OREM COMMUNICATIONS STUDY 2015
CHANNELS TO AND FROM CITY HALL
THINGS TO REMEMBER

1. Overall city perception has significantly improved since the UTOPIA debates last year.
2. Most residents prefer digital channels of communication to and from City Hall.
3. However, when they have an urgent report for the city, they want direct communication channels available.
4. Orem’s website and social media presence are very well received by residents.
5. The only website feature that scores lower than average is the mobile-optimized site.
6. Many residents desire to receive the email newsletter – it scores higher than mailed sibling.
7. Residents are willing to work with Neighborhoods in Action, but currently it is nearly unknown.
8. Residents support broadcasting city council meetings (without information about cost).
SURVEY METHODOLOGY
MINIMIZING ERROR
SURVEY METHODOLOGY

Sampling frame of our panelists consisted of a combined universe of every household in the Orem City utilities accounts and the city newsletter databases, plus a sample of students living in Orem who attend Utah Valley University.

Duplicate email addresses were discarded. In total, we emailed 2,192 invitations. 10 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 99%.

Of the 2,192 delivered invitations, 1,122 citizens responded with 1,052 completed online surveys. This results in a response rate of just over 51%. Each email address could respond only once.

1,052 interviews among an estimated adult population of 61,612 results in a margin of error for the survey of plus or minus 3.0 percentage points. Responses were weighted to better approximate city demographic composition.
Thank you for joining the Orem citizen opinion panel! We invite you to participate in a special citywide survey of Orem residents. The purpose of the survey is to ask for your input about important issues facing Orem. This survey has a special focus on city communication with residents, including questions about important upcoming policy decisions. The results will be used during official city deliberations.

Your participation is very important and will help make the survey accurate. This online survey takes about 15 minutes to complete and your answers are completely confidential.

To take the survey click on the link below:

Take the survey

Your participation is very important and will help to shape Orem’s future.

Sincerely,

Orem City staff and Quin Monson, Ph.D., Y² Analytics
Subject: Official Orem City Survey

*** Frequently Asked Questions ***

Who is Y² Analytics?
Y² Analytics is a research firm located in Salt Lake City. We are conducting the survey on behalf of the staff and elected officials of Orem City.

How did you get my email address?
You joined an opinion panel of Orem citizens during the June citywide survey about technology issues.

Can you take my name off this list and stop contacting me?
Yes. Click on the link below to opt out of any further contact about this survey.

Follow the link to opt out of future emails:
Click here to unsubscribe

29 invitees (or less than 0.05%) unsubscribed from the survey email list
ENVIRONMENT & DIRECTION
CITY PERCEPTIONS IMPROVED
OVERALL DIRECTION

Perceptions of Orem have nearly recovered since the UTOPIA debate last year.

Overall, would you say the city of Orem is headed in the right direction or the wrong direction?

<table>
<thead>
<tr>
<th>Date</th>
<th>Wrong Direction</th>
<th>Unsure</th>
<th>Right Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB 2015</td>
<td>10%</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>DEC 2014</td>
<td>12%</td>
<td>37</td>
<td>52</td>
</tr>
<tr>
<td>JUNE 2014</td>
<td>14%</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
<td>DEC 2011</td>
<td>16%</td>
<td>16</td>
<td>68</td>
</tr>
</tbody>
</table>
OVERALL DIRECTION, SURVEY EXPERIMENT

When the Unsure option is omitted, 2/3\textsuperscript{rd}s of the Unsure go to Right Direction.

Q Overall, would you say the city of Orem is headed in the right direction or the wrong direction?

<table>
<thead>
<tr>
<th></th>
<th>RIGHT DIRECTION</th>
<th>UNSURE</th>
<th>WRONG DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB 2015</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>30</td>
<td>10%</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>81</td>
</tr>
</tbody>
</table>

50\% of respondents not given “Unsure” option
COMMUNICATION FROM OREM
DIGITAL MEDIUMS ARE PREFERRED
The vast majority of residents prefer to receive information digitally.

How would you prefer to receive information about Orem City?

- Email newsletter: 93%
- Website: 81%
- Postal mail: 60%
- Facebook: 55%
- Town halls: 43%
- City Council meetings: 39%
- Flyers left at door: 36%
- Neighborhoods in Action rep: 22%
- Instagram: 19%
- Twitter: 19%
- Automated phone calls: 18%
- Other: 4%
Nearly a supermajority of residents most prefer an emailed newsletter for info.

What would be your MOST PREFERRED way to receive information about Orem City?

- Email newsletter: 59%
- Postal mail: 16%
- Facebook: 13%
- Website: 6%
- Flyers left at door: 2%
- Neighborhoods in Action rep: 1%
- Twitter: 1%
- Automated phone calls: 1%
- Other: 1%
- Town halls: 0%
- City Council meetings: 0%
- Instagram: 0%
COMMUNICATION TO OREM
DIGITAL FIRST, EXCEPT URGENT MATTERS
# Preferred Channel to Provide Feedback

Digital mediums—again—are typically preferred by more residents.

**How would you prefer to give feedback or report day-to-day issues to Orem City?**

<table>
<thead>
<tr>
<th>Channel</th>
<th>% Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email to city offices</td>
<td>87%</td>
</tr>
<tr>
<td>Orem website</td>
<td>79%</td>
</tr>
<tr>
<td>Facebook</td>
<td>49%</td>
</tr>
<tr>
<td>Text messages to city offices</td>
<td>47%</td>
</tr>
<tr>
<td>Phone calls to city offices</td>
<td>47%</td>
</tr>
<tr>
<td>In person visit to city offices</td>
<td>38%</td>
</tr>
<tr>
<td>City Council meetings</td>
<td>35%</td>
</tr>
<tr>
<td>Town halls</td>
<td>34%</td>
</tr>
<tr>
<td>Neighborhoods in Action rep</td>
<td>18%</td>
</tr>
<tr>
<td>Mail to city offices</td>
<td>18%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14%</td>
</tr>
<tr>
<td>Instagram</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>
What would be your MOST PREFERRED way to give feedback or report day-to-day issues to Orem City?

- Email to city offices: 47%
- Orem website: 20%
- Facebook: 12%
- Text messages to city offices: 7%
- Phone calls to city offices: 6%
- Neighborhoods in Action rep: 2%
- In person visit to city offices: 1%
- City Council meetings: 1%
- Town halls: 1%
- Twitter: 1%
- Mail to city offices: 1%
- Instagram: 0%
- Other: 0%
For urgent matters, residents prefer to use direct, immediate channels.

**PREFERRED CHANNEL FOR URGENT REPORTS**

How would you prefer to report URGENT issues to Orem City that need an immediate response but are not emergencies for the fire or police department?

<table>
<thead>
<tr>
<th>Channel</th>
<th>% Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone calls to city offices</td>
<td>90%</td>
</tr>
<tr>
<td>Email to city offices</td>
<td>72%</td>
</tr>
<tr>
<td>Text messages to city offices</td>
<td>60%</td>
</tr>
<tr>
<td>Orem website</td>
<td>52%</td>
</tr>
<tr>
<td>In person visits to city offices</td>
<td>45%</td>
</tr>
<tr>
<td>Facebook</td>
<td>29%</td>
</tr>
<tr>
<td>Twitter</td>
<td>11%</td>
</tr>
<tr>
<td>Neighborhoods in Action report</td>
<td>10%</td>
</tr>
<tr>
<td>Instagram</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>
OREM ON SOCIAL MEDIA
BUILDING A COMMUNITY
Orem residents are especially connected – use social media at relatively high rates.

RESIDENTS’ SOCIAL MEDIA PRESENCE

- Facebook: 86%
- Twitter: 35
- Pinterest: 50
- Instagram: 38

National average: 71%
SOCIAL MEDIA AUDIENCE IN OREM

1/3rd of our opinion panel residents follow Orem City on Facebook.

Do you follow Orem City on any of the following services?

- Facebook: 35%
- Twitter: 8
- Mind Mixer: 5
- Instagram: 4
Residents generally score the city well across all channels.

**SOCIAL MEDIA RATINGS**

How would you rate the quality of Orem City posts on these online services? (Only followers were asked to rate each service.)

- **Facebook (n=362)**
  - Excellent: 71% (13%)
  - Very Poor: 0%

- **Twitter (n=65)**
  - Excellent: 71% (11)
  - Very Poor: 0%

- **Instagram (n=36)**
  - Excellent: 72% (14)
  - Very Poor: 0%

- **Mind Mixer (n=48)**
  - Excellent: 71% (5)
  - Very Poor: 0%
In your opinion, Orem City posts to online services... (n=405)

- 71% About right
- 27% Not often enough
- 2% too often
Which of the following types of social media posts are you interested in seeing from Orem City? (n=405)

- Arts & cultural events with no entry fee: 31%
- Openings of new businesses: 30%
- Arts & cultural events with entry fee: 26%
- Upcoming City Council: 25%
- Important events at Orem schools: 23%
- Events at UVU: 21%
- Upcoming City Commission or City Advisory Board: 19%
- Other: 4%

Average respondent selected 5 different post types.
As you may be aware, Orem City sends out a newsletter in the mail each quarter. Would you say you...

- Receive and read: 64%
- Receive and do not read: 17
- Do not receive: 19
EMAILED NEWSLETTERS

1/2 of residents receive and read the mailed newsletter. Many do not receive it.

In months where Orem City does not send a mailed newsletter, the city sends out an emailed newsletter. Would you say you...

- 49% Receive and read
- 7% Receive and do not read
- 45% Do not receive

80% of these requested to be added to the distribution list
Residents generally score the newsletter well, but the most common score is 50.

How would you rate the quality of Orem City newsletters?
(Only recipients were asked to rate each newsletter.)

- **Mailed** (n=894):
  - EXCELLENT – 100: 68, 8%
  - 95-100: 72

- **Emailed** (n=640):
  - EXCELLENT – 100: 72
  - 95-100: 12
NEIGHBORHOODS IN ACTION
A RELATIVELY UNKNOWN PROGRAM
As you may already be aware, Orem City is divided into Neighborhoods that each have a representative as part of the Neighborhoods in Action program.

Do you happen to know who your Neighborhoods in Action representative is?

- 46% Yes
- 45% No
- 9% I’ve never heard of NiA
The Neighborhoods In Action representative is a person in each neighborhood designated by Orem City as an official channel for talking to and receiving help from the city.

If you knew who your neighborhood representative was, how likely would you be to work through them to talk to and receive help from the city?

<table>
<thead>
<tr>
<th>VERY LIKELY</th>
<th>SOMEWHAT LIKELY</th>
<th>SOMEWHAT UNLIKELY</th>
<th>VERY UNLIKELY</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>46</td>
<td>20</td>
<td>21</td>
</tr>
</tbody>
</table>
Many neighborhoods hold cleanup events each year during which Orem City makes trash dumpsters publicly available for a period of time.

As far as you are aware, did your neighborhood hold a cleanup event in 2014?

- Yes they did: 35%
- Not that I am aware: 65%
OREM CITY WEBSITE
WORKING WELL, EXCEPT MOBILE
OREM CITY WEBSITE USE

9 out of 10 residents have used the city website.

Have you ever visited Orem City’s website?

- Yes: 89%
- No: 11%
Which of the following features of Orem City’s website have you used?

- Calendar with upcoming city events: 49%
- Online bill payment: 46%
- Contact info for city officials: 32%
- Online sign up for city utilities: 21%
- Mobile site: 15%
- Online business registration: 7%
Residents generally score the city website well across all features, except mobile.

**WEBSITE FEATURE RATINGS**

*How would you rate the quality of the following features of the Orem City website? (Only users were asked to rate each service.)*

- **Bill payment (n=566)**: 78% excellent (95-100)
- **Utilities signup (n=211)**: 73% excellent (95-100)
- **Mobile site (n=137)**: 67% excellent (95-100)
- **Business license (n=97)**: 74% excellent (95-100)
Residents generally score the city website well across all features, except mobile.

How would you rate the quality of the following features of the Orem City website? (Only users were asked to rate each service.)

Calendar (n=566)
- Excellent: 78%
- Very Poor: 13%

Contact info (n=419)
- Excellent: 74%
- Very Poor: 17%
More than half the city has never been to a meeting. Only 7% go regularly.

**RESIDENT ATTENDANCE AT CITY COUNCIL MEETINGS**

How often do you attend Orem City Council meetings?

- **53%** Never been
- **32%** < 1 per year
- **9%** ~ 1 per year
- **6%** A few per year
- **1%** About 1 per month
- **1%** Nearly every meeting
Current Orem City does not broadcast City Council meetings online. How interested would you be in watching Orem City Council meetings broadcast online?

More than 2/3rds of residents are interested, with a quarter very interested.
Currently Orem City does not broadcast City Council meetings online. How interested would you be in watching Orem City Council meetings broadcast online?

<table>
<thead>
<tr>
<th>ATTENDANCE FREQUENCY</th>
<th>% INTERESTED</th>
<th>% UNINTERESTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearly every meeting</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Once a month</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>A few per year</td>
<td>87</td>
<td>13</td>
</tr>
<tr>
<td>About one per year</td>
<td>83</td>
<td>17</td>
</tr>
<tr>
<td>Less than one a year</td>
<td>72</td>
<td>28</td>
</tr>
<tr>
<td>Never been</td>
<td>67</td>
<td>33</td>
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</tbody>
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