

OREM CITY

OREM PARKS AND RECREATION 2017



5

- 1 Two top priorities for Orem City residents are **upgrading the fitness center** and **developing more public trails**. Other suggestions could be included in a fitness center upgrade plan.
- 2 46% of residents either use the fitness center or the recreation programs or both (also more likely to have children). 42% of the city use trails, but not the fitness center. **Overall between the fitness center and trails, 88% of residents have their rec desires addressed.**
- 3 The #1 reason for using a park facility is its **proximity to home**.
- 4 A significant portion of Orem City residents are **opposed to most improvements** for financial reasons.
- 5 Quantity of **bathrooms** are a concern for many residents, particularly on city trails and at SCERA Park.

FINDINGS TO REMEMBER

SURVEY METHODOLOGY



Sampling frame of *Orem City resident panelists* were invited to participate in the survey via *email*.

12%

In total, *6741* emails were sent to our panelists and *813 complete interviews* were collected. This results in an *overall response rate of 12%*. Given natural panel attrition, this is a healthy response rate, comparable to what we would see in a telephone survey.

+3.4
-3.4

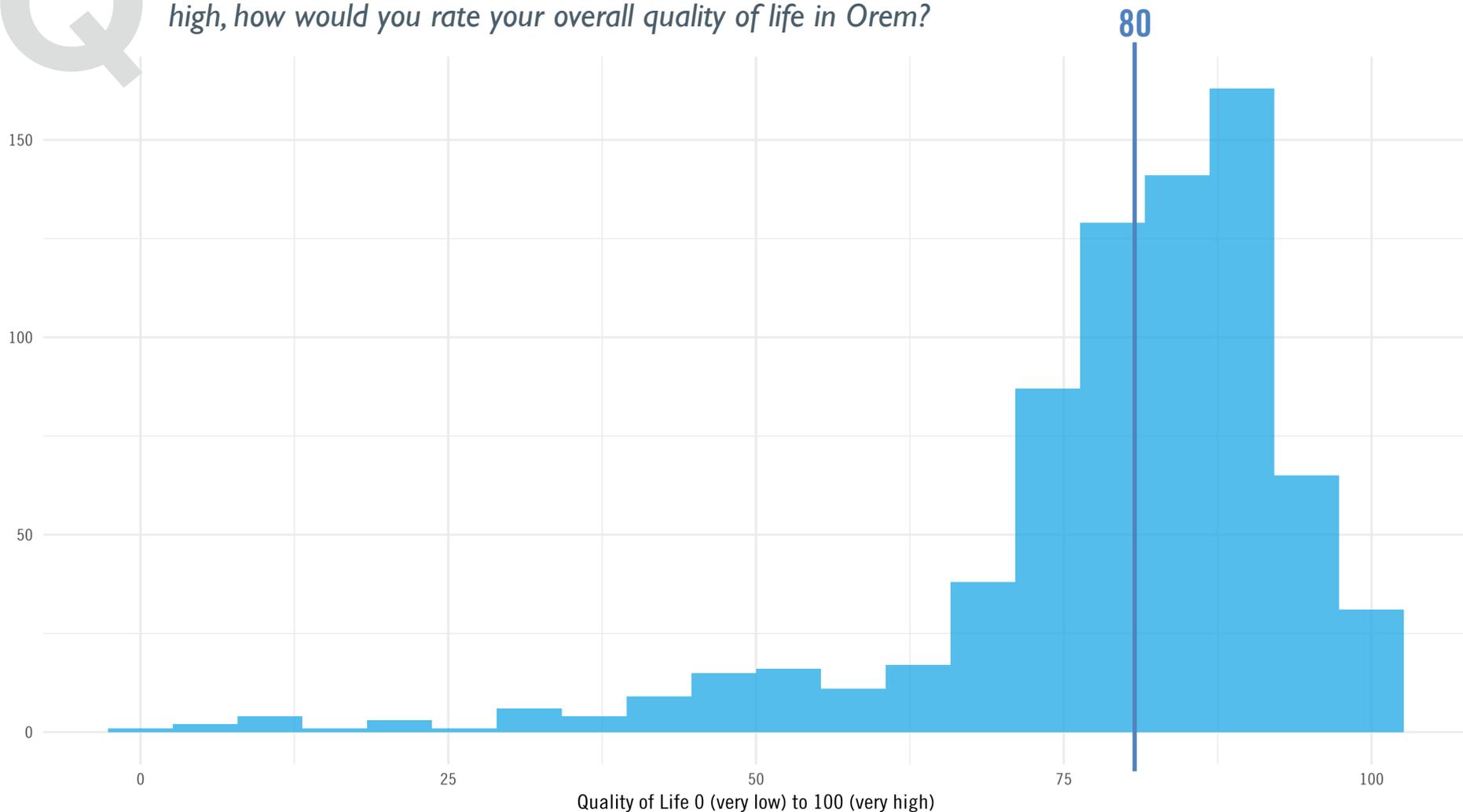
813 interviews among a population of approximately 62k adult residents results in a *margin of error for the survey of plus or minus 3.4 percentage points*.

OREM QUALITY OF LIFE

The vast majority of Orem residents have a broadly positive view of the quality of life in Orem. We asked the same question in 2015 and the average was 77. Now it's 80.



All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Orem?



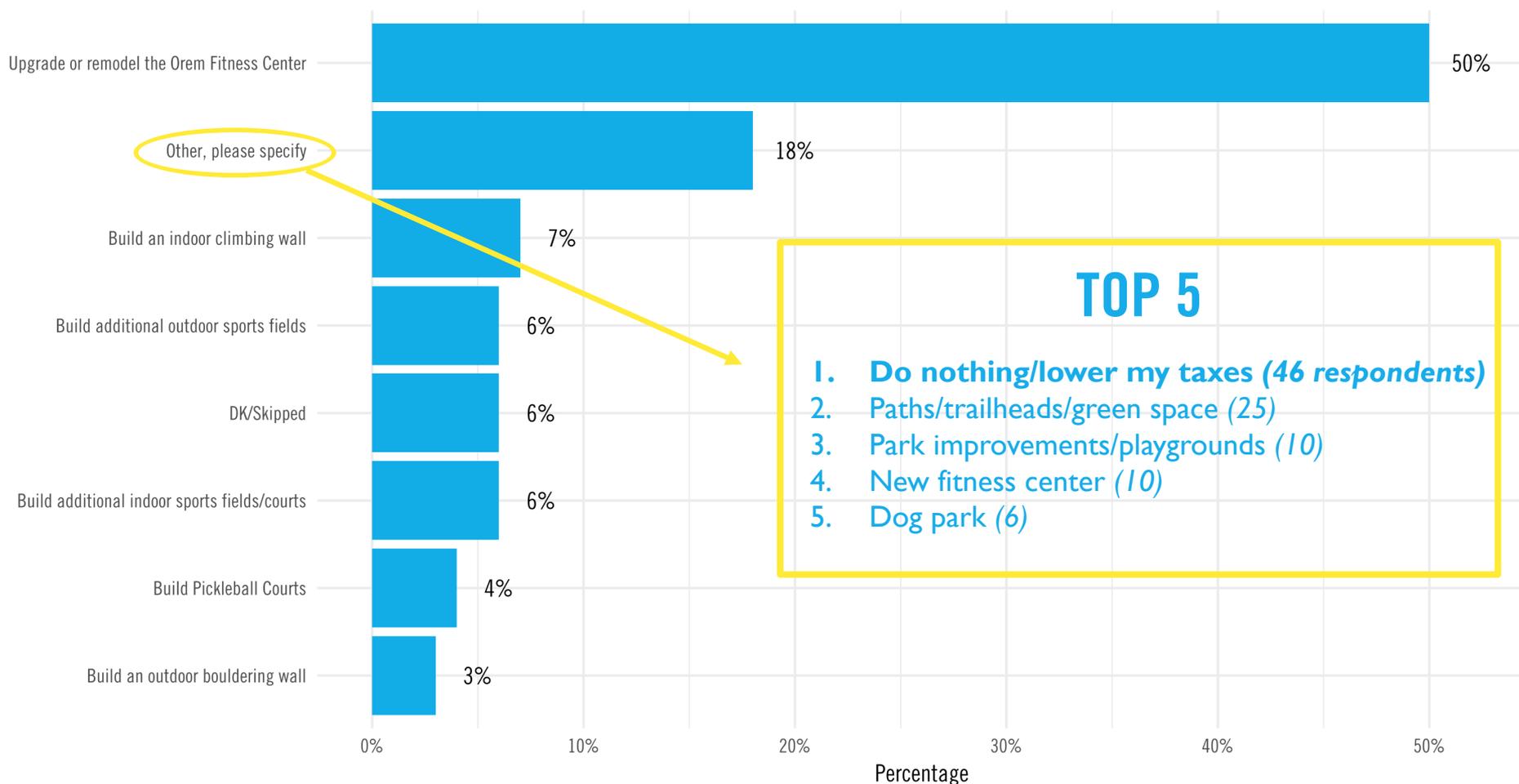
PARK QUALITY

RECREATIONAL IMPROVEMENTS

Orem residents would prefer to upgrade/remodel the Orem Fitness Center by a wide margin. However there is a significant portion of residents who are opposed to all improvements.



If Orem were to provide upgraded or expanded recreational opportunities, which of the following options would you prefer?

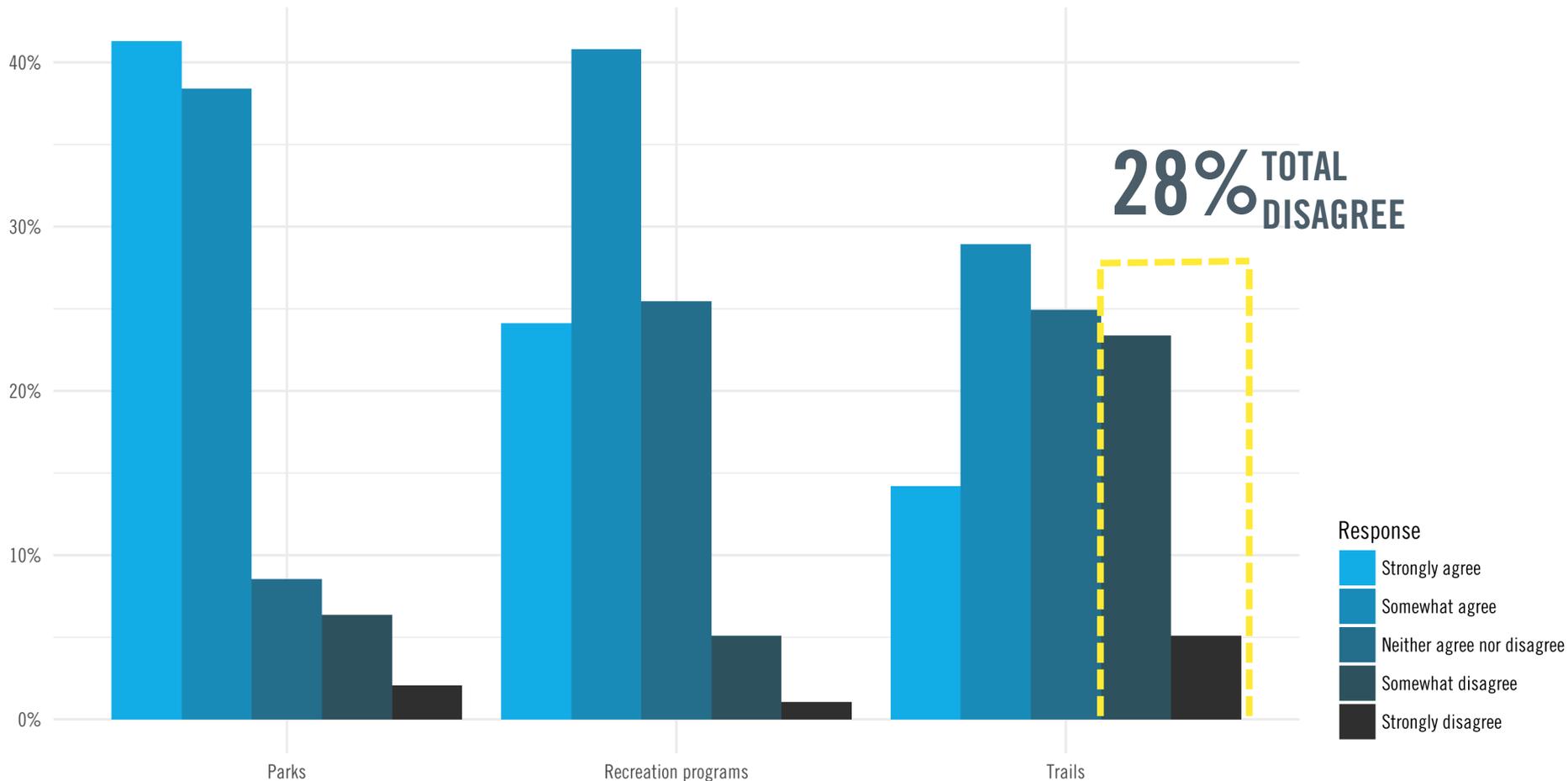


AMOUNT OF PARKS, TRAILS, AND REC PROGRAMS

Most residents believe the city provides a sufficient number of parks and recreation programs, but many believe there could be more trails.



Do you agree or disagree with each of the following statements: the City of Orem provides an adequate amount of...



PARK USE PATTERNS

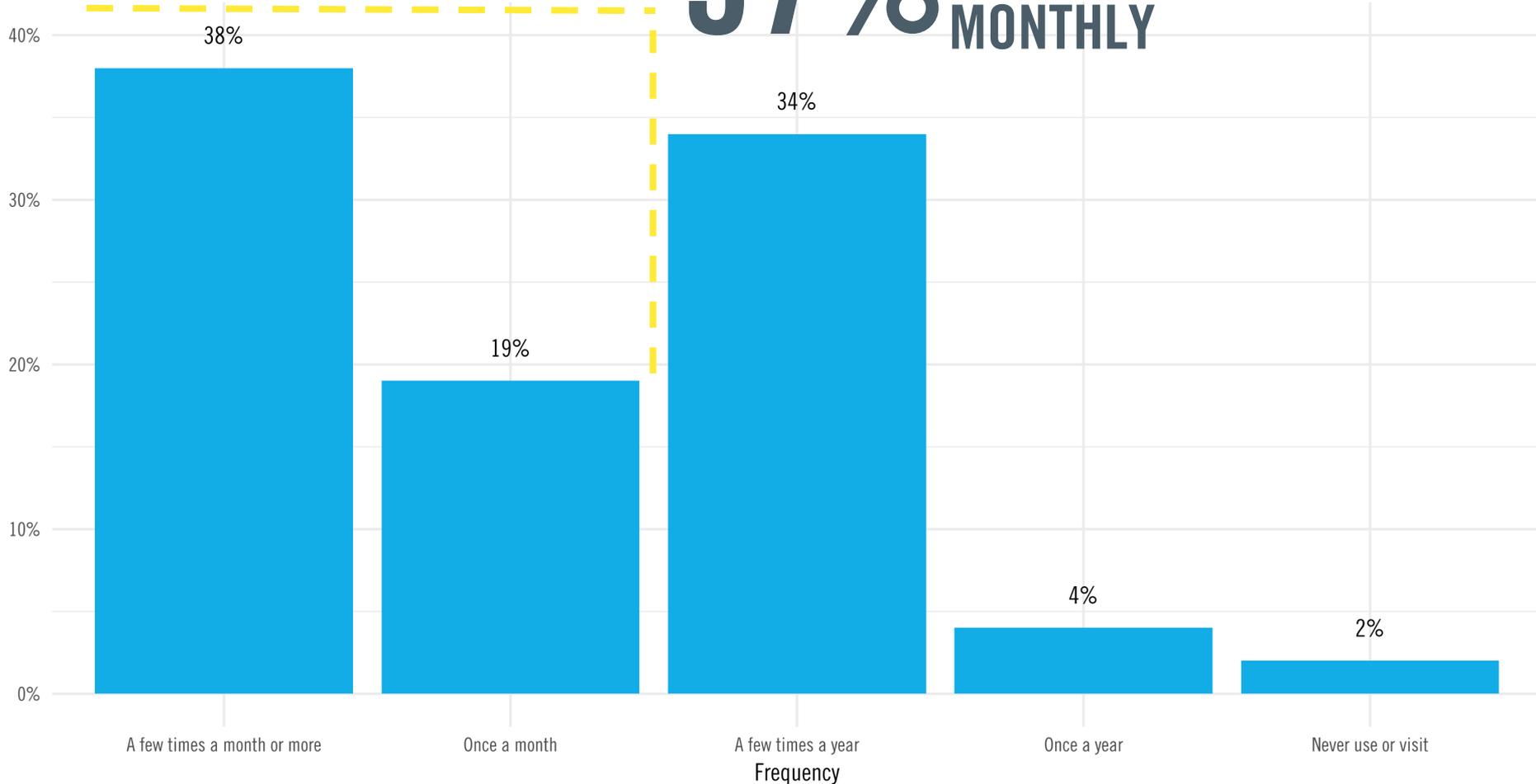
PARK USE FREQUENCY

Most Orem City residents visit city parks at least once a month.



How often do you use or visit Orem City parks?

57% AT LEAST MONTHLY

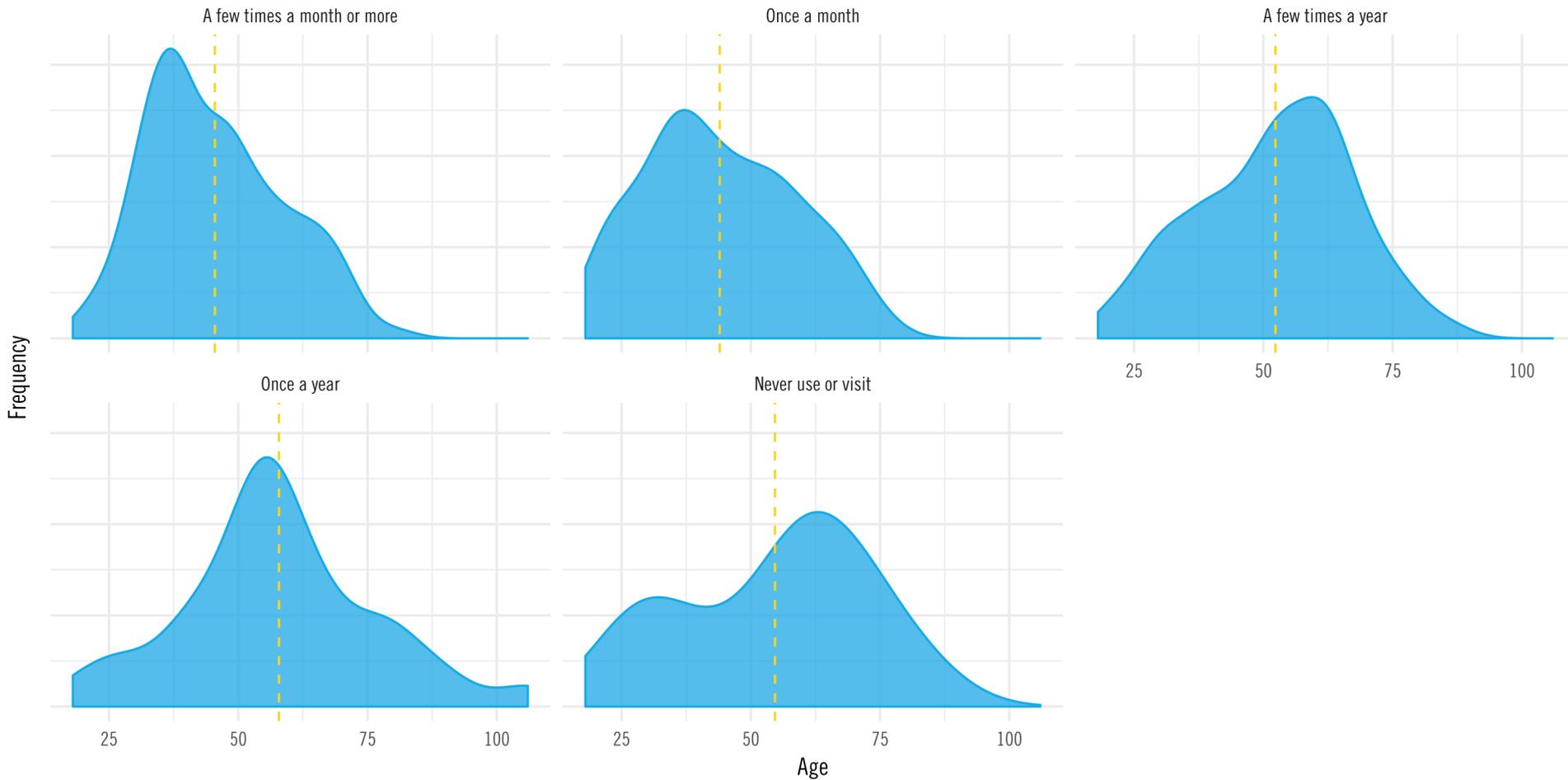


PARK USE FREQUENCY – AGE DISTRIBUTION

Younger residents are much more likely to use Orem City parks frequently.



How often do you use or visit Orem City parks?

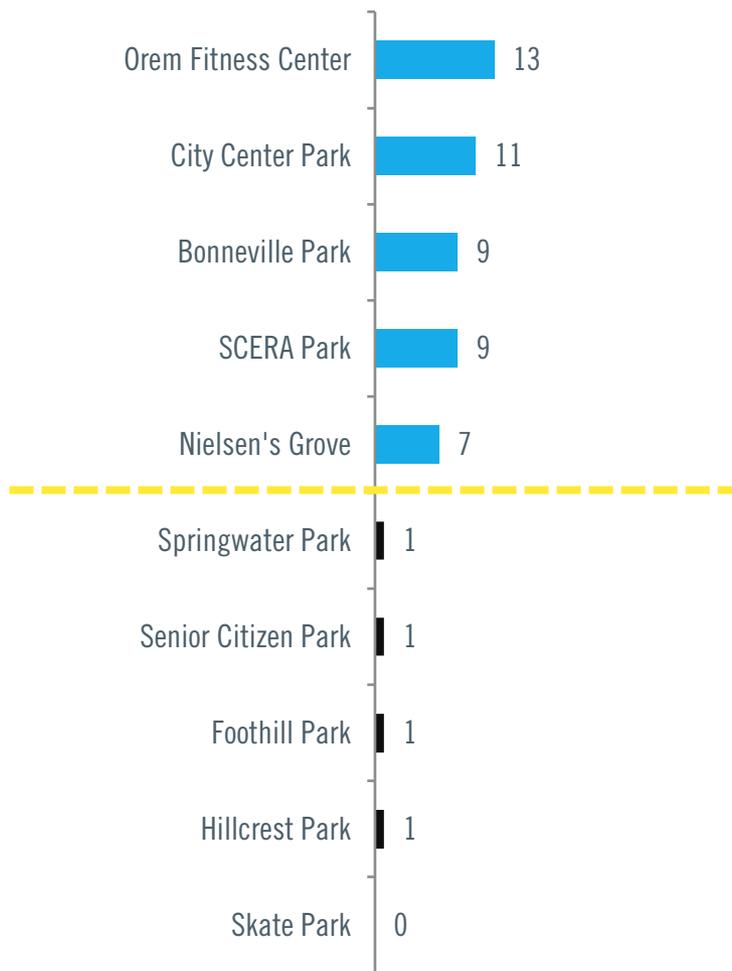


INDIVIDUAL PARK USAGE

Orem Fitness Center was the most popular park or facility, followed by City Center Park, SCERA Park, and Bonneville Park.



Which Orem City park, field, or recreational facility does your household use most often?



TOP 5

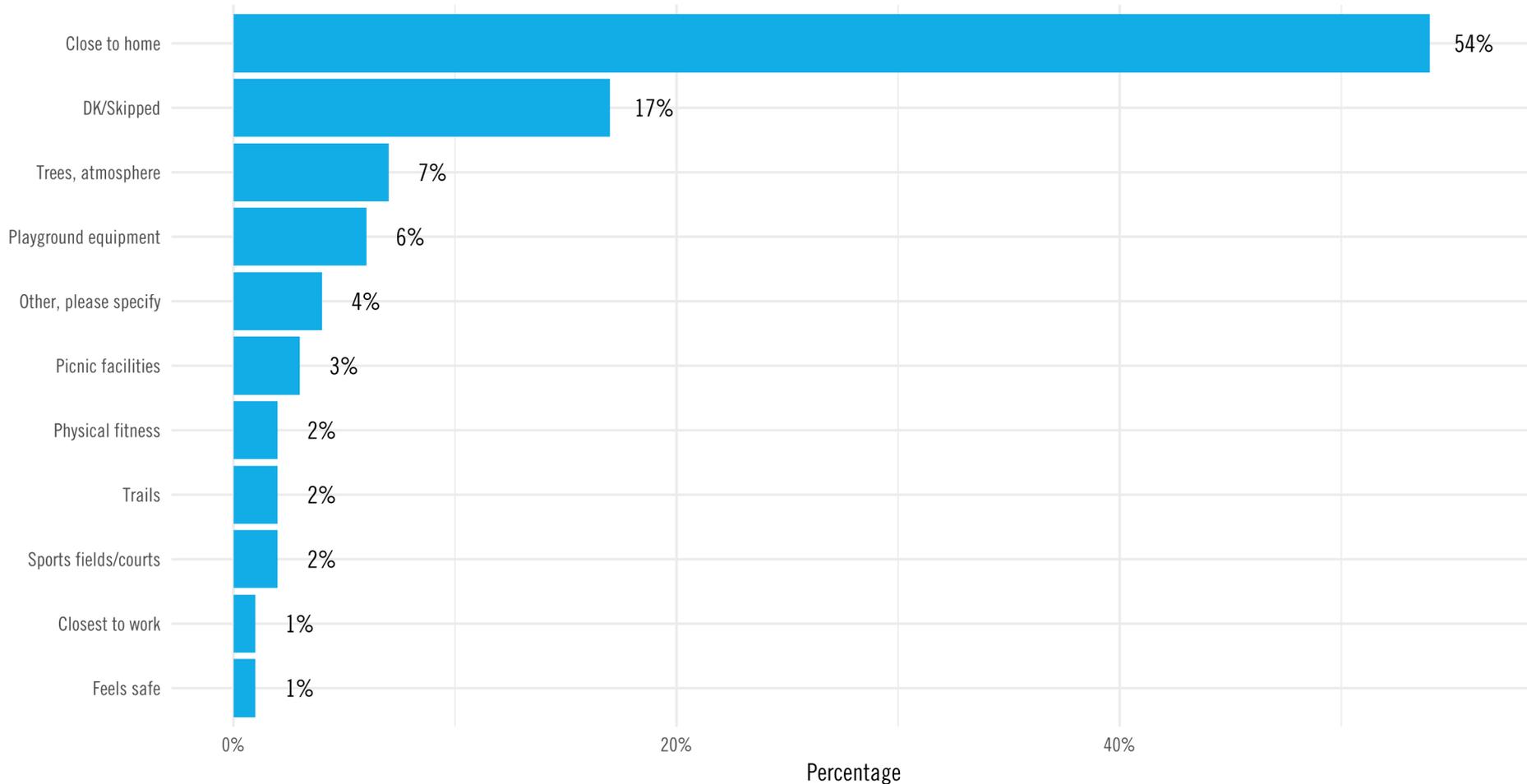
BOTTOM 5

PARK CHOICE REASONING

Most residents choose to visit a particular park due to its proximity to home.



What is the most important reason that you use your most utilized park most often?

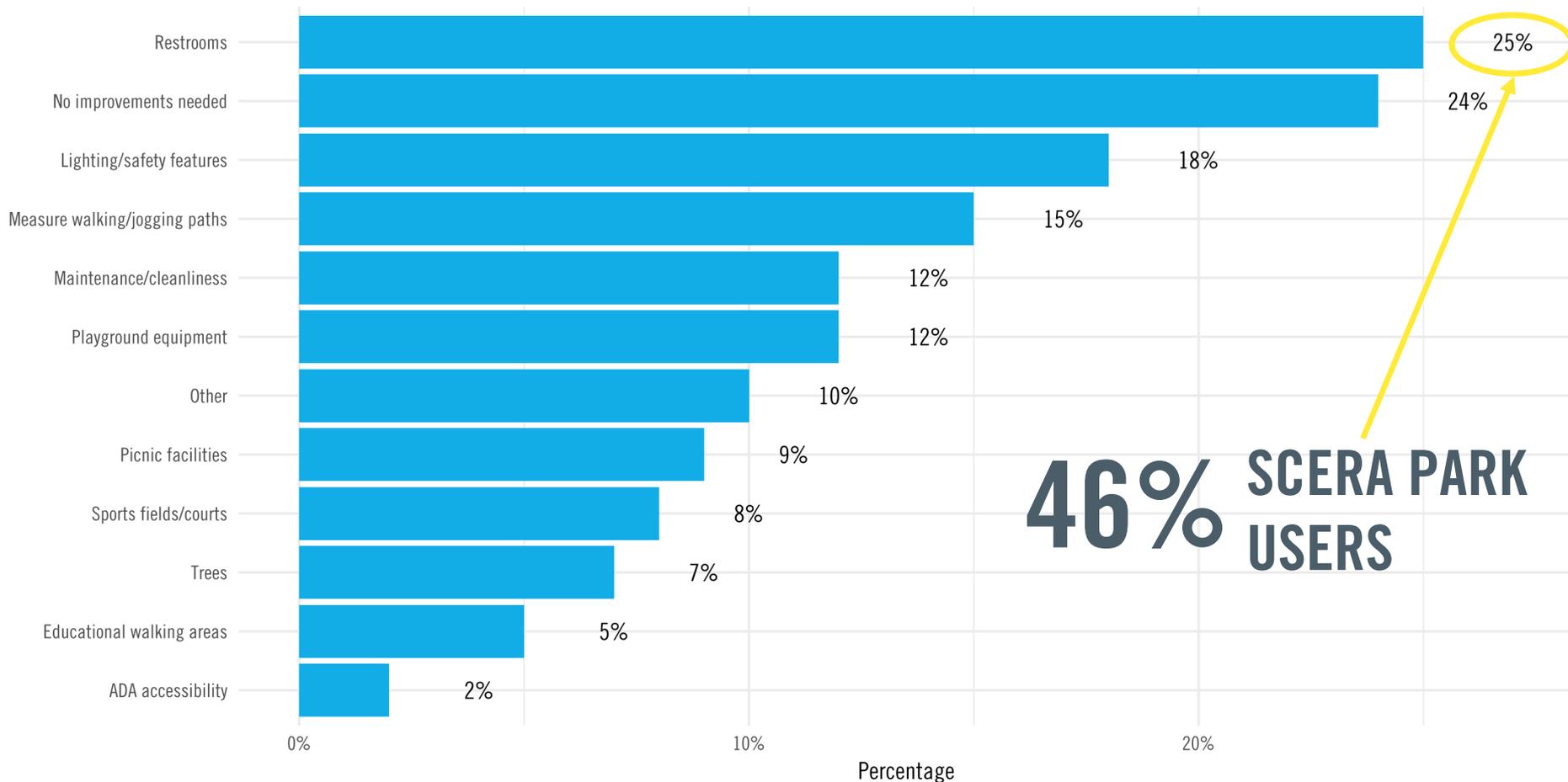


PARK IMPROVEMENTS

The most commonly requested improvement overall are restrooms. 46% of SCERA Park users request restroom improvements, including 40% of those SCERA users who use city parks at least a few times a month.



What improvements should be made to your most utilized park?



IMPROVEMENTS BY PARK

The breakdown of most commonly requested improvement by park is similar, with restrooms and lighting/safety features appearing most frequently.



What improvements should be made to your most utilized park?

RESTROOMS

Community Park, Windsor Park, City Center Park, SCERA Park, Bonneville Park, Mt. Timpanogos Park, Cascade Park, Sharon Park, Senior Citizen Park, SCERA Park Pools

LIGHTING AND SAFETY FEATURES

Canyon Park, Lakeside Sports Park, Westmore Park, Cherry Hill Park, Orchard Park, Springwater Park, Sharon Park

PLAYGROUND EQUIPMENT

Geneva Park, Northridge Park, Westmore Park, Nielsen's Grove

PATHS

Windsor Park, Hillcrest Park, Foothill Park

TREES

Palisade Park

SPORTS FIELDS

Geneva Park

Geneva Park, Westmore Park, Windsor Park, and Sharon Park had multiple improvements tied for most requested

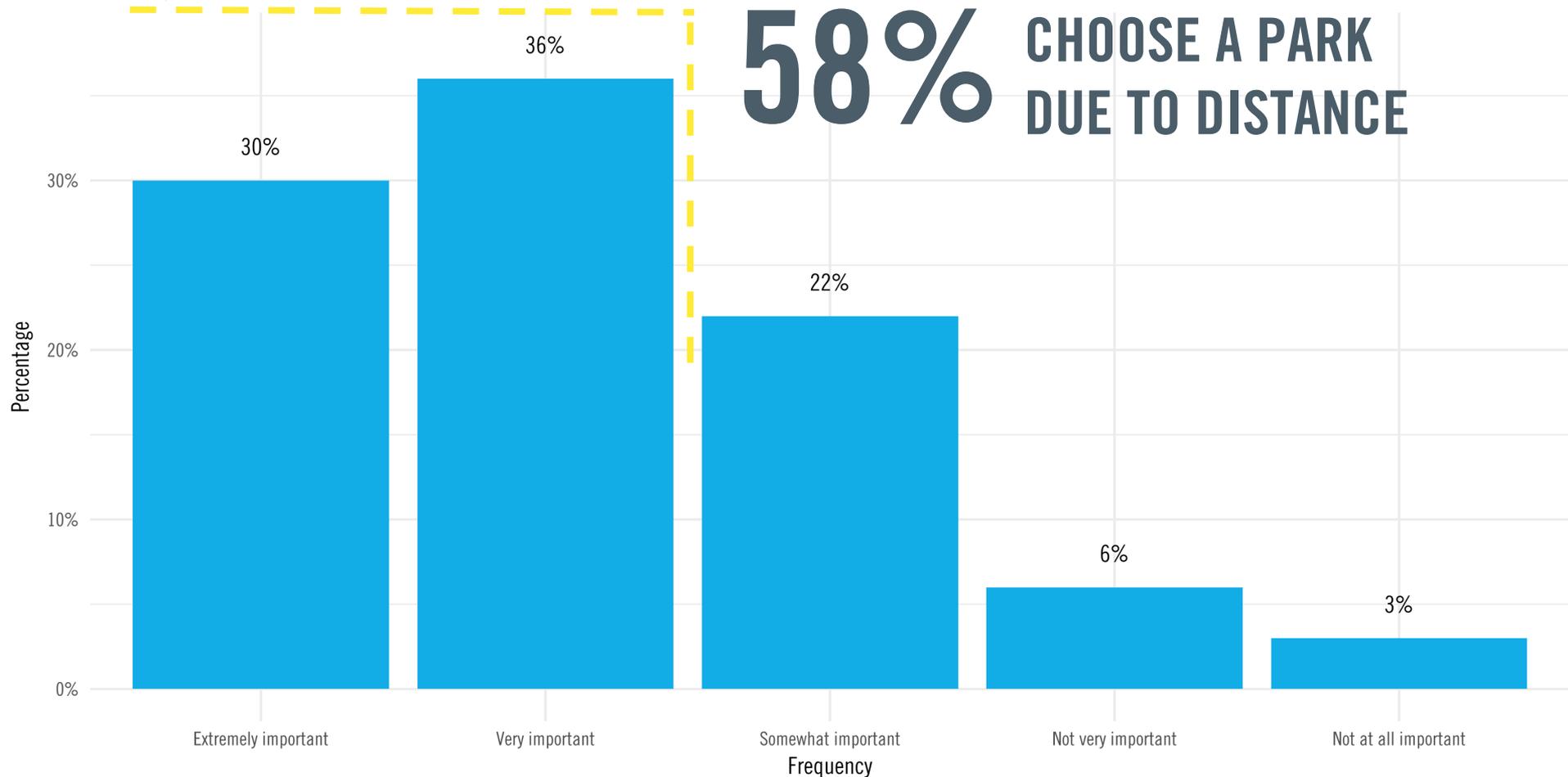
WALKING DISTANCE OF PARKS

Most residents say that having a park within walking distance is “extremely” or “very” important. These residents are more likely than others to say they attend a certain park because it is close to home.



Thinking more generally, in your opinion how important is it to have public parks within walking distance of your home (i.e. within half a mile or 10 minutes)?

58% CHOOSE A PARK DUE TO DISTANCE



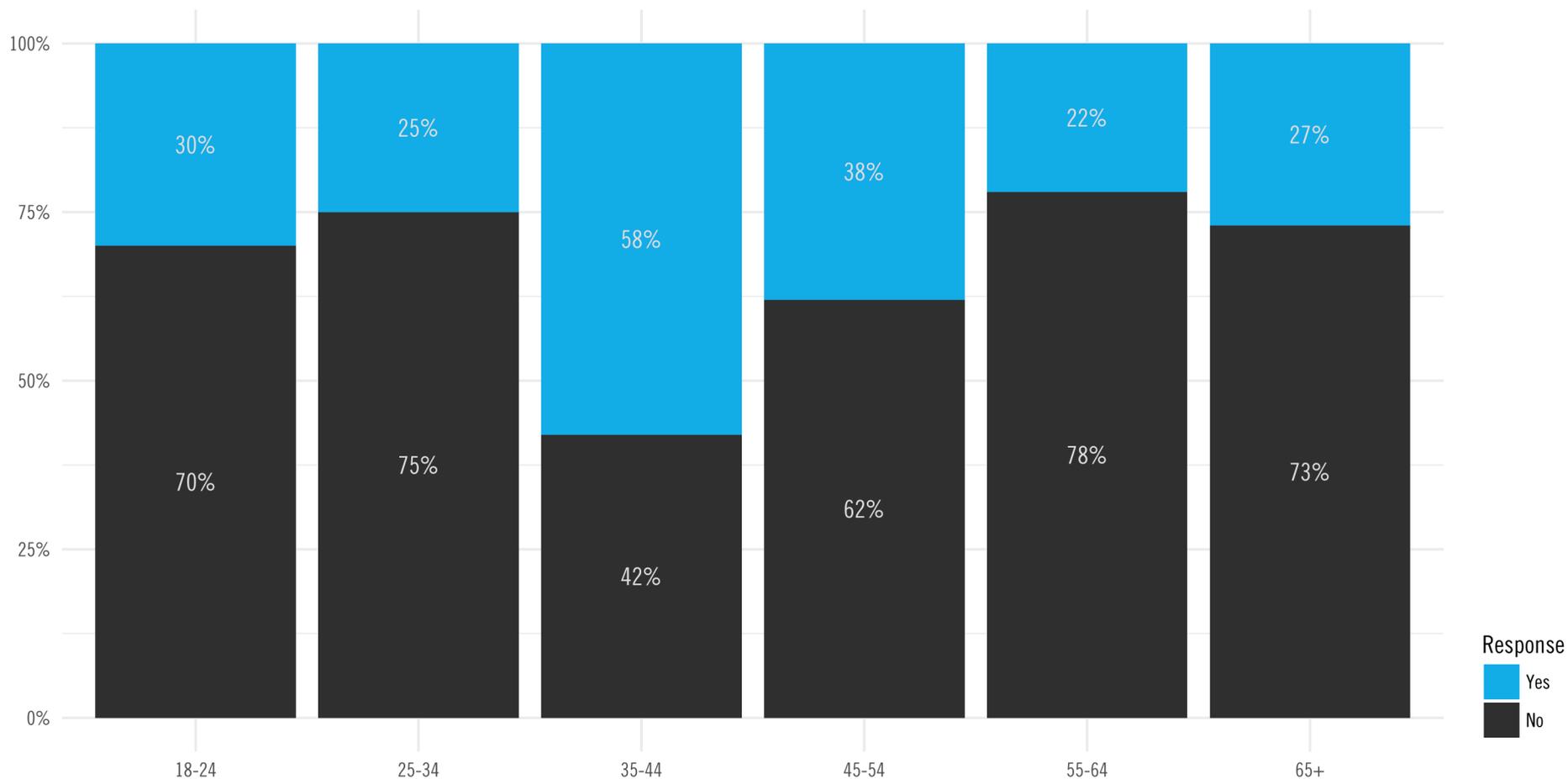
SPORTS AND RECREATION

REC PROGRAMS USAGE BY AGE

Those between the ages of 35-54 are most likely to have had someone in their household participate in sports and recreation programs.



Have you or any members of your household participated in any Orem sports or recreation programs in the past 12 months?

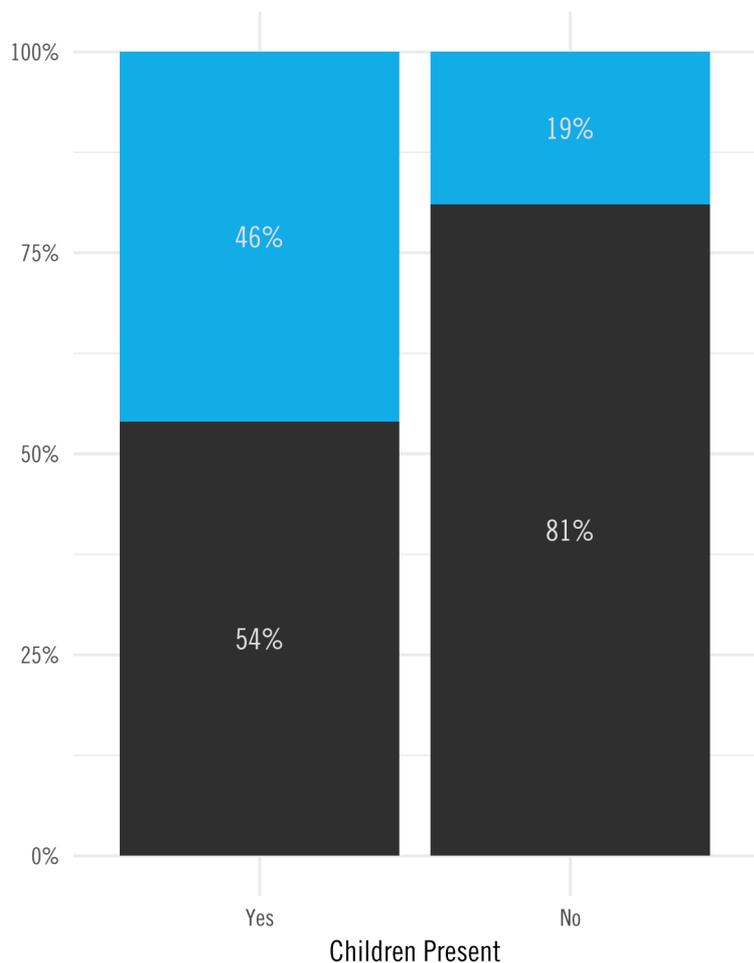


REC PROGRAM USAGE MUCH HIGHER W/ KIDS

Relatedly, those with children in the home are significantly more likely to have participated. Overall, 72% of those who responded “Yes” have children in their household.



Have you or any members of your household participated in any Orem sports or recreation programs in the past 12 months?



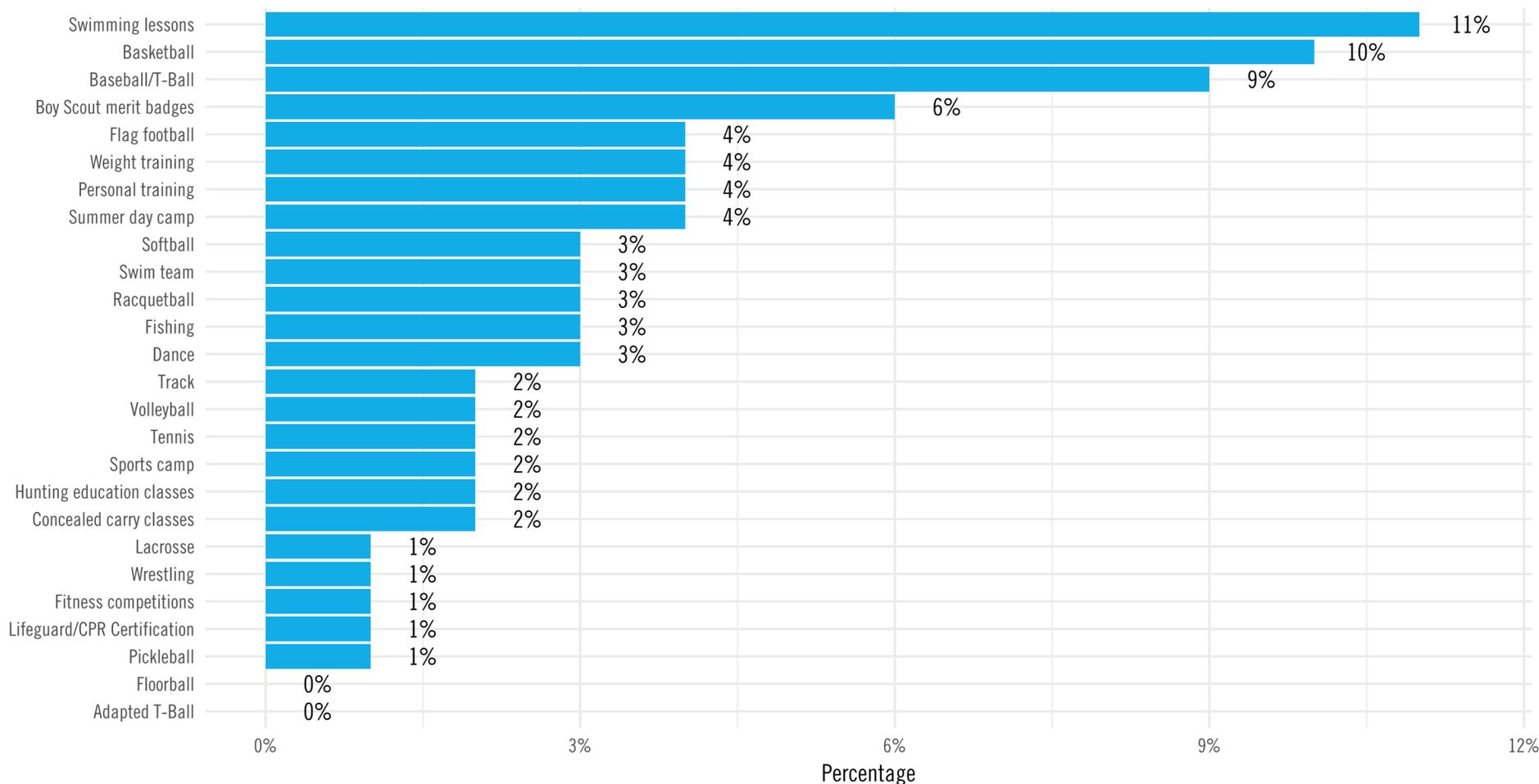
27 POINT DIFFERENCE

PROGRAM PARTICIPATION

Swimming lessons, basketball, and baseball / T-ball are the most popular programs overall.



Which of the following Orem sports or recreation programs have you or members of your household participated in during the past 12 months? Select all that apply.

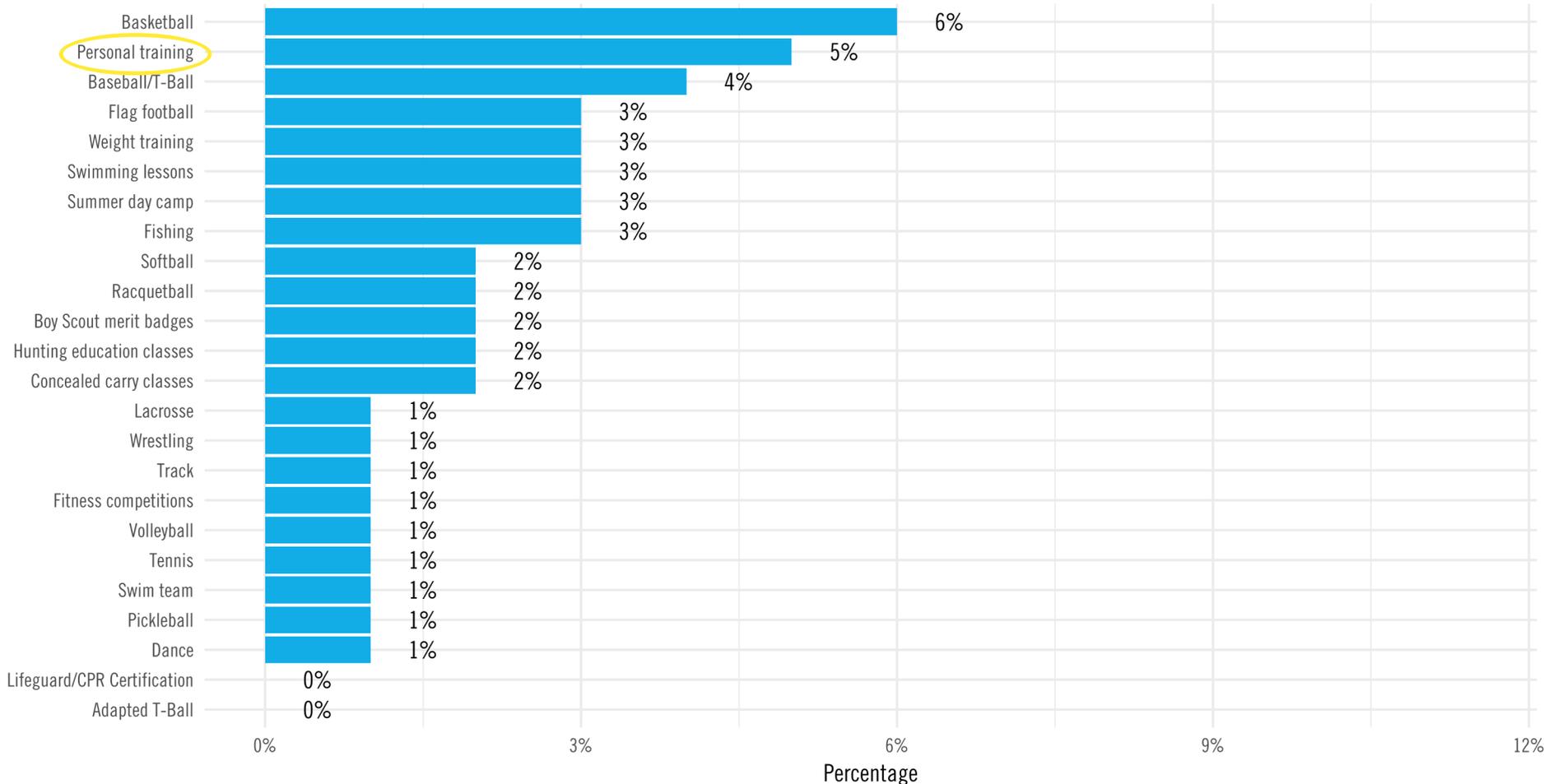


PROGRAM PARTICIPATION – NO CHILDREN IN HOME

Those without children in their home have lower rates of participation overall. But personal training stands out as an activity that has slightly more popularity among those without children.



Which of the following Orem sports or recreation programs have you or members of your household participated in during the past 12 months? Select all that apply.



PROGRAM PARTICIPATION – NO CHILDREN IN HOME

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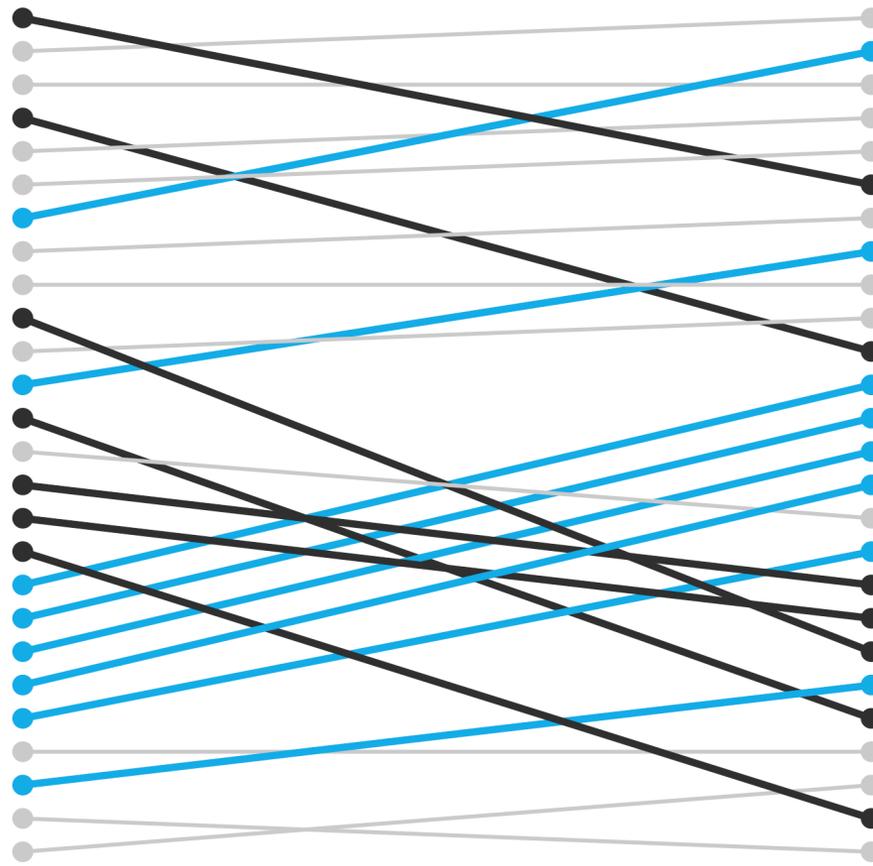
Which of the following Orem sports or recreation programs have you or members of your household participated in during the past 12 months? Select all that apply.

ALL RESIDENTS

- Swimming lessons - 1
- Basketball - 2
- Baseball/T-ball - 3
- Boy Scout merit badges - 4
- Flag football - 5
- Weight training - 6
- Personal training - 7**
- Summer day camp - 8
- Softball - 9
- Swim team - 10
- Racquetball - 11
- Fishing - 12**
- Dance - 13
- Track - 14
- Volleyball - 15
- Tennis - 16
- Sports camp - 17
- Hunting education classes - 18**
- Concealed carry classes - 19**
- Lacrosse - 20
- Wrestling - 21
- Fitness competitions - 22**
- Lifeguard/CPR Certification - 23
- Pickleball - 24**
- Floorball - 25
- Adapted T-Ball - 26

WITHOUT CHILDREN

- 1 - Basketball
- 2 - Personal training**
- 3 - Baseball/T-ball
- 4 - Flag football
- 5 - Weight training
- 6 - Swimming lessons
- 7 - Summer day camp
- 8 - Fishing**
- 9 - Softball
- 10 - Racquetball
- 11 - Boy Scout merit badges
- 12 - Hunting education classes**
- 13 - Concealed carry classes**
- 14 - Lacrosse
- 15 - Wrestling
- 16 - Track
- 17 - Fitness competitions**
- 18 - Volleyball
- 19 - Tennis
- 20 - Swim team
- 21 - Pickleball**
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- 23 - Lifeguard/CPR Certification
- 24 - Adapted T-Ball
- 25 - Sports camp
- 26 - Floorball

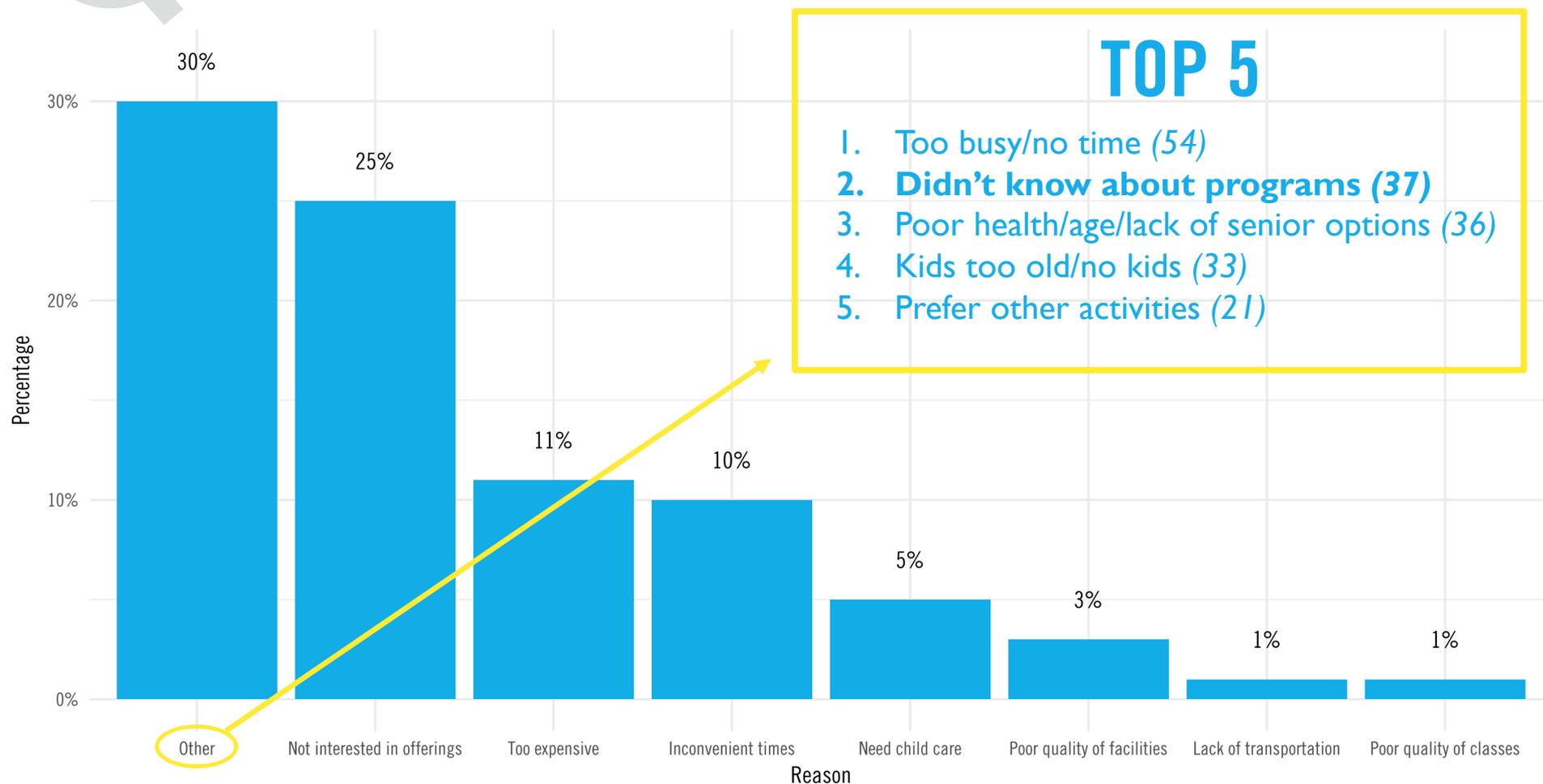


NON-PARTICIPATION REASONS

Most non-participants state that they are either too busy or have no interest in the city's programming. However some respondents stated that they simply did not know about the programs.



Which of the following reasons best explains why you do not participate in Orem City sports or recreation programs? Select up to three.



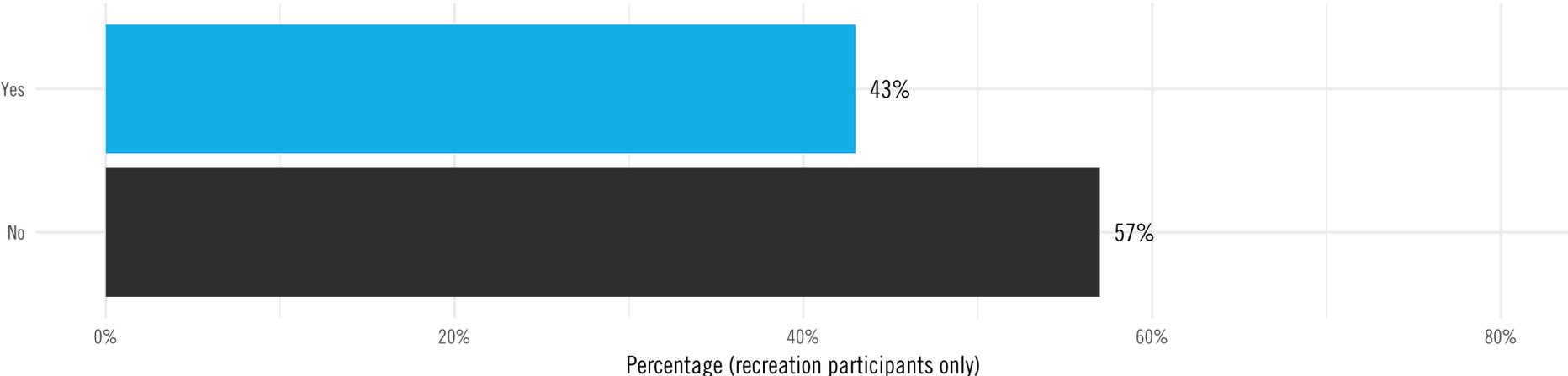
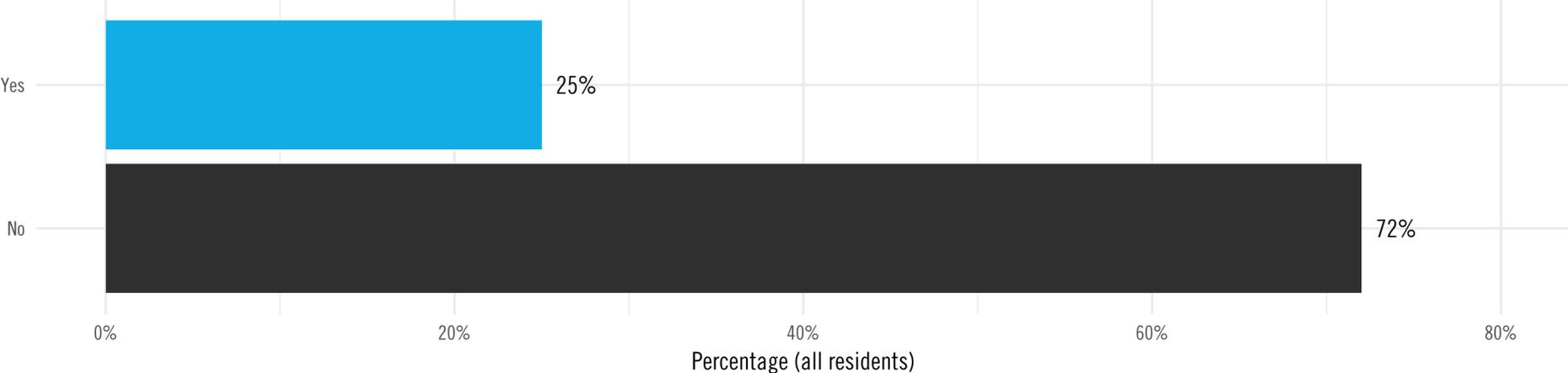
OREM FITNESS CENTER

OVERALL USAGE

Usage of the fitness center is considerably higher among recreation participants, suggesting both sets of programming appeal to similar residents. 46% of residents utilize either the fitness center or recreation programs.



Do you have a pass to the Orem Fitness Center?

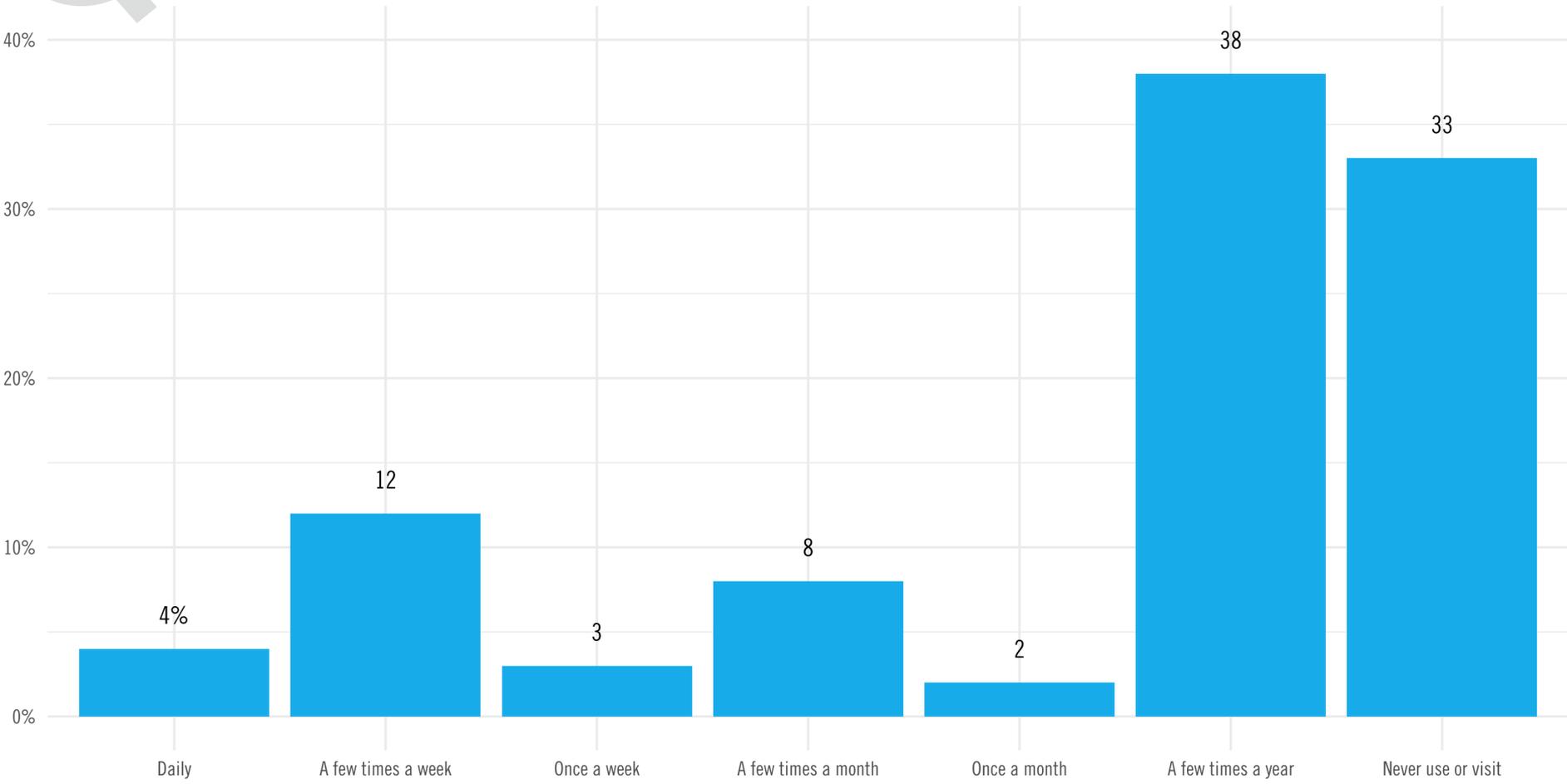


OVERALL USAGE

While most residents do not have a pass to the Fitness Center, 38% say they use it a few times per year, and 29% say they use it more frequently.



How often do you use the Orem Fitness Center?

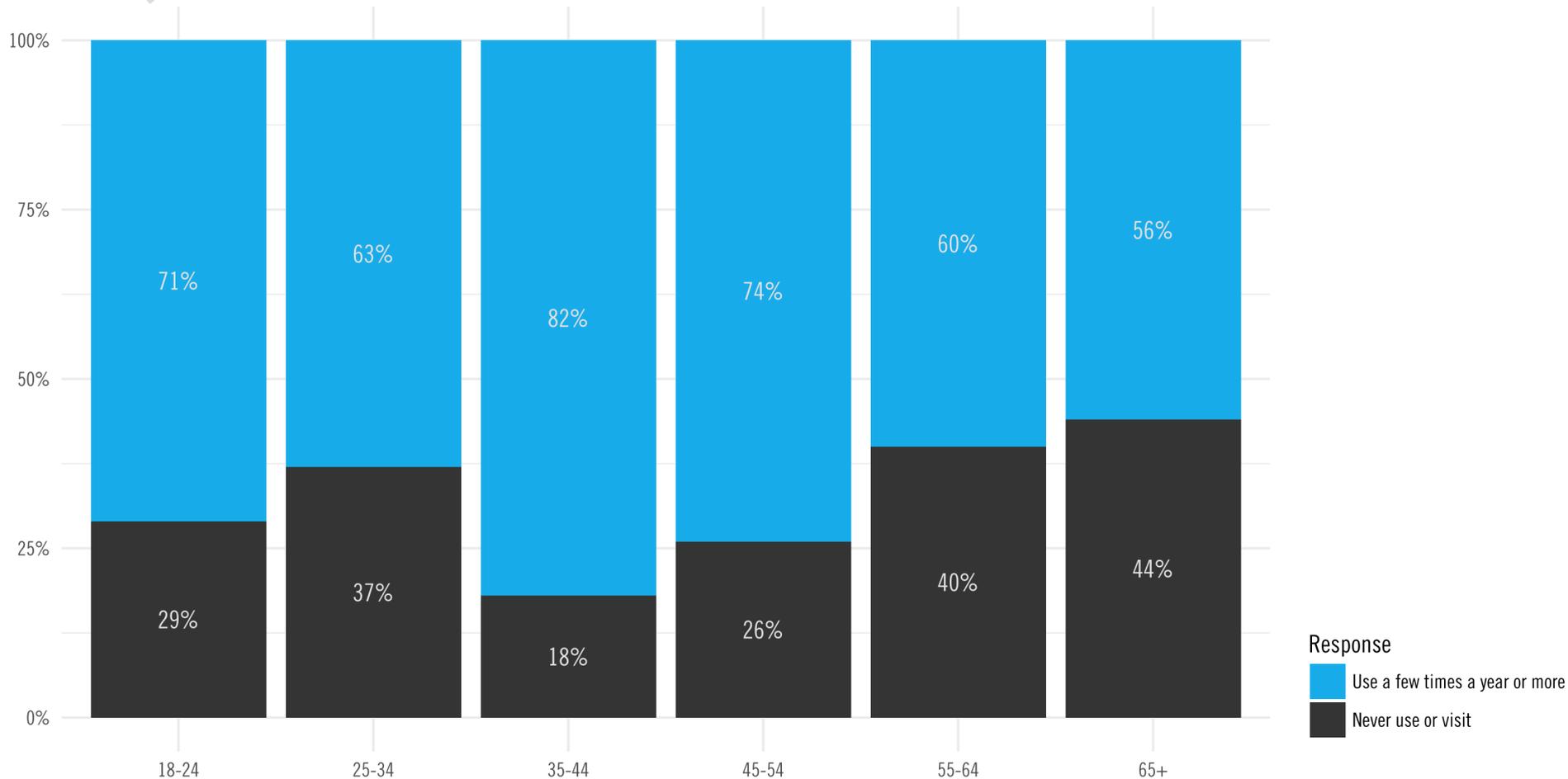


FITNESS CENTER USE BY AGE

Fitness Center use is highest among 35-44 year old residents and lowest among seniors.



How often do you use the Orem Fitness Center?

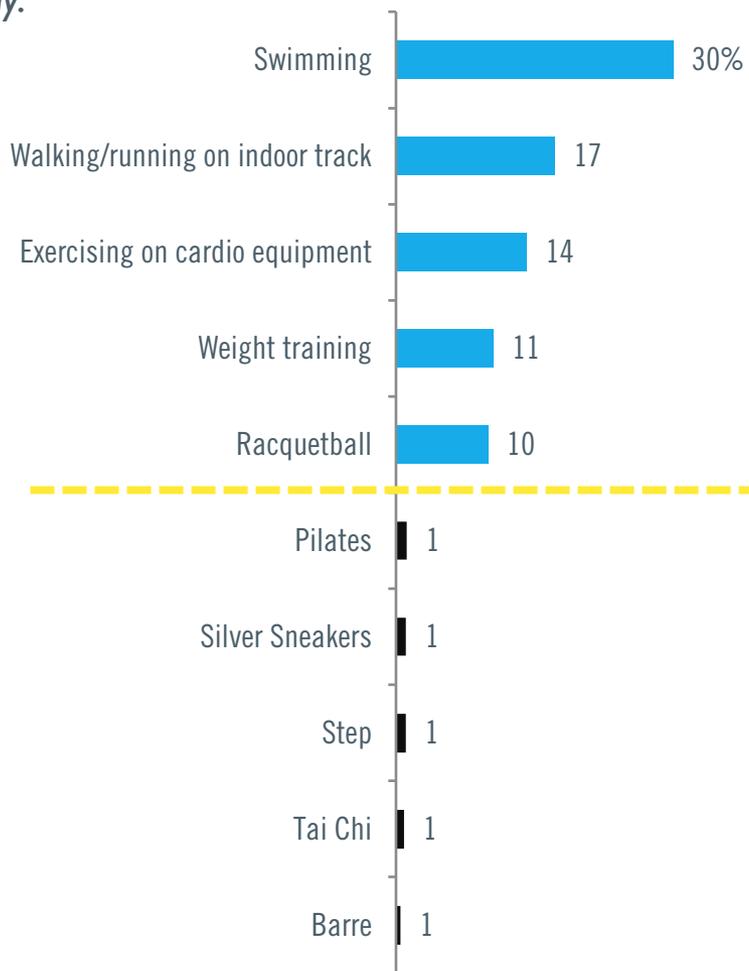


FITNESS CENTER ACTIVITIES

Swimming was the most common activity residents report participating in at the Fitness Center, while Barre was the least popular activity.



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



TOP 5

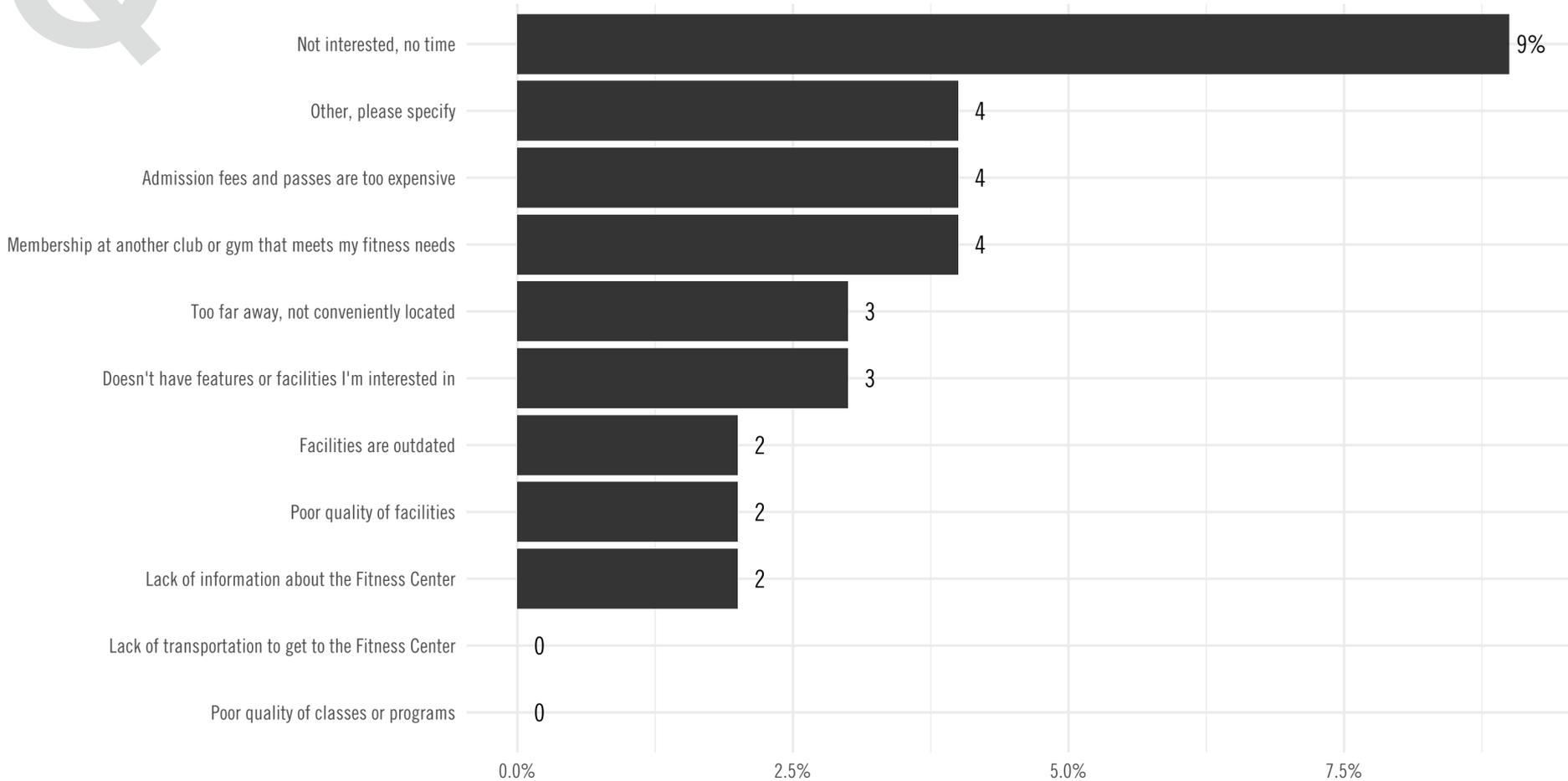
BOTTOM 5

NON-FITNESS CENTER USERS

Lack of interest or time was the most commonly cited reason for not using the Fitness Center.



Which of the following reasons best explains why you do not use the Orem Fitness Center?

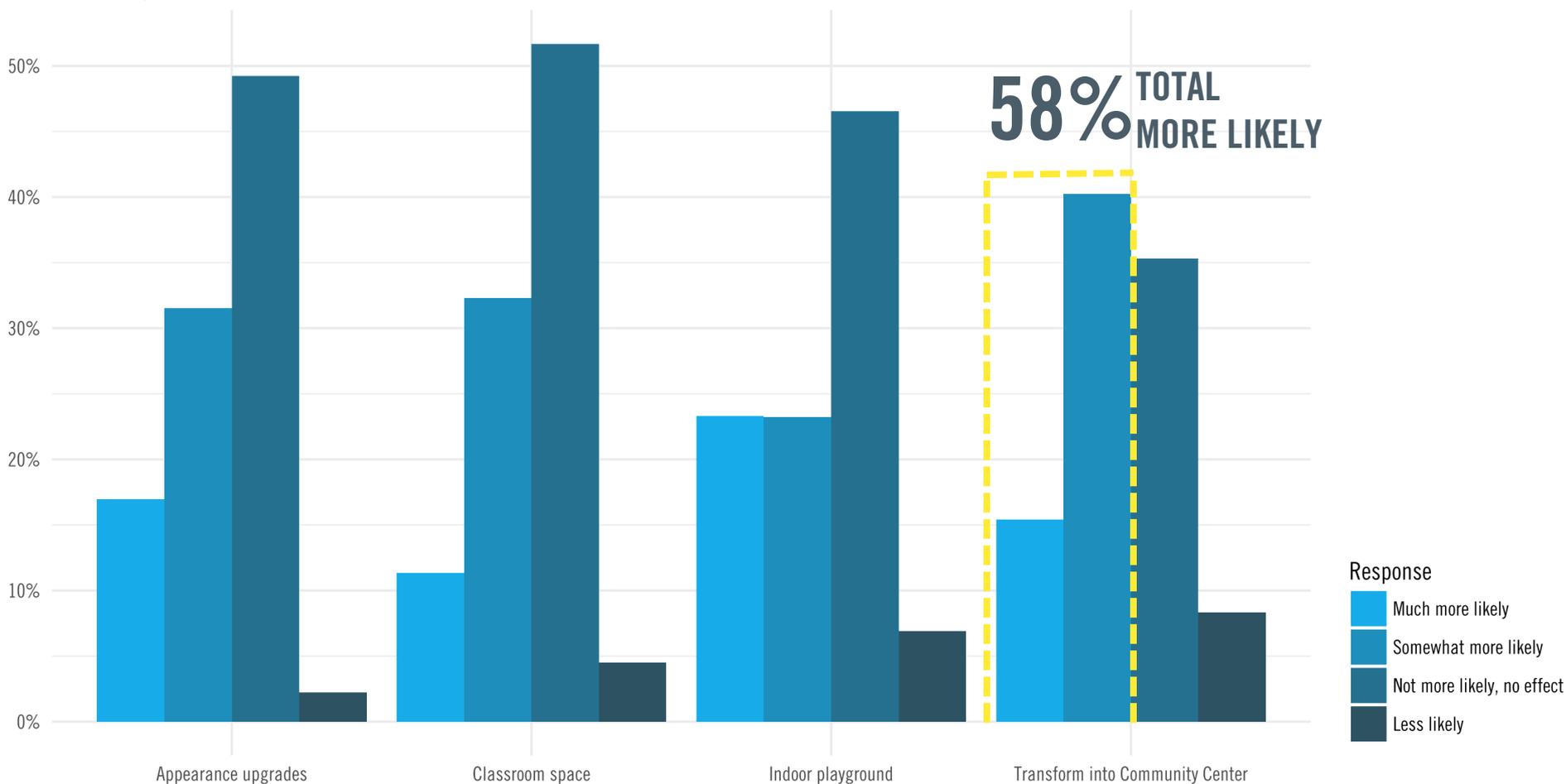


FITNESS CENTER UPGRADES

The most popular potential upgrades to the Fitness Center are turning the Fitness Center into a more versatile Community Center and upgrades to the appearance.



If you knew the City was planning to making the following upgrades to the Orem Fitness Center, how much more likely would you be to use or visit the Fitness Center?

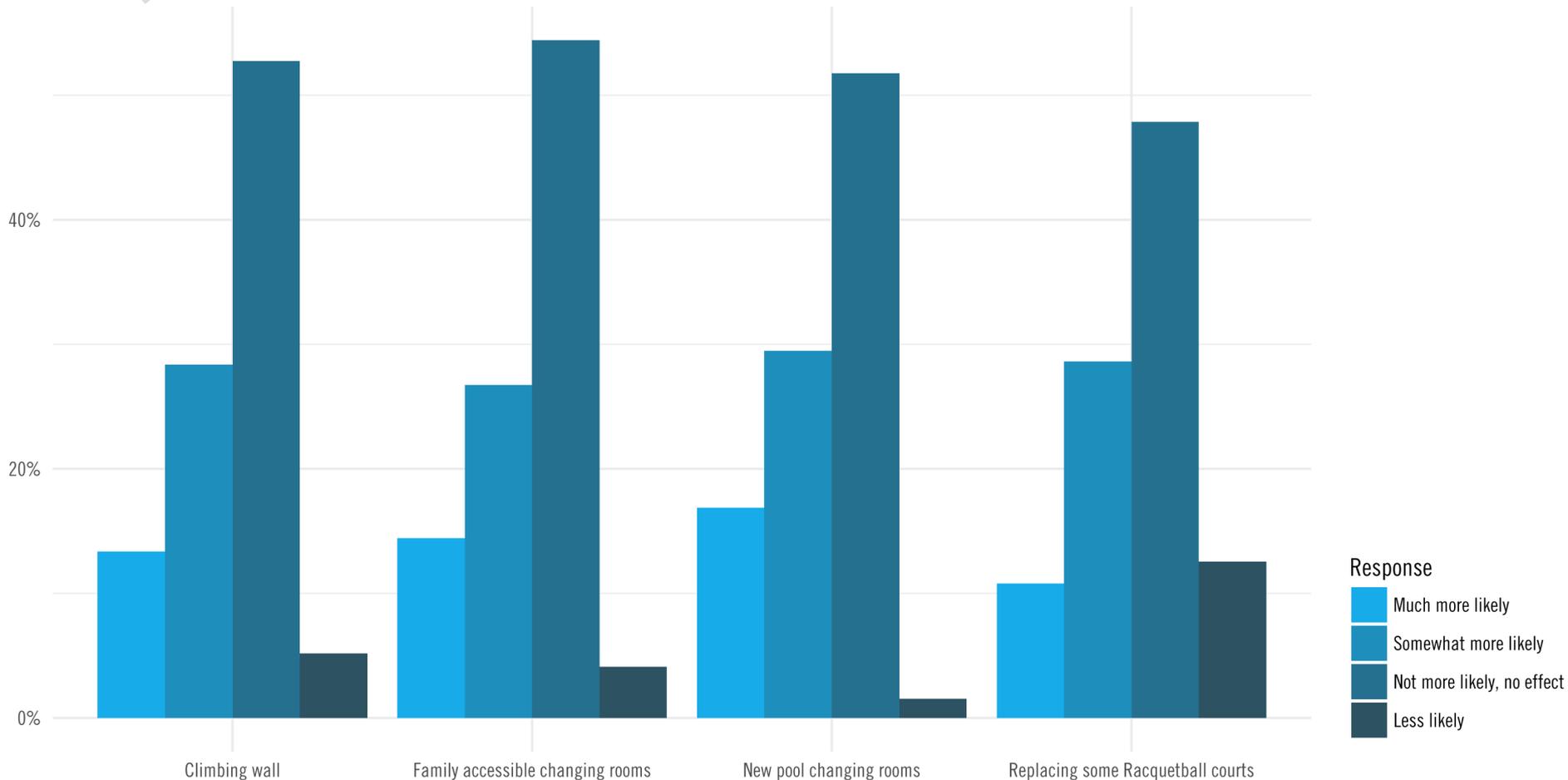


FITNESS CENTER UPGRADES

A climbing wall, additional changing rooms, and repurposed Racquetball courts were less compelling upgrades.



If you knew the City was planning to making the following upgrades to the Orem Fitness Center, how much more likely would you be to use or visit the Fitness Center?



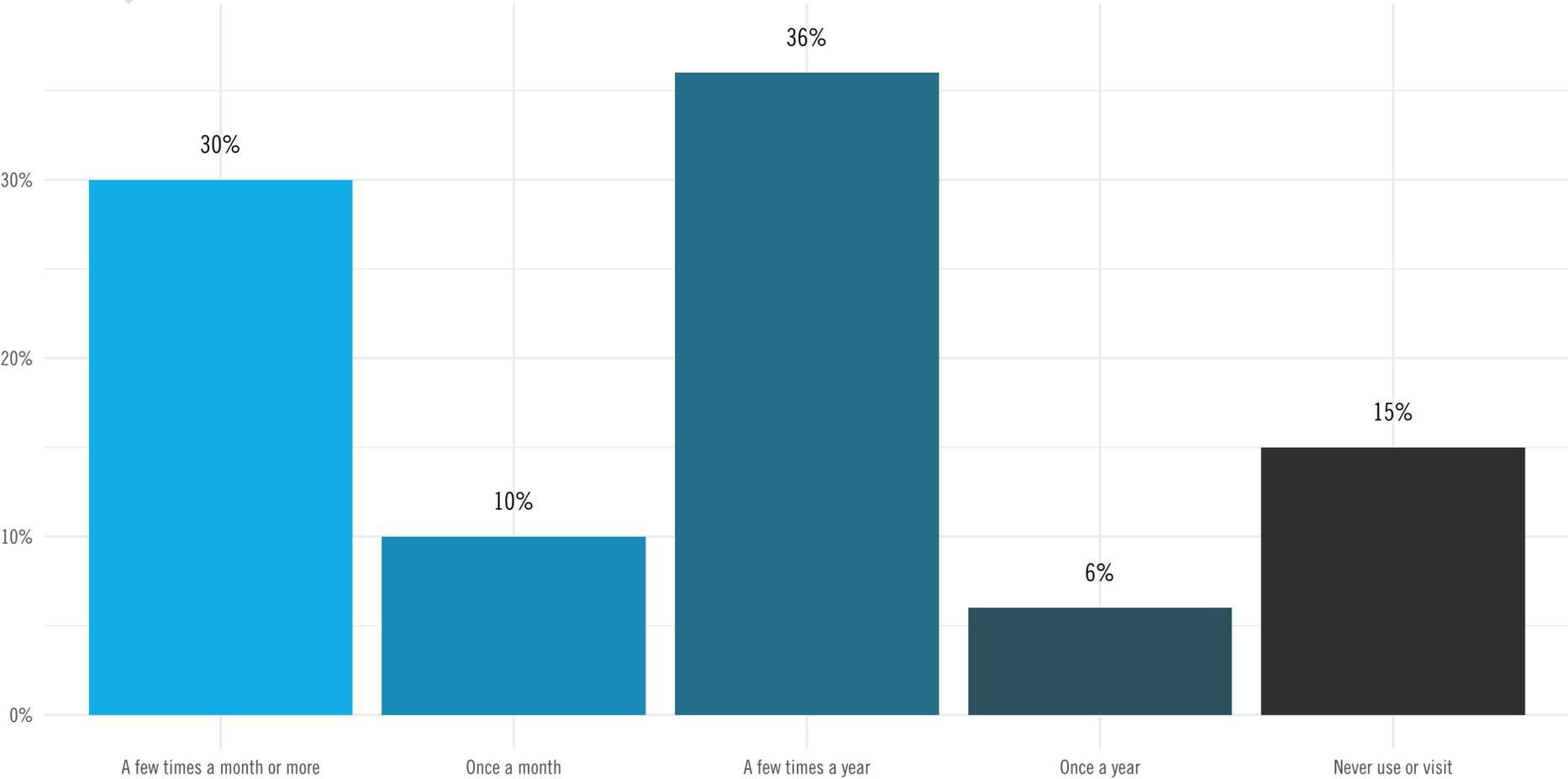
CITY TRAIL USE

OVERALL USAGE

The vast majority of Orem City residents use trails at least a few times a year.



How often do you or members of your household use trails in Orem?

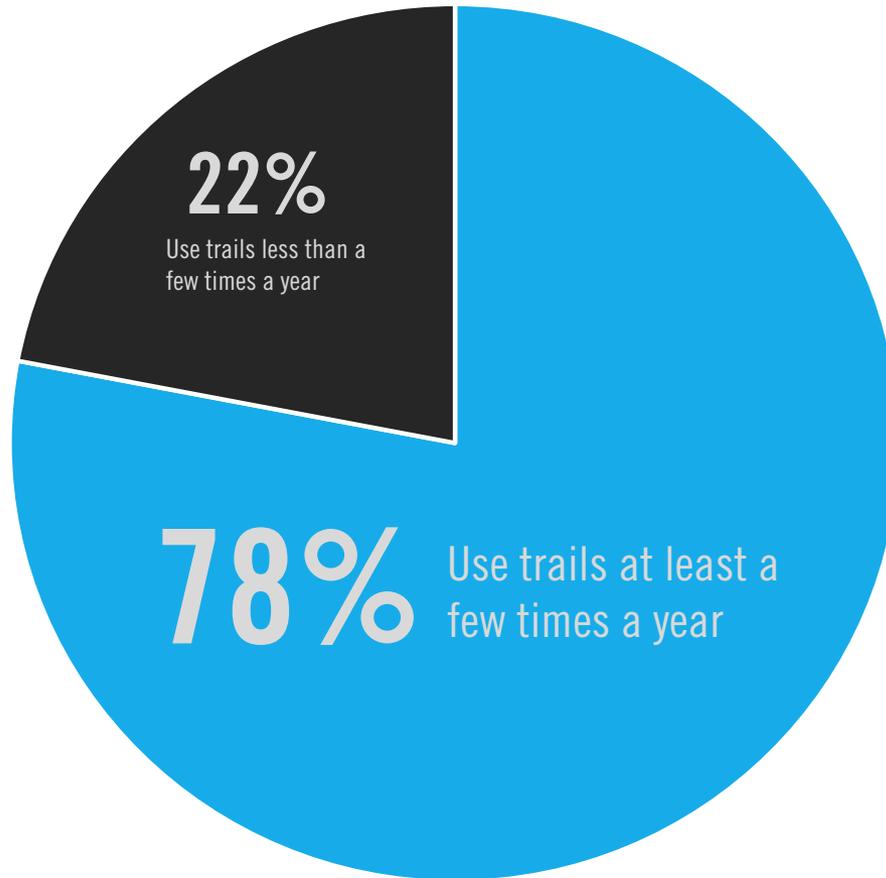


OVERALL USAGE

Of the 54% of residents who do not participate in recreation programs or use the Orem Fitness Center, the vast majority use trails at least a few times a year.



How often do you or members of your household use trails in Orem? [Among only those who utilize neither recreation programs nor the Orem Fitness Center]

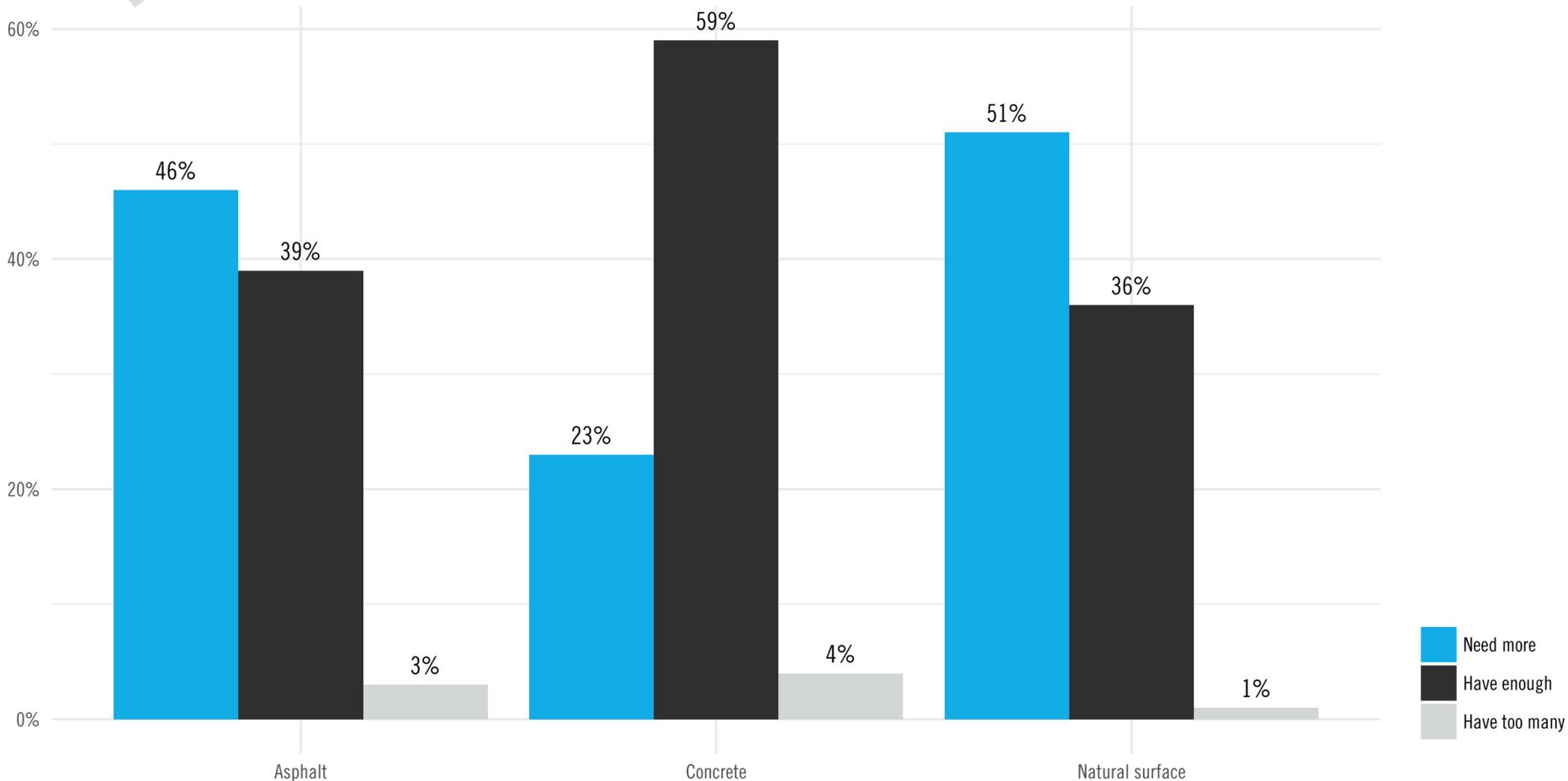


TRAIL TYPE PREFERENCE

Residents generally prefer more natural surface and asphalt trails.



Please indicate whether you would like Orem to increase the number of each of the following types of trails in the city, or if you think the current number of each type of trails is sufficient.

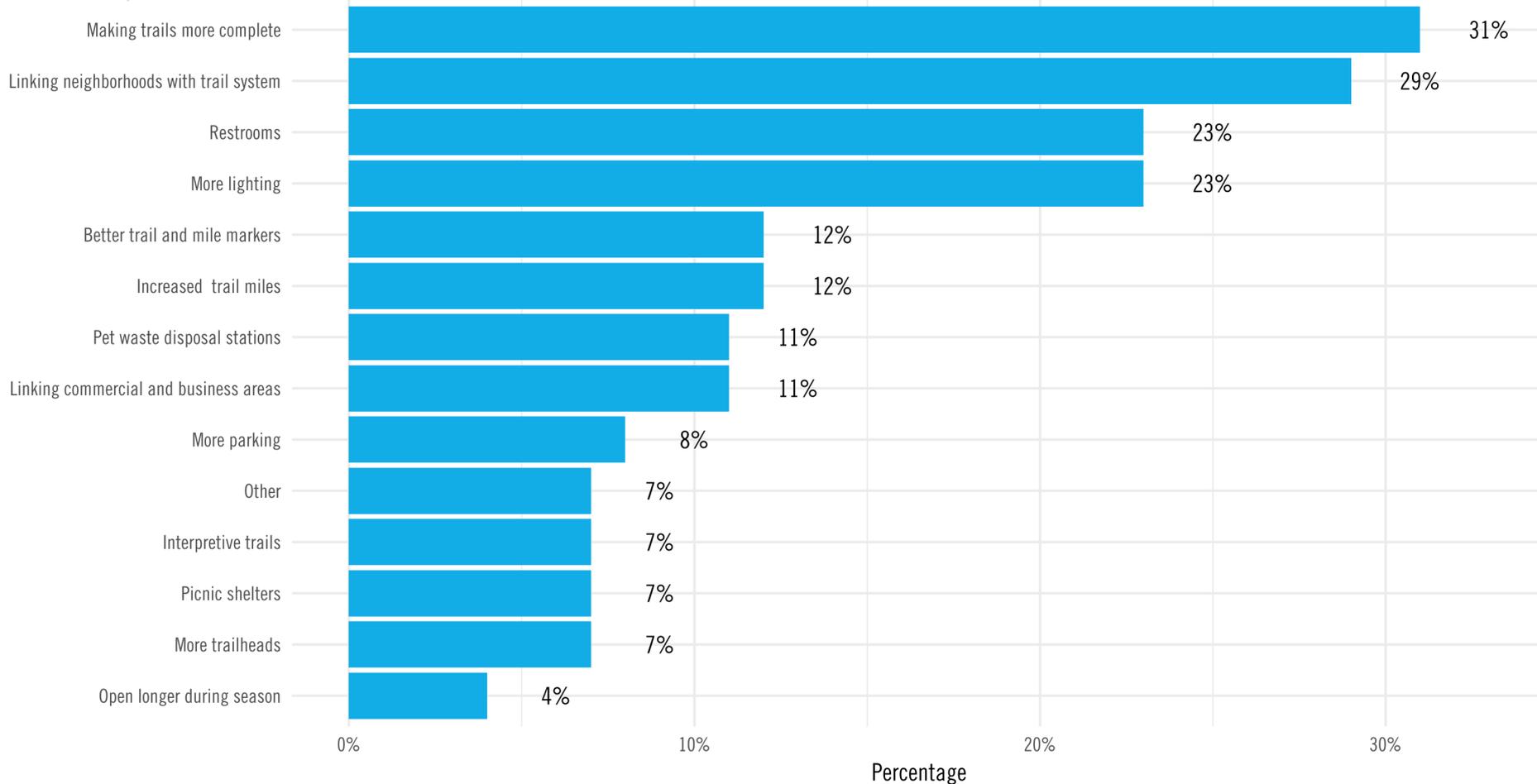


TRAIL IMPROVEMENTS

Trail connection, restrooms, and lighting stand out as the primary trail improvements residents desire.



*Which, if any, of the following improvements should be made to the trails in Orem?
Select up to three.*

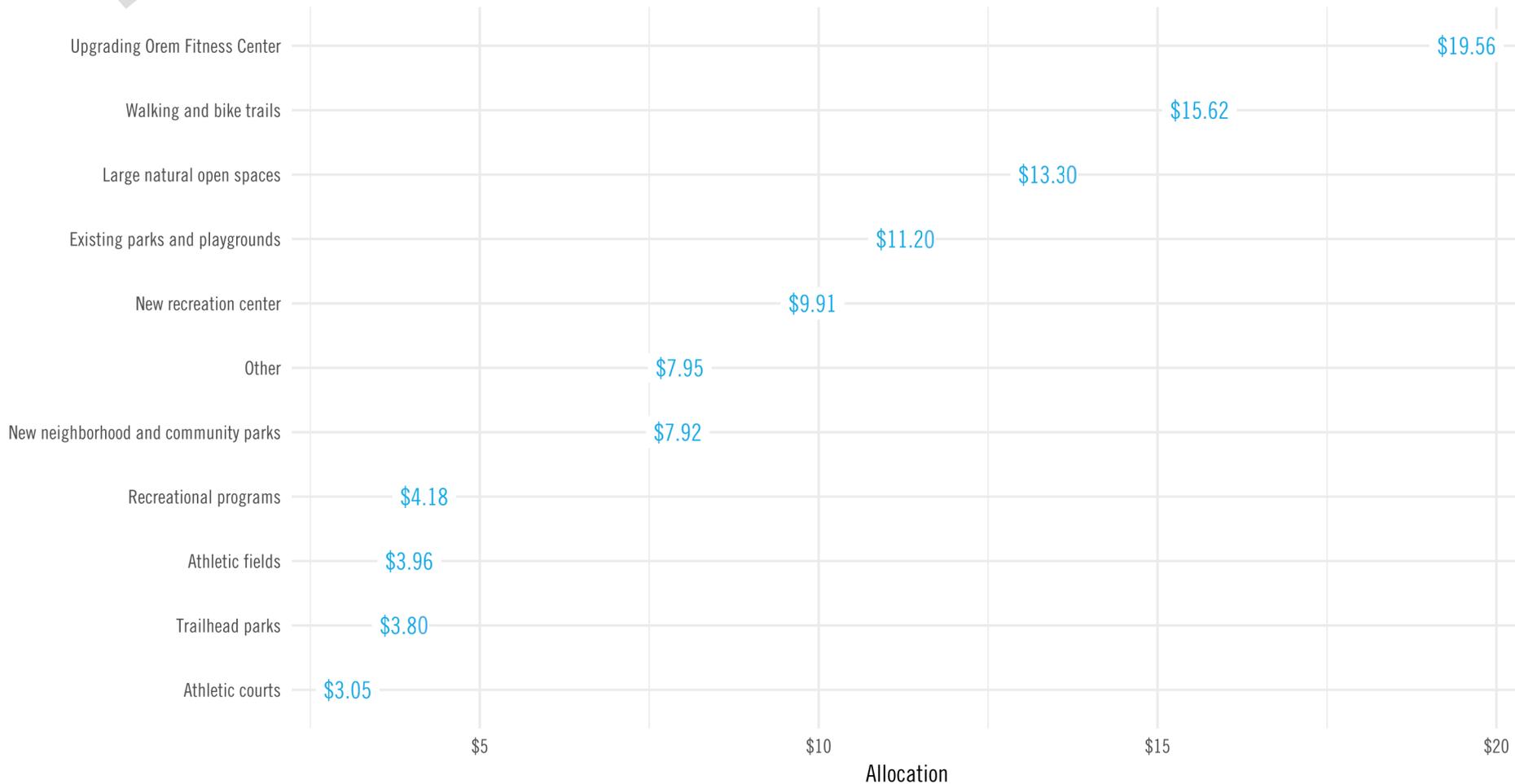


TOTAL FUNDING ALLOCATION

Residents' preferences are to upgrade the Orem Fitness Center, improve walking and biking trails, and further develop large natural open spaces.



Suppose you had \$100 to spend on additional parks, recreational programs, facilities, or trails in Orem. How would you divide your \$100 among the various projects, exhibits, events, and performances that could be funded?





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