



## Friends of Katy Trail Abbreviated Discovery Notes

### Important background facts

- 15,000+ people use trail weekly
- Only 2,700 are members/supporters
- Katy Trail relies on membership

Corporate sponsors include Luke's Locker, Katy Trail Ice House

### Video message: Friends of Katy Trail

- Run on Me
- "The Katy Trail runs on me. Does it run on you?"
- "Keep the Katy Trail running strong."

### Most important message:

The Katy Trail is not supported by tax dollars.

Our tasks: Either brand trail or encourage donations, or both.

### Random facts:

- Katy Trail has different personalities, depending on location
- KT helps the city breathe
- KT is a transportation resource
- It's used any time, day or night
- It's an oasis in the urban jungle

### Branding purpose:

#### 1. Awareness

#### 2. Benefits

- Exercise
- Property value enhancement, residential and business
- Accessibility to urban recreation, work, shopping
- Sense of place

#### 3. It's an experience

#### 4. We make it run

- It's not supported by city

#### 5. KT is a destination

People come from great distances to run on it

“I was astounded at how great it is”

People have many different reasons to use it

Many places along trail are peaceful (David’s Way, e.g.)

#### Katy Trail connects

It’s an urban nature trail

It connects downtown, Revershon Park, Lee Park, Snyder’s Union

It’s been called a “ribbon of green”

It’s a role model for other trails, other cities

It’s a community gathering place

#### Issues:

Bikers are too fast

Parking; Revershon Park is best place, but elsewhere parking’s limited

Safety, or perceived safety issues (statistically it is safe, but media exploits incidents; off-duty police patrols are on trail 24/7

Signage is inadequate: need history, safety, identity, wayfinding

Major fundraiser 5K run Thursday, May 8