

A person is running on a path covered in fallen autumn leaves. The runner is wearing a light blue t-shirt, dark shorts, and a cap. The background shows trees with yellow and orange foliage. A semi-transparent grey banner is overlaid on the image, containing the text "6 | PLANNING PROCESS".

6 | PLANNING PROCESS

MASTER PLANS

Concurrent with this update to the system-wide Five-Year Recreation Plan, the Planning Department is in the midst of an aggressive timeline for creating master plans for each of the 13 Metroparks by 2019. Each park has been given a planning window of six months, with overlap between parks. The process for each park is guided by a steering committee including park employees with exceptional knowledge of the park and surrounding community, who, along with the experienced Metroparks department heads, provide their professional opinions.

The Planning Department collects demographic and spatial data to inform master plan recommendations. Demographic data looks at the density, age, mobility, language, and other factors of the regional population. Spatial data, usually analyzed through Geographic Information System software, looks at the physical location of the parks in relation to other recreation opportunities, transportation facilities, population centers, important natural resources, and more. Finally, the Planning Department conducts a review of park conditions to identify areas needing improvement and areas experiencing success.

One of the most important factors in each master plan is public input. At the beginning of each planning process the steering committee identifies organizations and individuals with significant investment in the park for targeted invitations to the public meetings. The committee also develops a strategy for soliciting general participation at those meetings. A general park feedback questionnaire is posted online and advertised by Metroparks social media, stakeholder emails, and flyer distribution. A draft plan is posted online near the end of the planning process for additional public comment, which influences the final Master Plan sent to the Board of Commissioners for approval.

The master plans are intended to be living documents, modified as needed to reflect changing conditions in the parks. However, they focus on park developments over the following ten years, and will be updated every decade through a formal planning process similar to the current one.

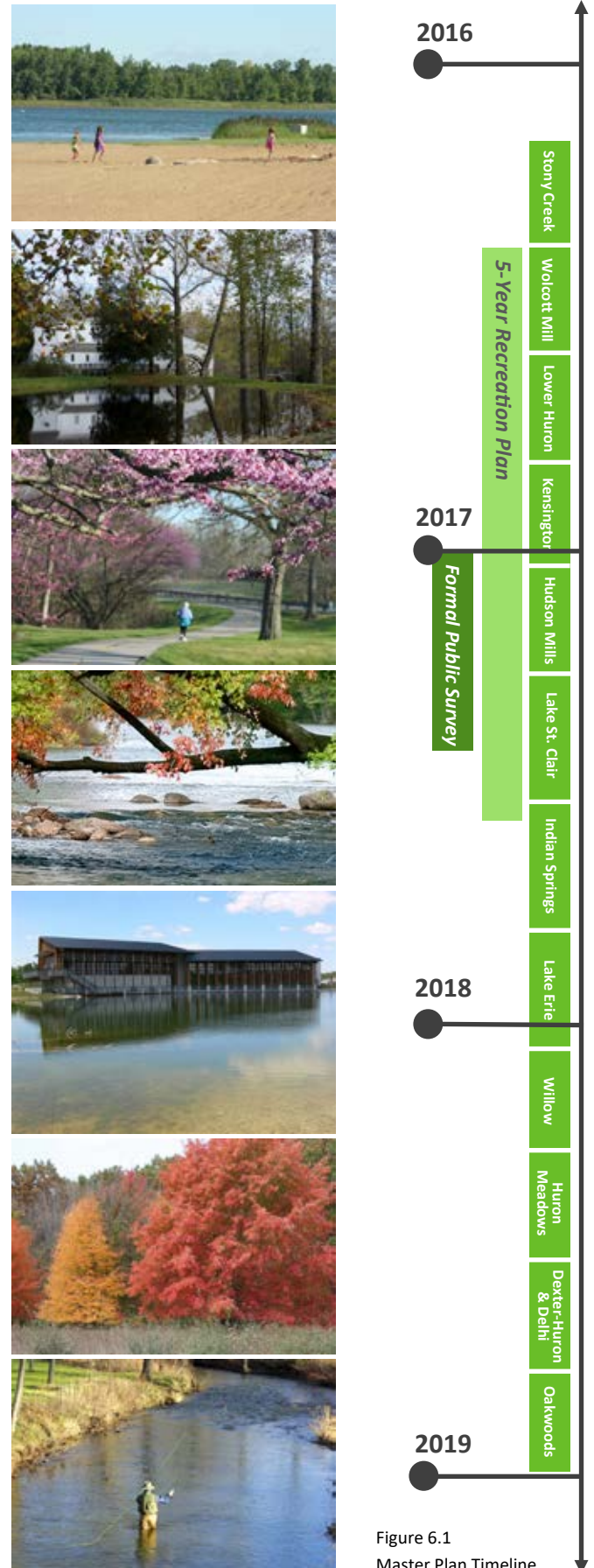


Figure 6.1
Master Plan Timeline

The questionnaire administered during each master planning process provides an easy way for the general public to offer opinions on the park in question. The short form includes the following multiple choice and open-ended questions:

- What is your age?
- In what zip code is your home located?
- Approximately how many times do you visit the park in a year?
- If you are not a frequent visitor to the park, please let us know why.
- In the past year, have you visited any other Metroparks?
- What is your favorite part of the park or activity within the park?
- What can be done to improve your favorite area or facilities for your favorite activity?
- What would make your visit to the park more enjoyable overall?
- Any additional comments?

In addition to the online version, a modified hard copy questionnaire is made available at each public meeting and at park offices for those who prefer to submit their opinions in writing.

Themes that arose from questionnaire respondents are listed below for each park master plan completed to date. Common general themes include:

- Preservation of natural resources, native plants, and undeveloped areas
- Interest in more and improved trails of all types, concern over user conflict on trails and roads
- Desire for greater variety of activities and programming
- Greater access to park amenities for all types of people



Stony Creek

Mountain Biking

- Increased, more varied, more connected mountain biking trails
- Opportunities for all ages and skill levels
- Year-round drinking water access

Access

- Keep parks accessible to all income levels
- Year-round access to all park areas, more events
- More park access points and non-motorized trail connections
- Parking more strategically located near trailheads and launches
- Clearer, better-placed, more universal wayfinding signage
- Annual pass holder lane during peak hours
- Shared pass for Metroparks and DNR
- Better access for older adults and people with disabilities
- Greater diversity of food offered

Trails and Use Conflict

- Greater separation of uses and more enforcement of use restrictions
- Additional dedicated infrastructure for dirt running, skate skiing, rustic trail use, etc.
- Dog park or other designated off-leash areas
- Better maintenance of trails and roads

Health/Safety

- Increased enforcement of speed limits and smoking ban
- More visible security
- Seaweed removal from boating areas
- Increased maintenance and improvement of bathrooms and playgrounds

Water Sports

- Low cost watercraft storage
- Additional and better-maintained launches
- Management of fish populations
- Handicap access to water
- More swimming opportunities, sandy beach

Natural Resources

- Protection of natural areas amid population growth
- Undeveloped areas and passive recreation
- More interpretation
- Invasive species management
- Recycling
- Photographer accommodations and observation areas
- Additional and better maintained picnic areas
- More camping opportunities

Wolcott Mill*Access*

- Better signage on trails
- Trails and/or roads connecting areas of park
- Keep parks accessible to all income levels
- Closer handicapped parking
- Extend hours past 5pm
- Stay open 7 days a week
- Create entrance to Mill off Wolcott Rd

Facilities

- More hiking trails and scenic vistas
- More equestrian trails
- More/improved playgrounds
- Food service area
- Updated restrooms
- More animals
- More picnic areas and shelters
- More benches
- Dog-friendly spaces

Programming

- More fishing opportunities
- More activities for children
- Running and biking opportunities
- More activities in general
- Make disc golf available
- Greater Car Club involvement
- More equestrian activities

Lower Huron*Water*

- Canoe/kayak rental
- Addition of Turtle Cove features
- Vehicle paths to launches
- Addition of kayak launches
- Improved launch signage
- Picnic tables near water
- River clean up

Children

- Addition of new kinds of play areas
- Increased children's activities
- More shade in play area
- Safety and security for children
- Addition of bounce house

General

- Entrance fee
- Website improvement
- Land acquisition

Camp/Picnic

- Improved campground
- Allow picnicking at East Bend
- Reopened group camp
- Vehicle access to picnic shelters
- Barbecue pits

User Experience

- Trees and natural landscapes
- Disability/senior access
- Transportation to park
- Annual pass entrance lane
- Restroom quality/quantity
- Frequency of park patrol
- Road repair and user conflict
- Scenic overlooks

Programming

- Advertisement of activities
- Improve band selection
- Horse and buggy rides
- Increased activity programming
- Choice of caterer

Trails

- Increased trail programming
- Better trail maintenance
- Addition of walking trails
- Addition of biking trails
- Winter trail plowing
- Addition of mountain bike trails
- Improved trail signage
- Improved no dog signage
- Potable water access
- Increased shade and amenities
- Improved nature trails
- Add bike rental
- Allow segways on trails

Golf/Sports

- Addition of sports courts
- Close of golf course
- Improved ice rinks
- Add disc golf course
- Rental fishing poles

Kensington*Access*

- Reduce cost
- Improved path connectivity
- Improved parking at Nature Center, Maple Beach
- Add annual pass entry lane
- Improve ease of access for photographers

Amenities

- Add more drinking fountains, water for horses
- Improve/add bathrooms
- Add benches
- Add vending machines
- Increase food options
- Add more trash cans

Trails

- Add dirt running trails
- Add more hiking trails
- Add mountain and fat tire biking trails
- Add more bike paths

Maintenance

- Improve trail maintenance
- Keep trash cleared
- Remove water obstructions
- Keep bathrooms clean
- Improve disc golf course maintenance
- Improve equestrian trail maintenance
- Improve road pavement

Programming

- Relax geocaching rules
- Publicize activities
- Have older children activities
- Add cross country ski events
- Add more historical events
- Relax insurance requirements for events
- Host native planting, naturalist events

Environment

- Reduce and better time mowing
- Remove invasives and plant natives
- Reduce paving
- Stop culling animals

Facilities

- Expand watercraft rentals
- Improve nature center and increase staffing
- Improve sand on beaches
- Add bike rentals
- Update aged buildings
- Improve canoe campground
- Add public campground
- Add tennis courts

Safety/Signage

- Address trail and road user conflict
- Better enforce speeding and traffic rules
- Provide more signage explaining rules
- Provide better wayfinding signage and trail maps
- Patrol nature trails
- Enforce ban on smoking

Hudson Mills**Trails**

- Plow path to Dexter in winter
- Repave paths
- Reduce user conflicts on trails
- Improve signage and maps
- Provide bike sharing/storage
- Extend paved trails
- Improve restrooms
- Groom and extend ski trails
- Add bike lanes
- No smoking near trails
- Improve Border-to-Border connection
- Add mountain bike trails
- Add bicycle repair station
- Continue to provide safe edges

Golf

- Keep golf course open
- Cut rough lower
- Turn into trails area
- More sand, larger greens
- Design for beginners
- Add benches
- Replace carts
- Convert into urban bike park
- Too much space used for course

Maintenance

- Purchase new equipment
- Add more pet waste receptacles
- Improve road plowing
- Update infrastructure
- Eliminate smoking at facility
- Better enforcement of rules

Amenities

- Improve restrooms
- Add water bottle refill stations
- Enhance picnic areas/shelters
- Add improved and healthier snacks

Environment

- Plant more trees
- Less cutting and mowing
- Protect native plants/wildlife
- Leave areas undeveloped
- Control invasives
- Restore eroded areas
- Reduce impervious surfaces
- Develop volunteer groups
- Protect Huron River
- Protect eastern massasauga

Programming

- Offer archery programs
- More homeschooling programs
- Promote stargazing nights
- Increase nature walks
- More programming for kids
- More concerts and shows
- More races
- Improve interpretive exhibits

River

- Add white water play area
- Add canoe/kayak/tube rental
- Add accessible launch
- Increase parking
- Develop water park using the river

Disc Golf

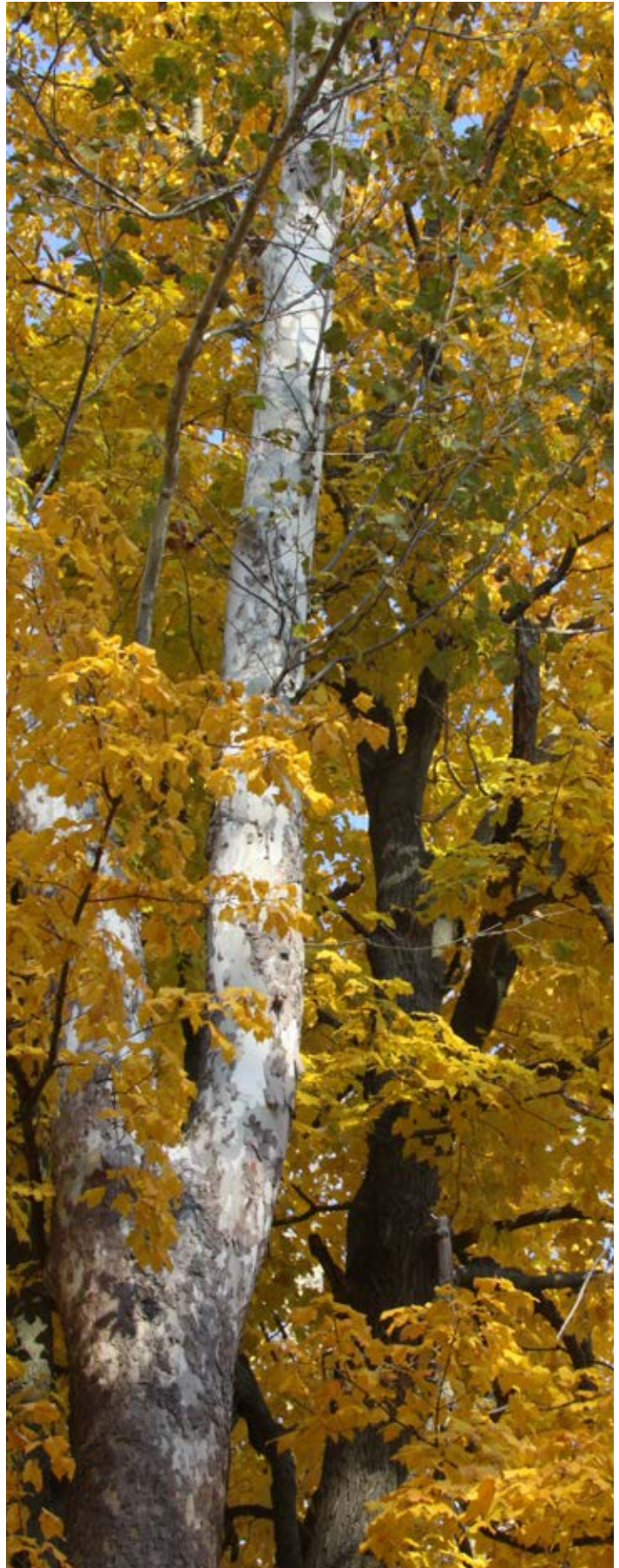
- Offer more variety, larger holes
- Design a more difficult layout
- Maintain course better all seasons
- Improve signage and maps
- Replace baskets (in progress)
- Include options for disabled
- Add benches, restrooms, trash cans
- Lower fees
- Improve runoff situation
- Increase respect for sport
- Clear invasives on course
- Separate course from trails
- Offer more events and leagues
- Offer free disc golf for children

Facilities

- Improve sports fields
- Reopen tennis courts
- Add dog-friendly areas
- Promote park as dark sky area
- Add pickleball courts
- Add a nature center
- Add splash pad instead of a slide
- Add a playground in south of park

Access

- Extend longer park hours
- Reduce pass expense
- Add annual pass vehicle lane
- Add a military discount
- Reduce senior price
- Create a multi vehicle discount for families



Lake St. Clair*Park User Conflicts*

- Consideration for dog park
- Dog rule enforcement on trails and beach
- Eliminate or move basketball courts next to Nature Center and nature trails
- Additional rule signs
- Lower concert noise levels

Environment

- Protection of wildlife and habitat from disturbance
- Increase natural areas
- Restoration of habitat
- Increase biodiversity
- Continue invasive species management
- Clean up lake
- Tree preservation/additional native plantings
- Reduce impervious pavement for water quality

Access

- Provide more birding access areas
- Construct additional trails
- Express entry to park for season pass holders
- Bike rentals for park users
- Kayak/boat rentals for access to waterways
- Improve trail conditions (nature trails)
- Waterfront management (beach area)
- Transportation from parking lot to beach
- Boardwalk needs attention

Amenities

- Explore camping opportunities in park
- Provide better concession menu and experience
- Offer additional drinking fountains
- Improve wayfinding within park
- Continue shoreline improvements
- Consider improvements to Nature Center
- Parking lot improvements
- Add more benches near ponds
- Improved picnic tables
- Incentives to rent picnic shelters
- Trail markers

Programming

- Provide additional activities and special events
- Address interpretive programs targeting teenagers and young adults
- Schedule year round events
- Support park volunteers

RECREATION PLAN

The Five-year Recreation Plan process takes into account not only accepted recreation standards, but the diverse demographics, opportunities, and interests of the broad population the Metroparks serve. Preparation for the plan began in fall 2016, when the planning department worked to consolidate system-wide and regional information. The Demographic Analysis section provides a context for planning efforts, detailing the economic and social landscape of Southeast Michigan. During this time the department also conducted the accessibility analysis on important park facilities to gauge compliance with ADA standards.

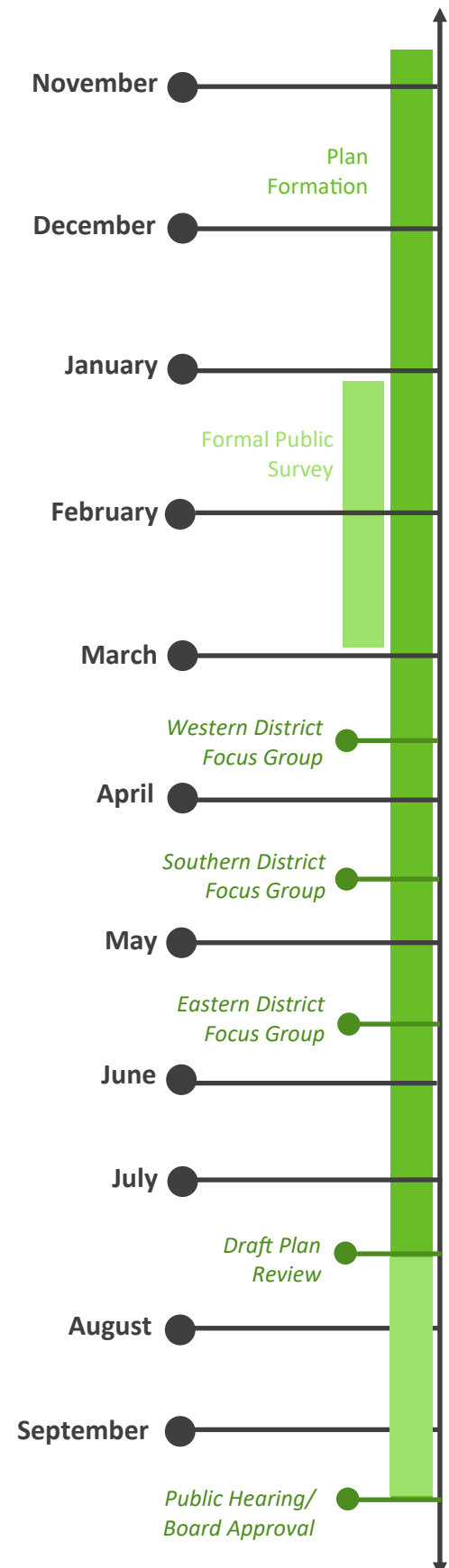
By the end of the year, a comprehensive description of each park, with maps and facility lists, was complete. At the beginning of 2017, the department worked to inventory all major parks in the five-county area and provide location maps. The regional recreation inventory in the preceding chapter identifies other recreational facilities available to residents. An infrastructure analysis was also conducted on Metroparks facilities to determine the overall state of roads, utilities, buildings, and more.

The population of the five-county HCMA service area is approximately 4.4 million people. Given that the Metroparks encompass nearly 25,000 acres, the system meets the NRPA minimum recommendation of five acres of regional park per 1,000 people (see following page). It does not meet the maximum recommendation of 10 acres per 1,000 people, but state parks and large county parks provide additional space serving similar recreation needs in the area.

In 2017, the public outreach process for the Recreation Plan began. The planning department identified municipal leaders and recreational partners whose voices were important to include in district-wide stakeholder meetings. The company selected to conduct a region-wide survey, ETC Institute, sent mailings to a representative sample of Southeast Michigan residents, followed up with phone calls, and provided an online link that HCMA advertised. Results from the meetings and survey were incorporated into the draft document.

The draft plan was posted on the Metroparks website with a notice of availability on July 14, 2017 following a presentation to the Board of Commissioners on July 13, 2017. The public hearing was held on September 14, 2017 followed by the Board approval at the same meeting. The notice, meeting resolution and minutes are found in the appendix.

Figure 6.2 | Recreation Plan Timeline



National Recreation and Parks Association Guidelines for Parks, Recreation, Open Space, and Greenways¹

| Classification | General Description | Location Criteria | Size Criteria | Acres / 1,000 Population |
|--|--|---|--|--------------------------|
| Mini-Park | Used to address limited, isolated or unique recreational needs. | Less than ¼ mile distance in residential setting. | Between 2500 sq. ft. and one acre in size. | 0.25 to 0.5 A |
| Neighborhood Park | Neighborhood park remains the basic unit of the park system and serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation. | ¼- to ½-mile distance and uninterrupted by non-residential roads and other physical barriers. | 5 acres is considered minimum size. 5 to 10 acres is optimal. | 1.0 to 2.0 A |
| School-Park | Depending on circumstances, combining parks with school sites can fulfill the space requirements for other classes of parks, such as neighborhood, community, sports complex and special use. | Determined by location of school district property. | Variable-depends on function. | Variable |
| Community Park | Serves broader purpose than neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces. | Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and ½ to 3 mile distance. | As needed to accommodate desired uses. Usually between 30 and 50 acres. | 5.0 to 8.0 A |
| Large Urban Park | Large urban parks serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. Focus is on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. | Determined by the quality and suitability of the site. Usually serves the entire community. | As needed to accommodate desired uses. Usually a minimum of 50 acres, with 75 or more acres being optimal. | Variable. |
| Natural Resource Areas | Lands set aside for preservation of significant natural resources, remnant landscapes, open space, and visual aesthetics/buffering. | Resource availability and opportunity. | Variable. | Variable. |
| Regional / Metropolitan Park | Land set aside for preservation of natural beauty or environmental significance, recreation use or historic or cultural interest use. | Located to serve several communities within 1 hour driving time. | Optimal size is 200+ acres, but size varies based on accommodating the desired uses. | 5.0 to 10.0 A |
| Greenways | Effectively tie park system components together to form a continuous park environment. | Resource availability and opportunity. | Variable. | Variable. |
| Sports Complex | Consolidates heavily programmed athletic fields and associated facilities to larger and fewer sites strategically located throughout the community. | Strategically located community-wide facilities. | Determined by projected demand. Usually a minimum of 25 acres, with 40 to 80 acres being optimal. | Variable. |
| Special Use | Covers a broad range of parks and recreation facilities oriented toward single- purpose use. | Variable-dependent on specific use. | Variable. | Variable. |
| Private Park/ Recreation Facility | Parks and recreation facilities that are privately owned yet contribute to the public park and recreation system. | Variable-dependent on specific use. | Variable. | Variable. |

¹ MDNR Guidelines for the Development of Community Park, Recreation, Open Space, and Greenway Plans

Public Input

The process of creating the Recreation Plan involved three different methods of public input, designed to reach distinct segments of the population and together form a holistic image of the recreation needs in the Metroparks service area. In addition to these methods, the feedback from individual park master plans was taken into account.

Stakeholder Meetings

Supplemental stakeholder meetings were held to ensure that the voices of those user groups and partners already invested in and contributing to the Metroparks would be heard, in addition to the representative sample of the region.

One meeting was held for each of the three Districts of HCMA management: Eastern, Western, and Southern. Representatives from all municipalities and counties surrounding the parks were invited. Other participants were chosen based on their organization's role in maintaining or programming some recreational element within the Metroparks, with the intent to keep the groups small and manageable.

Attendees at the stakeholder meetings expressed a desire to work more closely with the Metroparks in the future. They saw trails, open space, and green infrastructure as priorities in their communities or organizations and identified ways in which the Metroparks could assist them in meeting growing recreation needs.

Organizations whose representatives attended the stakeholder meetings or provided their input include:

- Michigan DNR
- Washtenaw County Parks
- Milford Township
- Motor City Mountain Biking Association
- Brighton Township
- SEMCOG
- Van Buren Township
- Clinton River Area Mountain Bike Association
- Harrison Township
- Washington Township

Attendees at the **Western District stakeholder meeting** listed trails, canoeing and kayaking, and nature observation as popular recreation activities for their constituents, with connectivity as a key component. A few municipal representatives expected increased residential growth in

their communities, leading to increased demand as well as need for greater accessibility. Partnership with the Metroparks was seen as valuable for Huron River access and enhanced trail systems, and participants generally expressed a desire for more extensive collaboration.

Attendees at the **Southern District stakeholder meeting** were also very interested in trail connections and coordination among park agencies. They further noted the importance of water facilities such as Turtle Cove to their residents. Municipalities expect to see residential growth in the areas near the Metroparks, and emphasized the desire for close relationships with Metroparks to meet recreational needs.

Attendees at the **Eastern District stakeholder meeting** provided input on partnerships with surrounding communities and businesses for new development and additional revenue sources in the parks. Specifically, creative collaboration on initiatives for trails, signage opportunities, and emergency facilities were suggested to foster creative long term solutions for both Metroparks and community needs.

Public Review and Public Hearing

The draft Recreation Plan was posted to the Metroparks website planning page along with hard copies made available at each of the 13 Metroparks for public review and comment. A summary of the public comments received during the public review can be found in the appendix. The public hearing on the Draft Recreation Plan document was held at the regular monthly Board of Commissioners meeting on September 14, 2017. It was advertised on the Huron-Clinton Metroparks website home page, event page, and planning page, as well as in an email to stakeholders and a notice in local newspapers (see appendix).

Representative Regional Survey

The Metroparks worked with a consultant to conduct a formal survey targeting a representative sample of the Southeast Michigan community. It was geared toward both individuals who currently use the parks, and those who do not use the parks but may have unmet recreational needs. The consultant utilized advanced statistical methods to ensure that underrepresented groups were reached, and offered survey participation in Spanish, Arabic, and other languages.

Results from this survey can be found below and on the following pages. This summary was prepared by the consultant who conducted the survey, ETC Institute. A copy of the survey instrument can be found in the appendix.

Survey Results Summary

Prepared by ETC Institute

Park, Facility, and Trail Use

Eighty percent (80%) of households surveyed indicated they had visited parks and facilities operated by Huron-Clinton Metroparks during the past year. Of those who have visited a park or facility during the past year 21% have made one or two visits, 21% have made three to six visits, and 39% have made six or more visits during the past year.

A majority of respondents (60%) who indicated they had visited a park or facility operated by Huron-Clinton Metroparks purchased an annual permit, 26% purchased a daily permit, and 14% either did not remember the type of permit purchased or did not purchase a vehicle permit.

Respondents were asked to indicate all of the parks and facilities members of their household have visited during the past year. The most visited facilities were: Kensington Metropark (58%) followed by Stony Creek Metropark (32%), Kensington Nature Center (26%), and Hudson Mills Metropark (23%). Based on the sum of respondents' top four choices, the three facilities respondents use most often were: Kensington Metropark (40%), Stony Creek Metropark (20%), and Hudson Mills Metropark (13%).

Prior to receiving this survey 60% of respondents were aware of the difference between the Huron-Clinton Metroparks system and other park systems operated by the State of Michigan, counties, and cities in Southeast Michigan.

Fifty-eight percent (58%) of respondents indicated their household has used trails operated by Huron-Clinton Metroparks during the past year. Of those who indicated they had used the trails 77% walked on nature trails, 69% walked on paved trails, 50% cycled on paved trails, and 38% hiked on rustic trails.

Forty-seven percent (47%) of respondents indicated they learn about Huron-Clinton Metroparks facilities, programs, and services from friends and neighbors or the Metroparks website.

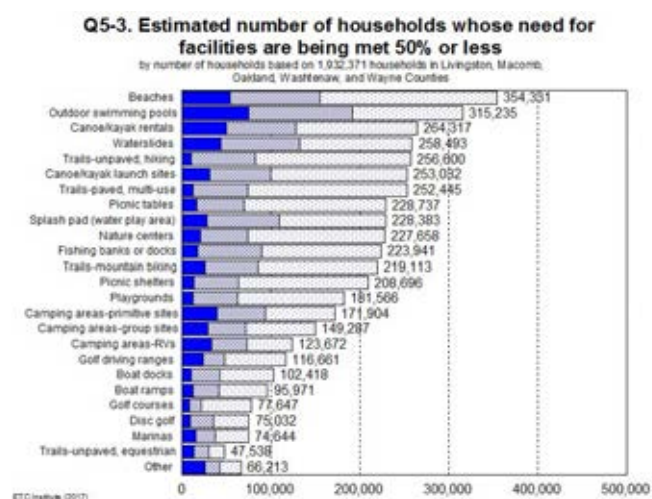
Barriers to Park, Facility, and Program Usage

Respondents were asked from a list of 20 potential reasons to identify what prevents them from using outdoor parks, indoor recreation centers, and programs offered by Huron-Clinton Metroparks more often. The top four reasons selected were: not knowing what is being offered (46%), no time to visit parks (29%), locations are not convenient (28%), and not knowing the locations of facilities (22%).

Facility Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 24 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

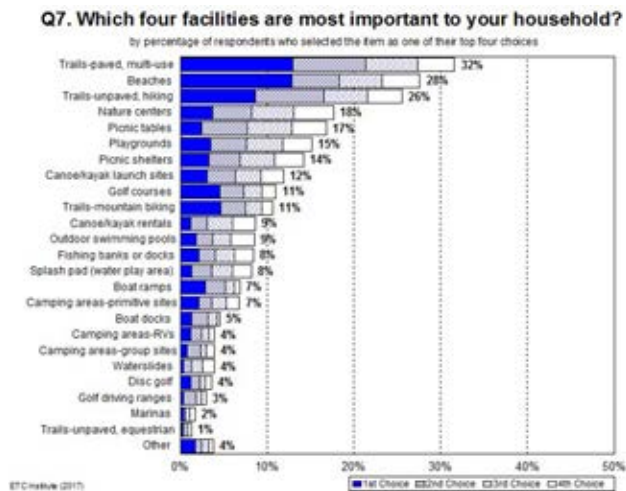
The three recreation facilities with the highest percentage of households that indicated a need for the facility were: trails-paved, multi-use (57%), picnic tables (56%), and beaches (55%). When ETC Institute analyzed the needs in the community, four facilities had a need that affected more than



1,000,000 households: trails-paved, multi-use; picnic tables; beaches; and nature centers.

ETC Institute estimates a total of 354,331 of the 1,932,371 households in the Huron-Clinton Metroparks five-county region have unmet needs for beaches.

Facility Importance and Use: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the three most important facilities to residents were: trails-paved, multi-use



(32%), beaches (28%), and trails-unpaved, hiking (26%). Based on the sum of respondents' top four choices, the three most used facilities include: trails-paved, multi-use (31%), beaches (25%), and trails-unpaved, hiking (24%).

Priorities for Facility Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility.

Based the Priority Investment Rating (PIR), the following three facilities were rated as high priorities for investment:

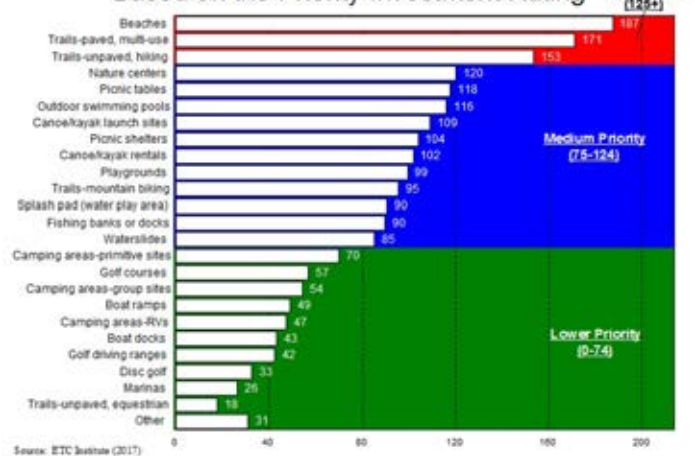
- Beaches (PIR=187)
- Trails-paved, multi-use (PIR=171)
- Trails-unpaved, hiking (PIR=153)

Programming Needs and Priorities

Programming Needs: Respondents were also asked to identify if their household had a need for 22 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had "unmet" needs for each program.

The three programs with the highest percentage of households that had needs were: a farmers market (42%), concerts (41%), and bird/wildlife watching programs (30%). In addition to having the highest total need, the top two programs also have the highest unmet need among the 22

Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



programming-related areas that were assessed. ETC Institute estimates a total of 451,897 households have unmet needs for concerts and 446,950 households have unmet needs for a farmers market.

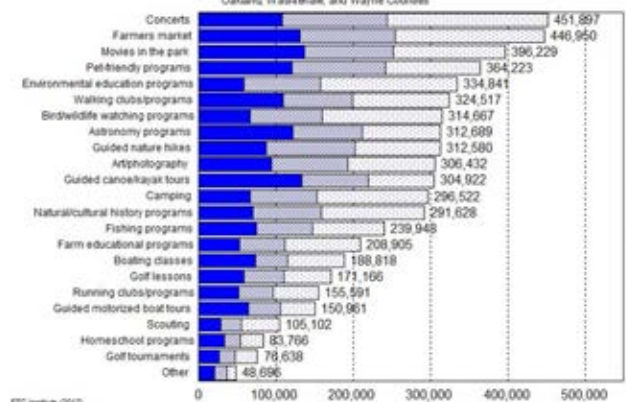
Program Importance and Use: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents' top four choices, the three most important programs to residents were: a farmers market (22%), concerts (19%), and bird/wildlife watching programs (13%). Based on the sum of respondents' top four choices, the three most used facilities include: farmers market (15%), concerts (14%), and bird/wildlife watching programs (10%).

Priorities for Programming Investments: Based the priority investment rating (PIR), the following six programs were rated as "high priorities" for investment:

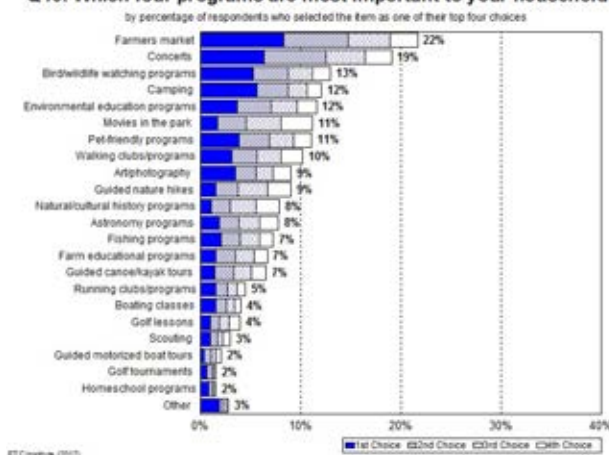
- Farmers market (PIR=199)
- Concerts (PIR=188)

Q8-3. Estimated number of households whose need for programs are being met 50% or less

by number of households based on 1,832,371 households in Livingston, Macomb, Oakland, Washtenaw, and Wayne Counties



Q10. Which four programs are most important to your household?



- Movies in the park (PIR=139)
- Pet-friendly programs (PIR=132)
- Bird/wildlife watching programs (PIR=130)
- Environmental education programs (PIR=128)

Trends

ETC Institute utilized the 2012 Huron-Clinton Metroparks telephone survey to compare the use of Metropark facilities to the 2017 survey results. For the 2017 and 2012 results, Visitors were defined as those who indicated they had visited a Metropark facility during the past year, and Non-Visitors were those who had not visited any Metropark facilities during the past year.

The number of respondents who visited any of the parks and facilities operated by Huron-Clinton Metroparks more than six times during the past year increased 18% (21% in 2012 vs. 39% in 2017). There was a minimal decrease in the number of respondents who visited parks and facilities between three

and six times (25% in 2012 vs. 21% in 2017). There was a 4% decrease from 2012 in the number of respondents who did not visit any parks and facilities operated by Huron-Clinton Metroparks during the past year.

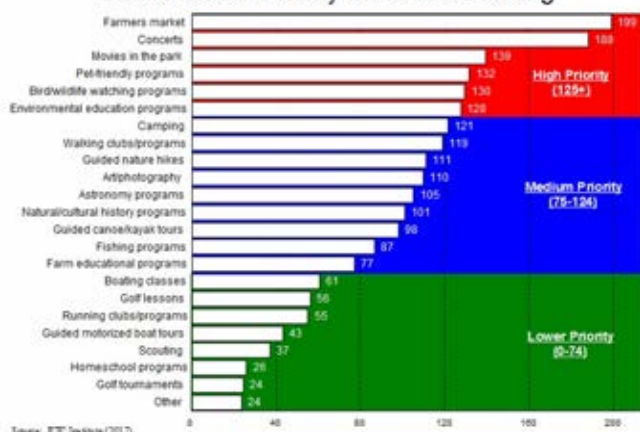
There was a small increase (3%) in the number of respondents who visited trails operated by Huron-Clinton Metroparks during the past year. In 2012 3% of those who visited trails indicated they run on paved trails operated by Huron-Clinton Metropark, and in 2017 22% of respondents indicated they run on paved trails, constituting a 19% increase. There was a 25% decrease in the number of respondents who indicated they hike on rustic trails (63% in 2012 vs. 38% in 2017).

In 2012 the number one reason that prevented respondents from using parks and facilities operated by Huron-Clinton Metroparks more often was time (18%). Although the number of respondents who indicated time was the reason they do not use parks and facilities more often increased to 31% in 2017, 32% of respondents indicated the location is not

Trends 2012 v. 2017 Survey

| | 2017 | 2012 | Difference |
|---|------|------|------------|
| Number of times respondents visited parks and facilities operated by Huron-Clinton Metroparks during the past year | | | |
| 6+ Times | 39% | 21% | 18% |
| 3-5 Times | 21% | 25% | -4% |
| Percentage of respondents who did not visit parks and facilities operated by Huron-Clinton Metroparks during the past year | | | |
| Non-Visitors | 20% | 24% | -4% |
| Percentage of respondents who visited trails operated by Huron-Clinton Metroparks during the past year | | | |
| Visitors | 70% | 67% | 3% |
| Activities respondents participated in on trails operated by Huron-Clinton Metroparks during the past year (Visitors Only) | | | |
| Run paved trails | 22% | 3% | 19% |
| Cycle on paved trails | 50% | 50% | 0% |
| Horseback riding | 2% | 9% | -7% |
| Cycle on mountain bike trails | 21% | 31% | -10% |
| Walk/run dog on paved trails | 26% | 37% | -11% |
| Cycle on roadways | 18% | 29% | -11% |
| Walk paved trails | 70% | 82% | -12% |
| Walk nature trails | 77% | 90% | -13% |
| In-line skate on paved trails | 7% | 22% | -15% |
| Hike on rustic trails | 38% | 63% | -25% |
| Reasons that prevent respondents from using parks and facilities operated by Huron-Clinton Metroparks more often (Non-Visitors Only) | | | |
| Location not convenient | 32% | 14% | 18% |
| Time | 31% | 18% | 13% |
| Cost | 13% | 4% | 9% |
| Don't visit parks of any kind | 14% | 9% | 5% |
| Transportation | 9% | 8% | 1% |
| Use other parks or recreation facilities | 7% | 7% | 0% |
| Not interested in Metroparks activities/amenities | 13% | 13% | 0% |

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



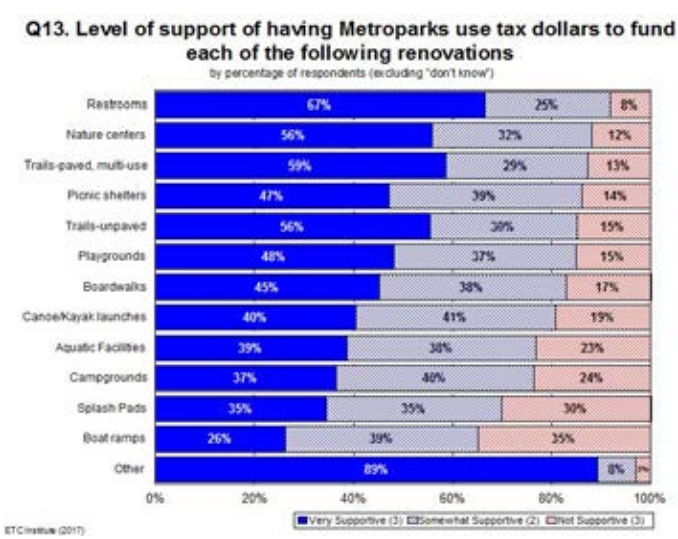
convenient. There was an 18% increase, from 14% in 2012, in the number of respondents who indicated the location of parks and facilities were not convenient.

Conclusions and Recommendations

When analyzing the programs offered by the Huron-Clinton Metroparks, the same two items were the most important to respondent’s households and had the highest level of unmet need. Focusing on adding concerts and farmers markets would provide the greatest benefit for the largest number of residents within the region. Huron-Clinton Metroparks could also ensure they are reaching the greatest number of households in the region by focusing resources on beaches. Over 1 million households have a need for beaches in the region, of those who have a need an estimated 354,000 households have an unmet need, and 28% of respondents indicated this was the most important facility to their household.

Respondents were given a list of 12 different facilities and were asked to indicate how supportive they would be of the Metroparks using their tax dollars to fund renovations for each. Based on the sum of very supportive and somewhat supportive responses the three facilities that received the highest levels of support are: restrooms (92%), nature centers (88%), and trails-paved, multiuse (87%).

In order to ensure that the Huron-Clinton Metroparks continue to meet the needs and expectations of the community, ETC Institute recommends that they sustain and/or improve the



performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed.

Facility Priorities

- Beaches (PIR=187)
- Trails-paved, multi-use (PIR=171)
- Trails-unpaved, hiking (PIR=153)

Programming Priorities

- Farmers market (PIR=199)
- Concerts (PIR=188)
- Movies in the park (PIR=139)
- Pet-friendly programs (PIR=132)
- Bird/wildlife watching programs (PIR=130)
- Environmental education programs (PIR=128)



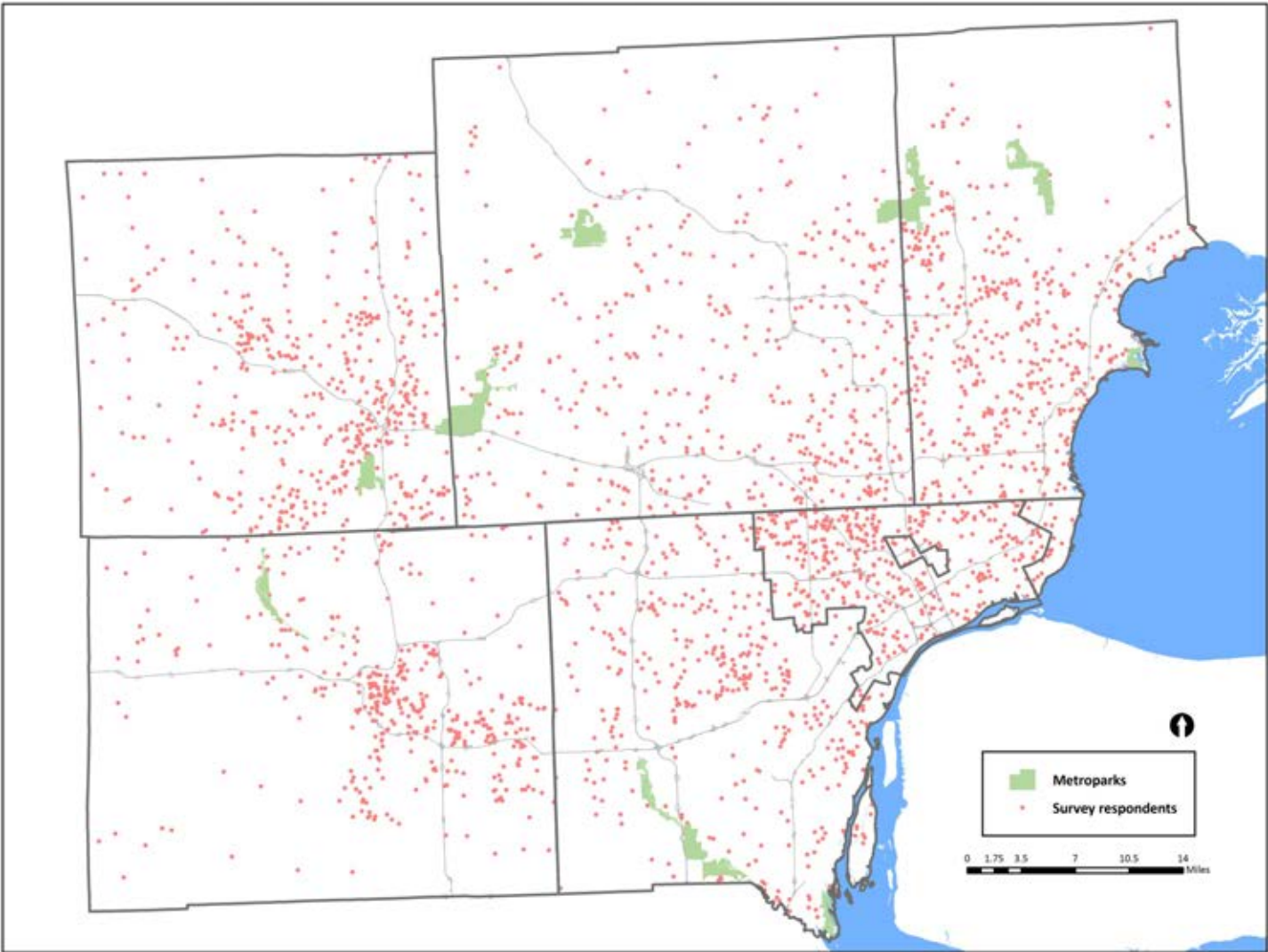


Figure 6.3 | Survey Respondent Map | Sources: MiGDL, ETC Institute