

### Environmental Education

- The Halloween Hikes at Ryerson Woods on October 24 and 25 had record breaking attendance with 778 people attending. This is a very creative program that is a non-scary and education alternative for families with small children. The program was mentioned on the Wake Up with Al, featuring Al Roker, segment on the Weather Channel on Monday, October 27.
- "Trail Tales" program has launched at Ryerson Woods and Greenbelt, in partnership with Brushwood Center at Ryerson Woods and Waukegan Public Library. There has been great media coverage of the project and many compliments from people who have walked the trail. The trail at Greenbelt was featured at the Trick or Treat Trails program.



### Public Affairs

- Our Facebook audience was thrilled to see a post showing a bald eagle at Almond Marsh. The simple post earned us 488+ "likes" and 136 shares for a total reach of 10,672 people. This is, by far, our record for a single post.
- Public Affairs worked with the Preservation Foundation on a crowd funding campaign to raise funds for the Green Youth Farm in Lake County. This campaign was part of an inaugural program by NACo and is also promoted through the NACo website. Over \$4300 was raised.
- The "virtual open house" on our Idea Exchange website to gather ideas about the new northern dog park has closed. There was strong public participation. The results will be analyzed and used in concept development for the Waukegan Savanna dog area.
- PA staff has begun a new weekly Facebook campaign; every Tuesday a post shares an interesting natural/historical fact about the District in our "CuriosiTues" endeavor.
- Golf course promotions this fall include getting the word out about the Colossal Cup Challenge at Countryside, a Pig Roast at Brae Loch and the Chili Scramble at Countryside.

