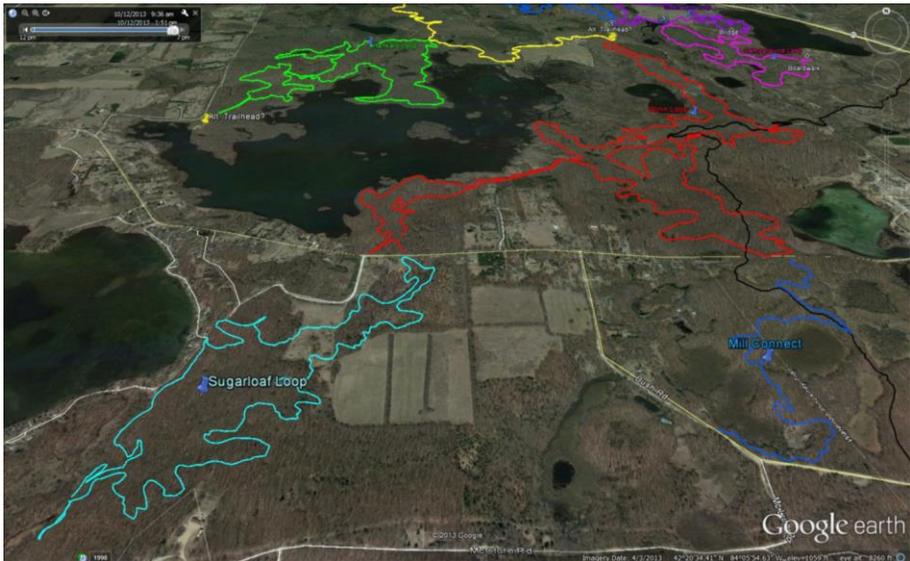
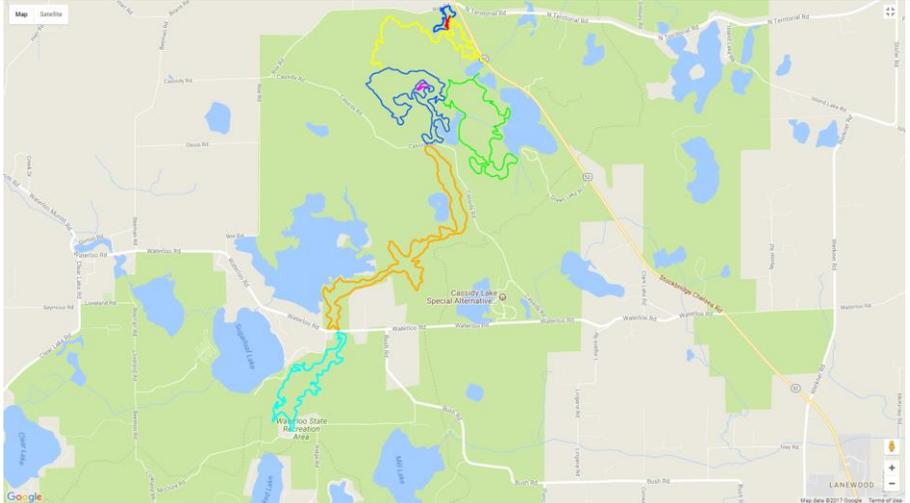


Chelsea Friends and Family Wellness Coalition | Plan Year 7

NAME OF THE INTERVENTION	DTE Energy Foundation Trail
SHF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)	Move More, Connect with Others in Healthy Ways
Fiscal Agent	Potawatomi Mountain Biking Association, a 501(c)3 non-profit
Tax I.D	46-0951622
Implementation Contacts (2 or more required)	Jason Aric Jones/Carl Loomis
Contact phones and emails	(734) 604-2750, jasonaricjones@gmail.com / (734) 395-6760, cloomis@comcast.net
Date Funding Required	June 2018
Implementation Date	Fall 2018
Estimated Completion Date	Fall 2018/Spring 2019
Total Amount Requested from SHF	\$40,000

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</p> <p><i>Typically one paragraph (3-5 sentences)</i></p> <p><i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The intervention would provide sufficient gap funding to construct trail infrastructure (construction of the actual trail) for the 3.5- 4.0 mile Sugar Loop of the DTE Energy Foundation Trail. The DTE Trail is a popular new trail system just north of Chelsea (town) in Waterloo State Recreation Area. It caters to active outdoors enthusiasts including: mountain bikers, trail runners, hikers and cross country skiers. The Sugar Loop is the fourth loop in a planned 5 loop system totaling around 25 miles. Two loops are fully completed, and a third is currently under construction. The first two loops are very popular with a wide spectrum of user demographic, ranging from kids on bikes, to senior citizens who hike and bike, etc.</p> <p>Images of the trail below. More photos and information at: http://dtetrail.org/the-trail/see-the-trail/</p>



2. How does this intervention address the needs identified by your community and the coalition?

Please be specific and refer to local data (i.e. HIP,

By creating a space for active outdoors aerobic-based recreation, the intervention stands to have a positive impact on HIP (Health Improvement Plans), PAC (Promoting Active Communities), and MiPHY (Michigan Profile for Healthy Youth). Our trail has become

MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.

very popular with youth, giving them a place to go and pursue a healthy lifestyle activity close to home. Once the Huron-Waterloo Pathway segment leading from Chelsea to our existing trailhead is completed in Spring 2018 (a separate project which is fully-funded), Chelsea youth will have a safe, direct link to our trail. The intervention is similar to a skate park or BMX track in its attraction for youth. Indeed, there is a kid’s group that has been formed which meets up at our trailhead to ride (bikes) on the trail every Friday evening in the Spring/Summer/Fall.

In their October 2017 meeting, Chelsea Wellness has identified certain HIP, PAC and MiPHY metrics which need improvement. Our trail specifically helps positively address a number of these metrics under the “Move More” and “Connect with Others” categories. To wit:

MOVE MORE

HIP – • 50% of adults get recommended 150 minutes of exercise per week • 58% of adults are overweight/obese

Our Trail provides for an additional, new outlet to get adults out exercising and losing weight through additional movement. The great thing about the Trail is that it gives folks a chance to do something they want to do in a place they want to be (bicycling, hiking or running), rather than the route “procedure” of getting on a machine indoors to exercise and lose weight.

MiPHY – • 25.5% of high school students are overweight or obese • 14.5% of high school students watch 3 or more hours of TV per day

As pointed out, kids love our trail, especially for biking. The more we give them to enjoy, the more they will be out on the Trail, riding and burning calories instead of sitting inside eating junk food and engaging in “screen time”.

CONNECT WITH OTHERS

HIP – • 10% of adults diagnosed with an anxiety disorder • 17% of adults have been

	<p>diagnosed with a depressive disorder</p> <p>Trails provide an opportunity for people to get out socially with each other and engage in a positive physical activity in an outdoor setting. It has been proven that getting outside in fresh air positively impacts mood. We regularly see people come together for group rides or hikes on the Trail. The Trail provides a positive infrastructure vehicle for people to engage with each other in a positive and healing way.</p>
<p>3. What are the specific goals for the intervention?</p> <p><i>Specific goals: For each goal address these 5 points so that the goals are SMART goals</i></p> <ul style="list-style-type: none"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<p>Our goal is simply to promote a healthy, active outdoor lifestyle for the community which also garners an appreciation for nature. Our goal is measured in the number of trail users which frequent the trail. While we have not installed a trail counter as of yet, qualitative assessments based on things such as social media response (www.facebook.com/dtetrail), as well as, the fact that our 45 car parking lot is habitually filled to capacity, necessitating the construction of a new 100 car parking lot to service the trail, are evidence that the trail is becoming a huge attraction for the community. If trail counters are installed we would aim for at least 3,000 local residents to experience the trail at least one time in the first year of installation. The Potawatomi Mountain Biking Association in conjunction with MDNR would be responsible for installing counters and collecting the data.</p> <p>Beyond the community impact, as the length of the trail grows, it is becoming a regional destination for active outdoors lifestyle users. The influx of such users into the community benefit the local economy, and supports the growth of associated healthy lifestyle businesses (i.e. health-conscious restaurants, active outdoors oriented businesses such as bike shops, running stores and outdoor apparel shops).</p> <p>One of our intermediate term plans to demonstrate our trail’s attraction to the local business community is to provide business cards to our trail users at the trailhead. The cards would read, “I came to your business because I came to DTE Energy Foundation Trail.” The back side would have key trail sponsor information (i.e. Trail made possible by a grant from 5 Healthy Towns.) The idea is that, after taking a ride, hike or run on the trail – folks like to come into town and grab a bite to eat or drink, or, to shop. By providing these cards to local shop owners, the businesses would see the correlation and causal relationship between the trail and their business. The best way to assess the impact of these cards and the Trail would be to submit a survey to local businesses through the Chamber to ask them if they have seen the Trail have a positive impact on their business during the past year. A survey could then be completed, say, one year after</p>

	<p>completion of the Trail or Sugar Trail Loop. Potawatomi Mountain Biking Association could help draft this survey, and distribute the survey electronically via Survey Monkey in conjunction with the Chamber. The use of these cards and the subsequent survey would create a clear link between the use of the trail by the community, and the trail’s importance to local businesses.</p>
<p>4. What key data will be collected, analyzed, and used to evaluate the intervention? <i>Should include:</i> <i>Units of Engagement</i> <i>Might also include survey data, and other measures such as number of participants, pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>As alluded to above, we will collect data via numbers of vehicles in our trail parking lots, MDNR data on Recreational Passport permits and also are looking at installing trail counters, utilizing user surveys at the trailhead, and also looking at responses/likes/reviews on our social media pages, as well as, collection of use data from social media apps such as Strava.</p> <p>For this intervention, the primary measure of success is obviously the number of day users who frequent the trail for it’s intended active outdoor recreational purposes.</p>
<p>5. What are the estimated Units of Engagement for the intervention? <i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i> <i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>While the question indicates we do not need to calculate units of engagement for infrastructure such as our trail, it should be noted that we have collected some data off certain use-monitoring technology apps. Within the first couple months after the Green Lake Loop was opened, the application called Strava, which measures activity use via GPS coordinates, indicated over 1,500 unique attempts (uses) of the Trail. We estimate that only 10 to 30 percent of trail users utilize the Strava app, so one can conclude from this that the use in the first few months of the trail was well into the thousands in terms of unique users. We monitor a map called the Strava Heatmap online, which shows how much use a trail gets from bikers and runners. DTE Trail has displays a significant “heat map” on this app.</p>
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> • <i>Obtaining all required permits and permissions and all other communication required</i> • <i>Deciding on dates, times, locations</i> 	<p>As mentioned in our presentation to the Wellness Coalition on December 7th, 2017, the non-profit Potawatomi Mountain Biking Association has a five year, automatically renewable, formal, written Operating Agreement with the Michigan Department of Natural Resources to construct, steward and maintain the DTE Energy Foundation Trail System. Since the start of our Agreement in 2015, we have successfully funded and constructed two loops (with a third loop underway) of the trail system both on-time and on-budget. Our organization has been in existence for 28 years and has never wavered in its volunteerism and commitment to the land managers on the trails in which we</p>

<ul style="list-style-type: none"> • <i>Marketing – both developing and distributing marketing materials</i> • <i>Recruiting necessary volunteers</i> • <i>Developing tools to collect data and pictures</i> • <i>Analyzing data collected</i> • <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> • <i>Preparing and presenting presentations and reports</i> • <i>All other specific tasks for this intervention to be successful.</i> 	<p>steward (over 100 miles in Livingston and Washtenaw Counties). Our subcontractor, Spectrum Designs, is nationally renown for “flow” trail building and has a long track record of success stories working with everyone from private entities to the National Park Service. PMBA is able to provide construction progress updates at every step in the process, as well as, data feedback on user numbers subsequent to completion (see above). We market our trail, recruit volunteers, collect data and pictures, give updates on trail status and conditions, etc. primarily through the use of social media with our key application being our Facebook page (www.facebook.com/dtetrail). The Chair of the DTE Energy Foundation Trail Committee, along with the Waterloo Recreation Area Manager, will be responsible for completing the intervention evaluation report and reporting outcomes on the completed trail project to the Coalition.</p>
<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>Our intervention is already approved by our land manager partner, the MDNR. The “final alignment” or micro-specific flagging and routing of our trail construction is always approved just prior to trail corridor clearing and build-out. However, the macro-layout of the Sugar Loop is already approved by both MDNR Field Management, and, MDNR District Planners in agency headquarters in Lansing.</p>
<p>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability). <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>Our collaboration is with our land manager partner, the State of Michigan Department of Natural Resources; with our sub-contractor partner, Spectrum Trail Designs; with our stalwart volunteer base; and, with our corporate and individual donors. For a complete list of sources and uses regarding intervention funding, please see the attached document.</p>
<p>9. If this is a continuing intervention: A. How many years has this intervention been funded by the coalition? B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF? <i>If no, when will the presentation to the coalition be done and when will the written report and expense</i></p>	<p>N/A</p>

<p><i>report be submitted to SHF?</i></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	
<p>10. Does your intervention have a sustainability plan? <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>No renewal of funding is necessary. The trail is being constructed using modern, sustainable trail building techniques for natural surface trails which require little long-term maintenance. After initial funding for build-out is procured, ongoing costs are nominal and can be supported by the PMBA and MDNR.</p>
<p>11. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	<p>The proof of concept is in the overwhelming success of the first two loops of our Trail (see presentation slides on Green Lake and Big Kame Loops). The addition of our third (Winn Loop under construction now) and four loops (Sugar Loop which is the funding request in this intervention) will only grow the stature and attraction of the trail system, both within the community and regionally.</p>

~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

Please see budget documents attached

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$40,000	58%
Total funds from other sources	\$29,000	42%
Marketing/Advertising	0 (exists, but from other funds)	

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Compensation – to one or more people	0	
Infrastructure (structure that lasts 5 years or more)	\$69,000	100% payment to sub-contractor
Other expenses	-	for linear ft. of trail build-out

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1 (2018)	<u>\$40,000</u>	<u>\$40,000*</u>	<u>0</u>	<u>0</u>
Year 2				
Year 3				
Year 4				
Year 5				