

OREM COMMUNICATIONS STUDY 2015

CHANNELS TO AND FROM CITY HALL





- 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).

THINGS TO REMEMBER

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.

99%

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%.

51%

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.

+3
-3

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.

SURVEY INVITATION

Survey was introduced as an official city-sponsored survey with academic support.

Subject: Official Orem City Survey

Hello there,

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

SURVEY INVITATION

Citizens were offered details about the researchers & given option to unsubscribe.

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

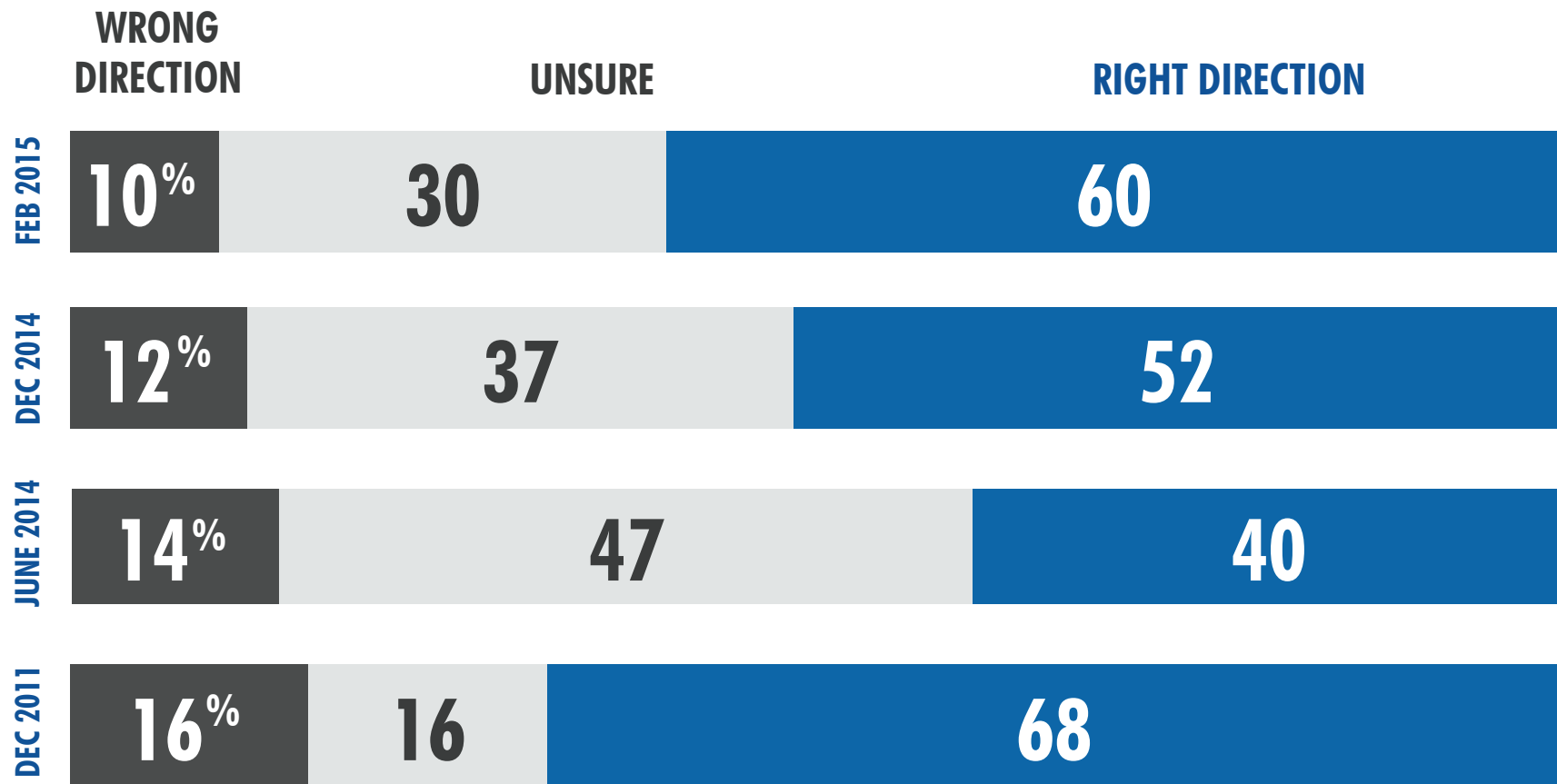
CITY PERCEPTIONS IMPROVED

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*?

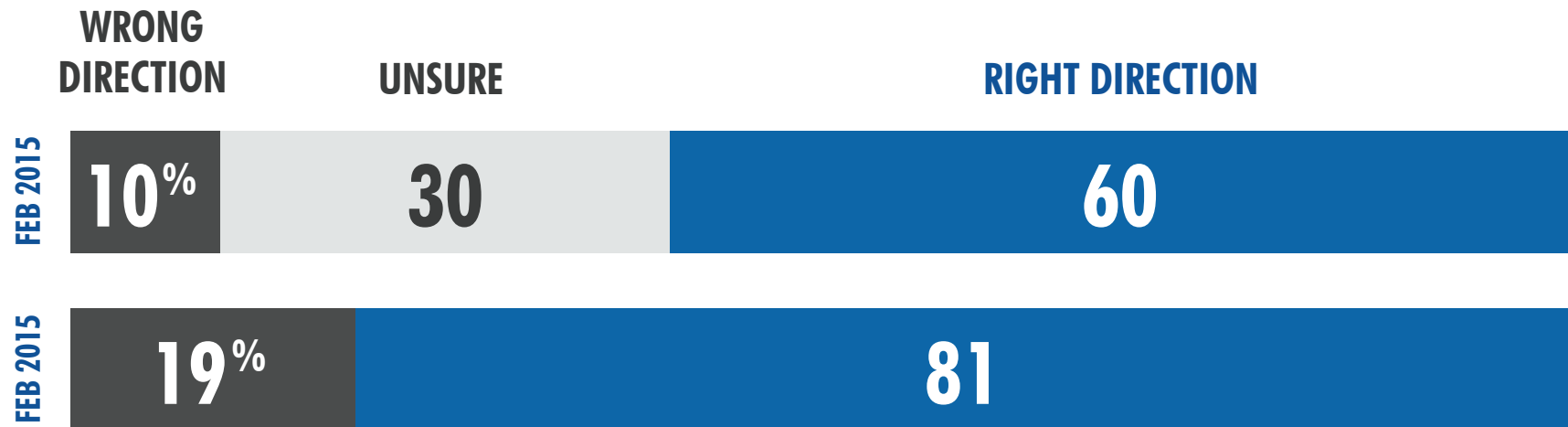


OVERALL DIRECTION, SURVEY EXPERIMENT

When the Unsure option is omitted, 2/3^{rds} of the Unsure go to Right Direction.



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



50% of respondents not given "Unsure" option

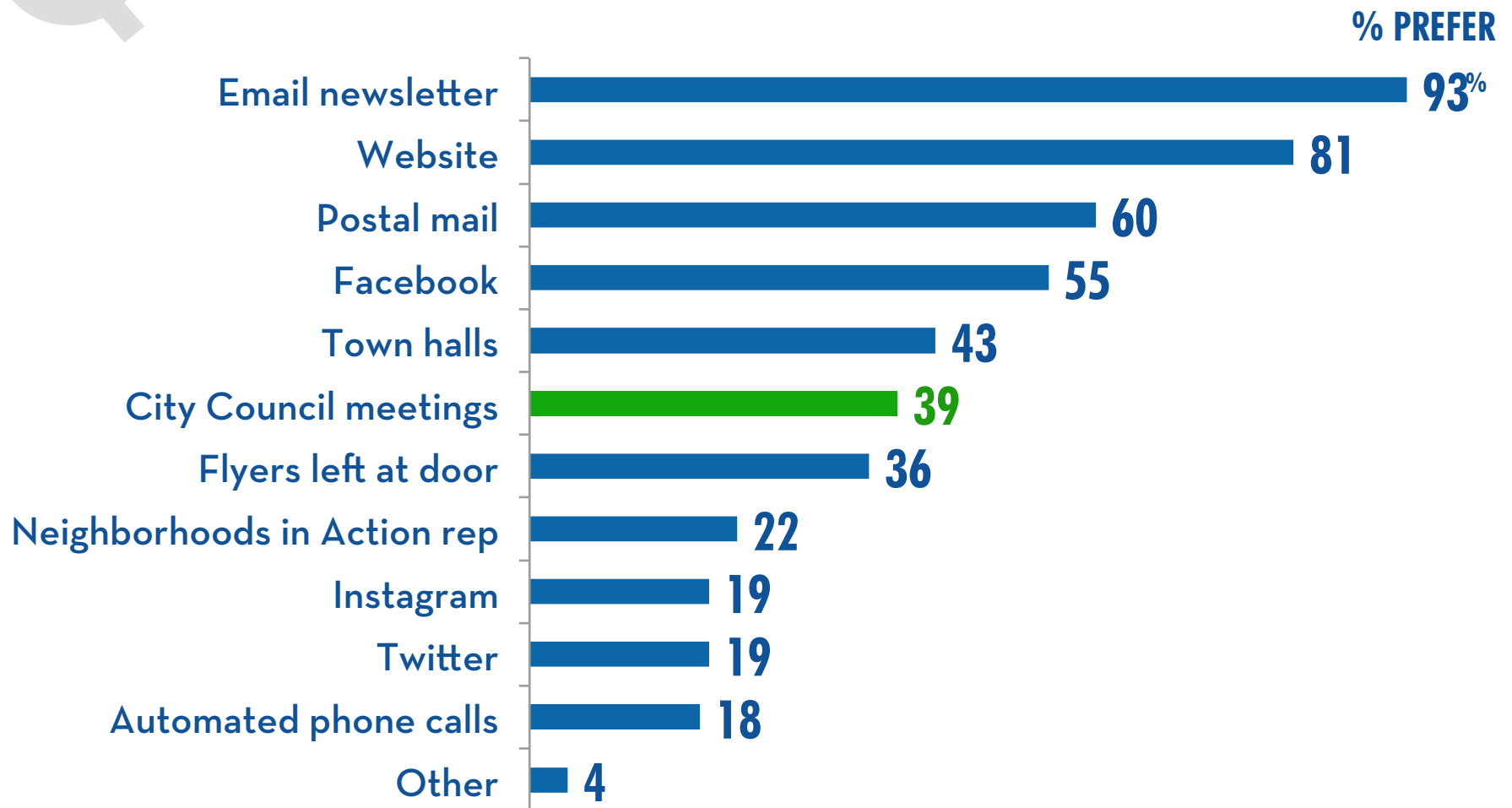
COMMUNICATION FROM OREM
DIGITAL MEDIUMS ARE PREFERRED

PREFERRED CHANNEL FOR CITY INFORMATION

The vast majority of residents prefer to receive information digitally.



How would you prefer to receive information about Orem City?

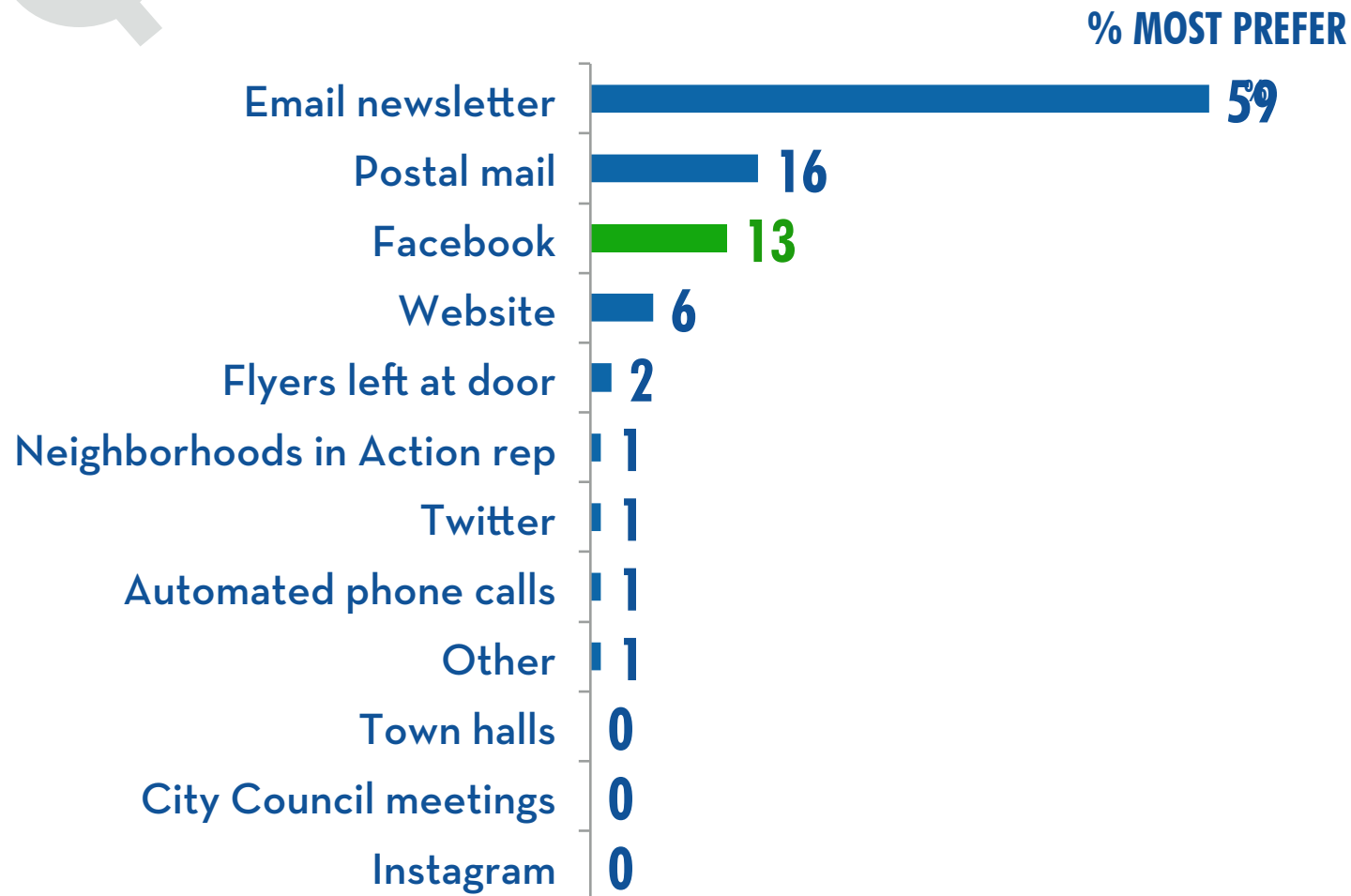


PREFERRED CHANNEL FOR CITY INFORMATION

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?



COMMUNICATION TO OREM

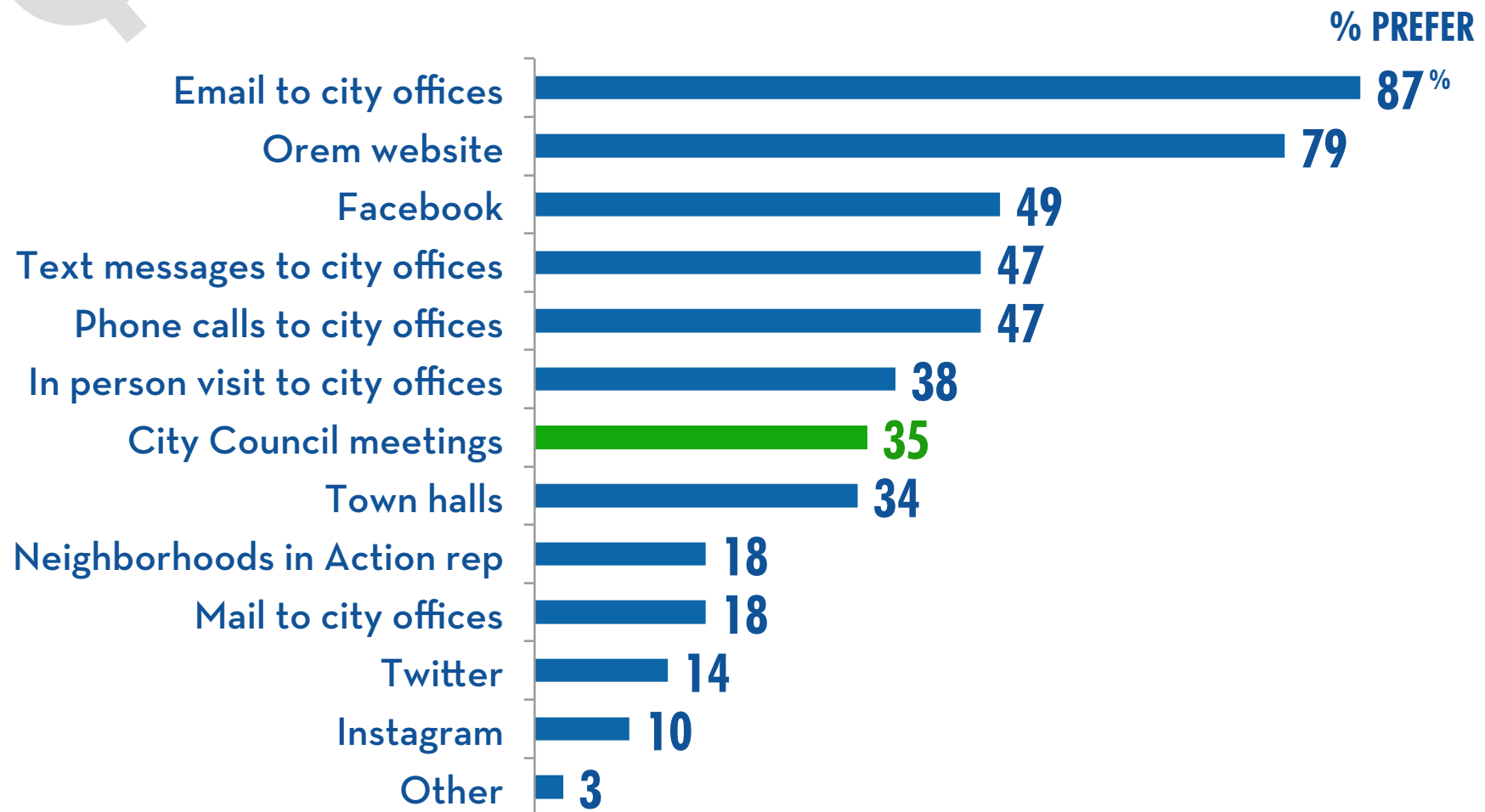
DIGITAL FIRST, EXCEPT URGENT MATTERS

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?

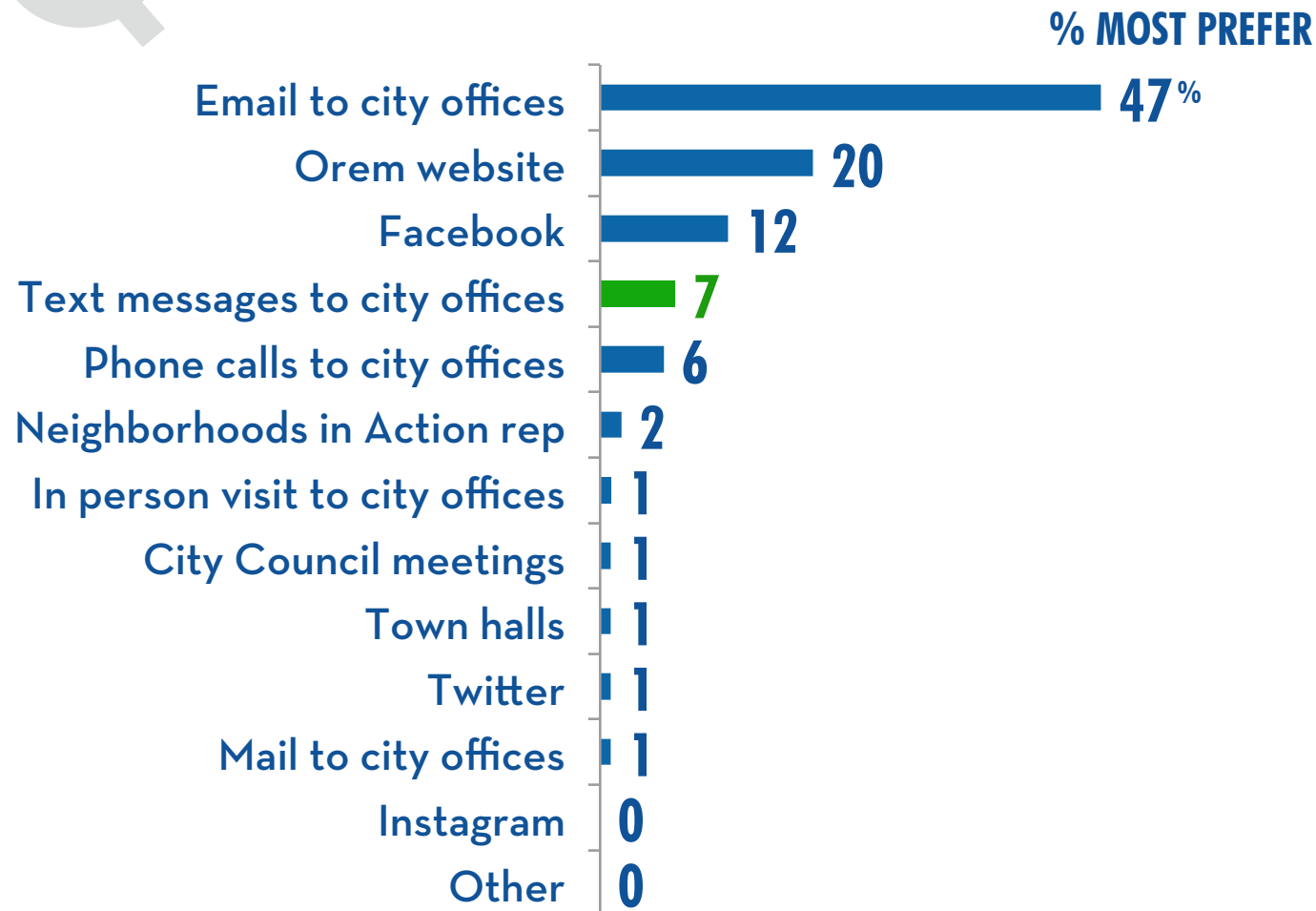


PREFERRED CHANNEL TO PROVIDE FEEDBACK

Direct email and the city website rise to the top.



What would be your MOST PREFERRED way to give feedback or report day-to-day issues to Orem City?

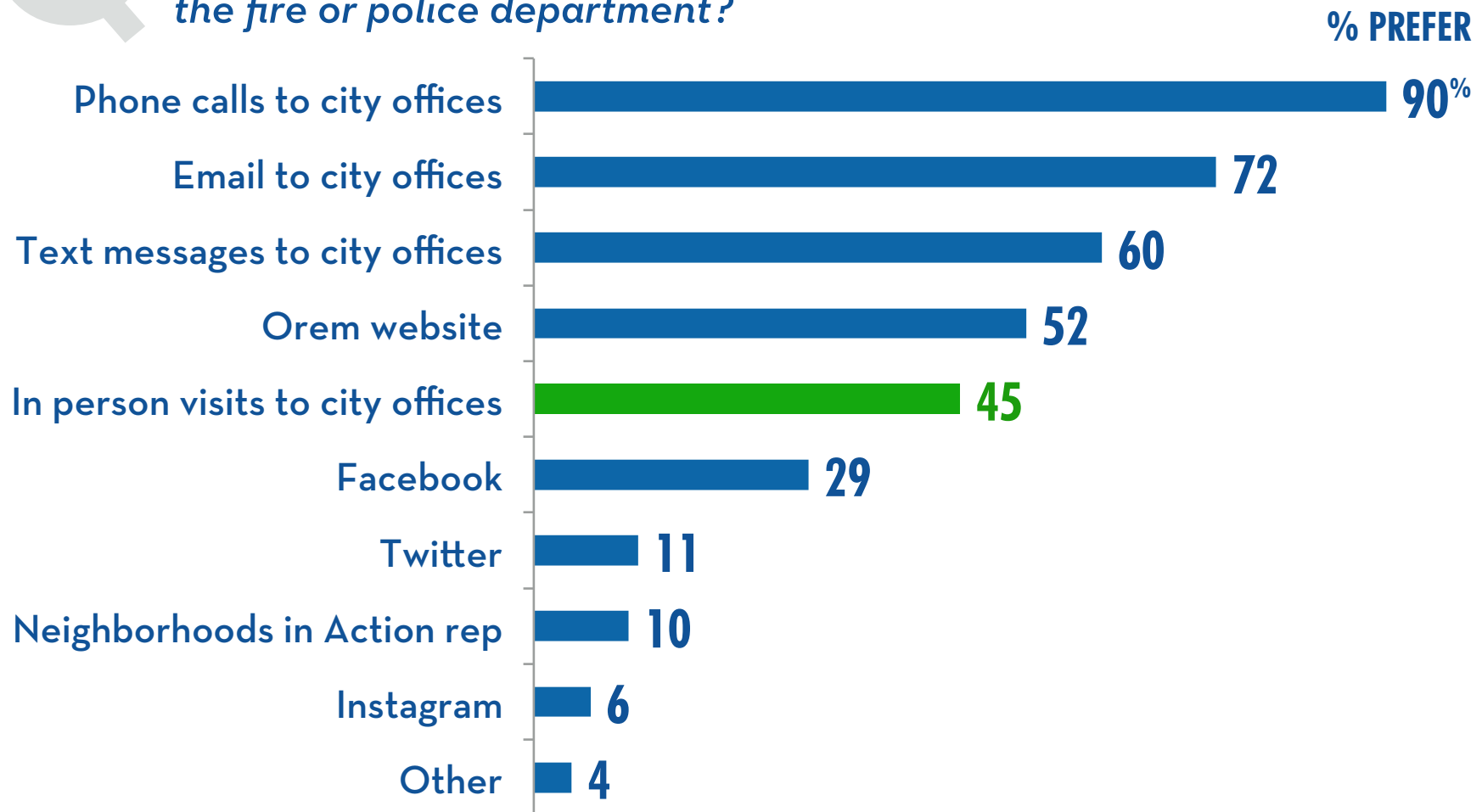


PREFERRED CHANNEL FOR URGENT REPORTS

For urgent matters, residents prefer to use direct, immediate channels.



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?

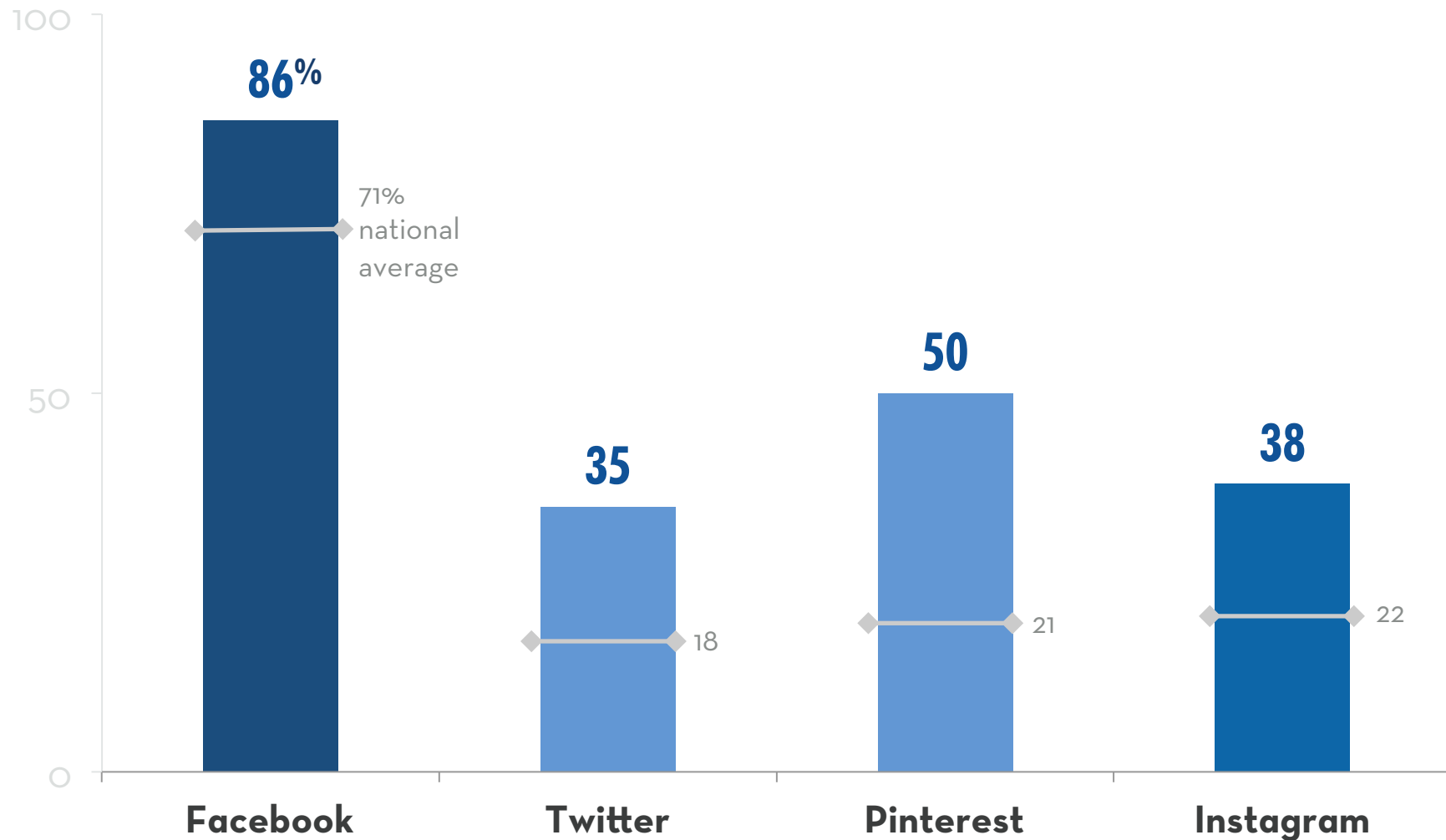


OREM ON SOCIAL MEDIA

BUILDING A COMMUNITY

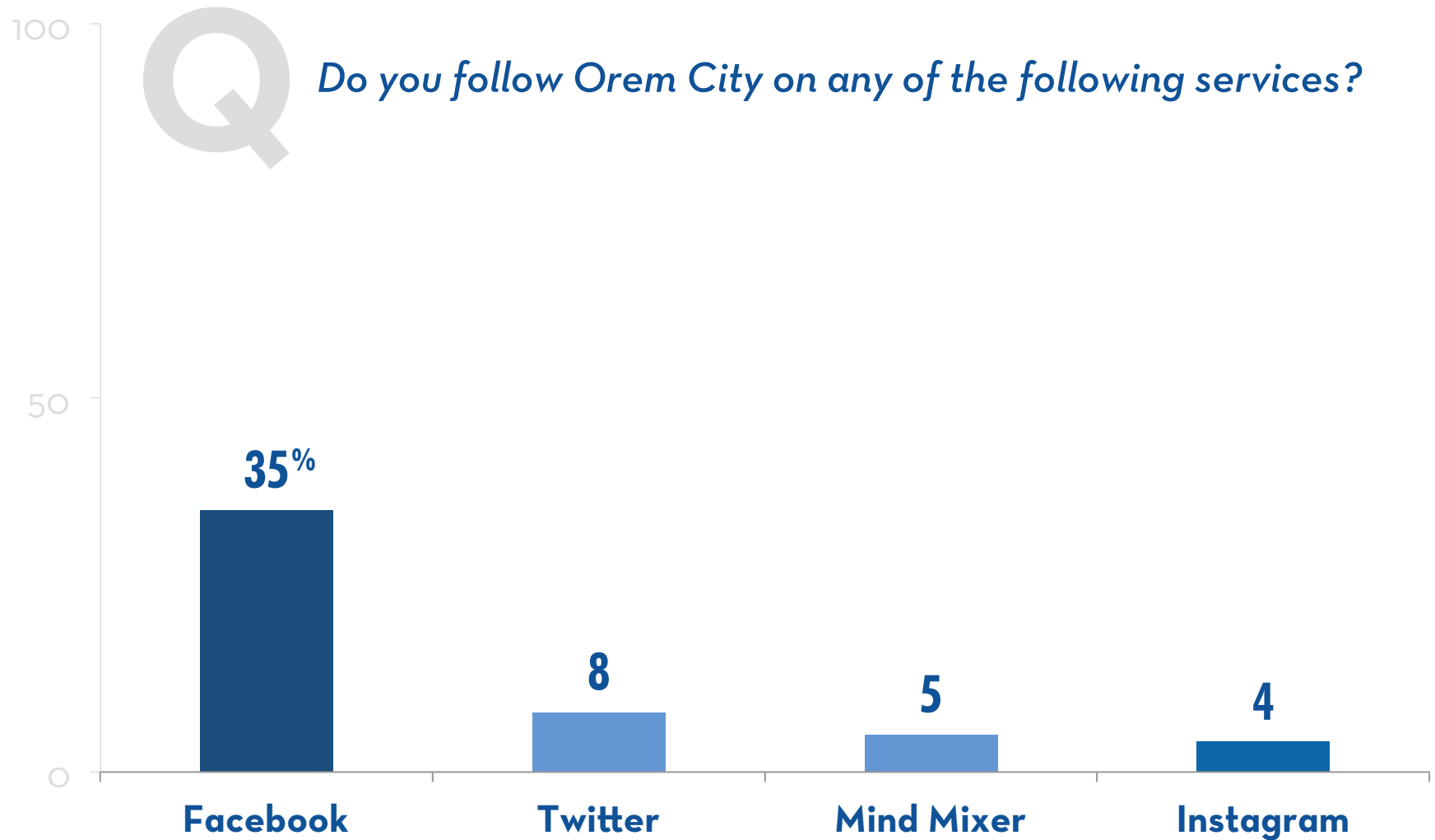
RESIDENTS' SOCIAL MEDIA PRESENCE

Orem residents are especially connected – use social media at relatively high rates.



SOCIAL MEDIA AUDIENCE IN OREM

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



SOCIAL MEDIA RATINGS

Residents generally score the city well across all channels.



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

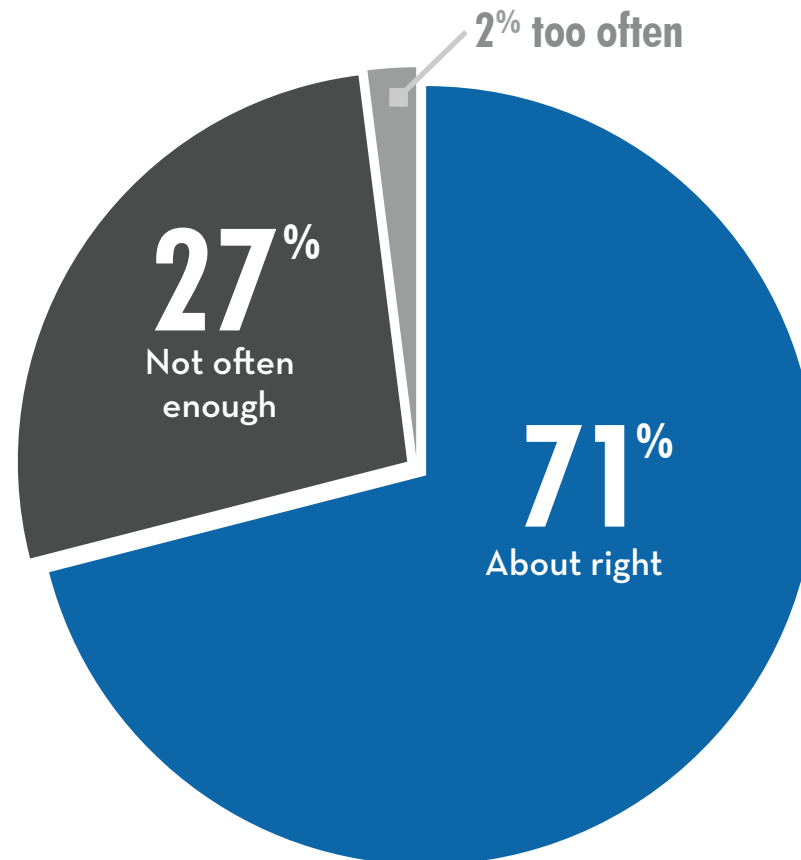


CITY FREQUENCY OF POSTING TO ONLINE SERVICES

Residents are happy with the frequency of Orem City social media posts.



In your opinion, Orem City posts to online services... (n=405)

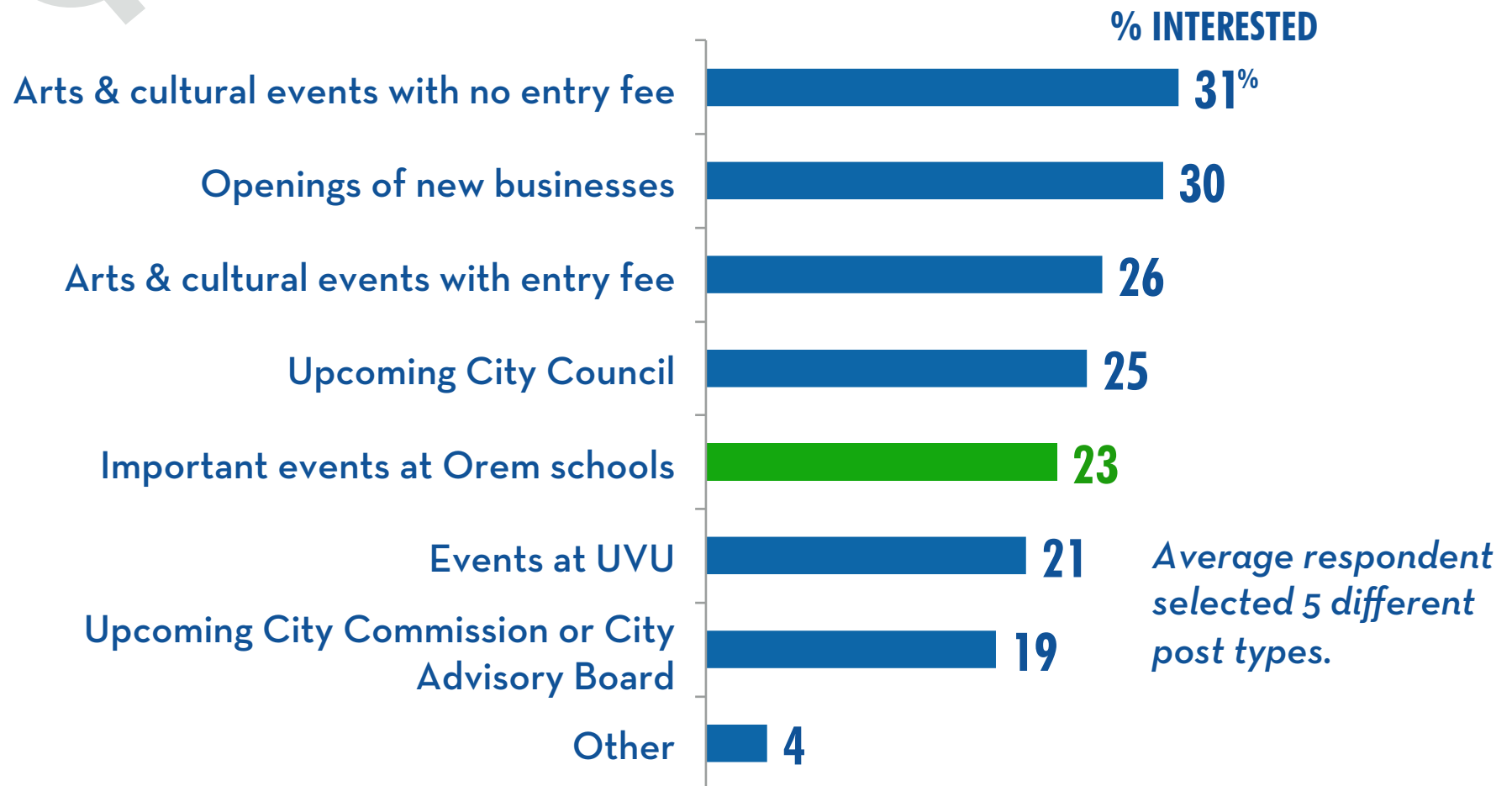


SOCIAL MEDIA INTERESTS

Lots of interest for a wide variety of social media announcements.



Which of the following types of social media posts are you interested in seeing from Orem City? (n=405)



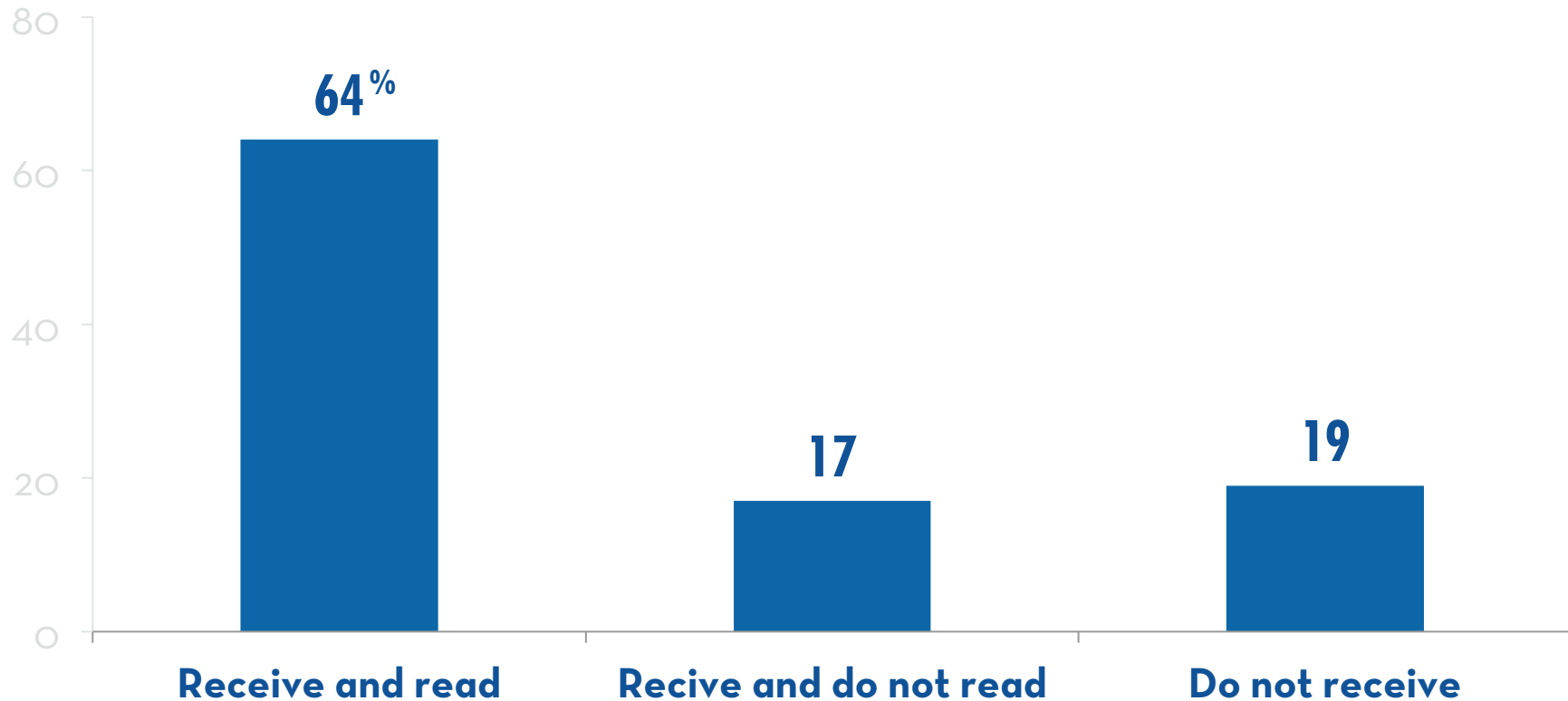
OREM CITY NEWSLETTERS

MAILED NEWSLETTERS

2/3^{rds} of residents receive and read the mailed newsletter.



As you may be aware, Orem City sends out a newsletter in the mail each quarter. Would you say you...

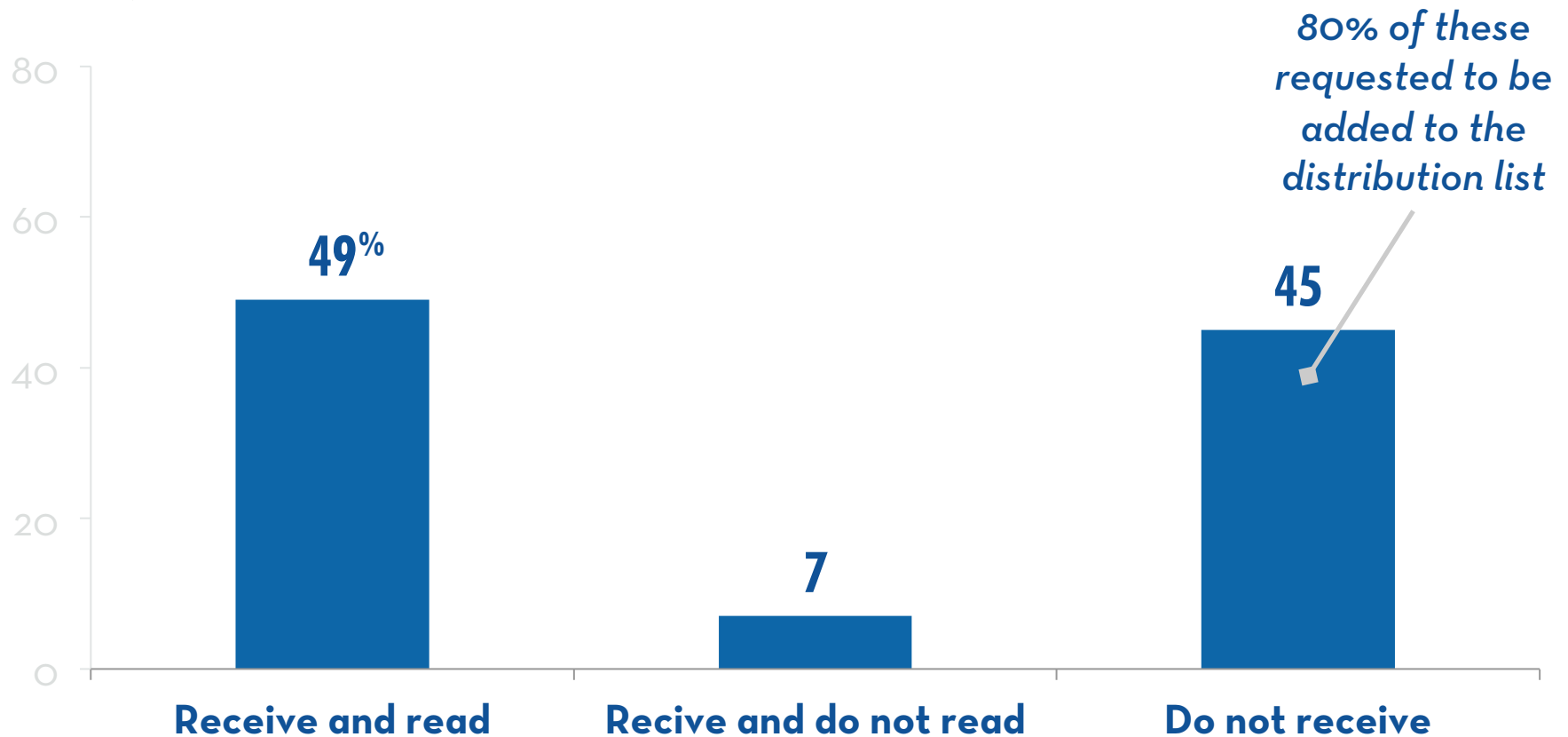


EMAILED NEWSLETTERS

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...

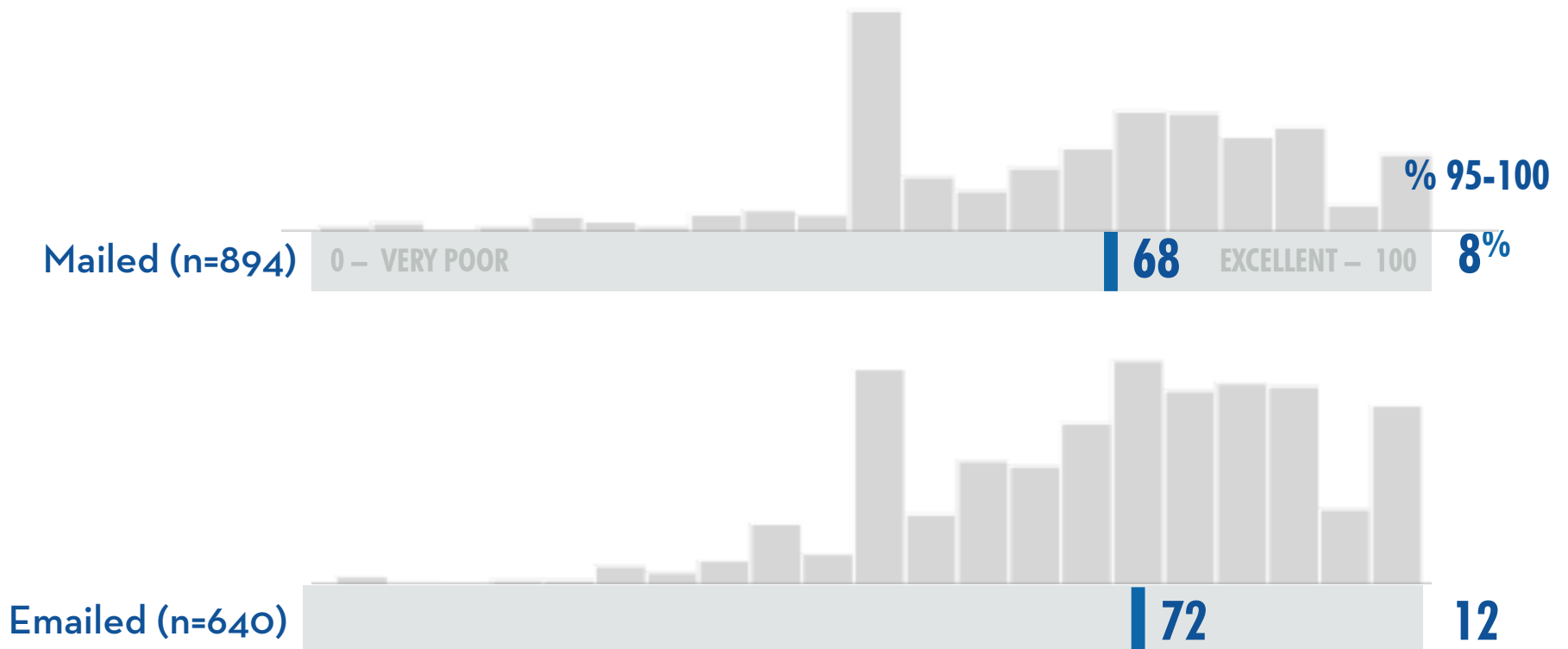


NEWSLETTER RATINGS

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.)*



NEIGHBORHOODS IN ACTION

A RELATIVELY UNKNOWN PROGRAM

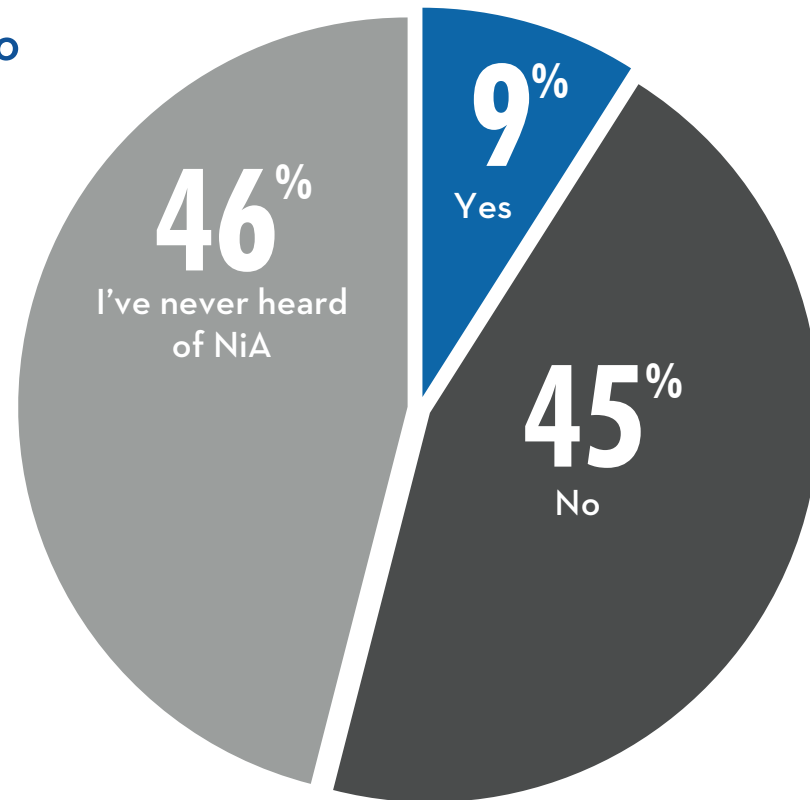
NEIGHBORHOODS IN ACTION AWARENESS

Very few residents know who their NiA representative is.



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?



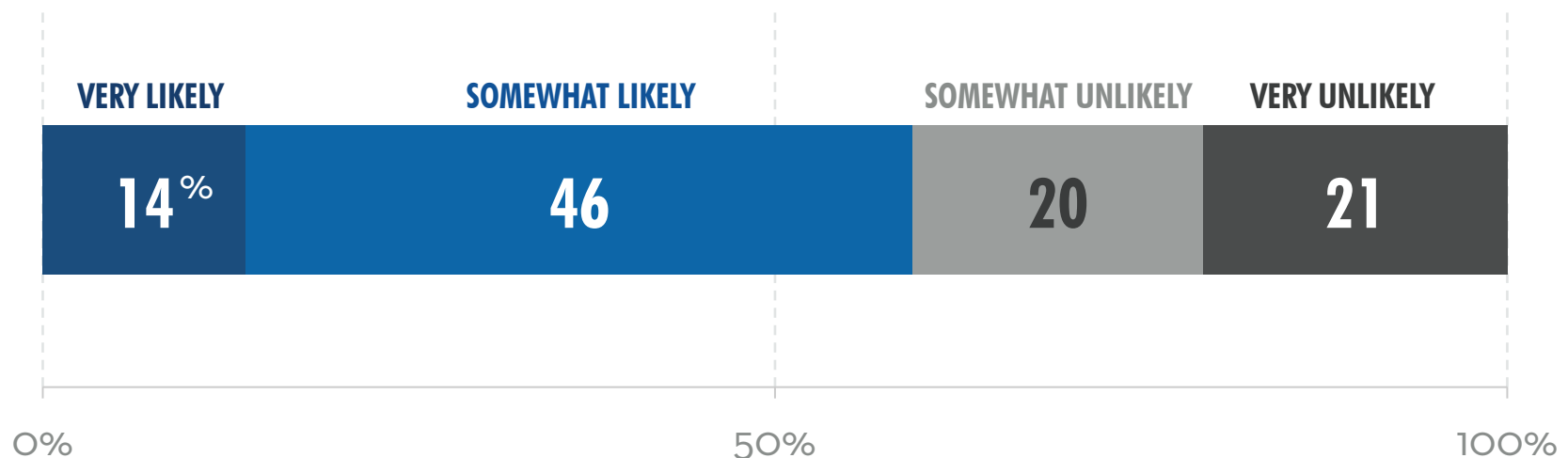
LIKELIHOOD TO WORK WITH NIA REPRESENTATIVE

Only 14% of city residents would be very likely to work with NiA representative.



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?

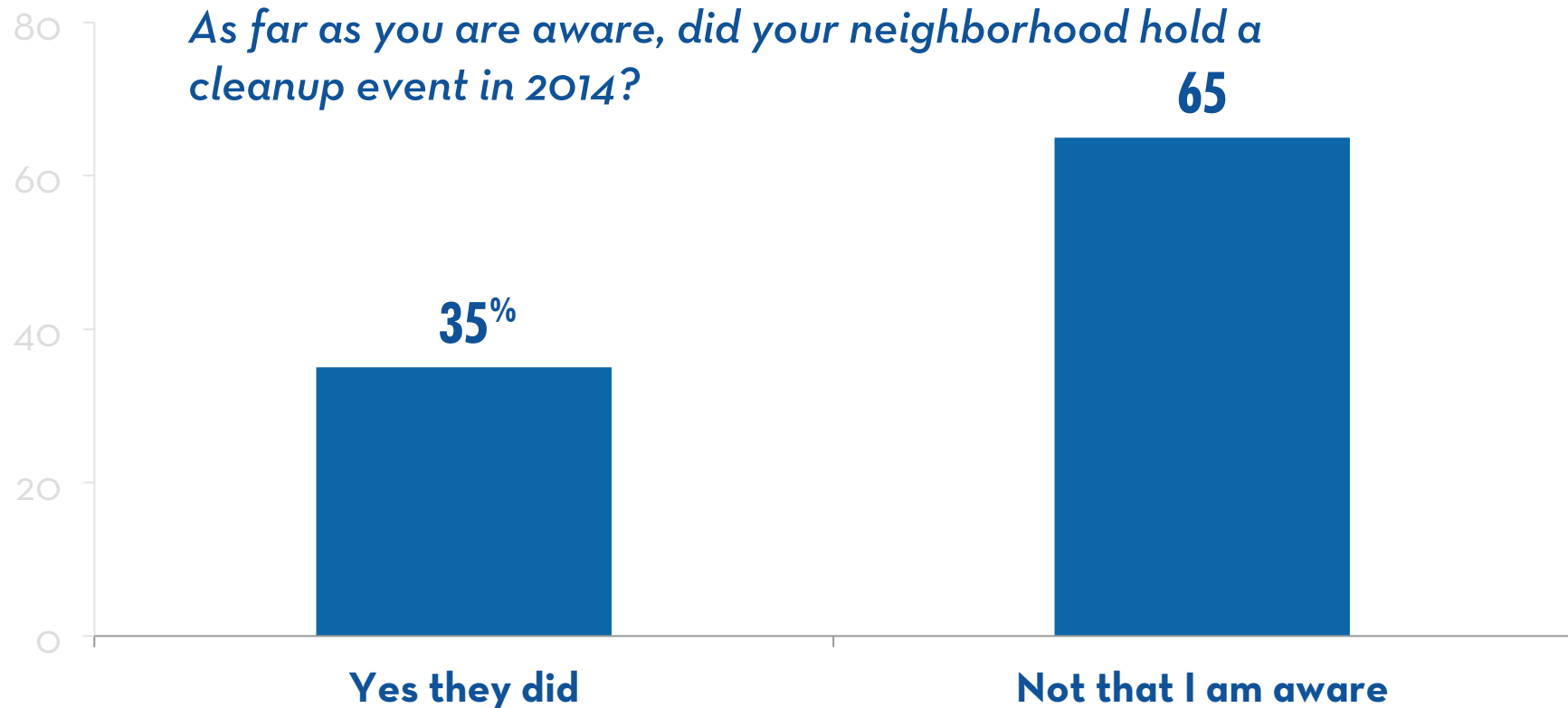


NIA INFLUENCE – NEIGHBORHOOD CLEANUPS

2/3^{rds} of residents were not made aware of a neighborhood cleanup last year.



Many neighborhoods hold cleanup events each year during which Orem City makes trash dumpsters publicly available for a period of time.



OREM CITY WEBSITE

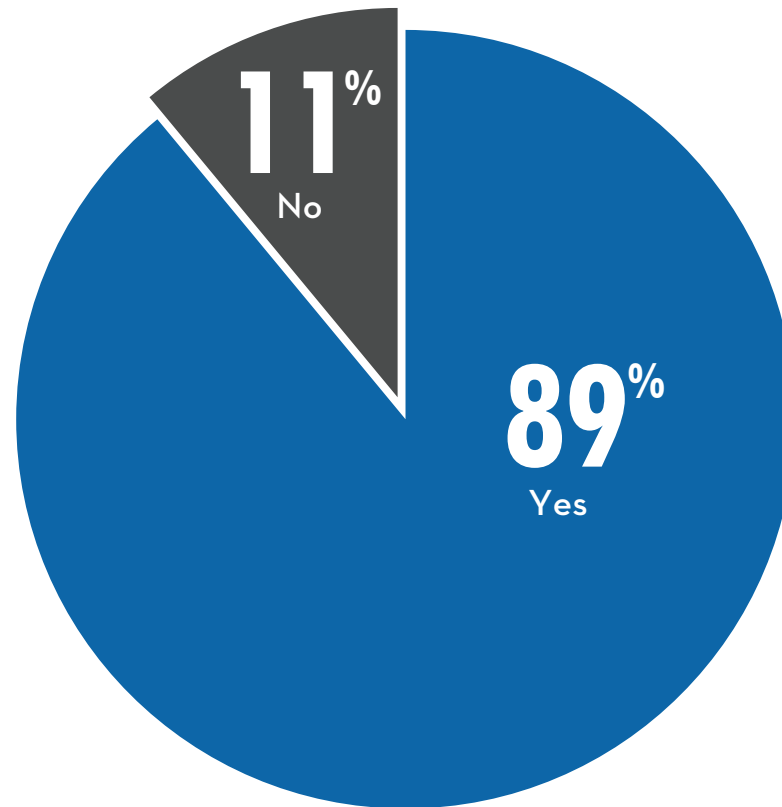
WORKING WELL, EXCEPT MOBILE

OREM CITY WEBSITE USE

9 out of 10 residents have used the city website.



Have you ever visited Orem City's website?

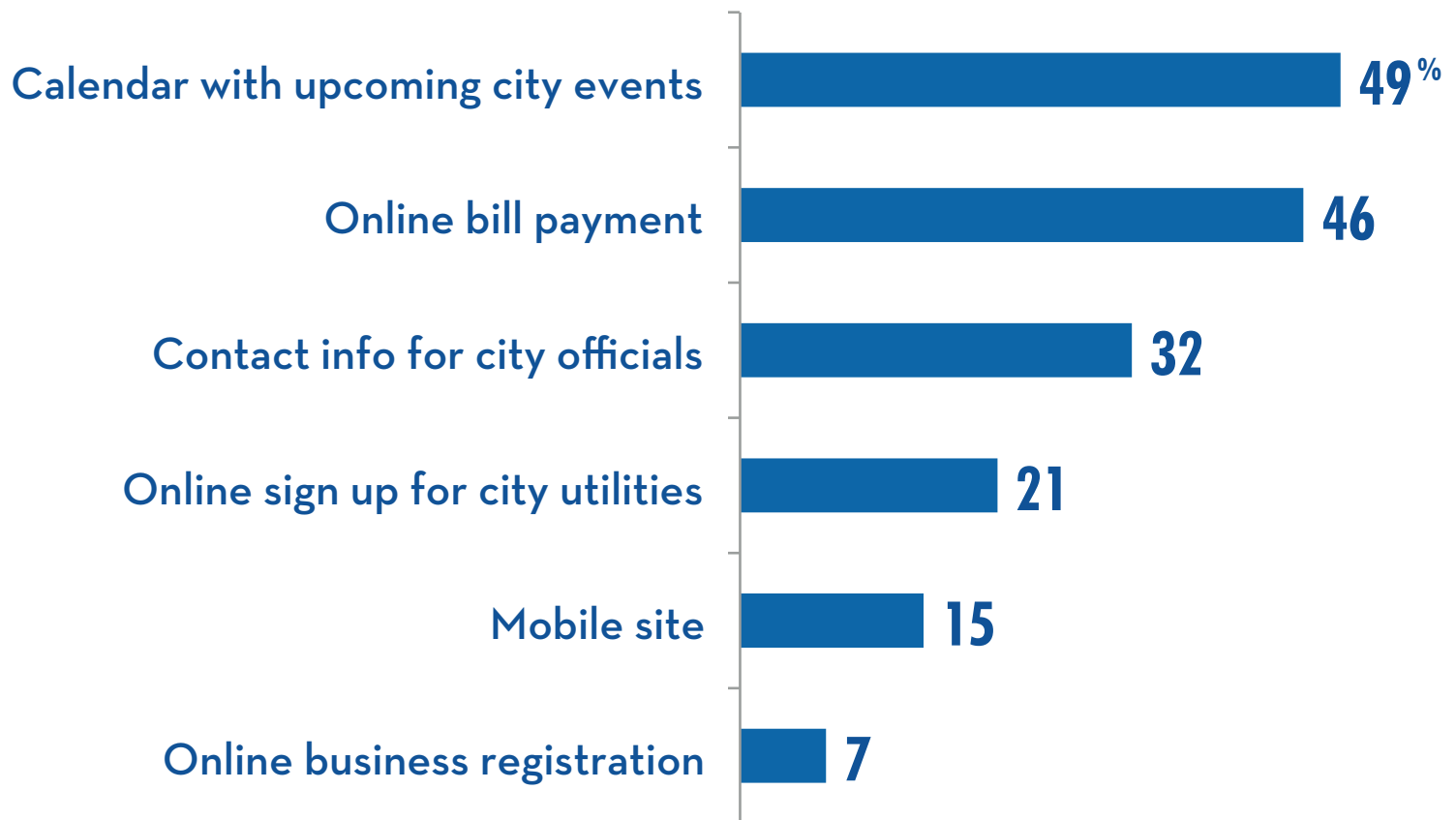


WEBSITE FEATURE USE

The calendar and the bill payment system are the most used features.



Which of the following features of Orem City's website have you used?

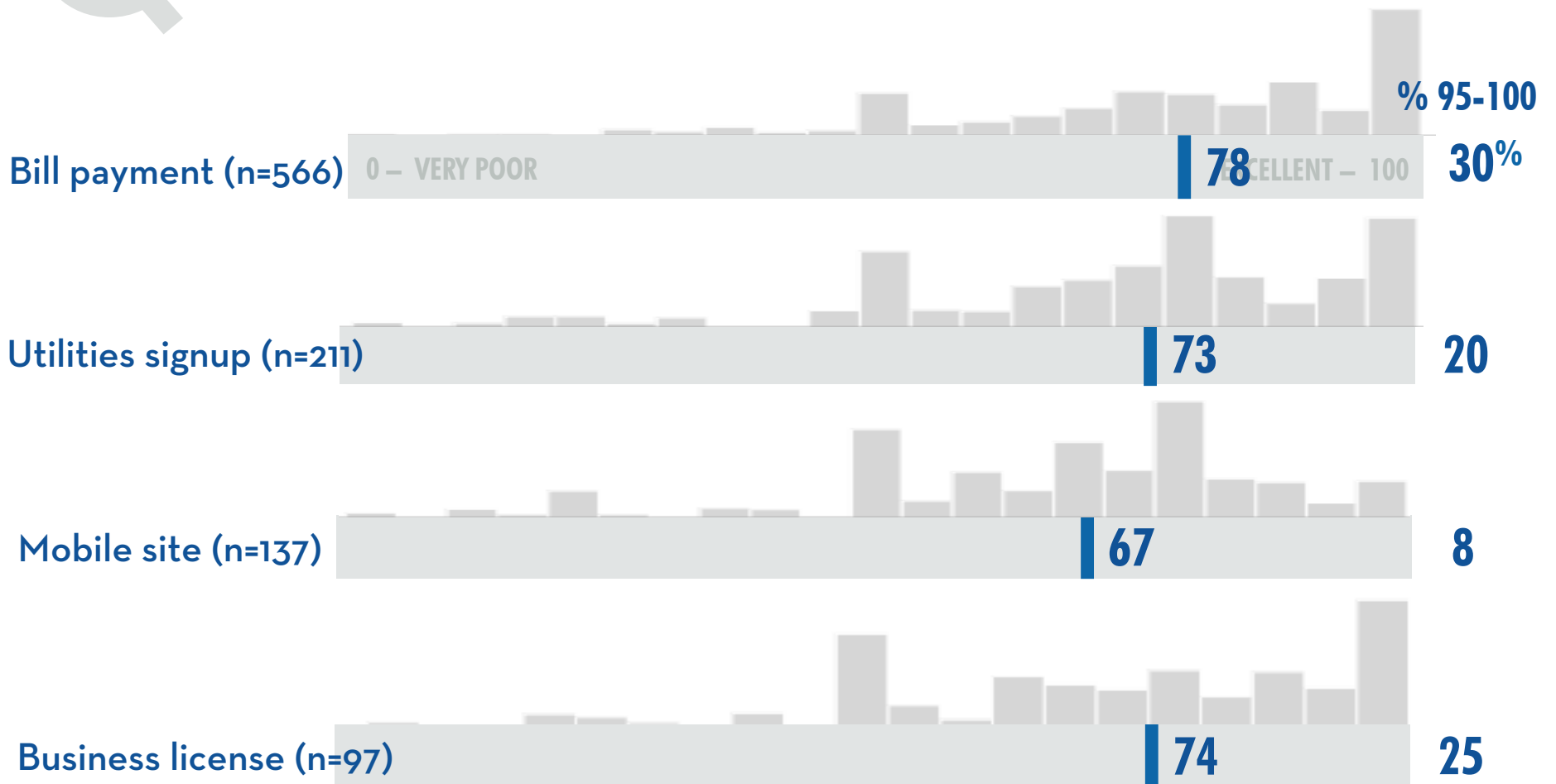


WEBSITE FEATURE RATINGS

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.)



WEBSITE FEATURE RATINGS

Residents generally score the city website well across all features, except mobile.

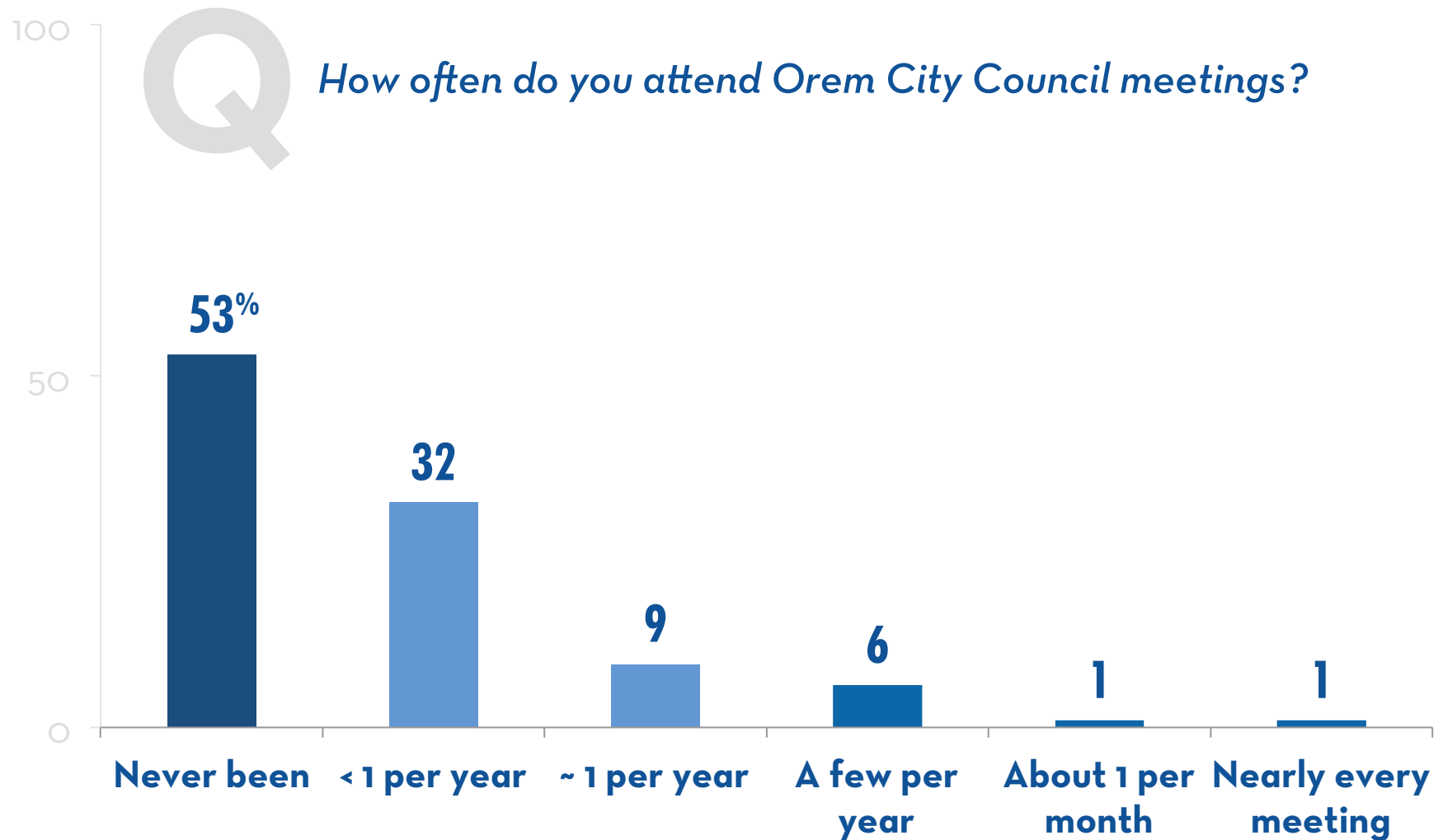


How would you rate the quality of the following features of the Orem City website? (Only users were asked to rate each service.)



RESIDENT ATTENDANCE AT CITY COUNCIL MEETINGS

More than half the city has never been to a meeting. Only 7% go regularly.

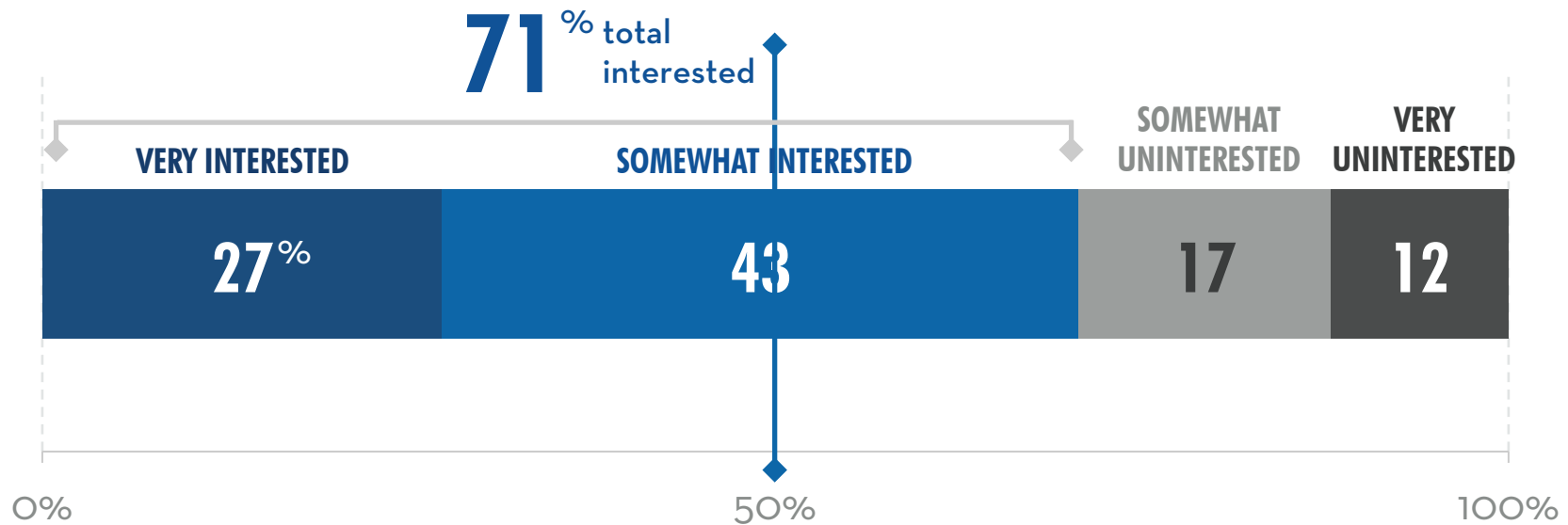


INTEREST IN BROADCASTED CITY COUNCIL MEETINGS

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?*



INTEREST IN BROADCASTED CITY COUNCIL MEETINGS

Interest increases with frequency of attendance, except the watchdogs.



Currently Orem City does not broadcast City Council meetings online. *How interested would you be in watching Orem City Council meetings broadcast online?*

ATTENDANCE FREQUENCY	% INTERESTED	% UNINTERESTED
Nearly every meeting	33	67
Once a month	100	0
A few per year	87	13
About one per year	83	17
Less than one a year	72	28
Never been	67	33



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