

# REDWOOD PATHWAYS STRATEGY: AN ACTION PLAN FOR TRAIL DEVELOPMENT



## CHAPTER 3. PUBLIC OUTREACH



### PUBLIC PARTICIPATION

To solicit information from the public for the Redwood Pathways project, the project team utilized a variety of methods.

#### WORKSHOPS

Public workshops were held in the communities of Miranda, Garberville, and Leggett. The workshops allowed residents to learn about the Redwood Pathways project and participate in the process. All participants received an information sheet sharing the background of the project. At the first two workshops, residents worked together in small groups to identify opportunities and restraints. They lent invaluable local insight to the project. They worked together to solve problems and shared common concerns for their communities.

The workshops were instrumental in allowing residents to meet each other and network around non-motorized transportation, economic development and other related issues. There was great cooperation between residents and between residents and State Park Rangers who attended. Participants also reviewed and added to the project team's proposed criteria for ranking projects.

Both the workshops and the project in general were promoted using southern Humboldt newspapers: The Independent, The Life and Times, and The Beacon. KMUD community radio covered the project on the evening news and interviewed NRS Field Representative Anne Seaquist about the project and the public workshops. Field representatives also made personal contacts with community members that they had previously identified as interested individuals. Public Service Announcements were sent out to all of the media in Southern Humboldt. Fliers announcing the workshops were put around southern Humboldt communities and announcements were made at other community meetings to encourage participation in the Redwood Pathways process.

#### Miranda

The Miranda workshop facilitated a re-forming of the Avenue Trails Committee. The residents who attended the Miranda workshop had a greater understanding of the project due to the activities of the Avenue Trails Committee and past NRS efforts in this region. Residents also had the opportunity to identify solutions to community concerns outside of

this project. Participants broke into small groups to work on three specific projects; Avenue Safety, South Fork High Trail, and the Southern Humboldt-Northern Mendocino Recreational Opportunities Map.

## **Garberville**

Almost all Garberville participants were already active in the community, and while they had not previously worked on trail projects, they were quick to develop ideas and integrate them into some community projects already underway (including a town square and a large community park.) The participants attending the Garberville workshop indicated a strong desire for a safer non-motorized commuting route between Redway and Garberville. They also worked in small groups on the Garberville-Benbow River Trail with the State Park Ranger from the Benbow area.

## **Leggett**

Outreach to the northern Mendocino area was challenging as the population is small and dispersed, and there are few established community organizations. Further complicating the effort was a storm-related power outage for several hours on the day the workshop was scheduled in Piercy. Field Representative Anne Seaquist went to the workshop site and met with the one participant. Supplementary outreach in this area produced a few returned questionnaires. Field Representative Anne Seaquist also tabled in the community of Leggett to gather input from residents.

## **Post Workshop Follow Up**

A thank you letter was sent to everyone who attended a workshop. An article was written for the two newspapers, The Independent and The Life and Times, to inform the public of the results of the project rankings.

## **QUESTIONNAIRE**

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The project team created a questionnaire related to non-motorized transportation opportunities in the project area. The mailing list was compiled from other community planning activities during the past two years, plus other individuals and entities with interests in non-motorized transportation. Approximately 650 questionnaires were sent via direct mailing to individuals in the project area. The questionnaire was accompanied by an informational letter about the project and notice of the public workshops. A return envelope was included, but interested respondents were required to contribute postage. NRS received 62 returned questionnaires. Responses included new project ideas as well as further information on previously proposed projects.

Survey results were tabulated and information from the questionnaires was used in the definition of proposed projects and selection of the two priority projects, see Chapter 5. Although no statistical analysis was completed, two themes were apparent in the survey

responses. Respondents prioritized projects that would improve community livability, such as trails and bike lanes on existing roadways. They also were strongly in favor of a connected, multiple use “redwood pathway”.

NRS contacted many of the respondents to gather more specific project information or to clarify responses.

Summaries of the public input from the workshops, as well as a copy of the questionnaire, are available in Appendix A.

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