



# REQUEST FOR COUNCIL ACTION

**Action:** Request feedback from Council

**Meeting Date Requested** : 02/11/2025

**Presenter:** Warren Hallmark

**Deadline of item** :

**Applicant:**

**Department Sponsor:** Council Office

**Agenda Type:** DISCUSSION TOPICS

**Presentation Time:** 10 Minutes

*(Council may elect to provide more or less time)*

## 1. AGENDA SUBJECT

Discussion of the Upcoming 2025 Resident Survey (via Y2 Analytics)

## 2. EXECUTIVE SUMMARY

In 2023, the City Council allotted funds for a contract with Y2 Analytics to conduct a citywide survey, in an effort to collect feedback from as many West Jordan residents as possible. The surveys conducted in 2023 and 2024 were distributed prior to the budgeting process but were received by the Council and Administrative staff after the budget had been finalized.

For the 2025 survey, it has been suggested to start the process earlier in the year, so data from the survey could be utilized in the 2025 budgeting process.

Y2 Analytics has already initiated conversations regarding an adjusted timeline, and staff is seeking Council feedback on the following:

- What questions from the 2024 survey should be repeated in 2025?
- Were any 2024 survey questions unnecessary or particularly useful?
- Are there any new trends or circumstantial “one-offs” that should be included in the 2025 survey?

Warren Hallmark, Policy Analyst in the Council Office, is the Project Manager for the survey.

## 3. TIME SENSITIVITY / URGENCY

The timeline for the survey has not been solidified, but Y2 generally requires a three-week window for processing; one week to collect data and two weeks to compile finalized reports.

## 4. FISCAL NOTE

Council has already approved a budgeted amount for the 2025 survey and the agreement is renewed for 2025.

## 5. POSSIBLE COUNCIL ACTION

The Council may choose to:

1. Provide support to Council Staff/Admin Staff to proceed with the survey process;
2. Continue the item for to a future Committee of the Whole meeting;
3. As applicable, refer the item to a Council Subcommittee, or an Ad Hoc Committee;
4. Make requests of Council Staff, Administrative Staff, or the Mayor for information by way of four agreeing Council Members.

**6. PACKET ATTACHMENT(S)**  
2024 Resident Survey Results