



STAFF REPORT

Meeting Type: City Council Meeting
Meeting Date: March 2, 2026
From: Gregory Brewster, IT Director/SandyNet General Manager
Subject: Community Survey Preliminary Results

DECISION TO BE MADE:

None. Staff will be presenting initial findings from the survey and seeking feedback and discussion on next steps.

APPLICABLE COUNCIL GOAL:

N/A

BACKGROUND / CONTEXT:

Back on December 15, 2025, City Council held a work session and discussed the scope, questions and proposed details for a community survey. During that meeting, Staff received feedback on the project, regarding its scope, the questions/sections that were offered and Council's desired outcomes. Staff updated and finalized the list of questions for the survey and went live on January 26, 2026. The survey closed on February 23, 2026.

The survey was designed to poll opinions from the community on their level of quality or satisfaction from city services, as well as provided feedback on other City goals or initiatives. The survey allowed anyone to respond, and demographic information was gathered to help show where responses came from.

There were 89 questions asked over eight sections: Community Image, Community Connection and Forward Progress; Safety; Local Economy; Transportation and Mobility; Parks and Recreation; Library; Public Engagement; and Quality of Life. The last question of each section gave respondents the opportunity to write in and share any additional comments with the City.

KEY CONSIDERATIONS / ANALYSIS:

The survey was live and available online for almost a month, and during that time received 1091 responses. Of those responses, 797 were from within Sandy city limits, and 199 responses came from those outside city limits, but within the 97055 zip code. The average survey time was 21 minutes and 77% of respondents completed the survey. Across all eight sections, 1824 comments were collected.

Section	Write-in Comments
Community Image, Community Connection and Forward Progress	447
Safety	318
Local Economy	293
Transportation and Mobility	137
Parks and Recreation	245
Library	121
Public Engagement	104
Quality of Life	155

Staff have done their best to scrub through and make sure there was no personally identifiable information in the comments, otherwise all comments were unaltered.

Responses were gathered entirely online, and Staff mailed out three paper copies of the survey but received zero of them back. Most of the traffic to the survey was driven through Facebook, under a boosted post that was placed on the City of Sandy's Facebook page. While paying to drive traffic for a survey may seem unusual, it did consistently bring in responses over the last month. Staff did not target individuals or groups specifically, and left Facebook and its algorithm to determine the best audience and how to reach them. The only parameter that the City placed on its advertisement was a five-mile focus around downtown Sandy, covering the entire city.

Sampling and Benchmarking

Staff chose to use a non-probability sampling for gathering responses. Responses came in from sources like Facebook, the City of Sandy website, the Sandy Standard newspaper and Sandy Source newsletter, and are best represented as a random audience. Many community surveys send out survey packets to a fixed number of individuals by mailing the questions directly to an individual, which is a more specific form of sampling. The way that Staff conducted its survey isn't necessarily wrong, but it is important to note that it is traditionally different from other community surveys. Responses may be under or oversampled among the sections, and its audience.

For the preliminary assessment, Staff has filtered out responses that came from outside Sandy city limits. Demographic information was used to gather the zip code and area where a respondent lived and makes filtering out data easier to work with. With the 797 responses from within city limits, and an estimated population of 13,000, exactly 797 responses were needed to achieve a 98% confidence and 4% margin of error.

When comparing Sandy to other cities that have performed similar surveys, the questions often do not match up entirely, and results may be skewed. Some cities formulate their questions to push respondents to one side or another, which may not accurately represent a respondent's true feelings. For example, the City of Milwaukie did not use the response fair or neutral as their middle responses, but rather *I Don't Know*. Staff attempted to provide enough responses to reduce the amount of compromise that respondents might feel when answering and used the term fair or neutral/indifferent

for the survey's middle response. Traditionally, fair is not a positive response, and in many cases may be borderline negative. This is something that became difficult for Staff to consider when analyzing results, and future surveys should consider reviewing neutral answers to make sure that answers are collected as accurately as possible.

For this survey, Staff did not consider neutral or fair answers to be good, nor bad, and offers it as one of three outcomes.

Preliminary Result Highlights

Demographics. Demographic information is gathered at the beginning of the survey including residence, age and years spent living in Sandy. 73% of respondents live within city limits and 17% live outside of city limits. A majority of respondents have lived in Sandy for 10 years or more; 20% of respondents have lived in Sandy between 6 and 10 years; 15% between 3-5 years, and 8.2% have lived in Sandy for two or fewer years. Less than 12% of respondents rent homes, and nearly 86% live in single family homes, with the remaining percentage being apartments, townhomes, condos and duplexes. Age ranges for 30-39, 40-49, 50-64 and 65+ years of age averaged between 20-25% each and less than 5% of respondents were between 18-29 years old.

Community Image, Community Connection and Forward Progress. For overall City of Sandy reputation, 11% say it was poor, 30% were neutral and 59% said that it was good. Likewise, when comparing Sandy to other cities, 67% of respondents said Sandy was better, and 23% said that it was fair/similar with other cities. Over 70% of respondents are likely to remain in Sandy for the next five years, 14% were unsure if they will remain in town and 16% said they were likely to move out of Sandy.

When asked about whether or not Sandy was moving in the right direction, the responses were mixed. 41% said that Sandy was moving in the wrong direction, 35% were indifferent and 25% said that Sandy was moving in the right direction. It's good to note that this question is general and is likely influenced by a multitude of factors. Statistical analysis may help identify some of the factors that may be influencing responses, such as 79, *How informed do you believe that you are on City of Sandy related projects, goals and issues?*

Safety. 79% of respondents feel safe in Sandy, and 18% say that their level of safety is fair. Less than 3% of respondents feel unsafe in Sandy. Similarly, 82% of respondents feel safe in their neighborhood. 71% of respondents rate the Sandy Police Department's services as good or excellent and 19% are neutral.

Ranking the importance of safety concerns doesn't allow respondents to make tradeoffs when answering questions. As a result, responses can often get stacked and the result ends up being an increased level of importance across the responses, despite Staff or department capacity. 80% of respondents feel that traffic and speed enforcement in Sandy is important, and 92% feel that theft prevention is important. When it comes to community policing, 82% of respondents feel that it is important for the community.

There was no consensus among the community about the benefit of red-light cameras or speed cameras. 36% feel that they would not provide a benefit to the community, 25% are neutral or indifferent on the subject and 37% feel that they would be useful.

Local Economy. A majority of respondents are indifferent in their opinion of the overall economic health in Sandy. 45% say it is fair, 33% say it is good and 22% say it is poor. That trend is similar for questions regarding Sandy being a good place to work, a good place to visit and the variety of businesses and

service establishments in Sandy. When it comes to employment opportunities, 41% of respondents say that it is poor and 36% say it is fair. Over half of the respondents say that it is important that the City invest in economic development, and 75% of respondents say that it is important that the City continue to invest in city owned and operated infrastructure.

When it comes to goods or services that respondents leave Sandy to get, the top five responses include healthcare, retail, entertainment, hospitality and professional services.

Category	Response Rate
Healthcare	77%
Retail Stores	72%
Entertainment	68%
Hospitality	40%
Professional Services	39%

Respondents said that the biggest livability issue that Sandy faces is utilities and infrastructure with 61% saying that it is either an important or very important issue.

Transportation and Mobility. For streets and ease of travel, 59% of respondents feel that traffic on major city streets is good or excellent, with 31% feeling indifferent. This response changes for downtown and highway sections of Sandy, where 43% of respondents said that traffic flow is poor and 38% were indifferent.

For the cost to ride the Sandy Area Metro (SAM), 74% of respondents answered that the price is correct, and 26% feel that the cost is too cheap.

Parks and Recreation. 73% of respondents say that the quality of Sandy’s parks is either good or excellent, and 22% have a neutral response. Of the respondents who answered, 80% had a positive opinion of Sandy’s Winterfest program, and 16% said it was fair.

At the Community/Senior Center, 83% of respondents who visited in the past year had a good or excellent experience.

Library. The most popular service at the library continues to be the offering of physical materials, such as books and magazines, with 75%. The second most popular service is the eBook and audiobook offering at 26% of respondents. 78% of respondents say that the level of technology offered by the library is either good or excellent and 20% say that it is fair. Likewise, 74% of respondents say that the level of electronic materials is good or excellent, with 21% saying that they are fair.

Public Engagement. About 47% of respondents interacted with the City in some way over the last year for either help or information. Of those respondents, 67% had good or excellent experiences. Note that this question does not mention interacting with Staff directly, but it is assumed that most responses required at least some interaction with Staff. Seventy respondents or 11% stated that they had attended a city public meeting in the last 12 months. The question mentioned that a city public meeting was not a school district or county board meeting. 31% of respondents say they are uninformed when it comes to City of Sandy related projects, goals and issues. 60% say they are somewhat informed, and only 9% feel they are very informed.

Quality of Life. Most respondents had positive opinions about their quality of life, and 84% say it is either good or excellent. That number decreases to 67% when respondents were asked about the community's overall quality of life.

Publishing and Making Data Public

Staff will be publishing working documents for the Council and public to download and use for future insight or research. Staff have been working on a web page that will allow the data to be filtered live and provide insight and compare questions and answers against each other.

BUDGET IMPACT:

N/A

RECOMMENDATION:

Staff respectfully request that the City Council provide feedback and next steps for analyzing and using the survey results.

SUGGESTED MOTION LANGUAGE:

N/A

LIST OF ATTACHMENTS / EXHIBITS:

- A: Question List
- B: Filtered Survey Responses