

REIMAGINE NATURE

SLC PUBLIC LANDS MASTER PLAN



MAY 2021



Public Lands

Parks | Trails & Natural Lands | Urban Forestry

**ENGAGEMENT WINDOW #2
SUMMARY REPORT**

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INTRODUCTION

Salt Lake City is developing a new Public Lands Master Plan. As an important first step, the City called on all community members to help reimagine the future of our Public Lands: the nature in our city that enhances the quality of our lives.



The Public Lands Master Plan will establish an inspirational framework to guide how we grow and prioritize investments for the next 10-20 years within the three public lands divisions (Parks, Trails & Natural Lands, and Urban Forestry). In acknowledgment of the findings from the 2019 Salt Lake City Parks and Public Lands Needs Assessment that included a statistically valid community survey, this effort will address current challenges to improve our public lands system.

The engagement metrics for the year-long process are to connect with 10,000 people that are representative of the city's demographic makeup.

Given the goals of this master plan, it has been given the name, "Reimagine Nature." Reimagine Nature will use comprehensive, evidence-based analysis, coupled with community engagement, to prioritize and identify transformative projects for Salt Lake City's public lands.

Community engagement for this process consists of three engagement windows:

- 1-Discover: Foundation of Understanding
- 2-Reimagine: Visioning Transformational Projects and Priority Actions
- 3-Transform: Draft and Final Master Plan.

Engagement window one was conducted from August through December of 2020. Results from this first round of engagement identified concepts and ideas that most resonated with the community to support Public Lands' values of promoting equity, livability and sustainability. Engagement window one also gathered community ideas for Master Plan goals and projects and measured community support for initial transformative projects identified from previous community feedback and research gathered in the 2019 Public Lands Needs Assessment. The Master Plan framework, including refined goals and transformative projects, was developed from feedback received in engagement window one.

REPORT FOCUS

This engagement period, engagement window two, was held from March through May of 2021. Engagement window two gathered feedback on the Master Plan framework to verify that the plan was developing in the right direction and had community support. Engagement Window two served as a check point to identify any important information that may be missing from the Master Plan. This report summarizes the second engagement window and how results will inform the master plan and engagement window three.

PROJECT TIMELINE



HOW WE LISTENED

The planning team used a multi-pronged approach to engagement that included:

- On-line survey widely advertised;
- Student-led micro-engagement events;
- Facebook Live events in English and Spanish
- Organizational partnerships to reach underrepresented groups; and
- Digital outreach, including **230 social media posts, a paid Facebook ad targeting West Side residents, and 3 newsletters.**



Figure 2: University of Utah Urban Planning Students conducting intercept interviews to increase online survey participation.

ENGAGEMENT METHODOLOGY AND OUTREACH APPROACH

ENGAGEMENT METHODS

In order to create a unifying vision for Public Lands over the next 10-20 years, the planning team used a multi-pronged approach that included an on-line survey, focus groups, micro-engagement events and community partnerships to reach typically underrepresented groups.

The second window of community engagement launched on April 1, 2021 with an on-line, six-week survey and closed on May 10, 2021. The goal of this window was to get feedback on the initial Master Plan framework, including the Plan vision statement, goals, and potential transformative projects. Using COVID-19 protocols, the city's framework for equitable engagement best practices and multiple types of tactics, over 12,000 Salt Lake City community members participated in providing input during online focus groups, University of Utah student-led intercept interviews and micro-engagement events, and through the online survey.

SURVEY FORMAT

An on-line survey offered in both English and Spanish consisted of 15 content questions and six demographic questions.

Much of the survey included multiple choice questions for respondent efficiency and also included two open ended question prompts for collection of perceptions and ideas. 3,318 people responded to the on-line survey, and 65% of the questions were answered. Students from the University of Utah City and Metropolitan Planning Department passed out postcards and invited people to take the survey at 38 different locations including parks, libraries, open spaces and trails.

OUTREACH AND EDUCATION

Signs with a link to the online survey and Reimagine Nature website were posted at parks, natural lands and trails throughout the city. Other print materials advertising the project were distributed city-wide including, 1,380 postcards, 230 Reimagine posters, 115 social media posts and 500 door hangars. Other innovative advertising methods, such as temporary sidewalk art painted onto the pavement were fun ways to spread the word about ongoing Reimagine activities.

The following pages summarize who we heard from, what areas of Salt Lake City responses came from and the demographics of engagement participants.



Figure 3: Yard signs (above) were placed throughout Salt Lake City Parks, Trails and Natural Lands to advertise the online survey. The image below shows a stencil used to temporarily paint the Reimagine website on sidewalks throughout the city.

STUDENT OUTREACH

STUDENT ENGAGEMENT

Students from the University of Utah Urban and Metropolitan Planning Department were instrumental in promoting awareness of Reimagine Nature. Along with Public Land's Staff, students distributed 1,380 postcards, 230 Reimagine posters, 230 Earth Day event posters, 920 Earth Day Event flyers, and 500 door hangers to advertise the project and survey including reaching out 94 businesses in the process. In addition, the students held micro-engagement events including four placemaking events and an Earth Day event.

SOCIAL MEDIA OUTREACH

Students also made posts on social media to promote the online survey through social media engagement. Facebook was the primary social media platform used for outreach. Overall, social media efforts reached many people with over 84 posts, 226 likes, 20 comments, and 18 shares throughout the social media platform.

STUDENT MICRO-ENGAGEMENT EVENTS

Multiple micro-engagement events invited the community to come out and communicate through fun and thoughtful activities. Placemaking workshops visualized the wants of the community through the aid of simple physical models. Wayfinding and Paint the pavement workshops gathered community members to gain input on mural painting and wayfinding methods. A tree planting and pollinator workshops discussed species to be planted, planting locations and possible "friends of popular grove park" establishment. The findings of the workshop helped narrowed down the approaches and possibilities for interventions. As well as maximized the opportunities for feedback and community engagement.



Figure 4: Community members participating in a Paint the Pavement micro-engagement event.

STUDENT ENGAGEMENT ACTIVITIES

PAINT THE PAVEMENT

Community members discussed access and wayfinding, and directed the creation of a pavement mural.

TREE & POLLINATOR PLANTING

Workshop participants discussed suitable park plants and identified locations for planting and park elements such as a Reimagined park with flower beds by the tennis court, flowering trees for shade near the playground and a cared for horseshoe activity area.

PLACE IT WORKSHOP

In this virtual engagement event, urban planner James Rojas asked participants to build their favorite childhood memory using nearby objects and build their vision of park using the same objects.

EARTH DAY EVENT

Participants volunteered to clean the park and pick up litter, provided feedback on the Master Plan, and took the survey.



Figure 5: University of Utah students at a Paint the Pavement micro-engagement event.



Figure 6: University of Utah students at a Tree and Pollinator Planting micro-engagement event.



Figure 7: University of Utah students participate in a virtual placemaking micro-engagement event.



Figure 8: University of Utah students at a Earth Day micro-engagement event.

OUTREACH LOCATIONS

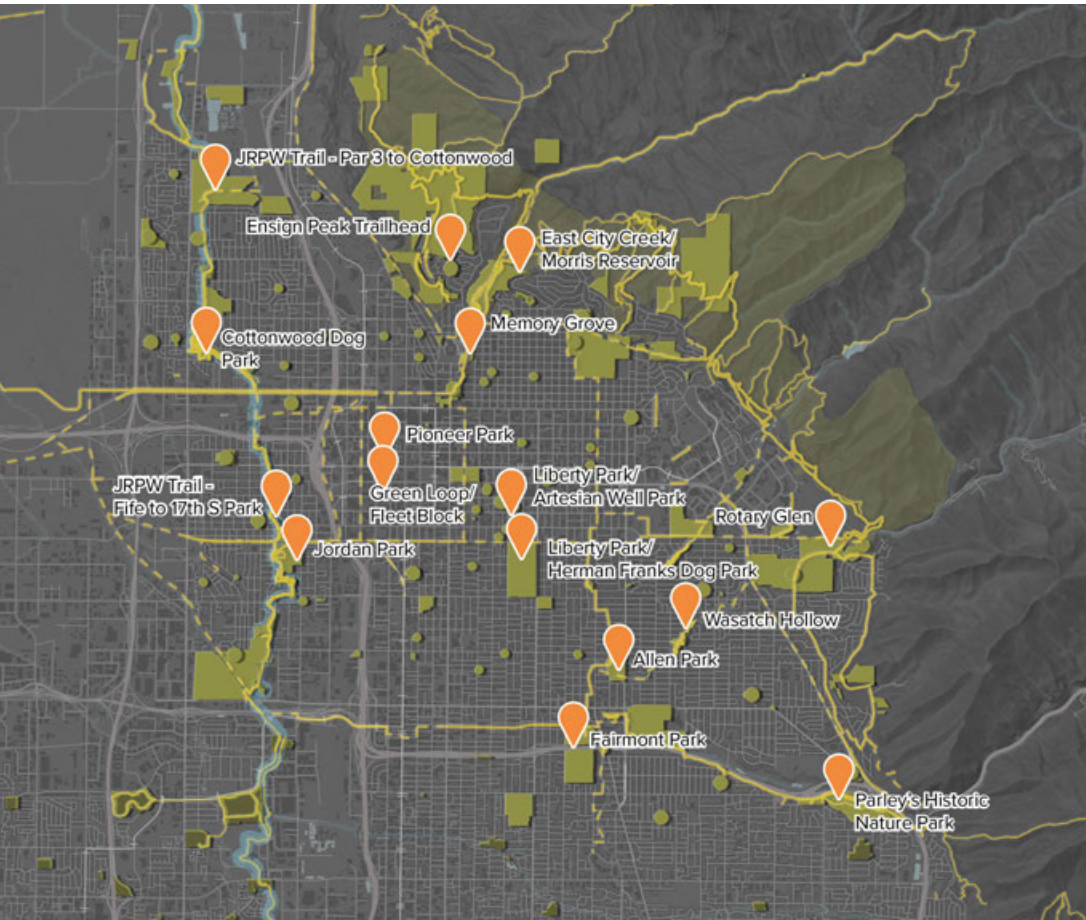


Figure 9: Salt Lake City Public Lands Staff outreach locations for Engagement Window #2.

PUBLIC OUTREACH

Students and Public Lands staff engaged the community at 38 different public space locations. This outreach involved parks, libraries, open spaces, trails, and other areas. Students and staff distributed a total of 1,380 postcards, 500 door hangers, 230 posters, 920 Earth Day event flyers, and 230 Earth Day Event posters. The map shows locations that were visited by students and staff.

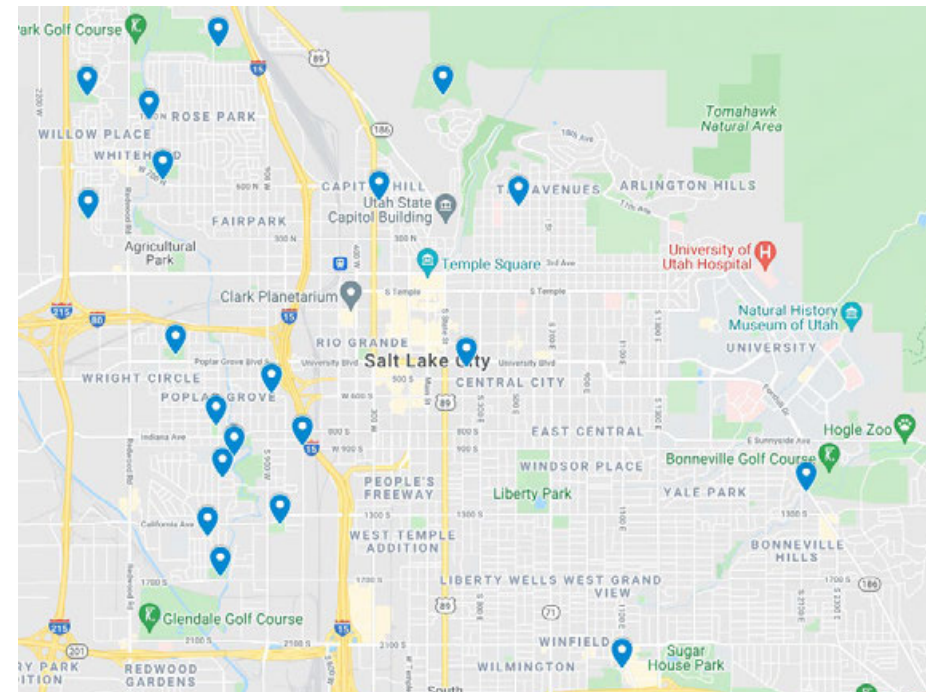
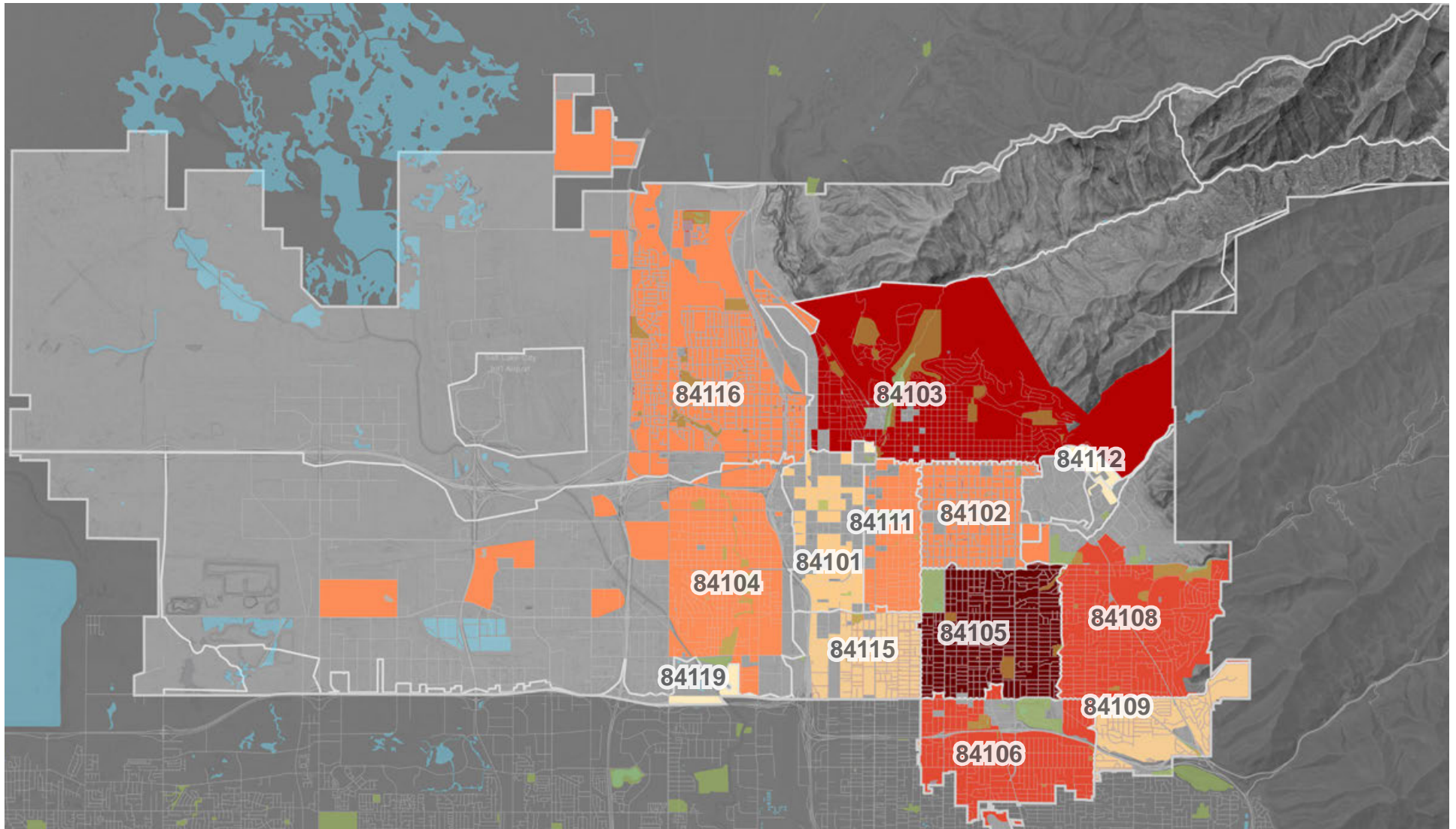


Figure 10: University of Utah student outreach locations. Source: University of Utah Student Outreach Summary Report, May 2021.

SURVEY RESPONDENTS REACHED

SLC RESIDENTS BY ZIP CODE 2021 Online Survey (1,228 respondents did not provide a zip code)



ZIP CODE

84112

84119

84101

84109

84115

84111

84104

84116

84102

84106

84108

84103

84105

SURVEY
RESPONDENTS

12

14

63

88

99

101

104

110

145

161

173

253

304

ENGAGEMENT BY THE NUMBERS

ONLINE PUBLIC SURVEY #2	3,318
4 STUDENT-LED PLACEMAKING EVENTS	69
16 INTERCEPT EVENTS	582
COMMUNITY COUNCIL PRESENTATIONS	260
2 FACEBOOK OPEN HOUSE EVENTS	848
SPANISH VIEWS	195
ENGLISH VIEWS	653
SOCIAL MEDIA POSTS	
43 FACEBOOK + 39 TWITTER + 29 INSTAGRAM + 4 NEXT DOOR = 115 POSTS	
3 EMAIL NEWSLETTERS	
to 7,907 people	
TOTAL REACHED ENGAGEMENT WINDOW TWO	5,077
TOTAL REACHED ENGAGEMENT WINDOW ONE	7,082
TOTAL DIRECTLY REACHED ALL REIMAGINE NATURE ENGAGEMENT	12,159

Figure 11: The table above provides a snapshot of total engagement events and number of participants.



Figure 12: Tree and pollinator planting engagement.



Figure 13: Students promoting the Reimagine Nature survey.

PARTICIPATION FINDINGS

SURVEY PARTICIPANTS BY NEIGHBORHOOD

The online survey reached 3,318 people in total. As only approximately 63% of survey respondents answered the question asking what their zip code is, it is difficult to accurately assess which neighborhoods survey participants are from. However, the overall survey distribution by zip code of survey number two closely mirrors the distribution of survey number one. The map on page 11 shows which neighborhoods were reached by zip code.

The East Liberty Park, Capitol Hill and Avenues neighborhoods had the highest number of recorded survey respondents, followed by the East Bench, Sugarhouse and Central City neighborhoods. Downtown, East Central, West Salt Lake, North West Salt Lake, and Liberty Wells were in the middle range of number of survey respondents, and the Ballpark neighborhood as well as west and southern portions of the Central Community planning area had the lowest number of survey respondents.

DIVERSITY OF SURVEY PARTICIPANTS

During engagement window one, students from the University of Utah played a key role in reaching a diverse survey audience that is more representative of the community's population. They increased diverse participation by visiting sites throughout Salt Lake City where they shared information about the project and invited people to take the online survey. Students also participated in Public Lands staff-lead focus groups with stakeholder organizations who provide services to underrepresented populations.

During the second engagement window, the students promoted the online survey rather than a separate intercept survey, so the dataset was not split up in a way to compare the demographics of student-promoted survey participants. However, in comparing the public online surveys from the first and second windows of engagement, survey number two shows an increase in participant diversity. The participation among nearly all minority groups doubled from survey number one to survey number two, indicating that the student-led activities were likely a big contributing factor to increasing the diversity of survey and engagement participation.



REPRESENTATIVE PARTICIPATION



SURVEY DEMOGRAPHICS

	PUBLIC SURVEY 1	PUBLIC SURVEY 2	SALT LAKE CITY DEMOGRAPHICS
ASIAN	1.5%	2.2%	5.4%
AMERICAN INDIAN	0.3%	1.3%	1.4%
BLACK / AFRICAN AMERICAN	0.5%	1.4%	2.3%
HISPANIC / LATINO	4.0%	8.2%	21.6%
NATIVE HAWAIIAN / PACIFIC ISLANDER	0.3%	0.5%	1.5%
WHITE	80.0%	76.3%	73.1%
OTHER	1.2%	2.4%	3.4%
PREFER NOT TO SAY	4.0%	7.7%	

Figure 14: The online survey conducted during engagement window two was more successful at reaching a diverse audience that is more representative of the community’s population. This is an improvement from the previous online survey conducted during engagement window one. The chart above compares the diversity of survey participants for both online surveys. To help boost input from people of color, University of Utah students conducted micro-engagement events and outreach throughout Salt Lake City and Public Lands staff led focus groups with stakeholder organizations who provide services to underrepresented populations.

FINDINGS

Targeted engagement improved the diversity of survey respondents, with minority participation in survey two increasing an average of 232% from that of survey one.

WHAT WE HEARD

The focus of engagement window two was to gather feedback and input on the Master Plan framework, including refined goals and initial transformative projects ideas.

It also served as a check point with the community and stakeholders to verify that the Master Plan was developing in the right direction, had community support, and provided an opportunity to contribute any important ideas that may be missing from the Master Plan.

The following pages cover the responses received from the community through the online survey, focus groups and micro-engagement events that comprised engagement window number two.



VISION STATEMENT

REIMAGINE NATURE PLAN VISION STATEMENT:

Reimagine Nature provides transformative ideas that have the ability to heighten our Public Lands' impact on the city's livability, equity, and stewardship over the next 20 years. Our natural lands, urban forest, city parks and city golf courses are cared for to be resilient for increasing environmental challenges, and also innovatively adapted to meet the diverse needs of our growing population. We aspire to create and sustain quality outdoor spaces that are inclusive, accessible, and culturally relevant; ensuring everyone benefits from fair and appropriate investment.

Q: Do you think this plan vision statement is on the right track?

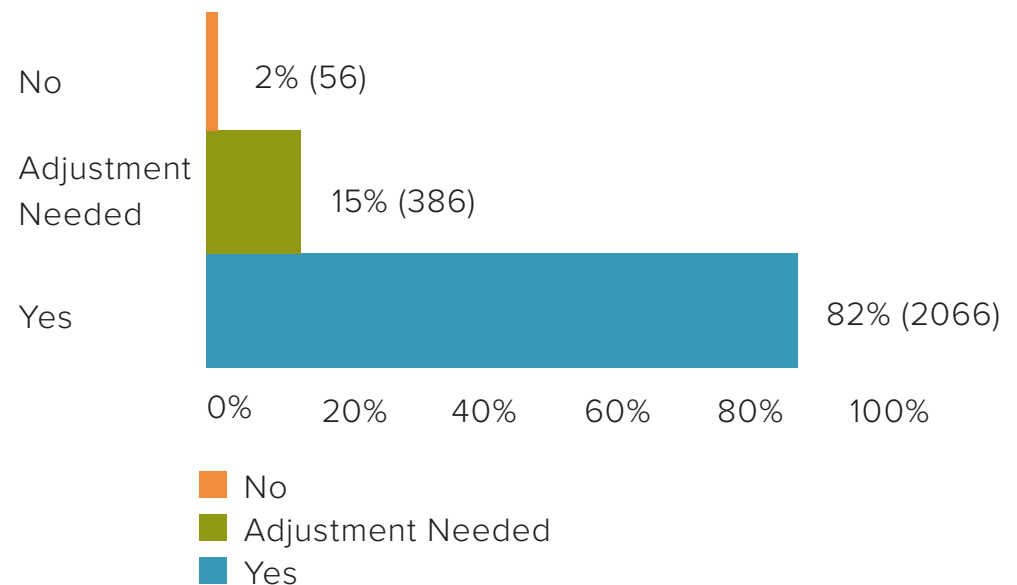
Yes



Adjustment
Needed



No



5 PLAN GOALS

PLAN GOALS

Feedback from the first survey and stakeholder conversations led to the prioritization of these five overarching goals for what the Public Lands Master Plan should seek to achieve or improve. These goals will be used as an organizing framework for recommended strategies, practices and actions.

- 1. Connect: Accessible and Connected Green Spaces**
- 2. Welcome: Active, Authentic and Inclusive Places**
- 3. Protect: A Commitment to Stewardship**
- 4. Grow: Expand our Park System**
- 5. Sustain: Environmental Health and Sustainability**

Q: Do you think these should be the plan goals?

Yes



Adjustment Needed



No



No

1% (33)

Adjustment Needed

11% (280)

Yes

87% (2197)

0% 20% 40% 60% 80% 100%

No

Adjustment Needed

Yes

10 TRANSFORMATIVE PROJECTS

COMMUNITY PROJECT SATISFACTION

The survey asked respondents to rate their satisfaction with each of the ten transformative projects. Each question was prefaced with a project description and potential project strategies that could contribute to the overarching transformative project. The chart on page x compares the percent of respondents that indicated they were somewhat or extremely satisfied with the transformative projects. The projects that received the most selections for respondents being extremely satisfied were grow our urban forest at 71% and put environment first at 70%. These were followed by connect mountains to the lake at 65%, meet me at the river at 62% and downtown comes alive outside at 61%. These responses indicate strong support for environmental enhancements of Salt Lake City's public lands, a desire for increased system connectivity and access to trail-based recreation, and the need to activate downtown with more green spaces.

While the projects just five minutes from here and telling our stories only had 38% and 47% of respondents indicating they were extremely satisfied, the majority of

respondents were still either somewhat satisfied or extremely satisfied, with 77% indicating some level of satisfaction for both projects. This demonstrates that there is overall community support for the ten transformative projects, with between 77% and 92% of respondents indicating some level of satisfaction for the projects and only 10% or less of respondents indicating some level of dissatisfaction.

The following pages show these descriptions and respondent satisfaction levels for each project.

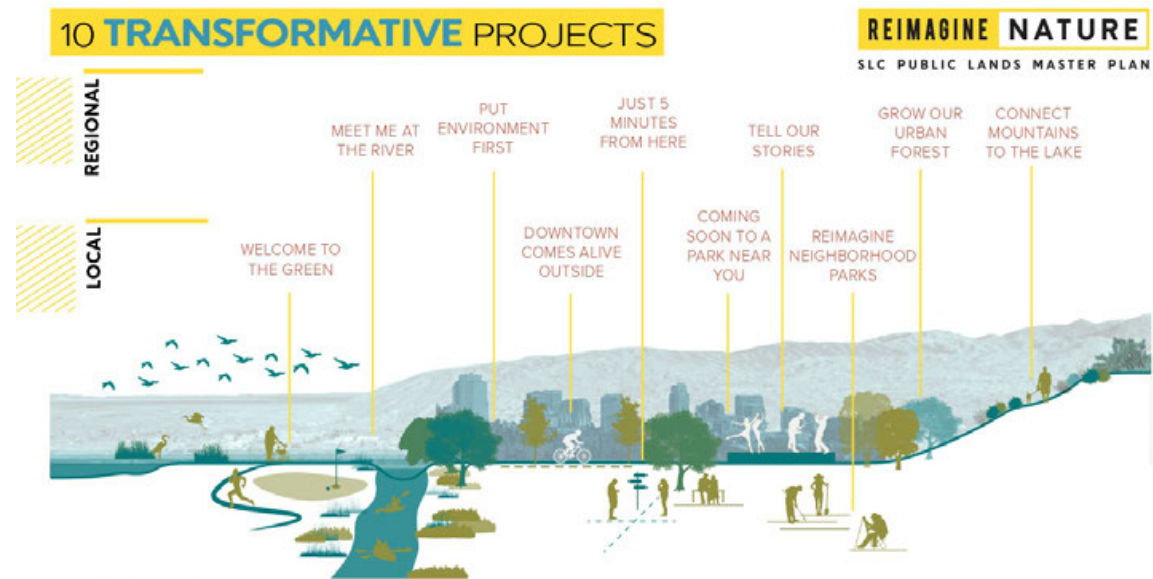
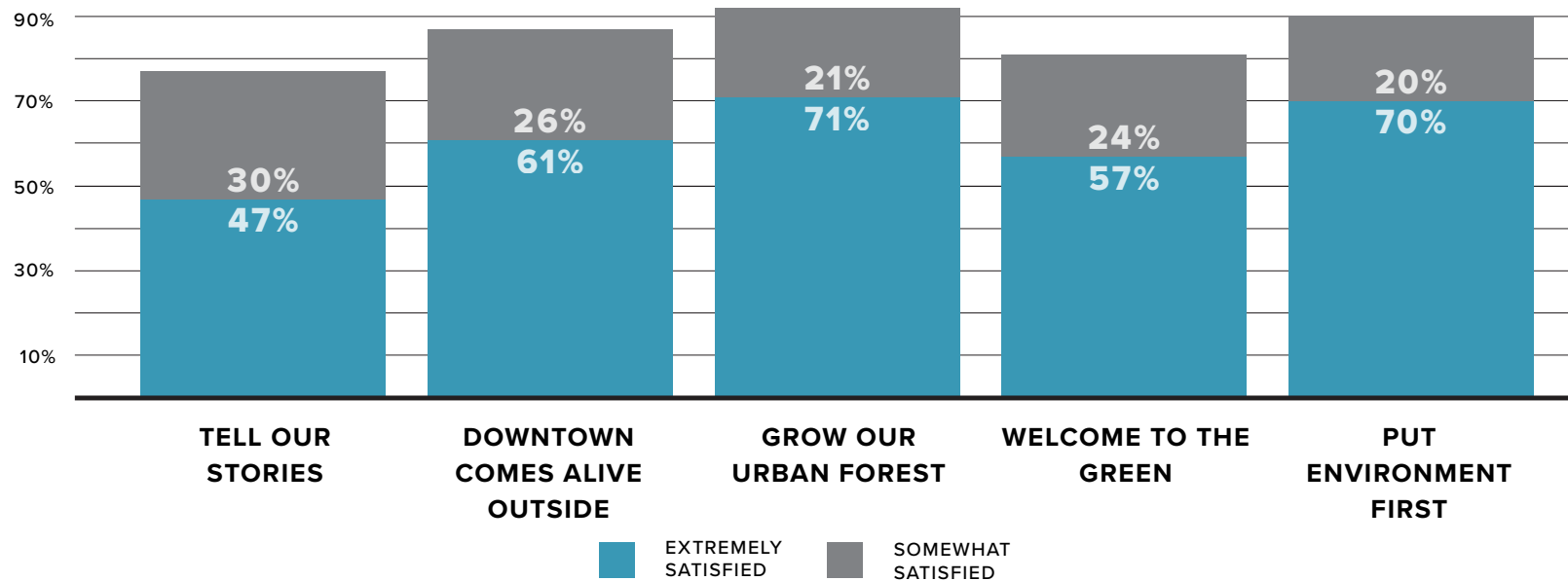
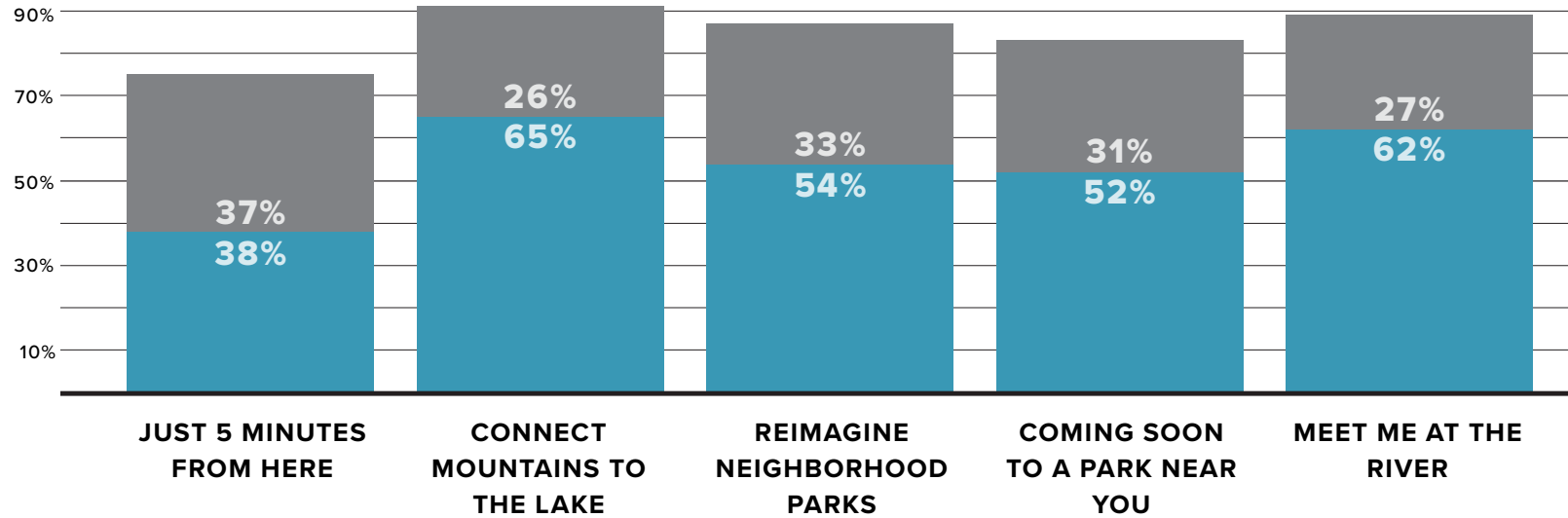


Figure 15: Postcards with information about the 10 Transformative Projects and a link to the online survey were distributed by University of Utah students and SLC Public Lands Staff.

TRANSFORMATIVE PROJECT APPROVAL



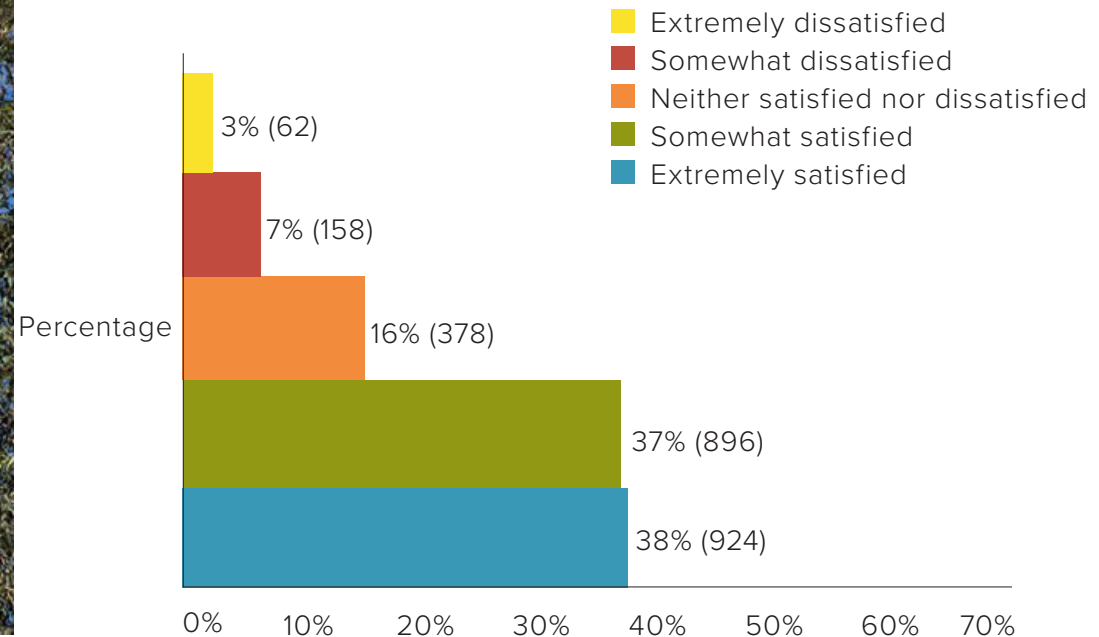
1. JUST 5 MINUTES FROM HERE

A WAYFINDING AND SIGNAGE CAMPAIGN THAT MAKES IT EASIER TO EXPLORE NEARBY PARKS, TRAILS AND PUBLIC SPACES

- Potential Projects:
- Establish a multi-lingual signage and wayfinding program.
- Initiate an information campaign and tools for learning about parks, activities, and recreation opportunities.
- Promote other public green space use like libraries and school grounds as part of a connected system.



Q: PLEASE RATE YOUR SATISFACTION WITH JUST 5 MINUTES FROM HERE

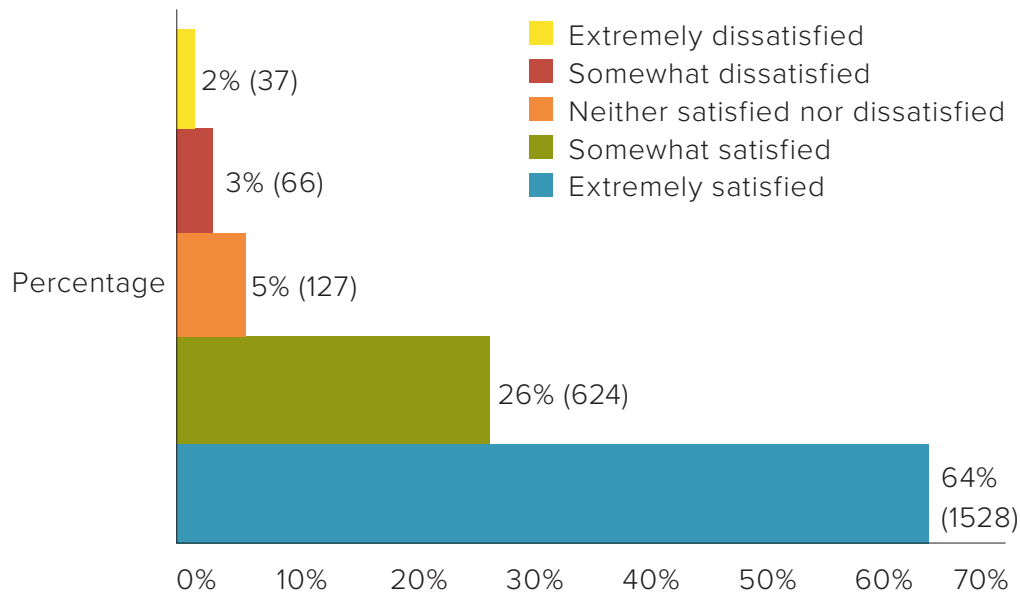


2. CONNECT MOUNTAINS TO LAKES

COMPLETE MISSING LINKS IN REGIONAL TRAILS AND INVEST IN GREENWAYS TO ENHANCE NATURE And CREEKS WITHIN THE CITY



Q: PLEASE RATE YOUR SATISFACTION WITH JUST 5 MINUTES FROM HERE



- Potential Projects:
- Connect trails from the eastern side of the Wasatch mountains to the Foothills Natural Area, the 9 Line Trail to the Jordan River Parkway Trail and west to the Salt Lake Marina and Mountains.
- Implement all remaining proposed trails including the McClelland Trail, Folsom Trail, Surplus Canal Trails, and Foothills Trails.
- Begin to implement the Seven Greenways Vision, creating a connected regional system of greenways along Salt Lake City's Creeks, including locations to uncover creeks, add trails, improve natural habitat, and provide for recreation.

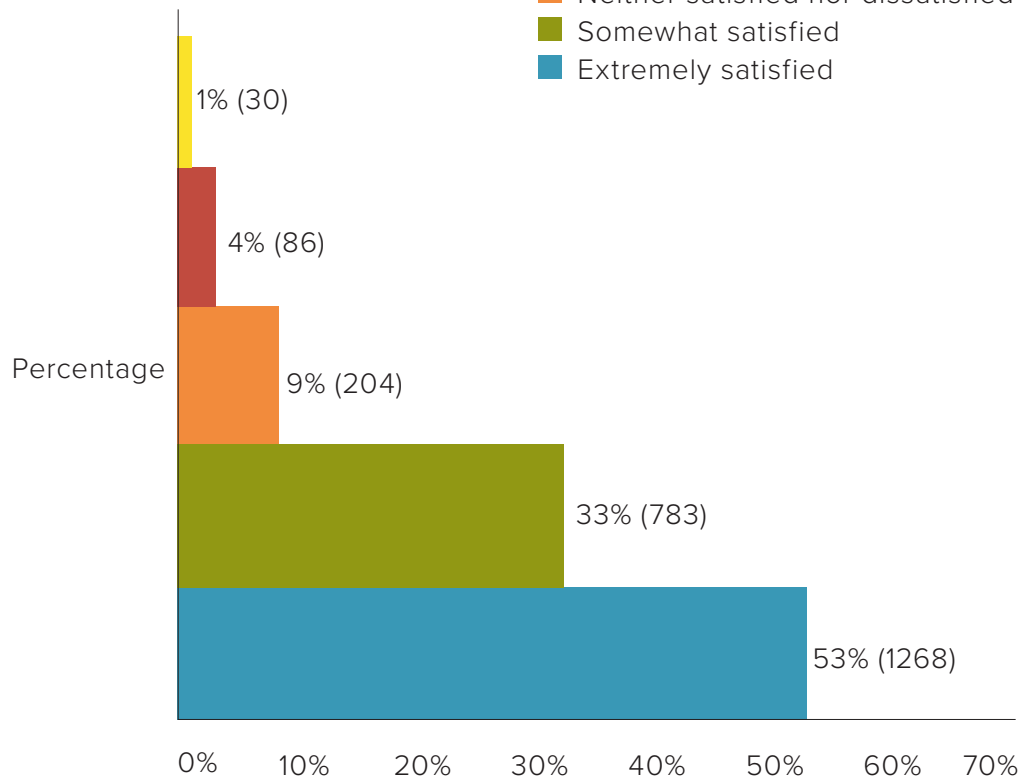


3. REIMAGINE NEIGHBORHOOD PARKS

TRANSFORM PARKS INTO VIBRANT COMMUNITY SPACES THAT EMPOWER RESIDENTS TO CONTRIBUTE TO THEIR NEIGHBORHOOD IDENTITY

Q: PLEASE RATE YOUR SATISFACTION WITH REIMAGINE NEIGHBORHOOD PARKS

- Extremely dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Extremely satisfied



- Potential Projects:
- Identify priorities for equitable park redevelopment.
- Engage neighbors in redesigning and adding activities to parks that reflect their interests, culture and the character and history of the area.
- Promote volunteerism, donation, and adopt-a-park/ friends groups.



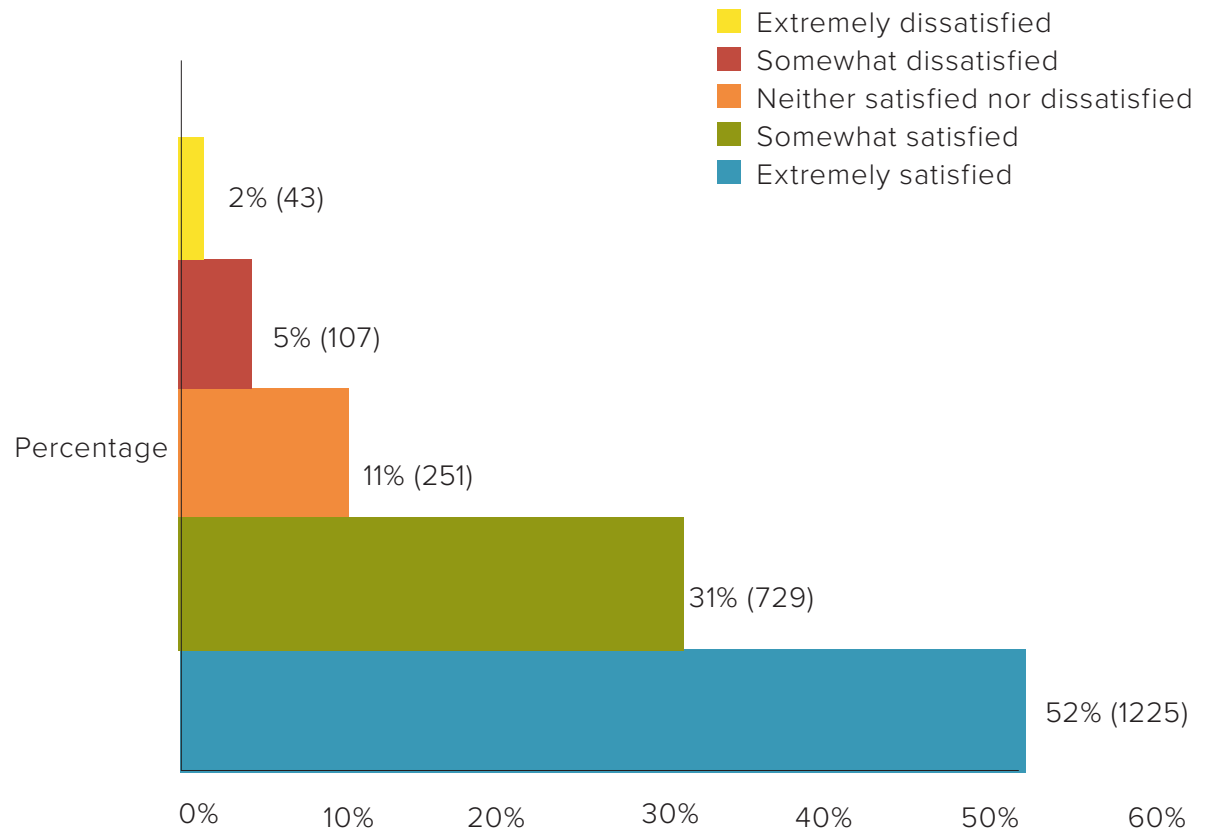
4. COMING SOON TO A PARK NEAR YOU

HELP OUR PARKS, LARGE AND SMALL, COME ALIVE WITH ACTIVITIES AND EVENTS THROUGHOUT THE YEAR

- Potential Projects:
 - Promote partnerships for arts, music, performance, fitness, urban agriculture and games in parks.
 - Provide programming for nature-based education, volunteerism, outdoor recreation, and horticulture.
 - Re-energize City parks and neighborhoods by adding concession operations that will generate revenues to reinvest in park improvements and repairs.



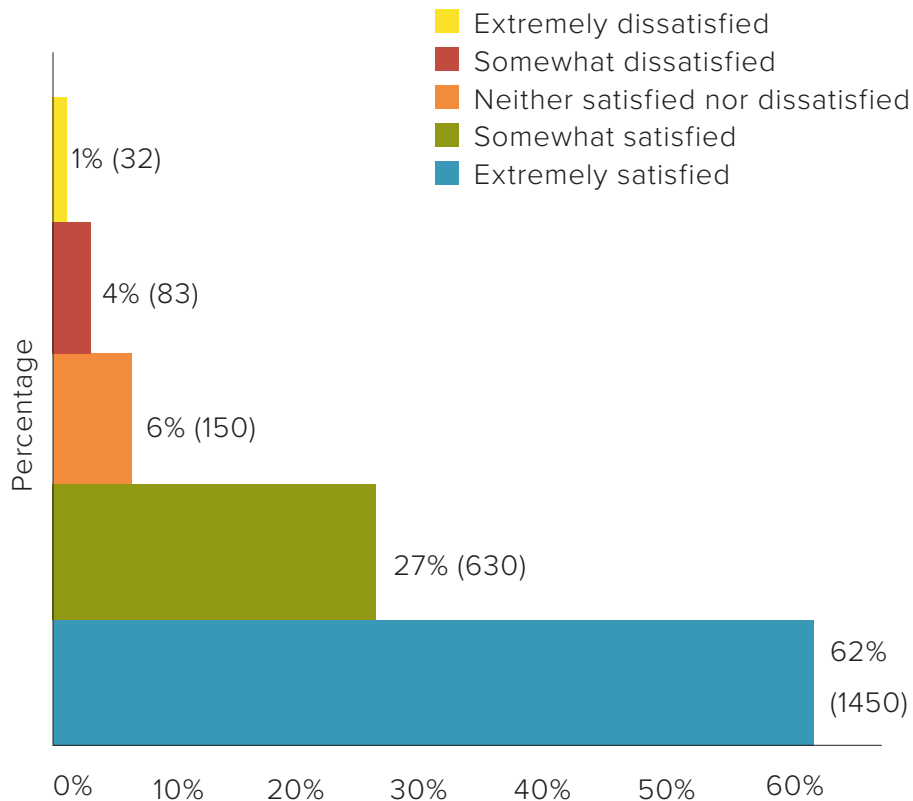
Q: PLEASE RATE YOUR SATISFACTION WITH COMING SOON TO A PARK NEAR YOU



5. MEET ME AT THE RIVER

INVEST IN PROJECTS AND MAINTENANCE ALONG THE JORDAN RIVER PARKWAY THAT WILL PROMOTE EQUITY, ACCESS, SCENIC BEAUTY, DIVERSE RECREATION, AND HEALTHY ECOLOGY ALONG THE PARKWAY

Q: PLEASE RATE YOUR SATISFACTION WITH MEET ME AT THE RIVER



- Potential Projects:
- Establish and integrate welcoming park spaces and landscaping along the river to foster community gathering and bring the river into focus as one of SLC's most desirable recreation destinations.
- Restore and enhance natural areas along the river for improved biodiversity, habitat and a healthy environment.
- Improve the former Glendale Waterpark, Jordan Park, and the historic International Peace Gardens to create regional attractions and event space with characteristics that celebrate and preserve community culture and diversity.
- Establish a self-serve kayak rental program on the Jordan River, complete with multilingual signage and river-access improvements to make water recreation accessible to more people

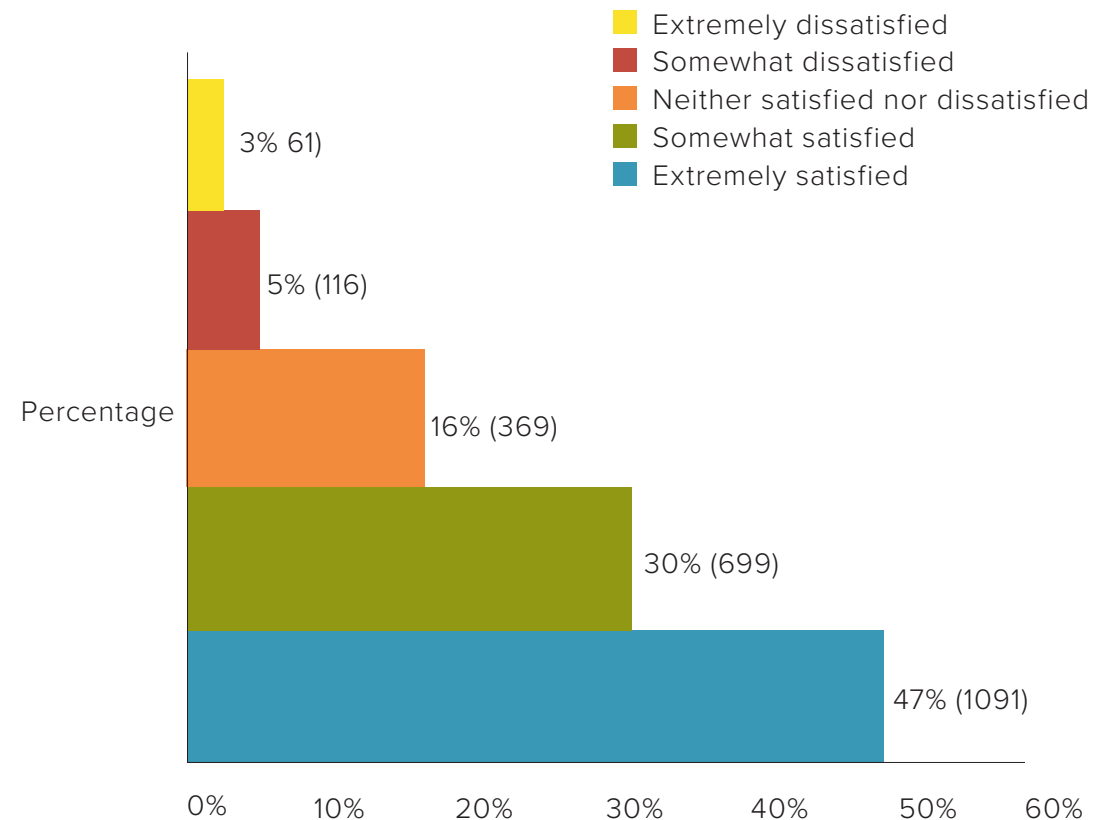


6. TELL OUR STORIES

REVEAL PAST AND PRESENT STORIES FROM OUR DIVERSITY OF EXPERIENCES THAT HAVE SHAPED THIS VALLEY, GIVING FOCUS TO UNDERREPRESENTED AND INDIGENOUS PEOPLE. EXPRESS THESE STORIES THROUGH LANDSCAPES, STRUCTURE, PLACEMAKING, AND

- Potential Projects:

- Initiate a storytelling project with partners to collect, share, and display stories relevant to public lands.
- Invest in restoring and interpreting iconic structures and landscapes such as Allen Park, Fisher Mansion, and Warm Springs Park.
- Engage our communities in identifying more meaningful names for our local parks.

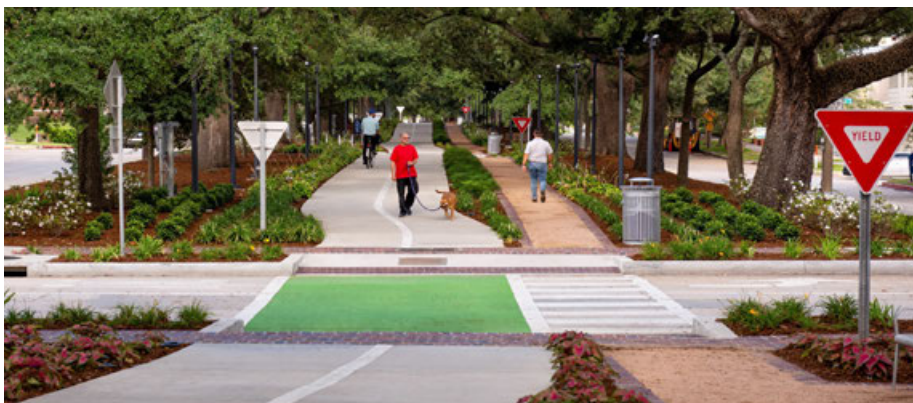


Q: PLEASE RATE YOUR SATISFACTION WITH TELL OUR STORIES

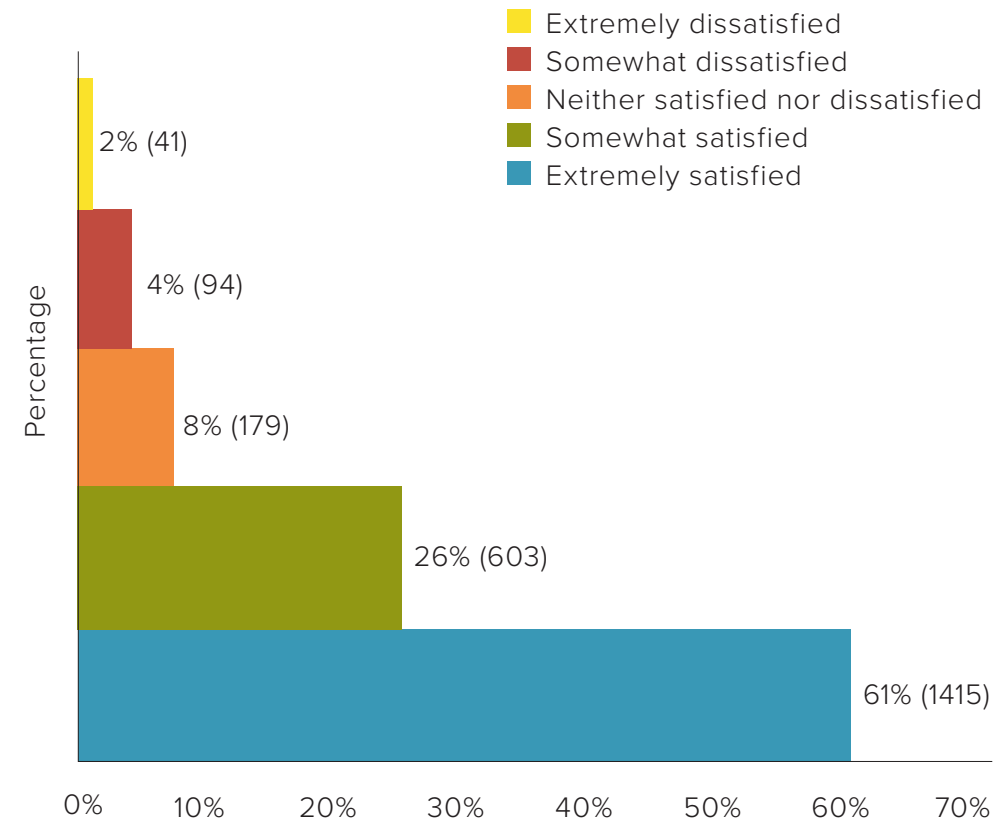
7. DOWNTOWN COMES ALIVE OUTSIDE

INCREASE THE PROVISION OF GREEN AND ACTIVE SPACES DOWNTOWN THAT WILL CONTRIBUTE TO LIVABILITY AND ECONOMIC VITALITY

- Potential Projects:
- Invest in Downtown SLC's Pioneer Park to create a vibrant destination for daily activities and events that serve the region.
- Reimagine Downtown SLC's wide streets in key locations to create a green loop of trees and green space, pedestrian- and bicycle-friendly paths, and flexible space for pop-up festivals and recreation.
- Initiate creative projects and partnerships to integrate a network of large and small green areas and plazas into a mosaic of public outdoor spaces that become the foundation of an activated downtown.
- Grow SLC's downtown and Central Community park access, where future growth is expected to be the highest in the City yet has the least access to parks and trails.



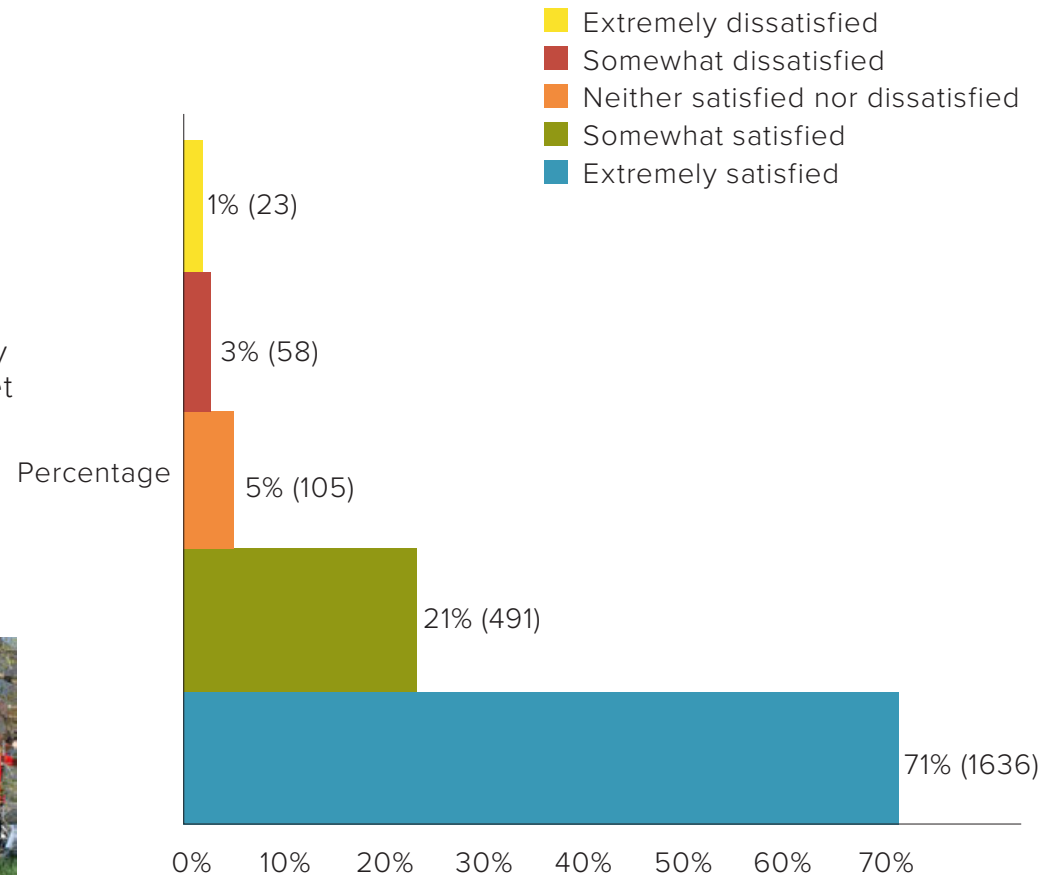
Q: PLEASE RATE YOUR SATISFACTION WITH DOWNTOWN COMES ALIVE OUTSIDE



8. GROW OUR URBAN FOREST

BUILD PUBLIC AWARENESS TO SUPPORT NEW TREES STEWARDSHIP THAT ALLOWS URBAN FORESTRY TO PLANT TREES IN ALL PUBLICLY OWNED LANDSCAPES

- Potential Projects:
- Launch a public awareness campaign to support new trees and their watering/care.
- Increase tree canopy cover to improve air quality and advance environmental equity in westside neighborhoods.
- Invest in tree planting within street projects.
- Maximize planting of appropriate trees on all our publicly owned landscapes such as golf courses, parks and street medians.
- Invest in the equipment and resources to responsibly reuse wood from trees removed from our urban forest to create usable wood products such as mulch for our parks, playgrounds, trails and gardens.



Q: PLEASE RATE YOUR SATISFACTION WITH JUST 5 MINUTES FROM HERE

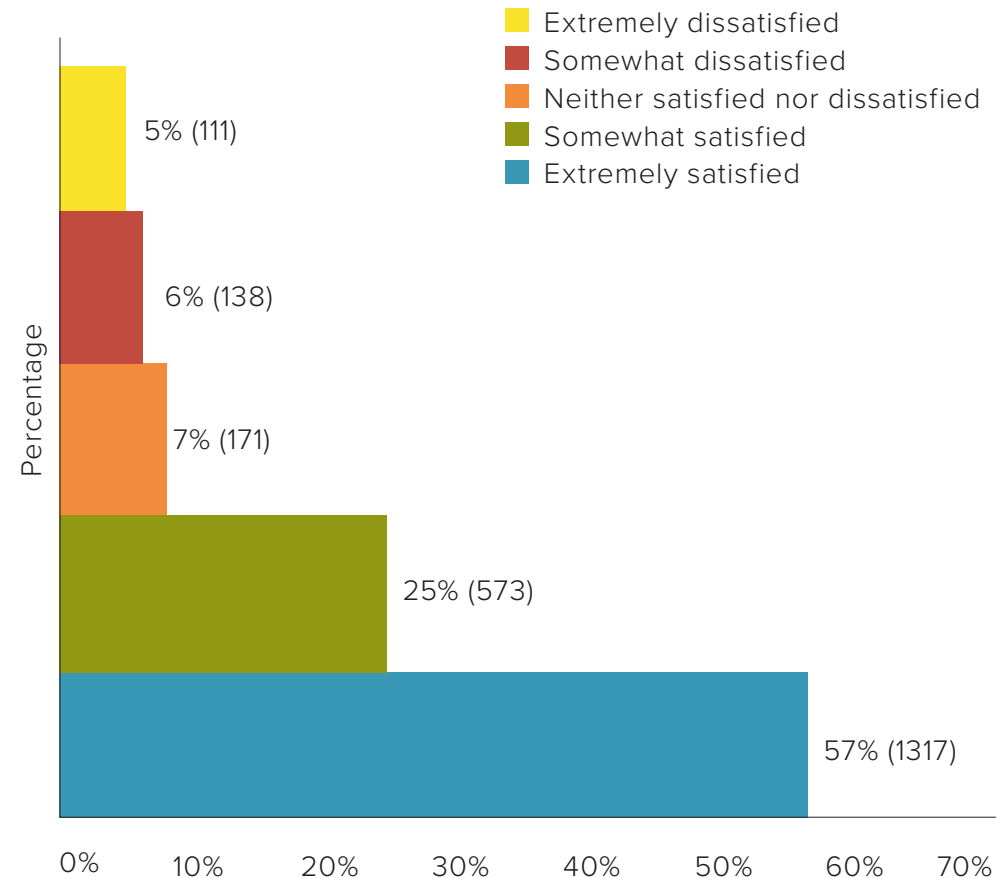
9. WELCOME TO THE GREEN

INVITE APPROPRIATE ALTERNATIVE USE OF OUR PUBLIC GOLF COURSES FOR GREATER BENEFIT

- Potential Projects:
- Introduce alternative recreation and activities on golf courses for general public recreation such as walking paths/ trails, concessions, off-leash dog walking, Frisbee golf, running races, cross country skiing or groomed sledding.
- Incorporate additional environment benefits through tree plantings, diversifying vegetation, stormwater management, and nature centers in our golf courses.
- Re-wild and preserve native plant and wildlife sanctuaries outside of playable golf areas.
- Expand golf's involvement in environmental protection by incorporating constructed stormwater wetlands in unplayable areas of our courses.



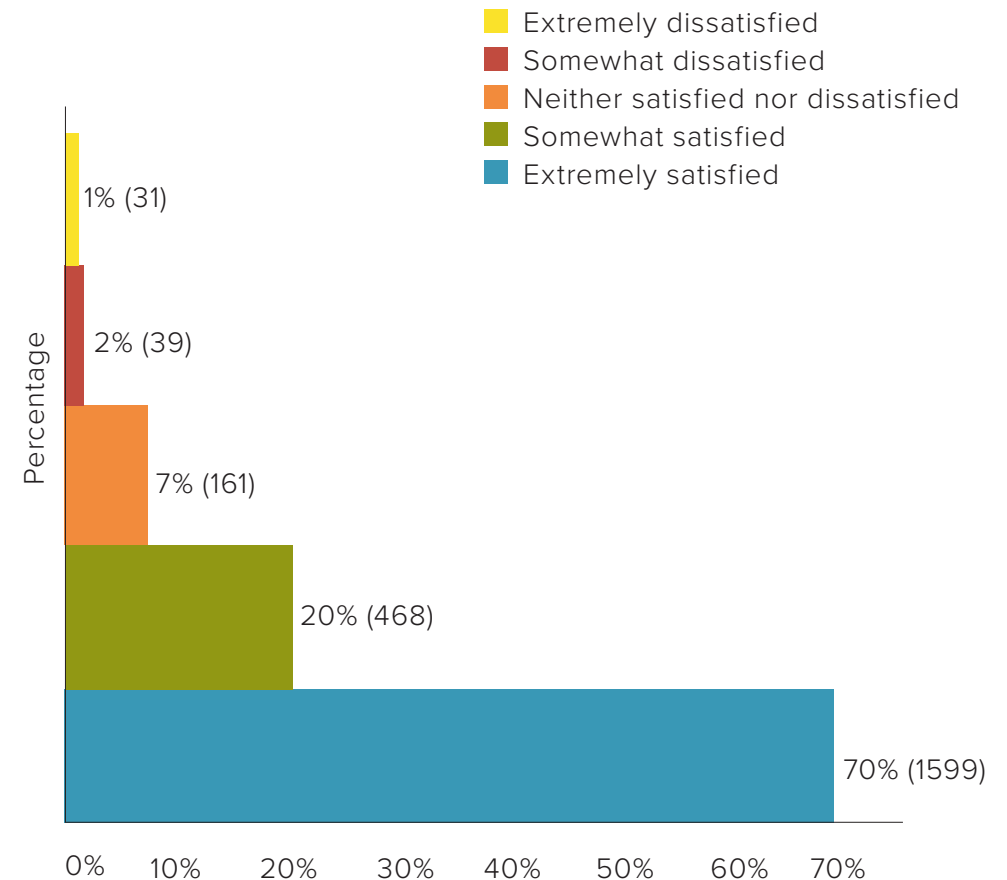
Q: PLEASE RATE YOUR SATISFACTION WITH WELCOME TO THE GREEN



10. PUT ENVIRONMENT FIRST

CULTIVATE MORE BIOLOGICAL DIVERSITY IN PARKS AND NATURAL AREAS

- Potential Projects:
 - Foster a robust native plant and pollinator habitat program that includes volunteer and educational opportunities operated out of Public Lands greenhouses and plant farms.
 - Host citywide education and engagement programs focused on environmental stewardship, citizen science, and connection with the natural world through SLC's public spaces.
 - Increase landscape resiliency to climate change by reclaiming degraded landscapes with beneficial plants, healthy soils, and habitat for birds and wildlife.



Q: PLEASE RATE YOUR SATISFACTION WITH PUT ENVIRONMENT FIRST

PRIORITIZATION OF PROJECTS

PROJECT URGENCY AND IMPORTANCE

Survey respondents were asked to rate both the urgency and importance of the ten transformative projects. These questions were designed to gain insight into community priorities for each project, highlighting which projects should happen right away and which projects should be prioritized because they are the most impactful and provide value.

When comparing urgency versus importance, two projects stood out significantly as being both the most urgent and most important. Put environment first was ranked the highest by survey respondents in both categories, with 73% ranking it as very important and 72% ranking it as very urgent. The next highest-ranking project was grow our urban forest, with 71% ranking it as very important and 68% ranking it as very urgent. This again reinforces the community's desire for using sustainable principles in managing Public Lands and improving the local environment with natural amenities.

These projects also were viewed as significant and held high support with focus

group participants. Overall, the question responses show that all projects are valued by the community. When combining the selections for medium urgency and very urgent, the 10 transformative projects were selected by between 56% and 94% of respondents as being urgent. The combined selections for project importance show that the 10 transformative projects were selected by between 70% and 95% of respondents as important.

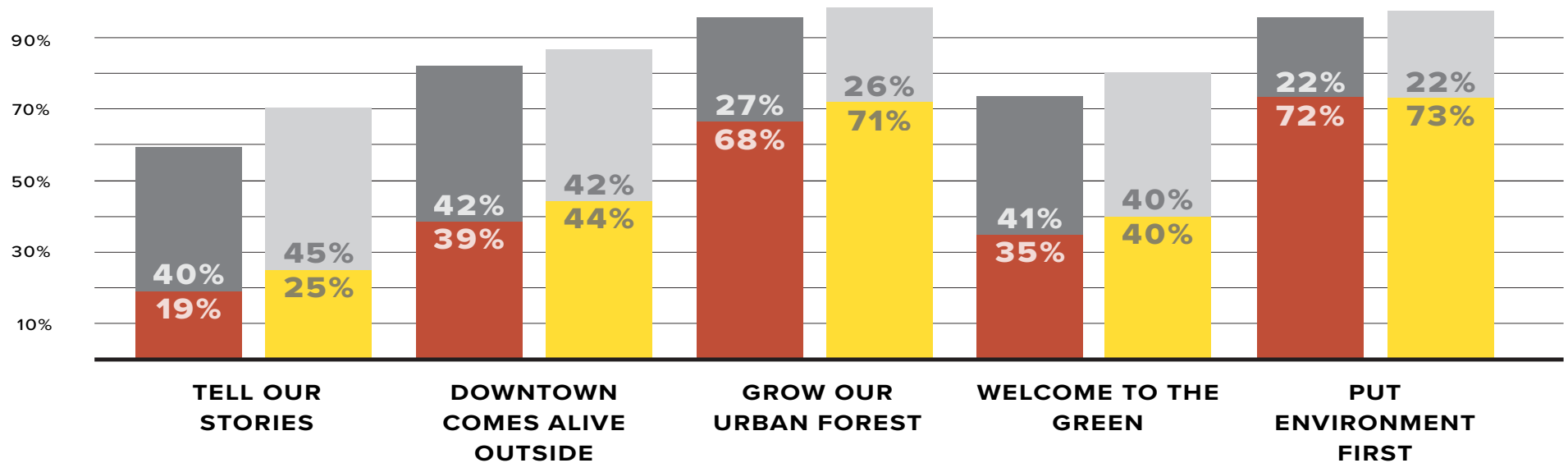
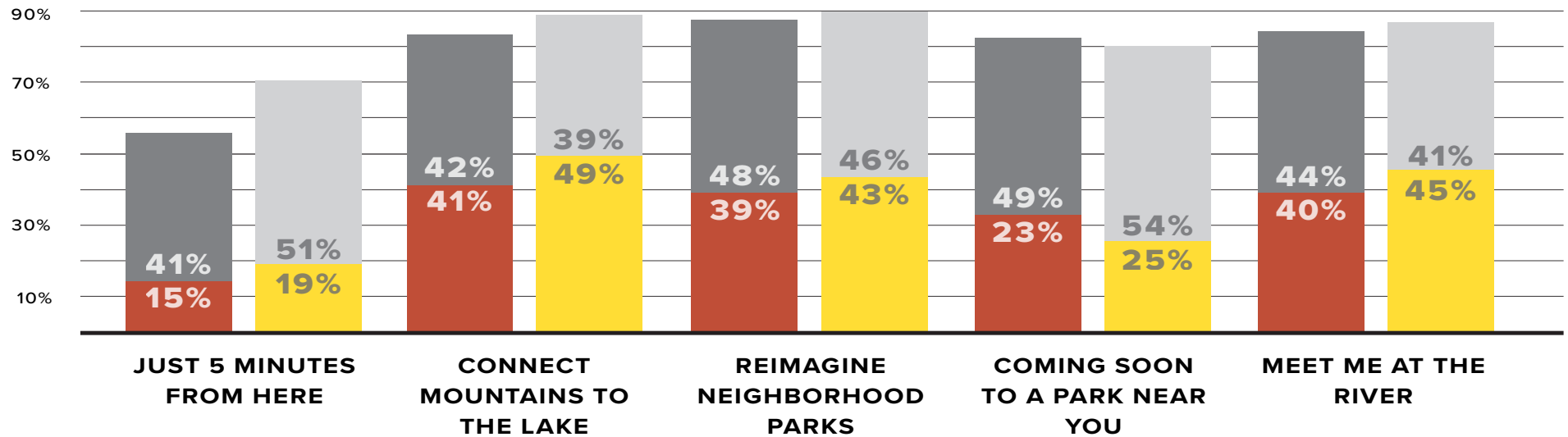
TOP CHOICES FOR OVERALL IMPORTANCE:

1. **GROW OUR URBAN FOREST - 97%**
2. **PUT ENVIRONMENT FIRST - 95%**
3. **REIMAGINE NEIGHBORHOOD PARKS - 89%**
4. **CONNECT MOUNTAINS TO THE LAKE - 88%**

TOP CHOICES FOR OVERALL URGENCY:

1. **GROW OUR URBAN FOREST - 95%**
2. **PUT ENVIRONMENT FIRST - 94%**
3. **REIMAGINE NEIGHBORHOOD PARKS - 87%**
4. **MEET ME AT THE RIVER - 83%**

URGENCY AND IMPORTANCE OF PROJECTS



■ VERY URGENT
 ■ MEDIUM URGENCY
 ■ VERY IMPORTANT
 ■ MEDIUM IMPORTANCE

NEIGHBORHOOD RESPONSES

NEIGHBORHOOD FINDINGS

Equity is one of the Master Plan value lenses that drives prioritization and decision making. This has raised the importance of reaching underrepresented communities during the engagement process. To understand more about how individual communities can be best served by Public Lands, survey responses were sorted by neighborhood to target responses from areas that have higher concentrations of underrepresented populations including minority populations, older and younger populations, and lower income populations. Survey responses from the Northwest, West Salt Lake and the northern and western portions of the Central Community are displayed below.

Like the overall survey results, survey respondents from these neighborhoods consistently chose “put environment first” and “grow our urban forest” as both the most urgent and most important of the ten transformative projects. The Central Community respondents rated these with the highest percentages of very important, with 81% for “grow our urban forest” and 78% for “put environment first.” This is compared

to 73% and 71 % respectively in the overall survey.

The next highest rankings for project urgency and importance corresponded geographically with the location of the neighborhoods, with the Northwest and West communities selecting “reimagine neighborhood parks,” “meet me at the river,” and “connect mountains to the lake” and the Central community selecting “downtown comes alive outside,” “reimagine neighborhood parks” and “connect mountains to the lake.” This shows a support for investments that will directly enhance natural amenities close to home, such as the Jordan River Parkway and Downtown parks while also increasing park, open space and trail connectivity city-wide.

NEIGHBORHOOD RESPONSES

Northwest Community

Urgent

1. PUT ENVIRONMENT FIRST - 73%
2. GROW OUR URBAN FOREST - 69%
3. REIMAGINE NEIGHBORHOOD PARKS - 50%
4. MEET ME AT THE RIVER - 48%

Important

1. PUT ENVIRONMENT FIRST - 76%
2. GROW OUR URBAN FOREST - 74%
3. MEET ME AT THE RIVER - 61%
4. REIMAGINE NEIGHBORHOOD PARKS - 59%

West Community

Urgent

1. PUT ENVIRONMENT FIRST - 69%
2. GROW OUR URBAN FOREST - 68%
3. MEET ME AT THE RIVER - 61%
4. REIMAGINE NEIGHBORHOOD PARKS - 43%

Important

1. GROW OUR URBAN FOREST - 78%
2. PUT ENVIRONMENT FIRST - 74%
3. MEET ME AT THE RIVER - 64%
4. CONNECT MOUNTAINS TO THE LAKE - 50%

Central Community

Urgent

1. PUT ENVIRONMENT FIRST - 79%
2. GROW OUR URBAN FOREST - 71%
3. DOWNTOWN COMES ALIVE OUTSIDE - 45%
4. REIMAGINE NEIGHBORHOOD PARKS - 40%

Important

1. GROW OUR URBAN FOREST - 81%
2. PUT ENVIRONMENT FIRST - 78%
3. DOWNTOWN COMES ALIVE OUTSIDE - 51%
4. CONNECT MOUNTAINS TO THE LAKE - 50%

SURVEY COMMENTS

COMMUNITY IDEAS AND INPUT

The two survey questions prompting write-in comments received a total of 1,838 responses.

The first question “What changes would you suggest, if any, to the Vision or Goals?” received roughly 120 responses that expressed positive support for the vision and goals statements. 238 comments suggested changes to the vision and goal statement language. 107 comments suggested additions to the vision or goal statements. The remainder of comments were an assortment of specific strategies suggested to support the goals, the most common ones listed here in order of occurrences:

- Environmental/natural resources/habitat;
- Golf courses;
- Park feature requests;
- Trails; and
- Unhoused populations management.

The second open ended question was more general, asking if there is anything else to consider or include in the Master Plan. Roughly 100 comments expressed appreciation for the plan or had no additional considerations. Some themes

within the comments included critique for the project public engagement process, details for the Transformational Projects, priorities to emphasize or desire for more clarity about funding/timelines. The remainder of comments covered a wide variety of topics, the most common ones listed here in order of occurrences:

- Park feature requests (such as dog parks/ off-leash, restrooms, water recreation features, signage, concessions, ADA accessibility and more);
- Trails;
- Golf courses;
- Management/maintenance/safety;
- Environmental interests (water conservation, air quality, energy conservation, native plants/invasive species, climate change resilience, light pollution, wildlife habitat, pesticides and more);
- Trees;
- Unhoused populations;
- Desire for additional parks and open space conservation;
- Connecting to green spaces through trails and public transportation;
- Education and programs; and
- Urban farming, gardens, and edible forests.

SURVEY COMMENTS

“SAFETY FOR MARGINALIZED AND OVER POLICED COMMUNITIES. FOR BLACK AND BROWN PEOPLE PUBLIC SPACES ARE NOT ALWAYS SAFE (RIP TRAYVON MARTIN, TAMIR RICE, DARREN HUNT AND MANY MORE). PART OF ACCESS FOR THESE COMMUNITIES IS ASSURANCE THAT THEY WONT GET SHOT OR ARRESTED JUST FOR EXISTING IN PUBLIC SPACES WHILE BEING A PERSON OF COLOR. SOME SORT OF POLICE AND EMERGENCY SERVICE OUTREACH TO ENSURE THIS MESSAGE IS HEARD WOULD BE APPROPRIATE.”

“I THINK THE VISION STATEMENT SHOULD INCLUDE EXPLICIT LANGUAGE ON CLIMATE CHANGE.”

“I’M CONCERNED ABOUT ALLOWING PEOPLE AND OFF LEASH DOGS ON GOLF COURSES. THERE ARE PLENTY OF STRAY BALLS- INJURING THOSE THAT HAPPEN TO BE WALKING NEAR BY WOULD NOT BE UNUSUAL IF YOU OPEN THESE SPACES UP.”

“MORE EMPHASIS ON MAKING AREAS BIKE AND BUS FRIENDLY AND REDUCING THE NEED TO DRIVE TO PARKS.”

“SINCE MORE PEOPLE ARE USING THE OUTDOORS, EDUCATION ON HOW TO TREAT AND TAKE CARE OF IT IS ESSENTIAL.”

SURVEY COMMENTS

“PLEASE CONSIDER THE PLANTS AS MORE THAN JUST BEAUTIFYING LANDSCAPE FOR PEOPLE. NATURE ISN’T JUST A SETTING FOR HUMAN ACTIVITY.”

“EMPHASIZING THE REMOVAL OF INVASIVE SPECIES (ESPECIALLY TREES) FROM ALL PUBLIC LANDS TO FURTHER SPREAD INTO NATURAL OR WILDERNESS AREAS.”

“CONSIDER SENIOR AND DISABLED PEOPLE WHEN YOU REIMAGINE PARKS.”

“REQUIRE THAT ALL NEW APARTMENT BUILDING COMPLEXES HAVE GREEN SPACES AS PART OF THEIR DESIGN.”

“CONSIDER THE WATER NEEDS OF CURRENT AND FUTURE VEGETATION; MAKE PLANS THAT REDUCE WATER USE WITH NATIVE AND ADAPTIVE SPECIES WHILE ADDING TREES AND OTHER PLANTS.”

“INCREASED EDUCATIONAL TRIPS INTO THE FOOTHILLS BY SCHOOL AGE CHILDREN.”

SURVEY COMMENTS

**“FOOD FOREST!
PRESERVE THE
LAST REMAINING
ORCHARDS AND
INCREASE FREE
FOOD ABUNDANCE
IN OUR URBAN
AREAS.”**

**“BATHROOMS AT
TRAILS AND PARKS.”**

**“HONORING
NATIVE/
INDIGENOUS
PEOPLE AND
LAND.”**

**“MORE DOG
PARKS!!!!!!”**

**“ESPERO QUE
SE PRESTE MÁS
ATENCIÓN A
LOS ASPECTOS
MEDIOAMBIENTALES.”**

**“RECOGNIZING
RECREATIONAL
PRACTICES OF ALL
CULTURES.”**

**“YOU NEED FOOD
AT THE PARKS. A
FEW RESTAURANT
SPACES AT EACH
OF THE BIG PARKS
WOULD CHANGE
HOW PEOPLE
USE THE PARK.
INCORPORATE
FAMILIES AND
EATING AND I’LL
BE THERE EVERY
WEEKEND.”**

HOW INPUT WILL BE USED

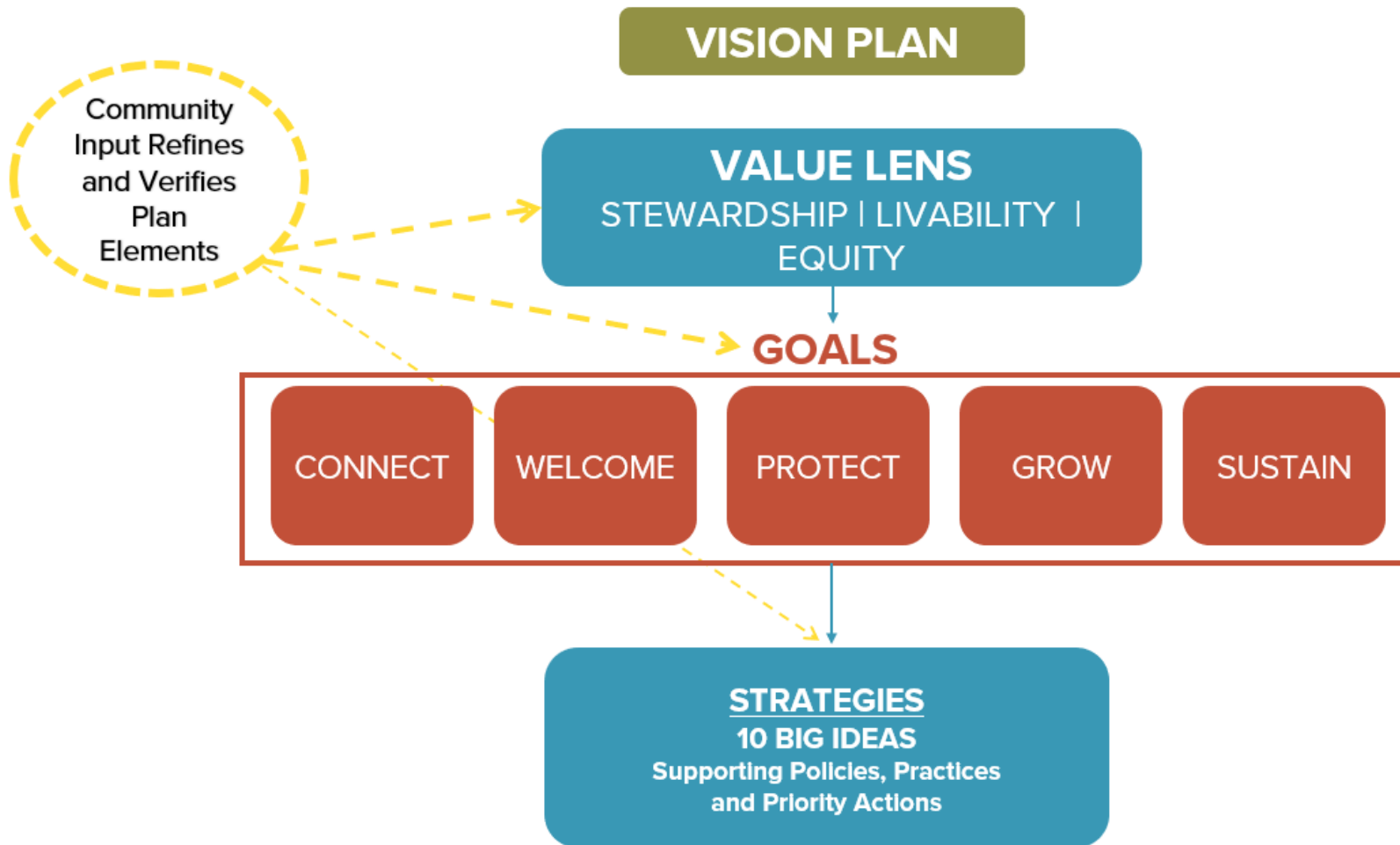
The survey feedback relayed that the Master Plan framework, vision, goals and transformative projects are on the right track, direct Public Land's investments and strategies over the next 10-20 years and have support from the community.

Survey input will inform the refining of Master Plan projects, strategies and actions and help to prioritize plan goals and the ten transformative projects.



COMMUNITY INPUT ON MASTER PLAN ELEMENTS

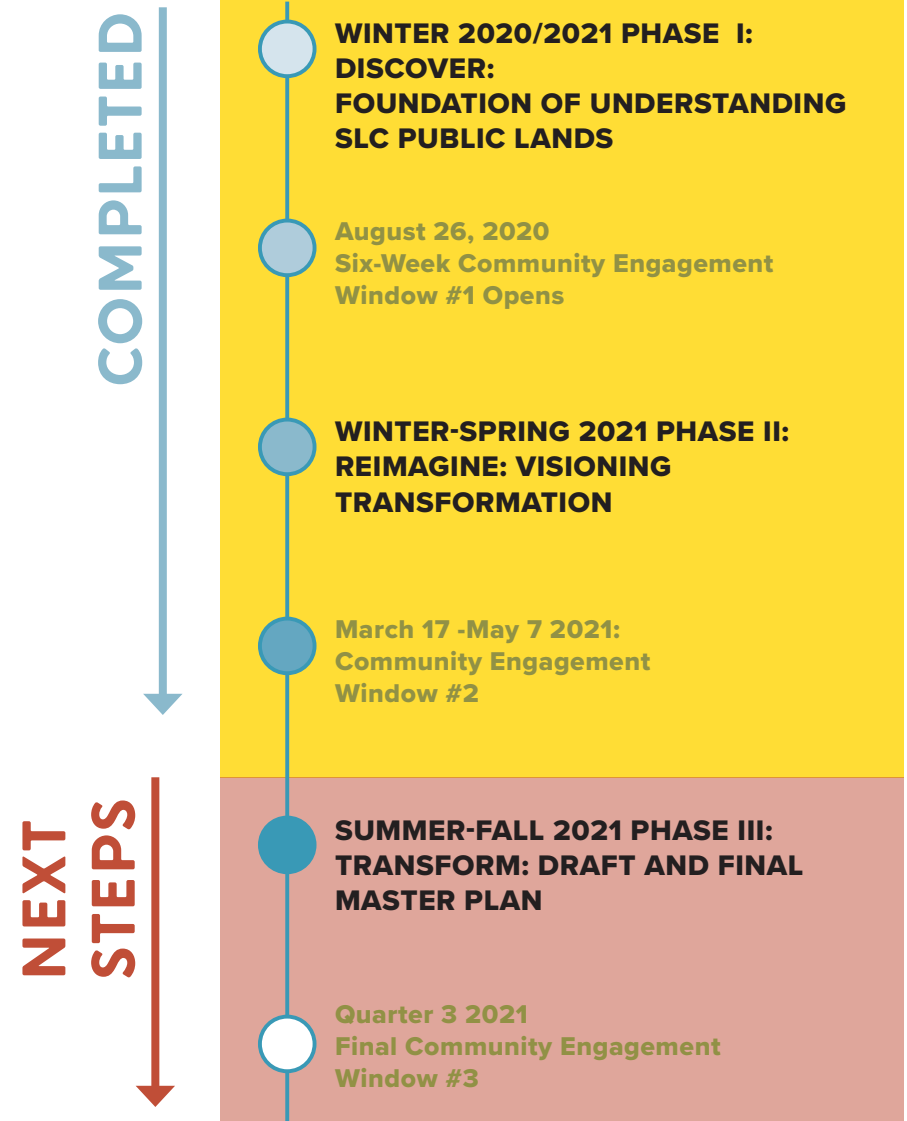
Plan Creation



NEXT STEPS:

- Master Plan review by Parks, Natural Lands, Urban Forestry and Trails Board.
- Master Plan review by City Council.
- Explore prioritization methods using community feedback and value lenses of equity, livability and stewardship.
- City review and adoption process.

PROJECT TIMELINE



APPENDICES

- A. 2021 Reimagine Nature Community Survey Instrument**
- B. Advertisement Methods**
- C. University of Utah Student Report**

Appendices available upon request by emailing Nancy Monteith:
nancy.monteith@slcgov.com

