

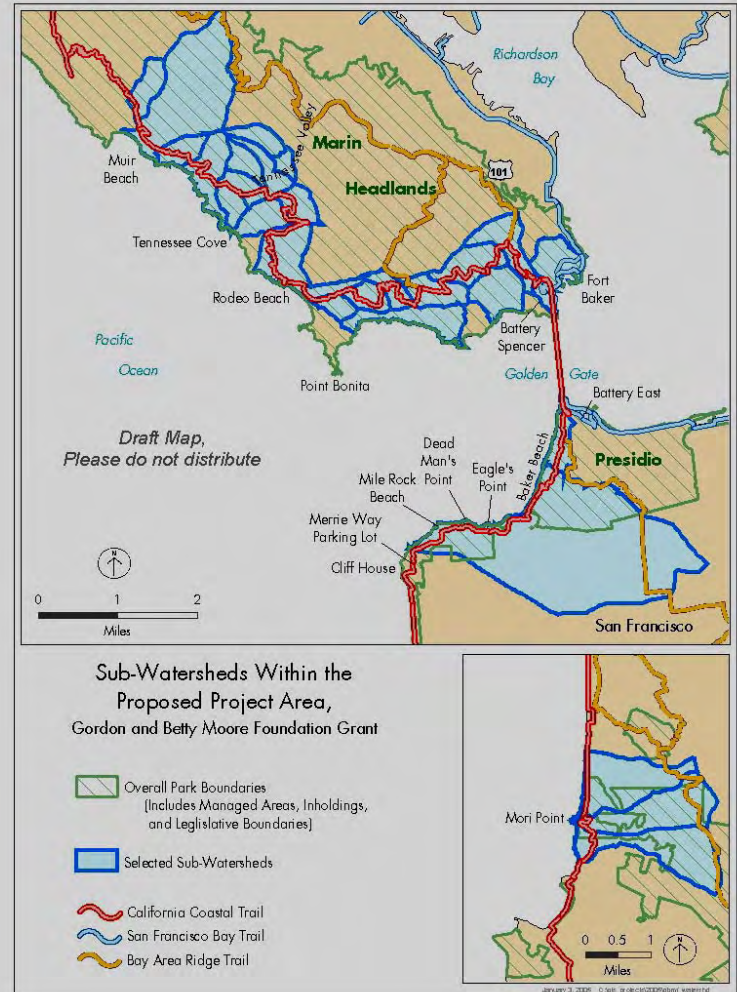
New Ways to Connect: Taking the Pulse, Eliminating the Rumors



Setting the Context

\$2 Million Grant For Enhancing 970 Acres

- 2 Years to Select Projects and Implement Actions
- Non-Native Plant and Tree Control
- Social Trail Removal
- Spans 3 Counties
- Habitat for 20 Special Status Species
- 17 Million Visitors Annually



Setting the Context

Regional Actions & Issues = Local Consequences

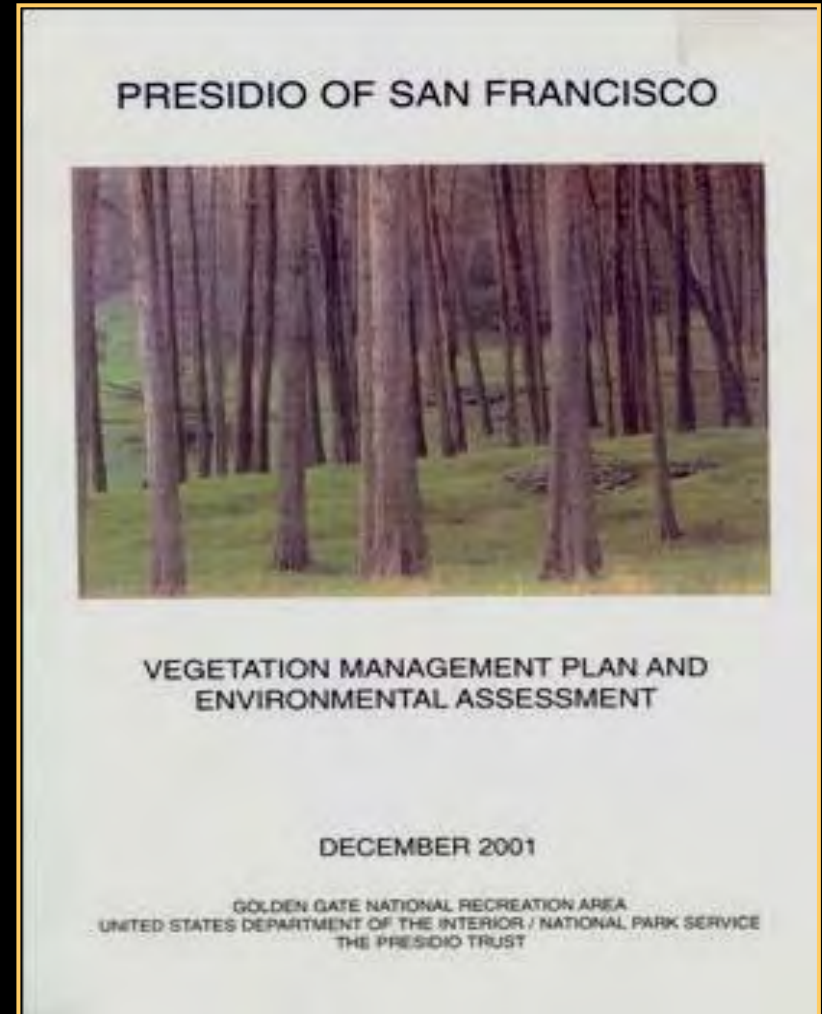
- Angel Island
- San Bruno Mountain
- GGNRA Eucalyptus Removal
- San Francisco Natural Areas
- Dogtown & Bolinas
- Pesticide Use
- Distrust of Government



Setting the Context

Highly Politicized Planning and Litigious Environment

- Well-Organized Interest Groups
- Influential & Affluent Spokespersons
- Congressional Connections
- Lawsuits
- Drawn-out Planning Processes



Setting the Context

Understanding Failures, Building From Successes

Oakwood Valley
eucalyptus removal:
2000-1



The Media Mix

Two steps forward, three steps back...

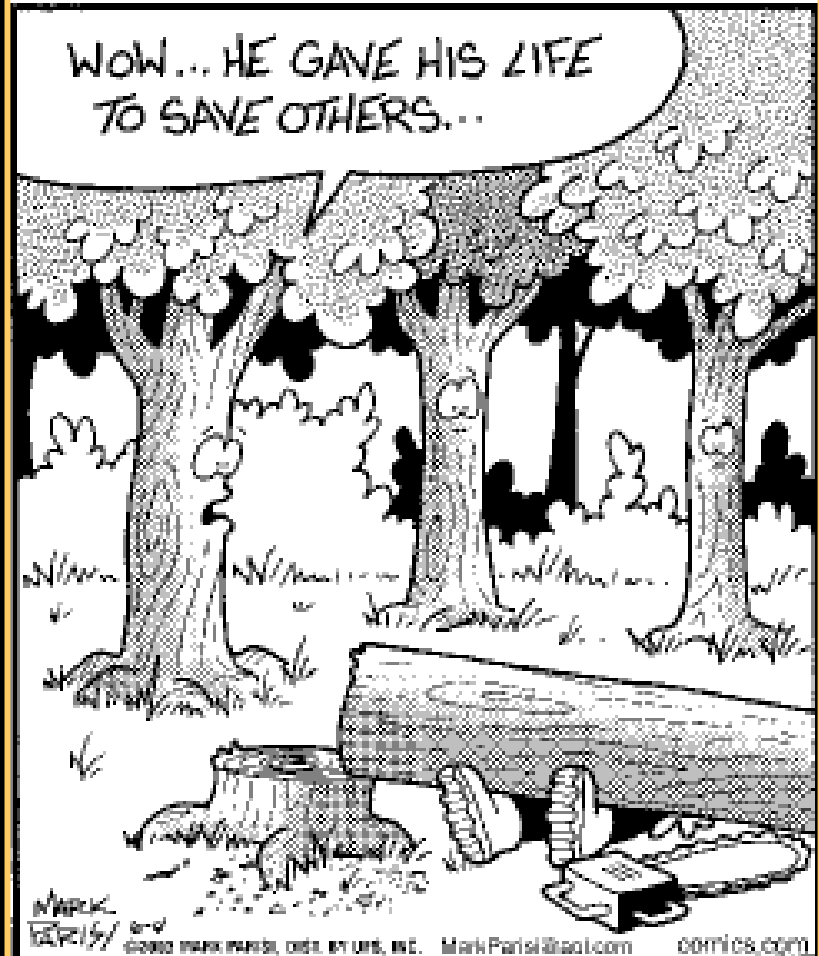
The Other Coast By Adrian Raeside



Would you like to see the **Other Coast** cartoon in your local paper? Write the Editor!

off the mark by Mark Parisi

www.offthemark.com



New Ways to Connect: Formalizing A Social Science Dimension – Why?

- Acknowledging Value for Success
- Gathering Statistics Vs Rumors
- Understanding Visitor & Community Issues Beyond Traditional Public Meetings
- Building Broader Public Awareness & Support
- Measuring the Pulse of Public Understanding and Concern
- Adapting to Public Concerns
- Ensuring Relevancy



Preparing a Community Engagement Strategy

Understanding & Identifying Your Constituency

- Internal & External Stakeholders
- Demographics
- Issues & Concerns
- Uses & Interests
- Communication Pathways



Preparing a Community Engagement Strategy

Essential Ingredients

- Articulated Goals
- Understanding of Audience
- Defined Approach
- Relevant Vocabulary
- Simplified Message
- Tools For Delivery
- Evaluation & Assessment



Preparing a Community Engagement Strategy

Defining an Approach



- On-site staff presence
- Interactive sessions
- Community walks
- Educational opportunities
- Public meetings
- Newsletters
- Press Releases
- On-site postings & signage

Case Study

Public Information Coordinators

- Selection
- Training
- Scheduling
- Reporting



Public Information Coordinators

Selection and Training

- Former Volunteers, Interns & Local Community Members
- Confident, Communicative & Conflict Resolution
- Training – Q & As



Public Information Coordinators

Scheduling and Reporting

- Frequency and Location
- Tracking Public Comment
- Communicating Results



Public Information Coordinators Surveying the Reaction

Visitor Contact Sheet

Location: _____

Date: _____

Recorder: _____

Sub-sample - Note if characteristic applies to any person(s) in group. See lower right for definitions and codes.

Time	#Male	#Female	Kids	Older (65+)	Mobility Assist	Other (describe in comments)	Activity*	Local/Non	Reaction**	Comments
1										
10										
Total										

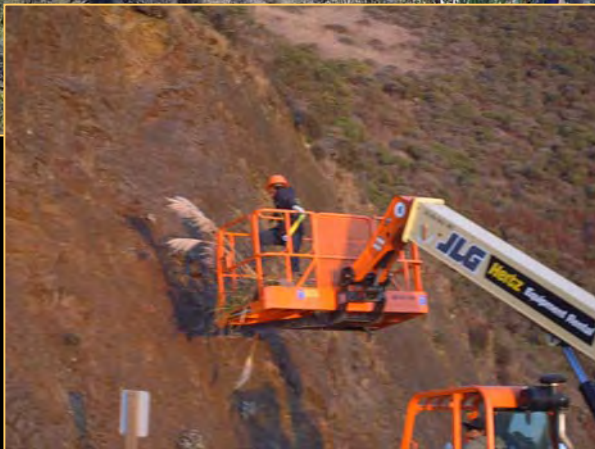
- * J = Jogger W=Walker H= Hiker DW = Dog Walker
- * A = Angler BG = Beach Goer BW = Birder C= Cyclist IL = Illicit
- * C = In Car V = Just Out for View N=Neighbor (rec'd mail?)

- 3+: Y = More than 3 in the group (Spreadsheet autocalc)
- Kids: Y =Children/Youth under 18 in group;U=Uncertain
- Older: Y = Senior adults 65+ in group;U = Uncertain
- Mobility: Y=Assistive device (e.g., cane, walker, whlchr);
- Other Y = Use Comments to record by line number.

** + = Positive - = Negative O = Neutral

Public Information Coordinators

Invasive Non-Native Plant Control – Marin County



Pampas
grass,
eupatorium
& eucalyptus
removal



Public Information Coordinators

Invasive Non-Native Plant Control – San Francisco County



Mattress wire weed and tree removal

Public Information Coordinators 2006 Results – By the Numbers

Project	Pos	Neg	Neutral	Visitor contacts
Tennessee Valley	86.3%	4.9%	8.9%	576
Presidio Bluffs	49.3%	2.5%	48.2%	1399
Pirates Cove	54.8%	0.7%	44.5%	222
Lands End	76.0%	2.5%	21.5%	2322
Average	66.6%	2.6%	30.8%	
Total Visitor Contacts				4519

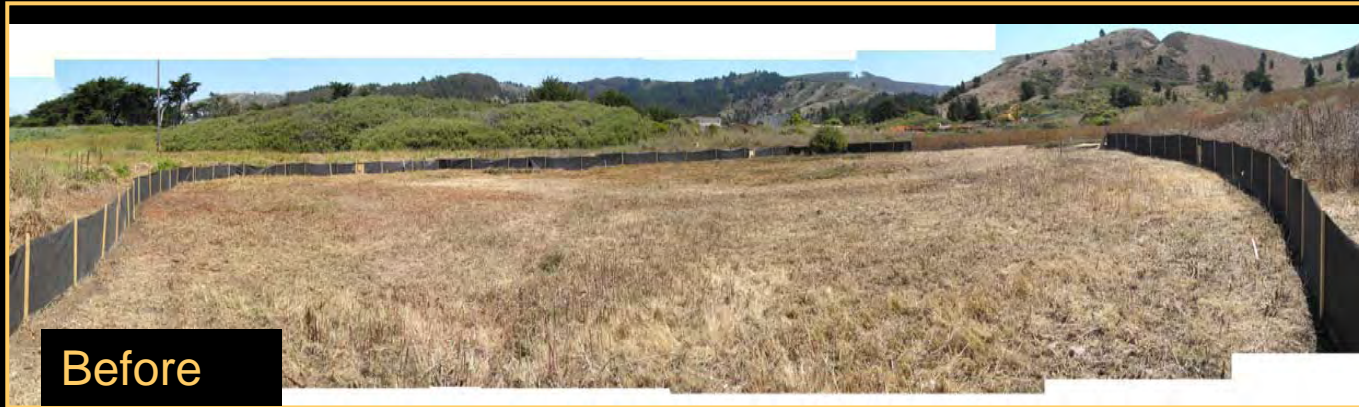
Public Information Coordinators

Mission Blue Butterfly Enhancement – Marin Headlands



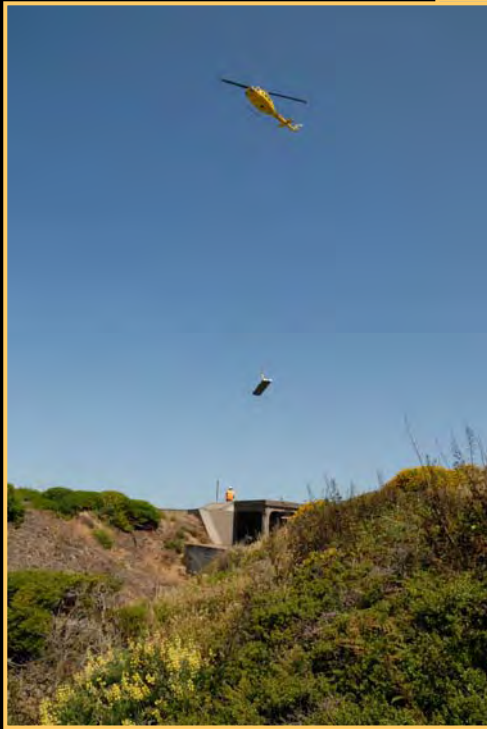
Public Information Coordinators

Wetland Creation & Invasive Plant Control – Mori Point



Public Information Coordinators

Environmental Remediation & Trail Closures - Presidio



Public Information Coordinators 2007 Results – By the Numbers

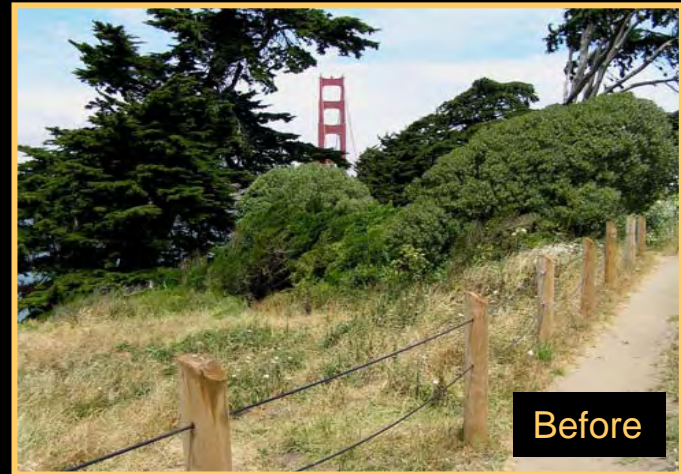
Project	Pos	Neg	Neutral	Visitor contacts
Southern Marin	99.0%	0.9%	0.0%	344
Presidio Bluffs	74.5%	3.7%	21.9%	857
Mori Point	69.3%	2.5%	28.1%	199
Average	80.9%	2.4%	16.7%	
Total Visitor Contacts				1400

Public Information Coordinators

Trends in the Numbers

Peaks and Valleys

- 25% in First 14 Days
- Negative Sentiment Peaked
 - Weekend Access Curtailed
 - Re-routing Underway But Incomplete
 - Equipment Noise Detracted from Experience



Public Information Coordinators – Lessons Learned

- Sincerity
- Listening Speaks Volumes
- Trust your intuition
- Don't Assume
- Do your homework
- Keep the message current & relevant
- Keep it simple, clear & concise



Public Information Coordinators

Results: What Happened

- Community Awareness
- Continued Project Feedback Loop
 - Community Sentiment
 - Community Policing
- Increased Community Support
 - Evidence of Support
 - Trail Opening/Milestone
- Volunteer Recruitment



Public Information Coordinators

Results: What Did Not Happen


- Projects Were Not Stopped
- No Negative Media
- Minimal Negative Publicity
- No Calls To Leadership
 - Park
 - Congressional



Lessons Learned

Standardizing and Simplifying Information

- Simple Consistent Text
- Focus on Outcomes
- Vocabulary with Audience in Mind
- Standard Appearance



TRAILS FOREVER

PRESIDIO BLUFFS UPDATE

SPRING 2007

Efforts are underway to enhance the trails and natural areas along the Presidio Bluffs. This project is part of Trails Forever, a park-wide initiative to establish a world-class trail system and protect park resources in the Golden Gate National Parks. Improvements on the Presidio Bluffs are made possible by the generosity of the Coastal Conservancy, other community partners, and the 12,000 members of the Golden Gate National Parks Conservancy.

PROJECT OBJECTIVES

- Trail improvements
- Natural area restoration
- Improved visitor experience

SCHEDULE

FEBRUARY-MARCH 2007

- Clearing brush for improved Batteries to Bluffs Trail route prior to bird nesting season

APRIL-NOVEMBER 2007

- Batteries to Bluffs Trail construction with improved route and better trail surface

SUMMER 2007 AND 2008

- Removal of army-era landfill by the National Park Service (NPS) and Presidio Trust (PT). For more information, please call Brian Uttersvang, NPS Remediation Manager, (415) 561-4433, or George Ford, PT Remedial Construction Manager, at (415) 561-4292.


JOIN THE TRAILS FOREVER TEAM

If you have any questions about the trail and natural area improvements on the Presidio Bluffs, or would like to get involved in trail restoration efforts in the parks, please contact Erin at (415) 561-3054 or e-mail erinbinder@parkconservancy.org. For more information, visit www.parkconservancy.org and www.presidio.gov.



Coast redwood (Arabis laevis) is one of nine species that will benefit from restoration efforts on the Presidio Bluffs.

Trails Forever is a park-wide initiative sponsored by the Golden Gate National Parks Conservancy, the National Park Service, and the Presidio Trust.



www.parkconservancy.org www.nps.gov/ggnp www.presidio.gov

Lessons Learned

Standardizing and Simplifying Information



TRAILS FOREVER

PRESIDIO BLUFFS Fall 2006

Several projects are underway to improve the Presidio Bluffs Coastal Trail corridor and the Merchant Road gateway to the Presidio. Please pardon the transitional state of this park site as we move into the final stages of our improvements. These projects are a cooperative effort of the Golden Gate National Parks Conservancy, National Park Service, Presidio Trust, and Golden Gate Bridge Highway and Transportation District. The restoration and trail improvements are part of Trails Forever, a park-wide initiative to establish a world-class trail system and protect park resources in the Golden Gate National Parks.

PROJECT OBJECTIVES

- Trail improvements
- Improved visitor experience
- Viewshed enhancement
- Habitat restoration with community involvement
- Cultural resource preservation

COMPLETED WORK

- Removed selected non-native trees to increase natural diversity and improve duff stability
- Controlled invasive plants (Cape Ivy) to increase natural diversity

JOIN THE TRAILS FOREVER TEAM

If you have any questions or would like to get involved in trail restoration efforts in the parks, please contact Erin Heimbrinder at 415-561-3054 or erheimbrinder@parkconservancy.org.

For more information, visit www.parkconservancy.org and www.presidio.gov.

UPCOMING WORK

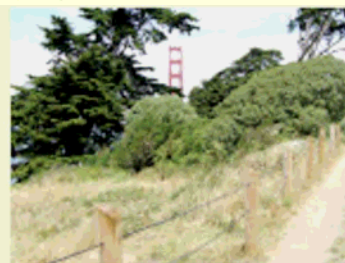
Fall 2006

- The completion of safety improvements to the Merchant Road/Lincoln Blvd intersection

2007 and 2008

- Planting project by volunteers
- Improvements to the California Coastal Trail and Battery to Bluffs Trail
- Development of enhanced parking next to Merchant Road
- Removal by the Presidio Trust Remediation Department of Army-era landfill

BEFORE



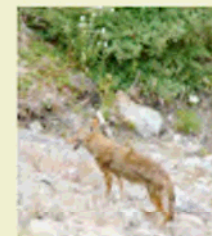
AFTER



Restoration of the natural viewshed



Colorful coastal scrub plant communities will be restored to the Presidio Bluffs



A coyote passing on a riparian outcrop on the Presidio Bluffs



A Chestnut Scaled Chickadee at Houndstooth Lake

Trails Forever is a park-wide initiative sponsored by the Golden Gate National Parks Conservancy, National Park Service, and Presidio Trust.



www.parkconservancy.org



www.nps.gov



www.presidiotrust.org

Lessons Learned

Continued Evaluation and Assessment



- Adaptively managing feedback
- Continued communication with key staff and stakeholders
- Reporting statistics – support/concerns
- Post project summary and evaluation

Lessons Learned

When to Develop a Community Engagement Strategy



- Visibility
- Past or Adjacent Controversy
- New Activity
- Engaged or Interested Public
- Changed Access and Use
- Scale
- Opportunity for Initiating Stewardship
- New location for Park Management
- Concerned User Groups

Lessons Learned

Successful Community Engagement Is ...



Vs.



Building Public Engagement Into Every Invasive Plant Control Project – Why?



BECAUSE IT ENSURES...

- Continued advocacy and stewardship
- Adequate funding and resources
- Sufficient support for projects
- No negative effects on other park projects
- Supportive public policy and changes in mainstream practices
- We remain relevant, and hence thrive