



Bike, boat, & run from the Wasatch Range to the Jordan River!

RANGE 2 RIVER RELAY

Evaluation

On September 23rd, the Seven Canyons Trust hosted the [Range 2 River Relay](#) in Salt Lake City, Utah. The Range 2 River Relay explores the conditions of the Salt Lake Valley's waterways from pristine headwaters to buried creeks and channelized canal to meandering river. Competitors bike, boat, and run from the Wasatch Range to the Jordan River.

Success was defined and executed through a logic model, and series of metrics and outcomes. Metrics included: (01) Number of Competitors, (02) Number of Spectators, (03) Number of People Reached, and (04) Number of Promotions, Posts, & Posters.

A total of 11 teams and 33 participants competed in the Team Heat and 21 participants competed in the Individual Heat. The top three teams were: (01) Pineview Crew - 01:38:31, (02) The Undulating Amoebas - 01:44:02, and (03) Thunder Gun Express - 01:45:23. The top three individuals were: (01) Adam Blanchard - 01:25:30, (02) Josh Falkos - 01:36:27, and (03) Suzanne Maltby - 01:43:25. It was estimated 30 additional spectators joined the Celebration and 21 volunteers assisted in hosting the event. [Click here for a gallery of event pictures](#). You can see the times and standings of each heat at sevencanyonstrust.org/relay.

Through event outreach and programming, approximately 46,776 people were reached. Two paid social media advertisements featured the Jordan River Commission. Nineteen posts shared information about the event, four of which acknowledged the Commission. Forty posters and 20 lawn signs, featuring the Commission, were posted throughout the Salt Lake Valley. Eighteen organizations sponsored and

partnered on the event. And, most importantly, a total of \$7,295 was raised to uncover and restore the buried and impaired creeks in the Salt Lake Valley.

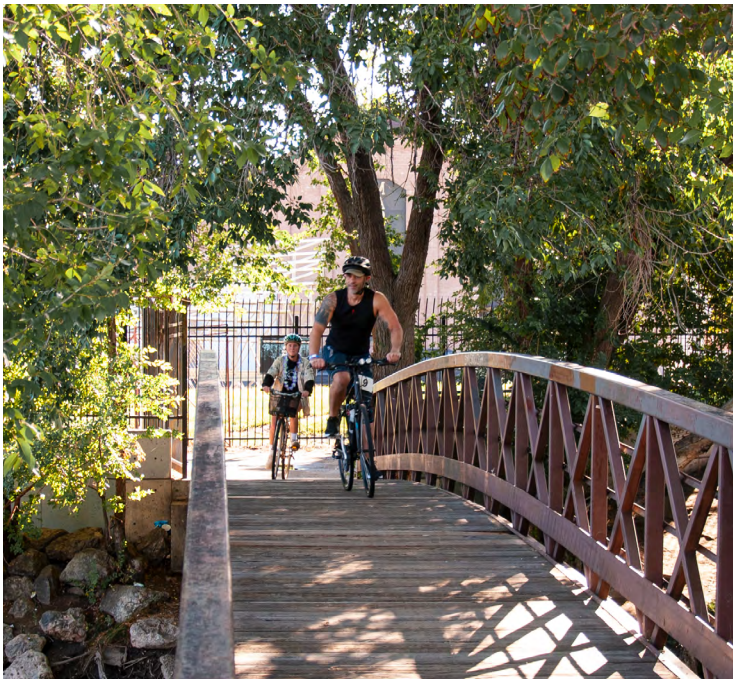
Outcomes are defined by the Range 2 River Relay goals, including: (01) Promoting environmental stewardship and conservation; (02) Showcasing outdoor recreation and active transportation connections from the Wasatch Range to the Jordan River; and (03) Getting urban families and youth outdoors.

The Range 2 River Relay met the following Purposes in the Blueprint Jordan River: (1) Encourage and promote multiple uses of the river and river corridor; (2) Foster communication and coordination; and (3) Promote resource utilization and protection. In addition, it meets the following Action Plan goals: (D) Circulation & Connection – 1. Integrate the Jordan River Trail system into the regional trail system; (E) Building Community – 8. Bolster the surrounding neighborhoods and promote the river as a natural asset; (F) Recreation & Tourism – 1. Promote the river as a regional quality-of-life amenity and recreational destination, 3. Identify unique and outstanding characteristics of the river, and 4. Place profiles of the Jordan River with relevant media outlets; and (G) Education & Interpretation – 3. Provide education opportunities and programs focused on the benefits of a healthy river ecosystem, and 5. Establish partnerships between government, community agencies, and particularly, youth-oriented programs relevant to the Jordan River's natural resources.

The Relay got residents outdoors and active in family-friendly fun, improving public health and quality of life. Partnership with the Jordan River Commission ensured participants had access to boating equipment, no matter their financial situation. Competitors experienced the scenic Jordan River corridor, many for the first time. They learned about the 50-mile Jordan River Trail, the planned Jordan River Water Trail, and additional ecological restoration work along the river. The event challenges the negative stigma placed on the river by many and promotes stewardship and future restoration of the Valley's waterways.

The Relay maps a drop of water through Salt Lake City's hydrology. Competitors traced this path from City Creek to the Jordan River. The event highlights [City Creek at Folsom Trail](#), an effort to transform a rail corridor into a trail and creek corridor to connect the Jordan River Trail and west-side neighborhoods to Downtown Salt Lake City. The Finish Line Celebration activated the Utah State Fairpark – West Lot along the Jordan River, which sits empty for much of the year. Five organizations tabled and taught about their community initiatives, including the Jordan River Commission. The event took place during and highlighted the annual Get to the River Festival.

Between 2016 and 2023, post-event surveying has revealed 95 percent of participants had a positive experience during the event and 90 percent said they would participate again.



Range 2 River Relay - Jordan River Commission Small Grant Report