

Appendix C: Public Outreach Process Detail

Part 1. Public Service Announcements

Purpose:

To generate more interest in and better education about park and trail use in Gallatin County.

Method:

Ten public service announcements were written by the Parks and Trails Committee to address trail etiquette, maintenance, health benefits, economic benefits, youth and outdoor recreation, connectivity, dogs, partnerships and volunteering, special memories associated with public access to recreation, and bike safety. The PSA's were recorded by Peak Recording and created to be played on

# 1	Trail Etiquette
.05	Music in -
.03	Where will a Gallatin County Trail take you today?
.14	All kinds of people play on our trails. From dirt bikers to equestrians, and hikers to bicyclists, trail etiquette is the essential component that increases user satisfaction and decreases conflicts. So, learn the rules and then follow them!
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 2	Personal Responsibility/Maintenance
.05	Music in
.03	Where will a Gallatin County Trail take you today?
.14	Parks and trails are best when they're in good shape, but there's not much money for maintenance and upkeep. We must rely on the good neighbor policy. It's up to all of us to be our own trail monitor- pick up, clean up, and help keep our trails a source of community pride.
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 3	Health Benefits
.05	Music in
.03	Where will a Gallatin County Trail take you today?

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.14	Is excising indoors getting old? Trade one or two days a week on the treadmill for a walk outside. Fresh air and great scenery are the perfect cure for cabin fever. To learn more visit the Park and Trail Viewer online at gallatin.mt.gov today
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 4	Economic Benefits
.05	Music in
.03	Where will a Gallatin County Trail take you today?
.14	Quality and accessible parks and trails contribute to our local economies. Tourists who come to hike and bike also eat in our restaurants, shop in our stores and sleep in our hotels. Local parks and trails can be one of our best and sustainable economic resources
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 5	Last Child in the Woods
.05	Music in
.03	Where will a Gallatin County Trail take you today?
.14	Are your kids spending too much of their free time indoors? Is screen time replacing green time? Whether it's a paved trail or an neighborhood park, there is a world of entertainment outside your front door. Don't let the child in the woods become the next endangered species!
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 6	Connectivity
.05	Music in

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.03	Where will a Gallatin County Trail take you today?
.14	<i>By building trails we build community. In Gallatin County, we're working to build a park and trail system that links our neighborhoods, schools and even stores. So grab your walking shoes, get your kids in the stroller and hit the trail</i>
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 7	Partnerships/volunteering
.05	Music in
.03	Where will a Gallatin County Trail take you today?
.14	Parks and trails are expensive to build and maintain. So, partnerships between local government, residents, businesses and users are vital to support our county park and trail system. Just imagine what we can build if we work together!
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 8	Dogs
.05	Music in
.03	Where will a Gallatin County Trail take you today?
.14	"Yo, down here. It's me, your dog. When we dogs gotta go, we GOTTA GO! And you gotta pick that up or they're gonna kick us out of the park. You're my human you gotta pick up after me. I'm a good dog, be a good owner.
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 9	Bike Safety
.05	Music in

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.03	Where will a Gallatin County Trail take you today?
.14	Remember as a kid the freedom a bike gave you? The opportunities seemed endless. Let's give our kids a chance at these memories by practicing common bike safety: give and heed warnings, yield to the slower use, and use a light after dark! It's easy and it's fun!
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	
# 10	Make a Memory
.05	Music in
.03	Where will a Gallatin County Trail take you today?
.14	Our first date was a hike up the M – three months later he asked me to marry him on the same trail It's been ten years now and hiking with our dog is still one of our favorite things to do. What kind of trail memories are you making?
.05	Brought to you by your Gallatin County Parks and Trails Committee and this station.
.03	Music out
Total: 30 seconds.	