

MILLCREEK CITY HALL SURVEY

OFFICIAL 2020 SURVEY OF MILLCREEK CITY RESIDENTS





1. Most respondents are aware of Millcreek City Hall, even if they have not visited. It is widely viewed as a conveniently located start-up space that is adequate for government functions.
2. The majority of respondents support the City finding a space to own for City Hall and believe it is important that the City makes a wise fiscal investment.
3. Many respondents expressed concern about building an excessive City Hall. Residents do not think having a landmark building is important and responded most positively to the message that City officials haven't forgotten negative sentiments surrounding a "Taj-Mahal like" City Hall and want a fiscally responsible plan.
4. Support for building a new City Hall increased after exposure to messages and is strong across all districts.
5. While a public/private partnership was the least requested amenity, nearly 2/3 of respondents support a mixed-use building for cost savings.

FINDINGS TO REMEMBER

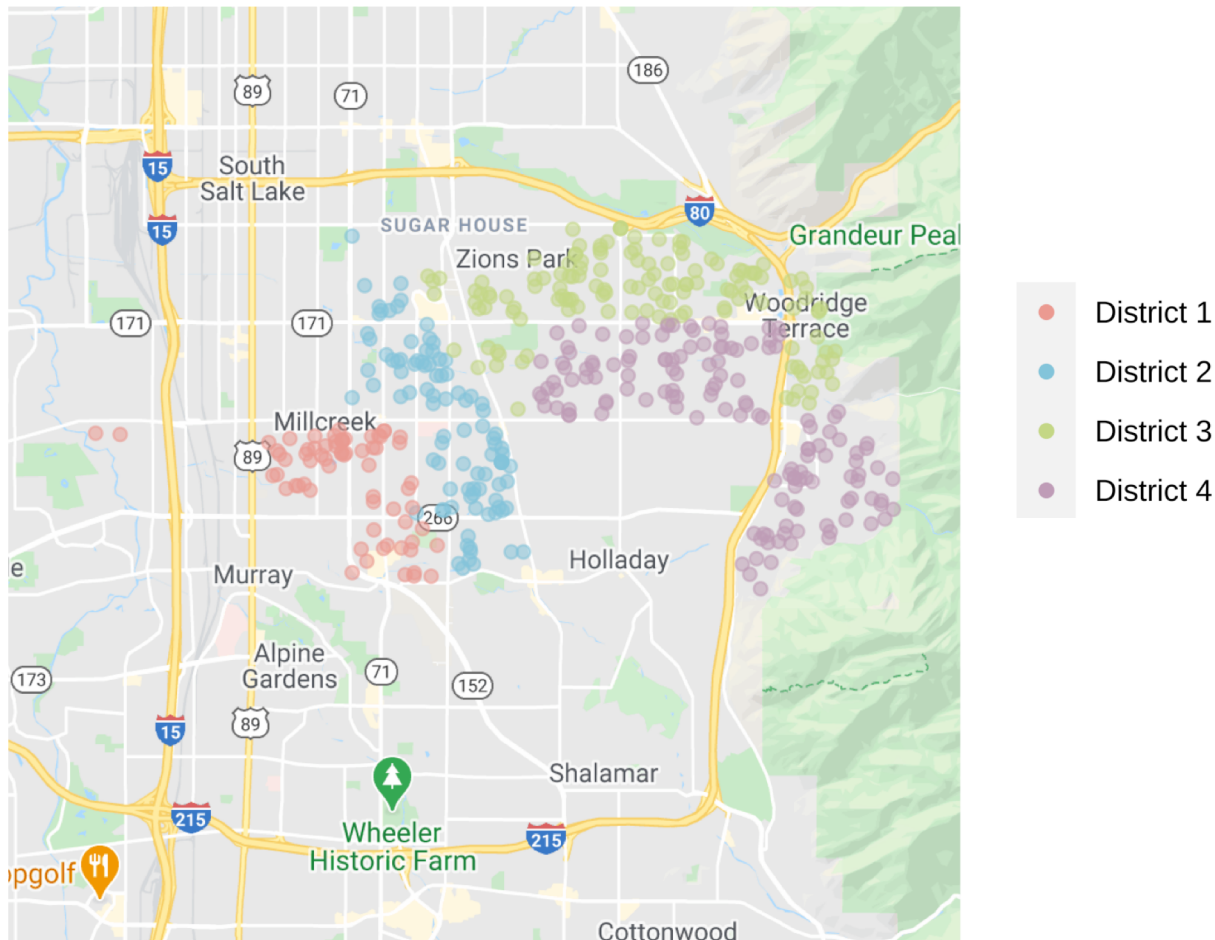
SURVEY METHODOLOGY

SAMPLING, MODE, & MARGIN OF ERROR

- 582 residents within the boundaries of Millcreek City participated in this survey. Residents were randomly selected to participate via email and address-based sampling.
- Data have been weighted to reflect population statistics from the U.S. Census' American Community Survey to ensure that the sample is representative of the City as a whole, specifically in regards to age, race, gender, and home ownership.
- Self-administered online interviews via emailed and mailed invitations conducted October 10-November 2, 2020.
- Margin of error ± 4.04 percentage points

GEOGRAPHIC DISTRIBUTION

Respondents are relatively evenly distributed across council districts. With the exception of District 1, all districts have more than 90 respondents. Each of the four districts have sufficient representation from which to make statistical estimations.



District 1: n = 68. District 2: n = 95. District 3: n = 136. District 4: n = 143.

HEALTH OF THE CITY

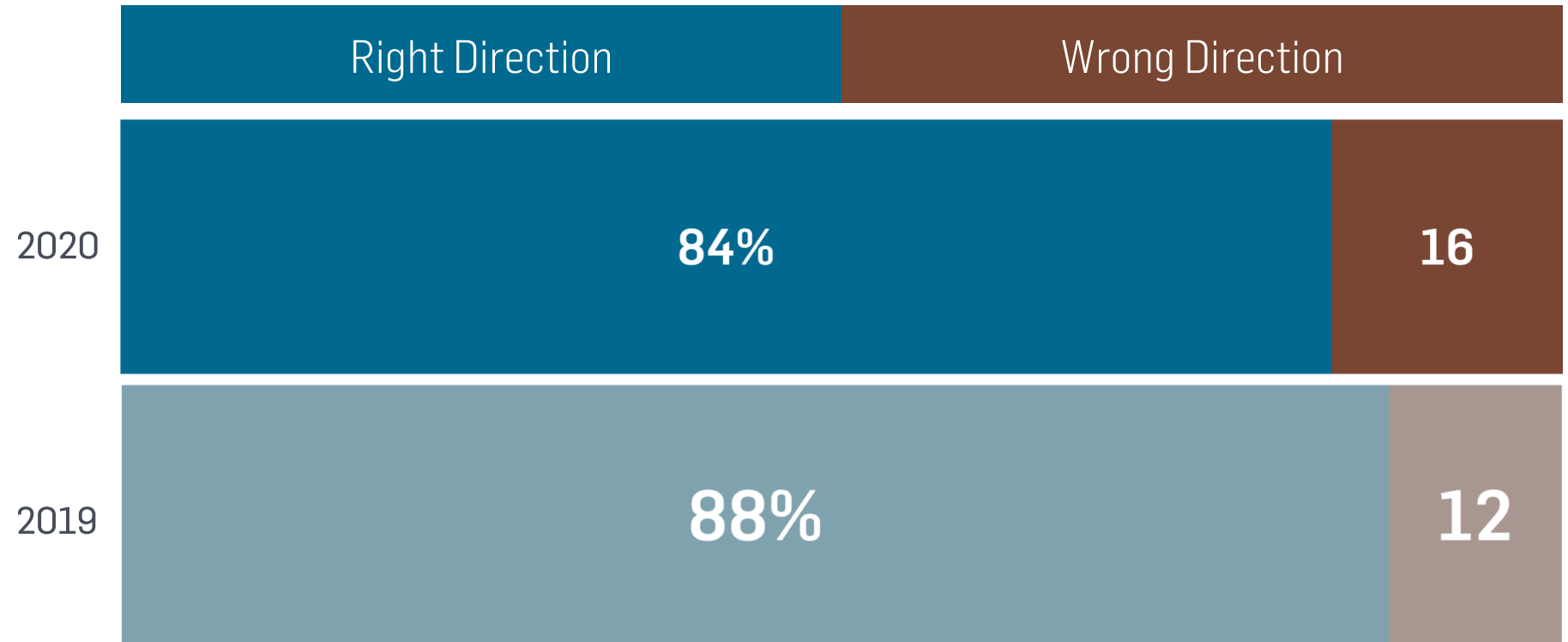
QUALITY OF LIFE, DIRECTION, & PERCEPTIONS

MILLCREEK HEADED IN THE RIGHT DIRECTION

A vast majority of residents, 84%, say Millcreek is headed in the right direction, compared to 16% who say it's headed in the wrong direction.



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

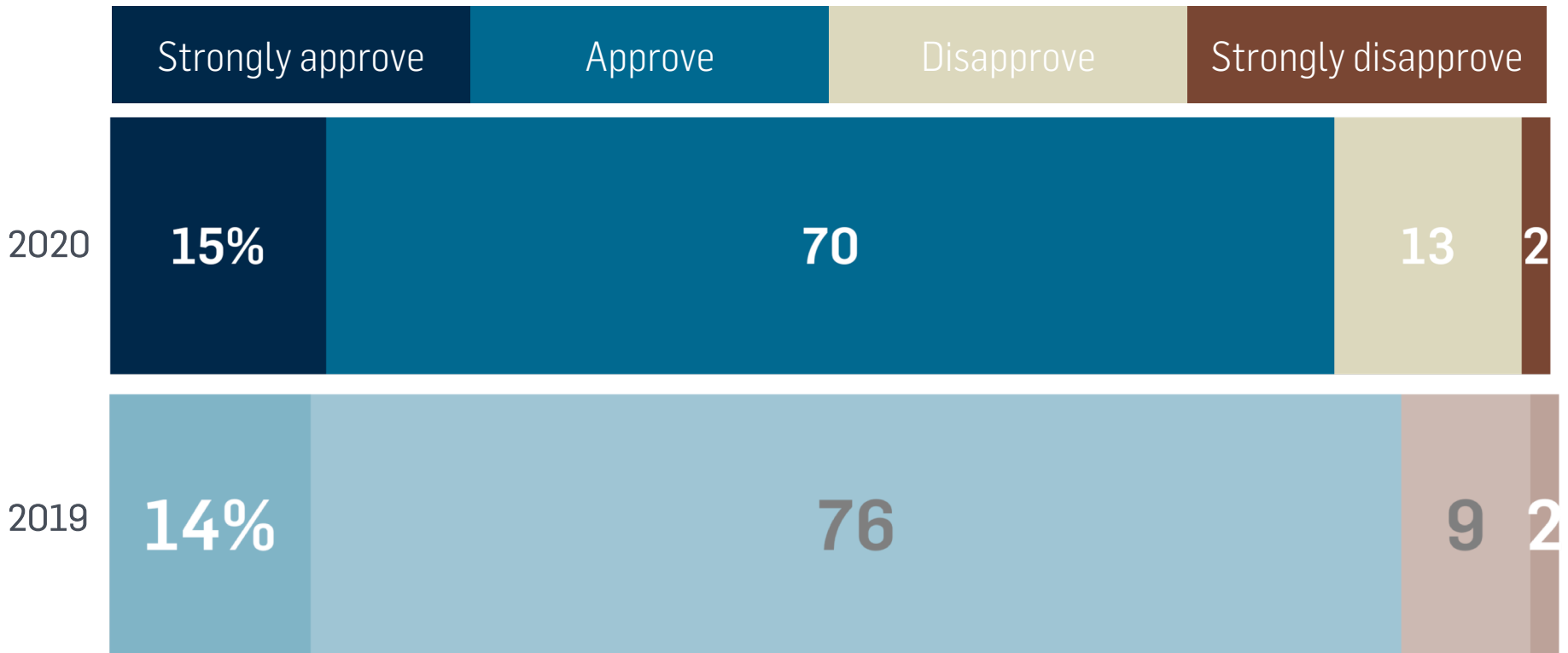


MAJORITY APPROVE OF ELECTED OFFICIALS

85% of respondents say they approve or strongly approve of how the Millcreek Mayor and City Council are handling their jobs. 13% of residents disapprove, and 2% of respondents strongly disapprove.



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

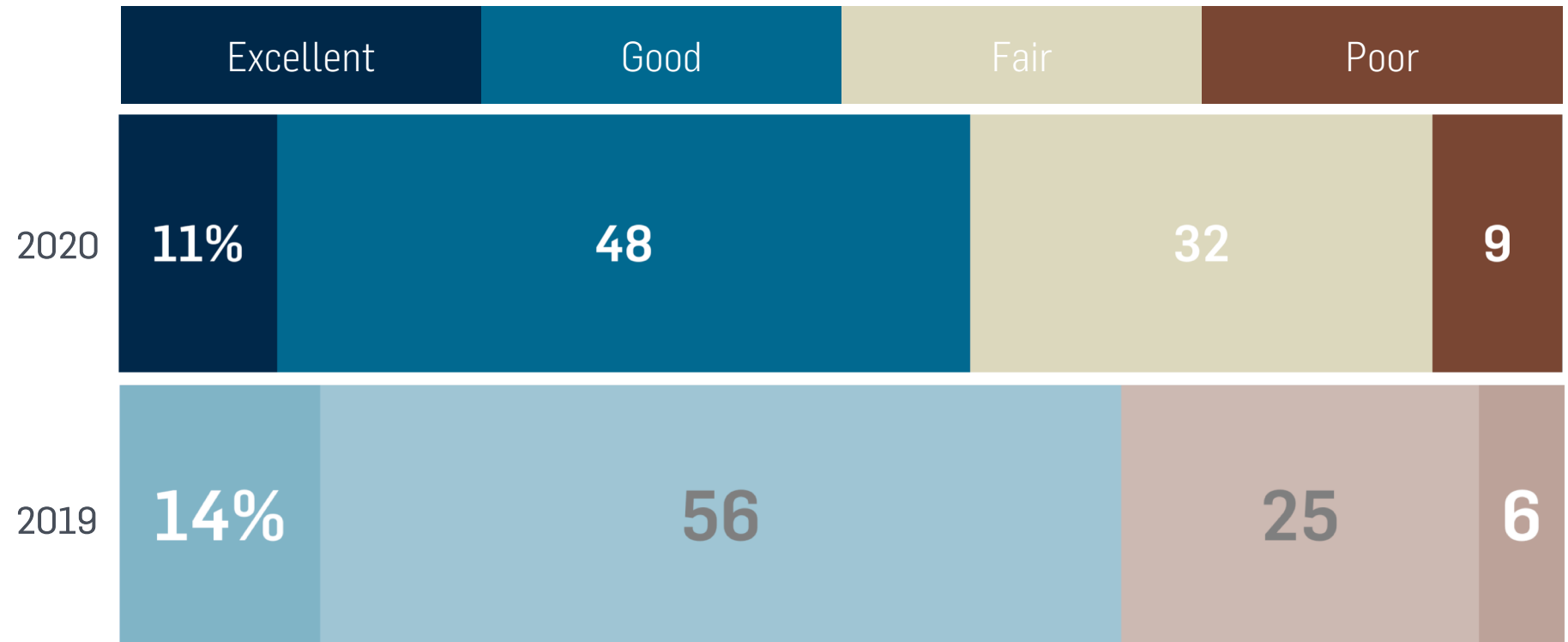


MOST RECEIVE GOOD SERVICE FOR TAX DOLLAR

Almost half of all respondents say they receive good service from Millcreek for their tax dollar. 11% say they receive excellent service. 41% of residents say they either receive fair or poor service.



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

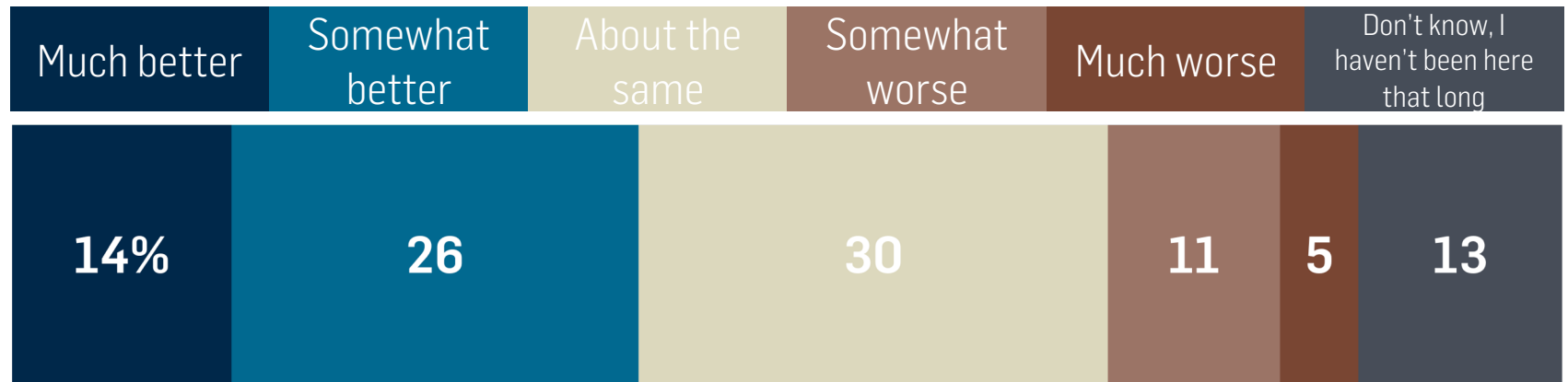


MILLCREEK SLIGHTLY IMPROVED SINCE INCORPORATION

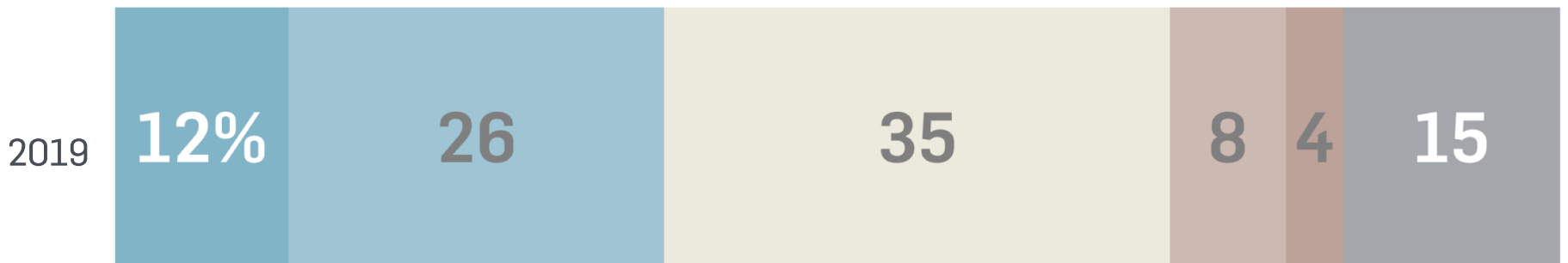
A plurality of respondents (35%) say Millcreek has stayed about the same since its incorporation in 2015. 46% say Millcreek is either somewhat or much better, while 18% of respondents say it's either somewhat or much worse.



Millcreek residents voted to incorporate in 2015 and prior to incorporation it was an unincorporated township of Salt Lake County. How would you rate the City of Millcreek today compared to before its incorporation? Would you say it is...



— 40% TOTAL BETTER —



— 38% TOTAL BETTER —

CURRENT CITY HALL

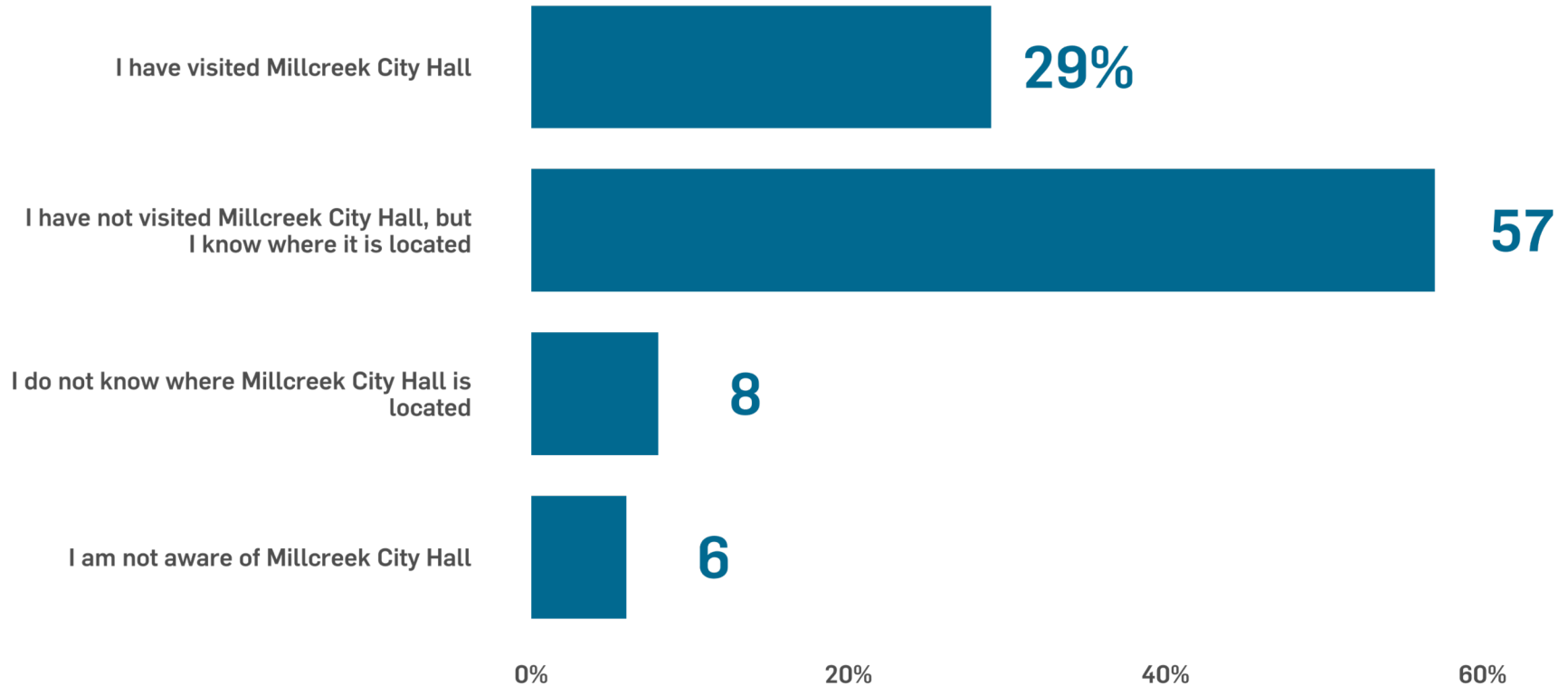
FAMILIARITY AND PERCEPTIONS

MAJORITY FAMILIAR WITH CURRENT CITY HALL

Over half of all respondents (57%) have not visited City Hall but know where it is located. 29% have personally visited City Hall, and 14% are not aware of the location or existence of Millcreek City Hall.



How familiar are you with Millcreek City Hall?

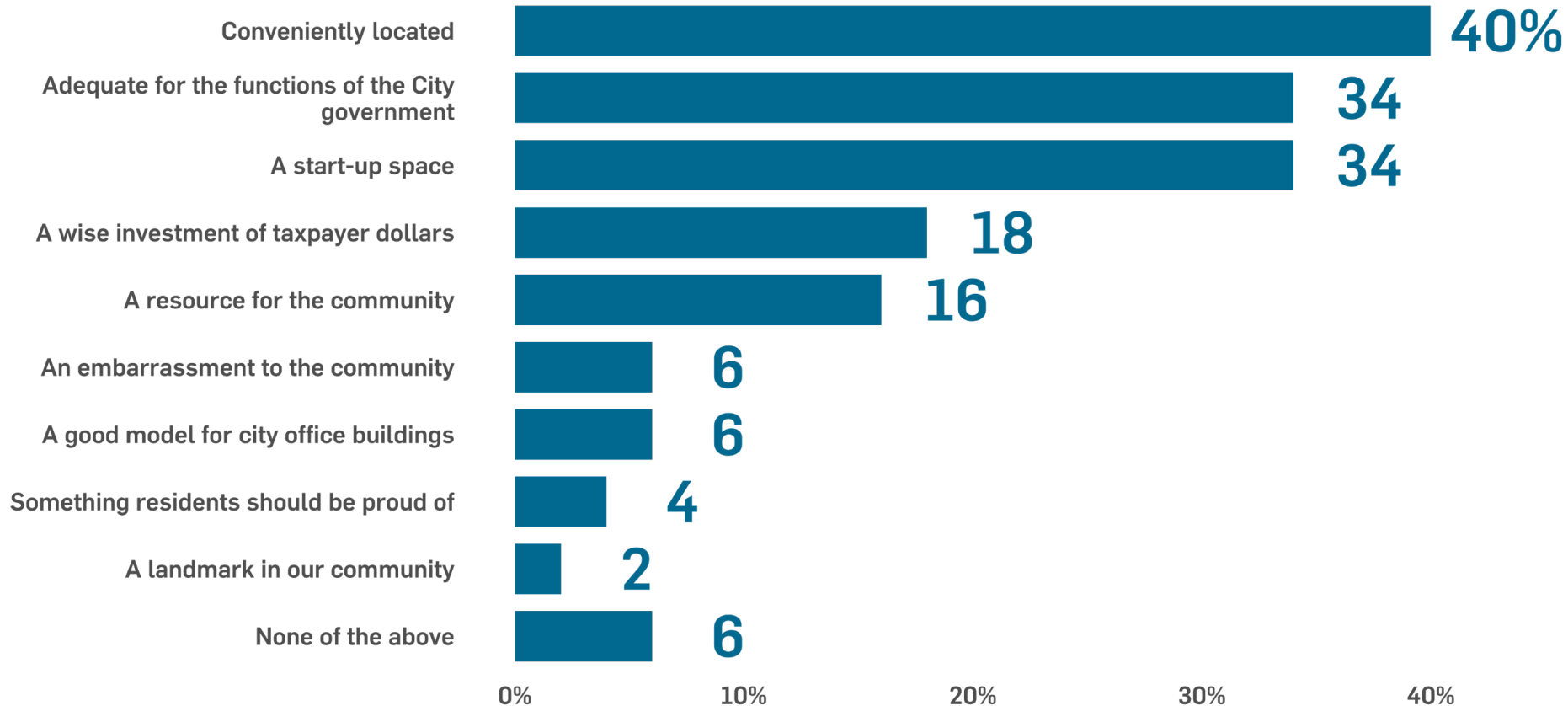


CITY HALL CONSIDERED CONVENIENT, ADEQUATE

40% of respondents say the current City Hall is conveniently located. 34% of respondents see the current location as adequate for the City government, but just as many view it as a start-up space. Only 2% see it as a landmark in the community, and only 4% say it is something residents should be proud of.



Below are a few statements that have been made about Millcreek City Hall. Which, if any, of the following statements matches your views about City Hall? Select all that apply.



FUTURE CITY HALL

CONSIDERATIONS, RENT VS OWN, & MESSAGING

MOST WANT MILLCREEK TO OWN CITY HALL

72% of residents say the City should find a new space to own, compared to 28% who say the City should find a new space to lease.



Which of the following options for Millcreek City Hall comes closest to your view?

The City should find a new space to lease

The City should find a new space to own

28%

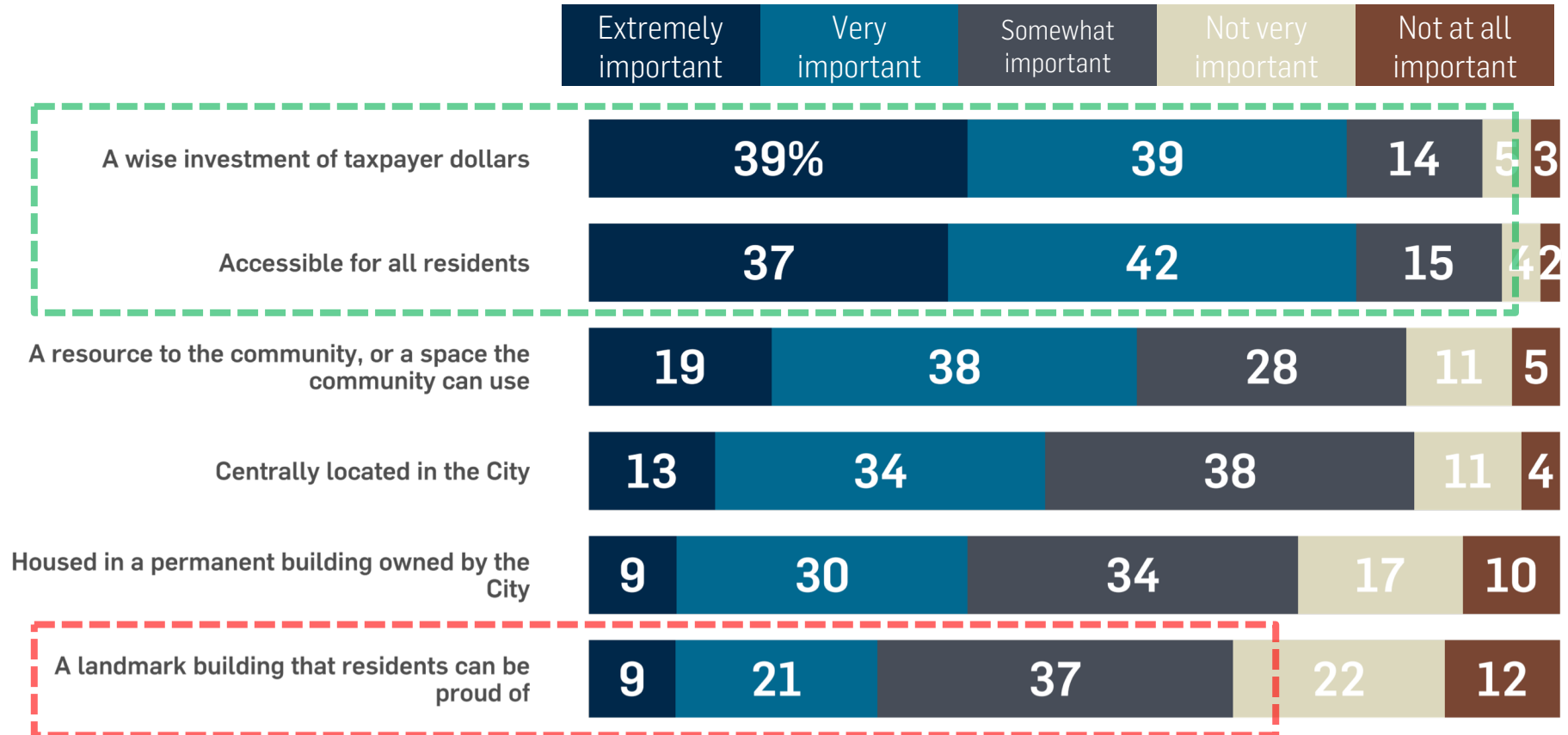
72

WISE INVESTMENT, ACCESSIBILITY TOP PRIORITIES

Ensuring City Hall is a wise investment of taxpayer dollars is considered at least somewhat important by 92% of residents. Accessibility for all residents is considered at least somewhat important by 94% of residents. City Hall being a landmark building is least important to residents.



Thinking about the future of Millcreek City Hall, how important is it that Millcreek City Hall...

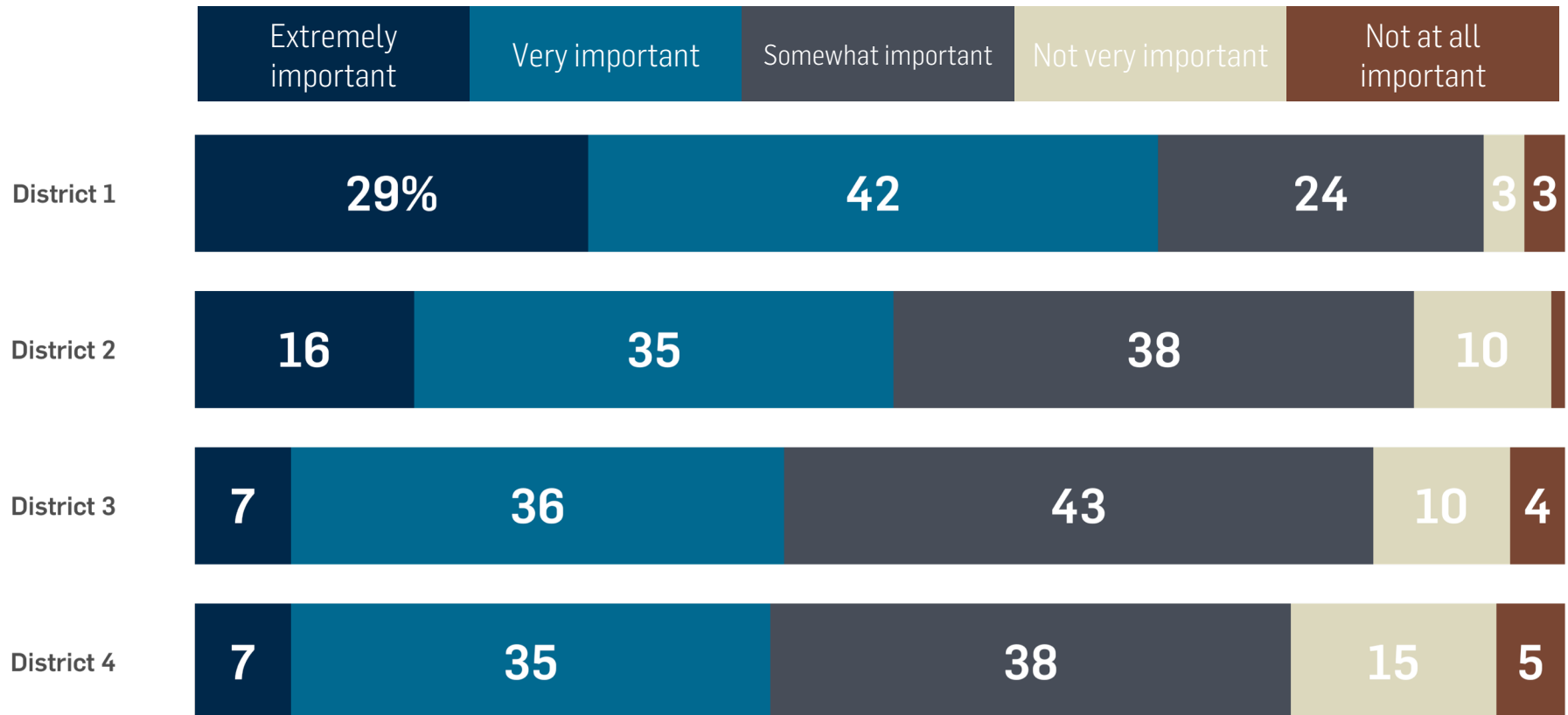


CENTRAL LOCATION MOST IMPORTANT TO DISTRICT 1

Over 70% of respondents in District 1 think it is extremely or very important for the future City Hall to be centrally located, while less than half of respondents in Districts 3 and 4 think so.



Thinking about the future of Millcreek City Hall, how important is it that Millcreek City Hall be centrally located in the City (i.e., not too far east or too far west)?

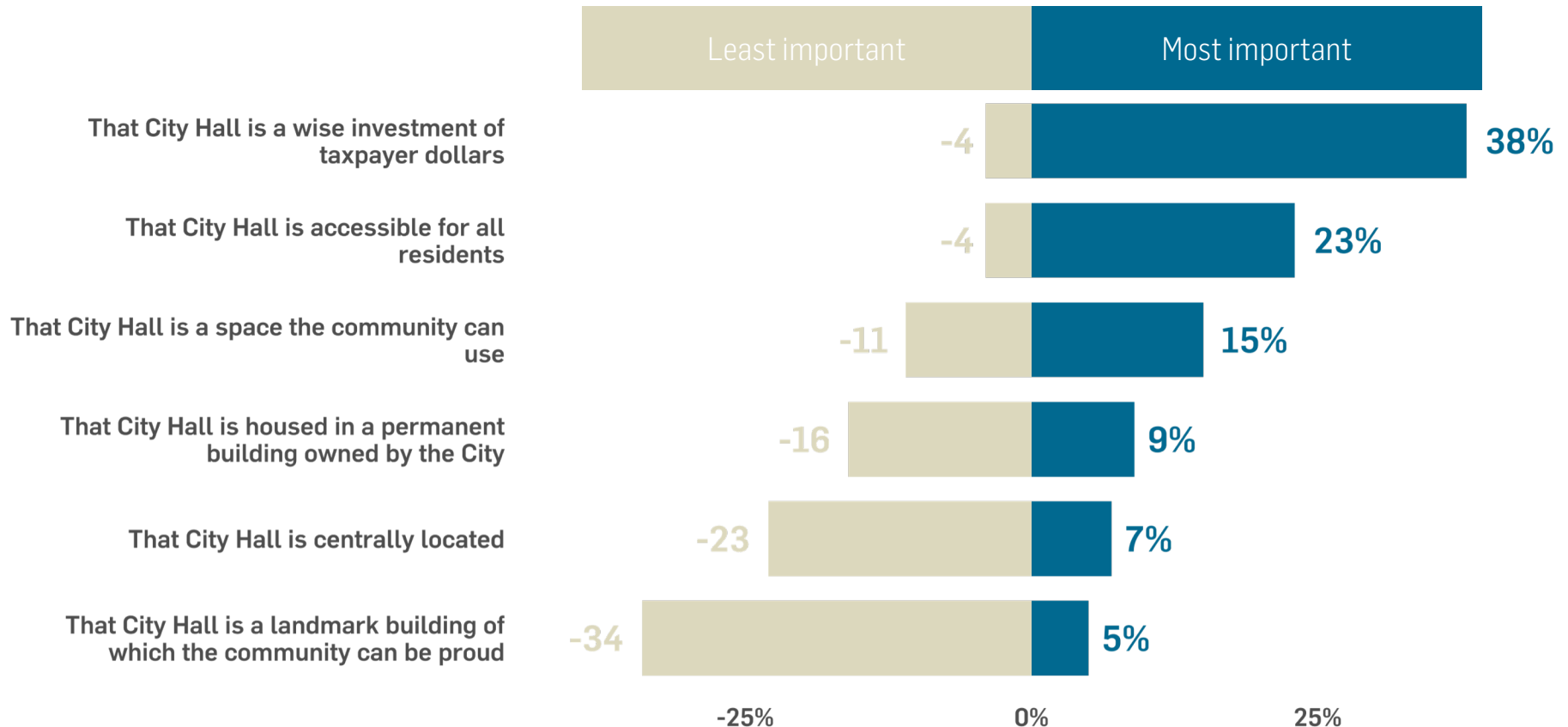


WISE INVESTMENT MOST IMPORTANT CONSIDERATION

When forced to select their single most/least important considerations, 38% of residents said City Hall being a wise investment of taxpayer dollars is most important. City Hall as a landmark building was the least important to residents, with 34% of respondents choosing that as their least important consideration.



Again, thinking about the future of Millcreek City Hall, which of the following considerations is most important to you? Which is least important?

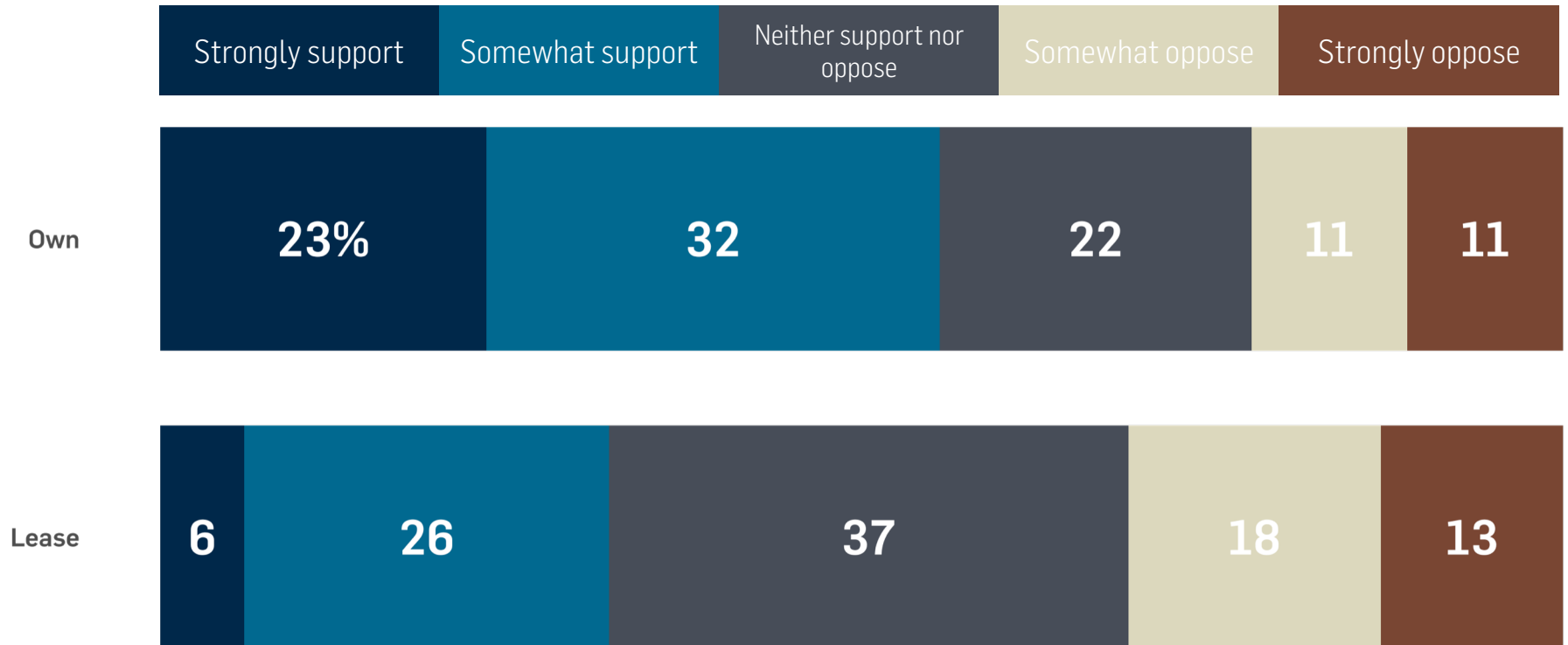


MORE SUPPORT FOR CITY OWNING CITY HALL

55% of respondents support Millcreek building a City Hall that the City would own, and 32% of respondents support remodeling a new leased space. There is more opposition to Millcreek leasing a space than to owning the City Hall building.



Thinking about the qualities of a City Hall that are important to you, would you support or oppose the City of Millcreek remodeling a new leased space to serve as City Hall?/building a new City Hall that the city would own?



COST AND NEED MAIN FACTORS IN FUTURE CITY HALL

Many who support the City leasing a building to use as City Hall believe it would be more cost effective and dislike the idea of building an excessive, extravagant City Hall building. Those who support building a City-owned City Hall view it as a wise fiscal investment and community resource, as well as a sign of legitimacy for the City.

Why would you support the lease and remodel of a new space to serve as Millcreek City Hall?
Why would you support the building of a new City Hall that the city would own?

Lease and remodel



Building the City would own

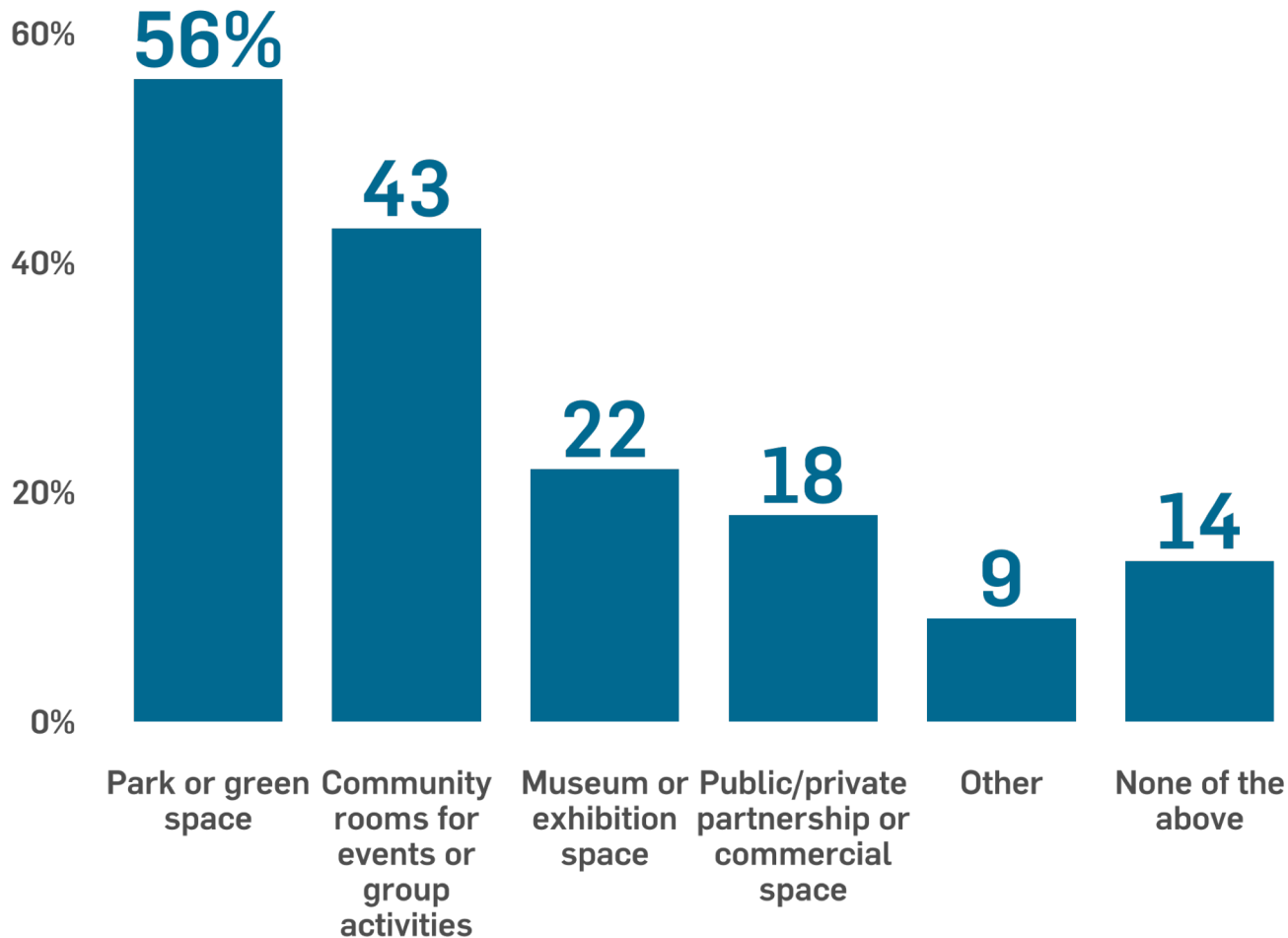


PARK, GREEN SPACE MOST REQUESTED AMENITY

Park or green space was the most-requested amenity, followed by community rooms for events or group activities. 14% of respondents do not want to see any amenities at City Hall.



Which amenities would you like to see at or around Millcreek City Hall?

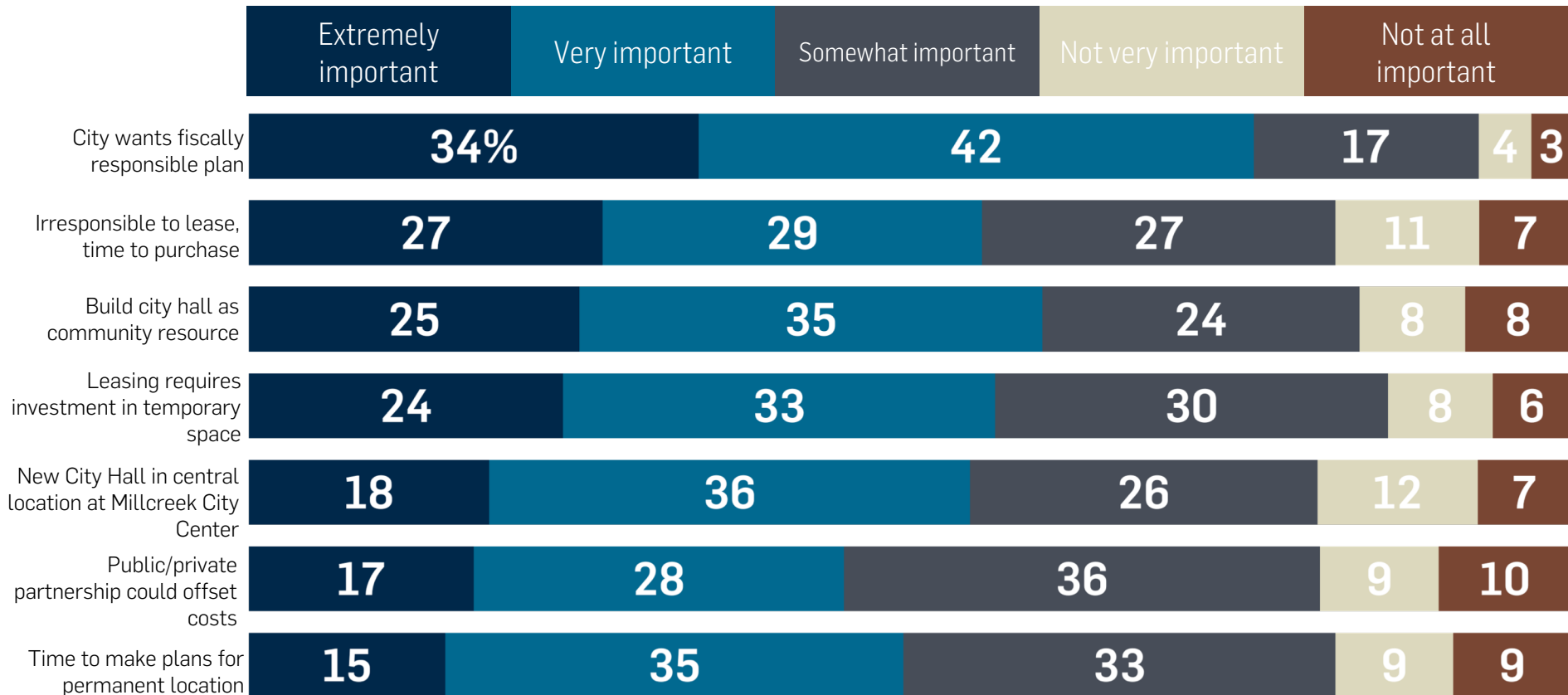


FISCALLY RESPONSIBLE PLAN MOST IMPORTANT

The most important message for respondents was assurance that “City officials have not forgotten the sentiment” against a “Taj Mahal like” City Hall and “want to involve the community in developing a fiscally responsible plan for a building that the City would own.” Messaging about a public/private partnership potentially offsetting building costs was the least important.



How important is this consideration to you when thinking about the future of Millcreek City Hall?

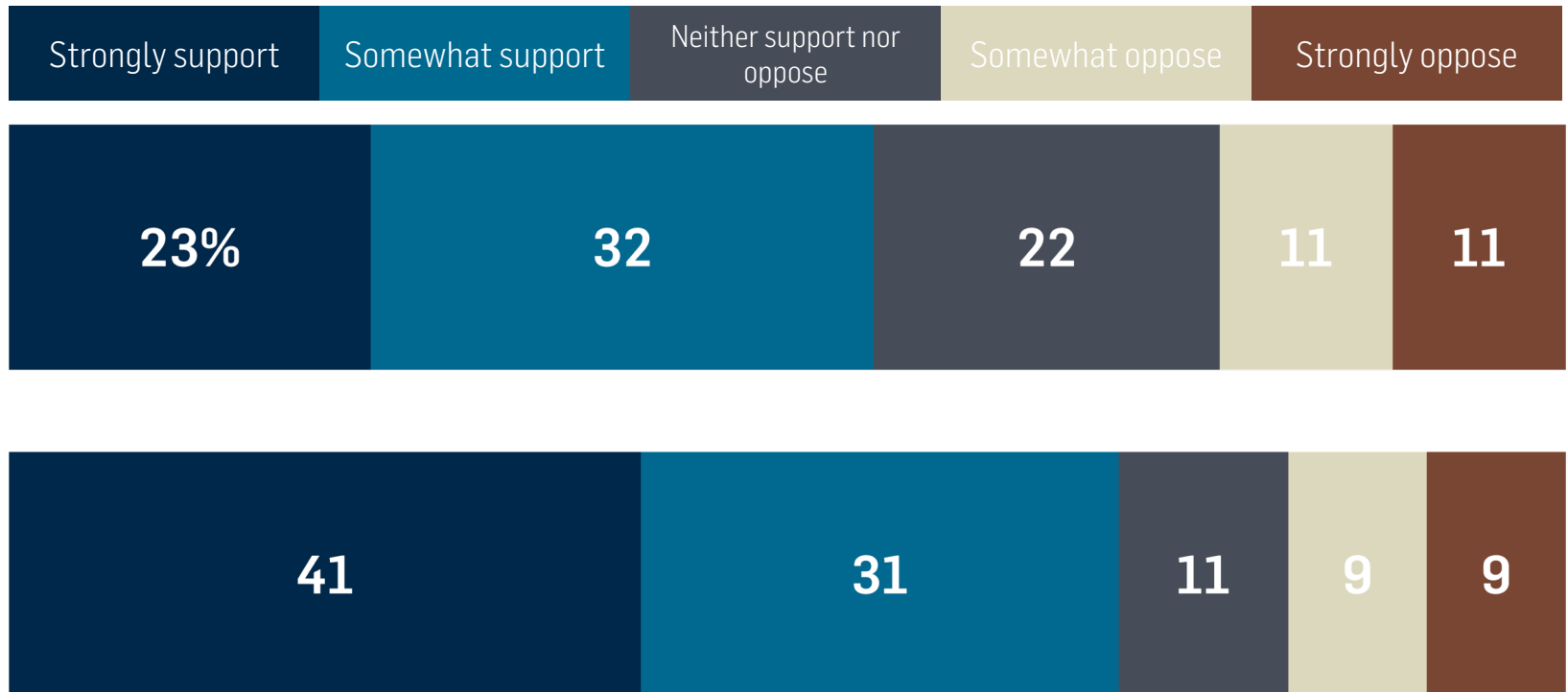


MESSAGING INCREASED SUPPORT FOR CITY-OWNED HALL

There was a 17% point increase in support for the City building a new City Hall after respondents were exposed to messaging. The amount of people who neither support nor oppose building a City Hall was cut in half after messaging. Opposition also decreased by 4 percentage points.



Thinking about all of the considerations you have read, would you support or oppose the City of Millcreek building a new City Hall that the city would own?

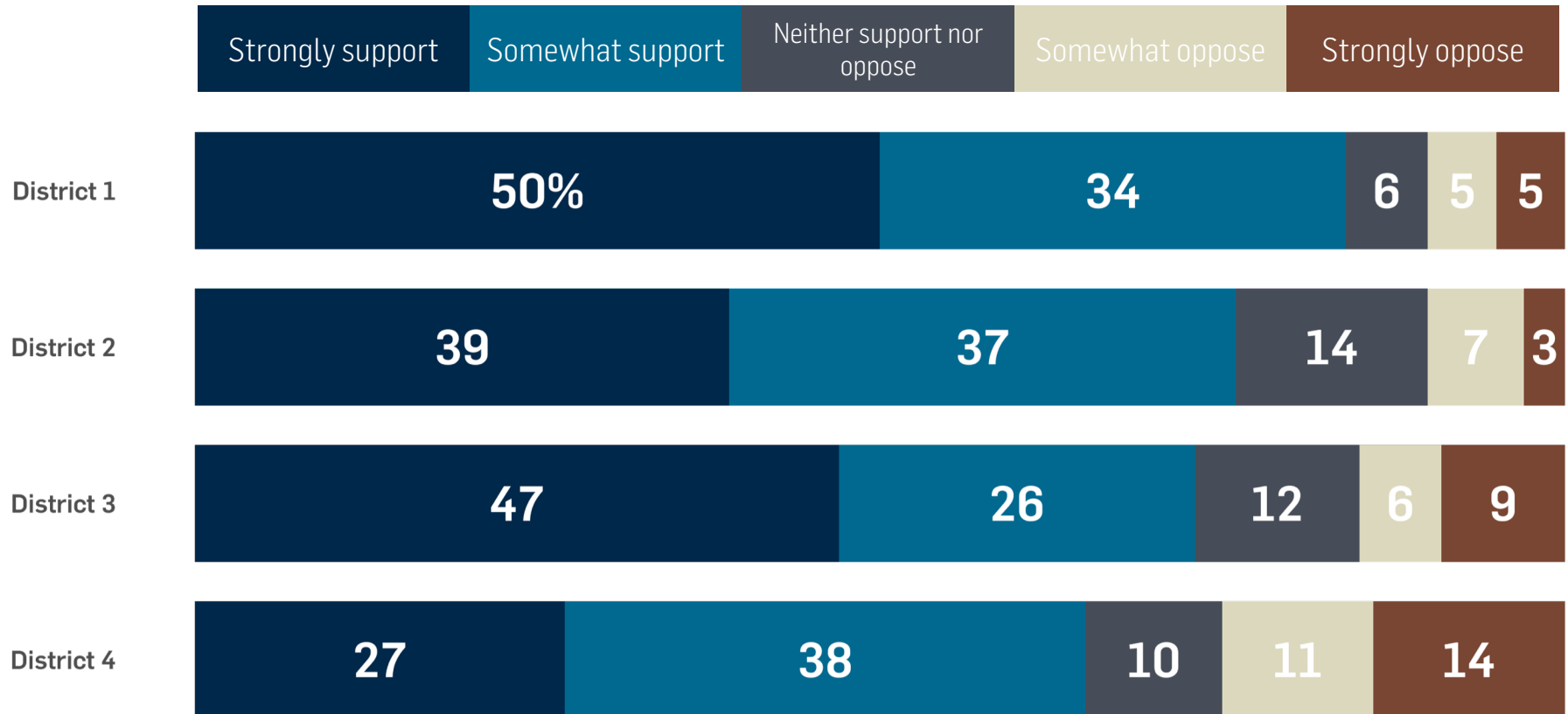


SUPPORT FOR CITY-OWNED HALL STRONG ACROSS DISTRICTS

A majority of respondents in all districts support a city-owned City Hall after being exposed to messaging. Support is particularly strong in District 1 and weakest in District 4.



Thinking about all of the considerations you have read, would you support or oppose the City of Millcreek building a new City Hall that the city would own?



MOST PREFER MIXED-USE BUSINESS SPACE

A majority of respondents (63%) say a new City Hall should be part of a mixed-use building that would include City and other business space. 37% of respondents say City Hall should be a standalone building. Notably, a public/private partnership was the least popular amenity.



Which of the following options for Millcreek City Hall comes closest to your view?

Millcreek City Hall should be a part of a mixed-use building that would house City business as well as other business space and potentially result in cost savings



63%

Millcreek City Hall should be a standalone building that would be a dedicated home for City business and community resources



37

0%

20%

40%

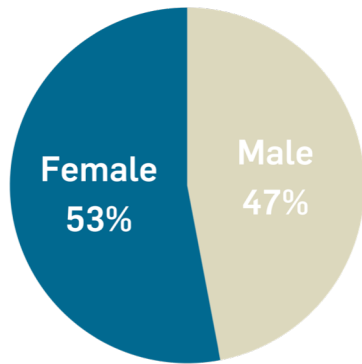
60%

DEMOGRAPHICS

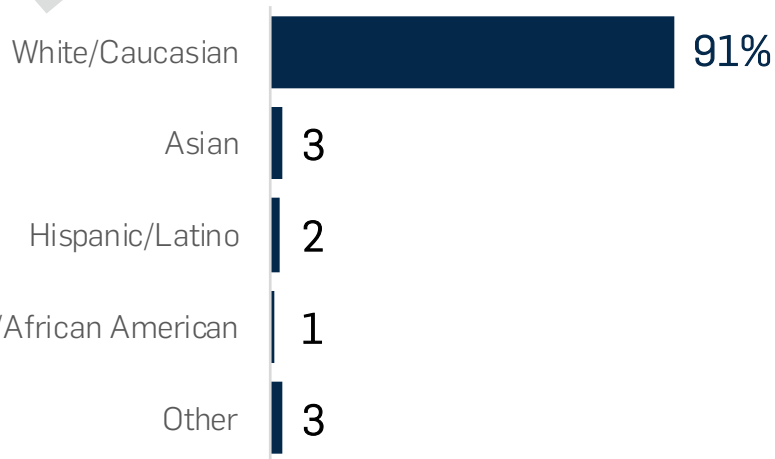
SAMPLE DEMOGRAPHICS

53% of respondents were female, and 47% were male. Almost all respondents are white. 65% are married, 19% are single, and 8% are divorced. The median age of respondents is 57.

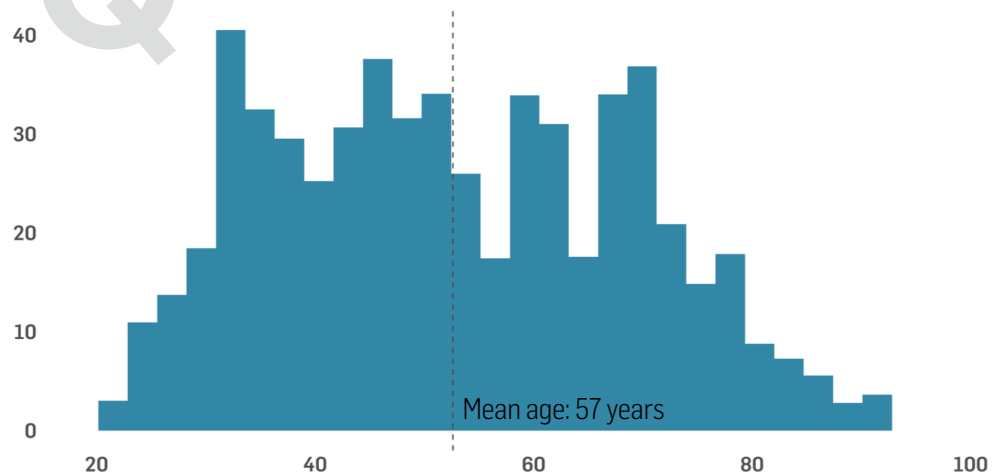
Q Which of the following best describes how you think of yourself:



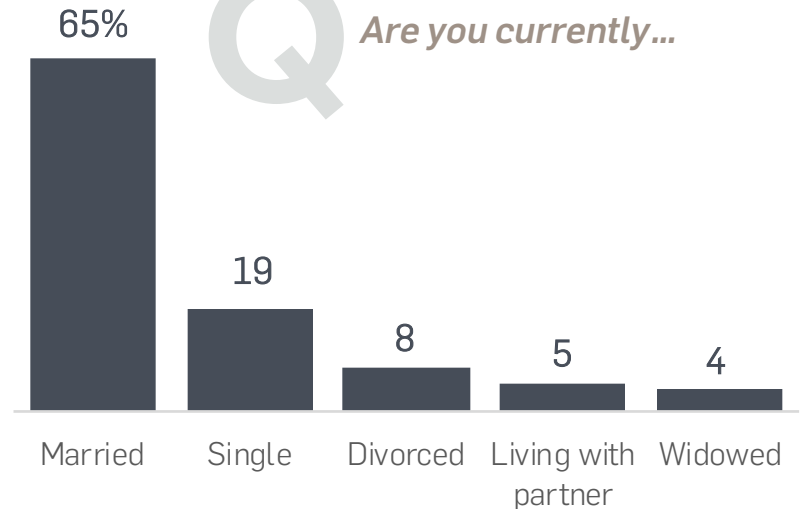
Q Are you:



Q What year were you born:

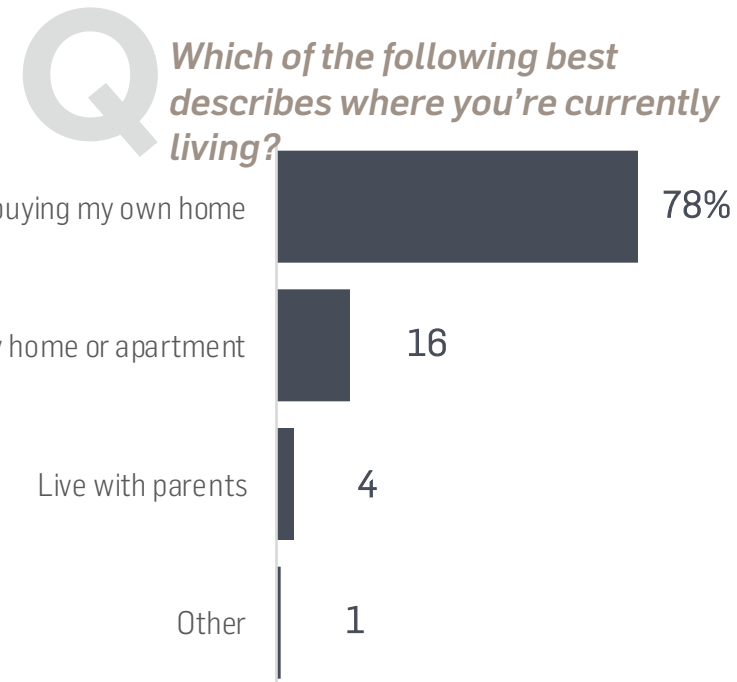
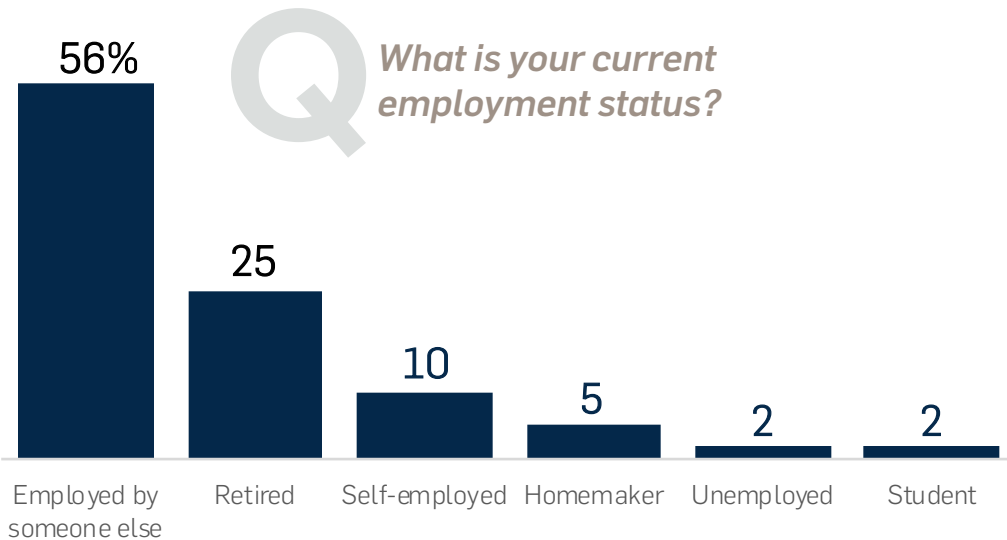
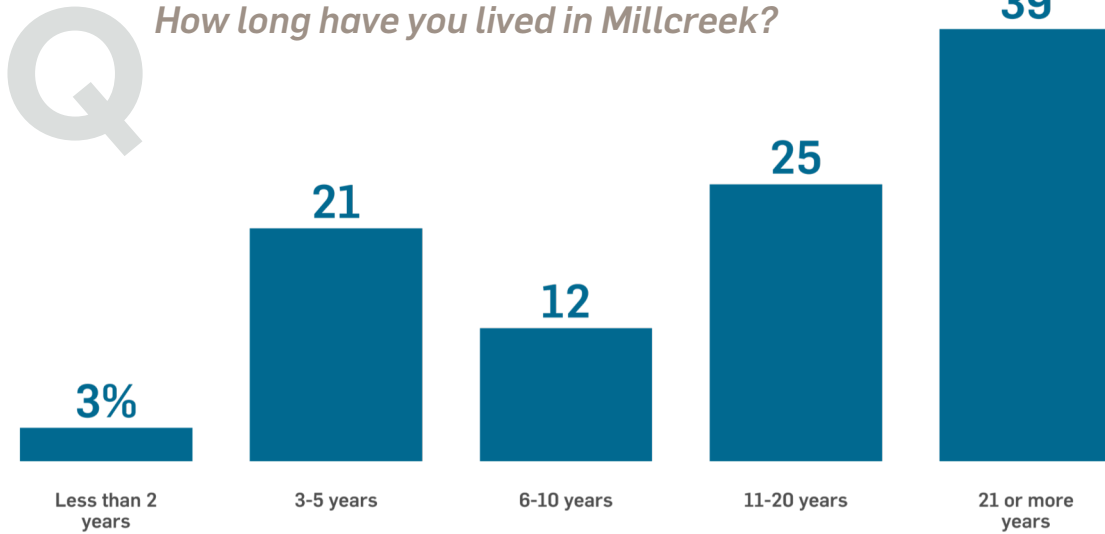


Q Are you currently...



SAMPLE DEMOGRAPHICS

39% of respondents have lived in Millcreek for 21 years or more. 78% own or are buying a home, and 56% are employed by other people.

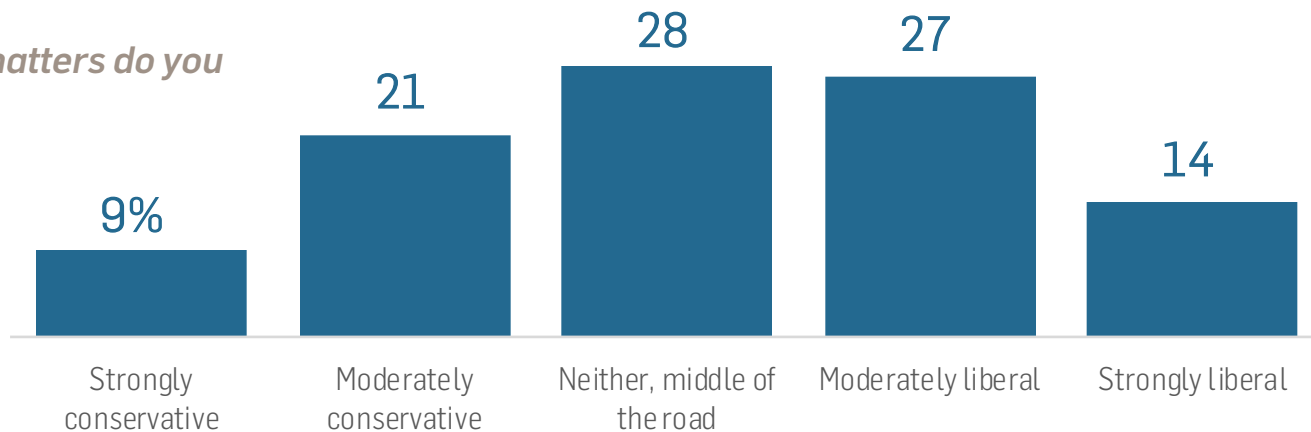


SAMPLE DEMOGRAPHICS

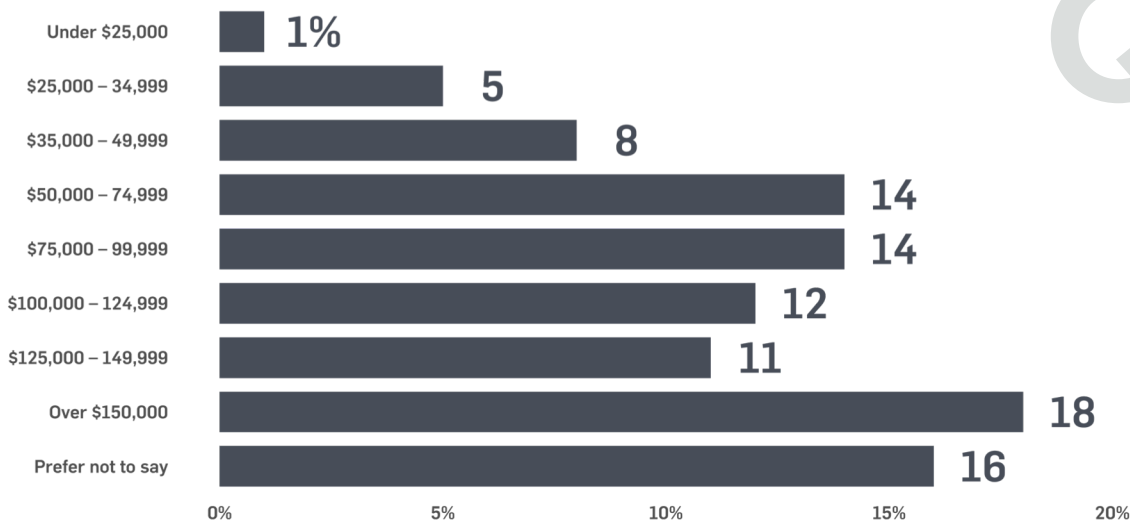
30% of respondents consider themselves either moderately or strongly conservative, compared to 41% who consider themselves moderately or strongly liberal. 42% of respondents are college graduates, and 31% have a post graduate degree. 18% of respondents say they expect to make at least \$150,000 this year.



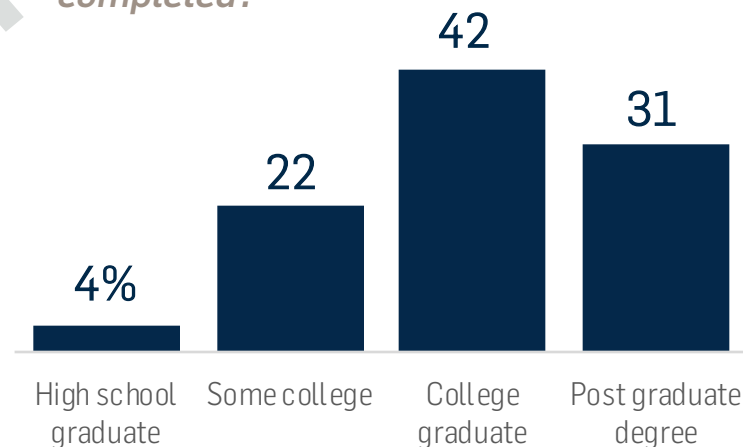
On most political matters do you consider yourself:



What do you expect your 2020 family income to be?



What is the last year of school you completed?





Kyrene Gibb, Scott Riding, & Kelly Patterson, Ph.D.
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21ST CENTURY CITY HALL

VISUAL ANCHOR

INNOVATIVE FINANCING MODEL

ACTIVATED GROUND LEVEL

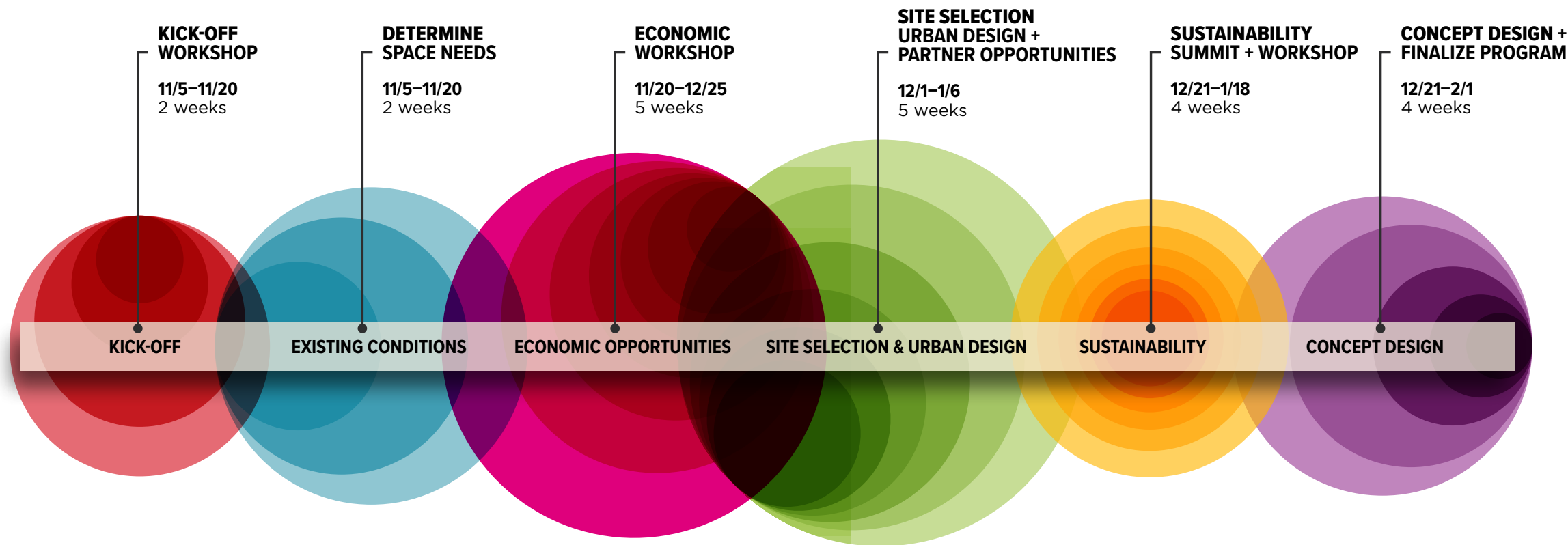
HIGH-QUALITY DEVELOPMENT

COMMUNITY AMENITY

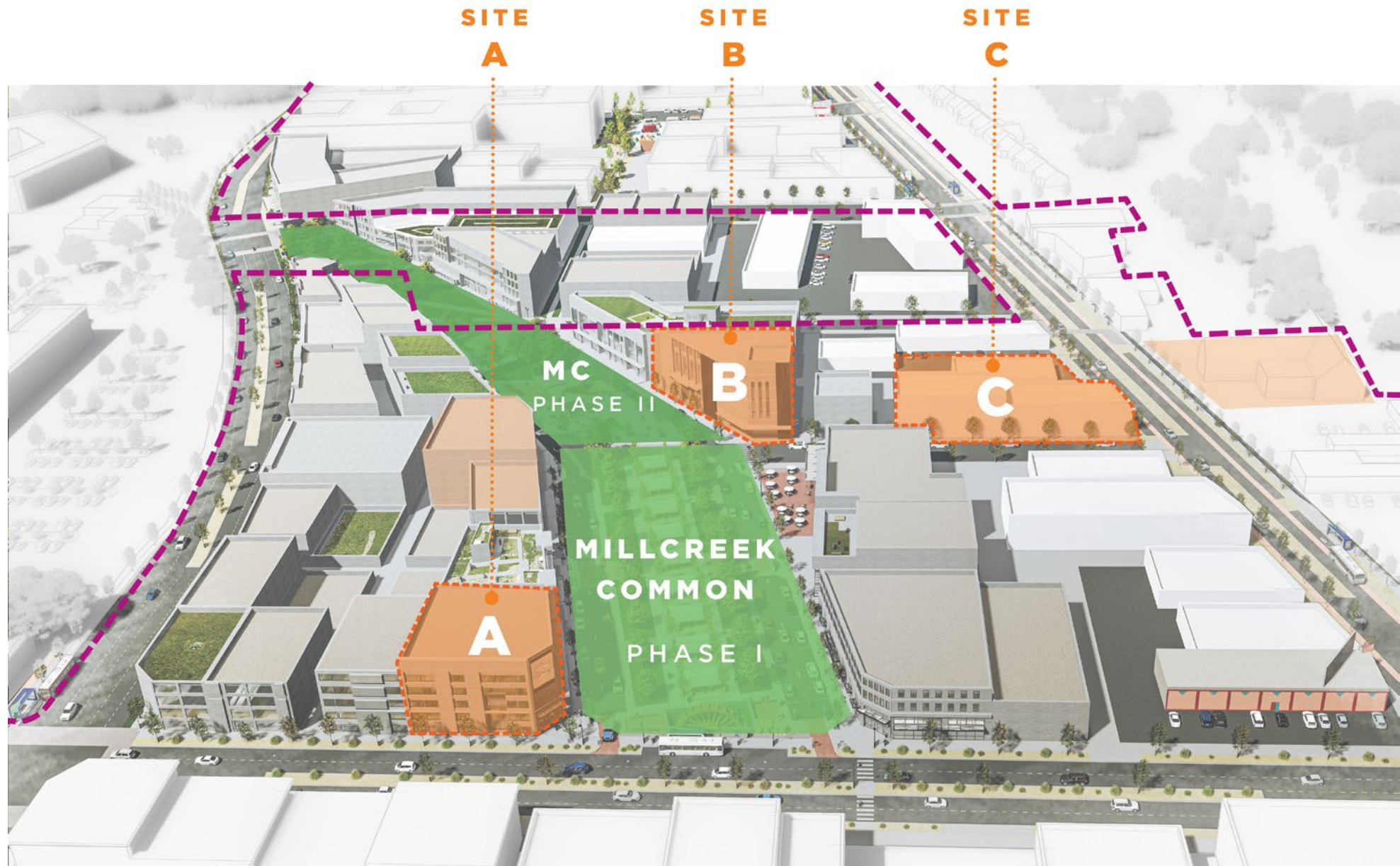
CONNECTED TO NATURE



MHTN
ARCHITECTS



OPPORTUNITY-FOCUSED PROGRAMMING PROCESS



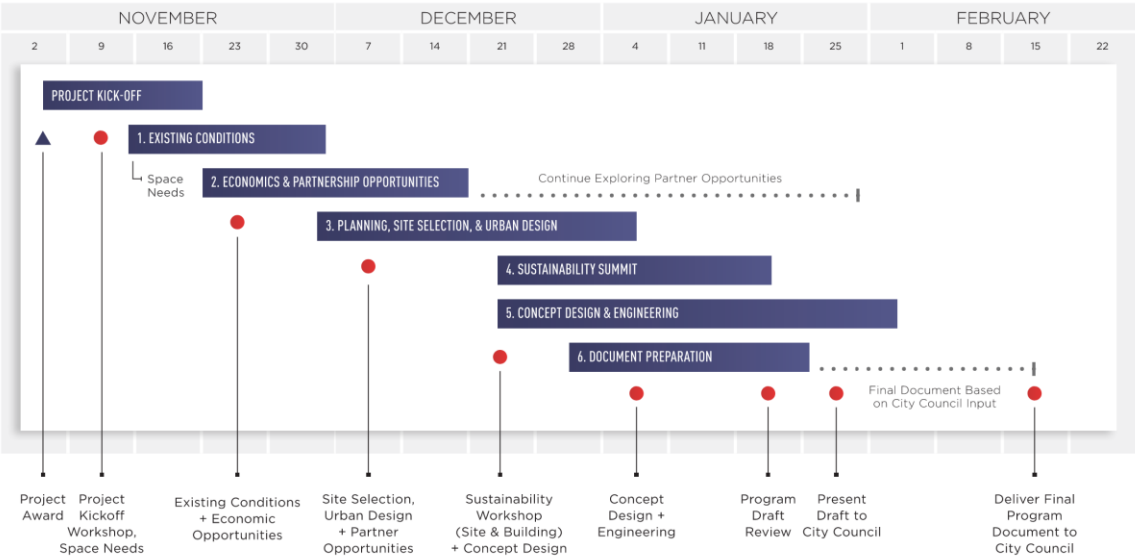


COMPREHENSIVE APPROACH TO WELL-BEING



MHTN
ARCHITECTS

PROJECT SCHEDULE





Wasatch Front Waste and Recycling District's 2021 Budget Including the Modified Area Cleanup and Fee increases for Bulk Trailer Rentals and Subscription Green Waste

Introduction:

On Monday, October 26, 2020, the Administrative Control Board (ACB) Tentatively adopted the 2021 Tentative Budget pending public comment during the Public Hearing that will be held on Monday, November 16, 2020 at 6:00 p.m.

Other important information for residents to know is that the District intends to raise the following fees:

- Bulk Trailer Rental from \$145.00 to \$175.00 to help offset the full cost.
- Curbside Green Waste Collections - \$1.00 per month, from \$9.50 per month/\$114.00 annual to \$10.50 per month/\$126.00 annual to cover the costs for services mainly for can repair/replacement and customer service. This is the first fee increase since the program rolled out in 2014.

The following report provides an evaluation of the modified Area Cleanup services WFWRD provided in 2020 and desires to continue in the future.

A. Recap of the Modified Service with Stats through September 2020:

Due primarily to staffing issues, which were compounded by the COVID-19 Pandemic, WFWRD delayed the start and operated a modified version of the Area Cleanup Program (ACUP) in 2020.

Starting in May, residents were given the option to reserve a container and having it parked in their driveways. It was initially met with high opposition and complaints, but we received many compliments from those who participated, after receiving the service.

Results and Comparisons for Communities:

2020: 9,548 total containers delivered / total tons = 8,481

City/Metro	Homes	Containers	Ratio	Cancels	Tons	Mattresses	Tires	Fridges
Magna	7,361	806	9.13	11	827	33	3	2
Kearns	9,949	1,108	8.98	14	1,045	51	41	3
Taylorsville	13,730	1,533	8.96	28	1,422	473	68	26
Millcreek	15,784	1,905	8.3	37	2,047	661	105	61
Holladay/Murray	11,412	1,267	9	21	1,286	245	42	13
Cottonwood Heights/Willowcreek	10,790	1,303	8.28	16	1,026	379	41	24
Granite/White City/Willow Canyon/Sandy Hills/4BLane	3,459	519	6.66	8	39	79	10	2
Herriman	10,719	1,069	10.03	10	765	14	0	0
Copperton	286	38	7.53	2	24	0	0	0

2019: 11,470 total containers delivered / total tons = 306 green, 10,987 bulk (11,293 total)

City/Metro	Homes	Containers	Ratio	Bulk	Green	Mattresses	Tires	Fridges
Magna	7,325	984	7.44	991	23	187	49	3
Kearns	9,948	1,571	6.33	1,743	42	881	233	36
Taylorsville	13,727	1,682	8.22	1,681	43	1,026	227	77
Millcreek	15,762	2,092	7.6	1,994	71	723	128	104
Holladay/Murray	11,573	1,561	7.41	1,777	60	1,314	224	107
Cottonwood Heights/Willowcreek	10,805	1,473	7.34	1,218	33	541	76	20
Granite/White City/Willow Canyon/Sandy Hills/4BLane	3,458	546	6.33	596	19	200	45	11
Herriman	10,807	1,512	7.15	953	13	4	0	0
Copperton	286	49	5.83	34	2	0	0	0



The biggest benefits to the modified program and parking the containers in driveways: Improved efficiencies and safety with no mini-landfills, illegal dumping, or abuse from contractors and landscapers. Residents who reserved a container, or shared a container, were able to use the container before it was filled by others.



Cost Comparisons and Staffing Levels:

2020 Modified Area Cleanup: May 11 to October 9 (22 weeks / 111 days)

- Started with 16 drivers, averaged 12, and ending the season with 10 drivers.

2019 Traditional Area Cleanup: April 15 to September 26 (23 weeks / 115 days)

- Started with 18 drivers, averaged 11 and pulled from full time staff. Also, averaged 8 vacant FTE drivers.

	YTD 09/30/20	YTD 09/30/19	Variance	Estimated 12/31/20	12/31/19	Variance
Labor & Benefits	346,677	379,131	(32,454)	397,847	*518,443	(120,596)
Printing & Postage	33,395	28,062	5,333	36,734	28,062	8,672
Fuel & Oil	120,039	160,073	(40,034)	132,043	128,837	3,206
Fleet Maintenance	156,775	199,726	(42,951)	172,452	298,468	(126,015)
Rental Vehicles	168,713	164,016	4,698	202,458	164,010	38,448
Dumping Fees	286,293	457,114	(170,822)	314,922	457,114	(142,193)
Other	26,523	39,872	(13,349)	29,176	39,845	(10,669)
Total	1,138,415	1,427,993	(289,579)	1,285,632	1,634,778	(349,147)

*2019: In addition to part-time labor, 2-3 full time employees worked in the ACUP for an additional \$103,000 in wages and benefits. This may be considered a “cost shift” that took away from the mandated curbside services and drove up overtime in 2019.

B. 2020 ACUP Satisfaction Survey Results: Please note that the majority of responses came from the customers who utilized the 2020 services.

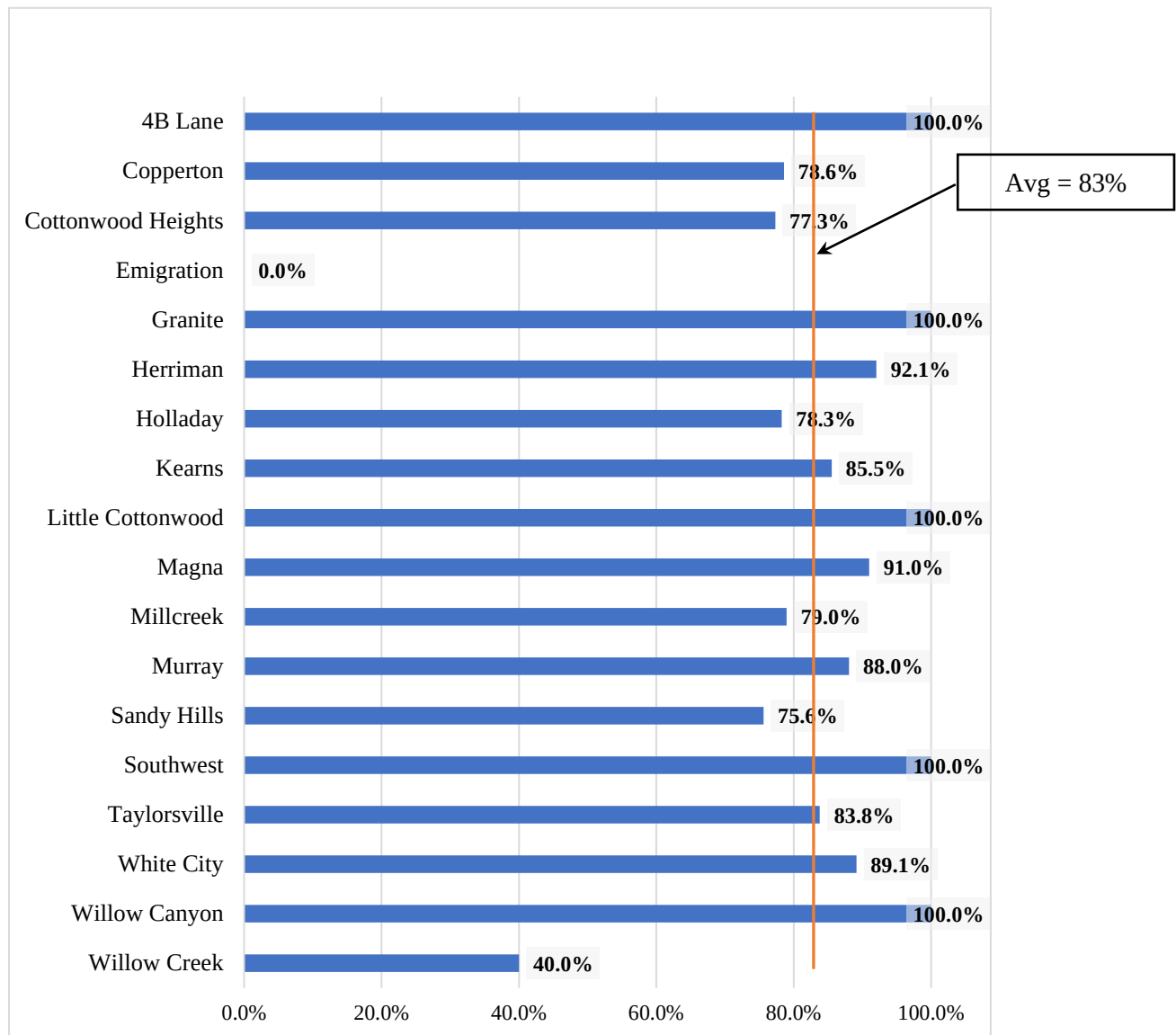
During the month of October 2020, WFWRD conducted an Area Cleanup Survey to obtain opinions from WFWRD customers regarding the modified way the program was provided. There were 2,735 responses received.

Hyperlinks to the online survey were provided on the District website, Facebook page, and Twitter feed. Some local municipalities reposted this link on their own social media sites. Additionally, 9,196 emails were sent to customers, which included a direct hyperlink and invitation to complete the survey. Residents were asked to complete the survey by October 18, 2020.

The 2020 results, from 542 Millcreek residents, are as follows:

- **79.0% of Millcreek respondents were satisfied with this year's reserved Area Cleanup Program**
 - District-wide, 83.1% were satisfied with this year's reserved Area Cleanup Program. (2019: 81.6%)
- 82.3% felt they were given proper notice about this year's program changes.
- 87.2% indicated that the reservation process was easy.
- 89.2% were satisfied with the drop off and pick up of the container
- 84.9% stated that they were satisfied with the timeframe for the use of the container.
- 85.7% of participants allowed their neighbors and family members to use the container.
- 93.0% were okay to pick up the debris outside of the container, due to COVID-19 safety recommendations.
- 51.3% of respondents left comments about the Area Cleanup program.

Satisfaction by Community



Comment Statistics from Millcreek Residents:

278 residents left comments about the Area Cleanup program. The following provides the number of residents for the listed category:

Supportive: 108 residents directly stated that they were in support of continuing the changes to the Area Cleanup program in the future. These comments account for 38.85% of comments made by Millcreek residents.

Not Supportive: 36 residents directly stated that they were not in support of continuing the changes made to the Area Cleanup program. These comments account for 12.95% of comments made by Millcreek residents.

Additional Availability:

9 residents indicated that they would appreciate additional containers being made available to decrease the number of residents who are unable to reserve containers. These comments account for 3.24% of comments made by Millcreek residents.

Confirmation:

19 residents indicated that a confirmation of the reservation via email or text would help alleviate some frustration they experienced.

Debris:

4 residents reported debris being an issue during the Area Cleanup. Of those:

- 3 were concerned about unauthorized users leaving debris on their property.
- 1 indicated a reduction of debris due to the changes in the Area Cleanup program.

Drivers:

62 residents made comments about drivers. Of those:

- 27 indicated having a positive interaction with the driver.
- 9 indicated having a negative interaction with the driver.
- 1 indicated that they contacted the supervisor regarding the driver.

Driveway:

45 residents indicated the driveway as a point of concern. That included wanting the containers in the street, reports of minor scrapes and scratches on their driveway, drivers doing a good job with the placement.

Green Waste:

14 residents indicated that they would like to have a bulk green waste pick up.

Notification:

41 residents indicated that they would like to receive more advance notification ahead of the reservation period. These comments account for 15.58% of comments made by Millcreek residents.

Personal Liability:

7 residents indicated issues with taking personal liability.

Regional Timeframe:

9 residents indicated that they would like to have an expanded regional timeframe for reservation and for dates available to reserve a container.

Reservation Process:

22 residents indicated experiencing issues during the reservation process.

Reservation Unavailable:

11 residents reported being able to get a container reservation due to availability.