

The Point

Online Survey Report

May 2021



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The Point

Online Survey Report

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Introduction

Lighthouse Research & Development, Inc. was contracted by Somers-Jaramillo + Associates to conduct an online survey with residents of southern Salt Lake County and northern Utah County to gather feedback about The Point development.

Project Objectives

The main objective of the online survey research was to gather perceptions from residents about The Point development. Specific objectives are outlined below.

- Discover preferences for the following at The Point:
 - Entertainment
 - Retail
 - Open spaces and parks
 - Trails and civic spaces
 - Street types, transit, and parking
- Determine the importance of providing various educational opportunities at The Point
- Determine the importance of providing various types of housing at The Point
- Determine how important it is to implement various sustainability practices at The Point
- Gather additional feedback about The Point from respondents
- Gather demographic information from respondents, including: gender, age, ZIP code, ethnicity, highest level of education completed, employment status, and annual household income

Project Overview

The online research project consisted of an online survey to gather information from general public residents of southern Salt Lake County and northern Utah County. The scope of work for the research project included the following:

- Project consultation with Somers-Jaramillo + Associates personnel
- Programming of the online survey instrument
- Completion of 615 surveys
- Analysis of the data, including percentages of results and cross-tabulations
- A written report describing the results of the survey including research methodology, an executive summary, and a detailed description of the results

Research Methodology

The research methods used to complete the project are outlined in detail below.

Sampling Procedures

A list of southern Salt Lake County and northern Utah County residents was obtained by Lighthouse Research and used for data collection. The list was then randomized, giving each record in the sample universe an equal opportunity of being invited to participate in the survey. Individuals were then invited to participate in the online survey via email.

Data Collection

Lighthouse Research completed a total of 615 surveys, allowing for confidence level of 95% with a margin of error of $\pm 3.95\%$.

All interviews were automatically given a numeric code upon entry into the system to assist in the data analysis. All data collection for this survey was completed between May 3 and May 11, 2021.

Online Survey

The online survey was programmed in a Computer-Assisted Web Interviewing (CAWI) format. Using the CAWI system, survey responses were entered directly into the database by the respondent as the survey was in progress.

Data Analysis

The data analysis provides the following statistics upon which the written interpretative report is based:

- The frequency and valid percent of responses to each of the survey questions
- Cross-tabular analysis to compare the significant differences in responding among various demographic groups

Organization of the Report

The remainder of the report is organized under the following areas:

- Executive Summary
- Detailed Results
- Segment Analysis
- Appendices

The Executive Summary section of this report includes an overview of the research findings and analysis from the survey.

The Detailed Results section includes charts and a written description of the results for that topic. The Detailed Results section also includes average means and medians that exclude those respondents who selected “don’t know” and “wouldn’t say.” For ranking questions, rank scores were assigned by giving a value of “3” to Rank 1, a value of “2” to Rank 2, and a value of “1” to Rank 3.

The Segment Analysis section contains the results of the cross-tabular analysis and indicates significant differences in responding among respondents.

The Appendices section of the report provides a copy of the survey questionnaire with frequencies of responses, and complete lists of all verbatim responses collected during the survey. The open-ended question was coded by first mention. The responses given by respondents who were placed in the “other” category when the response did not fit any of the options for that question are also reported in the Appendices.

The following report represents the deliverable for this contract and is presented respectfully to the project sponsors.

Executive Summary

Overall Summary

Respondents were given various options for each of the areas listed on the left, then asked to rank or rate each to determine their preferences. In response, participants demonstrated a clear preference for the options on the right, as these received the highest rank scores or average mean ratings.

Entertainment →	<ul style="list-style-type: none"> • <i>Activities for all age</i> • <i>Food/Market hall</i> • <i>Live performance venue</i>
Retail →	<ul style="list-style-type: none"> • <i>Outdoor dining/cafés</i> • <i>Smaller, local/Utah-based retail</i>
Open Space →	<ul style="list-style-type: none"> • <i>Recreation: Linear open space corridors great for biking, walking, and running</i>
Park Activities →	<ul style="list-style-type: none"> • <i>Lawns, trails, and picnic areas</i>
Park Size →	<ul style="list-style-type: none"> • <i>Medium-sized parks (5 to 10 acres)</i>
Park Features →	<ul style="list-style-type: none"> • <i>Fountains and play areas</i>
Trails →	<ul style="list-style-type: none"> • <i>In an open space area</i>
Transit →	<ul style="list-style-type: none"> • <i>Trolley</i>
Street Character →	<ul style="list-style-type: none"> • <i>Green street with landscaping and green infrastructure</i>
Educational Opportunities →	<ul style="list-style-type: none"> • <i>K-12 educational programs</i>
Housing Options →	<ul style="list-style-type: none"> • <i>Mid-level housing targeted at young families</i> • <i>Entry level housing for first-time home buyers</i>
Sustainability Practices →	<ul style="list-style-type: none"> • <i>Energy-efficient building types</i> • <i>Recycled water use</i>

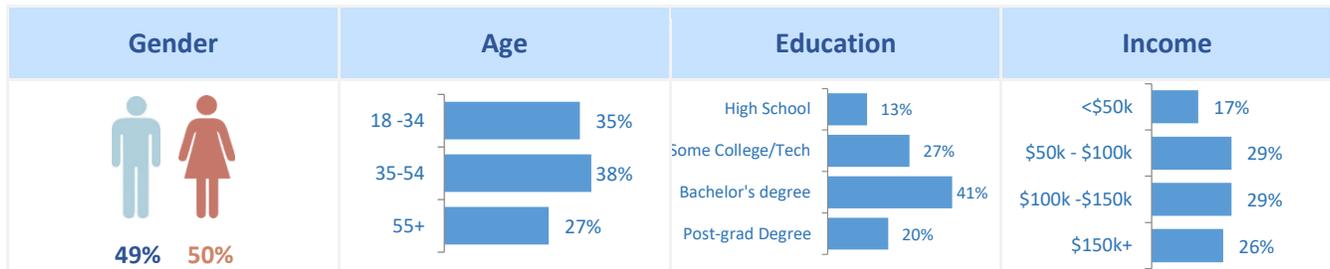
Parking – Participants were fairly supportive of having several larger parking hubs located throughout the site, as three-fifths of respondents gave a rating of “4” or “5 – strongly support” to this option.

Pedestrian Priority – Participants found it important to place an emphasis on pedestrians by having auto-free zones, as nearly three-quarters of respondents gave a rating of “4” or “5 – extremely important” to this option.

Additional Feedback – One-third of respondents offered no additional feedback about The Point. However, respondents who did comment most frequently said they are *looking forward* to the development or expressed thoughts and concerns about *housing*.

Respondent Demographics

The following table summarizes respondent demographics.



Segment Analysis Summary



Trends by Gender

Men tended to demonstrate a preference for each of the following:

- *E-sports venues,*
- *Outdoor dining cafes*
- *Sports fields*
- *Large community parks*
- *Large spaces for community activities*
- *Autonomous shuttles*

In contrast, women tended to demonstrate a preference for each of the following:

- *Smaller, local/Utah based retail*
- *Recreation spaces*
- *Lawns, trails and picnic areas*
- *Neighborhood parks*
- *Fountains and play areas*



Trends by Age

In general, younger respondents were more likely to demonstrate a preference for:

- *The e-sports venue*
- *Entry level housing for first-time home buyers*

Generally, older respondents were more likely to demonstrate a preference for:

- *Neighborhood grocery stores*
- *Lawns, trails, and picnic areas*
- *Recreation spaces (linear open space corridors great for biking, walking, and running)*
- *Event spaces/amphitheater*
- *Passenger vans*

Trends by Employment

Retired respondents were more likely than full-time and self-employed respondents to demonstrate a preference for *neighborhood grocery stores*.

Homemakers were more likely to demonstrate a preference for *fountains and play areas*.

Retired and part-time employed respondents were more likely to demonstrate a preference for *smaller spaces and gardens*.



Trends by Income

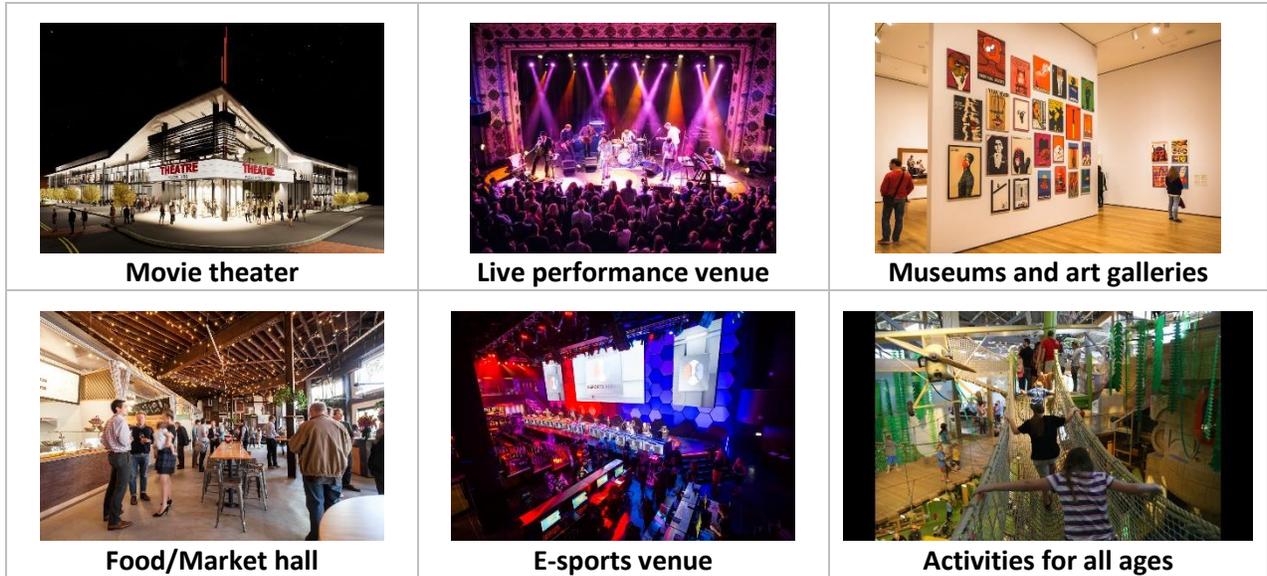
Respondents with lower incomes were *more* likely to demonstrate a preference for *entry level workforce housing* and *less* likely to express interest in a *food/market hall*.

Respondents with mid-range incomes (\$50,000 to \$75,000) were more likely to demonstrate a preference for *adult education programs*.

Respondents with higher incomes were more likely to demonstrate a preference for *outdoor dining/cafés* and *higher-end housing, targeted for larger families, empty-nesters, and second home buyers*.

Detailed Results

Entertainment Preferences



When ranking entertainment preferences in order, respondents demonstrated a clear preference for “activities of all ages,” a “food/market hall,” and a “live performance venue,” as these were the options that received the highest overall rank score. Respondents expressed the least amount of interest in the “e-sports venue” and “movie theater.” Please see Table 1 for details.

Table 1
Please rank the top three entertainment types you would like to see at The Point.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Movie theater	6%	10%	12%	309
Live performance venue	23%	20%	19%	788
Museums and art galleries	12%	18%	17%	546
Food/Market hall	25%	24%	22%	882
E-sports venue	4%	7%	10%	227
Activities for all ages	30%	21%	20%	938

Retail Preferences



When ranking their preferences for commercial development, respondents demonstrated a clear preference for “**outdoor dining/cafés**” and “**smaller, local/Utah-based retail,**” as these responses received the highest rank scores. Though “smaller, local/Utah-based retail” did not receive the highest rank score, respondents (41%) most frequently chose this retail option as Rank 1. Respondents expressed the least amount of interest, according to rank score, in a “**shopping center with national retailers.**” Please see Table 2 for further details.

Table 2
Please rank the top three retail types in order of preference.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Smaller, local/Utah-based retail	41%	29%	20%	1247
Neighborhood grocery stores	10%	18%	39%	646
Shopping center with national retailers	11%	15%	22%	513
Outdoor dining/cafés	38%	38%	20%	1284

Open Space Preferences



When ranking their preferences for open spaces, respondents demonstrated a clear preference for **“recreation: linear open space corridors great for biking, walking, and running.”** For details, please see Table 3 for further details.

Table 3
Please rank the top three open space types.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Natural: Naturally-landscaped open spaces	24%	19%	25%	821
Recreation: Linear open space corridors great for biking, walking, and running	40%	33%	19%	1253
Play: Traditional neighborhood parks with a combination of mowed lawns, plants, sports facilities and hard surfaces	17%	26%	28%	809
Civic: Parks and plazas intended for community gatherings and civic events	20%	22%	28%	807

Park Activity Preferences



When ranking their preferences for park activities, respondents demonstrated a clear preference for “**lawns, trails, and picnic areas.**” Respondents expressed the least amount of interest in “**sports fields and organized recreation such as tennis, basketball, soccer, or fitness zones.**” For details, see Table 4.

Table 4
Please rank the top three types of activities you would like to see at The Point’s parks.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Lawns, trails, and picnic areas	46%	26%	17%	1273
Day use activities such as community gardens, bocce ball, or pick-up games	16%	36%	34%	946
Civic plazas that are highly engaging and dynamic	24%	23%	27%	897
Sports fields and organized recreation such as tennis, basketball, soccer, or fitness zones	14%	15%	22%	574

Park Size Preferences



When ranking their preferences for park sizes, respondents demonstrated a clear preference for “**medium sized parks (5 to 10 acres)**” as it received the highest rank score. Though “large community parks (15 to 25 acres)” did not receive the highest rank score, respondents (45%) most frequently chose this park size option as Rank 1. Respondents expressed the least amount of interest in “**small parks (1 acre or less).**” For details, see Table 5.

Table 5
Please rank the top three park sizes in order of preference.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Large community parks (15 to 25 acres)	45%	12%	19%	1091
Medium-sized parks (5 to 10 acres)	29%	53%	14%	1270
Neighborhood parks (2 to 5 acres)	21%	26%	49%	1019
Small parks (1 acre or less)	5%	9%	18%	310

Park Feature Preferences

When ranking their preferences for park features, respondents demonstrated a clear preference for **“fountains and play areas.”** Respondents expressed the least amount of interest in **“larger spaces for community activities”** and **“small retail/concessions.”** For details, see Table 6.

Table 6
Please rank the top three types of spaces you would prefer to see in the central park.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Event spaces/amphitheater	22%	17%	15%	707
Fountains and play areas	29%	29%	19%	1021
Larger spaces for community activities	12%	15%	25%	557
Smaller spaces/gardens for privacy and quiet	25%	20%	19%	834
Small retail/concessions	11%	19%	22%	571

Trail Preferences

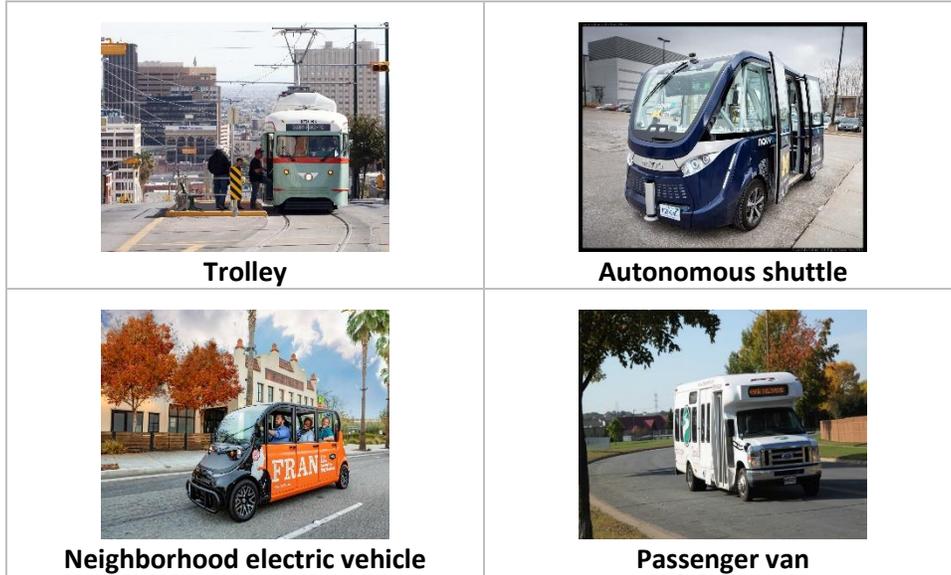


When ranking their preferences for trails, respondents demonstrated a clear preference for trails “in an open space area.” Please see Table 7 for details.

Table 7
Please rank in order of preference.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
In an open space area	56%	27%	17%	1472
Dedicated pedestrian corridor	28%	43%	29%	1228
Multipurpose trail alongside a street	15%	30%	54%	990

Transit Preferences



When ranking their preferences for transit options within The Point, respondents demonstrated a clear preference for a **“trolley.”** Participants expressed the least amount of interest in a **“passenger van.”** Please see Table 8 for details.

Table 8
Please rank the top three in order of preference.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Trolley	48%	17%	23%	1246
Autonomous shuttle	28%	33%	25%	1090
Neighborhood electric vehicle	20%	35%	34%	1000
Passenger van	4%	14%	18%	354

Street Character Preferences



When ranking their preferences for the potential character of the streets at The Point, respondents demonstrated a clear preference for a **“green street with landscaping and green infrastructure”** and an **“urban street with public space/outdoor dining.”** Participants expressed the least amount of interest in a **“high-capacity roadway that prioritizes vehicles.”** Please see Table 9 for details.

Table 9
Please rank the top three in order of preference.
Rank 1 = 3 pts, Rank 2 = 2 pts, Rank 3 = 1 pt

	Rank 1	Rank 2	Rank 3	Rank Score
Green street with landscaping and green infrastructure	53%	23%	19%	1375
Urban street with public space/outdoor dining	25%	41%	28%	1135
Urban street with space for pedestrians, bikes, and scooters	18%	31%	42%	965
High-capacity roadway that prioritizes vehicles	5%	5%	11%	215

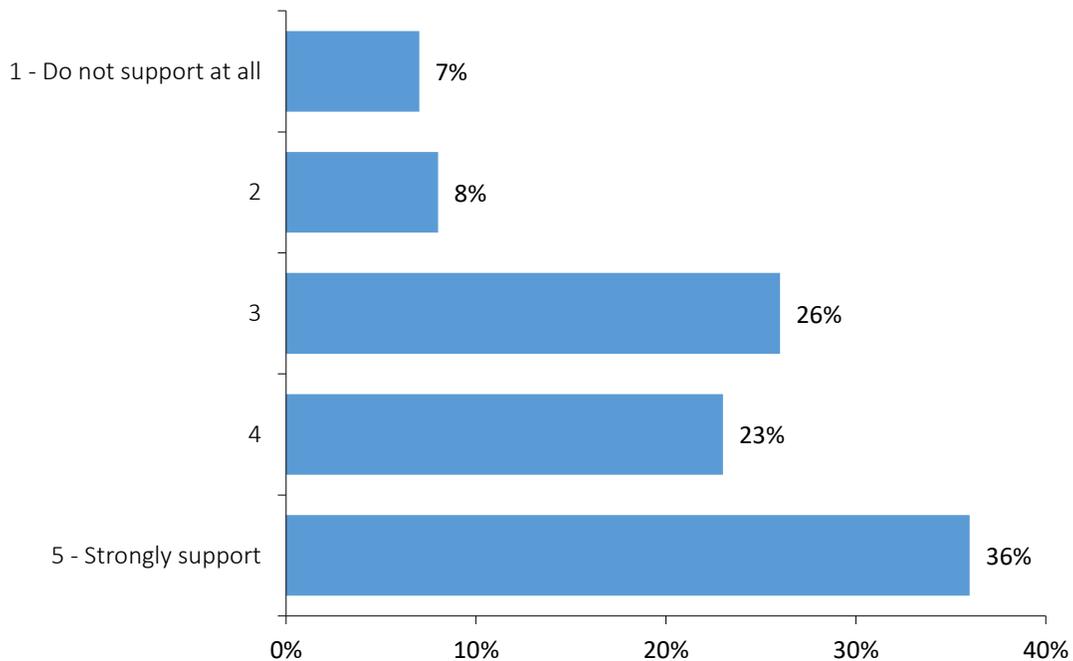
Parking



Respondents were asked to rate how supportive they would be of several larger parking hubs located throughout The Point rather than traditional parking lots at each building. On average, participants gave a rating of 3.73 on the one-to-five rating scale.

As Figure 1 illustrates, 36% of respondents reported they would “strongly support” this type of parking at The Point.

Figure 1
Please rate your level of support to have several larger parking hubs located throughout the site.

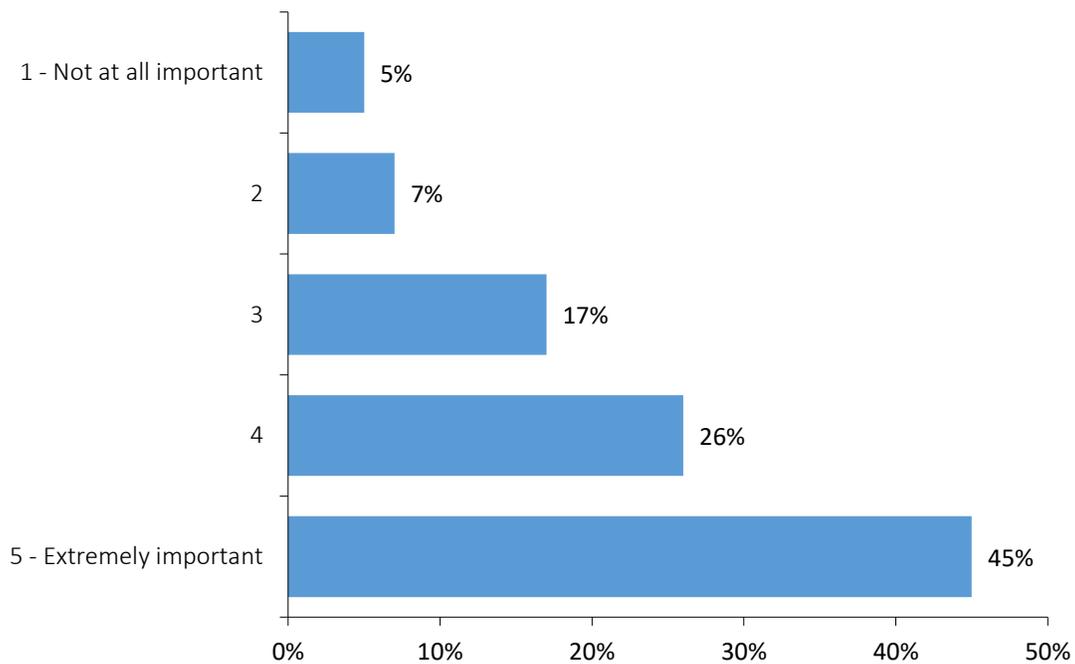


Pedestrian Priority Areas



Participants were informed that “pedestrian priority” areas are planned for various locations across the site. Respondents, on average, gave a rating of 4.00 on the five-point scale to describe how important auto-free zones are at The Point. See Figure 2 for details.

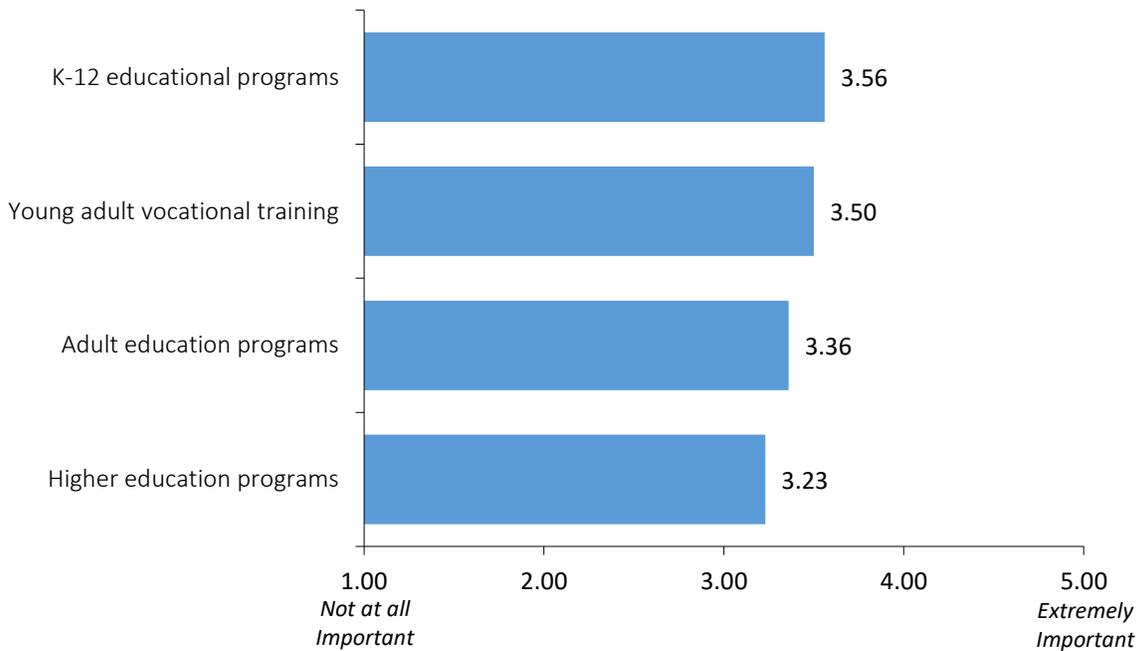
Figure 2
How important are these no-auto zones?



Educational Opportunities

When rating the types of training educational programs they would like to see at The Point, participants gave similar mid-range average ratings of “3” to all of the education types mentioned. Of the education types they were asked to rate, respondents gave the highest rating to “K-12 educational programs.” See Figure 3 for details.

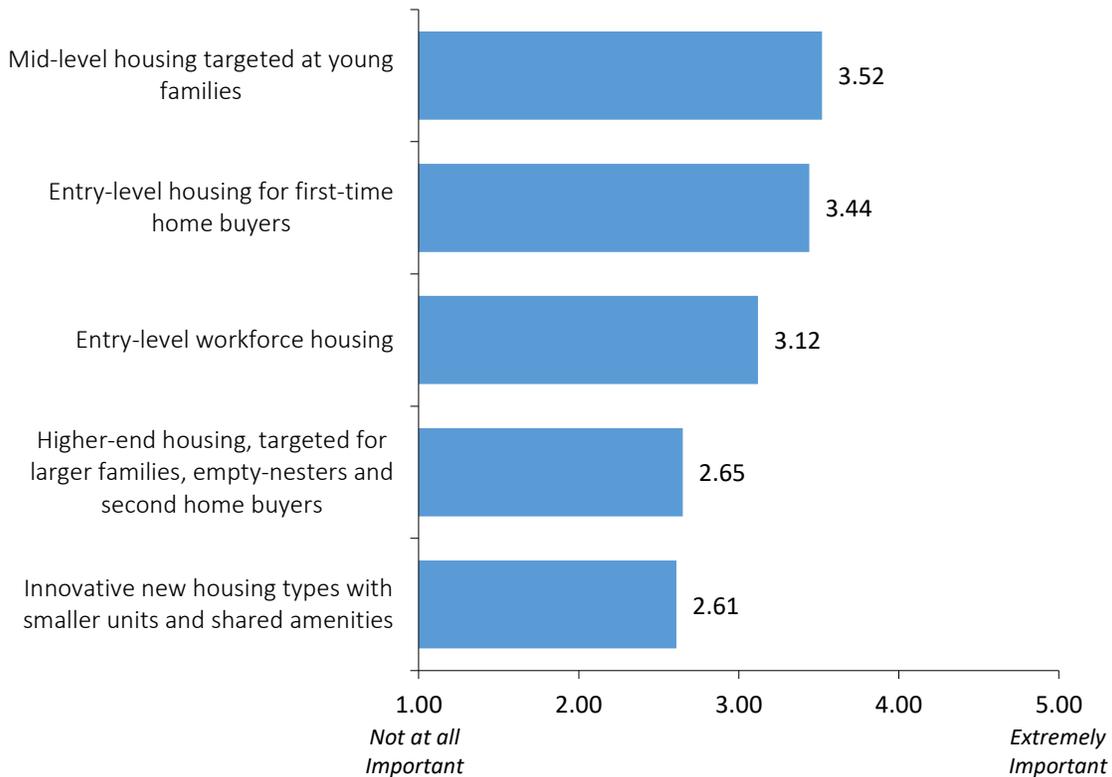
Figure 3
Please rate the types of training and education programs you would like to see at The Point.



Housing Options

When rating how important it is to have various housing types at The Point, respondents, on average, gave the highest ratings to “mid-level housing targeted at young families” and “entry level housing for first-time home buyers.” Participants gave the lowest average ratings to “innovative new housing types” and “higher-end housing.” Please see Figure 4 for further details.

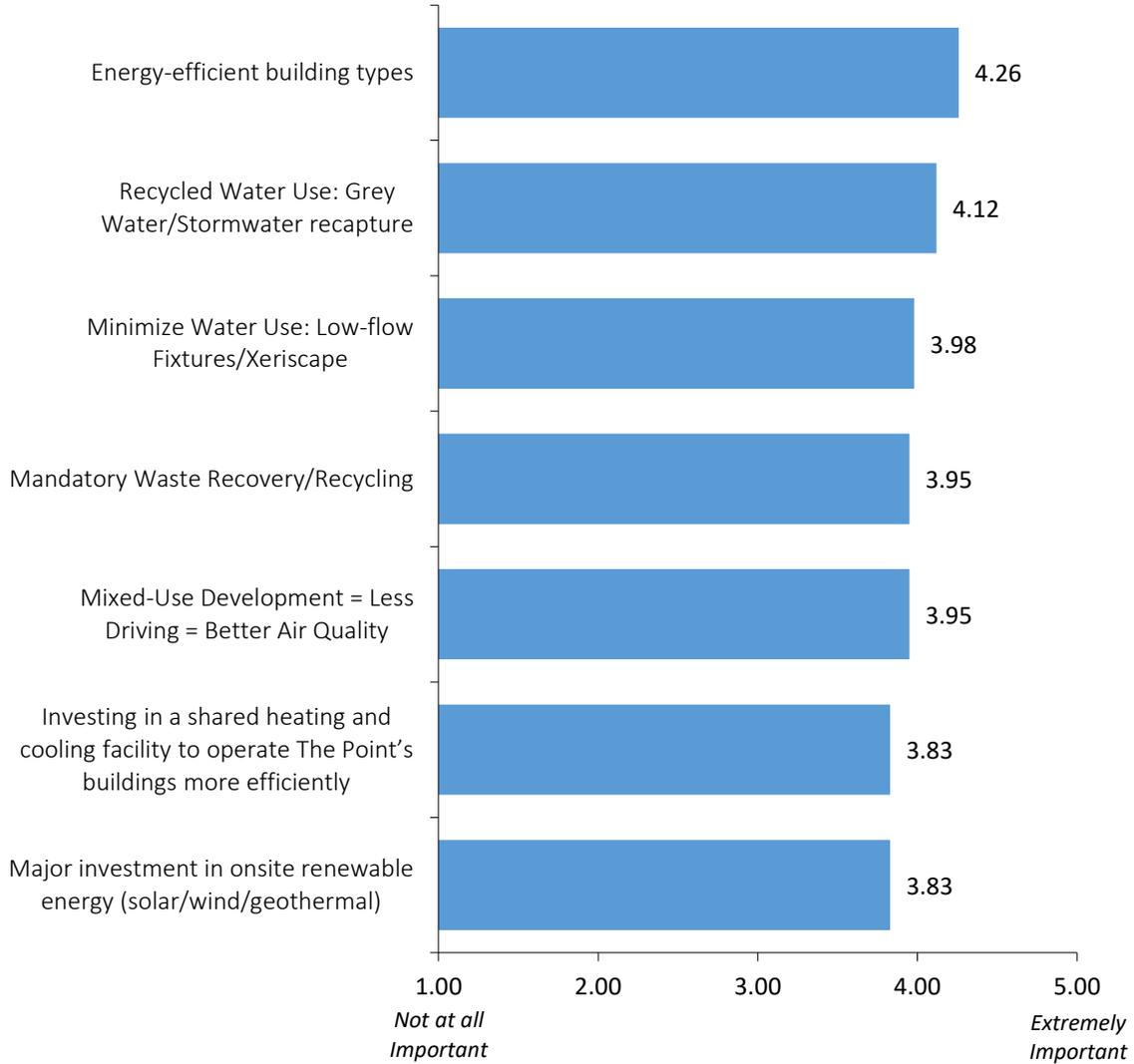
Figure 4
Please rate the types of housing you would like to see at The Point.



Sustainability Practices

When rating the importance of implementing various sustainability practices at The Point, respondents, on average, gave the highest ratings to “energy-efficient building types” and “recycled water use,” indicating these are most important to respondents. Please refer to Figure 5 for further details.

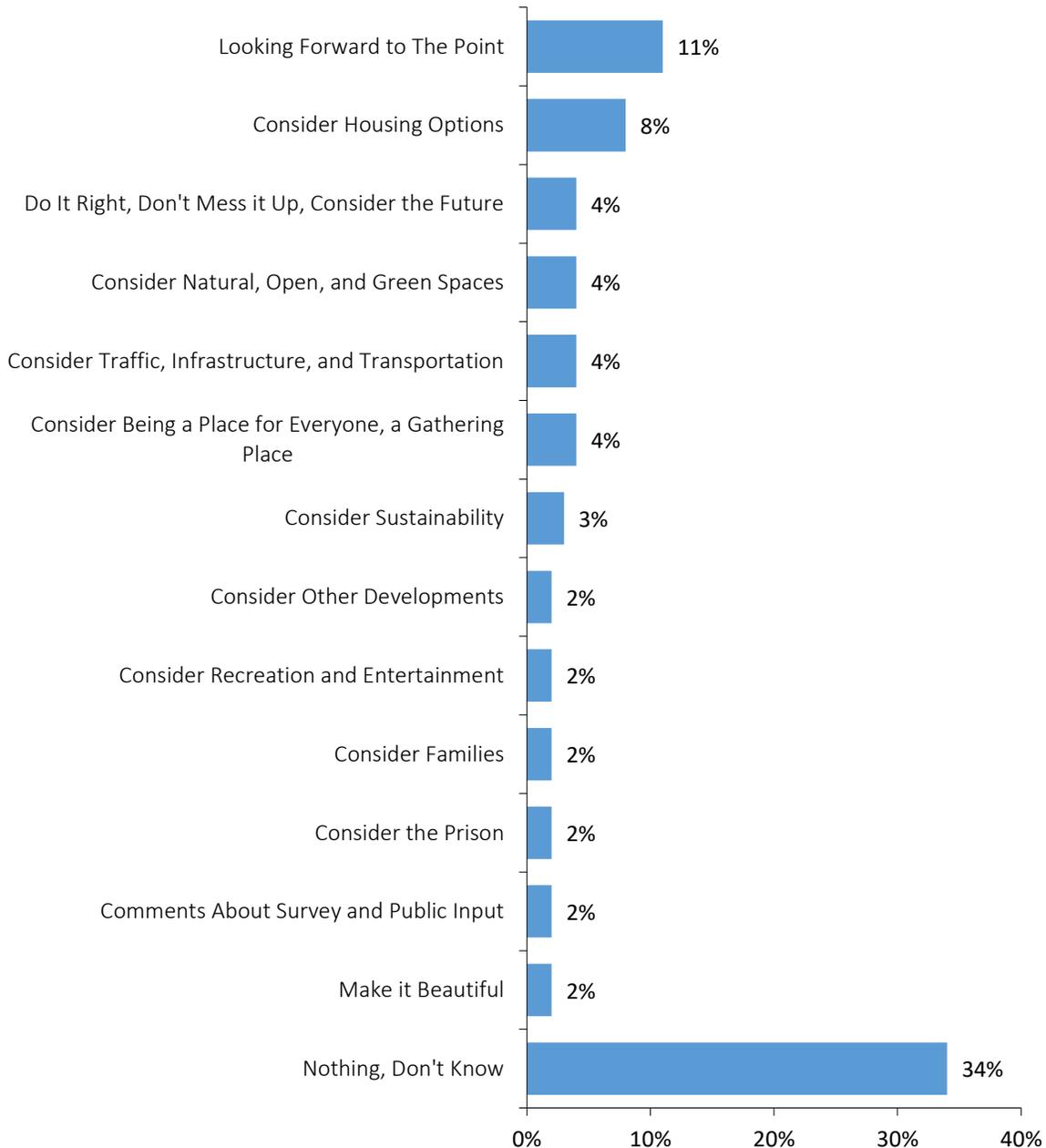
Figure 5
Please rate the following priorities.



Additional Feedback

When asked if they had additional feedback to provide about The Point, one-third of respondents said they had nothing to offer. However, those who provided additional feedback most frequently said **they look forward to The Point**, and expressed thoughts and concerns about **housing options**. For a categorized list of verbatim responses to this open-ended question, please see Appendix B. For further details, see Figure 6.

Figure 6
What else would you like to tell us about The Point?
Top Mentions



Respondent Demographics

As Figure 7 illustrates, there was an even distribution of male and female respondents.

Figure 7
Do you identify as male, female, or do you prefer to self-identify?

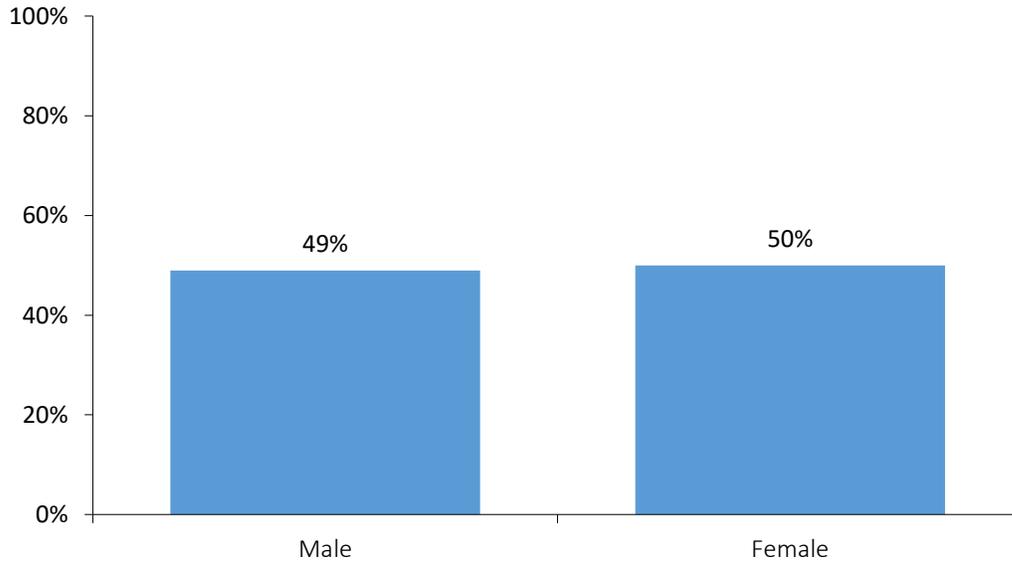
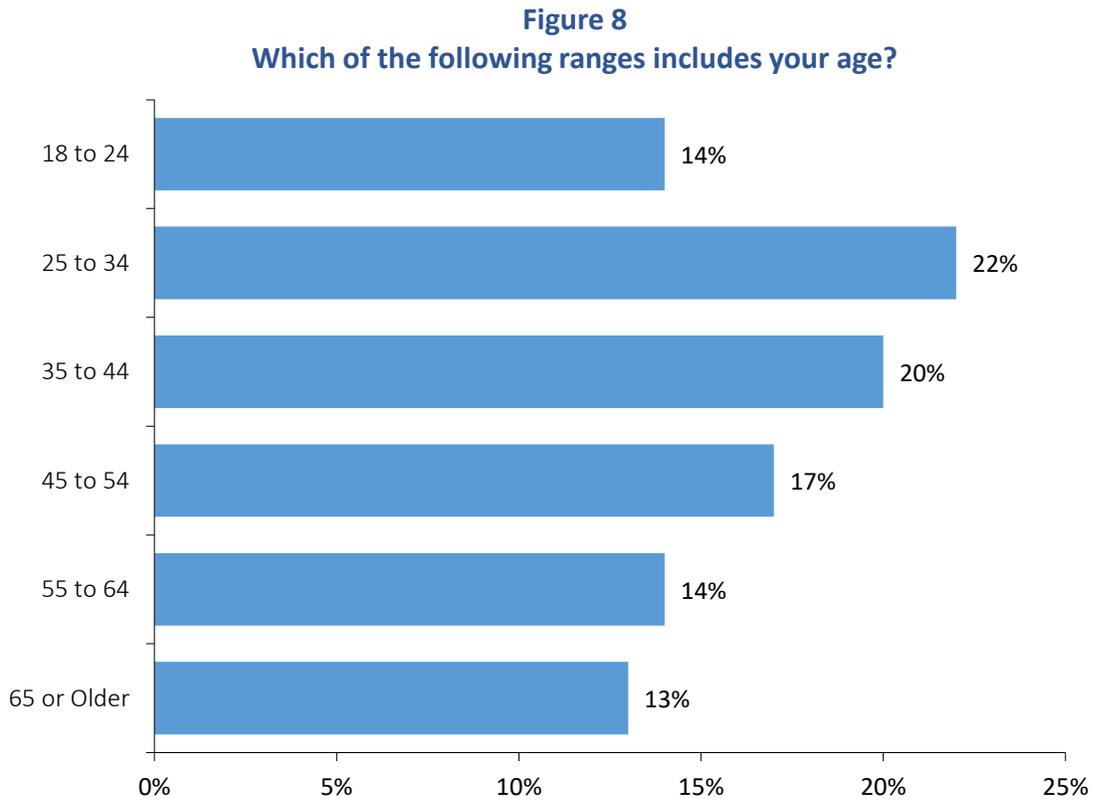
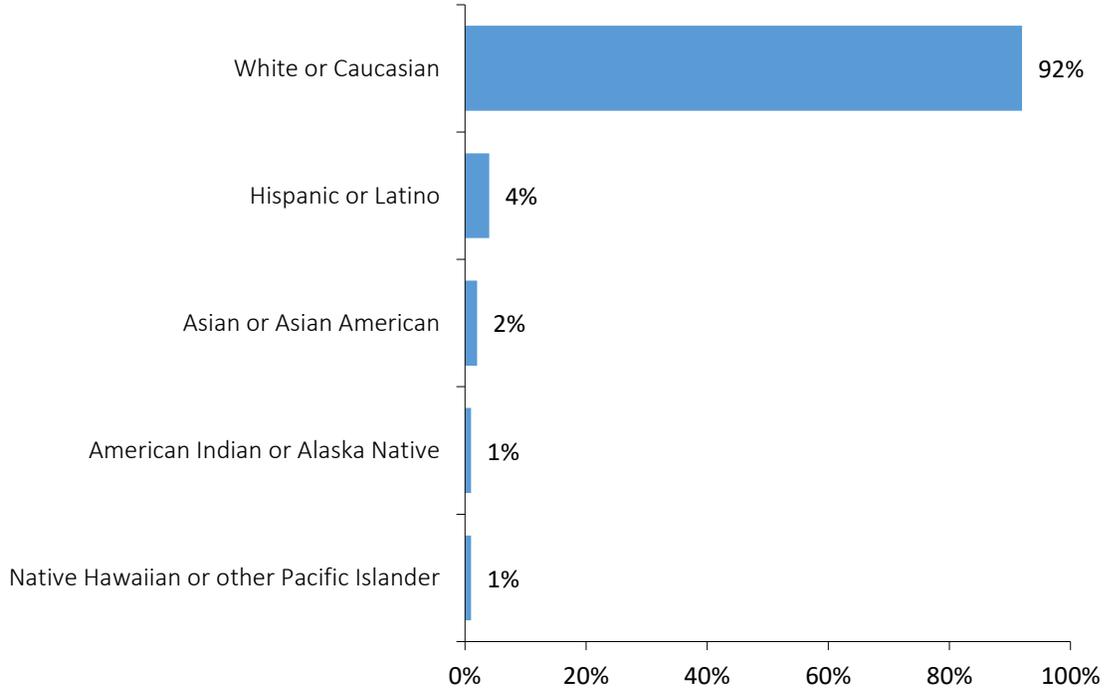


Figure 8 illustrates the breakout of respondents within each age category.



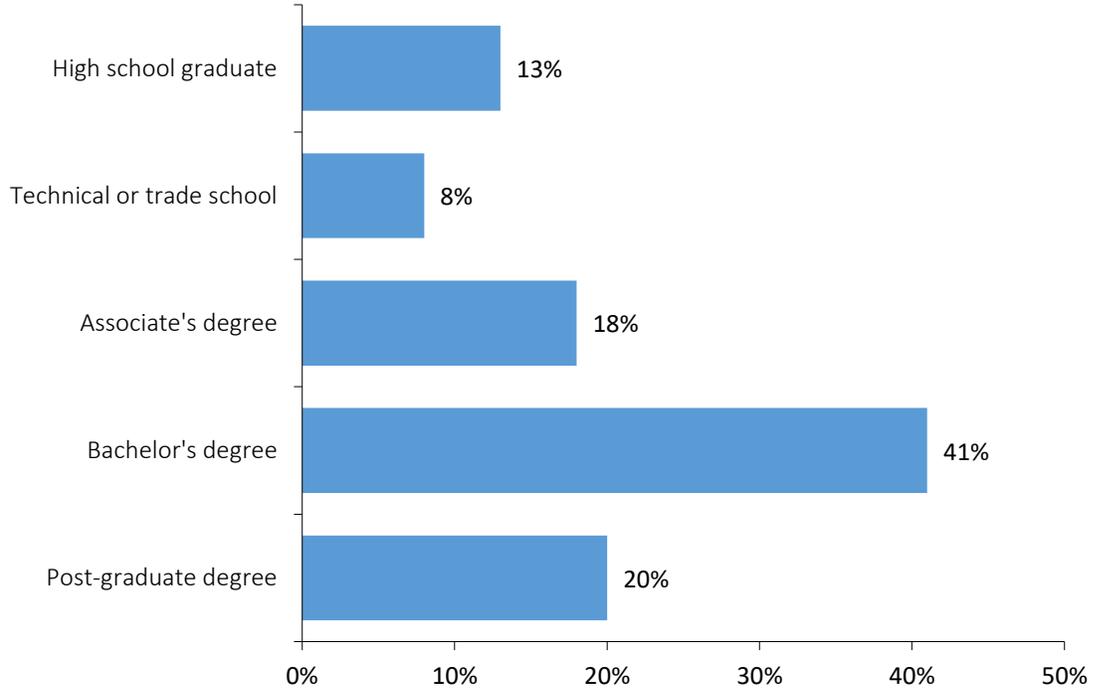
As Figure 9 illustrates, the large majority of respondents reported being White or of Caucasian descent.

Figure 9
Which of the following best describes your race or ethnicity?



As Figure 10 illustrates, two-fifths of respondents reported having a bachelor's degree.

Figure 10
What is the highest level of education you have completed?



As Figure 11 illustrates, more than one-half of respondents reported being employed full time.

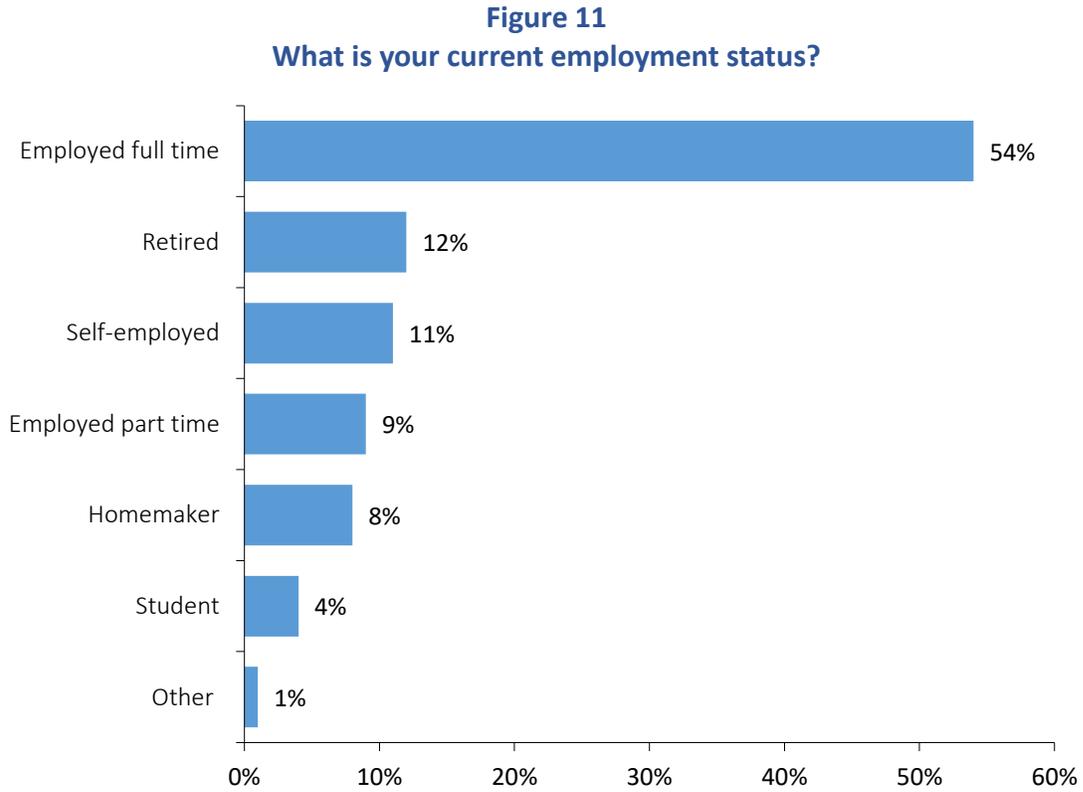


Figure 12 illustrates the percentage of respondents within each annual household income category.

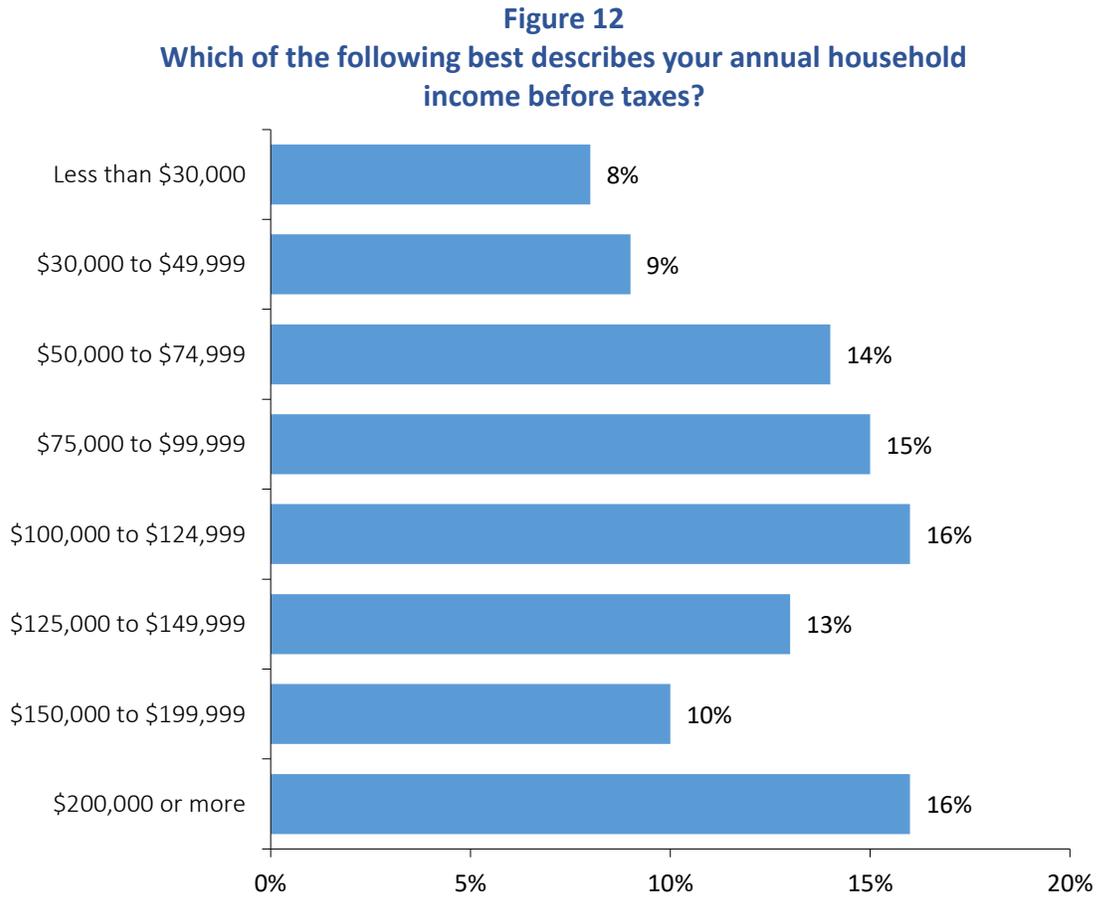
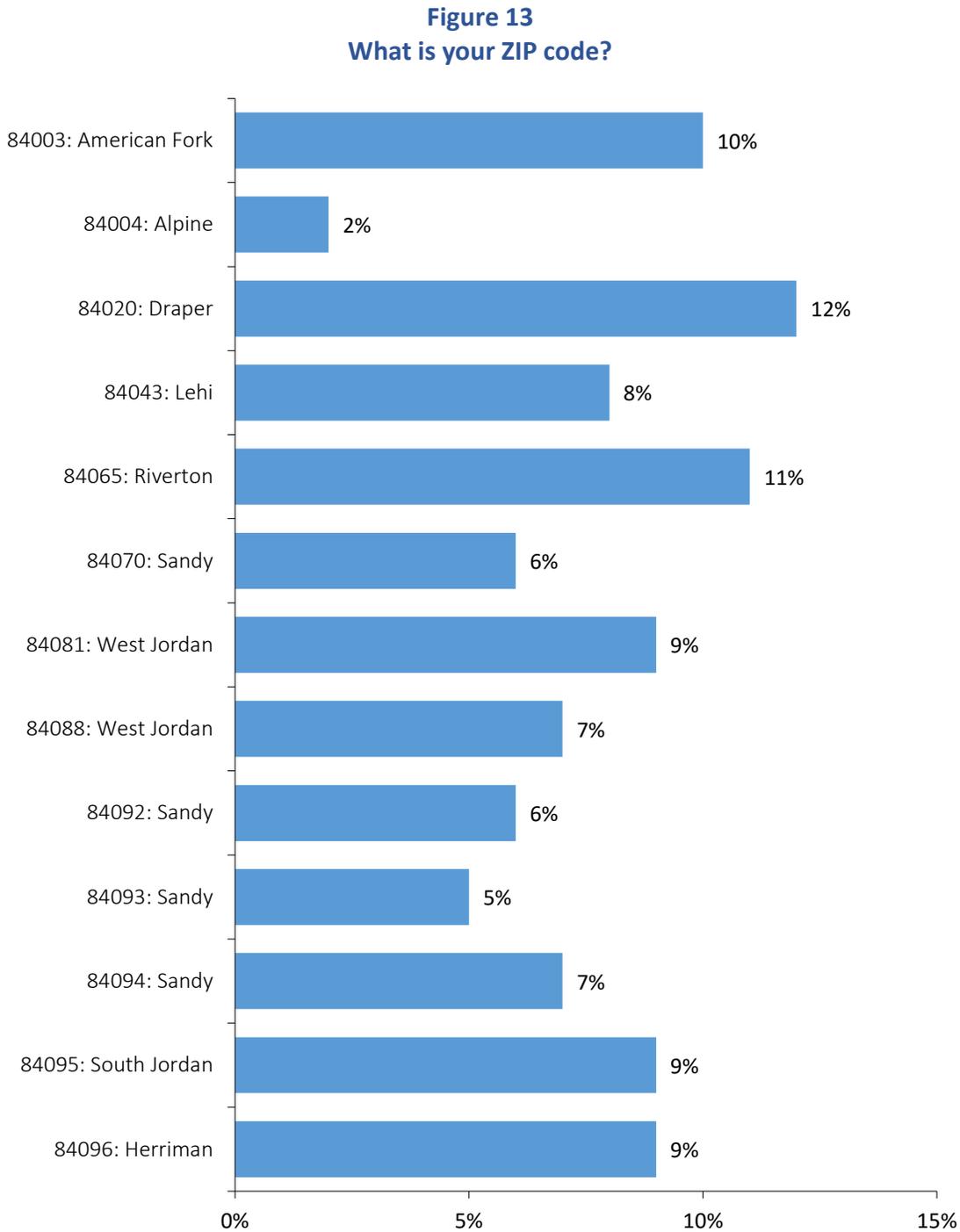


Figure 13 illustrates the percentage of respondents residing within each ZIP code.



Segment Analysis

In this section of the report, similarities and differences among segments within the survey population are examined. The following descriptions and charts present the statistically significant differences among respondents by segment. These include the following:

- Gender
- Age
- Ethnicity
- Education
- Employment Status
- Income

Statistical significance is defined as a difference in value that is too large to be attributed to chance alone, thus describing the relationship that exists between the demographic variable of interest and the survey responses.

Methodology

Different methods were applied depending on whether the data was categorical or scalar in nature.

For categorical data, Pearson's Chi-Squared Test was utilized to determine whether the frequencies under consideration differed significantly by segment variable. In cases where a large number of segments renders the expected counts too low for a standard chi-squared test, Monte-Carlo simulation under the null hypothesis was used to create simulated p-values. Among the results established that varied by segment, a Post-Hoc Fisher's Exact Test was performed to determine what particular differences are driving the trend.

For scalar data, a Kruskal-Wallis One-Way ANOVA was used, which tests segmented data against the hypothesis that they come from the same distribution. Kruskal-Wallis is robust against non-normality, unequal variances, outliers, and a variety of other problems. In cases where there were two-part segments, Kruskal-Wallis is equivalent to the Wilcoxon Rank-Sum Test, the standard for comparison tests, so it was unnecessary to change our methods. A Post-Hoc Dunn's test was applied to those that were significant under Kruskal-Wallis, once again narrowing down the source of the differences detected in the broader test.

In order to avoid the multiple comparisons problem (in which asking many questions statistically leads to the possibility of proportionally many false positives), the false discovery rate was controlled using the Benjamini-Hochberg adjustment.

It is possible to detect a difference in the general trend without finding specific pairwise differences in a segment. "Blank" tables with no green or red markers of significance are in this category, with a statistically significant trend, but without a statistically significant direct comparison.

How to Interpret the Tables

For the tables in this section, the coloring is based off of pairwise tests, which means that they are comparing the groups in a given row against each other, rather than measuring the total trend. If looking at age, for example, the colors would not illustrate general trends, but instead highlight specific age ranges compared directly to another (i.e. 18 to 24 year olds compared to 40 to 44 year olds). These comparisons narrow down the sources of the trends, and produce specific statements about differences between groups. The intended intuition when looking at the tables is that green means it is significantly better. The darker the green, the more groups it is significantly better than. The specific methodology used is described below:

For each row, every segment part is compared against each other segment, and a net score is calculated. For each other segment a part is significantly better than, the net score increases by one. In a row with four groups, if a given segment is significantly better than all three others, it has a net score of 3, and if there are no other significant differences, every other group will have a net score of -1. Coloring is then done based off of this net score as seen in the key below:

Color Scheme Key

Score \leq -4	-3	-2	-1	0	1	2	3	Score \geq 4
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The intention is not to provide a perfect visual representation of every pairwise relation, as due to combinatoric principles, the number of potential relations can become very high, but to provide a high-level visual representation which should give the proper intuitions about the data. In a table with two columns, visual clutter is avoided by only showing the light green rather than both light green and light red, because in these tables it is binary.

Significant Differences by Gender

In this portion of the report, differences are examined according to gender.

Men gave better rankings to “e-sports venue” than did women.

Segment Analysis Table 1
Mean Ranks for E-sports Venue
Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
	<i>n=302</i>	<i>n=310</i>
Mean Rank	3.45	3.81
Median	4.00	4.00

In regards to types of retail at The Point, women gave better rankings to “smaller local/Utah-based retail” than did men, who, in turn, gave better rankings to “outdoor dining/cafes” than did women.

Segment Analysis Table 2
Mean Ranks for Types of Retail
Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
Smaller Local/Utah-based Retail	2.10	1.85
Outdoor Dining/Cafes	1.80	2.02

When asked to rank their top three preferences for types of open spaces at The Point, women gave better rankings than did men to “recreation: linear open space corridors great for biking, walking, and running.”

Segment Analysis Table 3
Mean Ranks for Recreation as an Option for Open Space
Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
	<i>n=302</i>	<i>n=310</i>
Mean Rank	2.09	1.84
Median	2.00	2.00

When it came to types of activities for parks at The Point, women gave better rankings than did men to “lawns, trails, and picnic areas,” while men gave higher rankings than did women to “sports fields.”

Segment Analysis Table 4
Mean Ranks for Types of Activities for Parks and Open Space

Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
Lawns, Trails, and Picnic Areas	2.09	1.77
Sports Fields	2.84	3.28

Men gave better rankings than did women to “large community parks,” while women gave better rankings than did men to “neighborhood parks.”

Segment Analysis Table 5
Mean Ranks for Park Sizes

Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
Large Community Parks	2.06	2.39
Neighborhood Parks	2.51	2.18

Women gave better rankings than did men to “fountains and play areas,” while men gave better rankings than did women to “larger spaces for community activities.”

Segment Analysis Table 6
Mean Ranks for Types of Spaces for the Central Park

Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
Fountains and Play Areas	2.52	2.16
Larger Spaces for Community Activities	2.94	3.24

When it came to ways of getting around The Point, men gave better rankings than did women to “autonomous shuttle.”

Segment Analysis Table 7
Mean Ranks for Autonomous Shuttle

Statistically Better Ranks Are Highlighted in Green
Lower Mean=Better Rank

	Male	Female
	<i>n=302</i>	<i>n=310</i>
<i>Mean Rank</i>	2.08	2.37
<i>Median</i>	2.00	2.00

Significant Differences by Age

In this portion of the report, differences are examined according to age. Respondents were separated into six segments:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or Older

When asked to rank their top three entertainment options for The Point, the following significant differences were found:

- Respondents age 45 to 54 gave better rankings than did those age 25 to 34 to a “live performance venue.”
- Respondents age 18 to 24 gave better rankings to an “e-sports venue” than did those 55 and older.
- Respondents age 35 to 44 gave better rankings to “activities for all ages” than did those age 18 to 24 and 45 to 54, and respondent age 25 to 34 gave better rankings to this option than did those age 45 to 54.

Segment Analysis Table 8
Mean Ranks for Types of Entertainment
Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
 Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Live Performance Venue	2.75	2.92	2.81	2.41	2.52	2.85
E-sports Venue	3.36	3.62	3.62	3.59	3.82	3.81
Activities for All Ages	2.73	2.31	2.23	2.77	2.38	2.57

In regards to types of retail for The Point, respondents age 65 and older gave better rankings to “neighborhood grocery stores” than did those age 45 to 54. Additionally, respondents age 55 to 64 gave better rankings to “outdoor dining/cafes” than did those age 18 to 24 and 65 or older.

Segment Analysis Table 9
Mean Ranks for Types of Retail
Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
 Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Neighborhood Grocery Stores	3.14	3.01	2.98	3.03	2.86	2.59
Outdoor Dining/Cafes	2.08	1.84	1.92	1.82	1.69	2.20

When asked to rank their top three open space options for The Point, the following significant differences were found:

- In regards to “recreation” open spaces, respondents age 18 to 24 gave worse rankings than respondents age 35 and older, and respondents age 25 to 34 gave worse rankings than those age 35 to 64.
- Respondents age 25 to 44 gave better rankings to “play” open spaces than did those age 55 to 64.

Segment Analysis Table 10
Mean Ranks for Types of Open Space
Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
 Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Recreation	2.30	2.14	1.87	1.73	1.80	1.94
Play	2.80	2.49	2.52	2.85	2.94	2.65

In regards to types of activities for parks, respondents age 65 and older gave better rankings to “lawns, trails, and picnic areas,” than did those age 18 to 54, and respondents age 18 to 24 gave better rankings to “day use activities” than did those age 55 to 64.

Segment Analysis Table 11
Mean Ranks for Types of Activities for Parks and Open Space

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Lawns, Trails, and Picnic Areas	2.05	2.10	2.05	1.89	1.80	1.52
Day Use Activities	2.32	2.29	2.51	2.44	2.68	2.62

When asked to rank their top three preferences for park size at The Point, the following differences were found:

- Respondents age 25 to 34 gave better rankings than did respondents age 55 or older to “large community parks.”
- Respondents age 55 and older gave better rankings than did respondents age 25 to 34 to “neighborhood parks.”
- Respondents age 55 to 64 gave better rankings than did respondents age 25 to 44 for “small parks.” Also, respondents age 25 to 34 gave worse rankings for this than did respondents age 55 and older.

Segment Analysis Table 12
Mean Ranks for Park Sizes

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Large Community Parks	2.25	1.97	2.15	2.16	2.56	2.48
Neighborhood Parks	2.31	2.50	2.44	2.34	2.18	2.15
Small Parks	3.55	3.68	3.56	3.47	3.26	3.32

When respondents were asked to rank their top three options for types of space at The Point’s central park, the following significant differences were found:

- Respondents age 55 to 64 gave better rankings to “event spaces/amphitheater” than did those age 25 to 44, and those age 25 to 34 gave worse rankings than those age 45 to 64.
- Respondents age 18 to 24 gave worse rankings than those age 25 to 44 and 65 or older to “fountains and play areas.”
- In regards to “larger spaces for community activities,” respondents age 25 to 44 gave better rankings than did those age 65 or older.
- Respondents age 65 or older gave better rankings to “smaller spaces/gardens” than did those age 35 to 44 and 55 to 64.

Segment Analysis Table 13
Mean Ranks for Types of Spaces for the Central Park

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Event Spaces/Amphitheater	2.81	3.14	3.02	2.64	2.48	2.84
Fountains and Play Areas	2.74	2.16	2.12	2.49	2.40	2.29
Larger Spaces for Community Activities	3.05	2.93	2.97	3.20	3.18	3.39
Smaller Spaces/Gardens	2.48	2.66	2.79	2.58	2.94	2.32

In regards to ways to get around within The Point:

- Respondents age 35 to 44 gave better rankings to a “trolley” than those age 45 and older.
- Respondents age 25 to 34 and 45 to 54 gave better rankings to an “autonomous shuttle” than did those age 65 and older.
- Respondents age 65 and older gave better rankings than did those age 18 to 54 to a “passenger van.” Also, respondent age 55 to 64 gave better rankings to this than did those age 25 to 34.

Segment Analysis Table 14
Mean Ranks for Ways to Get Around The Point

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	18-24	25-34	35-44	45-54	55-64	65+
Trolley	1.80	2.07	1.69	2.06	2.14	2.15
Autonomous Shuttle	2.21	2.05	2.27	2.09	2.33	2.53
Passenger Van	3.55	3.61	3.53	3.40	3.28	3.00

When asked to rate how much they support the idea of having several larger parking hubs located throughout The Point as opposed to traditional parking lots at each building, respondents age 18 to 24 and 35 to 44 gave higher ratings (being more supportive of the idea), than did those age 55 and older.

Segment Analysis Table 15
Average Support Rating for Large Parking Hubs
Statistically Higher Averages Are Highlighted in Green
Statistically Lower Averages Are Highlighted in Red
 Higher Mean=More Positive

	18-24	25-34	35-44	45-54	55-64	65+
	n=84	n=134	n=124	n=107	n=87	n=79
Mean Rating	4.08	3.81	3.93	3.65	3.43	3.38
Median	4.00	4.00	4.00	4.00	3.00	3.00

When rating the importance of various types of housing for The Point, the following significant differences were found:

- On average, respondents age 18 to 24 gave higher importance ratings to “entry-level housing for first-time home buyers” than did those age 35 and older.
- In regards to “higher-end housing,” respondents age 55 to 64 gave higher importance ratings, on average, than did those age 18 to 24.

Segment Analysis Table 16
Average Importance Ratings for Types of Housing
Statistically Higher Averages Are Highlighted in Green
Statistically Lower Averages Are Highlighted in Red
 Higher Mean=More Positive

	18-24	25-34	35-44	45-54	55-64	65+
Entry-level Housing for First-time Home Buyers	3.94	3.54	3.28	3.40	3.25	3.24
Higher-end Housing	2.25	2.43	2.85	2.69	2.86	2.82

Respondents were asked to rate the importance of various environmental priorities for The Point. Respondents age 18 to 24 gave higher ratings, on average, than did those age 35 to 64 when specifically asked about “major investment in onsite renewable energy (solar/wind/geothermal).”

Segment Analysis Table 17
Average Importance Rating of a Major Investment in Onsite Renewable Energy
Statistically Higher Averages Are Highlighted in Green
Statistically Lower Averages Are Highlighted in Red
 Higher Mean=More Positive

	18-24	25-34	35-44	45-54	55-64	65+
	n=84	n=134	n=124	n=107	n=87	n=79
<i>Mean Rating</i>	4.24	3.93	3.77	3.68	3.59	3.76
<i>Median</i>	5.00	4.00	4.00	4.00	4.00	4.00

Significant Differences by Ethnicity

In this portion of the report, differences are examined according to ethnicity. Respondents were separated into two segments:

- White or Caucasian
- Other (Non-White)

After adjusting for multiple comparisons there were no significant differences by ethnicity.

Significant Differences by Education

In this portion of the report, differences are examined according to their highest level of education. Respondents were separated into four segments:

- High School Graduate
- Technical, Trade or Associate's Degree
- Bachelor's Degree
- Post-Graduate Degree

After adjusting for multiple comparisons, there were no significant differences by education.

Significant Differences by Employment

In this portion of the report, differences are examined according to employment status. Respondents were separated into five segments:

- Full Time Employed
- Part Time Employed
- Self Employed
- Retired
- Homemaker

When asked to rank types of entertainment for The Point, rankings varied significantly by employment status, but there were no significant pairwise differences. It is possible that this difference is due to somewhat better rankings given by those employed full time and self-employed.

Segment Analysis Table 18
Mean Ranks for E-sports Venue

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
	<i>n=333</i>	<i>n=58</i>	<i>n=69</i>	<i>n=73</i>	<i>n=52</i>
Mean Rank	3.56	3.83	3.55	3.78	3.85
Median	4.00	4.00	4.00	4.00	4.00

When asked to rank their top three options for types of retail at The Point, the following significant differences were found:

- Retired respondents gave better rankings to “neighborhood grocery stores” than did full-time and self-employed respondents.
- Rankings for “outdoor dining/cafes” varied significantly overall by employment status, although there were no significant pairwise differences. It may be that this difference is due to the better rankings given to this option by respondents who are full-time and self-employed.

Segment Analysis Table 19
Mean Ranks for Types of Retail

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
Neighborhood Grocery Stores	2.98	2.88	3.17	2.55	2.87
Outdoor Dining/Cafes	1.84	2.07	1.71	2.15	2.10

In regards to types of open spaces for The Point, respondents who work full time and part time gave better rankings than did respondents who are homemakers.

Segment Analysis Table 20
Mean Ranks for Natural Spaces as an Option for Open Space

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
	<i>n=333</i>	<i>n=58</i>	<i>n=69</i>	<i>n=73</i>	<i>n=52</i>
<i>Mean Rank</i>	2.55	2.62	2.86	2.84	3.27
<i>Median</i>	3.00	3.00	3.00	3.00	4.00

Retired respondents gave better rankings than did those employed full time when it came to “lawns, trails, and picnic areas” as an option for parks and open space at The Point.

Segment Analysis Table 21
Mean Ranks for Lawns, Trails, and Picnic Areas for Parks and Open Space

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
	<i>n=333</i>	<i>n=58</i>	<i>n=69</i>	<i>n=73</i>	<i>n=52</i>
<i>Mean Rank</i>	2.02	1.84	1.97	1.56	1.87
<i>Median</i>	2.00	2.00	2.00	1.00	1.00

When asked to rank their top three options for park sizes at The Point, respondents who work full time or are self-employed gave better ranks to “large community parks” than did retired and homemaker respondents. In contrast, retired, homemaker, and part-time employed respondents gave better rankings to “neighborhood parks” than did full time or self-employed respondents.

Segment Analysis Table 22
Mean Ranks for Park Sizes

Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
Large Community Parks	2.11	2.36	1.93	2.52	2.71
Neighborhood Parks	2.44	2.16	2.55	2.15	1.98

When asked to rank their top three options for types of outdoor spaces at The Point, the following significant differences were found:

- Homemaker respondents gave better rankings than did all other respondents when asked about “fountains and play areas.”
- When asked about “larger spaces for community activities,” self-employed respondents gave better rankings than all others. Additionally, respondents who work full time gave better rankings than retired responses for this option.
- Part-time employed and retired respondents gave better rankings than did self-employed respondents when asked about “smaller spaces/gardens for privacy and quiet.”

Segment Analysis Table 23
Mean Ranks for Types of Spaces for the Central Park

Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
Fountains and Play Areas	2.30	2.43	2.52	2.45	1.81
Larger Spaces for Community Activities	3.04	3.28	2.77	3.37	3.33
Smaller Spaces/Gardens	2.70	2.33	3.01	2.40	2.77

In regards to ways of getting around The Point, respondents who work full time gave better rankings to “autonomous shuttles” than did those who work part time or are retired. Retired respondents gave better rankings to “passenger vans” than full-time and self-employed respondents. Also, full time respondents gave worse rankings than retired and homemaker respondents for “passenger vans.”

Segment Analysis Table 24
Mean Ranks for Options to Get Around
Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
 Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
Autonomous Shuttle	2.05	2.50	2.30	2.62	2.33
Passenger Van	3.55	3.29	3.54	2.97	3.15

When asked to rank their top three options for the types of streets at The Point, homemakers gave better rankings for “green streets with landscaping and green infrastructure” than did full time, self-employed, and retired respondents.

Segment Analysis Table 25
Average Ranks for Green Streets at The Point
Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
 Lower Mean=Better Rank

	Full Time	Part Time	Self Employed	Retired	Homemaker
	n=333	n=58	n=69	n=73	n=52
Mean Rank	1.80	1.59	1.94	1.89	1.40
Median	1.00	1.00	2.00	2.00	1.00

When asked to rate the importance of having various training and education programs at The Point, on average, respondents who work part time gave higher ratings to “k-12 educational programs” than did full time and self-employed respondents.

Segment Analysis Table 26
Average Importance Ratings of K-12 Educational Programs at The Point

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Averages Are Highlighted in Red

Higher Mean=More Positive

	Full Time	Part Time	Self Employed	Retired	Homemaker
	n=333	n=58	n=69	n=73	n=52
Mean Rating	3.50	4.00	3.36	3.45	3.85
Median	4.00	4.00	3.00	4.00	4.00

Respondents were asked to rate the importance of having various types of housing at The Point. Self-employed and homemaker respondents gave higher ratings, on average, to “higher-end housing” than did full time employed respondents.

Segment Analysis Table 27
Average Importance Ratings of Higher-end Housing at The Point
Housing Options: Higher-end Housing

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Averages Are Highlighted in Red

Higher Mean = More Positive

	Full Time	Part Time	Self Employed	Retired	Homemaker
	n=333	n=58	n=69	n=73	n=52
Mean Rating	2.49	2.79	3.06	2.63	3.08
Median	2.00	3.00	3.00	2.00	3.00

Significant Differences by Income

In this portion of the report, differences are examined according to household income. Respondents were separated into five segments:

- Less than \$50,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000+

In regards to types of entertainment at The Point, the following significant differences were found:

- Respondents with incomes of \$125,000 or more gave better rankings to a “live performance venue” than did respondents with incomes of \$75,000 to \$124,999.
- Respondents with incomes of \$50,000 or more gave better rankings to “food/market hall” than did respondents with incomes under \$50,000.
- Respondents with incomes of \$100,000 to \$124,999 gave better rankings to “activities for all ages” than did those with incomes of \$125,000 or more.

Segment Analysis Table 28
Mean Ranks for a Live Performance Venue

Statistically Better Ranks Are Highlighted in Green

Statistically Worse Ranks Are Highlighted in Red

Lower Mean = Better Rank

	<\$50,000	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$124,999	\$125,000+
Live Performance Venue	2.69	2.79	3.01	2.98	2.52
Food/Market Hall	2.99	2.40	2.42	2.55	2.49
Activities for All Ages	2.49	2.46	2.35	2.06	2.69

When it came to types of retail for The Point, respondents with incomes of \$125,000 or more gave better ranks to “outdoor dining/cafes” than did respondents with incomes under \$75,000.

Segment Analysis Table 29
Mean Ranks for Outdoor Dining/Cafes
Statistically Better Ranks Are Highlighted in Green
Statistically Worse Ranks Are Highlighted in Red
 Lower Mean = Better Rank

	<\$50,000	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$124,999	\$125,000+
	n=100	n=82	n=88	n=93	n=231
Mean Rank	2.17	2.04	1.91	1.91	1.75
Median	2.00	2.00	2.00	2.00	2.00

When asked to rate the importance of having various training and education programs at The Point, respondents with incomes of \$50,000 to \$74,999 gave higher ratings, on average, to “adult education programs” than did respondents with incomes of \$75,000 or more.

Segment Analysis Table 30
Average Importance Ratings for Adult Education Programs
Statistically Higher Averages Are Highlighted in Green
Statistically Lower Averages Are Highlighted in Red
 Higher Mean = More Positive

	<\$50,000	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$124,999	\$125,000+
	n=100	n=82	n=88	n=93	n=231
Mean Rating	3.48	3.80	3.18	3.26	3.28
Median	4.00	4.00	3.00	3.00	3.00

Respondents were asked to rate the importance of various types of housing at The Point. The following differences were found:

- Respondents with incomes under \$50,000 gave higher ratings to “entry-level workforce housing” than did those with incomes of \$100,000 or more.
- Generally, respondents with lower household incomes gave higher ratings to “entry-level housing for first-time home buyers” than did respondents with higher incomes.
- In regards to “higher-end housing,” respondents with incomes of \$125,000 or more gave higher ratings than did those with lower incomes.

Segment Analysis Table 31
Average Importance Ratings for Types of Housing

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Averages Are Highlighted in Red

Higher Mean = More Positive

	<\$50,000	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$124,999	\$125,000+
Entry-level Workforce Housing	3.61	3.30	3.12	3.06	2.90
Entry-level Housing for First-time Home Buyers	4.09	3.59	3.36	3.41	3.16
Higher-end Housing	2.12	2.45	2.41	2.52	3.04

APPENDIX A: SURVEY RESULTS

Help to Plan The Point!

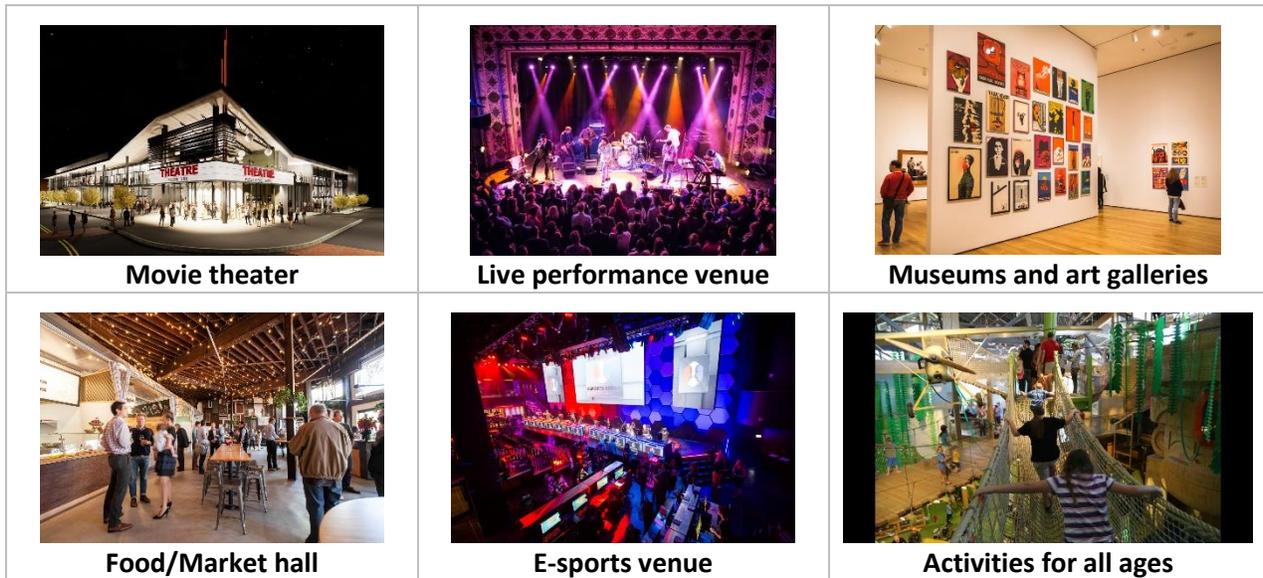
The 600 acres of state-owned property at the current site of the Utah State Prison in Draper is known as “The Point.” The site represents a unique opportunity to create an iconic Utah development.

We are creating a plan for the site that will guide future development. Your input will help us ensure the project reflects Utah values and meets the public need now and into the future.

Please take this brief, 5-minute survey to let us know what you think.

For the questions that asked respondents to rank their top three choices, the “rank score” provides an overall picture of the most preferred response options. The higher the score, the higher the overall preference. Rank scores are calculated by assigning a value to each response: Rank 1 = 3 pts., Rank 2 = 2 pts., Rank 3 = 1 pt.; these values are then added together to provide the overall rank score.

1. The Point will include a variety of opportunities for entertainment activities. Please rank the top three entertainment types you would like to see at The Point in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Movie theater	38	6%	61	10%	73	12%	443	72%	309
Live performance venue	142	23%	122	20%	118	19%	233	38%	788
Museums and art galleries	73	12%	112	18%	103	17%	327	53%	546
Food/Market hall	151	25%	146	24%	137	22%	181	29%	882
E-sports venue	27	4%	42	7%	62	10%	484	79%	227
Activities for all ages	184	30%	132	21%	122	20%	177	29%	938

2. The Point will include a variety of commercial development, including space for a range of retail options. Please rank the top three retail types in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Smaller, local/Utah-based retail	255	41%	181	29%	120	20%	59	10%	1247
Neighborhood grocery stores	64	10%	108	18%	238	39%	205	33%	646
Shopping center with national retailers	65	11%	92	15%	134	22%	324	53%	513
Outdoor dining/cafés	231	38%	234	38%	123	20%	27	4%	1284

3. The Point will include a range of open space types. Please rank the top three open space types in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Natural: Naturally-landscaped open spaces	147	24%	114	19%	152	25%	202	33%	821
Recreation: Linear open space corridors great for biking, walking, and running	243	40%	203	33%	118	19%	51	8%	1253
Play: Traditional neighborhood parks with a combination of mowed lawns, plants, sports facilities and hard surfaces	105	17%	160	26%	174	28%	176	29%	809
Civic: Parks and plazas intended for community gatherings and civic events	120	20%	138	22%	171	28%	186	30%	807

4. The Point will include a significant amount of parks and open space. Please rank the top three types of activities you would like to see at The Point’s parks in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Lawns, trails, and picnic areas	285	46%	157	26%	104	17%	69	11%	1273
Day use activities such as community gardens, bocce ball, or pick-up games	96	16%	224	36%	210	34%	85	14%	946
Civic plazas that are highly engaging and dynamic	147	24%	144	23%	168	27%	156	25%	897
Sports fields and organized recreation such as tennis, basketball, soccer, or fitness zones	87	14%	90	15%	133	22%	305	50%	574

5. The Point will include a range of park sizes. Please rank the top three park sizes in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Large community parks (15-25 acres)	277	45%	72	12%	116	19%	150	24%	1091
Medium-sized parks (5-10 acres)	176	29%	329	53%	84	14%	26	4%	1270
Neighborhood parks (2-5 acres)	131	21%	161	26%	304	49%	19	3%	1019
Small parks (1 acre or less)	31	5%	53	9%	111	18%	420	68%	310

6. A variety of outdoor spaces and plazas for civic gatherings and activities, including a central park, are envisioned for The Point. Please rank the top three types of spaces you would prefer to see in the central park.

	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Event spaces/amphitheater	137	22%	102	17%	92	15%	284	46%	707
Fountains and play areas	180	29%	181	29%	119	19%	135	22%	1021
Larger spaces for community activities	75	12%	90	15%	152	25%	298	48%	557
Smaller spaces/gardens for privacy and quiet	156	25%	124	20%	118	19%	217	35%	834
Small retail/concessions	67	11%	118	19%	134	22%	296	48%	571

7. The Point will include a variety of trail types for recreation, commuting and non-auto travel. Please rank in order of preference.



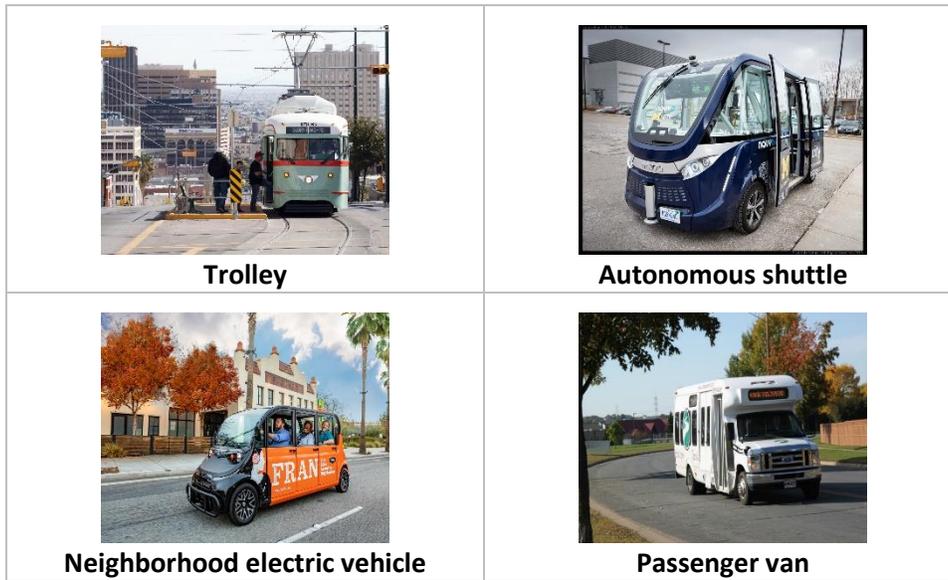
In an open space area

Dedicated pedestrian corridor

Multipurpose trail alongside a street

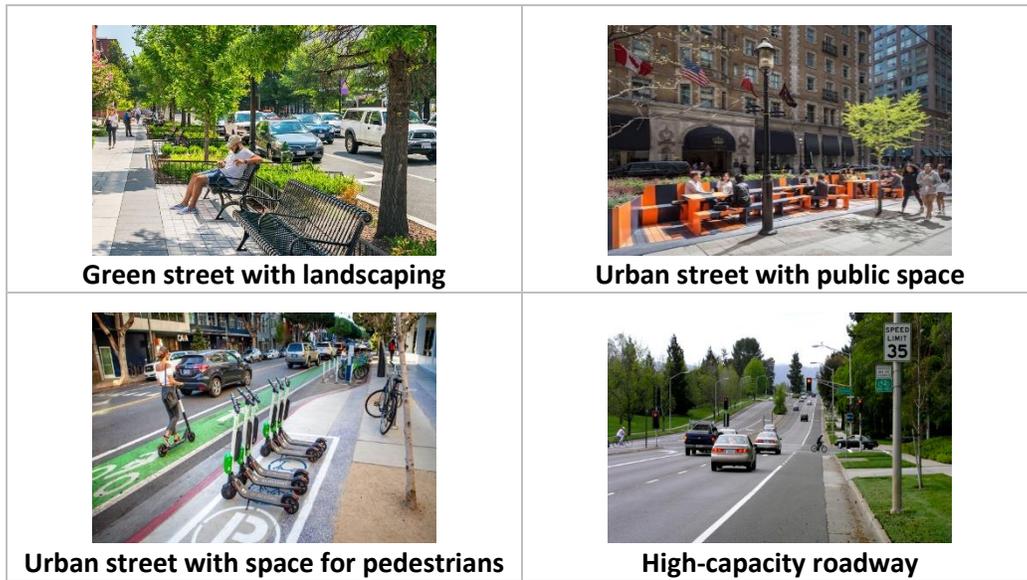
	Rank 1		Rank 2		Rank 3		Rank Score
In an open space area	346	56%	165	27%	104	17%	1472
Dedicated pedestrian corridor	174	28%	265	43%	176	29%	1228
Multipurpose trail alongside a street	95	15%	185	30%	335	54%	990

8. The Point will include a variety of choices for getting around within the site. Please rank the top three in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Trolley	296	48%	107	17%	144	23%	68	11%	1246
Autonomous shuttle	175	28%	206	33%	153	25%	81	13%	1090
Neighborhood electric vehicle	120	20%	215	35%	210	34%	70	11%	1000
Passenger van	24	4%	87	14%	108	18%	396	64%	354

9. The images below illustrate the potential character of streets at The Point. Please rank the top three in order of preference.



	Rank 1		Rank 2		Rank 3		Unranked		Rank Score
Green street with landscaping and green infrastructure	324	53%	144	23%	115	19%	32	5%	1375
Urban street with public space/outdoor dining	152	25%	253	41%	173	28%	37	6%	1135
Urban street with space for pedestrians, bikes, and scooters	109	18%	190	31%	258	42%	58	9%	965
High-capacity roadway that prioritizes vehicles	30	5%	28	5%	69	11%	488	79%	215

10. The Point will have several approaches for easily getting around the site without a vehicle. One option is to have several larger parking hubs located throughout the site (*pictured below*) instead of traditional parking lots at each building.



Using a one-to-five scale where one is "do not support at all" and five is "strongly support," please rate your level of support to have several larger parking hubs located throughout the site.

	n=615	%
1 - Do not support at all	43	7%
2	47	8%
3	162	26%
4	142	23%
5 - Strongly support	221	36%
<i>Mean</i>	3.73	
<i>Median</i>	4.00	

11. "Pedestrian priority" areas with limited or no access for cars (with exceptions for emergency and delivery vehicles) are planned at various locations across the site.



How important are these no-auto zones, on a one-to-five scale where one is "not at all important" and five is "extremely important?"

	n=615	%
1 - Not at all important	29	5%
2	42	7%
3	106	17%
4	162	26%
5 - Extremely important	276	45%
<i>Mean</i>	4.00	
<i>Median</i>	4.00	

12. Please rate the types of training and education programs you would like to see at The Point, using a one-to-five scale where one is "not at all important" and five is "extremely important."

K-12 educational programs

	n=615	%
1 - Not at all important	63	10%
2	61	10%
3	152	25%
4	148	24%
5 - Extremely important	191	31%
<i>Mean</i>	3.56	
<i>Median</i>	4.00	

Higher education programs

	n=615	%
1 - Not at all important	84	14%
2	73	12%
3	200	33%
4	134	22%
5 - Extremely important	124	20%
<i>Mean</i>	3.23	
<i>Median</i>	3.00	

Young adult vocational training

	n=615	%
1 - Not at all important	58	9%
2	65	11%
3	176	29%
4	144	23%
5 - Extremely important	172	28%
<i>Mean</i>	3.50	
<i>Median</i>	4.00	

Adult education programs

	n=615	%
1 - Not at all important	63	10%
2	76	12%
3	186	30%
4	154	25%
5 - Extremely important	136	22%
<i>Mean</i>	3.36	
<i>Median</i>	3.00	

13. Please rate the types of housing you would like to see at The Point, using a one-to-five scale where one is "not at all important" and five is "extremely important."

Entry-level workforce housing

	n=615	%
1 - Not at all important	113	18%
2	108	18%
3	133	22%
4	113	18%
5 - Extremely important	148	24%
<i>Mean</i>	3.12	
<i>Median</i>	3.00	

Entry-level housing for first-time home buyers

	n=615	%
1 - Not at all important	88	14%
2	77	13%
3	125	20%
4	126	20%
5 - Extremely important	199	32%
<i>Mean</i>	3.44	
<i>Median</i>	4.00	

Mid-level housing targeted at young families.

	n=615	%
1 - Not at all important	52	8%
2	68	11%
3	173	28%
4	150	24%
5 - Extremely important	172	28%
<i>Mean</i>	3.52	
<i>Median</i>	4.00	

Higher-end housing, targeted for larger families, empty-nesters and second home buyers

	n=615	%
1 - Not at all important	201	33%
2	107	17%
3	116	19%
4	89	14%
5 - Extremely important	102	17%
<i>Mean</i>	2.65	
<i>Median</i>	2.00	

Innovative new housing types with smaller units and shared amenities

	n=615	%
1 - Not at all important	197	32%
2	113	18%
3	131	21%
4	82	13%
5 - Extremely important	92	15%
<i>Mean</i>	2.61	
<i>Median</i>	2.00	

14. The Point will lead a new development model for our state with a focus on environmental quality and stewardship. Please rate the following priorities using a one-to-five scale where one is "not at all important" and five is "extremely important."

Mixed-Use Development = Less Driving = Better Air Quality

	n=615	%
1 - Not at all important	26	4%
2	43	7%
3	128	21%
4	154	25%
5 - Extremely important	264	43%
<i>Mean</i>	3.95	
<i>Median</i>	4.00	

Recycled Water Use: Grey Water/Stormwater recapture

	n=615	%
1 - Not at all important	21	3%
2	37	6%
3	93	15%
4	159	26%
5 - Extremely important	305	50%
<i>Mean</i>	4.12	
<i>Median</i>	4.00	

Minimize Water Use: Low-flow Fixtures/Xeriscape

	n=615	%
1 - Not at all important	28	5%
2	50	8%
3	114	19%
4	137	22%
5 - Extremely important	286	47%
<i>Mean</i>	3.98	
<i>Median</i>	4.00	

Mandatory Waste Recovery/Recycling

	n=615	%
1 - Not at all important	40	7%
2	40	7%
3	119	19%
4	130	21%
5 - Extremely important	286	47%
<i>Mean</i>	3.95	
<i>Median</i>	4.00	

Investing in a shared heating and cooling facility to operate The Point's buildings more efficiently

	n=615	%
1 - Not at all important	33	5%
2	44	7%
3	152	25%
4	149	24%
5 - Extremely important	237	39%
<i>Mean</i>	3.83	
<i>Median</i>	4.00	

Major investment in onsite renewable energy (solar/wind/geothermal)

	n=615	%
1 - Not at all important	52	8%
2	50	8%
3	117	19%
4	130	21%
5 - Extremely important	266	43%
<i>Mean</i>	3.83	
<i>Median</i>	4.00	

Energy-efficient building types

	n=615	%
1 - Not at all important	19	3%
2	20	3%
3	76	12%
4	170	28%
5 - Extremely important	330	54%
<i>Mean</i>	4.26	
<i>Median</i>	5.00	

15. What else would you like to tell us about The Point? [Open End]

	n=615	%
Looking Forward to The Point	67	11%
Consider Housing Options	51	8%
Do It Right, Don't Mess it Up, Consider the Future	26	4%
Consider Natural, Open, and Green Spaces	25	4%
Consider Traffic, Infrastructure, and Transportation	24	4%
Consider Being a Place for Everyone, a Gathering Place	22	4%
Consider Sustainability	19	3%
Consider Other Developments	15	2%
Consider Recreation and Entertainment	14	2%
Consider Families	13	2%
Consider the Prison	13	2%
Comments About Survey and Public Input	11	2%
Make it Beautiful	11	2%
Consider Trailways, Paths, and Active Transportation	8	1%
Consider Transparency and Fiscal Responsibility	8	1%
Make it Unique	8	1%
Good Luck and Other Well Wishes	6	1%
Consider Accessibility for the Physically Limited	5	1%
Consider Dining Options	5	1%
Support Local Businesses	5	1%
Consider Affordability	4	1%
Consider Shopping and Retail Areas	4	1%
No High-rises	4	1%
Professional Sports	4	1%
Avoid Low-end Development	3	0%
Consider Congestion	3	0%
Keep it Nice, Keep it Maintained	3	0%
Miscellaneous	25	4%
Nothing, Don't Know	209	34%

(For a list of categorized verbatim responses, see Appendix B.)

16. Do you identify as male, female, or do you prefer to self-identify?

	n=615	%
Male	302	49%
Female	310	50%
Prefer to self-identify (Specify)	3	0%

(For a list of verbatim 'self-identify' responses, see Appendix C.)

17. Which of the following ranges includes your age?

	n=615	%
18 - 24	84	14%
25 - 34	134	22%
35 - 44	124	20%
45 - 54	107	17%
55 - 64	87	14%
65 or Older	79	13%

18. What is your ZIP code?

	n=615	%
84003 - American Fork	62	10%
84004 - Alpine	12	2%
84020 - Draper	73	12%
84043 - Lehi	49	8%
84065 - Riverton	66	11%
84070 - Sandy	35	6%
84081 - West Jordan	55	9%
84088 - West Jordan	44	7%
84092 - Sandy	38	6%
84093 - Sandy	30	5%
84094 - Sandy	40	7%
84095 - South Jordan	54	9%
84096 - Herriman	57	9%

19. Which of the following best describes your race or ethnicity? Please select all that apply.

	n=615	%
White or Caucasian	567	92%
Hispanic or Latino	25	4%
Asian or Asian American	11	2%
American Indian or Alaska Native	8	1%
Native Hawaiian or other Pacific Islander	8	1%
Black or African American	3	0%
Other Race (Specify)	3	0%

(For a list of verbatim 'other' responses, see Appendix C.)

20. What is the highest level of education you have completed?

	n=613	%
Less than high school	0	0%
High school graduate	80	13%
Technical or trade school	52	8%
Associate's degree	111	18%
Bachelor's degree	249	41%
Post-graduate degree	121	20%

21. What is your current employment status?

	n=612	%
Employed full time	333	54%
Employed part time	58	9%
Self-employed	69	11%
Retired	73	12%
Student	22	4%
Homemaker	52	8%
Disabled	1	0%
Other (Specify)	4	1%

(For a list of verbatim 'other' responses, see Appendix C.)

22. Which of the following best describes your annual household income before taxes?

	n=594	%
Less than \$30,000	46	8%
\$30,000 - \$49,999	54	9%
\$50,000 - \$74,999	82	14%
\$75,000 - \$99,999	88	15%
\$100,000 - \$124,999	93	16%
\$125,000 - \$149,999	77	13%
\$150,000 - \$199,999	57	10%
\$200,000 or more	97	16%

23. Would you like to stay up to date on this process as the plan is finalized? If so, please provide your name and email address.

(Please see accompanying Excel file for contact information.)

APPENDIX B: ADDITIONAL COMMENTS ABOUT THE POINT

What else would you like to tell us about The Point?

Looking Forward to The Point (67) 11%

- All sounds great
- As long as it's not the prison, I think it's an improvement.
- Cool stuff
- Do something quick!
- Exciting (2)
- Fun to think about
- Get on with it
- Good (2)
- Great ideas
- Hurry up and build.
- I am excited to see how this new development grows.
- I can't wait. (2)
- I had never heard about it and I'm excited for growth.
- I like a lot of the proposals.
- I look forward to it.
- I look forward to seeing what the plans are!
- I love the ideas.
- I'm excited to not see the prison as the first thing you see coming into The Valley.
- I'm excited to see what becomes of this land.
- I'm looking forward to it.
- I'm excited for a great community expansion and removal of the prison.
- I'm excited for the opportunity to have something awesome. I hope it meets expectations.
- I'm excited for this project as long as it reflects Utah's values and culture.
- I'm excited to follow up and see what it becomes.
- I'm excited to see how it turns out.
- I'm excited to see it come together.
- I'm excited to see it!
- I'm excited to see what happens here.
- I'm excited to see what happens.
- I'm excited.
- I'm happy to see how it turns out.
- I'm just excited to see the plans for this development.
- I'm looking forward to growth and development.
- I'm looking forward to seeing this.
- I'm so excited to see this develop!
- I'm so excited!!!
- I'm very excited to hear more about this project, especially if it is truly more centered around sustainable options.
- I'm very excited to see what happens!
- It could be a great addition to The Valley.

- It looks cool!
- It sounds cool.
- It sounds great.
- It sounds pretty awesome!! New parks, some local small Utah businesses, food, etc. would be great. I hope it does not become an elitist place. In regards to the housing, I really hope there would be a lot of actually affordable good housing for families and first-time home buyers. Newsflash to developers: \$400,000+ is not affordable for most people. Thank you for asking Utahans for their thoughts and opinions.
- It's exciting to see what will happen!
- It's good.
- Nothing; it seems awesome!
- Sounds amazing.
- Sounds awesome!
- Sounds exciting.
- Sounds fun.
- Sounds good!
- Sounds good.
- Sounds interesting!
- Sounds like some great ideas.
- Sounds like you guys are putting a lot of thought into this. Thanks for asking what we want and not just building it without our input. I look forward to seeing what gets built there!
- Sounds pretty cool!
- Sounds really cool
- Sounds way cool!
- The ideas presented are things that my family and I would like.
- This is exciting for Draper. We need a place to gather as a community and for young people.
- This is so awesome. I'm excited to see where it goes. Thank you for your innovation and creative ideas! This makes Utah a more attractive place to live, in my view.
- This would be awesome.
- We're so excited!!! Let's do it!!
- Yeehaw!

Consider Housing Options (51) 8%

- Absolutely no high density housing! None at all. It will ruin the new development and tarnish the value of the surrounding property. Absolutely none at all. Single family housing or nothing at all!
- Affordable housing that people can own (townhome or condo) I think would be awesome here, the convenience of the point would pull a lot of people in. Especially with good dining, retail, and entertainment options.
- Do not put in high density housing!!!!
- Don't build homes. Build business and a place to keep economic value. Do not build homes.
- Don't jam a bunch of houses or condos right next to each other.
- Don't place buildings or homes. Let it be a large, nationally renowned outdoor space like Forest Park in St. Louis.
- Don't jam it full of high density housing and create major traffic problems and an ugly overcrowded look.
- Don't screw it up. Don't fill it full of crappy little houses or apartments.

- Don't try to put in as much new housing as possible. Consider the water shortages Utah has and traffic when considering how much housing.
- Focus on quality instead of maximizing quantity of units. Medium density not high density. It would be great to promote local business and refrain from chains and the same fast food chains we have in Utah
- Housing prices are out of control in The Valley this needs to be addressed.
- I don't want a lot of high density housing that isn't supported by infrastructure.
- I don't want it to be another big neighborhood. We have too many of those already. Something for young adults would be exciting
- I hope it includes plenty of affordable housing and community resources so locals aren't priced out of living there.
- I just hope the area isn't just filled with new townhouses that are all over like in Herriman and Riverton. I have lived in Riverton at 13400 S and 5200 W for eight years. I hate all the townhouses and single family homes that have been put in during that time. It is just crazy! I loved seeing the open fields, but sadly, they are mostly gone. I just hope the new area will have a decent amount of green space!
- I really don't want more townhomes or condos. They look so bad compared to other cities. It is becoming all city and we are losing the natural beauty that is Utah.
- I think it could be a prime opportunity to create some much needed resources for both southern Salt Lake County and northern Utah County. Affordable housing and amenities will prove very useful!
- I think it's a major waste of time and land. Just make normal neighborhoods.
- I would like to see it reclaimed as more of a housing development than as a retail. It would be an ideal location for someone to live and the commute would be an easy thing to live with.
- I would prefer not low income or lots of condensed housing.
- I'm not happy about this, but if you are going to do it, and you are, I would hope it won't be more multilevel apartments such as are being built in downtown SLC or McMansions. We certainly don't need another Daybreak.
- It would be great to have more affordable housing that would make a great space for young growing families.
- It's nice the state gives us an opportunity to think that space will be anything more than high-density, over-priced housing.
- Keep the housing to a minimum. We have enough people already clogging The Valley. Where do you think the water is going to come from? We live in a desert and all developers can think of is "more people" = "more money in my pocket." It's disgusting what has happened to our valley, especially since the prison didn't need to be moved! Greed won out again!!!!
- Large homes, 5,000 sq. feet or more. Parks.
- Lower cost housing is a critical need in our city. There are already plenty of options for those of us with lots of money.
- More homes/condos/townhomes for purchase and less rental units. Home ownership benefits citizens. Rental units benefit big money.
- More housing, less commercial
- Most Utahans realize there is a large need for entry level housing, but the entire area surrounding this planned location is large families in \$550k+ homes, for the most part. Building a ton of low income or even middle income housing are going to rise into the \$500k+ range before they are even done being built because the surrounding area demands a premium. If you build restaurants

and shops, the entirety of Draper, Herriman, Bluffdale, and South Jordan residents will visit the new site weekly. Everyone down here in South Valley talks about how badly we need more restaurant and retail space down here. If you build it, we will come.

- No high density housing
- No housing at all. We don't have enough water or roads or room for any more people. Stop building housing without the infrastructure. We're already too road-crowded and dense-housing-living. Stop trying to make little Salt Lake County as crappy as LA County or huge high density living in big cities. Let us stay smaller. No more housing please. We're getting too crowded.
- No housing!!!
- No low-income housing
- No more apartments or condos please
- No more apartments, townhomes
- Not have any type of living units at all
- Please avoid housing units all together.
- Please don't put apartments at The Point.
- Please don't fill it full of homes. Keep and preserve some of the natural Utah beauty. A place to escape the city within the city.
- Please don't put up a ton of apartments or townhomes.
- Please no condensed living housing like condos/apartments.
- Please no more high density housing!
- Please no more high density housing.
- Sounds like a lot of thought has gone into this. We do need to consider affordable housing for 50% and below AMI so families with vouchers and substantial low income can afford housing.
- The housing in Utah is so out of hand right now, so it would be nice to have affordable housing without going to bidding wars.
- There are way too many apartments popping up everywhere. The focus should be on preserving the housing we already have and supporting the younger generations into actually owning homes. Not trying to rent apartments to people.
- There is a shortage of retirement age housing in Utah. They are also the ones that benefit the most having amenities within walking distance, and they free up the housing market to new families in the traditional suburban areas. However, there was no option for that population.
- There's a considerable amount of high density housing going up in The Valley. It's become too uncommon to find beautiful, restful places within The Valley to enjoy and appreciate where we live. I would love to see this area represent what's beautiful about Utah and be a place where people can be their best.
- Utah needs more houses. Not apartments. People literally can't buy homes without going over budget and beyond their abilities. If you want people to have disposable income to put into the economy, we need to get people affordable homes.
- We don't want to see tons of apartments/condos.
- We're desperate for affordable housing for young adults just getting started in life.

Do It Right, Don't Mess it Up, Consider the Future (26) 4%

- Beauty and function today should not sacrifice our potential for tomorrow.
- Build it to make sense.
- Build smart, not hard.
- Do a good job with this rare opportunity!

- Do it right and set a standard for new, responsible development.
- Don't screw this once-in-a-lifetime opportunity up.
- Don't blow it up.
- Don't f*** it up!
- Don't mess this up.
- Don't screw it up. (2)
- Go big and plan for a far off future.
- I hope things are designed considering longevity and population growth.
- It sounds like The Point is headed in the right direction. I would love to see this as a reality and hope that the aim doesn't change to become endless high density housing.
- It's a one-time shot. Do not blow this opportunity because of cost concerns by developers.
- Just please do your best.
- Make it cool!
- Make it great! (2)
- Make it nice!
- Make sure parking is easy and convenient. Also, make sure that you won't have to do construction; just get it right the first time.
- Plan carefully for next 100 years. Treasure parks and nature for people to enjoy.
- Take time to get it right. I appreciate the survey.
- Use common sense in all decisions.
- Use the land wisely too. This will be a focal point for anybody coming into the county.
- Well managed for long-term enjoyment

Consider Natural, Open, and Green Spaces (25) 4%

- Focus on nature, renewable energy, and a clear view of the landscape. Thought should also be put into how The Point will function in the winter. Will it be similar to Temple Square? Will there be fire places or heated areas to still gather in the winter? It should be able to be utilized all year round.
- High percentage of land allocated to protected natural habitat; The Valley is going to have no undeveloped land.
- How about as little development as possible and as much open space as possible?
- I prefer large open spaces.
- I support more green areas and less roads and traffic.
- I would love to see a priority on nature and social spaces.
- It should be more landscape than buildings.
- It would be nice to maintain a peaceful atmosphere.
- It's nice to have green area.
- Leave more open, natural spaces for wildlife. There are many species of wildlife in the area, and it would be very valuable to leave some areas for the wildlife.
- Lots of gardens, playground for grownups, playgrounds for kids, affordable housing. Stuff around \$250k. Utah has enough of everything else. Please don't build any more expensive/large houses. It makes it impossible for the working class.
- Lots of green space
- Lots of greenery and water features would be great.
- More green space. No apartments/high density housing. Community gardens please! Water featured such as a stream. Affordable single family homes with big yard for empty nesters.

- More green, less people.
- No high-traffic area. Don't build apartments and condos. No major chain stores. More grass and wildlife and trails. Don't make it like every other city in the USA with all these malls and stores. Leave it more natural. I'm tired of the same crappy stores, restaurants, and movie theaters. They are all the same and boring.
- Open
- Open spaces or greenbelt areas are more desirable.
- Preserve as undeveloped open space. Not buildings.
- The open space, pedestrian-friendly options are most important to me.
- The space needs to have green space, maybe urban beehives and be water conservation friendly.
- There should be more parks and open spaces than housing. Don't turn it into Olympia Hills 2.0. It should be mainly retail and commercial businesses with parks and limited housing. No need to cram a bunch of people in there when you already have enough in independence.
- We have enough empty retail buildings and fast food places in this state. If we allow more housing, we are eventually going to run out of resources to survive. We need places where people can go to enjoy nature and the fresh air. Places where the community can gather to reconnect after this year's pandemic. You can be the safe haven that this state needs by building parks and areas where families can enjoy the outdoors.
- We need more open space parks like Dimple Dell. Utah is known for our scenery and mountains so making more areas to enjoy the outdoors is crucial to being more people here to live and vacation.
- We need more outdoor space rather than town houses and apartments. A place where the community can gather, rather than trying to shove as many people as we can into housing.

Consider Traffic, Infrastructure, and Transportation (24) 4%

- Control density to limit effect on surrounding traffic.
- Current access to the 600 acres will be from 14600 South and Bangerter Highway interchanges, which will be extremely congested. Because these two interchanges are only 1.5 miles apart, fly-overs at Bangerter and 14600 South, such as the I-215 at 9000 South should be considered for direct access to and from the area. The northbound fly-over could be designed to accommodate the potential future expansion of light rail into the area, with north/south alignment into Lehi, which would provide usable transit to and from the Silicon Slope development area.
- Good transportation to points west, not just north/south is important.
- I am not at all looking forward to all the additional traffic and people this will bring.
- I'm not looking forward to increase traffic in and around the area.
- If you don't get traffic figured out on 14900 South, it's going to anger everyone.
- I'm worried about more traffic with new housing and water demand. I wish they would build an amusement park like Six Flags or something.
- Make a couple of exits off the freeway.
- Make it easy access and pleasant to see from I-15. Keep it open for all.
- Make sure the road systems and parking around the area can handle the traffic.
- Make transportation easy to get to The Point, but make it more pedestrian-friendly with large parking structures throughout to make the areas enjoyable to walk around and enjoy without cars. Like Disney Springs in Orlando, FL.
- Non-automobile transit option to/from The Point. Trax.
- Please keep in mind the impact of traffic when designing.

- Please make the infrastructure compatible with the number of people.
- Please plan for efficient traffic flow in and out of the developed areas, for better air quality and sanity of all drivers and residents in surrounding areas. Let's go for greener and cleaner Utah!! Solar power for sure!
- Preferably light auto traffic
- Provide better roads from the interstate. It's a very dangerous corner, Point of the Mountain. Make more off-ramps.
- Roads for houses and getting around The Valley. Cleaning for sewage!! New facility. Nuclear is cleaner energy than what you have included.
- Tie in access by mass transit from say the South Jordan Trax/FrontRunner station to a central hub at The Point where you can then access other parts without having to drive.
- Traffic access to the area
- Traffic at this end of The Valley is already congested.
- We are very concerned about the impact this will have on traffic at the point of the mountain and the on/off ramps in the area!
- What will be done about the existing road infrastructure to accommodate this new development on the already overwhelming options?
- You must look at the existing transportation corridors and address access to The Point.

Consider Being a Place for Everyone, a Gathering Place (22) 4%

- A place where all Bluffdale residents may go
- All inclusive
- Benefit us all
- Build something for the people.
- I hope The Point becomes a place where a diverse population can gather and enjoy the amenities.
- I would like it to be a gathering place that is safe and enjoyable.
- I would like to see less housing and more community space.
- I'm most interested in this area not only serving the weekday professional community, but also being a bustling center of activity on weekends, both Saturday and Sunday. I would like to see a wide variety of food/entertainment options, not just centered on families, but also adult activities, with local and unique bars, restaurants, etc. I also think it's imperative to consider sustainability and environmental impact, given our poor air quality.
- It needs to be diverse, not just for the wealthy developers.
- It needs to cater to the average person, not the elitist.
- It would be nice that it is developed so all ages will enjoy the space, not just for younger people. Thank you for taking this survey and listening to what people are interested in.
- It's just going to be rich people anyway, but thanks for asking.
- Make it a place that will draw people to it.
- Make it a space for all people, not just snotty Draper citizens.
- Make it something special for everyone.
- Make it valuable to the surrounding community as well as those who live there.
- Make it welcoming to all but offer educational opportunities. It should offer amenities to all ages and educational backgrounds. Keep motorized vehicles out.
- Make the Point accessible and of interest to attract Utah County residents, as well as Salt Lake County residents. Smoke-free zone and liquor-free zone.

- Maybe something for the people instead of route capitalism. Make sure it benefits all and has a utilitarian purpose.
- Please make it something for all income levels, not just the well off.
- Something that everyone can enjoy but serves multiple purposes of the land and benefits everyone.
- Use it for all the people, not just the wealthy.

Consider Sustainability (19) 3%

- A modern, eco-friendly, mixed-zone city center where pedestrians are prioritized and automobiles are forgotten could be an incredible draw for Utah and for Draper. I imagine a city in that image would expand rapidly, create new business, and could promote a much healthier and happier lifestyle for its residents. I am all for the idea of an urban setting in The Valley and I think this could be the perfect location.
- Environmentally conscious
- Green, community-type living and structures that takes full advantage of sustainable energy to help alleviate the pollution caused by the amount of vehicles on the I-15
- Green, natural, get-some-exercise kind of place.
- I hope you choose the most environmentally sustainable way of living!
- I would love to see a more energy-efficient place in Utah!
- It definitely should be water efficient. A community gathering place.
- It would be nice to see something that is both sustainable for the environment, while still being fun for the community.
- Keep it with clean energy and space that isn't a huge housing development.
- Make it a climate-friendly city of the future. Something that's a first in the country. Utah could be a leader in this.
- Make it livable vs. trying to be all environmental.
- Make sure it doesn't affect air quality.
- Please don't prioritize a "green new deal" thinking. Be efficient, but not rabid about energy conservation.
- Please plant lots of native flowering species and trees! Our pollinators need your help. The Point can pioneer in sustainability and set an example for future development. Take the climate crisis we are experiencing seriously and think about the positive environmental impact you can make! I love all the ideas on energy/resource use and recovery; hopefully they are implemented because they are necessary in 2021!
- Resist temptation to comply with unrealistic environmental mandates and expensive regulations.
- Sustainable architecture!
- The greener, the better. We need more eco-friendly buildings to sustain a better and cleaner environment. Also, building homes that are accessible and affordable for first time home buyers are a must, as the rising prices of homes in the Salt Lake Valley have continued to push first-time home buyers, as well as young families, further and further away from being able to afford anything more than a 30+ year old apartment that is already ridiculously overpriced. Young Salt Lake residents also deserve to be able to afford a place they can call their own.
- This is a great opportunity to take advantage of current and future technology to create a more appealing and sustainable living environment.
- This is the time that Utah can shine and prove to the surrounding communities, and better yet, the surrounding states, that modern resource management can be cost-efficient, green driven,

and replicated for future profit. We are the beehive state and work hard for the sweet payoff. Why fall short and starve our state of the beauty that could be created? Market the hell out of it. Make a name for you and your partners with the innovative example of a green community hub.

Consider Other Developments (15) 2%

- Balboa Park meets Central Park!
- Don't make it look creepy like Daybreak.
- I believe Thanksgiving Point is a good example of what we should strive for.
- I like the idea of a large park with multiple sections much like Sugar House Park. Thinking about a gathering place for the 4th of July fireworks.
- I love the idea of a less car-centric area with smaller houses and small local retail right in the neighborhood. Ever been to a neighborhood in Japan? It's amazing.
- I picture Sugar House. The last prison area. Family fun, up-and-coming neighborhood with low-cost entertainment.
- I want it to feel like Barcelona or Madrid or Budapest. I went to some areas in these cities that were green space within the urban area. Great restaurants not too far away from places. Places to walk or ride a bike or play Frisbee. Beautiful landscaping. Artistic features. You were in the city but not of the city.
- Look into requiring LEED building certification, bird safe windows, porous concrete, native vegetation, etc. Check out Centennial Village planned by Disney, near Walt Disney World. It is a very appealing development. We don't need another amphitheater. There are many in the south end of the Salt Lake Valley and they are all competing for the same performers and patrons.
- Model it after Station Park in Farmington.
- Something like the Highline in New York would be so great!
- Something like the Irvine spectrum in California
- Sounds like a mini Central Park.
- This has a good opportunity to be a better Daybreak. Electric scooters, green parks and lots of walkways, smaller shops. That being said, I think the best housing is for first-time homebuyers or young families. There are plenty of big homes for older wealthy people in the Lehi, Draper, and Highland areas.
- Utah has tons of soccer fields, but very few nice baseball fields. Henderson, NV has wonderful parks: fields, splash pads, a skate park, a playground, and walking trails all in one area. Utah parks are disappointing when you see what other states have.
- We have enough shopping malls; what we need is a great large urban park similar to Zilker Park in Austin, Texas. We also don't need any more apartments, condos, or really anything with shared walls.

Consider Recreation and Entertainment (14) 2%

- An ice rink, fitness, family rec center
- Build an amusement park! No high density housing
- Do some fun and cool things so it's a destination.
- I would really like the e-sports arena.
- It would be great to just have more things to do in this area rather than having to drive far distances or into downtown for quality entertainment.
- Make it a fun center with local shops and restaurants and outdoor activities and events.
- Make it entertaining.

- Make it fun! Also Draper NEEDS actual sit down restaurants!!! Like Cheesecake Factory, PF Chang's, etc.
- Outdoor gym
- Outdoor swimming pool
- Please include fishing areas.
- This all sounds really cool! I'd suggest adding a fun park similar to Thunder Junction in St. George!
- We would really like a concert place.
- Why not build a golf course?

Consider Families (13) 2%

- Easily accessible and family friendly
- Family friendly
- Good places for families to spend a fun relaxing day together
- Green and family friendly
- I want it to be a place where families and communities can gather together to create a greater feeling of community.
- I would love somewhere fantastic to go on dates and take my young children to!
- I would personally prefer a community centered around young families and middle class families that has a community feel, a variety of activities and venues and is efficiently managed, but not so much so that it detracts from the quality of life of the residents (i.e. extreme environmental measures, home associations, or inability to get around efficiently without being reliant on public transportation).
- I'm hoping to have something with family-friendly activities that is affordable for everyone.
- Make it great for families.
- More gathering opportunities for large families that don't cost a fortune
- Play to Utah's family-oriented, happy place, but we are in a desert. It doesn't need to be LDS.
- Please have it be family friendly.
- Utah is a family-oriented state with many young families, as well as those who are aging out. This should be kept in mind.

Consider the Prison (13) 2%

- Did you know this is what they call the prison? I don't know about you, but there better be massive sage burnings. I'm excited to shop there, but I WILL have my crystals.
- Don't tear down the prison but turn it into an attraction similar to Alcatraz.
- I can't say I'm thrilled about the move to displace our prison with a commercialized space, however, if it is done in a way that is responsible, and also that fosters a strong community, I feel much more comfortable with the idea. (Prisoners are people too!)
- I think it is inhumane to be moving the prison in the first place. This is honestly bullshit, and this survey feels like a slap in the face to all the families who have loved ones serving time at the Draper prison. This is such a classist and inaccessible development. If anything, this space should be used for affordable housing or shelters to address the homeless crisis. So no, I have nothing else to say about "The Point."
- I would like to see one of the old prison buildings remain as a museum.
- I would prefer the prison stay where it is and forget all of this, to be honest! Build all of these options somewhere else!!!
- Keep cell block D as a possible historical site. Too many memories!

- Keep it prison themed: bars, barbed wire, chain link, cinder block, small windows, grey themed. Lock people in the restaurants. It could be like a Disneyland meets Alcatraz prison tour. Have them pay to spend a night in prison. Keep the history alive!
- Maybe leave the prison.
- People shouldn't complain when buying or building a house next to a prison or race track. The city needs to tell them to piss off. The prison was there first.
- Something to show that it used to be a prison.
- The prison should stay.
- The prison was there first!! Leave it be!! If it must be changed, don't build condos and town homes. Build actual houses with yards for kids to play in and families to gather together in!

Comments About Survey and Public Input (11) 2%

- I will be shocked if this survey has any influence on what has already been decided.
- I would just like to be a part of the reviews when brought up before city council or state board.
- I would like to see the final results of this survey.
- I'm excited to find out how my answers affect the development of The Point.
- It sounds like you guys have lots of different plans and options, so I appreciate you seeking opinions from the public.
- It's nice to know that there is thought and public input on the future of all that property.
- Please make sure the public knows how to stay involved in the community planning.
- Sounds like you've already decided what you're doing with the space, so why waste my time asking these questions?
- Thanks
- This was an excellent survey and I appreciate having the opportunity to provide input. Thank you!
- Try and keep the communities around the area updated on the choices that are made, and the timeframe that it might take.

Make it Beautiful (11) 2%

- Create a strong idyllic community people cherish and want to come to. Let it stand as its own culture. Think about beauty as well as functionality.
- I prefer timeless architectural themes, beautifully landscaped, and pedestrian/bike/scooter friendly.
- I would love to have it as a beautiful gathering place for families of all types. I would love educational opportunities.
- Lots of plants and bright colors
- Make it beautiful and family friendly.
- Make it beautiful!
- Make it beautiful.
- Make it pretty.
- Make it stunning, unlike any other project in Utah.
- Please don't make it sterile!
- That area has the potential to be really naturally beautiful. Please consider using more natural color tones in the architecture, rather than flashy colors and avant-garde building shapes to complement the natural surroundings.

Consider Trailways, Paths, and Active Transportation (8) 1%

- Dedicated cycling trails that connect other major trail systems. Utah has enough malls. We need a local, natural space that helps solve part of the housing crisis.
- I hope The Point will be connected to the Jordan River trailway system. Will FrontRunner be able to add a stop there? Please build affordable, energy-efficient housing.
- I think the focus should be on an area where people and the community are a focus instead of creating a car-needed site reminiscent of cookie cutter suburbia that we already have in Utah. A mix of urban and nature could be a great option to have, especially in an area with so much potential.
- I would love to see more bike- and pedestrian-friendly areas. We have too many giant roads already. Additionally, open grass areas are always a need.
- Integrate Jordan River recreation activities and nature preservation involving active community involvement.
- Make it cycle friendly.
- This area has an opportunity to be an amazing location to spend the day and relax and enjoy the scenery. I hope there are lots of trees and paths for walking. All dog friendly.
- Trails, bikes, parks, slash pads would be very nice. I really like the museums idea. These items would be the opposite of what used to be there (the prison).

Consider Transparency and Fiscal Responsibility (8) 1%

- Cost efficient
- Don't just waste tax dollars.
- Don't waste our money on stupid stuff.
- Don't let the potential tax revenue be the only guiding factor in decision making. It has its importance, but should not drive all decisions.
- How is this not corrupt? Greg Hughes seemed to be implicated in things. I feel it is not needed and frankly a waste of taxpayer money. I encourage you to be direct and transparent in who will benefit and how they will benefit.
- I think it will be very important that any and all political positions, opinions and actual elected officials do not be allowed to profit from any of The Point functions.
- I'm so glad we're spending millions of tax payer dollars to move the prison so private investors can privatize the profits for overpriced, low quality housing.
- Just make sure you recoup the cost of the new prison!

Make it Unique (8) 1%

- I would love to see things that identify Utah and its identity. It should highlight local businesses and the culture of Utah, so we don't get overrun by Californians and their ideas.
- Keep it a Utah feel. Accentuate Utah.
- Make it unique and "one of a kind!" Make it the best place for tourists and locals to visit and make them want to come back tomorrow.
- Please don't make it horribly generic like the rest of Utah. Sick with the environmentally-friendly theme. Bring in good local food, art, and shopping. No chains! We have too much of that already.
- Please make it unique and original for Utah. Not just another place for neighborhoods. Give it character. Create a community. And add an awesome dog park.
- Please use common sense to design an area that is uniquely Utah and not influenced by outside social or political pressure.

- Something new and inventive
- Unique architecture

Good Luck and Other Well Wishes (6) 1%

- Good luck developing it. Swamps are hard.
- Good luck!
- Good luck! We hope it's great!
- Good luck. (3)

Consider Accessibility for the Physically Limited (5) 1%

- A mix of economy, conservation, and ease of access, especially those with special needs/disabilities
- A planet-friendly, good stewardship development which is inclusive for individuals with physical limitations
- Ensure ALL areas, including walkways and entrances, are easily accessible to those who are disabled.
- Make it accessible for elderly or those who can't walk for extended periods of time. Moving sidewalks would be amazing.
- Wheelchair friendly

Consider Dining Options (5) 1%

- I would like it to include classy bars and dining.
- I would like to see no chain food or fast food restaurants.
- I would love to see a lot of dining options.
- Many of these ideas sound wonderful. The most enthralling is the outdoor dining emphasis. More like Europe please!
- Restaurants, grocery stores, parks, and, pickleball

Support Local Businesses (5) 1%

- Focus on prioritizing local companies and doing your best to keep the current landscape.
- Focus on Utah businesses.
- Local business and restaurant only.
- Save it for small developers and small business not government cronies.
- Support local!

Consider Affordability (4) 1%

- Affordable for the middle class please
- If gentrification is going to happen, then at least make it accessible gentrification. Don't charge for parking, provide affordable housing, make sure there's still access to everyday living for the people that live there or in the area (i.e. laundromats, grocery stores, post offices, etc.). Something cute, trendy and new will drive any and all prices up and will force out lower income people to a different part of Utah, yet again. Managing cost of living in a place like this is key.
- Make it affordable! Don't allow developers to profit from tax payer investment.
- Make it more affordable so that we can actually have a good time enjoying ourselves instead of it being a once-in-a-while place to visit!

Consider Shopping and Retail Areas (4) 1%

- A grocery store will be so nice! I'm super excited for The Point! New opportunities are appreciated!
- I want The Point to have a neighborhood grocery and also the mall. There is no mall in Draper, and I think it would be ideal to have a mall out there.
- Shopping
- The Point should have a shopping center and businesses throughout it to break up the drive to Salt Lake. It should have a lot of places for entertainment with restaurants and bars.

No High-rises (4) 1%

- Don't overcrowd the space with large multi-story buildings like high-risers.
- No high rise buildings
- Please don't build a lot of sky rise buildings, bring homes or businesses!
- Please no sky rises, and limit traffic increases.

Professional Sports (4) 1%

- A professional football team would be a great addition to Utah.
- Bring in an NFL football team!
- My unrealistic dream would be for an NHL or MLB stadium to be built!
- NFL and MLB stadiums

Avoid Low-end Development (3) 0%

- Do not let it become an area for the homeless, protestors, or low income who won't keep the area up (bad cars, trash, etc.). It may become an area of protestors and civic disorder if not managed and policed correctly. This should be a model for America!
- Don't let it become a crime-riddled hotspot for homeless people and drug dealers.
- Please do not turn this into a low-income project. I have noticed that most of these turn into a very unkempt and underappreciated properties and developments, though I understand that help is needed for low income.

Consider Congestion (3) 0%

- Don't develop it at all! We don't need more people and congestion in that part of the Wasatch Front.
- Don't overpopulate.
- Let's not overcrowd the area.

Keep it Nice, Keep it Maintained (3) 0%

- Keep it classy
- Keep it nice after it's finished.
- Need to keep area clean and orderly.

Miscellaneous (25) 4%

- 55 and older
- A proposed map would be nice.
- Animals
- Be good neighbors with surrounding neighborhoods and cities.

- Don't destroy Salt Lake.
- Drag racing area
- Educational and vocational opportunities for low-income and homeless populations to actively work towards a better standard of living.
- Focus towards younger generations.
- Free food
- Futuristic looking
- Have good vibes.
- How many residents are you planning for?
- How will this help the residents of Draper? Will our taxes be lowered? They need to be.
- I had never heard of The Point prior to this survey, so take that for what it's worth.
- I want a conservatory. I don't know if anyone has noticed, but it's bloody cold six months of the year, and bloody hot for three months of the year. Give us a darn indoor green area that's not just at the aquarium! Add a small area for grass and picnic tables. A small playground. And a walking trail around the whole conservatory. So we finally have a climate controlled place to play by ourselves, with family or friends. Even in extreme weather changes. Which is what our weather is!
- I'd like it to be a place with a positive vibe, where no one would guess that it used to be a prison.
- I'd never heard of it 'til this questionnaire.
- It should add to the value of our communities.
- It's windy. Try to reduce wind scientifically by landscape and buildings.
- Just remember we live in an area with four seasons. It would be nice to have the area friendly to all four seasons and adaptable to the range of weather we have in Utah.
- Keep the church out.
- Please figure out some type of pond or water access; it is so hot and dusty here.
- The only known "Moon Tree" in Utah is now at The Point near the prison (from seeds taken to the moon with Apollo 14). There is a group (run by the daughter of the astronaut) that focuses on second generation moon trees (starts from original moon trees). It would be nice to keep that tree (although it is getting older), and to incorporate starts from original moon trees (second generations) throughout The Point. After all, didn't Utah provide NASA with its first civilian astronaut (Jake Garn) and rockets/boosters, and NASA gear for Mars? Let's keep the moon tree and add others. This is Silicon Slopes, right?
- Urban amenities without urban problems
- When is it coming?

Nothing, Don't Know (209) 34%

- Don't know
- I don't have other feedback.
- N/A (68)
- Nada
- No (7)
- No comment (28)
- No other comments
- No suggestions
- None (8)
- Nope (3)

- Not a thing
- Not much
- Not sure
- Nothing (83)
- Nothing at this time (2)
- Nothing else to comment on
- Nothing that's not already been said

APPENDIX C: 'OTHER' RESPONSES

Do you identify as male, female, or do you prefer to self-identify?

- None
- Refused (2)

Which of the following best describes your race or ethnicity? Please select all that apply.

- Mixed
- Persian
- West Indian

What is your current employment status?

- Full-time student, part-time work
- Independent contractor, student
- Retired with part-time work
- Unemployed