



2016 OFFICIAL CITIZEN SURVEY





- 1 Cottonwood Heights residents as a whole are overwhelmingly **satisfied with their quality of life** in the city, city services, and city management.
- 2 **Snow removal** is the city service that garners the most targeted complaints.
- 3 Residents enjoy the convenience of living in Cottonwood Heights due to its **location and the lifestyle** it provides access to.
- 4 There is inherent tension between residents' desires for **preservation of open spaces** and the ways in which they would like the city to **manage growth** – one of the major concerns now and looking toward the future.
- 5 **Development is seen as a dual-edged sword** that threatens the look and feel of the city, but also provides more convenient transportation and amenities and broadens the tax base.
- 6 **Public safety** in Cottonwood Heights receives **good ratings overall** and trust in the **Police Department is high**.

THINGS TO REMEMBER

SURVEY METHODOLOGY

SURVEY METHODOLOGY



Sampling frame of Cottonwood Heights residents consisted of a universe of registered voters contacted via email and supplemented by postal mail survey invitations.

86%

In total, we emailed 11,087 invitations and sent 2,000 mailers. 1,869 emails bounced due to either incorrect email addresses or high spam filter settings resulting in a deliverability rate of 86%.*

14%

Of the 11,218 total delivered invitations, 1,531 citizens responded by completing online surveys. This results in a response rate of approximately 13.6% overall. Each email address or mailed invitee could respond only once.

+2.5
-

1,531 interviews among an estimated adult population of 34,238 results in a margin of error for the survey of plus or minus 2.45 percentage points. Responses were weighted to better approximate city demographic composition.

*Overall deliverability will be calculated once all returned mailers have been counted.

SURVEY INVITATION

Survey was introduced as an official city-sponsored survey with professional support.

Subject: Official Cottonwood Heights Citizen Survey

Hello there,

We invite you to participate in a special citywide survey of Cottonwood Heights residents. The purpose of the survey is to ask for your input about important issues facing Cottonwood Heights. This survey includes questions about important upcoming policy decisions and the results will be used during official city deliberations.

Your participation is very important and will help make the survey accurate. This online survey takes most people less than 10 minutes to complete and your answers are completely confidential.

To take the survey click on the link below:

[*Take the survey*](#)

Your participation is very important and will help to shape the future of Cottonwood Heights.

Sincerely,

*Mayor Kelvyn Cullimore Jr., Cottonwood Heights
and Scott Riding, Managing Partner, Y² Analytics*

SURVEY INVITATION

Citizens were offered details about the researchers & given option to unsubscribe.

Subject: Official Cottonwood Heights Citizen Survey

**** Frequently Asked Questions ****

Who is Y² Analytics?

Y² Analytics is a research firm located in Salt Lake City. We are conducting the survey on behalf of the staff and elected officials of Cottonwood Heights.

How did you get my email address?

Your name was taken from a list of Cottonwood Heights residents and matched to your email address by a third party vendor.

Can you take my name off this list and stop contacting me?

Yes. Click on the link below to opt out of any further contact about this survey.

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)



180 invitees (or less than 2%)
unsubscribed from the
survey email list

SURVEY INVITATION

Mailed invitations were sent to 2,000 additional residents.

We invite you to participate in an official survey, commissioned by the city of Cottonwood Heights and conducted by an independent survey research firm. The results of this survey inform city officials as they make important decisions about Cottonwood Heights' future, so please help us ensure they are as accurate as possible by taking the survey today.

This is a scientific survey and you were selected at random from a list of residents in Cottonwood Heights. Your participation is very important and will help make the survey accurate. This online survey takes about 15 minutes to complete, and your answers are completely confidential.

To ensure that only randomly selected individuals can participate, we have provided you a unique access code. If you have already received an invitation to take this survey via email, please disregard this letter.

TAKE THE SURVEY TODAY:

1. Enter the following URL into any web browser on a desktop computer, laptop, or mobile device – <http://surveycottonwoodheights.com>
2. Click on the button labeled – CLICK HERE TO START THE OFFICIAL CITY SURVEY
3. Enter this six-digit access code in the space provided – #####

If you have trouble accessing the poll, please email Y2 Analytics at survey@y2polls.com or call the poll helpline at (801) 810-6264. A list of frequently asked questions about the research is available online: <http://surveycottonwoodheights.com>.

The survey is available now. Please begin and complete this official city survey before it closes at midnight on Friday, July 1st.

Sincerely,



Kebyon H. Cullimore, Jr.
Cottonwood Heights City Mayor

P.S. Your participation is very important to this official city survey. Please go to <http://surveycottonwoodheights.com> and take it before the survey ends at midnight on Friday, July 1st.

SURVEY RESPONDENT DEMOGRAPHICS

The demographics of our respondents differ slightly from those of the US Census statistics for Cottonwood Heights, but approximate well the registered voter population of the city.

Category	Statistic	Census Statistics	Survey Respondents	Difference
Residence	Home owner	72%	81%	+9
	Renter/Other	28	19	-9
Education	Less than high school	3%	1%	-2
	High school graduate	17	4	-13
	Some college	25	21	-4
	College/Vocational school Degree	39	48	+9
	Post-graduate degree	16	26	+10
Income	UNDER \$25K	9%	3%	-6
	\$25K-34,999	7	7	/
	\$35K-49,999	12	6	-6
	\$50K-74,999	21	18	-3
	\$75K-99,999	19	17	-2
	\$100K-149,999	15	29	+14
	OVER \$150K	18	21	+3

SURVEY RESPONDENT DEMOGRAPHICS

The demographics of our respondents differ slightly from those of the US Census statistics for Cottonwood Heights, but approximate well the registered voter population of the city.

Category	Statistic	Registered Voter Population	Survey Respondents	Difference
Gender	Men	49%	48%	-1
	Women	51	52	+1
Age	18-24	7%	5%	-2
	25-34	15	18	+3
	35-44	16	16	/
	45-54	16	16	/
	55-64	20	20	/
	65+	26	26	/

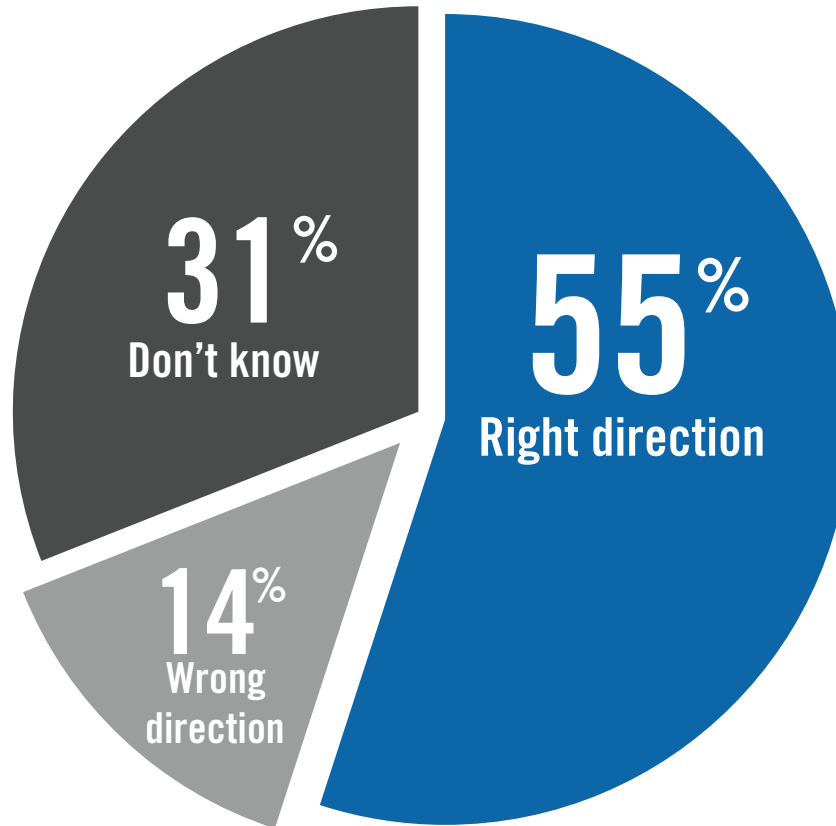
CITY DIRECTION & PERCEPTIONS

OVERALL DIRECTION

Majority of residents believe Cottonwood Heights is headed in the right direction.



Overall, would you say the *city of Cottonwood Heights* is headed in the right direction or the wrong direction?



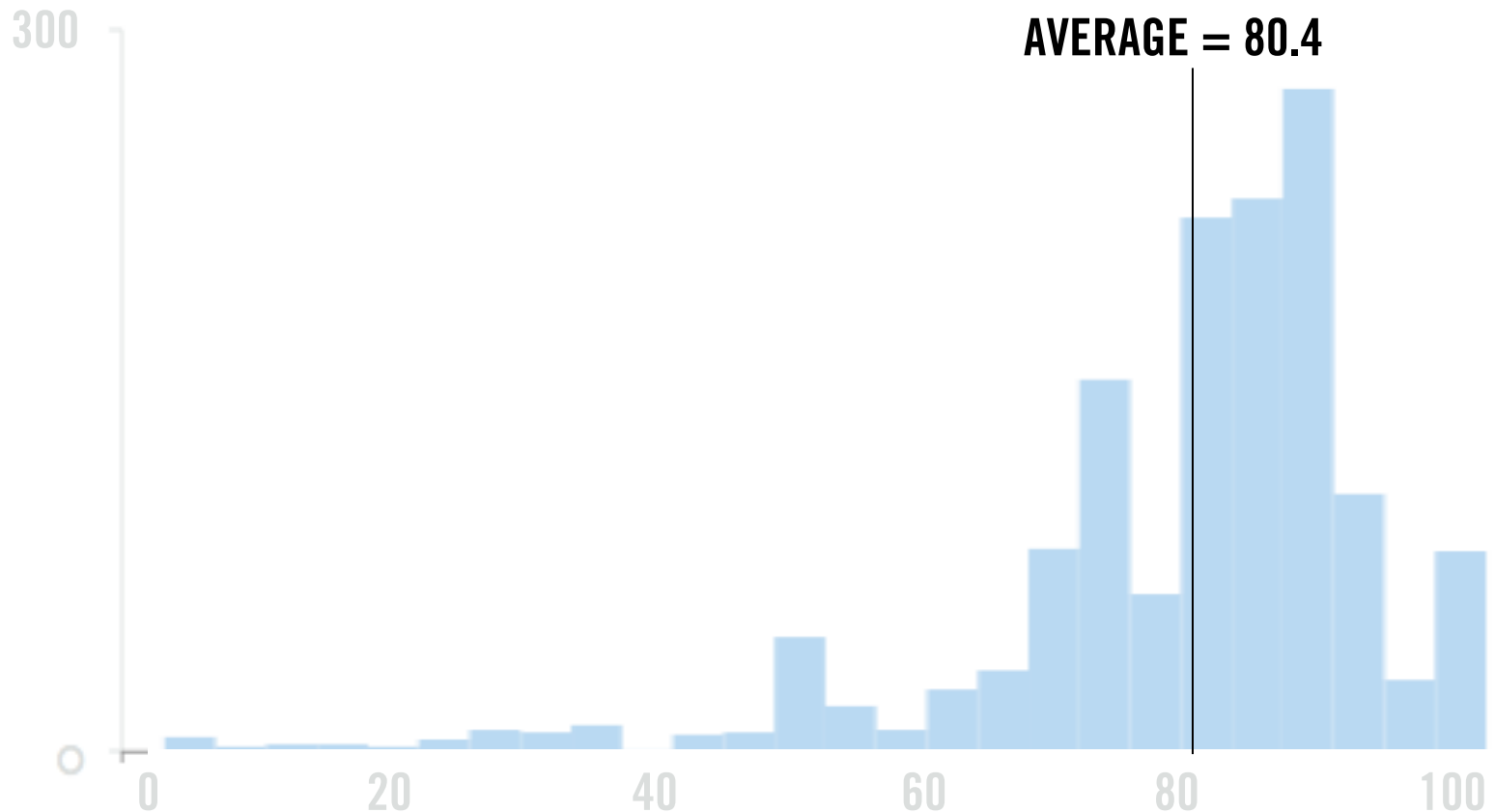
Of residents that express an opinion, **80%** say Cottonwood Heights is headed in the right direction.

OVERALL QUALITY OF LIFE

Average quality of life rating in Cottonwood Heights is about 80 on a 0-100 scale.



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 Cottonwood Heights?*

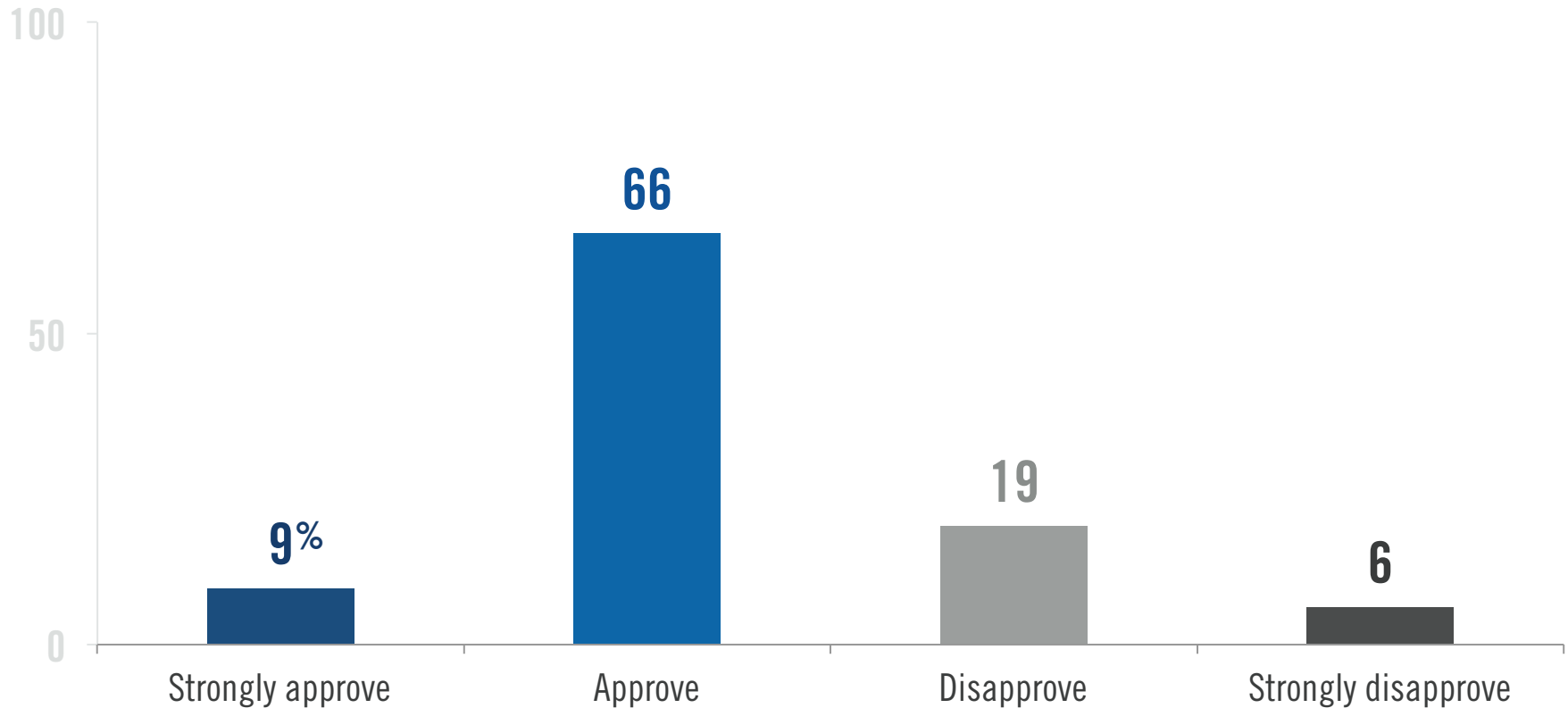


COTTONWOOD HEIGHTS ELECTED OFFICIALS

Elected officials in Cottonwood Heights have the approval of a large majority, but very few strongly approve.



Do you approve or disapprove of how the **Cottonwood Heights Mayor and City Council** are handling their jobs?

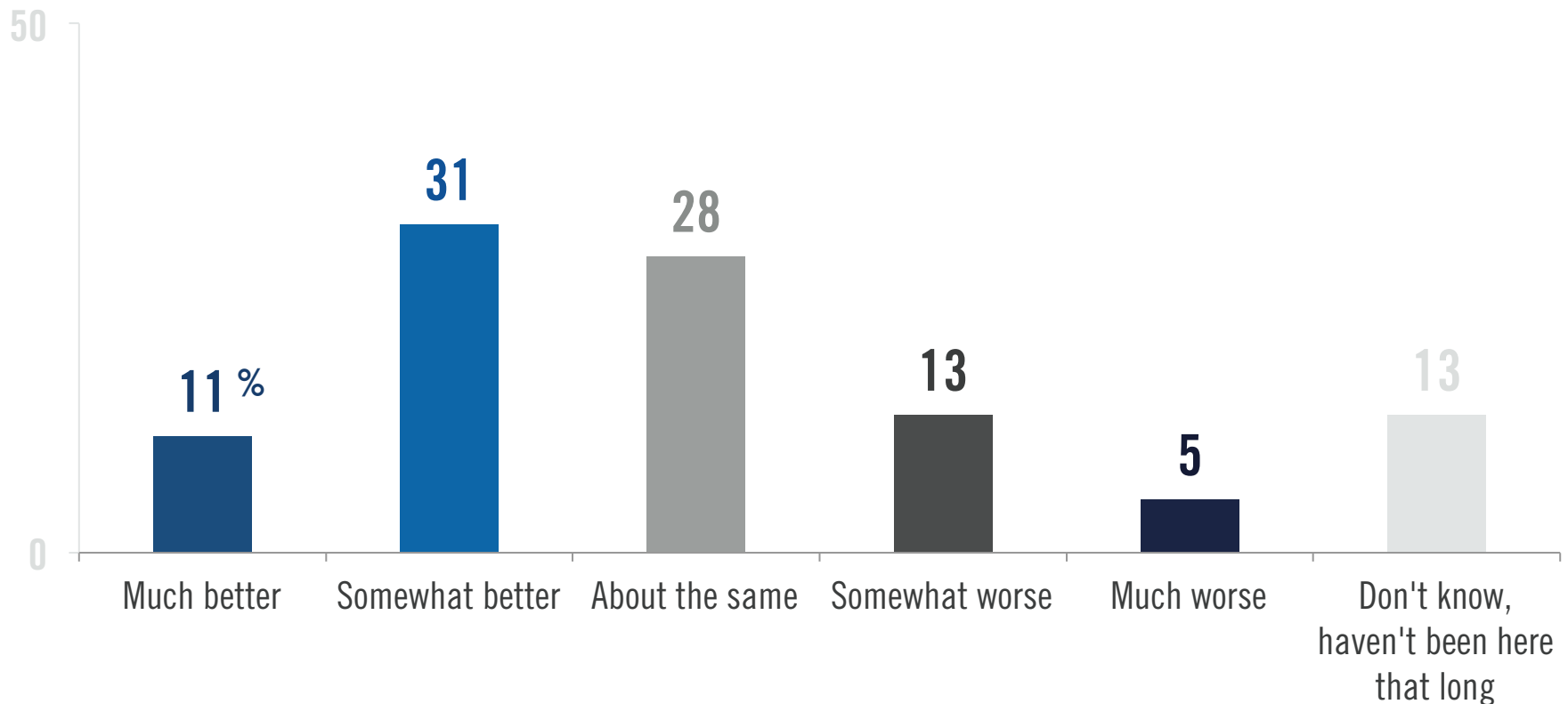


COTTONWOOD HEIGHTS NOW AND THEN

About 42% of respondents believe Cottonwood Heights is better today than it was five years ago, while about 18% say the city is worse.



How would you rate Cottonwood Heights today compared to five years ago? Would you say it is...

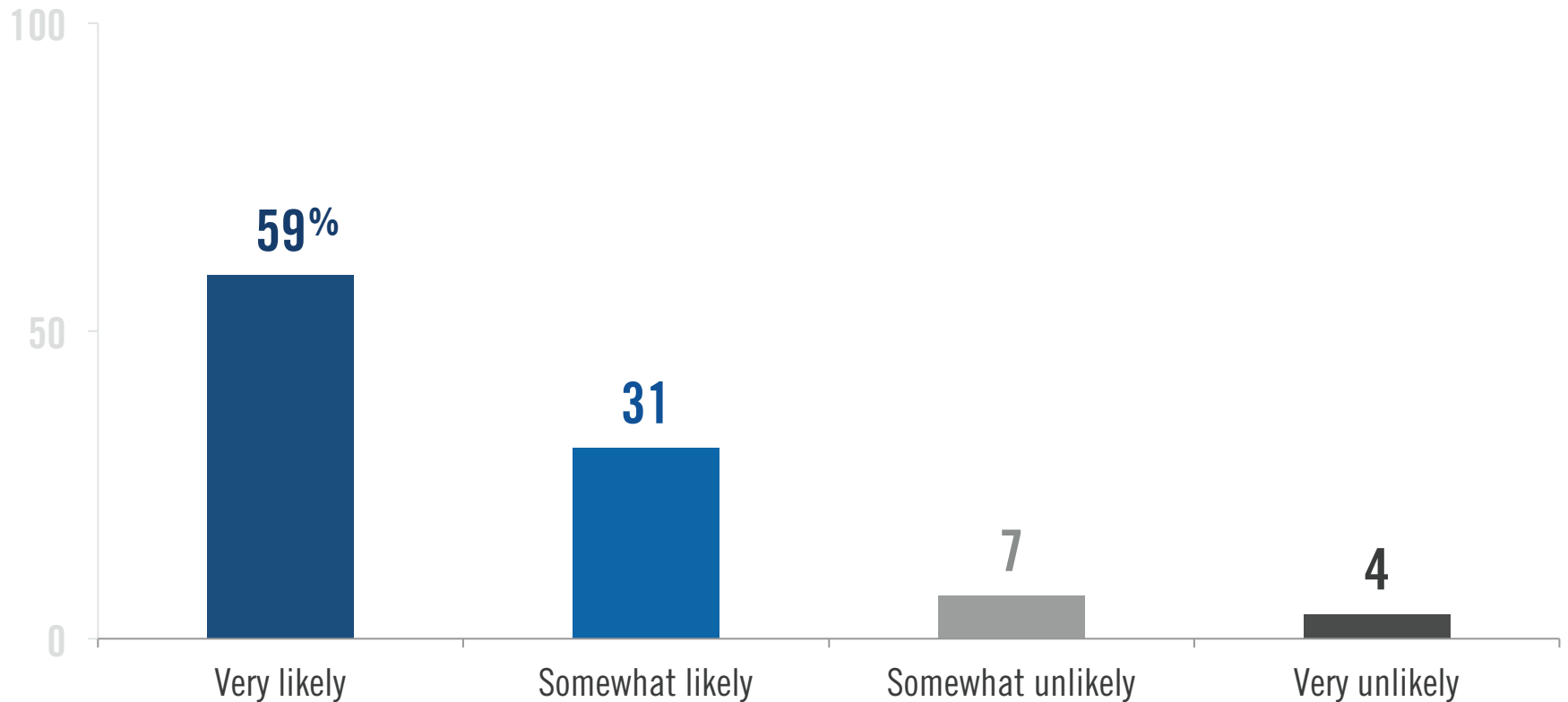


RECOMMENDING COTTONWOOD HEIGHTS

An overwhelming majority of respondents are likely to recommend Cottonwood Heights to others as a good place to live.



*How likely are you to recommend the City of Cottonwood Heights to others as a **good place to live**?*

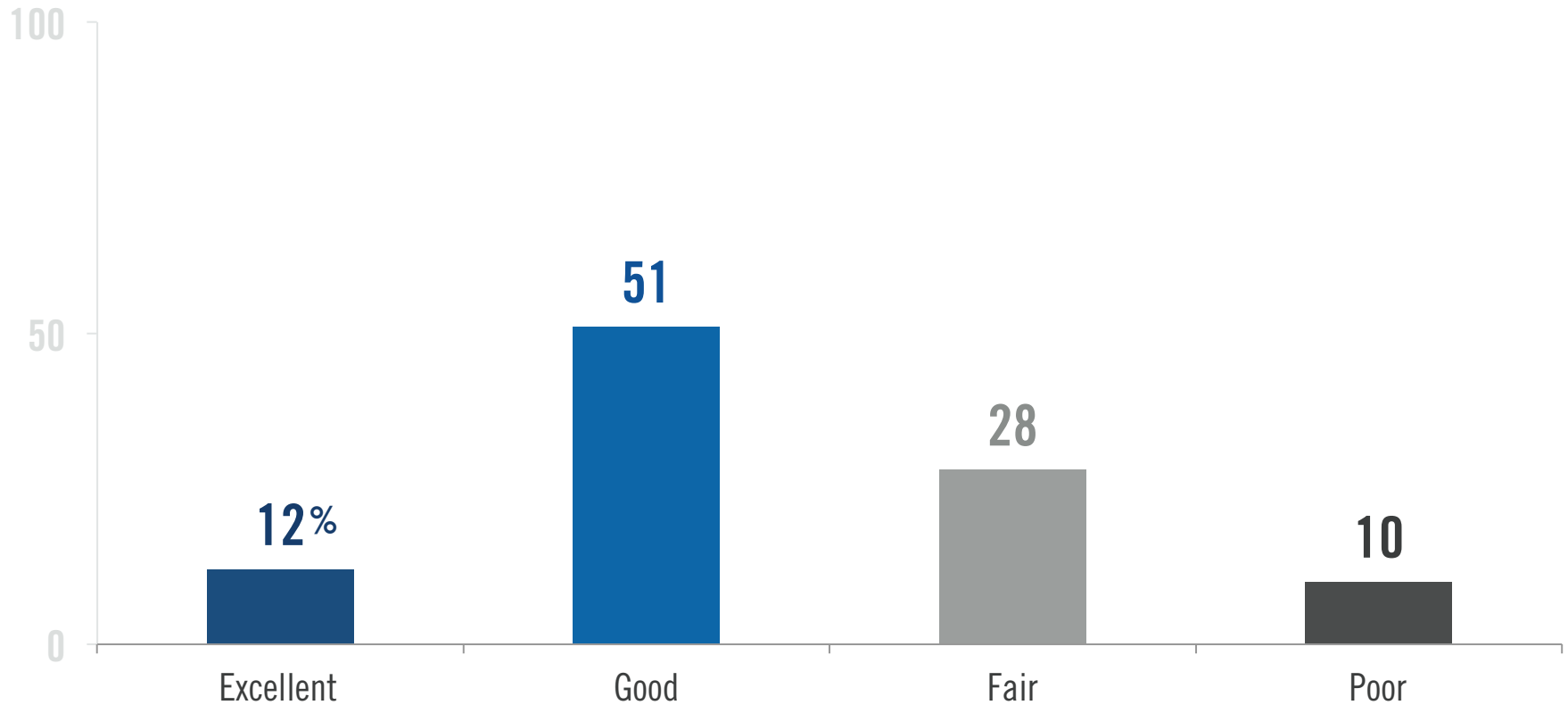


VALUE FOR TAX DOLLAR

63% of respondents are satisfied with the service they receive for their tax dollar in Cottonwood Heights.

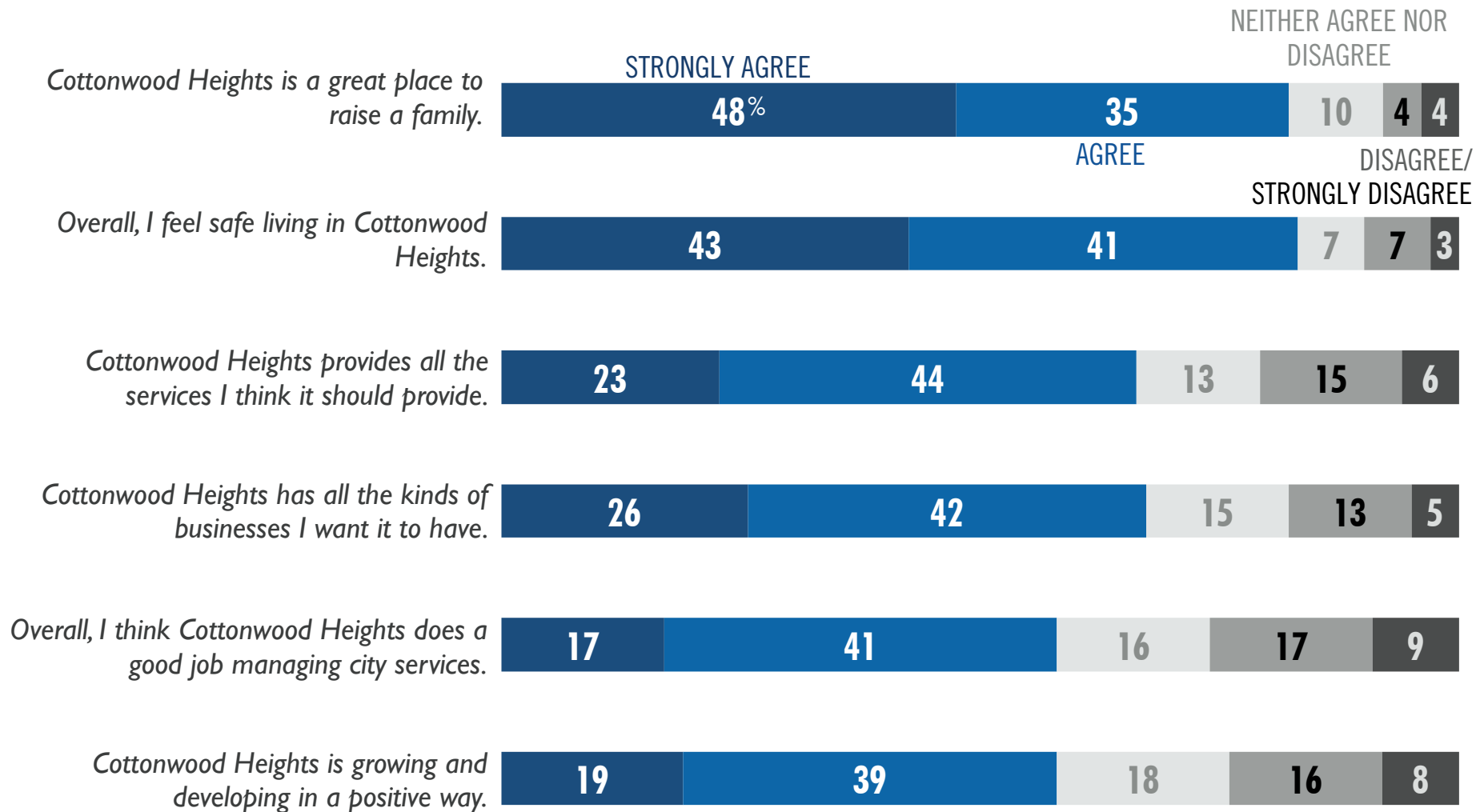


In general, how do you rate the service you receive from Cottonwood Heights for your tax dollar?



QUALITY OF LIFE INDICATORS

We asked residents whether they agreed or disagreed with each of the following statements about Cottonwood Heights.



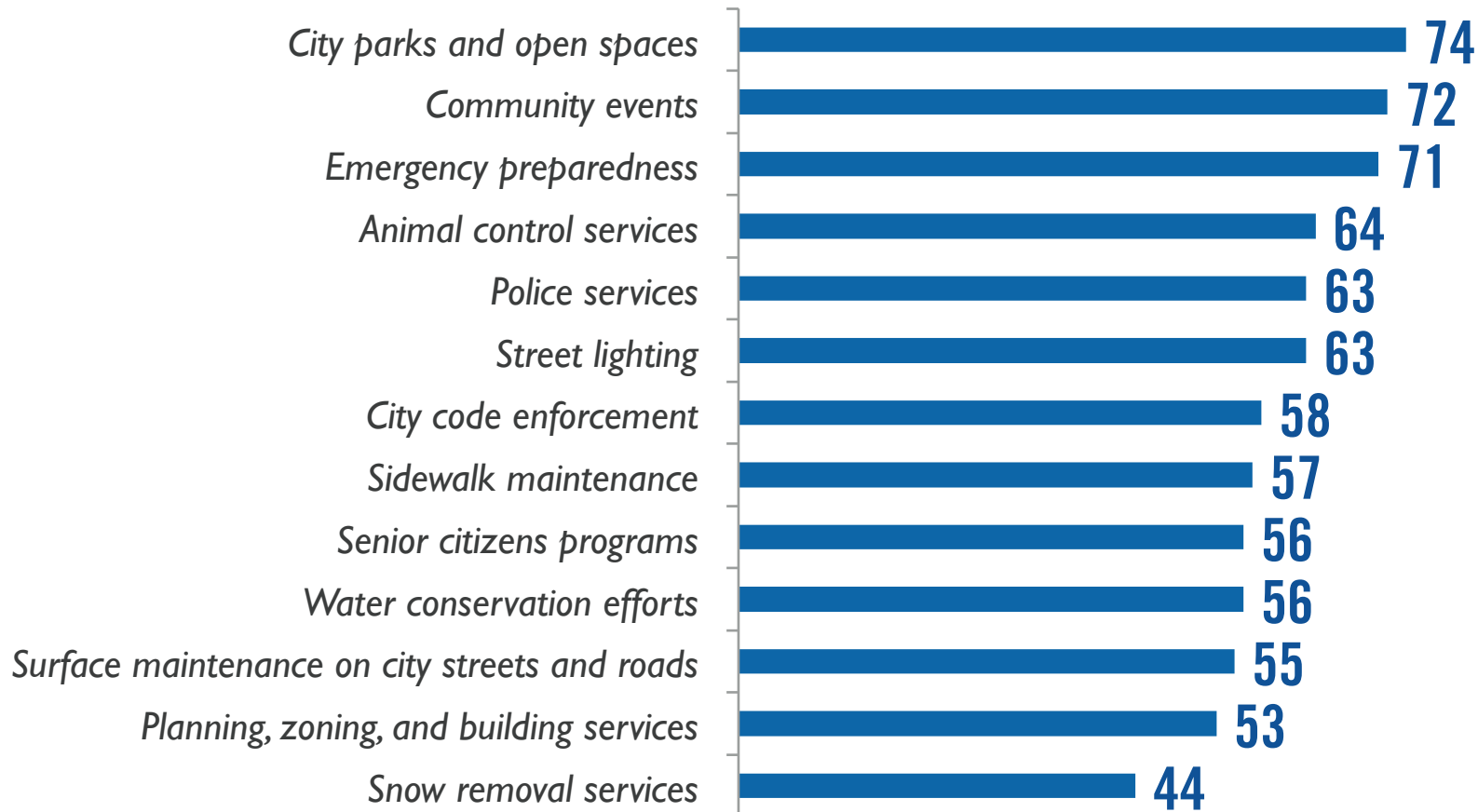
COTTONWOOD HEIGHTS CITY SERVICES

COTTONWOOD HEIGHTS CITY SERVICES

We asked residents to evaluate government services in Cottonwood Heights.



Cottonwood Heights 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. This group of services is provided directly by the city. Please rate each of the following city services using a 0 to 100 scale, with 0 meaning you are completely dissatisfied and 100 meaning completely satisfied. If you are unfamiliar with a service, select Not applicable.

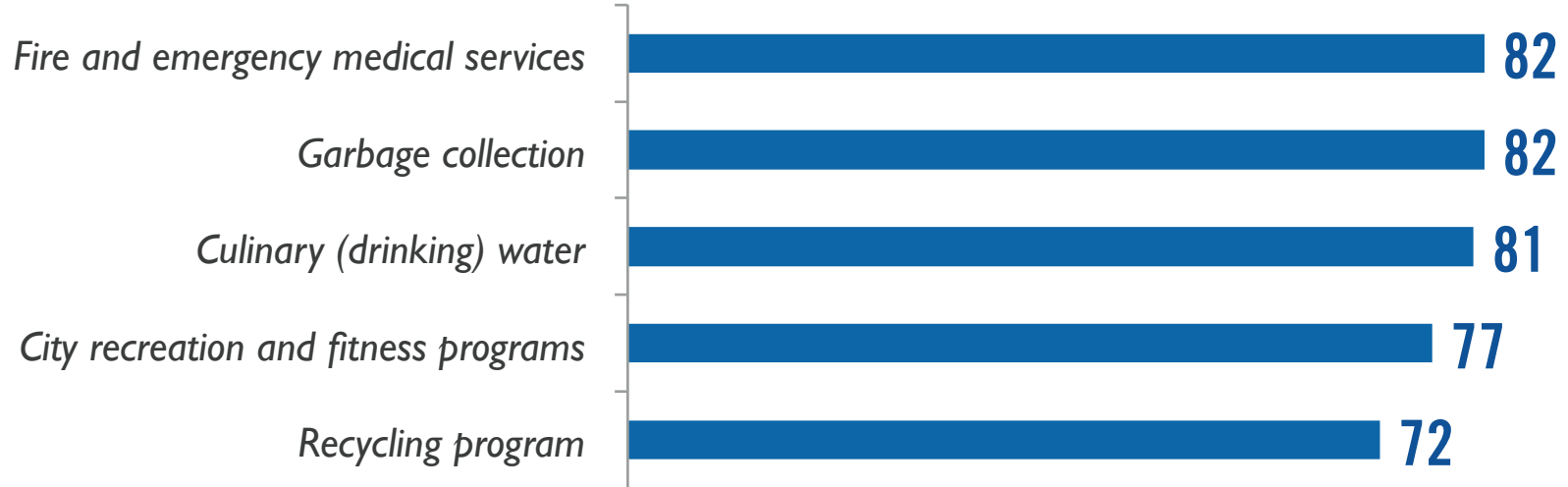


COTTONWOOD HEIGHTS CITY SERVICES

We asked residents to evaluate third-party services in Cottonwood Heights.



This second group of services is provided by some other district or agency that the city works with. Please rate each of the following city services using a 0 to 100 scale, with 0 meaning you are completely dissatisfied and 100 meaning completely satisfied. If you are unfamiliar with a service, select Not applicable.



CITY SERVICES – SELECTED VERBATIMS

Below are a selected handful of verbatim responses from residents talking about their experience with city services in the past year.

“Cottonwood Heights is the traffic ticket capital of the Wasatch front. Unified police would be better and more economical. Public works is the same. We should join the county for these services.”

“I pay taxes to Cottonwood Heights, but I’m considered out of area to receive a discount at the rec center. That doesn’t make sense.”

“I am grateful that changes have been made to snow removal services for the coming year.”

“I love the police department, they are on the ball!”

“Car and home burglaries are out of control.”

“The detectives that helped recover my stolen property this past week were top notch. Many thanks to them. Code enforcement could be more proactive.”

“Emergency services tend to be much slower than seems acceptable. [I] have been placed on hold when calling for 911 assistance.”

“The low score on snow removal is from the last few years.”

“I don't want sidewalks on residential streets, at least don't retrofit old neighborhoods with new sidewalks. Save my tax dollars and put them to use somewhere else and I'll walk in the street and be just fine.”

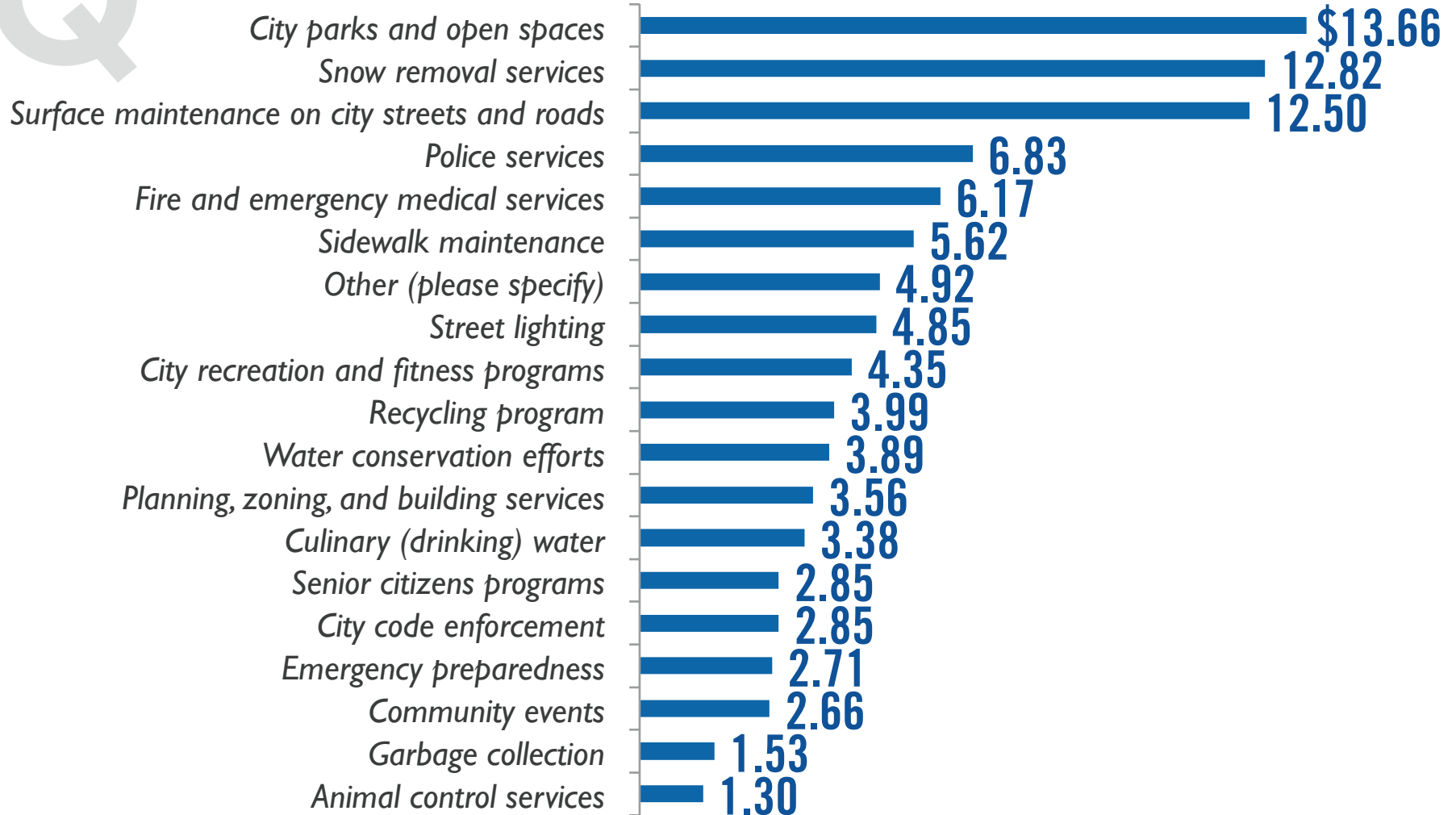
“The cost for water service is very high, just to maintain the landscaping around my property.”

COTTONWOOD HEIGHTS CITY SERVICES

We asked residents to prioritize government services in Cottonwood Heights by having them allocate funding to a variety of services.



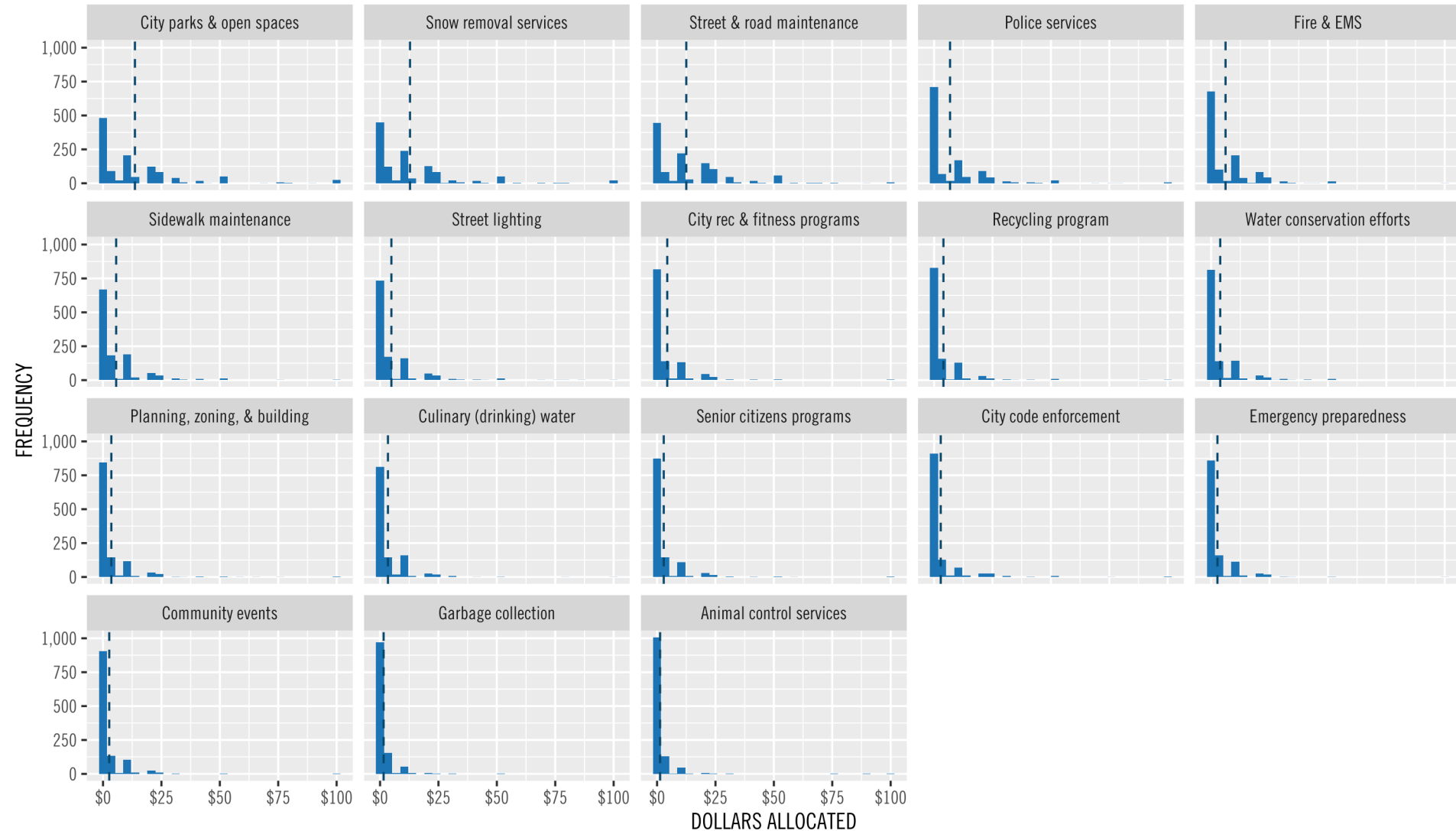
If Cottonwood Heights raised taxes and had \$100 more from each citizen to spend to improve city services, how would you want to see the city divide your \$100 among the city services?



COTTONWOOD HEIGHTS CITY SERVICES

The chart below shows the distributions of funding amounts for each city service, ordered from highest average funding allocation to lowest. Most residents distributed funds fairly evenly, with more money going to parks, snow removal, roads, police, and fire.

CITY SERVICES



'OTHER' RESPONSES SPECIFIED

Dog parks, bikes and mass-transit, and tax refunds were among the top items listed in the 'Other' category.



If Cottonwood Heights raised taxes and had \$100 more from each citizen to spend to improve city services, how would you want to see the city divide your \$100 among the city services? Showing 'Other'.



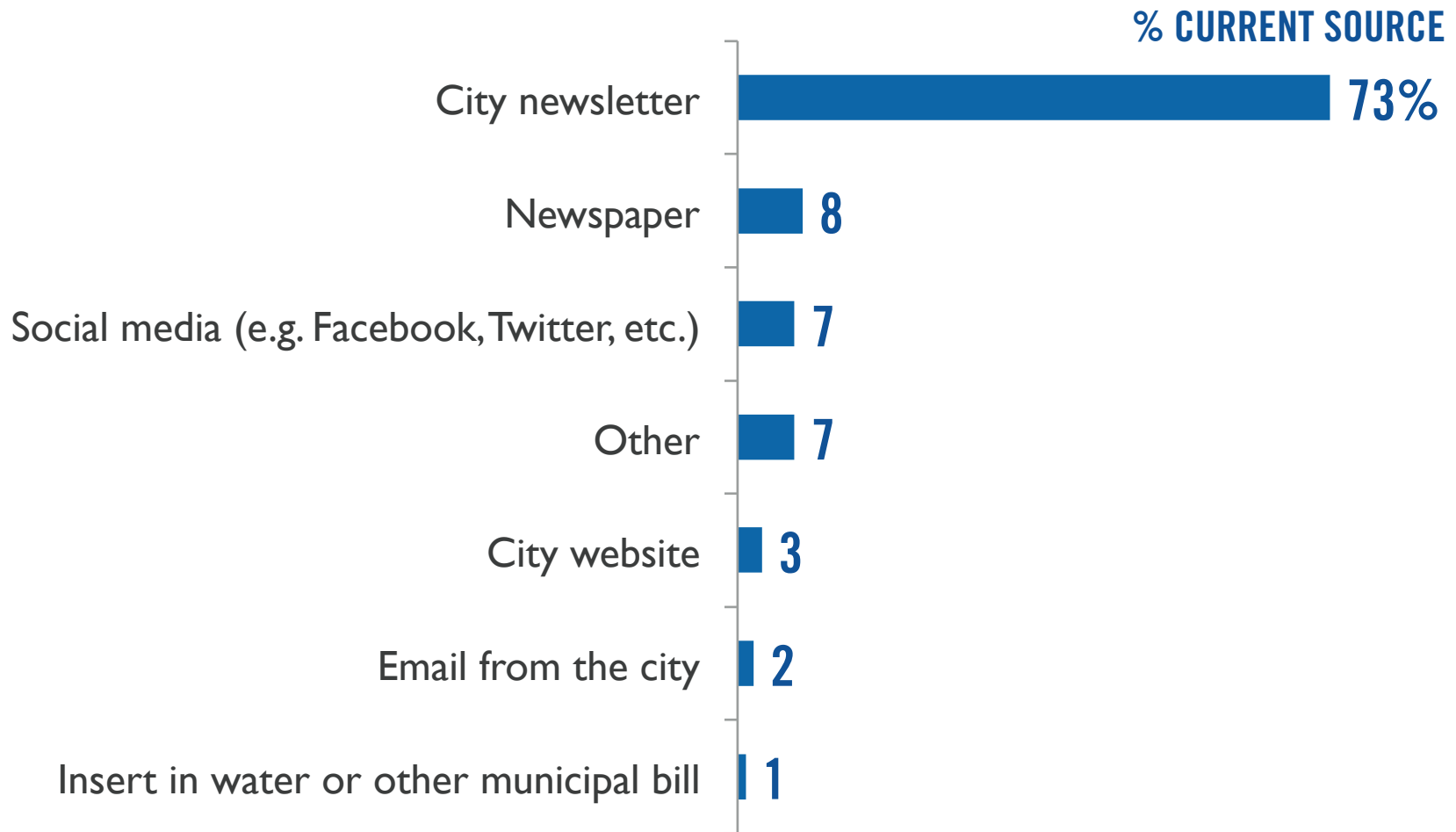
CITY COMMUNICATIONS

CURRENT CHANNEL FOR CITY INFORMATION

Most residents currently get their information from the city newsletter.



From which source do you *currently* receive most of your information about the City of Cottonwood Heights?

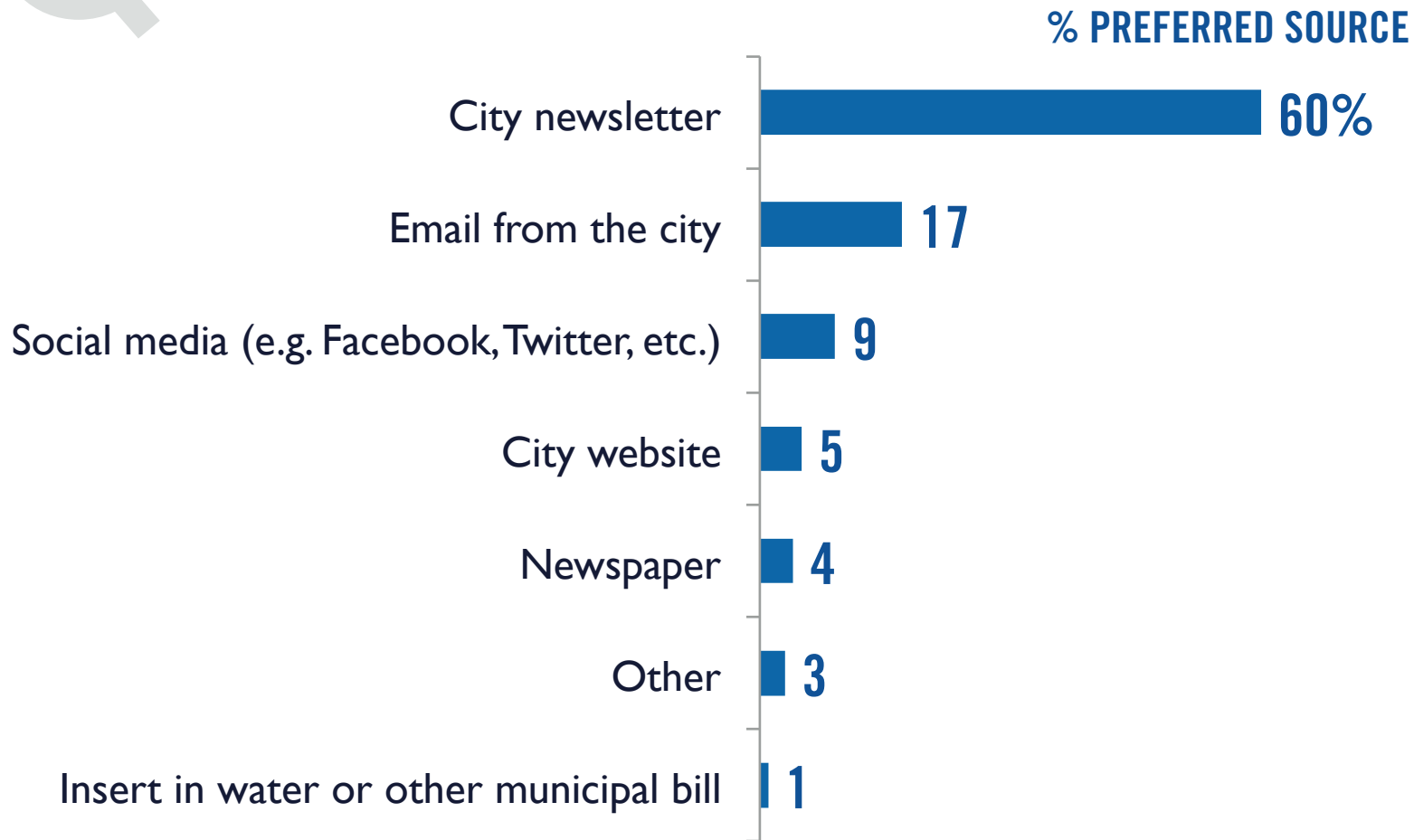


PREFERRED CHANNEL FOR CITY INFORMATION

Most residents would prefer to get information from the city newsletter, however, the biggest shift is in people saying they would prefer an email.



*From which source would you **prefer** to receive most of your information about the City of Cottonwood Heights?*



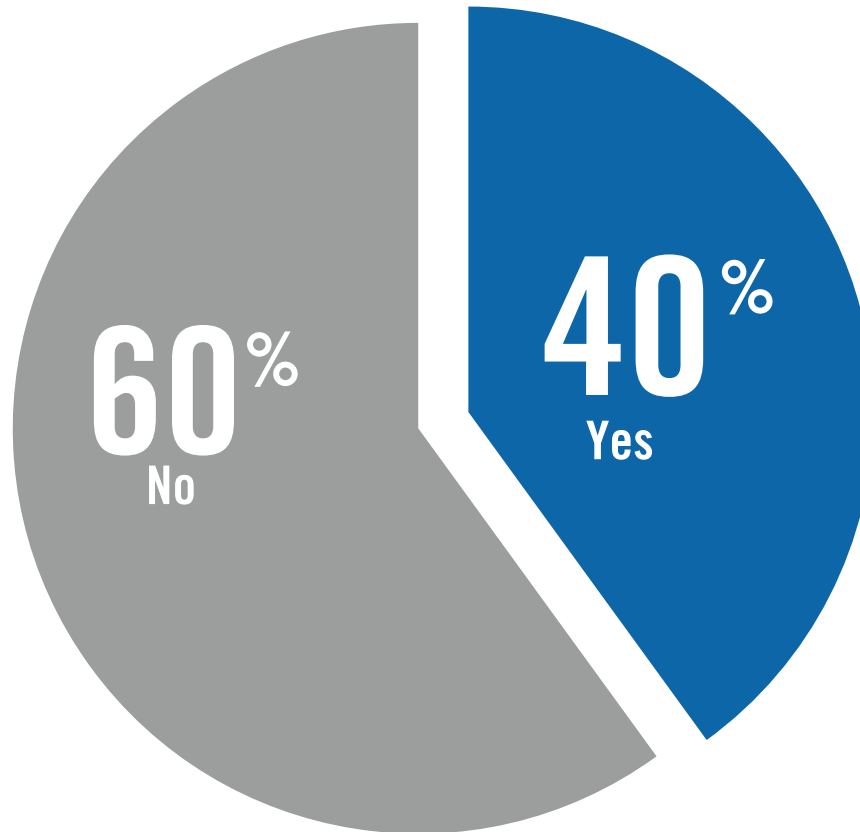
COTTONWOOD HEIGHTS STAFF

PERSONAL EXPERIENCE WITH CITY STAFF

Fewer than half of respondents have contacted a city office in the past year.



During the past year have you contacted any Cottonwood Heights office to seek service, information, or to file a complaint?

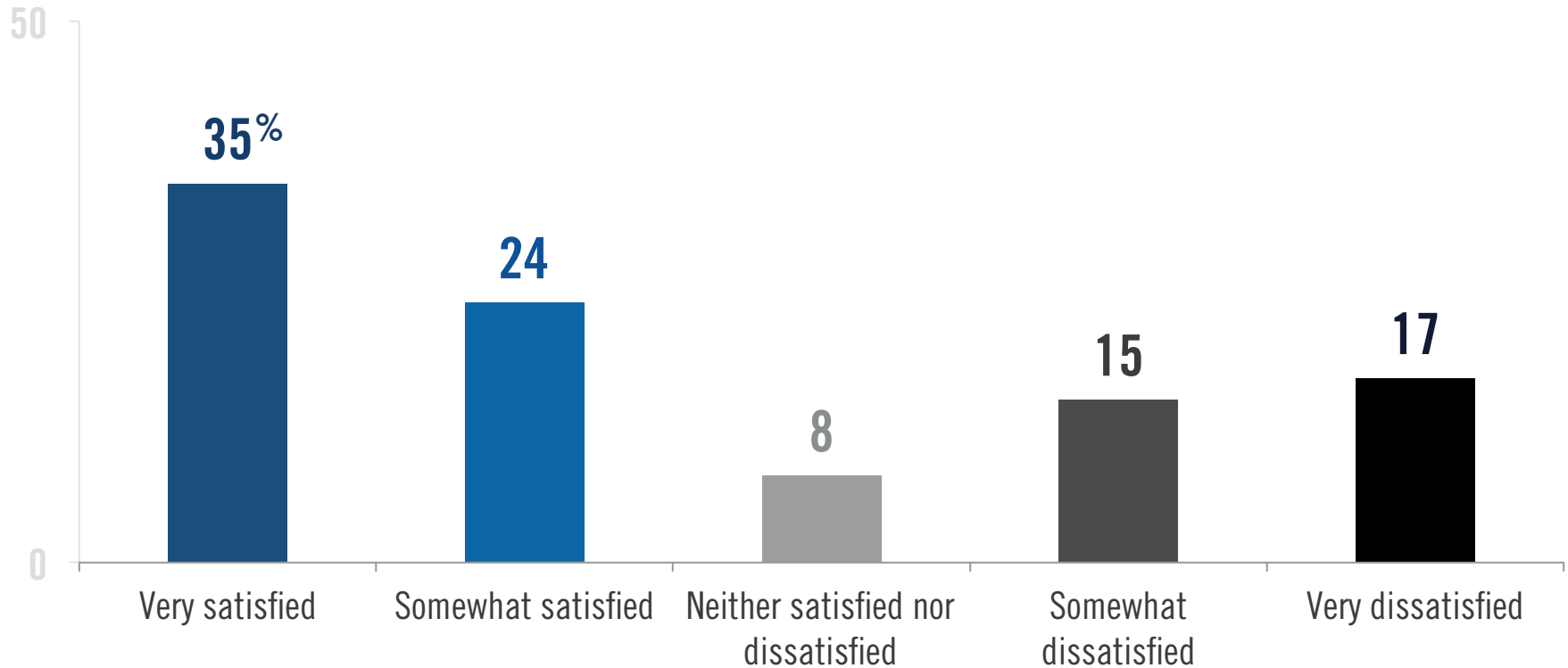


PERSONAL EXPERIENCE WITH CITY STAFF

Of the 40% of respondents who have contacted a city office within the past year, 59% were satisfied with the city's response.



Were you generally satisfied or dissatisfied with the city's response?



CITY OFFICES – SELECTED VERBATIMS

Below are a selected handful of verbatim responses from residents talking about their experience with a Cottonwood Heights office in the past year.

“The city employees I have dealt with have to be constantly remind[ed] to return phone calls and are slow to provide information..”

“Trying to rent the pavilion from the rec center was a very bad disorganized disheveled experience.”

“A vandalism incident at the Pioneer Cemetery... was handled with utmost interest, follow-through, and respect for the property and we who were involved in the Cemetery's care.”

“The city always is prompt in handling any issues.”

“I get the feeling that they like to pass the buck and transfer you to someone else instead of just getting it done.”

“A neighbor's alarm went off. I was watching the house so I called the police. They came and checked the house and surroundings. They also did some drive bys. The police did a great job at responding and keeping us safe.”

“[I was] treated poorly and called a liar when trying to file a complaint.”

“I was surprised the Mayor answered his phone.”

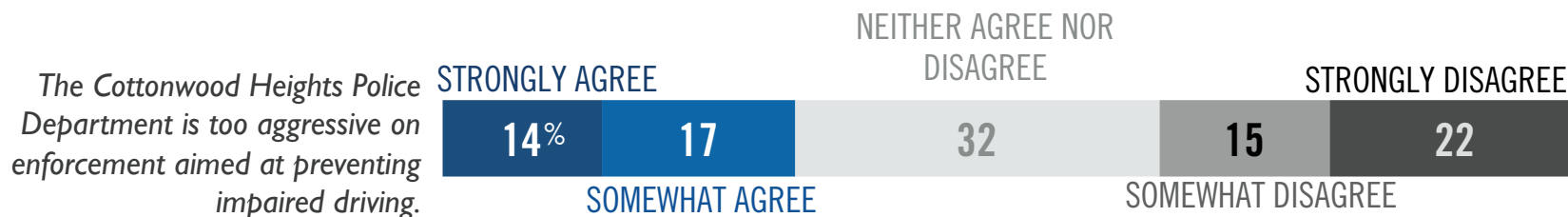
“I've contacted code enforcement at least once over the past year, but I'm starting to think that they've just sort of given up on the south edge of the city, it doesn't seem like they really care..”

“[I'm] highly satisfied with the Police Department's response to driver behavior concerns.”

PUBLIC SAFETY

PUBLIC SAFETY INDICATORS

We asked residents to what extent they agreed or disagreed with each of the following statements about Cottonwood Heights.



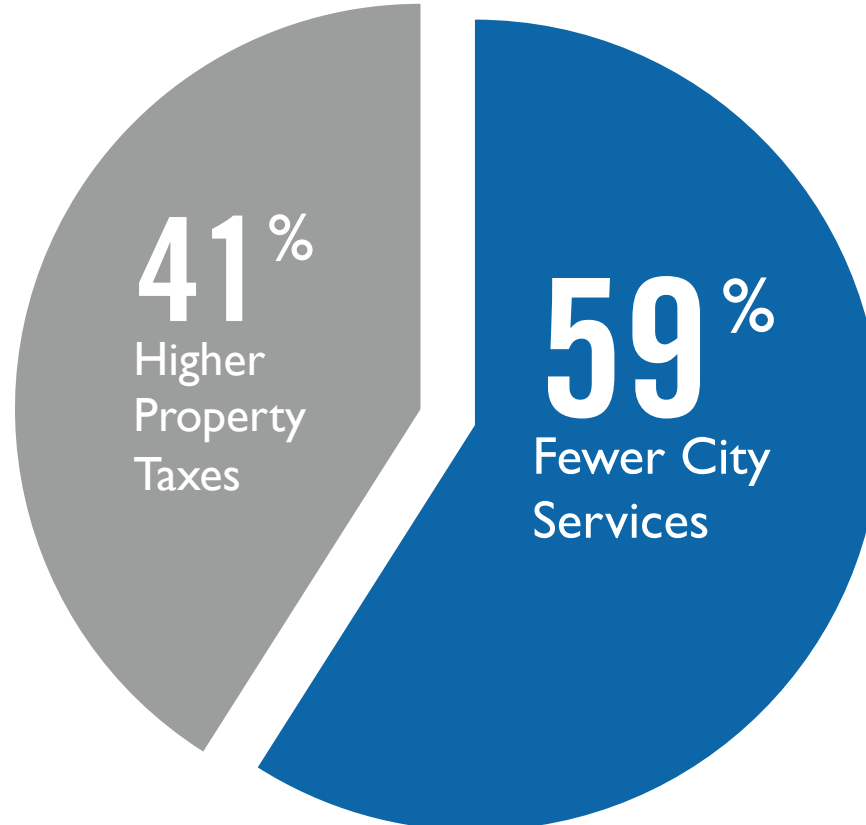
DEVELOPMENT & TRADE-OFFS

HIGHER PROPERTY TAXES VS. FEWER CITY SERVICES

Majority of residents would prefer that services be cut than that their taxes be raised.



To keep up with growth in the city, more revenue will be required to provide city services. Knowing this, would you rather pay higher property taxes each year, or have Cottonwood Heights cut back on city programs and services?

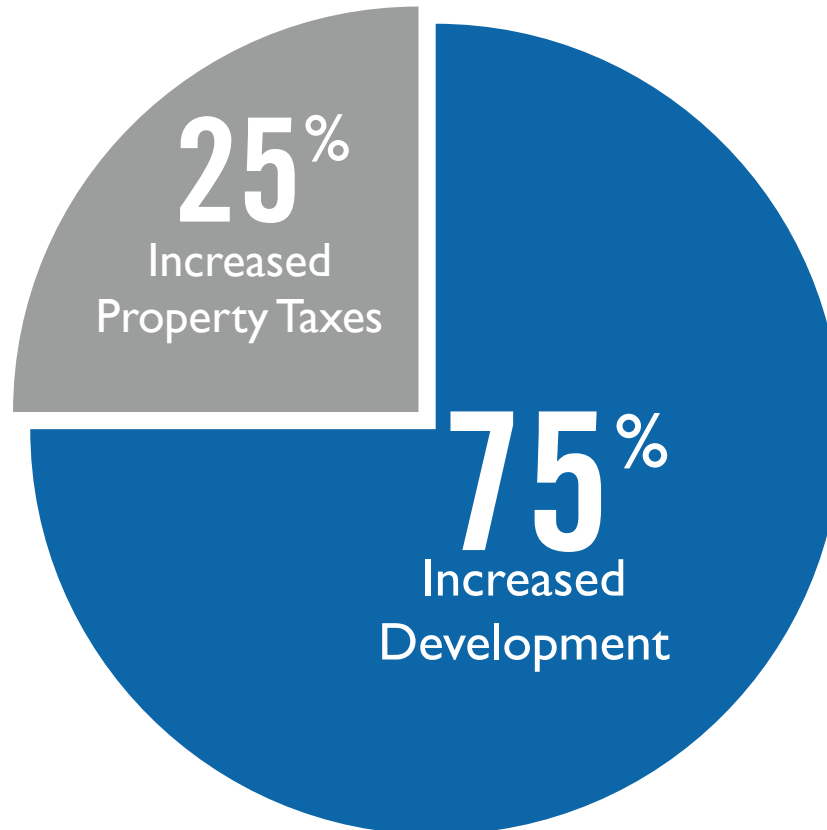


INCREASED DEVELOPMENT VS PROPERTY TAXES

A large majority would prefer increased development to increased property taxes.



In order for Cottonwood Heights to continue to provide the same level of city services, would you rather see the city increase commercial development to generate more city revenue, or increase property taxes to generate more revenue?

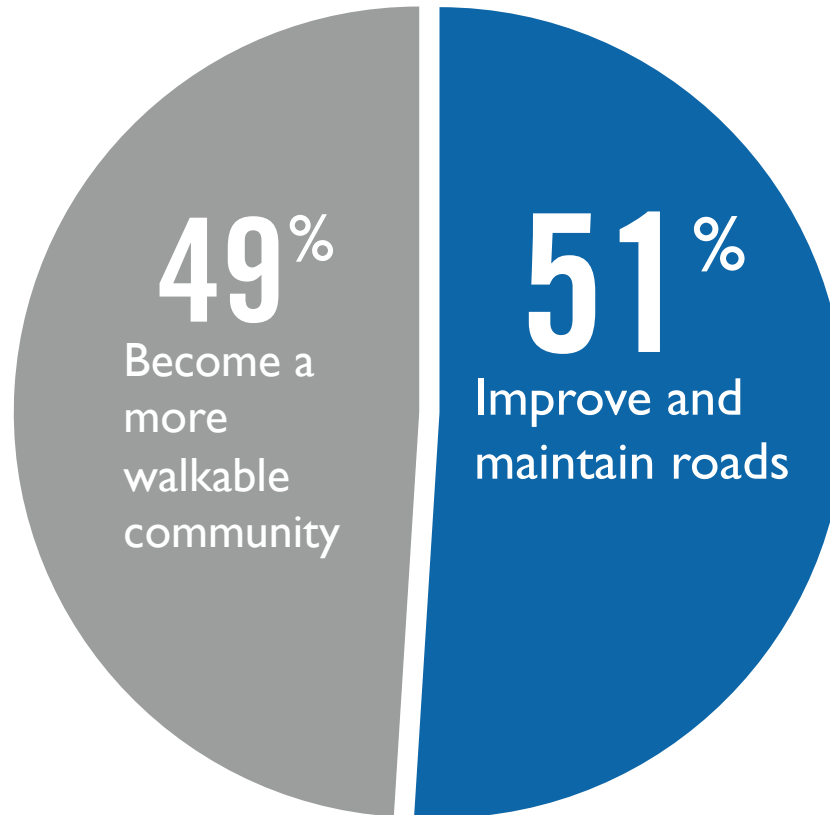


WALKABILITY VS. ROAD MAINTENANCE

City residents are split almost evenly with a slim majority favoring improving and maintaining roads.



Would you rather see Cottonwood Heights invest in becoming a more pedestrian-friendly community with more walkable streets and convenient amenities, or have the city devote resources to improving and maintaining city roads?

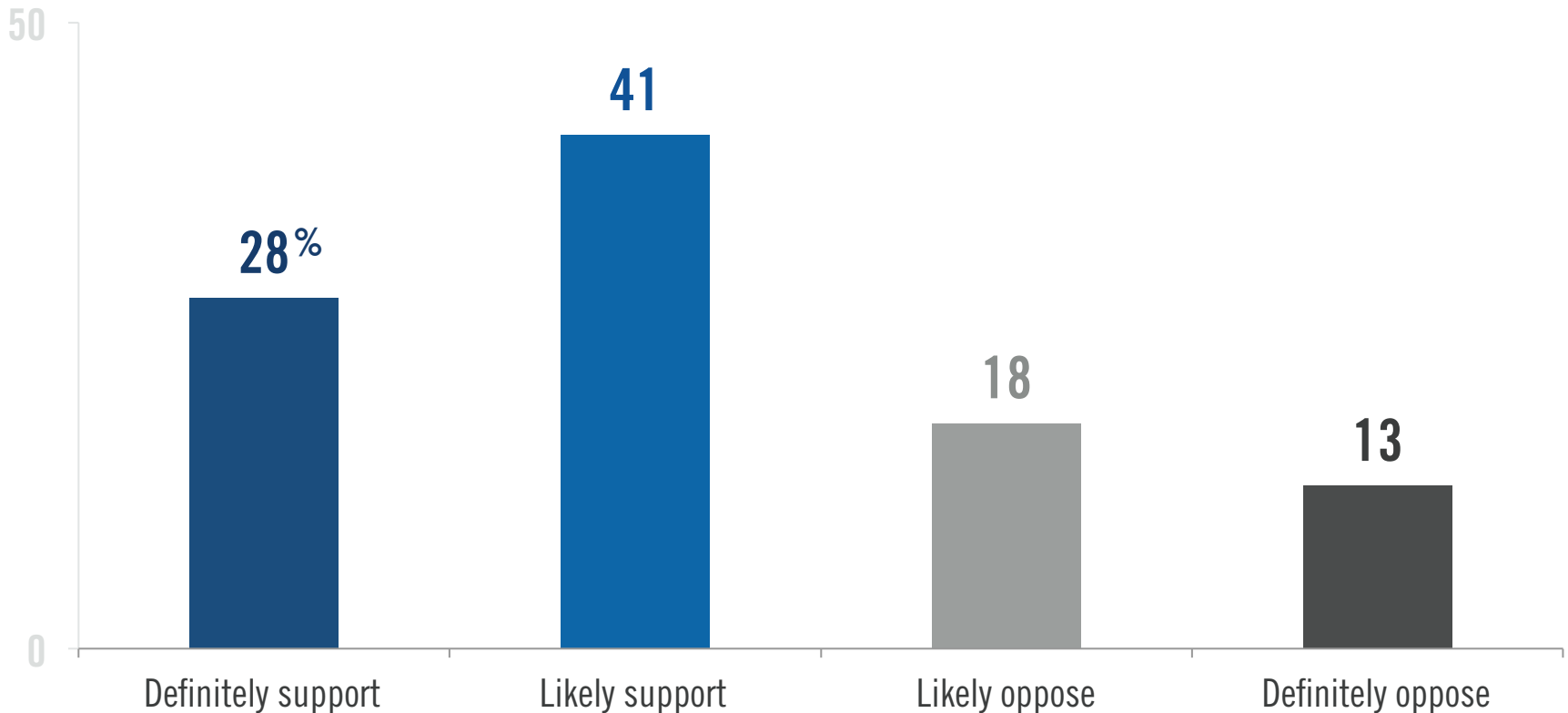


TAXES FOR PARKS AND OPEN SPACES

69% of respondents stated their willingness to support an increase in taxes if the funds were used to purchase land for parks and open spaces.



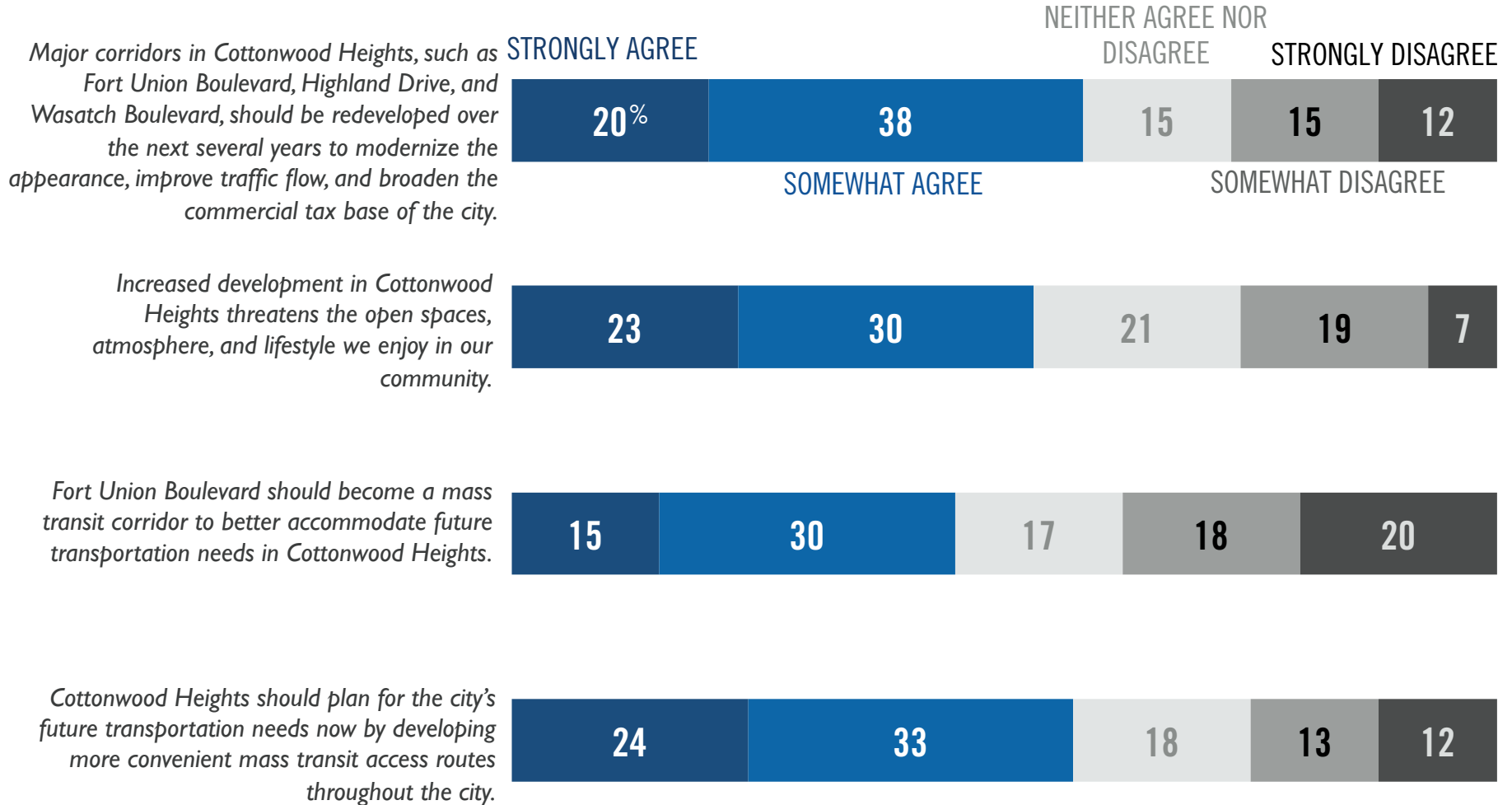
Would you support or oppose an increase in taxes if Cottonwood Heights used the funds to purchase land that would be developed into parks or preserved as open spaces?



DEVELOPMENT & MASS TRANSIT

MAJOR CORRIDOR DEVELOPMENT

We asked residents to what extent they agreed or disagreed with each of the following statements about Cottonwood Heights.





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- 2 **Snow removal** is the city service that garners the most targeted complaints.
- 3 Residents enjoy the convenience of living in Cottonwood Heights due to its **location and the lifestyle** it provides access to.
- 4 There is inherent tension between residents' desires for **preservation of open spaces** and the ways in which they would like the city to **manage growth** – one of the major concerns now and looking toward the future.
- 5 **Development is seen as a dual-edged sword** that threatens the look and feel of the city, but also provides more convenient transportation and amenities and broadens the tax base.
- 6 **Public safety** in Cottonwood Heights receives **good ratings overall** and trust in the **Police Department is high**.

THINGS TO REMEMBER



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Kelly Patterson, PhD, Partner
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