



COTTONWOOD HEIGHTS

2022 OFFICIAL CITIZEN SURVEY

KEY FINDINGS

- **GENERAL HEALTH OF THE CITY**

- Overall, residents are happy with the way the City is being run **with 80% saying they approve of the Mayor and City Council**. On average, Cottonwood Heights residents give a score of 82 out of 100 for the city's quality of life, and **two-thirds say their tax dollar is being put to good use**.
- Residents' **major concerns are focused on traffic, growth, and water management**. Additionally, as is the case along the Wasatch Front, **housing availability/affordability has emerged as a top concern**.

- **CITY SERVICES & COMMUNICATIONS**

- City service ratings are largely consistent with those from prior years. Residents remain **most satisfied with Fire & EMS, garbage collection, drinking water, recreation programs, City parks & open spaces, emergency preparedness, and City events**.
- City parks and open spaces generally receive positive reviews, **receive the largest share of residents' service improvement budget allocation, and are the most frequent recipient of funds**. Residents also allocated large portions of their improvement budget **to trail development, surface maintenance on streets, and police services**.
- Residents would prefer receiving their information about the city in four main ways: **1) City newsletter distributed via mail (31%); 2) the Cottonwood Heights Journal (26%); 3) Email from the city (12%); 4) City newsletter distributed via email (11%)**. While traditional communication channels are mostly meeting residents' preferences, there is an opportunity for increased digital reach – particularly via email.

KEY FINDINGS

- **NEIGHBORHOOD & COMMUNITY DEVELOPMENT**

- Residents' primary priorities for their neighborhoods include **preserving the neighborhood views (94%)** and **making the community more walkable (89%)**. A large majority **(82%)** are also concerned about ensuring that there is a place in the community for their children and grandchildren.
- **Just over half of residents (52%)** feel the needs of the City are currently well served by the Salt Lake County Senior Facilities in the surrounding area. The remaining 48% would be interested in having a City-run Senior Center.
- The amenity or additional development **residents would most like to see in Cottonwood Heights is a small shopping center (41%)**, followed by mixed use and housing developments.
- Residents most often say that **single family homes fit well with their neighborhood (30%)**, mixed-use developments would be more acceptable elsewhere in Cottonwood Heights (27%), and a small shopping center would fit in either their neighborhood or somewhere else in Cottonwood Heights (30-31%).
- **Traffic congestion and cyclist safety on major City thoroughfares** are residents' most pressing road condition concerns. Regarding transportation development, **residents are more enthusiastic about pedestrian safety upgrades to City streets and additional dedicated bike lanes than they are about public transit**, though a slim majority of residents suggest they would use transit more frequently if it were more accessible.

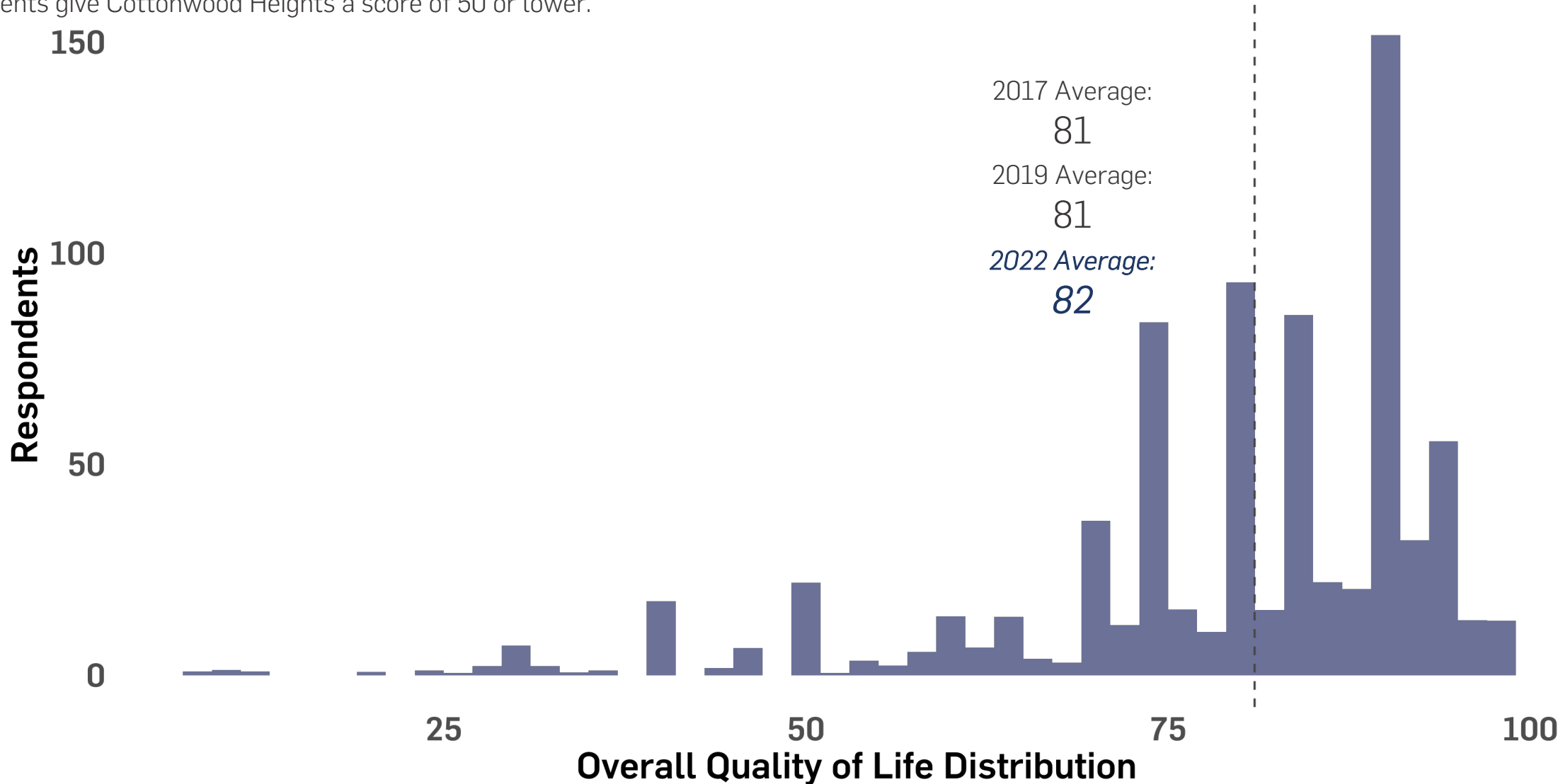
METHODOLOGY

- For this survey *767 Cottonwood Heights residents were sampled* via address-based sampling from the publicly available registered voter file.
- Survey invitations were sent via email, text messages, and mailed postcards, and interviews were completed online *June 15 - July 29, 2022*.
- The data were weighted to reflect the demographics of registered voters in Cottonwood Heights, specifically in regard to *age, gender, home ownership, and ethnicity*.
- 767 interviews among an estimated population of 33k results in a *margin of error for the survey of plus or minus 3.5 percentage points*.

GENERAL HEALTH OF THE CITY

RESIDENTS RATE THEIR QUALITY OF LIFE POSITIVELY

On average, residents give Cottonwood Heights a quality of life rating of 82 on a scale of 0-100, which is similar to ratings of previous years. Only 7% of residents give Cottonwood Heights a score of 50 or lower.



Q: Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Cottonwood Heights?
(n = 767)

LOCATION AND VIEWS TOP DRAWS TO COTTONWOOD HEIGHTS

Almost all residents' comments on what they like most about living in Cottonwood Heights focus on its views of the mountains and close location to the Cottonwood Canyons, downtown Salt Lake City, and shopping/entertainments needs.

Like most about Cottonwood Heights



"Being close to the mountains, the mature trees, and quick access to shops/restaurants and the freeway."

"Easy access to mountains, downtown, etc."

"Safe neighborhood, central location, freeway access, lots of shops/food near by, mountain views and access, mature trees, lots of parks."

"The proximity to the Cottonwood Canyons."

TRAFFIC, GROWTH, AND HOUSING CURRENT CONCERNS

Current concerns of Cottonwood Heights residents include traffic, managing growth, and housing density.

Top issues today



“The increasing population density of Cottonwood Heights. High density housing will profoundly degrade the quality of life for Cottonwood Heights residents.”

“All of the new apartment complexes being built in the area, and the traffic congestion.”

"Traffic, high-density housing."

"Managing growth and infrastructure. Especially the roads that lead to the canyons."

Q: In your opinion, what is the most important issue facing Cottonwood Heights today? (n = 754)

TRAFFIC, GROWTH, AND WATER FUTURE CONCERNS

Future concerns are similar to those residents currently face, including water conservation/management.

Top issues in the next 3-5 years



“Overcrowding. Lack of water.”

"Development of multi-unit housing and its effect on local traffic."

“Managing growth.”

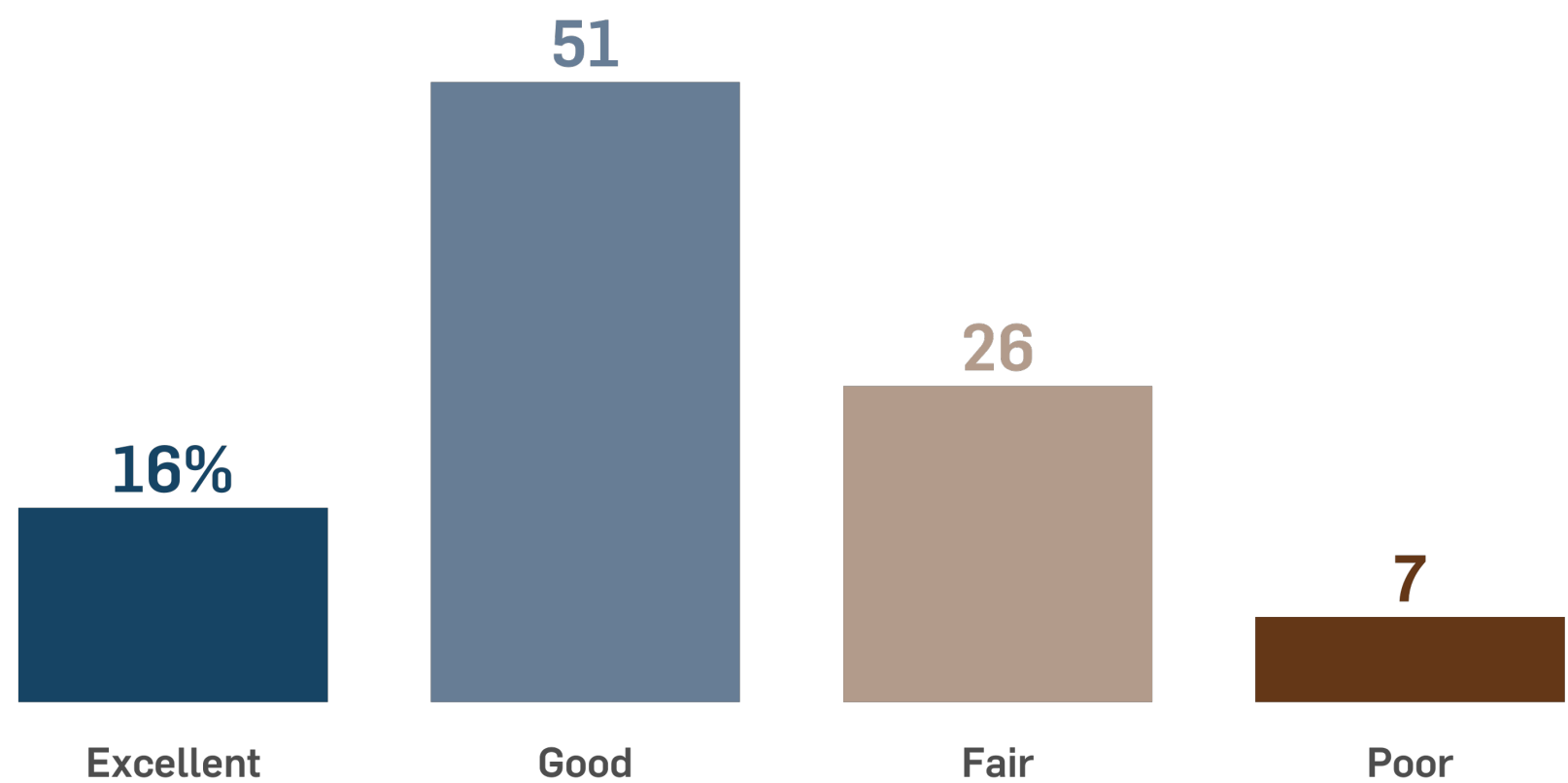
"Water conservation, road maintenance."

Q: In your opinion, what is the most important issue facing Cottonwood Heights in the next 3-5 years? (n = 748)

GOOD VALUE FOR TAX DOLLAR

About 2/3 of respondents agree that the service they receive for their tax dollar is good, which is similar to how respondents felt in 2019.

Value for tax dollar



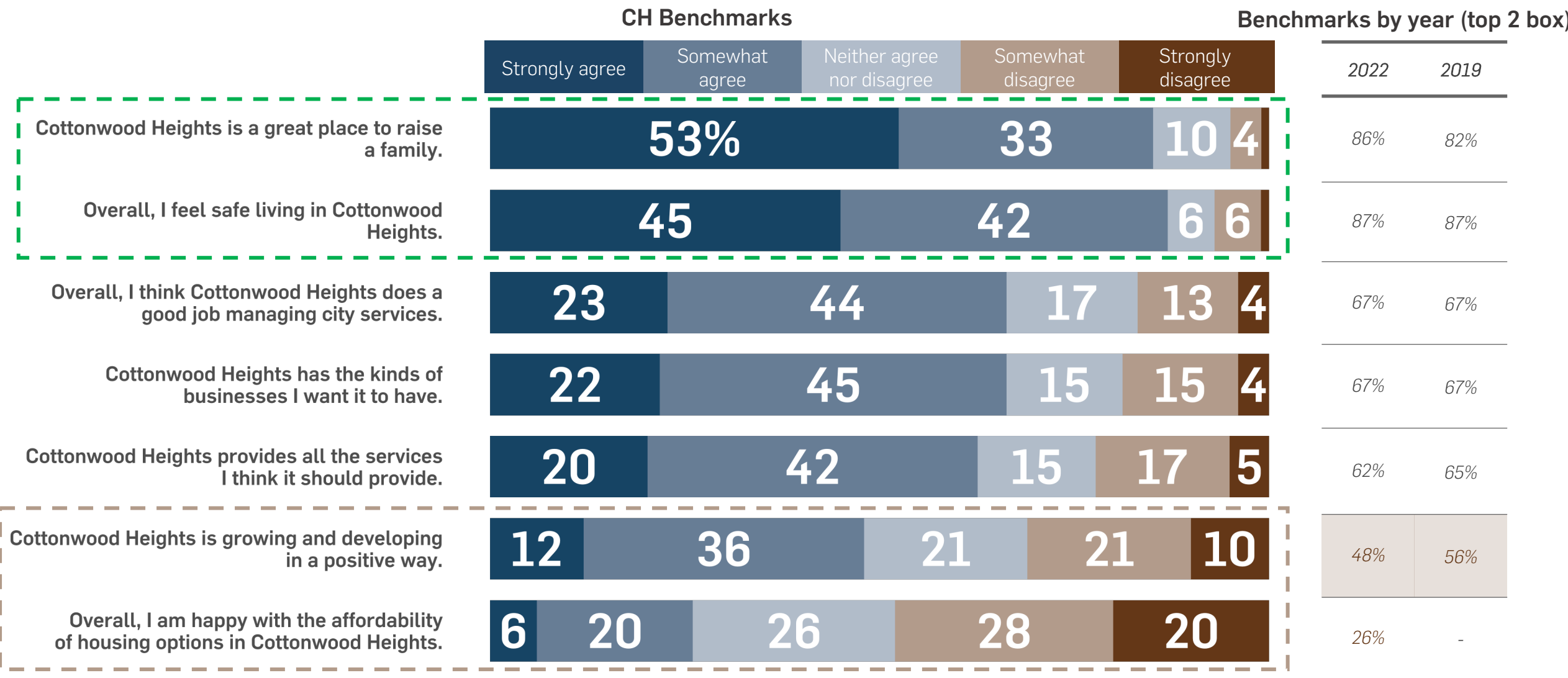
Value for tax dollar by year

	2022	2019
Excellent	16%	15%
Good	51%	51%
Fair	26%	26%
Poor	7%	7%

Q: In general, how do you rate the service you receive from Cottonwood Heights for your tax dollar? (n = 766)

COTTONWOOD HEIGHTS VIEWED AS SAFE, FAMILY FRIENDLY

About 9/10 residents agree that Cottonwood Heights is a great place to raise a family and feel safe living in Cottonwood Heights. One of the main concerns for Cottonwood Heights is housing affordability, with only a quarter of residents agreeing that housing options are affordable.

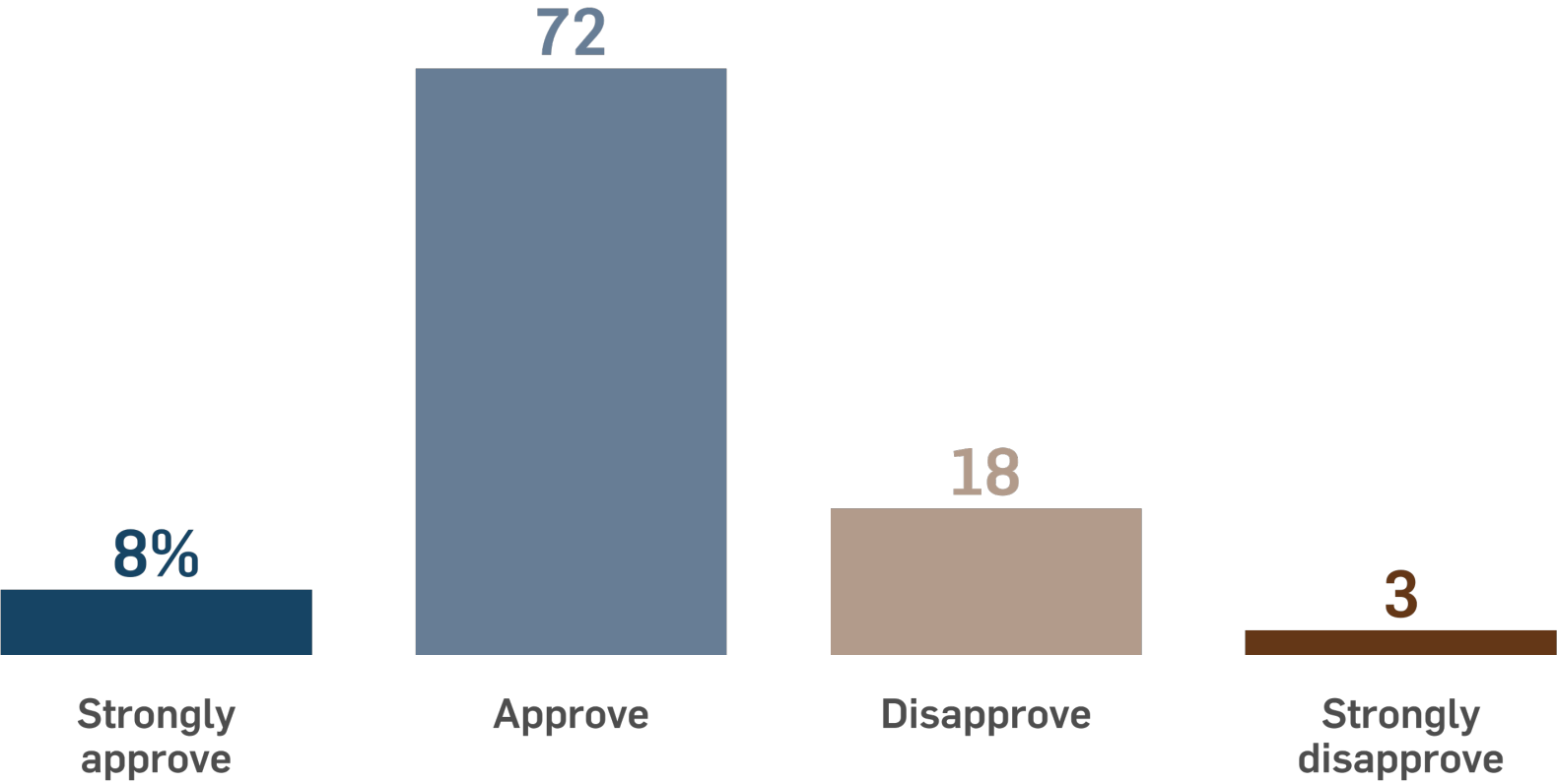


Q: To what extent do you agree or disagree with the following statements about Cottonwood Heights? (n = 766)

HIGH APPROVAL FOR LOCAL OFFICIALS

The majority of Cottonwood Heights residents report approving of the the way the current mayor and City Council are handling their jobs. Only 21% disapprove. This is slightly above the approval rating as of 2019.

Approval of CH Mayor and City Council



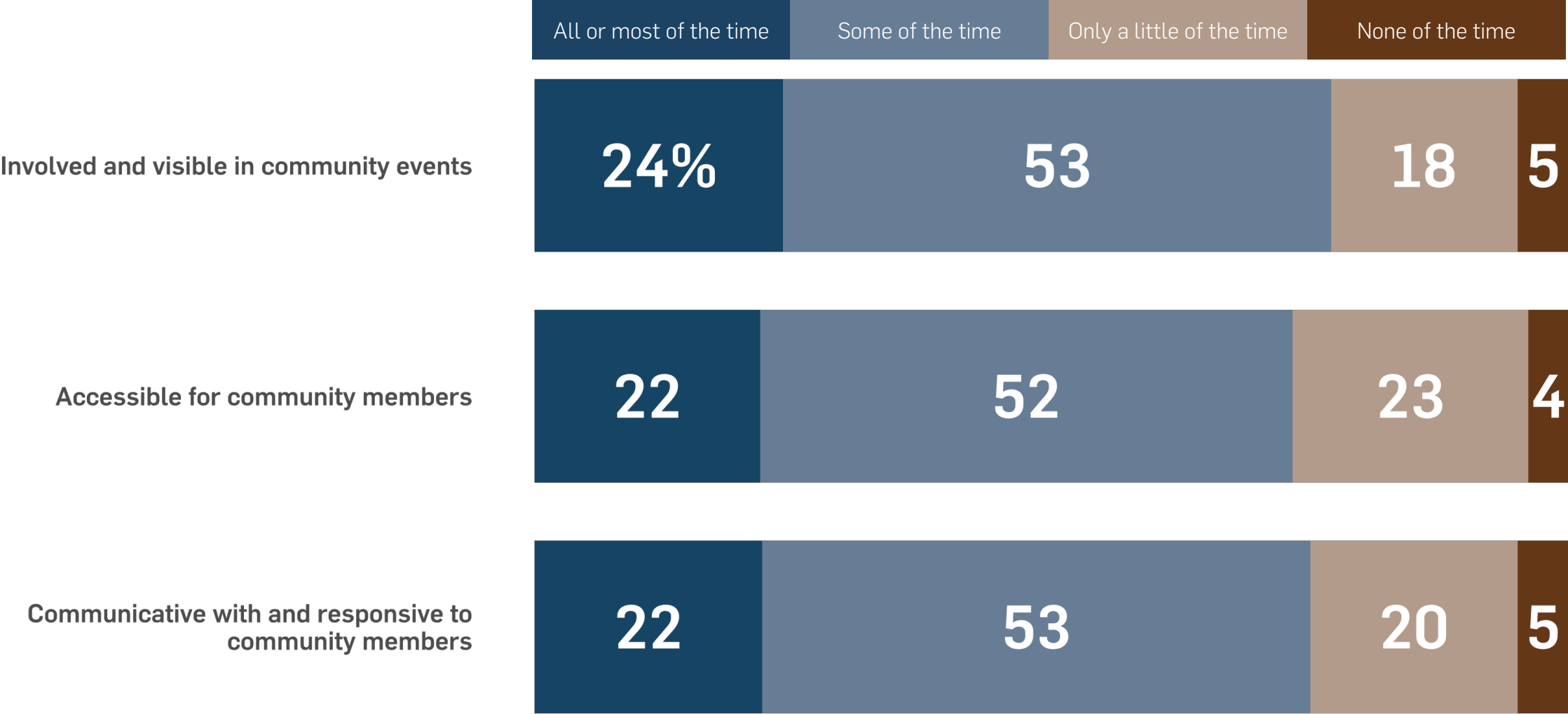
Approval by year

	2022	2019
Strongly approve	8%	7%
Approve	72%	70%
Disapprove	18%	19%
Strongly disapprove	3%	3%

Q: Do you approve or disapprove of how the Cottonwood Heights Mayor and City Council are handling their jobs? (n = 756)

RESIDENTS PLEASED WITH ACCESSIBILITY OF LOCAL OFFICIALS

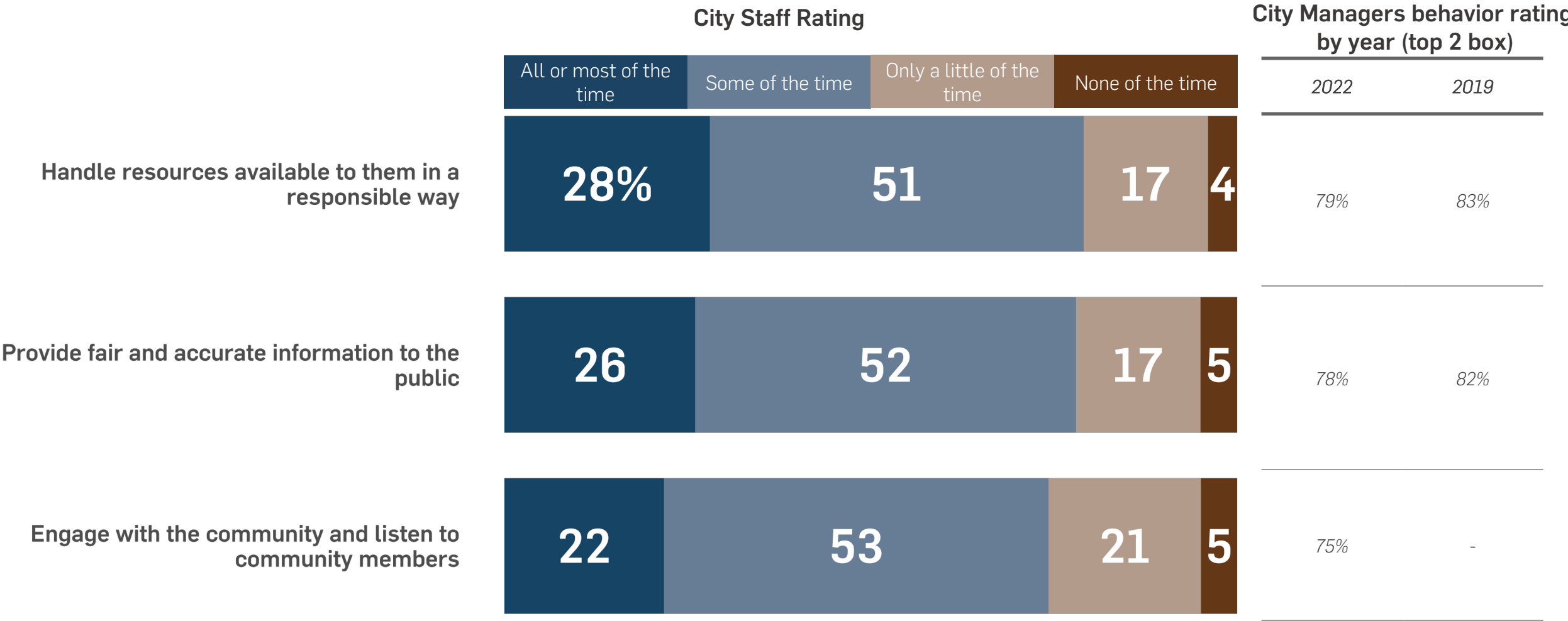
The mayor and City Council are seen as fairly involved in community events, accessible, and communicative by about 3/4 of the respondents. Only about 5% of the respondents say that the mayor and city council are not involved in the community at all.



Q: In your view, how much of the time are the Cottonwood Heights Mayor and City Council? (n = 708)

MAJORITY APPROVE OVERALL BEHAVIOR OF CITY STAFF

The majority of residents approve of how staff conduct the affairs of the City. Three-in-four residents feel the City manager and staff handle resources responsibly, provide accurate information, and engage with the community some or most of the time.



Q: In your view, how much of the time do Cottonwood Heights City manager and staff...? (n = 713)

CITY SERVICE EVALUATIONS

RESPONDENTS VERY PLEASED WITH CONTRACTED SERVICES

Services that are provided by outside districts or agencies receive higher average ratings than the services provided directly by the city, consistent with prior years.



Q: This next group of services is provided by some other district or agency that the city works with. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select 'Not Applicable.' (n = 724)

RESIDENTS MOST SATISFIED WITH CITY PARKS

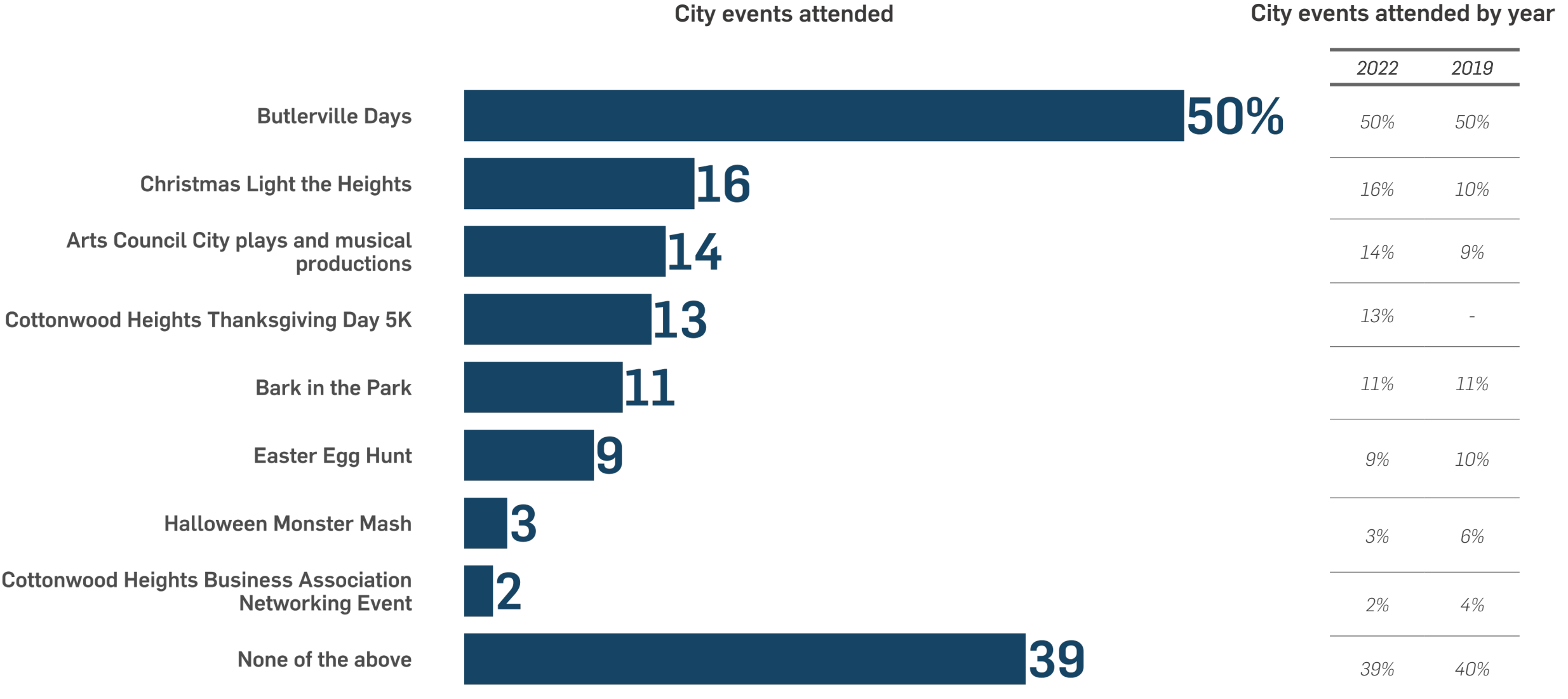
Residents are most satisfied with city parks and open spaces, emergency preparedness, and community events, each scoring above 70 on a scale of 0 to 100, while planning, zoning and building services once again scored the lowest.

City service rating		City service rating by year		
		2022	2019	2017
City parks and open spaces	73.3	73	72	75
Emergency preparedness	71.5	72	73	-
Community events	71.4	71	73	-
Storm water drainage	68.3	68	67	-
Snow removal services	68.2	68	63	63
Animal control services	67.6	68	68	-
Police services	66	66	67	-
Surface maintenance on city streets and streets	65.7	66	57	62
Street lighting	63.2	63	61	-
City code enforcement	60.6	61	61	-
Sidewalk maintenance	57.3	57	57	-
Planning, zoning and building services	52.4	52	53	57

Q: Cottonwood Heights provides several services to its residents. Some are provided directly by the city, and some are provided by districts or agencies that the city works with. The services in this first group (below) are provided directly by the city. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select 'Not Applicable.' (n = 721)

BUTLERVILLE DAYS MOST ATTENDED CITY EVENT

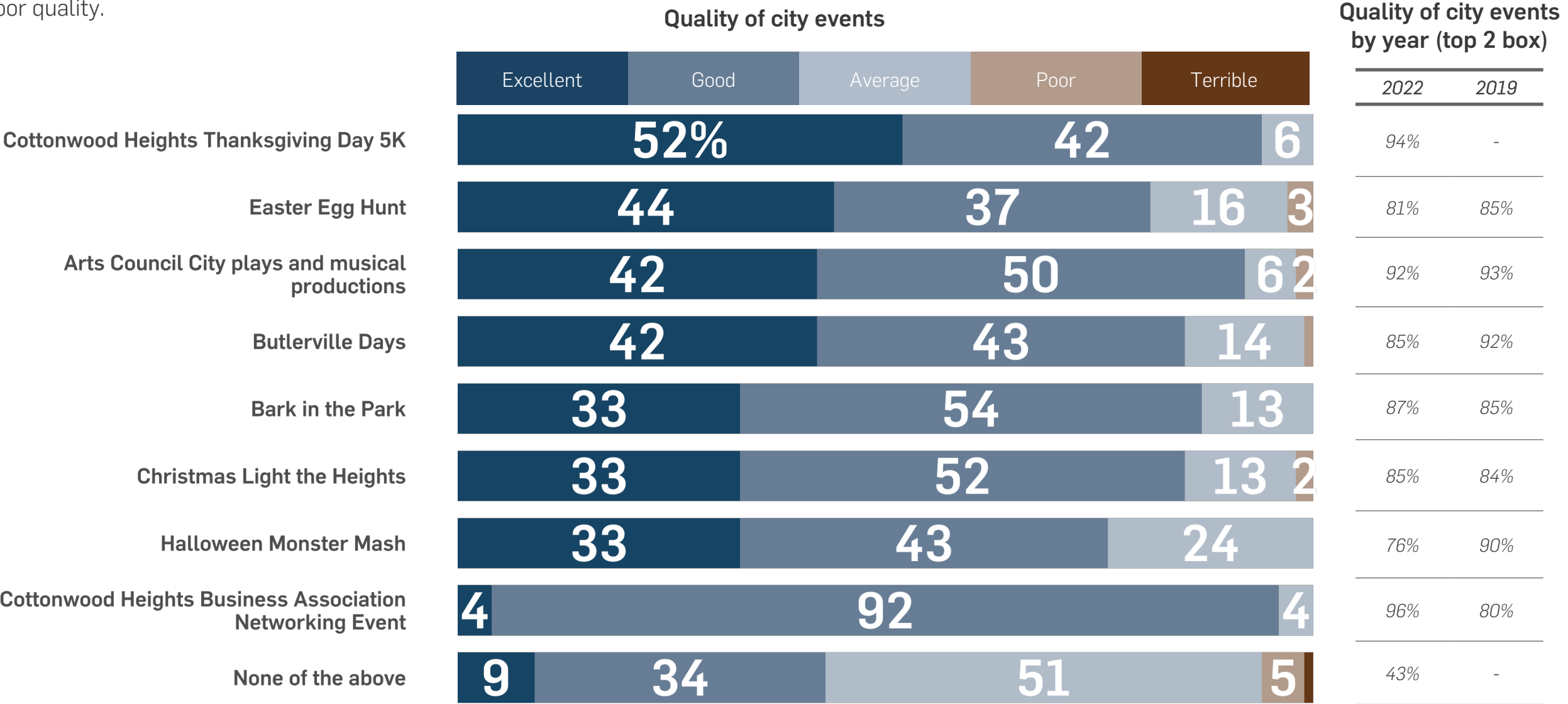
Butlerville Days is the most attended and participated in city event, with half of the respondents saying they have attended. Many respondents (39%) have not participated in any city event.



Q: Which, if any, of the following City events have you attended or participated in in the past year? (n = 761)

RESIDENTS VERY PLEASED WITH QUALITY OF CITY EVENTS

Those residents who have attended city events agree that the quality of city events is good/excellent, with very few respondents indicating the event was of poor quality.



Q; How would you rate the quality of each of the City events you have attended or participated in? (n = 383)

RESIDENTS MOST MENTION ISSUES WITH STREETS, POLICE, AND SNOW

Respondents were split in their feedback on experiences with city services. Many respondents shared positive experiences with city services, while some shared issues and ways to improve certain aspects of city services.

Comments on experiences with city services



"We appreciate in particular emergency services service and response, including police."

"When it snows, it feels like the services are slow to get the road plowed. I live in a condominium, so a lot of services are already provided and don't involve me."

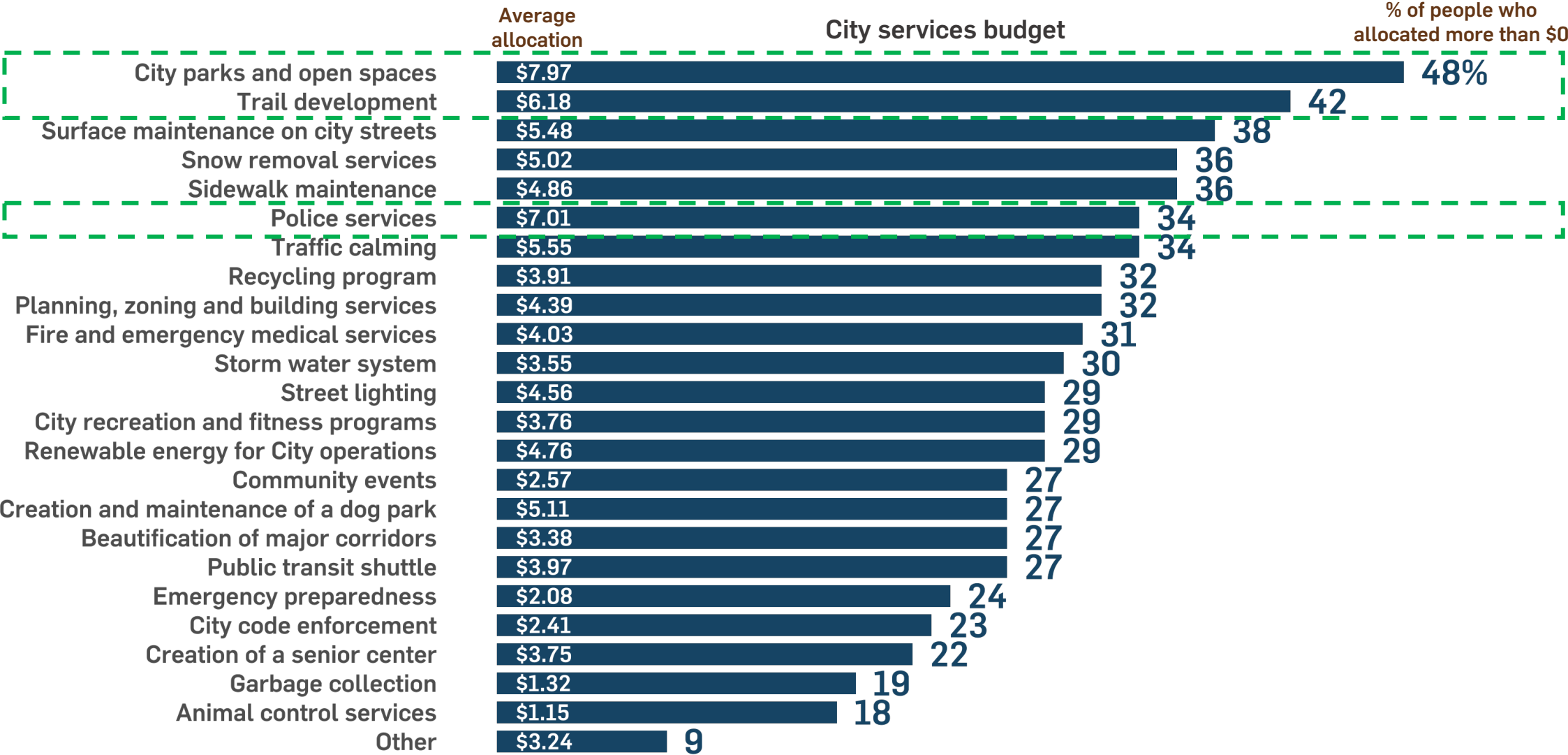
"Surface streets need improvement in some areas. The city road to access Cory Hill Circle is a joke. I've seen delivery trucks get stuck multiple times. It needs fixing!"

"The Police Department needs to make more effort to be part of the community. They need to not just sit in their cars surfing the internet. Get out of your vehicles, and interact with the community."

Q: If you have any comments you would like to briefly share about your experience with any of the services listed above in the past year, please enter them here. (n = 432)

RESIDENTS DEDICATE LARGEST SHARE OF BUDGET TO PARKS

When asked to allocate funds to various city services in Cottonwood Heights, residents allocated the most money to parks and open spaces, with high allocation to police services as well. In addition, parks and trail development are budget items that appealed to the most residents.



Q; Q: Imagine you are responsible for \$100 from the Cottonwood Heights City budget. If you could distribute that \$100 to improve any of the following city services or provide new services, how would you divide your \$100? (You may spend the \$100 all in one category or divide it up as you please, but the total must be \$100.) (n = 767)

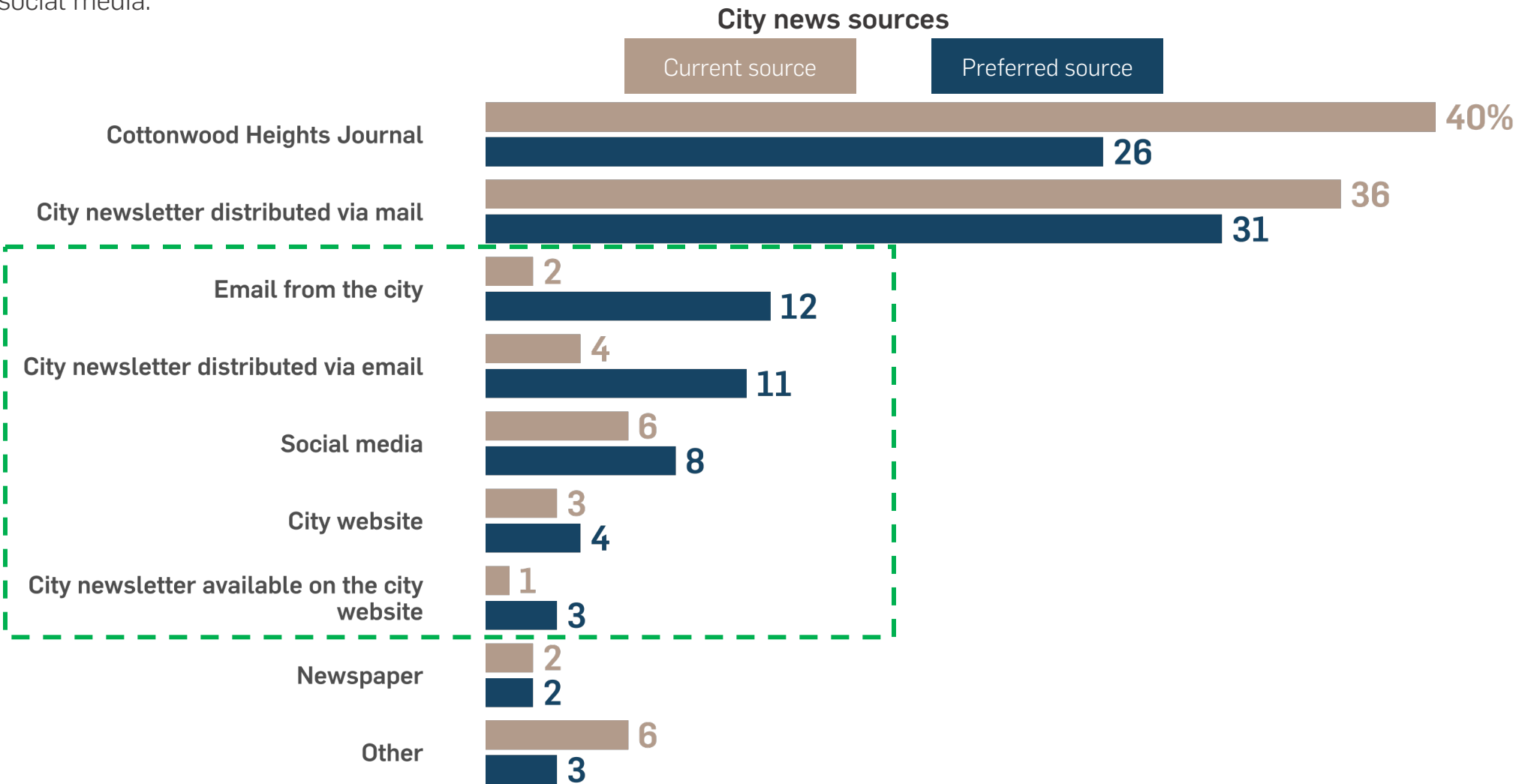
MOST RESIDENTS TRUST POLICE DEPARTMENT

Over half of respondents trust in the Cottonwood Heights police department and believe the police department is equipped to protect the city, although this is lower than previous years. Almost half of respondents believe that Cottonwood Heights is not assertive enough on code or ordinance enforcement.



RESIDENTS USE AND PREFER THE SAME SOURCES FOR INFORMATION

The two most used sources for information about the city (Cottonwood Heights Journal and city newsletter distributed via mail) by residents are the same sources that residents prefer to use. One-in-three residents would prefer to receive more news or city communication through virtual channels such as email and social media.



Q: From which source do you currently receive most of your information about the city of Cottonwood Heights? (n = 758)

Q: From which source do you prefer to receive most of your information about the city of Cottonwood Heights? (n = 754)

HIGH INTEREST IN NEWS ABOUT EVENTS AND PLANS

Residents are very interested in receiving information about community events, new developments, current/future building plans, and general city news.

What residents want to receive information about



“Community Events”

“New/Pending Development”

“City Events and Meetings”

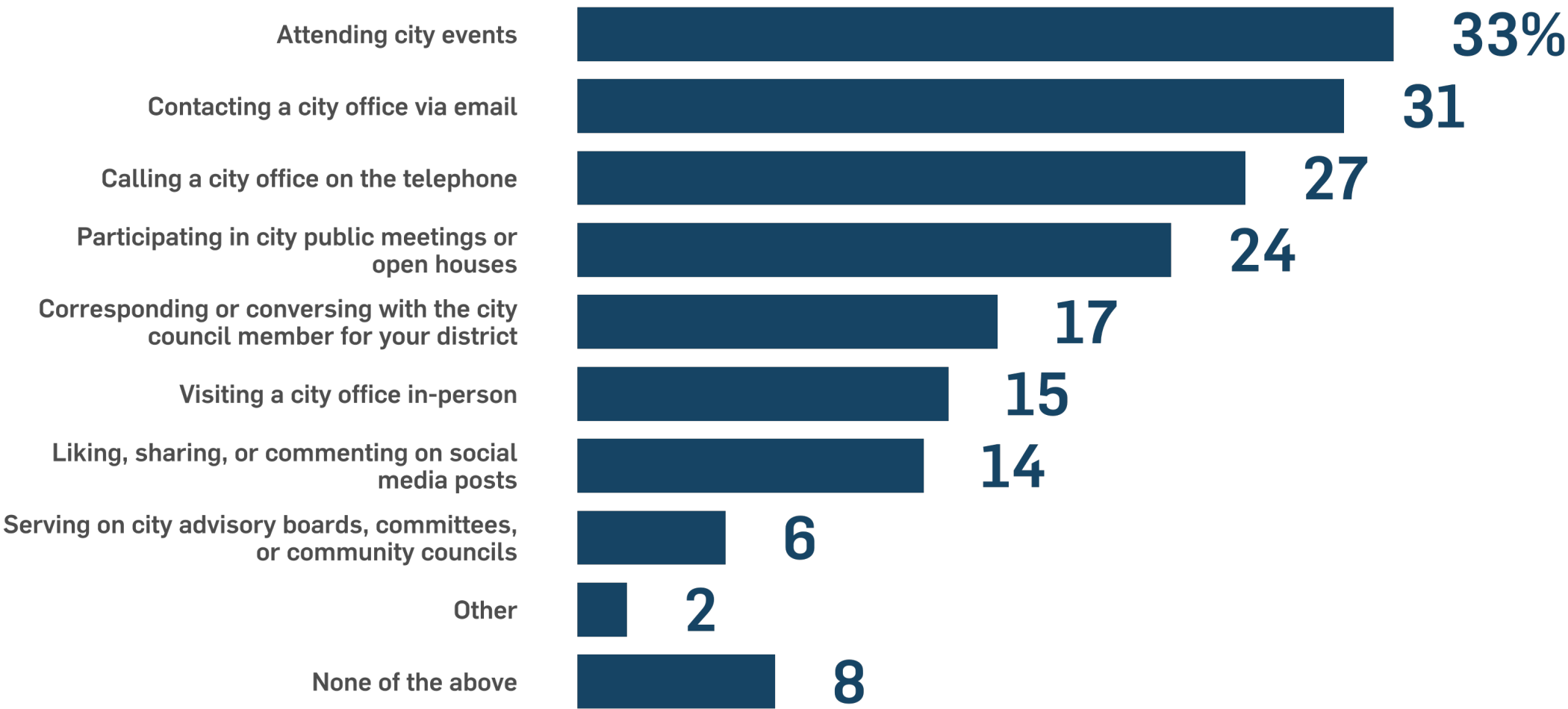
“Prospective building plans”

Q: What city-related information would you most like to receive via [PIPED TEXT: SELECTED RESPONSE FROM S_NEWS2] ? Please list up to three topics below. (n = 588)

RESIDENTS PREFER TO INTERACT THROUGH CITY EVENTS

The most preferred ways for residents to interact and engage with the city of Cottonwood Heights are through attending city events and contacting a city office via email.

Ways residents prefer to engage with the City

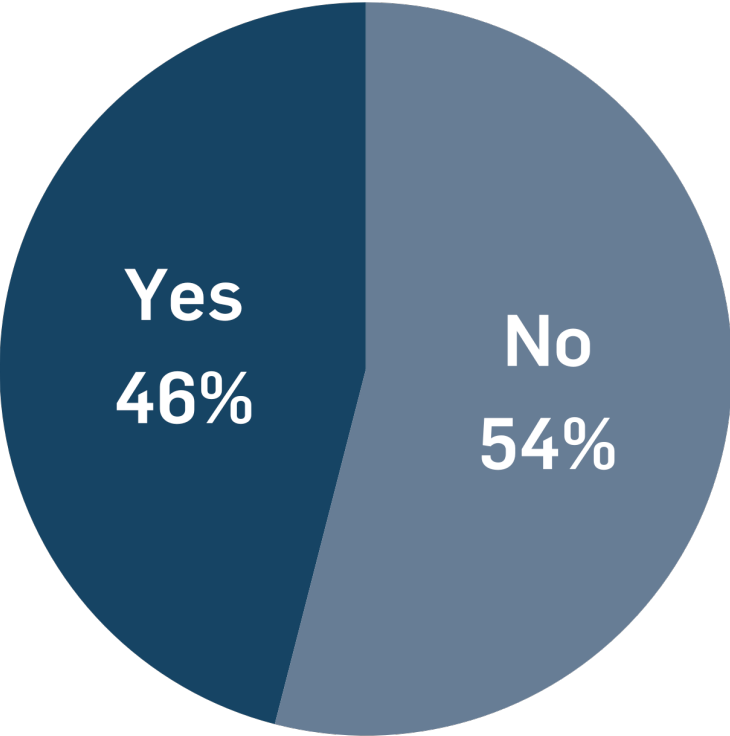


Q: In which, if any, of the following ways do you prefer to engage or interact with the city of Cottonwood Heights? (n = 739)

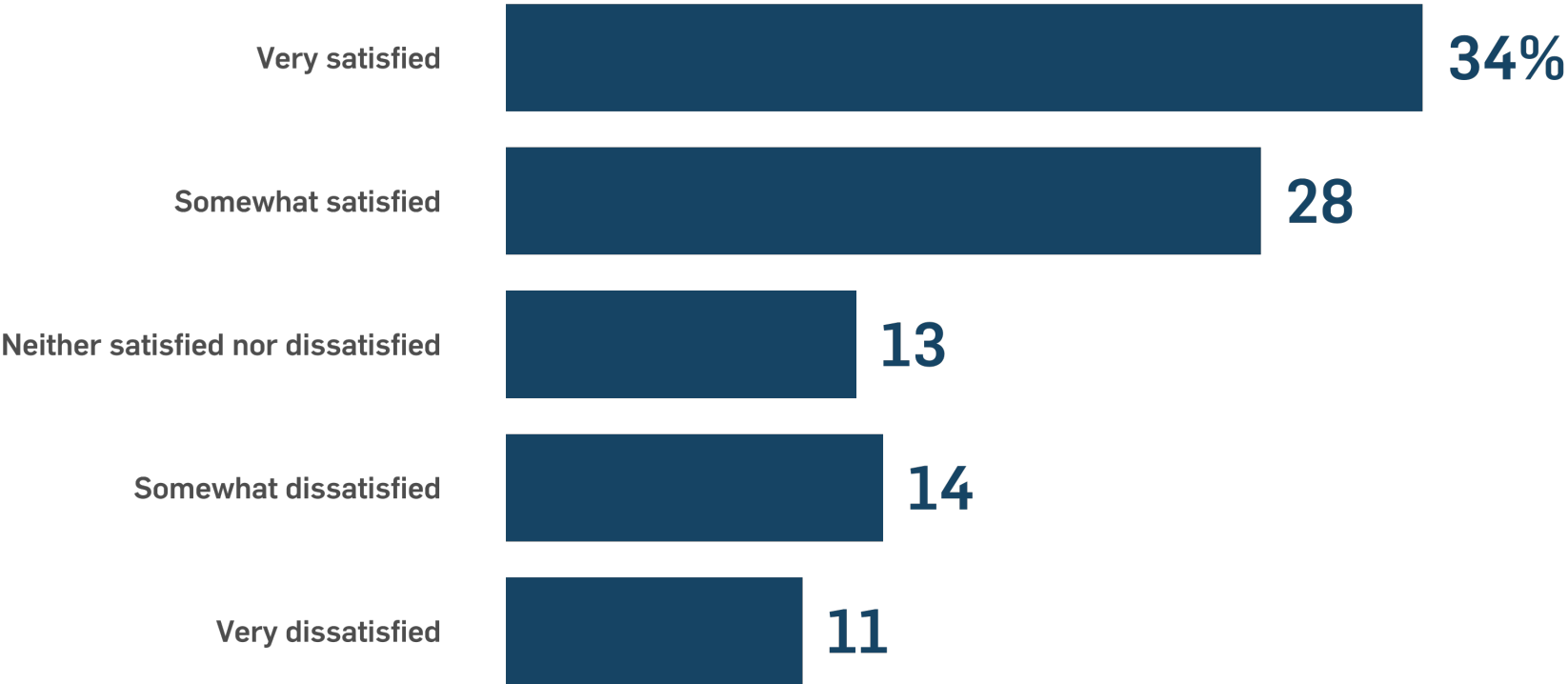
RESIDENTS MOSTLY SATISFIED WITH CONTACTING CH OFFICE

Over half of respondents agree that they were satisfied with the City's response when they contacted a city service. Only a quarter of respondents reported that they were dissatisfied with their experience contacting Cottonwood Heights.

Percent of respondents who contacted any CH office



Satisfaction of interaction with CH office



Q: During the past year have you contacted any Cottonwood Heights office to seek service, information, or to file a complaint? (n = 764)

Q: Were you generally satisfied or dissatisfied with the city's response? (n = 370)

OVERALL GOOD EXPERIENCE CONTACTING CH OFFICE

Respondents reported having a generally good experience contacting the Cottonwood Heights office, mentioning that the staff was cordial, and their problems/issues were addressed promptly.

Experiences with Cottonwood Heights office



"Staff was helpful and informed to address my issues."

"Staff at city hall very cordial and helpful. Police need to be more interactive with public and not just drive around in their trucks."

"Everyone was friendly and eager with information."

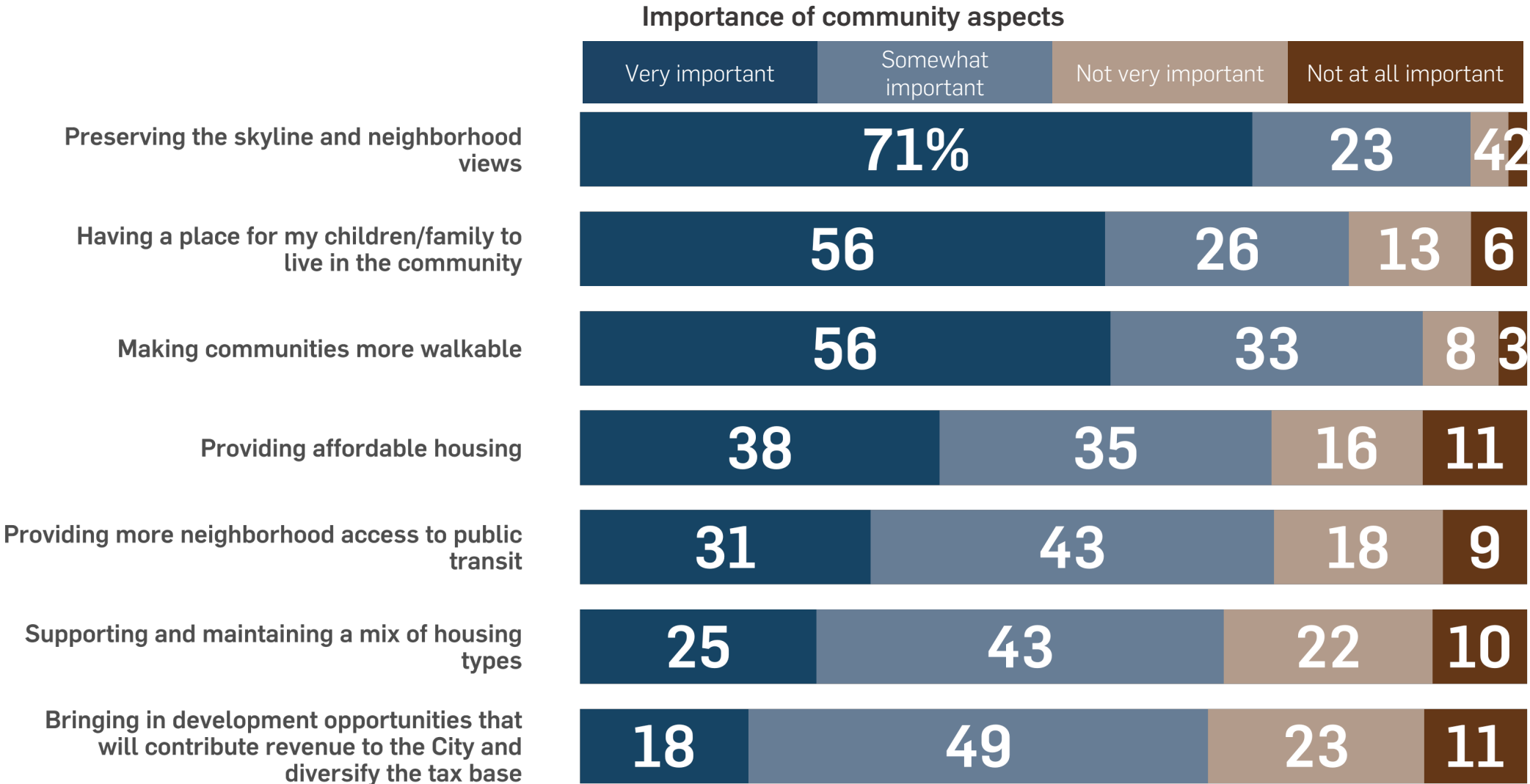
"The police / emergency number has always been kind and responsive to concerns in the neighborhood regarding the well being of others."

Q: If you have any comments you would like to briefly share about your experience with any Cottonwood Heights office in the past year, please enter them here. (n = 370)

COMMUNITY & NEIGHBORHOOD DEVELOPMENT

PRESERVING NEIGHBORHOODS VIEWS VERY IMPORTANT

About 9 out of 10 respondents agree that preserving neighborhood views and making communities more walkable are important community aspects to preserve. Having a place for children/family to live is important, with 82% of respondents saying it is important.

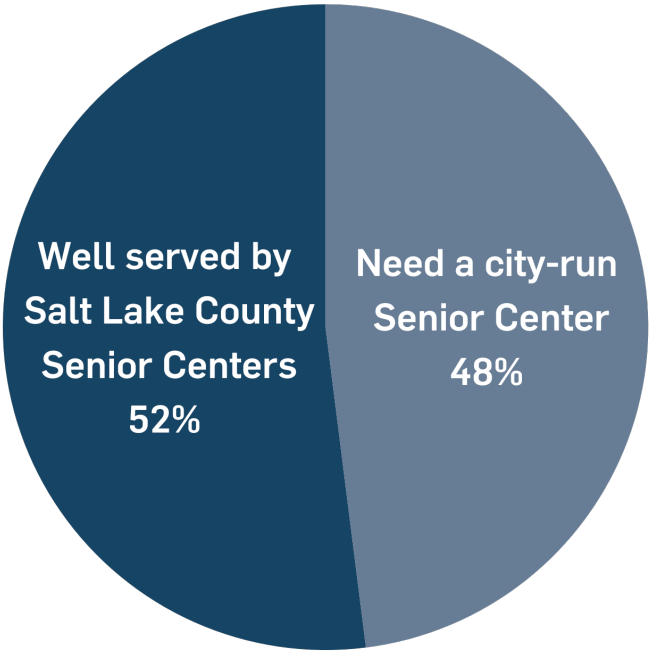


Q: Thinking about planning for the future of Cottonwood Heights and the aspects of the community you live in, how important are each of the following potential priorities to you personally? (n = 756)

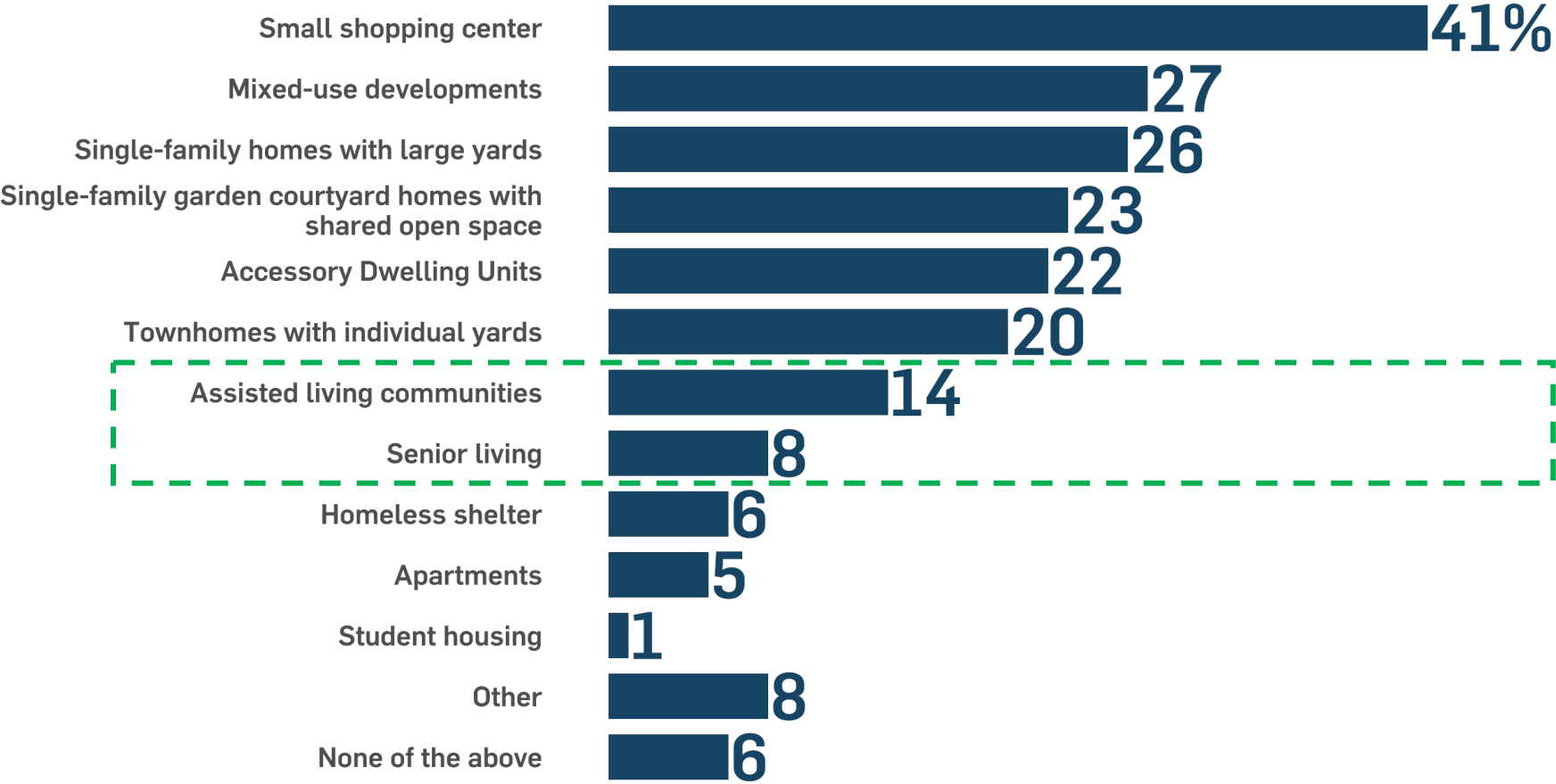
SHOPPING CENTER MOST NEEDED CITY FEATURE

While a little under half of residents believe that Cottonwood Heights could use a city-run Senior Center, only 22% believe they need senior living/assisted living housing in the city when other options are presented. Additionally, 41% of respondents say a small shopping center is needed in the city.

CH Senior Center needs



Features needed

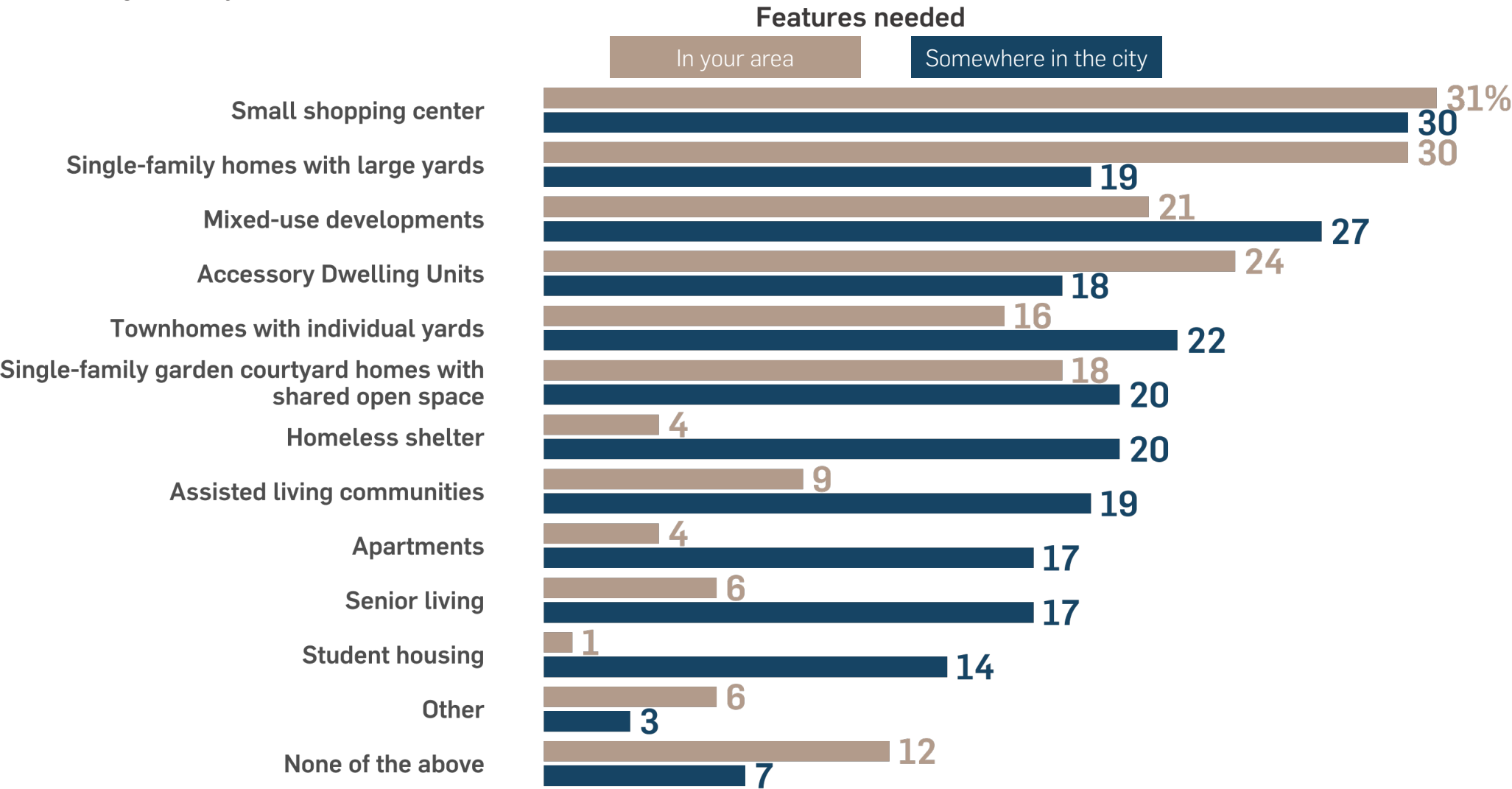


Q: Which of the following statements comes closest to your opinion regarding the need for a Senior Center in Cottonwood Heights? (n = 712)

Q: In your opinion, which of the following features are most needed in Cottonwood Heights? (n = 752)

SHOPPING CENTER AND SINGLE-FAMILY HOMES REQUESTED

Almost 1/3 of residents agree a smaller shopping center should be added to their area of the city or somewhere in Cottonwood Heights. Additionally, residents feel more single-family homes should be built in their area.

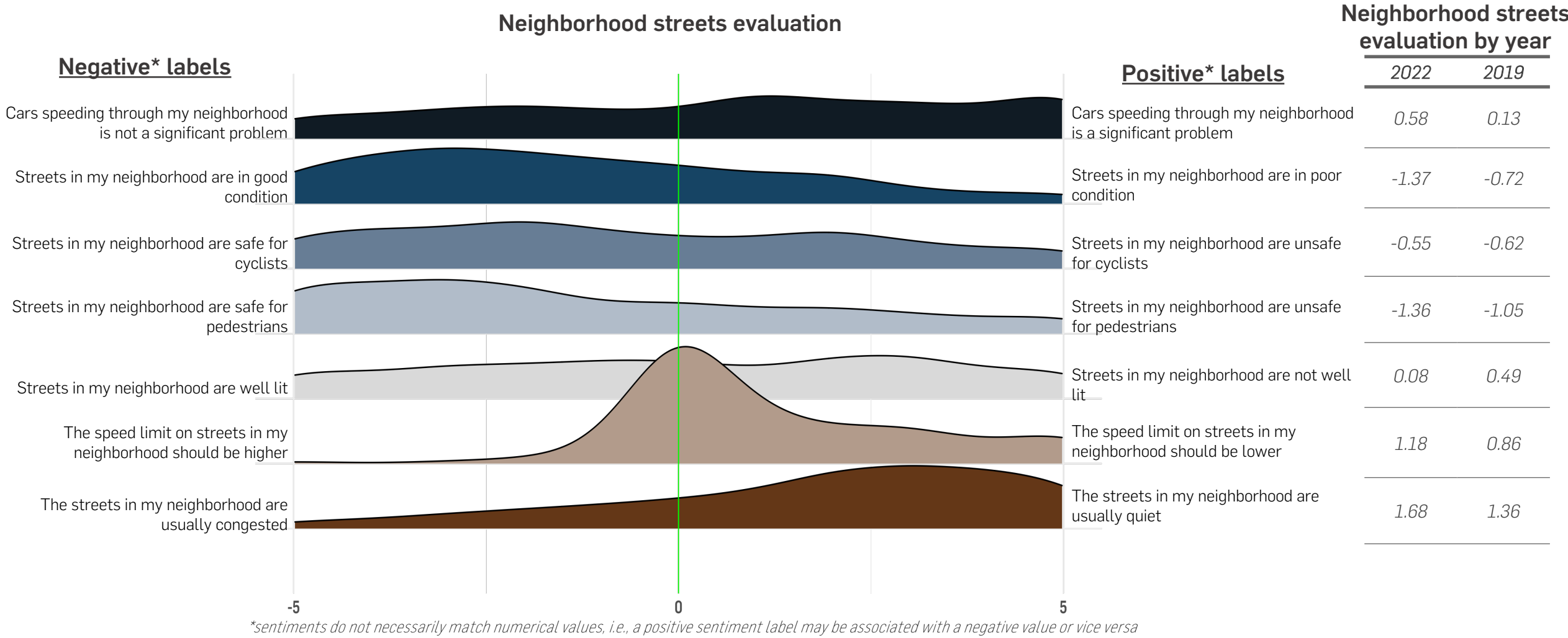


Q: Which, if any, of the following features would fit well into your area of the City? (n = 745)

Q: Which, if any, of the following features might not fit well into your area of the City, but would be nice to have somewhere in Cottonwood Heights? (n = 735)

NEIGHBORHOOD STREETS SEEN AS SAFE

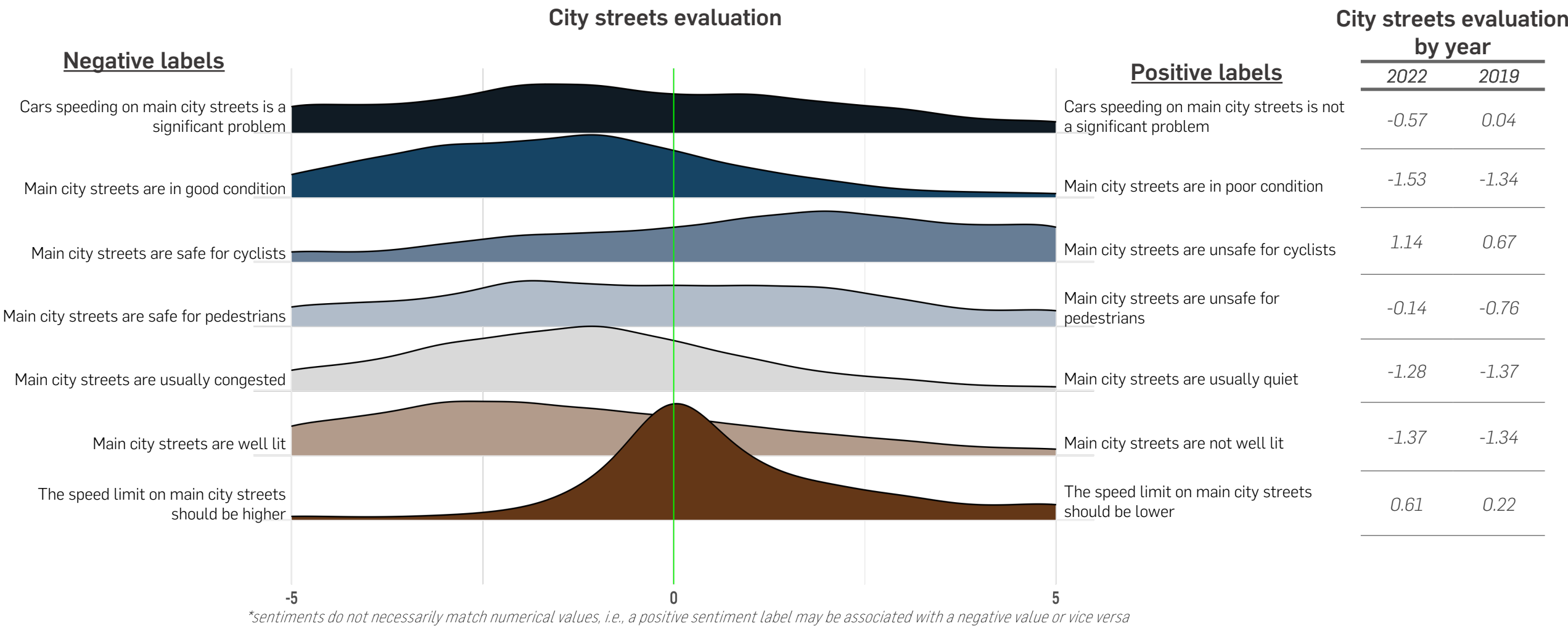
Residents agree that their neighborhood streets are safe for pedestrians and cyclists, in good condition, and well lit. Some also mention that cars speeding through their neighborhood is a significant problem and that the neighborhood speed limit should be lower.



Q: Please move the slider to the position that best describes the local streets in the neighborhood where you live. (n = 753)

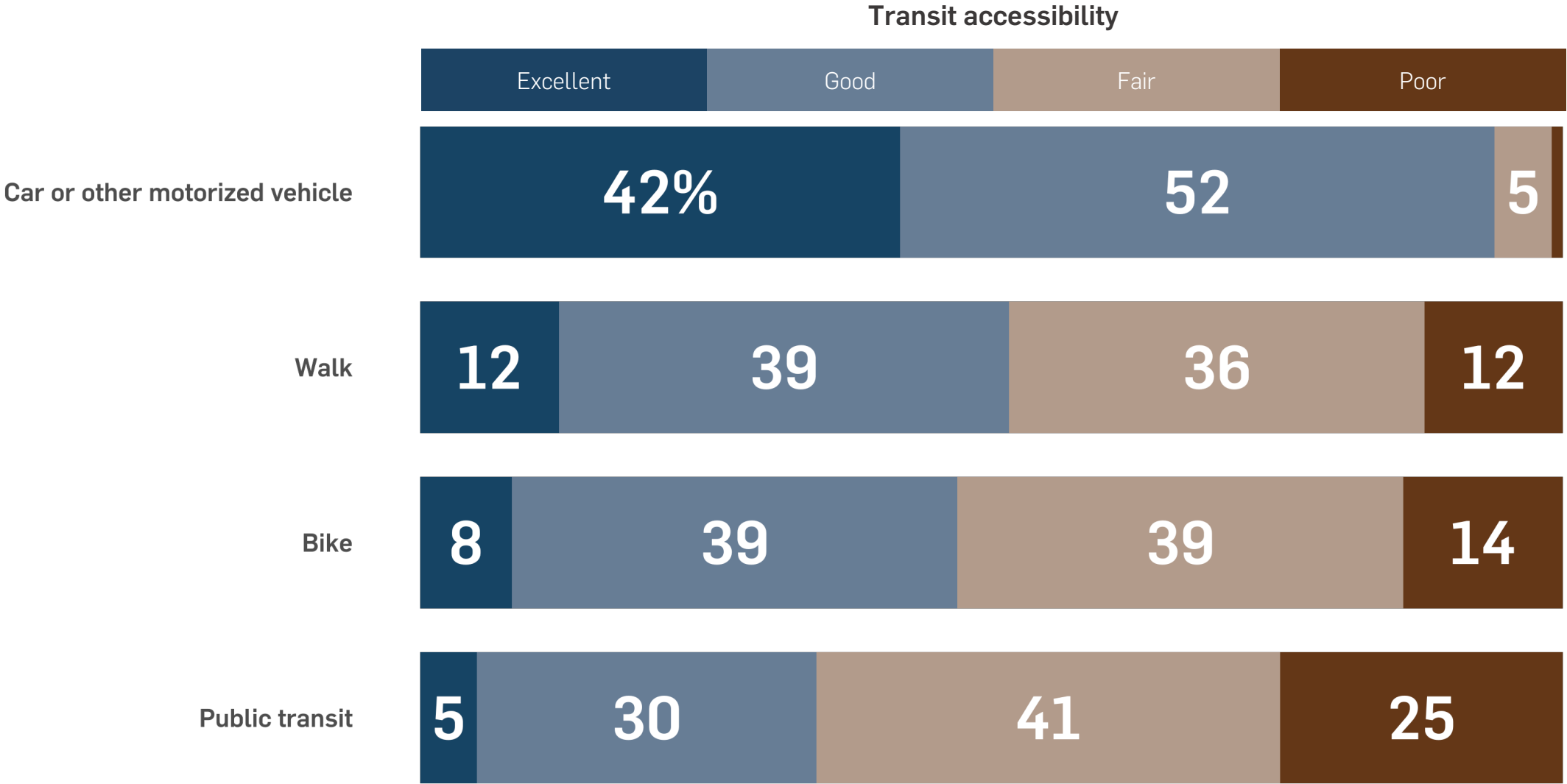
CITY STREETS IN GOOD CONDITION, BUT SEEN AS CONGESTED

Residents agree that city streets are in good condition and well lit, but many residents believe they are not safe for cyclists and are congested.



PUBLIC TRANSIT SEEN AS INACCESSIBLE

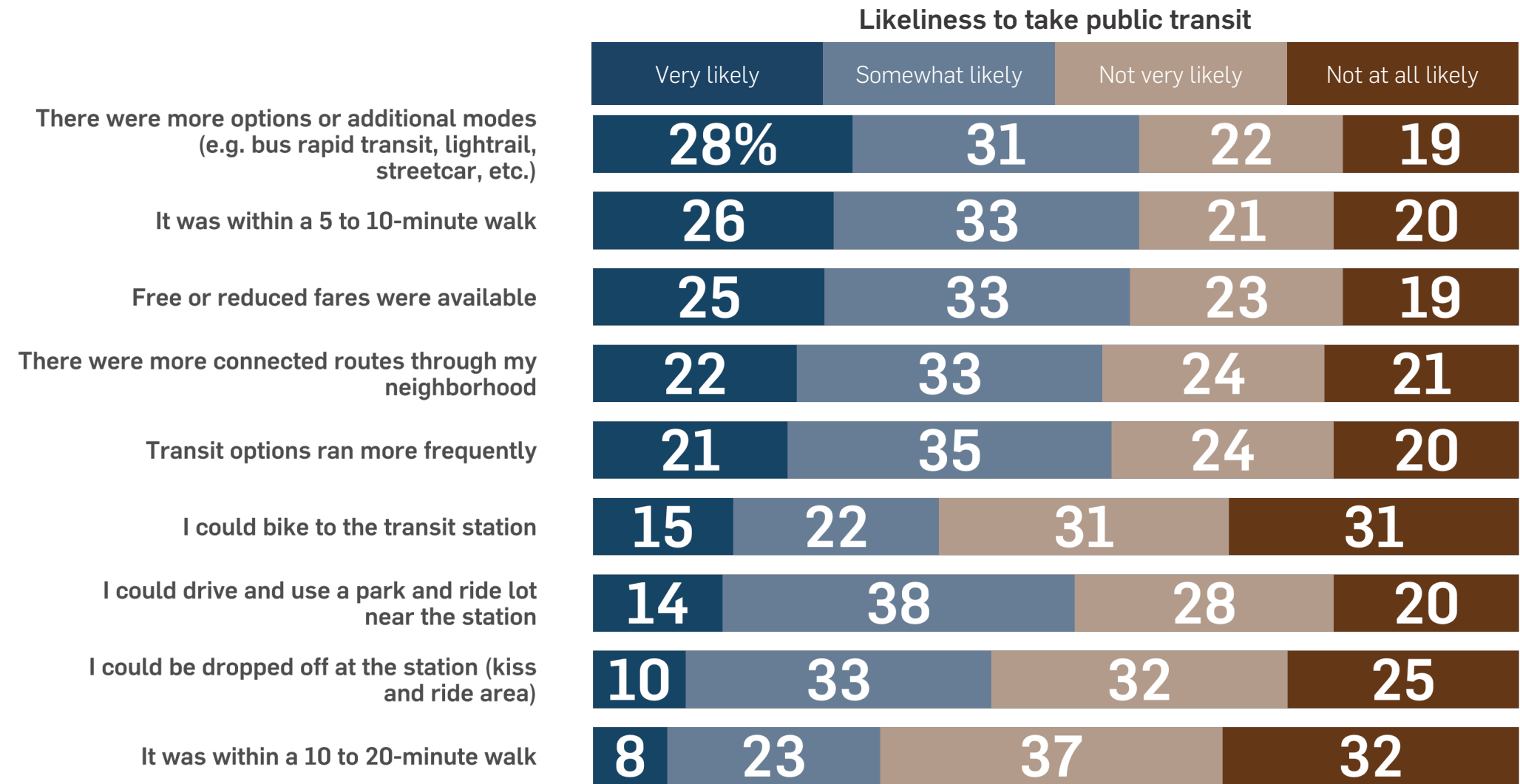
The majority of residents agree that car accessibility is good in Cottonwood Heights, while a quarter of respondents say public transit accessibility is poor.



Q: How would you rate accessibility for the following modes of transit in Cottonwood Heights? (n = 754)

MULTIPLE OPTIONS TO INCREASE USE OF PUBLIC TRANSIT

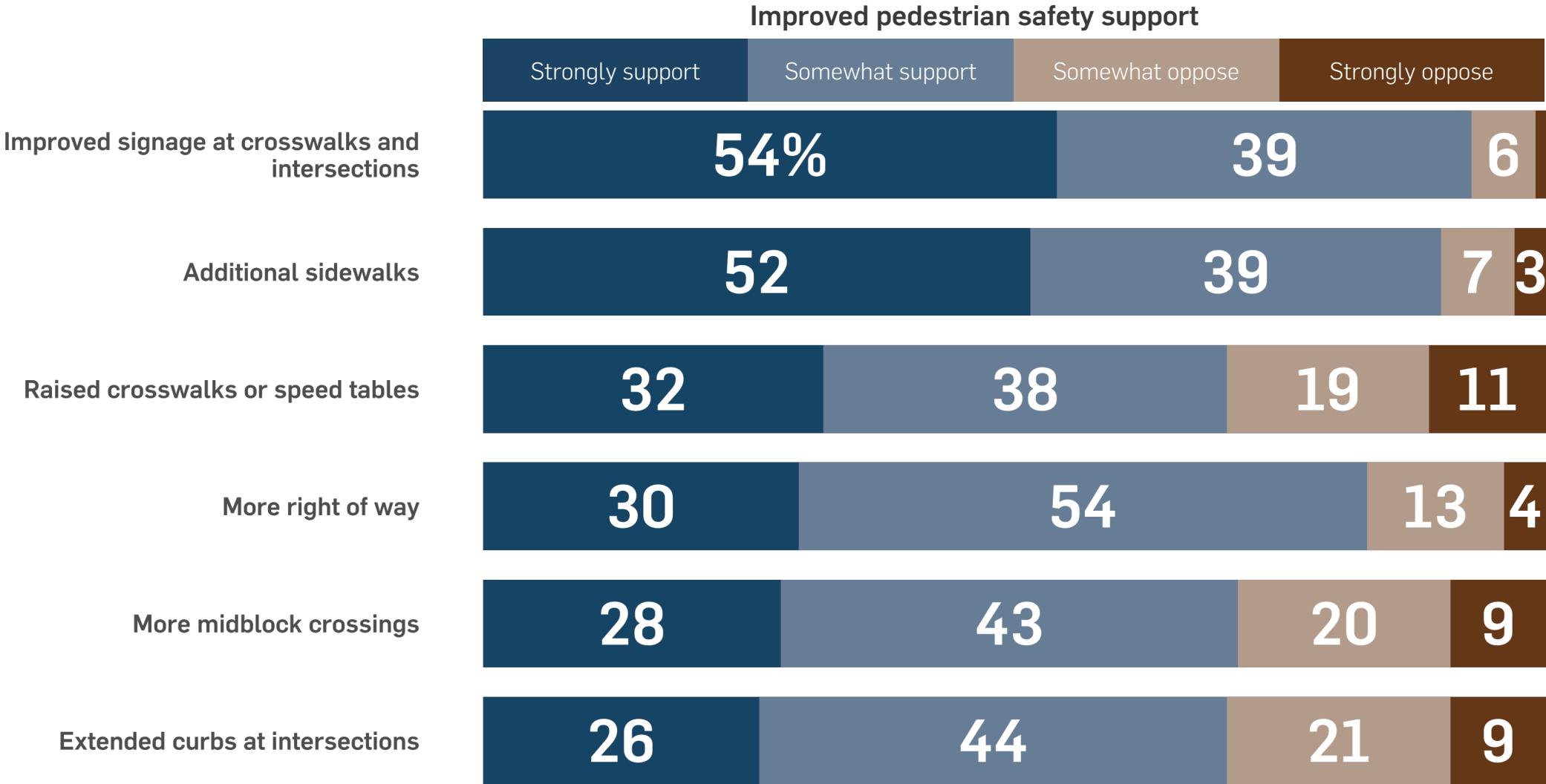
Over half of respondents list multiple reasons they would be more likely to take public transit, including if more options were available, it was within a 5 to 10-minute walk, it was free, they were more present in neighborhoods, it ran more frequently, and they could drop their car off in a station close to public transit.



Q: How likely would you be to take public transit if the following options were available to you? (n = 735)

RESIDENTS STRONGLY SUPPORT IMPROVED PEDESTRIAN SAFETY

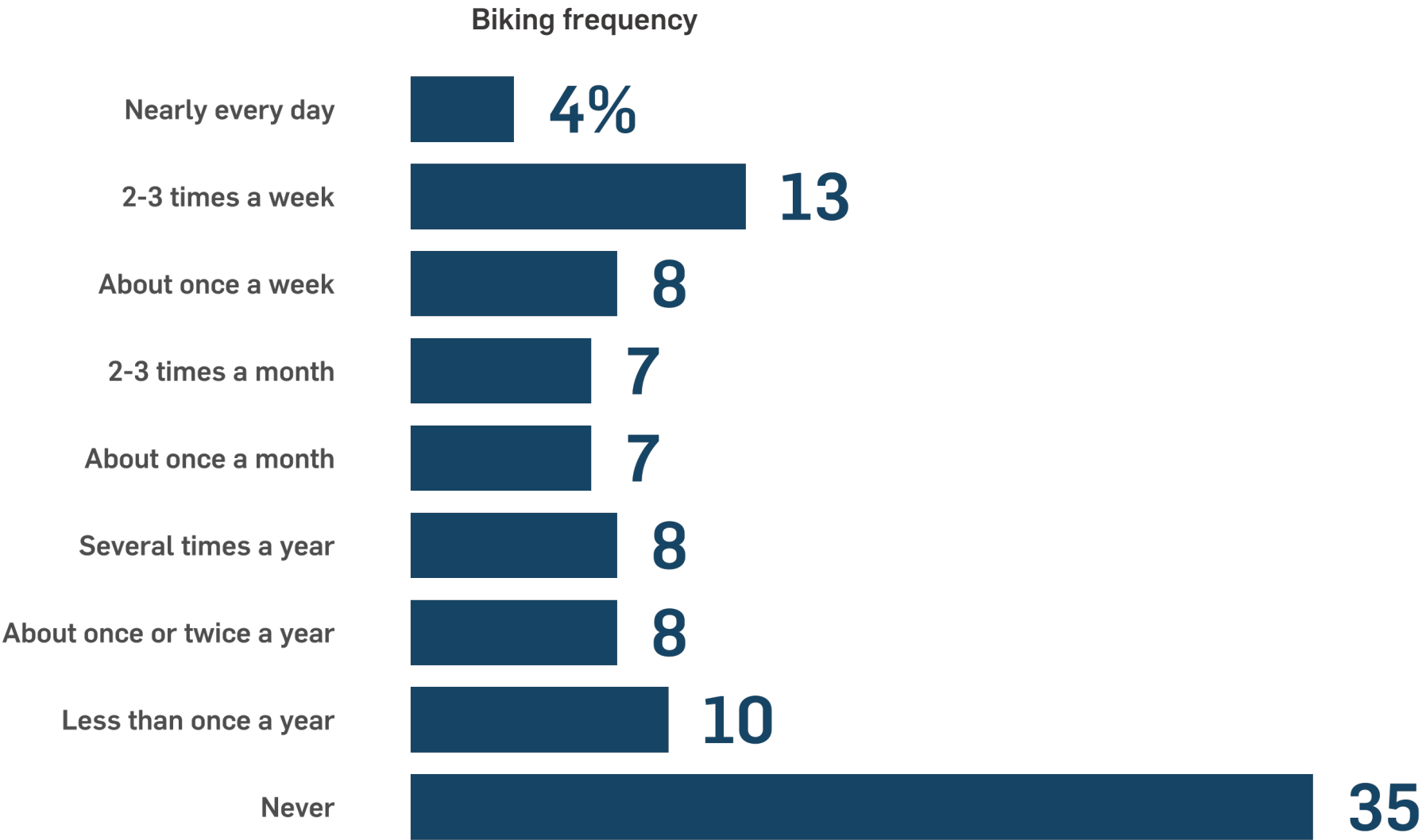
Most residents agree to the options presented to improve pedestrian safety, with only 1/3 of respondents opposing raised crosswalks, more midblock crossings, and extended curbs at intersections.



Q: Cottonwood Heights is interested in making streets safer for pedestrians. Please indicate the extent to which you support or oppose each of the following options for improved pedestrian safety. (n = 724)

MOST RESIDENTS DO NOT BIKE OFTEN

Only a quarter of residents bike more than once a week, with 35% saying they have never biked



Biking frequency by year

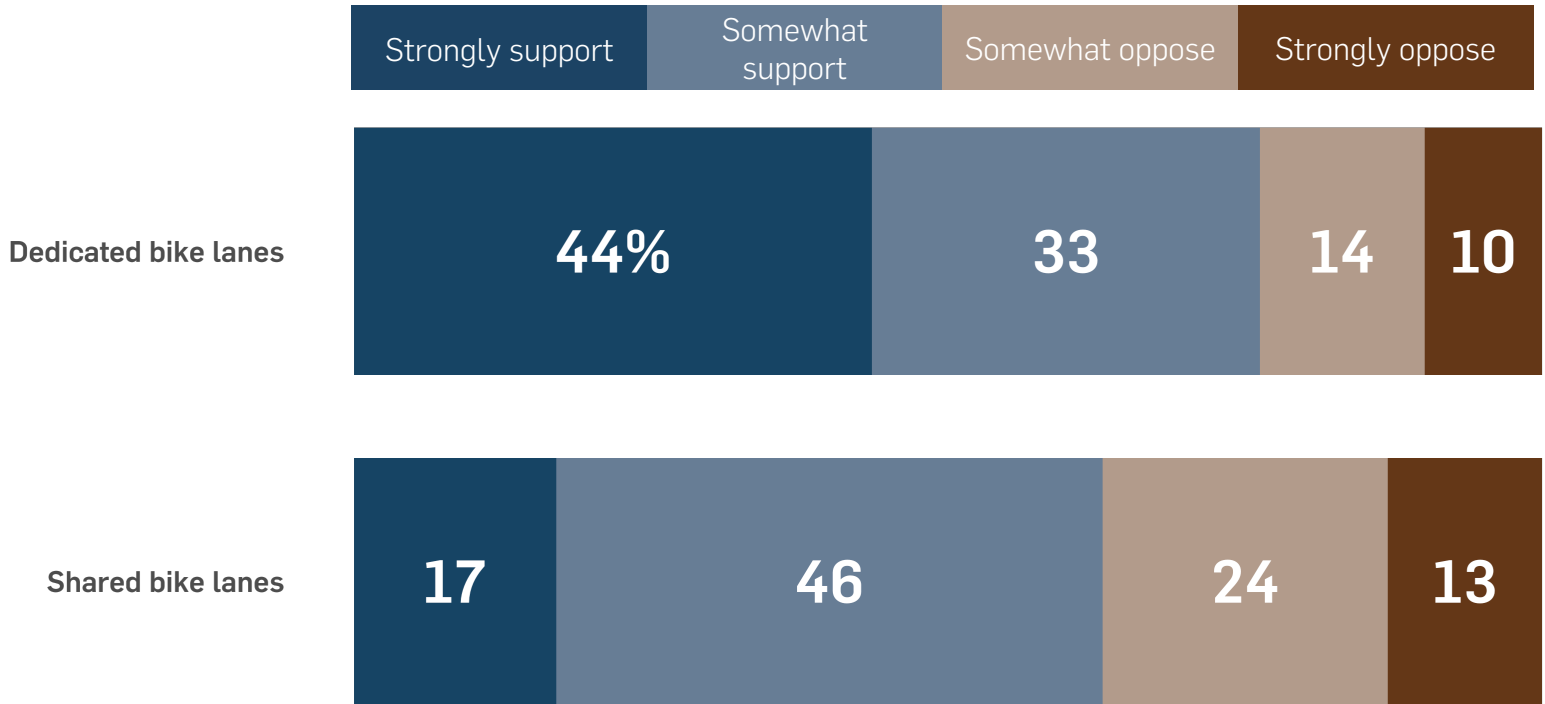
2022	2019
4%	3%
13%	7%
8%	7%
7%	7%
7%	6%
8%	13%
8%	7%
10%	8%
35%	43%

Q: How often do you ride a bike on city streets? (n = 743)

RESIDENT MORE SUPPORT DEDICATED BIKE LANES

More residents support dedicated bike lanes over shared bike lanes. Other comments for additional features to make residents for comfortable riding a bike in the City include more bike lanes on major streets, better biker awareness, and speed limit enforcement.

Bike lane support



Additional biking measures



Q: Please indicate the extent to which you support or oppose each of the following street safety and accessibility measures for more complete streets and roadways. (n = 731)

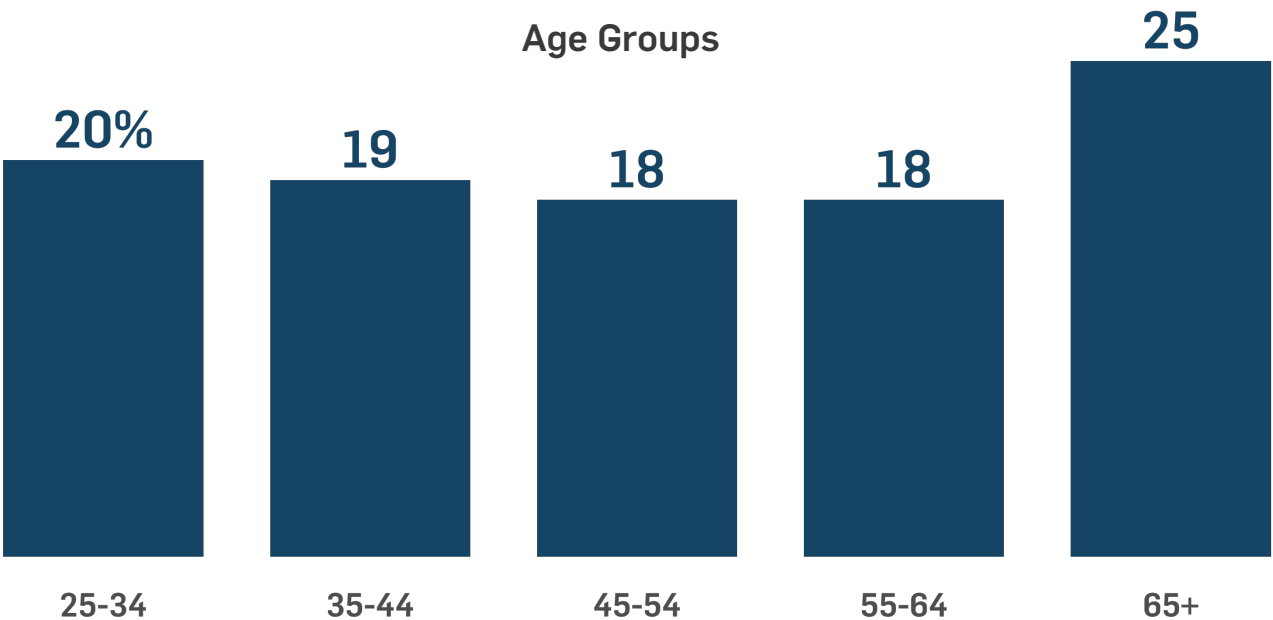
Q: Are there are any additional measures you feel the City could take that would make you more comfortable riding a bike on city streets? (n = 417)



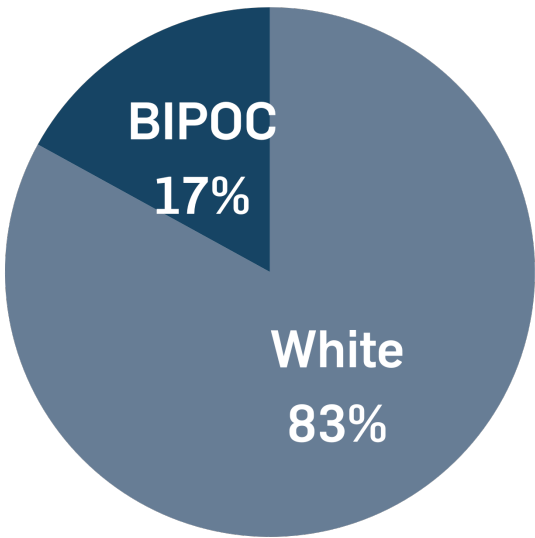
SAMPLE COMPOSITION

DEMOGRAPHICS

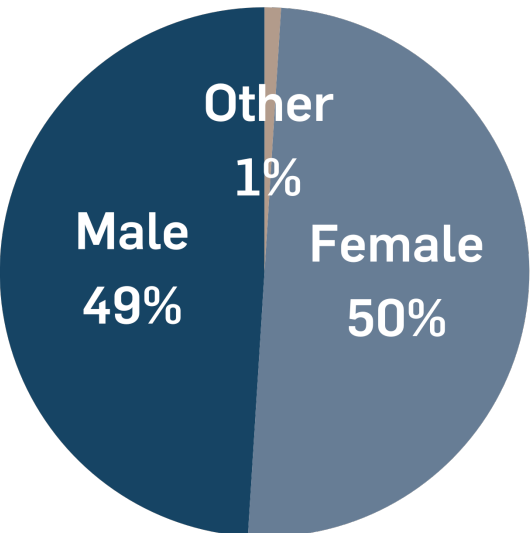
Age Groups



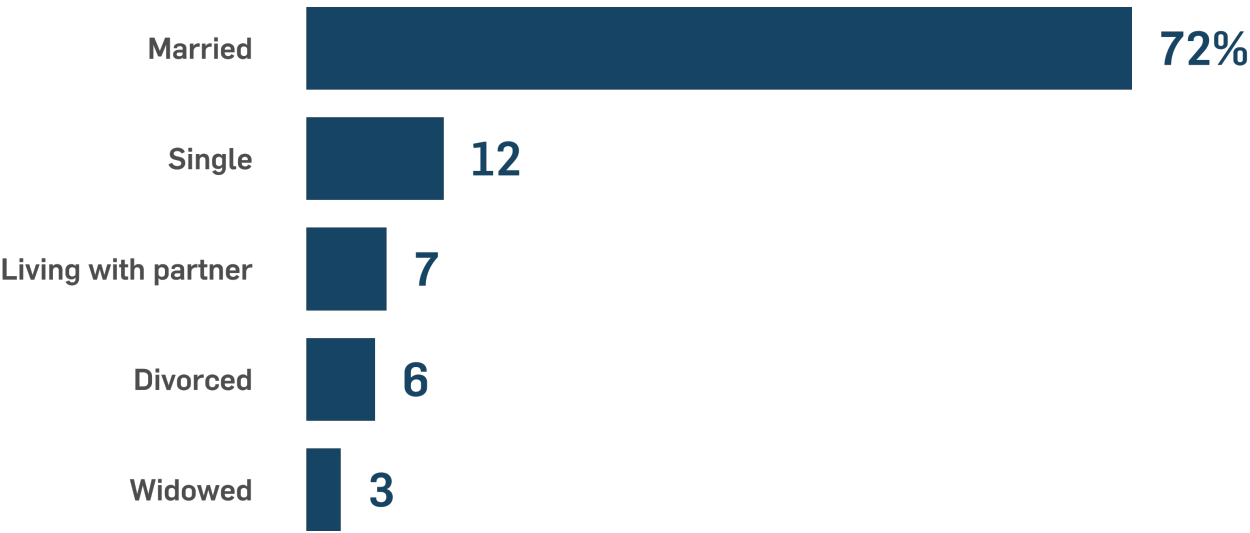
Race



Gender

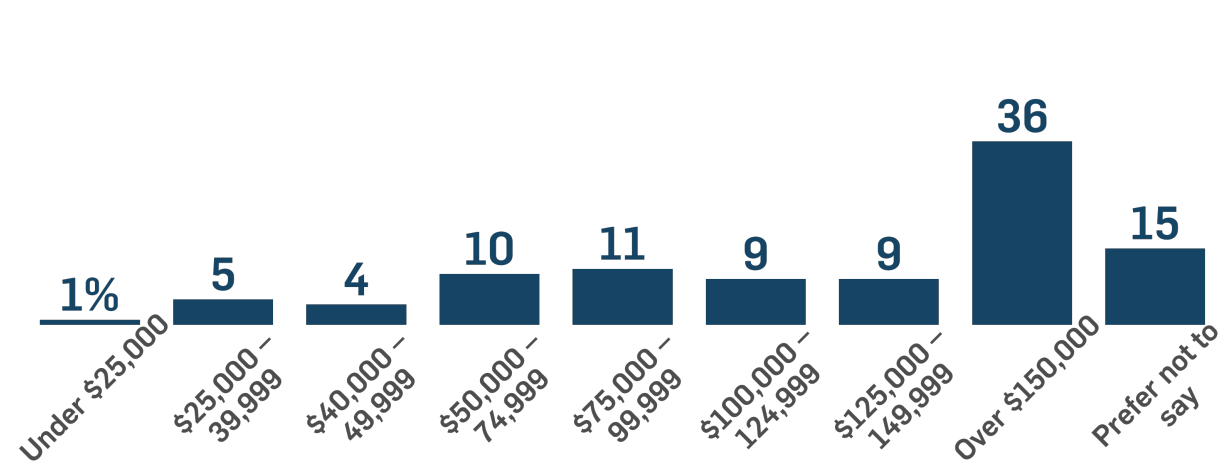


Marital Status

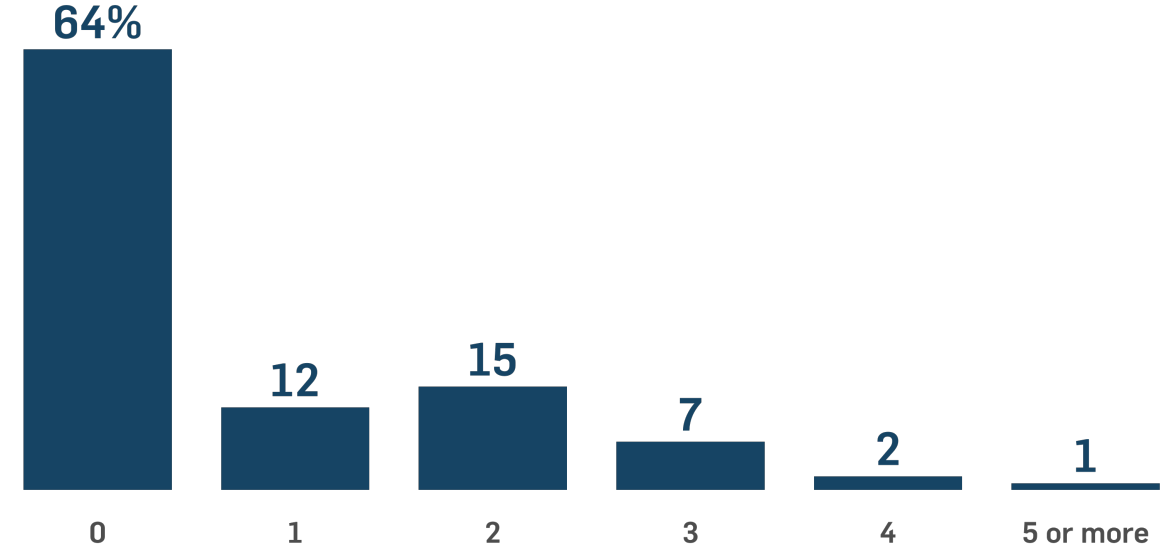


DEMOGRAPHICS

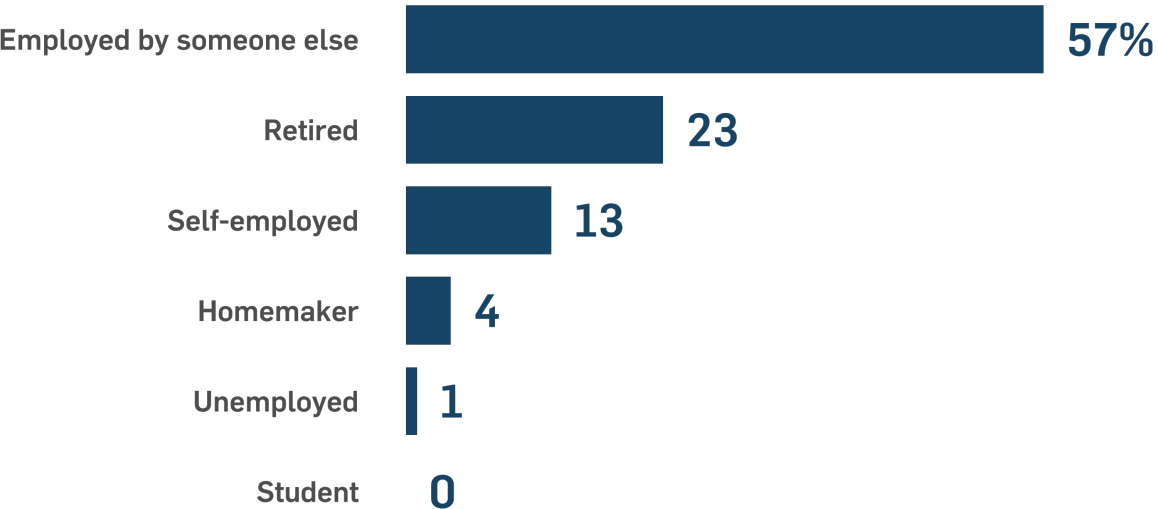
Income



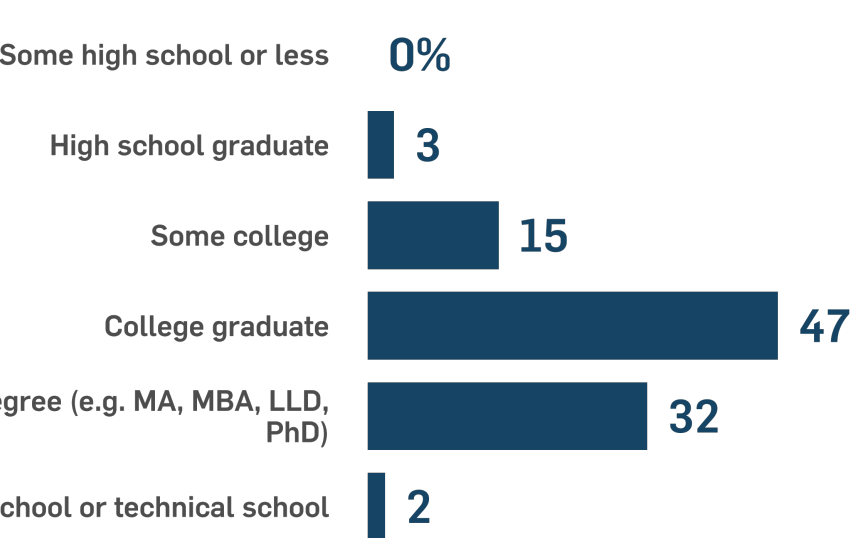
Number of Children



Employment

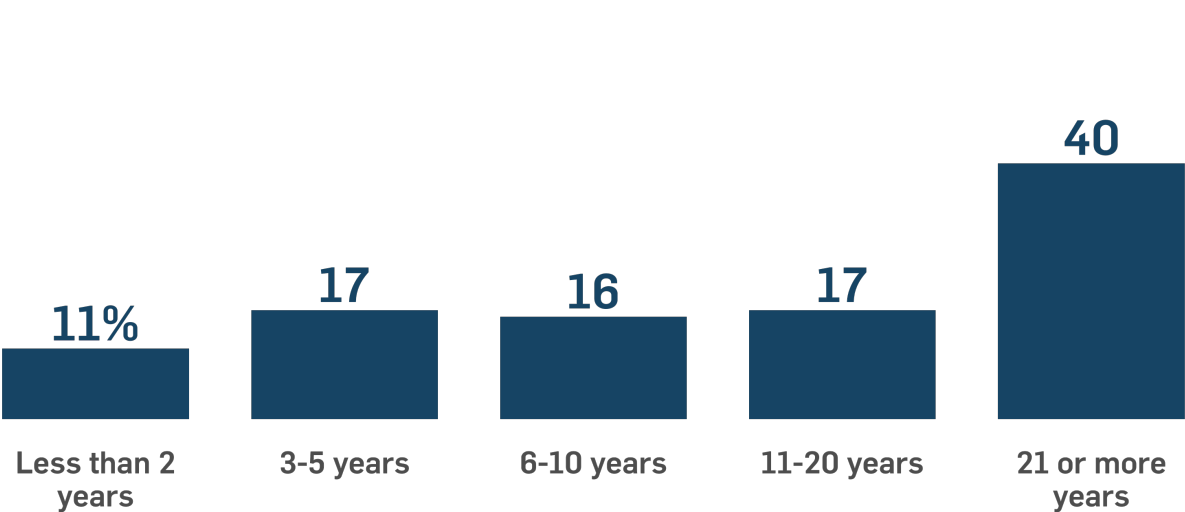


Education

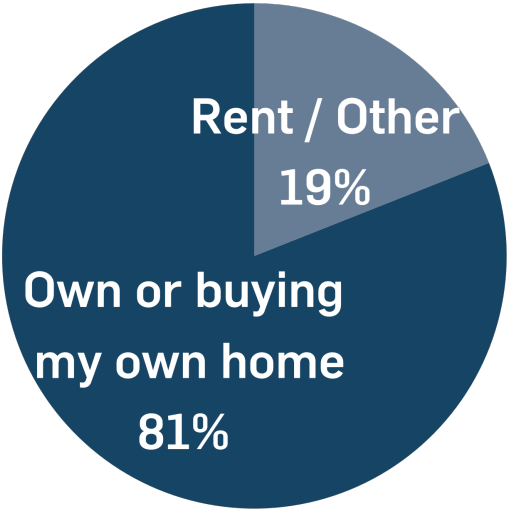


DEMOGRAPHICS

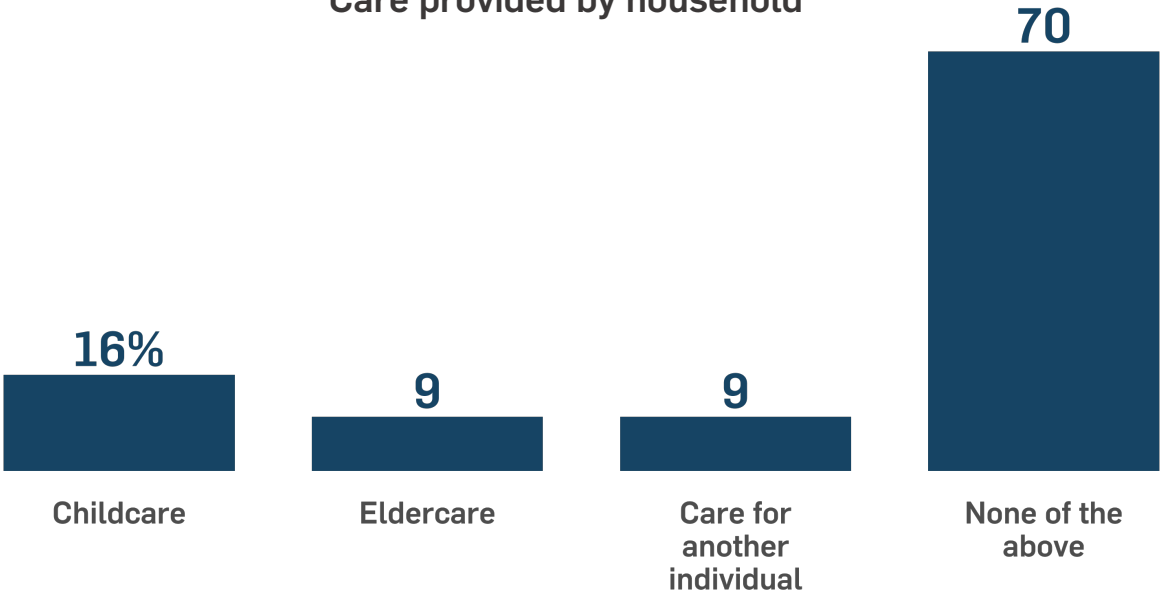
Time lived in Cottonwood Heights



Home ownership



Care provided by household



THANK YOU

