

Flagstaff Trails Initiative
Education and Outreach Sub-Committee Meeting

March 23, 2020 * 12:00-1:30PM

Virtual Meeting

Join Zoom Meeting via computer: <https://zoom.us/j/4192371457>

Dial-in: 1 (253) 215-8782 Meeting ID: 419 237 1457

Participants: Chris Eaves, Matt Roberts, Todd Lewis, Justin, Lisa

Action Items

- Reach out to MCS Stables and Mary Williams for equestrian contact (**Todd**)
- Event spreadsheet
 - Add 5 events in May, June, or July (**All**)
 - Send FBO events to Justin (**Matt**)
 - Reach out to Kenny (Coconino Trail Riders) and Bruce (Friends of the Forest) for events (**Justin**)
- Continue the Trail Ambassador conversation (**Marty, Chris, Justin**)
- Share ATA's Share the Trail campaign (**Justin**) and brainstorm ways to tailor to Flagstaff (**All**)
- Send language for response to negative comment to the subcommittee (**Justin**)
- **Next meeting: Saturday, April 18th, 9 - 10:30 am (Zoom)**

Updates

Equestrian contact

- Bryan previously given this task, but not on the call
- **Todd can try and reach out to MCS Stables**
 - Mary Williams? Was previously on the Core Team, but have not heard from her for a few months; **Todd will try and reach out to her as well**
 - Different types of users
 - Some like single-track, others like FS roads
 - Expansion in the area by Roger's Lake may lead to more conflict

Event spreadsheet

- Will include all events related to trails in the community to help get FTI involvement coordinated
 - Want to **add 5 events each by the next meeting; focus on the May/June/July events**
 - Events larger than 10 people are being postponed/cancelled right now

- Specific groups
 - Justin uploaded Gear Girls events already
 - With schools closed, Seeds of Stewardship and Gear Girls will likely be cancelled for this semester, focusing on the fall instead (probably)
 - Matt will try and find draft events from FBO to send to Justin
 - Coconino Trail Riders: Kenny will know; Justin reach out to him
 - Friends of the Forest: Bruce
 - Need to make sure to include the motorized events as well
- Event spreadsheet not currently on the website as it is intended for the subcommittee
 - Could potentially be posted in the future, but would need to be careful about the private/school events (add a column for public/private)
 - Valuable for people wanting to volunteer for FTI, race info

Mountain bike patrol (now "Trail Ambassadors")

- Based on Red Rock District bike patrol (through Sedona Red Rock Trail Fund), want them to do minor first aid to help bikers, give information about etiquette, help out with reporting/conflict (focus on data)
 - Ideal to integrate the groups in Flagstaff and Sedona
 - Will have a vetting process to be able to participate (training, certification)
- Similar mindset to the Snowbowl Courtesy Patrol; also expand to hikers and all other user groups, "Forest Activity Courtesy Patrol" up on Humphreys in hiking season
 - Change name to "Trail Ambassadors"
- OHV Ambassador Program can be a great model
- Scheduled a meeting this week with Marty/Forest Service and FTI, but effort is currently on hold
 - Chris wants to be a part of that meeting when it starts back up again

Other updates

- AZ Trail Association: there will be an enormous amount of people soon who desperately want to get out on the trails and help
 - Start preparing for this

COVID-19 Update and Outreach Impacts

Earth Day

- Postponed, on hold until May 11
- Will have more information as we know more about the outbreak

Outreach strategy moving forward

- Justin created a Facebook post to thank people for what is done already, and ask people to get outside
 - Boosted the post; only costs \$10, but has huge impact right now (1000% increase) as lots of people are on social media

General Outreach

Social media

- Facebook Boost 2-3 posts a week with the positive messaging, and an invitation to be a part of the conversation
 - Suggest trails that aren't highly visited for people coming up from the valley
 - Kendrick, back of Walnut Canyon, Sunset Crater
 - Post about positive comments from draft strategy; thanking for feedback
 - Pull in the hopeful comments (clean trails, uncluttered access, etc.)
- [Article on American Trails website](#) about the respite of trails
 - FTI should be a member
 - Includes cautions for still distancing even when being outside
- Currently targeted to Flagstaff, but will start expanding target to Phoenix/Tucson as it gets warmer

Newsletter

- Already have a template on MailChimp (list of 500 emails)
- Content for April:
 - Update on strategy
 - Re-emphasizing the successes from the past
 - Include link to American Trails article as a great source of education
- Content for mid-late April outreach (not in newsletter):
 - Point to less-used trails
 - Focus on "solitude"
 - Can direct people to the map on FTI website, with brief directions on how to use it
 - FS roads are closed right now, but will be opening around mid-April
- In each newsletter: One link to outside organization and one quote for what etiquette looks like for a specific user group (have people write in)

Etiquette Campaign

Trifold update

- Currently applying for a SEE grant with a budget to have them professionally made
- Have the content, but don't have it tailored to Flagstaff yet

- Relevant pictures
- Stories/anecdotes/points of interest
 - Not focusing on biocrusts or cacti; shift to archeological sites
- Use of trail different times of year (not using when muddy)
- Content models:
 - [Arizona Trail Association's Share the Trail; Justin will send out to everyone](#)
 - Etiquette campaign sent by Anthony
 - Very wordy
- Distribute a detailed trifold around town (stores, hotels) and on the website, but have an abbreviated version for the trailheads
- Social media posts for specific trailheads to let people know the trifolds have arrived; also incorporate into newsletters

Response to negative comments

- Justin put together a quick outline
 - Empathize
 - Ask, specific concerns (feel heard)
 - Ask to write down concerns
 - Give resources
 - Ask them to get involved
- [Justin will put together a typical response for email/comments to distribute for subcommittee members to use and tailor to their situation](#)
 - Give suggested language
 - Only use it when comfortable representing FTI

Future E&O Meetings

Accessibility

- Two meetings seem redundant (one during business hours and one in the evening or on the weekend), but having the second meeting as an update meeting might work
 - Updates don't tend to lead to as much engagement
- One meeting better than two
 - Be inclusive
 - Evening or late afternoon would be easier for some
- 47 people invited to this meeting, but only have 5 at this one
 - Might be worth trying a weekend date
- [Next meeting: April 18th \(Saturday\) from 9-10:30am](#)