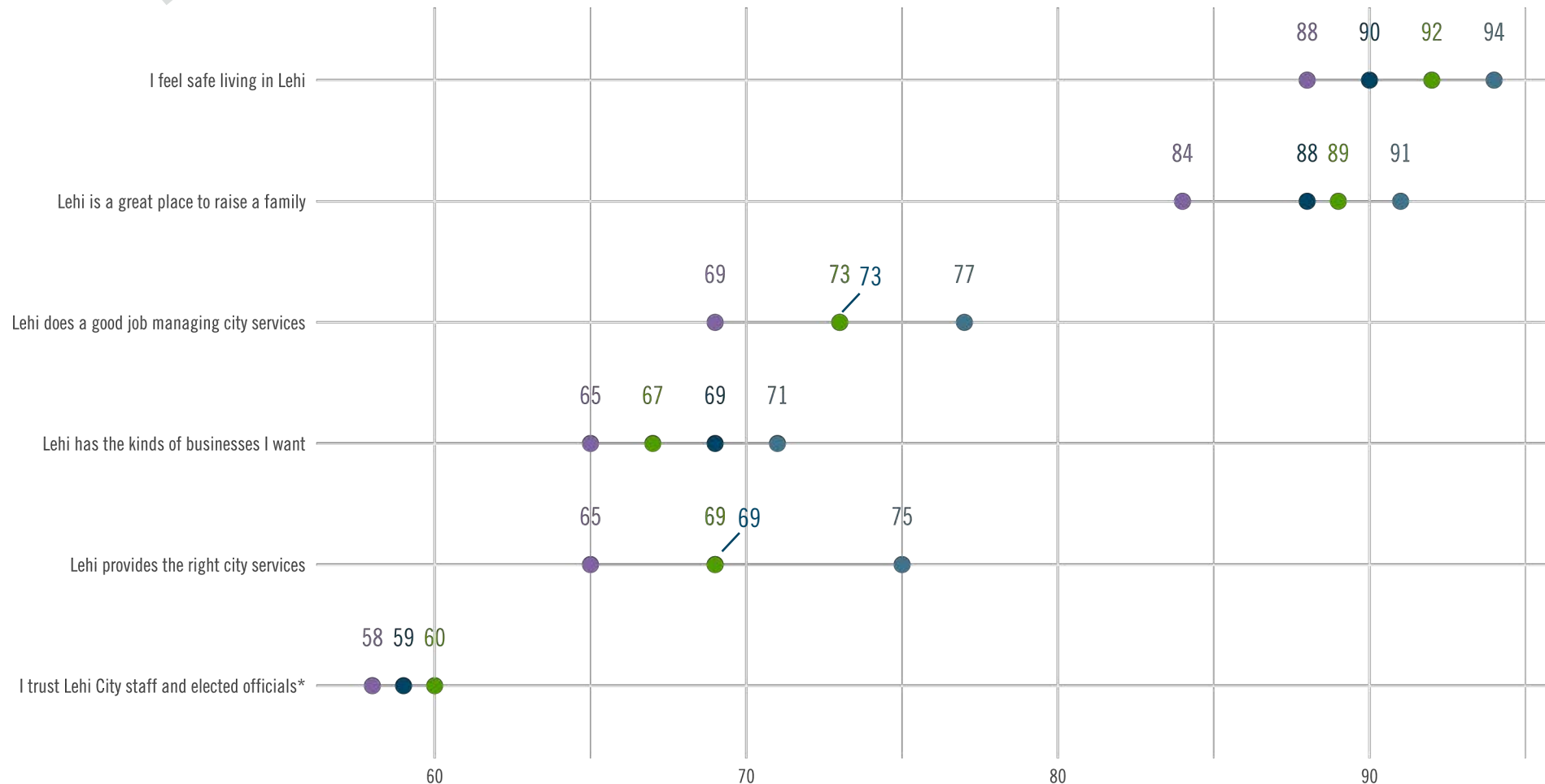
QUALITY OF LIFE INDICATORS

Overall, Lehi residents believe quality of life in Lehi is high. However, agreement on all measures has decreased in 2019 compared to previous panels.



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

Year ● 2015 ● 2017 ● 2018 ● 2019



LEHI CITY SERVICES

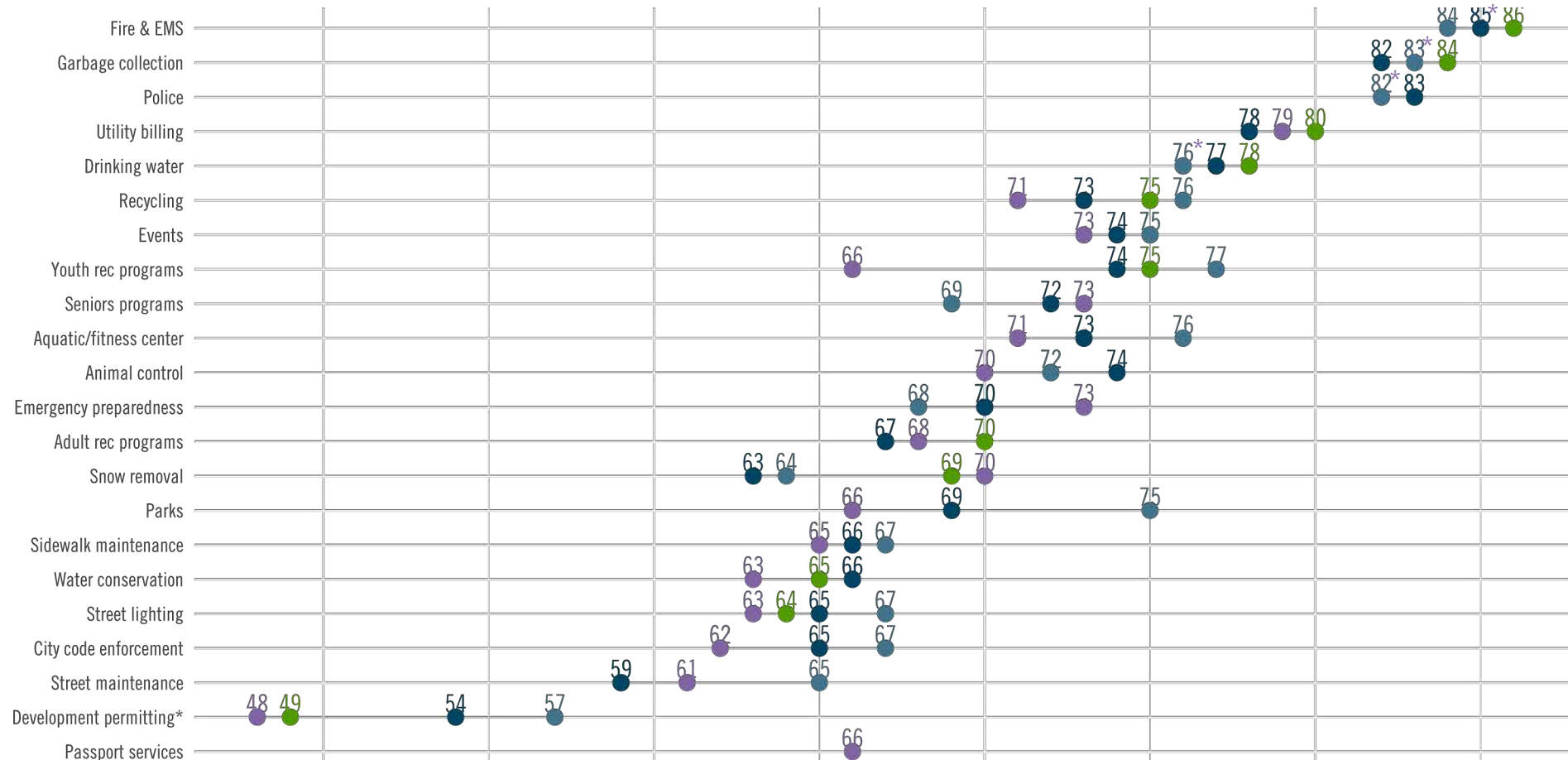
RATING CITY SERVICES

Overall residents are happy with city services and while we see some ups and downs from last year's evaluations, most differences are negligible. The most notable exception to this trend is youth rec programs, which received significantly lower ratings than it did in prior years, while emergency preparedness received significantly higher 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.

Year ● 2015 ● 2017 ● 2018 ● 2019*



CURRENT INFORMATION CHANNELS

Residents' most common information sources are the same as previous years, with the city newsletter and social media being the most prominent. Newsletter use has steadily decreased, while social media use has seen a slight increase.



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

	<u>2017</u>	<u>2018</u>	<u>2019</u>
CITY NEWSLETTER	46%	38%	37%
SOCIAL MEDIA	*24	31	32
EMAILS FROM THE CITY	9	8	8
CITY WEBSITE	8	8	8
NEWSPAPER	5	8	9
OTHER*	-	6	5

*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>	<u>2019</u>
EMAILS FROM THE CITY	31%	30%	35%
CITY NEWSLETTER	20	28	25
SOCIAL MEDIA	21	25	24
CITY WEBSITE	9	11	10
NEWSPAPER	3	5	5
OTHER*	-	2	2
Channel 17*	-	0	0

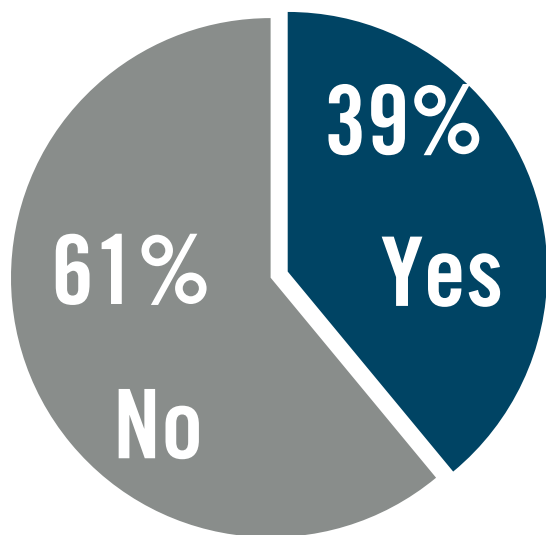
*Newly added response options in 2018

PERSONAL EXPERIENCE WITH CITY STAFF

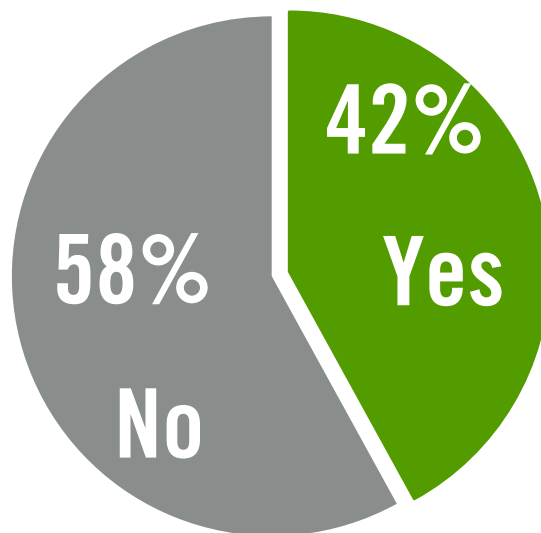
45% of residents have interacted with city staff in the past year, a 3% increase from 2018.



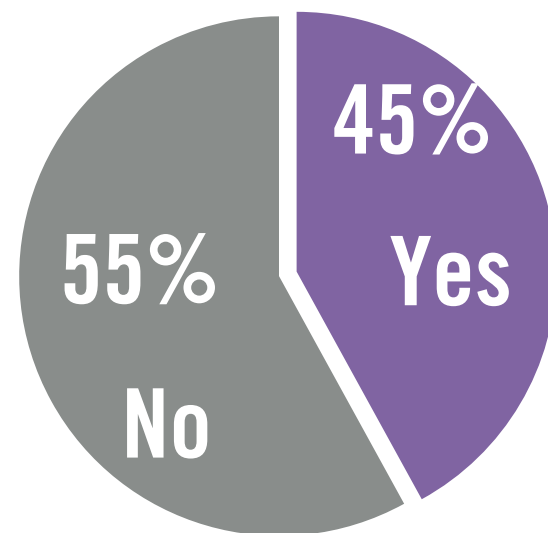
During the past year have you contacted any Lehi City office to seek service, information, or to file a complaint?



2017



2018



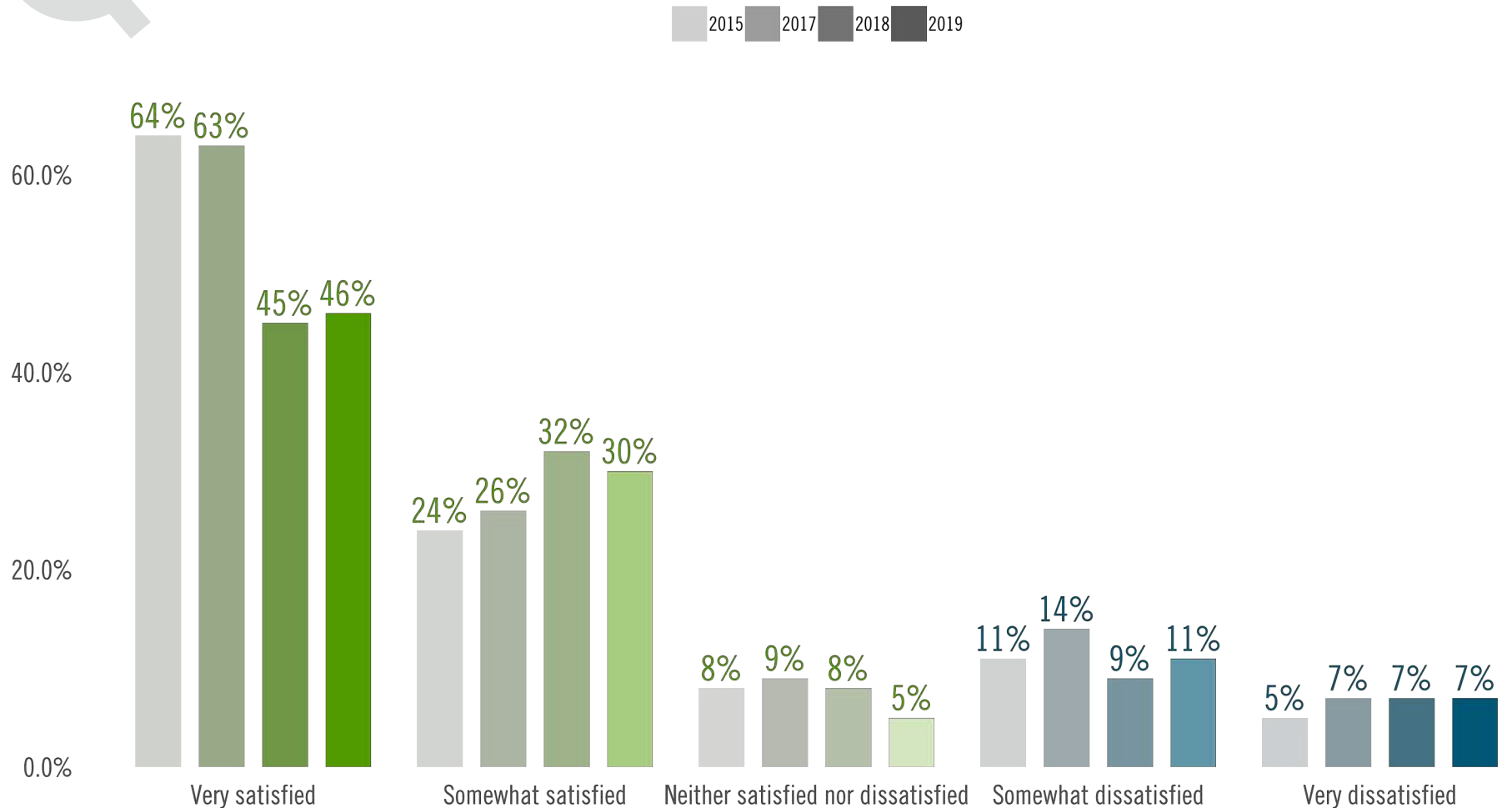
2019

PERSONAL EXPERIENCE WITH CITY STAFF

Among those who have contacted city offices, a large majority of residents were satisfied with the responses they received. However, total satisfaction has decreased 12 percentage points from 2015 to 2019, with significantly fewer respondents saying they were very satisfied.



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

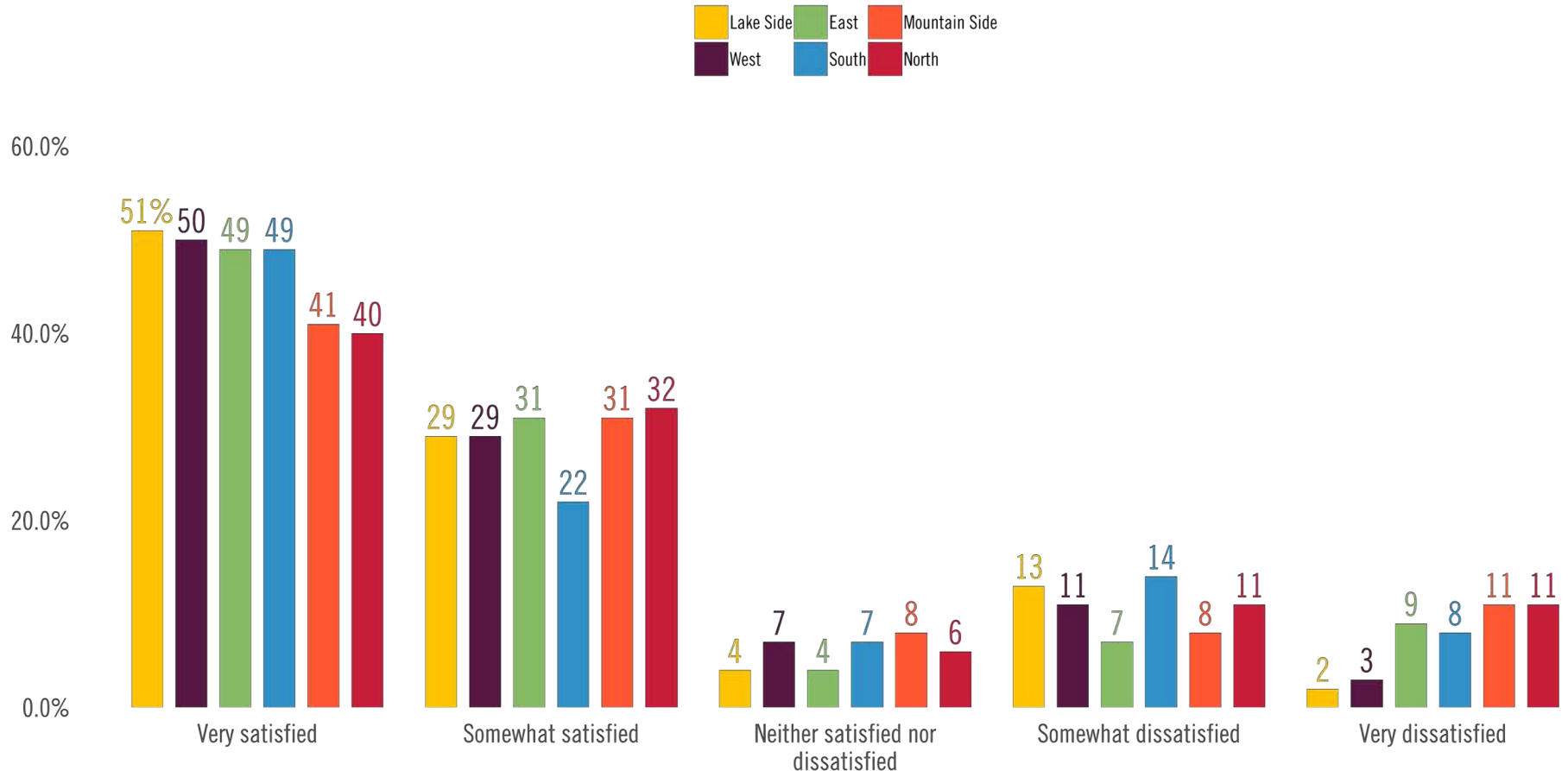


PERSONAL EXPERIENCE WITH CITY STAFF

The vast majority of respondents who had contact with city staff were satisfied. However, the South and North regions were the most likely to express dissatisfaction.



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



RANKED CHOICE VOTING

RANKED CHOICE VOTING QUESTION EXPLAINED

Respondents were all asked about whether or not they support Lehi should participate in ranked choice voting. However, before responding, they were randomly assigned to receive one of two explanations.



The Lehi City Council is considering using this method in the upcoming 2019 municipal elections. In your opinion, should Lehi participate in ranked choice voting?

Explanation 1: Thorough

In 2018, the Utah Legislature passed the Municipal Alternate Voting Methods Pilot Project bill which allows municipalities in the state to utilize a voting method called “ranked choice voting” or “instant runoff voting”. Ranked choice voting is different than the traditional style of voting because it allows each voter to rank candidates from their first choice to their last choice for that particular office instead of casting a single vote for one candidate.

In a single-seat election, e.g. City Mayor, a winner is selected when a candidate receives a majority vote. If no candidate obtains a majority of the first-choice votes in Round 1, the lowest-scoring candidate is eliminated and their first-choice votes are redistributed to those voters’ second-choice votes. Rounds of eliminating the lowest-scoring candidate and redistributing their next-choice votes continue until a candidate reaches a majority.

A similar process is used for elections with multiple seats. For example, if three City Council seats are open, all three winners must win by majority. The same process above is used until a candidate receives a majority of the votes. However, once a candidate receives a majority of the votes, they are declared a winner and are eliminated from subsequent rounds. Then the declared winners’ votes are redistributed to those voters’ next-choice votes. Rounds redistributing votes from the lowest scoring candidates and from the winners, continue until all three winners are selected by majority.

Explanation 2: Simple

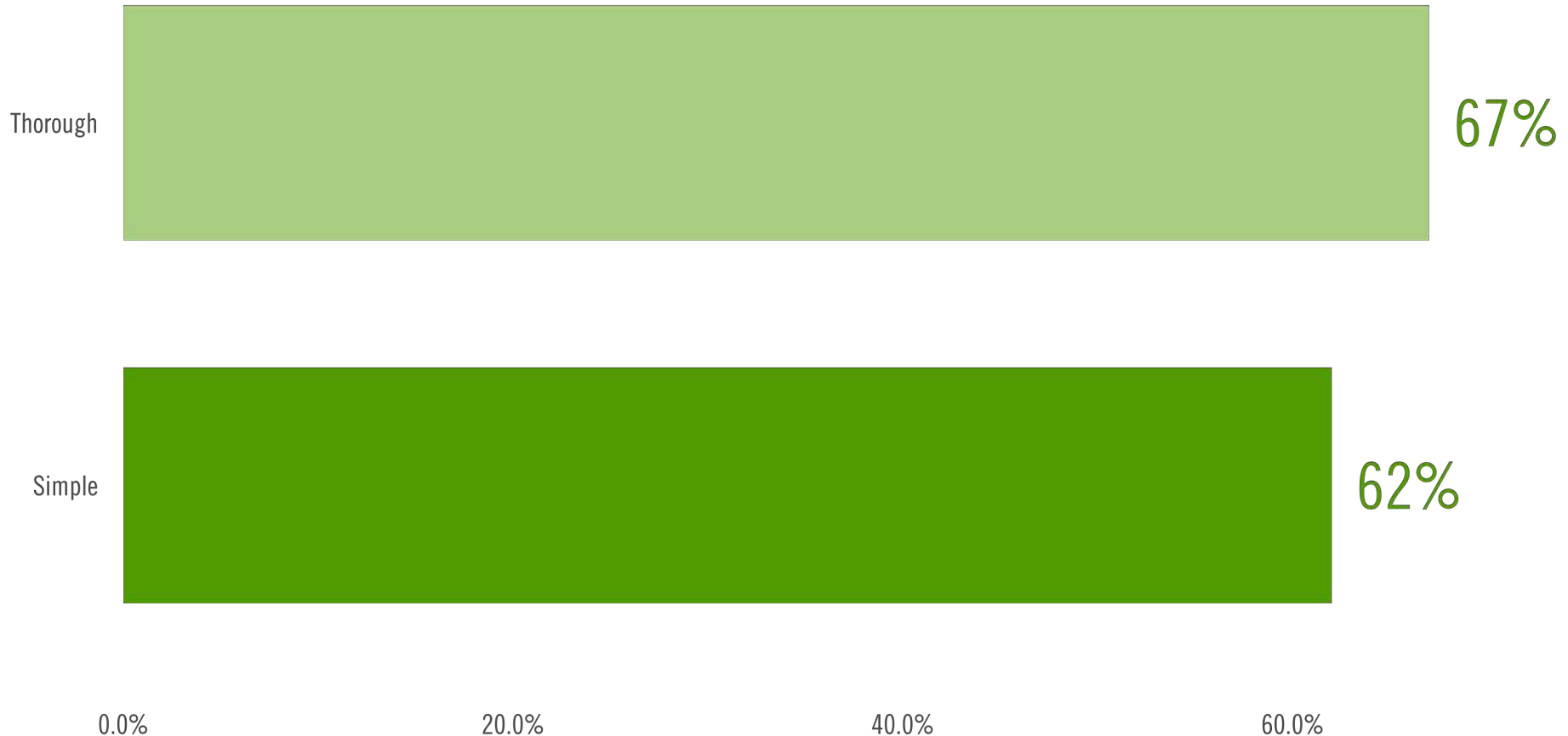
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RANKED CHOICE VOTING BY EXPLANATION

When a detailed explanation of ranked choice voting is provided to Lehi residents, there is a substantial increase in support for using R.C.V.



The Lehi City Council is considering using this method in the upcoming 2019 municipal elections. In your opinion, should Lehi participate in ranked choice voting?



APPENDIX

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.

92%

In total, we emailed 7,454 invitations, 577 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 92%.

19%

Of the 6,877 delivered invitations, 1,271 citizens responded by completing online surveys. This results in a response rate of approximately 18.5% overall. Each email address could respond only once.

+3
-3

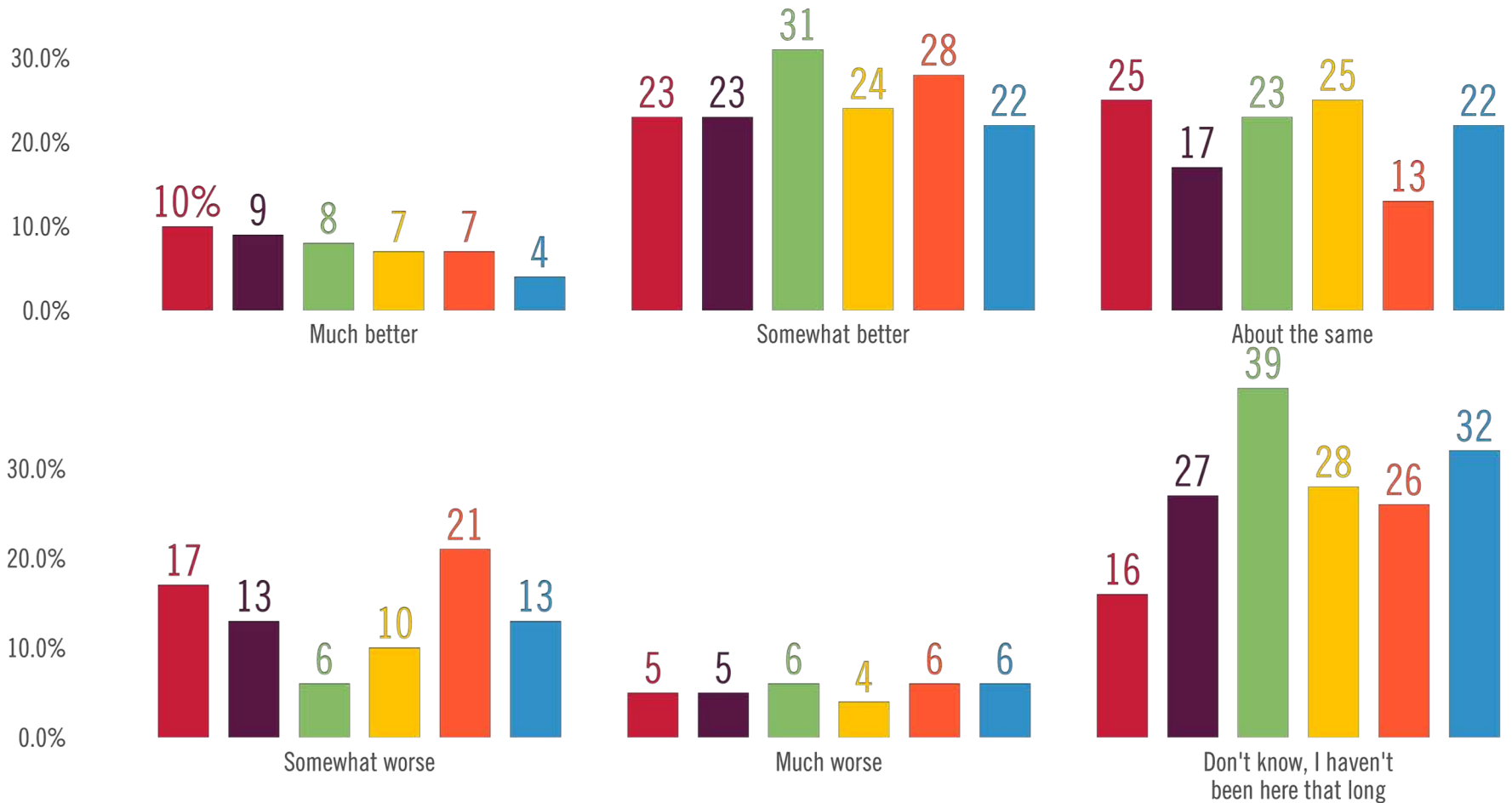
1,271 interviews among an estimated adult population of roughly 60k results in a margin of error for the survey of plus or minus 2.75 percentage points. Responses were weighted to better approximate city demographic composition.

LEHI CITY NOW AND THEN

The most positive region about the city's progress is East with 39% saying the city is better. Over a third (39%) of East side respondents have not been in Lehi for five years. 27% of Mountain Side respondents believe the city is worse than five years ago.



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





Scott Riding, Managing Partner

Quin Monson, Ph.D, Partner