Open Space & Recreation Advisory Committee
December Meeting Agenda
Tuesday, December 6, 2022
9:00 AM
Council Chambers - Eagle Town Hall
200 Broadway
Eagle, CO 81631

This agenda, meetings, and information about the Committee can be viewed at www.Townofeagle.org.
The public is invited to comment at the end of each agenda item

MEETING ACCESS PUBLIC WIFI - TOEG – townofeagle2019
This will be an in-person meeting. Participants can join remotely via zoom. The link can be found here: https://us02web.zoom.us/j/83472864496 Meeting ID: 834 7286 4496

9:00 a.m. CALL TO ORDER

9:05 a.m. PUBLIC COMMENT

9:10 a.m. APPROVAL OF NOVEMBER MINUTES

9:15 a.m. DISCUSSION

9:15 a.m. (15 min) New Committee member recommendation to Town Council

9:30 a.m. (10 min) Haymaker trail dusk to dawn voluntary wildlife closure update

9:40 a.m. (40 min) HTC/VVMTA wildlife communication project proposal presentation

10:20 a.m. (15 min) Pool and Ice trail and Haymaker Trail minor reroutes update

10:35 a.m. (15 min) Potential OSRAC retreat brainstorming

10:50 a.m. (10 min) New Business/ Future Agenda items
1. January meeting date

11:00 a.m. ADJOURN

Open Space & Recreation Advisory Committee
Unapproved November Meeting Minutes
Tuesday, November 1, 2022
9:00 AM
Eagle Town Hall
200 Broadway
Eagle, CO 81631

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The public is invited to comment at the end of each agenda item

MEETING ACCESS PUBLIC WIFI - TOEG – townofeagle2019
This was an in-person meeting, participants could join via zoom.
Zoom link: https://us02web.zoom.us/j/83472864496
Meeting ID: 834 7286 4496

9:00am CALL TO ORDER

Call to Order at: 9:04

Attendance:

Committee members present:
Chris Kehoe, Roger Mitchell, Jessica Foulis, Ernest Saeger, Lizzy Owens, and Erinn Hoban

Committee members absent:
Phil Kirkman

Staff Present:
Brian Lieberman – Open Space and Trails Manager, Tom Gosiorowski – Public Works Director, and Larry Pardee – Town Manager

Town Council Present:
Ellen Bodenheimer and Janet Bartnik (Mountain Rec)

9:05am APPROVAL OF OCTOBER MINUTES

MOTION to approve the OCTOBER OSRAC meeting minutes by Foulis and second by Owens. Motion passed with a vote of 6 in favor (Kehoe, Mitchell, Foulis, Saeger, Owens, and Hoban) and 0 opposed.

9:10am DISCUSSION

New Committee member search update

- Staff opened the application period for the OSRAC vacancy on October 25, 2022. The application deadline is November 22, 2022.
- The OSRAC vacancy is advertised on Town social media, in a news flash on the website, in the Eagle Today newsletter, and sent to the Vail Daily.
- The link to the application is on the Town of Eagle website.

New seasonal closure dates outreach discussion

- Information about the new Town of Eagle's new seasonal wildlife closure dates (Dec 1 – April 15) is being distributed on Town social media, partner organization's social media, posted at all trailheads and signs, on the Town of Eagle website, and in the Vail Daily.
- The Committee suggested posting it on the Town's variable message board on Broadway.
- Sandwich boards at the trailheads would be helpful.
- Dates will need to be updated on all the recreation applications, such as Trailforks and MTB Project. Ernest said the VVMTA/HTC could lead that charge.

Haymaker winter recreation management evaluation, discussions, and recommendations

- The Committee discussed and evaluated winter recreation management in the Haymaker Trail area during the 2021-22 season.
- The Committee discussed new ideas for winter recreation management for the 2022-23 season.
- The Committee accepted public comment. No members of the public had comments at the meeting.

MOTION to recommend that staff research methods and best practices to enact a voluntary closure of the Haymaker trail from dusk to dawn during the winter season of December 1 - April 15 by Saeger and second by Foulis. Motion passed with a vote of 6 in favor (Kehoe, Mitchell, Foulis, Saeger, Owens, and Hoban) and 0 opposed.

Hardscrabble Trails Coalition Phase 1 Environmental Analysis – Eagle Area reroutes on Bureau of Land Management lands presentation

- The Hardscrabble Trails Coalition (HTC) presented details about a proposal the trails advocacy group submitted to the Bureau of Land Management (BLM).
- The proposal has been accepted by the BLM and is currently undergoing review by the agency.
- The proposal was based on concepts developed during the Town's Open Space and Trails Master Plan. However, the Town was not a co-applicant for the proposal.
- As a component of the review, the BLM will accept additional public comments on the proposal, likely in the spring.

Ongoing projects update

1. New trailhead kiosk signs
    a. New frames are in the ground. New panels will be attached to the frames before the end of the year.
2. Second Gulch width increase discussion- Council update
    a. The BLM gave preliminary approval for the Town to take the committee's proposal on the motorized width limit for the Second Gulch trail to Town Council.

    b. This will likely be on the Council agenda in January 2023.
3. Pool and Ice/Haymaker maintenance
    a. Momentum Trail Concepts will be completing trail maintenance, and some small reroutes on the lower section of the Pool and Ice trail and the berms section on the Haymaker trail.
    b. Both projects were identified as recommendations in the Open Space and Trails Master Plan.
    c. Both trails will be closed during construction.

New Business/ Future Agenda Items

- None.

MOTION to ADJOURN at 10:29 by Saeger and second by Owens. Motion passed with a vote of 6 in favor (Kehoe, Mitchell, Foulis, Saeger, Owens, and Hoban) and 0 opposed.

DECEMBER OSRAC STAFF MEMOS

To: Open Space and Recreation Advisory Committee (OSRAC)

From: Brian Lieberman, Open Space and Trails Manager

Date: December 6, 2022

Agenda Item: New Committee member recommendation to Town Council

Request: Staff requests that OSRAC review the applications (3) received for the alternate Committee member vacancy. Consider recommending one of the applicants to Town Council for the appointment to OSRAC.

Background: Staff opened and advertised an OSRAC vacancy on October 25, 2022. The application period was open through November 22, 2022 – providing almost a month for applications to be submitted. The OSRAC vacancy was advertised on Town social media, in a news flash on the website, in the Eagle Today newsletter, and sent to the Vail Daily.

Three applications for the vacancy were received. All three applicants meet the residency requirement for the Committee. The three applications and the rubric are included as an attachment.

Analysis: According to the Committee Bylaws, staff establishes an application process to fill Committee vacancies. Council can (and generally does) accept recommendations made by Committee members for new appointments. However, appointments are officially made Town Council.

Staff requests that the Committee provide input for the appointment of a new alternate Committee member. Staff has included a rubric to help review prospective Committee members. Please review the applications and rubric ahead of the meeting. Staff will request that OSRAC vote on a nominee to recommend to Council at the OSRAC meeting.

Community Input: The Committee vacancy was advertised for almost a month on the Town website and social media. The Committee can accept public comment on this agenda item at the meeting. However, it is not required.

Applicants are invited to attend the OSRAC meeting. OSRAC can ask applicants participating in the meeting to answer any questions or provide additional background.

Recommend Action or Proposed Motion:

1. Motion to recommend that the Town Council of the Town of Eagle, Colorado, appoint _____as the alternate Committee member for the Open Space and Recreation Advisory Committee to fulfill an existing term through May 2024.

Attachments:

1. Prospective Committee member evaluation rubric
2. Kyle Foster OSRAC application
3. Kristen Green OSRAC application
4. Anna Nakae OSRAC application

TOWN OF EAGLE
OPEN SPACE AND RECREATION ADVISORY COMMITTEE
PROSPECTIVE COMMITTEE MEMBER EVALUATION
DECEMBER 2022

The following rubric has been provided to help Committee members determine a recommendation for appointment to the Committee. Committee members can use a scale of 1-10 for the criteria listed below. A "1" would indicate that the applicant does not satisfy the criterium, whereas a "10" indicates they satisfy the criterium entirely. At the bottom of the table, add all the scores for each criterium together.

Applicant Name: Criteria	Kyle Foster	Kristen Green	Anna Nakae
The applicant demonstrates knowledge of local recreational opportunities and trails.			
The applicant demonstrates knowledge of local natural resources, such as wildlife, noxious weeds, vegetation, or restoration.			
The applicant shows an understanding of the importance of partnerships and collaboration as it relates to the Committee's mission and goals.			
The applicant demonstrates sufficient knowledge of the Eagle area to assist with Open Space and Trails planning.			
The applicant is knowledgeable of the challenges and opportunities facing the Open Space and Trails program in Eagle.			
The applicant seems to have an understanding of the responsibility of the OSRAC. The applicant has the capacity to be a productive member of the committee.			
The applicant would bring an important perspective to the committee that is currently missing, and/or the applicant has a valuable perspective that would be beneficial for the committee overall.			
TOTAL			

NOTES:

ANNA NAKAE OSRAC APPLICATION

Select the Council, Commission, or Committee applying for	Open Space and Recreation Advisory Committee

PERSONAL INFORMATION

First Name	Anna
Last Name	Nakae
Address1	7 Condor Dr
Address2	xx344
City	Eagle
State	CO
Zip	81631
Email Address	anna.nakae@gmail.com
Contact Phone Number	5096374757
Business Address	461 Railroad Ave, Unit C, Gypsum, CO, 81637
Business Phone Number	9708275406
Occupation	Projects Coordinator, Eagle River Watershed Council

(Section Break)

COMMITTEE INFORMATION:

Economic Vitality Committee: *Meetings: 1:00 p.m., meet typically on the third Monday of each month.*

Open Space and Recreation Advisory Committee: *Meetings 9:00 a.m., meet typically on the first Tuesday of each month.*

Downtown Development Authority*: Meetings: 1:00 p.m., meet typically on the first Wednesday of each month.*

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?	Yes
If yes, which	Walking Mountains Science Center Community Advisory Committee
Please list organization memberships and positions held	*Field not completed.*
Please List Areas of Special Interest	Outdoor recreation; conservation; water; natural resource management; diversity, equity, inclusion & justice (JEDI)

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?	Eagle is a thriving community that is abundant with opportunities! We are a rapidly growing town and in the near future there will be substantially more homes, businesses, and development in areas that have long been open space. This opportunity for growth means more people out enjoying our trails and open spaces, but also means we need an intentional approach to managing our remaining open spaces. We have the chance to balance conservation, recreation, and development in a way that is sustainable and resilient for all, including the environment. An opportunity I am particularly excited for is the implementation of Eagle's new Open Space and Trails Master Plan. I think it will be a great guiding document to help navigate and give structure to the communities priorities.
What challenges currently exist in the Town of Eagle?	Though Eagle's growth presents many opportunities, it also creates or has already created many challenges associated with our open spaces. Our public lands are heavily used by locals and visitors alike, and without sustainable management are at risk of being "loved to death". With the town's Open Space department being a staff of one and a lack of sustainable funding mechanisms, there is limited capacity to manage growing use. This is particularly concerning with the anticipated growth and development projected in such close proximity to existing open space areas. In addition to our growing population, we are a diverse community and that comes with often conflicting values. For example, our town needs more housing to support and sustain our local workforce, but development in our confined valley often directly competes and impacts wildlife habitat; two of the most important issues identified by our community.

As a Committee Member, how would you approach these challenges?	Should I be selected to the committee, I am prepared to collaboratively find the best solutions to the problems our open spaces face. I will seek out expert information and advice whether from industry professionals and/or from other open spaces with similar challenges. With this knowledge and guidance, I can expand my perspectives and understandings of these intricate issues and I will do my best to make decisions predicated on best practices and best available science. Equally important to industry standards is a commitment to listening to our community. I believe it is important to be willing to listen to all perspectives as a committee member, including ones that may not align with my personal ideas or opinions. The combination of my willingness to learn, grow, and listen will all be valuable traits as a committee member especially when considering my approach to addressing the complex challenges of our open spaces.
Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?	Yes

Cover letter below:

Anna Nakae
anna.nakae@gmail.com
(509) 637-4757
7 Condor Drive
Eagle, CO, 81631

Nov. 21, 2022

Mr. Lieberman,

I am applying for the Town of Eagle's Open Space & Recreation Advisory Committee. I am excited to be considered for a place on this committee as I am a town resident that loves recreating on our open space system and I have professional experience in natural resource management and conservation.

I have lived in Eagle for a little over two years, and one of my favorite things about living here is being able to access trails and public lands from my front door. I find myself out on the town's trails at least weekly, where I deeply enjoy mountain biking, trail running, and hiking.

Beyond having a personal connection to our local open spaces and trails, I have been working in natural resource management and conservation for over ten years with my most recent experience being here in Eagle. I have worked for a variety of land management agencies including on a trails crew for the US Forest Service, a biologic technician for Colorado Parks and Wildlife, and as geographic information sciences (GIS) technician for the City of Boulder's Open Space and Mountain Parks Department. Each agency and role gave me a greater appreciation for public land management, and the necessity for public land access with intentional management strategies.

I currently work as the Projects Coordinator with the Eagle River Watershed Council and I oversee all of the organization's volunteer and watershed restoration projects. Through this role, I have seen first hand the need for thoughtful management strategies to ensure the ecological benefits and mitigate the potentially negative impacts to our open spaces, in particular ones that relate to our waterways. In addition, I have first-hand experience with the social challenges that often come with trying to balance conservation and recreation. For example, I frequently bring together diverse stakeholders within our community, often the same ones or similar ones that are at the table when considering the town's open space system. These stakeholders often include those in recreation, agriculture, and municipalities. Though these groups can often disagree, it is part of my job to help bring them together to reach a common goal.

I am confident my combination of skills, expertise, and passion as both a user of the town's open space and a local conservation professional would make me a valuable addition to the advisory committee. I look forward to the possibility of discussing this opportunity with you further. You can contact me by email or by phone at your convenience. Thank you for your time and consideration for my application to the Open Space & Recreation Advisory Committee.

Sincerely,

Anna Nakae

Kristen Green OSRAC Application

Commission & Committee Application Form

Select the Council, Commission, or Committee applying for	Open Space and Recreation Advisory Committee

PERSONAL INFORMATION

First Name	Kristen
Last Name	Green
Address1	PO Box 4387
Address2	*Field not completed.*
City	Eagle
State	CO
Zip	81631
Email Address	greenshew@gmail.com
Contact Phone Number	7202802456
Business Address	150 Miller Ranch Road
Business Phone Number	970-569-2907
Occupation	Marketing and Continuing Education Coordinator, Colorado Mountain College

(Section Break)

COMMITTEE INFORMATION:

Economic Vitality Committee: *Meetings: 1:00 p.m., meet typically on the third Monday of each month.*

Open Space and Recreation Advisory Committee: *Meetings 9:00 a.m., meet typically on the first Tuesday of each month.*

Downtown Development Authority*: Meetings: 1:00 p.m., meet typically on the first Wednesday of each month.*

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?	No
If yes, which	*Field not completed.*
Please list organization memberships and positions held	Girl Scouts of Colorado, troop leader
Please List Areas of Special Interest	Marketing, events, hiking

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?	We have an amazing trail system and world-class recreational opportunities within the Town of Eagle, and the open spaces provide opportunities for quiet reflection, bird watching and wildlife refuge. The recreational amenities, trails and the open spaces add significantly to our quality of life in Eagle. And, they also are an attraction for tourists seeking an alternative to the very resort-feel of Beaver Creek and Vail. Attracting more people to our town to take advantage of all we have to offer represents a tremendous opportunity, but it must be balanced against local quality of life.
What challenges currently exist in the Town of Eagle?	There are very passionate people on all sides of the open space and trail issues...longtime locals who don't want to see their mountain/valley views changed, hunters and fishermen who want to maintain wildlife corridors, hikers and bikers who want to explore, developers who want to develop properties. Everyone has a voice and a valid concern. Developing strategies to ensure each feels heard is a challenge.
As a Committee Member, how would you approach these challenges?	I think that I am a good listener, and I'm curious, so I ask a lot of questions. I want to understand each viewpoint. That is how I would approach this committee...with curiosity and a desire to view each issue holistically.

Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?	Yes

Cover letter below:

Kristen L. Green

PO Box 4387, Eagle, CO 81631

Phone: 720-280-2456, Email: greenshew@gmail.com

November 2, 2022

To Whom It May Concern,

One of the many things I love about living in Eagle are the amazing trails, open spaces and recreational opportunities that we're surrounded by. I remember in the first days of the COVID pandemic, I walked a lot. It was my therapy. I walked for miles and miles and miles. Every single day. And, I remember feeling so thankful that I lived in Eagle and not in New York City or some other city where I wouldn't be able to see the trees and deer and wide open vistas. I was so thankful for the trail under my feet, the fresh clean air in my lungs, the sunshine, and the people I passed on my walks who were in the same boat as I was. It is my belief that just being in nature heals body, mind and spirit. And, that is really what our open spaces and trail systems offer and why I'm interested in serving on the Open Space and Recreation Advisory Committee.

I am currently the Marketing and Continuing Education Coordinator at Colorado Mountain College in Edwards. My strength is being able to look at a problem or challenge in an entirely new and creative way, cultivate that vision, and then ensure it is executed to meet or exceed expectations. I am able listen to what my audience wants through feedback, conversation and research. I take that feedback and then cultivate a strategic plan to creatively meet those wants. In every role I have undertaken, I have looked to continuously improve what I am doing and how I am delivering on my promises. I have both creativity and vision. Through a combination of experience, skill set, perseverance, and a willingness to learn, I have all the skills required to serve on the Open Space and Recreation Advisory Committee.

I have built relationships across the college, in the community, and with both my Community Education instructors and students. I have also managed projects both huge and tiny – everything from designing and administering the 100+ community education classes I present each year, to developing and implementing complex integrated marketing campaigns, to developing a crisis communications plan, to sending content to Town Talk and creating social media posts. I am used to wearing many hats and balancing many needs. I have a servant's heart and believe my role is to support and uplift, and I hope to do that for this advisory committee as well.

I look forward to speaking with you about the Open Space and Recreation Advisory Committee and how I might serve the town that I love so much.

Warm regards,
Kristen Green

Kyle Foster OSRAC Application

Commission & Committee Application Form

Select the Council, Commission, or Committee applying for	Open Space and Recreation Advisory Committee

PERSONAL INFORMATION

First Name	Kyle
Last Name	Foster
Address1	PO 6206
Address2	*Field not completed.*
City	EAGLE
State	CO
Zip	81631
Email Address	kyle@seagullscycles.com
Contact Phone Number	7203278429
Business Address	422 McIntire St
Business Phone Number	7203278429
Occupation	Owner/ Mechanic

(Section Break)

COMMITTEE INFORMATION:

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Downtown Development Authority*: Meetings: 1:00 p.m., meet typically on the first Wednesday of each month.*

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?	No
If yes, which	*Field not completed.*
Please list organization memberships and positions held	Owner of Seagull's Cycles, VVMTA member, EVBH Peer Support Lead, Vail Valley Partnership Member
Please List Areas of Special Interest	Mountain bike trails, outdoor recreation

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?	Eagle has the opportunity to be the outdoor recreation hot spot of our valley, outside of Vail's ski industry.
What challenges currently exist in the Town of Eagle?	Land usage and regulation, seasonal closure enforcement, lack of near town camping to bring in out of town recreators, multi use trail logistics.
As a Committee Member, how would you approach these challenges?	I would approach these challenges with an open mind and desire to learn as much as I can from all sides. I want to learn how we can all work together to recreate outside responsibly and sustainably.
Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?	Yes
Please attach a cover letter or experience information	*Field not completed.*

Agenda Item: Haymaker trail dusk to dawn voluntary wildlife closure update

Request: None – staff is providing an update.

Background: At the November 2022 OSRAC meeting, the Committee recommended that staff research methods and best practices for implementing a voluntary dusk-to-dawn closure for the open sections of the Haymaker trail from December 1 – April 15. Staff are continuing to conduct research and are coordinating with other open space programs to determine best practices. Staff intend to bring our analysis and the OSRAC recommendation to Town Council in January. Even though the closure would be voluntary, staff believes it would be highly beneficial to present this proposal to Council for direction.

Recommend Action or Proposed Motion: None at this time.

Agenda Item: HTC/VVMTA wildlife communication project proposal presentation

Request: The Hardscrabble Trails Coalition (HTC) will make a presentation about a new communication campaign focused on the intersection of recreation and wildlife in the winter. Listen to the presentation and consider providing a recommendation to staff and/or Council on the extent to contribute to the campaign.

Background: In November, the Hardscrabble Trails Coalition (HTC) approached the Eagle Ranch Wildlife Committee to request funding for a new communication campaign focused on the intersection of recreation and wildlife in the winter. The proposal is included as an attachment. The objective of the proposal is "to shift public behavior towards compliance to preserve our wildlife and recreational opportunities" through a "new advertising campaign that uses humor, peer pressure, and positive random rewards."

The proposal cost is $60,000. The Eagle Ranch Wildlife Committee agreed to put $40,000 towards the proposal in the hope that the Town of Eagle would also contribute towards the campaign.

Analysis and Strategic Plan Alignment: The Town's recently adopted Open Space and Trails Plan emphasized improving the Town's communication with residents on topics such as recreation, wildlife, and opportunities to become involved. Further, education and outreach about recreation and wintering wildlife have been a focal point of the Committee and a theme of the Open Space and Trails Plan.

Supporting this proposal would permit a partner to take on the often cumbersome and time-consuming efforts of completing an outreach campaign. The Town has consistently heard from the public the need to communicate more and provide better information for recreationists and residents to make good decisions that support our wildlife.

Potential concerns about the proposal are the total cost, particularly for a project without guaranteed results and quantifiable success criteria. Educational campaigns have a varied history regarding effectiveness and determining success criteria.

For the Town to contribute funding for the project, it will need to be appropriated by Town Council.

Community Input: The Open Space and Trails Plan emphasized improving the Town's communication with residents on topics such as recreation, wildlife, and opportunities to become involved. No additional public comment has been collected yet.

Recommended or proposed action: Provide guidance to staff and Council on how to support HTC's 2023 Wildlife Outreach Campaign proposal.

1. Motion to recommend that the Town Council of the Town of Eagle, Colorado, support HTC's 2023 Wildlife Outreach Campaign by contributing _____ to the proposal.
2. Motion to recommend that the HTC addresses concerns and questions from the Committee and then return to OSRAC at a later meeting.

Attachments: VVMTA/HTC 2023 Wildlife Campaign Proposal

2023 Wildlife Campaign

Prepared for: Eagle Ranch Wildlife Committee

Prepared by: Ernest Saeger, Executive Director VVMTA, Erinn Hoban, Director Wildlife Trail Ambassador Program VVMTA and Nicole Asselin, Board Member HTC

November 11, 2022

VVMTA
VAIL VALLEY MOUNTAIN TRAILS ALLIANCE

VVMTA
WILDLIFE TRAIL AMBASSADORS

Hardscrabble Trails Coalition
HTC
hardscrabbletrails.org

EXECUTIVE SUMMARY

Objective

The majority of the development and recreation in the Town of Eagle is located in critical winter range for the elk and deer populations. Residents in Eagle value both outdoor recreation and wildlife conservation as defined by the recently approved Open Space and Trails Master plan. Unfortunately, residents continue to break rules around dog leash laws and have poor etiquette regarding the wildlife. The objective of this proposal is to shift public behavior towards compliance in order to preserve our wildlife and recreational opportunities. We see this project as a great opportunity to not only protect important herds of wintering elk and deer, but to strengthen community around a common purpose. The VVMTA Wildlife Trail Ambassador program in partnership with key stakeholders has the depth of expertise, volunteer support and tracking capabilities to ensure the success of the project.

Goals

Design, execute and measure the results of a new advertising campaign that uses humor, peer pressure, and positive random rewards to accomplish:

- Continued education on the importance of seasonal wildlife closures, proper winter trail etiquette, beneficial wildlife encounters around town and on the trails, and dog leash laws.
- Increase volunteer participation in the VVMTA Wildlife Trail Ambassador program.
- Decrease in off-leash dog use on the Golf Course, Haymaker/Boneyard/Bellyache/Redneck Ridge/ Hardscrabble winter recreation areas.
- 100% compliance with seasonal closures in the Town of Eagle.

Budget and Timing

The budget includes partnering with a local ad agency, local businesses and schools, and key stokeholds to reach all residents of the Town of Eagle, Eagle County and visitors to Eagle. The development time is 10-12 week from budget approval. The campaign will be a 2-3 year project. Ideally this campaign would launch in January 2023.

Description	Cost
Campaign Design and Implementation for Winter 2023	$60,000
—Includes but not limited to: volunteer training, recruitment & incentives, wildlife education event, trailhead game cameras, direct mail, social media kit with video and photography, interactive landing page, local media buy with 2-3 impressions, trail signage, window clings and poster for local businesses, bi-lingual marketing, a positive conversation starter for volunteers to hand out on the trails, incentives for people caught doing the right thing, and tracking and reports to measure key performance indicators.	
Campaign Refresh for 2024 and 2025 Estimate at $10,000-$15,000	
Total	**$60,000**

PROJECT DETAILS

Background

The Vail Valley Mountain Trails Alliance Wildlife Trail Ambassador program was developed 5 years ago to provide education on the importance of seasonal wildlife closures, proper trail etiquette, and avoiding negative wildlife interactions. This program has been largely successful up valley in decreasing seasonal wildlife closure violations by 80-90% and in some cases eliminating violations all together. Two years ago, VVMTA launched this program in Eagle. Over the last year of collecting data on the Haymaker trail, we have seen a decrease in off-leash dog walkers from 90% to 60% and only 1 violation of the seasonal closure. But there is more work to be done.

In Eagle winter recreation is permitted on the paved recreation paths, the golf course, the first two loops of Haymaker, Bellyache/Boneyard/Redneck ridge, and Hardscrabble road. Additionally, winter use for hiking and horseback riding is allowed on all accessible BLM land. On any given day, the elk and deer populations are all over town. The problem of enforcement is over a much larger area leading to a reliance on people to first know how to interact with wildlife and then second to follow the rules.

The people who continue to break the rules do so for two primary reasons. The first is a lack of awareness of the importance of seasonal closures and dog leash laws. The second is a combination of feelings that either they don't care, don't feel the rules apply to them, care more about exercising their dogs, or are just non-compliant.

The first can be solved by continued education. The second is a little more challenging. When people feel that rules impose on their personal rights, it can create an environment of animosity and anger when another group tries to enforce those rules. A different approach is needed to positively shift behavior of all town residents, not just the ones using the trails.

Solution

By partnering with a professional advertising agency the goal is to develop a creative campaign that balances education and humor. Instead of punishing those who don't follow the rules, we plan to catch people doing the right thing and rewarding them creating an atmosphere of community and good will.

The final communication strategy and deliverables will be designed in partnership with the agency and key stakeholders. The campaign kick-off would ideally be January of 2023 to have the most impact during the winter seasonal closure.

The execution, administration and tracking of the project falls under the VVMTA Wildlife Trail Ambassador program. Volunteer recruitment and training is a key part to the success of this project and the VVMTA has the resources to support this effort. HTC will be directly responsible for managing and leveraging key partnership, social media and campaign implementation.

Target Audience

The primary target audience is Town of Eagle residents. Secondary is visitors to Eagle and Eagle County residents.

Communication Channels

- Town of Eagle resident mailing list
- Local business partnerships
- Key area stakeholders could include Eagle Ranch HOA, Eagle Ranch Golf Course/Metropolitan District, Town of Eagle Open Space Department, Town of Eagle Animal Control, Eagle Valley Land Trust, Eagle County, Walking Mountains, Eagle Outside, EVOM, and Eagle County Wildlife Roundtable
- Trailheads and Golf Course
- Wildlife Trail Ambassador volunteers
- Eagle Ranch, The Terrace, Eby Creek, and various Townhome HOA's
- Public Relations with the Vail Daily
- School outreach
- Local media

Deliverables

On The Ground Volunteers

- Increased volunteer participation in the Wildlife Trail Ambassador program through recruitment, training and incentives.

Wildlife Education/Awareness Event

- To be held at a local business to encourage participation and stewardship of the program

Social Media Kit

- Messaging strategy and graphics to support 18 posts (once a week for the winter closure)
- Video and photographic support for posts
- Management and tracking of the campaign

Digital/Web Kit

- Integrate all campaign elements to direct traffic to the VVMTA website for more information, volunteer sign-up and/or donations

Signage

- Utilize partnerships with local businesses and recreation access points for campaign signage

Direct Mail and Print

- 3-4 piece, bilingual, direct mail campaign to all Town of Eagle Residents
- A printed "conversation starter" that can also function as a holder to distribute the positive reward

Local Media Buy

- Saturate the Eagle market audience with multiple impressions

Agenda Item: Pool and Ice trail and Haymaker Trail minor reroutes update

Request: None – staff is providing an update.

Background: The Open Space and Trails plan identified several sections of trails in the Eagle area that would benefit from substantial rebuilds and small reroutes. The goals of reroutes and construction are to minimize long-term maintenance, reduce erosion, improve the user experience, and have an overall net benefit to natural resources.

Two high-priority reroutes included in the Open Space and Trails plan were the berm section of the Haymaker trail and the lower section of the Pool and Ice trail. Construction on these sections of the trail occurred in November. The small reroutes included rebuilt features and alignments to reduce speed where soil conditions are poor.

Recommended or proposed action: None.

Agenda Item: Potential OSRAC retreat brainstorming

Request: Staff requests that the Committee evaluate the need to devote time to reviewing the Committee's mission, goals, priorities, and partners. If there is a need to spend time reviewing these, consider if this should come out of scheduled Committee meetings or as an additional meeting.

Background: The last time the Committee discussed and reviewed its mission, goals, priorities, and partners was in January 2021, right after the formation of the Committee. Staff suggests evaluating these to see if there are updates or changes after two years.

Recommended or proposed action: Provide direction to staff on the need to devote time to reviewing the Committee's mission, goals, and partners.