Orem City

CommunicationsPOV Dashboard

City of Orem

2024

Onpointe INSIGHTS

Background

Orem City commissioned OnPointe Insights to conduct a communication survey from August 1st through August 27, 2024. A total of 854 surveys were completed (+/- 3.4% statistical margin of error).

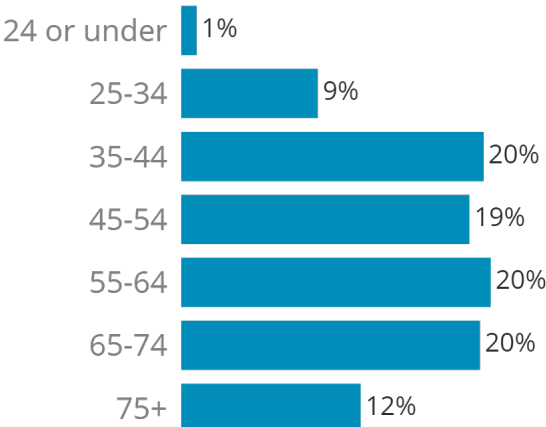Topics covered include the following:

- **How informed** Residents are now vs how informed they would like to be
- **Awareness** levels of various city communication channels
- **Frequency of use** for each communication channel they are aware of
- **Amount** of each communication type users typically **read/digest**
- **Ratings on quality** from users of each communication channel
- **Ratings on frequency** of communication for each channel used
- Combined **evaluations** of all important attributes
- Future **preference** on communication methods and content
- Demographics
- Optional comment section for recommendations to City leaders

Dashboard overview

This Online Dashboard presents results in an interactive way.

- Use filters to explore like (tenure with city, department, and motivation)
- Download the data you want into Excel or PowerPoint.

Demographics

CommPOV

Age

24 or under	1%
25-34	9%
35-44	20%
45-54	19%
55-64	20%
65-74	20%
75+	12%

Gender

Female	56%
Male	43%
Other	1%

Education level

High school or less	3%
Some college, tech, AA	26%
4-year bachelor's degree	41%
Masters, PhD, etc.	30%

Children

Children in the household	48%
No Children	52%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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Residence details

Years in the city

Category	Percentage
Less than 1 year	1%
1-4 years	9%
5-9 years	12%
10-14 years	11%
15-19 years	8%
20 years or more	58%

Employment status

Category	Percentage
Self-employed	9%
Employed (full-time)	41%
Employed (part-time)	9%
Freelancer/Contractor	1%
Student	1%
Homemaker	11%
Retired	28%
Unemployed	1%
Looking for work	1%
Unable to work	0%
Military service	0%

Own/Rent

Category	Percentage
Own or buying a home	94%
Rent/lease residence/Other	6%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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How informed are the residents

CommPOV

How informed do you feel?

Response	Percentage
Very informed	14%
Somewhat informed	56%
Neutral	16%
Somewhat uninformed	11%
Very uninformed	3%

How informed would you like to be?

Response	Percentage
Very informed	46%
Somewhat informed	48%
Neutral	5%
Somewhat uninformed	1%
Very uninformed	0%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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How informed do you feel about city happenings?
How informed would you like to be about city happenings?

Comunication methods you are aware of

Communication methods you are aware of

Method	Percentage
Digital newsletter (email)	81%
City Website	55%
City Council Meetings (in person)	43%
Facebook post	32%
City Council Meetings (recorded)	31%
Print newsletter	18%
Instagram post	18%
YouTube videos on website	11%
None of these	3%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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Orem City communicates each month with residents in various ways. Select each method of communication you are aware of.

Frequency of use

	Nearly always	Often	Rarely	Never	Not Aware	Always or Often use as % of Aware
Digital newsletter (email)	36%	33%	10%	1%	19%	85%
Facebook post	7%	13%	7%	4%	68%	65%
Print newsletter	6%	7%	5%	1%	82%	68%
Instagram post	6%	8%	2%	2%	82%	75%
City Website	2%	16%	33%	5%	45%	32%
YouTube videos website	1%	3%	7%	0%	89%	38%
City Council Meetings (recorded)	1%	4%	14%	12%	69%	16%
City Council Meetings (in person)	0%	2%	15%	25%	57%	5%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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You are aware of the communication types below. How frequently do you read, view or attend each one?

Of users, amount typically read or viewed?

CommPOV

	Nearly all	Some	Very little	None
Digital newsletter (email)	52%	39%	8%	1%
Instagram post	47%	43%	8%	1%
Facebook post	45%	40%	14%	1%
Print newsletter	40%	45%	14%	1%
City Council Meetings (in person)	14%	24%	54%	7%
YouTube videos on website	14%	49%	33%	4%
City Council Meetings (recorded)	9%	37%	49%	5%
City Website	9%	47%	42%	2%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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Of those you read, view or attend, how much do you typically read, view or attend?

Usefulness rating

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

Instagram post: Very good 33%, Good 49%, OK 12%

Digital newsletter (email): Very good 29%, Good 43%, OK 21%, Fair 6%

Facebook post: Very good 28%, Good 44%, OK 20%, Fair 8%

Print newsletter: Very good 29%, Good 39%, OK 26%

City Website: Very good 18%, Good 41%, OK 32%, Fair 7%

YouTube videos on website: Very good 24%, Good 34%, OK 32%, Fair 10%

City Council Meetings (in person): Very good 24%, Good 31%, OK 28%, Fair 12%, Poor 5%

City Council Meetings (recorded): Very good 16%, Good 38%, OK 33%, Fair 8%

Legend: Very good | Good | OK | Fair | Poor

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Of those you read, view or attend, how would you rate its usefulness to you?

Frequency rating

	Very good	Good	Ok	Fair	Poor
Instagram post	31%	43%	19%	6%	1%
Digital newsletter (email)	29%	45%	20%	5%	1%
Facebook post	27%	39%	25%	7%	2%
YouTube videos on website	26%	38%	28%	6%	2%
City Council Meetings (in person)	25%	36%	35%	3%	1%
Print newsletter	24%	35%	32%	8%	1%
City Council Meetings (recorded)	19%	50%	25%	4%	1%
City Website	16%	41%	34%	7%	1%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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Of those you read, view or attend, how would you rate its frequency?

Combined Attribute Visualization

CommPOV

	Among all AWARENESS	Among all FREQ of USE Always - Often	If Used AMOUNT DIGESTED Nearly all-some	If Used RATING Very_Good-Good	If Used Freq OK? Very_good-Good
Digital newsletter (email)	81%	69%	91%	72%	74%
City Website	55%	18%	56%	59%	58%
City Council Meetings (in person)	43%	2%	38%	55%	61%
Facebook post	32%	21%	85%	72%	66%
City Council Meetings (recorded)	31%	5%	46%	55%	69%
Print newsletter	18%	12%	85%	68%	59%
Instagram post	18%	13%	90%	82%	74%
YouTube videos on website	11%	4%	63%	59%	64%
None of these	3%	NA%	NA%	NA%	NA%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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Of those you read, view or attend, how would you rate its frequency?

Future preferred communication

CommPOV

Future preferred communication

Category	Value
Digital newsletter (email)	73%
Text messages	28%
City Website	23%
Facebook post	18%
Print newsletter	16%
Instagram post	14%
City Council Meetings (recorded)	9%
YouTube videos on website	5%
Automated phone calls	2%
City Council Meetings (in person)	2%
None of these	1%

Non-city communications used

Category	Value
Word of mouth	63%
News stations	39%
Newspaper	24%
Non-City Facebook pa	20%
Blogs	4%
Other	7%
None of these	18%
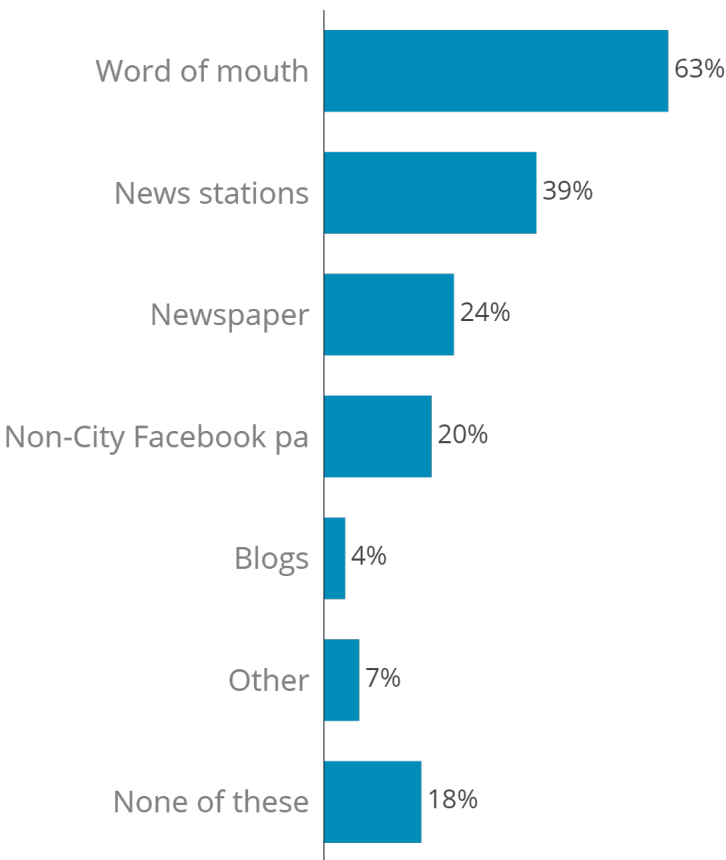
Provide feedback preference
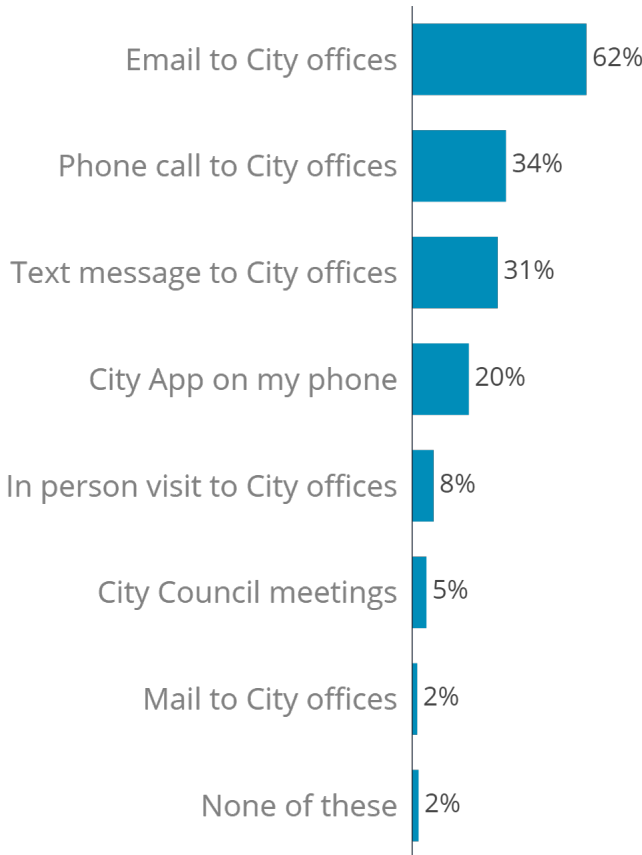
Category	Value
Email to City offices	62%
Phone call to City offices	34%
Text message to City offices	31%
City App on my phone	20%
In person visit to City offices	8%
City Council meetings	5%
Mail to City offices	2%
None of these	2%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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Below are current and future ways that Orem City could communicate with residents. Which 2 would be best for you?
What non-City sources do you use for information about the City? (Select all that apply.)
If you wanted to GIVE FEEDBACK or report an issue to the City, how would you most prefer to do it? (Select up to Two)

Select Filter

Age
Gender
Children
Time in City
Education
Work Status

On the pages that follow, you can do an easy demographic comparison for each relevant question:

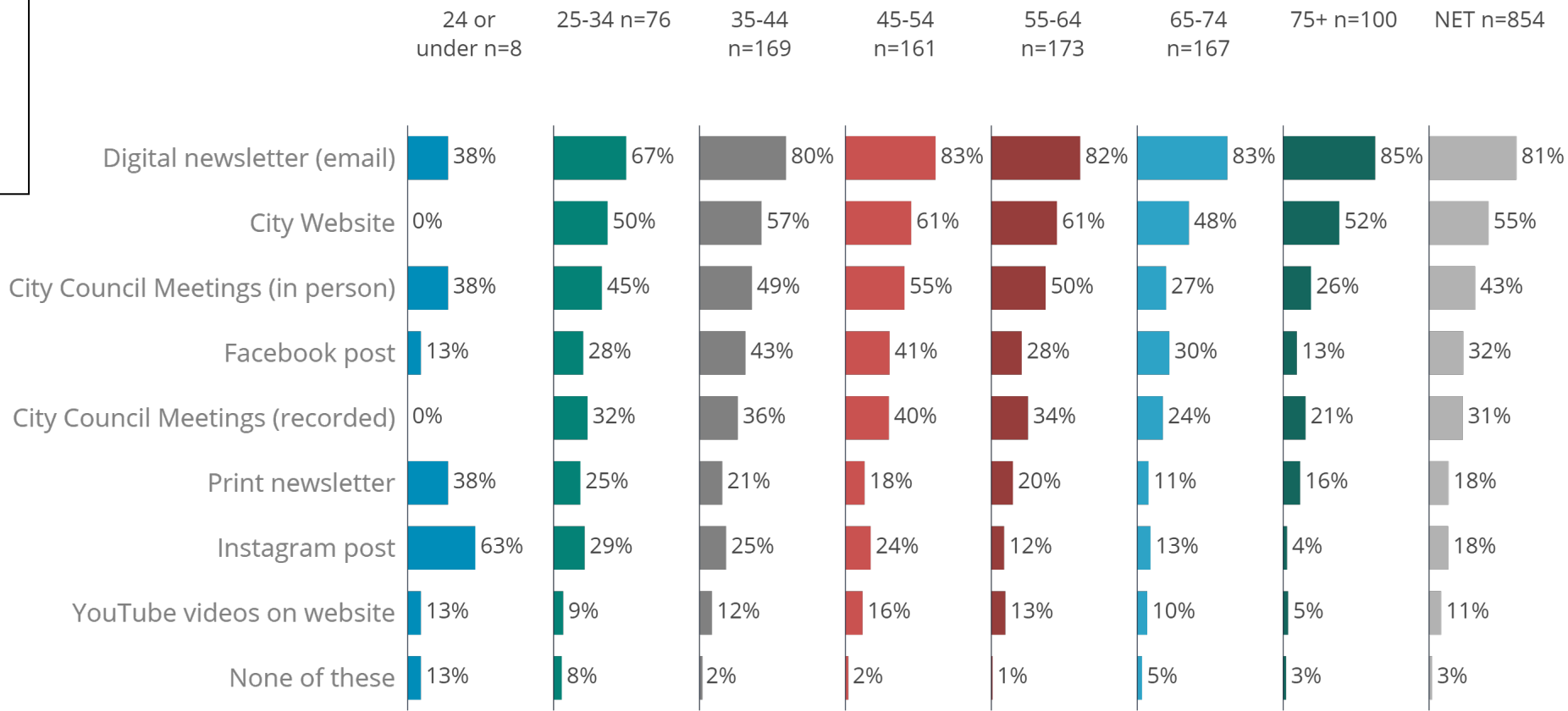First, you can expand this section by clicking on the arrow in the navigation pane:

▷ 📒 Demographic Exploration
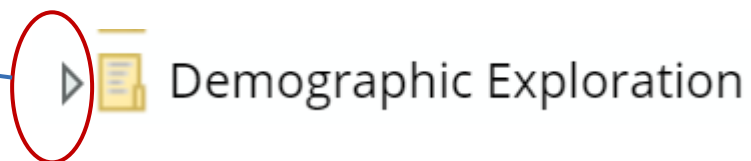
On each page, simply select the relevant filter

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Awareness by Demographics

Select Filter

- Age
- Gender
- Children
- Time in City
- Education
- Work Status

Communication methods "aware of"

	24 or under n=8	25-34 n=76	35-44 n=169	45-54 n=161	55-64 n=173	65-74 n=167	75+ n=100	NET n=854
Digital newsletter (email)	38%	67%	80%	83%	82%	83%	85%	81%
City Website	0%	50%	57%	61%	61%	48%	52%	55%
City Council Meetings (in person)	38%	45%	49%	55%	50%	27%	26%	43%
Facebook post	13%	28%	43%	41%	28%	30%	13%	32%
City Council Meetings (recorded)	0%	32%	36%	40%	34%	24%	21%	31%
Print newsletter	38%	25%	21%	18%	20%	11%	16%	18%
Instagram post	63%	29%	25%	24%	12%	13%	4%	18%
YouTube videos on website	13%	9%	12%	16%	13%	10%	5%	11%
None of these	13%	8%	2%	2%	1%	5%	3%	3%

Sample Size: 854

Orem City communicates each month with residents in various ways. Select each method of communication you are aware of.

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Usage by Demographics

Select Filter

- Age
- Gender
- Children
- Time in City
- Education
- Work Status

Communication methods "USE"

	24 or under n=8	25-34 n=76	35-44 n=169	45-54 n=161	55-64 n=173	65-74 n=167	75+ n=100	NET n=854
Digital newsletter (email)	13%	51%	61%	75%	72%	72%	80%	69%
Facebook post	0%	14%	27%	24%	21%	22%	9%	21%
City Website	0%	5%	10%	17%	25%	22%	22%	18%
Instagram post	38%	17%	18%	19%	11%	10%	2%	13%
Print newsletter	25%	16%	13%	12%	16%	7%	12%	12%
City Council Meetings (recorded)	0%	1%	5%	7%	6%	4%	5%	5%
YouTube videos on website	0%	3%	2%	8%	6%	3%	2%	4%
City Council Meetings (in person)	0%	0%	2%	2%	3%	2%	2%	2%

Sample Size: 854

You are aware of the communication types below. How frequently do you read, view or attend each one?

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Future Preferences by Demographics

Best Future Communication

Select Filter

- Age
- Gender
- Children
- Time in City
- Education
- Work Status

	24 or under n=8	25-34 n=76	35-44 n=169	45-54 n=161	55-64 n=173	65-74 n=167	75+ n=100	NET n=854
Digital newsletter (email)	50%	59%	63%	75%	77%	83%	80%	73%
Text messages	50%	38%	32%	24%	29%	22%	22%	28%
City Website	13%	11%	17%	22%	27%	28%	29%	23%
Facebook post	25%	22%	21%	19%	19%	12%	12%	18%
Print newsletter	25%	18%	15%	15%	16%	16%	19%	16%
Instagram post	25%	28%	24%	19%	5%	8%	3%	14%
City Council Meetings (recorded)	0%	8%	11%	11%	8%	6%	10%	9%
YouTube videos on website	0%	7%	5%	7%	4%	6%	2%	5%
Automated phone calls	0%	0%	2%	0%	1%	3%	7%	2%
City Council Meetings (in person)	0%	0%	3%	2%	1%	1%	4%	2%
None of these	0%	3%	1%	0%	1%	2%	1%	1%

Sample Size: 854

Below are current and future ways that Orem City could communicate with residents. Which 2 would be best for you?

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Future content preference

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Content Want to See More

- City events — 49%
- City Council updates — 31%
- City services — 28%
- Parks & Recreation — 25%
- Safety updates — 17%
- Local business updates — 15%
- Library events — 15%
- How government works — 7%
- None of these — 4%

Content that Appeals

- City events, celebrations and festivals — 50%
- Traffic and construction updates — 49%
- Openings of new businesses — 26%
- Volunteer opportunities — 22%
- Non-City community events (concerts, car shows, etc.) — 22%
- Family-focused content — 18%
- Upcoming City Council meetings — 18%
- Arts & cultural events with entry fee — 16%
- Important events at Orem schools — 14%
- Practical (tips, suggestions) — 13%
- Upcoming City Commission or City Advisory Board — 9%
- Special interest or success stories — 6%
- Department profiles — 4%
- Inspirational/motivational — 3%
- Leader profiles — 2%
- None of these — 2%

Style Preference

- Concise articles — 48%
- Summaries — 44%
- Bullet points — 42%
- Infographics — 25%
- Videos — 22%
- Detailed articles — 21%
- Informal tone — 17%
- Professional tone — 13%
- Interactive content — 9%
- Larger text formats — 9%
- Face-to-face interactions — 8%
- None of these — 2%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample Size: 854

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What type of content would you like to see more of? (Select up to 2)

The City could share other content. Which of these appeal to you? (Select up to 3)

When you think of communication, which format or style do you enjoy most? (select up to 3)

All respondents were encouraged to leave additional comments/recommendations to City Leaders. 185 people provided comments, which are summarized on the right.

Three pages follow:
- A summary of **Communications suggestions [31%]**
- A summary of **other concerns** (not related to communications) **[25%]**
- **Actual comments** (all comments, that you can **filter by the categories** shown to the right.

Optional Comments on Improving Communications

Category	%
Content Suggestions-Communications	33%
Other Suggestions or concerns (not Communications)	25%
City Council comments	9%
Newsletter comments	8%
Facebook or Instagram comments	6%
Government Leaders (Positive)	6%
Texting comments	4%
Website comments	3%
Generic positive	3%
Youtube or other video comments	2%
Government Leaders (Negative)	2%

Demo Filters

Age
(All)

Gender
(All)

Tenure with City
(All)

Children
(All)

Education
(All)

Work Status
(All)

Own/Rent
(All)

Sample: 184

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This is an optional question. If you have anything more you would like to recommend to the leaders of Orem to help us improve our communications, please do so below.

Here is a summary of the common themes among those who gave content suggestions for Communications:

- **City Council Meeting Summaries**: Many residents expressed a desire for concise summaries of city council meetings, including agendas, voting results, and reasons for decisions. Links to full transcripts were also requested.
- **Timely and Relevant Updates**: There is a strong preference for more frequent and timely communication, particularly about important local issues like construction updates, public safety alerts, and upcoming events. Residents want to be informed without having to search through multiple sources.
- **Transparency and Accountability**: Residents emphasized the need for transparency, especially regarding city spending, decision-making processes, and how community feedback is incorporated. There is also a demand for more honesty in communication, avoiding biased or politicized messaging.
- **Inclusion and Representation**: Suggestions included better representation of the city's diverse population in communications, including content in both English and Spanish and highlighting contributions from different cultural groups.
- **Conciseness and Clarity**: Many comments highlighted the need for concise communication, with an option to delve deeper into details if desired. Residents are frustrated with lengthy, self-congratulatory messages from city leaders that feel like political campaigns.
- **Practical Information**: There is a call for more practical information, such as garbage collection schedules, street work timelines, and commission member introductions. A couple of residents also suggested providing ways to report issues (like unleashed dogs) without needing to make phone calls.
- **Engagement and Responsiveness**: Residents want more responsive communication channels, including the ability to easily contact city officials and receive timely replies. There were also suggestions to involve local journalism students to enhance the coverage of city matters.
- **Avoiding Spam and Improving Delivery**: Several residents noted that city emails often end up in spam folders and suggested improving email deliverability and reducing the "spammy" feel of communications.
- **Community Building**: Suggestions included focusing more on local community content rather than business openings and recognizing acts of kindness or service within the community.

These themes reflect a desire for clearer, more transparent, and inclusive communication that better engages the community and keeps them informed about important local matters.

This is an optional question. If you have anything more you would like to recommend to the leaders of Orem to help us improve our communications, please do so below.

Some residents left comments about other Orem City concerns. Here is a summary:

1. **Traffic and Speeding**: Multiple comments express frustration with speeding in residential areas and the lack of action by the city to address this concern. Requests include installing speed bumps and improving traffic enforcement.
2. **City Communication and Transparency**: Some residents feel that the city is not transparent enough about projects (e.g., library reorganization, park/reservoir construction) and decision-making processes. There is also dissatisfaction with how the city communicates construction updates, billing notifications, and zoning changes.
3. **Infrastructure and Maintenance**: Some expressed concerns with road maintenance, irrigation systems, street lighting, and the upkeep of public spaces. Some residents request more attention to weeds on streets and better maintenance of city-owned properties.
4. **Housing and Overcrowding**: Several comments criticize the increase in high-density housing and rental properties, with concerns about their impact on community character and traffic congestion. There are also calls for stricter regulation of rental properties and illegal occupancy.
5. **Environmental and Water Issues**: Water conservation and the cost of water are significant concerns. Some suggested using gray water for irrigation, offering incentives for xeriscaping, and improving the city's water management practices.
6. **Community Services and Amenities**: Residents express a desire for more services, such as dog parks, mass transit, and healthier restaurant options. There is also a call for better support for small businesses, particularly food trucks and market stands.
7. **Safety and Law Enforcement**: There is a call for more focus on law enforcement, with suggestions for better communication about police activities and crime prevention.
8. **Education and Civic Engagement**: Some comments address the need for more leadership in education, such as forming a new school district, and better ways to involve residents in city decisions.
9. **Miscellaneous Issues**: Other concerns include the need for better biking infrastructure, improved customer service from city departments, and addressing the city's inclusivity.

Overall, residents are seeking better communication, transparency, and responsiveness from the city, along with improvements in infrastructure, housing, and community services.

Orem City residents feel generally informed, but most desire to be much more informed:
- 14% feel very informed and 57% feel somewhat informed, so **the general feeling of being informed is fair**.
- 46% desire to be very informed and 48% desire to be somewhat informed, so **more information is desired**.

Awareness, Usage, and Amount Digested, Rating and Frequency of Orem Communication Tools:
- *Which tools are residents most aware of?* The digital newsletter (82%), the City Website (55%), City Council meetings (43%), and Facebook posts (33%).
- *Which tools do residents use most?*   The digital newsletter is clearly highest (70%), Others are used, but far less frequently, and they include Facebook posts (22%), the City Website (18%) and Instagram posts (14%).
- *If used, which tools are digested or consumed most?* Interestingly, nearly 90% consume nearly all or some of the digital newsletter (91%), Facebook (85%) and Instagram posts (91%).
- *How do residents rate the info sources they use?* Highest rated (Very Good or Good) are Instagram (82%), the digital newsletter (71%) and Facebook posts (70%). City Council meeting are rated lower (54% saying Very Good or Good).
- *How do residents feel about the frequency of the sources uses?*   Generally, people feel that the frequency is very good or good across communication channels. Few (between 5%-9%) feel frequency is fair or poor for all channels.
- *What communications channels would be preferred in the future?* When asked which channel of communication is most desired for the future, the order and preference nearly mirrors what they currently receive, with one exception. Many people indicated they would also like text messages (27%).

Regarding future content:
- Residents wanted to see more on City Events, City Council Updates, City Services and Parks & Rec.
- Appealing content includes: Traffic & construction updates, city celebrations and festivals
- Style preferences include: concise articles, summaries and bullet points (some infographics or videos too)

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INSIGHTS

OnPointe Insights is unique among research firms. We know research through personal application. Ron Gailey, founder and CEO spent over 15 years as a senior executive at Washington Mutual Bank (JPM Chase) and 8 years at Coca-Cola. He provided the research that peer executives used for strategy, planning, growth, marketing and more. Executives hated long reports, and they wanted clear insights they could trust. Ron developed competency providing what executive leaders needed.

Six years ago, Ron started his own research company serving clients like Coca-Cola, T-Mobile, KFC, 1800 Contacts, Kellogg's, and others.

Along the way, a city manager sought help with their resident survey. Ron designed an entirely new survey approach that simplified the survey for residents but allowed for an analysis that was extremely intuitive and clear. They loved it! And Ron found a new passion.

OnPointe Insights is devoted to helping mayors, city managers, city councils, and other civic leaders with their challenges. It's his way of using his experience and skills to support the local community and to give back.

Ron Gailey
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OnPointe Insights
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OnPointe-Insights.com

Our sincere thanks to the leadership team at QuestionPro, who provides meaningful technical and cost support. Their efforts allow OnPointe Insights to offer CityPOV to cities at reasonable and stable costs, despite large sample sizes.

Should your city desire to do research on their own, QuestionPro is an excellent choice. In our opinion it is superior to Survey Monkey, Qualtrics and other similar services. Please contact OnPointe Insights for a referral to QuestionPro.

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