



friends of the



# Developing a Consistent “Look & Feel” for the CRT -- the On-Going Process

October 7, 2010

# “Look & Feel” – the Process

## Today's Mission:

- ▲ Describe FCRT's motivation to undertake the “Look & Feel” project – now 2+ years old
- ▲ Highlight some of the steps... and mis-steps... along the way
- ▲ Imply how other trails can leverage what we are doing?
- ▲ Discuss how this project links to the cross-state trail marketing project

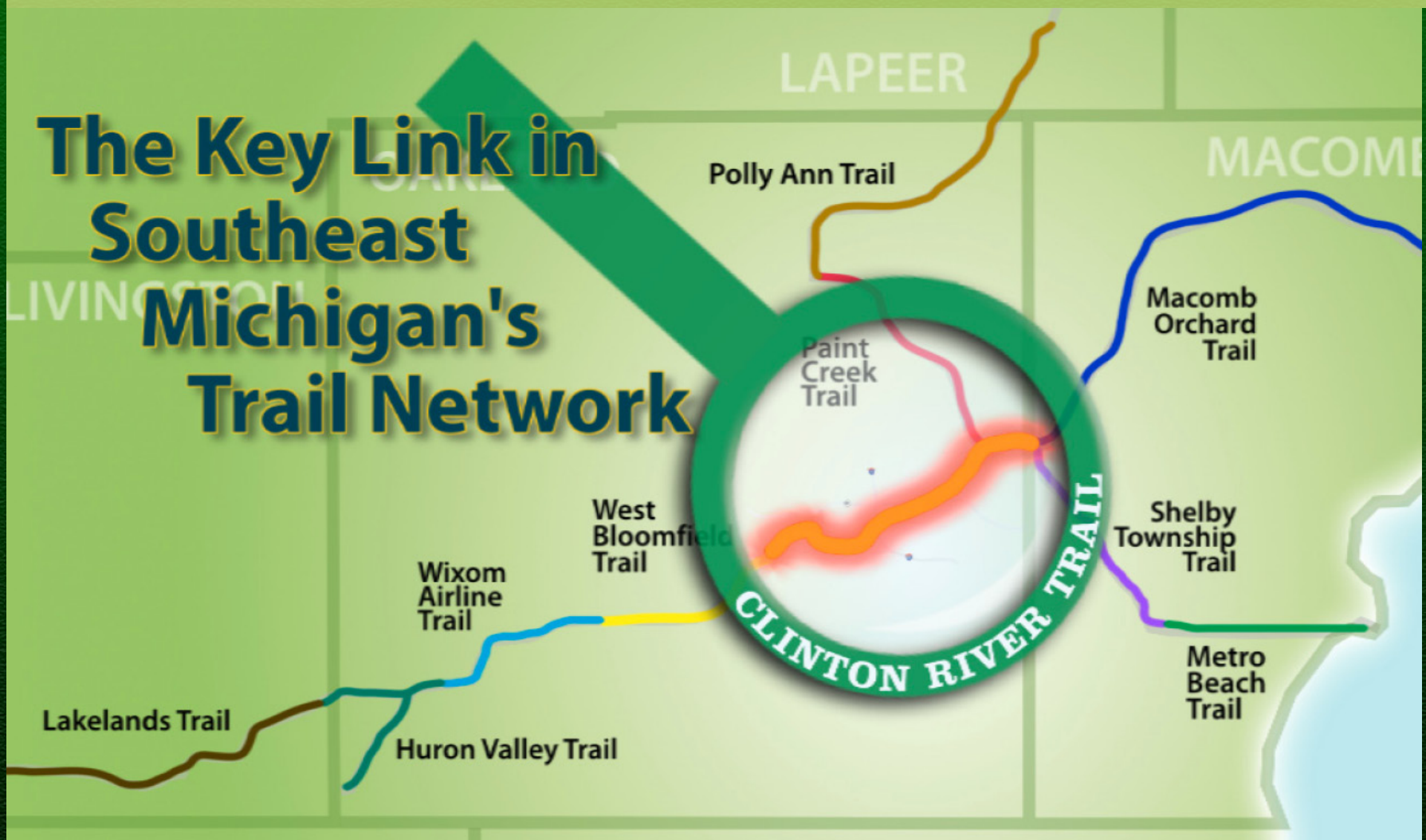
# Clinton River Trail -- Orientation

- ▲ **Diverse, 16 mile long Non-Motorized Rail Trail**
- ▲ **Mostly Follows Old GTRR & Clinton River**
- ▲ **Passes Through Five Cities – Each Owns & Controls Its Section**
- ▲ **User Base Includes:**
  - ▲ **Neighborhood/Dog Walkers, Bicyclists, Moms w/Strollers, Runners, Serious Athletes in Training, (winter) Cross Country Skiers**
- ▲ **Best Connected Trail in Oakland County**
- ▲ **Key Link in Eventual Cross-State Trail**



# Clinton River Trail -- Orientation

## The Key Link in Southeast Michigan's Trail Network



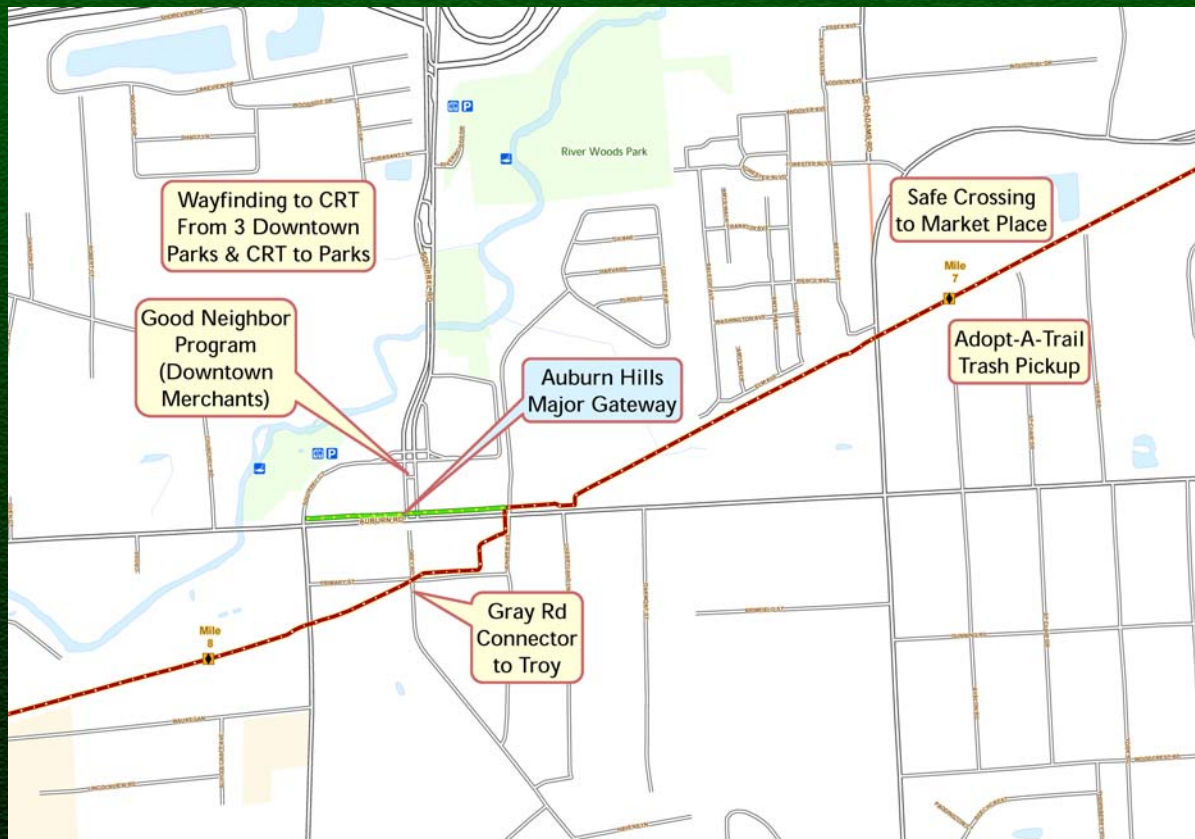
# Friends of Clinton River Trail

**MISSION:** ... the vision of a trail that is a safe and enjoyable recreational feature for the communities through which it passes...

**GOAL:** improve the trail to make it safer and more enjoyable.

# Process Toward “World-Class” Trail

- Started w/ Spring 2008 Brainstorming Session – Result: Annotated Planning Maps



# Process Toward “World-Class” Trail

- ✦ **Brainstorming Session**
- ✦ **Feedback from Consultants – You’re Defining the Solution, What’s the Problem?**
  - ... **Basic Instruction – Step Back, Go to a Higher Elevation and Start Over!**

# Friends of Clinton River Trail

**MISSION:** ... the vision of a trail that is a safe and enjoyable recreational feature ...  
... an asset for community well-being and economic development ...

**GOAL:** a “world-class” trail that is a “destination” for users from across the region.

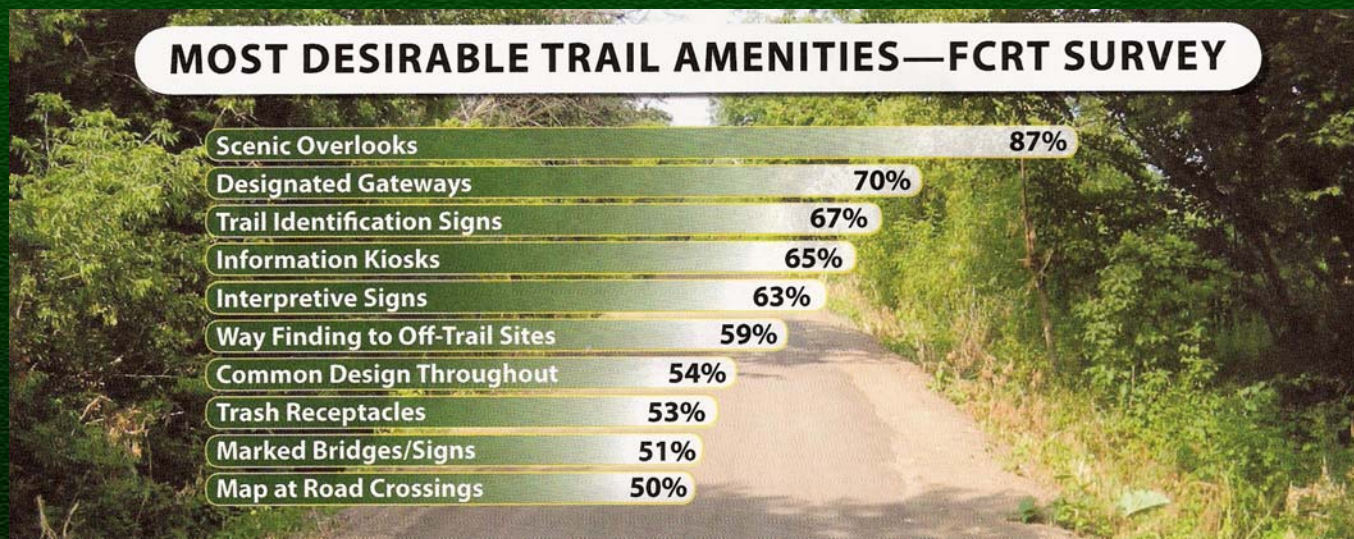
# Process Toward “World-Class” Trail

## Elements of the Problem:

- ⤴ **What is “world-class?”**
- ⤴ **How does something become a “destination?”**
- ⤴ **CRT is actually its own system of 5 connected trails:**
  - ⤴ **Rochester – 2.2 miles, Rochester Hills – 4.9 miles, Auburn Hills – 2.2 miles, Pontiac – 5.1 miles, Sylvan Lake – 1.6 miles**
- ⤴ **Each city has authority over its section... and no \$\$\$!**
- ⤴ **FCRT has no authority... but we do have the ability to raise funds and get grants**

# Process Toward “World-Class” Trail

- ✦ **Brainstorming Session**
- ✦ **Step back – Re-define Mission, Goal & the Problem**
- ✦ **Public Visioning Session August 2008, Facilitated by Nancy Krupiarz (MTGA) – Result: Amenity List**



# Process Toward “World-Class” Trail

- **Brainstorming Session**
- **Step back – Re-define Mission, Goal & the Problem**
- **Public Visioning Session – Result: Amenity List**
- **Benchmarking National Trails – Results: 1) Sense of What Works**



# Process Toward “World-Class” Trail

- ✦ **Brainstorming Session**
- ✦ **Step back – Re-define Mission, Goal & the Problem**
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- ✦ **Benchmarking National Trails – Results: 1) Sense of What Works, 2) Measure of Economic Impact**



# Typical “Side Path” in the Process

## ▲ **Tourism 101 – Rules of Thumb**

- ▲ Visitors Seek Locations/Events with Minimum 4 X return, i.e. 15 min. drive → min. 1 hour worthwhile visit
- ▲ **Groups have Multiplier over Individuals, i.e. Group of 2 Spends More than Two Individuals**
- ▲ **Dollars Spent Increase Significantly with Time Spent**
- ▲ **Visibility is Critical – Wayfinding, Cross-Branding, etc.**

## ▲ **Trail Economic Impact**

- ▲ **Great Allegheny Passage tracking results since 1998**
- ▲ **Trail Town Program – New Businesses & Jobs**
- ▲ **Segments: Locals**
  - Day Trippers -- \$13 per visit
  - Overnighters -- \$196 per visit
- ▲ **Trail Generated Revenue: \$12 million (2008)**
- ▲ **Trail Generated Wages: \$2.3 million (2008)**



# Process Toward “World-Class” Trail

- ✦ **Brainstorming Session**
- ✦ **Step back – Re-define Mission, Goal & the Problem**
- ✦ **Public Visioning Session**
- ✦ **Benchmarking National Trails**
  
- ✦ **“Look & Feel” Project Objectives –**
  - 1) **Consensus: What Makes CRT Unique?**
  - 2) **Identify Amenities & Density**
  - 3) **Determine Consistent Design Elements – Yet Highlight Each Community’s Personality**

**Underlying FCRT Target – Make CRT a “destination” for Day Trippers**

# “Look & Feel” Request For Proposal - RFP

- ▲ **To Be Fully Funded by FCRT**
- ▲ **10 Page Document Sent to Several Consulting Firms in the Area:**
  - ▲ **Provided Specific Project Objectives**
  - ▲ **Gave Background – What’s Been Done Already**
  - ▲ **Defined Approximate Budget**
  - ▲ **Requested Detailed Proposal Response**
  - ▲ **Described Evaluation Process**
  - ▲ **Set Deadline for Response**
  - ▲ **Offered Pre-Proposal Meeting to Address Questions**
  - ▲ **Made Clear All Results Property of FCRT. Results & Process To Be Shared w/Other Trail Groups**
- ▲ **Intent: Be Ready When Opportunity Arises**
  - ▲ **Have Established Guidelines in Place**

# Process Toward “World-Class” Trail

- ✦ **Brainstorming Session**
- ✦ **Step back – Re-define Mission, Goal & the Problem**
- ✦ **Public Visioning Session**
- ✦ **Benchmarking National Trails**
- ✦ **Defining Project Objectives**
  
- ✦ **Issued RFP December 2009 – Result: Nine Firms Respond w/Quality Proposals ... Selected Team: Landscape, Architects & Planners (Lansing) w/ MSU Community Design Initiative Program (mix of Professional Staff & Students)**

# Significant Challenges for LAP/MSU

- ⤴ **Finding the Right Style – Defining CRT’s own Look & Feel**
- ⤴ **Five Cities → Urban, Suburban and Rural Environments**
- ⤴ **Designing in Flexibility**
- ⤴ **Incorporating the “WOW” Factor**

**Critical Success Factor :  
Buy-In from all Stakeholders**





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**And Now... LAP Explains How  
They Are Addressing Those  
Challenges....**