



# ANNUAL CITIZEN SURVEY

2021 PUBLIC OPINION RESEARCH

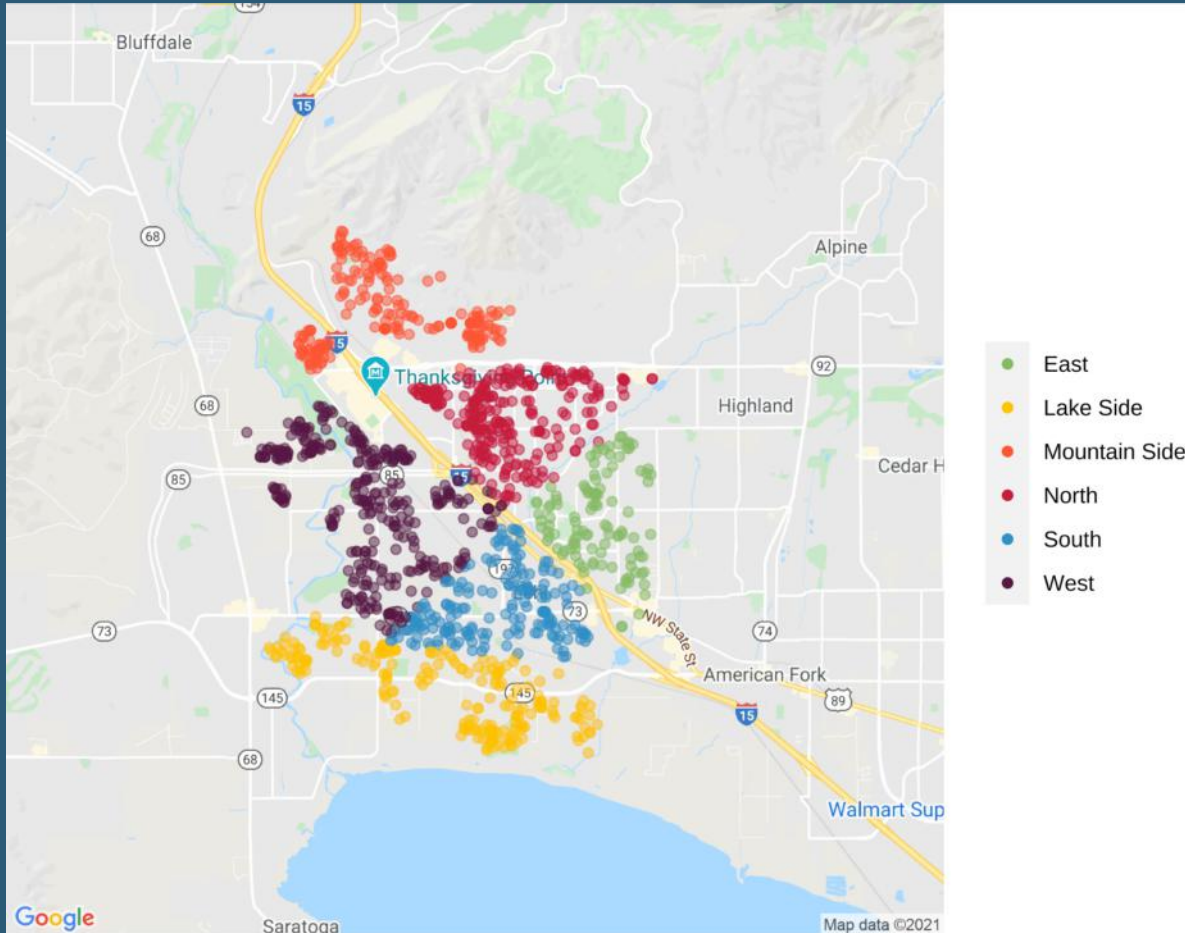




1. Growth and development are still major concerns for residents, especially regarding high-density housing.
2. Overall, city residents report a high quality of life and are happy with the way the city is being run.
3. Many downward trends from previous years have started to turn upward, e.g., overall direction and quality of life, as well as approval of city leaders and likelihood of recommending Lehi to others.
4. Most residents prefer online forms of communication from the city, with email being most preferred while social media decreased in popularity.

# KEY FINDINGS TO REMEMBER

# SAMPLE & GEOGRAPHIC REGIONS



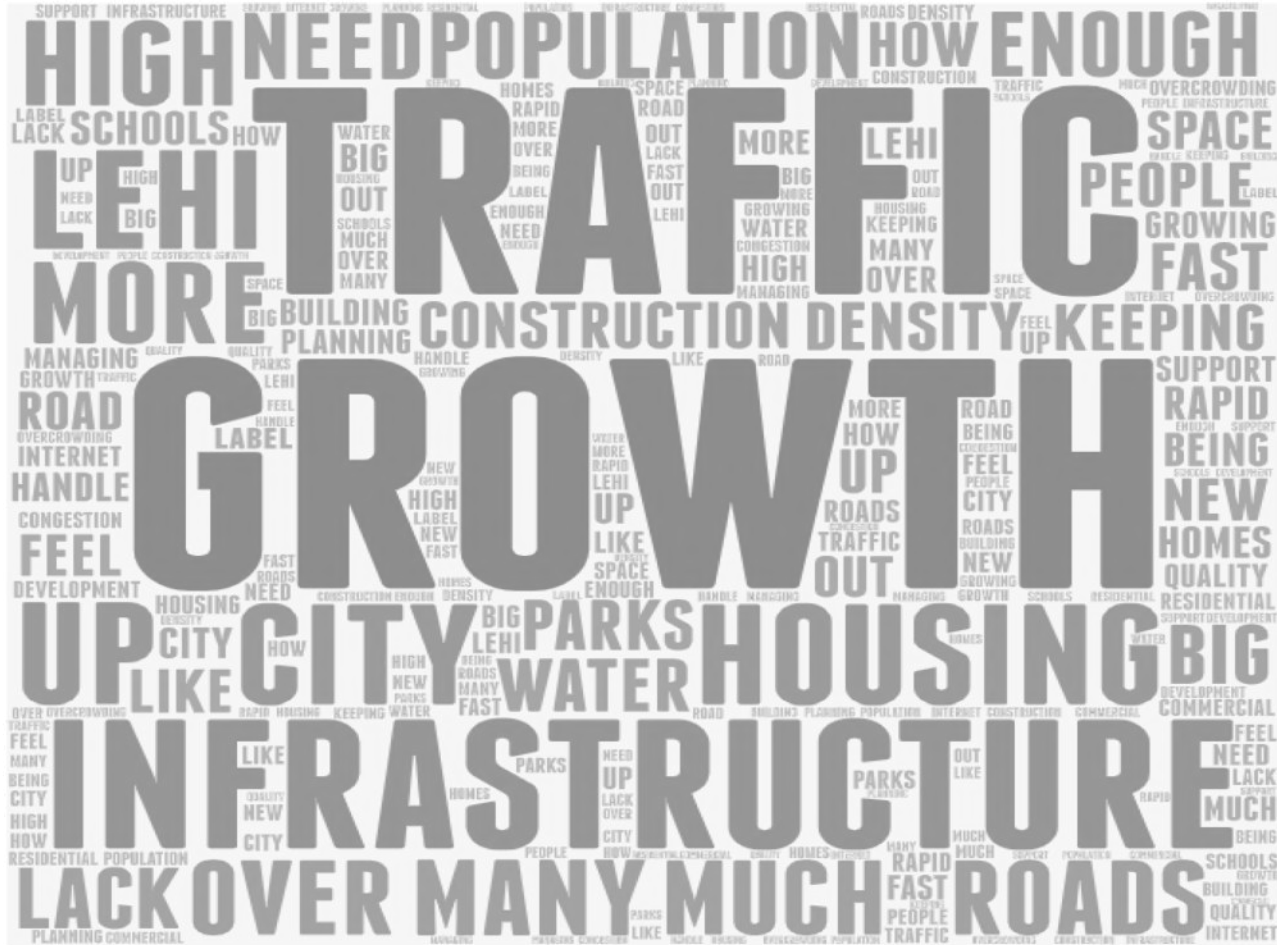
Online survey invitations to a random sample of households drawn from the Lehi City municipal utility list to refresh our resident panel for this year's community survey. In total, 1,415 residents responded (MoE  $\pm$  3 percentage points).

Responses were weighted to reflect the demographic composition of the city as a whole. To allow for geographic analyses, respondents were grouped into six regions of the city.

# MANAGING CITY GROWTH

## GROWTH, TRAFFIC, INFRASTRUCTURE TOP CONCERNS

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

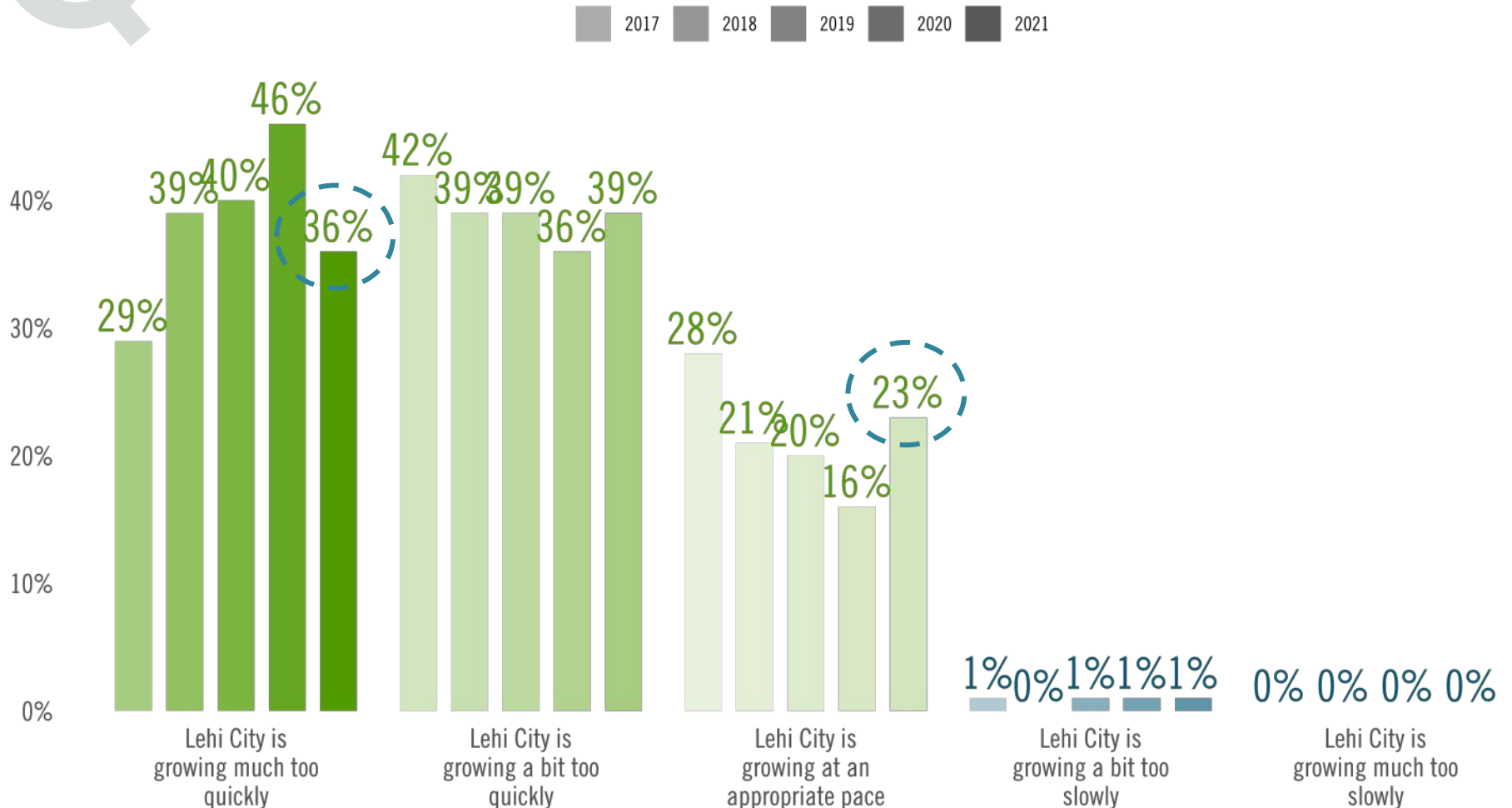


# MAJORITY SAW LEHI GROWING TOO QUICKLY

Almost a quarter of respondents think the city is growing at an appropriate pace while 75% think that Lehi is growing too quickly, down from 82% last year.



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

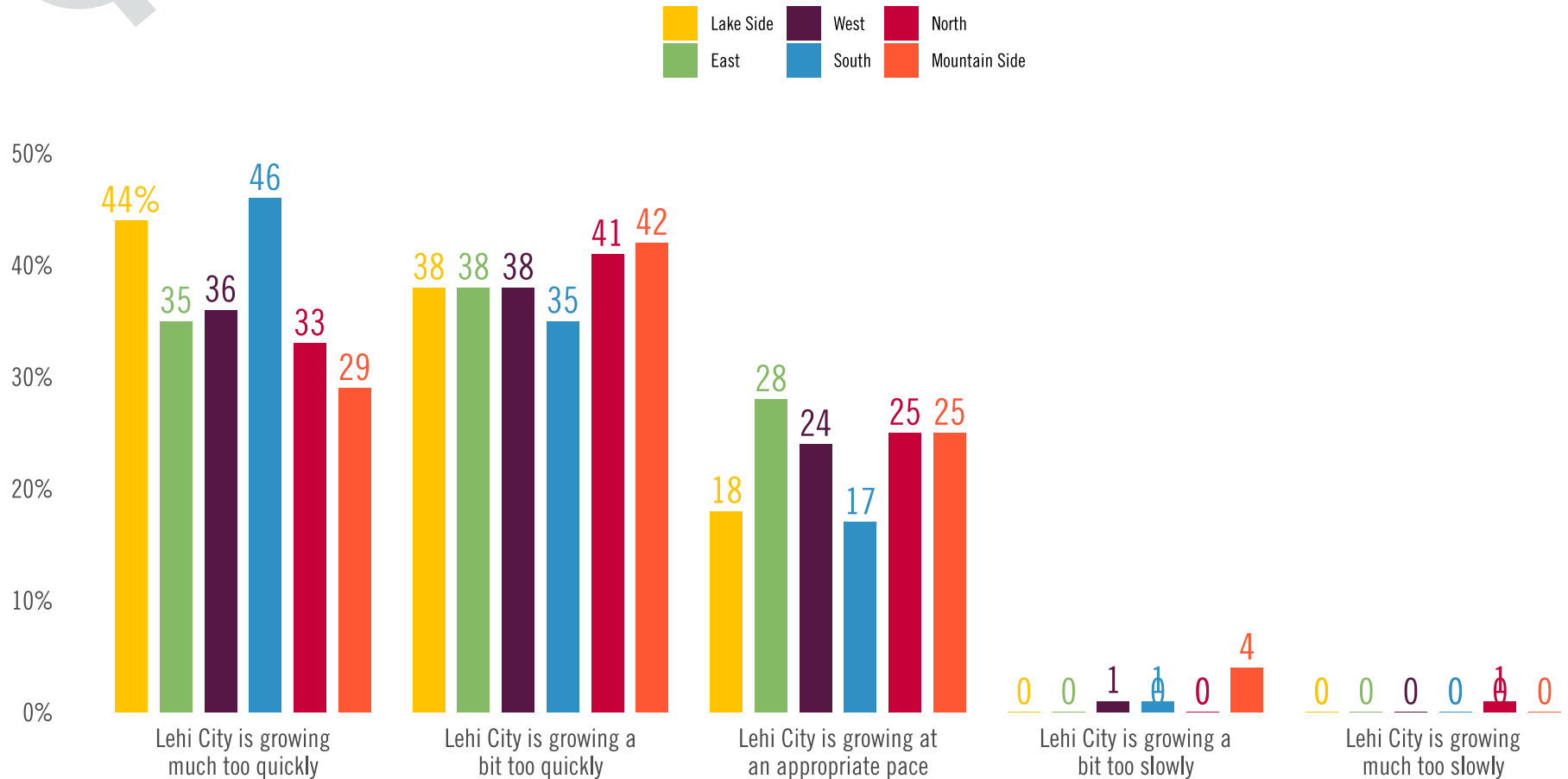


# LAKE SIDE, SOUTH SENSITIVE TO FAST GROWTH

Respondents from the Lake Side and the South are most likely to feel that the city is growing much too quickly while 4 % of Mountain Side residents think Lehi is growing too slowly.



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



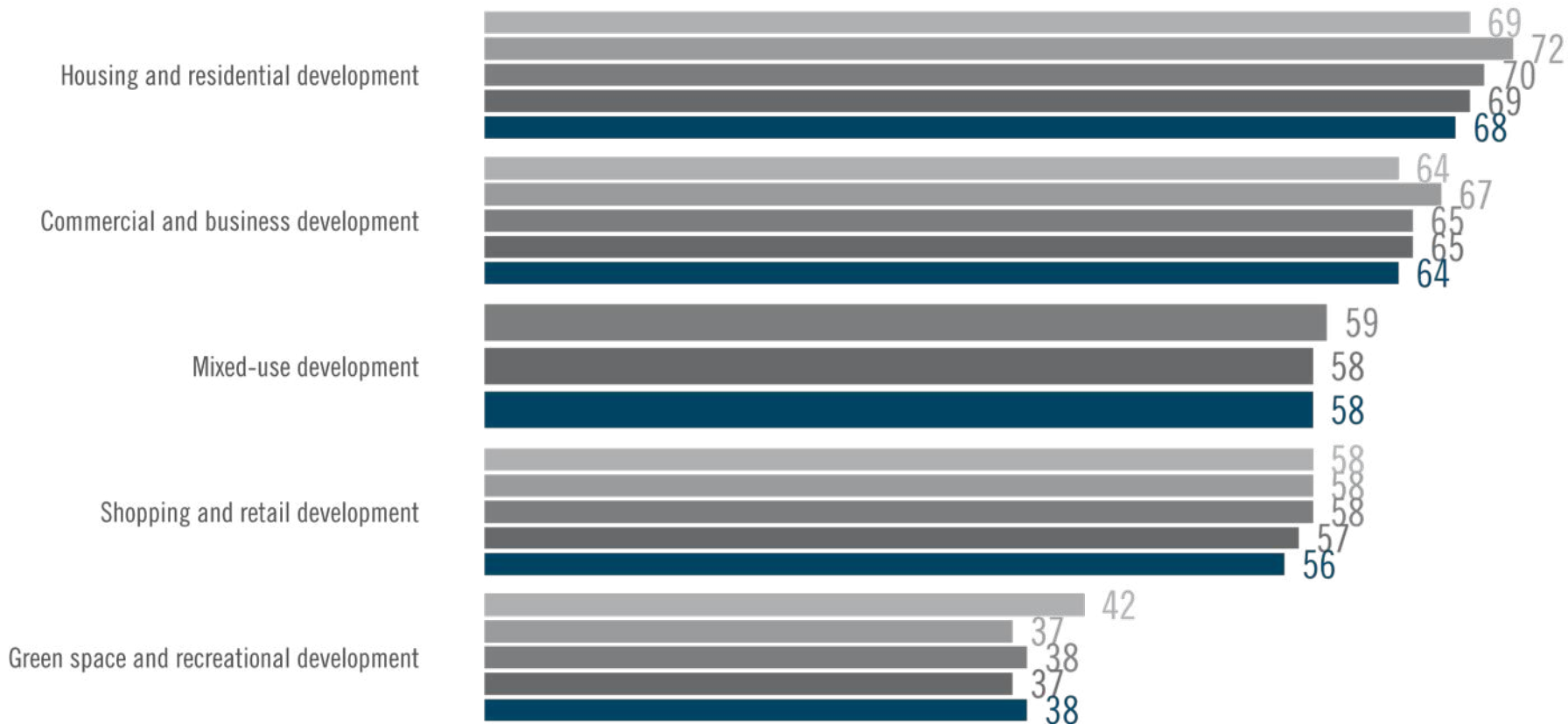
# LOW MARKS FOR GREEN SPACE, RECREATIONAL DEVELOPMENT

Respondents still feel that there is too little green space and recreational development and too much other development. Average responses moved toward the right amount of development in all categories.



*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 2020 2021





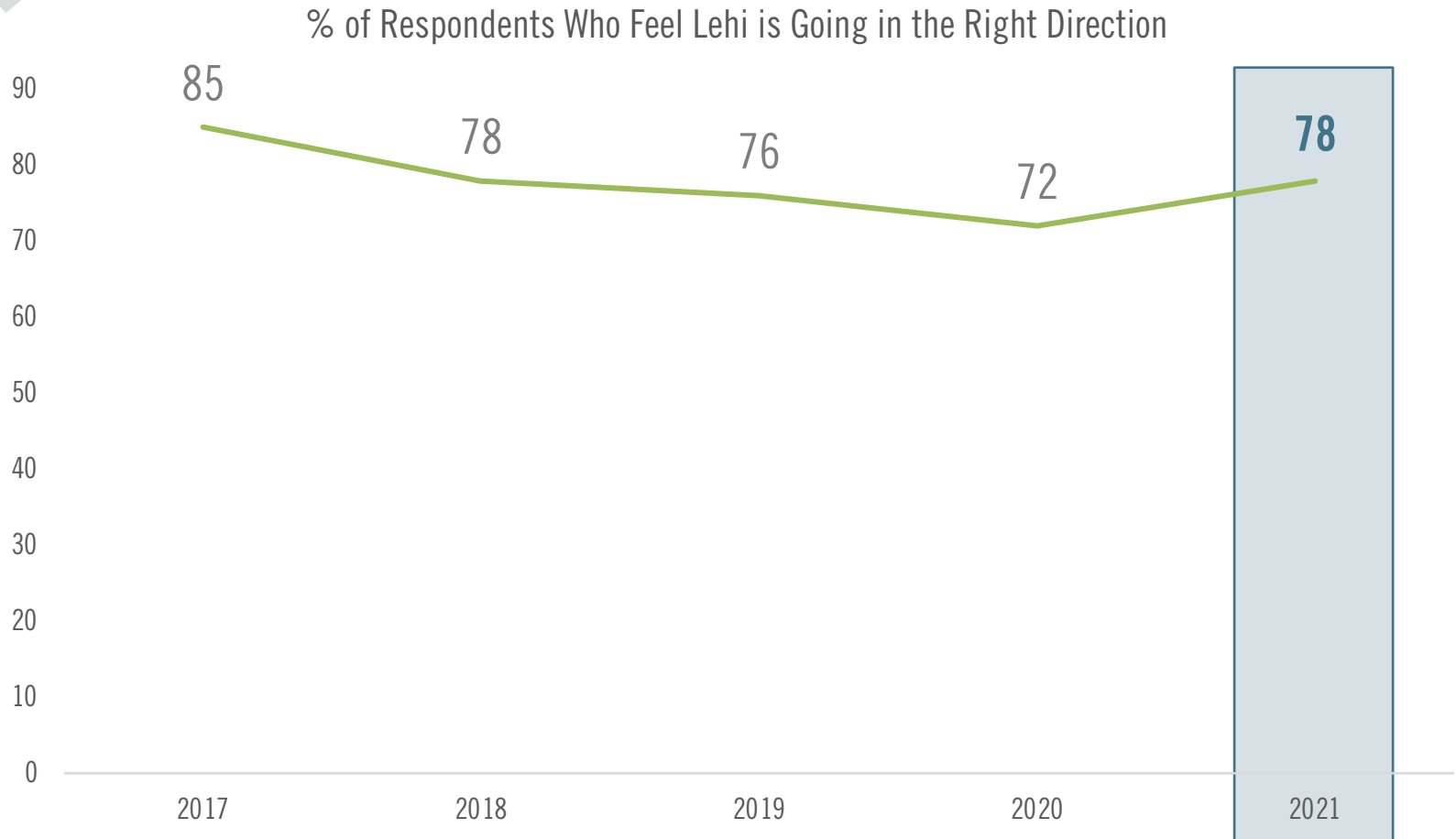
# CITY DIRECTION & PERCEPTIONS

# LEHI GENERALLY HEADED IN RIGHT DIRECTION

This year there was an increase in the overall feeling that the city is moving in the right direction after trending downward since 2018.



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

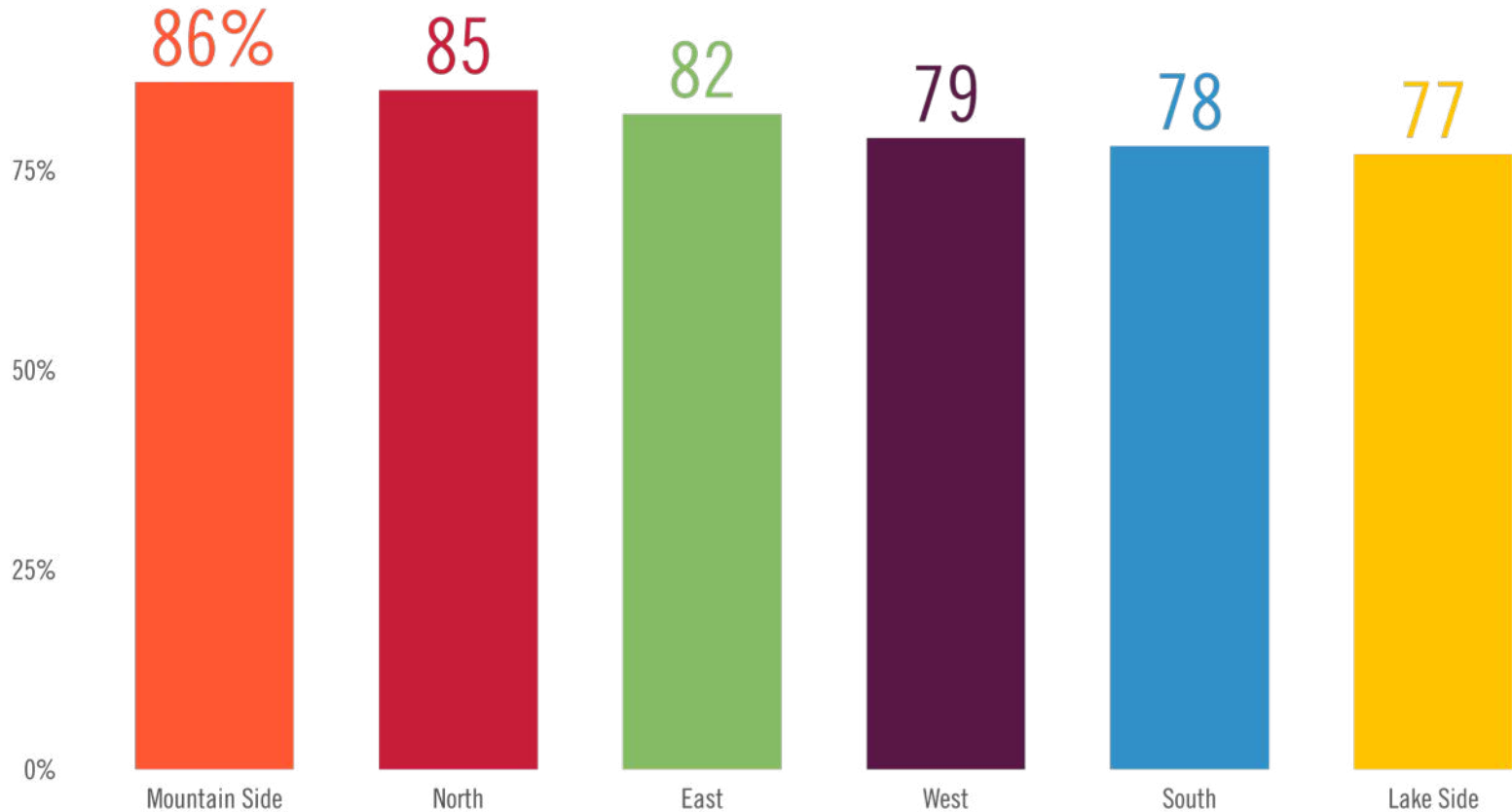


# OVERALL DIRECTION BY REGION

Over 75% of respondents from all regions feel that the City is moving in the right direction with over 80% in the East, North, and Mountain Side.



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

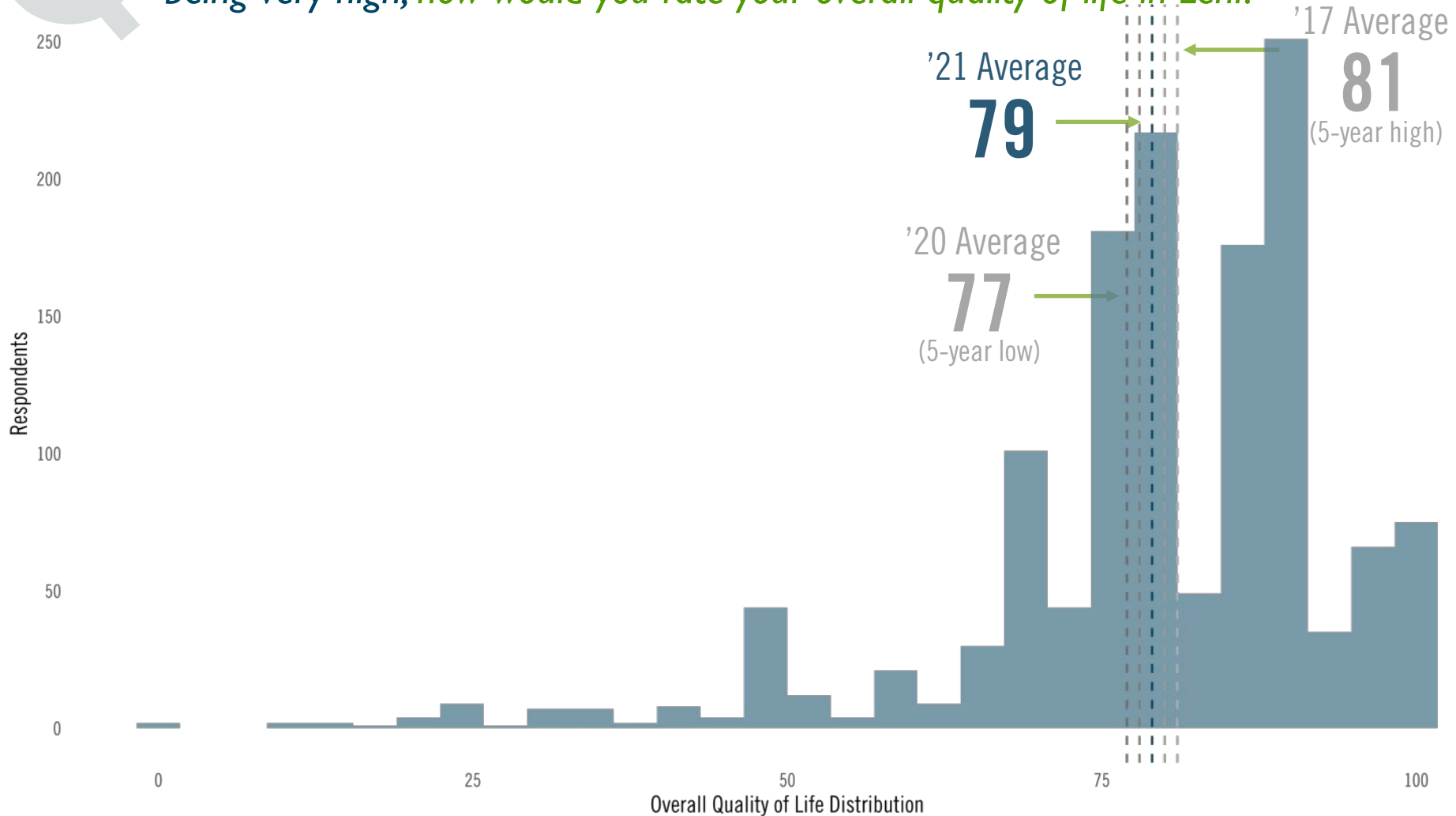


# OVERALL QUALITY OF LIFE BETTER THAN 2020

The average quality of life rating this year (79) is up slightly from 2020 (77), but still down from the high of 81 from 2017.



*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?*



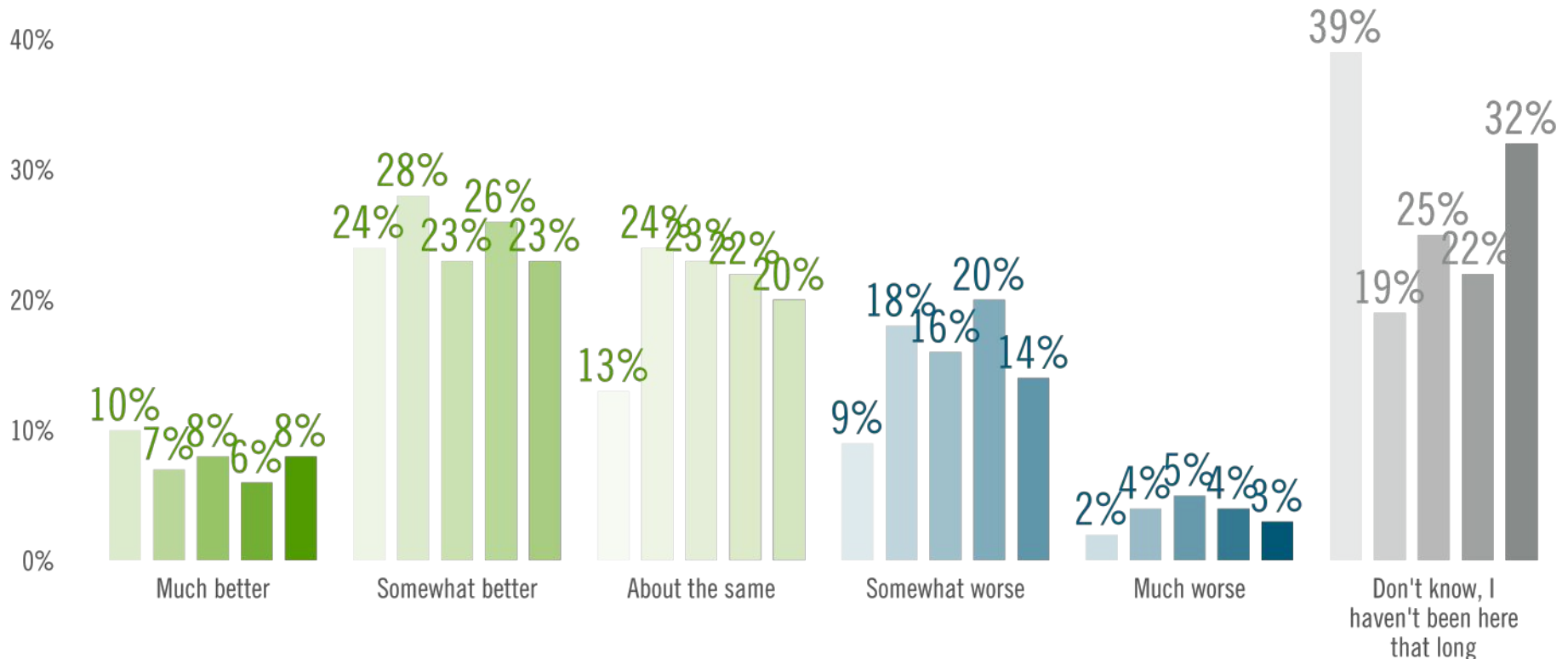
# LEHI CITY NOW AND THEN

Respondents rating the city as better or the same compared to five years ago continues to trend downward. However, 31% say Lehi is either much or somewhat better than it was five years ago. 32% of respondents are newer residents who have lived in Lehi for less than 5 years.



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

2017 2018 2019 2020 2021

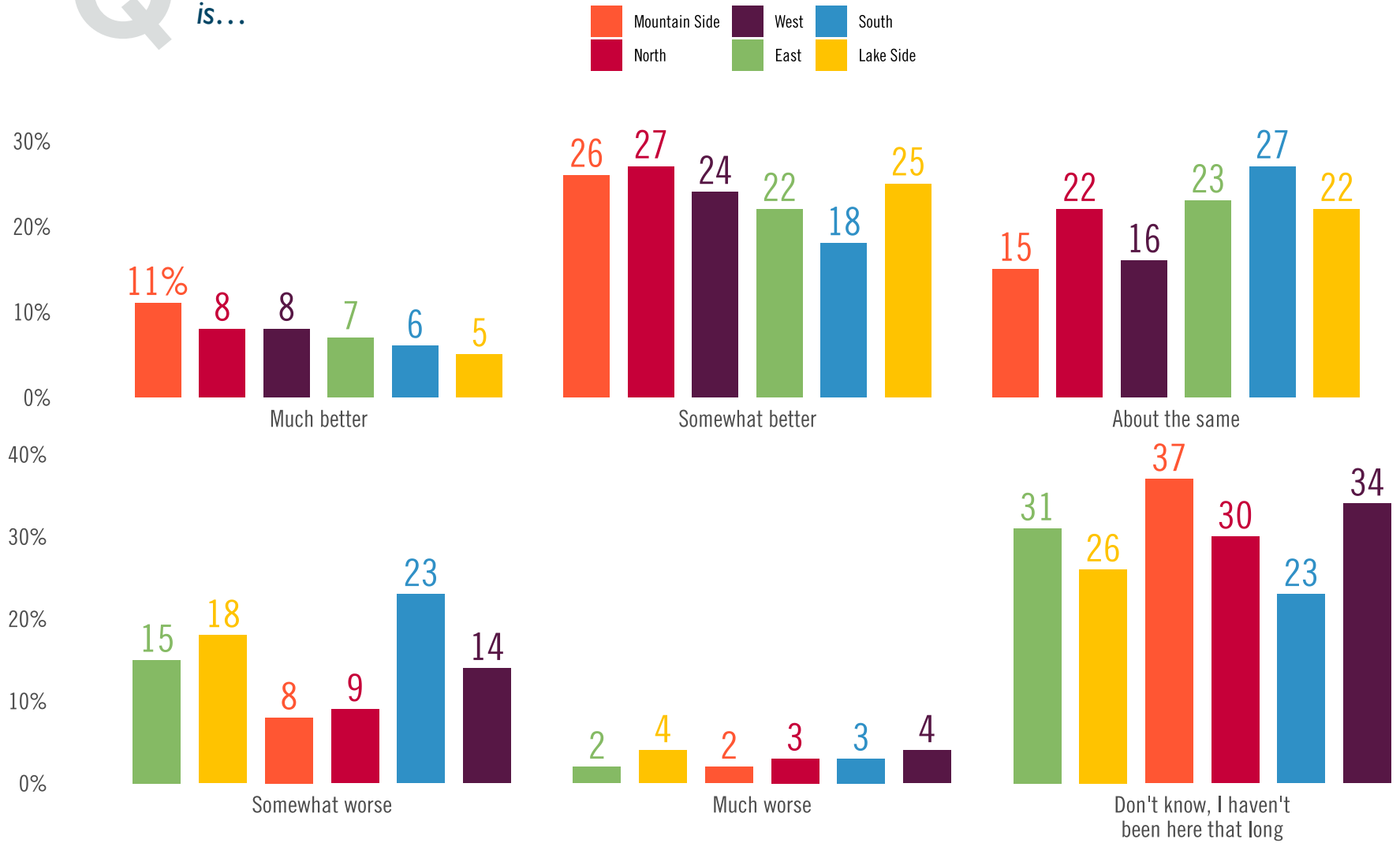


# LEHI CITY NOW AND THEN

The North, West, and Mountain Side residents are most likely to feel that the city has gotten better. Over 20% of South and Lake Side residents think that Lehi has gotten somewhat or much worse.



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

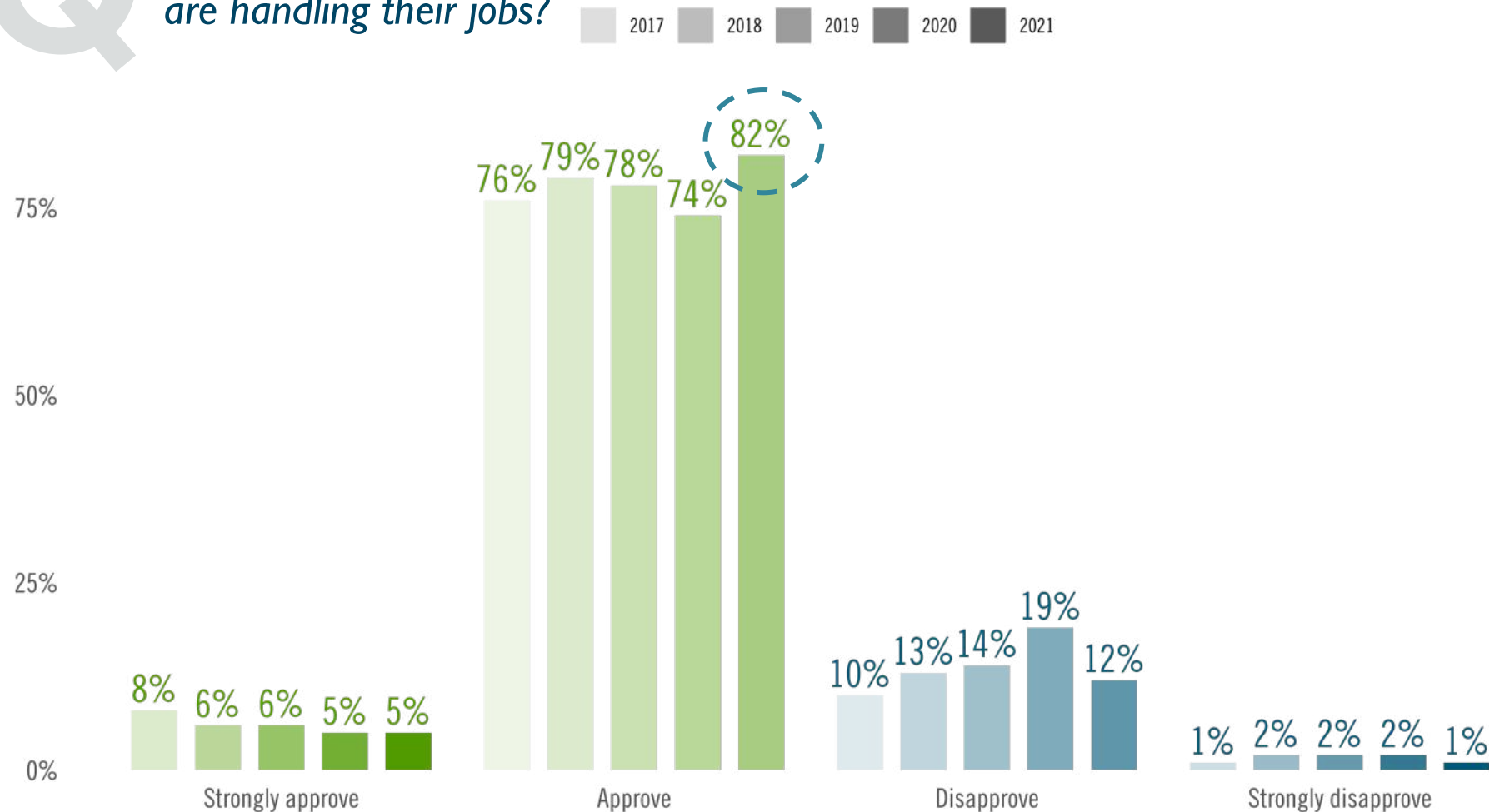


# VAST MAJORITY APPROVES OF ELECTED OFFICIALS

In total, 87% of respondents approve of Lehi's elected officials' job performance—an 8-percentage point increase from 2020.



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



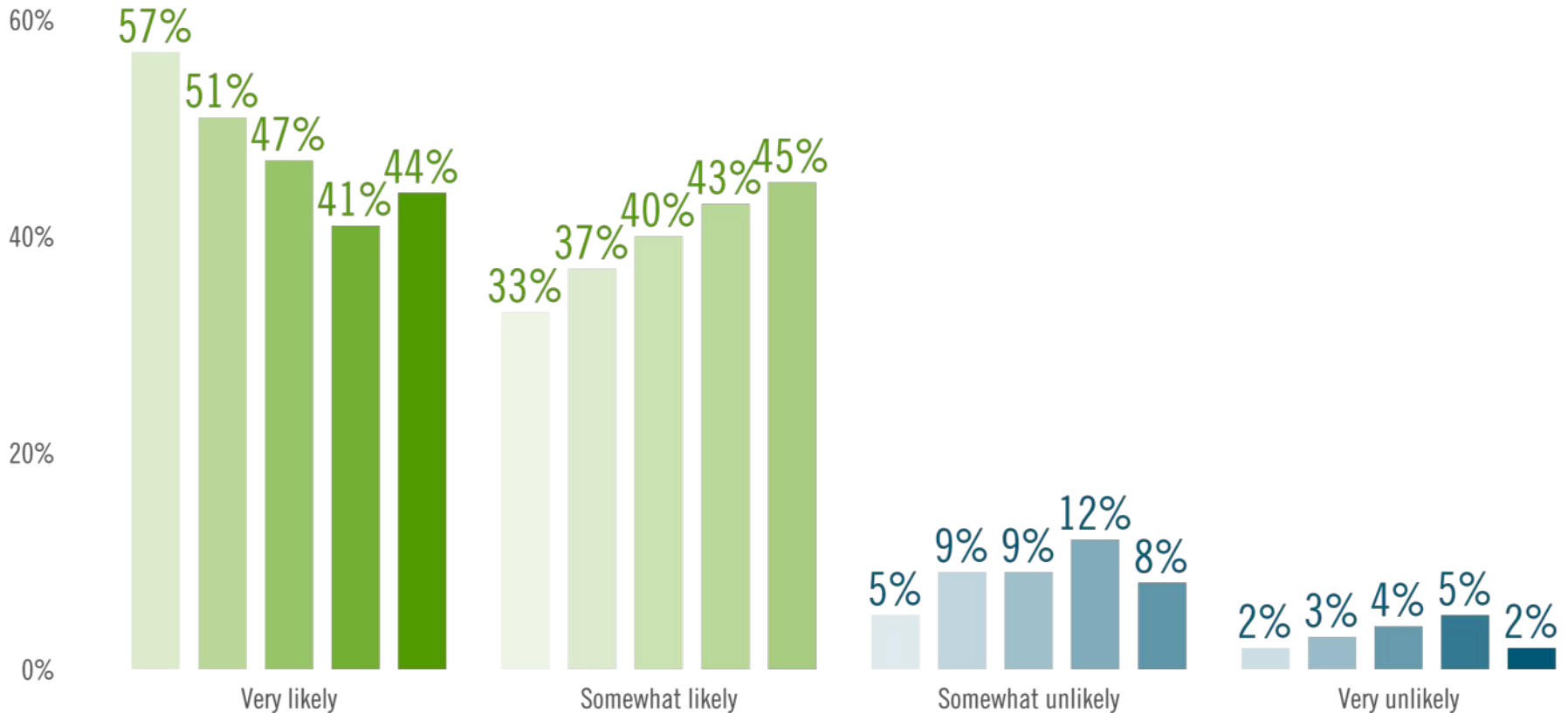
# MOST WOULD RECOMMEND LEHI AS GOOD PLACE TO LIVE

Respondents are more likely to recommend Lehi than in recent years. 89% of respondents are very or somewhat likely to recommend the City of Lehi to others while only 10% are somewhat or very unlikely.



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

2017 2018 2019 2020 2021



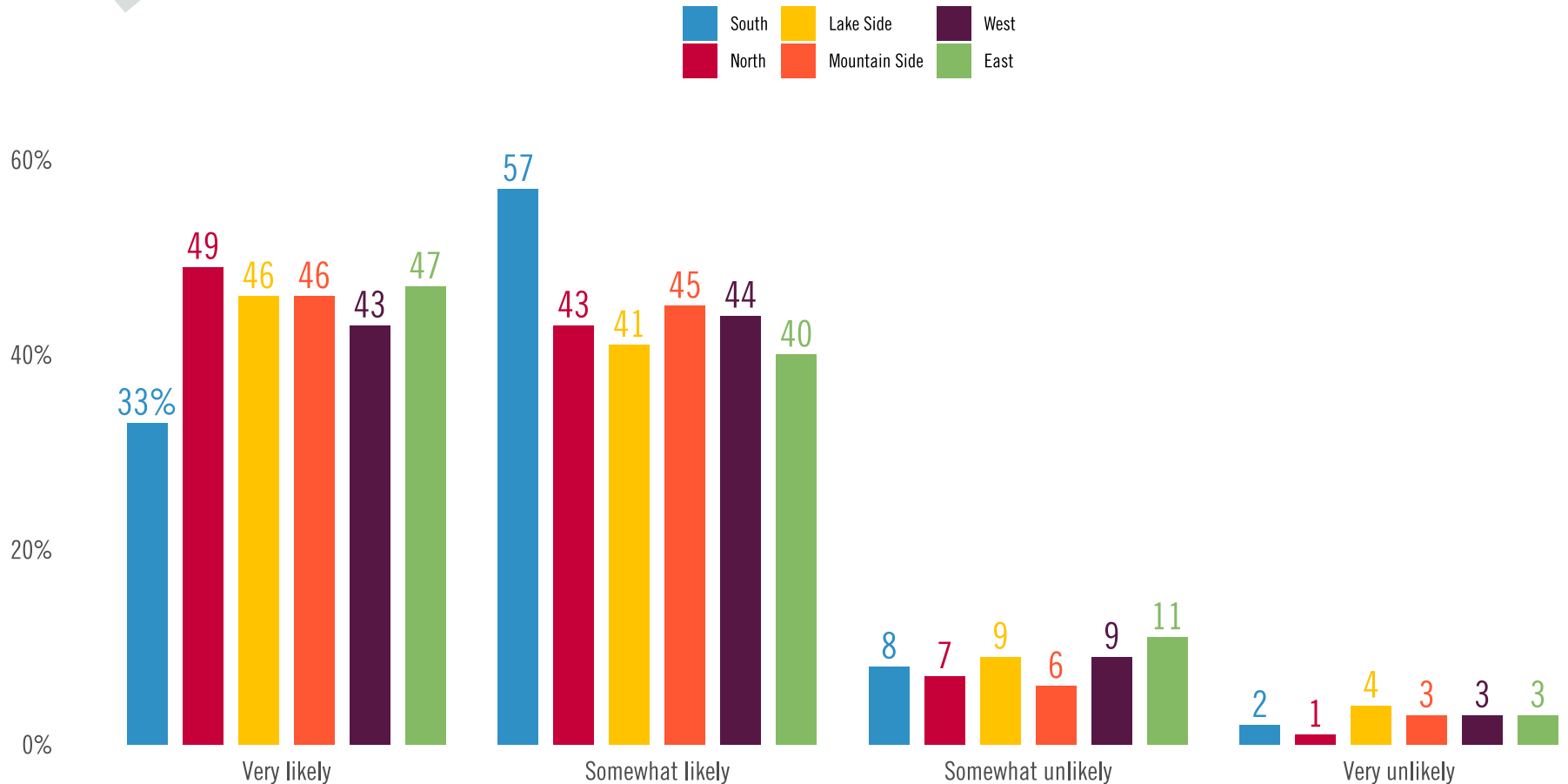


# RECOMMENDING LEHI BY REGION

Over 85% of respondents from all regions are very or somewhat likely to recommend Lehi. Over 10% of the Lake Side, West, and East residents are somewhat or very unlikely.



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

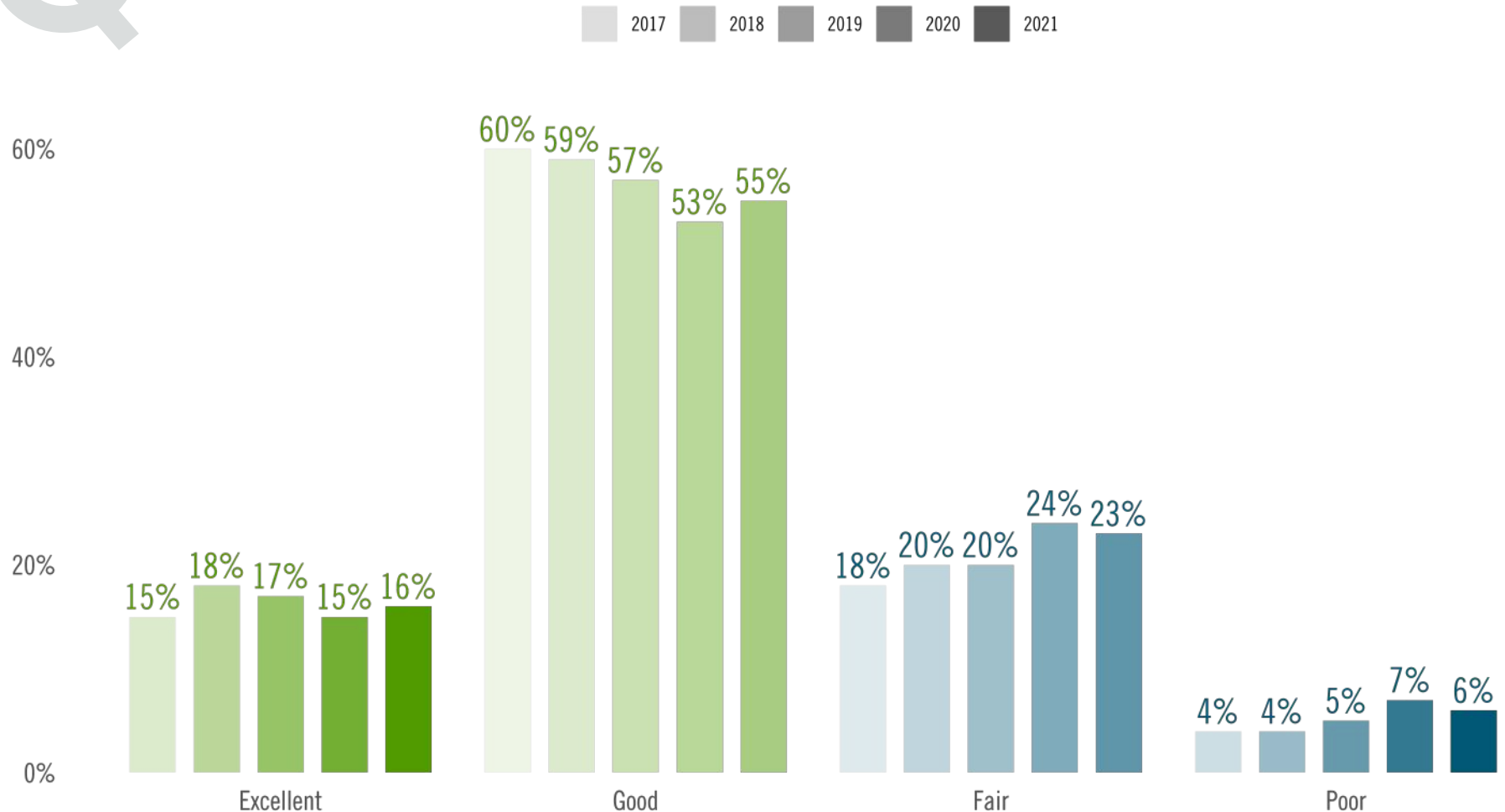


# MOST RESIDENTS RECEIVE GOOD VALUE FOR TAX DOLLARS

Consistent with results from previous years, a majority of residents are pleased with the value of their tax dollar with 16% giving an excellent rating and only 6% giving a poor rating.



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



# WHAT BRINGS RESIDENTS TO LEHI?

Consistent with the last few year's results, work opportunities, family, and location are important factors that bring people to Lehi.



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



# HIGH MARKS FOR SAFETY, RAISING FAMILIES IN LEHI

36% of residents strongly agree that they feel safe in Lehi. Only 11% of respondents strongly agree that Lehi City staff and elected officials will be open and honest with residents.



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

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree

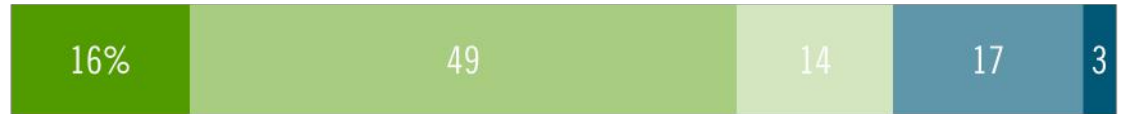
Overall, I feel safe living in Lehi



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



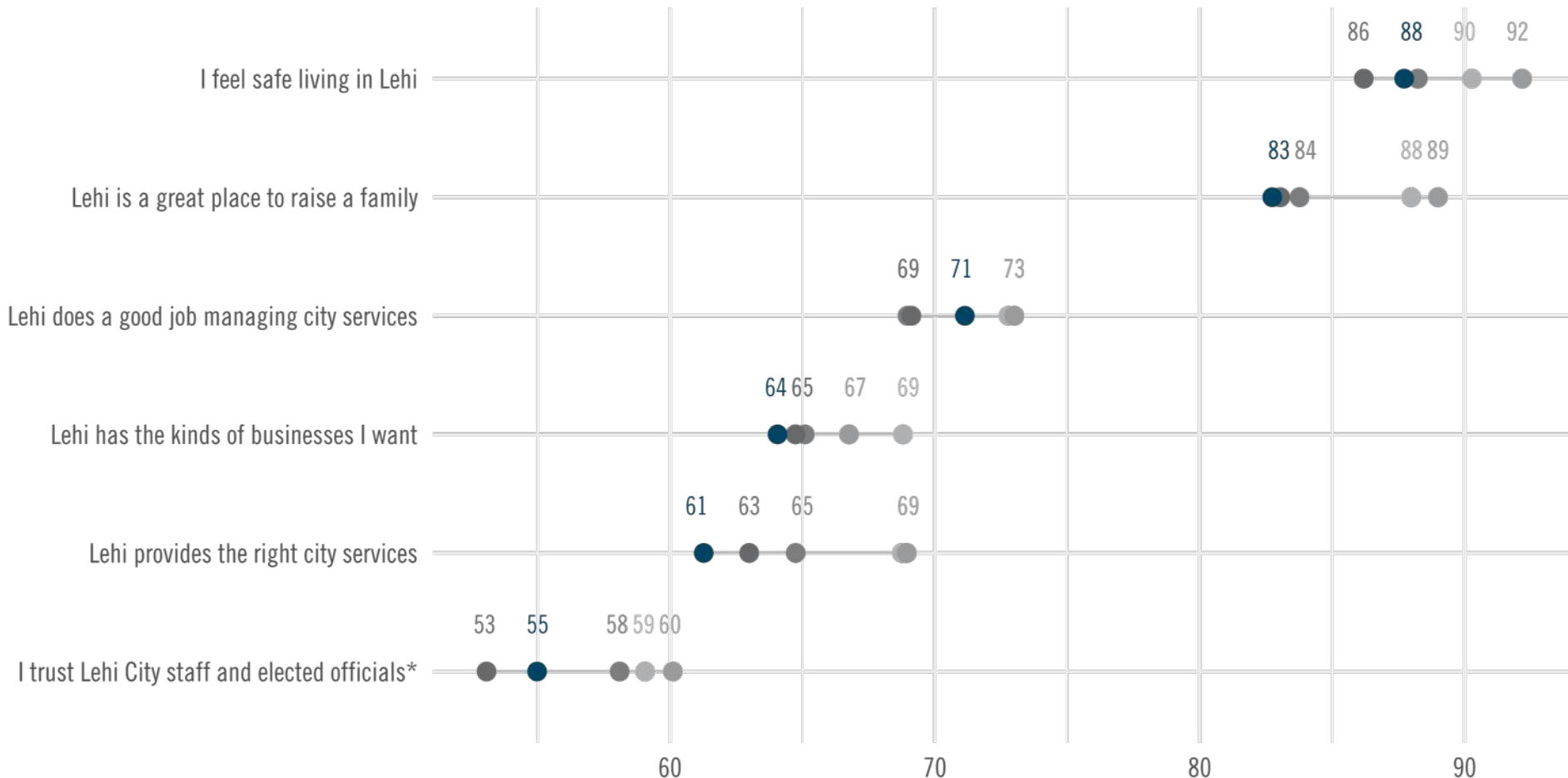
# QUALITY OF LIFE INDICATORS OVER TIME

This year there was a decrease in satisfaction with the kinds of businesses and city services offered in Lehi while other categories saw an improvement or no change.



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

Year ● 2017 ● 2018 ● 2019 ● 2020 ● 2021



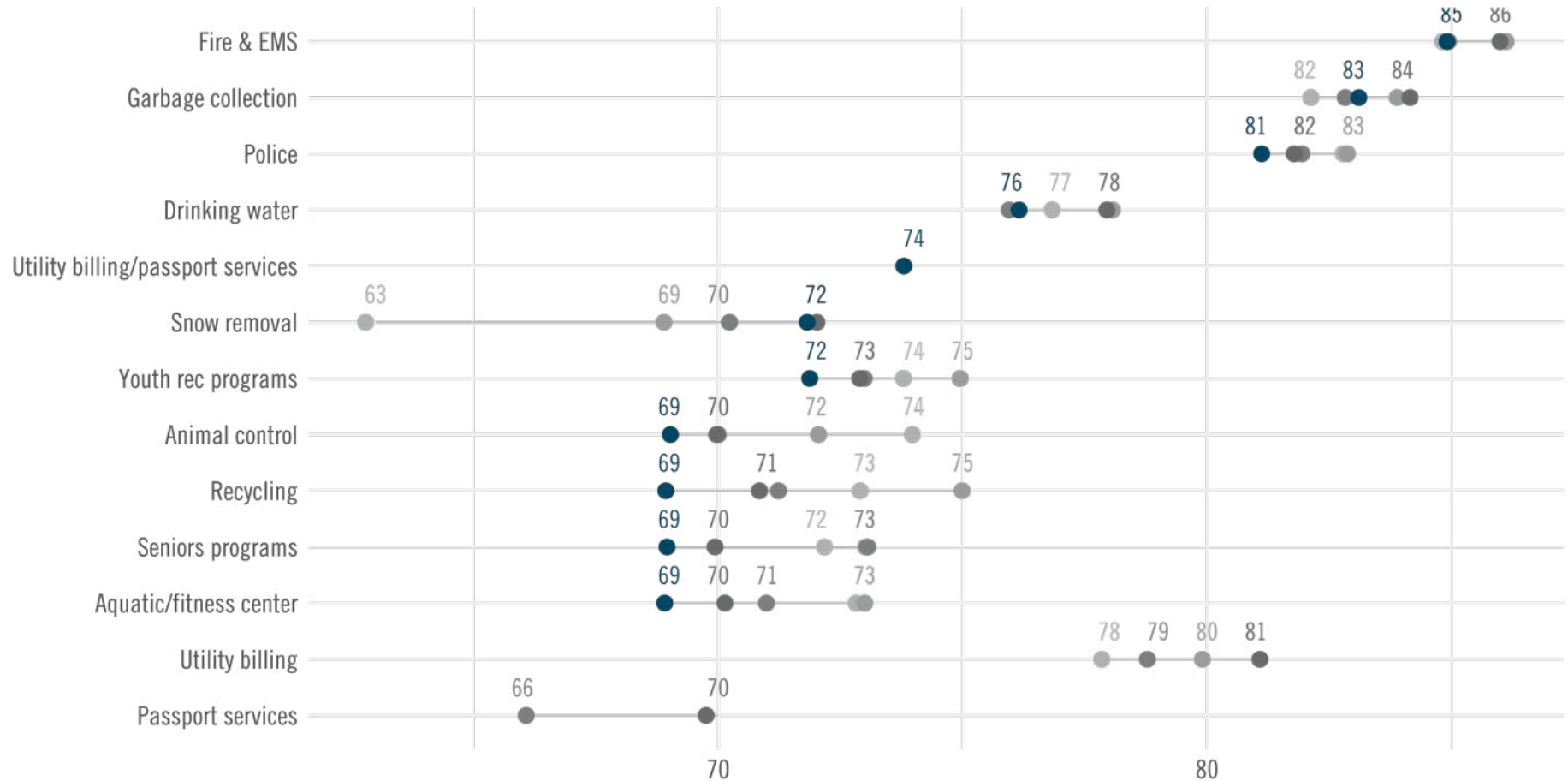
**LEHI CITY SERVICES**

# IMPROVEMENTS FOR SNOW REMOVAL, EMERGENCY PREP

While most service ratings are like past years, ratings of youth rec programs, senior programs, aquatics/fitness center, and water conservation continue downward trends.

**Q** 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.

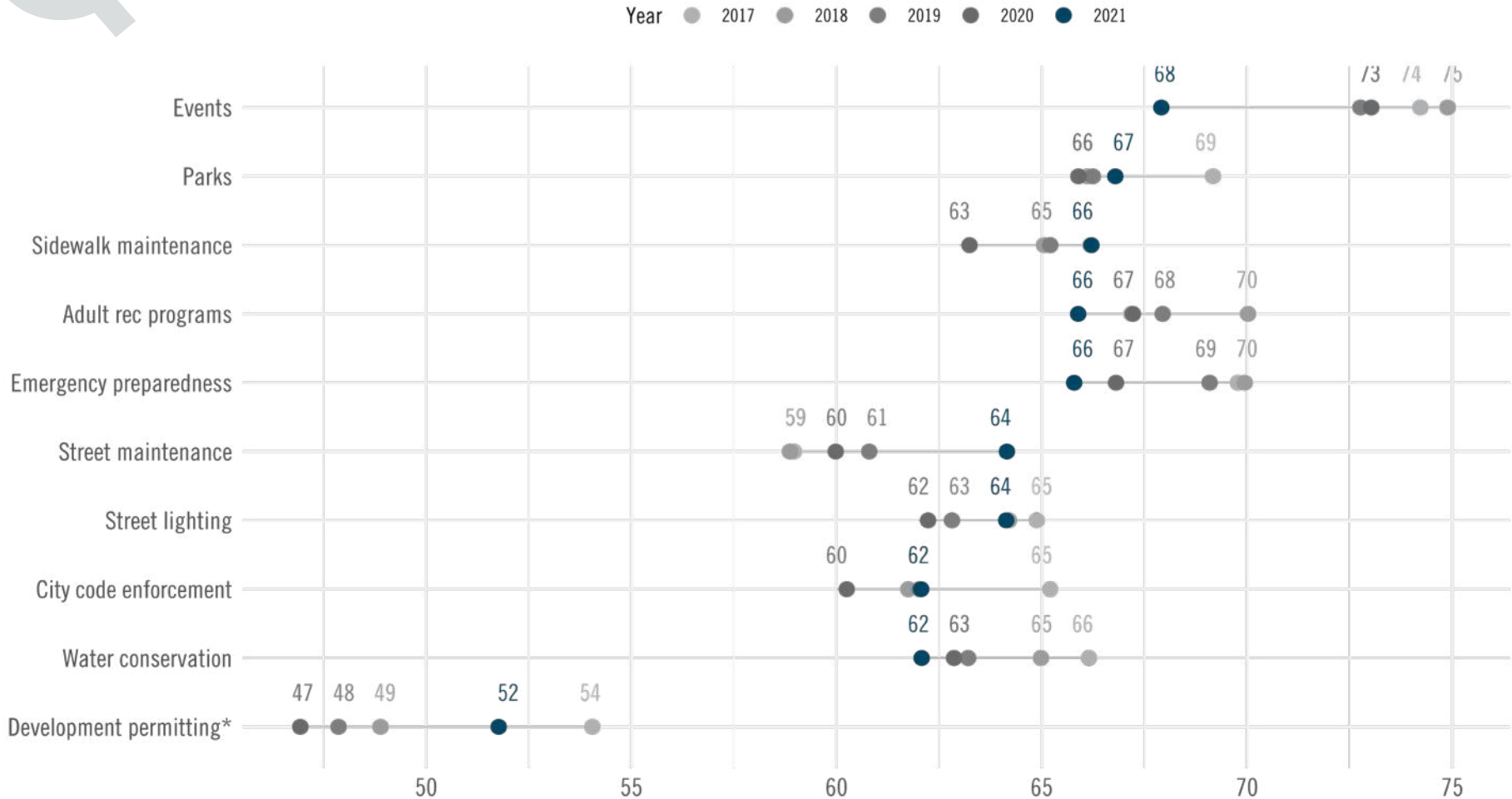
Year ● 2017 ● 2018 ● 2019 ● 2020 ● 2021



# IMPROVEMENTS FOR STREET AND SIDEWALK MAINTENANCE

Many service ratings are similar to past years, there are improvements in development permitting, street lighting, street and sidewalk maintenance.

**Q** 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.





# CITY NEWSLETTER TOP SOURCE OF CITY INFO

Residents' most common information source is the city newsletter followed by social media platforms. There was an increase for emails and a decrease for the newspaper.



*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>	<u>2021</u>
<b>CITY NEWSLETTER</b>	38%	36%	28%	33%
<b>SOCIAL MEDIA</b>	30	31	33	28
<b>EMAILS FROM THE CITY</b>	8	8	8	11
<b>CITY WEBSITE</b>	8	8	9	8
<b>NEWSPAPER</b>	8	8	11	9
<b>OTHER</b>	6	5	6	6

# MOST PREFER EMAILS FROM CITY

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 followed by the city newsletter. Social media is the next most preferred information source, but its popularity has decreased from recent years.



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

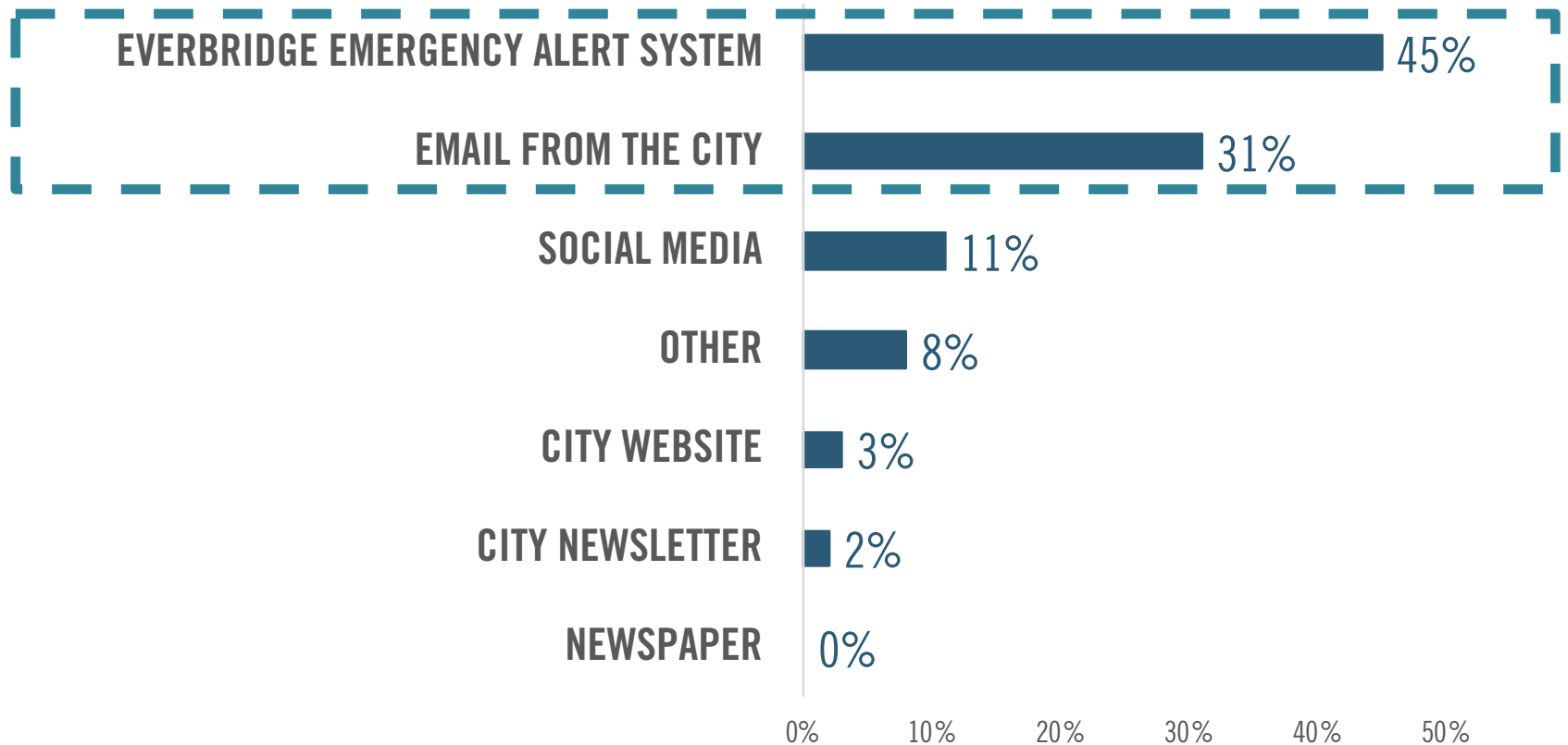
	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
EMAILS FROM THE CITY	29%	34%	33%	39%
CITY NEWSLETTER	27	24	20	23
SOCIAL MEDIA	24	23	23	19
CITY WEBSITE	10	9	9	8
NEWSPAPER	5	5	6	4
OTHER	2	2	1	2
Channel 17	0	2	2	0

# EMERGENCY COMMUNICATIONS

Residents would primarily prefer to hear from the city via the Everbridge Emergency Alert System in the event of an emergency and 1-in-3 would prefer to receive an email directly from the city in such instances.



*In future states of emergency, how would you prefer to receive most of your information from the City of Lehi?*

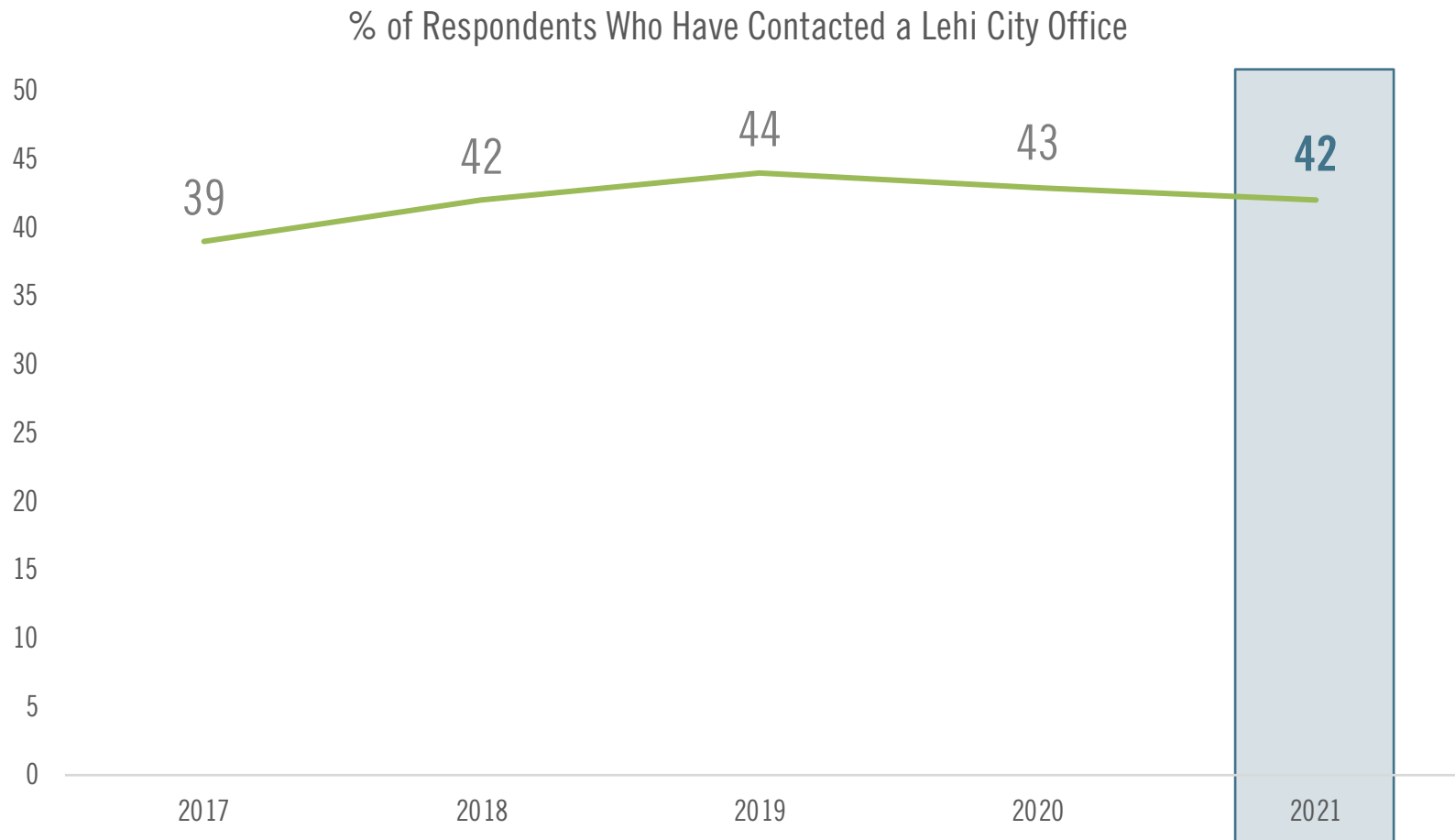


# AROUND 40% OF RESIDENTS INTERACTED WITH STAFF

42% of residents report having interacted with city staff in the past year, consistent with previous results.



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

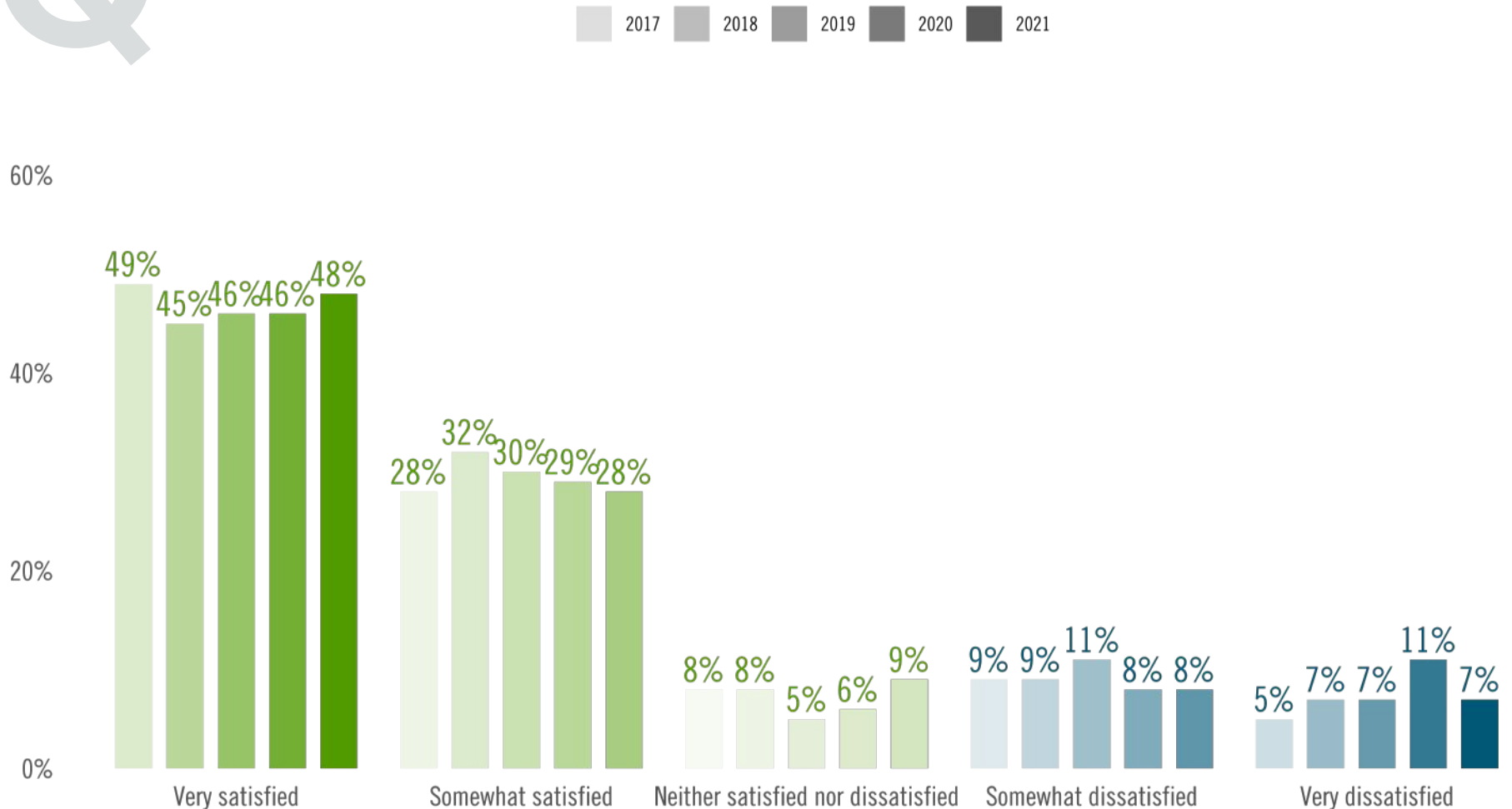


# PERSONAL EXPERIENCE WITH CITY STAFF

Among those who have contacted city offices, a large majority of residents were satisfied with the responses they received. Respondents reporting that they were very dissatisfied with their interaction have returned to previous levels after last year's spike in dissatisfaction.



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

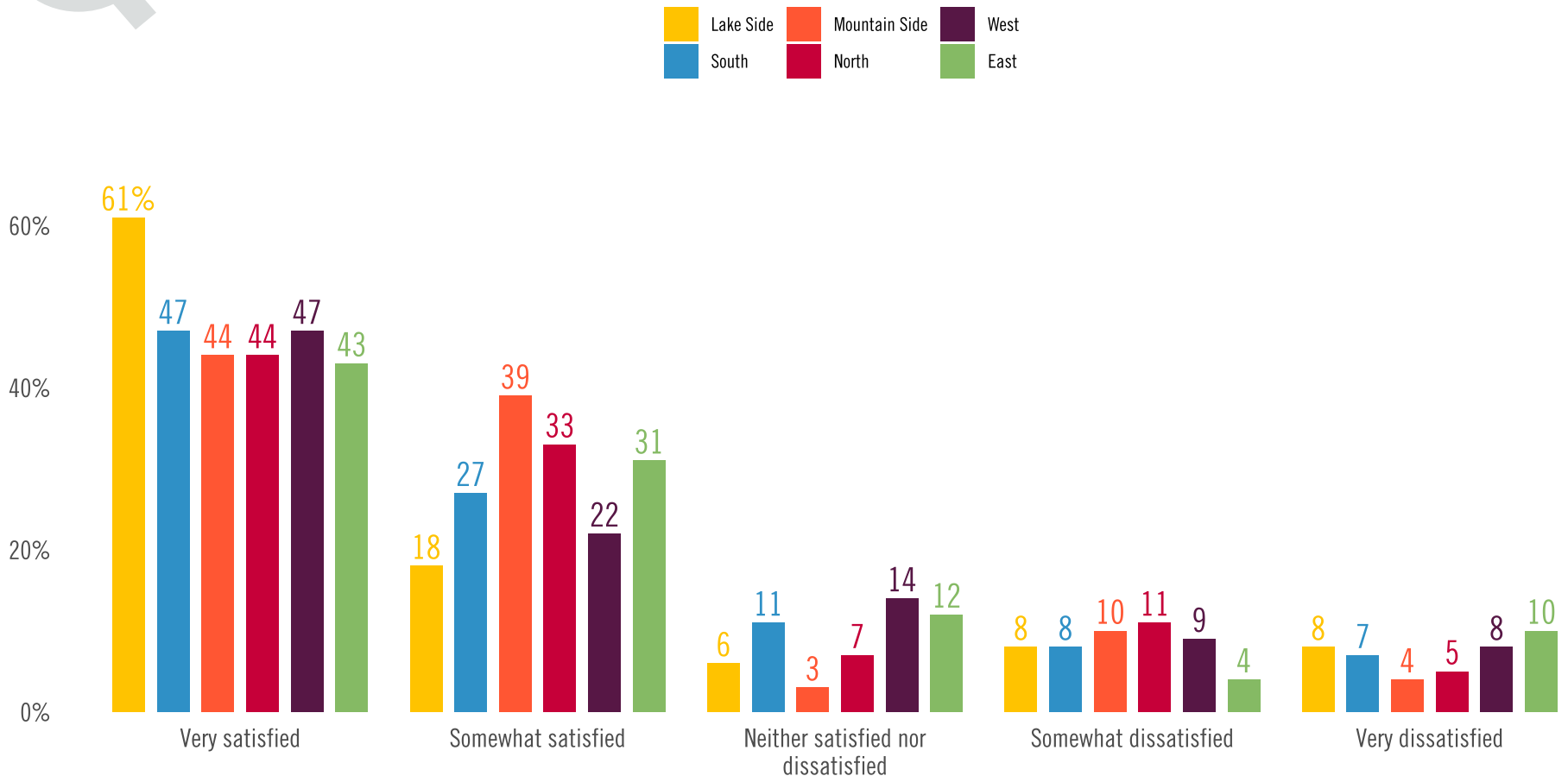


# LAKE SIDE RESIDENTS MOST SATISFIED WITH CITY STAFF

A vast majority of respondents who had contact with city staff were satisfied. 61% of Lake Side residents were very satisfied while 10% of East residents were very dissatisfied.



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





Kyrene Gibb, Partner & VP of Research

Quin Monson, Ph.D., Founding Partner

[y2analytics.com](http://y2analytics.com) | 801.406.7877