

SOUTH JORDAN CITY
CITY COUNCIL STUDY SESSION

November 18, 2014

Present: Mayor David Alvord, Councilman Steve Barnes, Councilman Chuck Newton, Councilman Chris Rogers, Councilman Mark Seethaler, Councilman Don Shelton, CM Gary Whatcott, City Attorney Rob Wall, Interim Fire Chief Andy Butler, Administrative Services Director Dustin Lewis, Police Chief Lindsay Shepherd, Strategic Services Director Don Tingey, Development Services Director Brad Klavano, COS Paul Cunningham, City Commerce Director Brian Preece, CFO Sunil Naidu, IS Director Jon Day, Public Works Director Jason Rasmussen, City Council Secretary MaryAnn Dean

Others: See Attachment A

A. Invocation: *By Councilman Chris Rogers*

Councilman Rogers offered the invocation.

City Attorney Wall introduced a new attorney for the City, Steve Shaffermeyer. He will be working with the Planning Department on land use issues.

B. Presentation: *Y2 Analytics (By Mayor Alvord)*

Scott Riding Y2 Analytics, introduced their representatives Quinn Monson and Kelly Patterson. Mr. Patterson said they were hired to do focus groups and a survey of residents on Mulligans. Their primary objective was to understand the citizens' awareness, interest, and to explore reactions to the alternatives proposed. He reviewed a presentation on the survey results (Attachment B) He also referred to the Topline report regarding the Mulligans survey (Attachment C). He said there is divided opinion between developing part of the property and leaving the property alone. There is a strong desire for aesthetics and the preservation of open space. He reviewed the survey methodology and response rates, as outlined in the presentation.

Mr. Riding said the issue of investing in the property and the feelings regarding taxes complicates the issue. Of those that were willing to pay more to invest in this property, some were willing to pay \$5 a month; some were willing to pay \$10 or more per month. He reiterated that preserving aesthetics and open space was important to the residents.

Mr. Riding said there are degrees of changes that people are okay with. Some are okay with developing part of the property. Others want the area left completely as open space.

Councilman Newton said it appears that some are willing to have restaurants, but not offices. Mr. Riding said that's true; some also feel strongly about leaving the property as is.

Mr. Riding said the common sentiment and the priority for those that took the survey is open space in any plans. They want aesthetics maintained and the area preserved. Any development is hesitant, but if they do any development, restaurants are preferred. Councilman Newton said if they do any improvements, the results show that the preferred improvement is a club house and maybe a restaurant or two. That's it. Mr. Riding said if their development plans include improvements, that is a good place to look.

Mr. Patterson said if they were to do the survey again, the order might flip flop because the results are so close, and they are within the margin of error. They should not focus on the rank ordering. They should focus on the fact that the residents want Mulligans left alone in some fashion, or maybe in connection with open space. There are a strong group of individuals in the city that want Mulligans left as is. Others are more open to trade offs. It was noted that the further away the residents lived, the preference to leave Mulligans as is was less intense.

Mr. Riding encouraged the City Council to read the notes left by the residents for the City Council. He said some of the people who want Mulligans left alone don't trust the city to do a good job. There is a group that doesn't want Mulligans messed up. Others say invest in it. It is unfair to just group the two together and say 54 percent want Mulligans left as is. A large portion wants the city to invest in Mulligans, and another large portion say stop messing with it. Both groups, however, do not want new development in the area.

The City Council noted the different features in Mulligans that scored high. Mr. Riding noted that the driving range scored higher in terms of quality than the golf course itself.

Mr. Riding said when financial implications are outlined they are more likely to get a solid preference from the residents on which option to choose.

Mayor Alvord said their Resolution outlines that if a clear result came out of the survey, no further public vetting would be required. He said personally, he would like to still vet this issue to the public to see if they want small improvements or large improvements to the property.

Mr. Monson said the clear message is that the residents don't want to develop the whole area. The difficulty is that there are nuances in how to preserve the open space.

Councilman Newton said he feels they should use this to provide options to the public.

Councilman Seethaler said they have contracted a group of golf professionals that have been committed to providing the city with an analysis of the golfing operations and how to make them more successful. How should they approach those proposals in light of these opinions?

Mr. Riding said there is room to upgrade the area. It would be an investment in public services. Mr. Monson said the next step is to develop options, present them to the citizens, and present information on cost of improvements. He said what was missing in this survey is the detail for options and the detail in costs of services. Mr. Riding said the purpose of this survey was to get

an opinion landscape. There are quite a few acceptable options. Overall, the results lean toward preserving open space.

Mayor Alvord said one option for the public might be to have the private sector take over the golf course. If that was done, they would need to make it a condition that the property not be used for any other use. That could be part of the spectrum of options. Another option is to make minimal improvements to the property. Another option is to make large improvements.

Councilman Rogers said the Golf Alliance presentation will be in January. Councilman Barnes said they should not rush the next step. Councilman Shelton concurred. The next step is laid out in the Resolution, which is creating options and having open houses. They need to vet those options with the public. They also need to give the bottom line impact as best as they can estimate. Mayor Alvord said the timeline is in the Resolution. By Spring, they will know the fate of Mulligans.

C. Discussion: Discussion of South Jordan Education challenges and the idea of a City sponsored K-12 Charter School. *(By Aaron Metcalfe)*

Mr. Metcalfe said this issue is not time sensitive. He will reschedule the discussion due to time constraints.

D. UTA – Circulator Study. *(By City Commerce Director, Brian Preece)*

Brianne Emery, UTA, reviewed some background information on the circulator study. Hal Johnson, UTA, said they are 2/3 of the way through the study. Ms. Emery reviewed a presentation (Attachment D) outlining the project purpose and improved connections. She indicated that inner connection between the two cities is needed. She said there is a lot of potential in the area. They have looked at doing special event service to Rio Tinto Stadium and the South Towne Expo Center.

Ms. Emery reviewed alternatives including a street car or a bus route. She said they are considering what route would best serve the area and give them the best ridership. She reviewed the preferred street car and bus route alternatives. The routes are still drafts at this point.

Ms. Emery reviewed the next steps which are to determine a preferred route and to determine if they want to use a street car or a bus. Also they should address if this should be a phased project where they start with a bus and move to a street car.

Councilman Seethaler said street cars cover fewer miles and cost more money. Why are street cars being considered? Mr. Johnson said they have more capacity with need of fewer operators. There are also some redevelopment advantages. Developers may think that street cars are more attractive because it is permanent. The cities need to determine if they want the lines fixed or not. He said street cars are also more reliable to run on time.

Councilman Seethaler noted that South Jordan has no bus station shelters. Mr. Johnson said they have a bus stop master plan. They are concentrating on the 150 most used stops. If a city wants a shelter, there are matching programs. Other shelters have been sponsored by private businesses.

Mr. Johnson indicated that the completion of the study is anticipated in March. He said when considering a streetcar, they look at population and number of trips. They also consider the trip purpose and what need is not being met in the area. UTA is also in favor of connecting the two rail systems. If they can make fast, reliable connections, it increases ridership. Sandy is interested in this project to help as part of their redevelopment. South Jordan is interested in connection to their existing job centers. Councilman Newton said they also want to provide for future growth and future expansion of a route. Mr. Johnson said if they provide more transit opportunities, the city can reduce the size of their parking lots.

Mr. Johnson said they will come back in February and go through the recommendations. He recommended a joint meeting with Sandy. Sandy is interested in getting funding for a bridge crossing over I-15, either bus or rail. They need to discuss the costs with Sandy. Councilman Newton said he is in favor of connectivity, even a pedestrian or bike path. It was noted that they may want to meet with Sandy before the end of the year if they want this in the Transportation Bill.

The City Council took a recess for dinner at 5:39 p.m.

This is a true and correct copy of the November 18, 2014 Council Study Session meeting minutes, which were approved on December 2, 2014.


South Jordan City Recorder



SOUTH JORDAN MULLIGANS SURVEY

PUBLIC OPINION CONTEXT FOR PLANNING



6

- 1 We surveyed a representative sample of South Jordan voters via **registered voter records with commercially appended email addresses**.
- 2 Overall, **city residents are happy with the way the city has been run**.
- 3 **The biggest concerns residents expressed focus on managing growth**, and the Mulligans issue is just one piece of this landscape.
- 4 **Residents have heard a lot about this issue** from a variety of different sources.
- 5 When asked to rank their preferred outcomes, **residents are closely divided between investing in Mulligans, developing part of the property and leaving the rest as open space, and leaving Mulligans alone**. There is an appetite for specific plans with economic details.
- 6 The primary criteria for success are **aesthetics & preserving open space**. Tax issues are a mixed bag.

THINGS TO REMEMBER

SURVEY METHODOLOGY

MINIMIZING ERROR

SURVEY METHODOLOGY



Sampling frame consisted of a universe of every registered voter in South Jordan City. The voter records were appended with email addresses from a commercial database vendor.

9k

Using a software randomizer, we selected records for inclusion in the sample to achieve the intended sample size. In total, we emailed 9,000 invitations.

7%

Of the 9,000 invitations, 758 citizens responded with 662 completed online surveys. This results in a response rate of just over 7%. Each email address was prevented from responding more than once.

+4
-

662 completed interviews among an estimated adult population of 32,879 results in a margin of error for the survey of plus or minus 3.77 percentage points. Responses were weighted to better approximate city demographic composition as estimated by the U.S. Census.

SURVEY INVITATION

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

Subject: Official Survey of South Jordan residents about Mulligans

Hello (First name) (Last name),

We invite you to participate in an official citywide survey of South Jordan residents. The purpose of the survey is to ask for your input about important issues facing South Jordan. This survey has a special focus on Mulligans Golf & Games, including questions about important upcoming policy decisions. The results will be used during official city deliberations.

You were selected at random from a list of all registered voters in South Jordan. 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 take the survey click on the link below:

Take the survey

Your participation is very important and will help to shape South Jordan's future.

Sincerely,

Quin Monson, Ph.D., Y² Analytics

SURVEY INVITATION

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

Subject: Official Orem City 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 elected officials and staff of South Jordan City.

How did you get my name and email address?

Your name was randomly selected from a publicly available list of all South Jordan registered voters. Your email was matched to your name and address by an outside 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.

Who can I contact if I have questions about the survey?

You can contact Y2 Analytics at southjordansurvey@y2analytics.com. Please do not reply to this email address - it will not be seen.

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)

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

CITY DIRECTION & PERCEPTIONS

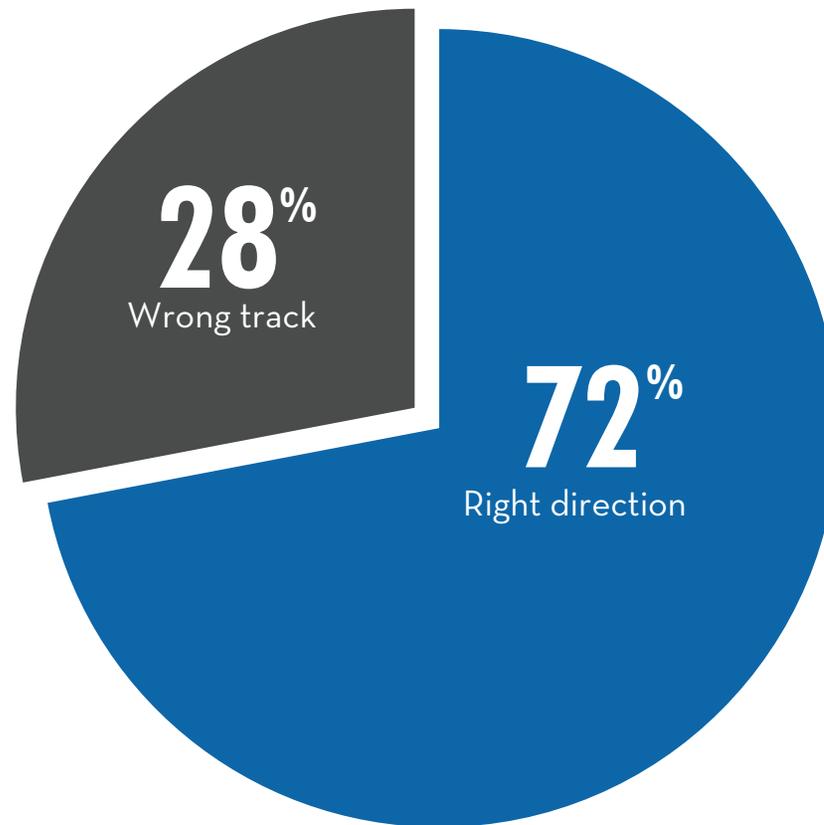
MAJORITY SATISFIED WITH SOUTH JORDAN

OVERALL CITY DIRECTION

Vast majority of residents believe South Jordan is going in the right direction.

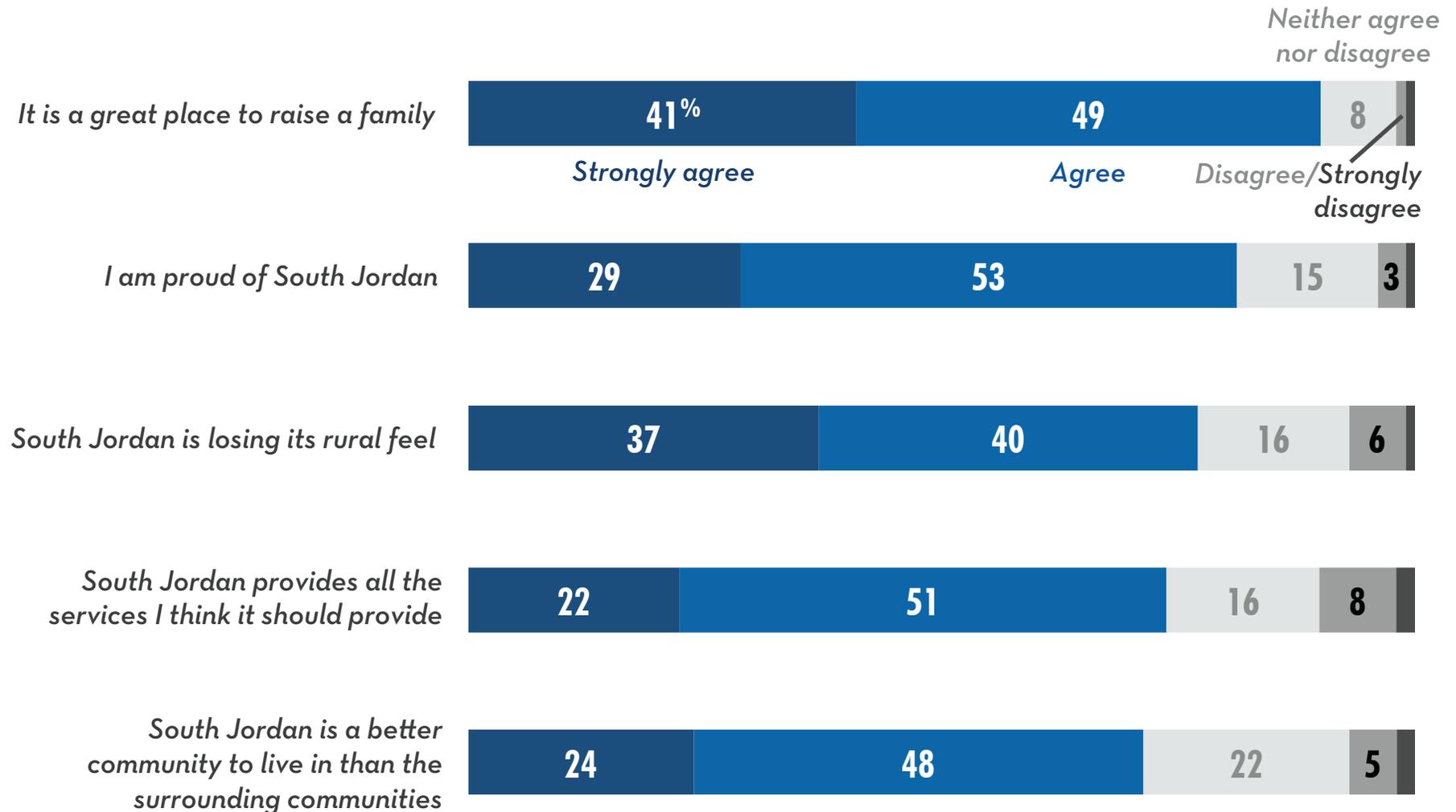


Overall, would you say the *city of South Jordan is headed in the right direction or have things gotten off on the wrong track?*



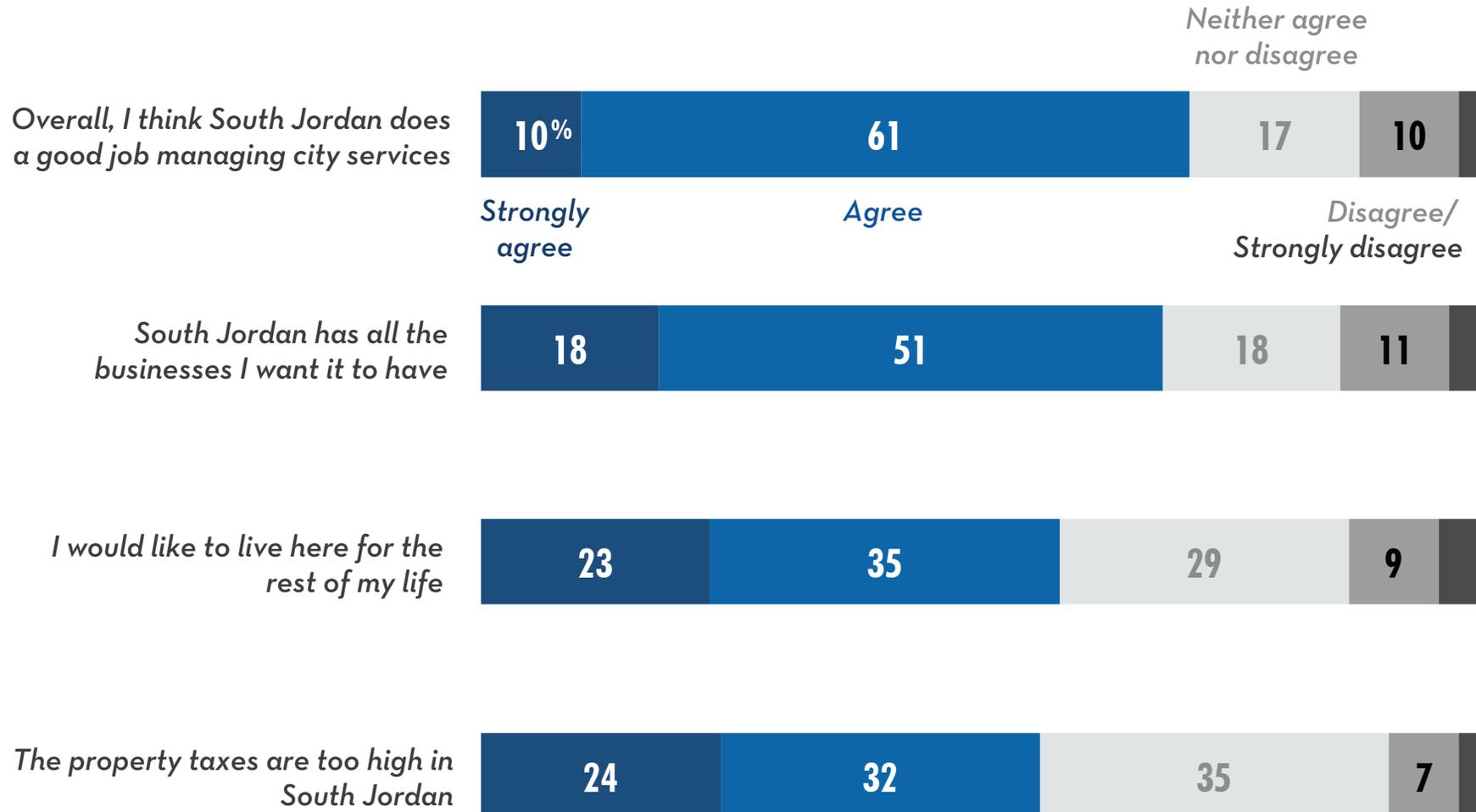
STATEMENTS ABOUT THE CITY

We asked residents if they agreed or disagreed with characterizations of the city.



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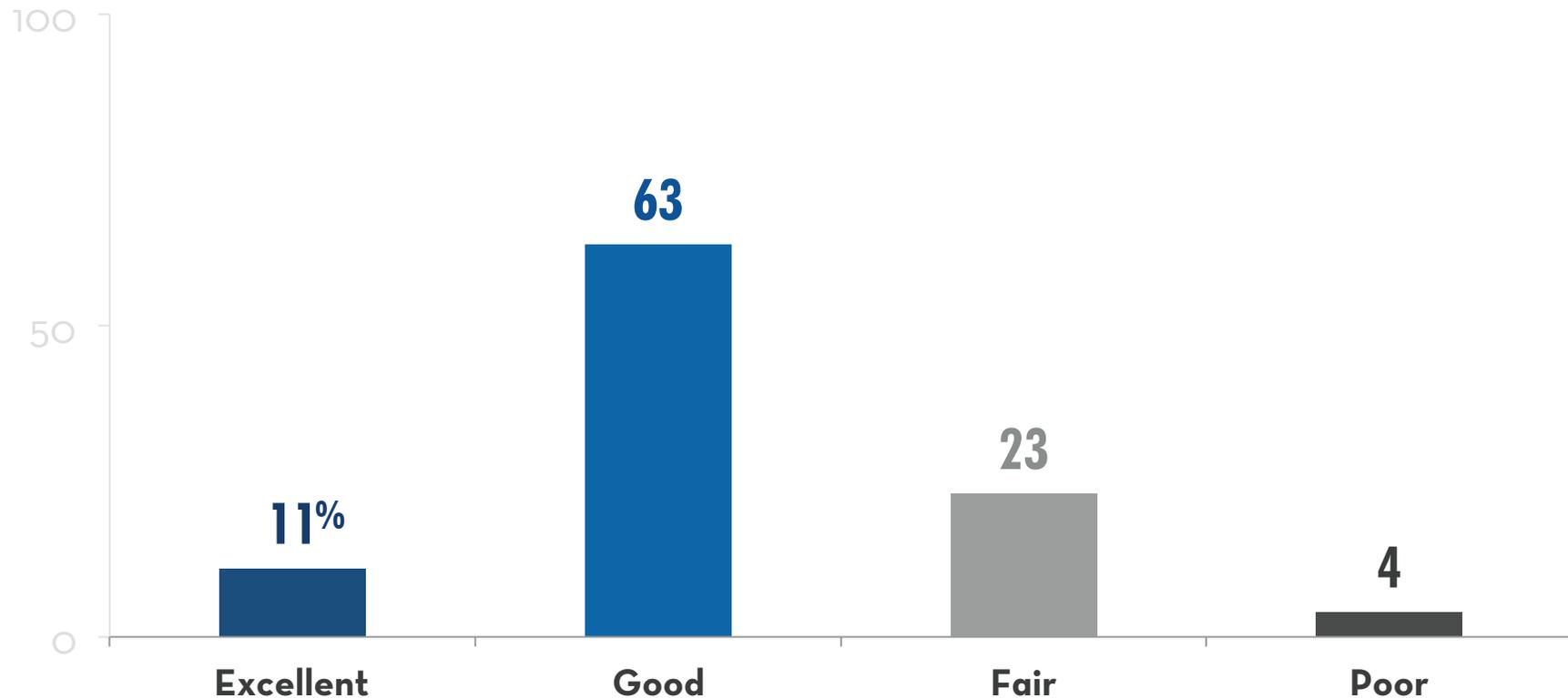


SERVICES FOR TAX DOLLAR

Supermajority of residents rate South Jordan services as Good or Excellent.



*In general, how do you rate the **services you receive from South Jordan** for your tax dollar?*

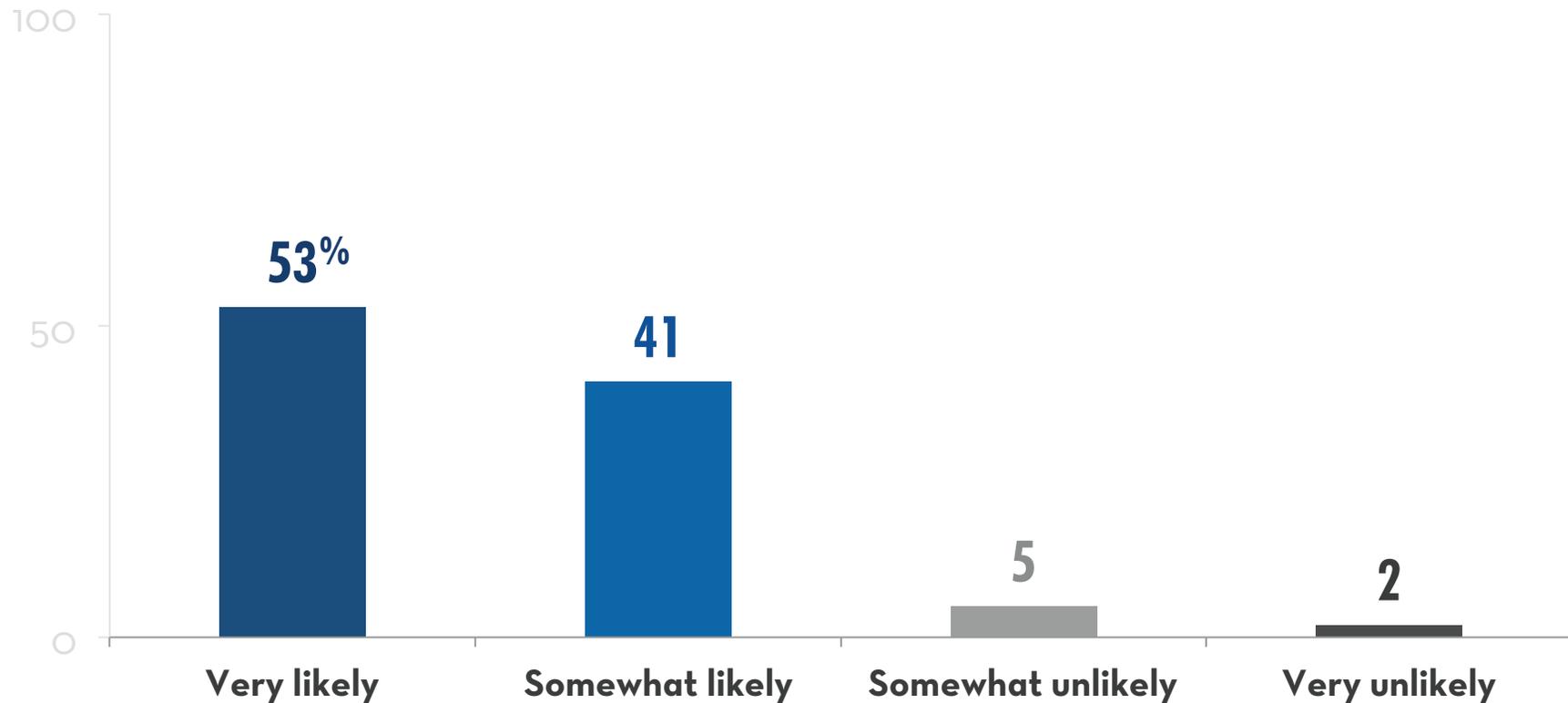


LIKELIHOOD TO PROMOTE SOUTH JORDAN

94% of residents say they are likely to recommend South Jordan to others.



*How likely would you be to **recommend South Jordan to close friends and family as a good place to live?***



MOST IMPORTANT PROBLEM

Major themes in this open-ended question were mostly related to growth.

Q *In your opinion, what is the **most important problem facing South Jordan today?***

“High density housing...cramming too many people in too tightly.”

“Traffic on 10600 South and 11400 South during peak hours. Adding high density housing is not going to help.”

“Loss of open space and rural feel.”

“We cannot pack any more kids into the elementary schools, so perhaps we should slow down on the new construction and figure out how we're going to handle all of these new kids.”

“It has become overdeveloped. Our green spaces are disappearing for fast food restaurants and town homes.”

“High property taxes.”

PERCEPTIONS OF MULLIGANS

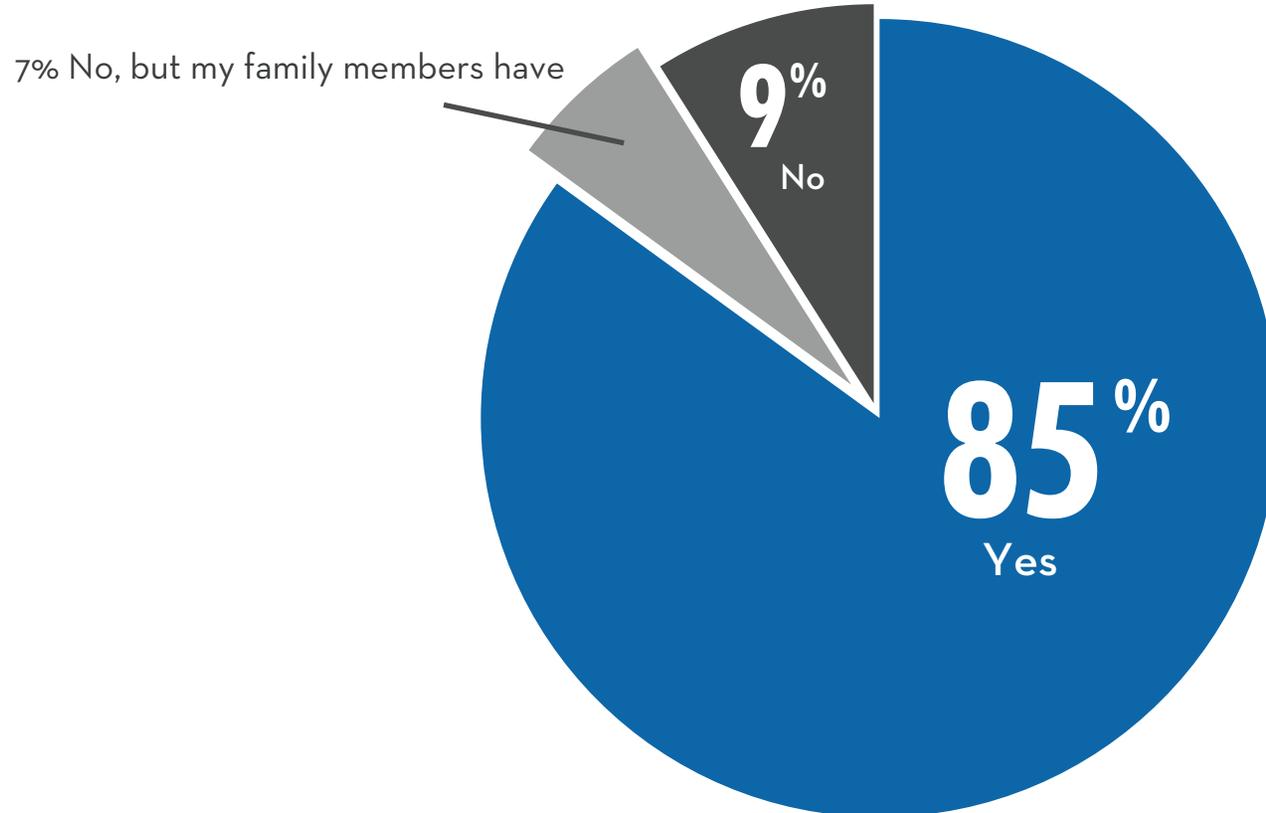
MOST HAVE BEEN

PERSONAL EXPERIENCE WITH MULLIGANS

The vast majority of residents – at some point – have been to Mulligans.



Have you ever *been to Mulligans Golf & Games?*



PERCEPTION OF MULLIGANS QUALITY

The driving range, mini-golf, and batting cages are highest quality. All above 50.



On a scale from 0 to 100 where 0 is very poor and 100 is excellent, *how would you rate the quality of each of the following features of Mulligans Golf & Games?*



DEBATE ABOUT MULLIGANS

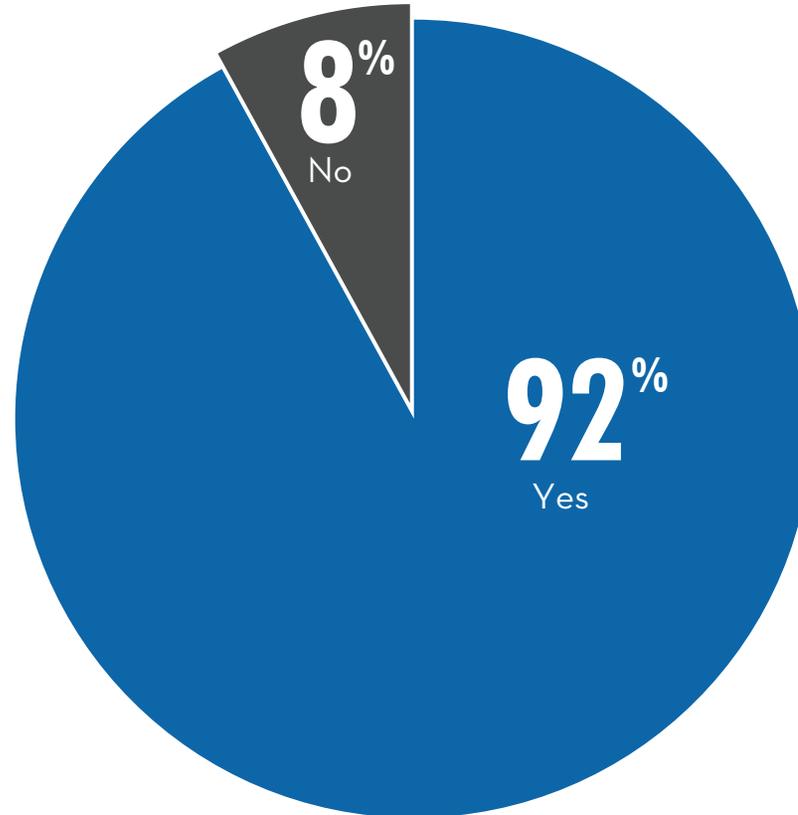
HIGH AWARENESS OF ISSUES

MULLIGANS INFORMATION & CONVERSATIONS

Nearly the entire sample had heard something about the recent debate.



Have you *heard, seen, or read anything lately* about Mulligans Golf & Games on 106th South?



MULLIGANS INFORMATION & CONVERSATIONS

Many residents reported having heard a lot from a variety of sources.



What have you *heard, seen, or read?*

"I've heard that Mulligans is city owned and that the Mayor wants to develop it into restaurants."

"That Mulligans is closing! Have listened to the video on the South Jordan web page."

"That supposedly it is losing money..."

"Several articles in the Tribune, the Deseret News and the Valley (now City) Journals. Several TV news and radio news stories. Several conversations with neighbors, other city residents and interested parties outside the city. I received the Mayor's letter on the subject."

"The city is looking for a long term solution to that business and the land surrounding it. Citizens that live very close by do not want it to change."

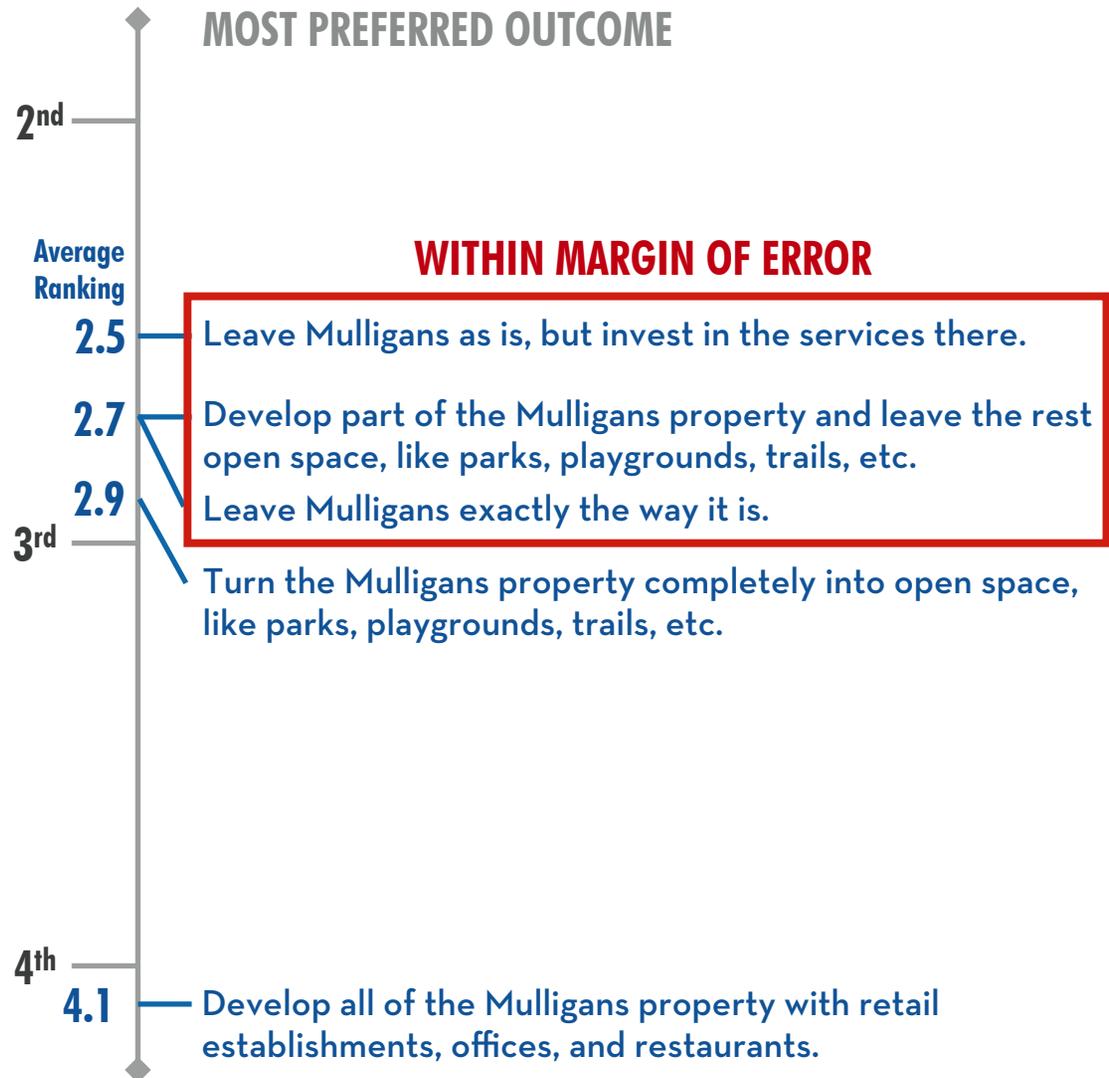
"They are trying to close mulligans and build high density stuff in the river bottoms."

MULLIGANS PREFERRED OUTCOMES

Asked to rank generic outcomes, residents strongly opposed full development.

Q *The City of South Jordan currently owns and operates Mulligans Golf & Games and provides some help to Mulligans to stay in operation. City officials are currently considering alternative uses for the property.*

Below is a list of possible outcomes for the property on which Mulligans Golf & Games sits. Please drag and drop the items into the order you prefer to see happen where the TOP item is your MOST PREFERRED outcome and the BOTTOM item is your LEAST PREFERRED outcome.



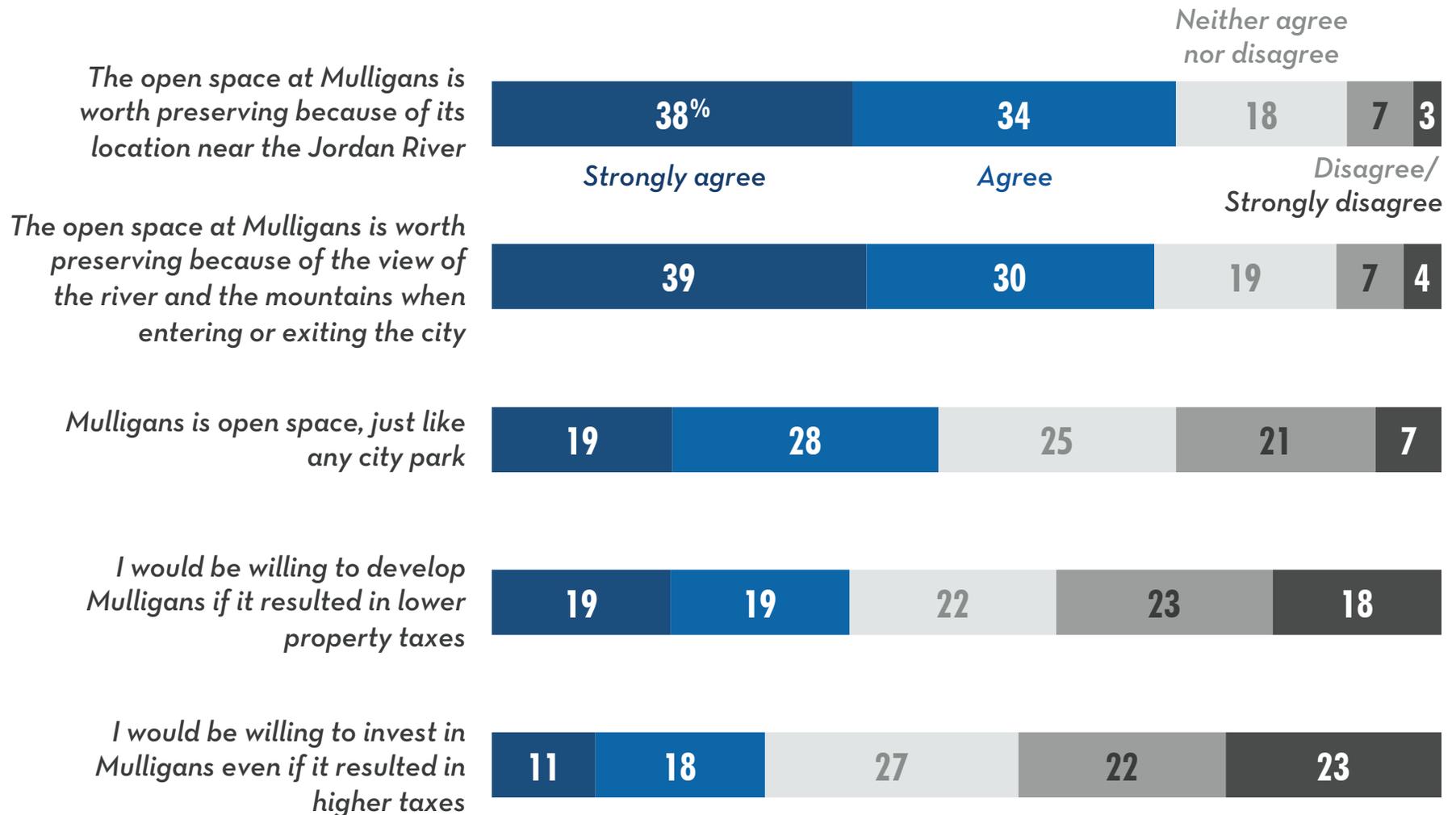
MULLIGANS PREFERRED OUTCOMES

1st District solidly in favor of preservation. Other districts mixed (red = MoE).

OUTCOME	1 st DISTRICT	2 nd DISTRICT	3 rd DISTRICT	4 th DISTRICT	5 th DISTRICT
<i>Leave Mulligans as is, but invest in the services there.</i>	2.2	2.6	2.6	2.5	2.4
<i>Develop part of the Mulligans property and leave the rest open space, like parks, playgrounds, trails, etc.</i>	3.0	2.8	2.5	2.7	2.6
<i>Leave Mulligans exactly the way it is.</i>	2.4	2.7	3.0	2.7	2.9
<i>Turn the Mulligans property completely into open space, like parks, playgrounds, trails, etc.</i>	3.1	2.8	2.8	3.0	2.9
<i>Develop all of the Mulligans property with retail establishments, offices, and restaurants.</i>	4.3	4.1	4.0	4.2	4.2

STATEMENTS ABOUT MULLIGANS

Most residents agree with the sentiment that the environment/aesthetics matter.

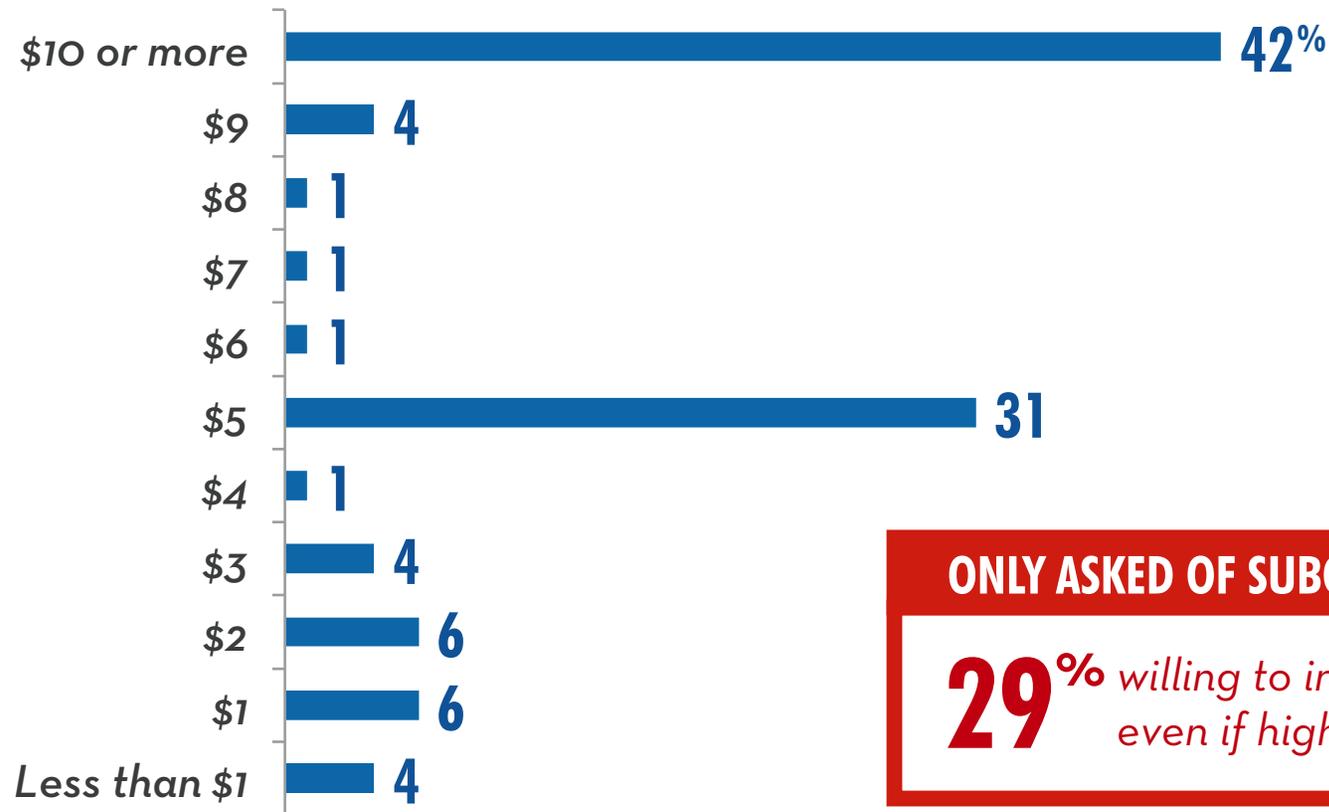


PERCEIVED VALUE

73% of those willing to pay more would pay \$5 or more per month in Mulligans.



How much more in property taxes per month would you be willing to pay to invest in Mulligans?



ONLY ASKED OF SUBGROUP

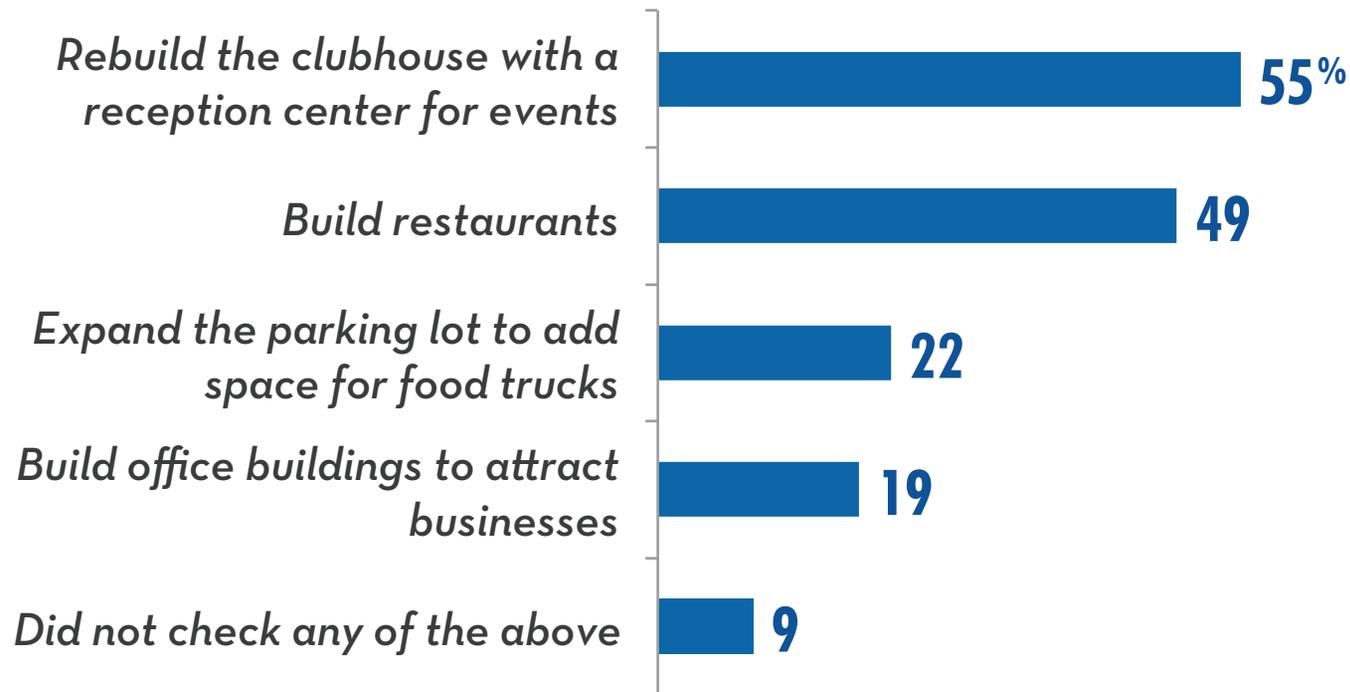
29% willing to invest even if higher taxes

PARTIAL DEVELOPMENT POSSIBILITIES

Residents split on development, but open to a new clubhouse or restaurants.



If the City were to sell some of the Mulligans property to help pay the expenses to run Mulligans, what would you want to happen on the property that the City sells? Check all that apply.



OPEN COMMENTARY

Residents left mostly thoughtful comments on Mulligans & open space.



If you have any **comments you would like to share about the future of Mulligans**, please enter them here:

"I don't understand why the city should be involved at all in Mulligans. That should be a private business."

"I would like to assure that this property is developed as a multi-use area (both business and recreational) but keep some open area."

"Leave it like it is."

"...Mulligans seems to be the last of the open space and outdoor family entertainment space. Why should it be eliminated? I am not opposed to leaving some of it and developing some of it...Mulligans always makes me smile to see that little green oasis in the middle of that cement jungle."

"Please do not develop every piece of open land in South Jordan. Mulligans is an important part of South Jordan and should be preserved."

"South Jordan needs to develop other areas and leave Mulligans alone."

PARKS & OPEN SPACE

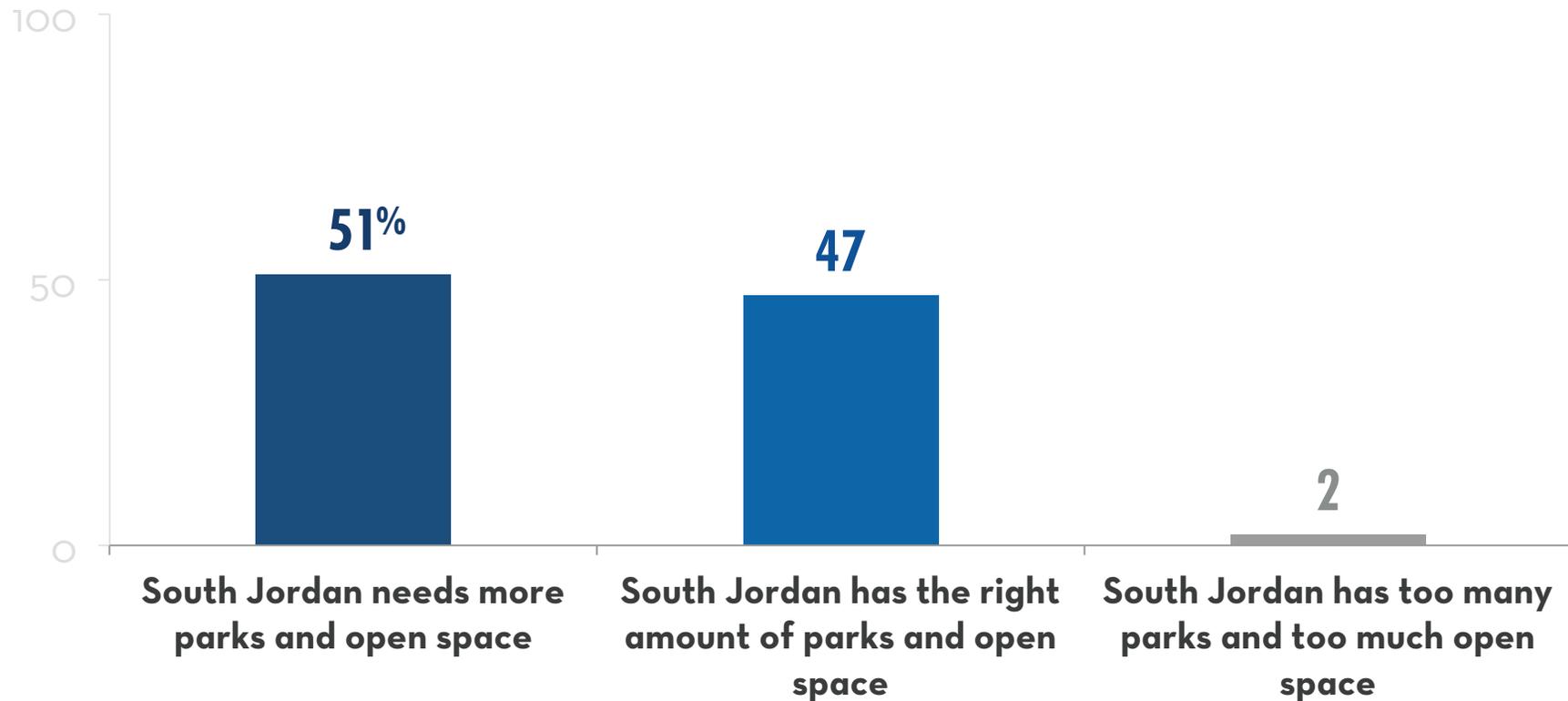
PERCEPTIONS & OPTIONS

NEED FOR PARKS AND OPEN SPACE

A slight majority perceive South Jordan as needing more parks and open space.



Which of the following statements is closest to your view?

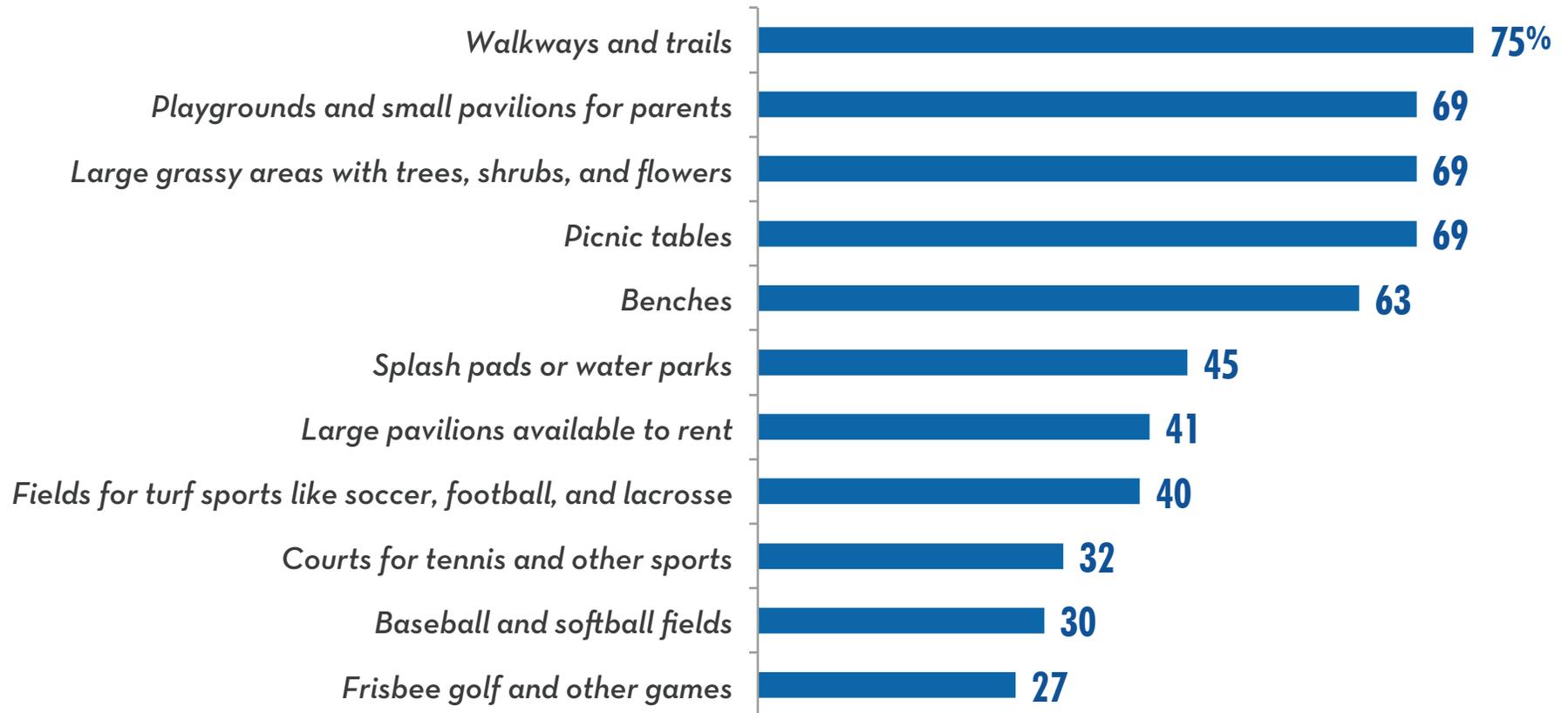


PREFERRED PARK FEATURES

Among the unique features tested, splash pads have the most appeal.



When you think of the *best kind of parks*, what types of features do they have? Check all that apply.



CITY TREND TRADEOFF BETWEEN SERVICES & TAXES

Residents, overall, are closely divided on the long term trend for the city.



Some people like to see a city that will spend more money on features that the citizens can enjoy, even if it means higher taxes. Other people like to see a city keep taxes low, even if it means the city does not provide certain features for citizens to enjoy.

Which statement comes closest to the way you think?

57% *South Jordan should keep taxes low, even if it means not providing some nice features*

43% *South Jordan should provide more features, even if it means higher taxes*



Scott Riding, Executive VP
Quin Monson, Ph.D.
Salt Lake City, UT
801.556.3204



SOUTH JORDAN CITY MULLIGANS SURVEY 2014 TOPLINE REPORT

METHODOLOGY DETAILS

n=662 weighted South Jordan City registered voters
Self-administered online interviews fielded November 4-15, 2014
Margin of error +/- 3.77 percentage points

For this survey 662 South Jordan adult residents were sampled from the state's file of registered voters. An outside vendor appended active email addresses to 9,000 randomly sampled voter records. Invitations were emailed to the sampled citizens including up to 3 reminder emails. 662 completed the survey resulting in a 7% response rate.

Sampling error is only one possible source of error in survey research. Results can also be affected by measurement error (e.g. question wording and question order), coverage error (e.g. sampling frame not matching target population), and non-response error (e.g. the people who responded to the survey being systematically different from people who refused or were not reachable).

The data were weighted to reflect non-response patterns and demographic proportions compared to the most recent U.S. Census estimates for South Jordan City for gender, age, geography, home ownership, education, and marital status. Final weights were trimmed to keep weights between 0.5 and 3.

CONTACT

For more information, please contact Scott Riding, Kelly Patterson, or Quin Monson at:

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Kelly Patterson, 801-367-1022, kelly@y2analytics.com
Quin Monson, 801-367-6588, quin@y2analytics.com

Y² Analytics
60 South 600 East Ste. 150
Salt Lake City, Utah 84102



TOPLINE RESULTS

Thank you for responding to our survey about public policy in South Jordan City. Your time and opinions are greatly valued. Please note that your participation is voluntary and that all your answers will remain strictly confidential.

The survey only takes about 15 minutes to complete. If you exit the survey before completion, you will be able to resume it at a later time.

Q1.3 Do you currently live in South Jordan City? (n=662 responses)

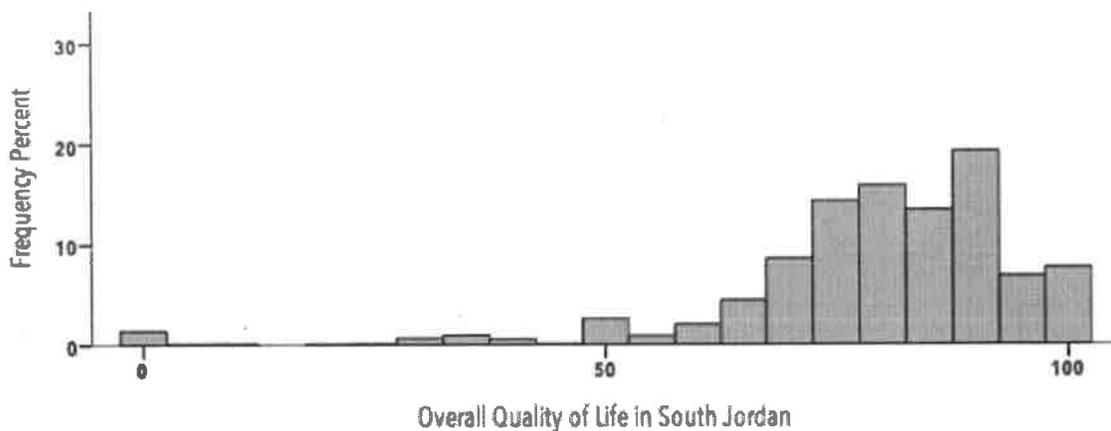
Yes	100%
No	*

Q2.1 Overall, would you say the city of South Jordan is headed in the right direction or have things gotten off on the wrong track? (n=659)

Right direction	72%
Wrong track	28

Q2.2 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 South Jordan? (n=650)

Average	79
% 90-100	30
% 0-10	2





Q2.3 - Q2.4 To what extent do you agree or disagree with the following statements about South Jordan City?

(STATEMENTS APPEARED IN RANDOM ORDER)

	n	% Total agree	% Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
It is a great place to raise a family.	662	90%	2	41%	49	8	1	1
I would like to live here for the rest of my life.	662	59%	13	23%	35	29	9	4
South Jordan provides all the services I think it should provide.	660	73%	10	22%	51	16	8	2
I am proud of South Jordan.	661	81%	4	29%	53	15	3	1
South Jordan is losing its rural feel.	662	77%	7	37%	40	16	6	1
South Jordan has all the kinds of businesses I want it to have.	660	68%	14	18%	51	18	11	3
The property taxes are too high in South Jordan	661	56%	9	24%	32	35	7	2
South Jordan is a better community to live in than the surrounding communities.	661	72%	6	24%	48	22	5	2
Overall, I think South Jordan does a good job managing city services.	657	71%	12	10%	61	17	10	2

Q2.5 In general, how do you rate the service you receive from South Jordan for your tax dollar? (n=661)

Excellent	11%
Good	63
Fair	23
Poor	4



Q3.3 Have you ever been to Mulligans Golf & Games? (n=662)

Yes	85%
No, but my family members have	6
No	9

(IF Q3.3 = Yes, ASKED Q3.4 - Q3.6. ELSE SKIPPED TO Q3.6)

Q3.4 What activities have you done at Mulligans Golf & Games? Check all that apply. (n=560)

Played a round of golf	40%
Hit balls at the driving range	62
Used the batting cages	55
Played a round of miniature golf	80
Browsed the clubhouse / pro shop	43
Took a golf lesson	9

Q3.5 On a scale from 0 to 100 where 0 is very poor and 100 is excellent, how would you rate the quality of each of the following features of Mulligans Golf & Games?

(RANDOMIZED ORDER OF FEATURES)

	n	Average	% 90-100	% 0-10
Golf courses	325	72	29%	5
Batting cages	388	80	38%	1
Clubhouse	320	68	20%	2
Driving range	410	85	53%	2
Miniature golf courses	509	82	43%	*
Golf lessons	135	67	32%	10



Q3.6

The City of South Jordan currently owns and operates Mulligans Golf & Games and provides some help to Mulligans to stay in operation. City officials are currently considering alternative uses for the property.

Below is a list of possible outcomes for the property on which Mulligans Golf & Games sits. Please drag and drop the items into the order you prefer to see happen where the TOP item is your MOST PREFERRED outcome and the BOTTOM item is your LEAST PREFERRED outcome. (n=662)

(RANDOMIZED ORDER OF OUTCOMES)

	Average ranking	% Ranked #1 TOP	% Ranked #5 BOTTOM
Leave Mulligans as is but invest in improvements in the services there	2.5	30%	7
Develop part of the Mulligans property and leave the rest open space like parks, playgrounds, trails, etc.	2.7	24%	3
Leave Mulligans exactly the way it is	2.7	24%	17
Turn the Mulligans property completely into open space like parks, playgrounds, trails, etc.	2.9	14%	9
Develop all of the Mulligans property with retail establishments, offices, and restaurants	4.1	9%	64



Q3.7 To what extent do you agree or disagree with the following statements about Mulligans?

(STATEMENTS APPEARED IN RANDOM ORDER)

	n	% Total agree	% Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Mulligans is open space, just like any city park	653	47%	28	19%	28	25	21	7
I would be willing to develop Mulligans if it resulted in lower property taxes	657	38%	41	19%	19	22	23	18
The open space at Mulligans is worth preserving because of its location near the Jordan River	654	72%	10	38%	34	18	7	3
The open space at Mulligans is worth preserving because of the view of the river and the mountains when entering or exiting the city	657	70%	11	39%	30	19	7	4
I would be willing to invest in Mulligans even if it resulted in higher taxes	656	29%	45	11%	18	27	22	23

(IF Q3.7 "I would be willing to invest in Mulligans even if it resulted in higher taxes" = Strongly agree, or Agree, asked Q3.8)

Q3.8 How much more in property taxes per month would you be willing to pay to invest in Mulligans? (n=178)

Less than \$1	4%
\$1	6
\$2	6
\$3	4
\$4	1
\$5	31
\$6	1
\$7	1
\$8	1
\$9	4
\$10 or more	42



Q3.9 If the City were to sell some of the Mulligans property to help pay the expenses to run Mulligans, what would you want to happen on the property that the City sells? Check all that apply. (n=662)

Build restaurants	49%
Rebuild the clubhouse with a reception center for events	55
Expand the parking lot to add space for food trucks	22
Build office buildings to attract businesses	19
Did not check any of the above	9

Q3.10 In your opinion, which of the features of Mulligans are the most important to the future of South Jordan?

Below is a list of features. Use the sliders to allocate importance points to each feature up to a total of 100 points across all features. The total number of points cannot exceed 100, so if you want to emphasize the importance of one feature, you will need to deemphasize the importance of other features. (n=615)

Note from researchers: We received feedback from 7% of respondents that they had trouble with this question due to the limited number of points available for allocation. Some perceived the question series as broken since the sliders would not allow them to allocate more than 100 points across the series of features. 18% of respondents left the default value of 10 points for every feature.

(RANDOMIZED ORDER OF FEATURES)

	Average points	Average for those who moved sliders
Golf courses	9	8
Batting cages	7	7
Clubhouse	7	6
Driving range	9	9
Miniature golf courses	12	13
Golf lessons	5	4
Open space	16	17
View of the river and the mountains	13	14
Access to the Jordan River Trail	14	16
Practice greens, traps, & putting area	7	7



Q4.1 Which of the following statements is closest to your view? (n=601)

South Jordan needs more parks and more open space	51%
South Jordan has the right amount of parks and open space	47
South Jordan has too many parks and too much open space	2

Q4.2 When you think of the best kind of parks, what types of features do they have? Check all that apply. (n=601)

Picnic tables	69%
Large pavilions available to rent	41
Large grassy areas with trees, shrubs, and flowers	69
Walkways and trails	75
Frisbee golf and other games	27
Splash pads or water parks	45
Fields for turf sports like soccer, football, and lacrosse	40
Courts for tennis and other sports	32
Playgrounds and small pavilions for parents	69
Benches	63
Baseball and softball fields	30

Q5.1 Some people like to see a city that will spend more money on features that the citizens can enjoy, even if it means higher taxes. Other people like to see a city keep taxes low, even if it means the city does not provide certain features for citizens to enjoy.

What statement comes closest to the way you think? (n=591)

South Jordan should provide more features, even if it means higher taxes	43%
South Jordan should keep taxes low, even if it means not providing some nice features	57



We are almost finished. We have just a few questions to help us ensure we have a representative group of respondents. Remember that all of your responses are anonymous and confidential – all of the answers to the survey will only be reported in groups.

Q6.2 Are you: (n=602)

Male	50%
Female	50

Q6.3 In what year were you born? (RECODED TO AGE CATEGORIES, n=593)

18-24	9%
25-34	23
35-44	21
45-54	18
55-64	16
65-74	8
75+	4

Q6.4 How long have you lived in South Jordan City? (n=601)

Less than a year	1%
1-5 years	25
6-10 years	24
11-20 years	28
21-50 years	22
More than 50 years	1

Q6.5. What type of residence do you live in? (n=602)

Apartment	5%
Single-family home	88
Mobile home	*
Condo / townhouse / duplex	6
Other	1

Q6.6. Do you own or rent the residence where you live? (n=602)

Own	80%
Rent	13
Other	7

Q6.7 How many people - including yourself - live in your household? (n=594)

1	6%
2	27
3	18
4	20
5	14
6	9
7	4
8	3
9	1
10 or more	1

Q6.8 How many people in your household - including yourself - are in the following age groups? (n=594)

	None	1	2	3	4	5 or more
Under 18	55%	13	15	8	6	3
18-25	74	15	9	2	1	1
26-45	47	20	29	2	1	1
46-65	55	14	30	1	*	1
Over 65	84	6	10	*	*	*

Q6.9 On most political matters, do you consider yourself: (n=599)

Strongly conservative	17%
Moderately conservative	37
Neither, middle of the road	29
Moderately liberal	14
Strongly liberal	3



Q6.10 What was the last year of school you completed? (n=601)

Some high school or less	2%
High school graduate	14
Some college	29
College graduate	39
Post-graduate	17

Q6.11 What is your current employment status? (n=601)

Self-employed	15%
Employed by someone else	59
Unemployed	2
Homemaker	9
Retired	13
Student	3

Q6.12 Are you currently enrolled in a college or university? (n=600)

Yes	10%
No	90

(IF Q6.12 = Yes, ASKED Q6.13)

Q6.13 Are you enrolled as a full-time student or a part-time student? (n=58)

Full-time student	53%
Part-time student	47

Q6.14 Are you currently: (n=600)

Married	72%
Divorced	7
Widowed	1
Living with partner	6
Single	14



Q6.15 Are you: (n=595)

American Indian / Native American	1%
Asian	1
Black / African American	1
Hispanic / Latino	3
White / Caucasian	92
Pacific Islander	1
Other	1

Q6.16 What do you expect your 2014 family income to be? (n=597)

Under \$25,000	3%
\$25,000 - 49,999	11
\$50,000 - 74,999	20
\$75,000 - 99,999	18
\$100,000 - 124,999	15
\$125,000 - 149,999	8
Over \$150,000	13
Prefer not to say	12

Q7.1 Finally, for quality control purposes, please rate your experience taking this poll. Would you consider the experience: (n=600)

Excellent	16%
Good	56
Fair	24
Poor	3
Don't know	2

Q7.2 Thank you for completing the survey. If you have any comments about this survey or South Jordan City in general, please enter them below. If you have comments or questions for the South Jordan City Mayor or your neighborhood's City Councilmember, you can find their contact information here. (n=167, full verbatims in Appenix E)



SANDY – SOUTH JORDAN CIRCULATOR STUDY

November 18, 2014

Background



- Received Legislative funding (\$300,000) for a circulator study in 2013.
- Issued NTP to Consultant (URS) February 20, 2014
- Duration is 12 months; complete March 2015

Outcomes from Study



- Recommendations to Sandy and South Jordan
 - One or two distinct routes and modes
 - Preferred alternative(s)
 - Market Analysis
 - Land Use recommendations
 - Funding recommendations
 - Advancing to next steps in project development

Implementation



- Short Term
 - Preferred route
 - Land use changes
 - Service Additions
 - Branded circulators
 - Special event circulators
- Medium Term
 - NEPA (environmental documentation)
 - Funding (local, federal)
 - Land use policy changes
- Long Term
 - Major Transit Capital Improvement

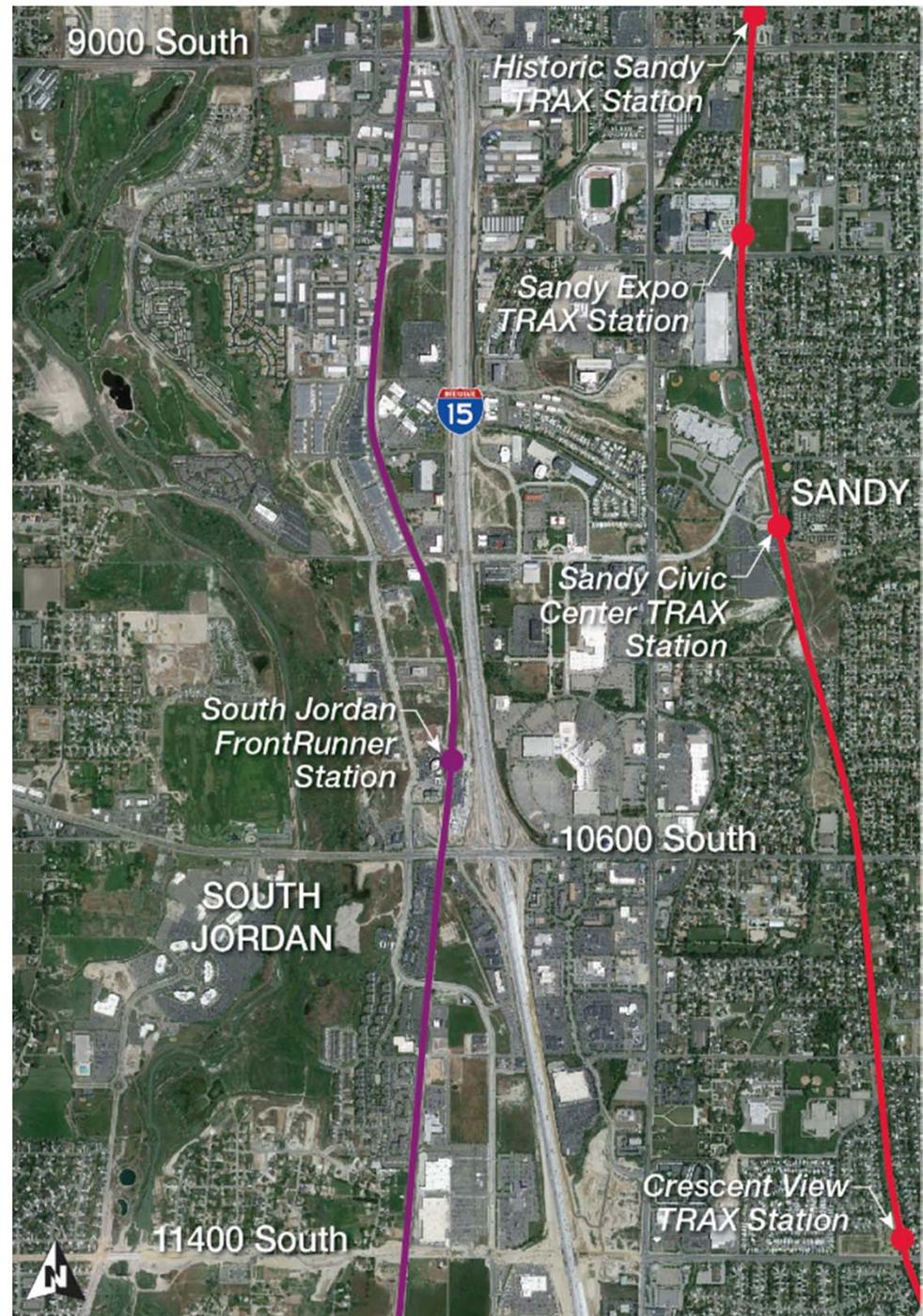


PROJECT PURPOSE

- Improve transit connection between FrontRunner and TRAX stations
 - Reduce travel time
 - Improve reliability
 - Increase transit's visibility
- Improve air quality by making transit more attractive for trips within the community
- Support economic development

PROJECT NEED

- Population and employment growth
- Traffic volume increase
- Deteriorating level-of-service on roadways
- Local and regional policies
- Air quality concerns
- Local job growth reduces commute distances



Project Purpose, South Jordan



- Improve connections between employment centers and FrontRunner
- Support transit-supportive development opportunities in the vicinity of the South Jordan FrontRunner station
- Support city policies to locate employment near major transportation facilities



Status



City and UTA Coordination

- Meeting with Operations and Service Planners
 - Route 218 changes, December 2013

Socioeconomic Conditions and Land Use

- Demographics
- Land Use
 - Map product/GIS Baseline Data
- Zoning
 - Map product/GIS Baseline Data

Relevant Previous Studies and Plans

- UTA Transit Plans
 - Framework Study
- Sandy Transportation Plans
- South Jordan Transportation Plans
- WFRC Plans
- UDOT
- Others

Existing Transit Service

- Overview of Services
 - Headways, market served, ridership, span of service, etc.
 - Map product/GIS Baseline Data
- Planned Services

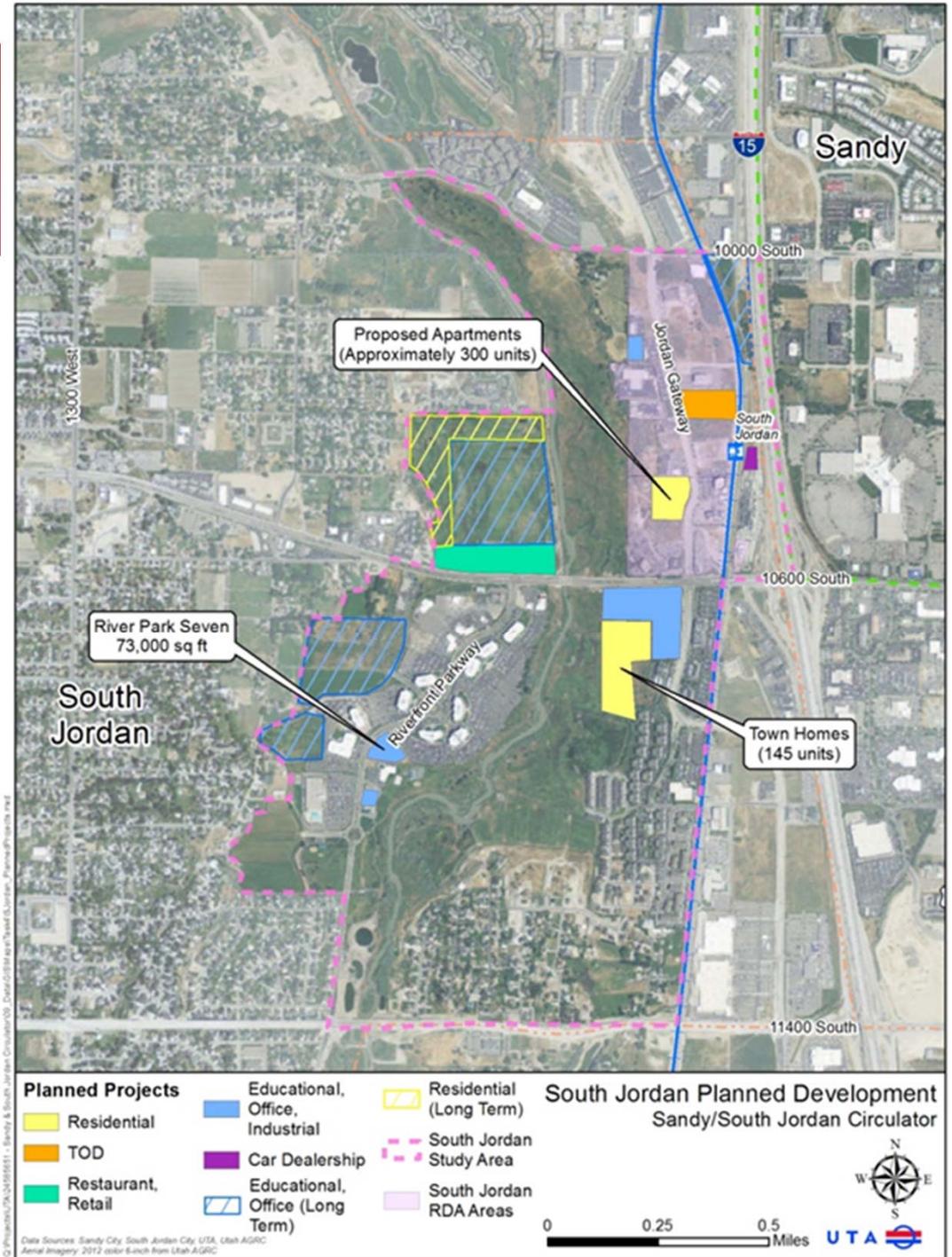
Alternatives Development



Key Tenets

- Try not to do too much with any one alternative
- Keep mode in mind
- Avoid steep slope for steel wheel alternatives
- Coverage vs. focused-higher frequency service – The routing should vary among alternatives to test potential ridership from coverage based operating plans versus more direct service connecting key activity centers
- Test exchange of trips between cities
- Connect to the FrontRunner and TRAX

Trip Generators



Alternative Development – Special Generators



Rio Tinto Stadium

- Soccer game capacity of 20,000 – 25 games per year
- Concert capacity of 25,000

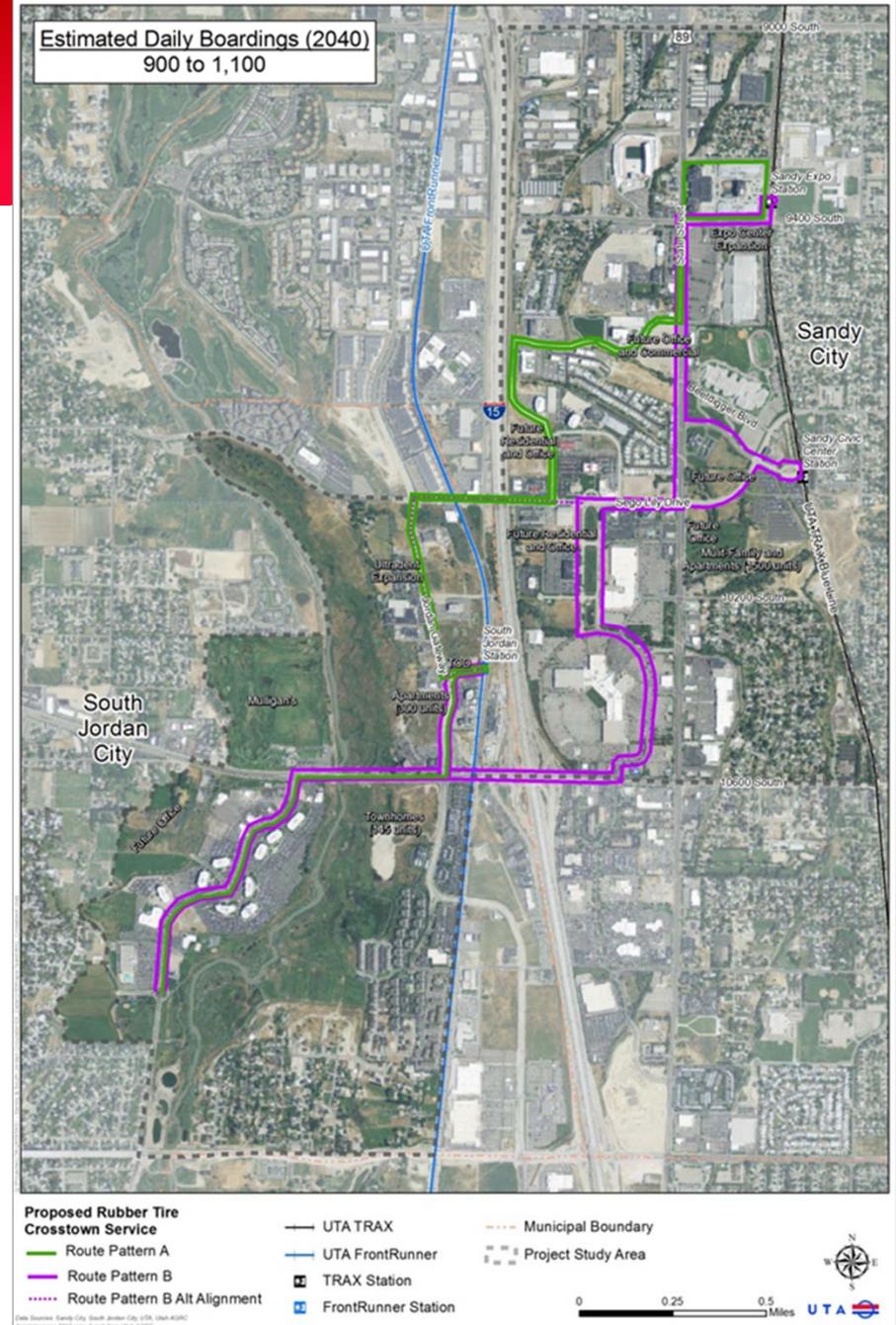
South Towne Exposition Center

- 243,000 sf of exposition space
- 15,000 sf of meeting room space
- 229 events per year
- 17 “large event” per year (3 exhibit halls or more)
- Annual attendance of 786,900
- Annual attendance of “large events” of 409,450

Alternative 2 - Bus

- Bus option with two route patterns serving:
 - Sandy Expo Center - Northeast Village
 - Sandy Center Station
 - FrontRunner
 - RiverPark Corporate Center
- Focuses service on exchange between Sandy and South Jordan
- Very direct service from regional rail to major destinations

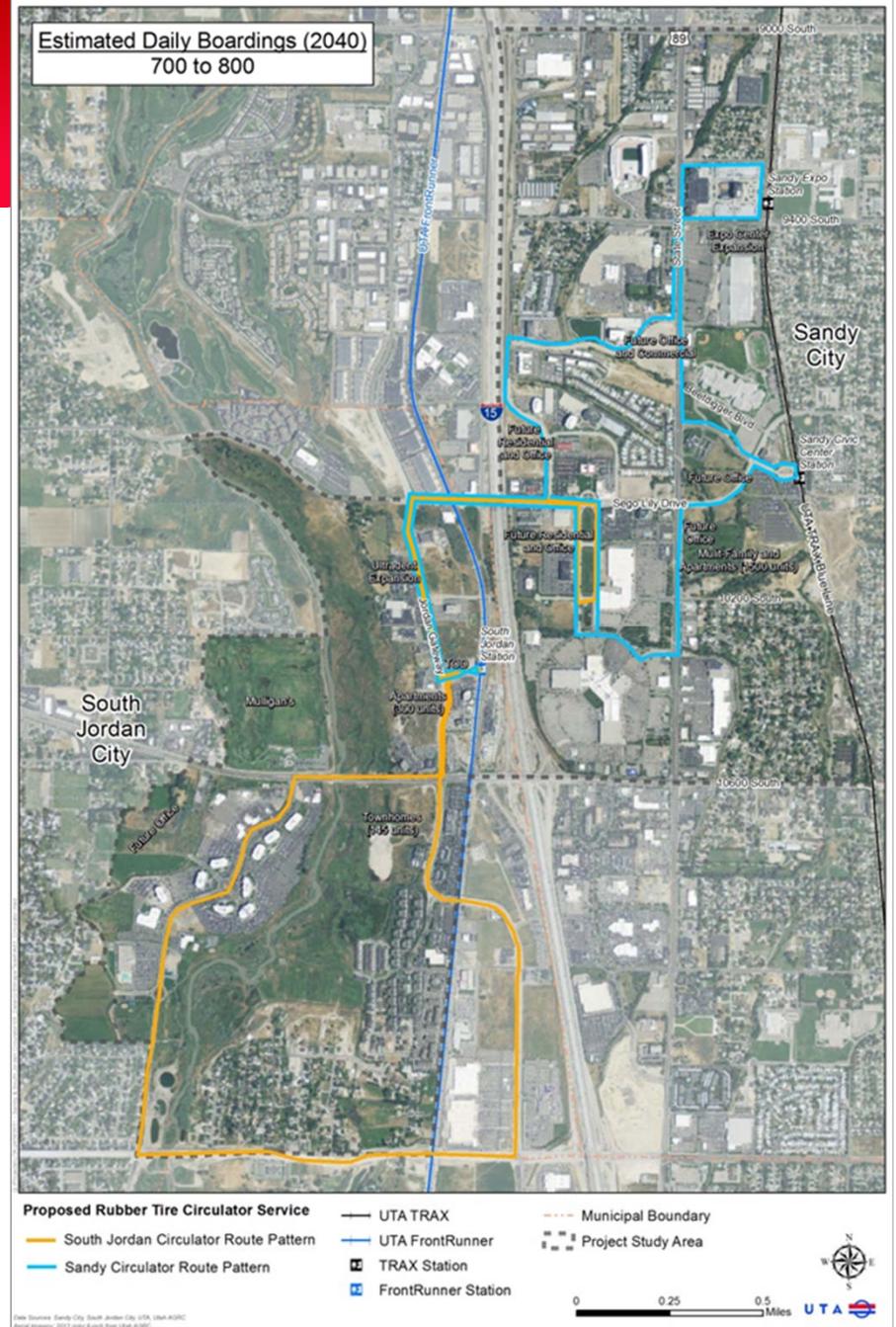
Sandy/South Jordan Circulator Study Alternative 2 - Rubber Tire Crosstown Service



Alternative 3 - Bus

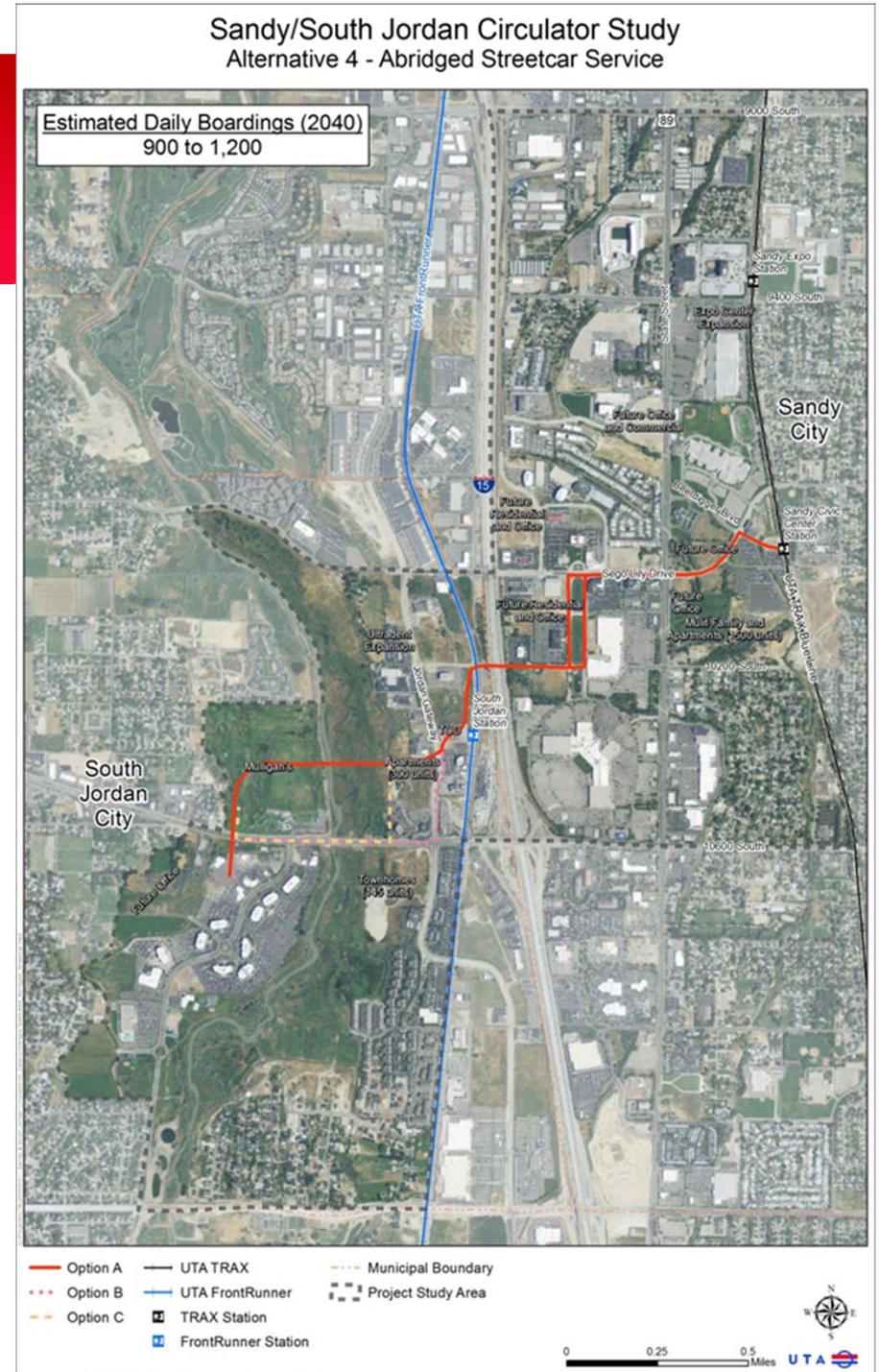
- Bus/Trolley option with two route patterns serving:
 - Sandy Expo Center – Northeast Village
 - Sandy Civic Center Station
 - FrontRunner
 - Monroe Street
 - 11400 South
 - RiverPark Corporate Center
- Focuses service on study area coverage
- Loops would be served in both directions

Sandy/South Jordan Circulator Study Alternative 3 - Rubber Tire Circulator Service



Alternative 4 - Streetcar

- Streetcar option serving:
 - Sandy Civic Center Station
 - Sandy Center
 - Crosses I-15 at 10200 South
 - FrontRunner
 - RiverPark Corporate Center
- Direct service from regional rail
- Could be extended to Northeast Village
- Alignment options in South Jordan related to Mulligan's redevelopment



Alternative Evaluation Criteria



- Existing development and trip generators
- Potential for development
- Integration with existing/future bus service
- Ridership
- Annualized operating and capital costs
- Stakeholder Input

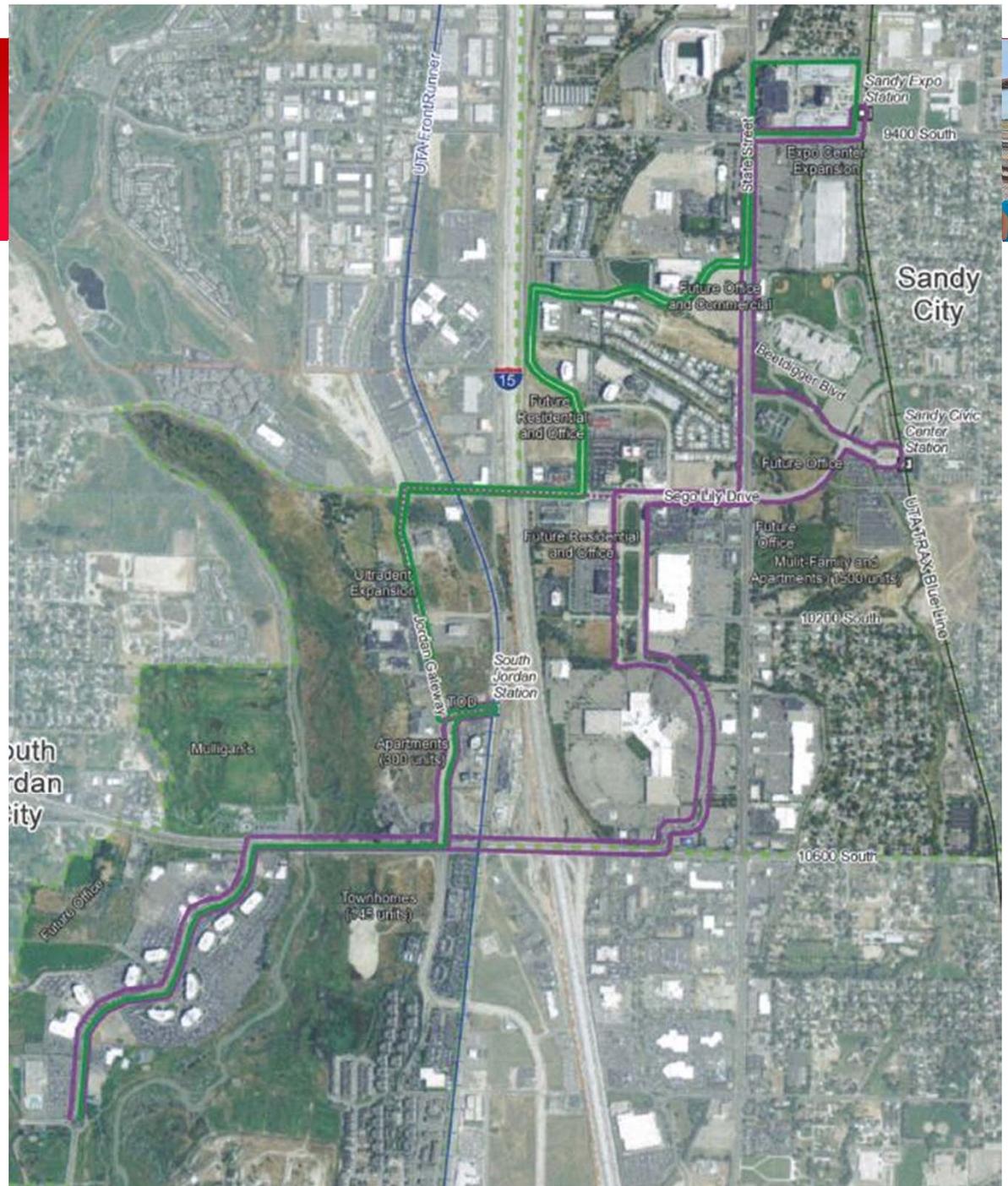
Overall Evaluation



Criteria	Alt. 1	Alt. 2	Alt. 3	Alt. 4
Existing Development and Trip Generators	2	3	4	1
Planned Development	3	3	3	1
Integration with Existing and Future Transit	2.5	2.5	1	4
Ridership	4	2.5	1	2.5
Annualized Costs Score Score	1.5	4	1.5	3
Overall Score - w/o Stakeholder Input	13	15	10.5	12

Alternative 2

Preferred Bus
Alternative



Service Assumptions and Operating Characteristics



- Assumed seven days per week service
- 15-minute frequencies all day
- All alternatives average 13 mph based on model runs – includes station dwell and intersection delays
- Standard layover and recovery times
- Vehicle capital costs based on calculated peak requirement and spares

Conceptual Capital Costs



Alternative	Total Length (miles)	ROM Segment Costs	# Stops	ROM Stop Cost	Fleet Size	ROM Vehicle Cost	Total ROM
Alternative 1 -	3.5	\$160 M	11	\$2 M	5	\$22 M	\$184 M
Alternative 2 - Bus	8.7	\$9 M	19	\$4 M	11	\$7 M	\$20 M

Annualized Cost



Alternative	Annual O&M	Annualized Capital	Total Annualized
Alternative 1 - Streetcar	\$4 M	\$14 M	\$18 M
Alternative 2 - Bus	\$7 M	\$2 M	\$9 M

- Annualized capital cost spreads costs over the life cycle of infrastructure and vehicles
- Guideway/Stops (35 years)
- Streetcars (25 years)
- Buses (12 years)

Next Steps



- Short Term
 - Preferred Route
 - Land Use changes
 - Service additions
 - Branded circulators
 - Special event circulators
- Medium Term
 - NEPA (environmental documentation)
 - Funding
 - Local, federal
 - Land use policy changes
- Long Term
 - Major Transit Capital Investment





Questions?

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Sandy Civic Center TOD

