



Community Needs Assessment Final Report

April 2012

INTRODUCTION

Discovery Center ~ Great Lakes (Discovery Center) is the shared home of the Maritime Heritage Alliance, the Watershed Center Grand Traverse Bay, and the Great Lakes Children's Museum, and the future home of part of the sailing program directed by Traverse Area Community Sailing. Its mission is to create and maintain a collaborative educational facility where children, youth, and adults can learn the value of historic preservation, the importance of environmental stewardship, the joy of discovery, and the pleasure of water-based recreation as well as to provide support to the member water-related charitable organizations for their respective operations and missions.

As soon as the Discovery Center was created in 2007, its leadership began considering site development and assessing organizational needs for space and program expansion. Members recognized the importance of involving the community in their planning and in September 2011 launched a community needs assessment project with the primary objective to collect input for site planning, program development, and creation of architectural drawings. Their ultimate goal is to create a place that will attract community members and visitors on a regular basis. Throughout the needs assessment process, a wide range of community members and constituents was solicited for input including member organizations, other partners, nonprofit leaders, governmental representatives, residents, educators, and the business community.

A project team representing all the Discovery Center partners oversaw the research and communicated to members. The project team was led by a consultant from NorthSky Nonprofit Network (NorthSky) and included the architect from Cornerstone Architects.

THE PROJECT TEAM

- Mike Wills, Chair, Discovery Center ~ Great Lakes
- John Noonan, Administrator, Discovery Center ~ Great Lakes and Executive Director, Great Lakes Children's Museum
- Amy Martin, Program Coordinator, Discovery Center ~ Great Lakes
- Carl Ferguson, Great Lakes Children's Museum
- Andy Knott, The Watershed Center

- Dick Thompson, The Watershed Center
- Jay Ruzak, Maritime Heritage Alliance
- Woody Wright, Maritime Heritage Alliance
- Glen Rauth, Traverse Area Community Sailing
- John Dancer, Architect, Cornerstone Architects
- Pam Evans, NorthSky Nonprofit Network, project consultant and facilitator

RESEARCH METHOD

The needs assessment research included three main components:

- 1) Input from the Discovery Center partner organizations and their members
- 2) Focus group research targeting external audiences including community leaders, business owners, nonprofit organizations, residents, parents, governmental officials, and educators
- 3) An online, community-wide survey targeting the general community

Input from the Discovery Center partner organizations was collected during a planning summit on October 4, 2011 with 30 participants from all four partner organizations in attendance. Additionally, the Cornerstone architect conducted meetings with each partner organization to identify specific space, programmatic, and facilities needs. Some representatives from the general membership of Maritime Heritage Alliance and Traverse Area Community Sailing also participated in the focus group sessions.

Five focus groups were held in November 2011 and February 2012. One of the five focus groups was educator-specific and included educators from area public, independent, and charter schools. Fifty-eight individuals participated in the focus groups, which were held in the conference room of the Great Lakes Children's Museum. The sessions were facilitated by the NorthSky consultant, with the project architect (but not the leadership of the four partner organizations) in attendance. *(The focus group discussion guide can be found in appendix 4.)*

An online community survey was created from the compilation of ideas gathered in the five focus groups. It was launched in January 2012 and publicized for five weeks. 187 individuals completed the survey with 68% of respondents having no relationship to the four partner organizations. While the majority of respondents were from Grand Traverse (59%) and Leelanau Counties (26%), representation also included the surrounding counties and beyond. People over the age of 40 made up 77% of the survey respondents, and 59% of respondents did not have children living at home. *(The survey instrument can be found in appendix 6.)*

SUMMARY FINDINGS FROM THE OCTOBER 2011 PROJECT PARTNERS SUMMIT

A planning summit was held on October 2011 with participants from all four partner organizations. Participants were segmented into four break-out teams to discuss use of the site, potential programs, services, and design. Themes that were consistent across all four groups include the following:

- Develop more integrated use of space between partner organizations; more integrated educational activities, services and programs
- Provide more activities on the site that are recreational and not specific to any one partner organization, and provide activities for all ages and capabilities
- Encourage drop-in visitors with food, restrooms, bikes, trails, picnic grounds and showers
- Provide access to campus 24 hours a day, 7 days a week in all 4 seasons
- Encourage the right amount of rotation with fresh programs and fresh ideas
- Attract more non-profits and for-profits to the site but with judicious evaluation of how well they fit into overall concept
- Provide educational opportunities across all organizations, both indoors and outdoors, and for all ages, some working together and some sponsored separately; become a center for experiential education and hands-on opportunities
- Encourage revenue-generating opportunities like:
 - Concessions
 - Retail sales
 - Space rentals: long-term leases and event-specific rentals
 - Program fees
 - Common workshop with rentals of tools and equipment
 - A library
 - Snowshoe rentals
 - Bike rentals
 - Cross-country ski rentals
- Encourage creative use of space, become a model for green development, and leave plenty of open space.

Further details can be found in appendix 1.

SUMMARY OF FOCUS GROUP FINDINGS

Again, four of the focus groups were made up of individuals from the general community, including parents, business owners, and community and non-profit leaders; one was educator-specific, with representatives from area public, independent, and charter schools.

All five focus groups expressed a desire for the following:

- Outdoor space that is interactive, self-directed and compelling enough that adults will stop and check it out (QR codes, touch screens, play space, outdoor displays and exhibits, self-guided tours). Also, changing displays and programs frequently so there's always something new to see is important.
- Classroom and education space that is flexible and can accommodate traditional classes (with speaker and AV) and training that requires large, open, indoor and outdoor spaces.
- A fresh water aquarium and display (could be small or large) that provides experiences of the fish and reptiles of the region.
- An extended-hour campus that is open until sundown so visitors can walk around, see, and experience the site even when buildings are closed.
- Versatile education space related to all the organizations on the site and integrating topics/activities such as leadership and team building with academics (math, science, etc.) Example: learning math while building a boat.
- Connecting to area festivals and events (e.g., Cherry Festival, Film Festival). Some participants suggested incorporating maritime films into the TC Film Festival; others suggested storytelling as part of the Cherry Festival.
- A "mixed-use" site with activities that are both educational and fun for all ages; include commercial space (restaurants, retail, rentals), event space, an amphitheater; make it easy to spend the day with lots of diverse activities and food.
- A connection to TART Trail; create a natural loop from Cedar Lake and a bridge over the stream; create signage and an entrance on the trail for Discovery Center.
- Development of safe access to the Bay.

The four non-educator sessions identified the following as important:

- Weather education and real-time weather reporting, sailing education and opportunities to access the Bay by boat and providing cultural experiences such as spending the night on a schooner.
- “Aging up” the Children’s Museum (one group suggested “rebranding it” as museum for all ages).
- Providing opportunities for people to arrive at the site in a different way, perhaps by trail, bike, water taxi, trolley; or establish a bio fuel bus that makes a continuous loop to transport visitors.
- Creating a highly visible site that captures attention from M22 (Ideas suggested included a tower, lighthouse structure, ship, rooftop deck, large sails, running water, artist murals, sculptures like a giant hiker, sailor, or animals; replicate large artwork with smaller icons throughout the site.)
- Creating an integrated theme and design for campus; either one central building for all offices or easy movement between buildings; perhaps a “mall concept” with some individual sites and some multi-purpose sites.
- Creating a central hub to enter the campus with all organizations represented with education programs, displays, videos, meeting rooms, office space (could be an interpretive center or visitor center). The campus should include a site map and schedule of events; something like Sleeping Bear Dunes Visitor Center.

Further details can be found in appendix 5.

EDUCATORS SPECIFIC FOCUS GROUP FINDINGS

Educators stressed that students need to know as much about their own backyards and local environment as possible; currently they know more about exotics such as zebra mussels than they do native fish. **Along these lines, the educators found the following ideas important:**

- Access to and use of the wetlands area behind the Discovery Center, so that students can better understand the relationship of the watershed to Lake Michigan.
- A board walk and an outdoor classroom such as platform or gathering point in the wetlands area with teaching stations where they can work with students on simple to more complex concepts for the very young to the adult learner. The site should include places where students can sit and observe/listen and covered spaces in case of inclement weather.
- Access to an indoor classroom that can be messy. As well as a space that includes a computer station (or wireless network- students can use smart phones or

laptops) and lab space where they can analyze samples taken from the wetlands (soil, water, etc.). They also need a place to store coats and backpacks, and tables for lunch.

- Educators stressed having opportunities for students to have “touch and do” experiences on the site.
- Access to recording equipment where students can capture sounds and images could be of educational benefit.

Other ideas for Discovery Center ~ Great Lakes that were specified by the educator focus group included:

- Creating a site that complements but doesn’t duplicate the Boardman River Nature Center; but pointed out that the Discovery Center has something that Boardman doesn’t – the relationship between the wetlands and Lake Michigan.
- A “green” focus in construction and maintenance of the site that can be used as a demonstration. They suggested having a solar-powered computer station. They also suggested developing a rain garden that demonstrates what happens to rain and run off and how a wetland filters it clean.
- Providing family education opportunities. Some examples were: night-time bug collecting, handing the family a water testing kit, self-directed experiences.

Education Curriculum for Discovery Center ~ Great Lakes

Educators also stressed a need for a consistent, rigorous educational track that progresses from year to year, is tied to academic standards, provides study guides, and includes preparatory work that occurs before arriving on site. This education track should ideally be multi-disciplinary (incorporating math, science, language arts, economics, history, political science, etc.) and could include fitness. For example, kids could be hiking, kayaking, canoeing, or biking, while they are learning. The program needs to be ready to go for educators and tied to the Michigan core curriculum in order for area schools to be able to access it.

The Discovery Center will need to work hand-in-hand with schools on curriculum (like the Inuit Studies program through Dennon Museum). Suggestions for curriculum development include: applying for grant funding to develop curriculum, working in partnership with educators, publishing a “Call for Curriculum Development” and tapping into and adjusting curriculum that is already nationally available.

Participants also pointed out that for successful use of the site by educators, schools need funding/grant money to underwrite field trips and programming.

Specific educational program/curriculum ideas included:

- Creating an educational track that starts at the Bay (where settlers arrived, how they survived - fishing, shipwrecks, commerce, how they accessed and used wetlands, how they were inspired to write and create art).
- Testing the stream at various spots or studying why the water flows the way it does and why the region looks the way it does (from glaciers).
- Study impervious surfaces (like the parking lot). What's the impact on the watershed of impervious pavement?
- Night-time experiences (catch bugs at night, study during day; bats; bird banding; owls).
- Tracing the history trail (include old news items about cholera epidemic, sewage going into the Bay).

Further details can be found in appendix 5.

INTERVIEW WITH TRAVERSE CITY CONVENTION AND VISITORS' BUREAU

An interview was conducted with the executive director and the manager of the visitors' center for the Traverse City Convention and Visitors' Bureau. They concurred with much that was identified in the focus groups and community survey research. Their suggestions included the following:

- A focus on everything about the area's water including displays, information about the underwater preserves, the history of schooners, dive sites, shipwrecks, the geology of the Bay, the fish and wildlife, and how to protect the water.
- Collaboration with or a tie to Inland Seas Education Association.
- Answers to the area visitors' many questions about the local fish and what people are catching.
- Family activities that don't need to be scheduled and that can be done in less-than-ideal weather conditions.
- An outdoor play space, signage and maps that can be used "after hours."
- Year-round activities such as a boat building program and an aquarium.
- Providing a floating dock for fishing.
- Displaying the shell of a schooner, labeling the parts and showing people how it works—make it very visible to pull people into the site.
- Consider a "build a boat" program for where children can build a small boat.
- They also noted that there's a lack of restaurants on the water.
- Developing a water taxi circuit; and linking somehow to Power Island.
- Including information about Power Island at the campus.

CONSISTENT THEMES ACROSS ALL COMPONENTS OF THE NEEDS ASSESSMENT

What types of activities will occur on the site?

While research participants expressed a wide range of diverse desires, interests and needs, the universal theme was **an interest in focusing on water-related concepts.**

All participants in both the survey and 5 focus groups identified the importance of the Discovery Center:

- Becoming an interpretive center where visitors come to learn about the various aspects of the area's water, from history, ecology, commerce, recreation, and the arts.
- Becoming a place where there is a mix of educational and recreational space use.
- Have safe access to the Bay across M22.
- Including programs such as: maritime history and shipwrecks, watershed and wetlands education, real-time information about the Great Lakes, water exhibits about streams and waves, historic boats, sailing education, water safety education, historic boat tours, wooden boat building demonstrations, and opportunities to tour US Coast Guard vessels.

What community organizations and businesses are interested in using the site?

During the community needs assessment process, several organizations and businesses expressed an interest in having a presence or involvement with the Discovery Center. These are:

- Great Lakes Water Studies Institute
- Inland Seas Education Association
- Coast Guard
- Traverse City Area Public Schools
- Bay Breeze Yacht Services

SUMMARY OF COMMUNITY SURVEY FINDINGS

Of the community survey respondents, 80% or more agreed that maritime history and shipwrecks, watershed and wetlands education, real-time information about the Great Lakes, water exhibits about streams and waves, historic boats, sailing education, water safety education, historic boat tours, wooden boat building demonstrations, and opportunities to tour US Coast Guard vessels are important to include at the Discovery Center.

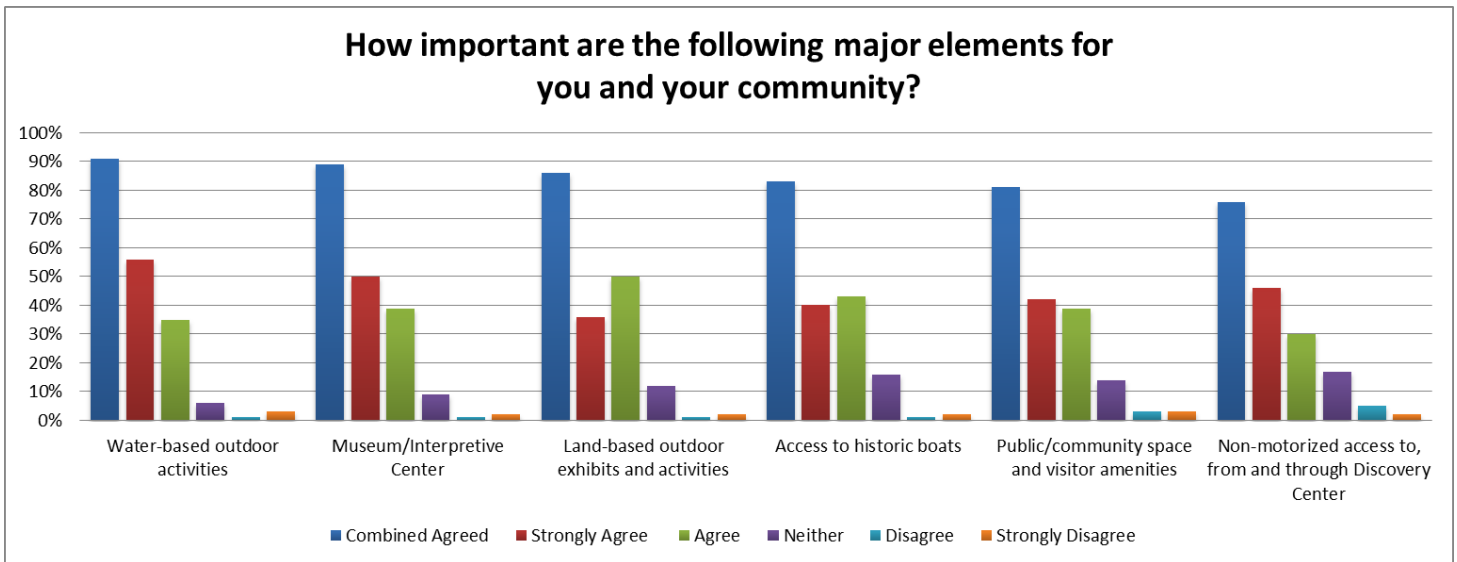
While 89% of respondents indicated that a museum/interpretive center is important to the site; only 56% supported the importance of a regional visitor center.

In terms of visitor space and amenities, connection to the TART Trail and bike racks/storage, were the only items for which more than 80% of respondents strongly agreed or agreed on their importance. Access to a restaurant coffee shop, sailing, fishing or diving charters, or a water taxi were deemed less important by respondents.

95% of respondents agreed or strongly agreed that safe access across M22 is important.

Regarding a multi-purpose marina, 84% of respondents agreed or strongly agreed that it would be of public benefit.

Please find detailed findings in appendix 7.



Please find additional graphs in appendix 7(C)

Discovery Center ~ Great Lakes Acknowledges our Community's Support

This Community Needs Assessment demonstrates that there is great interest in creating a visible, integrated, collaborative community interpretive center for hands-on educational experiences and recreational opportunities, both indoors and outdoors, focused on various aspects of the region's remarkable fresh water. The assessment also shows that there is great potential for developing such a center on the campus of the Discovery Center ~ Great Lakes.

Many thanks to all who participated in our planning summit, focus groups, and community survey. This cooperative effort indicates a bright future for the Discovery Center.

APPENDICES

Appendix 1: Project Partners Planning Session Notes

Appendix 2: Focus Group Flyer

Appendix 3: Focus Group Posters

Appendix 4: Focus Group Discussion Guide

Appendix 5: Focus Group Findings

Appendix 6: Community Survey Instrument

Appendix 7: Community Survey Findings

A. Survey Responses

B. Comments

C. Graphs

Appendix 1: Notes from October 1. 2011 Project Partners Planning Session

1) What are the opportunities for the site?

Facilities

- Model for green development - LEED certification
- Universally accessible - outreach to northwest Michigan disability network
- More parking
- More visible presence/architecture
- Family gathering area
- Accessible for disabled
- Boat storage - guidelines
- Donor recognition
- Public restrooms
- Access to TART trail
- Visible gateway to Leelanau peninsula
- Something that turns your attention away from the Bay
- Office space up above, display space below
- Design for future needs
- Shared retail space - food, sales, heritage
- Shared work space
- Share office space, including an incubator office
- Shared storage, including off-site storage
- Shared office equipment
- Shared meeting rooms
- Common visitor center
- Shower
- Kitchen: barbeque, grilling space
- Reception area
- Regatta space
- Common gift shop
- Common library
- Small shop space
- Shared tools/shop lending library for tools and equipment
- Lab space - water quality testing
- Small theatre
- Auditorium

Outdoor space

- Tunnel used as interpretive center
- Open space
- People-friendly
- Campus atmosphere

- Highlight/showcase organizations, using pods, walkways, etc.
- Ease of access to the site and to the water
- TART trail notices
- On-water experiences
- Lighthouse - for educational and interpretive uses
- Boat storage
- Boat auction
- Outdoor classrooms
- Elevated walkway
- Lookout tower
- Marina
- Walking tour audio
- Bus access
- Launching hoist
- Deepwater slips
- Space for boat building
- Covered wood storage
- Covered bike storage
- Attractive signage - bring people off the road
- Interactive play space - courtyard
- Visitor's center
- People-centered space with parking on the perimeter
- Outdoor science education - streams
- Fire ring
- Department store type exhibit window: so at night it is lit up and during the day you can enter
- Interactive signage/panels for each organization
- All-weather capabilities for covered displays
- Boat display area

Educational

- Geology and science of the Great Lakes
- Historical timeline that represents all the organizations
- Common museum or representation of all the organizations in museums
- Diving education
- Common library
- A model of watershed that incorporates history, biology, geology and commerce
- Environmental education
- Fish aquarium - fish of the Great Lakes and Traverse Bay
- Weather studies - with participation of NOAA and/or Fish and Wildlife service

- School programs, K - 12 plus NMC or other post-graduate programs
- Shipwreck education
- Re-enactors
- Lighthouse education
- NMC satellite site
- Remote submersion under the bay
- Heritage museum
- Viewing areas into workshops - 2-story with open winding staircase with displays along the way
- Teach sailing
- Lab space
- Permanent displays as well as visiting exhibits
- Wetlands education
- Water quality
- Volunteer training site
- Grand Traverse Underwater Preserve
- Adaptive sailing programs for the disabled

Recreational

- Venue for the Traverse City Film Fest (maritime movies)
- Venue for movies and concerts
- Site for community events
- Picnic/family space
- Walking guides
- Access to Bay
- Launching site for small boats
- Play space - interactive
- Visitors' Center
- Youth attractions
- Lookout tower/lighthouse
- Off season - information on ice floes
- Off season ice boating
- Fire ring story telling
- Heritage kitchens: what people ate and how they cooked
- Public art that reaches into downtown (plywood ships)
- Concessions
- Family gathering place
- Access to TART trails
- Outdoor space open 24 hrs, 7 days a week
- Regional sailing center

Marketing community outreach

- Punchcard or passport program encompassing all organizations on the site
- Highly visible from M22, logical stopping spot
- Integration into other community events such as the Film Fest, Cherry Festival, art festivals, etc.

Other collaborations

- Attract for-profits and non-profits to this site, including Inland Seas, Grand Traverse Band of Ottawa and Chippewa Indians and Coast Guard Auxiliary Power Squadron
- Establish a relationship with a food vendor
- Partnerships with Elmwood Township park
- Host movies and concerts or other events for other organizations
- Rent space to other organizations
- Incubator office for other organizations
- Serve as a model for community collaboration
- More integration between the partner organizations jointly sponsoring programs, educations, activities, exhibits, etc.

2. Common themes heard from all participants

- More integrated use of space between partner organizations; more integrated educational activities, services and programs
- More activities on the site that are recreational and not specific to any one partner organization
- Activities for all ages and capabilities
- Encourage drop-in visitors with food, restrooms, bikes, trails, picnic grounds and showers
- 24-hr, 7 days a week, all-season site
- Encourage the right amount of rotation with fresh programs and fresh ideas
- Attract more non-profits and for-profits to the site but with judicious evaluation of how well they fit into overall concept
- Educational opportunities across all organizations, both indoor and outdoor, all ages, some working together and some programs sponsored separately; become a center for experiential education and hands-on opportunities
- Encourage revenue-generating opportunities
 - Concessions
 - Retail sales
 - Space rentals: long-term leases and event-specific rentals
 - Program fees

- Common workshop with rentals of tools and equipment
 - A library
 - Snowshoe rentals
 - Bike rentals
 - Cross-country ski rentals
- Creative use of space, become a model for green development and leave plenty of open space



Planning for the future of Discovery Center ~ Great Lakes We Need Your Ideas and Insights!

Please join us for a discussion about the future of the Discovery Center ~ Great Lakes! Choose one of two sessions that will be held at the Great Lakes Children's Museum, on the Discovery Center campus:

- ◆ Tuesday, November 8, from 6:30 to 8:30 pm - or
- ◆ Wednesday, November 9, from 6:30 to 8:30 pm

Our discussion will focus on programs, activities and the possible uses of the site, as well as how to create a place that will attract community members and visitors on a regular basis. Input gathered during these sessions will be used by Discovery Center to help inform and guide the creation of a new site plan and architectural drawings.

We are looking for a wide range of participants for discussions including representative of all age groups, interests and perspectives.

Discussion participants will receive free children's museum passes and an opportunity to win a drawing for a free sail on the Maritime Heritage Alliance's schooner *Madeline* or a ride on the Watershed Center's tug boat, the *Bay Monitor*.

Pizza and soft drinks will be provided!

SPACE IS LIMITED! Registration is required

For more information about the Discovery Center planning process and to register for a discussion session, visit our special long-range planning website at:

DiscoveryGreatLakes.org/planningblog





Discovery Center is beginning to plan a new facility that will better serve it's member organizations and the community

Join us for one of two input groups and give us your valuable insight!

- 💧 Tuesday, November 8 from 6:30-8:30
- 💧 Wednesday, November 9 from 6:30-8:30

Pizza, soft drinks and other surprises included! Visit the Discover Center Planning Blog for more details.

WE NEED YOUR IDEAS!
JOIN US...

DiscoveryGreatLakes.org/planningblog

Appendix 4: Focus Group Discussion Guide

Welcome and thank you for participating.

Purpose of the session:

To provide input to the project planning team that is creating a long range site plan for the Discovery Center campus. We are gathering input from individuals from throughout the region and representing a wide range of perspectives. We will seriously consider everyone's ideas but may not be able to act upon each one.

Introduce the Discovery Center

John Noonan or Mike Wills will provide an overview of the Discovery Center ~ Great Lakes, the partners, history, site, current programs and activities, partners and project elements/ timeline. John Dancer will provide more specifics about the footprint for planning.

Introductions: Please tell us your name and the organization you represent.

Ground Rules:

- Be honest; your individual comments will remain confidential but will be compiled into a report
- I will be recording the session in order to write my report but will not share the tape with anyone.
- No side conversations
- Stay on the subject
- We are collecting information from a wide range of people of all ages and perspectives and will consider everyone's suggestions and use it to guide our planning work, but we may not be able to act on every suggestion.
- Participate
- Please consider yourself as a representative of your organization and your constituents.

Discussion Questions

Post mission statement.

Don't picture the site as it is. Consider it as a blank space; without the current buildings and space use.

(Facilitator prompt regarding water front: we have the frontage and we know that this is important; but for the purpose of this discussion we are only considering this side of the highway.)

- 1) Have you ever been to this campus before? Has your organization ever participated in any programs or initiatives with any of the partners? Have you personally ever participated in any of the programs offered by the Great Lakes Children's Museum? Maritime Heritage Alliance, Watershed Center, Traverse Area Community Sailing - either here or at another location? Were you here in a professional capacity? As a visitor? Volunteer? Employee?
- 2) Considering this mission, what do you see as the possibilities for this site? What kinds of activities? Programs?
- 3) In your role in the community, what community needs can be met on this site? What do you think community members are looking for that can't be found in the region and could be offered here? What about visitors?
- 4) Do any of the activities on our list already exist somewhere else in the community? Or are these activities that are unique and can't be found in the area?
- 5) For activities that already exist in the community—do they not adequately meet community needs? Why do you think they should be on this site as well as where they are currently offered? Should they be moved or replaced?
- 6) Here is a list of ideas we have for the site generated at another planning session. Of this list, which ones should be added to our list today?
- 7) What would be the critical factors to ensure that the Discovery Center development is a success? Who else needs to be involved?
- 8) Are there other community partners, businesses, organizations or individuals that should be involved?
- 9) We have a long list of opportunities and ideas. I'd like you to help prioritize the list. Please look over our list and identify the top three activities you'd like to see on the site.

THANK YOU FOR YOUR TIME TODAY. YOU CAN FOLLOW OUR PROGRESS AT THE
DISCOVERY CENTER BLOG
<http://www.discoverygreatlakes.org/planningblog/>

Appendix 5: Focus Group Findings

OVERVIEW

- Five focus groups were held on November 8, November 9, November 15, and November 29, 2011 and on February 1, 2012.
- 58 total participants
- 12 individuals under the age of 40
- 31 individuals between 40 and 60 years of age
- 15 individuals 60 years and over
- 27 male participants
- 31 female participants

Governmental representatives

- Jack Kelly, Elmwood Township
- Mark Benedict, Elmwood Township
- Joe Buzzella, US Coast Guard

Business representatives

- Dave Conrad, Bay Breeze Yacht Services
- Bill Allgaier, Harborview Yacht Sales
- Jim Frye, FIM
- Dennis Lauterbach, Traverse Floor Covering
- Steve King, Financial Planner

Non partner organizational representatives

- Jo Bullis, Women's Resource Center
- Julie Clark, TART Trails
- Lee Maynard, TART Trails
- Libby Tomlinson, Grand Traverse Yacht Club
- Hans VanSumeren, Great Lakes Water Studies Institute
- Eric Carlson, Leelanau Enterprise
- Mark Breederland, MI Sea Grant
- Andrea Hornby, Girl Scouts
- Mary Manner, Great Start
- Annie Campbell, Disability Network
- Kathy Lievense, Inland Seas
- Tom Kelly, Inland Seas
- Debbie McKeon, NorthSky Nonprofit Network
- Ryan Matusak, Grand Traverse Fishing Association
- Harvey Norris, Traverse City Light and Power, Grand Traverse Bay Power Squadron
- Michelle Shane, Montessori Children's House

Partner organization representatives

- Judy King, MHA
- Larry Hathaway, MHA
- Jake Brecinski, MHA
- Mary Budde, MHA
- JoAnne Pace, MHA
- Sherri Feels, MHA
- Becky Ewing, Rotary Charities

Educators

- Jenna Hair, Grand Traverse Academy
- Roderick Ross, TCAPS, Cherry Knoll
- Barbara Corbett, TCAPS, Cherry Knoll
- Colleen Christensen, Montessori Children's House
- Kelli Hannun Spencer, TCAPS, Central High School
- Karen Spencer, TCAPS, East High School
- Kim Fleming, TCAPS, Central High School
- Nathan Tarsa, Woodland School

Activities / programs to include on the site that were mentioned in all four "non educator" sessions

- Fresh water aquarium; something small like Inland Seas or Cabela's or something larger like the Milwaukee Museum and Calvert Museum
- Weather education/ real time weather reporting
- Sailing education and opportunities to access the Bay by boat
- More outdoor space that is interactive and self directed and compelling enough the adults will stop and check it out (touch screens, play space, outdoor displays and exhibits, self-guided tours) Example: "The Great Barrier Reef," Australia
- Classroom and education space - for both partner organizations and others - that is flexible and can accommodate traditional classes (with speaker and AV) and training that requires large, open, indoor and outdoor spaces
- Event space/ amphitheater
- Commercial space - restaurant, retail, rentals
- "Age up" The Children's Museum (one group suggested "rebranding it" as museum for all ages)
- Activities for all ages
- Activities that are both educational and fun
- Make it easy to spend the day; lots of diverse activities and food
- Routinely change programs so there's always something new
- Keep the campus open until sundown daily so you can walk around even when buildings are closed
- Really versatile education space related to all the organizations on the site but integrating topics such as leadership, team building and the

academics (math, science, etc.) Example: learning math while building a boat

- Have people arrive at the site in a different way by trail, bike, water taxi, trolley; establish a bio fuel bus that makes a continuous loop to transport visitors
- Make it a cultural experience: spend the night on a Schooner, watch enactments, sail, swim, etc.

Activities / programs to include on the site that were mentioned in the February 1 “educators” focus group

The participants in the February 1, 2012 educator session placed a stronger emphasis on access to and use of the wetlands area behind the Discovery Center (and the relationship of the watershed to Lake Michigan). Participants stressed that kids need to know as much about their own backyards and local environment as they do exotic areas; currently they know more about “zebras” than they do native fish.

Educators would like to see a board walk and an outdoor classroom such as platform or gathering point in the wetlands area with teaching stations where they can work with students on simple to more complex concepts for the very young to the adult learner. The site should include places where students can sit and observe/ listen and covered spaces in case of inclement weather.

Educators would like an indoor classroom that can be messy with a computer station (or wireless network- students can use smart phones or laptops) and lab space where they can analysis samples taken from the wetlands (soil, water, etc.) They also need space to store coats and backpacks, and tables for lunch.

Educators stressed having opportunities for students to touch and “do”; experience the site.

Access to recording equipment where students can capture sounds and images might be very useful.

Program ideas for students included:

- Testing the stream at various spots or studying why the water flows the way it does and why the region looks the way it does (from glaciers.)
- Study impervious surfaces (like the parking lot). What’s the impact on the watershed of having so much pavement?
- Night time experiences (catch bugs at night, study during day; bats; bird banding; owls)
- Tracing the history trail (include old news items about cholera epidemic, sewage going into the Bay.)

Educators would like the site to complement not duplicate the Boardman River Nature Center; but pointed out that the Discovery Center has something that Boardman doesn't - the relationship between the wetlands and Lake Michigan.

Educators would like a rigorous educational track that progresses from year to year; is tied to academic standards and provides study guides, and includes preparatory work that occurs before arriving on site; that is multi-disciplinary (incorporating math, science, language arts, economics, history, political science, etc.) including fitness. Kids could be hiking, kayaking, canoeing, or biking, while they are learning. The program needs to be ready to go for educators.

Educators need to be able to rely on a consistent program that teachers know will be there year to year (4th graders go through this; 5th graders go through this, etc.)

The more disciplines that are involved and the more it ties to core curriculum; the more likely teachers can justify bringing kids for the day. The Discovery Center will need to work hand-in-hand with schools on curriculum (i.e. the Inuit Studies program through Dennon Museum)

The education track could potentially start at the Bay (they arrived here, this is what they did to survive - fishing, shipwrecks, commerce, how they accessed and used wetlands, how they were inspired to write and create art)

Educators suggested incorporating a "green" focus in construction and maintenance of the site that can be used as a demonstration. They suggested having a solar-powered computer station. They also suggested developing a rain garden that demonstrates what happens to rain and run off and how a wetland filters it clean.

Provide family education opportunities; some examples, night time bug collecting, hand the family a water testing kit, self-directed experiences.

Suggestion for curriculum development: apply for grant funding, work in partnership with educators, publish "Call for Curriculum Development"; some is available nationally but will need to be customized.

Potential resources: Tom West ell, TBAISD, has water testing kits; Duke Elsner, MSU Extension is an entomologist.

Participants pointed out that for successful use of the site by educators, schools need funding/ grant money to underwrite field trips and programming.

Site design ideas that were mentioned in the four "non educators" sessions

Connect to TART Trail; create a natural loop from Cedar Lake and a bridge over the stream; create signage and an entrance on the trail for Discovery Center

Highly visible; capture attention from M22 (Ideas suggested included a tower, lighthouse structure, ship, rooftop deck, large sails, running water, artist murals, sculptures- giant hiker, sailor, or animals; replicate large artwork with smaller icons throughout the site)

Integrated theme and design for campus; either one central building for all offices or easy movement between buildings; perhaps a "mall concept" with some individual sites and some multi-purpose sites

Create a central hub to enter the campus with all organizations represented with education programs, displays, videos, meeting rooms, office space (could be an interpretive center or visitor center); include site map and schedule of events; something like Sleeping Bear Dunes Interpretative Center

Provide safe access to the water

Provide more use of outdoor space

Consider moving parking to a less visible spot

Provide universal access; fully adaptable like Boardman River with wheelchair access for boats

Appear more welcoming to visitors; encourage them to just stop in without a specific purpose

Provide four-season space

Provide opportunities to learn to swim and dive from boat

Provide event space/ amphitheater for related nonprofit festivals, events (nautical-theme films during Film Festival, nautical art exhibits, etc.)

Additional partner organizations to include on the site

- Great Lakes Water Studies Institute (broadcast from their site)
- Inland Seas; don't duplicate but complement their programs
- Coast Guard
- TCAPS
- Northwestern Michigan College
- DNR (salmon hatchery)
- History Center of Traverse City
- Wings of Wonder
- Boardman River Nature Center

- Denny's Museum
- Circle of Blue
- Grand Traverse Stewardship Initiative
- Grand Traverse Band of Ottawa and Chippewa Indians
- Raven Hill
- Land Information Access Association (LIAA)

Potential themes for the site

"Mystic Seaport of Michigan" with re-enactments, boat building, sailing, science education, learn to read a compass, learn to use navigation charts, partner with Inland Seas for programs, Coast Guard research vessels and boater safety; historic representation of a port, the cranes, the equipment, the commerce

"Discovery" theme - a place to trigger excitement, "sail in", something for everyone to discover

Add a tag line to the Discovery Center ~ Great Lakes; example: *" a great place for sailing, creating, learning "*

All about The Watershed - what is a watershed, learn about the water from the bottom up (tadpoles, etc.) historical, ecological, environmental, commercial, recreational perspective; how to build a boat; learn to sail

All about Great Lakes Fish - fishing, boating, tribal fishing, Native American fishing village, historical, recreational, learn to fish, fishing pond, restaurant serving Great Lakes seafood, fish market, charter boats, rent fishing equipment, learn to dive, aquarium, fish hatchery, navigation (the fish hatchery at Oden/ Petoskey has good ideas for exhibits and programs)

Integrate Art and Science (Look at "Leonardo" in Salt Lake City) - art classes on the water, art exhibits, evenings with music, make it exciting, exhilarating, fun, thrilling

Maritime Heritage Trail tying together all maritime programs in the region including fishing ports, Fishtown, Inland Seas (First stop on the way to Leelanau); driving tour CD

Clean water- what people do to get water, the quest for clean water, sanitation, fishing, boating, etc.; live feed to Circle of Blue organization; tell the story of the Rotary commitment to clean water

Cluster all environmental, nautical, water-related organizations on the site with either a physical or virtual presence

Other ideas for activities/ programs

- Charter boat facility
- Traveling aquarium
- Multi-generational programs: example - teach children to swim, water safety, what flags mean and progress to sailing, how to swim and dive from a boat, and then to adults for sailing and cultural opportunities
- Multi-day educational programs
- Immerse people in the water cycle (travel in a water drop - go into leaf and through photosynthesis)
- Fish cleaning facility (an attractive one like in Grand Haven)
- Relationship to the Cherry Industry including the agricultural ecosystem created by the water, commercial, canning and shipping aspects
- Use the pier space and have the Coast Guard bring in research and rescue vessels for education and tours; Albatross Helicopter on display; Coast Guard bring in newer boats, MHA bring in historic boats
- Display "real time" information about the Bay by tracking data from a research buoy (providing Great Lakes Maritime Institute); watch things like waves, riptides, and other water conditions)
- Demonstrate riptides and provide safety training about how to interact with water
- Provide a radar weather simulator for year round education
- Include a perspective on the history of the area
- Create educational programs on mentoring, internships for teens; a place where teens can learn about environmental education that is integrated with TCAPS and NMC
- Provide education on brown fields and their impact on the watershed
- Women's education on fishing
- Children's education on fishing
- Go out on charters with divers
- Portable library for the summer months
- Create a contest or an educational challenge—something like art prize in Grand Rapids (example: create your own container)
- Sponsor outdoor activities such as stargazing, camping and education
- Run camps out of the schooner for Girl Scouts or Boy Scouts (example: live like a ship mate in a specific time period)
- Build a new boat in the back lot and let the public help
- Put the "Welcome" ship in the parking lot for tours and demonstrations
- Ship wreck education (30 shipwrecks off Sleeping Bear Dunes)
- Demonstrations of old equipment and techniques for building with opportunities to try out the equipment
- Living demonstrations by artists and crafts people
- Use the marshes in back for education, boardwalks and recycled lumbar
- Learn art/ music out on a schooner and provide opportunities for artists/ musicians to create art out on a schooner

- Joint programming between Boardman Nature, TART Trail and Discovery Center; bring participants in via TART Trail
- Otters exhibit
- Sailing programs with land-based facility to teach sailing
- Great Lakes fossils/ archaeology
- Go behind the scenes at the Discovery Center for an insider tour
- Create a more visible presence for The Watershed Center; illustrate the watershed plan and make it come alive; include a watershed model to demonstrate how a watershed works
- Indoor wave table
- Indoor stream table to see how a stream works
- Ice boating - rentals and education
- Diving - rentals and education
- Leadership programs: boating lends itself to building leadership and team skills
- Folklore of the Great Lakes and practical aspects such as how to navigate by the stars
- Display equipment from the schooner era: cranes, etc.

Other ideas for design

- Access to bay: sail mast with zipline, chairlift, glass tunnel with running stream, ship bridge over M22
- Create a round, inter-connected circle of buildings and activities that people can walk around and inside
- An entrance hall with an aerial photo of the region on the floor and rolling carts with magnified glass; you can roll the carts over the map and magnify sections
- Green focus (LEED certification)
- Access to site: Trail trolley from TART trail
- Create a boardwalk
- Elevated walk ways through workshops so visitors can observe restoration in progress
- Incorporate developmental stages of children into events or educational programming
- Courtyard design where there is no wrong entry point; you can enter from any angle
- Place a Visitors Center on the inside and parking on the outside
- Develop a service drive to turn into the Discovery Center and then drive behind and exit at next cross street
- Re-direct the creek so it flows from the wetland to the Bay (and through the Discovery Center)
- Rooftop deck with activities and art: telescope, restaurant, commercial space
- Parking lot that can convert to event space/ amphitheater (Calvert Museum)

- Remove personal boat storage from site to free up space
- Make sure the space is sound worthy - can broadcast/ amplify live and recorded music

Other opportunities

Incorporate the Discovery Center site with planning related to the Bay side of M22 and surrounding Elmwood Township; the easiest way to gain support for the Discovery Center is to build access to the harbor

Create an integrated place with Elmwood Township

Partner with local businesses to employ seasonal workers during the fall and winter

Include Leelanau Brownfield Authority (Trudy)—there may be funding and programming opportunities

Great Lakes Cruise Ship stop

Don't create separate education programs for each organization; integrate and create programs that span organizations and include multiple components and perspectives

First make sure that everyone knows about the Discovery Center and the individual members and what everyone does and that we are creating a great place to do it.

Appendix 6: Community Survey

We need your ideas!

We are in the process of planning a new and improved Discovery Center ~ Great Lakes.

The Discovery Center currently includes four organizations: Great Lakes Children's Museum, Maritime Heritage Alliance, Traverse Area Community Sailing, and the Watershed Center Grand Traverse Bay, and is located at 13240 S. West Bay Shore Dr (M-22), Traverse City (Greilickville). We are currently designing a facility where children, youth, and adults can learn the value of historic preservation, the importance of environmental stewardship, the joy of discovery, and the pleasure of water-based recreation.

Please help us create a place that will serve as an asset to our community and attract community members and visitors on a regular basis. Community input that we gather through this survey will be part of the information used to determine a site plan and architectural drawings.

All participants in the survey will be entered into a drawing for a ride on the Schooner MADELINE for two passengers!

For more information about the Discovery Center planning process, visit our long-range planning site at: DiscoveryGreatLakes.org/planningblog

1) When considering improvement to the Discovery Center campus, do you think each of the following major elements below are important for you and our community?

Use the following scale:

- 1) Strongly Agree
- 2) Agree
- 3) Neither Agree nor Disagree
- 4) Disagree
- 5) Strongly Disagree

- ☐ Museum/Interpretive Center
- ☐ Public/community space and visitor amenities
- ☐ Land-based outdoor exhibits and activities
- ☐ Water-based outdoor activities
- ☐ Access to historic boats
- ☐ Non-motorized access to, from and through Discovery Center

Considering the previous 6 major elements you just rated, do you think the following specific ideas are important to the improvement of Discovery Center ~ Great Lakes campus and will benefit you and our community?

Use the following scale:

- 1) Strongly Agree
- 2) Agree
- 3) Neither Agree nor Disagree
- 4) Disagree
- 5) Strongly Disagree

2) Museum/Interpretive Center

- ☐ Children's Museum expansion
- ☐ Maritime history & shipwrecks
- ☐ Watershed and wetlands education
- ☐ Weather education
- ☐ Combined & collaborative exhibits (from all organizations on site)
- ☐ Geology & science of the Great Lakes
- ☐ Native American history
- ☐ Real-time information about the Great Lakes, (waves, temperature, etc.)
- ☐ Water exhibits demonstrating how waves and streams work
- ☐ Regional history
- ☐ Regional animal & wildlife exhibits

3) Public Community Space & Visitor Amenities

- ☐ Classroom(s)
- ☐ Outdoor event space/amphitheatre
- ☐ Restaurant/food/coffee shop
- ☐ Family gathering/outdoor play space
- ☐ Picnic area
- ☐ Bike rentals
- ☐ Snow shoe rentals
- ☐ Regional visitor center
- ☐ Laboratory space

4) Land-Based Outdoor Exhibits & Activities

- ☐ Historic boats on display
- ☐ Wetland trails
- ☐ Live demonstrations by artists & craftspeople

5) Water-Based Activities

- ☐ Sailing education & training
- ☐ Sail charters
- ☐ Fishing education & training
- ☐ Fishing charters
- ☐ Diving education & training
- ☐ Diving charters

- ☐ Water safety education
- ☐ Water taxi or tour boat
- ☐ Tour of US Coast Guard vessels visiting dock
- ☐ Overnight stays on boats (adults and children)

6) Access to Historic Boats

- ☐ Schooner charters
- ☐ Historic boat tours
- ☐ Wooden boat building demonstrations
- ☐ Wooden boat building education and training

7) Non-Motorized Access to/from Discovery Center

- ☐ Connection to TART Trails
- ☐ Connection to nearby businesses, attractions and activities
- ☐ Bike racks/storage

8) Is there anything that is important to you that is not on our list? Please describe: _____

9) The Discovery Center is currently located across M-22 from Grand Traverse Bay. Do you think accessing the Bay via a safe crossing of M-22 is important?

Use the following scale:

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

10) Do you think a multi-purpose educational marina, (boating, fishing, commercial, recreational, etc.) with public access located on Discovery Centers bay front property, (across M-22) would be of public benefit?

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

Please tell us about yourself...

11) Please indicate your age category:

- ☐ under age 25
- ☐ 25-39

- ☐ 40 to 64
- ☐ over 65 years old

12) Please indicate the number of children under the age of 18 in your family:

- ☐ 0
- ☐ 1-2
- ☐ 3 or more

13) County of residence:

- ☐ Antrim
- ☐ Benzie
- ☐ Grand Traverse
- ☐ Leelanau
- ☐ Kalkaska
- ☐ Emmet
- ☐ Charlevoix
- ☐ Wexford
- ☐ Manistee
- ☐ Other

14) Are you an employee, member, volunteer or board member of any of the following organizations? (Please check as many as apply)

- ☐ Discovery Center - Great Lakes
- ☐ Great Lakes Children's Museum
- ☐ Maritime Heritage Alliance
- ☐ Traverse Area Community Sailing
- ☐ The Watershed Center
- ☐ None

15) Your name and phone number (optional - but must be provided to be included in our drawing). _____

Thank you for your assistance in completing this survey. Your name will be entered into a drawing for a ride on the schooner MADELINE for two passengers!

Please follow our planning progress and learn more about the Discovery Center at DiscoveryGreatLakes.org/planningblog

DCGL Community Survey Data

1. When considering improvement to the Discovery Center campus, do you think each of the following major elements below are important for you and our community?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Museum/Interpretive Center	94 50%	72 39%	17 9%	1 1%	3 2%
Public/community space and visitor amenities	79 42%	72 39%	26 14%	5 3%	5 3%
Land-based outdoor exhibits and activities	68 36%	93 50%	22 12%	1 1%	3 2%
Water-based outdoor activities	105 56%	65 35%	11 6%	1 1%	5 3%
Access to historic boats	74 40%	80 43%	29 16%	1 1%	3 2%
Non-motorized access to, from and through Discovery Center	86 46%	57 30%	31 17%	9 5%	4 2%

2. Considering the 6 major elements you rated at the beginning of the survey, do you think the following specific ideas are important to the improvement of the Discovery Center ~ Great Lakes campus and will benefit you and our community?

A. Museum/Interpretive Center

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Children's Museum expansion	64 34%	61 33%	47 25%	11 6%	4 2%
Maritime history & shipwrecks	70 37%	92 49%	22 12%	2 1%	1 1%
Watershed and wetlands education	85 45%	74 40%	19 10%	4 2%	5 3%
Weather education	43 23%	84 45%	51 27%	5 3%	4 2%
Native American history	51 27%	79 42%	44 24%	10 5%	3 2%
Real-time information about the Great Lakes, (waves, temperature, etc.)	78 42%	85 45%	17 9%	6 3%	1 1%
Water exhibits demonstrating how waves and streams work	75 40%	86 46%	19 10%	5 3%	2 1%
Regional history	58 31%	90 48%	31 17%	6 3%	2 1%
Regional animal & wildlife exhibits	44 24%	78 42%	42 22%	18 10%	5 3%

DCGL Community Survey Data

3. Considering the 6 major elements you rated at the beginning of the survey, do you think the following specific ideas are important to the improvement of the Discovery Center ~ Great Lakes campus and will benefit you and our community? B. Public Community Space & Visitor Amenities

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Classroom(s)	38 20%	80 43%	49 26%	18 10%	2 1%
Outdoor event space/amphitheatre	53 28%	74 40%	45 24%	11 6%	4 2%
Restaurant/food/coffee shop	14 7%	59 32%	77 41%	32 17%	5 3%
Family gathering/outdoor play space	53 28%	82 44%	33 18%	17 9%	2 1%
Picnic area	50 27%	83 44%	35 19%	17 9%	2 1%
Bike rentals	20 11%	44 24%	72 39%	40 21%	11 6%
Snow shoe rentals	22 12%	37 20%	70 37%	47 25%	11 6%
Regional visitor center	42 22%	63 34%	51 27%	22 12%	9 5%
Laboratory space	30 16%	76 41%	64 34%	12 6%	5 3%

4. Considering the 6 major elements you rated at the beginning of the survey, do you think the following specific ideas are important to the improvement of the Discovery Center ~ Great Lakes campus and will benefit you and our community? C. Land-Based Outdoor Exhibits & Activities

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Historic boats on display	84 45%	67 36%	31 17%	4 2%	1 1%
Wetland trails	82 44%	64 34%	30 16%	7 4%	4 2%
Live demonstrations by artists & craftspeople	54 29%	81 43%	39 21%	13 7%	0 0%

DCGL Community Survey Data

5. Considering the 6 major elements you rated at the beginning of the survey, do you think the following specific ideas are important to the improvement of the Discovery Center ~ Great Lakes campus and will benefit you and our community? D. Water-Based Activities

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Sailing education & training	98 52%	64 34%	20 11%	4 2%	1 1%
Sail charters	46 25%	75 40%	52 28%	11 6%	3 2%
Fishing education & training	49 26%	82 44%	40 21%	14 7%	2 1%
Fishing charters	12 6%	68 36%	68 36%	32 17%	7 4%
Diving education & training	37 20%	78 42%	55 29%	16 9%	1 1%
Diving charters	18 10%	67 36%	73 39%	23 12%	6 3%
Water safety education	101 54%	61 33%	20 11%	4 2%	1 1%
Water taxi or tour boat	34 18%	93 50%	40 21%	18 10%	2 1%
Tour of US Coast Guard vessels visiting dock	71 38%	73 39%	35 19%	5 3%	3 2%
Overnight stays on boats (adults and children)	26 14%	61 33%	81 43%	16 9%	3 2%

6. Considering the 6 major elements you rated at the beginning of the survey, do you think the following specific ideas are important to the improvement of the Discovery Center ~ Great Lakes campus and will benefit you and our community? E. Access to Historic Boats

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Schooner charters	69 37%	75 40%	37 20%	4 2%	2 1%
Historic boat tours	90 48%	72 39%	22 12%	2 1%	1 1%
Wooden boat building demonstrations	80 43%	76 41%	28 15%	2 1%	1 1%
Wooden boat building education and training	75 40%	73 39%	31 17%	7 4%	1 1%

DCGL Community Survey Data

7. Considering the 6 major elements you rated at the beginning of the survey, do you think the following specific ideas are important to the improvement of the Discovery Center ~ Great Lakes campus and will benefit you and our community? F. Non-Motorized Access to/from Discovery Center

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Connection to TART Trails	118 63%	45 24%	19 10%	4 2%	1 1%
Connection to nearby businesses, attractions and activities	86 46%	58 31%	40 21%	2 1%	1 1%
Bike racks/storage	98 52%	64 34%	23 12%	1 1%	1 1%

9. The Discovery Center is currently located across M-22 from the Grand Traverse Bay. Do you think accessing the Grand Traverse Bay via a safe crossing of M-22 is important?

Strongly Agree	149	80%
Agree	28	15%
Neither Agree nor Disagree	8	4%
Disagree	1	1%
Strongly Disagree	1	1%
Total	187	100%

10. Do you think a multi-purpose educational marina, (boating, fishing, commercial, recreational, etc.) with public access located on Discovery Centers bay front property, (across M-22) would be of public benefit?

Strongly Agree	88	47%
Agree	69	37%
Neither Agree nor Disagree	21	11%
Disagree	8	4%
Strongly Disagree	1	1%
Total	187	100%

11. Please indicate your age category:

under age 25	3	2%
25-39	40	21%
40 to 64	120	64%
over 65 years old	24	13%
Total	187	100%

DCGL Community Survey Data

12. Please indicate the number of children under the age of 18 in your family:

0	111	59%
2	61	33%
3 or more	15	8%
Total	187	100%

13. County of residence

Antrim	3	2%
Benzie	5	3%
Grand Traverse	111	59%
Leelanau	49	26%
Kalkaska	3	2%
Emmet	1	1%
Charlevoix	1	1%
Wexford	2	1%
Manistee	2	1%
Other	10	5%
Total	187	100%

13. County of residence: Other

Respondent #	Response
1	Missaukee
2	Marquette
3	Houghton
4	Otsego
5	Kent, second residence in Grand Traverse
6	Dane County, Wisconsin
7	seasonal visitor
8	moving to Michigan this spring
9	Hennipen
10	Summer residents of Traverse City

14. Are you an employee, member, volunteer or board member of any of the following organizations? (Please check as many as apply)

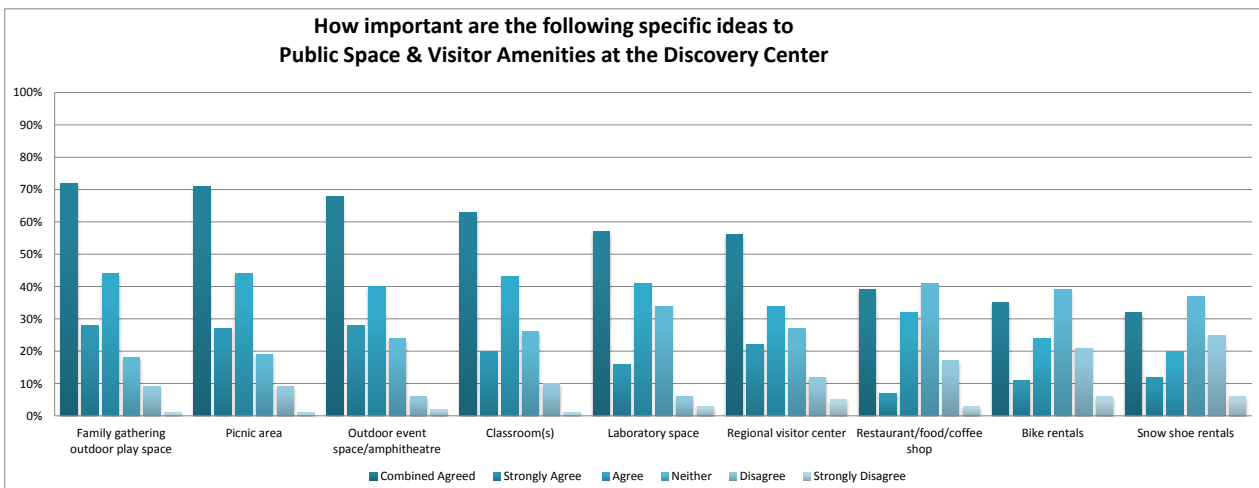
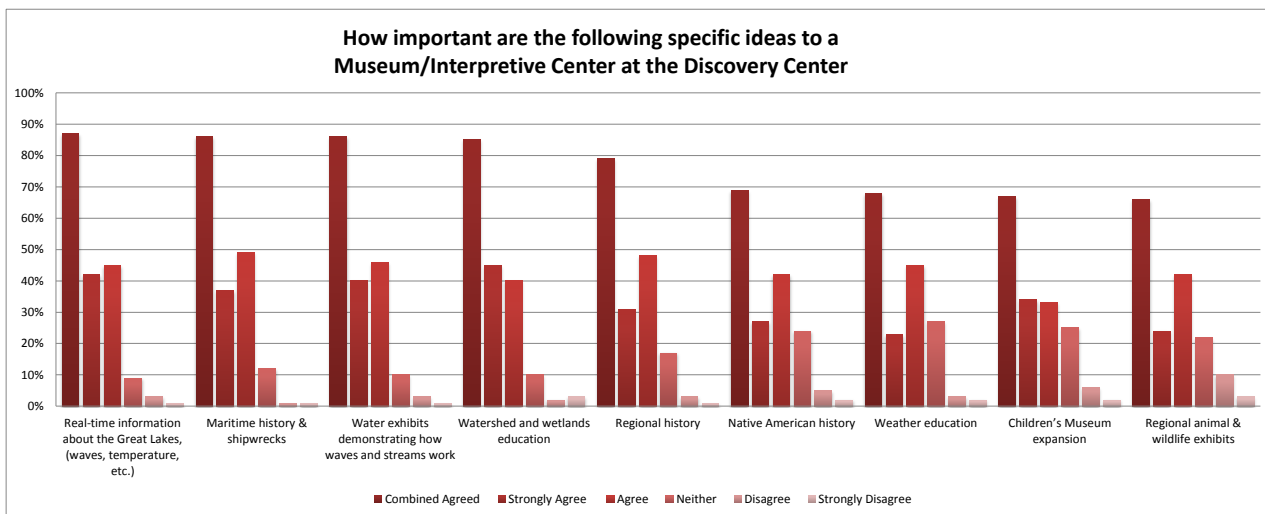
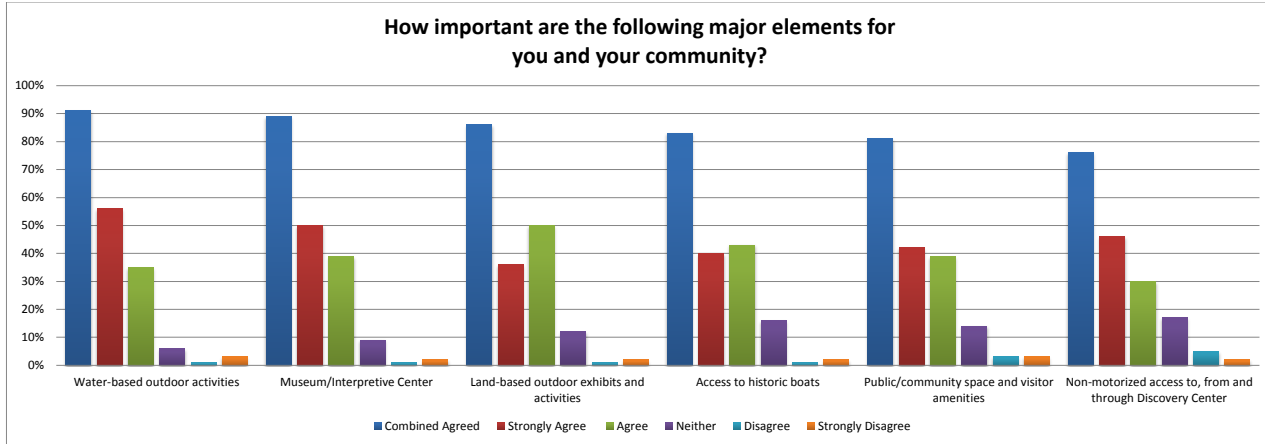
Discovery Center ~ Great Lakes	6	3%
Great Lakes Children's Museum	17	9%
Maritime Heritage Alliance	31	17%
Traverse Area Community Sailing	11	6%
The Watershed Center	7	4%
None	128	68%

8. Is there anything that is important to you that is not on our list?					
1 web site updated frequently for hours and events	19 Musical events	2 Your list covers everything that is important to me.	20 Wasn't there a strong science element there?	34 aquarium	
46 Crossing m22 is very unsafe as is.	3 Is there any thought of a partnership with the History Center?	37 Pedestrian crossing on M 22 is a MUST.	47 Library	8 web based connectivity	
7 Keep the site as "green" and eco-friendly as possible! Do not fill any wetlands.	9 No, but I would suggest not duplicating existing services that compete with private businesses.	10 access to Children's Museum for handicap and disadvantaged youth	11 Private boat storage would be great	13 More options for children's birthday parties.	
4 Increased variety in displays at Children's Museum.	33 education for our kids and future kids is the main concern - we need to instill an interest in them at an early age.	35 I think it would be ideal to have the Inland Seas a part of The Discovery Center.	21 Concerts could be nice. Weekly Sea Shanties, Folk Music, Kid's Music,	15 Accessibility for everyone-- including individuals with disabilities	
5 I trust that work has or will be done to identify where there may be duplications for our community with regards to some of the ideas listed herein? I fear that there are and that they are not only unnecessary but potentially detrimental to the work of other important organizations.	6 Connection and shared used of other facilities in the area. Why more picnic area when they exist? Develop what is missing from area.	22 Just want to comment that I think this is a great concept that would be a real asset to our community and I especially support the ideas of teaching/classes and hands-on training. Very exciting!	50 As noted below, I think a safe crossing to the bay is fundamental to this project.	26 Would like to see on-site storage for TACs boat for West Bay use.	
43 Change the name. Discovery Center doesn't exactly create any emotion regarding boats / and the water.	24 Be careful NOT to lose your focus. I *detest* what happened in Milwaukee, where almost all the focus was lost from the Lake Schooner.	45 Kayak rentals, cross-country ski rentals (TART Trail), use of the old coal dock across the street for family picnic area.	25 Safer access across M-22 to events on both sides of the road. Restroom facilities on the shore side of M-22.	16 Opportunities for access to all activities, including wheelchairs.	
12 Have you checked out the kids' museums in St. Joe, MI? Their new Discovery Zone museum has some incredible interactive activities, many water/Great Lake-related. Really great place!	38 perhaps a demonstration of wind power with a small tower. citizens need to get adjusted to looking at these structures with a positive attitude.	29 A small boat (non-motorized) launch is needed somewhere. A place to launch small sailboats and paddle craft would be easy to include.	30 The occurrence of the Great lakes in its size and scope is not the geologic norm. Education as to creation of the great lakes and there importance to our lives should be stressed.	17 Special shows, local crafts, aniamls or sail making! Like at the Charleston SC children center art and painting linked with ships and water ways.	

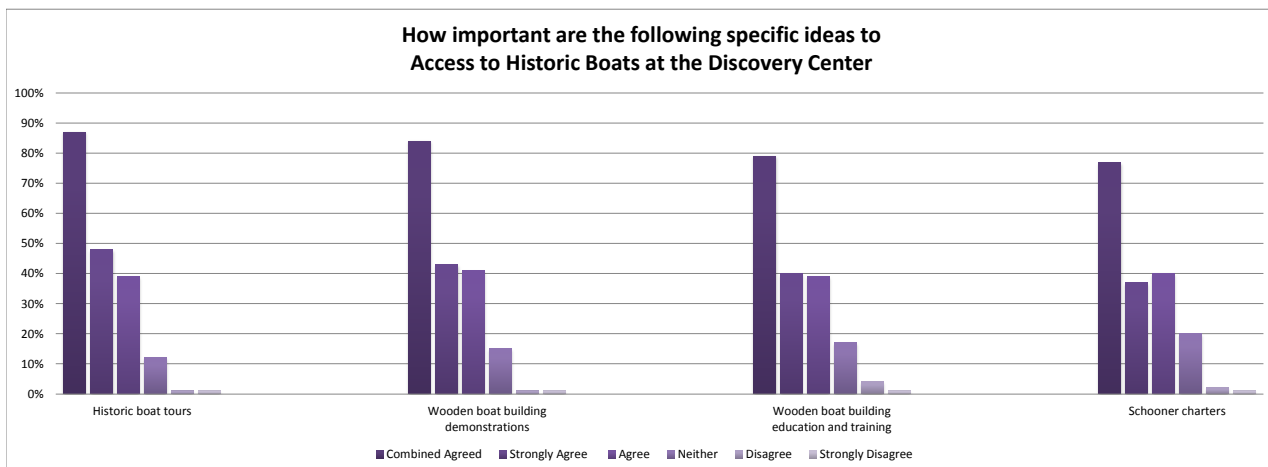
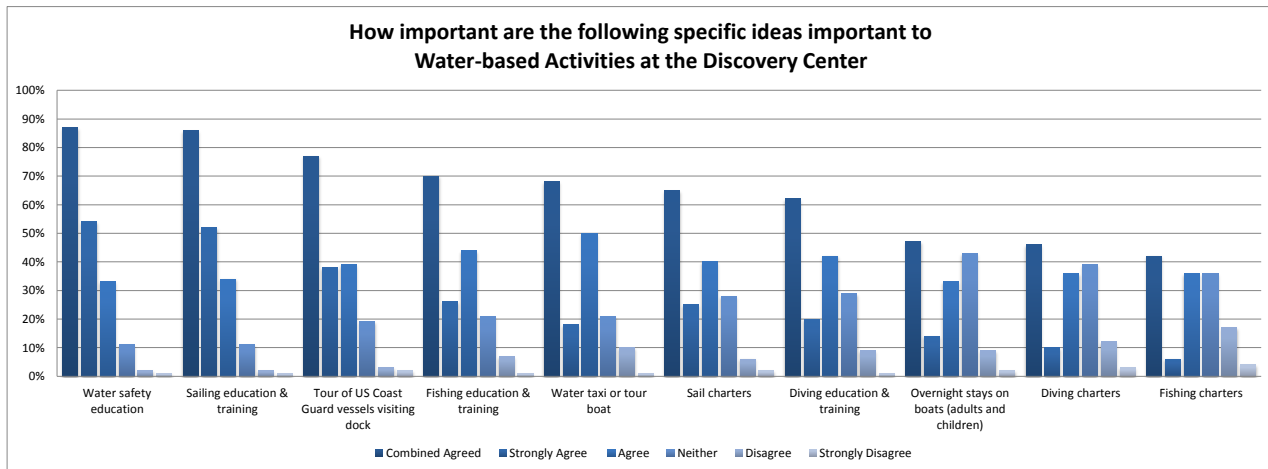
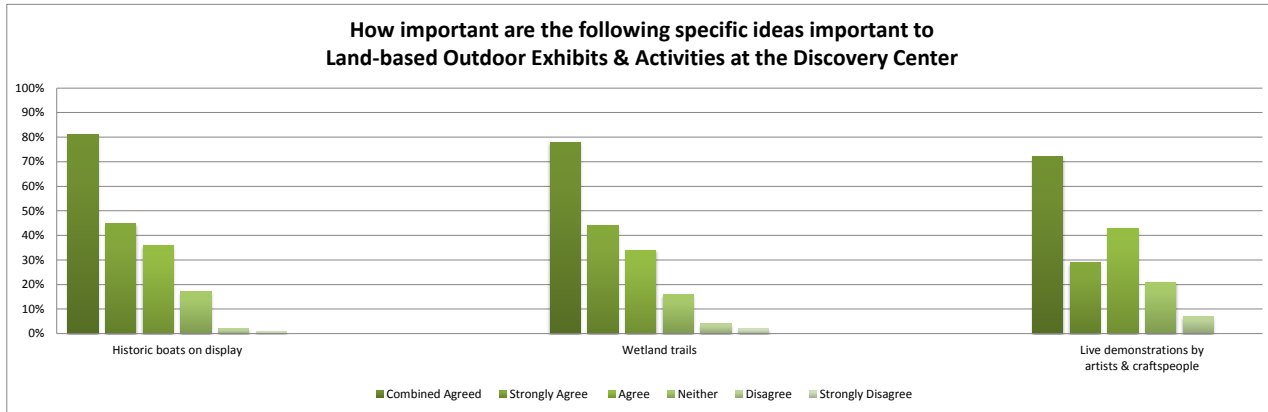
14: Since this is area closest to public/community space section, I want to comment that a few questions left me pondering the extent of the proposl. For example did you mean a small gathering area outdoors or a major amphitheatre? I'm in favor of the former not of the latter. I think private enterprise providing water related activities but don't see the Discovery Center doing it on their own. I like the connection at the site with other water related activities that folks might go to but not provided by the Discovery Center. Nature Center provides some of these things and could be linked to this site.	27: Exterior exhibit space for boats, watershed, historic information. The complex of structures should be connected through an outdoor space, pathway, exhibit, exterior updates that unify the center as a campus inspired design. Keep cars and parking to the north of the site, and provide safe pedestrian passage to the east side of M-72 via an overpass. Provide BATA bus stops at the facility, and encourage bicycle use to and through the site.	28: That this not become a money making scene for every "tom dick or sherry" that has art and home made crafts to peddle. (section 4 C above). As for park & picnic areas, isn't there a newly updated park right nearby on the bay?	31: I am a member of the Northwest Woodturners who meet on site once a month. We helped to restore the building. We like the connection with the center.	51: For crossing M22 start with a pedestrian crossing light, many rails-to-trails around the country install them when crossing dangerous highways.
23: Rotating exhibits at all of the venues is extremely important it keep it fresh and attractive to locals and visitors. For example, the Children's Museum has special events - which are great - especially for toddlers - but they really need to rotate some of their smaller exhibits (the lincoln log table, foam blocks, fishing boat, weather station, etc) to keep it appealing to kids. Mine get bored quickly when we visit and my oldest - 6 year old son - isn't even interested in going anymore. A lot of parents just refer to it "as an indoor playground" in the winter months as the exhibits are not interesting to our kids anymore, and we all debate whether or not to renew our memberships. There are some inexpensive exhibits at the The Henry Ford or the Grand Rapids Children's Museum that could easily and inexpensively be copied and rotated through the museum (gravity exhibits, lego table/car bulding, bubbles, etc.) It would be nice to see more done to appeal to older children - 5 & under seems to be the museum's target audience. The watershed exhibit was supposed to remedy the age issue and some features were OK - but the majority of the time the exhibit was malfunctioning and there was no guidance on how to use it. Minimally, a worksheet to complete could have been provided with it to engage the child. Perhaps the other 3 members of the alliance can be more attractive to older children. You might also consider moving the clinch park train to the campus to attract more visitors.	32: I love that we have these resources for our community. We need to emphasis more about boats and our history on the water – whether that begins with Native Americans or not. Many of your questions I could have strongly agreed to, but I know the same things are available elsewhere in TC. Since I am not completely familiar with the Maritime Hert. All., I don't know if it includes fishing education, fishing charters or diving so I answered a 3. If it does already, my rating should be higher. If it would be new, then I think other things should rank higher. These activities are offered elsewhere. Trails would be awesome, but even just connecting to the TART would be fine. With the Boardman Nature Center there is watershed education in TC. The Children's Museum is fantastic, but instead of expanding, change it up more often. Just my suggestions. Thanks for the opportunity!	36: Some wonderful well thought out ideas here! I would hope this survey can be made available to others and not just the TART newsletter readers. Some ideas I may rate higher or lower depending on gaining more insight through discussion with people knowledgeable about these areas.	39: Include a diorama of the Grand Traverse Bay area in the late 1800s (early Traverse City buildings and activities, native American culture, lumbering, farming, early boat shipping and other transportation.)	40: Place the Welcome on land near the highway under a roof to be used for tours. Would eliminate much maintenance, would draw many families to all of Discovery Cove offerings and would free up harbor space.

41: Making the new improvements accessible to people with disabilities and going above and beyond just ADA regulations. Consider Universal Design as much as possible. If you need consulting, I would love to help in this area. Also, I wonder if Cedar Lake could be utilized for canoeing, and fishing or when wind/waves are an issue on the bay. The bay in front of the Discovery Center is a busy boating area in the summers.	42: More hands on physical science demonstrations (physics, chemistry, etc) Concerning the question below about a safe crossing - as a pedestrian/bike planner myself, please make sure you get the advise of a professional before creating the crossing. The wrong type of crossing can cost lives on that type of road. A surface crosswalk without a safety island and some traffic calming leading up to the walkway is discouraged. An overpass will not be used - people will jump fences to avoid climbing those. A tunnel is expensive and with sandy bases are sometimes not feasible but are the safest and best-used crossing.	44: safe way to cross M-22 not motorized such as a bridge or tunnel.. integrated programs between MHA/Children's Museum and TACS, shared funding	48: I think it is important to note the difference between for-profit schooner charters and non-profit. It is important to help at-risk youth through MHA and preserve the maritime history, but for-profit is different.
49: More education opportunities such as: a)TV studio where local children educate our community. Have children of all ages be TV hosts discussing water issues (native history, shipping, etc). Children could be producers of show too. Might be able to continue efforts with State Theatre. b) pet clinic. Educate children on the adequate care of pets and/or native animals, fish tanks, etc.	18: Please consider asscess to this community treasure by k-12 students outside of school trips. What activities and educational opprotunities are directed to children after the children's museum is too 'young' for them?		

Discovery Center Needs Assessment Community Survey Results - Graphs



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