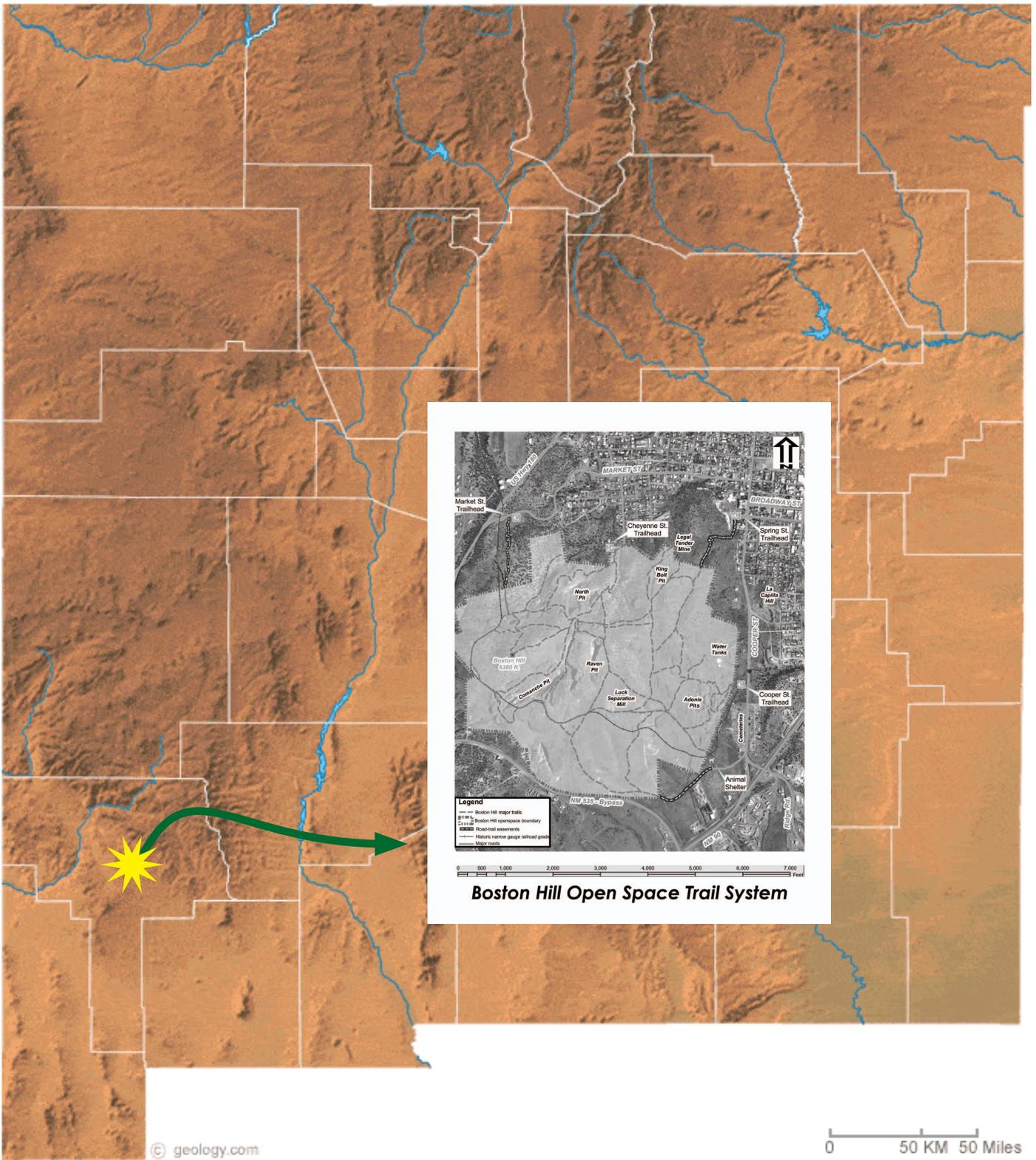


BOSTON HILL TRAIL SIGNAGE PROJECT GRANT STATUS REPORT



The University of New Mexico Prevention Research Center
September 26, 2019





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PARTNERS



The mission of the Department of Health is to protect the public's health through: preventing avoidable disease, injury, disability, and premature death; assuring access to affordable, quality health care; promoting healthy lifestyles; and documenting and monitoring health events. www.nmhealth.org.



The Prevention Research Center at The University of New Mexico addresses the health promotion and disease prevention needs of New Mexico communities through participatory, science-based, health promotion, and disease prevention research. It fulfills this mission through collaboration, training, dissemination, and evaluation activities. www.prc.unm.edu



The Town of Silver City Trails and Open Space Committee - Silver City is the hub of an inclusive community settled within a small town that through guided growth, honors and preserves its historical, cultural, and natural heritage while facilitating jobs, health, and educational resources such that the residents and visitors may enjoy and protect the recreational opportunities of the area and high quality of life.



The Continental Divide Trail Coalition (CDTC) is the 501(c)(3) national non-profit working in partnership with the US Forest Service, National Park Service, and Bureau of Land Management to complete, promote and protect the Continental Divide National Scenic Trail. Founded in 2012 by a passionate group of volunteers and recreationists, CDTC is a membership organization working to building a strong community of supporters who want to see the CDT protected not just for today's users, but for generations to come.

The Gila Trails and Open Space Coalition's mission is to foster collaboration among users to promote the equitable access, connectivity, development and maintenance of trails and open space for the enhancement of public health, well-being, and economic vitality.

ADDITIONAL PARTNERS

- *The Southwest New Mexico Arts, Culture, and Tourism board.*
- *Opening Spaces LLC.*
- *The LOR Foundation*
- *The New Mexico Department of Health SW Region Health Promotion Team*
- *The CDTC Gateway Coordinator*

PARTICIPANTS

Sally Davis - Director, the Prevention Research Center.

Tavia Chuyate - CURE Intern, the Prevention Research Center.

Jaime Embeck - Director, Town of Silver City Community Development Department, Coordinator, Town of Silver City Trails and Open Space Committee.

Michael Ferris - Chairman, Town of Silver City Trails and Open Space Committee, Gila Trails and Open Space Coalition Member.

Laurel Fimbel - Pipeline Network Research Intern, the Prevention Research Center.

Michele Giese - Health Promotion Specialist, SW Region Health Promotion Team, New Mexico Department of Health.

Lee Gruber - Director, Southwest New Mexico Arts, Culture & Tourism.

Bridgette Johns - Coordinator, Southwest New Mexico Arts, Culture & Tourism.

Desire Liska - Coordinator, Gila Trails and Open Space Coalition, Cartographer, Opening Spaces LLC.

Martyn Pearson - Town of Silver City Trails and Open Space Committee Member, Gila Trails and Open Space Coalition Member, Trail Development Volunteer.

Jason Schaub - Professional Intern, the Prevention Research Center.

Bob Schiowitz - Town of Silver City Trails and Open Space Committee, Gila Trails and Open Space Coalition Member, Volunteer Trail Development Manager.

Jen Suan - Professional Intern, the Prevention Research Center.

Claire Sweeney - Professional Intern, the Prevention Research Center.



Tavia Chuyate, Laurel Fimbel, Martyn Pearson, and Jen Suan look on as coalition members discuss updates to the Boston Hill Open Space trail network.

ASSESSMENT OVERVIEW

On July 17, 2019, members from the University of New Mexico Prevention Research Center's VIVA Connects program met with representatives from the Grant County Trails Coalition (now the Gila Trails and Open Space Committee), the New Mexico Department of Health, and other community members to assess the status of Boston Hill's *Signage Improvement Project*. Trailheads were visited, existing signage was noted, and updates and improvements to the trail system as a whole were discussed. Meeting with this diverse, multi-coalition group of stakeholders enabled VIVA Connects to develop a deep understanding of the underlying barriers and facilitator's at-play when successfully implementing projects aimed at improving places for physical activity in rural settings.

While numerous improvements and trail additions have been made since its inception, the region's mapping has not been updated since it first opened in 2008. And, combined with the absence of comprehensive way-point signage, some users have felt discouraged from utilizing the space to its fullest potential.

Identifying this need, the Grant County Trails Coalition, with support from the Silver City Arts and Cultural District, obtained grant funding through VIVA Connects to develop an updated trail map while improving and expanding on-trail signage. The grant application included funding for the graphic design and procurement of trail signs, as well as mapping and implementation costs for updated maps. Lastly, to raise awareness and community support for the updated map and signage, the Grant County Trails Coalition is planning to hold a "ribbon-cutting" ceremony to celebrate the Trail System.

As part of their ongoing technical assistance, VIVA Connects has provided this report to assess not only the status of their current grant, but overall updates and improvements that have been made to the trails in the past several years. Importantly, all of the recommendations by VIVA Connects are rooted in the evidence-based science promoted by the *Community Guide*.



Detail of Boston Hill trail kiosk.



Evaluators assessing the Boston Hill trail.



Bob Schiowitz describing recent improvements to the Boston Hill trail.

SILVER CITY, NEW MEXICO

Silver City is the county seat of Grant County, New Mexico. Situated in the southwest corner of the state, the town is home to more than 10,000 full time-residents, as well as over 3,000 students enrolled at Western New Mexico University.

The area boasts a rich history, dating back to the valley's recorded use as an Apache settlement. After the discovery of silver, the region boomed as prospectors descended upon the area looking to strike it rich. The town was formally established in 1870 and, in addition to prospectors, was home to many notable residents, including Kit Carson and the infamous Billy the Kid.¹

Along with its current mining industry, the town features a bustling business community and thriving tourism industry. Silver City is ideally located to enjoy the natural beauty of New Mexico through its proximity to the Continental Divide Trail and the Gila National Forest. The Gila Cliff Dwellings National Monument is a short drive north on Highway 15, and the City is home to a thriving community of musicians and artists, with the Mimbres Region Arts Council being named the #1 arts council in New Mexico. The town also hosts numerous art festivals, such as the Southwest Festival of the Written World, Chicano Music Festival, Silver City Fine Arts Festival, and more.²



Mural in downtown Silver City, New Mexico.



Left & right; downtown Silver City, New Mexico.



Chino Mine, just outside Silver City, New Mexico.

THE BOSTON HILL TRAIL SYSTEM

Located just south of downtown Silver City, the Boston Hill Open Space is a series of three hills formerly owned by the *Boston Company*, who first used the area to mine manganiferous iron ore in the 1870's. Silver City purchased Boston Hill in 1999 and, in 2001, began construction of the Boston Hill Open Space Trail System.⁴

The Boston Hill Trail System is the most readily accessible open space in Silver City, covering more than 550 acres of land immediately adjacent to downtown. Many of the trails also intersect at various points throughout the park, allowing a multitude of hiking and mountain biking routes to be created.

The trail network arose through a grassroots collaboration between numerous stakeholders, including hiking coalitions, youth groups, City Council members, resident volunteers, and assistance from the New Mexico Department of Health. Improvements are routinely made on a volunteer-basis from a variety of stakeholder groups.

Boston Hill Open Space is a retreat for community members and wildlife alike. Along the trail, one might observe sunflowers such as Blackfoot daisies or native Desert Holly, and rabbits or mule deer may be seen grazing among the oak tree studded terrain. In addition to its diverse flora and fauna, the numerous hills provide prominent vistas of Silver City.⁵



Trail leading off Market Street in the Boston Hill Open Space.



Boston Hill map as seen at the Visitor's Center kiosk.



View from the top of Boston Hill.



THE COMMUNITY GUIDE

Established by the U.S. Department of Health and Human Services in 1996 and supported by the Centers for Disease Control and Prevention (CDC), the Community Guide offers the latest, evidence-based recommendations for implementing health-improvement initiatives in local governments, communities, schools, and other populations.⁶

The Guide serves as an implementation resource, marrying research findings with practical, public health guidelines to inform local government health initiatives.

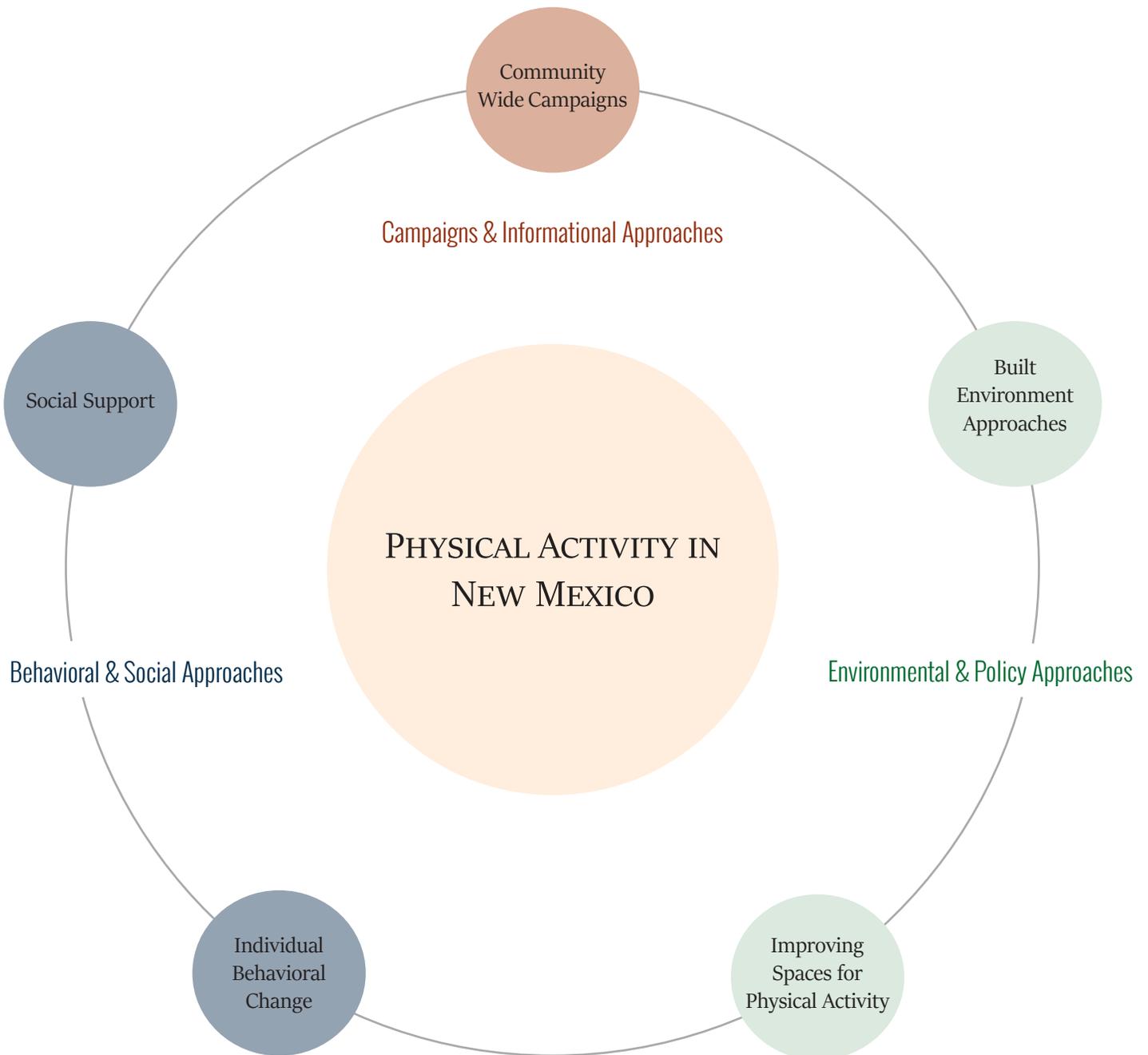
For physical activity, the Guide separates 14 interventions into three categories: *behavioral and social approaches*, *campaigns and informational approaches*, and *environmental and policy approaches*. The University of New Mexico's *Prevention Research Center* has distilled these down into five, key recommendations most applicable to rural communities in New Mexico, as seen on the following page.⁷

Utilizing the Guide as a framework for program development ensures that all health initiatives, campaigns, or other recommendations are embedded in evidence-based practice, enhancing the potential impact of a given intervention while ensuring that local funding sources are used efficiently.

More broadly, the Community Guide may also serve as an important planning tool for community leaders. The Guide identifies a total of 21 health topics communities may choose to focus on depending on their specific needs, including cancer, nutrition, and obesity.⁶

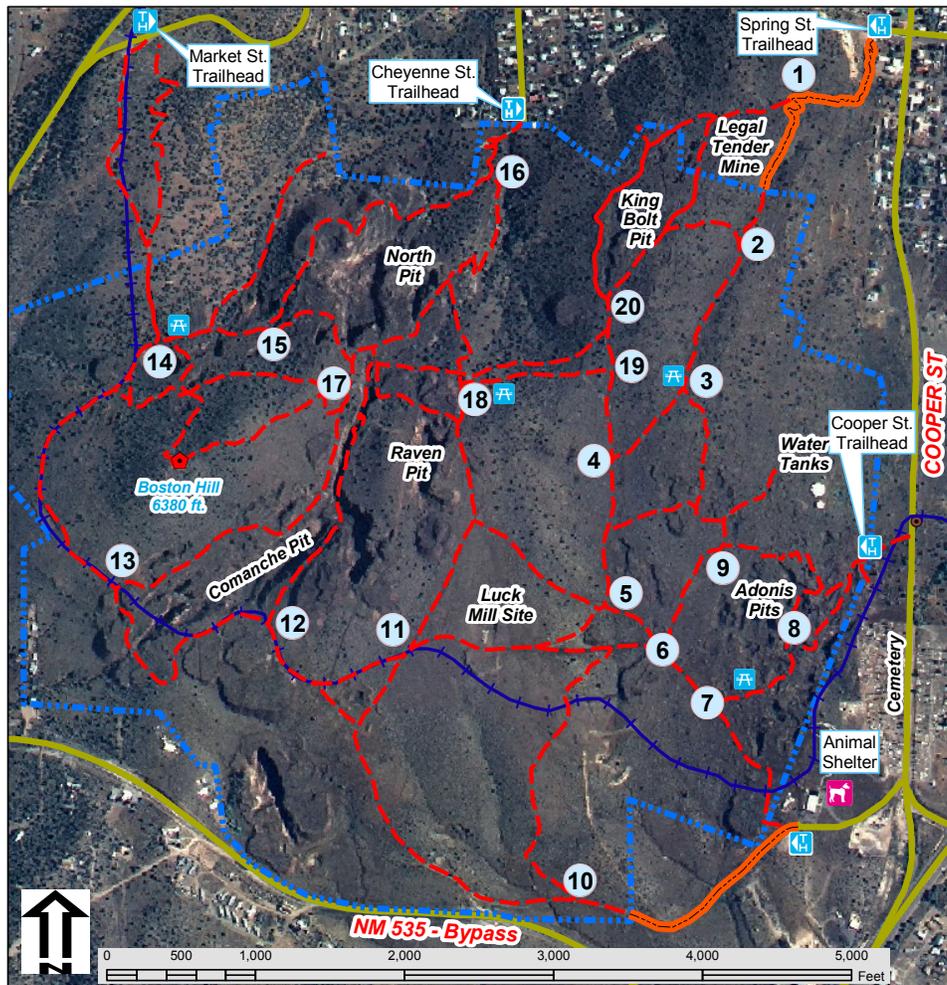
For more information on the Community Guide, see *Additional Resources* on page-34 of this report.

COMMUNITY GUIDE RECOMMENDATIONS FOR IMPROVING PHYSICAL ACTIVITY IN RURAL COMMUNITIES



TRAILHEAD ASSESSMENT

There are currently six trail-access points located around the perimeter of Boston Hill, with five designated as official trailheads: Market Street, Cheyenne Street, Spring Street, Cooper Street, and Cougar way, also known as the *animal shelter* trailhead. The unofficial trailhead located off truck bypass NM-535 was also assessed. Each of these trailheads were investigated objectively for functionality and accessibility by trail system users.



1 You Are Here

Legend

- Boston Hill trail system
- Boston Hill Open Space boundary
- Road-trail easements
- Major roads
- Historic narrow gauge railroad grade
- Trailhead
- Bench

Signs provided by La Vida Diabetes Awareness Program



Existing Boston Hill Open Space trail map.

MARKET STREET TRAILHEAD

Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?		✓	There were no signs in the neighborhood to alert passersby of a nearby trailhead.
Designated Parking Lot? Signage Present?	✓		Parking is available immediately adjacent to the trailhead, with signage.
Designated Street Parking? Signage Present?		✓	Street parking is not available in addition to the parking lot.
Crosswalk or pedestrian crossing signs present? Are they needed?		✓	Not present, not needed as parking is located on the same side of the road as the trailhead.
Is the trailhead safely accessible from the parking area?		✓	The entrance to the trail is steep with loose gravel, posing a potential trip hazard.
Signs present at trailhead?	✓		Boston Hill Open Space sign present at trailhead.
Kiosk present at trailhead?	✓		Two-post, double-sided kiosk with a large park map is located at the trailhead.
Maps available at trailhead?		✓	Individual maps are not available at the trailhead.
Benches, tables, sun shades, or other rest area amenities present?		✓	There were no amenities present.
Rubbish bins present?	✓		There was a rubbish bin placed at the trailhead.
Restrooms present?		✓	There were no restrooms present.
Other Notes.			The trailhead sign was obscured from the road and not immediately present to evaluators.



Left, Market Street trailhead signage; right, trail drainage improvement to reduce erosion.



Market Street trailhead and kiosk.

CHEYENNE STREET TRAILHEAD

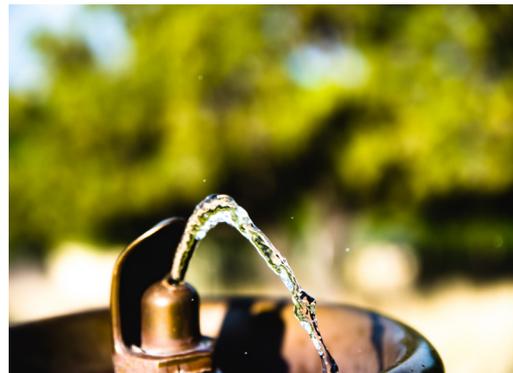
Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?	✓		There is a new road sign at the south end of Cheyenne Street indicating Boston Hill.
Designated Parking Lot? Signage Present?	✓		Parking is available immediately adjacent to the trailhead, kiosk visible from parking area.
Designated Street Parking? Signage Present?		✓	Street parking is not available.
Crosswalk or pedestrian crossing signs present? Are they needed?		✓	Not present, not needed as parking is located on the same side of the road as the trailhead.
Is the trailhead safely accessible from the parking area?	✓		The entrance to the trail is level and easily accessible.
Signs present at trailhead?	✓		Boston Hill Open Space sign present at trailhead.
Kiosk present at trailhead?	✓		Two-post, double-sided kiosk with a large park map is located at the trailhead.
Maps available at trailhead?		✓	Individual maps are not available at the trailhead.
Benches, tables, sun shades, or other rest area amenities present?		✓	There were no amenities present.
Rubbish bins present?	✓		There was a rubbish bin placed at the trailhead.
Restrooms present?		✓	There were no restrooms present.
Other Notes.			Planned improvements include purchasing of adjacent private land, working on drainage, and installation of the new trailhead kiosk map when finished.

SPRING STREET TRAILHEAD

Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?		✓	There were no signs in the neighborhood to alert passersby of a nearby trailhead.
Designated Parking Lot? Signage Present?	✓		Parking is available immediately adjacent to the trailhead, however there was no signage present.
Designated Street Parking? Signage Present?	✓		Street parking is available in addition to the parking lot.
Crosswalk or pedestrian crossing signs present? Are they needed?		✓	Not present, not needed as parking is located in a roundabout at the end of the road, adjacent to the trailhead.
Is the trailhead safely accessible from the parking area?	✓		The entrance to the trail is level and easily accessible.
Signs present at trailhead?		✓	There were no signs present at the trailhead.
Kiosk present at trailhead?	✓		Two-post, double-sided kiosk with a large park map is located at the trailhead.
Maps available at trailhead?		✓	Individual maps are not available at the trailhead.
Benches, tables, sun shades, or other rest area amenities present?	✓		There was a water fountain present at the trailhead.
Rubbish bins present?		✓	There was not a rubbish bin present
Restrooms present?		✓	There were no restrooms present.
Other Notes.			The kiosk was obscured from the road, and the location of the trailhead was not immediately present to evaluators when standing in the parking lot.



VIVA Connects team member Laurel Fimbel assesses a new section of trail at the Spring Street trailhead.



Clockwise from left; trailhead kiosk at Spring Street, VIVA Connects team members making observations, public water fountain at the Spring Street trailhead.

COOPER STREET TRAILHEAD

Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?		✓	There were no signs in the neighborhood to alert passersby of a nearby trailhead.
Designated Parking Lot? Signage Present?	✓		Parking is available immediately adjacent to the trailhead with signage.
Designated Street Parking? Signage Present?		✓	Street parking is not available.
Crosswalk or pedestrian crossing signs present? Are they needed?		✓	Not present, not needed as parking is located on the same side of the road as the trailhead.
Is the trailhead safely accessible from the parking area?	✓		The entrance to the trail is level and easily accessible.
Signs present at trailhead?	✓		Boston Hill Open Space sign present at trailhead.
Kiosk present at trailhead?	✓		Two-post, double-sided kiosk with a large park map is located at the trailhead.
Maps available at trailhead?		✓	Individual maps are not available at the trailhead.
Benches, tables, sun shades, or other rest area amenities present?		✓	There were no amenities present.
Rubbish bins present?	✓		There was a rubbish bin placed at the trailhead.
Restrooms present?		✓	There were no restrooms present.
Other Notes.			The trailhead sign was obscured from the road and not immediately present to evaluators.



Left, detail of cholla cactus; right, detail of Cooper Street trailhead signage.



Signage, rubbish bin, and kiosk (present but obscured by tree) at the Cooper Street trailhead.

COUGAR WAY / ANIMAL SHELTER TRAILHEAD

Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?	✓		There was a sign indicating the presence of a trailhead at the intersection of Cooper Street and Cougar Way.
Designated Parking Lot? Signage Present?	✓		Parking is available immediately adjacent to the trailhead, however there was no signage present.
Designated Street Parking? Signage Present?		✓	Street parking is not available.
Crosswalk or pedestrian crossing signs present? Are they needed?		✓	Not present, not needed as parking is located on the same side of the road as the trailhead.
Is the trailhead safely accessible from the parking area?	✓		The entrance to the trail is level and easily accessible.
Signs present at trailhead?	✓		There was a sign and small present at the trailhead.
Kiosk present at trailhead?		✓	There was no kiosk present.
Maps available at trailhead?		✓	Individual maps are not available at the trailhead.
Benches, tables, sun shades, or other rest area amenities present?		✓	There were no amenities present.
Rubbish bins present?		✓	There was not a rubbish bin present
Restrooms present?		✓	There were no restrooms present.
Other Notes.			Trailhead indicator sign at the intersection of Cooper Street and Cougar Way is collapsing, may be in need of maintenance.



Left, animal shelter trailhead street signage; right, motorized vehicle restriction signage.



VIVA Connects team member Laurel Fimbel assesses map at the Animal Shelter trailhead.

TRUCK BYPASS ROAD TRAILHEAD

Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?		✓	There were no signs in the neighborhood to alert passersby of a nearby trailhead.
Designated Parking Lot? Signage Present?	✓		Parking is available immediately adjacent to the trailhead, no signage present.
Designated Street Parking? Signage Present?		✓	Street parking is not available.
Crosswalk or pedestrian crossing signs present? Are they needed?		✓	Not present, not needed as parking is located on the same side of the road as the trailhead.
Is the trailhead safely accessible from the parking area?	✓		The entrance to the trail is level and easily accessible.
Signs present at trailhead?		✓	No signs present at the trailhead.
Kiosk present at trailhead?		✓	No kiosk present at the trailhead.
Maps available at trailhead?		✓	Individual maps are not available at the trailhead.
Benches, tables, sun shades, or other rest area amenities present?		✓	There were no amenities present.
Rubbish bins present?		✓	There was a rubbish bin placed at the trailhead.
Restrooms present?		✓	There were no restrooms present.
Other Notes.			As an unofficial trailhead, this location featured no Boston Hill Open Space signage. That said, it was the most popular trailhead observed by the evaluators, with two vehicles parked and hikers actively walking the park. No hikers or vehicles were present at any of the other trailheads assessed.



Left, resident departing on a hike from the Truck Bypass road trailhead; right, detail of prickly pear cactus.



Trail access from the Truck Bypass road.

TRAILHEAD DISCUSSION

The Boston Hill Open Space trailheads were assessed on both usability and accessibility, such that recommendations can be made to enhance spaces for physical activity in and around Silver City, New Mexico.

Of the six trailheads assessed, only two, the Animal Shelter and Cheyenne Street locations, featured signage in the surrounding neighborhood to alert those passing by that a trailhead was nearby. On-site parking was present at all locations, however only two, Market Street and Cooper Street, had signs posted at the parking area to alert visitors that they were at a trailhead. The placement of each parking area was ideal in terms of hiker safety and accessibility; each lot was located on the same side of the road and immediately adjacent to the trailhead, negating the need for crosswalks or pedestrian crossing signs. Signs indicating the existence of a trailhead are encouraged though, as they would not only increase the visibility of the trailheads to drivers, but it would increase driver awareness of pedestrians as well, increasing hiker safety.

All trailheads, with the exception of Market Street, were safely accessible from their parking areas. The access path to the Market Street trailhead featured a steep, cambered grade of gravel and hard-packed earth. Future improvements, such as grading or the installation of steps, may be indicated.



Left, evaluators assessing the Market Street trailhead; right, evaluators discussing trail map design.



Bob Schiowitz describing how the existing trail maps are constructed.

Two of the six trailheads lacked 2-post kiosks. The Animal Shelter trailhead featured a durable, coated map attached to a gate in lieu of a kiosk, and the Truck Bypass road lacked signage and mapping altogether. Apart from the Spring Street trailhead, none of the trailheads featured amenities for resting or picnicking, such as structures for shade, tables, or benches. Notably, Spring Street, the closest trailhead to town, featured both a water fountain and, according to community members, benches located nearby.

Two of the six trailheads featured rubbish bins, although evaluators noted a distinct lack of trash that is common at other open spaces, so they may not be necessary. Lastly, as a whole the space lacks restrooms, however due to installation and maintenance costs, particularly in a rural setting, their feasibility and investment may not be worth the potential impact.

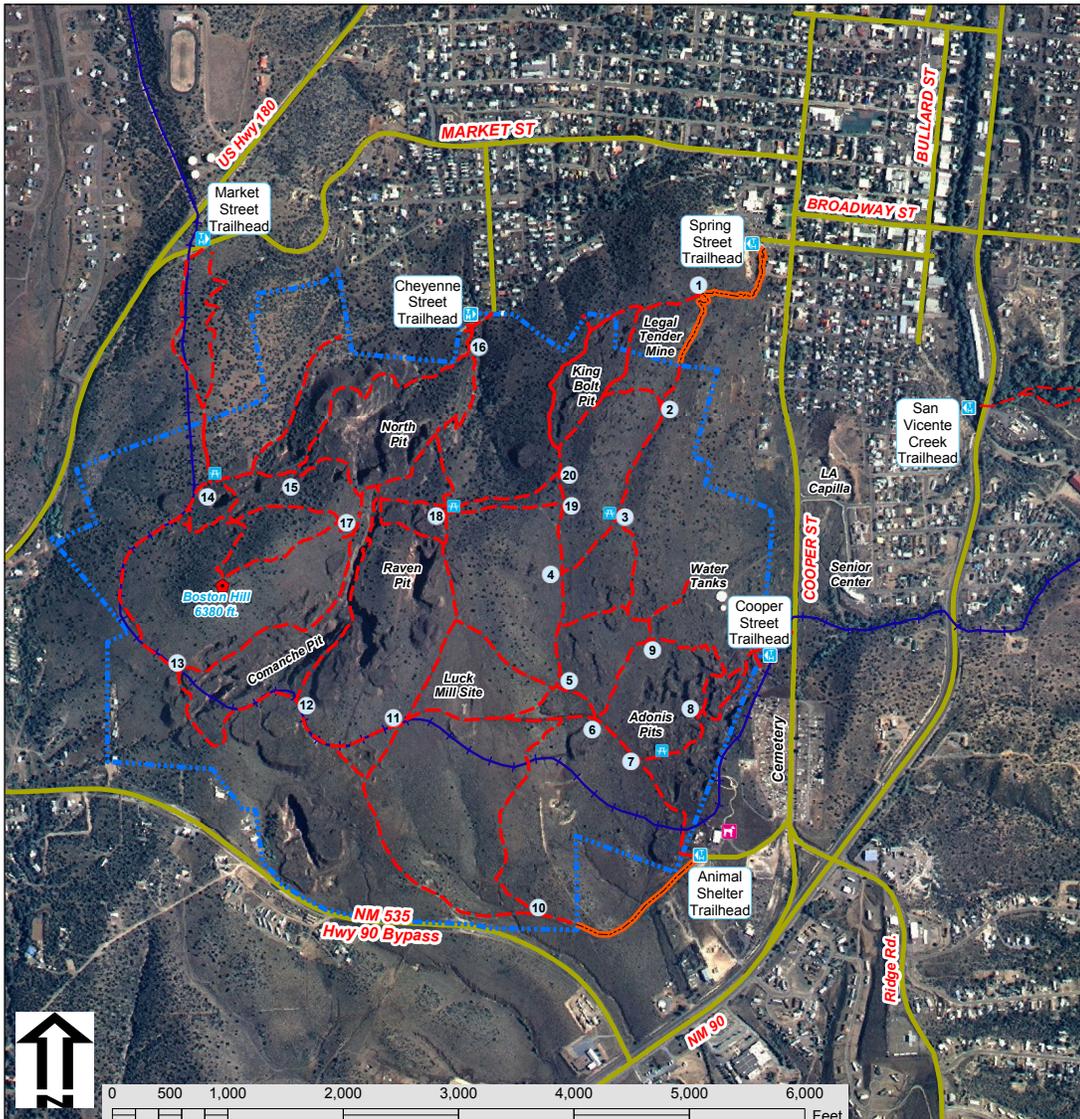
Complimenting signage immediately adjacent to trailheads, multiple Open Space signs exist on roadways throughout Silver City. There are two green roadway signs on Broadway, one at Rio San Vicente Bridge, and a second near the intersection of Broadway and Cooper Street, directing travelers to the San Vicente and Boston Hill trailheads, respectively.⁸

The Town of Silver City Trails and Open Space Committee has discussed the need for additional signage throughout town for both the Boston Hill and San Vicente Open Space trail systems.⁸ This is notable, as VIVA Connects team members noted a distinct absence of trailhead specific signage within town itself.

Additionally, in 2018 Silver City acquired a grant through the Department of Transportation to purchase 28 green or brown highway and road signs. This grant included the installation of a new regional trails and Continental Divide Trail kiosk at the Silver City Visitor's Center. Notably this grant covered the installation of brown, Boston Hill Open Space highway signs at both Highway 90 and Broadway, and US 180 and Market Street.⁸



New kiosk at the Silver City Visitor's Center.



**Spring Street
Trailhead
Boston Hills
Open Space
Trail System**

Legend	
	Boston Hill trail system
	Boston Hill Open Space boundary
	Road-trail easements
	Major roads
	Historic narrow gauge railroad grade
	Trailhead
	Bench
	Numbered trail junction signs

Signs provided by La Vida Diabetes Awareness Program



Example of existing kiosk map used at the Boston Hill Open Space.

GRANT STATUS UPDATE

The VIVA Connects Community Grants Agreement between the Grant County Trails Coalition (now the Gila Trails and Open Space Committee) and the University of New Mexico Prevention Research Center, in partnership with the New Mexico Department of Health Comprehensive Cancer Programs, stipulates that the Grant County Trails Coalition agrees to meet the following deliverables:

1. ENLIST THE SERVICES OF A LOCAL CARTOGRAPHER TO DESIGN A TRAIL MAP NETWORK.
2. COMPLETE DESIGN AND TRAIL MAP MODEL.
3. INSTALL TRAIL SIGNAGE.
4. PROMOTE USE OF THE TRAIL NETWORK THROUGH LOCAL NEWS AND SOCIAL MEDIA.



Left, evaluators assessing trail work; right, details of trail work.

1. DESIGN AN UPDATED TRAIL MAP NETWORK

At the time of this assessment, Silver City has acquired the services of a local cartographer to assist in the development of an updated trail system map. To be posted at all trailhead kiosks and online for digital download, the map will correspond with all of the new trail work and way-point signage at Boston Hill. As discussed above, five of the six trailheads feature large, durable maps of the Boston Hill Trail System. Produced in 2008, the maps represent the primary trails found in Boston Hill, however due to their age, are suffering from weather-related damage with routes not accurately representing the existing trail network.

2. COMPLETE DESIGN AND TRAIL MAP MODEL

While the map has been outlined and a sample drafted, the final GPS data necessary for completion of the map has not yet been collected. Pending the completion of GPS tracking, the finalized map will be printed through a partnership with the town of Silver City and posted on all trailhead kiosks. Sample maps can be seen in appendix iv. and v.



Newly completed switchbacks leading up Boston Hill.

3. INSTALL TRAIL SIGNAGE

Trail way-point signs have been designed, ordered, and are awaiting installation, pending volunteer schedules. Communication between individuals installing signage and those mapping routes via GPS is critical such that the two complement each other. In addition to new trails, existing trails also require way-point signage to augment safe, confident trail use.

4. PROMOTE USE OF THE TRAIL NETWORK

The Town of Silver City Trails and Open Space Committee is currently planning a 20th anniversary ribbon cutting ceremony to celebrate the work completed at Boston Hill. The ceremony will focus not only on new signage and mapping, but also on the collective effort of hundreds of volunteers working to actualize their dream of a unified, multi-use Boston Hill Open Space. Advocacy efforts include promotion of the celebration through local news agencies and across various social media platforms. Coordination for this event is currently underway.

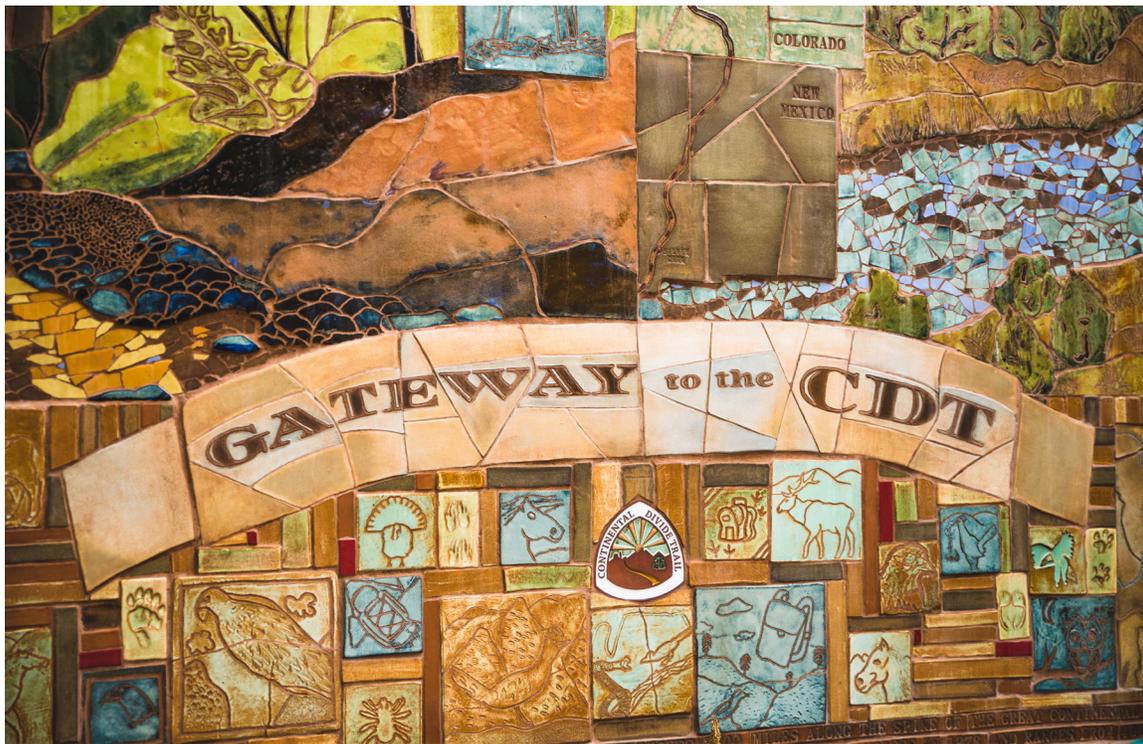
ADDITIONAL IMPROVEMENTS

A substantial amount of work has occurred on Boston Hill over the past several years. Completed via a number of inter-networking coalitions including retirees and high-school volunteers, improvements to Boston Hill include integrating drainage dips to reduce the impact of erosion, trail grading, brush and shrub maintenance, and, at Spring Street, the development of an entirely new set of switchbacks to replace a linear, fall-line type trail that existed prior.

Other improvements include the development of several miles of new trail, thanks to networking between local coalitions and a resident, professional trail-builder. Older trails are also being re-routed such that they may lessen their impact on the surrounding environment, with some dangerous or redundant trails being retired altogether.



Downtown Silver City, New Mexico.



Continental Divide Trail mural at the Silver City Visitor's Center.



RECOMMENDATIONS & FUTURE DIRECTIONS

Recommendations for the ongoing development of Boston Hill as a catalyst for improving public health can be drawn from the evidence-based guidelines cited in the Community Guide. Briefed upon earlier in this report, the following categories of have shown to be effective in other rural New Mexican communities, adapted here to meet the specific needs of Silver City.

COMMUNITY WIDE CAMPAIGNS

Community-wide campaigns to increase physical activity utilize highly-visible, broad-based, multicomponent strategies such as social support, risk factor screening, and health education. These campaigns may also highlight target diseases, such as cancer, heart diseases, and other chronic conditions the local community may be more prone towards. Community-wide campaigns Silver City may consider include:

- Signs indicating the presence of trailheads placed in high-traffic intersections throughout town.
- Promoting community buy-in through a variety of coalitions, agreements, and support for clearly-identified objectives.
- Ensure informational and promotional materials regarding Boston Hill are available at the City's Visitor's Center.
- Provide updated trail information and maps online.
- Holding public events to augment community engagement, the development of walking groups, and boost confidence in individual trail usage.

ACCESS TO PLACES

Access to places for physical activity is critically important. Creating and improving the safe, accessible use of dedicated areas to be physically active has shown to be an effective means of increasing the overall physical activity levels of a community. Some considerations for Silver City include:

- Signs indicating the presence of trailheads placed in high-traffic intersections throughout town.
- Additional trail way-point signs to reduce trail network confusion.
- Continued trail maintenance to improve long-term trail system sustainability.
- Trailhead improvements over time, such as through the installation of additional amenities including benches, sun shades, restrooms, and trash cans.
- Update popular trail-apps for smartphone use.

SOCIAL SUPPORT

Lastly, social support for physical activity is a potent method for engaging community members to become more active. This includes developing social networks that support health-promoting behavioral change, such as the creation of walking groups and other, physically active social endeavors. Some activities Silver City may consider include:

- Holding public events to augment community engagement, the development of walking groups, and boosting confidence in individual trail usage.
- Promote the open space in strategic social media campaigns.
- Identify community leaders to spearhead the advocacy of group trail usage, increasing small-network trail utilization.

KIOSK CONTENT & DESIGN CONSIDERATIONS

Trailhead kiosks serve multiple functions. Visually, they help legitimize a space as a designated recreational area. More than simply a means for posting maps, the placement of kiosks, and the information they provide, can greatly influence how successfully visitors can enjoy a given trail system.

Foremost, the kiosk must be visible and readily accessible. Placement such that passersby can quickly identify the kiosk may help increase trail usage. Orientation with respect to weather and other natural barriers or obstructions should also be considered prior to installation.

Revolving around a comprehensive trail system map, additional data, such as distance and hiking time estimates, will assist visitors in planning their route. Other considerations, such as wildlife and flora information, local history, and emergency contact information, are all helpful. Regulatory signs and Leave No Trace statements may also assist with site management. As the anchor of a trailhead, effective kiosks may be considered a priority when improving accessibility to trail network. Elements to consider include:

- Information on what hikers can expect.
- Distance estimates.
- Time estimates.
- Elevation change estimates.
- Weather exposure estimates.
- Wildlife considerations (warnings, species of interest, etc).
- Flora considerations (warnings, species of interest, etc).
- Trail history.
- Local history.
- Regional information.
- Emergency contact information.
- Bulletin board.
- Regulatory signs; smoking, biking, dogs, horses, hunting, etc.
- Funding & Partner statements.
- *Leave No Trace* statement.
- Other (list).



ADDITIONAL RESOURCES

1. The Community Guide recommendations for physical activity:
<https://www.thecommunityguide.org/topic/physical-activity>.
2. Planning guidelines for trailhead kiosks:
<https://www.appalachiantrail.org/docs/default-document-library/trailhead-kiosks-2012-update-to-th-bulletinboards.pdf?sfvrsn=0>.
3. Media Advocacy workbook to advance public health policy, helpful when planning strategies to advance a public health program:
http://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_media2.pdf.
4. A case study on conflicts over mulit-use trails, OHV specific:
<https://scholarworks.umt.edu/etd/3376/>.

APPENDIX



Detail of vintage lamp on building in downtown Silver City, New Mexico.

BOSTON HILL TRAIL SIGNAGE PROJECT: TRAILHEADS



Evaluator Name: _____

Trailhead Name: _____

Feature	Yes	No	Comments
Neighborhood signs present indicating location, direction, or presence of a trail?			
Designated Parking Lot? Signage Present?			
Designated Street Parking? Signage Present?			
Crosswalk or pedestrian crossing signs present? Are they needed?			
Is the trailhead safely accessible from the parking area?			
Signs present at trailhead?			
Kiosk present at trailhead?			
Maps available at trailhead?			
Benches, tables, sun shades, or other rest area amenities present?			
Rubbish bins present?			
Restrooms present?			
Planned improvements per community (expand to notes on back)			

BOSTON HILL TRAIL SIGNAGE PROJECT: KIOSKS



Evaluator Name: _____

Kiosk Location: _____

What is the kiosk supposed to do, in your own words? What assumptions are we making about the people who will be standing in front of the kiosk? Are there any issues that we may foresee?

How will people know the kiosk is there? Visible from street? Signed? Vandal-prone? _____

Kiosk Elements (mark all that apply):

- What hikers can expect.
- Distance estimates.
- Time estimates.
- Elevation change estimates.
- Weather exposure estimates.
- Wildlife considerations (warnings, species of interest, etc)
- Flora considerations (warnings, species of interest, etc)
- Trail history
- Local history
- Regional information
- Emergency contact information
- Bulletin board
- Regulatory signs; smoking, biking, dogs, horses, hunting, stoves, campfires, other (list)
- Funding & Partner statements
- Leave No Trace statement
- Other (list)

What is the size and shape of the kiosk, how will this be integrated into its placement relative to parking and the trail? What materials will be used? How will it be maintained?

BOSTON HILL TRAIL SIGNAGE PROJECT: STATUS UPDATE



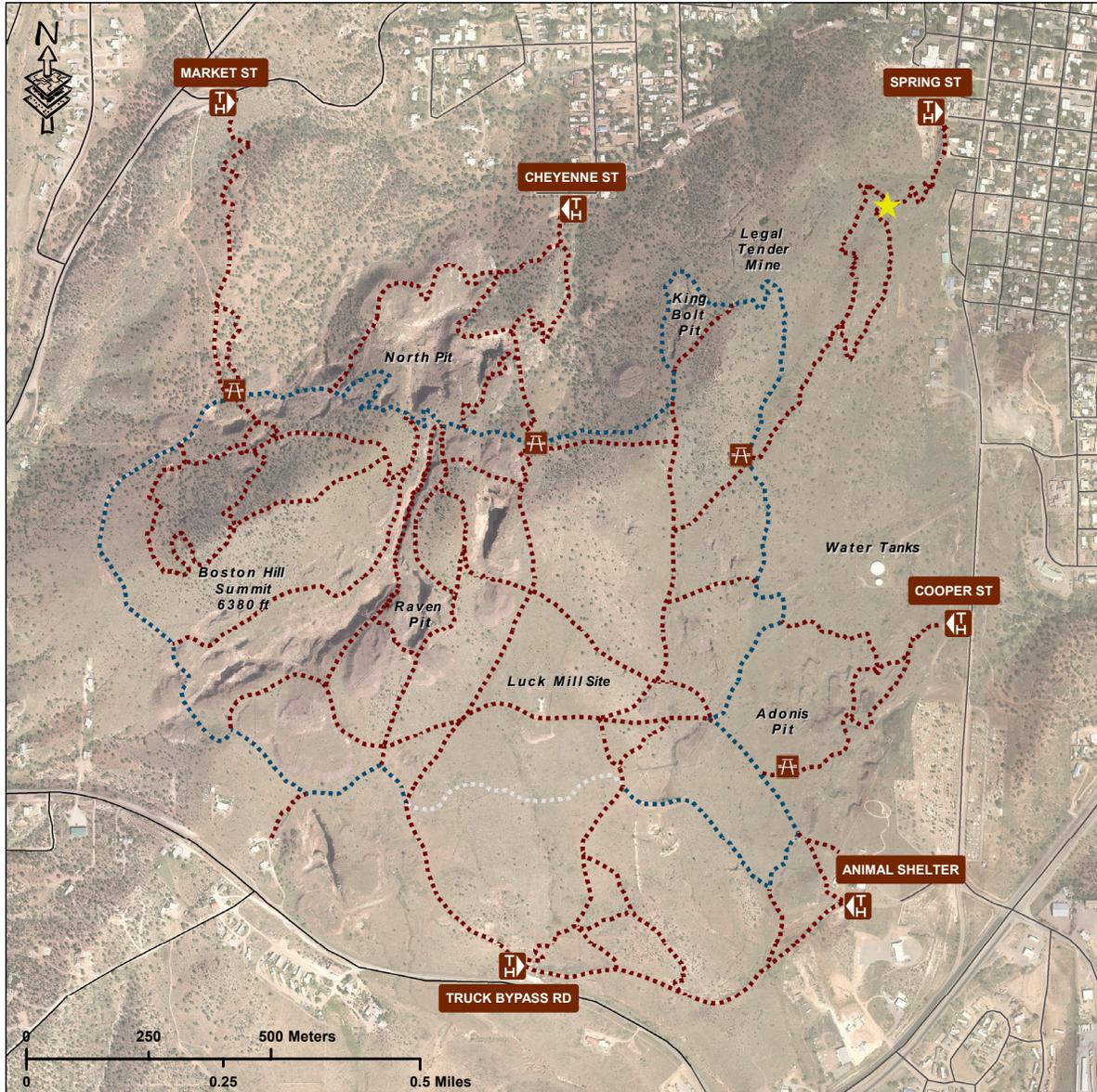
1. Trailwork (recent work, current status, work remaining, estimated completion date): _____

2. Signage (recent work, current status, work remaining, estimated completion date): _____

3. Ribbon Cutting Ceremony (recent work, current status, work remaining, estimated completion date): _____

4. Other important things we should know about the status of the Boston Hill Trail System? _____

BOSTON HILL OPEN SPACE TRAIL SYSTEM



LEGEND

-  You are here
-  Trailheads
-  Benches
-  Current Trails
-  Blue Loop
-  Proposed Trails

This map was initiated with an award from the VIVA Connects Community Grant to the Gila Trails & Open Space Coalition, and culminated as a collaborative project with the Town of Silver City Trails Advisory Committee, SWACT, and many active citizen volunteers.

Created September 2019 by Opening Spaces

Data courtesy of the Town of Silver City, Grant County, and Bob Schiowitz. The information on this map was derived from data sources cited above. Care was taken in the creation of this map. These agencies and individuals, including the map creator, cannot accept any responsibility for errors, omissions, or positional accuracy.



BOSTON HILL OPEN SPACE TRAIL SYSTEM



LEGEND

- You are here
- Trailheads
- Visitor's Center
- Benches
- Current Trails
- Blue Loop
- Proposed Trails

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GILA TRAILS & OPEN SPACE COALITION



CITATIONS

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7. The University of New Mexico School of Medicine. Prevention Research Center website. <https://prc.unm.edu/>. Accessed August, 2019.
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