
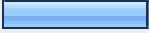


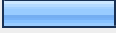

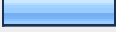


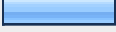




Michigan Cross State Trail

1. What from your point of view are the most important reasons for pursuing a cross-state trail brand? Please rank the following reasons in order of importance:

	First Priority	Second Priority	Third Priority	Fourth Priority	Fifth Priority	Rating Average	Response Count
Improve chances of obtaining funding for a local trail project by being a part of a trail of state-wide significance.	32.7% (16)	26.5% (13)	18.4% (9)	20.4% (10)	2.0% (1)	2.33	49
Make your local trail more attractive to users by linking it to other trails.	20.0% (10)	20.0% (10)	44.0% (22)	16.0% (8)	0.0% (0)	2.56	50
Increase the number of users on your local trail.	14.0% (7)	12.0% (6)	18.0% (9)	44.0% (22)	12.0% (6)	3.28	50
Help local economy by attracting tourists from outside the county.	30.6% (15)	36.7% (18)	14.3% (7)	16.3% (8)	2.0% (1)	2.22	49
Just like the idea of being a part of a cross state trail.	2.0% (1)	6.1% (3)	6.1% (3)	4.1% (2)	81.6% (40)	4.57	49
					Other (please specify)		5
					answered question		50
					skipped question		3

2. What segment of the trail are you most affiliated with?

	Response Percent	Response Count
Kal-Haven Trail 	19.0%	8
Kalamazoo River Trail 	21.4%	9
Battle Creek Linear Path 	9.5%	4
Calhoun County Trailway 	23.8%	10
Falling Waters Trail 	16.7%	7
Jackson Intercity Bike Trail 	11.9%	5
Lakelands Trail 	16.7%	7
Huron Valley Trail 	7.1%	3
West Bloomfield Trail 	4.8%	2
Clinton River Trail 	16.7%	7
Macomb Orchard Trail 	2.4%	1
Bridge to Bay Trail 	7.1%	3
Other (please specify)		9
answered question		42
skipped question		11

3. About Me (check one):

	Response Percent	Response Count
Employee of a State Public Agency	11.1%	5
Employee of a County Public Agency	13.3%	6
Employee of a Local Public Agency	24.4%	11
Member of a Friends Group or Trail Advocacy Group	48.9%	22
Member of a Foundation	2.2%	1
Affiliated with a Chamber of Commerce, Tourism Bureau or Business Association	2.2%	1
Business Owner	4.4%	2
Other (please specify)		6
	<i>answered question</i>	45
	<i>skipped question</i>	8

4. What role do you have or the agency you are part of have in the trail segment you identified above? Please select all that apply.

	Response Percent	Response Count
Own Trail	17.0%	8
Manage Trail	25.5%	12
Maintain Trail	29.8%	14
Plan Trail	57.4%	27
Fund Trail	48.9%	23
Market Trail	36.2%	17
Friend/Advocate Of the Trail	72.3%	34
Other (please specify)		5
	answered question	47
	skipped question	6

5. How recognizable do you feel YOUR TRAIL name and branding are to potential trail users in the following areas:

	Very Recognizable	Somewhat Recognizable	Little to No Recognition	None	Don't Know	Response Count
Within the County	52.2% (24)	32.6% (15)	6.5% (3)	0.0% (0)	8.7% (4)	46
Adjacent Counties	20.5% (9)	45.5% (20)	22.7% (10)	0.0% (0)	11.4% (5)	44
Southern Michigan	6.8% (3)	47.7% (21)	31.8% (14)	2.3% (1)	11.4% (5)	44
State of Michigan	6.8% (3)	31.8% (14)	34.1% (15)	6.8% (3)	20.5% (9)	44
Great Lakes Region	4.7% (2)	9.3% (4)	44.2% (19)	18.6% (8)	23.3% (10)	43
United States	4.5% (2)	4.5% (2)	29.5% (13)	31.8% (14)	29.5% (13)	44
					answered question	46
					skipped question	7

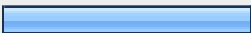
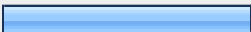
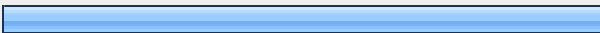
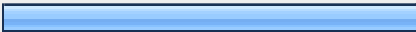



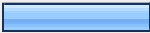



6. What do you feel is the most effective medium for marketing and promoting YOUR TRAIL?

	Very Effective	Somewhat Effective	Not Effective	Don't Know	Response Count
Website	58.7% (27)	34.8% (16)	0.0% (0)	6.5% (3)	46
Maps/Brochure	60.9% (28)	39.1% (18)	0.0% (0)	0.0% (0)	46
General Tourist Brochure	26.7% (12)	66.7% (30)	0.0% (0)	6.7% (3)	45
MTGA Trail Directory	42.2% (19)	48.9% (22)	0.0% (0)	8.9% (4)	45
MTGA Newsletters	26.7% (12)	57.8% (26)	2.2% (1)	13.3% (6)	45
RTC Newsletters	17.8% (8)	53.3% (24)	8.9% (4)	20.0% (9)	45
Trail Based Events	40.0% (18)	46.7% (21)	6.7% (3)	6.7% (3)	45
Word of Mouth	50.0% (22)	43.2% (19)	4.5% (2)	2.3% (1)	44
				Other (please specify)	2
				answered question	46
				skipped question	7

7. Which types of web based media do you feel are most effective for marketing and promoting YOUR TRAIL?

	Very Effective	Somewhat Effective	Not Effective	Don't Know	Response Count
Trail Specific Website	60.0% (27)	33.3% (15)	0.0% (0)	6.7% (3)	45
Local Agency Website	31.8% (14)	54.5% (24)	4.5% (2)	9.1% (4)	44
MDNRE Website	20.9% (9)	53.5% (23)	7.0% (3)	18.6% (8)	43
Pure Michigan Website	29.5% (13)	50.0% (22)	4.5% (2)	15.9% (7)	44
MTGA Website	34.9% (15)	48.8% (21)	0.0% (0)	16.3% (7)	43
Rails to Trails Website	38.6% (17)	40.9% (18)	4.5% (2)	15.9% (7)	44
Friends Group Website	25.6% (11)	48.8% (21)	2.3% (1)	23.3% (10)	43
Facebook	13.6% (6)	50.0% (22)	2.3% (1)	34.1% (15)	44
Twitter	6.8% (3)	36.4% (16)	4.5% (2)	52.3% (23)	44
				Other (please specify)	1
<i>answered question</i>					45
<i>skipped question</i>					8

8. What type of local businesses currently promote or are promoted by your local trail?

		Response Percent	Response Count
Hotel/Motel		37.5%	12
Bed and Breakfast		37.5%	12
Bicycle Shop		90.6%	29
Restaurant		62.5%	20
Pharmacy		3.1%	1
Convenience Store / Gas Station		21.9%	7
Business District / Downtown		59.4%	19
Campground		21.9%	7
Outdoor Gear Store		31.3%	10
Sporting Goods Store		25.0%	8
National "Big Box" Department Store		6.3%	2
Other (please specify)			8
		<i>answered question</i>	32
		<i>skipped question</i>	21

9. How does your local trail currently market and promote LOCAL BUSINESSES along the trail?			Response Percent	Response Count
Advertisements on Trail Website			10.0%	4
Advertisements on Trail Maps/Brochures			22.5%	9
Signs Along Trail			17.5%	7
We Don't Advertise Local Businesses			37.5%	15
Don't Know			37.5%	15
Other (please specify)				5
answered question				40
skipped question				13

10. What do you feel is the most effective medium for marketing and promoting LOCAL BUSINESSES along the trail?					
	Very Effective	Somewhat Effective	Not Effective	Don't Know	Response Count
Advertisements on Trail Website	20.5% (9)	54.5% (24)	4.5% (2)	20.5% (9)	44
Advertisements on Trail Maps	37.2% (16)	46.5% (20)	0.0% (0)	16.3% (7)	43
Advertisements on Trail Brochures	37.2% (16)	44.2% (19)	0.0% (0)	18.6% (8)	43
Specific Business Signs Along the Trail	51.2% (22)	23.3% (10)	11.6% (5)	14.0% (6)	43
Information Kiosks Along the Trail	63.6% (28)	25.0% (11)	4.5% (2)	6.8% (3)	44
Word of Mouth	41.9% (18)	41.9% (18)	9.3% (4)	7.0% (3)	43
Other (please specify)					2
answered question					45
skipped question					8

11. When marketing this CROSS STATE TRAIL, what geographic areas do you think marketing efforts should be directed at? Please list in order of importance.

	First	Second	Third	Forth	Fifth	Sixth	Response Count
Local Communities	29.5% (13)	20.5% (9)	15.9% (7)	25.0% (11)	2.3% (1)	6.8% (3)	44
Southern Michigan	28.9% (13)	40.0% (18)	17.8% (8)	8.9% (4)	4.4% (2)	0.0% (0)	45
Michigan	25.0% (11)	22.7% (10)	47.7% (21)	4.5% (2)	0.0% (0)	0.0% (0)	44
Great Lakes Region	13.3% (6)	11.1% (5)	13.3% (6)	60.0% (27)	0.0% (0)	2.2% (1)	45
United States	4.5% (2)	2.3% (1)	4.5% (2)	0.0% (0)	65.9% (29)	22.7% (10)	44
Canada	0.0% (0)	4.5% (2)	0.0% (0)	0.0% (0)	27.3% (12)	68.2% (30)	44
Please describe the reasoning behind your first priority.							27
answered question							45
skipped question							8

12. When marketing this CROSS STATE TRAIL, what age groups are most important to connect with? Please list in order of importance.

	First	Second	Third	Forth	Fifth	Sixth	Response Count
15 and Under	0.0% (0)	2.4% (1)	4.8% (2)	7.1% (3)	21.4% (9)	64.3% (27)	42
16 - 25	9.1% (4)	20.5% (9)	27.3% (12)	25.0% (11)	15.9% (7)	2.3% (1)	44
26 - 45	63.6% (28)	22.7% (10)	9.1% (4)	2.3% (1)	2.3% (1)	0.0% (0)	44
46 - 55	15.9% (7)	45.5% (20)	22.7% (10)	13.6% (6)	2.3% (1)	0.0% (0)	44
56 - 65	9.1% (4)	4.5% (2)	31.8% (14)	43.2% (19)	11.4% (5)	0.0% (0)	44
66 and Older	2.2% (1)	4.4% (2)	2.2% (1)	8.9% (4)	46.7% (21)	35.6% (16)	45
Please describe the reasoning behind your first priority.							25
answered question							45
skipped question							8

13. When marketing this CROSS STATE TRAIL, what type of trail user should be targeted? Please list in order of importance.

	First	Second	Third	Forth	Fifth	Response Count	
Individuals	15.9% (7)	25.0% (11)	13.6% (6)	11.4% (5)	34.1% (15)	44	
Couples	16.7% (7)	14.3% (6)	16.7% (7)	31.0% (13)	21.4% (9)	42	
Families	46.5% (20)	18.6% (8)	9.3% (4)	11.6% (5)	14.0% (6)	43	
Groups/Clubs	11.4% (5)	20.5% (9)	31.8% (14)	34.1% (15)	2.3% (1)	44	
Organized Touring Groups	11.4% (5)	18.2% (8)	29.5% (13)	13.6% (6)	27.3% (12)	44	
Please describe the reasoning behind your first priority.							24
answered question							44
skipped question							9

14. When marketing this CROSS STATE TRAIL, which user group should be targeted? Please list in order of importance.

		First	Second	Third	Forth	Fifth	Sixth	Seventh	Response Count	
	Bicycle	84.4% (38)	13.3% (6)	2.2% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	45	
	Walking	13.3% (6)	40.0% (18)	24.4% (11)	15.6% (7)	4.4% (2)	2.2% (1)	0.0% (0)	45	
	Running	0.0% (0)	31.1% (14)	48.9% (22)	8.9% (4)	6.7% (3)	2.2% (1)	2.2% (1)	45	
	In-line Skating	0.0% (0)	0.0% (0)	7.1% (3)	45.2% (19)	21.4% (9)	19.0% (8)	7.1% (3)	42	
	Equestrian	2.4% (1)	7.3% (3)	9.8% (4)	0.0% (0)	22.0% (9)	34.1% (14)	24.4% (10)	41	
	Cross Country Skiing	0.0% (0)	7.0% (3)	2.3% (1)	25.6% (11)	41.9% (18)	18.6% (8)	4.7% (2)	43	
	Snowmobile	0.0% (0)	2.4% (1)	7.3% (3)	4.9% (2)	2.4% (1)	22.0% (9)	61.0% (25)	41	
	Please describe the reasoning behind your first priority.								27	
									answered question	45
									skipped question	8

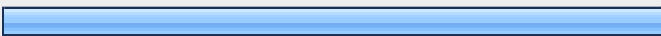
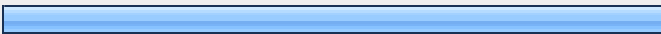
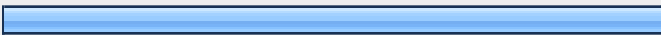
15. When marketing this CROSS STATE TRAIL, what trip duration do you think is most important to market? Please list in order of importance.

	First	Second	Third	Forth	Response Count
1/2 Day Trip	42.2% (19)	13.3% (6)	15.6% (7)	28.9% (13)	45
All Day Trip	22.7% (10)	43.2% (19)	34.1% (15)	0.0% (0)	44
Weekend Trip	28.9% (13)	24.4% (11)	46.7% (21)	0.0% (0)	45
Week Long Trip	6.7% (3)	20.0% (9)	4.4% (2)	68.9% (31)	45
Please describe the reasoning behind your first priority.					28
<i>answered question</i>					45
<i>skipped question</i>					8

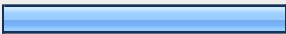
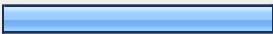
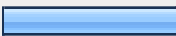
16. When marketing this CROSS STATE TRAIL to different user groups, please indicate which of the following words or concepts you think will appeal to the respective audiences:

	Visitors from across the United States	Visitors from the Great Lakes Region	Visitors from the State of Michigan	Visitors from Southern Michigan	Response Count
Great Lakes	94.9% (37)	64.1% (25)	28.2% (11)	20.5% (8)	39
Cross State Trail	57.5% (23)	82.5% (33)	87.5% (35)	82.5% (33)	40
Locally Produced Goods/Foods/Beverages	38.9% (14)	58.3% (21)	83.3% (30)	77.8% (28)	36
Historical/Cultural	82.9% (29)	77.1% (27)	85.7% (30)	68.6% (24)	35
Combination Amtrak and Rail Trail Trip	94.3% (33)	88.6% (31)	62.9% (22)	48.6% (17)	35
Seasonal Aspect (e.g. Fall Colors)	85.0% (34)	82.5% (33)	62.5% (25)	62.5% (25)	40
Scenery	94.7% (36)	89.5% (34)	78.9% (30)	65.8% (25)	38
Other Recreational Opportunities	67.6% (23)	73.5% (25)	79.4% (27)	67.6% (23)	34
Lighthouses	87.9% (29)	84.8% (28)	66.7% (22)	48.5% (16)	33
Great Lakes Beaches	80.6% (29)	88.9% (32)	41.7% (15)	44.4% (16)	36
International Border	92.9% (26)	53.6% (15)	39.3% (11)	25.0% (7)	28
Small Towns	66.7% (26)	87.2% (34)	71.8% (28)	56.4% (22)	39
Friendly Midwest People	87.5% (28)	53.1% (17)	15.6% (5)	9.4% (3)	32
				Other (please specify)	2
				answered question	42
				skipped question	11

17. Please list the top three **MARKETING CONCEPTS** that you believe will be most helpful in attracting visitors to this trail. (e.g. Great Lakes, Fall Colors, Local History)

		Response Percent	Response Count
First		100.0%	35
Second		100.0%	35
Third		100.0%	35
<i>answered question</i>			35
<i>skipped question</i>			18

18. When trying to reach potential trail users within **SOUTHERN MICHIGAN** which of the following conditions is most appropriate?

		Response Percent	Response Count
Promoting each specific trail segment separately (e.g. Macomb Orchard Trail)		42.9%	18
Promoting a single uniquely named/branded cross state trail (e.g. Katy Trail)		40.5%	17
Promoting a route in a selective state wide system (e.g. La Route Verte)		26.2%	11
<i>answered question</i>			42
<i>skipped question</i>			11

19. When trying to reach potential trail users within the STATE OF MICHIGAN which of the following conditions is most appropriate?

	Response Percent	Response Count
Promoting each specific trail segment separately (e.g. Macomb Orchard Trail)	11.9%	5
Promoting a single uniquely named/branded cross state trail (e.g. Katy Trail)	69.0%	29
Promoting a route in a selective state wide system (e.g. La Route Verte)	28.6%	12
<i>answered question</i>		42
<i>skipped question</i>		11

20. When trying to reach potential trail users within the GREAT LAKES REGION which of the following conditions is most appropriate?

	Response Percent	Response Count
Promoting each specific trail segment separately (e.g. Macomb Orchard Trail)	2.4%	1
Promoting a single uniquely named/branded cross state trail (e.g. Katy Trail)	57.1%	24
Promoting a route in a selective state wide system (e.g. La Route Verte)	42.9%	18
<i>answered question</i>		42
<i>skipped question</i>		11

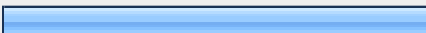

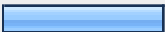
21. When trying to reach potential trail users throughout the United States which of the following conditions is most appropriate?

	Response Percent	Response Count
Promoting each specific trail segment separately (e.g. Macomb Orchard Trail)	2.4%	1
Promoting a single uniquely named/branded cross state trail (e.g. Katy Trail)	45.2%	19
Promoting a route in a selective state wide system (e.g. La Route Verte)	64.3%	27
<i>answered question</i>		42
<i>skipped question</i>		11

22. Do you see value to adding a cross state trail BRAND (logo and/or name) to your specific trail?


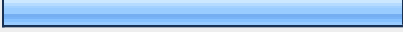

	Very Valuable	Somewhat Valuable	Not Valuable	Don't Know	Response Count
Website	72.1% (31)	25.6% (11)	0.0% (0)	2.3% (1)	43
Trail Maps/Brochure	76.7% (33)	20.9% (9)	0.0% (0)	2.3% (1)	43
Signs Along Trail	72.1% (31)	20.9% (9)	4.7% (2)	2.3% (1)	43
Other (please specify)					2
<i>answered question</i>					43
<i>skipped question</i>					10

23. Do you think a trail segment should meet certain baseline design guidelines related to safety prior to being marketed as part of this cross state trail?

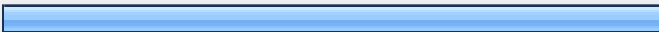
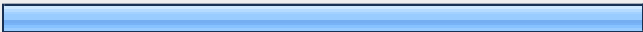
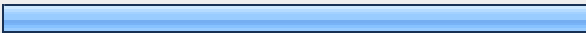
	Response Percent	Response Count
Yes 	64.3%	27
No 	11.9%	5
Not Sure 	23.8%	10
answered question		42
skipped question		11




24. What do you think is the most realistic way to FUND this cross state trail banding and marketing program?

	Definitely	Maybe	Not at All	Response Count
Local Public Agency	34.2% (13)	52.6% (20)	13.2% (5)	38
Friends Group	41.0% (16)	48.7% (19)	10.3% (4)	39
Local Foundations	53.8% (21)	41.0% (16)	5.1% (2)	39
Regional Foundations	74.4% (29)	25.6% (10)	0.0% (0)	39
State Agencies	82.5% (33)	15.0% (6)	2.5% (1)	40
Trail Fees	10.5% (4)	42.1% (16)	47.4% (18)	38
Advertising from Trail Related Businesses	45.0% (18)	45.0% (18)	10.0% (4)	40
			Other (please specify)	6
answered question				40
skipped question				13

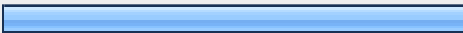

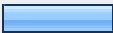
25. If this cross state trail was to be marketed when would the BEST TIME be to start marketing the trail?			
		Response Percent	Response Count
Market now even though there are gaps in the system		34.9%	15
Wait until consistent signage along trails and temporary on-road routes are in place to begin marketing		60.5%	26
Wait until the complete off-road trail system is built to begin marketing		4.7%	2
answered question			43
skipped question			10


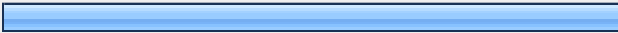


26. What do you think is MOST IMPORTANT when determining the marketing strategy for this cross state trail?				
	Very Important	Somewhat Important	Not Important	Response Count
Improve the Local Economy	69.8% (30)	27.9% (12)	2.3% (1)	43
Improving the State's Economy	55.8% (24)	41.9% (18)	2.3% (1)	43
Promoting Your Local Trail	47.6% (20)	45.2% (19)	7.1% (3)	42
Promoting a Cross State Trail	81.4% (35)	18.6% (8)	0.0% (0)	43
Promoting a Statewide Trail System	68.3% (28)	26.8% (11)	4.9% (2)	41
			Other (please specify)	3
answered question				43
skipped question				10

27. Desired Project Outcomes			Response Percent	Response Count
First Priority			100.0%	35
Second Priority			97.1%	34
Third Priority			88.6%	31
<i>answered question</i>				35
<i>skipped question</i>				18

28. Project Concerns			Response Percent	Response Count
First Concern			100.0%	31
Second Concern			96.8%	30
Third Concern			87.1%	27
<i>answered question</i>				31
<i>skipped question</i>				22

29. Additional Comments		Response Count
		16
<i>answered question</i>		16
<i>skipped question</i>		37

30. Are you planning on attending the Public Workshop on Friday, June 4 at 11:30?			Response Percent	Response Count
Yes			69.8%	30
No			14.0%	6
I don't know yet			16.3%	7
answered question				43
skipped question				10

31. Optional Contact Information			Response Percent	Response Count
Name			100.0%	31
Address			93.5%	29
Email Address			100.0%	31
Phone Number			96.8%	30
answered question				31
skipped question				22