

SOUTH JORDAN CITY  
CITY COUNCIL STUDY MEETING

October 5, 2021

**Present:** Mayor Dawn R. Ramsey, Council Member Patrick Harris, Council Member Brad Marlor, Council Member Don Shelton, Council Member Jason McGuire, CM Gary Whatcott, ACM Dustin Lewis, Fire Chief Chris Dawson, Police Chief Jeff Carr, Planning Director Steven Schaefermeyer, Communications Manager Rachael Van Cleave, Associate Director of Public Works Joey Collins, Associate Director of Parks Colby Hill, City Engineer Brad Klavano, Director of Government Affairs Melinda Seager, Strategic Services Director Don Tingey, City Commerce Director Brian Preece, IT Director Jon Day, GIS Coordinator Matt Jarman, City Recorder Anna Crookston, Meeting Transcriptionist Diana Baun, Assistant to the City Manager Katie Olson

**Others:** Government & Community Affairs Manager Google Fiber Jacob Brace, Chamber of Commerce CEO Brian Synan, Chair of the Board of Directors South Jordan Chamber Commerce Merilee Rowley

4:48 PM  
STUDY MEETING

**A. Welcome, Roll Call and Introduction:** *By Mayor Dawn R. Ramsey*

Mayor Ramsey welcomed everyone present and introduced the meeting.

**B. Invocation:** *By Mayor Dawn Ramsey*

Mayor Dawn Ramsey offered the invocation.

**C. Mayor and Council Coordination**

Council Member Brad Marlor mentioned that he enjoyed seeing 2200 W done and noticed there were a lot of other construction projects going on right now in the city.

City Engineer Brad Klavano said we are still looking at the end of November for 10600 South to open east to west, but the entire project will not be done until the beginning of 2022. There have been some supply issues related to both getting supplies from companies and supply issues with the companies themselves due to truck driver shortages and other issues.

City Manager Gary Whatcott said they have tried to order streetlights and can't get all the parts for that right now.

**D. Discussion/Review of Regular Council Meeting**

Consent Action Items:

- Resolution R2021-29, Google Fiber

- Resolution R2021-31, Public Infrastructure District

Public Hearing Items

- Resolution R2021-30, Fee Schedule Amendment
- Ordinance 2021-18, Amendment to Construction Standards
- Ordinance 2021-19, Text Amendment – Redwood Road
- Ordinance 2021-20, Text Amendment Regulating Residential Architectural Standards and Second Kitchens

Mayor Ramsey mentioned Google Fiber and what a big deal this is. She asked the representative from Google Fiber to introduce himself.

Jacob Brace is the Government & Community Affairs Manager for Google Fiber here in Utah. He discussed their work in other cities and that we would be looking at beginning work in Summer of 2022. It takes about four to six months for them to engineer and map out the city before beginning construction.

Mayor Ramsey wants the residents to know about this if it's approved, hopefully with a press release, because this is a big deal. She asked to pull this out during the regular council meeting for discussion, so each council member can express their opinions and concerns.

City Attorney Ryan Loose explained what the Public Infrastructure District (PID) item is that's planned during the regular council meeting, along with what a policy approval would and would not mean.

Council Member Patrick Harris asked if putting together a PID policy would be beneficial to them as a council in terms of flexibility, or if applicants would feel more of an entitlement and pressure for the council to approve their application since they've met our policy guidelines.

Attorney Loose said the application would only get them in front of the council for a vote. If the council doesn't agree with what's presented they have the option to decline their application and vote "no."

Strategic Services Director Don Tingey said it expressly states in the review process that conceptual approval does not ensure approval of the governing document.

Attorney Loose said this new policy is general and not specific, almost stock from Gilmore Bell. It gives the council latitude to take applications from a wide variety of uses and decide which ones they like and which ones are done.

Council Member Harris asked if this tool would allow the city to do some things in the future that otherwise wouldn't be possible without it.

City Manager Gary Whatcott said yes.

Council Member Marlor asked if a developer can go to another county or the state for a PID if we do not grant one; can we be overridden by a different legislative body.

Attorney Loose explained that, per current legislature, we are the entity that would allow the PID to be created. The city council then has the right to say what the PID does and does not pay for, what the tax rates are for the area, etc. This could change in the future, but for now that is not an option.

Council Member Shelton said he assumes that if a PID is approved, there will be debt issued for the infrastructure. He then asked if that debt obligates the city in any way.

Attorney Loose said that debt doesn't show against our bonding capacity, because it's against the agency that creates the PID.

CFO Sunil Naidu said once a separate district is created, we tell them the maximum tax they can collect and what the rates are.

Director Tingey said those PID charges will show up on the property taxes of the residents and businesses involved, just like the school district taxes.

Council Member Shelton asked who makes up the agency.

Director Tingey said the city is the sponsoring entity, eventually the PID will have its own elected board that maintains the debt. The debt can only be used for infrastructure, it cannot be used for maintenance.

CFO Naidu explained that the board's job is just to levy taxes within the parameters the city establishes.

Council Member Zander asked what the elected body for the PID in Provo looks like.

Director Tingey said they spoke with Randy Larsen about it a while back. At the beginning of a PID there is only one property owner, as the property subdivides it becomes multiple properties. The property owners that have the tax associated with their properties now become stakeholder interest owners in that bond debt; they will have an elected board over the term of the debt that will manage that debt within the parameters that the city established when they sponsored the debt.

Director of Government Affairs Melinda Seager said that by statute, she believes they can't exceed 15 mill levies, so they can go anything below 15.

Council Member Shelton said in our proposed policy it's up to 4 mill levies for residential, 15 mill levies for business.

Director Tingey said as more property owners are created, and once there are enough to establish a board and elect a body, then that elected body comes together once or twice a year to review everything and make sure bond payments are being made.

Manager Whatcott said it's like a Redevelopment Agency (RDA) Board.

Attorney Loose said, for example, there is a bond we are way ahead on in the city and when that happens you can choose to scale back the rate in the future and relieve some of the debt for the constituents; or they can just pay it off quickly.

CFO Naidu said if we, for example, issue a general obligation bond and have \$20 million in obligation bonds we would have a debt service of \$2 million a year. That amount is not set, so someone has to actually levy the taxes for the \$2 million every year. For cities, our population grows and the debt grows; he would calculate that so they know what the tax rate needs to be to generate that \$2 million. He will communicate with the tax commission on a yearly basis, and that's what this board will be doing.

Council Member Zander asked at what point a buyer is made aware of a PID.

Manager Whatcott said it is disclosed at closing.

Mayor Ramsey said Wednesday night, in a special session, the Herriman City Council voted three to two to approve the annexation of Olympia into Herriman; they approved up to seven PIDs as part of that development.

## **E. Presentation Items:**

### **E.1. South Jordan Chamber of Commerce update. *(By President and CEO of the South Jordan Chamber of Commerce, Brian Synan)***

President and CEO of the South Jordan Chamber of Commerce Brian Synan and Board Chair Merilee Rowley introduced themselves. Mr. Synan handed out handouts (Attachment A).

Mr. Synan gave an overview of the Chamber. This year, January through April they saw two new members, May to present they saw 24 new members. They are averaging 4.5 new members a month and are back on the trajectory they were hoping for. Their renewal retention is about 85%, his goal for next year is 90%. There was a day with two ribbon cuttings, Raising Canes and Alpha Warranty, and that was crazy but exciting. They have several businesses that they lost during the pandemic that are almost ready to get involved again. For example, for the Chamber Games they had F45, who used to be a member, join the games and they talked about how close the owner is to getting involved again; they struggled longer than a lot of businesses. Something they have been focusing on is growing their in-home and non-profit memberships. A lot of chambers don't have a specific membership for that level, they have to pay up to what a regular business might, which doesn't seem fair if you're working from home or a non-profit. A few years ago for the golf tournament they donated spaces for those types of members to network with golfers they normally wouldn't get to meet. This year they continued that and had Wolf

‘Em Sticks, she did a phenomenal job on the course and got several good leads. Some non-profits have gotten some pieces out of it too, so he is thinking about putting that into their chamber games as reduced price for in-home and non-profits so they can get in front of more residents and help them grow their businesses. Some new things they’ve done are a drive through job fair last October during the pandemic, over at City Park. They collected flyers from businesses, chamber members were free, non-members paid \$25. The Chamber bags have the flyers, they go to the location, and the public drives up and they give them a bag full of hiring flyers. Their second one was in April, over at Bingham High in the bus lane. Their next one is Saturday, October 16 at Bingham High School from 11:00 a.m. – 1:00 p.m. They are collecting flyers currently and hope to have 20-25 flyers to hand out. They also have a Family Community Service Night that they started with the Rotary Club of South Jordan, Healthy South Jordan and West Jordan Rotary; they started this at the fire station last month with volunteers, they are looking for businesses to sponsor the items they need. At the last event they had nearly 40 people show up to help finish making blankets for the Family Support Center, they have 91 people registered for the one next Monday. At the upcoming event they are finishing up some blankets and starting stuffed animals. At the end of this they will be donating a basket with a book, stuffed animal and a blanket. They are currently looking for businesses to sponsor the night to cover the cost of the supplies; this is a low cost way to get in front of anywhere from 60-100 people on a monthly basis and they are helping the community. He is working with the school district on a few things he is hoping will help the economy, the city, and help our businesses get more staff. They are working with the education technology part of Jordan School District related to internships, they have been talking about apprenticeships for trade as well as STEM and things like that. They are hoping to have some job fairs with the school district, Benny’s Auto is already talking about an internship and they have done that before. They had to push back their Business Summit and Expo, it is now scheduled for April 28. The Vision Dinner has been pushed back as well, it was pushed to November and now it has been pushed back again. The Vision Dinner will stay at the end of the year in the future, as they like the end of the year timeline. The Business Summit was always around April and this will help get that back where it was. Christmas for Kids is coming up with the Jordan Education Foundation and Walmart, along with some other small events. They now have an Education Series that they are doing the first Monday of the month at The Mill, he is working on adding some more education next year, possibly with a very well-known entity that does great training. He has been building relationships through a speed networking event with Chamber West and Southwest Valley Chamber, which is starting to grow. They have their Wine & Whine Evening networking event that is basically free; they either meet at Embassy Suites or Market Street Grill. Legislative Round Up naturally will happen next year. He took Congressman Owens around to four of our local small businesses, he also worked with Representative Pulsipher on her Serving South Jordan piece; she donated some stuff for businesses like masks and sanitizer.

Council Member McGuire wondered what South Jordan, as an organization, gets from participation in the Chamber. Businesses individually have a lot of great networking events to go to, a lot of charity type things, but as a city what are we gaining.

Ms. Rowley said hopefully the city recognizes that they are getting a lot of face time with businesses and residents, particularly through the Vision Dinner and the Vision Summit which they haven’t been able to do successfully this year. They have always had, at the Business

Summit, a group of city employees and council members who come to talk to the businesses. The Mayor is always the key and focal point of those events and has an opportunity to explain the state of the city, especially during the Vision Dinner; they are hoping to get back to that. They have four pillars at the chamber, one of them is advocacy with the city, so they like to think that if somebody needed some face time with the city or some kind of an intermediary between a business and a city member that they could serve in that position.

Mr. Synan said he would like to connect something like a “Coffee with the City” where they have a city representative, be it the mayor, Chief Carr, Manager Whatcott; someone comes for breakfast and they have business people who get to come in and talk with them and really get to know the business community.

Mr. Rowley said one of their newest events this year is the Blue, Red and Green where they worked with City Fire and Public Works to recognize some of their outstanding individuals. That was hosted and chaired as a lunch event with the city.

Mr. Synan said they are going to continue that event and their two Title Sponsors requested to remain as Title Sponsors in perpetuity for that event; that is not easy to get. He mentioned that even though the Vision Dinner has been postponed, they are still doing the awards and scholarships. They have two very special ones they want to do that need to be done this year. There will be either four \$500 scholarships or two \$1,000 scholarships, they are working with the principal at Bingham to determine who the recipients are and what their needs are.

Council Member McGuire asked if they do any scholarships for Herriman High since they have lots of South Jordan residents.

Mr. Synan said he has been talking to Southwest Valley Chamber about this, they can visit that idea because it makes sense.

**E.2. Final draft of the Energy Action Plan. (By Director of Strategic Services, Don Tingey)**

Director of Strategic Services Don Tingey reviewed prepared presentation (Attachment B).

Council Member Shelton mentioned air quality and how this Action Plan might affect our local air quality, both positively and negatively.

Director Tingey said their plan includes similar goals from Rocky Mountain Power in regards to air quality.

Council Member Zander mentioned Strategy Three, related to internships. We have lots of hiring opportunities and getting high school kids involved as interns will benefit everyone involved.

Manager Whatcott mentioned he spoke with Dr. Godfrey about adding curriculum at the high school level related to public financing; there aren't opportunities for that career path currently in our schools. There is also no schooling for jobs like building inspector, we need tracks for these

kinds of jobs that allow for certification and opportunities for government jobs. We need to reinvest in our schools to allow for these education opportunities, both at the high school and college levels.

Council Member Zander also mentioned Strategy Four, turning our fleet to electric vehicles. She is nervous about what would happen when the power goes out, especially if our entire fleet was electric.

Manager Whatcott said we need to start experimenting, it's coming whether we like it or not. We have charging stations here at city hall, but they have a short life span and were expensive. If they start to switch to electric vehicles, it will be done a little at a time as the infrastructure is costly. They have to look at whether the residents of the city are ready to pay the extra money to "go green."

Director Tingey said that in a recent survey to residents it was clear that as long as there is a return on the investment, residents are all for paying for it. However, if there is no return on the investment, the residents don't want to pay for it.

Council Member Harris said he thinks timing is everything on this. Many times, if you adopt these things early you pay a premium on upfront costs as well as replacement parts. Over time, car manufacturers will make things cheaper, the infrastructure will be cheaper; if we can trickle into it and make the switch to hybrid or electric when it makes sense for certain vehicles that makes more sense to him.

Director Tingey said having a flexible plan like this is so much better than what House Bill 411 would have done. We can take this and work with Rocky Mountain Power to monitor and report our impact as we put things into place.

Mayor Ramsey said last week it was announced that Larry H. Miller sold their car dealerships. She received a call from them to reassure the city that this does not have any negative impact on their efforts in Daybreak or otherwise in the city.

## **ADJOURNMENT**

**Council Member Zander motioned to adjourn the Study Meeting. Council Member McGuire seconded the motion, vote was unanimous in favor.**

The October 5, 2021 City Council electronic study meeting adjourned at 6:15 p.m.

**This is a true and correct copy of the October 5, 2021 City Council Study Meeting Minutes, which were approved on October 19, 2021.**

*Anna Crookston*

**South Jordan City Recorder**



FAMILY

# COMMUNITY SERVICE NIGHT



## EVERY MONTH

THE 2ND MONDAY  
6:30 PM

Bring your family and work on a service project  
that benefits our local community!

Check the website for the location of the next event.



[www.FamilyServiceEvening.com](http://www.FamilyServiceEvening.com)

Business sponsorship opportunities available!

# Jordan School District

## CTE INTERNSHIP

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### *WHAT IS AN INTERNSHIP?*

An unpaid professional work experience that offers meaningful and practical work related to a student's career interests.

#### LIABILITY EXPOSURE

Work site liability is the **responsibility of the respective school district** in an unpaid experience. Utah state law provides for the school district's workers compensation insurance to cover non-paid student learners

#### COORDINATOR RESPONSIBILITIES

**VERIFY** safety standards in the work place  
**COORDINATE** between all parties involved  
**CONDUCT** training site visit  
**COMMUNICATE** with internship mentor  
**ASSIST** student in achieving educational goals

#### EMPLOYER RESPONSIBILITIES

**PROVIDE** training and instruction  
**APPROVE** student learning objectives  
**VERIFY AND SIGN** time sheet  
**EVALUATE** student performance  
**CONFORM** to state and federal labor laws  
**COMMUNICATE** with internship coordinator

#### STUDENT RESPONSIBILITIES

**DRESS** appropriately for the situation/site.  
**FOLLOW** safety guidelines  
**ATTEND** according to internship agreement  
**COMPLY** with regulations and keep confidentiality  
**USE** approved transportation  
**SHOW** professionalism and a cooperative attitude  
**ASK** relevant and thoughtful questions  
**NOTIFY** prior to absences



Wendy Checketts, Internship and WBL  
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# **JOB & RESOURCE FAIR**

*Presented by the South Jordan Chamber of Commerce*



**SOUTH JORDAN**  
CHAMBER of COMMERCE



# Energy Action Plan



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# Acknowledgements

A special thanks to the following organizations and individuals who helped develop this Community Energy Plan for South Jordan.

## South Jordan's Community Stakeholder Team

### South Jordan City Staff Representatives

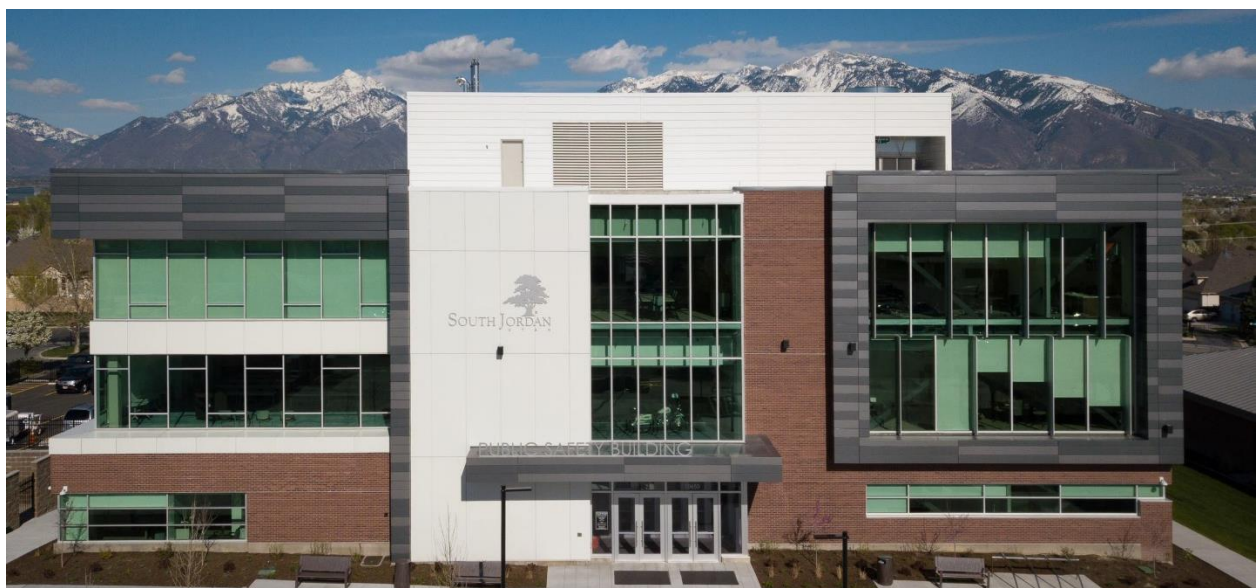
- Don Tingey, South Jordan City Director of Strategic Services
- Katie Olson, South Jordan City Assistant to the City Manager
- Nick Geer, South Jordan City Associate Director of Finance
- Tom Volt, South Jordan City Fleet Manager
- Gene Foval, South Jordan City Facilities Manager

### Community Partners

- Don Shelton, South Jordan City Council
- Chris DeLong, Daybreak Homeowners Association Executive Director
- Bryan Synan, South Jordan Chamber of Commerce President
- Steve Peart, Jordan School District Director of Custodial and Energy
- Lauri Spitzenberger, Jordan School District Grounds and Energy Trainer
- Steven Sands, Rio Tinto Director of Business Transformation
- Josh Ducourant, University of Utah M+S Supervisor
- Kendra Angell, Roseman University Director of Philanthropy
- Clint Glauser, Roseman University Director of Facilities

### Rocky Mountain Power Representatives

- Lin Alder, Rocky Mountain Power Energy Advisor and Wattsmart Communities Lead
- Lisa Romney, Rocky Mountain Power Regional Business Manager
- Lynn Coppedge, Wattsmart Communities Facilitator
- Becca Stock, Wattsmart Communities Facilitator
- Terry Hatfield, Wattsmart Communities Facilitator





# ENERGY ACTION PLAN

The City of South Jordan recognizes the importance of sustainable growth, especially as the City continues to be one of the fastest growing communities in the state of Utah. Sustainable growth continues to be one of the City’s key strategic priorities. City leaders are committed to implement effective policies and programs that ensure the accomplishment of the City’s Strategic and General Plans and their related goals and objectives. One of the essential strategic goals is to create and support environmentally sustainable programs, specifically related to energy conservation and improving air quality. Early in 2021 the City partnered with Rocky Mountain Power (RMP) to implement a Wattsmart Communities program. The Wattsmart Communities program helps communities plan for the future by 1) engaging the community; 2) developing a community energy profile; 3) establishing a vision, focus areas and goals; and 4) implementing a community energy plan. Over the course of the year, elected officials, City staff and key community stakeholders developed an Energy Action Plan tailored specifically for the City of South Jordan. The key outcomes of this planning process are outlined below as well as more information on how to get involved.

## OUR ENERGY VISION

To better understand the community priorities for our energy future, a public poll was conducted asking residents about their vision for South Jordan’s energy future, their priorities, and energy actions they have taken or would like to take in their homes. Our project stakeholders, which included city staff and community partners, used this information to develop the following energy vision to guide the development of this plan. This energy vision is consistent with the City’s [strategic priority](#) of sustainable growth.

*South Jordan will promote clean and efficient energy use to help build a healthy and sustainable community.*

## KEY VALUES

Based on the community survey and the feedback from workshop stakeholders, the following key values were identified, and the strategies developed during the planning process were designed to promote these values as we build a healthy and sustainable community. The priority strategies identified to be implemented over the next 2 years are listed on the next page.

 **Keep utility costs affordable**

 **Improve air quality**

 **Support sustainable economic development**

## ESTIMATED PLAN IMPACT

Based on the strategies identified in the plan and historic community energy data, the expected impacts of this plan by the end of 2023 are shown below.

 **1,995,000 kWh in Annual Electric Energy Savings**

 **\$193,000 in Annual Electric Cost Savings**

**11,800 New Electric Vehicles in Salt Lake County**



**1 New Sustainable Business Program**



# PRIORITY STRATEGIES

The following strategies have been identified as the strategies to promote clean and efficient energy use that should be implemented over the next two years to start building our healthy and sustainable community.

## COMMUNITY OUTREACH STRATEGIES

These strategies are designed to encourage residents and businesses throughout the community to take action to improve energy efficiency or use clean energy at their home or business.

### Strategy 1: Quarterly Residential Outreach



Provide residents information about ways they can improve energy efficiency of their home and reduce their air quality impact along with relevant available resources.

### Strategy 2: Business Recognition Campaign



Coordinate with the Chamber to recognize businesses that are implementing energy efficiency, renewable energy, or electrification measures and provide information on how other businesses could do the same including available incentives.

### Strategy 3: Identify Partners for a Workforce Development Program



Discuss interest in participating in an energy workforce development program with potential partners.

## PUBLIC ENTITY STRATEGIES

These strategies are designed to allow public entities to lead the way and demonstrate good practices in energy efficiency and clean energy use.

### Strategy 4: Develop an EV Plan for Fleet and Equipment



Develop a plan to incorporate electric vehicles (EVs) into the City's fleet vehicle replacement plan based on vehicle use and total cost of ownership.

### Strategy 5: Create a Recommissioning Schedule for Facilities



Coordinate with RMP to develop a schedule to recommission high energy use municipal buildings every 3-5 years.

### Strategy 6: Create a Revolving Fund for Energy Projects



Leverage utility cost savings from energy efficiency projects to invest in future energy efficiency opportunities.

### Strategy 7: Include Energy Best Practices in Design Specifications



Revise City design specifications to include above-code energy efficiency opportunities, EV-ready construction, and solar-ready construction.

### Strategy 8: Create Opportunities to Learn from Peers



Connect with peer institutions to learn what has worked well in promoting sustainable energy use in their communities and organizations.

## GET INVOLVED!

This plan is just the first step in a series of activities that will occur over the next two years (and beyond) in support of South Jordan's energy vision. It will take everyone doing their part to make this plan successful. We look forward to engaging with the community on this plan. Please visit the city website for information about how to improve your home or business's energy efficiency, install on-site solar, as well as additional resources and updates:

<https://www.sjc.utah.gov/wattsmart/>

# 1 Introduction

South Jordan joined Rocky Mountain Power's (RMP) Wattsmart Communities Program in 2021 to develop an actionable community energy plan. The process was driven by the Stakeholder Team, a group of City staff and community partners, who represent a variety of perspectives (see [Acknowledgements](#) for full list). The Stakeholder Team met for a series of three workshops to provide input on South Jordan's energy priorities, targets, and strategies. This team will be instrumental in both leading the energy strategies identified and engaging the broader community for greatest impact.

In addition to the Planning Team workshops, South Jordan conducted a community survey to understand residents' existing behaviors, opinions, and priorities related to topics like energy efficiency, renewable energy, and electric vehicles. The results of this survey are summarized in the next section and were used by stakeholders to help inform their decision making throughout the process.

## Wattsmart Communities

Wattsmart Communities is Rocky Mountain Power's newest program within the Wattsmart portfolio. This program broadens Rocky Mountain Power's energy efficiency and renewable energy programs delivered to entire communities such as South Jordan, with the commitment to support the unique needs of the community in achieving their energy-savings goals.

Rocky Mountain Power will work with South Jordan to help answer three essential questions: [Where are we now?](#), [Where do we want to go?](#), and [Course of Action](#).



Figure 1. Wattsmart Communities Planning Process

## 2

## Where Are We Now?

The first step in the Wattsmart Communities planning process is to explore South Jordan's current energy landscape and establish an energy baseline to measure progress against as we move forward. This section answers the question "Where are we now?" by exploring South Jordan's historical electric energy consumption data and results from a community survey on energy topics.

**South Jordan Success Stories** 

Existing energy efforts by South Jordan and its partners are spread throughout this plan document. Watch for this icon to learn more about work that has already been done.

### Community Energy Profile

South Jordan has a population of 79,200 (South Jordan Economic Development, 2021) and in 2020 consumed 585,352,000 kWh of electric energy. While most electric energy customers in South Jordan are residential (93%), most of the electric energy is used by businesses and for other non-residential uses (Figure 2).

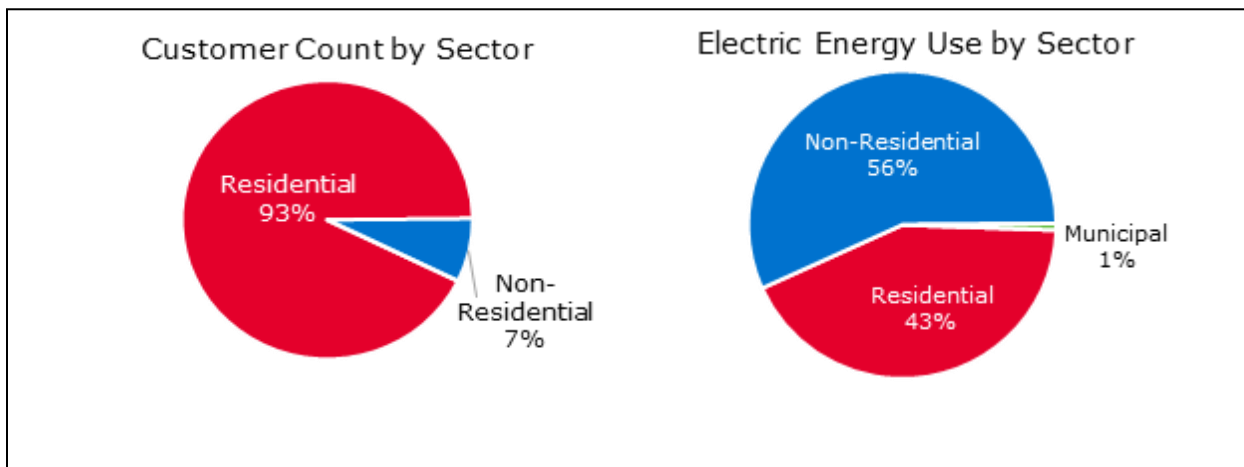


Figure 2: Electric energy customer counts and use

Over the past 3 years, electric energy use in the community has been steadily increasing, as has the number of customers, both in the commercial and residential sectors (as shown in Figure 3 and Figure 4). Commercial electric energy use has increased by 7% and the customer count has increased 5% between 2018 and 2020, suggesting that much of the increase in electric energy use was driven by growth. Some of the additional energy use from the commercial sector in 2020 may have been due to precautions in response to the COVID-19 pandemic, such as increased outside air percentage (increasing the air conditioning needs of commercial spaces).

A similar pattern of growth was seen in the residential sector, with a 5% increase in both electric energy use and the number of customers during the same period. This suggests that much of the increase in residential electric energy use is due to community growth, but there was also likely some impact in 2020 from more people working from home due to COVID-19.

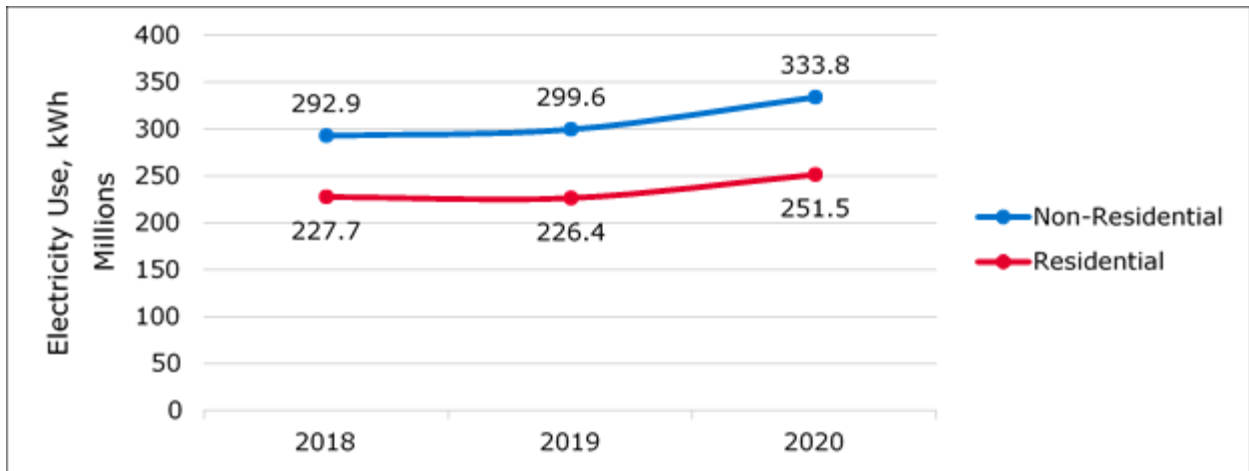


Figure 3: Community electric energy use trend 2018-2020

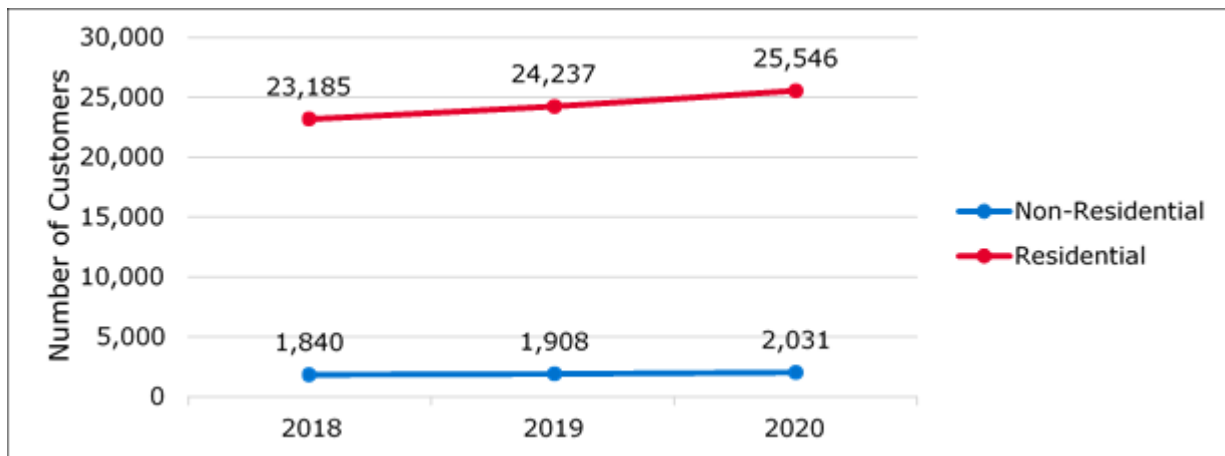


Figure 4: Community electric customer count trend 2018-2020

These numbers indicate that community growth is a driving factor behind increasing electric energy use, both in the commercial and residential sectors, and South Jordan's General Plan indicates strong growth is predicted for the foreseeable future. Sustainable growth is a strategic priority for South Jordan, with the following objective: "by creating and supporting environmentally sustainable programs including water conservation, recycling, energy conservation, and air quality improvement to ensure the financial well-being and long-term sustainability of the community." This presents an opportunity to focus on efforts to address the energy use of existing residents and businesses.



**KEY FINDING:** COMMUNITY GROWTH IS A MAJOR FACTOR IN THE INCREASE OF ENERGY USE ACROSS SECTORS.

## Community Survey Results

In addition to gathering utility data, South Jordan conducted a community survey to better understand the community's priorities around energy initiatives. The survey was conducted by Y2 Analytics, which conducts the annual resident survey, and included responses from 981 residents (weighting the data based on South Jordan's demographics). The Planning Team used these survey results to inform the development of the plan vision, goals, and strategies. Key takeaways from the survey are listed below (see Appendix C: Community Survey Results for full survey results).

### Survey Takeaways: Key Values and Priorities

Based on residents' input through the survey, the following values and priorities were identified. This information was used to inform the vision and focus areas addressed in this plan.

#### Top energy values (% of respondents)

- Cost-effective (64%)
- Affordable (54%)
- Sustainable (53%)
- Clean/carbon free (30%)
- Convenient (28%)

#### Top energy priorities for the future (% of respondents)

- Air quality (31%)
- Renewable energy (31%)
- Energy efficiency incentives for existing buildings (31%)
- Energy efficiency incentives for new buildings (24%)





## Estimated Plan Impact

Based on the strategies identified in the plan and historic community energy data, the expected impacts of this plan by the end of 2023 are shown below.

1,995,000 kWh  
in Annual  
Electric Energy  
Savings

\$193,000 in  
Annual Electric  
Cost Savings

11,800 New  
Electric  
Vehicles in Salt  
Lake County

1 New  
Sustainable  
Business  
Program

These impacts are the cumulative impact of the priority strategies outlined in this plan. Table 1 shows how each strategy contributes to the overall impact.

Strategy Name	Electric Energy Savings	Electric Energy Cost Savings	Electric Vehicles	Business Program
Quarterly Residential Outreach				
Business Recognition Campaign				
Identify Partners for a Workforce Development Program				
Develop an EV Plan for Fleet and Equipment				
Create a Recommissioning Schedule for Facilities				
Create a Revolving Fund for Energy Programs				
Include Energy Best Practices in Design Specifications				
Create Opportunities to Learn from Peers				

## Key Values

To help narrow the scope of this vision and create structure around how the plan is organized, South Jordan identified the following three key values the energy strategies outlined in this plan will be designed to promote: 1) [Keep Utility Costs Affordable](#), 2) [Improve Air Quality](#), and 3) [Support Sustainable Economic Development](#). Keep reading to learn more about each topic.

## Keep Utility Costs Affordable

The ability of South Jordan residents and businesses to afford and sustain energy security supports a healthy and thriving community. The South Jordan Planning Team identified keeping utility costs affordable as a top priority, aligning with results from the Community Survey.

South Jordan intends to lead by example in this area by continuing to increase energy efficiency in its own facilities and sharing experience and lessons learned from energy efficiency improvements with the broader community.

### *How Do Costs Compare in South Jordan?*

South Jordan community members already enjoy low electric energy rates. The average household utility bill in South Jordan is more than \$980 per year less than the national average (Rocky Mountain Power, 2020). However, residential electric energy costs are higher than other Utah Wattsmart Community peers, as shown in Figure 6.

### South Jordan Success Story: City Facilities



South Jordan City facilities staff have implemented several energy efficient measures to increase energy and cost savings. In recent years, staff has replaced all facility lights with LEDs, upgraded HVAC systems, and installed a centralized building automation system. Additionally, staff monitors energy use data through tracking software.

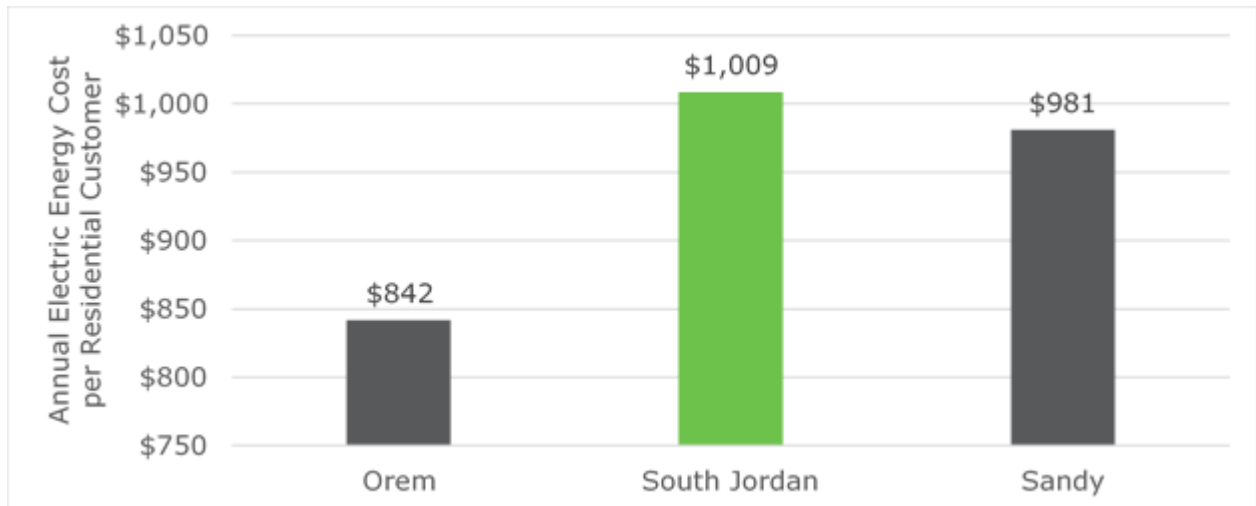


Figure 6: 2019 Residential electric energy costs as compared to peer Wattsmart Communities.

Increased electric energy costs may be due to larger or less efficient homes as compared to peer communities. On average, South Jordan homes have 7.9 rooms per house, compared to 7.7 rooms in Sandy City and 6.5 rooms in Orem (U.S. Census, 2019). This highlights an opportunity to improve residential energy efficiency.



**KEY FINDING:** RESIDENTIAL ELECTRIC ENERGY SPENDING IS HIGHER THAN PEER COMMUNITIES.

The average annual electric energy cost for non-residential customers in 2020 was \$14,628, although this varies widely by type of business or institution. This compares to a 2019 national average of \$7,771, (U.S. Energy Information Administration, 2019). As shown in Figure 7, non-residential premises in South Jordan also spend more on electric energy costs as compared to peer Wattsmart Communities. Most non-residential premises are businesses but also include institutions and City facilities. This may indicate that South Jordan has large commercial operations that are resource intensive with potentially significant energy savings opportunities.



**KEY FINDING:** SOUTH JORDAN BUSINESS ARE SPENDING MORE ON ELECTRIC ENERGY THAN BUSINESS IN PEER CITIES. SINCE SOUTH JORDAN HAS FEWER BUSINESSES, LARGER, MORE ENERGY-INTENSIVE BUSINESSES ARE LIKELY STRONGLY INFLUENCING THE HIGHER ENERGY COSTS.

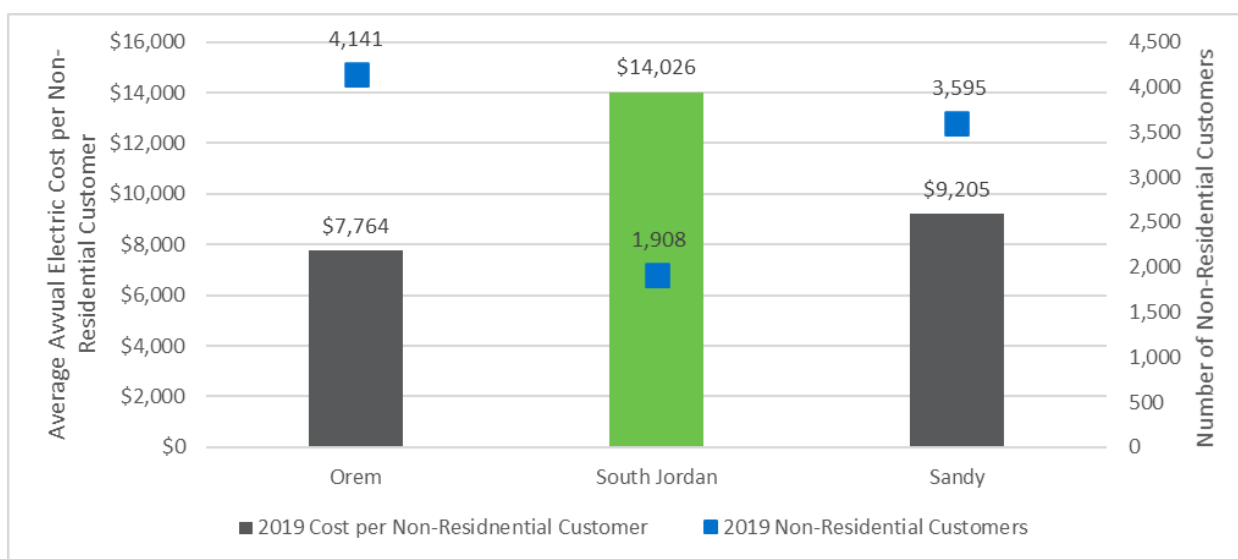


Figure 7: 2019 Non-residential electric energy costs as compared to peer Wattsmart Communities

South Jordan community members who have previously participated in energy efficiency programs have already experienced significant energy savings. In 2020, total annual savings from energy efficiency improvements increased from 2 million kWh in 2019 to 11 million kWh in 2020 (Figure 8). In cost savings, this amounts to an estimated \$200,000 in 2019 and \$1 million in 2020. For more information, see the following baseline data section.



**KEY FINDING:** ENERGY SAVINGS FROM ENERGY EFFICIENCY PROJECTS HAVE INCREASED SIGNIFICANTLY OVER THE LAST THREE YEARS.

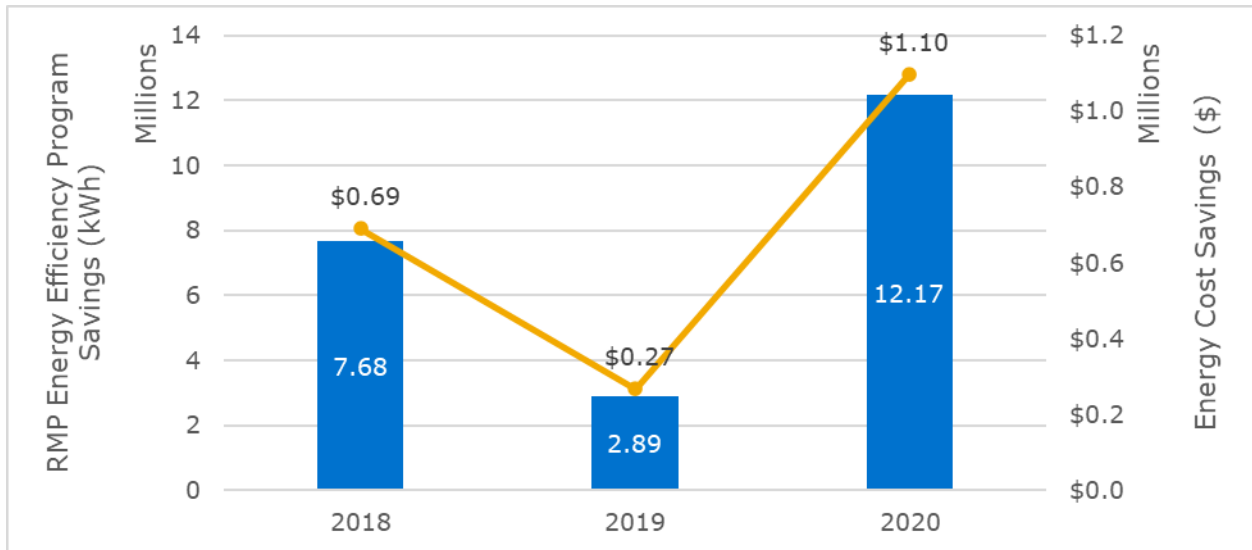


Figure 8: 2018-2020 South Jordan community electric energy savings

Another opportunity to reduce a facility’s energy bill is to install solar PV systems on the facility to generate electric energy on-site. This means less energy is purchased from the grid. As shown in Figure 9, the percent of residents with on-site solar who are also connected to the grid through RMP’s net metering program is slightly higher than peer communities at 5.5%. This supports the hypothesis that higher energy costs in South Jordan are due to larger or more energy-intensive homes.

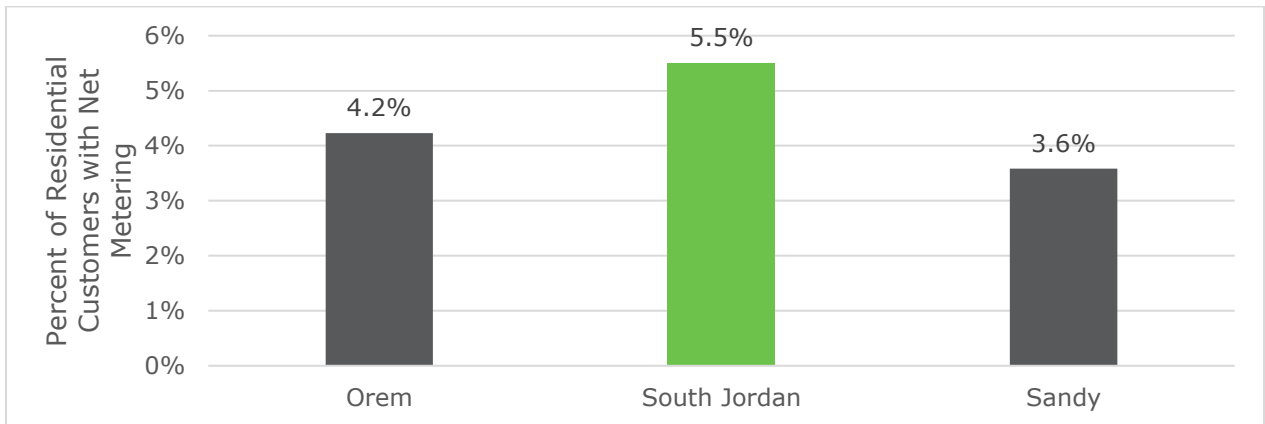


Figure 9: 2019 Percent of residential customers with net metering

**Baseline Data**

Both self-reported energy efficiency efforts from the community survey and participation data from RMP’s Wattsmart programs were used to understand what South Jordan residents and businesses are currently doing to save energy and keep their utility costs down.

### Community Survey

Based on self-reported data from residents, more than half of households surveyed say they are using Energy Star appliances and lighting in their homes, which is consistent with survey results showing that Energy Star is the most well-known energy efficiency program – with 29% of respondents being familiar with the program, followed by Wattsmart and Thermwise rebates at 17% familiarity. Other energy efficiency measures residents currently participate in or plan to participate in are shown in Figure 10.

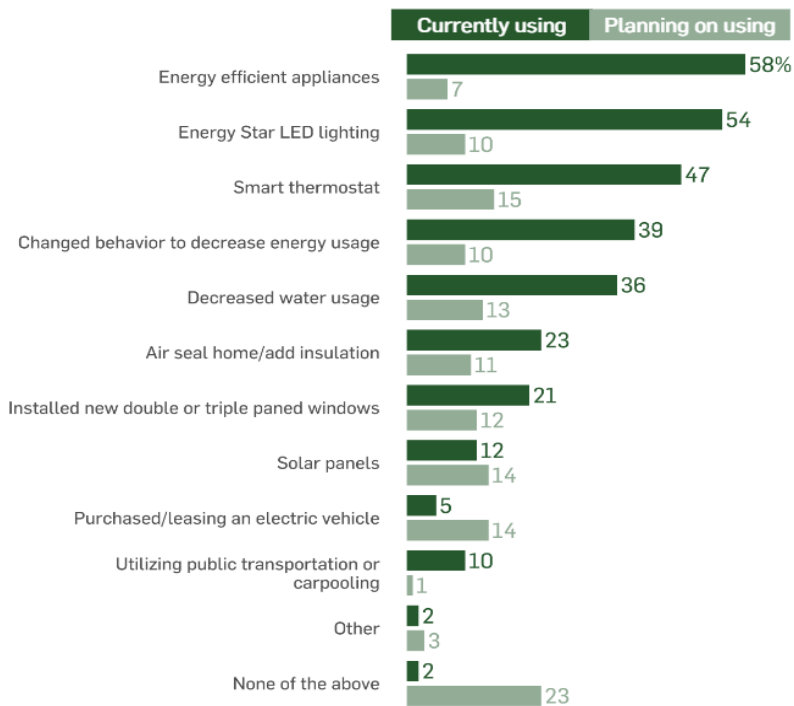


Figure 10: What measures have you implemented, or do you plan to implement in your home?

### Wattsmart Homes Programs

Utility rebate participation data provided by RMP was used to corroborate survey data and quantify the impact of program participation. In 2020, total utility cost savings from Wattsmart

Homes programs is estimated to be over \$82,000. As shown in Table 1, most of the energy savings projects and cost savings came from the new homes program.

Table 1: Wattsmart Homes participation and savings data (2018-2020)

Solution	2018		2019		2020	
	Project Count	Savings	Project Count	Savings	Project Count	Savings
Low Income Weatherization	5	\$107	12	\$656	0	\$0
New Homes	600	\$16,592	1,007	\$31,010	1,522	\$50,659
HES - Building Shell	13	\$233	11	\$205	5	\$132
HES - Energy Kits	56	\$838	56	\$1,274	4	\$138
HES - HVAC	754	\$20,514	523	\$16,998	259	\$18,397
HES - Whole Building	0	\$0	1	\$9,449	11	\$13,070
<b>Total</b>	<b>1,428</b>	<b>\$38,284</b>	<b>1,610</b>	<b>\$59,592</b>	<b>1,801</b>	<b>\$82,396</b>

These rebates are likely collected by developers who build high-efficiency homes and use the Wattsmart rebates to help cover the incremental cost of choosing to build above-code homes. These data show there is demand, from residents purchasing new homes, for more energy efficient homes.

The next most popular program is Heating, ventilation, and air conditioning (HVAC) rebates, which are also often applied by contractors upgrading heating and cooling systems in a home. This trend indicates that while developers and contractors are aware of and taking advantage of energy efficiency rebates, individual homeowners may be less aware of available opportunities. This conclusion is supported by survey results

that showed only 17% of residents were familiar with the Wattsmart program. There is likely an opportunity for outreach and education to help homeowners improve their home energy efficiency by leveraging available rebates.



**KEY FINDING:** OPPORTUNITY TO INCREASE RESIDENTS' AWARENESS OF AVAILABLE ENERGY RESOURCES.

### Wattsmart Business Programs

To understand how South Jordan businesses are leveraging available energy efficiency resources, RMP Wattsmart Business program participation data was used as an indicator of overall awareness and implementation of energy efficiency opportunities. In 2020, savings from Wattsmart Business program participation was over \$1 million. Participation in and savings from business programs is shown in **Error! Reference source not found.**

*Table 2: Wattsmart Business program participation and savings (2018-2020)*

Wattsmart Business Solution	2018		2019		2020	
	Project Count	Savings	Project Count	Savings	Project Count	Savings
Energy Project Manager	1	\$0	0	\$0	0	\$0
Midstream Lighting	81	\$274,083	110	\$49,534	145	\$41,916
Small Business Direct Install	63	\$39,754	0	\$0	32	\$13,598
Additional Measures	0	\$0	1	\$7,746	1	\$143,565
Building Shell	1	\$4,636	0	\$0	4	\$10,832
Custom	2	\$16,673	0	\$0	0	\$0
Energy Management	4	\$193,896	1	\$13,515	6	\$87,963
Food Service Equipment	0	\$0	1	\$133	2	\$298
HVAC	7	\$38,048	4	\$8,159	12	\$521,165
Lighting	11	\$73,749	8	\$99,881	13	\$83,913
Motors	1	\$11,371	3	\$28,763	3	\$111,762
<b>Total</b>	<b>171</b>	<b>\$652,210</b>	<b>128</b>	<b>\$207,731</b>	<b>218</b>	<b>\$1,015,012</b>

The most popular business programs are the midstream lighting and small business direct programs, where the incentives are paid to contractors or distributors. This suggests that most business owners rely on their contractors to identify energy efficiency opportunities. The greatest energy cost savings came from HVAC upgrades, motors, and additional measures. Additional measures can include controls, setbacks, or specialized equipment. Given the high cost savings per project for these programs, they were likely implemented by larger businesses that are more likely to have an energy manager or facilities manager to identify opportunities and implement upgrades. Creating opportunities for energy managers who have successfully identified and implemented projects with high cost savings to share their stories with other businesses may be an opportunity to increase participation and savings.



**KEY FINDING:** BUSINESS ENERGY COST SAVINGS ARE DRIVEN BY CONTRACTORS AND LARGE BUSINESSES THAT LIKELY HAVE DEDICATED ENERGY MANAGERS.

### What Can I Do?

South Jordan residents and businesses can lower energy bills and contribute to a healthier environment by practicing energy efficient behavior and taking advantage of energy efficiency incentives and rebates. Here are just a few ways to get started:

1. Turn down the heat in the winter and use air conditioners less in the summer. Consider installing a programmable thermostat to automatically make these changes, especially during times the building is unoccupied.
2. Take advantage of Rocky Mountain Power energy efficiency incentives and rebates through [Wattsmart Homes](#) and [Wattsmart Businesses](#).
3. Consider energy efficiency before purchasing appliances, windows, or a new home. Look for the ENERGY STAR label on appliances and windows, and the Home Energy Rating System (HERS) score on new homes.

### South Jordan Success Story: Home Energy Rating System



The Daybreak community helps consumers make smart energy choices by including a Home Energy Rating System (HERS) score with every home. HERS scores gauge the energy efficiency of any home, like Miles Per Gallon in a car. By purchasing a home with a high HERS rating, you can save on utility costs over the entire life of the home.

### Tracking Progress

To help with target setting, community participation data from other Wattsmart communities were collected as shown in Figure 11. These data were used by the planning Team to set the following target to help South Jordan track progress in this area.



**INCREASE PARTICIPATION IN RMP ENERGY EFFICIENCY PROGRAMS TO 4% BY THE END OF 2023, INCREASING ANNUAL ELECTRIC ENERGY SAVINGS TO 1,995,000 kWh<sup>1</sup>.**

#### Lead by Example Commitments:

- **Municipal:** Building recommissioning project expected to save 220,000 kWh based on average energy savings from recommissioning projects in Utah from 2015-2019.
- **Rio Tinto Kennecott:** Warehouse lighting upgrade is expected to save 377,961 kWh.

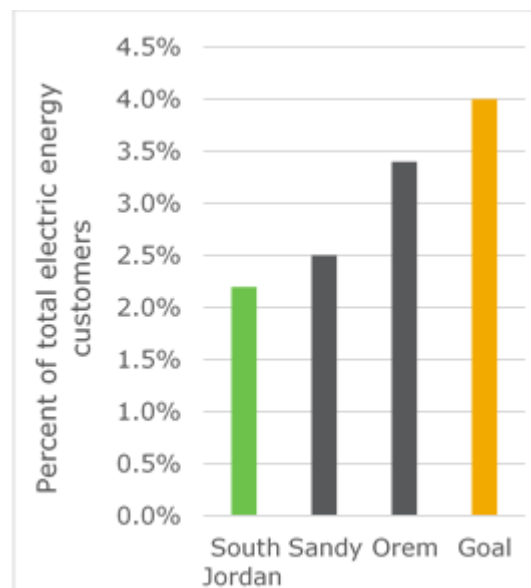


Figure 11: Three-year average rate of participation in Wattsmart energy efficiency programs as compared to Wattsmart Community peers

<sup>1</sup> Savings estimate is based on an average of 4,245 kWh/project average in South Jordan.

## Improve Air Quality

The South Jordan Planning Team and community members identified air quality as a top priority for South Jordan’s energy future. Several Wasatch Front airsheds are designated as EPA nonattainment areas for fine particulate matter, leading to increased health risks for residents – especially children, older adults, and people with respiratory challenges.

### *Where does the air pollution come from?*

Salt Lake Valley air pollution is created when fossil fuels are burned. This includes internal combustion engine (ICE) vehicles, natural gas furnaces and boilers, wood stoves, and fossil fuel consuming equipment such as lawn mowers and leaf blowers. Electric energy generation also creates air pollutants when fossil fuels such as coal or natural gas are used.

To decrease air pollutants created in electric energy generation, Rocky Mountain Power is reducing the amount of electric energy it generates from coal and natural gas by making large investments in renewable energy sources, as shown in Figure 12. For more information about RMP’s energy generation plan see the [2021 Integrated Resource Plan \(IRP\) Brochure](#).

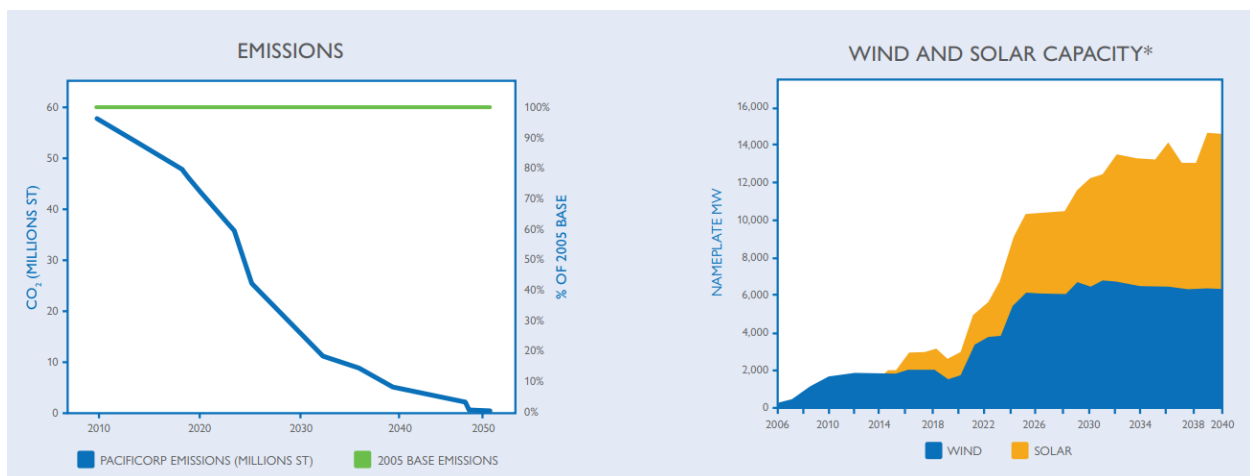


Figure 12: RMP GHG emissions reduction goal and planned new renewable energy generation.

\*Resources acquired through customer partnerships, used for renewable portfolio standard compliance or for third-party sales of renewable attributes, are included in the total capacity figures quoted.

### *Electric Vehicles and Equipment*

Switching from ICE vehicles or lawn equipment to electric options eliminates exhaust and associated air pollutants. As with any new technology, the transition to electric vehicles will follow an adoption curve like the one shown in Figure 13. This curve shows the uptake in the use of new technology starting slowly with innovators, then picking up speed rapidly with early adopters, and becoming commonplace as the early majority adopts.

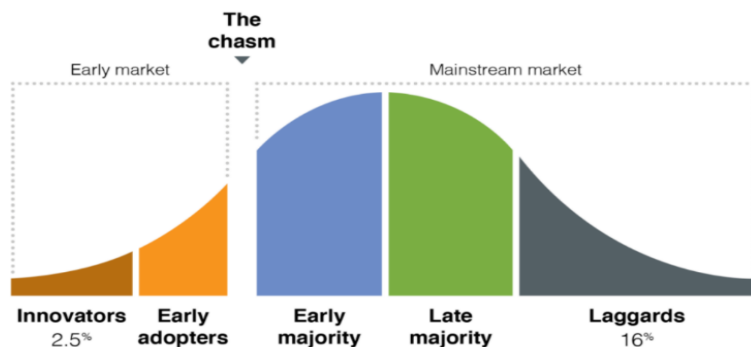


Figure 13: The Adoption Curve (E Source Companies LLC, 2020)

Based on 2020 vehicle registration data from Salt Lake County, about 2.5% of vehicles in the County are electric or hybrid vehicles – up from 2.2% in 2018 as shown in Figure 14.

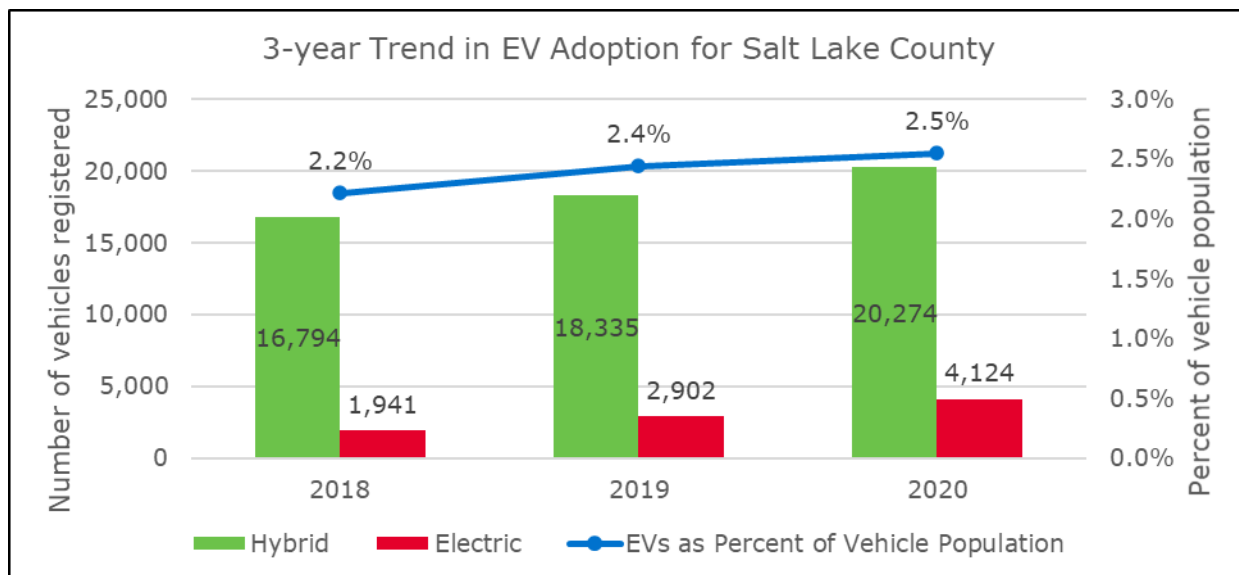


Figure 14: EV adoption trends for Salt Lake County (2018-2020)

This is lower than the self-reported data from the community survey that showed 5% of South Jordan residents currently own an electric vehicle. The survey also showed that 14% of households surveyed are considering purchasing or leasing an EV. These data suggest that South Jordan is likely in the early adopter phase of the adoption curve, which predicts a rapid increase in technology uptake. This is consistent with national trends that are already showing a rapid transition and are expected to see a dramatic increase over the next decade (Figure 15).

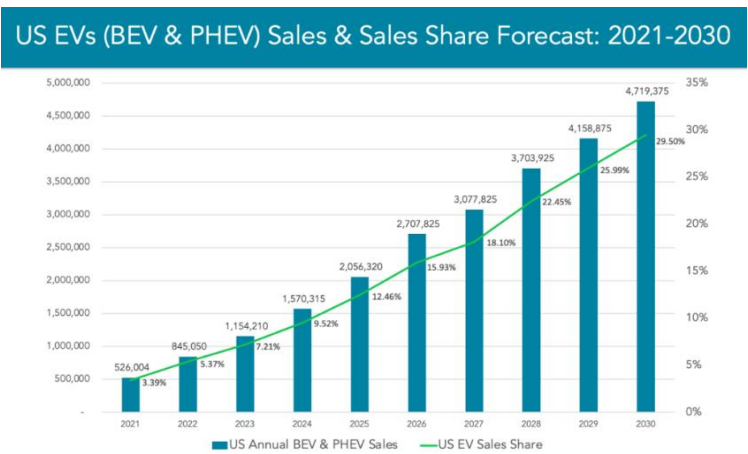


Figure 15: U.S. EV sales forecast (EVAdoption, 2021)



**KEY FINDING:** SOUTH JORDAN IS LIKELY TO SEE A SIGNIFICANT INCREASE IN EVs IN THE NEXT 5-10 YEARS.

To support the growing demand, the City and local businesses are installing EV charging stations. As of May 2021, there were 7 public EV charging stations, with 15 Level 2 plugs and 2 Direct Current Fast Charging (DCFC) plugs (U.S. Department of Energy, 2021).

RMP offers incentives for charging station installation as well as a time-of-use (TOU) electric energy rate, to offer customers a lower rate for charging their electric vehicles during times of the day when there is excess energy generation. Participation in these programs is low, with only 3 customers taking advantage of these opportunities in 2019 - indicating an opportunity to increase awareness of these opportunities, especially as EVs become more prevalent.

*What can I do?*

Any time you can reduce fossil fuel consumption or switch to a cleaner burning fuel, air pollutants are reduced. Some things you can do to reduce fuel used and air pollutants created include:

1. Turning off your vehicle when parked.
2. Purchasing a more efficient vehicle or an electric vehicle.
3. Using battery powered small engine equipment (e.g., lawn mower, weed trimmer, snow blower, chainsaw, leaf blower) rather than gasoline powered equipment.

For more information on Utah Air quality and what you can do to help, visit: [www.ucair.org](http://www.ucair.org)

*Tracking Progress*

The Planning Team set the following target to help South Jordan track progress in this area.

**South Jordan**  
**Success Story: Idle Free**

South Jordan's City employee handbook includes a policy prohibiting drivers from idling unless required for safety or operational reasons. Citywide, South Jordan City Council adopted a resolution encouraging idle-free behavior by community members, working with community partners like Utah Clean Air Partnership (UCAIR) and Utah Clean Cities to spread the word.



**WORK WITH REGIONAL PARTNERS TO INCREASE THE PERCENTAGE OF EVs ON THE ROAD IN SALT LAKE COUNTY TO 3.25% BY THE END OF 2023.**

**Lead by Example Commitments:**

- **Municipal:** Develop a fleet electrification plan identifying infrastructure and vehicle needs that will facilitate use of any available State and Federal funding by 2023.
- **Rio Tinto Kennecott:** Working to secure pilot electric work trucks for use at Utah facility to test viability of electrifying the fleet.

Figure 16 shows current EV registration along with the goal projections through 2023.

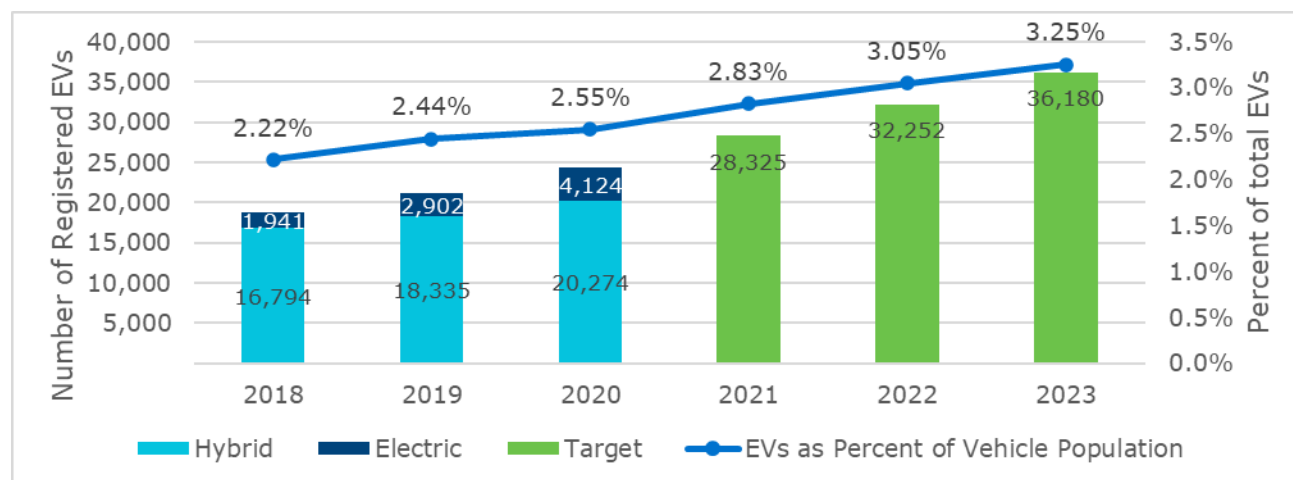


Figure 16: EV Adoption goal as compared to current EVs registered in Salt Lake County

## Support Sustainable Economic Development

Community efforts to improve energy efficiency and increase the use of renewable energy can benefit the economy through new jobs, market development, cost savings for existing businesses, and marketing and branding opportunities. The Planning Team identified sustainable economic development as a priority to elevate and leverage the economic benefits of South Jordan's sustainable energy future.

### Business Recognition

Celebrating energy initiatives already happening in South Jordan is a great way to recognize local businesses for their work and share these successes with other businesses that may be interested in investing in energy efficiency or renewable energy. Additionally, promoting South Jordan's energy vision can help attract businesses that are looking for locations that support their renewable energy goals or make it is easy to work with the municipality and the utility on new development.

### Workforce Development

Energy efficiency and renewable energy jobs are a growing segment of the energy industry. In Utah alone, there were 32,483 jobs in energy efficiency in 2020 (Figure 17) and 7,373 jobs in solar. These industries are expected to grow, with a projected annual increase of 7.1% in electric power generation jobs and 5.8% in energy efficiency jobs (U.S. Department of Energy, 2020).

### South Jordan Success Story: Rio Tinto Kennecott



Rio Tinto takes part in several global, national, and regional initiatives to inform its sustainability approach, manage risks, and receive assessments and recognition for its performance. This helps inform sustainable operations at Kennecott, including a combined heat and power system that is more than 80% energy efficient compared to separate heat and power systems.

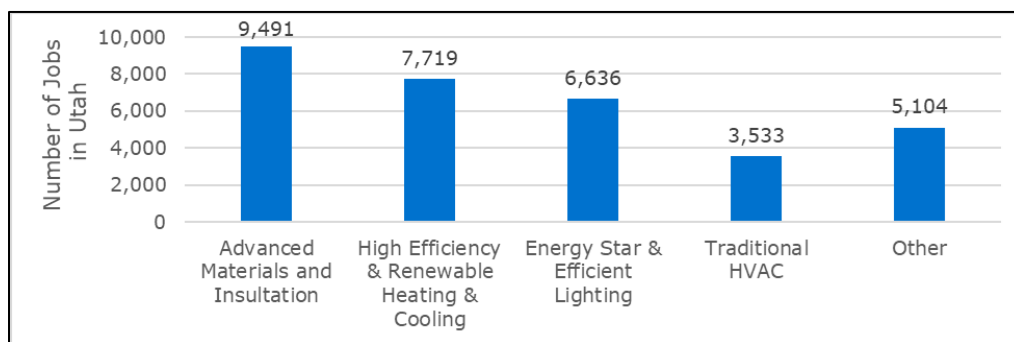


Figure 17: Energy efficiency employment in Utah by technology application, (U.S. Department of Energy, 2020)

Despite this growth, there remain gaps in the workforce due to lack of experience, training, and technical skills. In 2020, nearly half of all energy-related employers in Utah hired new employees but reported difficulty in hiring workers due to lack of experience, training, or technical skills, and a small applicant pool. Workforce development programs can help close these gaps and fill new jobs in South Jordan by facilitating training, mentorship, and placement services.

### Tracking Progress

The Planning Team set the following target to help South Jordan track progress in this area.



**BY THE END OF 2023, CREATE A NETWORK OF BUSINESSES SUPPORTING SUSTAINABLE ENERGY JOBS.**

# 4 Course of Action

For each key value, the Planning Team identified a set of actionable strategies to help South Jordan achieve its energy vision. This section answers the question “How will we get there?” by providing detailed strategy workplans and a description of how South Jordan will implement this plan and track progress toward plan goals. Each strategy is tagged with the icon of the key values it supports, as shown below.



Keep utility costs affordable





Improve air quality



Support sustainable economic development

## Community Outreach Strategies

These strategies are designed to encourage residents and businesses throughout the community to take action to improve energy efficiency or use clean energy at their home or business.

Strategy 1: Quarterly Residential Outreach	
<b>Description</b>	 
Provide residents information about ways they can improve the energy efficiency of their home and reduce their air quality impact, along with relevant available resources.	
<b>Responsible Parties</b>	
<ul style="list-style-type: none"> <li>• <b>Lead</b> <ul style="list-style-type: none"> <li>○ Don Tingey/Katie Olson           <ul style="list-style-type: none"> <li>▪ Develop library of outreach resources</li> <li>▪ Coordinate with City Communications</li> </ul> </li> <li>○ South Jordan City Communications           <ul style="list-style-type: none"> <li>▪ Create and distribute social media and other outreach content</li> <li>▪ Update website as needed</li> </ul> </li> </ul> </li> <li>• <b>Support</b> <ul style="list-style-type: none"> <li>○ Rocky Mountain Power           <ul style="list-style-type: none"> <li>▪ Share any outreach content</li> <li>▪ Provide information on residential programs</li> <li>▪ Share updated program participation levels (new representative, Brett Johansen)</li> </ul> </li> <li>○ Utah Clean Cities/ UCAIR/ State of Utah Department of Air Quality           <ul style="list-style-type: none"> <li>▪ Share outreach content (e.g., Drive Electric Week) to help build library</li> </ul> </li> <li>○ City Department Website Auditors           <ul style="list-style-type: none"> <li>▪ Review website to ensure it is up to date</li> </ul> </li> <li>○ Bryan Synan, Chamber of Commerce           <ul style="list-style-type: none"> <li>▪ Distribute information through job fairs</li> </ul> </li> </ul> </li> </ul>	

### Timeline

1. Develop library of outreach content and resources to pull from
  - a. Connect to partners for resources and information
2. Create a schedule with communications
3. Launch outreach.
  - a. Share energy opportunities at drive-through job fairs April/October
4. Regularly update website with partner resources
5. Track progress on a quarterly basis

### Notes

- Existing efforts include City website, social media posts, and list of residents signed up as interested
- Find outreach from partners to leverage, rather than creating all new material
- Potential for business highlights in coordination with strategy #2 to celebrate successes in the community overall
- Track success by measuring participation levels quarterly
- Coordinate with Sandy City and City of Orem to leverage similar residential outreach efforts
- Effective approaches
  - Provide a direct ask to your audience
  - Work with HOAs or other resident groups to do direct outreach

## Strategy 2: Business Recognition Campaign



### Description

Coordinate with the Chamber to recognize businesses that are implementing energy efficiency, renewable energy, or electrification measures; and provide information on how other businesses could do the same - including available incentives.

### Responsible Parties

- **Lead**
  - Bryan Synan, South Jordan Chamber of Commerce
    - Coordinate campaign
- **Support**
  - Rocky Mountain Power
    - Share information on business programs, such as speakers at Chamber education series
  - Stephen Sands, Rio Tinto
    - Share successes/experience with other businesses

### Timeline

1. Share information on energy programs and Rio Tinto highlights at Chamber games at Summerfest
2. Develop library of business resources to share
3. Profile businesses that participate in energy programs, and promote through newsletters, social media, journals
4. Organize an energy session as part of monthly education series (Morning Mingle Education Series is primary smaller businesses) in early 2022
5. Celebrate businesses at April 2022 business summit

## Notes

- Highlight winners of business recognition awards in residential outreach as additional incentive for businesses to participate
- Could leverage residents on energy list to support
- Potential businesses to profile
  - Rio Tinto is currently working on a lighting project in warehouse
- Promote CPACE financing to businesses (primarily for larger businesses)

## Strategy 3: Identify Partners for a Workforce Development Program



### Description

Discuss, with potential partners, interest in participating in an energy workforce development program.

### Responsible Parties

- **Lead**
  - Bryan Synan, Chamber of Commerce and Steve Peart, Jordan School District
    - Talk with contacts to understand how an energy workforce development program could work

### Timeline

#### *Now through Q2 2022*


1. Make connections with potential partners to identify opportunities
  - Ask Jordan Applied Technology Center (JATC) and Salt Lake Community College (SLCC) about welding program and internship opportunities
  - Ask SLCC how their construction program was developed
  - Find a model of a successful program specific to energy jobs
2. Find champions in the industry (e.g., home builders)
3. Coordinate with other communities to develop a program
  - Integrate home repair programs

### Notes

- Bryan confirmed that local businesses are having difficulty hiring tradespeople
- Reference JATC existing Emergency Medical Technician (EMT) and welding job training programs for inspiration
- Need to demonstrate what a career looks like in this industry (e.g., how much you can make, types of jobs)
- Potential Partners include:
  - Jordan School District
  - JATC
  - South Jordan Chamber of Commerce
  - American Academy of Innovation (AAI)
  - SLCC
  - Home builders focusing on energy efficient homes

## Public Entity Strategies

These strategies are designed to allow public entities to lead the way and demonstrate good practices in energy efficiency and clean energy use.

<b>Strategy 4: Develop an EV Plan for Fleet and Equipment</b> 	
<b>Description</b>	Develop a plan to incorporate EV into the City's fleet vehicle replacement plan based on vehicle use and total cost of ownership. This plan should include equipment such as lawn mowers and off-road vehicles as well as the required charging infrastructure to support fleet charging.
<b>Responsible Parties</b>	<ul style="list-style-type: none"><li>• <b>Lead</b><ul style="list-style-type: none"><li>○ Tom Volt, South Jordan Fleet Manager</li></ul></li><li>• <b>Support</b><ul style="list-style-type: none"><li>○ Utah Clean Cities Coalition (UCCC)<ul style="list-style-type: none"><li>▪ Evaluation of alternative fuel vehicle options</li><li>▪ Access to grants and other incentives</li><li>▪ Expert coaching</li></ul></li></ul></li></ul>
<b>Timeline</b>	<ol style="list-style-type: none"><li>1. Develop purchasing and operations policies and practices that support EVs<ol style="list-style-type: none"><li>a. Incorporate total cost of ownership considerations in purchasing</li><li>b. Ensure accounting and budget systems support transition from fossil fuel purchases to electric use in charging</li><li>c. Garner support for EVs from leadership as well as vehicle operators</li></ol></li><li>2. Purchase and evaluate pilot vehicles<ol style="list-style-type: none"><li>a. Evaluate performance, savings, and any issues with current pilot vehicles</li><li>b. Purchase pilot vehicles for other types of EVs the City is considering</li><li>c. Use pilot vehicles to increase awareness, understanding of, and support for EVs through case studies and internal ride-and-drive events</li></ol></li><li>3. Identify projects and purchases that could be made to allow the City to quickly take advantage of available grants or other funding</li><li>4. Create and implement a full electrification plan<ol style="list-style-type: none"><li>a. Create a replacement schedule for all vehicles based on vehicle type, typical replacement cycle, and use patterns</li><li>b. Identify charging locations and IT needs for charging controls</li></ol></li></ol>
<b>Notes</b>	<ul style="list-style-type: none"><li>• Consider impact on City maintenance staff</li><li>• Network with other cities to learn from their experiences with EVs</li></ul>

## Strategy 5: Create a Recommissioning Schedule for Facilities



### Description

Coordinate with RMP to develop a schedule to recommission high-energy-use municipal buildings every 3-5 years.

### Responsible Parties

- **Lead**
  - Gene Foval, City Facilities Manager
- **Support**
  - Rocky Mountain Power
    - [Energy management program](#)
    - RMP project manager: Sanjiv “Sunny” Devnani

### Timeline

1. Coordinate with RMP project manager to schedule recommissioning of first target building, Public Works Building
2. Benchmark energy use of all other buildings
  - a. RMP and Dominion Energy will import use data directly to ENERGY STAR Portfolio Manager for this purpose
  - b. [ENERGY STAR Portfolio Manager](#)
  - c. [RMP Data Import Instructions](#)
  - d. [Dominion Energy Data Import Instructions](#)
3. Use benchmark scores to inform a recommissioning schedule for all buildings with large energy use. Work with RMP project manager to create the list.
4. Review energy benchmark data annually

### Notes

- RMP Project manager can recommend additional incentive programs that may be applicable based on findings of building assessment.

## Strategy 6: Create a Revolving Fund for Energy Projects



### Description

Leverage utility cost savings from energy efficiency projects to invest in future energy efficiency opportunities.

### Responsible Parties

- **Lead**
  - Don Tingey
    - Coordinate with Finance
- **Support**
  - Don Shelton
    - Act as liaison during budget process
  - Rocky Mountain Power
    - Help identify first project

### Timeline

1. Confirm Public Works recommissioning as first project
2. Work with Finance Director to set up revolving fund using savings on initial project
3. Based on initial program, bring policy recommendation to set up revolving fund for City Council to approve
4. Explore options for school district, which involves updating current policy - with School Board approval

### Notes

- Start with savings from strategy 5 as initial project, likely recommissioning Public Works building
- Includes both City and school facilities
- Reference existing models (e.g., higher education institutions)
- The fund could be replenished either through energy cost savings from previous projects and/or through incentives received

## Strategy 7: Include Energy Best Practices in Design Specifications



### Description

Revise City design specifications to include above-code energy efficiency opportunities, EV-ready construction, and solar-ready construction for city buildings.

### Responsible Parties

- **Lead**
  - Don Tingey
    - Coordinate policy development
    - Bring policy to Council for approval
- **Support**
  - Don Shelton
    - Act as liaison during budget process

### Timeline

1. Evaluate costs for potential specifications, including avoided costs of future retrofits
2. Develop EV-ready and solar-ready policies describing specifications, enabling flexibility for unique site considerations
3. Propose policy as a resolution for Council approval in 2022

### Notes

- These are being done (Fire Station 64) on some new builds for the City and this effort is to standardize efforts
- Note cost differences between being solar-ready and EV-ready and retrofitting existing buildings

## Strategy 8: Create Opportunities to Learn from Peers



### Description

Connect with peer institutions to learn what has worked well in promoting sustainable energy use in their communities and organizations.

### Responsible Parties

- **Lead**
  - Don Tingey
    - Participate in peer community networking and learning opportunities
  - Gene Foval
    - Participate in facilities managers peer learning opportunities
  - Steve Peart
    - Participate in school peer learning opportunities
- **Support**
  - Rocky Mountain Power
    - Support networking among Wattsmart Communities participants

### Timeline

1. Work to set up meeting of Wattsmart Communities cities during spring or fall conference of Utah City Managers association
2. Participate in organizations with sustainable energy learning opportunities

### Notes

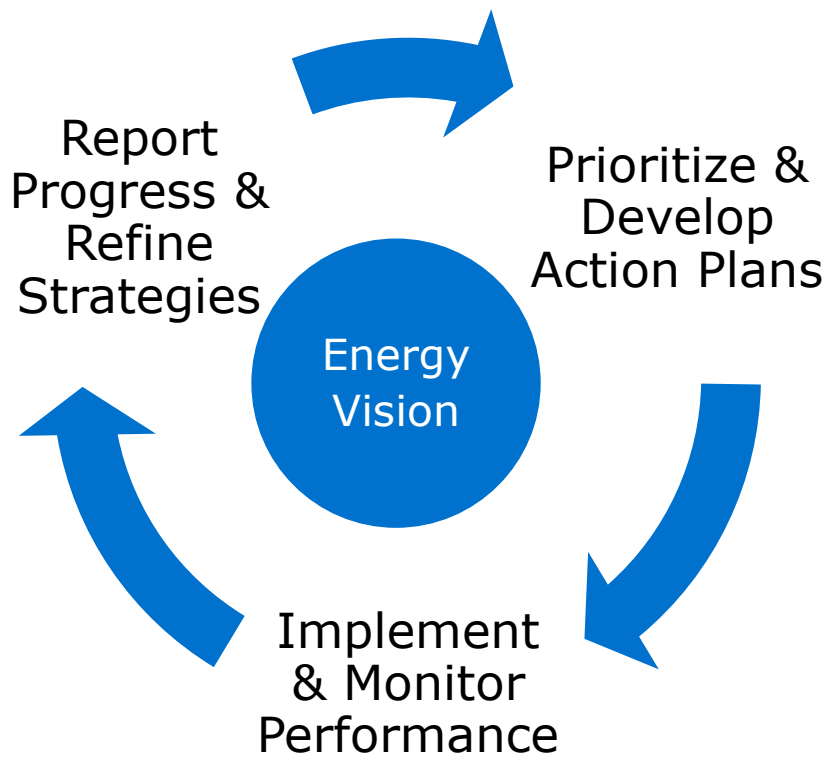
- Potential opportunities
  - Utah City Managers Association
  - Utah League of Cities and Towns
  - Utah Clean Cities
  - IFMA Utah Chapter (facilities managers group)
  - Green Schools Seminar
- Look for partners to support sustainable energy curriculum development

## Implementation Approach and Tracking

As the Energy Action Plan is implemented, it is imperative to monitor progress toward the focus area targets and plan goal. This step involves tracking and reporting on metrics identified in this plan, in coordination with other sustainability reporting efforts.

Measuring success over time will enable South Jordan to refine strategies and inform future planning processes. This iterative implementation process is illustrated in Figure 18. In 2023, the City will review the success of strategies outlined in workplans above. Based on this evaluation, the City may choose to continue working on identified strategies, choose new strategies from the strategy library in Appendix B, or develop new strategies to implement over the next two-year period (using the template provided in Appendix C).

The implementation cycle is meant to accommodate lessons learned and to continue making progress beyond initial activities. Rocky Mountain Power is excited about this Energy Action Plan and looks forward to supporting its implementation.



*Figure 18. Iterative Implementation Cycle*

## Appendix A: Glossary of Terms

Term	Definition
<b>Beneficial electrification</b>	Replacing direct fossil fuel use (e.g., natural gas, propane) with electricity in a way that reduces overall emissions and energy costs.
<b>Demand side management (DSM) program</b>	Modification of consumer demand for energy through various methods, including education and financial incentives. DSM aims to encourage consumers to decrease energy consumption, especially during peak hours, or to shift time of energy use to off-peak periods such as nighttime and weekends.
<b>Electric vehicle (EV)</b>	A vehicle that uses an electric engine for all or part of its propulsion.
<b>Hybrid electric vehicle (HEV)</b>	Vehicle that contains both an electric motor and a gasoline engine. The gasoline engine powers a generator that charges the electric motor. No external battery charger is used. Runs at a constant speed, which increases fuel efficiency.
<b>Integrated Resource Plan (IRP)</b>	The required planning process utilities undergo to estimate their future loads and determine what sources will be used to meet those loads.
<b>Internal combustion engine (ICE)</b>	A heat engine in which the combustion of fuel occurs with an oxidizer in a combustion chamber that is an integral part of the working fluid flow circuit.
<b>Kilowatt (kW)</b>	A measure of 1,000 watts of electrical power.
<b>Kilowatt hour (KWh)</b>	A unit of electricity consumption.
<b>LED</b>	An acronym that stands for Light Emitting Diode, a technology used in high efficiency lights.
<b>Megawatt (MW)</b>	A unit of electric power equal to 1 million watts.
<b>PM<sub>2.5</sub></b>	Tiny particles or droplets in the air that are two and one-half microns or less in width. These particles can travel deep into the respiratory tract, reaching the lungs. Exposure to fine particles can cause short-term health effects such as eye, nose, throat, and lung irritation, coughing, sneezing, runny nose, and shortness of breath. Exposure to fine particles can also affect lung function and worsen medical conditions such as asthma and heart disease. People with breathing and heart problems, children, and the elderly may be particularly sensitive to PM <sub>2.5</sub> .
<b>Renewable energy</b>	Energy generated from fuel sources that naturally regenerate over a short period of time. Examples of these fuel sources include sunlight, wind, moving water, biomass, and geothermal. New and existing energy sources that are generally non-reliant on fossil or carbon-based fuels, which include solar, wind, geothermal and new small-scale hydro-electric facilities. This list is not exhaustive, and other renewable energy technologies or practices may be considered on a case-by-case basis. In the future, this interpretation could be modified based on advances in energy technology, regulatory changes, or other relevant reasons.
<b>Solar photovoltaic (PV)</b>	Solar cells/panels that convert sunlight into electricity by converting light, or photons, into electricity, or voltage.
<b>Therm</b>	A measurement of energy generally used to measure natural gas use in buildings.
<b>Time-of-Use Rate</b>	An electricity rate that provides power at lower costs during certain times of the day. Lower rates are usually overnight but can vary by utility and season.
<b>Utility-scale renewable electricity</b>	Very large renewable electricity installations (e.g., greater than 1 MW) that are implemented by the utility and fed directly into the utility's electric grid. These installation projects do not require a utility customer to opt-in to receive electricity from these sources.

## Appendix B: Utility Offerings and Other Resources

Resource	Residential	Community Partners & Municipal	
Rocky Mountain Power	Energy efficiency offerings	<p><b>Wattsmart homes</b> – Electric rebates available for homeowners, renters, and property managers</p> <ul style="list-style-type: none"> <li>• New homes</li> <li>• Lighting</li> <li>• Appliances</li> <li>• Heating and cooling equipment</li> <li>• Weatherization</li> <li>• Water heating</li> <li>• <a href="#">Kits</a> and <a href="#">accessories</a></li> </ul>	<p><b>Wattsmart business</b> – Electric rebates available for small and large businesses as well as agriculture</p> <ul style="list-style-type: none"> <li>• New development</li> <li>• Lighting and controls</li> <li>• HVAC equipment and controls</li> <li>• Motors and drives</li> <li>• Building envelope</li> <li>• Appliances</li> <li>• Compressed air</li> <li>• Food service</li> <li>• Wastewater</li> <li>• Custom rebates</li> </ul>
	Renewable energy offerings	<ul style="list-style-type: none"> <li>• <a href="#">Blue Sky</a> subscription</li> <li>• <a href="#">Subscriber Solar</a> subscription</li> <li>• <a href="#">Net metering</a> rooftop solar</li> <li>• <a href="#">Batteries</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Blue Sky</a> subscription</li> <li>• <a href="#">Subscriber Solar</a> subscription</li> <li>• <a href="#">Net metering</a> rooftop solar</li> <li>• <a href="#">Batteries</a></li> </ul>
	Other resources	<ul style="list-style-type: none"> <li>• <a href="#">Electric Vehicles</a></li> <li>• <a href="#">Cool Keeper</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Electric Vehicles</a></li> <li>• <a href="#">Cool Keeper</a></li> <li>• <a href="#">Blue Sky Grant</a> for renewable energy projects</li> <li>• Energy Efficiency <a href="#">Project Financing</a></li> <li>• <a href="#">Energy Benchmarking</a></li> </ul>
Dominion Energy	Energy efficiency offerings	<p><b>ThermWise</b> – Natural gas rebates available for <a href="#">appliances</a> and <a href="#">weatherization</a></p> <ul style="list-style-type: none"> <li>• Thermostats</li> <li>• HVAC</li> <li>• Water heating</li> <li>• Weatherization</li> <li>• <a href="#">Home Energy Plan</a></li> </ul>	<p><b>ThermWise</b> - Natural gas rebates available for <a href="#">businesses</a> and <a href="#">builders</a></p> <ul style="list-style-type: none"> <li>• Heating equipment and controls</li> <li>• Water heating equipment</li> <li>• Insulation</li> <li>• Appliances and food service equipment</li> <li>• Green Certified new buildings</li> <li>• Custom rebates</li> </ul>
	Renewable natural gas offerings	<ul style="list-style-type: none"> <li>• <a href="#">GreenTherm</a> renewable natural gas subscription</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">GreenTherm</a> renewable natural gas subscription</li> </ul>
Other	Grant opportunities	<ul style="list-style-type: none"> <li>• UCCC summary of <a href="#">grants, laws, and incentives</a></li> </ul>	<ul style="list-style-type: none"> <li>• UCCC summary of <a href="#">grants, laws, and incentives</a></li> </ul>

## Appendix C: Community Survey Results

A summary presentation of the community survey results that were used to inform this plan is included on the following pages.



SOUTH JORDAN  
U T A H

SOUTH JORDAN + WATTSMART  
2021 PUBLIC OPINION RESEARCH





- 1 Residents care about energy efficiency, with 85% reporting that their houses are currently efficient. Over 75% are interested in improving their efficiency.
- 2 Environmental and fiscal benefits are the main reasons residents would like to see South Jordan pursue energy goals.
- 3 Cost is the largest barrier to improving energy efficiency – both within residents' homes and for citywide goals. Interest in South Jordan pursuing energy goals drops 39 percentage points if there is a cost to residents.
- 4 Over 50% of residents currently use energy-efficient appliances and Energy Star LED lighting . 14% of residents say they will implement solar panels or use an electric vehicle in the future.
- 5 75% of residents are interested in learning about energy programs and opportunities such as rebate programs. Newsletters/pamphlets and resource guides for homeowners are equally preferred as sources of information.

THINGS TO REMEMBER

# SURVEY METHODOLOGY

# SURVEY METHODOLOGY



The sampling frame of South Jordan residents came from an updated (2020) panel list consisting of contacts from a South Jordan City [utilities list](#) and from the official [Utah Voter File](#).

99%

We emailed [2,202 invitations](#). 9 bounced due to either incorrect email addresses or high spam filter settings, resulting in a [deliverability rate of 99%](#).

34%

[980 citizens](#) responded to our survey invitation, and [747](#) of them fully completed the survey. This results in a [response rate of approximately 34% overall](#). Each email address could respond only once.

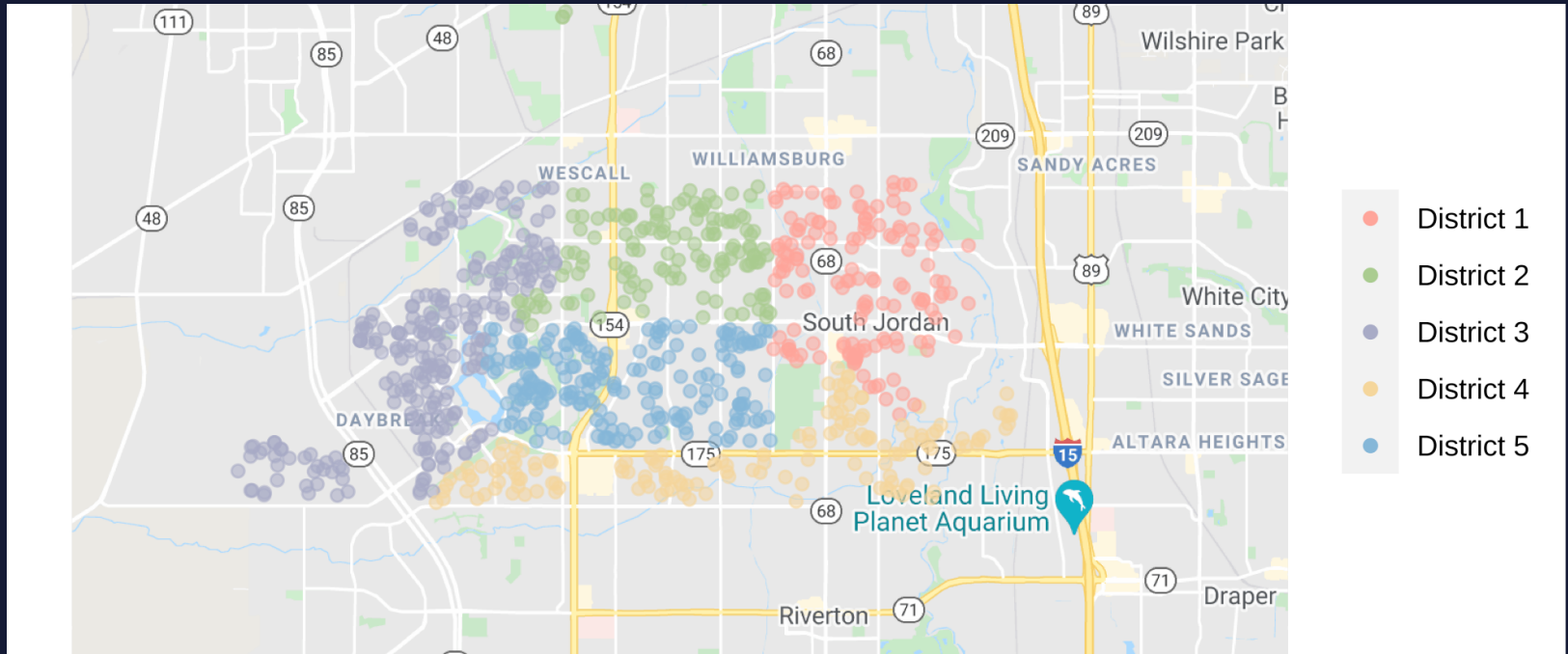
+ 3.1  
- 3.1

[980 interviews](#) among an estimated adult population of [50k](#) results in a [margin of error for the survey of plus or minus 3.08 percentage points](#). Responses were weighted on gender, home ownership, age, and city council district to [better approximate city demographic composition](#).

# GEOGRAPHIC DISTRIBUTION



We have significant representation in each of South Jordan's five City Council districts with roughly 150-250 panelists residing in each district.



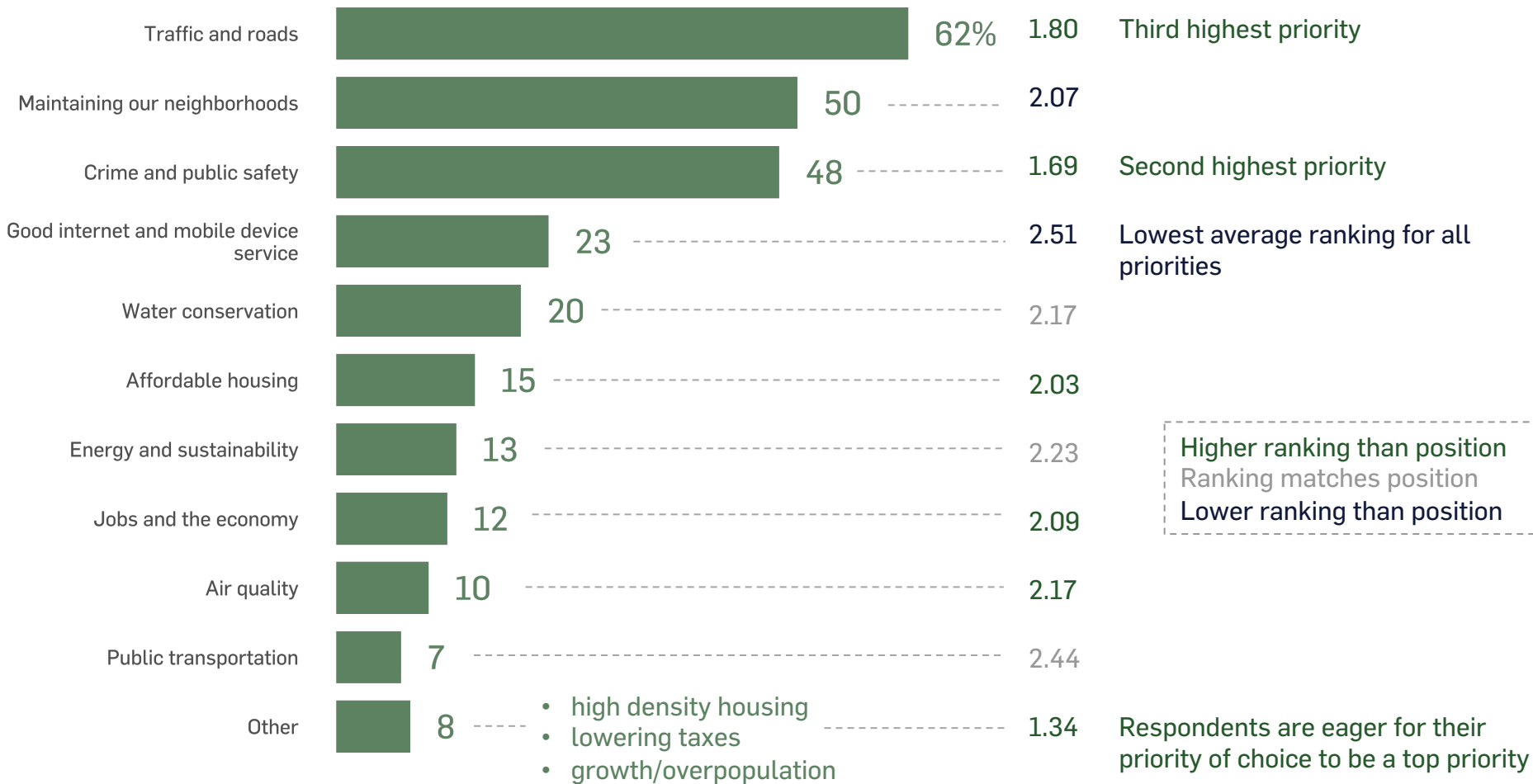
SOUTH JORDAN OVERALL

# TRAFFIC & ROADS TOP ISSUE FACING THE CITY

Most respondents (62%) say that traffic and roads is the most important issue for South Jordan to address. Air quality and public transportation are considered the least important.

Top issues facing South Jordan:

Average ranking (1 being the top priority):



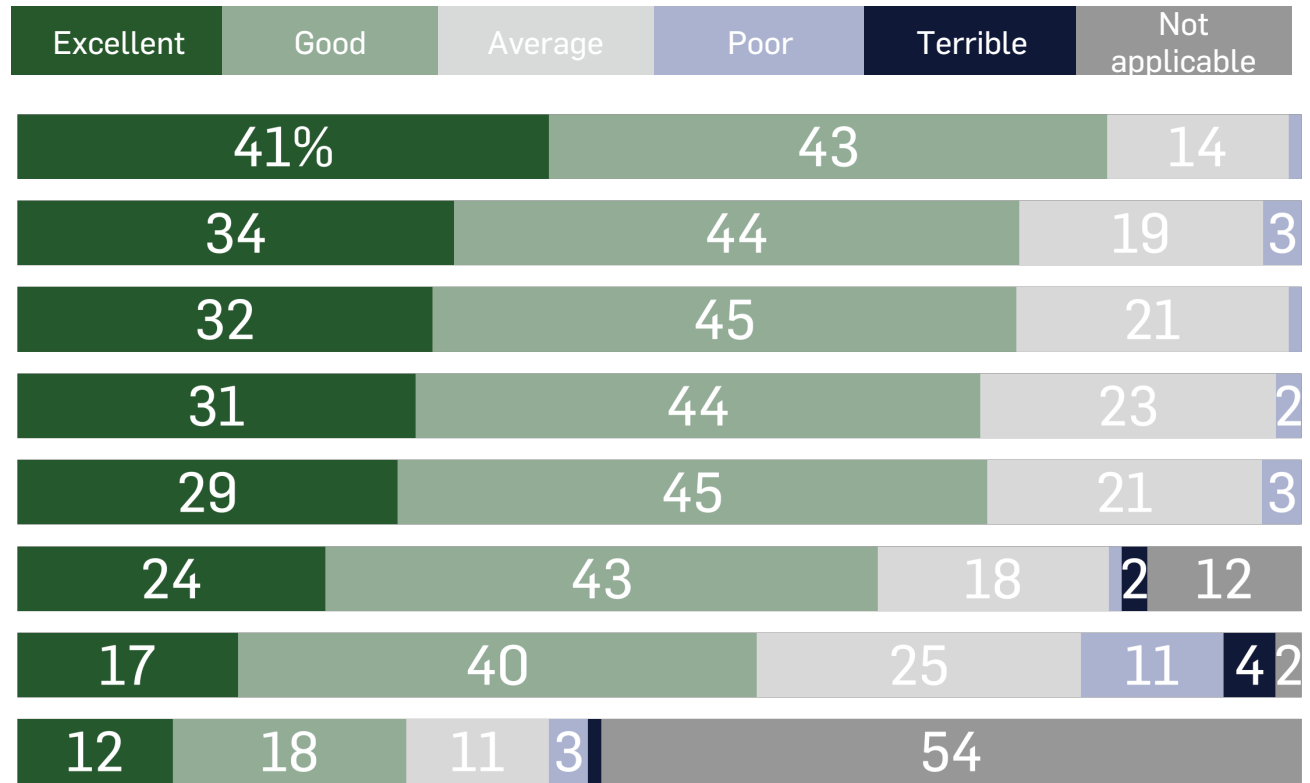
Higher ranking than position  
 Ranking matches position  
 Lower ranking than position

Q: Thinking about the future of South Jordan, which of the following issues do you consider the most important for the city to address? Please select your top 3 choices. (n = 3 – 664)  
 Q: Please rate how South Jordan should prioritize the issues you consider important, with 1 being the top priority. Drag and drop the following choices to rank them in order of importance.

# TRAFFIC & ROADS TOP ISSUE FACING THE CITY

84% of respondents consider South Valley Sewer District's service as "good" or "excellent." Respondents are least impressed with South Jordan Recycling services, with 16% rating them as "poor" or "terrible." Over half of respondents do not use or do not have access to South Jordan Secondary Water.

Rating the service from the following utility providers:



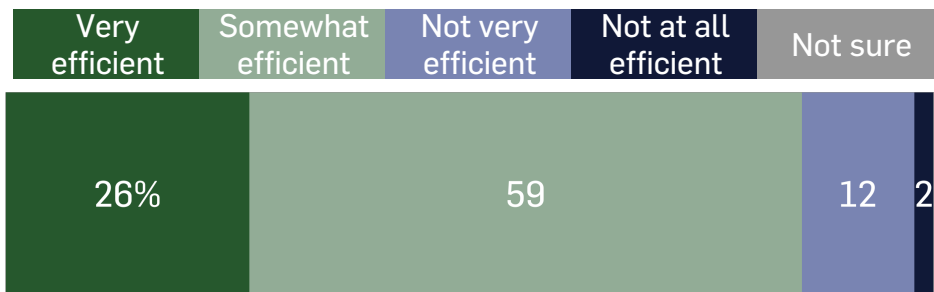
\*65% above average rating among users

# INDIVIDUAL ENERGY USE

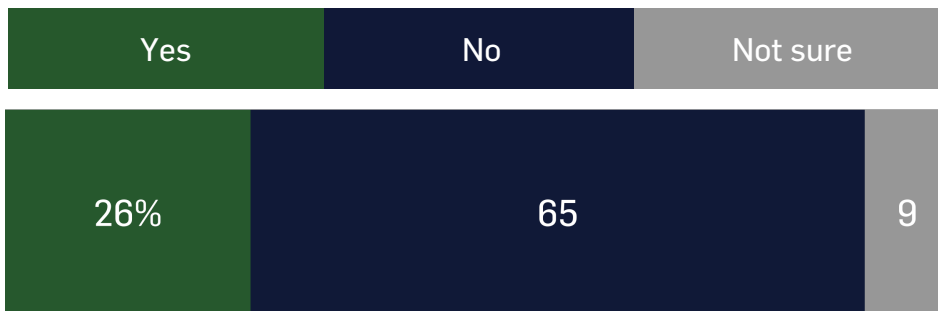
# MAJORITY OF HOUSEHOLDS ENERGY EFFICIENT

85% of respondents rate their households as at least somewhat efficient. Just over a quarter (26%) of respondents have invested in renewable energy sources.

Current efficiency of household:



Respondents who have invested in renewable energy sources:



Percentage whose houses are currently "very + somewhat efficient:"

98%	Income below \$50k
85	\$50k - \$99,999
93	\$100k - \$149,999
74	More than \$150k
<hr/>	
83%	Resident for less than 10 years
88	10 years or more

Percentage who have invested in renewables:

22%	Below \$50k
19	\$50k - \$99,999
42	\$100k - \$149,999
27	More than \$150k

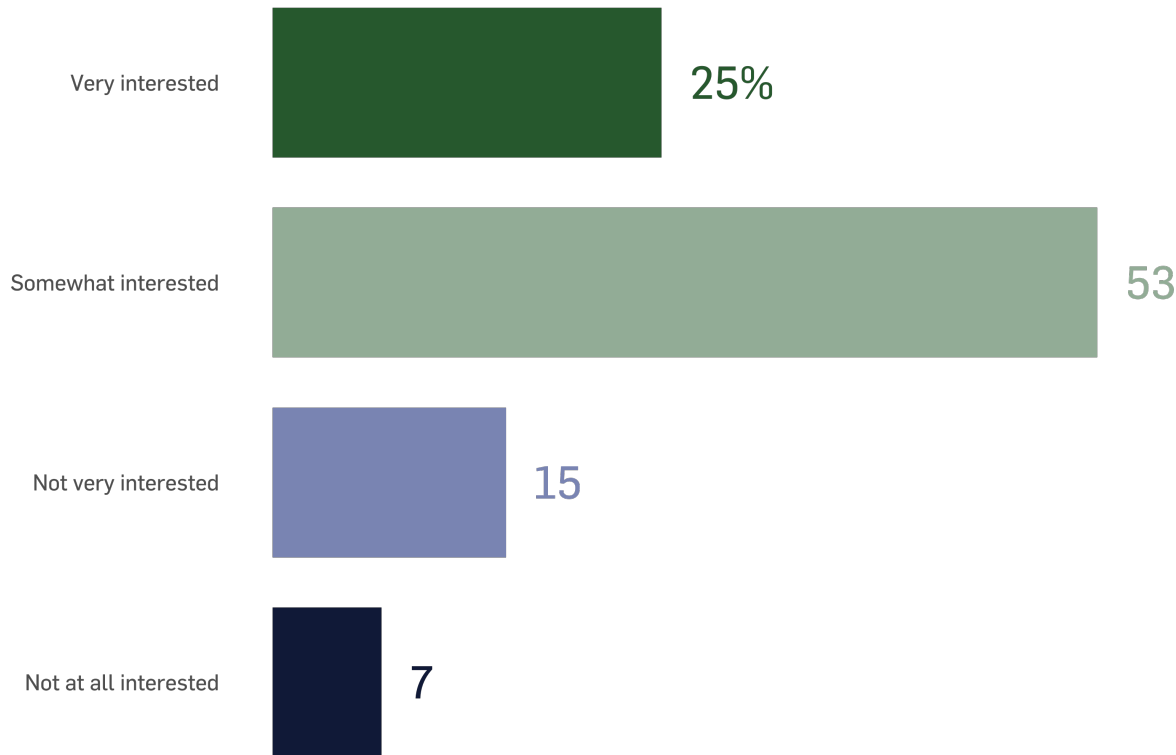
Q: How would you rate the energy efficiency of your current household? (n = 877)

Q: Has your household chosen to invest in renewable energy options? (n = 877)

# MOST INTERESTED IN IMPROVING EFFICIENCY

A quarter of respondents are very interested in improving energy efficiency, and over 50% are somewhat interested in improving their efficiency. Common reasons people are not interested include cost and perceptions that they have little to gain.

Interest in improving energy efficiency:



Those "very + somewhat interested" in learning more:

83%	Resident for less than 10 years
75	More than 10 years

Why some are not interested in improving their energy efficiency:

"Cost versus gain is just not justified"

"Already extremely efficient"

"Not a priority for me"

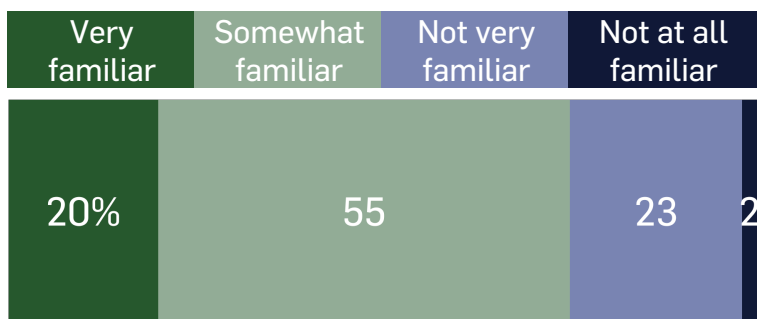
Q: How interested are you, if at all, in improving the energy efficiency of your household? (n = 870)

Q: In a few words, why are you not interested in improving the energy efficiency of your household? (n=186)

# ENERGY STAR, THERMWISE REBATES BEST KNOWN

75% of respondents say they are at least somewhat familiar with energy efficiency or renewable energy programs. The best-known programs include Energy Star, ThermWise rebates, and Wattsmart.

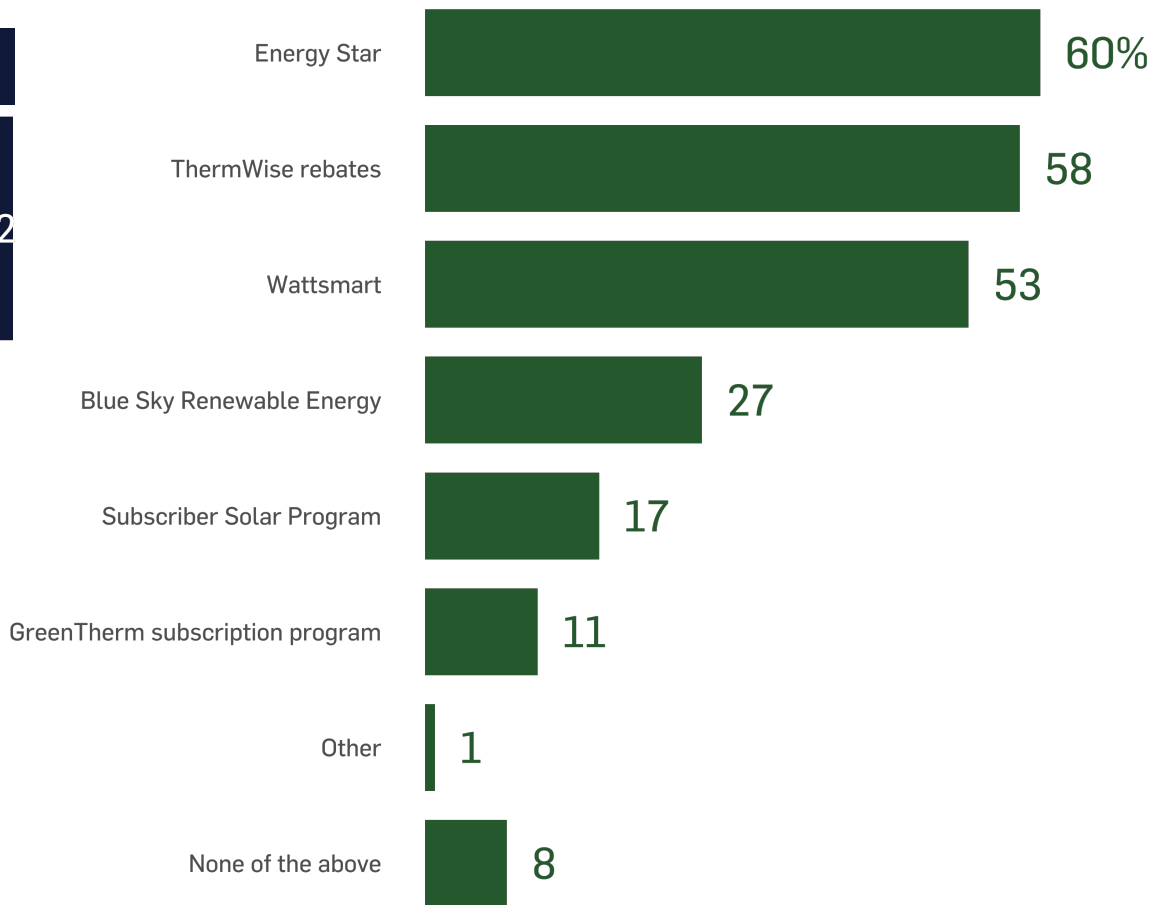
Overall familiarity with energy efficiency or renewable energy programs:



Those who are "very + somewhat familiar":

73%	Income below \$50k
69	\$50k - \$99,999
78	\$100k - \$149,999
83	More than \$150k

Specific programs respondents are familiar with:



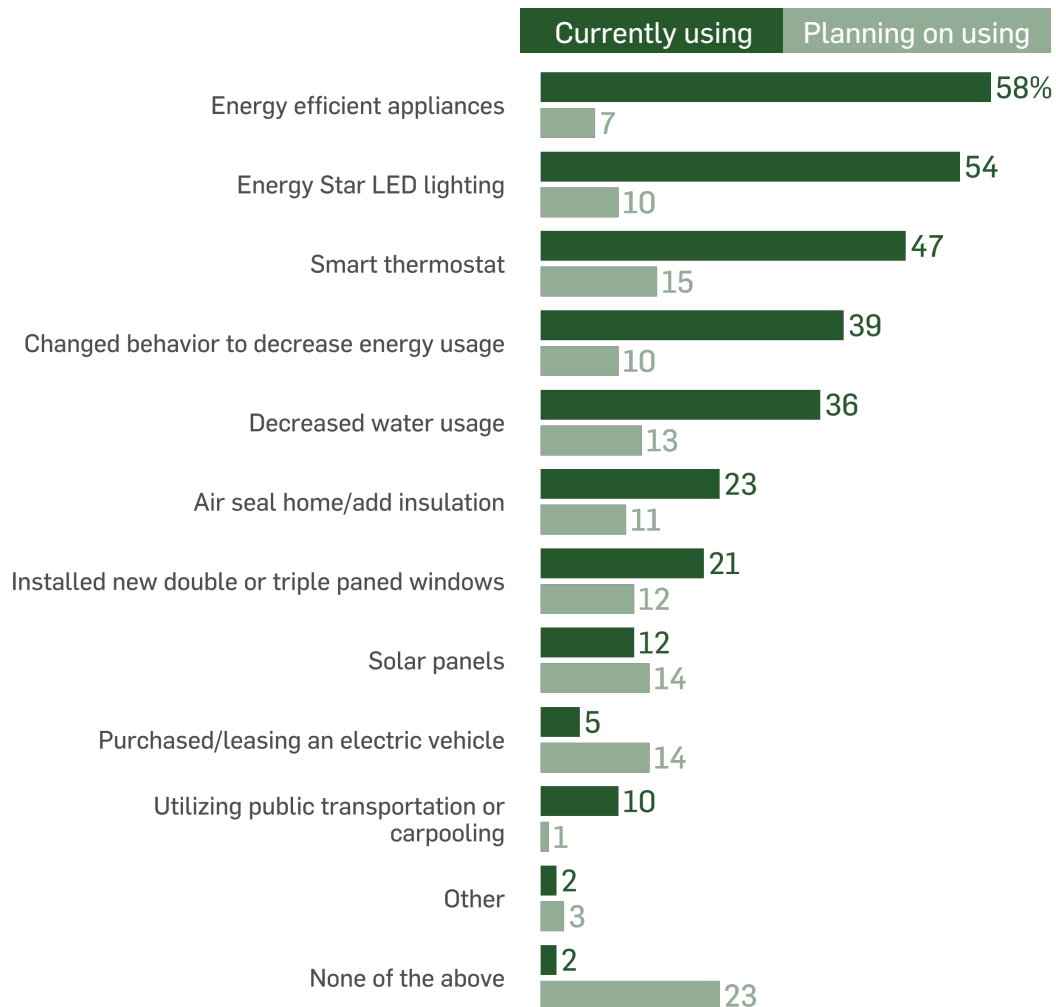
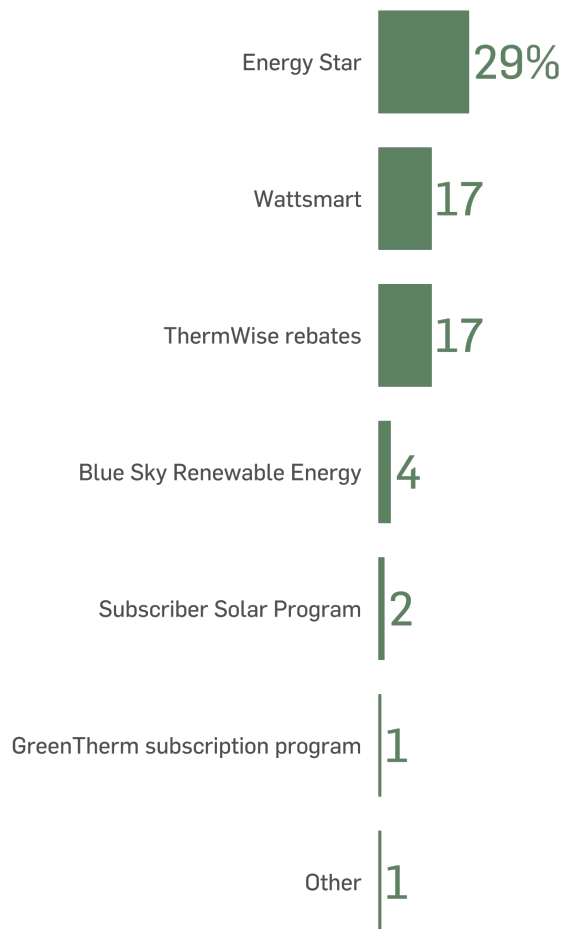
Q: How familiar are you, if at all, with energy efficiency or renewable energy programs or opportunities? (n = 875)

Q: Which, if any, of the following energy efficiency and renewable energy programs or opportunities are you aware of? Select all that apply. (15- 584)

# ENERGY EFFICIENT APPLIANCES, ENERGY STAR MOST USED

Nearly 30% of respondent households are participating in Energy Star programs. Over 50% of respondents currently use energy-efficient appliances and Energy Star LED lighting. The largest proportion of respondents are planning on using a smart thermostat in the future, while 23% don't plan on implementing anything else to increase energy efficiency.

## Respondents currently participating in...



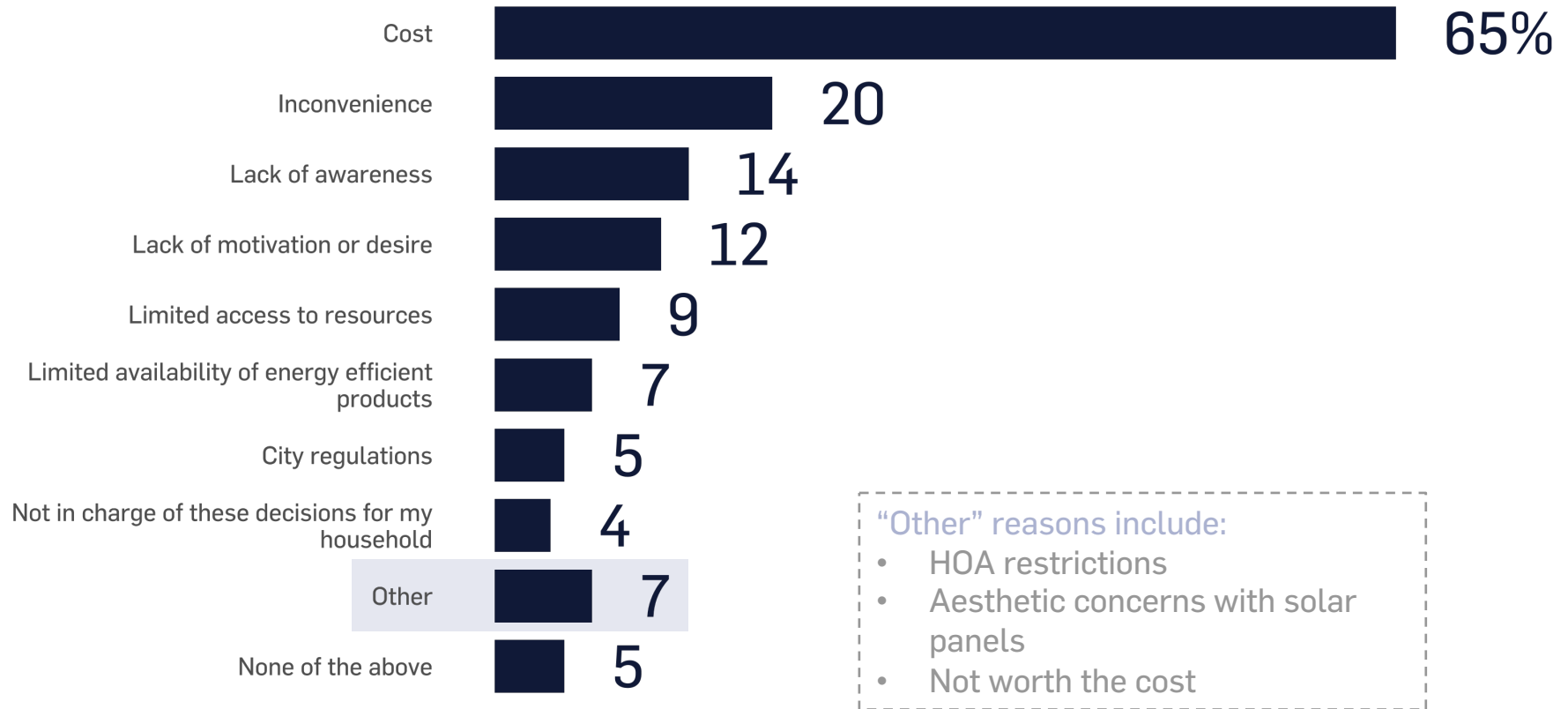
Q: Which, if any, of the following energy efficiency and renewable energy programs is your household currently participating in? (n = 1 – 296)

Q: Which, if any, of the following have you implemented in your household to be more energy efficient? Select all that apply. (n = 19 – 568)

Q: Which, if any, of the following do you plan on implementing in the future to increase the energy efficiency of your home? Select all that apply. (n = 12 – 269)

# COST LARGEST BARRIER TO ENERGY EFFICIENCY

Cost is the overwhelming considered the largest barrier to becoming more energy efficient. 20% also attribute the inconvenience as a barrier.

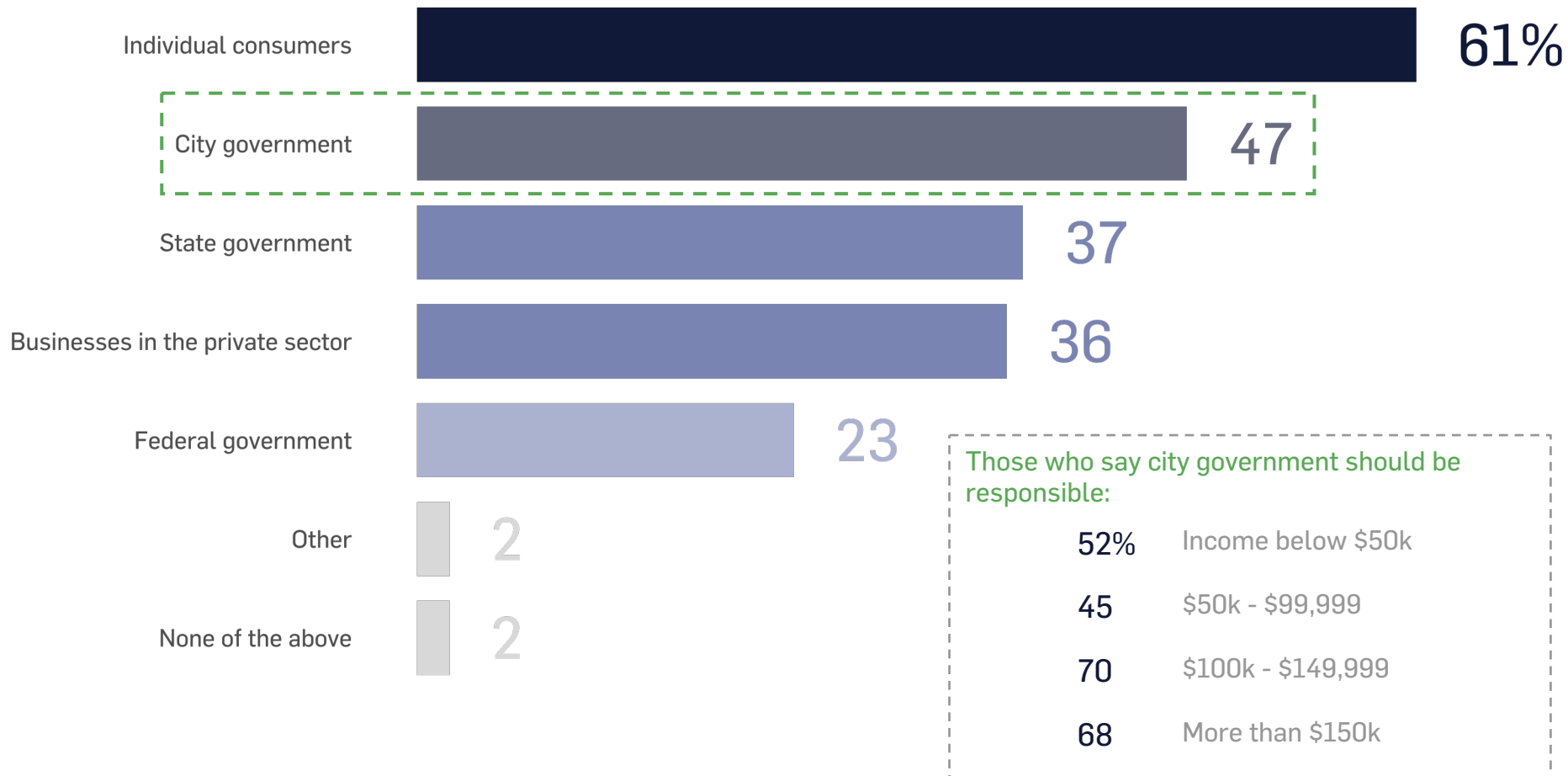


# SOUTH JORDAN ENERGY PRIORITIES

# INDIVIDUAL CONSUMER SHOULD BE RESPONSIBLE

The majority of respondents say that individual consumers should be responsible for addressing energy efficiency. Almost half say that the city government should also take responsibility.

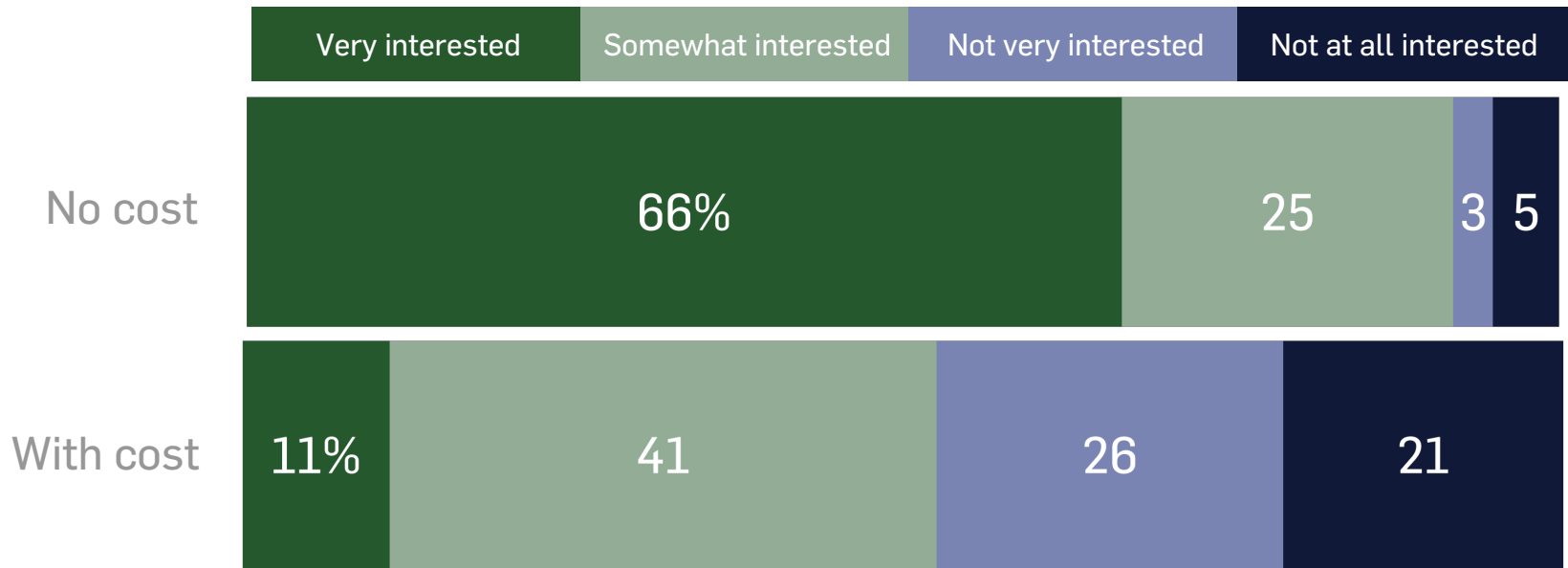
Who should be responsible for addressing energy efficiency in the community:



Q: Which of the following individuals or groups do you believe should be responsible for addressing energy efficiency in your community? Select all that apply. (n = 12 – 625)

# EVEN WITH COST, OVER HALF INTERESTED IN CITY-LEVEL ENERGY EFFICIENCY

91% are at least somewhat interested in an energy efficiency plan at no cost, but Interest drops by 39 percentage points if there is a cost involved.



Those Very + Somewhat interested with cost:	
55%	Income below \$50k
36	\$50k - \$99,999
64	\$100k - \$149,999
69	More than \$150k

Q: If you knew that it would result in additional costs to the city or to you as a resident, how interested would you be in the city of South Jordan pursuing energy efficiency at a citywide level? (n = 397)  
 Q: If you knew that it would not result in additional costs to the city or to you as a resident, how interested would you be in the city of South Jordan pursuing energy efficiency at a citywide level? (n = 394)

# REASONS FOR AND AGAINST PURSUING EFFICIENCY

Main reasons respondents want the city to pursue energy efficiency include the long-term benefit to the community, environmental benefits, and potential financial benefits. The largest reason for opposition is cost.

## Reasons to pursue energy efficiency:

“Cities need to do their part for protection of the environment and address climate change”

“Because it’s better for us now and future generations”

“It's good for the planet. It would probably save money in the long run.”

“Being good stewards of our energy resources is a smart thing.”

“I am interested in hearing options available but want to make my own final decisions”

## Reasons to oppose energy efficiency:

“Don't believe it is the role of city government”

“Public buildings and institutions should be energy efficient, but imposing regulations on individuals is not ideal. Incentives should be utilized instead.”

“It should not cost consumers more. Budget and make changes with all the money you have”

“South Jordan residents already pay higher taxes than a lot of cities, so I don't want them higher.”

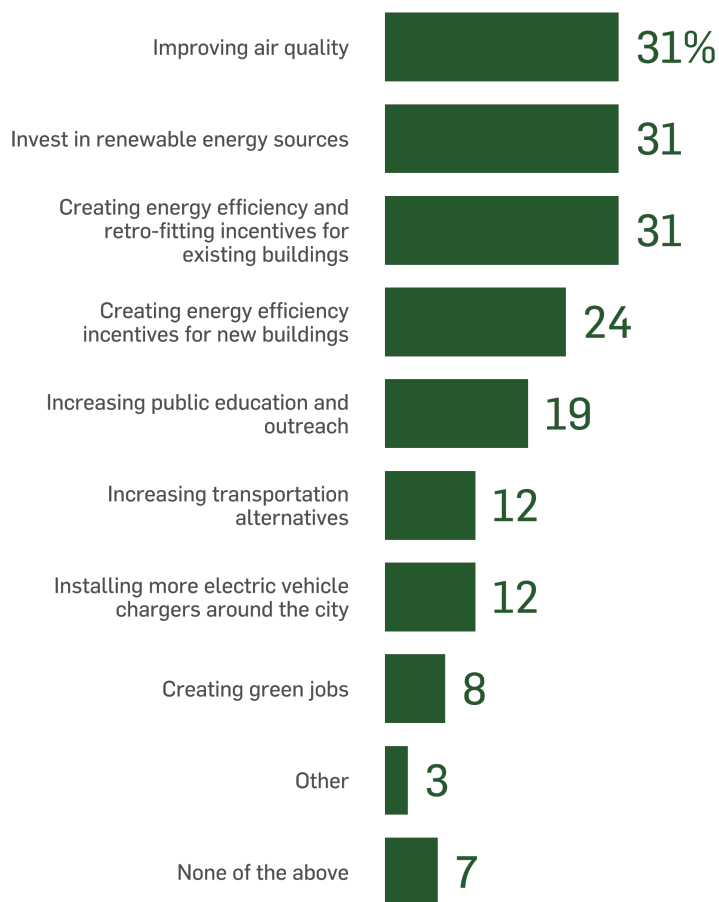
Q: In a few words, why are you not interested in improving the energy efficiency of your household? (n=186)

Q: In a few words, why are you interested in seeing South Jordan pursue energy efficiency at a citywide level? (n=440)

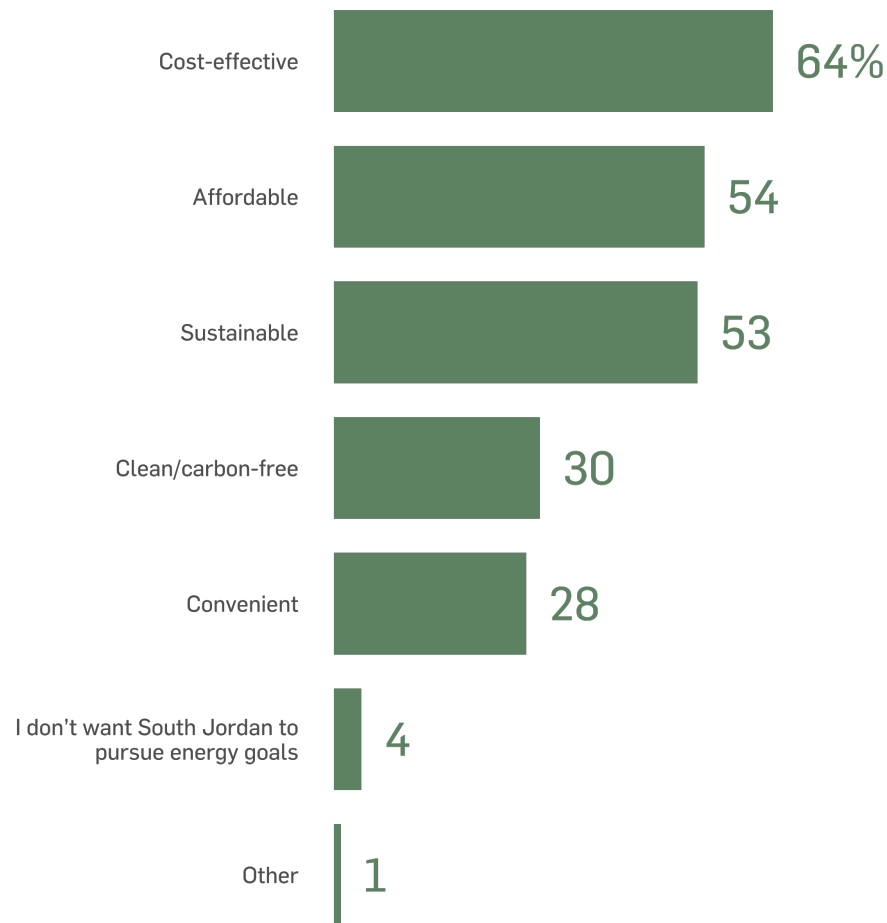
# COST EFFECTIVENESS TOP PRIORITY FOR ENERGY GOALS

Respondents want South Jordan to improve air quality, invest in renewable energy sources, and create incentives for improving existing buildings at equal rates. 64% of respondents want energy goals to be cost-effective. Similarly, 54% want goals to be affordable.

## Specific energy goals:



## Attributes of potential goals:



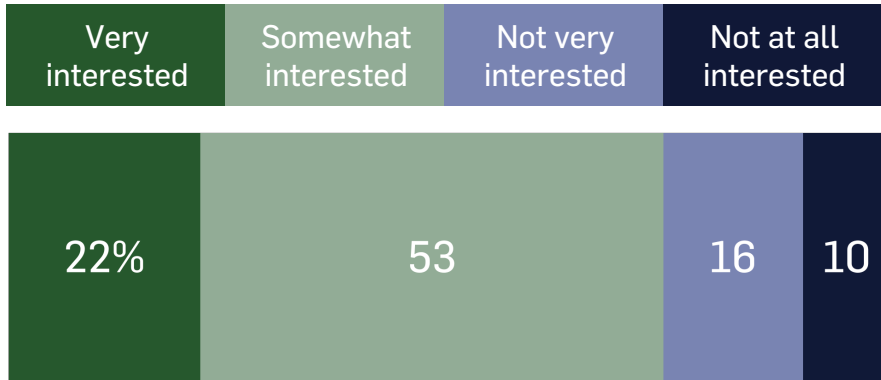
Q: Considering energy efficiency at the city level, which of the following attributes best describe the types of energy goals you want South Jordan to pursue? Select all that apply. (n = 14 - 623)

Q: Thinking about the future of South Jordan, which, if any, of the following energy goals should the city prioritize? Select up to three choices. (n = 30 - 327)

# RESIDENTS INTERESTED IN LEARNING ABOUT REBATES, EFFICIENCY

75% of respondents are at least somewhat interested in learning about energy efficiency programs and opportunities such as rebate programs and ways to save energy.

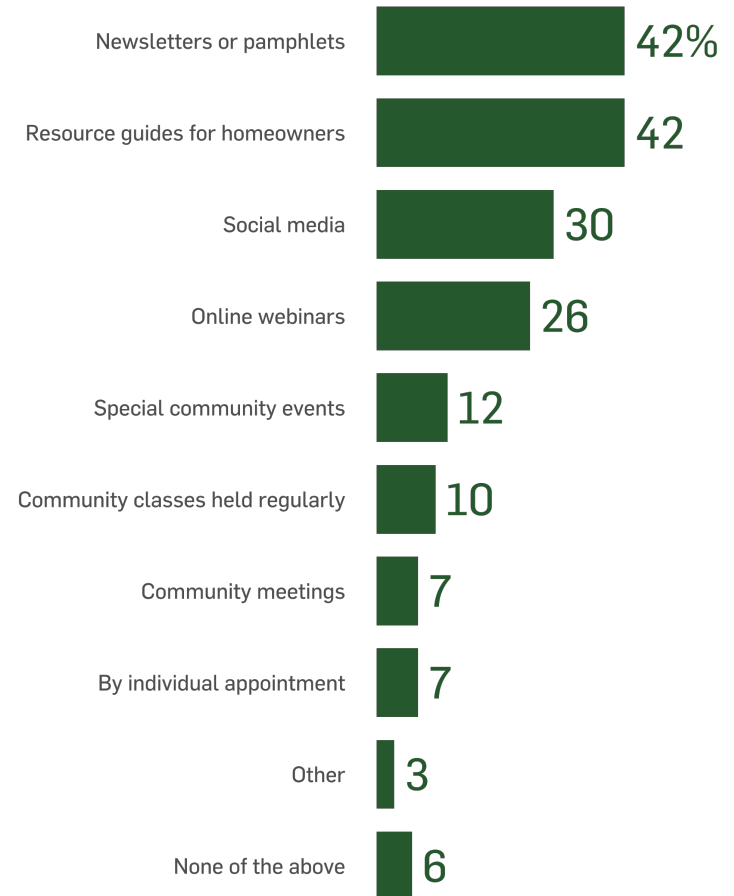
## Interest in learning about programs and opportunities:



## What respondents want to learn:

Energy efficiency rebate programs	40%
Ways to save energy in your home	38
Creating a home energy plan	24
Electric vehicle incentives and rebates	22
Rooftop solar panels	19
Reducing one's carbon footprint through renewable energy	16
Other	3
None of the above	15

## How respondents want to learn:



Q: How interested are you, if at all, in learning more about energy efficiency programs and opportunities? (n = 806)

Q: Which, if any, of the following aspects of energy efficiency would you be interested in learning more about? Select all that apply. (n = 19 – 391)

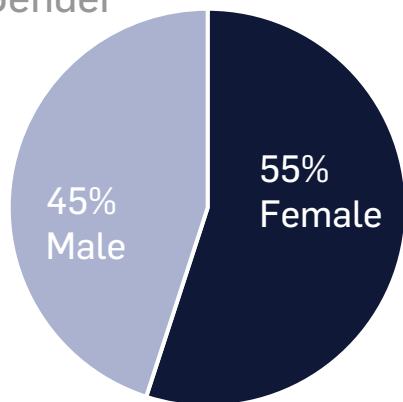
Q: How would you prefer South Jordan City help residents learn more about energy efficiency? Select all that apply. (n = 20 – 459)

# DEMOGRAPHICS

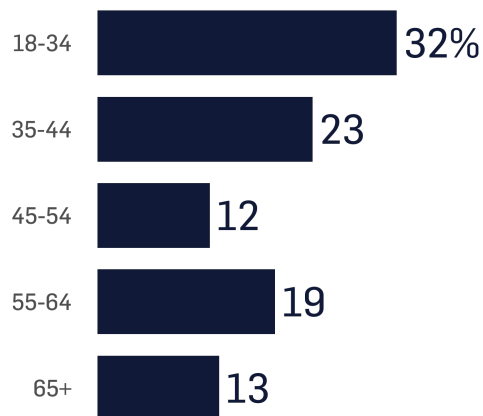
# RESPONDENT DEMOGRAPHICS

A plurality of respondents fall between the ages of 18 and 34. 30% have lived in South Jordan between 3 and 5 years, with 19% being long-term residents of over 21 years. Almost all respondents are homeowners.

## Gender



## Age



## Time lived in South Jordan



## Own vs. Rent

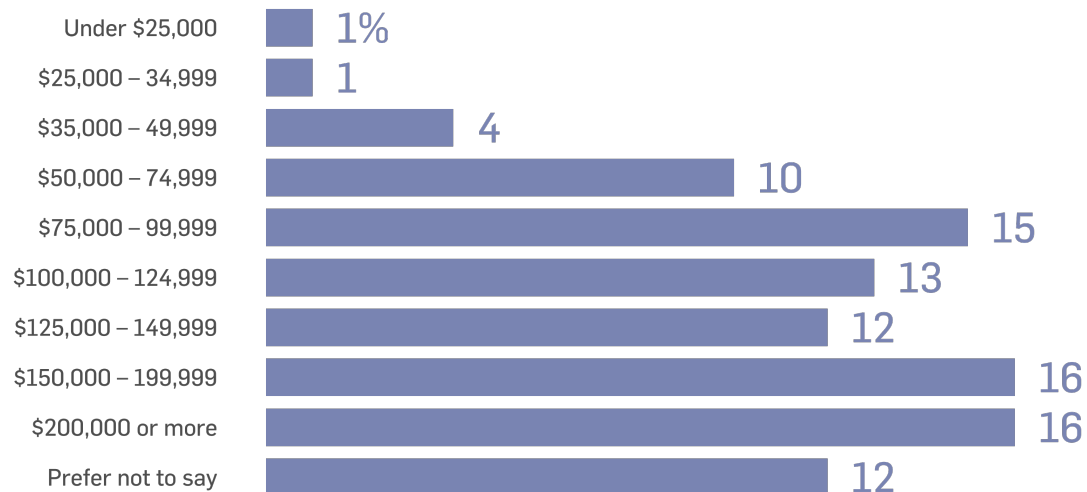
**96%**

Own or buying their own home

**4%**

Renting their home or apartment

## Annual Income

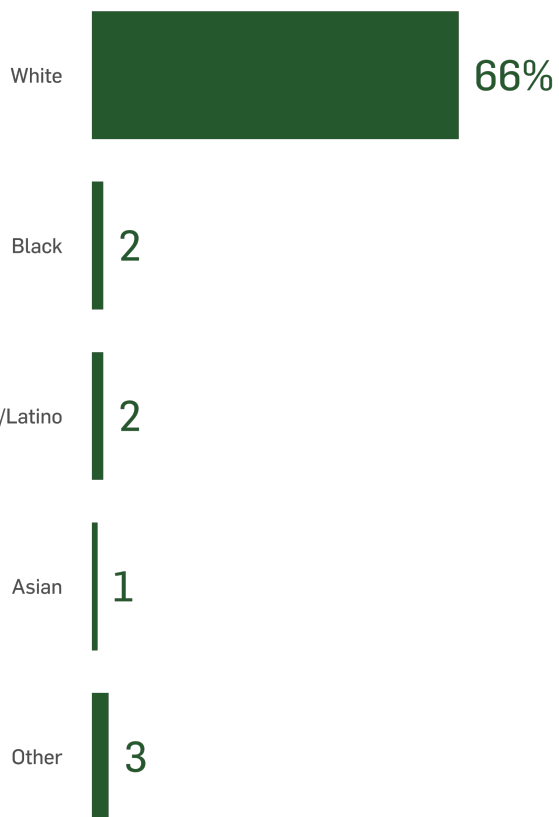


Q: Which of the following best describes how you think of yourself? (n = 747) Q: What year were you born? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX) Q: How long have you lived in South Jordan? (n = 746) Q: Which of the following best describes where you are currently living? (n = 747) Q: What do you expect your 2021 family income to be? (n = 742)

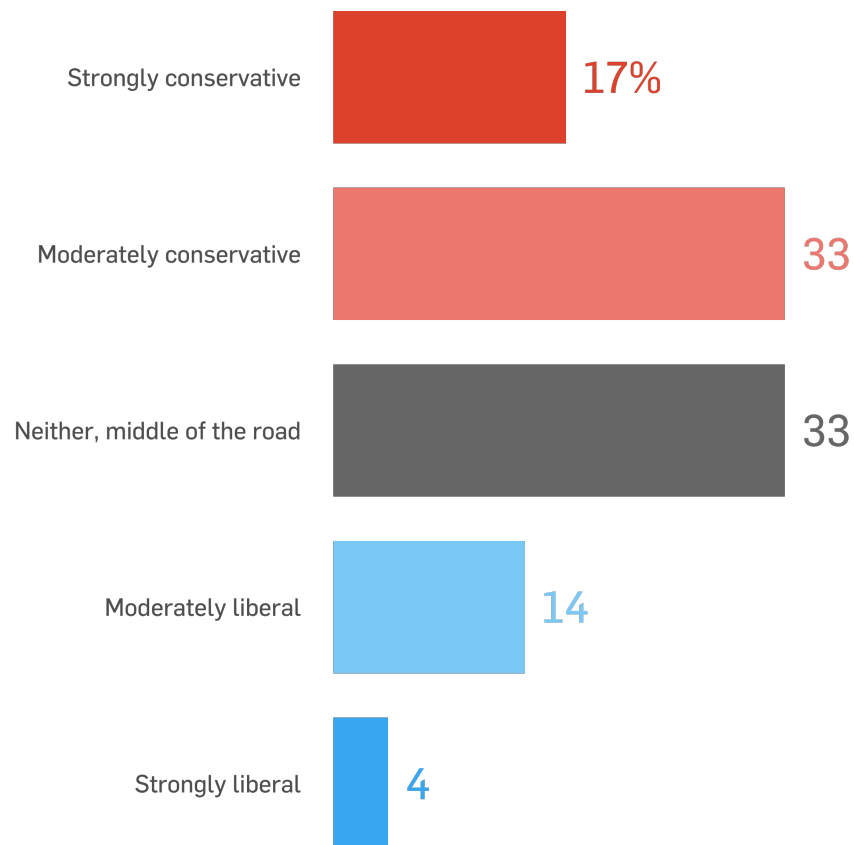
# RESPONDENT DEMOGRAPHICS

A majority of respondents are white. 2% of respondents were black or Hispanic, and 1% were Asian. Respondents are most likely to describe themselves as moderately conservative or as neither conservative nor liberal.

## Race



## Political Ideology



Q: Are you...? (n = 2 – 663)

Q: On most political matters do you consider yourself: (n = 739)



Kyrene Gibb – Partner, Vice President of Research  
Kelly Patterson, PhD – Founding Partner  
Salt Lake City, UT  
801.406.7877

## Appendix D: Potential Future Strategies

This appendix lists strategies that were identified during the planning process, but not prioritized for the first phase of implementation. The strategies are tagged with the icon of the key values it supports as shown below.












Keep utility costs affordable



Improve air quality



Support sustainable economic development

Strategy Name	Strategy Description	Key Values
Renewable Energy Subscriptions for City Operations	Subscribe to a solar subscription program to power City operations.	 
Energy Efficiency Training for City Employees	Provide education and training to City employees to promote energy-saving behaviors.	
Preventative Maintenance Policy for City Facilities	Adopt a policy that requires routine inspections and care for City facilities - to predict and prevent equipment failure before it happens.	
Total Cost of Ownership Policy for City Procurement	Adopt a policy that requires employees to evaluate total cost of ownership, including long-term savings, when procuring new City equipment and vehicles.	
Energy Industry Job Fairs	Work with the South Jordan Chamber of Commerce to organize job fairs for energy-related industries.	
Community Solar Project	Explore opportunities to develop a large-scale solar project in South Jordan that would provide local jobs and renewable energy for the community.	  
EV Ready Codes	Adopt codes that require or encourage EV-ready development for all new development.	