



AMERICAN FORK

OFFICIAL 2019 RESIDENT PARC PRIORITY SURVEY





1. American Fork residents are **significantly more interested in recreation and parks** than they are in arts and culture.
2. **Art Dye Park, the City Library, and the American Fork Fitness Center** are all the most **commonly visited and favorite facilities** among residents.
3. A plurality of residents are **unaware of the PARC initiative**. However **half** of them are still able to **recognize the logo**.
4. The best way to **contact** American Fork residents is through the **city newsletter** and encouraging **word of mouth** communication.
5. Residents are more interested in putting **funds towards updating parks and bike areas** than they are towards cultural preservation and arts appreciation.

FINDINGS TO REMEMBER

SURVEY METHODOLOGY

SAMPLING, MODE, & MARGIN OF ERROR

- 391 American Fork residents participated in this survey. Residents were randomly selected to participate via email and address-based sampling.
- Data have been weighted to reflect population statistics from the U.S. Census' American Community Survey to ensure that the sample is representative of the City as a whole, specifically in regards to age, race, gender, and home ownership.
- Self-administered online interviews were completed via emailed and mailed invitations conducted August 29-October 15, 2019.
- Margin of error ± 4.9 percentage points

HEALTH OF THE CITY

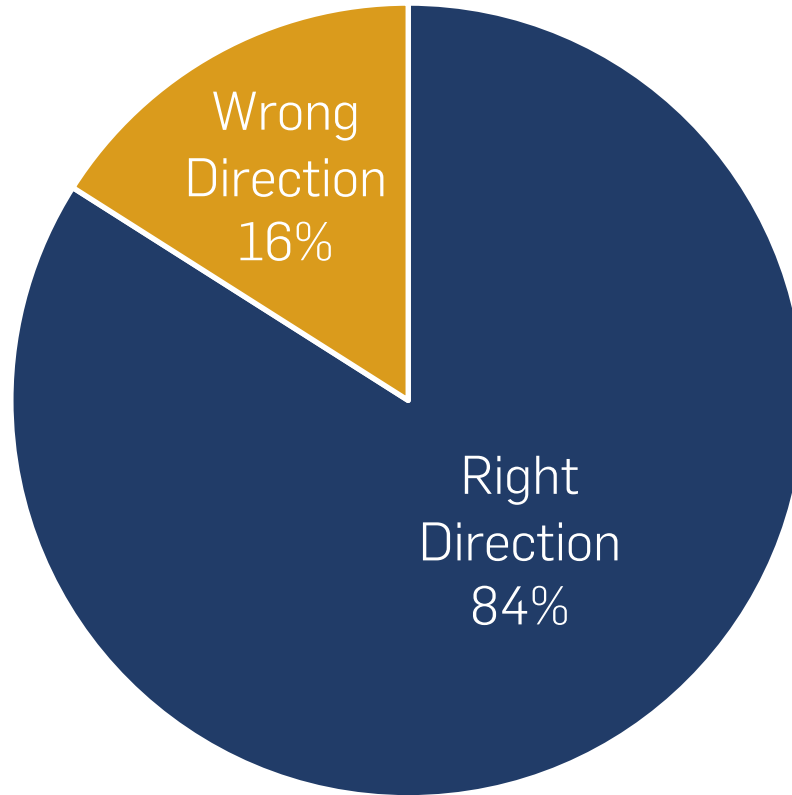
QUALITY OF LIFE, DIRECTION, & PERCEPTIONS

OVERALL DIRECTION

A majority of residents say American Fork is going in the right direction.



Overall, would you say the City of American Fork is headed in the right direction or the wrong direction?

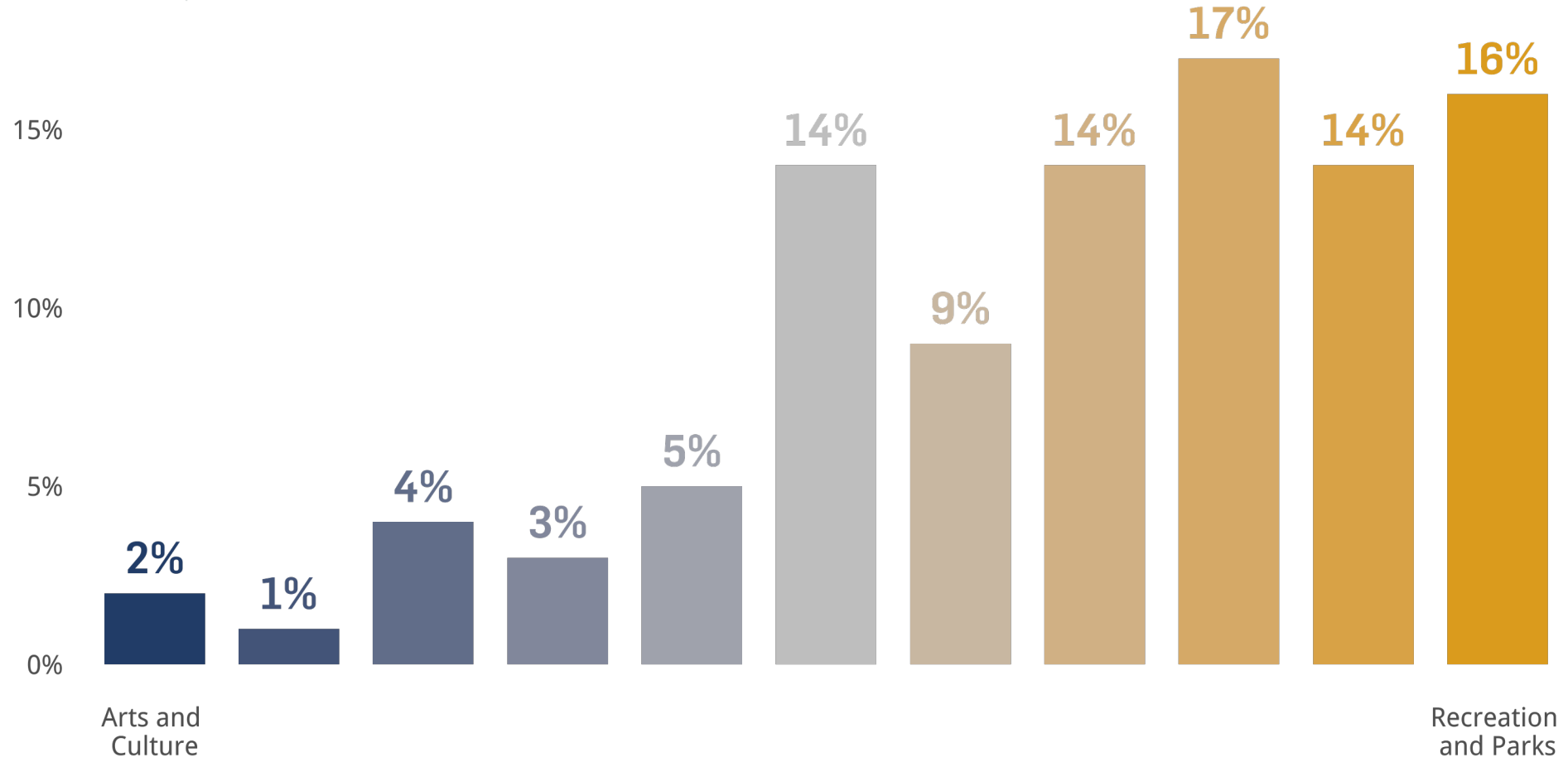


ARTS AND CULTURE VS REC AND PARKS

Most American Fork residents would prefer to spend more of their free time doing recreation and parks activities. 16% would prefer to spend all of their free time doing rec and parks activities and none of their free time with arts and culture.



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? Select the slider and drag it to the position that represents your preferred mix of arts and culture or recreation and parks.



DEFINING “ARTS & CULTURE,” “RECREATION & PARKS”

Residents generally took the phrase “Arts and Culture” to mean plays, concerts, or musicals and shows. A very small number of them also associated the phrase with exhibits, libraries, or artists for instance. They also mostly associate the phrase “Recreation and Parks” with active, outdoor sports activities and less with picnics, hikes, or nature.

What does “arts and culture” mean to you?

What does "recreation and parks" mean to you?



AMERICAN FORK PARKS

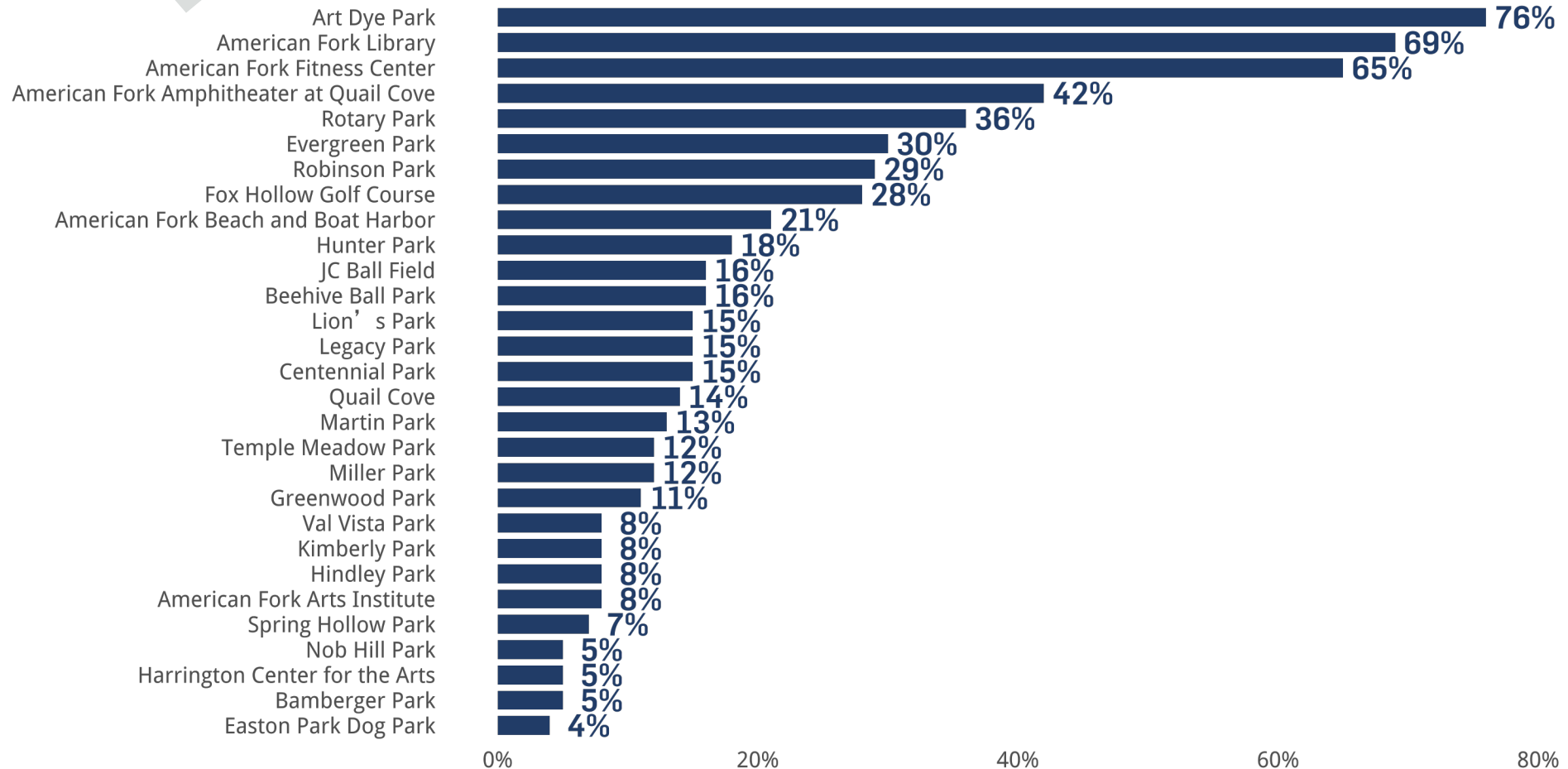
General Park Use and Perception

FIVE PARKS/FACILITIES GET THE MAJORITY OF VISITS

Nearly 30 parks or facilities were mentioned, but respondents reported spending most of their time at only five of them: Art Dye, the Library, the Fitness Center, the Amphitheater at Quail Cove, and Rotary Park. The rest of the parks mentioned are only visited by one fewer than one-third of residents.



Below is a list of American Fork City parks and recreational or cultural facilities. Please select all of the parks or facilities you or members of your household have used or visited in the past 12 months.

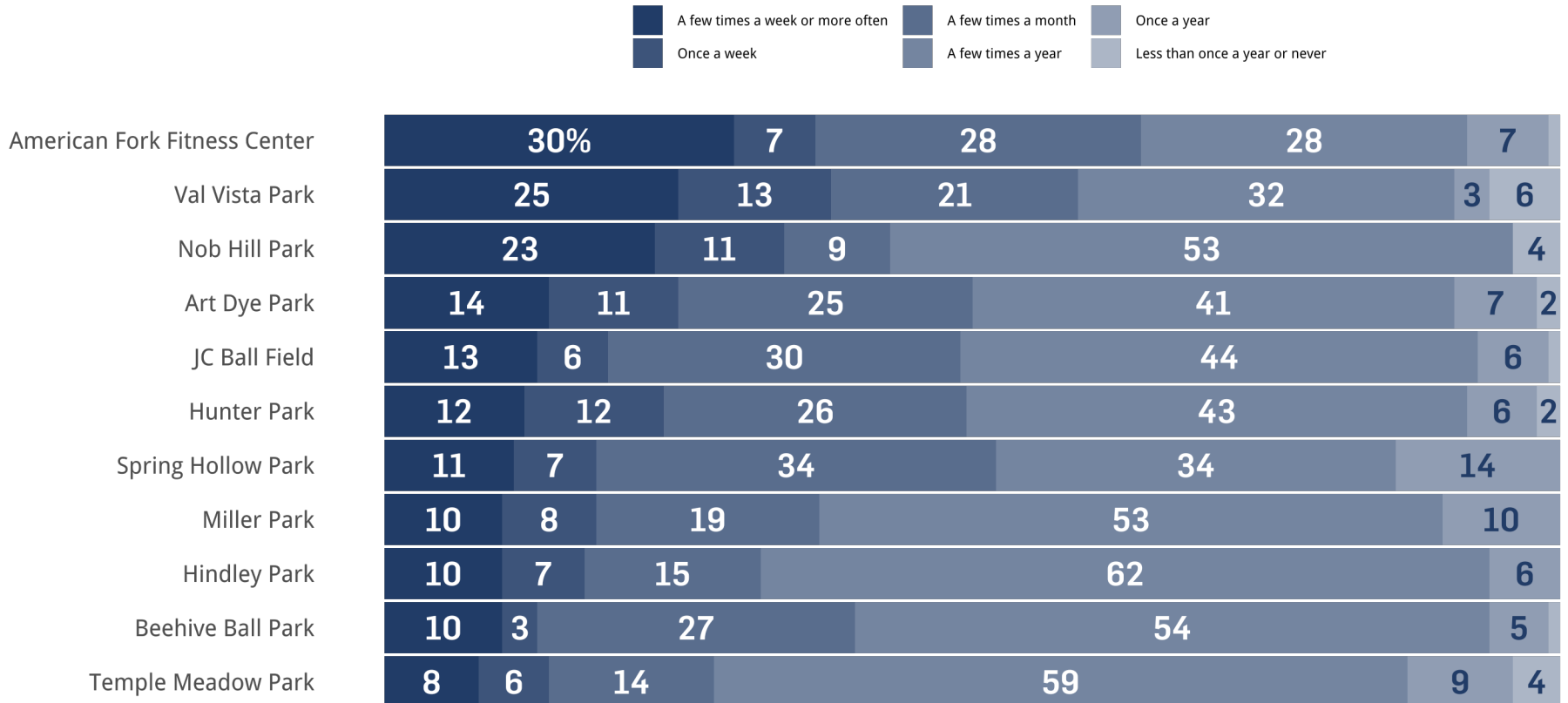


FITNESS CENTER MOST FREQUENTLY VISITED

When asked *how often* respondents or their families visit certain parks or facilities, 30% responded that they visit the Fitness Center multiple times a week. Respondents also reported that they went to Val Vista Park, Nob Hill Park, and Art Dye Park several times a week.



How often do you or members of your household use or visit each of the following American Fork City parks and recreational or cultural facilities?

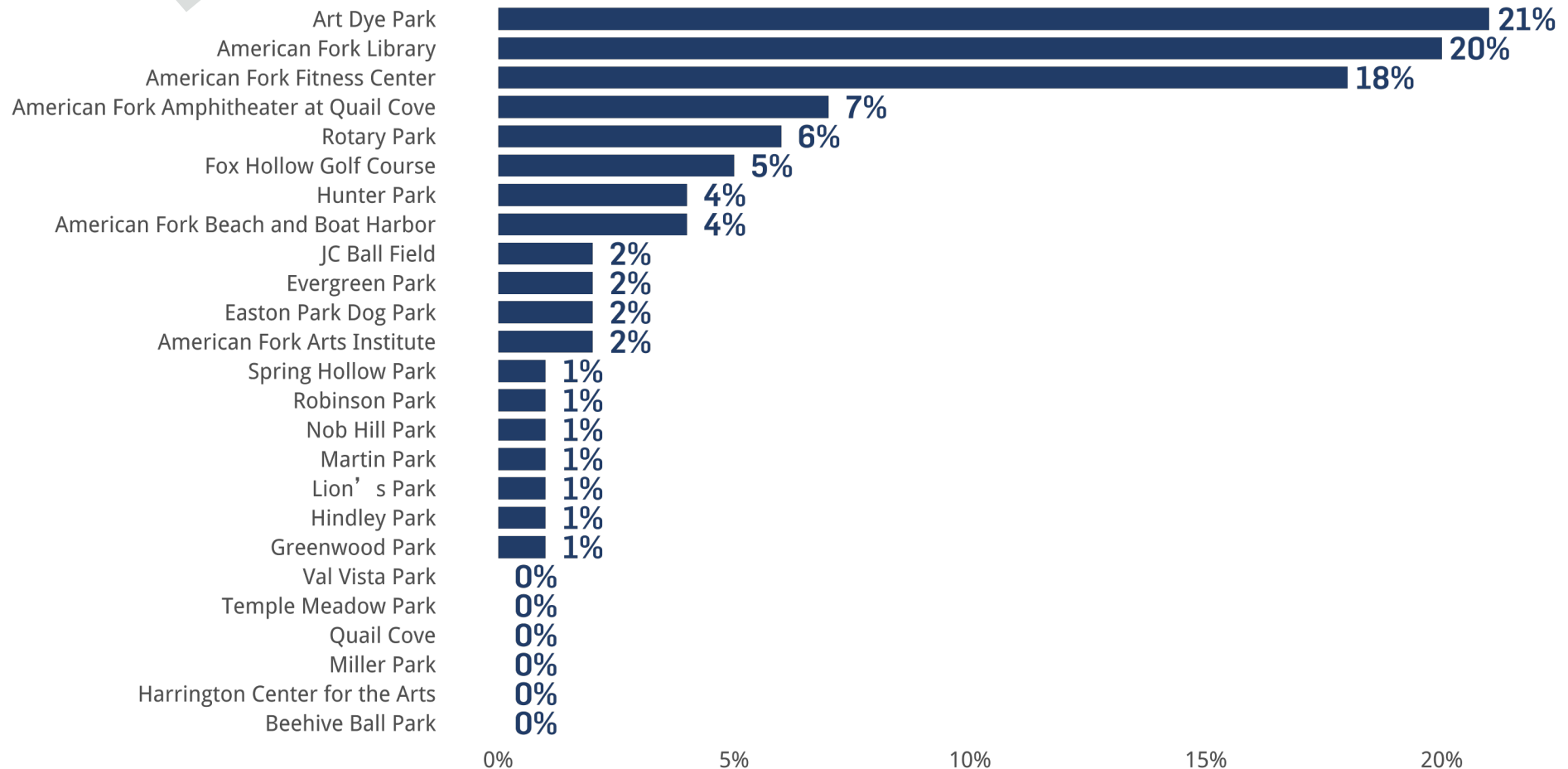


FAVORITE AMERICAN FORK PARKS AND REC FACILITIES

When asked to select their favorite American Fork park, recreational facility, or cultural facility, about 60% of them selected either Art Dye, the Library, or the Fitness Center. Preference is very low among other parks, with 90% of parks being the favorite 10% of the time or less.



Which is your favorite American Fork park, recreational facility, or cultural facility?



RESIDENTS REPORT THE CANYON, NEIGHBORING CITIES AS FREQUENTED PLACES IN AND OUTSIDE OF AMERICAN FORK

Regarding recreational facilities or parks visited outside the ones mentioned in the survey, residents mentioned visiting trails in American Fork Canyon, various American Fork parks, and neighboring cities – such as Lehi, Provo, and Pleasant Grove – for recreation. The various other parks infrequently mentioned included the Splash Pad, biking trails, and ponds.



What recreational facilities or parks do you visit besides these, if any (including any outside of American Fork)?

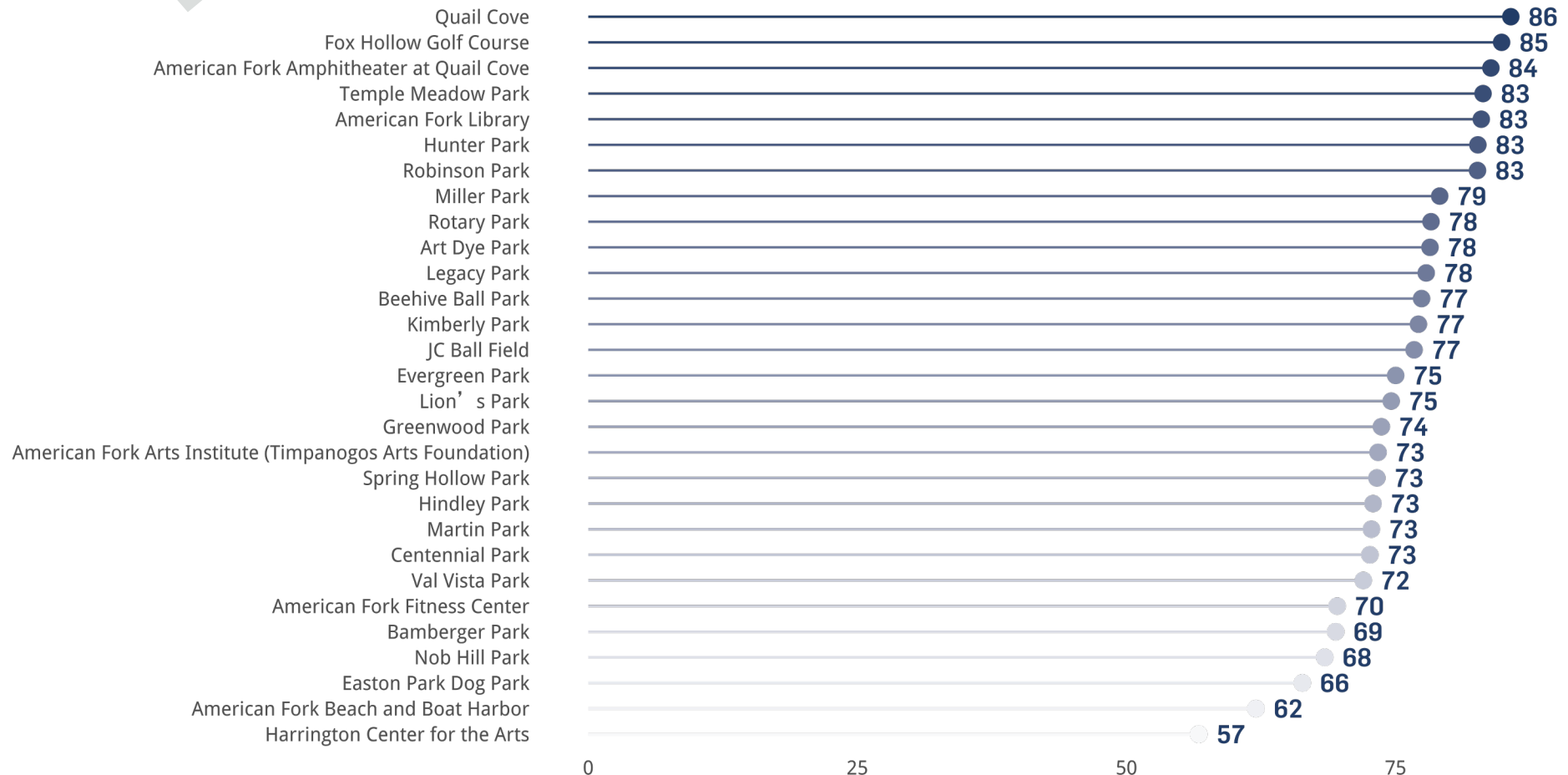


CITY PARK AND FACILITY MAINTENANCE

Art Dye Park and the Library – both mentioned as favorites – are seen as fairly well maintained. However the American Fork Fitness Center, also a local favorite, is ranked at the bottom of well maintained facilities.



In your opinion, how well maintained are each of these parks and facilities? Please select the slider and drag it to score each on a scale from 0 to 100 where 0 means Not at all maintained and 100 means Very well maintained.



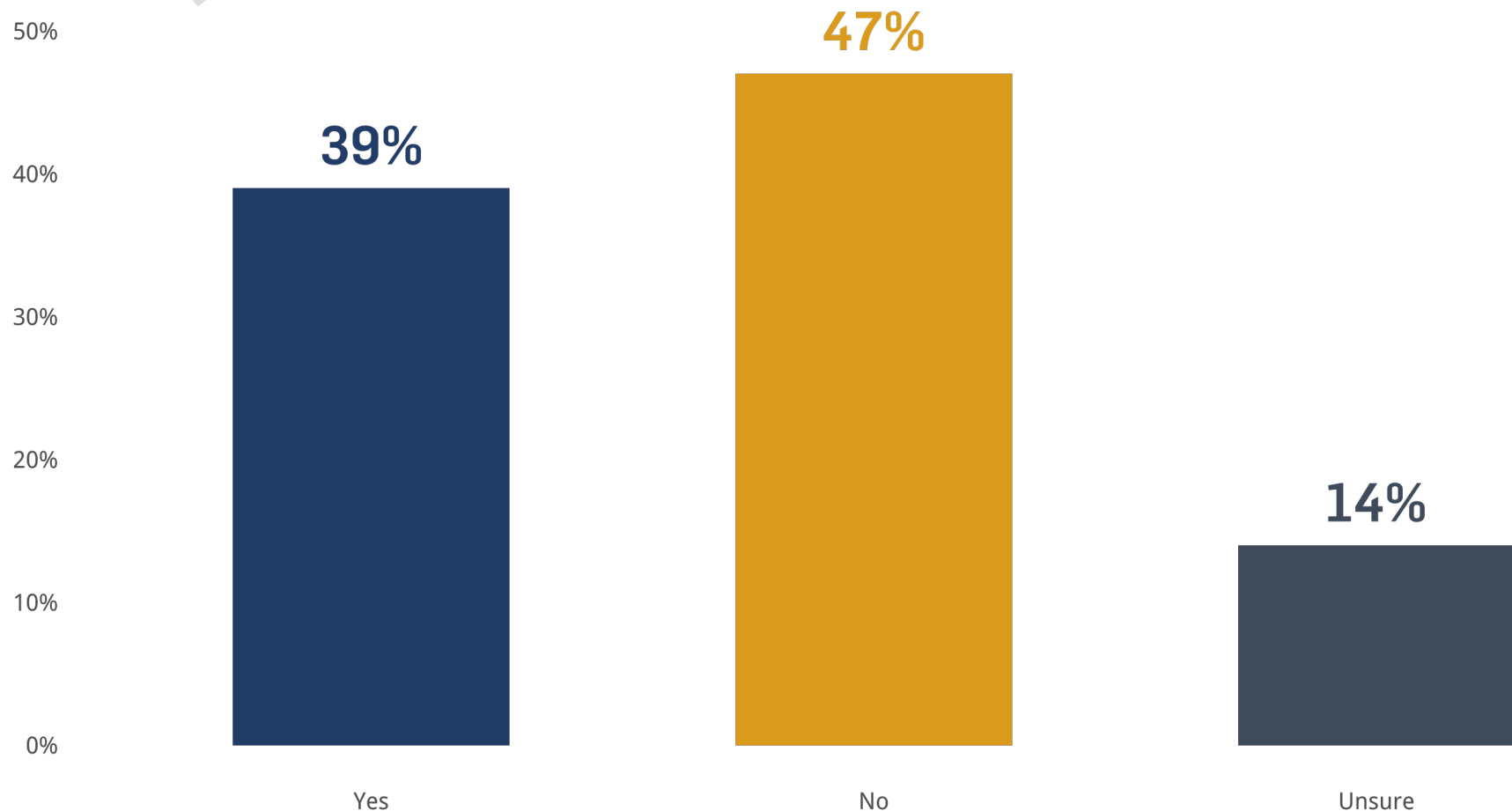
PARC ACTIVITIES AND LOGO

PARC PROJECT PERCEPTION

Only 39% of residents said they were in some way aware of the American Fork PARC projects around the city. The rest were either not aware at all, or were unsure if they had seen, read, or heard anything.



Have you recently seen, read, or heard anything about American Fork PARC (Parks, Arts, Recreation, and Culture) projects around the City?



PARC PROJECTS = ART DYE PARK

Most respondents have seen, read, or heard about the American Fork PARC projects in terms of its planned construction projects in Art Dye park. Respondents report hearing about such construction having been scheduled, and seeing the construction projects underway themselves.

What have you recently seen, read, or heard about American Fork PARC projects?

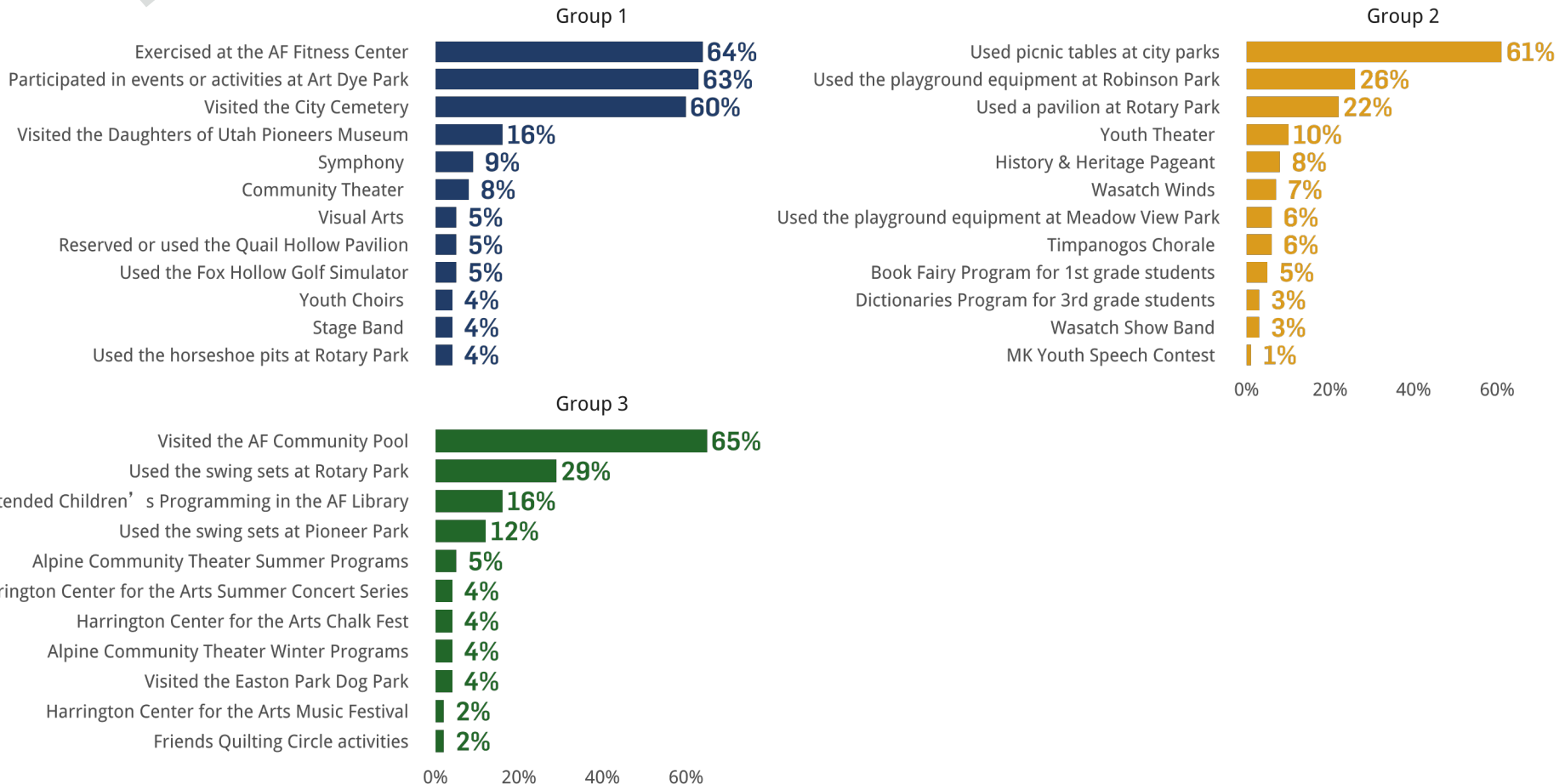


PARTICIPATION IN AF ACTIVITIES

Exercising at the American Fork Fitness Center, using picnic tables at city parks, and visiting the community pool are the most common activities among American Fork residents.



Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months?

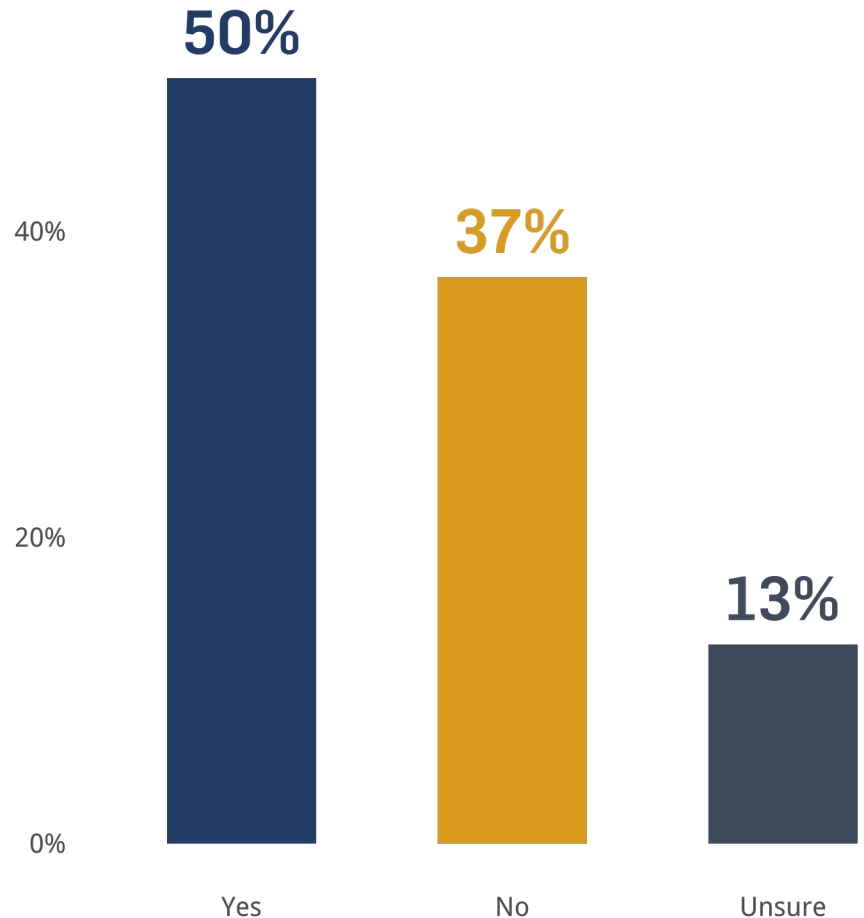


PARC LOGO RECOGNITION

Half of residents remember seeing the American Fork PARC logo. 37% did not recall the logo at all and 13% were unsure if they had seen it or not.



Do you recall seeing the American Fork PARC logo (below) while participating in any of these or other recreational and cultural activities around the City?



RESPONDENTS SEE LOGO AT PARKS

When asked *where* respondents recalled seeing the American Fork PARC logo, they reported various parks (mostly at Art Dye but at other parks as well) and various notices either posted around town or handed around. Many recall seeing the logo at the Rec Center, the Library, and on various lawn signs.

Where do you recall seeing the American Fork PARC logo? Please list as many places as you remember.

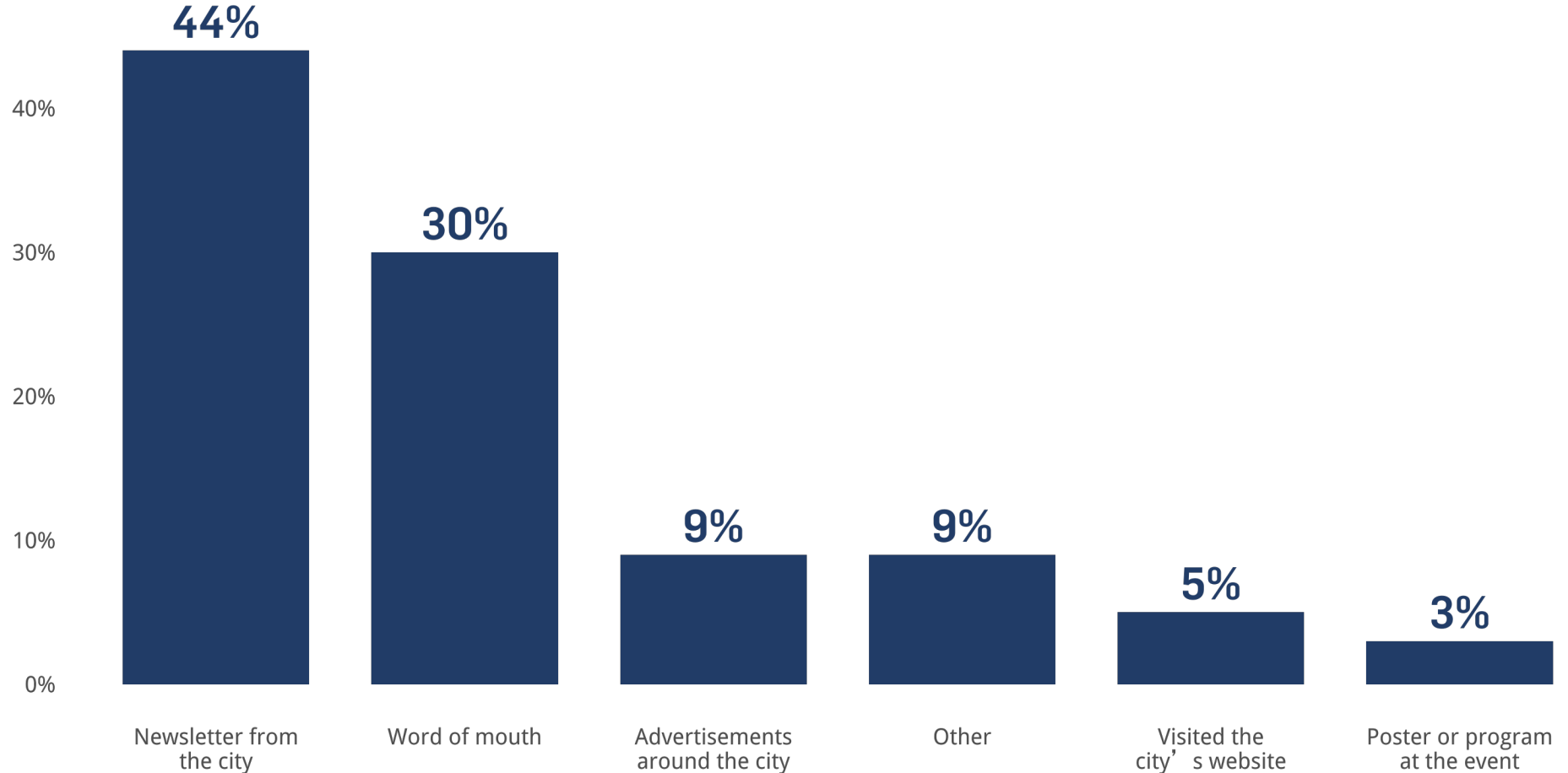


AMERICAN FORK COMMUNICATION

Almost half of respondents reported hearing about recreational and cultural activities in American Fork from the City Newsletter. Almost a third said they hear about them via word of mouth, and fewer still report reading advertisements around the city, using the website, or looking at posters. By "Other", most respondents meant Facebook, social media, or some other form of word of mouth from relatives or friends.



How do you most often hear about recreational and cultural activities or opportunities in American Fork?

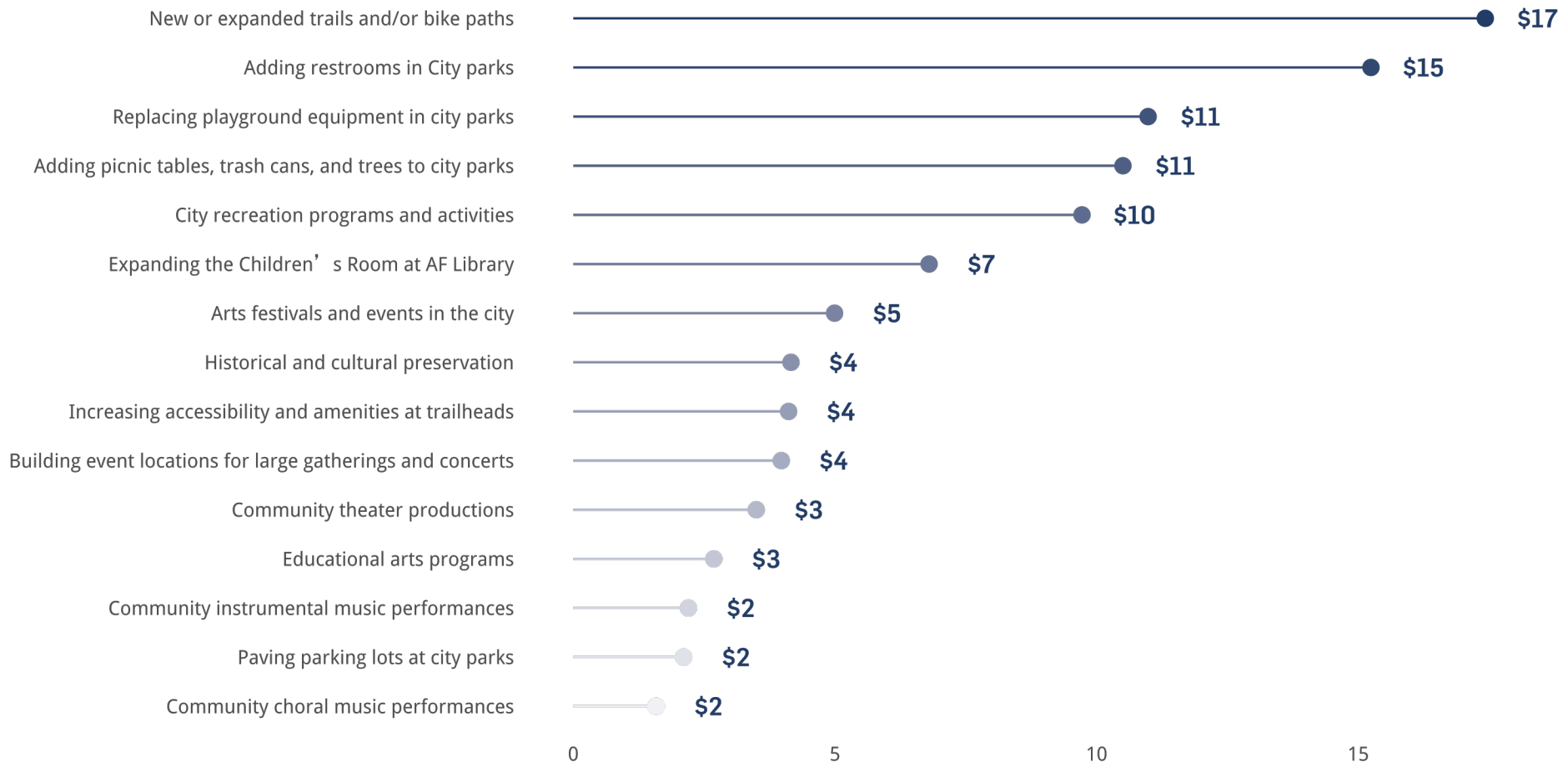


PARC SPENDING ALLOCATION

When asked how they would allocate \$100 on parks, arts, recreation, and cultural projects, respondents reported wanting to put most of the money into renovating parks by creating new trails and bike paths; adding restrooms in parks; replacing playground equipment in parks; and adding more picnic tables, trash cans, and trees to city parks. They report wanting to spend very little money on things like cultural preservation and arts appreciation.



If you were given \$100 to spend on parks, recreation, arts, and cultural projects in American Fork, how would you divide your \$100 among them? (You may spend the \$100 all in one category or divide it up as you please, but the total must be \$100.)





Kyrene Gibb, Scott Riding, & Kelly Patterson, Ph.D.
y2analytics.com | (801) 406-7877

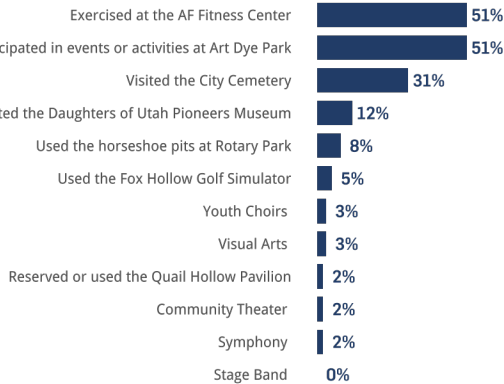
PARC PROGRAM PARTICIPATION BY AGE

Residents in the oldest age groups (55+) are the most likely to have visited the City Cemetery during the past year; young residents (17-34) are the least likely. Residents ages 65+ are less likely than any other age group to have participated in events or activities at Art Dye Park. Young residents (17-34) tend to use the horseshoe pits more frequently than older age groups and middle-aged residents are most likely to attend performances at the Community Theater.

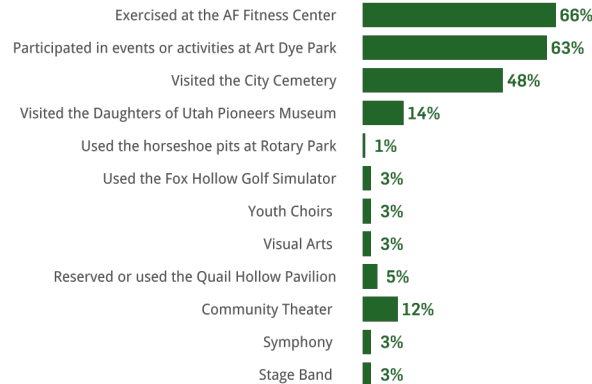


Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months?

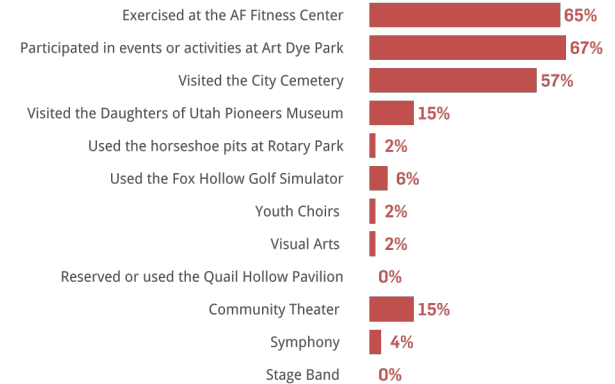
17-34



35-44

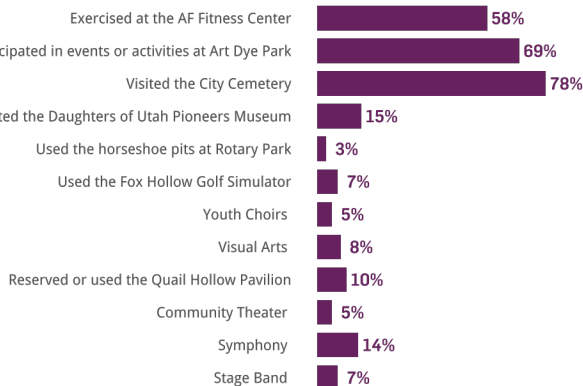


45-54



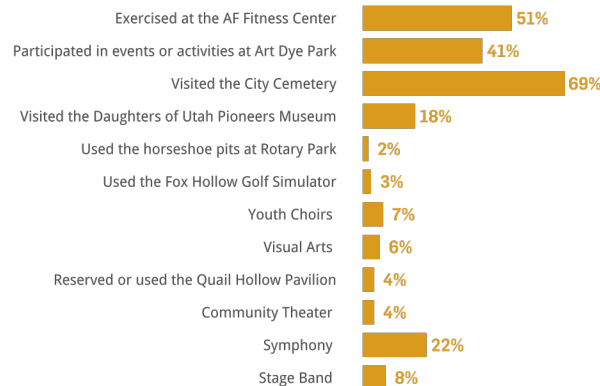
0% 25% 50% 75%

55-64



0% 25% 50% 75%

65+



0% 25% 50% 75%

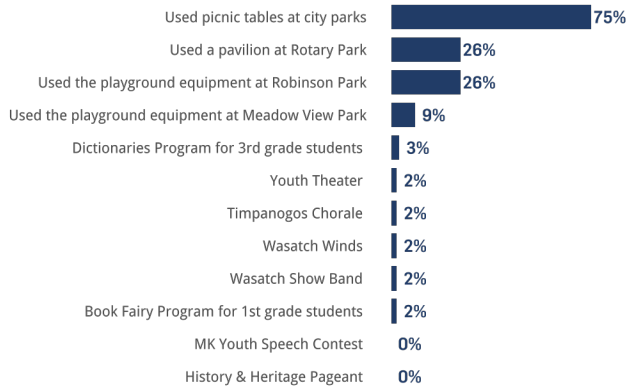
PARC PROGRAM PARTICIPATION BY AGE

Residents in the oldest age group (65+) less likely than other age groups to use picnic tables at city parks or playground equipment at Robinson park. Older residents (55+) are also more likely than younger residents to attend the History & Heritage Pageant and musical events such as the Timpanogos Chorale, Wasatch Winds, and Wasatch show bands. Residents ages 35-44 are more likely than other age groups to have participated in programs for elementary school students such as the Dictionaries Program and Book Fairy Program.

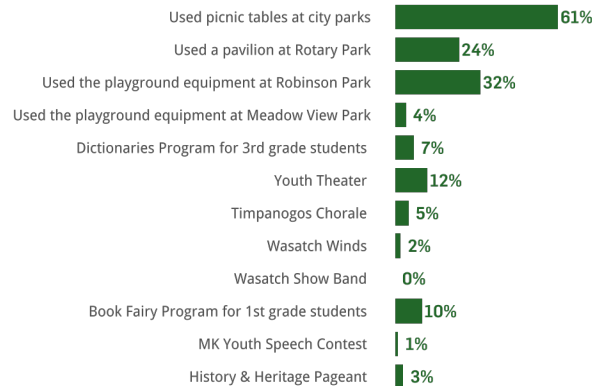


Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months?

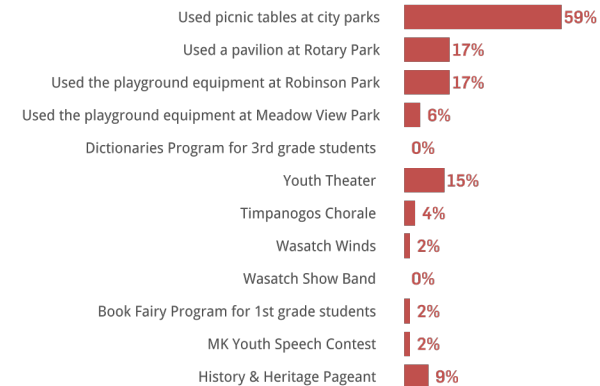
17-34



35-44

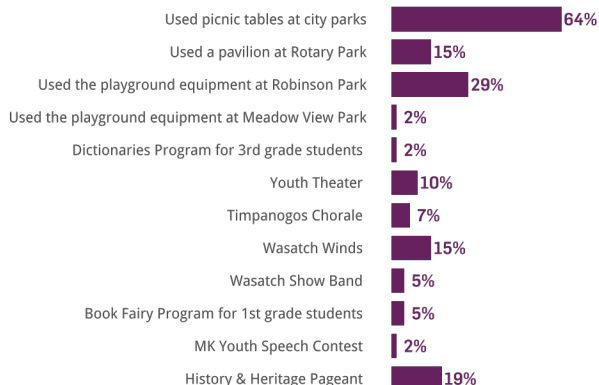


45-54



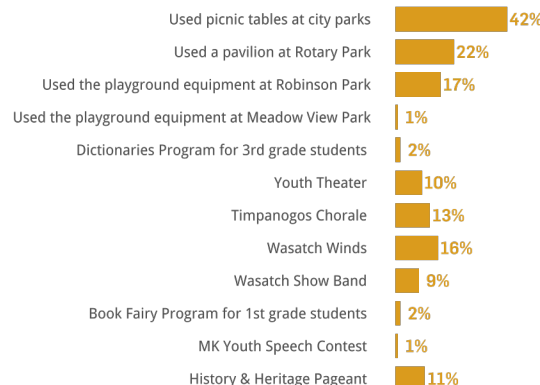
0% 20% 40% 60% 80%

55-64



0% 20% 40% 60% 80%

65+



0% 20% 40% 60% 80%

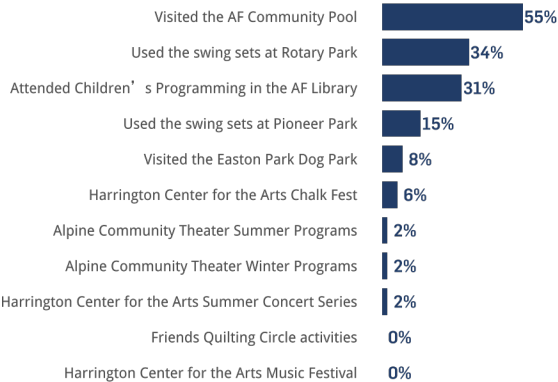
PARC PROGRAM PARTICIPATION BY AGE

Younger residents (ages 17-44) are far more likely than older residents to have participated in the Children's Programming activity in the Library. When it comes to participating in other activities, age groups are relatively comparable.

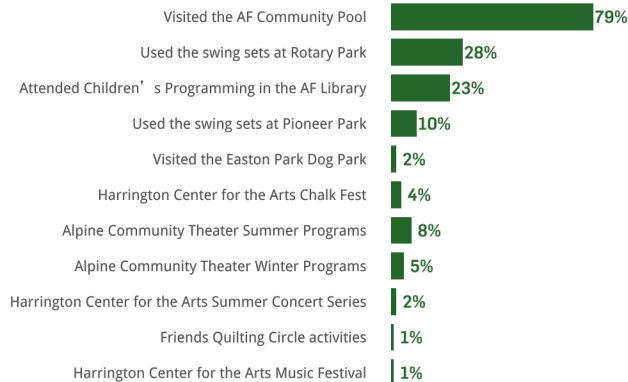


Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months?

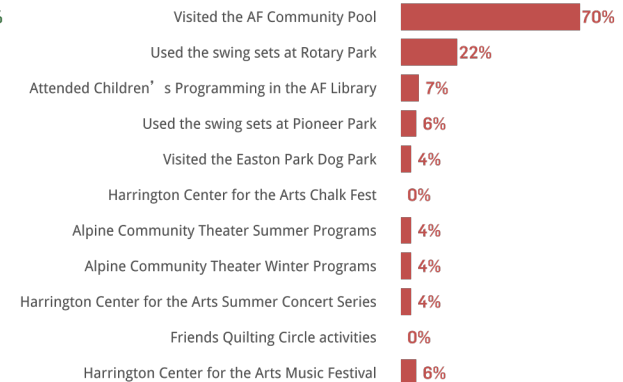
17-34



35-44

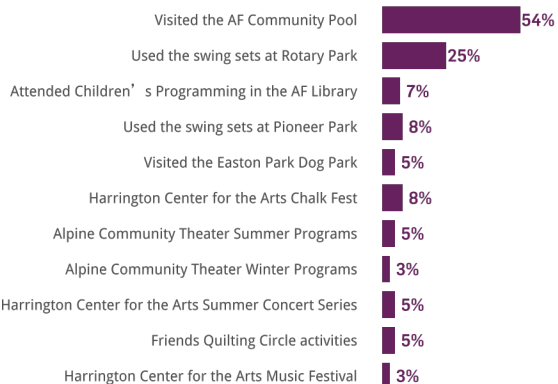


45-54

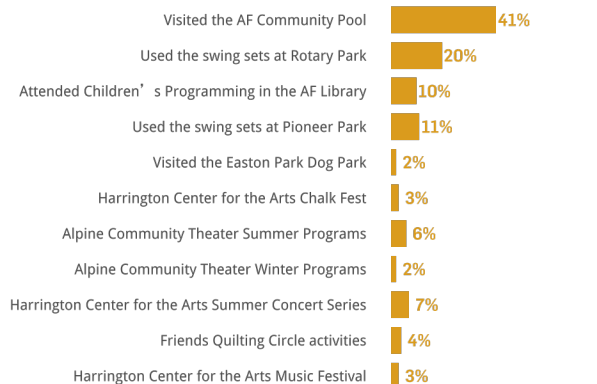


0% 25% 50% 75%

55-64



65+



0% 25% 50% 75%

TAF PROGRAM PARTICIPATION

Of all activities and events sponsored by the Timpanogos Arts Foundation, the Symphony and Youth Theater are the most popular, followed by Community Theater, History & Heritage Pageant, Wasatch Winds, and Timpanogos Chorale. Older residents (ages 55+) are among the most likely to attend the History & Heritage Pageant and musical events such as the Timpanogos Chorale, Wasatch Winds, and Wasatch show bands. Middle-aged residents (ages 35-54) are most likely to attend performances at the Community Theater.



Have you or members of your household attended or participated in any of the following events, performances, groups, or activities in American Fork in the past 12 months?

