



Staff Report Oct - Dec 2025

Communications and Outreach



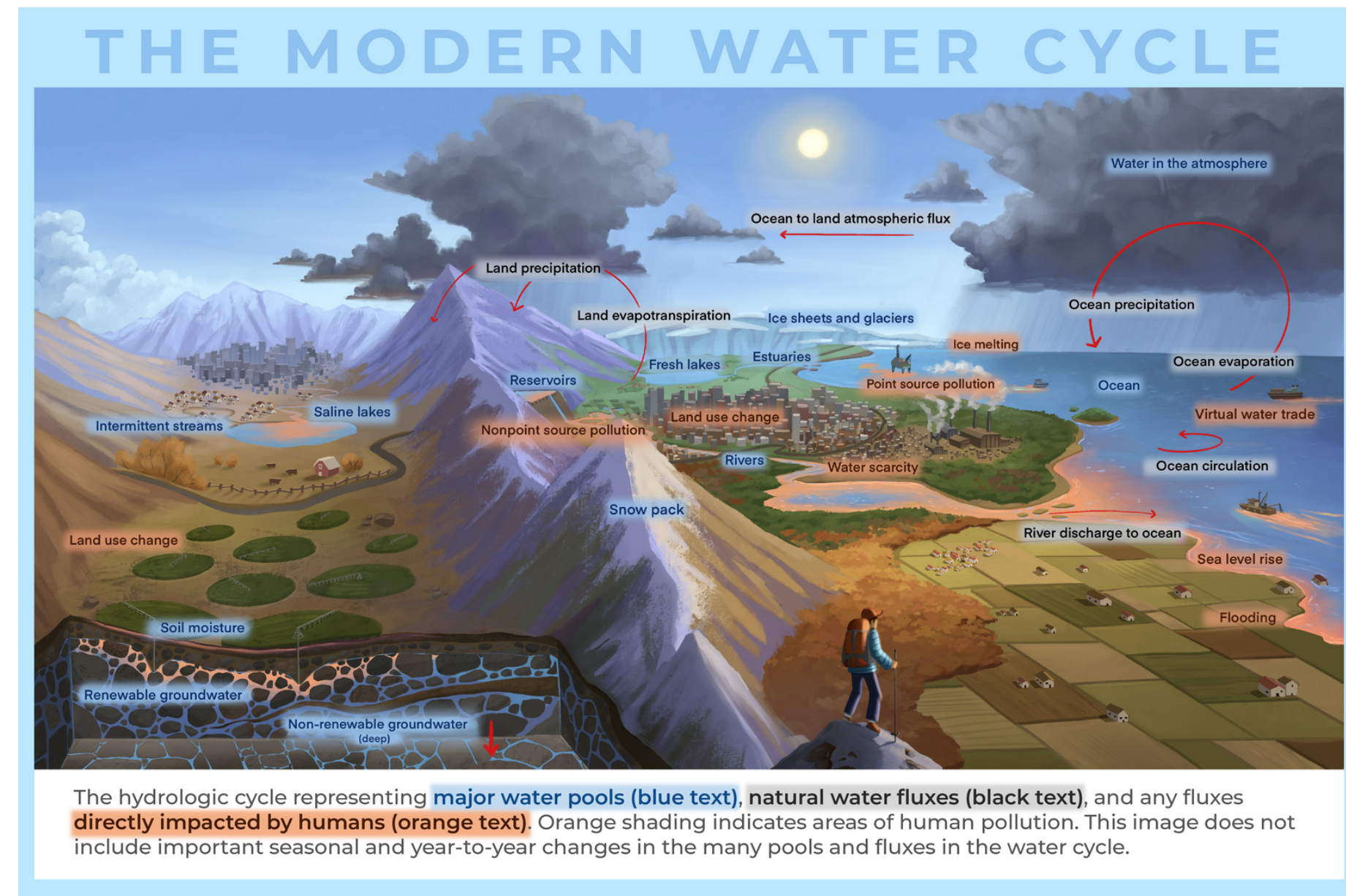
JORDAN RIVER
COMMISSION

Presented by Rachel Lyn at the February 4, 2025
Jordan River Commission Governing Board Meeting



Education Pilot Project

- Educate on stormwater impact to our water cycle
- Integrate Place based learning
- Field Trip
- Day of Service
- Poster Contest





Jordan River News Stories

October - December 2025

State Homeless Campus

Cox defends Utah's proposed homeless campus against critics as 'most compassionate policy anywhere'

The Utah governor said he hopes the state can get federal funding for the project
Published: Oct 29, 2025, 7:29 p.m. MDT



Ribbon Cuttings en masse

A peek inside Salt Lake City's first new regional park in over 60 years

Published: Dec 7, 2025, 9:22 a.m. MST



Families test out the amenities at Glendale Regional Park in Salt Lake City on Saturday. The former site of the old Raging Waters water park is now the city's first regional park in over 60 years. Carter Williams, KSL.com
By Carter Williams, KSL.com

Warm Winter raises concerns

The unintended consequences of warm weather lingering in Utah

Nov 17, 2025, 9:24 PM | Updated: 9:41 pm



People enjoy the warm weather and sunshine at Wheeler Historic Farm in Murray on Sunday, March 2, 2025. (Brice Tucker, Deseret News)

BY MICHELLE LEE



Education & Outreach:

October - December 2025

Conferences

- Utah Lake Symposium,
- SLCo Watershed Symposium,
- Utah Society of Environmental Educations (USEE) Conference
- Utah Outdoor Rec Summit

Outreach

- Hogle Zoo School Day,
- Millfreaks,
- Utah Native Plant Festival,
- Paddle Poker,
- Bison Roundup,
- (Center for Documentary Expression and Art) CDEA Outdoor Classroom Ribbon Cutting



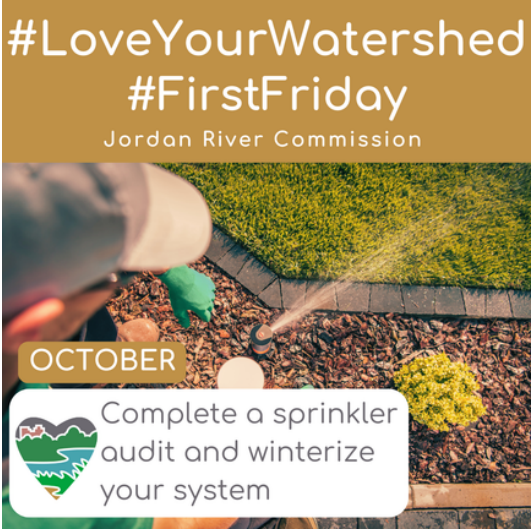
Communications

October - December 2025

Newsletter - Social Media Stats

Subscribers	Growth	Open Rate	Click Rate
3,984	234	54% (+2%)	12% (+5%)

Social Media Stats	Followers	Growth	Reach	Views
Facebook	2602	8	2.8k	9.7k
Instagram	2304	100	7.5k	35.2k
Twitter (X)	522	3	...	...
Linkedin	243	10	1.2k	96
YouTube	22	5	8.2k	752





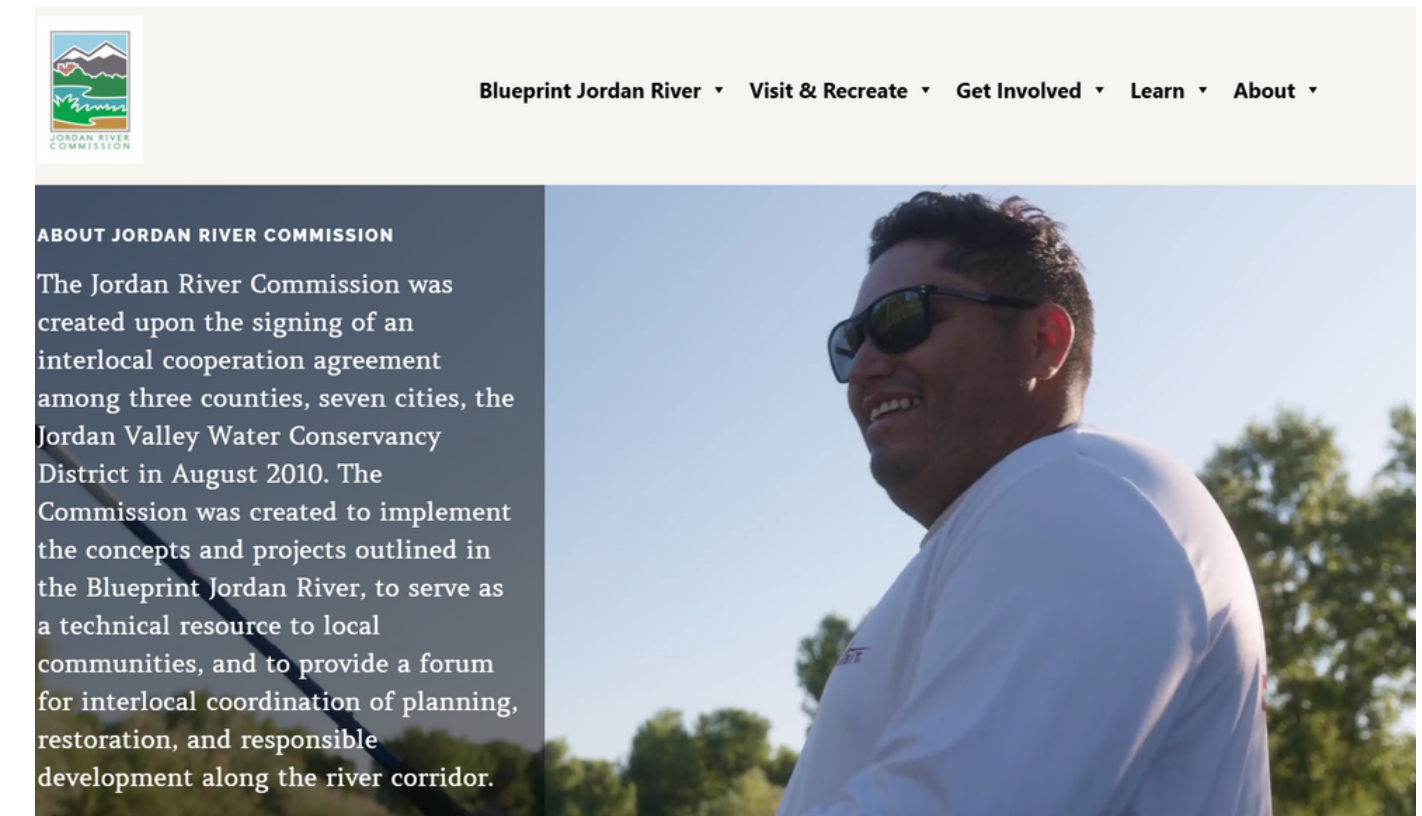
Website & Mobile App

Website Update

- Presented at TAC
- Finalizing Content
- Launching in March

My Jordan River Mobile App

- User Personas Developed
- User Paths
- Wireframes





What's Coming

- Earth Day Events
- Education Project
 - Curriculum
 - Video
 - Earth Day
- Mobile App
- Canoemobile



Photo Credit: Sage Nightingale

Rachel Lyn

Communications and Outreach Manager



Photo Credit: Sage Nightingale

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