



Messaging Framework

Campaign Name

Slow & Say Hello!

About the Campaign

"Slow & Say Hello!" is a multimodal trail- and street-safety campaign spanning the Roaring Fork Valley, developed and supported by a group of regional jurisdictions and partners.

The goal of the campaign is a unified, simple, friendly, community-oriented voice that:

- Aims to reduce multimodal conflicts and increase safe travel behaviors on our pathways.
- Works across all user types, environments, and jurisdictions, regardless of differing local regulations.
- Incorporates empathy, putting the user in the other user's shoes.

Core Campaign Message

Whether you're on wheels, on foot, or in the saddle, we all share the same trails and streets. A simple wave, a "hello," or a moment of eye contact can acknowledge shared space, prevent accidents, and make every outing better for everyone.

Themes

Six consistent themes form the backbone of messaging for every user group. The theme names are consistent across all groups; what changes is how each user group practices them.

Slow Down	Say Hello	Show Up	Tune In	Stay in Control	Leave No Trace
<ul style="list-style-type: none">• Reduce speed near others• Stop when needed	<ul style="list-style-type: none">• Greet approaching users• Ask before passing	<ul style="list-style-type: none">• Be visible & predictable• Signal & announce yourself	<ul style="list-style-type: none">• One earbud max (or none)• Know the rules & routes before you go	<ul style="list-style-type: none">• Manage speed, distance, & dogs• Know your limits	<ul style="list-style-type: none">• Pack out all waste• Stay on the designated trail

Key Messages by User Group

The Messaging Framework was primarily drawn from the trail safety campaign, “Slow & Say Hello!”, originally designed by Marin County, California, and later adapted to incorporate concepts from local multimodal campaigns, including the City of Aspen’s Street Smart, to reflect regional sentiment.

The following messages apply the same six themes to each user group. The theme names are consistent across all groups; what changes is how each user group practices them. These messages are designed to be jurisdiction-neutral (applicable regardless of local speed limits, leash laws, or e-bike regulations) and can be used verbatim or adapted for collateral and/or local regulations.

Themes

- Slow Down
- Say Hello
- Show Up
- Tune In
- Stay in Control
- Leave No Trace

User Groups

- All Users
- Cyclists - Manual & E-Bikes
- Pedestrians
- Equestrians
- Dog Owners
- Motorists
- One-Wheels (omitted below)
- Scooters (omitted below)
- Others to be determined

All Users

All trail users share the landscape. These messages apply universally and support general corridor-use practices, community values, and habitat stewardship goals.

- Slow Down
 - We are all part of this community, just trying to have a good time and get to where we're going. Slow down and say, "Hello!"
- Say Hello
 - Greet approaching users with eye contact and a friendly wave or "Hello!". It's the simplest way to coordinate a safe pass.
- Show Up
 - Be safe and predictable. Make yourself visible and move in a way others can anticipate.
- Tune In
 - Tune into what you are fortunate to have around you. Avoid wearing both earbuds (or any!) so you can hear what's going on.
 - Know the routes and rules before you go. Trail access, leash requirements, and seasonal closures vary by jurisdiction.
- Stay in Control
 - Stay in control and keep your animals in control at all times.
 - Stay on designated trails. Sensitive habitats are easily damaged.
- Leave No Trace
 - Take care of our shared spaces. Pick up all trash, pet waste, and food scraps - every time, no exceptions.

Cyclists & E-Bike Riders

E-bikes are the fastest-growing user group on our shared paths and trails. Messaging for cyclists, especially e-bike riders, should emphasize speed awareness and communication, as e-bikes can surprise other trail users who may not hear or expect them and their speed.

- Slow Down

- Slow down when approaching all trail users.
- E-bikes are zippy! What feels slow to you may feel fast to someone on foot. When in doubt, slow down more.
- Obey posted speed limits on shared paths.
- Say Hello
 - Announce yourself well in advance: ring your bell AND say, "On your left" or "Passing!" Your voice tells people and animals that you're human.
 - Greet approaching users with eye contact and say, "Hello!" to let them know you've heard them and to help coordinate a safe pass.
 - When approaching equestrians, stop, stay visible, and calmly ask the rider: "Is it okay to pass?"
- Show Up
 - Ride predictably. Use hand signals and make eye contact when turning or stopping, stay single file, and keep to the right.
 - Avoid sudden stops or lane changes that could surprise users behind you.
 - Use bike lights when visibility is low.
 - Wear bright or reflective clothing, especially at dawn, dusk, and night.
- Tune In
 - Avoid wearing both earbuds (or any!) so you can hear what's going on around you.
 - Look ahead and behind regularly, especially on blind curves and busy junctions.
 - Know the rules before you ride: e-bike class access varies by jurisdiction and trail type.
 - Dismount and walk your bike through crosswalks; make eye contact with drivers before crossing.
- Stay in Control
 - Maintain full control at all times, especially on descents and near intersections.
 - Keep off sidewalks and pedestrian malls. These spaces are for pedestrians.
 - Ride with the flow of traffic on roads and follow all traffic signs and signals.
 - Wear a helmet!
- Leave No Trace
 - Pick up all trash, pet waste, and food scraps - every time, no exceptions.
 - Stay on designated paths. Cutting switchbacks or going off-trail damages habitat and accelerates erosion.

Pedestrians

Walkers, hikers, joggers, and those using mobility devices are often the most vulnerable and most frequent corridor users. Messaging should reinforce awareness and communication, especially around faster-moving users.

- Slow Down
 - Slow down, step aside, and don't block the trail.

- On tight sections, stop rather than step sideways; a stopped person is easier to navigate around than a moving one.
- If you are a runner, reduce your pace when approaching others, especially from behind.
- Say Hello
 - Greet approaching users with eye contact and say, "Hello!" to let faster users know you've heard them and to help coordinate a safe pass.
 - Respond to cyclists announcing that they are passing. A simple "thank you," or a wave, confirms you've heard them and helps coordinate a safe pass.
 - When approaching equestrians and dogs, stop, stay visible, and speak calmly. Your voice tells animals that you're human.
- Show Up
 - Wear bright or reflective clothing, especially at dawn, dusk, and night.
 - Carry a headlamp or light if your outing might extend into dark hours.
 - Stay to the right on shared paths so faster users can pass safely on your left.
 - Use crosswalks and make eye contact with street users before stepping into traffic.
- Tune In
 - Avoid wearing both earbuds (or any!) so you can hear what's going on around you.
 - Look ahead and behind regularly, especially on blind curves and busy junctions.
 - Know the rules before you go. Leash requirements and seasonal closures vary by location.
- Stay in Control
 - Keep children close and within sight at all times on shared-use trails.
 - Walk single file when the trail narrows or when others need to pass.
 - Dogs must be under strict voice control and leashed when posted.
- Leave No Trace
 - Pick up all trash, pet waste, and food scraps - every time, no exceptions.
 - Stay on designated paths. Cutting switchbacks or going off-trail damages habitat and accelerates erosion.

Equestrians

Horses require special consideration from all trail users, and equestrians are uniquely positioned to direct safe encounters. Take the lead, literally and figuratively, and most passes will go smoothly.

- Slow Down
 - Pass other trail users slowly and wide. Even a careful horse can be intimidating at close range.
 - If your horse is unsettled, stop and let others move farther away before proceeding.

- Manage your pace proactively on descents. Anticipate encounters before they happen.
- Say Hello
 - Call out early: "I'm on a horse. Please say hello!" The sound of a human voice helps your horse identify others as people, not predators.
 - Give clear directions to other trail users on how to pass safely. You know your horse best.
 - Thank others who yield. Positive reinforcement encourages trail courtesy in future encounters.
- Show Up
 - Consider bright or visible clothing, especially on trails shared with fast-moving cyclists.
 - Be visible at trail junctions and blind turns. Call out or make noise so others know you're coming.
 - Move and signal consistently so approaching users can anticipate your path and pace.
- Tune In
 - Pay close attention to your horse. It will sense and hear other trail users before you do.
 - Look ahead and behind regularly, especially on blind curves and busy junctions.
 - Know the rules before you go. Equestrian access and seasonal closures vary by location.
- Stay in Control
 - Stay calm. Your energy transfers directly to your horse. A calm rider leads to a calm horse.
 - Know your horse's limits and avoid trail conditions or user densities that exceed their comfort level.
 - Ask approaching users to move to the downhill side of the trail. Horses perceive upslope objects as threats.
 - If it's safer to yield rather than be passed, do so. Safety matters more than trail hierarchy.
- Leave No Trace
 - Pick up all trash, dog waste, and food scraps - every time, no exceptions.
 - When possible, move to the trail edge so horse manure lands with less impact on other users.
 - Stay on designated paths. Cutting switchbacks or going off-trail damages habitat and accelerates erosion.

Dog Owners

Dogs are welcome on many of our trails and are a beloved part of our outdoor culture. Dogs don't always follow the script, but their humans can help. Consistent, clear messaging about leash compliance and trail courtesy applies across all jurisdictions.

- Slow Down

- Slow down and step off the trail when other users approach. Give your dog time to settle before the pass.
- If your dog is reactive or excitable, move well off the trail to give cyclists, horses, and other dogs extra space.
- Don't rush past equestrians. Stop, stay visible, shorten your leash, and wait for the rider's direction.
- Say Hello
 - Greet approaching users with eye contact and say, "Hello!" to let them know you've heard them and to help coordinate a safe pass.
 - Let approaching trail users know your dog's temperament before they get close. Is it friendly or shy? Does it need space - or treats!?
- Show Up
 - Use a brightly colored or lit leash or collar, so other trail users can spot your dog quickly, especially at dawn, dusk, or in brush.
 - Keep your dog close enough that they are always visible to you and to approaching trail users.
 - Walk predictably: keep your leash short enough to prevent it from crossing the trail path.
- Tune In
 - Avoid wearing both earbuds (or any!) so you can hear what's going on around you.
 - Look ahead and behind regularly, especially on blind curves and busy junctions.
 - Know the rules before you go. Dog allowances, leash requirements, and seasonal closures vary by jurisdiction.
- Stay in Control
 - Watch your dog's body language (stiffening, focused staring, or raised hackles) that could indicate a behavior change.
 - Maintain full control of your dog at all times. Keep your pet leashed or under reliable voice control. Know and follow posted leash rules.
 - Never allow your dog to chase horses or wildlife. Even a brief pursuit can trigger dangerous defensive behavior and stress animals severely.
- Leave No Trace
 - Pick up all trash, pet waste, and food scraps - every time, no exceptions.
 - Pack out waste or use designated disposal stations. Do not leave bags on the side of the trail - even if you intend to pick them up on the way back. It's littering and against the law.
 - Keep you and your dog on designated paths. Cutting switchbacks or going off-trail damages habitat, affects wildlife behavior, and accelerates erosion.

Motorists

Drivers share many roads, intersections, and trailhead areas with other user types, and their behavior directly affects their safety and experience. The messaging goal is awareness, courtesy, and a sense of shared community responsibility.

- Slow Down
 - Slow down in areas with high pedestrian and cyclist activity, especially near trailheads, crosswalks, and shared-use paths.
 - Reduce your speed in changing weather conditions. Rain, snow, and glare affect visibility and stopping distance more than you think.
 - Do not pass cyclists or pedestrians at full speed. Give them room and give them time.
- Say Hello
 - A friendly wave goes a long way.
 - Make eye contact with other users at intersections and crosswalks before proceeding. Eye contact is acknowledgment - it tells them you see them.
- Show Up
 - Drive predictably. Use your headlights, turn signals, and brake lights correctly and consistently.
 - Avoid sudden stops or lane changes that could surprise users behind you.
- Tune In
 - Put the phone down. Distracted driving is one of the leading causes of crashes and fatalities in Colorado.
 - Be aware of blind spots. Look ahead and behind regularly.
 - Know the routes and rules before you go. Ped-bikeways, sharrows, and bike boxes have specific rules for motorists.
- Stay in Control
 - Maintain full control at all times.
 - Stop completely behind green bike boxes at intersections. These spaces are designated for cyclists.
 - Limit the use of ped-bikeways. Drivers are only allowed to drive one block on a ped-bikeway; they are not a throughway.
- Leave No Trace
 - Respect trailhead parking areas. Overflow parking on trail edges and open spaces damages habitat and blocks access for others.
 - Do not idle. Clean air is one of our greatest shared resources.
 - Do not litter. Take care of our shared spaces, and remember - cigarette butts cause wildfires.

Partner Recognition

“Slow & Say Hello!” is a multimodal trail- and street-safety campaign funded by the City of Aspen, Pitkin County, and RFTA.

This campaign is part of a regional safety initiative to reduce multimodal conflicts and increase safe travel behaviors on our pathways. Our partners include:

- City of Aspen

- Pitkin County
- RFTA
- WE-cycle

Contact Us

If you have questions, comments, or would like to support our efforts, visit our website:
<https://www.slowandsayhello.co/>