



# OREM CARE STUDY 2014

PARKS & RECREATION FUNDING PRIORITIES & USES





- 1 The majority of Orem residents see it as moving in the right direction, up from our last survey in June.
- 2 A supermajority of Orem residents approve of the CARE tax that was renewed in the 2013 election.
- 3 Residents strongly lean toward using the CARE recreation money to pay for upgrades to existing facilities rather than purchasing new ones.
- 4 The most popular upgrades focus on improving the playgrounds, the city fitness center, and adding bike lanes.
- 5 If the city decides to invest in new facilities, public sentiment leans away from large projects and instead prefers smaller investments – again – focused on playgrounds and other facilities for children.

THINGS TO REMEMBER

# **SURVEY METHODOLOGY**

## MINIMIZING ERROR

# SURVEY METHODOLOGY



Sampling frame of our panelists consisted of a combined universe of every household in the Orem City utilities accounts and the city newsletter databases, plus a sample of students living in Orem who attend Utah Valley University.

99%

Duplicate email addresses were discarded. In total, we emailed 2,204 invitations. 15 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 99%.

51%

Of the 2,204 delivered invitations, 1,133 citizens responded with 998 completed online surveys. This results in a response rate of just over 51%. Each email address could respond only once.

+3  
-

1,133 interviews among an estimated adult population of 61,612 results in a margin of error for the survey of plus or minus 2.88 percentage points. Responses were weighted to better approximate city demographic composition.

# SURVEY INVITATION

Survey was introduced as an official city-sponsored survey with academic support.

*Subject: Official Orem City Survey*

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*Hello there,*

*Thank you for joining the Orem citizen opinion panel! We invite you to participate in a special citywide survey of Orem residents. The purpose of the survey is to ask for your input about important issues facing Orem. This survey has a special focus on recreation and parks, including questions about important upcoming policy decisions. The results will be used during official city deliberations.*

*Your participation is very important and will help make the survey accurate. This online survey takes about 15 minutes to complete and your answers are completely confidential.*

*To take the survey click on the link below:*

*[Take the survey](#)*

*Your participation is very important and will help to shape Orem's future.*

*Sincerely,*

*Orem City staff and Quin Monson, Ph.D., Y<sup>2</sup> Analytics*

# SURVEY INVITATION

Citizens were offered details about the researchers & given option to unsubscribe.

*Subject: Official Orem City Survey*

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*\*\*\* Frequently Asked Questions \*\*\**

*Who is Y<sup>2</sup> Analytics?*

*Y<sup>2</sup> Analytics is a research firm located in Salt Lake City. We are conducting the survey on behalf of the staff and elected officials of Orem City.*

*How did you get my email address?*

*You joined an opinion panel of Orem citizens during the June citywide survey about technology issues.*


*Can you take my name off this list and stop contacting me?*

*Yes. Click on the link below to opt out of any further contact about this survey.*

*Follow the link to opt out of future emails:*

*[Click here to unsubscribe](#)*

**12** invitees (or less than 0.05%) unsubscribed from the survey email list



# **ENVIRONMENT & DIRECTION**

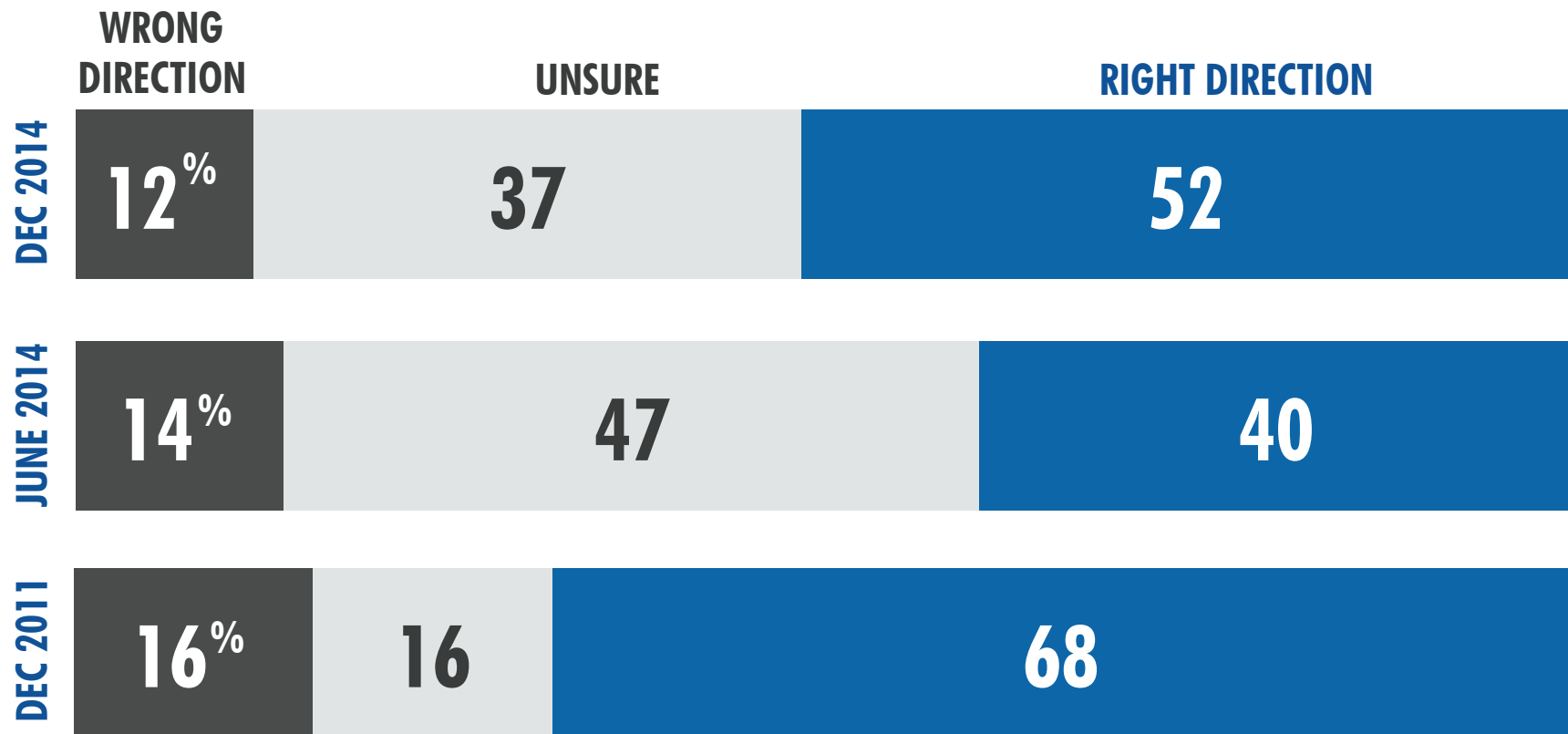
CITY PERCEPTIONS IMPROVED

# OVERALL DIRECTION

Perceptions of Orem's direction have improved since the UTOPIA debate in June.



Overall, would you say the *city of Orem* is headed in the *right direction* or the *wrong direction*?





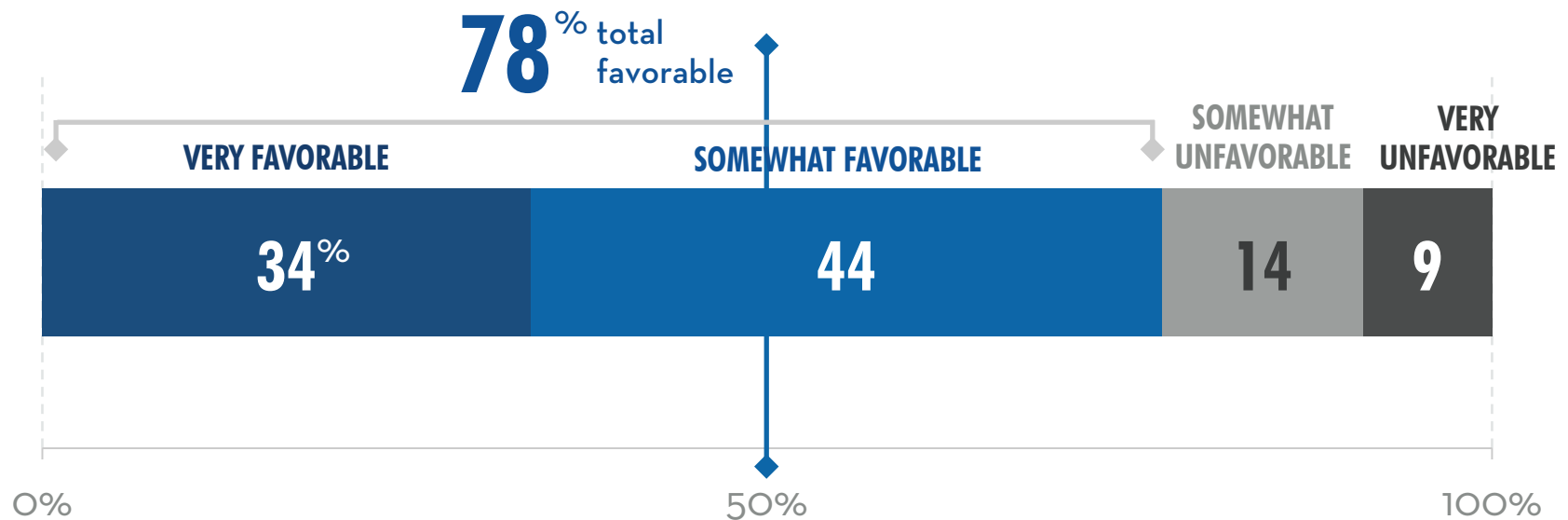
# CARE TAX SUPPORT

A supermajority feel favorable to the CARE tax passed last year.



*In 2013 Orem residents voted to approve the CARE tax which is a 0.1-percent sales and use tax for city-owned recreational and cultural facilities, ongoing operating expenses of city-owned recreational facilities, and ongoing operating expenses of private nonprofit cultural organizations.*

*How favorable or unfavorable do you feel about the CARE tax in Orem City?*

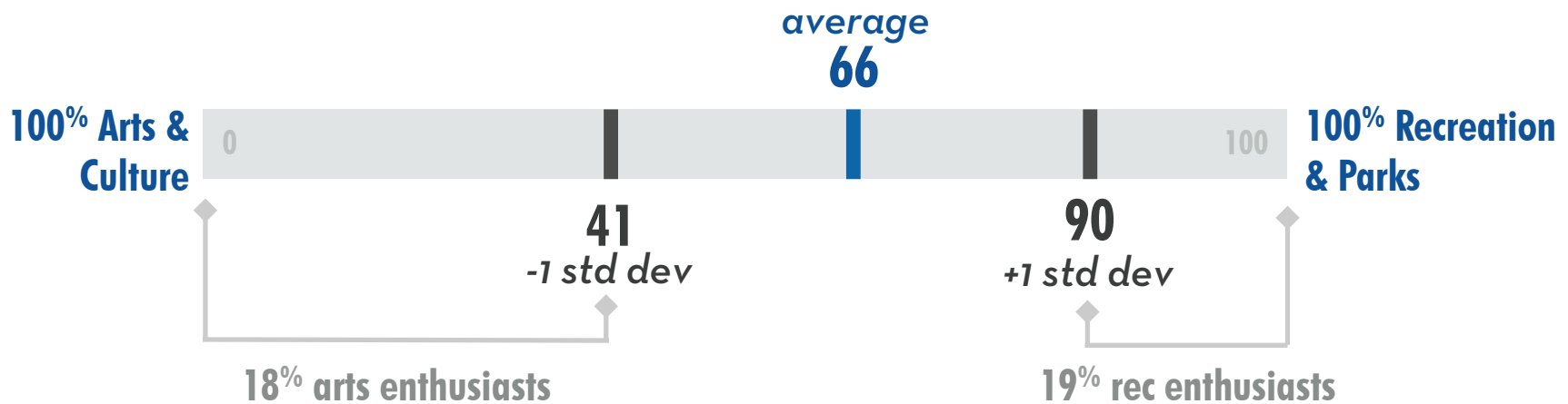


# FAMILY RECREATIONAL PRIORITIES

Participants self-declared family preference for arts vs. parks.



For your family, would you say you prefer to spend more of your free time doing arts and culture activities or recreation and parks activities?



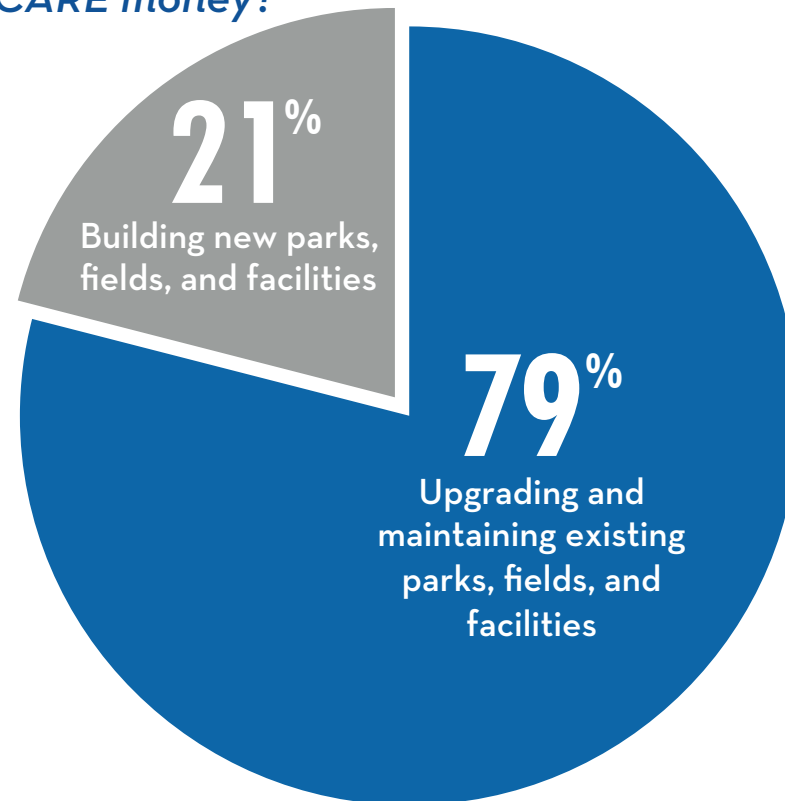
# GENERAL PREFERENCE FOR FUNDS

The vast majority of respondents want to see upgrades rather than new builds.



*Over the next ten years, the portion of the CARE tax dedicated to recreation will provide a projected 25% increase in budget for spending on parks, fields, and recreational facilities in Orem City.*

*In your opinion, which of the following is a better use of the recreational portion of the CARE money?*



# RECREATION DEMOGRAPHICS

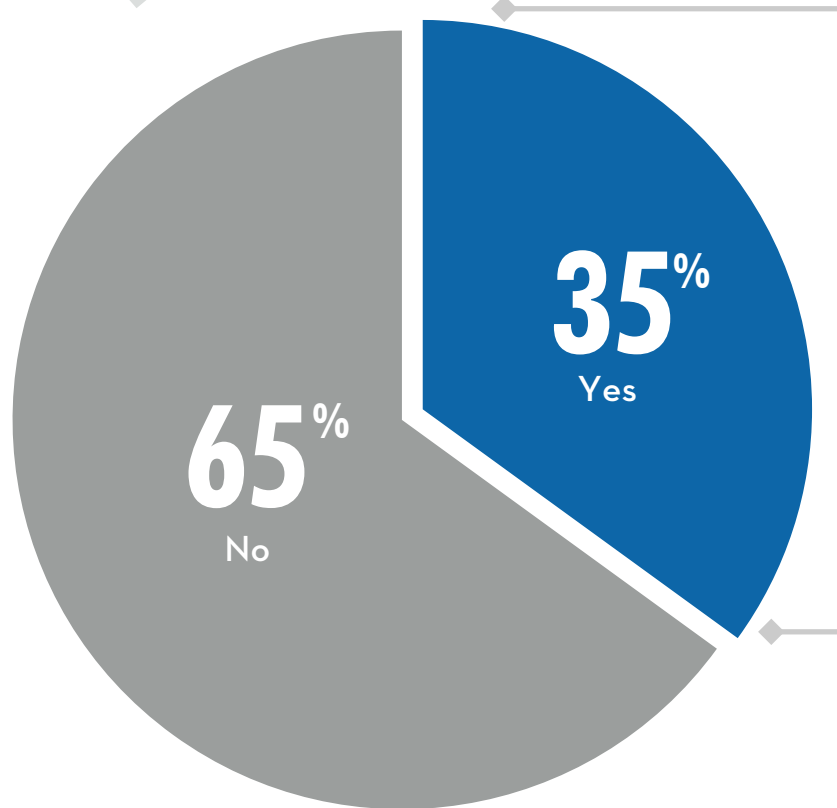
CONTEXT FOR FUNDING DECISIONS

# DOG OWNERSHIP & PARK DEMAND

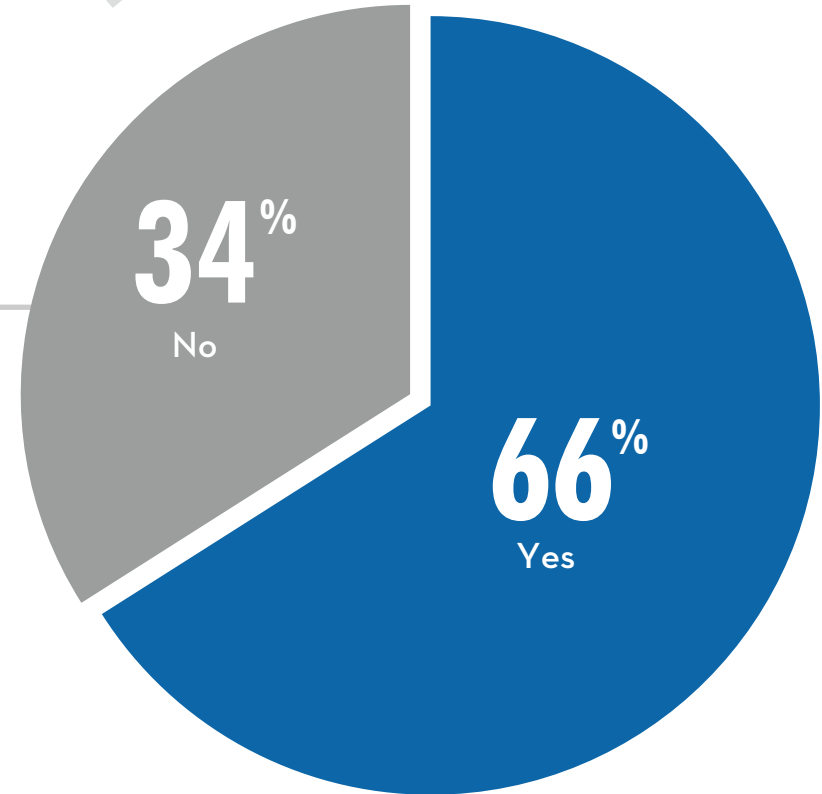
Of the 35% who own dogs, 66% say they would frequent a city built dog park.



*Are you a dog owner?*



*If the city had a dog park, would you take your dog there?*

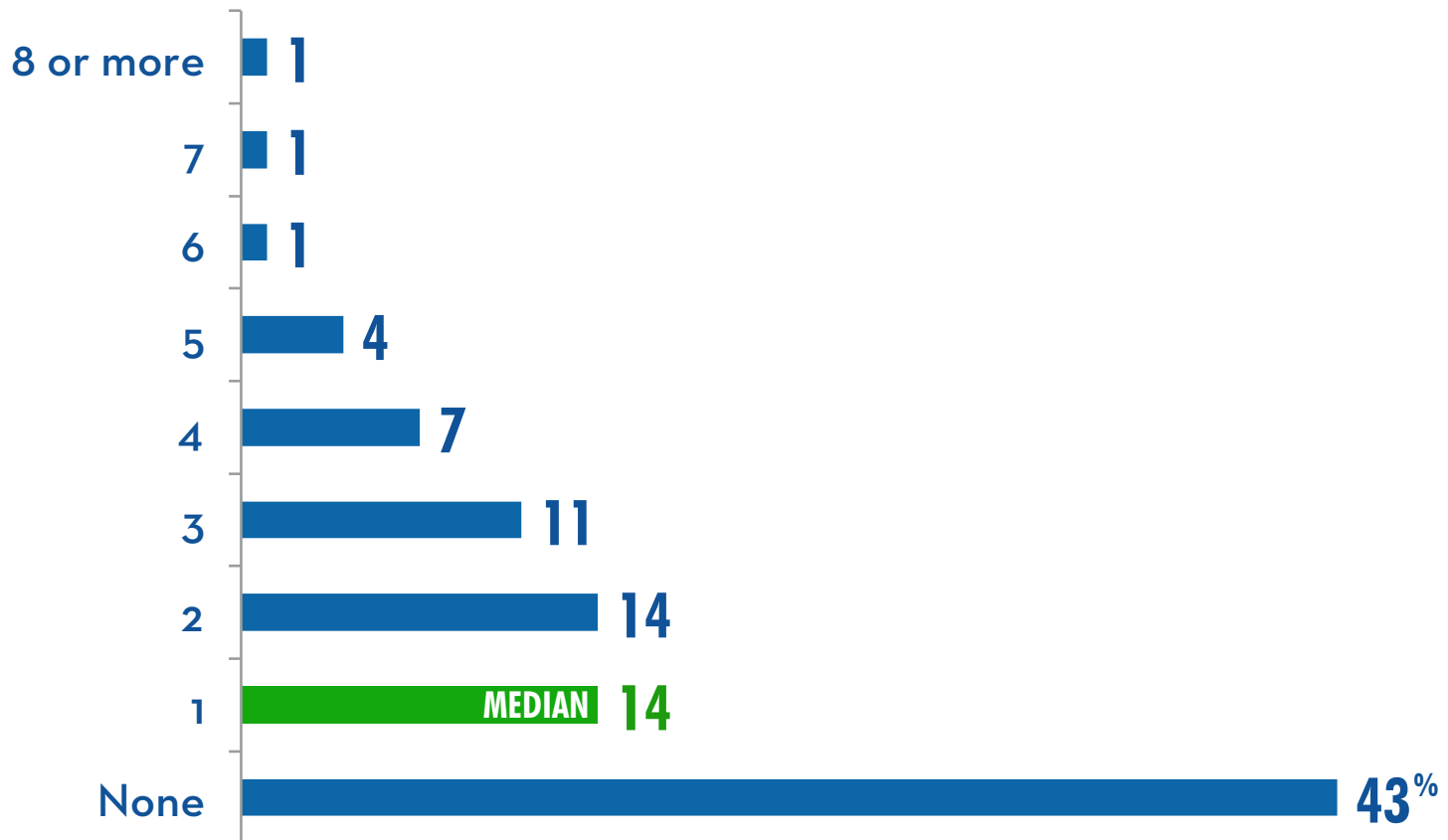


# CHILDREN IN THE HOME

The median family in our sample has one child at home.



*How many children under the age of 18 live in your home, if any?*

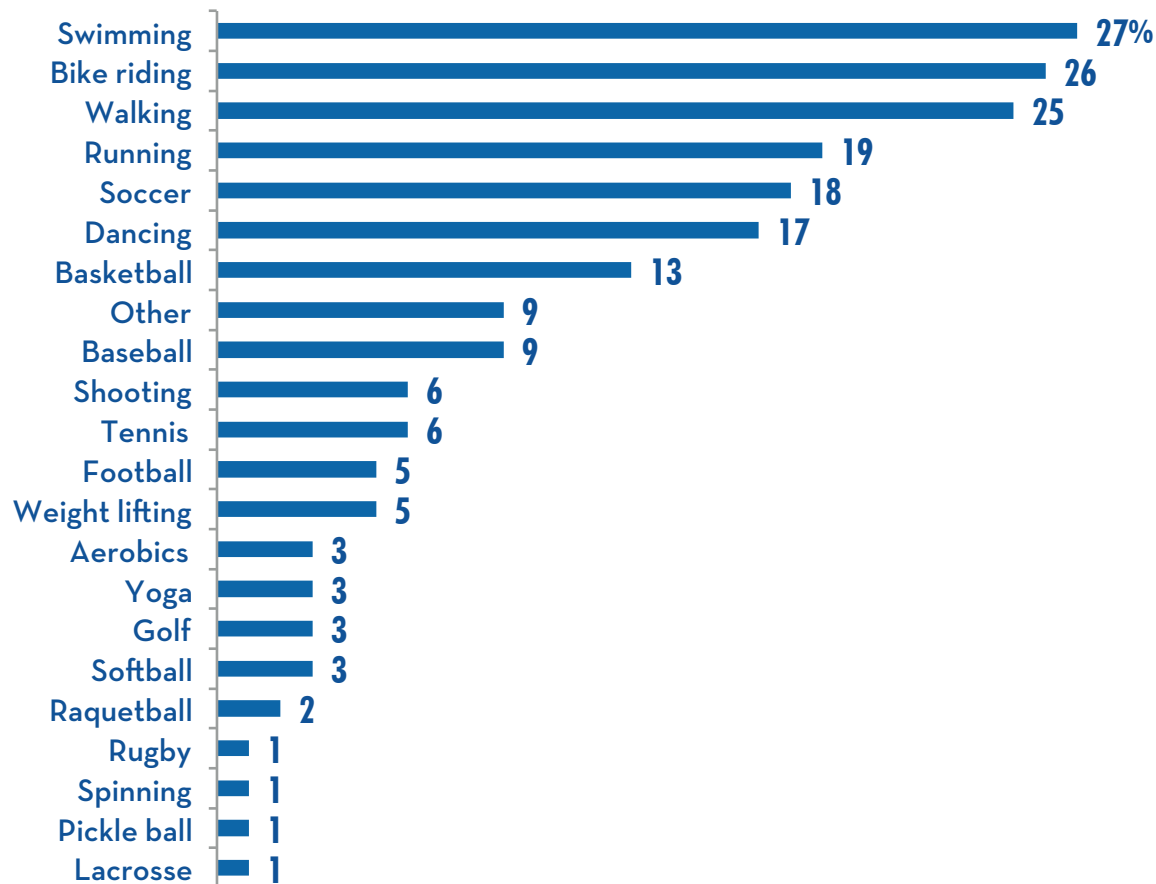


# RECREATIONAL ACTIVITIES FOR CHILDREN

Most popular activities include swimming, biking, walking/running, and soccer.



*For the children under 18 in your household, what sports or other activities do they regularly do for exercise or recreation?*



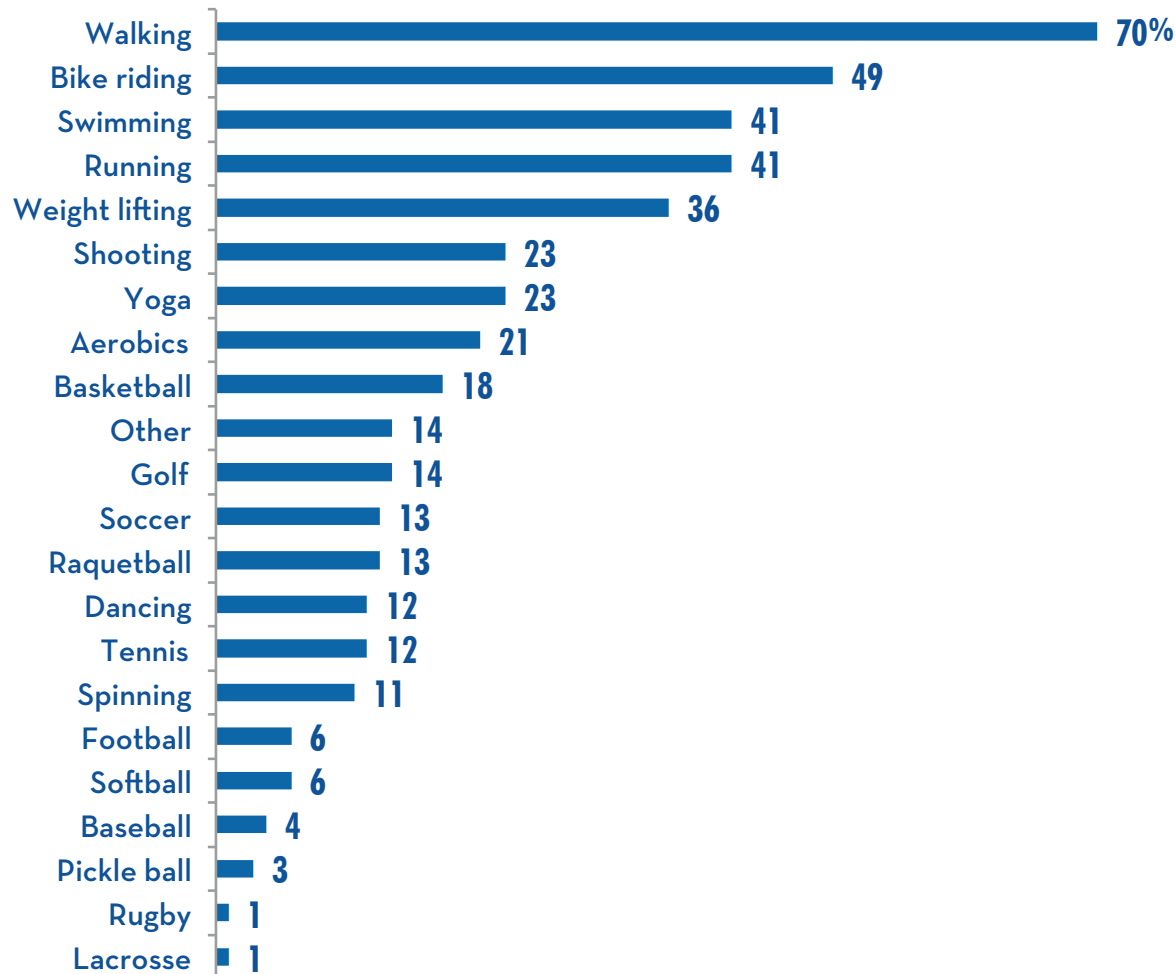
**SUBGROUP BREAKOUT:** *57% that have a child under 18 living in the home.*

# RECREATIONAL ACTIVITIES FOR ADULTS

Most popular activities include walking, biking, swimming, running, and lifting.



*For the adults in your household, what sports or other activities do they regularly do for exercise or recreation?*



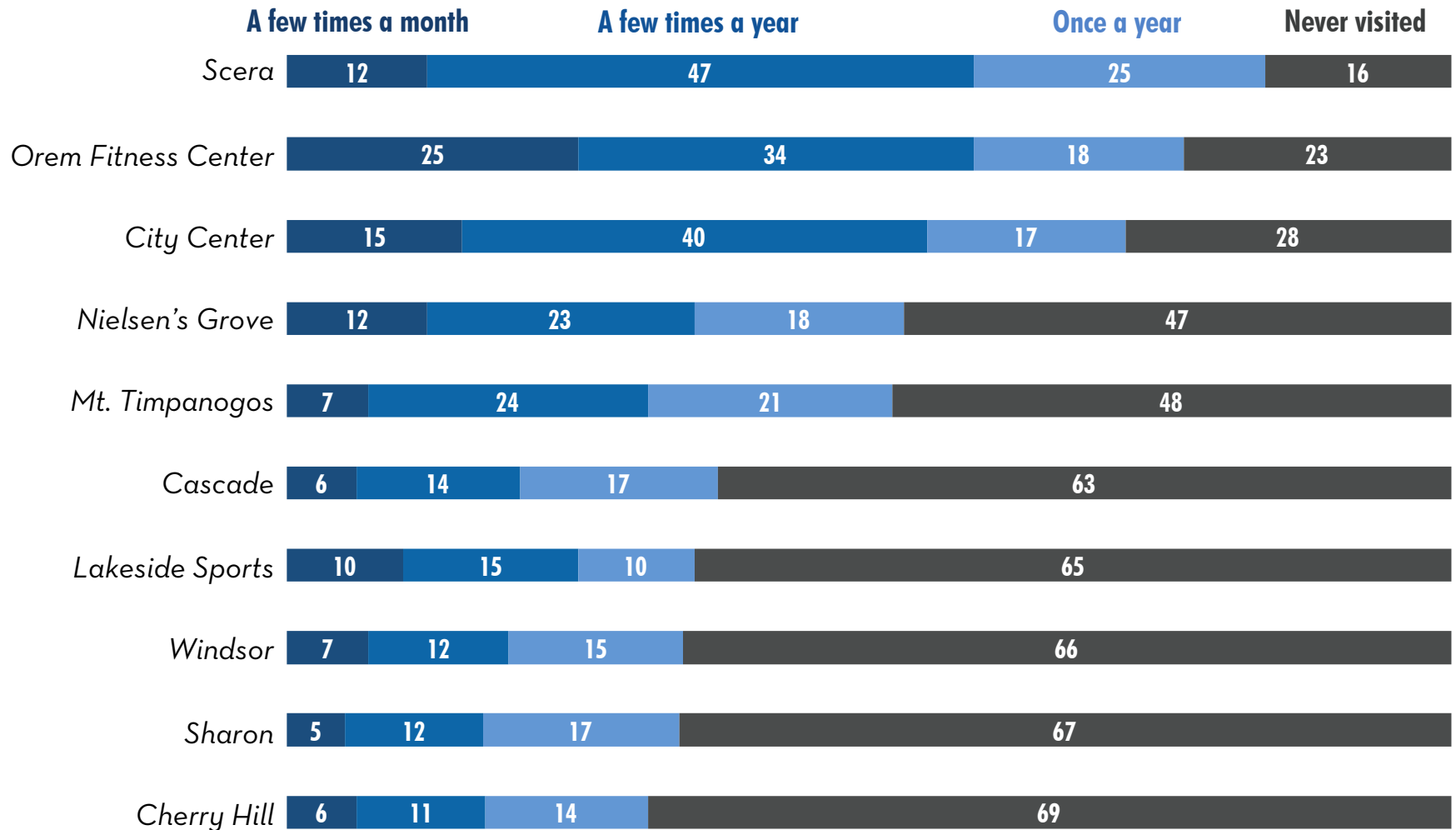


# **MAINTENANCE PRIORITIES**

PLAYGROUNDS & FITNESS CENTER

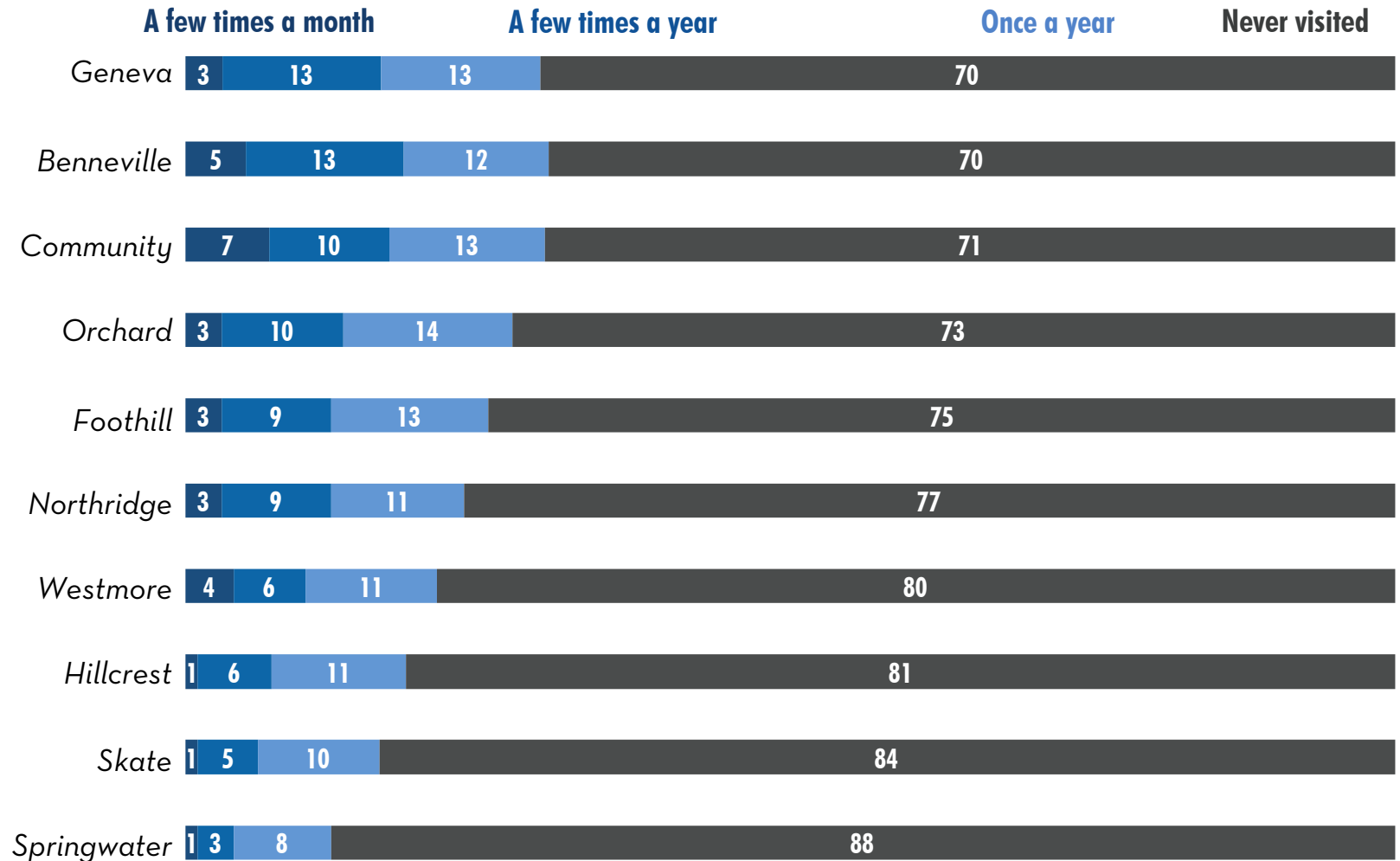
# PARK TRAFFIC

The most visited parks are Scera, Fitness Center, City Center, & Nielsen's Grove.



# PARK TRAFFIC

Least visited parks are Springwater, Skate, Hillcrest, Westmore, and Northridge.

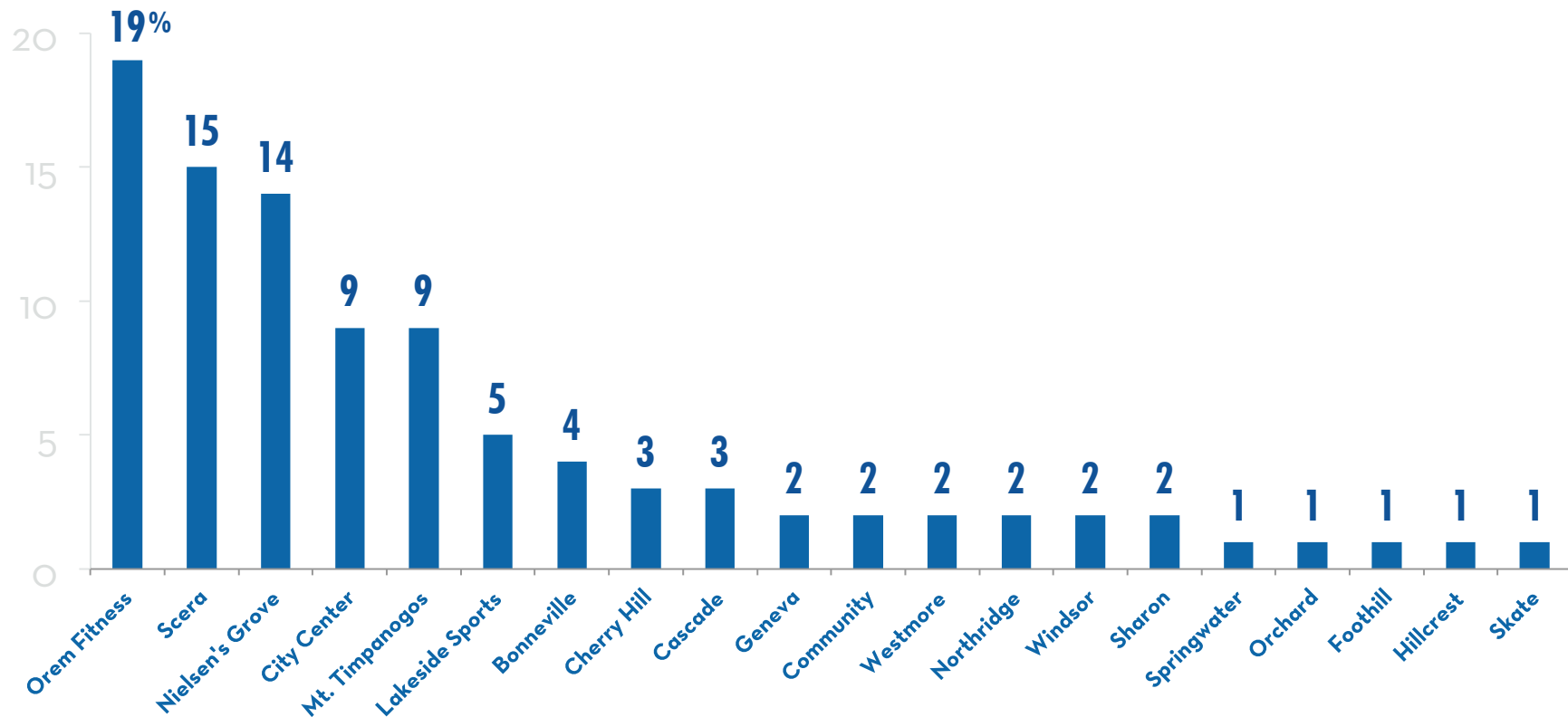


# FAVORITE OREM CITY PARK OR FACILITY

Fitness Center, Scera, and Nielsen's grove stand out as the most popular parks.



*Which is your favorite Orem City park, field, or recreational facility?*



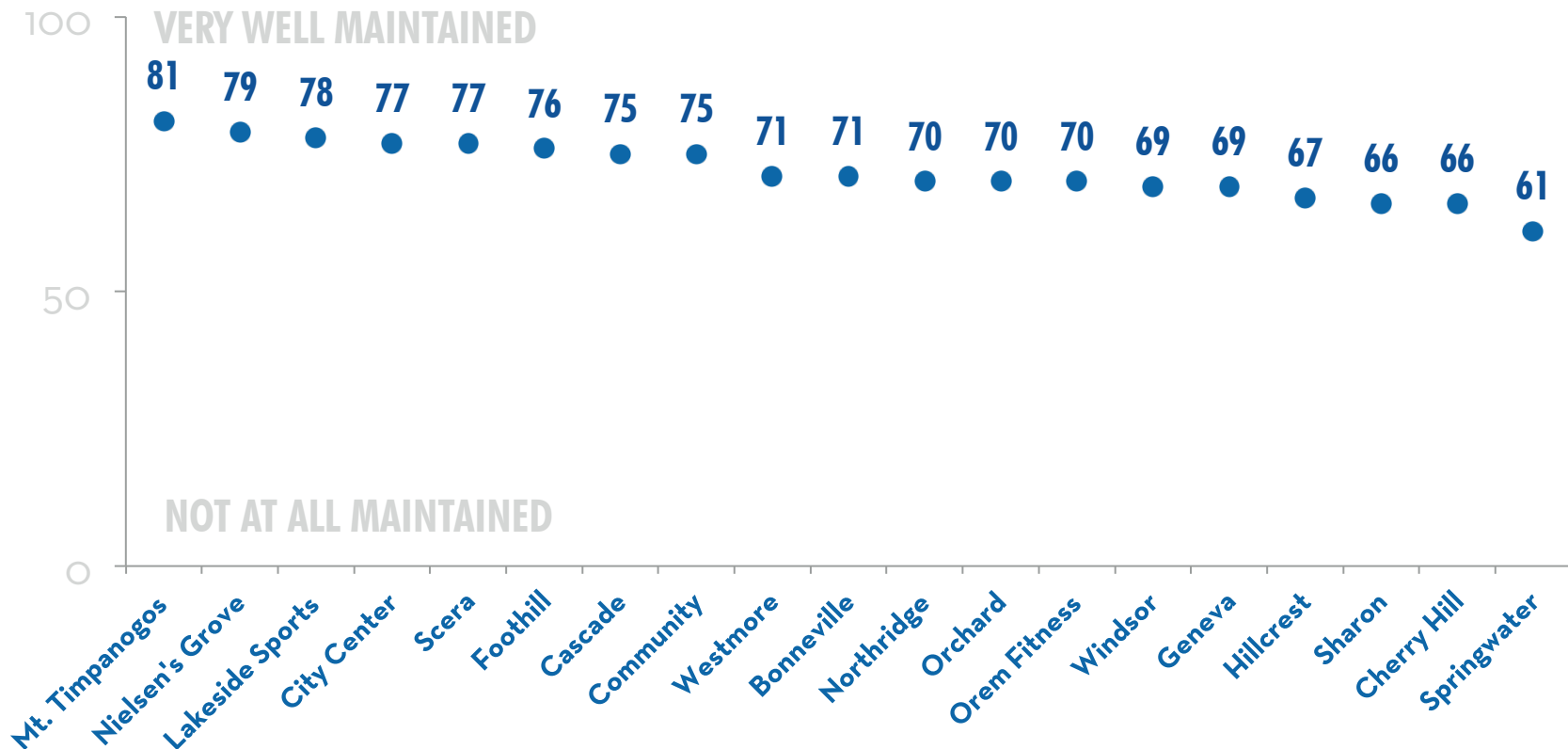


# PERCEIVED PARK MAINTENANCE QUALITY

Mt. Timp & Nielsen perceived as best. Sharon, Cherry Hill, & Springwater worst.



*In your opinion, how well maintained are each of these parks, fields, and facilities?*



**SUBGROUP BREAKOUT:** *Only asked of those who had visited the park before.*

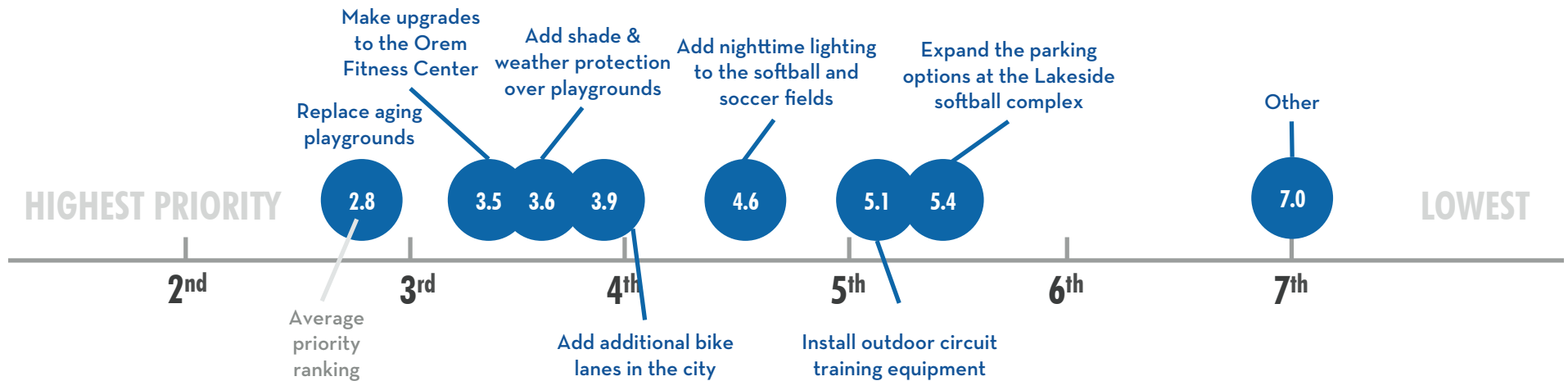
# UPGRADE PRIORITIES

In a list of seven upgrade options, playground and fitness center upgrades are top.



*If the city decides to invest in upgrading and maintaining existing parks, fields, and facilities, which should be the priorities?*

*Below is a list of proposed upgrades to existing parks, fields, and facilities. Please select and drag them into priority order where the item at the top is the HIGHEST priority and the item at the bottom is the LOWEST priority.*



# UPGRADE PRIORITIES

Priorities line up fairly comparably across groups – arts respondents place upgrading the Orem Fitness Center slightly lower in priority than other projects.



*If the city decides to invest in upgrading and maintaining existing parks, fields, and facilities, which should be the priorities?*

Upgrade Option	Ranking from entire sample	Arts enthusiasts ranking	Rec enthusiasts ranking
Replace aging playgrounds	2.8	2.7	2.9
Upgrade fitness center	3.5	3.7	3.3
Add shade & weather protections to playgrounds	3.6	3.4	3.8
Add additional bike lanes in the city	3.9	3.6	4.3
Nighttime lighting for baseball/softball fields	4.6	4.7	4.7
Install outdoor training circuit	5.1	5.3	5.1
Expand parking options at Lakeside softball complex	5.4	5.6	5.5



# **NEW FACILITIES PRIORITIES**

SMALLER, CHILD-FOCUSED PROJECTS

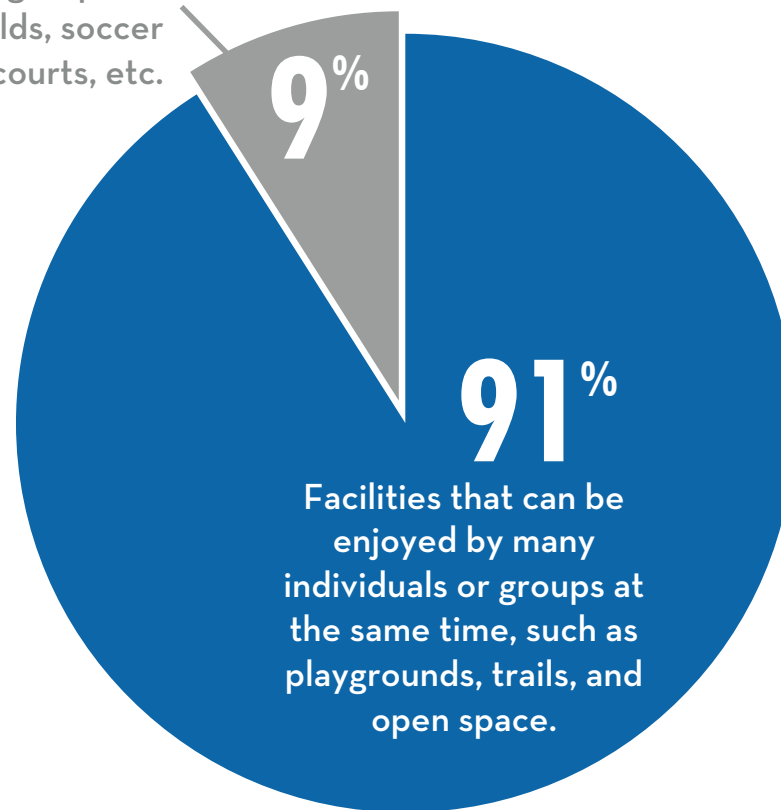
# GENERAL PREFERENCE FOR FUNDS

Any new projects should be focused on non-scheduled facilities.



*If the city decides to invest in new parks, fields, and facilities, which would you prefer?*

Facilities that can be scheduled or used exclusively by one group at a time, such as baseball fields, soccer fields, tennis courts, etc.



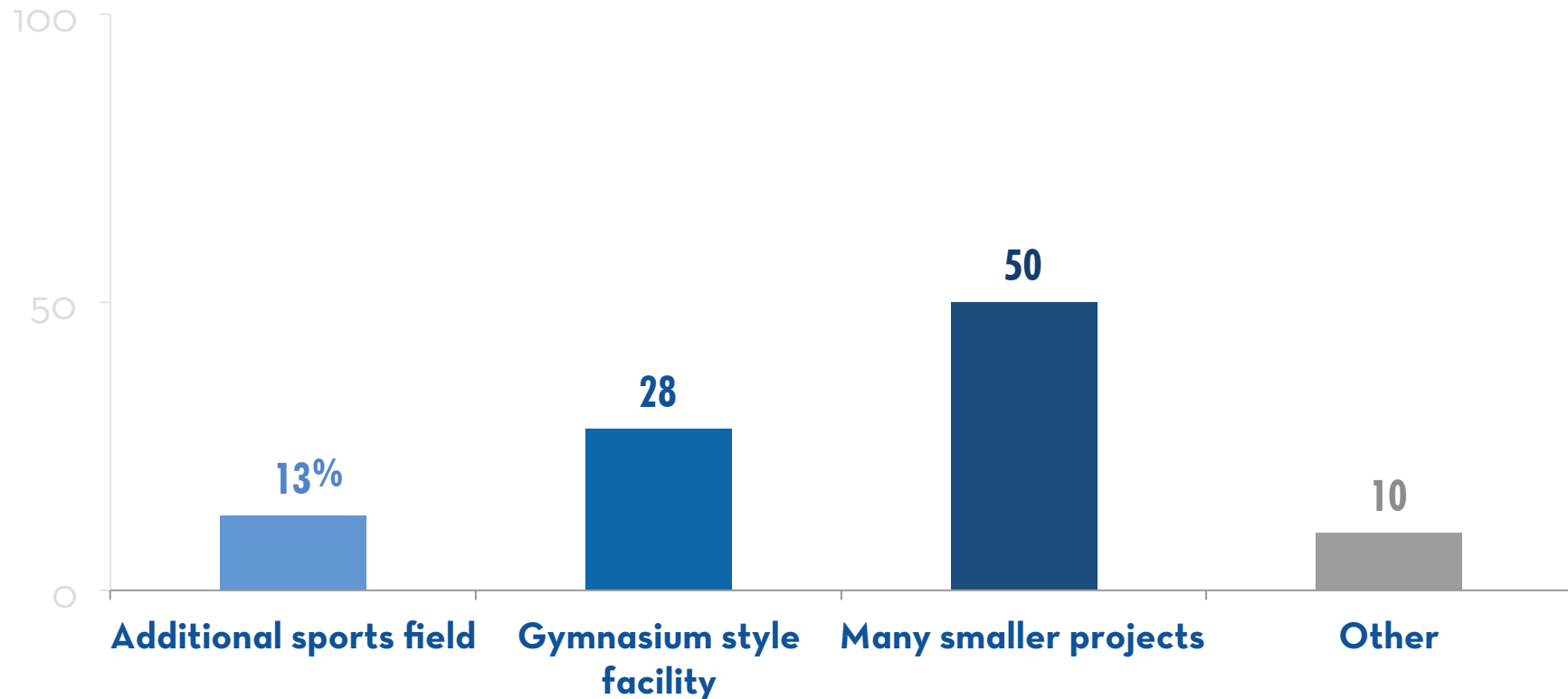
Facilities that can be enjoyed by many individuals or groups at the same time, such as playgrounds, trails, and open space.

# LARGE NEW FACILITY VS. SMALLER PROJECTS

A slight majority prefers to use the funds on smaller projects.



*One proposed use for the recreational CARE funds is to spend the additional money on a new sports field or facility. Which of the following is more appealing to you?*



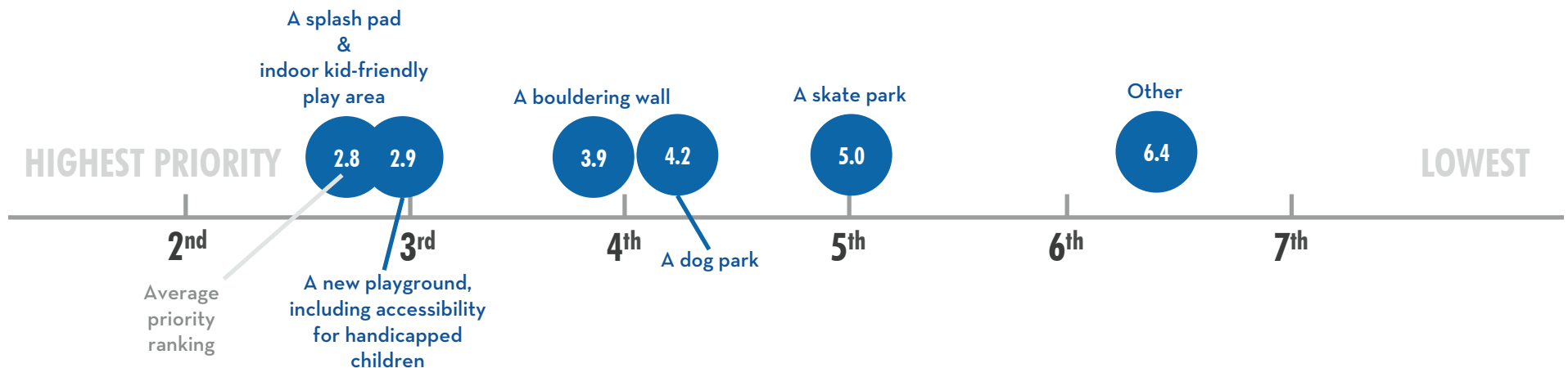
# NEW FACILITY PRIORITIES

In a list of seven new options, playgrounds take clear priority.



*If the city decides to invest in new parks, fields, and facilities, which would be most appealing to you?*

*Below is a list of proposed new parks, fields, and facilities. Please select and drag them into preference order where the item at the top is the MOST appealing and the item at the bottom is the LEAST appealing.*



# NEW FACILITY PRIORITIES

Priorities line up across groups – everyone prioritizes facilities for children.



*If the city decides to invest in new parks, fields, and facilities, which would be most appealing to you?*

New Facility Option	Ranking from entire sample	Arts enthusiasts ranking	Rec enthusiasts ranking
A splash pad	2.8	2.6	3.0
Indoor kid-friendly play area	2.8	2.8	3.0
A new playground, including handicapped accessibility	2.9	2.9	3.1
A bouldering wall	3.9	4.1	3.7
A dog park	4.2	4.1	4.1
A skate park	5.0	4.9	5.2

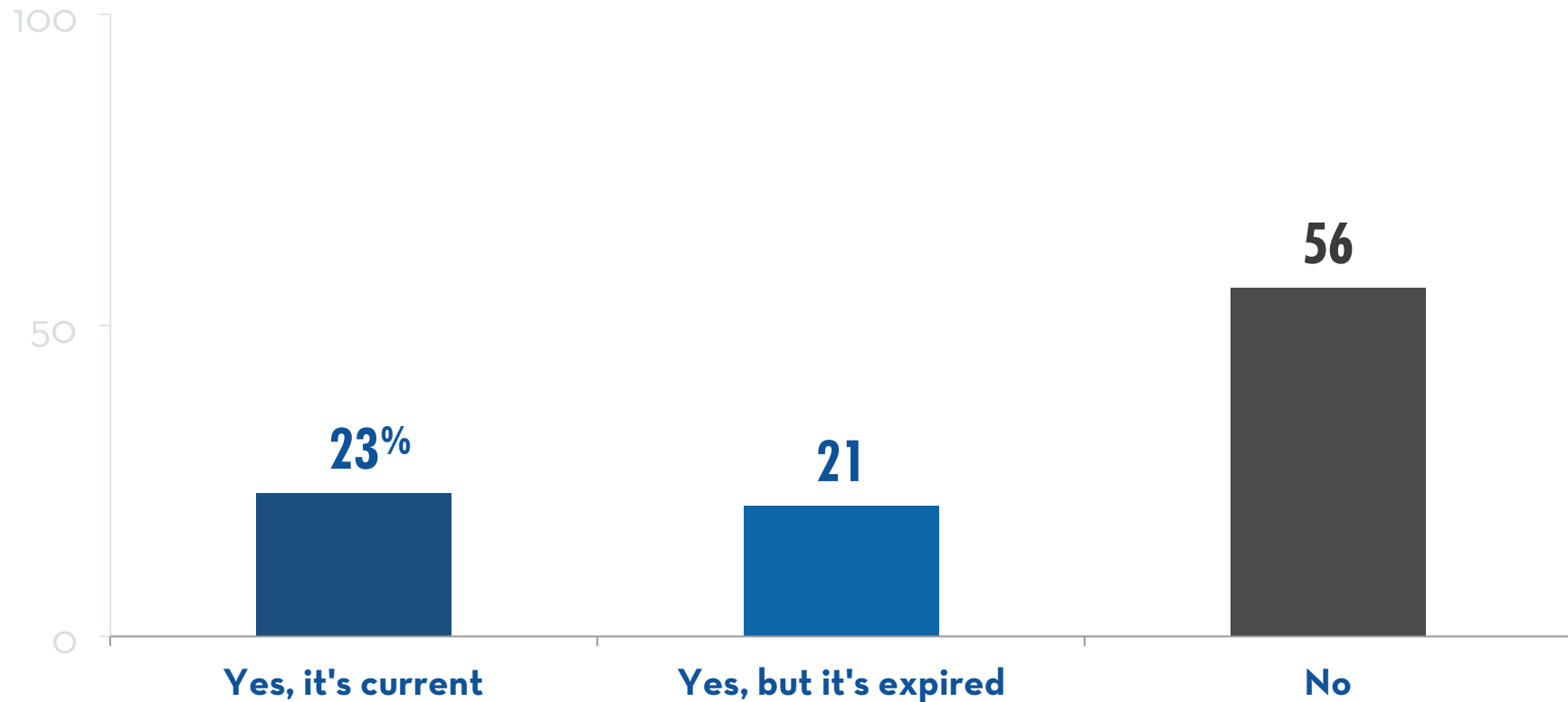
# **OREM FITNESS CENTER**

# OREM FITNESS CENTER MEMBERSHIP

1/4<sup>ths</sup> of our respondents self-identify as current Orem Fitness Center members.



*Do you have a pass to the Orem Fitness Center?*

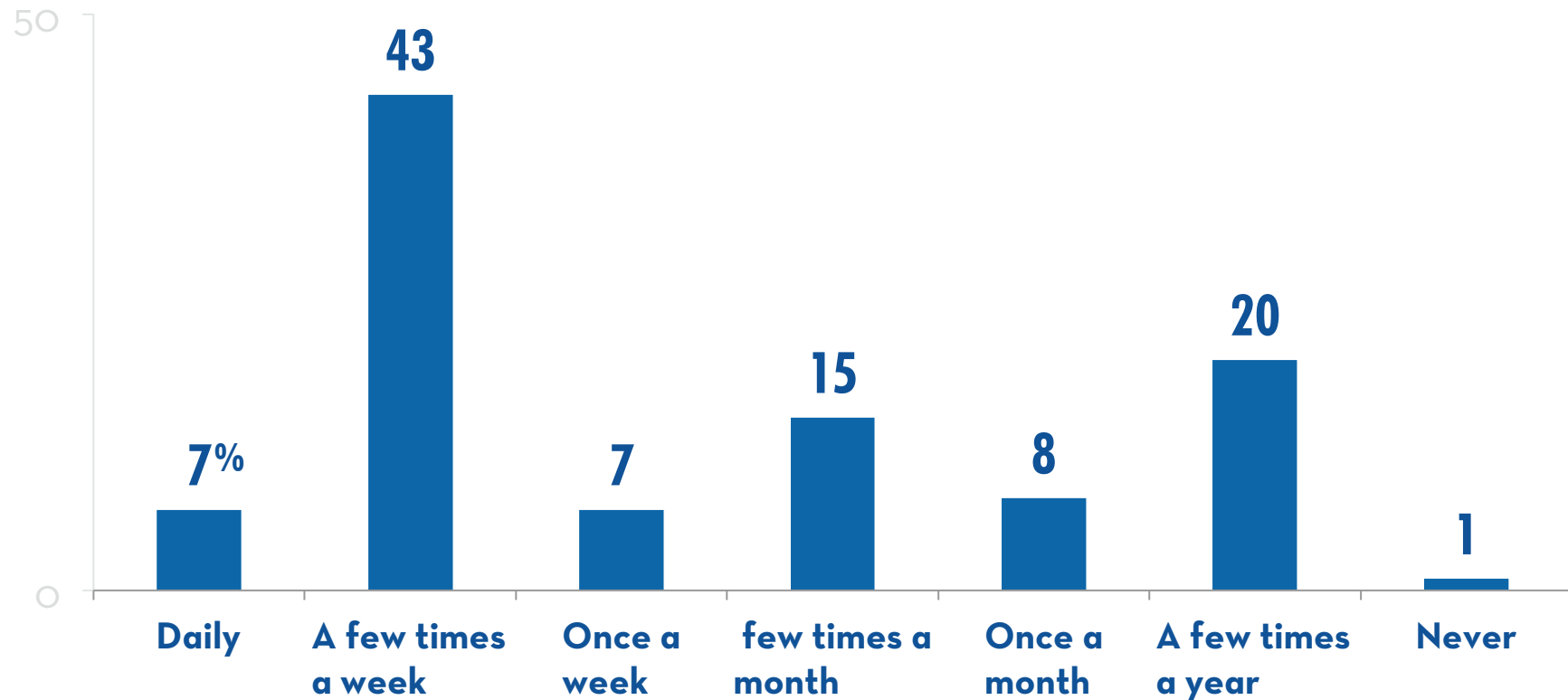


# RESPONDENTS SCREENED FOR RESPONSIBILITY

57% of the members in our panel go to the gym weekly or more.



*How often do you go to the Orem Fitness Center?*



**SUBGROUP BREAKOUT:** *23% that have a current Orem Fitness Center membership.*



# ACTIVITIES AT THE OREM FITNESS CENTER

Most popular activities include swimming, using the track, and the cardio machines.



*Which of the following activities do you do while at the Orem Fitness Center? Please check all that apply.*



**SUBGROUP BREAKOUT:** *23% that have a current Orem Fitness Center membership.*



Quin Monson, Ph.D - Partner  
Scott Riding - Managing Partner

Salt Lake City, UT

801.556.3204