


Michigan Trails and Greenways Alliance  
**Cross State Trail  
Draft Recommendations**




**Stakeholder Webinar**

Monday, September 20, 2010  
Noon to 1:00 PM

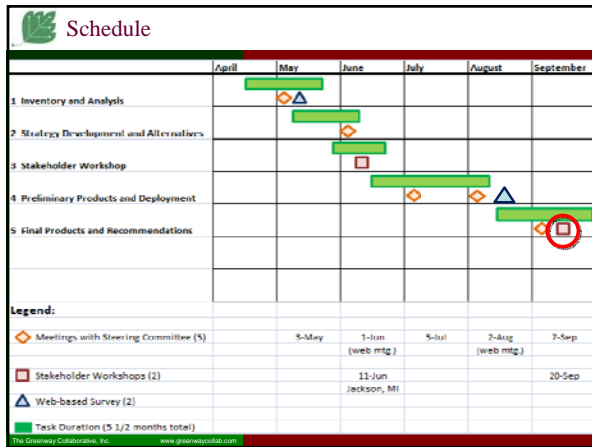
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**Webinar Agenda**

- Project Status
- Survey Results
- Name and Logo
- First Point of Contact
  - Website
  - Brochure
- On-The-Ground
  - Finding the Trail
  - Trail Head Signage
  - Trail/Road Intersection Signage
  - Bike Route Signage



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**Cross State Trail Identification and Marketing Strategy  
Branding Approach**

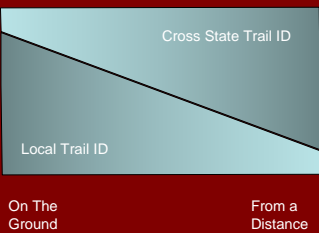


- ❖ A Perspective Based Approach
- ❖ Main Messages

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**A Perspective Based Approach**

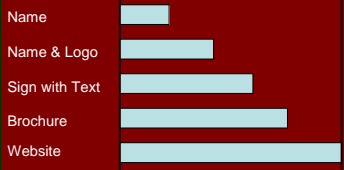
- As Experienced "On-the Ground" The Trail Will Continue to Have a Strong Local Identity
  - The Cross State Trail Identity is Supplemental In Nature
- As Experienced Via The Web or Printed Materials, Project "Point of Contacts," The Cross State Trail Identity will be Paramount
  - Minimal Local Trail Identity



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**Main Message**

- Main messages that we are trying to convey:
  - Great Lakes
  - Michigan
  - Cross State Trail
- Name and/or logo cannot be evaluated in isolation
- Need to look at the entire marketing package
- Keep the Name Clean and Add Other Messages via logo, signs, brochure and website



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## Cross State Trail Identification and Marketing Strategy Survey Results

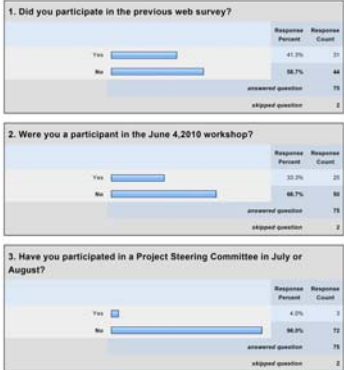


- ❖ Original Alternatives
- ❖ Pro's and Con's
- ❖ Alternatives
- ❖ Survey Questions

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## Who Took the Survey

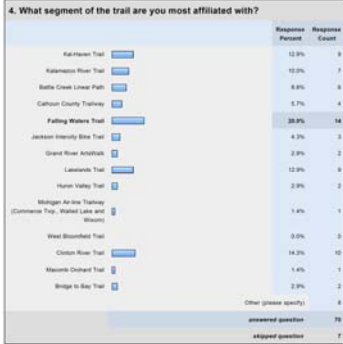
- Only 41% Participated in the previous web survey
- Only 33% participated in the June 4<sup>th</sup> workshop



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## Who Took the Survey


- Participation From All But One Trail



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## Who Took the Survey


- About Half Where Members of a Friends Group
- Had Respondents From Foundations, Chamber of Commerce's and Elected Officials



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## Who Took the Survey

- Good Cross Section of Roles



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## Name Preference

- The Great Lake-to-Lake Trails First Choice for 50% of Respondents
- Other Names Tied for Second
- Other Name Suggestions Reviewed by Steering Committee, Nothing as Compelling as Preferred Name

	First Choice	Second Choice	Third Choice	Avg. Rating	Response Count
The Great Lake-to-Lake Trails	50.0% (25)	16.0% (8)	31.0% (16)	2.19	74
Great Lakes Greenways	25.0% (13)	46.0% (23)	34.0% (17)	1.93	71
Cross Michigan Trailways	25.0% (13)	41.0% (21)	32.0% (16)	1.83	71

Great Lake-to-Lake Trails	Great Lakes Greenways	Cross Michigan Trailways
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### Logo Preference


- No Question Here, Alternative A is Clear First Choice

9. Please rank the LOGO in order of your preference.

	First Choice	Second Choice	Third Choice	Rating Average	Response Count
Alternative A	85.7% (87)	4.3% (2)	5.0% (3)	2.98	10
Alternative B	0.0% (0)	33.3% (21)	66.7% (38)	1.50	10
Alternative C	4.8% (3)	58.1% (38)	37.1% (25)	1.89	10

Please feel free to ask any comments

answered question 79  
skipped question 7



Alternative A      Alternative B      Alternative C

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### Name and Logo Options

- Logo A Preferred With All Name Options
- Great Lake-to-Lake Trails Paired with Logo A First Choice for 50%.

10. After reviewing both the name and the logo options please list your preferred combinations and list your preferences.


Logo Alternative	A	B	C	Response Count
Great Lake-to-Lake Trail	54.4% (85)	4.0% (2)	10.8% (17)	6
Great Lakes Greenways	58.7% (97)	22.6% (14)	17.7% (11)	6
Cross Michigan Trailways	17.8% (48)	7.0% (2)	14.8% (35)	6

Preference

	First Choice	Second Choice	Third Choice	Response Count
Great Lake-to-Lake Trail	52.2% (28)	17.7% (10)	29.9% (16)	4
Great Lakes Greenways	22.4% (10)	48.2% (23)	29.3% (14)	4
Cross Michigan Trailways	25.0% (10)	30.9% (12)	37.1% (15)	4

Please feel free to ask any comments

answered question 6  
skipped question 6



Great Lake-to-Lake Trails      Great Lakes Greenways      Cross Michigan Trailways

Alternative A      Alternative B      Alternative C

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### How Well Would This Work With Your Trail?


- Based on Their Preferred Name/Logo:
- 37% Thought It Would Work Well With Their Trail Logo
- 57% Where Unsure
- 6% Thought It Would Compete

11. How would YOUR Preferred Name and Logo Combination work with the local trail segment that you affiliate yourself with?

	Response Percent	Response Count
It would blend well with my Trail's Logo	37.1%	10
It Would Compete with My Trail's Logo	6.1%	4
I am Not Sure	56.7%	16

Please feel free to ask any comments

answered question 76  
skipped question 7



Great Lake-to-Lake Trails      Great Lakes Greenways      Cross Michigan Trailways

Alternative A      Alternative B      Alternative C

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### General Identification Sign


- Used as a Supplemental Plaque for Major Identification Signs
- 64% Thought it Would be Excellent or Good Complement

12. How well do you feel this sign would complement the sign of the trail that you are most affiliated with?

	Response Percent	Response Count
Excellent	29.2%	13
Good	35.4%	16
Fair	24.6%	11
Poor	10.8%	5
Other Comments	0.0%	0

Please feel free to ask any comments

answered question 65  
skipped question 13



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### Identification and Wayfinding Sign Concept

- Sign Used Along The Trail Such as A Road Crossing
- 80% Thought It Would be An Excellent or Good Complement

13. How well do you feel this sign would complement the identification and wayfinding signs of the trail that you are most affiliated with?

	Response Percent	Response Count
Excellent	34.2%	23
Good	46.7%	31
Fair	14.6%	10
Poor	4.5%	3
Other Comments	0.0%	0

Please feel free to ask any comments

answered question 63  
skipped question 10



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### Other Important Wayfinding Information


- Everything:
  - Cross State Trail Endpoints
  - Route Number
  - Distance to Next Major Destination
  - Local Trail Name
  - Direction of Travel
- Seemed Like Many Wanted to Use This Project to Address Wayfinding Issues

14. What do you think is the most important wayfinding information to present?

	Should Include	Should Not Include	Don't Know	Response Count
Cross State Trail Endpoints	62.2% (26)	9.8% (4)	27.8% (12)	41
Route Number	58.7% (25)	8.2% (4)	33.1% (15)	41
Distance to Next Major Destination	56.4% (25)	6.1% (3)	7.4% (3)	41
Local Trail Name	51.8% (23)	4.9% (2)	3.2% (1)	41
Direction of Travel (East or West)	53.9% (24)	16.4% (7)	18.7% (9)	41
Other (please specify)	0.0%	0.0%	0.0%	1

Please feel free to ask any comments

answered question 48  
skipped question 5



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### Bike Route Sign Concept

- 78% Thought It Would Be an Excellent or Good Complement

15. How well do you feel this sign would complement the sign of the trail that you are most affiliated with?

Response	Response Percent	Response Count
Excellent	37.2%	23
Good	40.8%	27
Fair	17.8%	12
Poor	4.2%	3
Other Comments		0

answered question: 63  
skipped question: 10

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### Supplemental Vs. Dominant Plaques

- 41% Interested in Making These the Dominant Plaques
- 46% Indicated Perhaps

16. Originally, these signs were envisioned as supplemental plaques to the individual existing trail signs. There has been some interest expressed in making these plaques the dominant plaque where the individual trail name would be incorporated into these new signs. Would this be something that you would be interested in pursuing for the trail that you are most affiliated with?

Response	Response Percent	Response Count
Yes	48.6%	26
No	23.4%	13
Perhaps	28.0%	15
Other Comments		1

answered question: 64  
skipped question: 11

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### Website Concepts

- 65% Thought the Website was an Excellent Presentation
- 35% Thought the Website as a Good Presentation

17. In general, how do you think the website concept layouts shown above present the cross-state trail?

Response	Response Percent	Response Count
Excellent	65.2%	41
Good	34.8%	22
Fair	0.0%	0
Poor	0.0%	0

answered question: 63  
skipped question: 11

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### Website As Marketing Tool

- Excellent Across The Board to Reach Different Audiences
- Good Across the Board for Conveying Key Messages (No Excellent Category)

18. The website concept shown above is envisioned as a primary resource for marketing this trail to a variety of users. How well do you think the concepts address the following potential user groups?

	Excellent	Good	Fair	Poor	Response Count
Local Residents	88.0% (36)	10.4% (2)	0.2% (0)	0.0% (0)	41
In-State Residents	72.0% (47)	27.7% (16)	0.0% (0)	0.0% (0)	65
Out-of-State Residents	79.8% (46)	20.2% (11)	0.0% (0)	0.0% (0)	58

If you have any comments or suggestions that you would like to share with the design team please list them below:  
answered question: 63  
skipped question: 12

19. Through the public input process the following elements were noted as being critical to the marketing of this trail. In general, how well does the website concepts shown above capture the key elements?

	Good	Fair	Poor	Response Count
Great Lakes	82.7% (32)	16.7% (2)	1.6% (1)	41
Michigan	81.4% (37)	8.9% (4)	0.0% (0)	45
Cross State Trail	86.0% (37)	0.0% (0)	0.0% (0)	43

If you have any comments or suggestions that you would like to share with the design team please list them below:  
answered question: 42  
skipped question: 18

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### Trail Sub-pages on Website

- 48% Interested
- 41% Perhaps

20. The website was originally envisioned as a stand-alone website that would provide links to individual partner trail websites. There has been some interest expressed in having individual trail's pages be sub-pages of the cross state trail website where the individual trail website follows a similar format. Is this something that you would be interested in exploring for the trail that you are most familiar with?

Response	Response Percent	Response Count
Yes	48.4%	31
No	10.0%	7
Perhaps	40.6%	26
Other Thoughts		0

answered question: 64  
skipped question: 11

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### Brochure

- 66% Thought it Was an Excellent Presentation
- 34% Thought it Was a Good Presentation

21. In general, how do you think the brochure concept layouts shown above present the cross-state trail?

Response	Response Percent	Response Count
Excellent	66.2%	41
Good	33.8%	21
Fair	0.0%	0
Poor	0.0%	0

answered question: 62  
skipped question: 12

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## Brochure

- Excellent Target to All User Groups
- Excellent Marketing of Key Messages

22. The Brochure is intended to help attract new users to the trail and inform them of potential trip options. In general, how well do you feel the brochure concept layouts shown above relate to the following potential user groups?

	Excellent	Good	Fair	Poor	Response Count
Local Residents	48.2% (32)	41.5% (27)	9.2% (6)	0.0% (0)	65
In-State Residents	48.2% (43)	33.8% (30)	0.8% (0)	0.0% (0)	65
Out-of-State Residents	62.8% (48)	37.0% (28)	0.0% (0)	0.0% (0)	64

If you have any comments or suggestions that you would like to share with the design team please list them below:

answered question: 65  
skipped question: 13

23. Through the public input process the following elements were noted as being critical to the marketing of this trail. How well do the brochure concept layouts shown above address the key elements?

	Excellent	Good	Fair	Poor	Response Count
Great Lakes	87.5% (26)	10.7% (3)	2.2% (0)	0.0% (0)	65
Michigan	63.8% (48)	34.8% (26)	1.8% (1)	0.0% (0)	65
Cross State Trail	65.7% (49)	34.8% (26)	0.0% (0)	0.0% (0)	65

If you have any comments or suggestions that you would like to share with the design team please list them below:

answered question: 65  
skipped question: 13

## Key Marketing Tools

- Agreed That Signs, Website and Brochure Where All Very Important

24. Three key marketing tools are proposed: trail signs, website and brochures. Please indicate how important you feel each tool is to the overall success of the cross state trail effort.

	Very Important	Important	Somewhat Important	Not Important	Response Count
Trail Signs	79.7% (51)	14.7% (9)	5.0% (3)	0.0% (0)	64
Website	78.1% (49)	21.8% (14)	0.0% (0)	0.0% (0)	64
Brochure	68.8% (33)	38.7% (20)	10.8% (5)	0.0% (0)	64

answered question: 64  
skipped question: 13

25. Additional marketing tools have been discussed. Please indicate how important you feel these tools would be to promoting the cross state trail.

	Very Important	Important	Somewhat Important	Not Important	Response Count
Large Format Poster	7.8% (5)	44.8% (28)	33.3% (21)	14.3% (9)	65
Large Format Map	19.8% (13)	54.7% (35)	15.6% (10)	10.8% (7)	66
Guide Book	41.8% (28)	33.2% (22)	22.2% (14)	3.2% (2)	67
Map Maps/Cue Sheets	31.7% (21)	34.9% (23)	27.0% (17)	6.3% (4)	66
T-Shirts/Jerseys	4.8% (3)	25.4% (16)	58.8% (38)	10.8% (7)	66
Mini Markers	42.8% (27)	38.7% (25)	14.2% (9)	3.2% (2)	65

Other (please specify):  
answered question: 64  
skipped question: 13


## Cross State Trail Identification and Marketing Strategy Recommendations



- Website
- Finding the Trail
- On-the-Ground Signs

## Recommended Logo

- Simple and Inclusive
- Conveys Michigan and Great Lakes




## Finding the Cross State Trail



## Website Concept Home Page

- Help User Find Appropriate Trips From All of the Options






### Website Concept Weekend Trips Page

- Show Selected Options

The Great Lake-to-Lake Trails

Weekend Trips

South Haven to Kalamazoo  
65 Miles / Out and Back

Kalamazoo to Jackson  
25 Miles / Trail with Rail

Pontiac to Richmond  
65 Miles / Out and Back

Battle Creek to Pontiac  
40 Miles / Trail with Rail

Search Partner Trails: Kalamazoo Trail

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### Website Concept Segment Page

- Show Resources

The Great Lake-to-Lake Trails

South Haven to Kalamazoo

South Haven A quaint coastal town full of galleries, restaurants, and charm.

Trailhead  
South Haven, North of Park St.

Lodging  
The Grand Hotel  
The Grand Hotel  
The Grand Hotel

Restaurants  
The Grand Hotel  
The Grand Hotel  
The Grand Hotel

Recreation  
The Grand Hotel  
The Grand Hotel  
The Grand Hotel

Search Partner Trails: Kalamazoo Trail

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### Brochure Concept Front Page

- Great Lakes Prominent
- Show in Context of System

Great Lakes Greenways

Michigan's GREAT LAKES GREENWAYS

Trip Planner

Search Partner Trails: Kalamazoo Trail

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### Brochure Concept Front Page

- Similar to Website In That It Shows Trip Suggestions Based on Time

Great Lakes Greenways

Michigan's GREAT LAKES GREENWAYS

Trip Planner

Search Partner Trails: Kalamazoo Trail

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### Recreation Guide Signs

- Guide motor vehicle traffic to trail head

The Great Lakes to Lake Trail  
Kalamazoo Street Trail Head

Trail

Search Partner Trails: Kalamazoo Trail

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### Informational Kiosk

- Located at Trail Heads and Major Intersections
- Provide information about the trail including, location, distance, maps and near-by destinations
- Local information could be placed on the backside of the plaque

South Haven 35  
Post Huron 175

Search Partner Trails: Kalamazoo Trail

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### Trail Intersection Signage

- Located at Road Intersection
- Directional Sign used to show distance to endpoints

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### Trail Intersection Signage Alternatives

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### Trail Intersection Signage Alternatives

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### Trail Intersection Signage Alternatives

- Custom Trail Sign that is not part of Intersection sign assembly

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### Signage Along On-Road Routes

- On-Road Routes must follow specific Guidelines provided by Federal Highway Administration (MUTCD)

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### Cross State Trail Identification and Marketing Strategy Questions?

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