

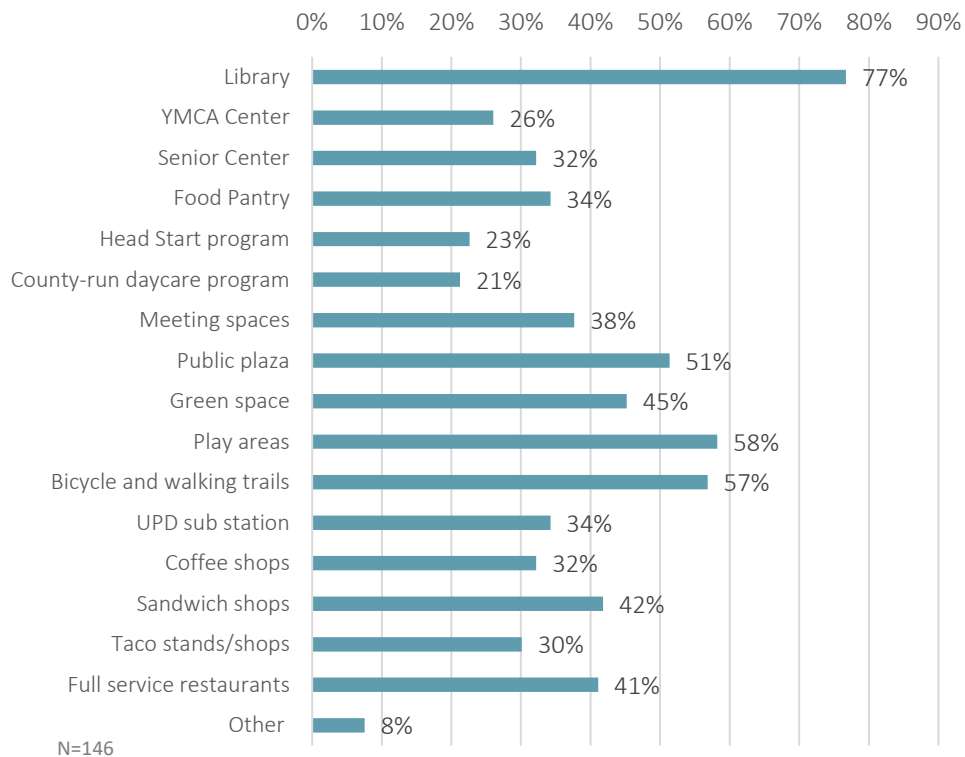
In order to gather input from Kearns residents and visitors about creating a new Kearns Campus, GSBS Consulting conducted an in-person and internet-based survey for community residents that explored current needs and potential interest in a new Campus. GSBS Consulting designed the survey instrument using a methodology and core question set that has been used successfully in other public outreach events around the state, and modified to meet the needs of the Kearns community. A copy of the survey instrument is located in Appendix A.

There were 150 surveys collected, four of the surveys were disregarded because they were incomplete. Surveys were administered starting in September and concluded at the end of October. The survey was administered at four events in the month of September: two at the Kearns Library, one at the Senior Center and one at a Kearns High School football game. In October, surveys were distributed and collected at another Kearns High School Football Stadium by the consultant team and on October 17th, 2016, the first public work shop was held at the Kearns Library. At this meeting, several surveys were distributed and gathered. A comparison of the demographics of survey respondents was compared to the public engagement plan metrics. The surveys collected are representative of the demographics of the community by race and ethnicity.

To better understand what the community would like to see at the Kearns Campus, we asked residents what type of amenities/activates they would like to see. Respondents were able to choose more than one option. Overwhelmingly, 77 percent of the respondents want to see a new library, followed by play areas with 58 percent, 57 percent responded in favor of adding bicycle and walking trails, while 51 percent wanted to a public plaza to be a part of the new campus. Additionally, 45 percent of respondents expressed a desire to have an element of green/open space as an amenity.

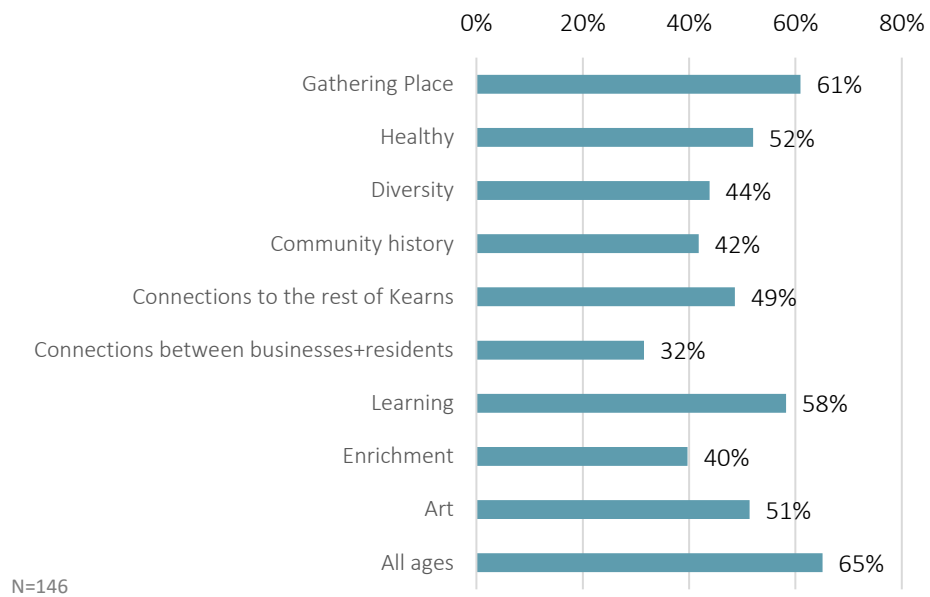
In our interactions with survey respondents, many have also personally expressed an interest to have an element that is unique to Kearns and reflects the areas history.

What of the following would you like to see included in this new Campus area?

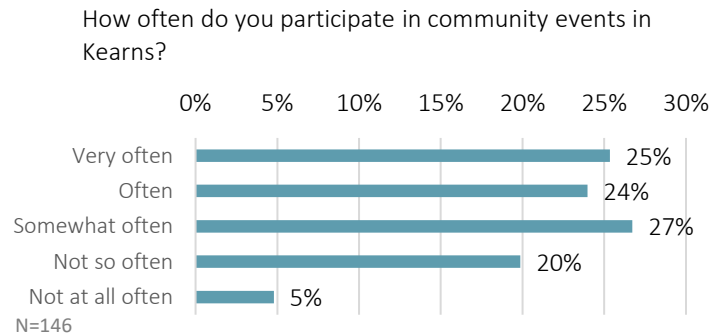


We also wanted to understand how people wanted the new Campus to feel and how they wanted to feel while being present at the Campus. Our takeaway from this question was that this space needed to be a gathering place, inclusive for all ages, and offers a healthy environment that has a connection with rest of the community. Around 65 percent of the respondents said the space should feel welcoming for people of all ages, and 61 percent stated the Campus needs to be a gathering place. Additionally, over 50 percent of respondents stated the Campus needs to feel healthy and have an art element, while 49 percent state there needs to be a connection to rest of Kearns. There was also significant support for elements of diversity and community history.

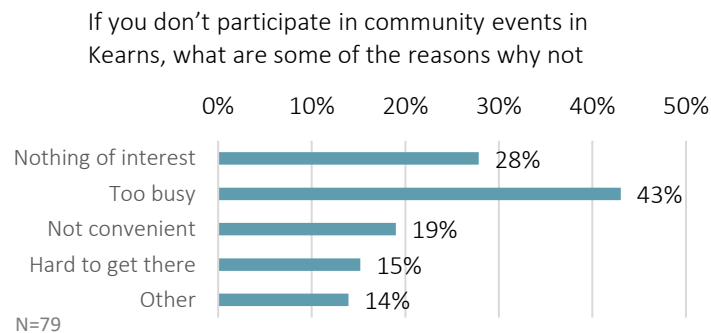
What are the most important ideas to consider in the design of the new Campus?



Asking how often people participate in community events allows us to better understand resident's availability interest. Overall, our findings show residents participate in community events. Respondents participated very often, or often 25 and 24 percent of the time, respectively. While 27 percent of the respondents participated somewhat often. Approximately, 20 percent did not participate often, and 5 percent did not participate at all.



Knowing why people don't participate gives us opportunities to better design the new Campus that engages its community more effectively. It also helps us better understand how events should be organized to better engage the community as well. The major reason for residents not participating in events was due to time and being too busy, 43 percent stated this as the primary cause. There was also nothing of interest according to 28 percent of respondents. Convenience and accessibilities were also issues with 19 percent stating the event was not convenient and 15 percent stated it was hard to get there. Additionally, there were 14 percent stating there were other reasons which, overwhelmingly, stated they had no knowledge of events or that there was no effective advertising regarding the event.

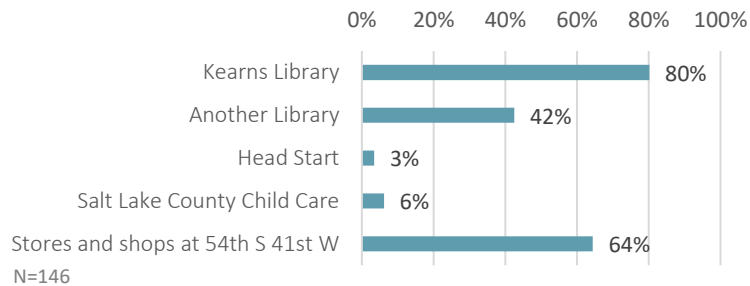


We also asked resident to tell what types of activities would they participate in if they were available in Kearns? There was strong support to have an art element be a part of the new Kearns Campus. Additionally, music event/concerts were also suggested along with sports/game activities and a farmer's market.



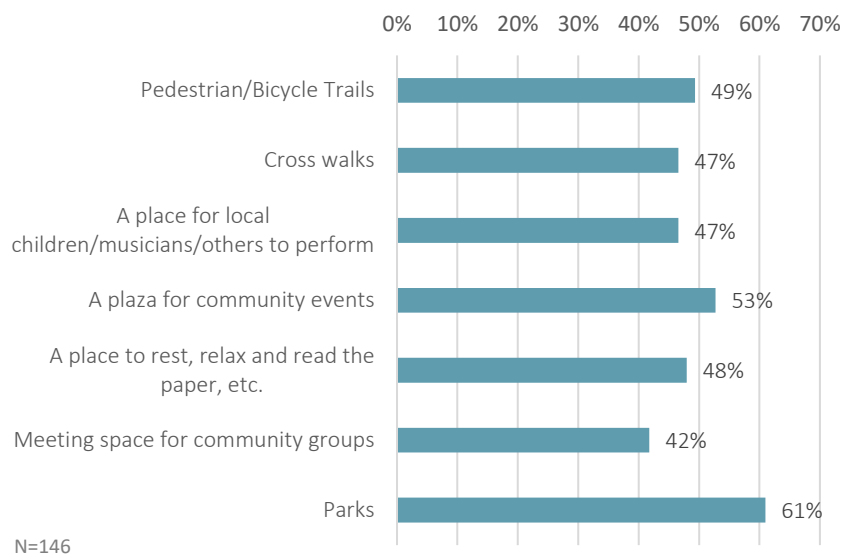
Overall, 80 percent of respondents have visited the Kearns Library in the last 18 months, and 42 percent visited another library. Additionally, 64 percent have visited retail shops located near 5400 South and 4100 West.

Have you visited the following in the last 12 months?



We asked what amenities should be more available in Kearns? Over 60 percent stated they would like to see more parks in the community. 53 percent want to see more plazas/spaces for community events. There was strong support for more pedestrian/bicycle trails, with 49 percent, while 48 percent want to see more places to relax and rest. There was an even support, 47 percent, for more cross walk and places for local music performance. It is important to mention, while surveying school-aged children, most had mentioned they had a near miss with a car in recent memory when crossing 5400 South. Additionally, 42 percent of respondents wanted to see more meeting space for community groups.

What amenities do you think should be available or more available in Kearns?

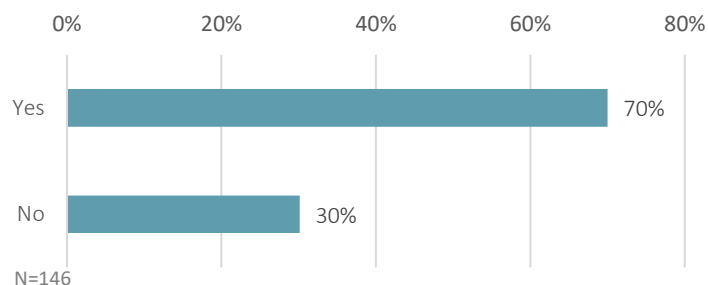


Who Took the Survey

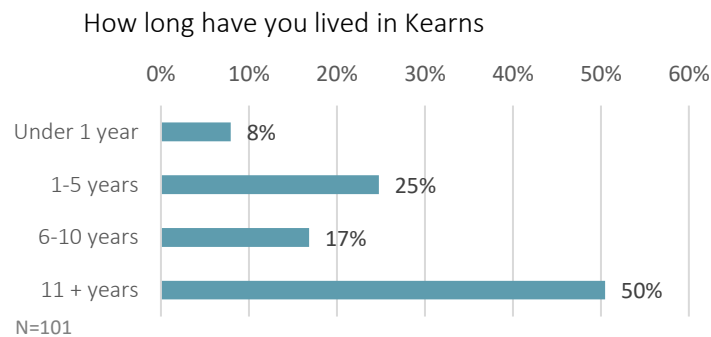
One of our goals with the public outreach was to have a survey sample which was representative of the diversity of the Kearns residents. We compared the Gender, Age, Household Size, and Race/Ethnicity makeup of Kearns from the survey sample to that of the US Census, American Community Survey 2015 5-year average

Our surveys were administered in-person, during events which took place within Kearns. Overall, 70 percent of respondents lived in Kearns, while the remaining 30 percent were visitors to Kearns.

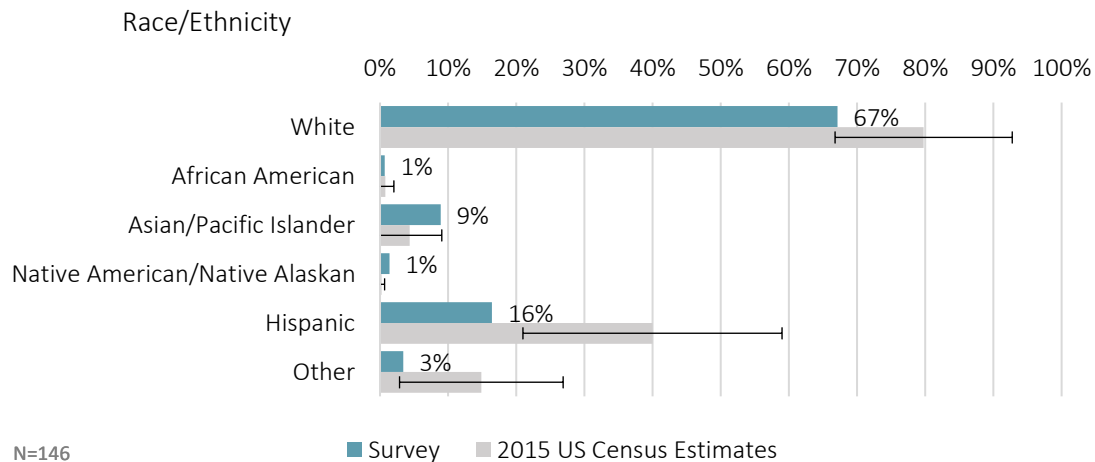
Do you live in Kearns



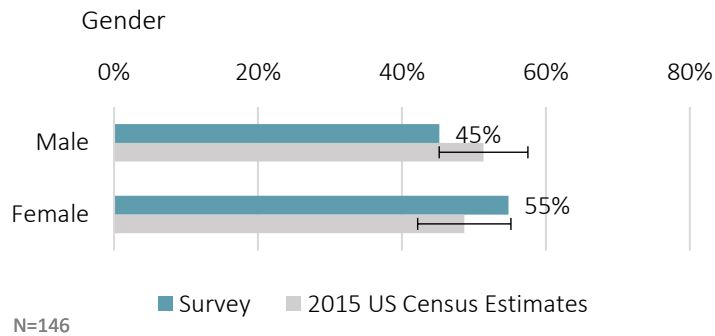
For those residents living in Kearns, 50 percent stated that they have lived in Kearns for more than 11 years, while there were 17 percent stating they have been in the community between 6 to 10 years, 25 percent stated they have lived in the community between 1 to 5 years, and 8 percent of the respondents have been in the community for less than one year.



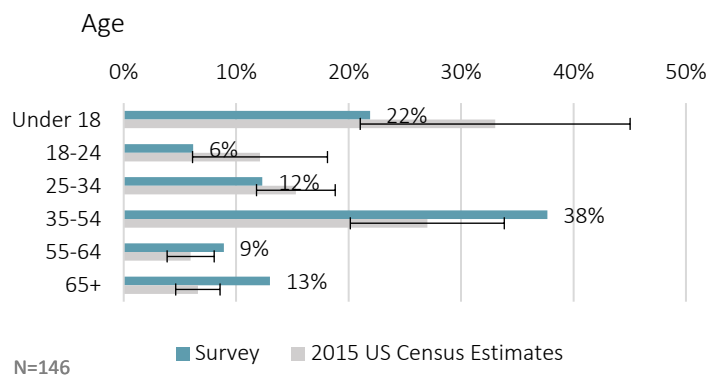
When comparing the racial/ethnic makeup of respondents to Kearns overall, we were able to stay within the US Census data margin of error. With the exception of those who identified as Hispanic, we were able to stay within the margin of error. Overall, most of the respondents identified as White, 16 percent identified as Hispanic, and 9 percent of the respondents identified as Asian/Pacific Islander.



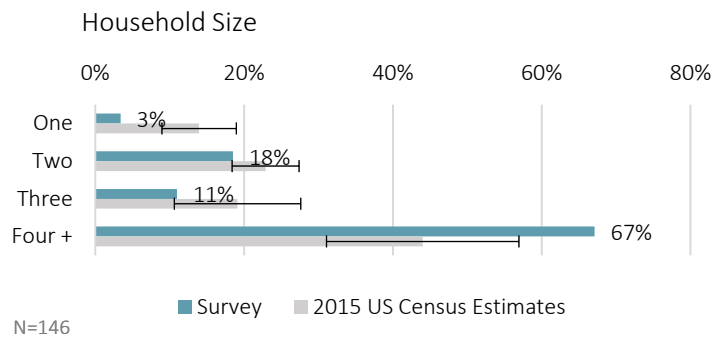
The gender split of the survey respondents was also within the Census margin of error. More respondents identified as female. However, the split was only 10 percent.



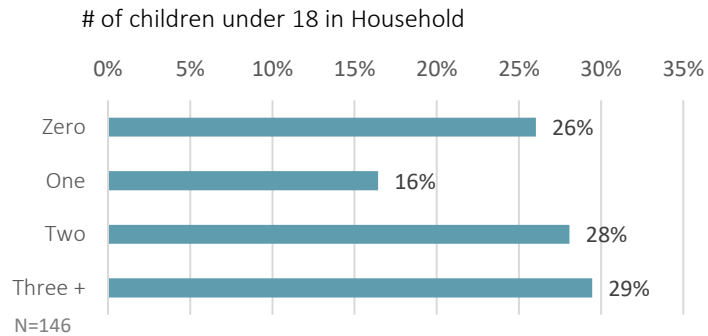
Regarding age, we oversampled those between the age of 35 to 65+. There were 38 percent of respondents that identified their age to be between 35 and 54 years, while 22 percent were under the age of 18.



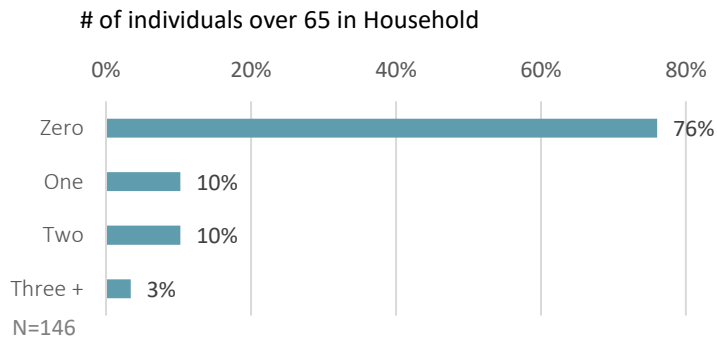
We oversampled those households which had 4 or more people and under sampled those with just one person living in them. Majority of the respondents had four or more individuals in them.



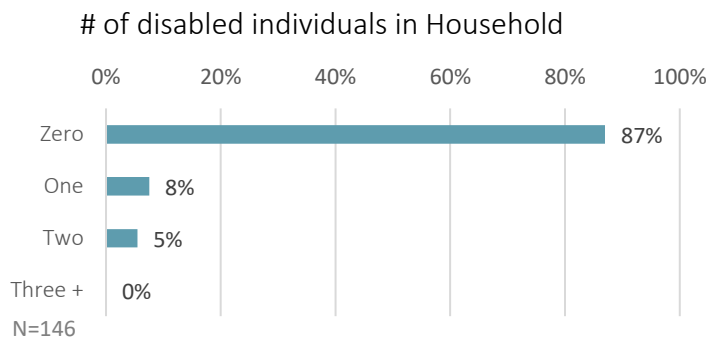
There were 29 percent of respondents which had three or more children under the age of 18 in the households, 28 percent had two, while 16 percent had one. Just over 25 percent had no children under the age of 18 living in the household.



There were 76 percent of households which claimed there were no persons over the age of 65 living with them. Additionally, there was an even split between those who had one two people in the household with the age of 65 or older, and 3 percent had three or more people



There were 87 percent of respondents stating there were no disabled individuals in the households, while 8 percent stated there was one person, and 5 percent stated there were two.



Appendix A

**Kearns Community Campus
Survey #1**

1. The Healthy Kearns Committee is planning a new community campus somewhere near 5400 South and 4100 West. The Campus is intended to be walkable and welcoming. What of the following would you like to see included in this new Campus area?

- Library
- YMCA Center
- Senior Center
- Food Pantry
- Head Start program
- County-run daycare program
- Meeting spaces
- Public plaza
- Green space
- Play areas
- Bicycle and walking trails
- UPD sub station
- Coffee shops
- Sandwich shops
- Taco stands/shops
- Full service restaurants
- Other _____

2. What are the most important ideas to consider in the design of the new Campus?

- Gathering Place
- Healthy
- Diversity
- Community history
- Connections to the rest of Kearns
- Connections between businesses and residents
- Learning

- Enrichment
- Art
- All ages

3. How often do you participate in community events in Kearns? (Choose one)

- Very often
- Often
- Somewhat often
- Not so often
- Not at all often

4. If you don't participate in community events in Kearns, what are some of the reasons why not? (Choose all that apply)

- Nothing of interest
- Too busy
- Not convenient
- Hard to get there
- Other (please specify)

5. What types of activities would you participate in if they were available in Kearns?

6. Have you visited the following in the last 12 months? (Choose all that apply)

- Kearns Library
- Another Library
- Head Start
- Salt Lake County Child Care
- Stores and shops at 5400 South 4100 West

7. What amenities do you think should be available or more available in Kearns? (Choose all that apply)

- Pedestrian/Bicycle Trails
- Cross walks
- A place for local children/musicians/others to perform
- A plaza for community events
- A place to rest, relax and read the paper, etc.
- Meeting space for community groups
- Parks
- Different shops and stores such as:

- Other (please specify)

8. Please tell us about yourself. Gender:

- Male
- Female
- Choose not to say

9. Age

- Under 18
- 18-24
- 25-34
- 34-54
- 55-64
- 65+

10. Race/Ethnicity (please choose all that apply for you personally)

- White
- African American
- Asian/Pacific Islander
- Native American/Native Alaskan
- Hispanic

- Other
- Choose not to say

11. Do you live in Kearns?

- Yes
- No

12. If yes, how long have you lived in Kearns?

- Under 1 year
- 1-5 years
- 6-10 years
- 11 + years

13. How many people in your household?

- One
- Two
- Three
- Four +

14. How many children under 18 live with you in your household?

- Zero
- One
- Two
- Three +

15. How many individuals 65+ live with you in your household (including yourself if applicable)?

- Zero
- One
- Two
- Three +

16. How many disabled individuals live with you in your household (including yourself if applicable)?

- Zero
- One
- Two
- Three +

17. Would you like to receive project updates and invites to open houses and other meetings? If yes, please provide your email or mailing address.

Preferred Method: Email Regular Mail
Email Address:

Mailing Address:

Appendix B

Question 1 Other What of the following would you like to see included in this new Campus area?

- Shopping Center
- Movie Theater
- Farmers Market
- New pool/rec center
- Wifi Hotspot
- Place to make art
- Pizza Places
- Dog Park
- parking
- Zumba
- Museum

Question 4 Other If you don't participate in community events in Kearns, what are some of the reasons why not

- Age
- No Advertising
- No Advertising
- No Advertising
- No Advertising
- No Advertising
- No Advertising
- No Advertising
- No Advertising
- Time

What types of activities would you participate in if they were available in Kearns?

- A nice place
- Activities
- Anything
- Art
- Art
- Art
- Art
- Art
- Art
- Art
- Art
- exhibits.
- Art
- Crafts
- Beer tasting
- Block Party
- Book Clubs
- Coffee
- Community Events
- Community Garden
- Community Unity
- Concerts

Cultural events
education on law
Educational Activities
Educational Activities
Enrichment
Fairs
Family Activities
Family Activities
Family Venues
Family Venues
Farmers Market
Farmers Market
Farmers Market
Farmers Market
Farmers Market
Festivals
Festivals
Financial Classes
Food
food festival
Free Activities
fun
Fundraisers
Games
Games
Games
History
ice cream shop
Increase Tax base
Kids Activities
Mom Meetup
More stuff to do
More Walkable
Movies
Movies
Movies
Music
Music
Music
Concerts
Nature
Outdoor Activities
Outdoors
Petting Zoo
Physical Activities
Physical Activities
Relaxing
Skate Park
concerts

concerts
Soccer
Soccer
Sports
Sports
Sports
Sports
Sports
Sports
Toddler Activities
Water
Water
Yoga

Question 7 Other: Other stores such as

Barbershop
game stop
ice cream shop
book store
New Stores
Smith's
Better clothing stores
Restaurants
Asian store
Game Shop
Hot topic
Local Owned
Starbucks
Walmart
Ross
Target