

Impact of Trail Study





What Are We Asking Of You Today?

- Information only
- No action required



Partners

- City of Canal Winchester
- City of Columbus
- City of Hilliard
- City of New Albany
- City of Westerville
- Franklin County & Columbus Metro Parks
- Mid-Ohio Regional Planning Commission
- Ohio Parks & Recreation Association
- Rails-to-Trails Conservancy



Consultants

HUMPHREY SCHOOL
OF PUBLIC AFFAIRS

UNIVERSITY OF MINNESOTA





Study Objectives

- Comprehensive trail counts
- Trail user profiles
- Property value analysis
- Trails & Business location decision making
- Cost analysis



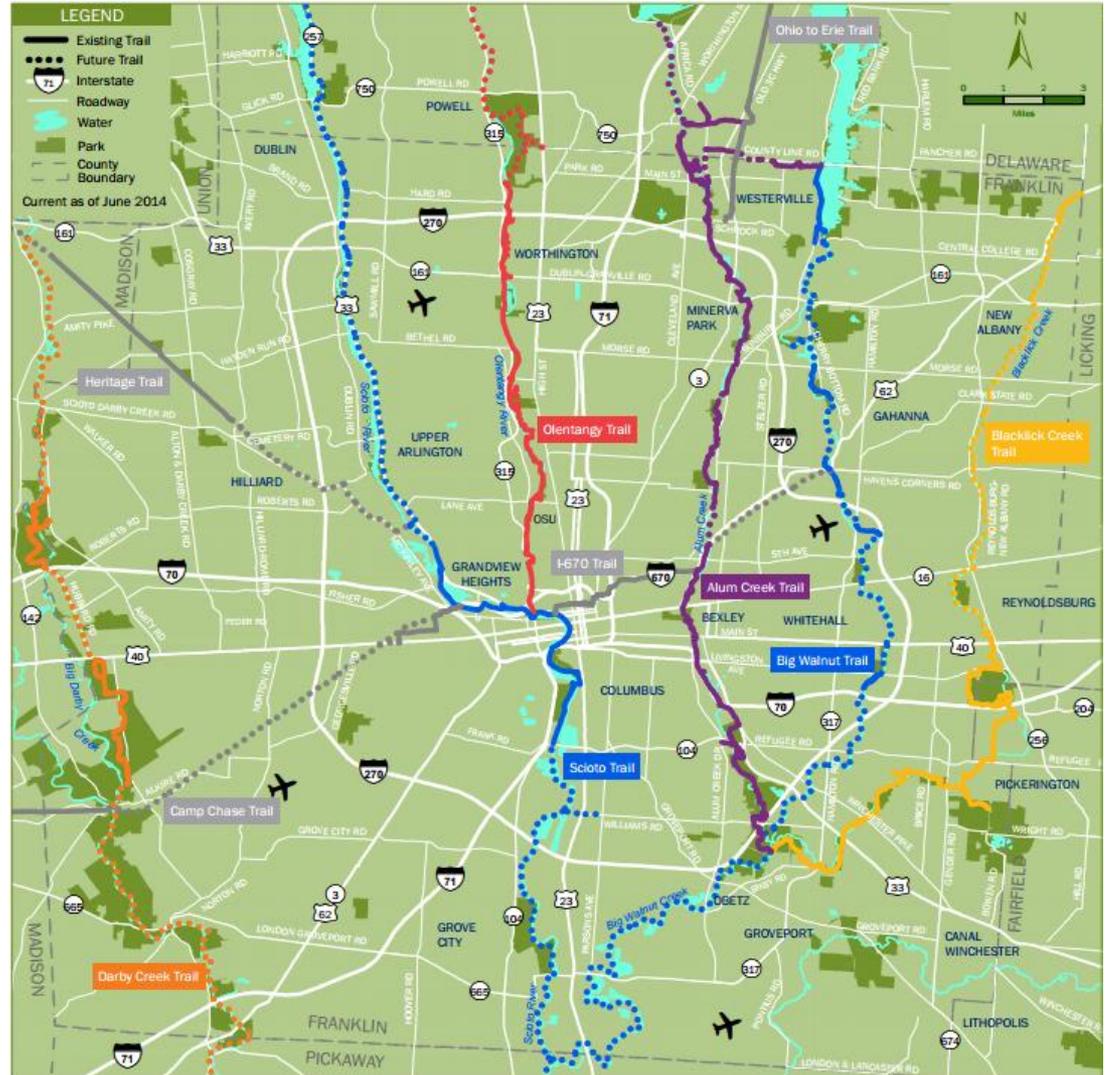
Overview of Research Findings

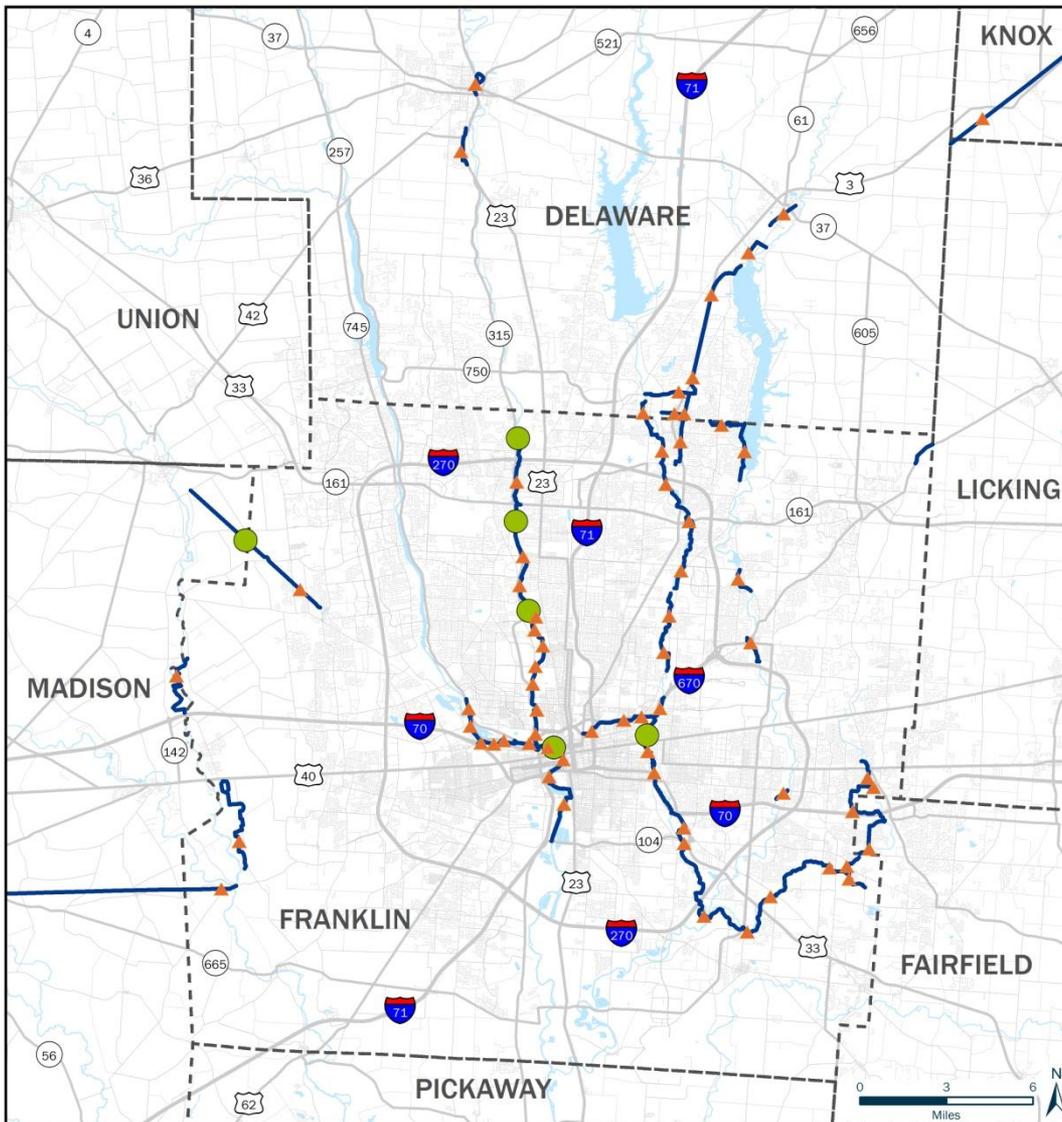
- Trails heavily used: 13 million miles/year
- Cyclists, walkers, skaters all value trails
 - 20% of users spend modestly on trips to trails
- Cyclists are enthusiastic users who want greater connections in trail network
- Key informants believe trails essential to serve residents and increase region's competitiveness
- Value of trails not capitalized in real estate
- Trails cost \$560,000 per mile to build



Trail Counts

(April 2014 – October 2014)





Count Sites

Impact of Trails Study

Automatic Counter

-  Temporary Counter (66)
-  Permanent Counter (6)
-  Surveyed Trail





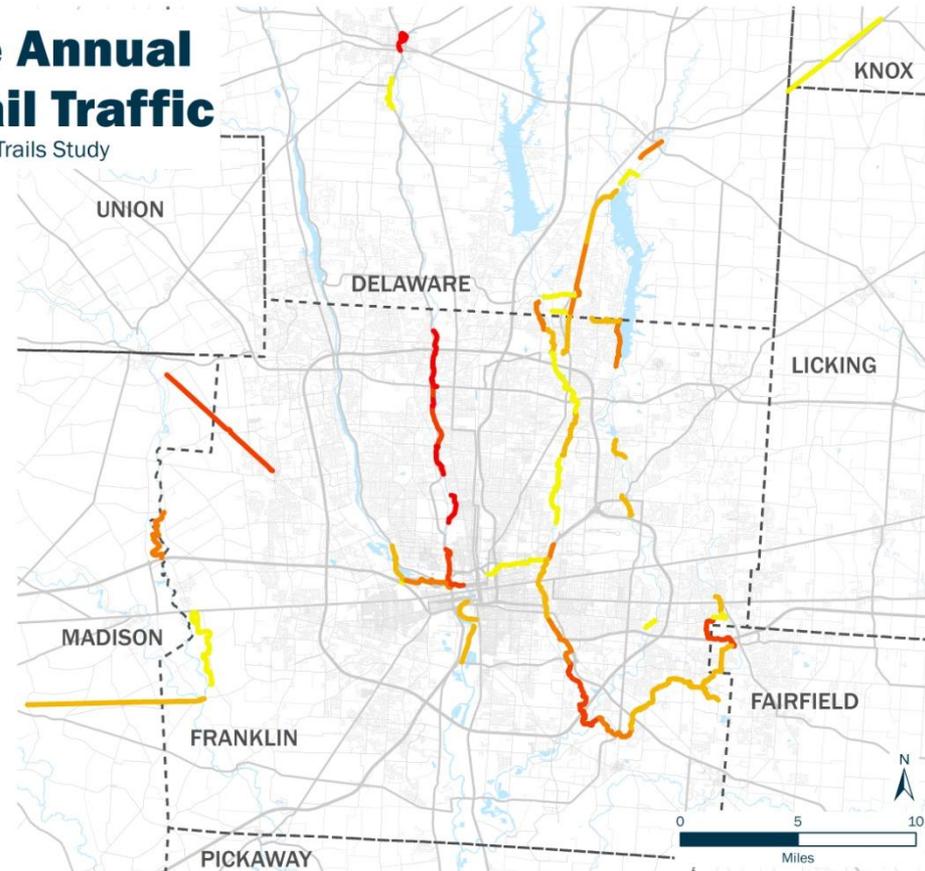
Central Ohio
Greenway Trails:
12,000,000
miles traveled
annually

Average Annual Daily Trail Traffic

Impact of Trails Study

AADTT

-  12 - 115
-  116 - 261
-  262 - 516
-  517 - 816
-  817 - 1403





Intercept & Online Surveys (August)

Mid-Ohio Regional Planning Commission - Trail User Survey



Thank you for agreeing to participate in this survey. Please answer each question about your use of this trail today. We do not ask for your name or contact information; your responses will be anonymous. (Please use pencil or blue/black pen to completely fill in the circle of your choice)

1. What is/was your primary activity on the trail today?

- Bicycling
- Walking/hiking
- Running/jogging
- Skating
- Other (please specify) _____

2. What is/was the main reason for your trip on the trail today (choose one response only)?

- Recreation
- Exercise
- Both recreation and exercise
- Commuting (i.e., travel to or from work, school)
- Travel for shopping or other non-recreational purpose
- Other (please specify) _____

3. Approximately how much time, in total, will/did you spend on the trail on this visit today?

- Less than 30 minutes
- 30 - 59 minutes
- 1 hour - 1 hour, 59 minutes
- 2 hours - 2 hours, 59 minutes
- 3 or more hours (please specify) _____

4. Approximately how far, in total, will/did you travel on the trail on this visit today?

- < 1 mile
- 1 - 2.99 miles
- 3 - 4.99 miles
- 5 - 9.99 miles
- ≥ 10 miles (please specify) 12-14 mph

5. How did you get to this trail today?

- I biked
- I walked
- I ran/jogged
- I drove
- I took the bus
- Other (please specify) _____

6. Approximately how much time did it take you to travel to this trail for this visit today?

- 0 - 15 minutes
- 16 - 30 minutes
- 31 - 45 minutes
- 46 - 60 minutes
- 1 hour - 1 hour 59 minutes
- 2 or more hours (please specify) _____

7. Approximately how far did you travel to reach this trail for this visit today?

- 0.01 - 0.25 mile
- 0.26 - 0.5 mile
- 0.51 - 1 mile
- 1.01 - 5 miles
- 5.01 - 10 miles
- >10 miles (please specify) _____

8. Did you visit this trail alone today, or are you accompanied by others?

- Alone
 - With others
- If with others, how many people are in your group, including yourself?
- 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10 or more

9. Are/were you with any children under 16 years of age?

- No
 - Yes
- If yes, how many?
- 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10 or more

10. On your visit to this trail today, will/did you make any expenditures for refreshments, magals, or other goods and services?

- No
 - Yes
- If yes, approximately how much will/did you spend? \$ _____

11. Including today, how many times have you used this trail in the past seven days?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8 or more

12. Including your visit to this trail today, what is the number of different trails you have used in the past seven days?

- 1 - only this trail
- 2-3 different trails
- 4-5 different trails
- More than 5 different trails

We ask the following questions so we can better understand our survey results. Your responses are anonymous and cannot be associated with you personally in any way.

13. What is your zip code?

43224

14. What is the street intersection nearest your home?

Street 1: E N Broadway
Street 2: Reis

15. What is your gender?

- Male
- Female

16. What is your age?

- Under 16
- 16 - 17
- 18 - 24
- 25 - 34
- 35 - 49
- 50 - 64
- 65 - 74
- 75 or older

17. What is your level of education?

- Less than high school degree
- High school degree
- Some college but no degree
- Associate's degree
- Bachelor's degree
- Graduate or professional degree

18. What is your best estimate of your total household income before taxes?

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 or higher
- Don't know

19. Is there anything else you would like to tell us about this trail or other trails in Central Ohio? If so, please use this space.

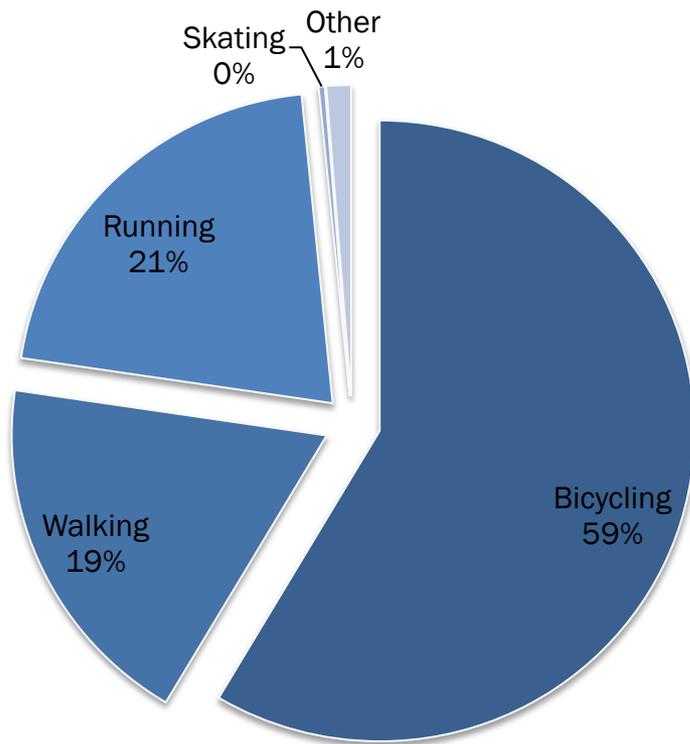
thanks to all the people who maintain our great trail system.

Thank you for participating in this survey. We also are interested in your use of and opinions about other trails in Central Ohio. To participate in our online survey, please access the website on the information card provided by our field staff.

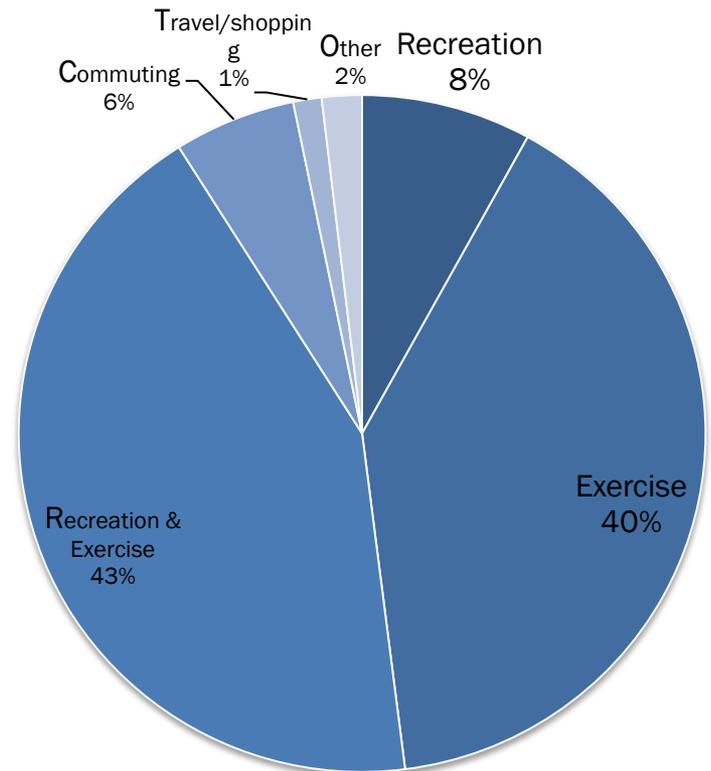


Trail Intercept Survey Results

Primary Activity on Trail
(n=1266)



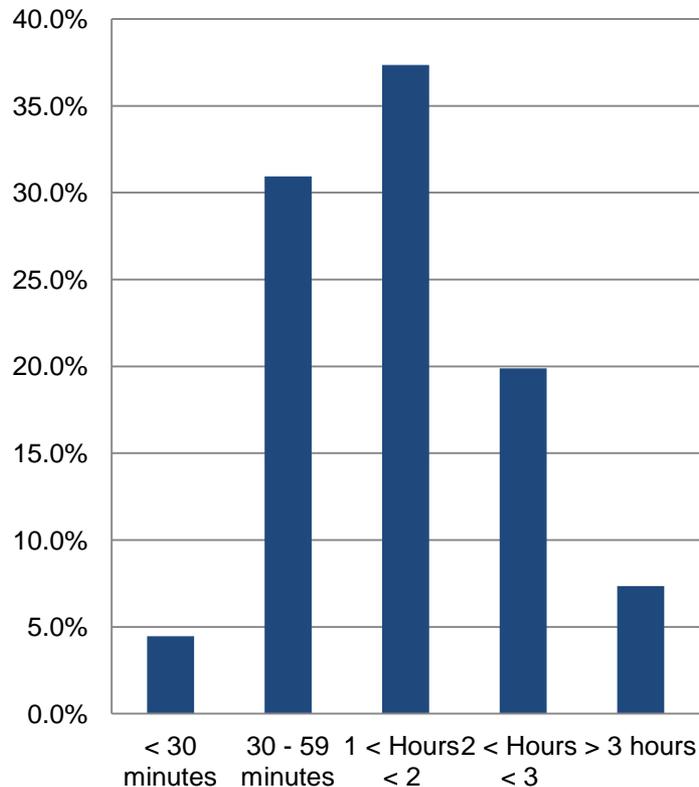
Main Reason for Trail Visit
(n=1273)



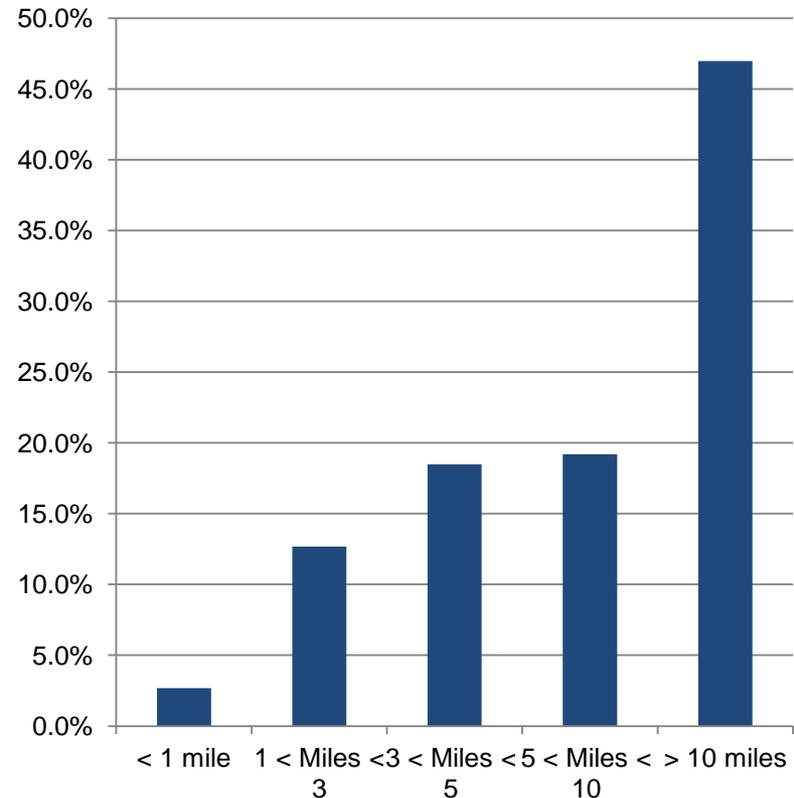


Trail Intercept Survey Results

Estimated Time on Trail (n=1277)



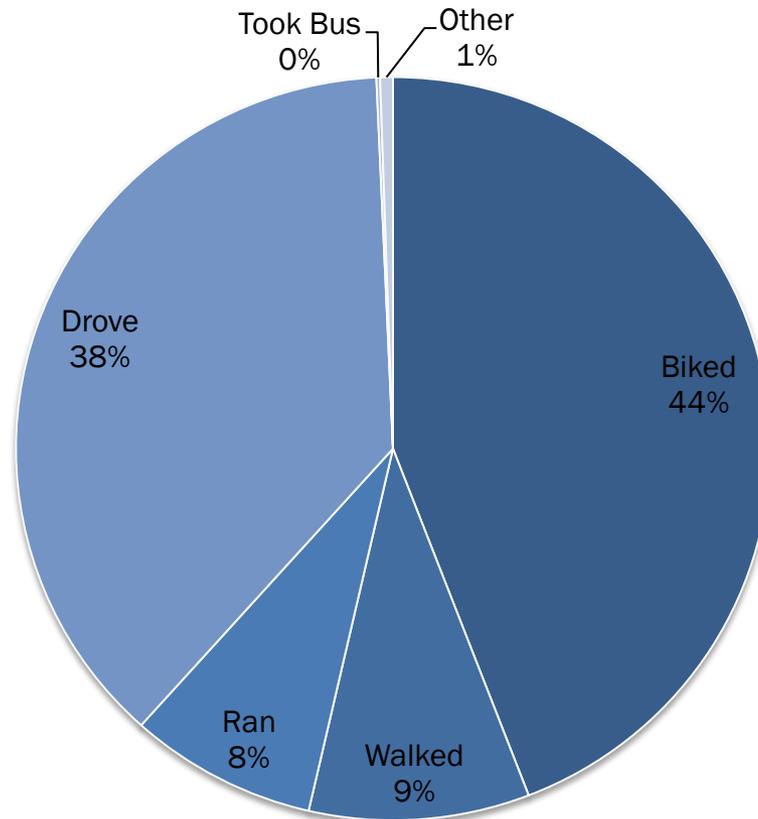
Estimated Distance on Trail (n=1271)





Trail Intercept Survey Results

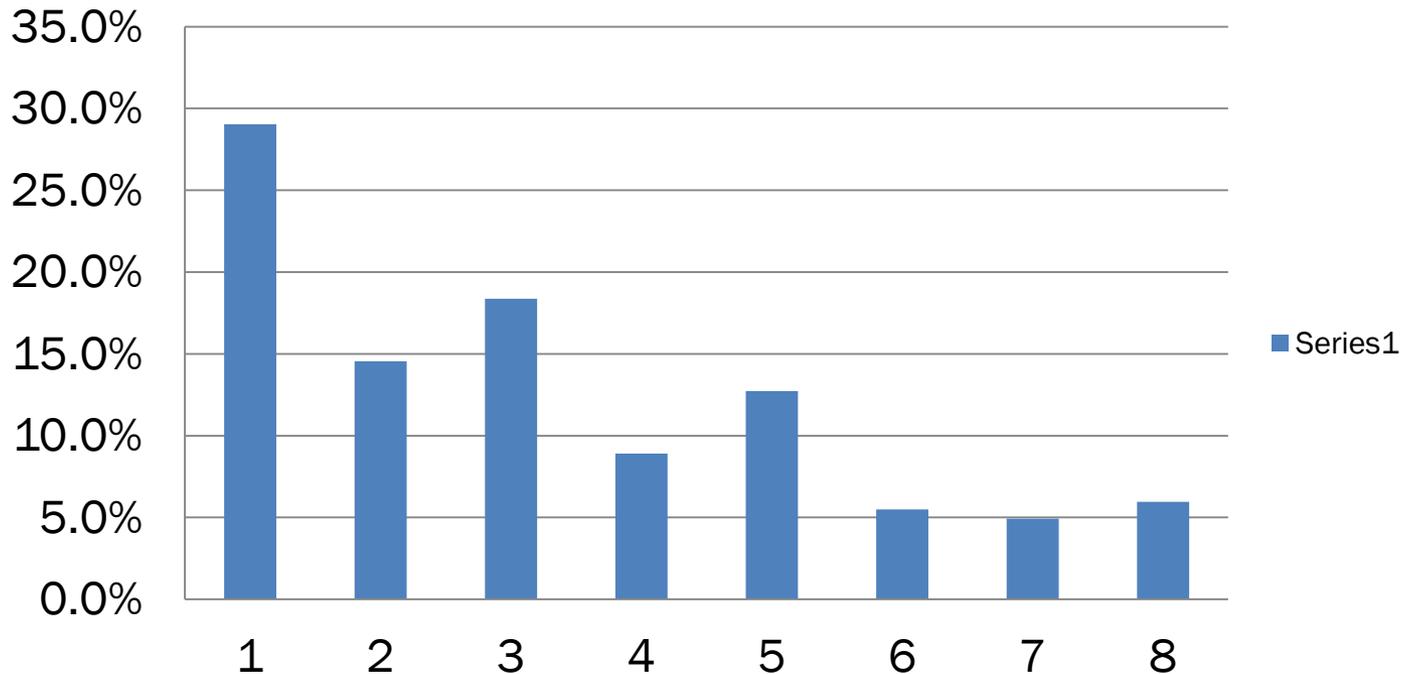
How Users Traveled to Trail (n=1280)





Trail Intercept Survey Results

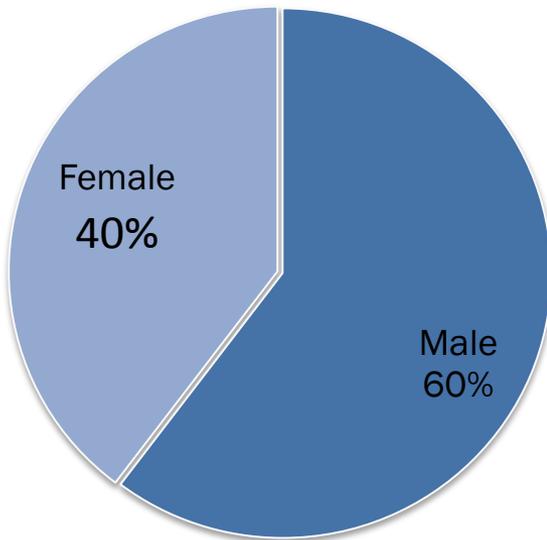
Number of Times Visited Trail, Past Seven Days
(n=1257)



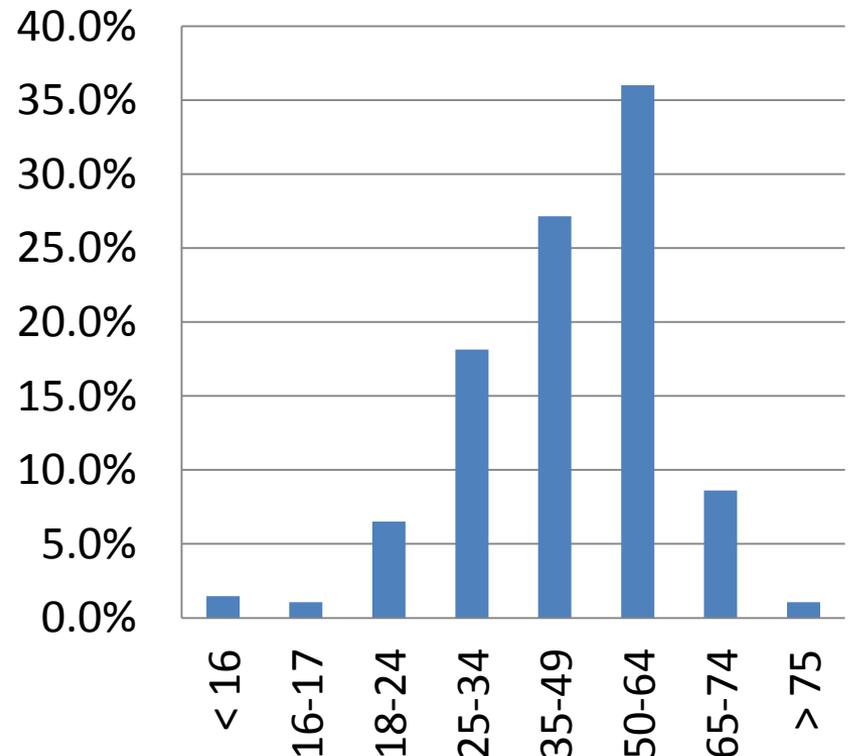


Trail Intercept Survey Results

Gender of Trail Survey Respondents (n=1242)



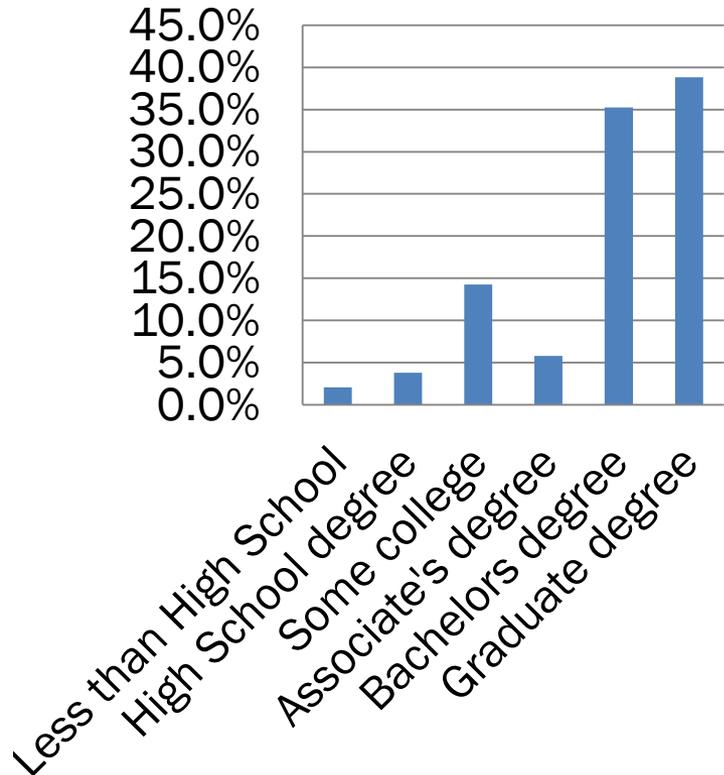
Age of Trail Survey Respondents (n=1230)



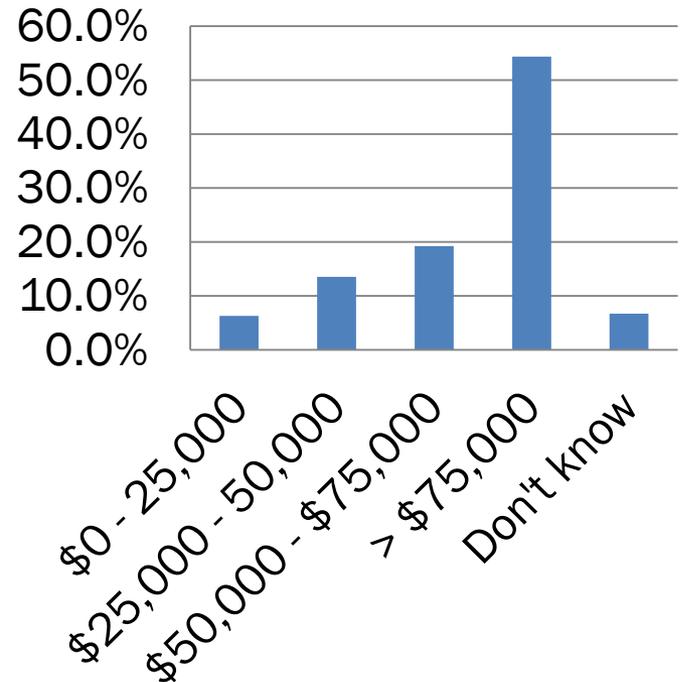


Trail Intercept Survey Results

Education of Trail Survey Respondents (n=1262)



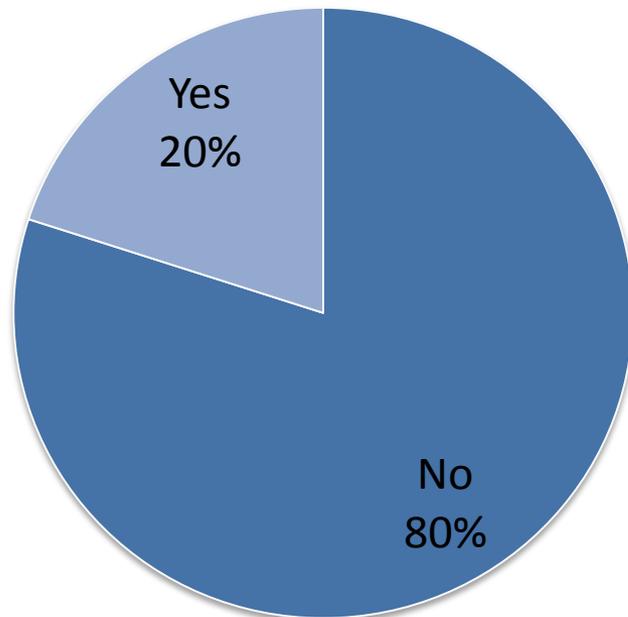
Household Income of Survey Respondents (n=1213)





Trail Intercept Survey Results

20% of Users Make Trail-related Expenditures
(n=1278)



Mean Expenditures

- All users: \$3.19
- Spenders: \$17.60



Online Survey

Survey administration

- Open July 27 – August 31
- 31 questions
- 10-15 minutes

Outreach

- Intercept survey
- MORPC outreach
- Local newspaper
- Word-of-mouth (advocates)

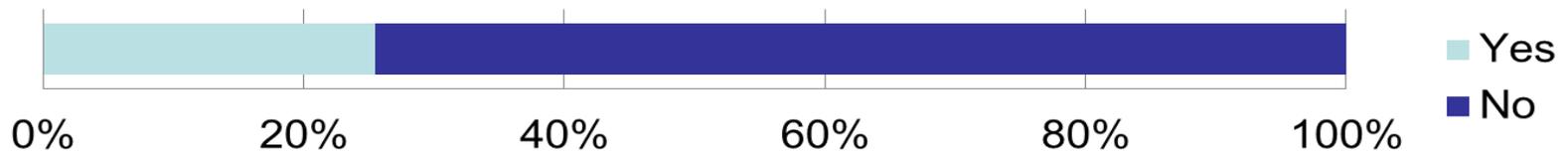
671 complete responses

- 6.1% respondents also completed intercept survey

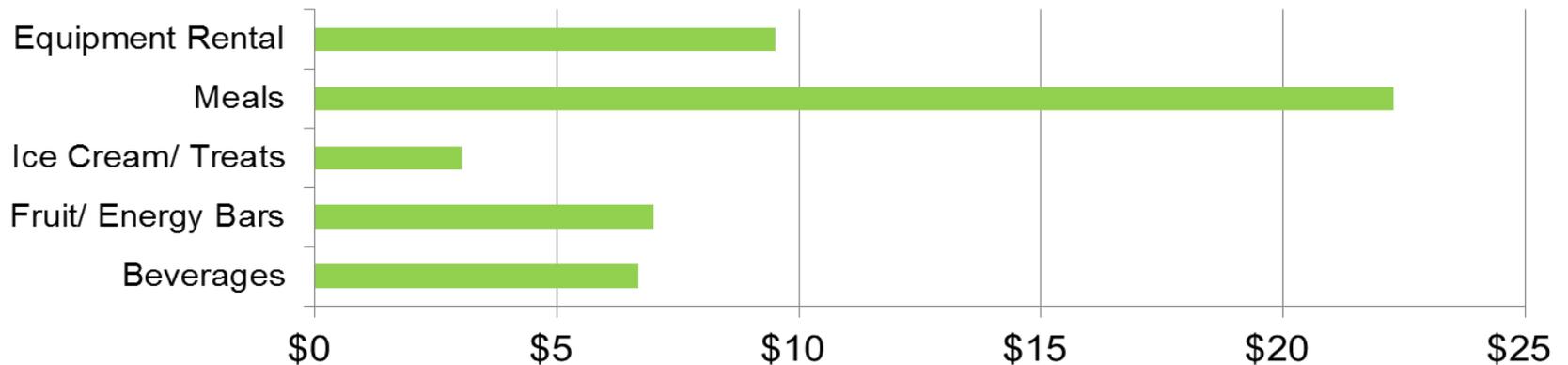


Trail Expenditures

Did survey respondent make a purchase in conjunction with their most recent trail visit?



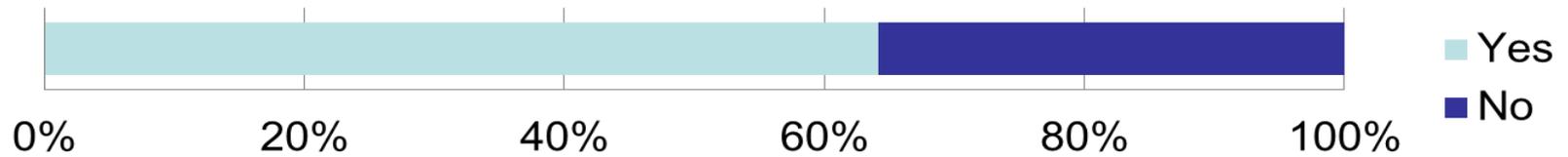
Average amount spent for most recent trail visit





Trail Expenditures

Have survey respondents purchased equipment, shoes, or clothing specifically for trail use?



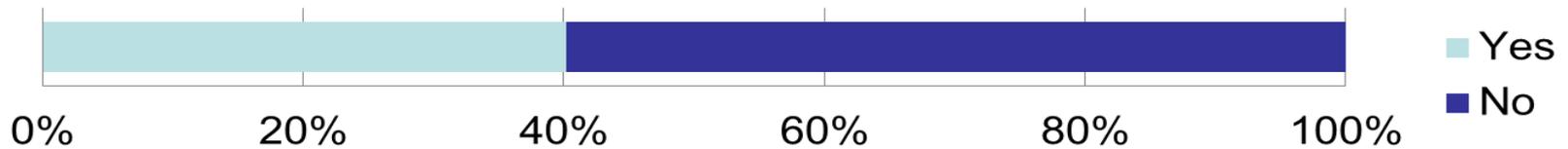
Average amount spent for trail expenditure





Trail Expenditures

Do survey respondents use trails to access grocery stores or markets?



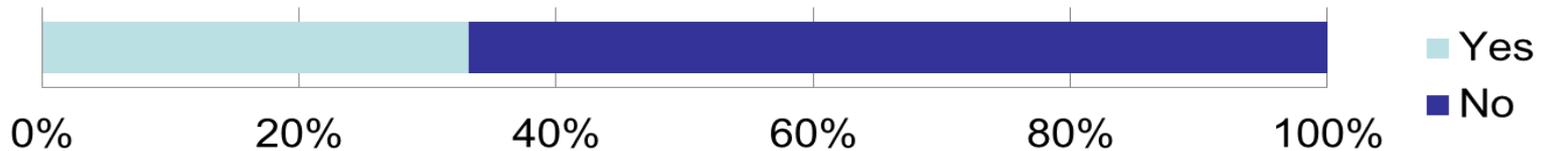
Percentage of survey respondents to access grocery stores of markets by activity

Activity	Percentage
Bicyclist	44.2%
Walker/ Hiker	25.8%
Runner/ Jogger	27.5%
Other	33.3%



Trail Expenditures

Did survey respondents use trails to access a grocery store or market within seven days of...



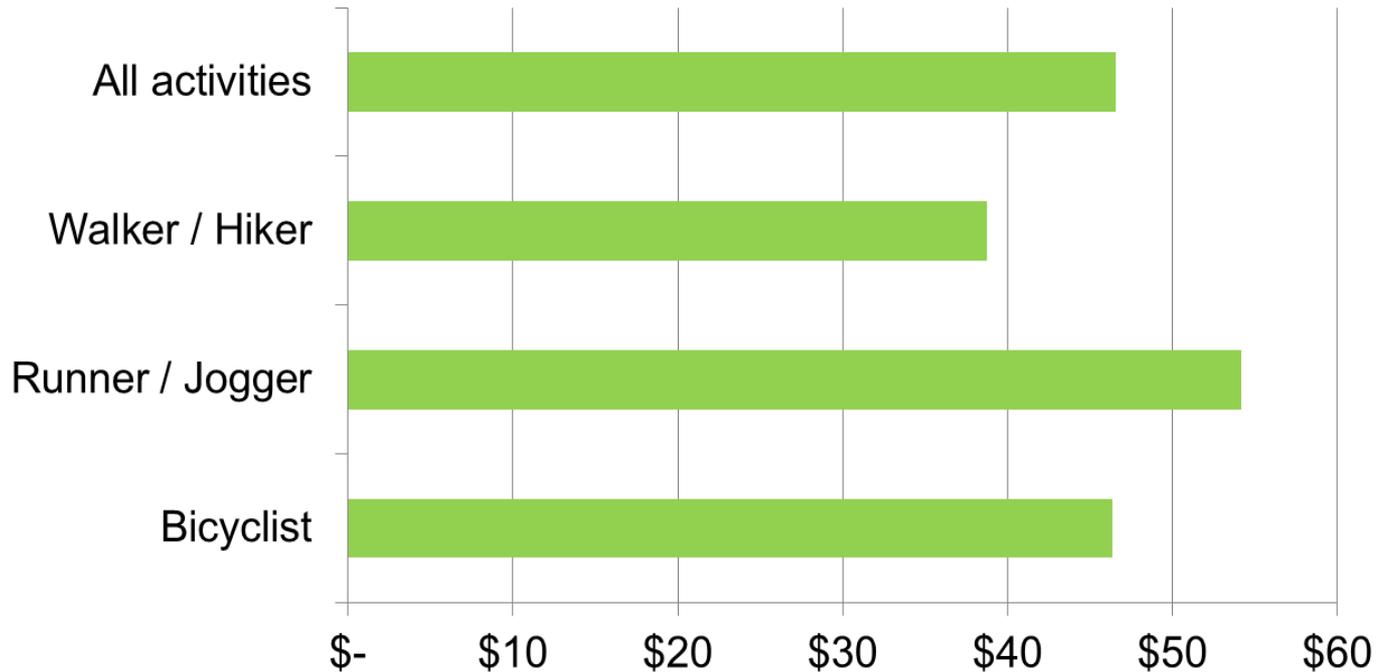
Percentage of survey respondents to use trails to access a grocery store or market within seven days of the survey by activity

Activity	Percentage
Bicyclist	35%
Walker/ Hiker	23.5%
Runner/ Jogger	27.3%
Other	0%



Trail Expenditures

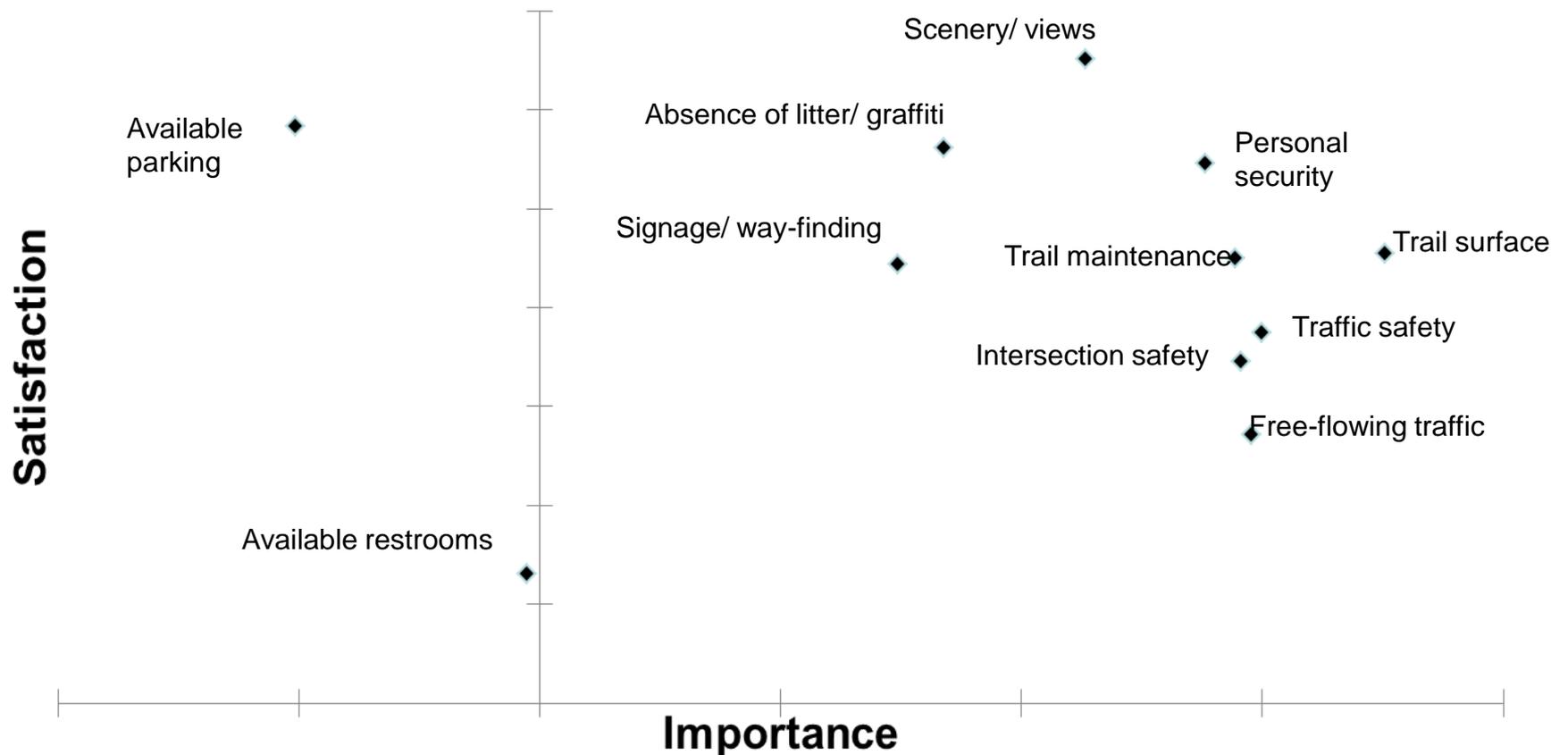
Average amount spent at grocery store or market accessed by trails by activity





Importance – Satisfaction Measures

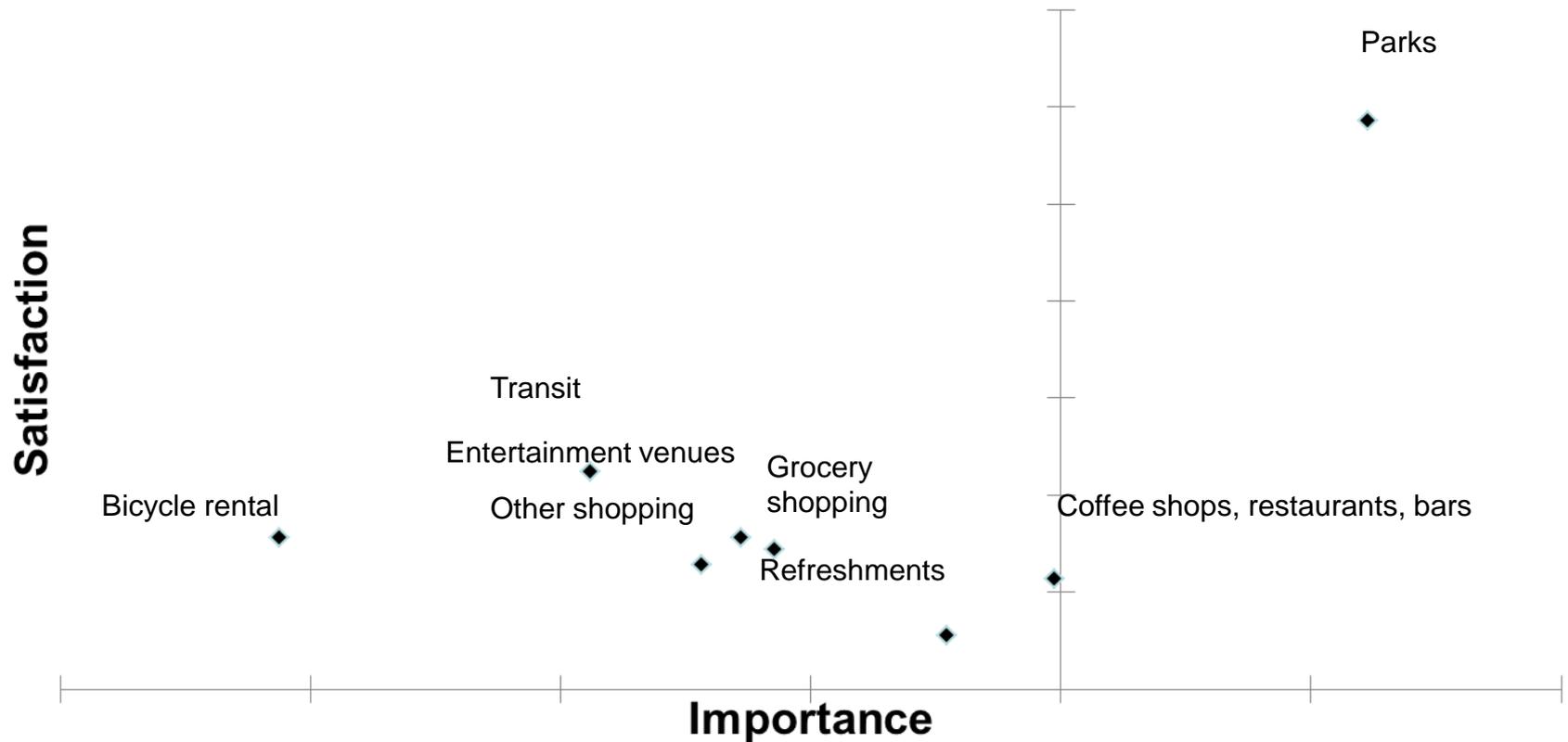
Trail Characteristic





Importance – Satisfaction Measures

Access to Amenities





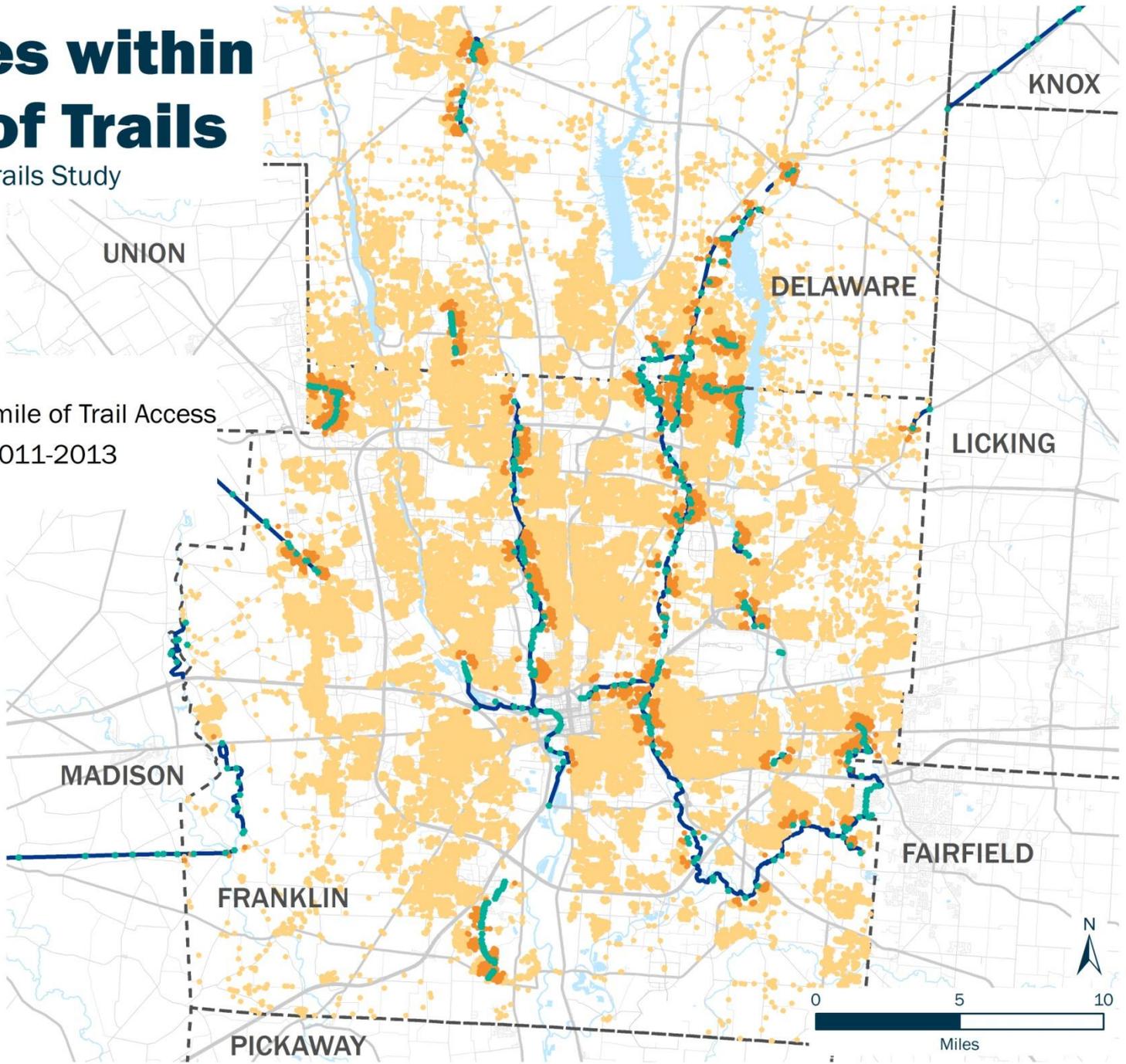
Property Value Analysis



Properties within 1/2 mile of Trails

Impact of Trails Study

- Trail Access
- Home within 1/2 mile of Trail Access
- Home Sold from 2011-2013
- ~ Surveied Trail





Key Informant Interviews

Trails add value!

Mike Brown, Experience Columbus:

“Broad social benefits to the investment” including: health, recreation, connectivity, access to green space, transportation, and as an amenity drawing excitement ...

Eric Phillips, Union County Economic Development:

“The ‘wow factor’ of trails and their access to schools, work, business is a key factor for community development.”



Key Informant Interviews

Trails provide connections!

Bob Waddell, AEP of Ohio:

“There is clearly a growing population of people who need to get to work who can’t or won’t buy a car.”

Brad Griffith, Buckeye Interactive, New Albany:

“If I have a request for local leaders, it would be to connect New Albany to other towns - Gahanna, Westerville, central Columbus. These connections are very important to live and work here.”



Trail Cost Summary

Reported Trail Construction Costs		
Total Costs	Total Miles in Estimate	Estimated Cost/Mile
\$30,038,882	54	\$559,000
Trail Maintenance Costs		
Total Costs	Total Miles in Estimate	Estimated Cost/Mile
\$562,987	77	\$6,300



Deliverables

Technical memoranda on each task

Final Report

Marketing fact sheets

Projected Study Completion – June 2015

Thank You



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