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SANDY CITY GENERAL PLAN

SUMMER 2024 PUBLIC OPINION RESEARCH

GENERAL PLAN SURVEY ROADMAP

THE PUBLIC OPINION RESEARCH PROCESS TO-DATE

PHASE I:

Gather a baseline of resident attitudes, values, and priorities as they relate to City character and their quality of life

PHASE II:

Present residents with tradeoffs and begin to examine how previously identified values shape attitudes toward potential land use and amenity options

PHASE III:

From a refined list of priorities and preferences, ask residents to identify the aspects of General Plan elements that are most important to them overall

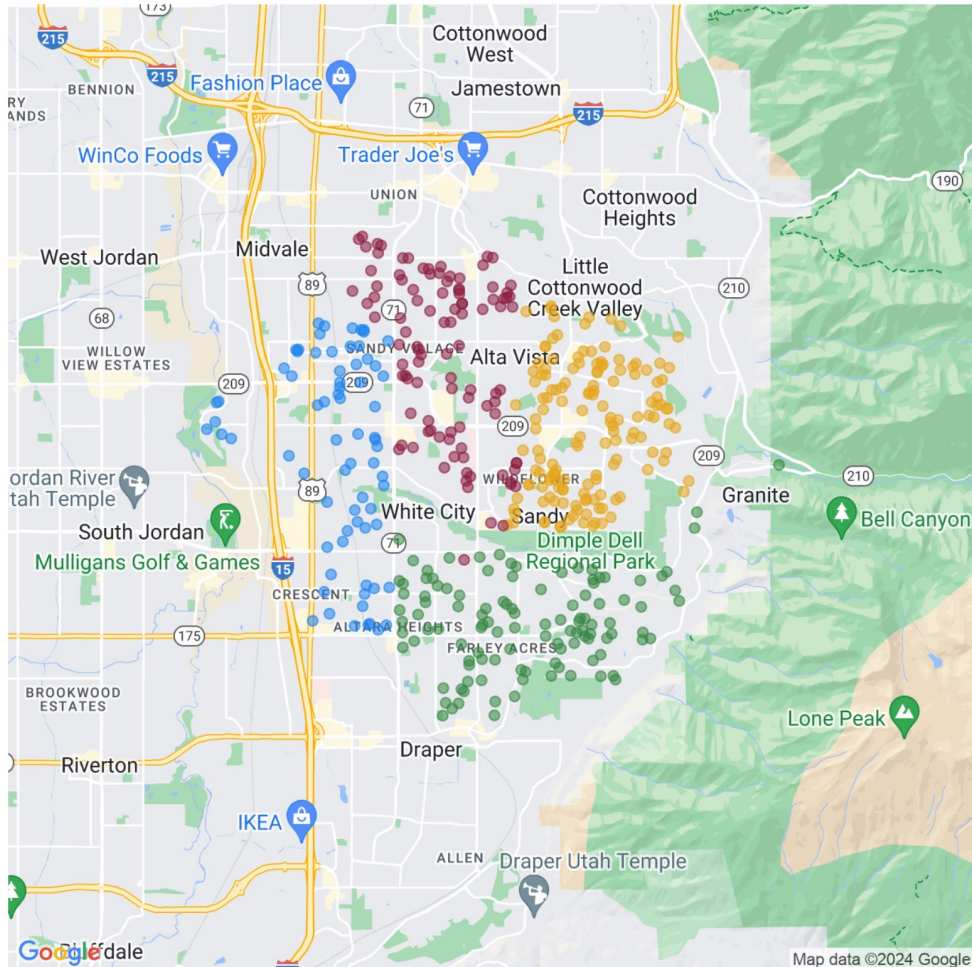


1. A majority of Sandy residents identify **preserving single family neighborhoods, preserving open space, and limiting or reducing traffic impacts** as top objectives for the future of the City. Fewer than one-in-ten residents feel that new gathering spaces, additional city services, or developing a strong city center should be top priorities.
2. Despite the prevailing concerns about single family neighborhoods and traffic, there are **avenues for new housing that many are open to**. Most residents believe the City should encourage new housing that is **consistent with the styles of existing neighborhoods**, and a **majority would support a mixed-use neighborhood activity center concept**. Residents also show modest interest in **garden courtyard style homes** as housing options that could be **integrated into both redeveloping commercial areas and major corridors**.
3. Regarding mobility, residents express strong **support for greater walkability** in Sandy. Where walkable destinations are concerned, there is **strong interest in pedestrian friendly access to parks and open spaces as well as commercial entertainment areas**.
4. The traffic mitigation solutions most appealing to residents are, however, **automobile focused**, with **intersection improvements** (such as round-abouts), **increased road capacity**, and **increased connectivity of city street networks** garnering the most support. **Two-thirds of residents support a multi-modal roadway approach** to address transit and mobility along 9400 S, which may present an opportunity to increase walkability and transit use generally.
5. 72% of respondents say **Sandy's biggest environmental issue is either water conservation or air quality**, and just short of half of respondents are **aware of at least one city water conservation program**. There is also strong support **for increasing tree canopy in Sandy**.

KEY FINDINGS

SURVEY METHODOLOGY

MODE, SAMPLE SIZE, & MARGIN OF ERROR



Survey invitations were sent via **email and text message** to a sample of both registered voters in Sandy as well as additional contact information obtained through address-based sampling.

Responses were collected from **May 7, 2024 – May 29, 2024**.

In total, **437 residents** responded to this panel survey, resulting in a margin of error of approximately **+/- 4.7 percentage points**.

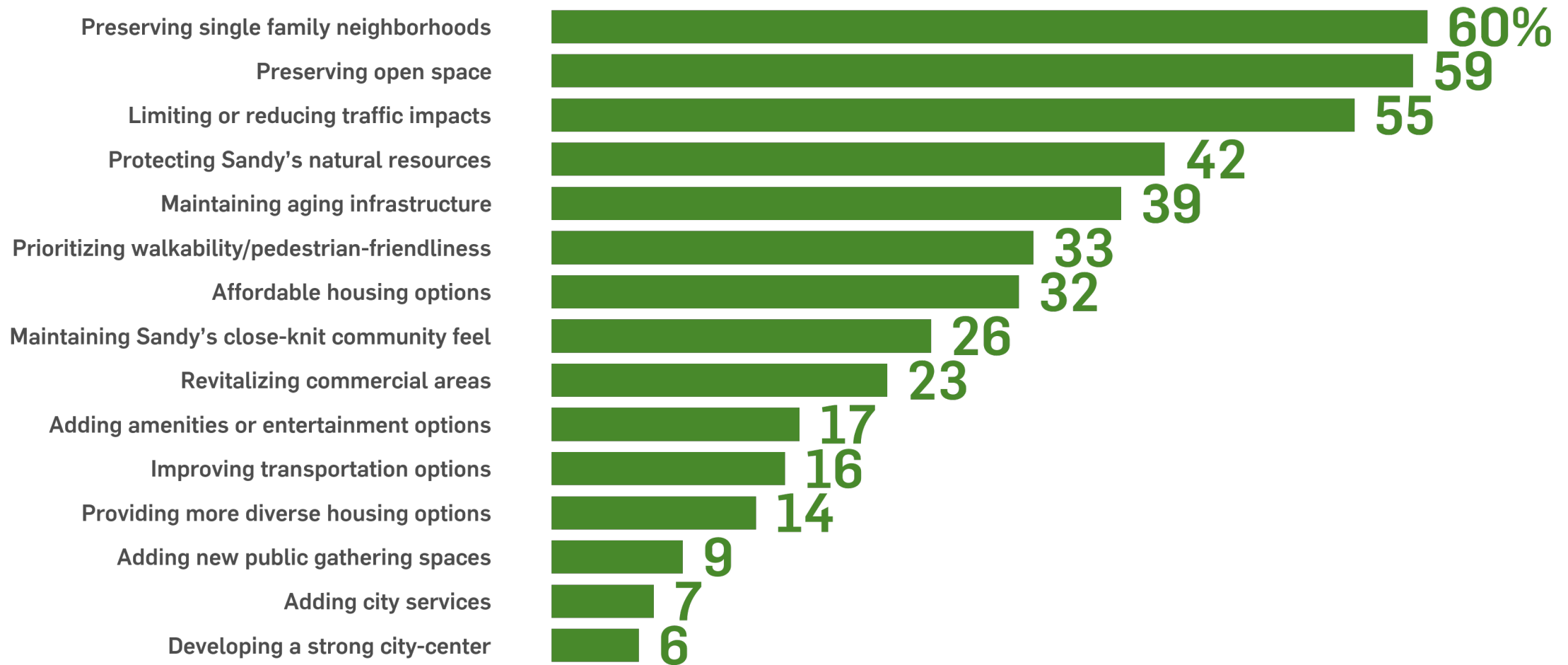
Responses were **weighted** to reflect the **demographic composition** of the city as a whole. Responses have also been **geocoded** into **City Council Districts** to allow for geographic analysis of attitudes and behaviors.

CITY OBJECTIVES & INTERESTS

SINGLE FAMILY NEIGHBORHOODS TOP OBJECTIVE

When asked about the objectives that are most important to residents of Sandy, 60% selected preserving single family neighborhoods as important, and 59% and 55% selected preserving open space and limiting traffic, respectively. These objectives were selected much more often than the fourth-most popular objective, protecting natural resources.

Sandy City Important Objectives



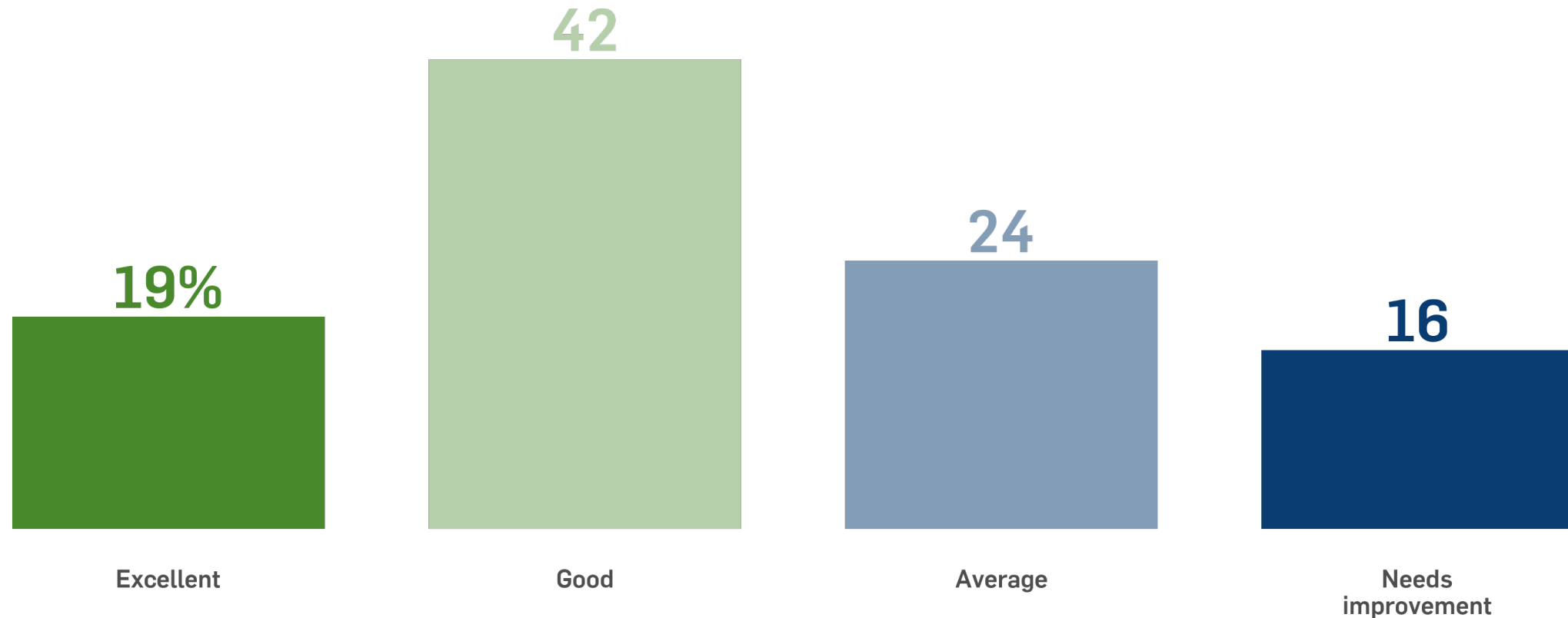
Q: Thinking about the future of Sandy City, what objectives are the most important to you? Select up to five. (n = 436)

SANDY NEIGHBORHOODS

MOST SAY THEIR NEIGHBORHOOD LOOKS GOOD

A total of 61% of respondents rate the maintenance and appearance of properties in their neighborhoods as "good" or better, with 19% rating their neighborhood as "excellent". A quarter of respondents rate their neighborhoods as "average", and 16% say their neighborhoods "need improvement".

Neighborhood Maintenance and Appearance Rating

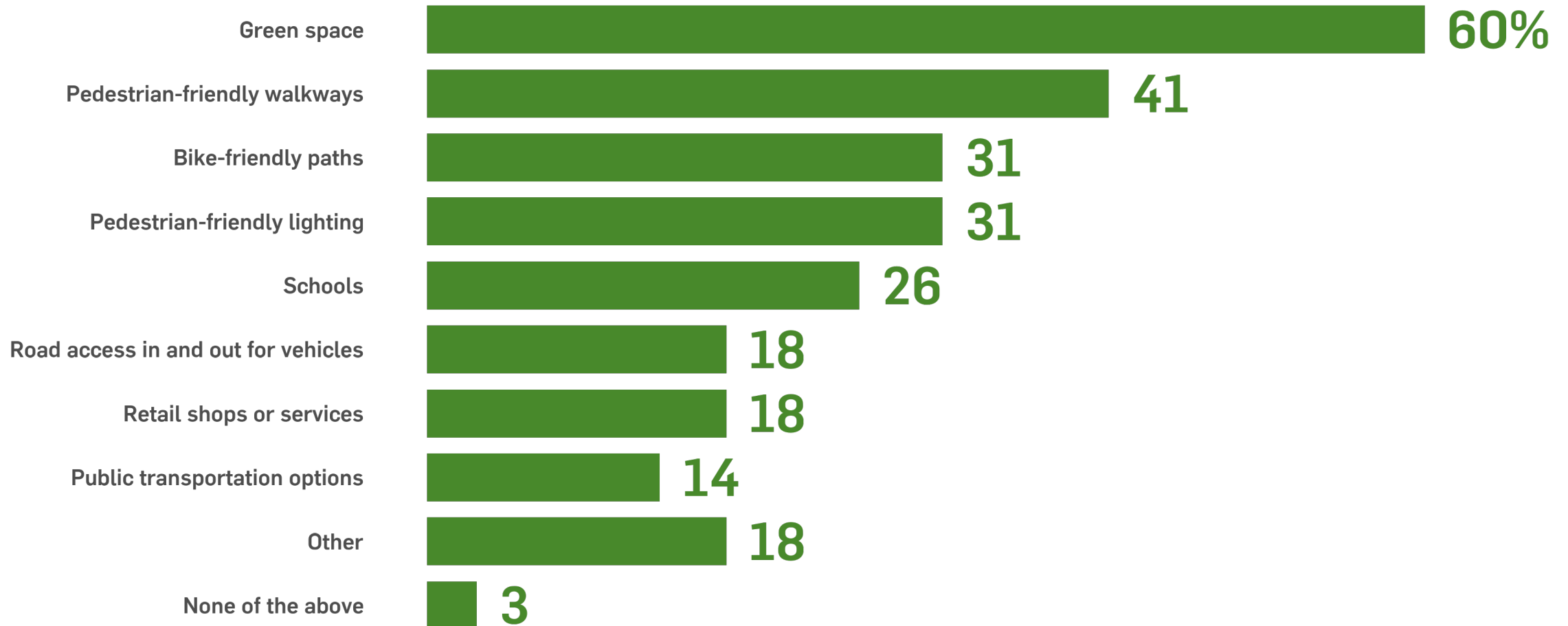


Q: How would you rate the maintenance and appearance of properties in your neighborhood? (n = 435)

GREEN SPACE TOP NEIGHBORHOOD PRIORITY

When asked what respondents see as their top neighborhood priorities, 6 in 10 respondents selected green space. 41% also say pedestrian-friendly walkways are a priority, and 31% and 31% say bike-friendly paths and pedestrian-friendly lighting are priorities, respectively.

Neighborhood Priorities

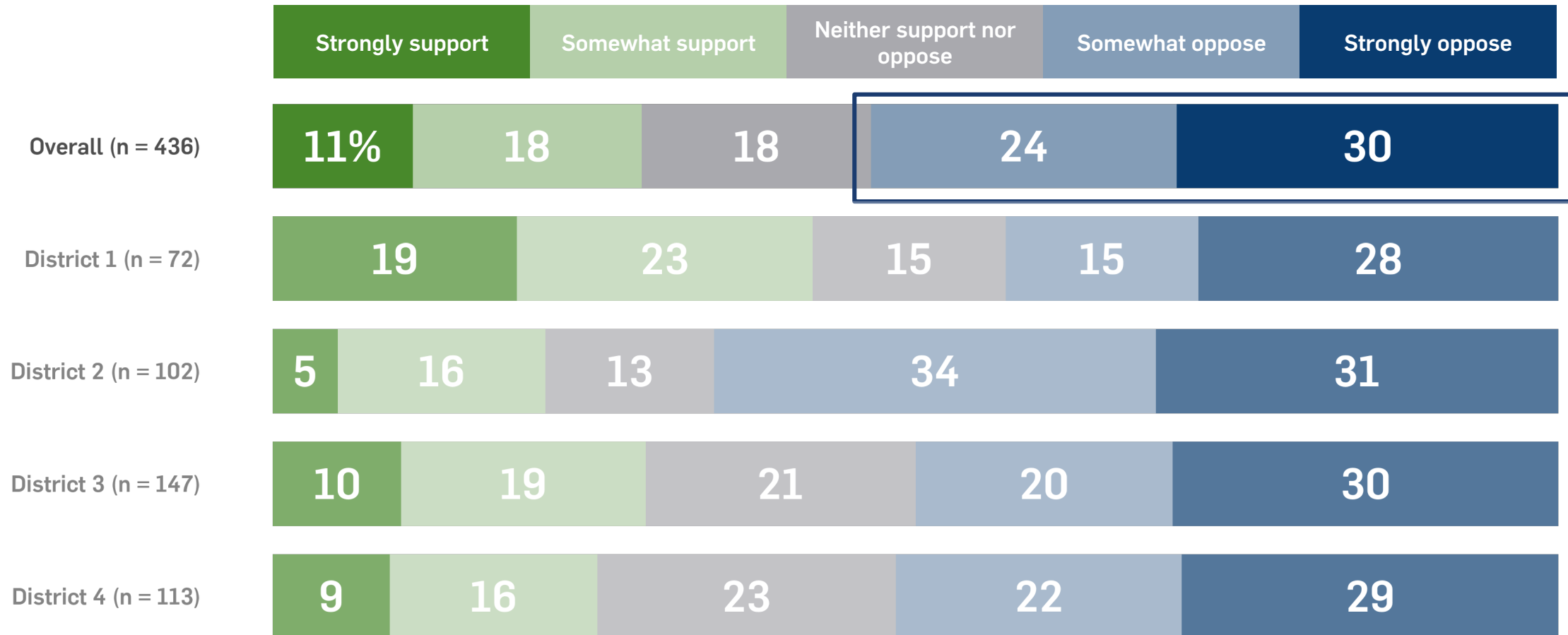


Q: If you had to choose up to 3, which of the following would you prioritize in your neighborhood? Please select up to 3. (n = 436)

MOST OPPOSE NEW HOUSING IN EXISTING NEIGHBORHOODS

Few respondents (about 29% of the entire sample) oppose adding new housing to existing neighborhoods while a majority (54%) oppose adding new housing in these areas – 30% saying they “strongly oppose” this plan. This pattern of responses is mostly matched within individual city council districts with the exception of District 2, in which 65% of respondents oppose adding new housing.

Adding New Housing to Existing Neighborhoods

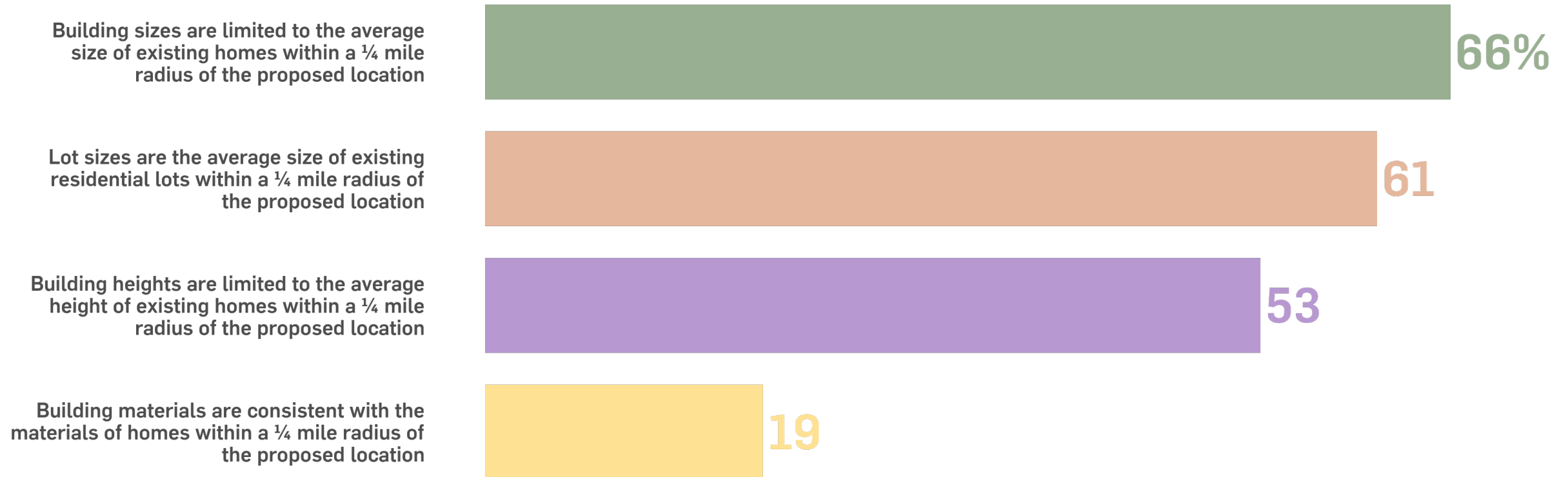


Q: To what degree do you support or oppose the opportunity to add new housing to existing neighborhoods? (n = 436)

IMPORTANT CONDITIONS FOR NEW HOMES DEAL WITH SIZE

When answering a question about important conditions to be placed on new housing in existing neighborhoods, the options relating to home and lot size were selected equally often. Around 30% of respondents said each of limited building sizes, limited lot sizes, and limited building heights were important conditions. Each of these were also selected frequently as second most-important conditions.

New Housing in Existing Neighborhoods (Sum of First and Second Choices)

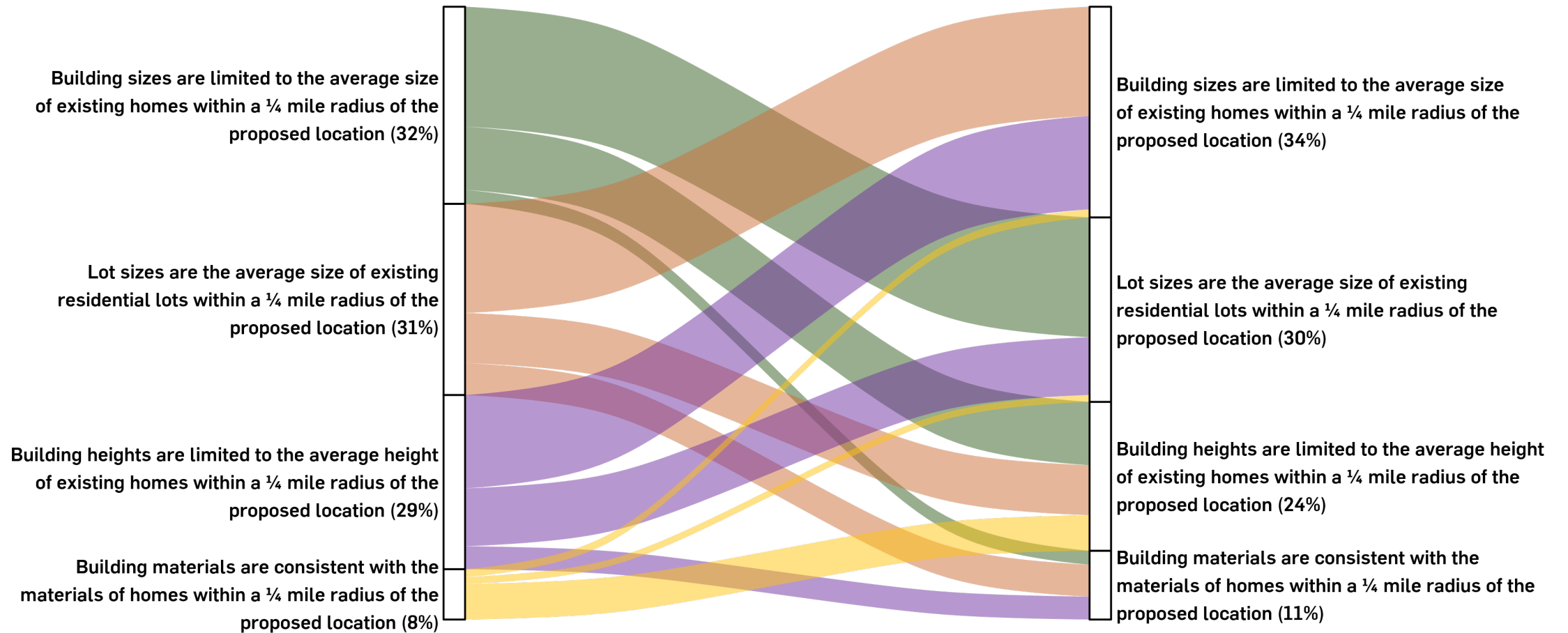


Q: Which of the following would you say is the most important condition to adding new housing to existing neighborhoods? (n = 416)

Q: Which of the following would you say is the second most important condition to adding new housing to existing neighborhoods? (n = 407)

CONSIDERABLE CROSSOVER IN BUILDING AND LOT SIZE PRIORITIES

New Housing in Existing Neighborhoods (First- and Second-Most Important Conditions)



Q: Which of the following would you say is the most important condition to adding new housing to existing neighborhoods? (n = 416)

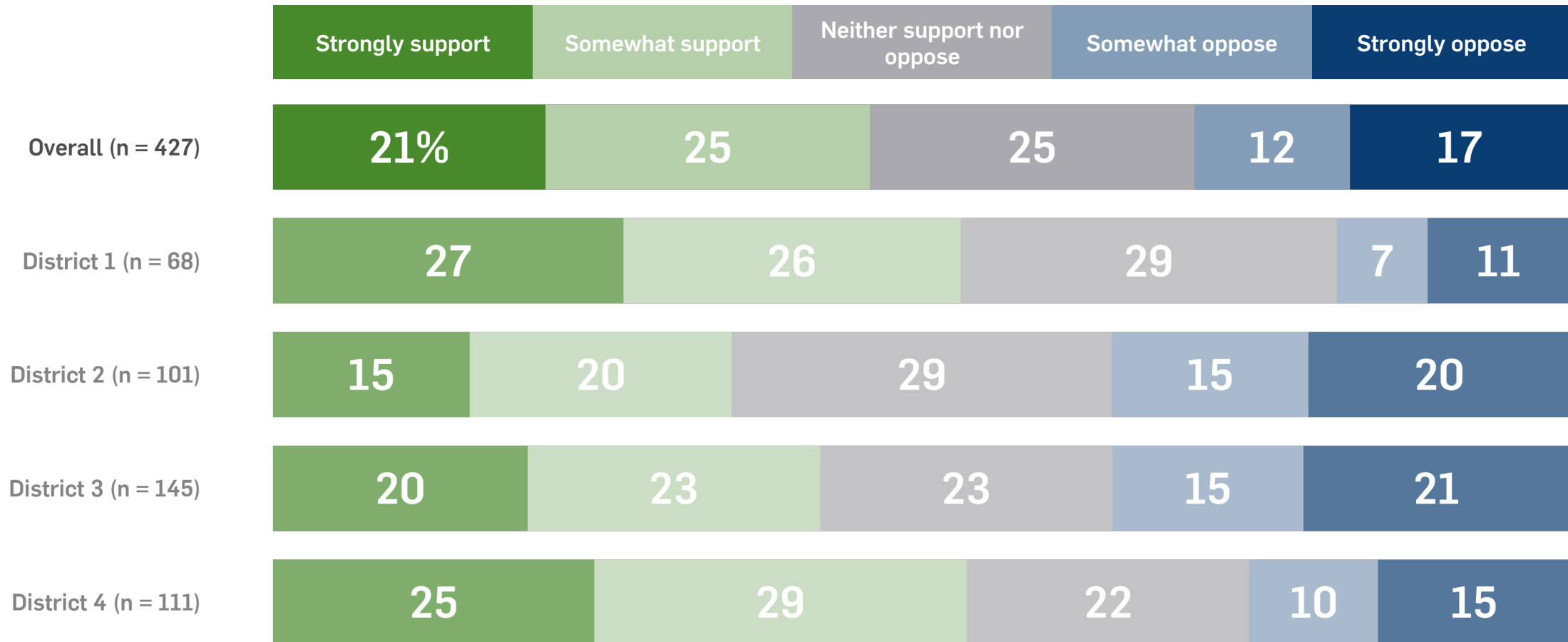
Q: Which of the following would you say is the second most important condition to adding new housing to existing neighborhoods? (n = 407)

INFILL & REDEVELOPMENT OPPORTUNITIES

MORE OPENNESS TO NEW HOUSING IN COMMERCIAL AREAS

About 46% of respondents expressed support for adding new housing in commercial areas currently undergoing redevelopment. This means support for this plan is higher, though not much higher, than support for the plan for existing neighborhoods. Support is slightly higher in Districts 1 and 4, and opposition to the plan is markedly lower in these districts.

Adding New Housing to Commercial Areas Undergoing Redevelopment

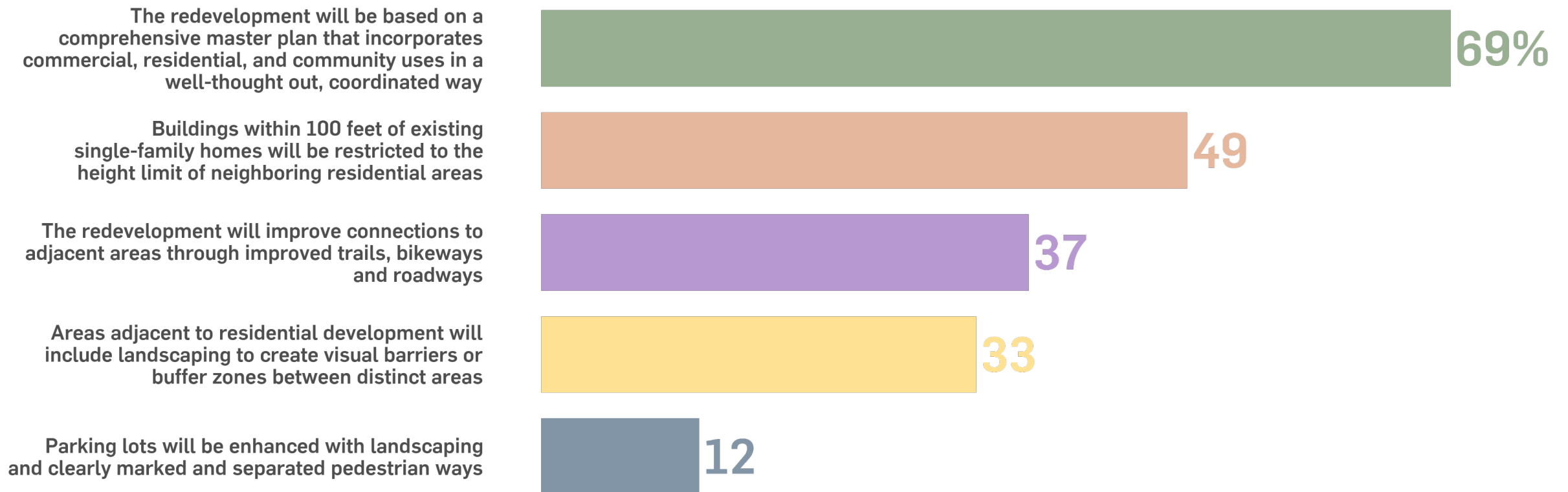


Q: To what extent do you support or oppose including new housing within commercial areas undergoing redevelopment? (n = 427)

RESIDENTS WANT COORDINATED REDEVELOPMENT

When answering a question about important conditions to be placed on new housing on redeveloping commercial areas, half of respondents said that the top condition was the redevelopment being based on a comprehensive master plan that incorporates commercial, residential, and community uses. Respondents also said the redevelopment improving connections with pathways is an important condition.

New Housing in Commercial Areas (Sum of First and Second Choices)

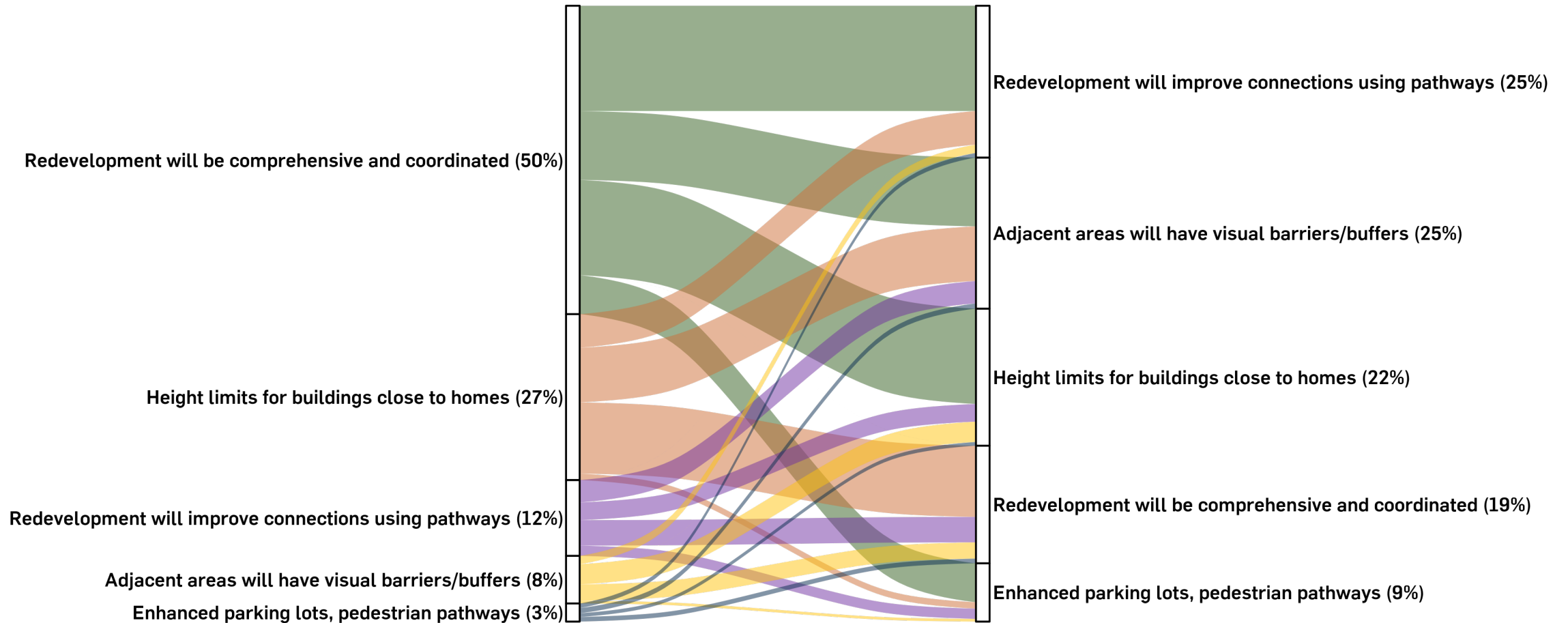


Q: Which of the following would you say is the most important condition to building new housing in commercial areas undergoing redevelopment? (n = 407)

Q: Which of the following would you say is the second most important condition to building new housing in commercial areas undergoing redevelopment? (n = 400)

HALF PRIORITIZE COORDINATED REDEVELOPMENT FIRST

New Housing in Commercial Areas (First- and Second-Most Important Conditions)

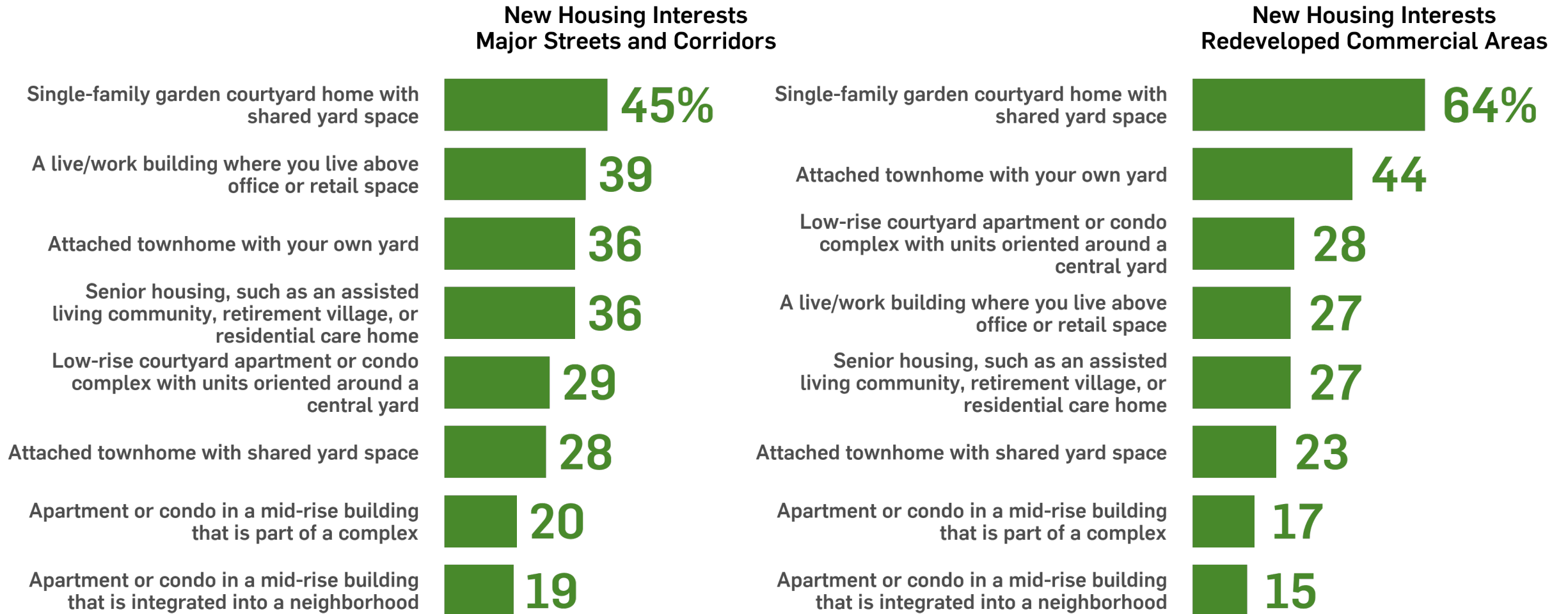


Q: Which of the following would you say is the most important condition to building new housing in commercial areas undergoing redevelopment? (n = 407)

Q: Which of the following would you say is the second most important condition to building new housing in commercial areas undergoing redevelopment? (n = 400)

SMALL SINGLE FAMILY W/ SHARED YARDS MOST POPULAR

For additional housing on both major streets and corridors and in redeveloped commercial areas, single-family garden courtyard homes with shared yard spaces are the layouts with the most interest among respondents. Respondents also expressed high interest in live/work spaces, townhomes, and senior housing along major streets; and townhomes in redeveloping commercial areas.



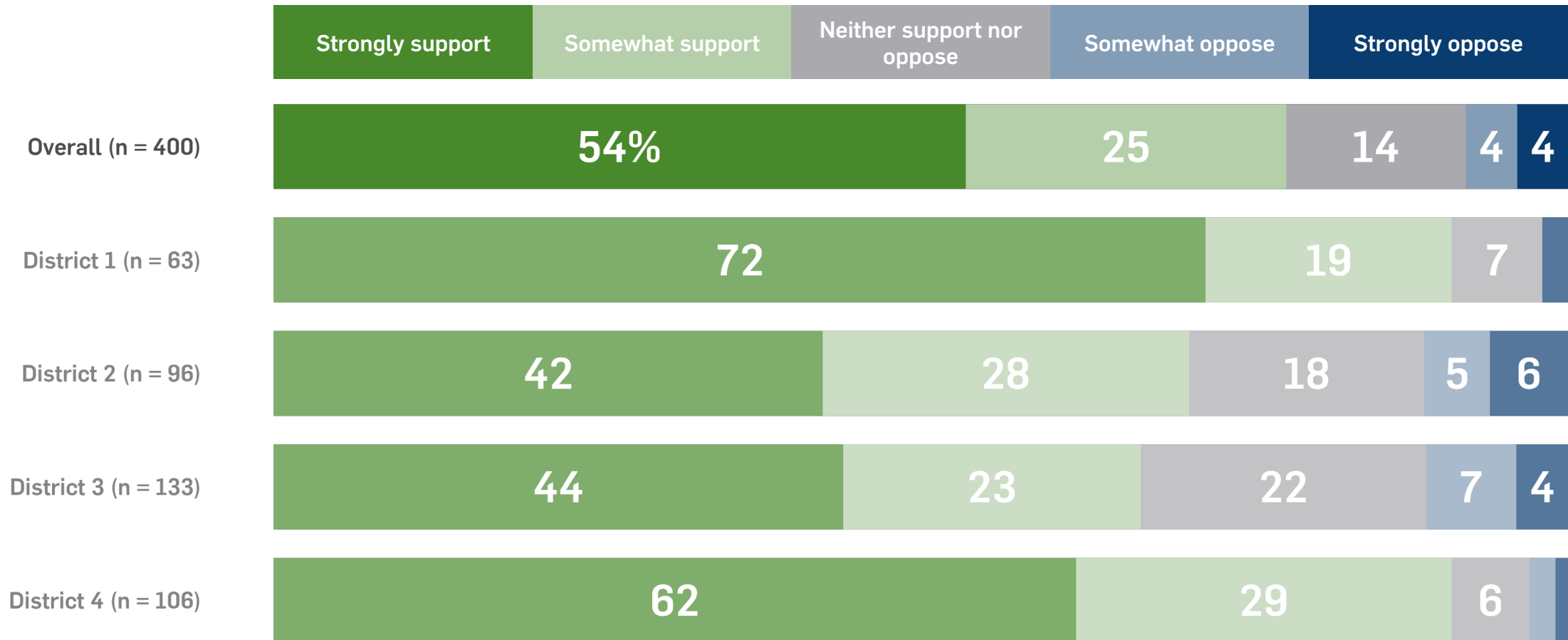
Q: Which of the following types of housing would you be willing to see more of along major streets and corridors? Please select all that apply. (n = 392)

Q: Which of the following types of housing would you be willing to see more of in redeveloped commercial areas? Please select all that apply. (n = 402)

POPULAR SUPPORT FOR COMMUNITY AMENITIES

About 80% of respondents expressed support for adding community amenities such as pedestrian- and bike-friendly pathways, more connections to surrounding areas, and public spaces to commercial areas undergoing redevelopment. Support for these kinds of additions is significantly higher in Districts 1 and 4.

Adding Community Amenities to Redeveloping Commercial Areas

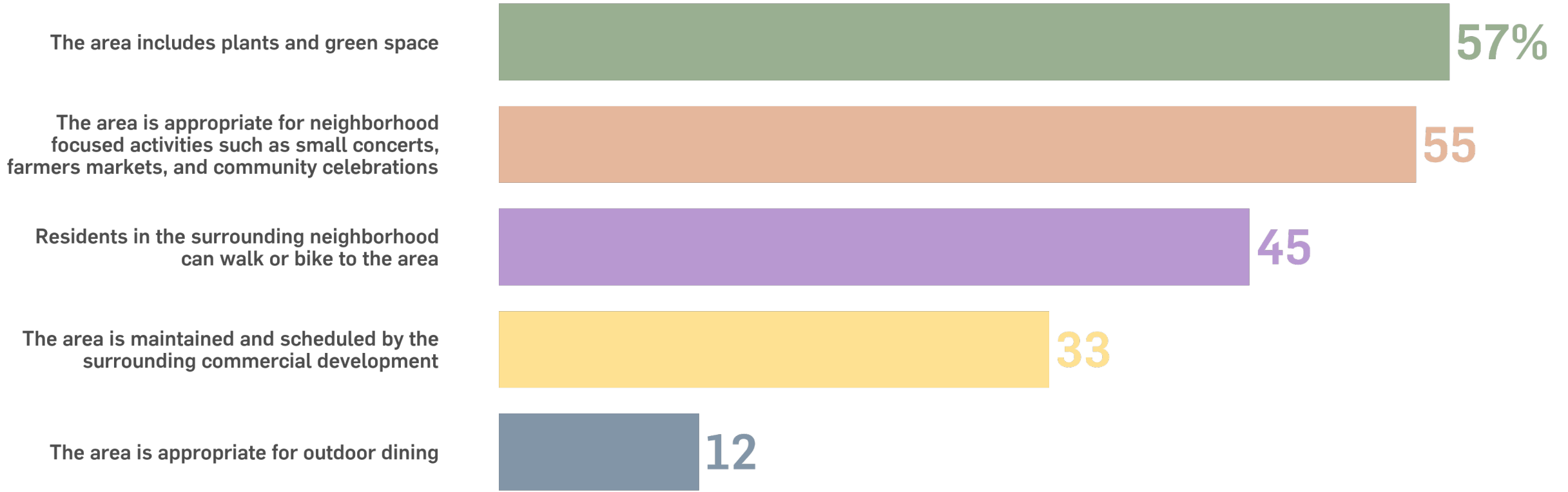


Q: To what extent do you support or oppose adding community amenities such as pedestrian and bike friendly pathways, more connections to surrounding areas, and public space to commercial areas undergoing redevelopment? (n = 400)

GREEN, NEIGHBORHOOD FOCUS MOST IMPORTANT AMENITIES

When asked about the most important condition for including community amenities in redeveloping commercial areas, about 3 in 10 respondents said that the area should include plants and green space, and 27% said a neighborhood focus is important. These two conditions were also most often selected as the second-most important conditions for community amenities.

Community Amenities in Commerical Areas (Sum of First and Second Choices)

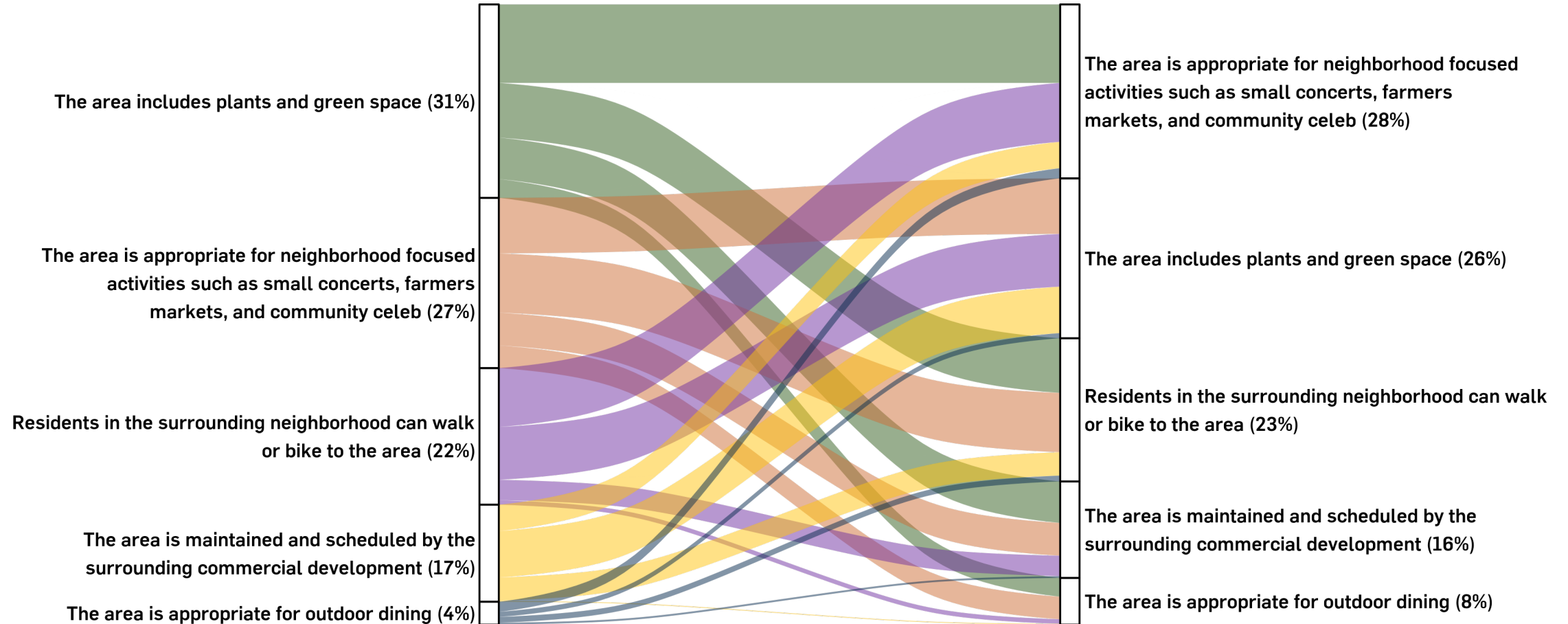


Q: Which of the following would you say is the most important condition to including community amenities within commercial areas undergoing redevelopment? (n = 391)

Q: Which of the following would you say is the second most important condition to including community amenities within commercial areas undergoing redevelopment? (n = 386)

SIGNIFICANT CONSENSUS AROUND TOP INFILL PRIORITIES

Community Amenities in Commercial Areas (First- and Second-Most Important Conditions)

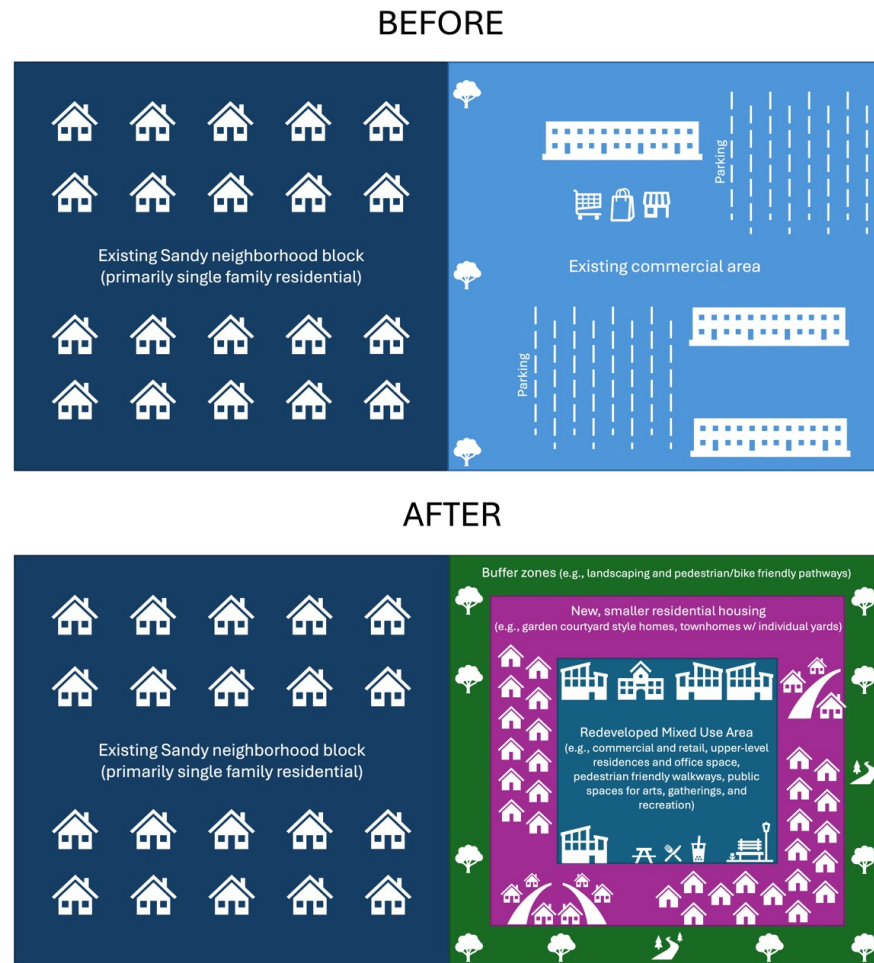


Q: Which of the following would you say is the most important condition to including community amenities within commercial areas undergoing redevelopment? (n = 391)

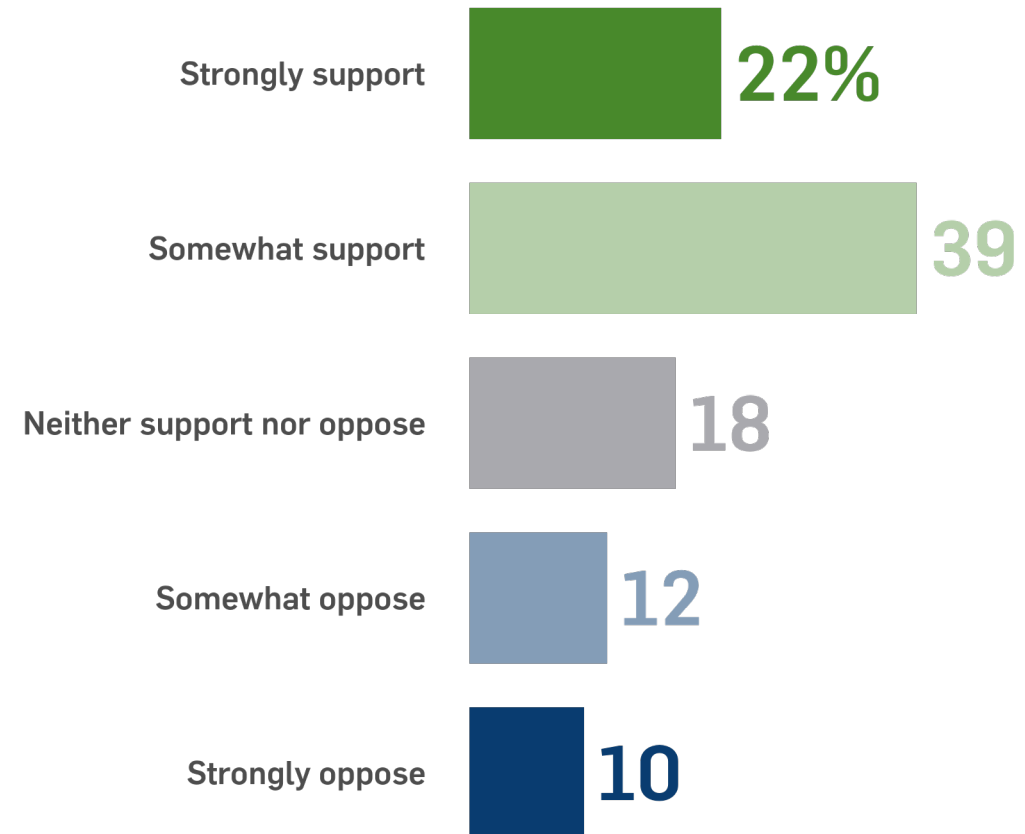
Q: Which of the following would you say is the second most important condition to including community amenities within commercial areas undergoing redevelopment? (n = 386)

MIXED-USE AREA CONCEPT HAS HIGH SUPPORT

After respondents were shown an example of how amenities, mixed-use developments, and additional housing could be incorporated into existing commercial areas to create mixed-use community centers, 61% of them expressed support for this kind of plan. Expressed opposition was fairly low at just 22%, and only about 1 in 5 respondents were ambivalent about the plan.



Support for Mixed-use Neighborhood Activity Centers

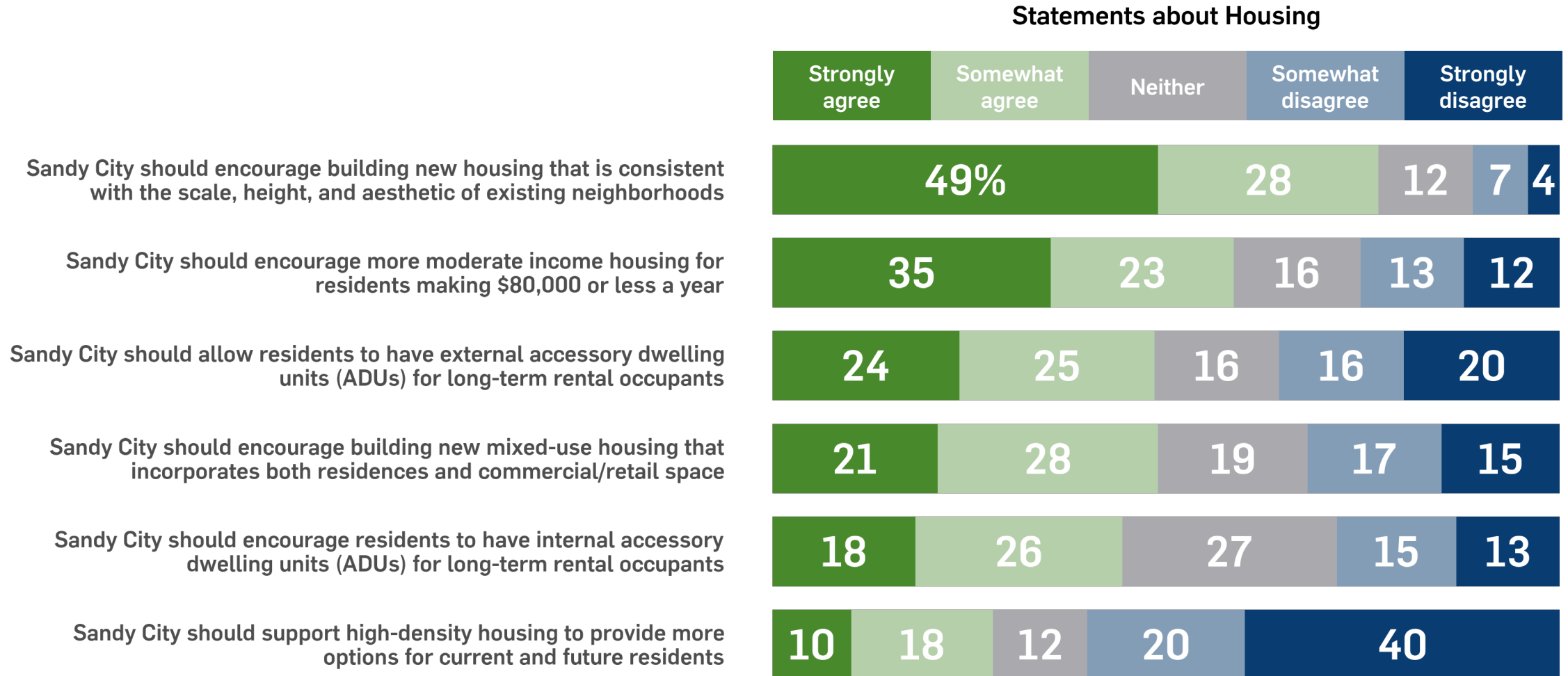


Q: Below is a graphical example of how community amenities, mixed-use developments, and additional housing could be incorporated into existing commercial areas undergoing redevelopment to create neighborhood activity centers. To what extent would you support the development of mixed-use community centers with the layout illustrated here? (n = 392)

HOUSING TYPES & OPTIONS

NEW HOUSING MUST MATCH EXISTING STYLES

When asked certain statements about housing in Sandy, a majority of respondents (77%) agreed that Sandy should encourage new housing that is consistent with the styles of existing neighborhoods. There is also majority agreement that Sandy should encourage more "moderate income housing", though at the same time a majority of respondents disagree that Sandy should support high-density housing.

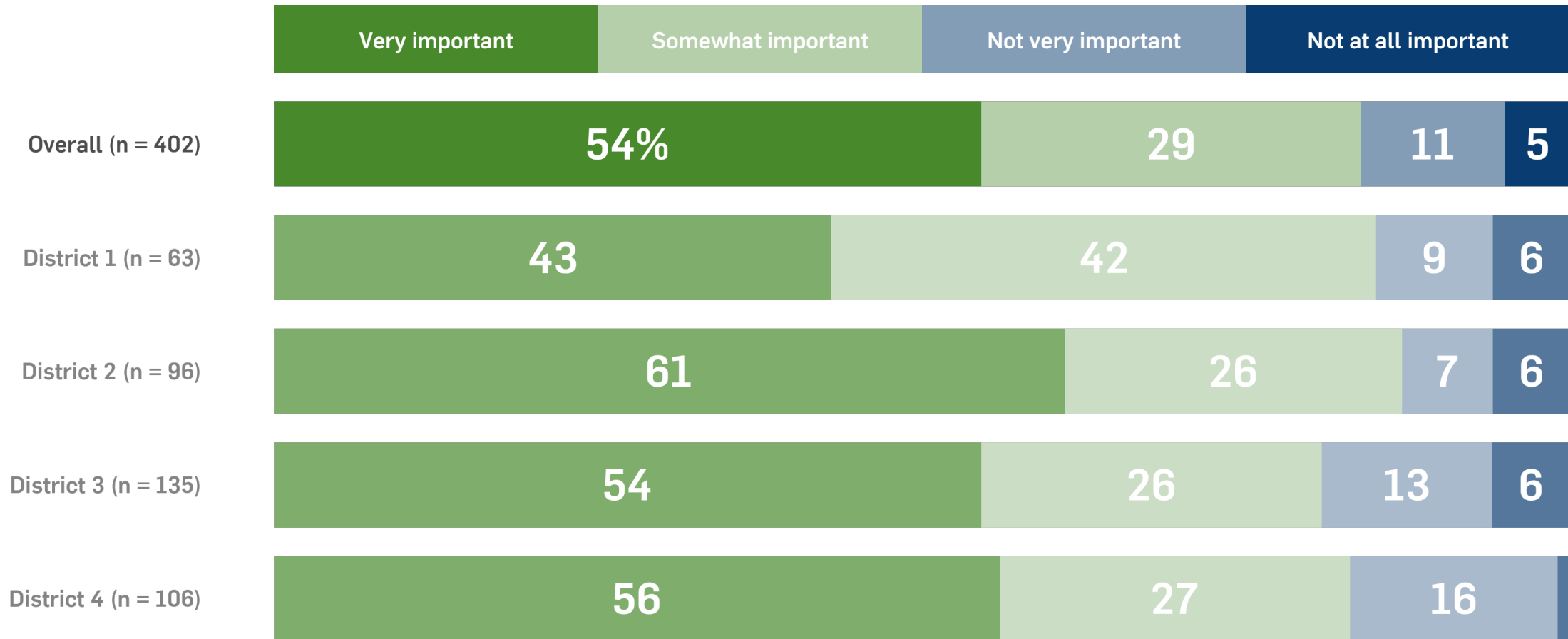


Q: Do you agree or disagree with the following statements about housing? (n = 384)

HEIGHT RESTRICTIONS IMPORTANT TO ALL RESPONDENTS

Nearly all respondents (83%) say that height restrictions on new housing developments forcing them to match the height of existing surrounding neighborhoods is at least "somewhat" important to them, with over half saying it's "very important". These sentiments are nearly the same across all city council districts.

Importance of Height Restrictions on New Housing Units

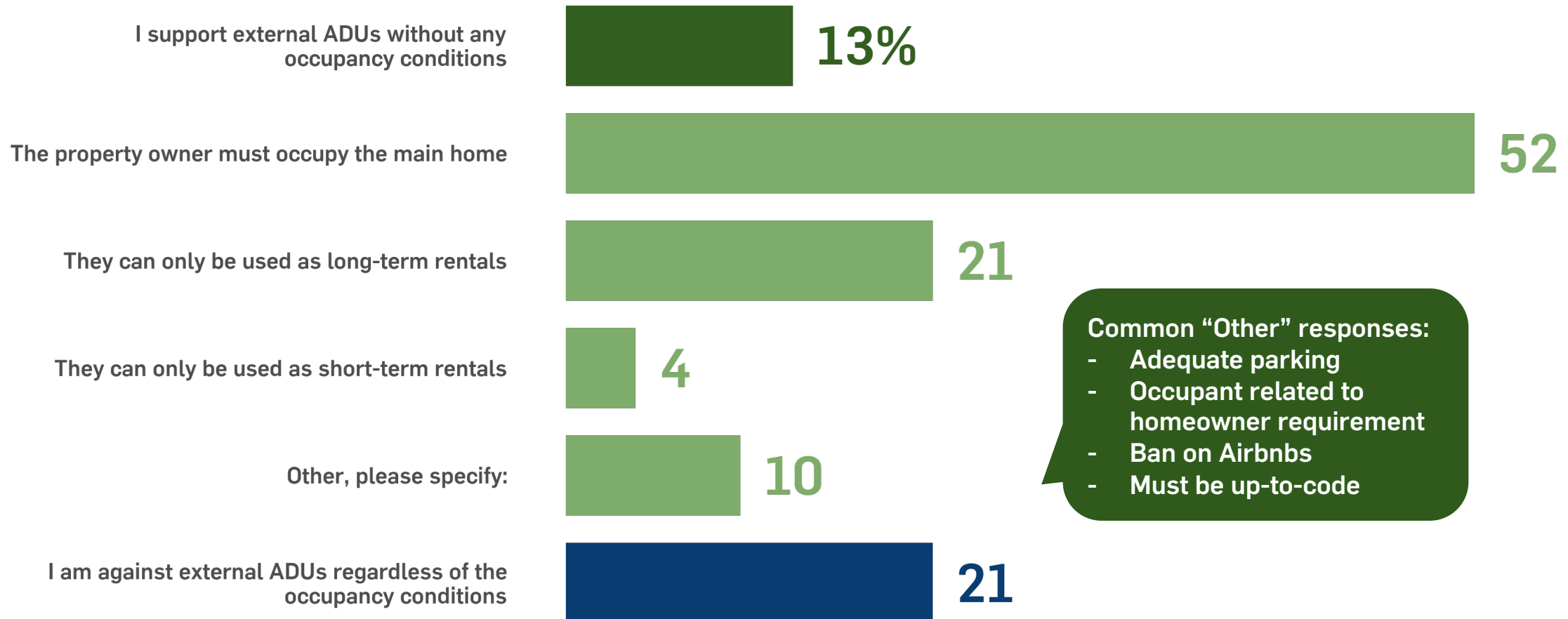


Q: How important is it to you that Sandy City restrict the height of new housing developments to match the height of existing surrounding neighborhoods? (n = 402)

MAJORITY SUPPORT FOR ADUS WITH CONDITIONS

Respondents expressed some openness to allowing homeowners to add external accessory dwelling units (ADUs), but most expressed support for some conditions. Half of respondents supported the condition that the property owner must occupy the main home, while limited support was given for rental-based conditions. 13% expressed unconditional support, and 21% unconditional opposition.

Support for ADU Occupancy Rules

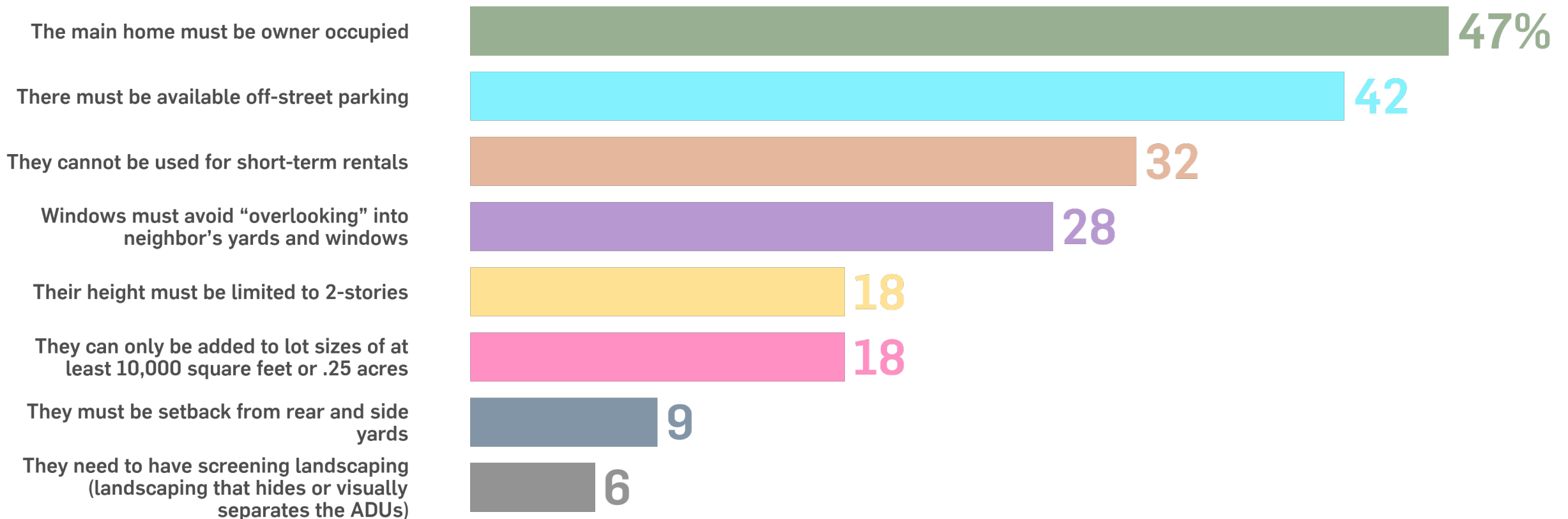


Q: As part of addressing housing needs in the city, Sandy City is considering allowing homeowners to add external accessory dwelling units (ADUs) to existing neighborhoods. Which, if any, of the following occupancy conditions need to be met for you to feel co (n = 376)

OCCUPANCY CONDITION IMPORTANT FOR ADUS

3 in 10 respondents say that the main home of an ADU being owner-occupied is the most important condition for them. Parking and limits on short-term rentals were also selected often as top conditions. The same conditions were also all selected often as second-most important conditions for ADUs.

ADU's in existing neighborhoods (Sum of First and Second Choices)

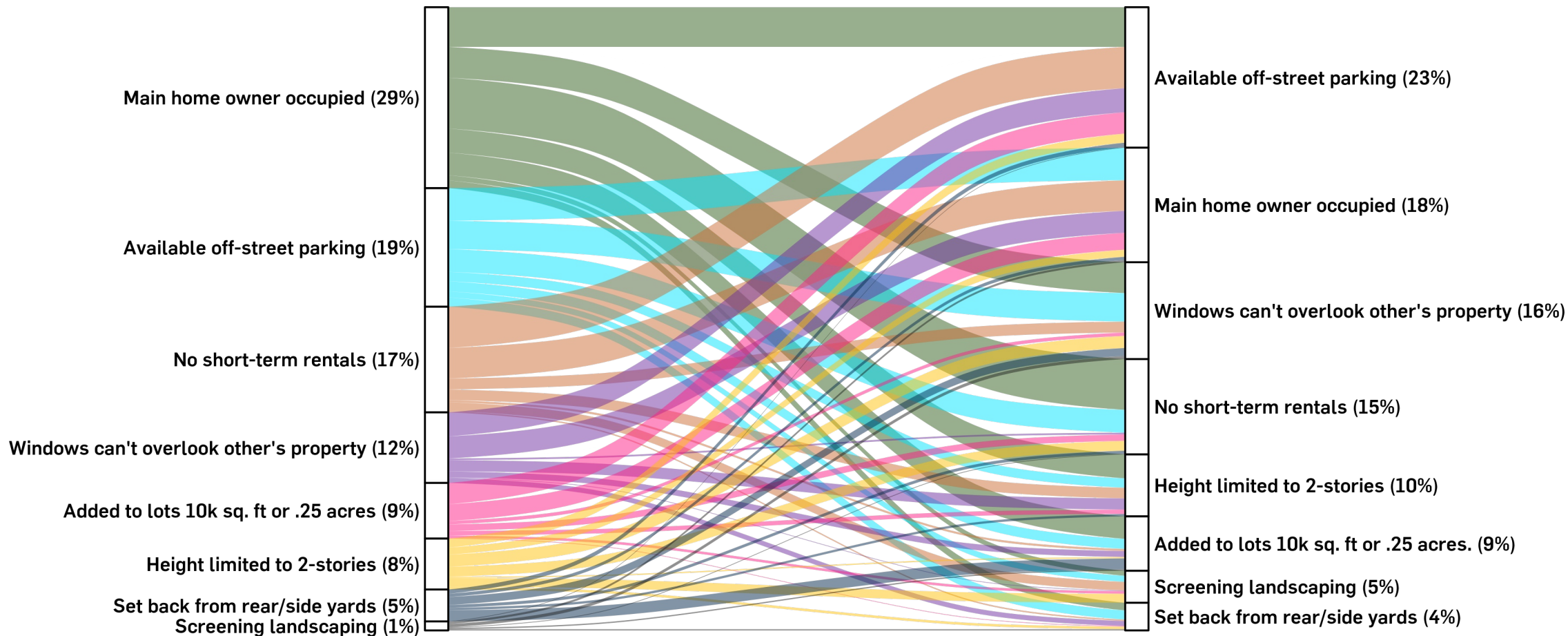


Q: Which of the following would you say is the most important condition to adding external accessory dwelling units to existing neighborhoods. (n = 368)

Q: Which of the following would you say is the second most important condition to adding external accessory dwelling units to existing neighborhoods. (n = 362)

WIDE-RANGING DISTRIBUTION OF SECOND PRIORITIES

ADUs in Existing Neighborhoods (First- and Second-Most Important Conditions)



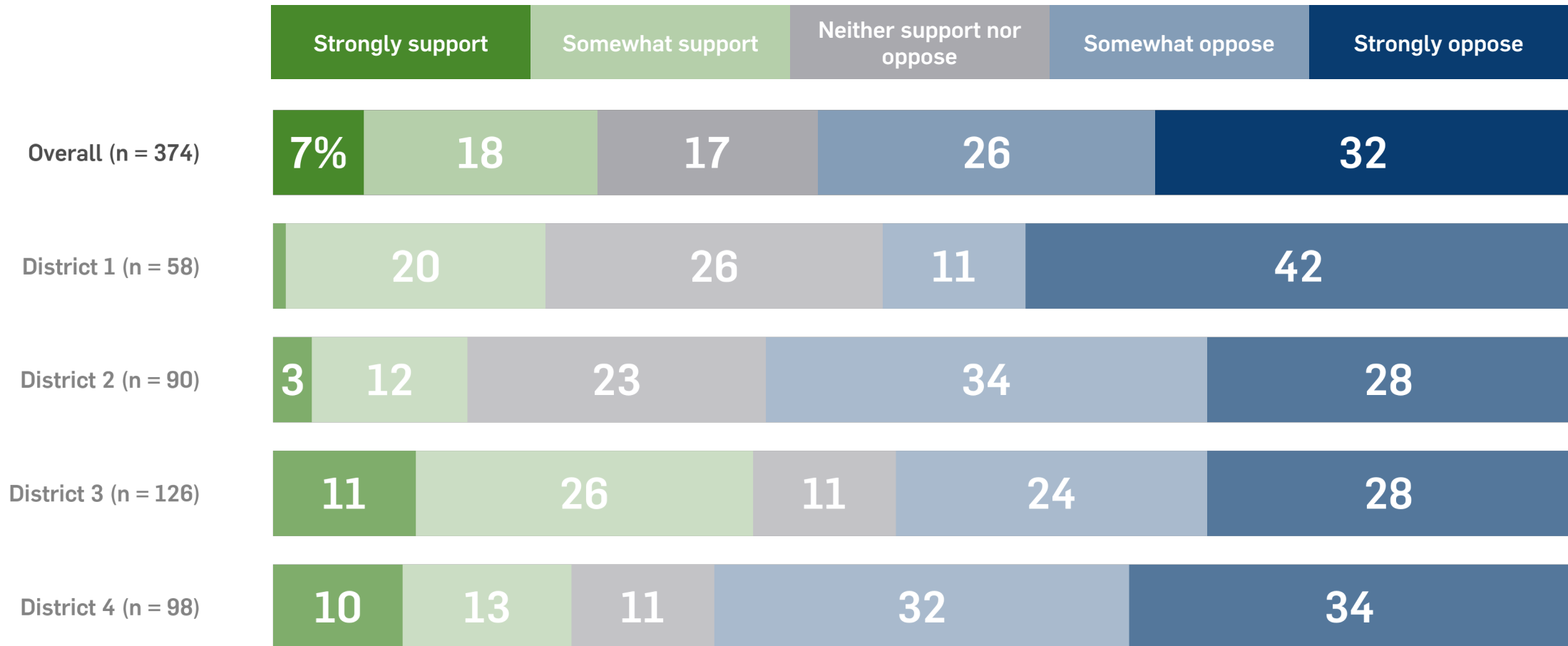
Q: Which of the following would you say is the most important condition to adding external accessory dwelling units to existing neighborhoods. (n = 368)

Q: Which of the following would you say is the second most important condition to adding external accessory dwelling units to existing neighborhoods. (n = 362)

HIGH OPPOSITION TO SHORT-TERM RENTALS

Implementing short-term rental units in Sandy has a high level of opposition, with 58% of respondents saying they oppose them. Opposition is similarly high across all city council districts, but it is slightly higher in Districts 2 and 4.

Support for Short-term Rental Units

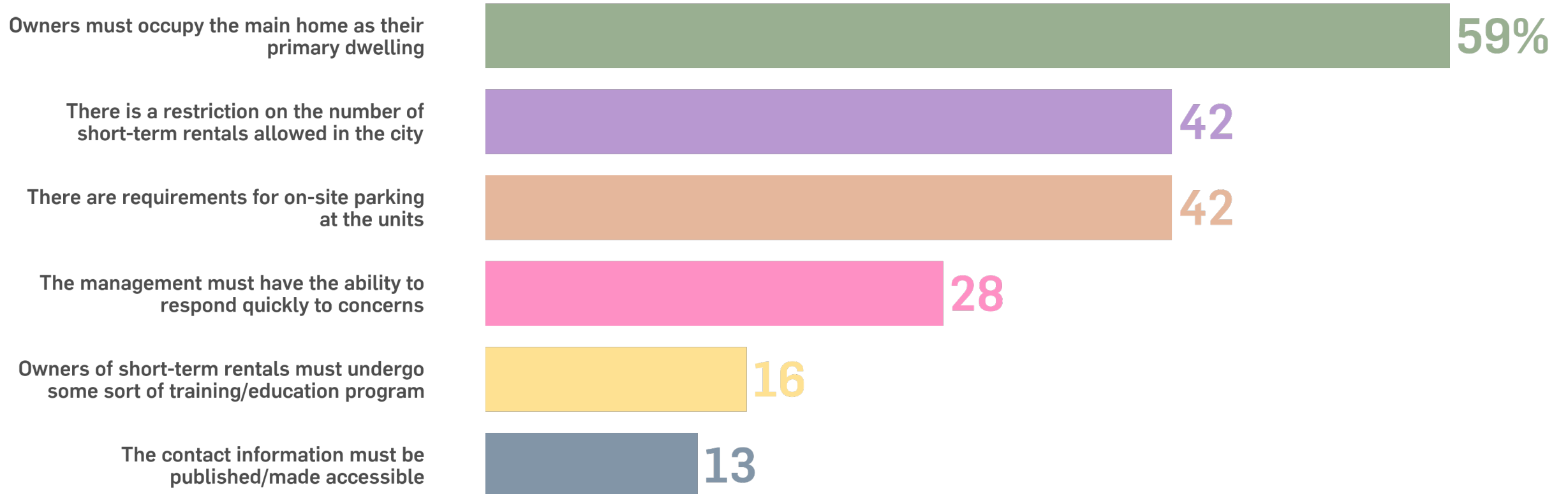


Q: To what degree do you support or oppose the implementation of short-term rental units in Sandy City? (n = 374)

OCCUPANCY CONDITION IMPORTANT FOR RENTALS

As with ADUs, respondents say having the main home be owner-occupied is an important condition for having short-term rentals in Sandy. Popular second-most important conditions are restricting the number of rentals across the city, on-site parking requirements, and imposing an occupancy condition.

Short Term Rentals in Sandy (Sum of First and Second Choices)

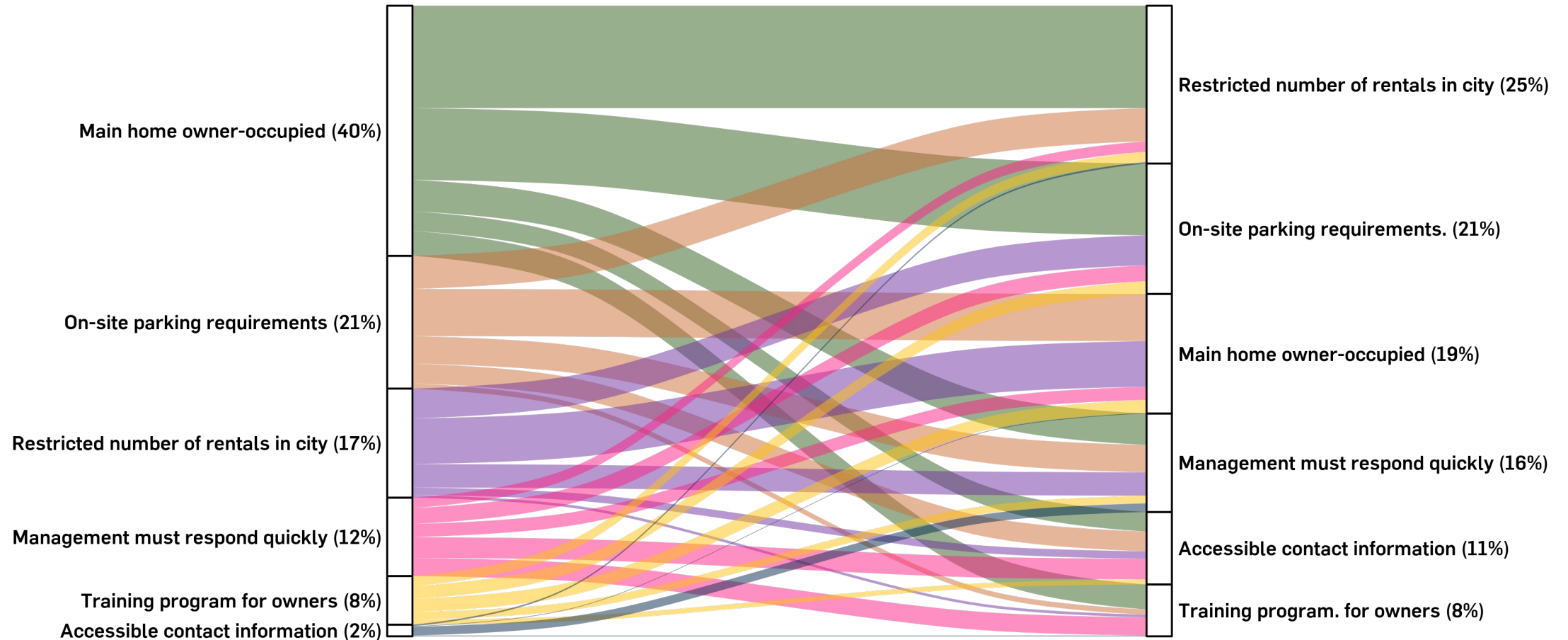


Q: Which of the following is the most important condition to allowing the implementation of short-term rental units in Sandy City? (n = 365)

Q: Which of the following is the second most important condition to the implementation of short-term rental units in Sandy City? (n = 361)

RESIDENTS DESIRE SIGNIFICANT RESTRICTIONS FOR STRS

Short-Term Rentals in Sandy (First- and Second-Most Important Conditions)



Q: Which of the following is the most important condition to allowing the implementation of short-term rental units in Sandy City? (n = 365)

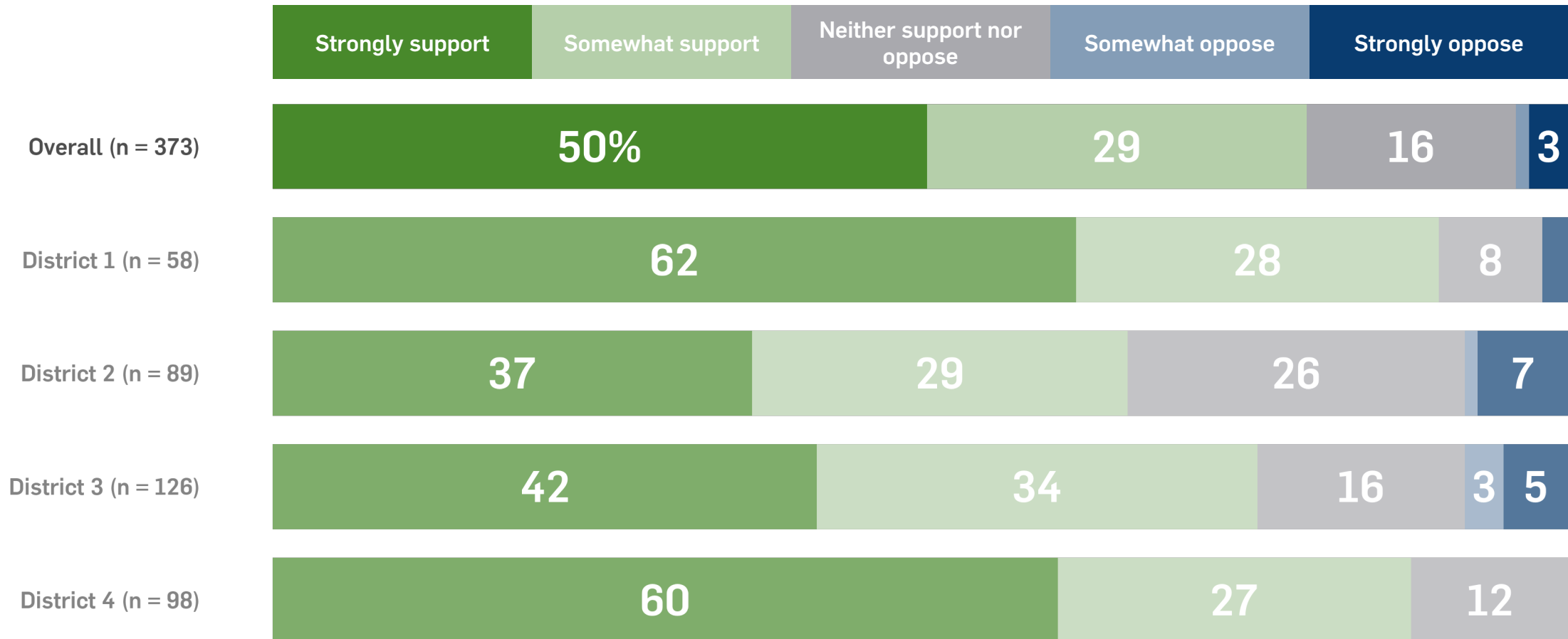
Q: Which of the following is the second most important condition to the implementation of short-term rental units in Sandy City? (n = 361)

PEDESTRIAN & BIKE MOBILITY

MAJORITY OF RESPONDENTS SUPPORT INCREASED WALKABILITY

Overall, 79% of respondents support creating more sidewalk to increase walkability in Sandy. A majority of respondents in all districts support this proposal, with District 1 having the highest levels of support at 90% and District 2 having the lowest levels of support at 66%.

Support for Increased Walkability

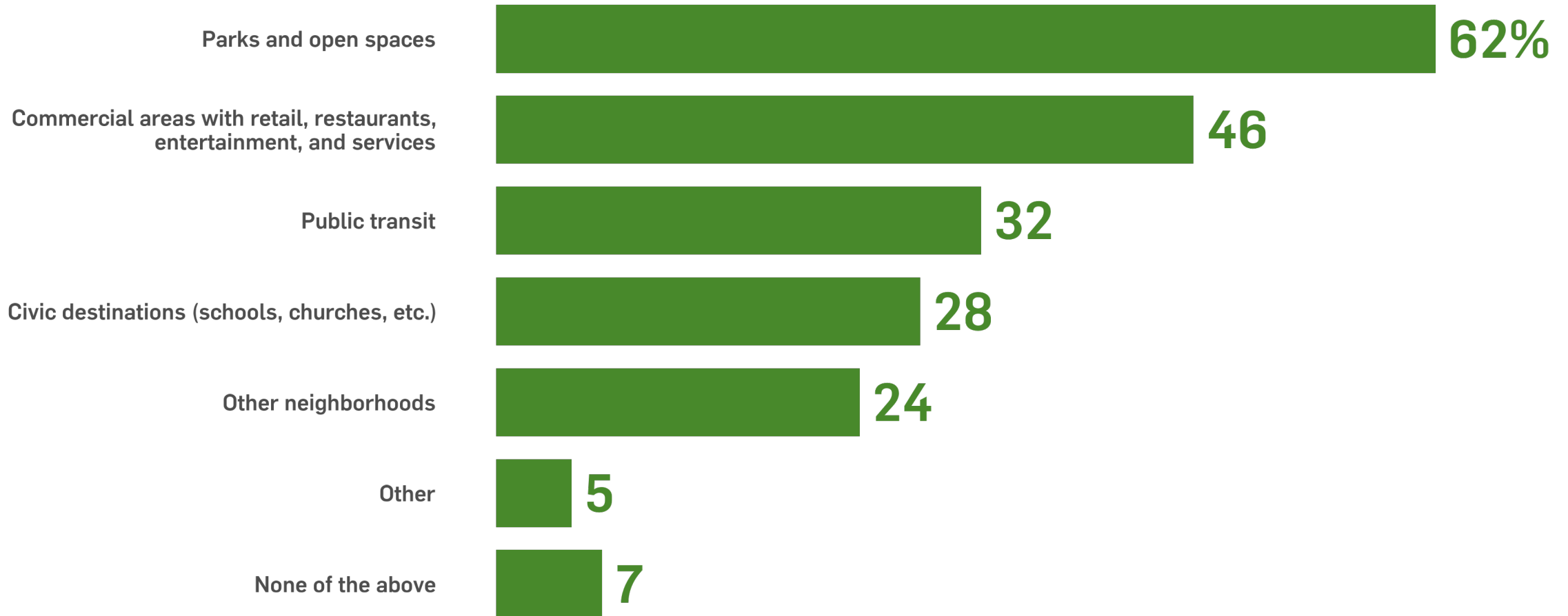


Q: To what degree do you support or oppose creating more connections between sidewalks to increase walkability in Sandy City? Overall n = 373 | District 1 n = 58 | District 2 n = 89 | District 3 n = 126 | District 4 n = 98

MORE PEDESTRIAN CONNECTIONS TO PARKS AND OPEN SPACES

62% of residents would like to see more pedestrian-friendly connections to parks and open spaces. Public transit, civic destinations, and other neighborhoods all have around the same levels of support, with around 30% of respondents selecting them.

Locations for Pedestrian Connections

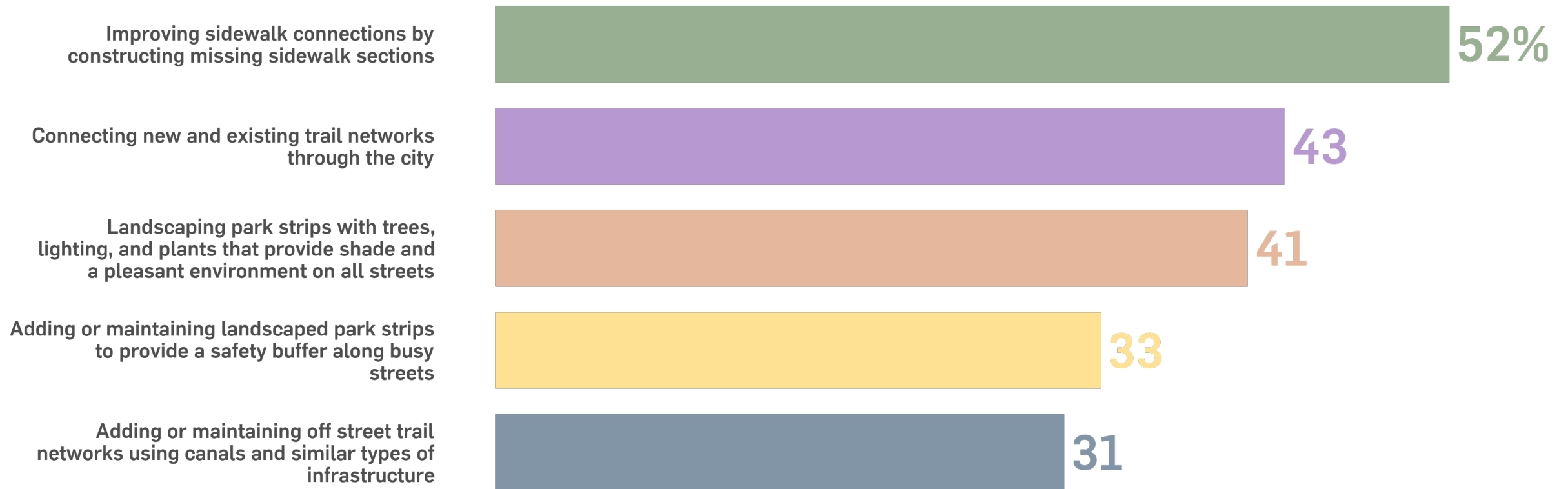


Q: Which of the following locations would you like to see more pedestrian-friendly connections to? Please select all that apply. (n = 367)

CONSTRUCTING MISSING SIDEWALKS TOP PRIORITY

3 in 10 people selected constructing missing sidewalks as their top priority, followed by landscaping park strips with plants and lights to provide shade. 24% of people chose new and existing trails as their second priority. Off street trail networks were selected the least as the first priority but placed third when considering people's second most important priority.

Improving Walking Conditions (Sum of First and Second Choices)

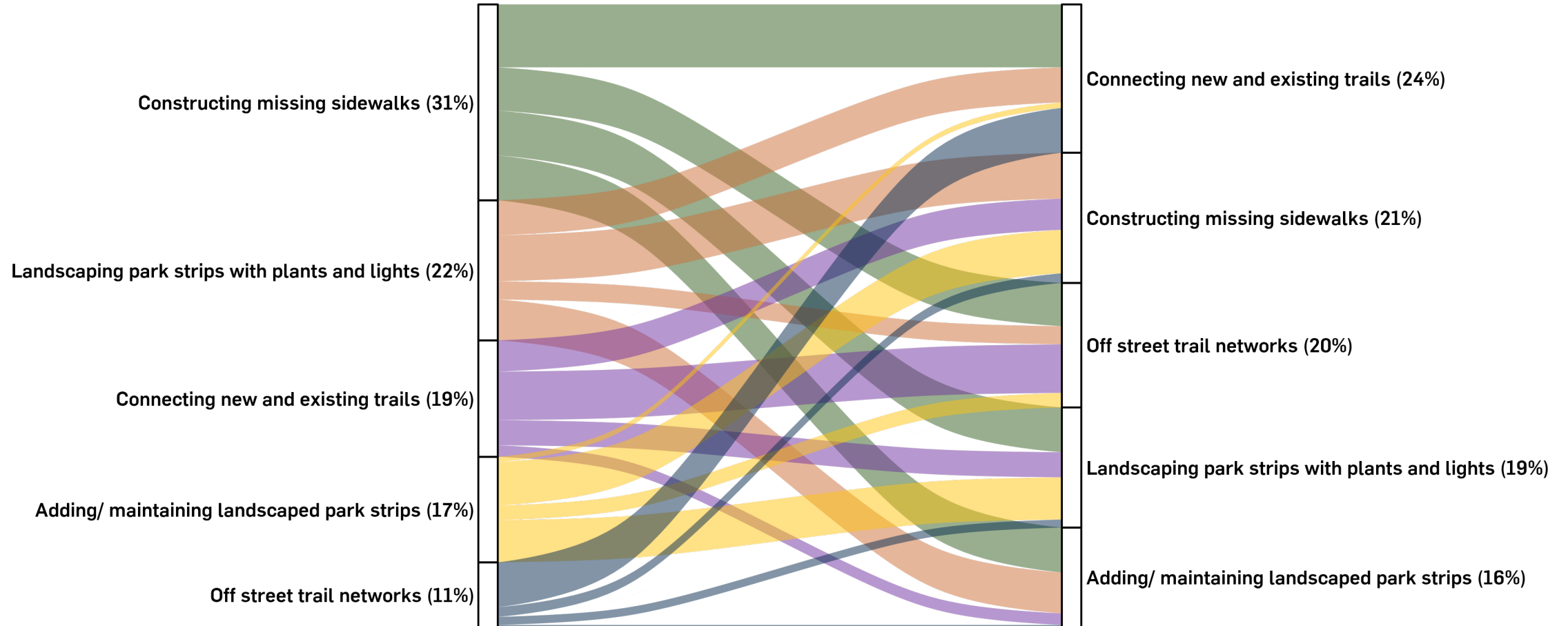


Q: Of the following options, which do you believe to be the most important when it comes to improving walking conditions in Sandy City? (n = 363)

Q: Of the following options, which do you believe to be the second most important when it comes to improving walking conditions in Sandy City? (n = 358)

CROSSOVER IN SIDEWALK & TRAIL CONSTITUENCIES

Improving Walking Conditions (First- and Second-Most Important Conditions)



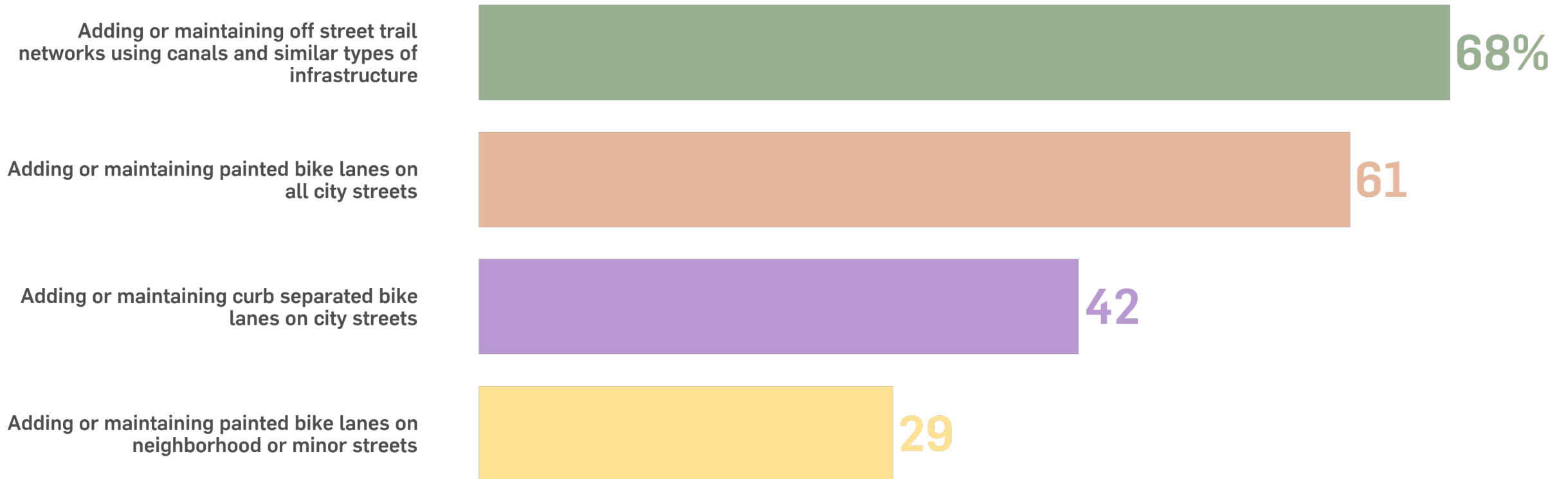
Q: Of the following options, which do you believe to be the most important when it comes to improving walking conditions in Sandy City? (n = 363)

Q: Of the following options, which do you believe to be the second most important when it comes to improving walking conditions in Sandy City? (n = 358)

OFF STREET TRAIL NETWORKS NEEDED TO IMPROVE BIKING CONDITIONS

Off street trail networks and painted bike lanes on all streets were consistently picked as the top two ways to improve biking conditions across Sandy. Painted bike lanes on minor streets were the least desired outcome with only 11% of respondents picking it as their most important priority.

Improving Biking Conditions (Sum of First and Second Choices)

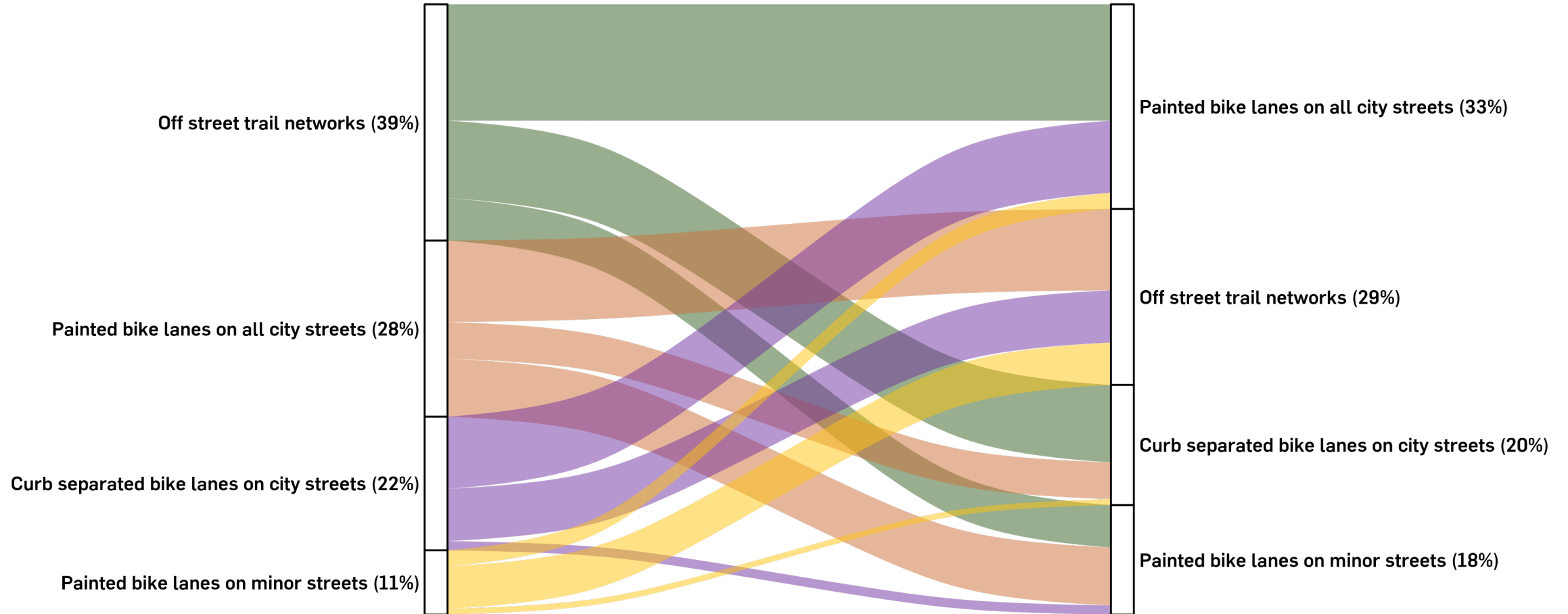


Q: Of the following options, which do you believe to be the most important when it comes to improving bike lanes in Sandy City? (n = 351)

Q: Of the following options, which do you believe to be the second most important when it comes to improving bike lanes in Sandy City? (n = 339)

HIGH LEVEL OF CONSISTENCY IN TOP BIKING PRIORITIES

Improving Biking Conditions (First- and Second-Most Important Conditions)



Q: Of the following options, which do you believe to be the most important when it comes to improving bike lanes in Sandy City? (n = 351)

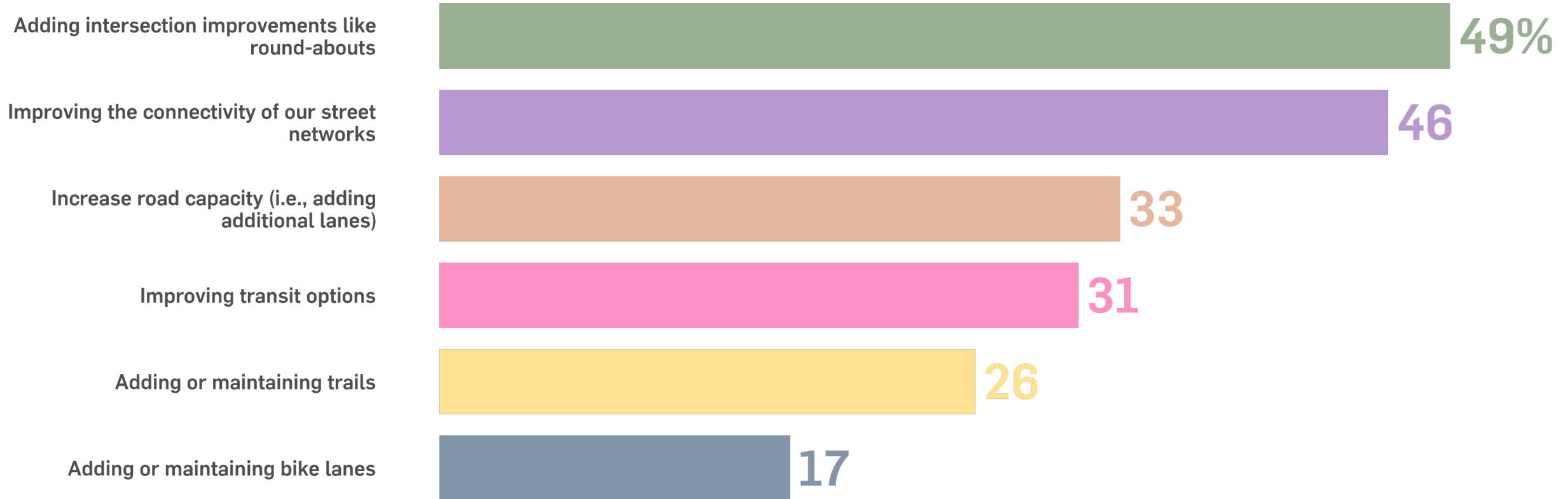
Q: Of the following options, which do you believe to be the second most important when it comes to improving bike lanes in Sandy City? (n = 339)

TRAFFIC & TRANSIT MOBILITY

ADDING INTERSECTION IMPROVEMENTS TOP PRIORITY

Adding intersection improvements was the most desired intervention to address increased traffic, with 32% of respondents picking it as their top priority. Although only 18% of respondents picked street connectivity as their top priority, 28% picked it as their second priority.

Handling Increased Traffic (Sum of First and Second Choices)

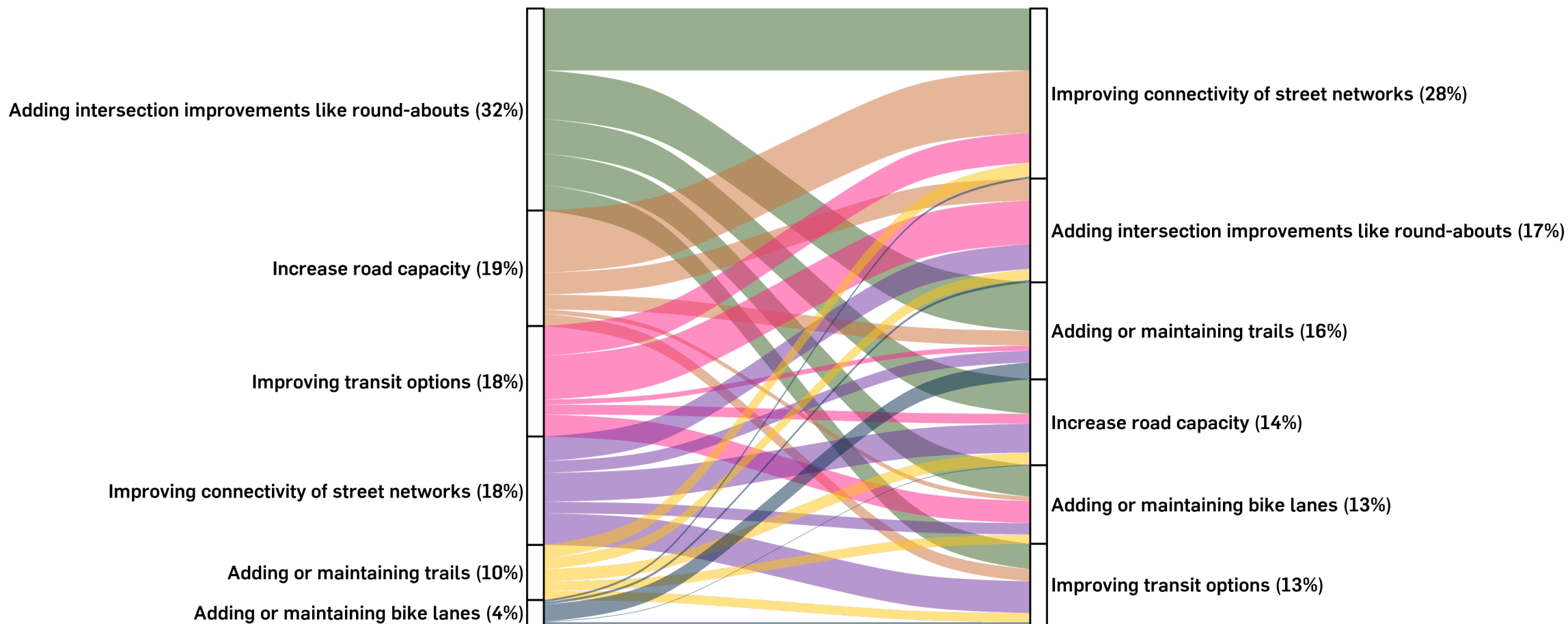


Q: Which of the following interventions would be your first preference for addressing increased traffic on Sandy City roadways? (n = 357)

Q: Which of the following interventions would be your second preference for addressing increased traffic on Sandy City roadways? (n = 348)

VEHICLE-FOCUSED OPTIONS TOP PRIORITIES IN THE AGGREGATE

Handling Increased Traffic (First- and Second-Most Important Conditions)



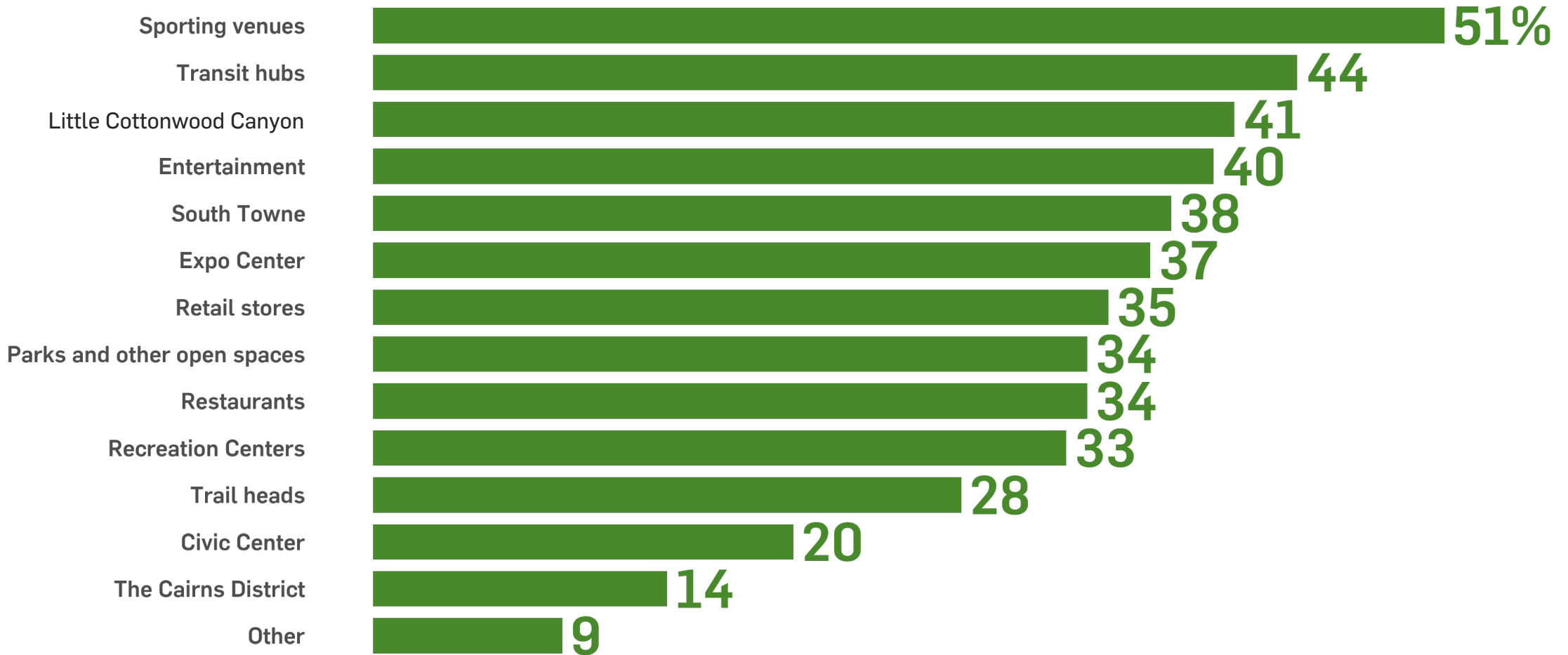
Q: Which of the following interventions would be your first preference for addressing increased traffic on Sandy City roadways? (n = 357)

Q: Which of the following interventions would be your second preference for addressing increased traffic on Sandy City roadways? (n = 348)

SLIGHT MAJORITY WANT TRANSIT DROP OFFS AT SPORTING VENUES

51% of respondents want sporting venues to have transit drop off locations. Around 40% of respondents want transit access at transit hubs, Little Cottonwood Canyon, entertainment venues, and South Towne. Only 14% of respondents want to see transit access to the Cairns District.

Transit Drop Off Locations

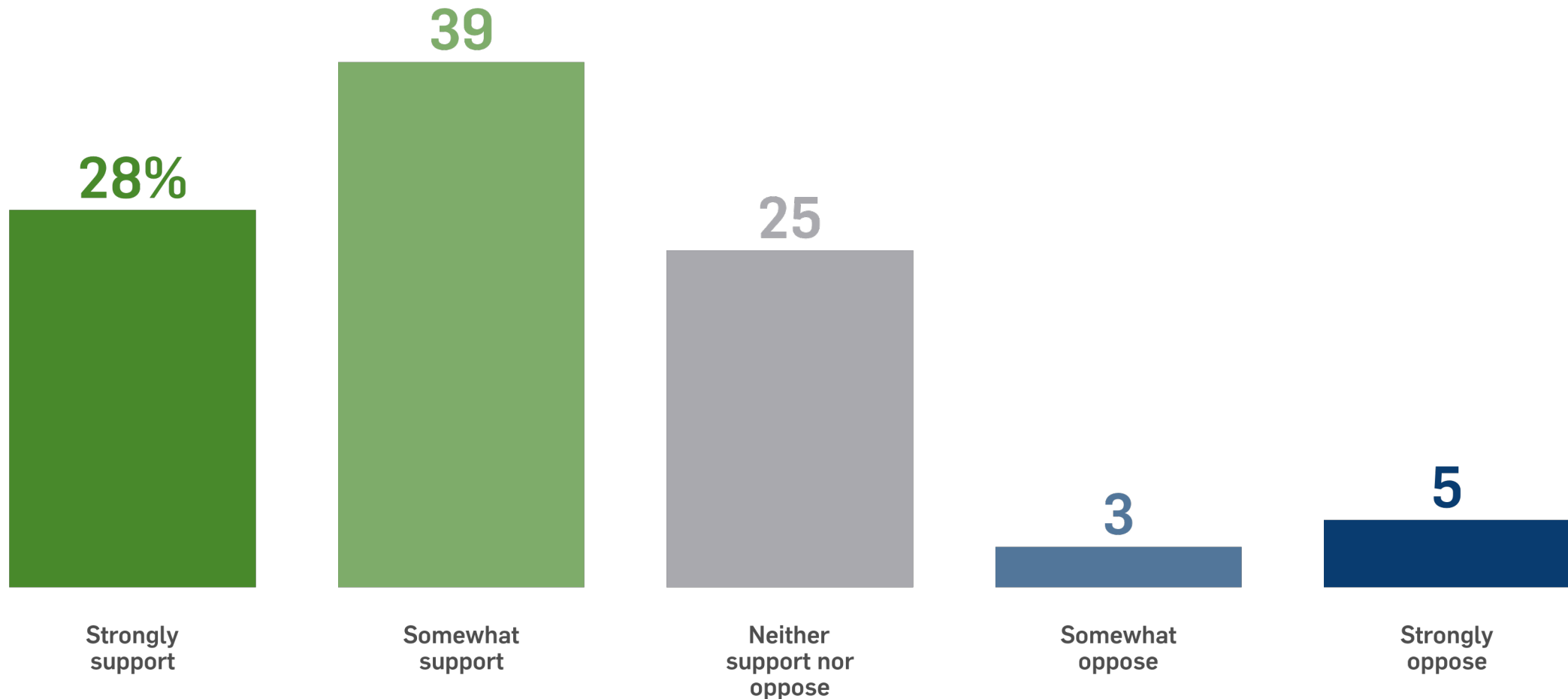


Q: Thinking about TRAX or UTA bus drop off locations, which of the following do you want to be accessible at these stops? Please select all that apply. (n = 338)

STRONG SUPPORT FOR TRANSIT ACCESSIBILITY

67% of people support prioritizing accessibility to current commercial areas when designing future public transit routes. Only 8% of people oppose prioritizing accessibility and 25% of people are ambivalent.

Support for Transit Accessibility

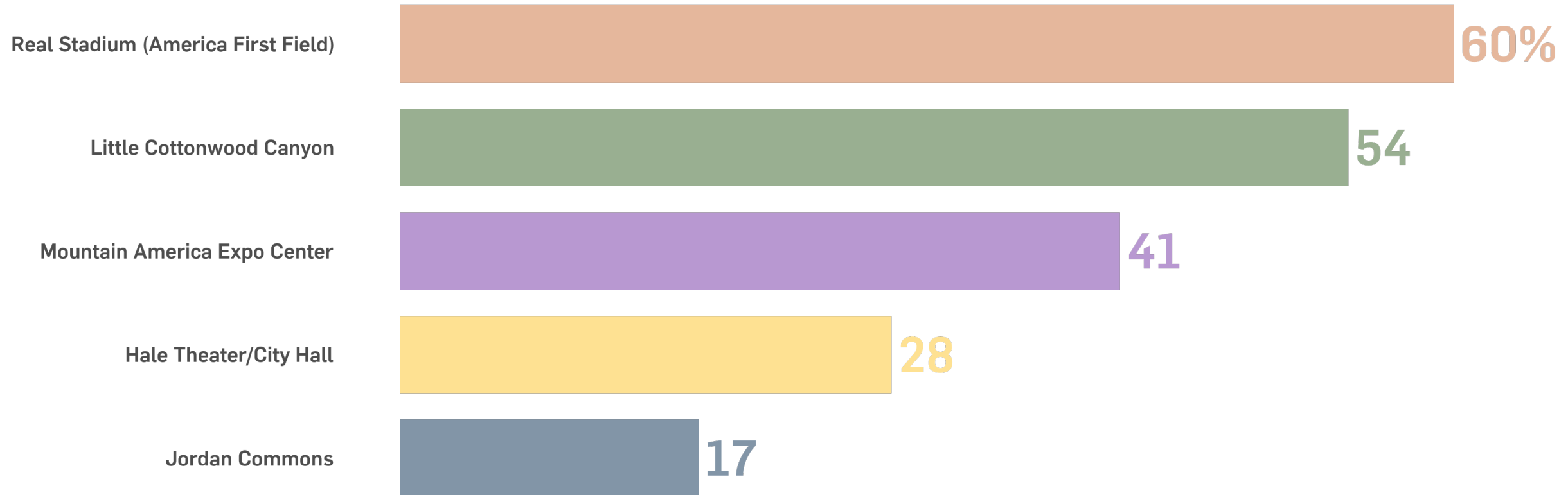


Q: To what extent do you support or oppose Sandy City prioritizing accessibility to current commercial areas such as The Cairns (Sandy downtown) and South Towne Mall when designing future UTA bus and TRAX routes to encourage transit use? (n = 353)

REAL STADIUM & LITTLE COTTONWOOD TOP DESTINATIONS

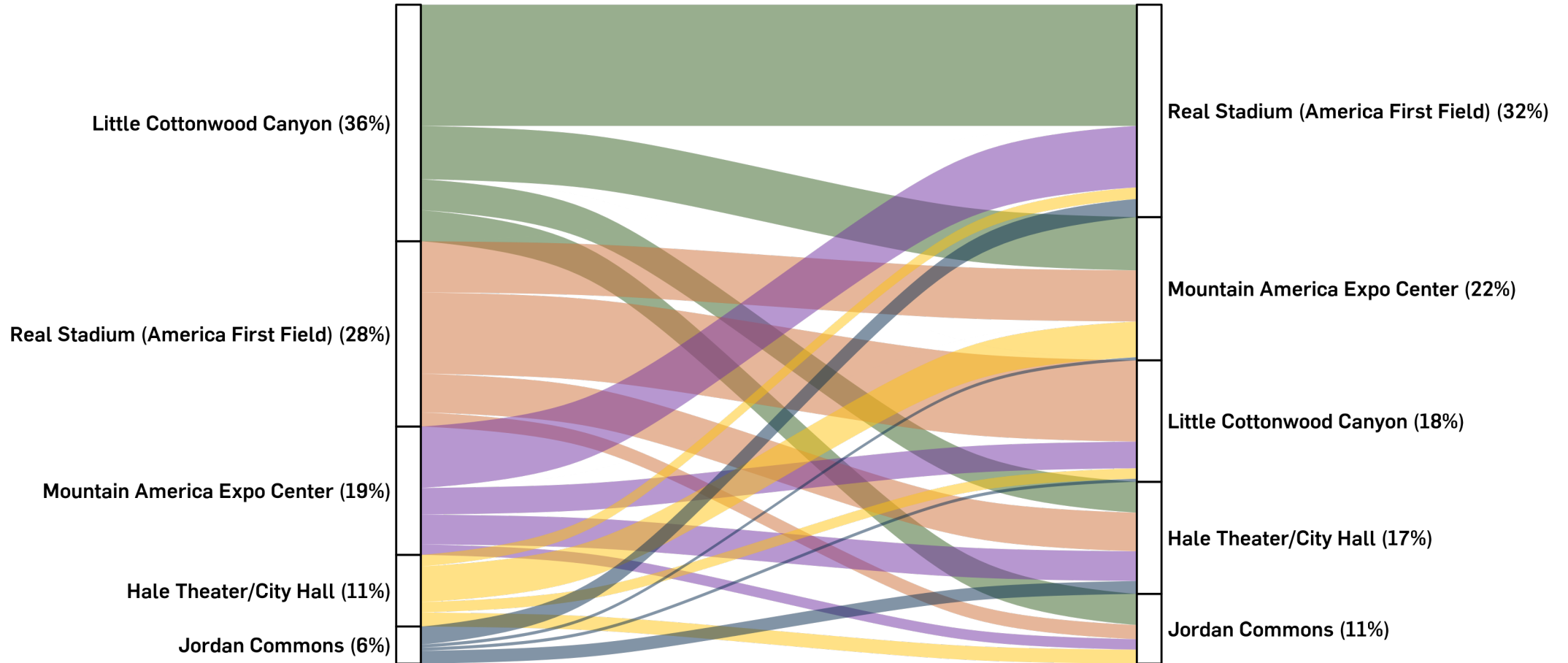
36% of respondents believe Little Cottonwood Canyon should be Sandy's top priority when providing increased transit options to address increased traffic. Real Stadium was picked by 32% of people as a second priority and 28% of people as a first priority. Hale Theater/City Hall and Jordan Commons consistently received relatively low percentages.

Increased Transit to Destinations (Sum of First and Second Choices)



SPORTS & RECREATION VENUE PRIORITIES CROSSOVER

Priorities for Increased Transit to Destinations (First- and Second-Most Important Conditions)



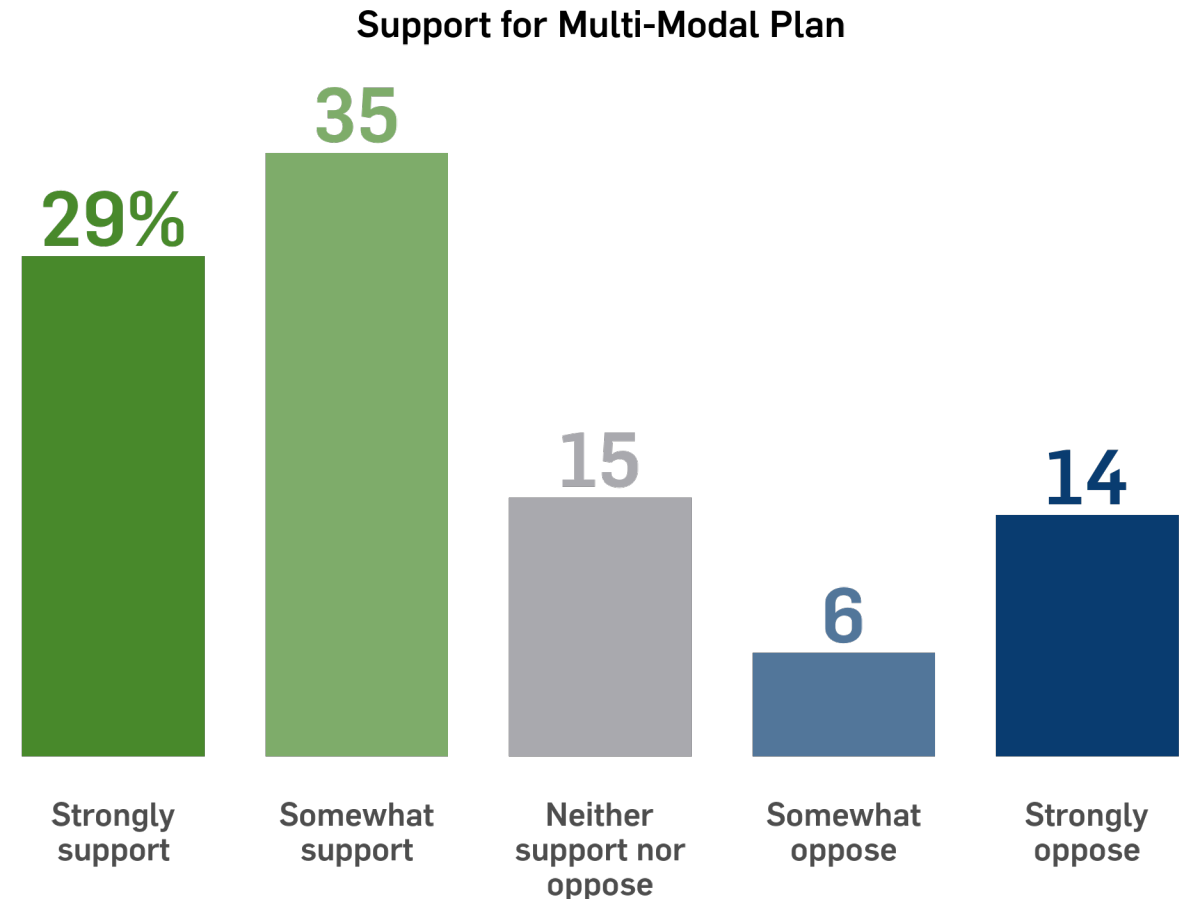
Q: Sandy City is exploring options with UDOT to provide new and improved transit options to address increased traffic on Sandy roadways. Of the following destinations, which do you believe should be Sandy City's first priority for providing increased transit options? (n = 341)
Q: Which do you believe should be Sandy City's second priority in providing increased transit options to destinations in the city? (n = 339)

MAJORITY SUPPORT MULTI-MODAL PLAN FOR 9400S

When given details about the multi-modal roadway plan for 9400s and then asked their level of support for it, 64% of people showed some level of support. Only 6% of people felt somewhat opposed to the plan while 14% were strongly opposed.

Sandy City is exploring options with UDOT to turn 9400 S into a multi-modal roadway. Multi-modal roadways are streets that can accommodate vehicles, commuter railways, and buses while also making it safer for pedestrians and bicyclists to be on the roads. The plans for 9400 S include adding a UTA bus route or TRAX line from the Expo Center that would stop at the mouth of Little Cottonwood Canyon. This would potentially include a stop at the UTA Park and Ride lot at 9400 S and Highland Drive and stops at the Intermountain Health Alta View Hospital and Quarry Bend.

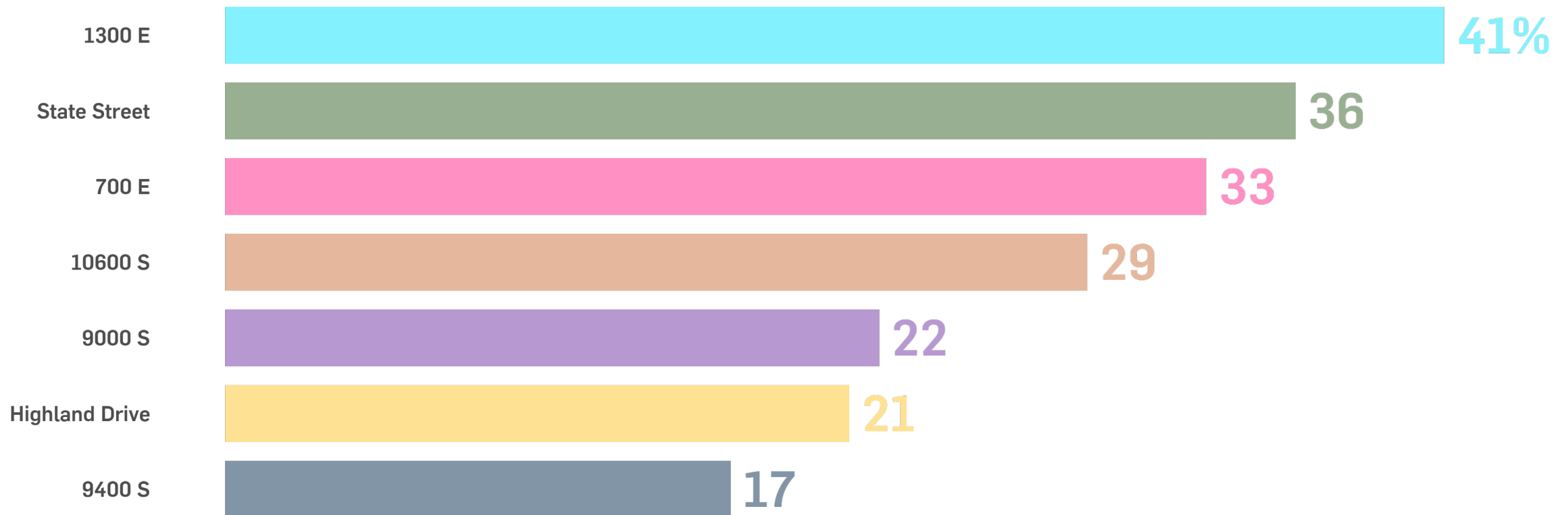
Do you support or oppose this plan to turn 9400 S into a multi-modal roadway?



RESIDENTS PRIORITIZE ADDRESSING TRAFFIC ON N-S CORRIDORS

When answering a question about what streets Sandy should prioritize to address increased traffic, people were torn between several options. State Street and 1300 E were both selected by 20% of respondents as their first priority. Only 9400 S consistently ranked last among these high-priority options with only around 1 in 10 people citing it as their first priority and about the same seeing it as a second priority.

Priorities for Increased Transit (Sum of First and Second Choices)

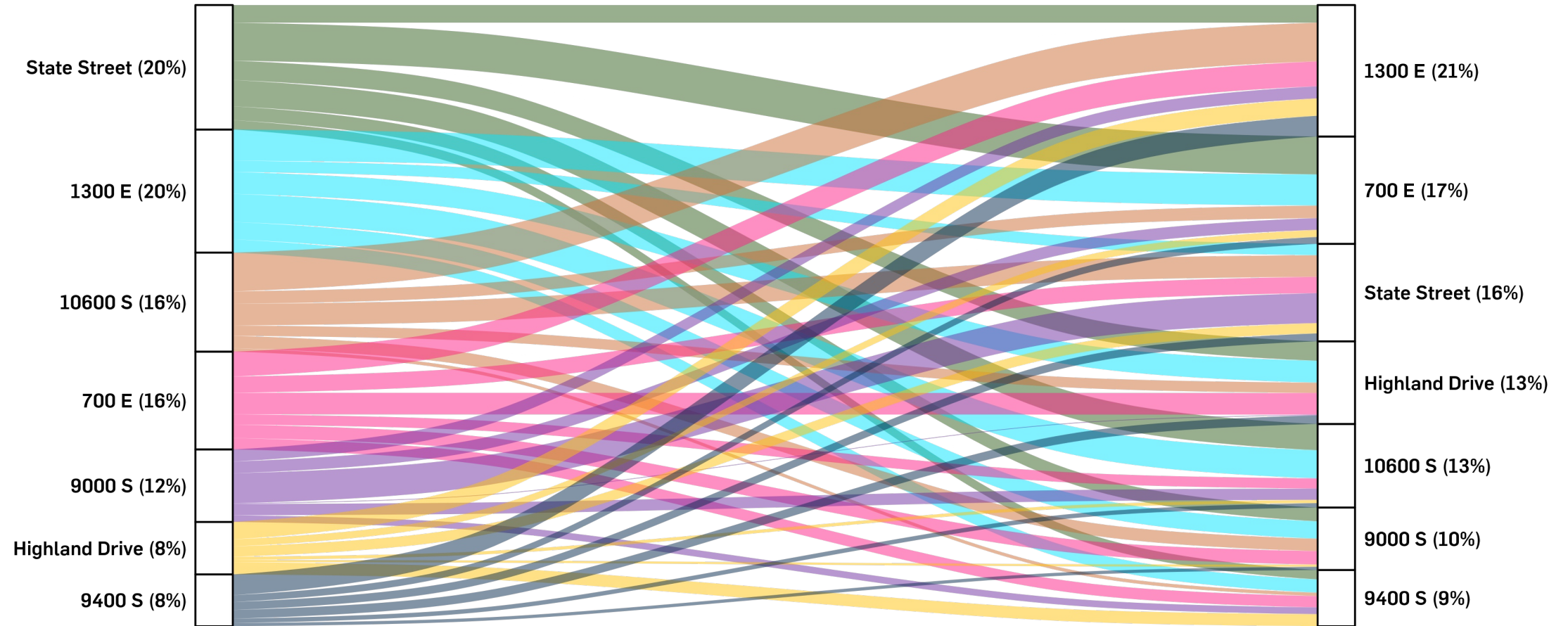


Q: Sandy City is exploring options with UDOT to provide new and improved transit options to address increased traffic on Sandy roadways. Of the following streets and corridors, which do you believe should be Sandy City's first priority for providing increased transit options? (n = 343)

Q: Which do you believe should be Sandy City's second priority in providing increased transit options to streets and corridors? (n = 340)

MANY DIVERGING OPINIONS ON WHICH ROADWAYS TO PRIORITIZE

Priorities for Increased Transit (First- and Second-Most Important Conditions)



Q: Sandy City is exploring options with UDOT to provide new and improved transit options to address increased traffic on Sandy roadways. Of the following streets and corridors, which do you believe should be Sandy City's first priority for providing increased transit options? (n = 343)

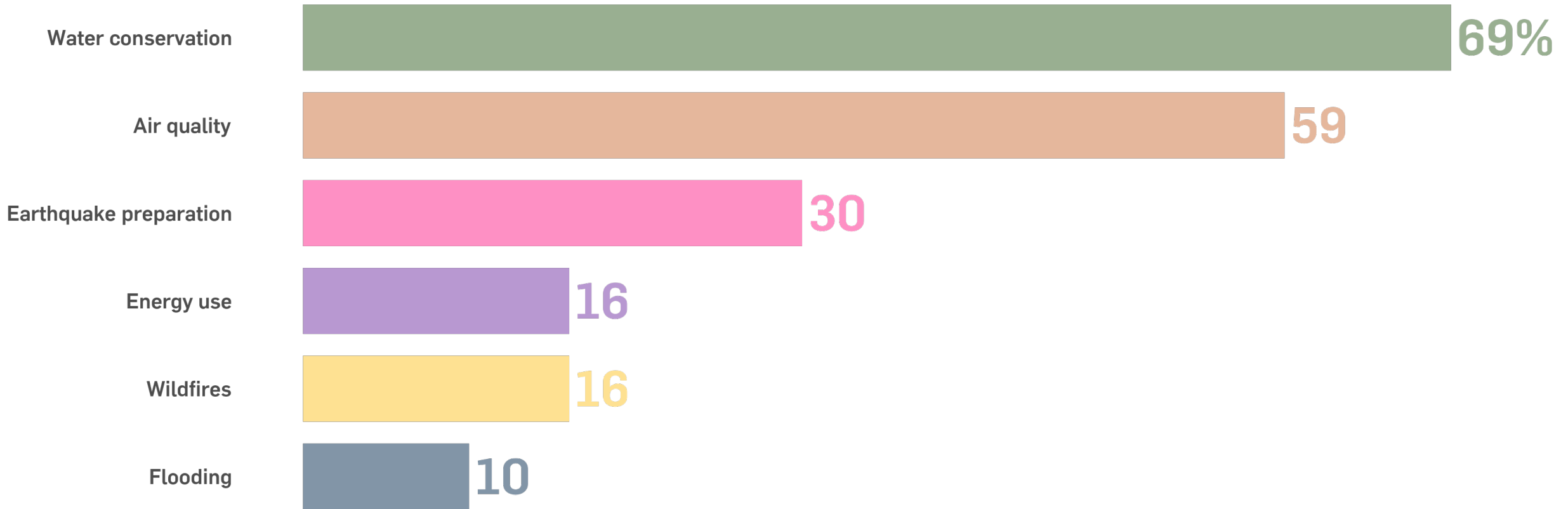
Q: Which do you believe should be Sandy City's second priority in providing increased transit options to streets and corridors? (n = 340)

ENVIRONMENTAL ATTITUDES

WATER CONSERVATION TOP ENVIRONMENTAL ISSUE

When asked to pick what environmental issue was most important to address in Sandy, residents consistently picked water conservation with 40% choosing it as their first priority and 29% choosing it as their second priority. Air quality came in as a close second, followed by earthquake preparation, energy use, wildfires, and flooding which all received a smaller percentage of the vote.

Most important Environmental Issues (Sum of First and Second Choices)

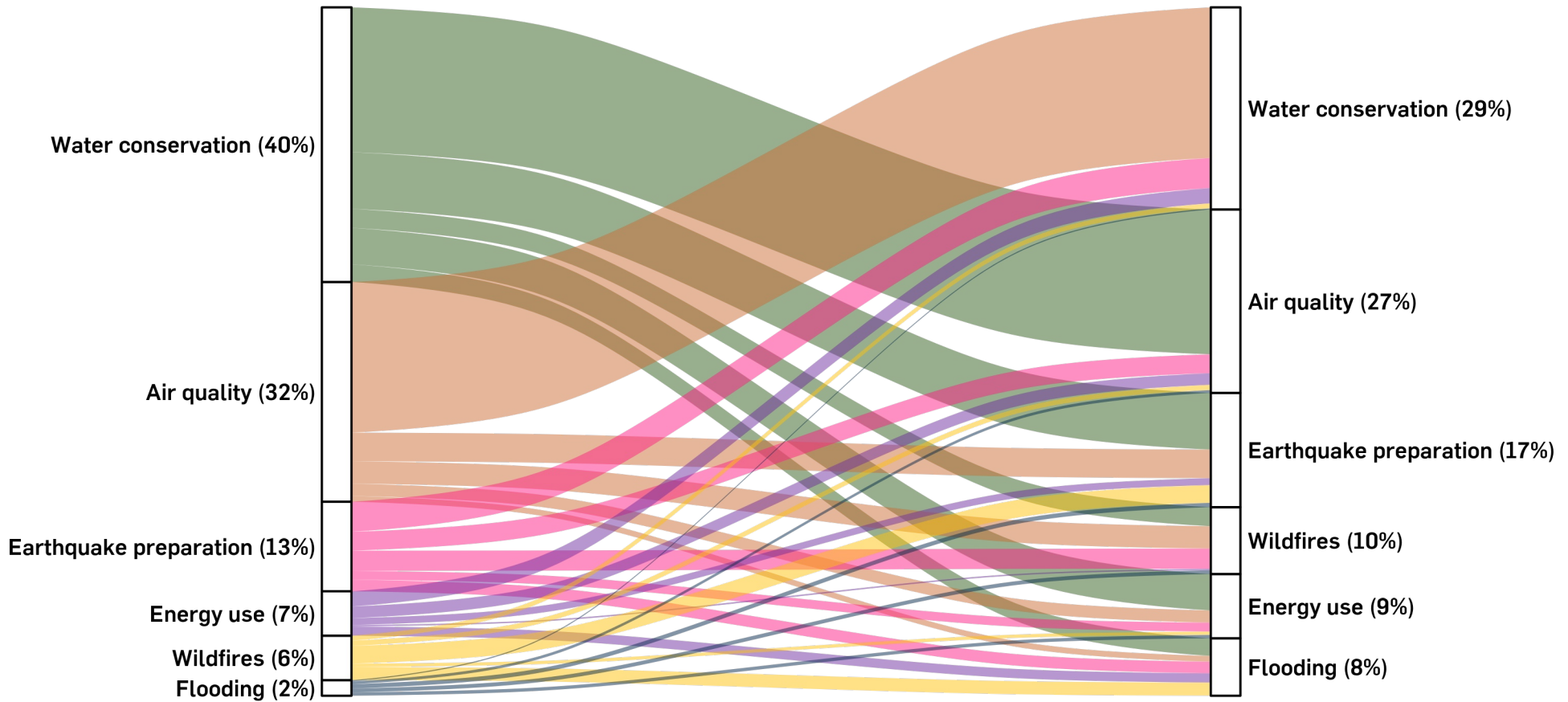


Q: Which of the following environmental issues do you think is most important to address in Sandy City? (n = 352)

Q: Which of the following environmental issues do you think is second most important to address in Sandy City? (n = 350)

LARGE MAJORITY FOCUS ON WATER & AIR QUALITY

Most Important Environmental Issues (First- and Second-Most Important Conditions)



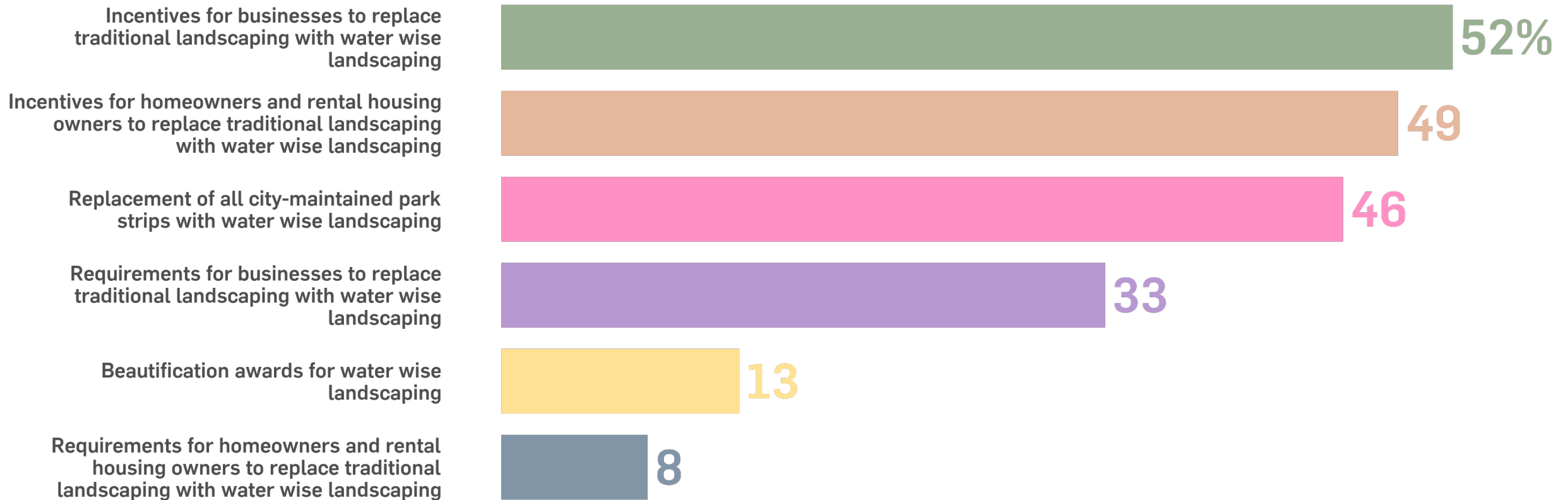
Q: Which of the following environmental issues do you think is most important to address in Sandy City? (n = 352)

Q: Which of the following environmental issues do you think is second most important to address in Sandy City? (n = 350)

WATER WISE LANDSCAPING INCENTIVES DESIRED

When asked what option residents viewed as most important in order to preserve Sandy water resources, residents were in favor of water wise incentives for businesses and homeowners as well as water wise landscaping in all city-maintained park strips. Residents were much less in favor of any water wise requirements or a beautification award for water wise landscaping.

Most important Water Conservation Resources (Sum of First and Second Choices)

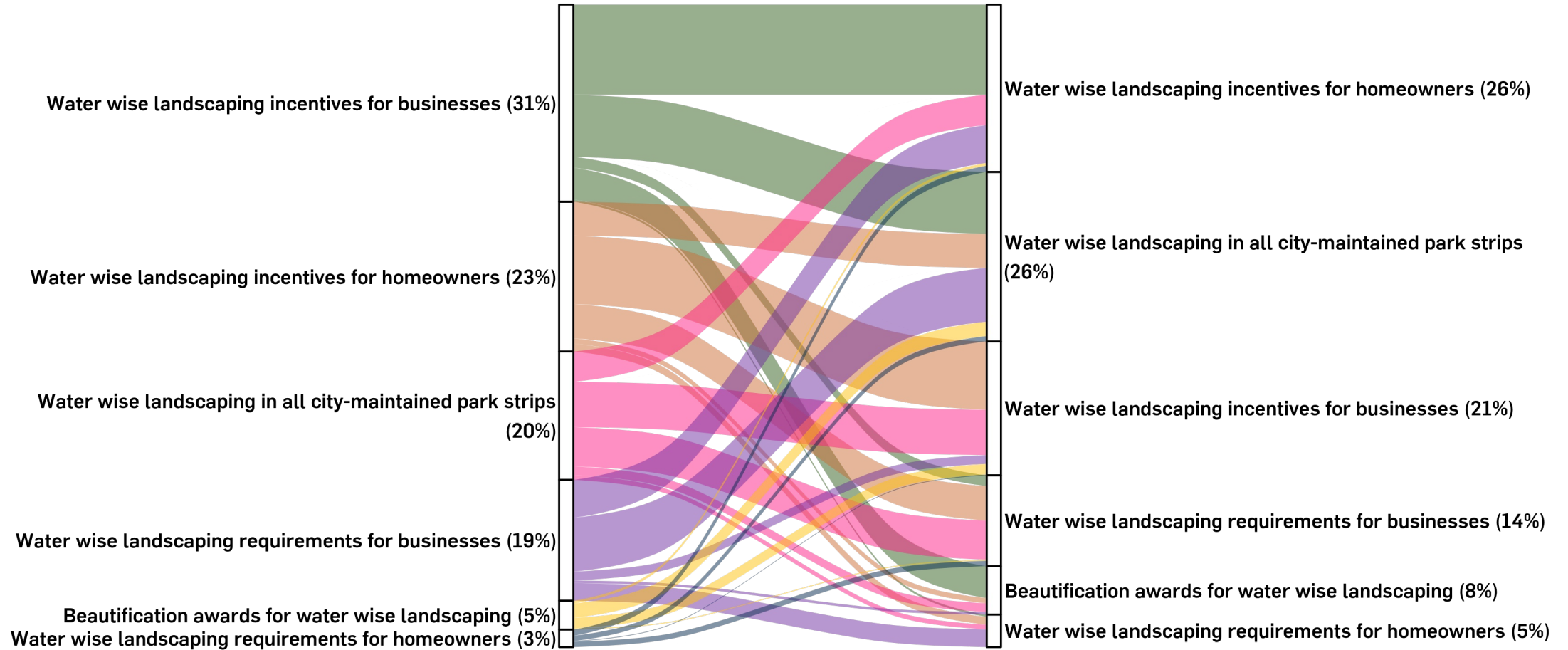


Q: Of the following options, which is the most important when it comes to preserving water resources in Sandy City? (n = 339)

Q: Of the following options, which is the second most important when it comes to preserving water resources in Sandy City? (n = 333)

REQUIREMENTS FOR HOMEOWNERS LEAST APPEALING

Water Conservation Resources (First- and Second-Most Important Conditions)



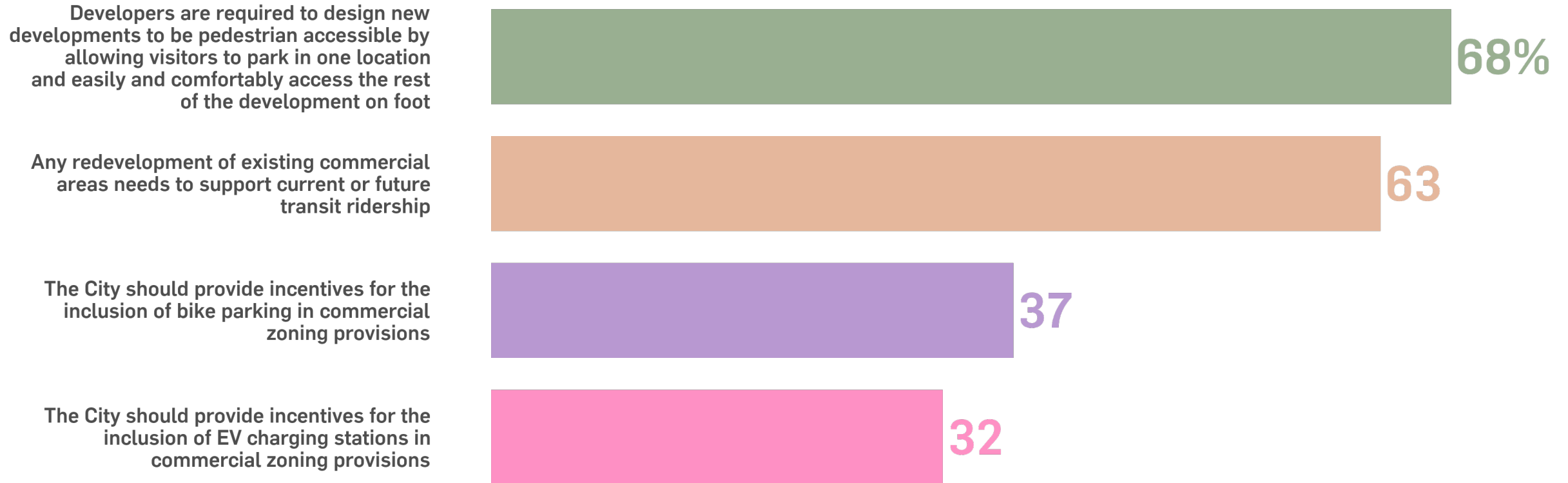
Q: Of the following options, which is the most important when it comes to preserving water resources in Sandy City? (n = 339)

Q: Of the following options, which is the second most important when it comes to preserving water resources in Sandy City? (n = 333)

PEDESTRIAN AND TRANSIT FRIENDLY DEVELOPMENTS DESIRED

When asked what they saw as the most important option to improve air quality, pedestrian-friendly developments and transit-friendly redevelopments of commercial areas topped the list. City incentives for bike parking and EV charging stations consistently ranked lowest.

Most important Air Quality Improvements (Sum of First and Second Choices)

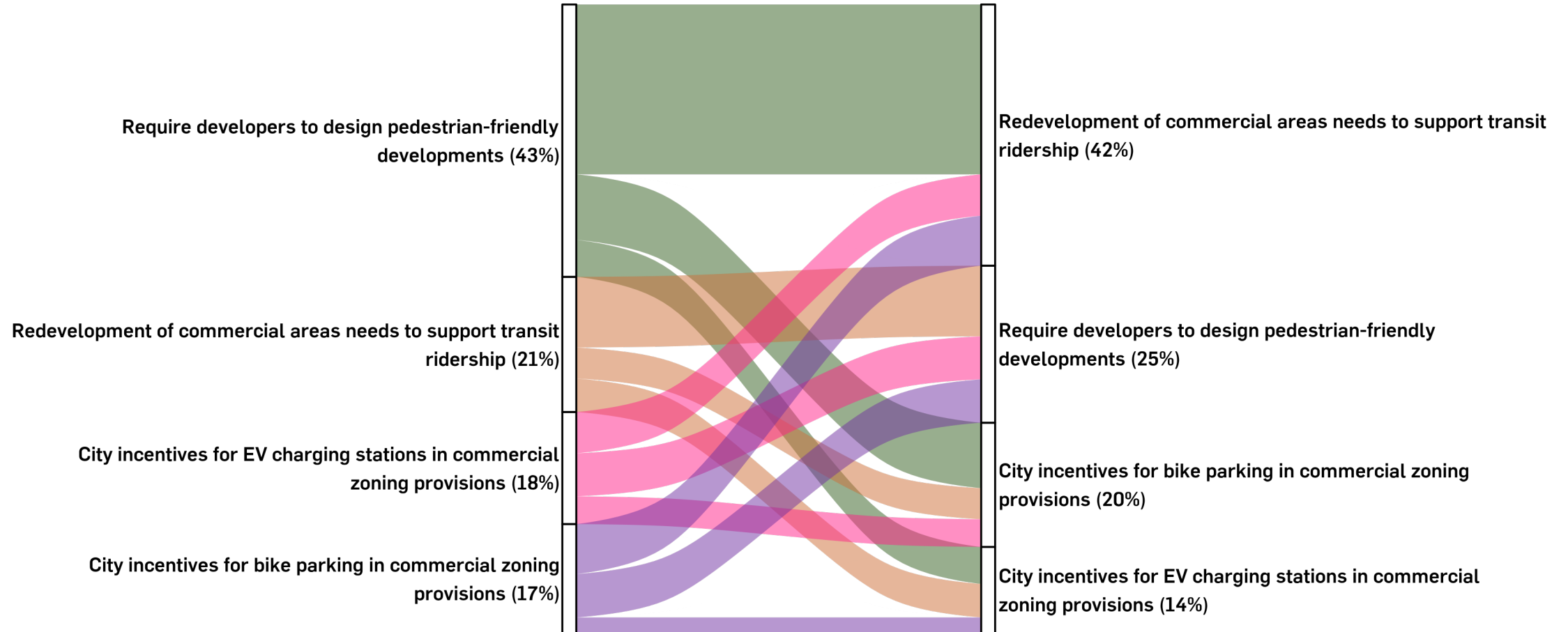


Q: Of the following options, which is the most important when it comes to improving air quality in Sandy City? (n = 325)

Q: Of the following options, which is the second most important when it comes to improving air quality in Sandy City? (n = 318)

RESIDENTS WOULD PREFER TO PUT IMPETUS ON DEVELOPERS

Air Quality Improvements (First- and Second-Most Important Conditions)

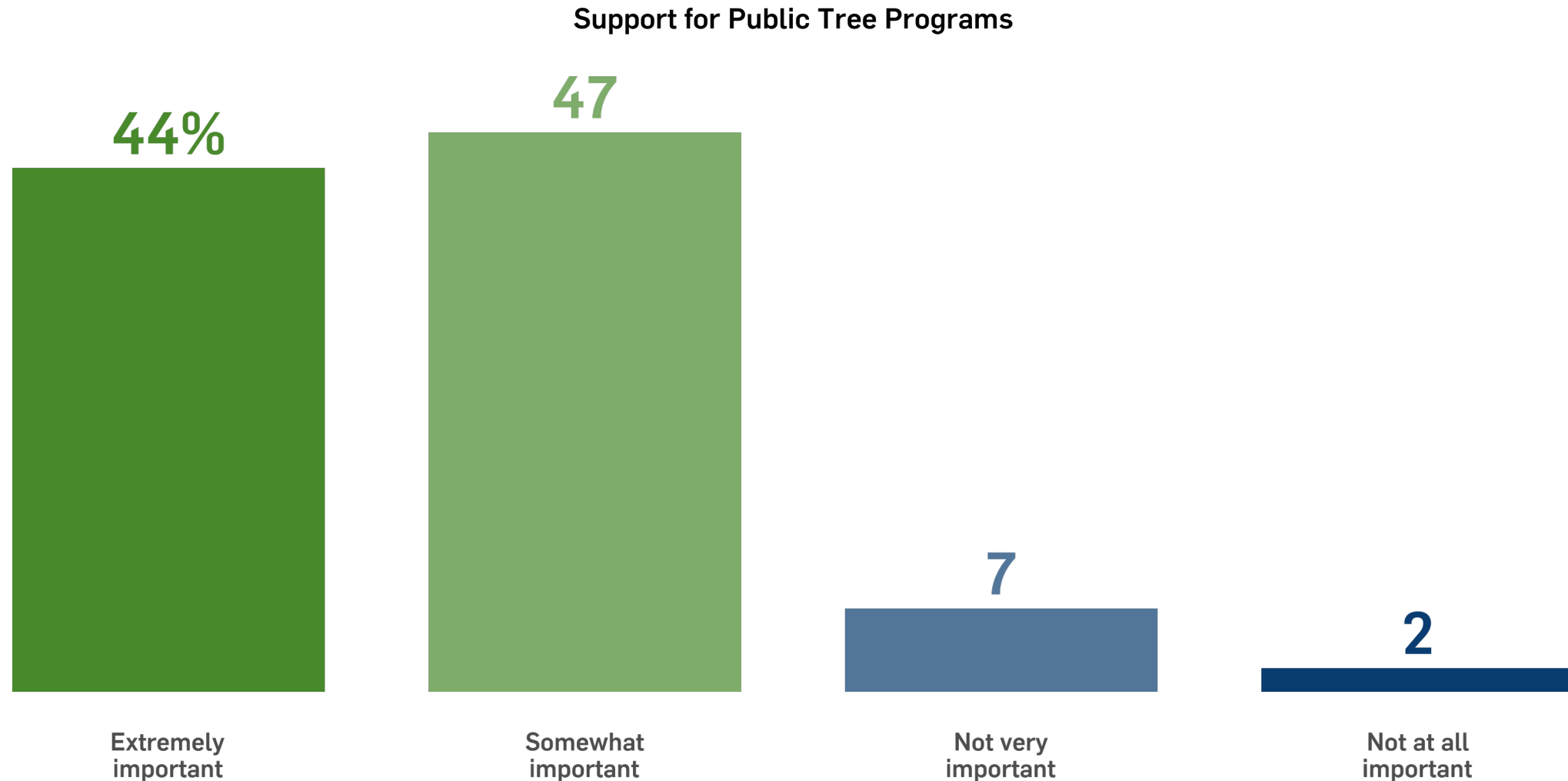


Q: Of the following options, which is the most important when it comes to improving air quality in Sandy City? (n = 325)

Q: Of the following options, which is the second most important when it comes to improving air quality in Sandy City? (n = 318)

VAST MAJORITY WANT INCREASED TREE CANOPY

When asked how important increasing Sandy's tree canopy through public tree planting programs was, 91% of residents listed it as extremely or somewhat important. Only 9% listed the issue as unimportant to them.



Q: How important is to you that Sandy City increases the tree canopy in the city by implementing public tree planting programs? (n = 347)



Kyrene Gibb, Partner & VP of Research

Quin Monson, Ph.D., Founding Partner

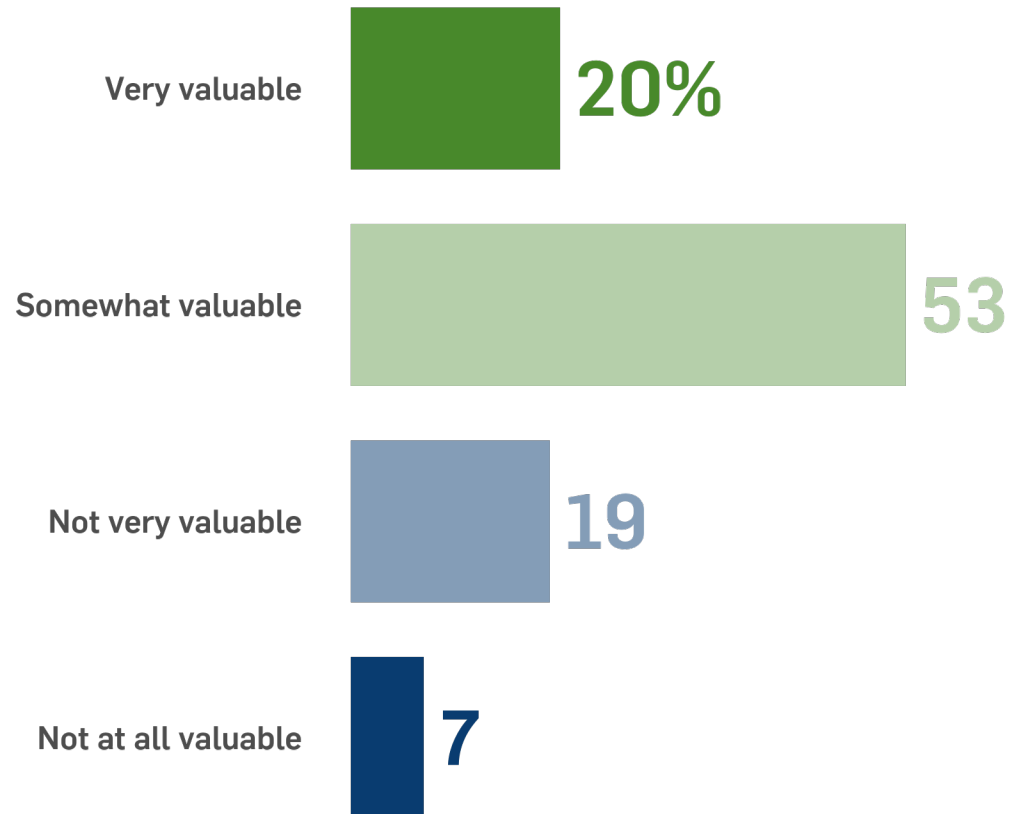
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APPENDIX: ADDITIONAL INITIATIVES

COMMUNITY EVENTS SEEN AS VALUABLE

A substantial majority of respondents (73%) say they see supporting community events held at neighborhood gathering places as valuable, with 20% seeing it as "very valuable". When pressed further, respondents say the type of support they envision might include event announcements and other kinds of communication, venue help, subsidizing event costs, organizing neighborhood cleanup events, and making events family friendly.

Perceived Value of City Supporting Community/Neighborhood Events



Type of Requested Support Selected Quotes



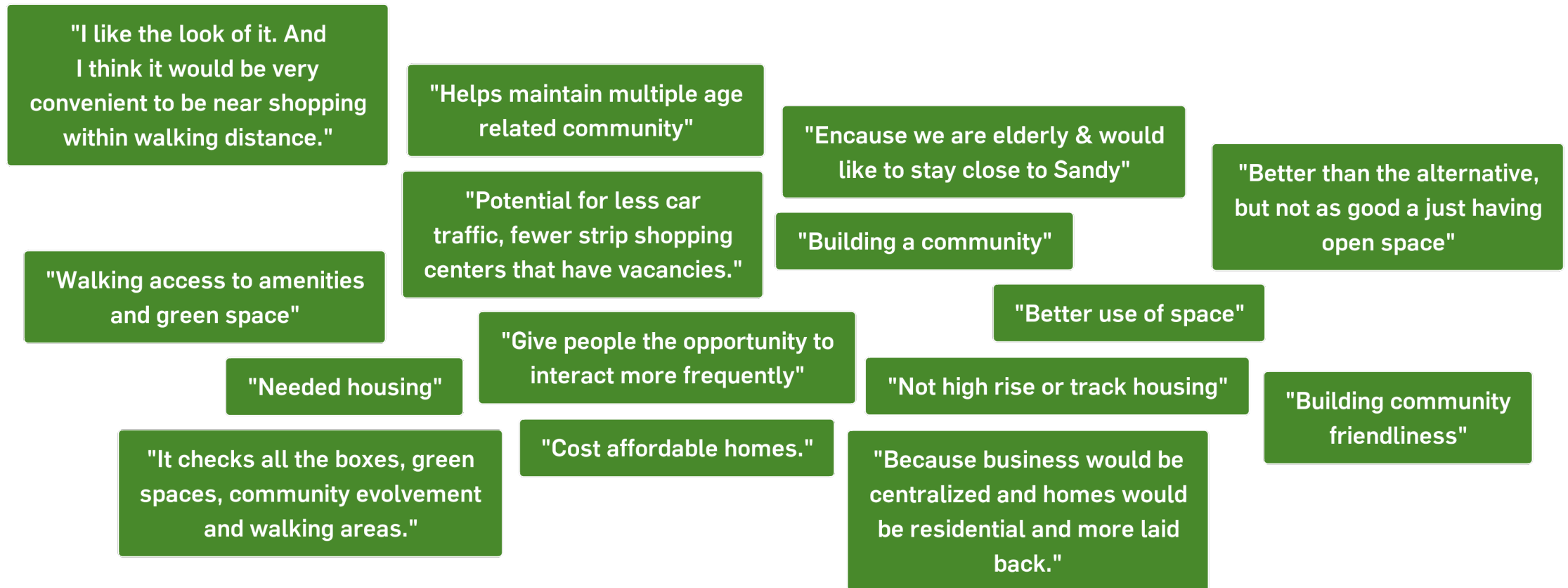
Q: Do you think it would be valuable for Sandy City to help plan or support community events held at neighborhood gathering places? (n = 435)

Q: What kind of support would you like to see from Sandy City for community events? (n = 201)

MIXED-USE CENTER SUPPORTERS WANT CONVENIENCE, COMMUNITY

When supporters of the mixed-use area plan were asked about their responses, many of them shared thoughts about the importance of community in a place to live. Some said it would incentivize more natural socializing, that it would increase walkability, and be a better use of space. Some also expressed hopes that the plan could be an avenue for improving the affordability of housing.

Support for Neighborhood Activity Centers Selected Quotes



MIXED-USE CENTER OPPONENTS WORRY ABOUT GROWTH

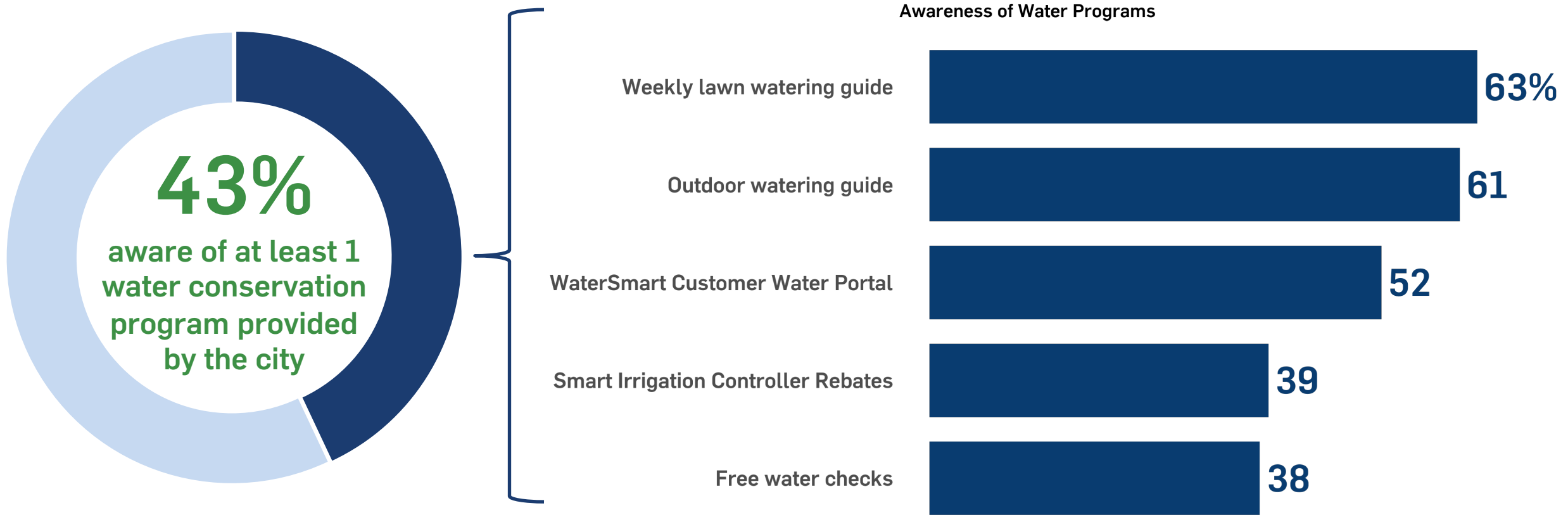
When those who oppose the mixed-use area plan were asked about their responses, many of them shared their concerns about congestion, traffic, and growth. Many of those opposed to the plan still saw it as an avenue for or promotion of high-density housing.

Opposition to Neighborhood Activity Centers Selected Quotes



2-IN-5 RESIDENTS AWARE OF WATER PROGRAMS

Just under half of residents, 43%, are aware of any water conservation programs offered by Sandy. Of those aware of at least one program, 63% know about the weekly lawn watering guide, and 61% know of the outdoor watering guide. Less than 40% are aware of either the smart irrigation controller rebates or free water checks.



Q: Are you aware of any current water conservation information or programs offered by Sandy City? (n = 356)

Q: What water conservation information or programs are you aware of that are offered by Sandy City? Please select all that apply. (n = 178)

RESPONDENTS OPEN TO WATER-WISE INITIATIVES

Respondents expressed interest in a number of city-sponsored water conservation programs or initiatives. Many are interested in some form of city regulation, such as mandating watering times, raising the price of water usage, and following EPA standards. Many are also open to alternative landscaping arrangements, such as rolling back the use of grass and encouraging native plant usage instead.

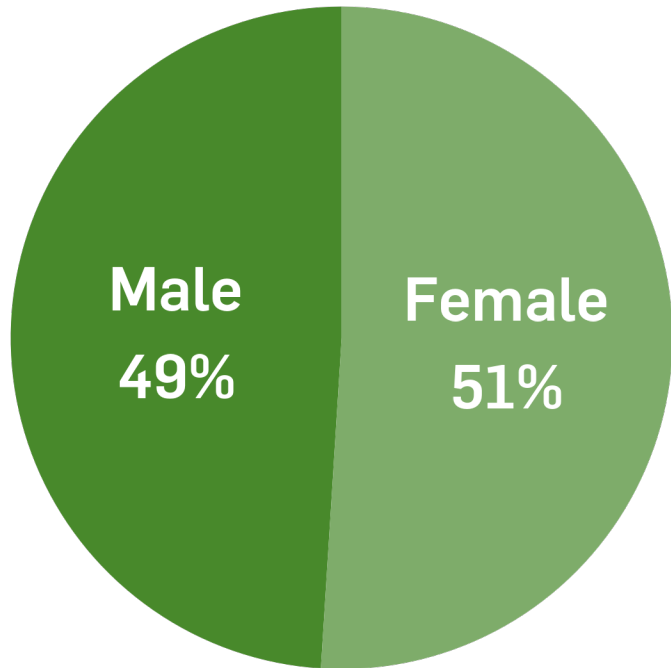
Desired Water Conservation Initiatives Selected Quotes



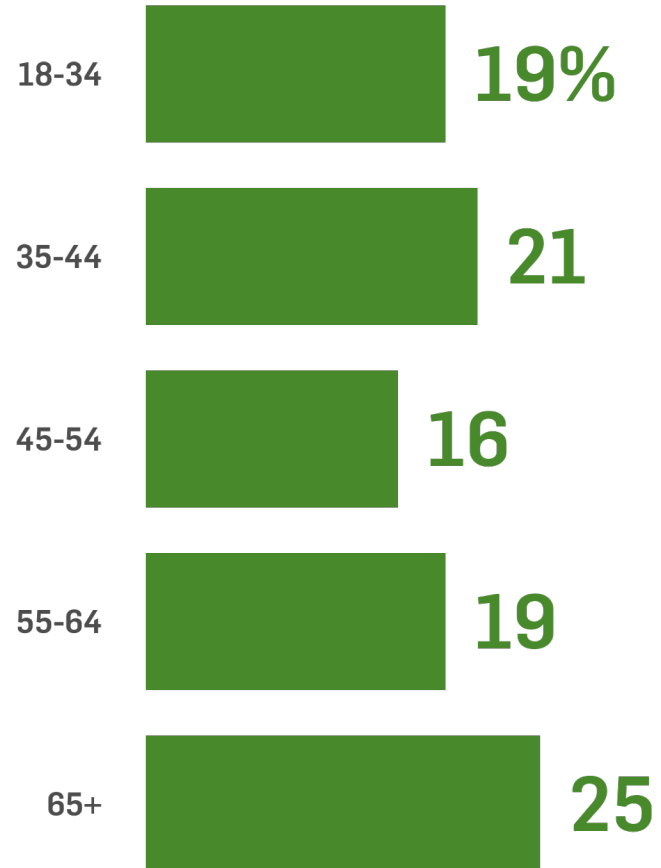
SAMPLE COMPOSITION

BASIC DEMOGRAPHICS

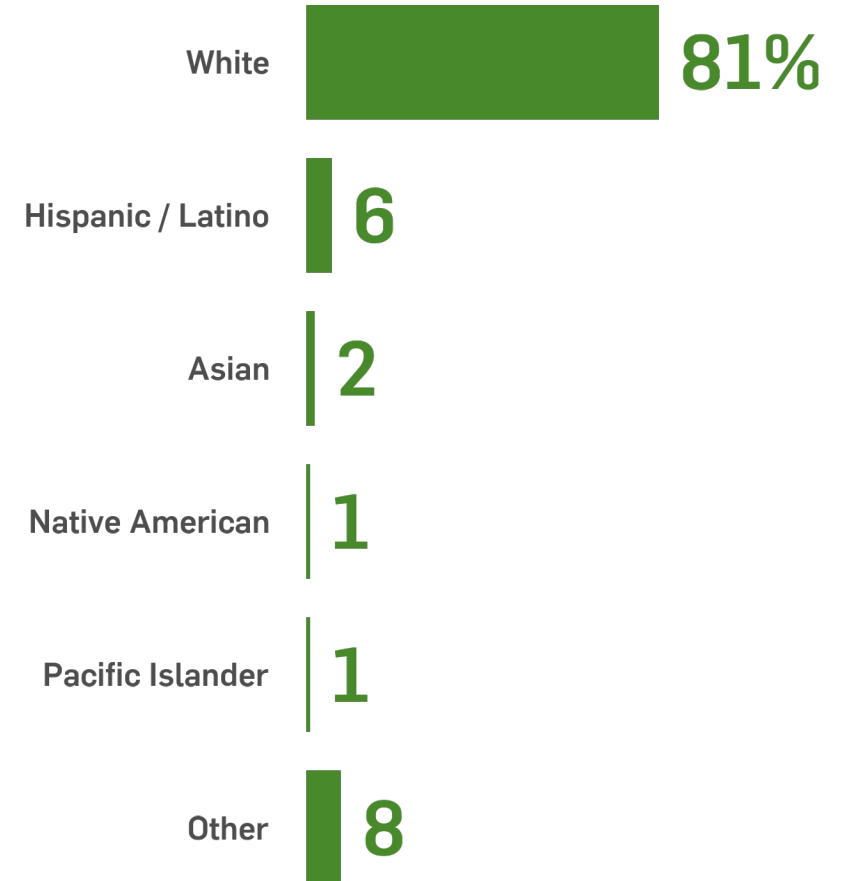
Sex



Age Range



Race



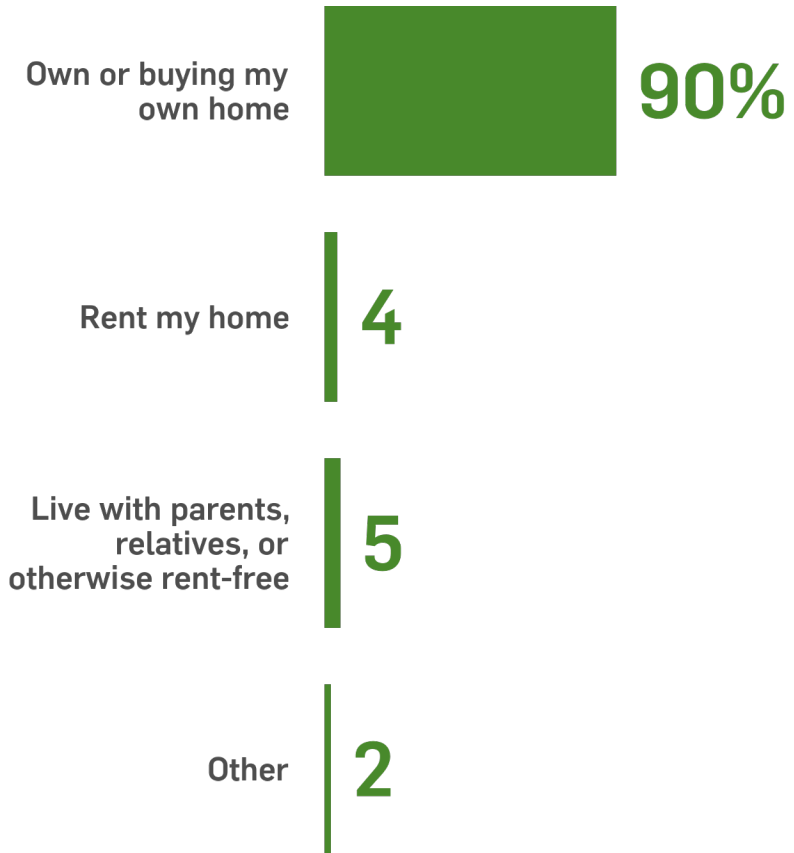
Q: Which of the following best describes how you think of yourself? (n = 351)

Q: Please enter the year that you were born. (n = 437)

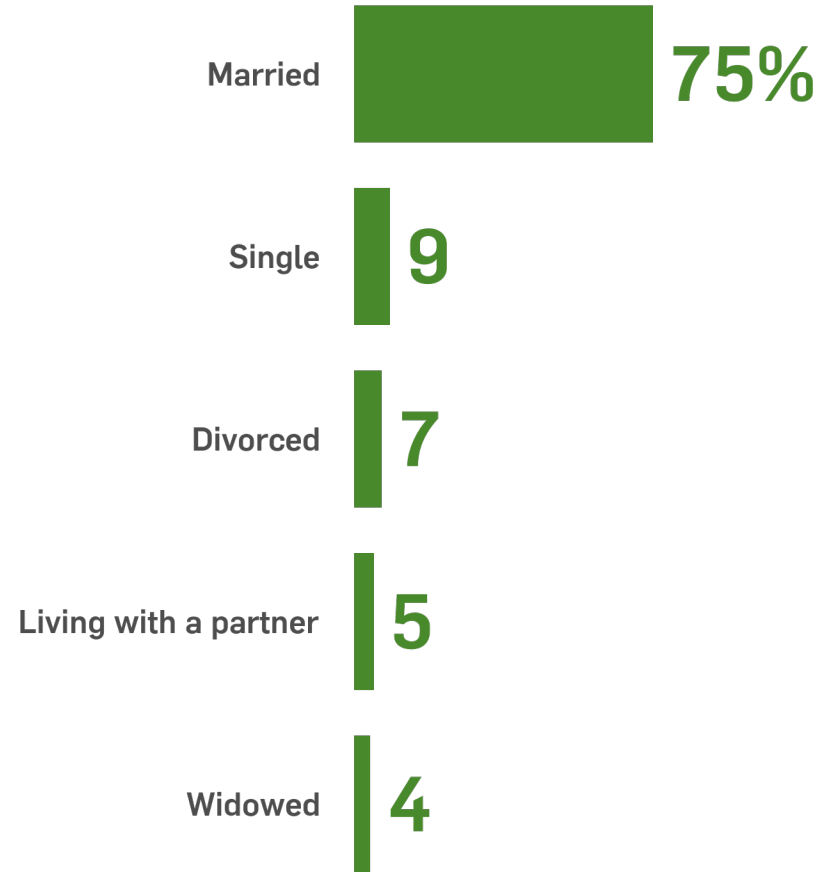
Q: Are you... Please select all that apply. (n = 437)

HOUSEHOLD COMPOSITION

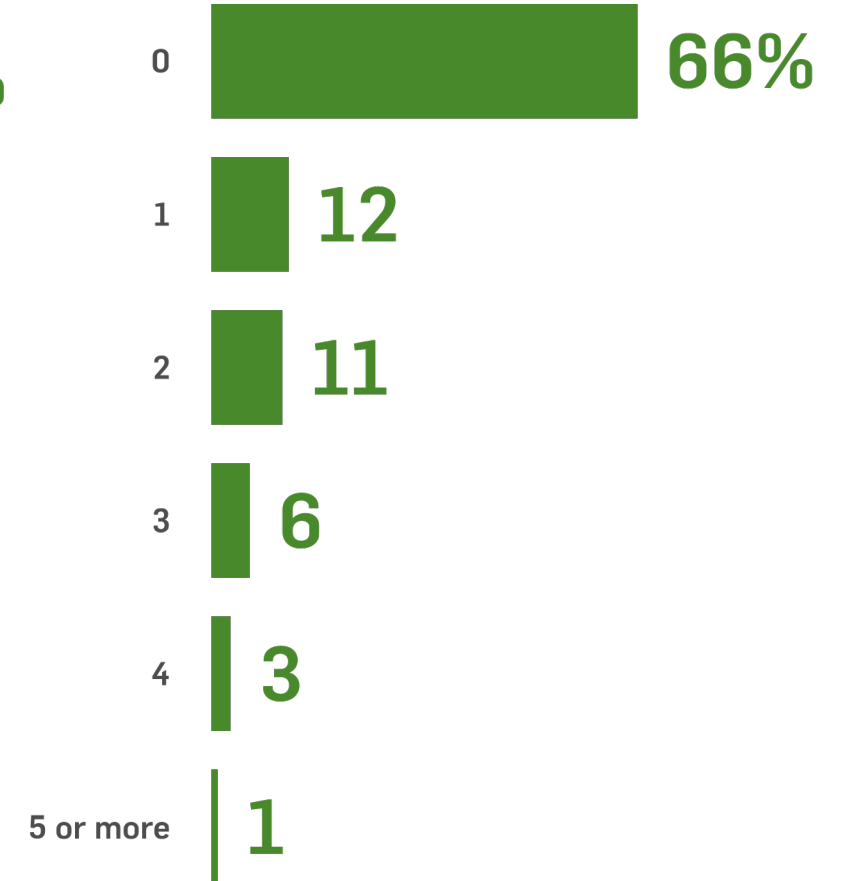
Home Ownership



Marital Status



Num. Children



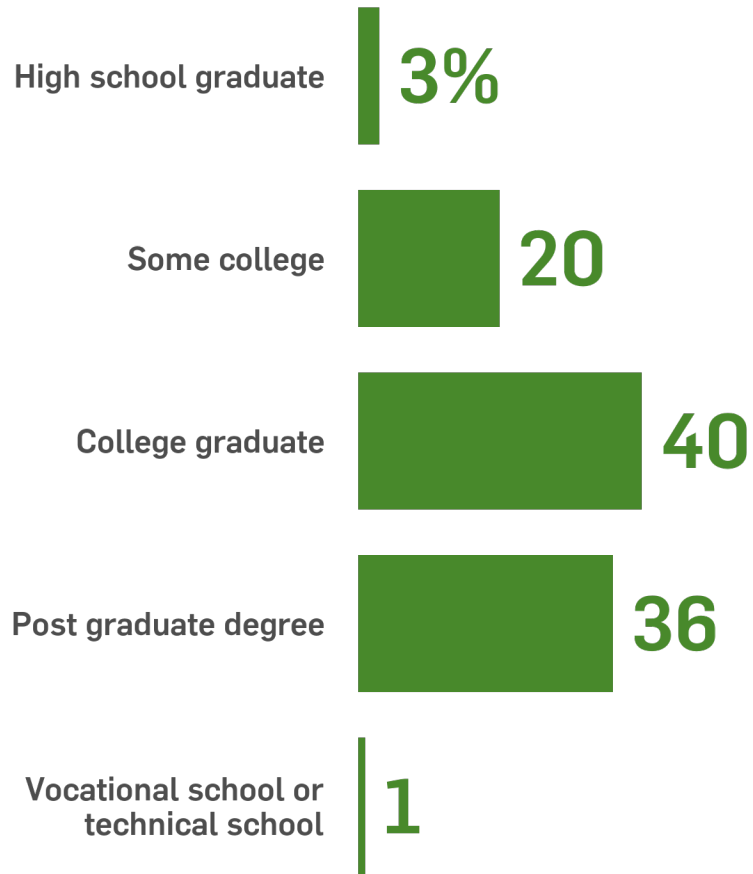
Q: And which of the following best describes your current living situation? (n = 351)

Q: Are you currently... (n = 347)

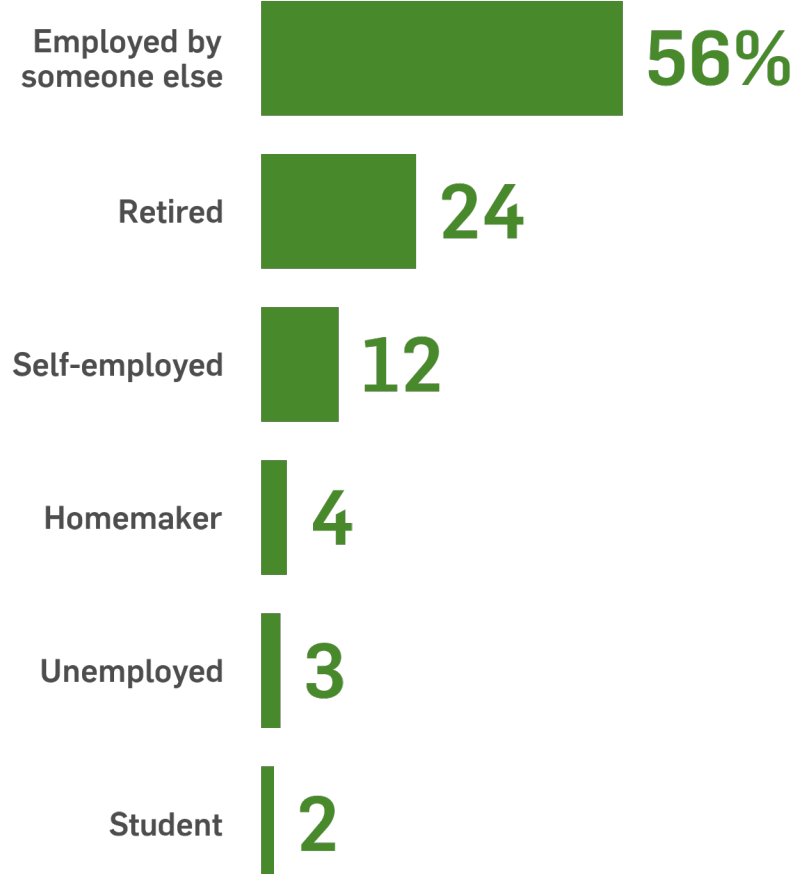
Q: How many children under 18 live in your household? (n = 349)

SOCIOECONOMIC STATUS

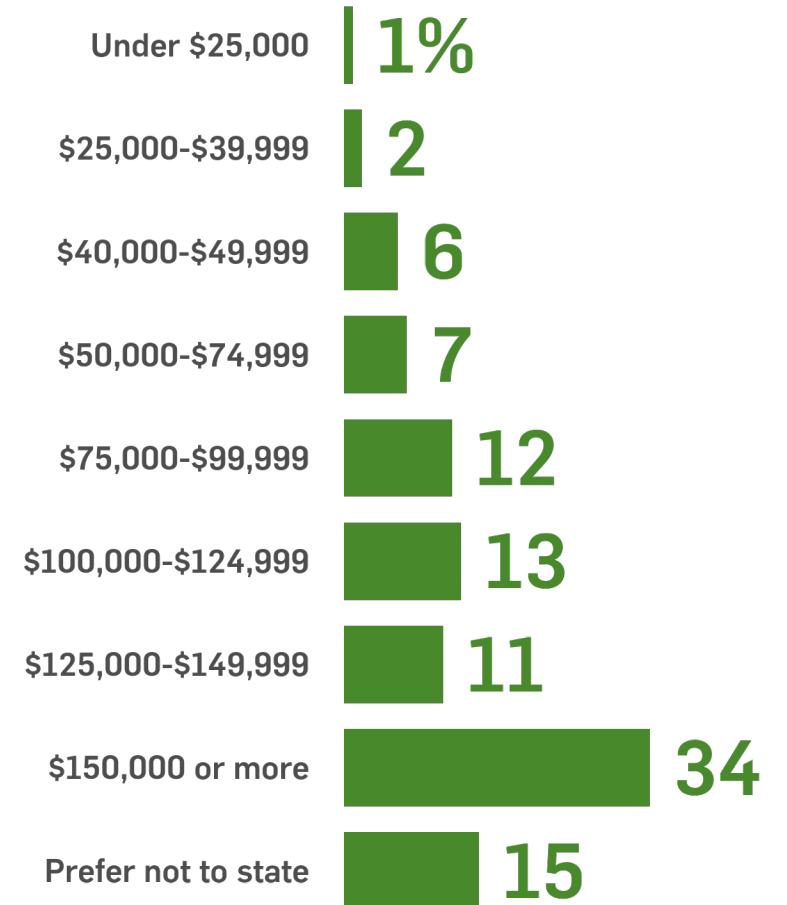
Educational Attainment



Employment



Income



Q: What is the last year of school you completed? (n = 351)

Q: What is your employment status? (n = 350)

Q: What do you expect your 2024 family income to be? (n = 346)