

Oquirrh Recreation and Parks District Master Plan 2020

Appendix



April 2020



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ADVISORY COMMITTEE MEETING NOTES

Oquirrh Recreation and Parks [District Master Plan](#) NOTES



Advisory Committee Meeting 1

July 2, 2019, 5:30pm, Element Center

IN ATTENDANCE:

Brad Peercy	Aquatics Manager
Jeff Perry	Board of Trustees
Jacque Wardle	Recreation Manager
Katie Obray	Salt Lake County Parks and Recreation
Kurt Warren	Facilities Manager
Kelly Bush	Kearns Metro Township
Laurie Stringham	Board of Trustees
Patti Hansen	Executive Director
Paula Larsen	Kearns Community Council
Scott Wooldrige	Kearns High School
Steve Cook	Marketing & Events Manager
Tom Haraldsen	Friends of Oquirrh Recreation and Parks District
Madison Merrill	Landmark Design
Mark Vlasic	Landmark Design
Lisa Benson	Landmark Design

SUMMARY

The meeting began with introductions and a discussion of project scope and schedule. The meeting included a SWOT Analysis, where attendees discussed the strengths, weaknesses, opportunities, and threats of the Kearns Oquirrh Park Fitness Center/Oquirrh Recreation and Parks District.

DISCUSSION/COMMENTS

Strengths

- Location
 - In relation to High School
 - Central to District
- Partnerships (OOLF, State of Utah, KID, Chambers of Commerce, URPA, NRPA, etc.)
- Strong, retentive and dedicated staff, management, and board
- Membership base, attendance
 - Over a million attendees
- Amazing facility
 - Synergy with Olympic Oval and County Park
 - Large size, many amenities.
- Financially cautious and stable
- Low prices – affordable
 - \$245 per household annually

- Results in consistent use
- Awareness of demographics
- Unique amenities with regional draw
- Year-around programs
- Trainings and organization involvement (JASD, NRPA, URPA, Staff, Safety, etc.)

Weaknesses

- Public unawareness of KOPFC
 - Difficult to get information out to all district residents
 - Need a central clearing house for all KOPFC information
- Aging facilities with deferred maintenance
 - Competition Pool
 - Old Buildings
 - Locker room walls crumbling, plumbing issues
- Inadequate staffing
 - High staff turnover particularly custodial
 - Opportunity to make presence at high school to find employees
 - Opportunity to share staff between agencies to be more efficient
- “Flow” between facilities
 - Need better connectivity and wayfinding
- Access point control
 - Wristband method is not working as desired
- Limited room to expand
- Theft and security
 - Particularly in locker rooms
 - Looking into gender neutral locker rooms with security cameras
 - Expensive – Unsure how to fund
- Lack of parking/poor traffic flow
 - Especially an issue for events
 - New parking lots helped mitigate the issue
 - Better event planning would help
 - On street parking conflicts with larger vehicles
 - Eventually structured parking may be needed
- Streets
 - Busy traffic
 - Poor entrance onto Cougar Lane from 6200 S and 5400 S
 - Road washes out
- Limited on pricing – must remain affordable
 - Need to find balance of cost vs expenses
- Park locations/access
 - No “eyes” on the park
- Limited on funding
- Work/life balance of Staff and managers

2

- Sustaining growth

Opportunities

- New community newspaper - Opportunity to convey KOPFC information
 - headed by the High School Journalism Students
- Greater Integration with Olympic Oval
- Train staff in maintenance and trades – save money on maintenance costs
- New library – largest in the county
 - 5400 South and 4200 West
- District area is not built-out – room for growth
- Leverage 2030 Olympics if they return to Salt Lake City
 - Negotiate parking structure
- Additional partnership opportunities with community (Healthy Kearns, Evidence 2 Success, Friend of Oquirrh Park, KHS)
- Element Event Center

Threats

- Overcrowding of facilities
- Completion Pool – old and due to fail at any time
 - Lots of money required to renovate
- Aging populations
 - Need more amenities for seniors (i.e. yoga, computers, etc.)
 - Already have water aerobics, silver and fit programs
 - Programs exist through the county
- Vandalism and disrespectful usage
 - Currently mitigating with law enforcement and good camera system
 - A challenge with close proximity to High School
 - Hard to prosecute students during school hours
 - Need better lighting and unified camera system
 - Grant available through Safe Neighborhoods
- Commercial completion (private gyms, water parks, etc.)
 - Legislative issue
 - KOPFC is more diverse and inclusive than private gyms/facilities
- Increases in operating costs
- Old infrastructure
- Liability issues – safety
- Socioeconomic needs
- Cost of health care
 - People may have to choose between preventative care and diagnostic care
- Change in leadership (loss of institutional knowledge)
 - Leadership at high school and in local communities change
- Tax law reform

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FOCUS GROUP MEETING NOTES

Oquirrh Recreation and Parks District Master Plan

NOTES

Focus Group 1: Staff

July 17, 2019, 3:00pm, Element Center



IN ATTENDANCE:

Amy Romero	Fitness Supervisor
Andy Hodson	Maintenance Worker II
Audrey Bell	Aquatics Program Supervisor
Brad Peercy	Aquatics Manager
Chris Johnson	Accountant/HR Specialist
Deanna McAllister	Membership Coordinator
Jennifer Dodge	Group Sales/Marketing Assistant
Jessica Fullmer	Aquatics Safety Supervisor
Jacque Wardle	Recreation Manger
Kay Thompson	Child Care Coordinator
Kurt Warren	Facilities Manager
Patti Hansen	Executive Director
Sam Page	Operations Manager
Shirley Spain	Water Fitness Coordinator
Steve Cook	Marketing & Events Manager
Steve Sherwood	Facility Supervisor
Teejay Millar	Assistant Executive Director
Lisa Benson	Landmark Design
Madison Merrill	Landmark Design

SUMMARY

KOPFC staff members discussed with Landmark Design their vision, goals, and concerns for the facility. Topics included existing and proposed facilities, maintenance, staffing, and more. Specific comments follow:

DISCUSSION/COMMENTS

Facilities

- Competition pool is the main priority and concern
 - Majority of mechanics and equipment need to be replaced
 - Very hot and humid – need dehumidification system
 - Plumbing and electrical issues (leaks, cannot isolate systems, galvanized irrigation, aged fire alarm system, etc.)
 - Deck failing
- Locker rooms are a major concern
 - Look like a prison
 - Need to be gutted and redesigned

1

- General consensus on non-gender locker rooms (lockers out in open with individual changing/shower rooms.
 - There are potential issues – reference other communities (such as Provo)
 - Swim team locker room should remain separate from public locker room
 - Three swim teams with approximately 40 swimmers each
- Air conditioning/ventilation is needed in the First Aid Room, Water Aerobics Office, and all storage rooms and offices in in the indoor recreation pool building.
- The “Sahara Desert” needs to be addressed
- Entrance security
 - Currently two unsecured entrances: Competition Pool and Element Center
 - Currently two secured entrances: Front Desk and Kiosk
 - Front desk admissions are difficult to regulate with classes and programs
 - Extend front counter for enhanced security
 - East gate is used for events – usually locked
- Park
 - A few activities programmed at the pavilion
 - Use to have more programs at the park
 - Workout stations are desired but concerned about vandalism
 - Need more shade and seating areas
- Desired a year-around diving program but need indoor diving facilities
 - Should be a part of the Competition Pool renovation
 - Dive towners need protective railings and safety features
- Lifeguard break room needs improvement – hot and loud
 - Room to expand
- Need designated classroom space
- Need more office and storage space
 - Should be part of Competition Pool renovation
 - Office space should have windows
- Desire a fieldhouse
 - Indoor pickleball and tennis
 - Can be programmed and rented
 - Differentiate programming from County's
 - Consider partnership with County
- Need a designated birthday room near the pools for large groups (40 person capacity)
 - Currently using the dance room which does not work well
 - Also necessary for seniors
- Need a shop to store equipment
- Better area for staff breaks and small meetings (separate from lifeguard breakroom)
- Parking lots are icy and dangerous in the winter
- Need improved outside lighting
- Tents should be replaced with pavilions
 - Less maintenance

2

- Should be enclosable to use for storage in the winter
- Tennis courts should be replaced with combo of post-tensioned pickleball and tennis courts
 - Keep at least one tennis court – maybe the stadium court
 - High School and new park have tennis courts
- Parking issue resolved now with new parking lots
 - Still a challenge for events
 - High School sometimes allows use of their parking
- Tennis building
 - Used for tennis lessons, nutritionist, and meeting/extra event space
 - Needs to be remodeled
 - Not efficient
 - Inadequate restrooms
 - Restrooms should be gender neutral
 - Not enough privacy where they are located now
- Need more signage and wayfinding
- Rethink the name “Kearns Oquirrh Park Fitness Center”
 - Confused with Kearns Recreation Center next door
 - Several municipalities in the district other than Kearns
 - Kearns has negative connotations
 - KOPFC represent the community
 - People would be upset if the Kearns was removed from the title
 - Tried to remove Kearns from the title in the past but was unsuccessful
- Limited physical access to the track (must walk around the building to access it)
 - Oval hours do not coincide with KOPFC hours
- Limited members take advantage of free skating on Mondays
 - Members must pay to rent skates
- Add solar or renewable energy with improvements
 - Good for KOPFC image

Maintenance

- Leak in the Outdoor Rec play feature
- Springboards and starter platforms need to be replaced
- Need a new washer and dryer

Staffing

- Hiring is a challenge
 - Particularly custodial, maintenance and facilities
 - Need more full-time positions
- Pool staff should be able to stay focused on pool maintenance and should not have to address custodial or grounds maintenance
- **Grounds are** a challenge
 - Some tasks contracted out (including snow removal)

Other

- Should fees be raised?
 - Support for raising fees
 - Concern about affordability
 - The District’s socioeconomic class should be considered
- Use frequently exceeds capacity
 - Depends on season and time of day
 - 75% of the time in the summer
 - 50% of the time in the winter
- 2010 bond failed in part due to too many amenities addressed
 - Did not address what survey respondents requested

NOTES

Focus Group 2: Sports & Community Partners

July 18, 2019, 5:00pm, Element Center



IN ATTENDANCE:

Greg Warner	Utah Olympic Oval Operations Manager
Amy Quinn	CEM Aquatics/Program Participant
Paul Larsen	Utah Swimming President
Patti Hansen	Executive Director
Jeff Perry	District Trustee
Lisa Benson	Landmark Design
Madison Merrill	Landmark Design

SUMMARY

Representatives from sports groups or community partners discussed their vision, goals, and concerns for the facility and District. Topics included facilities, programs, partnering and more. Specific comments follow:

DISCUSSION/COMMENTS

Oval/Olympic Legacy Foundation

- Has been with the Oval for three years now
- Oval is going through some of the same issues the KOPFC is, with the age of the facility (new roof, boiler, refrigeration, etc.)
 - Have been going through their own master planning process
 - Developing plan internally rather than with a consultant
- Have a unique partnership with the KOPFC
 - Use of running track by KOPFC members has been a great success and should continue
- Would like to see the corner of 5400 S. Cougar Lane improved
 - Unsightly – expensive upkeep – not a good “gateway” to this caliber of a facility
 - Work with UDOT and Kearns Township
- Traffic flow on Cougar Lane is an issue
 - Two lanes are not enough

Utah Swimming – part of USA Swimming

- The KOPFC facility is valuable to their organization
 - The only facility in the state that meets all of the national qualifications
 - Adjacency to Olympic training facility helps appeal of venue for events
 - Need to be able to dive at both ends of the pools to maximize efficient use
 - Have held the 16-state championship here
 - It's a bid process for this and other larger meets

1

- Would like to coordinate with the District three years in advance on meet schedules to make sure meets and public/program uses don't conflict
 - Need areas for warm-ups and warm-downs – have to schedule in advance so these areas won't be booked with other events or classes
- Needed improvements for large swimming events
 - New starting blocks are needed – existing ones are old
 - Additional seating capacity – need up to 1,000
 - Sounds system – always important for events
 - Scoreboard placement – challenging for officials and coaches and uses old technology
 - Swimming is the #2 Olympic sport, and popularity of professional swimming is growing in Utah
 - Would be nice to have a large enough venue to accommodate both age brackets for meets/competitions
 - Inspiring for younger swimmers to see older ones competing at higher levels

Fitness Classes and Facilities

- Fitness Classes
 - Need more fitness classes and more updated classes
 - More training for instructors, and instructors need to incorporate new techniques and ideas into their classes
 - Classes are mediocre
 - Need more intense classes
 - Consider renaming some classes – “Boot Camp” scares a lot of people off and doesn't match what class really is about
 - Maybe too much Zumba – some like, some don't like
- Pools
 - Love the pools
 - Wish the 50 meter pool wasn't covered all year
 - Water polo and open play are great
 - Comp pool is less busy which makes it easier to access
- Fitness Room
 - Sound is hard to hear – doesn't carry well
 - Not crazy about the new floor
- Cardio/Weight Areas
 - Need hand weights upstairs (by ropes) so classes don't have to run down to weight room and bring hand weights up for class
- Kids Activities
 - Have a good variety for younger kids
 - Now that kids are older, can come and they just go hang out with friends
 - Older kids love the Friday Night Flicks
- Swimming Lessons
 - Are great – have been the best in the state
- Park
 - Sometimes the fitness classes go outside to the park and it's great

2

- Would like to see some outdoor gym/fitness equipment/workout stations
- Hours
 - Why such limited hours on Sundays?
 - Friends would like it open earlier on Sundays
- Locker Rooms
 - Always small and yucky wherever you go
 - Doesn't use the locker rooms – just changes at home
 - Family locker rooms are good
- Financing
 - All for paying more – use the facility a ton
 - User fees are probably a good way to help pay for improvements
 - Bonding – get more bang for your buck
 - Recreation is invaluable – this facility is packed all of the time
 - Keeps kids out of trouble, but have older people that don't use it
- Recent improvements are good
 - Still working on how to improve the front end, need turnstiles eventually

PUBLIC SCOPING MEETING NOTES

Oquirrh Recreation and Parks District Master Plan

NOTES

Public Scoping Meeting

July 18, 2019, 6:00pm, Element Center



Three members of the public attended, in addition to staff and board members.

SUMMARY

Although attendance at the Public Scoping Meeting was low, the members of the public that did attend offered helpful input, and District staff members were on hand to answer questions.

A summary of the discussion follows.

DISCUSSION/COMMENTS

Facilities

- KOPFC together with the Oval and Element Center is a one-of-a-kind facility
- Comp Pool
 - is dear to their family
 - Is unsafe, has not had any seismic upgrades yet
 - Should be first priority above other improvements
- Indoor Rec Pool
 - “Dungeon” pool – dark with new window film
 - Film had to be added for safety so that lifeguards could see to the bottom of the pool
- Locker Rooms
 - Need to be updated, are awful
 - “Lovers Lane”
- Grass Area Between KOPFC and Kearns Recreation Center
 - Get rid of grass and add a pool here
 - Grass is not maintained well
 - New pool wouldn't have to be fancy
- New Parking Lot
 - Has Issues - Need to provide an ADA accessible/pedestrian route
 - Right now people have to walk across curbs and landscape rocks
 - Has good security now with cameras
 - Bollards in median look like headlights at night and are very distracting
 - Consider new dark sky compliant fixtures instead to keep light where it needs to be and not confuse drivers (look at new lights in Smiths parking lot – festive and functional)
 - Traffic patterns in parking lot
 - Confusing
 - District is monitoring traffic patterns for ways to improve flow
- Tennis Courts
 - Current condition is poor – can't be repaired, need to be reconstructed

1

- Could be a liability issue
- Would like to use new courts at Kearns High School, but access is a big challenge
 - Courts are located too far from parking/drop-off area
- \$30,000 was the biggest grant they could find to help with the tennis courts, but each post-tensioned court is about \$100,000
- Pickleball
 - Huge demand
 - Consider enclosing any new pickleball courts
- Entry/Wayfinding/Connections
 - People get confused about where to go, especially between the KOPFC, the Oval, and the Element Center
 - Access to the cardio area is difficult and complicated, especially for seniors
 - Not as accessible as it should be
 - District wants people to be able to use the elevators to access the cardio area, but layout doesn't currently facilitate that access
 - The facilities aren't well-connected to each other and to the entry lobby, especially the pools
 - People get confused about how to access the pools
 - Looking at turnstiles to make the pools more accessible from other areas
- Window glare
 - Glare is also an issue in the new cardio room, in the gym and other rooms with west-facing windows
- Park
 - Miss the old dinosaurs that used to be in the park (the slide was a dinosaur)
 - Lost the dinosaurs to a fire someone started in the playground
 - It's the little details that count
 - Has a good walking path
 - Water district keeps taking away land for more storage tanks
 - Provide connections through school or fencing to surrounding neighborhoods
 - Look at plans for the Oquirrh Park improvements – County will be adding some trails that can connect to the park
 - Many people walk or bike to the facility
- Seniors
 - Primarily use the treadmills, recumbent bikes, and the ellipticals
- Rock Climbing
 - Would love a rock climbing wall
 - Was supposed to be in original facility, but was cut from the budget
 - Now daycare uses this area
 - Climbing tower for kids would be great
 - Have seen climbing walls integrated with pools
 - Used to have a Christmas light drive through event, but that has moved to the Equestrian Center
 - Caused major traffic issues, though it was very popular
 - Went away because it couldn't be accommodated during construction at the KOPFC
- Track at the Oval

2


- Many members still don't realize they can use the track
- Access/connection is a deterrent
- Teams are practicing there, and the KOPFC is programming some classes there
- Potential Indoor Fieldhouse
 - Would be awesome
 - Could make money for the District
 - Regarding public/private competition – there's never enough indoor space
 - Already have parking
 - Could have track up above field like Basin Recreation Fieldhouse at Kimball Junction
 - Could accommodate fitness classes, soccer, lacrosse, rugby, etc.
- Traffic
 - Hard to turn onto Cougar Lane from the Oval if you're trying to go left
- Bike Parking
 - Indoor bike parking or bike lockers would be great
- Swimsuit Dryers
 - Need more
 - Should be out in the open
- Additional 50-meter pool
 - Have great swim teams – best in state
 - More room for completions and swimming

Funding/Finances

- Best way to fund major improvements is with bonding/raising taxes
 - The previous bond for \$13 million didn't pass because of poor timing at the addition of extra amenities on top of the basics that were needed
 - There have been a lot of tax increases lately, so it would be good to let things settle a little while and see where things settle before proposing another bond
 - Hopefully bond can pass next time
- Fees
 - Membership fees are super inexpensive (maybe one of the most affordable in the country)
 - Consider raising fees
 - Want to keep it priced lower than taking your family to dinner and a movie
- The District rents the pool to raise money selectively to raise money, but has to balance this with public access.
- Some grants are available to help with costs, but are typically for programs and not capital improvements.
- Cost for pool renovation/replacement may be \$6 to \$10 million at least.
- Large Swim Meets
 - Brings in money to the District
 - The District could use a second 50 meter pool to host more
 - Consider increasing the fees for meets and other rentals
 - Facility is in demand
 - Meets bring additional family members
 - Can present access control issues with current system
 - Should spectators be charged entry?
- Concessions


- Bring money into the District
- Should the District stop allowing outside food?
 - Creates more garbage
 - Hard to manage

SCIENTIFIC SURVEY RESULTS



KEARNS OQUIRRH PARK FITNESS CENTER

KEARNS OQUIRRH PARK FITNESS CENTER
2019 SCIENTIFIC SURVEY OF DISTRICT RESIDENTS



SURVEY METHODOLOGY

SAMPLING, MODE, & MARGIN OF ERROR

- 404 residents within the boundaries of the Oquirrh Recreation and Parks District 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 District as a whole, specifically in regards to age, race, gender, and home ownership.
- Self-administered online interviews via emailed and mailed invitations conducted August 9-September 9, 2019.
- Margin of error +/-4.87 percentage points

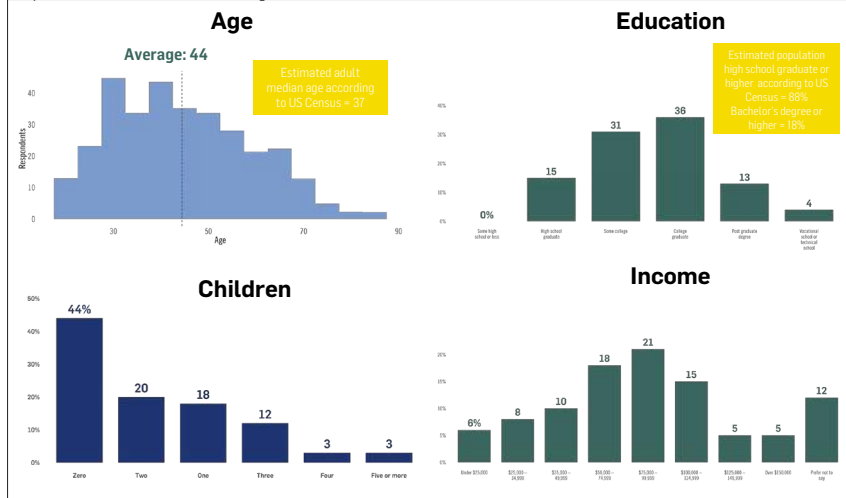
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1. The Kearns Oquirrh Park Fitness Center is most known for its indoor pool. By far, the pool is the most commonly used facility in the center.
2. The vast majority of KOPFC users are satisfied with their experience at the fitness center. In addition to overall satisfaction being high, users are generally satisfied with the maintenance, cleanliness, and safety of the facilities.
3. Residents express the greatest willingness to pay tax increases in support of improvements to the pool as opposed to any other improvement project.
4. The vast majority of residents would be willing to pay an increase of \$5 to support KOPFC projects and a majority would be willing to pay as much as \$20.
5. The Fire Water & Ice Festival is the most popular event offered by KOPFC. Those who have attended the event praise the fireworks, pool, and affordable prices and express interest in having more food vendors.
6. The most common reason for not attending the festival is due to a lack of information regarding the event.
7. Residents express interest in alternative forms of communication regarding the fitness center including an annual events calendar or electronic notifications.

FINDINGS TO REMEMBER

DEMOGRAPHICS

Respondents are slightly older than average residents, with an average age of 44. Over half of the respondents have one or more children. Most have attended at least some college. Respondents are distributed across all income brackets, with pluralities in the middle income ranges.



DEMOGRAPHICS

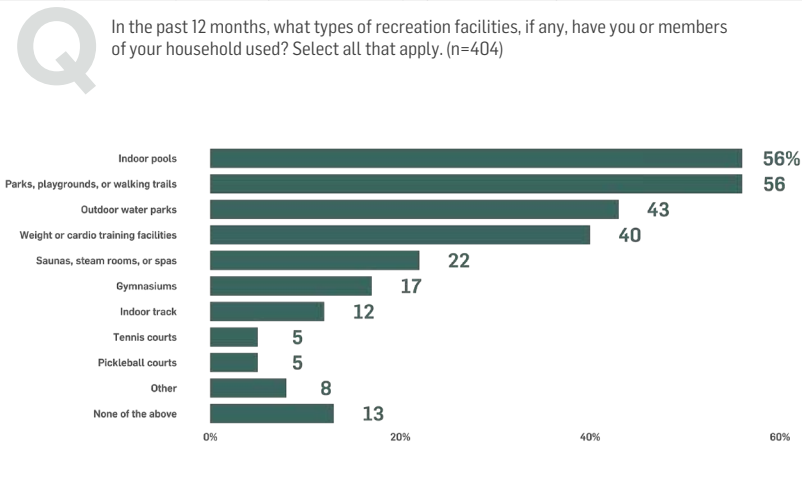
The response rate from women was slightly higher than it was for men. Approximating the demographics of the city as a whole, the vast majority of respondents indicate that they are white/Caucasian, with 17% Hispanic/Latin heritage. 2/3 of respondents are married and a majority are homeowners.



AWARENESS & USE

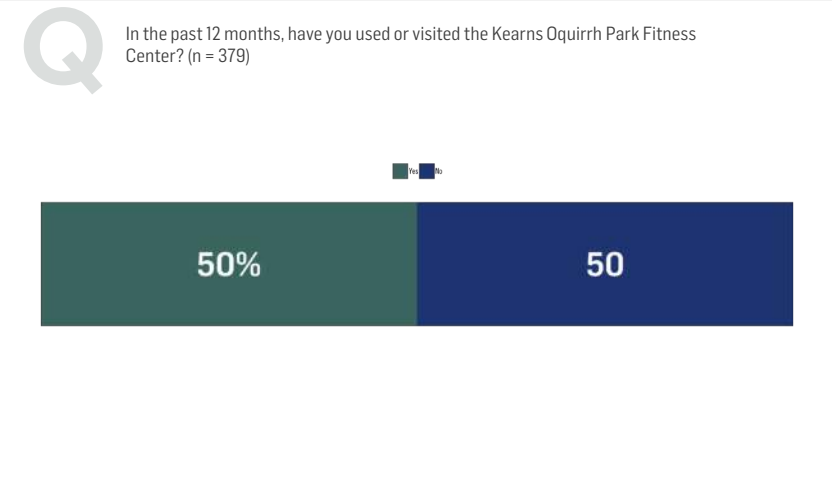
PARKS & INDOOR POOLS COMMONLY USED

When considering use of recreational facilities in general, the majority of respondents report using indoor pools and/or parks, playgrounds, or walking trails during the past year. Other commonly used recreational facilities include outdoor water parks and weight/cardio training facilities. Only 13% report not using any recreational facility.



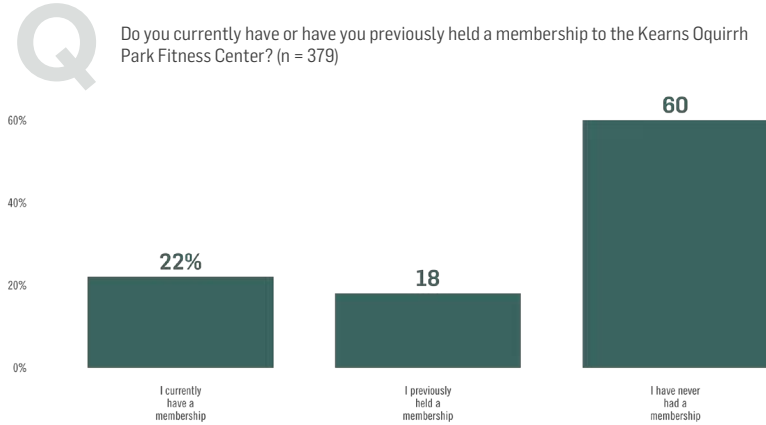
HALF HAVE VISITED KOPFC IN PAST YEAR

Half of all respondents report having used or visited the Kearns Oquirrh Park Fitness Center during the past year.



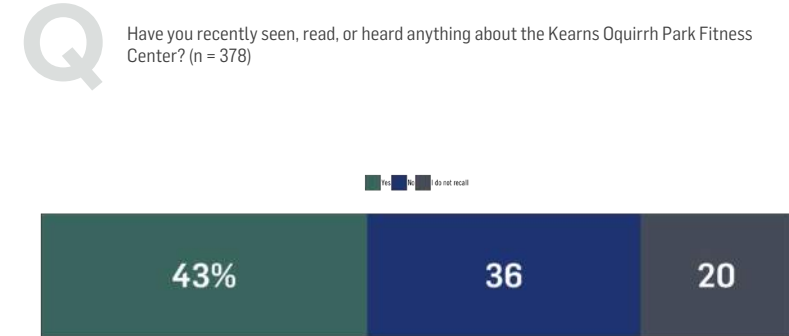
MAJORITY HAVE NEVER HAD A MEMBERSHIP

Although many have visited the fitness center during the past year, only 22% hold a current membership. 40% have or have previously had a membership and 60% have never had a membership.



PLURALITY HAVE HEARD OF KOPFC RECENTLY

Nearly half of respondents report that they have seen, read, or heard something about the Kearns Oquirrh Park Fitness Center recently.



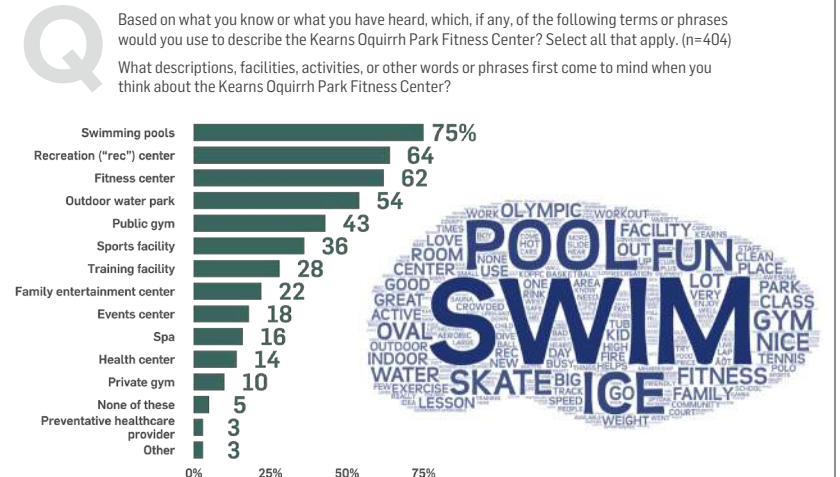
FIRE, WATER, & ICE FESTIVAL HIGHLY VISIBLE

Among those who have heard something about the Kearns Oquirrh Park Fitness Center, a significant plurality report having heard about the Fire Water & Ice Festival. Many report coming across information in flyers, mailing ads, or Facebook posts.



KOPFC KNOWN FOR POOLS AND REC CENTER

The majority of respondents associate the Kearns Oquirrh Park Fitness Center with its pool. 75% of people say that they would use the phrase "swimming pools" to describe the facility and "pool" and "swim" are consistently among the first words that come to mind when people think of the fitness center.



VAST MAJORITY OF KOPFC USERS SATISFIED

Among those who have visited the fitness center during the past year, nearly 80% report being at least somewhat satisfied with the value they receive and 41% report being very satisfied.



How satisfied or dissatisfied are you with the overall value your household receives from the Kearns Oquirrh Park Fitness Center's facilities and programs? (n = 181)

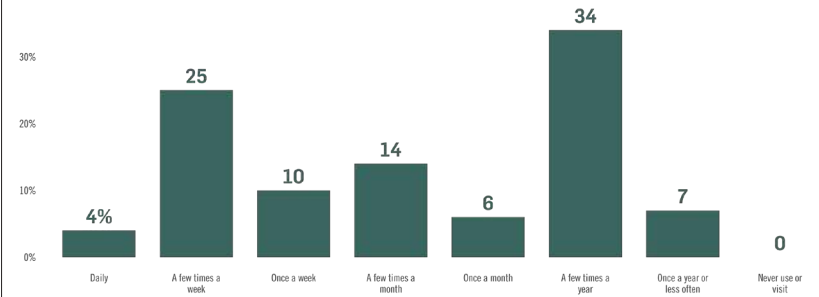


PLURALITY MAKE ONLY A FEW VISITS A YEAR

Of those who have visited the fitness center during the past year, over 41% report using the center a few times a year or less. By comparison, only 29% use the facilities as often as a few times as week.



How often do you use or visit Kearns Oquirrh Park Fitness Center? (n = 181)

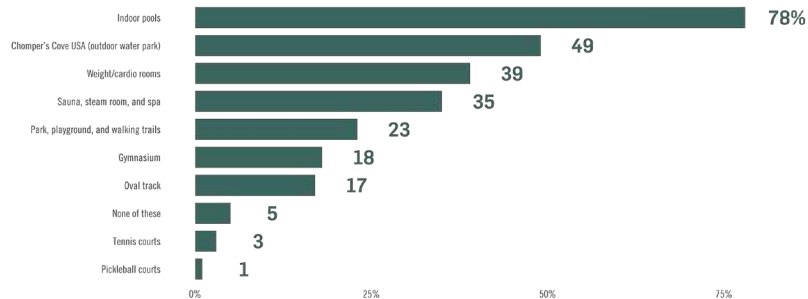


FITNESS CENTER VISITORS USE THE POOLS

Among those who have used the fitness center during the past year, over three-quarters report having utilized the indoor pools and nearly half report having used the outdoor pools. Non pool facilities are less universally used. However, other popular facilities include the weight rooms and sauna, steam room, and spa.



Which of the following facilities at the Kearns Oquirrh Park Fitness Center have you used in the past 12 months? Select all that apply. (n=180)

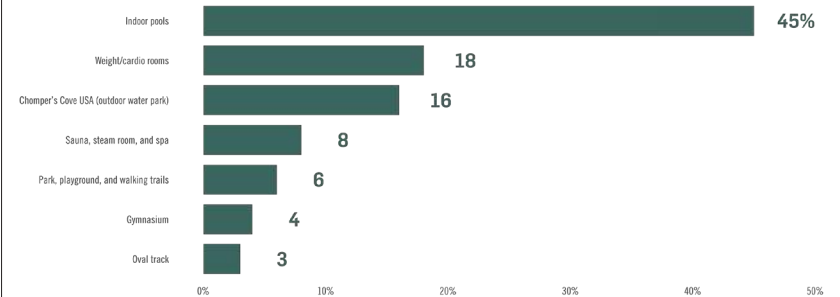


MOST FREQUENTLY USED FACILITY: POOLS

By far, the indoor pools are the most frequently used facility, with 45% of respondents reporting that it is the facility they use most often. No other facility compares to the pools in terms of frequency of use.

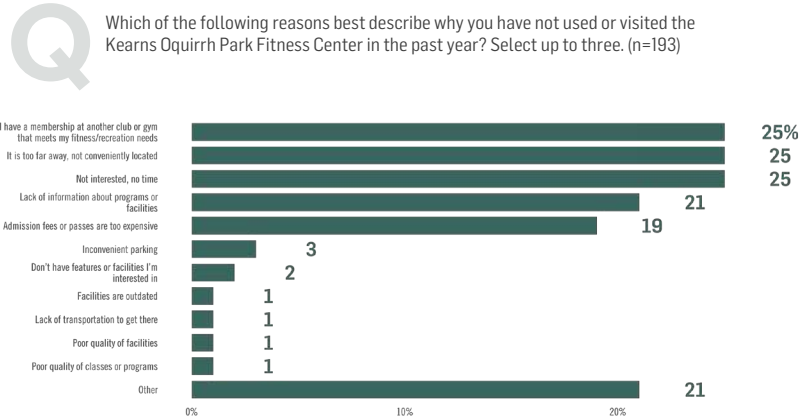


Which KOPFC facility does your household use most often? (n = 169)



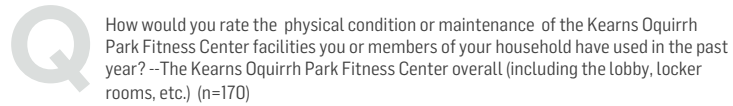
CONVENIENCE AND LOCATION: TOP BARRIERS

For those who have not visited the fitness center during the past year, 25% report that they already have a membership with another gym or club that meet their recreation needs. Equally common reasons for not using KOPFC include the inconvenience of its location and not having time or interest.



ABOVE AVERAGE MAINTENANCE OF KOPFC

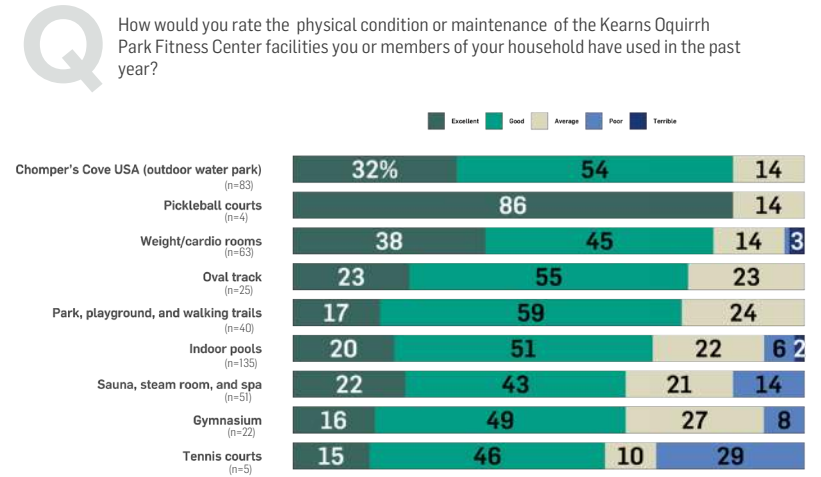
Over half of respondents rate the condition and maintenance of KOPFC as "good" or "excellent." Only 7% report being dissatisfied with the maintenance of the facility.



FACILITY EVALUATIONS

TENNIS COURTS REQUIRE MOST IMPROVEMENT

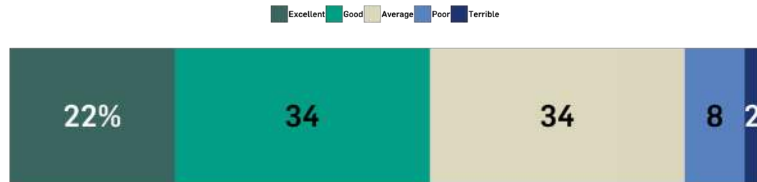
For the most part, facility users are generally satisfied with the condition and maintenance of KOPFC facilities. The tennis courts are the facility for which users express the least satisfaction with maintenance. However, these results represent an extremely limited sample size.



ABOVE AVERAGE CLEANLINESS OF KOPFC

Over half of respondents rate the physical cleanliness and appearance of the Kearns Oquirrh Park Fitness Center as "good" or "excellent." Only 10% report being dissatisfied with the cleanliness of the facility.

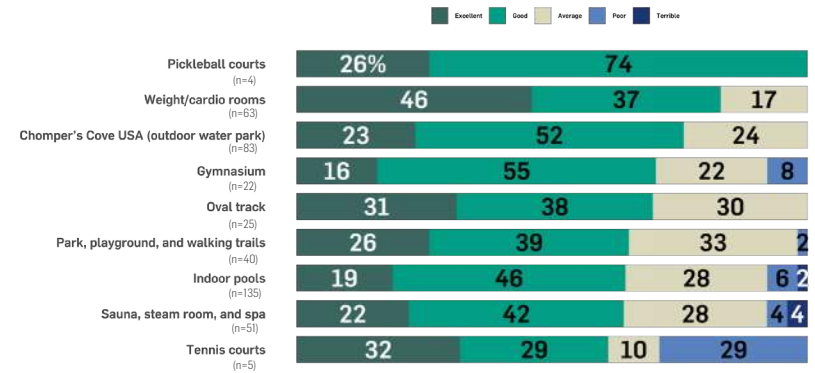
Q How would you rate the physical cleanliness and appearance of the Kearns Oquirrh Park Fitness Center facilities you or members of your household have used in the past year?--The Kearns Oquirrh Park Fitness Center overall (including the lobby, locker rooms, etc.) (n=170)



GENERAL SATISFACTION WITH MOST FACILITIES

For the most part, facility users are generally satisfied with the cleanliness of KOPFC facilities. The only facilities that received less-than-positive feedback were the weight/cardio rooms, indoor pools, sauna, gym, and tennis courts.

Q How would you rate the physical cleanliness and appearance of the Kearns Oquirrh Park Fitness Center facilities you or members of your household have used in the past year?

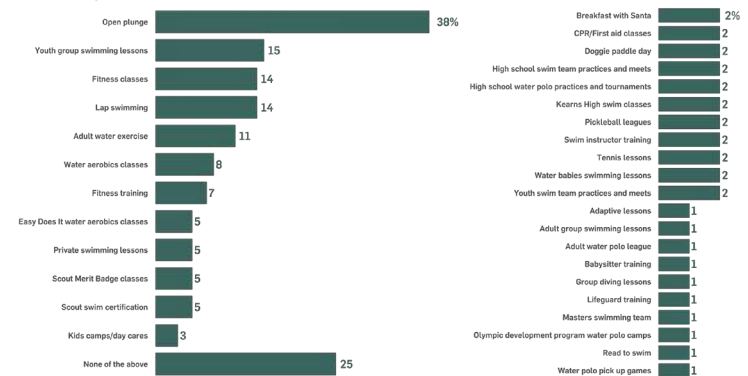


CURRENT PROGRAMS

OPEN PLUNGE IS MOST POPULAR PROGRAM

Besides the Open Plunge, which is by far the most well-attended of any program offered by KOPFC, the programs which induce the most widespread participation are youth swimming lessons, fitness classes, and lap swimming. The majority of programs offered by KOPFC are utilized by relatively small percentages of people.

Q Which programs or activities offered by Kearns Oquirrh Park Fitness Center have you or members of your household participated in during the past 12 months? Select all that apply. (n=186)



NEARLY ALL PARTICIPANTS SATISFIED

Of those who have attended programs at KOPFC, the vast majority report having "good" or "excellent" experiences. No respondents ranked their experience as below average.

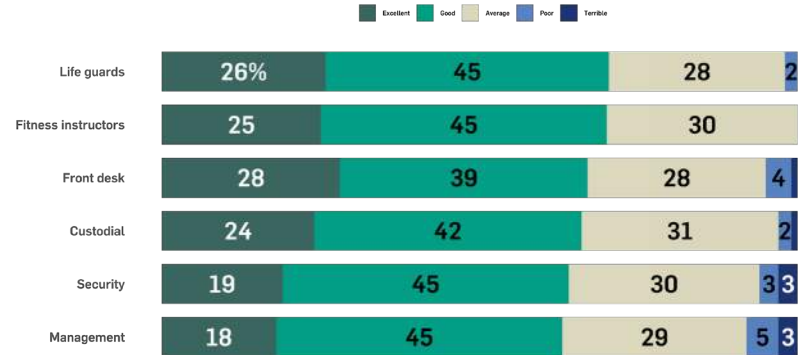
Q How would you rate the overall quality of the programs and activities offered by KOPFC that you and members of your household participated in? (n=122)



CUSTOMER SERVICE RANKS HIGHLY

Across all personnel groups, the majority of respondents report having positive experiences with customer and guest services at KOPFC, with less than 10% expressing dissatisfaction for any of the service areas.

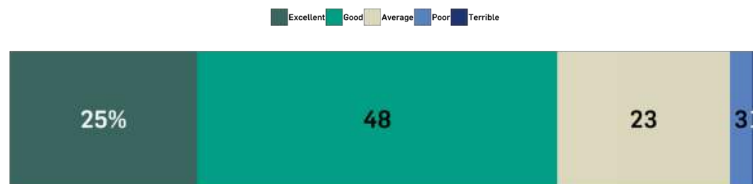
Q How would you rate the customer or guest services of each of the following personnel groups at the Kearns Oquirrh Park Fitness Center?



MAJORITY CONSIDER KOPFC SAFE

Nearly three-quarters of respondents rate the security and safety of KOPFC as "good" or "excellent." Less than 5% express any dissatisfaction with the safety of the facilities.

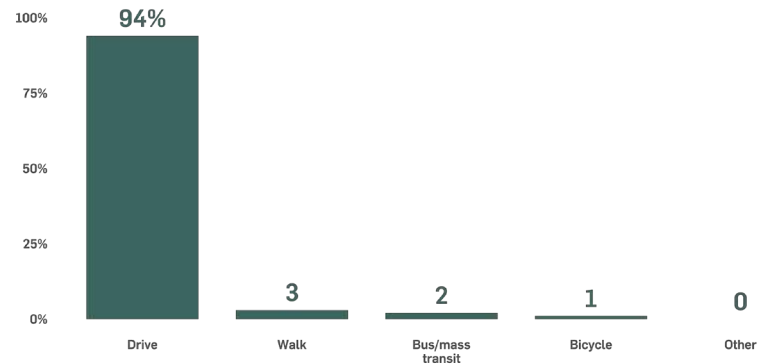
Q How would you rate the safety and security of the Kearns Oquirrh Park Fitness Center?



NEARLY ALL RESPONDENTS DRIVE TO KOPFC

Over 90% of those who use the Kearns Oquirrh Park Fitness Center travel there via car.

Q How do you most often travel to the Kearns Oquirrh Park Fitness Center? (n = 168)



POTENTIAL SERVICES

REQUESTS FOR RECREATIONAL CLASSES

When asked for suggestions of potential programs that KOPFC could offer, a majority of respondents indicated that they had no suggestions. Of the approximately 45% who did offer suggestions, many indicated that they would like to see more classes offered such as yoga, Zumba, and aerobics. Others mentioned adding rock-climbing or racquetball facilities.



What programs or facilities would you be interested in using or participating in that are not currently offered by the Kearns Oquirrh Park Fitness Center?



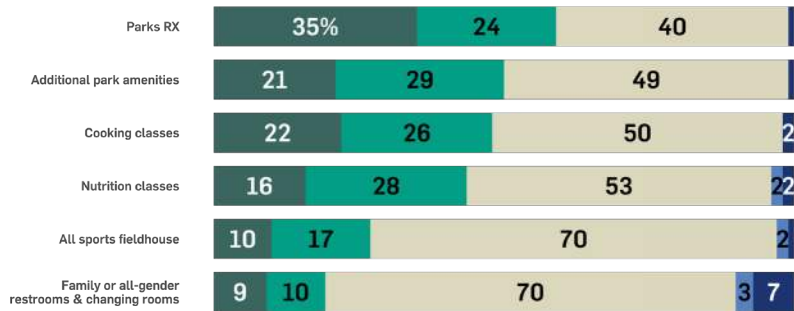
DEMAND FOR PARKS RX

When considering additional program ideas, respondents express the most interest in having a Parks RX program, with 59% reporting that they would use the facilities more often if this program were offered. By comparison, only 19% say they would be more likely to use the facility if family or all-gender locker rooms were provided.



What programs or facilities would you be interested in using or participating in that are not currently offered by the Kearns Oquirrh Park Fitness Center?

Legend: I would use much more, I would use a little more, My use would not change, I would use a little less, I would use much less



WILLINGNESS TO PAY

2/3 SUPPORT POOL IMPROVEMENT TAXES

64% of respondents say that they would be at least somewhat willing to pay additional property taxes to support the refurbishment or replacement of the Indoor Comp Pool. Only 23% say they would be not at all willing to pay additional taxes to support this project.

Q The Kearns Oquirrh Park Fitness Center indoor Comp Pool, which hosts swimming lessons, water aerobics, high school programs, open plunge, events and parties, is 55 years old and is failing beyond the ability to repair (mechanically, structurally, electrically, etc.). Please indicate how willing you would be to pay additional property taxes each year to fund refurbishment or replacement of the Indoor Comp Pool. (n=110)

Extremely willing Very willing Somewhat willing Not very willing Not at all willing

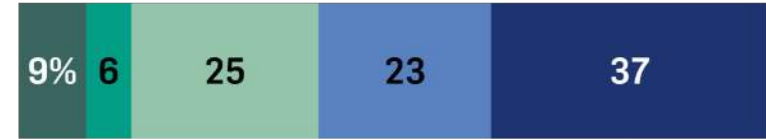


MAJORITY OPPOSE TENNIS COURT IMPROVEMENT

40% of respondents say that they would be at least somewhat willing to pay additional property taxes to support the replacement of the tennis and pickleball courts. 37% say they would be not at all willing to pay additional taxes to support this project.

Q The Kearns Oquirrh Park Fitness Center tennis courts were originally constructed of asphalt and are now failing beyond the ability to repair. Please indicate how willing you would be to pay additional property taxes each year to fund the replacement of the tennis courts with a combination of post-tensioned tennis and pickleball courts which are much more durable and have a longer lifespan than asphalt courts. (n = 113)

Extremely willing Very willing Somewhat willing Not very willing Not at all willing

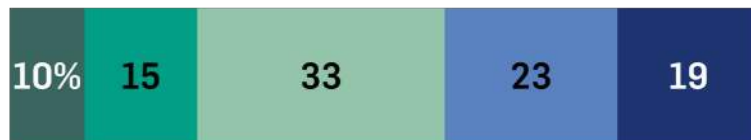


MAJORITY SUPPORT LOCKER IMPROVEMENT

58% of respondents say that they would be at least somewhat willing to pay additional property taxes to support major locker room renovations. Only 19% say they would be not at all willing to pay additional taxes to support this project.

Q The Kearns Oquirrh Park Fitness Center locker rooms have some safety/theft issues and significant maintenance issues. Please indicate how willing you would be to pay additional property taxes each year to fund major renovations or replacement of the locker rooms with individual non-gender changing rooms. (n = 110)

Extremely willing Very willing Somewhat willing Not very willing Not at all willing



STRONGEST SUPPORT FOR POOL IMPROVEMENT

All proposed improvement projects receive approximately equal strong support, but residents would be most willing to pay for pool improvements overall. Tennis court improvements receive the highest level of opposition in willingness to pay.

Q Please indicate how willing you would be to pay additional property taxes each year to fund [IMPROVEMENT].

Extremely willing Very willing Somewhat willing Not very willing Not at all willing



VAST MAJORITY WILLING TO PAY \$5

82% indicate that they are at least somewhat willing to pay a \$5 increase in property taxes to fund upgrades to existing KOPFC facilities. By comparison, only 44% are willing to pay an \$80 increase.

Q Please indicate how willing you would be to pay [DOLLAR AMOUNT] in additional property taxes each year to fund maintenance, refurbishment, replacement, and upgrades to existing Kearns Oquirrh Park Fitness Center facilities. (n = 83)

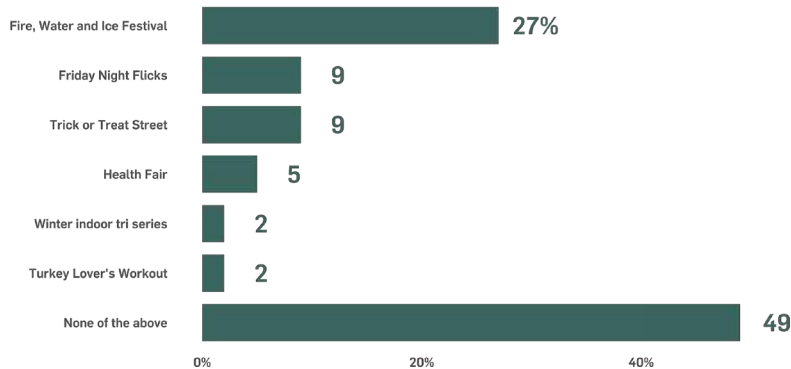


SPECIAL EVENTS

FIRE, WATER, AND ICE IS MOST POPULAR EVENT

Just over half of respondents have ever participated in a KOPFC event. Of those who have participated, the majority have participated in the Fire Water & Ice Festival.

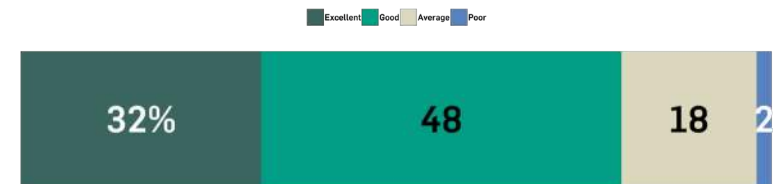
Q Have you or members of your household ever attended or participated in any of the following KOPFC events? Select all that apply. (n=404)



VAST MAJORITY SATISFIED WITH FESTIVAL

Of those who have participated in the Fire, Water, and Ice Festival, the vast majority rate their experience as "good" or "excellent." Only 2% rate their experience as less-than-average.

Q How would you rate your overall experience with the Fire Water & Ice Festival? (n = 106)



FIREWORKS ARE HIGHLY PRAISED

When asked what they like the most about the Fire Water & Ice Festival, respondents list fireworks and food among their favorite things. Additionally, those who have attended the festival appreciate the music, swimming, and affordable price of the event.



What do you like most about the Fire Water & Ice Festival?



DEMAND FOR MORE FOOD VENDORS

When asked for suggestions for how to improve the Fire Water & Ice Festival, people commonly mention increasing the number of food trucks and vendors. Additionally, people mention increasing the space and reducing the crowding.



What could the Kearns Oquirrh Park Fitness Center do that would most improve the Fire Water & Ice Festival?

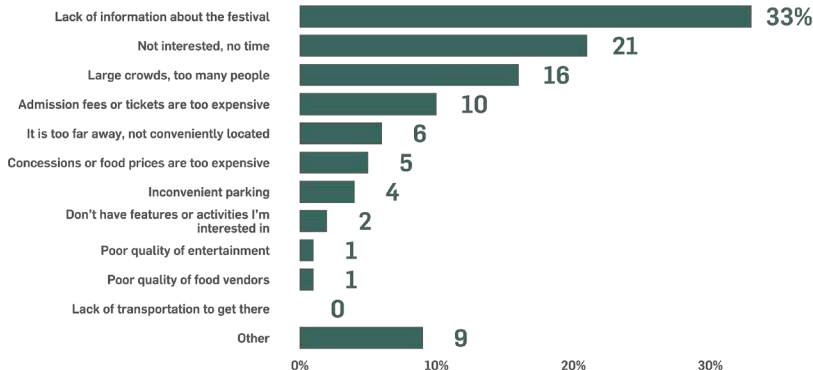


LACK OF INFORMATION PROHIBITS ATTENDANCE

A third of those who have not attended Fire Water & Ice Festival indicate that the reason they have not attended the festival is because of a lack of information about the festival.



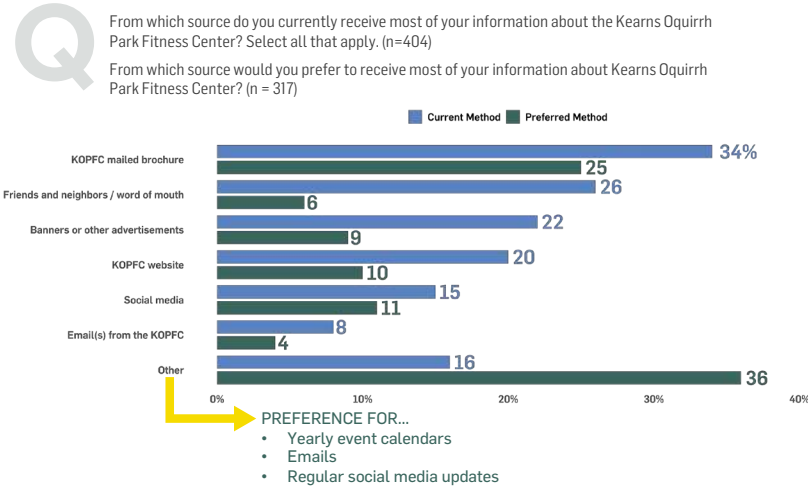
What is the primary reason or reasons that you have not attended the Fire Water & Ice Festival? (n=298)



MARKETING

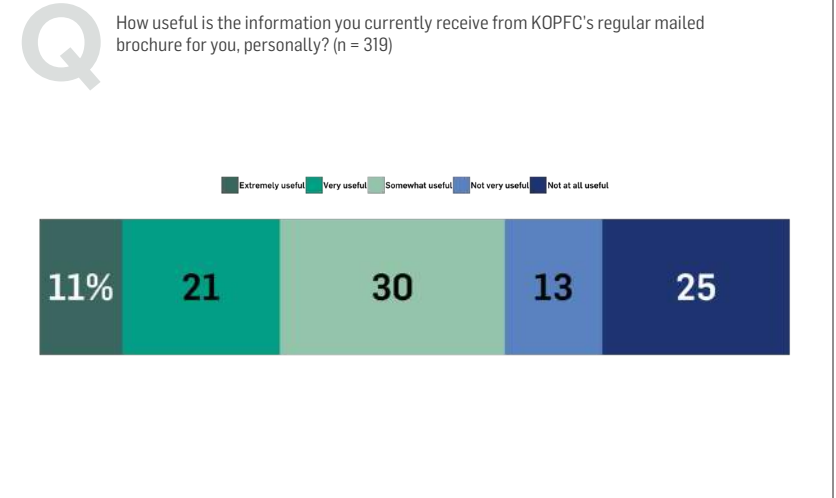
DEMAND FOR OTHER COMMUNICATION METHODS

The most common method for finding out about the Kearns Oquirrh Park Fitness Center is via mailed brochure. 25% of respondents indicate that this is also their preferred method. The 36% who say that they would prefer a method that is not listed mention booklets with yearly event calendars, emails, and social media forums with more active and updated postings.



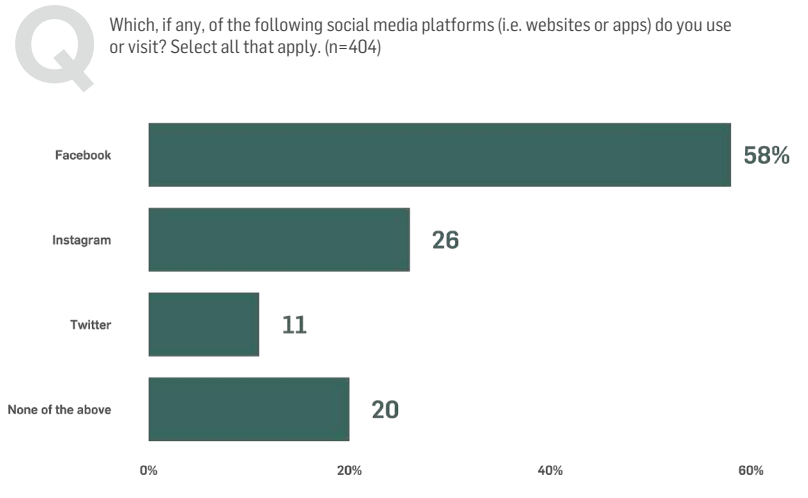
3-IN-5 RESIDENTS FIND BROCHURE RELEVANT

Most residents say the information in the KOPFC brochure is at least somewhat useful for them. Considering that half of residents say they have not visited KOPFC in the past year, the brochure information appears to be useful for KOPFC users.



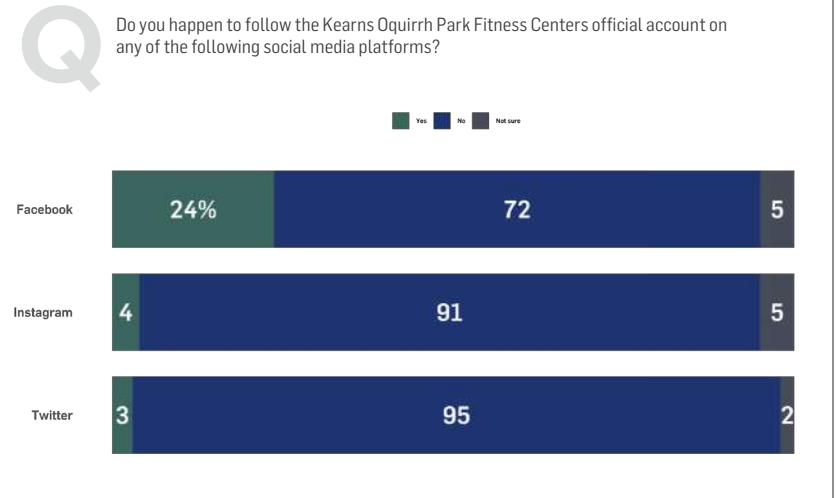
FACEBOOK IS MOST COMMON PLATFORM

58% of respondents are Facebook users. Instagram and Twitter are less commonly used. Only 20% of respondents do not use any of these social media platforms.



1/4 CURRENTLY FOLLOW KOPFC ON FACEBOOK

Of the three social media platforms with official KOPFC accounts, Facebook is the most commonly followed account. The Instagram and Twitter accounts are relatively less prevalent sources of information.



KOPFC FOLLOWERS FIND POSTS USEFUL

Of those who currently follow one or more of KOPFC's social media accounts, the vast majority find the information posted useful. Over half find the posts "very" or "extremely useful." Less than 10% say that the information is not useful.



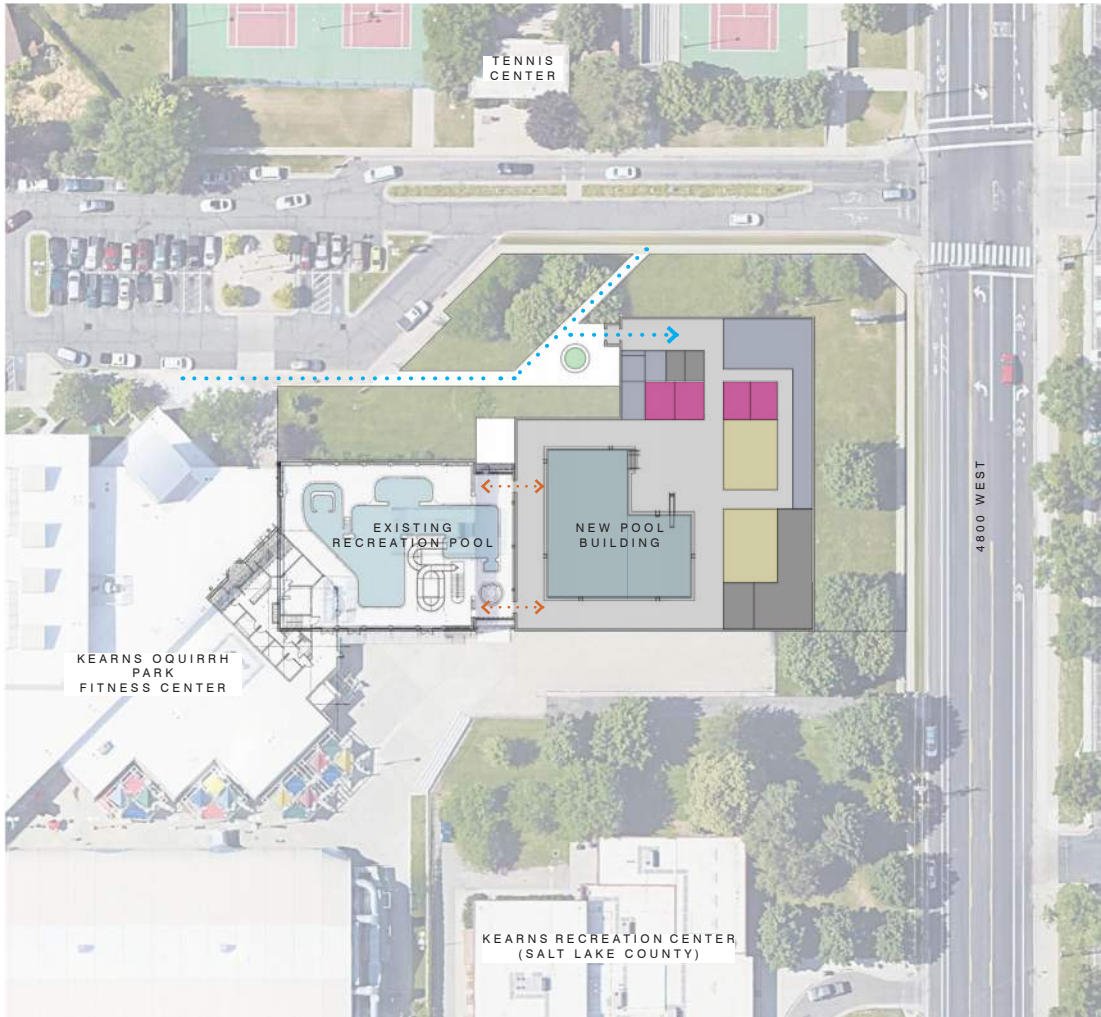
How useful are the posts or updates you currently receive from KOPFC's social media accounts for you, personally? (n=48)



Kyrene Gibb, Scott Riding, & Kelly Patterson, Ph.D.
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PRELIMINARY COMP POOL CONCEPTS



CONCEPT SITE PLAN - OPTION 1

OQUIRRH RECREATION AND PARKS DISTRICT MASTER PLAN

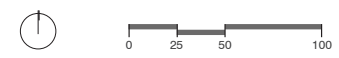
COMPETITION POOL BUILDING REPLACEMENT

SUMMARY

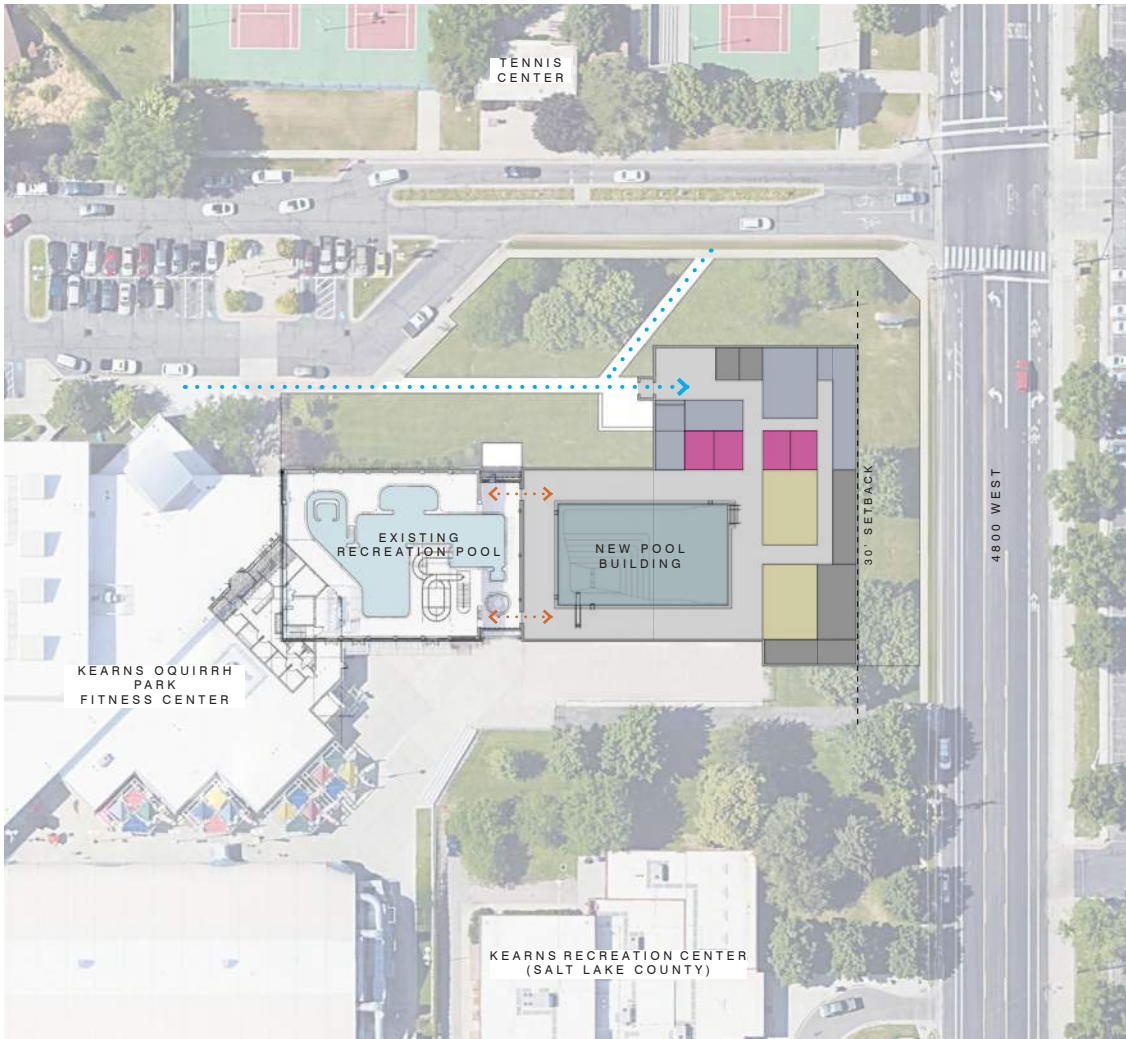
NEW BUILDING	= 22,000 SF.
NEW POOL	= 4,700 SF.

LEGEND

	ADMINISTRATION/OFFICE 2,600 SF.
	PARTY/CLASS ROOMS 1,200 SF.
	LOCKER ROOMS 2,200 SF.
	BUILDING SUPPORT
	CIRCULATION



SPARANO + MOONEY ARCHITECTURE



CONCEPT SITE PLAN - OPTION 2






OQUIRRH RECREATION AND PARKS DISTRICT
MASTER PLAN

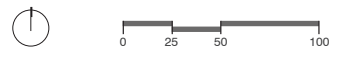
COMPETITION POOL BUILDING REPLACEMENT

SUMMARY

NEW BUILDING	= 22,000 SF.
NEW POOL (90'x55')	= 4,950 SF.

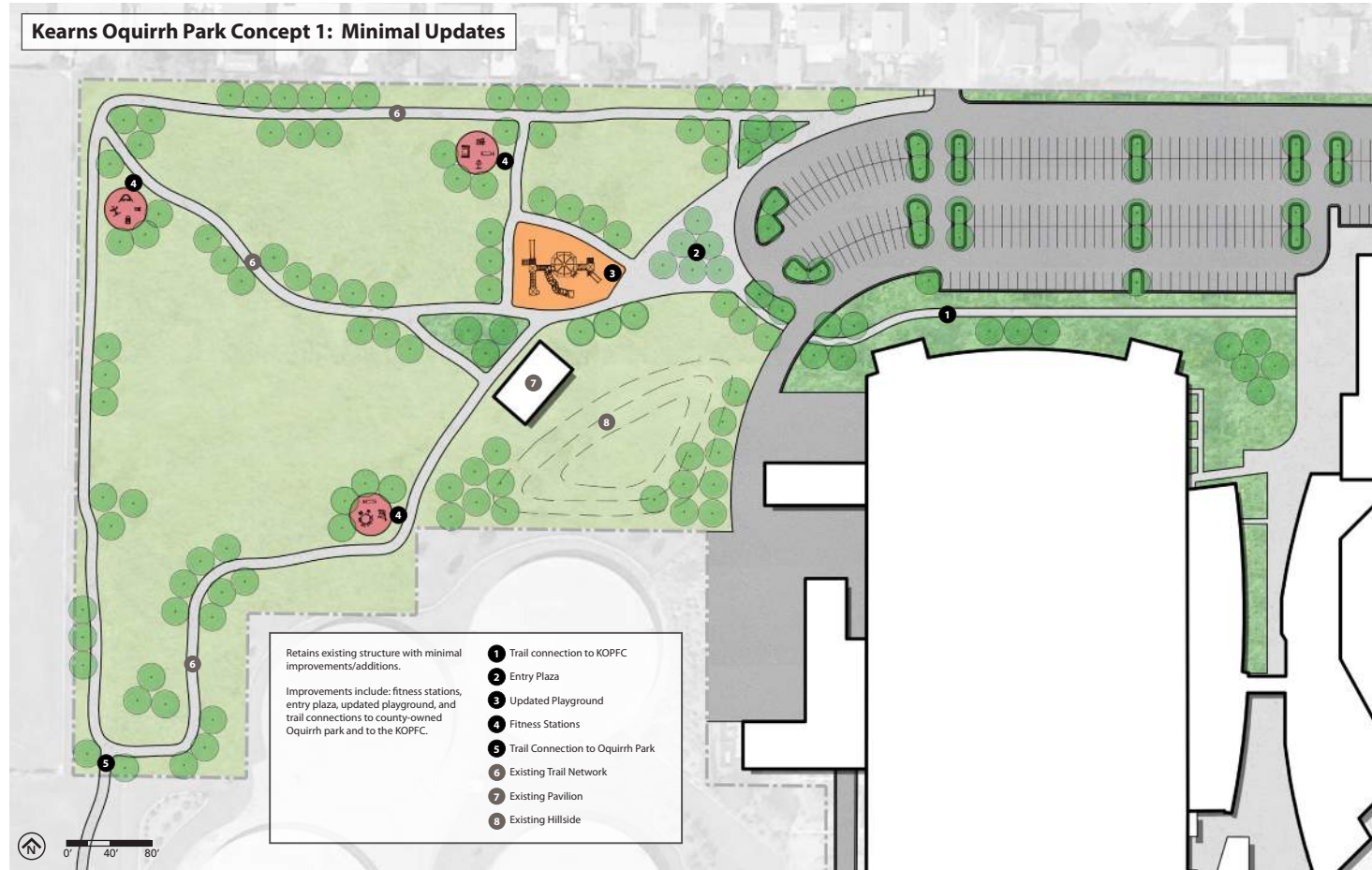
LEGEND

	ADMINISTRATION/OFFICE 3,000 SF.
	PARTY/CLASS ROOMS 1,200 SF.
	LOCKER ROOMS 2,200 SF.
	BUILDING SUPPORT
	CIRCULATION



SPARANO + MOONEY ARCHITECTURE

PARK CONCEPTS AND PRELIMINARY OPINIONS OF PROBABLE COST



Concept 1: Minimal Updates

Concept one proposes minimal updates to the existing park, allowing it to be more functional for the community and KOPFC. Due to its tucked-away location, it is not visible from the street it needs a stronger entrance that will draw people in from the parking lot to the East. An Entry plaza is proposed with shade trees and benches to funnel people into the park from the parking lot. The existing playground is small and dated and an updated playground is proposed. To help the park be more of utilized as a fitness destination that can be used in conjunction with the district's other fitness amenities, three fitness stations are proposed along the existing walking path. Connectivity to the adjacent Oquirrh park to the South and to the Oval and KOPFC to the East is also an issue. Trail connections are proposed to connect the park to these destinations. Additional shade trees are also necessary as the park currently offers little respite from the sun. The approximate cost to implement these updates is \$500,000.



Concept 2: Moderate Updates

Concept two proposes the same updates as concept one (Trail connection to KOPFC and Oquirrh park, an entry plaza, an updated playground, and fitness stations) with a few additional updates. The existing trail layout is indirect, windy and nonsensical. Concept two proposes small modifications to the existing trail network to make it more direct and functional for uses. The proposed perimeter trail is approximately one-third of a mile. The playground location is shifted southwest so it is more centralized to the trail network and pavilion. The approximated cost to implement these updates is \$850,000.



Concept 3: Extensive Updates

Concept three does not utilize the existing park structure and proposes a new design that is more functional for the KOPFC. The pavilion is the only aspect of the park that is to remain. The design has a similar entrance plaza as the other two concepts that funnels down to a trail leading to Oquirrh park to the South. A new track circles the pavilion and new playground, allowing users to run laps outside. The track is one-fifth of a mile, allowing users to easily track their mileage. Three fitness stations are spaced around the track with a large grassy in the middle for more passive exercise. Finally, a berm in the Northwest corner mirrors the current hill in the South East corner, providing greater interest and sense of enclosure to the site while also providing another opportunity for fitness-related activities. The approximate cost to construct this design is \$1,300,000.

KEARNS OQUIRRH PARK - CONCEPT 1: MINIMAL UPDATES

PRELIMINARY OPINION OF PROBABLE COST

November 26, 2019

ITEM	QUANTITY	UNIT	COST	TOTAL
Trail Connection to KOPFC	3,700	SF	\$7.50	\$27,750.00
Entry Plaza				
Turf Removal		SF	\$0.50	\$0.00
Trees Grates	6	EACH	\$1,500.00	\$9,000.00
Concrete		SF	\$7.50	\$0.00
Benches	3	EACH	\$1,500.00	\$4,500.00
New Playground				
Removal of Old Playground	1	LUMP	\$10,000.00	\$10,000.00
New Equipment	1	EACH	\$300,000.00	\$300,000.00
Engineered Wood Fiber	6,490	SF	\$5.00	\$32,450.00
Fitness Stations				
Equipment	9	EACH	\$2,000.00	\$18,000.00
Concrete Edge		LF	\$10.00	\$0.00
Irrigation Modification	3,775	SF	\$1.00	\$3,775.00
Engineered Wood Fiber	3,775	SF	\$5.00	\$18,875.00
Trail Connection to Oquirrh Park	255	SF	\$7.50	\$1,912.50
Trees	50	EACH	\$450.00	\$22,500.00
Tree Removal	1	EACH	\$750.00	\$750.00
SWPP	1	LUMP	\$2,000.00	\$2,000.00
<i>Subtotal</i>				\$451,512.50
Contingency (15%)	1	LUMP	\$67,726.88	\$67,726.88
GRAND TOTAL				\$519,239.38

KEARNS OQUIRRH PARK - CONCEPT 2: MODERATE UPDATES

PRELIMINARY OPINION OF PROBABLE COST

November 26, 2019

ITEM	QUANTITY	UNIT	COST	TOTAL
Trail Connection to KOPFC	3,700	SF	\$7.50	\$27,750.00
Entry Plaza				
Demolition	1	LUMP	\$7,350.00	\$7,350.00
Trees Grates	6	EACH	\$1,500.00	\$9,000.00
Concrete	11,810	SF	\$7.50	\$88,575.00
Benches	3	EACH	\$1,500.00	\$4,500.00
Updated Playground				
Removal of Old Playground	1	LUMP	\$10,000.00	\$10,000.00
Fill and Repair Old Playground Site	3,600	SF	\$3.00	\$10,800.00
New Equipment	1	EACH	\$400,000.00	\$400,000.00
Benches	6	EACH	\$1,500.00	\$9,000.00
Shrubs	300	EACH	\$3.50	\$1,050.00
Topsoil	3,382	SF	\$0.70	\$2,367.40
Engineered Wood Fiber	9,370	SF	\$5.00	\$46,850.00
Fitness Stations				
Equipment	9	EACH	\$2,000.00	\$18,000.00
Woodchip Surfacing	3,775	SF	\$5.00	\$18,875.00
Trail Connection to Oquirrh Park	1,990	SF	\$7.50	\$14,925.00
Modified Trail Network				
Concrete Removal	8,650	SF	\$1.00	\$8,650.00
Sod & Irrigation Repair	4,400	SF	\$2.00	\$8,800.00
New Trail	2,970	SF	\$7.50	\$22,275.00
Trees	80	EACH	\$450.00	\$36,000.00
Tree Removal	5	EACH	\$750.00	\$3,750.00
SWPP	1	LUMP	\$2,000.00	\$2,000.00
Subtotal				\$750,517.40
Contingency (15%)	1	LUMP	\$112,577.61	\$112,577.61
GRAND TOTAL				\$863,095.01

KEARNS OQUIRRH PARK - CONCEPT 3: EXTENSIVE UPDATES
PRELIMINARY OPINION OF PROBABLE COST

November 26, 2019

ITEM	QUANTITY	UNIT	COST	TOTAL
Trail Connection to KOPFC	3,700	SF	\$7.50	\$27,750.00
Entry Plaza				
Trees Grates	9	EACH	\$1,500.00	\$13,500.00
Concrete	17,623	SF	\$7.50	\$132,172.50
Benches	4	EACH	\$1,500.00	\$6,000.00
Updated Playground				
Removal of Old Playground	1	LUMP	\$10,000.00	\$10,000.00
New Equipment	1	EACH	\$450,000.00	\$450,000.00
Benches	6	EACH	\$1,500.00	\$9,000.00
Engineered Wood Fiber	9,055	SF	\$5.00	\$45,275.00
Fitness Stations				
Equipment	9	EACH	\$2,000.00	\$18,000.00
Engineered Wood Fiber	3,775	SF	\$5.00	\$18,875.00
Trail Connection to Oquirrh Park	7,543	SF	\$7.50	\$56,572.50
Modified Trail Network				
Removal of all Existing Concrete	33,525	SF	\$1.00	\$33,525.00
Sod & Irrigation Repair	25,000	SF	\$2.00	\$50,000.00
New Track	14,316	SF	\$7.50	\$107,370.00
Berm	21,000	SF	\$5.00	\$105,000.00
Trees	86	EACH	\$450.00	\$38,700.00
Tree Removal	15	EACH	\$750.00	\$11,250.00
SWPP	1	LUMP	\$2,000.00	\$2,000.00
Subtotal				\$1,134,990.00
Contingency (15%)	1	LUMP	\$170,248.50	\$170,248.50
GRAND TOTAL				\$1,305,238.50

NRPA FACILITY MARKET REPORTS

NRPA Facility Market Report: Community Profile

Analysis of:
Kearns Oquirrh Park Fitness Center
5624 S Cougar Ln
Salt Lake City, UT 84118-6055

Park and recreation agencies offer a diverse set of parks, facilities, and program activities to meet the needs of their communities. But the offerings that work well for one agency, or even one part of an agency's service area, may not be the best fit elsewhere. As a result, park and recreation professionals seek information and insights that empower them to make decisions on the optimal program and service offerings for their communities.

In your hands is the **NRPA Facility Market Report** for the Kearns Oquirrh Park Fitness Center. This report offers an array of data that provides your agency with a greater understanding of the residents served by the facility, with a particular focus on their habits and interests.

Key Findings About the Kearns Oquirrh Park Fitness Center:

408,662

Number of residents living within a 15-minute drive of the facility per Census 2010

29.1

Median age of residents living within a 15-minute drive of the facility per Census 2010

22.0%

Percentage of adult population living within a 15-minute drive of the facility that exercise at least seven hours per week

Figure 1: Map of 5-, 10- and 15-Minute Drives from the Facility

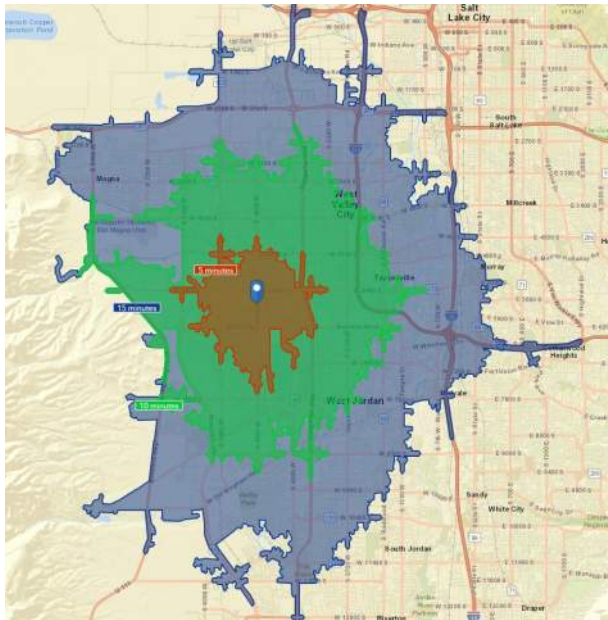


Figure 1 illustrates the physical accessibility, in terms of driving times, of the Kearns Quirrh Park Fitness Center. The highlighted areas show the driving times to the facility, broken down into 5- (brown), 10- (green) and 15- (blue) minute estimated drive time intervals. Although usage and constituent population will vary by the facility type, the 15-minute drive time area is presented as a *general* guideline on the size of the population most likely to visit the facility. That is, those residing within the area shaded blue may represent the most likely users of common facilities such as recreation and community centers, athletic fields, playgrounds, tennis courts, senior centers and aquatic facilities.

About the Residents Who Live Within a 15-Minute Drive of the Facility

Figure 2: 2010 Census Data and 2017 & 2022 Forecast Data of People Residing Within a 15-Minute Drive of the Facility

Summary	Census 2010	2017 Forecast	2022 Forecast
Population	408,662	448,641	476,043
Households	122,027	131,884	139,589
Families	96,567	103,641	109,248
Average Household Size	3.34	3.39	3.40
Owner Occupied Homes	89,419	94,790	100,434
Renter Occupied Homes	32,608	37,094	39,155
Median Age	29.1	30.4	31.1
Median Household Income		\$62,971	\$70,839

Race and Ethnicity	Census 2010		2017 Forecast		2022 Forecast	
	Number	Percent	Number	Percent	Number	Percent
White Alone	309,576	75.8%	327,952	73.1%	336,400	70.7%
Black Alone	6,261	1.5%	7,431	1.7%	8,565	1.8%
American Indian Alone	4,105	1.0%	4,708	1.0%	5,167	1.1%
Asian Alone	13,721	3.4%	19,457	4.3%	24,045	5.1%
Pacific Islander Alone	9,508	2.3%	10,721	2.4%	11,732	2.5%
Some Other Race Alone	51,271	12.5%	60,483	13.5%	69,437	14.6%
Two or More Races	14,220	3.5%	17,891	4.0%	20,698	4.3%
Hispanic Origin (Any Race)	96,229	23.5%	113,126	25.2%	128,638	27.0%

Figure 2 summarizes Census data of the residents living within a 15-minute drive of the facility, including population, household formation and home ownership status. The 2010 data represents actual U.S. Census data, while the 2017 and 2022 figures are projections developed by Esri. The projections are based on forecasts for births, deaths, international and domestic migration and other factors that influence population shifts. These projections, which naturally are subject to revision, assist your agency in its planning of future programming at the facility over the coming years.

Figure 3: Forecasted Age Trends of People Residing Within a 15-Minute Drive of the Facility

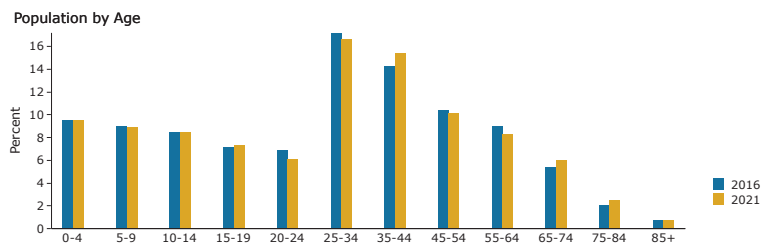


Figure 4: Census 2010 Data and Forecasted Age Trends of People Residing Within a 15-Minute Drive of the Facility

Population by Age	Census 2010		2017 Forecast		2022 Forecast	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	40,125	9.8%	42,444	9.5%	45,321	9.5%
5 - 9	38,530	9.4%	40,386	9.0%	42,376	8.9%
10 - 14	34,938	8.5%	37,784	8.4%	40,553	8.5%
15 - 19	32,230	7.9%	31,687	7.1%	34,568	7.3%
20 - 24	30,283	7.4%	30,776	6.9%	29,117	6.1%
25 - 34	69,930	17.1%	77,016	17.2%	79,250	16.6%
35 - 44	54,299	13.3%	64,223	14.3%	73,205	15.4%
45 - 54	47,444	11.6%	46,774	10.4%	48,227	10.1%
55 - 64	34,426	8.4%	40,572	9.0%	39,363	8.3%
65 - 74	16,202	4.0%	24,449	5.4%	28,720	6.0%
75 - 84	7,875	1.9%	9,415	2.1%	11,962	2.5%
85+	2,381	0.6%	3,117	0.7%	3,381	0.7%

Figures 3 and 4 provide an age distribution of the population living with a 15-minute drive of the facility by age groups, as reported in United States Census and American Community Survey (ACS) data.

Note that the age ranges are not of equal size. The age groups ranging from birth to 24 years old are grouped into five-year increments, ages 25 to 84 are grouped into 10-year increments and individuals 85 years and older are placed into a single age group.

From a recreation programming and planning perspective, the classification of youth and young adults into small age groups aid your agency with programing decisions for children and young adults. Whereas adults within a 10-year age range (e.g., ages 35 to 44) may likely share similar recreation interests, the similarly large size age groups may not make as much sense for children and young adults. For example, recreation interests of 5 year olds have few similarities of those of 15 year olds. Hence, the five-year age ranges for the younger age groupings provide your agency with more valuable insights about the relative size of the youth population when considering their recreation needs.

Personal Interests, Activities and Spending Habits

Figures 5 - 8 summarize the personal interests, activities and spending habits of residents living within a 15-minute drive of the facility. These tables include predictors of recreation activity and spending that better inform programming decision making for your facility.

Pay particular attention to the Market Potential Index, or MPI. The MPI represents the relative likelihood of adults living near your facility to engage in a particular activity in comparison to the U.S. average. This measure is indexed to 100, so that an MPI greater than 100 indicates a greater than average likelihood (relative to the whole U.S.) to participate in the activity while an MPI less than 100 suggests a less than average likelihood to engage in the activity.

Figure 5: Weekly Exercise Habits of People Residing Within a 15-Minute Drive of the Facility

	Expected		
	Number of Adults	Percent	MPI
Spends 7+ hours exercising per week	67,928	22.0%	102
Spends 4-6 hours exercising per week	69,349	22.5%	107
Spends 1-3 hours exercising per week	71,479	23.2%	102

Figure 5 shows the weekly exercise habits for people within a 15-minute drive of your facility. The percentages are the proportion of adults living within a ten-minute drive of the facility that exercise one to three, four to six or seven-plus hours a week. An MPI value greater than 100 indicates a greater percentage of the adult population living within a 15-minute drive of the facility exercises one to two, three to five or six-plus hours a week versus the United States as a whole.

Figure 6: Participation Rates of Select Recreation Activities of People Residing Within a 15-Minute Drive of the Facility

	Expected		
	Number of Adults	Percent	MPI
Participated in aerobics in last 12 months	26,944	8.7%	106
Participated in basketball in last 12 months	29,435	9.5%	113
Participated in yoga in last 12 months	24,207	7.8%	103
Participated in weight lifting in last 12 months	35,425	11.5%	113
Participated in tennis in last 12 months	12,810	4.2%	109
Participated in soccer in last 12 months	16,298	5.3%	122

Figure 6 presents data on the level of adult participation in select recreation activities among residents living within a 15-minute drive of the facility. Using this data, you can estimate the interests of residents in your facility's service area, helping to inform programming planning decisions.

Figure 7: Social Media Usage of People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Facebook	196,478	63.7%	109
YouTube	166,147	53.8%	111
Twitter	42,710	13.8%	111

Figure 7 shows the level of social media usage of adult residents that reside within a 15-minute drive of your facility. Understanding the social media habits of the residents living near the facility informs your agency on the potential efficacy of social media channels in supporting marketing strategies for the facility's programming and services.

Figure 8: Spending Habits on Recreation Activities of People Residing Within a 15-Minute Drive of the Facility

	Spending Potential Index	Average Annual Amount Spent	Total
Total Spent on Entertainment/Recreation Fees and Admissions	99	\$629.39	\$83,006,458
- Tickets to Theatre/Operas/Concerts	93	\$55.19	\$7,278,304
- Tickets to Movies/Museums/Parks	104	\$79.80	\$10,523,831
- Admission to Sporting Events	95	\$53.19	\$7,014,659
- Fees for Participant Sports	101	\$100.26	\$13,222,828
- Fees for Recreational Lessons	104	\$138.20	\$18,226,846
- Membership Fees for Social/Recreation/Civic Clubs	96	\$201.94	\$26,632,432

Figure 8 summarizes the spending habits of nearby residents on recreation activities by presenting the Spending Potential Index (SPI) and average annual spending on select recreation and leisure activities. Similar to the MPI, the SPI is indexed such that a reading of 100 represents average spending among all U.S. households. Hence, a reading above 100 means residents living within a ten-minute drive of the facility spends more on average on the particular activity relative to the United States as a whole.

While all of the leisure activities presented in the table may not be relevant to your facility, these data provide your agency with guidance on the leisure interests of your patrons, as well as their ability/willingness to pay for those experiences. For example, a population that has a higher than average SPI for "Fees for Recreational Lessons" may indicate a significant opportunity — and/or a greater willingness to pay — for high-quality, fee-based recreation programs at your facility.

Final Thoughts

While the information within this report is not intended to be indicative of the entire population served by Kearns Oquirrh Park Fitness Center, it gives your agency insights on the potential market for the facility with a particular focus on those living within a 15-minute drive. One note of caution: The analysis provided within this report is meant to be for informational purposes only and does not represent a recommendation by NRPA for the facility's operations.

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NRPA Facility Market Report: Health and Wellness

Analysis of:
Kearns Oquirrh Park Fitness Center
5624 S Cougar Ln
Salt Lake City, UT 84118-6055

Park and recreation agencies provide a diverse set of offerings and program activities to meet the needs of their communities. But, the offerings that work well for one agency, or even one part of an agency's service area, may not be the best fit elsewhere. As a result, a better understanding of the people most likely served by particular park and recreation facilities — including their greatest needs and desire — is necessary to make decisions on the optimal program and service offerings.

One resource is the **NRPA Facility Market Report: Health and Wellness** for the Kearns Oquirrh Park Fitness Center. This report offers an array of data that provides your agency with a greater understanding of the residents it serves, with a particular focus on their health and wellness-related behaviors, conditions and interests.

Key Findings About the Kearns Oquirrh Park Fitness Center:

408,662

Number of residents living within a 15-minute drive of the facility per Census 2010

9.7%

Percentage of adult population living within a 15-minute drive of the facility that use prescription drugs for high cholesterol

22.0%

Percentage of adult population living within a 15-minute drive of the facility that exercise at least seven hours per week

Figure 1: Map of 5-, 10- and 15-Minute Drives from the Facility

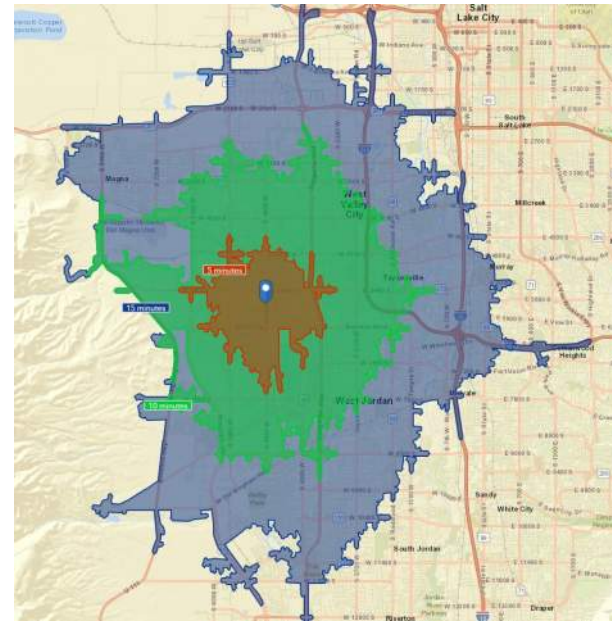


Figure 1 illustrates the physical accessibility, in terms of driving times, of the Kearns Oquirrh Park Fitness Center. The highlighted areas show the driving times to the facility, broken down into 5- (brown), 10- (green) and 15-minute (blue) estimated drive time intervals. Although usage and constituent population will vary by the facility type, the 15-minute drive time area is presented as a *general* guideline on the size of the population most likely to visit the facility. That is, those residing within the area shaded blue may represent the most likely users of common facilities such as recreation and community centers, athletic fields, playgrounds, tennis courts, senior centers and aquatic facilities.

About the Residents Who Live Within a 15-Minute Drive of the Facility

Figure 2: 2010 Census Data and 2017 & 2022 Forecast Data of People Residing Within a 15-Minute Drive of the Facility

Summary	Census 2010	2017 Forecast	2022 Forecast
Population	408,662	448,641	476,043
Households	122,027	131,884	139,589
Families	96,567	103,641	109,248
Average Household Size	3.34	3.39	3.40
Owner-Occupied Homes	89,419	94,790	100,434
Renter-Occupied Homes	32,608	37,094	39,155
Median Age	29.1	30.4	31.1

Households by Income	2017 Forecast	2022 Forecast
Median Household Income	\$62,971	\$70,839
Average Household Income	\$76,799	\$86,760
Per Capita Income	\$22,617	\$25,458

Figure 2 summarizes Census data of the residents living within a 15-minute drive of the facility, including population, home ownership status, households by income and ethnicity. The 2010 data represents United States Census data, while the 2017 and 2022 figures are projections developed by Esri. The projections are based on forecasts for births, deaths, international and domestic migration and other factors that influence population shifts. These projections, which naturally are subject to revision, assist your agency in its planning of future programming at the facility over the coming years.

Figure 3: Race and Ethnicity of People Residing Within a 15-Minute Drive of the Facility

Race and Ethnicity	Census 2010		2017 Forecast		2022 Forecast	
	Number	Percent	Number	Percent	Number	Percent
White Alone	309,576	75.8%	327,952	73.1%	336,400	70.7%
Black Alone	6,261	1.5%	7,431	1.7%	8,565	1.8%
American-Indian Alone	4,105	1.0%	4,708	1.0%	5,167	1.1%
Asian Alone	13,721	3.4%	19,457	4.3%	24,045	5.1%
Pacific Islander Alone	9,508	2.3%	10,721	2.4%	11,732	2.5%
Some Other Race Alone	51,271	12.5%	60,483	13.5%	69,437	14.6%
Two or More Races	14,220	3.5%	17,891	4.0%	20,698	4.3%
Hispanic Origin (Any Race)	96,229	23.5%	113,126	25.2%	128,638	27.0%

Although most injuries and diseases are colorblind in terms of race, some health concerns disproportionately affect certain ethnic groups because of differences in genetics, diet, lifestyle behaviors, socioeconomic factors and more. Providing affordable health programs that cater to your community's racial and ethnic makeup through targeted information, fitness opportunities, and alternatives to unhealthy and unsafe practices, your agency can play a vital role in the overall health of community members.

Figure 4: Forecasted Age Trends of People Residing Within a 15-Minute Drive of the Facility

Population by Age	Census 2010		2017 Forecast		2022 Forecast	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	40,125	9.8%	42,444	9.5%	45,321	9.5%
5 - 9	38,530	9.4%	40,386	9.0%	42,376	8.9%
10 - 14	34,938	8.5%	37,784	8.4%	40,553	8.5%
15 - 19	32,230	7.9%	31,687	7.1%	34,568	7.3%
20 - 24	30,283	7.4%	30,776	6.9%	29,117	6.1%
25 - 34	69,930	17.1%	77,016	17.2%	79,250	16.6%
35 - 44	54,299	13.3%	64,223	14.3%	73,205	15.4%
45 - 54	47,444	11.6%	46,774	10.4%	48,227	10.1%
55 - 64	34,426	8.4%	40,572	9.0%	39,363	8.3%
65 - 74	16,202	4.0%	24,449	5.4%	28,720	6.0%
75 - 84	7,875	1.9%	9,415	2.1%	11,962	2.5%
85+	2,381	0.6%	3,117	0.7%	3,381	0.7%

From a recreation programming and planning perspective, the classification of youth and young adults into small age groups aid your agency with programing decisions for children and young adults. Whereas adults within a 10-year age range (e.g., ages 35 to 44) may likely share similar recreation interests, the similarly large size age groups may not make as much sense for children and young adults. For example, recreation interests of 5 year olds have few similarities of those of 15 year olds. Hence, the five-year age ranges for the younger age groupings provide your agency with more valuable insights about the relative size of the youth population when considering their recreation needs.

Health-Related Interests, Activities and Spending Habits

Figures 5-7 summarize the weekly exercise habits, at-home gym equipment ownership and participation in select recreation activities among residents living within a 15-minute drive of the facility. These tables include predictors of exercise activity and recreational activity participation that better inform programming decisions for your facility.

Pay particular attention to the Market Potential Index, or MPI. The MPI represents the relative likelihood of adults living near your facility to engage in a particular activity in comparison to the U.S. average. This measure is indexed to 100 so that an MPI greater than 100 indicates a greater-than-average likelihood (relative to the entire United States) to participate in the activity, while an MPI of less than 100 suggests a less-than-average likelihood to engage in the activity.

Figure 5: Weekly Exercise Habits of People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Spends 7+ hours exercising per week	67,928	22.0%	102
Spends 4-6 hours exercising per week	69,349	22.5%	107
Spends 1-3 hours exercising per week	71,479	23.2%	102
Exercise at home 2+ times per week	91,603	29.7%	103
Exercise at club 2+ times per week	45,733	14.8%	111

Figure 5 shows the weekly exercise habits of people within a 15-minute drive of your facility. The percentages are the proportion of adults living within a 15-minute drive of the facility that exercise the indicated number of hours or in the indicated specific locations. An MPI value larger than 100 indicates a greater percentage of the adult population living within a 15-minute drive of the facility participates in the indicated field at a higher rate than the United States as a whole.

Figure 6: Ownership Rates of Select Equipment for People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Own elliptical	14,069	4.6%	109
Own stationary bicycle	14,059	4.6%	90
Own treadmill	29,676	9.6%	106
Own weight lifting equipment	43,615	14.1%	114

Figure 6 presents data on the expected number of adults who own certain pieces of home gym equipment among residents living within a 15-minute drive of the facility. Using this data, you can identify specific interests in exercise equipment by residents in your facility's service area. This information can help create programming that encourages your residents to maintain healthy lifestyles based on activities they already show a personal interest in.

Figure 7: Participation Rates of Select Recreation Activities of People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Participated in aerobics in last 12 months	26,944	8.7%	106
Participated in bicycling (mountain) in last 12 months	13,247	4.3%	105
Participated in bicycling (road) in last 12 months	31,298	10.1%	99
Participated in hiking in last 12 months	31,720	10.3%	99
Participated in jogging/running in last 12 months	48,797	15.8%	118
Participated in swimming in last 12 months	49,916	16.2%	104
Participated in walking for exercise in last 12 months	82,248	26.6%	99

Figure 7 summarizes the level of participation in select recreation activities among adult residents living within a 15-minute drive of the facility. Knowing what kind of activities the locals are engaging in can help your agency tailor programs that people will actively want to participate in. This provides another avenue your agency can explore in order to increase in the number of opportunities for physical activity.

Figure 8: Prescription Drug Usage of People Residing Within a 15-Minute Drive of the Facility

Used prescription drug for:	Expected Number of Adults	Percent	MPI
Anxiety/Panic	22,113	7.2%	96
Arthritis/Osteoarthritis	17,158	5.6%	78
Depression	23,530	7.6%	85
Diabetes (insulin dependent)	6,533	2.1%	80
Diabetes (non-insulin dependent)	15,242	4.9%	90
Heartburn/acid reflux	37,651	12.2%	94
High blood pressure	41,734	13.5%	87
High cholesterol	29,985	9.7%	82
Migraine headache	21,004	6.8%	100

Figure 8 shows the level of prescription drug usage for adult residents that reside within a 15-minute drive of your facility. Understanding the prescription drug usage of residents living near the facility gives your agency a high-level perspective on common health issues. Educating residence on how participating in certain health and fitness programs could be beneficial to specific medical conditions may play a significant role in reducing the rate of chronic illnesses and health conditions like diabetes, hypertension and high cholesterol.

Figure 9: Doctor Visitation Levels of People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	230,670	74.7%	99
Visited doctor in last 12 months: 6+ times	87,709	28.4%	98

Figure 9 summarizes the occurrence and frequency of nearby residents when it comes to doctor visitation in the last 12 months. These figures may suggest the number of local residents that may have chronic health issues where parks and recreation can be a part of the solution. At the same time, doctors are trusted advisers to most people. High levels of doctor visits strengthens the case for park and recreation agencies forming and expanding relationships with local medical practitioners, as those practitioners can recommend or prescribe that their patients improve their level of activity by visiting their local parks.

Figure 10: Dietary Control Habits of People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Presently controlling diet	111,026	36.0%	103
Diet control to maintain weight	33,649	10.9%	101
Diet control for physical fitness	35,372	11.5%	113

Figure 10 summarizes the dietary control habits of the population living within a 15-minute drive of the facility. By having insight on the percentage of adults who are actively controlling their diet to maintain weight or for physical fitness, your agency can design specific workshops that focus on the nutritional education and physical activity habits that lead to a healthy lifestyle.

Figure 11: Dietary Habits of People Residing Within a 15-Minute Drive of the Facility

	Expected Number of Adults	Percent	MPI
Buy foods specifically labeled as fat-free	32,545	10.5%	104
Buy foods specifically labeled as low-calorie	27,802	9.0%	107
Buy foods specifically labeled as sugar-free	27,708	9.0%	105
Went to fast food/drive-in restaurant in last 6 months	284,263	92.1%	102
Went to fast food/drive-in restaurant 9+ times per month	136,091	44.1%	112
Spent at fast food/drive-in last 6 months: \$201+	36,015	11.7%	118

Figure 11 summarizes the dietary choices made by nearby residents. By applying nutrition standards to the food and beverages you sell and serve to kids and other patrons, your agency can be a model for healthy eating behaviors in the community. Offering evidence-based education materials about nutrition and physical activity to residents will also encourage residents to lead a healthy and active lifestyle.

Health Characteristics on a County and State Level

There are other important data that can tell the full story of the overall health and wellness of your community's residents. These can include information about incidences of obesity and diabetes along with the percentage of adults that smoke. Unfortunately, these data are not consistently available in detail to the Census-tract level as are the other data presented within this report. As an alternative, we present these data for the county and state in which your agency operates.

Figure 12: Additional Health Characteristics of the People Residing Within the County of the Facility

Report Area	Total Population Age 20+	Adults with BMI > 30.0 (Obese)	Percent Adults with BMI > 30.0 (Obese)
Salt Lake County, UT	745,677	189,402	25.5%
Utah	1,918,814	486,858	25.6%

Report Area	Total Population Age 20+	Population with Diagnosed Diabetes	Population with Diagnosed Diabetes, Crude Rate	Population with Diagnosed Diabetes, Age-Adjusted Rate
Salt Lake County, UT	745,222	53,656	7.2	7.8%
Utah	1,920,825	137,098	7.14	7.64%

Report Area	Total Population Age 18+	Total Adults Regularly Smoking Cigarettes	Percent Population Smoking Cigarettes (Crude)	Percent Population Smoking Cigarettes (Age-Adjusted)
Salt Lake County, UT	720,611	78,547	10.9%	10.6%
Utah	1,863,703	175,188	9.4%	9.1%

Figure 12 shows details about the total adult population smoking cigarettes, the diabetes diagnosis rate and prevalence of obesity. The cigarette usage indicator is relevant because tobacco use is linked to leading causes of death, such as cancer and cardiovascular disease. Diabetes and obesity are an increasingly common problem in the United States. A lack of exercise, poor diet and a sedentary lifestyle are most often to blame. There is a solution with little to no cost that is available in nearly every town, city and community — local parks and recreation.

While all of the habits and activities presented in these tables may not be relevant to your facility, these data provide your agency with guidance on the interests and behaviors of your patrons, as well as some background on health-related activities and dietary choices.

Final Thoughts

While the information within this report is not intended to be indicative of the entire population served by Kearns Oquirrh Park Fitness Center, it gives your agency insights on the potential market for the facility with a particular focus on those living within a 15-minute drive. *One note of caution:* The analysis provided within this report is meant to be for informational purposes only and does not represent a recommendation by NRPA for the facility's operations.

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NRPA Facility Market Report: Older Adults Profile

Analysis of:
Kearns Oquirrh Park Fitness Center
5624 S Cougar Ln
Salt Lake City, UT 84118-6055

Park and recreation agencies are a major provider of services for older adults in their communities, offering a diverse set of programs and activities to meet specific needs. But the offerings that work well for one agency, or even one part of an agency's service area, may not be the best fit elsewhere. As a result, park and recreation professionals seek information and insights that empower them to make decisions on the optimal program and service offerings for their communities.

In your hands is the **NRPA Facility Market Report: Older Adults Profile** for the Kearns Oquirrh Park Fitness Center. This report offers an array of data that provides your agency with a greater understanding of the residents 50 and over served by the facility, with a particular focus on their habits and lifestyles.

Key Findings About the Kearns Oquirrh Park Fitness Center:

408,662

Total Number of residents living within a fifteen-minute drive of the facility per Census 2010

84,223

Number of residents aged 50+ living within a fifteen-minute drive of the facility per Census 2010

29.4%

Percentage of Householders aged 55+ living within a fifteen-minute drive of the facility per Census 2010.

Figure 1: Map of Five-, Ten- and Fifteen-Minute Drives from the Facility

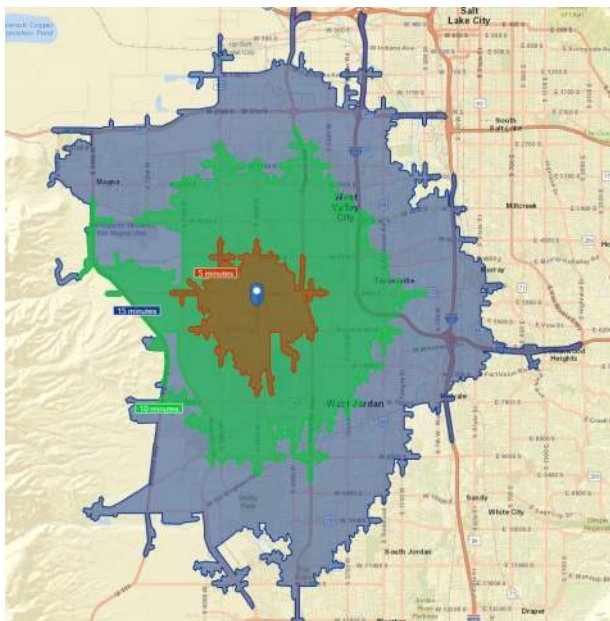


Figure 1 illustrates the physical accessibility, in terms of driving times, of the Kearns Oquirrh Park Fitness Center. The highlighted areas show the driving times of the facility, broken down into five- (brown), ten- (green) and fifteen- (blue) minute estimated drive time intervals. Although usage and constituent population will vary by the facility type, the fifteen-minute drive time area is presented as a *general* guideline on the size of the population most likely to visit the facility. That is, those residing within the area shaded blue may represent the most likely users of common facilities such as recreation and community centers, athletic fields, playgrounds, tennis courts, senior centers and aquatic facilities.

About the Residents Who Live Within a 15-Minute Drive of the Facility

Figure 2: 2010 Census Data and 2017 & 2022 Estimate Data of People Residing Within a 15-Minute Drive of the Facility

Summary	Census 2010	2017 Estimate	2022 Estimate
Total Population	408,662	448,641	476,043
Population 50+	84,223	100,094	105,732
Population 65 - 74	16,202	24,448	28,719
Population 75+	10,256	12,532	15,344
Median Age	29.1	30.4	31.1
Households	122,027	131,884	139,589
% Householders 55+	29.4%	32.8%	32.8%
Median Home Value	-	\$215,915	\$246,199
Median Household Income	-	\$62,971	\$70,839
Median Household Income 55 - 64	-	69,185	77,072
Median Household Income 65 - 74	-	54,593	59,725
Median Household Income 75+	-	35,015	36,338

Race and Ethnicity	Census 2010		2017 Estimate		2022 Estimate	
	Number	Percent	Number	Percent	Number	Percent
White Alone	309,576	75.8%	327,952	73.1%	336,400	70.7%
Black Alone	6,261	1.5%	7,431	1.7%	8,565	1.8%
American Indian Alone	4,105	1.0%	4,708	1.0%	5,167	1.1%
Asian Alone	13,721	3.4%	19,457	4.3%	24,045	5.1%
Pacific Islander Alone	9,508	2.3%	10,721	2.4%	11,732	2.5%
Some Other Race Alone	51,271	12.5%	60,483	13.5%	69,437	14.6%
Two or More Races	14,220	3.5%	17,891	4.0%	20,698	4.3%
Hispanic Origin (Any Race)	96,229	23.5%	113,126	25.2%	128,638	27.0%

Figure 2 summarizes Census data of the residents living within a fifteen-minute drive of the facility, including population 50+, household formation and household income. The 2010 data represents actual United States Census data of all ages, while the 2017 and 2022 figures are projections developed by Esri. The projections are based on estimates for births, deaths, international and domestic migration and other factors that influence population shifts. These projections, which naturally are subject to revision, assist your agency in its planning of future programming at the facility over the coming years.

Figure 3: Estimated Age Trends of People Residing Within a Fifteen-Minute Drive of the Facility

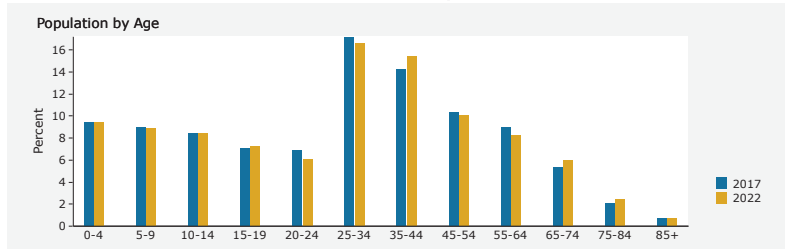


Figure 4: Census 2010 Data and Estimated Age Trends of People Residing Within a Fifteen-Minute Drive of the Facility

Population by Age	Census 2010		2017 Estimate		2022 Estimate	
	Number	Percent	Number	Percent	Number	Percent
35 - 44	54,299	13.3%	64,223	14.3%	73,205	15.4%
45 - 54	47,444	11.6%	46,774	10.4%	48,227	10.1%
55 - 64	34,426	8.4%	40,572	9.0%	39,363	8.3%
65 - 74	16,202	4.0%	24,449	5.4%	28,720	6.0%
75 and Over	10,256	2.51%	12,532	2.79%	15,343	3.22%
55+	60,884	14.9%	77,553	17.3%	83,426	17.5%
65+	26,458	6.5%	36,981	8.2%	44,063	9.3%

Figures 3 and 4 provide an age distribution of the population living with a fifteen-minute drive of the facility by age groups, as reported in United States Census and American Community Survey (ACS) data.

Note that the age ranges are not of equal size. The age groups ranging from birth to 24 years old are grouped into five-year increments, ages 25 to 84 are grouped into ten-year increments and individuals 85 years and older are placed into a single age group.

From a recreation programming and planning perspective, the classification of older adults into ten-year increments helps your agency with programming decisions. Adults within a ten-year age differential (e.g., ages 55 to 64) may likely share similar recreation interests giving your agency the ability to create programs that cater to a wider range of people. Agencies typically have their own classification methods for older adults when developing catered programs and services. A recent NRPA survey on Healthy Aging in Parks revealed that forty-four percent of park and recreation agencies target adults as young as 50 years old for their older adult programming with another 40 percent of agencies indicating their older adult target age begins at 55 years old.

Household Information

Figure 5: 2011-2015 American Community Survey Estimates for Households by Presence of People Aged 65+ Residing Within a Fifteen-Minute Drive of the Facility

Households by presence of people 65+	2011 – 2015 ACS Estimate	Percent
Households with Pop 65+	21,993	17.5%
1-Person	6,342	5.1%
2+ Person Family	15,237	12.2%
2+ Person Nonfamily	414	0.3%

Figure 5 outlines households by presence of people 65+ living within a fifteen-minute drive of the facility based on American Community Survey (ACS) estimates. Households with older residents may require a different approach when making decisions related to programming that appeals to their demographic, as well as, the methods used in communication.

Figure 6: Estimated 2017 Households by Income and Age of Householder 55+ Residing Within a Fifteen-Minute Drive of the Facility

	55-64	Percent	65-74	Percent	75+	Percent
Total	21,768	100%	13,876	100%	7,587	100%
<\$15,000	1,442	6.6%	1,025	7.4%	937	12.4%
\$15,000-\$24,999	1,263	5.8%	1,256	9.1%	1,450	19.1%
\$25,000-\$34,999	1,659	7.6%	1,554	11.2%	1,404	18.5%
\$35,000-\$49,999	2,525	11.6%	2,319	16.7%	1,320	17.4%
\$50,000-\$74,999	4,808	22.1%	3,010	21.7%	1,216	16.0%
\$75,000-\$99,999	3,868	17.8%	2,095	15.1%	732	9.6%
\$100,000-\$149,999	4,106	18.9%	1,792	12.9%	413	5.4%
\$150,000-\$199,999	1,221	5.6%	533	3.8%	76	1.0%
\$200,000+	875	4.0%	292	2.1%	38	0.5%
Median HH Income	\$69,185		\$54,593		\$35,015	

Figure 6 summarizes household income and related age of residents living within a fifteen-minute drive of the facility. Park and recreation agencies are in a unique position to ensure that the needs of underserved older adults are being met. Targeted strategies towards older adults may include: providing low-cost nutritional meals, transportation to and from senior centers, recreation centers and other needed service providers, social activities, and low-cost/free fitness programs, to name a few.

Figure 7: Language Spoken at Home by Residents Aged 65+ Residing Within a Fifteen-Minute Drive of the Facility

65+ years:	2011 – 2015	
	ACS Estimate	Percent
Speak only English	26,377	85%
Speak Spanish	2,525	8%
Speak English "very well" or "well"	1,414	
Speak English "not well"	475	
Speak English "not at all"	636	
Speak other Indo-European languages	733	2%
Speak English "very well" or "well"	602	
Speak English "not well"	82	
Speak English "not at all"	49	
Speak Asian and Pacific Island languages	1,247	4%
Speak English "very well" or "well"	622	
Speak English "not well"	430	
Speak English "not at all"	195	
Speak other languages	157	1%
Speak English "very well" or "well"	88	
Speak English "not well"	60	
Speak English "not at all"	9	

Figure 7 presents data on the primary language spoken at home among residents aged 65+ living within a fifteen-minute drive of the facility. The primary language breakdown represents the percentage of total population aged 65+ by proficiency. Knowing the primary language your residents are speaking can inform your agency in successfully tailoring marketing or promotional materials resulting in the most effective communication between you and your residents.

Insurance Coverage

Figure 8: 2011-2015 American Community Survey Estimates for Residents Aged 65+ by Type of Insurance Coverage Within a Fifteen-Minute Drive of the Facility

65+ years:	2011 – 2015	
	ACS Estimate	Percent
65+ years:	30,897	100%
One Type of Health Insurance:	9,422	30%
2+ Types of Health Insurance:	21,108	68%
No Health Insurance Coverage:	366	1%

Figure 8 shows the type of insurance coverage for people older than 65 who live within a fifteen-minute drive of your facility. With relatively small operating budgets for older-adult programming, many agencies impose membership fees to offset costs associated with these targeted programs and services. However, the coverage of programs and services by health insurance plans is an increasing trend that allows for reimbursement to agencies so that services can be offered at little to no cost. In the NRPA Healthy Aging survey, thirty-nine percent of agencies indicated that they offer fitness membership programs that are covered by many health insurance companies.

Final Thoughts

Park and recreation agencies provide older adults with opportunities to socialize with others, stay healthy and active, and learn something new. While the information within this report is not intended to be indicative of the entire population served by Kearns Oquirrh Park Fitness Center, it gives your agency insights on the potential market for the facility with a particular focus on those older adults living within a fifteen-minute drive. One note of caution: the analysis provided within this report is meant to be for informational purposes only and does not represent a recommendation by NRPA for the facility's operations. To see a full list of research survey results and offerings, like those mentioned with this report, please visit www.nrpa.org/research.

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USER FEE ANALYSIS

The Oquirrh Recreation and Parks District daily user fees in summer are comparable to most other recreation districts in the state (as shown in Table E.1), with the exception of Basin Recreation, which is at least \$2.00 more per adult than other districts. Oquirrh Recreation's fees in fall, winter and spring are very affordable compared to most other districts, particularly for youth and seniors.

The other districts are comparable on their youth and senior day pass pricing, while Oquirrh Recreation offers the lowest punch pass rate of the districts for all ages. Basin Recreation is the only district that offers a monthly pass. Oquirrh Recreation provides the most affordable annual passes of any of the recreation districts in the state. Resident single adult annual memberships are \$145 for Oquirrh Recreation \$295 for Cottonwood Heights Recreation, which is more double the price. Basin Recreation, South Davis Recreation and Uintah Recreation all charge \$330 for a single adult annual pass.



Table E.1: District User Fee Comparison

				Resident/Non-Resident Annual Membership (adults only unless otherwise noted)				
	Day Pass	Punch Pass	Monthly Pass	Single	Couple	Household or Family	Senior Single	Senior Couple
Oquirrh Recreation and Parks District ¹ Youth: 3-17 Adult: 19-54 Senior: 55+	Summer/Other Seasons Youth- \$5.00/ \$4.00 Adult- \$6.00/5.00 Senior- \$5.00 /\$4.00	Summer/Other Seasons 10 visits Youth- \$42.50/\$34.00 Adult- \$51.00/\$42.50 Senior- \$\$42.50/\$34.00	n/a	\$145/\$295	\$200/\$395	\$265/\$475	\$75/\$150	\$100/\$200
Cottonwood Heights Parks and Recreation and Service Area ² Youth: 3-17 Adults: 18-61 Seniors: 62+	Youth- \$4.50 Adult- \$5.50 Senior- \$4.50	10 visits Youth- \$45 Adult- \$55 Senior- \$45	n/a	Youth- \$160/\$335 Adult- \$295/\$590	\$410/\$850	\$460/\$925	\$160/\$335	\$240/\$515
Snyderville Basin Special Recreation District ³ Youth: 17 and younger Adults: 18-59 Seniors: 60+	Resident/Visitor Adult- \$8/\$12 Youth or Senior- \$5/\$7 Toddler Time- \$5/\$7	Resident/Visitor 10 visits Adult- \$70/\$100 Youth or Senior- \$40 Toddler Time- \$40	Facility/Facility + Fitness Classes Adult- \$43/\$65 Youth or Senior- \$38/\$60	Facility/Facility + Fitness Classes Adult- \$408/\$600 Youth or Senior- \$330/\$510	n/a	n/a	n/a	n/a
South Davis Recreation District ⁴ Youth: 3-17 Adults: 18-59 Seniors: 60+	Youth- \$4.50 Adult- \$6.00 Senior- \$4.50	25 visits Youth- \$85 Adult- \$125 Senior- \$85	n/a	\$330/\$430	\$415/\$535	\$495/\$645	\$250/\$320	\$300/\$385
Tooele County Deseret Peak/ Aquatic Center	\$4.00	\$30	n/a	n/a	n/a	n/a	n/a	n/a
Uintah Recreation District ⁵ Youth: 3-17 Adult: 18-61 Senior: 62+	Adult- \$5.50 Youth or Senior- \$3.85	10 visits Youth- \$34.50 Adult- \$64.00 Senior- \$49.50	n/a	\$330	\$545	\$610	\$250	\$445

¹ Oquirrh Recreation: Annual membership fees are for single annual payment. Monthly bank drafts add 26.5% to the total. Household size is up to 5 people, additional members added for \$25 each. Couple is two individuals who share the same home. Senior couple pass both must be 55 or older. Discounts offered on annual memberships for employees who work in businesses, government offices or schools in qualifying District areas.

² Cottonwood Heights: Membership rates are for "Ultimate Membership" which includes unlimited group fitness classes and use of facilities (limited tennis and racquetball time). Less expensive plans with fewer options are available.

³ Basin Recreation: Daily and punch passes do not include fitness classes. 3- and 6-month passes are also available.

⁴ South Davis Recreation: Includes access to all facilities and classes.

⁵ Uintah Recreation: Prices shown are for "Premium Membership" which includes access to all facilities and classes, except youth, which are only allowed "Basic Membership" access options which exclude fitness classes.

In comparison to the other recreation districts in the state, Oquirrh Recreation and Parks District, daily and punch pass admission fees are on par while membership fees are more affordable. While there is room to increase membership fees and still remain the most affordable facility in the region, the District's unique demographics warrant caution and careful consideration before making changes.

