



# Open Space and Mountain Parks “Overarching Issues”

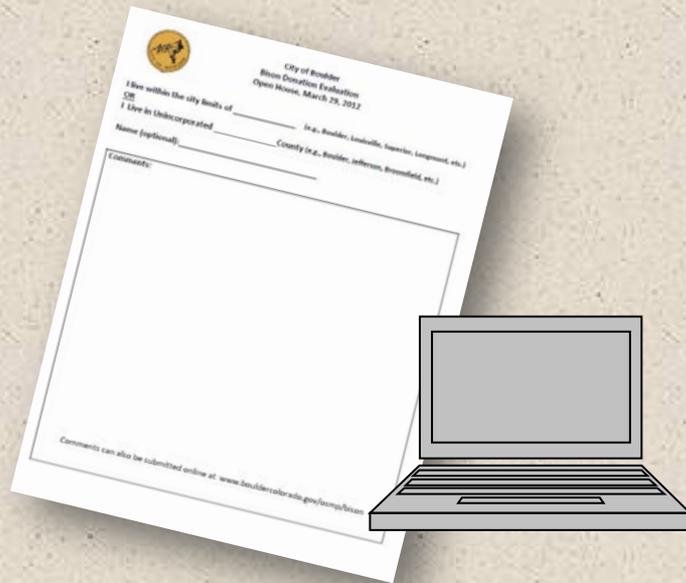
Voice and Sight Tag Program Evaluation  
Open House



# Agenda



- Staff Presentation 6:15
- Questions and Answers 6:35
- Open House 7:10-8:00



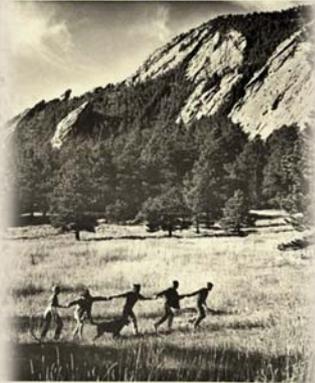
# Overarching Issues



Long-Term  
Sustainability



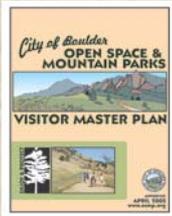
GREENBELT  
FOR BOULDER



VOTE FOR SALES TAX



# Tag Program Timeline



VMP  
April 2005



Tag Program  
August 2006



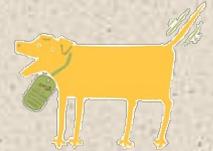
Monitoring  
Mar-May 2006



Monitoring  
Mar-May 2007



Monitoring  
Mar-May 2010



Tag Program  
Evaluation

2005

2006

2007

2008

2009

2010

2011

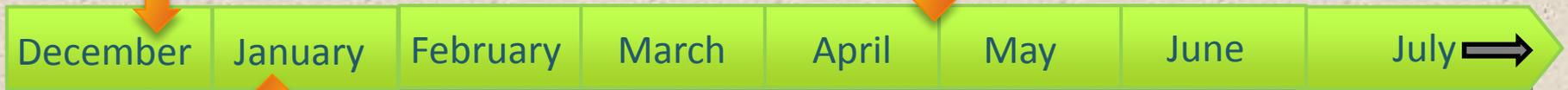
2012

# Tag Program Evaluation Timeline

## Evaluation Initiation

- Monitoring Report
- OSBT— stakeholder ideas

## Tag Program Evaluation Report



OSBT Study Session



OSBT Study Session



Open House



# Voice and Sight Tag Program

## Quick Facts (as of 2011)

- 👖 32,000 participants in 18,000 households
- 👖 29,000 voice and sight tags issued
- 👖 43% of the households in the City of Boulder
- 👖 Estimated 86% of the off-leash dogs have a voice and sight tag



# Tag Program Monitoring Findings



Observational study in 2006, 2007 and 2010



Observed 25 sites (March-May)



Watched part of a visit; less than ¼ mile or 4-5 minutes



Objective	Objective Met?	
	Yes	No
1. Increase OSMP outreach to and education of the public with respect to voice and sight control.	✓	
2. Improve understanding of voice and sight control.	✓	
3. Increase compliance with dog control rules ( <i>measured for change</i> ). <ul style="list-style-type: none"> <li>• Dogs must be in sight .....→</li> <li>• Leash possession.....→</li> <li>• No more than two V&amp;S dogs per guardian .....→</li> <li>• Dogs must come when called .....→</li> </ul>	✓	✓
4. Decrease conflict involving dogs on OSMP properties ( <i>measured for change</i> ).		✓
5. Participation in Program	( Compliance is 86% ) goal is 90%	

# In what ways can the Tag Program be improved?

## Compliance, Safety and Awareness

- 🐾 Lack of compliance with:
  - Excrement removal
  - Keeping dogs on leash where required
  - Voice and sight control requirements
- 🐾 VMP Compliance objectives have not been achieved
- 🐾 Penalties for noncompliance may not be sufficient
- 🐾 Lack of fairness for people who do control/manage their dogs well
- 🐾 No proof of vaccination (or license)
- 🐾 No demonstration of capability to conform to voice and sight control rules
- 🐾 No accountability actually watched video
- 🐾 Unable to adequately track guardians and individual dogs along with regulation violations
- 🐾 Improve Tag Program information available to staff in the field

# Areas for Tag Program Improvement

## Community Oriented

- 🐾 Improve communication with all OSMP visitors and dog guardians
- 🐾 City Council's interest is reflecting concerns heard from the community

## Long-Term Sustainability

- 🐾 Impact to resources and drawing connections with relevant research and monitoring





## Goal:

The Voice and Sight Tag Program will increase the proportion of dog guardians visiting OSMP who have control over their dogs as required by applicable regulations including proof of current dog rabies vaccinations to maintain a safe, high-quality visitor experience for all and the conservation of natural resources.



# Tag Program Revised Objectives

## Objectives:

### Compliance, Safety and Awareness

- ⇒ Improve compliance
- ⇒ Improve understanding of requirements
- ⇒ Increase OSMP outreach/education with respect to training opportunities
- ⇒ Increase proportion of dogs that have proof of rabies vaccinations

### Community Oriented

- ⇒ Decrease conflict
- ⇒ Instill a sense of responsibility of a privilege and partnership
- ⇒ Minimize new complexities when possible
- ⇒ Strive to set program fees at a level that encourage participation and that recoup city's administrative costs
- ⇒ Maintain a program that is effective and appreciated

# Tag Program Revised Objectives

## Objectives:

### Long-Term Sustainability

- ⇒ Integrate into strategies the goals and objectives of OSMP's management plans
- ⇒ Decrease natural resource impacts caused by off-leash dogs



# Tag Program Enhancement Options

## Options:

-  Require proof of vaccination
-  Require testing/demonstration of dog and guardian
-  Require attendance at an information session, skills demonstration, and/or skill class
-  Require completion of an online test on voice and sight control
-  Provide education, outreach, and training (range of strategies)
-  Modify consequences for violations (range of strategies)
-  Only allow voice and sight control in trail corridors
-  Establish residency requirements for participation
-  Administrative changes (range of strategies)

# Option Evaluation Factors

## Benefit

- Contribution toward objectives
- Duration of outcome
- Degree and scope
- Leverages other actions

## Feasibility

- Implementation
- Enforcement
- Community Acceptability

## Cost

- One-time, up-front
- Annual staffing
- Annual materials and supplies



# How do the options compare?

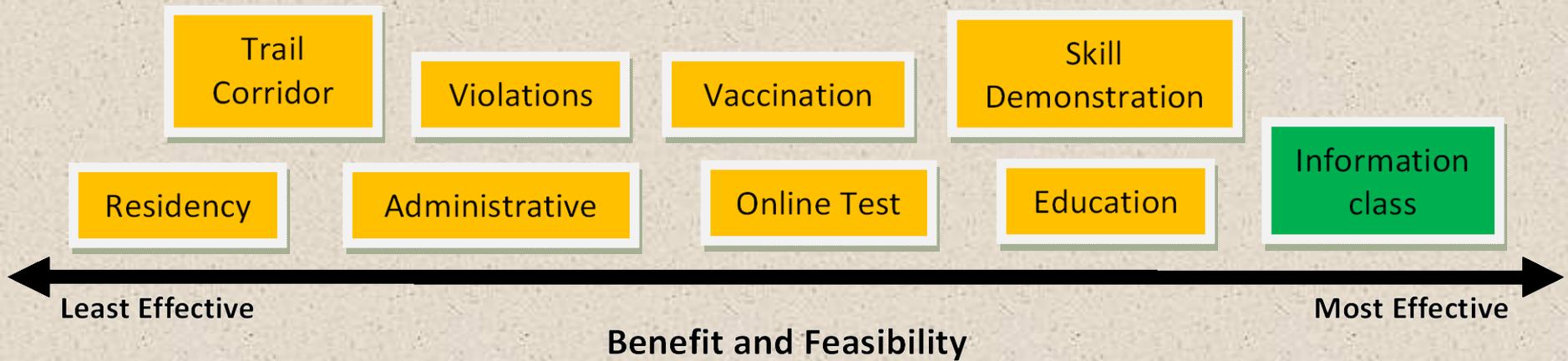


Option	Benefit	Feasibility	Cost	Overall
Proof of Vaccination	Moderate	Moderate	High	Yellow Hexagon
Skill Demonstration and Testing	High	Moderate	High	Yellow Hexagon
Information Session or Class	High	High	Moderate	Green Hexagon
Online Test	Moderate	High	Moderate	Yellow Hexagon
Education and Training	Moderate	High	Moderate	Yellow Hexagon
Consequences for Violations	Moderate	Moderate	Moderate	Yellow Hexagon
Trail Corridor	Moderate	Moderate	High	Yellow Hexagon
Residency	Moderate	Moderate	Moderate	Yellow Hexagon
Administrative Changes	Moderate	High	Moderate	Yellow Hexagon



# Comparing Effectiveness

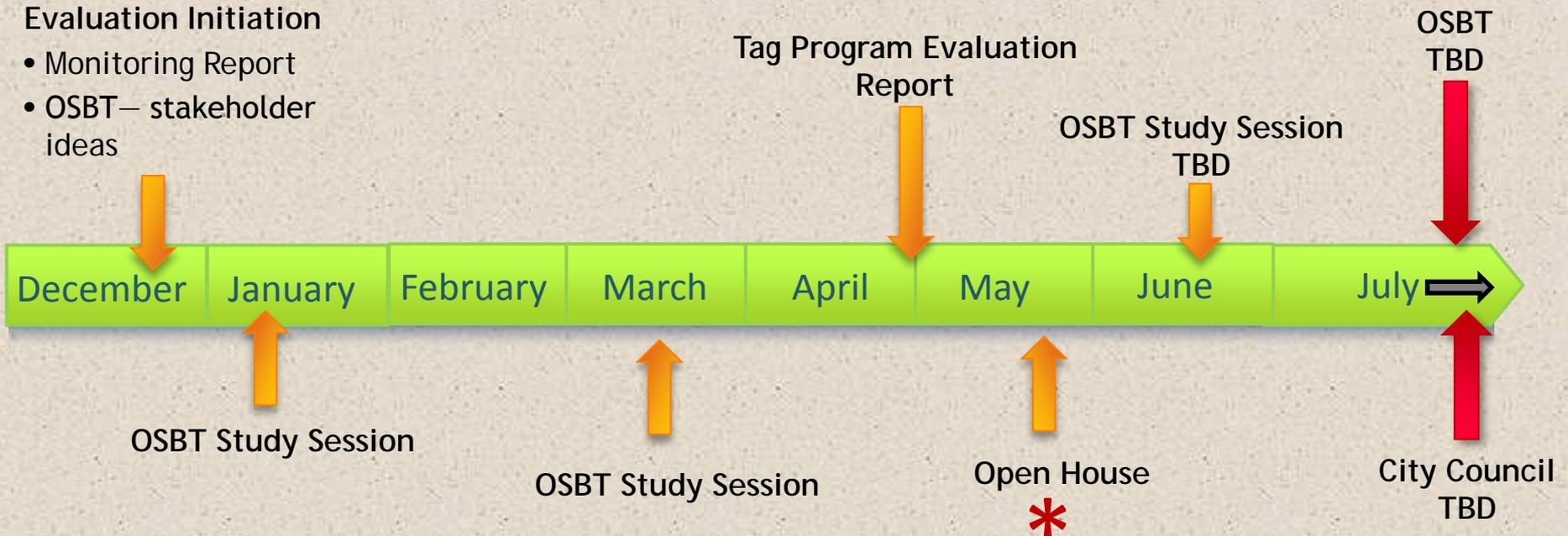
—*Relative benefit and feasibility*—



# Timeline—What's Next?

## Evaluation Initiation

- Monitoring Report
- OSBT— stakeholder ideas



# Questions to Guide Comments?

-  Are there other options that should be explored?
-  Do you have any comments about the way staff analyzed the options?
-  Is the evaluation complete? If not, what is missing from the analysis?

# Questions?

