



AMERICAN FORK PARC TAX PROGRAM EVALUATION

NOVEMBER 2024

METHODOLOGY

- 412 American Fork residents were sampled from the residential utilities list and supplemented by the Utah state voter file.
- Invitations to the web survey were sent via email and postcards and interviews were completed online.
- Interviews were fielded October 29th – November 17th, 2024.
- Margin of error: $\pm$ 4.8 percentage points.
- The data were weighted to reflect the demographics of all American Fork residents according to population estimates from the US Census, specifically with regards to gender, age, race, marital status, and home ownership.

KEY FINDINGS

1. Most American Fork residents are aware of the PARC Program (61%). Among those who are aware of the program, most are able to identify its main features, including naming the four facets of the program, indicating that education surrounding the PARC Program has been successful among many residents. $\frac{3}{4}$ of residents recall seeing the PARC Program logo at a facility or event in the past year.
2. Overall feelings toward the PARC Program are positive, with 71% of residents reporting that they feel either somewhat or very positively toward the program. Feelings toward the program are not tied to previous understanding of the program, indicating that a brief explanation of the program is enough to garner support of the program. Those that feel positively toward the program generally cite an overall love for parks and recreation and for supporting arts and culture in the city.
3. After summarizing the distribution of PARC Program funds between parks and recreation/arts and culture to survey respondents, overall resident support of the PARC Program is also at 71%. Among those who reported voting in favor of renewing the PARC Program in 2021, support for the program is at 90%, while among those who voted against the program, support is at only 10%. This suggests that support for the PARC Program has remained constant since the renewal vote in 2021.

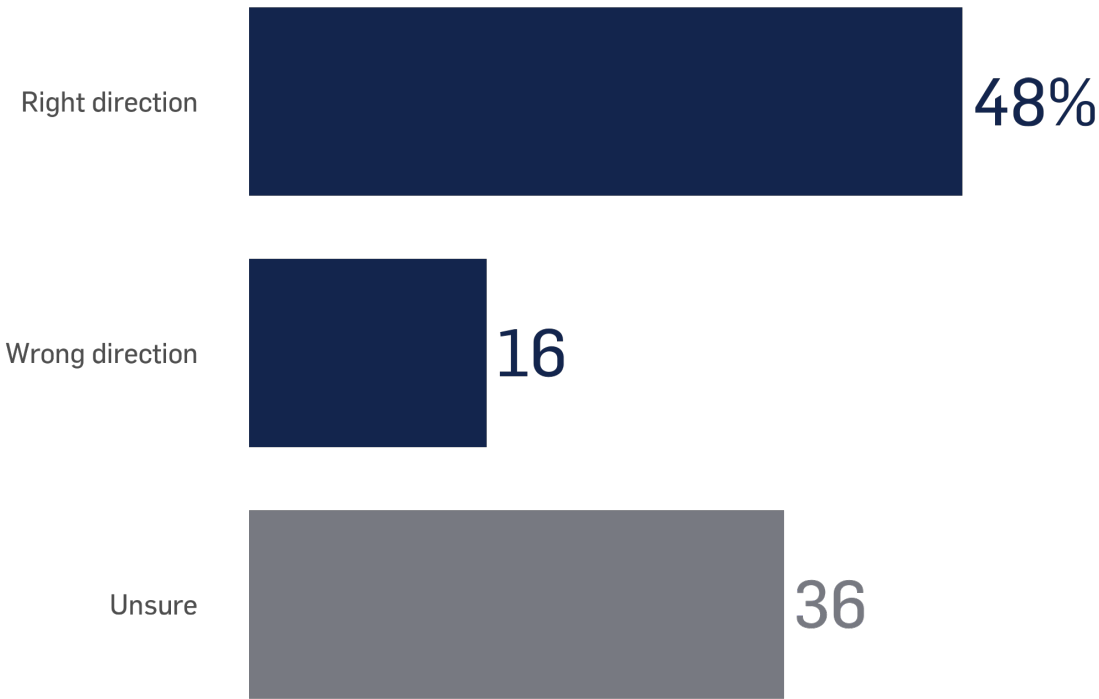
KEY FINDINGS

4. When asked to allocate a hypothetical \$100 budget to the different facets of the PARC Program, residents on average allocate the most money to parks. Recreation also receives a significant amount of hypothetical funds, while arts and culture receive much less.
5. When asked where the PARC Program should allocate its next funds, respondents most often report that some sort of recreation facility should receive the next investment. Improving the rec center, pickleball courts, and improving trail connectivity are top of mind for residents. Residents also want better restroom facilities at parks, playground maintenance, and an all-abilities playground. Residents also report wanting art galleries and cultural activities, but at lower rates than the parks and recreation requests.

MAJORITY OF RESIDENTS PLEASED WITH AMERICAN FORK'S SERVICE

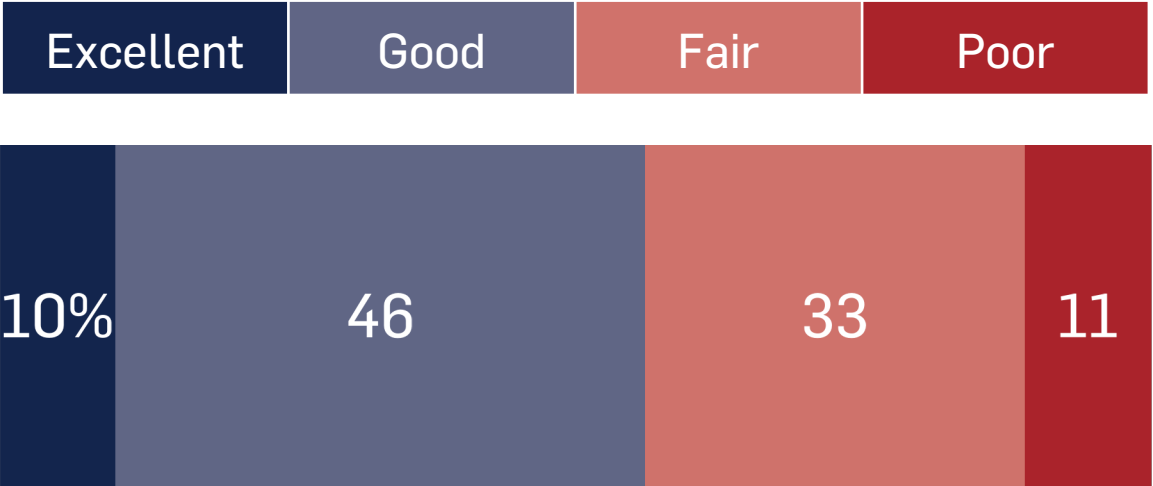
56% of American Fork residents report that their service for their tax dollar is good or excellent. Nearly half (48%) of residents report that the city is headed in the right direction, while only 16% report that it is headed in the wrong direction.

American Fork direction



If we remove the proportion of the sample that is “unsure” about the City’s direction, **75%** of residents believe that AF is moving in the right direction

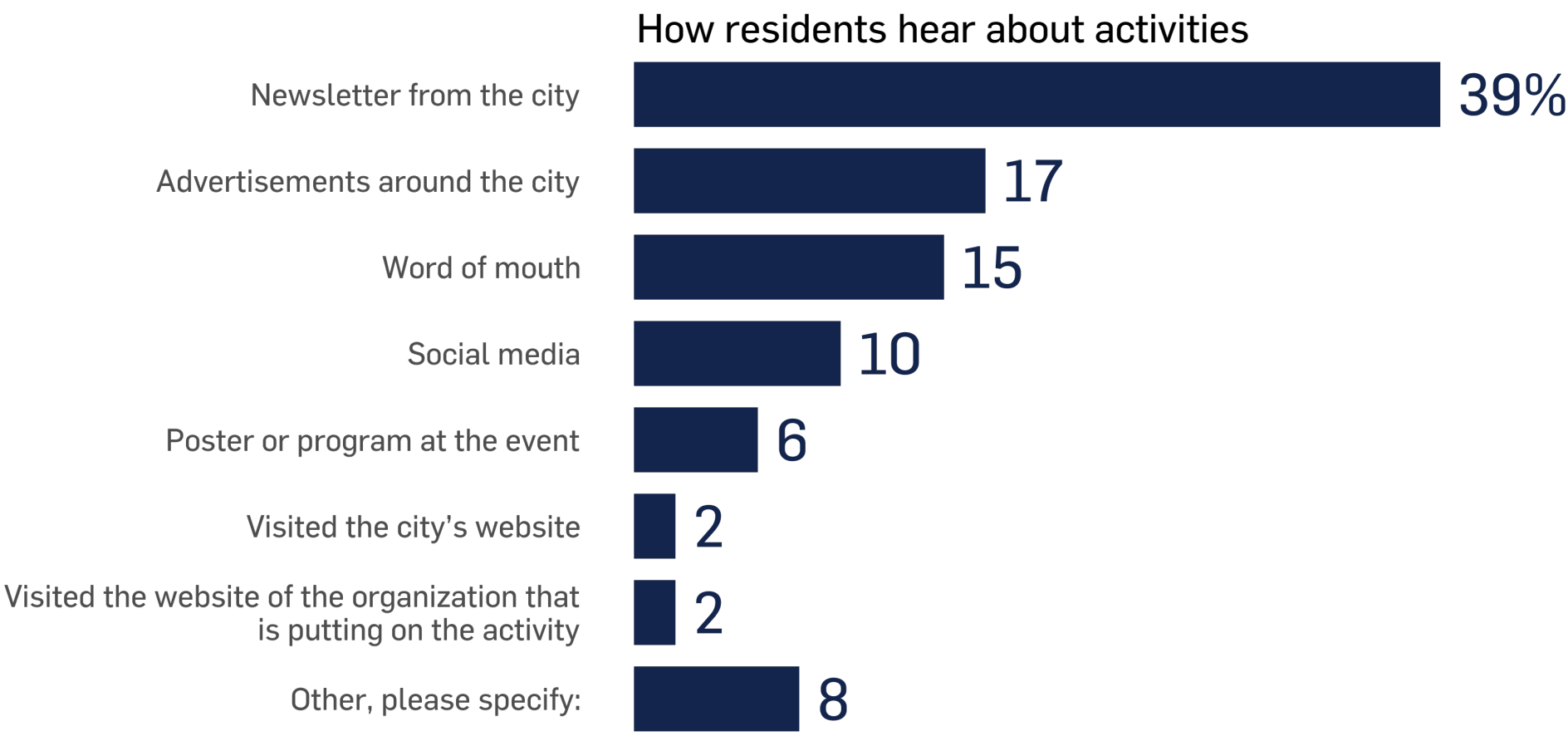
American Fork service for tax dollar



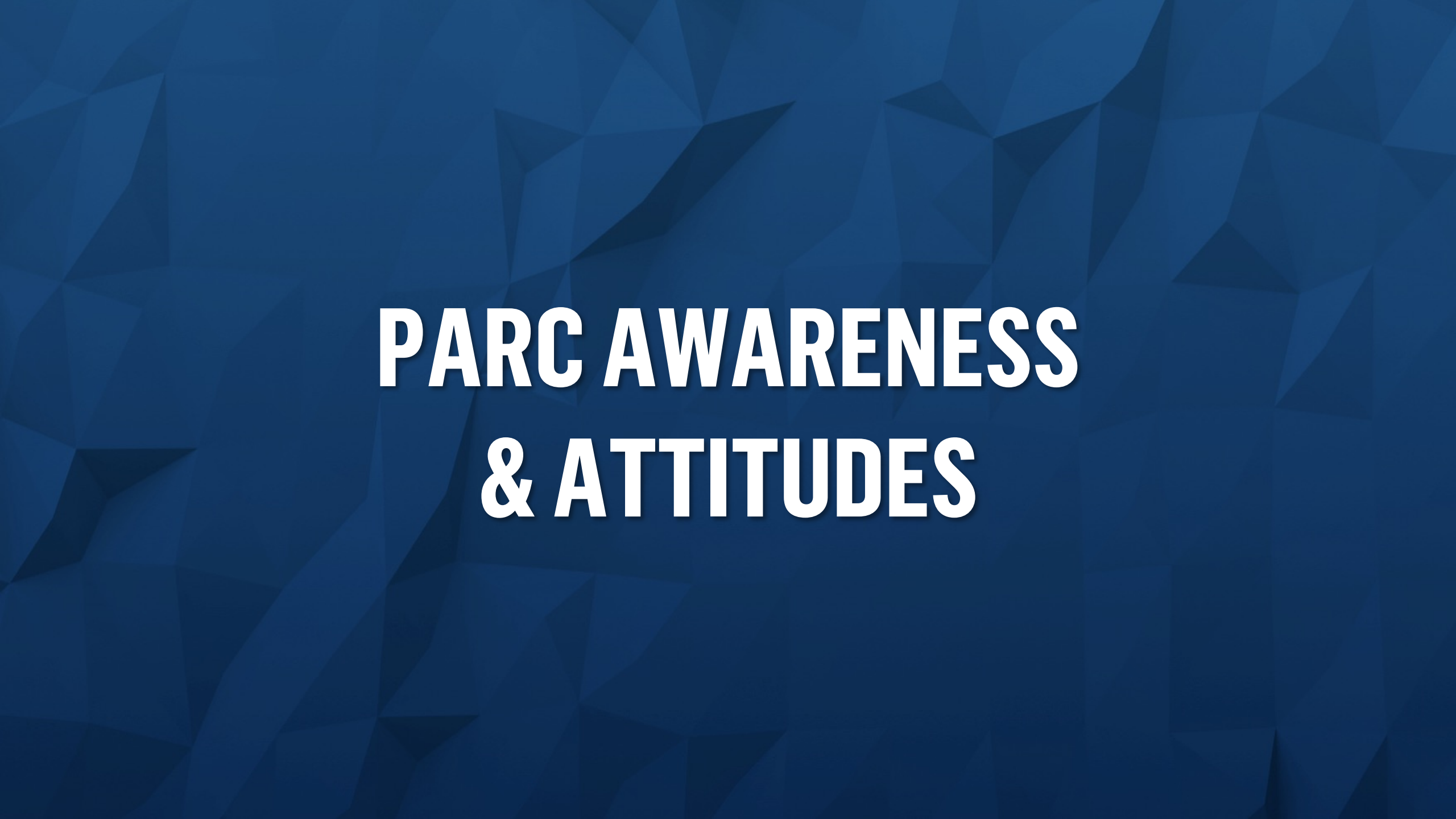
Q: Overall, would you say that American Fork is headed in the right direction or the wrong direction? (n=400);
Q: In general, how do you rate the service you receive from American Fork for your tax dollar? (n=398)

CITY NEWSLETTERS MOST COMMON WAY TO HEAR ABOUT CITY EVENTS

39% of respondents report that newsletters from American Fork are how they most often hear about activities and opportunities in the city; advertisements and word of mouth are also relatively common ways of obtaining information about activities. Very few respondents visit American Fork's website or the website of the organization that is putting on activities. Residents who select "Other" are generally unaware of or uninterested in American Fork activities.



Q: How do you most often hear about parks, art, recreational, and cultural activities or opportunities in American Fork? (n=389)

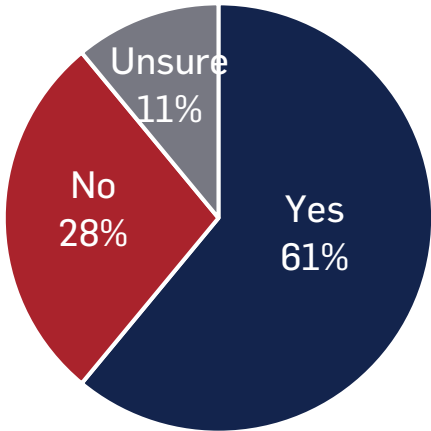
The background is a solid blue color with a low-poly, geometric pattern of various triangles and polygons, creating a textured, crystalline effect.

PARC AWARENESS & ATTITUDES

MAJORITY OF RESIDENTS ARE AWARE OF PARC, UNDERSTAND IT WELL

A majority of American Fork residents (61%) report that they are aware of the PARC Program, and 63% of those residents report understanding it at least somewhat well. When asked to explain what they know about the PARC Program, residents on the whole are correct in identifying its main features. A quarter of residents are aware that PARC deals with parks, art, recreation, and culture, and a majority of residents are able to identify at least one of its facets.

Resident awareness of PARC Program



What residents know about PARC Program

"It's an initiative approved by residents and supported by tax dollars to improve the quality of these aspects of our community."

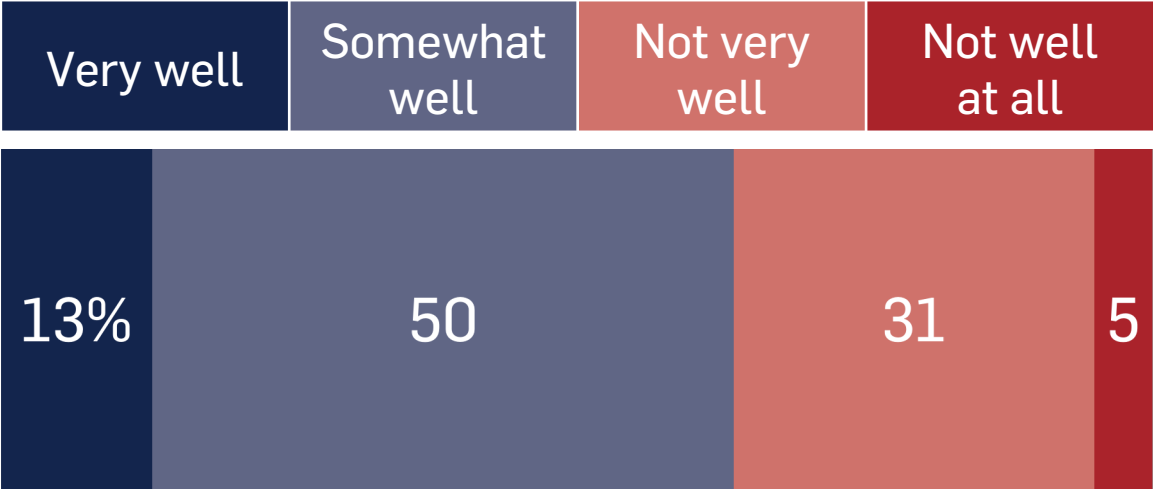
"It is funded by an extra tax to enhance our parks, trails, and rec center."

"It provides trails, and parks."

"They care more about looking good than actually helping residents."

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Resident understanding of PARC Program



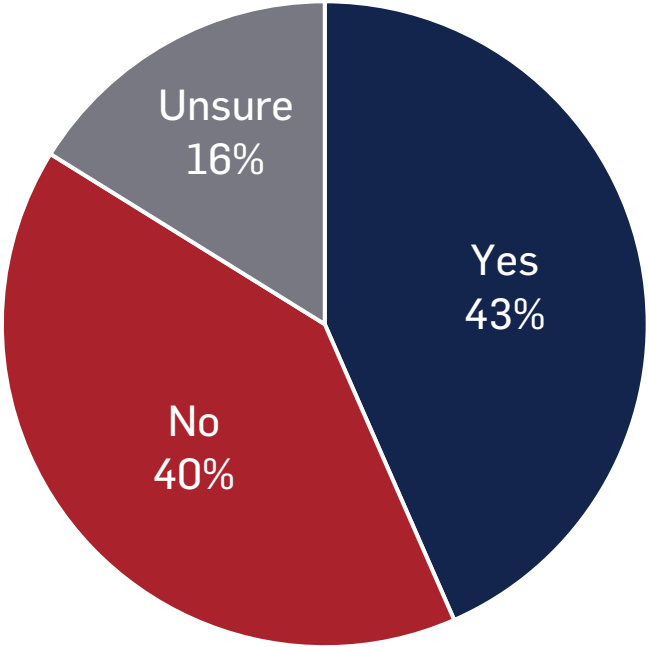
What facets of PARC respondents mention:	% of respondents:
Parks	78%
Art	49%
Recreation	55%
Culture	51%
PARC (all four)	24%

Q: Are you aware of American Fork's PARC Program? (n=398); Q: How well do you feel you understand the PARC Program? (n=275); Q: In a sentence or two, please explain what you know about the PARC Program (n= 249)

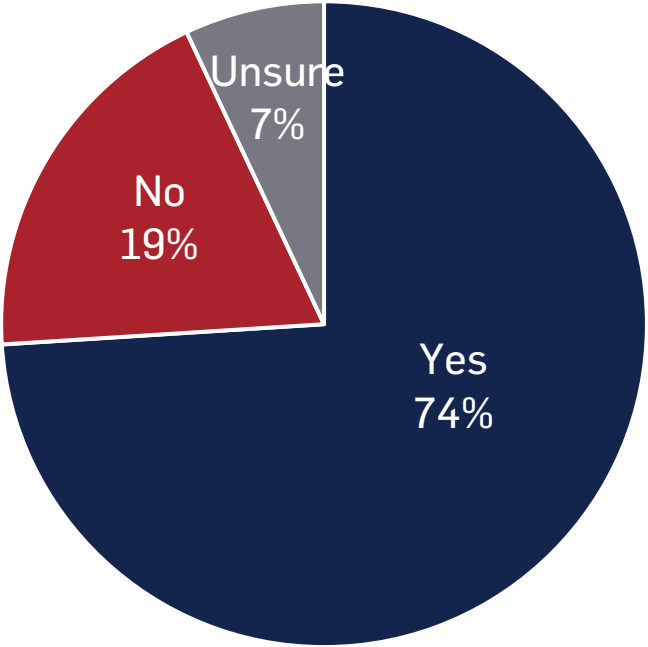
PARC LOGO RECALL HIGH, PARC NEWS RECALL LOWER

While only 43% of American Fork residents recall seeing, reading, or hearing anything about the PARC Program in the past year, ¾ of residents report seeing the PARC Program's logo at a park, event, or other facility. Nearly 20% of residents who recall seeing the logo remember seeing it at Art Dye Park, which speaks to the popularity of the park as well as the prominence of the logo.

Seen, read, or heard anything about PARC Program



PARC Program logo recall



in the past year

Popular locations where residents have seen the PARC logo:

- Art Dye Park
- Rotary Park
- Hindley Park
- Recreation Center
- Bicentennial park

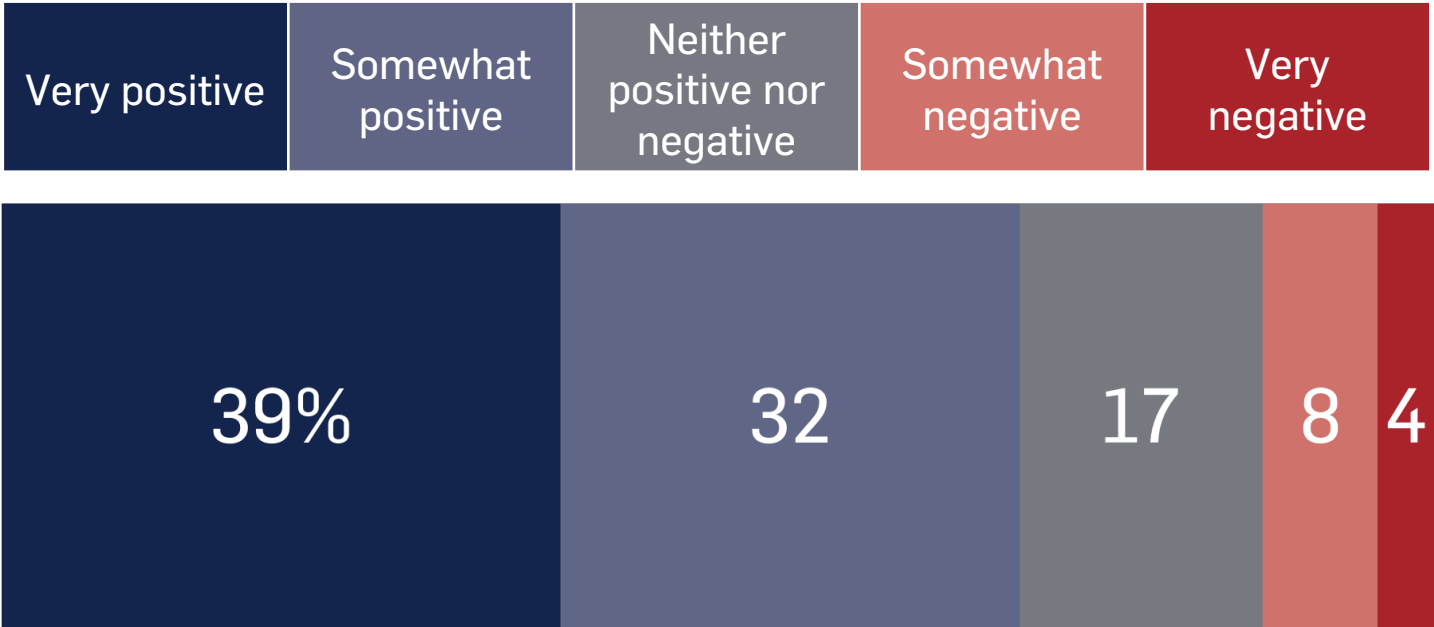
18% of respondents reported seeing the PARC Program logo at Art Dye Park

Q: Not including this survey, have you seen, read, or heard anything about the PARC Program in the past year? (n=392); Q: Do you recall seeing the PARC logo (below) at any American Fork locations or associated with any events, including parks, art activities or exhibits, concerts, plays, performances, or recreational facilities? (n=392); Q: Where was the last place you recall seeing the PARC logo? (n=265)

OVER 70% OF RESIDENTS FEEL POSITIVELY ABOUT PARC PROGRAM

71% of American Fork residents feel at least somewhat positively toward the PARC Program, while only 12% feel negatively. A plurality of residents (39%) feel very positively toward the PARC Program. Among those who were previously aware of the PARC Program (i.e., before taking the survey), residents report slightly higher overall positive feelings (73%) than those who were not previously aware, but the difference is not so large, suggesting that even a brief explanation of the program is sufficient to garner positive reactions of the program.

PARC Program resident attitudes, after program explanation



Overall positive among those previously aware of PARC: 73%

Overall positive among those not previously aware of PARC: 69%

71% overall positive toward PARC

Q: The PARC Program is a resident-approved sales tax initiative in American Fork to boost the quality of life for residents through Parks, Arts, Recreation, and Culture (P.A.R.C.). The PARC Program provides additional funding to the community that enhances the standard of American Fork cultural arts facilities and organizations, recreational facilities, and parks. One tenth of one percent of the City's sales tax goes to fund community quality-of-life improvements such as building hiking and biking trails, hosting concerts, plays, and other performances, building parks or adding new amenities to existing parks, supporting art exhibits or displays, and more. In general, how positive or negative are your feelings towards the PARC Program? (n=398)

RESIDENTS ARE GENERALLY SUPPORTIVE OF EFFORTS TO IMPROVE CITY FACILITIES

Among residents that reported feeling positively toward the PARC Program, respondents often reported that parks and recreation were generally important. Respondents felt that it was a good use of tax dollars and that it made noticeable impacts to the community. Among those who felt negatively toward the PARC Program are generally either against the use of tax dollars to pay for the things that the PARC Program supports, or they feel those funds should be allocated elsewhere, specifically roads and sidewalks.

Why do you feel positively about the PARC Program?

"Anything that helps beautify the town I am for!"

"Better parks and recreation are always good"

"Because parks, trails, events, etc. in my community are important to me"

"Good use of tax dollars"

"It enhances the community"

"It develops skills and talents and develops healthy lifestyle and fosters community"

Why do you feel negatively about the PARC Program?

"We need more improvements to roads and sidewalks"

"I don't believe the city uses funds wisely"

"Not clear description on where money is going to."

"We aren't a big enough city to justify all the money spent on performances, plays, and arts"

"The money is being spent on special interests instead of on the things that most residence use"

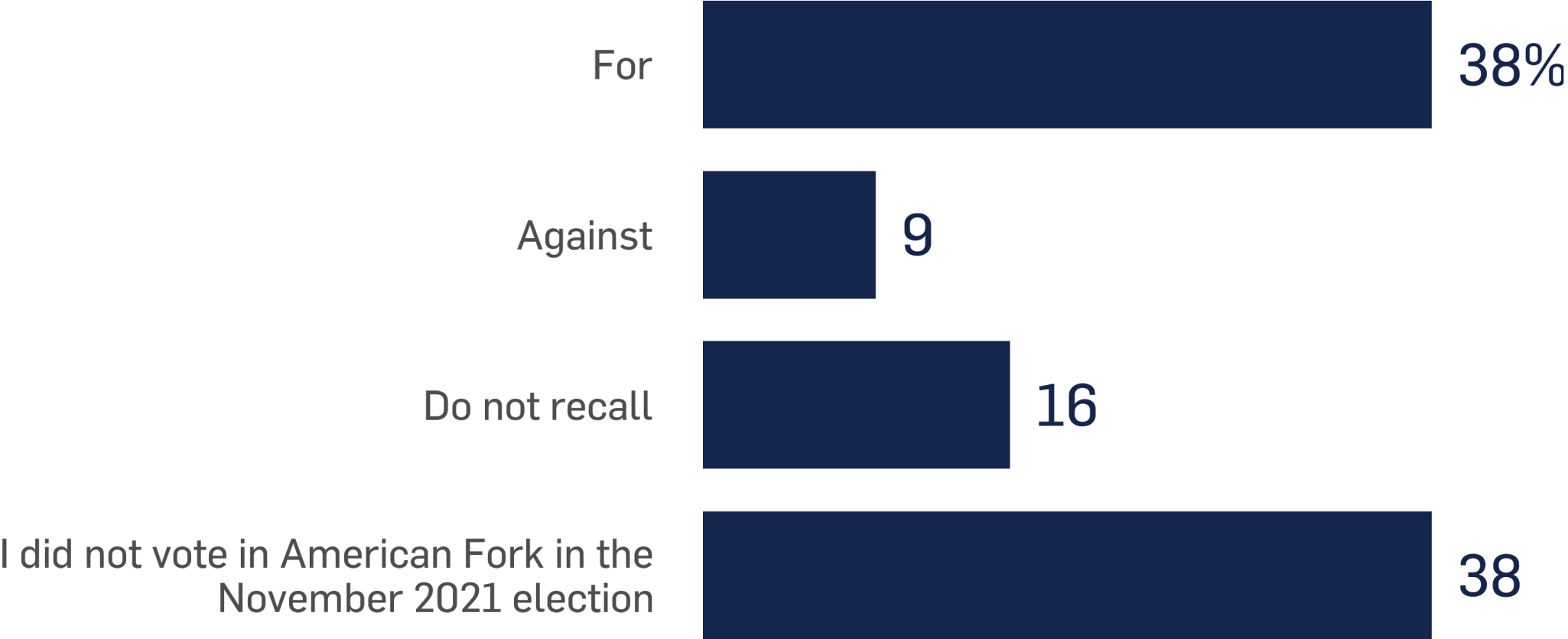
"I get zero return on the money I'm forced to contribute to it"

Q: In a sentence or two, why do you feel positively about the PARC Program? (n=255); Q: In a sentence or two, please explain why you oppose the way the PARC Program uses tax funds. (n=48)

FEW RESPONDENTS REPORT VOTING AGAINST PARC PROGRAM

38% of respondents report voting for the renewal of the PARC Program in 2021, while only 9% report voting against its renewal, with another 38% who report that they did not vote in that election. 16% do not remember.

PARC Program voting behavior, 2021 election

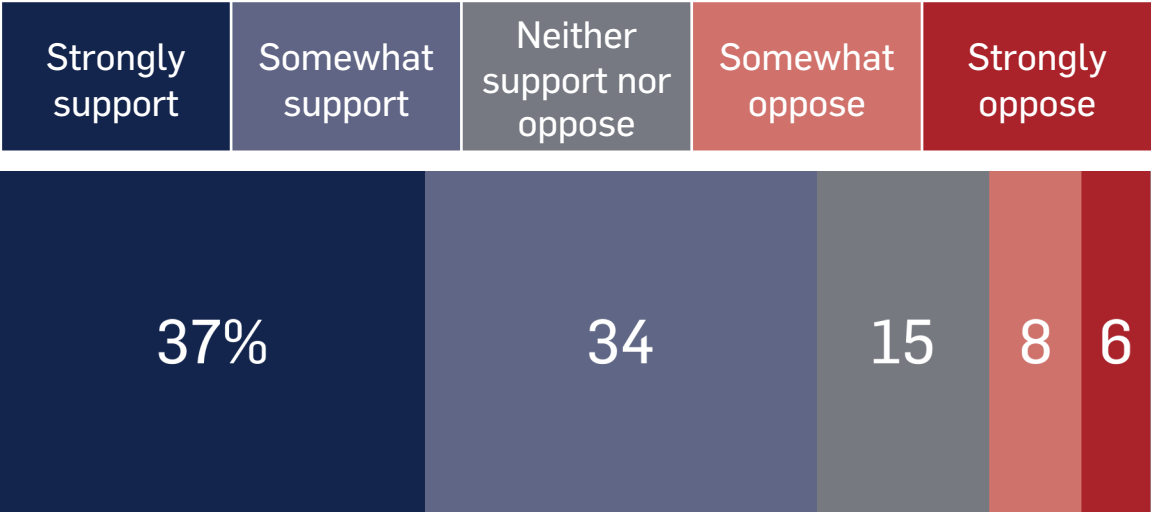


Q: The PARC Program was originally approved by voters in 2015 and renewed in 2021 to continue through 2033. Thinking back to November 2021, did you vote for or against the PARC Program? (n=395)

SUPPORT FOR PARC REMAINS CONSISTENT AFTER MORE INFORMATION

After giving respondents additional information about specific fund allocations, overall support of the PARC Program is at 71%, the same proportion of respondents who earlier reported feeling positively toward the PARC Program. Among the few that report opposing the PARC Program, most report that too much is being spent on art, or feel as though the funds should be spent on infrastructure such as roads and sidewalks. Among residents who reported voting for the PARC Program in 2021, support is 90%, while support among those who voted against is at 10%, suggesting that both support and opposition for the PARC Program has remained relatively constant since the renewal vote.

PARC Program support, after investment information



71% overall support

Support for PARC among those who voted FOR:

90%

Support for PARC among those who voted AGAINST:

10%

Support for PARC among those who don't remember or did not vote:

68%

Why residents oppose PARC Program's use of funds:

- "I don't like that art, dance and cultural programs get 40% of the money, that's too much"

"I don't believe the city's accounting of what the funds are used for"
- "It's a waste of money. Our roads, sidewalks and infrastructure are falling apart. The money should be used there instead"

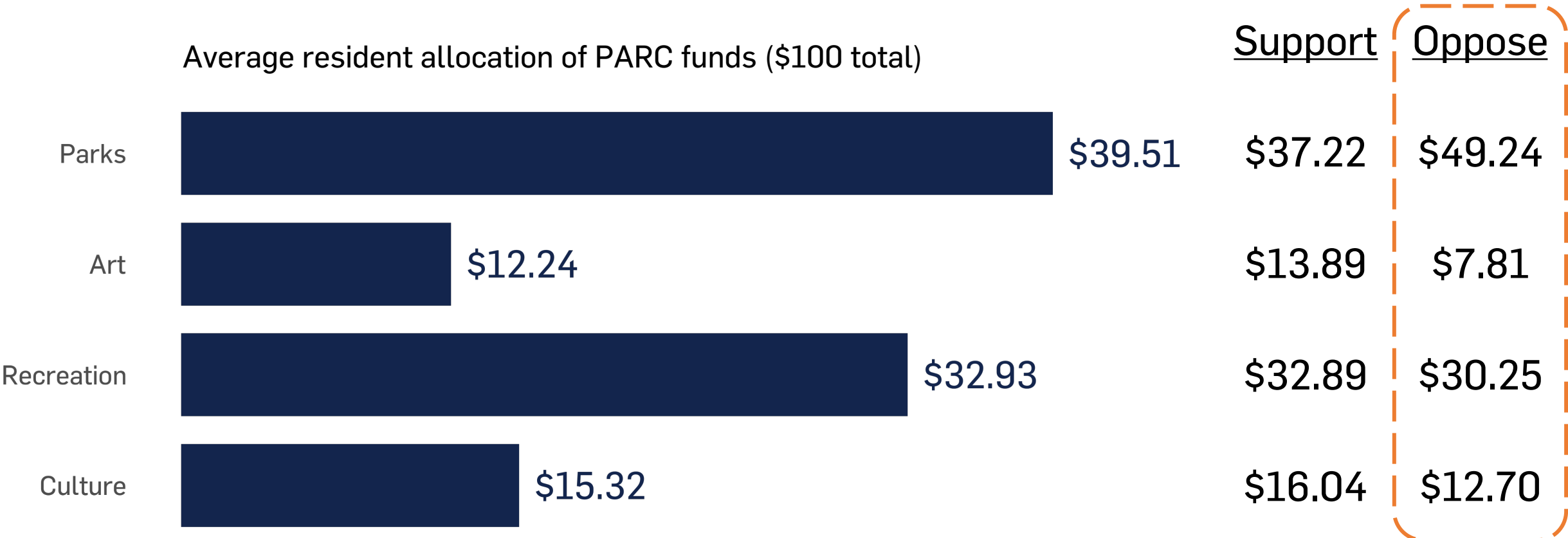
"These statutes all around AF are a waste of OUR tax monies"

Q: Since it began in 2015, the PARC Program has invested over \$10.6 million back into American Fork programs and facilities. Approximately \$4.2 million—or 40% of the funds—have supported various arts and cultural programs in the City, and \$6.4 million—or 60% of the funds—have gone towards parks and recreation. Knowing what you know about the PARC Program, do you support or oppose the way that the PARC Program has used tax funds? (n=394); Q: In a sentence or two, please explain why you oppose the way the PARC Program uses tax funds. (n=58)

PARC SPENDING PRIORITIES

PARKS AND RECREATION RECEIVE THE MOST HYPOTHETICAL FUNDS

When respondents were asked to allocate a hypothetical \$100 to the PARC Program's various branches, parks and recreation, respectively, received the most money. Art received the least among all respondents. Breaking out this question by support for the allocation of PARC Program funds, those that support PARC generally allocate similar to the overall sample. Those that report opposition to the PARC Program spend considerably more on parks, while allocating less money to other areas, particularly arts and culture.

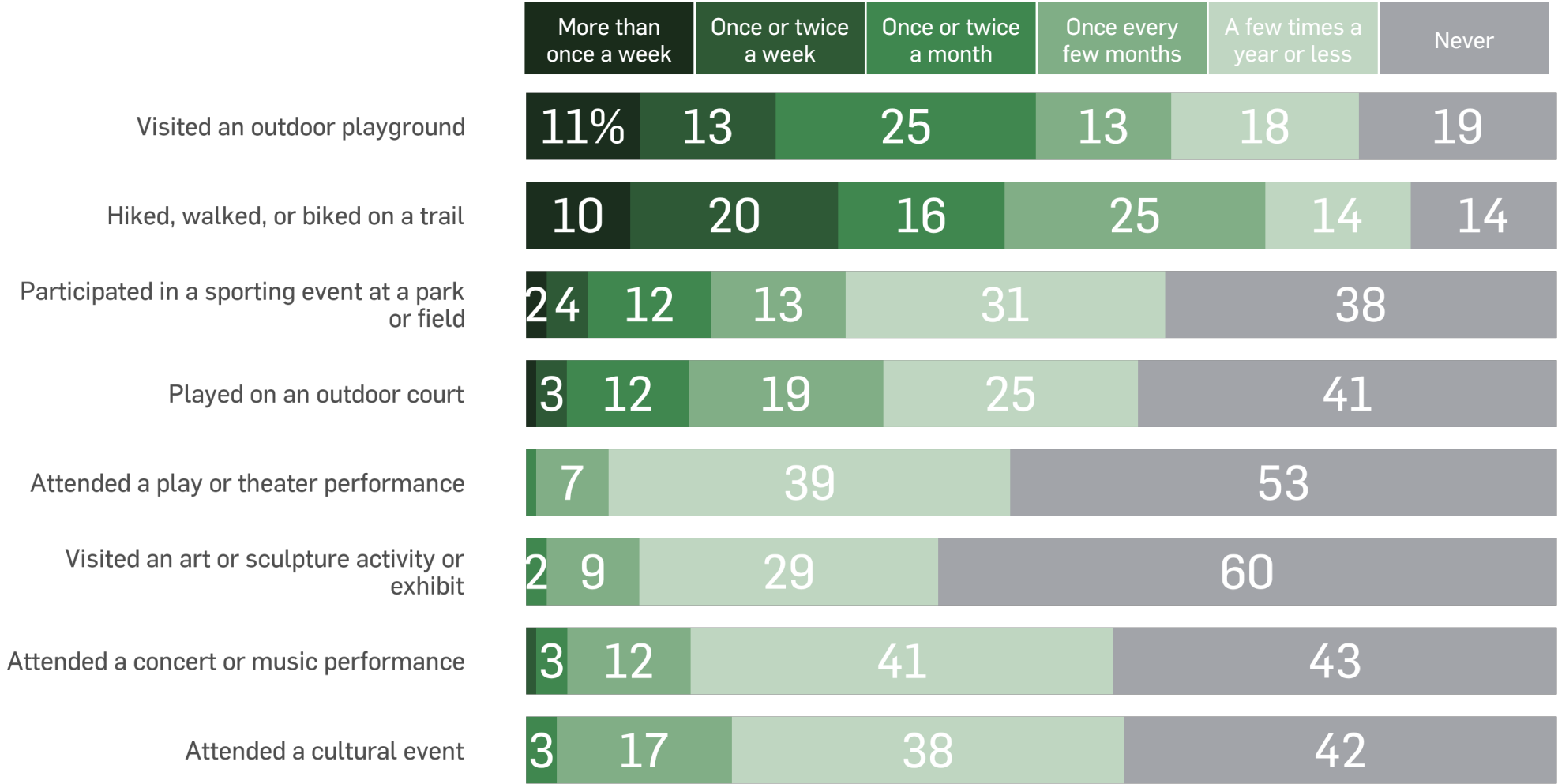


Q: If you were given \$100 to spend on parks, art, recreation, and culture in American Fork, how would you divide the \$100 among each of the four categories? You may spend the \$100 all in one category or divide it up as you please, but the total must equal \$100. Note: Examples of the types of opportunities or potential investments listed for each category are not intended to represent a comprehensive list of items or projects that could be funded. (n=393)

INVESTMENT PRIORITIES MATCH CURRENT BEHAVIORS

Nearly 50% of respondents visit outdoor playgrounds or trails at least once or twice a month, and few respondents have never done so. Participating in sporting events or playing on some sort of outdoor court are also popular. Over 40% of residents report never having attended a concert or music performance or a cultural event.

Frequency of activities



Q: In the past year, how often have you or members of your household done each of the following activities in American Fork? (n=397)

RECREATION MOST COMMONLY MENTIONED FOR NEXT PARC INVESTMENT

Nearly half of respondents (48%) report wanting the PARC Program to invest in recreation next. Popular requests are for improving the recreation center, pickleball courts, and connecting American Fork parks with trails. 42% of respondents report wanting park improvements, including restroom facilities, maintenance of playgrounds, and an all-abilities park similar to other Utah County cities. Art and culture are less mentioned, but among those who do mention them, residents would like an art gallery for local artists, theater productions, and cultural performances celebrating American Fork history.

Where do respondents want funds?	% of respondents	Specific investments:
Parks	42%	• Restroom facilities at every park • Maintenance of every park and playground • All-abilities playground facilities
Art	16%	• Art gallery for local artists/students • Increased number of local theater productions
Recreation	48%	• Improve the recreation center • Increased number of pickleball courts • Connect parks in the city with hiking/biking trails
Culture	5%	• Youth/Adult cultural performances • Cultural events about American Fork history

FUND ALLOCATION EXAMPLES



Facilities/Activities residents would like to see PARC invest in next:

“The recreation center needs quite a bit of upgrading”

“Ensure all parks have toilet facilities”

“More bike paths and keeping them cleared in the winter”

**“Parks - not for sport use
but for use of families, and
people wishing to enjoy outdoors”**

“Maybe some kind of museum or cultural experience showing the city's history would be cool”

“Dog parks and outdoor activities”

“All-abilities playground”

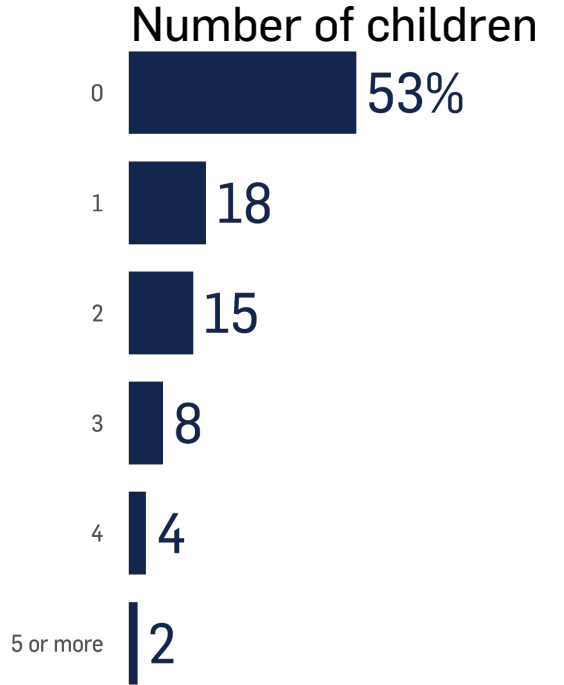
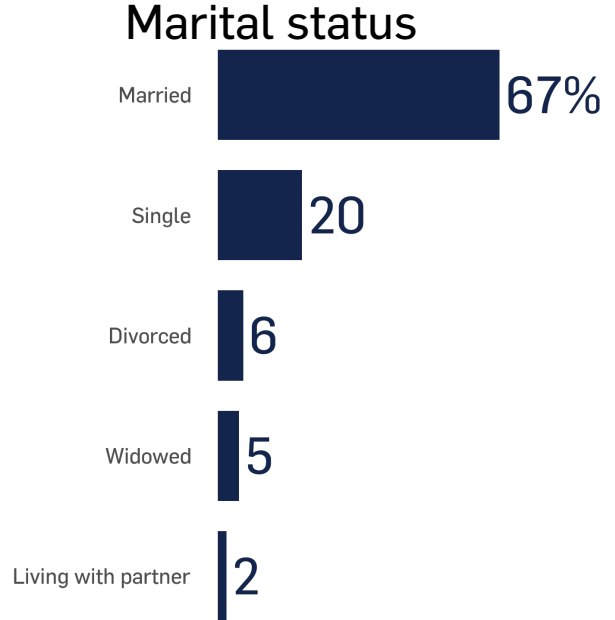
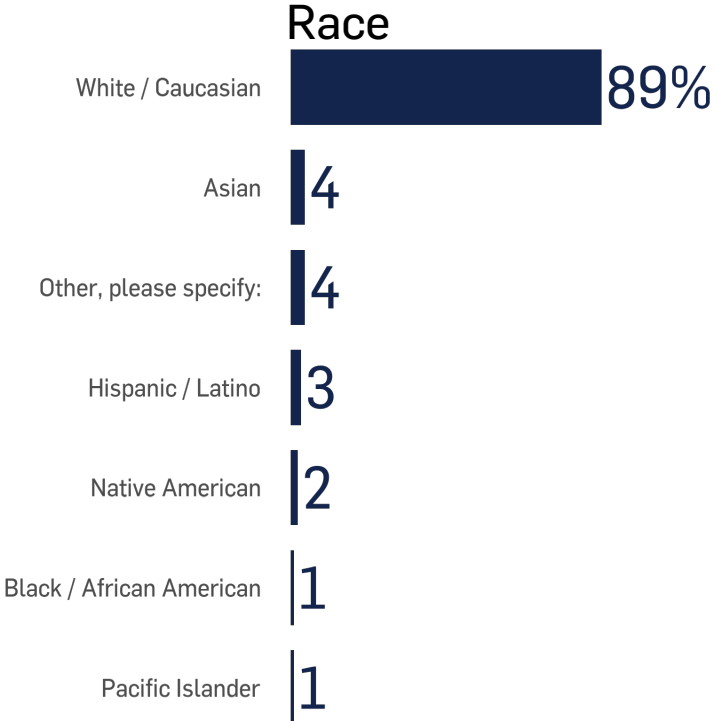
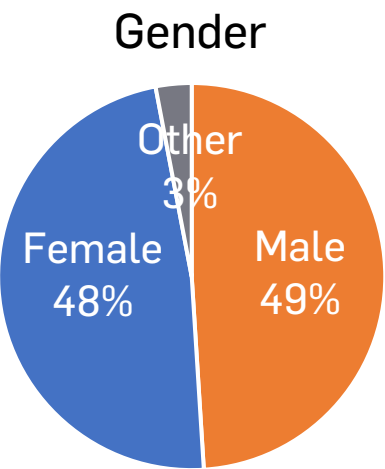
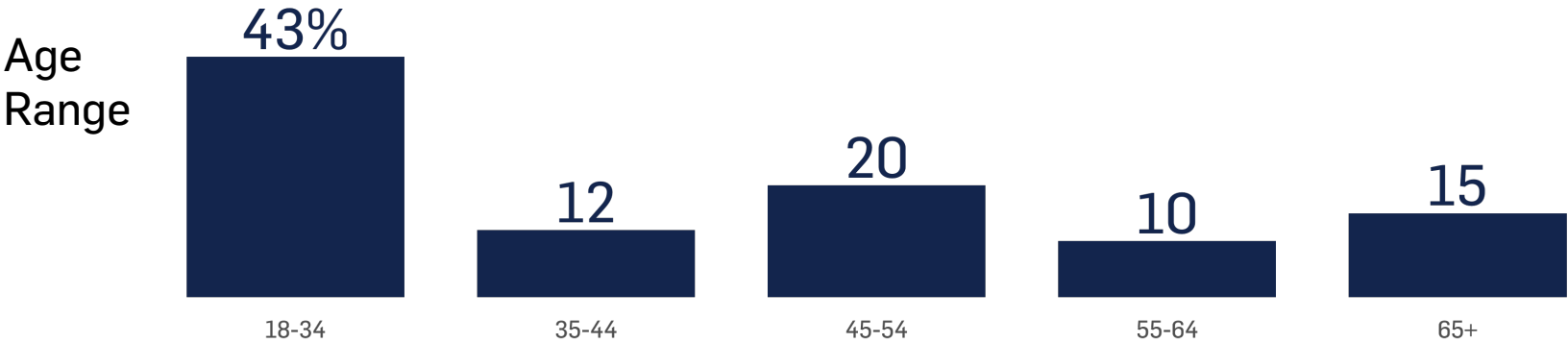
“Expanding the rec center or actually making parks accessible to all.”

Q: Thinking about how PARC funds can be allocated (on parks, art, recreation, or culture) in American Fork, what specific facility or activity would you prefer the program invest in next? (n=341)



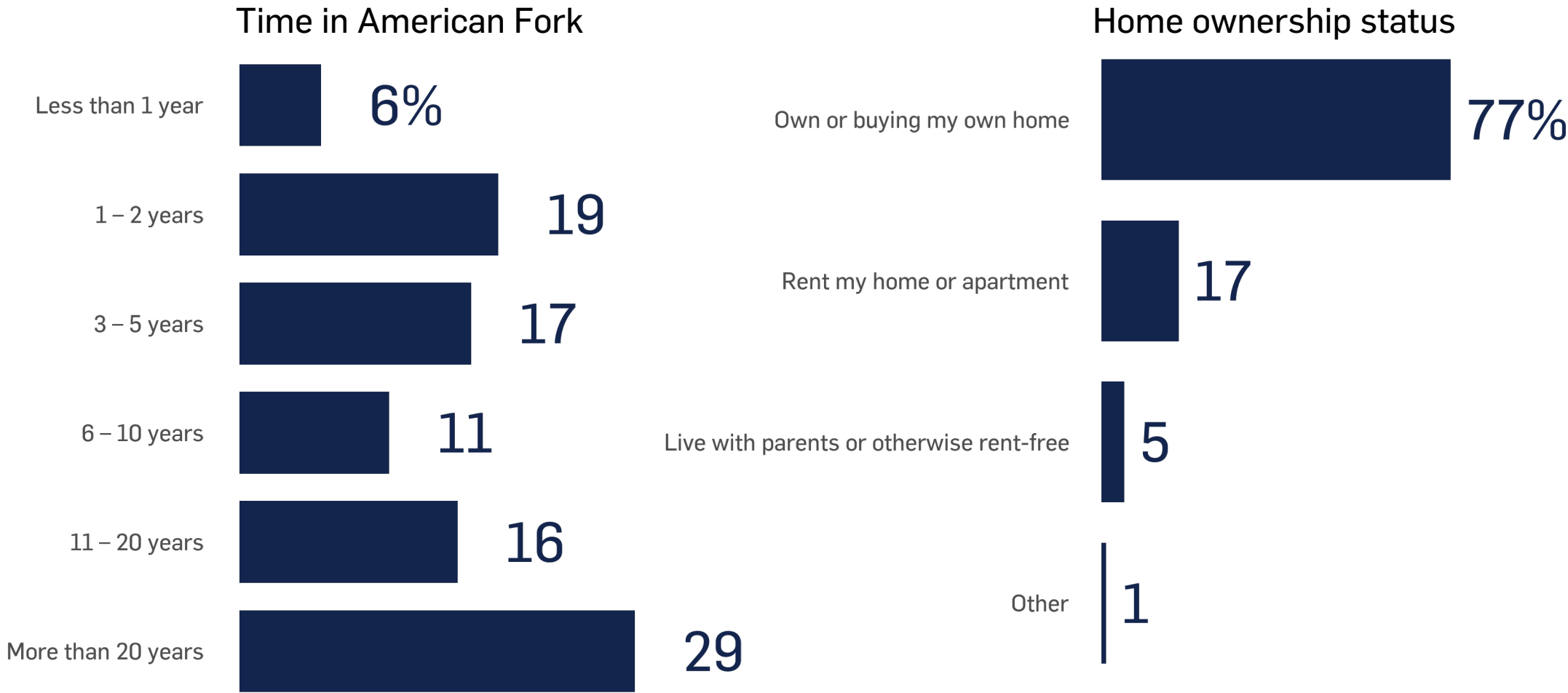
APPENDIX: SAMPLE COMPOSITION

BASIC DEMOGRAPHICS & HOUSEHOLD COMPOSITION



Q: How many children under the age of 18 live in your home? Please include children for whom you are a stepparent or legal guardian. (n=390); Q: Are you... Please select all that apply. (n=382); Q: What do you expect your 2024 family income to be? (n=366); Today we are seeking the opinions of adult American Fork residents. To ensure we have a representative sample of the adult population in the city, please enter the year you were born (YYYY, e.g., 1975) (n=401)

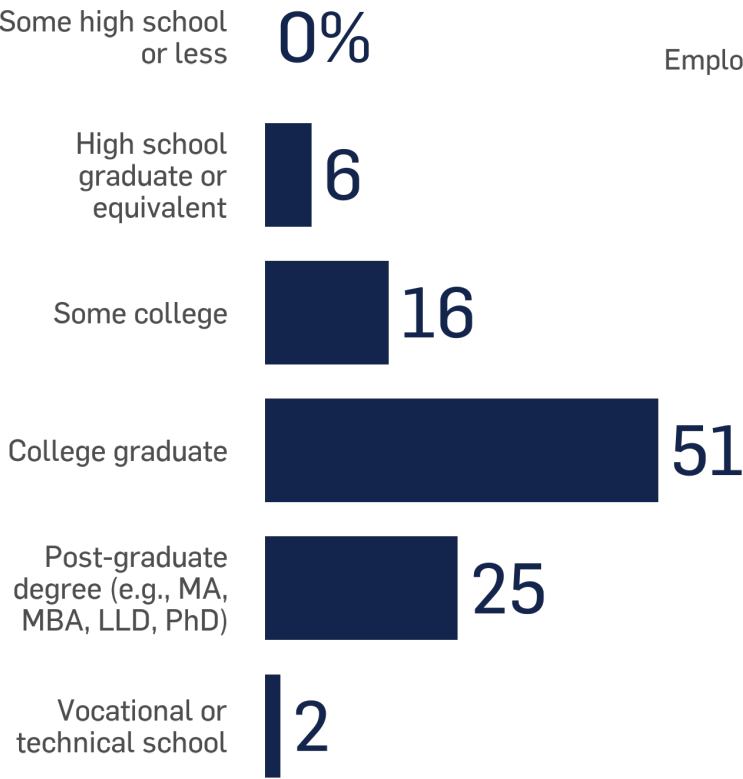
TENURE & TYPE OF RESIDENCE



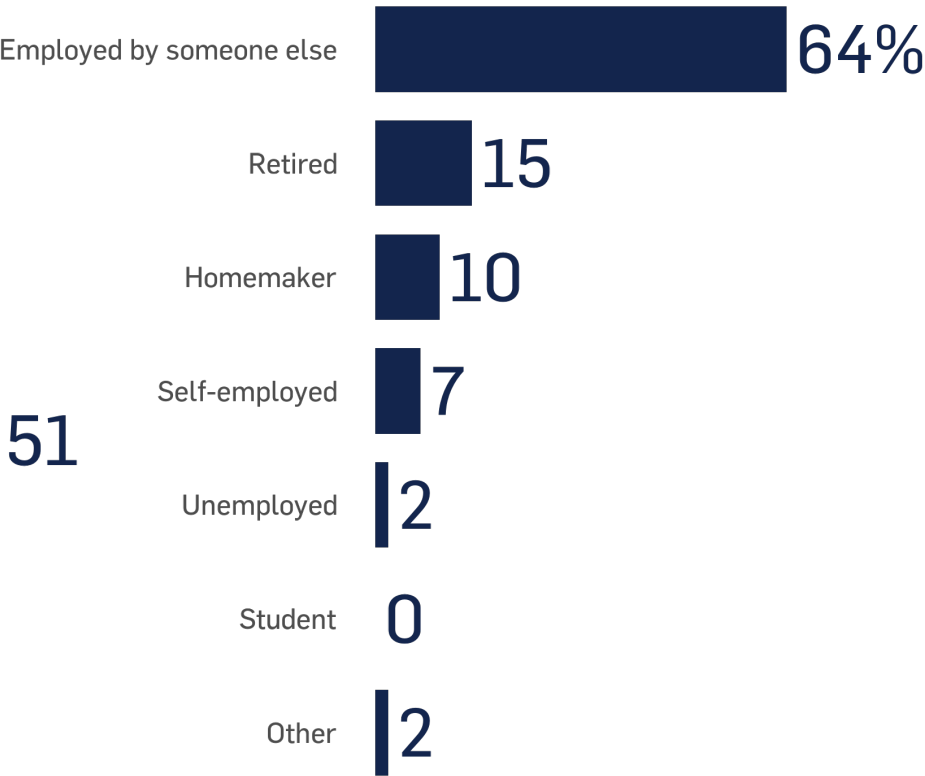
Q: How many years have you lived in American Fork? (n=391); Q: Which of the following best describes where you are currently living? (n=392); Q: What is your gender? (n=389)

SOCIOECONOMIC BREAKDOWNS

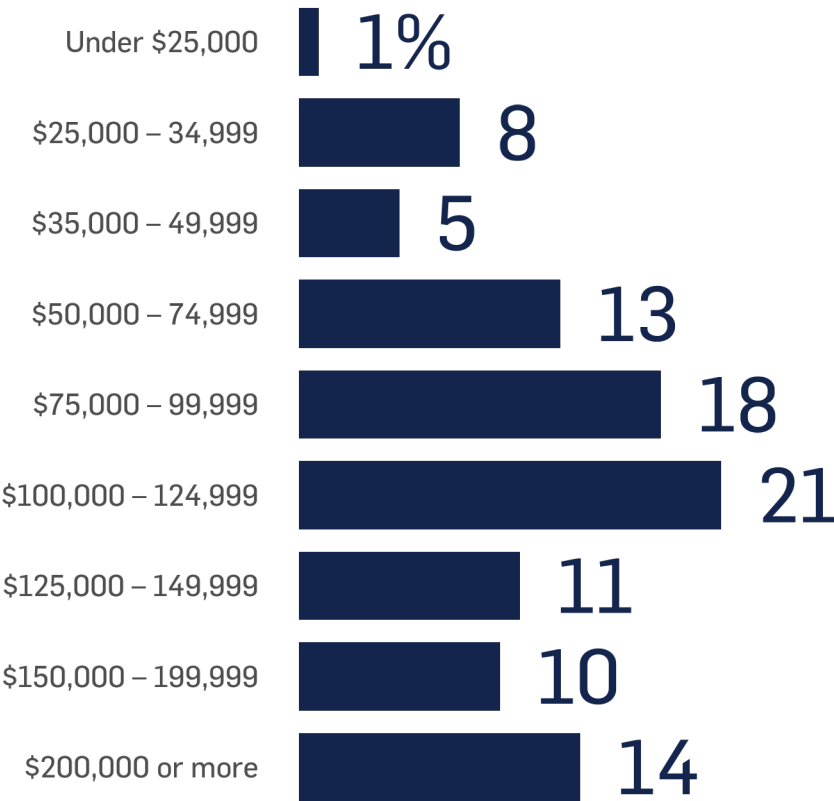
Education



Employment status



Income



Q: What is the last year of school you completed? (n=392); Q: What is your employment status? (n=390); Q: Are you currently... (n=391)