



COMMUNITY ENGAGEMENT

ENGAGEMENT PHASE 1

The purpose of the first phase of community engagement was to gather information and initial ideas from the broad community, as well as understand specific ideas, issues, and opportunities from specific user groups (stakeholder groups).

In order to reach as many people as possible to inform them about the project and how to provide input, the outreach effort included a variety of platforms and events. A project website and social media updates were used to inform the public of upcoming events and project information. Pop-up events at farmers markets and community gatherings solicited initial feedback about the project. An online survey asked detailed questions about individuals' recreation habits and an interactive map sought comments and recommendations on possible route options through the project area. A summary of the results of this feedback is outlined in the following chapter.

3



OUTREACH AND EVENTS

In order to reach as many people in the community as possible, to inform them about the project and how to provide input, the following actions were taken:

- Public Website
- Social Media
- Pop-Up Events

PROJECT WEBSITE

A project website was created to serve as a hub of information for the entire project. The site gives a description of the project, the study area, and directed visitors to participate in online survey tools. The project website will remain throughout the duration of the project as a means to display concepts, draft materials, solicit input and share about events. Currently, there is an interactive map (Social Pinpoint) and Community Survey linked from the project website.

Project website: www.hkgi.mysocialpinpoint.com/high-cliff-connection

SOCIAL MEDIA

Through the Stakeholder Group, the Core Group, and an ongoing list of community agencies and organizations, social media posts have shared information about the project launch and community survey tools. We have seen a boost in activity following municipal social media posts.

POP-UP EVENTS

(3) Pop-up Events were held in the month of October, hosted by HKGi and ECWRPC staff. Pop-up events involve setting up an info booth and interacting with people attending a community event.

- 10/9: Neenah Farmers Market
- 10/23: Appleton Farmers Market
- 10/23: High Cliff Halloween Walk

Each of the farmers market events was successful in providing a way to speak one-on-one with more than 100 people at each event. In general, people were very excited about the project, enthusiastic about the idea of expansion of the trail network, and appreciative (some almost surprised) of the engagement effort. Many people talked about riding their bikes to High Cliff for many years and the long overdue need for this project.

The Halloween Walk at High Cliff was very heavily attended. However, fewer people were interested in speaking with us about the project (likely because the setting was much more social and family oriented, and most people were more interested in trick-or-treating). However, introduction and face-to-face interaction with members of the Friends of High Cliff State Park (FOHCSP) was a success.

Business cards that included project branding and instructions to visit the website and participate in the online survey tools were handed out to booth visitors, boosting traffic to the online suite of tools.



Neenah Farmers Market Pop-Up on October 9, 2021



Appleton Farmers Market Pop-Up on October 23, 2021



High Cliff Halloween Hike Pop-Up on October 23, 2021

High Cliff Connection Study

Planning a pedestrian / bicycle route to High Cliff State Park!



About the Project

Creating a path to High Cliff State Park

The East Central Wisconsin Regional Planning Commission (ECWRPC), in partnership with municipalities in the Fox Cities, is completing study for a new pedestrian / bicycle route along the northern edge of Lake Winnebago, linking communities to High Cliff State Park.

The study will consider accessibility, route types, land impacts, intersection crossings, amenities, and links to existing trail networks, to create a connection that will serve a variety of users, such as walkers, cyclists, and others.

This project has been identified as a priority through a number of previous community planning efforts, and the study will provide guidance on the route alignment, as well as design and strategies for funding and implementation.

The study will focus on identifying a route that connects the Loop the Little Lake Trail, the City of Menasha, the Village of Harrison, and the Village of Sherwood along an east-west corridor to High Cliff State Park, with potential for building off of the existing Friendship Trail. As the study progresses, other spur connections and links to other surrounding communities will be identified as well.

Over the course of the study, this website will be used to share information, register for events, and provide a way to gather input on the plan and planning process.

The study began in August of 2021, and is anticipated to be completed in July of 2022. HKGL, a planning and landscape architecture firm, has been contracted to provide professional services as consultants for the study.

Share your Ideas!



Interactive Map

Click the button below to visit an interactive mapping tool where you can share and view ideas about the future connection.

[Go to Map](#)



Stay Connected

Stay up-to-date with project progress, events, and ways to get involved.

Project Area and Context

EXPLORING A ROUTE ACROSS THE NORTH SHORE





COMMUNITY SURVEY

An online community survey was launched at the beginning of October 2021 and was open until December 1st, 2021. This survey contained (10) questions to understand ideas and sentiments towards the project and biking/walking in the area. An additional (5) questions were asked at the end of the survey to understand the demographics of the participants. The survey was designed to take 5-10 minutes to complete.

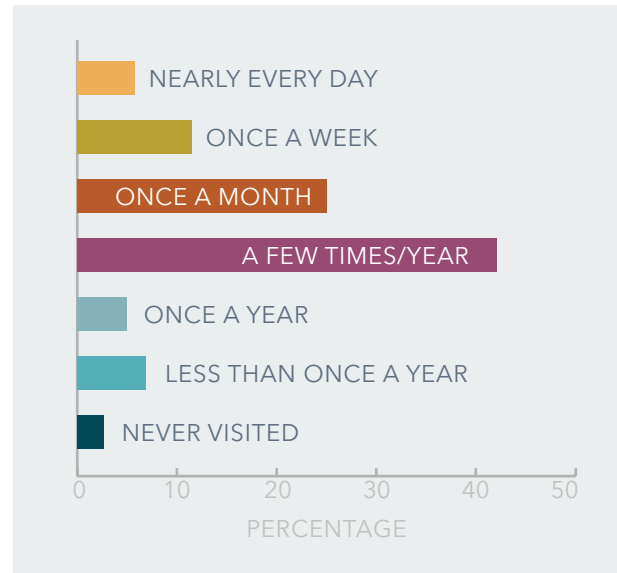
PARTICIPATION

Over the eight weeks that the survey was open, 275 responses were collected. The survey was advertised through the project website, social media accounts of the Core Team and Stakeholder Group contacts, and by word-of-mouth at the pop-up events.

SURVEY RESULTS

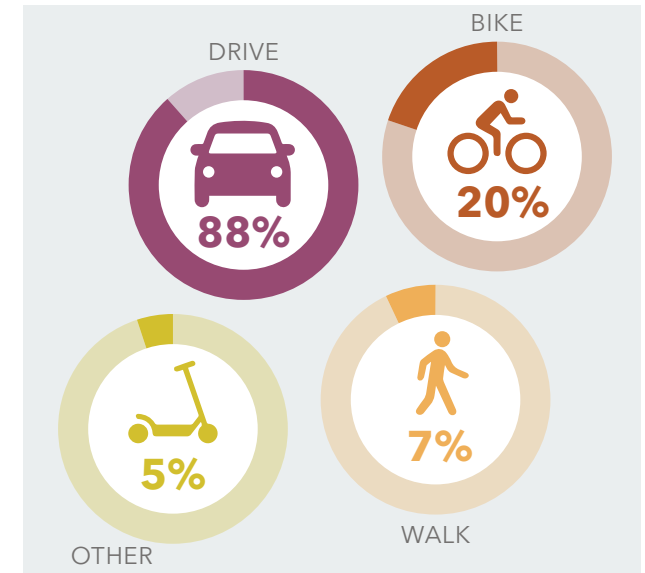
The following is a summary of questions asked and responses gathered through the community survey. All questions were optional.

HOW OFTEN DO YOU VISIT HIGH CLIFF STATE PARK?

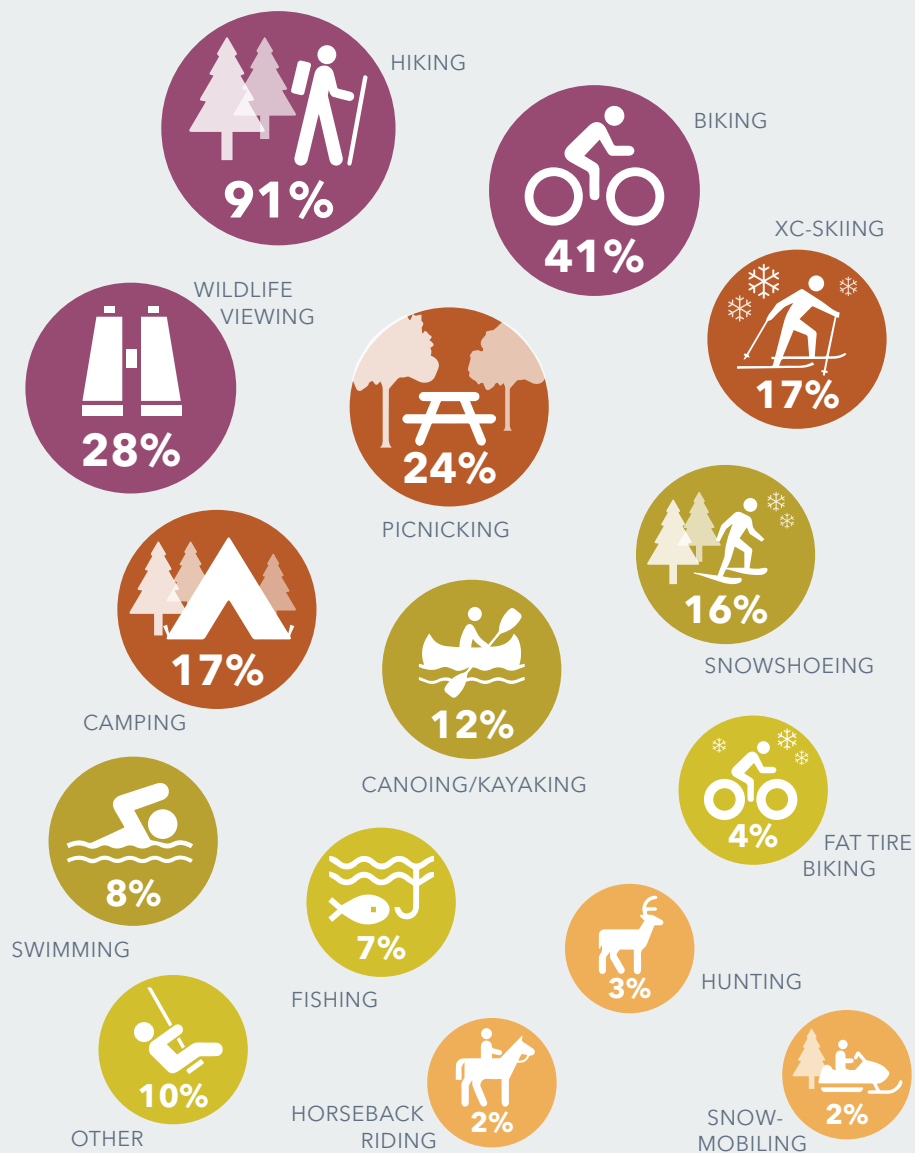


HOW DO YOU USUALLY GET TO HIGH CLIFF STATE PARK?

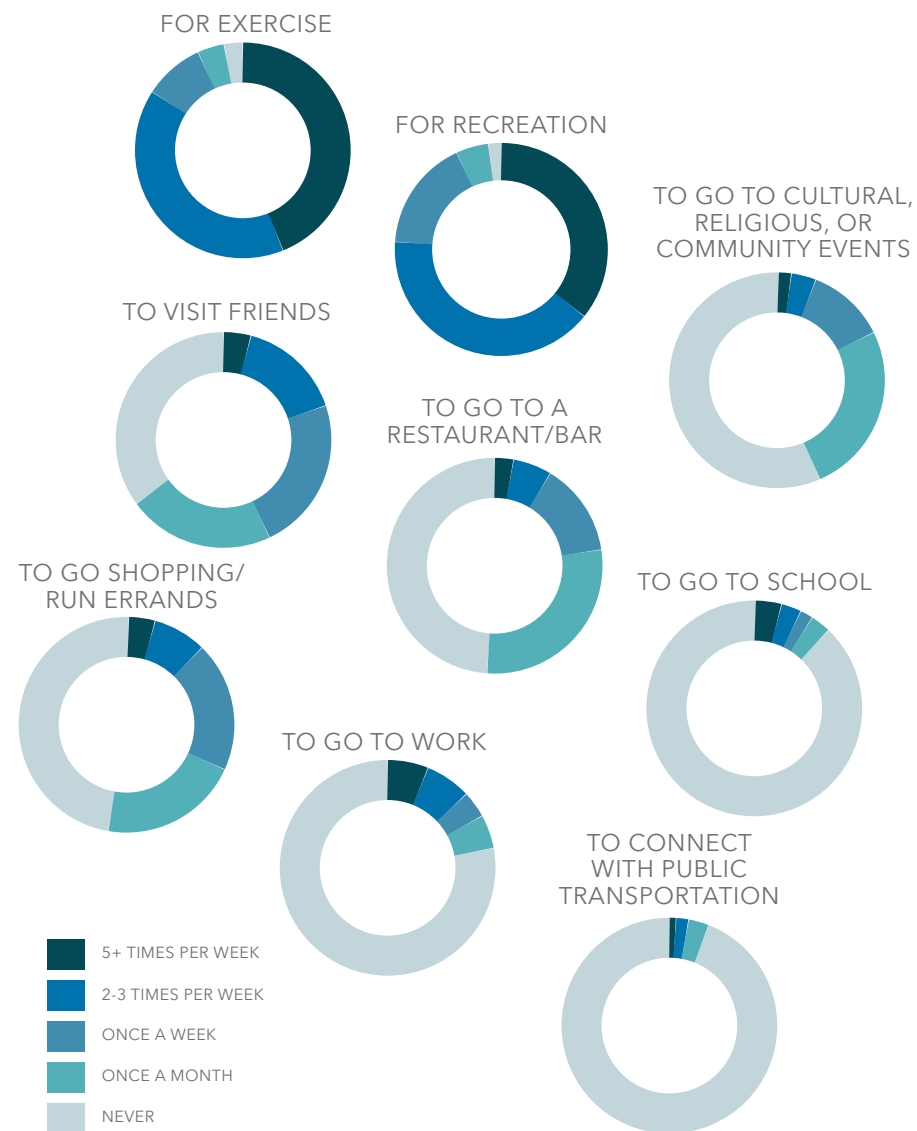
(CHOOSE ALL THAT APPLY)



WHAT ARE YOUR FAVORITE ACTIVITIES AT HIGH CLIFF STATE PARK? (CHOOSE ALL THAT APPLY)

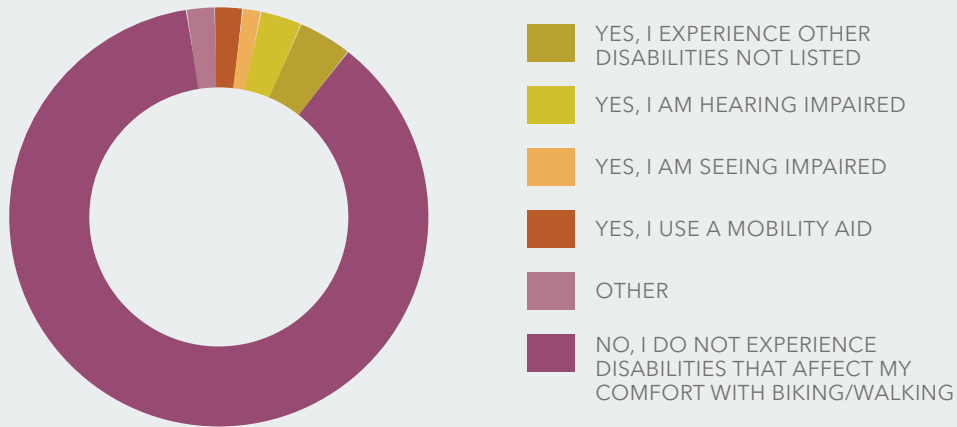


DURING THE WARMER MONTHS OF THE YEAR, HOW OFTEN DO YOU WALK/BIKE FOR THE FOLLOWING REASONS?





DO YOU EXPERIENCE DISABILITIES THAT AFFECT YOUR COMFORT WITH BIKING OR WALKING?

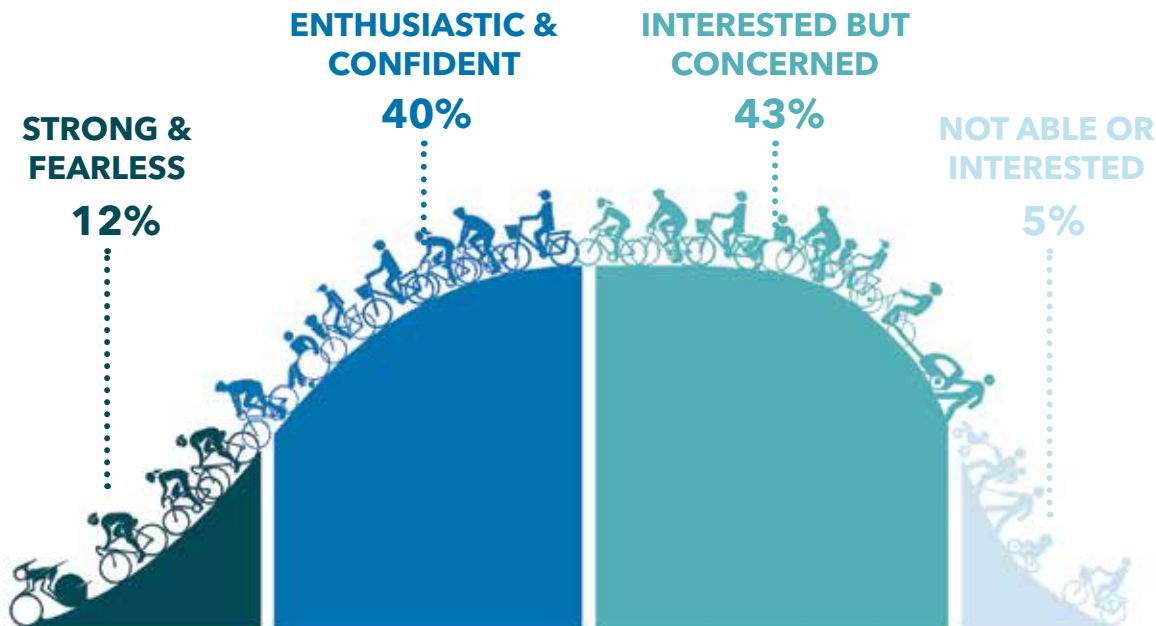


WHAT KEEPS YOU FROM WALKING OR BIKING MORE?

(CHOOSE ALL THAT APPLY)

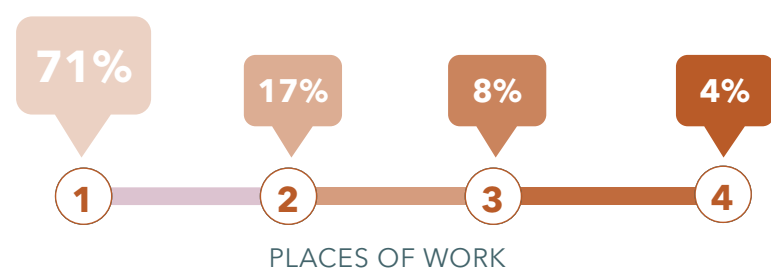
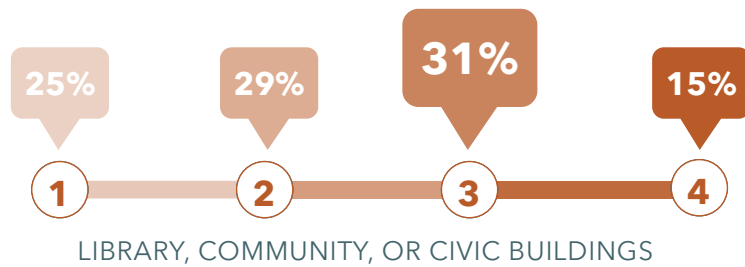
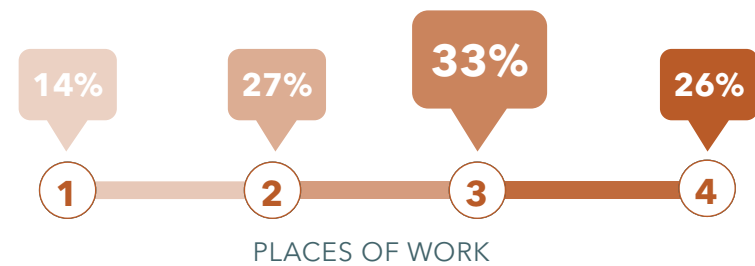
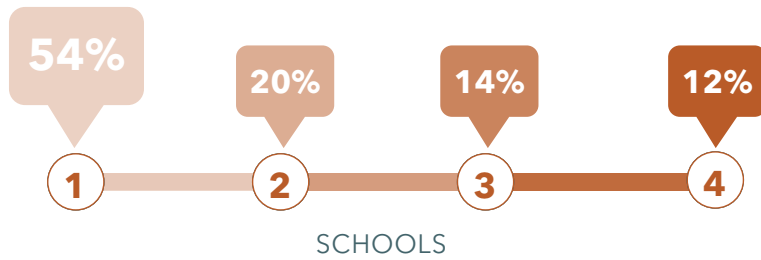
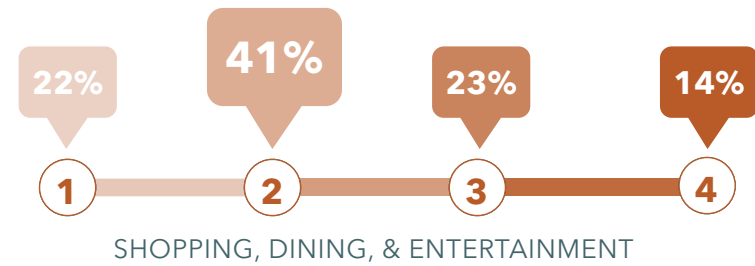
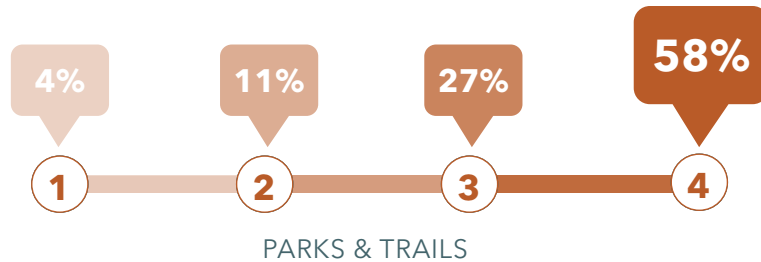


HOW WOULD YOU CHARACTERIZE YOUR COMFORT WITH BIKING?



WHAT ARE THE MOST IMPORTANT DESTINATIONS FOR YOU TO WALK/BIKE TO?

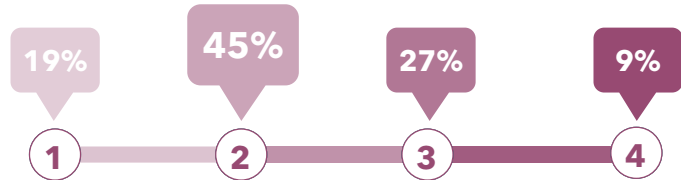
(1 BEING THE LEAST IMPORTANT, 4 BEING THE MOST IMPORTANT)



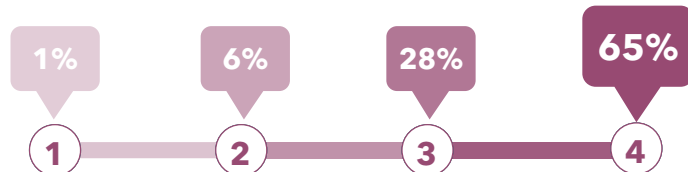


HOW IMPORTANT ARE EACH OF THE FOLLOWING TO YOU, IN THE CONTEXT OF A FUTURE BIKE/PEDESTRIAN CONNECTION

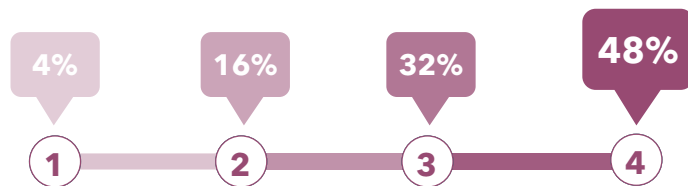
(1 BEING THE LEAST IMPORTANT, 4 BEING THE MOST IMPORTANT)



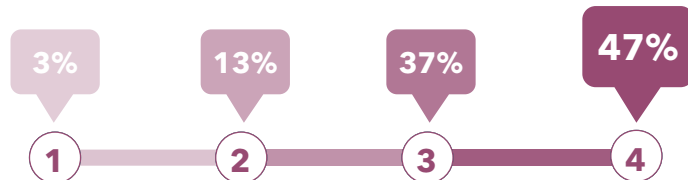
ABILITY TO GET TO DESTINATION AS QUICK AS POSSIBLE



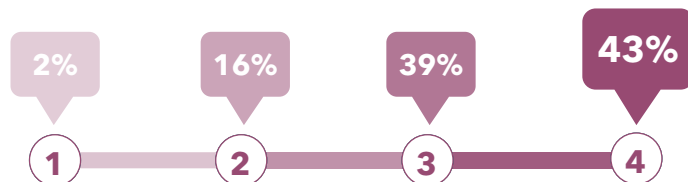
FEELING SAFE & COMFORTABLE ALONG THE ROUTE



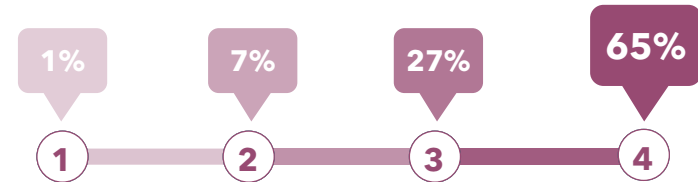
SEPARATION/PROTECTION BETWEEN TRAIL AND ROADWAY



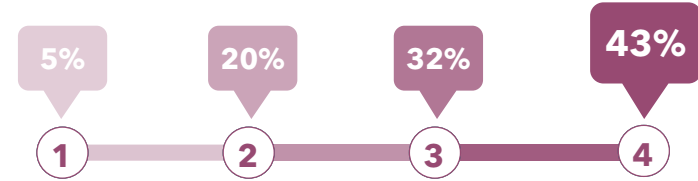
CONNECTIONS TO OTHER TRAILS IN REGION



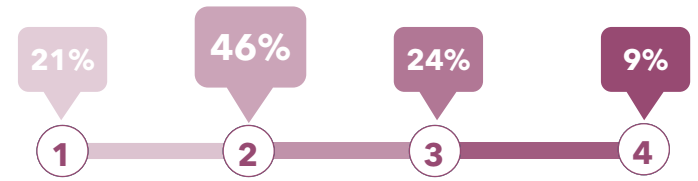
ROUTE WITH SCENIC VIEWS & CONNECTIONS TO PARKS



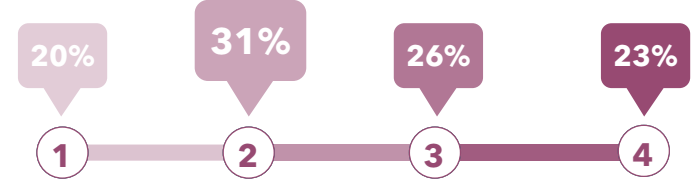
SAFE & COMFORTABLE CROSSINGS



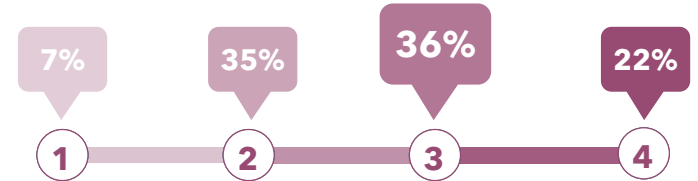
AVOIDING CROSSING MAJOR ROADWAYS AS MUCH AS POSSIBLE



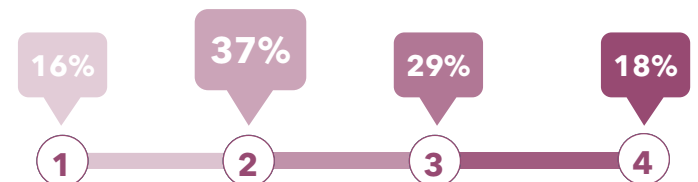
INCLUSION OF PLACES TO SIT OR REST ALONG ROUTE



YEAR-ROUND TRAIL USE (PLOWED DURING WINTER)



WAYFINDING SIGNAGE & ABLE TO NAVIGATE EASILY



LIGHTING ALONG ROUTE

SHARE ANY THOUGHTS OR IDEAS YOU HAVE ABOUT THE PROJECT:

"GREAT IDEA. ONE OF THE MOST VISITED STATE PARKS WITH NO TRAILS CONNECTING IT TO ONE OF THE MOST URBAN AREAS OF THE STATE. WOULD ALSO BE GOOD TO CONNECT WITH THE CE TRAIL VIA N OR STATE PARK RD."

"THE FOX VALLEY IS A WONDERFUL BLEND OF CLOSE URBAN AND RURAL DESTINATIONS, A PLEASURE TO BE ABLE TO EXPERIENCE THIS WITH CYCLING."

"IT WOULD BE NICE TO EVENTUALLY ADD A NORTH/SOUTH CONNECTOR TO ANY TRAIL ALONG LAKE WINNEBAGO, CONNECTING TO APPLETON AND/OR THE CE TRAIL."

"NEED TO FIND A SAFE WAY TO CROSS 114 AT STATE PARK ROAD."

BADLY NEEDED. FAR TOO FEW GOOD PLACES TO BIKE THAT ARE FREE OF TRAFFIC, BUSY INTERSECTIONS BUT WITH PLEASANT SCENERY. EVEN BIGGER URBAN AREAS LIKE MINNEAPOLIS ARE BETTER FOR BIKING.

"WOULD LIKE TO SEE A PLAN FOR A TRAIL CONNECTION TO CALUMET COUNTY PARK."

"I WOULD USE THIS NEW ROUTE IF IT WAS SAFE AND NOT ROUTED TOO FAR OUT OF THE WAY."

"I WOULD LOVE TO RIDE MY BIKE TO HIGH CLIFF ON A TRAIL AWAY FROM TRAFFIC."

"WOULD LOVE TO SEE GREEN WILDLIFE CORRIDORS WITH TRAILS FOR RELAXING WALKS, WILDLIFE VIEWING, AND INCREASED AMOUNT OF VEGETATION/TREES."

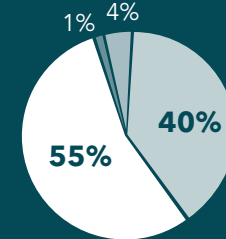
FANTASTIC PROJECT WOULD LOVE TO SEE TRAILS CONNECTING RESIDENTIAL AREAS OF HARRISON AND BUCHANAN CONNECTING TO HIGH CLIFF.

"HIGH CLIFF IS A COMMON DESTINATION FOR PEOPLE IN OUR COMMUNITIES. AS DEVELOPMENT HAS OCCURRED ON THE EASTERN SIDE OF THE FOX CITIES TRAFFIC HAS INCREASED MAKING SAFE BIKING DIFFICULT. A TRAIL TO HIGH CLIFF WOULD ENCOURAGE MORE PEOPLE TO RIDE TO THE PARK."

I WANT TO SEE TRAILS THAT CAN BE SAFELY NAVIGATED INDEPENDENTLY BY OLDER YOUTH AND ARE FRIENDLY FOR FAMILIES WITH CHILDREN. SHADE IS VERY IMPORTANT. AREAS THAT ARE PLOWED BUT NOT SALTED, AS THIS KEEPS ME FROM BEING ABLE TO WALK MY DOG DUE TO IRRITATION.

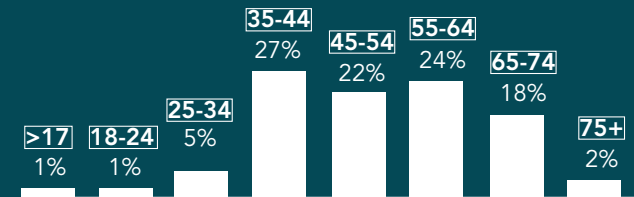
WHO PARTICIPATED?

GENDER



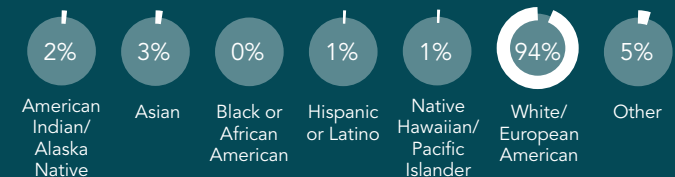
55% - Female
40% - Male
4% - Prefer not to answer
1% - Other

AGE

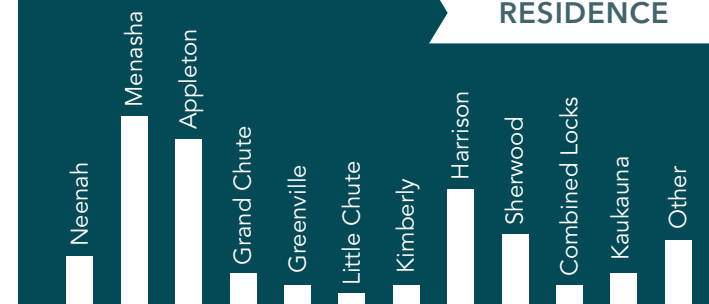


RACE/ETHNICITY

(CHOOSE ALL THAT APPLY)



RESIDENCE





SOCIAL PINPOINT

Social Pinpoint is an interactive mapping tool that allows participants to provide comments directly on a map, as well as view, comment, and like/dislike comments left by others to the site. Participants are encouraged to use color-coded markers to indicate if comments are ideas, refer to destinations, or voice concerns. The tool was launched alongside the Community Survey in late August.

PARTICIPATION

As of January 2022, the site had over 1,100 visitors and 96 comments have been left on the map; the majority of which (64%) are ideas or suggestions.

SUMMARY OF COMMENTS

POPULAR DESTINATIONS INCLUDE:

- Heckrodt Wetland Reserve
- Waverly Beach
- Menasha Conservancy
- Jefferson Park
- Calumet County Park (for single track trails)

OTHER NOTED DESTINATIONS:

- Barebones Brewery and Club Tavern (Menasha)
- Hidden Park (Menasha)
- South side of High Cliff (entry)
- (Future) Arrowhead Park

SUGGESTIONS FOR TRAIL ROUTES:

- Fire Lane 12
- Continue along State Hwy 114 (Friendship Trail Extension)
 - With more roundabouts at intersections
- Add trail along Manitowoc Road
 - Would need to fill open ditch for drainage
- Lots of interest in trails connecting between Menasha Conservancy to Lake Park Road area

CONCERNS:

- Lots of shared concern about biking/walking along HWY 114 (where there is no trail)
- Concern about safety along Manitowoc Road
- Traffic island and intersection design at Oneida and Plank Road

MANY COMMENTS/IDEAS PLACED BEYOND THE IMMEDIATE PROJECT AREA:

- Project team will consider how to best to share/document comments for municipal bike/ped planning in the future.

ADDITIONAL COMMENTS:

"STRETCH ON 114 BETWEEN CTY N AND STATE PARK IS TREACHEROUS TO NONVEHICLE TRAFFIC."

"WOULD LOVE TO SEE THE WALKING/BIKING PATH GO THROUGH THE CONSERVANCY THEN HEAD DOWN VETERANS HWY AND CONNECT UP TO LAKE PARK TRAIL."

"WOULD BE GREAT TO BE ABLE TO GET FROM HIGH CLIFF TO MENASHA OR KIMBERLY, EXPANDING CURRENT TRAIL DOWN PIGEON WOULD MAKE SOME SENSE."

"THE ROUTE THAT WILL BE MOST-USED WILL BE THE MOST DIRECT - WITHOUT NEED TO GO NORTH TO GO EAST AND THEN SOUTH. THERE IS RIGHT OF WAY ROOM TO PLACE AN OFF ROAD TRAIL ALONG 10-114. IT IS WET AND WILL NEED BRIDGES, ETC (MONEY CAN BE FOUND!) AND MAYBE DNR APPROVAL. PLEASE TRY TO WORK WITH THEM TO MAKE THAT HAPPEN!"

"THERE NEEDS TO BE AN UNDERPASS TO SAFELY GET UNDER HWY 76."

"I'D LIKE TO SEE A TRAIL ALONG 114/10 BETWEEN ONEIDA AND LAKE PARK THAT COULD JOIN THE FRIENDSHIP TRAIL."

"MANITOWOC RD IS USED HEAVILY BY BIKERS. THERE ARE NO BIKE LANES, AND IT IS VERY NARROW. IT IS A NICE ALTERNATIVE TO THE MUCH BUSIER 114. ADD BIKE LANES, INCREASE ROAD WIDTH."

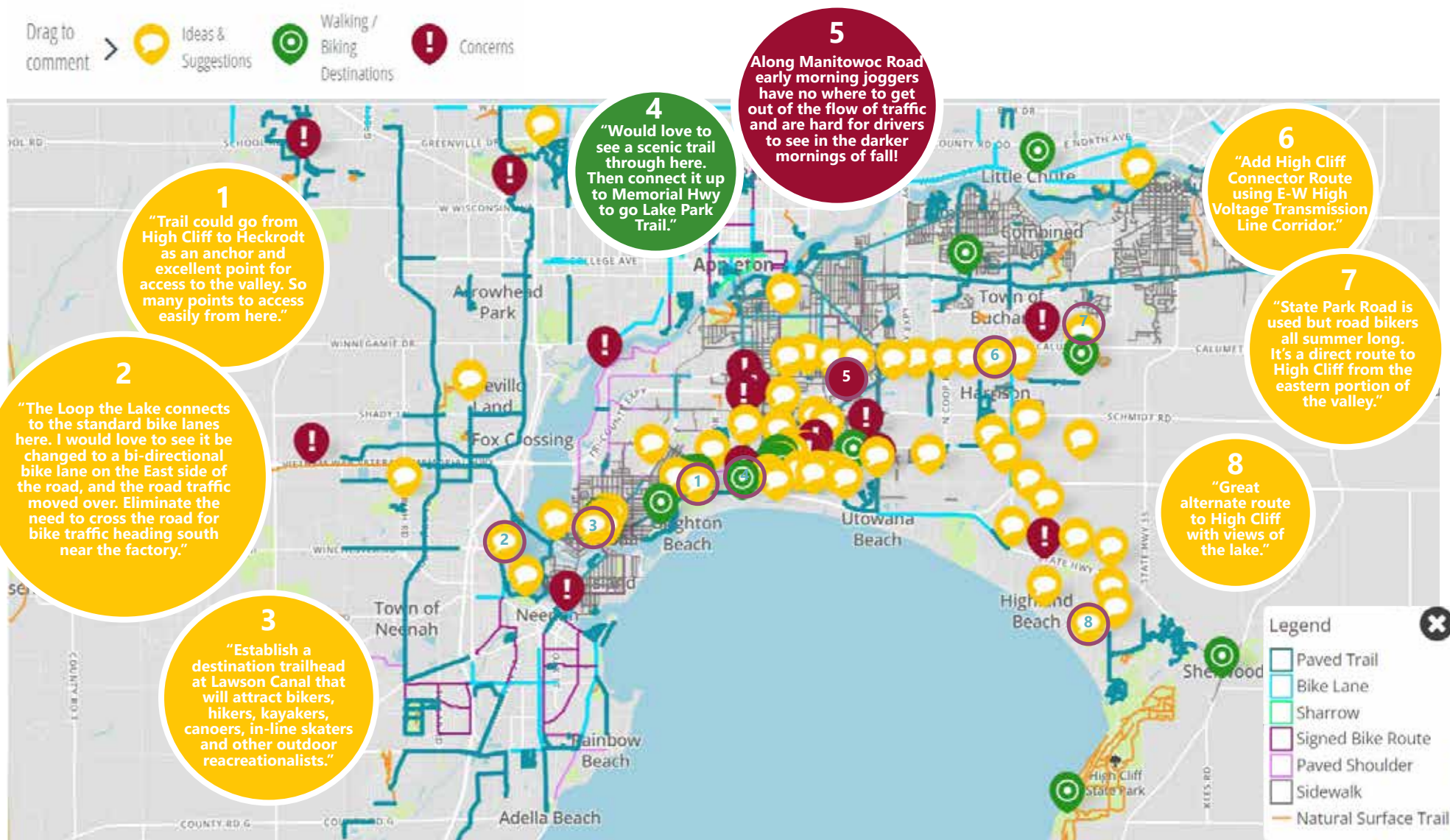


Figure 3.1 Screen capture from 1/20/22 of the interactive Social Pinpoint map from the project's website showing a sample of comments from the public.

