

Green Space Millage



A Green Vision



Areas of Contribution

- Health & Recreation
- Education, Culture & Historic Preservation
- Economic Development

...imagine it's 2027

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**Expanded Trail Systems
Link Green Space,
Neighborhoods, Schools,
Shopping**

Health & Recreation... Seniors

- Heart & weight-related illness abated in seniors
- Local doctors find strong correlation between popularity of outdoor activity and physical and mental health of seniors
- AARP magazine awards Rochester Hills its “Fit Senior” Award for the third year in a row



**After School
Intramural Sports
Managed by RARA &
Parks Department**

Health & Recreation... Students

- Obesity among school children has fallen
- 70% of students 12-17 participate in at least one intramural sport - fishing, kayaking, jogging, x-country runs
- School administrators report improved health and a rise in scholastic performance



**Popularity of
Walking & Biking
Greatly Increased**

Health & Recreation... Traffic

- Reduced vehicular traffic and congestion
- City planners focus on road quality versus constructing expensive expanded roadways
- Improved air quality has reduced incidences of asthma and respiratory illness



City Experiments with Event Sponsoring

Health & Recreation... Events

- Popularity of great trails, river sports and beautiful scenery spur city into event sponsoring
- Local entrepreneurs organize 10 major events annually; bike & half-marathon races
- City hosts 2 internationally recognized training camps for young athletes; budget over \$8m



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Educators Embrace Green Space

Education...

- Elementary students spend one week each year at an innovative outdoor program coordinated by EEC, Boy Scouts & CRWC
- Middle school students spend a week between the EEC, Library, PCCA and the Museum
- High school students team up with the Parks Dept., CRWC, Oakland Land Conservancy and OU integrating course work and stewardship/internships



Interpretive Trails, Art & Historic Buildings Enhance Green Space

Culture & Historic Preservation...

- The Rochester -Avon Historical Society, Friends of the Clinton River Trail, PCCA collaborate to bring interpretive signage and art to trails and green spaces. The greater Rochester area has Michigan's largest network of interpretive local history trails.
- The Rochester Hills Museum at Van Hoosen Farm, Rochester - Avon Historical Society and the Michigan Barn Society bring together Michigan's largest collection of 19th and 20th century barns along trails and within parks and green space.



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**Health, Recreation,
Education, Culture &
Historic Preservation
Create
Thriving Tourism &
Related Local Business**

Economic Development...Tourism

- Popular interpretive trails & pathways link shopping districts, museums, art, schools, event locations, artisans & lodging
- LEEDS restored & adaptively reused barn collection attracts visitors from around the world
- Successful marketing of trails, historical buildings, cultural events & parks increases demand for lodging, supports two new hotels & 10 B&B's

Average Weekend Spending: Family of 4

■ Accommodations	\$210
■ Meals	220
■ Shopping	175
■ Events, activities	105
Total	\$ 710

Source: OU Business School

Economic Development...Education

- OU tops the country in environmental engineering & green technology, attracting investment in Rochester Hills. One of every 30 jobs in the area is related to the environment.
- 1500 students & professionals train at OU sports camps— soccer, x-country & cycling.



Economic Development...Education

- Meadowbrook music program & center for theater studies hosts prestigious seminars for students & amateurs; features top guest artists attracting thousands of tourists to restaurants, shops & hotels.
- OU's 16 miles of trails now linked to the City's trail network.



Economic Development...Education

- Rochester College's preservation program boasts over 50 students & maintains 3 artisan-instructors on staff. Students & community volunteers are stewards for the areas collection of historic barns
- LEEDS restored & adaptively reused barn collection attracts visitors from around the world



Economic Development...Businesses

- Local retail businesses specialize in quality sporting goods, artwork and handicrafts
- Diverse lodging & dining facilities abound
- Crittenton is a leader in sports medicine; bone & joint research & replacement

Economic Development...Investment

The sensible use of local resources produce an unparalleled quality of life, attracting diversified investment to the local economy.

Automotive jobs have declined, but they are replaced with good jobs in tourism, retailing, medicine, research, education & science & technology.

Making the Vision a Reality

Action Steps Now

- Acquire green space
- Continue to support green space acquisitions proposed by GSAB (CC)
- Expand the pathways network and linkage
- Better pathway linkage to and throughout new developments, and improved linkage to existing development (PC & CC)

Action Steps Now

- Expand & improve pathway/trail signage
- Encourage partnering of public and private groups to develop way finding/interpretive pathways & trail signage—RAHS, EEC, FCRT, RH Museum (CC & Mayor)
- Expand & encourage citizen input regarding green space
- Utilize strategic planning to solicit citizens advice on achieving a greener, healthier community with a more diverse economy (CC)

Action Steps for the Future

- Work with RCS to integrate trails & green spaces into science & history curricula, offering students opportunities to gain knowledge/experience & contribute to the community via internships & volunteerism (Mayor/CC)
- Create an ad hoc committee to explore historic barn acquisition—RAHS, HDC, OCHS (CC/GSAB)
- Utilize “Sister City” committees to help collaborate on project that encourage tourism through improved trails & green space (CC)
- Investigate event sponsoring, sports, music, theater, that promotes RH as a tourist destination (Mayor/CC)