

SOUTH JORDAN CITY
CITY COUNCIL MEETING

September 2, 2014

Present: Mayor David Alvord, Councilman Steve Barnes, Councilman Chuck Newton, Councilman Chris Rogers, Councilman Mark Seethaler, Councilman Don Shelton, CM Gary Whatcott, General Counsel Rob Wall, Battalion Chief Reed Thompson, Administrative Services Director Dustin Lewis, Police Chief Lindsay Shepherd, Strategic Services Director Don Tingey, Development Services Director Brad Klavano, Chief of Staff Paul Cunningham, Economic Development Director Brian Preece, Finance Director Sunil Naidu, IT Director John Day, City Council Secretary MaryAnn Dean

Others: Attachment A

REGULAR MEETING – 6:00 PM

A. Welcome and Roll Call – *Mayor David Alvord*

Mayor Alvord welcomed everyone present. All members of the City Council were present, as listed.

B. Invocation – *By Councilman Steve Barnes*

Councilman Barnes offered the invocation.

C. Pledge of Allegiance

Malcolm Starr, scout, led the audience in the Pledge of Allegiance.

Mayor Alvord recognized some scouts present.

D. Minute Approval

1. August 19, 2014 Study Meeting
2. August 19, 2014 Regular Meeting

Councilman Seethaler noted a change to the minutes.

Councilman Seethaler made a motion to approve the August 19, 2014 Study Meeting, and the August 19, 2014 Regular Meeting minutes, as amended. Councilman Rogers seconded the motion. The vote was unanimous in favor.

E. Public Comment

Jacob Richmond, said Sunrise Park in Daybreak is a great idea, but it is not finished and no one knows about it.

Deanna Kaufman, said she appreciates the City Council voting on if the Utah Golf Association can help them. She said they still don't have their hands around what is going on with Mulligans financially, and what they can do to improve the facility. She feels there is a lot of misinformation about how Mulligans was purchased. She said the \$12.5 million purchase price is incorrect. She is concerned about the survey being biased. They need to look at this through more than surveys, and they need larger samplings of people. She is concerned that the City Council is waiting for an attractive proposal for the property. She feels it should be left as a park. She believes this issue could be put on the ballot via a referendum sponsored by the City Council. She said they want to treat each other as neighbors. She asked that the decorum be extended to social media.

Angelo Kallas, thanked the City Council for considering 2 Resolutions regarding Mulligans. He asked if citizens input would be given for the questions that are asked in the survey so there is no bias. He would like public input into how the questions are phrased.

Julie Holbrook, said she feels there are a lot of inaccuracies in the Resolutions and they feel it may lead to a bias in the Y2 sampling. She said they did not pay \$12.5 million for the property, the price was only \$10.8 million. They bonded for \$12.5 million. Those things can be influential. All parks are subsidized. She said even though she does not use the ball fields in the city, she still wants them. Why are they tying the Jordan River in with Mulligans? That doesn't make sense, especially in the focus groups. She noted that she does not like the Forest City proposal, and she understands some on the City Council agree with her.

Michael Florin, 10331 Spring Crest Lane, said he is in favor of Mulligans. There are a lot of recreational areas that don't pay for themselves, but still provide a benefit to the city. Money alone should not be the reason to do away with green space in the city. A lot of people are concerned about this. There is some misinformation out there. There is distrust among the people and it would be nice to get that resolved. Leaving Mulligans would be better for the community and better community relations; it is highly desirable for the residents in the area. Once it is gone, they can never get it back.

Sandra Bright submitted a statement after the City Council meeting (Attachment B).

F. Action Item: Resolution R2014-77, Setting Forth a Public Information and Community Outreach Plan. (By Mayor Alvord)

Mayor Alvord indicated that the Resolution was authored by Councilman Shelton.

Mayor Alvord indicated that the three Resolutions on the agenda tonight each deal with the process needed to get public input on Mulligans. There is currently no consensus on the City Council on this issue. Some want to turn the property into a park, others want the golf course improved, and others want to leave it alone until an attractive option presents itself. One idea is

to do a partial commercial developer, another idea is to sell the property to a private developer. He said public input will guide their decision. Mulligans is too big and important of an issue for the City Council to dictate. It is too big of an issue for one developer or special interest group to dictate. It is time to get public input if they are going to move forward with public support.

Councilman Shelton said the whereas statements in this Resolution and the next one are essentially the same. Goal #1 is the same. He said he proposed this because he felt that looking at the idea of fixing the golf issue was insufficient for what is best for the whole city. The City Council needs to be willing to do the heavy lifting because of how important this property is. They need to find out from residents across the city what is important to them.

Councilman Shelton said the process is viable for finding out what the residents want, to create a plan consistent with the desire of the residents. They need to determine their vision, have focus groups, a survey, and once they have the information from Y2, if there is clear direction, they can move future plans in that direction. He said they will also receive feedback from the residents through town hall meetings and open houses. He said they can do a second survey, if needed. The key is to understand the direction that they are headed and for the residents to understand the direction that they are headed so they can participate and share their feelings. He said he is okay with the target dates that have been proposed. They hope to be through the process in mid February.

The City Council reviewed the proposed target dates for this process.

Councilman Rogers made a motion to approve Resolution R2014-77, with the amendment to insert the following dates into Attachment A Work Plan and Timeline; Item 1 to be completed by 10-1-14. Item 2 to be completed by 10-31-14. Item 2.a.i. and 2.a.ii. to be completed by 10-31-14. Item 3 to be completed by 10-7-14, 3.a. to be completed by 10-7-14. Item 3.b. to be completed by 10-7-14. Item 3.c. to be completed by 10-31-14. Phase 2, item 1 to be completed by 12-31-14. Phase 2, item 2 to be completed by 1-15-2015. Phase 3, part 1, final public input completed by 1-31-15, and the final Council decision by 2-15-15. He reiterated that the proposed dates are target dates only.

Councilman Rogers further moved to amend section 1, deleting the reference to the Jordan River, and to delete the words "River Front Parkway development and" in the whereas clause.

Councilman Newton asked that the date for item 3.b. be extended to 10-31-14. Councilman Rogers concurred.

Councilman Barnes asked if Councilman Rogers would remove the purchase price that was outlined in the Resolution. Councilman Rogers said no.

Councilman Shelton seconded the motion.

Councilman Seethaler made a substitute motion to include all that was in Councilman Roger's motion, adding a section 4 that reads that the Mulligans operations will continue uninterrupted at a minimum through the 2015 season. He further moved that the goal statement be the same as stated in Resolution R2014-76. And that the goal language in Attachment A be the same as in Resolution R2014-76. Councilman Barnes seconded the motion.

Councilman Seethaler said tonight is about setting forth a process to gain public input. He noted that the city has owned and operated Mulligans with a flat line revenue for 10 years. He proposed some wording changes to the Resolution. He indicated that it is difficult for the residents to be well informed on this issue. He asked that references to the property be changed to Mulligans. He is concerned about the proposed communication through media, especially social media.

Councilman Barnes said he shares Councilman Seethaler's concerns. He is also concerned about communication through social media. The city has no Facebook or Twitter page. They should amend that to read "official city sources". He asked how this differs from the recreation center or ball diamonds, which the city also owns. He feels a lot of this work can be accomplished in house and there are better ways to exercise their fiduciary responsibility. They are not addressing what can be done in house first. There is no hurry to outsource this. The City Council should do the heavy lifting before they outsource the heavy lifting. When are they going to give residents access to the information regarding Mulligans? He feels they should do town hall meetings at the polling stage, not just at the end of the process. He asked why are they doing an RFP for the golf consultant and not Y2 analytics? He asked why would they engage Boyer to do drawings and get this far in the process without including public outreach? Why would they even do the public outreach if they don't have the consultant incorporate their ideas in the plans? He reiterated that they should do town hall meetings early in the process. He said he would like information on how the surveys will be conducted. He said he would not like to arrive at a final City Council decision by Resolution. He said he wants the issue on the ballot as a non-binding ballot initiative.

Mayor Alvord said if they make a motion and second it, they should be sincere in voting for it.

Councilman Barnes made a motion to appeal the decision of the chair to recognize Councilman Seethaler for additional comments. Councilman Seethaler seconded the motion. The motion failed 2-3, with Councilman Rogers, Councilman Shelton, and Councilman Newton opposed.

Councilman Rogers said he feels the amendments made by Councilman Seethaler are favorable. He feels this is a good step toward public input including focus groups, scientific study, and town hall meetings. He encouraged members of the public to communicate with the City Council in various ways, including email and social media. He said he wants to ensure that the survey is unbiased. He wants a clear picture of what the residents feel about the issue. There is not a certain outcome that is anticipated on this property. He feels the expense for this process is well worth it. He feels they should have done this public input process from the beginning.

Councilman Seethaler said in the Resolution, they need to include a separate option to revise Mulligans and to modify it for public access. How do they ensure that they have a non biased approach from the consultants? He said it says Y2 will defer to their client for the content of the study, which is the city.

Councilman Newton said he looks at the survey as an investment. He said they know that the surveys will be accurate. To say that it will be inaccurate, misleading, etc. is not so. The City will have nothing to do with who is surveyed. He said he supports the changes made by Councilman Seethaler.

Councilman Shelton said he appreciates the amendments to the Resolution. He said he wants the survey to be unbiased. He feels the town hall meetings are appropriately located in the process. He feels it would be foolish for the Golf Alliance to propose a way for Mulligans to be more profitable without seeing the information from the survey. It would also be foolish for Boyer to draw a rendering without seeing information from the survey. He said they may need to lengthen their proposed timeline.

Councilman Barnes asked if they can include in the motion to include resident input in Boyer's proposals? Councilman Seethaler said there is no way to word it right now that will address their concerns. He said instead of making an amendment, he can't vote for the Resolution.

General Counsel Wall reviewed the changes proposed in the Resolution.

Councilman Seethaler said he would also like to insert an option to modify Mulligans so that it maintains its public appeal but have a park access element. Councilman Rogers suggested in section C they change the word *repurpose* to *modify*.

Councilman Seethaler said he would like to defer this vote until they consider Resolution R2014-76 so they understand Mr. Whitaker's position and what and when he would be able to deliver, unless the dates are flexible.

Councilman Newton said the dates listed in the Resolution are target dates only. They can be moved. For a project of this multitude, there are many moving parts. If more time is needed, more time will be given. General Counsel Wall said it is noted in the Resolution that the dates are flexible.

Councilman Barnes said he would like to add a provision to do an RFP, instead of just giving this to Y2 analytics. Councilman Seethaler said they can address that as part of Y2's proposal later.

Councilman Seethaler made a motion to include the amendments as outlined in the discussion.

Councilman Seethaler said while he has differences in principal to some of the points, the particulars are not disagreeable to him and he feels this moves them forward in a healthy way.

Councilman Shelton seconded the motion. Roll call vote. The vote was 4-1 in favor, with Councilman Barnes opposed.

The City Council took a 10 minute recess.

Mayor Alvord recognized more scouts present at the meeting.

- I. Presentation;** Jordan River Commission Executive Director. (By Laura Hanson)
- **Action Item:** Resolution R2014-63, Jordan River Commission supporting South Jordan City. (By *Strategic Services Director, Don Tingey*)

Mayor Alvord said Ms. Hanson agreed to table this issue and come back after the Mulligans issue is resolved.

Councilman Rogers made a motion to table Resolution R2014-63. Councilman Newton seconded the motion.

Councilman Barnes made a substitute motion to hear the issue and get any pertinent information from Mr. Tingey and CM Whatcott. The motion died for lack of a second.

The vote was 4-1 in favor, with Councilman Barnes opposed.

- G. Action Item: Resolution R2014-76,** Stating Forth a Proposal to Present a Plan to Facilitate the Sustainability of Mulligans. (By *Councilman Mark Seethaler*)

Councilman Seethaler reviewed Resolution R2014-76. He introduced Scott Whitaker with Golf Alliance of Utah.

Scott Whitaker, executive Director for the Utah section of PGA of America, and a member of Utah Golf Alliance. He said he supports the golf industry in Utah. He was contacted by Councilman Seethaler and other residents. He said they developed and secured an economic and environmental impact study for Utah golf. He said Utah has the most municipally operated golf courses. He said many issues affect golf. #1 is weather. He said in the Country, golf is running in a deficit because of the current economy. Far more golf courses are closing than opening in the country. Utah's profit is flat. He said Utah is overbuilt with golf courses. He said Mulligans is a great location and has a great introductory course. It has many advantages that other older golf courses don't have. Utah is the youngest state in the union, and they have a whole generation of junior golfers. He said golf is unfairly expected to be a profit center as well as a recreational activity. No other recreational activity is held to that standard.

Councilman Seethaler said the Resolution calls for city leadership to work with Mr. Whitaker directly.

Mr. Whitaker said they are initially proposing that they collate statistics in the current Utah golf market and combine that with the information from the economic and environmental impact study and make an evaluation as to the future prospects of Mulligans. That would be offered at no charge. If they choose to proceed further, they would suggest bringing in additional experts to work with city leadership to form a business plan that would be successful for the near future for Mulligans operations. If they proceed with the second step, they will need additional time. They are also suggesting a fee of \$50 an hour for 100 hours. That is less than 1/3 of the going rate.

Councilman Seethaler said if the city had contracted with Mr. Whitaker 5 years ago, is there the expectation that the performance of Mulligans would have improved? Mr. Whitaker said yes. He said it needs to be run like a business rather than just another recreational amenity if they expect to turn a profit. He said they could not have completely offset the economic factors or the 3 years of bad weather. He reviewed the qualifications of people on his team. He noted that this is a newly formed group.

Councilman Rogers asked if it would be prudent to use anyone from the America Society of golf architects for a potential reconstruction? Mr. Whitaker said yes. Mr. Whitaker said if the conclusion is that Mulligans is not feasible, he will give his honest opinion.

Mr. Whitaker reviewed where the Utah Golf Alliance receives its funding.

Mr. Whitaker said cities build golf courses to enhance the city. It is not just done for the recreational amenity. Until the population grows, there is not the need for more municipal golf courses.

Councilman Newton said if Utah is overbuilt, eventually they will see more courses closing than opening. He said he would want an objective report. Mr. Whitaker said that is what they fully anticipate. The first level will be based on current statistics. He said he is pro golf. The Boyer Company is pro development. He said they will give factual information from their group.

Councilman Shelton asked if they feel that municipalities should subsidize golf, or should it be run as a business? Mr. Whitaker said he believes that golf should be a pay as you go recreational activity and it should be an enterprise fund. It should be run more like a business. But, because of factors of weather and economy, it should be given time to make a comeback from the economy.

Councilman Barnes thanked Mr. Whitaker for the free consultative services that have been offered.

Councilman Seethaler reviewed the terms of the Resolution.

Councilman Barnes asked if in the first whereas, could they strike the purchase amount listed as \$12,500,000? Finance Director Naidu said the numbers listed are correct. Councilman Seethaler said he does not want to make that modification.

Councilman Newton suggested that they hold on section 4 for right now and bring it back after they hear from Mr. Whitaker. Councilman Seethaler said section 4 calls for information, not action. He said he would like to leave section 4.

General Counsel Wall asked that they add a section 5 to the Resolution indicating that this is effective upon passage. Councilman Seethaler concurred.

Councilman Barnes made a motion to approve Resolution R2014-76, adding section 5 as noted. Councilman Rogers seconded the motion. Roll call vote. The vote was unanimous in favor.

H. Presentation: Y2 Analytics Agreement Approval for Public Outreach Program for the future use of Mulligans. *(By Brian Preece)*

- **Action Item:** Resolution R2014-75, Y2 Analytics agreement approval for Public Outreach Program for the future use of Mulligans. *(By Brian Preece)*

Scott Riding and Kelly Patterson, Y2 Analytics, were introduced. They reviewed a prepared presentation (Attachment C) outlining their proposed public outreach program including the proposed timeline. They also reviewed their best practices to complete this program.

Mr. Patterson said they estimate public opinion. He has no dog in this fight. This is about doing good scientific research. To minimize errors in this case, focus groups are needed. He said Y2 is trained to do good question construction. They are not perfect, but they are good at it. They will try to maximize the response rate and minimize the costs to the city. He said they also need to optimize dimensionality. It is a complex issue and they need to be careful in the way that they present this to the voters.

Mr. Riding said they have a history of doing municipal work, even on divisive issues. He reviewed past municipalities that they have worked for, including Orem City on the Utopia issue. He reviewed how the surveys are done. It minimizes the cost to the city, but maximizes the accuracy.

Mayor Alvord asked how they account for the bias for those that are willing to take the survey? Mr. Patterson said they evaluate those that don't want to take the survey versus those that do and see if they are demographically different.

Mr. Riding said this survey will be sent from the city. It is not an open invitation. There is no political campaign that will drive a certain group. It is an issue of public interest.

Mr. Riding said their understanding is that the City is hiring them to do 2 focus groups and a survey.

Mayor Alvord asked if Y2 has felt any pressure from the City Council to produce a certain outcome? Mr. Riding said no. They understand that the City Council is interested in objective research.

Councilman Barnes asked what service is used to track the email survey? Mr. Riding said they use Qualtrix. They have not found a problem with their surveys being sent to people's spam.

Councilman Barnes asked about the potential of having bad email addresses? He also noted the older population that may not have an email. He said there may be an age bias for those without email. Mr. Riding said this was investigated heavily in their work for Orem. They found that email ownership and use is high. He said they can sample those without the internet and see if their opinions were different. They can assign a section of the city to do phone calls. With just a few interviews, they can see if there is a potential bias. He said they work with consumer data warehouses. Their experience is that they get 60-70 percent valid email addresses.

Mr. Patterson said there is also the option of setting up a 1-800 number for those who want to take the survey over the phone rather than online.

They reviewed how the numbers for the focus groups would be chosen. Their goal is to make each group geographically and demographically equal. They are looking for a spread in age.

Councilman Barnes said he and the Mayor have both advocated for a ballot measure. There are cities that are addressing Utopia in a way that appears like a ballot. He said it is not as scientific, but it is more democratic. He would like that to be considered. Mayor Alvord asked how expensive would that be? Councilman Barnes said they could even do an insert in the water bill.

Councilman Newton said the point of the survey is just to gather information from a sample that would represent the whole of South Jordan.

Mr. Patterson said the pay off for large end survey is when they do the analysis on the backend.

It was noted that it is the intent of Y2 to get an equal number of representatives in each district.

Councilman Barnes asked how will they make the results of the focus groups public? Mr. Riding said they want to maintain people's anonymity when the transcript is released. That is released within a matter of days.

Councilman Seethaler said he believes only a small number of residents are well informed on the issue. How do they address the questions/issues in a way that will be the basis for the decision of the city? Mr. Patterson said the questions will come from Y2 in consultation with the city. They have expertise. They will ask the questions in a variety of ways. There are a lot of opportunities with a 20 minute online survey.

Councilman Seethaler asked why wouldn't they solicit questions from interested residents? Mr. Riding said in most cases, they have to ask people what they think. He said in finalizing the questions, they are open to whatever decision making process the city is interested in. He said the residents could submit their questions to the City Council members.

Mayor Alvord said they are hiring Y2 to find out how the residents feel about the issue. He said each City Council member should come up with 3-5 questions that they would like addressed. He would like to know if the residents want to keep the golf course, have both a golf course and some development, or make the land a private golf course.

Councilman Newton said they can provide the topics and information that they are looking for. Y2 will craft the questions.

Mayor Alvord said they should not ask the questions in a leading manner.

Councilman Newton said that is part of the purpose of the focus group is to allow them to get more information so they know which questions should be asked.

Councilman Rogers said what they are asking Y2 is consistent with what was previously decided by the City Council.

Councilman Newton made a motion to approve Resolution R2014-75. Councilman Rogers seconded the motion.

Councilman Newton made a motion to allow 5 minute (rather than a 2 minute) debate for each Council member. The motion died for lack of a second.

Councilman Barnes asked if they would consider doing an RFP on this item?

Councilman Newton said there is no point in doing an RFP. It was not done for Golf Alliance. He said Y2 is well respected. If they did an RFP, he feels Y2 would be selected because they have delivered proven results.

Councilman Barnes said it is their purchasing policy to put things out for an RFP. He does not want to step outside their normal purchasing policy.

Councilman Barnes made a substitute motion to put this out to an RFP before they select Y2 analytics. The motion died for lack of a second.

Councilman Seethaler said he has concerns about who Y2's client is and their objectivity. He said if he votes in favor of this, he would want the assurance that they will take into consideration the residents' questions as they come forward to the City Council and that they conduct this in a fair and equal way for the residents.

Mayor Alvord asked why would they do an RFP for this and not Golf Alliance? Councilman Barnes said he was open to an RFP for Golf Alliance. He said Golf Alliance was highly recommended by the community and they pull together representation from different entities. He said they were also offering free services.

Roll call vote. The vote was 4-1 in favor, with Councilman Barnes opposed.

The City Council took a 10 minute recess.

- I. Presentation:** Jordan River Commission Executive Director. (By Laura Hanson)
- **Action Item:** Resolution R2014-63, Jordan River Commission supporting South Jordan City. *(By Strategic Services Director, Don Tingey)*

This item was pulled from the agenda. See the motion before item G.

- J. Action Item: Resolution R2014-66,** City Wide Policies 200-09 to 200-11.
(By COS, Paul Cunningham)

COS Cunningham reviewed the background information on this item. Most of the changes are required by the IRS.

Councilman Shelton asked about meals being taxable. COS Cunningham said the cost that the city spends on a meal for employees is taxable. It has to be shown as compensation to the employee.

Councilman Shelton made a motion to approve Resolution R2014-66. Councilman Seethaler seconded the motion. Roll call vote. The vote was unanimous in favor.

- K. Action Item: Sign Appeal AP-2014.05 – Tim Dahle Nissan,** 11155 South Jordan Gateway, appealing signage standards regarding sign size and number of signs allowed.
(By City Planner, Greg Schindler)

Planner Schindler reviewed the background information on this item. Staff is recommending approval.

Councilman Barnes asked if some of these standards need to be addressed in the sign Ordinance? Planner Schindler said yes. That will be coming to the City Council after they discuss the VMU designation.

Councilman Seethaler made a motion to approve Sign Appeal AP-2014.05. Councilman Rogers seconded the motion. Roll call vote. The vote was unanimous in favor.

- L. Action Item: Fence Appeal AP-2014.06 – CVS Pharmacy,** 11506 South 4000 West, appeal of Municipal Code standard requiring decorative masonry wall between properties with conflicting farm animal rights and between properties with incompatible zones.
(By City Planner, Greg Schindler)

Planner Schindler reviewed the background information on this item.

Councilman Newton said he thought they passed a Resolution that a wall can be constructed when needed, with a development agreement, but it would not have to be imposed. CM Whatcott said there is no such Resolution.

Councilman Barnes agreed that the wall would take away the openness of the area.

The City Council reviewed the orientation of the building on the property, including the pharmacy drive up window. The trash bin area is required to have a wall. There are residential homes to the west of this property. The north side is also a walkway. It was noted that there will be a fence put up adjacent to the residential property to the west.

Councilman Newton made a motion to approve Fence Appeal AP-2014.06. Councilman Barnes seconded the motion. Roll call vote. The vote was unanimous in favor.

M. Public Hearing: Gedge Liberty Venture Rezone Ordinance 2014-15-Z, amending the Zoning Map from Agricultural (A-5) to Single-Family Residential (R-2.5) on property generally located at 873 West 10375 South. Ken Olson, Applicant.
(By City Planner, Greg Schindler)

Planner Schindler reviewed the background information on this item. He noted that every lot created would be 1/3 acre or larger.

Mayor Alvord opened the public hearing.

Julie Holbrook, 717 W. Mystic Creek Way, asked which way will the homes face? Typically, homes like to face the golf course. She understands that there is a possible agreement with the HOA for this use.

Ken Olson, applicant, said this will bring the lots back into a conforming use. It is a cleanup zoning.

Michael Florin, 10331 Spring Crest Lane, asked if 10375 South will go through to Jordan Creek Drive?

Mr. Olson said no.

Planner Schindler said the homes will face the golf course. The lots will be accessed from the rear. There is an agreement that access will be allowed to the rear of the property if they divide from Jordan Creek Dr. There are fees that they will have to pay per lot to pay for the previous construction of the road.

Councilman Seethaler asked about the orphaned triangle shaped parcel. Planner Schindler said it was part of a land trade when the road went in. Councilman Seethaler said after the rezone, what does it take to combine properties? Planner Schindler said the subdivision will be recorded. He noted that they are creating 5 lots out of 3.

Councilman Newton asked if there are any CC & R's that pertain to these properties? He said staff should review them and make sure they are not approving anything contrary to the CC & R's. Planner Schindler said the city does not enforce CC & R's. CM Whatcott said the properties to the north become part of the existing CC & R's. Planner Schindler noted that those CC and R's have been recorded. To the south, there are probably no CC & R's.

Councilman Newton made a motion to approve Rezone Ordinance 2014-15-Z. Councilman Seethaler seconded the motion. Roll call vote. The vote was unanimous in favor.

N. Reports and Comments: *(Mayor, City Council, City Manager, and other)*

Mayor Alvord discussed the proposal by the League to do a .0025 sales tax increase that would be a local option for cities to use on transportation and roads. He said it is appealing to him because it does not bind cities for which transportation projects that it has to be used on. It was noted that the city spent \$1.7 million on road costs, not including personnel, equipment, etc.

General Counsel Wall said he anticipates that the bill would define the use broadly to include trails, walking paths, etc. for both capital and operational expenses.

Mayor Alvord said the League has asked the City Council's to pass a Resolution in support of this. He said he feels this is the best option with the most flexibility. Any money that is offset by these funds could be taken from the general fund for Welby Park, a swimming pool, used as a tax cut, or a combination of the two.

Councilman Newton expressed support for the initiative.

General Counsel Wall said both options are on the table to either administer the tax through the County to the city, or having it go directly to the City.

Councilman Rogers said he is not in favor of the gas tax. He likes the idea of the local option.

Councilman Seethaler asked what if Sandy (for example) did not impose the tax, but South Jordan did. General Counsel Wall said whether or not there is an option to opt out is still being discussed. Councilman Seethaler said that could be an issue for businesses determining which city to locate in.

General Counsel Wall said that they should support the local option in whatever form. He feels they should leave the Resolution wording broad for now, and narrow it later.

It was noted that the City's Legislative representatives know how the City Council feels on this issue.

Councilman Newton reported that the Division of Air and Environmental Quality will be imposing stricter air quality standards. By 2018, they will have cars that will meet those new air

standards. They are also expecting a bill on the issue in the next session regarding funding for school districts and cities to use for CNG conversions or filters.

Councilman Newton said they never got a conservation easement for the Mystic Springs property, north from Mulligans to the parking lot at 9800 South. He asked that staff look into that and bring it forward for a future discussion/action.

Strategic Services Director Tingey said the property has a deed restriction on it from State parks. They can still do an easement. CM Whatcott said an easement can be changed by any City Council. He said rezoning it as open space might be easier. They have also been rezoning parks as open space throughout the city.

Councilman Shelton noted the recent South Jordan Chamber of Commerce golf tournament. He also noted the recent training with the fire department. That was a great experience.

Councilman Barnes said he would be meeting with the Youth Council on September 11, 2014 to talk about government and issues in the city.

Councilman Barnes noted the first human case of west nile virus in our district. The mosquito abatement district is fogging the area and has set up traps to catch and test the mosquitos.

Councilman Barnes said regarding the city's purchasing policy, it states that if something has a value of \$10,000 or greater, it should be secured through an RFP. Though he was open to an RFP for the Golf Alliance proposal, it was not necessary per the city's purchasing policy.

Councilman Seethaler noted the upcoming taxing entity meeting on Monday at 9 am. He will call staff with questions, if needed. He also noted that the fire training that they received and said it was excellent.

Councilman Rogers had no reports.

CM Whatcott said they will be hiring a communications coordinator this week.

ADJOURNMENT

The September 2, 2014 City Council meeting adjourned at 10:41 p.m.

This is a true and correct copy of the September 2, 2014 City Council minutes, which were approved on September 16, 2014.


South Jordan City Recorder

SOUTH JORDAN CITY
City Council Meeting
September 2, 2014
6:00 P.M.

ALL THOSE ATTENDING, PLEASE
PRINT NAME & ADDRESS

PRINT NAME	PRINT ADDRESS
Sandra Bright	1092 W 10210 S
GRANT HAWARD	10763 S. 1195W
Luanne Jensen	11186 So. 2700 W.
Mitchell Metzger	11057 28150 west
Jayden Kerr	Animaway
Rachel Jones	11498 S. 2700 W.
Rob Richmond	1412 W 11150 S.
Jacob Richmond	1412 W. 11150 S
Pat Moeller	4550 S. Main St #100
Angels Keller	747 W. Jordan Creek Drive
Scott Picking	60 S 600 E SLC
Connor Benjamin	11756 GOLD DUST DR.
Debra Kaut	10293 S Jordan Creek Dr
STEPHEN KAUFFMAN	10293 S. JORDAN CREEK DR.
Anna Florin	10331 Springcrest Ln.
Neslynn Newbold	10454 S. 1440 W
Michael Florin	10331 Springcrest Ln
Malcolm Starvo	2753 Lizzie Cove
Kohort Paston	1073 10250 So
Scott W. Pittarel	5800 West 3700 S.
Kathie Vermott	5027 W Burntside Ave
Wade William	2393 Tessia Lane
Lori Vance	10281 Springcrest

Anna West

From: Sandra Bright <sandra.nature@gmail.com>
Sent: Monday, September 01, 2014 5:52 PM
To: Anna West; Dave Alvord; Chuck Newton; Steve Barnes; msethaller@sjc.utah.gov; Don Shelton; Chris Rogers; Gary Whatcott; Mark Seethaler
Subject: Re: Mulligans and the Jordan River

On Mon, Sep 1, 2014 at 5:48 PM, Sandra Bright <sandra.nature@gmail.com> wrote:

Dear South Jordan City Mayor and City Council,

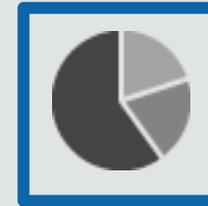
I am a resident of South Jordan City and wish to clearly state that I want Mulligans and the Jordan River Trail left as is; a family-centered area with green space.

Also, I ask that you not sign to join "Blueprint Jordan River". I live near the Jordan River and I enjoy the openness around the Jordan River Trail. Creating a Transit-Oriented Development (TOD) or anything like it around the river will diminish the openness in the area.

Furthermore, using a misleading survey to determine what the residents of South Jordan want, seems more like a form of trickery than an honest desire to know. And how can the polling firm be "unbiased" if South Jordan City hires them; it seems more like a conflict of interest. If you want to know what the South Jordan City residents want-- listen. I have attended several city council meetings where South Jordan residents said what they wanted regarding Mulligans. Keep Mulligans. Keep green space.

Sincerely,

Sandra Bright
1092 W 10210 S
South Jordan, Utah 84095



GATEWAY TO SOUTH JORDAN CITY

PUBLIC OPINION MEASUREMENT



5

- 1 **Y² Analytics** is a qualified team committed to scientific procedures & objective research.
- 2 We propose a dual-pronged approach - including both **qualitative depth** and **quantitative breadth**.
- 3 The focus group findings will give the city **a sense of the values your residents treasure** and how those connect to the Mulligans facility. They will also afford us **the range of opinions we need to test on the survey**.
- 4 The scientific survey will **quantify opinion on this issue across the city** and break down pockets of support or opposition by geography, ideology, etc.
- 5 We employ a method referred to as **Total Survey Error** to ensure the most accurate results possible, considering the costs.

KEY THINGS TO TAKE AWAY



QUIN MONSON, PH.D.

Published social scientist & **survey methodology expert**.

Web survey pioneer, demonstrating representativeness & predictive power of online panel research.

Over **20 years** of survey research experience.



KELLY PATTERSON, PH.D.

Columbia-educated **social scientist & researcher**.

Utah public opinion expert, conducting the Utah Colleges Exit Poll for over 15 years.

Veteran of novel research techniques, including **survey experiments**.



SCOTT RIDING

Previously head of staff at Washington D.C. research firm.

Managed **over a hundred** custom market research & data mining projects.

Award-winning **data visualization expert & software developer**.

RESEARCH DESIGN



QUALITATIVE

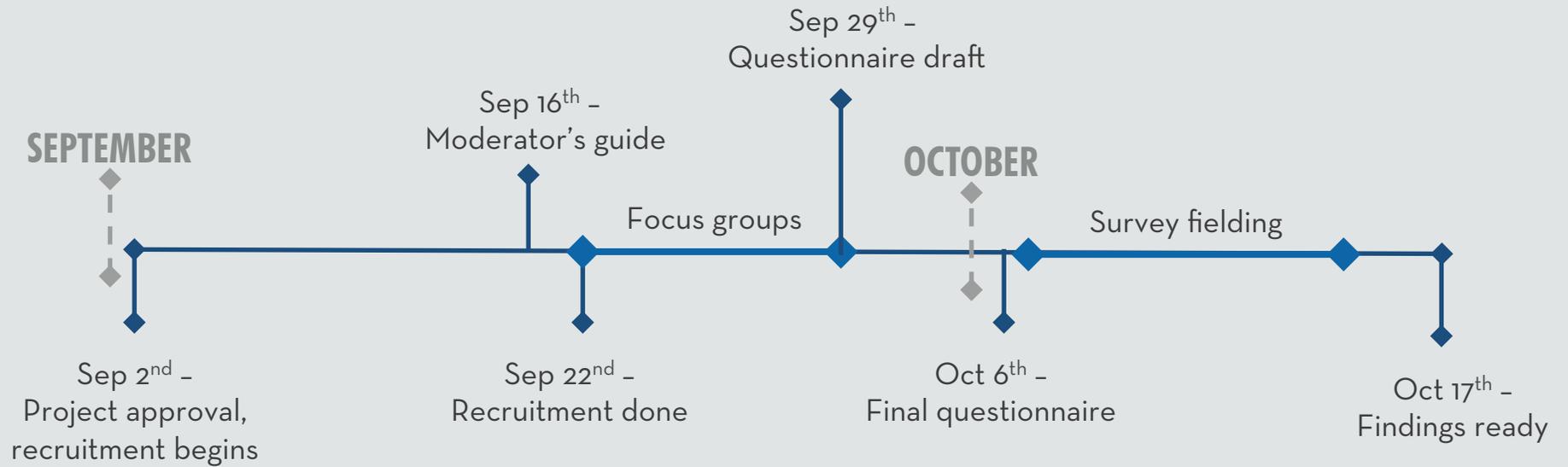
- Two 1 1/2-hour focus groups among a geographically and demographically diverse set of randomly-selected citizens.
- Explore values, knowledge, impressions, and concerns.
- Our key objectives: 1) What are the criteria that South Jordan Citizens will use to judge the outcome of this decision? 2) What are the range of opinions among citizens that should be included in the survey?

QUANTITATIVE

- 20 minute n = 300-500 city-wide survey among registered voters.
- Geographically and demographically representative of South Jordan in whole.
- Quantify the range of opinions across the city.
- Our key objectives: 1) What percentage of residents are on each side of this debate? 2) Confirm and quantify findings from focus groups.



PROPOSED TIMELINE



FOCUS GROUPS

- 1 **Qualitative tool** – provides the city deeper insights, but not necessarily generalizable to entire population of South Jordan City.
- 2 Provides a sense of **opinion reasoning & values backing policy preferences**.
- 3 Refine **descriptive information, clarify misunderstandings, watch reactions, & probe criteria for city success**.

FOCUS GROUPS – SENTIMENT ANALYSIS

There are some quantitative ways of analyzing qualitative information for insights.



Please tell me, what are the main reasons that your family has chosen to live in South Jordan City?

100

"We just love the location."

"We ended up here by accident, really. We have some family close by and the price was right."

35 AVERAGE SENTIMENT

0

"My wife is really into triathlons. Living here puts us right next to the Jordan River Parkway and like a dozen different gyms."

-100

"My company moved into an office complex on 106th South, so we moved here to be close to work."

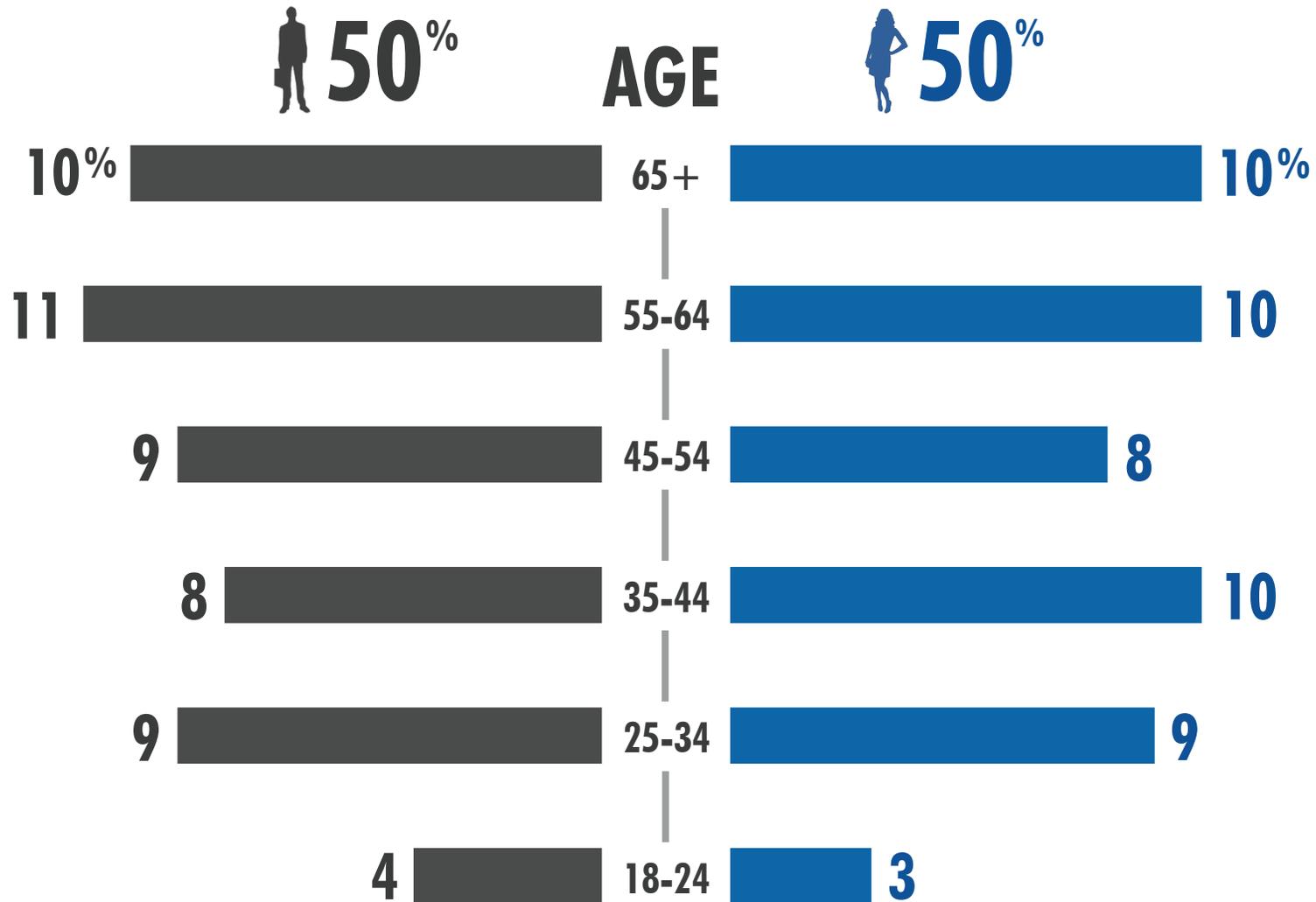
"It totally depends. I couldn't say."

SCIENTIFIC SURVEYS

- 1 **Quantitative tool** – provides the city data that is generalizable to the entire population of South Jordan City.
- 2 **Confirms & expands** findings from the focus groups.
- 3 Allows us to **break down opinion by geography, demographics, etc.**
- 4 Important to follow best practices of objective research, minimizing the **total survey error.**

SCIENTIFIC SURVEYS – GENERALIZABILITY

Scientific polling proportionally represents entire voting population.



Simulated data for illustration

**AN INTRODUCTION TO
TOTAL SURVEY ERROR**

DEFINITION

- “*the deviation of obtained survey results from those that are a true reflection of the population*” (Groves 1989, p. 6)
- Includes both bias and variance
- Cost/benefit approach

FOUR COMPONENTS OF TSE

- 1. Sampling error**
- 2. Nonresponse error**
- 3. Coverage error**
- 4. Measurement error**

SAMPLING ERROR

- How different are respondents included in the sample **from the full population?**
- Discussed in terms of “**margin of error**” or **confidence interval**.
- To compute, must use a **probability sample**.
 - Element of randomness
 - Known probability of selection
 - Examples: RDD, exit polling

WHY SAMPLE?

- Large population to study
- Limited resources
- Need good external validity

BASIC SAMPLE TYPES

- Probability: all in target population have **a known chance** of being included.
- Non-Probability: **subjective judgment** plays a role in selecting the sample
- Is it ever appropriate to use a non-probability sample?

NONRESPONSE ERROR

- Non-response arises from the failure to get measurements or data on the entire sample.
- Non response error results when the data from the people you interview is different from those that you don't interview.
- Nonresponse \neq nonresponse error

NONRESPONSE SOLUTIONS

- Increase response rate
- Refusal conversions
- Weighting

COVERAGE ERROR

- Can occur when sampling frame does not include entire target population.
 - Sampling frame
 - Target population
- Coverage error can occur if you don't give an equal chance for inclusion in the sample to all of population you claim to represent.

MEASUREMENT ERROR

- **Observation**
 - Question wording
 - Question order
 - Interviewer effect
 - Related to theory of how respondents answer questions
- **Data**
 - Data entry
 - Computer coding

MINIMIZING ERROR FOR SOUTH JORDAN

- What are the resources we have available for the city survey?
- How can those resources be maximized to minimize TSE?

