

Feedback from Youth Opportunities Advisory Board (YOAB): May 1, 2015

16 participants, plus Allison Bayley (facilitator)

Additional Stakeholder Groups Suggested

- Boulder High School Mountain Bike Team
- Fairview High School Mountain Bike Team (team email list: fhsmountainbiketeam@gmail.com)
- High school cycling league: www.coloradomt.org
- Fairview HS cross and field
- Wildland Restoration Volunteers (lots of passionate youth are involved there)
- Students in general, beyond YOAB, for example student councils
- Parents of young people
- Families in Gunbarrel that live right by the TSA boundary

Communication Tools

- Email is only used for official communication with teachers or YOAB (most kids never use it)
- City of Boulder Communications Office spoke to YOAB about their plans to use [Textizen](#), which YOAB members were open to.
- Print materials
 - In general, these aren't that useful – they look too official
 - But they like maps! Especially when they can find where they live on the map.
 - TSA as acronym is really off-putting – makes them think they're in trouble at the airport
 - Ask questions to draw people in, like "Want to help improve trails in Boulder?"
- Social media:
 - Facebook is probably the best tool, but the likelihood that anyone their age or younger would follow the City of Boulder is next to never
 - They suggested we consider using existing accounts that young people already follow (i.e. go to where your audience is, don't expect them to come to you). They offered to write down suggestions and leave them with Allison.
 - They suggested Facebook ads that are engaging – not too official. Ask questions to draw people in! Don't use the ads on the side bar – use ones on central feeds that grab you.
 - There have been issues on other projects with privacy settings where young people's posts were set to private so the agency couldn't see their comments.

Feedback Specific to the Plan

- Allow more mountain bike racing in this area (high school mountain bike teams have to travel long distances for every event)
- Consider separate trails for mountain biking versus other uses
- Mountain biking in the north TSA isn't technical enough and routes aren't long enough