SECTION 11
Public Awareness
The urban context of ATF Regional Park will help to make the public aware of park development as it progresses. As with other parks and facilities throughout its system, MPRB will publicize and promote ATF Regional Park development and programming through a variety of established channels, including the MPRB web site and promotional publications as well as through community newspapers and other media. Grand openings, press releases, and integration of parks with school and recreational programs will expand awareness. As required by MPRB policy, trails and destinations within ATF Regional Park will be identified by signs. Existing MPRB system maps will be updated as progress is made in extending trails within ATF Regional Park.

Partner agencies and organizations continue to be an important part of promoting MPRB parks. The National Park Service, for example, conducts programs and events throughout the river corridor and on the water, and will be a critical partner in publicizing the expansion of parks and river access in ATF Regional Park. The Mississippi River Trail (MRT) also designates existing road and trail corridors within ATF Regional Park as vital links of its 3,000 miles of river trail, and the improvements proposed by this plan will expand the program opportunities promoted on MRT’s web site and publications.

Throughout the MPRB system, park and trail signage is integrated with the fabric of the city, pointing the way for residents and visitors alike.