

VIRTUAL OPEN HOUSE

In November and December 2017, nearly 1,000 people from across New Mexico participated in the Rio Grande Trail Virtual Open House. Participants' insights will shape the recommended route, design, and amenities of the Rio Grande Trail.

NEW MEXICO

Rio Grande Trail

WHAT?

The Rio Grande Trail Virtual Open House was an online public engagement and educational tool. In addition to a public survey, the site provided information about the project vision, how the trail will be built, project timeline, route selection, trail best practices, and project partners. It was available between November 13 and December 11, 2017. The Virtual Open House was promoted through a print ad, press releases, word-of-mouth through the network of New Mexico trail users, email blasts, and the Rio Grande Trail project website.

WHY?

The Virtual Open House informs New Mexicans about the purpose and process of the Rio Grande Trail Master Plan, elicits public input, and builds awareness and support for the Rio Grande Trail. Feedback from the Virtual Open House complements in-depth stakeholder outreach, data analysis, and robust fieldwork. The project team will use public insights from the Virtual Open House to help plan a world-class trail network that New Mexico residents and visitors can enjoy.

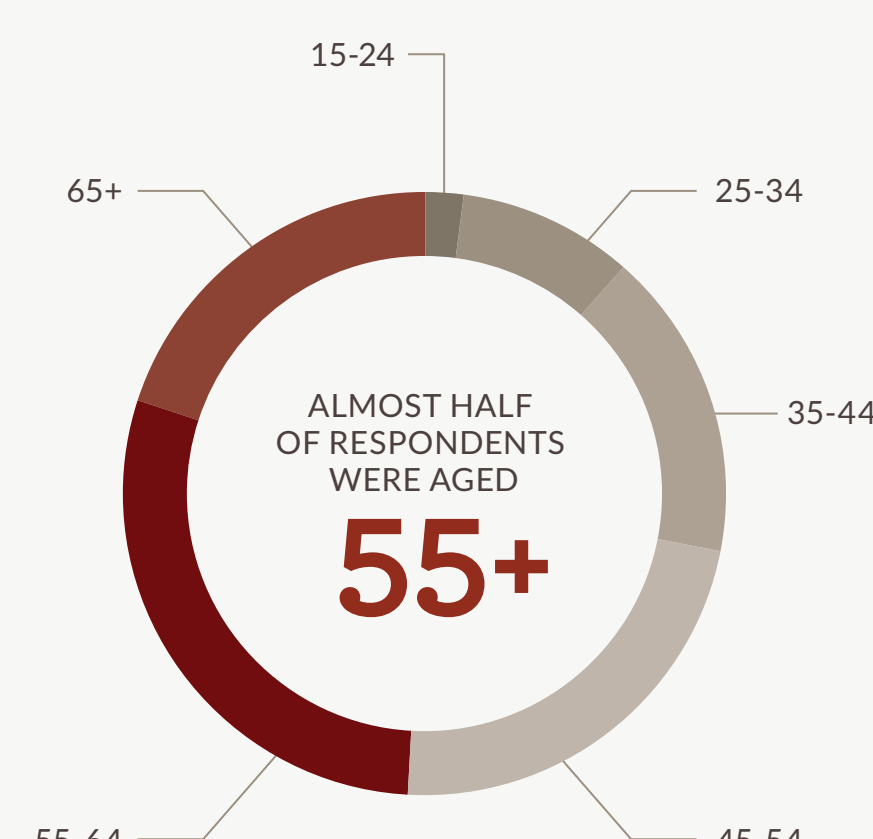
WHO RESPONDED?

993

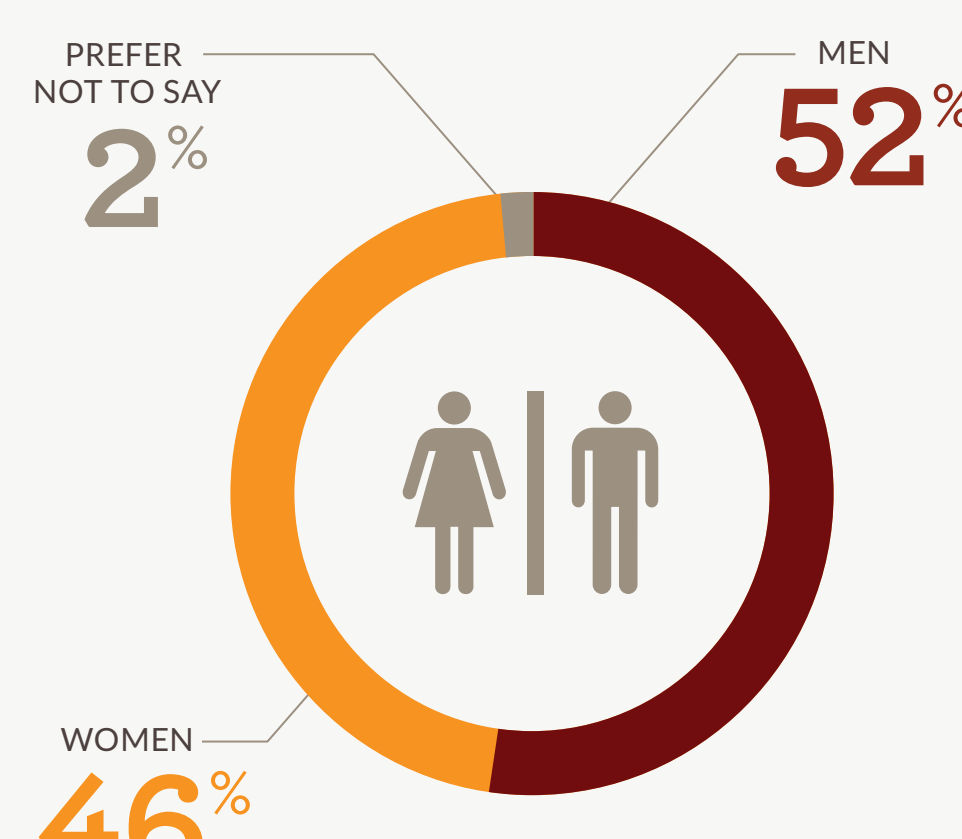
people filled out the Virtual Open House survey.

A fairly even distribution of women and men filled out the survey.

Age



Gender



Survey Responses by Region



Participants came from 125 different zip codes, including every region of the river corridor.



KEY FINDINGS

Note:

The Virtual Open House is a way to share information and hear from people who are already interested in the Rio Grande Trail Project, who may be potential "first users." It is not a statistically valid survey or comprehensive representation of statewide input.

1

Participants are well-versed in long-distance trail features and willing to travel to visit a long-distance trail. Half of all people who filled out the survey have traveled to another state to experience a long-distance trail.

Have you traveled to another state to experience a long-distance trail?

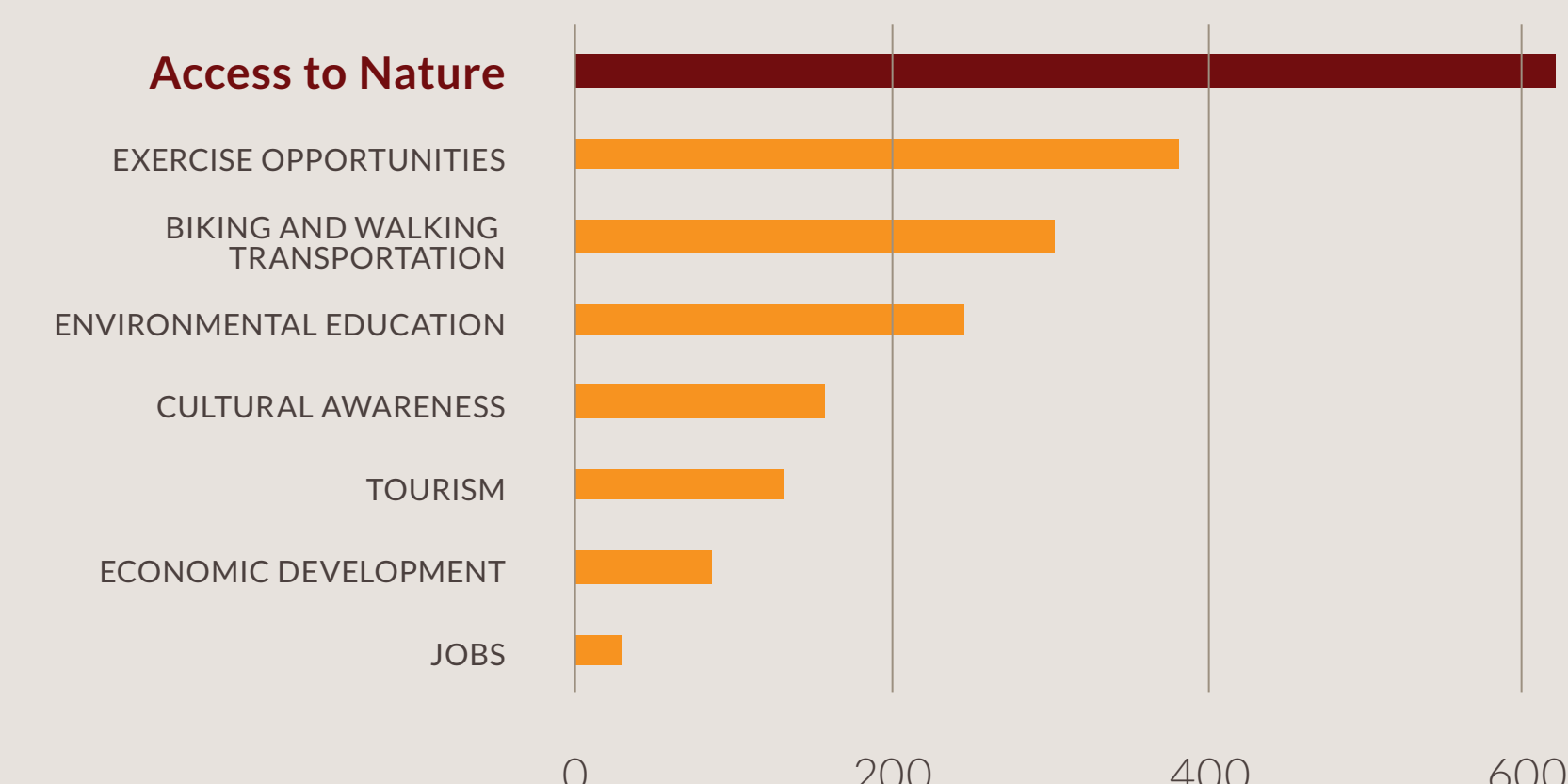


2

Access to nature was the most important benefit, followed by exercise opportunities, and biking or walking for transportation.



Which benefit of the Rio Grande Trail is most important to you?

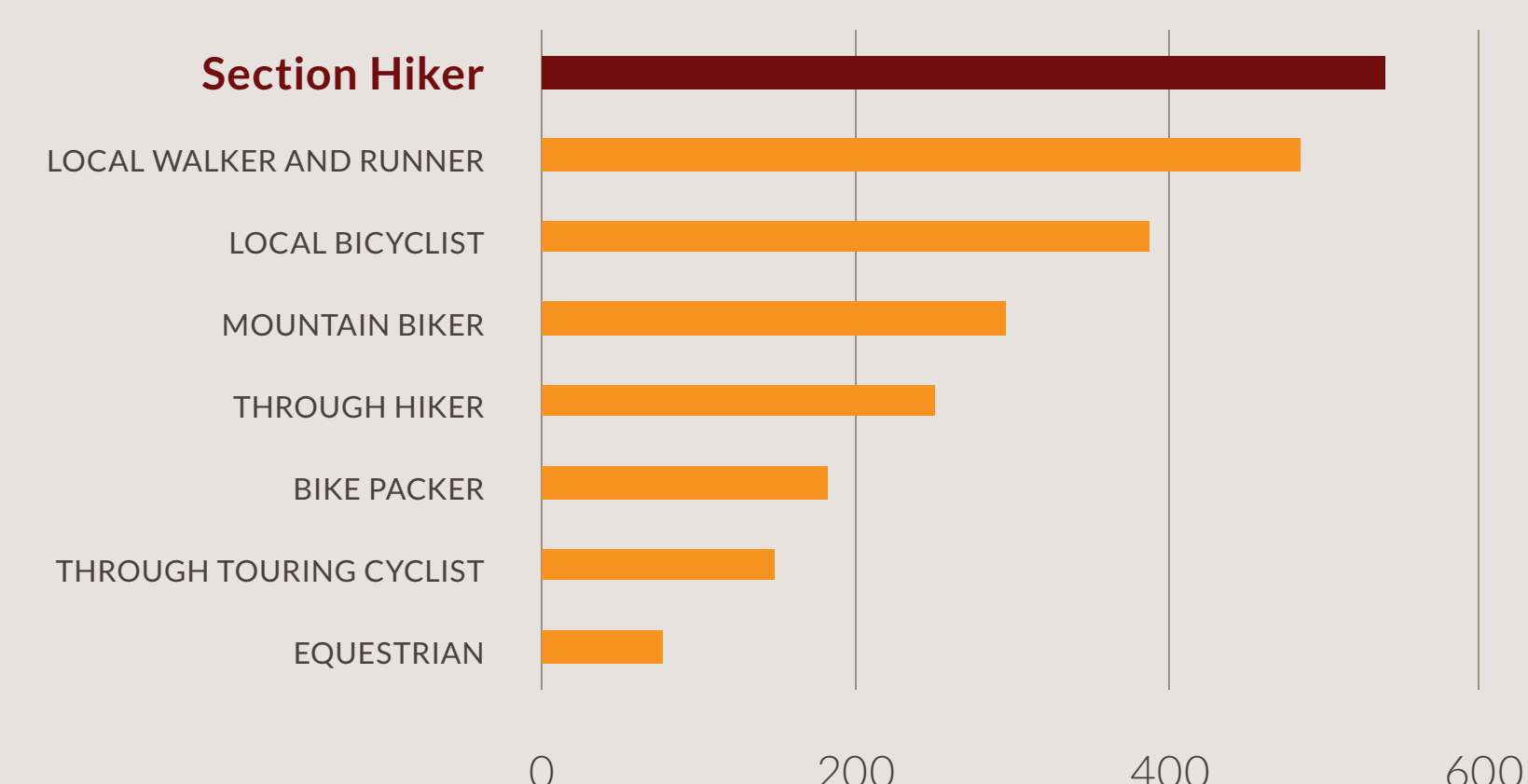


3

The Virtual Open House confirmed that the trail will have a large audience of local and regional users on foot. And with at least 10% of participants choosing every offered trail use, it also showed that the trail will attract a broad range of users.



What type of trail user will you be?

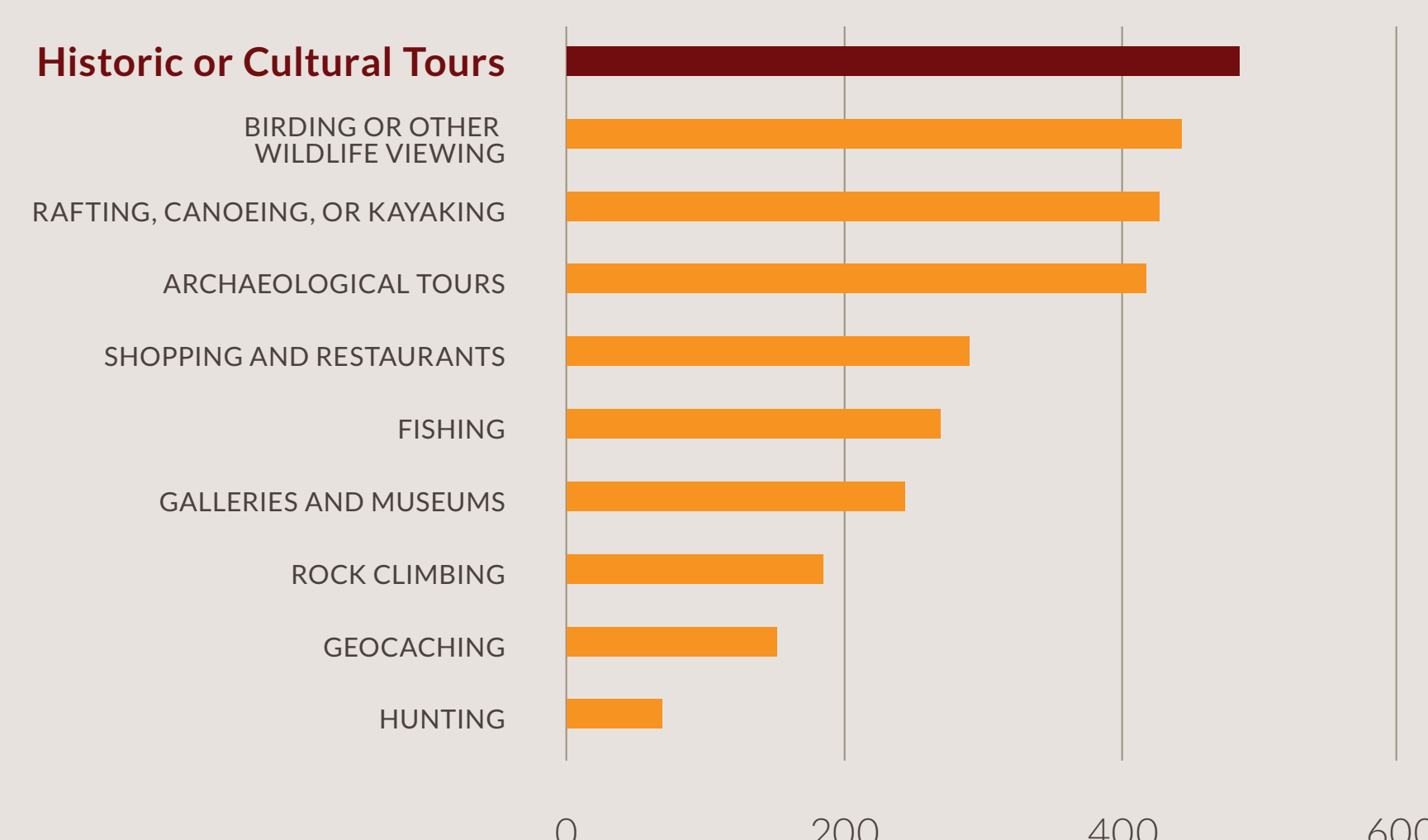


4

Most participants are interested in historic and cultural tours, as well as birding or wildlife viewing experiences along the trail. Rafting, canoeing, and kayaking, as well as archaeological tours, were also listed by more than half of participants.



What would you like to experience off the trail?

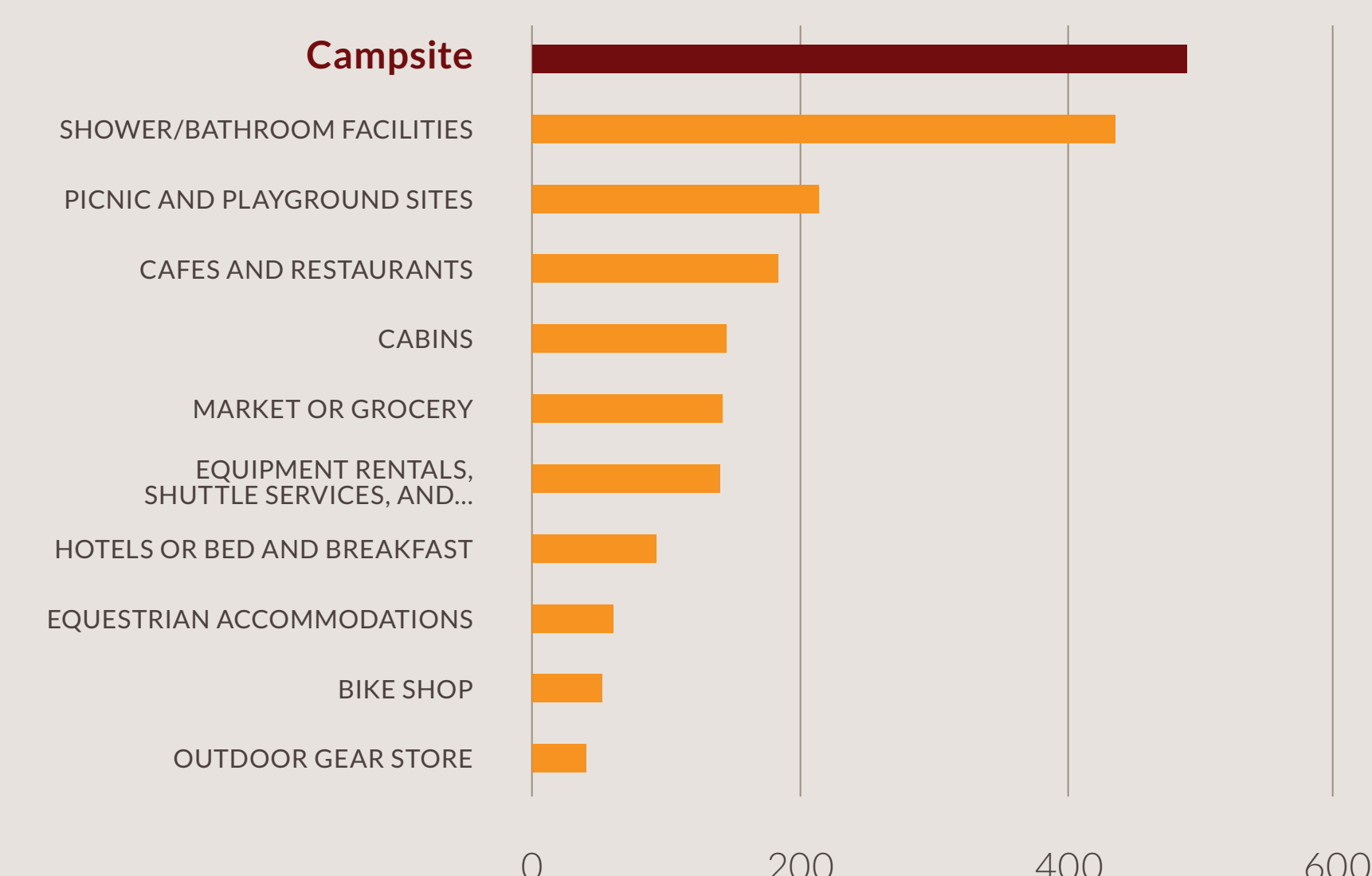


5

For hospitality provisions, campsites and showers/bathrooms were clear favorites. Picnic sites and playgrounds, along with places to purchase food were also popular suggestions.



What hospitality and provisions would be most important to you?



FIND OUT MORE AT www.RioGrandeTrailNM.com



A project administered by the
New Mexico Energy Minerals
Natural Resources Department