Southeast Michigan Council of Governments

Developing Regional Solutions

SEMCOG
Southeast Michigan Council of Governments
Tools for Regional Parks and Recreation Planning and Implementation

AMPO Webinar
October 3, 2019

Tyler Klifman, Economic and Community Vitality Planner
Chad Misiuk, Data Analysis Planner
I. Regional planning context

II. Overview of planning tools
   – Southeast Michigan ParkFinder® and Trail Explorer demonstration

III. How were these developed?
   – Technical guidance

IV. How are they being used?
   – Planning and implementation

V. Q & A
I. Regional Planning Context
Regional Planning Context

Total Population: 4,727,536
Southeast Michigan has...

- 93 cities
- 24 villages
- 115 townships
- 7 counties
- 18 regional & international airports
- 20 watersheds
- Over 25,000 miles of public roads
- More than 2,900 bridges
- 115 townships
- 49 post-secondary educational institutions
- 8 international border crossings
- 49 post-secondary educational institutions
- 4 post-secondary educational institutions
Southeast Michigan has...

<table>
<thead>
<tr>
<th></th>
<th>Local Agencies</th>
<th>Counties</th>
<th>HCMA</th>
<th>State of Michigan</th>
<th>Federal Agencies</th>
<th>Private Entities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Properties</td>
<td>1,847</td>
<td>109</td>
<td>13</td>
<td>65</td>
<td>5</td>
<td>262</td>
</tr>
<tr>
<td>Acres</td>
<td>39,063</td>
<td>18,620</td>
<td>24,099</td>
<td>90,232</td>
<td>3,116</td>
<td>38,870</td>
</tr>
</tbody>
</table>
The people of Southeast Michigan benefit from a connected, thriving region of small towns, dynamic urban centers, active waterfronts, diverse neighborhoods, premiere educational institutions, and abundant agricultural, recreational, and natural areas.
Parks and Recreation Planning in Southeast Michigan

**SEMCOG Assistance**

- **Planning Coordination**
  - Aligning local plans with regional policies

- **Funding Support**
  - Guiding projects through grant applications

- **Data Sharing**
  - Mapping and analysis related to parks, accessibility, bike and pedestrian facilities, green infrastructure, etc.
Regional Parks and Recreation Planning
Regional Parks and Recreation Planning

Quantity

Accessibility
II. Southeast Michigan ParkFinder® and Trail Explorer
Rich with history and natural beauty, Belle Isle Park is a Detroit gem and became Michigan's 102nd State Park in 2014 as part of a lease agreement with the City of Detroit. This 985-acre island park is situated on the Detroit River between the United States and Canada. Home to a variety of attractions, including an aquarium, conservatory, and the James Scott Memorial Fountain, this park provides a wide assortment of educational and recreational opportunities.
Southeast Michigan ParkFinder

2,657 parks meet these criteria:

Filter Amenities by:
- Trails & Fitness
- Water Recreation
- Winter Recreation
- Sports & Games
- Outdoor Recreation
- Amenities & Facilities
Southeast Michigan Trail Explorer
Southeast Michigan Trail Explorer
Southeast Michigan Trail Explorer
Southeast Michigan Trail Explorer
Southeast Michigan Trail Explorer
Project Timelines

- **Fall 2016**: Engaged stakeholders
- **Winter 2017**: Collected amenity data
- **Spring 2017**: Launched web map
- **Summer 2017**: Promoted to members
- **Spring 2018**: Launched mobile app
- **Summer 2018**: Promoted to public
- **Summer 2018**: Collected 360 imagery
- **Fall 2018**: Launched Trail Explorer
- **Winter 2018**: Integrated imagery with ParkFinder
III. How were these developed?
## Data Structure

<table>
<thead>
<tr>
<th>objectid</th>
<th>name</th>
<th>type</th>
<th>AMPHITHEATER</th>
<th>BALLFIELDS</th>
<th>BASKETBALL_COURTS</th>
<th>BEACH</th>
<th>BMX_AREA</th>
<th>BOATING</th>
<th>CAMPING</th>
<th>COMMUNITY_RECREATION_CENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cody Park</td>
<td>4</td>
<td>N</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>
Platform

Getting Started

The simplest way to use a visualization created in CARTO on an external site is as follows:

```html
1 <link rel="stylesheet" href="http://libs.cartocdn.com/cartodb.js/v3.15/themes/css/cartodb.css" />
2 ...
3 <div id="map"></div>
4 ...
5 <script src="http://libs.cartocdn.com/cartodb.js/v3.15/cartodb.js"></script>
6 <script>
7 // get the viz.json url from the CARTO Editor
8 // - click on visualize
9 // - create new visualization
10 // - make visualization public
11 // - click on publish
12 // - go to API tab
13 ...
14 window.onload = function() {
15 cartodb.createViz('map', 'http://documentation.carto.com/api/v2/viz/7b13c966-471c-11e2-8a6b-5404a5a83f55/v1.json');
16 }
17 </script>
```

Here is the complete example source code.
TrailExplorer → ParkFinder

Main components
- Trail lines
- Terrain 360 API
- Tooltip
- Trail viewer
Southeast Michigan ParkFinder – THE APP
Southeast Michigan ParkFinder Google Analytics

```javascript
(function (i, s, o, g, r, a, m) {
    if('GoogleAnalyticsObject') = r;
    i[r] = i[r] || function () {
        (i[r].q = i[r].q || []).push(arguments)
    }, i[r].l = 1 * new Date();
    a = s.createElement(o),
    m = s.getElementsByTagName(o)[0];
    a.async = 1;
    a.src = g;
    m.parentNode.insertBefore(a, m)
})(window, document, 'script', '//www.google-analytics.com/analytics.js', 'ga');

ga('create', 'UA-XXXXX', 'auto');
ga('send', 'pageview');
</script>

ga('send', 'event', 'communities', this.value);
```

- **Top Amenities**
  - Total Selections
  - Hiking Nature Trails: 105
  - Walking Biking Trails Paved: 89
  - Play Area: 51
  - Restrooms: 46
  - Beach: 39
  - Kayaking Canoeing: 33
  - Picnic Shelter: 32
  - Water Park Sray Park: 32
  - Mountain Biking Trailing: 30

- **Application Downloads**
  - 1,900 Total App Downloads
    (1100 iOS App Store, 800 Google Play Store)

- **Page views**
  - 1,800 Page views on the website in first quarter of this year
IV. How are these tools being used?
Parks and Recreation Plan for Southeast Michigan

I. Southeast Michigan’s Parks and Recreation System

II. Southeast Michigan Park Facts

III. Regional Policies and Actions for Implementation
Parks and Recreation Plan for Southeast Michigan

**Trails**
- Biking, Running, Hiking, Cross-Country Skiing, Paddling, Mountain Biking

**Community Assets**
- Playgrounds, Picnic Areas, Dog Parks, Fitness Equipment, Winter Activities

**Natural Destinations**
- Wildlife Watching, Nature Preserves, Fishing Areas, Camping, Hiking Paths

**Water Recreation Activities**
- Paddling Launches and Water Trails, Beaches, Boat Launches, Swimming Pools, Splash Pads, Water Parks
Parks and Recreation Plan for Southeast Michigan

10-minute Access
- Walking
- Biking
- Driving

Fixed-Route Transit Access
- 10-minute trip
- 30-minute trip
- 60-minute trip
Access to Playgrounds
Households with Children

10-minute Access
- Walking
- Biking
- Driving

Parks and Recreation Plan for Southeast Michigan
**Regional Policy:**

*Raise awareness* among residents and visitors about recreation and tourism opportunities

**Implementation:** *Promotional Resources*
**REGIONAL POLICY:**

**Raise awareness** among residents and visitors about recreation and tourism opportunities

**Implementation:** *Promotional Resources*
REGIONAL POLICY: Raise awareness among residents and visitors about recreation and tourism opportunities

Implementation: Promotional Resources
Resource links

semcog.org/ParkFinder

semcog.org/parks-and-recreation

semcog.org/TrailExplorer

maps-semcog.opendata.arcgis.com
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