

February 19, 2015

Dear Task Force Member,

Wednesday's meeting is right around the corner and we wanted to get an agenda out to you prior to the meeting. Please note: if you have notified your facilitator you are unable to make the meeting and need to call in, another agenda with call information has been provided to you.

Meeting information is as follows: February 25, 2015 from 1:00 to 4:30 p.m. at the Grand Rapids State Office Building, 350 Ottawa Ave., N.W., Grand Rapids 49503. The building is on east side of street. The entrance is on Ottawa Street. Link to the map (picture of map attached): <https://www.google.com/maps/place/Ottawa+Near+Michigan/@42.9695857,-85.6697854,17z/data=!4m7!1m4!3m3!1s0x8819adcedcc6ef33:0x6d105d6e33cd7475!2s350+Ottawa+Ave+NW,+Grand+Rapids,+MI+49503!3b1!3m1!1s0x8819adcedc8baf73:0x385d16b8120b551d>

Parking: Government Center Ramp is across the street from Grand Rapids State Office Building on Ottawa. "J" on map. http://grcity.us/enterprise-services/Parking-Services/Documents/13580_Downtown%20City%20parking_7_30_10.pdf

Parking rates: <http://grcity.us/enterprise-services/Parking-Services/Documents/Parking%20Rates%20FY2015.pdf>

**Silver Lake ORVA - Agenda
Access Enhancement Strategic Planning Process
General Format**

WORK SHOP PROTOCOL:

1. This is a participatory workshop. Everyone needs to take a turn and participate.
2. Time limits are identified to help focus input.
3. Be respectful as all ideas are important but not all are achievable.
4. Listening is the key.
5. Cooperation is needed to reach the desired outcome.

GOALS:

6. Enhance customer access to the SLORVA (including reducing wait line).
7. Improve efficiency.
8. Sustain a quality, safe recreation experience for users of the SLORVA.

REMINDER - “ON THE SAME PAGE” DISCUSSION:
(ENTIRE GROUP)

Introductions – 5 min

- Task Force A, B, C, & D will gather in Grand Rapids, to review the task force recommendations.
- Meet the facilitators and officials
- Set the agenda for the day

TASK FORCE WORK:
(INDIVIDUAL TASK FORCE GROUPS)

Task 1 – Each Task force creates one plan encompassing the outcome of all 4 task group assignments - 60 min

Question:

Consensus was drawn through voting at our last meeting on 2/13/15 on each task. Does this task force group agree with the consensus drawn?

- From Task force A – 15 min

Other considerations:

- Legal/regulatory requirements & issues
- Time constraints for implementation
- Who would be involved? And how is this communicated?
- Does it meet the goals as outlined above?
- Does it require that every action step and procedure effectively accommodates ALL customers of SLORVA:
 - First time users
 - Infrequent users
 - Users from a distance greater than 100 miles who do not own property in the area
 - Frequent users of the ORV area
 - Customers with plated off-road vehicles
 - Customers with trailered off-road vehicles
 - Commercial users
 - Lease holders
- Can the task be measured? And what is the definition of improvement?

If the task force group does not agree with the consensus of the voting, what is your group recommendation? And why?

Repeat for:

- From Task force B – 15 min
- From Task force C – 15 min
- From Task force D – 15 min

Task 2 – Does the plan work? - 30 min

Question:

Do the 4 tasks in your groups plan align?

Is the plan created doable?

Are there any obstacles? Outline strategies on how to work through the obstacles?

Develop a timeline to accompany the plan. Does the plan work for holiday weekends?

The plan **MUST** the goals and work for **ALL** customers of SLORVA.

- Score your plan on a scale of 1- 10 (low to high)

PRESENTATIONS:

(ENTIRE GROUP)

Task 3 - Presentation - 80 min (20 min each group)

Present your groups plan with the specifics. The plan must meet all the guidelines. Illustrate using maps as needed.

Task 4 – Drawing similarities - 35 min

Facilitate conversation on the similarities from the plans presented.

Complete final plan.

Key Next Steps:

- Discuss friends group of SLORVA and continuing the group

If you have general questions, the DNR-PRD phone number is 517-284-7275.

Thank you again for your dedication to SLORVA and helping to make Silver Lake State Park a great destination where memorable experiences are made. We look forward to seeing everyone on Wednesday.

Work Shop Coordinators

Ron Olson, PRD Chief

Charlotte Kiefer, Silver Lake State Park Unit Manager

Jacklin Blodgett, Program Services Section Chief

Department of Natural Resources – Parks and Recreation, Law and Marketing & Outreach Team

GOALS:

- Purchase all permits off site (not at entrance of ORV at all times) 96 votes
- Develop quick pass. 25 votes
- Reduce the number of checks. 23 votes

Meters:

1. Works for everybody.
2. Consistency of procedures.
3. Ease of use.
4. Users' accountability for rules & knowledge.
5. Track # of users.

The Plan:

- Purchase all permits off site (not at entrance of ORV at all times)
 - Voucher (sales during normal park hours (or establish hours))
 - Multiple outlet sales beyond park sales education and inform.
 - YouTube video
 - Internet medium
 - Written
- Develop quick pass.
 - Dedicated lanes/new entrance
 - Educationally earned
 - Licensed (SOS) vehicles
- Reduce the number of checks/stops.
 - Reduce maximum number of stops to 2
 - i. Stop 1 – Stickers, Quick Pass
 - ii. Stop 2 – flag, cooler, safety
 - Every day of the week
 - Turn-away with new education to comply.

Task 1

Communicate officially

What needs to be communicated??

Data collection

Way finding

Official videos on “how to” – Duner 101 class

Voucher center is landing center.... Use number system..... #1, #2, #3

QR coding at businesses

Task 2

Everything you need to know – process

 What needs to be communicated

 Need to know where to go –directional signs

DNR – official on the line – communicating with the duners

Check list – communicated (in state and out of state) – shared with businesses - dated

Better trained staff –staff system process

Dune host program – information person

Where we start communicating

 Hart/Shelby exits – Officials Golden/Road Commission/Shebly Township

 Billboards? – Voucher Center? Brochures?

 Business partnership – state notarized – approved

 Online videos –

 Information center – host or staffed- designated place

 Electronic signs – Fox Road – message board – portable/or fixed

 Radio broadcasting – drive by broadcasting - AM

Task 3 – The Plan

Web online system

46 votes

- Videos – Youtube videos
 - Duners 101
- Brochures
- Radio Broadcasting
- Develop a media list
 - Chambers – Silver Lake Dunes Area, Ludington, Pentwater, Muskegon
 - Clubs
 - Visitors

Welcome Center Signage

26 votes

- Open center 8-5 Sun-Thur, Fri-Sat 8-8

- Staffed – trained to provide information
- Brochures Outlet

Internal signage – Welcome

21 votes

- Parking
- Dune Ready
- Parking along Fox Road - Township

Add/Revise current signage

- Rules for signage

Electronic Signage – All traffic solutions

Friends of SLORVA - Dune

To Do:

Measurements – evaluation

Mark – brochure, township signage requirements

Mike – Boy Scouts – brochure outlet

Craig – video

Website – wait on

Mike – radio Broadcasting

SLORVA

February 13, 2015

Taskforce C

Task 1 – The Goals

- #1 One location for all information – (We need TFB to address) 10 votes
- #2 Where can you go to stage equipment 14 votes
- #3 Want a defined, “guaranteed” timeframe to gain access to the dune
- Separate entrance for dune ready – this would help eliminate congestion

Task 2 – The Tasks

- Goal #1 (Communication)
 - Want one location where we can find all information – every business in the area should have dune information – Holly Rec Area example: Tune into a radio station for information. Radio will be better than internet in the Mears area

- Goal #2 (Staging Areas)
 - Groups/special events (example: Hill Climb, Jeep Round-Up) – Want some sort of process for guaranteeing participants can get in – Alternative parking/Staging area
 - Voucher Center parking (short-term) – Bigger NEW lot (long-term)
 - No overnight
 - 15-60 minutes

- Goal #3 (Dune Access)
 - Want a guarantee they can get in the dunes – Or know when you will get in within a desired timeframe (Parking Lot) – Not just on holidays
 - Have a consistent process every weekend
 - Use local businesses (campgrounds/hotels) to disperse entry passes
 - Reservations? – How early would a person be able to make reservations?
 - Establish Season passes?
 - Reservation – Dune Ready – Holiday Weekends only
 - As late as day of arrival (hours)
 - As early 6 months out
 - Go with the Driver’s License, not vehicle
 - One hour time frame
 - 500 per hour
 - Allow for some to be locally sold
 - Free
 - Dune Pass – Trailer-able ORV’s – Holiday weekends
 - Limited based on size of parking
 - Silver Lake volunteers – assist with parking/dropping
 - Less than 6 months, possibly 6 weeks
 - Could we extend the current parking lot for a staging area?
 - Staging for trailered vehicles and/or for dune ready vehicles to come out of the sand and stop without going to main parking area
 - No reservations (76 votes)
 - Separate entrance, reduced line flow “bottleneck”
 - Staffing at two locations
 - Utilize staging areas to accommodate
 - Separate dune ready entrance that would take the strain of the corner by 18-01
 - Could we come off Ridge Rd, straight into the dunes?
 - We would have another check booth, another parking lot, etc...

Task 3 – The Plan

- Goal #1 – Work with Task Force B to get information for non-local users through consistent process
- Goal #2 – Identify areas for trailer-able ORV's to be staged prior to access
- Goal #3 – Determine the process for access the dunes through some pilot systems for 2015 to gauge for long term success. Reservations and non-reservation options

SLORVA

February 13, 2015

Task Force D

GOALS:

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|----------------------------------------------------------------|-----------|
| • Expand parking lot (400) | 109 votes |
| • Use of voucher center lot (MEDIVAC - now Cornerstone Church) | 15 votes |
| • Alternatives for dune-ready | 13 votes |
| • Unloading area for non-licensed | 0 votes |
| • Engineer assessment - directional parking | 0 votes |

THE PLAN:

- | | |
|-----------------------------------------------------------------------|----------|
| • Future – additional spaces in current parking area (50 – 70 - 200) | 24 votes |
| • Use of voucher center – dune ready | 15 votes |
| • Drop-off area (non-licensed) – research year 1 – action if possible | 11 votes |
| • Use of campground overflow expand area – dune ready | 0 votes |
| • Parking for dune ready to walk to local businesses | 0 votes |
| • Delineated parking spaces – maximize (10 – 20) | 0 votes |

EXPECTATIONS:

- Parking @ 60' & 30' spaces
- Voucher as you enter parking lot
- Volunteers to assist parking vehicles on weekends, holidays & special events