

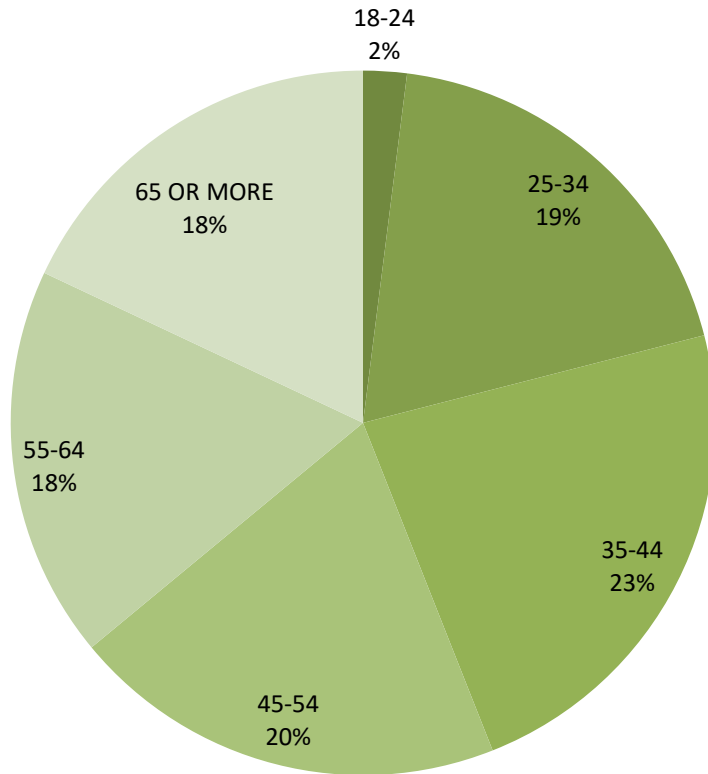
Needs Assessment Results 2012 to 2017



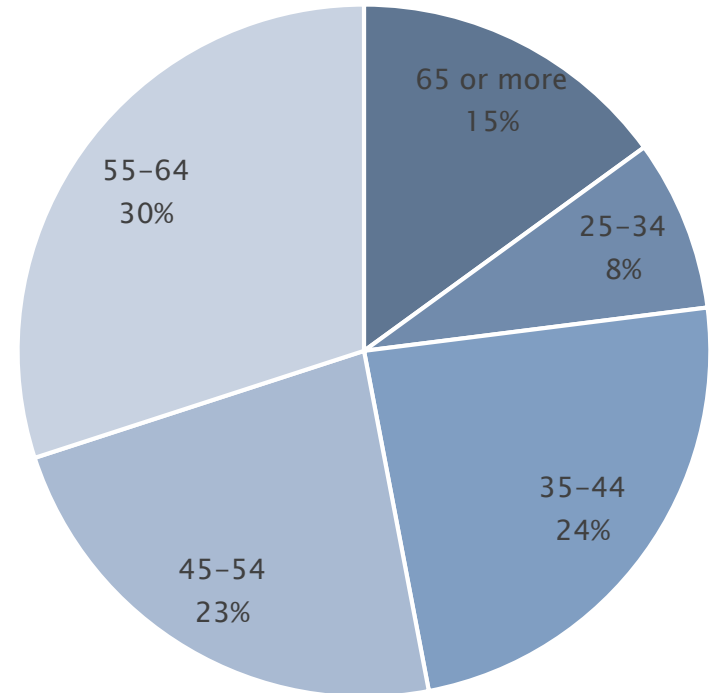
Project Profile

- ▶ We are comparing two statistically-significant surveys of SLCo residents.
- ▶ Studies conducted five years apart 2012 & 2017.
- ▶ Results identify trends in service needs of county residents delivered by parks and recreation.
- ▶ Prevailing attitudes around revenue and fees and future actions are also examined.

Age Demographics

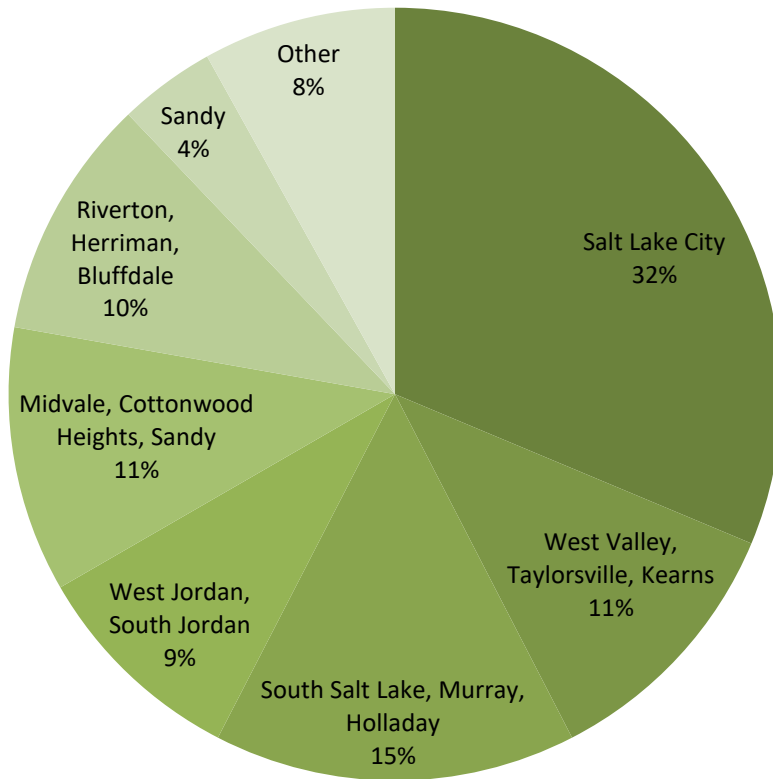


2012

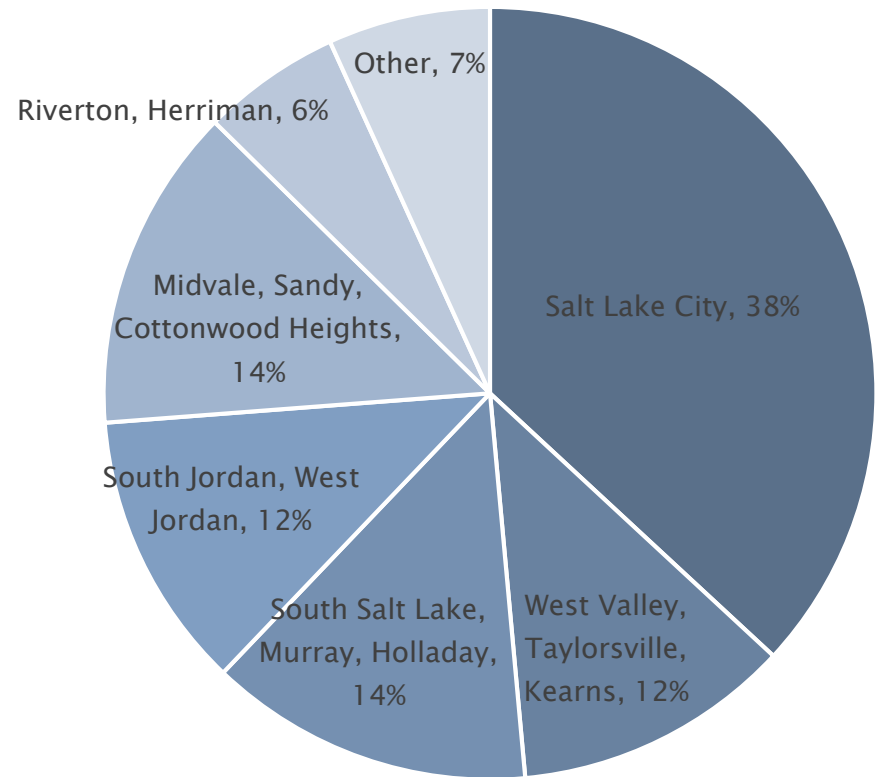


2017

Geographic Demographics



2012



2017

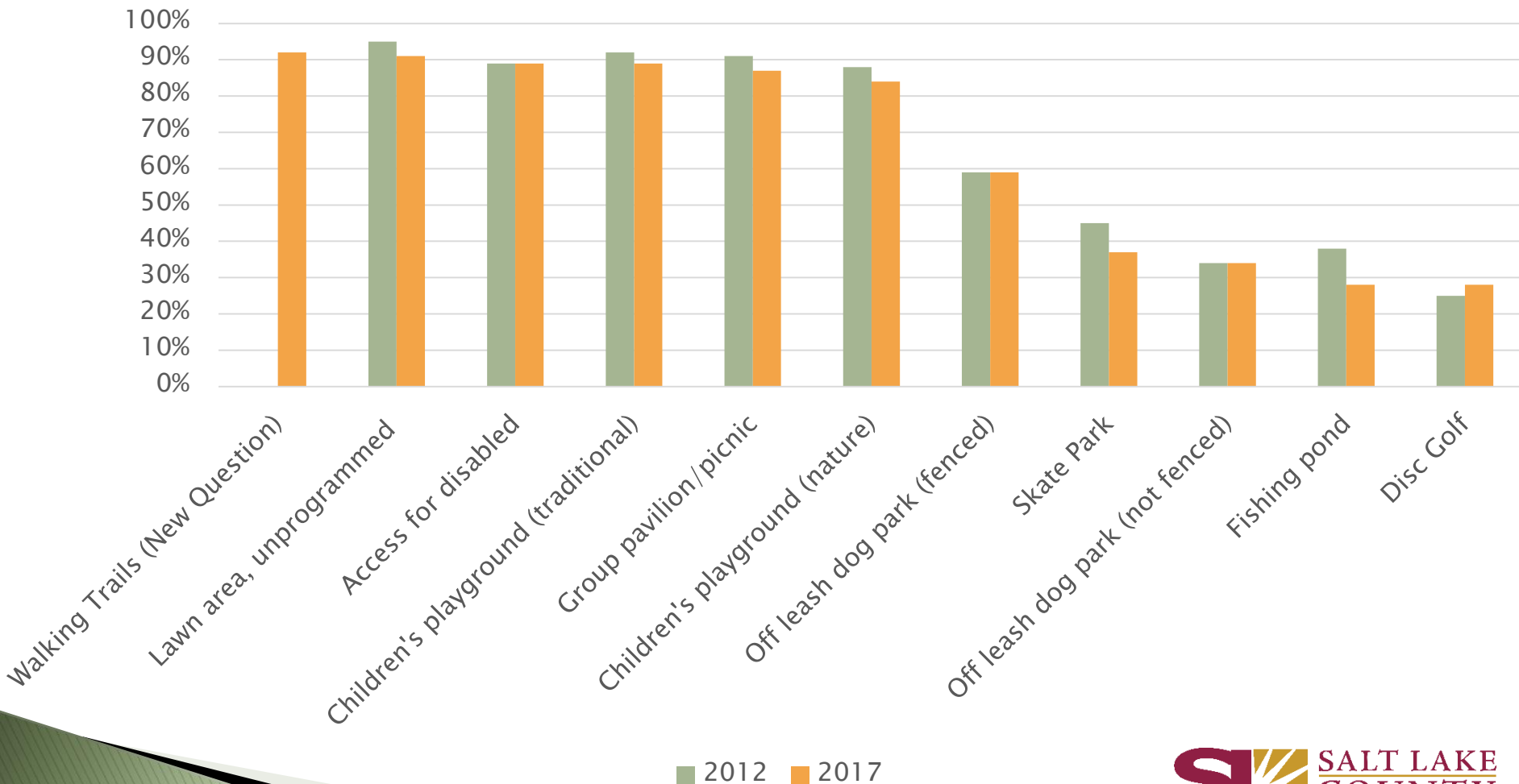
Demographics

2012 vs 2017 Key Takeaways:

- ▶ Respondents skew slightly older in 2017.
- ▶ Salt Lake City had a higher response rate in 2017 (+6%).

Park Amenities

2012 vs. 2017 Comparison

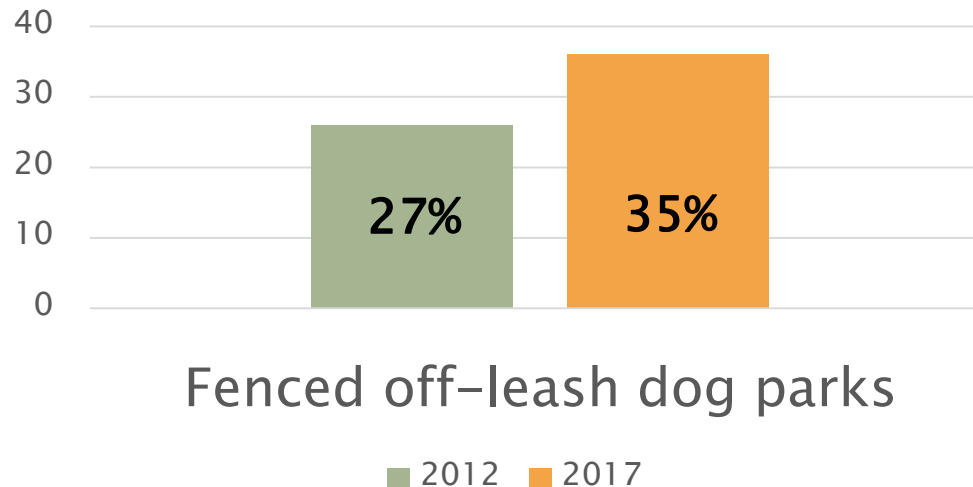


■ 2012 ■ 2017

Park Amenities

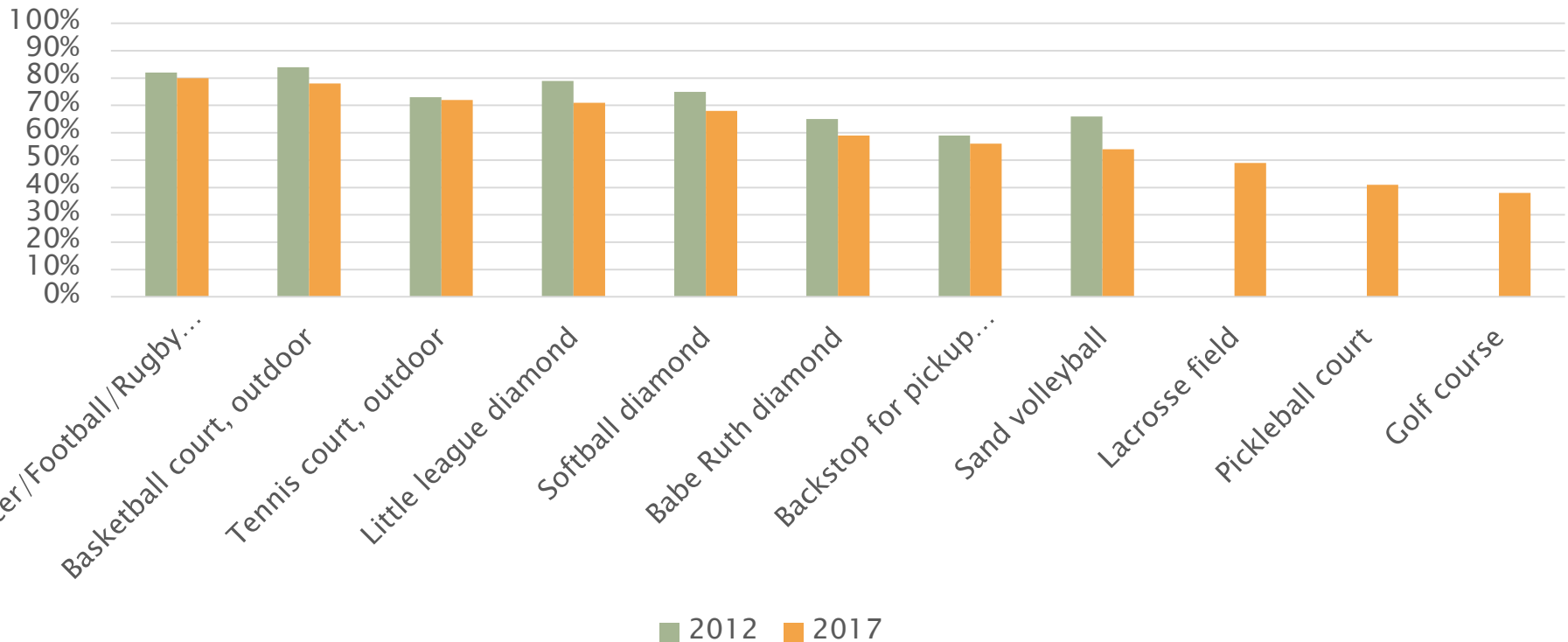
2012 vs 2017 Key Takeaways:

- ▶ Walking trails (new question) jumps to Rank #1. The rest of the top 5 remain the same.
- ▶ **Notable mover:** Fenced off-leash dog parks up 10% as a high priority.



Sports Amenities

2012 vs. 2017 Comparison



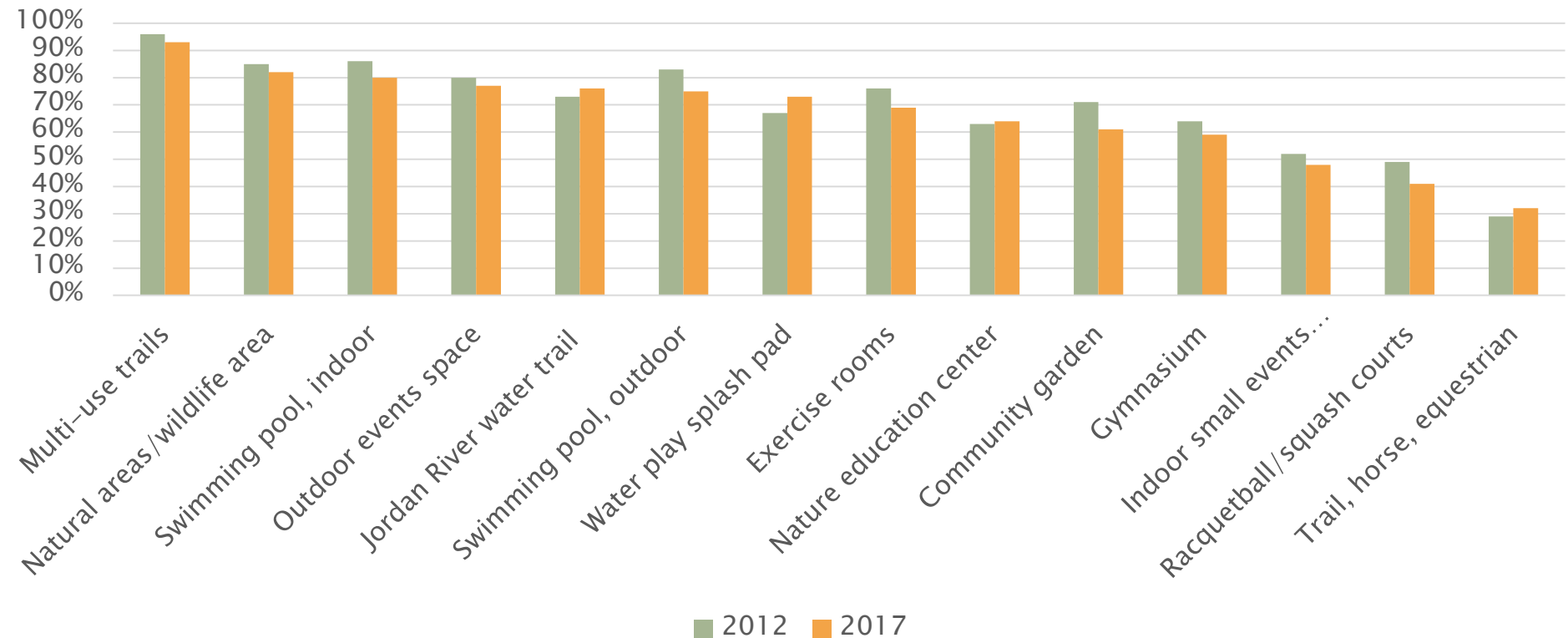
Sports Amenities

2012 vs 2017 Key Takeaways:

- ▶ Tennis Courts are the largest mover from bottom half to Rank #3.
- ▶ Multi-purpose fields overtake basketball courts as the #1 priority amenity.
- ▶ New pickleball question scores well (28% high priority).

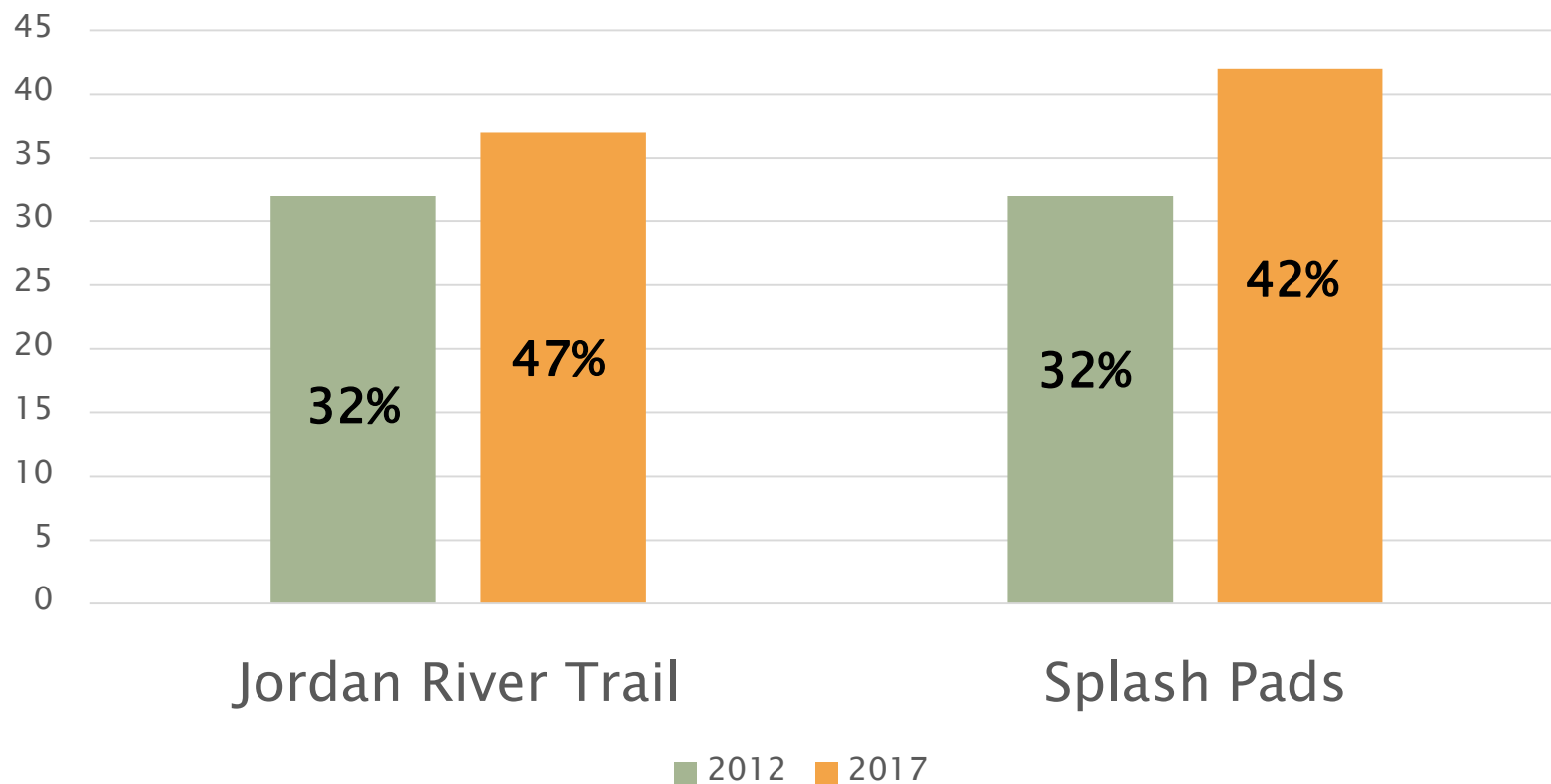
Recreation Amenities

2012 vs. 2017 Comparison



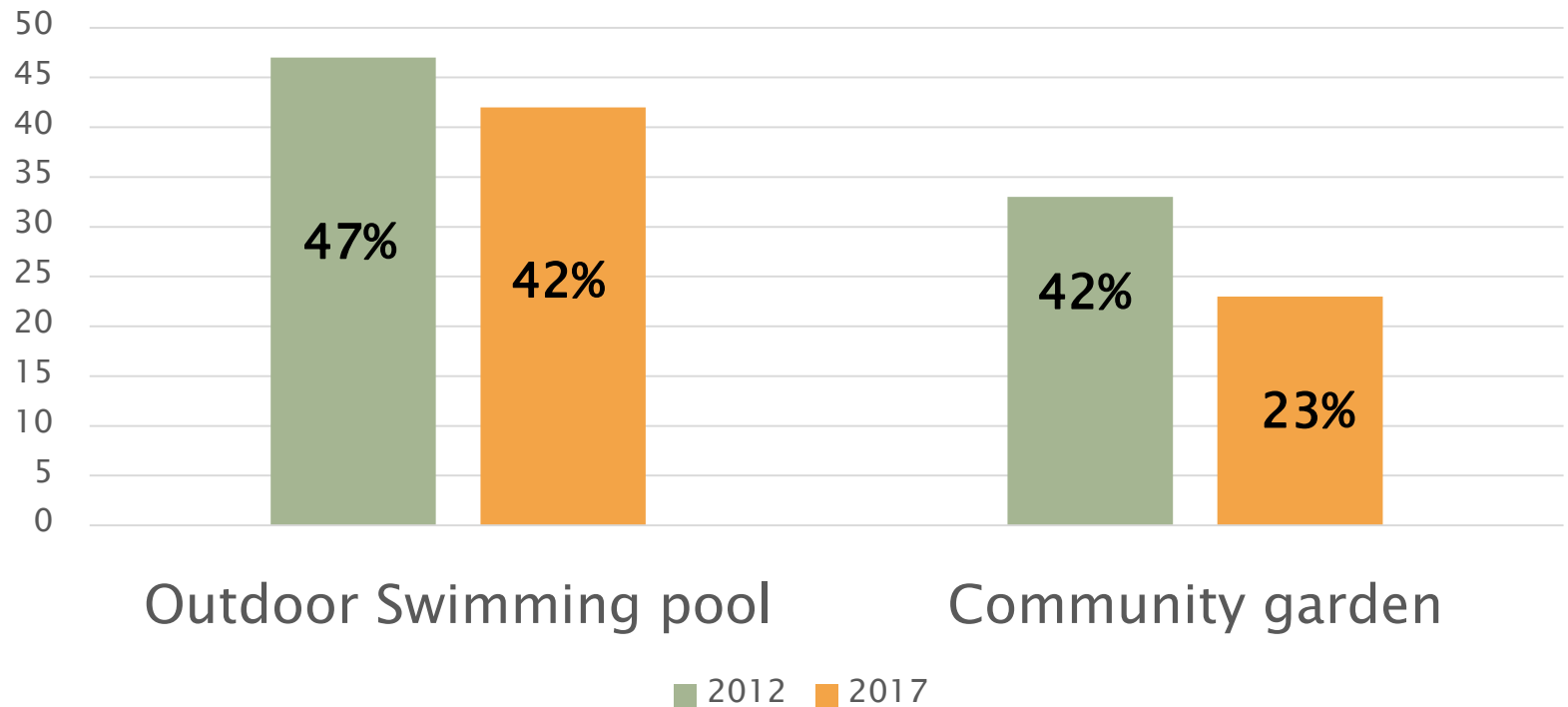
Recreation Amenities

Key Takeaway: Jordan River Trail and Splash pads gained as high priority items.



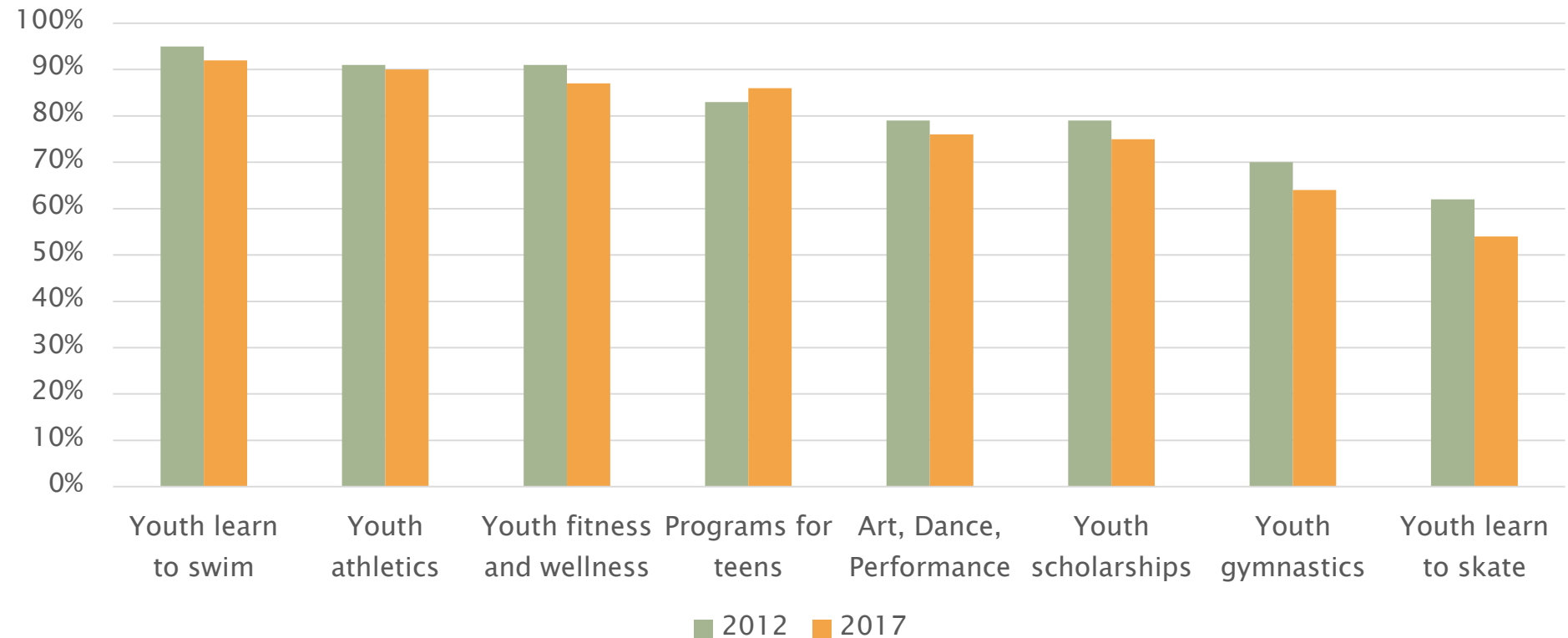
Recreation Amenities

Key Takeaway: Outdoor swimming pool and Community gardens saw the biggest drop as high priority items.



Youth Recreation Programs

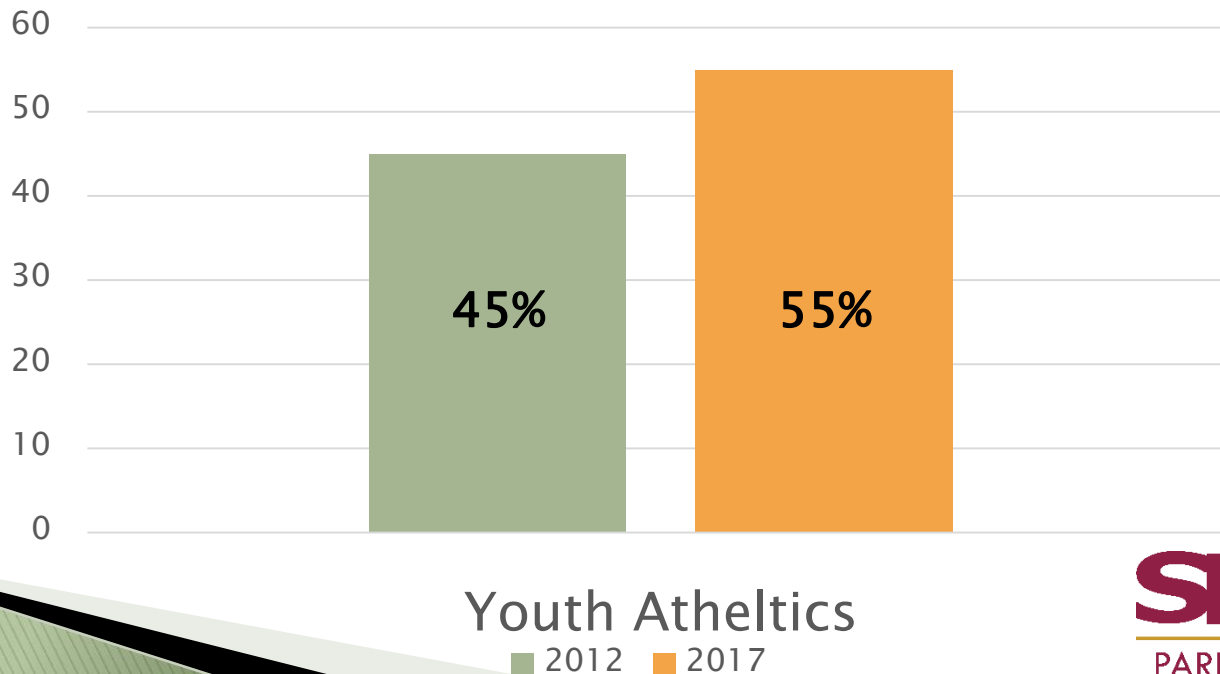
2012 vs. 2017 Comparison



Youth Recreation Programs

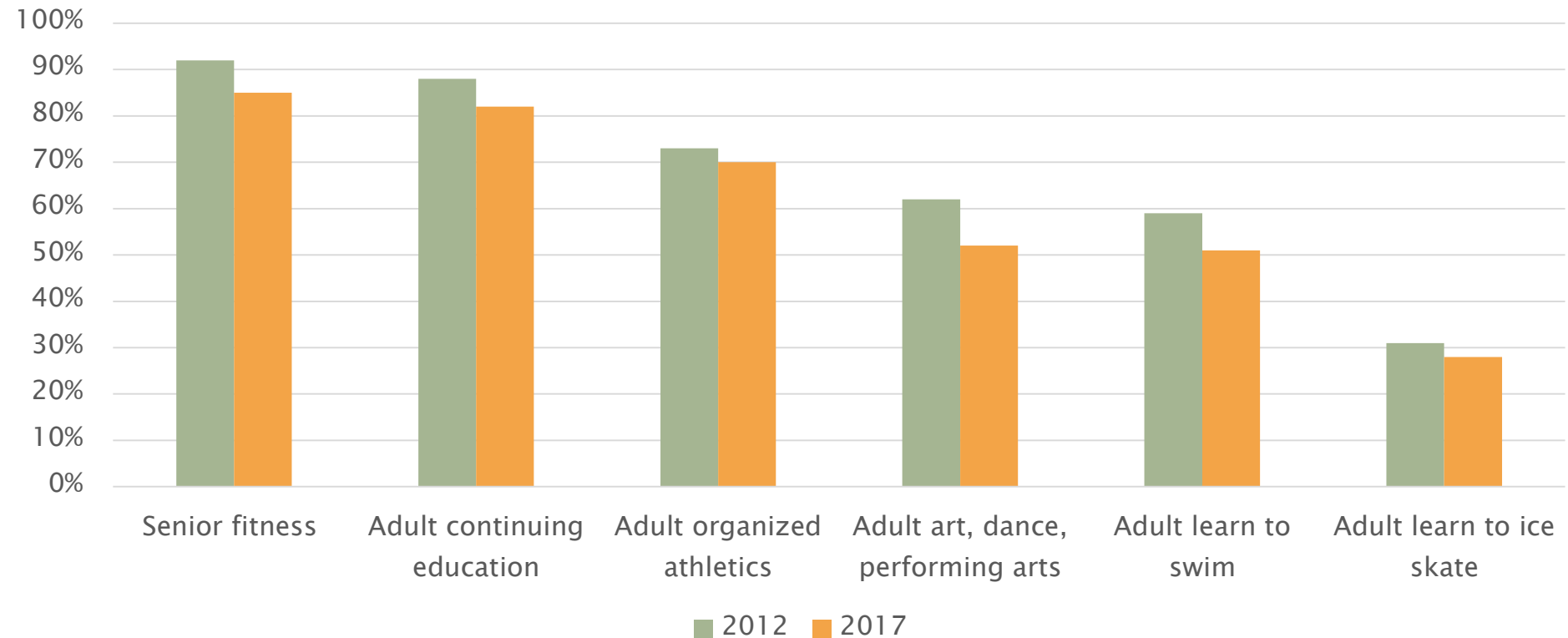
2012 vs 2017 Key Takeaways:

- ▶ Learn to swim remains highest priority.
- ▶ Big riser – Youth athletics (+10% high priority)



Adult Recreation Programs

2012 vs. 2017 Comparison



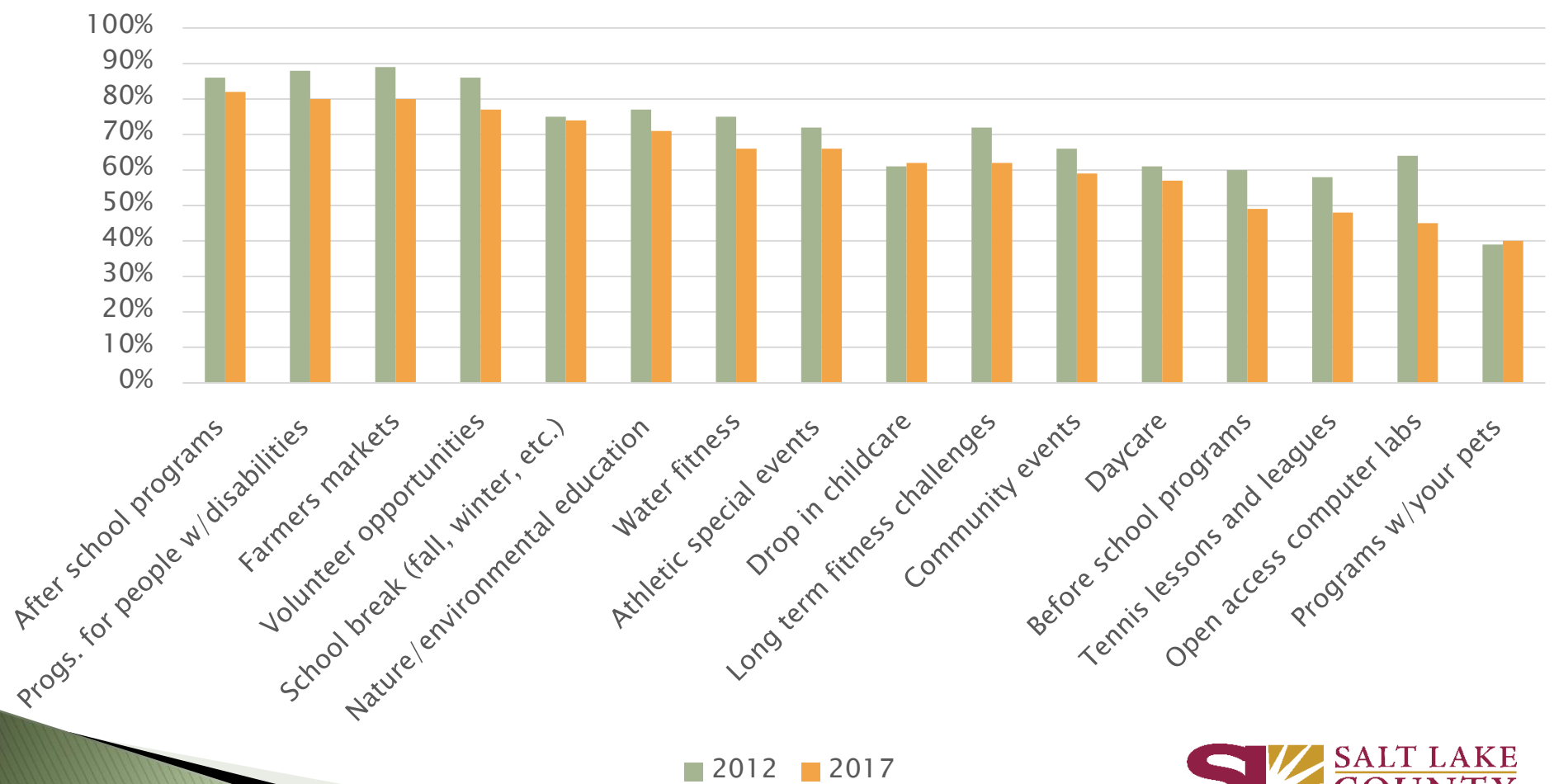
Adult Recreation Programs

2012 vs 2017 Key Takeaways:

- ▶ All categories in adult recreation remained at the same ranking.
- ▶ Fitness, continuing education, and organized athletics are the top three priorities of respondents.

Recreation Services and Programs

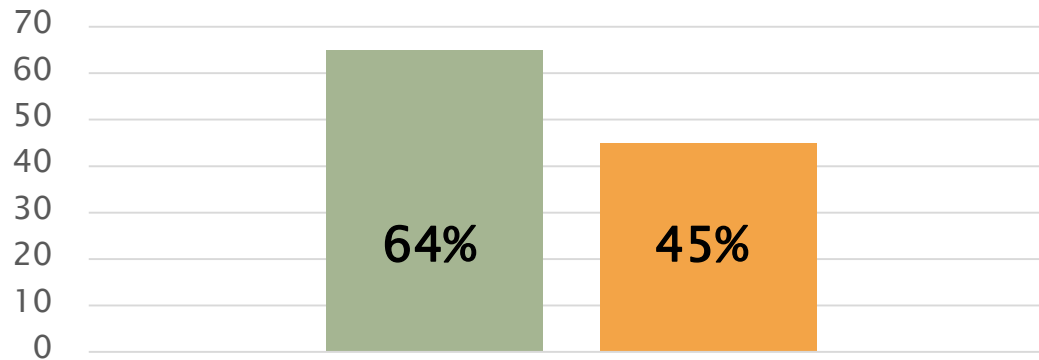
2012 vs. 2017 Comparison



Recreation Services and Programs

2012 vs 2017 Key Takeaways:

- ▶ After school programs and drop-in childcare went up as priority services.
- ▶ Large drop in need of open access to computer labs as a general priority:



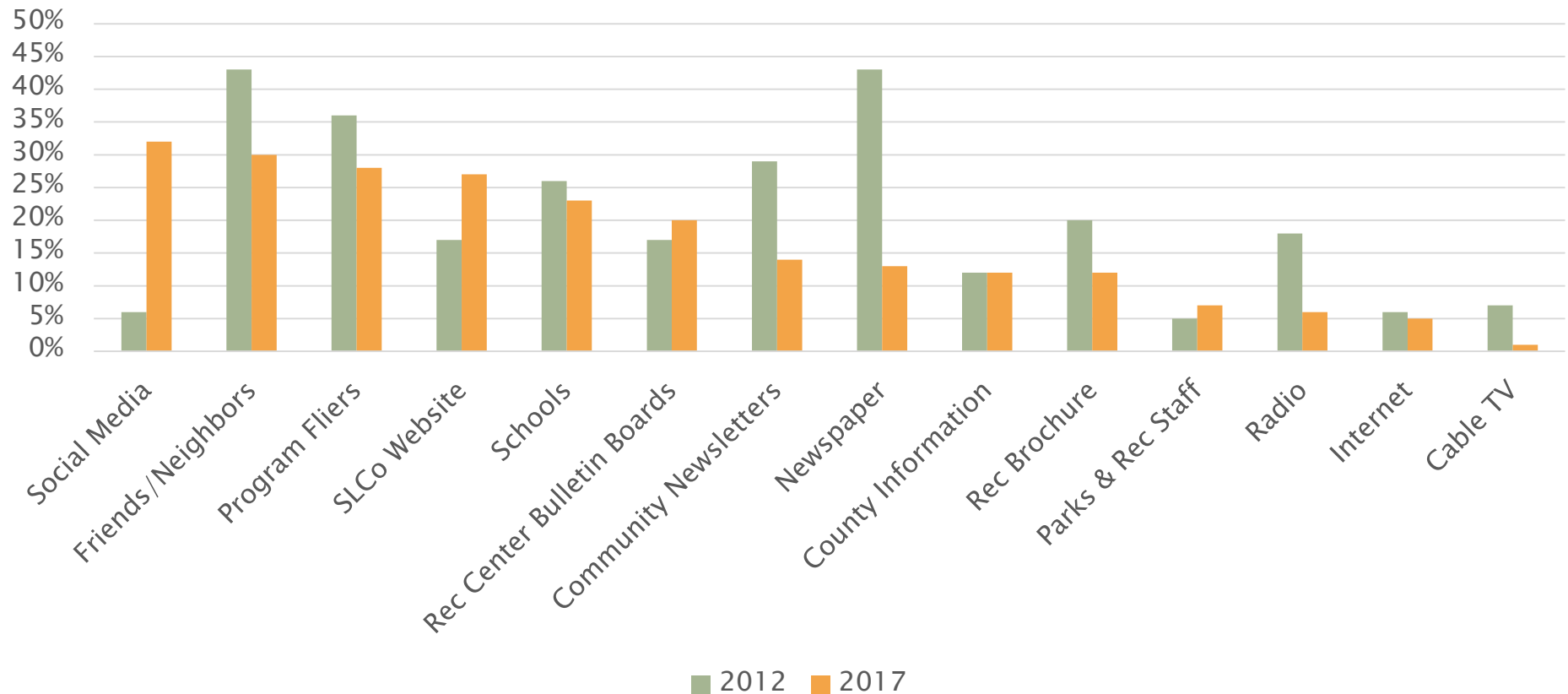
Open Access Computer Lab

■ 2012 ■ 2017

Outreach and Communication

How did you learn about SLCo Parks and Recreation?

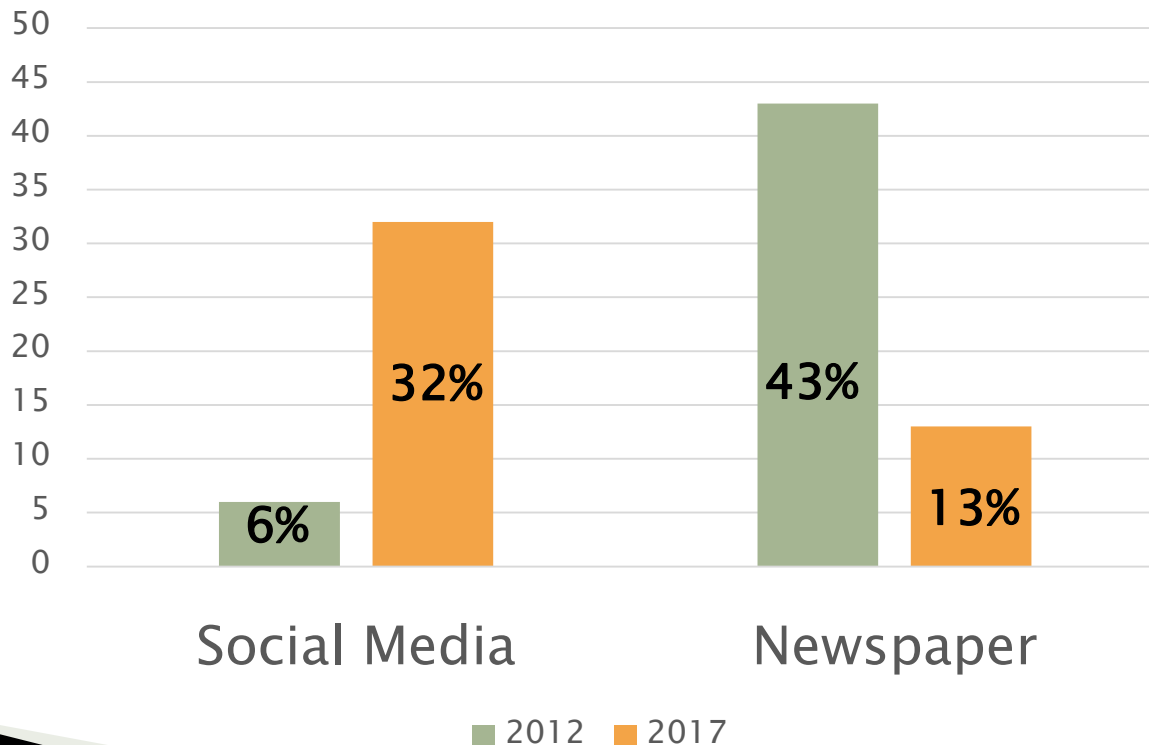
2012 vs. 2017 Comparison



Outreach and Communication

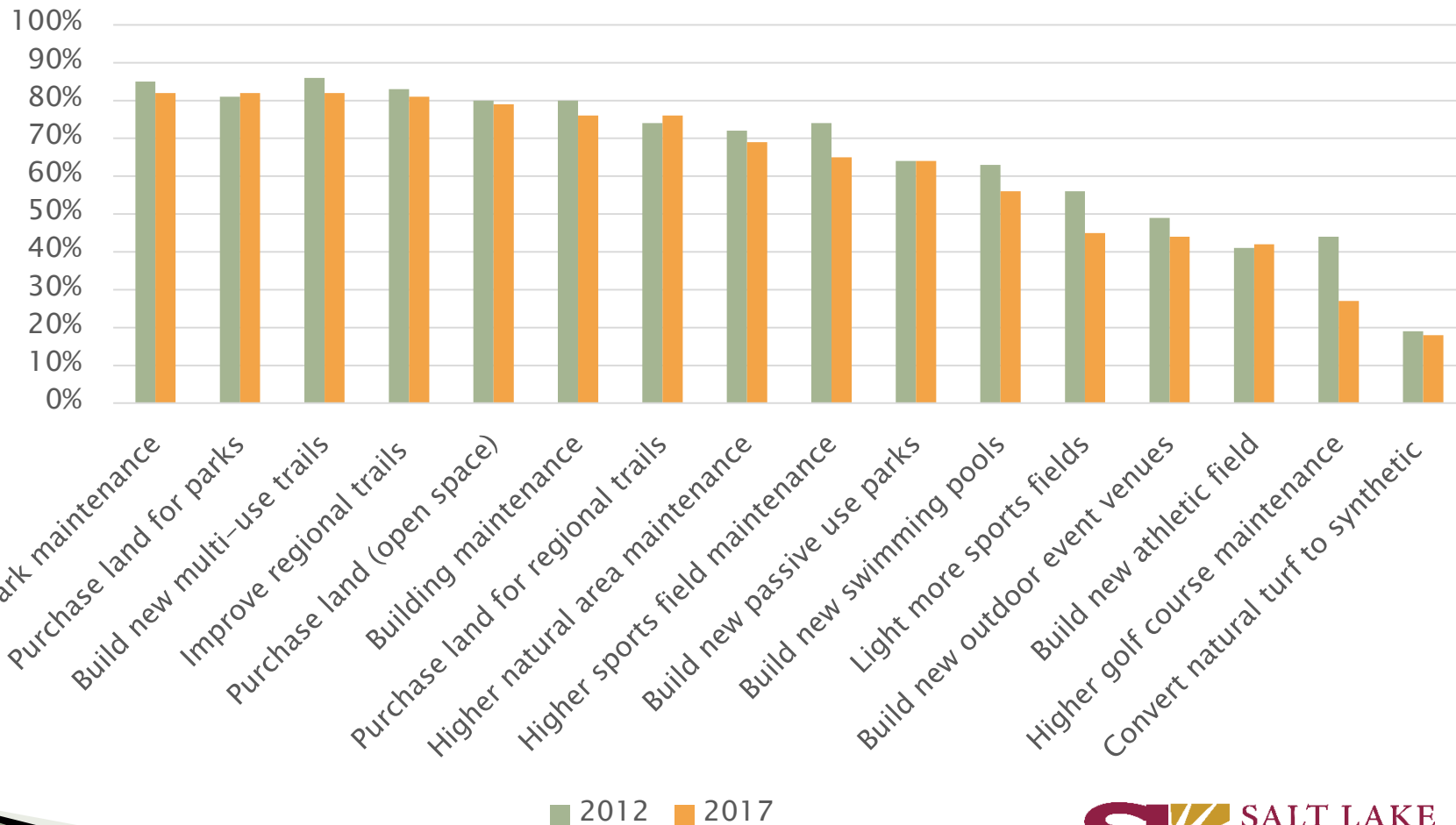
2012 vs 2017 Key Takeaways:

- Social media up, Newspapers down.



Future Actions

2012 vs. 2017 Comparison



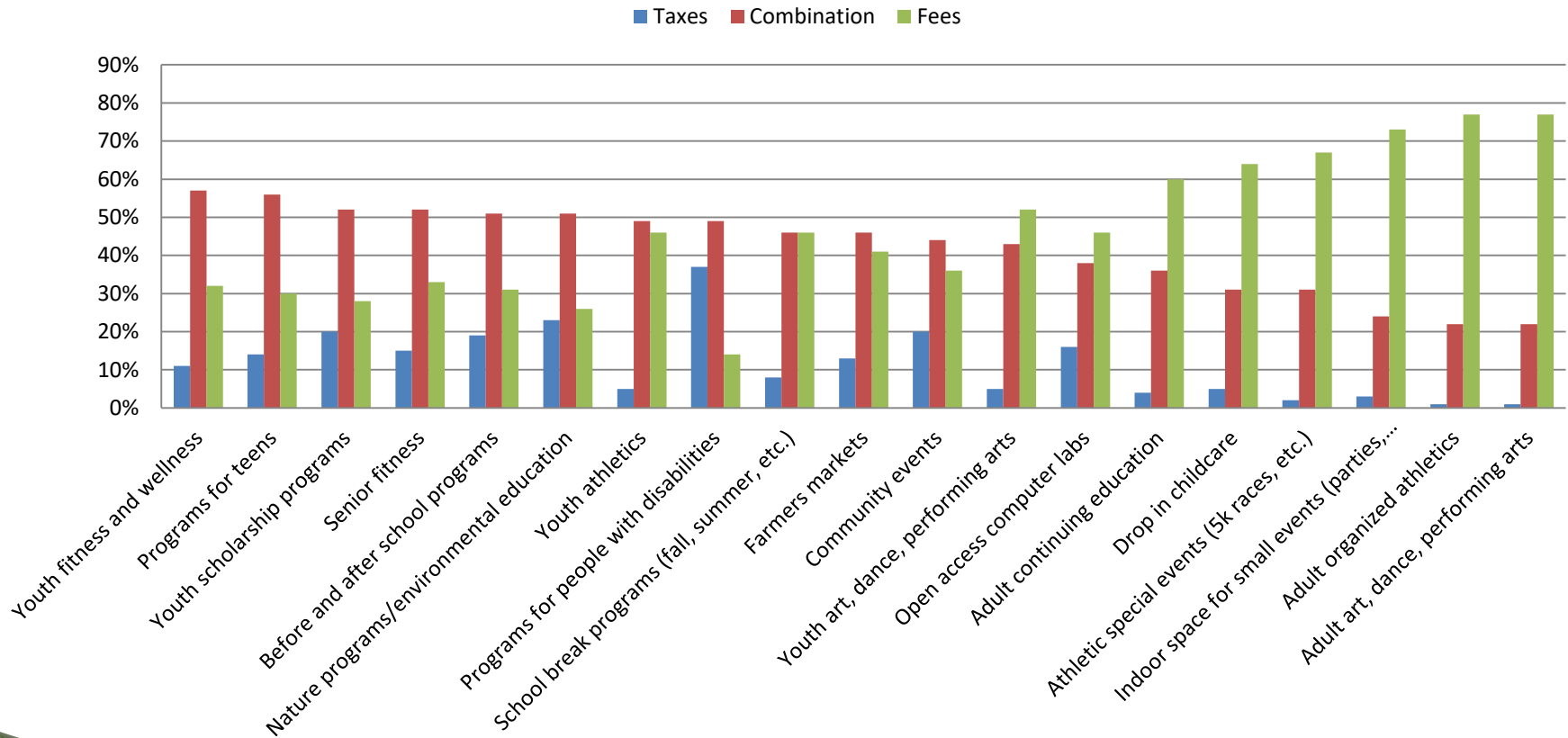
Future Actions

2012 vs 2017 Key Takeaways:

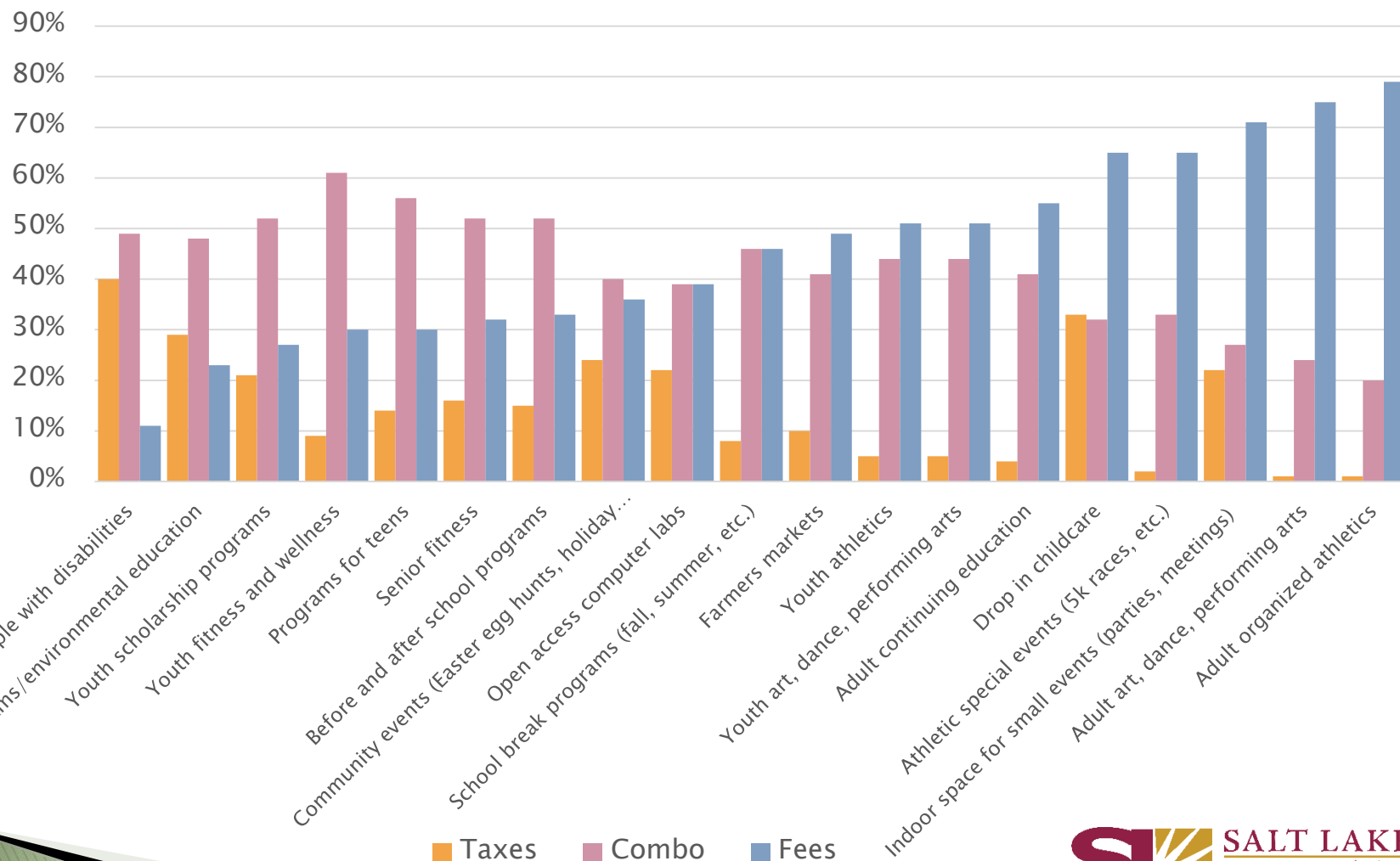
- ▶ Park maintenance overtook walking trails for #1 ranking.
- ▶ Building new trails and maintaining our existing trails both remain in the top five.
- ▶ Acquiring land for both parks and open space also remain top priorities.

Taxes and User Fees – 2012

Cost to run program should be paid with taxes, combination of taxes and user fees, or user fees



Taxes and User Fees – 2017



Taxes and Fees

2012 vs 2017 Key Takeaways:

- ▶ Attitudes about taxes and user fees remains relatively unchanged.
- ▶ Programs for youth and senior education and wellness, as well as programs for the disabled should be more subsidized.
- ▶ Youth and adult sports should be more fee-based.

Conclusions

- ▶ We listen to the public and try to meet the needs of all County residents.
- ▶ Residents want a higher level of operations and maintenance.
- ▶ Trails are universally popular.
- ▶ This data allows us to strategically plan our future.