PICTURE CANYON WORKING GROUP

A CASE STUDY IN COMMUNITY CONSERVATION

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Today’s Agenda

- Picture Canyon Working Group:
  - Establishment
  - Preservation/acquisition
  - Revitalization and ongoing engagement
Setting the Stage

- Flagstaff, AZ
  - Northern Arizona
  - 71,000 permanent residents with a large University
  - “outdoorsy” community surrounded by public lands

- City of Flagstaff Open Space Program
  - Established in 2004
  - 3,100 acres
  - 1 full time employee
Flagstaff and Picture Canyon
Picture Canyon Background

- 640 acre area
- Industrialized area of town
- Arizona State Trust land
- Significant natural and cultural resources
- Highly degraded
  - Trash
  - Invasive weeds
  - “Sewage Canyon”
Open Space Community Grows

- **1980s**: Picture Canyon “discovered” and conservation community grows
- **1998**: Open Spaces and Greenways Plan
- **2003**: Open Spaces Commission
- **2004**: Open Space acquisition bonds
- **2005**: Rio de Flag community meetings
Picture Canyon Working Group

- 2005: PCWG forms
- 2008: National Register of Historic Places
- 2008-2010: Rio de Flag restoration project
- 2010: Bow and Arrow water agreement
- 2011: City and County preservation support
- 2012: Picture Canyon reclassified for conservation
City Acquires Picture Canyon

- October 2012
- 478 acres
- Funding sources ($4.78 million)
  - Growing Smarter Grant from Arizona State Parks
  - Open Space bond
PCWG Transitions after City’s Acquisition

- **Transition in Goals**
  - Change in focus from acquisition to maintenance
  - Burn out and limited participation

- **City Challenges**
  - Extremely limited capacity
  - New land managers and program
Revitalizing the PCWG

- 2016: Dedicated effort to revitalize the PCWG to provide additional capacity for the City
  - Stakeholder assessment
  - Survey
  - Outside facilitator
  - Strategic planning effort
    - Mission and vision
    - Goal setting/action planning
PCWG Collaborative Structure

- Archaeology Subcommittee
- Invasive Weeds Subcommittee
- Education Subcommittee

PCWG
Key Takeaways

- It takes time!
  - Stick with it
- Utilize multiple platforms
  - Media
  - In-person opportunities
- Think outside the box
- Be honest about your needs
- Outside facilitation
Thank You!

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