

Flagstaff Trails Initiative
Education and Outreach Sub-committee Meeting

February 25, 2020 * 12:00-1:30PM

Willow Bend Environmental Education Center

Participants: Tyler Nelson, Chris Eaves, Joe Hamill, Kayla Gundrum, Nat White, Bryan Burton, Cassandra Roberts, Brian Poturalski, Justin Inglis, Lisa Clark

Action Items:

- Connect with Equestrian Estates contacts (**Bryan B**)
- Contact Robert Wallace/Leila Husain for information on Open Space Stewards (**Justin, Lisa**)
- Create Google spreadsheet for events (**Justin**) and populate it (**All**)
- Review negative comment response that Justin will send by email (**All**)
- For next meeting (March 23rd, 12-1:30, at Willow Bend)
 - Create etiquette campaign mock-up by next meeting (**Justin**)
 - Newsletter template (**Justin**)
 - List of social media content to post (**Justin**)

Updates:

- Many comments from the public regarding conflict between mountain bikers and hikers that will need to be addressed in some way

Etiquette Campaign:

Models

- AZ Trail Association - have great information

Format considerations

- Concise to keep peoples' attention (30 seconds at a trailhead to convey the information)
- Audience matters: use less words for experience users but more info is better for visitors
 - Could put more information on the website for visitors ("know before you go")
 - Accessibility (language, physical)
 - Give information on trail characteristics (ex: good for hikers, good for bikes, etc.)
 - Provide QR codes for translations

Platforms/outreach methods

- Website
 - Consistent information on partners' websites as well
- Office of Tourism, Visitor Center, Chamber of Commerce, etc. can distribute handouts with more information (still concise)
- Kiosks
 - Can be expensive
 - Focus more on universal language like pictures/icons
- Direct outreach
 - Equestrians: display etiquette materials at horse trail areas; [Bryan B will reach out to Equestrian Estates contacts](#)
 - Currently, no NAU Recreation representation, but NAU cycling community has been connecting with FLYRS
- Teach with youth programs
 - Some teaching etiquette already (e.g., FLYRS, AZCC, Gear Girls)
 - Build off of existing programming
 - Provide shorter presentations and materials as needed
 - Low hanging fruit
 - Create curriculum and provide trained individuals to teach etiquette in schools
 - Pre-fab curriculum for teachers takes too much time for them, so provide trainers from the community
 - Opportunity for AZCC to create an “ambassador” program to help with this; corpsmembers to help create the curriculum and disseminate the information
 - Teach etiquette on a routine basis; maybe tap into an NAU internship
 - Can also make the curriculum available for community groups to use; standardized information/packet on the website or at the library
 - Tailor to under 5 yrs old, 5-12, 12-18, and over 18 yrs old
- Create/change trail culture in Flagstaff
 - Trail patrol by the community with different user groups (hikers, bikers, equestrians, etc.)
 - Similar model at Grand Canyon, Village of Oak Creek (USFS Red Rock District), Snowbowl, Open Space Stewards
 - “Ambassadors” - helps with credibility when talking within own user group (ex: biker to biker); provide maps, information, minor first aid
 - Can help address potential issues with large/commercial groups
 - Trail hikes/Trail Talks
 - For existing groups, gives more authority when bringing in an outside person to give the information

- Look into utilizing Open Space Stewards for these - contact Leila Husain and Robert Wallace
 - Need small group of people willing to put in the time to ensure consistent messaging
 - Tie in to events/festivals already happening
- Events
 - Create a poster to display at as many events as possible like trail runner races, Bike to Work/School week
 - Create Google Drive spreadsheet with the events coming up and groups to reach out to
 - Include date, event, hosting group, need for FTI presence
 - Reach out to Girls on the Run
 - Add trail volunteer days
 - Biggest bang for the buck, right audience; definitely need FTI presence
 - Either send groups etiquette materials, or send FTI representative with them

Content

- Include share the trail, but keep it broad to include conservation/restoration values of FTI
- Dog leash picture
- Trail signs
 - Small signs along the trail that indicate which trails are to be used, “caution”, “yield to”, don’t cut switchbacks, etc.
 - Makes the trail feel more urban, but enough usage that it’s needed
 - Low interpretive signs like at botanical gardens; could use for etiquette along the trail
- Address trash
- Collect relevant content from existing resources (give credibility, track where it came from)
 - Justin will make mock-ups by the next meeting
 - Adapt for platform and age group, but start with youth audience

General outreach

- Utilize community, businesses, and partners to release etiquette campaign
- Top priority is content
- Potential talking points with the community:
 - How to get involved with FTI

- Open invitation to monthly E&O and Financial Sustainability meetings
 - Conservation and Restoration sub-committee may start meeting as well once there is more energy and solid leadership there (Nat?)

Digital Outreach Moving Forward

Monthly newsletter (includes etiquette campaign)

- Start with monthly, ramp up in summer if needed
- Directly in email (not a PDF attachment); currently have about 400 people on mailing list
- First newsletter: intro to etiquette campaign with an invitation to join subcommittees, list all stakeholders
- Content:
 - Events in the community related to trails
 - Trail news (one paragraph), lessons learned
 - Partner highlights (ex: FLYRS), just hone in on one per newsletter
 - Small etiquette blurb (“fun fact”), education component
- Justin will put the newsletter together, E&O will help with content
 - [Create template](#)

Social media

- Post 2-3 times a week; plan on once on Friday, one mid-week
- Share events, campaign, newsletter
- [Justin will bring a list of things to potentially post to go through at the next meeting and schedule them out](#)
- Be strategic about content and keeping peoples’ attention; get them to interact/engage

Negative comments

- Need a standard response to also use verbally in the community
- [Justin will put one together and ask for feedback through email](#)

Next steps

- First step: content
- [Next meeting: March 23rd at noon, at Willow Bend](#)