

IMPACT OF TRAILS STUDY



KEY FINDINGS INCLUDE:



TRAIL COUNTS



USER SURVEYS



PERSONAL INTERVIEWS



PROPERTY VALUE ANALYSES



TRAIL COST ANALYSES



- Central Ohio trails are heavily used.
- Users travel more than **12 MILLION MILES** on the trail network annually.



TRAILS:

- add value to local businesses
- are key for attracting and retaining talent
- need more investment to expand and connect

AND TRAILS PROMOTE:



Health



Social Interaction



Community



Well-Being



TRAIL USERS:

- are well educated
- have above average household incomes
- visit the trails for about an hour more than 3 times a week
- rate the system very high
- are happy with trail characteristics & access to amenities
- believe in enhancing trails with connectivity

filled out by:



Cyclists



Runners



Walkers

AND THE TRAILS ARE USED FOR:



Recreation



Exercise



Commuting



Shopping



- Trails have a neutral impact on residential property values.



- Capital and maintenance costs in our region are typical of costs in other urban regions.



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TRAILS PAY OFF

The Central Ohio Greenways network is nationally recognized for its trail building, local organizing and strong public and leadership support. But too little information has been gathered on what impacts trails have on the region. The 18-month study compiled information and data on the economic impact, who uses the trails, detailed traffic counts, and cost of building and maintaining trails in Central Ohio. The results are in - this fact sheet shows an impressive account of accomplishments, successes, and opportunities that will keep trails a benefit for families, businesses, and visitors in Central Ohio.

This study provides clear, credible evidence of the value of multi-use trails in your community. The study results can also inform a variety of future policy, planning and management decisions related to trails in your community.

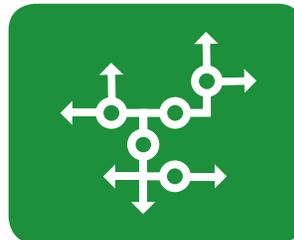
THE RESULTS CONFIRM

TRAILS ARE POPULAR AND HEAVILY USED



Users travel more than **12 million miles on the Central Ohio Greenways trail network** which is equal to riding your bike around the world over 500 times.

THERE IS ENTHUSIASTIC SUPPORT FOR GROWING THE TRAIL SYSTEM



Users rate the trail system very high, would like to see more connections, and value trail access to parks.

TRAILS ARE GOOD FOR LOCAL BUSINESSES



Trail users, particularly cyclists, shop at local stores while using area trails, buying equipment, clothing, and accessories.

TRAILS ARE VIEWED AS A KEY STRATEGY



Trails attract and retain talent essential to regional economic development.

TRAILS ARE A VALUABLE COMMUNITY ASSET



Healthy communities benefit from the recreational and social opportunities trails provide.

CENTRAL OHIO TRAIL INVESTMENT COSTS ARE REASONABLE



Investments are needed to maintain quality of trails and to provide new connections.

Mid-Ohio Regional Planning Commission (MORPC) is a national leader in regional trail systems planning, development, traffic monitoring, and assessment. MORPC managed the study along with an advisory group representing local governments and parks.

IMPACT OF TRAILS STUDY



Over 100 miles of multi-use trails in Central Ohio are the backbone of our non-motorized transportation and recreational system.



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TRAIL USAGE

- Trails are popular and heavily used.
- Users travel more than 12 million miles annually along the Central Ohio Greenways network.



TRAIL USER PROFILES AND FEEDBACK

- Trail users rate the system very high and are happy with trail characteristics and access to amenities.

THIS STUDY OBTAINED DATA IN 4 AREAS



COST ANALYSES

- Capital and maintenance costs in our region are typical of cost in other urban regions.



PROPERTY VALUE ANALYSES ALONG TRAILS

- Trails have a neutral impact on residential property values.

THIS STUDY WAS A COLLABORATIVE EFFORT BETWEEN

Mid-Ohio Regional Planning Commission
Franklin County & Columbus Metro Parks
Ohio Parks and Recreation Association
Rails to Trails Conservancy

the cities of: Canal Winchester
Columbus
Hilliard
New Albany
Westerville

AND WAS CONDUCTED BY

The University of Minnesota

THIS STUDY SHOWS THAT CENTRAL OHIO GREENWAYS:

HAVE A NEUTRAL
IMPACT ON



PROPERTY VALUES



ARE A VALUABLE
REGIONAL ASSET

NEED BETTER



EAST/WEST CONNECTIVITY

ARE:



POPULAR

&



GROWTH IS
SUPPORTED

ARE:



HIGH QUALITY



WELL MANAGED



SAFE



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USE PUBLIC & PRIVATE INVESTMENTS
THAT ARE VALIDATED

REGIONAL TRAIL INVESTMENT COSTS
COMPARE TO



NATIONAL TRAIL INVESTMENT COSTS