



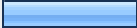















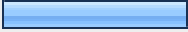
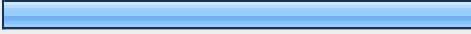
4. What segment of the trail are you most affiliated with?

	Response Percent	Response Count
Kal-Haven Trail 	12.9%	9
Kalamazoo River Trail 	10.0%	7
Battle Creek Linear Path 	8.6%	6
Calhoun County Trailway 	5.7%	4
Falling Waters Trail 	20.0%	14
Jackson Intercity Bike Trail 	4.3%	3
Grand River ArtsWalk 	2.9%	2
Lakelands Trail 	12.9%	9
Huron Valley Trail 	2.9%	2
Michigan Air-line Trailway (Commerce Twp., Walled Lake and Wixom) 	1.4%	1
West Bloomfield Trail	0.0%	0
Clinton River Trail 	14.3%	10
Macomb Orchard Trail 	1.4%	1
Bridge to Bay Trail 	2.9%	2
Other (please specify)		8
	answered question	70
	skipped question	7

5. About Me (check one):

		Response Percent	Response Count
Employee of a State Public Agency	<input type="checkbox"/>	11.5%	7
Employee of a County Public Agency	<input type="checkbox"/>	9.8%	6
Employee of a Local Public Agency	<input type="checkbox"/>	16.4%	10
Member of a Friends Group or Trail Advocacy Group	<input checked="" type="checkbox"/>	47.5%	29
Member of a Foundation	<input type="checkbox"/>	4.9%	3
Affiliated with a Chamber of Commerce, Tourism Bureau or Business Association	<input type="checkbox"/>	4.9%	3
Business Owner	<input type="checkbox"/>	1.6%	1
Elected Official	<input type="checkbox"/>	3.3%	2
Other (please specify)			13
		<i>answered question</i>	61
		<i>skipped question</i>	16

6. 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 	13.0%	9
Manage Trail 	23.2%	16
Maintain Trail 	24.6%	17
Plan Trail 	36.2%	25
Fund Trail 	27.5%	19
Market Trail 	27.5%	19
Friend/Advocate Of the Trail 	71.0%	49
Other (please specify)		7
	answered question	69
	skipped question	8

7. Please rank the trail names by order of preference.

	First Choice	Second Choice	Third Choice	Rating Average	Response Count
The Great Lake-to-Lake Trails	50.0% (37)	18.9% (14)	31.1% (23)	2.19	74
Great Lakes Greenways	25.0% (18)	40.3% (29)	34.7% (25)	1.90	72
Cross Michigan Trailways	26.0% (19)	41.1% (30)	32.9% (24)	1.93	73
			answered question		74
			skipped question		3

8. After selecting one of the names above, if you still feel there is another name that should be considered please list it below.

	Response Count
	21
<i>answered question</i>	21
<i>skipped question</i>	56




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

	First Choice	Second Choice	Third Choice	Rating Average	Response Count
Alternative A	95.7% (67)	4.3% (3)	0.0% (0)	2.96	70
Alternative B	0.0% (0)	35.0% (21)	65.0% (39)	1.35	60
Alternative C	4.8% (3)	58.1% (36)	37.1% (23)	1.68	62
Please feel free leave any comments					23
<i>answered question</i>					70
<i>skipped question</i>					7





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

Logo Alternatives				
	A	B	C	Response Count
Great Lake-to-Lake Trail	84.6% (55)	4.6% (3)	10.8% (7)	6
Great Lakes Greenways	59.7% (37)	22.6% (14)	17.7% (11)	6
Cross Michigan Trailways	77.8% (49)	7.9% (5)	14.3% (9)	6
Preference				
	First Choice	Second Choice	Third Choice	Response Count
Great Lake-to-Lake Trail	53.2% (33)	17.7% (11)	29.0% (18)	6
Great Lakes Greenways	25.8% (16)	45.2% (28)	29.0% (18)	6
Cross Michigan Trailways	29.0% (18)	33.9% (21)	37.1% (23)	6
			Other (please specify)	1
			<i>answered question</i>	6
			<i>skipped question</i>	





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 Work Well with My Trail's Logo 	37.1%	26
It Would Compete with My Trail's Logo 	5.7%	4
I am Not Sure 	57.1%	40
	<i>answered question</i>	70
	<i>skipped question</i>	7

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%	19
Good 	35.4%	23
Fair 	24.6%	16
Poor 	10.8%	7
Other Comments		9
answered question		65
skipped question		12

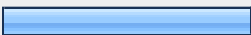
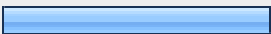
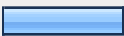

13. How well do you feel this sign would complement the identification and wayfinding signs of the trail that you are most affiliated with?

	Response Percent	Response Count
Excellent 	34.3%	23
Good 	46.3%	31
Fair 	14.9%	10
Poor 	4.5%	3
Other Comments		10
answered question		67
skipped question		10

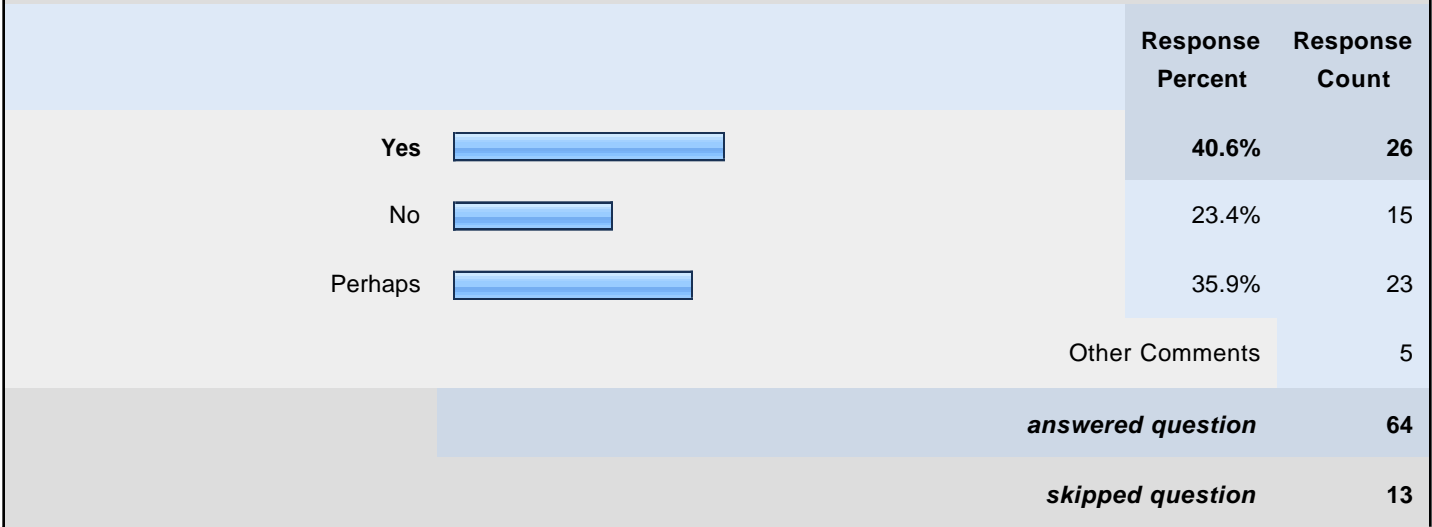
14. What do you think is the most important wayfinding information to present?

	Should Include	Should Not Include	Don't Know	Response Count	
Cross State Trail Endpoints	62.3% (38)	9.8% (6)	27.9% (17)	61	
Route Number	58.3% (35)	8.3% (5)	33.3% (20)	60	
Distance to Next Major Destination	86.4% (57)	6.1% (4)	7.6% (5)	66	
Local Trail Name	91.9% (57)	4.8% (3)	3.2% (2)	62	
Direction of Travel (East or West)	63.9% (39)	16.4% (10)	19.7% (12)	61	
			Other (please specify)	7	
				answered question	68
				skipped question	9

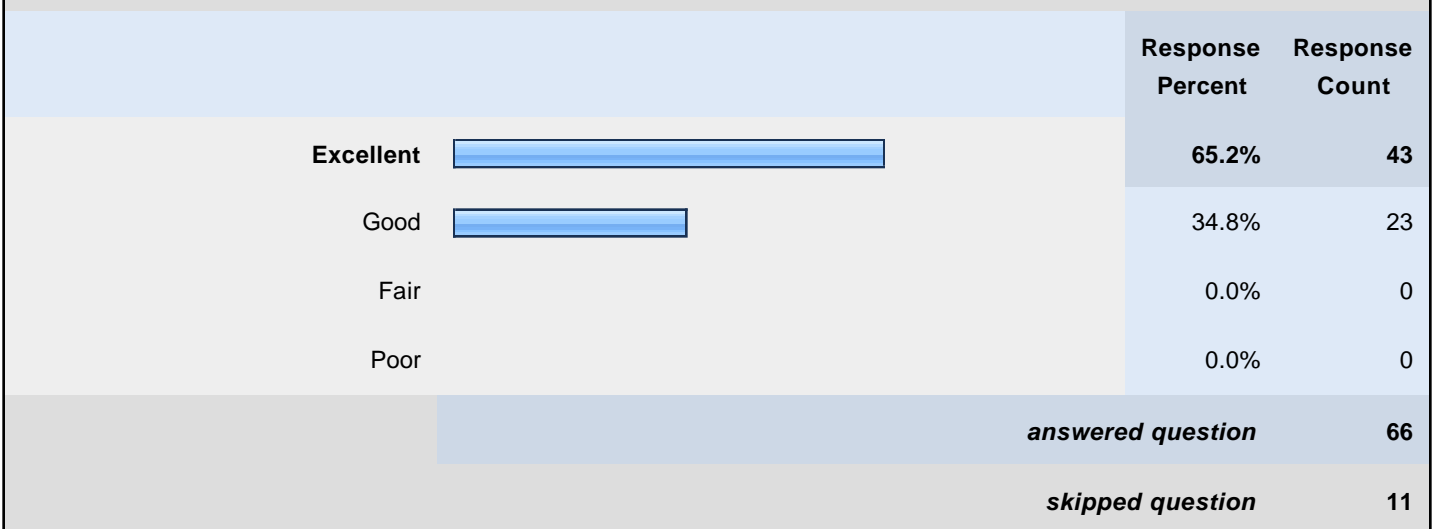
15. How well do you feel this sign would complement the sign of the trail that you are most affiliated with?

		Response Percent	Response Count	
Excellent		37.3%	25	
Good		40.3%	27	
Fair		17.9%	12	
Poor		4.5%	3	
	Other Comments		6	
			answered question	67
			skipped question	10

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?



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



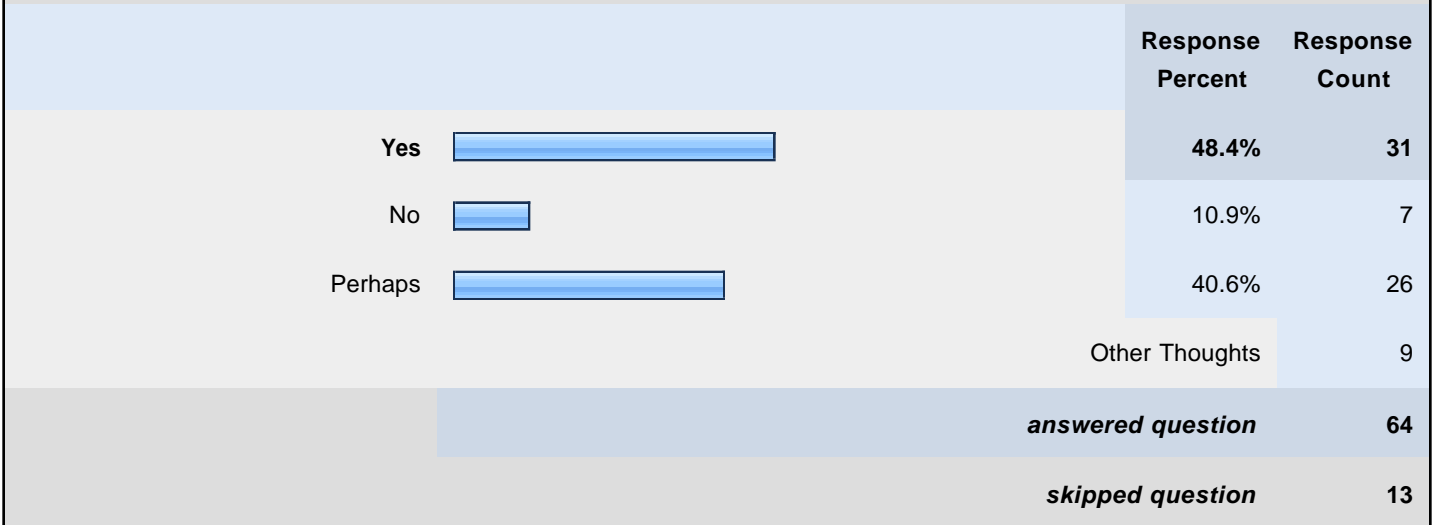
18. The website concept shown above is envisioned as a primary resource for marketing this trail to a variety of users. How well do you think the concepts address the following potential user groups?

	Excellent	Good	Fair	Poor	Response Count
Local Residents	58.5% (38)	35.4% (23)	6.2% (4)	0.0% (0)	65
In-State Residents	72.3% (47)	27.7% (18)	0.0% (0)	0.0% (0)	65
Out-of-State Residents	70.8% (46)	26.2% (17)	3.1% (2)	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					11
				<i>answered question</i>	65
				<i>skipped question</i>	12

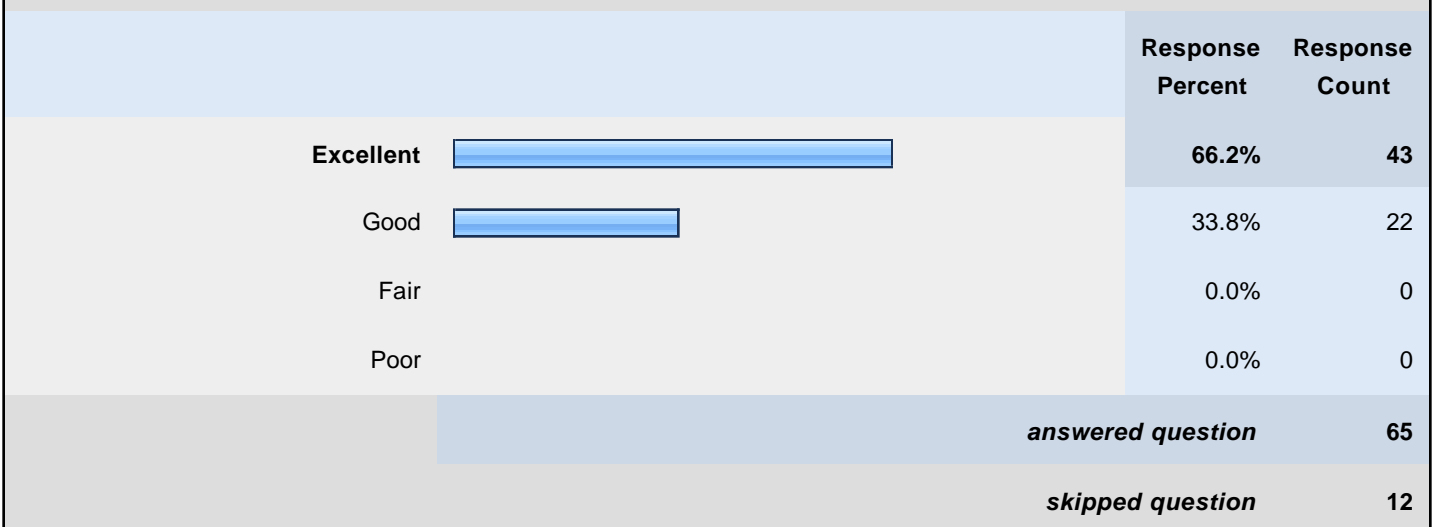
19. Through the public input process the following elements were noted as being critical to the marketing of this trail. In general, how well does the website concepts shown above capture the key elements?

	Good	Fair	Poor	Response Count	
Great Lakes	82.3% (51)	16.1% (10)	1.6% (1)	62	
Michigan	93.4% (57)	6.6% (4)	0.0% (0)	61	
Cross State Trail	95.0% (57)	5.0% (3)	0.0% (0)	60	
If you have any comments or suggestions that you would like to share with the design team please list them below				5	
				<i>answered question</i>	62
				<i>skipped question</i>	15

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?



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



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	49.2% (32)	41.5% (27)	9.2% (6)	0.0% (0)	65
In-State Residents	66.2% (43)	33.8% (22)	0.0% (0)	0.0% (0)	65
Out-of-State Residents	62.5% (40)	37.5% (24)	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					8
<i>answered question</i>					65
<i>skipped question</i>					12

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	57.1% (36)	39.7% (25)	3.2% (2)	0.0% (0)	63
Michigan	63.5% (40)	34.9% (22)	1.6% (1)	0.0% (0)	63
Cross State Trail	65.1% (41)	34.9% (22)	0.0% (0)	0.0% (0)	63
If you have any comments or suggestions that you would like to share with the design team please list them below					4
<i>answered question</i>					63
<i>skipped question</i>					14

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)	14.1% (9)	6.3% (4)	0.0% (0)	64
Website	78.1% (50)	21.9% (14)	0.0% (0)	0.0% (0)	64
Brochure	50.0% (32)	39.1% (25)	10.9% (7)	0.0% (0)	64
	<i>answered question</i>				64
	<i>skipped question</i>				13

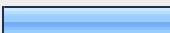
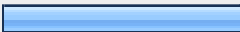
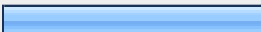
25. Additional marketing tools have been discussed. Please indicate how important you feel these tools would be to promoting the cross state trail.

	Very Important	Important	Somewhat Important	Not Important	Response Count
Large Format Poster	7.9% (5)	44.4% (28)	33.3% (21)	14.3% (9)	63
Large Format Maps	18.8% (12)	54.7% (35)	15.6% (10)	10.9% (7)	64
Guide Book	41.3% (26)	33.3% (21)	22.2% (14)	3.2% (2)	63
Flip Maps/Cue Sheets	31.7% (20)	34.9% (22)	27.0% (17)	6.3% (4)	63
T-Shirts/Jerseys	4.8% (3)	25.4% (16)	50.8% (32)	19.0% (12)	63
Mile Markers	42.9% (27)	39.7% (25)	14.3% (9)	3.2% (2)	63
				Other (please specify)	5
	<i>answered question</i>				64
	<i>skipped question</i>				13

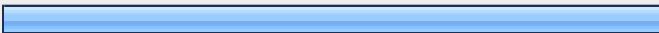
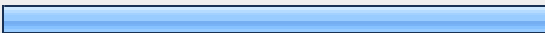
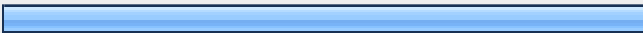
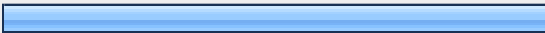
26. Additional Comments

	Response Count
	10
<i>answered question</i>	10
<i>skipped question</i>	67

27. Do you plan to attend the Webinar on Monday, September 20th at 12 Noon?

	Response Percent	Response Count
Yes 	25.0%	16
No 	35.9%	23
I don't know yet 	39.1%	25
<i>answered question</i>		64
<i>skipped question</i>		13

28. Optional Contact Information

	Response Percent	Response Count
Name 	100.0%	40
Address 	82.5%	33
Email Address 	97.5%	39
Phone Number 	82.5%	33
<i>answered question</i>		40
<i>skipped question</i>		37