

Michigan Trails and Greenways Alliance
**Cross State Trail
Identification and Marketing Strategy**



Stakeholder Workshop

Jackson, Michigan
Friday, June 4, 2010
11:30 to 2:30 PM

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Workshop Agenda

- Project Overview
- Inventory and Analysis
 - Partner Trails
 - Peer Trails
 - Web Survey
 - Economic Studies
 - Similar Branding Approaches
- Identification Strategy
 - Name Alternatives
 - Perspective Based
 - Strategy Overview
- Schematic Products
 - Signage
 - Website Approach
 - Maps
- Evaluation



Workshop Goal:
Reach a Consensus on a Schematic Approach to Establishing and Marketing a Cross State Trail

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Your Role in This Meeting (Is Not What You Think)


- Each Table Will Be Assigned A Specific Role
- The Purpose Is To Help Evaluate the Alternatives Based on a Broader Perspective Than Is In This Room
- Take A Moment to Read Your Tables Assignment and Discuss It With Others At the Table
- Try to Keep that Perspective As We Go Through the Presentation



At The End You Will Also Have the Opportunity to Evaluate The Alternatives From Your Own Perspective

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**Cross State Trail Identification and Marketing Strategy
Project Overview**

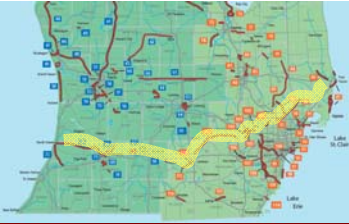


- ❖ Project Scope
- ❖ Schedule

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Project Scope

- Focus on What Has Been Called to Date "The Michigan Airline Trail"
- Develop an Identity and Marketing Approach That:
 - Works For This Trail and Potentially a Statewide System
 - Meets the Needs of the Individual Trails
- Project is Funded by The Kresge Foundation



The Challenge
How do you take 15 distinct, not quite contiguous trails and turn them into an recognizable entity that will attract new users and enhances the existing trails?

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Schedule

	April	May	June	July	August	September
1 Inventory and Analysis		◆ ▲				
2 Strategy Development and Alternatives			◆			
3 Stakeholder Workshop			□			
4 Preliminary Products and Deployment				◆ ▲	◆	
5 Final Products and Recommendations						◆ □

Legend:


- ◆ Meetings with Steering Committee (5)
 - 3-May
 - 1-Jun (web mtg.)
 - 5-Jul
 - 2-Aug (web mtg.)
 - 7-Sep
- Stakeholder Workshops (2)
 - 11-Jun
 - 20-Sep
- ▲ Web based Survey (2)

Task Duration (5 1/2 months total)

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Cross State Trail Identification and Marketing Strategy Partner Trails



- ❖ Conditions and Management
- ❖ Identity
- ❖ Summary

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Partner Trail Condition and Management

Miles of Trail: 265 Total
145 Miles Complete to date (55%)

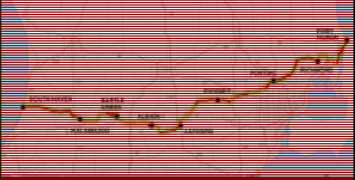
Surfacing Types: Crushed Limestone, Slag Fines, Unimproved Ballast, Asphalt, Concrete, Boardwalk, Gravel and Salvaged Asphalt

User Types: Bicycle, Pedestrian, Equestrian, Cross-Country Skiing and Snowmobile

Ownership: State, County, Local

Management: State, County, Local, Friends Groups

- Mixed Ownership and Management



Existing Trail Segments:

- Kal-haven Trail
- Kalamazoo River Valley Trail
- Battle Creek Linear Park
- Marshall Riverwalk
- Albion River Trail
- Falling Water Trail
- Jackson Intercity Bike Trail
- Grand River Arts Walk
- Lakelands Trail
- Huron Valley Trail
- West Bloomfield Trail
- Clinton River Trail
- Macomb Orchard Trail
- Bridge to Bay Trail

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Partner Trail Identity


- 15 Different Trail Names (and Growing)
- 8 Different Trail Logos – Variety of Styles
- 5 Friends Groups
- Some Friends Groups and Trails Share Logo
- 1 County Branded Trail System
- State, County and Local Ownership
- Mixed Ownership and Management
- Variety of Uses Permitted



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Partner Trail Summary

- Very Limited Identification with a Cross State Trail in Current Trail Materials
- Name, Ownership, Management, Funding, Friends Connections Very Confusing to Users Outside Immediate Area
- The Idea of a Cross-State Trail Has Not Taken Hold Beyond a Small Group of Trail Advocates



Examples of Challenges:

The Rochester Hills Segment of the Clinton River Trail, Which is Part of the Oak Routes System and Supported by the Friends of the Clinton River Trail.

The Kal-Haven Trail, Listed as a State Park, Operated by Van Buren County with Both Agencies Having a Website, The Only Trail with a User Fee with Snowmobile and Equestrians Allowed in Places

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Cross State Trail Identification and Marketing Strategy Peer Trail Review



- ❖ Long Distance Trails
- ❖ On and Off-Road Routes
- ❖ Trail Systems
- ❖ Summary

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Long-Distance Trails

Great Allegheny Trail

- 335 Miles Long
- Passes Through Pennsylvania and Maryland connecting with Washington D.C.
- Through historical, geological and architectural landmarks



Katy Trail

- 120 Miles Long
- Stretches Across the State of Missouri
- Follows Lewis & Clark Route Along the Missouri River



Cowboy Trail

- 161 Miles Long
- Scenic Trail through Nebraska
- Nation's longest rail-to-trail conversion



Kettle Valley Rail Trail

- 280 Miles Long
- Rural trail in British Columbia, Canada
- Trail is biologically diverse and the terrain ranges from near-desert and ponderosa, to pine, fir and spruce forests.





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On and Off-Road Route Examples

Schuylkill River Trail

- Multi-use Trail in Southeast Pennsylvania
- Projected Length of 130 Miles (56 miles complete)
- Built and Managed by Different Organizations that formed the Schuylkill River Trail Council
- Trail consists of sections of rail-trail and canal towpath, as well as small connectors that utilize shared road

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Trail System - La Route Verte (The Green Route)

- Over 4,000 km of Bikeways Crisscrossing Quebec
- Includes all types of bikeways: bike paths, shared roadways and paved shoulders
- Considered "The Best Bicycle Route in the World"
- First Place among the Top Ten Best Bicycle Routes in the World by National Geographic
- All routes are part of La Route Verte
- In 2000, Route Verte Cyclists Spent a Total of \$95.4 Million.



	Atlantic Bicycle tourists	Visiting Bicycle tourists
Number of bicycle tourists	200,000	400,000
Mean constant age range	45-64 (44%)	35-44 (47%)
Number of trips involving cycling (per tourist)	2.2	3.5
Number of days on trip spent cycling (per tourist)	6.8	5.4
Type of accommodations during the longest tour		
Hotels and B&Bs	53%	33%
Friend's homes, cottages, etc.	12%	25%

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Trail Segment Example:	Cross State Trail Example:	State Wide Trail System Example:
 <p>Macomb Orchard Trail</p> <ul style="list-style-type: none"> 23.5 Miles Long Goes through Central and Northern Macomb County Follows a segment of the Michigan Airline Railroad 	 <p>Katy Trail</p> <ul style="list-style-type: none"> 120 Miles Long Stretches Across the State of Missouri Follows Lewis & Clark Route Along the Missouri River 	 <p>La Route Verte</p> <ul style="list-style-type: none"> Over 4,000 km of bikeways crisscrossing Quebec Includes all types of bikeways: bike paths, shared roadways and paved shoulders 1st Place among the Top Ten Best Bicycle Routes in the World by National Geographic 
<p>Cross State Trail is a Hybrid of These Two Types</p>		

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Cross State Trail Identification and Marketing Strategy

Key Web Survey Findings



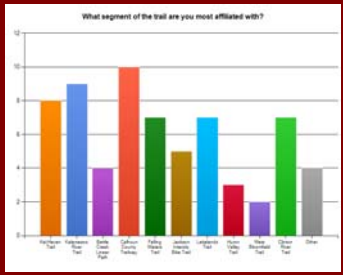
- Information Collected
- Summary

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Web Survey Participants

Survey Participants:

- 50 people took the survey
- All 12 trail segments were represented by at least one survey taker
- 50% of Participants are Members of a Friends Group



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Current Marketing and Branding

- Individual Trail Segments Have Little to No Recognition Beyond Adjacent Counties
- Websites, Maps/Brochures, and Word of Mouth are the Most Effective Mediums for Marketing and Promoting Trail Segments
- Bicycle Shops, Restaurants and Business Districts are Currently Promoted the most by Trails




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Target Audience Identified by Web Survey

- Target Audience:
 - Local Communities and Southern Michigan and Michigan
 - 25-45 Age Group
 - Families and Touring Groups
 - Bicyclists
 - Day Trips



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Implementation

- Funding Should Come From:
 - Regional Foundations
 - Local Foundations
 - State Agencies
- Best Time to Start Marketing:
 - Wait Until Consistent Signage Along The Trail and Temporary On-road Routes Are in Place to Begin Marketing



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Desired Project Outcomes

- Increase Tourism in Local Communities Along The Trail
- Fill in the Gaps to Complete the Trail
- Establish a Name for the Trail
- Attract More Trail Users in General
- Determine How the Trail Efforts will be Funded



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Cross State Trail Identification and Marketing Strategy Economic Study Findings


- Local vs. Visitors
- Target Audience



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Past Economic Study Key Findings

- Biking is the Primary Activity
- Health and Recreation are the Top Reasons for Using the Trails
- The Majority of Users are 45 Years and Older
- Gender Percentages Vary About 10% or Less
- 70 to 90% of Use is Local
- Biggest Economic Impact Though is From Users Traveling 50 Miles (They Spend Approximately Twice as Much as Those Traveling Less Than 50 Miles)



Trail User Surveys and Economic Impact
A Component of the Cross State System

For Economic Impact, the Target Audience is 45 to 55 Year Old Couple Coming from Over 50 Miles Away Spending At Least One Night Along the Trail

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Survey vs. Economic Study Input

- Web Survey Identified a Younger, More Family Oriented, Closer to Home Demographic as the Target Audience than What Economic Studies Would Indicate is the Ideal
- The Web Survey Also Identified All Day and Weekend Trips as Most Important Trip Duration. Economic Studies Indicate Longer Visits Generate More Economic Impact
- Do Not See Value of Promoting State System Until Addressing National Audience



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Inventory and Analysis Summary

- Currently a Strong Local Identity of Specific Trails
- There is Poor Recognition of Individual Trails Outside the Immediate Area
- Hard to Tell Exactly What Groups Will Have the Biggest Net Economic Impact
- There Is No Way to Cohesively Present a Cross State Trail by Simply Adding a Name or Logo to Existing Materials




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Cross State Trail Identification and Marketing Strategy Approaches to Building a “Brand”

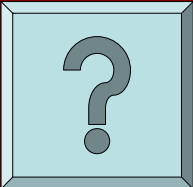


- ❖ General Approaches
- ❖ Road Signs Examples

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The Purpose of Building an Identity or Brand

- Establish Unifying Elements to Tie Disparate Trails Together
 - Name
 - Style Elements
 - Logo (if desirable)
- Build Recognition for the Name
- Create Positive Association With the Name
- Introduce Existing Individual Trail Users to the Bigger Picture
- Attract New Users

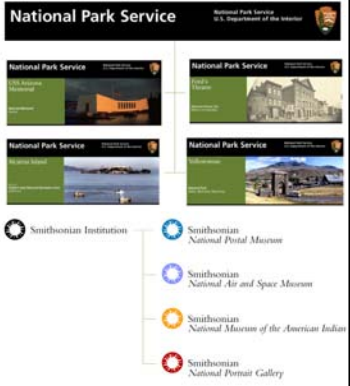


What Image Do We Want to Project For The Cross State Trail?

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Systemic Branding Approach

- Tiered Approach
- Strong Tie Between Parent Organization and Subsidiary Organizations
- One Logo or Variations on One Logo
- Name and Associated Images Are Important for Subsidiary Entities
- Integration from Web to Published Materials
- Difficult to Superimpose On Existing Independent Entities



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Strong Component Brand


- Strong Individual Component Brands Under a Unifying Entity
- The Parent Name is Inclusive in its Nature
- What Name/Logo is Most Important Depends Where You Are:
 - The Parent Name and Logo is The Point of Contact or Introduction to the Collection
 - The Secondary Name and Logos are Most Important When Visiting the Actual Place
- Can Work with Individual Trail Identities



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Road Sign Example of Wayfinding Hierarchy

- There is a Clearly Defined Signage Hierarchy for Motor Vehicle Routes
- Different Users will Identify with Different Signage Based on Their knowledge of the Local Area
- One Roadway May Have a Multiple Identities
- Route Number Guides Through Changing Local Street Names



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Wayfinding for Specific Tourist Route

- Touring Routes Use Existing Roadways
- Supplemental Signs Are Provided to Aid Navigation and Promote Tourist Route



NATIONAL EXAMPLE



MULTI-STATE EXAMPLE




STATE / PROVINCE EXAMPLE



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Cross State Trail Identification and Marketing Strategy Name Identification



- Airline Trail Name
- Potential Hooks
- Alternatives

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"Air Line Trail" Name is Already Taken

- Concerns Were Expressed with The Name At the Last Stakeholder's Meeting
- There is a 50 Mile Trail in Eastern Connecticut With That Name Already
- The Name Air Line Trail is Not Exclusive
- It is Recommended that This Name is No Longer Considered



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Cross State Trail Name "Hooks"

- Travels Across the Entire Lower Peninsula
- Goes from One Great Lake to Another
- It is a "Slice of Michigan"
- Bounty of Local Produce, Wildlife and Recreation Opportunities
- Links with Amtrak's Passenger Train Service



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Three Name Alternatives

Evaluation Criteria:

- Uniqueness
 - Is it "Google Friendly"
- Inclusiveness
- Layers Well -
 - In that Does Not "Compete" With Existing Names
- Any Existing Acronym Associations
 - CST
 - LTL
 - LTLTS
- "Hooks" to Potential Visitors
- Potential to Expand to a State-wide System
- Memorable/Manageable


Cross State Trail

Lake to Lake Trail

The Great **Lake to Lake Trail System**

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Cross State Trail Identification and Marketing Strategy Overview



- Foundation
- General Approach
- Perspective Based

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Foundation Elements of the Strategy

- Economic Impact Driven
- Ability to Attract Funding for Implementation
- Sustainable Model That Addresses Dynamic Nature of Developing Trails
- Respects and Enhances Local Trail Identity
- An "On the Ground" Presence
- A Mechanism for Connecting With and Engaging New Trail Users
- A Flexible and Phased Approach



Desire to Promote a Cross State Trail
AND
A State-wide Trail System

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General Approach

- Web Centric Outreach
 - Means to Connect and Engage New Users
 - Easy to Update
 - Media Rich
- Virtual Exploration
 - Images
 - Maps
 - Blogs
- User Goal Oriented
 - Work With Their Constraints
 - Recommended Rides
- On The Ground Signage
 - Introduce New Possibilities to Existing Users
 - Identity and Wayfinding
- Perspective Based Model

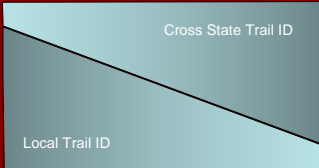


Make It Easy and Fun

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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




On The Ground From a Distance

How Many Trails Can You Name in Ohio, Indiana, Illinois or Wisconsin?

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Cross State Trail Identification and Marketing Strategy Schematic ID and Wayfinding



- Precedents
- Proposal
- Implementation

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Bicycle Route Wayfinding Hierarchy



- Interstate Bicycle Route System (Typically On-Road Routes)
- State, County and Local Routes Have The Option to Mark Bike Routes and Insert Custom Logo At Top of Sign
- Most Local Trail Segments Have Their Own Identity, Some Use Custom Bike Route Sign
- Potential Confusion with Many Custom Bike Route Signs on Overlapping Routes

NATIONAL		→	
STATE		→	
TOURIST ROUTE		→	
COUNTY		→	
LOCAL		→	

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U.S. Bike Route System

- U.S. Bike Route System Map Was Just Updated
- Includes Schematic Route That Roughly Follows the Cross State Trail Route
- This Was Done In Recognition of the Cross State Trail Efforts

Is the Cross State Trail U.S. Bike Route 36?
Is That Desirable?
How Do We Brand That?

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Bicycle Route Wayfinding Hierarchy

- Potential for A New "State Bike Route Sign"
- Mix of State Routes and Tourist Route Signs
- Would Need Approval From FHWA to "Experiment"
- There Are State Bike Route Precedents
- Likely Sign Design Parameters Include:
 - Primarily Green and White
 - Include Bike Icon
 - Square or Rectangular Sign Shape

NATIONAL		→		MUTCD M1-9
STATE		→		POTENTIAL NEW STATE BIKE ROUTE SIGN
TOURIST ROUTE		→		POTENTIAL NEW STATE BIKE ROUTE SIGN
COUNTY		→		MUTCD M1-8a
LOCAL		→		Clinton River Trail

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Potential State Bike Route Sign Precedents

- New Mexico Has a Unique State Bike Route Sign
- Great Lakes Circle Tour Has Family of Signs With Each Tour Having a Unique Logo
- Great Lakes Circle Tour is Name Based Rather Than Number Based
- Trans Canada Highway Signs Have Place for Route Number and Jurisdiction

NEW MEXICO STATE BIKE ROUTE SIGN

GREAT LAKES CIRCLE TOUR SIGNS

TRANS CANADA HIGHWAY

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Potential State Bike Route Signs

- Could be Specific to a Single Route
- Could be Part of Family Where Routes Are Identified by Number and/or Name
- Potential to List End Points, Name or Some Tag Line
- Each Sign Has the Potential to See "Their" Trail in a New Light
- Great Way to Spark the Imagination and Plan Future Trips

SPECIFIC TRAIL SIGN

FAMILY OF SIGNS

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State Bike Route Sign Implementation Example A

- Used In Conjunction with Local Trail Sign Like Used on the Lakelands Trail
- Could be Placed on Either Left of Right Side Depending on What Other Signs Are Being Used

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State Bike Route Sign Implementation Example B

- Used In Conjunction with A County Bike Route Sign Like Used on the Bridge to Bay Trail

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State Bike Route Sign Implementation Example C

- Used In Conjunction with A Stand Alone Trail Sign Like on The Clinton River Trail

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Sign Implementation Example D

- Used In Conjunction with an Interstate Bike Route Sign

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Sign Implementation Example E

- Used In Conjunction with an Interstate Bike Route Sign and A Stand Alone Trail Sign Like on The Clinton River Trail

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Cross State Trail Identification and Marketing Strategy Schematic Website

- Precedents
- Proposal
- Implementation

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Katy Trail Website Precedent

- One Official Trail Website
- Home Page has "Hooks" to Draw in Potential Users
- Suggested Routes Depending on Trip Duration and User Skill Level
- Public Forum
- Graphic's Rich (Pictures, Maps, Icons, Logos)
- Identify Trail Destinations and Amenities
- Paid Advertisements for Local Businesses
- Trail Conditions and Updates

Even Though There May be Locally Named Segments of a Trail, They are Not Identified on the Website

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The Great Allegheny Passage Website Precedent

- One Official Trail Website
- Home Page has "Hooks" to Draw in Potential Users
- Suggested Routes Depending on Trip Duration and User Skill Level
- Public Forum
- Graphic's Rich (Pictures, Maps, Icons, Logos)
- Identify Trail Destinations and Amenities
- Paid Advertisements for Local Businesses
- Trail Conditions and Updates

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Trail Website Precedent

- One Official Trail Website
- Home Page has "Hooks" to Draw in Potential Users
- Suggested Routes Depending on Trip Duration and User Skill Level
- Public Forum
- Graphic's Rich (Pictures, Maps, Icons, Logos)
- Identify Trail Destinations and Amenities
- Paid Advertisements for Local Businesses
- Trail Conditions and Updates

Even Though There May be Locally Named Segments of a Trail, They are Not Identified on the Website

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Lake to Lake Trail

Got a Day? Got a Weekend? Got a Week?

Search: Partner Trails: Kal-Haven Trail

Lake to Lake Trail

Segments and Cities Highlight As Mouse Drags Over Them

Got a Day? Got a Weekend? Got a Week?

Search: Partner Trails: Kal-Haven Trail

Lake to Lake Trail Segment Endpoints Become Most Prominent

Kalamazoo to South Haven

What You'll See
Where To Stay
Where To Eat

Click on Tabs Open Up Information on Attractions, Lodging and Dining Options

Lake to Lake Trail

Kalamazoo to South Haven

Photos That Illustrate City and Trail Character Pop Up As Mouse Is Dragged Over Trail

What You'll See
Where To Stay
Where To Eat

Lake to Lake Trail Week-Long Trips

A Few Day, Weekend or Weeklong Trips Are Recommended

Got a Day? Got a Weekend? Got a Week?

Lake to Lake Trail Week-Long Trips

Once An Option Is Selected More Information On the Trip Is Provided

What You'll See
Where To Stay
Where To Eat



Cross State Trail Identification and Marketing Strategy Schematic Map Products




- ❖ Precedents
- ❖ Proposal
- ❖ Implementation

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Map Precedents

- No Mention of Individual Trail Names
- Focus on Trail Segments

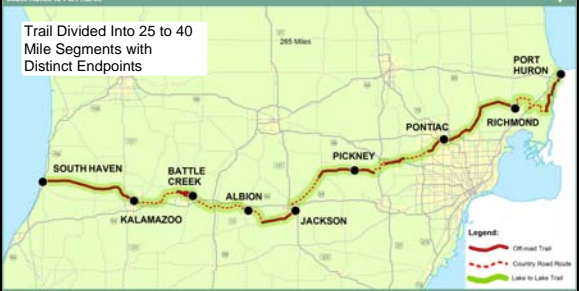


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Lake to Lake Trail

South Haven to Port Huron

Trail Divided Into 25 to 40 Mile Segments with Distinct Endpoints



- 265 Miles Across the State of Michigan
- Lake Michigan to Lake Huron
- Rail-Trail, Shared-use Pathways, and Country Roads
- 70% Off-Road Trails, 30% Country Road Routes
- Enjoy a week long bike ride through Southern Michigan
- You will be able to say that you crossed the entire state by bicycle in one week!
- A lot of fluff about how great this trail is and why you need to come to Michigan to enjoy it
- More fluff about this trail and why it is so wonderful!




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South Haven to Kalamazoo

Provide Intermediate Destinations and Ideas of Trail Character

Provide Time/Distance References



Approximate distance traveled in 30 minutes at a speed of 8 mph. At a speed of 14 mph.

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Lake to Lake Trail System

Experience five unique slices of Michigan. Each trail will take you completely across the state, from one great lake to another. Spend time strolling, world class beaches then cross the peninsula, to get to know the historic small towns and friendly people that make up Michigan's heartland. Along the way taste the bounty of Michigan's farms, orchards and vineyards, which can only be described as Pure Michigan.



- South Haven to Port Huron** • Beaches, light houses and a cornucopia of local produce along the 265 mile route.
- Muskegon to Bay City** • A 210 mile trail through the transition zone between the agricultural south and rustic north.
- Charlevoix to Alpena** • The "Tie of the Lake" offers a lovely 120 mile including a mile around the Mackinac Island.
- Marquette to Marquette** • Abundant wildlife, mining history, stunning shoreline cities may be found along this 60 mile ride.
- Escanaba to Port Huron** • Mountain State Park • Experience the rugged beauty of the Western Upper Peninsula.

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Cross State Trail Identification and Marketing Strategy Overall Marketing Strategy



- ❖ Single Trail
- ❖ Transitional Approach
- ❖ Select State System

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