

My County Rec Pass

*An Update for County Council
May 2025*

Presentation Overview

- **Recap:** My County Rec Pass Initiative
- **Current Impact:** Participation Data & Key Numbers
- **Community Feedback:** Survey Insights
- **Building Engagement:** Program Pipeline from Pass to League Play
- **Looking Ahead:** Future for the My County Rec Pass

My County Rec Pass

- **Who:** Salt Lake County residents aged 0-18.
- **What:** Free recreation pass for youth.
- **When:** Launched June 1, 2024.
- **Where:** Salt Lake County operated recreation centers, including pools and ice rinks.
- **Why:** To provide recreational opportunities for all young Salt Lake County residents to ensure their wellbeing and a sense of belonging and community.



My County Rec Pass

- **Background:** Parks and Recreation proposed program supported and proposed presented by Mayor Wilson in her 2024 Budget and approved by the Council.
- **Funding:** Provided through the Tourism, Recreation, Culture & Convention Support Program (TRCC).
- **Pass Registration:** Preregistration began April 1, 2024, with 1,546 sign-ups on day one. Total registrations have reached 78,176.
- **Eligibility Expansion:** Originally for ages 5–18, expanded to all Salt Lake County children ages 0–18.



Passes and Visits

76,828

Total Passes

Age 0-5: 4K

Age 6-9: 28K

Age 10-18: 44K

As of April 30, 2025

351,158

Total Visits

Age 0-5: 18K

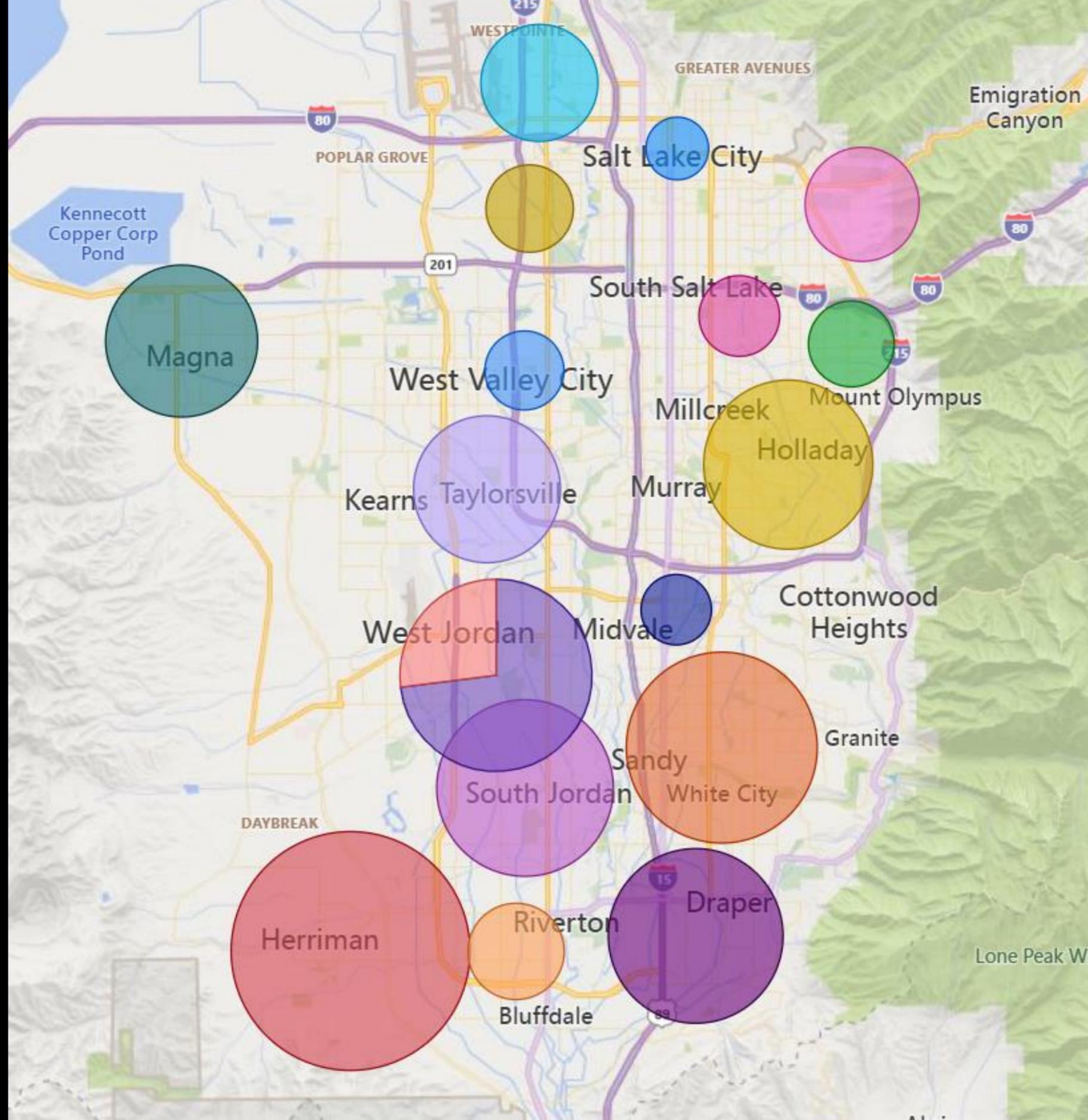
Age 6-9: 82K

Age 10-18: 250K



Geographic Distribution

Each circle represents a recreation facility. Circle size reflects number of My County Rec Pass visits.

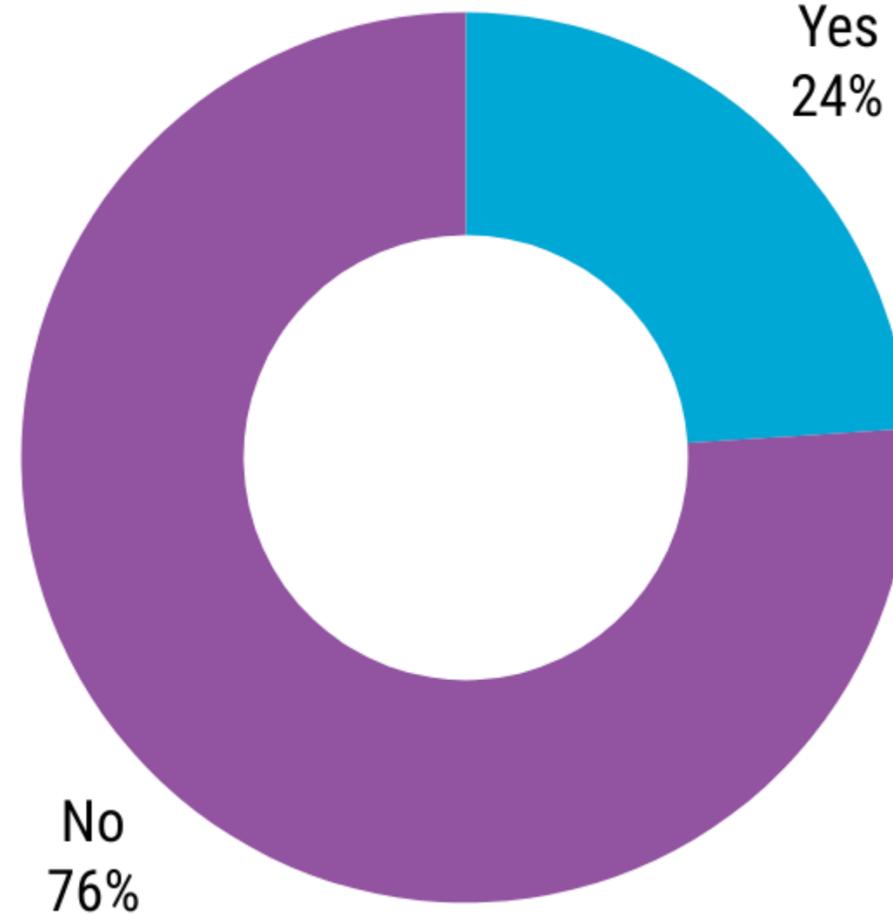


Passholder Participation Prior to MCR

Have you had a pass to a Salt Lake County recreation center in the past?

Among those without a recreation pass, 62% cited cost as the reason.

Initial Survey (May 2024)

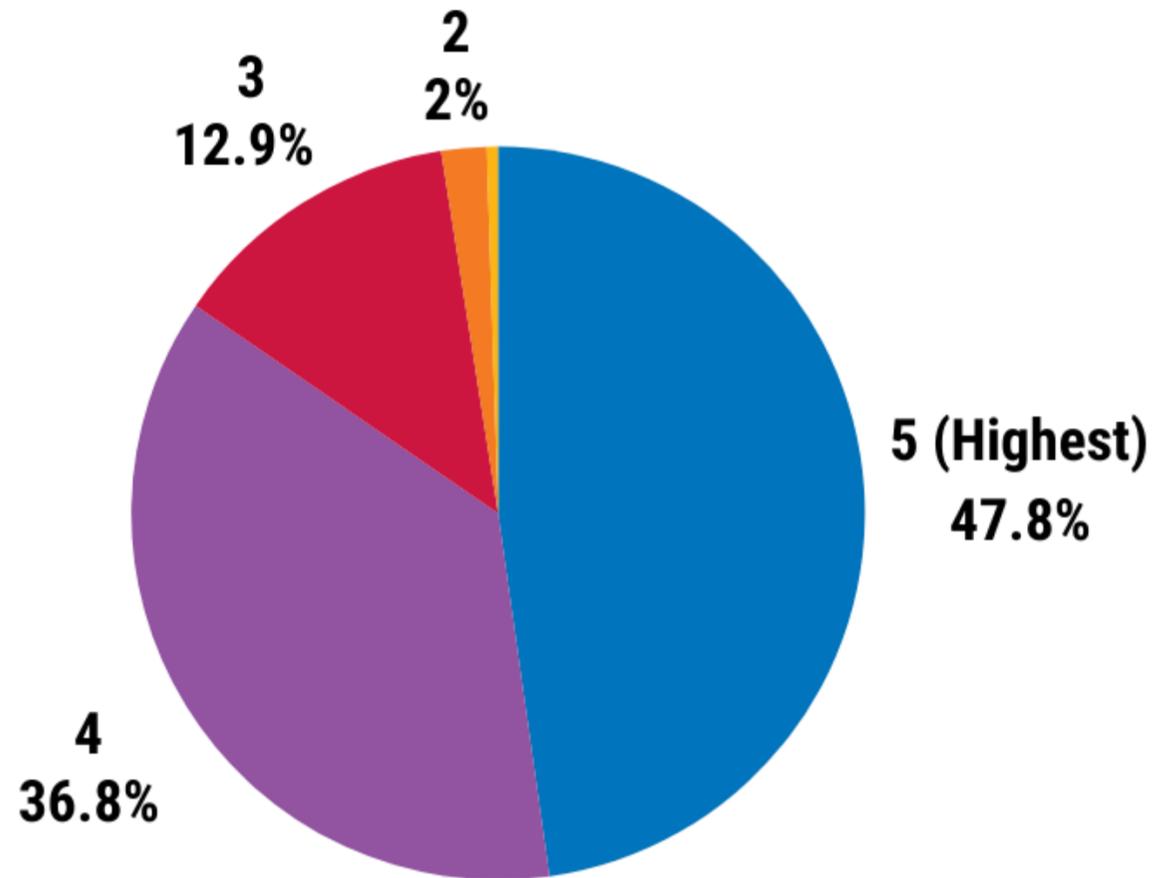


Passholder Overall Health

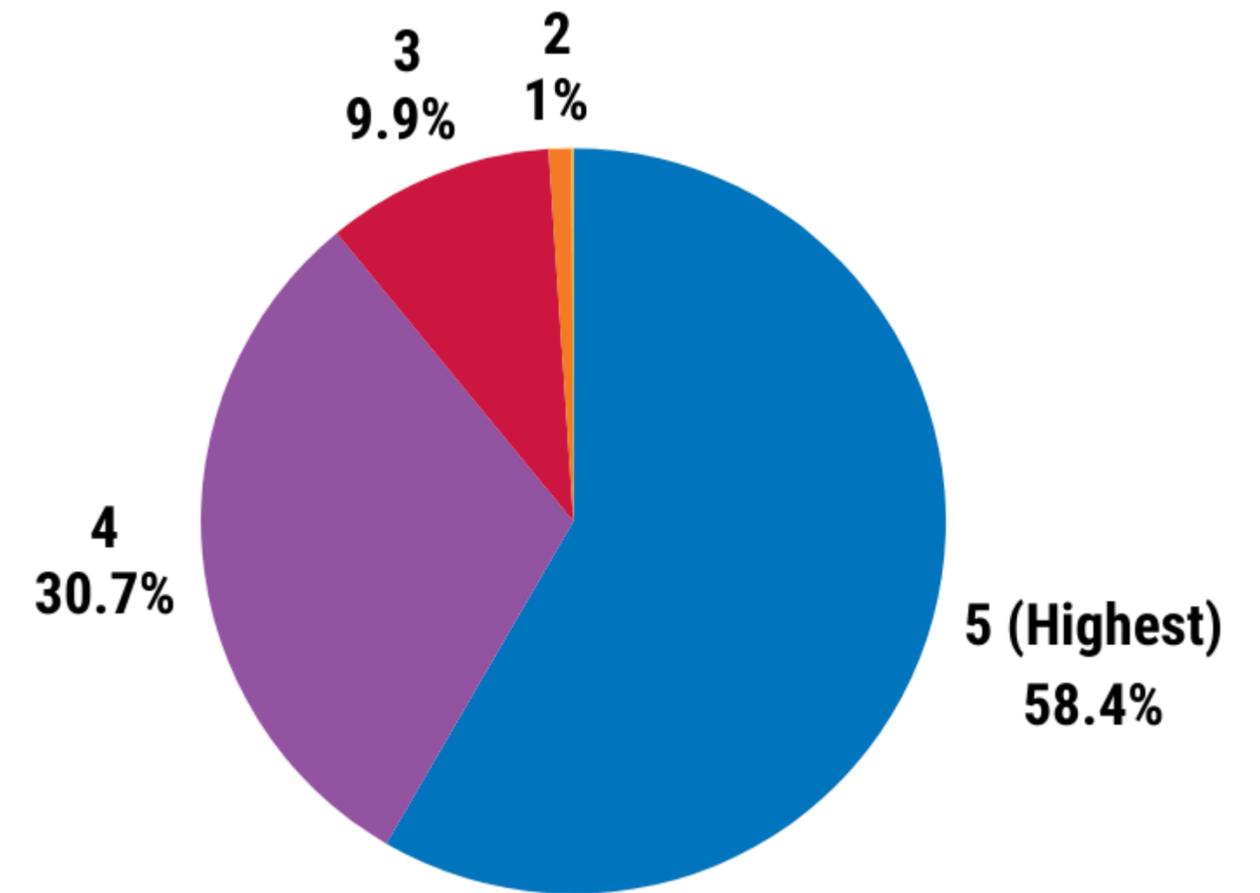
How do you rate your overall health?

The percentage of passholders rating their overall health as a 5 (the highest) increased by 11 percentage points.

Initial Survey (May 2024)



Follow-Up Survey (March 2025)

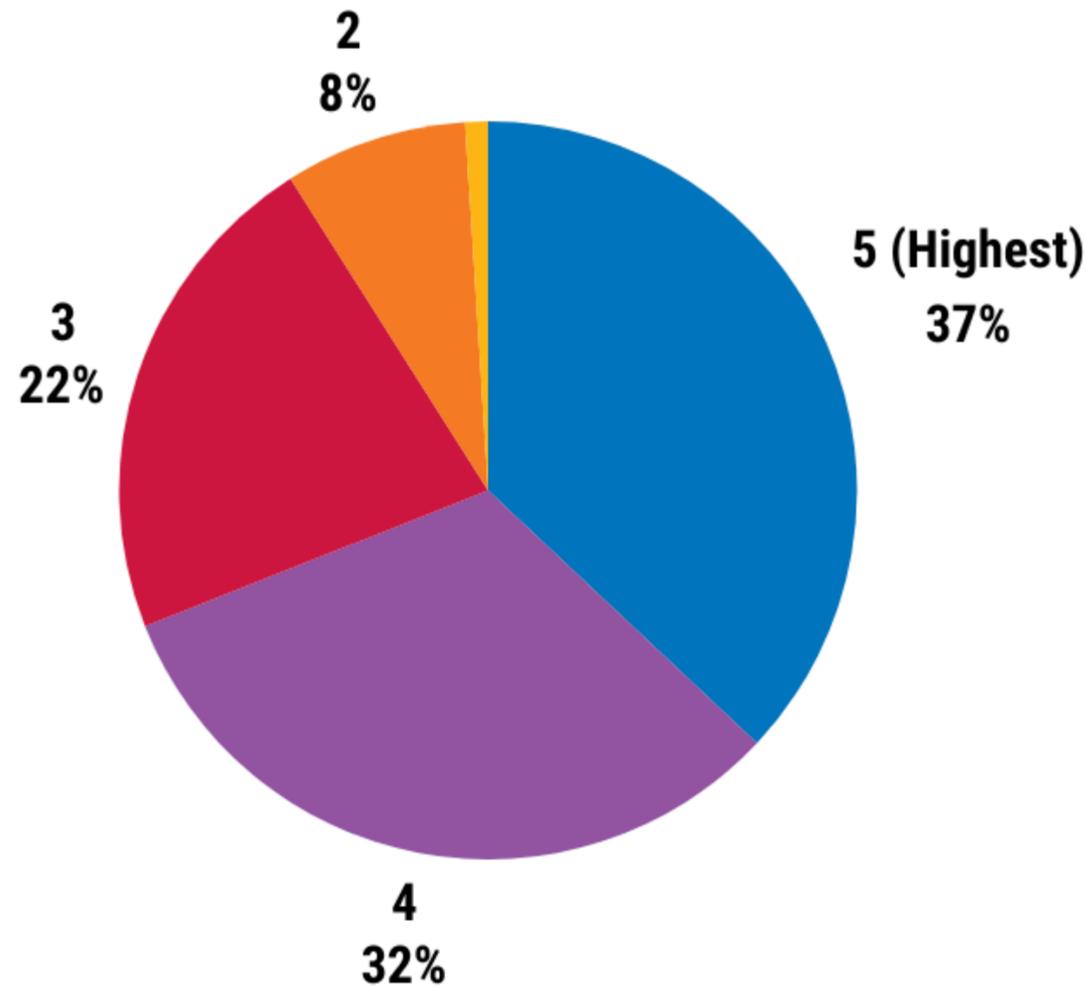


Passholder Overall Activity Level

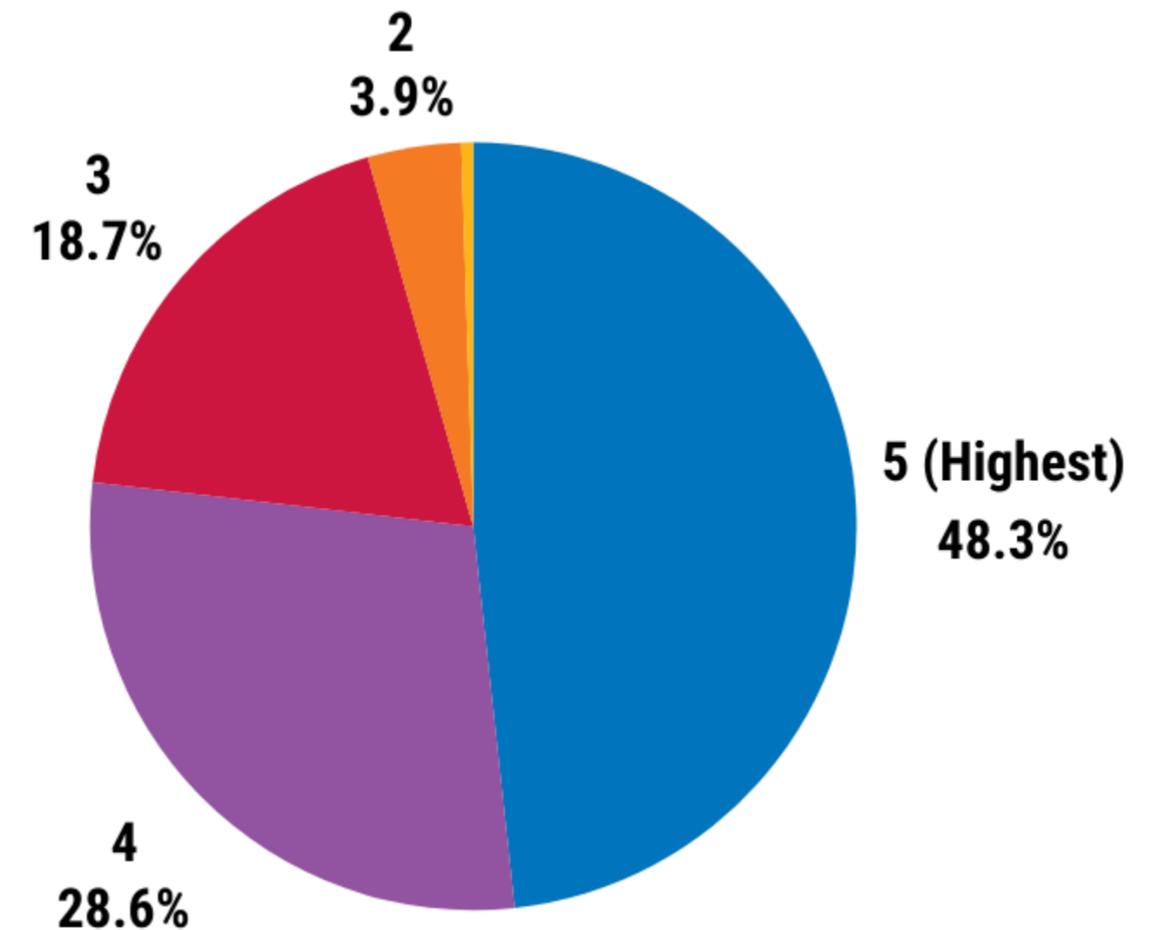
How do you rate your physical activity level?

The percentage of passholders rating their overall physical activity as a 5 (the highest) increased by 12 percentage points.

Initial Survey (May 2024)



Follow-Up Survey (March 2025)

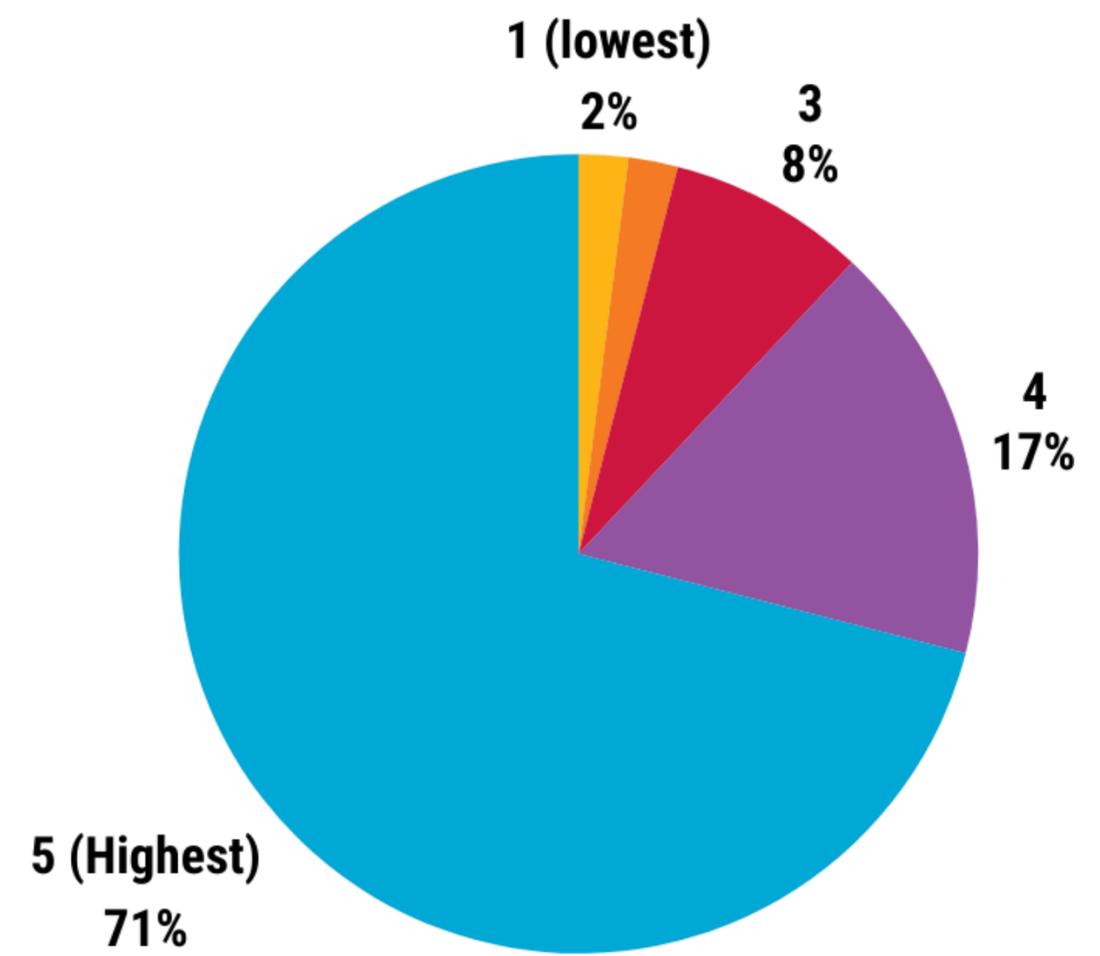


Overall Active and Healthy

Follow-Up Survey (March 2025)

Has the My County Rec Pass helped you be more active and healthy? Please rank on a scale from 1 (lowest) to 5 (highest).

Significant majority of survey respondents report the My County Rec Pass has made them more active and healthy overall.



Intermountain Health Partners

“I am so grateful for the My County Rec Pass. It has enabled many of the families I care for to have a good option for physical activity for their children. In addition to physical activity, it has gotten these kids off screens and into the real world of play and social interactions. I have seen the tangible difference it has made.”

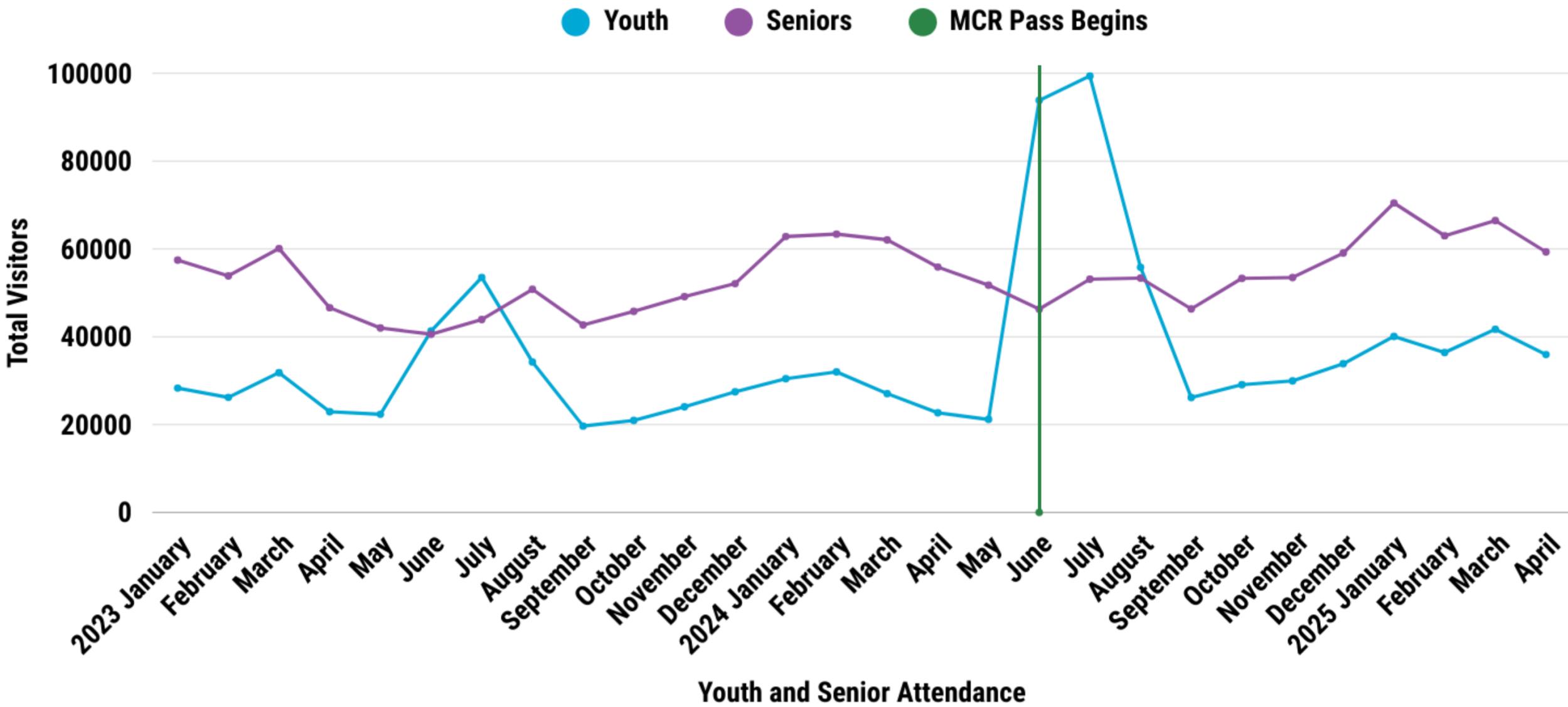
– Dr. Neal Davis, IH Pediatrician, who is prescribing the My County Rec Pass to his patients



**Intermountain
Health**

Addressing Initial Concerns

Youth attendance has increased, while senior attendance has remained steady or increased.



Community Feedback

From Passholders

"This was SO great! I love to swim and could go every day WITH my friends. We didn't have to worry about not having money or my friends not having any. Please keep doing the passes!"

"I have loved it! I went almost every day in the summer and consistently on Saturdays during the school year, it has helped me be more active and motivated!"

"I loved it, cuz my mom dropped me and my friends off at the rec center to practice basketball or swim and she didn't have to worry."



Community Feedback

From Parents

"I loved this pass for my three children! I hope you bring it back. It was a healthy fun way to spend time off the screens and doing physical activity."

"I wanted to thank you for offering this to the children and youth. We have loved it and it has been a great way for our kids to stay active, meet up with friends, and having something fun to do when they feel bored. It's been amazing and we are hoping that it will be offered again this year."

"We have really enjoyed the county rec pass this year. It has helped my kids be more active without worrying about the cost of everything. We would love it if we had the option to renew for this year. I hope you'll really consider it."



Program Budget

2024

Six Month Total Cost:
\$1,196,541

- One merit position
- Temporary staff
- Supplies and services
- Anticipated revenue reduction

2025 Onward

Twelve Month Total Cost:
\$2,256,741

- Maintains merit position
- Because of full year impact:
 - Increases temporary staff
 - Increases supplies
 - Revenue reduction



From Try-It to Team Play

Pipeline Framework

- **MCR Pass as Entry Point:** The My County Rec Pass is the foundational step, removing initial cost barriers to recreation.
- **"Try-It" Events:** Participants explore new sports and activities.
- **Clinics:** Skill building and development.
- **League Play:** Generates revenue, contributing to program sustainability and expansion.

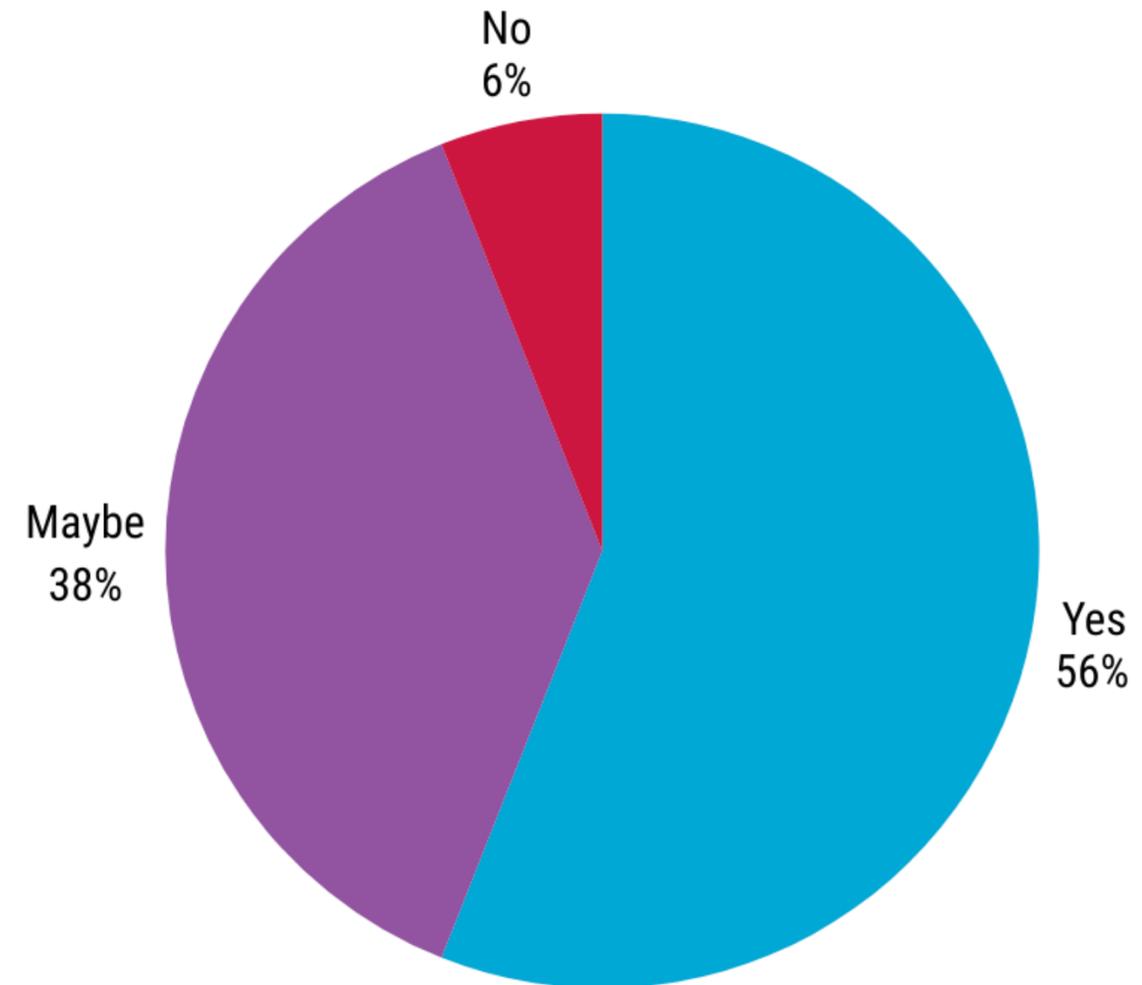


Event Interest

Would you be interested in attending an event to try a new sport at your local recreation center?

There remains significant opportunity to increase event participation, even if the total number of passes stays the same.

Follow-Up Survey (March 2025)



Future of My County Rec Pass

Short-term:

- Confirm and promote continuation of the My County Rec Pass.
- Increase utilization rates among existing passholders.
- Refine program offerings based on survey feedback and participation data analysis.

Long-term:

Establish the My County Rec Pass as a cornerstone of youth development by promoting healthy habits, physical and social well-being, and access to recreation for all County youth.



Thank You

