



Parks & Open Space

5201 St. Vrain Road • Longmont, CO 80503
303-678-6200 • POSinfo@bouldercounty.gov
www.BoulderCountyOpenSpace.org

PARKS & OPEN SPACE ADVISORY COMMITTEE MEETING

Time/Date of Meeting: 6:30 p.m., Thursday, May 22, 2025

Location: Boulder County Courthouse

1325 Pearl Street, Third Floor, Boulder

TO:	Parks & Open Space Advisory Committee
FROM/PRESENTER:	Heidi Wagner, Deputy Director: Strategic Foundations
AGENDA ITEM:	Public Outreach Guide
ACTION REQUESTED:	Information Only

Background

Boulder County Parks & Open Space (BCPOS) has long valued meaningful community involvement as part of our stewardship mission. As our projects and plans grow in scale and complexity, so too does the need for clear, inclusive, and consistent public engagement. In response, BCPOS has developed a *Public Outreach Guide* that captures our current outreach practices and provides staff with a clear, consistent framework to plan effective communication and engagement efforts that align with departmental goals and reflect community values.

The guide builds on BCPOS's commitment to weaving the community's voice into our work, offering a framework that is flexible enough to serve a wide range of projects, from large-scale management plans to smaller operational updates.

Overview

The *Public Outreach Guide* outlines a tiered approach to public outreach based on a project's scale, public interest, and potential impact. Projects are analyzed using a series of guiding questions, and then assigned to one of four tiers:

- **Tier 1:** Large-scale plans or policies requiring broad public and stakeholder engagement (e.g., site management plans, policy updates).
- **Tier 2:** Subject-specific plans or actions with moderate public interest (e.g., trail reroutes, rule changes).
- **Tier 3:** Minor policy or operational updates with minimal public impact.
- **Tier 4:** Real estate transactions, following established public notice processes.

Each tier includes recommended tools and methods for engagement, ensuring consistency while allowing staff to tailor their outreach to specific audiences and contexts. The guide also provides practical planning tools, such as a template to help staff define core messages, identify audiences, select appropriate outreach methods, and track engagement outcomes.

Key principles emphasized in the guide include:

- Offering multiple ways for the public to engage (in-person, digital, active, and passive)
- Using clear, accessible language and visuals

- Closing the feedback loop by sharing how public input informed decisions

In the future, BCPOS anticipates that this framework will also be aligned with the broader Community Engagement framework being developed by the Board of County Commissioners.

Conclusion

Public outreach and engagement are vital to how BCPOS fulfills its mission of stewardship, service, and community partnership. By adopting this guide, staff will be better equipped to design outreach that is thoughtful, inclusive, and effective — strengthening public trust and ensuring our work reflects the diverse needs and values of Boulder County residents.

Looking ahead, we recognize that community needs and expectations continue to evolve. Our intention is to treat this framework as a living tool, one that will grow and improve as we learn from experience. We hope to make our engagement practices even more responsive, better anticipate areas of public interest, and continue building meaningful, two-way relationships with the communities we serve.

ATTACHED: Public Outreach Guide

BCPOS Public Outreach Guide

BCPOS values community input and involvement. Use this guide to plan outreach that is meaningful, effective, and inclusive. Our responsibility is to weave the voice of our community into our work, and provide a safe, welcoming space for all.

Getting Started

Each project needs thoughtful planning based on its size, public interest, and potential impact. Use the Project Tier Assessment questions with the Project Scale Guidance chart to analyze your project and select the required level of engagement and examples of tools you can use to engage your audience.

Project Tier Assessment Questions

1. What is the scope and geographic area of the project?
2. What level of public interest or impact is anticipated?
3. Are there changes to public access, land use, or management policy?
4. What level of stakeholder outreach and engagement is required?
5. What assets do these stakeholders bring to this process?
6. Based on the above, which tier does this project fall into (1, 2, or 3)? Note, Tier 4 is specifically for Real Estate transactions and included here for reference only. Contact Real Estate with questions.

Project Scale Guidance

Review the chart below and answer the questions in the assessment template to determine the appropriate tier for the project.

SCALE OF PROJECT	CRITERIA	EXAMPLES	ENGAGEMENT LEVEL	EXAMPLES OF TOOLS & METHODS	AUDIENCE FOCUS	STAFF INVOLVED
TIER 1: LARGE-SCALE PLANS OR POLICIES	Large geographic area or system-wide, high visibility, long-term implications	Site mgmt. plans, ex. East Boulder Creek, sensitive policies ex. Weeds Plan	High – Broad Public + Stakeholders	Surveys, community conversations, virtual fair, coffee talks, outreach and input from historically disinvested communities, public comment period	Historically disinvested communities, stakeholders, visitors, POSAC, BOCC, neighbors	Planning, PIE, Real Estate, E&O, Resource Mgmt, AG, CRISP Committee, and Community Engagement team (when applicable)
TIER 2: SUBJECT MATTER PLANS, POLICIES, OR MANAGEMENT	Mid/Minor level impact, moderate public interest,	Trail reroutes, changes in public use rules, site specific resource	Moderate – Targeted Stakeholders + General Public	Intentional emails reaching specific communities, project web page, press	Adjacent residents, visitors, municipal partners, volunteers	Managing Division, PIE

ACTION	affects user experience or land mgmt.	mgmt, Forest Rx		release, neighborhood or stakeholder meetings		
TIER 3: MINOR POLICY OR OPERATIONAL UPDATES	Small geographic scope, low public impact, minimal change to policy or operations	Language updates to grazing policy, signage changes, infrastructure maintenance updates	Low – Internal or Direct Stakeholder Engagement	Targeted email outreach, web updates, POSAC briefing	Internal staff, BOCC, specific partners	Managing Division, PIE
TIER 4: REAL ESTATE	Acquisition or Disposition of property	Haystack Mountain Acquisition; Takings by Condemning Authorities	Inform	POSAC agenda notice, BOCC public hearing process*	Community	Real Estate

*Notices for property acquisitions and dispositions vary depending on funding source and situation.

After Assigning Your Project Tier

Once you've matched your project with the appropriate engagement tier, use the Public Information & Planning Guide (attached) to create your public outreach plan. The plan you create will look different depending on the project and the division in which you work, but ensure it details the following key elements:

Core Messages to Include

- Purpose of the project or update
- What's changing, why, and when
- Who it impacts: including human stakeholders and ecosystem interests
- How the public can engage or provide input
- Timeline of milestones and decisions
- Where to find more information

Good Practices to Consider

- Use visuals, accessible design, and plain language
- Offer multiple ways to engage (in-person, digital, passive/active)
- Track engagement (how many, how often, who?) and adapt strategies based on feedback
- Verify who is the approver of the plan or policy – BOCC, POSAC, Internal
- Be sure to close the feedback loop. Share the results and explain how public input influenced decisions.
- Integrate Community Engagement framework once released by BOCC

Conclusion

Public outreach and input are vital component of how Boulder County Parks & Open Space fulfills its mission of stewardship, service, and community partnership. This framework is intended to guide staff in designing communication and outreach efforts that are thoughtful, inclusive, and aligned with departmental goals. All staff are expected to approach public engagement with intention, responsiveness, and a commitment to continuous improvement. By consistently applying this framework, we strengthen public trust, support strategic priorities, and ensure our work reflects the diverse needs and values of the communities we serve.

Public Information & Engagement

Planning GUIDE

Project Name:

Project Description (one or two sentences):

Communications Objective (what do we want the audience to know/understand/do):

Audience (select all that apply):

- ☐ POSAC
- ☐ BOCC
- ☐ All public (highlight or mark below if specific user groups need attention)
 - ☐ Hikers
 - ☐ Wildlife watchers
 - ☐ Dog walkers
 - ☐ Bicyclists
 - ☐ Equestrians
 - ☐ Runners
 - ☐ Artists
 - ☐ Picnickers
 - ☐ Anglers
 - ☐ Cross-country skiers & snowshoers
 - ☐ ESL residents. Indicate language: _____
 - ☐ POS volunteers and partners
 - Individuals: _____
 - Community organizations and groups: _____
 - Other: _____
- ☐ Ag tenants
 - ☐ Individuals: _____
- ☐ Neighbors
 - ☐ Individuals: _____
 - ☐ Adjacent property owners: APO 1500 ft. mailing from _____ property
- ☐ Project partners (i.e., county departments, municipalities, counties, organizations)
 - ☐ _____
 - ☐ _____

○

Tools for Public Outreach (select all that apply):

See Page 4 for list of contacts for help with these items.

- ☐ Content creation for all media:
 - graphic design
 - message
 - Spanish translation
 - Review: content quality, editing, proofreading
 - ☐ Website
 - Create a project webpage
 - Project description/decisions-to-be-made/background
 - Map
 - Photos
 - Video/virtual tour
 - Feedback forms (public posts visible to all; generate reports)
 - Event registration
 - Upcoming public meetings and onsite tours
 - Supporting documents
 - County calendar (add events)
 - Notice on property webpage (if applicable)
 - ☐ News Release/Email blast
 - POS News email list (includes public and media)
 - Boulder County News email list (includes public and media)
 - Trail/Park closures text alerts
 - Public Programs & Events email list
 - Volunteer Work Projects email list
 - Prescribed Burns email list
 - New email list for larger, longer projects. Can include texting option.
 - ☐ Social Media
 - Facebook: posts-text, photo, and link; events; ads (POS and BoCo)
 - Twitter: short text, link, and photo (POS and BoCo)
 - Instagram: short text and photo (POS and BoCo)
 - YouTube: video (POS and BoCo)
 - NextDoor: localized neighborhood post (BoCo)
 - ☐ Print
 - Postcard (Adjacent Property Owner (APO) and other interested parties mailing). Postcards should be in the mail two weeks before the noticed meeting or hearing.
 - Flyer (placement: park kiosks, county buildings, appropriate retail stores, mailing to individuals and/or organizations)
 - BOCC Sunday ad (free if available), independent ad (paid)
 - Swag (stickers, shirts, etc.)
 - Brochures (property and/or project/theme)
 - Images magazine (print & online)
 - ☐ Public Meetings
- Date:

- Open house _____
- Public tour _____
- POSAC (meeting and onsite tours) _____
- BOCC (meeting or hearing and onsite tours) _____
- Specific stakeholder meetings _____
(i.e., neighbors, ag tenants)
- Ribbon-cutting, grand re/opening _____
- Materials:
 - staff presentation (PP, video)
 - talking points for staff
 - posters
 - computer stations for feedback forms

☐ Other public-facing options:

- Trailhead display (staffed by paid and volunteer staff)
- Booth/table at local event
- Onsite public program/event
- Volunteer work project
- Temporary informational signs
- Picnic shelter reservations
- Request ranger presence

FIRST POINT OF CONTACT

(to get you started)

Website: Nik Brockman

Social media: Vivienne Jannatpour

Press release/Email blast: Vivienne Jannatpour

POSAC (schedule presentations and onsite tours): Renata Frye

BOCC (schedule commissioners for events, onsite tours): Gustavo Castanza Cortez

BOCC (present to board): Admin Staff (Melissa Sauer, Renee Bookless, D'Ann Lambert, Rosa Brohm) can help get you organized and enter the information to be added to the BOCC agenda. Please provide:

- The document you want the BOCC to see -must attach this to the request
- Any back up or additional documents -as an attachment
- List of who needs to sign the document, if applicable for routing in DocuSign
- Approval from the Manager or DH
- An expected meeting date - how soon the document needs to be on a meeting
- If it is a consent or discussion item
- What needs to happen to the document or information after BOCC approves

Property ribbon-cutting, grand re/opening (schedule): Renata Frye

Other public-facing venues: Eva Lark; Bevin Carithers (ranger request only)

Print

Content creation for all media	Vivienne Jannatpour
Review: content, editing, proofreading	Vivienne Jannatpour
Postcard mailing	See steps below
Flyer	Summer Alameel
BOCC Sunday ad, independent ad	Vivienne Jannatpour
Swag	Eva Lark
Brochures	Summer Alameel
Images magazine article	Summer Alameel
Poster	Content: Ask a Planner Printing: Plotter Instructions

Steps for Postcard Mailing:

- GIS can create a list of Adjacent Property Owners (APO list). Request on BCNet under [Services>GIS](#).

- Postcards must be proofed by in-house editing group. Email #POSedits.
- Raquel Robles can send the postcard file and address list to a printer. The printer will print the addresses on the cards and mail out.