

Public-Private-Nonprofit Partnership: The Road to Successful Development, Implementation and Long-Lasting Sustainability to Recreational Transportation Projects

A Refuge Built By Partnerships

Through public, non-profit, private and political effort the last natural mile on the Detroit River was saved from redevelopment. This property, the Humbug Marsh, is a part of the larger Detroit River International Wildlife Refuge (DRIWR)—a ‘Refuge Built By Partnerships’.



Those involved who prevented the development of the Humbug Marsh. Source: US FWS



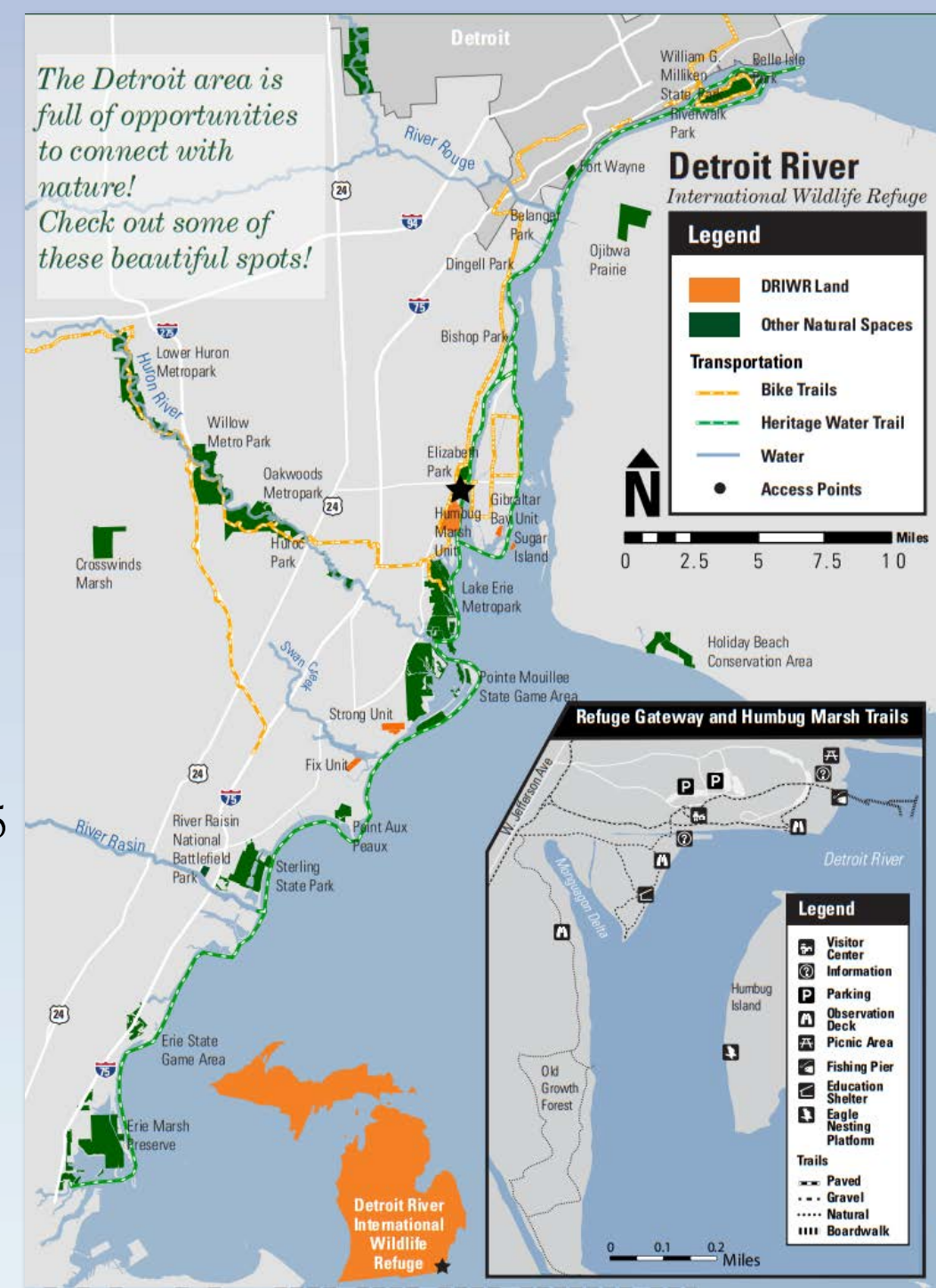
DRIWR Logo

Source: US FWS

DRIWR Relationship with Partners

- Over 19 years, 300+ different partners have worked with the DRIWR
- Partners range from local advocacy groups and communities to international organizations and governments
- Over \$25 million raised, in collaboration with partners, towards the construction, operation and maintenance of DRIWR
- 30 unit areas managed by DRIWR, 25 federally owned; 5 owned by partners and managed through Cooperative Agreements
- Developing partnerships outside the DRIWR boundary into the metro region

DRIWR Visitor Center along with adjacent Humbug Marsh, will open later this year, with a grand opening event on May 9th, 2020.



DRIWR Refuge Map

Source: US FWS

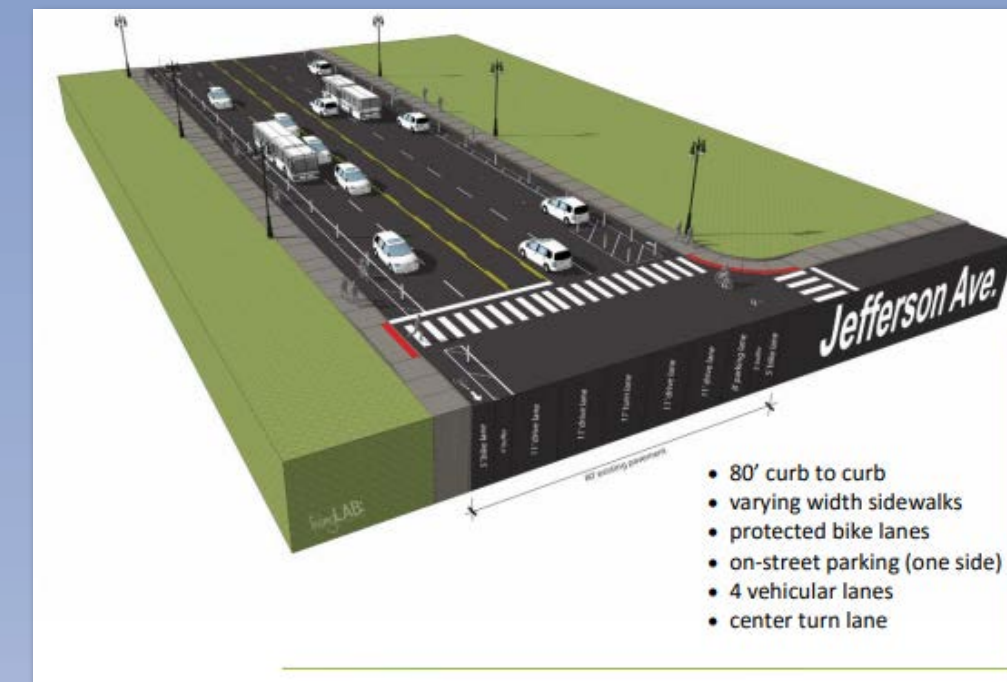
Improving Regional Trails and Local Economies through Multi-Community Efforts

Multi-Community Based Groups

- W. Jefferson Corridor Committee
- Downriver Gateway Groups
- Downriver Delta Corp
- Trenton Trail Town Advisory Committee
- Destination Downriver
- Friends of the Rouge Water Trail Advisory Committee

DRIWR and Fellow's Connection/Assistance to Groups

- Developing performance measures for recreational opportunities
- Brand & marketing development
- Presentations to elected officials and the general public
- Training and workshops
- Network and building coalitions
- Community outreach and support
- Facilitation of regional and local planning groups
- Case study research and future resources



Ecorse-River Rouge 3.1 miles protected bike lanes. Source: LIAA



Trenton Trail Town Master Plan. Source: LIAA



Source: DLGI

Case Study

Destination Downriver is made up of a consortium of communities, non-profits, corporate partners, county, state and federal representatives (such as the DRIWR) who seek to promote and highlight the cultural, historical and recreational opportunities that exist ‘Downriver’ from Detroit. Through marketing, the goal is to show metro Detroit area residents and tourists that various recreational and cultural opportunities can be reached by a short trip.

Vincent Ziols

Advanced Public Lands Transportation Fellow Detroit River International Wildlife Refuge

What is the Transportation Fellow Program?

The Public Lands Transportation Fellows program provides public lands with transportation professionals for six to 12 months who assist in transportation planning and implementation to help public lands reduce traffic, congestion and pollution while improving visitor experiences. These programs are designed to place individuals with substantial knowledge and expertise in transportation planning and related areas. See footer for a list of sponsors.

Leaving a Legacy of Corporate Responsibility

Types of Corporate Partners

- Utility Provider—DTE Energy
- Hospital group—Beaumont Health
- Philanthropic Non-Profit Foundation—Ralph C. Wilson Foundation
- Local Resident of a Industrial Conglomerate—BASF

Opportunities

- Initial seed money for capital projects
- Connection to other corporations and foundations networks
- Offer corporate time, materials and sponsor special events
- Offer employee driven volunteer labor
- Long-term relationship with different forms of ongoing support
- Create and foster opportunities for professional and technical assistance through fellowships and internships



Ford volunteers installing unit signage



Public space built out of decommissioned Connor Creek Power Plant. Source: ROSSETTI

Case Study



Model of Ralph C. Wilson Centennial Park; this riverside park in Detroit showcases a successful Public-Private-Nonprofit Partnership that connects recreation and transportation

Friends of Public Lands

Definition: a group of local people who work together to assist public land agencies accomplish their goals

Friends Groups

- Member based
- Generates most funds through memberships, donations and fundraisers
- Volunteers in various activities, mostly visitor services or stewardship based
- Can be advocates in public realm

VS.

Friends Organizations

- Non-profit operation model
- Has full time staff and board of directors
- Generates most funds from grants and donations
- Can assist with directed grant writing, technical assistance, and networking
- Can be advocate in public realm



The International Wildlife Refuge Alliance (IWRA) is the 'Friends Organization' for the DRIWR

Promoting Conservation Mission through Developing Recreational Water Trails



Watershed/Year Est.: River Rouge; 1986

Original Mission: To raise awareness to clean up the Rouge River

Current Projects: To create a 27-mile water trail through 10 communities on the Lower Rouge River

Watershed/Year Est.: Detroit River; 1990s

Original Mission: To prevent the establishment of a deep injection well near the Detroit River

Current Project: To support local recreational initiatives and restore fish habitats

Watershed/Year Est.: Huron River; 1965

Original Mission: To conduct studies and monitor the Huron River with protection in mind

Current Project: Improve amenities on the river's water trail to foster more recreational use and enjoyment of the river

Multi-community efforts

Corporate responsibility

Public/private/nonprofit and political partnerships

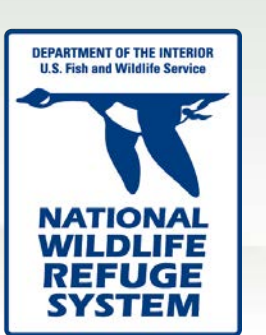
Friends of public lands

Recreational water trails

Recreational Transportation



Western Transportation Institute



U.S. Department of Transportation
Federal Highway Administration