Sandy City General Plan Update Survey
Phase II – Questionnaire Draft
June 2023

Intro/Screeners Block

intro	Thank you for responding to our survey about city priorities in Sandy. Your time and opinions are greatly valued. Please note that your participation is voluntary and that all your answers will remain strictly confidential. The survey takes less than 10 minutes to complete. If you exit the survey before completion, you will be able to resume it at a later time. To begin the survey, click on the forward arrow button below. During the survey you can use the navigation button on the bottom of the screen to advance questions. If during the survey you do not see the button, scroll down until you see it.

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s_qualify   Do you currently live in Sandy?

- Yes
- No [TERMINATE]

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n_yearborn   Please enter the year that you were born.

[TEXT ENTRY] [TERMINATE IF >2004]

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n_overall   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 Sandy?

[SLIDER FROM 0 – 100)

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oe_likemost   In just a few words, what do you like most about living in Sandy?

[TEXT ENTRY]

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s_howlong   How long have you lived in Sandy?

- Less than 5 years
- 5-10 years
- 11-15 years
- 16-20 years
- 21-25 years
- 26-30 years
- 31-35 years
- 36-40 years
- More than 40 years

VALUES AND CONCERNS BLOCK

m_values	Which of the following are high priorities for you regarding Sandy City? Please select your top three priorities. [RANDOMIZE OPTIONS] - Growth - Economic stability - Personal/Physical safety - Community culture/traditions - Look & feel/appearance - Recreation opportunities (i.e., sports programs & facilities) - Entertainment & leisure activities - Businesses & shopping options - Water conservation - Traffic and roads - Open space preservation - Public transit - Canyon access - Sense of belonging - Other, please specify: [ANCHOR, TEXT ENTRY]
r_values	Of the values that you selected, please rank them in order of importance to you (1 = Most important). [CARRY FORWARD SELECTED OPTIONS FROM M_VALUES]
oe_values	In just a few sentences, please explain why [PIPE IN NUMBER 1 CHOICE FROM R_VALUES] is your highest priority. [TEXT ENTRY]
m_affect_values	What aspects of your quality of life does [PIPE IN NUMBER 1 CHOICE FROM R_VALUES] affect? - Safety/Security - Convenience/Accessibility - Happiness - Finances/Money - Family relations - Friend/Neighbor relations - Work/Job - Health - Other, please specify: [ANCHOR, TEXT ENTRY]

m_concerns	Which of the following are your top concerns regarding Sandy City? Please select your top three concerns. [RANDOMIZE OPTIONS] • Traffic • Growth • Housing • State regulations • Affordability • Air quality/pollution • Crime • Road quality • Water use/quality • Taxes • Open space/trails • Other, please specify: [ANCHOR, TEXT ENTRY]
r_concerns	Of the concerns that you selected, please rank them in order of concern to you (1 = Most concerning). [CARRY FORWARD SELECTED OPTIONS FROM M_CONCERNS]
oe_concerns	In just a few sentences, please explain why [PIPE IN NUMBER 1 CHOICE FROM R_CONCERNS] is your highest concern. [TEXT ENTRY]
m_affect_concerns	What aspects of your quality of life does [PIPE IN NUMBER 1 CHOICE FROM R_CONCERNS] affect? • Safety/Security • Convenience/Accessibility • Happiness • Finances/Money • Family relations • Friend/Neighbor relations • Work/Job • Health • Other, please specify: [ANCHOR, TEXT ENTRY]

NEIGHBORHOOD SENTIMENTS & SWOT ANALYSIS BLOCK

oe_neighborhood_like   In just a few sentences, please explain what it is you like about your neighborhood (i.e., the area within about a mile of your home).

[TEXT ENTRY]

oe_neighborhood_change In just a few sentences, please explain what you would change about your neighborhood (i.e., the area within about a mile of your home).

[TEXT ENTRY]

s_importance   How important to your overall quality of life are each of the following aspects of your neighborhood?
[RANDOMIZE OPTIONS]
- Restaurant and dining options
- Public transit access
- A mix of housing types (single and multi-family)
- Grocery store options
- Retail/outlet store options
- Gas station and convenience store options
- Parks, open spaces, and recreation opportunities
- Walkability
- Atmosphere & appearance (look & feel)
- Safety
- Traffic flow
- Street and road conditions
- Sense of belonging
- Trees and landscaping
  [FLIP SCALE]
  - Very important
  - Somewhat important
  - Not very important
  - Not at all important

| s_rate_aspects | How would you rate each of the following aspects of your neighborhood? [RANDOMIZE OPTIONS] |

How would you rate each of the following aspects of your neighborhood?
[RANDOMIZE OPTIONS]
- Restaurant and dining options
- Public transit access
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- Gas station and convenience store options
- Parks, open spaces, and recreation opportunities
- Walkability
- Atmosphere & appearance (look & feel)
- Safety
- Traffic flow
- Street and road conditions
- Sense of belonging
- Trees and landscaping

[FLIP SCALE]
- Excellent
- Good
- Average
- Needs improvement

PRIORITIES

s_prperf

The City of Sandy has identified a few goal areas or general priorities to focus on as it seeks to make improvements for the city and its residents. How would you rate the Sandy's performance in each of the following **city priorities**? (RANDOMIZE STATEMENTS)
- Recreation and open space
- Transportation and roads
- Economic development
- Housing
- Neighborhood character
- Environmental stewardship

[FLIP SCALE]
- Excellent
- Good
- Average
- Needs improvement

md_primpact	Of the following **city priorities**, which is the most important to your quality of life? Which is the least?

MOST	Recreation and open space	LEAST
	Transportation and infrastructure	
	Economic development	
	Housing	
	Neighborhood character	
	Environmental stewardship	

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n_allocate

Imagine that you had $100 to allocate to the various aspects of city services that affect your quality of life in the City of Sandy. How would you allocate that $100 across the various options? You may spend the $100 on one option or spread it amongst the options, but the end total spent must equal $100.

[RANDOMIZE, FORM FIELD]
- Preservation of additional natural open space
- Improvements and repairs of existing recreation and active open space opportunities (parks, trails, fields, etc.)
- New recreation and active open space opportunities (parks, trails, fields, etc.)
- Improved access to public transportation (buses, trains, etc.)
- Roads/car transportation infrastructure (new roads/road connections, wider roads, etc.)
- Increased active transportation (walking and biking routes, etc.)
- Incentives for new businesses
- Revitalization of existing business and economic sectors
- Mixed-use development to create urban centers including housing and commercial space
- New neighborhood amenities (parks, trailheads, lighting, etc.)
- Neighborhood maintenance and repairs
- Increased affordable housing options
- Crime reduction/prevention
- Water conservation
- Increased alternative energy use (wind, solar, etc.)
- Increased trees/vegetation
- Hillside protection (wildfire, fault lines, landslide, etc.)
- Additional senior housing
- Increased all-abilities access to buildings and facilities

HOUSING TRADEOFF BLOCK

housing_intro	Next you will see a series of questions about housing in the City of Sandy. For the purposes of the following questions, **high-density housing** is defined as apartments and/or condominiums, typically three stories or more. **Medium-density housing** is defined as townhomes, twin homes, small-lot single family, and/or multi-unit lots, generally not more than two stories.

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s_state_req	The State requires cities like Sandy to proactively increase the availability of affordable housing within their boundaries. In order to do that, cities must select strategies from a list provided by the State. Below is a summarized list of those strategies. If you had to choose, which three of the following strategies would you recommend the City implement? *Please select three total strategies.* [RANDOMIZE OPTIONS] - Promote medium to high density housing options near transit stations and commercial centers (around Sandy's downtown area, between Trax and I-15) - Encourage medium density infill or redevelopment in mixed-use/commercial areas along major roadways - Reduce developer costs, such as city fees or parking requirements, for new affordable housing developments - Allow for accessory dwelling units (basement apartments, guesthouses, etc.) in existing residential areas - Provide and/or subsidize for infrastructure or land for affordable housing development - City involvement in the construction of housing for seniors and/or public service employees (teachers, first responders, etc.) - Administer and/or subsidize programs that would prevent the loss of existing affordable housing - Pursue state or federal funding to finance additional affordable housing - Utilize state programs to generate funds for affordable housing

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s_support_options   Below are a series of potential new housing developments the City of Sandy could consider, each including a housing type and an area where those housing units might be located. For each of the following scenarios, please indicate the extent to which you would support or oppose the City of Sandy promoting this type of housing development.

- Apartments or condominiums in the downtown area near transit stations
- Townhomes adjacent to or incorporated in significant commercial areas
- Medium-density single family along major roadways
- Accessory dwelling units (basement apartments, detached guesthouses, etc.) scattered throughout existing residential areas

- o Strongly support
- o Somewhat support
- o Neither support nor oppose
- o Somewhat oppose
- o Strongly oppose

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tradeoff_intro   The City has to consider different sets of options and tradeoffs when planning and setting policy to regulate future development. Thinking about the features you would like to see in Sandy, please select the option that best represents your preference in each of the following scenarios. Even if neither option perfectly represents your views, please select the one that comes closest to your preference.

s_tradeoff_1   Currently, the developments surrounding Sandy's significant transportation corridors (e.g., State Street, 10600 South, 11400 South, etc.) are comprised primarily of commercial and retail space.

When it comes to future development opportunities along Sandy's major transit corridors, would you prefer to see more emphasis on multifamily or other attainable housing options with convenient access to transportation routes or maintain the current emphasis on commercial and retail space in these areas, limiting residential access to transportation routes?

- o More emphasis on multifamily or other attainable housing options with convenient access to transit routes
- o Maintain the current emphasis on commercial and retail space in these areas, limiting residential access to transit routes

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s_tradeoff_2a   While much of the Wasatch Front is growing, the population in Sandy is currently declining. This leads to a reduction in the funding the state provides to the City. As such, attracting new residents to the City is an important step toward maintaining a high quality of life and city services in Sandy.

Typically, allowing for a mix of housing types provides increased opportunity for younger residents and future generations who would like to live in the City.

When it comes to housing options in Sandy, would you prefer that the City allow the development of a broader mix of housing types and sizes to provide opportunities for future generations or young, aspiring Sandy residents or limit further housing development and maintain the current housing stock in the City with fewer opportunities for future generations or young, aspiring Sandy residents?

[RANDOMIZE OPTIONS]
- Allow for more housing developments of varying types and sizes with more opportunities for future generations or young, aspiring Sandy residents to live in the City
- Limit further housing development to maintain the current housing stock with fewer opportunities for future generations or young, aspiring Sandy residents to live in the City

s_tradeoff_2b   While much of the Wasatch Front is growing, the population in Sandy is currently declining. This leads to a reduction in the funding the state provides to the City. As such, attracting new residents to the City is an important step toward maintaining a high quality of life and city services in Sandy.

Typically, allowing for a mix of housing types provides increased opportunity for residents of various socioeconomic backgrounds to live in the City.

When it comes to housing options in Sandy, would you prefer that the City allow the development of a broader mix of housing types and sizes to provide opportunities for residents of different socioeconomic backgrounds or limit further housing development and maintain the current housing stock in the City with fewer opportunities for residents of different socioeconomic backgrounds?

[RANDOMIZE OPTIONS]
- Allow for more housing developments of varying types and sizes with more opportunities for residents of different socioeconomic backgrounds to live in the City

- Limit further housing development to maintain the current housing stock with fewer opportunities for residents of different socioeconomic backgrounds to live in the City

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s_tradeoff_3

Sandy City, like all cities, needs a healthy mix of tax revenue to continue to provide necessary services. Business and commercial developments generate several types of tax revenue, including property tax, business tax, sales tax, and payroll tax. Residential developments generate property tax revenue and provide housing to meet market demands and allow for city growth.

When it comes to future developments in Sandy, would you rather see the City maintain existing commercial areas that generate business and property tax revenue for the City, or allow for residential development in those current commercial areas, which will generate only property tax revenue for the City.

[RANDOMIZE OPTIONS]
- Maintain existing commercial spaces that generate business and property tax for the City
- Allow for residential development in current commercial areas, generating property tax revenue

Demographic Block

demo_intro   And now just a few more questions that will help us categorize responses.

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s_sex   Which of the following best describes how you think of yourself?

Male
Female
In another way, specify if you wish:

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s_ownrent   Which of the following best describes your current living situation?

Own or buying my own home
Rent my home
Live with parents, relatives, or otherwise rent-free
Other

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m_race   Are you… Please select all that apply.

American Indian / Native American
Asian
Black / African American
Hispanic / Latino
White / Caucasian
Pacific Islander
Other, please specify: [TEXT ENTRY]

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s_income   What do you expect your 2023 family income to be?

Under $25,000
$25,000 – 39,999
$40,000 – 49,999
$50,000 – 74,999
$75,000 – 99,999
$100,000 – 124,999
$125,000 – 149,999
$150,000 or more
Prefer not to state

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oe_comments   Thank you for completing the survey. If you have any comments about this survey or Sandy City in general, please enter them here.
[TEXT ENTRY]