



**Envision  
Utah**

How we grow matters.



JORDAN RIVER  
COMMISSION



**TRANSPORTATION**  
AND  
**LAND USE CONNECTION**

# BLUEPRINT JORDAN RIVER REFRESH SURVEY FINDINGS

Survey open July-August 2020

Results prepared by Envision Utah

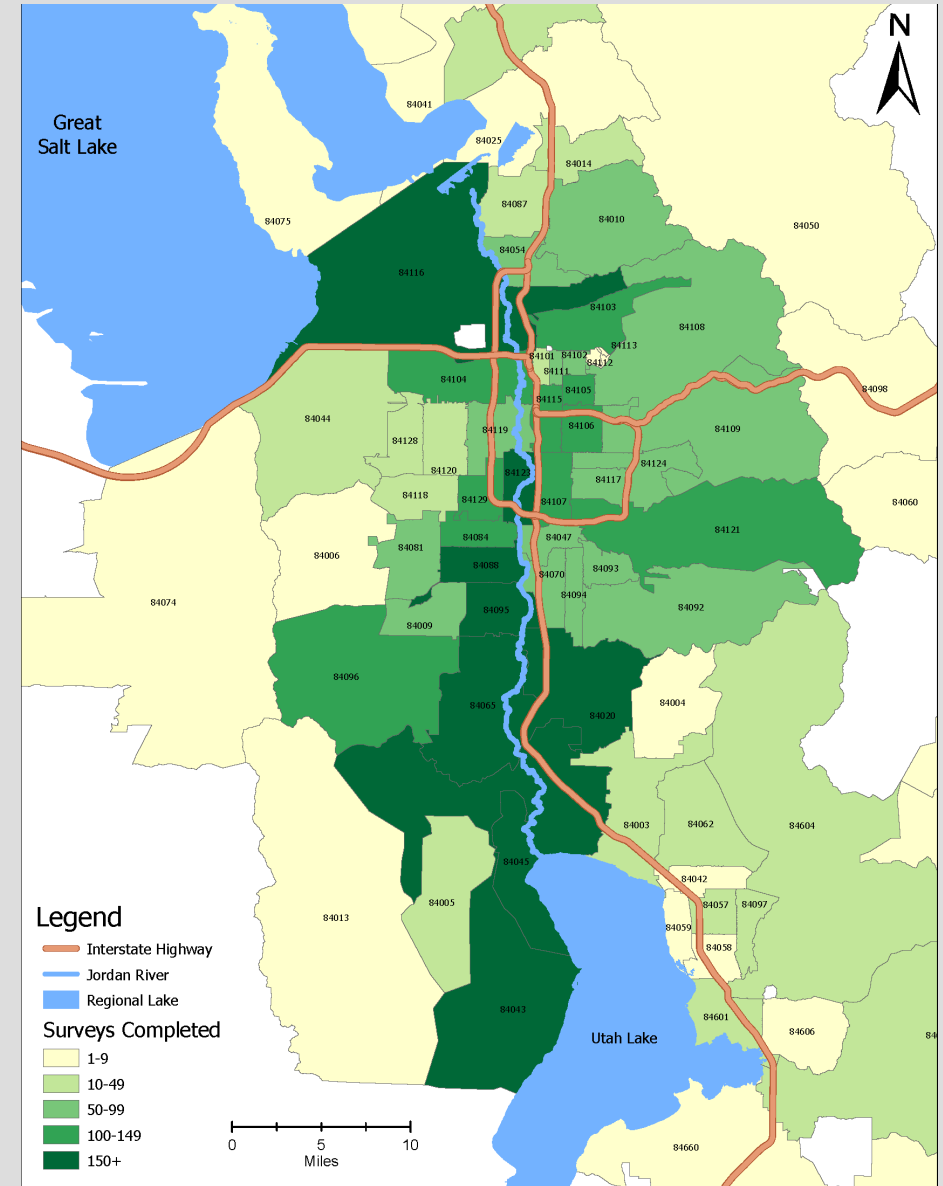
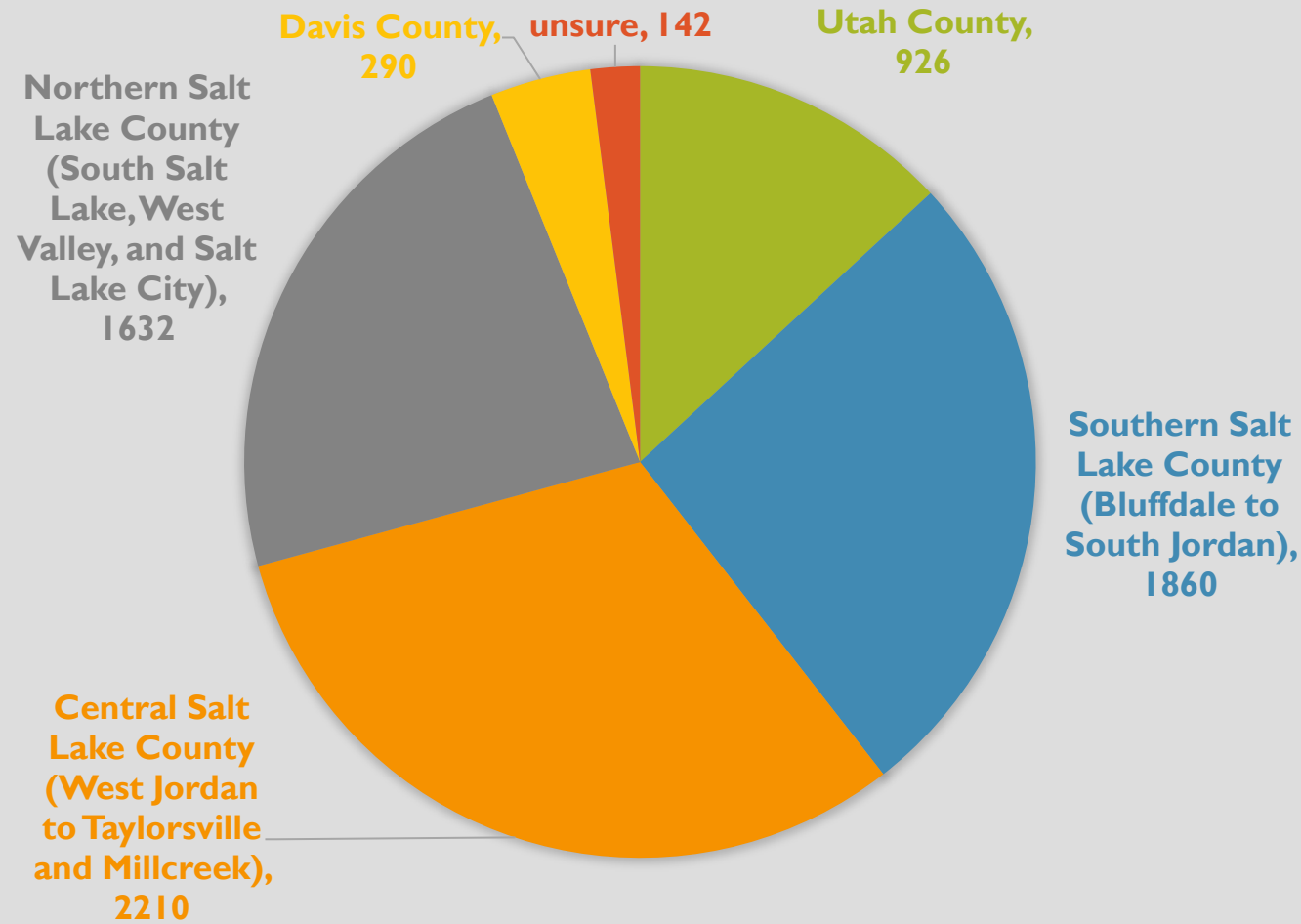
# PROMOTION AND RESPONSE

**8,005 responses** as of 9/10/20

## Outreach efforts:

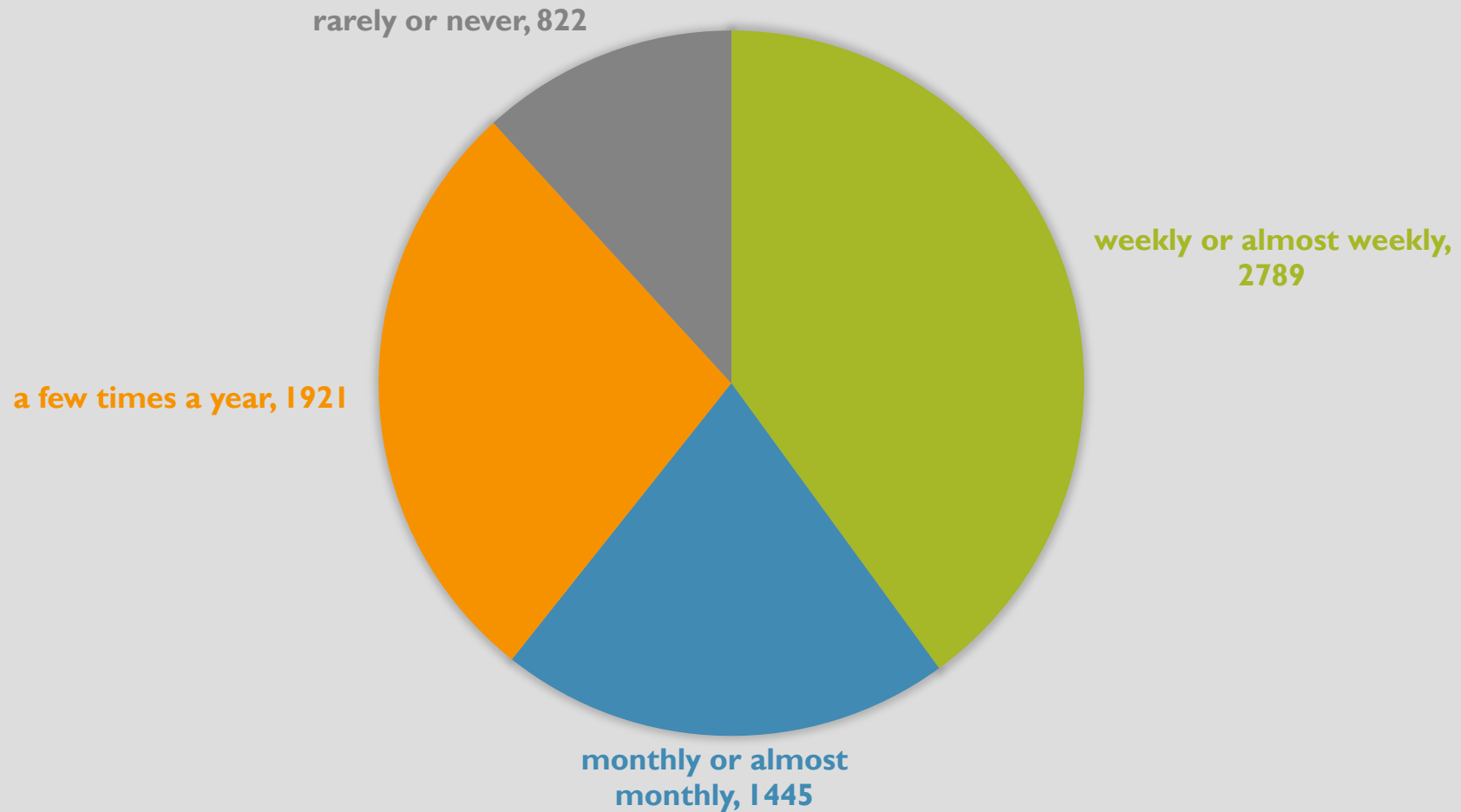
- Survey available in English and Spanish
  - Media and partner outreach targeted to Hispanic & Latinx audiences
- Direct sharing on Envision Utah and Jordan River Commission social media accounts and contact lists
- Partner outreach from the working groups, etc.
- Paid social media ads
- Earned media 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

# 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

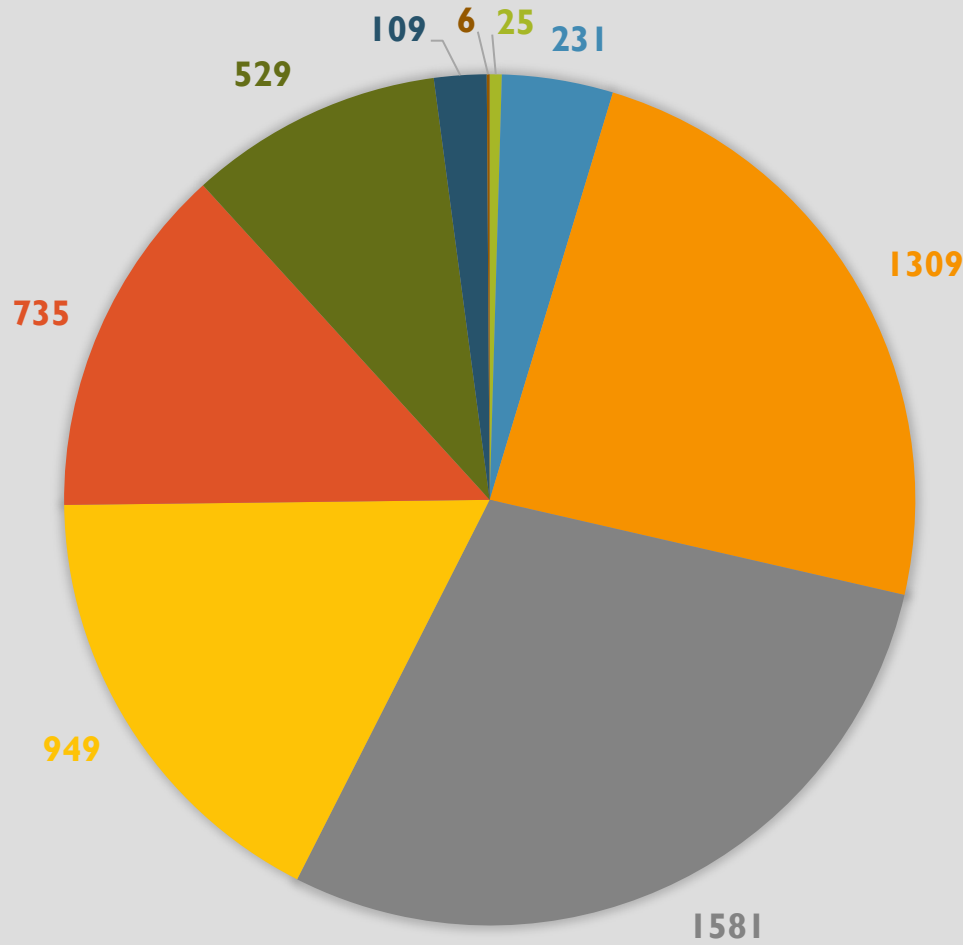
# HOW OFTEN DO YOU USE THE JORDAN RIVER PARKWAY?



By zip code:

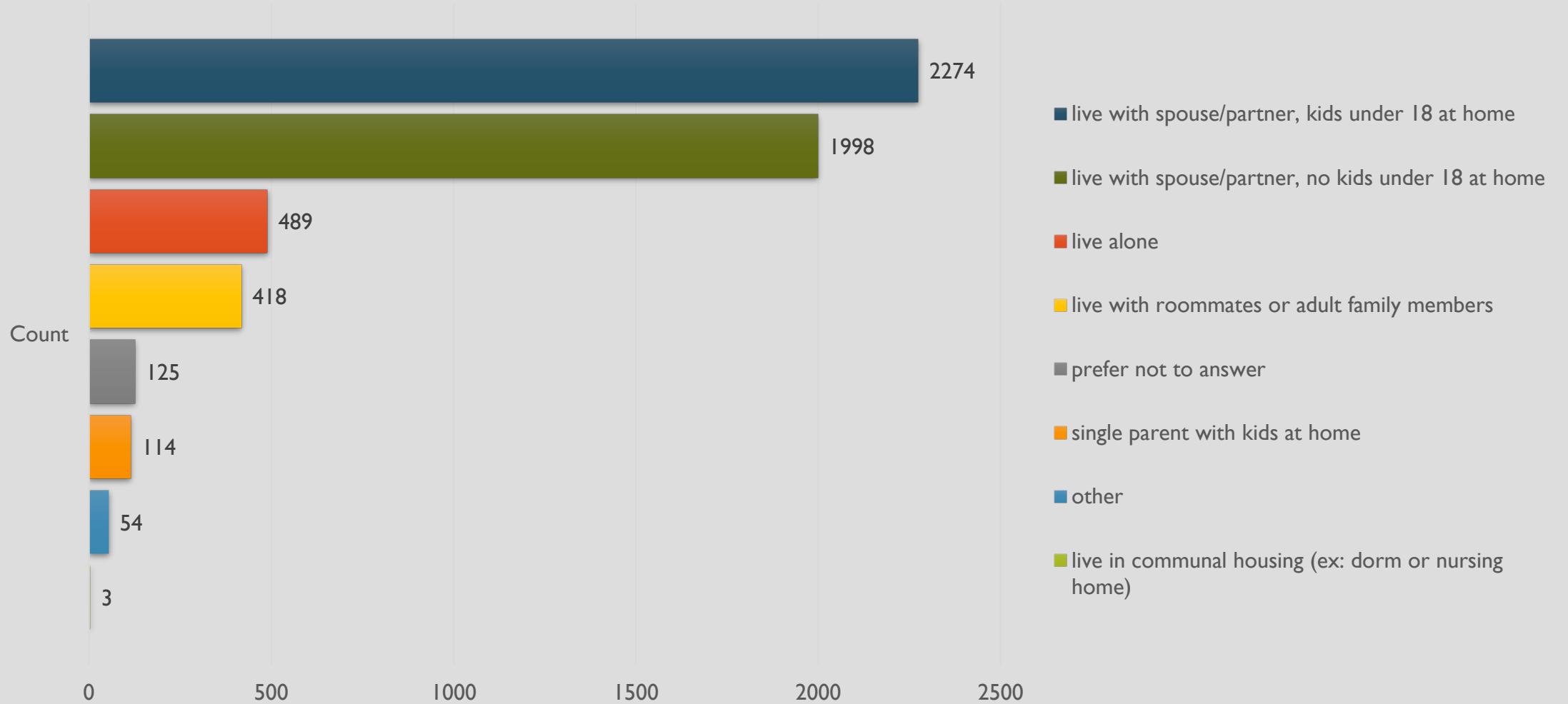
- 58.8% of responses from river-adjacent zip codes selected “weekly or almost weekly”

# WHAT IS YOUR AGE?

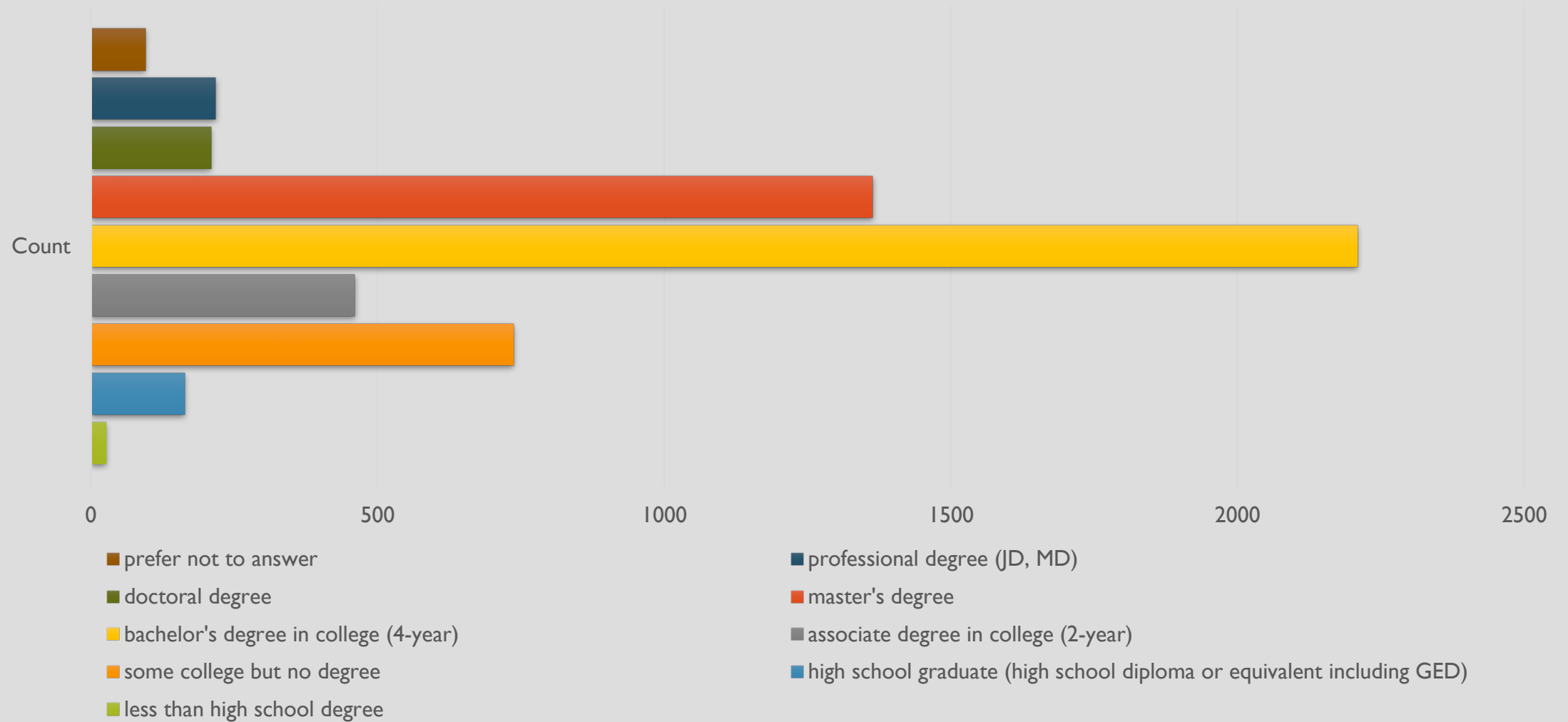


- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

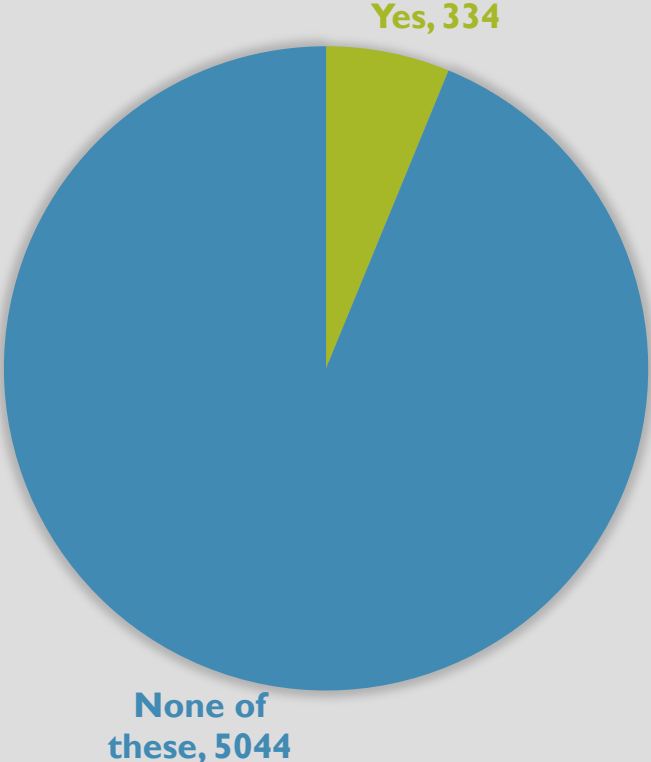
# What is your household status?



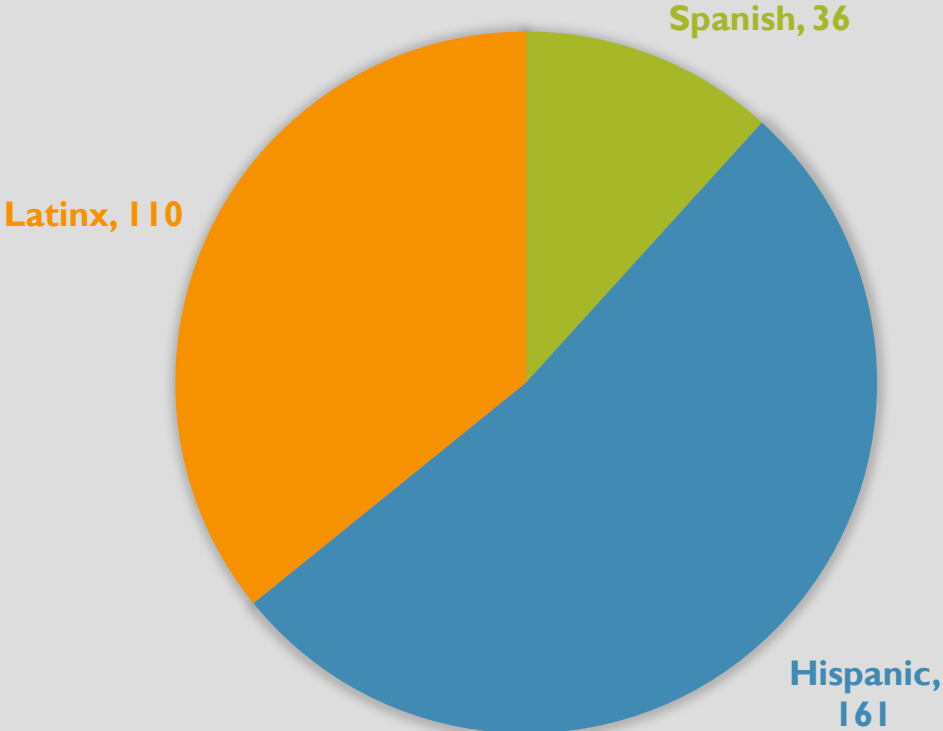
# What is the highest level of education you've completed?



# ARE YOU SPANISH, HISPANIC, OR LATINX OR NONE OF THESE?



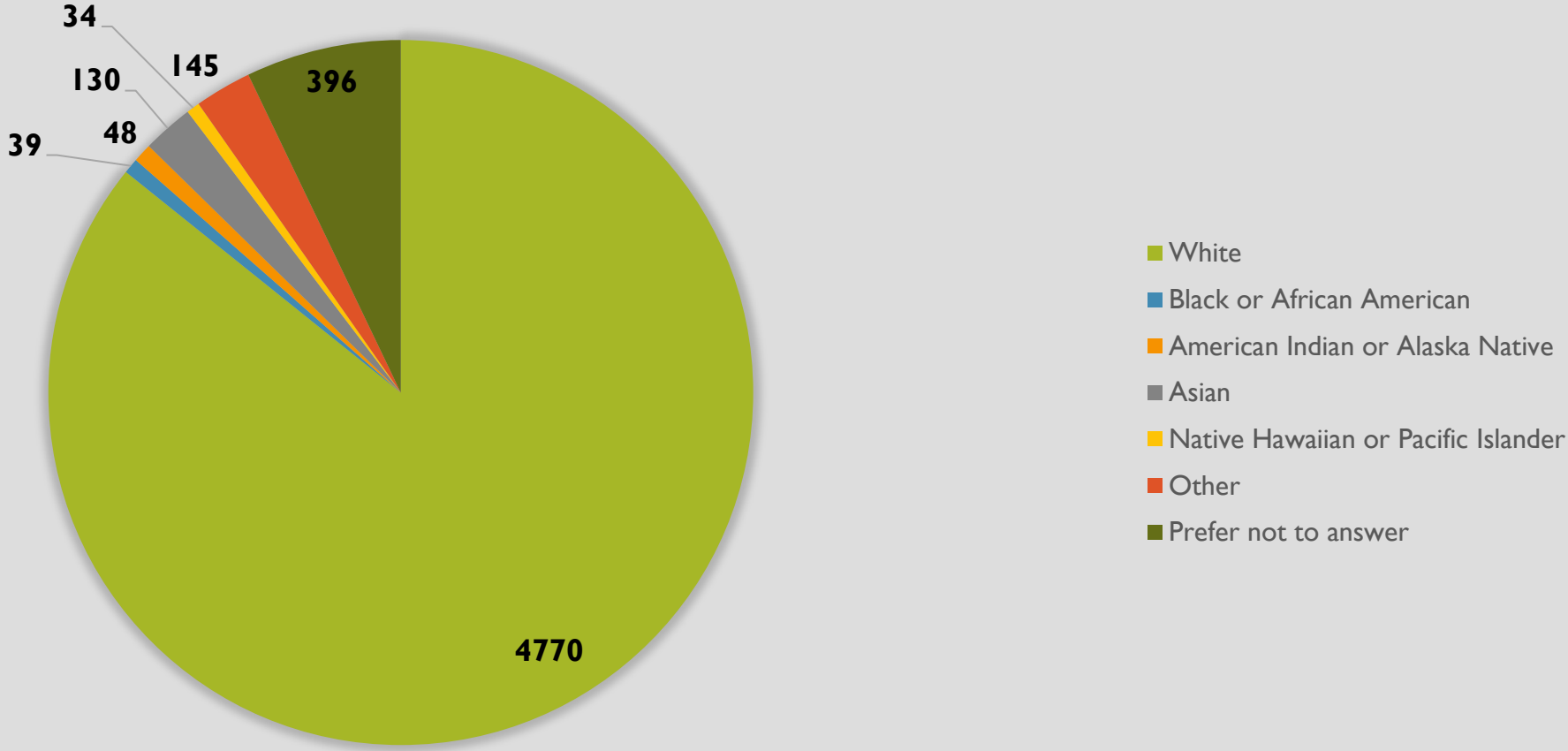
# ARE YOU SPANISH, HISPANIC, OR LATINX?



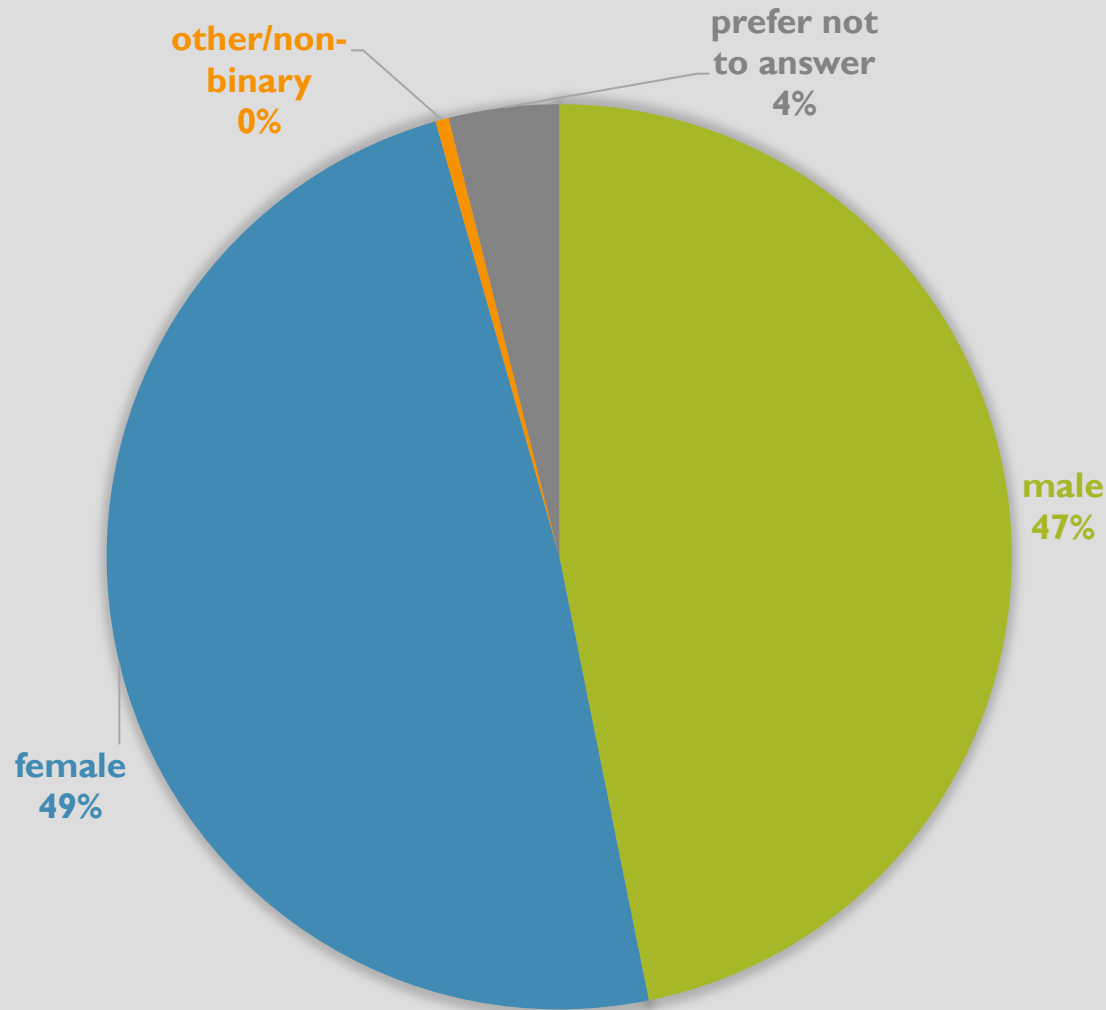
75 Spanish language responses



# WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE? (SELECT ALL THAT APPLY)



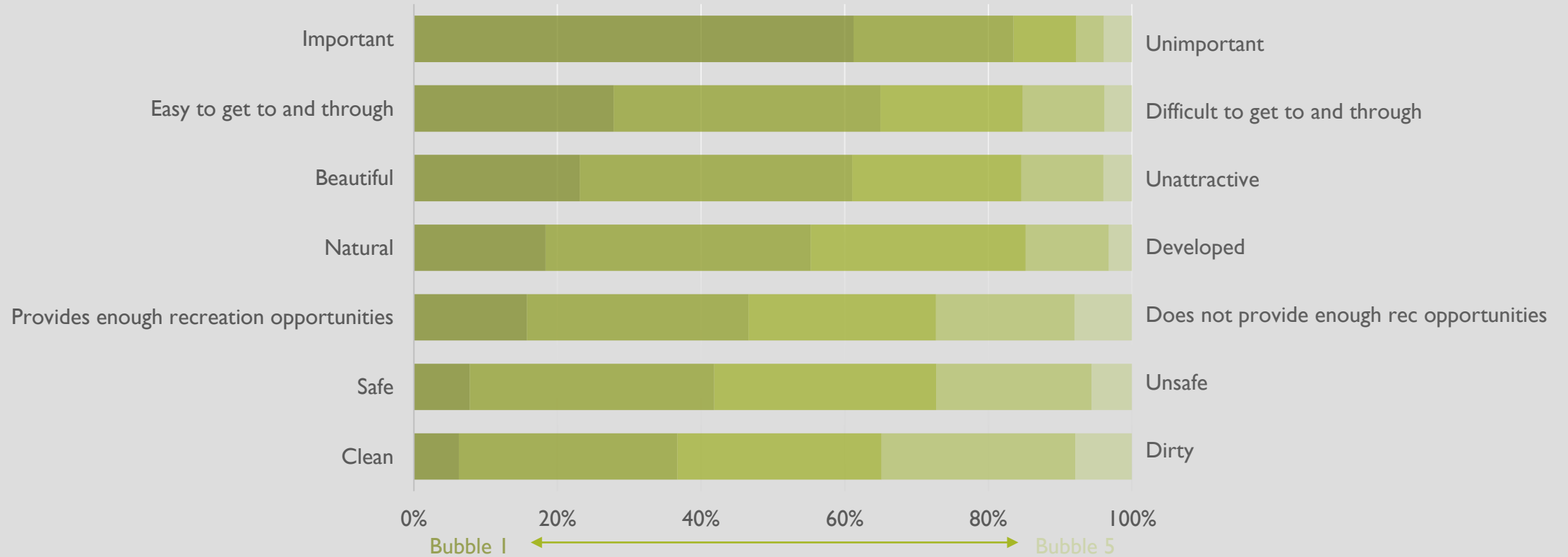
## WHAT IS YOUR GENDER?



## What is your approximate household income (before taxes)?



**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

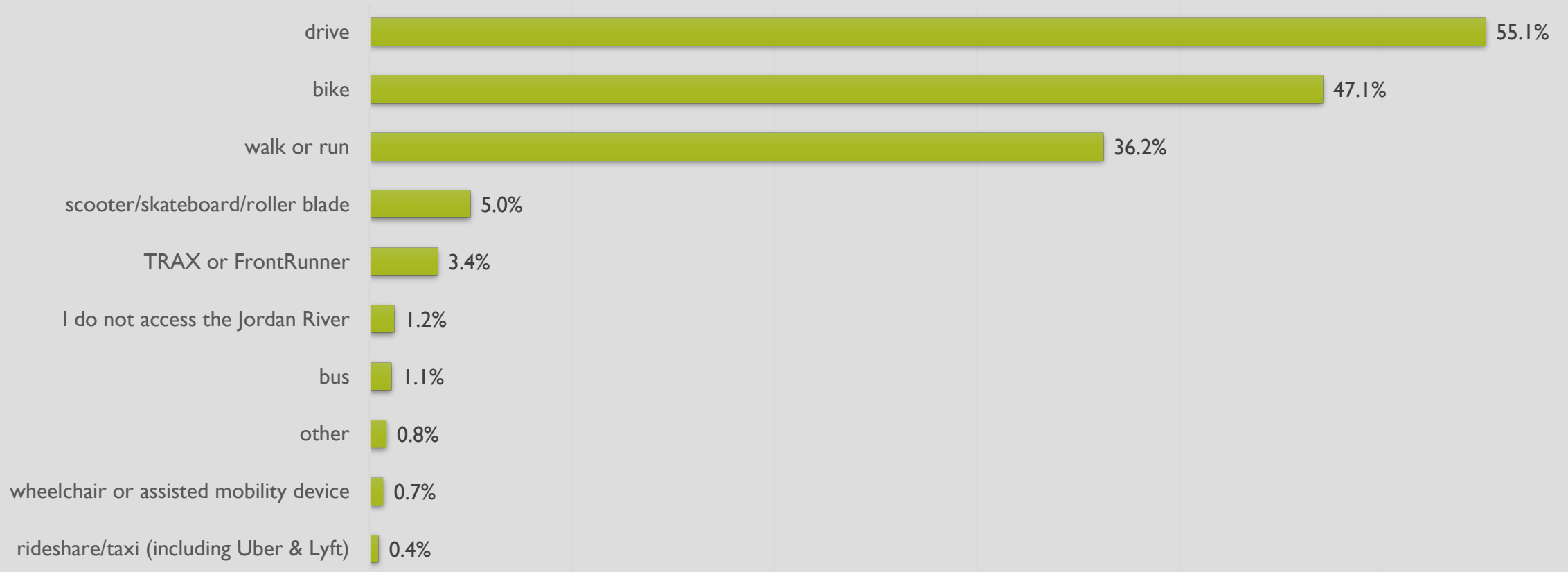
**By location most likely to visit:**

- 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

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



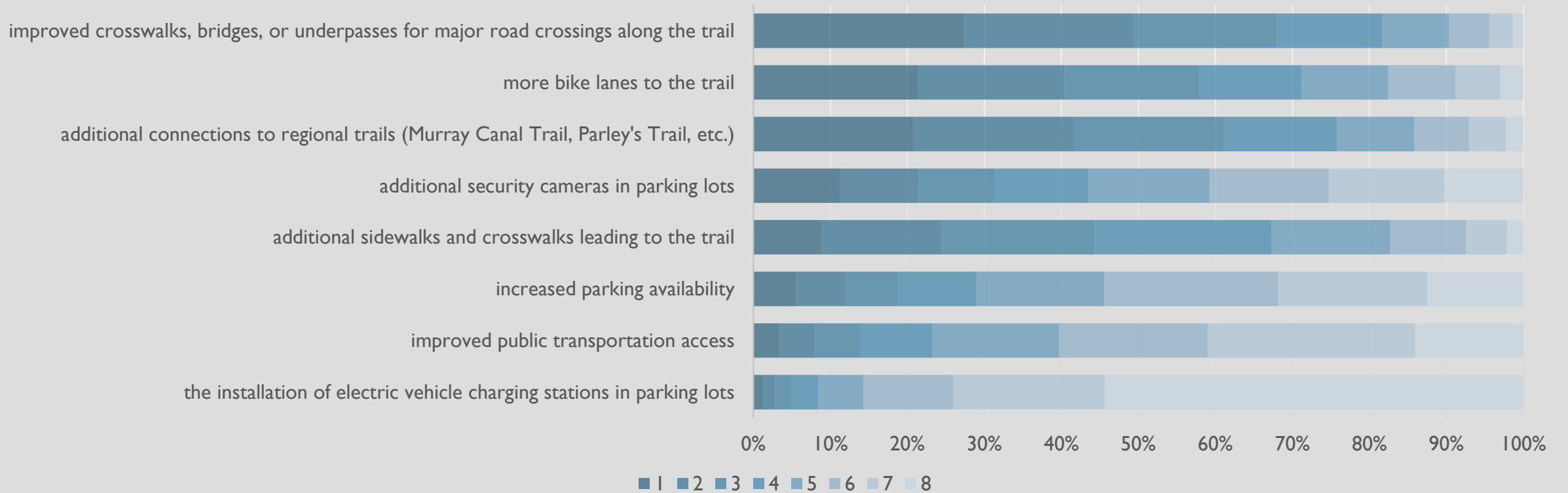
## By location:

- “northern Salt Lake County” responses:
  - 1.9% take the bus; 63.6% bike; 5.2% take TRAX or FruntRunner
- “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

**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).**



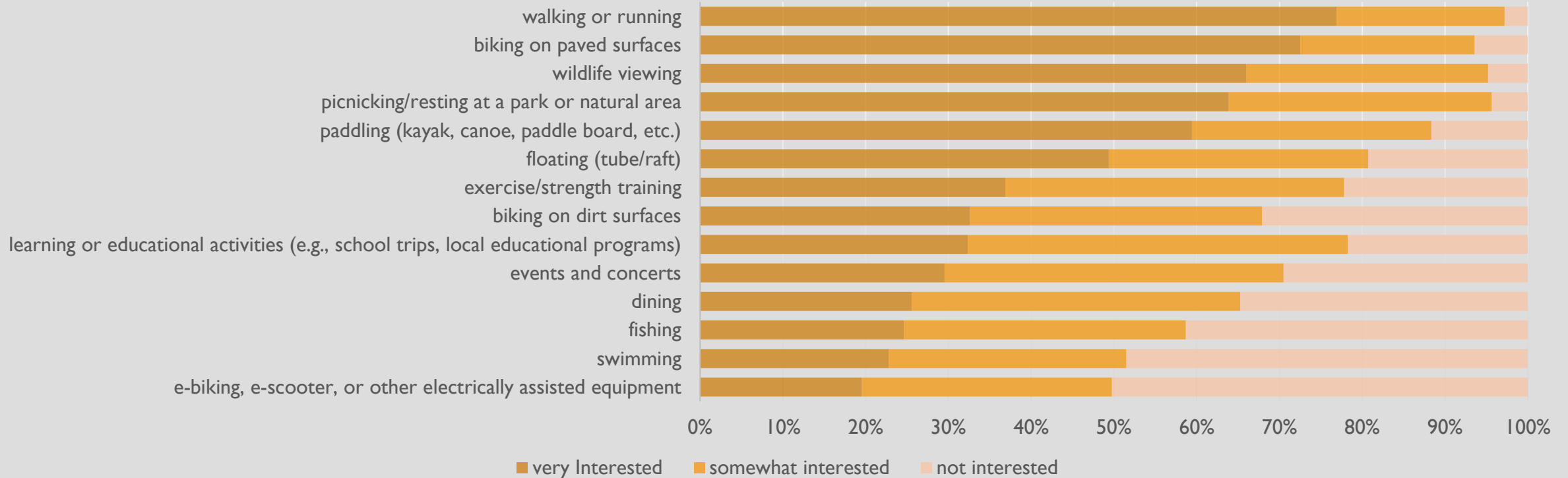
**By income:**

- 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:**

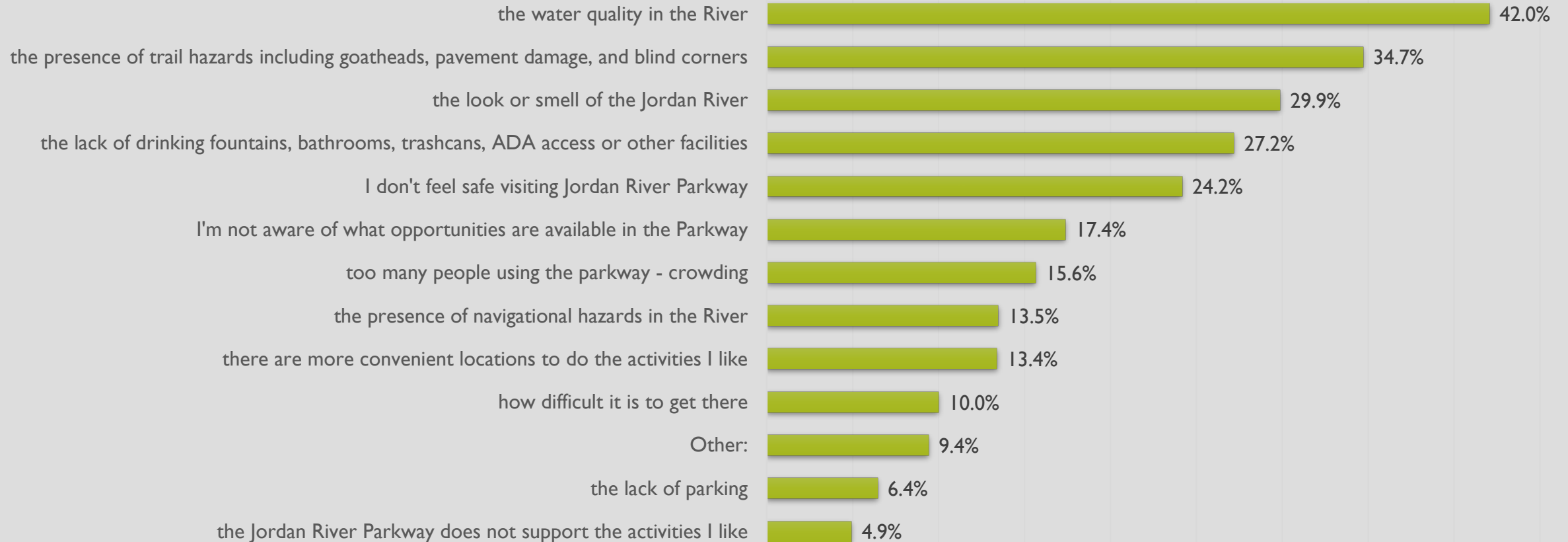
- 55% of “Weekly or almost weekly” visitors selected improved road crossings as their first or second choice.

# 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

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



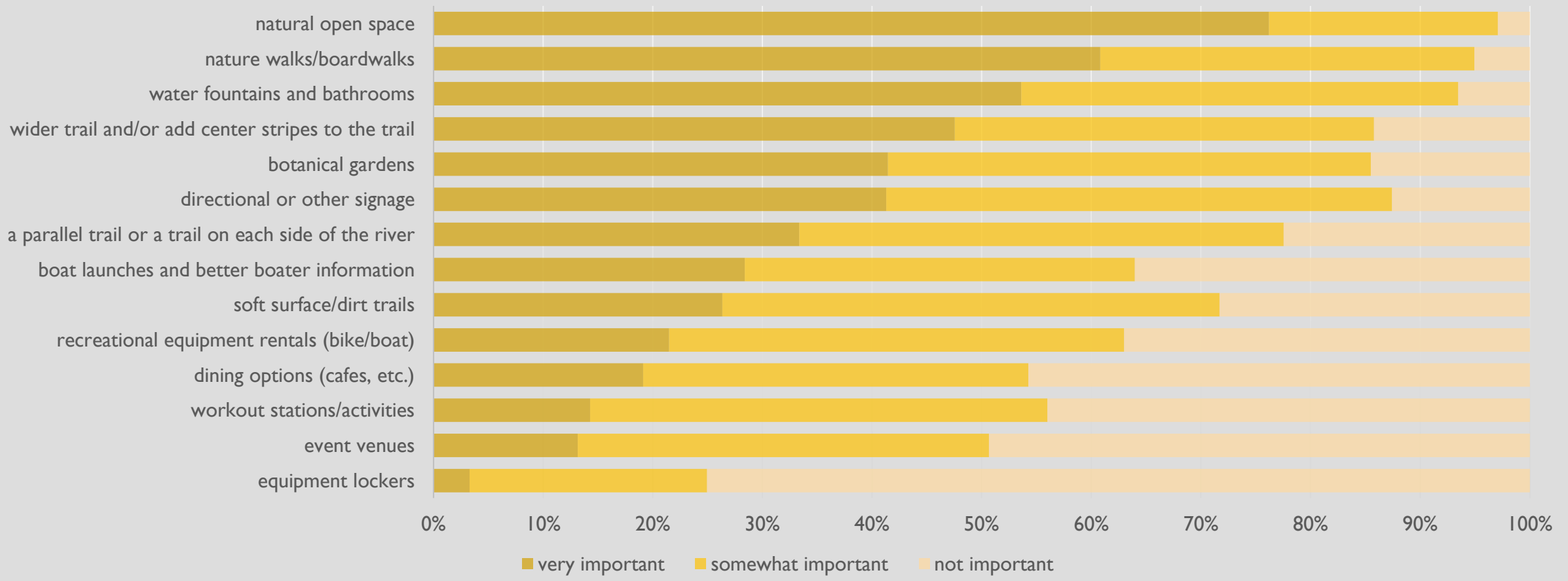
### By location:

- 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”

# HOW IMPORTANT WOULD THE FOLLOWING IMPROVEMENTS BE TO YOUR RECREATION OR LEISURE EXPERIENCE ON THE JORDAN RIVER PARKWAY?



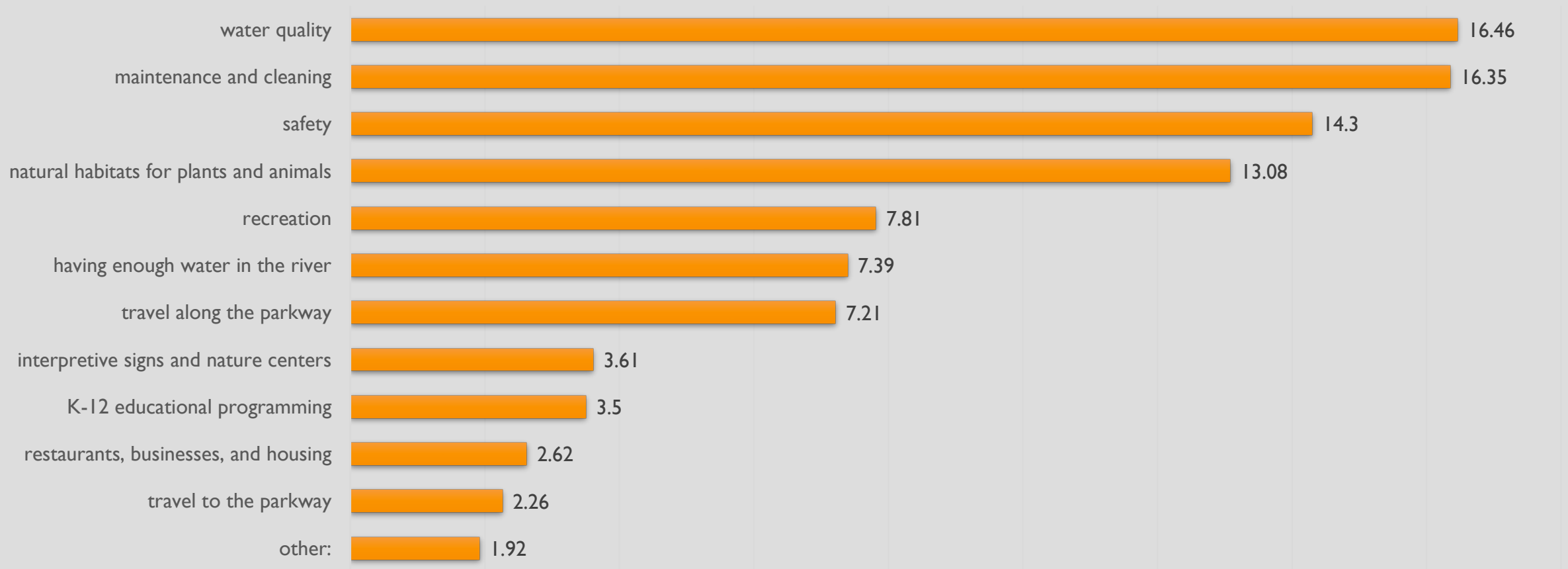
**By location**

- 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



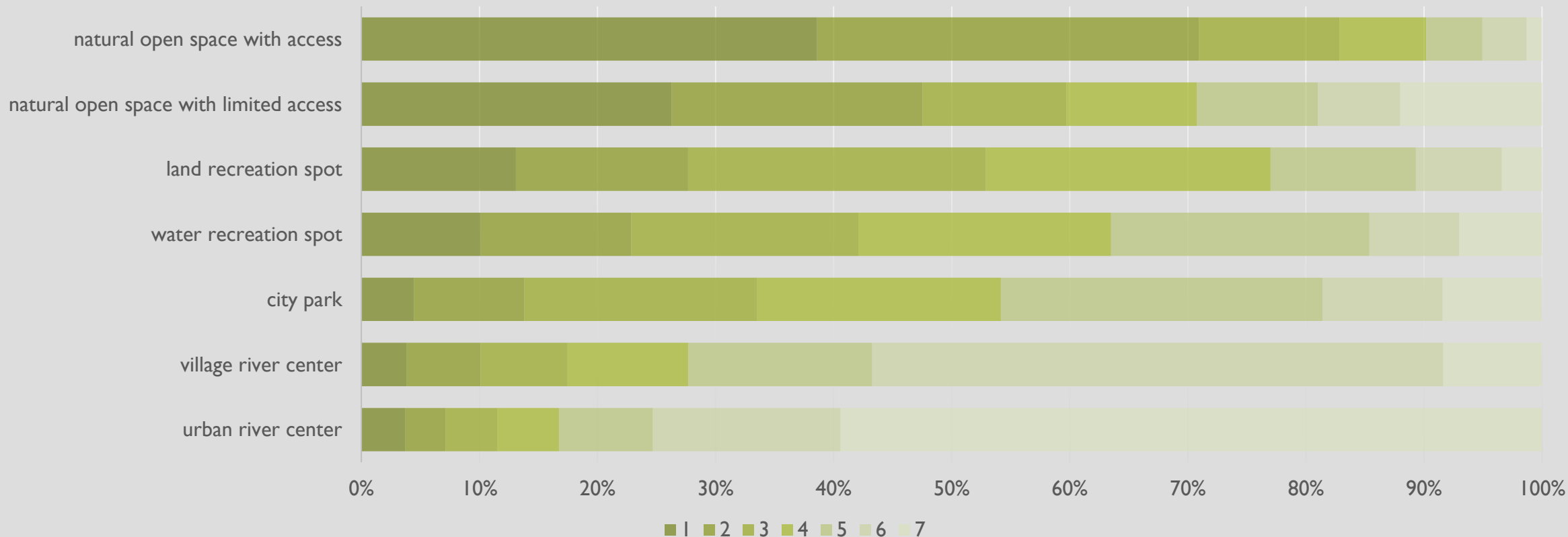
## Imagine you had 100 percentage points to allocate how the budget for improving the Jordan River Parkway is spent. How much would you spend on the issues below?



### By gender

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

## 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

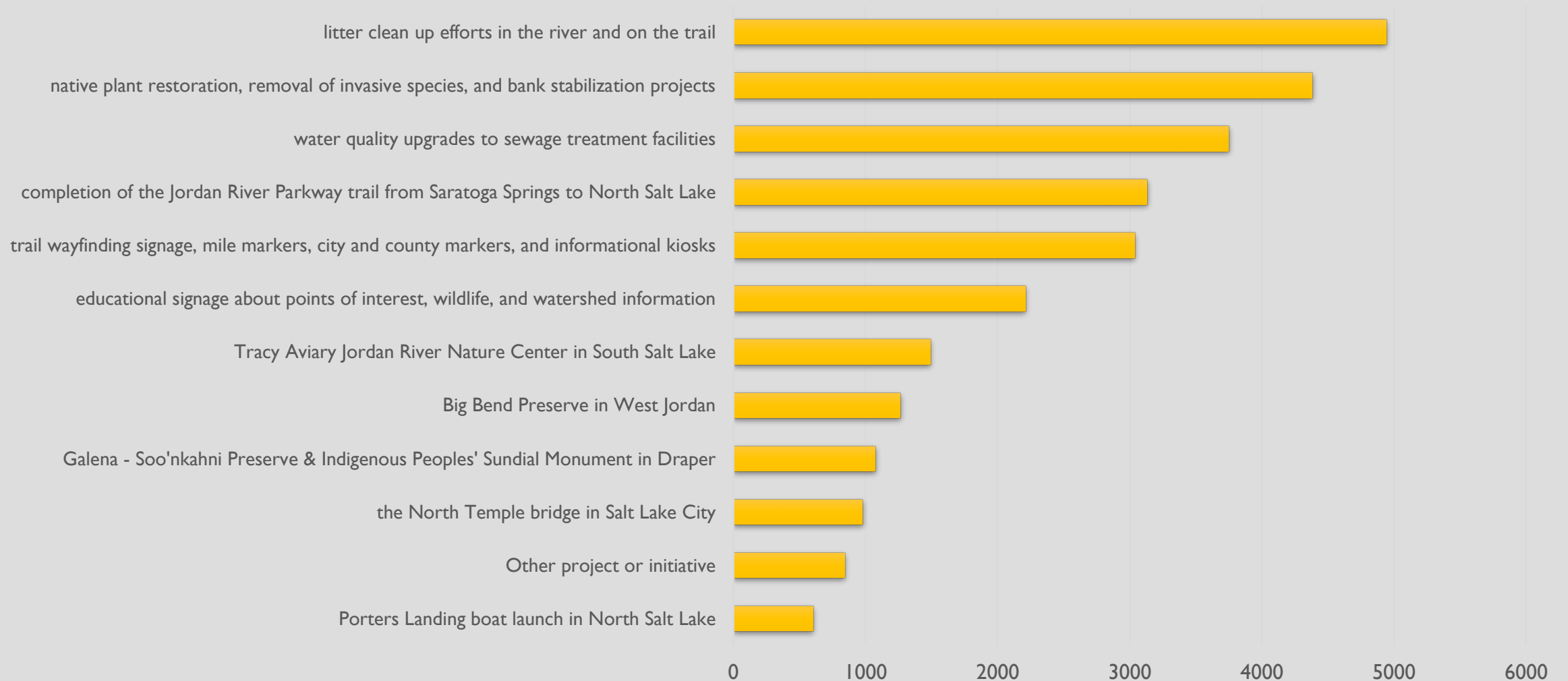
- 57% of people who live alone and 51% of people who live with a partner and no kids at home selected open space with limited access as their first or second choice

### 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.

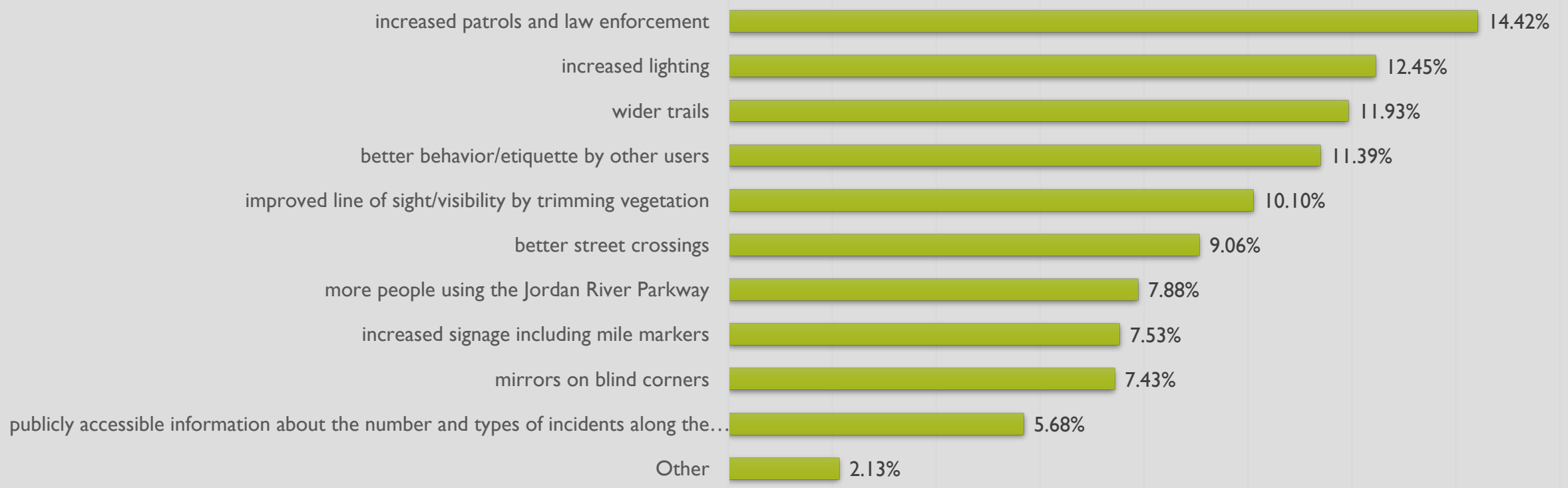
**Many projects and initiatives have contributed to the ongoing effort to implement the 2008 blueprint for the Jordan River Parkway. Please select up to 5 projects and initiatives from the list below that are most important to you personally.**



**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.**



## 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.



### 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

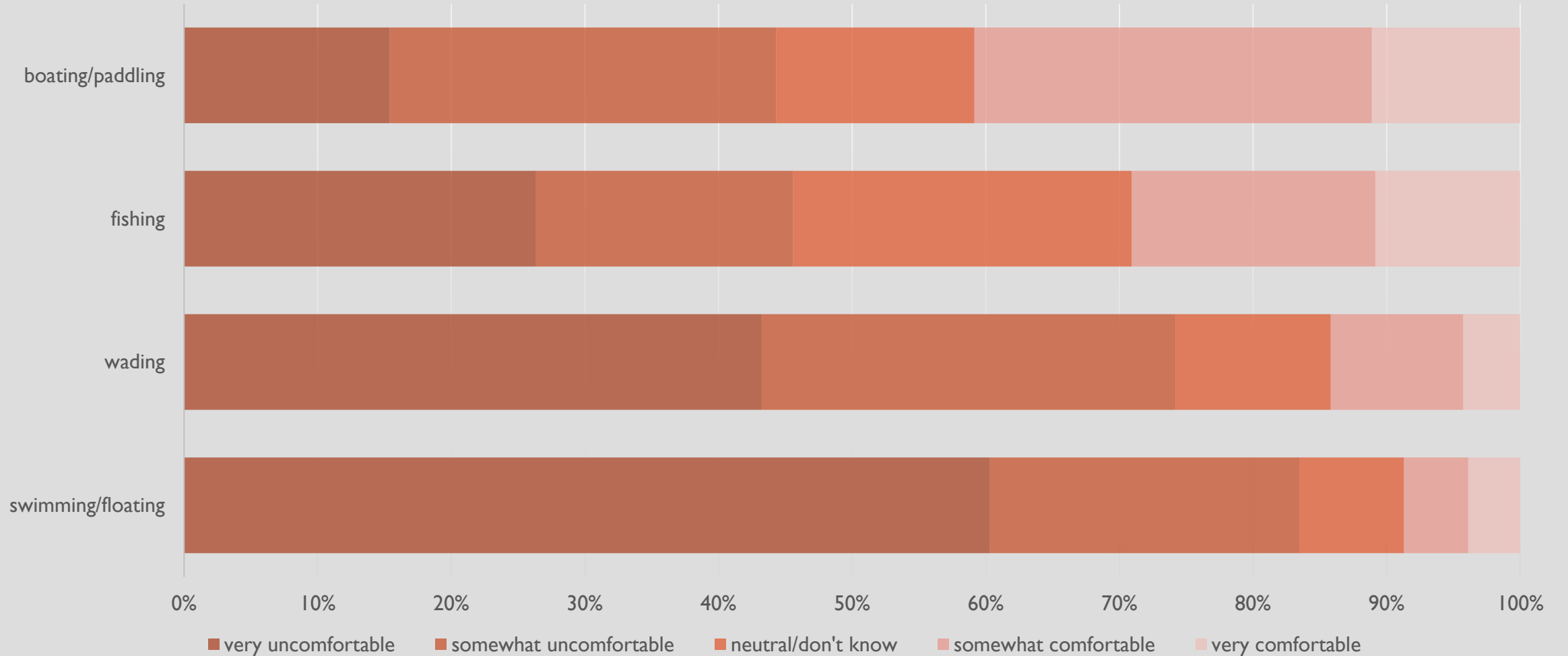
- 22.6% of people who identified as Hispanic, Latinx, or Spanish selected lighting

### By location along the river

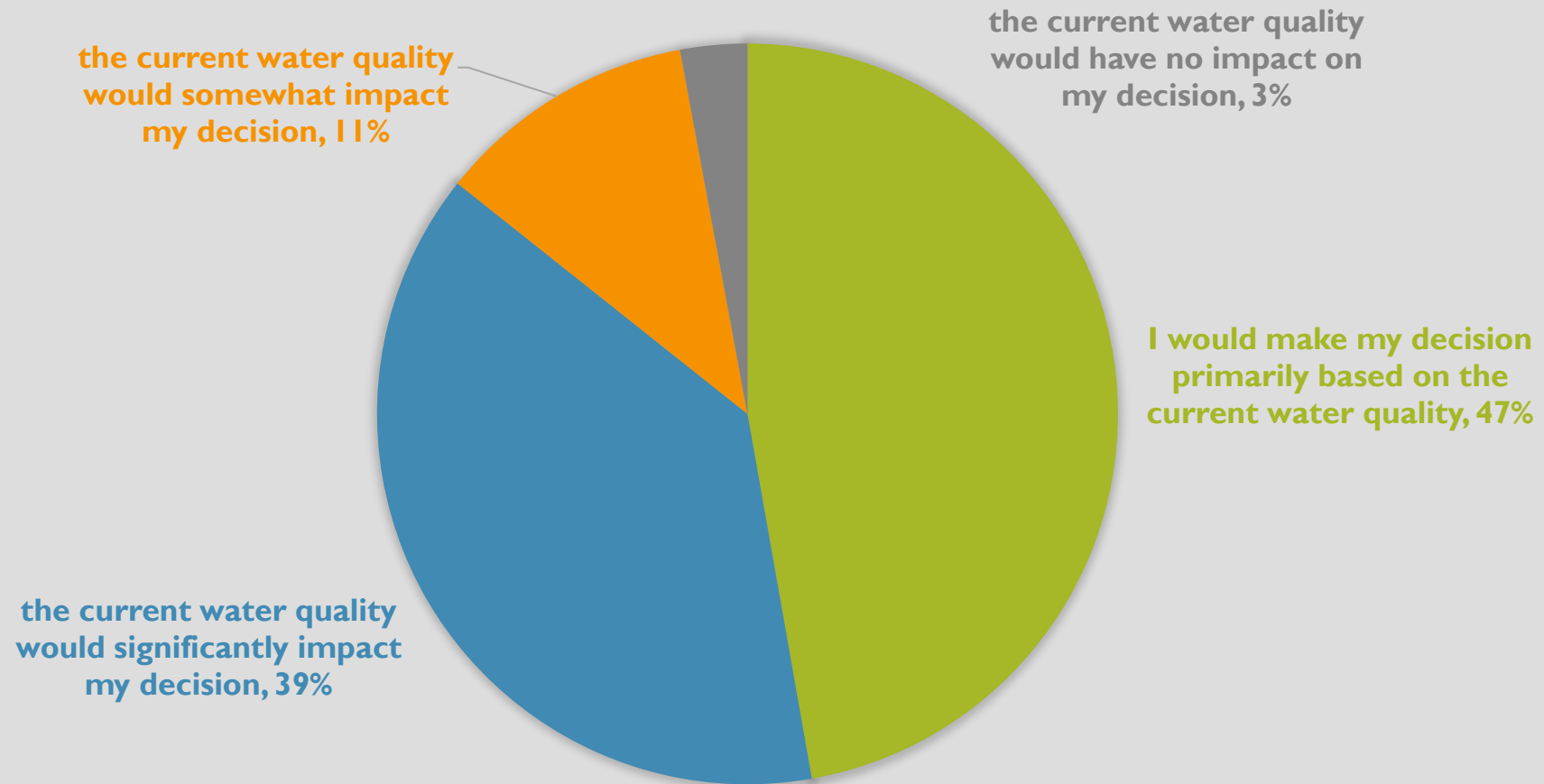
- 10.9% of people who selected “northern Salt Lake County” selected “more people using the Jordan River Parkway”

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

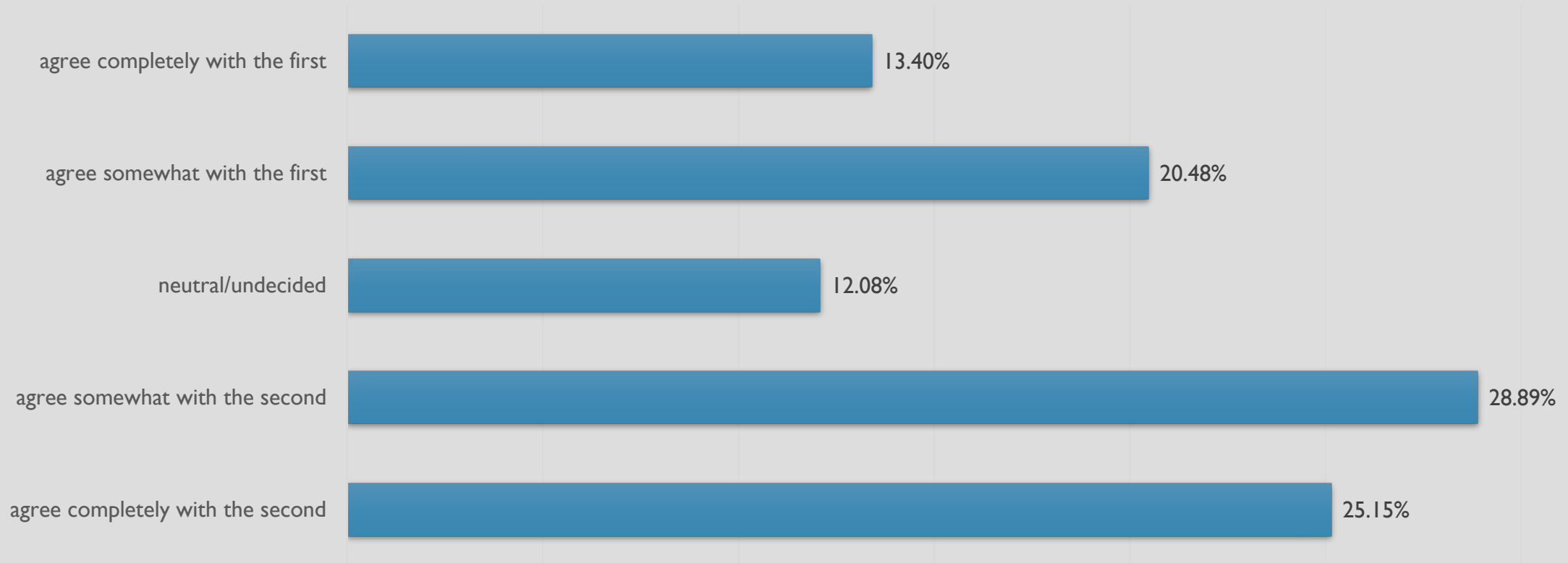
# BASED ON YOUR CURRENT PERCEPTION OF WATER QUALITY IN THE JORDAN RIVER, HOW COMFORTABLE WOULD YOU BE PARTICIPATING IN THE FOLLOWING ACTIVITIES?



**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**



**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?**



**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 Hispanic or Latinx:**

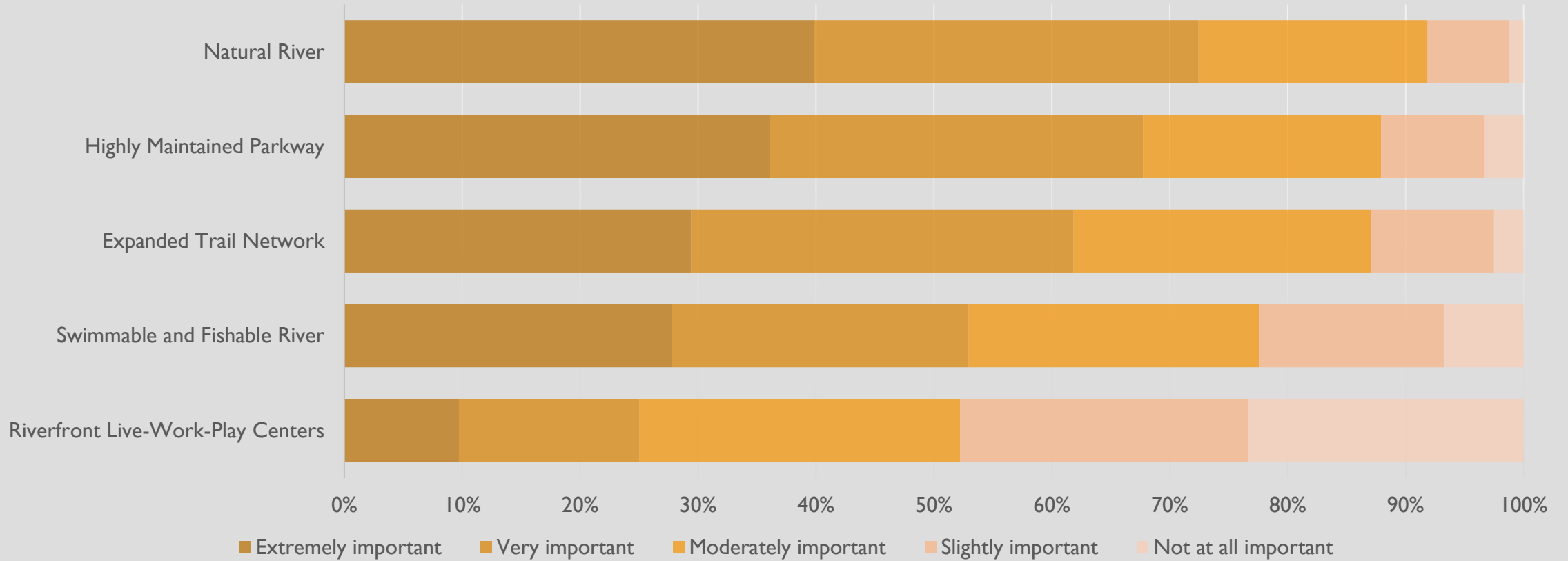
- Responses that selected “yes” for Hispanic, Latinx, or Spanish were more likely to agree completely with the first (29%)

**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%)



# “EXTRA CREDIT” QUESTION: HOW IMPORTANT DO YOU FEEL IT IS TO ACHIEVE EACH SCENARIO?



By visitation frequency:

- 42% of “weekly or almost weekly” visitors selected “highly maintained parkway”