

Bridge to Bay Trail Wayfinding, Signage and Safety Steering Committee

Monday, November 16, 2020

1:30 p.m. to 3:00 p.m.

Via GoToMeeting



In Attendance

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|-------------------------------------------------|-----------------------------------------|--------------------------------------|
| • Al Lauand, Downriver Trail Advisory Committee | • Cynthia Paparelli, East China Twp | • Sheri Faust, Regional Trails Board |
| • Andy Northrop, MSU Extension | • Katie Stepp, Blue Water Area CVB | • Sheron Wilton, Fort Gratiot Twp |
| • Brett Schlager, MDOT TSC | • Mark Brochu, St Clair County | • Trice Hawkins, City of St Clair |
| • Carolyn Prudhomme, The Greenway Collaborative | • Nancy Winzer, Port Huron Rec Director | • Tyler Kifman, SEMCOG |
| | • Norm Cox, The Greenway Collaborative | |

Meeting Notes

Key Updates to Signage and Pavement Marking Guide

- Updated logo
 - Open to evolving logo
 - Community foundation piloted stencil and sticker examples in Downtown Port Huron on the Riverwalk and both lasted several seasons
- Confidence Markers
 - Good for routes that are still in flex as a short-term solution for wayfinding
- QR codes
 - Make sure destination will be maintained – need an active site with current information that is reliable

Proposed Policies, Programs and Metrics

- Website
 - St Clair county owns BridgetoBayTrail.org that forwards to county website
 - SEMCOG trail site
 - Trail explorer imagery available – tour of trails
 - SEMCOG is part of a group that is looking at a more public facing, branded southeast Michigan trails website. It is separate from SEMCOG. Goal to connect to local resources
- Single Point of Contact for Public
 - Do not use phone number, but a generic email or QR code to webpage could be useful
- Manage Trail Publications
- External Brand Management
- Trailhead Management Support
- Permanent Trail Counters
 - SEMCOG current count program is a one-day, with a 12-hour count. Here is a list of map counts that SEMCOG has conducted:
<https://maps.semco.org/bikeandpedcounts/>
 - St Clair County Parks has a counter at the Wadhams to Avoca Trail and at the Riverwalk in Port Huron. Data is downloaded once a month and put into spreadsheet.
- Organize New Tours and Promote Existing Events and Routes
 - Events are discussed at the Regional Trail Board Level, but in the infancy stage.
 - Need to see if Alpine Bikes would be interested in coordinating.
- Establish Local Walking Fitness Programs
 - Port Huron City Rec has a successful model that is very popular and gets families involved virtually. People enjoy having new routes each week. Challenges with gifts (t-shirts, water bottle, etc) provide the incentive.
 - Bridge to Bay Trail Branding needs to include swag

- Maintenance Program
 - Important topic to include in every plan we do, the more we can highlight the need for it, the better for everyone.
 - Options for Adopt-a-trail or volunteers
 - Wadhams to Avoca trail works like a highway clean-up project. There may be a hierarchy between this and adopt-a-trail program.
 - Liability concerns – volunteers should not be doing safety improvements
 - County Parks has stopped using court community service programs – was not routinely reliable
 - SEMCOG launched a project earlier this summer to help evaluate surface and signage
 - ArcGIS online platform – designed mostly for trail managers
 - Need to determine what programs should be taken on the local communities versus a larger entity. This topic will be discussed during the county trail meeting in December.
- Trail Continuity Policies
 - This topic has come up a lot this year
 - Need to provide a place on the trail website where people can go to look at trail detours/closures
 - Would like to see an annual meeting setup with stakeholder communities to address policy issues
 - Regional Trail Board has developed an MOU. Sheri will send language to Norm to add to recommendation. MOU was a recommendation from the Wilson Foundation.
- Bicycle/Trail Friendly Business Program
 - When Zagster rent-a-bike were in use bicycle racks were also located through the city. Nancy going to check to see if bicycle racks were temporary rentals or if they are in storage somewhere.
 - Option for county to purchase bike racks in mass and provide installation. Business owner would just pay for their installation.
 - Tart-Trail offers 5% discount to people on bicycles. May be similar options in St Clair County to offer discounts to cyclists.
 - Need to seek out grants for mass amount of bike racks to get program rolling.
 - Opportunity to incorporate logo into bike racks.

- AAA members are covered on their bike. There may be a sponsorship opportunity with AAA.
- Create a Support Network
 - A lot of these successful programs are managed by Chambers of Commerce. Blue Water Area Chamber had a program with Port Huron businesses a few years ago, but it never really got off the ground.
 - Hotel in Marine City already has bicycles for rent to customers.
- Hire/Appoint Trail Manager/Executive Director/Staff
 - It is a need and is being discussed by the Regional Trails Board.
- Clearly Define Organizational and Financial Structure

Community Recommendations Overview

- Document available to download from website
- Homework: need each community to verify that information is consistent with decisions made during advisory committee and notify TGC of any changes

Signage and Pavement Marking Plan Approach

- Appreciate this approach
- Flexibility to use graphic plan or tie into a GIS system

Other:

- Not quite ready for mile markers
 - Eagle scout candidates looking for project
 - Stencil may be a good project
 - Local walking routes
- Wadhams to Avoca Trail uses mile markers. A center point was chosen, and miles markers went north and south of that point to account for the future trail expansion

- Trail Map
 - All artwork will be handed over at end of project
 - It is recommended that map editing is done by a controlling agency to make sure it is consistent across the county
 - Flexibility to move legend, change text and add photographs
 - Room for sponsors, grant programs and donors
 - Keep simple and add some nice images
 - Include QR code/website link on map is important – will include in next update
- Start and end points of near-term signing plan
 - TGC will focus on Algonac to Lakeside Park for now; other sections are still part of the trail but will not be signed
 - Need Regional Trail Committee to confirm start and end points

Next Steps:

- TGC meeting with St Clair County Public Works and Parks and Rec Staff
- TGC working with Port Huron City and Staff on trail routing
- Develop Signage and Pavement Marking Guides for near-term routes
- Next meeting will be Monday, December 14th from 1:30 pm to 3:00 pm

All meeting materials available on the Project Website: <https://walkbike.info/bridgetobaytrail/>