blakely+company

Communication Practices Evaluation
PREPARED FOR BOULDER COUNTY PARKS AND OPEN SPACE

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Executive Summary

Introduction

In order to improve communications with users, the Boulder County Parks and Open Space Department (BCPOS) contracted with Blakely + Company to conduct a Communication Practices Evaluation. The overarching goal for the study was to enhance the general public's knowledge, understanding, and appreciation of open space properties and the rules and regulations through better communication and consistency of communications tools.

Purpose and Need:

Purpose

BCPOS believes information is essential to knowing about, understanding, and appreciating open space properties. How this information is communicated can affect a visitor's expectations about an open space property and their ultimate experience. Therefore, BCPOS's communication tools are essential in creating appreciation of the county's natural and cultural resources as well as support for BCPOS's management activities and rules and regulations.

Need

BCPOS has traditionally communicated information about its open space and trails systems via printed brochures, a quarterly newsletter, and onsite kiosks containing trail maps and other pertinent information. A variety of signs occur along trails, including directional, rules and regulations, and interpretive signs describing the natural or cultural elements of the site. With the advancement of online communication tools, the department has developed and implemented new forms of communication including website, social media, and smartphone applications.

BCPOS provides various types of information and utilizes a number of terms and phrases to describe and designate particular resources, land management activities, and regulations. However, it is unclear how that information influences people's behavior on open space. BCPOS strives to have relevant and consistent messaging throughout the open space program that the public recognizes, understands, and appreciates and that provides the most compliance with rules and regulations.

Objectives:

1. Evaluate the effectiveness of the department's public communication tools (e.g. web pages, social media, park kiosks, trail signs, brochures, quarterly newsletter, and maps) in providing relevant, desired, and necessary information and develop consistent standards for branding and messaging across all communication tools.

2. Identify specific terminology for open space rules and regulations whose use would most likely increase understanding, appreciation, and compliance with various open space management goals, policies, land designations, and regulations.

Studies Utilized:
Two studies were utilized in the development of this report — focus groups, which are a qualitative methodology and surveys, which are a quantitative methodology.

- Focus groups (five) with BCPOS property users
- Surveys of BCPOS property users (436 surveys)

<u>**Literature Review**</u>

Since 2000, there have been several studies conducted by recreation and land management organizations around the world that looked at best practices for communicating with the public. In "Promoting Persuasion in Protected Areas: A Guide for Managers Who Want to Use Strategic Communication to Influence Visitor Behaviour," (Sam H. Ham, Terry J. Brown, Jim Curtis, Betty Weiler, Michael Hughes, Mark Poll) these Australian researchers focused heavily on communications based on visitor belief systems. Their recommendations centered on making messages easy to process and making them relevant through the generous use of words such as "you," "my" or "your" and appealing to a personal or subjective norm.

Another Australian study, "Marketing of Protected Areas as a Tool to Influence Visitors' Pre-Visit Decisions," (Mike Reid, Stephen Wearing and Glen Croy, 2004) focused on "the issues salient to developing and implementing pre-visit communications in the context of protected area marketing and management." Prepared for national parks and protected area managers to help them communicate more effectively with potential visitors prior to their visit, the study recommended refining pre-visit communication roles within the organization, using visitor data to improve strategy development and campaign planning, developing a clear brand identity and vision and focusing on the website as the main communication tool for visitors.

With regard to conservation, one study, "Communicating Nature Conservation: A Manual on Using Communication in Support of Nature Conservation Policy and Action," (European Center for Nature Conservation, 2000) this study provided 10 key recommendations on how to better develop communication strategies. Recommendations included clearly defining goals and objectives, having a clear communication policy in place, adequate resource allocation (both staff and budget), providing communication training and assuring internal coordination among departments.

Key Findings
Included here are findings related to the specific project objectives and types of questions seeking to be answered. Additional findings can be found in the Findings and Recommendations section, which begins on page 9.

- According to the survey results, the tool used most often by users seeking information about a property prior to a visit is the BCPOS website. In the focus groups the website was also listed as the most useful communication tool BCPOS utilizes.

- All of the communications tools studied had some usage and awareness, but some stood out in addition to the website. These included kiosk signs at trailheads, the BCPOS Facebook page, property brochures, interpretive signs, rules and regulation signs and closure signs. Staff assistance and word-of-mouth communications also had strong awareness. These are the tools that will have the biggest impact on the understanding and compliance with goals, policies and regulations.

- According to the focus group participants, the types of information most desired by visitors include:

    o Allowed property and trail uses
    o Trail length, details and conditions
    o Terrain and topography
    o Amenities
    o Special features
    o Rules and regulations
    o Access points and parking
    o Location/directions
    o Flora/fauna/ecosystems

- Overall, BCPOS users feel the department does a good job of communicating with them. In the survey, 76% said their experience at the property matched the information provided "to a large extent."

- The terms and phrases that resonate most with the public and will most likely increase understanding, appreciation and compliance include:

    o **For Closure Signage information,** "Reason for closure" and "map of closure area" were the most preferred types of information for closure signs.

    o **For Habitat Closure signage,** "Sensitive habitat," was by far the most preferred phrase in the survey and "Critical Wildlife Habitat" was used in the two most popular signs shown during the focus groups.

    o **For Agriculture Closure signage,** there was not a clear favorite among the options provided. "Active agriculture" and "land leased by local farmers" were the top two preferences.

    o **For Park Planning Closure signage,** there wasn't a clear choice among respondents. The top answer was "preservation area," but only 27% of respondents selected that answer. "Protection area" was second most preferred, but only by 15% of respondents.

Recommendations

Some of the key recommendations are included here and more, including specific recommendations for the communication tools, are outlined in the Findings and Recommendations section, which begins on page 9.

- Continue putting a strong emphasis on public communications. Overall there was very little dissatisfaction with how BCPOS communicates with the public. The comments had more to do with improving specific communications tools.

- Develop a Graphic Standards manual and a Design Standards manual so that everyone who is working on communications is starting from the same point. This will ensure greater consistency in design and a stronger overall brand for BCPOS.

- Continue to improve the website and make it the primary communications tool for people interested in information about the department and specific properties. The site design should be improved to make it more consumer-friendly and the information most valuable to users should be prominent and easy to find.

- Try to narrow the number of communications tools to the ones that are most important to users and eliminate ones that are not critical. Besides the website, the most important tools include the kiosk signs at trailheads, the BCPOS Facebook page, property brochures, interpretive signs, rules and regulation signs and closure signs.

- Staff assistance and word-of-mouth communications are important according to the study participants. Staff should be given information updates frequently so they can speak consistently about key issues and properties.

- For sign verbiage, use the following words and phrases to increase understanding and compliance:

  - **For Habitat Closure signage:**
    "Critical Wildlife Habitat" was the most preferred phrase in the focus groups and "sensitive habitat" was the most preferred phrase in the survey. We feel it's important to create consistency with the signs so we recommend "Critical Wildlife Habitat" for all applications.

  - **For Agriculture Closure signage:**
    Use "active agriculture" to most clearly explain why the property is not open to public use.

  - **For Park Planning Closure signage,**
    Use "Preservation area" for signs on properties that are closed due to the park planning process.

Methodology

Focus Groups

Five groups were conducted in June 2013. The original plan was to conduct four groups, however a fifth was added after it was determined that several respondents were more actively involved in department issues and programs and we felt it would be more effective to combine them into a separate group. So a group of "stakeholders" was added on June 13, 2013. Four people participated in that group.

Meeting Date/Time
Wednesday, June 12 — 6:00 p.m.
Wednesday, June 12 — 8:00 p.m.
Thursday, June 13 — 4:00 p.m.
Thursday, June 13 — 6:00 p.m.
Saturday, June 15 — 10:00 a.m.

The screening criteria for the groups included:
- They had to be a Boulder County resident
- They must have used county open space properties and facilities in the past year
- They had to be at least 18 years of age or older and we tried to recruit participants across a broad range of ages
- We attempted to recruit participants from a range of users — hikers, mountain bikers, bird watchers, etc.
- The goal was for the groups to be 50% female and 50% male
- We tried to split the participants evenly between Boulder, Longmont and other parts of the county (1/3 from each area)
- The participants could not be Boulder County Parks and Open Space employees nor could they work for a market research firm.

The participants were recruited through two methods — posts on the BCPOS Facebook page asking for volunteers and personal recruiting at four of the BCPOS properties (Betasso Preserve, Heil Valley Ranch, Rabbit Mountain and Pella Crossing). A chart of participant demographics can be found in the appendix.

When forming the groups, the goals was to recruit at least **twelve** individuals per group with the expectation that two or three individuals from each group would not attend, leaving eight to ten participants.

Meeting Date/Time	# Participants
Wednesday, June 12 — 6:00 p.m.	9 of 10
Wednesday, June 12 — 8:00 p.m.	9 of 12
Thursday, June 13 — 4:00 p.m.	4 of 5
Thursday, June 13 — 6:00 p.m.	8 of 10
Saturday, June 15 — 10:00 a.m.	9 of 12

A $50 incentive was paid to each participant at the conclusion of the session.

Each group lasted between 1.5 and 2 hours and were conducted using a client-approved script to ensure the results would satisfy the research goals and objectives. Focus groups are a qualitative research methodology and the results are not statistically projectable throughout a population. Any numerical values cited are for summarization only.

The Focus Group Questionnaire utilized consisted of an Introduction to the focus group process; questions related to the Types of Information and Communications Methods used by BCPOS; a Materials Review that analyzed a variety of communication tools; specific discussion about Closure Area Signs and Maps; and a closing discussion that allowed participants to add any additional information they wanted to include relevant to the overall discussion.

At various times during the discussion participants were given handouts and asked to write their answers prior to the group discussion. The four handouts included:

- Handout #1 — This handout asked participants to imagine there was a new BCPOS property being opened to the public and (1) where would they go to find information about the new property and (2) what type of information would they want.

- Handout #2 — This handout listed the various types of information BCPOS communicates with the public and participants were asked to rank them according to their importance for them personally.

- Handout #3 — This handout includes the same types of information BCPOS communicates with the public, however in this instance participants were asked to indicate where they would go to find each type of information.

- Handout #4 — This handout included a full list of BCPOS communications tools and asked participants to mark the one tool they felt was most important; they were then asked to mark all of the tools they felt were unnecessary.

The results outlined in this report are the research team's findings for this project. The results should be viewed as strong indicators, however there is no guarantee that the application of these results will bring absolute success. Therefore, it suggested these results be used as a tool, along with BCPOS's management's knowledge of the organization's overarching goals and objectives; the nature of open space properties; and the county's residents, when making final communications decisions.

Survey

Boulder County Parks and Open Space (BCPOS) conducted a written survey at five properties between August 24, 2013 and November 3, 2013. Surveys were cancelled from September 12, 2013 to October 9, 2013 due to flooding.

The five properties where surveys were administered were:

- Caribou Ranch
- Heil Valley Ranch
- Betasso Preserve
- Rabbit Mountain
- Walden Ponds Wildlife Habitat

Due to the floods, the number of surveys administered at Heil Valley Ranch were about half of the initial goal. Since the property was closed due to the flooding, the remainder of the surveys was administered at Betasso Preserve because it is similar to Heil Valley Ranch in terms of uses and topography.

436 surveys completed resulting in a 95% confidence and 4.69% margin of error. The 436 surveys were completed in 569 attempts (133 refusals), which is a 77% response rate. This is an excellent response and compares with the two most recent five-year studies conducted by the department.

Surveys were conducted on weekdays and weekends and during three time periods — morning, afternoon and evening. 70.41% of the surveys were administered on weekends and 29.59% on weekdays. 43.58% of the surveys were administered during morning hours; 35.78% during afternoon hours and 20.65% during evening hours.

The breakdown of completed surveys by property were:

- Caribou Ranch   109
- Heil Valley Ranch/Betasso Preserve   105
- Rabbit Mountain   112
- Walden Ponds Wildlife Habitat   110

The margin of error at a 95% confidence level for each property is:

- Caribou Ranch   9.33%
- Heil Valley Ranch/Betasso Preserve   Not Calculated
- Rabbit Mountain   9.23%
- Walden Ponds Wildlife Habitat   9.33%

The surveys were gathered during 41 survey shifts. Each shift was two hours long, resulting in 5.3 completed surveys per hour. The surveys were conducted at property trailheads and potential respondents were contacted as they were exiting the property.

13 individuals conducted surveys — five BCPOS staff members, five volunteers and three participants in the *Senior Tax Work-off Program*.

Each surveyor attended a formation training session and during the survey collection they wore a BCPOS hat and nametag for identification.

Each surveyor was provided an identical package of materials, including clipboards (6 + sign), surveys (35 per shift), cover sheets (one per shift), envelopes (two – to store completed surveys), pens (7), a highlighter, hat, paper clips (two per shift) and several of Michelle Bowie's business cards in case participants had questions about the survey.

Findings and Recommendations

Website

Focus Group Results:

- The website is the most valuable communication tool according to participants.

- The BCPOS website had strong awareness prior to the focus group sessions. It was mentioned by more than half of the focus group participants.

- They liked the information on the site and many felt it was easy to navigate, but the consensus was also that the design was too "government" looking and didn't fit the user experience when they are at the properties.

- Some of the participants' comments and suggestions included:

    o Make the site more visually appealing
    o Add more and larger photos to better show off the properties
    o Think about a mobile version of the site or develop a new site with responsive design so the site appears well whether someone is accessing it on a computer, tablet or phone
    o Remove the navigation down the left side because it does not relate to the BCPOS site
    o Like the icons on the parks page tables
    o Like the use of the Twitter feed to give real time updates to trail conditions
    o Should have trail conditions on the main trails page
    o Make new properties more prominent

Survey Results:

- 61% of all respondents said they visited the BCPOS website in the past year.

Exhibit 1
Visited BCPOS Website in the past year.
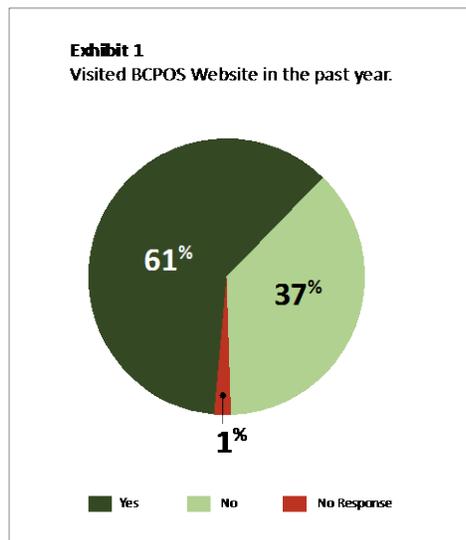
- Almost two-thirds of respondents (62%) said the BCPOS website is very easy or easy to use. Only 7% said it was difficult or very difficult.

- The top three answers in terms of most valuable information on the BCPOS website all had to do with trails — trail maps (82%), trail conditions (56%) and trail difficulty (45%). No other answer was mentioned by more than one-fourth of respondents.

Professional Analysis:

- o The website has a "government" look to it as opposed to one that is more consumer friendly.

- o The sections at the top are easy to read, however the large amount of copy on the homepage (below the top buttons) is not inviting.

- o Because it follows the county's website template, the navigation on the left side is not relevant to BCPOS and is thus confusing to the user. Users typically feel that the navigation they see is related to the site they are using, which is not the case in this instance.

Recommendations:

- Continue to improve the website and make it the primary communications tool for people interested in information about the department and specific properties. The URL should be featured prominently in other forms of communication.

- The design of the website may be limited by the overall Boulder County site and the platform being used. If not, we would recommend a significant design change that makes the site more visually appealing. This includes larger photos, less copy and removing the navigation related to the county on the left hand side of each page.

- We recommend a new content strategy that focuses on the information users want most about BCPOS and the properties. These include:

- o Trail maps, trail conditions and trail difficulty (terrain and topography) were listed as the most important pieces of information on the BCPOS website.

- o Other information mentioned as being important to property users includes allowed property and trail uses, rules and regulations, amenities, parking access, and directions.
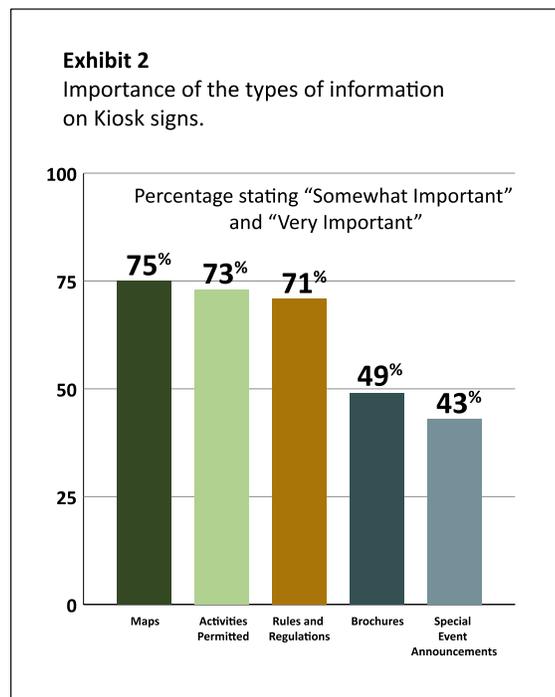
Kiosks

Focus Group Results:

- All of the focus group participants said that at some point they have read one of the kiosk signs.

- Kiosks were considered to be the second most useful method of communication.

- The consensus was that these signs are well designed, easy to read and fit with the natural settings.

- Some of their comments and suggestions included:

  - The map is most important and should be the largest element
  - Like the use of icons at the bottom of the signs
  - Prefer bulleted copy, not paragraphs to make it easier to read
  - Have an emergency phone number visible on the signs
  - Information about where you can and can't go on the property should be easier to determine
  - More use of icons on the maps to show what is and isn't allowed
  - Make the rules and regulations more prominent — it is too difficult to find them

Survey Results:

- More than 70% of respondents rated maps (75%), activities permitted (73%) and rules and regulations (71%) as somewhat or very important among the types of information listed on the kiosk signs. The other two items — brochures and special event announcements — were both listed as somewhat or very important by less than half of the respondents.

Exhibit 2
Importance of the types of information on Kiosk signs.

Percentage stating "Somewhat Important" and "Very Important"

Maps	Activities Permitted	Rules and Regulations	Brochures	Special Event Announcements
75%	73%	71%	49%	43%

- The percentage of respondents rating each type of information as very important went up after the flood for all options except maps, which stayed the same.

Professional Analysis:

- The kiosk signs are very well designed. The information on each one is well spaced making it easy to find information and the design of the overall structure fits well with the natural environment.

Recommendations:

- Try to incorporate the two most prominent suggestions that came out of the research — make the maps larger and make the rules and regulations more easily readable. These were two of the three most important types of information on the kiosk signs according to survey respondents.

- We also recommend the suggestion from the focus groups to have an emergency phone number (if there is one other than 911) prominently displayed on the signs.

Property Brochures

Focus Group Results:

- Throughout all of the groups, almost all of the participants had seen one of the brochures prior to the focus group session.

- Overall, the brochures were well received. They liked the information provided and consistent design, but some felt it was too consistent and it was hard to tell the brochures apart.

- Most of the participants felt the map was the most important part of the piece.

- Some of the participants comments and suggestions included:

    o Include the website on the front of the brochure
    o Use more color to differentiate the various brochures
    o Make the map more prominent, it's the most important part of the brochure
    o Make the symbols on the maps consistent across the board
    o Include photos of the most likely flora and fauna
    o Use better quality photos
    o Put pdf's of the brochure online

Survey Results:

- Overall, 39% of respondents sometimes take a property brochure when they visit a BCPOS property and 37% never do. Another 23% said they do on their first visit.

Exhibit 3
Take a property Brochure when they Visit a BCPOS Property

37%

39%

23%

2%

Sometimes   Never   Yes, but only on first visit   No Response
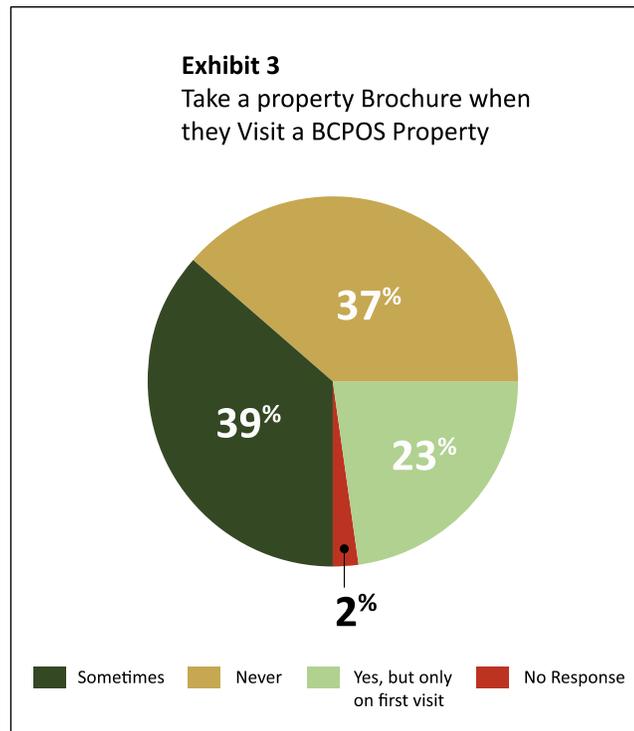
- When asked to indicate their interest in various informational topics included in the property brochures only three topics had more than half of the respondents say they had "considerable interest" in the topic — map (70%), plants and wildlife (58%) and sights at the property (50%).

- When you add "moderate interest" to the total, all but one topic was mentioned by more than half of respondents. That one was "management activities," which only had 17% say "considerable interest" and another 28% say "moderate interest."

Professional Analysis:

- This series of brochures is very consistent in the design. For users who go to different properties it is easy for them to recognize this source of information and they know visually what to look for at each property.

- The size of these brochures is appealing since they are easy to put in a pocket or hold onto while hiking.

- The two-color design and brochure layout are not consistent with any of the other materials.

- The quality of the photos isn't consistent throughout the brochures. Some of the photos used are low-resolution or poorly taken.

Recommendations:

- Change the Property Brochures to a four-color design if the printing budget allows for it. Give each brochure a unique secondary color so users can tell the apart.

- Make sure the map is prominently featured in the brochure. It is the most important element users want to see.

- Focus on the information users said they want most — map, plants and wildlife and sights at the property. Reduce the information about other topics, or eliminate it if spaced doesn't allow for it.

- Use better quality photos. At the very least all photos should be high resolution.

Closure Area Signs

Focus Group Results:

- Closure signs had strong awareness prior to the focus group sessions. They were mentioned by more than half of the focus group participants.

- The first part of the section about closure signs asked participants to imagine they were in charge of developing the signs that let people know a particular property or area in a park was closed because it was wildlife habitat. They were asked to write down the language they would propose for the sign, with the goal of increasing understanding, appreciation and compliance. Overall the participants had a strong grasp of what the goal was for the sign, though the amount of copy they wrote varied a great deal as did the tone. Some were nicer, using "please" and "thank you" in their copy and others were much more direct and stern. A complete list of their individual signs can be found in the appendix.

- After writing the verbiage for their own sign, participants were asked to review a page that showed nine examples of closure area signs and to put an "x" next to the sign they thought would be most effective. The sign that received the most marks (14 votes) is shown here.

- The second most popular sign (six votes) was one for Heil Valley Ranch that had the words "Critical Wildlife Habitat" in larger letters and a map of the property that showed the closed areas.

- With the top two signs having the words "Critical Wildlife Habitat," we can make the distinction that those words are seen as effective for areas that are closed due to wildlife habitat.

- The third part of this section asked participants what words or phrases related to signage of this type would they find more appealing or less appealing. Some of the responses included:

  - Brown ones blend in too much
  - Have a way to distinguish the levels of seriousness
  - Big "alert" in red letters
  - If never going to be open to the public, don't say "closed" because implies it will be open someday
  - Include contact information
  - Should be friendly, but firm
  - Find one common sign so people won't be so offended

Survey Results:

- The first question asked respondents what type of information would be most effective on signs letting people know a property is closed. "Reason for closure" and "map of closure area" were by far the top two answers with 89% and 71% respectively. "Friendly request for your cooperation," was the third most common answer, but barely more than one-third (36%) of respondents mentioned it.

Exhibit 4
Type of information most effective
on a closure sign
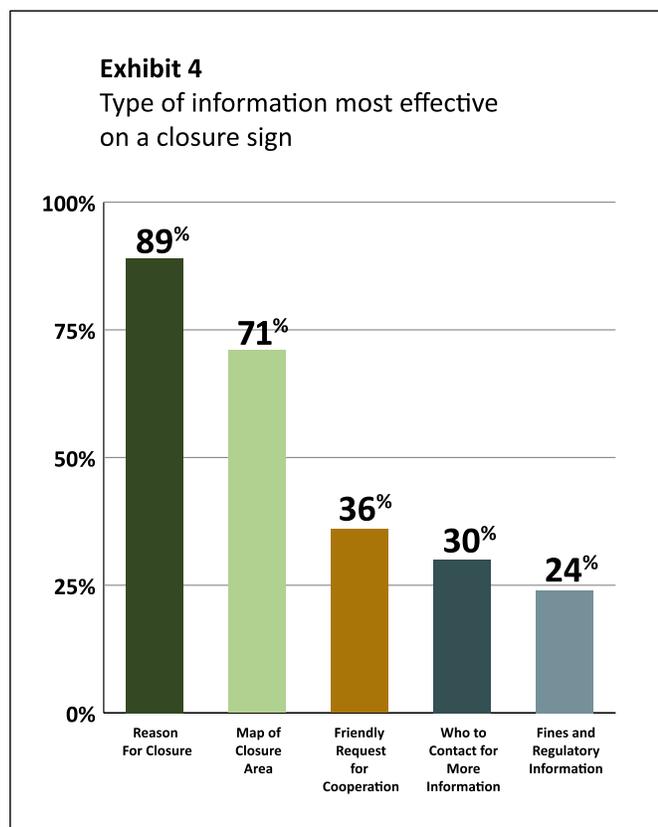
- The next question asked which phrase resonated most in describing habitat that is closed for wildlife. "Sensitive habitat," was by far the top answer (61%) with the second most common answer only receiving 7%. There was no significant difference in the answers from the individual properties.

Exhibit 5
Phrase that resonates the most in describing habitat closed to public for wildlife

62% · 7% · 6% · 4% · 4%

Sensitive Habitat · Rare Habitat · Valuable Habitat · Significant Habitat · Unique Habitat
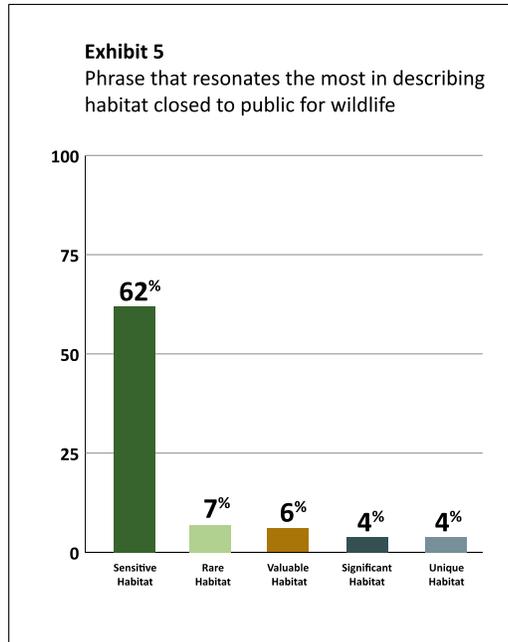
- The third question about closure signs asked which phrase resonated most in describing land that was closed to the public for agriculture. Overall, "active agriculture" (41%) and "land leased by local farmers" (35%) were the top two answers for describing land that is closed to the public for agriculture. Again, the other responses often combined two or more phrases, such as having the sign say both of the top two answers.

Exhibit 6
Phrase that resonates the most in describing land closed to the public for agriculture.

41% · 35% · 13%

Active Agriculture · Land Leased by Local Farmers · Agricultural Production
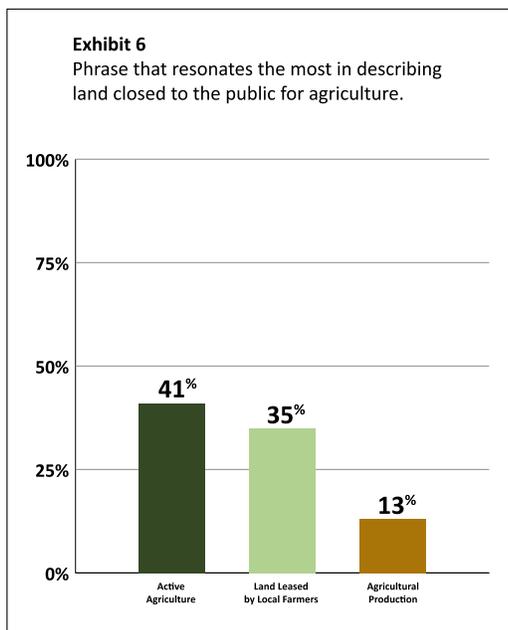
- The final question about closure signs asked which phrase resonated most in describing an area that is close to the public during the park planning process. The top answer "preservation area," only received 27% of responses. "Protection area" was second with 15%. Almost half of respondents didn't answer the question or gave other options (44%).

Exhibit 7
Phrase that resonates the most in describing an area closed to the public during the park planning process.

Area	Percentage
Preservation Area	27%
Protection Area	15%
Management Area	11%
Natural Area	5%
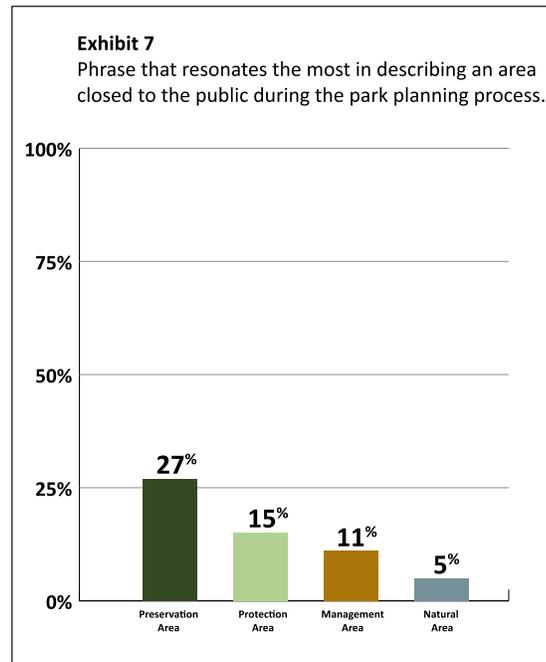
Professional Analysis:

- There is little consistency among the sign design styles and no consistency with other communications tools.

- Many of the signs have short copy and large type, which make them easy to read, which is even more important for these types of signs.

Recommendations:

- Develop a consistent design standard for the signs to go along with the more consistent messaging. We recommend the brown signs with white type. These were well-liked in the focus groups and they fit with the natural environment.

- Keep the copy as short as possible and the type as large as possible given the size parameters of the signs. This will help increase readability.

- For sign verbiage, use the following words and phrases to increase understanding and compliance:

  - **For Habitat Closure signage:**
    "Critical Wildlife Habitat" was the most preferred phrase in the focus groups and "sensitive

habitat" was the most preferred phrase in the survey. We feel it's important to create consistency with the signs so we recommend "Critical Wildlife Habitat" for all applications.

o **For Agriculture Closure signage:**
Use "active agriculture" to most clearly explain why the property is not open to public use.

o **For Park Planning Closure signage,**
Use "Preservation area" for signs on properties that are closed due to the park planning process.

Rules and Regulations Signs

Focus Group Results:

- Rules and regulations signs had strong awareness prior to the focus group sessions. They were mentioned by more than half of the focus group participants.

- In general, the participants felt the signs were less inviting and more difficult to read because they were all type, without graphics.

Survey Results:

- The Rules and Regulations signs weren't specifically studied in the survey, however when asking about the kiosk signs respondents listed the Rules and Regulations as one of the three most important pieces of information on the sign.

Professional Analysis:

- We understand that legal standards require the long list of rules and regulations, but the layout of the signs does not immediately get your attention. Small design changes could make it so these signs get users attention more easily, which would increase use and compliance.

Recommendations:

- Simple changes to the design can make these signs easier for visitors to read. Some changes could include reversing the headline out of a color bar, making the signs slightly larger and having a little more space between each numbered item.

Facebook and Twitter

Focus Group Results:

- Facebook was considered to be the third most useful method of communication.

- Several of the participants "like" the BCPOS Facebook site so they had strong awareness of it.

- Of those who follow the Facebook page, the majority felt the site provides good information and they really like the photos from the properties. The other types of posts they like include trail and property conditions, and reminders to plan hikes.

- The majority of participants have Facebook pages.

- Some groups didn't have anyone who uses Twitter and the most in any group was two.

- The BCPOS Facebook page had strong awareness prior to the focus group sessions. It was mentioned by more than half of the focus group participants.

- Because few participants have Twitter accounts there was little awareness of BCPOS's Twitter presence.

Survey Results:

- Respondents were asked if they looked for information about the property before their visit and 33% said yes. Of those, 4% said they used Twitter as a source and 3% said Facebook.

Professional Analysis:

- The department uses these social media platforms as well or better than most organizations, especially government organizations.

- The Facebook program is very good. Having more than 3,000 followers on Facebook is a strong testament to the execution of this tool. By comparison, the Facebook page for the City of Colorado Springs Parks, Trails and Open Space Department has around 670 followers.

- In looking at the posts, they are informative and well written and photos of properties are used well also. The use of Twitter as a way to communicate trail and property conditions is also an asset.

Recommendations:

- We do not recommend any changes to the current Facebook and Twitter strategy. The frequency and type of Facebook posts are good and users find the site to be a valuable resource. Even though few users have Twitter accounts they like the use of Twitter to communicate trail conditions on the website.

Interpretive Signs

Focus Group Results:

- Overall the respondents liked the design of these displays very much, especially the use of color.

- They thought the signs provided interesting information for the trail user.

- Some of their comments and suggestions included:

    o Don't put too many of them along the trails
    o Use different materials – they seem to decay quickly
    o Include some at trailheads for mountain bikers who are less likely to stop along the trail
    o Include the information online as well

- Interpretive signs had strong awareness prior to the focus group sessions. These were mentioned by more than half of the focus group participants.

Professional Analysis:

- These signs are well designed and use color and "white space" effectively. Design elements from these signs could be utilized in other materials to build consistency.

- The mix of photos, illustrations and graphics are done well and create an inviting display that is easy to understand.

- The copy doesn't feel too long which made the length of time spent reading and reviewing the signs reasonable.

Recommendations:

- The primary suggestions we have for these signs came from the focus groups. Consider adding the information to the website under individual properties; limit the number of signs along trails because some users felt it took away from the "natural" experience if there were too many; and include some near the kiosks for mountain bikers who are less likely to stop and read them during their ride.

- We do not recommend making any significant changes to the current design style(s) being used. One thing to be sure and avoid is increasing the amount of copy used on the signs from what is used now because this would be one thing that would quickly reduce the use of the signs.

Quarterly Newsletter (Images)

Focus Group Results:

- Very few of the participants had seen the newsletter and had no idea they could sign up to receive it. Of those who do receive it, they enjoy reading it.

- The majority of participants did not like the design of this piece and suggested a significant redesign if you continue using this tool. Suggestions included:

    o Make it more like a magazine
    o On the cover, tell a little about what's inside
    o More color in the design

- After reviewing it in the focus group, several people thought the content was good, though several thought there was too much copy and not enough photos and graphics. The Nature Detectives section was well liked.

- Some of their comments and suggestions included:
    o My first impression was unimpressive, but changed mind after looking at it
    o Offer this online (Flipbook)
    o Like updates on regional trails
    o Use the money to make a kids booklet instead
    o Wonder if the cost is necessary; the website is better

Professional Analysis:

    o Well-written and interesting content.

    o The layout doesn't get your attention right away. The design feels old and there are too few graphics to break up the large amount of copy.

Recommendations:

- Eliminate this piece or combine it with the newspaper inserts.

- If you decide to keep this piece, we recommend:

    o Updating the design so that it is more contemporary
    o Use more photos and graphics to break up the copy
    o Consider fewer articles and stories per issue to allow for the increase in graphic images
    o Treat it more like a magazine with "teaser" headlines on the front cover about what is inside
    o Consider emailing the magazine instead of printing it in order to save money and paper
    o Put the content online
    o Post links to individual articles on the BCPOS Facebook page

Newspaper Inserts

Focus Group Results:

- Very few of the participants had seen this tool prior to the focus group sessions. This could be for a couple of reasons — the samples shown had not been inserted in the newspaper recently and newspapers subscribers and readership have dropped off over the past few years.

- Participants liked the design of this piece, especially when they compared it to Images, which was reviewed right before this and, which like the inserts, is a multi-page piece. The one negative design issue that was brought up was the quality of the photos.

- The majority of participants liked the content of the inserts and several mentioned combining it with Images so there was only one piece and you could possibly save some money.

- Some of their comments and suggestions included:

  o Would pick up as a free handout
  o Like the in-depth stories
  o Like the information about non-trail properties and where the money is going
  o Think they serve an incredible service to the taxpayer
  o Think it would help people vote for taxes
  o Good way to reach people who don't know about open space

Professional Analysis:

  o The inserts are well designed and do a good job of presenting a large amount of information. The texture design on these pieces is especially nice.

  o The colors used in the inserts had a nice, "earthy" feel and fit with the organization and what you provide to users. These colors should be considered for other materials as well.

  o The sections are well separated and white space is used well considering the large amount of copy. Design elements from this piece could be ones that are utilized in other materials to make them consistent.

Recommendations:

- Eliminate or combine with the quarterly newsletter.

- If you decide to keep this piece, we recommend:

  o Continuing the keep the design colorful with a variety of graphics and good use of white space
  o Utilize it on a more consistent basis so residents have an opportunity to see it and read it
  o Put the content online
  o Post links to individual articles on the BCPOS Facebook page
  o Utilize these more frequently as you approach times to renew the open space tax; likely voters tend to skew older and they are also the primary readers of newspapers

Maps

Focus Group Results:

- Several types of maps were handed out to participants. After they reviewed them, we asked several questions.

- The map they found most useful truly did depend on their personal uses, so a few of the maps were referenced as most useful. However, the maps on the property brochures received several votes.

- The comprehensive map was liked because it shows all of the properties in one place so users can get the full scope of what land has been preserved in one place. However the size is very large and not convenient. A few participants asked where they could get one.

- One map that received a lot of positive feedback was the one that shows the elevation graphs for the hiking trails. Several participants suggested putting this on the kiosks and the property maps.

- The more detail and information a map had the more likely it was to be considered least useful.

- The brochure maps received the most positive comments about visual appeal, primarily because of the simplicity and the fact that they showed what the user wanted at the moment they were using them — trail information.

- Maps had strong awareness prior to the focus group sessions. These were mentioned by more than half of the focus group participants.

Professional Analysis:

- There is very little consistency in the map designs. Some of the individual maps have a lot of information that makes them more difficult to follow.

- On a positive note, depending on the type of information someone is looking for, there is probably a map version that gives them what they need.

Recommendations:

- Reduce the number of different map styles being used. The focus group attendees felt that a couple of the designs were more user friendly. These were the brochure maps and the elevation gain maps.

- Regardless of the map, making them as simple as possible is the key to reducing confusion and increasing usability. Try to consciously eliminate map elements that are irrelevant for the particular use it's being developed for.

- Add the elevation chart that participants liked to the map area on the kiosks and as a side bar to the map in the brochures.

- Keep the big countywide map so that it is available to people who want it. Even though it has a significant amount of information several people liked it.

Other Findings

The Focus Groups and Surveys included questions that were not specifically related to a specific communications tool. Following are the findings for those questions with Focus Group results shown first, then Survey results.

Focus Groups Results:

Handout #1 — Where Visitors Would Go to Locate Information about New BCPOS Open Space Properties

Following are the top 10 answers as to where they would go to find information. There was a clear break between each grouping in terms of how often they were mentioned. Focus groups do not yield statistically valid, quantitative information, so no percentages are provided.

Exhibit 8
Handout #1–Where visitors would go to locate information about new BCPOS open space properties.

Most Common Sources	1. Website 2. Google/Internet Search 3. Local Newspapers (print and website)
Next Most Common Sources	4. Email 5. Friend/Word-of-Mouth 6. Staff
Least Common Sources	5. Trailhead/Kiosks 6. Yelp 7. iPhone App 8. Public Meeting

What type of information would you want?
These are the answers given most frequently. Again, there was clear break in the frequency of mentions.

Exhibit 9
What type of information they would want.

Most Preferred Information	1. Allowed Property and Trail Uses 2. Trail Length and Details 3. Terrain/Topography/Conditions
Next Most Preferred Information	4. Rules and Regulations 5. Amenities 6. Access Points and Parking 7. Location/Directions 8. Flora/Fauna Ecosystems
Least Preferred Information	9. History 10. Wildlife

Handout #2 — Types of Information Communicated by BCPOS

Participants ranked the top three types of information they would look for or like to receive. This is the order in which the answers were given most frequently.

Exhibit 10
Handout #2—Preferred types of information communicated by BCPOS

Most Preferred	1. Trail Experience/Difficulty 2. Allowed Uses
Next Most Preferred	3. Special Property Features 4. Trail Conditions 5. Wildlife and Vegetation on Property
Least Preferred	6. Management Direction 7. History 8. Reasons for Restrictions

Handout #3 — Where Participants Would Go to Find Information Listed in Handout #2

- For information about the **history** of a property, the top sources of information given were websites, trail signage and brochures/flyers.

- For information about the **management direction** for a property, the most frequent answer was websites.

- For information about **trail experience/difficulty**, the top answers were websites and trail signage.

- For information about **trail conditions**, the top answers were websites, social media and trail signage.

- For information about **allowed uses**, the top answers were websites and trail signage.

- For information about **wildlife and vegetation**, the top answers were websites and trail signage.

- For information about **special property features**, the top answers were websites and trail signage.

- For information about the **reasons for restrictions** on a property, the top answers were websites and trailhead signage.

Websites and trail signage were clearly the top places participants would look for information about most topics. The distinction between trail and trailhead signage was not made during the groups. Almost all of the types of information listed are found on either trailhead kiosks or interpretive signs along trails, so we do not feel there is a need to change where the information is provided.

Open-Ended Question — Most Preferred Method of Communication

We asked participants what their most preferred method of communications is when receiving information from a business or organization. After giving their preferred method, we asked them for other methods of communication that are acceptable to them.

- A company or organization's website was the most preferred of getting information.

- Email was the most preferred method of being contacted by a company or organization.

Closing Questions
After reviewing the maps the groups concluded by asking participants two questions:

- Of all the communications tools discussed, what is the one that is most important to them for receiving information about BCPOS?

- Do they have any other advice or ideas for BCPOS about communicating with the public?

- The website is considered the best and most important tool overall.

- With regard to the second question and other advice or ideas they had for communicating with the public, the answers were varied and included comments such as:

    o Have volunteers on at the trailheads during the busiest times and not just during weekdays.
    o Add the elevations graph to maps
    o Keep in mind generational differences in how people like to communicate (older gentleman pointed this out in one group)
    o Incorporate radio PSA's into the mix
    o More concise information – many of the materials seemed to have a lot of information and copy
    o There are a lot of new people moving to the county and you need to find ways to reach them and education them about the properties

Survey Results:

1. **Which one activity do you consider your primary activity today at this park?**

- Hiking (58%) and mountain biking (22%) were the two most common answers among respondents.

Exhibit 11
Which one activity do you consider your primary activity today at this park?

(Note: Ride a horse, special event, family gathering and picnic received 1% of responses each.)
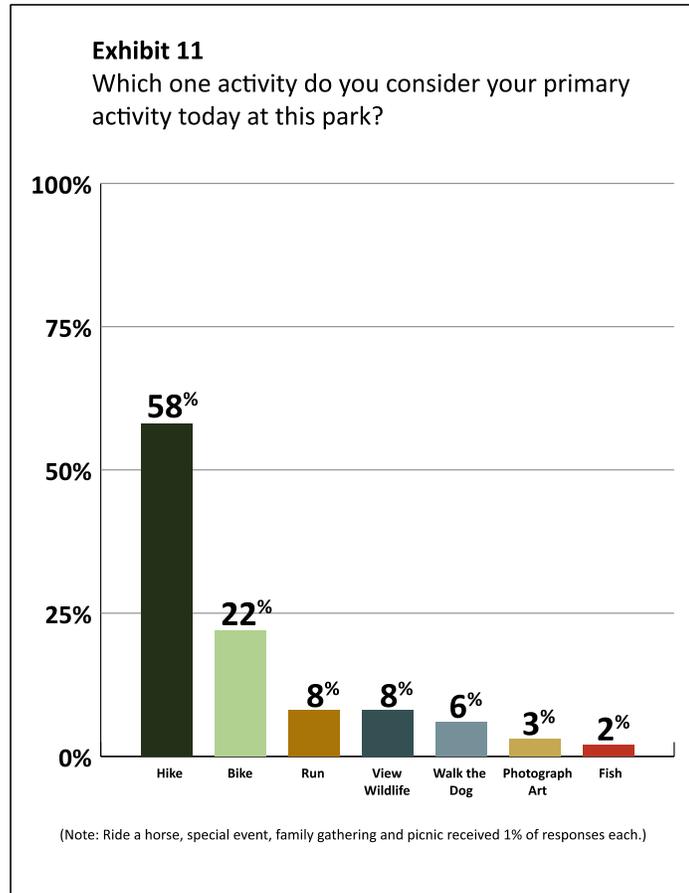
- Among the other options, Viewing Wildlife tied for third with 8% overall, but was listed by 27% of the respondents from Walden Ponds Wildlife Habitat.

- For individual locations, Caribou Ranch had the highest percentage of hikers (89%) and Heil Valley Ranch/Betasso Preserve had the highest percent of mountain bikers (71%).

- When comparing pre-flood and post-flood interviews there was a lower percentage of respondents who said hiking in the earlier period and a higher percentage that said biking. Running and viewing wildlife were tied overall, but running was five points higher in the pre-flood group and viewing wildlife was seven points higher in the post-flood group.

- It makes sense that biking and running dropped off after the flood since those activities are more difficult on damaged trails.

A chart comparing the overall survey results with the individual properties and pre-flood/post-flood results can be found in the appendix.

2. In the past year, how often have you visited this park? (check ONLY one)
     (results listed by most frequent visitation pattern to least frequent)

- Overall, first time visitors were the highest with 29% and those who came once or twice in the past year and those who come about once a month were next with 22% each.

Exhibit 12
How often have you visited
the park in the past year?
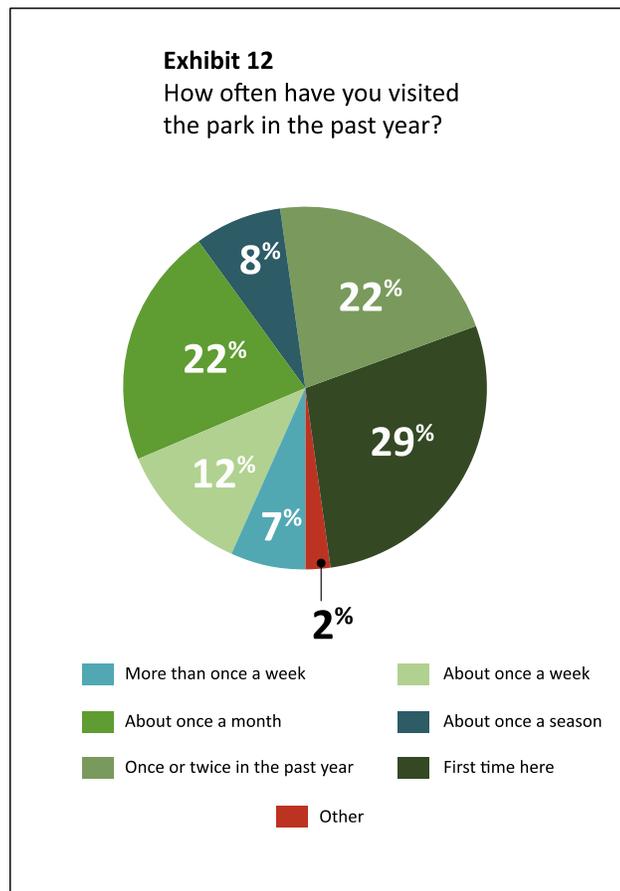
- Grouped another way, 19% visit once a week or more; 30% visit one to three times each quarter; and 51% have visited once or twice in the past year.

- Among the individual properties, Caribou Ranch had the highest percentage of first time visitors (38%) and Walden Ponds had the highest percentage of frequent visitors (16%).

- There were no significant differences in the pre- and post-flood comparison.

A chart comparing the overall survey results with the individual properties and pre-flood/post-flood results can be found in the appendix.

3. Did you seek information about the park or trail prior to today's visit?

- Overall, one-third (33%) of respondents sought information prior to their visit. There were no significant differences for the individual properties or the pre- and post-flood groups.

Exhibit 13
Did you seek information
prior your visit today

66[%]

33[%]

1[%]

Yes　　No　　No Response
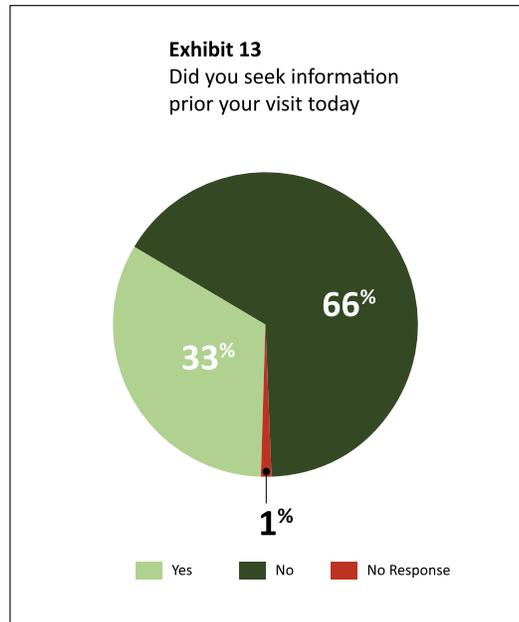
If yes, where did you get that information? (check ALL that apply)

- Of those who did seek information prior to their visit, 59% visited the BCPOS website.

- Search engine (18%) and word-of-mouth (16%) were the next two most common answers.

- Among the individual properties, website usage was consistent with the overall total except for Walden Ponds that had less than half of respondents who used the BCPOS website prior to their visit. This makes sense because they also had the highest percentage of frequent visitors who are more likely familiar with the property and hence don't need to visit the website for information.

- When comparing the pre- and post-flood groups a higher percentage of pre-flood respondents referred to guide books and the newspaper prior to their visit. Post-flood, a higher percentage referred to the BCPOS website, search engines, word-of-mouth and the trails app. It can be argued that post-flood, the sources of information used were more likely to yield more current information about the status of the properties and trails. All trails were closed post-flood and were slowly opened over a two- to three-week period after they were assessed for damage.

4. **To what extent does your experience at the property match the information provided about the park or trail?**

- More than three-fourths (76%) of all respondents said their experience at the property matched the information provided "to a large extent." Among the individual properties, Heil/Betasso had the highest percentage say "to a large extent," (88%) and Walden Ponds had the lowest percentage say the same (56%).

Exhibit 14
To what extent does your experience at the property match the information provided about the park or tail?

76% To a large extent
8% To a moderate extent
7% To Some Extent
6% Not sure
1% To a little extent
1% Not at all
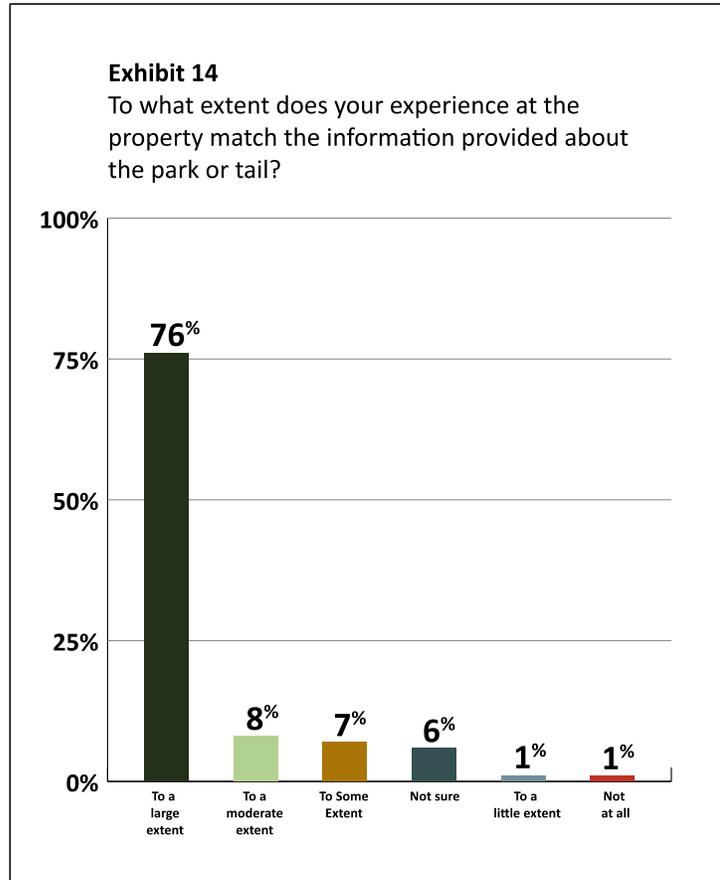
- The floods do not appear to have adversely affected visitors' experience because a larger percentage after the floods said their experience matched the information provided about the park or trail.

(Questions 5 through 17 were related to specific communications tools and those results are summarized earlier in this section.)

18. Where is your home? (check ONLY one)

- As expected, the top two locations were Boulder (32%) and Longmont (17%), accounting for almost half of the respondents.
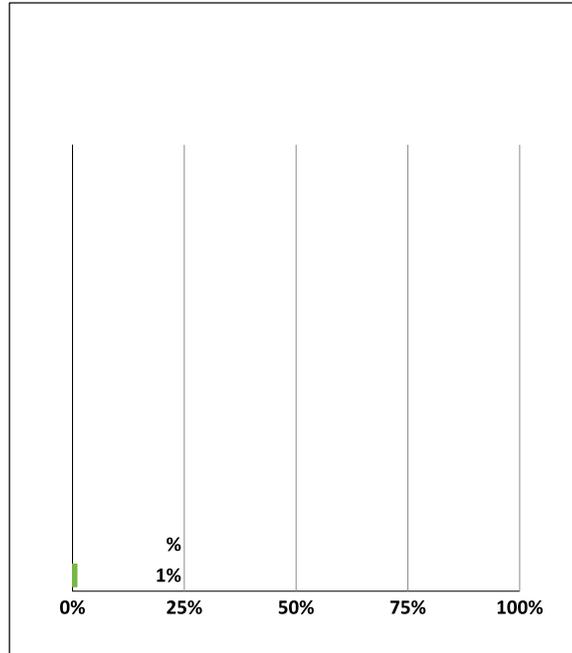
19. Please indicate what year you were born.

- 50% of the respondents were born in the 1950s and 1960s.

Exhibit 16
Please indicate what year you were born.
(Answers grouped by decade)
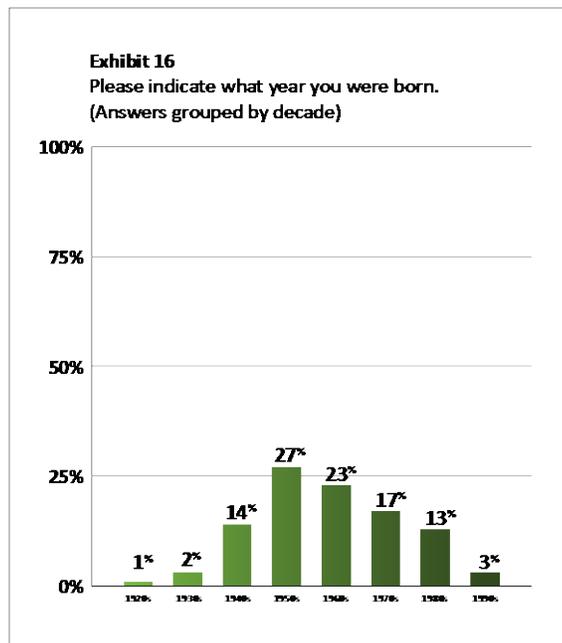
Other Recommendations

The following recommendations are not related to specific communications tools.

- Continue putting a strong emphasis on public communications. Overall there was very little dissatisfaction with how BCPOS communicates with the public. The comments had more to do with improving specific communications tools.

- Have a clear chain of command for the development and review of all informational and marketing materials that come out of BCPOS. This needs to be communicated from the top leadership on down in order to ensure compliance.

- Consider going through a simple or modified Brand Strategy process. This can help clarify how the organization wishes to be viewed by the public and the role communications plays within the department. This does not need to be an extensive, drawn out process. The findings from the study can inform the discussion and shorten the process.

- Develop an annual communications plan that outlines what you want to communicate to the public and when.

- Develop a Brand Guidelines manual and a Design Standards manual so that everyone who is working on communications is starting from the same point. This will ensure greater consistency in design and a stronger overall brand for BCPOS. Some of the required elements for this guide may already be outlined in brand guidelines for the county.

  Elements of the BCPOS Brand Guidelines would include:

  - Overview of why the Brand Guidelines exists and who to contact with questions

  - Logo usage
    - Correct usage
    - Incorrect usage
    - Alternative uses and configurations, such as for social media pages

  - Fonts that are acceptable in communications
    - Select a main font and secondary font
    - Possibly select sans serif and serif fonts to allow for flexibility

  - Colors
    - What are the acceptable colors to use, starting with the logo colors
    - Develop a secondary color palette to ensure that the colors used are visually compatible

  - Stationery
    - Acceptable design formats for letterhead, envelopes and business cards

  - Apparel Standards
    - How the logo and mark can be used on clothing

- o Vehicles
  - ▪ How the logo and mark can be used on department vehicles

Elements of the BCPOS Design Standards would include:

- o Overview of overall design recommendations
  - ▪ All graphic elements and treatments that are used throughout all communications tools

- o Specific overviews of the various types of communications tools BCPOS uses (i.e. website, brochures, kiosks, interpretive signs, newspaper inserts, Images, etc.)
  - ▪ Examples of each tool
  - ▪ Explanation of the branded design for each tool
  - ▪ Allowed colors and graphic elements if they are unique to a specific tool

- o Photo and/or illustration usage
  - ▪ Show example of the types of photos and illustrations that are acceptable for use in the communications tools

- Try to narrow the number of communications tools to the ones that are most important to users and eliminate ones that are not critical. Focus group participants and survey respondents, the most important tools are:

  - o Website
  - o Kiosk signs at trailheads
  - o BCPOS Facebook page
  - o Property brochures
  - o Interpretive signs
  - o Rules and regulation signs
  - o Closure signs

  Any tools beyond these should be looked at closely to see if there really is a need to have it in the communications toolkit.

- Staff assistance and word-of-mouth communications are important according to the study participants. Staff should be given information updates frequently so they can speak consistently about key issues and properties. Emphasize customer relations and the need to be helpful and nice to the users who ultimately decide whether or not to renew the tax.

- To assist with staff training and consistency in communications, consider developing a "key messages" document that clearly explains how to talk about various issues and properties.

- Focus communications on the types of information that are most important to users and try to eliminate the information that is less desirable. By narrowing the types of information and the tools used you can develop more consistent information for users. For example, in the focus groups, the three most important types of information users want are:

  - o Allowed Property and Trail Uses
  - o Trail Length and Details

o   Terrain/Topography/Conditions

- Make a concerted effort to reduce the amount of copy in the tools that have more information. The more you can make the pieces user-friendly and inviting to read, the more usage you'll have. Make messages easier to process by keeping them short and by using language and sentence structure that is easy to read and digest.

- When using photos in printed materials, use high-resolution ones that will look nice printed. Low-resolution photos come out blurry or bitmapped and don't convey the kind of image you want to users.

Appendix A: Other Focus Group Results

Closure Area Signs — Copy written by participants when asked to create their own sign for a property closed due to wildlife habitat.

- Verbiage in italics is their actual wording. Words not in italics are comments or directions they provided.

  1. I would keep the sign succinct and include an icon to indicate the nature of the closure and who the trail is closed to (bikers, etc.) Focus on what is closed, for how long and why. Keep the description to two sentences — also, is closure on- or off-trail?

  2. Simple and direct — *Temporary closure for the seasonal migration of birds of prey. Please do not use area from May 20-June 20.*

  3. Area closed, reason for closure, duration of closure, contact information for closure.

  4. *Wildlife habitat closure: Grassland bird nesting site. Our nesting birds use the grasslands to build nests, keeping them safe from predators. Thank you for protecting our nesting birds and the beauty of our environment.*

  5. *Behind this sign is CLOSED: wildlife management requires BOCO open space as stewards of the land to stop human visitation of this important resource. Your cooperation and compliance is appreciated! We expect this closure to be for the duration of _____. Animals and vegetation of interest include _____. More information at website.*

  6. *Temporarily closed for re-vegetation thank you for your cooperation!*

  7. *Are closed from-- to --- due to wildlife habitat. Please stay on trail.* I would also have a picture of the animal.

  8. *Closed Seasonal: Wildlife Habitat Specifically: (names animal)*

  9. *The area is closed May1-Aug 31 for: Raptors nesting. Please respect the sign-the raptors need us and we need them.*

  10. *Closed April-May for out dear bird nesting home.*

  11. *CLOSED to protect wildlife*

  12. *Wildlife habitat closure: Closed temporarily for sensitive wildlife conditions. Please respect closure. Punishable by fine.*

  13. *Closure: June-Sept- Wildlife conservation area, Bald Eagle nesting habitat.* (Also have interpretive image with picture/drawing of animal and information about nesting habitats and what happens after.)

  14. *Areas behind this sign are closed to public use. Please reference the BCPOS website for more information on management of this area. (Develop symbology and include url or QR)*

15. *STOP: sensitive wildlife habitat-restoration in place (please be sensitive to our land and stay on the trail. Even one footprint can make lasting impacts on the recovery) suggests a fine.*

16. *The land behind this sign is currently closed to protect nesting birds (or other wildlife). We thank you in advance for respecting and protecting the home for these birds.*

17. *Put as much detail about why there is a permanent closure or where I can find that information*

18. *The area behind this sign is closed to public use because of unique habitat properties (brief description) that support (name animal) which is a rare threatened species in our county. (picture)*

19. *Closed-- This area closed to preserve wildlife habitat-please respect our wildlife's home.*

20. *Closed-- Open Space Mgmt. Team-- Habitat considerations--info see website*

21. *This area is closed to visitors to protect and treasure the animals that call it home.*

22. *Attention--Due to wildlife habitat, this space is temporarily closed. Please visit (website) for additional information.*

23. *Wildlife Closure--This is wildlife Habitat/Home. They need it to live, we only visit*

24. *No Entrance Allowed-- habitat area*

25. *Wildlife Habitat--This area is closed due to (specific wildlife needs). Please stay out. (we love our wildlife) (picture) Closed temporarily to protect wildlife in this area (ex: nesting, mating, etc.)*

26. *Trail Closed – (*Dates) *Wildlife Habitat. For more information go to …*

27. *Critical Wildlife Habitat DO NOT ENTER. AREA CLOSED TO PROTECT SENSITIVE WILDLIFE HABITAT. NO PUBLIC ACCESS.*

28. *AREA CLOSED: Please respect wildlife habitat. DO NOT ENTER*

29. *Seasonal Wildlife Closure Boundary: Closed to the public.*

30. *Heil Valley Ranch critical wildlife habitat. Critical wildlife habitat area closed, do not enter. Boundary Boulder County Parks and Open Space.*

31. *Critical Wildlife Habitat. Area Closed, Do Not Enter.*

32. *Seasonal Wildlife Closure due to nesting Raptors. Area closed to the public.*

33. *Critical wildlife habitat DO NOT ENTER. Area closed (dates).* Some details of why it is closed in smaller print.

34. *AREA CLOSED Sensitive wildlife habitat. Please respect the animals and plants in this area by not disturbing them.*

Appendix B: Other Survey Results

1. Which one activity do you consider your primary activity today at this park?

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds	(118) Pre-flood	(312) Post-flood
Hike	58%	89%	24%	71%	49%	53%	60%
Bike	22%	1%	71%	14%	5%	31%	19%
Run	8%	5%	11%	13%	3%	31%	19%
View wildlife	8%	1%	1%	5%	27%	3%	10%
Walk the dog	6%	0%	3%	7%	12%	2%	7%
Photography/Art	3%	1%	0%	3%	6%	2%	3%
Fish	2%	0%	0%	0%	7%	0%	3%
Ride a horse	1%	3%	0%	1%	0%	2%	1%
Special event	1%	1%	0%	2%	0%	1%	1%
Family gathering	1%	2%	1%	0%	1%	0%	1%
Picnic	1%	1%	1%	2%	2%	0%	2%
Other – please describe	3%	0%	2%	4%	8%	2%	4%

(No Caribou Ranch comments)

Other Responses — Heil/Betasso
Checking mountain bike trail conditions.
Trail run

Other Responses — Rabbit Mountain
Geology
Geology class
Geology!
Looking at rocks

Other Responses — Walden Ponds
Bird watch
Birding   (6 Responses)
Look Around
Read

2. In the past year, how often have you visited this park? (check ONLY one)
(results listed by most frequent visitation pattern to least frequent)

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds	(118) Pre-flood	(312) Post-flood
More than once a week	7%	2%	7%	5%	16%	4%	8%
About once a week	12%	6%	17%	11%	13%	11%	11%
About once a month	22%	16%	23%	24%	24%	20%	22%
About once a season	8%	10%	6%	7%	7%	4%	9%
Once or twice in the past year	22%	29%	29%	21%	7%	27%	20%
First time here	29%	38%	16%	29%	31%	31%	28%
Other	2%	0%	3%	3%	2%	2%	2%

(No Caribou Ranch Comments)

Other Responses — Heil/Betasso
7 years ago
First time here in 7 years (visiting from the UK)

Other ROther ResOther Responses — Rabbit Mountain
2nd time here
I was here a long time ago.
Years ago

Other Responses — Walden Ponds
First time here this year
No response

3. Did you seek information about the park or trail prior to today's visit?

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds	(118) Pre-flood	(312) Post-flood
No	66%	58%	68%	71%	70%	70%	66%
Yes	33%	41%	31%	29%	29%	30%	33%
No response	1%	1%	1%	1%	1%	1%	1%

If yes, where did you get that information? (check ALL that apply)

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds	(118) Pre-flood	(312) Post-flood
Open Space website	59%	62%	64%	63%	47%	46%	64%
Search engine (i.e. Google)	18%	13%	9%	25%	25%	14%	19%
Word-of-mouth	16%	13%	24%	19%	9%	9%	19%
Trails app	10%	11%	15%	9%	3%	6%	12%
Guide book	9%	9%	12%	3%	9%	17%	5%
Newspaper	8%	11%	3%	0%	16%	26%	2%
Open Space brochure	8%	4%	0%	13%	16%	9%	8%
Twitter	4%	2%	15%	0%	0%	3%	5%
Facebook	3%	4%	6%	0%	0%	3%	3%
Sign on road	3%	0%	0%	6%	6%	0%	3%

(Note: Totals exceed 100% because some respondents gave more than one answer.)

4. To what extent does your experience at the property match the information provided about the park or trail?

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds	(118) Pre-flood	(312) Post-flood
To a large extent	76%	82%	88%	75%	56%	66%	80%
To a moderate extent	8%	0%	3%	16%	16%	6%	9%
To some extent	7%	7%	6%	0%	16%	11%	5%
Not sure	6%	7%	3%	6%	6%	11%	4%
To a little extent	1%	0%	0%	0%	3%	0%	1%
Not at all	1%	0%	0%	0%	3%	3%	0%
No response	2%	4%	0%	3%	0%	3%	2%

5. Thinking about the kiosk signs at this trailhead, please rate the importance of each of the following types of information provided on the signs:

Aggregate (N=436)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	11%	4%	7%	15%	60%	1%	3%
Activities permitted	10%	4%	8%	18%	55%	1%	4%
Rules and regulations	10%	4%	9%	25%	46%	1%	4%
Brochures	10%	13%	20%	29%	20%	2%	5%
Special event announcements	10%	12%	23%	25%	18%	6%	6%

Caribou Ranch (N=109)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	9%	6%	6%	13%	63%	2%	2%
Activities permitted	11%	5%	8%	17%	55%	1%	4%
Rules and regulations	9%	6%	9%	19%	51%	1%	5%
Brochures	6%	18%	16%	31%	20%	3%	6%
Special event announcements	12%	12%	24%	20%	17%	8%	7%

Heil Valley Ranch/Betasso Preserve (N=105)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	12%	1%	7%	15%	61%	0%	4%
Activities permitted	11%	4%	6%	19%	54%	1%	6%
Rules and regulations	11%	4%	8%	27%	45%	0%	6%
Brochures	16%	13%	28%	23%	11%	2%	7%
Special event announcements	11%	13%	24%	28%	14%	4%	6%

Rabbit Mountain (N=112)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	12%	3%	7%	14%	62%	1%	2%
Activities permitted	11%	3%	5%	18%	60%	1%	3%
Rules and regulations	10%	1%	10%	25%	50%	1%	4%
Brochures	8%	11%	21%	30%	25%	1%	4%
Special event announcements	9%	11%	23%	22%	26%	4%	5%

Walden Ponds Wildlife Habitat (N=110)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	11%	6%	8%	17%	52%	2%	4%
Activities permitted	8%	6%	13%	17%	51%	2%	3%
Rules and regulations	11%	4%	10%	29%	40%	3%	3%
Brochures	10%	11%	17%	32%	24%	3%	4%
Special event announcements	8%	11%	23%	30%	15%	7%	6%

Pre-flood (N=118)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	17%	4%	5%	9%	60%	0%	4%
Activities permitted	17%	7%	4%	18%	50%	0%	4%
Rules and regulations	18%	4%	10%	21%	40%	1%	6%
Brochures	14%	16%	21%	28%	14%	3%	4%
Special event announcements	14%	14%	30%	19%	16%	3%	5%

Post-flood (N=312)

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Not sure	No response
Maps	17%	4%	5%	9%	60%	0%	4%
Activities permitted	17%	7%	4%	18%	50%	0%	4%
Rules and regulations	18%	4%	10%	21%	40%	1%	6%
Brochures	14%	16%	21%	28%	14%	3%	4%
Special event announcements	14%	14%	30%	19%	16%	3%	5%

6. What additional information should be included on the kiosk signs?

Responses — Caribou Ranch
All information allowed for great planning!
Always wear good footwear. Always carry food and water.
Distance? Thought they were informative.
Don't know
Good as they are.
Looks great
Mileage and elevation gain
None - it's great!
None that I can think of.   (2 Responses)
Other POS parks?
Recent info about wildlife sightings.
Signage at Mud Lake with map to/including Caribou trail. Thanks! I love this area!
Special events at kiosk --> guided hikes and trail cleanups. I would like to participate.
Yearly closure schedule

Responses — Heil/Betasso
Don't know
Elevation & the gain
Hazards
I already know the regs.
Info regarding wildlife and that there is no water or bathroom facilities on the trail.
Maybe suggested routes that are suited for beginners?
More mileage info.
No more! It's great.
Not sure
Nothing really
Nothing, they are very informative, like that topo lines are included on map.
Notices about trail work.
Recent bear/mountain lion sightings
Right A Way
The maps look good to me.
They are ok.
Trail conditions and recent animal activity with dates.
Trail etiquette!
Unknown yet since 1st time here.
Unsure
When Benjamin Link will be open.
Wild animal sightings? aka lions

Responses — Rabbit Mountain
1. It sucks to look for horse trails in the parks and trail search. 2. Why can't we have more horse and dog green tag spaces?
Description of each route.
Geologic map of the area, bedding thickness and a stratigraphic column.
How to handle rattlesnakes and info on snakes.
I think they cover everything.
If trails are super muddy.
Info on the guided walks by naturalists.
Rattlesnake warning
Rattlesnakes and spiders
Signs should include the level of difficulty of the trails.
Snake crossing
Stratigraphic column, cross sections
The importance of species protected here. As in what is the purpose of Rabbit Mountain and what role prairie dogs play as a key species in providing environment for other species.
The kiosk signs are great.
The map is the main priority with mileage and it's good.
Topography information (altitude gain of trails)
Topography might be helpful. Also timing to help calculate calories burned (helps set goals)
Very good overall
Warnings about rattlesnakes
Warnings and alerts
Wildlife activity, warnings, etc.

Responses — Walden Ponds
A chalkboard for bird sightings (the bird log is not used much).
All types of fish in each pond.
Animal warning, in case of Emergency contact.
Available facilities, extra restroom, water, etc.
Chalkboard for animal/bird/reptile sightings.
Closed trails-if not already there.
Current conditions (when possible)
Distance of the trails.
Distances between
Its adequate, no additional items necessary.
Recent events
Signs regarding bikes and dogs on leash should be larger and more prominent.
The new map near the OJMP office building is excellent.
Unusual bird sightings notebook in case near boardwalk. Trail closures and for how long is known.
We didn't read them, our companies have been here many times!

7. **Do you take a property brochure from the kiosk when you visit a Boulder County Parks and Open Space (BCPOS) property?**

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds
Sometimes	39%	40%	29%	43%	42%
Never	37%	29%	51%	33%	33%
Yes, but only on my first visit to the property	23%	29%	17%	21%	25%
No response	2%	1%	3%	4%	0%

8. Indicate your interest in each of the following informational topics included in the property brochure.

Aggregate (N=273)

	No interest	Little interest	Some interest	Moderate interest	Considerable interest	Not sure	No response
History	1%	2%	23%	26%	44%	0%	3%
Geology	1%	4%	23%	26%	43%	0%	3%
Plants and wildlife	0%	2%	15%	19%	58%	1%	5%
Rules and regulations	1%	7%	28%	28%	29%	1%	6%
Map	1%	0%	11%	14%	70%	1%	3%
Activities permitted	0%	3%	18%	26%	46%	2%	5%
Management activities	4%	15%	27%	28%	17%	3%	6%
Sights at this property	1%	4%	17%	24%	50%	1%	4%

Caribou Ranch (N=76)

	No interest	Little interest	Some interest	Moderate interest	Considerable interest	Not sure	No response
History	0%	1%	16%	21%	59%	0%	3%
Geology	0%	1%	21%	26%	46%	0%	5%
Plants and wildlife	0%	1%	13%	18%	62%	0%	5%
Rules and regulations	1%	7%	28%	29%	29%	0%	7%
Map	0%	0%	7%	16%	75%	0%	3%
Activities permitted	0%	3%	17%	28%	47%	0%	5%
Management activities	4%	15%	26%	32%	17%	1%	5%
Sights at this property	0%	0%	12%	32%	53%	0%	4%

Heil Valley Ranch/Betasso Preserve (N=48)

	No interest	Little interest	Some interest	Moderate interest	Considerable interest	Not sure	No response
History	2%	6%	31%	25%	35%	0%	0%
Geology	0%	2%	29%	29%	40%	0%	0%
Plants and wildlife	0%	2%	23%	31%	42%	0%	2%
Rules and regulations	0%	4%	21%	38%	35%	0%	2%
Map	0%	0%	8%	6%	85%	0%	0%
Activities permitted	0%	0%	13%	27%	58%	2%	0%
Management activities	0%	19%	27%	25%	23%	4%	2%
Sights at this property	0%	8%	17%	21%	54%	0%	0%

Rabbit Mountain (N=75)

	No interest	Little interest	Some interest	Moderate interest	Considerable interest	Not sure	No response
History	0%	1%	29%	29%	33%	0%	7%
Geology	1%	4%	21%	24%	43%	0%	7%
Plants and wildlife	0%	4%	16%	20%	49%	1%	9%
Rules and regulations	1%	8%	24%	28%	25%	1%	12%
Map	3%	1%	9%	9%	71%	0%	7%
Activities permitted	0%	3%	17%	28%	43%	1%	8%
Management activities	3%	20%	23%	29%	13%	3%	9%
Sights at this property	0%	7%	23%	23%	40%	0%	8%

<u>Walden Ponds</u> Wildlife Habitat **(N=73)**

	No interest	Little interest	Some interest	Moderate interest	Considerable interest	Not sure	No response
History	3%	1%	19%	27%	45%	1%	3%
Geology	1%	8%	22%	26%	41%	1%	0%
Plants and wildlife	1%	0%	8%	11%	75%	3%	1%
Rules and regulations	1%	10%	34%	21%	32%	3%	0%
Map	1%	0%	19%	22%	53%	3%	1%
Activities permitted	1%	6%	23%	22%	41%	3%	4%
Management activities	7%	10%	30%	26%	18%	6%	4%
Sights at this property	3%	3%	15%	19%	53%	4%	3%

9. **What additional information should be included in the property brochure?**

Responses — Caribou Ranch
Altitude gain/loss
Be aware of high elevation
Birds!
Elevation
Fees, special issues, trail issues
Full coverage already
It's good
Mating season and birthing times of year for wildlife.
Not sure
Restroom availability
Seasonal closure dates at caribou or at kiosk.
The ones I have read are well done.
Times of year for best wildlife.
Topography/elevation
What was mined there? Dates?

Responses — Heil/Betasso
Decent topo lines on map, current maps not great.
Don't know
Elevation
For me, great the way they are.
History
Link to download the BCPOS app on phone.
Ok as is
That's good - dog friendly area and where there are water areas (rivers and lakes).
Unsure
Upcoming events

Responses — Rabbit Mountain
How to assist yourself or others if you encounter a rattlesnake.
Map of mountains to the Southwest. It would be good to know the history of what can be viewed from this location.
Ok as is
Other nearby parks and open spaces - maps
Ways to volunteer (maybe it's already in there?)
Wildlife/plant life

Responses — Walden Ponds Wildlife Habitat
I haven't read the brochure yet.
List of wildlife seen for week that visitors could update (birds).
Maybe links to additional information.
More about history and geology of wildlife.
Nothing I can think of.
Rattlesnakes, fox info
Scavenger hunt for kids.
The magic of this area, the constant changes, consequences of human/pet impact.
Times of year to visit.
We like birding information.

10. Have you visited the Boulder County Parks and Open Space website in the past year?

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds
Yes	61%	62%	61%	63%	58%
No	37%	37%	36%	35%	40%
No response	2%	1%	3%	3%	2%

11. Please rate how easy it was to find the information you were looking for on the BCPOS website: (results shown from Very Easy to Very Difficult)

	N= (270) Total	(68) Caribou Ranch	(64) Heil/ Betasso	(73) Rabbit Mountain	(65) Walden Ponds
Very easy	14%	22%	16%	10%	9%
Easy	48%	54%	45%	41%	52%
Neutral	24%	13%	25%	29%	28%
Difficult	6%	4%	3%	11%	3%
Very difficult	1%	2%	2%	0%	2%
Not sure	4%	2%	8%	3%	3%
No response	4%	3%	2%	7%	3%

12. When you visit the BCPOS website, what information do you find most valuable?

	N= (270) Total	(68) Caribou Ranch	(64) Heil/ Betasso	(73) Rabbit Mountain	(65) Walden Ponds
Trail maps	82%	87%	84%	77%	80%
Trail conditions	56%	47%	61%	64%	51%
Trail difficulty	45%	50%	55%	48%	26%
Driving directions to property	25%	22%	25%	30%	23%
Activities and events	20%	22%	19%	21%	19%
What to see at a property	19%	16%	6%	22%	29%
Information about history, plants, wildlife, and/or cultural resources	18%	18%	8%	21%	26%
Find a property to visit	14%	18%	6%	15%	19%
Photos of trail views	12%	15%	5%	18%	11%
Other – please describe	11%	9%	9%	15%	9%
Educational services	6%	3%	6%	8%	6%
How to volunteer	6%	7%	3%	8%	5%
Management plans	4%	2%	6%	7%	2%

Other Responses — Caribou Ranch
Dogs permitted & birds!
No response   (4 Responses)
Site open or closed

Other Responses — Heil/Betasso
Activities permitted
Didn't check
Haven't looked at it.
Need better topo
No response
Open status

Other Responses — Rabbit Mountain
Access, what is open?   (2 Responses)
Dogs
Location of all trails on one map - Don't remember seeing this.
No response   (4 Responses)
Open or closed?
Open or not from flooding
Rules

Other Responses — Walden Ponds Wildlife Habitat
Areas that are closed to the public.
Closed areas, duration of closures, reasons for closures, bars open.
Driving directions- there were none on the section I was directed to another area.
No response   (2 Responses)
None that I can think of.

13.   What additional information should be included on the BCPOS website?

Responses — Caribou Ranch
At Caribou, signage to indicate lovely fall area after mine camp.
Be nice to have trails marked on Google Earth like the forest service trails are.
Current wildlife sightings
Dogs or bikes permitted where?
I have found the website to be very informative and helpful.
It's good
Just fine
Parking - ok to say 25 spaces, but also mention parking on road. Should put signs for parking on road.
Road closures for special events (Buffalo classic)
Seems fine...

Responses — Heil/Betasso
Don't know
For me, good as is.
I think all relevant info is covered.
More description about trail - mileage, trail condition, terrain
Ongoing science e.g. profile Heil Ranch & warming
Open/closed trails, wet or dry
Outreach to other social media e.g. Twitter, Meet up (for volunteer)
See #9 ("link to download the BCPOS app on phone")
Seems fine to me. No extra info required.
That's good - dog friendly areas
The current conditions, e.g. after a snow
What wildlife to expect on the trail.

Responses — Rabbit Mountain
Comp plan
Consolidate info about closures.
Contact information for mountain park, caretaker number, etc.
Geologic map
It was actually quite thorough. Especially as far as trail closures due to flood.
It's pretty comprehensive.
Parks that have trails that connect.
Possible open dates of closed trails.
Quick links to segments/loops of specific trails. Easy to see mileage is key.
Rules and regulations (i.e. dogs, leashes, horses)
Unsure
Wildlife warnings if not already there.

Responses — Walden Ponds Wildlife Habitat
After the flood I was hoping to find out trail conditions.
Programs for children.
Trail status post flood front and center.

14. **Periodically there is a need to close all or part of a BCPOS property. When this is necessary, BCPOS posts signs letting people know the area is closed. Thinking of a closure sign, what type of information should be included to be most effective?** (check ALL that apply)

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds
Reason for closure	89%	92%	91%	86%	89%
Map of closure area	71%	71%	81%	65%	66%
Friendly request for your cooperation	36%	45%	37%	30%	32%
Who to contact for more information	30%	34%	32%	28%	25%
Fines and regulatory information	24%	24%	34%	21%	18%
Other – please describe	11%	10%	11%	14%	7%

Other Responses — Caribou Ranch
Closure schedule
Dates
Expected length of closure
No response   (5 Responses)
Times of closure
When open
When re-opening

Other Responses — Heil/Betasso
Alternate routes
Estimated date of opening
How long?   (3 Responses)
Length of closure
No response
When it might re-open
When it will re-open
When the area will be re-opened.
When will it open again.

Other Responses — Rabbit Mountain
Date of re-opening   (3 Responses)
Dates of closure
Dates of time it will be closed.
Estimated re-opening date
How long closed
No response   (6 Responses)
Other options
Website update
Where to find updates in the future.

Other Responses — Walden Ponds Wildlife Habitat
Anticipated length of closure
No response   (3 Responses)
Possible for re-open
Re-opening will occur when expected.
Should indicate proceed at your own risk.
When it will reopen.

15. **Which phrase resonates the most with you in describing habitat that is closed to the public for wildlife?** (check ONLY one)

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds
Sensitive habitat	62%	61%	63%	56%	70%
Rare habitat	7%	6%	7%	11%	5%
Valuable habitat	6%	7%	8%	6%	5%
Significant habitat	4%	6%	1%	3%	6%
Unique habitat	4%	5%	5%	5%	4%
Other – please describe	16%	16%	17%	20%	11%

Other Responses — Caribou Ranch
Keep off habitat
No response   (6 Responses)
Sensitive area and Rare habitat
Sensitive habitat and Rare habitat (4 Responses)
Sensitive habitat and Significant habitat
Sensitive habitat, Rare habitat, Significant habitat, Unique habitat and Valuable habitat   (2 Responses)
Significant habitat and Unique habitat   (2 Responses)

Other Responses — Heil/Betasso	
No response	(6 Responses)
None	
Rare habitat and Unique habitat	
Rare habitat, Significant habitat and Unique habitat	
Rare habitat, Significant habitat and Valuable habitat	
Sensitive habitat and Rare habitat	
Sensitive habitat and Unique habitat	
Sensitive habitat, Rare habitat, Significant habitat and Unique habitat.	
Sensitive habitat, Rare habitat, Significant habitat, Unique habitat and Valuable habitat	(2 Responses)
Sensitive habitat, Rare habitat, Unique habitat and Valuable habitat	
Unique habitat and Valuable habitat	(2 Responses)

Other Responses — Rabbit Mountain	
Keep out - wildlife habitat	
No response	(5 Responses)
Rare habitat and Significant habitat	
Rare habitat and Valuable habitat	
Sensitive habitat, Rare habitat and Significant habitat	
Sensitive habitat and (other) Muddy trail conditions or wildlife breeding	
Sensitive habitat and Rare habitat	(2 Responses)
Sensitive habitat and Significant habitat	
Sensitive habitat and Unique habitat	
Sensitive habitat and Valuable habitat	(2 Responses)
Sensitive habitat, rare habitat and Unique habitat	
Sensitive habitat, Rare habitat, Significant habitat and Valuable habitat	
Sensitive habitat, Unique habitat and Valuable habitat	(2 Responses)
Too much habitat!	
Unique habitat and Valuable habitat	

Other Responses — Walden Ponds
At-risk habitat
Birds sensitive, bears dangerous
More specific - e.g. what wildlife?
No response   (4 Responses)
Sensitive area, Rare habitat and Unique habitat
Sensitive habitat and "could combine phrases"
Sensitive habitat and Significant habitat
Sensitive habitat, Rare habitat, Significant habitat, Unique habitat and Valuable habitat
Should NOT be closed!!   (2 Responses)

16. **Which phrase resonates the most with you in describing land that is closed to the public for agriculture?** (check ONLY one)

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds
Active agriculture	41%	36%	44%	45%	39%
Land leased by local farmers	35%	36%	31%	34%	39%
Agricultural production	13%	12%	16%	11%	13%
Other – please describe	12%	17%	9%	11%	10%

Other Responses — Caribou Ranch
Active agriculture and Land leased by local farmers
Active agriculture, Agricultural production and Land leased by local farmers
Agricultural promotional activity
Keep off and why
No response   (11 Responses)
None
Preserved land for agriculture
Private agriculture use

Other Responses — Heil/Betasso
Active agriculture and Land leased by local farmers   (2 Responses)
Closed
Closed for rehabilitation
No response   (3 Responses)
Not sure

Other Responses — Rabbit Mountain
Active agriculture and Land leased by local farmers
Active agriculture, Agriculture production and Land leased by farmers
Agricultural production and Land leased by local farmers
Do not enter, you will be shot.
No response   (7 Responses)
Our tax dollars should not go to big ag.

Other Responses — Walden Ponds
Active agriculture and "could combine phrases"
Closed to public
Dangerous cows
No response   (7 Responses)
None

17. Which phrase resonates the most with you in describing an area that is closed to the public during the park planning process? (check ONLY one)

	N= (436) Total	(109) Caribou Ranch	(105) Heil/ Betasso	(112) Rabbit Mountain	(110) Walden Ponds
Preservation area	27%	26%	26%	30%	28%
Protection area	15%	10%	17%	18%	17%
Management area	11%	15%	10%	12%	8%
Natural area	5%	3%	6%	3%	9%
No response	26%	25%	34%	18%	24%
Other – please describe	18%	21%	17%	19%	14%

Other Responses — Caribou Ranch
Area being evaluated
Area closed for public visits
Closed due to Open Space planning
Conservation area and Protection area
Conservation area, Protection area and Preservation area
Conservation area, Protection area, Preservation area, Natural area and Management area
Conservation area and Protection area
Keep off and why
No response   (10 Responses)
Park building area in process
Park in progress?
Park planning in process
Planning in progress
Preservation area and Natural area

Other Responses — Heil/Betasso
Closed
Closed area
Closed for park planning.
Conservation area and Management area
Conservation area, Protection area, Preservation area, Natural area and Management area
I don't know what "park planning" entails.
I don't know what park planning process means.
Let the public know how the closure benefits them.
No response   (5 Responses)
Park planning
Park planning in process
Planning/pending
Protection area and Preservation area
Sign should mention specific reason for closure - "closed because of..."

Other Responses — Rabbit Mountain
Area closed until management decisions are made.
Area under review
Conservation area and (other) List reason for closure
Conservation area and Preservation area   (4 Responses)
Conservation area, Protection area and Preservation area(2 Responses)
Describe type of planning
I don't understand the question.
No response   (7 Responses)
Planning in process
Protection area and Preservation area   (2 Responses)

Other Responses — Walden Ponds
Conservation area and Preservation area
Land temporally closed
Management area and "could combine phrases"
Natural area and Management area
No response   (8 Responses)
Planning area-coming soon!
Planning underway
Temporarily closed

20. What additional information does Boulder County Parks and Open Space need to provide to meet your needs?

Additional Information — Caribou Ranch
A lot of information provided, very good and more than enough. Thank you very much for the hard work and keep it open and green.
Can you overnight on Open Space if you practice leave no trace?
County parks are much more friendly, user friendly, well signed and have outhouses and are open for us. City of Boulder parks
are not that way. County parks are like national parks - well managed and a pleasure. We are lucky to have them.
Dates of closed areas. From when to when.
Enforcement of no dogs on trails.
Franchesca - very good!!
Good job! Thanks
Great job - really enjoyed caribou ranch and thought well signed, maintained, etc. Thank you for caring and open public spaces!
How visiting the parks can improve your physical health and state of mind.
I didn't read that there was a beautiful falls at the very top with a picnic table! What a pleasant place!
I feel fully informed by the existing venues for information.
I like info on "courses" and "classes."
I think you do a great job and I appreciate all of your hard work and planning to protect open space and valuable habitat.
Just want to say thank you for creating and preserving these beautiful spaces.
Keep up with TP and hand sanitizer in bathrooms. ???(cannot read writing) caribou O.S. with rainbow cakes/sourdough. I love the dog prohibition - walks caribou O.S. the best running in Colorado.
Love BCPOS!
Make it clear dogs not allowed at caribou ranch. Saw several over the summer.
More detailed map of THs.
More open trails (flood recovery). Thank you!
None that I can think of.
Nothing for me, the parks are beautiful and well kept and well managed!
Open Reynolds Ranch
Opening from flood helpful!
Signage indication direction of all sites such as scenic creek overlook.
Survey is too long! But ok
Thanks for all your hard work.
Thanks for everything you do!
This site is well marked.
Very nice park
Why there are park fees.
You're doing a great job, thank you!

Additional Information — Heil/Betasso
It would be nice to have a timeline to see when various areas will be re-opened.
Better topo maps on brochures (Betasso sign posts are great).
Consider having no bike days just for hikers/horses. Like centennial cove.
Doing a good job!
Event updates?
Faster trail updating --> Walker ranch
Future plans for trails and hook trails together to extend their reach.
How mountain bike trails link together to different parks.
I think Boulder does an excellent job!
Information is good.
Keep up the good work!
More bike trails.   (2 Responses)
More mountain biking trails
More Twitter messages
None, good job.
None, parks and open space does a great job. I greatly appreciate it!
Not sure
Ok as is!
Personally, I'd appreciate better explicit signage at the intersections of trails.
Plans for future trails.
Shared rides, parking areas in busy areas, length of closures, enforce dogs on leash rules
Thank you!
Thanks for the work to open things back up. Keep posting volunteer jobs.
Trails by use
Travel conditions to the parks. Any reason that we wouldn't be able to do an activity that is normally allowed.
Unsure
We would like to be informed more directly, not just announcements in the newspaper or online, about meetings/discussions of management of properties near our property (property owners).
You do a very good job! Lots of resources are available to the public.
You guys are already doing great work, keep it up!
You guys are great!!!
You guys do great!

Additional Information — Rabbit Mountain
Again, I enjoy seeing topography changes within the designated trails and how that corresponds to exercise level and range of calories burned. Setting goals for miles per hour helpful.
Better signage from road.
Closings, conditions
Does a great job!! Thanks.
Great job
Have an app with alerts on trail/road openings/closings/emergency conditions.
How to keep people from California out.
Keep us updated on trail closures.
Let us assist with rebuilding and re-opening of trails.
Love it!
More indication of what trails are for biking.
More straight forward information as to why trails are still closed after the flood. The statements so far seem cryptic.
My needs are being met.
None at this time.
None that I can think of.
Nothing on website for expected re-opening. Pictures of flood damage, help with restoration.
Off leash rules
Open the trails ASAP.
Other nearby hikes
Spider warning signs
Thank you!
Up-to-date (daily) trail conditions for various uses (hiking, biking, etc.).
You're doing great! Thanks!

Additional Information — Walden Ponds
Best time of the year to see birds.
Bird lists
Brochures for children's programs.
Clear, easy driving directions
Direction signs at circle parts of trails and service roads.
Geology info is always good.
Great Park!
I am just so happy to have so many different beautiful places open to be public that we can visit.
I am very concerned about the ponds at Walden. To save water in the future and to save some ponds, how about letting some
go/remain dry and return to wetlands. Those that retain some water got the bulk of spring.
I felt well enough informed by signs up today. Always curious about closures.
I think you do a great job. Thanks!!
I want to see water in the ponds. I personally think that adequate information is being provided to meet my needs.
Keep up the good work.
More frequent updates from rangers on your Twitter feed.
None, fine as is.
Open Azcas to limited.
Perhaps an educational sign about flood impacts: high waters (what will that mean), erosion, has water moved, how this all represents natural ecosystems.
Recent sighting of birds and other wildlife would be nice but not essential.
Schedule/plan/priorities for re-opening various areas/trails following flood. The biologist who responded to e-mail was very helpful in explaining a sudden fish die-off I found.
The recent mass closure or BCPOS parks was/is an absolute disgrace! Public land - MY land I pay for with tax dollars - should NEVER, under ANY circumstances, be closed for "safety." I neither want nor need someone else to be concerned with my "safety" in any natural outdoors environment.
We came so my son could complete his nature detective program and there were no brochures. We were a little disappointed but had a nice bike ride anyway.
When dogs can be off leash.
You are doing an excellent job. Keep up the good work!
You're doing a great job-Thank you!