
ATTACHMENT 2

East Greeley Natural Area | Communications & Engagement Statistics for Naming Contest Public Engagement

Between October 1 and December 17, 2021, the City ran a campaign to solicit name suggestions for the newly developed natural area in east Greeley. The contest information included guidelines from the criteria in the adopted Naming Guidelines (Attachment 1). The following tactics were utilized to communicate the contest:

- During the grand opening of the East Greeley Natural Area, hundreds of bilingual cards were handed out with a QR code for naming suggestions.
- Bilingual signs were placed at each entrance point of the natural area soliciting naming suggestions.
- Survey was posted on East Greeley Natural Area page in Oct:
<https://greeleygov.com/activities/parks/projects/east-greeley-natural-area>
- Social posts sent out on GreeleyRec Facebook and Twitter page Oct 1
- Survey posted online in November on the Natural Areas page:
<https://greeleygov.com/activities/natural-areas>
- Inclusion in the December Rec Rundown with link to survey that went out to 15,579 subscribers on Dec 8
- Social Post on GreeleyRec Facebook page Dec 11 - reached 5,534 people with 811 engagements, 11 shares, and 5 comments