BLUEPRINT JORDAN RIVER REFRESH
SURVEY FINDINGS

Survey open July-August 2020
Results prepared by Envision Utah
PROMOTION AND RESPONSE

8,005 responses as of 9/10/20

Outreach efforts:
- Survey available in English and Spanish
  - Media and partner outreach targeted to Hispanic & Latinx audiences
- Direct sharing on Envision Utah and Jordan River Commission social media accounts and contact lists
- Partner outreach from the working groups, etc.
- Paid social media ads
- Earned media stories- paper, radio, tv
- 75 lawn signs posted along the trail
  - 50 English
  - 25 Spanish
- 3 $100 REI gift cards
- Shared by government pages and elected officials
  - Cities
  - Counties
  - State Legislators
Utah County, 926

Southern Salt Lake County (Bluffdale to South Jordan), 1860

Central Salt Lake County (West Jordan to Taylorsville and Millcreek), 2210

Northern Salt Lake County (South Salt Lake, West Valley, and Salt Lake City), 1632

Davis County, unsure, 142

WHICH STRETCH OF THE JORDAN RIVER PARKWAY ARE YOU MOST LIKELY TO VISIT?

36.6% of responses came from zip codes that are adjacent to the river
By zip code:

- 58.8% of responses from river-adjacent zip codes selected “weekly or almost weekly”
WHAT IS YOUR AGE?

Under 18: 529
18 - 24: 109
25 - 34: 6
25 - 34: 25
35 - 44: 231
45 - 54: 735
55 - 64: 949
65 - 74: 1309
75 - 84: 1,581
85 or older: 1,581
What is your household status?

- live with spouse/partner, kids under 18 at home: 2274
- live with spouse/partner, no kids under 18 at home: 1998
- live alone: 489
- live with roommates or adult family members: 418
- prefer not to answer: 125
- single parent with kids at home: 114
- other: 54
- live in communal housing (ex: dorm or nursing home): 3
What is the highest level of education you've completed?

- professional degree (JD, MD)
- master's degree
- associate degree in college (2-year)
- high school graduate (high school diploma or equivalent including GED)
- less than high school degree
- some college but no degree
- bachelor's degree in college (4-year)
- doctoral degree
- prefer not to answer
ARE YOU SPANISH, HISPANIC, OR LATINX OR NONE OF THESE?

- Yes, 334
- None of these, 5044

ARE YOU SPANISH, HISPANIC, OR LATINX?

- Hispanic, 161
- Latinx, 110
- Spanish, 36

75 Spanish language responses
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE? (SELECT ALL THAT APPLY)

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Prefer not to answer

4770
WHAT IS YOUR GENDER?

- Male: 47%
- Female: 49%
- Other/non-binary: 0%
- Prefer not to answer: 4%

What is your approximate household income (before taxes)?

- More than $150,000: 918
- $100,000 - $149,999: 1328
- Prefer not to answer: 766
- $80,000 - $99,999: 759
- $60,000 - $79,999: 754
- $40,000 - $59,999: 537
- $20,000 - $39,999: 261
- Less than $20,000: 104
THINK ABOUT YOUR CURRENT PERCEPTION OF THE JORDAN RIVER PARKWAY. WHICH OF THE FOLLOWING WORDS OR PHRASES MOST ACCURATELY DESCRIBES THE JORDAN RIVER PARKWAY? (THE 3RD/MIDDLE BUBBLE IS NEUTRAL)

By visitation frequency:
- 32% of “a few times a year”; 51% of “rarely or never” responses selected 4 or 5 for unsafe, compared to 28% overall
- 72% of “weekly or almost weekly” responses selected 1 or 2 for beautiful, compared to 61% of all responses
- There is also a subtle positive relationship between visitation frequency and perceptions of cleanliness, provision of recreation opportunities, and importance

By location most likely to visit:
- 32% of northern Salt Lake County; 34% of Davis County responses selected 4 or 5 for unsafe, compared to 27% of all responses
- 46% of northern Salt Lake County; 44% of Davis County responses selected 4 or 5 for dirty, compared to 35% of all responses

By zip code:
- 43% of river-adjacent responses selected 1 or 2 for clean, compared to 37% overall
- 73% of river-adjacent responses selected 1 or 2 for easy to get to and through, compared to 65% overall

n=6096
How do you (or would you) usually get to the Jordan River Parkway? Select all that apply.

By location:
- "northern Salt Lake County" responses:
  - 1.9% take the bus; 63.6% bike; 5.2% take TRAX or FrontRunner
- "southern Salt Lake County" and "central Salt Lake County" responses:
  - 63.5% and 61.6% drive

By visitation frequency:
- "weekly or almost weekly" responses
  - 62.4% bike; 60.4% walk or run; and 8.3% scooter/skateboard/roller blade
- "less than $20,000" income responses
  - 15.2% take TRAX or FrontRunner
improved crosswalks, bridges, or underpasses for major road crossings along the trail
more bike lanes to the trail
additional connections to regional trails (Murray Canal Trail, Parley's Trail, etc.)
additional security cameras in parking lots
additional sidewalks and crosswalks leading to the trail
increased parking availability
improved public transportation access
the installation of electric vehicle charging stations in parking lots

WHEN YOU THINK ABOUT TRAVELING TO AND THROUGH THE JORDAN RIVER PARKWAY, WHAT IMPROVEMENTS WOULD MAKE YOUR EXPERIENCE EASIER OR MORE ENJOYABLE? DRAG AND DROP THE IMPROVEMENTS BELOW TO RANK THEM FROM 1 (MOST IMPORTANT) TO 8 (LEAST IMPORTANT).

By income:
• 25% of responses with household incomes less than $20,000 and 14% of responses with household incomes between $20,000 and $39,999 selected improved public transportation access as their first or second choice.

By visitation frequency:
• 55% of “Weekly or almost weekly” visitors selected improved road crossings as their first or second choice.

n=5994
WHAT ACTIVITIES WOULD YOU BE INTERESTED IN DOING ON THE JORDAN RIVER PARKWAY TODAY OR IN THE FUTURE? INCLUDE ACTIVITIES YOU ALREADY PARTICIPATE IN AS WELL AS THOSE THAT YOU WOULD BE INTERESTED IN IF CONDITIONS IMPROVED.

By age:
- More than 75% of responses over 55 years old are very interested in wildlife viewing.
- Visitors under 45 are more interested in paddling, floating, biking on dirt, and swimming than those in older age groups.

By family status:
- 30% of visitors that “live with spouse/partner, kids under 18 at home” selected very interested in fishing; 36% selected very interested in learning and education.

By income:
- 40% to 42% of visitors with incomes below $40,000 are very interested in educational activities; 31% to 38% are very interested in swimming; and 34% to 36% are very interested in events and concerts.

n=5913
Which of the following factors prevent you from increasing your visitation of the Jordan River Parkway? Select all that apply.

By location:
- visitors nearest to central and southern Salt Lake County are more likely to select “crowding” (20.3% and 19.9%), while visitors nearest to northern Salt Lake County are more likely to select water quality (55%), trail hazards (41%), navigational hazards (19%), and the look and smell of the river (36%)

By Gender:
- 35% of females selected “I don’t feel safe visiting the Jordan River Parkway”

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The water quality in the River</td>
<td>42.0%</td>
</tr>
<tr>
<td>The presence of trail hazards including goatheads, pavement damage, and blind corners</td>
<td>34.7%</td>
</tr>
<tr>
<td>The look or smell of the Jordan River</td>
<td>29.9%</td>
</tr>
<tr>
<td>The lack of drinking fountains, bathrooms, trashcans, ADA access or other facilities</td>
<td>27.2%</td>
</tr>
<tr>
<td>I don't feel safe visiting Jordan River Parkway</td>
<td>24.2%</td>
</tr>
<tr>
<td>I’m not aware of what opportunities are available in the Parkway</td>
<td>17.4%</td>
</tr>
<tr>
<td>Too many people using the parkway - crowding</td>
<td>15.4%</td>
</tr>
<tr>
<td>The presence of navigational hazards in the River</td>
<td>13.5%</td>
</tr>
<tr>
<td>There are more convenient locations to do the activities I like</td>
<td>13.5%</td>
</tr>
<tr>
<td>How difficult it is to get there</td>
<td>10.0%</td>
</tr>
<tr>
<td>Other:</td>
<td>9.4%</td>
</tr>
<tr>
<td>The lack of parking</td>
<td>6.4%</td>
</tr>
<tr>
<td>The Jordan River Parkway does not support the activities I like</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
### HOW IMPORTANT WOULD THE FOLLOWING IMPROVEMENTS BE TO YOUR RECREATION OR LEISURE EXPERIENCE ON THE JORDAN RIVER PARKWAY?

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>natural open space</td>
<td>90%</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>nature walks/boardwalks</td>
<td>80%</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>water fountains and bathrooms</td>
<td>85%</td>
<td>60%</td>
<td>15%</td>
</tr>
<tr>
<td>wider trail and/or add center stripes to the trail</td>
<td>80%</td>
<td>60%</td>
<td>20%</td>
</tr>
<tr>
<td>botanical gardens</td>
<td>85%</td>
<td>70%</td>
<td>15%</td>
</tr>
<tr>
<td>directional or other signage</td>
<td>90%</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>a parallel trail or a trail on each side of the river</td>
<td>85%</td>
<td>60%</td>
<td>15%</td>
</tr>
<tr>
<td>boat launches and better boater information</td>
<td>90%</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>soft surface/dirt trails</td>
<td>80%</td>
<td>60%</td>
<td>20%</td>
</tr>
<tr>
<td>recreational equipment rentals (bike/boat)</td>
<td>75%</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>dining options (cafes, etc.)</td>
<td>80%</td>
<td>50%</td>
<td>10%</td>
</tr>
<tr>
<td>workout stations/activities</td>
<td>75%</td>
<td>40%</td>
<td>20%</td>
</tr>
<tr>
<td>event venues</td>
<td>60%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>equipment lockers</td>
<td>50%</td>
<td>25%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**By location**
- 47% of visitors who are most likely to use the parkway in northern Salt Lake County selected “very important” for “botanical gardens”

Comments requesting whitewater parks and mountain biking opportunities were common.

n=5888
Imagine you had 100 percentage points to allocate how the budget for improving the Jordan River Parkway is spent. How much would you spend on the issues below?

- Water quality: 16.46%
- Maintenance and cleaning: 16.35%
- Safety: 14.3%
- Natural habitats for plants and animals: 13.08%
- Recreation: 7.81%
- Having enough water in the river: 7.39%
- Travel along the parkway: 7.21%
- Interpretive signs and nature centers: 3.61%
- K-12 educational programming: 3.5%
- Restaurants, businesses, and housing: 2.62%
- Travel to the parkway: 2.26%
- Other: 1.92%

By gender:
- Females spent an average of 16.6% of the budget on safety

n=5914
TAKE A LOOK AT THE EXAMPLES BELOW OF THE KINDS OF PLACES THAT ARE DESCRIBED IN THE 2008 BLUEPRINT AND RANK WHICH ONES YOU’D LIKE TO SEE MAINTAINED OR CREATED ALONG THE JORDAN RIVER PARKWAY (1-7)

By location:
- 19% of responses that were most likely to visit Utah County selected city park as their first or second choice

By age:
- 54% to 69% of responses from people 55 and older selected natural open space with limited access as their first or second choice

By household status:
- 57% of people who live alone and 51% of people who live with a partner and no kids at home selected open space with limited access as their first or second choice

By Hispanic or Latinx:
- Responses from people who selected “yes” for Hispanic, Latinx, or Spanish were slightly more likely to select urban river center (10%) but less likely to select land recreation spot (22%) as their first or second choice

Respondents mapped where they wanted to see their top place type in the following question. Click the link to view.
Many projects and initiatives have contributed to the ongoing effort to implement the 2008 blueprint for the Jordan River Parkway. Please select up to 5 projects and initiatives from the list below that are most important to you personally.

- Litter clean up efforts in the river and on the trail
- Native plant restoration, removal of invasive species, and bank stabilization projects
- Water quality upgrades to sewage treatment facilities
- Completion of the Jordan River Parkway trail from Saratoga Springs to North Salt Lake
- Trail wayfinding signage, mile markers, city and county markers, and informational kiosks
- Educational signage about points of interest, wildlife, and watershed information
- Tracy Aviary Jordan River Nature Center in South Salt Lake
- Big Bend Preserve in West Jordan
- Galena - Soo'nkahni Preserve & Indigenous Peoples' Sundial Monument in Draper
- The North Temple bridge in Salt Lake City
- Other project or initiative
- Porters Landing boat launch in North Salt Lake
Many programs and partnerships are part of the ongoing effort to implement the 2008 blueprint for the Jordan River Parkway. Please select up to 5 programs and partnerships that are most important to you personally.

- Public safety and public health programs expanding police patrols and cleanup of homeless encampments
- Ongoing funding for the Jordan River Recreation Area from the Utah state legislature
- City ordinances limiting new development near the Jordan River (in Salt Lake City and Lehi)
- Trail development & connectivity policies (for example Draper and Midvale have developed Parkway access requirements for nearby developments)
- Development of statewide water quality regulations for Stormwater Pollution Prevention Plans (SWPPP) and Low Impact Development (LID)
- Formation of the Jordan River Cooperative Weed Management Area to address weeds like goat heads and thistle regionally
- Revised state science standards and enhanced hands-on watershed education curriculum for 4th graders
- Increased communication about the Jordan River to improve perceptions (through social media, print media, and promotion on partner websites)
- Formation of Jordan River Commission as a regional cooperation entity
- MyJordanRiver.org mobile map site for reporting and crowdsourcing content
- Get to the River Festival (GetToTheRiver.org) and Golden Spoke (GoldenSpokeUtah.org) annual events
- Other program or partnership
What would make you feel safer while visiting the Jordan River Parkway? Select up to 5 that would have the biggest impact on your sense of safety.

- increased patrols and law enforcement: 14.42%
- increased lighting: 12.45%
- wider trails: 11.93%
- better behavior/etiquette by other users: 11.39%
- improved line of sight/visibility by trimming vegetation: 10.10%
- better street crossings: 9.06%
- more people using the Jordan River Parkway: 7.88%
- increased signage including mile markers: 7.53%
- mirrors on blind corners: 7.43%
- publicly accessible information about the number and types of incidents along the river: 5.68%
- Other: 2.13%

By gender:
- Males were more likely to select “better street crossings” at 13.8%

By income:
- 10.4% of people in the “$20,000 to 39,999” income range selected increased patrols and law enforcement

By Hispanic or Latinx:
- 22.6% of people who identified as Hispanic, Latinx, or Spanish selected lighting

By location along the river:
- 10.9% of people who selected “northern Salt Lake County” selected “more people using the Jordan River Parkway”

Some comments indicated that increased patrols would make people feel less safe, while some said it was the only way to make them feel safe.
BASED ON YOUR CURRENT PERCEPTION OF WATER QUALITY IN THE JORDAN RIVER, HOW COMFORTABLE WOULD YOU BE PARTICIPATING IN THE FOLLOWING ACTIVITIES?

- boating/paddling
- fishing
- wading
- swimming/ floating

very uncomfortable | somewhat uncomfortable | neutral/don’t know | somewhat comfortable | very comfortable

n=1827
I would make my decision primarily based on the current water quality, 47%

the current water quality would significantly impact my decision, 39%

the current water quality would somewhat impact my decision, 11%

the current water quality would have no impact on my decision, 3%

IF UP-TO-DATE WATER QUALITY CONDITIONS WERE PUBLICLY AVAILABLE AND EXPRESSED IN TERMS OF THEIR IMPACTS TO HUMAN HEALTH, TO WHAT EXTENT WOULD YOU USE THIS INFORMATION WHEN DECIDING WHETHER OR NOT TO PARTICIPATE IN WATER-BASED ACTIVITIES ON THE JORDAN RIVER

n=1817
Two imaginary Utahns have differing opinions about tourism on the Jordan River Parkway. The first supports promoting tourism on the JR Parkway, the second doesn’t support it. Who do you most agree with?

- Agree completely with the first: 13.40%
- Agree somewhat with the first: 20.48%
- Neutral/Undecided: 12.08%
- Agree somewhat with the second: 28.89%
- Agree completely with the second: 25.15%

By visitation frequency:
- Weekly or almost weekly users are less likely to agree somewhat with the first (15%) and more likely to agree completely with the second (30%)

By age:
- Responses from the 25 to 34 age range are more likely to agree somewhat with the first (28%), while people 55 and older are more likely to agree completely with the second (between 33% and 36%)

By Hispanic or Latinx:
- Responses that selected “yes” for Hispanic, Latinx, or Spanish were more likely to agree completely with the first (29%)
By visitation frequency:
- 42% of “weekly or almost weekly” visitors selected “highly maintained parkway”