



June to Sept 2023 Staff Report

Communications
and Outreach



Presented by Rachel Turk at the October 5, 2023
Jordan River Commission Governing Board Meeting

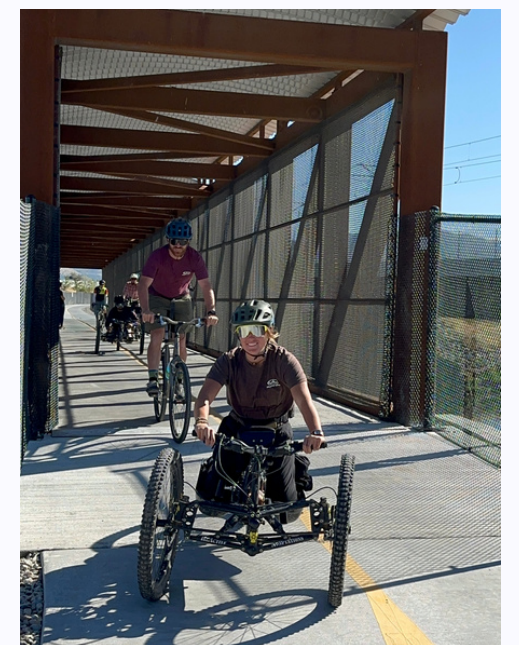
Outreach Events:

10 Days – 857 Participants

- | | | |
|-------------|-----------------------------------|--------------------|
| • Jun 10–11 | UMNH Conservation Exhibit Opening | 250 attendees |
| • June 24 | 3 Creeks Beer Garden | 150 attendees |
| • July 15 | Canyon Rim Cares | 300 attendees |
| • July 20 | Pioneer Crossing Ribbon Cutting | 50 attendees +news |
| • July 22 | Latino Conservation Week Paddle | 25 participants |
| • Aug 1 | DOR Bike the Parkway | 15 participants |
| • Aug 12 | LoveYourWatershed Cleanup | 25 participants |
| • Aug 15 | DOR Paddle the River | 20 participants |
| • Aug 24 | SLC Rangers Paddle | 22 participants |

Advocacy and Networking Events :

- June 15 USU Research Landscapes – GSL Charette Presentation
- June 15 TAC Field Trip
- June 21 Tribal Coalition Meeting and Tour
- July 15 GSL Peoples Summit
- Aug 15 Emerald Ribbon Special Interest Group Meeting
- Aug 15 USU Research Landscapes – Colorado River Watershed



Jordan River Paddle Series

June Paddles

	Launch / Takeout	Distan ce	# of participants
Stage 1	Inlet Park / Narrows	10.8 miles	22
Stage 2	Bluffdale / Shields Lane	9 miles	15
Stage 3	Shields Lane / Pioneer Crossing	12.5 miles	10
Stage 4	Pioneer Crossing / Riverview	10.1 miles	13
Stage 5	Riverview / Burham Dam	6 miles	22

September Paddles

	Launch / Takeout	Distance	# of participants
Stage 1	Inlet Park / Willow Park	3.8 miles	rescheduled for Oct 20
Stage 2	Millrace / Pioneer Crossing	4.9 miles	24
Stage 3	Gadsby / Riverview	3.4 miles	25
Stage 4	Rotary Park / Shields Lane	4.2 miles	35
Stage 5	Porters / Burnham Dam	3.6 miles	28

Social Media Stats

June 1 - Sept 30



LinkedIn Page



Social Media Stats	Followers	Growth	Reach
Facebook	2411	74	21,860
Instagram	1568	72	1,887
Twitter	519	1	5,400
Linkedin	98	30	826
YouTube	6	6	70

Newsletter Stats

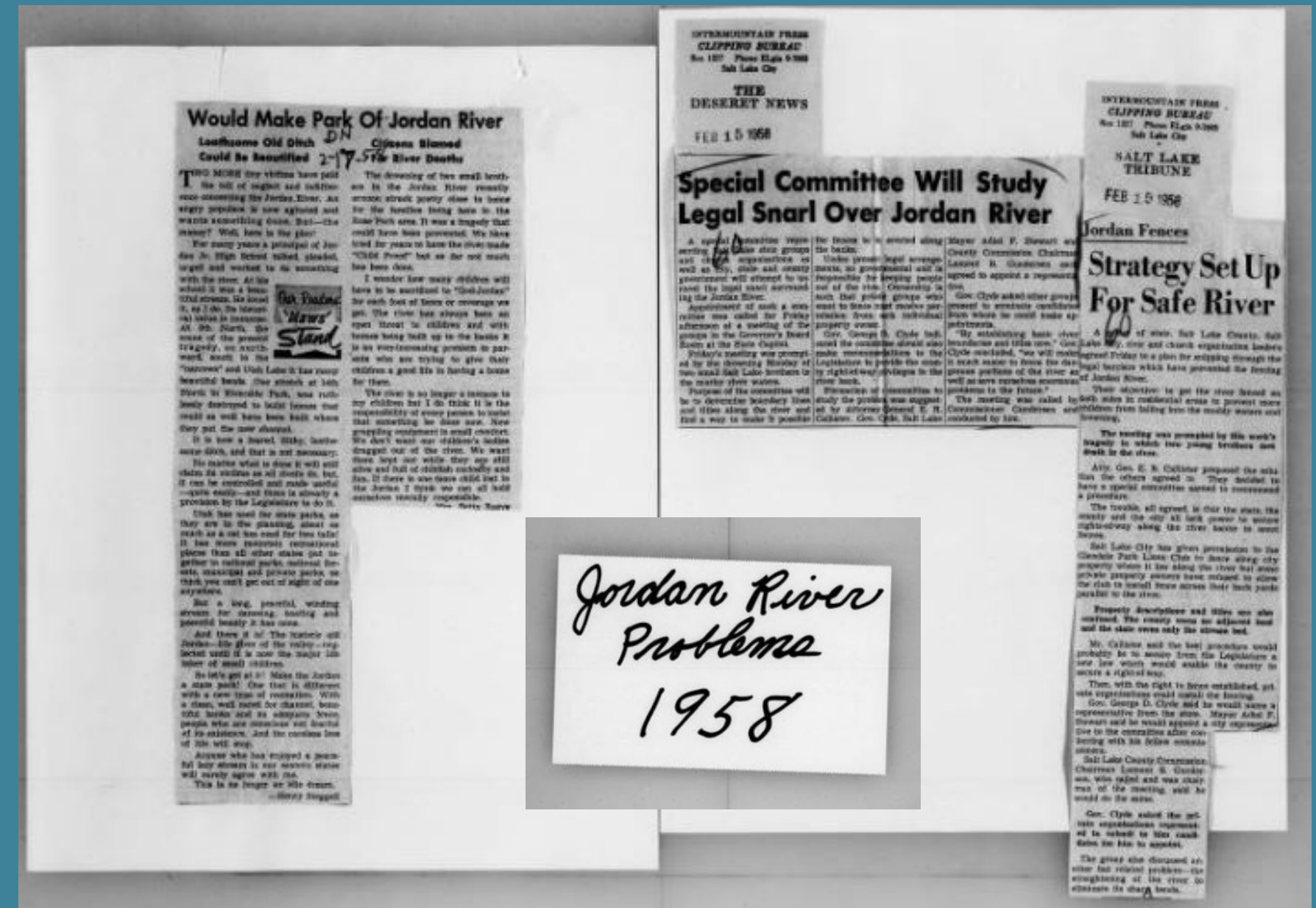
Subscribers	Growth	Open Rate	Click Rate
3,146	66	41%	2%

- 37,869 Sends
- 14,912 Opens
- 687 Clicks

Will be adding emails from volunteers

Other Projects

- Tracking Jordan River in the News
- Create Safety Protocol
- Keeping Website up to date
- Responding to @info emails
- Mailing out Maps
- Kayak Court



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