



+



SANDY CITY PARKS MASTER PLAN

FALL 2023 PUBLIC OPINION RESEARCH

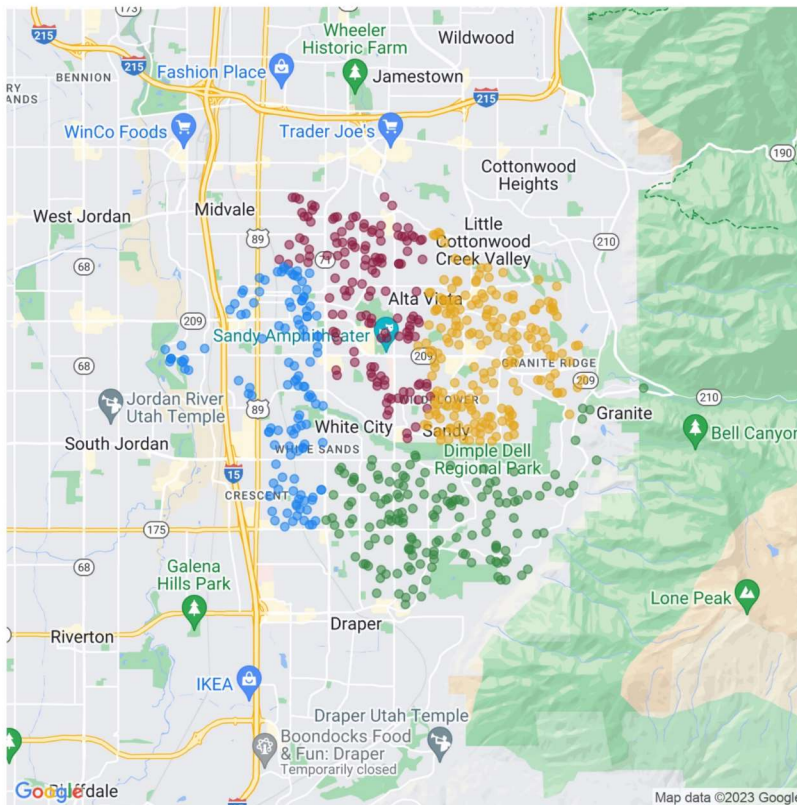
5

1. Satisfaction with parks, trails, recreation and open spaces in Sandy City is **very high, with all having at least 70% satisfaction or higher**. Most respondents also say the city has the right amount of each of these amenities, but 48% of respondents say there are **too few open spaces**. Familiarity with recreation programs is **low** at slightly more than 50%.
2. Usage of and satisfaction with parks in Sandy is **very high, with over half of respondents saying they use parks a few times a month or more**. A high proportion of respondents say **no improvements are needed to parks**.
3. Respondents say they use trails in Sandy **less often than they visit parks**, with only **1 in 3 saying they use them a few times a month or more**. In terms of improvements to trails, there is **broad interest in linking trails to neighborhoods, completing trails and creating a more connected trail system**.
4. Very few respondents in our sample **have participated in a recreation department program during the past 2 years**. Respondents say this is mainly due to **age or lack of interest**, and there are few suggestions for additional programs the city could offer that would interest them.
5. When asked to allocated funds from a hypothetical budget, the items that have the highest support are related to **open spaces, trails, and parks**. Respondents are split on **whether the city should focus on improving existing amenities or developing new ones, with most showing preference for some mix of the two**. Between the two extremes, there is a slight preference for improving existing amenities.

KEY FINDINGS

SURVEY METHODOLOGY

MODE, SAMPLE SIZE, & MARGIN OF ERROR



- District 1
- District 2
- District 3
- District 4

Survey invitations were sent via **email and text message** to a previously recruited citywide resident panel.

Responses were collected from **October 28-November 15, 2023**.

In total, **509 residents** responded to this panel survey, resulting in a margin of error of approximately **+/- 4.30 percentage points**.

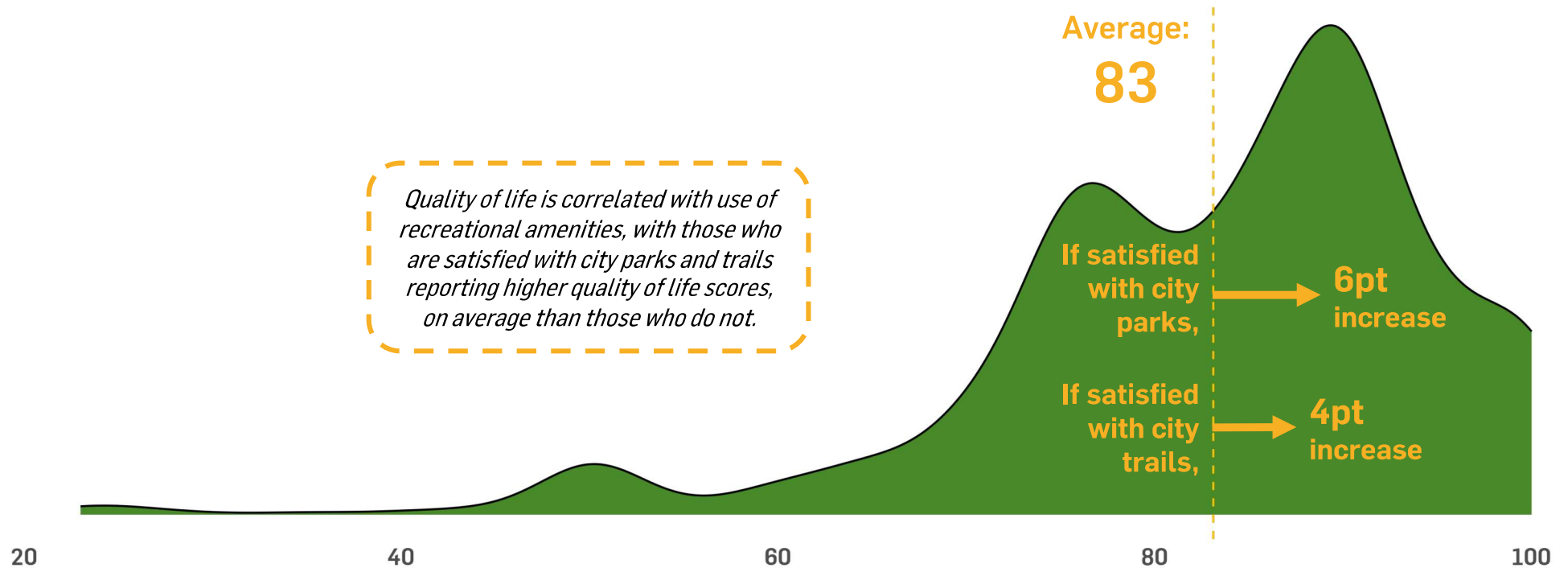
Responses were weighted to reflect the demographic composition of the city as a whole. Responses have also been geocoded into City Council Districts to allow for geographic analysis of attitudes and behaviors.

GENERAL SATISFACTION & ATTITUDES

SANDY RESIDENTS ENJOY HIGH QUALITY OF LIFE

Respondents say their quality of life in Sandy is high, with an average response of 83 out of 100. In a linear prediction model of quality of life, we also found that satisfaction with city parks and trails both have a significant positive effect on quality of life.

Quality of Life



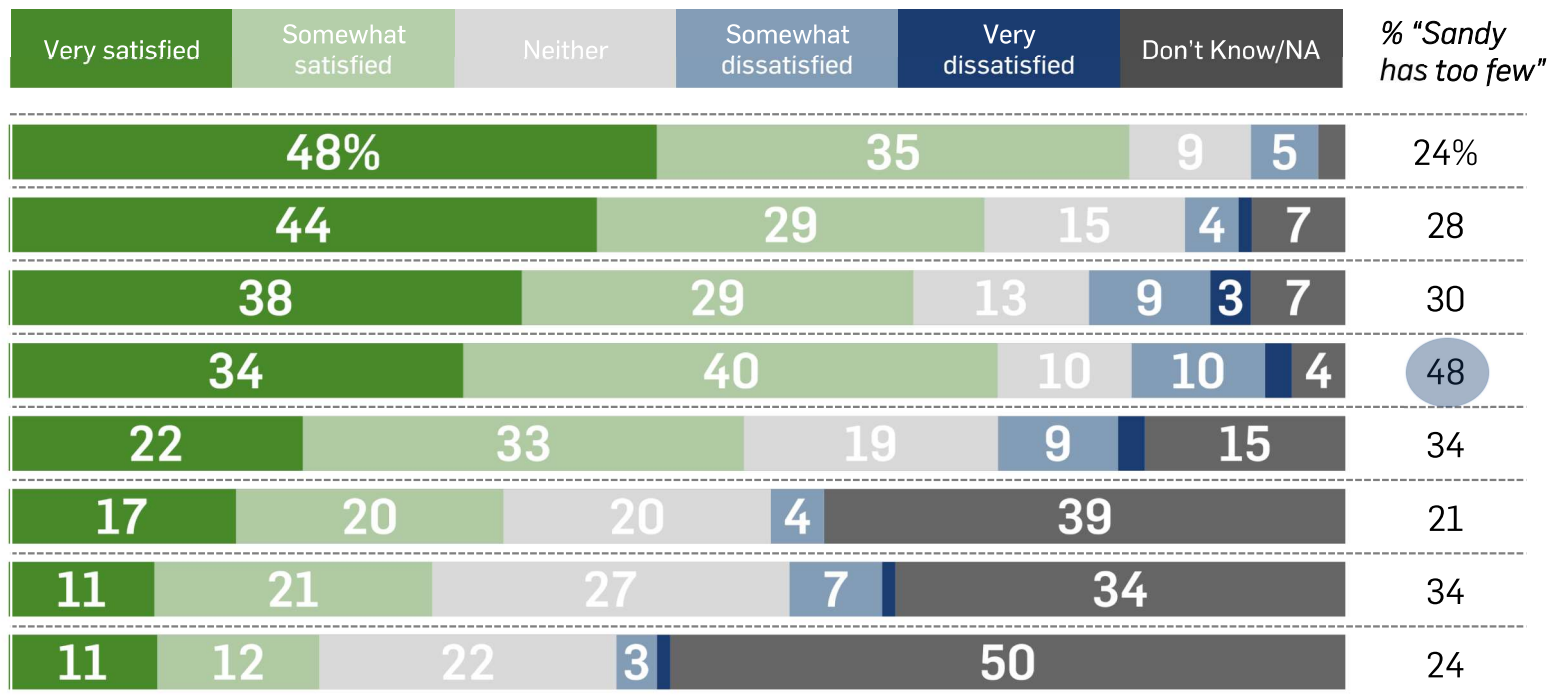
*Increase values are the modeled effects of a linear model regressing quality of life on satisfaction with parks, trails, recreation, and other city amenities as well as demographic factors

Q: 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 Sandy? (n = 505)

RESIDENTS SATISFIED WITH REC OPPORTUNITIES

Satisfaction with parks, trails, canyon access, and natural open spaces is high. Most respondents also say the city has enough parks, trails, and canyon access areas. However, nearly half of respondents say there aren't enough natural open spaces in Sandy.

Satisfaction with City Parks and Recreational Amenities



Q: Thinking about Sandy's recreational amenities, are you generally satisfied or dissatisfied with each of the following? (n = 508)

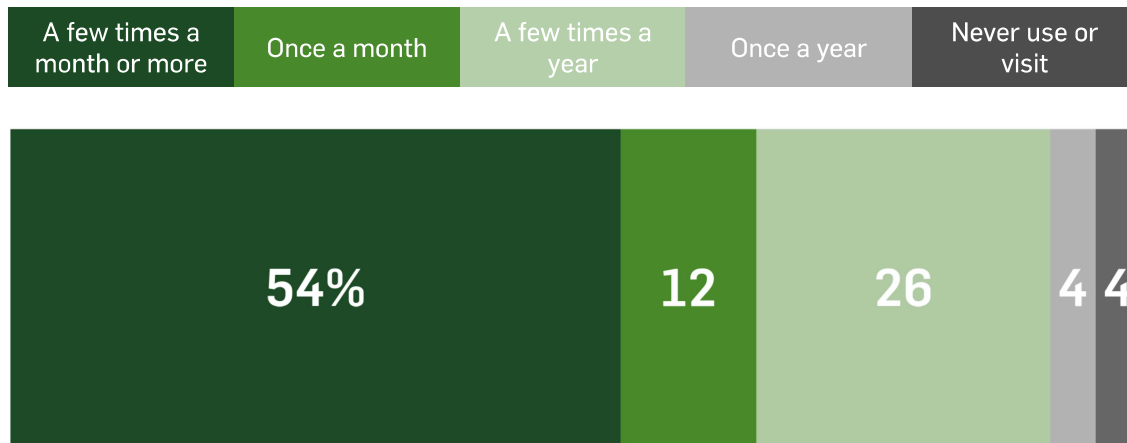
Q: Based on what you know or have heard, do you feel as though Sandy has too many, too few, or the right amount of each of the following recreational amenities? (n = 502)

PARKS & FACILITIES

MAJORITY USE PARKS/REC SPACES VERY OFTEN

Just over half of respondents (54%) use parks, open spaces, or recreational facilities in Sandy multiple times a month, and a total of 66% use them at least once a month. Rates of use have noticeable differences by certain demographic factors, such as age, race, education, and income.

Frequency of Visiting Parks, Open Spaces, and Rec Facilities



% who Responded "A few times a month or more" by Selected Demographics



66% of respondents aged 18 – 34

35% of respondents aged 65+



65% of respondents with a college degree

39% of respondents with no college degree



53% of white respondents

78% of non-white respondents



66% of respondents making \$100,000 or more

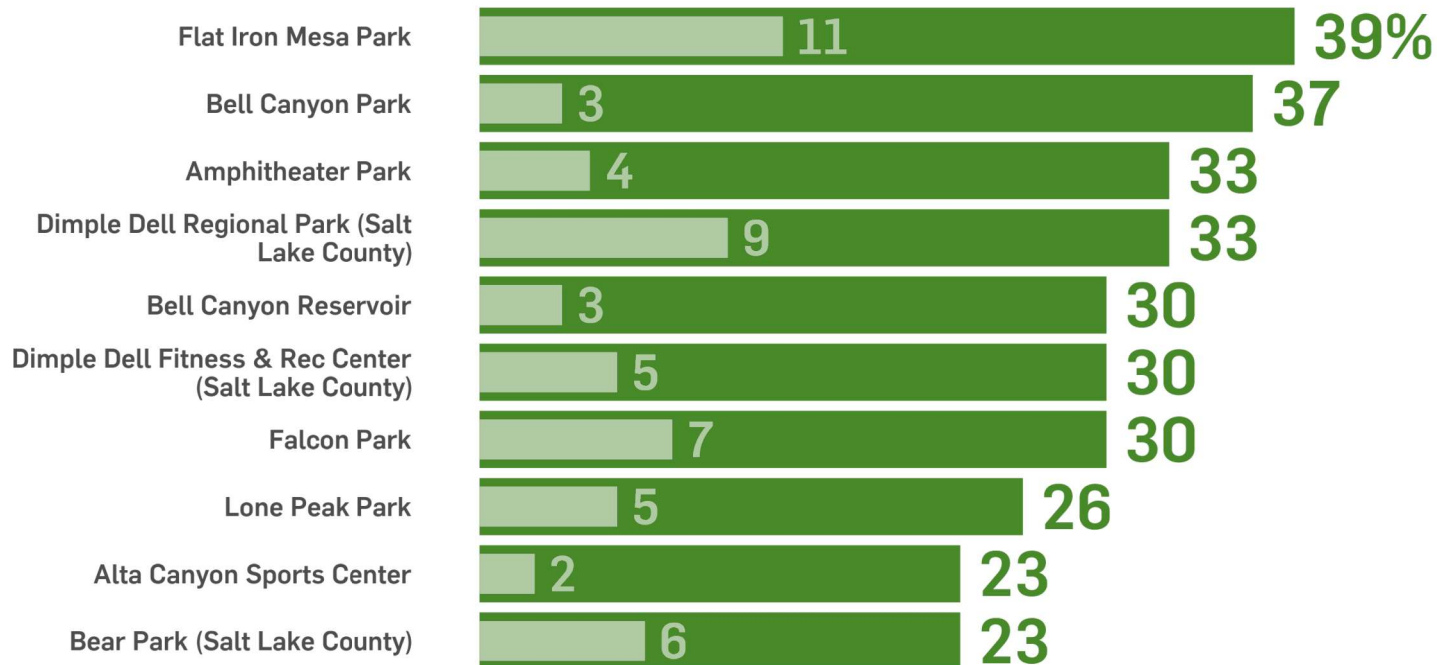
37% of respondents making less than \$50,000

Q: How often do you use or visit parks, open spaces, or recreational facilities in Sandy (not including trails)? (n = 506)

FLAT IRON MESA, BELL CANYON MOST POPULAR PARKS

Flat Iron Mesa Park and Bell Canyon Park have been visited by about 4 in 10 respondents in the last year. Flat Iron Mesa Park is the park most often selected as most-often visited, with Dimple Dell Regional close behind. Though there are some parks that are utilized more frequently, there is no one clear winner or loser, indicating that all of Sandy's parks are being utilized by residents.

Parks, Open Spaces, and Rec Facilities Visited
in Past 12 months/Most Often



Q: Which Sandy parks, open spaces, or recreational facilities have you or your household used or visited in the past 12 months? Please select all that apply. (n = 475)

Q: Which park, open space, or recreational facility in Sandy does your household use or visit most often? (n = 418)

MOST FAVORITE PARKS ARE CLOSE TO HOME

The most common reason given for choosing their favorite park was being "close to home", selected by over half of respondents. Additionally, this reason is also the top reason for visiting Sandy's most frequented parks—Flat Iron Mesa, Dimple Dell Regional, and Falcon Parks.

Reasons for Visiting Favorite Parks - Overall



Top Reasons – Common Favorite Parks

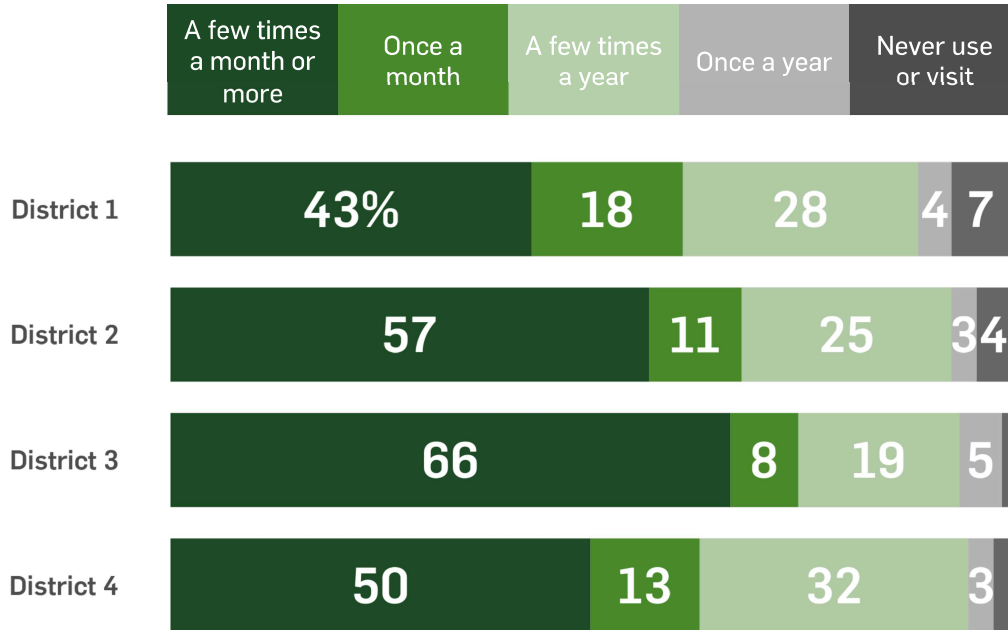
Flat Iron Mesa Park (n = 51)	Close to home	64%
	Sports fields, courts	11
	Physical fitness	10
Dimple Dell Regional Park (n = 47)	Close to home	40%
	Trails	30
	Horse trails/facilities	13
Falcon Park (n = 29)	Close to home	73%
	Sports fields/courts	11
	Physical fitness	10

Q: What is the most important reason that you use [your favorite park] most often? (n = 462)

THOSE IN DISTRICTS 2 & 3 VISIT PARKS MORE OFTEN

While slightly over half of all respondents visit parks a few times a month or more, two thirds of those in district 3 do, and those in district 2 are slightly more likely to visit parks that often. The top reason for visiting favorite parks across all districts was proximity to home, but trails and physical fitness were also frequently selected reasons.

Frequency of Visiting Parks in Sandy by Council District



Reasons for Visiting Favorite Parks by Council District

	Overall	District 1	District 2	District 3	District 4
Close to home	53%	52	54	56	51
Trails	10	8	5	11	16
Physical fitness	8	10	13	7	4
Sports fields/courts	6	5	5	5	10
Trees, atmosphere	5	3	5	6	5
Playground equipment	4	2	8	3	5
Feels safe	2	5	1	4	0
Special features	1	1	0	2	0
Equestrian trail and/or facilities	1	0	0	1	4
Picnic facilities	1	2	1	1	1
Closest to work	0	0	1	0	0
Other	7	12	8	5	5

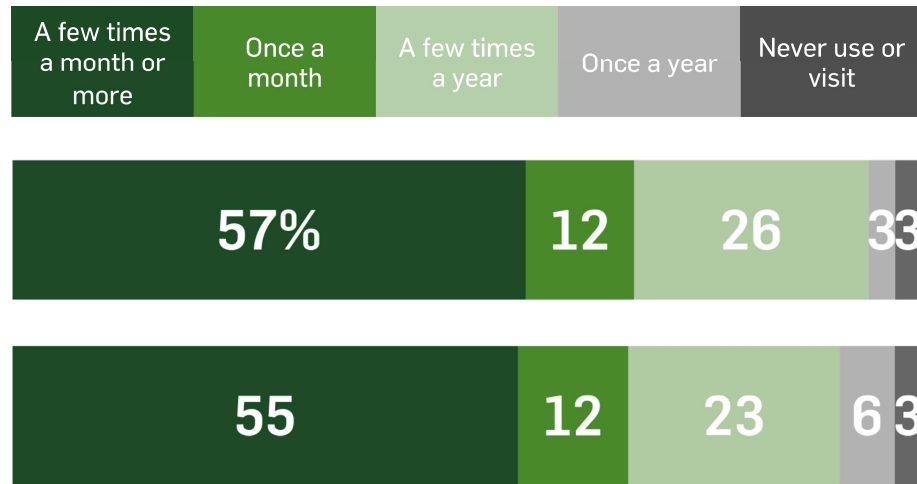
Q: How often do you use or visit parks, open spaces, or recreational facilities in Sandy (not including trails)? n = (District 1: 104, District 2: 106, District 3: 178, District 4: 116)

Q: What is the most important reason that you use [your favorite park] most often? n = (District 1: 85, District 2: 97, District 3: 172, District 4: 106)

OWNERS, RENTERS VISIT PARKS AT SIMILAR RATES

Rates of park visitation are nearly the same between homeowners and home renters in our survey sample. Most common reasons respondents gave for visiting their favorite parks also didn't differ much between home ownership status, with proximity to home, trails, and physical fitness being the most common reasons given by both groups. Those who are renting are slightly more likely to say they visit their favorite parks for physical fitness.

Frequency of Visiting Parks in Sandy by Home Ownership



Reasons for Visiting Favorite Parks by Home Ownership

	Overall	Own home	Rent/other
Close to home	53%	54	52
Trails	10	10	9
Physical fitness	8	8	12
Sports fields/courts	6	6	8
Trees, atmosphere	5	4	5
Playground equipment	4	4	2
Feels safe	2	3	1
Special features	1	0	0
Equestrian trail and/or facilities	1	2	0
Picnic facilities	1	1	0
Closest to work	0	0	0
Other	7	7	11

Q: How often do you use or visit parks, open spaces, or recreational facilities in Sandy (not including trails)? n = (Own: 363, Rent/other: 43)

Q: What is the most important reason that you use [your favorite park] most often? n = (Own: 341, Rent/other: 39)

3 IN 10 SAY NO IMPROVEMENTS NEEDED

When asked what improvements respondents want on their favorite park, about 3 in 10 say no improvements are needed. The next most common responses include lighting/safety features, restrooms, playground equipment, and trees and greenery, each selected by over 10% of respondents.

Needed Improvements to Sandy Parks - Overall



Top Improvements Needed - Common Parks

Flat Iron Mesa Park (n = 51)	None needed	27%
	Restrooms	24
	Playground equipment	22
Dimple Dell Regional Park (n = 47)	None needed	26%
	Other	22
	Lighting/safety features	14
Falcon Park (n = 29)	Lighting/safety features	31%
	Restrooms	29
	Shade structures	25

Q: In your opinion, what improvements, if any, should be made to [your favorite park]? Select up to three. (n = 450)

PATHS, TREES COMMON WANTS FOR PARKS

When asked what additional amenities should be added to Sandy City parks, 1 in 4 cite the need for additional walking/jogging paths, and 1 in 5 report wanting more trees/greenery. Athletic courts, water-wise landscaping, off-leash dog areas, and shade are also commonly selected.

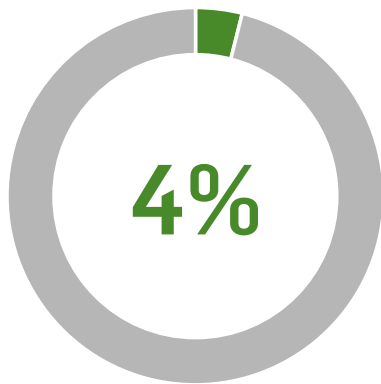
Additional Amenities Needed at Sandy Parks



Q: In your opinion, what additional amenities, if any, should be added to Sandy City parks? Select up to three. (n = 449)

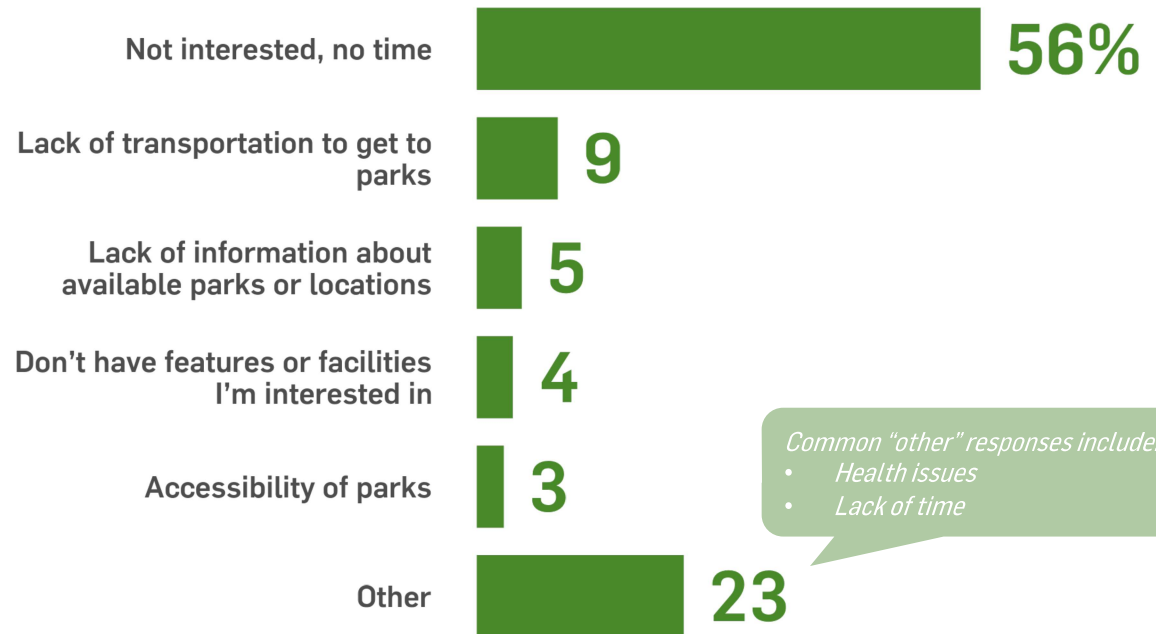
NON-VISITORS TO PARKS LACK INTEREST, TIME

Only a very small proportion of respondents (4%) never use or visit park, open spaces, or rec facilities in Sandy. Among these 24 respondents, the most common reason given is a lack of interest or time, indicating there are likely no significant barriers to entry for using parks, open spaces, or rec facilities.



Only 4% of residents have never used or visited parks, open spaces, or rec facilities in Sandy

Reasons for Not Visiting Parks in Sandy



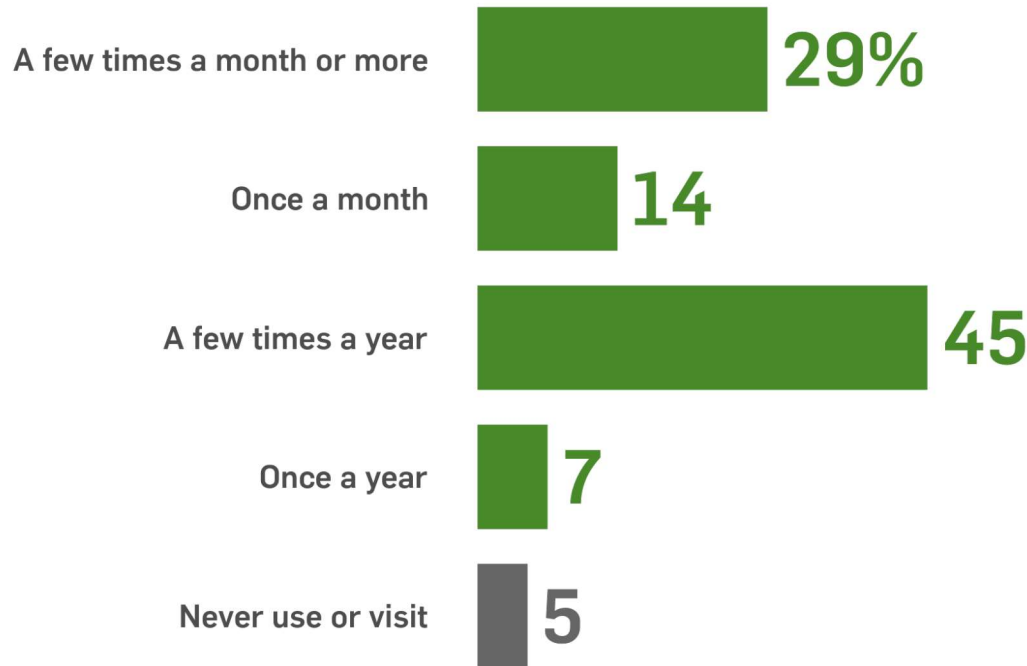
Q: How often do you use or visit parks, open spaces, or recreational facilities in Sandy (not including trails)? (n = 506)

Q: Which of the following reasons best explains why you do not use or visit parks in Sandy? (n = 24)

RESIDENTS COMMONLY VISIT PARKS OUTSIDE SANDY

In addition to using and visiting parks, open spaces, and rec facilities in Sandy, many respondents commonly use or visit them outside of Sandy, with about 1 in 3 visiting or using a few times a month or more. Accumulatively, nearly all respondents (95%) visit parks or recreational amenities outside Sandy at least once a year. Younger residents, more educated residents, and those with higher income levels are among the most likely to travel outside of Sandy to recreate.

Frequency of Visiting Parks Outside of Sandy



% who Visit Amenities Outside Sandy At Least Once a Month by Selected Demographics



62% of respondents aged 18 – 34

30% of respondents aged 65+



50% of respondents with a college degree

33% of respondents with no college degree



45% of white respondents

38% of non-white respondents



49% of respondents making \$50,000 or more

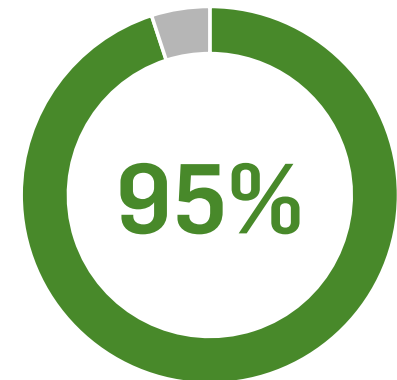
18% of respondents making less than \$50,000

Q: How often do you use or visit parks or recreational amenities outside of Sandy (e.g., Little Cottonwood Canyon, parks in other cities)? (n = 488)

RESIDENTS UTILIZE TRAILS OUTSIDE OF SANDY

Among the 95% of residents who travel outside of Sandy to recreate, the most common reasons given include trails and the change of scenery – each selected by over 1/3 of respondents.

Reasons for Visiting Parks Outside of Sandy



95% of residents say they visit parks outside of Sandy at least once a year

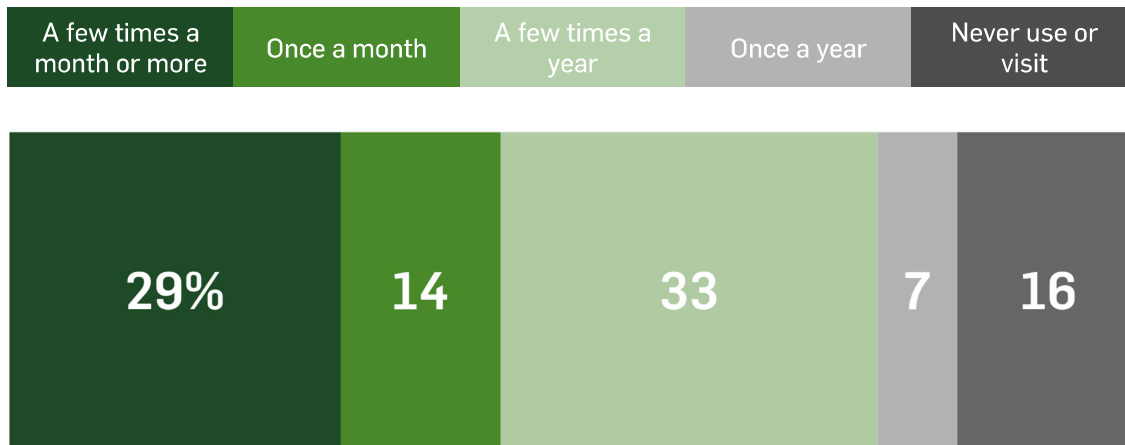
Q: What are the most important reasons you visit city parks or recreational amenities outside of Sandy? Please select all that apply. (n = 443)

TRAILS

ONLY 29% USE TRAILS MORE THAN ONCE A MONTH

Only about 1 in 3 responses (29%) use or visit trails more than once a month, and 43% visit them once a month. Rates of use are fairly similar across most demographic factors but differ noticeably by age and income.

Frequency of Visiting Trails in Sandy



% who Responded At Least "Once a Month" by Selected Demographics



51% of respondents aged 18 – 34

30% of respondents aged 65+



51% of respondents making \$100,000 or more

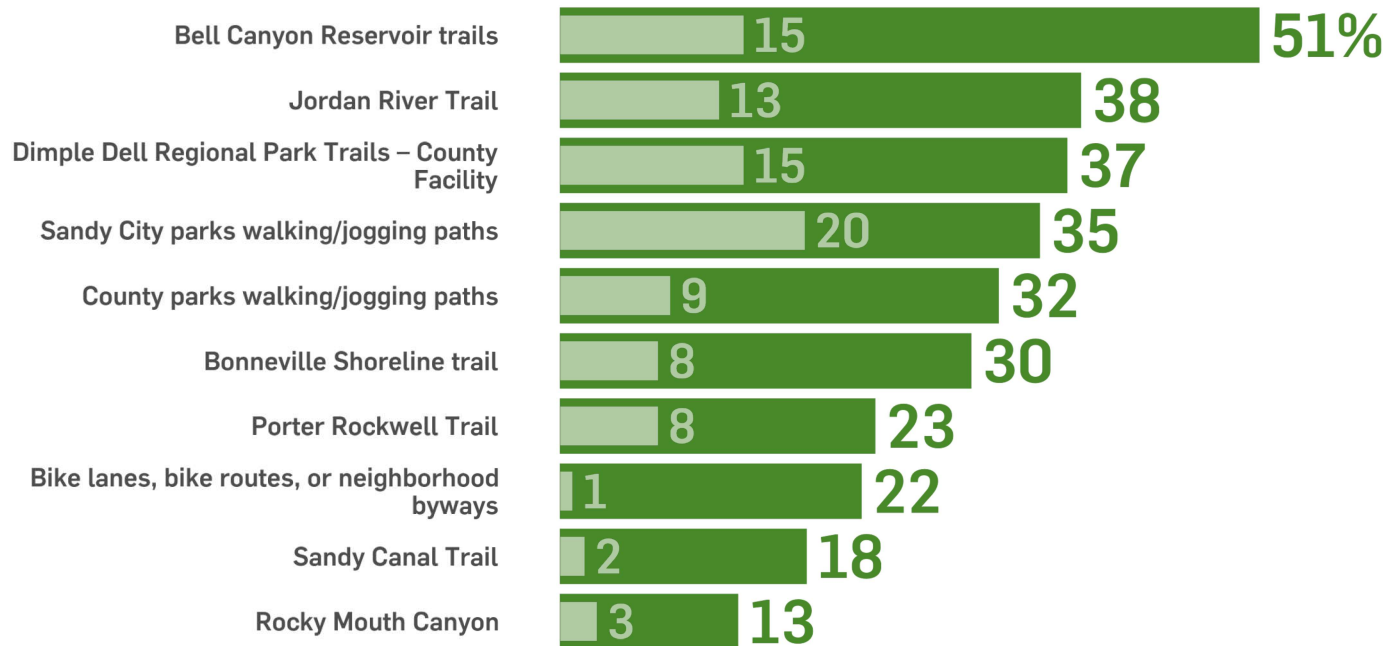
19% of respondents making less than \$50,000

Q: How often do you use or visit trails (including on-road bike routes) in Sandy? (n = 462)

BELL CANYON, DIMPLE DELL, COUNTY PARKS MOST POPULAR TRAILS

Around half of respondents say they've visited Bell Canyon Reservoir trails in the past year, but other trails are also heavily utilized. 1 in 5 say they visit city park walking/jogging paths most often, and half of respondents say their most frequented trails are either city park, Bell Canyon, or Dimple Dell trails.

Trails Visited in Past 12 months/Most Often



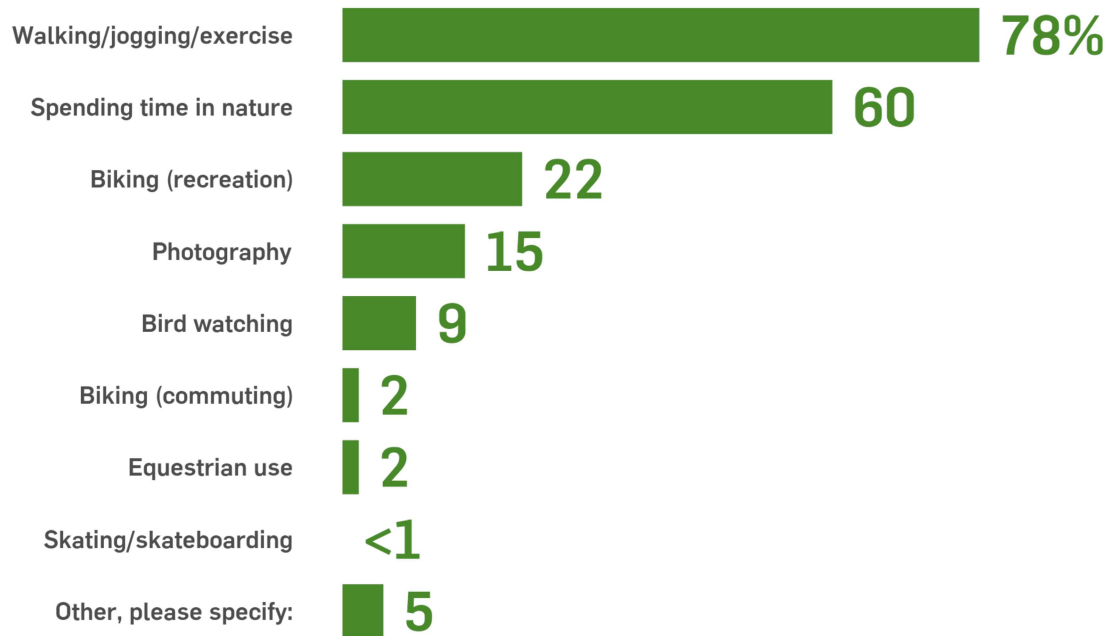
Q: Which Sandy trails have you or your household used or visited in the past 12 months? Please select all that apply. (n = 361)

Q: Which Sandy trail does your household use or visit most often? (n = 276)

MOST USE TRAILS TO EXERCISE, SPEND TIME IN NATURE

Nearly all respondents use trails in Sandy either for walking, jogging, or other exercise; or for spending time in nature. Biking is another common activity, selected by about 1 in 5 respondents. The top reasons given for trail use overall align well with use of individual trails, though photography is a common reason for visiting the Bell Canyon Reservoir trails.

Reasons for Visiting Trails - Overall



Top Reasons - Common Favorite Trails

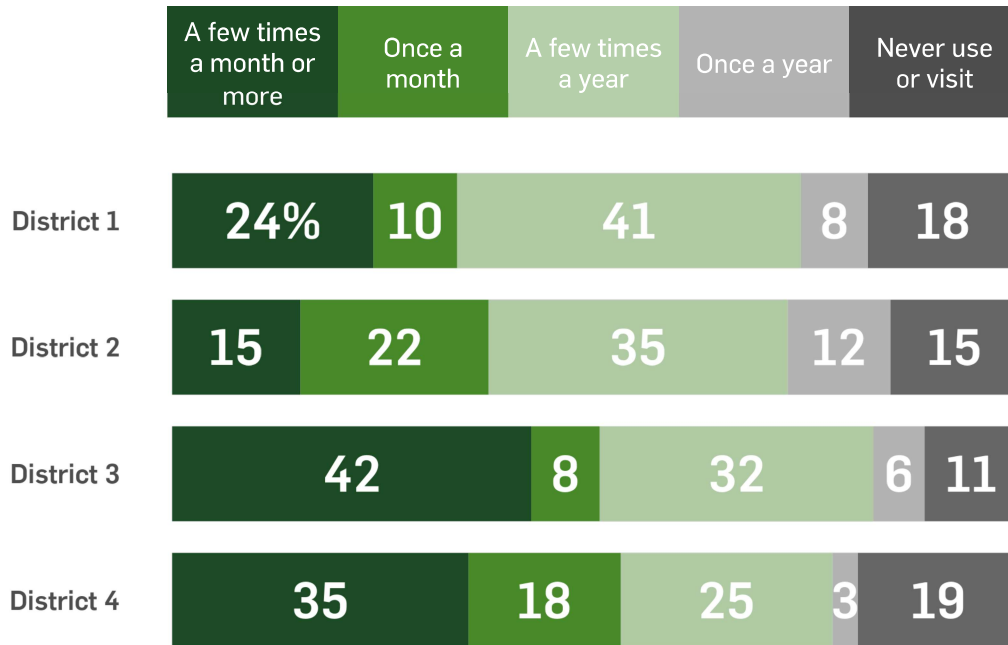
Sandy Parks walking/jogging paths (n = 55)	Walking/jogging/exercise	85%
	Spending time in nature	59
	Biking (recreation)	21
Bell Canyon Reservoir Trails (n = 41)	Walking/jogging/exercise	83%
	Spending time in nature	69
	Photography	25
Dimple Dell Regional Park Trails (n = 47)	Walking/jogging/exercise	76%
	Spending time in nature	62
	Biking (recreation)	22

Q: Which of the following reasons best explains how you use the trails in Sandy? (n = 378)

THOSE IN DISTRICTS 3 & 4 USE TRAILS MORE OFTEN

Compared to the overall sample and the other two districts, respondents in districts 3 and 4 visit trails in Sandy more often, with 42% of those in district 3 going a few times or month or more, and 35% of those in district 4 going that often. Walking and jogging is still the most common reason for using trails across all districts, with spending time in nature being close behind in frequency.

Frequency of Using Trails in Sandy by Council District



Reasons for Using Trails by Council District

	Overall	District 1	District 2	District 3	District 4
Walking/jogging /exercise	78%	92	76	78	68
Spending time in nature	60	53	65	70	50
Biking (recreation)	22	15	18	28	26
Photography	15	17	15	16	10
Bird watching	9	7	16	7	4
Biking (commuting)	2	1	6	2	0
Equestrian use	2	2	1	2	4
Skating/ skateboarding	0	1	0	0	0
Other	5	8	1	5	4

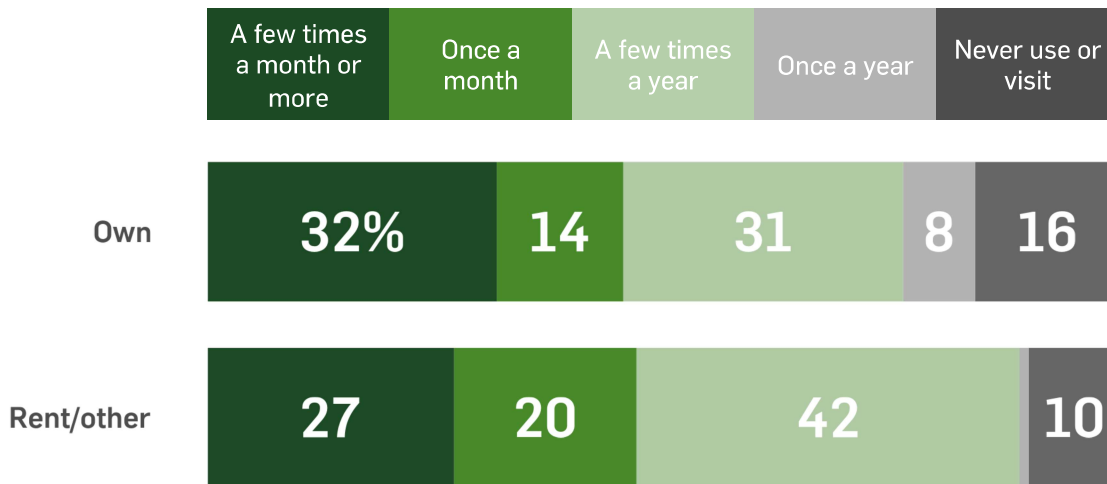
Q: How often do you use or visit trails (including on-road bike routes) in Sandy? n = (District 1: 92, District 2: 101, District 3: 163, District 4: 104)

Q: Which of the following reasons best explains how you use the trails in Sandy? n = (District 1: 69, District 2: 80, District 3: 144, District 4: 84)

OWNERS, RENTERS USE TRAILS AT SIMILAR RATES

Rates of trail usage are nearly the same between homeowners and home renters in our survey sample. Most common reasons respondents gave for using trails also didn't differ much between home ownership status, with walking/jogging/exercise, and spending time in nature being the most common reasons given by both groups. Renters were significantly less likely to respond with "recreational biking", and more likely to respond with "photography", but the large difference is likely due to the small sample size of renters in our data.

Frequency of Using Trails in Sandy by Home Ownership



Reasons for Using Trails by Home Ownership

	Overall	Own	Rent/other
Walking/jogging/exercise	78%	76	94
Spending time in nature	60	61	61
Biking (recreation)	22	27	1
Photography	15	15	20
Bird watching	9	10	6
Biking (commuting)	2	2	0
Equestrian use	2	3	0
Skating/skateboarding	0	0	0
Other	5	4	9

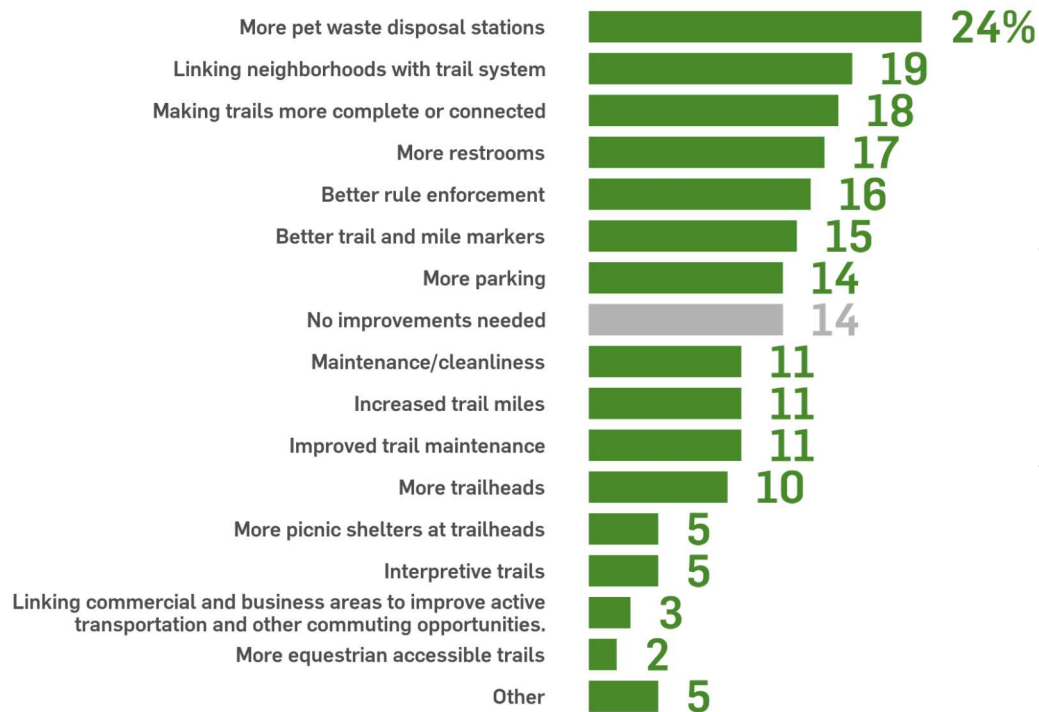
Q: How often do you use or visit trails (including on-road bike routes) in Sandy? n = (Own: 363, Rent/other: 43)

Q: Which of the following reasons best explains how you use the trails in Sandy? n = (Own: 299, Rent/other: 36)

RESPONDENTS WANT MORE CONNECTED TRAILS, PET DISPOSAL STATIONS

When asked about needed improvements to Sandy trails, about 1 in 4 request more pet waste disposal stations. Linking neighborhoods with trails and making trails more connected are also common responses, indicating a need for a more interconnected trail system. Only 14% say no improvements are needed to city trails.

Needed Improvements to Sandy Trails - Overall



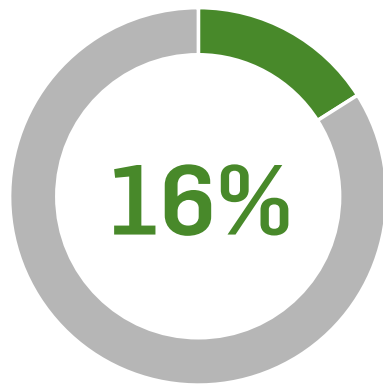
Top Improvements Needed - Common Trails

Trail Area	Improvement	Count	Percentage
Sandy Parks walking/jogging paths (n = 55)	More restrooms	23	23%
	None	23	
	Connecting trails	20	
Bell Canyon Reservoir Trails (n = 41)	Linking neighborhoods with trails	28	28%
	More trailheads	20	
	Better trail/mile markers	20	
Dimple Dell Regional Park Trails (n = 47)	More pet waste disposal stations	35	35%
	Better trail/mile markers	27	
	Connecting trails	27	

Q: Which, if any, of the following improvements should be made to the trails in Sandy? Select up to three. (n = 362)

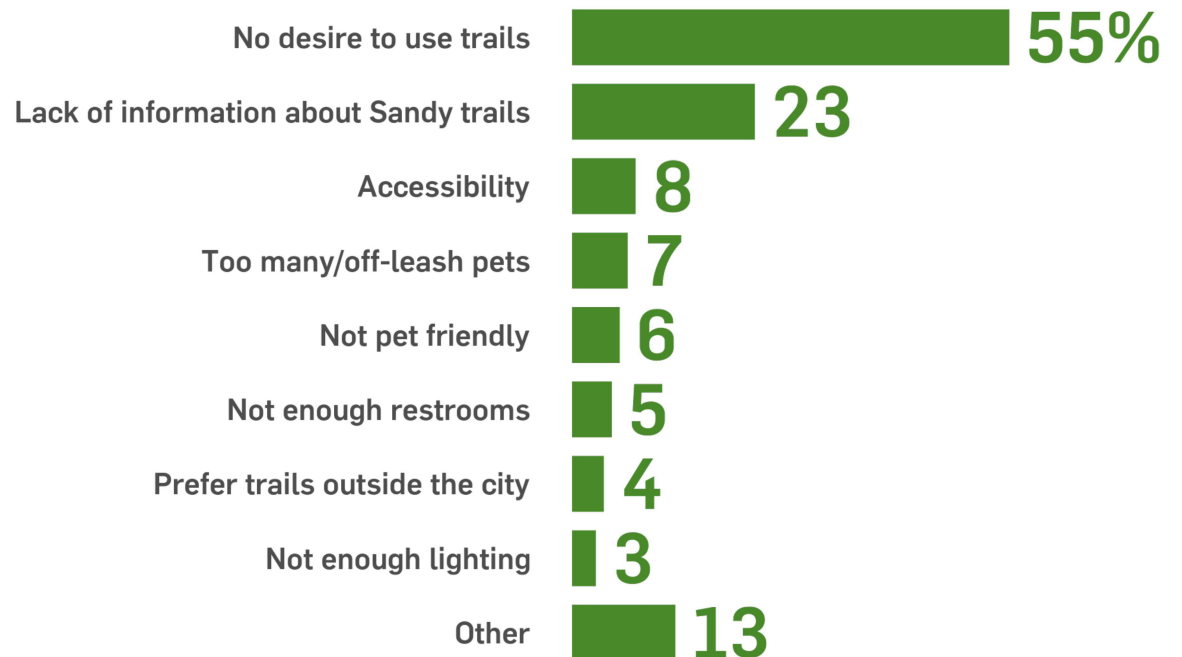
MOST NON-TRAIL USERS HAVE NO INTEREST; SOME WANT MORE INFO

Only a small proportion of respondents (16%) never use or visit trails in Sandy. Among these 78 respondents, the most common reason given is a lack of desire, indicating that there are no major barriers to entry for using trails. Notably, about 1 in 4 say they lacked information about city trails, revealing a potential avenue for recourse.



16% of residents have never used or trails in Sandy

Reasons for Not Visiting Trails in Sandy



Q: How often do you use or visit trails (including on-road bike routes) in Sandy? (n = 462)

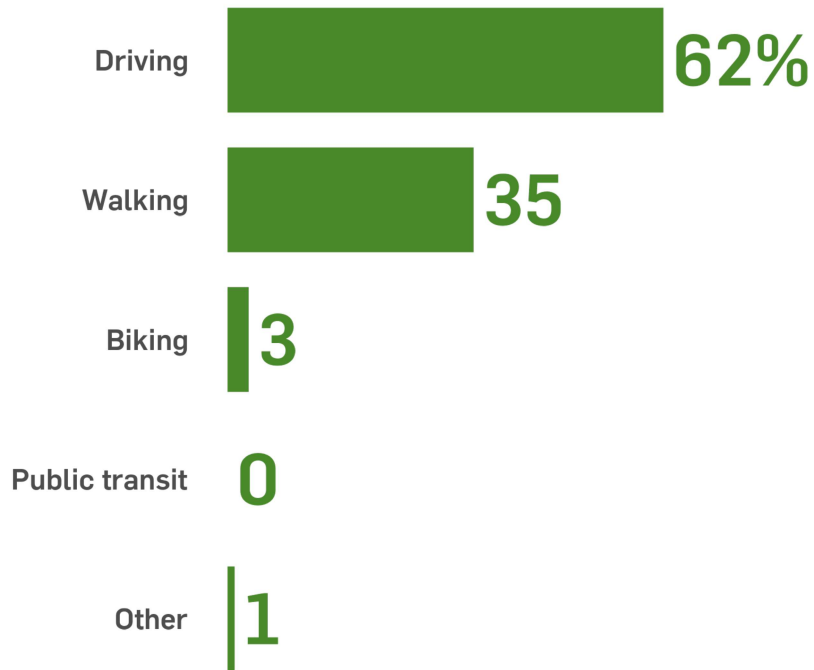
Q: Which of the following reasons best explains why you do not use the trails in Sandy? Select up to three. (n = 78)

TRANSPORTATION TO & AROUND PARKS/TRAILS

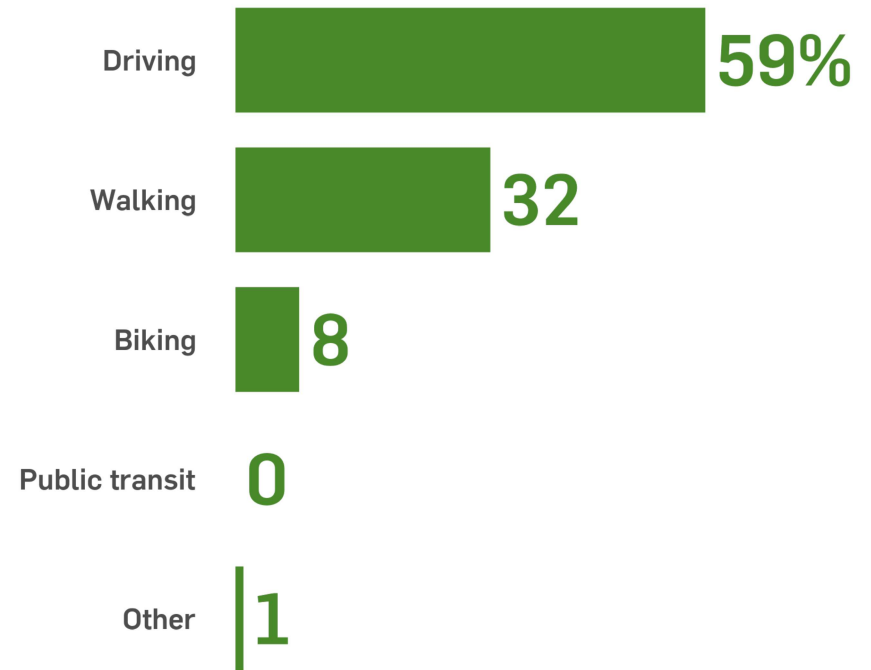
MOST GET TO PARKS AND TRAILS BY DRIVING

Driving is the most popular method of transportation respondents take to get to parks and trails, with 62% saying they drove to go to the park the last time they went, and 59% saying they drove last they traveled to a trail. About 1 in 3 say they walked, and all other methods, including biking and public transit, were collectively used by around 3 or 4% of respondents for either destination.

Transit Method - Park



Transit Method - Trail



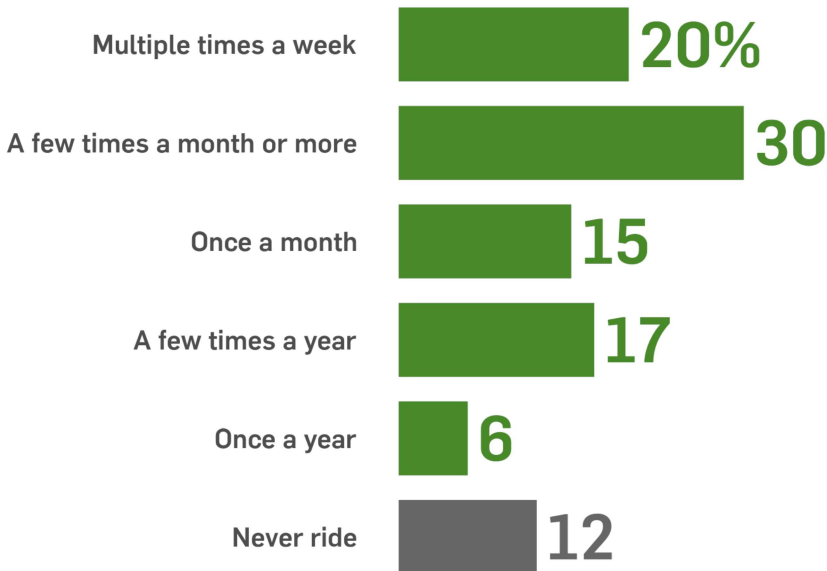
Q: When thinking about the last time you visited a Sandy park, how did you travel to the park? (n = 482)

Q: When thinking about the last time you visited a Sandy trail, how did you travel to the trail? (n = 377)

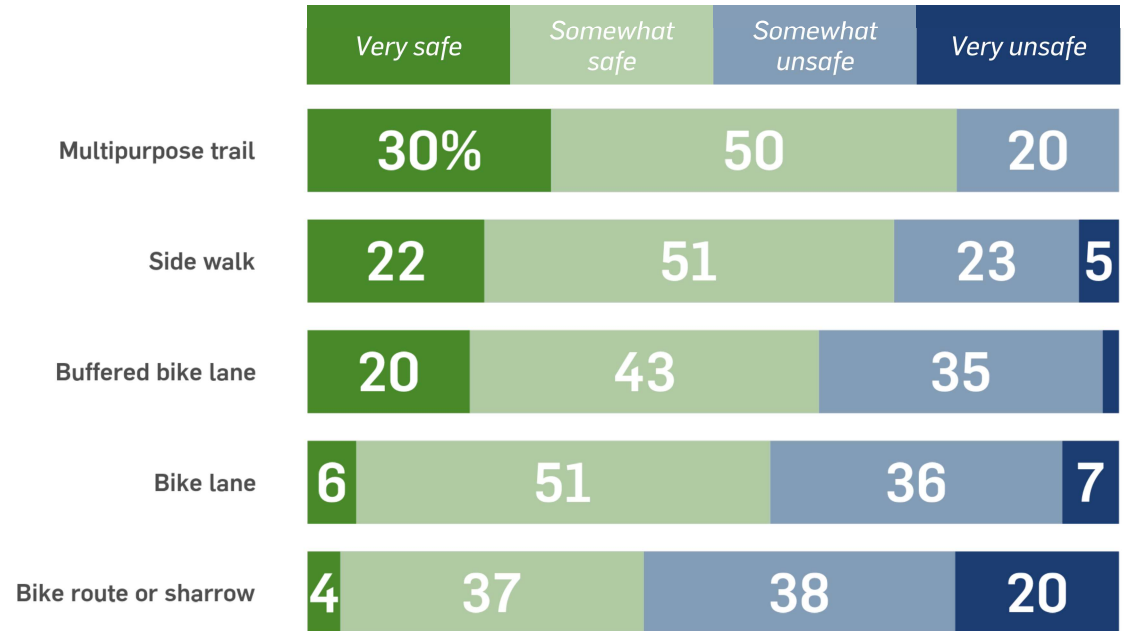
BIKERS FEEL SAFER ON TRAILS THAN ON ROADS

Most respondents who say they bike on trails in Sandy (22%) say they also ride bikes on streets or roads in the city. A majority of respondents who ride bikes say they feel safe on most kinds of biking paths, including trails, sidewalks, and bike lanes. A majority of bikers feel unsafe in bike routes or sharrows and many do not feel safe in bike lanes.

Frequency of Riding Bikes in Sandy



Perceived Safety of Riding Bikes in Sandy



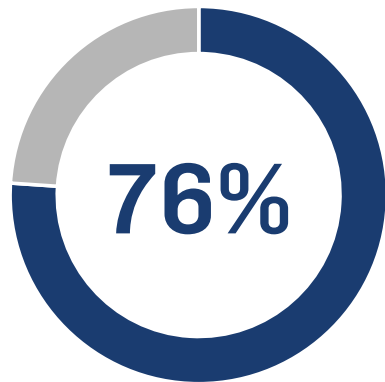
Q: How often do you ride a bicycle on streets or roads in Sandy (i.e., not including mountain biking)? (n = 94)

Q: How safe do you feel riding your bike on each of the following bike route types in Sandy? (n = 83)

GENERAL RECREATION

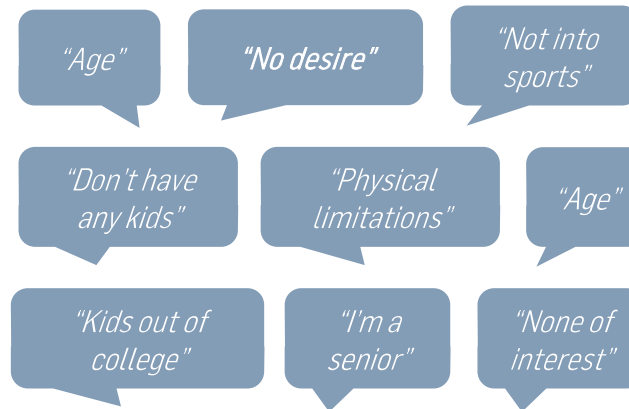
OLDER RESPONDENTS WITH NO KIDS DON'T PARTICIPATE IN REC PROGRAMS

Most respondents (76%) say they haven't participated in a city recreation program in the past 2 years, but do not report any major barriers to entry. Non-participants are older, don't have kids, or have no interest. When asked for suggestions about additional types of programs the city could offer, about half had none, but those that offer suggestions focus primarily on adult programs and classes, as well as opportunities for pickleball, swimming, and indoor recreation.

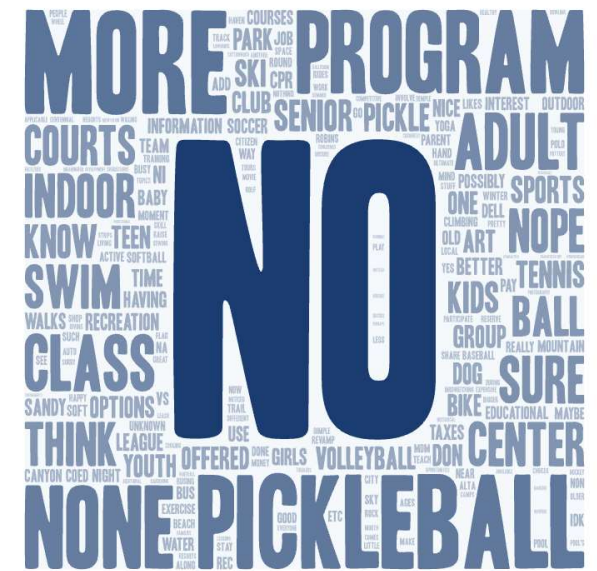


76% of residents have not participated in a Sandy Recreation Department program during the past 2 years

Reasons for not participating in Recreation Department Programs



Interest in Additional Programs



Q: Have you or any members of your household participated in a Sandy Recreation Department program during the past 2 years? (n = 444)

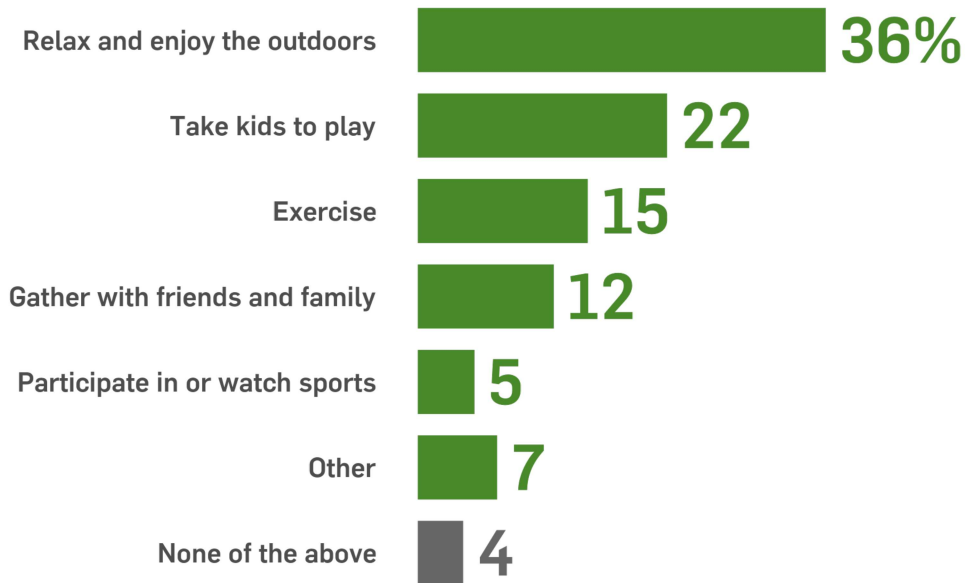
Q: What is the primary reason you or members of your household have not participated in a Sandy Recreation Department program in the past 2 years? (n = 295)

Q: Are there any additional types of programs you would like to see the Sandy Recreation Department offer that are not currently available in our community? (n = 280)

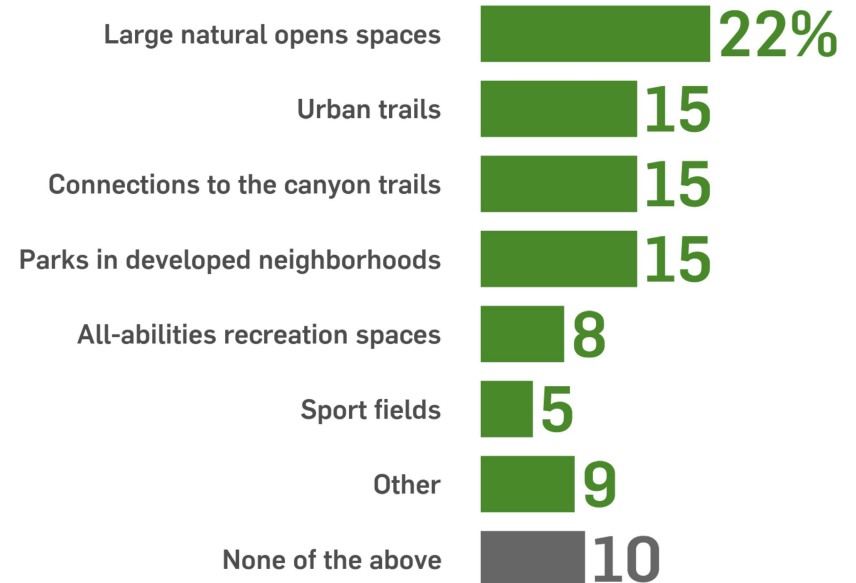
HIGH INTEREST IN RELAXING, OPEN SPACES

When asked about the kinds of spaces that are important to have close to home, 1/3 of respondents cite the need for a place to relax and enjoy the outdoors, with spaces to take kids to play and exercise also being popular. When asked about the kinds of spaces they would like more of in Sandy, respondents are split between wanting to see more large open spaces, urban trails, connections to canyon trails, and parks in developed neighborhoods.

Spaces to Have Close to Home



Spaces to Have More of in Sandy

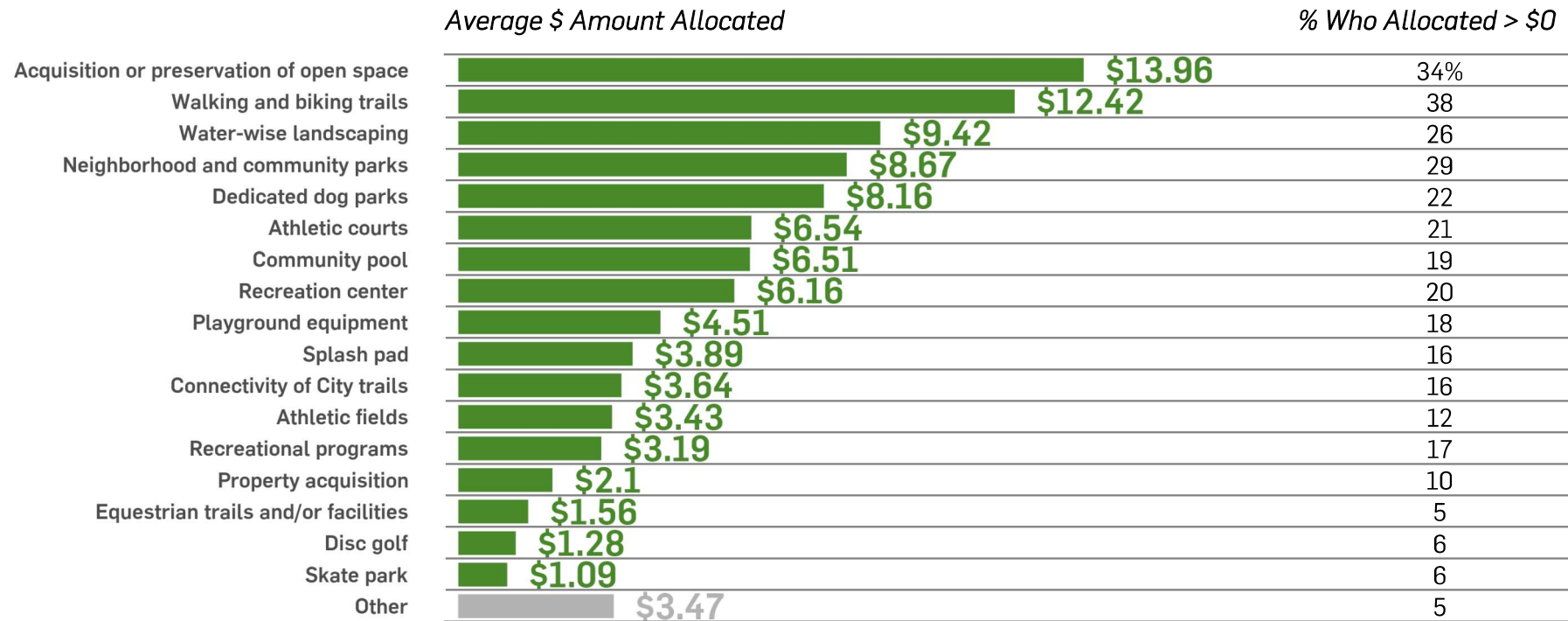


Q: In your opinion, which of the following spaces would be most important to have close to your home? A place to... (n = 482)

Q: Which of the following recreational spaces would you like to see more of in Sandy? (n = 479)

OPEN SPACES & TRAILS HIGHEST BUDGET PRIORITIES

When asked how they would allocate \$100 to Sandy City parks, recreation, trails, and open space, residents prioritize acquisition or preservation of open space and walking and biking trails. By contrast, options like a skate park, disc golf, equestrian facilities, and acquiring more property are seen as lower priorities.

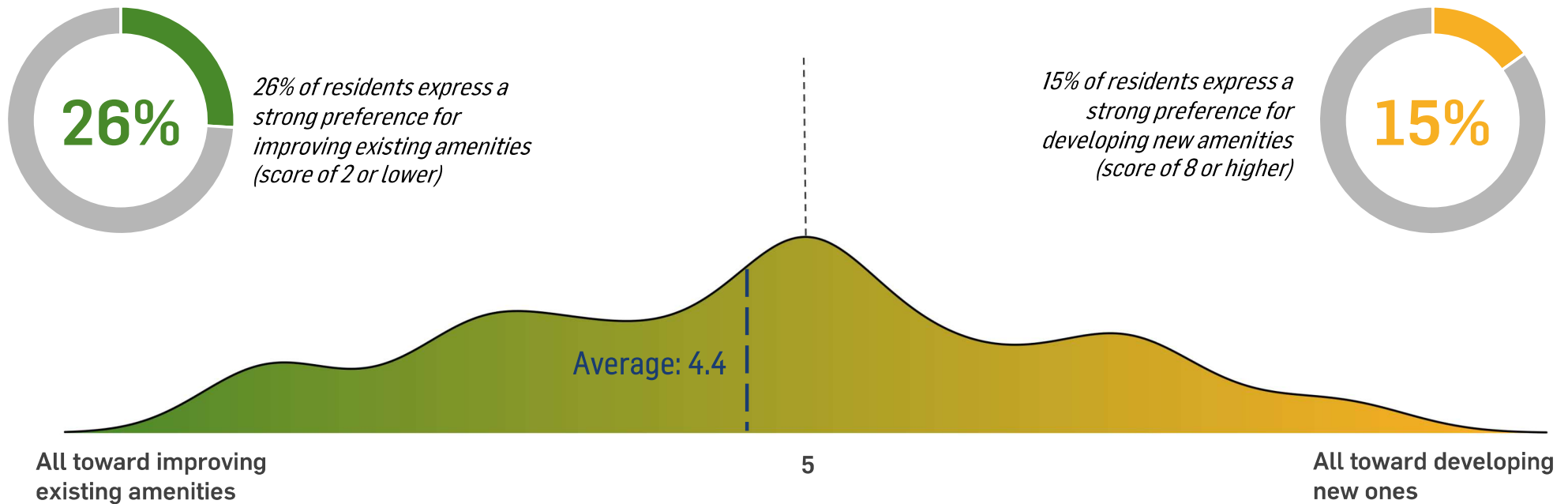


Q: Imagine that you had \$100 to allocate to Sandy City parks, recreation, trails, and open space. How would you allocate that \$100 across the various options? You may spend the \$100 on one option or spread it amongst the options, but the end total spent must equal \$100. (n = 409)

RESPONDENTS SPLIT ON IMPROVING EXISTING AMENITIES VS ADDING NEW ONES

In a hypothetical scenario where respondents were asked to allocate funding between improving existing amenities (represented as 0 on the 0-10 scale) or developing new amenities (represented by 10), most responses fall somewhere in the middle, with the average response being about 4.4. Though the majority of respondents prefer some combination of the two, there is a slight preference overall for focusing on existing amenities rather than creating new ones.

Tradeoff Priorities



Q: Thinking again about the budget priorities to which you allocated funding in the previous question, over the next five years, would you prefer that the City of Sandy focus on improving existing amenities such as parks, facilities, and programs or developing new amenities? Please move the slider to indicate your level of preference between these two options, where 0 represents focusing ONLY on improving existing amenities and not developing any new ones; while 10 represents focusing ONLY on developing new amenities and no improvements to existing amenities. (n = 373)



Kyrene Gibb, Partner & VP of Research

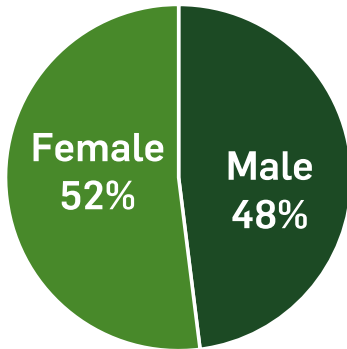
Quin Monson, Ph.D., Founding Partner

y2analytics.com | 801.406.7877

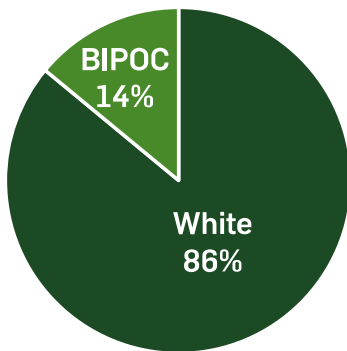
APPENDIX: SAMPLE COMPOSITION

DEMOGRAPHICS

Gender



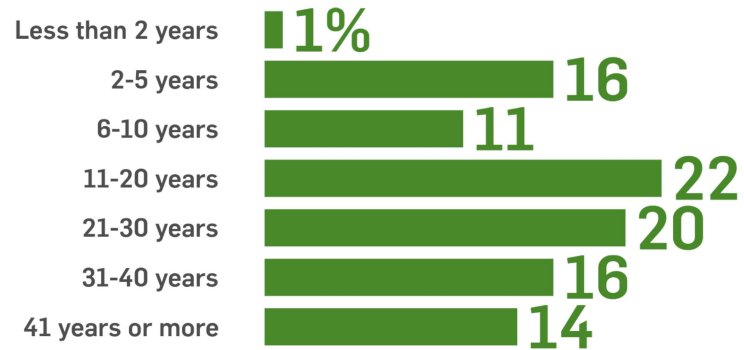
Race



Age



Time Lived in Sandy



Q: Which of the following best describes how you think of yourself? (n = 402)

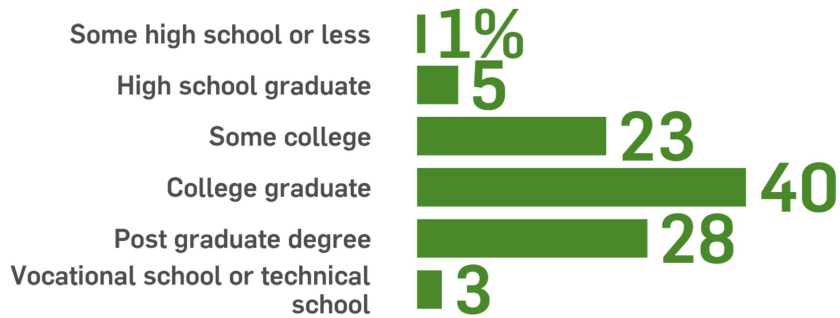
Q: Are you...? Please select all that apply. (n = 385)

Q: Please enter the year you were born. (n = 394)

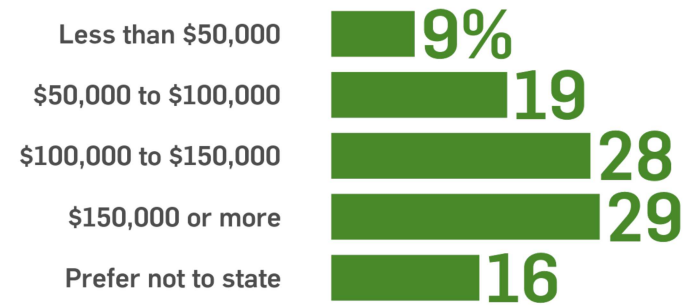
Q: How long have you lived in Sandy? (n = 408)

DEMOGRAPHICS CONT

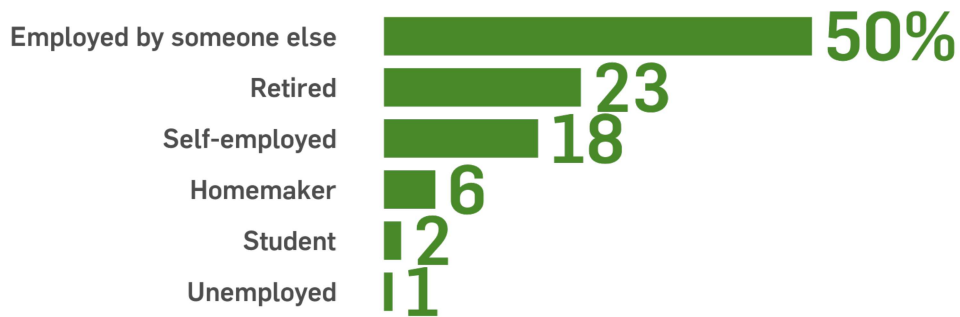
Education



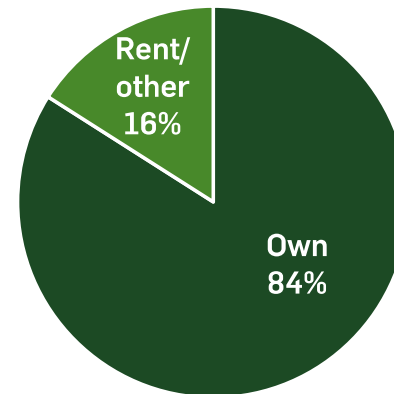
Income



Employment



Homeownership



Q: What is the last year of school you completed? (n = 404)

Q: What do you expect your 2023 family income to be? (n = 395)

Q: What is your employment status? (n = 401)

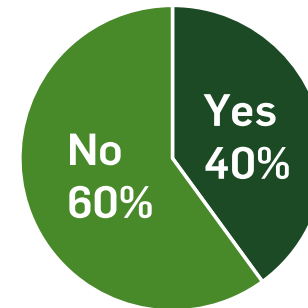
Q: And which of the following best describes your current living situation? (n = 407)

DEMOGRAPHICS CONT

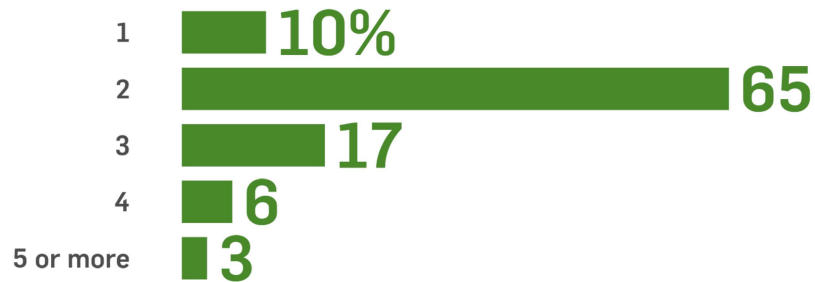
Marital Status



Children



Adults in Household



Q: Are you currently... (n = 401)

Q: Do you currently have any children under 18 living in your household? (n = 404)

Q: Including yourself, how many adults live in your household? (n = 398)