



THE VISION

THE EMERALD RIBBON OF THE WASATCH FRONT

Utahns envision a parkway that contains **pleasant natural areas** and **a healthily functioning river** that provides **quality habitat for wildlife**; is **safe, clean, and well-maintained**; and offers **great recreation, leisure, and educational opportunities** in natural and improved settings from lake to lake. Further, they see a parkway that **supports physical and mental health** and that makes **stewards and advocates** of its visitors.

ACTION PLAN

The following pages outline an action plan to achieve the vision for the Jordan River Parkway. The action plan encompasses community priorities and ideas for the Parkway while providing an implementation framework, or “blueprint,” for elected officials, community members, landowners, and local organizations.

The action plan is divided into seven topic sections containing broad goals, subgoals, and strategies that support the vision for the Jordan River Parkway. Overarching goals and subgoals help chart a course for improvements to the Parkway, while actionable strategies guide implementation. Since the Jordan River Parkway contains so many unique segments, not all goals, subgoals, and strategies are applicable to all 51 miles. Instead, the action plan serves as a flexible tool and a point of reference for coordinating voluntary efforts. Similarly, no one entity can implement all the strategies independently. All government, volunteer, business, and non-profit organizations with an interest in the Jordan River Parkway have a part to play in achieving the vision.

Throughout the Action Plan, topics, goals, sub-goals, and strategies are loosely organized in priority order as directed by topic experts and public input. Different goals and strategies are often complementary or even completely dependent on one another. Each goal must be addressed if the Blueprint Jordan River vision is to be fully realized.

OVERARCHING STRATEGIES

While specific strategies vary widely, there are a few overarching strategies that echo throughout the Action Plan.

The first is the need to foster a culture of collaboration among all those working to improve the Jordan River Parkway. Implementation partners should regularly communicate with other organizations and play an active role in the Jordan River Commission; local governments should nurture a two-way relationship with community members that includes engagement and volunteerism, in addition to developing education, programming, best practices, incentives, and regulations.

The second strategy is to approach the Jordan River Parkway as a complex system within a regional context. This perspective is not only important for watershed issues, but also for ecosystems, transportation, recreation, and development.

The third strategy is to use monitoring, reporting, and iteration to adapt to the ever-changing needs and conditions of the Parkway.

The fourth strategy found throughout the action plan is the need to use new and existing funding sources, including grants, state and local governmental budgets, federal funds, and private spending to enable implementation.

RECREATION

Goal: Enhance opportunities for recreational uses and active transportation throughout the Parkway R

The Jordan River Parkway is a unique asset for the Wasatch Front region because it provides incredible recreation opportunities in a rapidly urbanizing region. Preserving and enhancing recreational opportunities and amenities along the entire length of the Parkway will be key to ensuring its long-term success. The following goals and strategies aim to enhance recreation along the Jordan River Trail by improving existing trail conditions, developing more and diverse opportunities for various forms of recreation, creating targeted programs that increase the public's awareness of the Jordan River Trail and other recreational opportunities in the Parkway, and enhancing connections to the trail from areas that are currently underserved.

1. DEFINE AND IMPLEMENT CONSISTENT TRAIL AND PATHWAY STANDARDS THAT EMPHASIZE SAFETY, COMFORT, AND FUNCTION

Trail-based activities such as walking, running, and biking are the most popular activities in the Jordan River Parkway. Developing a trail that is consistent, seamless, and safe is key to creating a successful trail. Currently, many sections of the Jordan River Trail do not meet standards due to its fragmented and incremental development. Developing a uniform design guide for the entire trail is key to ensuring that older sections of trail are retrofitted, and newer sections of trails are built to standard.

STRATEGIES:

- Create a design guide for the Jordan River Trail that defines design standards that meet or exceed industry standards such as the [AASHTO Guide for Development of Bicycle Facilities](#) or [International Mountain Biking Association Guidelines](#) for natural surface trails and ensure that all trails meet these standards.
- Create a list of trail sections that do not meet current standards and develop a prioritization schedule for improvements. The recreation map at the end of this section shows 2020 conditions.
- Improve sections of the Jordan River Trail that currently flood during high water events to allow more consistent, reliable use of the trail. In instances where preventing flooding across the trail is infeasible, designate suitable detours.
- Identify high use stretches of trail by conducting counts near transit stations and other popular destinations. Use [the Path Level of Service Calculator](#) from the Federal Highway Administration to determine whether strategies including widening, striping, separating modes, and developing a parallel trail should be pursued.
- Conduct a Crime Prevention through Environmental Design (CPTED) audit to identify and mitigate issues related to vegetation, lighting, visibility, etc.
- Develop safety and use guidelines for battery powered or assisted e-bikes and other mobility devices, and provide access to electrical outlets for e-bike charging in convenient locations such as trailheads, pavilions and rest areas.
- Expand the availability of electric vehicle charging at all trailheads and parking lots where possible (and electric power is available) to support EV infrastructure development, reduce vehicle emissions, and address broader air quality, climate change and public health goals.



IMPLEMENTATION PARTNERS

- Municipalities
- Counties
- Local community groups
- Salt Lake Valley Trails Society
- Bike Utah
- Green Bike
- Utah Transit Authority
- Utah Division of Wildlife Resources



2. ADOPT AND IMPLEMENT A CONSISTENT MAINTENANCE SCHEDULE FOR THE JORDAN RIVER TRAIL THAT PROTECTS TRAIL INVESTMENT AND EXTENDS ITS LONGEVITY

Regular annual maintenance including drainage and tread repair, inspections, pruning and vegetation removal, sign repair or replacement, winter plowing, and structure maintenance is a critical component of a high-quality trail. Without proper and timely maintenance, the Jordan River Trail is at risk of erosion, overgrowth, and degradation, which can have a negative impact on both safety and the user experience and may result in the trail needing to be rebuilt. Trail maintenance is also crucial for minimizing impact to the natural environment, wildlife, and aesthetic beauty of the landscape.

STRATEGIES:

- Prioritize Jordan River Trail improvements to meet maintenance standards.
- Actively engage with citizen groups, partner agencies, private developers, and related organizations on an ongoing basis to assess trail needs and coordinate implementation of projects.
- Expand the puncturevine bounty program and develop a best practices toolkit for eradicating puncturevine.
 - i. Salt Lake City's [Puncturevine Free SLC resources](#) provide information about identifying, removing, and reporting puncturevine.
- Develop best practices manual for maintenance, including guidance on mowing, crack sealing, chip sealing, pavement surfacing, winter maintenance, and bank/trail stabilization. Work with managing agencies and jurisdictions to promote consistent maintenance practices.
- Seek out additional funding opportunities for the Jordan River Commission and municipalities to maintain the trail.

3. PROVIDE ADEQUATE RECREATIONAL AMENITIES IN A VARIETY OF SETTINGS, INCLUDING BOTH PASSIVE AND ACTIVE RECREATIONAL USES

The Jordan River Parkway offers numerous recreational activities, including passive options (such as birding, painting, and sitting) and active options (such as biking, walking, and fishing). Developing additional amenities will support this diverse mix of users.

STRATEGIES:

- Develop ADA accessible pull-outs and boardwalks in key habitat areas to encourage passive recreation, such as bird-viewing, painting, meditating, and observing.
- Work with local community groups to identify key locations that provide superior nature observation.
- Design and implement interpretative signage that educates users on their surroundings. This includes signage identifying native flora and fauna, ecological processes, and cultural history.
- Develop connections to the Jordan River Trail in areas that don't currently have access. Coordinate with local Parks, Open Space, and Trail Plans to identify opportunities.
- Explore opportunities to create natural surface trail networks within the Jordan River Parkway including researching and identifying key areas for developing designated single-use trails and bicycle skills parks. This could involve working with municipalities, conducting surveys, noting areas of high demand, and working with local community organizations such as the Salt Lake Valley Trails Society.
- Improve knowledge of the fisheries in the Parkway through population monitoring, habitat inventories, etc. Prioritize improvements to fisheries based on location and impact.
- Evaluate options for supplemental fish stocking in target fisheries.
- Develop a prioritized list of areas to add fishing piers, platforms, contoured bank slopes, etc. to facilitate angling from the shore. Prioritization could be based on fish populations and habitat, proximity to other improved fishing opportunities, and the availability of infrastructure that could be enhanced to provide fishing opportunities.
- Educate anglers about the safety of consuming fish from the river based on current concentrations of mercury and PCB levels and harmful algae blooms.



4. COORDINATE EVENTS AND PROGRAMS TO HIGHLIGHT AND ENCOURAGE RECREATION AND STEWARDSHIP

Organized events and programs such as the “Get to the River” festival are some of the best ways to build interest in and support for the Parkway.

STRATEGIES:

- Collaborate with municipalities to promote trailheads along popular transportation routes.
- Partner with local organizations, like NeighborWorks Salt Lake and others to raise awareness and bring attention to the Jordan River Trail.
- Expand opportunities for bike and equipment rentals and loans, including providing Green Bike stations near high ridership transit stops and key high-density areas near the Jordan River Trail where feasible. Other rental equipment needs include kayaks, canoes, and fishing gear.





- Partner with Bike Utah on youth learn-to-ride programs using the JRT as a safe route, including listing potential schools that would benefit from this opportunity.
 - i. The Youth Bicycle Education and Safety Training (BEST) Program teaches more than 3,000 Utah kids every year how to experience their communities safely and confidently by bicycle. The Program is a 4-hour, in-class and on-bike program taught over four consecutive days at schools around Utah, targeting students in the 4th to 7th grades. Bike Utah provides trained instructors, bicycles, helmets, and all other equipment for the duration of the program at no cost.
- Host events such as the “Golden Spoke” and “Get to the River,” as well as group paddles, land and rowing races and relays, and fishing events.
 - i. Develop a streamlined process for hosting multi-jurisdictional events, such as running, walking, and biking races, along the Jordan River. Coordinating with multiple municipalities and counties is a current barrier to event planning.
- Create a campaign that highlights the different recreational and cultural opportunities available throughout the Jordan River corridor.
- Collaborate with UTA to advertise river recreation trips.
- Communicate and work collaboratively with public health providers and transportation organizations to ensure that trails and pathways data, policies, plans, and systems are monitored, shared, and optimized to promote community health.

5. DEVELOP A WATER TRAIL SYSTEM DESIGNED TO SERVE SMALL NON-MOTORIZED WATERCRAFT, SUCH AS CANOES, KAYAKS, STAND-UP PADDLEBOARDS (SUPS) AND ROWING SCULLS

Developing a water trail system that is designed to serve small and non-motorized watercraft users will enhance the overall visibility of the river and support its designation as one of the Salt Lake Valley’s premier outdoor attractions.

STRATEGIES:

- Map water hazards and barriers in the river. Identify and develop portage options and prioritize barrier removal/mitigation strategies.
- Inventory existing river access points and associated facilities and develop a replacement schedule.
- In coordination with municipalities and counties, design, construct, and jointly manage a water trail system and supporting facilities, such as restrooms, parking areas, water features, seating, etc.
- Develop a prioritized list of desired water trail infrastructure and access improvements for annual review by the Jordan River Commission, Utah Division of Forestry, Fire and State Lands, Utah Division of Wildlife Resources, and Utah Division of Parks and [Recreation Boating Advisory Council](#) for funding consideration and coordination.
- Monitor paddle craft use in the River to better understand the popularity of river trips and trends over time.
- Develop a Water Sports Center along the riverbank to support a growing and educated community of recreational users.
- Further develop the Surplus Canal in Salt Lake City as a rowing destination.
 - i. Move the Weir near 2100 South further north in the canal to improve safety and rowing conditions.
- Maintain the river bottom for recreational and ecological benefits through activities like dredging.
- Balance watercraft access with ecological needs in sensitive areas such as the Legacy Nature Preserve and north of I-80 in the Surplus Canal.



COMMUNICATION, EDUCATION, AND ART

Goal: Use communications and messaging to improve visitor experience, wayfinding, point of interest identification, and education

Effective communication between the entities operating in and around the Jordan River Parkway and the public contribute to many of the other goals highlighted in this document. Signs, maps, and electronic communications can be used to encourage safe, orderly, and fun use of the Parkway and can also be used as powerful educational tools to foster a deeper understanding and stewardship of the Jordan River Parkway.

1. ENCOURAGE UNIFORM SIGN DESIGN THROUGHOUT THE PARKWAY

While the Jordan River Trail plays a large role in the regional active transportation system, there are several areas of opportunity to increase connections and some significant barriers to circulation that should be addressed. Adding connections to regional trails was one of the most popular transportation improvements identified by the 2020 Blueprint Jordan River Refresh Survey. Developing more east-west connections from neighboring communities and regional transportation nodes, such as TRAX stations, will support the use of active and public transportation and enhance accessibility for all.

STRATEGIES:

- Work with neighboring communities throughout the Parkway to develop consistent sign standards.
 - i. Consider using the Jordan River Parkway Wayfinding Signage Plan as a template for sign design and placement throughout the Parkway.
- Balance consistent design across the Parkway with highlighting the identity and unique assets of local communities.
 - ii. Provide some flexibility in sign design standards or encourage communities to develop unique local signage to accompany Jordan River signs.
- Maintain a list of vendors that are familiar with sign design used in the Parkway and any relevant standards or guidelines.

IMPLEMENTATION PARTNERS

- | | |
|---|----------------------------------|
| • Municipalities | • Educational partners |
| • Counties | • Tracy Aviary |
| • Wasatch Front Regional Council | • Hogle Zoo |
| • Mountainland Association of Governments | • Hutchings Museum and Institute |
| • Utah Department of Transportation | • Utah Division of Water Quality |
| • Bike Utah | • Local water quality managers |
| • Public safety departments | |



2. IMPROVE DIRECTIONAL AND WAYFINDING SIGNAGE

People traveling and recreating in the Jordan River Parkway depend on reliable directional and wayfinding signs. In addition to aiding in navigation, wayfinding signs and location markers can improve emergency response by providing more precise information about the location of incidents.

STRATEGIES:

- Design and install wayfinding and informational signage on all trails and pathways that efficiently allows users to navigate the trail system. Include signage highlighting connections to regional trails.
- Install additional wayfinding elements identified in the Jordan River Wayfinding Master Plan.
- Provide additional pavement markings or signs to delineate the main trail from connecting and side trails. Markings can highlight the Jordan River Trail and the Golden Spoke trail network.
- In coordination with municipalities and counties, provide signage directing people to the Parkway (specifically trailheads) in nearby communities and transportation routes.
 - i. Install signs with north/south coordinates along the trail to improve wayfinding and public safety response
 - ii. Install ½ mile interval pavement markings in between mile markers throughout the Parkway, as described in the Jordan River Parkway Wayfinding Signage Plan.
 - iii. Install uniform mile markers in Utah County and Davis County.
 - iv. Coordinate with public safety agencies to use location markers to improve response. Example: In 2019, Salt Lake City installed mini markers on existing light posts along the trail, with the aim to provide a marker within eyesight of every spot along the Jordan River Trail. The markers are named starting with the mile, followed by a sequential letter of the alphabet until the next mile (ex: 49.A, 49.B, 49.C). Public safety has a database of the exact location of each marker to use during response.
 - v. Explore opportunities to use mile markers or similar signs to encourage health challenges. Color coding or other design features, along with programming, could help attract users to health challenge activities.
- Increase signage to identify boat portage zones for river trips.



3. MAKE WATER QUALITY DATA MORE ACCESSIBLE TO RIVER USERS

In the 2020 Blueprint Jordan River Refresh Survey, 86 percent of respondents indicated that if up-to-date water quality conditions were publicly available and expressed in terms of their impacts to human health, it would significantly influence their decision to participate in water-based recreation activities. People may be interested in information about current water quality even if they are not planning to enter the River itself, since it is one of the top factors that deters people from visiting the Parkway or from visiting more often.

STRATEGIES:

- Explore opportunities and partnerships to create an online dashboard and living information stations along the River with current water quality and suggestions related to appropriate use and health impacts. Content should be targeted to recreational users, but there is also an opportunity to use this information to educate about the factors that influence water quality, how water quality affects ecosystem function, and build support for investing in water quality improvements.
 - i. Changes in water quality are largely seasonal so a data lag of a couple of days may not be an issue in most circumstances. Forecasting or more frequent monitoring may be needed to provide useful information regarding changes in water quality related to algae blooms and runoff events.
 - ii. Include monitoring and alerts for anglers regarding the safety of consuming fish from the river based on mercury and PCB levels and harmful algae blooms.
- Websites and apps providing current information and recommendations about air quality, such as AirNow and air.utah.gov have been largely successful. Consider providing similar information as these sites including current conditions, relevant standards, behavioral recommendations, and forecasts.



Swimmers enjoying the Jordan River in the 1940s. Since then, swimming has become less popular due to water quality concerns. Used with permission, Utah State Historical Society.



4. PROVIDE REGULATORY SIGNAGE AND MESSAGING FOR SOCIAL GUIDELINES, LOCAL REGULATIONS, AND SAFETY

Regulatory signage and messaging can help prevent user conflicts, injury, habitat degradation, and more. Placement and visibility are key to ensure that the information is noticed by visitors to the Parkway.

STRATEGIES:

- Install signs highlighting appropriate visitor etiquette and discouraging disruptive or destructive behavior
 - i. Post advanced warning signage and speed limits before sharp curves, underpasses, and other potentially hazardous locations.
 - ii. Provide signage and messaging about rights-of-way, yielding, and clearly identify separated portions of trail for pedestrians, cyclists, and horses, where available. Bikes (and other wheeled vehicles) should yield to pedestrians on all sections of the Jordan River Trail.
 - iii. Post reminders that the Parkway is patrolled for safety issues.
 - iv. Consider additional dos and don'ts messaging informed by issues observed or reported in the Parkway.
 - v. Provide general information for social and safety guidelines on the Jordan River Commission and other recreation websites.
 - vi. Consult with Bike Utah on regulatory messaging related to cycling and user conflicts.
- Consistently post contact information for law enforcement, maintenance entities, homeless service providers, and other important contacts. Place signage near location markers to improve location reporting and response.
- Provide signage and messaging about permanent and seasonal river hazards.
 - i. Collaborate with city and county emergency management departments to boost messaging for seasonal hazards related to high flows in spring.
 - ii. Provide links to emergency management departments on the Jordan River Commission website.
- Explore opportunities to collaborate with UDOT for assistance with sign installations along the river through the Region 2 Maintenance Engineer and Region 2 Stormwater Program Coordinator, especially between plow season and July 1.
- Provide signs in parking lots discouraging visitors from keeping valuables in their cars.
- Organize and host anti-littering campaigns.
- Educate visitors about the risks of releasing pets or wildlife from other areas into the Parkway, including messaging from the Utah Division of Wildlife Services [“Don't Ditch a Fish” campaign](#).



5. PROVIDE ADDITIONAL INTERPRETIVE SIGNAGE, FACILITIES, AND ONLINE CONTENT TO PROMOTE EDUCATION AND STEWARDSHIP

Interpretive signs use images and language to help people understand and connect with natural, historical, cultural, or other features in the Parkway. Interpretive signs in various conditions are available throughout the Jordan River Parkway. Potential topics for new content should be the Jordan River ecosystems; native and invasive plants; the connections between the Jordan River, its tributaries, and the Great Salt Lake; the two-way relationship between human activity and the river; and information on indigenous peoples and historical uses of the Parkway. Updating and replacing out of date or faded signs and adding new interpretive signs can continue to advance the educational and stewardship goals of the Parkway.

STRATEGIES:

- Coordinate with the Jordan River Foundation and municipalities to find new locations for interpretive signs.
- Collaborate with education partners such as the Tracy Aviary, Hogle Zoo, and Hutchings Museum on generating interpretive content.
- Use signs to direct people to electronic communications, interpretive materials, wildlife field guides, and virtual tours. Online information is available on the websites of the Jordan River Commission and Jordan River Foundation, as well as some educational and public partners. “Fauna of the Jordan River Corridor” published by the Salt Lake Fish and Game Foundation lists the common vertebrates found along the river.
- Keep viewsheds, legibility, and maintenance in mind when planning and installing interpretive signs.
- Consider opportunities to create art and education stations along the River that have interpretive signage and art installations related to the content of the signs.
 - i. Explore opportunities to use the Utah Outdoor Classroom Grant, administered by the Utah office of Outdoor Recreation, to support the development of permanent infrastructure such as amphitheaters, pergolas, and pollinator gardens.
- Provide interpretive materials in multiple languages. Focus on the most common languages used in nearby communities.
- Encourage visitors to participate in community science projects, where available.
- Remove or replace older signs that are damaged or unreadable.

6. UPDATE AND IMPROVE PUBLICLY AVAILABLE MAPS OF THE PARKWAY

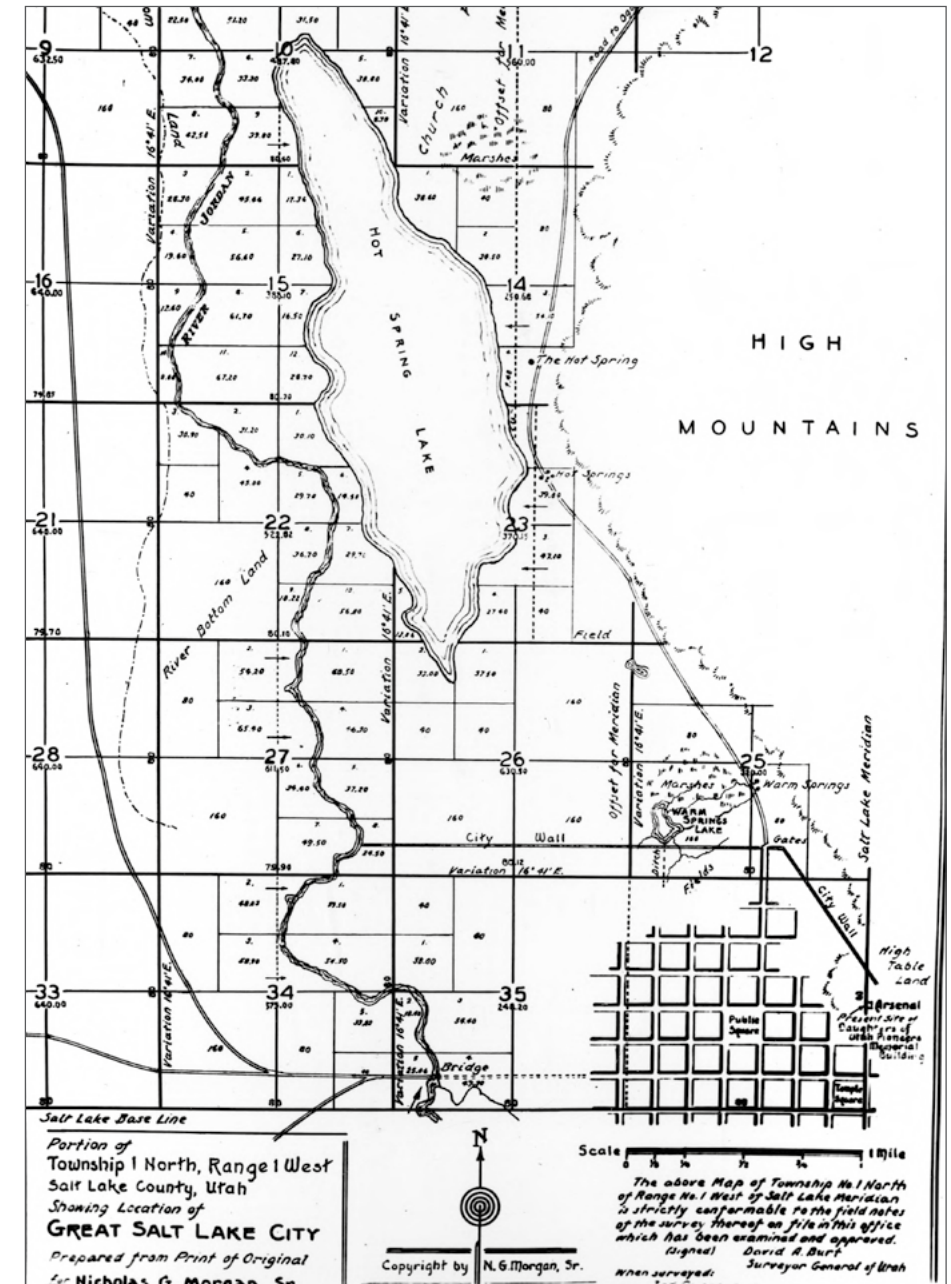
In addition to their utility for navigating the Jordan River Parkway, maps can also educate and inspire visitors.

STRATEGIES:

- Provide current printed and interactive online maps with trails, educational opportunities, ecosystems and natural features, facilities, and safety information.
 - i. Work with educational partners such as the Tracey Aviary to create an “ecosystem map” (online and/or hardcopy) of the river highlighting significant ecological features, including bird/migration areas, water sources, vegetation, animals, etc.
 - ii. Create a recreation map that highlights trails, facilities, educational signage, parks, community fisheries, etc.
 - iii. Provide an artwork map to encourage artwork tours of the Jordan River Parkway.
 - iv. Update and promote the digital water trail map.
- Encourage collaboration between map making entities. Share and promote existing maps and new maps as they are developed.
 - i. Maps, such as those developed for the Salt Lake County Jordan River Water Trail Master Plan, may be relevant to a wider audience than the detailed plan itself.
- Provide each map in multiple languages
- Accompany maps with related information about recreation opportunities and popular activities, getting to the Parkway, safety, etc. Also use maps to direct people to online sources of information, such as the Jordan River Commission website.



MyJordanRiver.org provides interactive content and allows users to upload photos and stories.



The sulphur-rich waters of Hot Springs Lake and Warm Springs Lake (which was the home of a hot springs resort in the late 1800s and early 1900s) can still be smelled near the boundary between Salt Lake County and Davis County. Used with permission, Utah State Historical Society.

Goal: Provide experiential learning opportunities

The Jordan River Parkway has enormous potential to be used for experiential learning. For many residents of the Wasatch Front, the Parkway provides the most convenient access to natural ecosystems and open space. Nearby schools may use the Jordan River Parkway and associated resources as a valuable tool for educational enrichment. Additional educational programming can be used to educate and engage people of all ages.

1. ENCOURAGE SCHOOLS TO TAKE ADVANTAGE OF THE JORDAN RIVER AS AN EDUCATIONAL RESOURCE

Integrating the Jordan River into water education can help students develop a connection with the Jordan River, and real-world, observational learning may help students better understand and retain information.

STRATEGIES:

- Promote the use of science curricula that meet state and federal standards and incorporate the Jordan River into lesson plans and experiential learning.
 - i. General water education curricula that meet these standards are available from [Project Learning Tree](#) and [Project Wet](#) and could be easily adopted to use the Jordan River as a real world example. The Utah Society for Environmental Education may be able to offer curriculum and other materials at a discounted rate to Utah educators.
 - ii. Utah and Jordan River specific curricula and resources are available from a variety of local educational groups, and more may be developed in the future. The Jordan River Commission has developed teaching toolkits for 3rd, 4th, and 5th grade. The Salt Lake County Stormwater Coalition developed the 2020 Stormwater Curriculum Guide and provides links to other resources and curricula.
 - iii. Identify schools within walking distance of the Jordan River and prioritize these schools first.
- Explore opportunities to develop and use Jordan River-focused curricula that incorporate topics other than physical science, including social studies, health, language arts, and math.
- Work with community partners to train educators to use related curricula and resources. The Utah Society for Environmental Education may be able to offer training at a discounted rate to Utah educators.
- Coordinate educational efforts between local organizations and educators.
 - i. Consider creating a comprehensive online interface where classes—across all school districts— can share resources. Features could potentially include a dashboard where students and teachers can share data and other information they’ve collected through class projects and activities, as well as a platform for sharing virtual teaching content and lesson plans.
- Encourage local universities and colleges to engage in student and faculty projects focused on the Jordan River Parkway.
 - i. Master’s students in the City & Metropolitan Planning Program at the University of Utah complete a year-long professional project and can help with research or furthering and implementing strategies highlighted in the Blueprint. There are typically more than 30 projects per year and students benefit from doing applied work.

IMPLEMENTATION PARTNERS

- Public school districts
- Private schools
- Charter schools
- Community educators
- Utah Society for Environmental Education
- Tracy Aviary
- National History Museum of Utah
- Hutchings Museum and Institute
- Wasatch Mountain Institute
- Hogle Zoo
- Living Planet Aquarium
- Salt Lake County Stormwater Coalition



2. SUPPORT AND DEVELOP PUBLIC EDUCATIONAL PROGRAMMING IN COORDINATION WITH PARTNERS

Learning opportunities in the Jordan River Parkway aren't limited to students. Educational programming for visitors of all ages can help people to better understand and care for the River.

STRATEGIES:

- Work with partners to develop a “science speakers bureau” where biologists, restoration practitioners, and other scientists could speak to students and assist with field activities.
- Explore opportunities to enable youth to be drivers of educational programming.
 - i. The Natural History Museum of Utah (NHMU) provides a model for youth-led educational programs that can be applied to the Jordan River Parkway. Middle school and high school students are given resources and training by the NHMU to teach younger students about natural science topics. The students develop leadership skills, build friendships, and develop a passion for science.
- Ensure educational experiences are equitable across economic and demographic lines, and that all students have access to quality Jordan River resources, content, sampling/data gathering tools, and recreational gear. Provide all educational curriculum, programs, and field experiences in additional languages beyond English commonly spoken in communities along the Parkway.
- Expand and promote educational resources on MyJordanRiver.org.



Goal: Support art, placemaking, and community engagement

Installing art and aesthetic design elements in the Jordan River Parkway can help to highlight the ecological, recreational, and historic relevance of the Jordan River and provide for the enjoyment of its visitors. Public art, infrastructure design, and art programming should be developed with natural, cultural, and historic contexts in mind.

1. ENCOURAGE PUBLIC AND PROFESSIONAL ART THROUGHOUT THE PARKWAY TO IMPROVE STEWARDSHIP AND COMMUNITY PRIDE

STRATEGIES:

- Identify opportunity areas for art installations, such as bridges and tunnels. Focus art in developed and boundary areas; natural areas may be a less appropriate home for art. An exception to the development of art in natural areas may be the use of art to cover up manmade structures with art that embodies the natural setting.
- Provide opportunities for unrestricted or minimally restricted artistic expression while encouraging new artwork to enhance the identity of the Jordan River Parkway and surrounding communities.
- Grant widely available RFPs to both mainstream, alternative, and community art groups that specify the goals for art contributions on the Jordan River Parkway.
- Partner with local writers, such as Utah's Poet Laureate or university/college faculty, to create a poetry and/or story telling trail along the river. Consider etching words into stone or otherwise highlighting them in the parkway, as well as in online and other communications.
- Pursue grant funding for art projects through sources such as the Utah Department of Transportation and the National Endowment for the Arts.
- Create opportunities for community led and educational public art with local students and other community groups.
 - i. Encourage seasonal and/or annual school participation by holding nature art contests to contribute to the art installations along the river. Rotate installations periodically.
- Expand artwork offerings outside of Salt Lake City by connecting with local arts councils.
- Allow graffiti art on certain walls, whether permanent or at events.

IMPLEMENTATION PARTNERS

- Cities
- Counties
- Community art groups
- Local arts councils
- Utah Society for Environmental Education
- Local universities



Photo credit: Deseret News

2. ENGAGE THE COMMUNITIES ALONG THE PARKWAY TO INFLUENCE ART, PLACEMAKING, LAND USE, AND OTHER FUTURE CHANGES IN THE PARKWAY

STRATEGIES:

- Utilize community engagement best practices to ensure local identity is highlighted along the Jordan River Parkway.
- Use the North American Association for Environmental Education's [Community Engagement: Guidelines for Excellence](#) as a reference when engaging local communities.
- Promote attendance to [community engagement trainings](#) from the Utah Society of Environmental Education (USEE).
- Focus on culturally relevant practices when planning and facilitating community engagement. Extra effort may be needed to connect with people with lower incomes or black and indigenous people of color.

SALT LAKE CITY PUBLIC ART RFP

In the spring of 2021, Salt Lake City released a public art RFP for four new boat ramps on the Jordan River. Artwork was to be completed shortly after or during the construction of the boat ramps. The stated goals are to create artwork that:

- Can be engaged with as both individual installations and as a collective whole.
- Reflects input gathered through a meaningful community engagement process.
- Raises awareness of the river's educational, ecological, and cultural importance to the community.
- Visually links the boat ramps along the Jordan River Water Trail, functioning as a wayfinding element and marking each ramp.
- Is of the highest quality - creatively and technically - and exemplifies strong, imaginative design and storytelling that contributes to community and connection.
- Considers and incorporates sustainable concepts and materials.
- Resists general wear, vandalism, or theft; offers easy, minimal, and low-cost maintenance; and is suitable for a dynamic, bankside location.
- Meets all public safety, structural, and maintenance standards and complies with the Americans for Disabilities Act (ADA), Salt Lake City requirements, and all other applicable laws, codes, and regulations.
- Considers site-specificity with "site" defined to include sensitivity to the history and current context at the neighborhood level in addition to the regional level.

