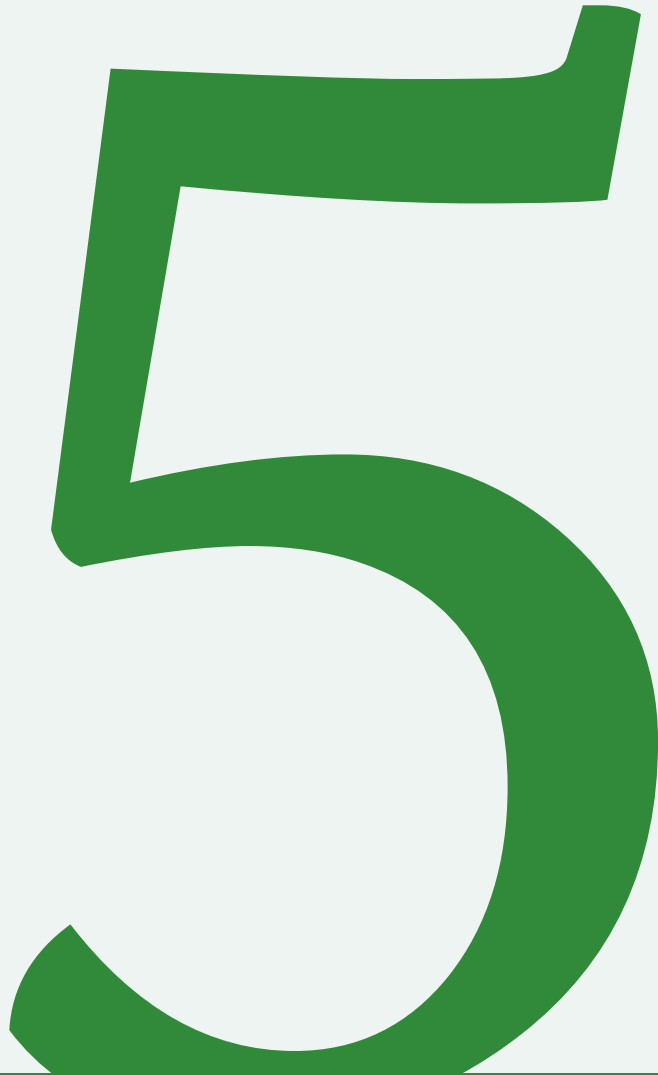




HCITY OF HOLLADAY

HOLLADAY@20 PHASE I SURVEY
SPRING 2019





- 1 Holladay residents as a whole are largely **satisfied with their quality of life** in the city, city services, and city management. High-level measures gauging the health of the city are mostly consistent with the sentiments from our 2017 survey.
- 2 A majority of Holladay residents are **pleased with their neighborhoods' walkability, access to parks and public lands**, connection to the rest of the city, look, and mix of businesses and housing.
- 3 Roads are the hot topic among city residents today. There is significant **discontent with neighborhood sidewalks and roads**—more than half say they are in average or poor condition. A majority of residents also feel there's a need for improvement in the main roads around the city. **There is a prevailing sentiment that these infrastructure elements are not well-maintained.**
- 4 When it comes to priorities for capital improvements in the city, **residents gravitate toward projects focused on road maintenance and trail system development.** Potential projects that fell lower on residents' collective priorities list were a pump track, additional sidewalks in commercial centers, a skate park, and maintenance to City Hall.
- 5 Residents' **budgetary choices match their project prioritization well.** Surface maintenance on city streets and roads receives the highest dollar amount allocation on average while City Hall maintenance and upgrades receives the lowest average allocation.

THINGS TO REMEMBER

SURVEY METHODOLOGY



Sampling frame of Holladay resident panelists. Panelists were recruited in 2017 from a universe of registered voters contacted via email and supplemented by postal mail survey invitations.

98%

In total, we emailed 1,673 invitations to participate in the survey. 29 emails bounced due to either incorrect email addresses or high spam filter settings resulting in an online deliverability rate of 98%.

51%

Of the 1,644 total delivered invitations, 839 citizens responded by completing online surveys. This results in a response rate of approximately 51% overall. Each email address could respond only once.

±3.4

839 interviews among an estimated adult population of 23k results in a margin of error for the survey of plus or minus 3.35 percentage points. Responses were weighted to better approximate city demographic composition.

CITY DIRECTION & PERCEPTIONS

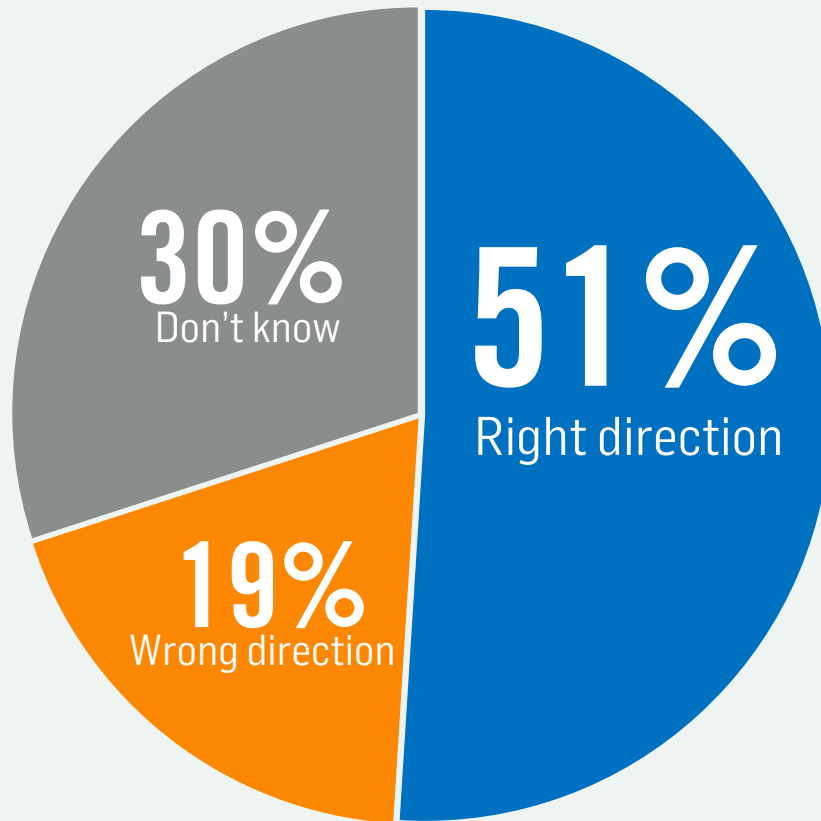
OVERALL RATINGS & CONTRIBUTORS
TO QUALITY OF LIFE IN HOLLADAY

OVERALL DIRECTION

A majority of residents believe Holladay is headed in the right direction.



Overall, would you say the City of Holladay is headed in the right direction or the wrong direction?



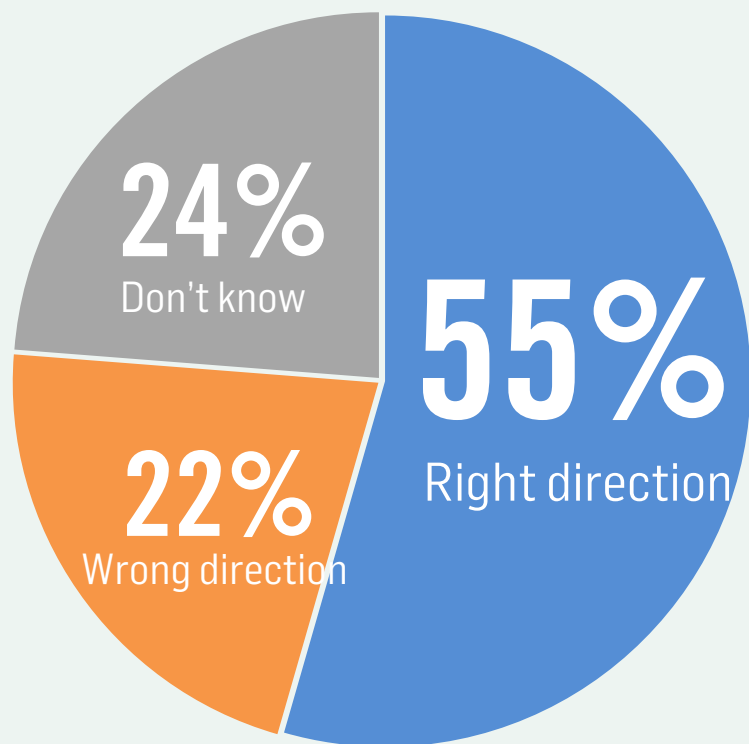
Of residents that express an opinion, 73% say Holladay is headed in the right direction.

OVERALL DIRECTION BY DATE

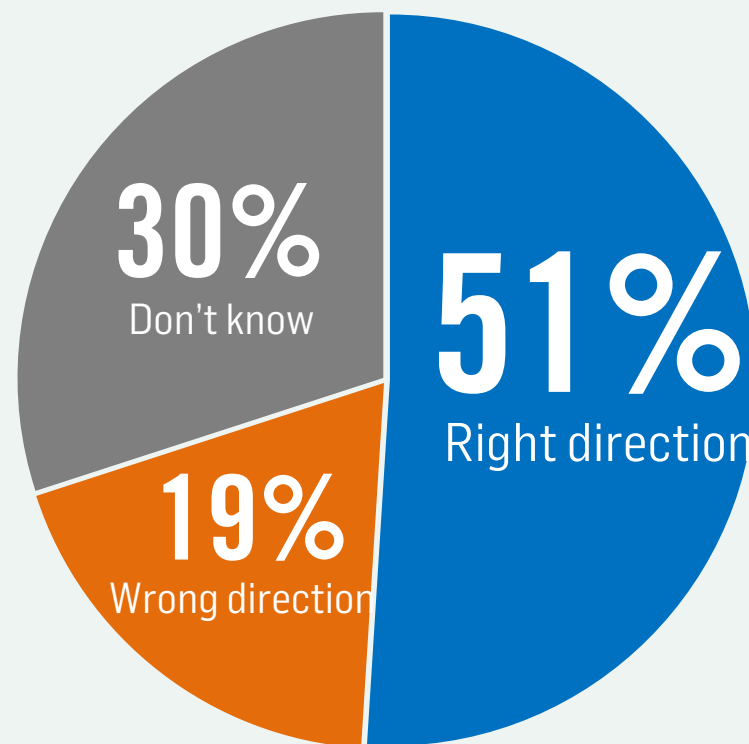
Attitudes over the direction of the city shifted notably in the second round of survey fielding (post-Thanksgiving), with “wrong direction” responses decreasing by 5 percentage points.

Q Overall, would you say the City of Holladay is headed in the right direction or the wrong direction?

2017



2019

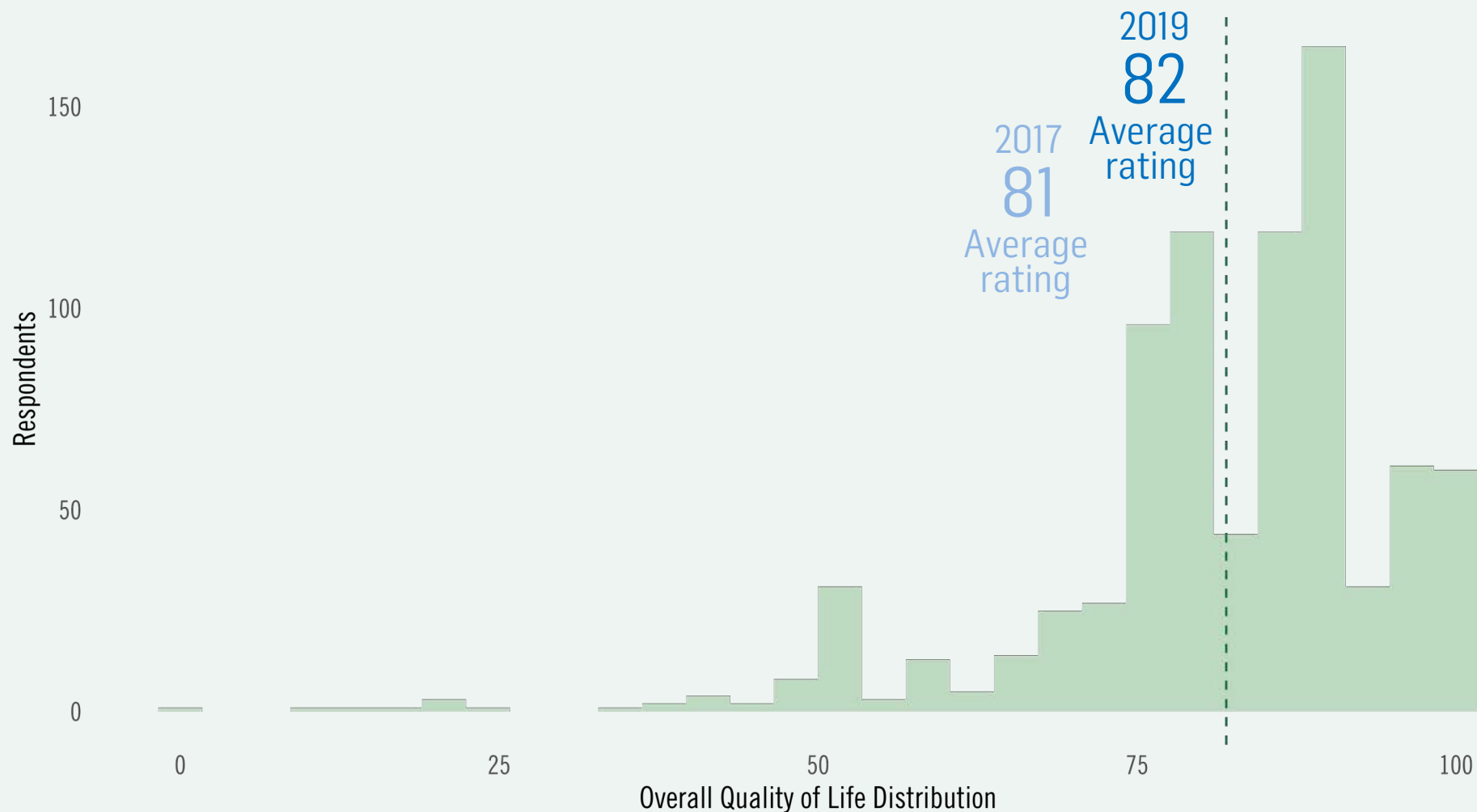


QUALITY OF LIFE

On average, Holladay residents rate their quality of life as an 82 out of 100. These reports are comparable to neighboring—and demographically similar—city Cottonwood Heights.



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 Holladay?**



QUALITY OF LIFE INDICATORS

More than half of Holladay residents agree the city is growing and developing in a positive way, and nearly 70% believe the city services are managed well. There has been little movement in residents' opinions on these topics.



To what extent do you agree or disagree with the following statements about Holladay?

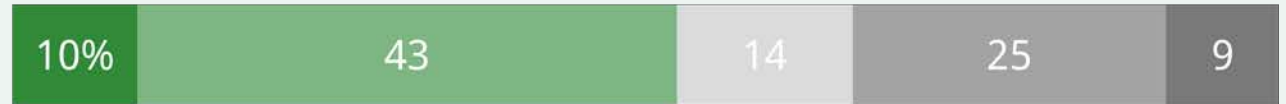
2019

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

Overall, I think Holladay does a good job managing city services



Holladay is growing and developing in a positive way



2017

Overall, I think Holladay does a good job managing city services



Holladay is growing and developing in a positive way

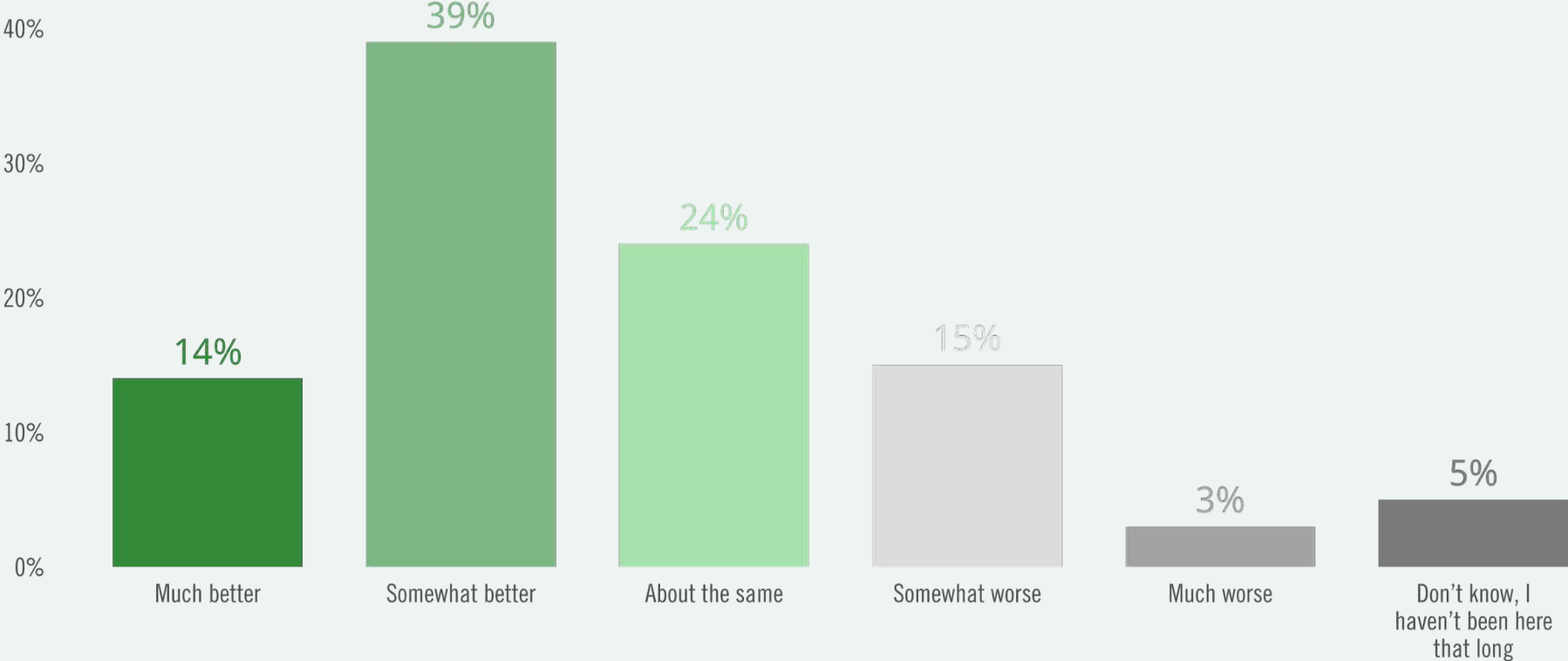


HOLLADAY NOW & THEN

53% of Holladay residents say the city has improved over the past five years. 24% say it is about the same as it was five years ago, and only 17% say the city is worse now than it was five years ago. These sentiments have not shifted since our last resident survey.



How would you rate the City of Holladay today compared to five years ago?

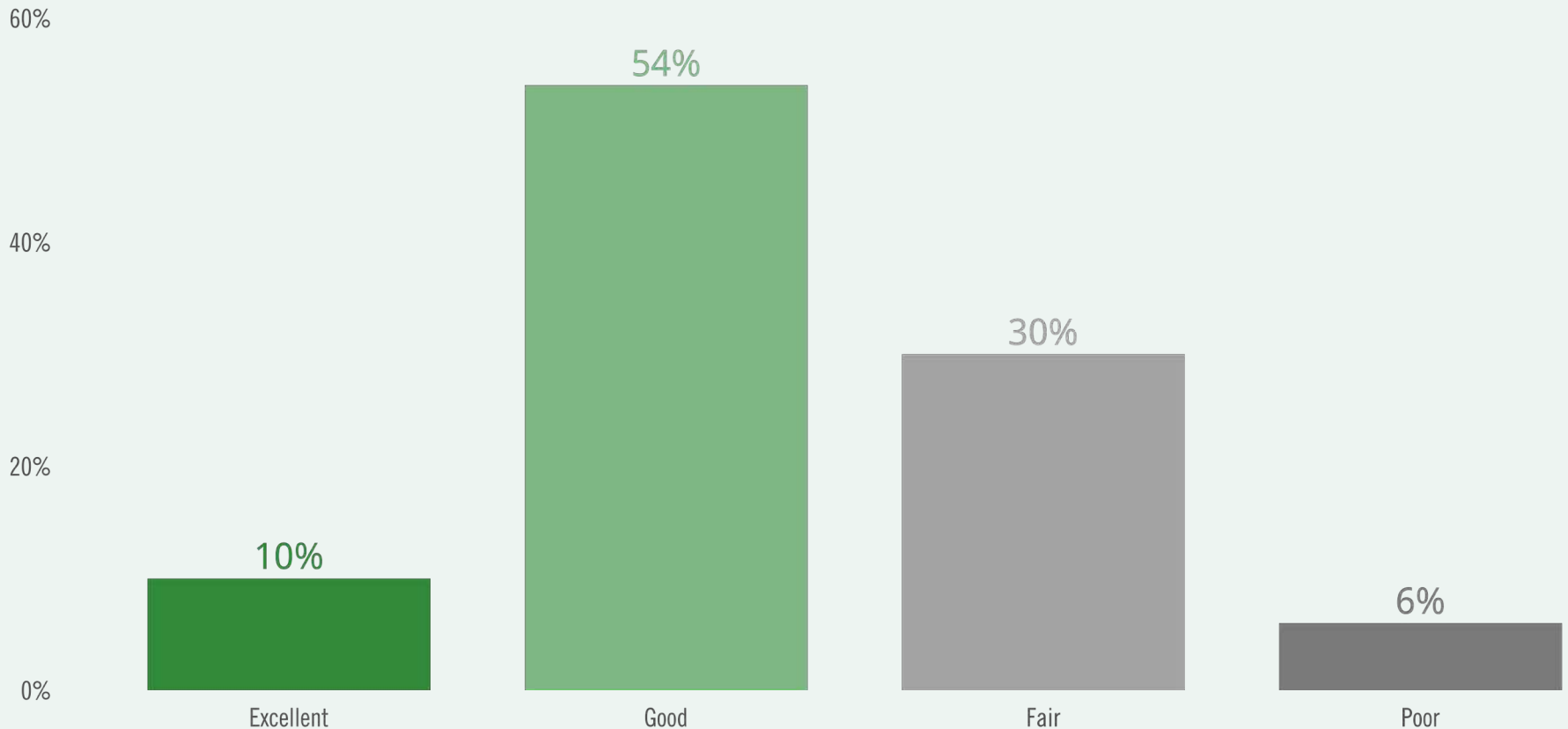


VALUE FOR TAX DOLLAR

Three out of five Holladay residents judge the value they receive for their tax dollars in the city as excellent or good. This number is down slightly from 2017 where 74% of residents rated their value for the tax dollar as excellent or good.



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

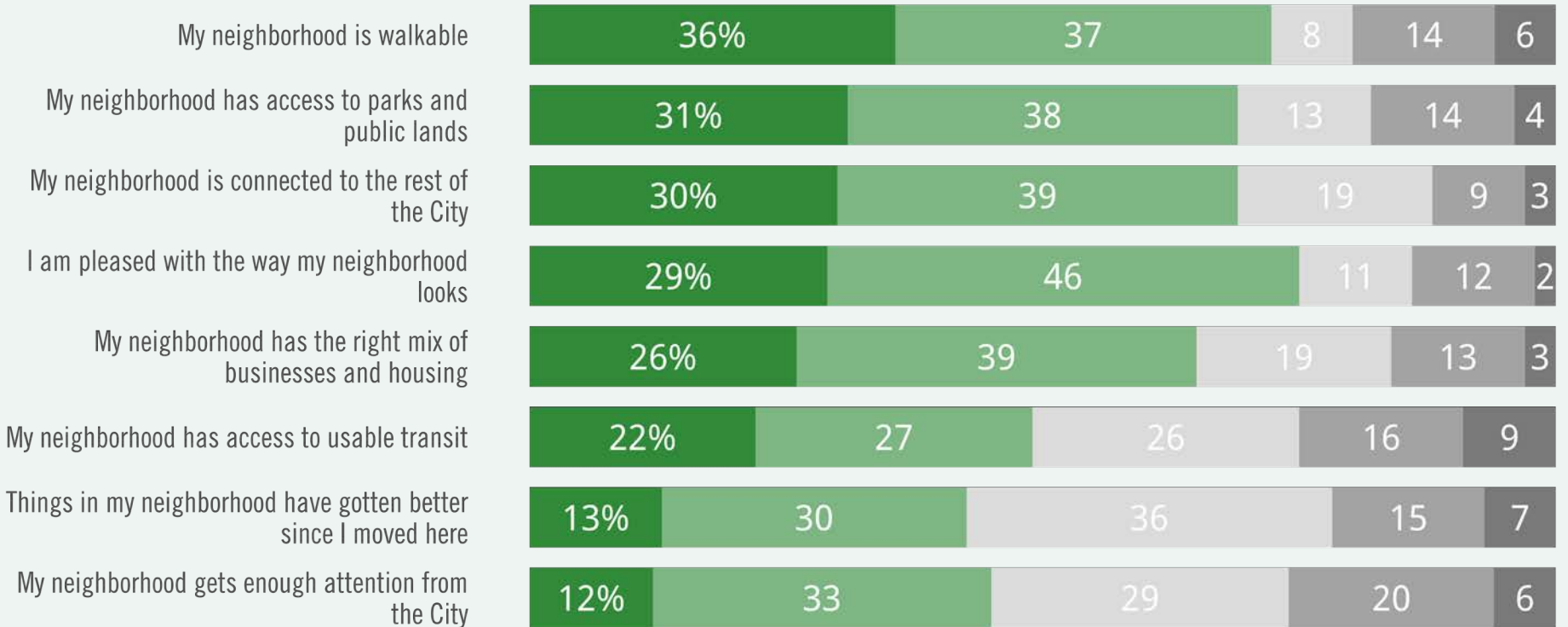


EVALUATION OF NEIGHBORHOODS

A majority of Holladay residents are pleased with their neighborhoods' walkability, access to parks and public lands, connection to the rest of the city, look, and mix of businesses and housing. However, there are a big percentage that disagree with "things have gotten better"

Q How much do you agree or disagree with the following statements about your neighborhood?

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree



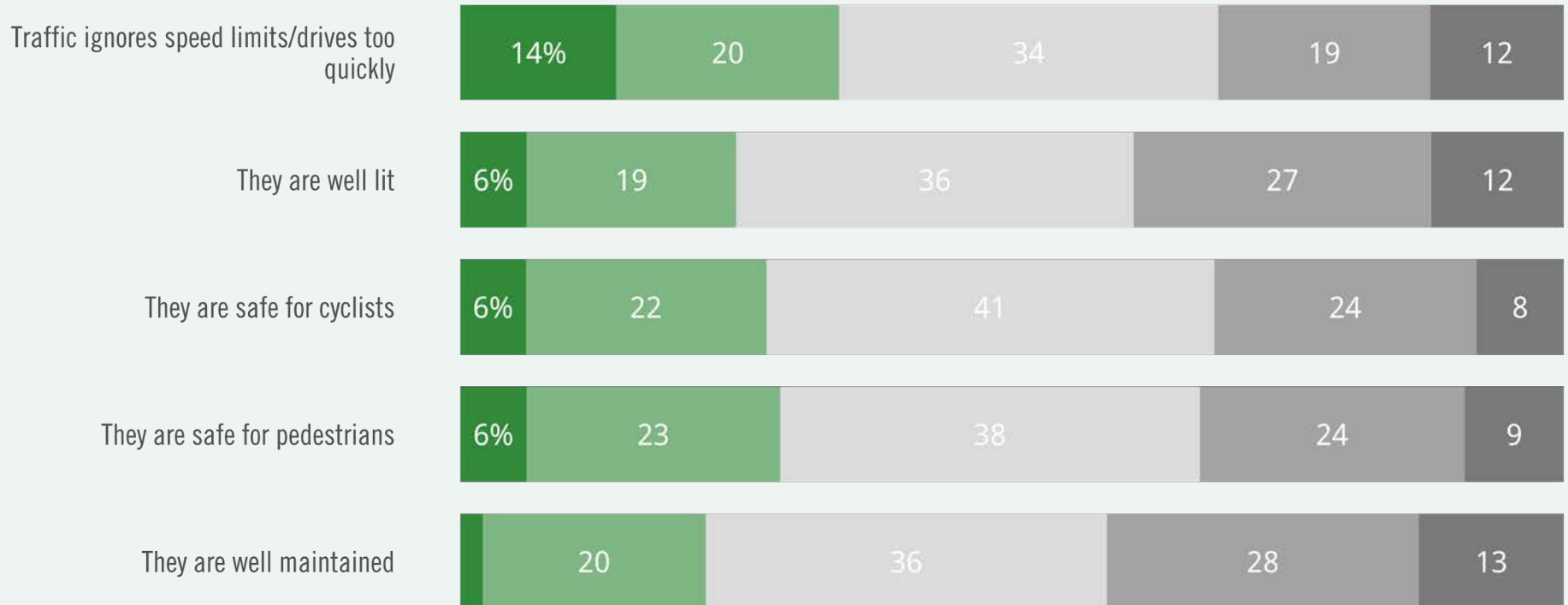
NEIGHBORHOOD ROADS

Few are satisfied with the condition of the roads in their neighborhoods.



How well would you say that each of the following statements describe [the roads in the neighborhood where you live?](#)

Extremely well Very well Somewhat well Not very well Not at all well



MAIN ROADS

A majority of residents also feel there's a need for improvement in the main roads around the city.



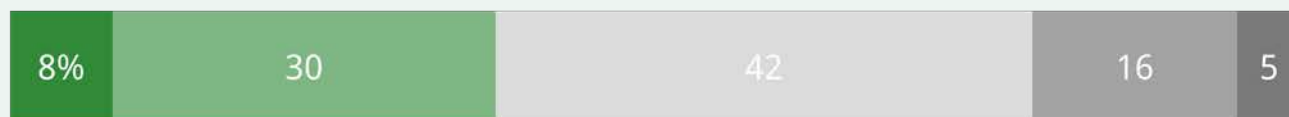
How well would you say that each of the following statements describe [the main roads you use daily around the city?](#)

Extremely well Very well Somewhat well Not very well Not at all well

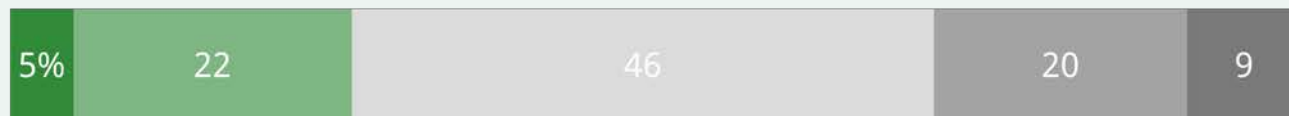
Traffic ignores speed limits/drives too quickly



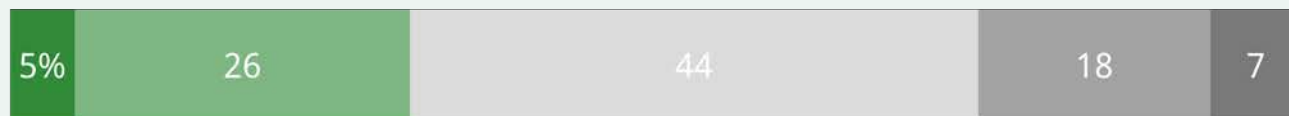
They are well lit



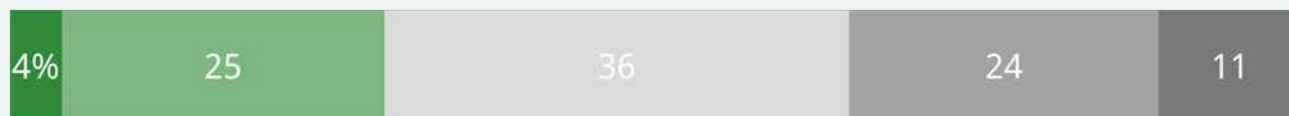
They are safe for cyclists



They are safe for pedestrians



They are well maintained

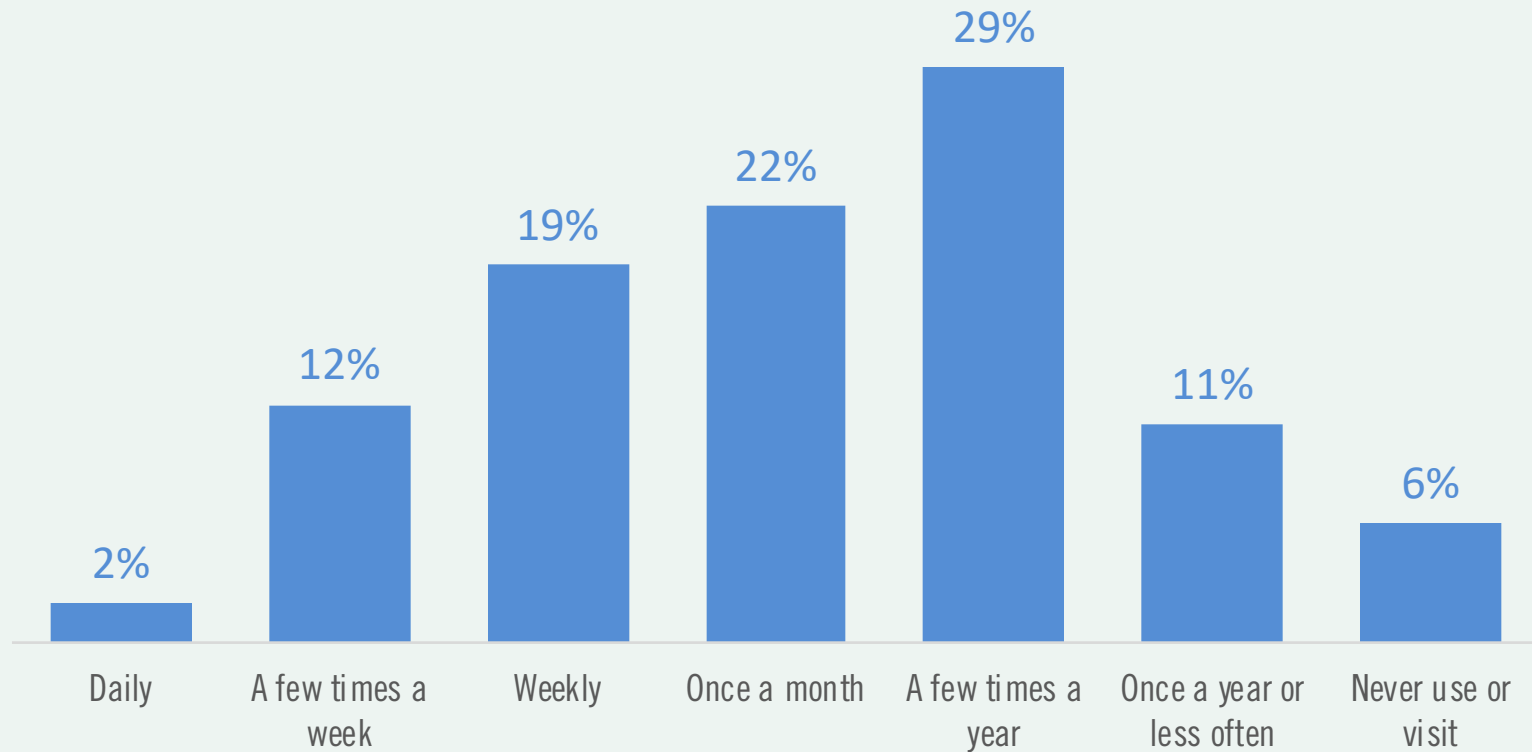


PARK USE

Most residents report using Holladay City parks monthly to a few times a year. Although there are many other ways residents recreate in and around the City, given the specification of "City parks", this seems like a reasonable estimate.



How often do you use or visit Holladay City parks?

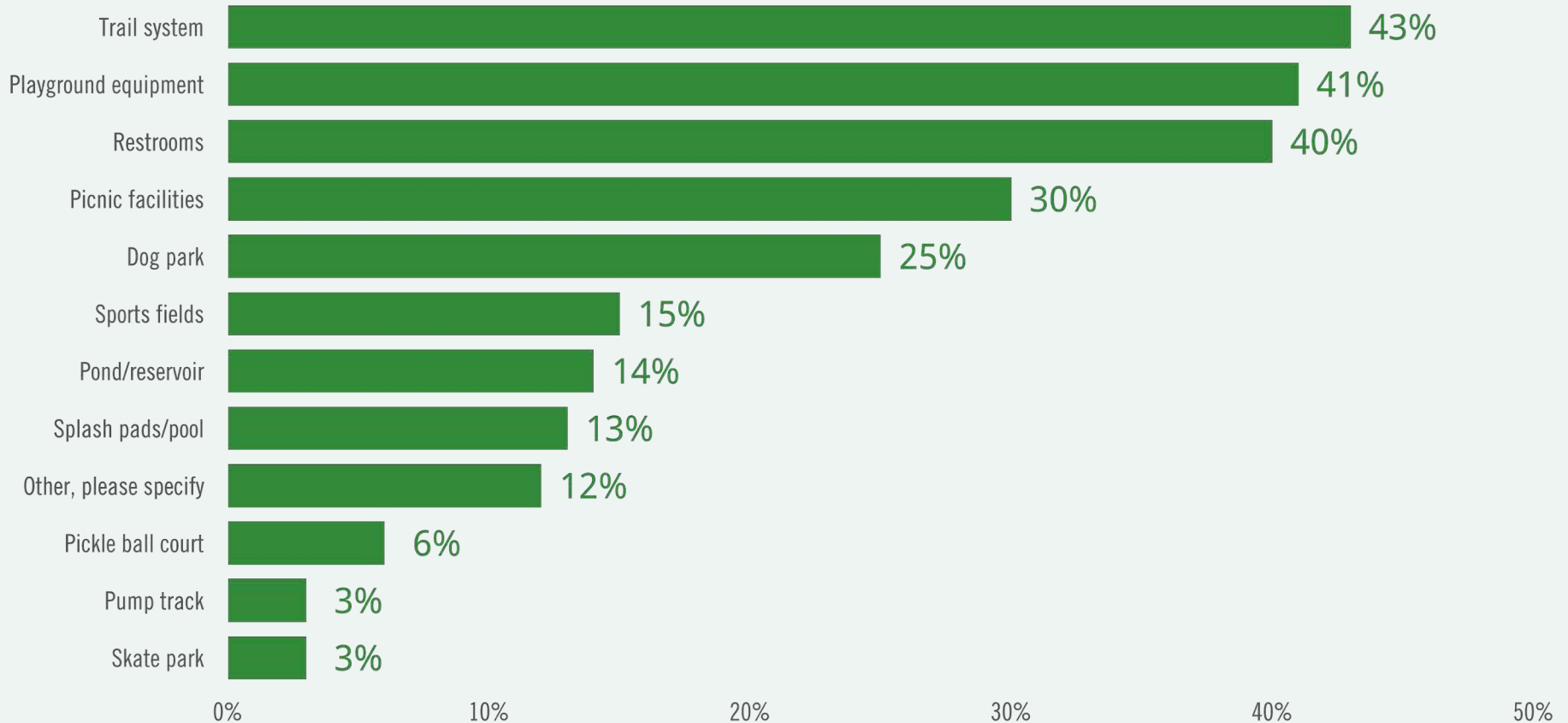


PARK FEATURES

Residents enjoy park trail systems, playground equipment, and restrooms the most. Pickle ball courts, pump tracks, and skate parks are used the least.



When deciding which public parks to visit, whether inside or outside of Holladay City, what park features or amenities are most appealing to you? (Select up to three)

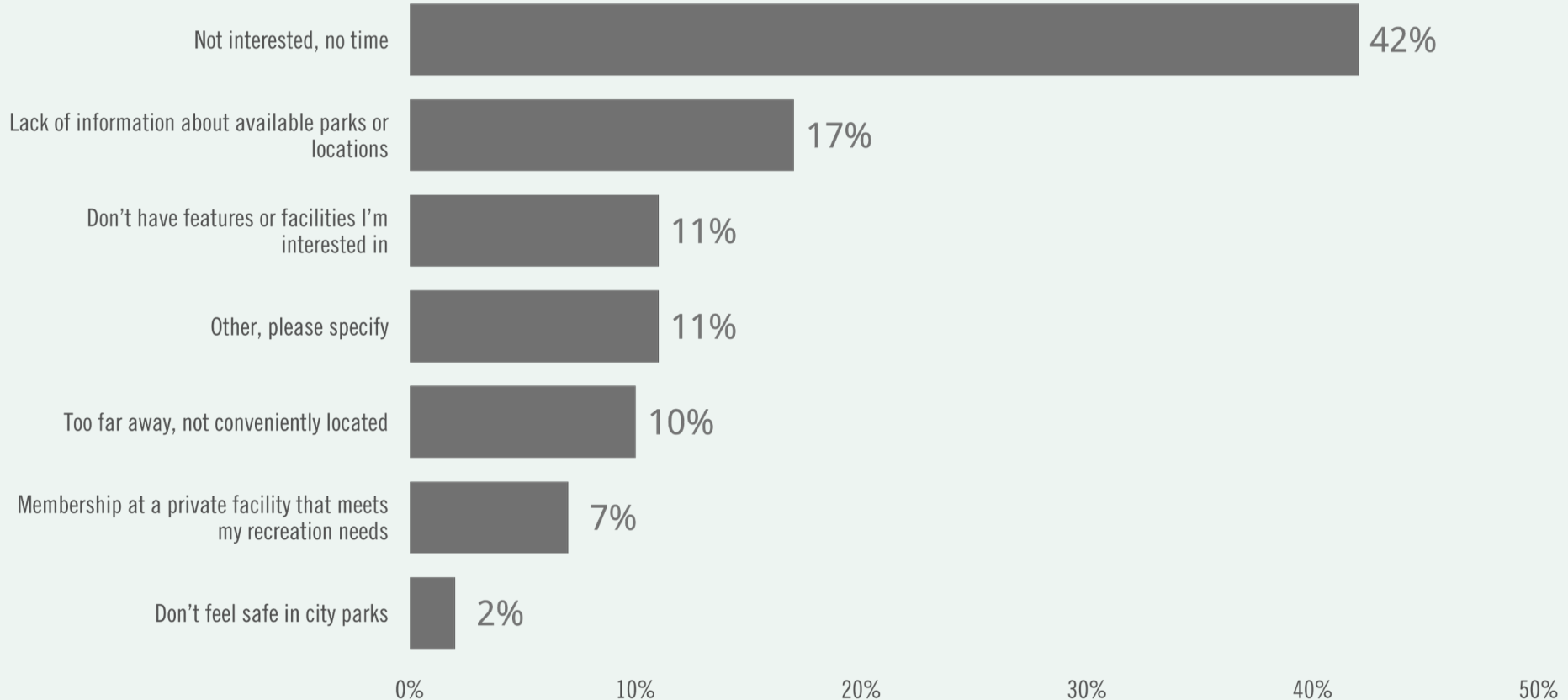


WHY NOT PARKS

Among residents who say they do not regularly use or visit parks in the city, 2-out-of-5 suggest that they lack interest and/or time to visit Holladay City parks.



Which of the following reasons best explains why you **do not** use or visit Holladay City parks?

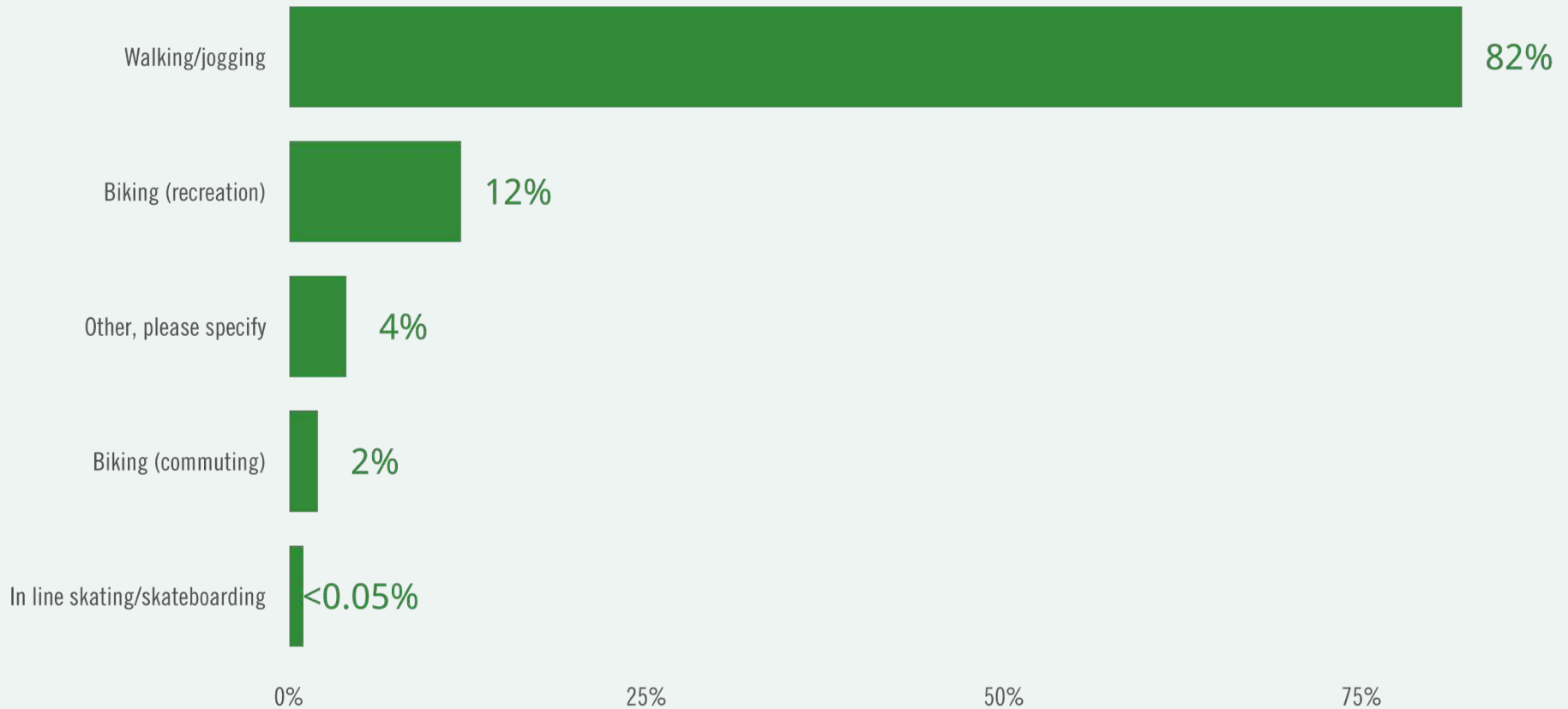


WHY TRAILS

An overwhelming majority of residents find they use Holladay trails for walking and/or jogging.



Which of the following reasons best explains why you use the trails in Holladay?



CAPITAL IMPROVEMENTS

CURRENT EVALUATIONS, IMPORTANCE & ALLOCATIONS

CITY SERVICE EVALUATIONS

City parks and open spaces receive the highest rating among the selection of services provided directly by the city that were examined in this survey.



Holladay provides several services to its residents. Some are provided directly by the city, and some are provided by districts or agencies that the city works with. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable.

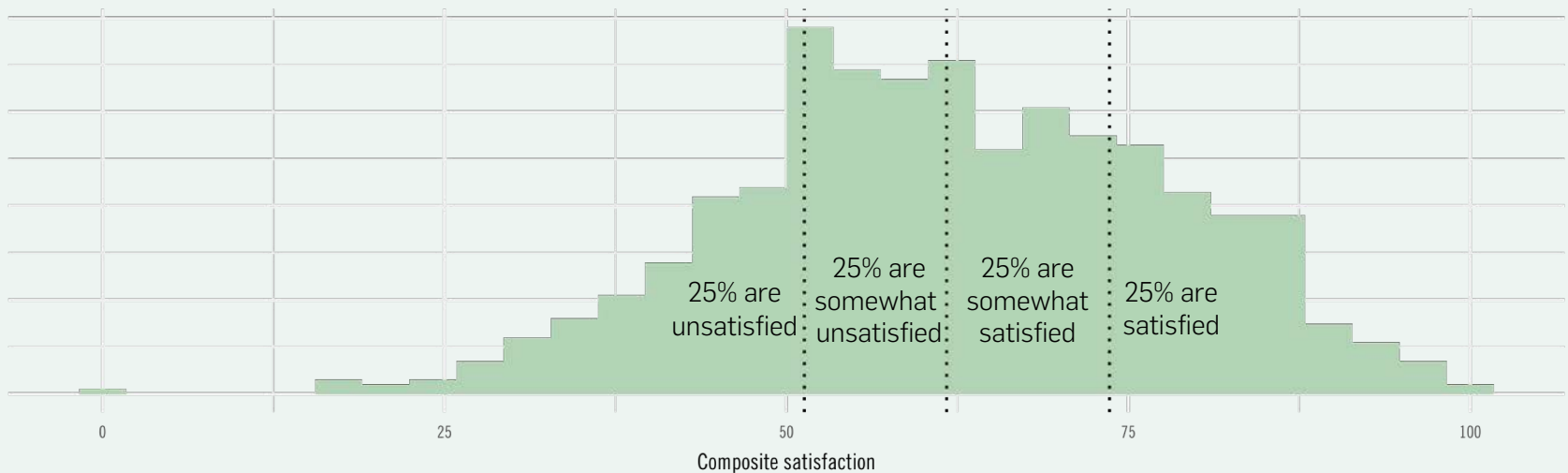


COMPOSITE SATISFACTION SCORE

Are priorities for Holladay's most satisfied residents different than those for its least satisfied? To answer this question, we produced a "composite satisfaction score" by computing each resident's average responses for the following questions (each of which exist on a scale from 0 to 100):

- *How would you rate your overall quality of life in Holladay?*
- *Holladay provides several services to its residents. Some are provided directly by the city, and some are provided by districts or agencies that the city works with. Please rate each of the following services:*
 - *Street lighting*
 - *City code enforcement*
 - *City parks and open spaces*
 - *Planning, zoning and building services*
 - *Emergency preparedness*
 - *Surface maintenance on city streets and roads*
 - *Storm water drainage*

After computing composite scores for all residents, we sort residents into groups: the top 25% of scores are "Satisfied," the next 25% of scores "Somewhat satisfied," the next "Somewhat unsatisfied," and the bottom 25% "Unsatisfied." We proceed to evaluate survey responses within these groups in order to answer the question posed at the top of this slide.

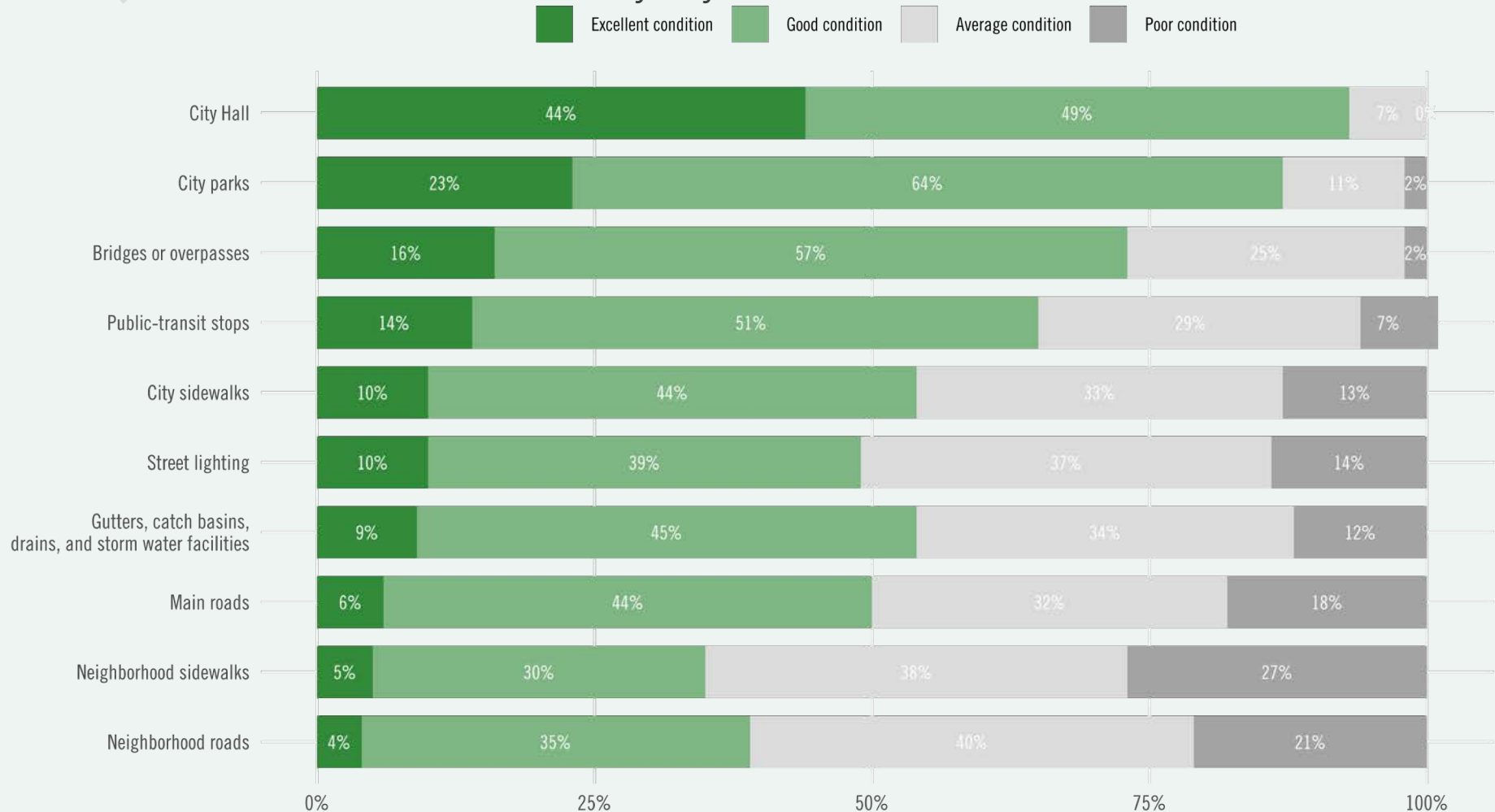


INFRASTRUCTURE CONDITIONS

Pluralities of Holladay residents consider most infrastructure elements as good or excellent, but there is considerable discontent with the sidewalks and roads.



How would rate the current condition of each of the following infrastructure elements or facilities in Holladay City?

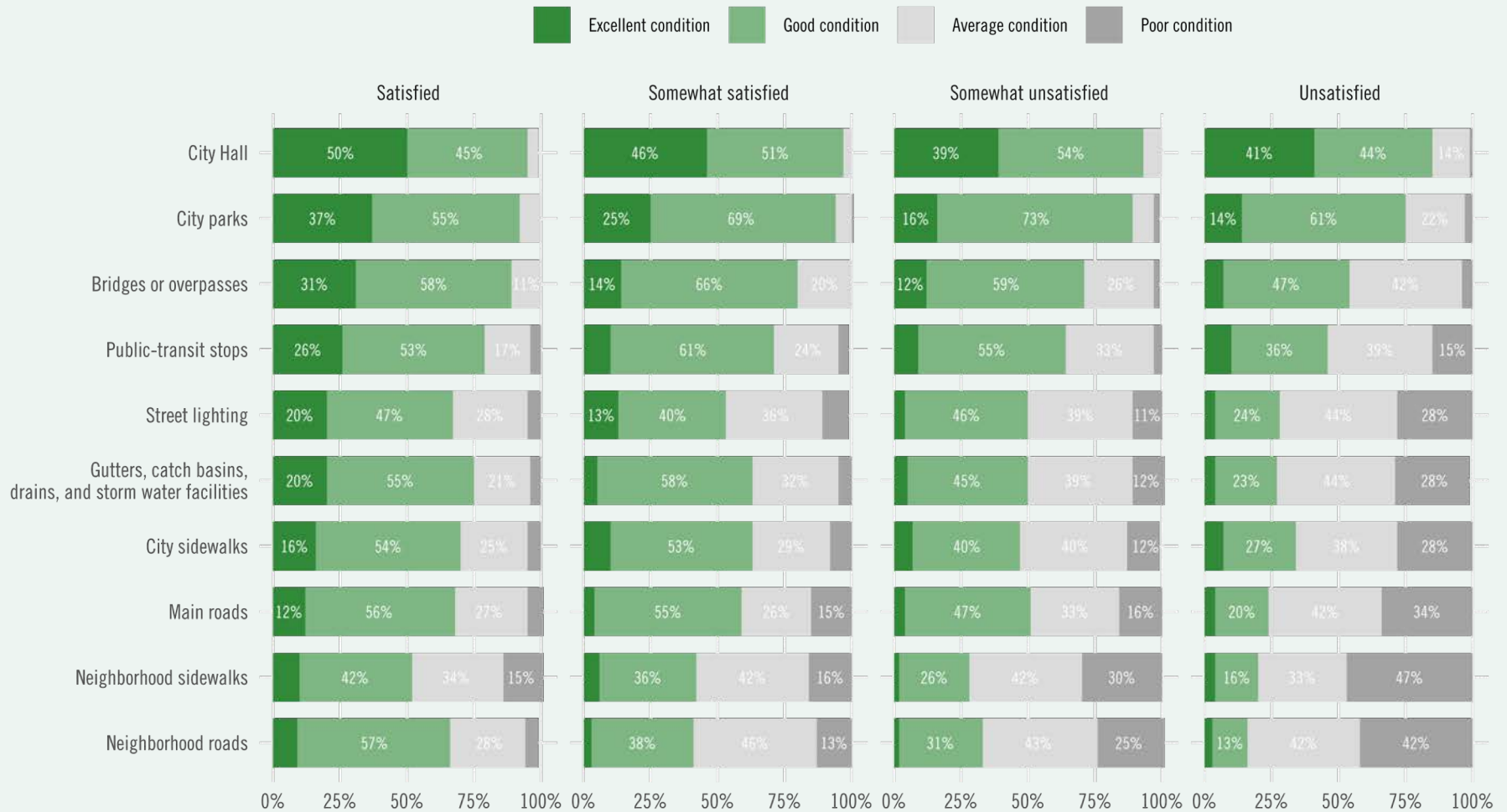


INFRASTRUCTURE CONDITIONS BY SATISFACTION

Perhaps unsurprisingly, residents who are more satisfied with the city overall offer more positive evaluations of the current condition of various elements of the city. Across all satisfaction groups roads and sidewalks receive the most "average" or "poor" evaluations.



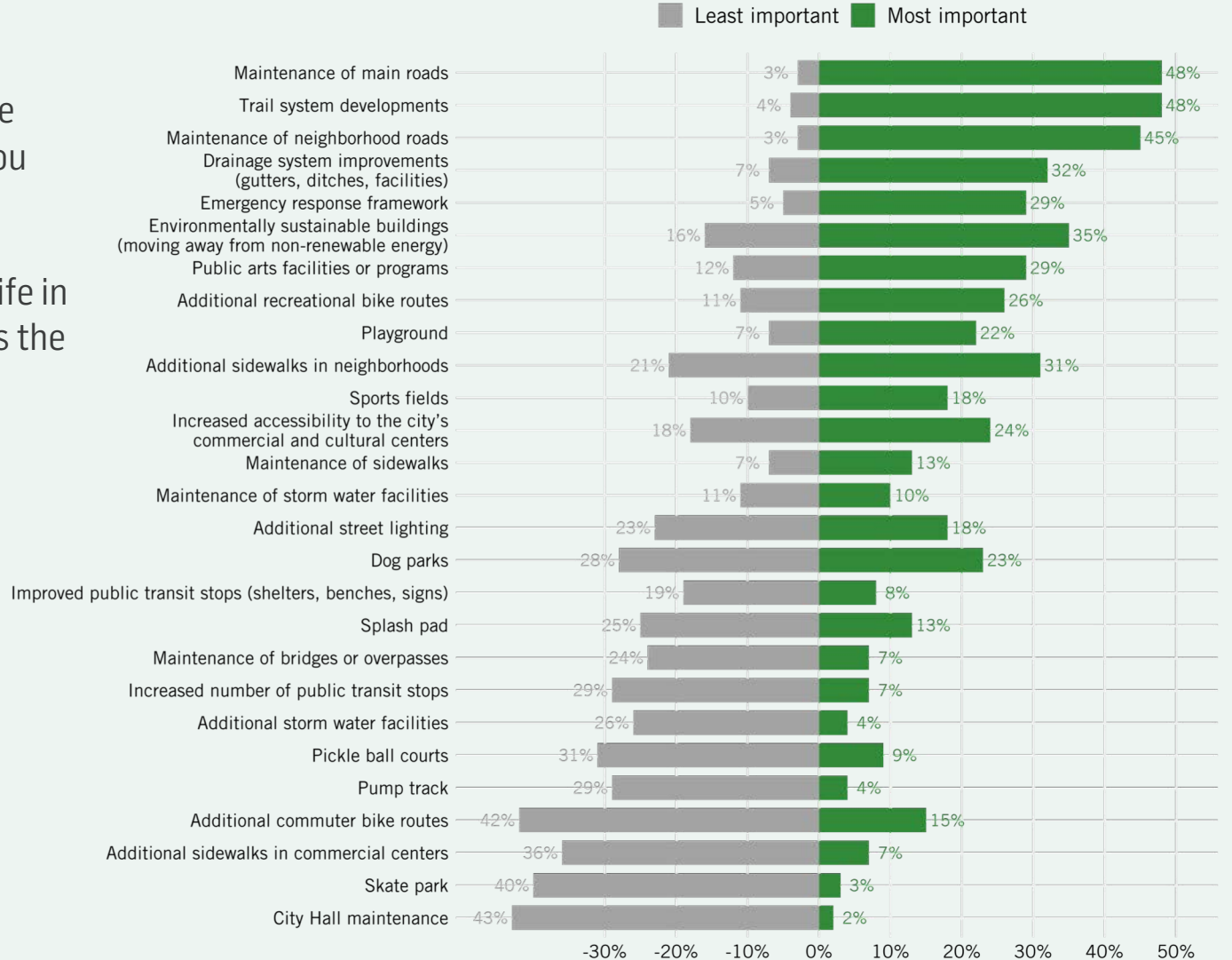
How would rate the current condition of each of the following infrastructure elements or facilities in Holladay City?



PROJECT PRIORITIZATION

There are two main project groups which are virtually unopposed by residents of Holladay: maintaining roads and developing trails. There are likewise several project ideas which are generally viewed as unessential, such as investing in a pump track, additional sidewalks in commercial centers, a skate park, or maintenance to City Hall.

Q From the list of potential projects below, which of the following would you say is the most important to your overall quality of life in Holladay? Which is the least important?

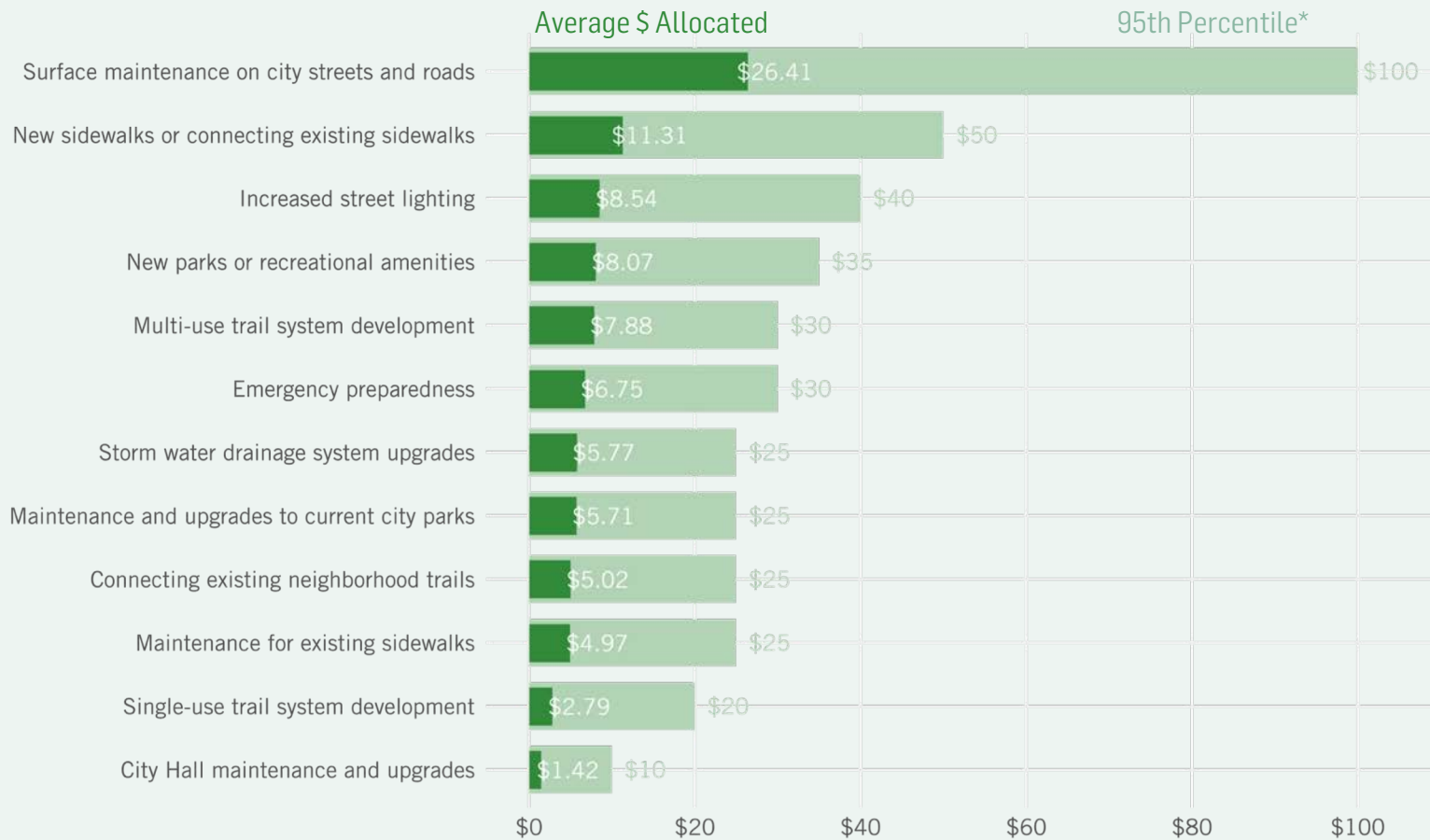


ALLOCATION TOWARD PROPOSALS

When residents are asked to fund various capital projects, a clear winner emerges—surface maintenance on city streets and roads receives the highest dollar amount allocation on average. New sidewalks and increased street lighting were also popular services to which Holladay residents would allocate additional funds.



If Holladay raised taxes and had \$100 more from each citizen to spend on capital improvements in the city, how would you want to see the city divide your \$100 among the following city infrastructure, facilities, and other amenities?



*Only 5% percent of respondents reported a number greater than or equal to this value

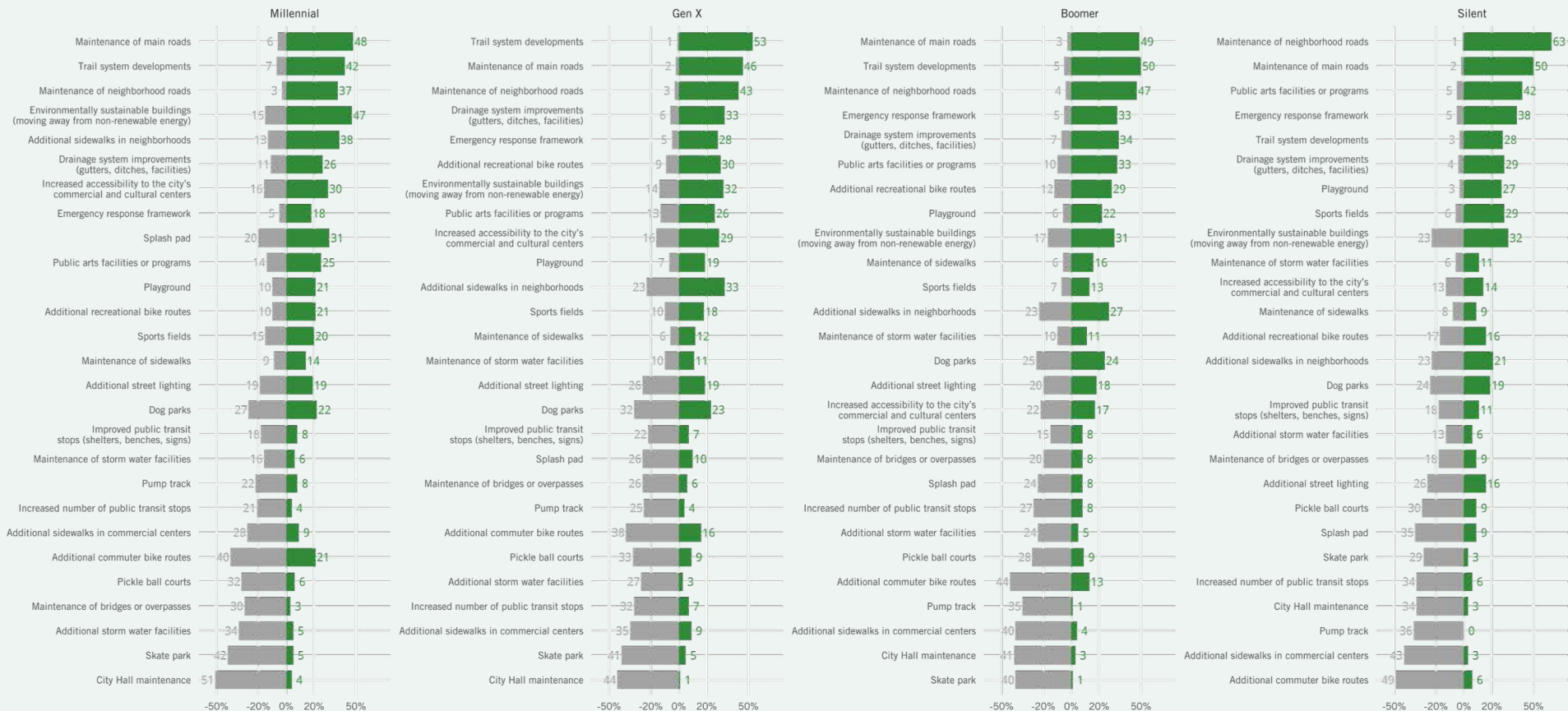
PROJECT PRIORITIZATION BY GENERATION

Splitting the project priority question into generation groups reveals further insights; for example, residents born before 1940 views maintenance of public roads, public arts facilities, storm water facilities, and emergency response framework as being more important than Millennials do, all by 20-point net important margins. Additionally, each generation views "environmentally sustainable buildings" as being more important than their parents (net importance for environmental sustainability by generation, oldest to youngest: 9%, 14%, 18%, 32%).



From the list of potential projects below, which of the following would you say is the most important to your overall quality of life in Holladay? Which is the least important?

■ Least important ■ Most important



*Sorted by net importance

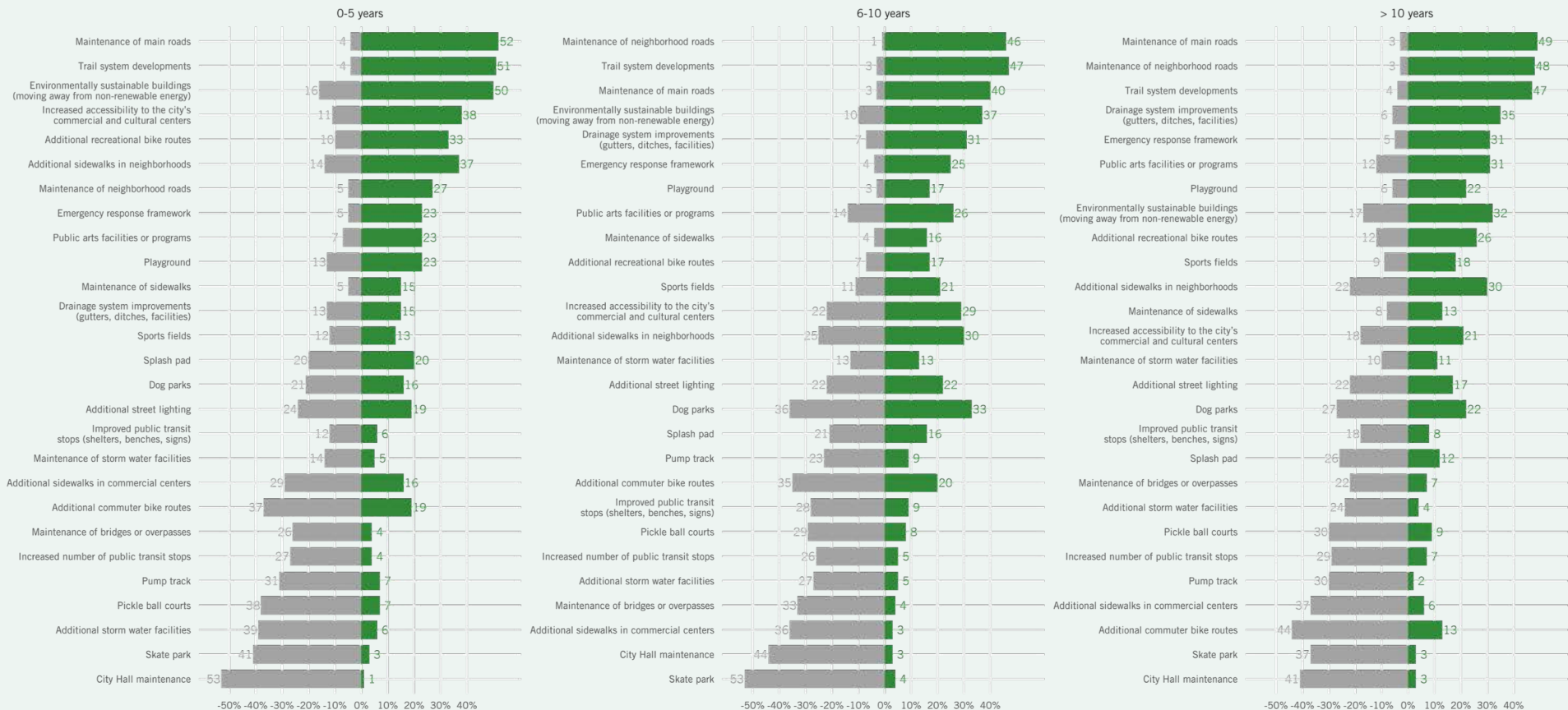
PROJECT PRIORITIZATION BY LENGTH OF RESIDENCE

Evaluating residents' priorities for projects by length of residence may show some of the same information as the split by generation. However, there are some distinct insights. Holladay's newest residents view projects related to the city's center, such as accessibility and additional sidewalks, as being more important than those who have lived in Holladay for at least 10 years (24- and 18-point differences in net importance). It's also worth noting that, while not the most important category overall, additional infrastructure for bicyclists is important to a small but noticeable contingent of respondents regardless of age, gender, or length of residence.



From the list of potential projects below, which of the following would you say is the most important to your overall quality of life in Holladay? Which is the least important?

■ Least important ■ Most important



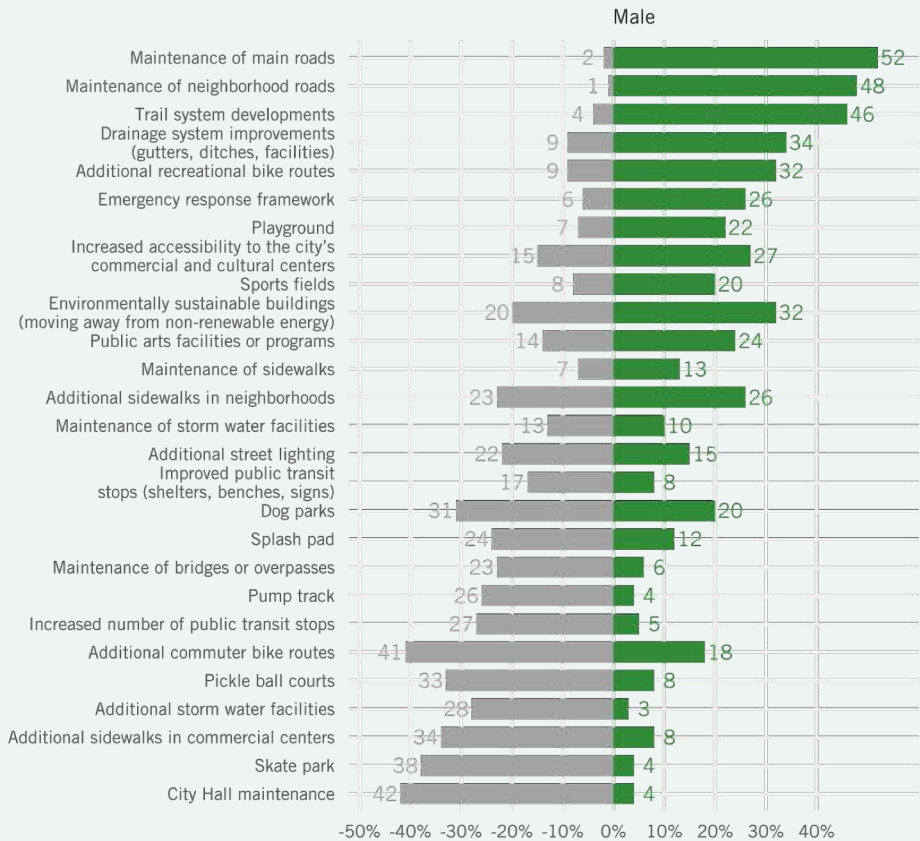
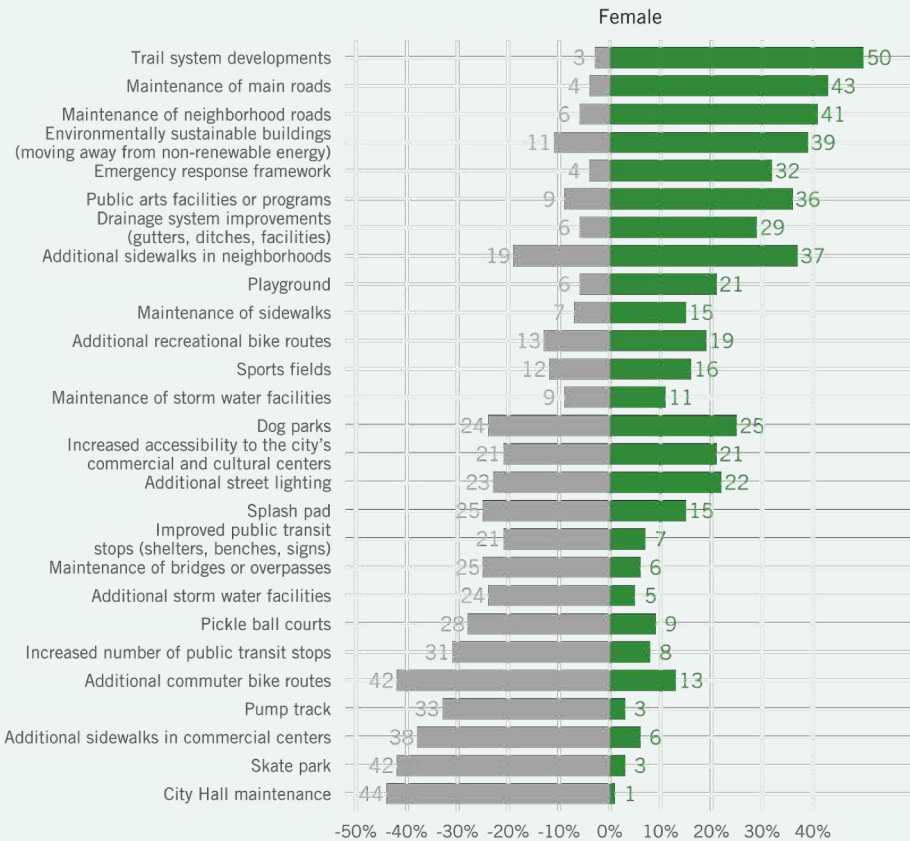
*Sorted by net importance

PROJECT PRIORITIZATION BY GENDER

There are also a few distinct differences between male and female priorities. Women value public arts programs, environmentally sustainable buildings, and additional sidewalks in neighborhoods more than men by 17%, 16%, and 15% margins in net importance respectively. Men value additional recreational bike routes, increased accessibility to the city's commercial and cultural centers, and maintenance of main roads more than women by 17%, 12%, and 12% margins in net importance respectively.



From the list of potential projects below, which of the following would you say is the most important to your overall quality of life in Holladay? Which is the least important?



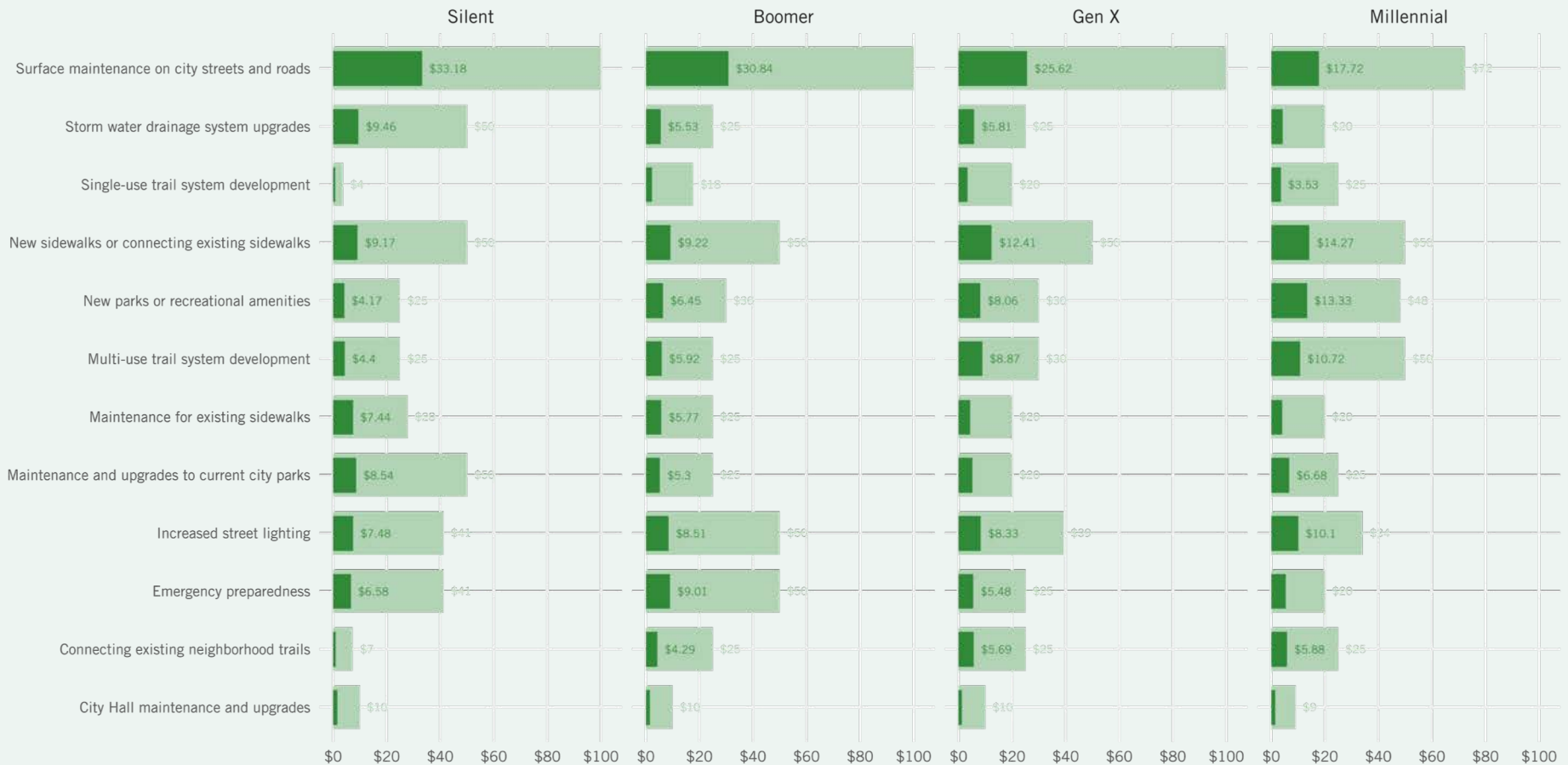
*Sorted by net importance

ALLOCATION TOWARD PROPOSALS BY GENERATION

Millennials allocated 2.1 times more money towards “new parks or recreational amenities” than did Boomers.



If Holladay raised taxes and had \$100 more from each citizen to spend on capital improvements in the city, how would you want to see the city divide your \$100 among the following city infrastructure, facilities, and other amenities?



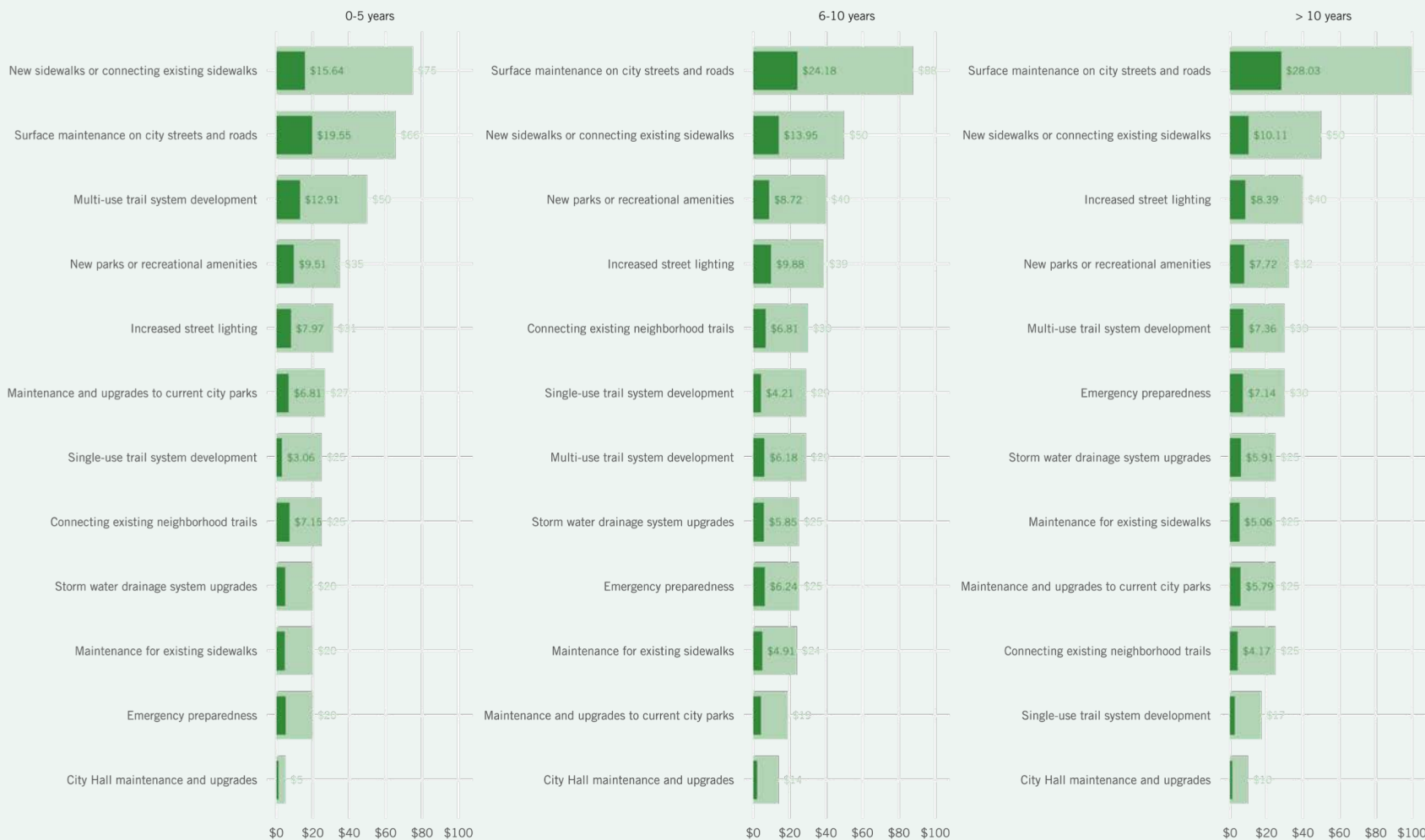
*As in the first slide of this series, dark green values represent the average and light green values represent the 95th percentile

ALLOCATION TOWARD PROPOSALS BY LENGTH OF RESIDENCE

Newer city residents allocated 74% more money towards trail systems (multi-use, connecting existing) than did those residents who have been in Holladay for more than 10 years. They also allocate more funds, on average, to sidewalk development.



If Holladay raised taxes and had \$100 more from each citizen to spend on capital improvements in the city, how would you want to see the city divide your \$100 among the following city infrastructure, facilities, and other amenities?



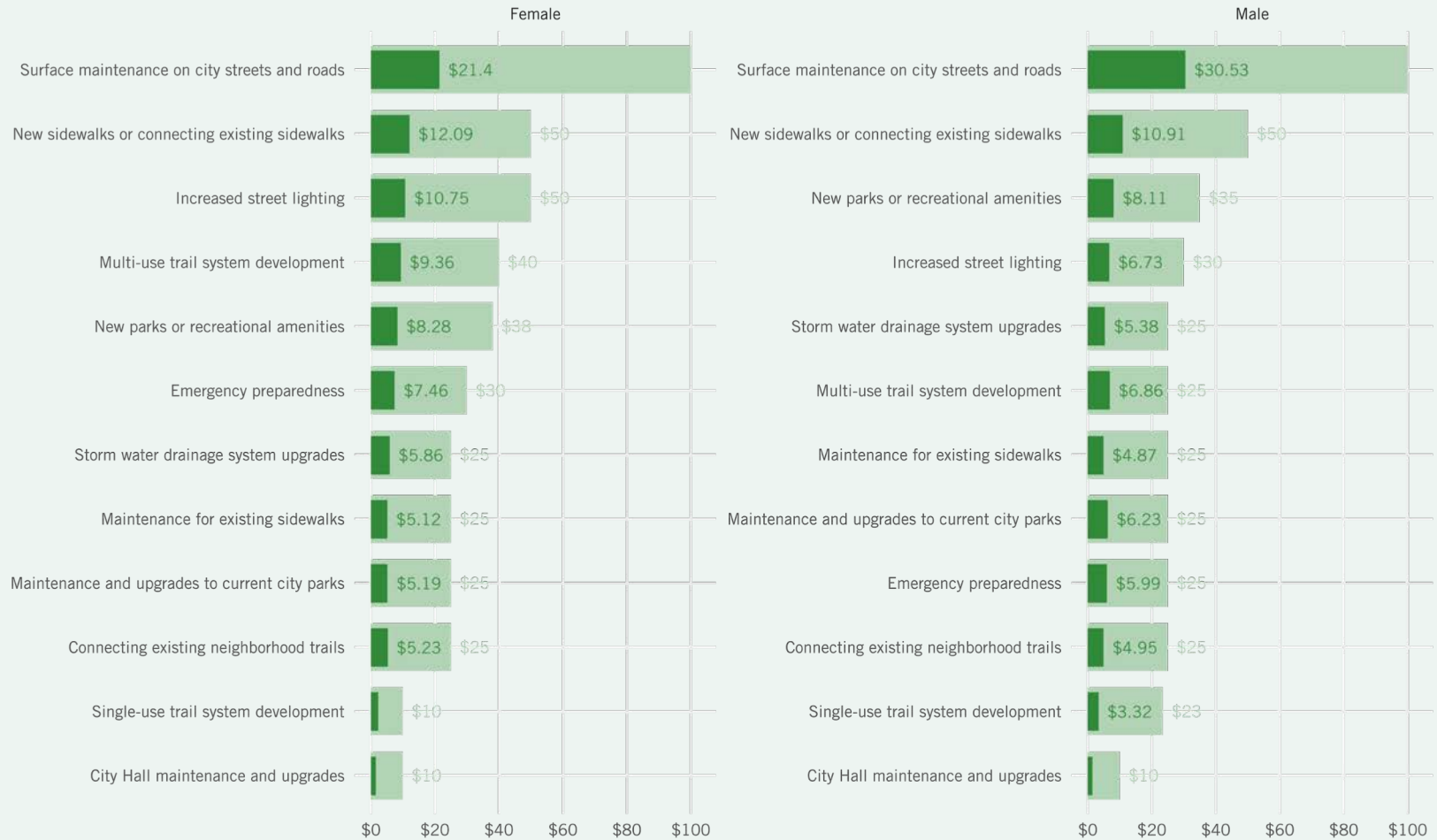
*As in the first slide of this series, dark green values represent the average and light green values represent the 95th percentile

ALLOCATION TOWARD PROPOSALS BY GENDER

Female residents allocate 60% more money towards street lighting and dedicate more funds to emergency preparedness in the city than do their male counterparts, but otherwise spending preferences are largely consistent across gender lines.



If Holladay raised taxes and had \$100 more from each citizen to spend on capital improvements in the city, how would you want to see the city divide your \$100 among the following city infrastructure, facilities, and other amenities?



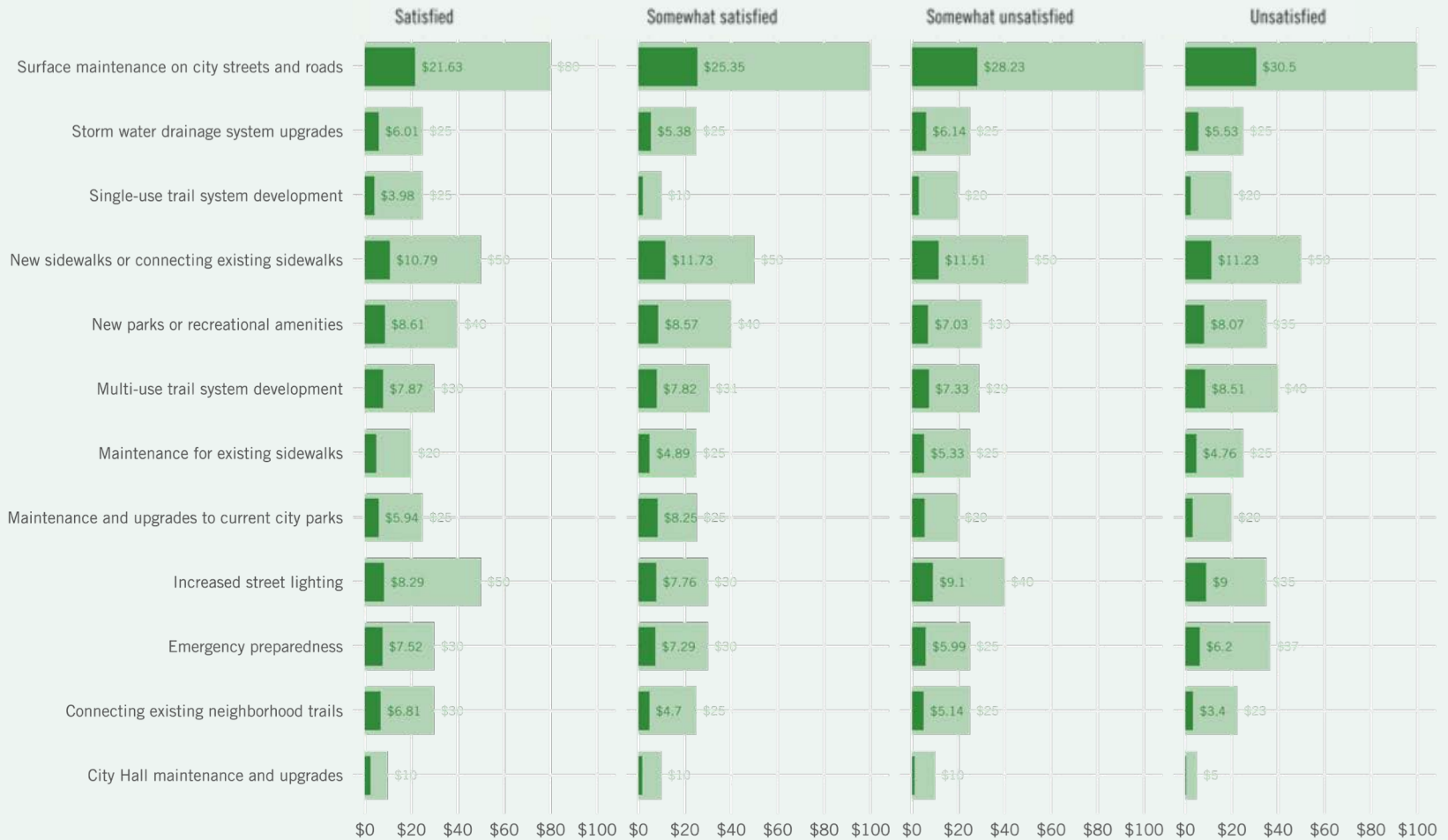
*As in the first slide of this series, dark green values represent the average and light green values represent the 95th percentile

ALLOCATION TOWARD PROPOSALS BY SATISFACTION

Holladay's most satisfied residents allocated 5.9 times more money for City Hall maintenance than did those who are in the most unsatisfied group. Satisfied residents also tend to spread out their allocations more overall—they are the least likely group to devote all of their money to one project or priority.



If Holladay raised taxes and had \$100 more from each citizen to spend on capital improvements in the city, how would you want to see the city divide your \$100 among the following city infrastructure, facilities, and other amenities?



*As in the first slide of this series, dark green values represent the average and light green values represent the 95th percentile



Kyrene Gibb, Vice President of Research
Salt Lake City, UT
801.541.6460