

Details:

2018 TRAIL SUMMIT
Tuesday, February 6, 2018
8:30am - 3:30pm
Outdoor Adventure Center
1801 Atwater St, Detroit, MI 48207

Held at the Outdoor Adventure Center during the annual mParks Conference & Trade Show, the mParks Trail Summit is an opportunity for trail enthusiasts, advocates, and organizations to gain knowledge and networking through a day of informative sessions, with topics including trail management, connecting trails and health, community trails and more!

COST:

\$120 (mParks Member) | \$145 (Non-Member)
With Full Delegate mParks Conference registration: \$85
(Registration includes breakfast and lunch)

HOTEL INFO:

Detroit Marriott at the Renaissance Center
Renaissance Center
Detroit, MI 48243, US
2018 Room Rate: \$164 + taxes & fees
The mParks group rate is a nearly \$100 savings from the Marriott Rewards Member Rate!
Reservations can be made online at www.mparksconference.com.

Already registered for Conference, but would like to add the Trail Summit to your package? Give us a call at 517.485.9888 and we'll take care of it!

FULL TRAIL SUMMIT AGENDA ON REVERSE!

Experiential Tours

Monday, February 5

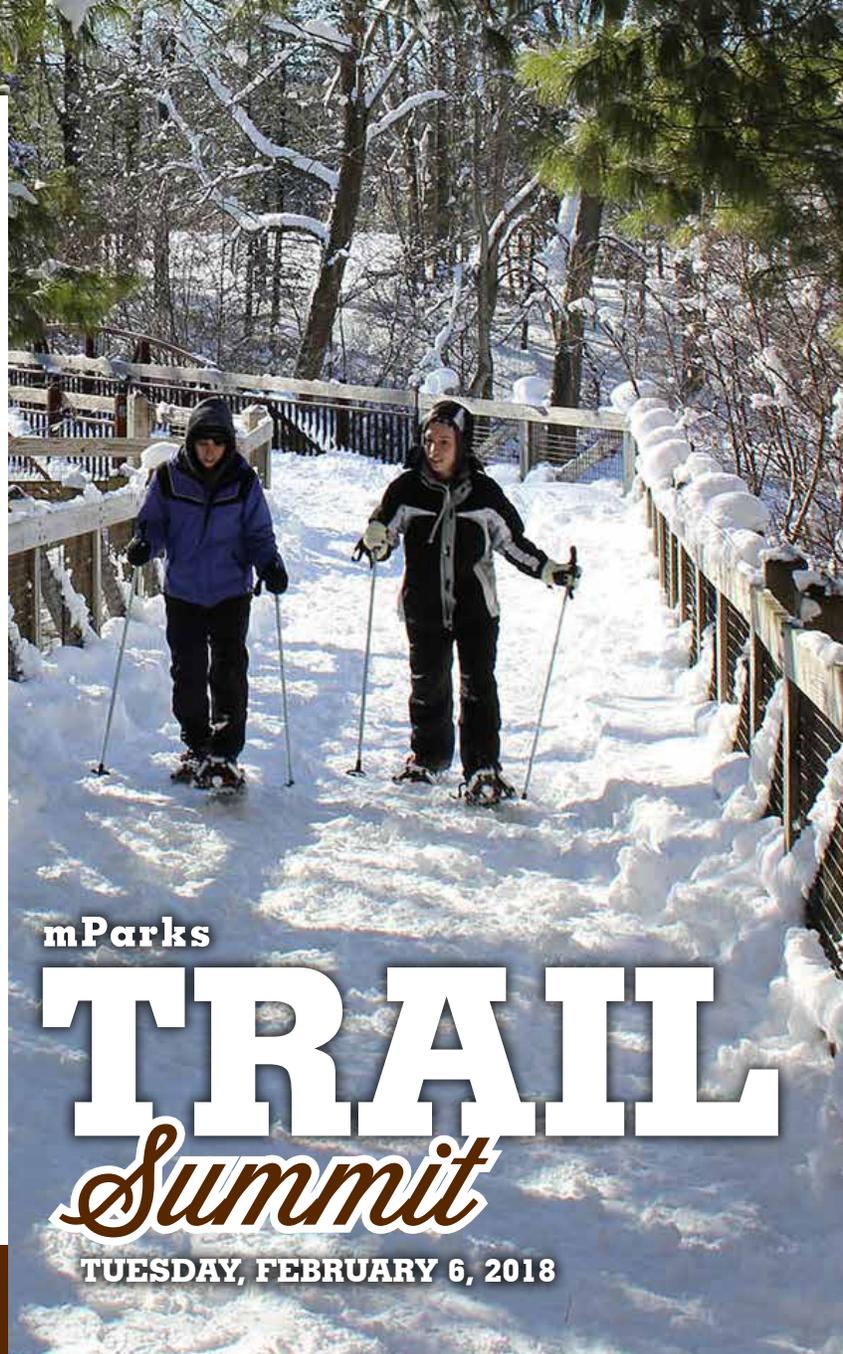
3 p.m. - MOGO (meet at Outdoor Adventure Center)
Learn how the MoGo bike share program was started and now operates in Detroit. Participants will be provided a pass to use the bike share on this or a future visit to the City.

Tuesday, February 6

6:30 a.m. - Start the day out right with a run along the River Walk. (Meet in the Motor Lobby of Detroit Marriott Renaissance Center)

Questions? Contact mParks at
info@mparks.org or 517.485.9888

Register at www.mparks.org/MITrailSummit



mParks

TRAIL Summit

TUESDAY, FEBRUARY 6, 2018

PRESENTING SPONSOR



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TRAIL SUMMIT SPONSORS



mParks TRAIL Summit

AGENDA: TUESDAY, FEBRUARY 6, 2018

Outdoor Adventure Center | Registration begins opens at 7:30 a.m.

8:30am – 9:30am Keynote Address & Breakfast

Economic Impact of Trails

Mark Wallace, Detroit Riverfront Conservancy
Lori Houswirth, Executive Director, Noquemanon Trail Network

9:45am – 11:00am Breakout Sessions

It Takes A Village (And Legislator, Volunteer, Community Member...)

Bob Wilson, Michigan Trails and Greenways Alliance
Steve Schnell, Northeast Michigan Council of Governments
This session will take you through what it takes to get a trail on the ground - from the legislative process at the state and local levels to the role of volunteers advocating for support. Learn how you can be the most effective advocate for your trails.

Water Trails

Harry Burkholder, LIAA
Megan Olds, Paddle Antrim
Barbara Nelson-Jameson, National Parks Service
Elizabeth Riggs, Huron River Watershed Council
This session will include a panel discussion on a wide variety of water trail topics. Discuss the do's and don'ts of holding an event along your water trail. Learn the management options for developing and maintaining a water trail. Receive an update on the latest Huron River Watershed Council report on the economic impact of the Huron River Water Trail; and learn about the recently completed Michigan Water Trail Manual and recent legislative action regarding water trails.

Regional Trail Cooperation

Jeff Winegard, Executive Director, Top of Michigan Trails Council
Todd Scott, Executive Director, Detroit Greenways Coalition
Heidi Bolger, Past Chair, Great Lakes Bay Regional Trail
When proposed trails cross municipal boundaries it often requires local governments to work collaboratively to make them a reality. Learn tips (and pitfalls!) from those that have successfully planned and built regional trails.

11:15am – 12:30pm Breakout Sessions

History On Our Trails

Dan Speagle, Michigan DNR
Todd Scott, Detroit Greenways Coalition
Carol Fulsher, Iron Ore Heritage Recreation Area
Andrea Ketchmark, North County Trail Association
Do you think trails are new to your community? Think again, join us for a brief history on water and pathway systems in Michigan. Many systems go back hundreds of years. This session will discuss Native American pathways, Michigan's connection to the Underground Railroad, the longest national walking trail, how a community interprets past mining and how it influenced a region and America, and an overview of a large urban community and how Detroit was a national leader in transportation and recreation.

Trails & Community Support Each Other's Success

How does a trail become a destination? Beyond the scenic beauty or connections along the way, trails are becoming an important part of the community scene. Learn more about how local organizations are incorporating trail programming efforts to attract new users, showcase the trail, and become part of the fabric of the community.

Show Me the Money and Help Me Help You:

Jerry McGuire Was on to Something
Amy Matisoff, Grant Coordinator, MDOT Office of Economic Dev.
Jason Church, Rural Development, USDA
Local and state (MDOT) representatives will share stories of successful (and not so successful) projects seeking grant funds. Learn how to leverage public and private dollars - what mistakes to avoid and targets to hit for a successful trail development. How can you tap into state funding? How do you talk about (and pay for!) maintenance when you're building trails. Learn more through an engaged dialogue with the folks who provide funding.

12:30pm – 1:45pm Lunch & Networking

State Legislative Outlook

Bob Wilson, Michigan Trails and Greenways Alliance
This session will take you through the process of bond proposals and all the related components. Learn about pay to play systems and receive a comprehensive legislative update including a look to the future of our legislative leaders.

2:00pm – 3:15pm Breakout Sessions

Trails As Green Infrastructure: Going Green and Getting There

Ariana Jeske, PE, PTOE
Christopher Zull, PE
Leah Groya
Scott Post, PE Prein & Newhof
A panel of field tested engineers and designers will present lessons learned on creating trails that support green infrastructure. Panel members will present on lessons learned with recent transportation project case studies, current practices and enacting them within the City of Grand Rapids transportation and active non-motorized plan, and the future of green infrastructure and transportation.

The Care and Feeding of Volunteers

Melissa Werkman, Executive Director, MMBA
Kate Lewis, TART Trails
In this session, panelists from different trail organizations will share successful volunteer recruitment, reward and tracking tools that they have utilized in order to ensure a robust and energized volunteer program.

Climate Change

Harry Burkholder, LIAA
Receive an overview of climate trends in the United States and the Midwest and how they are impacting the development and management of trail systems.

3:30pm -4:45pm Breakout Sessions

Knowing Your Trail Users Through Technology

Brian Charlton, Senior Landscape Architect, SmithGroupJJR
Brian Pawlik, Urban Planner and GIS, SEMCOG
Todd Scott, Executive Director, Detroit Greenways Coalition
Melissa Werkman, Executive Director, MMBA
Data can help justify great investment in trails. New technology can help you collect that data by counting your trail users, communicating in new medias, tracking volunteer time, and more.

Beyond The Numbers: How To Use Data To Share Your Trail Story

Brian Beauchamp, TART Trails
Everybody wants data, but what do you do with the numbers you collect. Learn from local trail groups how they're using surveys, counts, and trail feedback to tell their stories. Looking to support trails in your neck of the woods? There's data that can help you share your story, too.

On Your Left! How Trail Etiquette and Signage Efforts Help Folks Enjoy Time on the Trails

Panelists will share their experiences handling trail issues including speeding, user conflicts and locating nearby destinations. Learn how other trail groups tackle trail courtesy and other common issues through trail signage, etiquette and outreach.