Residents are generally pleased with the services offered by the city and believe that Herriman is a great place to live and raise a family.

The biggest cause for discontent in the city right now is the proliferation of high-density housing. Citizens repeatedly say that they moved to Herriman for a more rural environment. Not something like South Jordan or West Valley. They view that rural feel as rapidly disappearing or already gone. There is nearly unanimous agreement that the city is growing too fast.

A common desire was to increase commercial development with the aim of decreasing the property tax burden on citizens.

Despite a plurality of citizens saying that Herriman has not improved in the past 5 years, the city still receives high overall quality of life marks and the vast majority say that they would recommend it to their friends as a good place to live.
SURVEY METHODOLOGY
SURVEY METHODOLOGY

@ Sampling frame of Herriman residents consisted of a universe of registered voters taken from the voter file.

85% In total, we emailed 8,145 invitations, 1,215 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 85%.

16% Of the 6,930 delivered invitations, 1,079 citizens responded by completing online surveys. This results in a response rate of approximately 15.6% overall. Each email address could respond only once.

+3 1,079 interviews among an estimated adult population of 28,556 results in a margin of error for the survey of plus or minus 2.93 percentage points. Responses were weighted to better approximate city demographic composition.
Survey respondents lived in residences distributed throughout all of the city’s residential areas.
CITY DIRECTION
Overall, would you say the city of Herriman is headed in the right direction or the wrong direction?

46% Wrong direction
53% Right direction

A narrow majority of Herriman’s citizens say that the city is headed in the right direction, but there is a sizable chunk of people unhappy with the way things have been going.
Herriman residents are less likely than residents of neighboring towns to say that their city is headed in the right direction.

The percentage of respondents in Lehi, South Jordan, and Herriman saying that their city is headed in the right direction.
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 Herriman?

Average 76
South Jordan residents report the highest overall quality of life, but all three cities score well.

The average quality of life score in Lehi, South Jordan, and Herriman.
When asked what they liked most about Herriman, respondents most commonly mentioned the small town feel, and the sense of community between residents. They also mentioned the city’s parks and trails.

Q: What do you like most about living in Herriman?

18% – Community
14 – Small town
13 – Parks & trails
12 – Quiet
11 – Open spaces / minimal bulk housing
9 – Location
9 – Rural
8 – Family friendly
8 – Convenient amenities
5 – The view
5 – Clean
4 – Safe
4 – Growth / Development
3 – Mountains
3 – Schools
2 – Low crime
1 – Wildlife
A majority of citizens approve of the vision the mayor and city council have for the city.

Do you approve or disapprove of the vision the Herriman Mayor and City Council have for the city?
Citizens are generally content with the service they are getting for their tax dollar.

**VALUE FOR TAX DOLLAR**

*In general, how do you rate the service you receive from Herriman for your tax dollar?*
Despite overall positive feelings about the city, the plurality of Herriman residents say the city has gotten worse in the past five years.

How would you rate the city of Herriman today compared to five years ago? Would you say it is...

- 28% Better
- 43% Worse
- 7% Much better
- 21% Somewhat better
- 12% About the same
- 29% Somewhat worse
- 14% Much worse
- 16% Don't know, I haven't been here that long
Despite the fact that the plurality of Herriman residents think the city has gotten worse, 79% say that they are at least somewhat likely to recommend it as a good place to live.

How likely are you to recommend the City of Herriman to others as a good place to live?
TOP ISSUE: MANAGING GROWTH
By far, the biggest issue people named facing Herriman today was the construction of high density housing projects and growth in the size of the city in general. People expressed concern that the city was losing the small town feel that they liked most about it and made it distinct from other places in the County.

Q In your opinion, what is the most important issue facing Herriman today?

35% – Too much high density housing
20 – Growth
16 – Traffic/Infrastructure
12 – Overpopulation/Crowding
9 – Need commercial tax base & more business options
8 – Overdevelopment
5 – Crime/Drugs
4 – School facilities / crowding
3 – Other
3 – (Property) taxes too high
2 – Water (either culinary or secondary)
2 – Not preserving mountains / farmland / country feel
2 – Zoning/Planning
2 – Tax revenues
2 – Too much fast food / No nice restaurants
2 – Need open space
1 – City services’ cost & availability
Residents are virtually unanimously in agreement with the idea that Herriman is either growing at an appropriate pace or too quickly. Of note, a majority said that Herriman was growing much too quickly rather than just a bit too quickly.

Which of the following statements best reflects how you feel about the pace at which the City of Herriman is growing? Herriman is growing…

- Much too quickly: 57%
- A bit too quickly: 29%
- At an appropriate pace: 13%
- A bit too slowly: 1%
- Much too slowly: 0%
89% of residents who have been in Herriman 5 years or more believe the city is growing too fast (including 65% that say much too quickly). Among those that are relatively new (5 years or less) it is still high – 82% believe the city is growing too quickly.

Which of the following statements best reflects how you feel about the pace at which the City of Herriman is growing? **Herriman is growing…**
Lehi, another neighboring town experiencing booming growth doesn’t have as many citizens expressing the sentiment that the rate of growth has been too quick.

The percentage of respondents in Lehi and Herriman saying that their city is either growing much too quickly or a bit too quickly.
When asked about the future, concerns over high density housing and growth persisted, but fears about increasing traffic and crime emerged. One recurring comment was that Herriman lacks very many roads that connect to neighboring cities and as the city’s population grows, all the traffic must use the same, increasingly crowded, existing roads out of town.

Q In your opinion, what is the most important issue facing Herriman in the next 3-5 years?

23% – Traffic/Infrastructure
20 - Growth
19 – Too much high density housing
18 – Overpopulation/Crowding
9 – Need commercial tax base & more business options
8 – Crime/Drugs
7 - Overdevelopment
6 – School facilities / crowding
5 – Other
5 – Same as previous open-end
4 – Not preserving mountains / farmland / country feel
4 – Property taxes too high
3 – Tax revenues
3 – Zoning/Planning
3 – Need open space
2 – Water (both culinary and secondary)

1 – City services’ cost and availability
1 – Too much fast food – no nice restaurants available
>1 – Not enough parking
82% of residents agree with the statement that they feel safe in Herriman. Only 7% disagreed. This basically represents consensus that Herriman is pretty safe.
Again, there is near consensus that Herriman is a great place to raise a family with 85% in agreement and only 4% in disagreement.

**Herriman is a great place to raise a family.**
Roughly equal percentages of people in Lehi and Herriman report that their city is a good place to raise a family.

The percentage of respondents in Lehi and Herriman saying that their city is a good place to raise a family. Data unavailable for South Jordan.
The majority of citizens also agree that Herriman provides all the services they think it should provide.

**Herriman provides all the services I think it should provide.**

- Strongly agree: 12%
- Agree: 45%
- Neither agree nor disagree: 21%
- Disagree: 18%
- Strongly disagree: 4%
This is the only place where more residents disagreed than agreed. Residents expressed the idea that they thought the city had too many fast food places and not enough nice restaurants. They also generally expressed discontentment with the lack of retail in the city and said things like: “We need a commercial tax base so we can reduce our property tax burden.”

**Herriman has all the kinds of businesses I want it to have.**

![Bar chart showing the distribution of responses to the question.]

- **Strongly agree:** 6%
- **Agree:** 27%
- **Neither agree nor disagree:** 20%
- **Disagree:** 32%
- **Strongly disagree:** 15%
Overall, I think Herriman does a good job managing city services.
This distribution says: “Trust, but verify.” Residents are generally trusting of their leaders, but also want to be vigilant to ensure openness and honesty. There were also some that expressed the idea that city leadership is too friendly to property developers, but they were a minority in the open-end responses.

I trust Herriman City staff and elected officials to be open and honest with residents.

- Strongly agree: 11%
- Agree: 36%
- Neither agree nor disagree: 32%
- Disagree: 14%
- Strongly disagree: 6%
HERRIMAN CITY SERVICES
Residents are most unhappy with the city’s secondary water services and its planning, zoning, and building services. There are many services the city scores well on. With regard to water in particular, comments about it in the open-ends generally fell into two categories: 1) The culinary water is very hard and needs softening, and 2) Residents would like increased access to secondary water.

The first group of services are provided directly by the city. Please rate each of the following city services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning completely satisfied. If you are unfamiliar with a service, select Not applicable.
Residents are generally very happy with the services the city has contracted out to other providers.

This second group of services is provided by some other district or agency that the city negotiates contracts with. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning completely satisfied. If you are unfamiliar with a service, select Not applicable.

- Fire & EMS through Unified Fire Authority: 86
- Garbage collection through Wasatch Front Waste and Recycling District: 82
- Police services through Unified Police Department: 79
- Recycling program through Wasatch Front Waste and Recycling District: 78
- Animal control services: 71
HERRIMAN CITY SERVICES

Police, Parks, Road Maintenance, and Drinking Water take the top spots when residents are asked where they would allocate the Herriman budget.

Suppose you were given $100 of the Herriman city budget to spend to improve city services. How would you want to see that $100 divided up among the city services?

<table>
<thead>
<tr>
<th>Service</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police services</td>
<td>$12.57</td>
</tr>
<tr>
<td>City parks and open spaces</td>
<td>11.20</td>
</tr>
<tr>
<td>Surface maintenance on city streets and roads</td>
<td>10.78</td>
</tr>
<tr>
<td>Culinary (drinking) water</td>
<td>9.37</td>
</tr>
<tr>
<td>Fire and emergency medical services</td>
<td>8.65</td>
</tr>
<tr>
<td>Planning, zoning, and building services</td>
<td>8.13</td>
</tr>
<tr>
<td>Snow removal services</td>
<td>5.06</td>
</tr>
<tr>
<td>Street lighting</td>
<td>4.02</td>
</tr>
<tr>
<td>Community events</td>
<td>3.86</td>
</tr>
<tr>
<td>Other</td>
<td>3.70</td>
</tr>
<tr>
<td>Emergency preparedness</td>
<td>3.63</td>
</tr>
<tr>
<td>City recreation and fitness programs</td>
<td>3.20</td>
</tr>
<tr>
<td>Water conservation efforts</td>
<td>3.17</td>
</tr>
<tr>
<td>City code enforcement</td>
<td>2.71</td>
</tr>
<tr>
<td>Recycling program</td>
<td>2.51</td>
</tr>
<tr>
<td>Senior citizens programs</td>
<td>2.03</td>
</tr>
<tr>
<td>Garbage collection</td>
<td>2.00</td>
</tr>
<tr>
<td>Sidewalk maintenance</td>
<td>1.93</td>
</tr>
<tr>
<td>Animal control services</td>
<td>1.64</td>
</tr>
</tbody>
</table>
The city services that have the greatest correlation with overall city satisfaction are planning, zoning, and building services; city parks and open spaces; and garbage collection.

**BIGGEST IMPACT ON OVERALL SATISFACTION**

How much of an increase in overall satisfaction with the city would result from a 1 point increase in satisfaction with each individual city service? In other words: Where is the low hanging fruit for improvement?

- Planning, zoning, and building services: 0.16
- City parks and open spaces: 0.15
- Garbage collection: 0.14
- Emergency preparedness: 0.07
- City recreation and fitness programs: 0.07
- Police services: 0.06
- City code enforcement: 0.05
- Surface maintenance on roads & streets: 0.03
- Snow removal services: 0.02
- Community events: 0.01
- Street lighting: 0.01
- Secondary (irrigation) water: 0.01
- Culinary (drinking) water: 0.01
- Sidewalk maintenance: -0.01
- Animal control services: -0.01
- Senior citizen programs: -0.04
- Fire and emergency medical services: -0.07
- Recycling program: -0.07
COMMUNICATION
Most residents currently receive the bulk of their information from the city newsletter or social media.

**From which source do you currently receive most of your information about the City of Herriman?**

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Newsletter</td>
<td>40%</td>
</tr>
<tr>
<td>Social Media</td>
<td>29%</td>
</tr>
<tr>
<td>Municipal Bill</td>
<td>12%</td>
</tr>
<tr>
<td>City Website</td>
<td>7%</td>
</tr>
<tr>
<td>Emails from the City</td>
<td>5%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>2%</td>
</tr>
</tbody>
</table>
The newsletter and social media remain dominant, but emails from the city jump by more than any other category. They increase from 5% to 20% when asking about where people would prefer to get their information from.

**PREFERRED INFORMATION CHANNELS**

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Newsletter</td>
<td>31%</td>
</tr>
<tr>
<td>Social Media</td>
<td>24</td>
</tr>
<tr>
<td>Email from the City</td>
<td>20</td>
</tr>
<tr>
<td>Municipal Bill</td>
<td>10</td>
</tr>
<tr>
<td>City Website</td>
<td>6</td>
</tr>
<tr>
<td>City Smartphone App</td>
<td>5</td>
</tr>
</tbody>
</table>

From which source would you prefer to receive most of your information about the City of Herriman?
During the past year have you contacted any Herriman office to seek service, information, or to file a complaint?

- Yes: 38%
- No: 62%
Of those residents that had contacted the city, 63% were satisfied with the city’s response.

Were you generally **satisfied** or **dissatisfied** with the City’s response?

- **36%** Very satisfied
- **27** Somewhat satisfied
- **13** Neither
- **14** Somewhat dissatisfied
- **4** Very dissatisfied