



# OREM CITY

**PUBLIC SAFETY FUNDING SURVEY 2019**





- 1 Overall quality of life in Orem is high and residents are generally satisfied with the way the city is being run. Compared to March 2018, residents are more likely to say the city is headed in the right direction today.
- 2 More than half of the residents support the potential tax increase regardless of the dollar amount proposed. The proposal to add two new officers for approximately \$6 per year is slightly more popular than the larger proposals, but overall support levels are high even at the highest household impact amount (approximately \$13 for four new officers).
- 3 Orem residents tend to support the proposal because they place a high priority on public safety and supporting the Orem PD. The most commonly cited arguments against the proposal involved a general aversion to tax increases and a desire to see the city use existing funds more efficiently.
- 4 After evaluating a series of messages about the current working conditions in the Orem PD and potential arguments in support of the proposal, residents' support for the proposed tax increase grows significantly. The most compelling messages address the current demands on each officer.

## FINDINGS TO REMEMBER

# SURVEY METHODOLOGY



Sampling frame of *Orem City resident panelists* were invited to participate in the survey via *email*. Panelists were recruited from a *city-wide utilities database*, supplemented by a sample of *Utah Valley University students who reside in Orem*.

37%

In total, *3,997* emails were sent to Orem residents and *1,478 complete interviews* were collected. This results in an *overall response rate of 37%*. This response rate is significantly above average for public opinion data collection—better than what we see typically see on telephone surveys and higher even than our usual response rate for public opinion surveys that have been conducted in Orem in the past four years.

+3  
-3

*1,478* interviews among a population of approximately 62k adult residents results in a *margin of error for the survey of plus or minus 2.58 percentage points*.

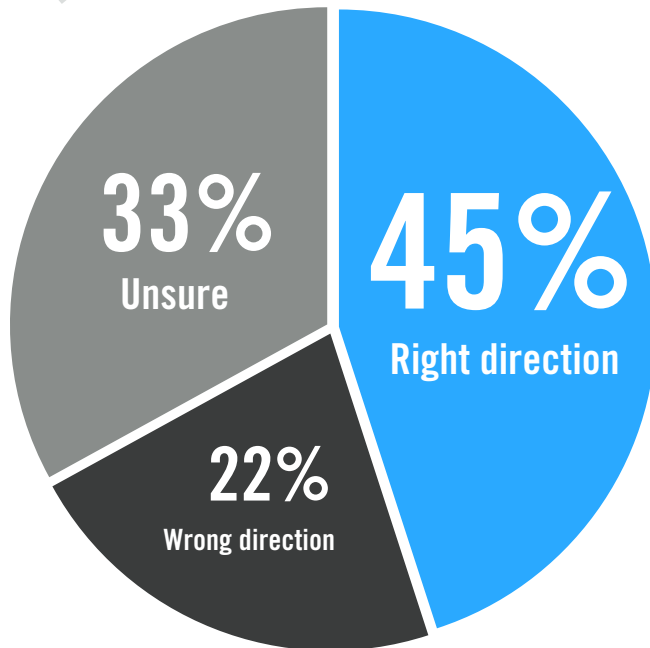
# CITY DIRECTION & PERCEPTIONS

# OVERALL DIRECTION

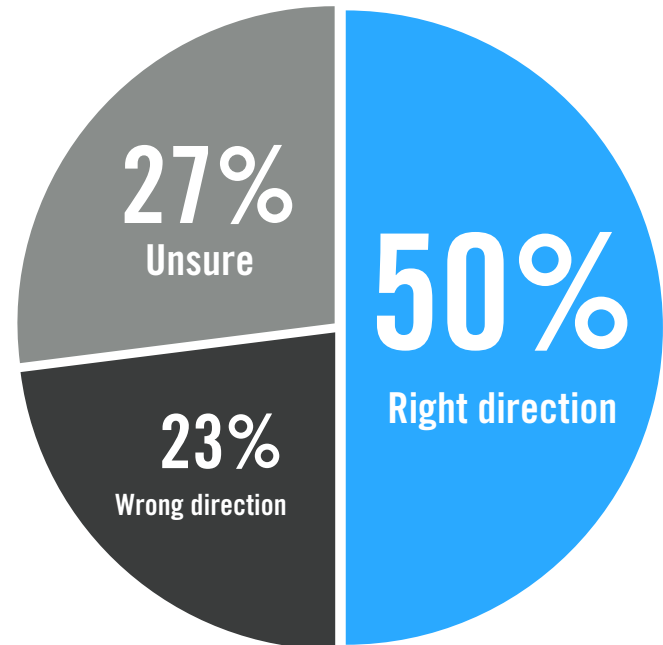
As of April 2019, Orem residents are 5 percentage points more likely to say the city is headed in the right direction than they did in March 2018.



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



**MARCH 2018**



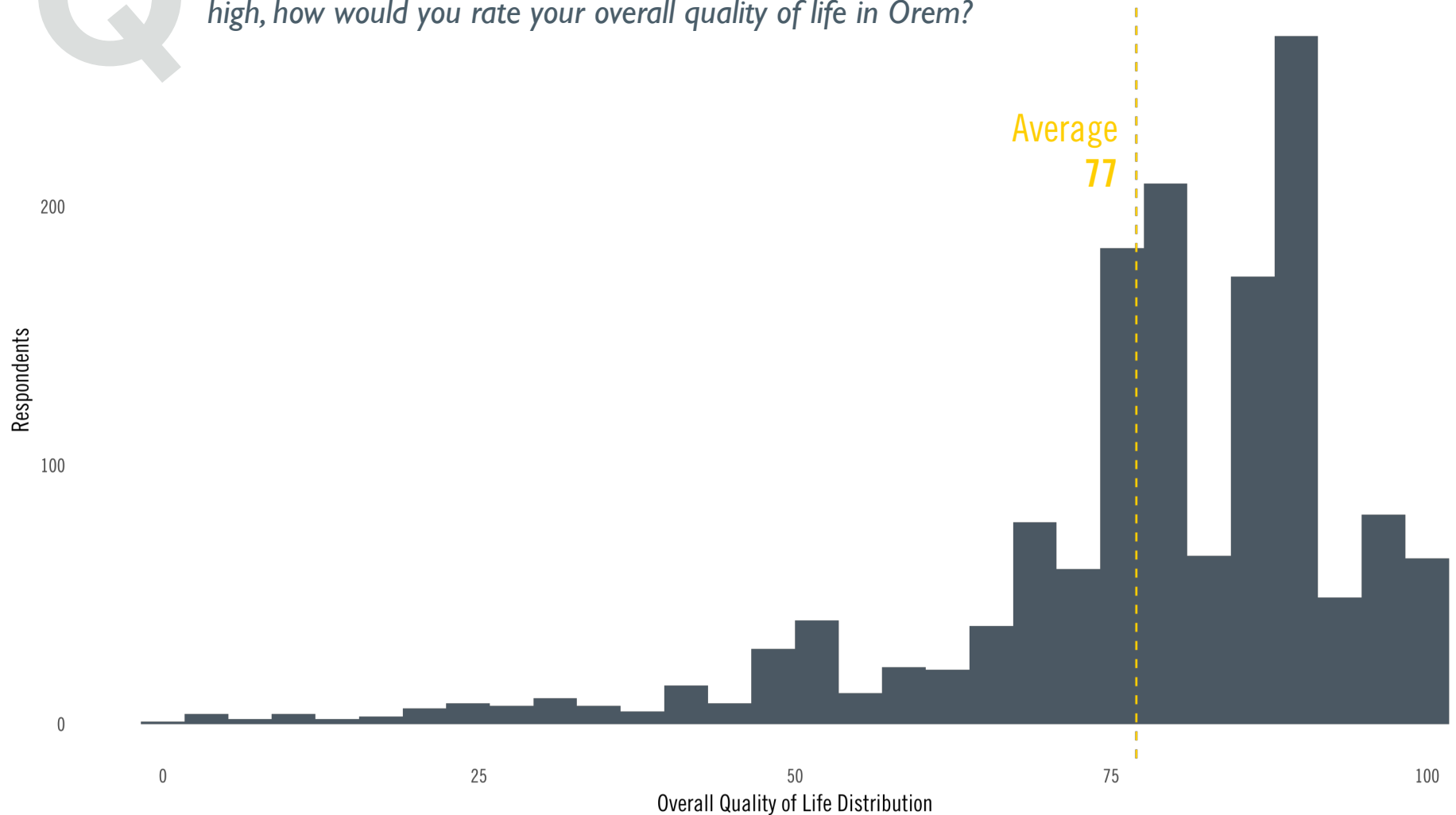
**APRIL 2019**

# OREM QUALITY OF LIFE

92% of residents rate their overall quality of life above 50 – with a city wide average of 77. This high quality of life rating has remained relatively consistent since 2015.



*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 Orem?*

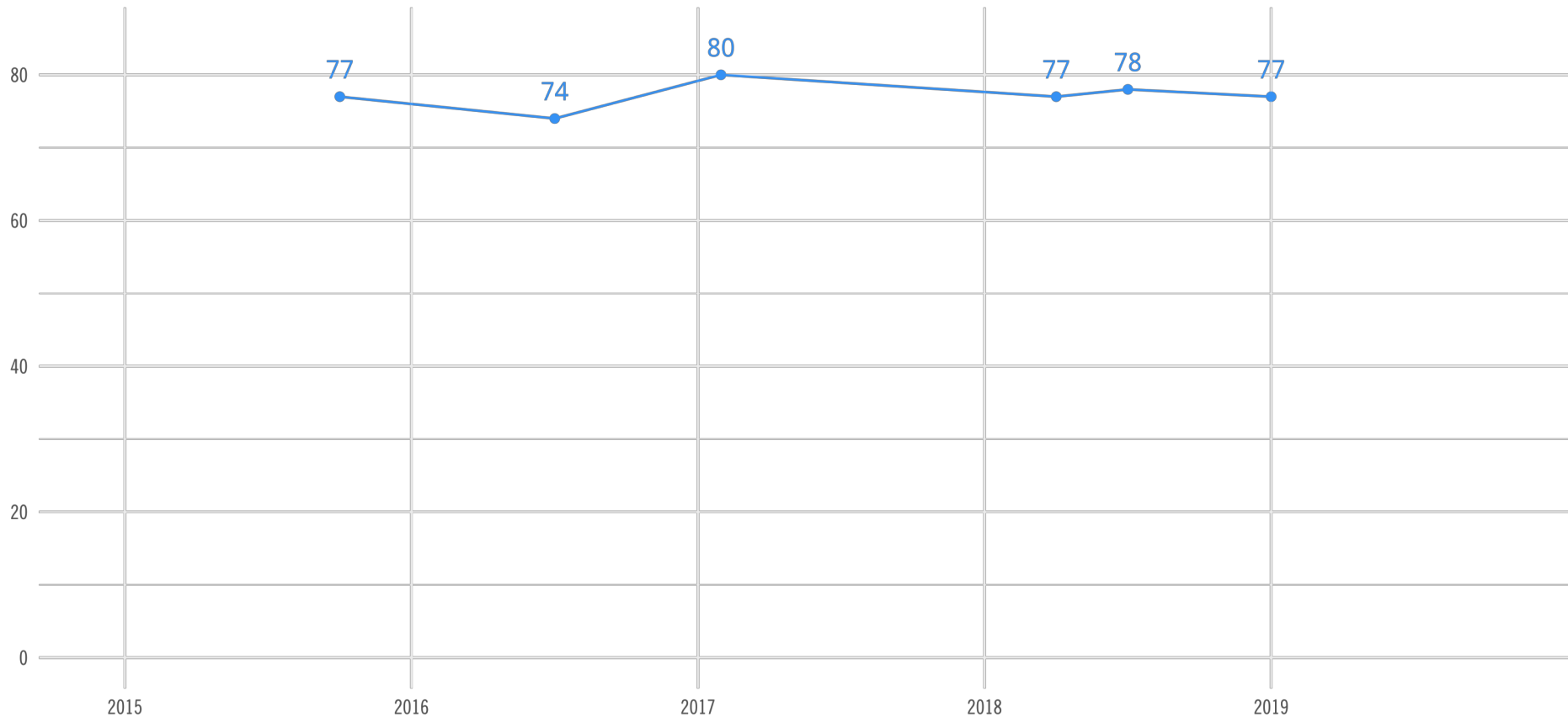


# OREM QUALITY OF LIFE

Since 2015, residents have consistently rated quality of life in Orem between 74-80 out of 100.



*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 Orem?*

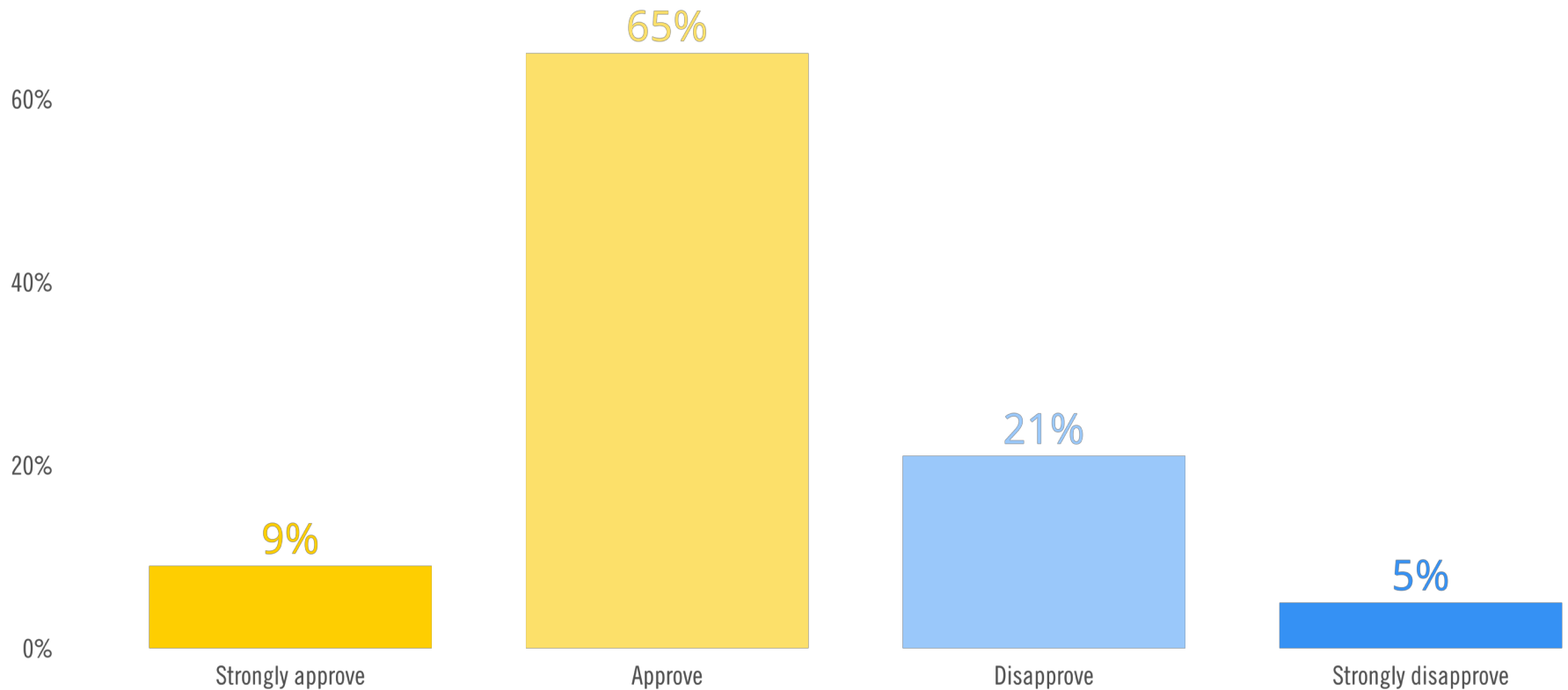


# OREM CITY ELECTED OFFICIALS

Over 70% of respondents approve of the way Orem elected officials are handling their jobs.



*Do you approve or disapprove of how the Orem Mayor and City Council are handling their jobs?*



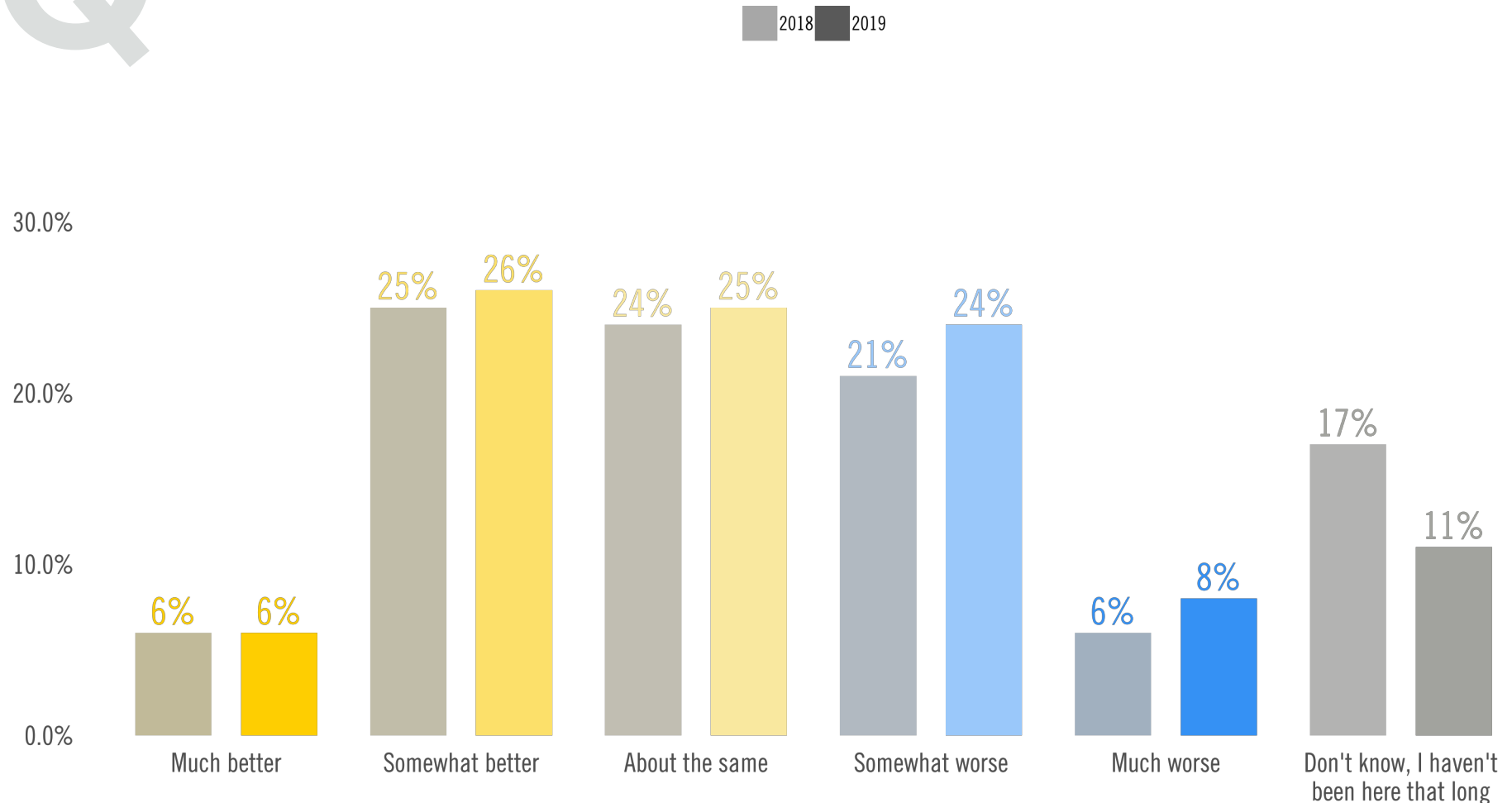


# OREM CITY NOW AND THEN

Opinions on how the city has changed over time vary widely. 32% of residents say the city is better now than it was five years ago, while an even 32% also say the city has gotten worse over time. 11% of residents say they haven't been in Orem long enough to say, down from previous years.



*How would you rate the City of Orem today compared to five years ago? Would you say it is...*

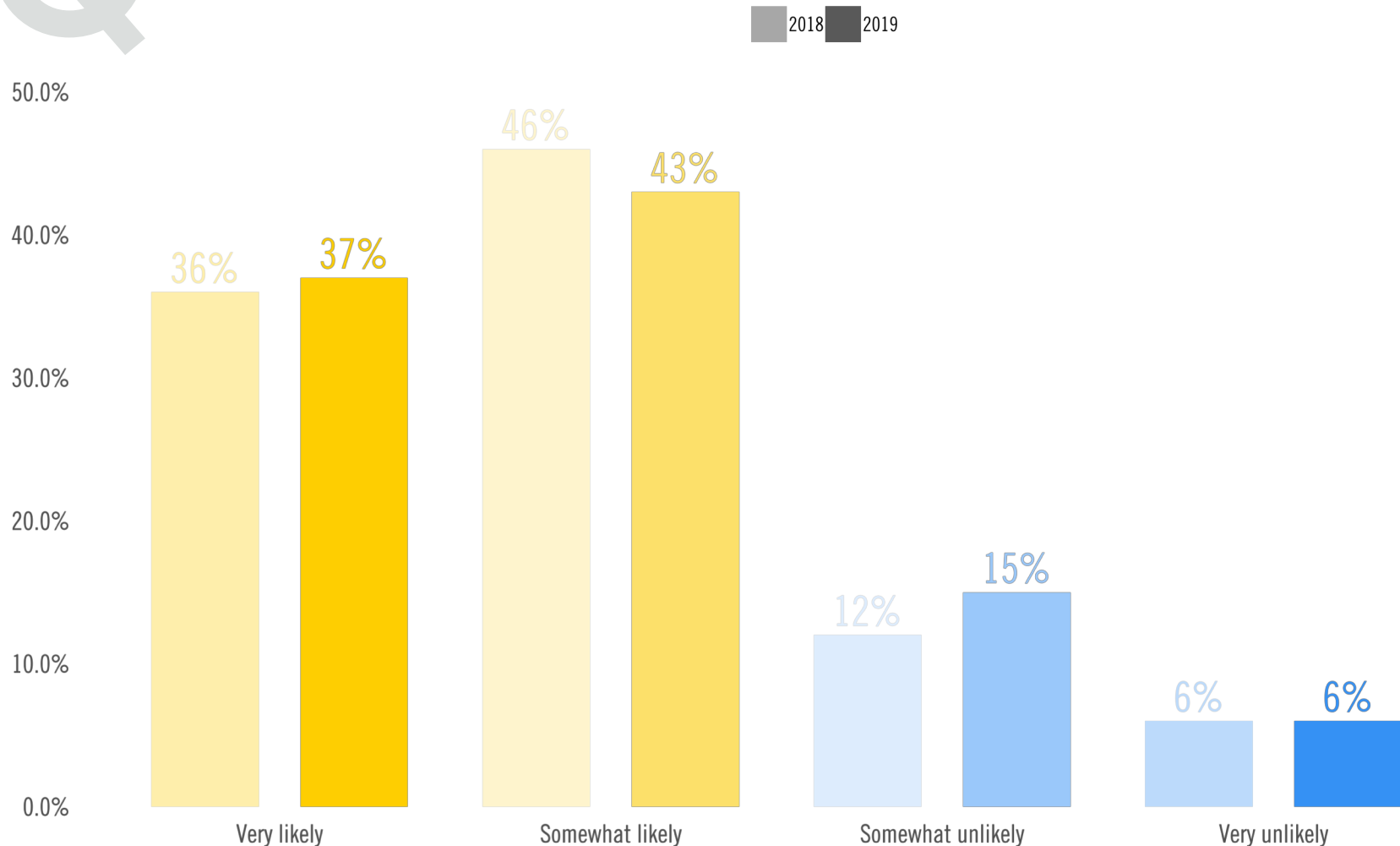


# MOST ARE LIKELY TO RECOMMEND OREM

More than three-quarters of residents are likely to recommend Orem as a good place to live. Only 6% are very unlikely to recommend Orem.



*How likely are you to recommend the City of Orem to others as a good place to live?*

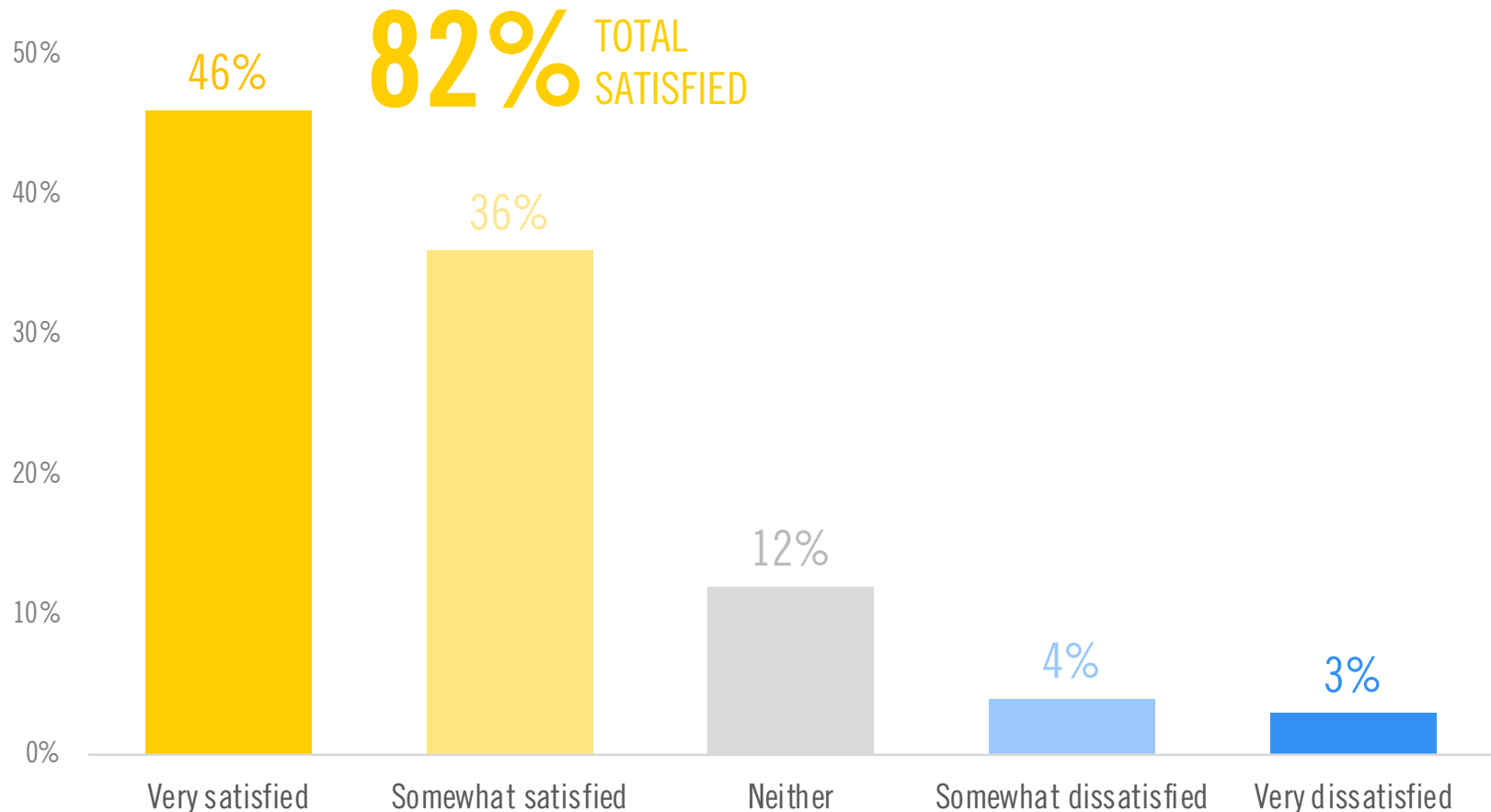


# PUBLIC SAFETY SERVICE SATISFACTION

More than three-quarters of residents are also satisfied with police and crime prevention services in Orem.



*Orem provides a number of services to its residents. Please rate how satisfied or dissatisfied you are with each of the following city services. – Police / crime prevention services*



**PROPOSED TAX INCREASE**

# MORE THAN HALF WOULD SUPPORT TAX INCREASE

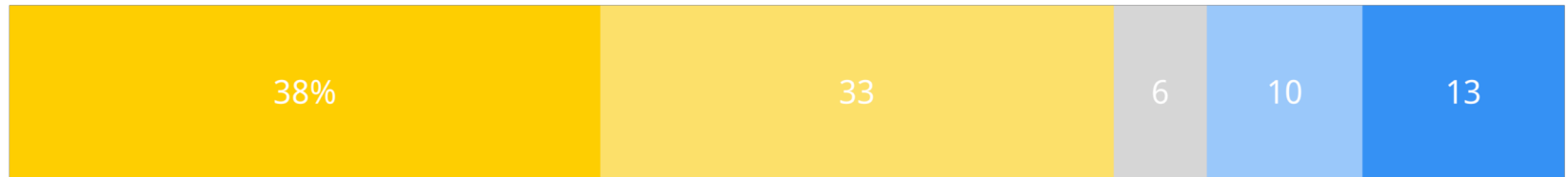
Regardless of the proposed amount, more than half of respondents indicated that they would support a tax increase to add new officers to the Orem Police Department. That said, the smallest increase garners the most support.



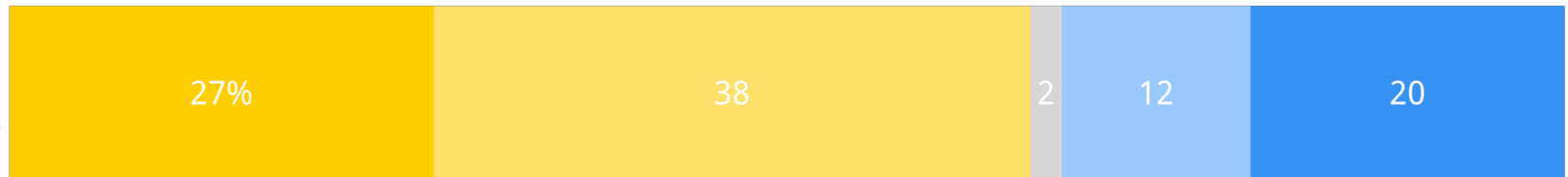
*Do you support or oppose the proposal to increase property taxes by [AMOUNT] per year for the average household in Orem to add [two/three/four] new officers to the Orem Police Department?*

Strongly support   Somewhat support   Don't know   Somewhat oppose   Strongly oppose

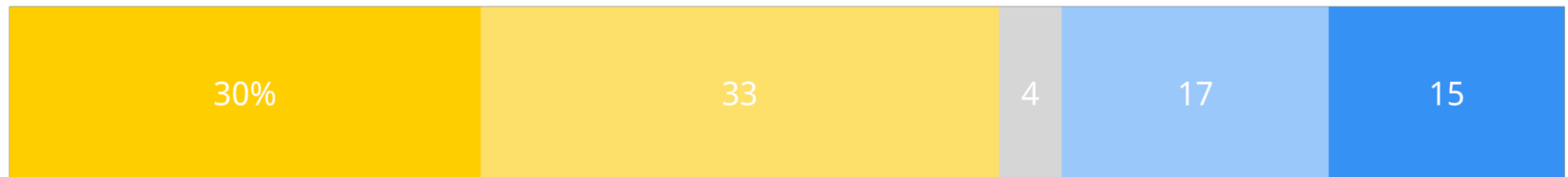
\$5.98  
two new officers



\$9.33  
three new officers



\$12.85  
four new officers



# WHY RESIDENTS SUPPORT THE PROPOSAL

When asked to volunteer the reasons they would support the proposal, residents commonly point to the growth in the city over the past several years and the importance of public safety.



*Please explain why you would support this proposal.*

“Orem police seem to do a good job and have a good reputation. I support public safety.”

“Safety is a main priority to maintain lifestyle that Orem enjoys”

“The city is growing at an exponential rate. Added to that the growth in Vineyard that impacts Orem as well. I am for adding less than \$20 per year to support public safety.”

“Cost of living is always increasing. Officers need to be paid. New officers need to be added at times.”

“We need more officers on the ground and better interaction with them.”

“We need to be able to enforce the city laws”

“Families need to feel safe in Orem wherever they go.”

“I think we don't pay enough in property taxes. Happy to pay more for needed services.”

“With the recent loss of the Provo Police Department Officer, we need to make the necessary sacrifices to support Orem PD in any way we can.”

# WHY RESIDENTS OPPOSE THE PROPOSAL

A lot of residents worry about the increase in property taxes and whether current funds are being used efficiently.



*Please explain why you would oppose this proposal.*

“As the city grows and has need of more police the additional houses provide that income. No need to increase income per house.”

“Taxes go up every year because we are paying a percentage. Orem police need better management.”

“I just get tired of being taxed into oblivion.”

“Public safety seems sufficient in Orem. Since property values have dramatically increased we are already paying more tax as it is. If officers are needed, adjust the budget.”

“Traffic enforcement is not a priority”

“I do not trust our city counsel or mayor to make decisions that benefit”

“We are taxed high enough. If we weren't giving money to private business we would be fine.”

“Its always easy to raise taxes to solve a problem. I am not convinced we have looked carefully enough at the City's revenue, expenses, and objectives to justify a tax increase.”

“I'm not some anti-tax nut. But my property tax as a percentage increases more than my pay each year. I worry about being priced out of my home.”

# ARGUMENTS IN FAVOR

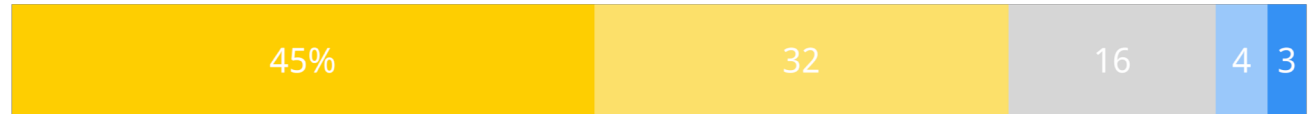
The increased demand on each officer in the Orem Police Department, the guarantee that this tax increase would exclusively benefit the Orem PD, and the negative effects the growth in the City and lack of resources has had on current officers were the messages that resonated most with residents.



*Next you will see a set of statements about public safety in Orem. After reading each statement, please indicate whether knowing this would make you more likely to support or oppose a tax increase for public safety funding, or if it would have no effect.*

Much more likely to support Somewhat more likely to support No effect Somewhat more likely to oppose Much more likely to oppose

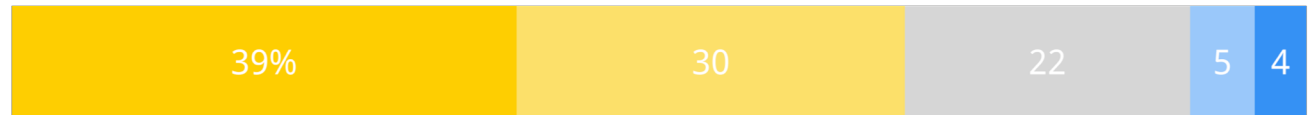
The number of calls per officer has increased



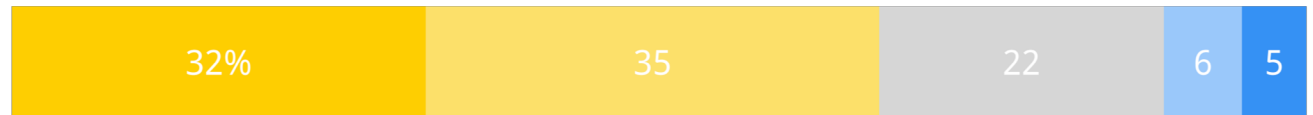
The revenue would be exclusive Orem Police Department



Number of officers change



Less cops spending time in traffic, increase in traffic accidents



Orem has not raised property taxes





# COST PER OFFICER & MONTHLY HOUSEHOLD IMPACT

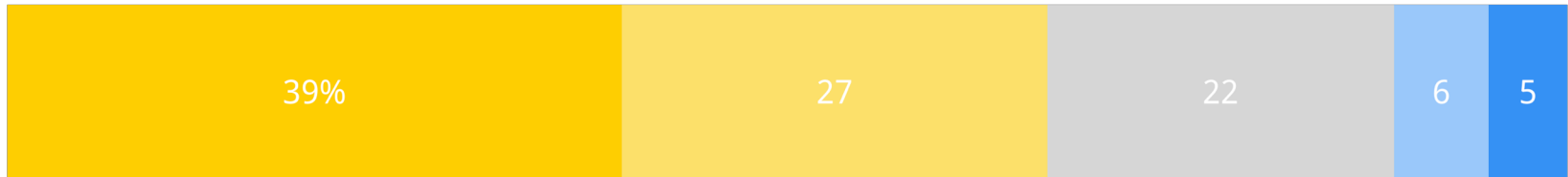
Again, regardless of cost, Orem residents find the message about the cost of adding new officers to the Orem PD to be a compelling argument that would increase their support of the proposed tax increase.



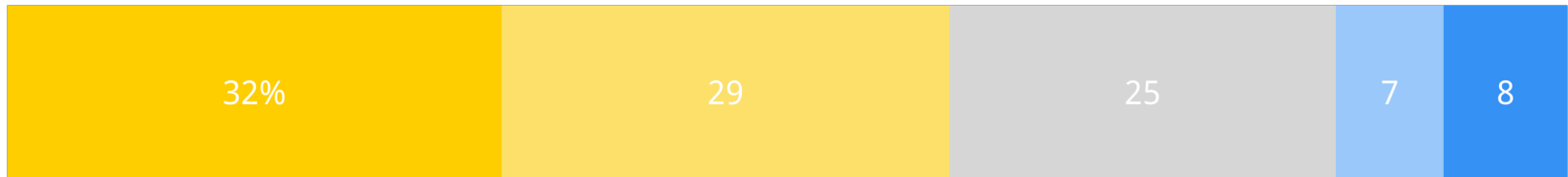
*The cost of adding a new officer to the Orem Police Department is approximately \$135,000 for the first year, and \$102,000 per year thereafter to cover salary, benefits, and an amortized vehicle along with annual maintenance. Adding {two/three/four} new officers would require an additional {AMOUNT} per year, or about {MONTHLY AMOUNT} per month in property taxes for the average household in Orem.*

Much more likely to support Somewhat more likely to support No effect Somewhat more likely to oppose Much more likely to oppose

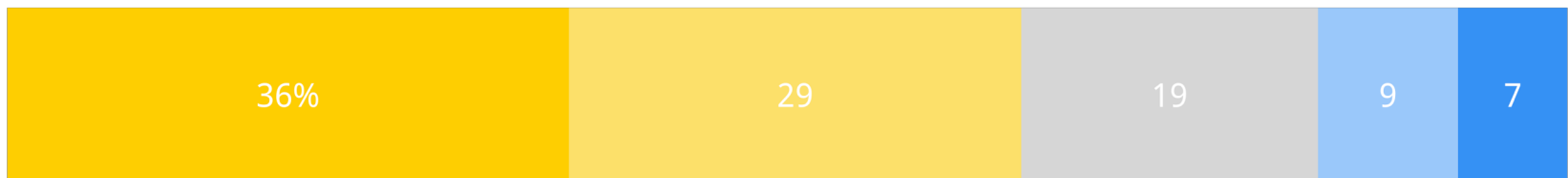
\$5.98  
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two new officers



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four new officers



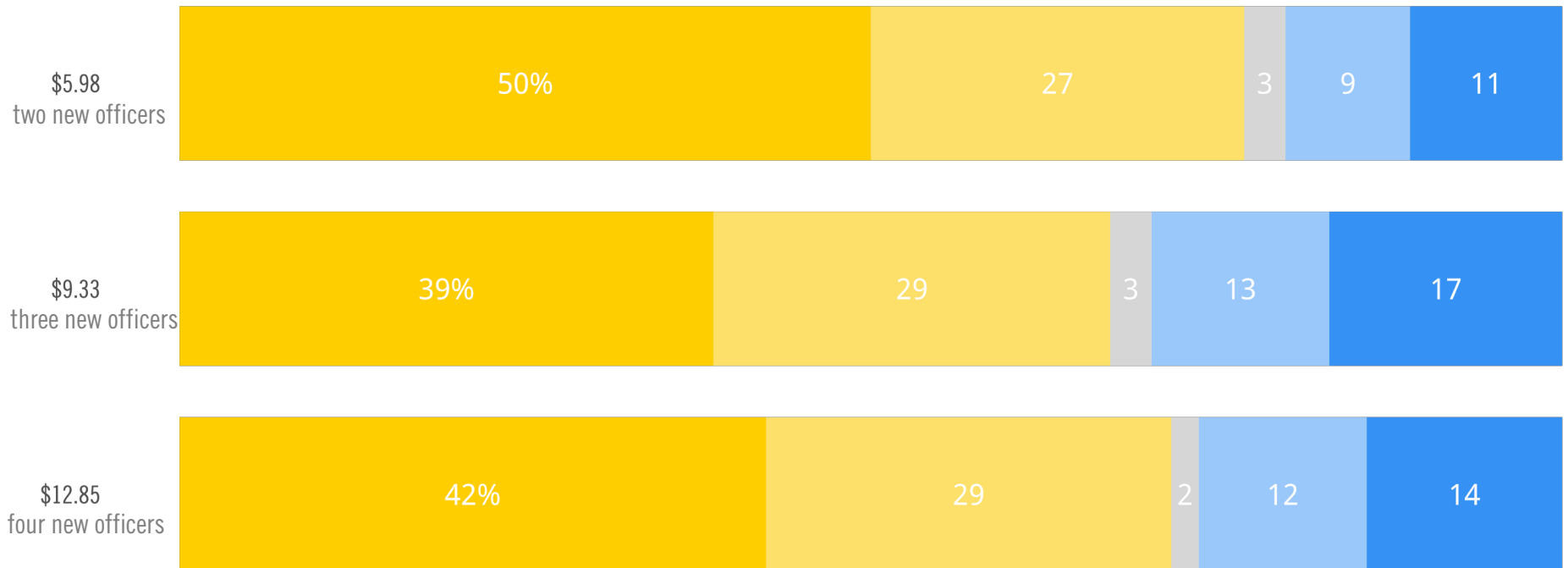
# ARGUMENTS IN FAVOR INCREASE SUPPORT

After evaluating a series of messages in favor of the proposal, support for the potential tax increase grows significantly, again regardless of the amount proposed. The most popular tax increase is the smallest proposal, but even at the highest dollar amount, 42% of residents strongly support the potential tax increase and adding officers to the Orem PD.



*Now, after all the information that has been presented in this survey, do you support or oppose the proposal to increase property taxes by [AMOUNT] per year for the average household in Orem to add [two/three/four] new officers to the Orem Police Department?*

Strongly support   Somewhat support   Dont know   Somewhat oppose   Strongly oppose





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## FINDINGS TO REMEMBER



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