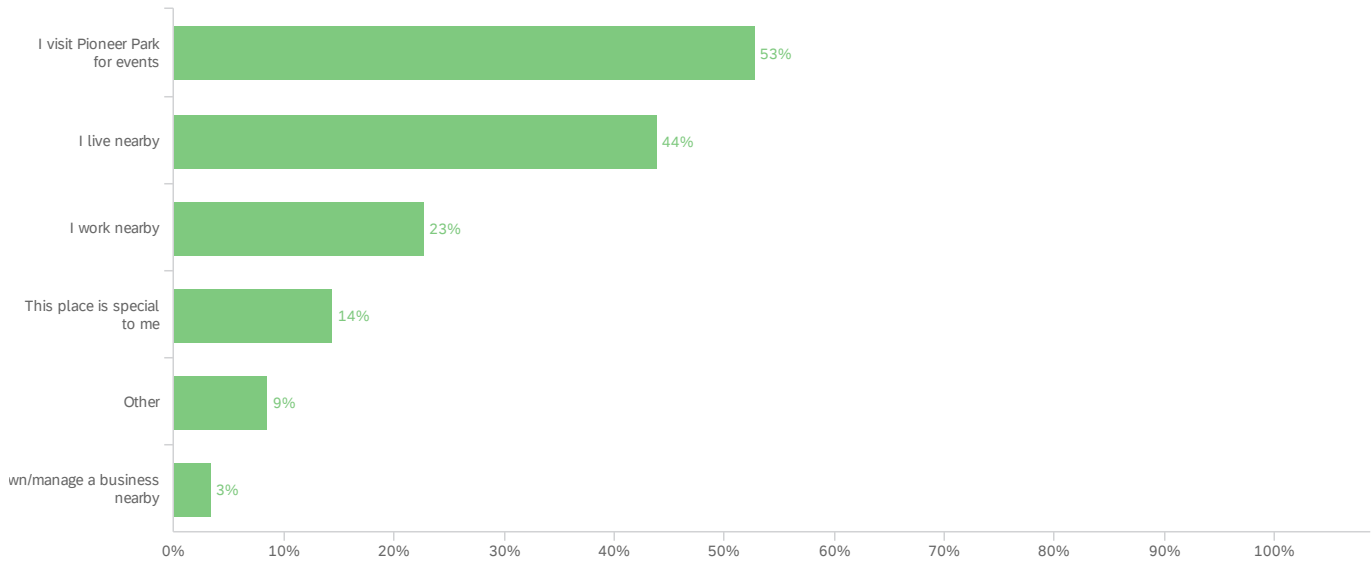


# Final Report

Pioneer Park: Your Downtown Park | Program Alternatives

June 25, 2021 to July 21, 2021

## Q1 - 1. What is your relationship to Pioneer Park? (select all that apply)

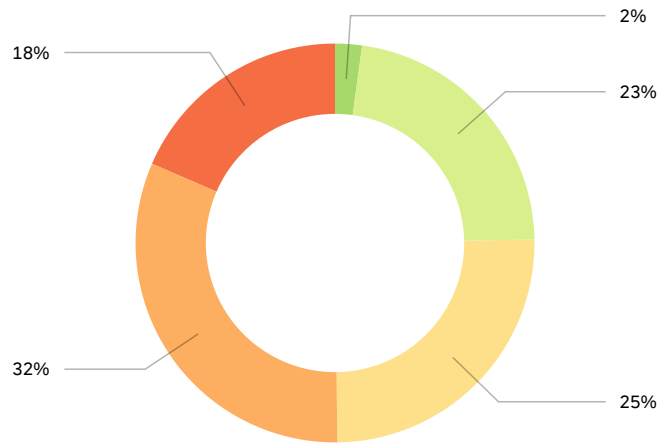


#	Field	Choice Count
1	I live nearby	30% 705
2	I work nearby	16% 365
3	I visit Pioneer Park for events	36% 848
4	I own/manage a business nearby	2% 54
5	This place is special to me	10% 232
6	Other	6% 137

2341

Showing rows 1 - 7 of 7

## Q2 - 2. How satisfied are you with Pioneer Park currently?

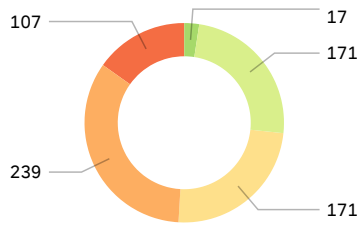


■ Extremely satisfied
 ■ Somewhat satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Somewhat dissatisfied
 ■ Extremely dissatisfied

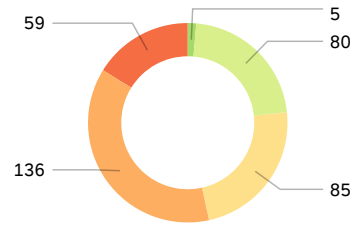
#	Field	Choice Count
1	Extremely satisfied	2% 35
2	Somewhat satisfied	23% 362
3	Neither satisfied nor dissatisfied	25% 403
4	Somewhat dissatisfied	32% 509
5	Extremely dissatisfied	18% 297
		1606

Showing rows 1 - 6 of 6

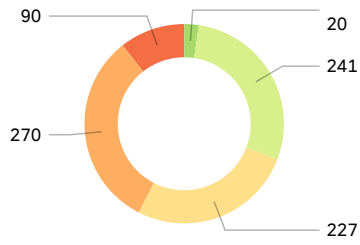
I live nearby



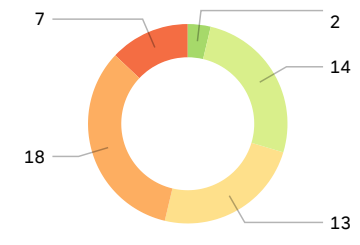
I work nearby



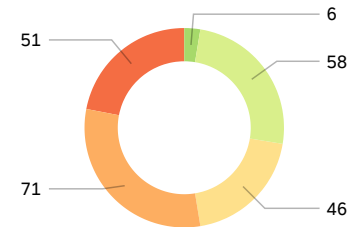
I visit Pioneer Park for events



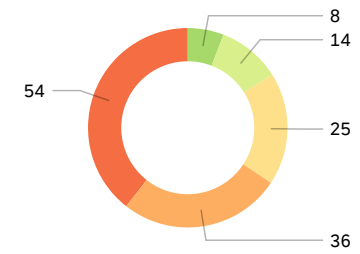
I own/manage a business nearby



This place is special to me

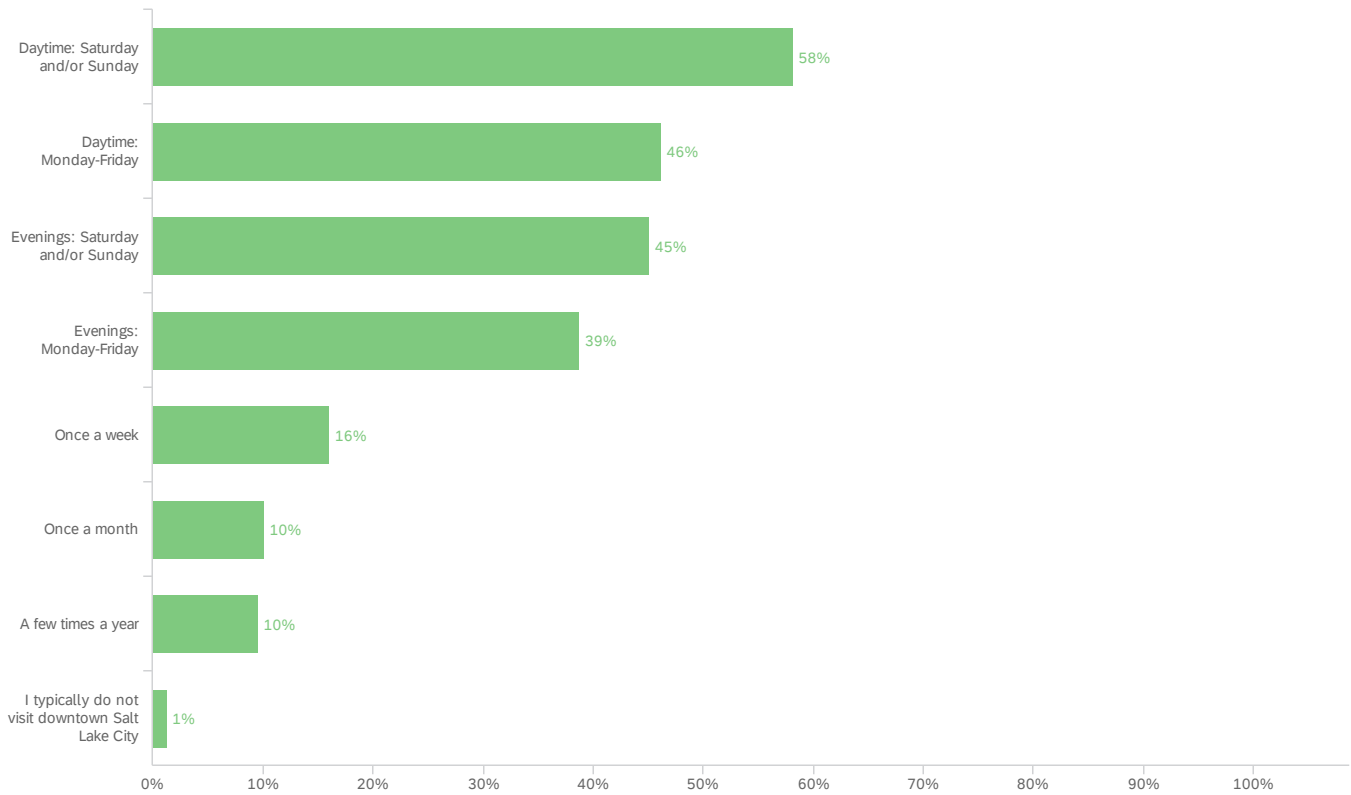


Other



■ Extremely satisfied   
 ■ Somewhat satisfied   
 ■ Neither satisfied nor dissatisfied   
 ■ Somewhat dissatisfied   
 ■ Extremely dissatisfied

### Q3 - 3. When are you typically in downtown Salt Lake City? (select all that apply)

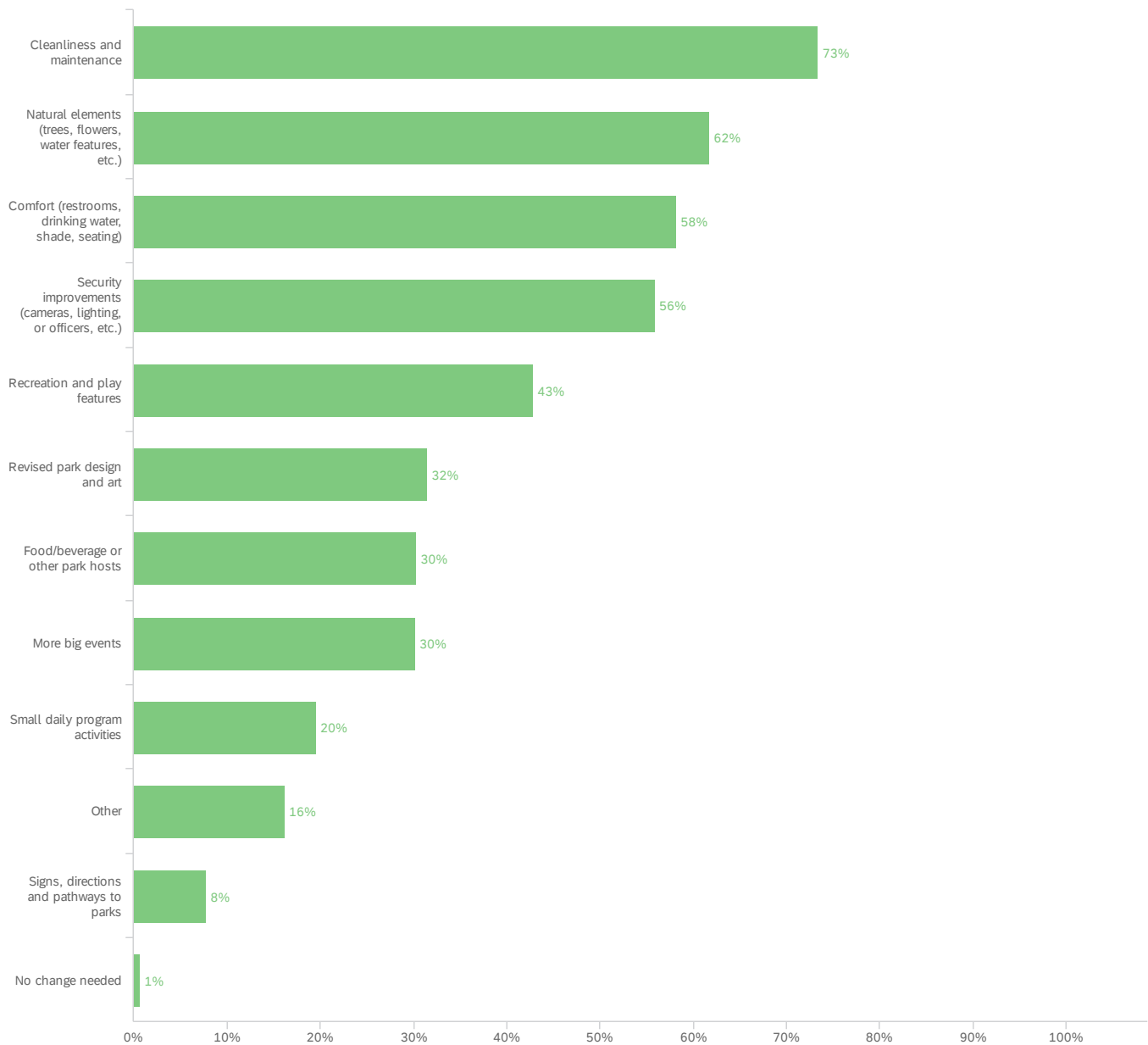


#	Field	Choice Count
1	Daytime: Monday-Friday	20% 742
2	Evenings: Monday-Friday	17% 623
3	Daytime: Saturday and/or Sunday	26% 935
4	Evenings: Saturday and/or Sunday	20% 725
5	Once a week	7% 258
6	Once a month	5% 163
7	A few times a year	4% 154
8	I typically do not visit downtown Salt Lake City	1% 21

3621

Showing rows 1 - 9 of 9

## Q4 - 4. What would make the park better? (select all that apply)



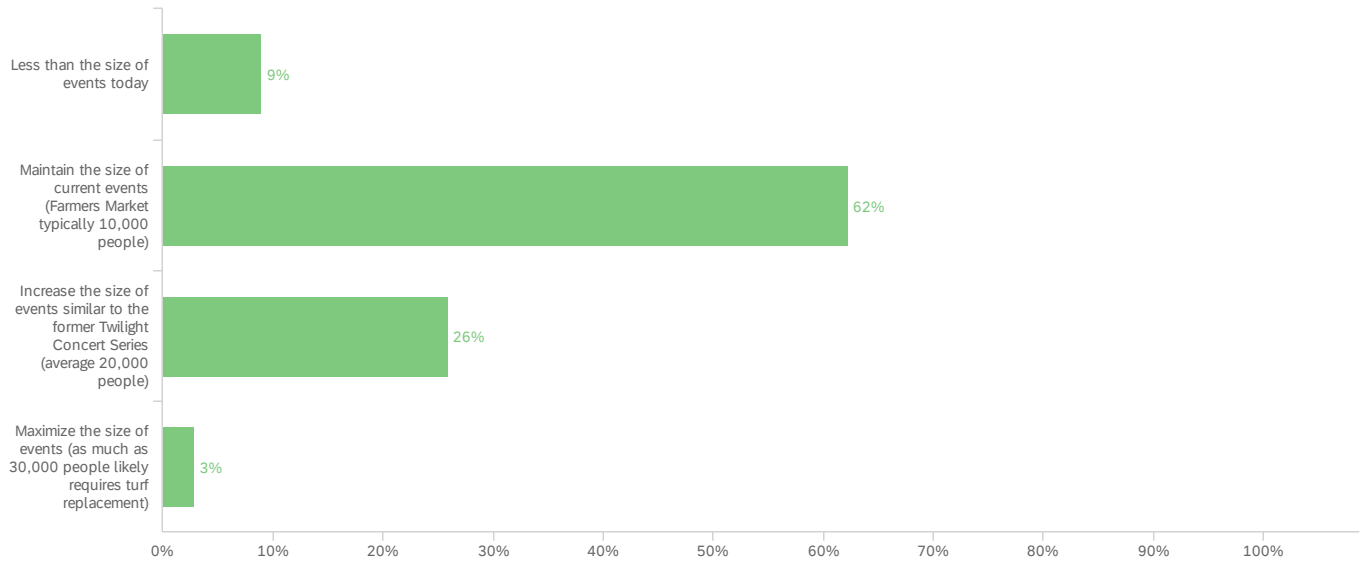
#	Field	Choice Count
1	Revised park design and art	7% 506
2	Small daily program activities	5% 314
3	More big events	7% 485
4	Recreation and play features	10% 688
5	Natural elements (trees, flowers, water features, etc.)	14% 992
6	Cleanliness and maintenance	17% 1179

#	Field	Choice Count
7	Signs, directions and pathways to parks	2% 125
8	Comfort (restrooms, drinking water, shade, seating)	14% 935
9	Security improvements (cameras, lighting, or officers, etc.)	13% 898
10	Food/beverage or other park hosts	7% 487
11	No change needed	0% 11
12	Other	4% 260

6880

Showing rows 1 - 13 of 13

Q5 - 5. What is the maximum size of an event you would find acceptable for Pioneer Park? This is considering park design changes and events pay for any damages.



#	Field	Choice Count
1	Less than the size of events today	9% 135
2	Maintain the size of current events (Farmers Market typically 10,000 people)	62% 935
3	Increase the size of events similar to the former Twilight Concert Series (average 20,000 people)	26% 389
4	Maximize the size of events (as much as 30,000 people likely requires turf replacement)	3% 43
		1502

Showing rows 1 - 5 of 5

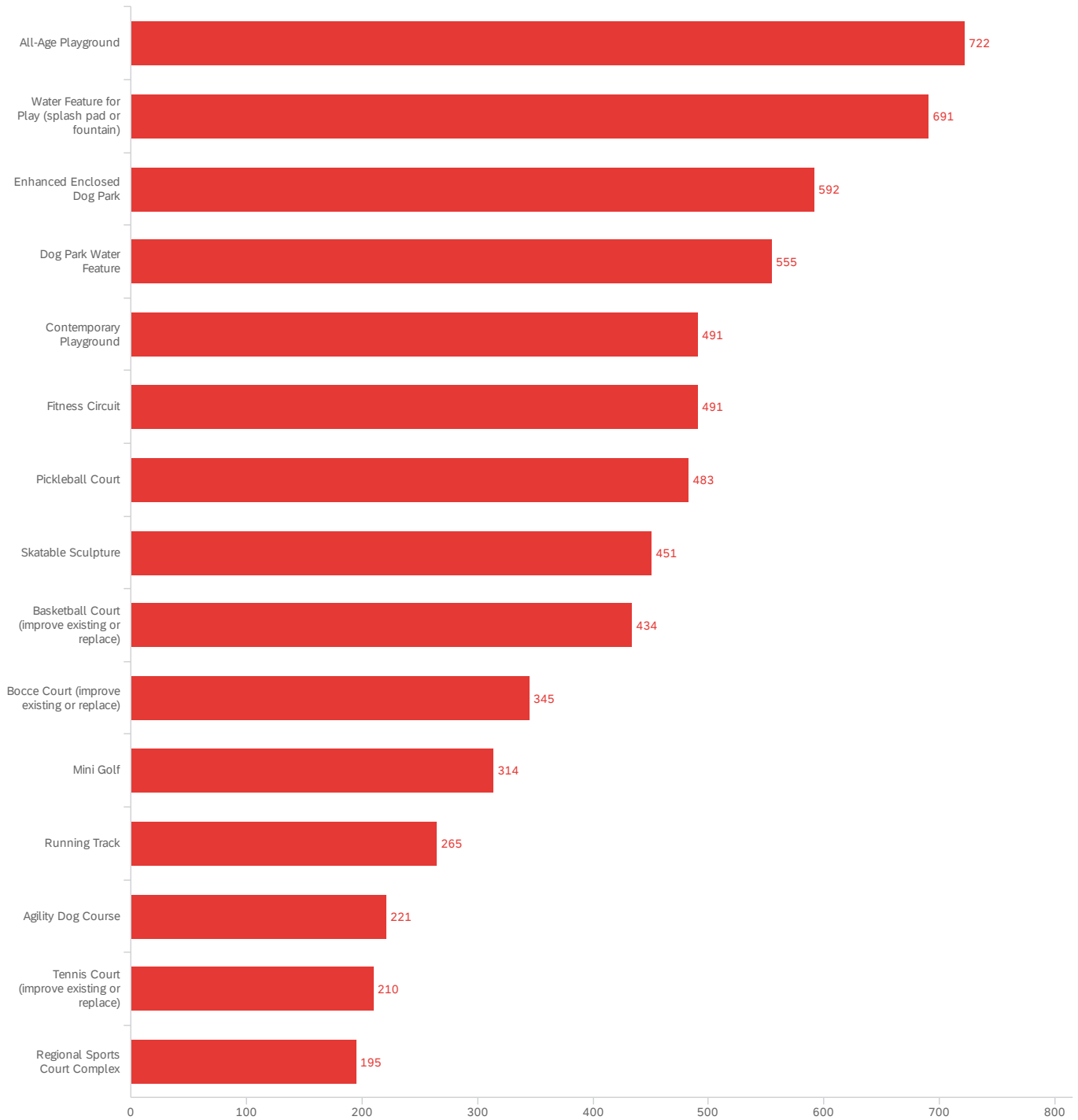
**Programming Preferences - All Categories**  
**1823 Total Unique Responses**

Rank	Type	Description	Count	% Unique
1	Passive	Shaded Lawn	1193	65%
2	Public	Pavilion for shade and events	1069	59%
3	Passive	Pollinator / Flowering Garden	972	53%
4	Public	Food and Beverage Stand	966	53%
5	Public	Outdoor Dining Space	837	46%
6	Passive	Lighting Installation	831	46%
7	Passive	Water Structure	794	44%
8	Public	Enhanced Bathroom	764	42%
9	Passive	Garden Walkway / Ribbon	761	42%
10	Passive	Tree Grove	750	41%
11	Active	All-Age Playground	722	40%
12	Active	Water Feature for Play (splash pad or fountain)	691	38%
13	Public	Covered Market Promenade	659	36%
14	Active	Enhanced Enclosed Dog Park	592	32%
15	Active	Dog Park Water Feature	555	30%
16	Passive	Destination Sculpture	513	28%
17	Active	Contemporary Playground	491	27%
18	Active	Fitness Circuit	491	27%
19	Active	Pickleball Court	483	26%
20	Public	Minimal Bathroom	479	26%
21	Passive	Interactive Art Installation	457	25%
22	Active	Skatable Sculpture	451	25%
23	Public	Ground-level Permanent Stage	451	25%
24	Passive	Edible Garden	442	24%
25	Active	Basketball Court (improve existing or replace)	434	24%
26	Public	Community Picnic Table	411	23%
27	Passive	Artful Seating	402	22%
28	Public	Movable Seating	385	21%
29	Passive	Community Storytelling Display	363	20%
30	Active	Bocce Court (improve existing or replace)	345	19%
31	Active	Mini Golf	314	17%
32	Passive	Educational Signage	279	15%
33	Active	Running Track	265	15%
34	Public	Visitor Information Hub	250	14%
35	Active	Agility Dog Course	221	12%
36	Active	Tennis Court (improve existing or replace)	210	12%
37	Public	Temporary Stage	210	12%
38	Public	Public Lockers	199	11%
39	Active	Regional Sports Court Complex	195	11%



Q - Active Play - 6. Select inspirational images of Active Play features you prefer for

Pioneer Park.



# Field

Choice Count

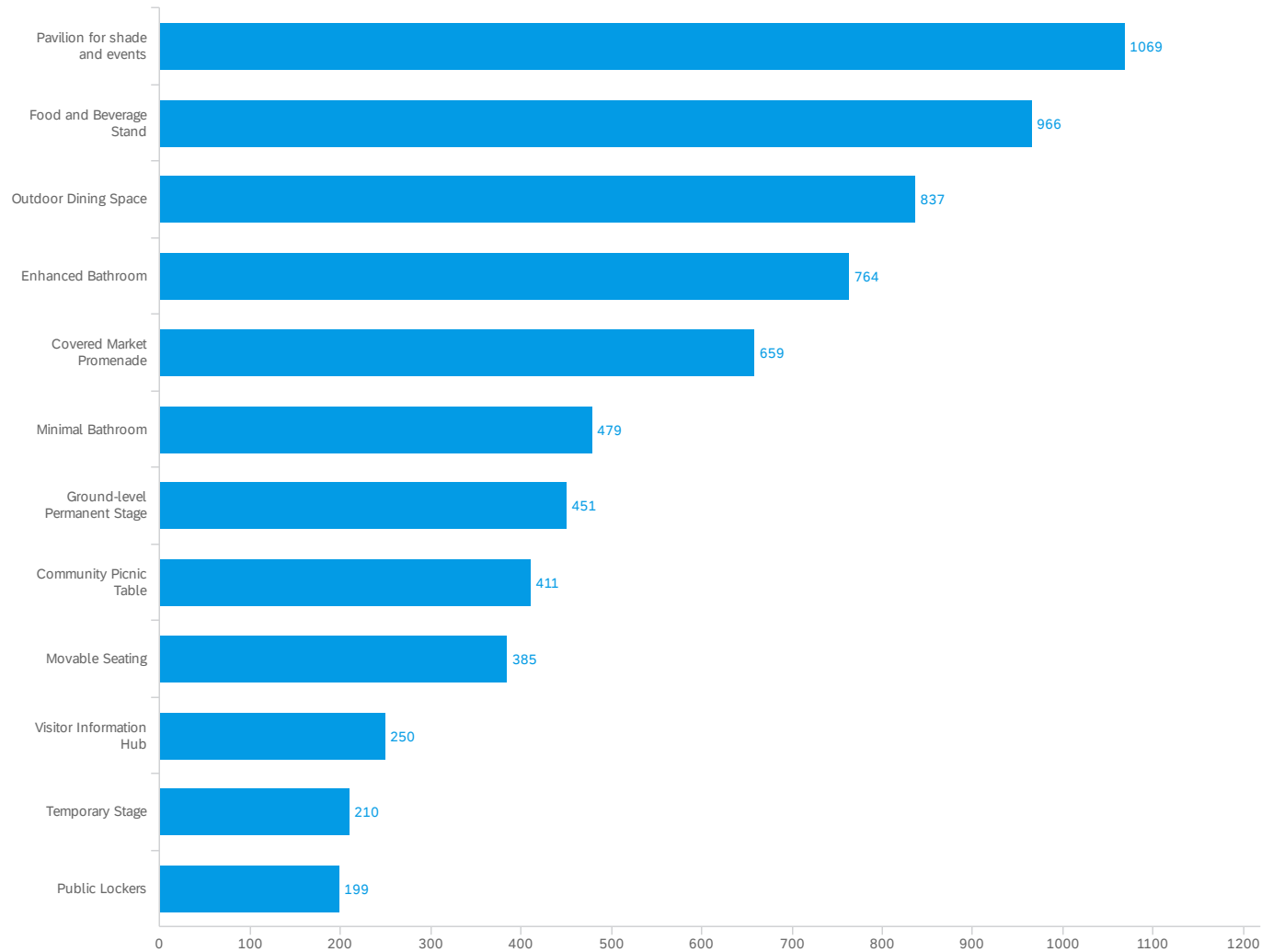
1 Contemporary Playground

8% 491

#	Field	Choice Count
2	All-Age Playground	11% 722
3	Running Track	4% 265
4	Fitness Circuit	8% 491
5	Water Feature for Play (splash pad or fountain)	11% 691
6	Dog Park Water Feature	9% 555
7	Agility Dog Course	3% 221
8	Enhanced Enclosed Dog Park	9% 592
9	Pickleball Court	7% 483
10	Regional Sports Court Complex	3% 195
11	Tennis Court (improve existing or replace)	3% 210
12	Basketball Court (improve existing or replace)	7% 434
13	Bocce Court (improve existing or replace)	5% 345
14	Mini Golf	5% 314
15	Skatable Sculpture	7% 451
		6460

Showing rows 1 - 16 of 16

# Q - Public Space - 7. Select inspirational images of Public Spaces you prefer for Pioneer Park.



#	Field	Choice Count
1	Movable Seating	6% 385
2	Pavilion for shade and events	16% 1069
3	Covered Market Promenade	10% 659
4	Outdoor Dining Space	13% 837
5	Visitor Information Hub	4% 250
6	Public Lockers	3% 199
7	Ground-level Permanent Stage	7% 451

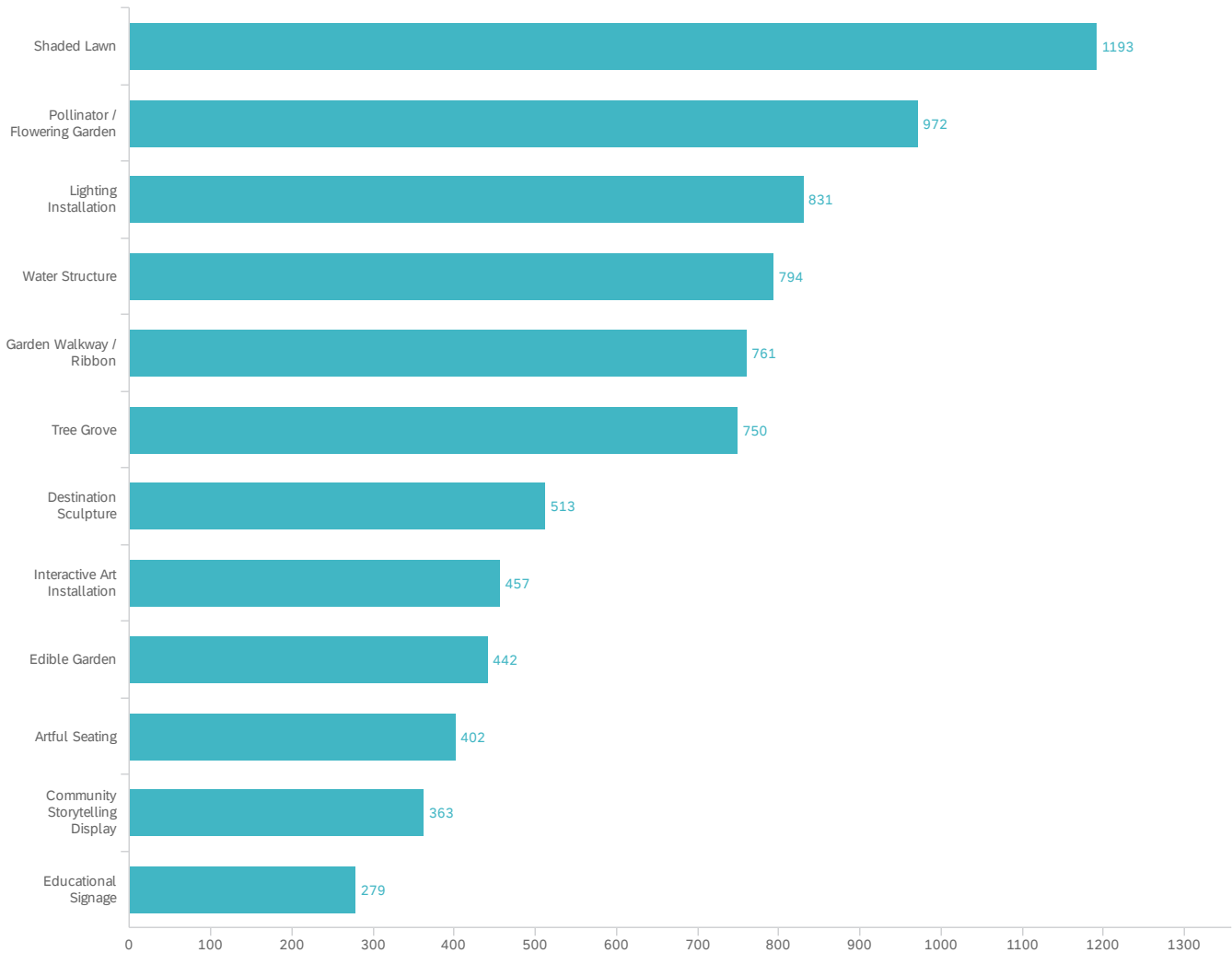
#	Field	Choice Count
8	Temporary Stage	3% 210
9	Minimal Bathroom	7% 479
10	Enhanced Bathroom	11% 764
11	Community Picnic Table	6% 411
12	Food and Beverage Stand	14% 966

6680

Showing rows 1 - 13 of 13

## Q - Passive Features - 8. Select inspirational images of Passive Features you prefer for

### Pioneer Park.



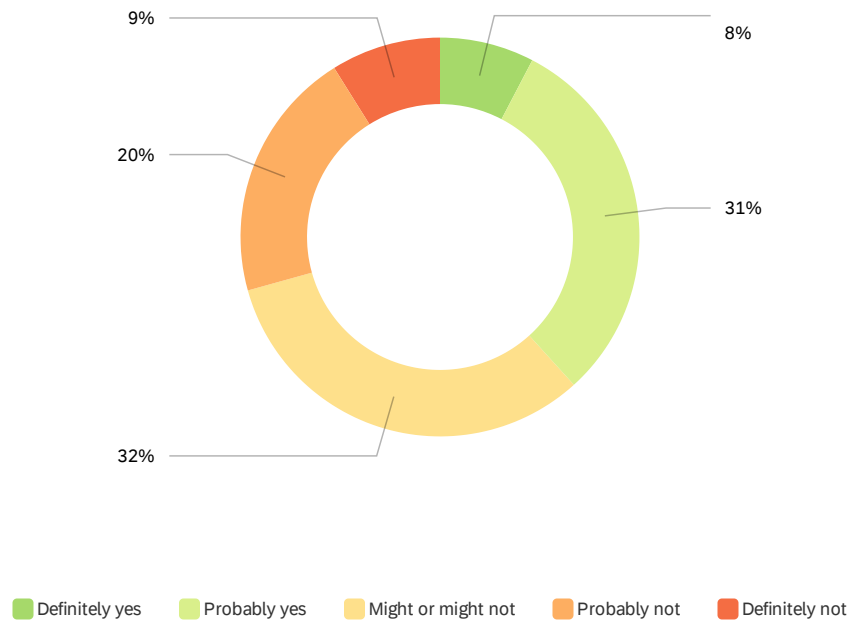
#	Field	Choice Count
1	Shaded Lawn	15% 1193
2	Artful Seating	5% 402
3	Lighting Installation	11% 831
4	Community Storytelling Display	5% 363
5	Pollinator / Flowering Garden	13% 972
6	Educational Signage	4% 279
7	Garden Walkway / Ribbon	10% 761

#	Field	Choice Count
8	Interactive Art Installation	6% 457
9	Edible Garden	6% 442
10	Tree Grove	10% 750
11	Water Structure	10% 794
12	Destination Sculpture	7% 513

7757

Showing rows 1 - 13 of 13

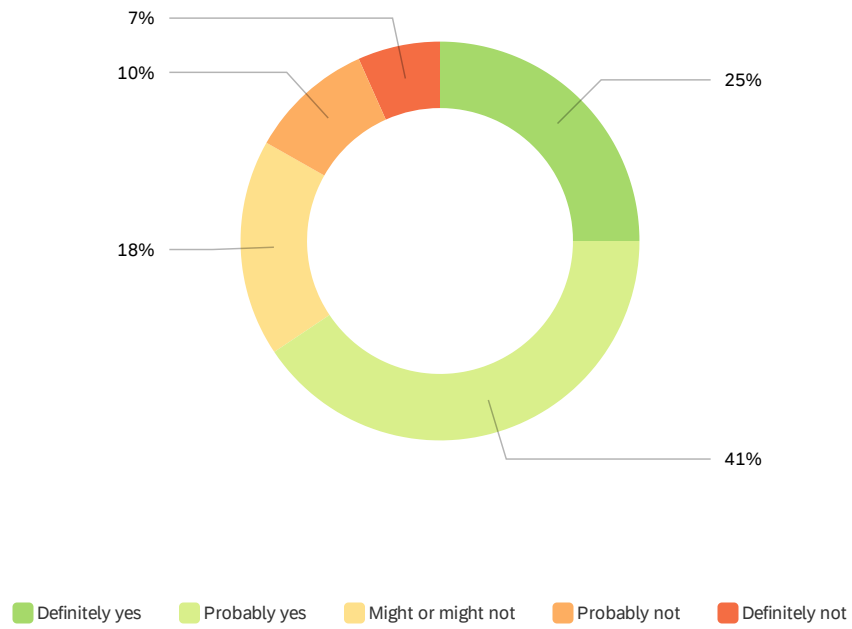
### Q39 - 10. Do you like the current layout of Pioneer Park today?



#	Field	Choice Count
1	Definitely yes	8% 117
2	Probably yes	31% 468
3	Might or might not	32% 495
4	Probably not	20% 312
5	Definitely not	9% 136
		1528

Showing rows 1 - 6 of 6

## Q22 - 11. Do you like Concept A: Playable City alternative layout?

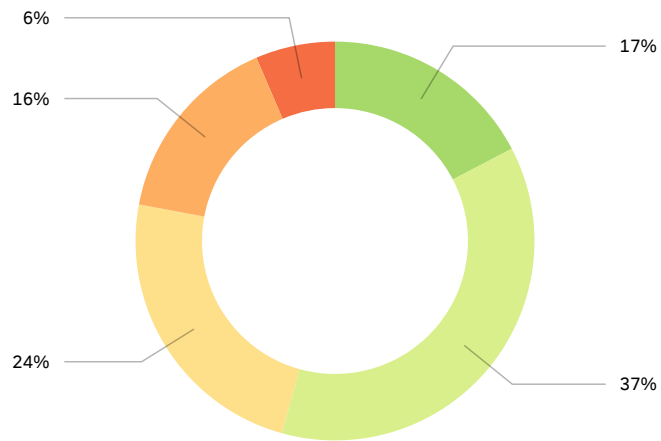


#	Field	Choice Count
1	Definitely yes	25% 378
2	Probably yes	41% 614
3	Might or might not	18% 266
4	Probably not	10% 153
5	Definitely not	7% 101
		1512

Showing rows 1 - 6 of 6



### Q33 - 12. Do you like Concept B: Downtown Destination alternative layout?

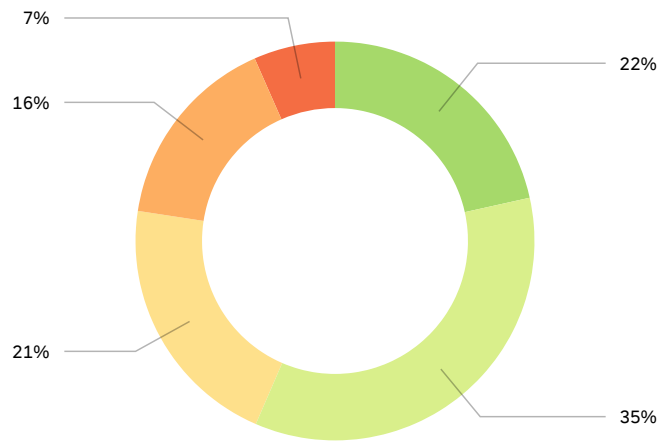


■ Definitely yes   
 ■ Probably yes   
 ■ Might or might not   
 ■ Probably not   
 ■ Definitely not

#	Field	Choice Count
1	Definitely yes	17% 261
2	Probably yes	37% 556
3	Might or might not	24% 356
4	Probably not	16% 235
5	Definitely not	6% 97
		1505

Showing rows 1 - 6 of 6

### Q34 - 13. Do you like Concept C: Urban Oasis alternative layout?



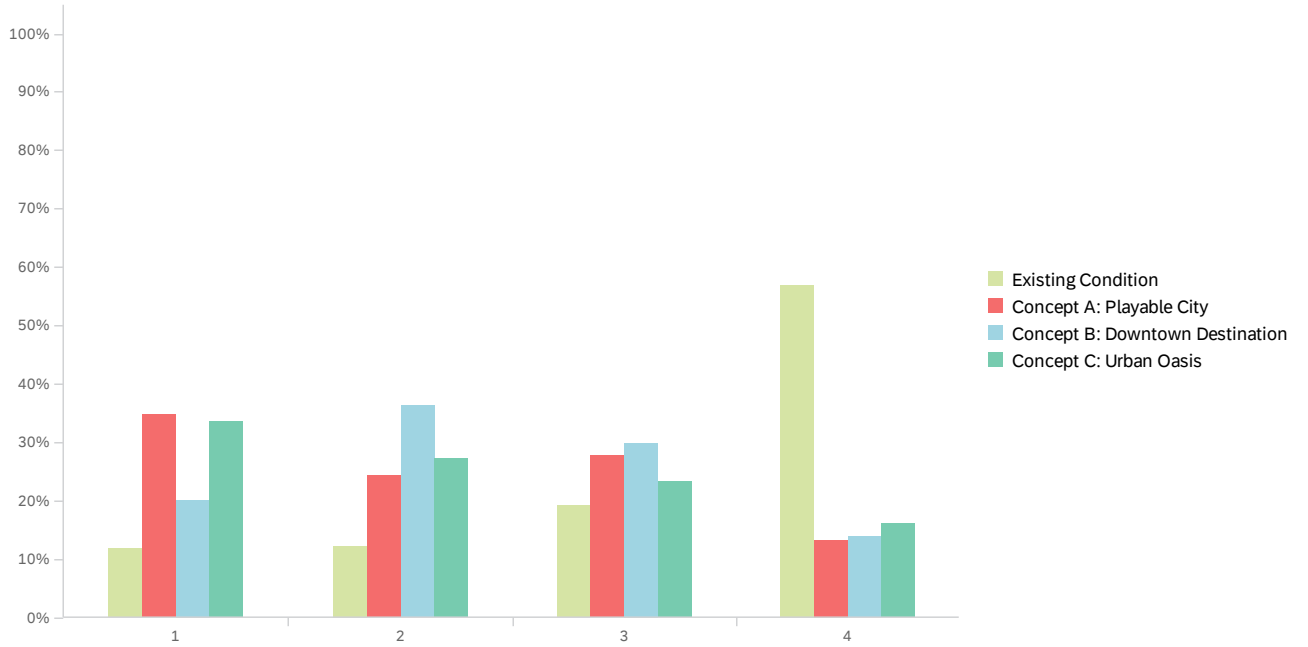
■ Definitely yes   
 ■ Probably yes   
 ■ Might or might not   
 ■ Probably not   
 ■ Definitely not

#	Field	Choice Count
1	Definitely yes	22% 323
2	Probably yes	35% 525
3	Might or might not	21% 314
4	Probably not	16% 240
5	Definitely not	7% 99
		1501

Showing rows 1 - 6 of 6

Rank Alternatives - 14. Rank the four options in the order of your favorite first. You can

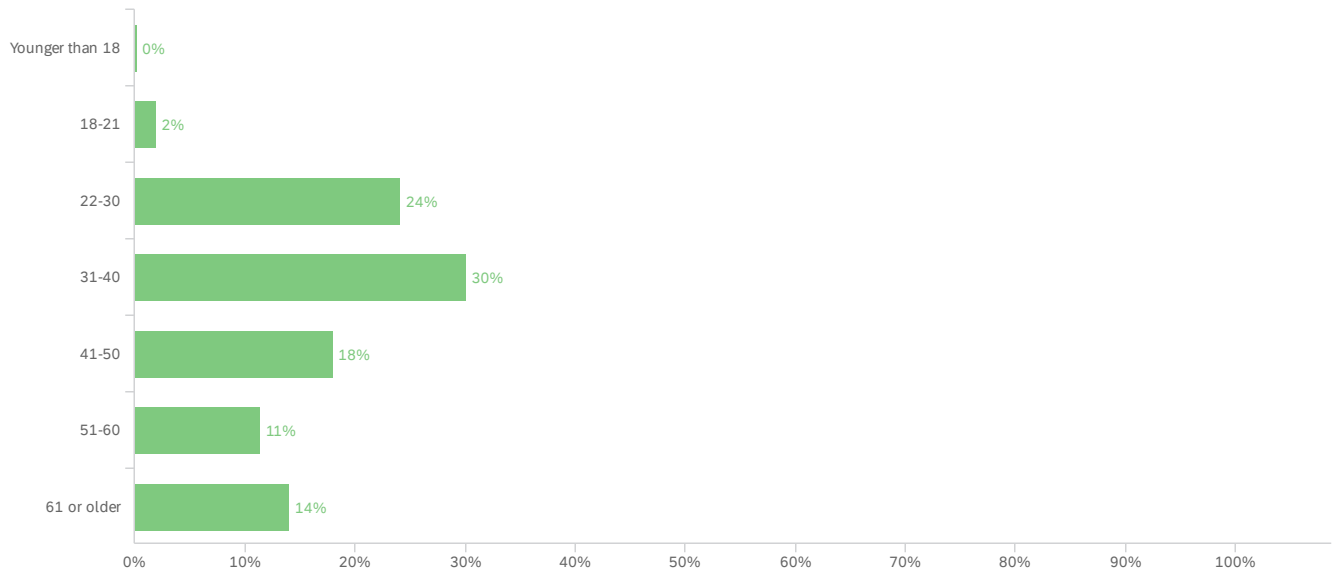
drag each option to change their place. 1 = Most favorite ... 4 = Least favorite.



#	Field	1	2	3	4	Total
1	<b>Existing Condition</b>	12% 174	12% 181	19% 284	57% 843	1482
2	<b>Concept A: Playable City</b>	35% 515	24% 360	28% 411	13% 196	1482
3	<b>Concept B: Downtown Destination</b>	20% 297	36% 538	30% 442	14% 205	1482
4	<b>Concept C: Urban Oasis</b>	33% 496	27% 403	23% 345	16% 238	1482

Showing rows 1 - 4 of 4

## Q22 - What is your age?

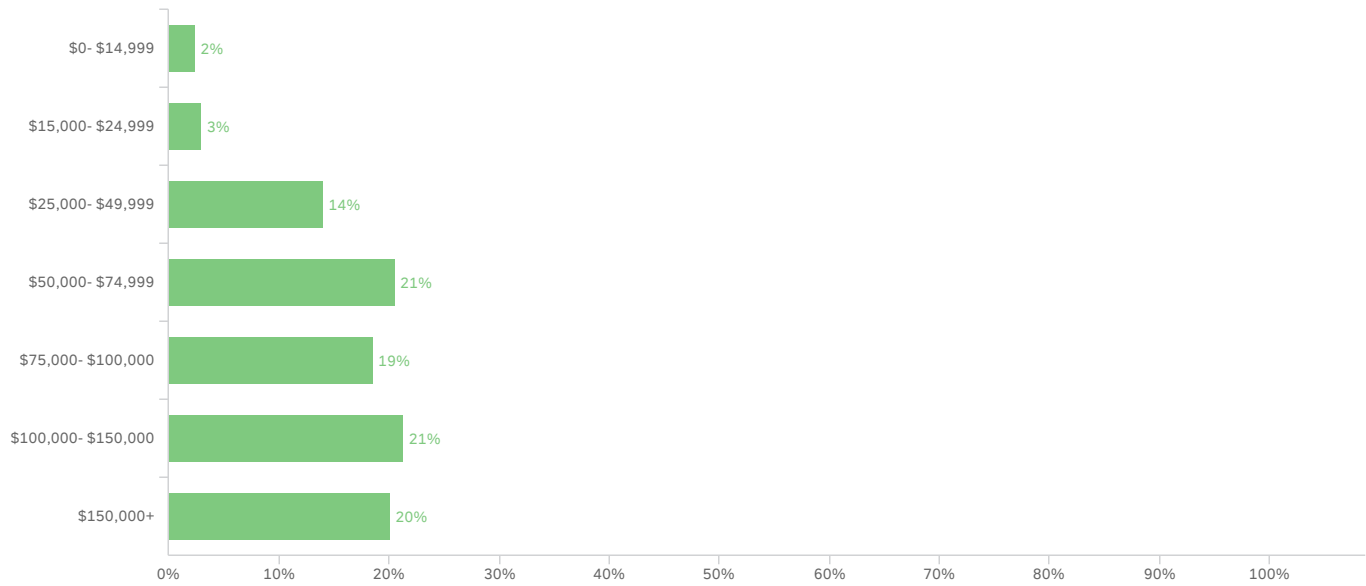


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	1	7	5	1	2	1,470

#	Field	Choice Count
1	Younger than 18	0% 3
2	18-21	2% 29
3	22-30	24% 355
4	31-40	30% 443
5	41-50	18% 265
6	51-60	11% 168
7	61 or older	14% 207
		1470

Showing rows 1 - 8 of 8

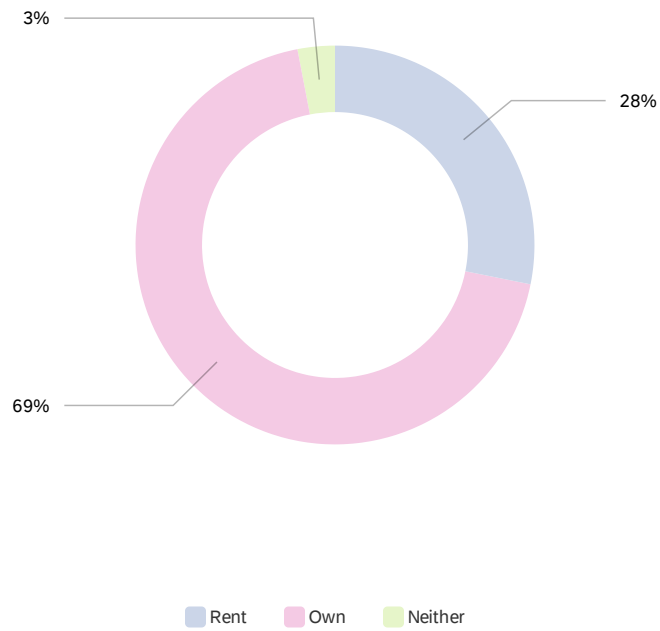
## Q23 - What is your household income?



#	Field	Choice Count
1	\$0- \$14,999	2% 34
2	\$15,000- \$24,999	3% 42
3	\$25,000- \$49,999	14% 198
4	\$50,000- \$74,999	21% 290
5	\$75,000- \$100,000	19% 262
6	\$100,000- \$150,000	21% 301
7	\$150,000+	20% 284
		1411

Showing rows 1 - 8 of 8

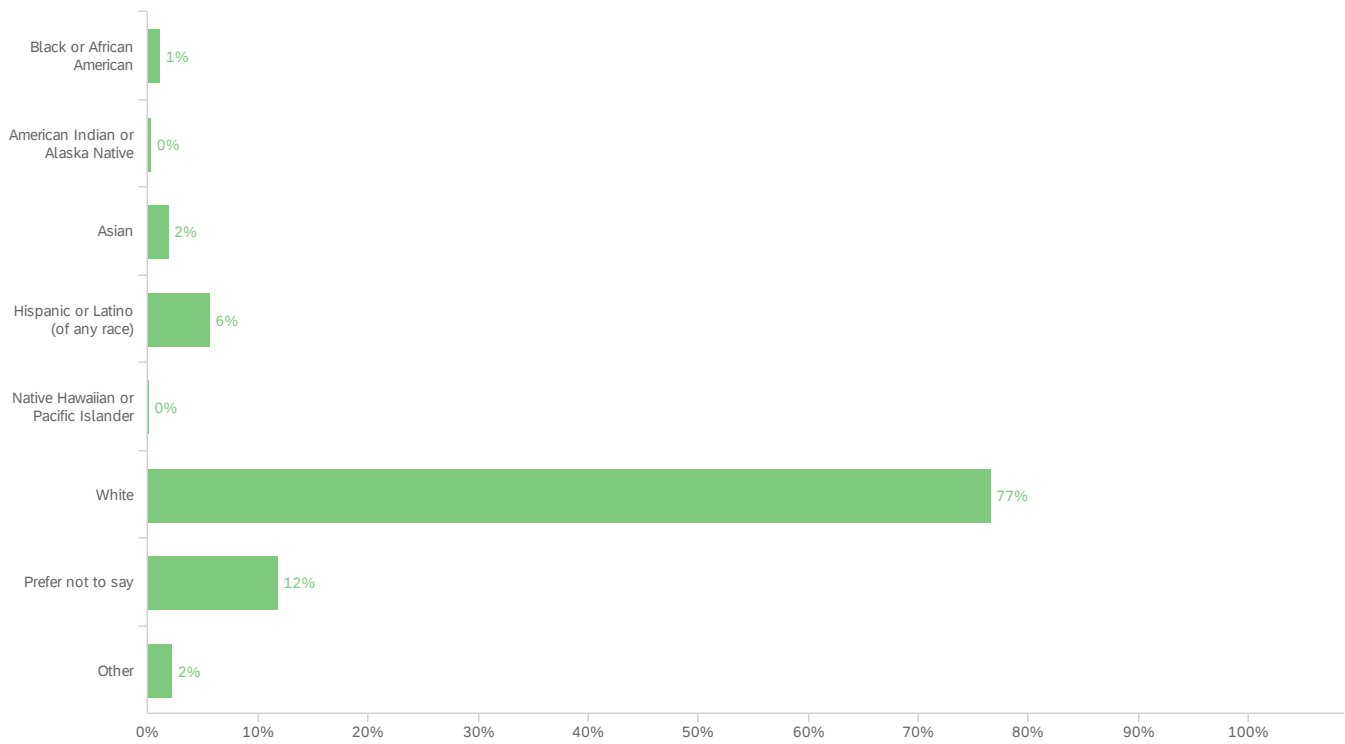
## Q24 - Do you rent or own your home?



#	Field	Choice Count
1	Rent	28% 410
2	Own	69% 1002
3	Neither	3% 44
		1456

Showing rows 1 - 4 of 4

## Q26 - What is your ethnicity?

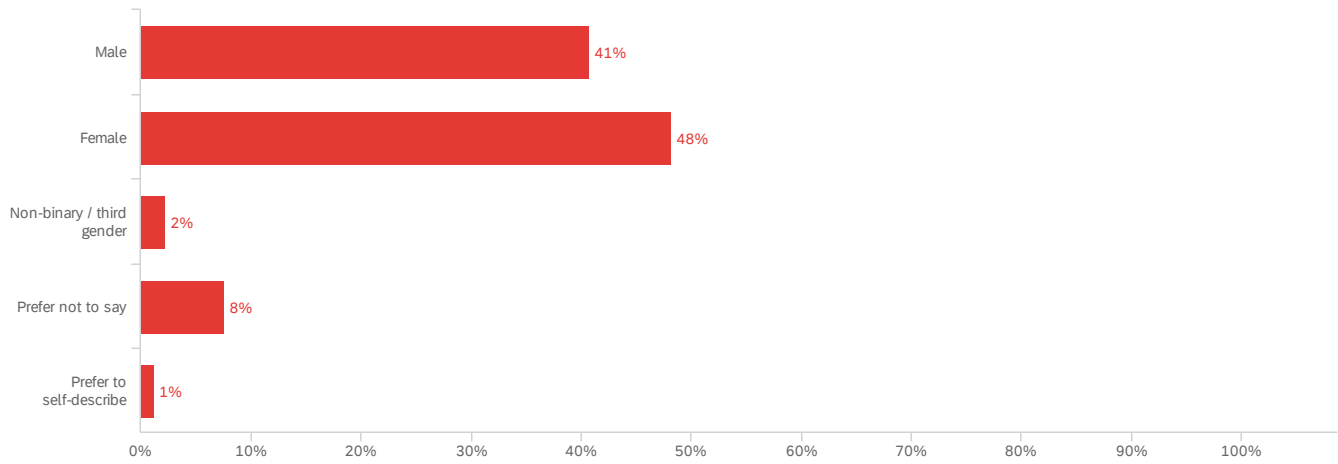


#	Field	Choice Count
1	Black or African American	1% 17
2	American Indian or Alaska Native	0% 5
3	Asian	2% 28
4	Hispanic or Latino (of any race)	6% 83
5	Native Hawaiian or Pacific Islander	0% 2
6	White	77% 1117
7	Prefer not to say	12% 173
8	Other	2% 33

1458

Showing rows 1 - 9 of 9

## Q25 - What is your gender?



#	Field	Choice Count
1	Male	41% 602
2	Female	48% 712
3	Non-binary / third gender	2% 33
4	Prefer not to say	8% 112
5	Prefer to self-describe	1% 18
		1477

Showing rows 1 - 6 of 6



Q28 - What is your 5-digit zip code? Enter 00000 if you do not want to answer.

