

SOUTH JORDAN CITY  
CITY COUNCIL SPECIAL STUDY MEETING  
OAK CONFERENCE ROOM

February 21, 2017

**Present:** Mayor David Alvord, Council Member Don Shelton, Council Member Patrick Harris, Council Member Brad Marlor, Council Member Tamara Zander, Council Member Chris Rogers, CM Gary Whatcott, COS Paul Cunningham, Police Chief Jeff Carr, Fire Chief Andy Butler, Administrative Services Director Dustin Lewis, City Attorney Ryan Loose, City Commerce Director Brian Preece, Finance Director Sunil Naidu, Development Services Director Brad Klavano, IT Director Jon Day, Deputy Recorder Cindy Valdez.

**Others:** See Attachment A

STUDY SESSION – 12:00 PM

Mayor Pro Tem Shelton welcomed everyone present and noted that Mayor Alvord is on his way, so I will serve as Mayor Pro Tem until he arrives.

A. Invocation: By *Council Member Patrick Harris*

Invocation was given by Council Member Patrick Harris

Mayor Alvord Arrived to the meeting.

B. Council Packet Review (*Calendaring, Topics, Future Agenda Items*)

G. Consent Items:

1. Rocket Express Car Wash Exception to Sign Ordinance. (*By City Planner Schindler*)

City Planner Greg Schindler said there is a Rocket Express Car Wash that wants to construct on 11400 S. Redwood Road on the corner. We have worked it out so that most things meet our code, but there are (3) specific types of signs that do not meet the code. One of the signs is a menu board and it has the menu of what types of carwashes they offer. Most of the signs are 6ft. in height and 42sq.ft in area, but the sign that they are proposing is 8ft.tall and it is in the shape of a rocket. The tip of the rocket is what makes it go up to 8ft., and the overall area of the sign is only about 24sq.ft. This particular sign is not designed to be seen from the street because it will be on the interior of the property. The second sign is an electronic message board sign. This type of sign is not allowed as a wall sign on a building, it would have to be part of a pylon, or a monument sign. It is also a rather large sign, it is a 15ft. x 7ft., and they would not be allowed to have a pylon, or a monument sign this large on their property. The side of the building is over 5,000sq.ft.of area and it does not even come within 5% of the allowable amount for a sign, so we are recommending approval of this sign.

Council Member Harris said if it were on a pylon it would be allowed.

City Planner Schindler said they could not have a pylon in this zone because they are prohibited, but if it was on a monument they would be limited to the size of sign but they could put it on a monument.

Council Member Zander said I would like some clarification on this. The square footage meets our code, but because it would be attached to the building it does not meet the code, is that correct.

City Planner Schindler said yes that is correct.

City Planner Schindler said the third sign they are wanting is a monument sign. I think everything looks fine with that, except they want to have signage on the base and you normally do not put signage on a base.

Council Member Harris said is there a reason that we do not want signage on the base, or is that just a technicality.

City Planner Schindler said it increases the area of the sign beyond the boundaries.

Council Member Marlor said in the years that I have been on the City Council, it is easier to make an exception than it is to change the rules every time you have new technology.

Council Member Zander said is staff recommending approval on this?

City Planner Schindler said we are recommending approval on (3) of them, and the ones that we told them we would not give a recommendation, they have changed.

City Council Member Zander said I do not mind (2) of these signs, but one of them just seems really busy and cluttered, but that is my opinion.

City Planner Schindler said I think aesthetically this is going to be busy because it has rockets all the way around it that have a metal changing material. In your City Council Packet Planner Mann has put all of the proposed examples of the signs in there for you to view. We were also told that this location in South Jordan would be the longest carwash in the world.

Council Member Zander said I am not ok with this. In my opinion, I think this is just too busy and I do not want the corner of 11400 S. Redwood Rd to look like the location on 7200 S in Midvale.

Council Member Harris said I am ok with the first and the second sign, but I have to agree with Council Member Zander I do not like the last one.

CM Whatcott said at tonight's meeting you could make a motion to approve the other consent items, and then pull the first item to have a discussion.

2. Resolution R2017-15, authorizing the Mayor to enter into an Inter-local Agreement with Salt Lake County to receive the services of the Salt Lake County Election Division during the 2017 Primary and General Municipal Elections and an entirely Absentee Ballot (Vote-By-Mail) Election. (*By Anna West*)

CM Whatcott said basically, this resolution is to approve the fees we pay for the elections.

3. Resolution R2017-16, revising City-Wide-Policies 100-01,200-03,200-04,200-06,200-08,200-10, and 200-12. (By COS Paul Cunningham)

COS Cunningham said these are all just technical changes, there will be no subsidy changes; we will just leave them up to date.

C. Staff Item: Roof Pitch Design. (By City Planner, Greg Schindler)

CM Whatcott said sometime last fall we had a request to look at roof pitches and concrete buildings, and so you all took a vote not to deal with concrete building, so that is not on the agenda because you already said no to that, but the roof pitch design is what you will be reviewing. The Planning Department has done some research on roof pitches and they have some recommendations for you today.

City Planner Greg Schindler reviewed a presentation on roof pitches. (Attachment B)

Council Member Zander said does staff have any concerns about the fact that we get snow and there is no place for the moisture to escape with a flat roof?

City Planner Schindler said a flat roof is not completely flat, there is some pitch to the roof so it can drain, and they use materials that are strong enough to support the snow. We do not get many requests for flat roofs; we get maybe 2 or 3 a year. We do have flat roofs in Daybreak, but flat roofs are allowed there.

Mayor Alvord said are there any energy efficiency issues with the pitched roof versus a flat roof.

City Planner Schindler said I am not aware of any.

Council Member Shelton said are you getting many requests for flatter roofs.

City Planner Schindler said not too many. They seem to be in the high-end homes with custom designs.

CM Whatcott said many cities do not have an Architectural Review Committee, but our City has an Architectural Review Committee that everything goes through. If you feel confident that they are doing their work, to me it does not matter what the roof pitch is as long as the design is done well, and they are using quality materials, and it looks good. At this time we are just looking for your feedback on if you would like any changes made to the code.

City Planner Schindler said right now if anyone wants a flat roof, you would need to go to a hearing officer for approval for anything less than 5/12 roof pitch.

City Attorney Loose said the hearing officer's digression would be for them to show a hardship, so I cannot imagine very many circumstances where the hearing officer would grant it.

City Planner Schindler said staff does have some concerns with changing it, because if there is not a minimum and somebody wants to come into an existing neighborhood and put in a flat roof, there may be complaints from the neighbors. Other Cities have a list of things they can, and cannot do if they want a flat roof, so we could look at it that way to.

Council Member Harris said have you heard of any complaints in Daybreak with the flat roofs leaking?

City Planner Schindler said I have not heard of any personally.

Council Member Zander said I have heard of many people in Daybreak that are not happy with the flat roof because they do leak.

Council Member Harris said I think we are going to get a percentage of these flat roofs that are not constructed correctly, and we will get a number of them that are constructed correctly, but these are going to need maintenance over time. I am ok with reducing the pitch, but I do not know if I want to go with a flat roof personally.

Council Member Marlor said I am in an office condominium building with a standard pitch roof of 7/12, but we do have one flat area where the air conditioners are and that is the only area that leaks. It is a 10-year-old building and we have had problems with it every year.

Council Member Harris said the insurance company that I work for considers a flat roof to have a higher exposure than a pitched roof, and this just a fact. When they send out inspectors when we are insuring a building, especially if it is an older building they want to get the inspectors on the roof as soon as possible because they know how problematic a flat roof can be.

Council Member Zander said at the end of the day if we give the owner the option to choose and they have poor quality, shame on the builder, and the inspector, but it will devalue the neighborhood if we have a consistent problem with a flat roof that leaks.

Council Member Marlor said I am good with the 3/12 roof pitch.

Council Member Harris said I am with Council Member Marlor, I think the 3/12 roof pitch is good.

Council Member Zander said I think the 3/12 roof pitch is good.

Mayor Alvord said the 3/12 does give it a slight pitch. It looks like everyone is ok with the 3/12 so lets move forward with that.

D. Discussion Item: Council Input into Housing Report. *(By Jake Warner)*

Planner Jake Warner reviewed Biennial Housing Report (Attachment C & D)

Planner Warner said our plan is to have a discussion today for me to bring back a resolution with a written report to the City Council for approval, but to write that report we wanted some input from the Council. We are not adopting a new plan, or establishing a new policy, we are reviewing the plan that we already have in place, and then we have to submit a report to the state on how we are implementing our plan. The summary is a way for the Council and the Mayor to provide input, you can rank the goals, express support for the goals with the stickers provided, or you can provide a written comment in the space provided.

City Attorney Loose said the Legal Department is drafting a Development Agreement that will soon be submitted to the Council for approval. This development agreement is with the RDA Board, which is you the Council wearing another hat, and you the City Council, which is you wearing that hat. It is in the process of coming to you soon.

Planner Warner said I know that in your budget discussions there has been discussion about updating the General Plan, so with that, I would recommend that we update our housing plan too We have also

scheduled a discussion in the CC Study Session in a couple of weeks to talk about the right locations for higher density projects.

Mayor Alvord said would the sticker process be a good way to get back to you.

Planner Warner said you can do it by stickers, written comments, or emails would be helpful.

CM Whatcott said we can reconvene once Planner Warner receives your feedback, and we can schedule a meeting to come back and talk about it some more. The timing might be right to look at it again when we have our meeting on Tuesday March 21, 2017. We have that entire meeting scheduled for planning, and I think that might be a good time to bring these sheets back and have a discussion.

Planner Warner said we do have this scheduled to come back as an agenda item in April, so if I could get you feedback by mid-March that would be great. This is not a high priority so if that date needs to change it is not set in stone.

E. Discussion Item: Y2 Analytics Presentation on Fitness Center/Pool Survey. (Attachment E.)

Kyrene Gibb with Y2 Analytics reviewed presentation (South Jordan 2017 Survey – Aquatic Center Expansion Viability)

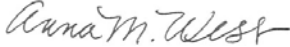
Ms. Gibb said we conducted a basic viability study survey to explore some options for expanding the South Jordan Aquatic Center. I know we are limited on time so, I will give you a brief overview of the survey.

ADJOURNMENT

**Council Member Shelton made a motion to adjourn. Council Member Marlor seconded the motion. The vote was unanimous in favor.**

The February 21, 2017 City Council Special Study meeting adjourned at 1:40 p.m.

**This is a true and correct copy of the February 21, 2017 Council Study Meeting minutes, which were approved on March 7, 2017.**

  
**South Jordan City Recorder**





10/12 Primary Roof Pitch



8/12 Primary Roof Pitch





7/12 Primary Roof Pitch



6/12 Primary Roof Pitch



5/12 Primary Roof Pitch



4/12 Primary Roof Pitch



Combination 4/12 Shed Style + Flat Roof Pitch



Combination 3/12 + Flat Roof Pitch



Flat Primary Roof Pitch

<b>CITY</b>	<b>ROOF PITCH REQUIREMENT</b>
West Jordan	None
Riverton	2.5/12
Sandy	None
Bluffdale	None
Draper	None
Farmington	3/12
Taylorsville	None
Cottonwood Heights	None
Murray	None

























# BIENNIAL HOUSING REPORT

**City Council  
Study Session**

**Feb. 21, 2017**

# STATE REQUIREMENTS

1. Moderate income housing plan (10-9a-403(2))
2. Biennial City Council Review (§10-9a-408)

# STATE REQUIREMENTS: HOUSING PLAN

1. Moderate income housing plan (§10-9a-403(2))
  1. Provide a realistic opportunity to meet estimated needs of people desiring to live there.
  2. Facilitate reasonable opportunity for a variety of housing.
  3. Allow people to benefit from and participate fully in all aspects of the community.

# STATE REQUIREMENTS: BIENNIAL REVIEW

## **2. Biennial City Council Review (§10-9a-408)**

- 1. Review the Plan and its implementation.**
- 2. Submit a report**
  - 1. Efforts to reduce, mitigate, or eliminate regulatory barriers.**
  - 2. Actions to encourage preservation of existing housing and development of new.**
  - 3. Progress made to provide new as measured in permits.**
  - 4. Efforts to coordinate with neighboring municipalities.**

# MODERATE INCOME HOUSING

## Moderate Income Household

**<\$59,050**

**80% of the area median income (AMI)**

*(HUD, 4/13/16, 4-person HH)*

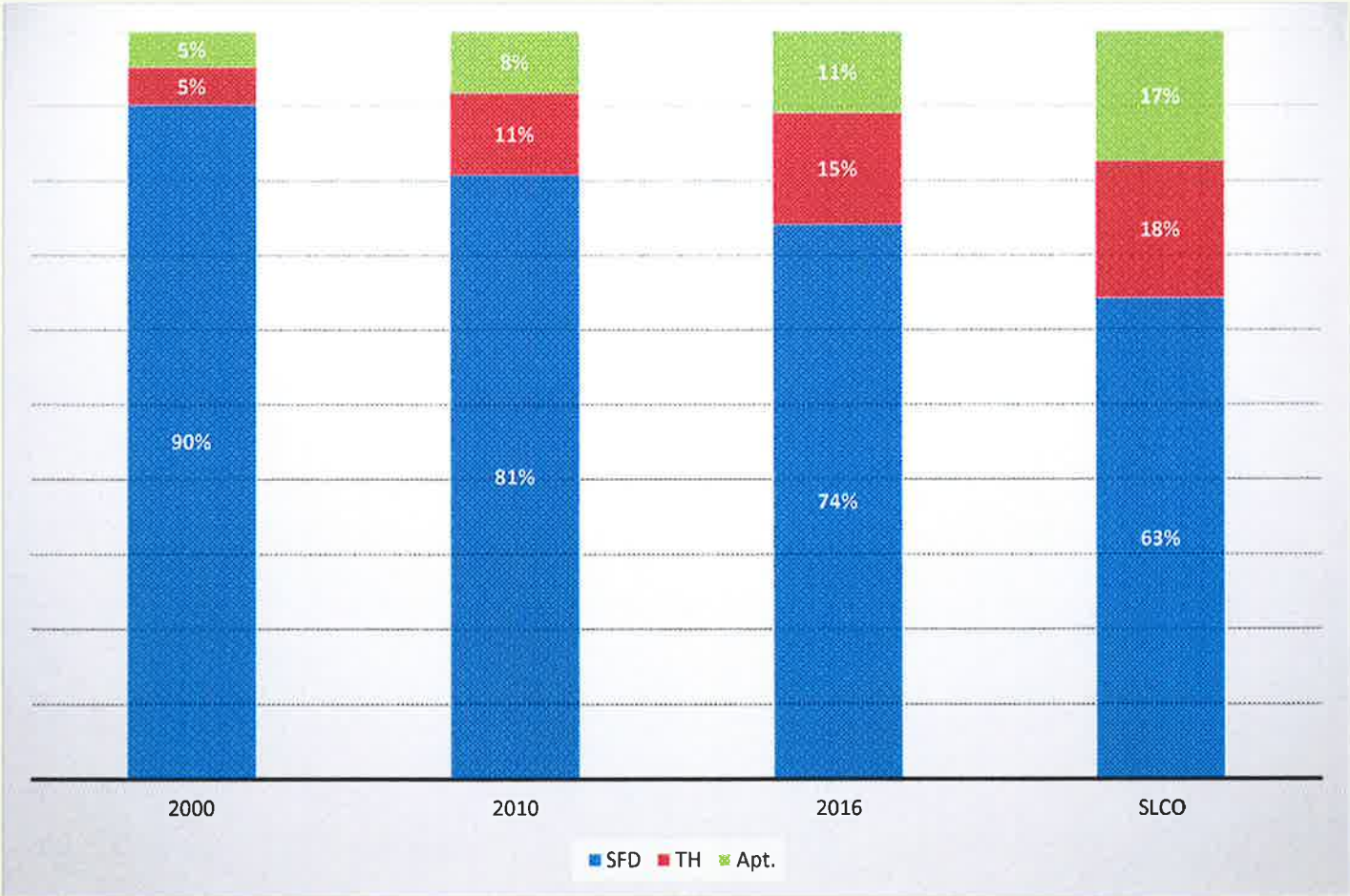
## Moderate Income Housing Unit

**<\$256,000**

**Housing expenses <30% of income.**

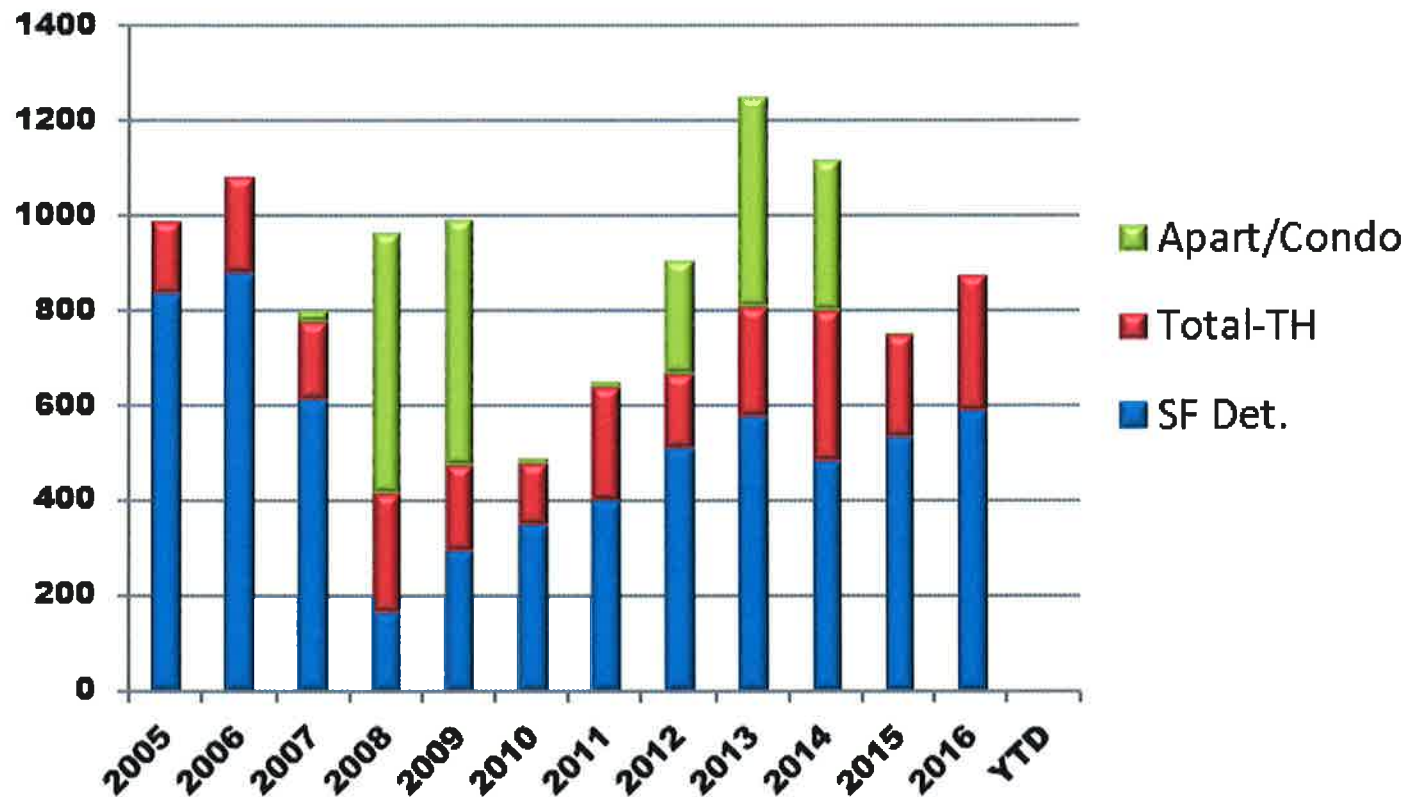
*(CDC, 2/6/17)*

# HOUSING SHARE BY TYPE



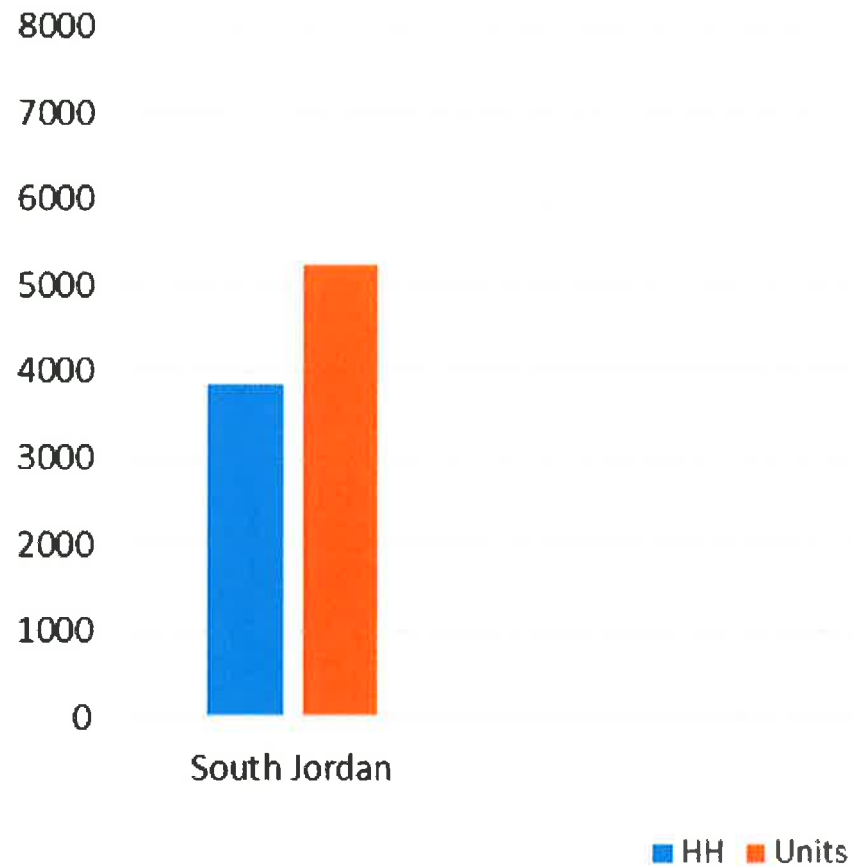


# ANNUAL PERMITS BY TYPE

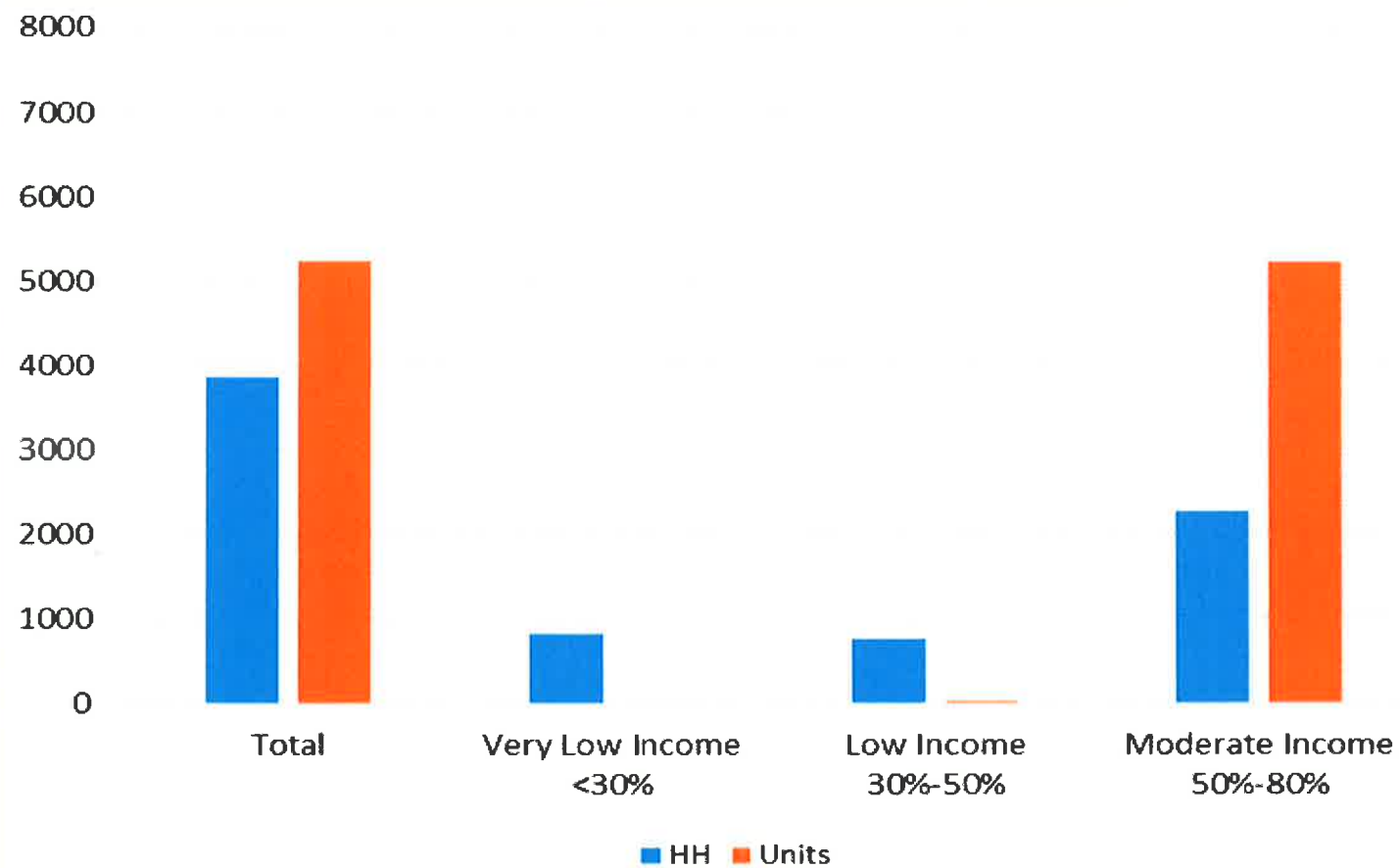


Source: South Jordan City Development Services Department

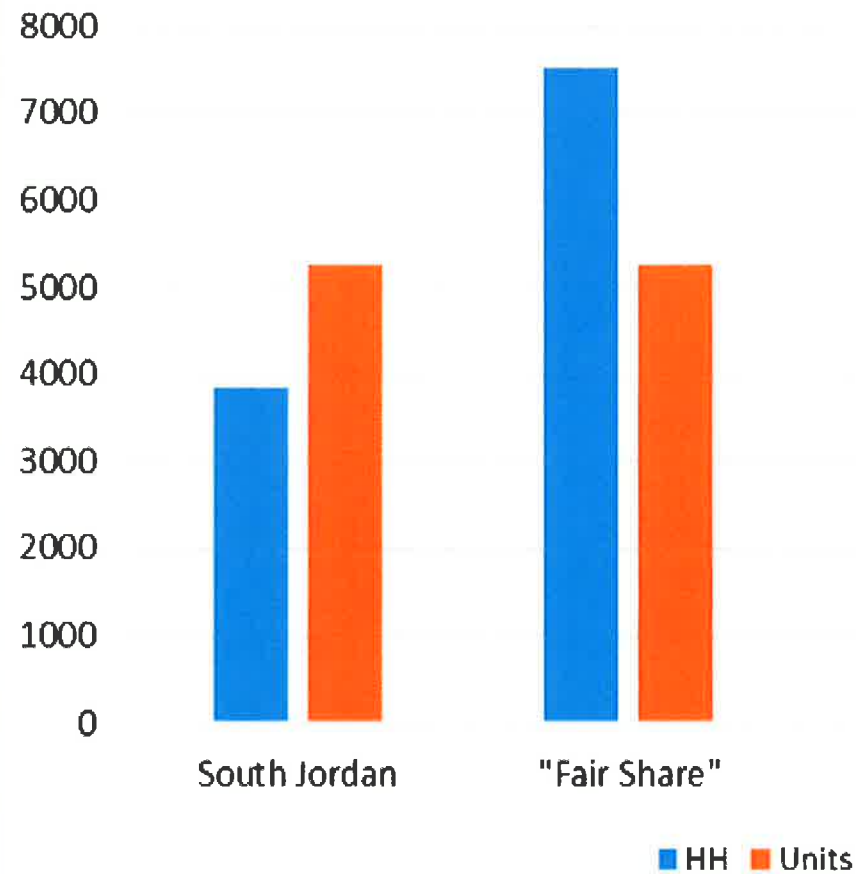
# MODERATE INCOME: HOUSEHOLDS VS. HOUSING UNITS



# HOUSEHOLDS AND HOUSING UNITS: INCOME LEVELS

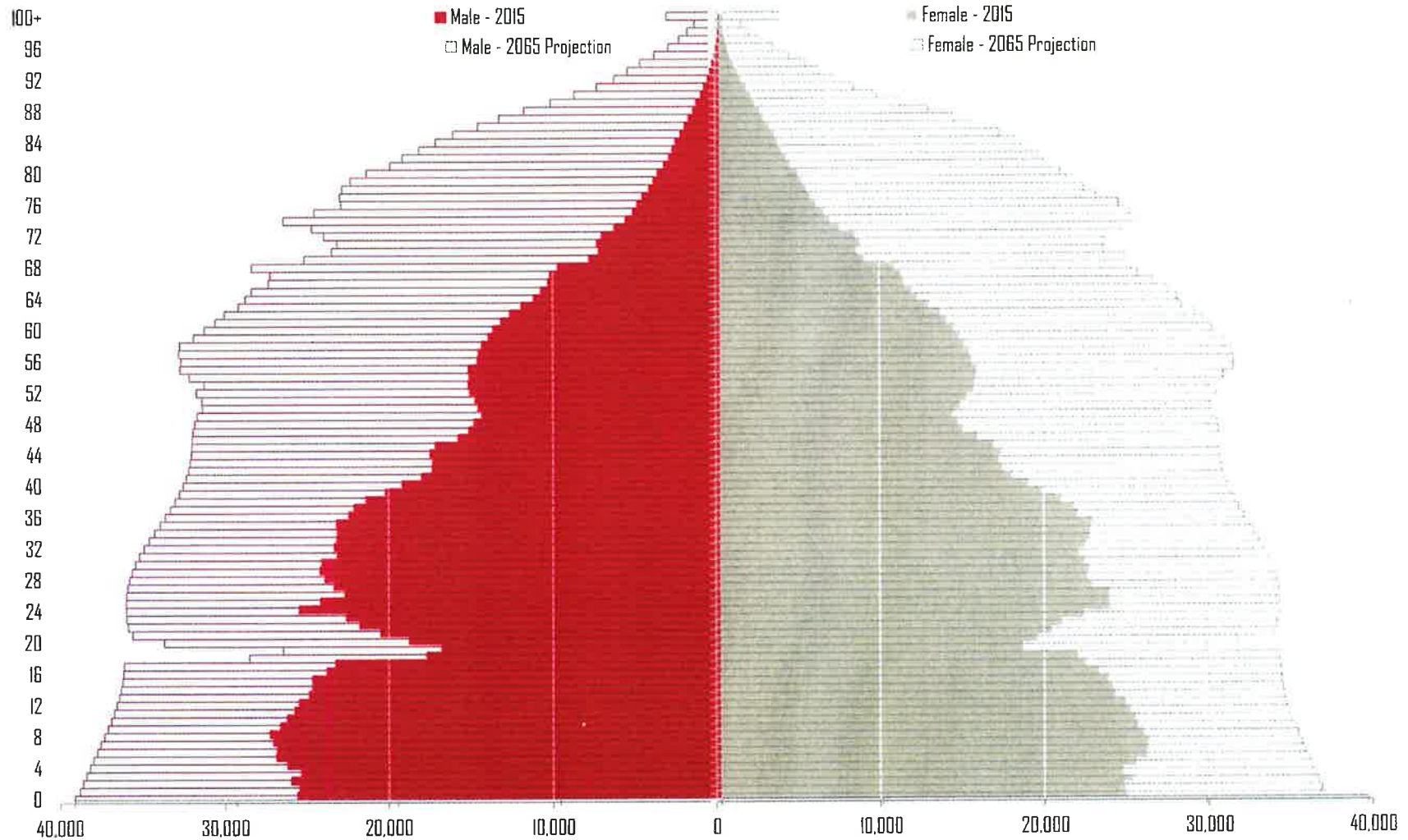


# HOUSEHOLDS AND HOUSING: "FAIR SHARE"





# Utah Population Pyramid: 2015 & 2065



# 2014 HOUSING NEEDS STUDY: NEEDS/GAPS

- Affordable rentals for larger families
- Assistance in achieving home ownership
- Maintenance of existing supply
- Focus on <50% AMI households

# 2014 HOUSING NEEDS STUDY: GOALS

- **Goal 1:** Encourage development of affordable housing, focusing on transit stops and significant transportation corridors.
- **Goal 2:** Encourage energy efficient housing that reduces resident costs.
- **Goal 3:** Support housing needs for special needs residents.
- **Goal 4:** Eliminate barriers to affordable and Fair Housing.
- **Goal 5:** Work with UTA to improve and increase bus routes.
- **Goal 6:** Maintain existing housing stock appeal and quality.



# ACTIONS TAKEN

- Trust fund donations
- CDBG Program
- HOME Consortium
- Daybreak
- Accessory dwelling unit ordinance
- Coordination with UTA-Redwood Road Studies
- Housing developments along I-15, Redwood, Bangerter

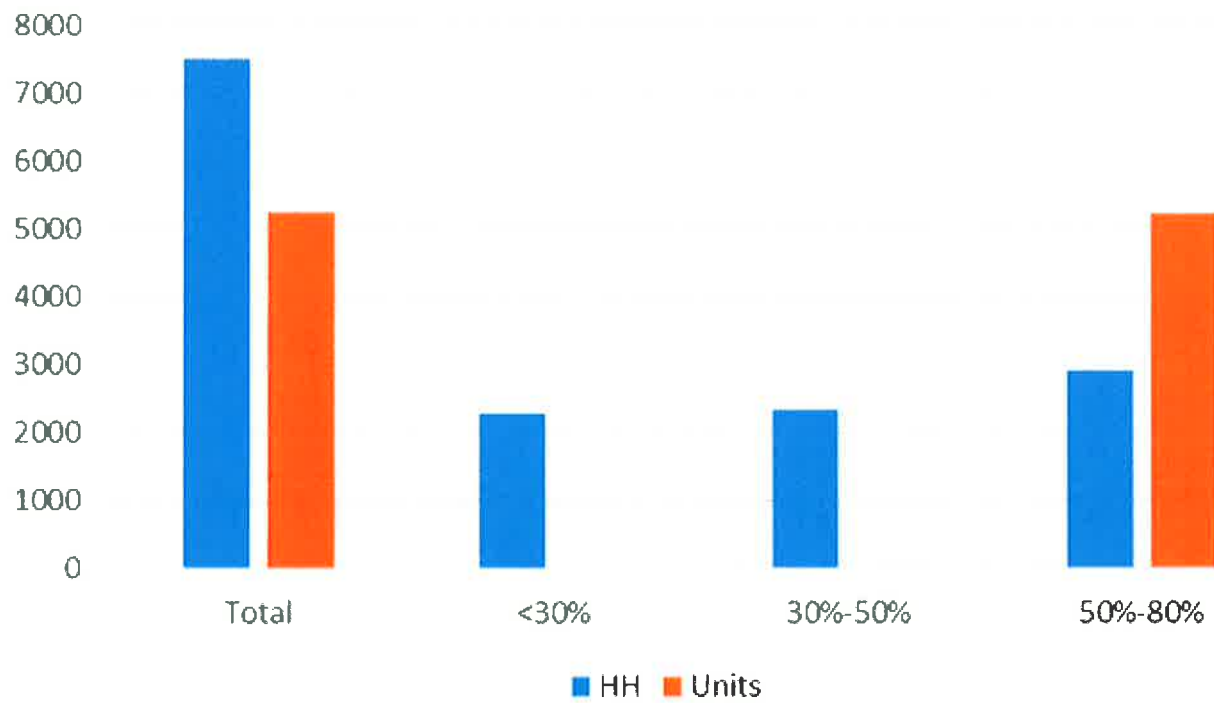


# MOVING FORWARD

- Disburse & provide access to “opportunities”
- Housing projects in right locations
- Utilize CDBG & HOME to address needs
- Senior housing project
- Update housing plan/  
general plan



## "Fair Share"



Item D.

# 2014 Housing Needs Study

Feb. 21, 2017

## Goal Implementation Exercise

#	Goals & Action Items	Rank	Push Forward/ Back Off
<b>Goal 1</b>	<b>Encourage development of affordable housing, focusing at transit sites and significant transportation corridors.</b>		
AI 1.1	Identify TOD sites and create CDA's at each site if needed.		
AI 1.2	Identify affordable housing sites along major transportation corridors with access to current bus routes.		
AI 1.3	Provide financial assistance and tools to developers to encourage affordable housing at TOD sites, when appropriate.		
AI 1.4	Engage partners in attracting affordable housing.		
AI 1.5	Assist low-income families to purchase affordable units at TOD or bus routes through a revolving loan fund with down-payment assistance and interest rate buy-downs (or deferred payment loans).		
AI 1.6	Waive fees to reduce construction and maintenance costs, allowing lower rental fees to be more feasible.		
<b>Comments:</b>			

<b>Goal 2</b>	<b>Encourage energy efficient housing that reduces resident costs.</b>		
AI 2.1	Provide incentives for green building, such as grants or loan assistance, to builders and developers on affordable housing projects.		
AI 2.2	Educate homebuilders on federal and state tax credits for energy efficient building.		
AI 2.3	Provide zero interest deferred payment loans for down payments to low-income households seeking an efficient home.		
AI 2.4	Provide loans to multi-family developments to install green features, such as water saving features or solar panels.		
AI 2.5	Waive City fees in return for using green building practices.		
<b>Comments:</b>			

<b>Goal 3</b>	<b>Support housing needs for special needs residents.</b>		
AI 3.1	Maintain CDBG grants to special needs agencies, such as South Valley Sanctuary and Assist.		
AI 3.2	Become involved with the County's HOME Consortium.		
AI 3.3	Continue to encourage the development of affordable senior housing, especially as this is a fast growing population in the City with high needs for affordable housing.		
AI 3.4	If a revolving loan fund is developed with RDA funds, include provisions for disability housing and accessibility modifications.		
<b>Comments:</b>			

<b>Goal 4</b>	<b>Eliminate barriers to affordable and fair housing</b>		
AI 4.1	Review zoning ordinances to re-examine the effectiveness of mixed-use and high density zoning on affordable housing.		
AI 4.2	Examine low-density affordable options and availability, including voucher programs and other possible uses of RDA funding.		
AI 4.3	Provide translation services for City housing assistance and public notices, in addition to special needs accommodations.		
AI 4.4	Provide housing education to low income and protected class families.		
AI 4.5	Use RDA funds to provide advocacy and assistance to minority families in the loan approval process.		
AI 4.6	Cooperate with regional partners in addressing discrimination issues.		
AI 4.7	Provide education to landlords regarding fair housing laws and regulations, especially for single-family and accessory rental units.		
<b>Comments:</b>			

<b>Goal 5</b>	<b>Work with UTA to improve and increase bus routes.</b>		
AI 5.1	Work with UTA to add more bus routes, especially between TRAX and Fronrunner.		
AI 5.2	Work with UTA to promote commercial and residential nodes.		
AI 5.3	Work with UTA to further to continue the develop the circulator study and system.		
<b>Comments:</b>			

<b>Goal 6</b>	<b>Maintain existing housing stock appeal and quality.</b>		
AI 6.1	Maintain design and maintenance standards outlined in the General Plan.		
AI 6.2	Ensure new development is cohesive and integrative to its community.		
<b>Comments:</b>			

**Additional Comments:**

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2-21-17 CC Study Mtg  
Attachment E.



# SOUTH JORDAN 2017 SURVEY

## AQUATIC CENTER EXPANSION VIABILITY



- 
- 1 We surveyed **South Jordan residents** via an online survey sent to our refreshed resident panel which consists of previous panelists and new utilities customers.
  - 2 At a glance, there appears to be **moderate support** for expanding the Fitness and Aquatics Center, but once **costs and bonds** are introduced to the picture **the majority tends to shift toward opposition**.
  - 3 The most popular messages in support of expansion address **the whole community rather than just a niche group of swimmers**.
  - 4 After we test our positive messages, **the ballot swings in favor of the project**. However, the majority of this support is soft, and no negative messages were tested.

## THINGS TO REMEMBER

# **SURVEY METHODOLOGY**

# SURVEY METHODOLOGY



Sampling frame of South Jordan residents consisted of a universe of preexisting citizen panelists refreshed with email addresses from households in the South Jordan utilities accounts.

83%

In total, we emailed 11,588 invitations. 1,992 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 83%.

16%

Of the 9,596 delivered invitations, 1,520 citizens responded by completing online surveys. This results in a response rate of approximately 16% overall. Each email address could respond only once.

+2  
-

1,520 interviews among an estimated adult population of 44k results in a margin of error for the survey of plus or minus 2.42 percentage points. Responses were weighted to better approximate city demographic composition.

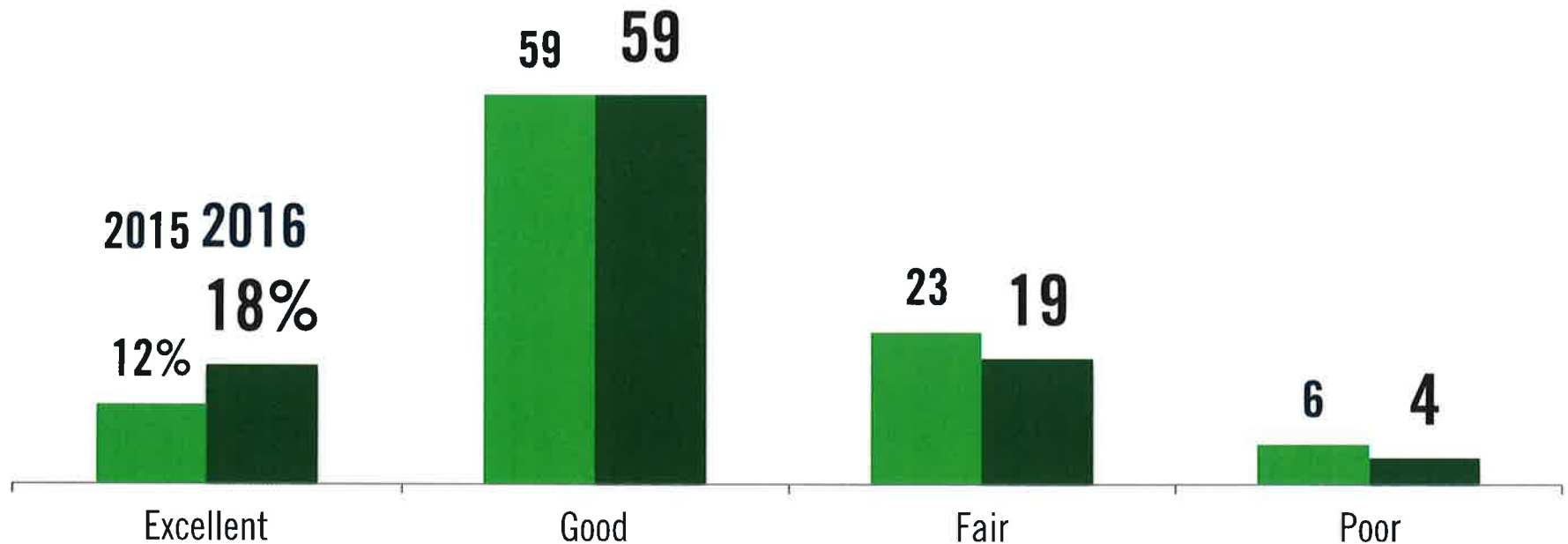


# **CURRENT ENVIRONMENT**

# VALUE FOR TAX DOLLAR

Most respondents are satisfied with the service they receive for their tax dollar in South Jordan.

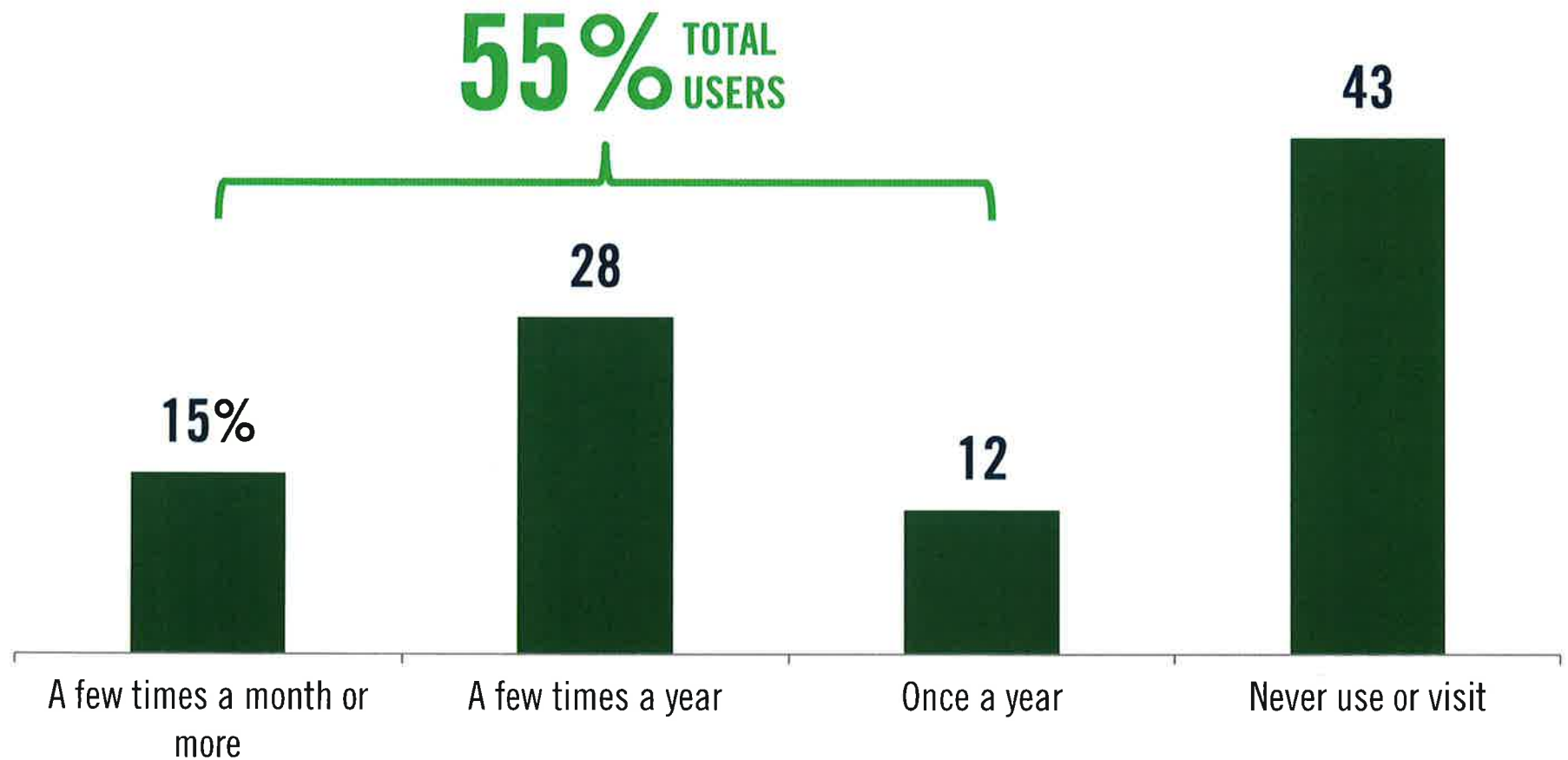
*In general, how do you rate the service you receive from South Jordan for your tax dollar?*



# CURRENT FITNESS & AQUATICS CENTER USE

55% of residents report using the Fitness and Aquatics Center, the bulk of those use it only a few times a year at most.

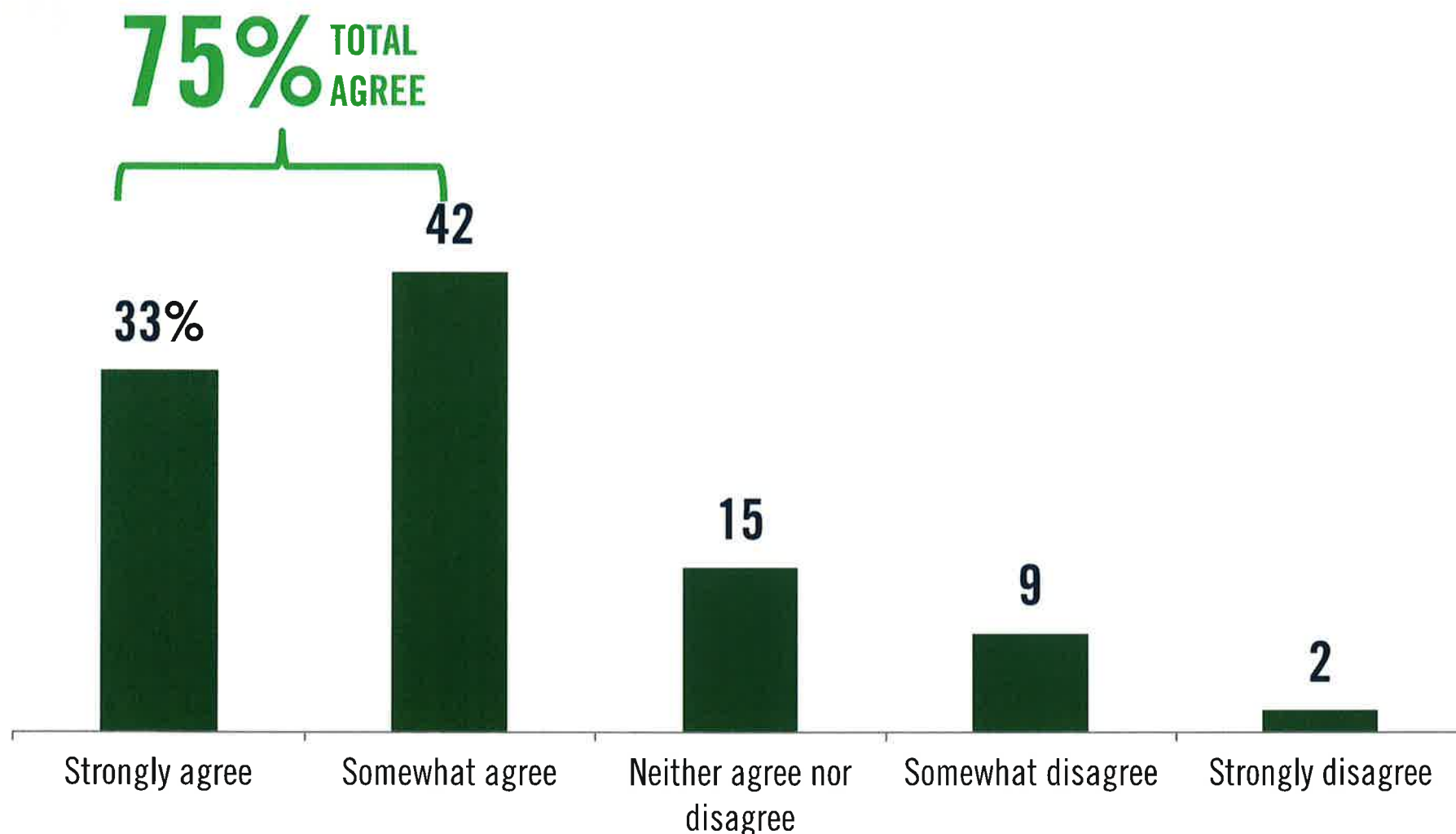
*How often do you or a member of your household use or visit the South Jordan City Fitness and Aquatics Center?*



# CURRENT EVALUATION

Among the 55% of residents who use the Fitness and Aquatics Center, 75% say it currently meets the needs of the community.

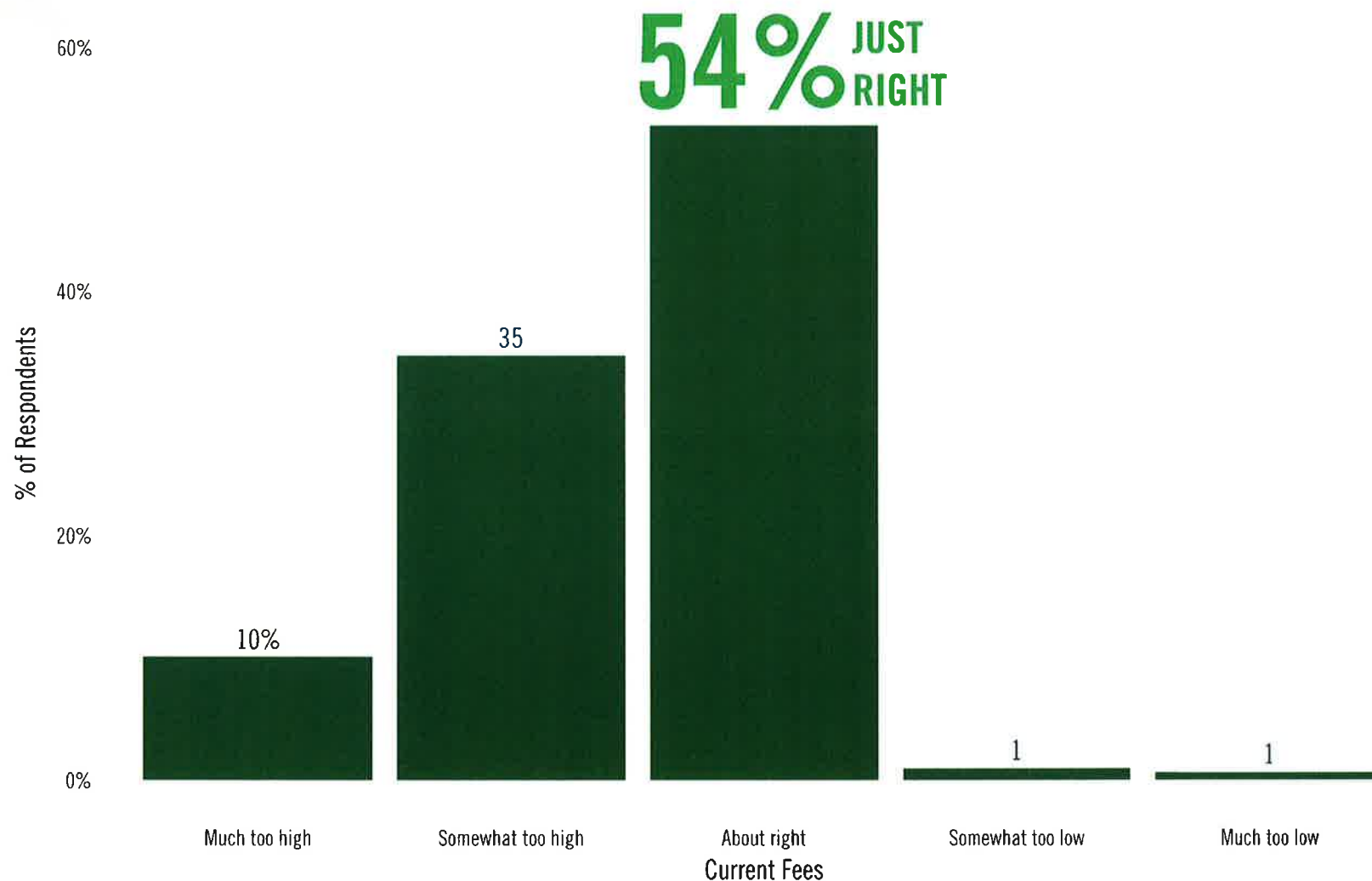
*To what extent do you agree or disagree with the following statement: the South Jordan Fitness and Aquatics Center meets the needs of the community?*



# CURRENT FEES

Among the 55% of residents who use the Fitness and Aquatics Center, 54% say the current fees are appropriate.

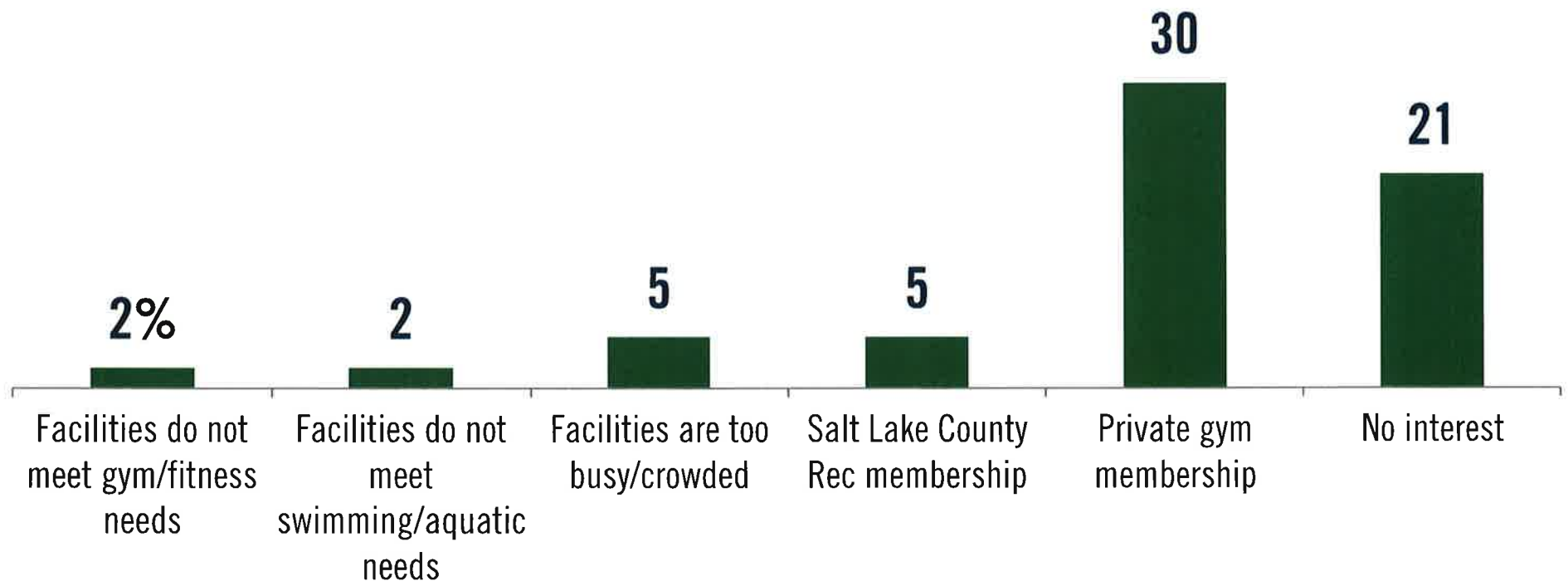
*In your opinion, are the fees associated with using the South Jordan Fitness and Aquatics Center too high, too low, or about right?*



# NON-USERS

Among the 43% of respondents who say they never use the Fitness and Aquatics Center, the most commonly cited reason for not using the facilities was that they had a private gym membership.

*Which of the following reasons best explains why you do not use the South Jordan City Fitness and Aquatics Center?*



# **INITIAL REACTIONS TO EXPANSION**

# FIRST BALLOT

A narrow majority of South Jordan residents initially support the idea of expanding the Fitness and Aquatics Center, but nearly one third want more information before making a decision.

*South Jordan City officials are considering investing in the expansion of the Fitness and Aquatics Center on Redwood Road. Would you support or oppose expanding the South Jordan Fitness and Aquatics Center?*

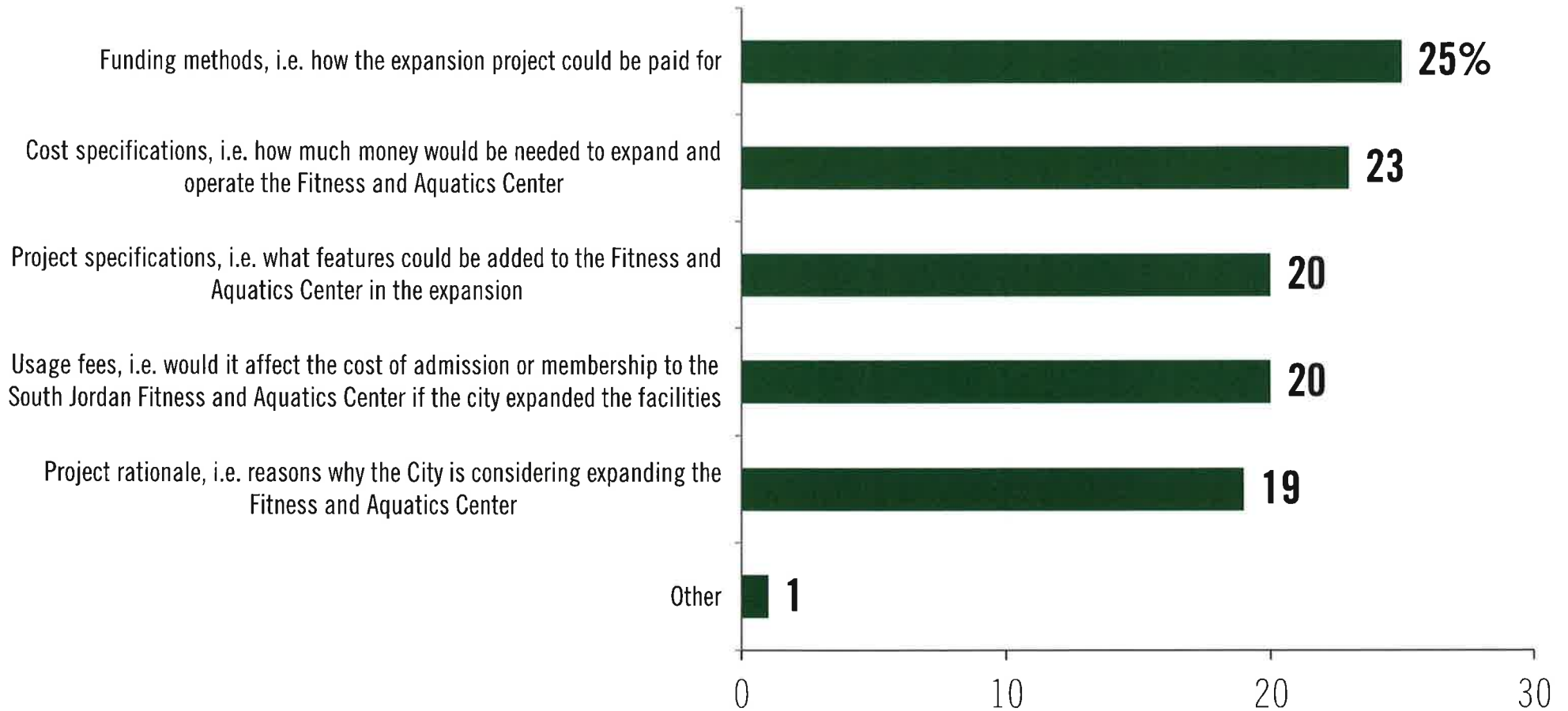




# MORE INFORMATION

Among the 29% of respondents who say they need more information before they could decide whether they support or oppose expanding the Fitness and Aquatics Center, most wanted details about funding methods and project costs.

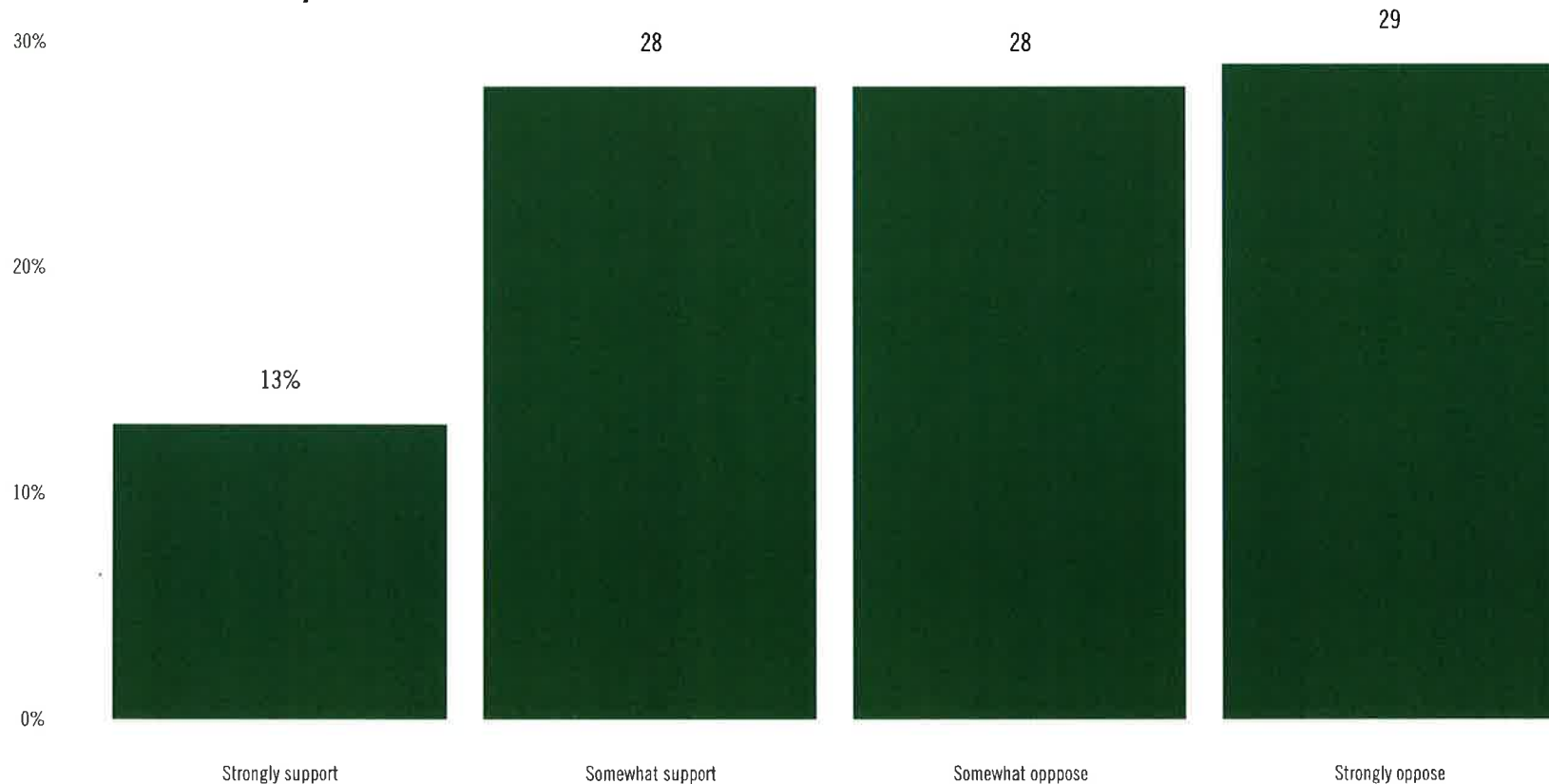
*What additional information would you need to decide whether you would support or oppose the city expanding the South Jordan Fitness and Aquatics Center? Select all that apply.*



# SUPPORT FOR 50-METER POOL

When a few specifications –including costs– are introduced, 57% of residents oppose the idea of a 50-meter pool.

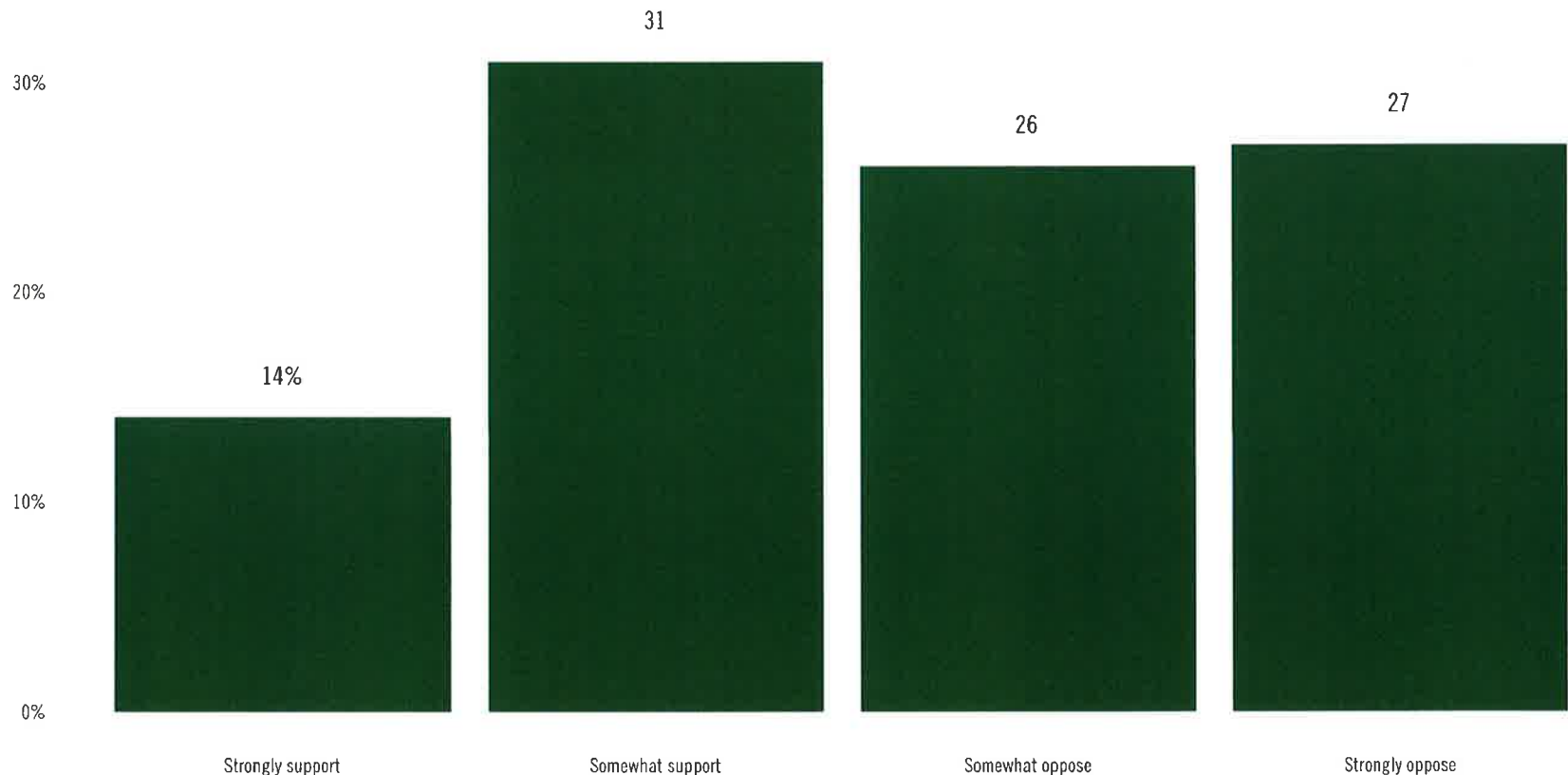
*South Jordan City officials have explored several different plans for the possible expansion of the City Fitness and Aquatics Center. One of these plans would add a 50-meter, or Olympic regulation sized lap pool to additional indoor space, as well as a new outdoor activity pool. The estimated project cost would be about \$20 million with an additional \$1.5 million in annual operating costs, which would likely require an increase in City taxes. Would you support or oppose expanding the South Jordan Fitness and Aquatics Center to include these new amenities?*



# SUPPORT FOR 25-METER POOL

53% of residents oppose the idea of a 25-meter pool.

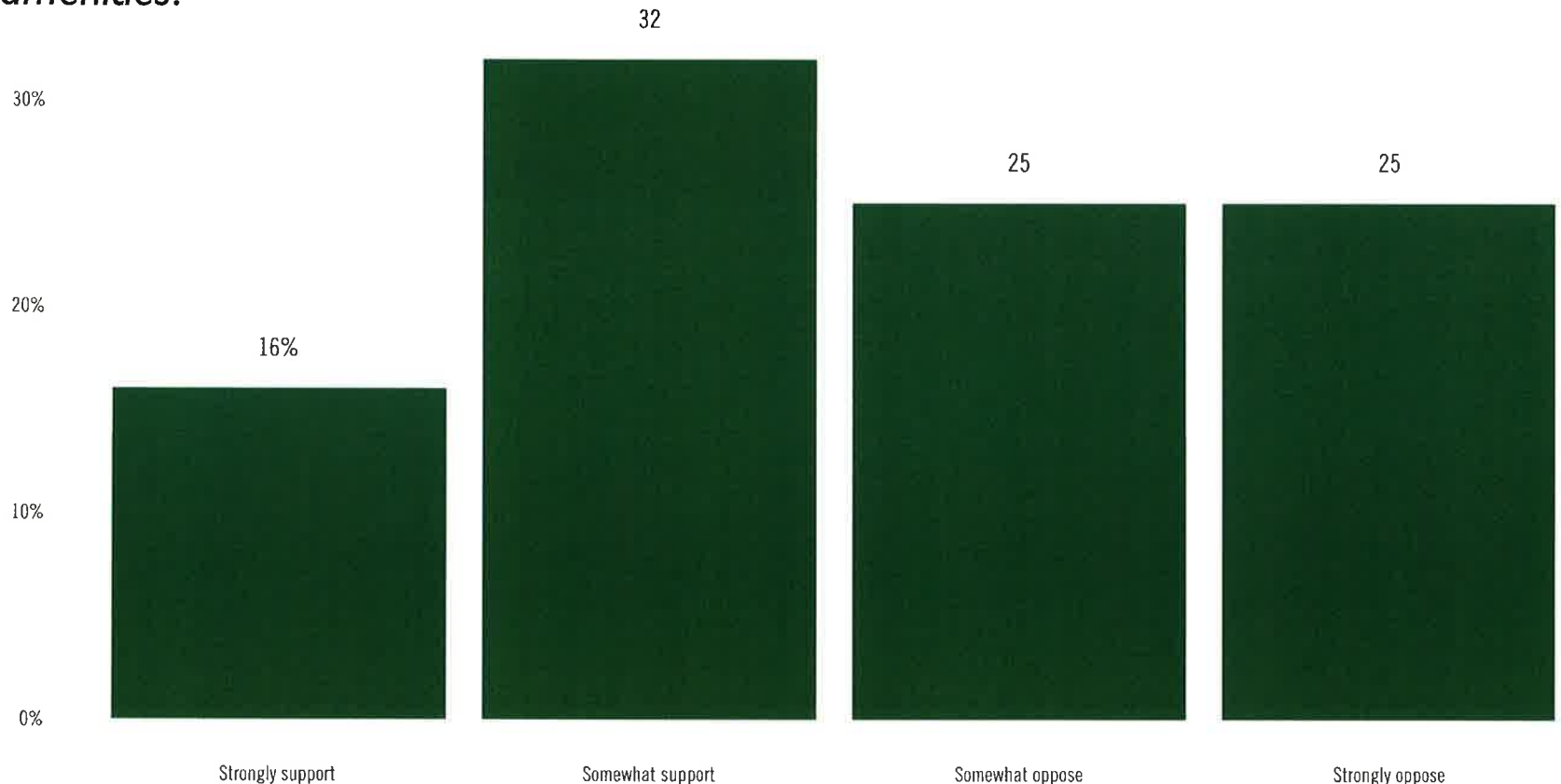
*South Jordan City officials have explored several different plans for the possible expansion of the City Fitness and Aquatics Center. One of these plans would add a 25-meter, or standard high school competition sized lap pool to additional indoor space, as well as a new outdoor activity pool. The estimated project cost would be about \$15 million with an additional \$1.1 million in annual operating costs, which would likely require an increase in City taxes. Would you support or oppose expanding the South Jordan Fitness and Aquatics Center to include these new amenities?*



# SUPPORT FOR OUTDOOR EXPANSION

50% of residents oppose the idea of an outdoor-only expansion.

*Another plan for the possible expansion of the City Fitness and Aquatics Center would add an outdoor 25-meter, or standard high school competition sized lap pool, as well as a new outdoor activity pool, without expanding the current indoor swimming or activity space. The estimated project cost would be about \$3 million with an additional \$500,000 in annual operating costs, which would likely require an increase in City taxes. Would you support or oppose expanding the South Jordan Fitness and Aquatics Center to include these new amenities?*

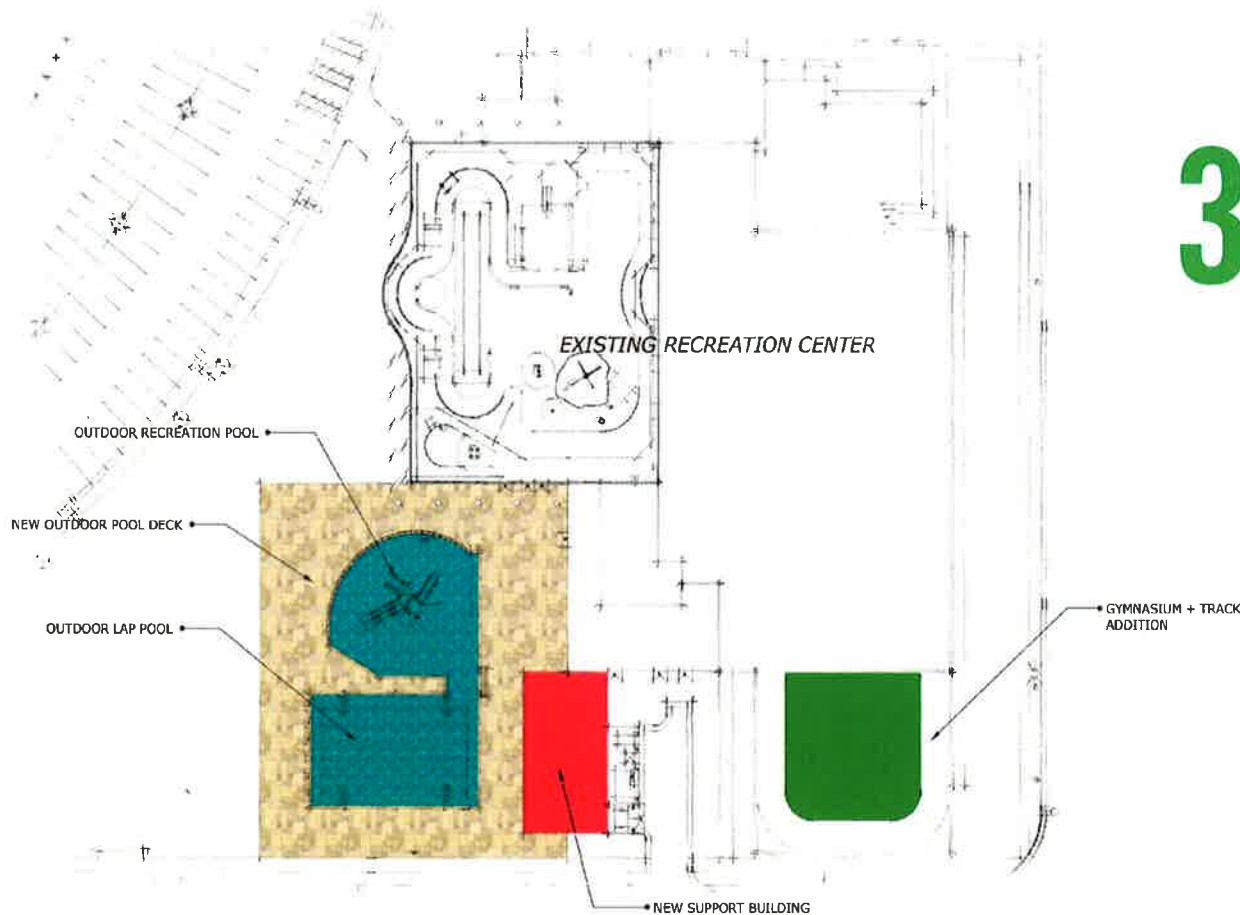


# EXPANSION OPTIONS

# FORCED CHOICE

When the three options are stacked up against one another, 34% of residents preferred the “outdoor only” expansion option.

Next you will see a set of images of proposed plans for the possible expansion of the South Jordan City Fitness and Aquatics Center. *Please select the one that you would most prefer* if the City decided to move forward and expand the Fitness and Aquatics Center.

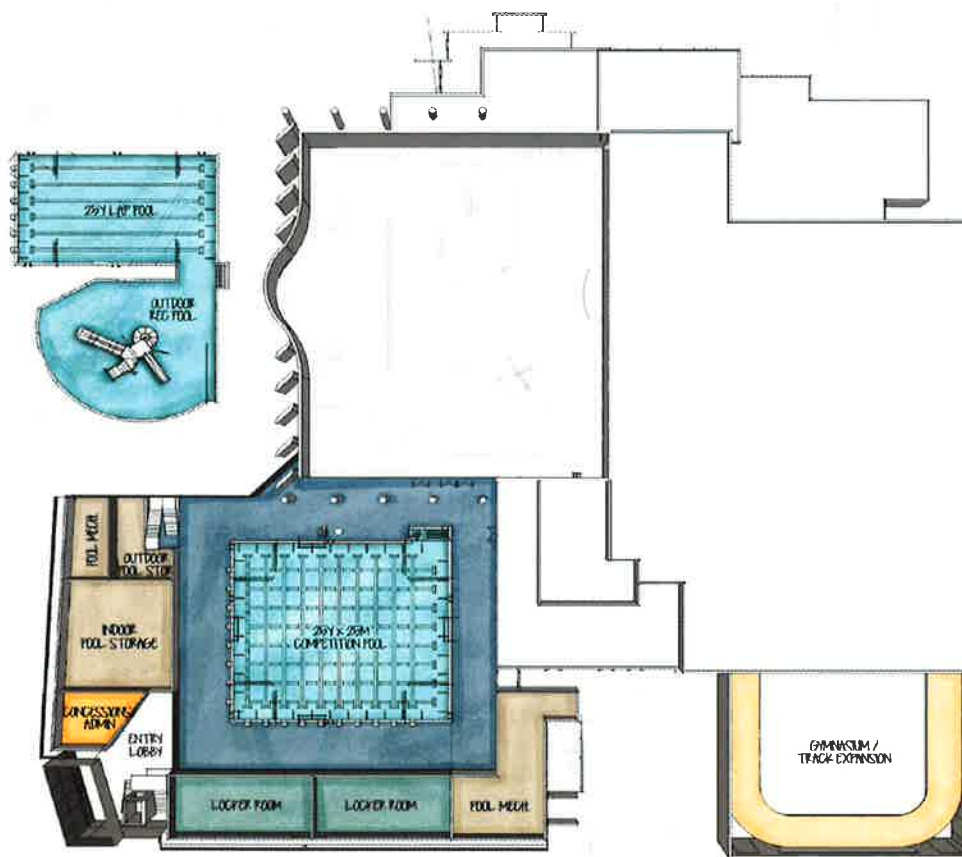


**34%** PREFER  
OUTDOOR  
ONLY

# FORCED CHOICE

When the three options are stacked up against one another, 34% of residents preferred the “outdoor only” expansion option.

Next you will see a set of images of proposed plans for the possible expansion of the South Jordan City Fitness and Aquatics Center. *Please select the one that you would most prefer* if the City decided to move forward and expand the Fitness and Aquatics Center.

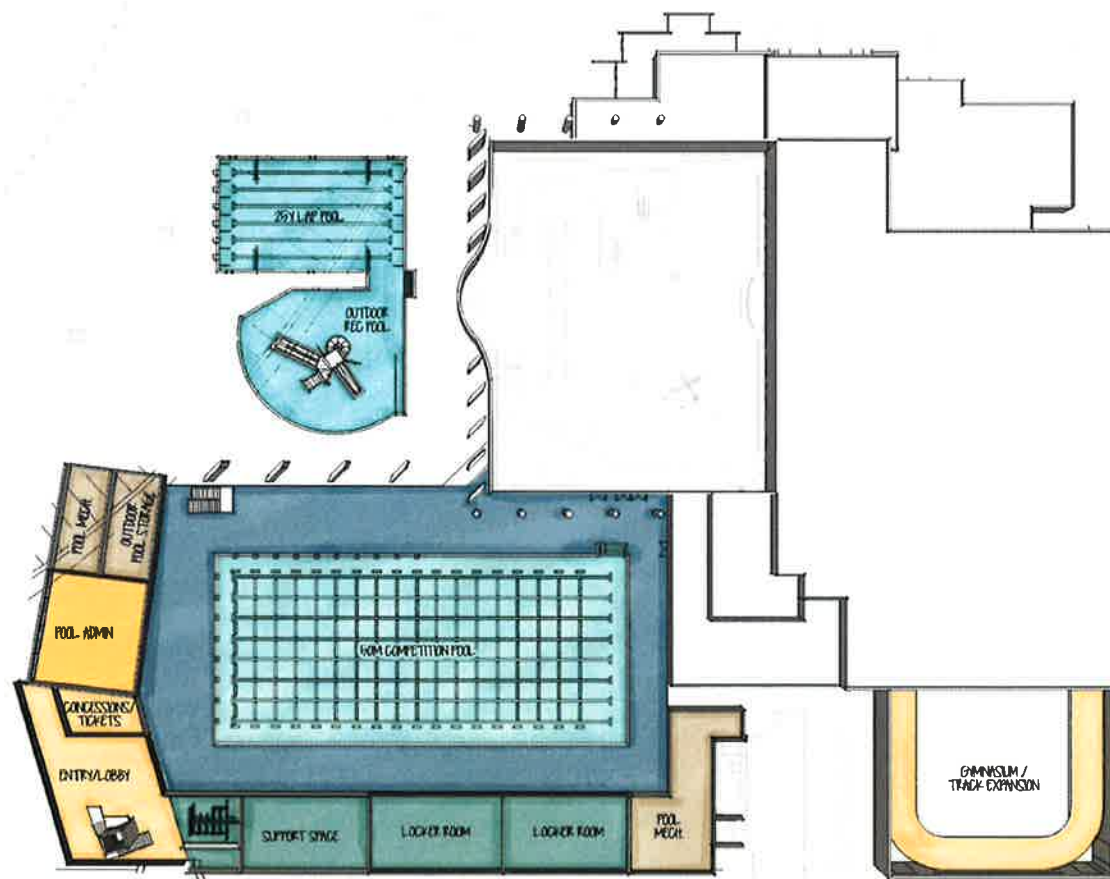


**28%** PREFER  
25-METER  
LAP POOL

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**27%** PREFER  
50-METER  
LAP POOL



# **BASELINE BOND SUPPORT**

*If South Jordan City officials decided to move forward and expand the Fitness and Aquatics Center, one option for funding the project would be for the City to propose a general obligation bond to appear on the ballot this November. Below is a sample of some legal language as it could appear on the ballot. Please read it carefully, then answer the following questions.*

## PROPOSITION

### SOUTH JORDAN AQUATIC CENTER EXPANSION BOND

Shall South Jordan City, Utah be authorized to issue general obligation bonds in the amount not to exceed \$XX,XXX,XXX and to mature in no more than 21 years from the date or dates of issuance, for the purpose of expanding the City Fitness and Aquatics Center and paying expenses reasonably incurred in authorization and issuance of the bonds and expenses reasonably related to such projects?

### PROPERTY TAX COST OF BONDS

If the bonds are issued as planned, an annual property tax to pay debt service on the bonds will be required over a period of approximately 20 years from the last date of issuance of the bonds in the estimated amount of \$XXX.XX on a \$375,000 residence and in the estimated amount of \$XXX.XX on a business property having the same value.

The foregoing information is only an estimate and is not a limit on the amount of taxes that the City may be required to levy in order to pay debt service on the Bonds. The City is obligated to levy taxes to the extent provided by law in order to pay the bonds.

# BOND AMOUNT OPTIONS

Respondents were randomly assigned to one of three potential bond amounts.

## GROUP A

n = 499 respondents

**AMOUNT – \$20,000,000**

**RESIDENTIAL – \$61.33**

**BUSINESS – \$111.51**

## GROUP B

n = 499 respondents

**AMOUNT – \$15,000,000**

**RESIDENTIAL – \$46.00**

**BUSINESS – \$83.64**

## GROUP C

n = 489 respondents

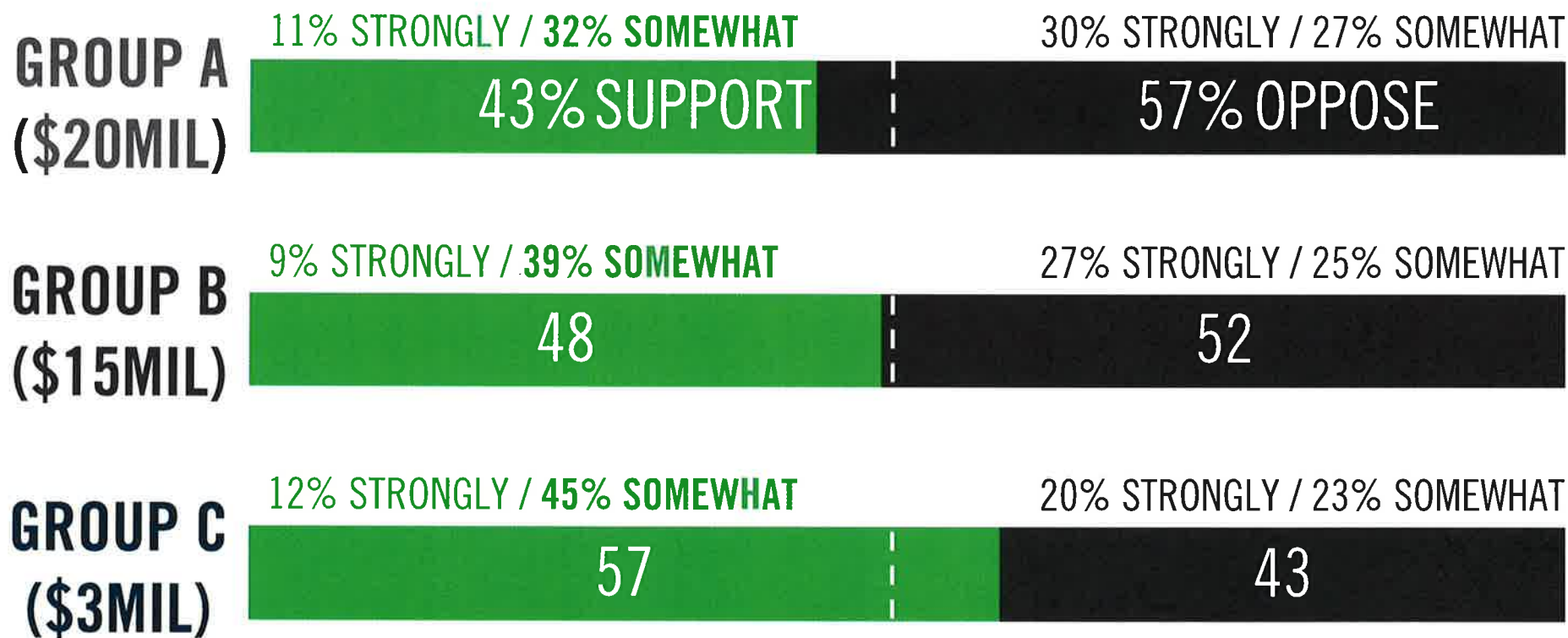
**AMOUNT – \$3,000,000**

**RESIDENTIAL – \$9.20**

**BUSINESS – \$16.73**

# BALLOT SIMULATION BY AMOUNT

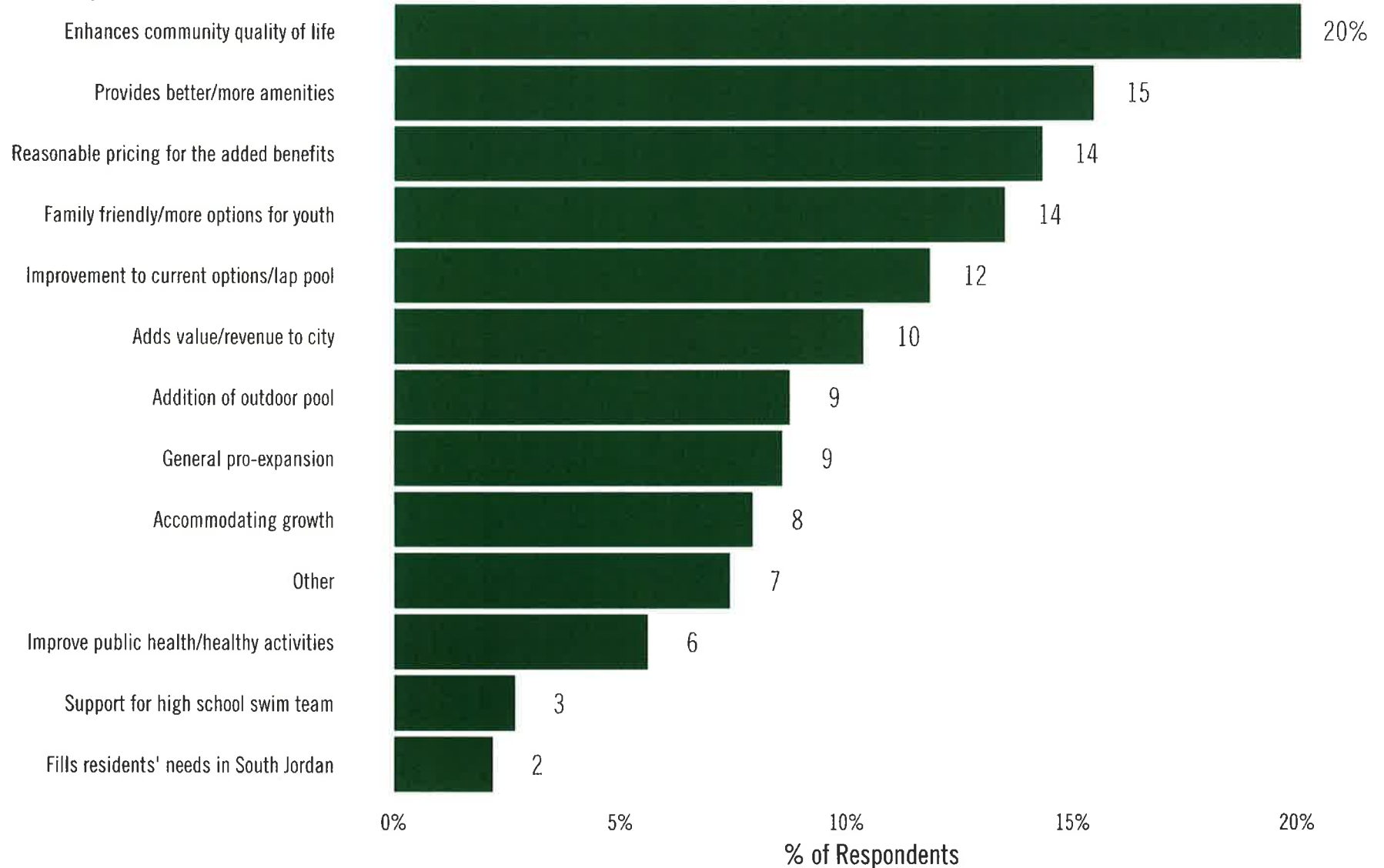
After reading the sample ballot language, only the \$3 million dollar bond garners majority support. Even then, however, a vast proportion of that support is soft and could be vulnerable to opposition.



# REASONS FOR SUPPORT

Community quality of life was the most popular reason for supporting a bond to expand the Fitness and Aquatics Center.

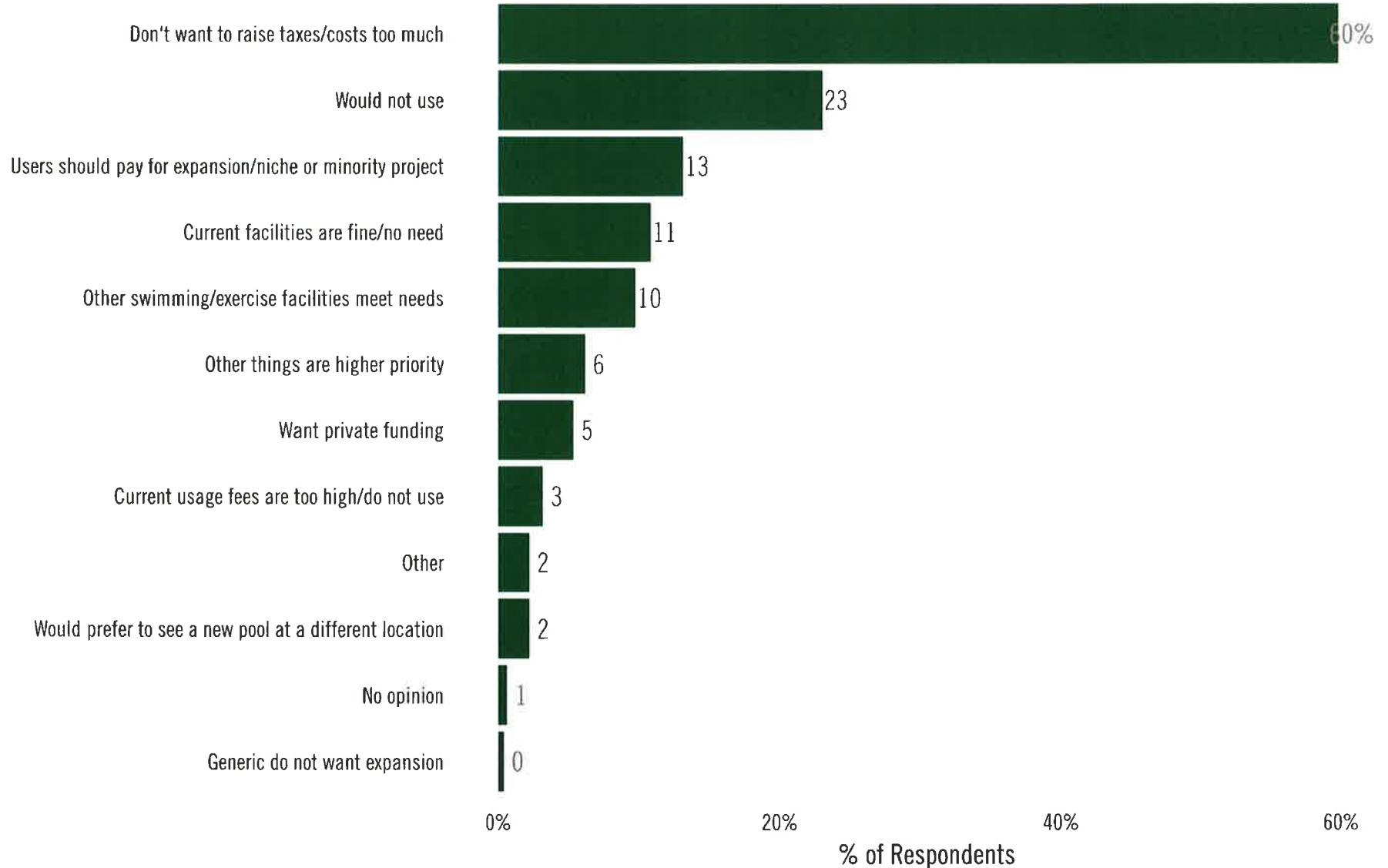
*What is the biggest reason why you would vote **for** a South Jordan City general obligation bond?*



# REASONS FOR OPPOSITION

Costs and aversion to tax increases was the most common reason to oppose the bond for expansion.

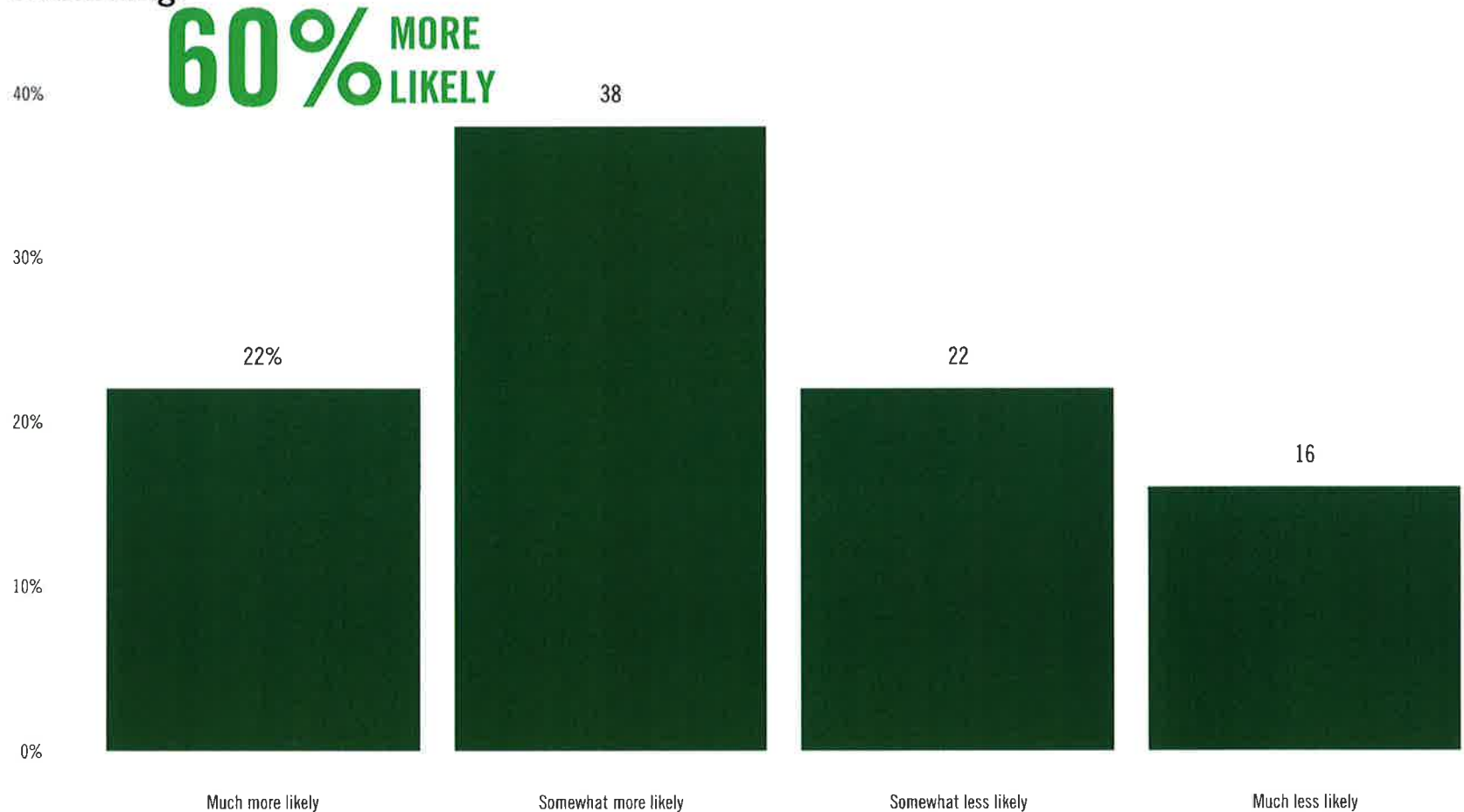
What is the biggest reason why you would vote *against* a South Jordan City general obligation bond?



# MESSAGE TESTING

# NEED TO MEET DEMANDS

The lap pool we have in the South Jordan Fitness and Aquatics Center now *does not serve the needs of all of our residents*. It isn't large enough to meet the demands of city swim lessons or competitive swimmers. We need a new lap pool in our Fitness and Aquatics Center to accommodate these groups and other residents who are interested in swimming.

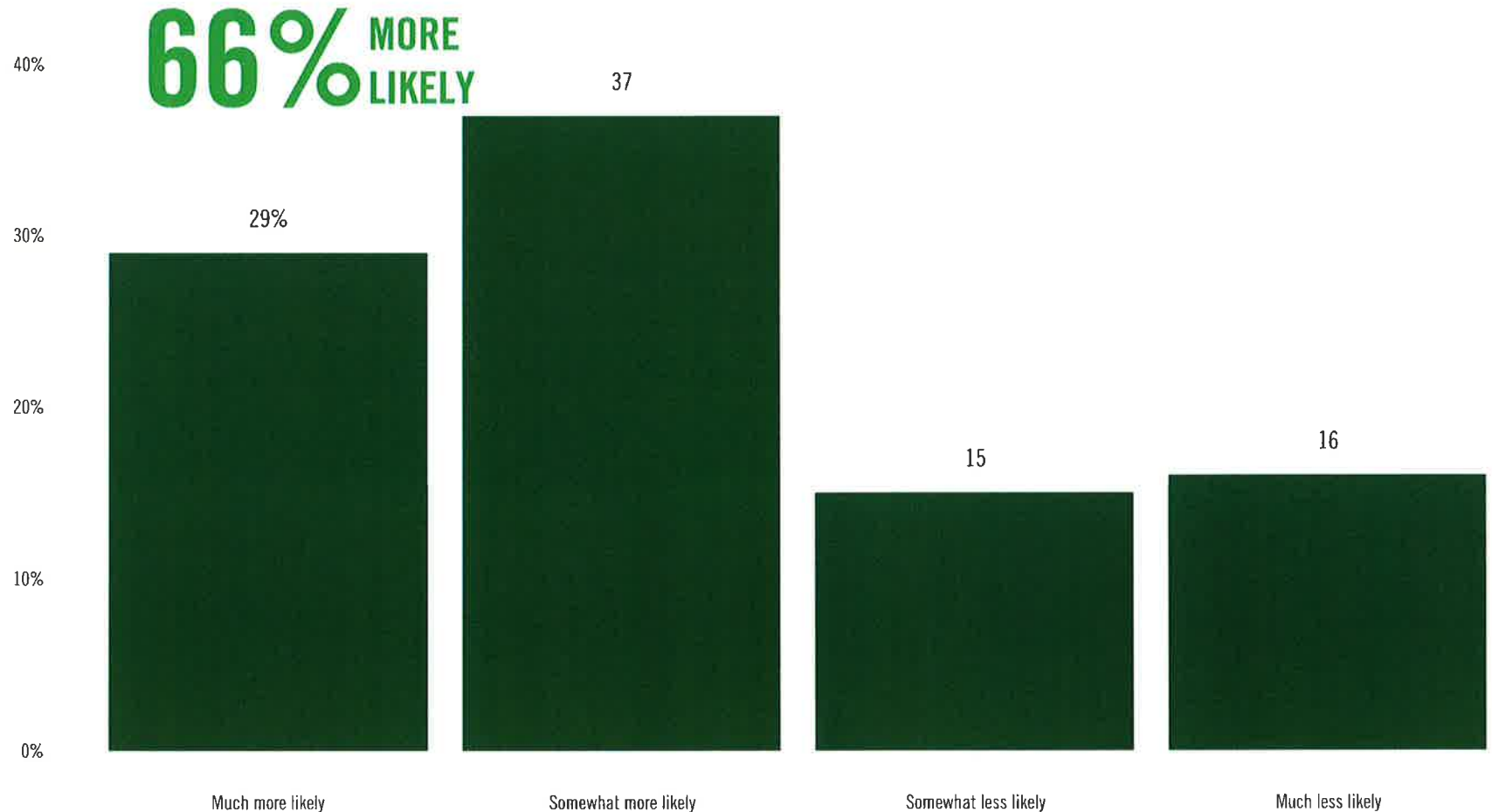




# MARV JENSEN CLOSING

18% of respondents said that this was the most compelling message in favor of expansion.

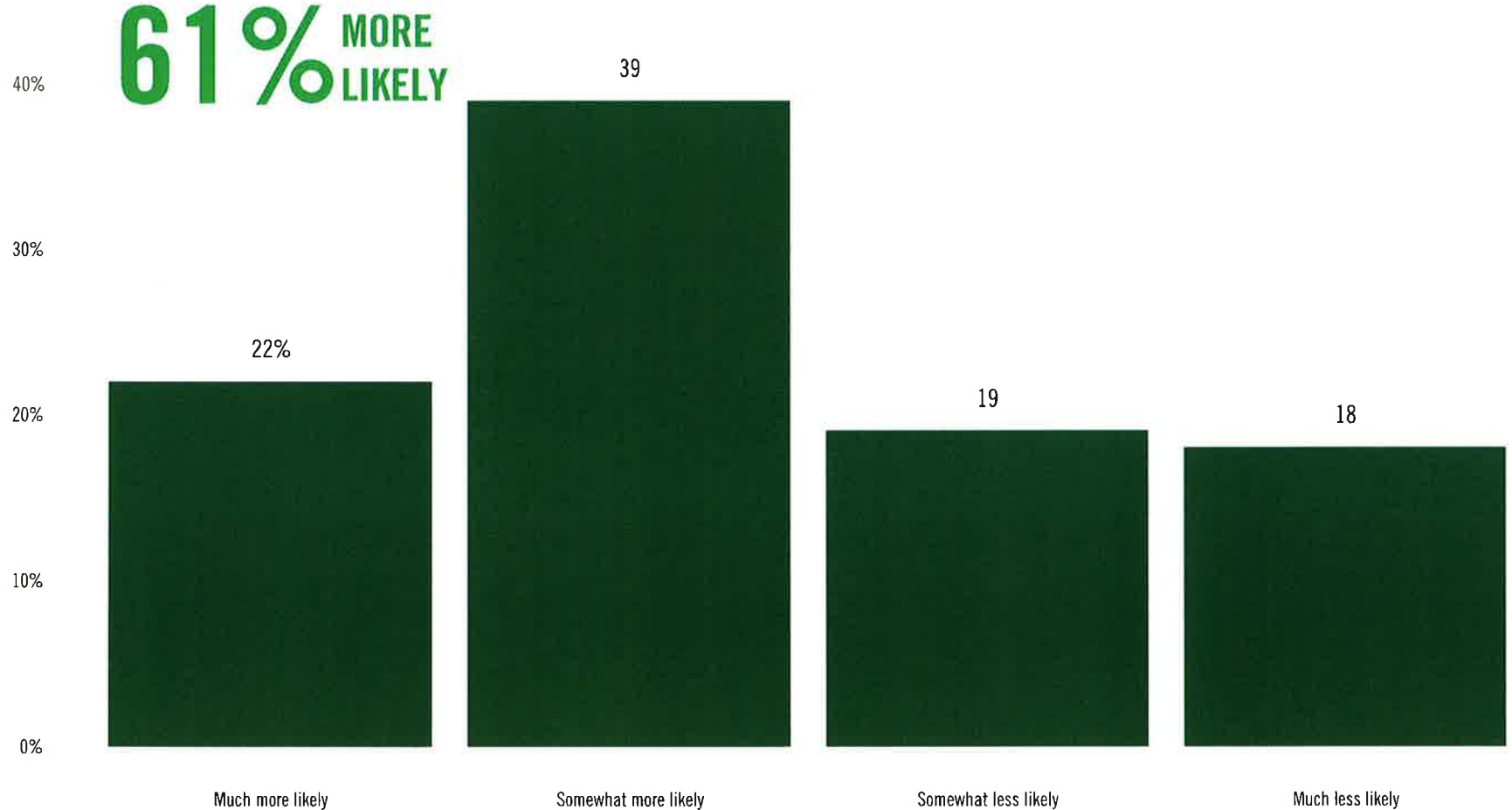
*The Marv Jensen County Fitness Center will be closing in the near future, leaving many swimmers in our community without a place to exercise or train. The City should expand the Fitness and Aquatics Center to fill the void that Marv Jensen will leave in our community.*



# BINGHAM HIGH SCHOOL SWIMMERS

*Bingham High School swimmers need a place to train and host swim meets.*

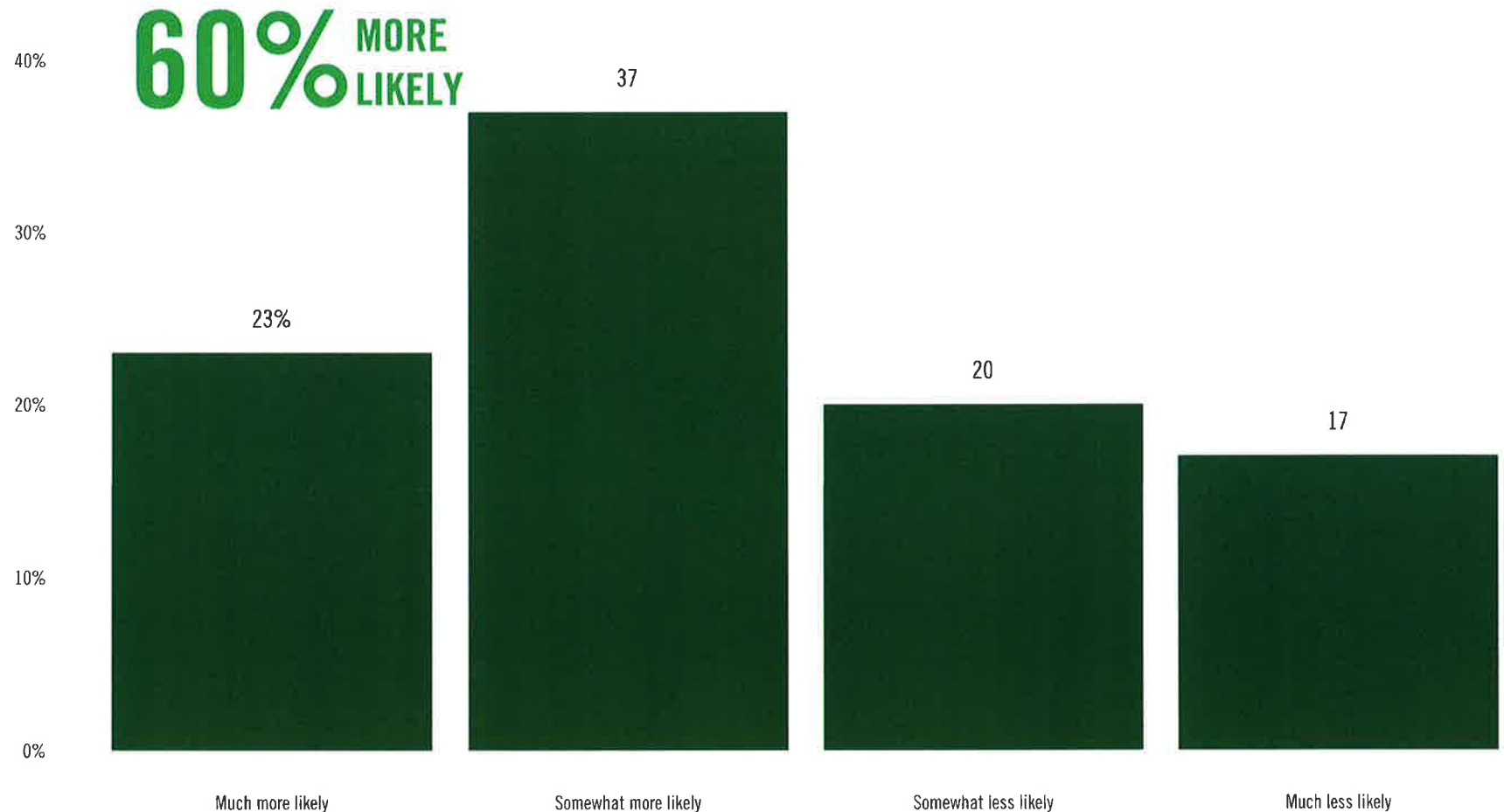
*Expanding the Fitness and Aquatics Center to include a new indoor lap pool would give these student athletes in our community a convenient home base.*



# REGIONAL COMPETITION DESTINATION

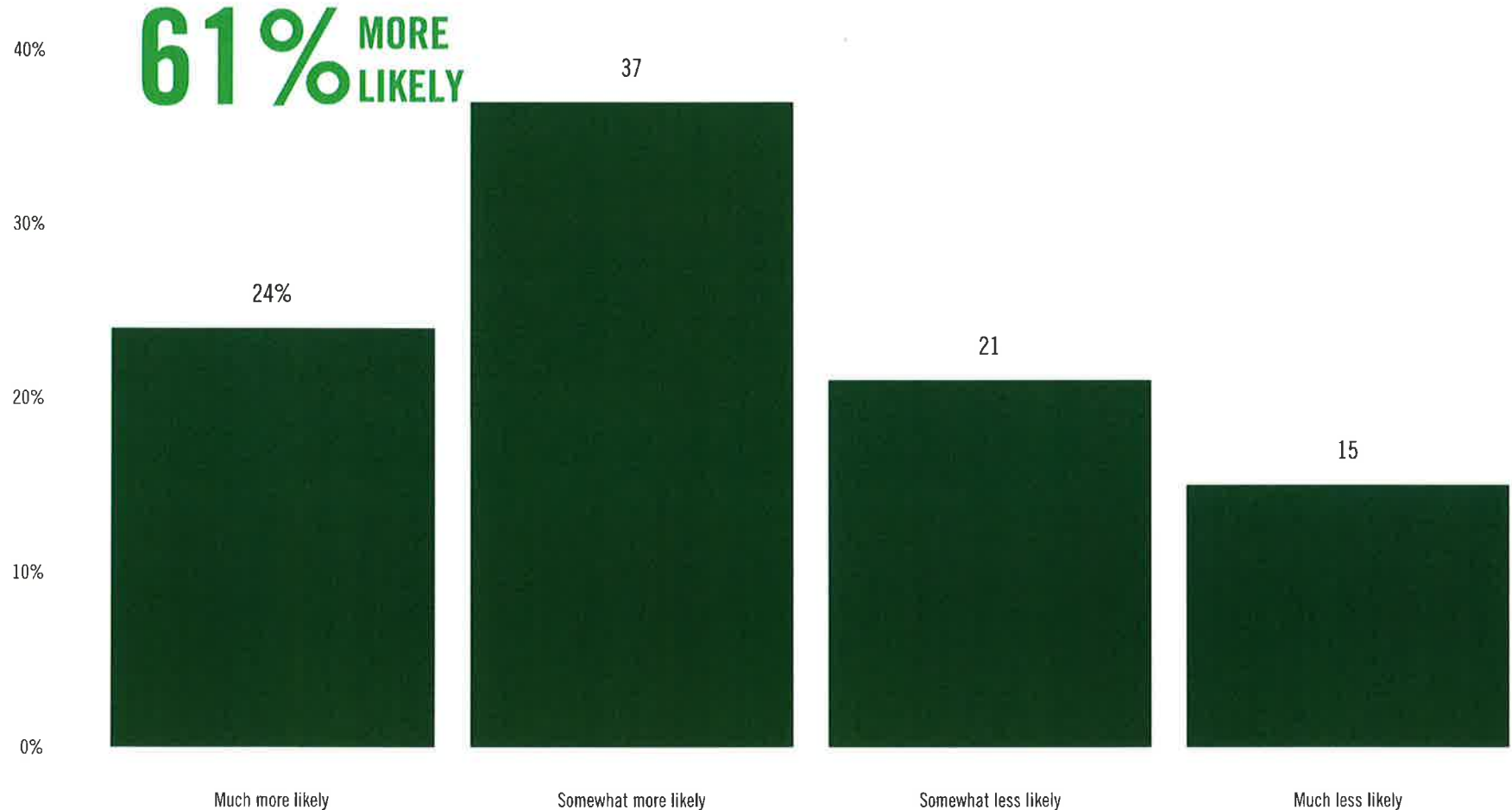
15% of respondents said this was the most compelling message in favor of expansion.

*If the City decides to invest in building an Olympic sized lap pool, it would be one of only four such facilities in the state. That means that its central location in the Salt Lake Valley would likely make the **South Jordan Fitness and Aquatics Center** an appealing venue for regional swimming competitions that could bring revenue to our community.*



# OUTGROWING CURRENT FACILITIES

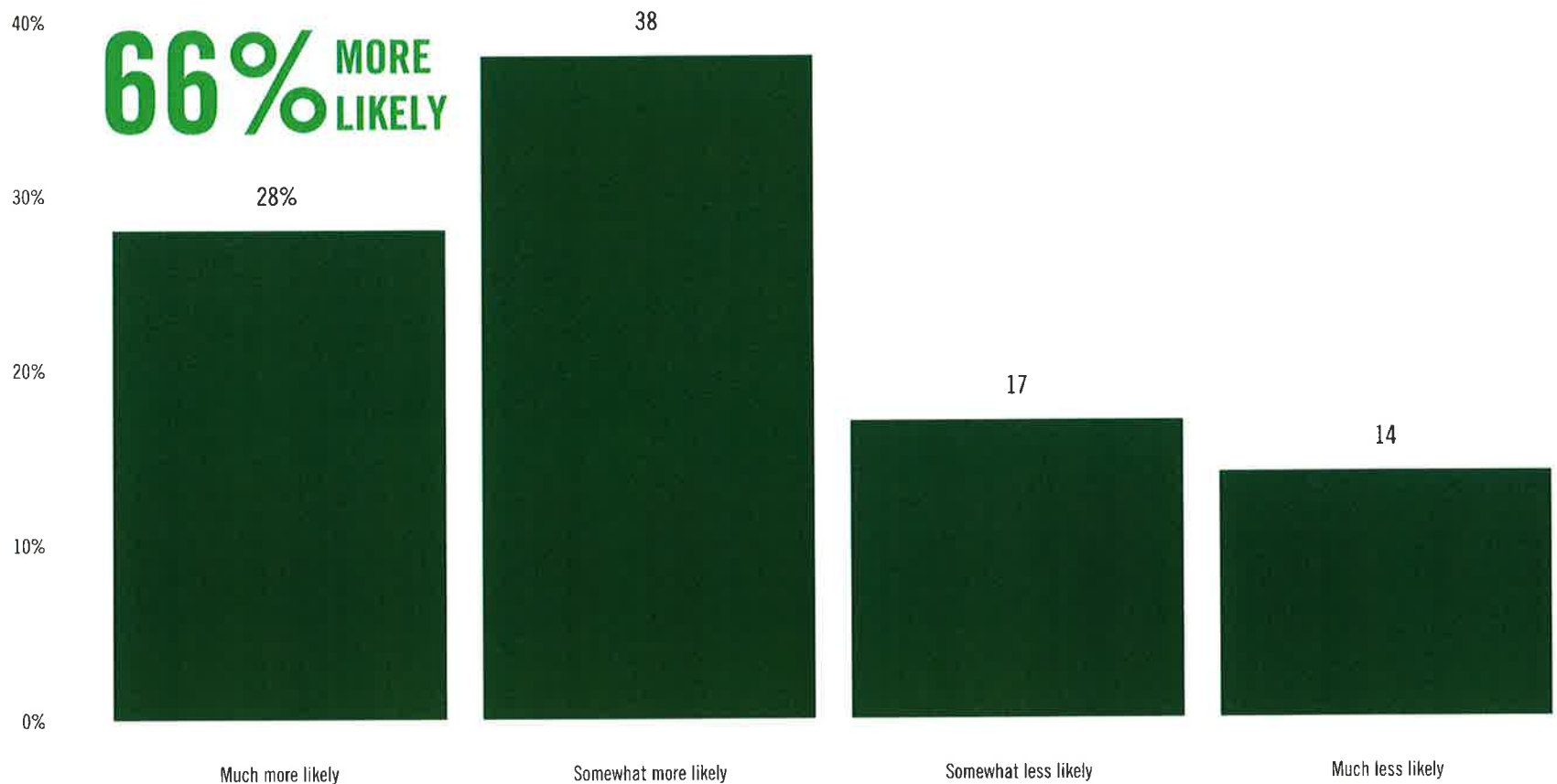
*The South Jordan Fitness and Aquatics Center is only about twelve years old, but **our community is growing so quickly that it is time to expand.** We need more lap lanes for recreational and competitive swimmers and outdoor activity pool space for families and leisure swimmers to enjoy in the summer.*



# BENEFITS FOR THE WHOLE COMMUNITY

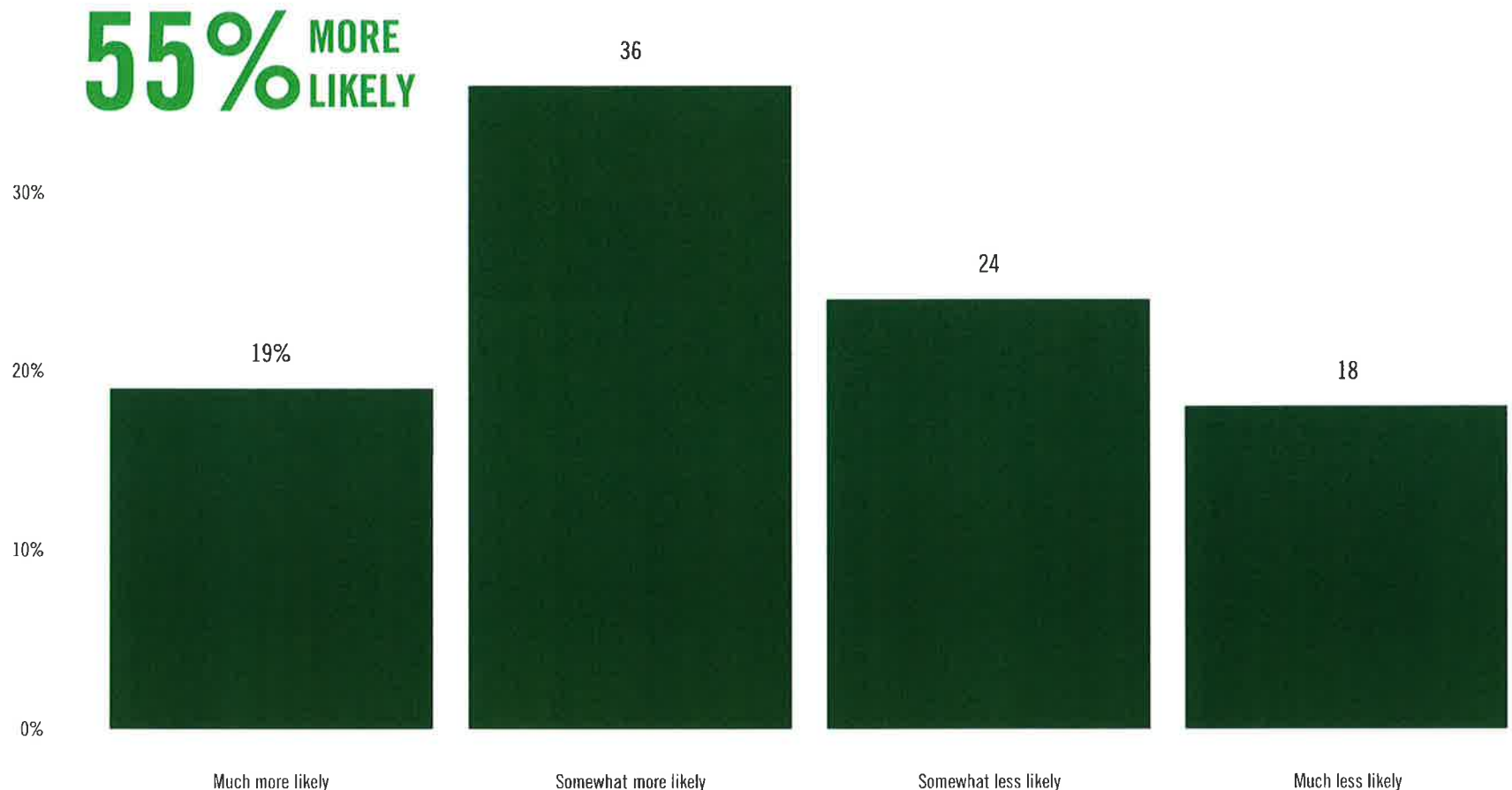
21% of respondents said that this was the most compelling message in favor of expansion.

*If the City expands the South Jordan Fitness and Aquatics Center, there would be **more available space for programs that the whole community could enjoy.** Expansion would provide increased capacity for swimming lessons, age group swimming, water aerobics, water polo, scuba certification, kayaking or paddle boarding lessons, and many other programs or special events. **More opportunities to play, work out, and compete would benefit our community's quality of life.***



# ACCOMMODATING LAP & LEISURE SWIMMERS

*Expanding the South Jordan Fitness and Aquatics Center to include a dedicated lap pool would not only provide additional lap lanes, but also provide the ability to control the water temperature. This would mean cooler water that is preferable for recreational lap swimmers as well as competitive swimmers in the lap pool, and warmer water in the leisure and activity swimming pools.*

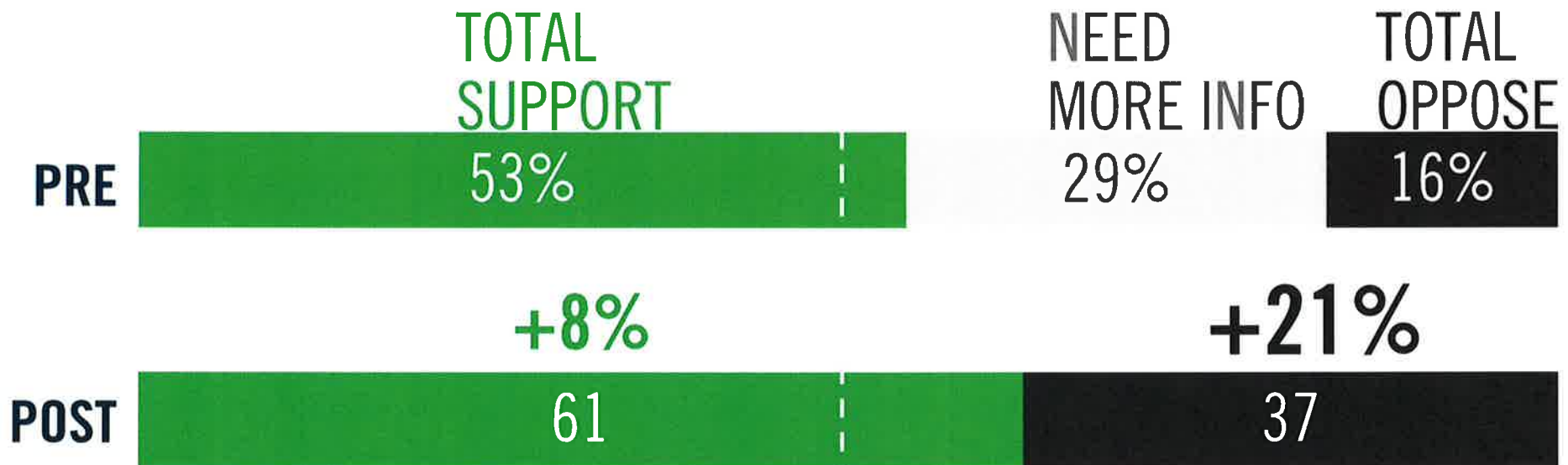


# POST-MESSAGING BALLOT

# PRE & POST MESSAGING SUPPORT

The majority in support support of expanding the Fitness and Aquatics Center grows after we test our positive messages, but so does the opposition.

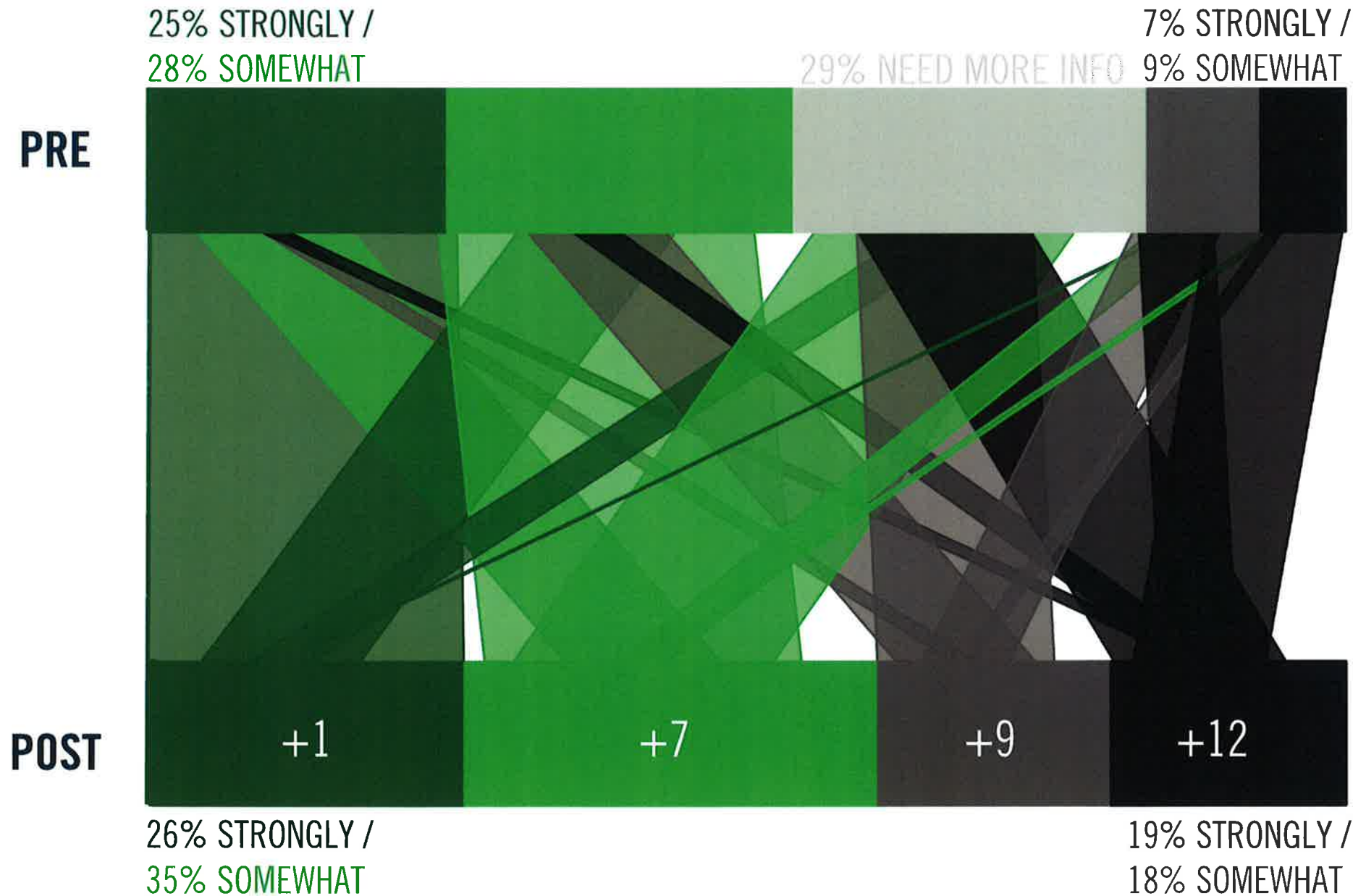
*Now that you have heard some more information about the project, would you support or oppose the City investing in the expansion of the South Jordan City Fitness and Aquatics Center?*





# BALLOT MOVEMENT

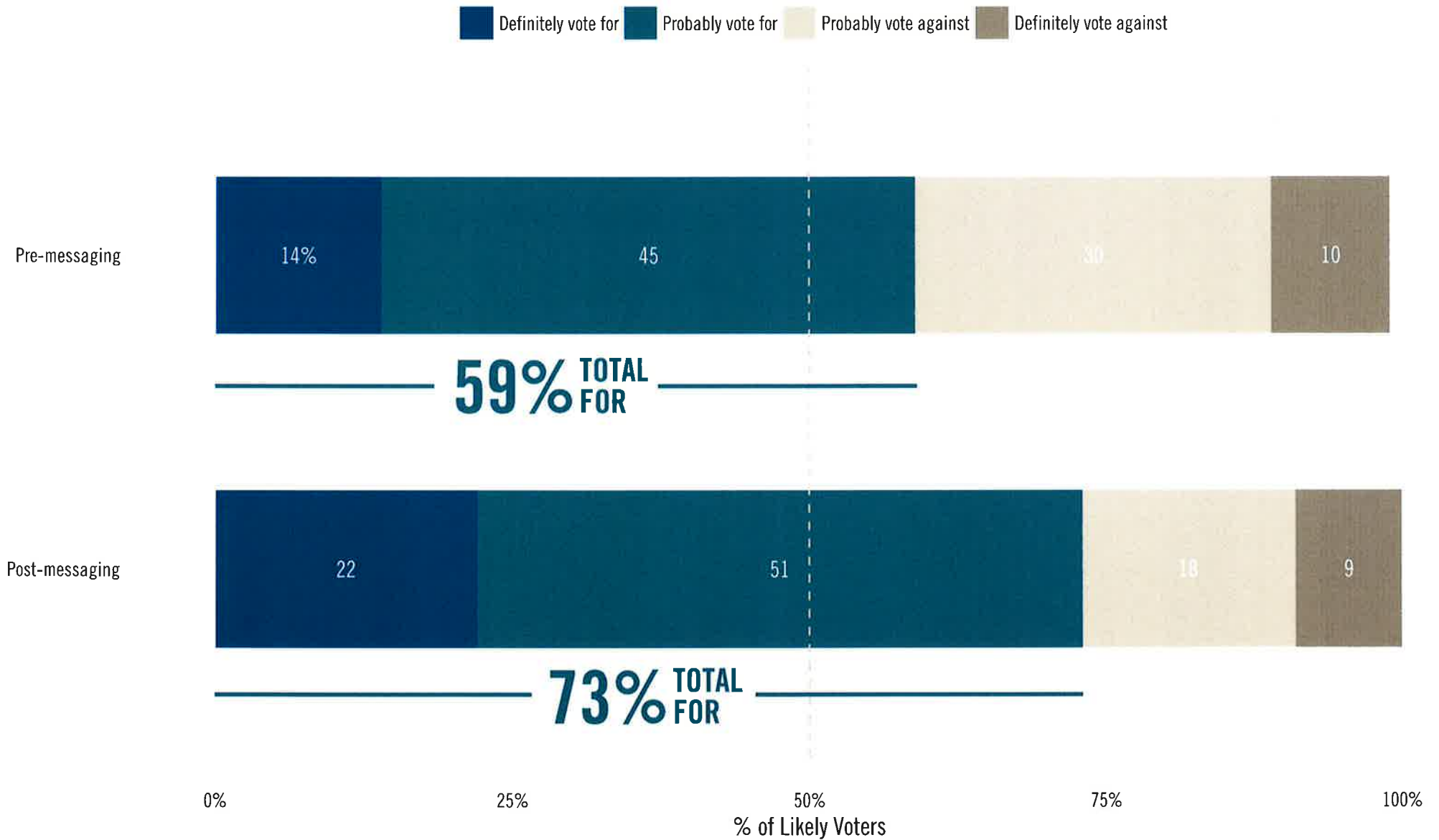
Most of the movement comes from the “need more information” category. The messaging does little to persuade opponents to support expansion.



**A WORD OF CAUTION**

# PRE-ELECTION SURVEY

In a recent municipal bond election in a demographically similar Utah city, the starting and post messaging positions were more favorable than those for this pool bond.



# BALLOT RETURNS

That bond was defeated almost 2-1 on election day due to effective opposition messaging and an anti-tax sentiment among Trump voters. In a post election review of our survey respondents – the same respondents who answered the preliminary bond research survey, results from our panel bore a strong resemblance to the general electorate.

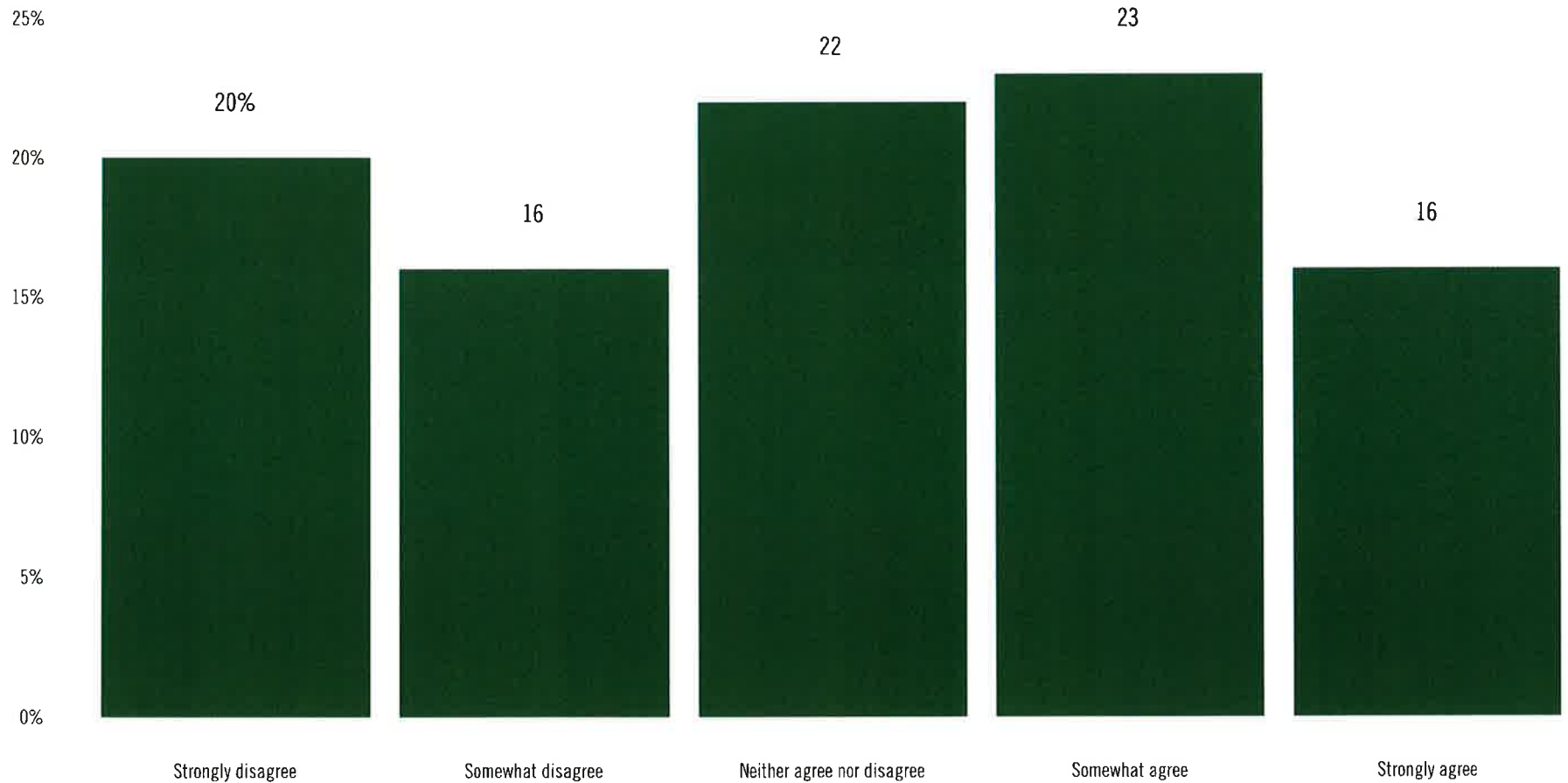
*Confidentially and for statistical purposes only, on the 2016 General Obligation Parks, Open Space, and Trails Bond proposition, did you vote (ROTATED) for or against the bond?*

	POST-ELECTION SURVEY	ACTUAL NOVEMBER 2016 VOTE
FOR	31%	39%
AGAINST	69	61

# FINAL THOUGHTS

After testing ballot movement and messages, we asked respondents to agree or disagree with four broad statements about the potential Fitness and Aquatics Center expansion. Residents seem to be fairly split in terms of the benefits of expansion.

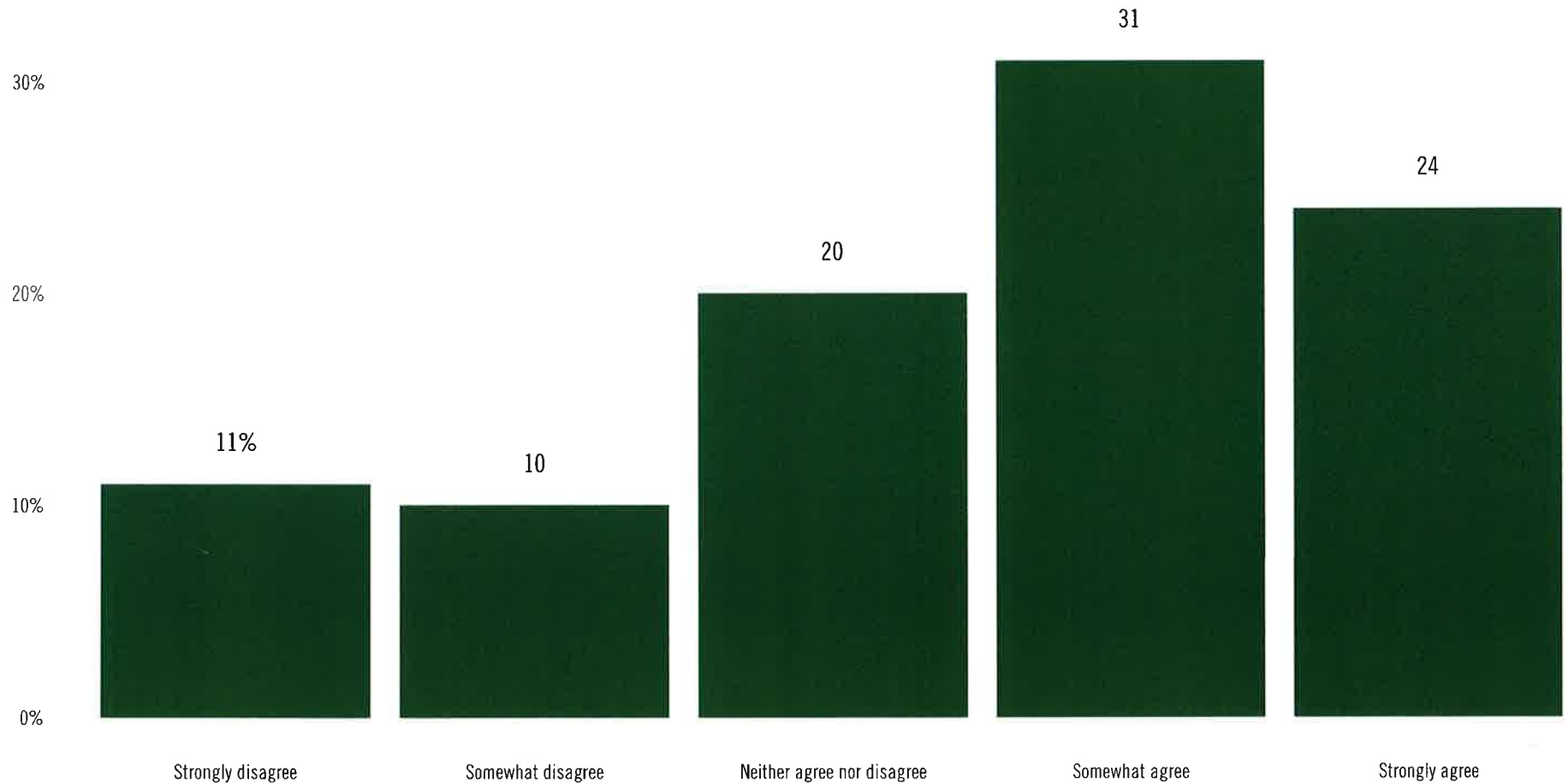
*I like the idea of South Jordan having an Olympic-size lap pool and being a destination for competitive swimmers throughout the Salt Lake Valley.*



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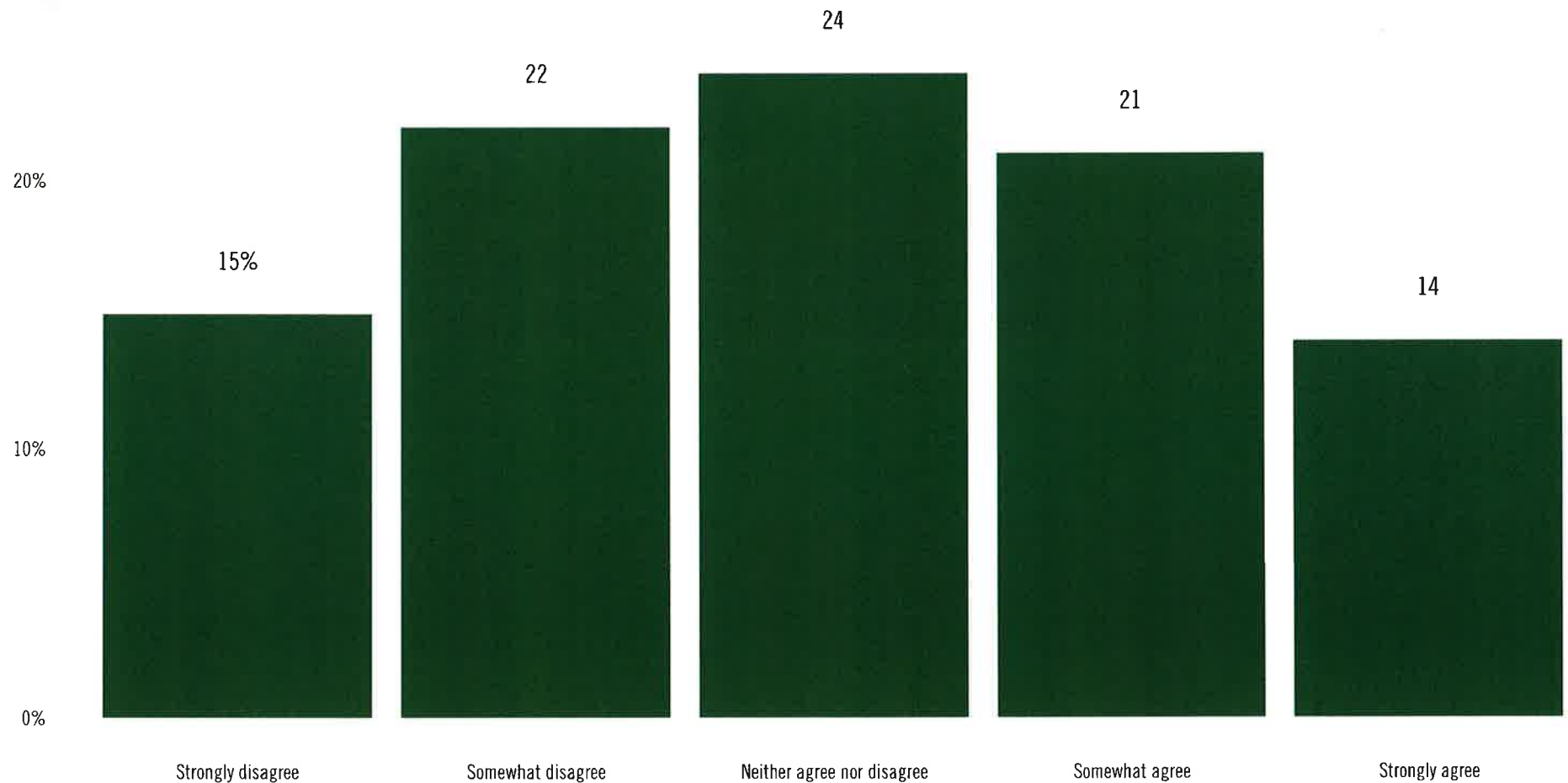
*The South Jordan Fitness and Aquatics center is a valuable asset to our community that we should continue to invest in.*



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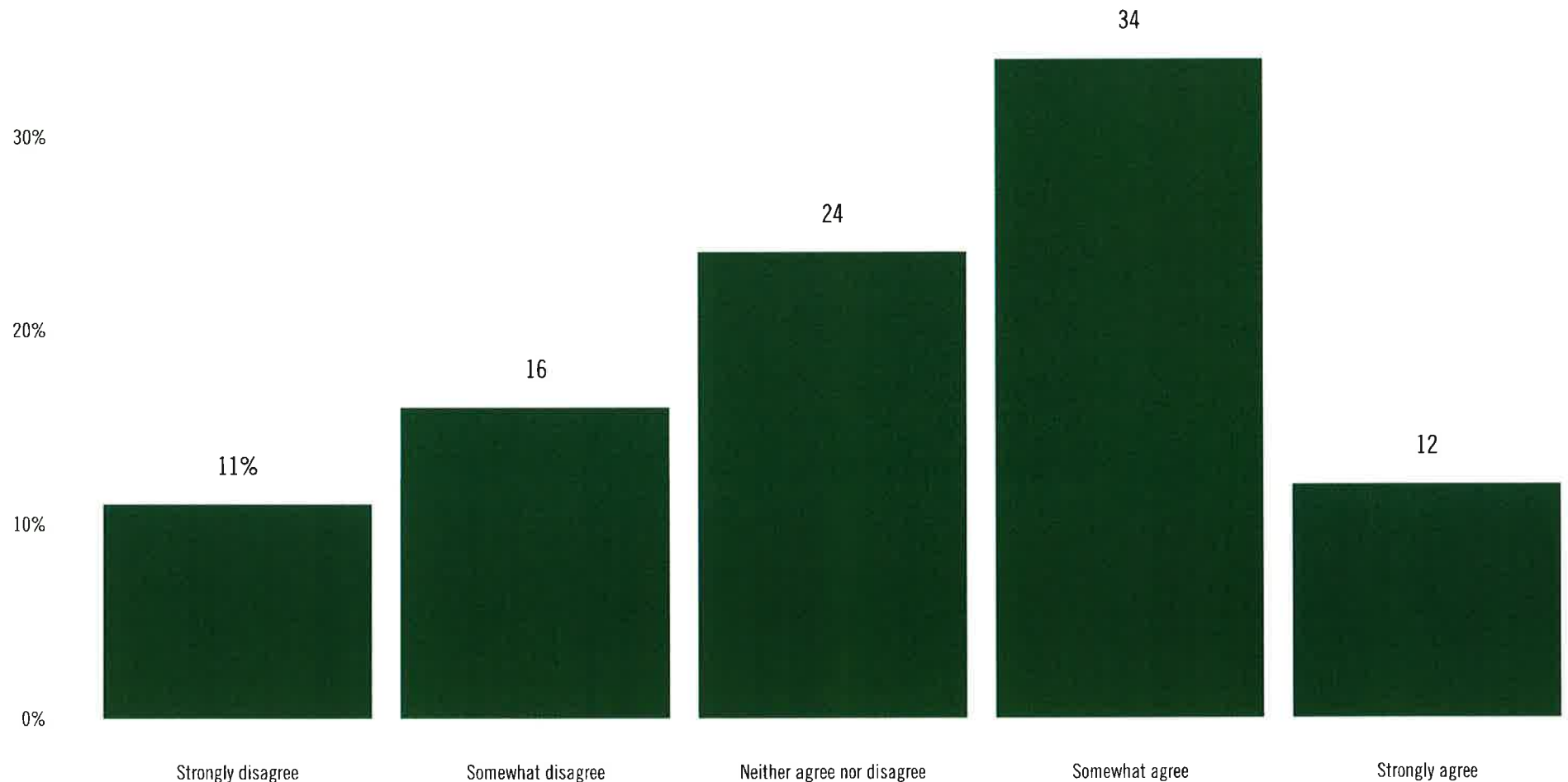
*I don't believe having a place for competitive swimming or training is that important to our community.*



# FINAL THOUGHTS

Additionally, respondents seem to be lukewarm on trusting the City to be fiscally responsible. This climate is risky for a bond proposition.

*I trust South Jordan City officials to make fiscally responsible decisions that will benefit our community.*







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