

# BLUFFDALE CITY PARKS, TRAILS, AND RECREATION SURVEY



# METHODOLOGY



711 residents in the City of Bluffdale were sampled from a city utilities list and supplemental registered voter list. Invitations to participate in the online survey were sent via email and text message.



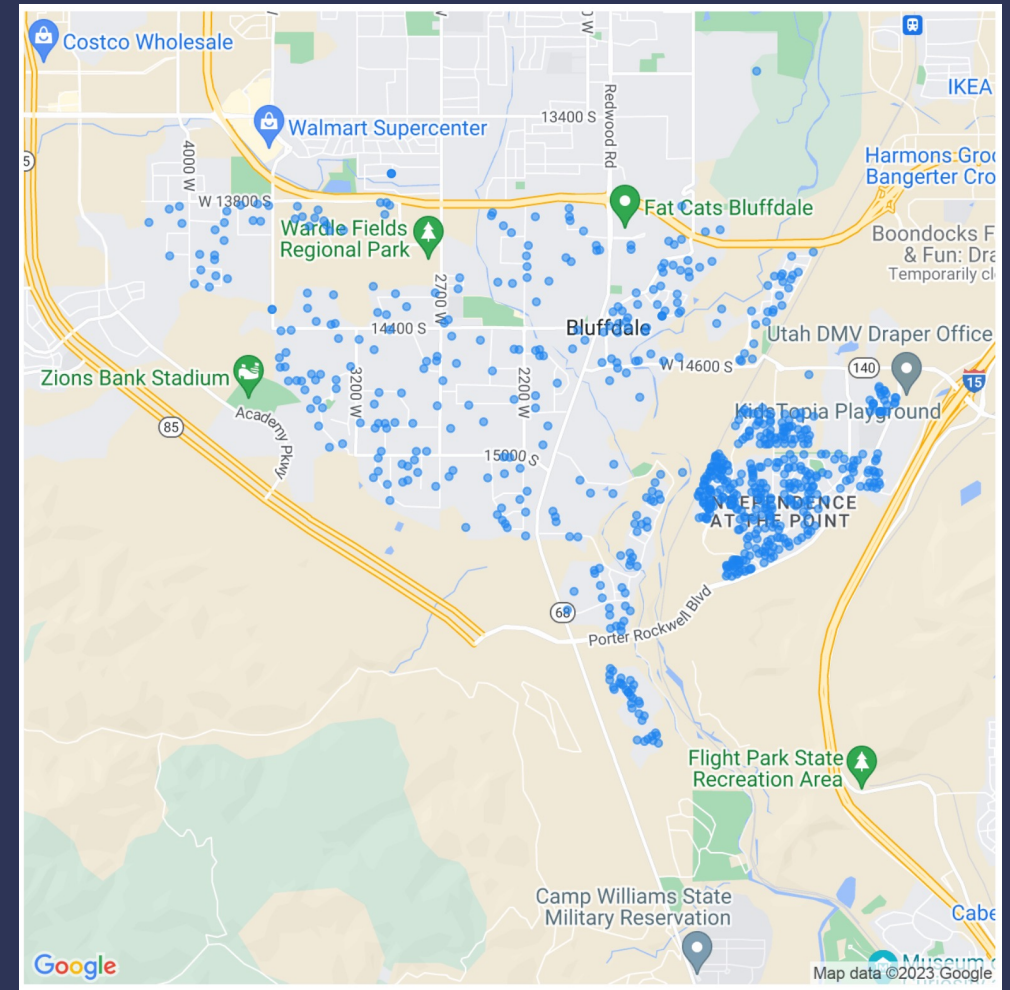
Dual-mode survey interviews were collected from August 22<sup>nd</sup> through September 7<sup>th</sup>, 2023.



Margin of error  $\pm$  3.6 percentage points.



Respondents are geographically representative of the City of Bluffdale residents at large. The sample has been weighted by age, gender, and race based on population estimates from the US Census American Community Survey.





1. Overall **use of Bluffdale recreational amenities is high**, with 77% of residents using Bluffdale parks and 66% using trails at least once a month. Residents prefer parks and trails that are **close to home**. Residents also report high levels of participation in city events, with 64% having attended a city event in the past year.
2. While the vast majority of city residents are **satisfied with the number of parks in the city**, there is a significant portion who say there are **not enough recreation programs (45%), trails (40%), and natural open spaces (36%)**, indicating that those might be good areas of focus for the City.
3. In terms of improvements that residents would make to trails and parks, residents express the most interest in **making trails more connected and complete, more lighting, trees, shade structures, and overall maintenance/cleanliness**.
4. The majority of residents are interested in both youth and adult recreation programs in Bluffdale. For **youth recreation programs, residents are most interested in soccer, basketball, and swimming**, while **pickleball is the most popular adult recreation program**.
5. When it comes to recreational facilities, residents consistently express interest in a City rec center and/or public pool. **The vast majority (83%) express interest in having a public rec center in Bluffdale, and over half say they would visit such a facility regularly (a few times a month or more)**.
6. Not only are residents enthusiastic about having additional rec facilities and programs in Bluffdale, but they are also willing to help fund it. **Nearly two-thirds of residents say they would be willing to pay a monthly usage fee to fund parks, trails, and facilities in Bluffdale** and most are interested in paying a monthly or family pass for rec center admission.

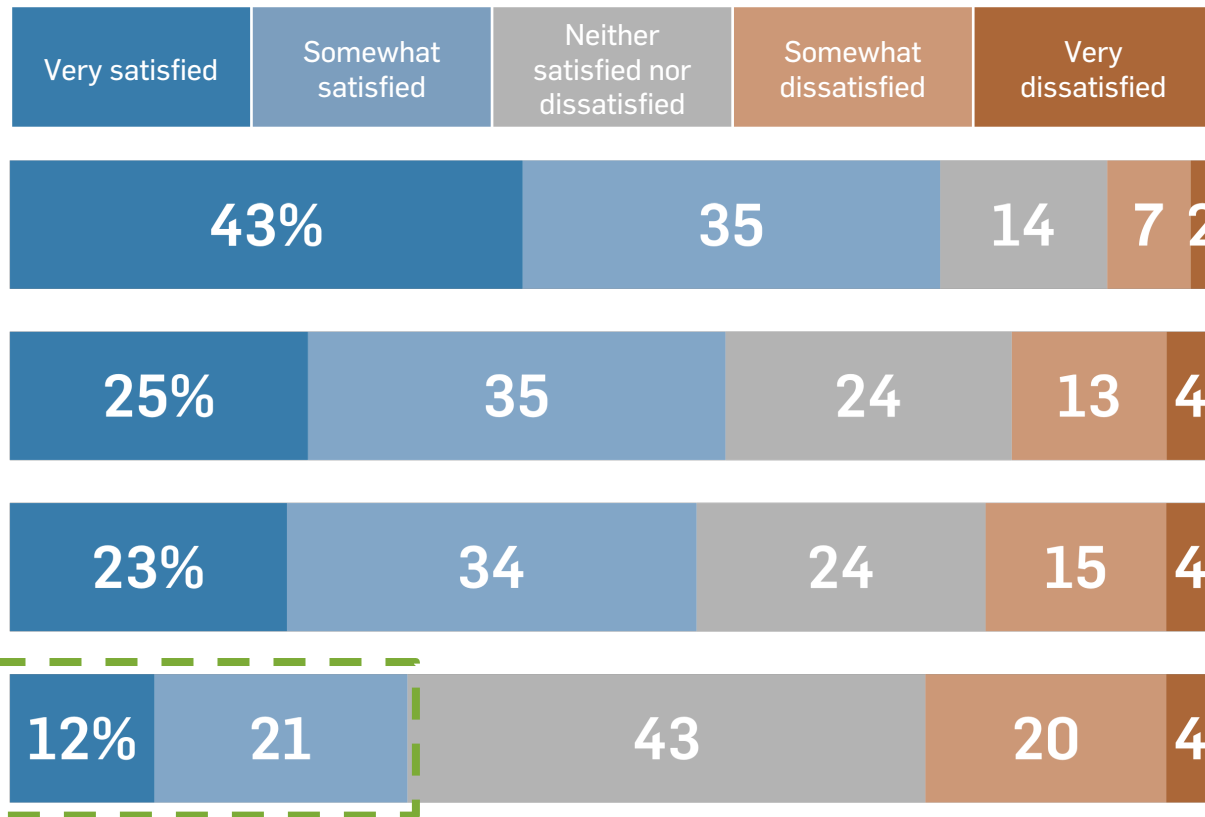
# KEY FINDINGS AT A GLANCE

# RECREATION AT A GLANCE

# RESIDENTS SATISFIED WITH PARKS, WANT MORE RECREATION PROGRAMS

Bluffdale residents are pleased with the overall quality of life in Bluffdale, giving an average rating of 80 points out of 100. Most residents are satisfied with the quality, as well as the number of parks available in Bluffdale. Residents report much lower levels of satisfaction with the quality and quantity of recreation programs available, indicating room for improvement in that vertical. Trails and open spaces both receive middling ratings, indicating some need for improvement, but not to the same extent as programs.

## Satisfaction with recreational opportunities in Bluffdale



% who believe there are **not enough** of each recreational opportunity

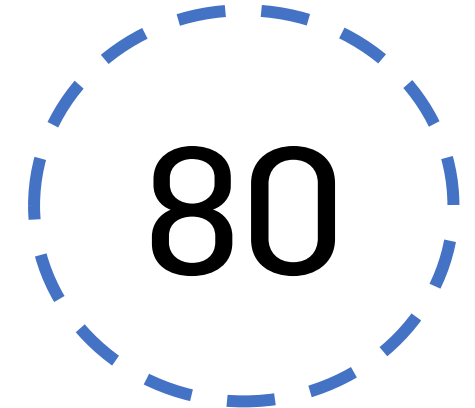
17%

40%

36%

45%

## Average quality of life (out of 100)



*Compared to their counterparts, those who report being satisfied with recreational opportunities also report higher quality of life scores, on average.*

Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Bluffdale? (n=707)

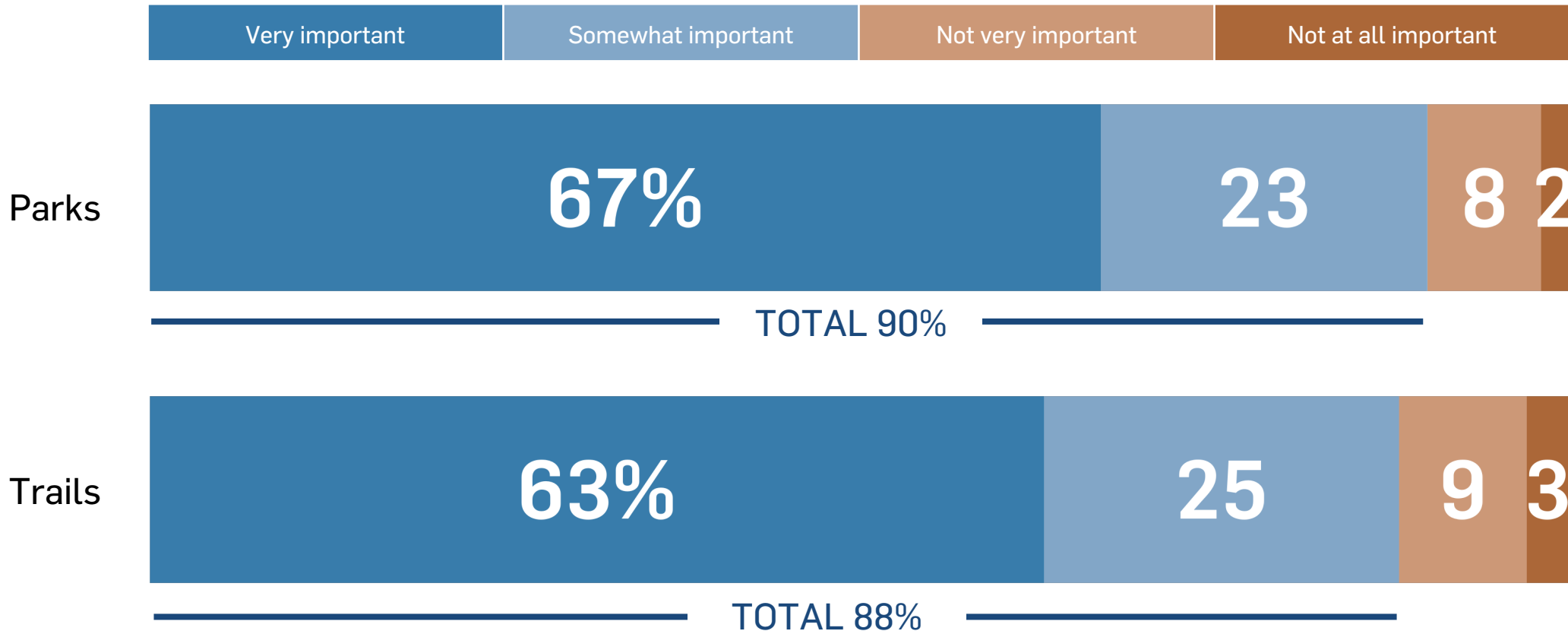
Q: When it comes to recreation opportunities, do you think the City of Bluffdale has too many, not enough, or just the right amount of each of the following? (n=700)

Q: Overall, how satisfied are you with the quality of each of the following types of recreational opportunities in the City of Bluffdale? (n=699)

# PARK & TRAIL PROXIMITY IMPORTANT TO MAJORITY OF RESPONDENTS

The vast majority of residents consider having parks and trails within walking distance of their home at least somewhat important and over half consider it *very important*. Younger-aged residents and those who are newer to Bluffdale are even more likely than their counterparts to consider trail proximity important. Those with and without children find it equally important.

## Importance of parks and trails being within walking distance of home



Both residents with and without children find park and trail proximity important



Younger residents are more likely to prioritize proximity to amenities than are older residents

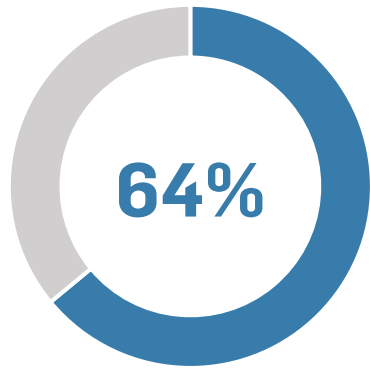


Newer residents are more likely to find park and trail proximity important than are long time residents

Q: Thinking more generally, in your opinion how important is it to have public trails within walking distance of your home (i.e., within half a mile or 10 minutes)? (n = 681)

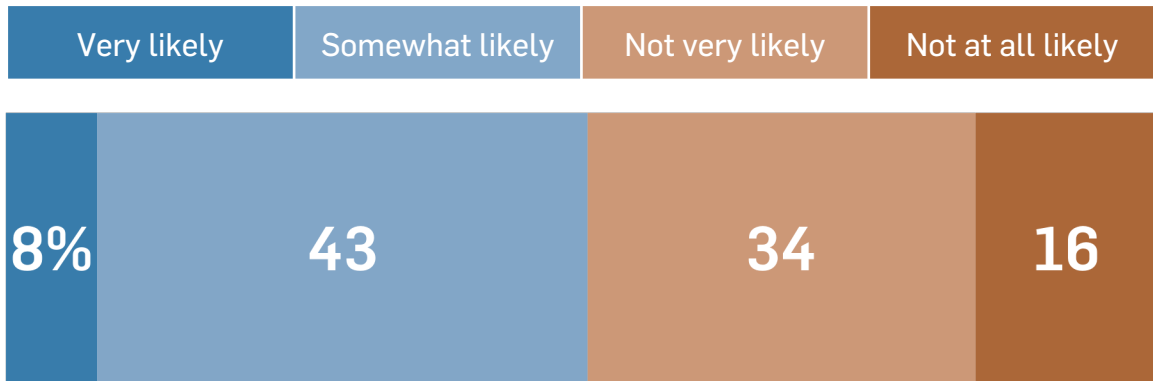
# OVER HALF OF RESIDENTS WILLING TO VOLUNTEER FOR EVENTS

About 2/3 of residents report attending a City-sponsored event in the past year, and 1/2 say they would be at least somewhat likely to volunteer at a City event in the future. When asked about future City events, respondents frequently requested events involving food trucks, live music/concerts, rodeos, and farmers markets. Several also mentioned the old Bluffdale Days event, saying they would like the City to bring it back.



64% of residents have attended a Bluffdale City-sponsored event in past year

## Likelihood to volunteer for Bluffdale City events



## Requested events for the future

*"Food trucks like daybreak or live music"*

*"I like Bluffdale Old days"*

*"Rodeo, Bluffdale Days - bring it back!, let's get a county rec center in Bluffdale!!!"*

*"Farmers market"*

*"Movie nights, food truck nights."*

Q: Have you or members of your household attended any City-sponsored events in the past year? (n = 647)

Q: How likely would you be to volunteer at a city event in the future? (n = 637)

Q: What types of events would you like to see the City of Bluffdale sponsor in the future in order to better connect our community? (n = 354)

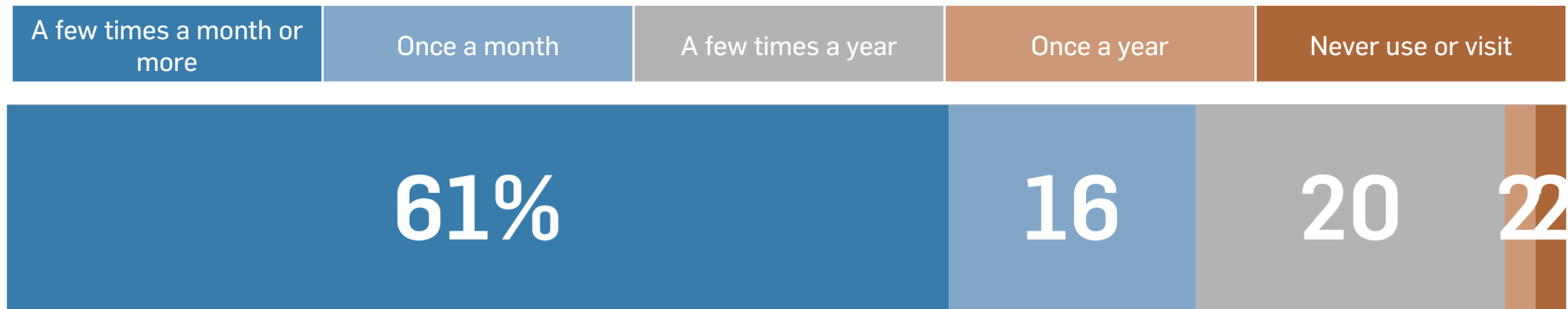
Q: Are there any additional types of events you would like to see the City of Bluffdale offer that are not currently available in our community? (n = 275)

# **BLUFFDALE CITY PARKS**

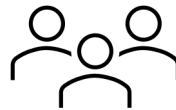
# MAJORITY OF RESIDENTS USE PARKS AT LEAST ONCE A MONTH

The vast majority (77%) of respondents report using Bluffdale parks at least once a month, with only 2% reporting that they never visit parks in the city. Residents who have lived in Bluffdale 5 years or less, have children, and younger residents report using City parks most frequently.

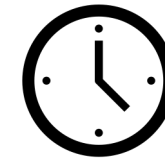
## Frequency of visiting parks in Bluffdale



73% of residents with children report visiting Bluffdale parks a few times a month or more, compared to 47% of residents who do not have children.



29% of older residents (65+) report visiting Bluffdale parks a few times a month or more, compared to 73% of younger residents (ages 18-44).

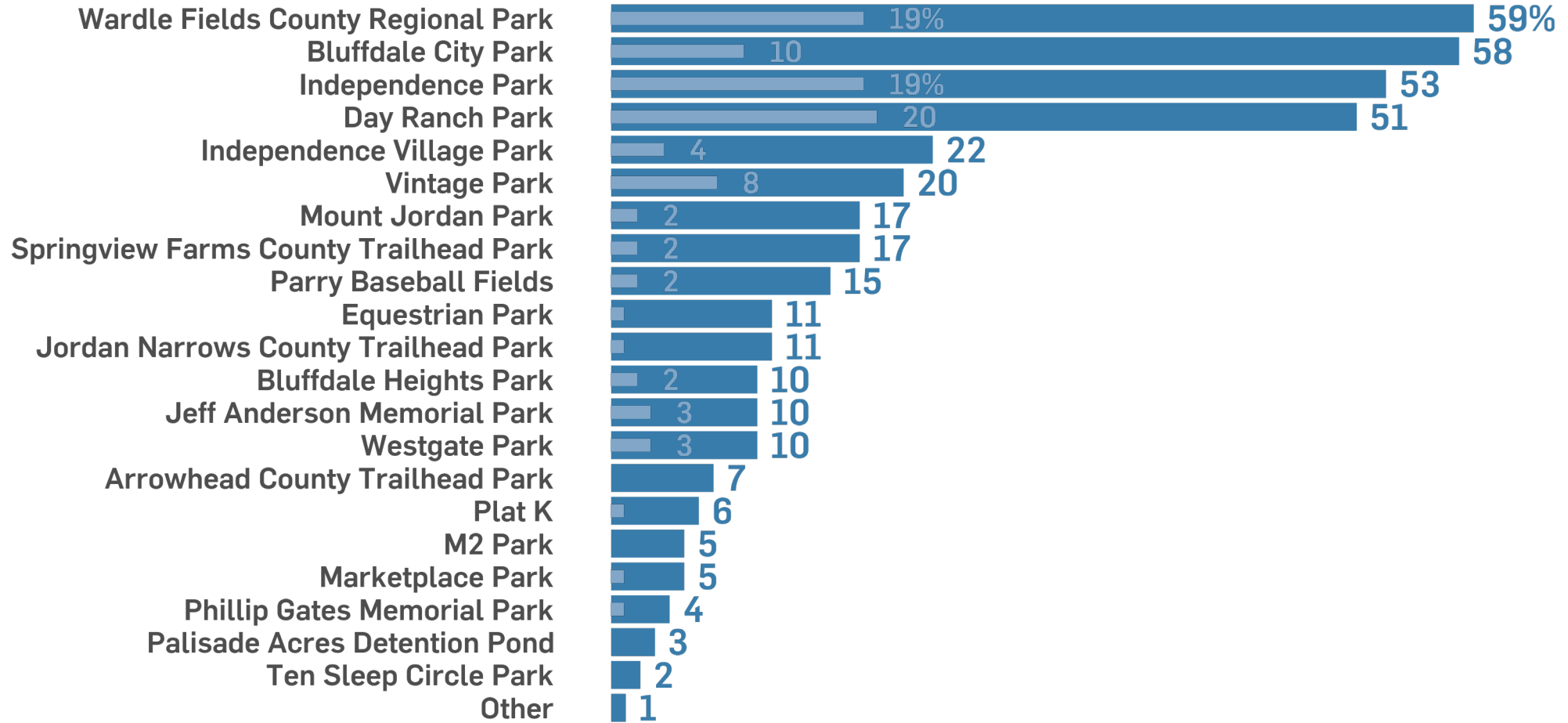


Newer residents of Bluffdale report visiting Bluffdale parks more frequently than longer-term residents.

# WARDLE, BLUFFDALE, INDEPENDENCE, & DAY RANCH PARKS MOST VISITED

Over half of respondents have visited Wardle Fields County Regional Park, Bluffdale City Park, Independence Park, and Day Ranch in the past year. When it comes to parks residents visit most often, Day Ranch Park, Wardle Fields County Regional Park, and Independence Park are the most popular.

Which of the following parks have you visited in the past 12 months / the most?



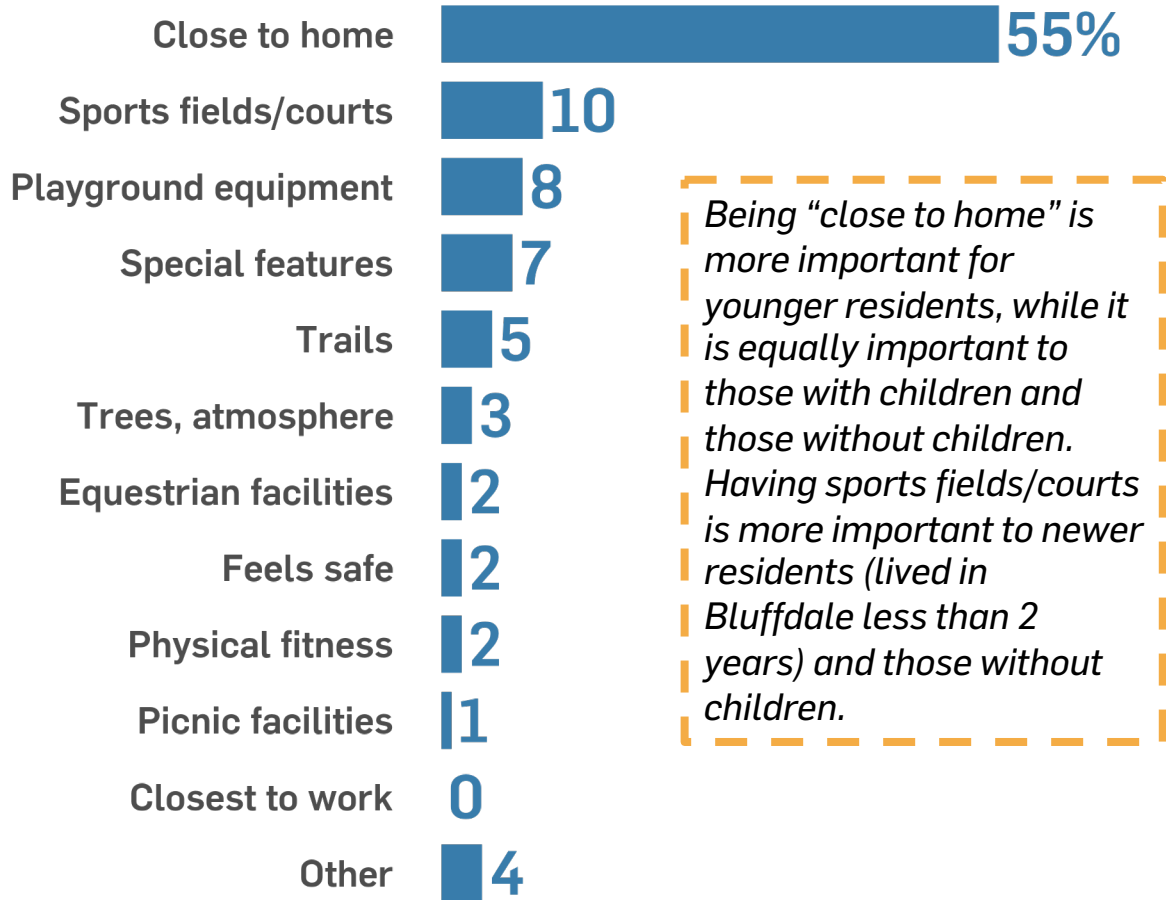
Q: Which Bluffdale parks or fields have you or your household used or visited in the past 12 months? Please select all that apply. (n=692)

Q: Which park or field in Bluffdale does your household use or visit most often? (n = 609)

# RESIDENTS FAVOR PARKS THAT ARE CLOSE TO HOME

When asked about the parks they frequent most often, being close to home is the most common reason for visiting. Playground equipment is considerably more important for residents with children compared to those without children.

## Reasons for using most visited park



## What is the most significant reason that you visit (your most visited park) the most?

### Wardle Fields County Regional Park

- Close to home
- Special features (splash pads, etc.)
- Sports fields/courts

### Bluffdale City Park

- Close to home
- Trees, atmosphere
- Sports fields/courts

### Independence Park

- Close to home
- Playground equipment
- Special features (splash pads, etc.)

### Day Ranch Park

- Close to home
- Playground equipment
- Special features (splash pads, etc.)

### Independence Village Park

- Close to home
- Trees, atmosphere
- Playground equipment

### Vintage Park

- Close to home
- Other
- Sports fields/courts

# TREES AND SHADE STRUCTURES MOST COMMON REQUESTS

When asked about improvements they would like to see made to their most frequently visited parks, trees and shade structures are most commonly requested. One-in-five residents (22%) say that the need no improvements, indicating that residents are largely satisfied with the condition of parks in Bluffdale.

## Needed improvements at most visited park



### Day Ranch Park

- Trees
- Other
- Shade structures (e.g. pavilions, canopies)

### Bluffdale City Park

- Shade structures (e.g. pavilions, canopies)
- Restrooms
- Playground equipment

### Wardle Fields County Regional Park

- Trees
- Shade structures (e.g. pavilions, canopies)
- Sports fields/courts

### Vintage Park

- Trees
- Maintenance/cleanliness
- Sports fields/courts

### Independence Park

- Shade structures (e.g. pavilions, canopies)
- Trees
- Maintenance/cleanliness

### Independence Village Park

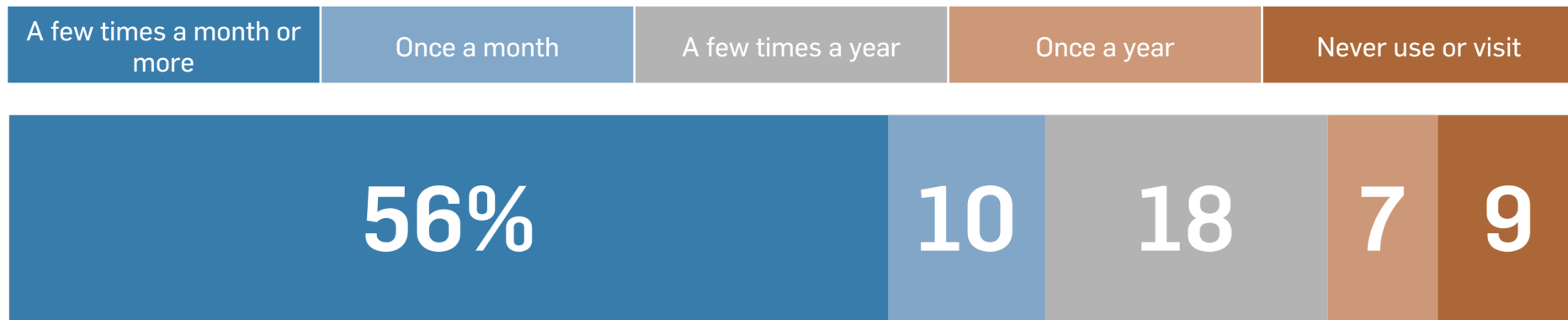
- Trees
- Lighting/safety features
- Maintenance/cleanliness

# **BLUFFDALE CITY TRAILS**

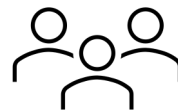
# MAJORITY OF RESIDENTS VISIT TRAILS AT LEAST ONCE A MONTH

The majority of Bluffdale residents visit trails at least once a month and only 9% report that they have never used or visited a Bluffdale trail. Younger residents (44 years old and younger) are much more likely to report visiting trails, as are residents who have lived in Bluffdale for 6-10 years.

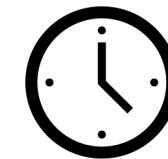
## Frequency of using trails in Bluffdale



Residents with and without children report **similar levels of trail use frequency**. Residents with children are **more likely to visit parks** than they are trails.



**Only 41% of residents ages 65+** report visiting trails once a month or more, compared to 60% of 18–35-year-olds, and 65% of 35–44-year-olds.

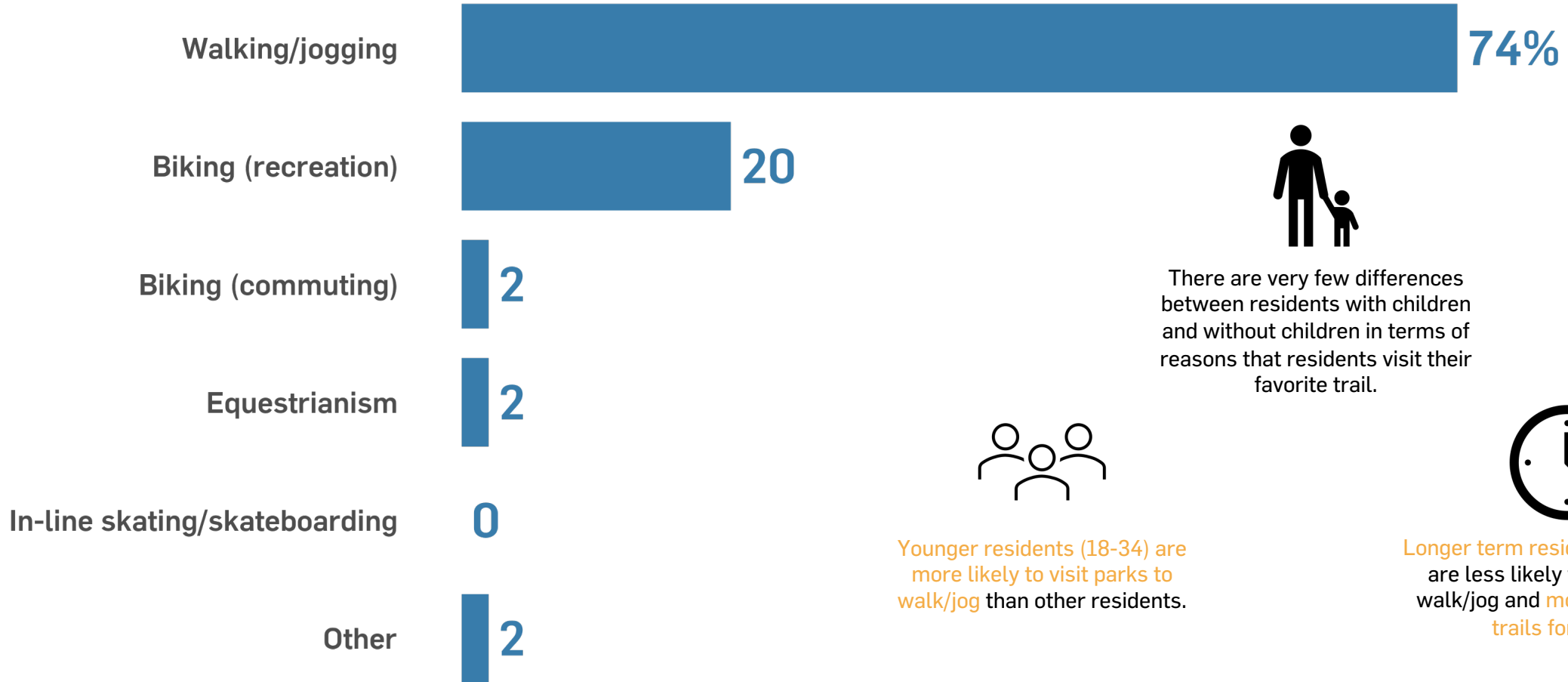


Those who have lived in Bluffdale for **3-10 years** report **visiting trails more often**, on average, than other residents.

# RESIDENTS PRIMARILY USE TRAILS FOR WALKING/JOGGING

About 3 out of 4 residents say the reason they visit their favorite trail most often is for walking/jogging. Biking, for recreation and not commuting, is an important factor as well, with 1 in 5 residents selecting it as the number one reason they visit their favorite trail.

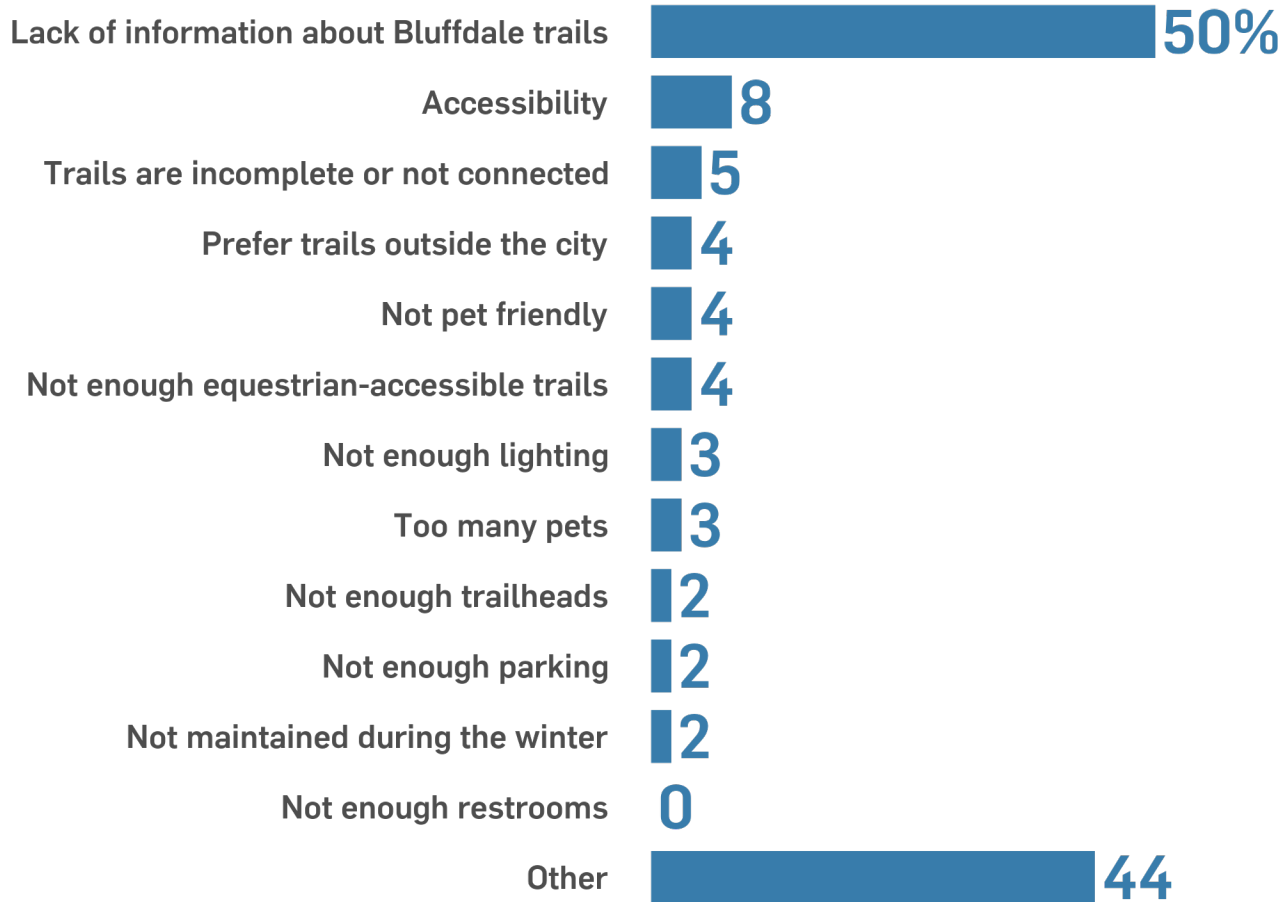
## Reasons for using trails in Bluffdale



# LACK OF INFORMATION BIGGEST REASON TO NOT USE TRAILS

Lack of information is by far the number one reason why residents do not use the trails in Bluffdale. Other reasons also include being unaware of trails in Bluffdale and Bluffdale trails being far from where they live.

## Reasons for not using Bluffdale trails



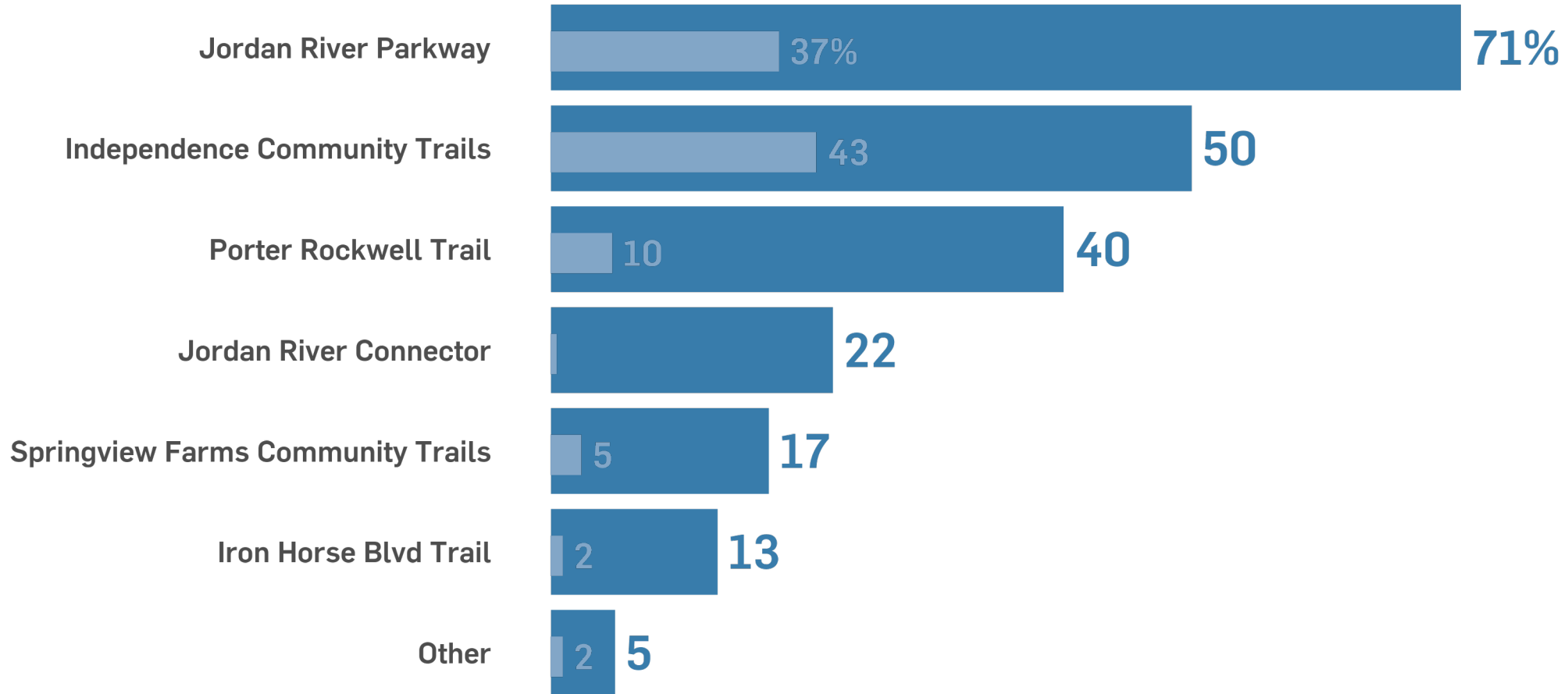
*“Don't know where they are located”*  
*“Too far away”*  
*“Not aware of them”*

Q: Which of the following reasons best explain why you do not use the trails in Bluffdale? (n = 62)

# JORDAN RIVER PARKWAY MOST VISITED TRAIL

Over 7 out of 10 residents report visiting Jordan River Parkway in the last year. When asked about the trails they visit most often, the largest proportions of residents report that their most frequented trails are Independence Community Trails and Jordan River Parkway.

Which of the following trails have you visited in the past 12 months / the most?



Q: Which Bluffdale trails have you or your household used or visited in the past 12 months? (n = 627)

Q: Which Bluffdale trail does your household use or visit most often? (n = 374)

# RESIDENTS WANT MORE CONNECTED TRAILS & LIGHTING

Regarding trail improvements, respondents report that they would like to see trails connecting neighborhoods, more lighting, maintenance for winter trail use (and improved maintenance overall), and more completed/connected trails.

## Needed improvements to trails in Bluffdale



### Independence Community Trails

- More lighting
- Linking neighborhoods with trail system
- Making trails more complete or connected

### Jordan River Parkway

- Linking neighborhoods with trail system
- Improved trail maintenance
- Maintenance to allow winter use

### Porter Rockwell Trail

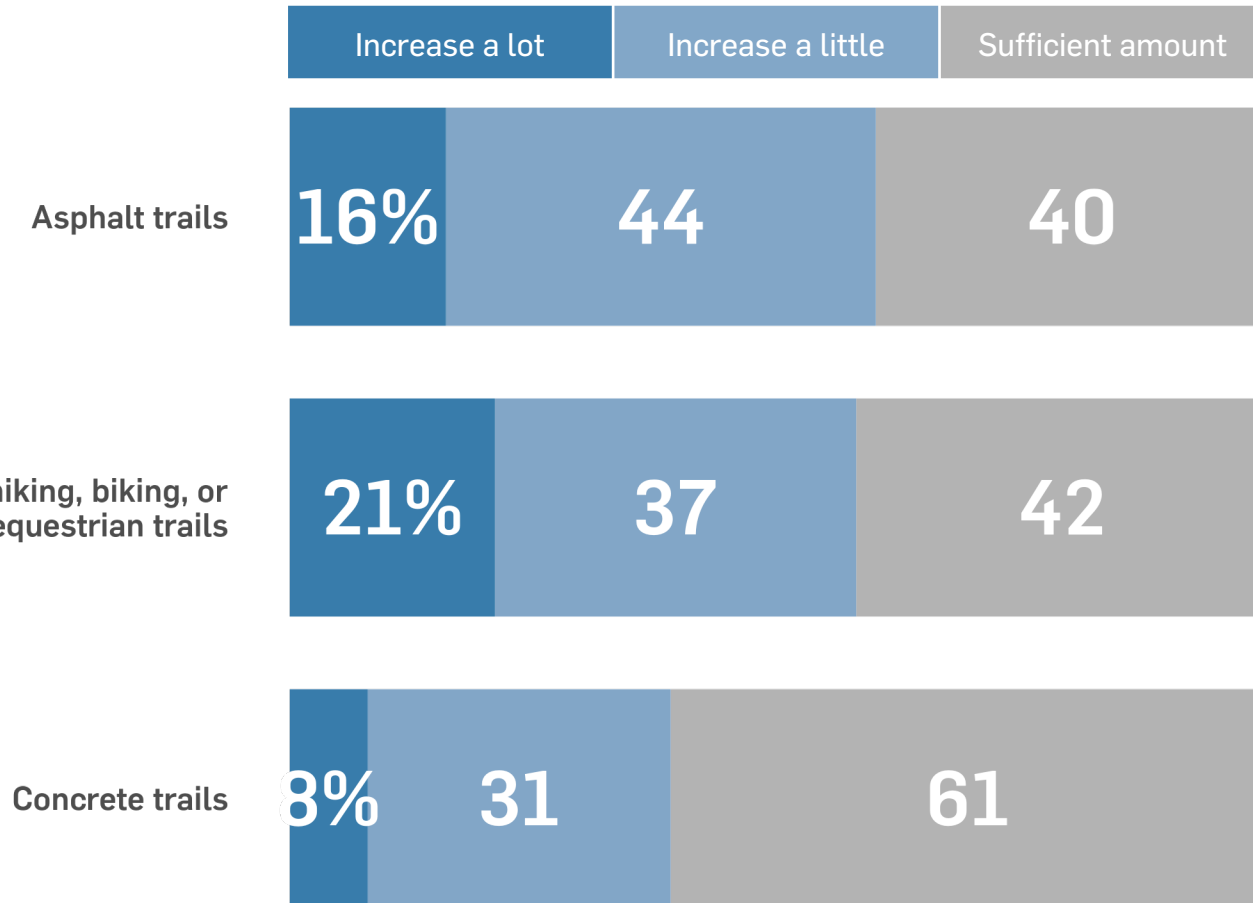
- Linking neighborhoods with trail system
- Making trails more complete or connected
- Linking commercial and business areas

*\*Needed improvements categorized by most visited trail*

# RESIDENTS PREFER MORE ASPHALT & NATURAL SURFACE TRAILS

Generally speaking, residents are more in favor of increasing the number of asphalt and natural surface hiking, biking, or equestrian trails. Regarding other types of trails, residents frequently cite the need for trails that connect to other parts of the City and more trails on the west side of Bluffdale.

## Trail Type Preference



## Other Types of Trails Residents Would Like to See

*"More connections to the foothills"*

*"Connecting day ranch area to Jordan river trail"*

*"The day ranch community needs to get linked to the Jordan River trail. Currently you have to go all the way around on Porter Rockwell or cut across the railroad tracks through a closed gate. It feels very disconnected."*

*"No trails on west side. Should put some in old Bluffdale"*

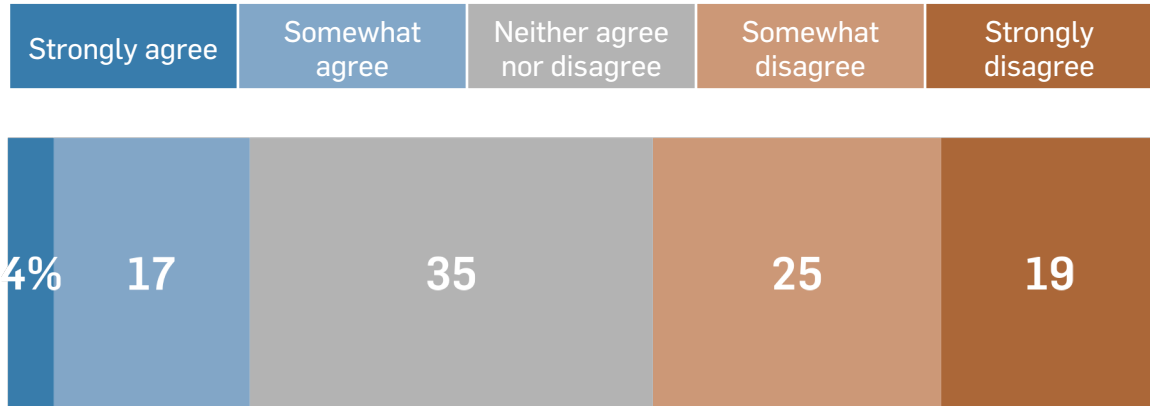
*"path to walk around 14600s and Porter Rockwell (west side)."*

Q: Please indicate whether you would like the City of Bluffdale to increase the number of each of the following types of trails in the city, or if you think the current number of each type of trails is sufficient. (n = 667)  
 Q: Are there any other types of trails you would like to see more of in Bluffdale or specific locations where you would like to see trails developed? (n = 276)

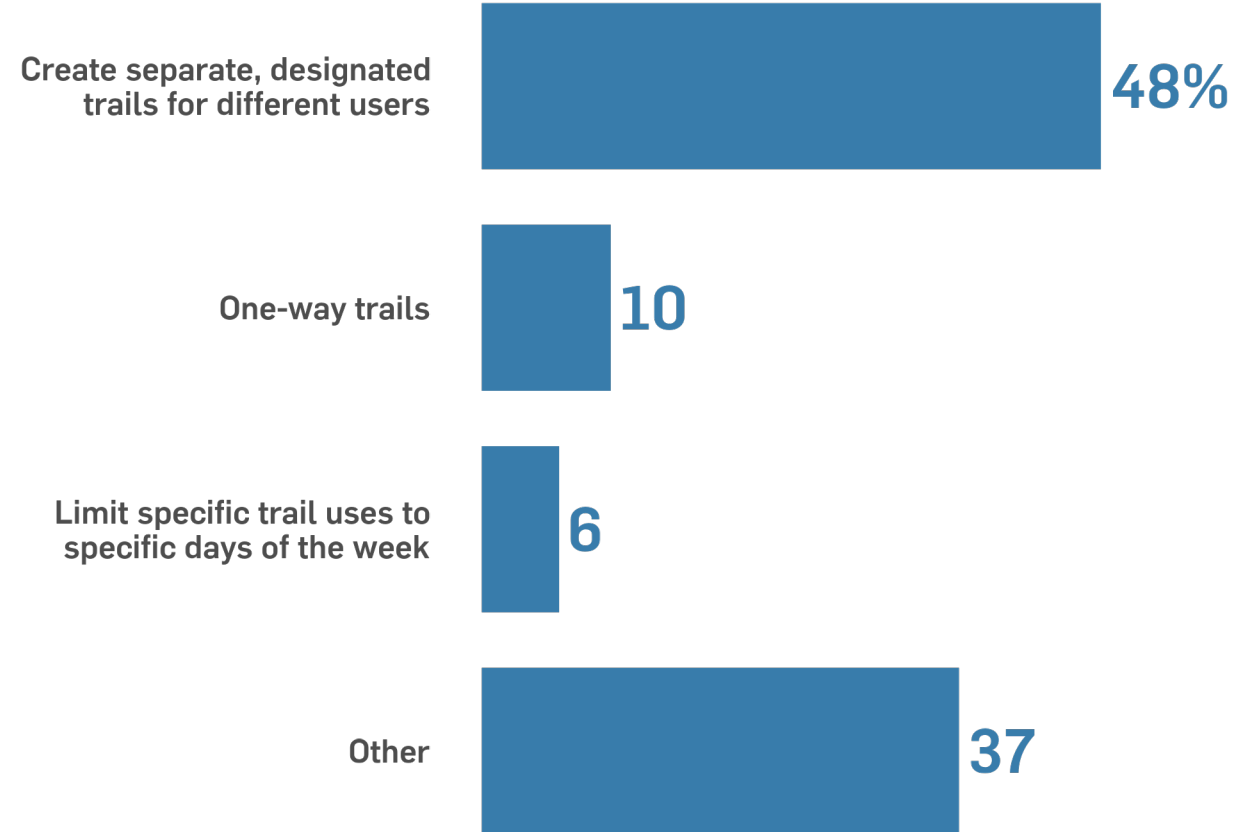
# LITTLE CONFLICT ON BLUFFDALE TRAILS

Only about 1 in 5 respondents report that there are conflicts between users of various user groups (cyclists, runners/joggers, dogs and owners, equestrians, etc.) on trails in Bluffdale. When conflict does arise, residents believe the best solution is to create separate, designated trails for the various user groups.

## Conflict on Bluffdale City trails



## Preferred resolution of trail conflicts



Q: To what extent do you agree or disagree with the following statement? Various user groups (e.g., cyclists, runners/joggers, walkers/hikers, dogs/their owners, equestrians) on Bluffdale open space trails often conflict with one another. (n = 667)

Q: How would you most prefer that the City of Bluffdale resolve the conflicts between various trail users? (n = 573)

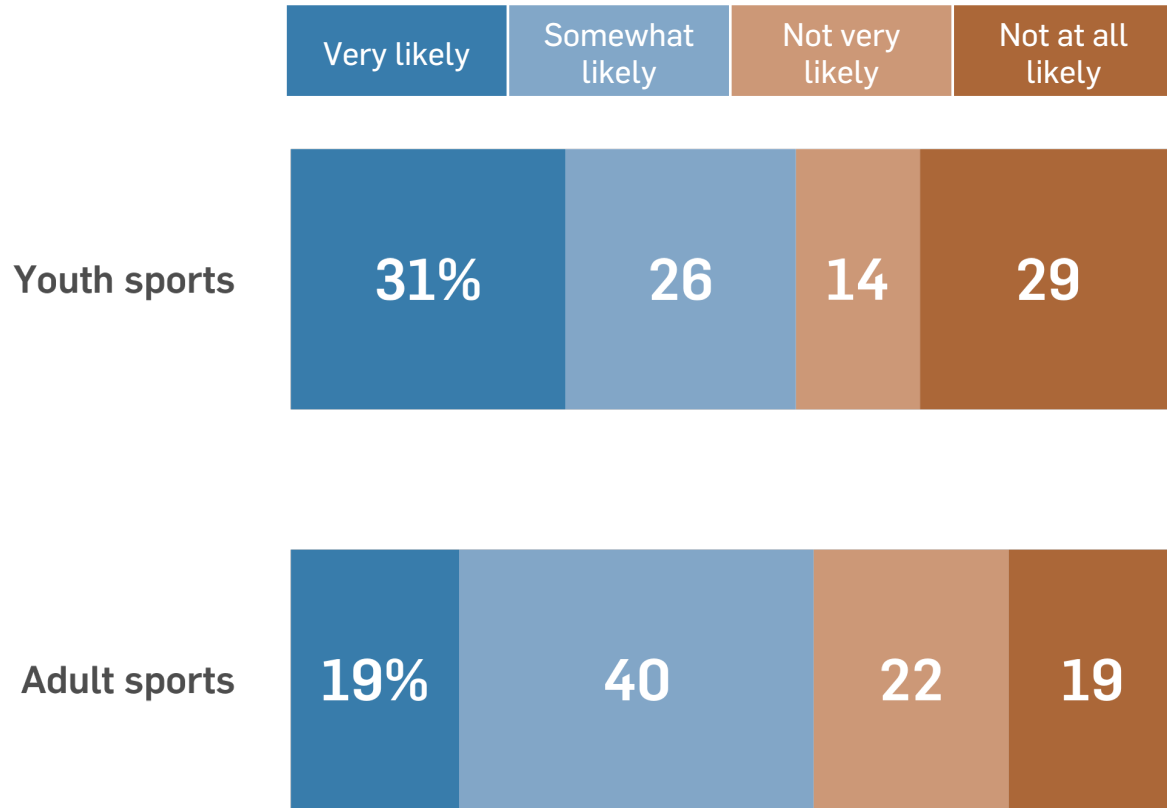
**BLUFFDALE CITY  
RECREATION PROGRAMS**



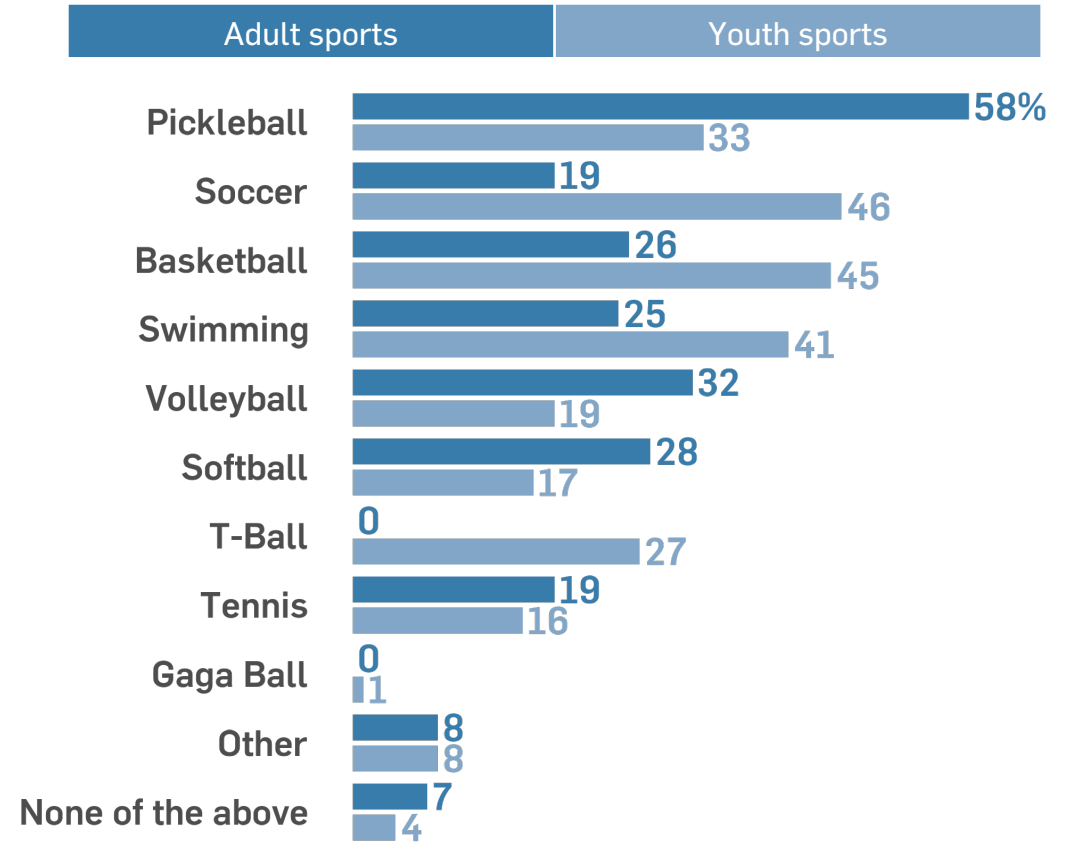
# MAJORITY OF RESIDENTS INTERESTED IN REC PROGRAMS IN BLUFFDALE

Over half of residents are at least somewhat interested youth and adult sports in Bluffdale (57% and 59%, respectively). Residents are most interested in youth soccer, basketball, and swimming programs. Pickleball is by far the most popular choice among adult recreation programs.

## Likelihood of participating in recreation programs in Bluffdale



## What sports would like to see offered in Bluffdale?



Q: How likely would you or a member of your household be to register for a youth recreation program if an organized sport or activity you were interested in were available in Bluffdale? (n=654)

Q: What youth sports would you like to see offered in Bluffdale? Please select your top 3 choices. (n = 457)

Q: How likely would you or a member of your household be to register for an adult recreation program if an organized sport you were interested in were available in Bluffdale? (n = 648)

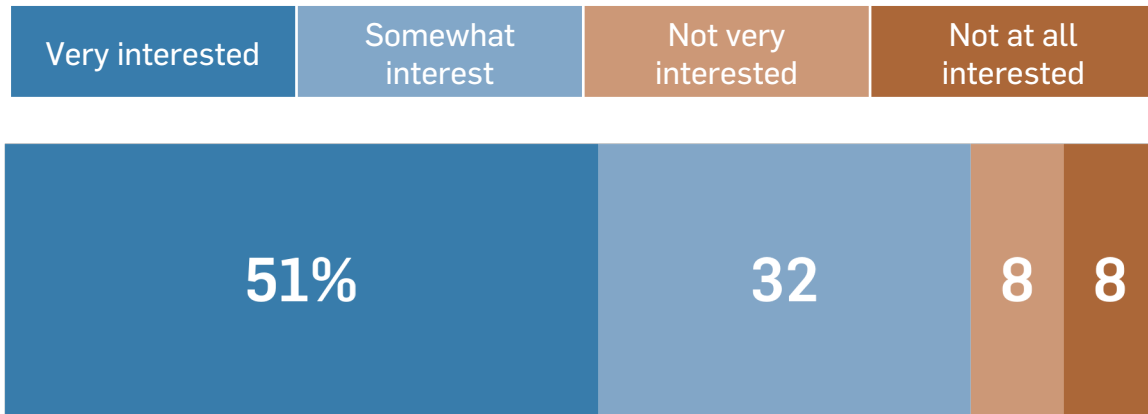
Q: What adult sports would you like to see offered in Bluffdale? Please select your top 3 choices. (n = 522)

# **BLUFFDALE RECREATION FACILITIES**

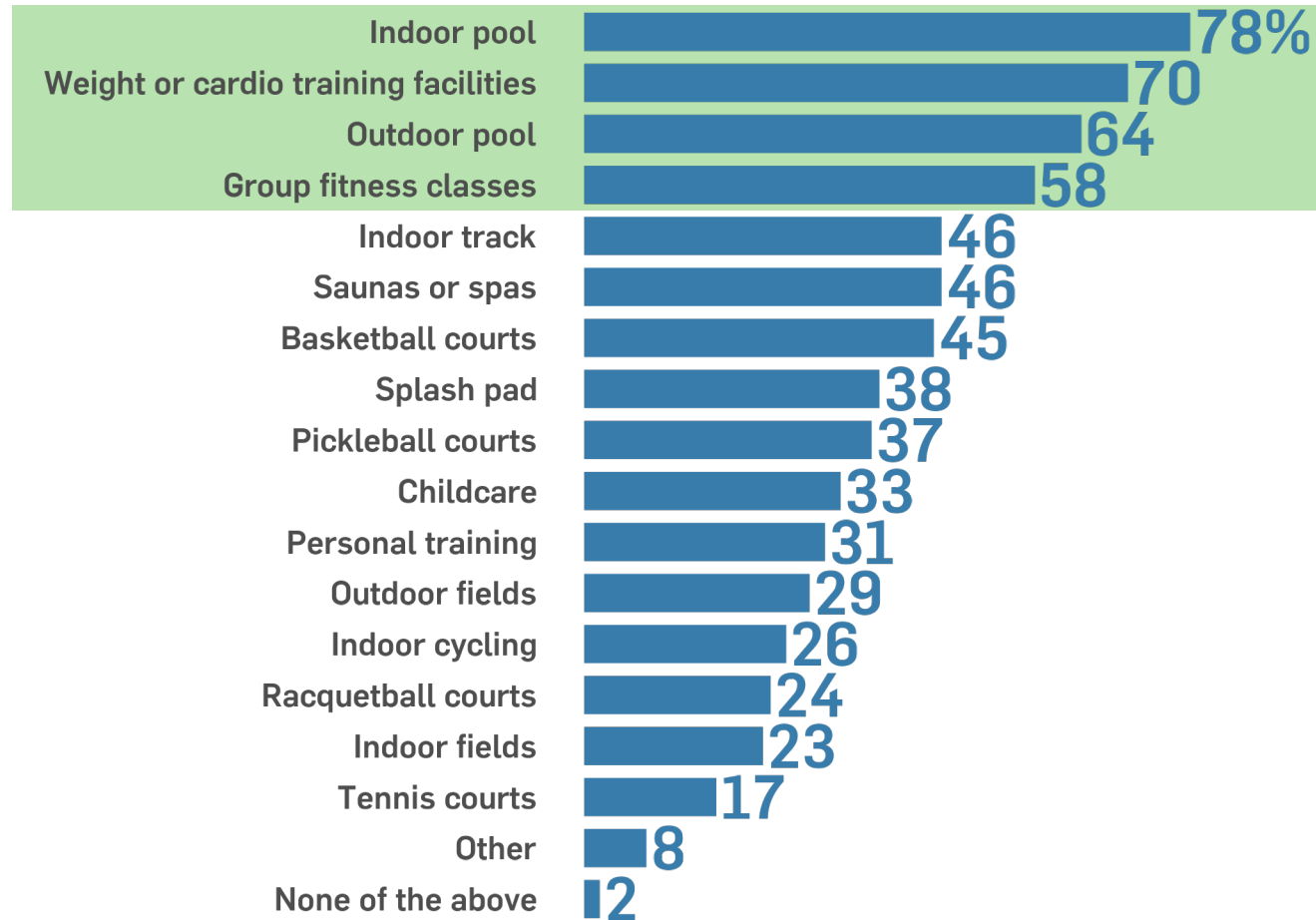
# STRONG INTEREST IN BLUFFDALE RECREATION CENTER

83% of respondents say they are at least somewhat interested in having a public recreation center in their community. In terms of specific facilities and amenities, residents express the most interest in swimming pools (both indoor and outdoor), weight/cardio training facilities, and group fitness classes.

## Interest in Bluffdale Recreation Center



## Preferred recreation center amenities



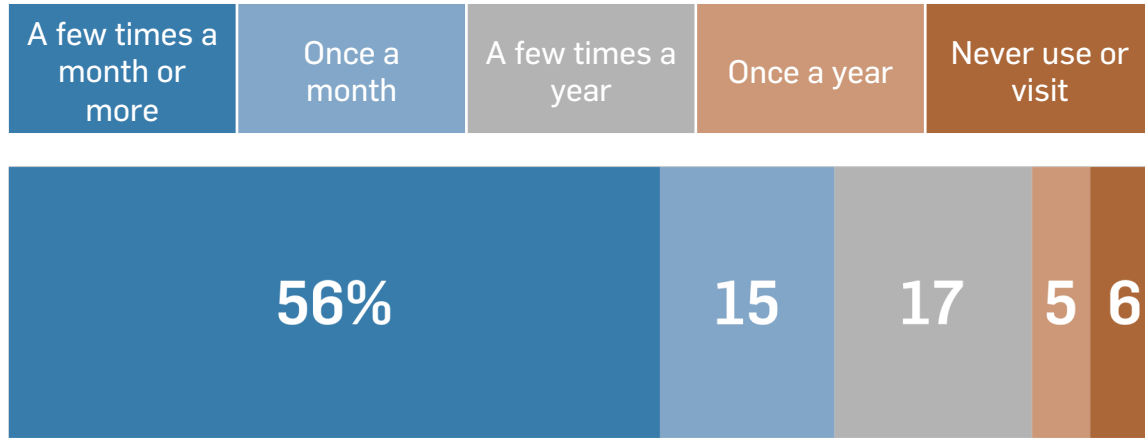
Q: How would you rate your level of interest in having a public recreation center in your community? (n = 638)

Q: If County officials determined that Bluffdale was the appropriate place for this new recreation center, what amenities (n = 629)

# MAJORITY OF RESIDENTS WOULD USE LOCAL REC CENTER FREQUENTLY

When asked about how they would prefer to pay for rec center admission, a majority say they would prefer to purchase a season/annual membership or a family pass. A majority of residents say they would use the facility at least a few times a month. Families, or residents with children, and younger residents (18-44) report being much more likely to use a local recreation center than those without children and older residents (65+).

## Frequency of visiting public Recreation Center

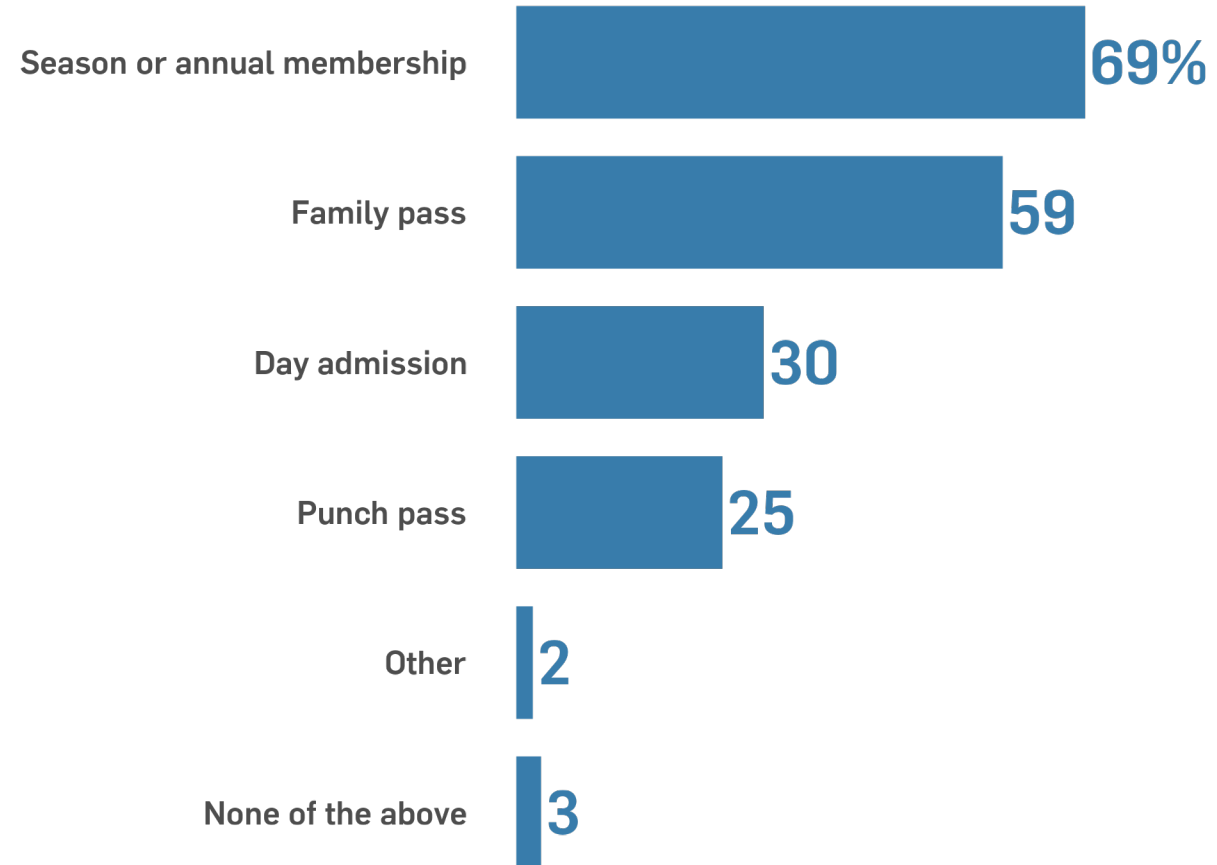


Residents with children are much more likely to visit a Bluffdale rec center a few times a month or more than residents without children (68% vs 41%).



19% of older residents (65+) report they would visit a Bluffdale rec center a few times a month or more, compared to 65% of residents ages 18-44.

## Admission payment preference



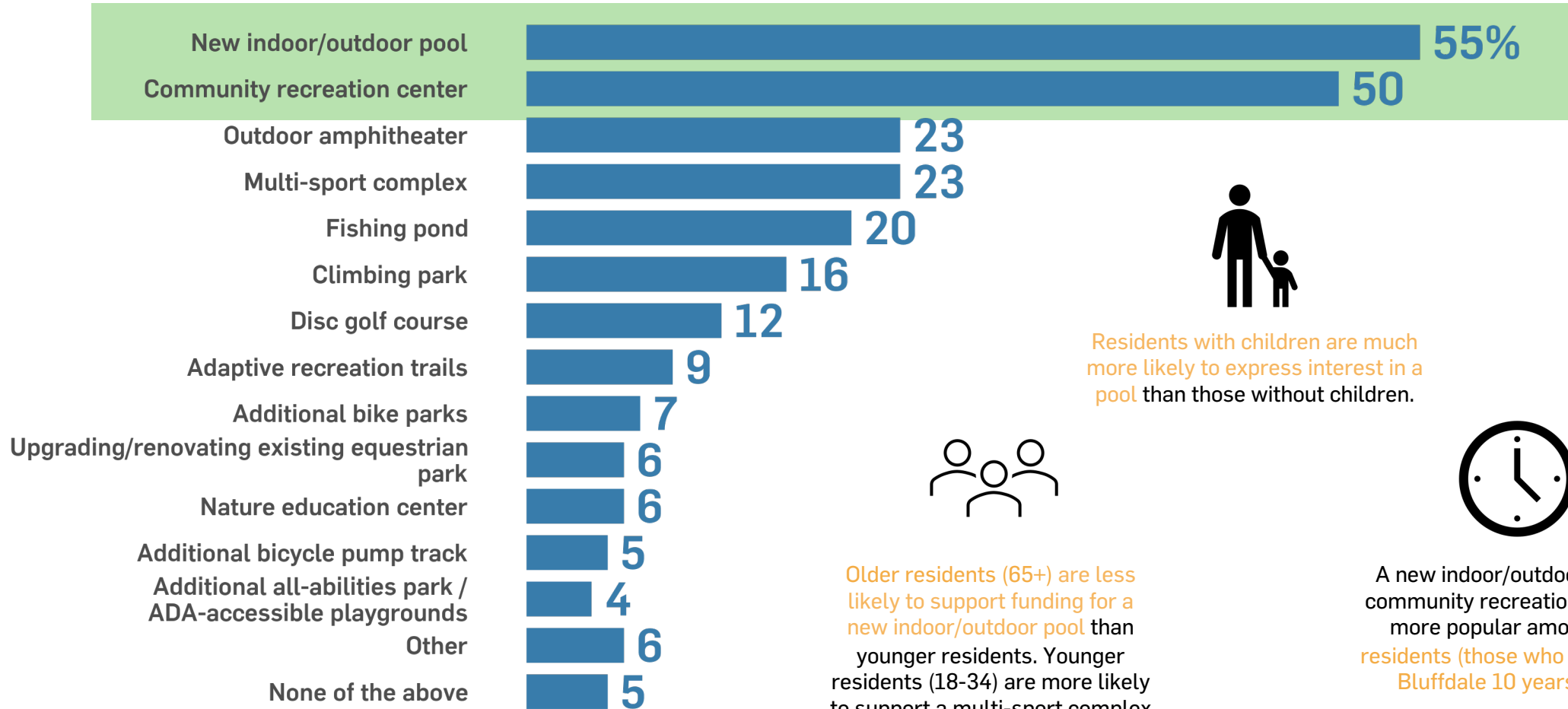
Q: If a new Salt Lake County recreation center was built in Bluffdale, how would you prefer to pay for admission? Please select all that apply. (n = 628)

Q: How often do you expect you or members of your household would use or visit a public recreation center if one were available in Bluffdale? (n = 635)

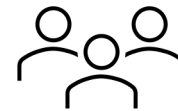
# STRONG PREFERENCE FOR FUNDING FOR POOL & REC CENTER

When asked to prioritize among various special use facilities the City could fund, over half of respondents report that the City of Bluffdale should consider funding or constructing a new indoor/outdoor pool or community recreation center.

## Special use facilities funding



Residents with children are much more likely to express interest in a pool than those without children.



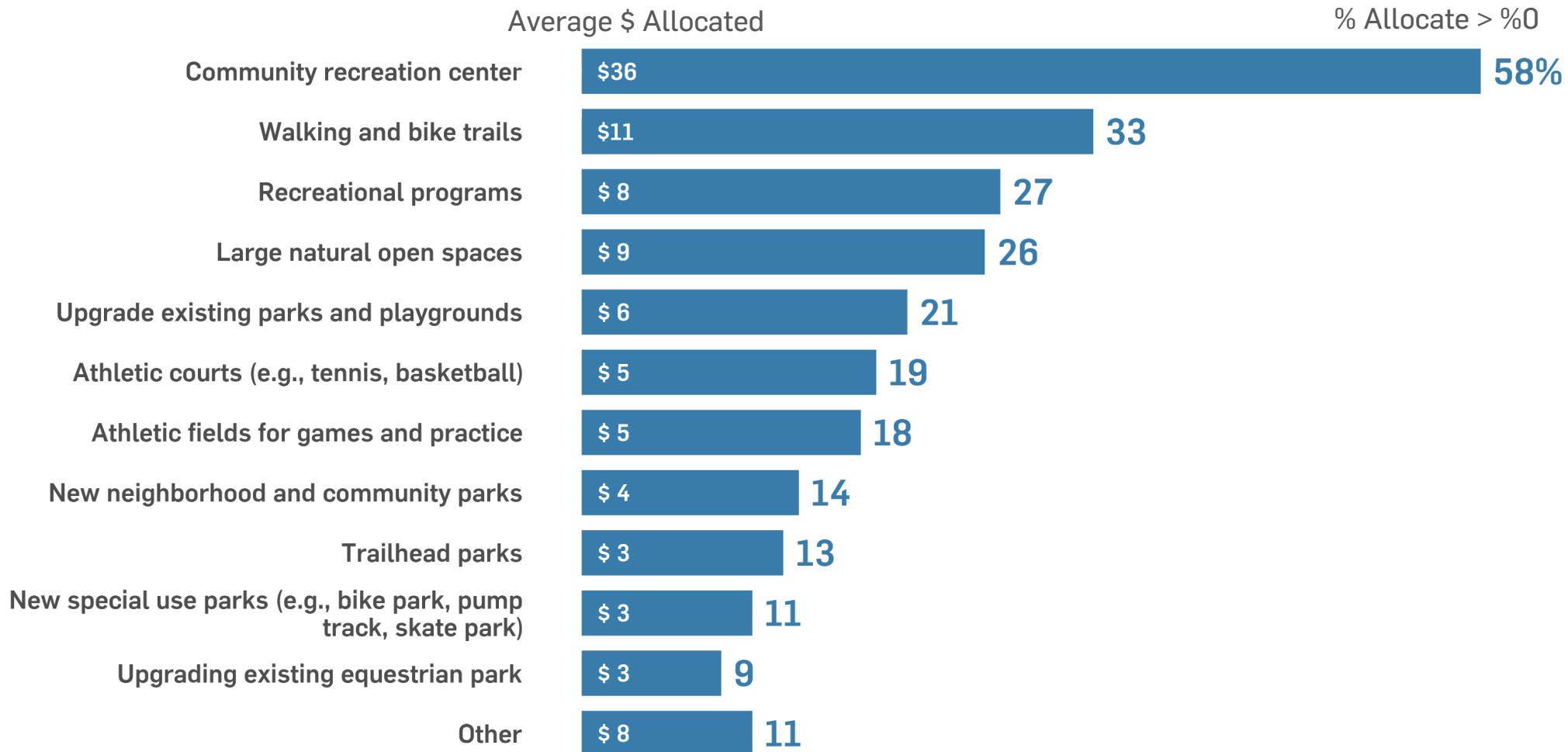
Older residents (65+) are less likely to support funding for a new indoor/outdoor pool than younger residents. Younger residents (18-34) are more likely to support a multi-sport complex than other age groups.



A new indoor/outdoor pool and community recreation center are more popular among newer residents (those who have lived in Bluffdale 10 years or less).

# RESIDENTS PRIORITIZE COMMUNITY RECREATION CENTER

When given a hypothetical \$100 budget to allocate to additional parks, recreational programs, facilities, or trails in Bluffdale, residents allocated the most dollars, on average, to a community recreation center. This was also the category in which the largest share of residents chose to contribute at least some amount of their hypothetical budget. Walking and bike trails, recreational program, and large natural open spaces were also popular projects that a portion of funds from most residents.

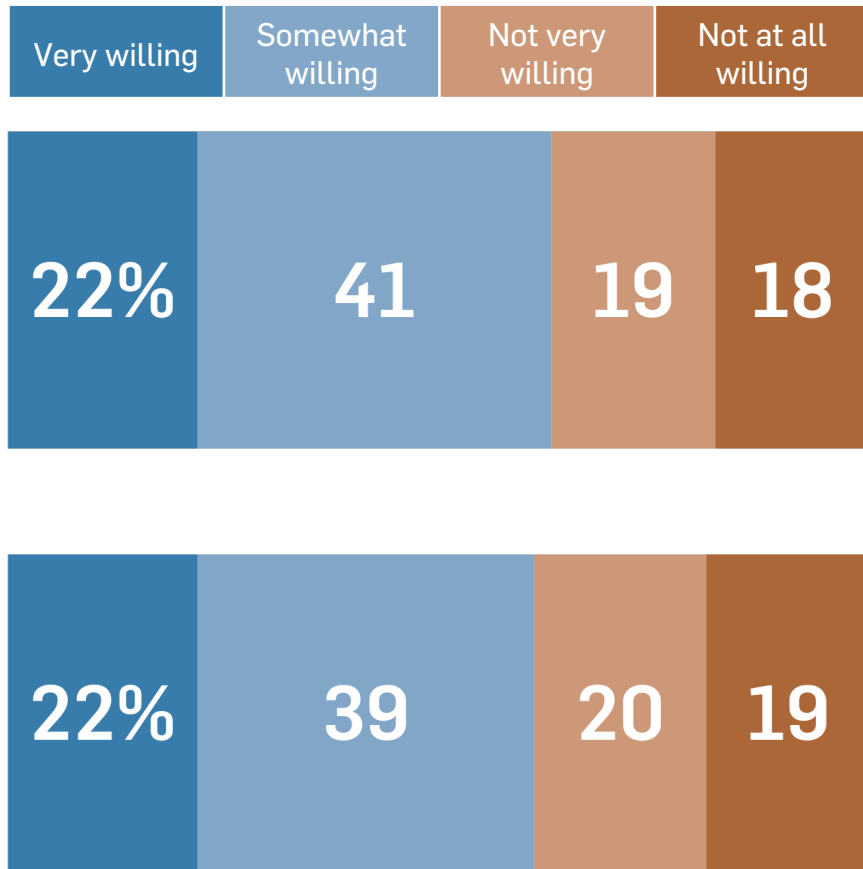


Q: Suppose you had \$100 to spend on additional parks, recreational programs, facilities, or trails in Bluffdale. How would you divide your \$100 among the various projects that could be funded? (You may spend the \$100 all in one category or divide it up as you (n = 611))

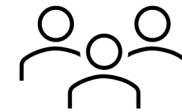
# MAJORITY WILLING TO FUND CURRENT AND FUTURE PARKS

Over half of residents are willing to pay a \$10 monthly usage fee for the maintenance/development of current and future parks, facilities, and parks. Residents with children, younger residents, and newer residents (lived in Bluffdale 10 years or less) are especially willing to pay a monthly usage fee.

## Willingness to pay monthly \$10 fee for maintenance of current and future parks, facilities, or trails



66% of residents with children report being willing to contribute \$10/month to future parks, compared to 53% of residents who do not have children.



Older residents (55+) are much less likely to be willing to contribute monthly to fund future parks compared to other age groups.



Residents who have lived in Bluffdale for 21 years or more are less likely to be willing to contribute \$10 a month for future park development than other residents.

Q: Please indicate how willing you would be to pay a monthly usage fee of \$10 that would fund maintenance and upgrades to existing parks, facilities, or trails in Bluffdale. (n = 608)

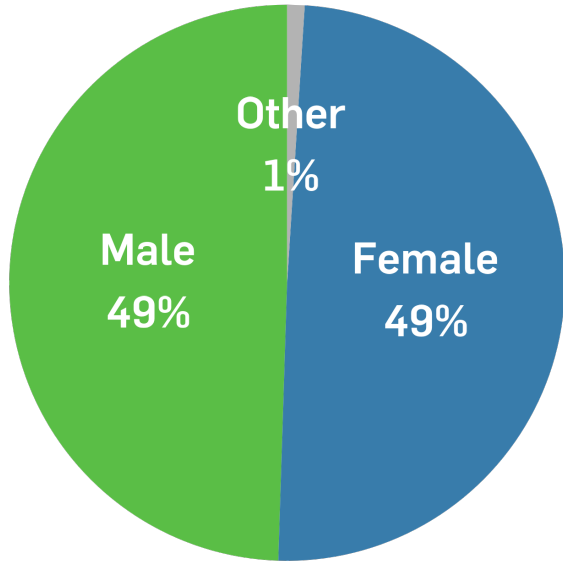
Q: Please indicate how willing you would be to pay a monthly usage fee of \$10 that would fund the future acquisition, development, and maintenance of new parks, facilities, or trails in Bluffdale. (n = 605)



# **SAMPLE COMPOSITION**

# SAMPLE COMPOSITION

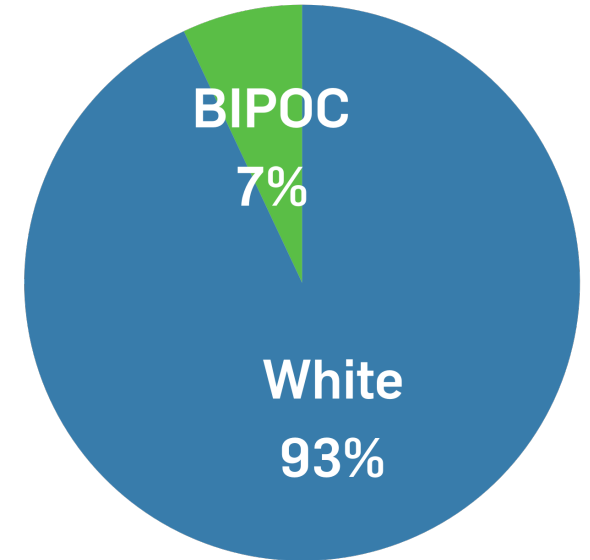
### Gender



### Age

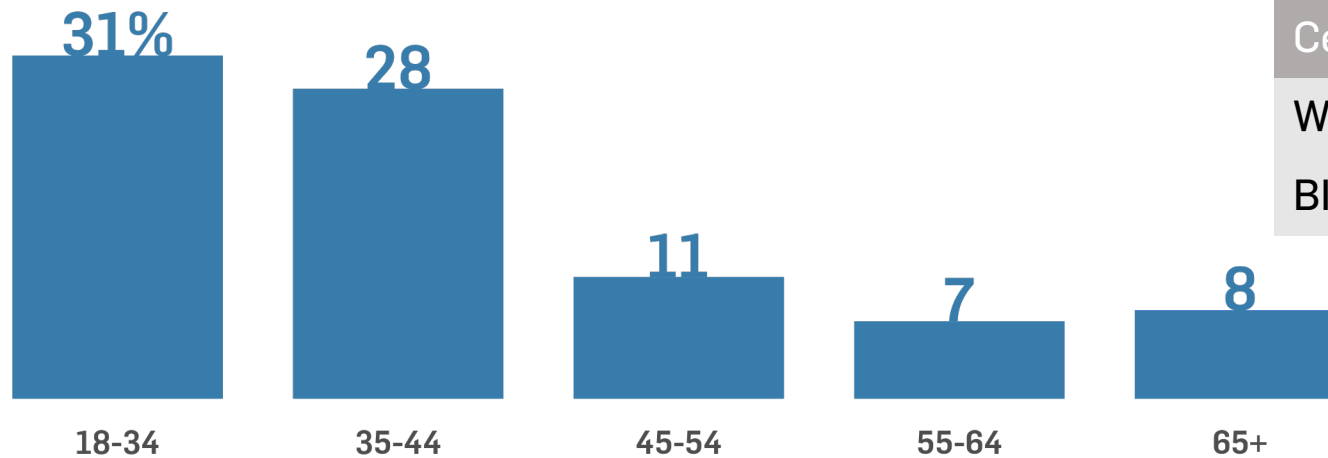
Census Estimate:	
18-34	37%
35-44	33%
45-54	13%
55-64	8%
65+	10%

### Race



### Census Estimate:

Male	50%
Female	50%

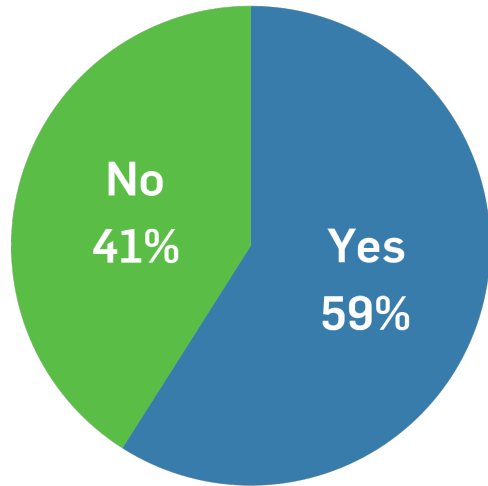


### Census Estimate:

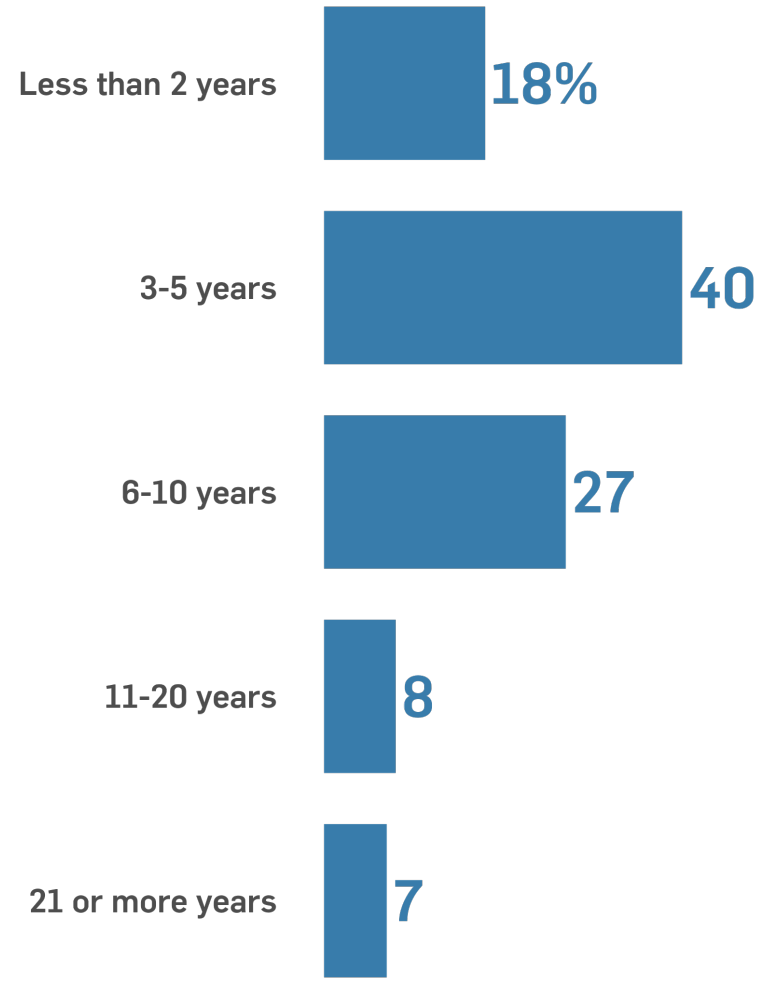
White	90%
BIPOC	10%

# SAMPLE COMPOSITION

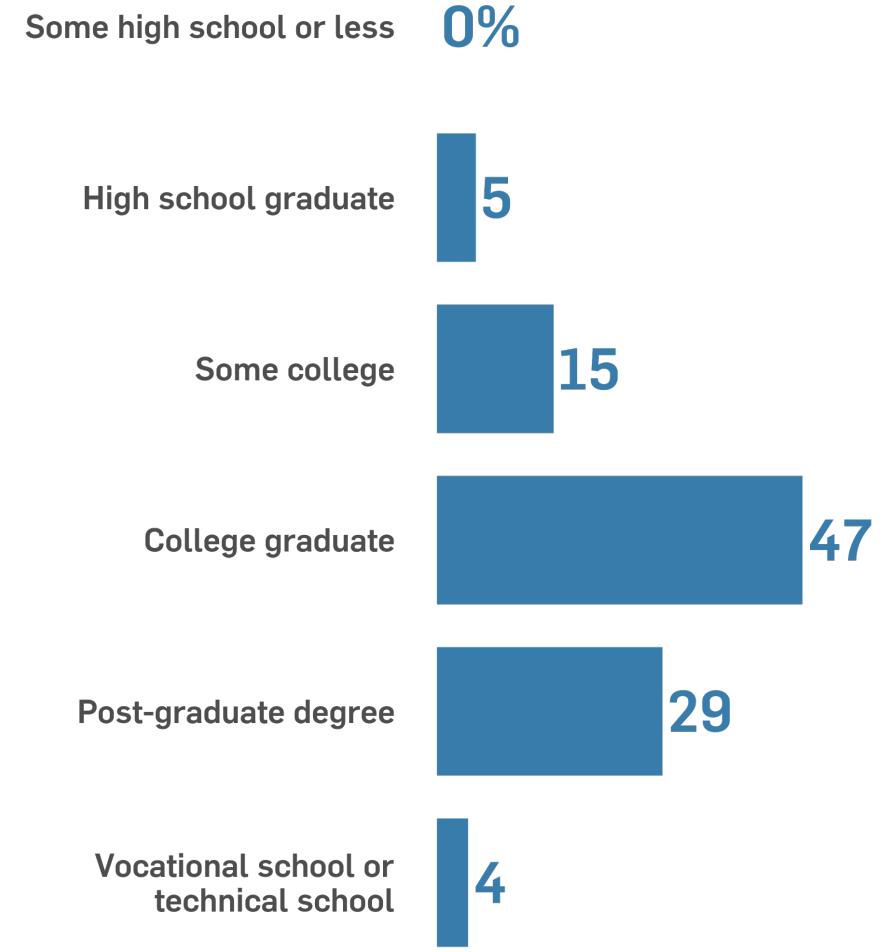
## Children



## Time lived in Bluffdale



## Education



## Home ownership

