



Sandy City Council Office

10000 South Centennial
Parkway Suite 231
Sandy, UT 84070
O | 801-568-7141
Sandy.Utah.Gov

Memorandum

May 3, 2022

To: All City Council Members

Cc: Dustin Fratto, City Council Executive Director

From: Liz Theriault, Policy and Communications Analyst

Subject: Redistricting Outreach Summary

Background and Overview

On April 5th, the Sandy City Council selected three alternative district maps to present to the public for feedback. After these maps were selected, the Council Office expedited the outreach and education process in order to inform our residence and have adequate time to garner feedback.

The outreach and education process included a website page, a social media campaign, email outreach, community “pop-up” events, and an online poll. All of these resources included information on what redistricting is, why it is happening, the requirements for redistricting, the process and timeline, and details about the proposed alternative maps. These outreach efforts ran from April 6th until the public hearing on May 3rd.

Community Pop-Up Events

The Council Office hosted four pop-up redistricting events in four locations during the month of April. In an effort to reach as many residents as possible, one pop-up was held in each district. The pop-ups occurred as follows:

Saturday, April 16, at the Shops at South Town (D1)
Tuesday, April 19, Dimple Dell Recreation Center (D4)
Wednesday, April 20, Alta Canyon Recreation Center (D3)
Friday, April 22, Sandy Library (D2)

At these pop-up events, Council Office staff answered questions and provided an opportunity for residents to examine the proposed alternative maps. Residents were also asked to participate in our online poll, which asked residents to select one of the three proposed alternative maps as their preference. When speaking with residents, a large quantity mentioned that they did not have a preference or opinion once realizing that the changes did



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not affect the neighborhood in which they resided. This is not an option on our online poll and is therefore not reflected.

Online Redistricting Poll

The Council Office asked for assistance from Administration to build a short poll on our Qualtrics platform. This poll was distributed to the SandyNow! email subscribers, sent out via social media, and placed on the Sandy website's home page. Once the poll closes on April 27th, and after staff has compiled the results, they will be attached to this agenda item in combination with the poll summary report. It's important to note that the results of this poll should not be extrapolated to represent all Sandy City residents. The poll only tells us the opinions of those individuals who took it.

Next Steps

The Council goal with these education and outreach efforts was to reach as many residents as possible and provide the Council with robust resident feedback. Moving forward, further education will be conducted to inform residents of which map is selected.