

# IMPLEMENT A CONSISTENT PUBLIC COMMUNICATION STRATEGY

The Foothills Plan is informed by significant public input showing the desire for a world class trails system in Salt Lake City. One complaint with the Phase 1 implementation was that the changes being made were not communicated clearly to the public. Public Lands recognizes that maintaining a high-level of communication with the public is important and has implemented the following mechanisms by which the public can be informed.

- **Rangers:** two Foothills-dedicated Rangers are patrolling to assist and educate trail users, report areas of concern, and support the health of the Foothills natural area. You can meet them at trailheads.
- **Improved trailhead, wayfinding and field signage:** A good wayfinding system not only guides people along sustainable routes to their destinations but can enhance a user's understanding and experience of the Foothills. Improved wayfinding can also help accommodate a growing number of users and preserve delicate ecosystems by routing visitors to designated trails and away from unsanctioned routes. Public Lands has developed a unified wayfinding system and will begin installing improved signage in 2024. Public Lands will begin implementing consistent field signage to identify areas undergoing ecological restoration, closure, or other needs. Signage can both educate trail users about the value of these projects and restrict access.

- **Foothill Communication Channels:** Public Lands has expanded its Communications staff and is providing regular updates via the following communication channels
  - **SLCTrails.com website**
  - **Foothills e-newsletter**
  - **@SLCPublicLands social media**
- **PNUT Board and Community Council coordination:** Public Lands will continue to provide updates on Foothills related projects, processes, or issues via regularly scheduled Parks, Natural Lands, Urban Forestry & Trails (PNUT) Advisory Board and Community Council meetings.

Public Lands will also establish a **Key Stakeholder Group** to help inform FOSZ PIP planning. This group would include key stakeholders with knowledge of environmental, trails, and other management issues and will also represent the variety of distinct user groups and interests in the Foothills.

