

Salt Lake City Open Space Interpretive Signage Charette

Thursday, November 14, 2013

1:30-3:30pm

Focus Questions and Responses (and ranking)

For each focus question, I have grouped responses that overlapped or described different facets of the same core idea.

Question #1. What goals do you hope to meet by adding interpretive panels to these natural areas?

1. Cultivate a greater connection to place and sense of stewardship among visitors. (19)

- a. Effectively foster a sense of ownership and stewardship among site users to encourage long-term preservation. (5)
- b. Foster respect for open space lands by articulating a land use ethic. (5)
- c. Cultivate a sense of place through increased understanding of our cultural and natural heritage (inform about special and/or historic features of sites). (3)
- d. Raise awareness of open space-related issues and the role of individuals in these issues (How users impact open space and surrounding neighbors). (3)
- e. Change behavior, inspire action, and reinforce good behavior. (2)
- f. Entice people to explore open space sites. (1)
- g. Help visitors connect open space messages with their actions at home.

2. Create audience-appropriate, low-cost signage that surprises and engages visitors, using approaches that effectively address the reality of vandalism. (19)

- a. Create panels that are interactive, not passive. (5)
- b. Design panels effectively for target audiences (bikers/walkers). (4)
- c. Don't overwhelm the visitors with signage. (3)
- d. Create design that is easy to maintain and not too expensive. (2)
- e. Create means of informing people of upcoming events, volunteer opportunities, changing uses (monthly/seasonal). Perhaps a digital bulletin board/calendar. (2)
- f. Fresh, exciting, surprising approach to signage that interfaces well with the land. (2)
- g. Inform, entertain, and engage. (1)
- h. Minimize vandalism.
- i. Engage a diverse audience so all feel welcome.

3. Foster a holistic view of open space lands as ecologically and socially valuable and interconnected natural areas. (18)

- a. Help visitors make an emotional connection with and forest respect for nature. (5)
- b. Communicate importance of open space and its value to community. (5)
- c. Increase awareness of trails and open space as valuable recreation resource. (5)
- d. Help visitors have holistic view of open space lands—how each contributes to the whole. (3)
- e. Foster understanding that the open space lands stretch from Bonneville Shoreline Trail to the Jordan River Parkway (Range to River).
- f. Show connections in the open space landscape, provide scale.

4. **Provide accurate information that improves compliance with rules and helps effectively orient and inform visitors about open space sites. (11)**
 - a. Effectively communicate rules for using open space in appropriate ways. (4)
 - b. Direct people to where they can get additional information. (4)
 - c. Provide accurate information and orientation. (3)
 - d. Provide contact information for people to report criminal activity and get involved.

Question #2. What are the key messages (overarching themes/big ideas) you would like visitors to understand and take home?

1. **Our open space areas have many important ecological and cultural functions and values. (31)**
 - a. Native flora and fauna are important. (7)
 - b. Each site has important functions and values for humans and wildlife. (5)
 - c. Open space increases health, well-being, and social equity. (4)
 - d. Open spaces areas have many intrinsic and extrinsic values. (4)
 - e. “Concise directive.” (4) *(I am not certain about the meaning of this point, but it may suggest that the panels need to concisely reflect the mission/directive of the open space program. In other words, a key message would be “SLC’s open space areas protect native vegetation, water quality, and aquatic and terrestrial wildlife habitat while providing appropriate access and educational opportunities for the public.”)*
 - f. Open space is valuable to overall sustainability. (3)
 - g. Open space areas have rich historic content and value. (2)
 - h. Lake City values open space. (1)
 - i. Green is good. (1)
 - j. Open space areas provide health, solitude, recreation values.
2. **Each open space area is part of a larger network of interconnected habitat stretching from the mountains to the Great Salt Lake. (16)**
 - a. Open space areas are interconnected. (6)
 - b. Whole-system thinking. (5)
 - c. The Jordan River connects to a larger ecosystem, particularly via migratory birds. (2)
 - d. Each open space area is unique and protects particular habitats, and each is part of a larger, connected ecosystem. (2)
 - e. Each open space is part of a larger watershed or cultural story.(1)
3. **Open space areas are fun and interesting places to be. (13)**
 - a. Open space areas = excitement. There are many great reasons to come back again. (9)
 - b. There are many ways to engage with and use open space lands. (3)
 - c. Take time to explore and look deeper into each open space site. (1)
4. **Your involvement and stewardship is critical for sustaining of our open space areas. (9)**
 - a. Your help is needed. (5)
 - b. Use of open spaces can have unintended consequences (we can love them to death). (4)

Question #3. What do you hope people will do after reading these panels? (*responses to this question were not ranked*)

- 1. Become more active stewards, both within SLC's open spaces and in daily life.**
 - a. Volunteer!
 - b. Become stewards and help bring about long-term preservation.
 - c. Incorporate stewardship behavior into their daily lives.
 - d. Become advocates of over-arching themes of open space.
 - e. Use open space areas more responsibly (increased stewardship).
 - f. Come back to any open space or park with greater respect and stewardship.
 - g. Adopt a trail.
 - h. Contact police or other authority regarding issues and crimes.
 - i. Be willing to donate.
 - j. Change their behavior and understand why.
 - k. Understand the importance of actively maintaining open space, because open space doesn't take care of itself—develop greater understanding of stewardship.

- 2. Spread the word about Salt Lake City's open space areas.**
 - a. Communicate to others the need to be involved in preservation.
 - b. Bring a friend next time.
 - c. Fire up others to donate money to acquire new open space.
 - d. Have a desire to teach family and friends what they've learned.
 - e. Participate in political processes to obtain open space.
 - f. Record/report their experience and share with others.

- 3. Engage with and appreciate the open space areas in a new way.**
 - a. Use the sites more safely.
 - b. Feel that their time in the open space area was more than worthwhile.

- 4. Remember the messages of the interpretive signs.**
 - a. Integrate information.
 - b. Understand and follow rules.
 - c. Take steps to learn more.