



# **MICHIGAN TRAILS & GREENWAYS ALLIANCE**

The voice of non-motorized trails users in Michigan.



# Introduction

## MTGA & OUR USERS

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### MTGA

Michigan Trails and Greenways Alliance is a 501c3 nonprofit organization.

### MISSION

Michigan Trails and Greenways Alliance is the statewide voice for non-motorized trail users, helping people build, connect and promote trails for a healthier and more prosperous Michigan.

### VISION

An active outdoor lifestyle in Michigan.

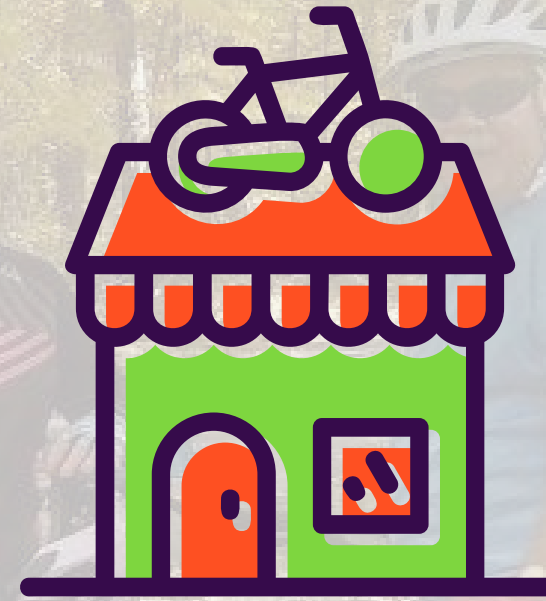
# Membership Organization



- Individuals
- Advocates



- Families
- Friends Groups



- Businesses
- Trail Orgs



- City/Twp./County
- CVBs





**PADDLERS**



**BIKERS**



**RIDERS**



**HIKERS**



**RUNNERS &  
WALKERS**



**SKIERS**

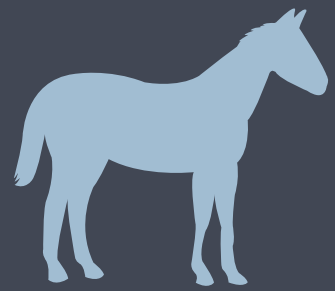


# **MTGA is a full-service, trail resource center that leverages experience and relationships to create efficiencies that deliver a world-class trail experience for all.**

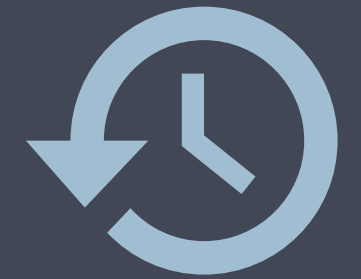
- Who/what comes to us, and with what challenges:
  - Government, communities, advocates, and trail users come to us when:
- They need to amplify their voice with decision makers
  - Advocacy
- They need representation for all non-motorized users
  - Serving as mediator between user groups
- Lack capacity to take their project to the next level
  - Need resource support
  - Referral network
  - Trail Tourism
- What trails? Where? And How?
  - Official project support
  - Raising project awareness
  - Funding opportunities







# TRAILS IN MICHIGAN



■ **13,000 MILES**

state-designated trails and pathways in our state

■ **44**

water trails in 3,000+ miles of waterways

■ **1,375 MILES**

Rail Trails

■ **4**

and growing...historically significant Heritage Trails



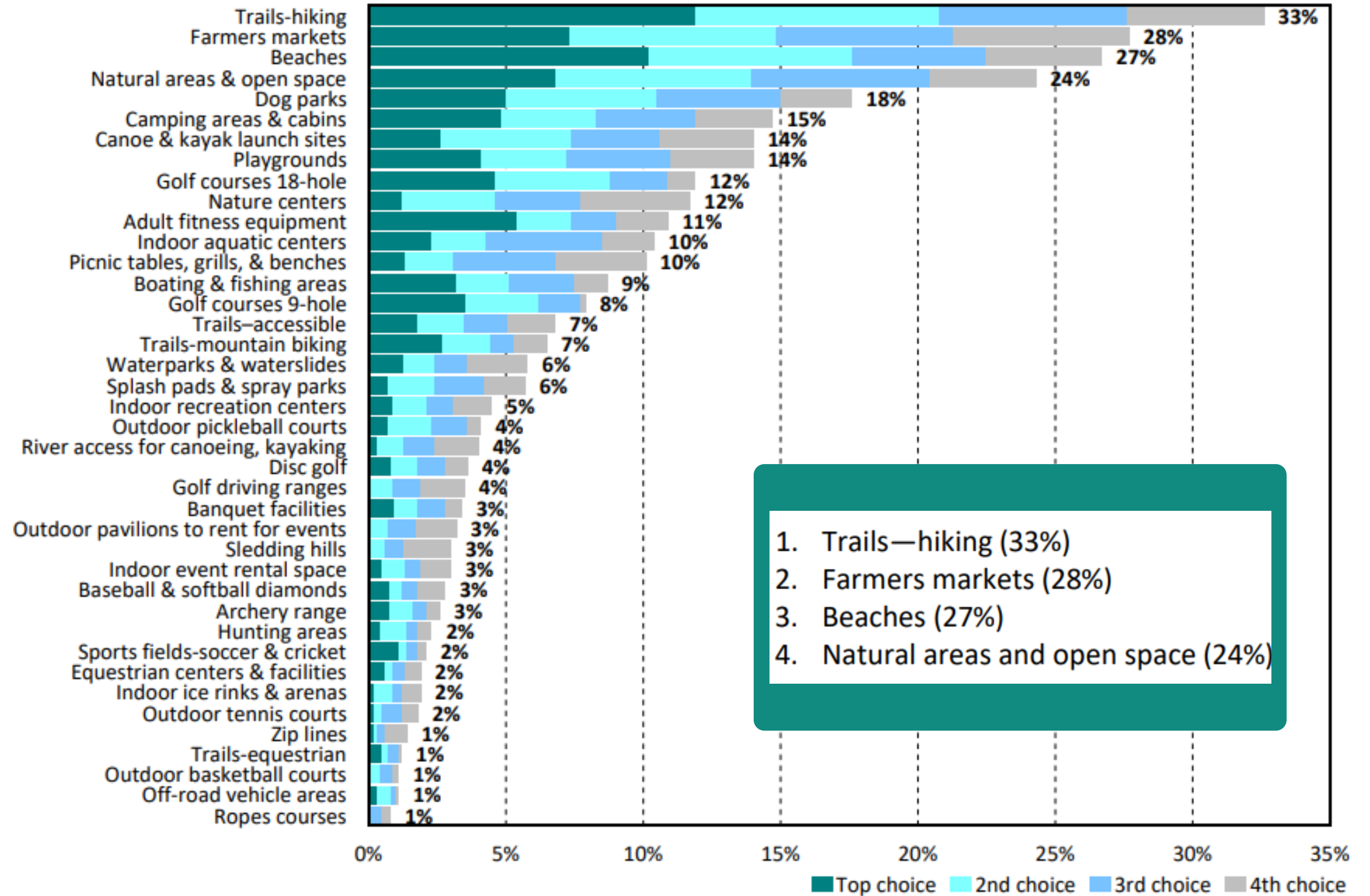


# PEOPLE WANT TRAILS!



## Q5. Parks and Recreation Facilities Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



1. Trails—hiking (33%)
2. Farmers markets (28%)
3. Beaches (27%)
4. Natural areas and open space (24%)



# The Value of a Trail

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location, length, and route, including its proximity and connectivity to community assets, like business districts, cultural amenities, and unique natural features

(Public Sector Consultants, 2019 study)



# Master Plan for Trails

- Berrien County
- St. Clair County



"Why should we fund trails when our roads are crumbling?"

## EXECUTIVE SUMMARY

The Berrien County Trails Master Plan will guide the future development of the active recreation and transportation network. The proposed routes will connect significantly more residents and destinations to this network by increasing the mileage of infrastructure by 372 miles. This network will provide new transportation and recreation options for residents and visitors and become an asset for Berrien County and the region.

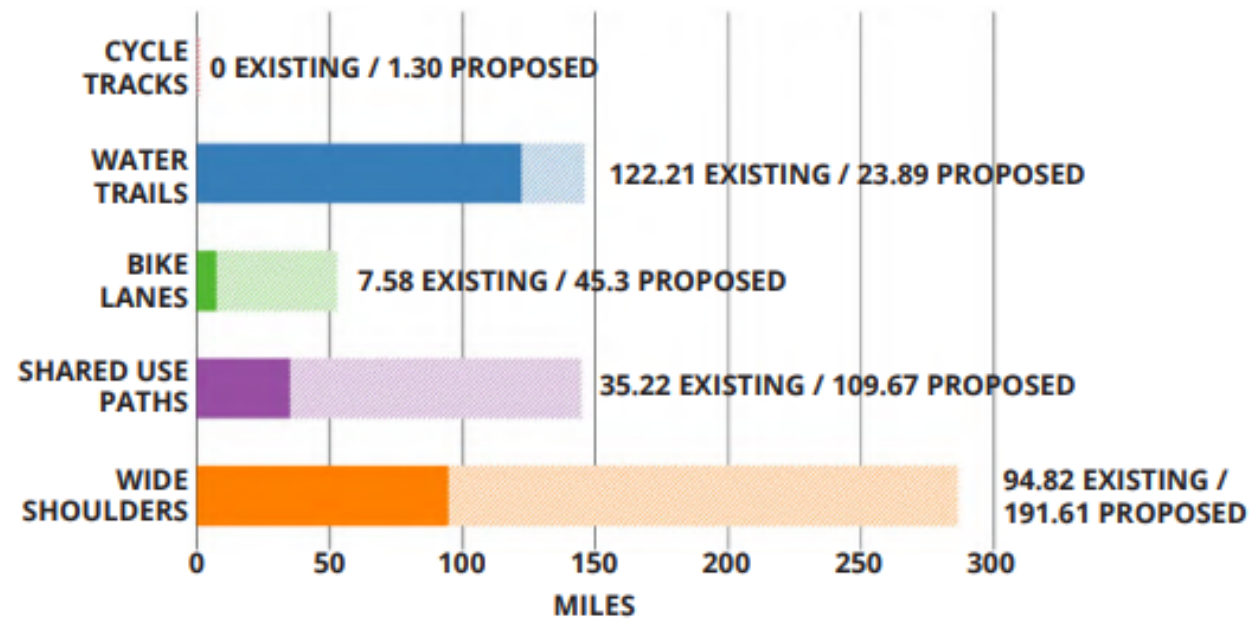
**71,235**

POPULATION WITHIN A 5 MIN WALK TO THE EXISTING NETWORK\*  
\* 82,413 including water trails

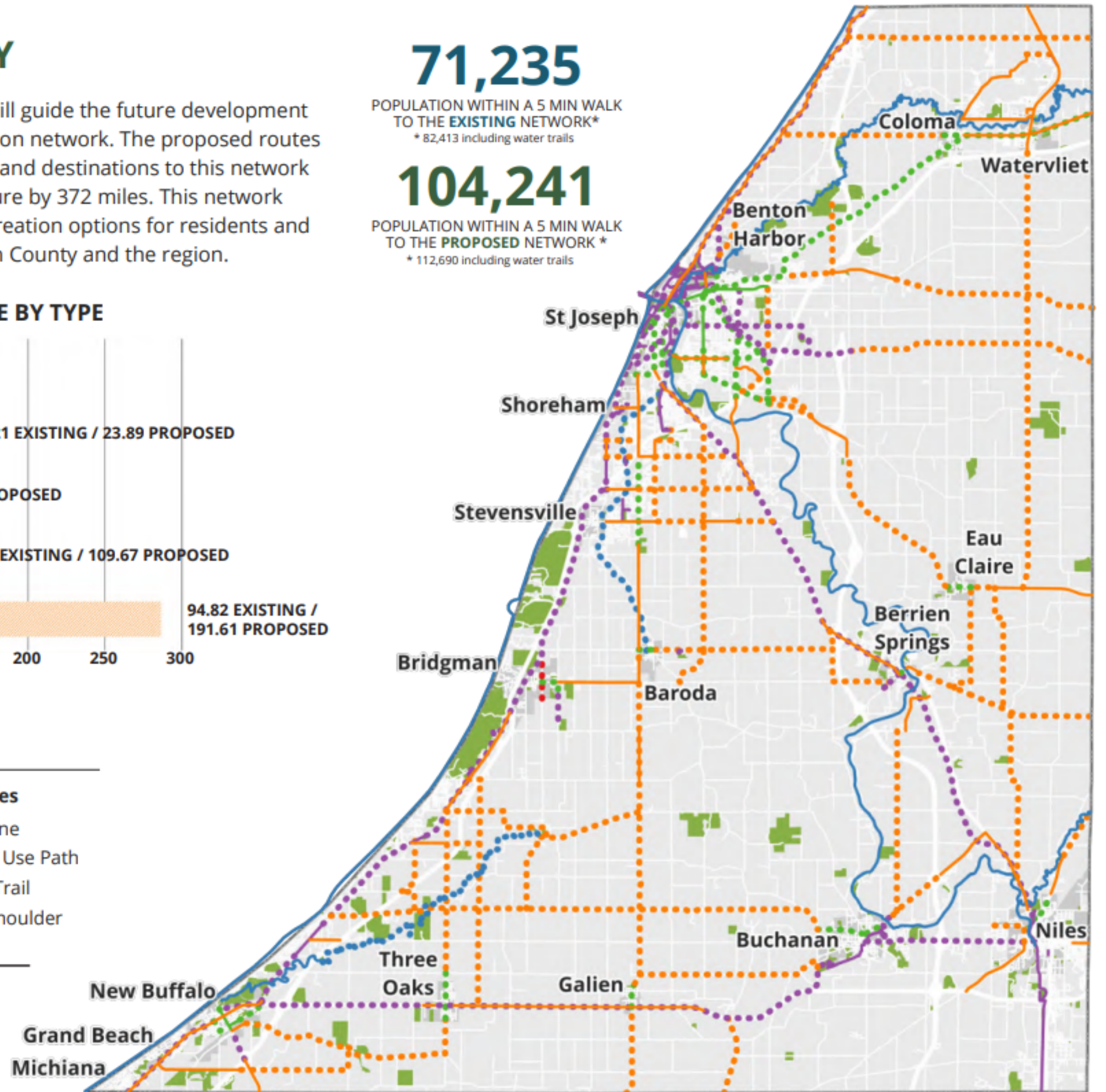
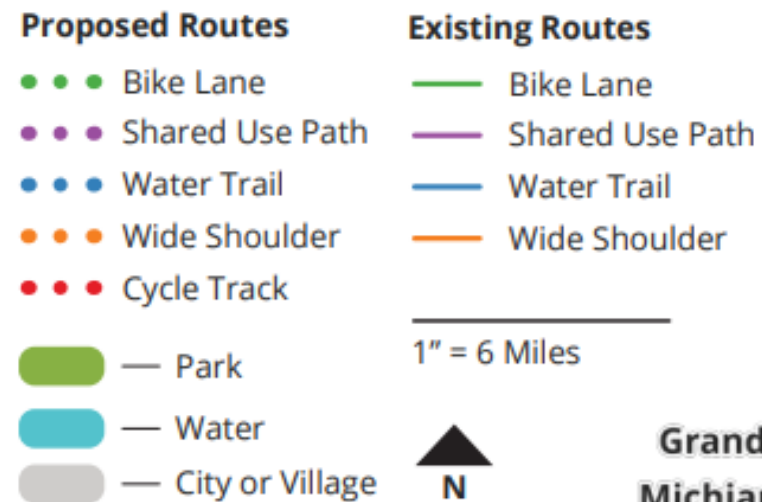
**104,241**

POPULATION WITHIN A 5 MIN WALK TO THE PROPOSED NETWORK\*  
\* 112,690 including water trails

### EXISTING AND PROPOSED MILEAGE BY TYPE



### LEGEND





## MICHIGANDERS

- Outdoor People
- Great Lakes State
- "Up North"

## QUALITY OF LIFE

- Physical Health
- Mental Health
- Access to Nature/Outdoors

## ECONOMIC DEVELOPMENT

- Tourism
- Talent Attraction & Retention
- Walkable/Bikeable Communities
- Property Value Increase

## ENVIRONMENT

- Gateway to the Outdoors
- Stewards
- Carbon Reduction
- Climate Conscious

more and better  
**TRAILS**  
for Michigan



**michigan**  
trails



# COMMUNITY IMPACT

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## INCREASED TOURIST ACTIVITY

### TC's Vasa Pathway

- 13,000 people from outside the region
- contributing \$2.6 million to local economy

## BUSINESS CREATION & EXPANSION

### GAP Trail, PA

- rentals - daily in city to multi day along trail
- hotel specific for trail users

## WORKFORCE DEVELOPMENT GOALS

### Razorback Greenway

- trails and greenways are part of workforce attraction
- transportation alternative



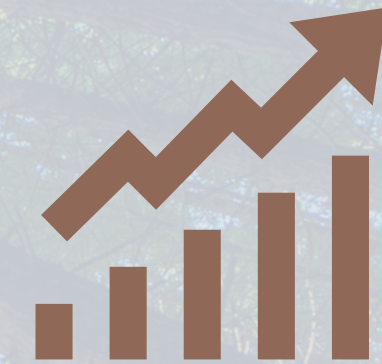
# Outdoor Recreation Economy - Michigan



63% of Michiganders  
Participate in Outdoor Rec.



26.6 Billion in Consumer  
Spending



232,000 Direct Jobs



**What's Next?**





# How you can help.

1. Support & Promote Trails
2. Zoom out, think BIG
3. Share your expertise
4. Collaborate
5. Engage. Become a member







# Questions?

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