

Lehigh Valley Greenways Conservation Landscape SUCCESS STORY

By: Nurture Nature Center
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Interacting With Science and Art on the Karl Stirner Arts Trail (Awarded 2017)

SUMMARY

Trails are a perfect opportunity to develop interest in the local environment and community. Nurture Nature Center, with the Karl Stirner Arts Trail (KSAT) Board, developed an educational science and art app as an interactive way to engage visitors along the KSAT that runs along the Bushkill Creek to downtown Easton. The free app displays information on art pieces along the trail, the Bushkill Creek, native plants, and local history. The project aims to encourage recreation and learning by connecting people to the local environment. The app was launched in April 2018 with a public event, new trail signs, and promotional material.

FUNDING

Grant Award:
\$5,000.00

Match:
\$8,406.11

Total Project Cost:
\$13,406.11

PARTNERSHIP IS KEY

Karl Stirner Arts Trail Board
(reviewed content and design of all materials and promoted the app at trail events and through social media)
City of Easton Department of Public Works (helped with printing and installing trail signs)
City of Easton Forester
(content advisor)
Bushkill Stream Conservancy
(content advisor)



Be an
AGENT OF
DISCOVERY
on the



KARL STIRNER ARTS TRAIL!



Download the Agents of Discovery mobile app to your smartphone and select the KSAT mission. Discover art, nature, and culture and complete challenges as you walk the trail. (See reverse for QR Code)

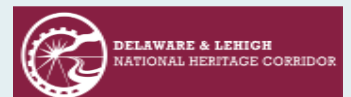
The 2.5 mile paved KSAT can be accessed from 13th Street, Bushkill Drive, and North 3rd Street, Easton, PA.

For more information about the KSAT
visit <https://karlstirnerartstrail.org/>



CHALLENGE

Oftentimes, people use a trail and don't really know their surroundings – the trees, water courses, and other features along the trail. They may be curious what species a certain tree or bird is, or what the old trestle bridge was used for, but not know where to find the answers. Particularly with the KSAT, visitors may be curious about the meaning or story behind the many large outdoor art pieces. While information is available on the KSAT website, many may not remember to check later after they get home. Having descriptions (beyond the name and artist) available when out on the trail while seeing the pieces enhances the experience and increases learning and appreciation. Asking thoughtful, reflective questions helps visitors engage with the art. Visitors may also not be familiar with groups that work on the trail and local area, such as Bushkill Stream Conservancy, nor understand the importance of the stream in the larger watershed. Turning the casual trail user into a knowledgeable outdoor enthusiast requires inspiration, engagement, and knowledge.



SOLUTION

This project addresses the need for relevant, immediate information about the local environment, culture, and art pieces along the KSAT through a mobile app that directly engages the visitor at 24 stops along the trail. It asks questions to encourage thoughtful observation and provides in-depth descriptions of the local watershed, flora, history, and art exhibits during the outside experience. The app is called Agents of Discovery and is available free on all iPhone and Android devices. NNC worked with KSAT to develop the app, promote it through postcards, trail signs, a launch event, drawstring bags, email newsletters, websites, and social media. A short survey to collect feedback on the app was also developed.

RESULTS

The app was successfully completed in March 2018 and tested by KSAT volunteers. Promotion materials (1000 postcards and 150 drawstring bags) were purchased and handed out by KSAT board members and volunteers. The app was released to the public on April 14th during a walk along the KSAT (12 people attended) and it was shown to participants at the Lehigh Valley Greenways meeting in May 2018. Easton Arts Academy Charter School brought 130 students to the KSAT on June 6th to see the Young Masters Wall and students were provided with postcards and bags. The app has been included in most KSAT events and outreach is ongoing throughout the rest of the summer 2018. While only a few surveys were completed, all were positive and the most frequent response to the app is "This is cool!" In all, NNC and KSAT are pleased with the app and encouraged that it is helping connect more visitors to important knowledge about all the features of the trail.

Contact



www.LVgreenways.org

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Postcard for promotion



Trail sign



Drawstring bags for promotion