




# ANNUAL CITIZEN SURVEY

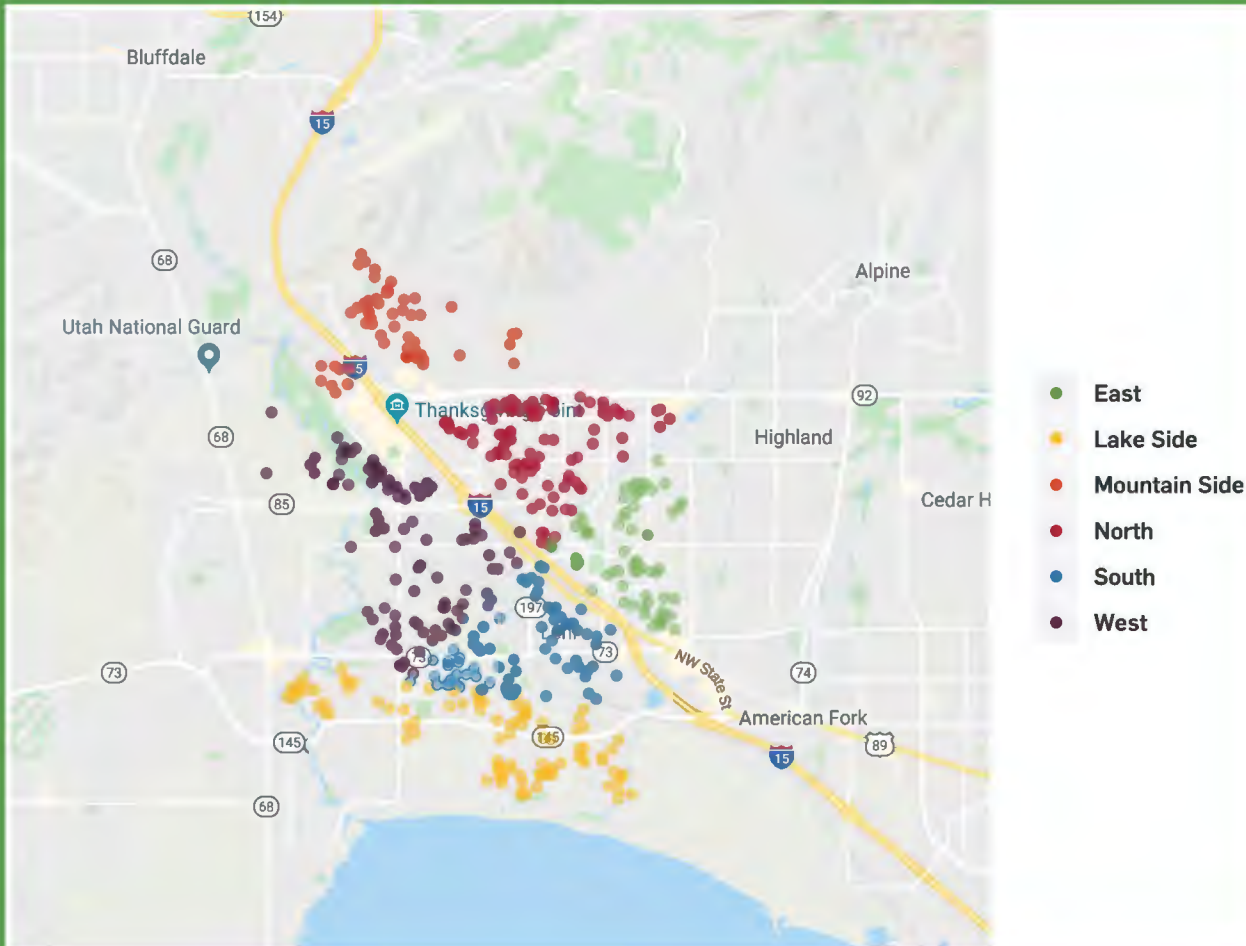
## 2020 PUBLIC OPINION RESEARCH



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- 1 We sent online survey invitations to our Lehi City resident panel for this year's community survey. In total, 788 citizens responded (MoE +/- 3 percentage points).
  - 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, with social media continuing to gain popularity.

## FINDINGS TO REMEMBER

# CITY REGIONS



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

# MANAGING CITY GROWTH

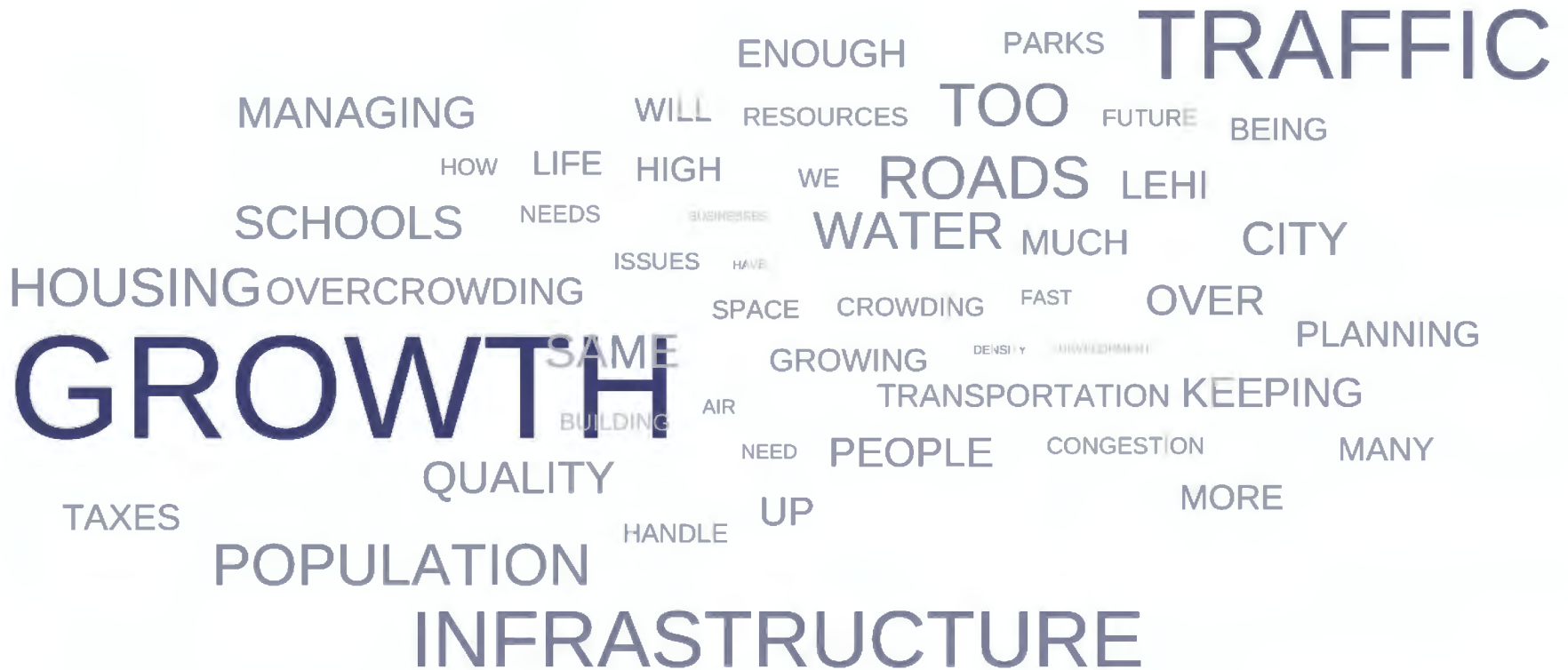
## MOST IMPORTANT ISSUE – TODAY

*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?

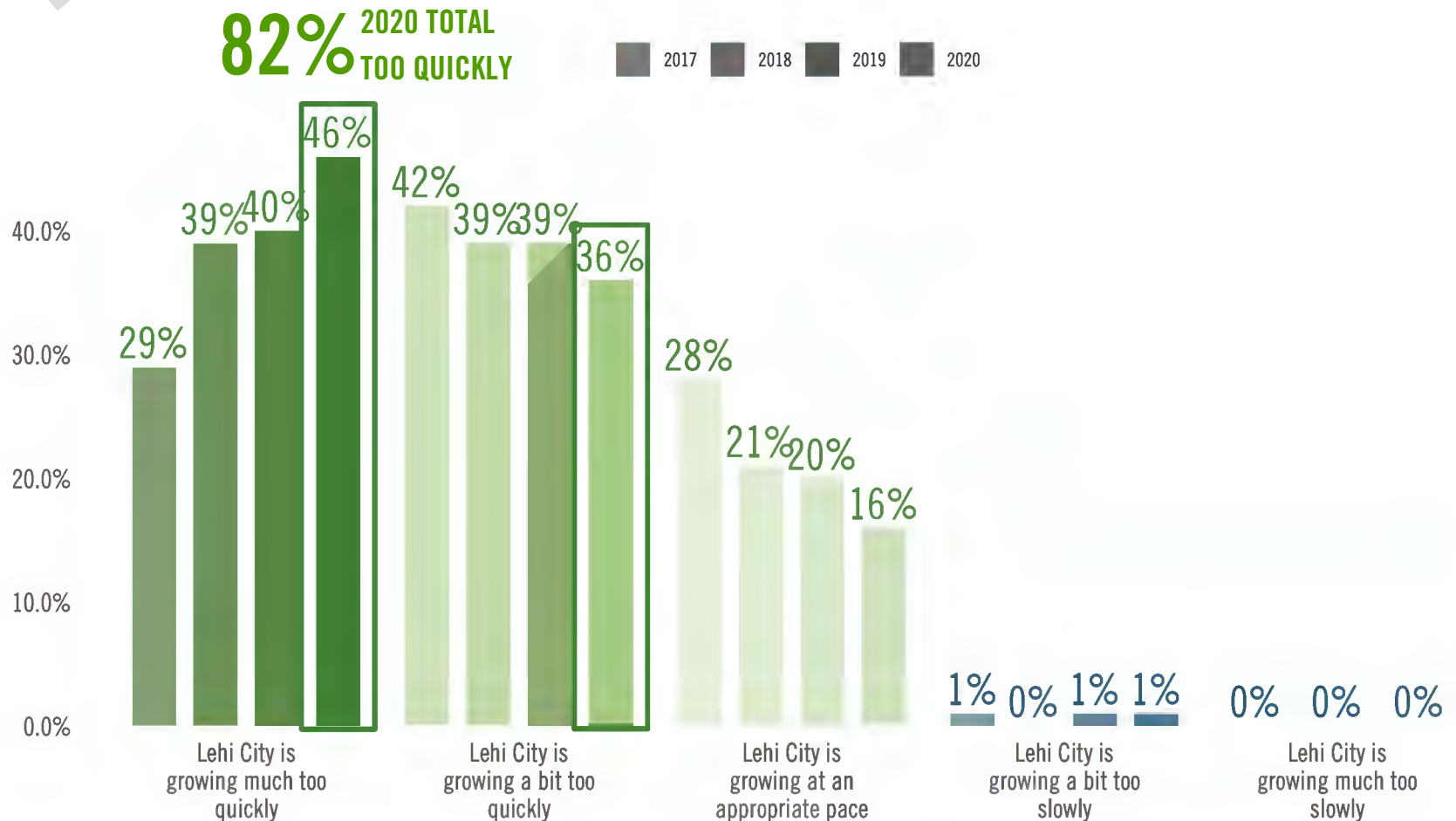


# RATE OF GROWTH IN LEHI

82% of residents believe the city is outpacing itself in terms of growth, a sentiment that continues to grow.



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

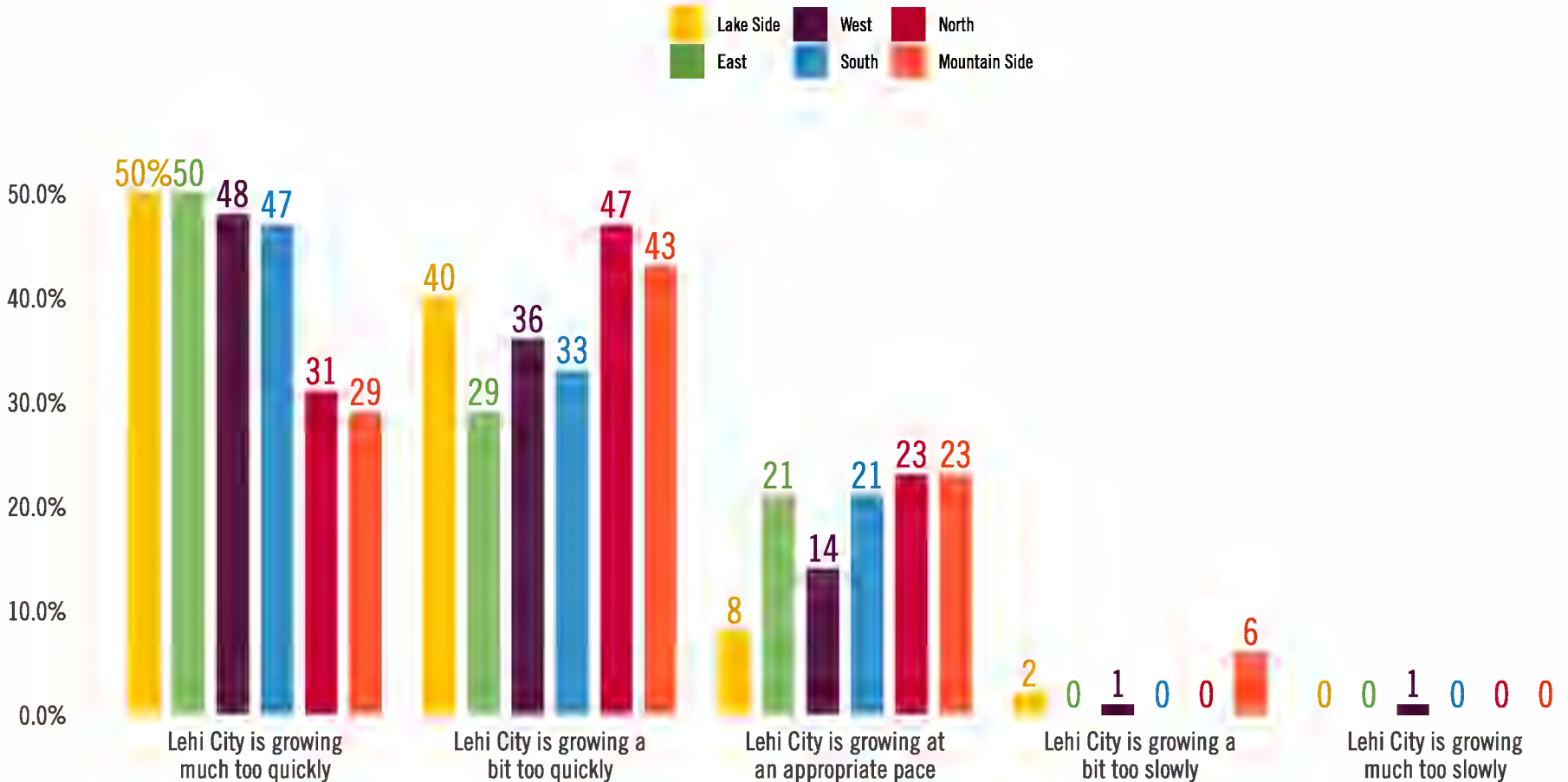


# RATE OF GROWTH IN LEHI

The Lake Side and East regions most strongly believe Lehi is growing much too quickly, while the Mountain Side region remains 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...*

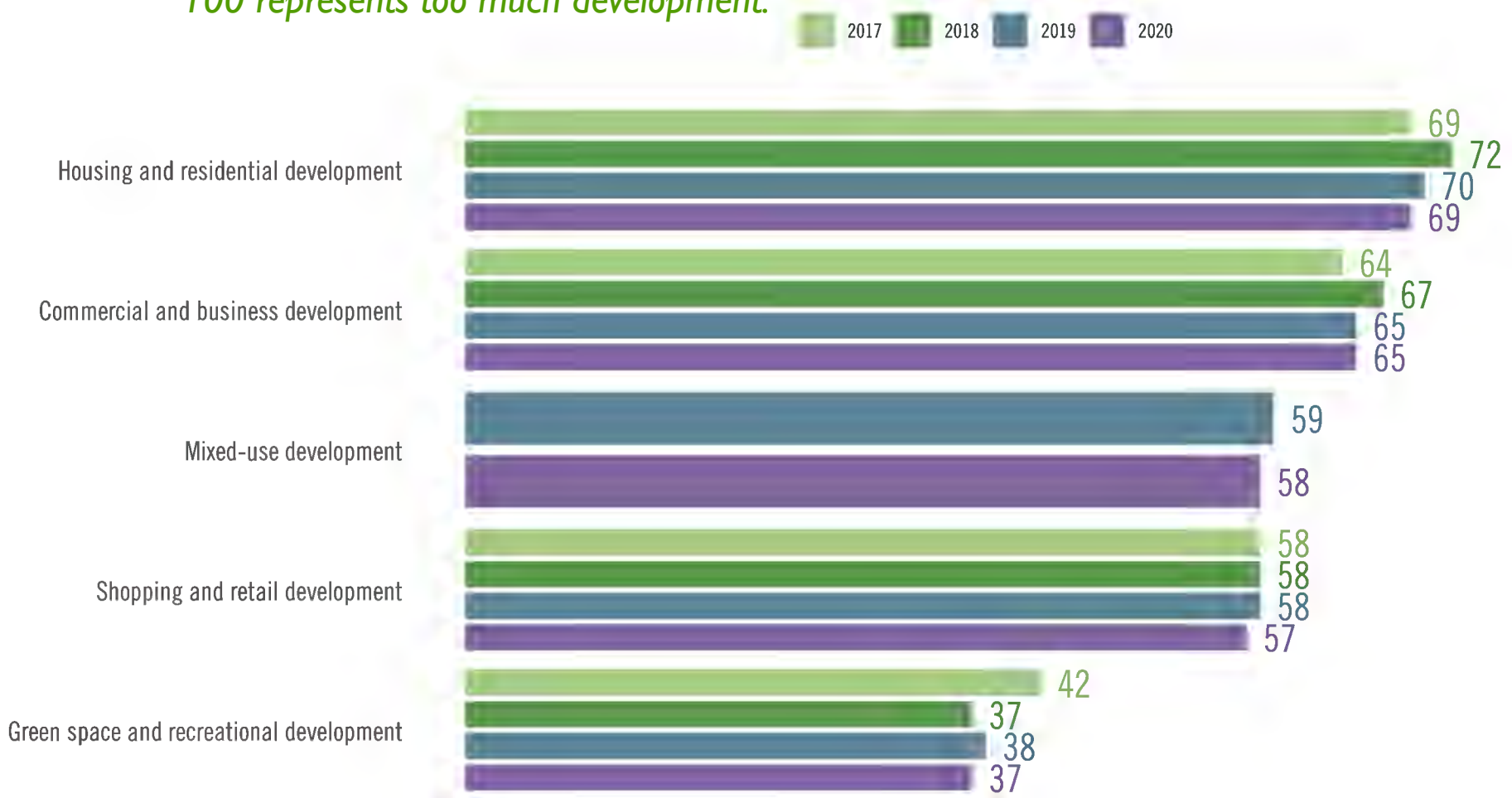


# TYPES OF GROWTH IN LEHI

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.*



# CITY DIRECTION & PERCEPTIONS

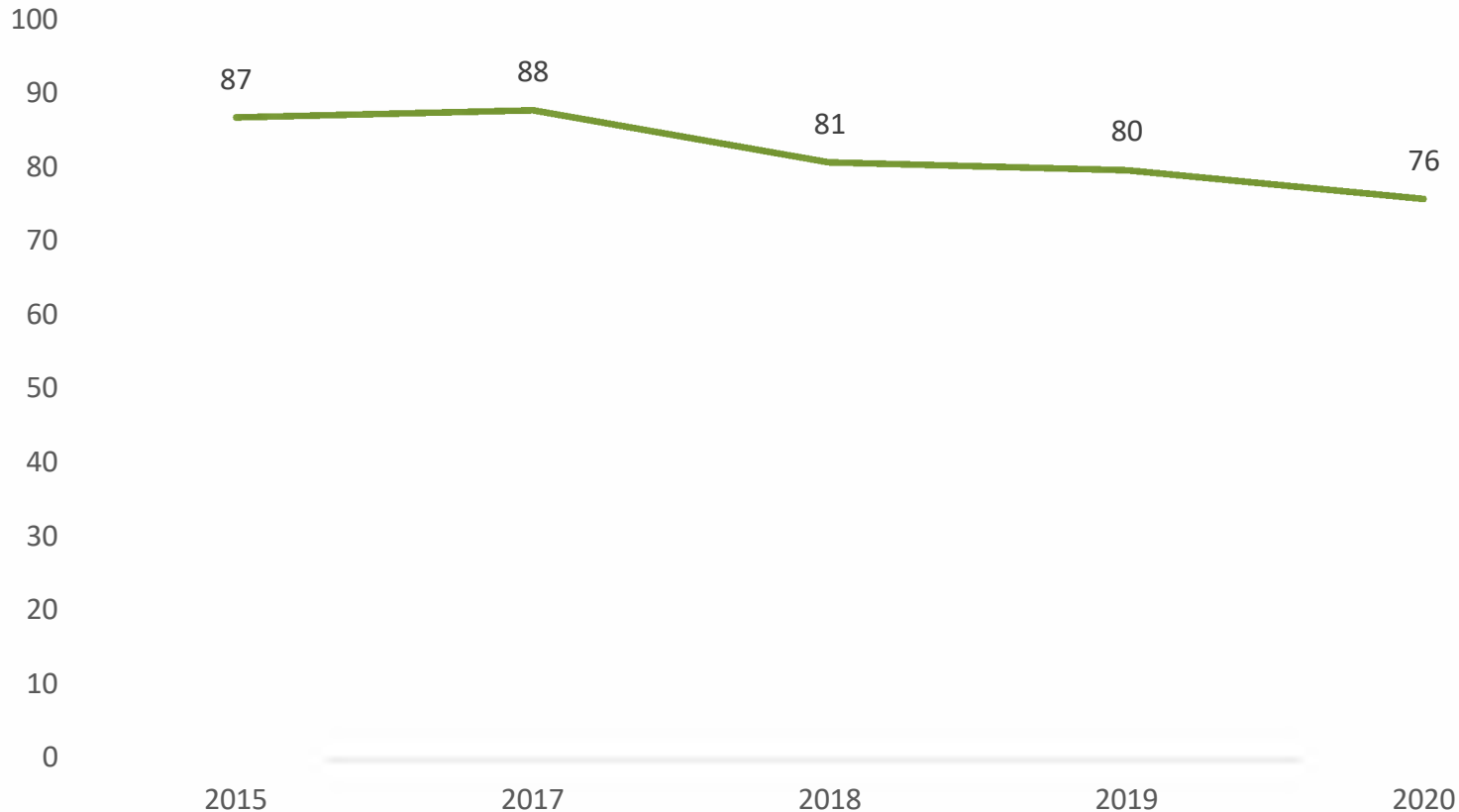
# OVERALL DIRECTION

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

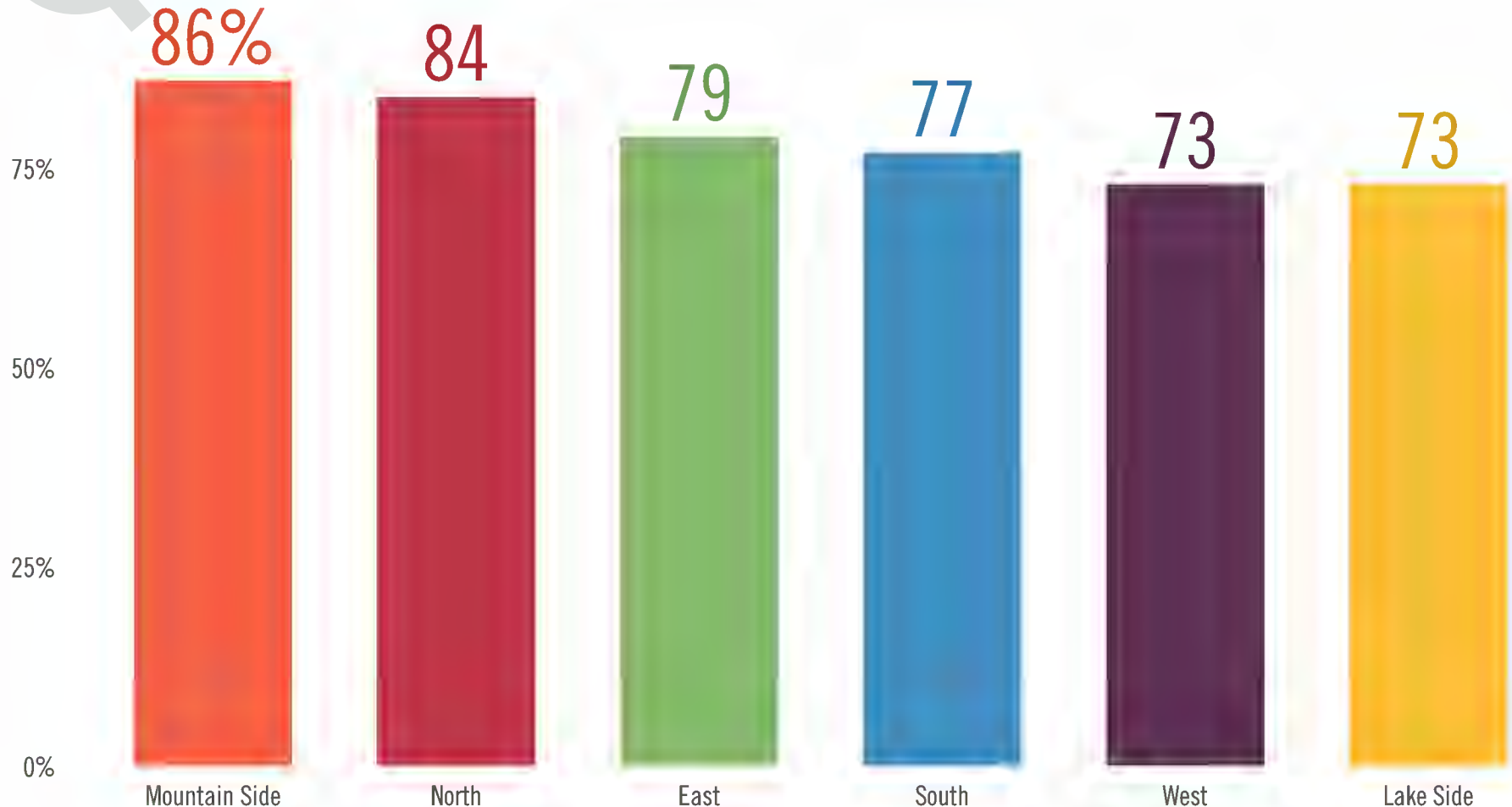


# OVERALL DIRECTION

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

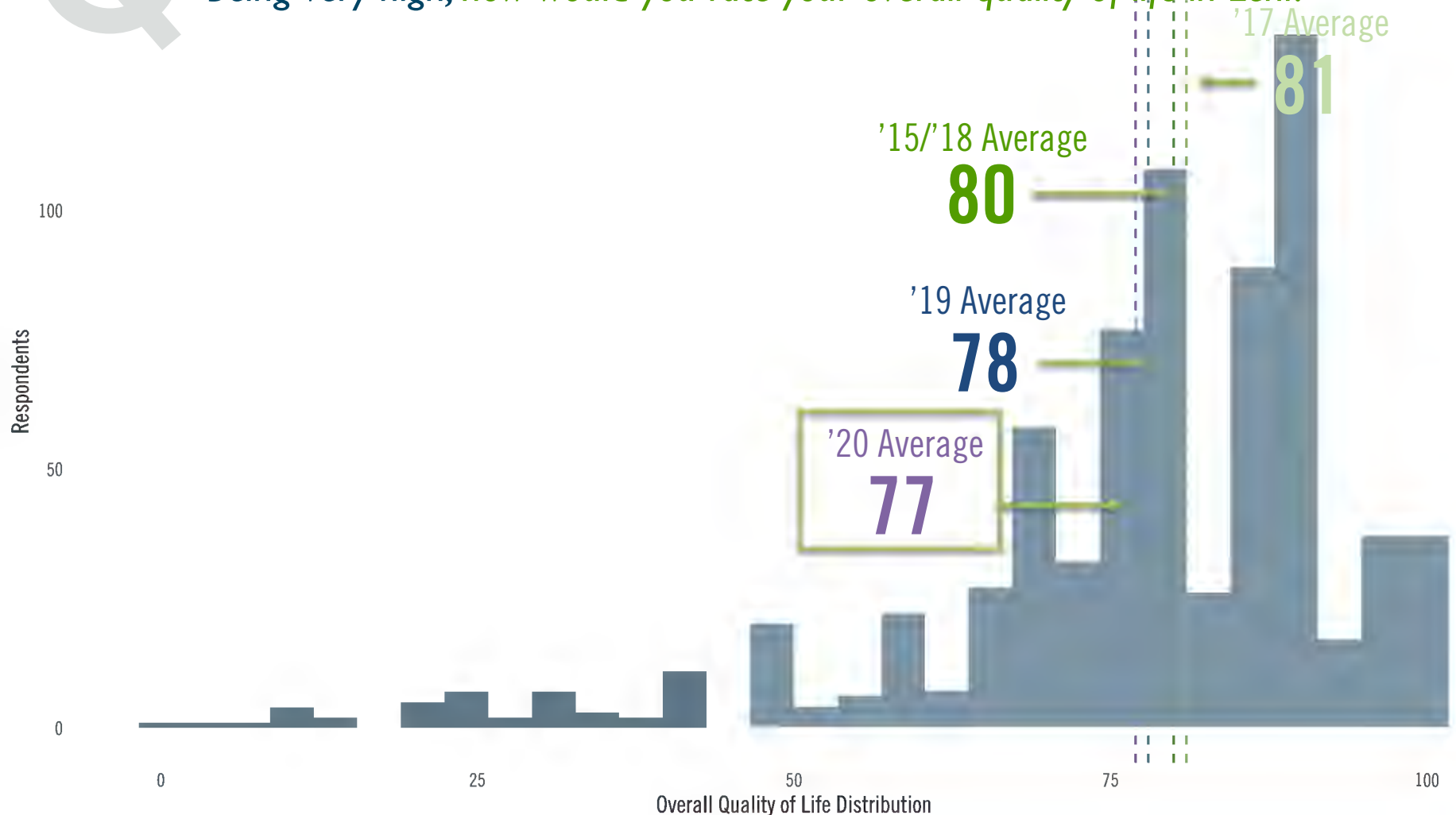


# OVERALL QUALITY OF LIFE

91% of residents rate their overall quality of life above 50 – with an average of 77 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?*



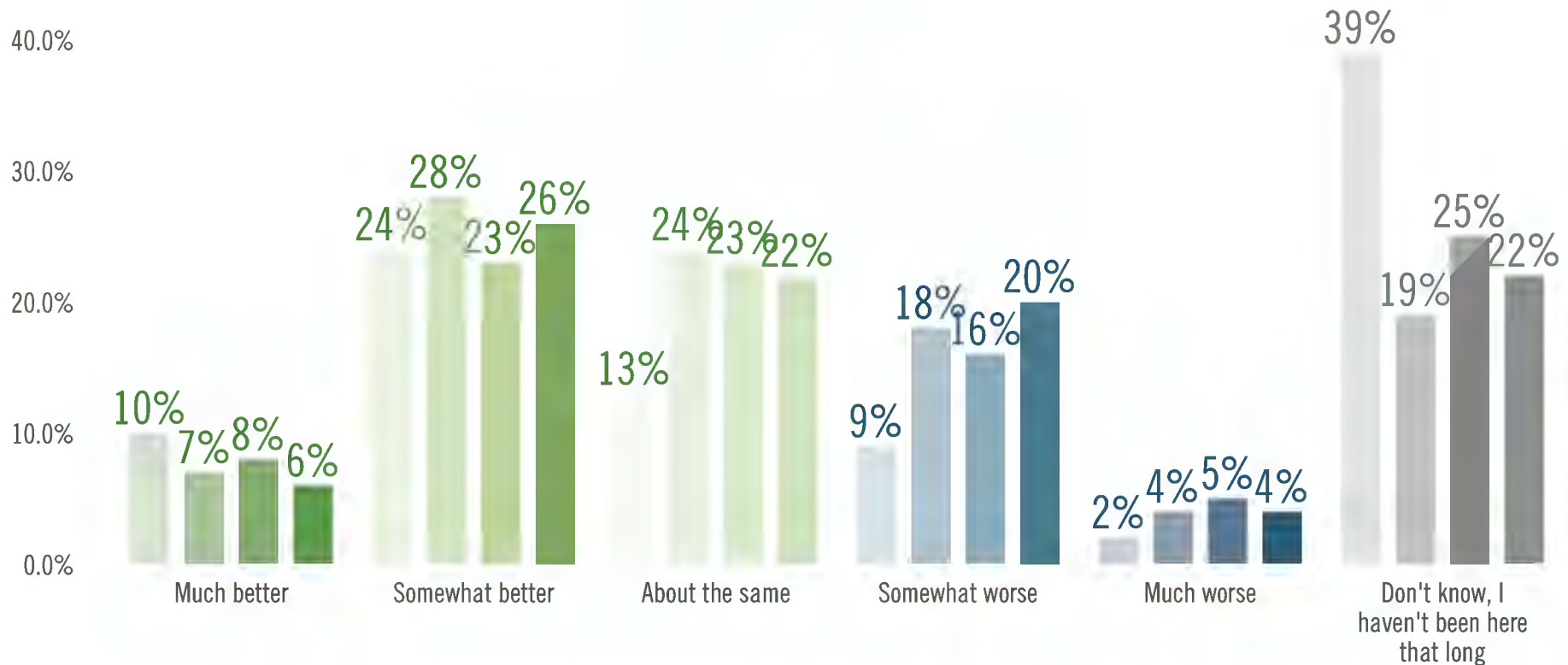
# LEHI CITY NOW AND THEN

About 1/3 of respondents believe Lehi City is better today than it was five years ago, while about 24% say the city is worse. This year's survey sample has more experience with the city than the 2017 and 2019 samples.



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

2017 2018 2019 2020



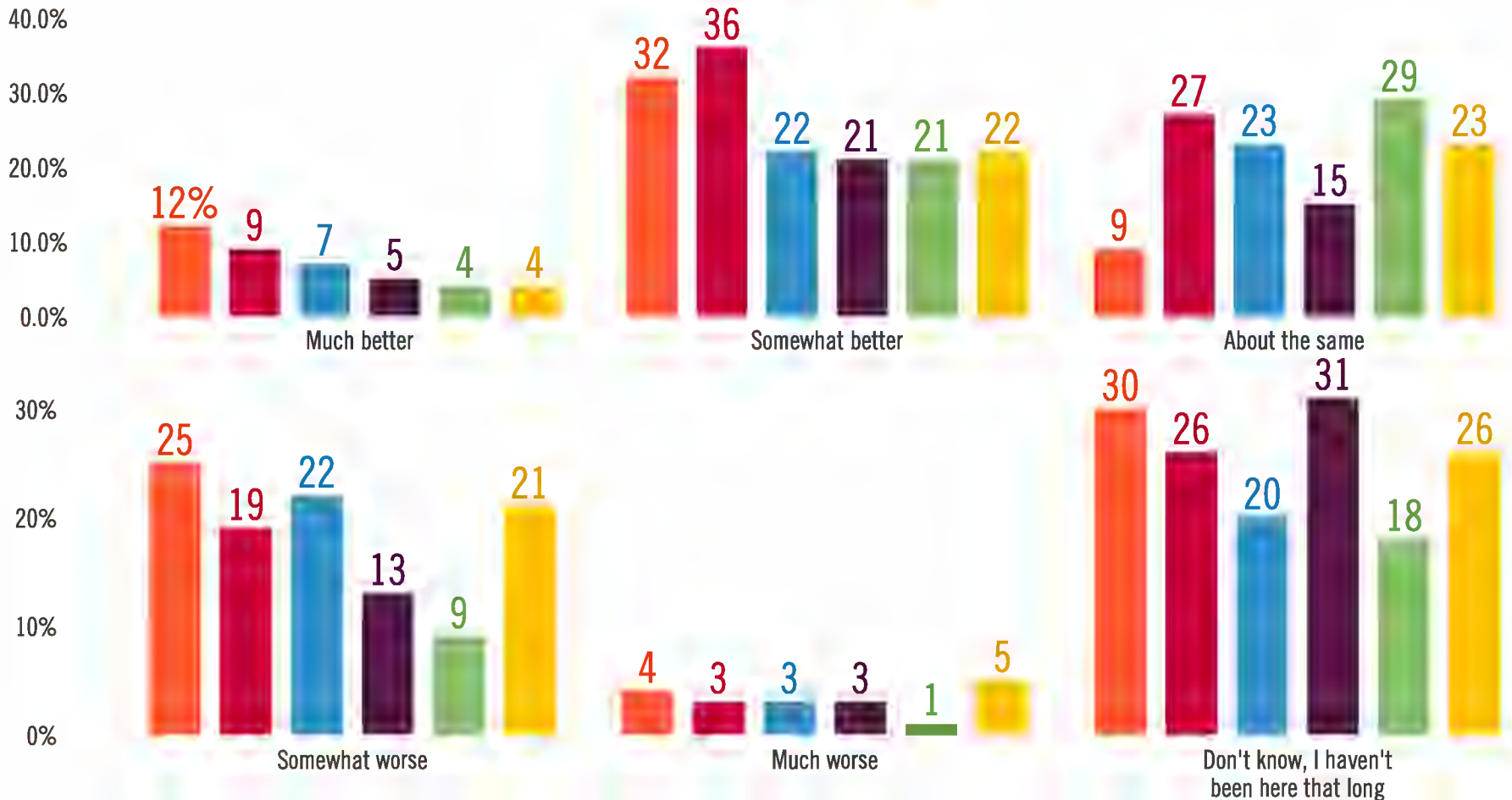
# LEHI CITY NOW AND THEN

The most positive region about the city's progress is North with 45% saying the city is better. About a third (31%) of West side respondents have not been in Lehi for five years. Mountain Side is the most polarized region with 29% believing the city is worse, and 44% believe it's better, than five years ago.



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

Mountain Side South East  
North West Lake Side

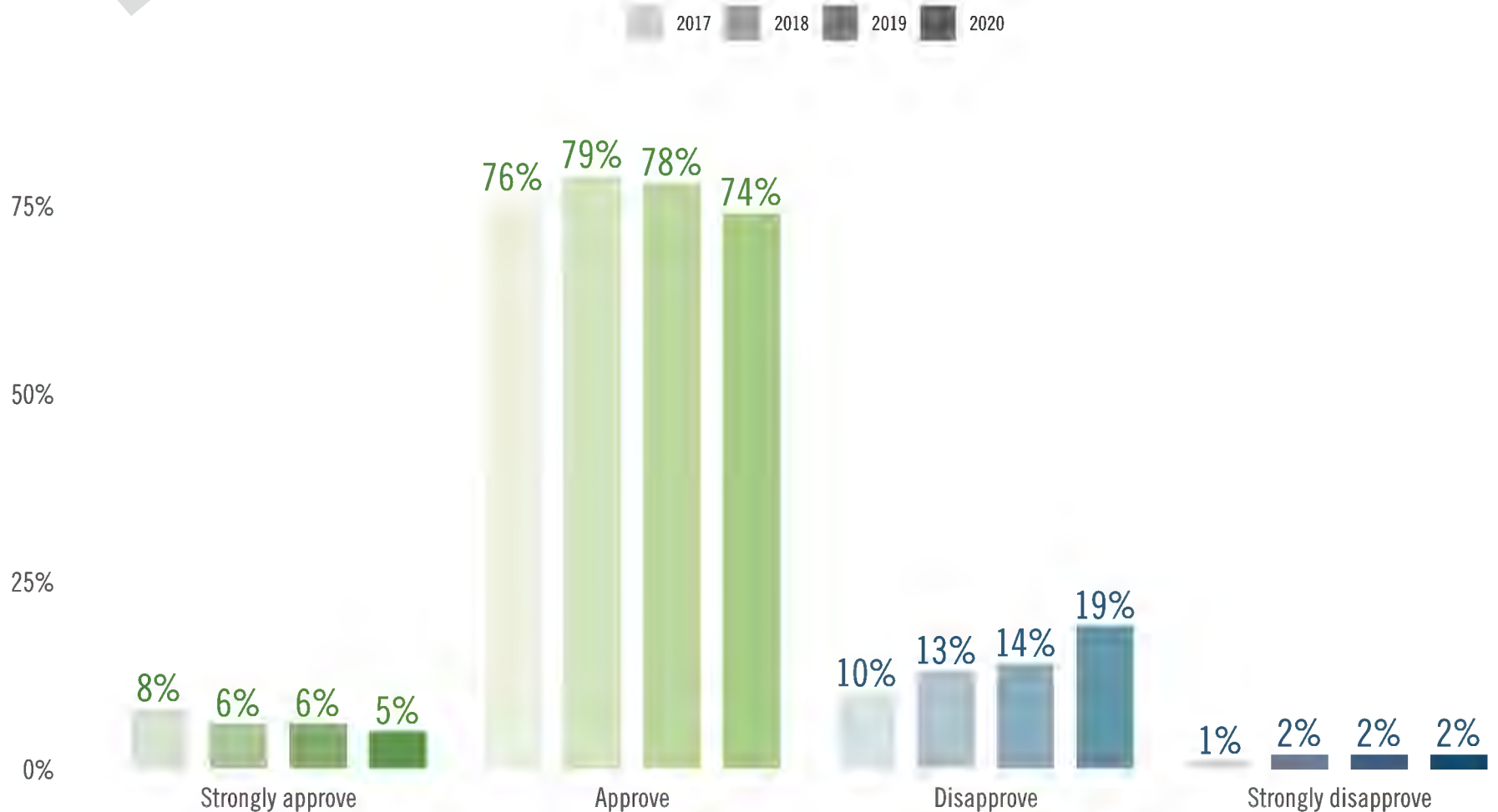


# LEHI CITY ELECTED OFFICIALS

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?*

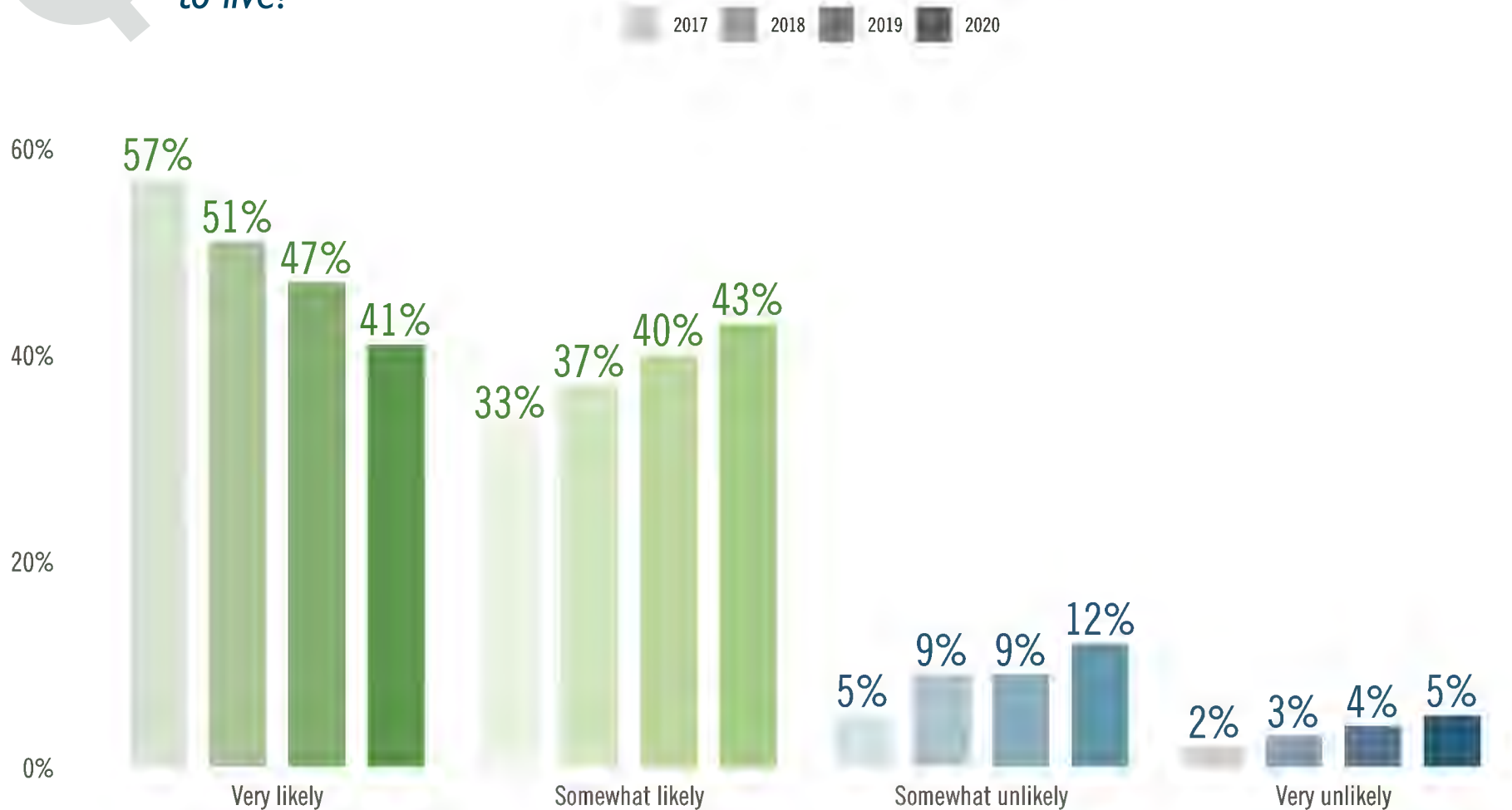


# RECOMMENDING LEHI

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



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

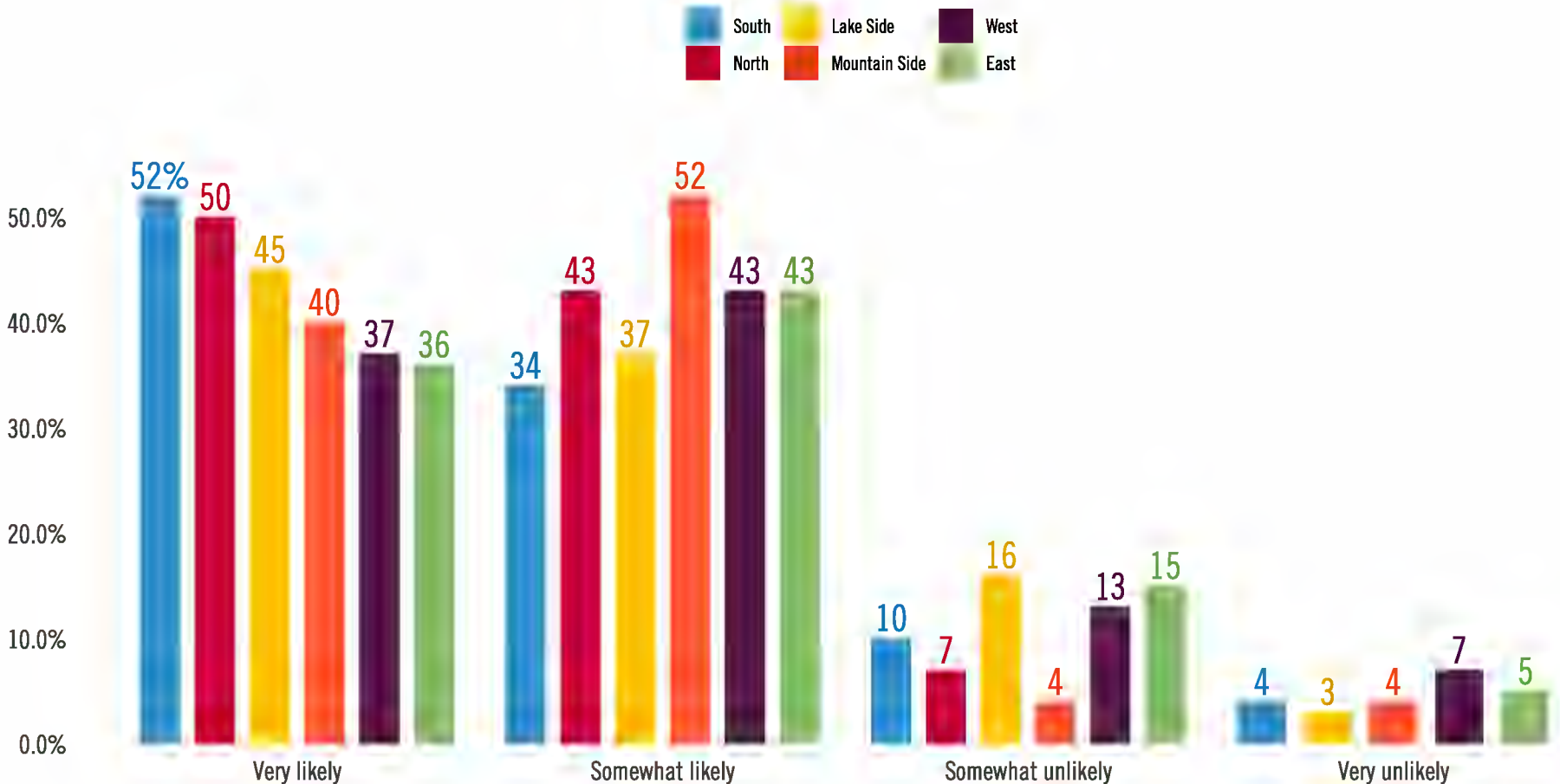


# RECOMMENDING LEHI

93% of North Side respondents are likely to recommend Lehi as a good place to live. The East and West 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?*

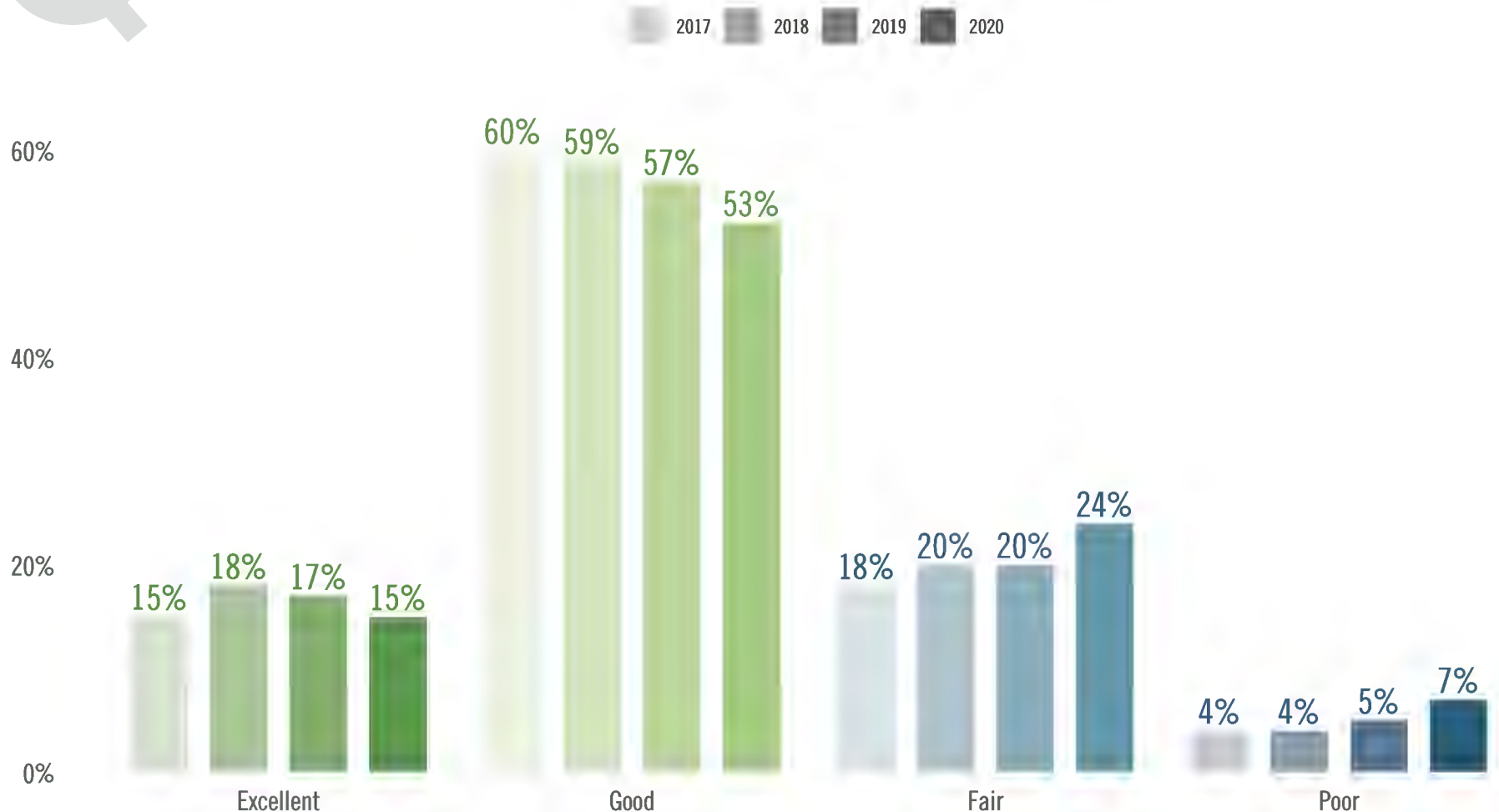


# VALUE FOR TAX DOLLAR

68% 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?

Consistent with last few year's results, work opportunities and proximity is important. Respondents continue to enjoy the convenience and "small town feel" that comes with living in Lehi, as well as the people and sense of community.



# QUALITY OF LIFE INDICATORS

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

Overall, I feel safe living in Lehi



Lehi is a great place to raise a family



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



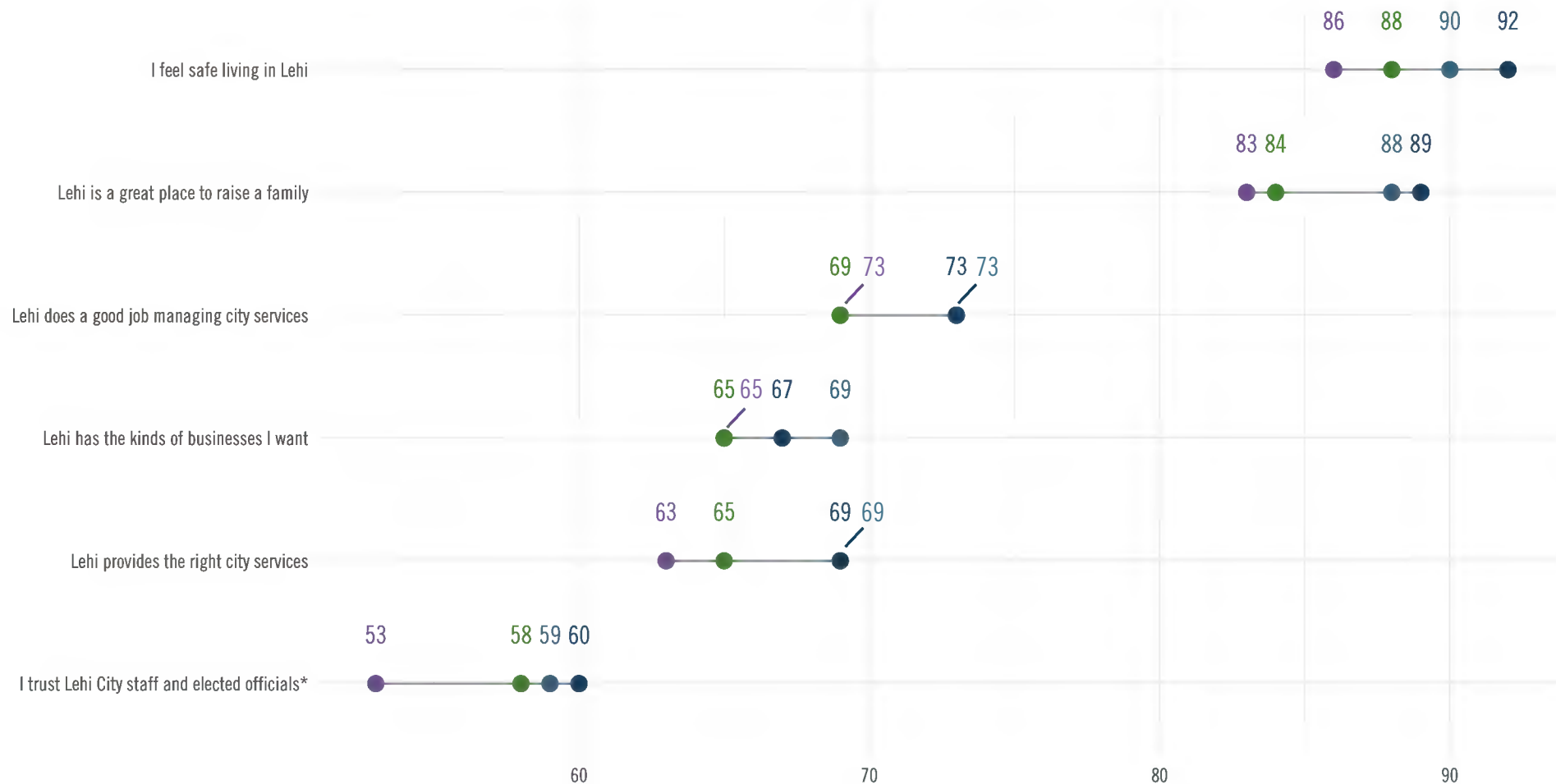
# QUALITY OF LIFE INDICATORS

Overall, Lehi residents believe quality of life in Lehi is high. However, agreement on all measures is the lowest in 2020 compared to previous panels. *This is especially true of trust in Lehi City and elected officials.*



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

Year ● 2017 ● 2018 ● 2019 ● 2020



**LEHI CITY SERVICES**

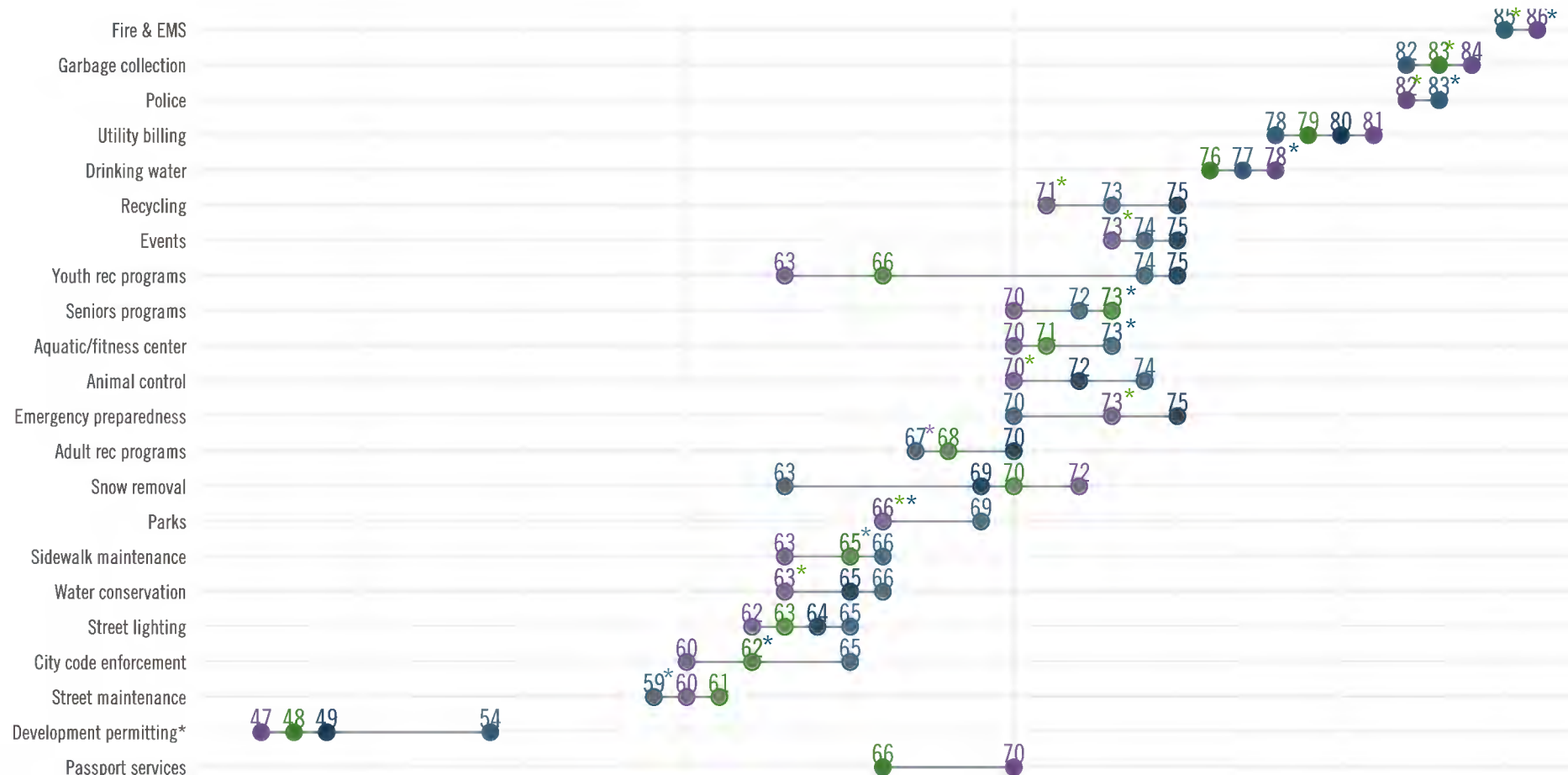
# RATING CITY SERVICES

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 program ratings, which have declined significantly over the years, while passport services/snow removal receive 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 ● 2017\* ● 2018\* ● 2019\* ● 2020\*



# CURRENT INFORMATION CHANNELS

Residents' most common information source is now social media, followed by the city newsletter. The opposite was true in prior years.



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

	<u>2018</u>	<u>2019</u>	<u>2020</u>
<b>CITY NEWSLETTER</b>	<b>38%</b>	<b>37%</b>	<b>30%</b>
<b>SOCIAL MEDIA</b>	<b>31</b>	<b>32</b>	<b>35</b>
<b>EMAILS FROM THE CITY</b>	<b>8</b>	<b>8</b>	<b>8</b>
<b>CITY WEBSITE</b>	<b>8</b>	<b>8</b>	<b>9</b>
<b>NEWSPAPER</b>	<b>8</b>	<b>9</b>	<b>11</b>
<b>OTHER*</b>	<b>6</b>	<b>5</b>	<b>6</b>



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

<sup>a</sup>Newly 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. Social media is the new next most preferred information source.



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

	<u>2018</u>	<u>2019</u>	<u>2020</u>
EMAILS FROM THE CITY	30%	35%	35%
CITY NEWSLETTER	28	25	21
SOCIAL MEDIA	25	24	25
CITY WEBSITE	11	10	10
NEWSPAPER	5	5	6
OTHER*	2	2	2
Channel 17*	0	0	1



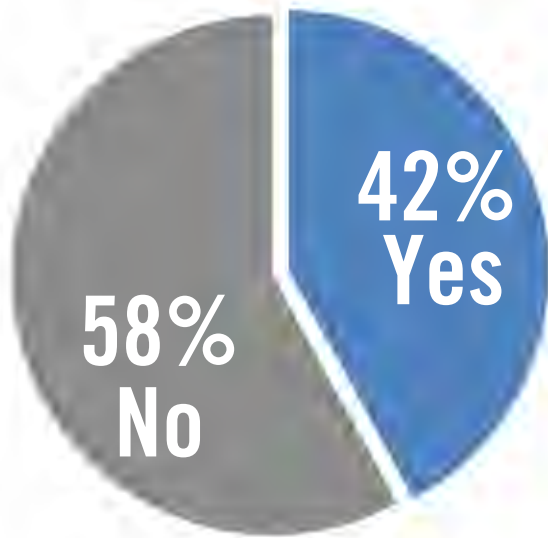
\*Newly added response options in 2018

# PERSONAL EXPERIENCE WITH CITY STAFF

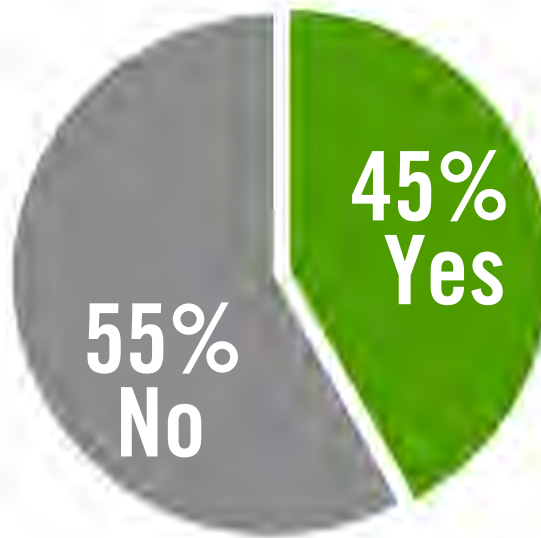
45% of residents report having interacted with city staff in the past year, consistent with 2019 results.



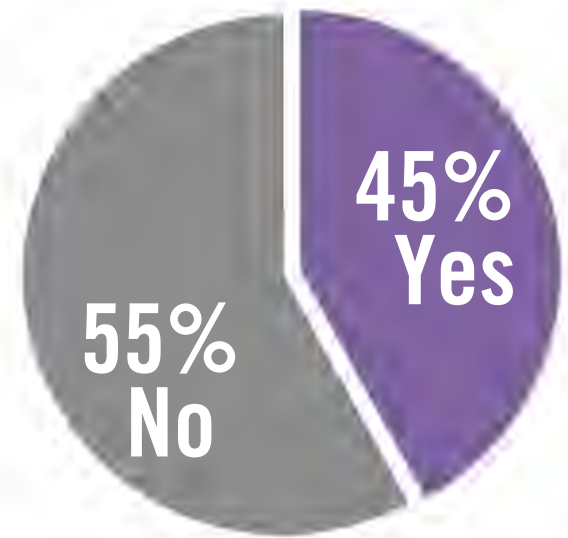
*During the past year have you contacted any Lehi City office to seek service, information, or to file a complaint?*



2018



2019



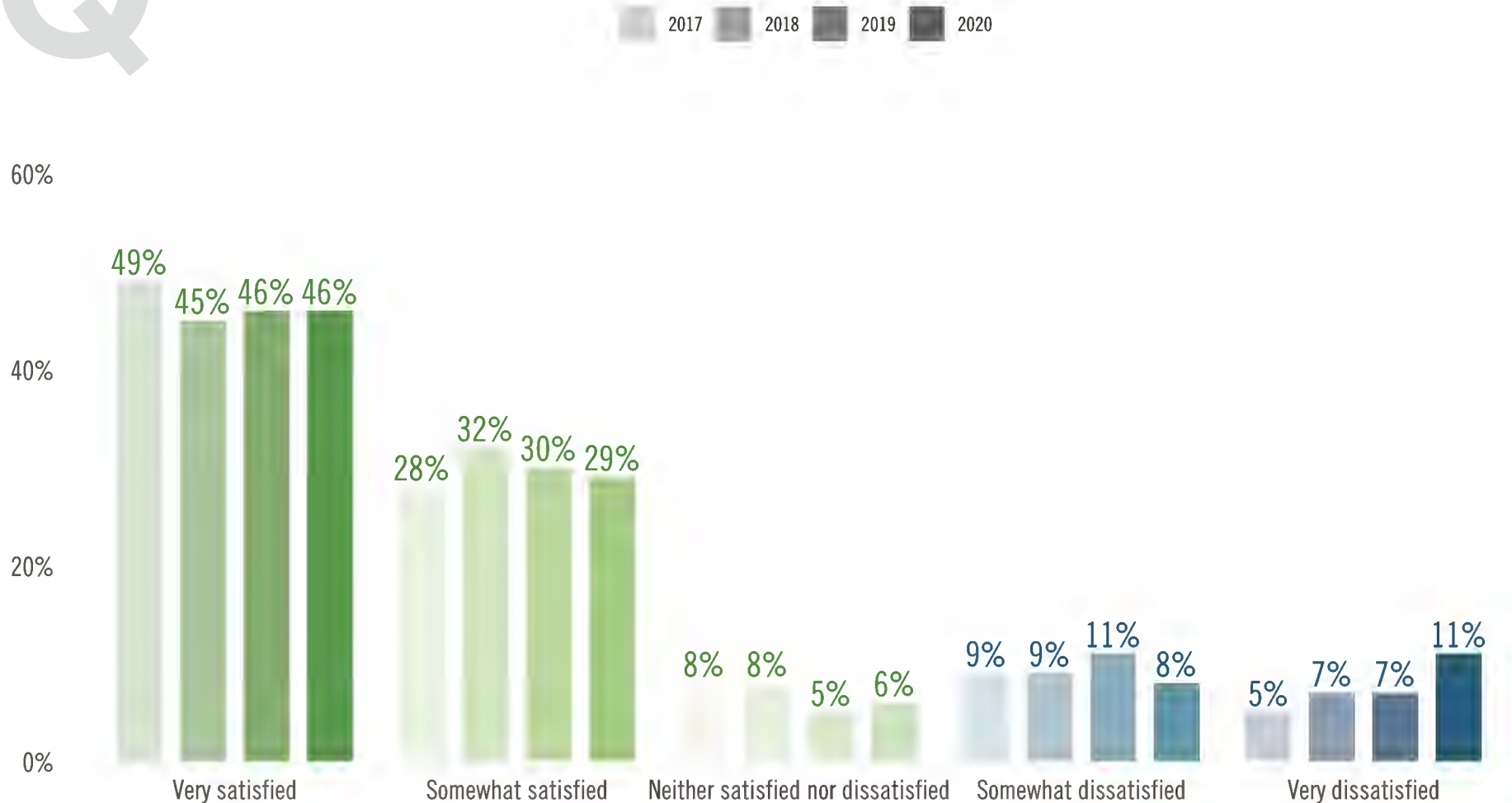
2020

# 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, respondents reporting that they were very dissatisfied with their interaction is on the rise.



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

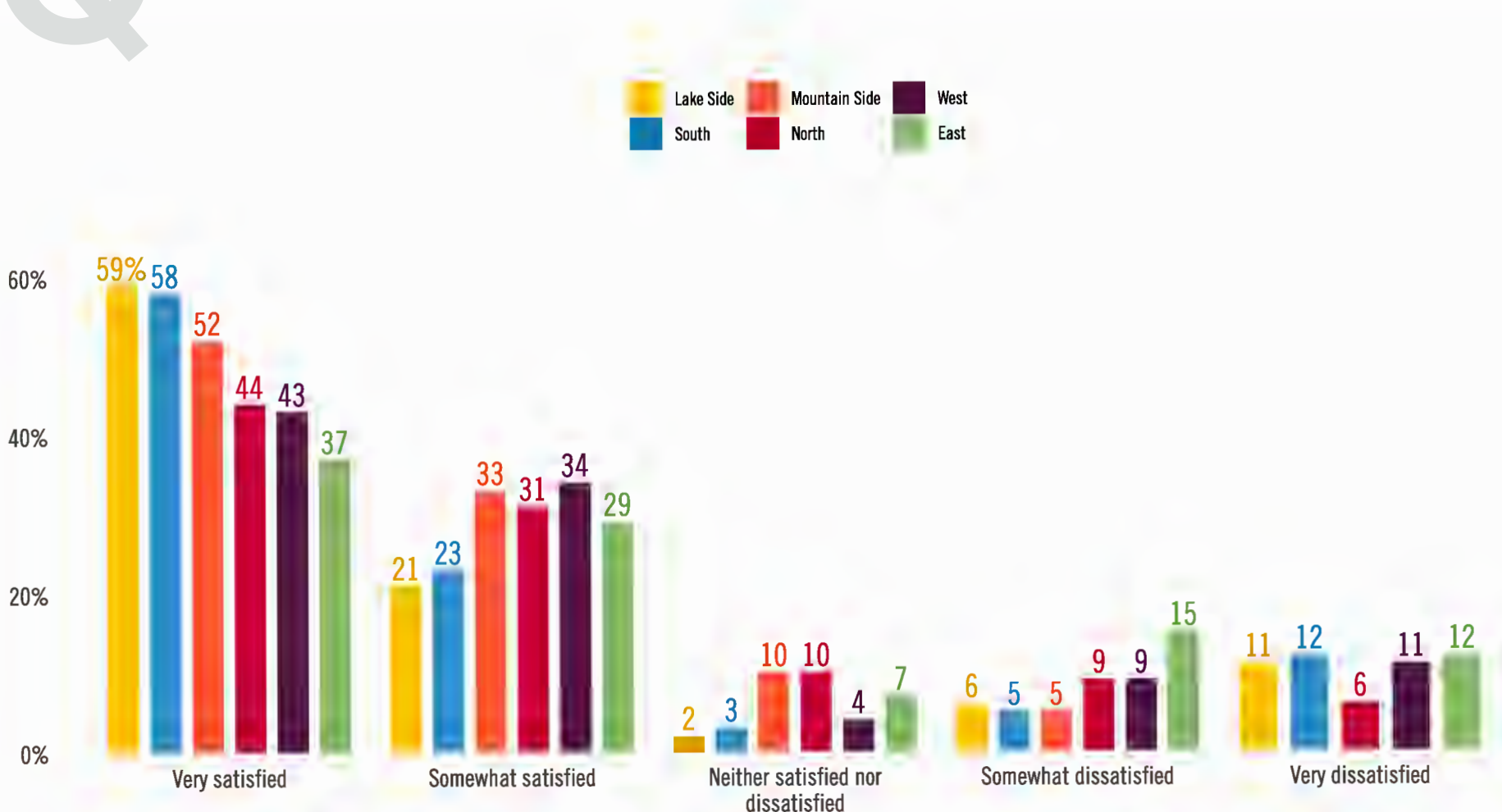


# PERSONAL EXPERIENCE WITH CITY STAFF

Again, the vast majority of respondents who had contact with city staff were satisfied, but 1-in-4 residents in the East region express dissatisfaction.



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





Scott Riding, Managing Partner

Quin Monson, Ph.D., Partner