

SUMMER 2021



OLYMPIA ANNEXATION COMMUNITY OUTREACH REPORT



OLYMPIA ANNEXATION COMMUNITY OUTREACH

FARMERS MARKET BOOTHS



4 Events

Nearly 40 Visitors

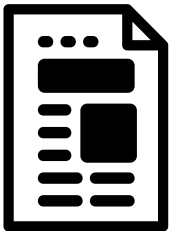
- 17 favorable of annexation with a focus on good design
- 4 opposed
- Remainder asked questions but did not express a definitive opinion
- Overall opinion was fairly positive to annexation in that the City should at least benefit financially to assist with the impacts

Key topics:

- Traffic Transportation
- Proposed density
- Proposed land uses
- Location of uses

*Most attending were nearby residents who were curious about what would be built adjacent to them.

INFORMATIONAL BROCHURE



Individual info piece mailed out to each Herriman household (approx. 15,500) in August.

DIGITAL SIGNAGE

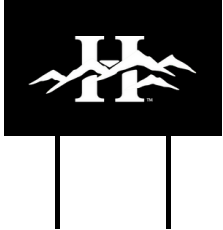


Individual graphic emphasizing Olympia agenda items on every upcoming City Council meeting:

- 9 City Council Meetings
- Approximately 42 published days
- Both indoor (City Hall) & Outdoor (134th S & 126th S)
- This was in addition to the regular City Council meeting and agenda motion graphics

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PRINTED SIGNAGE



10 yard signs were posted at key intersections throughout the city with a QR code, link, and callout info of key agenda item ahead of City Council meetings.

HERRIMANOLOGY PODCAST



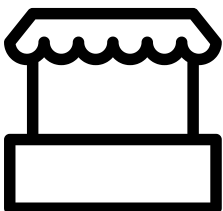
An episode was recorded with Councilmembers Smith and Shields on June 2nd, 2021 with 145 listeners after being posted on the website and social media.

NEWSLETTER



The monthly newsletter, circulated to all water customers, included a large article in the June edition and two graphics advertising the Olympia landing page on the website in two other editions.

FORT HERRIMAN TOWNE DAYS



Information was presented at the City's booth three days throughout the week-long event. Most residents who stopped by took in the information with very few individuals providing feedback.

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OLYMPIA WEBPAGE



A web landing page was created to serve as the main hub for Olympia-related information updated regularly as new information became available.

Visits

- 12th most-visited page on Herriman.org
- 1,434 main page visits
- 277 work group summary page visits

Comment form button

- 9 form submissions
- Additional 1 general contact form and 7 public comment forms submitted

Email Button

- 3 emails to the olympiaproject@herriman.org or info@herriman.org emails

Info Brochure Button

- Linked to the digital copy of the brochure that was mailed out to residents

Work Meeting Summaries

- 23 meetings
- 5 Planning group meetings
- 6 Infrastructure meetings
- 5 Finance group meetings
- 7 MDA group meetings

Related Research

- Financial impact
- Transportation impact
- Bonneville study update
- Transportation impact study (2019 & updated 2021 version)

Draft Plans

- MDA
- Design standards
- Road plan
- Active transportation plan
- Land use plan

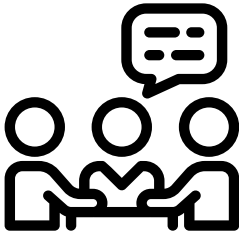
- Phasing plan
- Parks plan
- Trails plan
- PID governing documents
- *published as available

Annexation Process Timeline

Link to Land Development Fact Sheet

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NEIGHBORHOOD MEETINGS



6,872 notices mailed to neighboring communities

56 Total Attendees

- 34 in-person
- 22 virtual

33 questions/comments

Meeting 1 (Communities 2 & 3)

- 2,436 notices mailed out
- 20 in-person attendees
- 11 virtual attendees

19 comments - Topics:

- Level of service
- Water runoff/flooding
- Parks in the development
- Will irrigation continue?
- Collection of impact fees & adjustment for inflation
- Project of costs
- Legal remedies if the developer fails to comply with MDA
- Will the project be bonded?
- Construction timeframe

Meeting 2 (Communities 1 & 4)

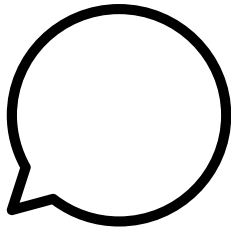
- 4,436 notices mailed out
- 14 in-person attendees
- 11 virtual attendees

14 comments - Topics:

- Ownership of annexed land
- Why not impact fees?
- Where will remaining property be annexed?
- Road width & parking
- Commercial anchors
- Schools
- Utah State campus
- Ensuring the projects compliments the city in 10+ years
- Plan for commercial businesses
- Jobs and traffic
- Don't want empty office space with covid-19 work-at-home adaptations
- What are the City Council's biggest concerns?
- Why does the developer want to annex?

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PUBLIC COMMENT & HEARINGS



July 15 - Planning Commission public hearing on design guidelines open and closed without comment

Aug 5 - Planning Commission public hearing on MDA open and closed without comment

Aug 11 - City Council public comment expressing gratitude for City Council during MDA work meeting

Aug 25 - City Council Meeting

Public comment Summary:

- Supporting LMPC zone.
- Asking "where are the roads?"

Public Hearing Summary:

- Generally supports master-planned communities, concerned with how often the end-result is different from the plan, wants to make sure infrastructure can support unit count, wants a checklist of items (commercial, transit, etc. seen before proceeding to next development phases)
- Olympia is coming regardless of annexation, infrastructure is necessary as well, but the City is on the hook for costs without annexation
- Traffic will further overload roads and concerns that fees won't be paid up front
- Wants SL County to provide funding for Olympia project
- Annexation should happen, but make it unique to Herriman and not a copycat of Daybreak
- Favors annexation
- Concern that infrastructure is already overloaded and the City can't manage it, Olympia residents won't be contained to services only inside the project
- Wants a large park considered
- Need more playing fields
- Need more playing fields and open spaces in general
- Favors annexation because of financial benefits
- Concern with traffic and services congestion but understands Olympia will happen regardless of annexation
- Questions of how Olympia infrastructure will be funded (concerns of tax raise)

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PUBLIC COMMENT & HEARINGS



Sept 8 - City Council Meeting

Public Hearing Summary:

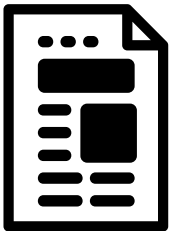
- Not against annexation, wants more public involvement in the negotiation and review MDA, wants the developer to install amenities infrastructure, etc. before future phases can be approved, wants significantly more commercial space obligation

- Supports annexation and wants restaurants and more businesses
- Please annex Olympia
- Please no Olympia, Herriman never wanted it and wants no part of it

For/Against:

- 7 explicitly support annexation
- 1 explicitly oppose annexation
- All others did not explicitly state opinion on annexation

PUBLIC NOTICES



Notices for all public hearings, Notice of Intent to Annex, and Annexation Certification published on state and City public notice websites, mailed to affected entities, and placed in 34 locations throughout the City.

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SOCIAL MEDIA

FACEBOOK



26 Total Posts



3,474 Engagements



55,383 Reach



89 Comments

TWITTER



26 Total Tweets



610 Engagements



16,194 Reach



9 Comments

INSTAGRAM



5 Total Posts



193 Engagements



11,047 Reach



25 Comments

APRIL 26 - SEPT 21