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SANDY CITY GENERAL PLAN

SUMMER 2023 PUBLIC OPINION RESEARCH

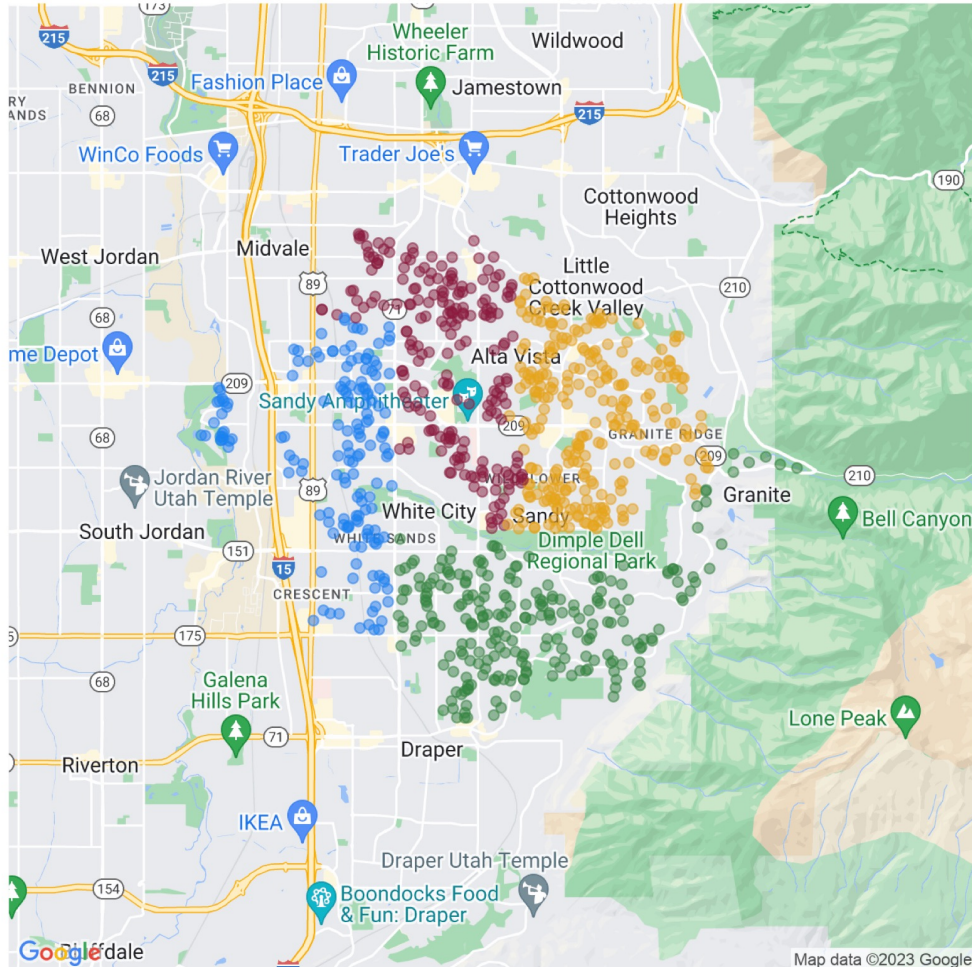


1. Sandy residents report the City's proximity to the mountains, convenient access to businesses and amenities, and the clean, safe neighborhoods as particularly positive aspects of the community.
2. Physical safety, open space preservation, and managing road infrastructure and traffic flow throughout the City are top priorities for at least a third of residents. Physical safety is considered the *number one* priority for nearly half of residents.
3. Considering their top priorities, residents express satisfaction with the safety and open space/rec opportunities provided by Sandy City. They are less satisfied, however, with road conditions and traffic flow in the city. This is true both of Sandy as a whole and in their individual neighborhoods, indicating an important area for future improvement.
4. Taxes and affordability continue to be a major area of concern for residents. Residents consider the tax revenue and economic development brought in by Sandy's commercial areas as a boon to the city. As such, many are hesitant to disrupt the cash flow by adding residential housing to the mix.
5. With that said, when considering options for providing affordable housing, the options that garner the most support are promoting high density housing near transit stations and commercial areas and easing restrictions on accessory dwelling units.

KEY FINDINGS TO REMEMBER

SURVEY METHODOLOGY

MODE, SAMPLE SIZE, & MARGIN OF ERROR



Survey invitations were sent via **email and text message** to a previously recruited citywide resident panel.

Responses were collected from **July 8-August 2, 2023**.

In total, **755 residents** responded to this panel survey, resulting in a margin of error of approximately **+/- 3.60 percentage points**.

Responses were weighted to reflect the demographic composition of the city as a whole. Responses have also been geocoded into City Council Districts to allow for geographic analysis of attitudes and behaviors.

S.W.O.T. ANALYSIS



STRENGTHS

- Well-maintained
- Community feel
- Convenient location
- Parks, shopping, & recreation



WEAKNESSES

- Street safety & traffic control
- Not enough sidewalks
- Homeowner yard maintenance



OPPORTUNITIES

- Improve sense of safety (especially on roadways)
- Water conservation
- Overall look & feel



THREATS

- Not enough affordable housing
- Taxes
- Growth & traffic

CONVERGING HOUSING PRIORITIES

Residents high interest in traffic, roads, and growth coincides with their interest in affordability and taxes. This suggests that it may be important to maintain a diverse tax base, revitalize commercial areas, and incorporate residential development in areas that have easy access to transit & commercial areas.

Top concerns:

Traffic, Roads, Growth

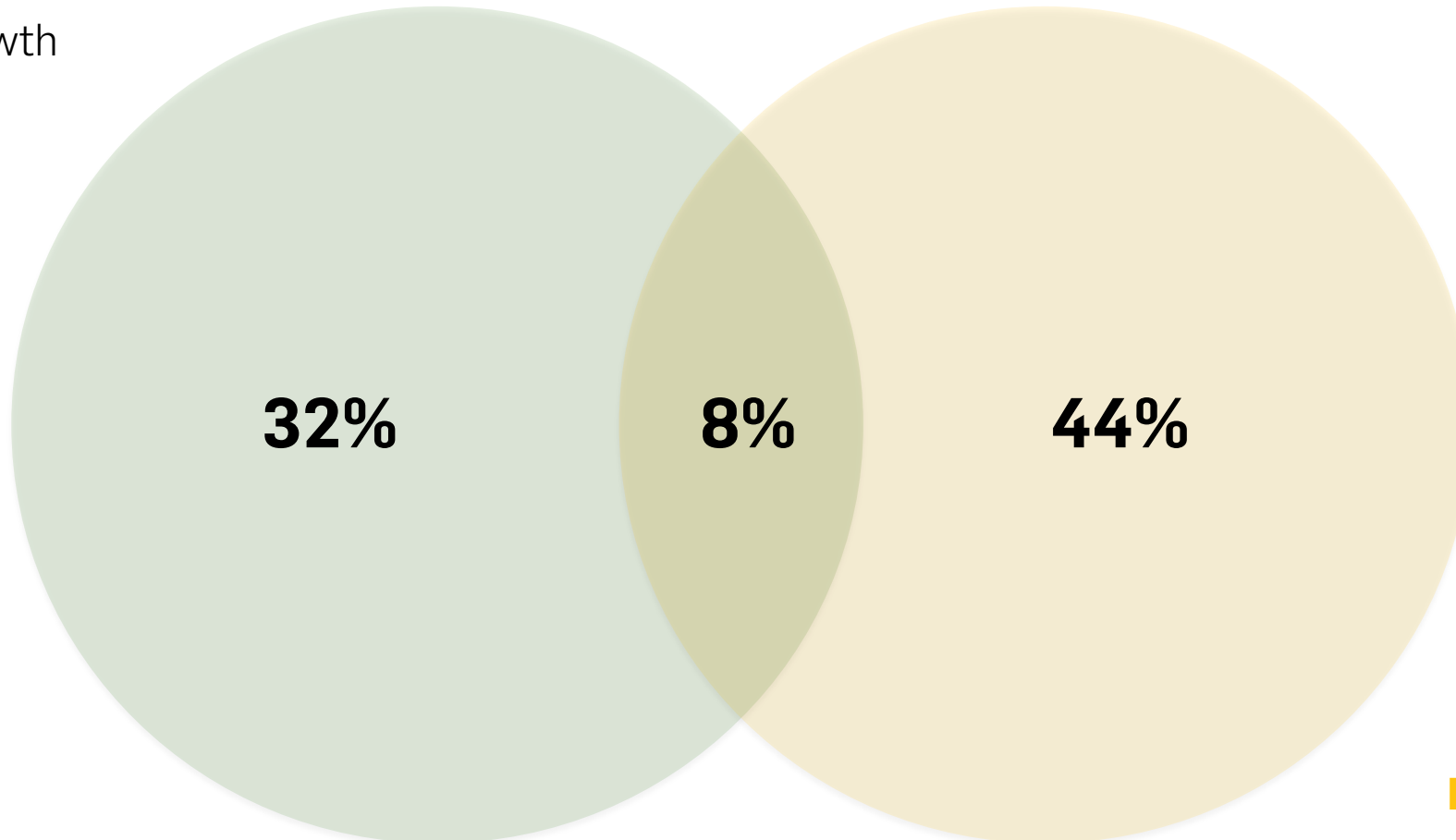


40%

of all respondents



Prioritize housing near transit



Top concerns:

Affordability, taxes



52%

of all respondents



Prioritize maintaining commercial tax revenue

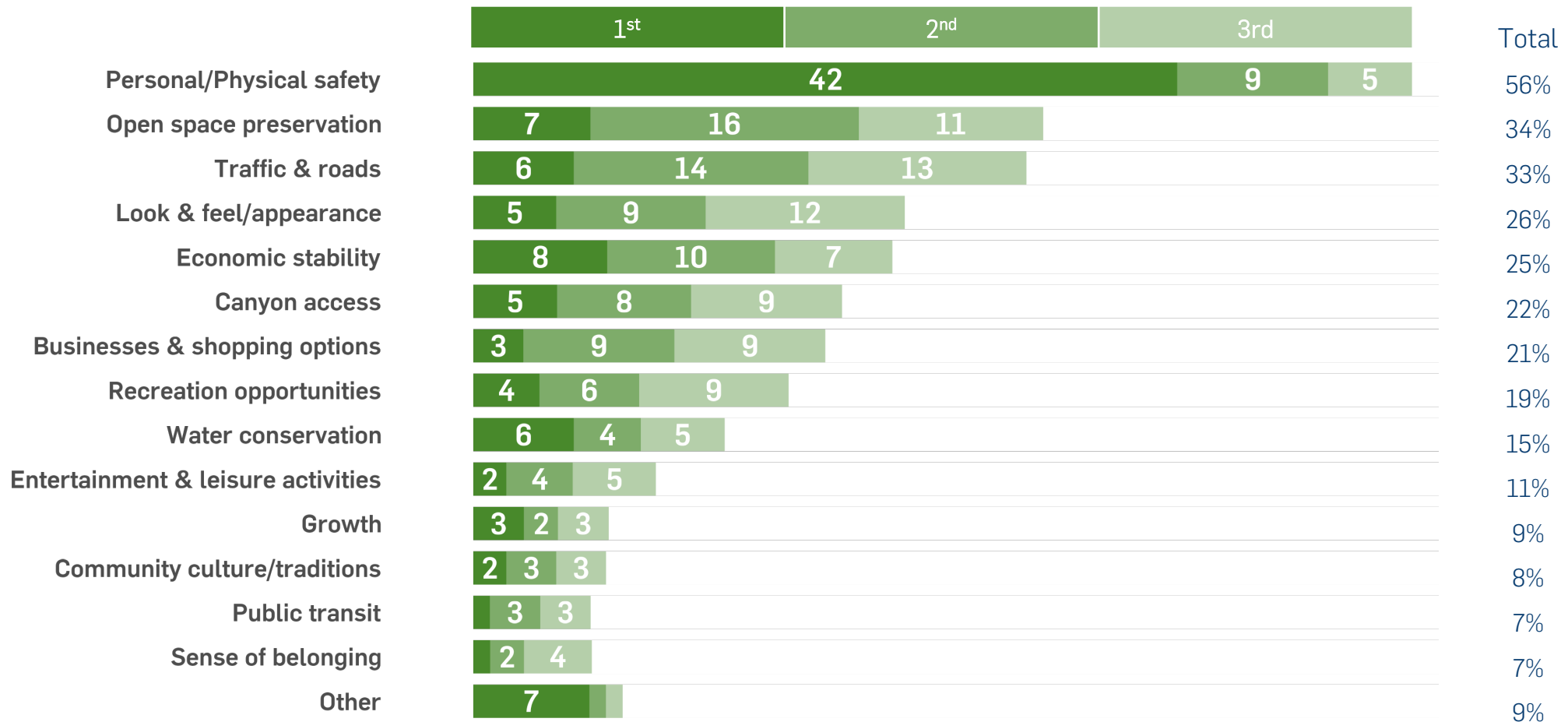
VALUES AND CONCERNS

RESIDENTS PRIORITIZE SAFETY

Over half of residents identify personal/physical safety as being among their highest priorities, with most ranking it as their *top* priority. Traffic & roads and open space preservation are also considered top priorities. Public transit, community culture, and sense of belonging rank lowest among resident priorities.



Which of the following are *high priorities* for you regarding Sandy City? Please select your top three priorities. Of the values that you selected, please rank them in order of importance to you (1 = Most important).

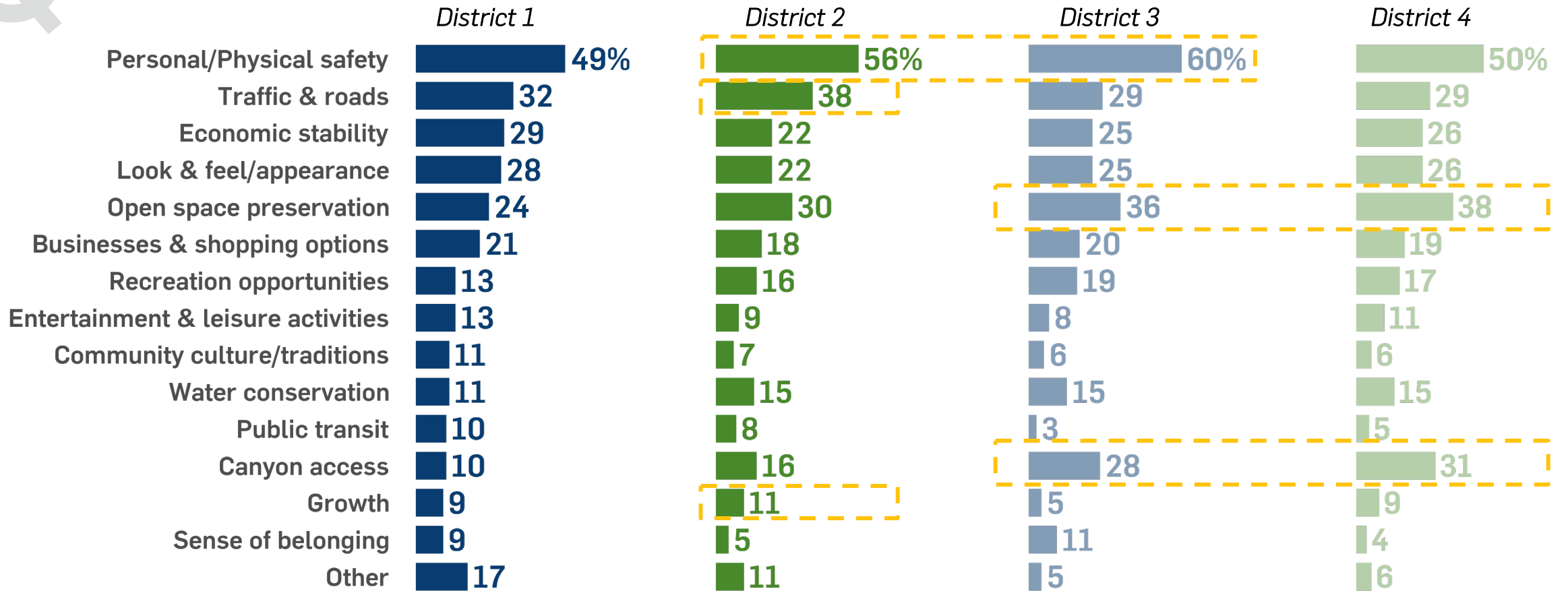


Of the values that you selected, please rank them in order of importance to you (1 = Most important). (n = 567)

SAFETY REMAINS TOP PRIORITY ACROSS DISTRICTS

Priority rankings are similar across districts. Personal/physical safety is identified as a top priority across all districts but ranks especially high in Districts 3 and 4. Traffic and roads is especially important to District 2 residents, while canyon access is especially important in Districts 3 & 4.

Q Which of the following are high priorities for you regarding Sandy City? Please select your top top three.



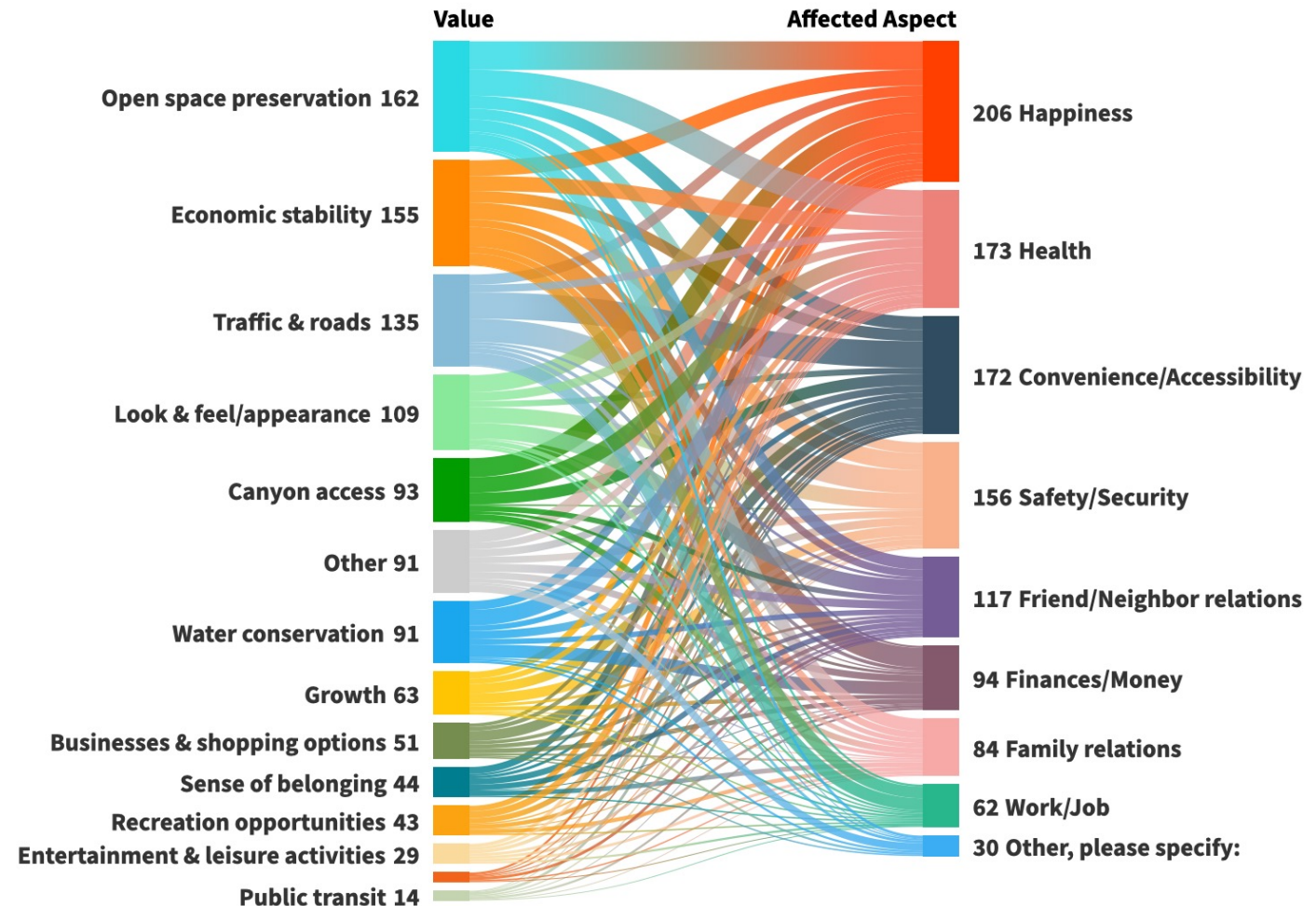
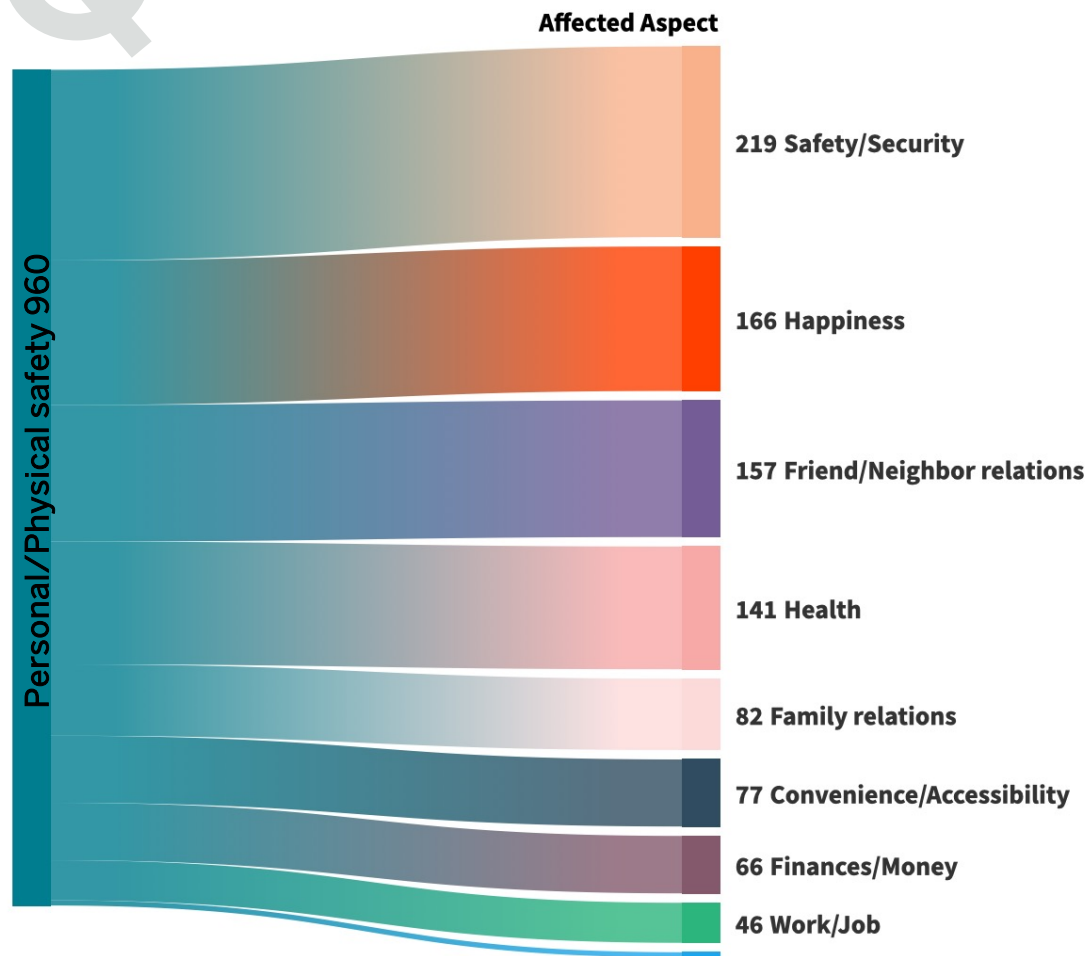
HIGH POTENTIAL TO IMPACT HAPPINESS, HEALTH, & ACCESSIBILITY

For an interactive version of the safety diagram (left), visit <https://public.flourish.studio/visualisation/14794856/>

For an interactive version of the value mapping diagram (right), visit <https://public.flourish.studio/visualisation/14794583/>



What aspects of your quality of life does [highest ranked priority] affect? Please select all that apply.



Of the values that you selected, please rank them in order of importance to you (1 = Most important). (n = 567)

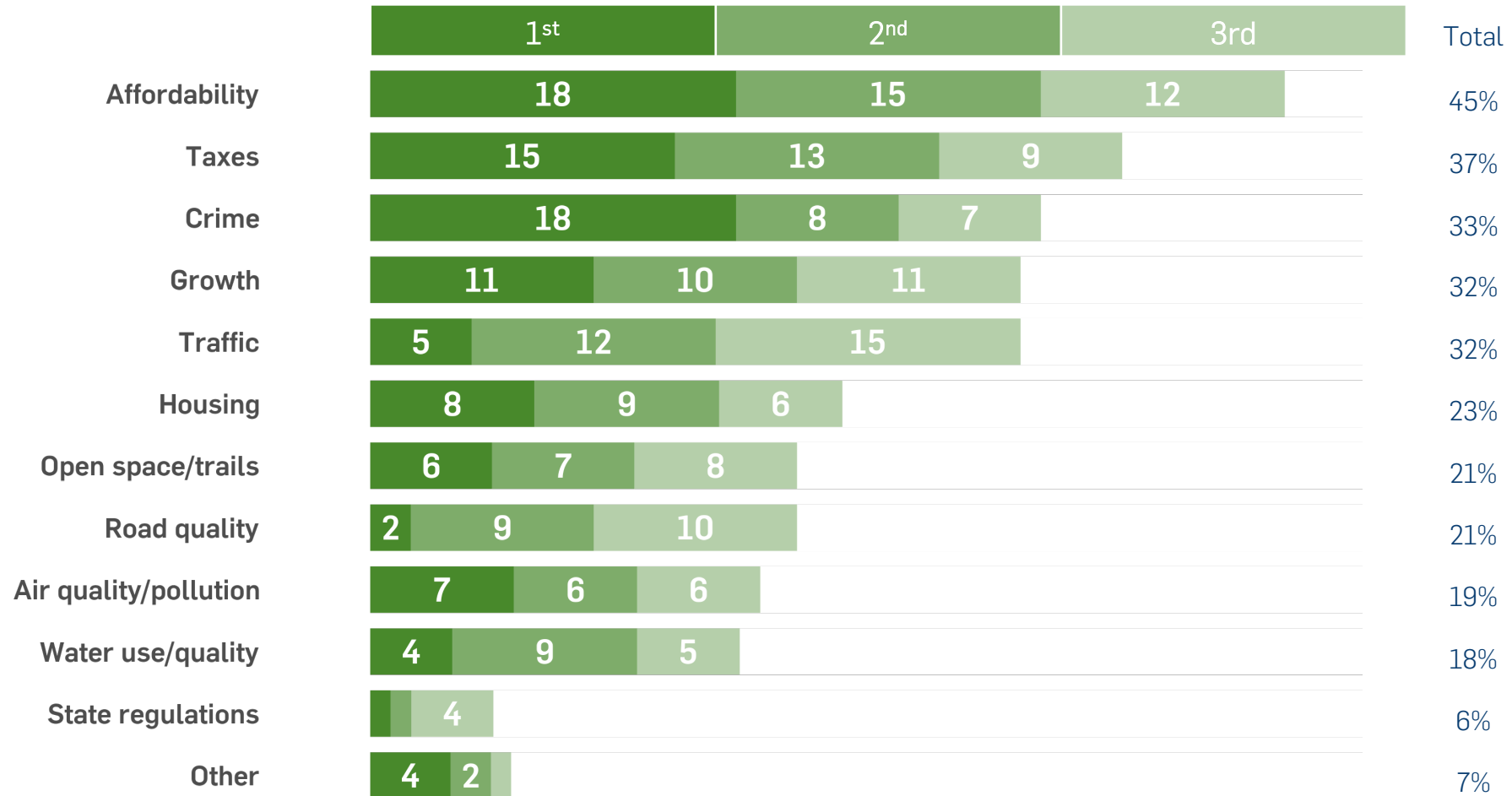
What aspects of your quality of life does [highest ranked priority] affect? Please select all that apply. (n = 716)

RESIDENTS CONCERNED ABOUT AFFORDABILITY

When asked about their top concerns for Sandy City, affordability, taxes, and crime are each selected by at least 1-in-3 residents. Traffic and growth also rank among top concerns for residents while state regulations ranks as the lowest concern.



Of the concerns that you selected, please rank them in order of concern to you (1 = Most concerning).



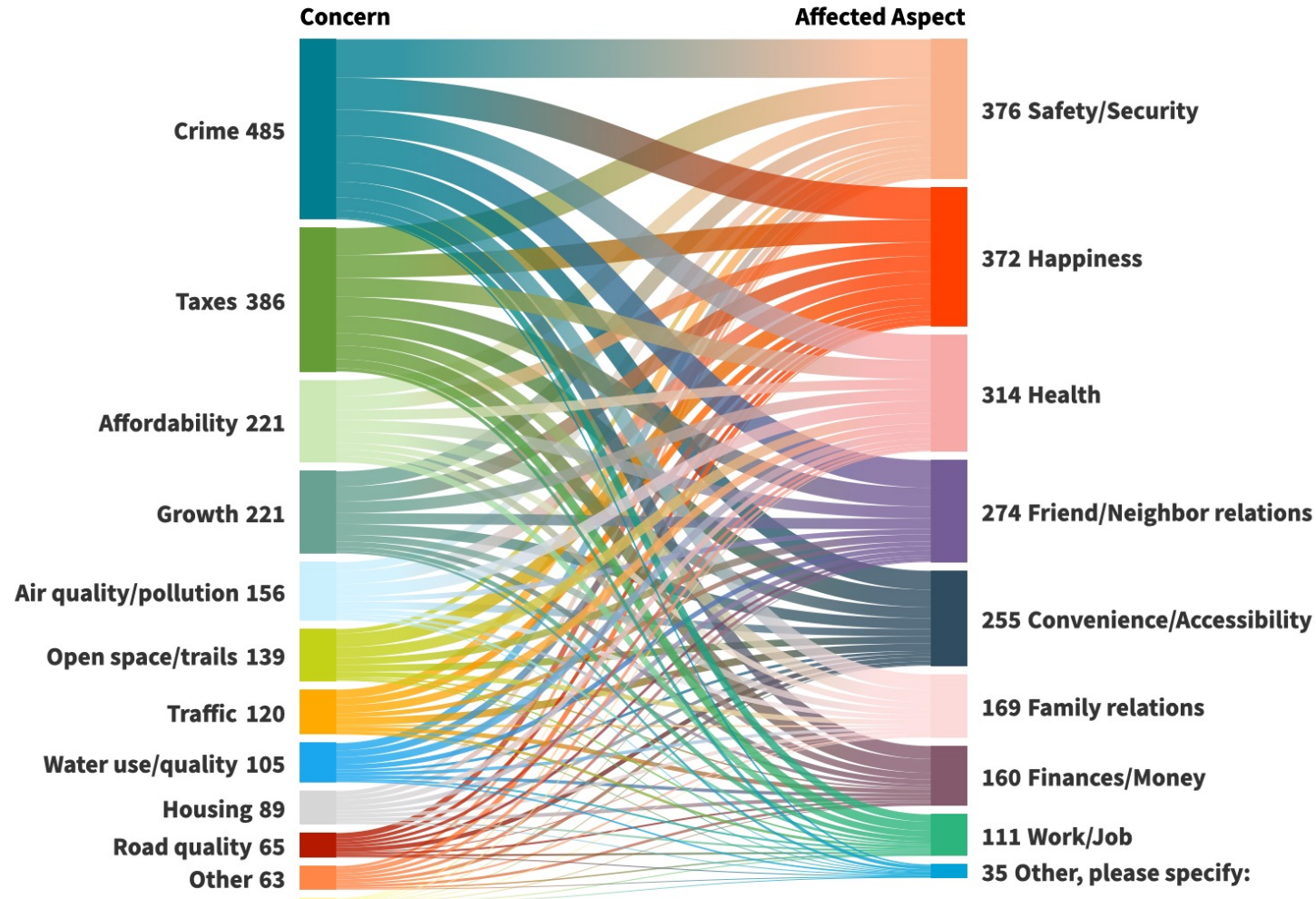
Of the concerns that you selected, please rank them in order of concern to you (1 = Most concerning). (n = 561)

CRIME, TAX CONCERNS HAVE FARTHEST REACHING IMPLICATIONS

For an interactive version of the concerns mapping diagram (below), visit <https://public.flourish.studio/visualisation/14794944/>



What aspects of your quality of life does [highest ranked concern] affect? Please select all that apply.



Of the concerns that you selected, please rank them in order of concern to you (1 = Most concerning). (n = 561)

What aspects of your quality of life does [highest ranked concern] affect? Please select all that apply. (n = 659)

PRIORITIES

SANDY PERFORMS BEST IN RECREATION WITH ROOM TO IMPROVE HOUSING, TRANSPORT, AND ENVIROMENTAL STEWARDSHIP

A majority (70%) of respondents rate Sandy's performance in recreation and open space as good or excellent. Transportation and roads, environmental stewardship, and housing need the most improvement, according to residents.



How would you rate Sandy's performance in each of the following city priorities?



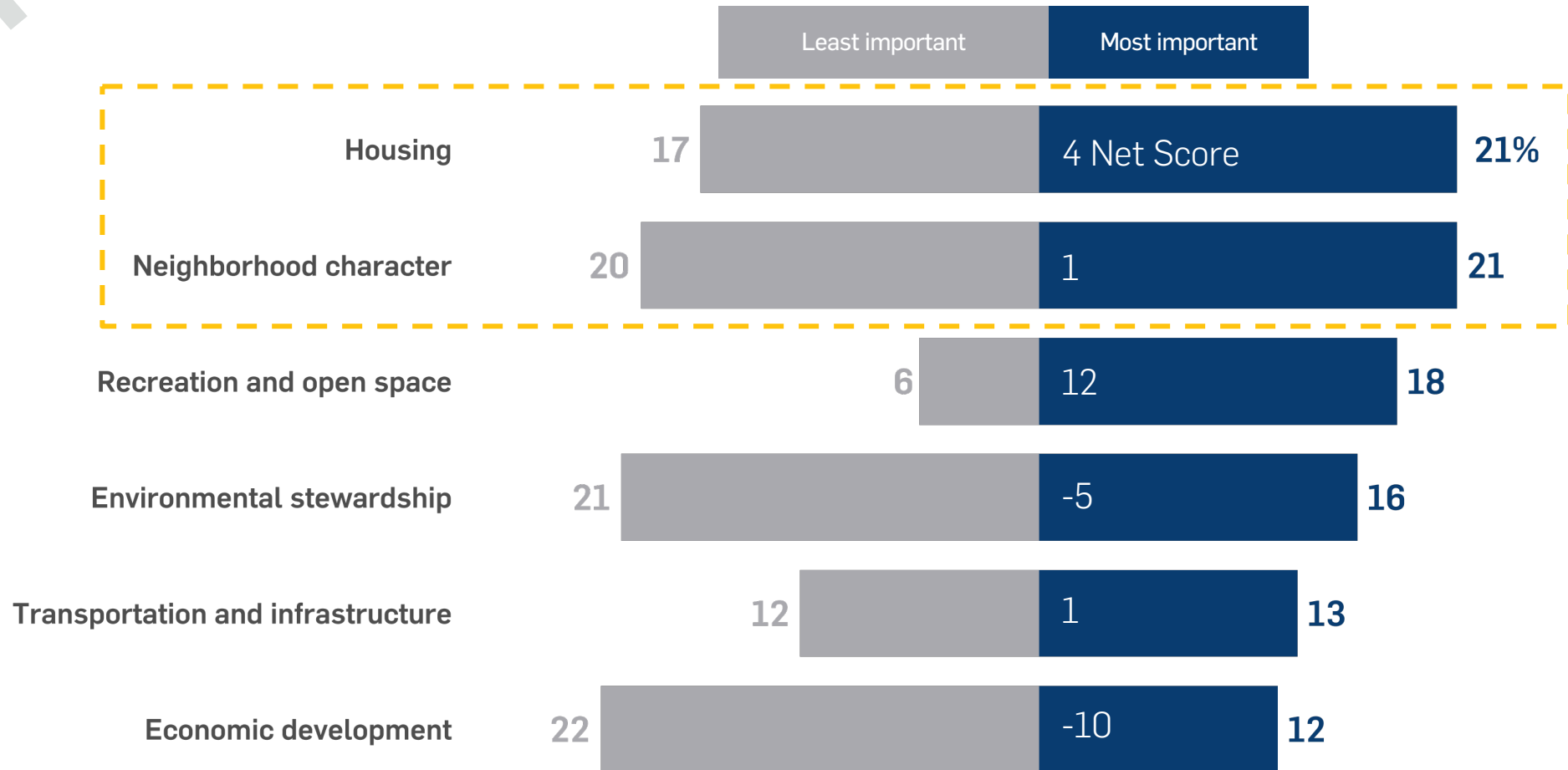
Thinking again about the city as a whole, the City of Sandy has identified a few goal areas or general priorities to focus on as it seeks to make improvements for the city and its residents. How would you rate Sandy's performance in each of the following city priorities? (n = 619)

HOUSING & NEIGHBORHOOD CHARACTER IMPORTANT

Residents report that housing and neighborhood character are *most important* to their quality of life. However, those options are highly divisive, with large shares of residents also saying that these priorities are *least important* to their quality of life. Recreation and open space is the city priority with the largest net score, indicating a high level of uncontested prioritization.



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



Of the following city priorities, which is the most important to your quality of life? Which is the least? (n = 611)

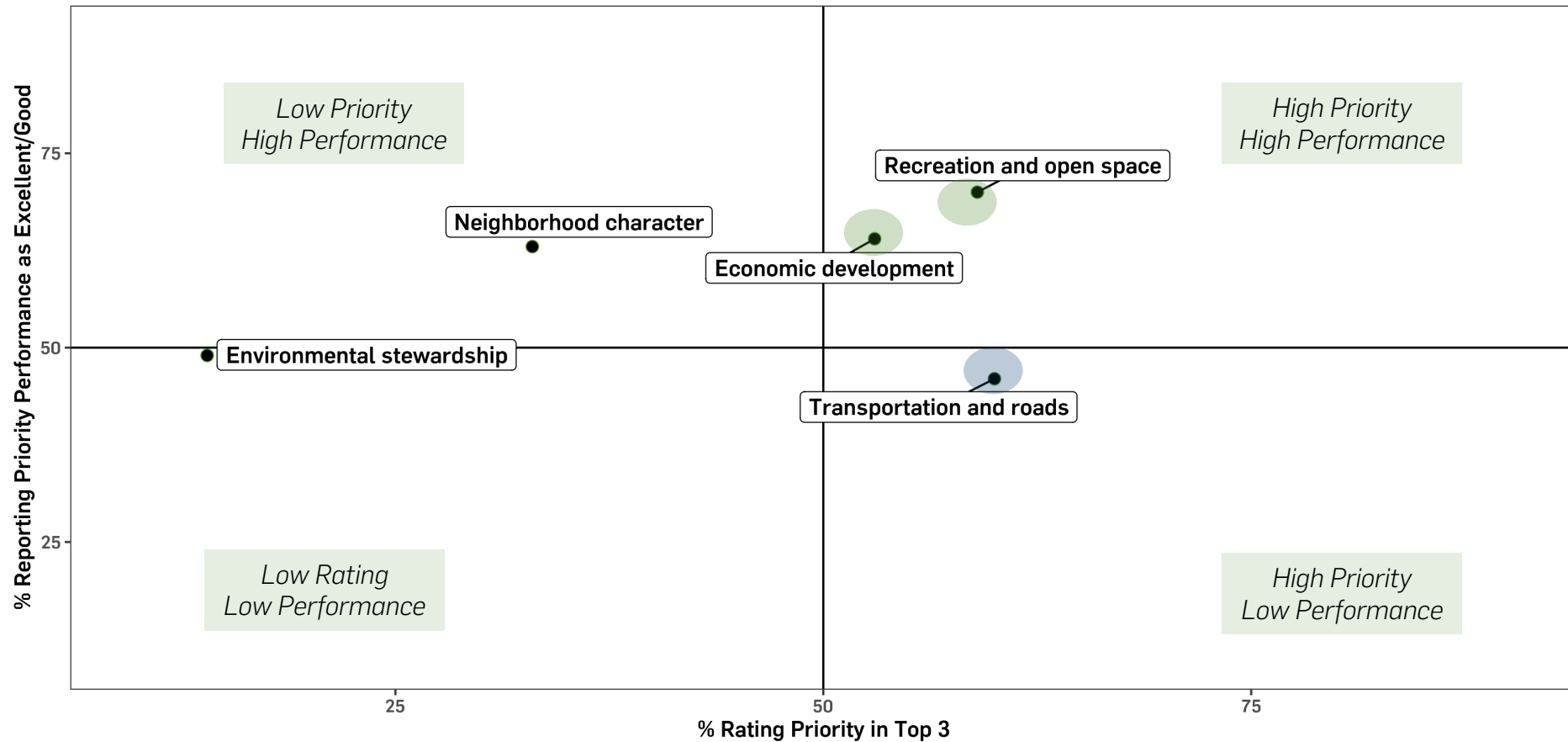
RECREATION & ECONOMY HIGH PRIORITY & HIGH PERFORMANCE

Recreation/open space and economic development are identified as being high priorities and are also areas in which residents feel the City performs relatively well. Transportation/roads, on the other hand, is considered a high priority but ranks lower in terms of City performance.



How would you rate Sandy's performance in each of the following city priorities?
Which of the following are high priorities for you regarding Sandy City?

Sandy Priority Performance by Importance



How would you rate Sandy's performance in each of the following city priorities? (n = 619)

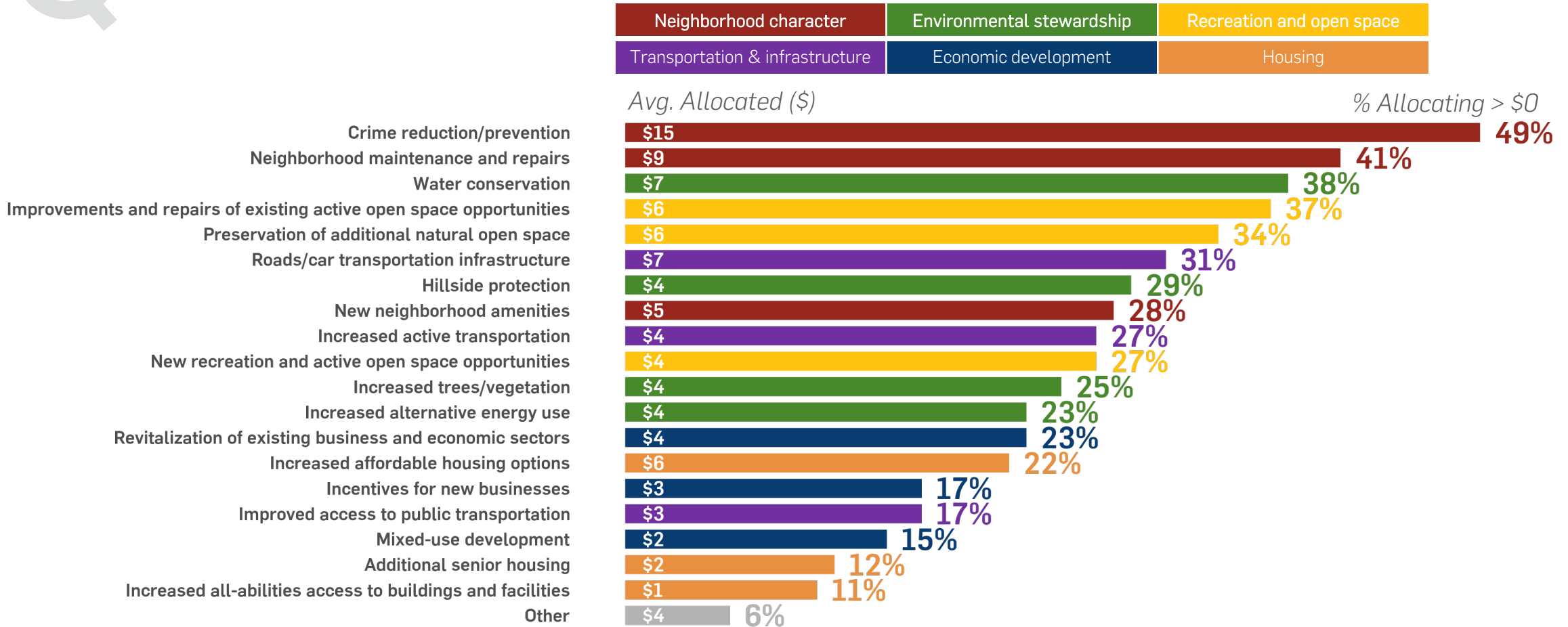
Which of the following are high priorities for you regarding Sandy City? Please select your top top three. (n = 754)

RESIDENTS WILLING TO INVEST MOST IN CRIME REDUCTION/PREVENTION

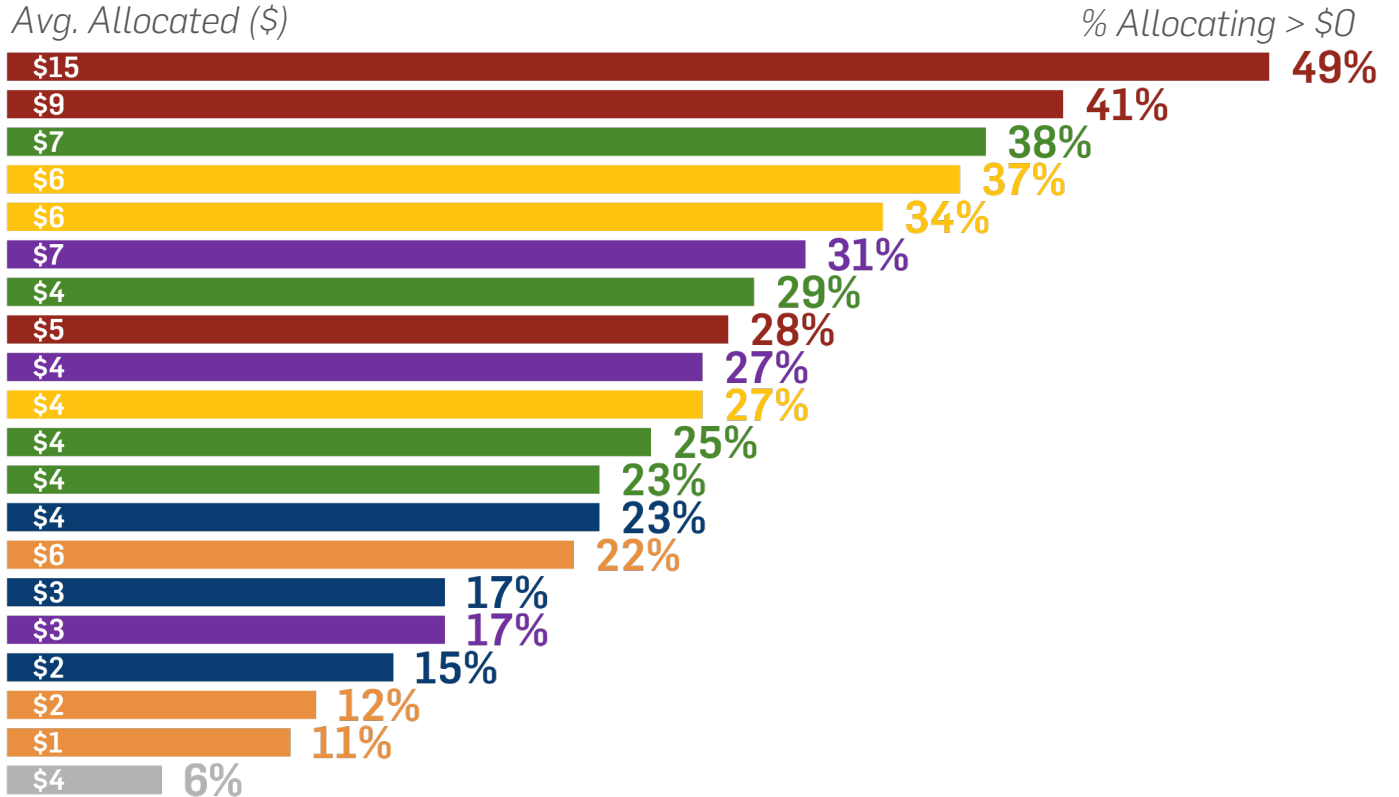
When asked to allocate funds from a hypothetical \$100 city budget, residents express the most interest in investing financial capital into crime reduction, neighborhood maintenance, water conservation, and open spaces. Roads and transportation also ranks as a relatively high priority.



Imagine that you had \$100 to allocate to possible investments in city services or initiatives that might affect your quality of life in the City of Sandy. How would you allocate that \$100 across the various options listed below?



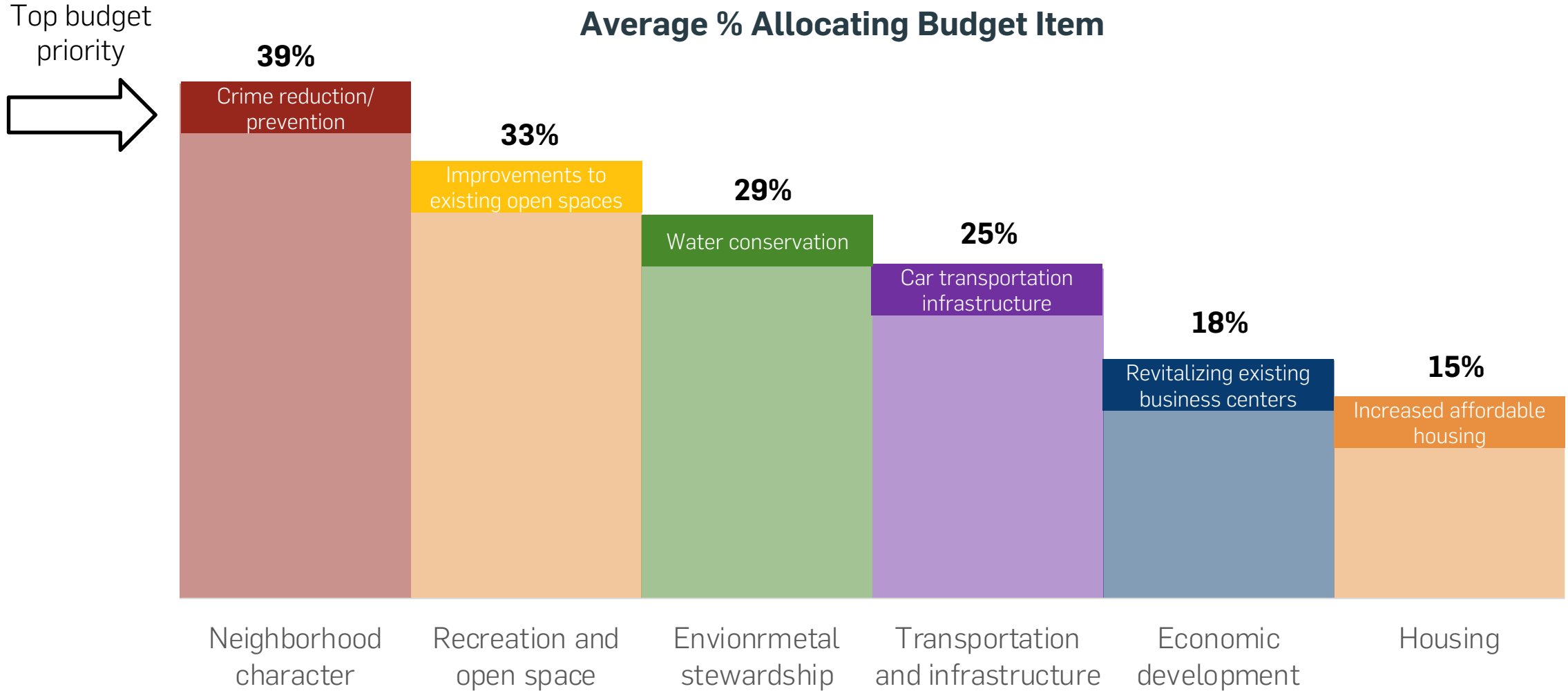
Neighborhood character	Environmental stewardship	Recreation and open space
Transportation & infrastructure	Economic development	Housing



Imagine that you had \$100 to allocate to possible investments in city services or initiatives that might affect your quality of life in the City of Sandy. How would you allocate that \$100 across the various options listed below? You may spend the \$100 on one option or spread it amongst the options, but the end total spent must equal \$100. (n = 570)

RESIDENTS WANT TO INVEST IN NEIGHBORHOOD, REC, & ENVIRONMENT

While no category has the majority of the budget share, residents are most likely to allocate funds towards issues related to neighborhood character. Followed closely behind is recreation and open space and environmental stewardship.



Imagine that you had \$100 to allocate to possible investments in city services or initiatives that might affect your quality of life in the City of Sandy. How would you allocate that \$100 across the various options listed below? You may spend the \$100 on one option or spread it amongst the options, but the end total spent must equal \$100. (n = 570)

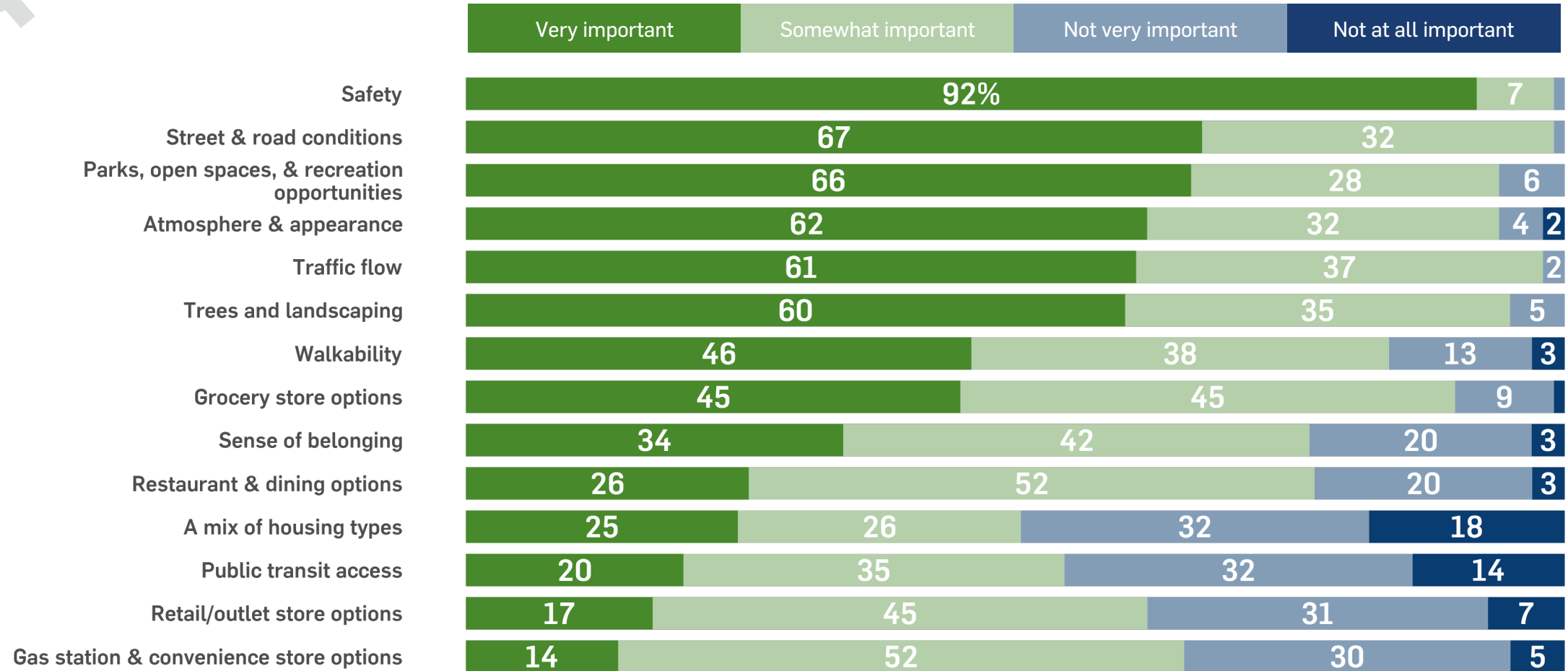
NEIGHBORHOOD SENTIMENTS

SAFETY CONSIDERED MOST IMPORTANT ASPECT IN NEIGHBORHOODS

Almost all respondents (92%) agree that safety is a very important aspect of Sandy neighborhoods. Behind safety are street conditions, recreation opportunities, atmosphere & appearance, traffic flow, and landscaping, each identified as being at least somewhat important by nearly all residents.



How important to your overall quality of life are each of the following aspects of your neighborhood?

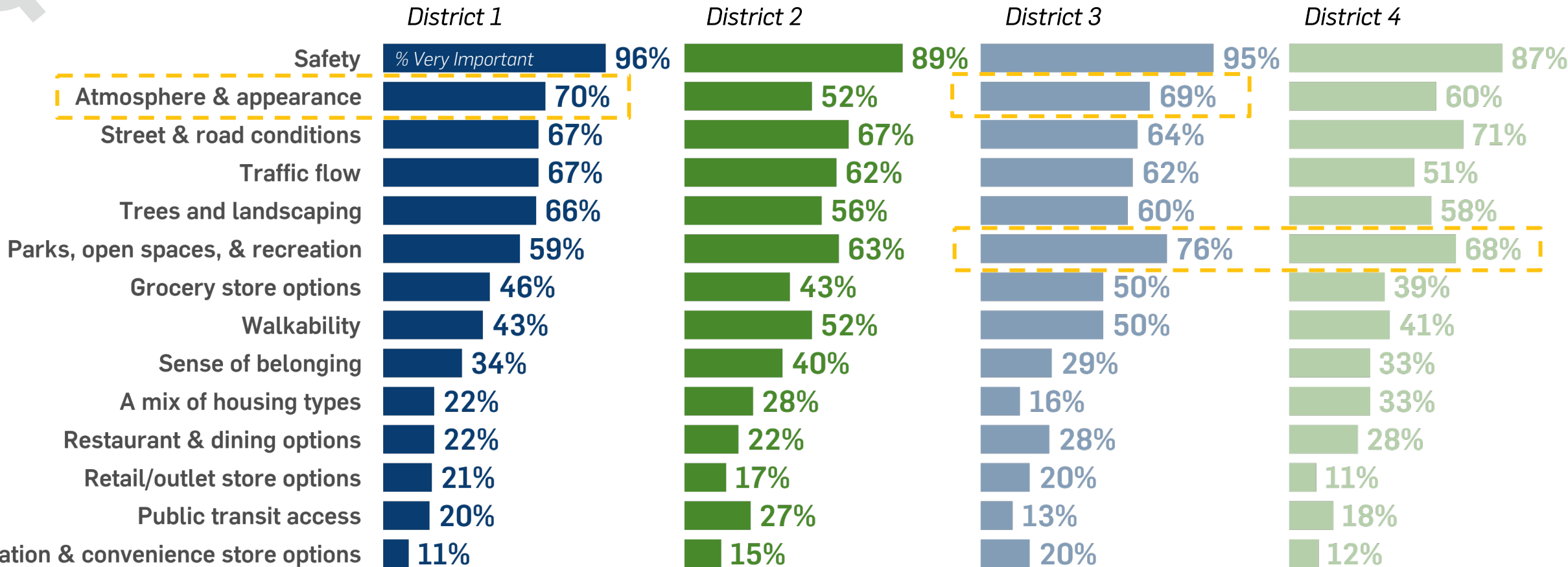


How important to your overall quality of life are each of the following aspects of your neighborhood? (n = 632)

RESIDENTS VALUE ASPECTS CONSISTENTLY ACROSS DISTRICTS

Safety is considered the most important neighborhood aspect across all city council districts. Atmosphere and appearance is relatively more important in Districts 1 and 3 while parks and open space are especially important priorities in Districts 3 and 4.

Q How important to your overall quality of life are each of the following aspects of your neighborhood?

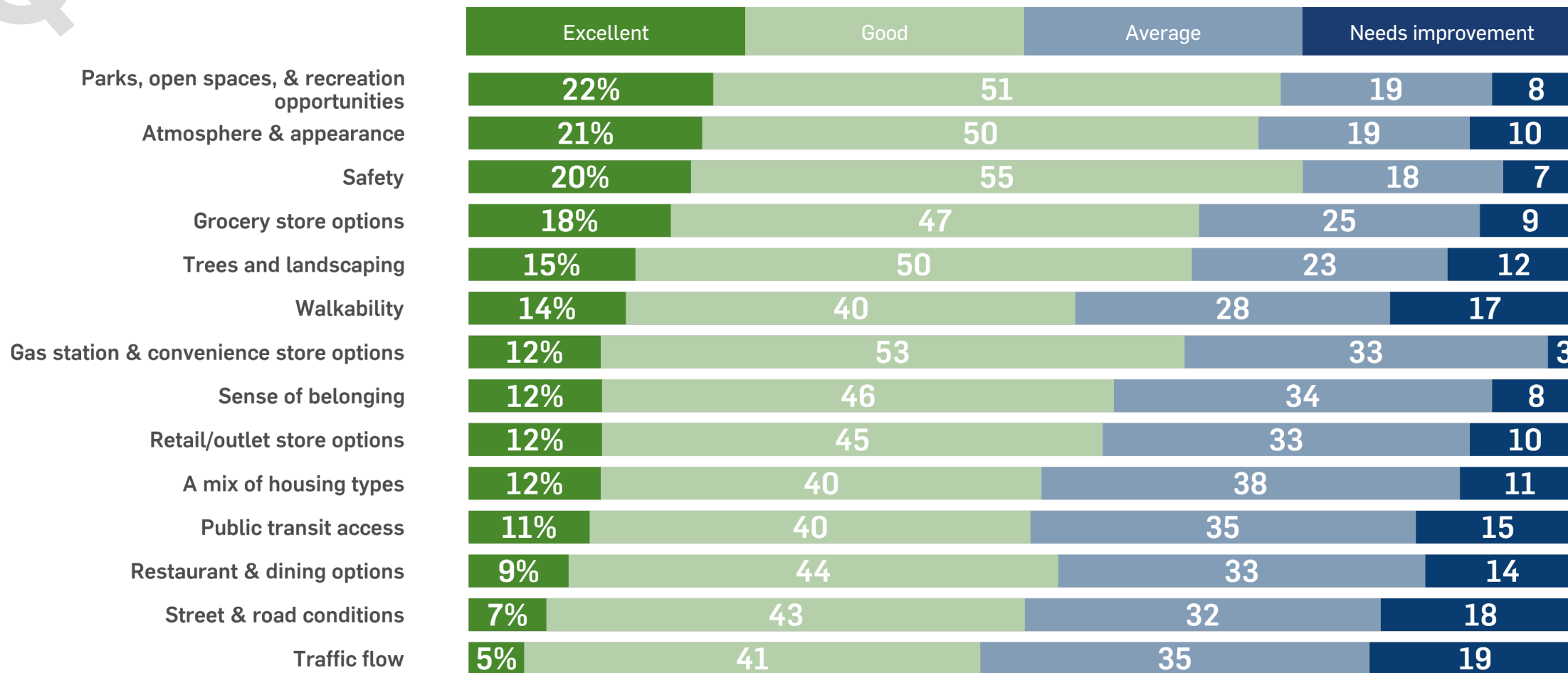


HIGH PERFORMANCE ACROSS MANY NEIGHBORHOOD ASPECTS

With the exception of traffic, every neighborhood aspect is rated good or excellent by a majority of respondents. Residents rate open spaces, atmosphere, and safety as the best performing aspects while restaurant and dining options, road conditions, and traffic rank the lowest.



How would you rate each of the following aspects of your neighborhood?



How would you rate each of the following aspects of your neighborhood? (n = 618)

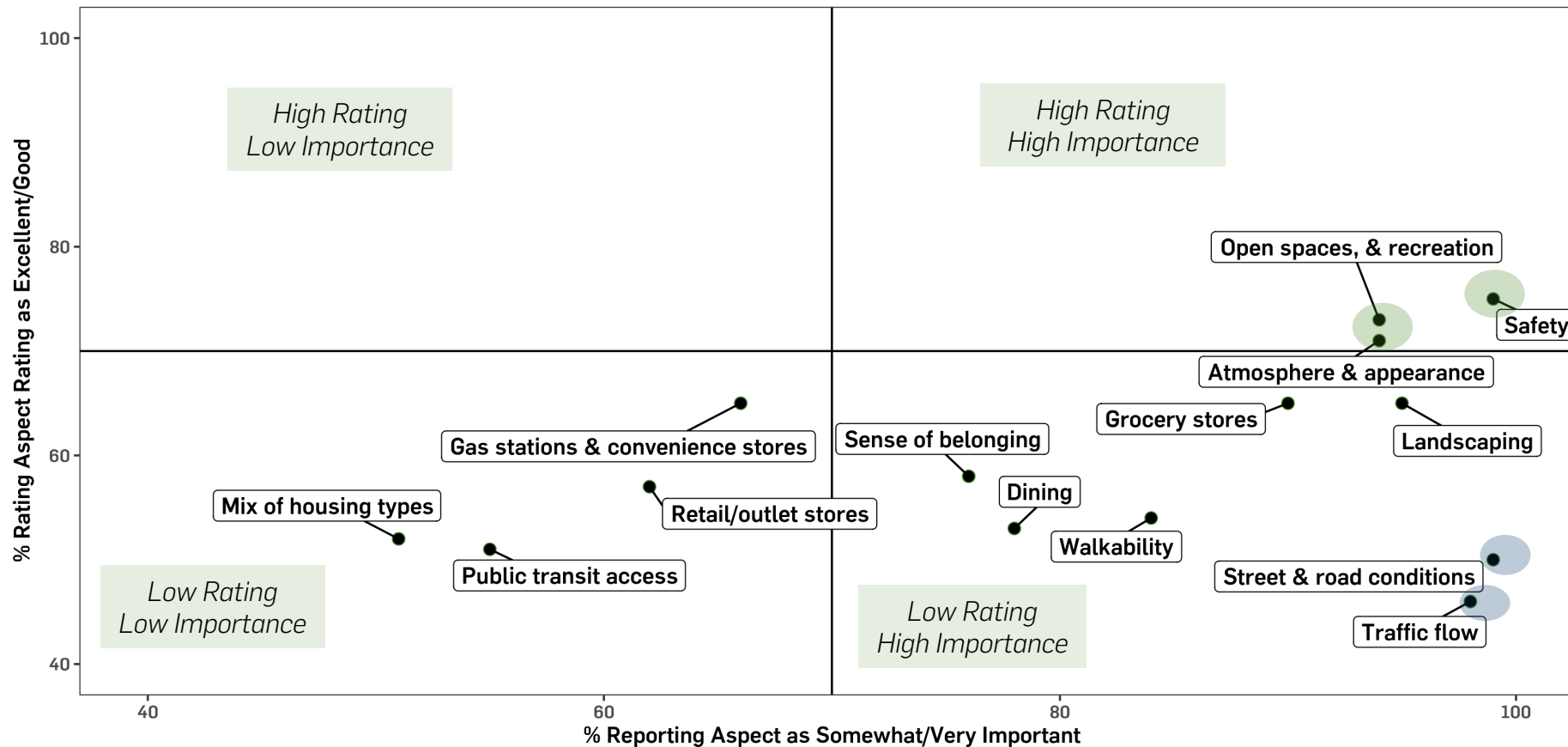
SANDY EXCELS IN KEY AREAS, BUT SUFFERS IN ROADS & TRAFFIC FLOW

When comparing perceived importance vs perceived performance for each of the aspect of Sandy neighborhoods, open spaces, safety, and atmosphere rise to the top as both the most important and highest rated. Road conditions and traffic flow, on the other hand, are considered highly important, but garner the lowest performance scores.



How important to your overall quality of life are each of the following aspects of your neighborhood?
 How would you rate each of the following aspects of your neighborhood?

Sandy Neighborhood Aspect Rating by Importance



How important to your overall quality of life are each of the following aspects of your neighborhood? (n = 632)

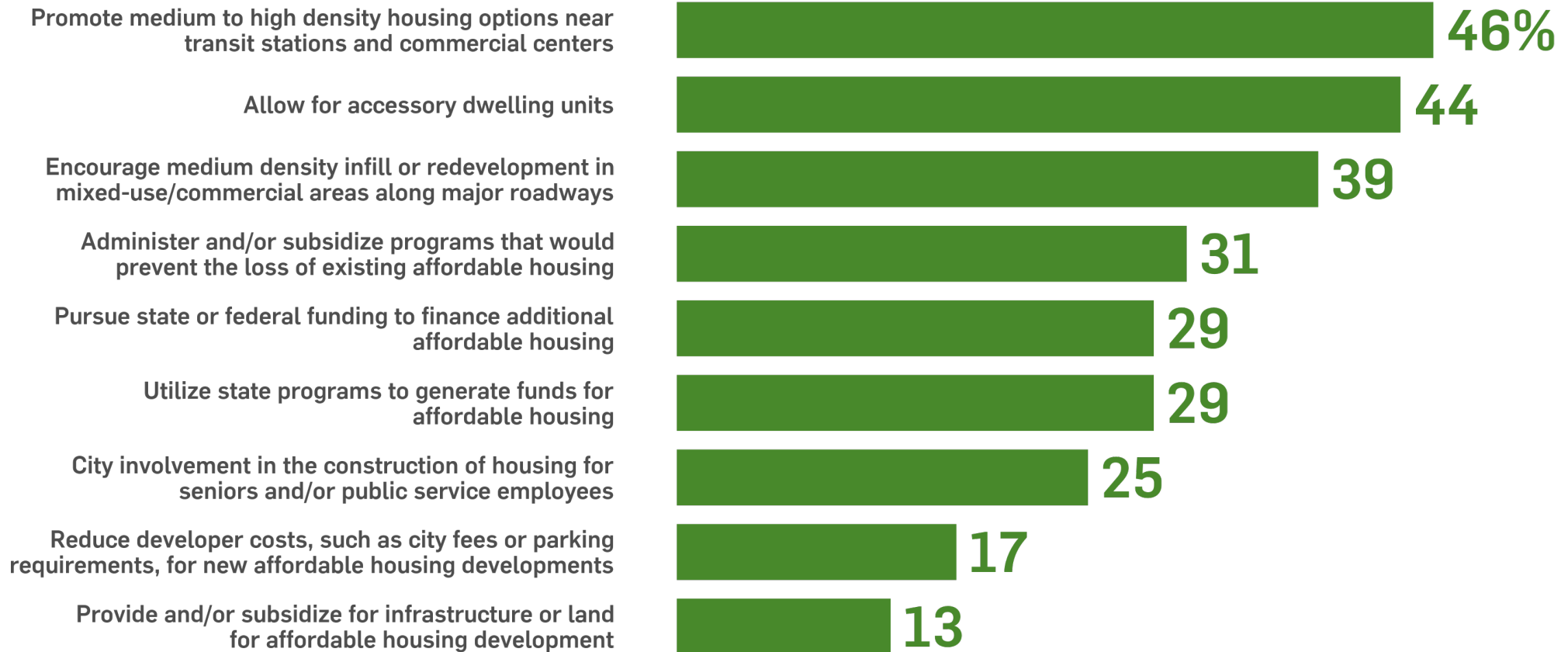
How would you rate each of the following aspects of your neighborhood? (n = 618)

HOUSING PREFERENCES

RESIDENTS FAVOR DENSITY HOUSING & ACCESSORY DWELLING UNITS

When presented with potential strategies for providing affordable housing, nearly half of residents say that they favor housing density near transit stations and allowing for accessory dwelling units. About 1 in 3 residents favor redevelopment in commercial areas, affordable housing programs, and using government funding to increase affordable housing. Residents are less enthusiastic about options relating to the City constructing or subsidizing new affordable housing developments.

Q *If you had to choose, which three of the following strategies would you recommend the city implement?
Please select three total strategies.*

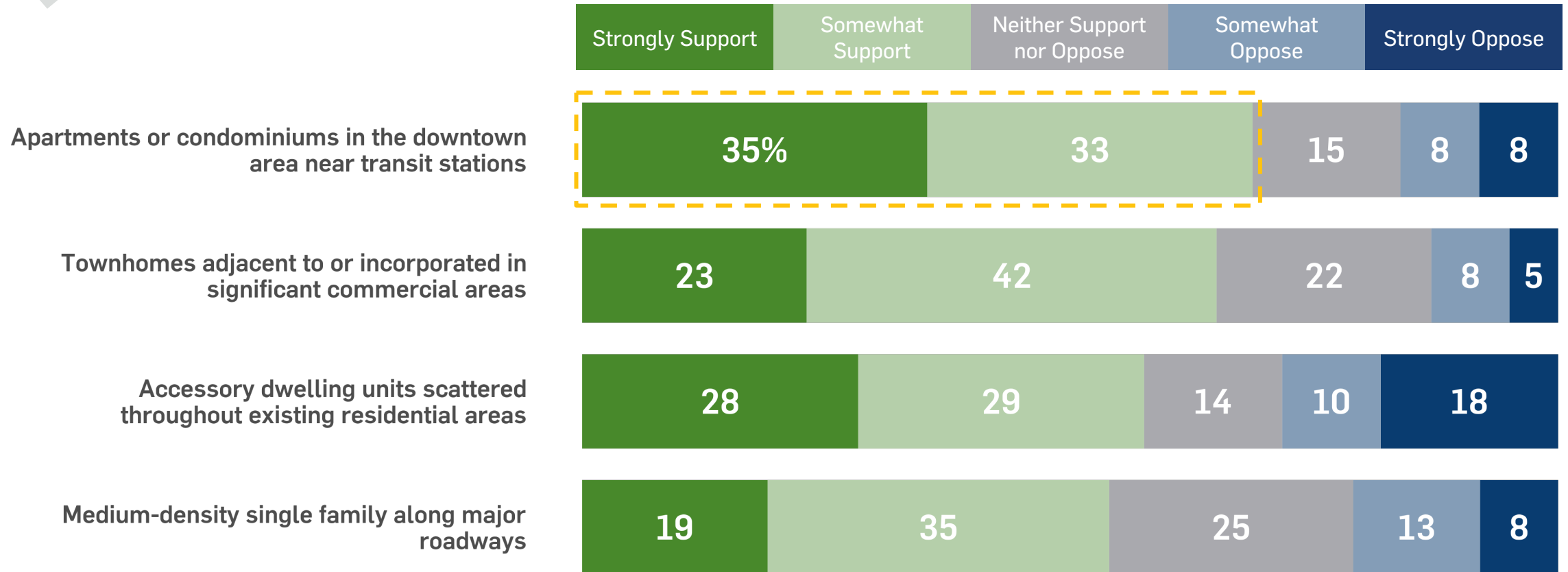


If you had to choose, which three of the following strategies would you recommend the City implement? Please select three total strategies. (n = 521)

MODERATE SUPPORT FOR ALL HOUSING DEVELOPMENT

About half of residents support each of the potential housing types. Comparatively, apartment and condominiums in the downtown area near transit stations has the most support and single-family housing along major roadways has the least support. Residents are most divided about the use of ADUs.

Q 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.

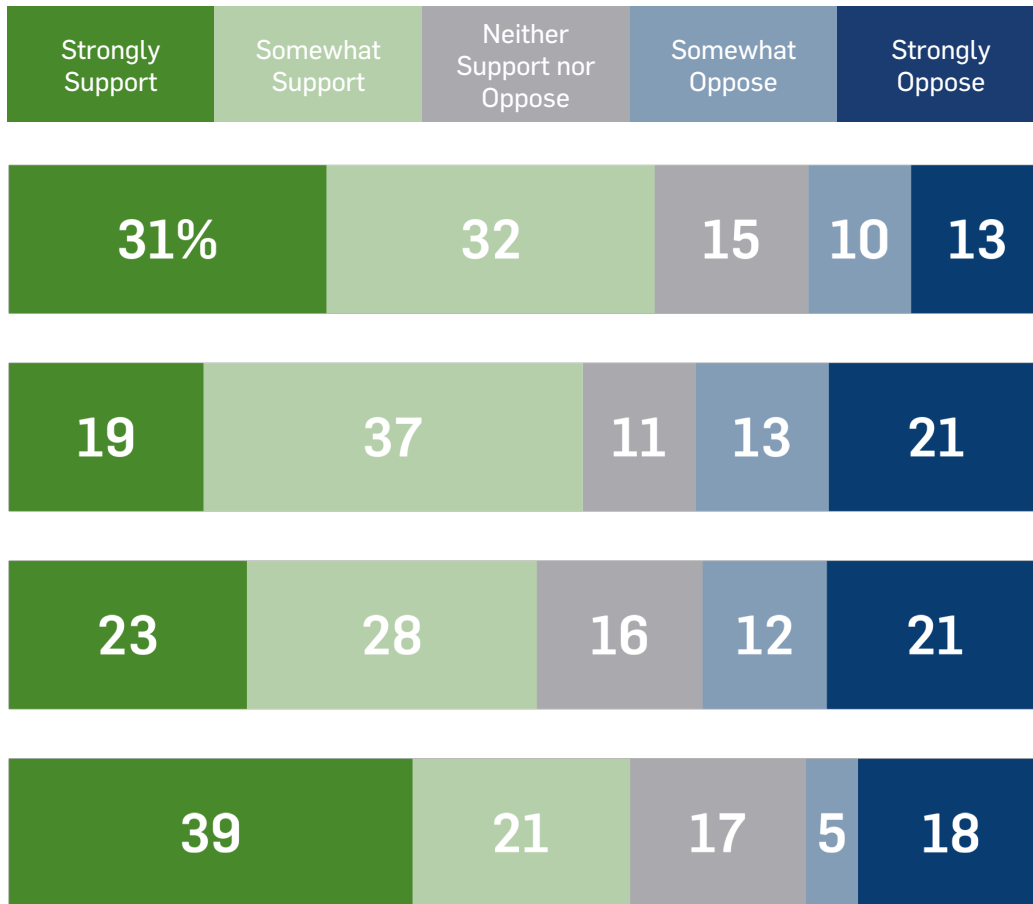


For each of the following scenarios, please indicate the extent to which you would support or oppose the City of Sandy promoting this type of housing development. (n = 540)

SUPPORT FOR ADUS HIGHEST IN DISTRICTS 1 & 4

Generally speaking, residents in Districts 1 and 4 are most supportive ADUs as an option for managing growth and providing affordable housing, though there is still a majority level of support across all districts. Residents in these areas of the city are more likely to say they support this type of housing development. They are also more likely to select ADUs as one of their top three preferred strategies for the city to pursue.

Support for ADUs by District



% selecting ADUs as preferred City strategy

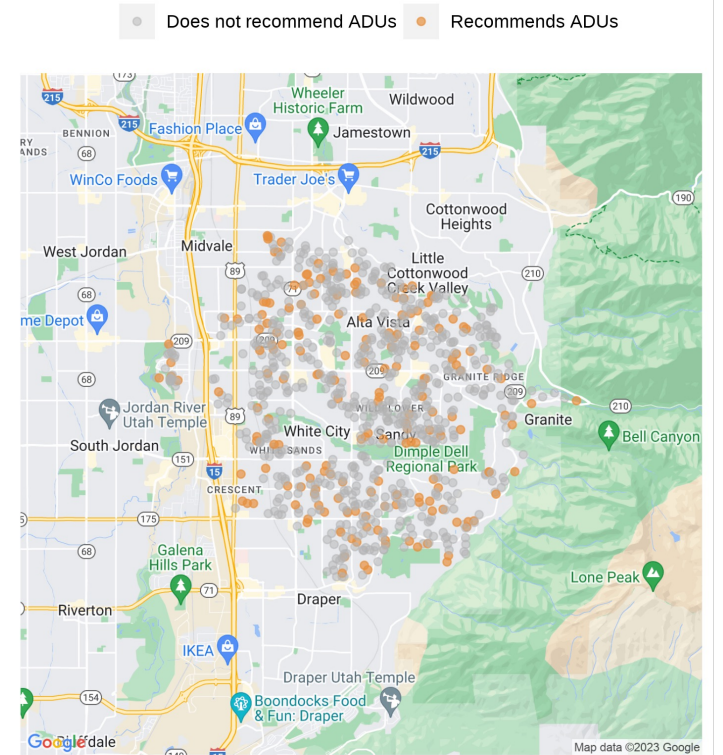
48%

42%

33%

51%

Recommendation of ADUs as preferred City strategy by Geography



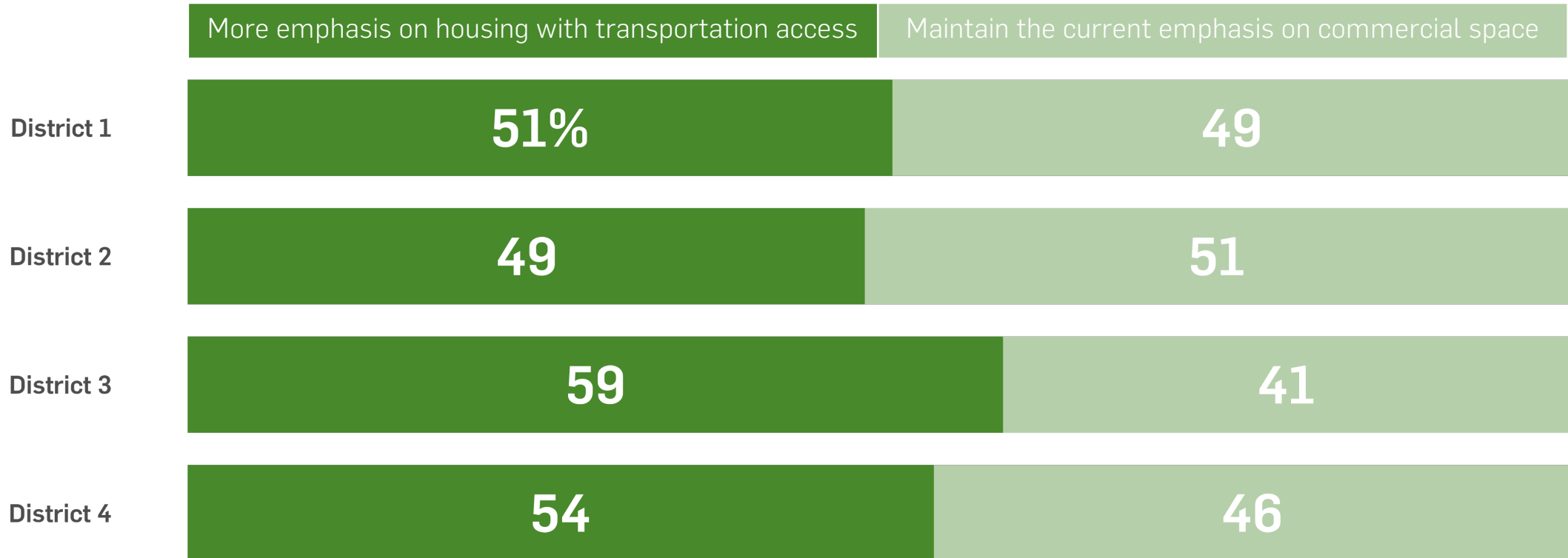
For each of the following scenarios, please indicate the extent to which you would support or oppose the City of Sandy promoting this type of housing development. (n = 540)
 If you had to choose, which three of the following strategies would you recommend the City implement? Please select three total strategies. (n = 521)

DISTRICT 3 RESIDENTS PREFER MORE EMPHASIS ON TRANSPORTATION

Generally speaking, residents are divided about incorporating more housing along major transit corridors in Sandy. Residents in Districts 1 and 2 are split on the issue while residents in Districts 3 and 4 prefer a greater emphasis on housing options with access to transportation routes.



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?



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? (n = 522)

RESIDENTS PREFER TO MAINTAIN COMMERCIAL AREAS

Across all districts, about 3-in-4 residents would rather see the City maintain existing commercial areas than allow for residential development in those areas.



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?



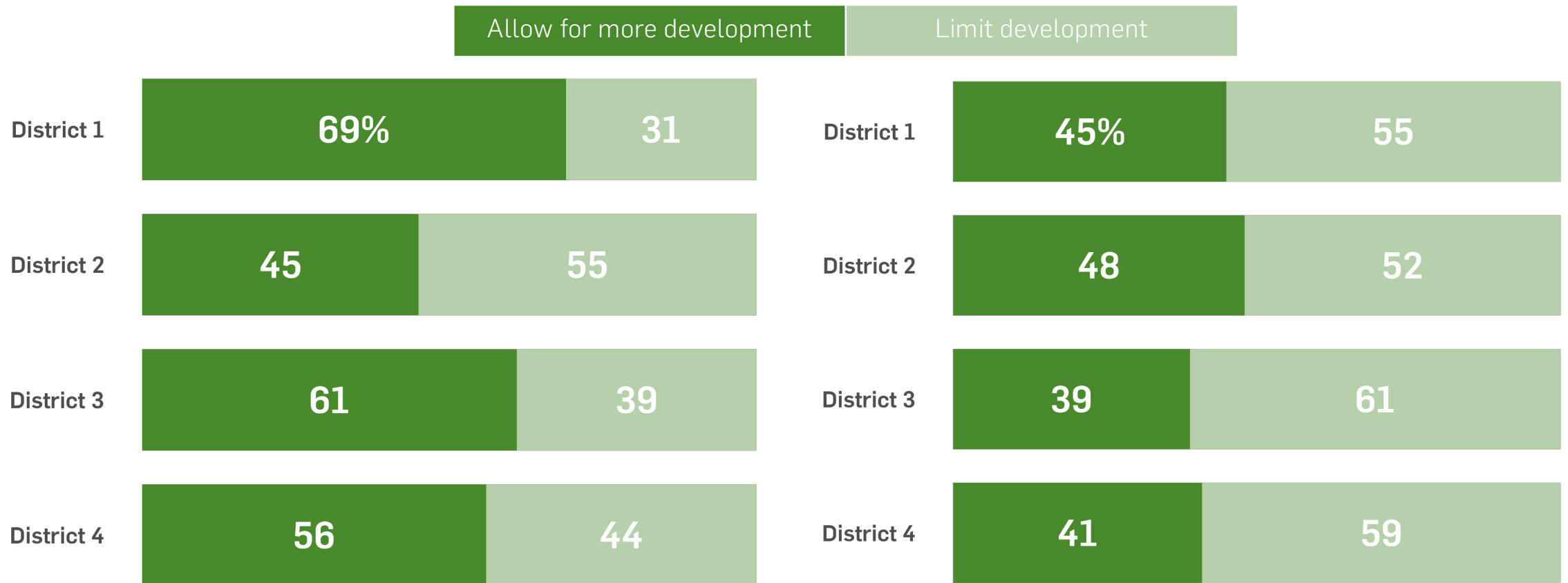
When it comes to future developments in Sandy, would you rather see the City maintain existing commercial areas that generate business and property tax revenue for the City, or allow for residential development in those current commercial areas, which will generate only property tax revenue for the City? (n = 517)

RESIDENTS WANT TO PROVIDE HOUSING FOR FUTURE GENERATIONS

For most residents, the idea of making room for future generations is compelling enough to motivate additional development while simply providing for residents of varying socioeconomic backgrounds is less so. This is true of all districts except District 2.

Provide/Limit housing opportunities for future generations

Provide/Limit housing opportunities for residents of different socioeconomic backgrounds



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/ residents of different socioeconomic backgrounds] 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/ residents of different socioeconomic backgrounds?] (n = 260/257)



Kyrene Gibb, Partner & VP of Research

Quin Monson, Ph.D., Founding Partner

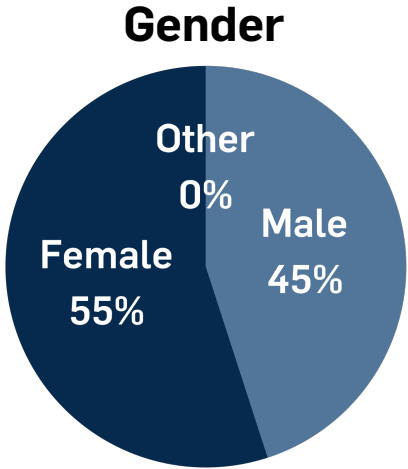
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APPENDIX: SAMPLE COMPOSITION

DEMOGRAPHICS

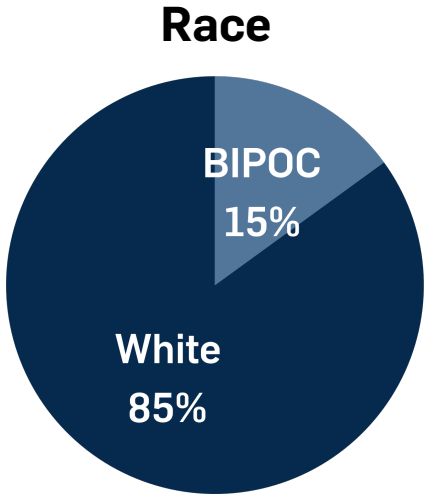
Census Estimates

Male:	51%
Female:	49%

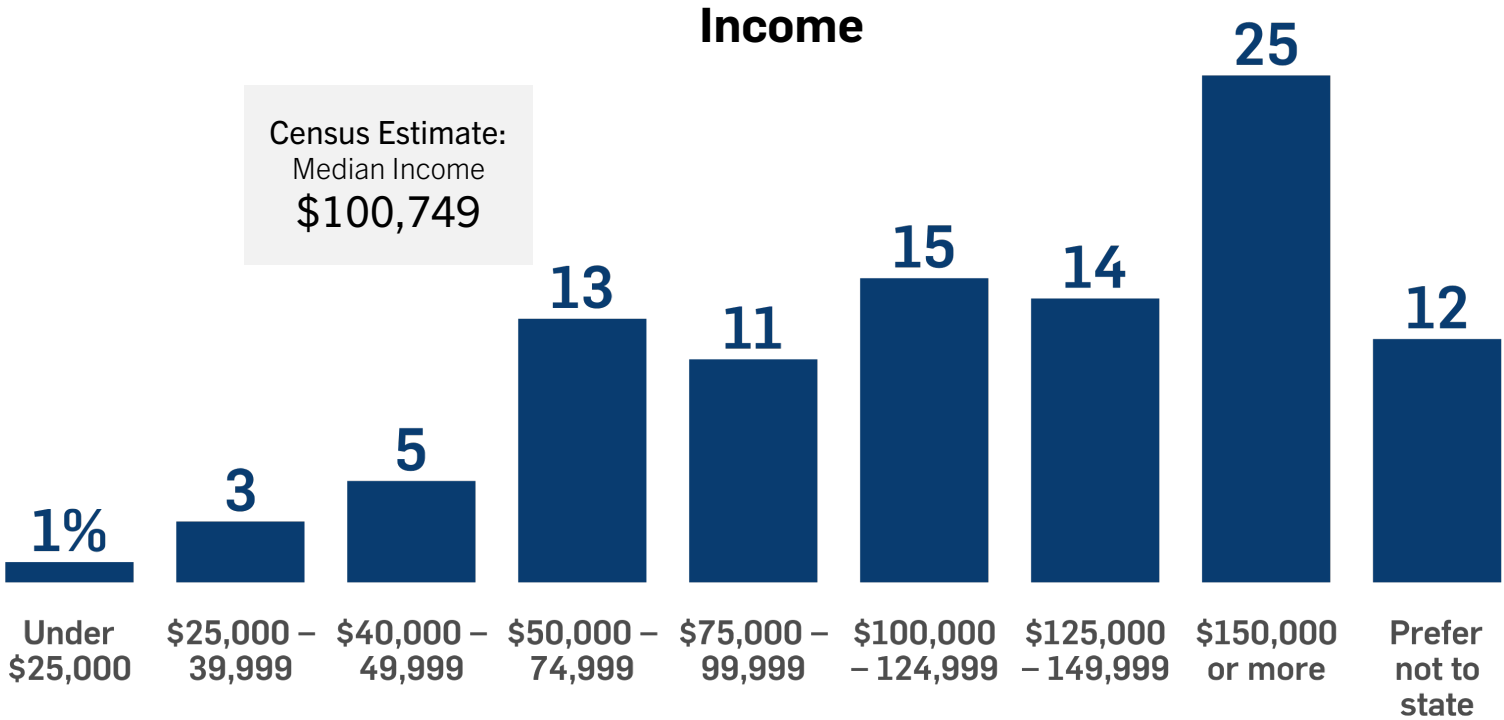


Census Estimates

White:	86%
BIPOC:	14%



Census Estimate:
Median Income
\$100,749



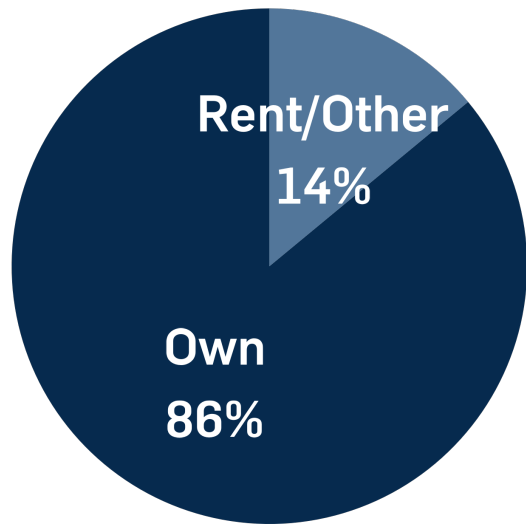
Which of the following best describes how you think of yourself? [Male, Female, In another way, specify if you wish] (n = 532)

Are you... Please select all that apply. [American Indian / Native American, Asian, Black / African American, Hispanic / Latino, White / Caucasian, Pacific Islander, Other, please specify:] (n = 531)

What do you expect your 2023 family income to be? (n = 534)

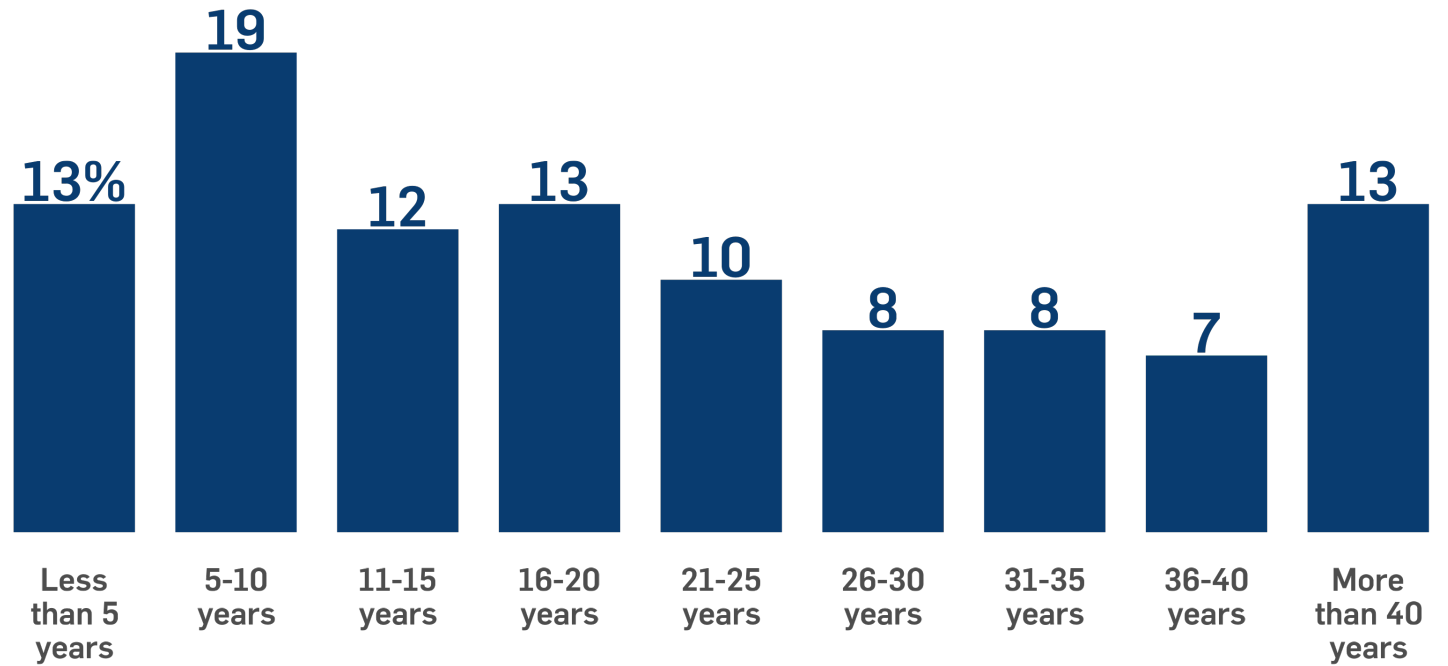
DEMOGRAPHICS

Homeownership



Census Estimates
Own: 78%
Rent: 22%

Time Lived in Sandy



Which of the following best describes your current living situation? (n = 533)

How long have you lived in Sandy? (n = 755)