Chehalem Heritage Trails Advisory Committee

AGENDA

June 14, 2023 | 6:30 - 8:00 p.m.

Attend either in person on-site at CPRD Admin Office
or remotely via Zoom: https://us02web.zoom.us/j/89157263898
Meeting ID: 891 5726 3898

Committee Members:	Committee Members (Continued):	Board Liaisons:
Michelle Colvin	*Bob Oleson*	*Bart Rierson*
Quentin Comus (Chair)	*Martin Peters*	*Jim McMaster*
Matt Dolphin	*Cindy Riggs*	
Allen Holstein	*Erin Robinson (Secretary)*	CPRD Staff:
Kimberly Lanier	*Peter Siderius*	*Casey Creighton*
		Kat Ricker
		Bryan Stewart

I. Call to Order

II. Attendance Roll Call

III. Approval of May Meeting Minutes
   ○ See Appendix A

IV. Public Comment Period

Public participation in Chehalem Heritage Trails Advisory Committee meetings is encouraged. Those interested may submit written comments to kricker@cprdnewberg.org or provide oral comments at a public committee meeting. Those wishing to provide oral comments will be provided a set amount of time determined by the Chair at the beginning of the meeting during the designated public comment period. This public comment period may last up to a maximum of 10 minutes.

V. Work Party Reflection (Quentin)

VI. Community Trails Survey Update (Quentin)
   ○ See Appendices B and C
   ○ Potential Motion: Recommend to the CPRD Board of Directors that CPRD administer the CHTAC Community Trails Survey as (Option A/Option B) presented in the CHTAC Community Trails Survey Proposal.

VII. In-Person Trail User Survey Preparations (Quentin)
   ○ See Appendix D

VIII. Public Awareness and Outreach Campaign Discussion (Quentin)
   ○ Draft CHTAC Website: www.chtac.org
   ○ See Appendix E

IX. Board of Directors Meeting Report (Quentin)

X. Adjourn

Important Reminders/Notes:

- Wednesday, June 21, 2023: Bob and Crystal Rilee Park Master Plan Open House at the Chehalem Cultural Center Ballroom at 6 p.m.
- Thursday, June 29, 2023: CPRD Board of Directors Meeting at the CPRD Administrative Office and on Zoom at 6 p.m.
- Wednesday, July 12, 2023: CHTAC Regular Meeting at the CPRD Administrative Office and on Zoom at 6:30 p.m.

Chehalem Heritage Trails Advisory Committee

MINUTES

May 10, 2023 | 6:30 - 8:00 p.m.

Attend either in person on-site at CPRD Admin Office
or remotely via Zoom: https://us02web.zoom.us/j/89157263898
Meeting ID: 891 5726 3898

Green attended in person – Blue attended via Zoom – Black not in attendance

Committee Members:	Bubba King	Board Liaisons:
Michelle Colvin		Bart Rierson
Quentin Comus (Chair)	Committee Members (Continued):	Jim McMaster
Matt Dolphin	Bob Oleson	
Allen Holstein	Martin Peters	CPRD Staff:
Kimberly Lanier	Cindy Riggs	Casey Creighton
	Erin Robinson (Secretary)	Kat Ricker
Brian Bowman	Peter Siderius	Bryan Stewart
Bob Freshman		
Keena Riley		

I.   Call to Order

II.   Attendance Roll Call

III.   Approval of April Minutes – so moved, seconded and approved unanimously

- ○   See Appendix A

IV.   Public Comment Period

Public participation in Chehalem Heritage Trails Advisory Committee meetings is encouraged. Those interested may submit written comments to kricker@cprdnewberg.org or provide oral comments at a public committee meeting. Those wishing to provide oral comments will be provided a set amount of time determined by the Chair at the beginning of the meeting during the designated public comment period. This public comment period may last up to a maximum of 10 minutes.

None presented

V.   Work Party Update (Quentin)

- ○   Informational Webpage
    1. June 3rd, 2023
    2. 20 or so people signed up already
- ○   Volunteer RSVP Webpage
- ○   Marketing Toolkit
    1. Text message and email templates
- ○   American Hiking Society Informational Webpage

1. Some merchandise is going to arrive
   ○ [American Hiking Society Marketing Toolkit](#)
   ○ See Appendix B
VI. Current Outreach Opportunities (Cindy)
   ○ Cindy & Kat looked at May, 2023
      1. Wednesday Market – general information 4pm-8pm
         a) Booth doesn't really excite kids – stickers
      2. Youth Soccer – May 22/23 between the games
      3. Swag hat with a heritage logo – we should discuss with Kat – would be provided by CPRD
VII. Public Awareness, Education, and Survey Ideas (Quentin)
   ○ See Appendix C
   ○ To assist in bolstering information regarding the trails.
   ○ List of strategies we might consider to bolster positive feelings towards trails.
   ○ Continue to solicit trail ideas
   ○ Bolster volunteer groups to provide trail maintenance, etc.
   ○ Resources and examples also provided
   ○ Overarching goals and promotion ideas would be good to explore.
   ○ Pete Siderius – messaging for public outreach – giving the community a vision
      1. Committee should agree and present a united message
      2. What is our message to the community?
   ○ Surveys – SCORP survey – Erin and Quentin have some ideas
      1. Matt suggests surveys at trailheads – QR code to give feedback
      2. Jim - Oregon Parks and Rec probably has some information regarding surveys
      3. Allen – brings up the last CPRD board meeting and concerns over county level resistance
         a) Commissioner and CPRD meetings should be attended – Matt
         b) Marty – not much give on opposition to trails
         c) Bart – our board is allowed to pursue education and outreach in pursuit of our mission
      4. Allen – request for proposals for companies to do a plan for Bob & Crystal Rilee Park –
         a) Casey - MD5 won the proposal
         b) Will be participation needed from this committee
   ○ Strategic awareness
VIII. New Trail Idea and Existing Trail Maintenance/Expansion Solicitation (Quentin)
   ○ See Appendix D

- We should continue to evaluate and bring recommendations to the board.
- Form to create and publish to let people submit ideas regarding the creation of trails.
- Allen – Knudsen Vineyards and related – wanted to be compensated for removal of the vines – on pause
- Quentin - Trails without roadblocks are of interest

IX. Guest Speaker Ideas (Quentin)
- Would be nice to have a few experts every year who could speak
  1. OPRD
  2. Advocacy groups – benefits of trails
  3. Local people
  4. Allen mentioned Washington County – Gaston and what is happening in metro – organized – spoke at Yamhela Westsiders
- Cindy mentioned that Michelle thought we should have a field trip on Dundee Bypass Trail
- Marty Is there a media budget? – would be great to have a promotional video
  1. Where would we place it?
  2. Different methods of promotion would be good
     a) Pete suggests Quentin's Salmon Toxic Seas on YouTube
  3. Eminent Domain is not a part of trails – and that should be emphasized
     a) CPRD hasn't used eminent domain in 40 years
     b) CPRD taxes haven't been raised in decades
     c) Educational facts – rather than anything political – a video may help
     d) CPRD does leverage the SDC funds – and haven't been used much directly without grants or in kind work
  4. Brian Bowman – people don't know what is on the line to lose with things like the Dundee Bypass Trail – plans need to be laid out

X. Board of Directors Meeting Report (Quentin)
- Dundee Bypass 1st phase Contract awarded
  1. Bridge at Ewing Young is at question – State will now provide an answer
- Questions about Bob and Crystal Rilee Park – can it open – west side water issues near culverts

XI. Adjourn 8pm

Important Reminders/Notes:
- [June 3, 2023: National Trails Day Work Party at Bob and Crystal Rilee Park](#)
- June 14, 2023: CHTAC Regular Meeting at the CPRD Administrative Office and on Zoom at 6:30 p.m.
- July 12, 2023: CHTAC Regular Meeting at the CPRD Administrative Office and on Zoom at 6:30 p.m.

CPRD Chehalem Heritage Trails Advisory Committee - Community Trails Survey Funding and Administration Proposal

Introduction

The purpose of this project is to conduct a comprehensive survey of Chehalem Park and Recreation District (CPRD) residents regarding their usage, attitudes, and perceptions of local trails. This survey will be distributed digitally, leveraging the broad reach of social media, email newsletters, public events, and physical mailers to engage a representative sample of our community. The data collected will guide future trail development and maintenance efforts, ensuring that our trails continue to meet the needs and expectations of our residents.

This proposal includes two survey distribution options:
- **Option A** is a census-scale distribution method, estimated to reach 14,000 residences and generate 1,400 responses at a total cost of $6,635.
- **Option B** is a simple random survey distribution method, estimated to reach 5,000 residences and generate 500 responses at a total cost of $3,614.

Research Questions

The survey will focus on the following key research areas:
- **Demographics:** What is the demographic profile of our trail users?
- **Usage Behavior:** What activities do residents engage in while on the trails? What are their preferences for different types of trails?
- **Attitudes:** How do trail users perceive the importance of trails for their personal health, well-being, and community value? What do they appreciate most about the trails? What would they like to see improved? What are their concerns?
- **Trail Conditions:** What is the user's assessment of the current conditions of the trail they are using? Are there specific areas or issues they believe need attention?

Survey Design

The survey will be designed using Qualtrics, a professional online survey tool, and will consist of four sections corresponding to the research areas. The survey will include a mix of multiple-choice, Likert scale, and open-ended questions to capture diverse and comprehensive

responses. The survey will be designed to be user-friendly and take no more than 15 minutes to complete to respect the respondents' time.

Distribution Strategy

The survey will be distributed to all CPRD residents using a multi-channel approach:
- **Mailer:**
    - **Option A:** A physical mailer will be sent to all CPRD residents containing an introduction to the survey, its purpose, and a QR code that can be scanned to access the survey. This represents approximately 14,000 residences. It will be printed in both English and Spanish.
    - **Option B:** A physical mailer will be sent to a simple random sample of 5,000 CPRD residents containing an introduction to the survey, its purpose, and a QR code that can be scanned to access the survey. This represents 5,000 residences. It will be printed in both English and Spanish.
- **Social Media:** The survey will be promoted on CPRD's social media platforms, including Facebook, Twitter, and Instagram. Posts will include a link to the survey and encourage sharing to reach a wider audience. Committee members will also share posts to community social media pages/groups.
- **Public Events:** During public events, CPRD representatives will advertise the survey, provide information on how to access it, and encourage participation.
- **Flyer Boards:** Posters advertising the survey with a QR code will be placed on community bulletin boards in high traffic areas. These flyers will be printed in both English and Spanish.
- **Email Newsletters:** The survey will be included in regular CPRD email newsletters sent to residents. Committee members will also submit survey content to community newsletters.

Data Analysis

The data will be analyzed using Qualtrics' built-in analytics tools and additional statistical software as needed. Both descriptive and inferential statistical methods will be used to analyze the data. The findings will be presented in a comprehensive report that includes an executive summary, data visualizations, and actionable recommendations.

Ethical Considerations

All respondents will be informed about the purpose of the survey, how their data will be used, and their rights as participants. Participation will be voluntary, and no personally identifiable information will be collected to ensure privacy. The only exception is asking for the personal email address of respondents who are interested in learning more and/or being entered into the prize drawing.

Mitigating Survey Errors, Tampering, and Other Related Concerns

Data Quality

To ensure the quality and reliability of the data we collect, the following measures will be implemented:

- **Pre-testing:** Before launching the survey, it will be pre-tested with a small group of participants. This will allow us to identify and correct any ambiguous or misleading questions, technical issues, or other potential sources of error.
- **Instructions and Guidance:** Clear instructions and definitions will be provided where necessary to ensure that respondents understand the questions and respond accurately.
- **Mandatory Questions:** Some questions will be set as mandatory to prevent missing data and malfunctioning question logic, with "no response" options as appropriate.

Survey Tampering

To prevent fraudulent responses and tampering, the following security measures will be implemented:

- **IP Duplication Check:** Qualtrics provides an option to prevent multiple responses from the same IP address. This will be enabled to minimize the risk of one person submitting multiple responses, but no IP addresses will be collected and accessible to the survey host.
- **CAPTCHA:** Implementing CAPTCHA at the start of the survey can ensure the respondent is not a bot.
- **Data Scrutiny:** Data will be regularly reviewed for patterns that may suggest fraudulent responses, such as identical concurrent responses, rapid completion times, or nonsensical open-ended responses.

Privacy Concerns

We are committed to maintaining the privacy and confidentiality of all survey participants. The following measures will be in place to protect participant information:

- **Anonymity:** While we will be collecting email addresses for the purpose of the prize draw, this information will be kept separate from the survey responses to ensure responses are anonymous.
- **Data Security:** Data will be stored securely in the Qualtrics platform, which employs robust data security measures.
- **Transparency:** Participants will be fully informed about the purpose of the survey, what the data will be used for, how their privacy will be protected, and that their email will only be used for the purpose of the prize draw.

Mitigating Non-Response Errors

Non-response errors occur when respondents differ in meaningful ways from non-respondents. To mitigate this:
- **Incentives:** As mentioned earlier, offering a chance to win a family membership to the Chehalem Aquatic and Fitness Center can encourage participation.
- **Follow-Up:** For those who have not completed an initiated survey, the Qualtrics system will send reminders to encourage them to finish the initiated survey.
- **Ease of Participation:** The survey will be designed to be quick and easy to complete, reducing the time commitment required.

Mitigating Coverage Errors

Coverage errors happen when some members of the population are inadequately represented in the survey. To address this:
- **Wide Distribution:** The survey will be distributed via mailers, social media, public events, flyer boards, and email newsletters, ensuring broad coverage of the Chehalem Park and Recreation District residents.
  - Option B produces some additional concerns around coverage error, as not all members of the population will have direct access to the survey. Whereas, Option A includes sending every CPRD residence a mailer.
- **Accessibility:** The survey will be made available in a digital formats designed with universal design principles in mind to accommodate different preferences and accessibility needs.

Mitigating Measurement Errors

Measurement errors occur when responses are inaccurate or misinterpreted. To reduce these errors:
- **Clear Instructions:** The survey will include clear instructions and definitions to ensure respondents understand the questions.
- **Pre-testing:** The survey will be pre-tested to identify and correct potential sources of misunderstanding or ambiguity.

Mitigating Sampling Errors

Sampling errors occur when the sample is not representative of the population. To mitigate this:
- **Broad Outreach:** By reaching out to the entire Chehalem Park and Recreation District, we increase the chances of getting a representative sample.
  - Option B produces some additional concerns around sampling error, as not all members of the population will have direct access to the survey. Whereas, Option A includes sending every CPRD residence a mailer.
- **Randomization:** The random prize drawing can encourage a wider demographic to participate, thereby reducing the risk of over-representation of certain groups.

Budget

Option A
- Printing and Mailing (EDDM to 14,000 households): $5,500
- Social Media Advertising: $250
- Flyer Printing: $50
- Survey Incentive (Quarterly Family Membership to the Chehalem Aquatic and Fitness Center): $235
- 10% Contingency: $600

Total budget: $6,635

Option B
- Printing and Mailing (SRS of 5,000 CPRD voters): $2,750
- Social Media Advertising: $250
- Flyer Printing: $50
- Survey Incentive (Quarterly Family Membership to the Chehalem Aquatic and Fitness Center): $235
- 10% Contingency: $329

Total budget: $3,614

Timeline

- May 15-31: Finalize survey questions and design on Qualtrics
- May 22-June 29: Seek approval and funding from CPRD staff and Board of Directors
- May 22-June 29: Prepare and distribute physical and digital promotional materials
- July 1-31: Survey is open for responses
- August 1-15: Close survey, perform data analysis, prepare report and presentation
- August 16-31: Distribute results to stakeholders and implement findings

Data Analysis

Upon the closure of the survey, a comprehensive analysis will be conducted using Qualtrics' analytics capabilities. This will include standard descriptive statistics (mean, median, mode, range), as well as more advanced inferential statistics to test for significant differences among groups (such as ANOVA or t-tests). Cross-tabulation will be used to explore relationships between different variables, such as age and frequency of trail usage or resident status and trail improvement suggestions.

Post-Survey Presentation and Distribution

The results will be presented in a comprehensive report that includes visual data representations such as charts and graphs, as well as narrative interpretations of the data. In addition to presenting the report to the Chehalem Park and Recreation District Board of Directors, it will be made available for public viewing on the District's website. A summary of the findings will also be shared with the community through various channels, such as newsletters, social media posts, press releases, and public meetings.

Data Use/Implementation

The data obtained from the survey will be used to inform decisions about trail maintenance, development, and policy. This may include identifying priority areas for improvement, developing new trails based on user demand, and implementing policy changes to improve user experience. Furthermore, the survey data will also be valuable for grant writing, fundraising efforts, and legislative (policy) advocacy as it provides concrete evidence of community needs and desires.

Long-term, the survey data can be used as a baseline for future surveys, allowing the District to track changes in trail usage and satisfaction over time. This will support continuous improvement and ensure that the trail system continues to meet the needs of the community.

Conclusion

The proposed Community Trails Survey is a comprehensive effort to understand the needs, preferences, and usage patterns of our trail system from those who use it most - our residents. By using a combination of digital and traditional survey distribution methods, we aim to reach a broad spectrum of our community and gather a diverse array of responses.

With careful planning and execution, this survey will provide us with invaluable insights to shape the future of our trails. Not only will it help us prioritize improvements and allocate resources effectively, but it will also strengthen our relationship with the community by demonstrating our commitment to their views and experiences.

While we have made every effort to mitigate potential survey errors and biases, we recognize that no survey is perfect. However, we firmly believe that the data we collect will be robust and representative enough to guide our decision-making process.

Finally, we understand that conducting the survey is just the first step. The real work begins when we analyze the data and translate the insights into tangible actions. We are committed to being transparent about this process and sharing our findings with the community. After all, these trails belong to all of us, and their future should be shaped by all of us.

CPRD Community Trails Survey

Q1 Welcome to the Chehalem Heritage Trails Advisory Committee's Community Trails Survey. This survey aims to gather your insights about local trails, your usage patterns, and your thoughts on future trail development within the Chehalem Park and Recreation District.

Your responses will help inform our efforts to improve the trail system and better serve our community. The survey should take about 15 minutes to complete. All responses are confidential and will be reported only in aggregate form. Upon completion of this survey, you may choose to be entered into a random prize drawing for a one (1) quarter Chehalem Aquatic and Fitness Center Family Membership.

Thank you for your participation!

Q36 reCAPTCHA Verification

Q1 How often do you visit trails within the Chehalem Park and Recreation District?

○ Daily (1)

○ Weekly (2)

○ Monthly (3)

○ Less than Once a Month (4)

○ Never (5)

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Q2 What trails do you typically visit within the Chehalem Park and Recreation District? (select all that apply)

☐ Bob and Crystal Rilee Park trails (1)

☐ Chehalem Glenn Golf Course trails (2)

☐ Crabtree Park trails (3)

☐ Crater Park walking paths (4)

☐ Ewing Young Park trails (5)

☐ Herbert Hoover Park walking paths (6)

☐ Jaquith Park walking paths (7)

☐ Schaad Park trails (8)

☐ Urban Newberg walking paths (9)

☐ Urban Dundee walking paths (10)

Page Break ⎯

Q3 What recreational activities do you participate in when you visit trails? (select all that apply)

☐ Birdwatching/Nature Observation (1)

☐ Dog Walking (2)

☐ Horseback Riding (3)

☐ Mountain Biking (4)

☐ Picnicking (5)

☐ Running/Jogging (6)

☐ Walking (7)

☐ Other (please specify) (8)
_____

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Q4 What is your motivation to visit trails? (select all that apply)

- ☐ Develop Community (1)

- ☐ Enjoy Nature (2)

- ☐ Escape Personal/Social Pressures (3)

- ☐ Family Togetherness (4)

- ☐ Learn New Things (5)

- ☐ Meet New People (6)

- ☐ Physical Fitness (7)

Page Break

Q5 What are your reason(s) for not visiting trails? (select all that apply)

☐   Health Issues (1)

☐   Lack of Accessibility (2)

☐   Lack of Internet (3)

☐   Lack of Time (4)

☐   Safety Concerns (5)

☐   Other (please specify) (6)

_____

End of Block: Recreation Attitudes and Behaviors

Start of Block: Benefits and Concerns

Q6 How important do you think local trails are to the community?

○ Not Important at All (1)

○ Slightly Important (2)

○ Somewhat Important (3)

○ Moderately Important (4)

○ Extremely Important (5)

Page Break

Q7 What do you believe are the primary benefits of local trails?
Indicate how much you agree with the following statements.

	Strongly Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Improving physical health is a primary benefit of trails. (1)	○	○	○	○	○
Enhancing mental health is a primary benefit of trails. (2)	○	○	○	○	○
Providing opportunities for social interaction is a primary benefit of trails. (3)	○	○	○	○	○
Enhancing local tourism is a primary benefit of trails. (4)	○	○	○	○	○
Improving community connectedness is a primary benefit of trails. (5)	○	○	○	○	○
Improving property values is a primary benefit of trails. (6)	○	○	○	○	○

Page Break

Q8 What do you believe are the primary concerns of local trails?
Indicate how much you agree with the following statements.

	Strongly Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Safety (personal security) is a primary concern of trails. (1)	○	○	○	○	○
Environmental impact is a primary concern of trails. (2)	○	○	○	○	○
Overcrowding is a primary concern of trails. (3)	○	○	○	○	○
Infringement of private property rights is a primary concern of trails. (4)	○	○	○	○	○
Homelessness is a primary concern of trails. (5)	○	○	○	○	○
Development and maintenance costs is a primary concern of trails. (6)	○	○	○	○	○
Conflict between different user groups (e.g. bikers and walkers) is a primary concern of	○	○	○	○	○

trails. (7)

Q9 Do you believe trails contribute to the following aspects?
Indicate how much you agree with the following statements.

	Strongly Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Trails contribute to a positive quality of life. (1)	○	○	○	○	○
Trails contribute to economic viability. (2)	○	○	○	○	○
Trails contribute to environmental conservation. (3)	○	○	○	○	○

Page Break

Q10 Do you believe the benefits of trail development outweigh the potential negative impacts?

○ Strongly Disagree (1)

○ Somewhat Disagree (2)

○ Neither Agree nor Disagree (3)

○ Somewhat Agree (4)

○ Strongly Agree (5)

End of Block: Benefits and Concerns

Start of Block: Current State

X→

Q11 How would you rate the current state of trail maintenance within the Chehalem Park and Recreation District?

○ Excellent (1)

○ Good (2)

○ Fair (3)

○ Poor (4)

○ Don't know (0)

Page Break —

Q12 Are you familiar with the Chehalem Heritage Trails Master Plan?

○ Yes (1)

○ No (2)

Page Break

Q13 Have you ever encountered any problems or conflicts while using local trails? (e.g., overcrowding, irresponsible behavior, inadequate facilities)

○ Yes (1)

○ No (2)

○ Don't Know (3)

Page Break

Q14 If you answered "Yes" to the previous question, please briefly describe the problem or conflict you encountered.

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_____

_____

_____

_____

Page Break

Q15 Do you believe the amount, variety, and accessibility of trails within the Chehalem Park and Recreation District are adequate?
 Indicate how much you agree with the following statements.

	Strongly Disagree (1)	Somewhat Disagree (2)	Neither Agree nor Disagree (3)	Somewhat Agree (4)	Strongly Agree (5)
The amount (total mileage) of trails within the Chehalem Park and Recreation District is adequate. (1)	○	○	○	○	○
The variety (user type) of trails within the Chehalem Park and Recreation District is adequate. (2)	○	○	○	○	○
The accessibility of trails within the Chehalem Park and Recreation District is adequate. (3)	○	○	○	○	○

Page Break

Q16 How concerned are you about the future state of trails within the Chehalem Park and Recreation District?

○ Extremely Concerned (1)

○ Moderately Concerned (2)

○ Somewhat Concerned (3)

○ Slightly Concerned (4)

○ Not Concerned At All (5)

Q17 Do you support the addition of trails within the Chehalem Park and Recreation District?

○ Strongly Oppose (1)

○ Somewhat Oppose (2)

○ Neither Oppose nor Support (3)

○ Somewhat Support (4)

○ Strongly Support (5)

Page Break

Q18 How likely are you to support funding sources for trail development and maintenance?

	Extremely Unlikely (1)	Somewhat Unlikely (2)	Neither Unlikely nor Likely (3)	Somewhat Likely (4)	Extremely Likely (5)
Property Taxes (1)	○	○	○	○	○
System Development Fees (2)	○	○	○	○	○
Temporary Tax Levy (3)	○	○	○	○	○
User Fees (e.g. Parking Fees) (4)	○	○	○	○	○
State or Federal Grants (5)	○	○	○	○	○
Donations (6)	○	○	○	○	○

Page Break

Q19 How much are you willing to pay for trail development and maintenance? (e.g. in property taxes, through a temporary tax levy, or by parking fees)

○ $100/year (1)

○ $75/year (2)

○ $50/year (3)

○ $25/year (4)

○ Less than $25/year (5)

○ I would not be willing to pay for trail development and maintenance. (6)

Page Break

Q20 How interested are you in participating in on-the-ground, staff-guided, volunteer maintenance events?

○ Not Interested at All (1)

○ Slightly Interested (2)

○ Somewhat Interested (3)

○ Moderately Interested (4)

○ Extremely Interested (5)

Page Break

Q21 How interested are you in participating in public forums and community meetings related to trail maintenance and development?

○ Not Interested at All (1)

○ Slightly Interested (2)

○ Somewhat Interested (3)

○ Moderately Interested (4)

○ Extremely Interested (5)

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Q22 What forms of community engagement in trail development and maintenance decision-making would you support?

☐ Community Meetings (1)

☐ Focus Groups (2)

☐ Public Forums (3)

☐ Surveys (4)

☐ Recreation Events (5)

☐ Volunteer Events (6)

☐ Other (please specify) (7)

_____

Q26 If you have any additional comments or suggestions about the future of trails in the Chehalem Park and Recreation District, please share them here.

_____

_____

_____

_____

_____

Q27 What is your age?

○ 18-24 (1)

○ 25-34 (2)

○ 35-44 (3)

○ 45-54 (4)

○ 55-64 (5)

○ 65 or older (6)

○ Prefer Not to Say (7)

Page Break ───

Q28 What is your gender?

○ Male (1)

○ Female (2)

○ Non-binary (3)

○ Prefer Not to Say (4)

Page Break

Q29 What is your ethnicity? (You may select multiple options)

☐ White (1)

☐ Hispanic or Latino (2)

☐ Black or African American (3)

☐ Native American or American Indian (4)

☐ Asian/Pacific Islander (5)

☐ Prefer Not to Say (6)

☐ Other (please specify) (7)
_____

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Q30 What is your highest level of education?

○ Less Than High School (1)

○ High School Graduate or Equivalent (2)

○ Some College or 2-Year Degree (3)

○ 4-Year Degree (4)

○ Graduate Degree (5)

○ Prefer Not to Say (6)

Page Break

Q31 What is your annual household income?

○ Less than $25,000 (1)

○ $25,000 to $49,999 (2)

○ $50,000 to $74,999 (3)

○ $75,000 to $99,999 (4)

○ $100,000 to $149,999 (5)

○ More than $150,000 (6)

○ Prefer Not to Say (7)

Page Break —

Q32 Would you like to stay informed about trail development and maintenance within Chehalem Park and Recreation District?

○ Yes (1)

○ No (2)

Q33 Would you like to stay informed about trail maintenance volunteering opportunities within Chehalem Park and Recreation District?

○ Yes (1)

○ No (2)

Q34 Would you like to be entered into the prize drawing for a one (1) quarter Chehalem Aquatic and Fitness Center Family Membership?

○ Yes (1)

○ No (2)

Display This Question:

If Q32 = Yes

Or Q33 = Yes

Or Q34 = Yes

✳

Q35 If you answered "Yes" to any of the previous questions, please provide your email address.

_____

End of Block: Demographic Information

CPRD Chehalem Heritage Trails Advisory Committee - Trail User Survey Funding and Administration Proposal

Introduction

The aim of this project is to implement a thorough survey of trail users within the Chehalem Park and Recreation District (CPRD), gathering insights into their habits, attitudes, and perceptions of the local trails. This survey will be conducted in person, leveraging the organic interactions of trail users to capture a diverse and representative sample of our community. The information collected will directly inform the ongoing development and upkeep of our trails, guaranteeing that they continue to serve the desires and expectations of our residents effectively.

Research Questions

The survey will concentrate on the following central research topics:
- **Demographics:** What is the demographic distribution of our trail users?
- **Residency:** Are trail users residents within the Chehalem Park and Recreation District, or are they visitors from outside the district?
- **Usage Behavior:** How frequently and at what times of day are residents using the trails? What is the typical duration of their visits? What activities do they primarily engage in while on the trails?
- **Attitudes:** How important do trail users consider the trails to their personal health and well-being? What aspects of the trails do they appreciate the most? What improvements would they like to see?
- **Trail Conditions:** What is the user's evaluation of the present conditions of the trail they are using? Are there specific elements or issues they think need to be addressed?

Survey Design

The survey will be prepared using a professional survey software suitable for in-person data collection and will be divided into four sections, corresponding to the research areas. The survey will include a blend of dichotomous, multiple-choice, Likert scale, and open-ended questions to gather varied and in-depth responses. The survey is designed to be user-friendly and will take no more than 1 minute to complete, respecting the respondents' time and encouraging participation during trail usage.

Distribution Strategy

The survey will be administered to trail users utilizing an in-person approach:
- **Trailheads:** Survey teams will be stationed at various trailheads throughout the district to catch users at the beginning or end of their trail usage. This will allow for a broad capture of data across different trails and user types.
- **High-traffic Areas:** In addition to trailheads, survey teams will be located in high-traffic areas along the trails to ensure a high response rate and to engage users who may not enter or exit at official trailheads.

All survey administrators will be trained to conduct the survey professionally and respectfully, minimizing disruption to trail users' experiences.

Data Analysis

The data collected will be analyzed using professional statistical software and techniques. Both descriptive and inferential statistical methodologies will be employed in our analysis. The results will be presented in a detailed report that includes a succinct executive summary, vivid data visualizations, and practical suggestions for future trail development and maintenance. In addition, the report will identify trends and patterns in trail usage, perceptions, and attitudes to provide a nuanced understanding of trail users' experiences and needs. The findings from this survey will serve as a valuable resource for ongoing efforts to ensure our trails meet the expectations and enhance the experiences of our community.

Ethical Considerations

All participants will be provided with clear information about the purpose of the trail user survey, how their responses will be utilized, and their rights as respondents. Participation in the survey is completely voluntary, and we will not gather any personally identifiable information to ensure the privacy of the participants. We are committed to maintaining the highest ethical standards in our survey procedures, including the respectful and confidential handling of all survey responses.

Mitigating Survey Errors, Tampering, and Other Related Concerns

Data Quality

To ensure the quality and reliability of the data we collect during this in-person Trail User Survey, we will implement the following measures:

- **Pre-testing:** The survey will be pre-tested with a small group of trail users. This will help us identify and rectify any ambiguous or misleading questions and other potential sources of error.
- **Training of Field Staff:** All field staff administering the survey will be thoroughly trained to ensure they understand the questions and are able to provide clear instructions and guidance to respondents.

Survey Tampering

To prevent fraudulent responses and tampering, the following measures will be implemented:
- **Vigilance:** Staff will keep an eye out for any suspicious behavior that might suggest a user is trying to influence the results unfairly.
- **Data Scrutiny:** Survey responses will be regularly reviewed for patterns that may suggest fraudulent responses, such as identical responses from multiple users.

Privacy Concerns

We are committed to maintaining the privacy and confidentiality of all survey participants. Here are the measures that we will have in place:
- **Anonymity:** Survey responses will be anonymous, and no personally identifiable information will be collected.
- **Data Security:** All survey data will be stored securely, with access limited to authorized personnel only.
- **Transparency:** Participants will be fully informed about the purpose of the survey, what the data will be used for, and how their privacy will be protected.

Mitigating Non-Response Errors

Non-response errors occur when respondents differ in meaningful ways from non-respondents. To mitigate this:
- **Engagement:** Field staff will be trained to engage with trail users in a friendly and inviting manner, encouraging participation.
- **Ease of Participation:** The survey will be brief and simple to complete, reducing the time commitment required.

Mitigating Coverage Errors

Coverage errors happen when some members of the population are inadequately represented in the survey. To address this:
- **Broad Reach:** Survey teams will be stationed at various points along the trail at different times of day and on different days of the week, to ensure that a wide range of users are surveyed.
- **Accessibility:** Efforts will be made to accommodate those with different needs and abilities, ensuring that the survey is accessible to all trail users.

Mitigating Measurement Errors

Measurement errors occur when responses are inaccurate or misinterpreted. To reduce these errors:

- **Clear Communication:** Field staff will be trained to provide clear instructions and explanations, ensuring that respondents understand the questions.
- **Pre-testing:** The survey will be pre-tested to identify and correct potential sources of misunderstanding or ambiguity.

Mitigating Sampling Errors

Sampling errors occur when the sample is not representative of the population. To mitigate this:

- **Broad Outreach:** By reaching out to users at various points along the trail and at different times, we increase the chances of getting a representative sample.
- **Consistent Engagement:** Staff will be trained to approach all trail users, but will record the count of all trail users observed, regardless of their interaction with the survey.

Budget

The primary costs associated with this survey will be for training volunteers, printing survey materials, and volunteer appreciation (snacks, water, etc.). These materials may be donated or normal "consumables" for CPRD. As such, no budget is currently outlined.

Timeline

- **Preparation Phase (June 15 - June 30):** Finalize survey design and questions, organize volunteer schedules, gather necessary materials, and provide training for volunteers.
- **Data Collection Phase (July 1 - July 29):** Volunteers conduct surveys at each park/trail at different times and days. Volunteers will also tally the number of trail users.
- **Data Analysis Phase (July 30 - August 6):** Clean and analyze the data collected from the surveys.
- **Report Writing Phase (August 7 - August 11):** Write and proofread the report based on the analysis of the survey data.
- **Report Submission and Follow-Up (August 14 - August 18):** Submit the final report to stakeholders and conduct follow-up meetings and discussions.

Survey Schedule

An example survey schedule is attached for reference.

Data Analysis

Upon the conclusion of the in-person Trail User Survey, we will conduct a thorough analysis using statistical software. This analysis will include descriptive statistics such as mean, median, and mode to summarize the data, inferential statistics such as ANOVA and t-tests to examine differences between groups, and cross-tabulation to explore relationships between different variables, like age and trail usage frequency. In addition, we will perform a thematic analysis of open-ended responses to identify common themes and sentiments among trail users, providing a well-rounded understanding of trail usage and user attitudes.

Post-Survey Presentation and Distribution

Once the analysis of the Trail User Survey is complete, we will consolidate the findings into a detailed report. This report will include visual representations of the data like charts and graphs, alongside clear and concise interpretations of the results. The completed report will first be presented to the board of the Chehalem Park and Recreation District, after which it will be made accessible to the public via the District's official website. In an effort to promote transparency and community involvement, a summary of the key findings will be disseminated through a variety of channels. These channels include community newsletters, the District's social media platforms, press releases, and during public meetings. This ensures that the insights gained from the survey reach as wide an audience as possible, fostering a sense of inclusivity and shared ownership over the trail improvements.

Data Use and Implementation

The valuable insights derived from the Trail User Survey will serve as a roadmap for future enhancements and planning for the Chehalem Heritage Trails. These insights will be integral to decisions concerning trail upkeep, necessary upgrades, and potential expansions. Moreover, the data collected will be instrumental in garnering support and securing funding for trail initiatives, both from within our community and from external parties. This collected information will empower us to better serve our trail users and to continue to enhance the value and enjoyment of the Chehalem Heritage Trails.

Conclusion

The proposed Trail User Survey is an all-encompassing initiative aimed at understanding the needs, preferences, and trail usage patterns of our most valued stakeholders - the trail users themselves. By utilizing a hands-on approach, we hope to reach a wide cross-section of our trail user community and garner a diverse range of responses.

With meticulous planning and execution, this survey will yield invaluable insights that will help shape the future trajectory of our trails. It will not only guide us in prioritizing improvements and

allocating resources but will also fortify our relationship with the community, demonstrating our dedication to their needs and experiences.

We acknowledge that no survey is flawless, and there may be potential biases and errors. However, we have made every possible effort to minimize these and are confident that the data we gather will be robust and representative, providing a solid foundation for our decision-making process.

We recognize that the survey is just the first step in this journey. The crucial work begins when we delve into the data, extract insights, and translate those into concrete actions. We are committed to maintaining transparency throughout this process and sharing our findings with the community. After all, these trails are a communal treasure, and their future should be guided by the collective wisdom of all users.

	Sun 7/2	Mon 7/3	Tue 7/4	Wed 7/5	Thu 7/6	Fri 7/7	Sat 7/8
8am	Bob and Crystal Rilee Park - Trailhead 1 8am - 9am		Bob and Crystal Rilee Park - Trailhead 1 8am - 9am			Bob and Crystal Rilee Park - Trailhead 1 8am - 9am	Bob and Crystal Rilee Park - Trailhead 1 8am - 9am
9am	Ewing Young Park - Trailhead 1 9am - 10am		Ewing Young Park - Trailhead 1 9am - 10am			Ewing Young Park - Trailhead 1 9am - 10am	Ewing Young Park - Trailhead 1 9am - 10am
10am							
11am	Bob and Crystal Rilee Park - Trailhead 2 11am - 12pm		Bob and Crystal Rilee Park - Trailhead 2 11am - 12pm			Bob and Crystal Rilee Park - Trailhead 2 11am - 12pm	Bob and Crystal Rilee Park - Trailhead 2 11am - 12pm
12pm	Chehalem Glenn Golf Course - Trailhead 1 12pm - 1pm		Chehalem Glenn Golf Course - Trailhead 1 12pm - 1pm			Chehalem Glenn Golf Course - Trailhead 1 12pm - 1pm	Chehalem Glenn Golf Course - Trailhead 1 12pm - 1pm
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2pm	Chehalem Glenn Golf Course - Trailhead 2 2pm - 3pm		Chehalem Glenn Golf Course - Trailhead 2 2pm - 3pm			Chehalem Glenn Golf Course - Trailhead 2 2pm - 3pm	Chehalem Glenn Golf Course - Trailhead 2 2pm - 3pm
3pm	Ewing Young Park - Trailhead 2 3pm - 4pm		Ewing Young Park - Trailhead 2 3pm - 4pm			Ewing Young Park - Trailhead 2 3pm - 4pm	Ewing Young Park - Trailhead 2 3pm - 4pm
4pm							
5pm	Chehalem Glenn Golf Course - Trailhead 3 5pm - 6pm		Chehalem Glenn Golf Course - Trailhead 3 5pm - 6pm			Chehalem Glenn Golf Course - Trailhead 3 5pm - 6pm	Chehalem Glenn Golf Course - Trailhead 3 5pm - 6pm
6pm	Scaad Park - Trailhead 1 6pm - 7pm		Scaad Park - Trailhead 1 6pm - 7pm			Scaad Park - Trailhead 1 6pm - 7pm	Scaad Park - Trailhead 1 6pm - 7pm
7pm							

	Sun 7/9	Mon 7/10	Tue 7/11	Wed 7/12	Thu 7/13	Fri 7/14	Sat 7/15
8am	Chehalem Glenn Golf Course - Trailhead 3 8am - 9am		Chehalem Glenn Golf Course - Trailhead 3 8am - 9am			Chehalem Glenn Golf Course - Trailhead 3 8am - 9am	Chehalem Glenn Golf Course - Trailhead 3 8am - 9am
9am	Scaad Park - Trailhead 1 9am - 10am		Scaad Park - Trailhead 1 9am - 10am			Scaad Park - Trailhead 1 9am - 10am	Scaad Park - Trailhead 1 9am - 10am
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3pm	Chehalem Glenn Golf Course - Trailhead 1 3pm - 4pm		Chehalem Glenn Golf Course - Trailhead 1 3pm - 4pm			Chehalem Glenn Golf Course - Trailhead 1 3pm - 4pm	Chehalem Glenn Golf Course - Trailhead 1 3pm - 4pm
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7pm							

	Sun 7/16	Mon 7/17	Tue 7/18	Wed 7/19	Thu 7/20	Fri 7/21	Sat 7/22
8am	Chehalem Glenn Golf Course - Trailhead 2 8am - 9am		Chehalem Glenn Golf Course - Trailhead 2 8am - 9am			Chehalem Glenn Golf Course - Trailhead 2 8am - 9am	Chehalem Glenn Golf Course - Trailhead 2 8am - 9am
9am	Ewing Young Park - Trailhead 2 9am - 10am		Ewing Young Park - Trailhead 2 9am - 10am			Ewing Young Park - Trailhead 2 9am - 10am	Ewing Young Park - Trailhead 2 9am - 10am
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11am	Chehalem Glenn Golf Course - Trailhead 3 11am - 12pm		Chehalem Glenn Golf Course - Trailhead 3 11am - 12pm			Chehalem Glenn Golf Course - Trailhead 3 11am - 12pm	Chehalem Glenn Golf Course - Trailhead 3 11am - 12pm
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5pm	Bob and Crystal Rilee Park - Trailhead 2 5pm - 6pm		Bob and Crystal Rilee Park - Trailhead 2 5pm - 6pm			Bob and Crystal Rilee Park - Trailhead 2 5pm - 6pm	Bob and Crystal Rilee Park - Trailhead 2 5pm - 6pm
6pm	Chehalem Glenn Golf Course - Trailhead 1 6pm - 7pm		Chehalem Glenn Golf Course - Trailhead 1 6pm - 7pm			Chehalem Glenn Golf Course - Trailhead 1 6pm - 7pm	Chehalem Glenn Golf Course - Trailhead 1 6pm - 7pm
7pm							

	Sun 7/23	Mon 7/24	Tue 7/25	Wed 7/26	Thu 7/27	Fri 7/28	Sat 7/29
8am	■ Bob and Crystal Rilee Park - Trailhead 2 8am - 9am		■ Bob and Crystal Rilee Park - Trailhead 2 8am - 9am			■ Bob and Crystal Rilee Park - Trailhead 2 8am - 9am	■ Bob and Crystal Rilee Park - Trailhead 2 8am - 9am
9am	■ Chehalem Glenn Golf Course - Trailhead 1 9am - 10am		■ Chehalem Glenn Golf Course - Trailhead 1 9am - 10am			■ Chehalem Glenn Golf Course - Trailhead 1 9am - 10am	■ Chehalem Glenn Golf Course - Trailhead 1 9am - 10am
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11am	■ Chehalem Glenn Golf Course - Trailhead 2 11am - 12pm		■ Chehalem Glenn Golf Course - Trailhead 2 11am - 12pm			■ Chehalem Glenn Golf Course - Trailhead 2 11am - 12pm	■ Chehalem Glenn Golf Course - Trailhead 2 11am - 12pm
12pm	■ Ewing Young Park - Trailhead 2 12pm - 1pm		■ Ewing Young Park - Trailhead 2 12pm - 1pm			■ Ewing Young Park - Trailhead 2 12pm - 1pm	■ Ewing Young Park - Trailhead 2 12pm - 1pm
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2pm	■ Chehalem Glenn Golf Course - Trailhead 3 2pm - 3pm		■ Chehalem Glenn Golf Course - Trailhead 3 2pm - 3pm			■ Chehalem Glenn Golf Course - Trailhead 3 2pm - 3pm	■ Chehalem Glenn Golf Course - Trailhead 3 2pm - 3pm
3pm	■ Scaad Park - Trailhead 1 3pm - 4pm		■ Scaad Park - Trailhead 1 3pm - 4pm			■ Scaad Park - Trailhead 1 3pm - 4pm	■ Scaad Park - Trailhead 1 3pm - 4pm
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5pm	■ Bob and Crystal Rilee Park - Trailhead 1 5pm - 6pm		■ Bob and Crystal Rilee Park - Trailhead 1 5pm - 6pm			■ Bob and Crystal Rilee Park - Trailhead 1 5pm - 6pm	■ Bob and Crystal Rilee Park - Trailhead 1 5pm - 6pm
6pm	■ Ewing Young Park - Trailhead 1 6pm - 7pm		■ Ewing Young Park - Trailhead 1 6pm - 7pm			■ Ewing Young Park - Trailhead 1 6pm - 7pm	■ Ewing Young Park - Trailhead 1 6pm - 7pm
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CHTAC - Public Awareness and Outreach Campaign Outline

Title: "Our Trails, Our Heritage: Connect, Protect, Respect"

Introduction

The Chehalem Heritage Trails network, under the management of the Chehalem Park and Recreation District (CPRD), has become a cornerstone for community building, recreation, and connection to our natural heritage in the Newberg-Dundee area. As we aspire to expand this network, we must address valid concerns from our community members regarding land use and potential impacts on homelessness. This campaign proposal aims to build positive perception and support for our trail network while acknowledging and addressing these concerns in an economical, community-driven manner.

Key Messages

At the heart of our campaign are three primary messages that encapsulate our objectives, principles, and aspirations. By carefully crafting these messages, we aim to resonate with diverse sections of our community, encourage a constructive dialogue around trails, and ultimately build an environment of mutual respect, responsibility, and support. We've identified the three themes of 'Connect', 'Protect', and 'Respect' to build our narrative and guide our communication strategy.

- Connect: "Our trails connect us – to nature, to each other, and to our heritage."
  - We aim to highlight the role of the Chehalem Heritage Trails as connectors - drawing links between individuals, families, neighbors, and different community sectors. They serve as a communal space where connections with nature, with each other, and with the rich history of our area are fostered.
  - Phrase Examples:
    - "Explore the path of connection with Chehalem Heritage Trails."
    - "Our trails, our stories. Share the journey with us."
- Protect: "We are the stewards of our trails and farmlands, preserving them for future generations."
  - This message aims to instill a sense of responsibility and stewardship within our community. We want our citizens to see themselves as the protectors of our natural and agricultural resources. By emphasizing the importance of

preservation, we appeal to the shared value of safeguarding our community assets for future generations.
- ○ Phrase Examples:
  - ■ "Guardians of our Heritage: Together, we preserve and prosper."
  - ■ "Our trails, our farms - each footprint matters in preservation."
- ● Respect: "We respect each other's spaces. Our trails enhance, not encroach, our shared resources."
  - ○ Respect is at the core of our community coexistence. We aim to communicate clearly that trail development is designed to enhance our community, not infringe upon farmlands or exacerbate issues like homelessness. This message assures community members that their concerns are heard and considered in our decision-making process.
  - ○ Phrase Examples:
    - ■ "Harmony in progress: Trails that respect our shared spaces."
    - ■ "Understanding and unity: The cornerstone of our trail development."

Target Audience

Our campaign will focus on a broad target audience to ensure comprehensive community engagement. We will target:
- ● Community residents: The most direct beneficiaries of the trails.
- ● Local farmers: To address their concerns and gather their input.
- ● Outdoor enthusiasts: To promote usage and stewardship of the trails.
- ● Schools: To engage younger generations and promote outdoor education.
- ● Community organizations and clubs: To build partnerships and collaborations.
- ● Local government officials: To ensure alignment with local policies and garner support for initiatives.

Communication Channels & Strategies

To create an effective campaign, we must communicate our key messages through multiple channels, reaching as many community members as possible, while encouraging dialogue, feedback, and engagement. Our channels should align with the ways our diverse community accesses and consumes information. We'll focus on three primary channels for this campaign: digital media, print media, and in-person communication.

Digital Media

Our digital presence provides an accessible and immediate line of communication with a large portion of our community. It also allows for dynamic content, including video, images, and real-time updates. We will make use of a dedicated website, social media platforms, and email newsletters.

- Website: A well-designed and user-friendly website will serve as our information hub, where community members can access trail maps, read about success stories, get the latest news, sign up for volunteer opportunities, and learn about trail etiquette and conservation.
  - Example Content: "Trail of the Month" – a spotlight article featuring history, wildlife, and points of interest for a different trail each month.
- Social Media: Platforms such as Facebook, Instagram, and Twitter allow us to engage with the community in a less formal, more interactive manner. We can share photographs, short updates, and highlight community stories, while users can easily share and comment on our posts.
  - Example Content: A weekly feature like "Trail Tip Tuesday," where we share advice on trail etiquette, conservation tips, or highlight a local species to watch out for on the trails.
- Email Newsletter: A regular email newsletter can deliver updates directly to those community members who are interested enough to subscribe. This is a great channel for deeper stories, calls to action (like volunteer opportunities), and updates on our progress.
  - Example Content: "Volunteer Spotlight" – a regular feature where we highlight the efforts and achievements of a different volunteer each issue.

Print Media

While digital media is valuable for its reach and immediacy, print media should not be overlooked. Not only does it allow us to reach those who might not engage with digital channels, but print materials also have a physical presence that can help keep our campaign at the top of people's minds.
- Flyers and Posters: We can distribute these at local businesses, schools, and public spaces. These should be visually striking, with concise messaging that directs people to our digital channels for more information.
  - Example Content: A poster campaign titled "Meet Your Local Trails," with beautiful images of our trails and brief information about each one.
- Press Releases: By sending press releases to local newspapers, we can reach a wide audience and also build a relationship with the media for ongoing coverage of our initiatives.
  - Example Content: A press release announcing the opening of a new trail section, with an invitation to the community to attend the opening event.

In-Person Communication

There is no real substitute for face-to-face communication, which allows for two-way dialogue, immediate feedback, and stronger relationship-building.
- Community Meetings: Regular public meetings provide an opportunity to share updates, gather feedback, and get community members involved in our activities.

- - Example Content: Interactive sessions where community members can contribute their ideas for new trails, improvements, or events.
  - Trail Ambassadors: Volunteers who are passionate about our trails can be trained to engage with other trail users, share our key messages, answer questions, and promote trail etiquette and conservation.
    - Example Content: An "Ambassador Day" on the trails, where our ambassadors set up information stands at popular trailheads, offering maps, advice, and friendly conversation to trail users.

Each of these channels and strategies will be employed with an understanding of the key principles of community engagement in public land management: openness, inclusivity, collaboration, transparency, and sustained engagement. By ensuring that our community members feel

Detailed Action Plan

The implementation of our campaign will be structured around key milestones that align with the progression of our campaign's development and delivery. Here's a detailed breakdown of the action plan:

Preparation Phase (Month 1-2)

- Finalize Key Messages and Campaign Themes: Use community feedback and data to refine key messages and campaign themes. This is a crucial step that will guide all subsequent tasks.
- Website Development and Social Media Setup: Design and launch the campaign website and establish profiles on relevant social media platforms. Make sure these channels are ready to be populated with engaging content.
- Recruitment and Training of Volunteers: Recruit community members to volunteer as Trail Ambassadors, and provide them with training and materials to perform their roles effectively.
- Develop Initial Content: Prepare a batch of initial content for the website, social media, and newsletters, including trail highlights, success stories, and educational materials.

Launch Phase (Month 3)

- Public Campaign Launch: Announce the start of the campaign through a coordinated release across all communication channels and a press release to local media.
- Kick-Off Event: Host a community event to celebrate the campaign launch, featuring activities that highlight the benefits of our trails and opportunities for public participation.

Implementation Phase (Month 4-12)

- Regular Content Updates: Follow the content calendar to regularly update the website, social media, and newsletters with fresh content. This may include trail updates, event announcements, success stories, user-generated content, and more.
- Community Engagement: Host regular community meetings and volunteer days, and actively engage with followers on social media to build a community around our campaign.
- Trail Ambassador Program: Implement the Trail Ambassador program, with ambassadors interacting with trail users, attending community events, and contributing to social media content.
- Press Outreach: Maintain regular contact with local media, providing press releases for major milestones and inviting media coverage of significant events.

Evaluation Phase (Month 13-14)

- Campaign Evaluation: At the end of the campaign year, conduct an evaluation to measure the campaign's success against our defined goals and metrics. This may include community surveys, website and social media analytics, and feedback from volunteers and community members.
- Report and Celebrate Successes: Share the results of the campaign with the community, acknowledging everyone's contributions and celebrating the successes. Use this opportunity to gather feedback and ideas for future initiatives.

Continuous Engagement Phase (Month 15 onwards)

- Continuous Engagement: While the formal campaign may have ended, the need for public awareness and engagement never stops. Continue regular updates, community engagement, and volunteer activities, using the momentum generated by the campaign to maintain a strong and vibrant community around our trails.

This plan provides a structured approach to implementing our campaign, with each phase building on the previous one. It ensures that we start with a solid foundation, build awareness and community engagement over time, and end with a comprehensive evaluation that will inform our future efforts.

Timeline

Phase 1: Preparation (Months 1-2)

During this phase, the groundwork for the campaign is laid. Key messages are finalized, the website and social media accounts are set up, volunteers are recruited and trained, and the initial content is developed.

Phase 2: Launch (Month 3)

The campaign is officially launched to the public. This phase includes coordinated messages across all platforms and a celebratory kick-off event to garner community attention and support.

Phase 3: Implementation (Months 4-12)

This phase encompasses the active running of the campaign, including regular updates across all platforms, community engagement activities, operation of the Trail Ambassador Program, and consistent press outreach.

Phase 4: Evaluation (Months 13-14)

In this phase, the success of the campaign is assessed based on the goals and metrics established at the outset. This includes gathering community feedback, analyzing engagement data, and reviewing all activities to identify areas of success and potential improvement.

Phase 5: Continuous Engagement (Month 15 onwards)

After the formal campaign ends, ongoing efforts to engage the community continue. Regular updates, events, and volunteer activities ensure that the momentum gained during the campaign is maintained, and community involvement in the trail network remains strong.

Budget

Given our emphasis on volunteer work and digital platforms, the campaign will primarily require funds for website hosting, event organization, promotional materials, and community meeting expenses. These costs will be minimized through volunteer contributions and partnerships.

Conclusion

Through the "Our Trails, Our Heritage: Connect, Protect, Respect" campaign, we aim to bring the community closer to the Chehalem Heritage Trails network, fostering understanding, support, and a shared sense of stewardship. With careful planning, consistent engagement, and a responsive approach to community concerns, we can collectively enrich our community's recreational, environmental, and cultural landscape.