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Media Advisory

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15 Communities Come Together to Kick-Off *Blueprint Jordan River: A Lake to Lake Vision*

You are invited to attend the kick-off meeting of *Blueprint Jordan River: A Lake to Lake Vision* on Monday, September 17, 2007 at the Utah Cultural Celebration Center (1355 West 3100 South) at 12:00 p.m. (Go east on 3100 South from Redwood Road in West Valley City.)

Thirty-six years have passed since the last comprehensive plan for the Jordan River was completed. Recognizing the need to update this 1971 study, Salt Lake County, with the help of Envision Utah, is sponsoring *Blueprint Jordan River: A Lake to Lake Vision* - a regional effort to create a new vision for the Jordan River.

This project's success – and ultimately the success of the Jordan River – is very much dependent on the 15 municipalities in three counties that border the river and the involvement of citizens along its 44 mile corridor. *Blueprint Jordan River's* goals include:

1. Updating the 1971 Jordan River Parkway master plan to create a vision of the ideal corridor and outline implementation efforts.
2. Coordinating the many existing plans and the current efforts that are examining open space, recreation, trails, and watershed. *Blueprint Jordan River* seeks to ensure these various efforts are working hand-in-hand.
3. Promoting public understanding and acknowledgement of the importance of the corridor/parkway, recognizing it as a regional environmental, recreational, educational and economic amenity. The Jordan River has the potential to become one of the Wasatch Front's key amenities, comparable to our canyons.
4. Creating a best practices toolbox that takes the ideas that come out of the *Blueprint* and shows how they could be implemented along the river.
5. Creating a library of all the Jordan River's existing plans and studies in one location to encourage better, more cohesive understanding of the river.

With creativity and leadership, we can turn a sometimes neglected and underappreciated resource into one of the signature elements of the Wasatch Front.

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