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FOR IMMEDIATE RELEASE

MORPC to Survey Central Ohio Bike Trail Users starting July 28

(Columbus-July 25, 2014) The Mid-Ohio Regional Planning Commission (MORPC) will begin surveying users of Central Ohio Bike Trails between the hours of 7 a.m. and 7 p.m. on Monday, July 28 through August 31, 2014. MORPC along with the cities of Columbus, Hilliard, New Albany, Westerville and Canal Winchester, Franklin County Metro Parks, Ohio Parks and Recreation Association, and Rails-to-Trails Conservancy has hired the University of Minnesota to conduct an Economic Impact of Trails Study for Central Ohio.

MORPC and the University of Minnesota will have representatives at various locations and times along the Olentangy, Alum Creek, and Scioto Trails conducting intercept surveys. The representatives will be identified by yellow vests and information regarding the study will be available at MORPC tables.

Trail use data has been collected and analyzed throughout the years at several locations along the Central Ohio Greenways trail network. However, a more thorough understanding of the impact of trail development in Central Ohio is lacking. The Economic Impact of Trails Study will provide a credible report on the value of trails by analyzing their economic impact and actual usage. The report is intended for government decision makers, developers, the business community and residents to generate support for continued investments in trails. The study will also obtain objective data that can be used to compete for funding and to add a dimension to existing transportation performance measures.

Along with the intercept surveys, an online survey will be distributed through MORPC and partner organizations. The online survey can be found at <http://www.surveygizmo.com/s3/1686095/MORPC-Trail-Survey>. Additional information about this project can be found at <http://www.morpc.org/Sustainability/greenways-water-quality/economic-impact-of-trails-study/index>.

-30-

The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of local governments and regional organizations which envisions and embraces innovative directions in economic prosperity, energy, the environment, housing, land use, and transportation. Our transformative programming, services and innovative public policy are designed to promote and support the vitality and growth in the region.

Working to Build a Better Region

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