Impacts of Central Ohio Trails

Partners

- City of Columbus
- City of Hilliard
- City of New Albany
- City of Westerville
- City of Canal Winchester
- 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

Toole Design Group

SPEA
SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS

Study Objectives

TRAIL COUNTS

USER SURVEYS

PERSONAL INTERVIEWS

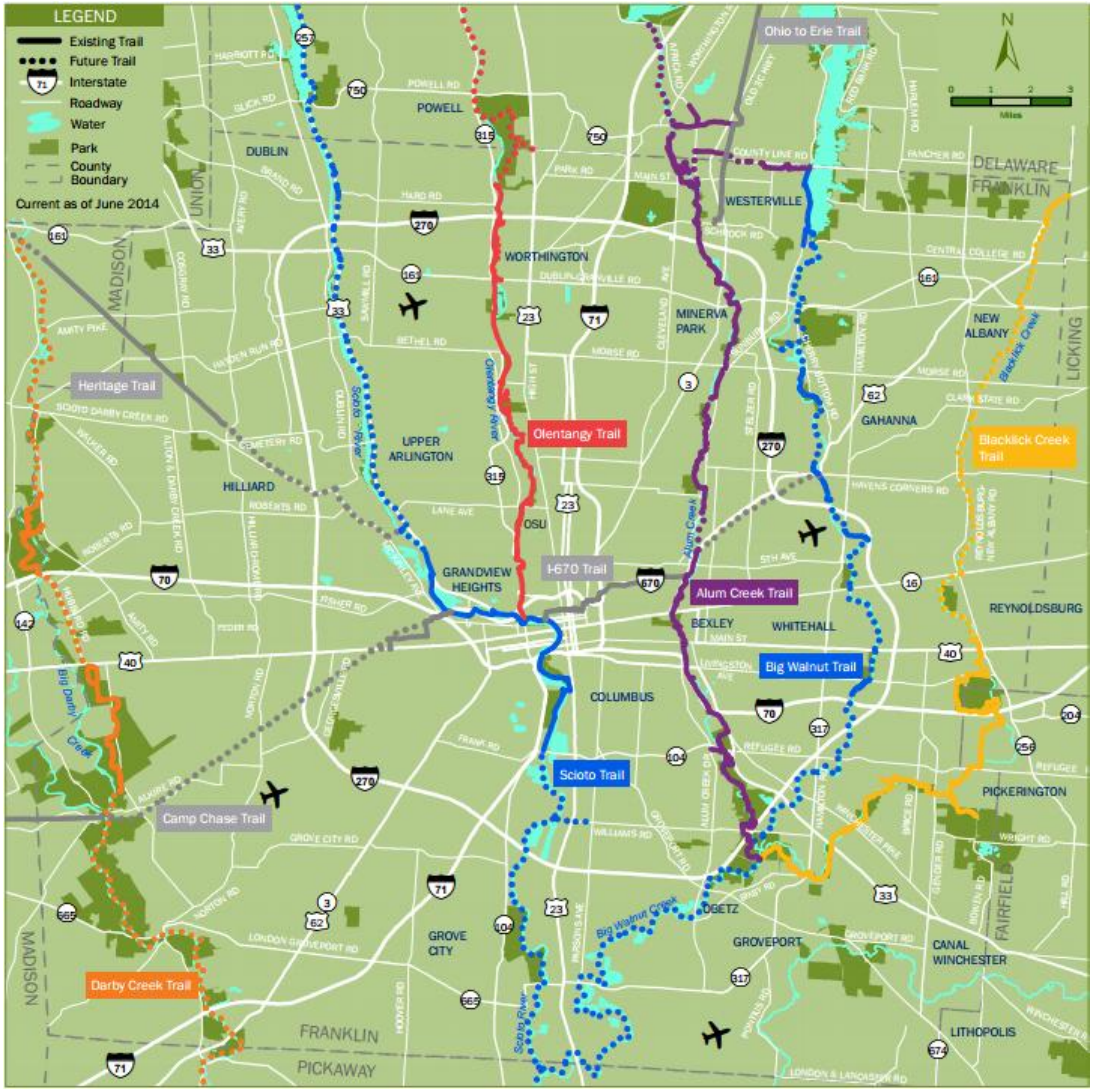
PROPERTY VALUE ANALYSES

TRAIL COST ANALYSES

CENTRAL OHIO GREENWAYS

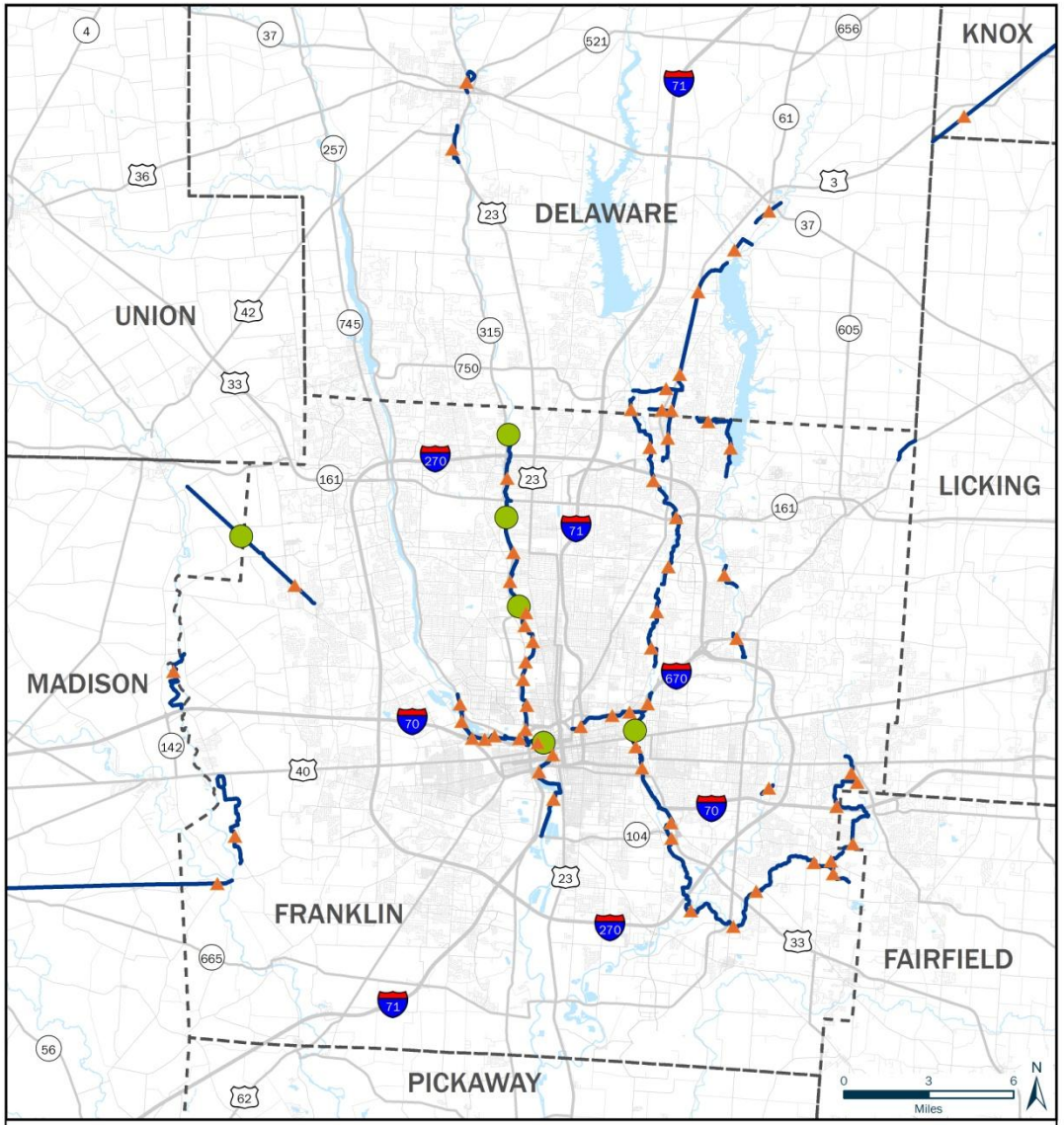
01

TRAIL COUNTS



01

TRAIL COUNTS



Count Sites

Impact of Trails Study

Automatic Counter

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

morpc

Source: ODOT, MORPC,
University of Minnesota Humphrey School of Public Affairs

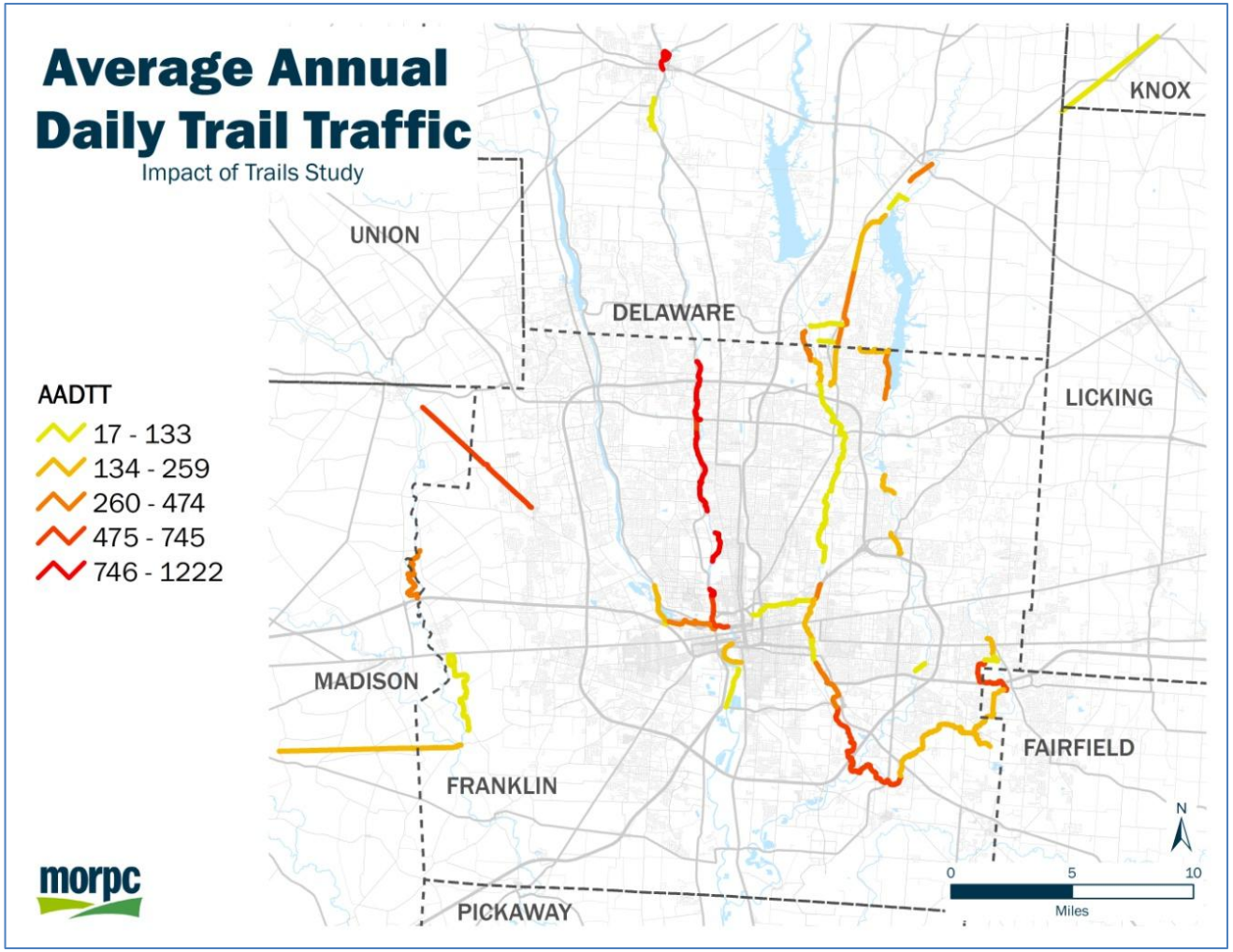
The information shown on this map is compiled from various sources available to us which we believe to be reliable.
N:\ArcGIS\LOCAL\Economic Impact of Trails Study\CountSites_document.mxd
6/16/2015

CENTRAL OHIO GREENWAYS

01

TRAIL COUNTS

500 times



USER SURVEYS

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
     - **How many people are in your group, including yourself?**
       ○ 2 ○ 4 ○ 6 ○ 8 ○ 10 or more
       ○ 3 ○ 5 ○ 7 ○ 9

9. **Are/were you with any children under 16 years of age?**
   - ✓ No
   - ○ Yes
     - **If yes, how many?**
       ○ 2 ○ 4 ○ 6 ○ 8 ○ 10 or more
       ○ 3 ○ 5 ○ 7 ○ 9

10. **On your visit to this trail today, will/did you make any expenditures for refreshments, meals, 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 ○ 3 ○ 5 ○ 7
    ○ 2 ✓ 4 ○ 6 ○ 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?** 43214

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 ✓ 35 – 49
    ○ 16 – 17 ○ 50 – 64
    ○ 18 – 24 ○ 65 – 74
    ○ 25 - 34 ○ 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.

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USER SURVEYS

filled out by:

- Cyclists
- Runners
- Walkers

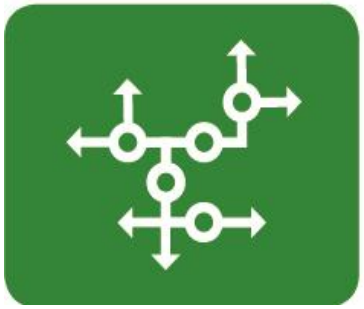
TRAIL USERS:

- 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

AND THE TRAILS ARE USED FOR:

CENTRAL OHIO GREENWAYS

THERE IS ENTHUSIASTIC SUPPORT FOR GROWING THE TRAIL SYSTEM



USER SURVEYS

TRAILS ARE GOOD FOR LOCAL BUSINESSES

CENTRAL OHIO GREENWAYS

PERSONAL INTERVIEWS

INTERVIEWS

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

PERSONAL INTERVIEWS

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."

Jeff Davis, owner of Café Brioso :

"Trails deliver customers to us in the morning just like the freeway does."

Mike Brown, Experience Columbus:

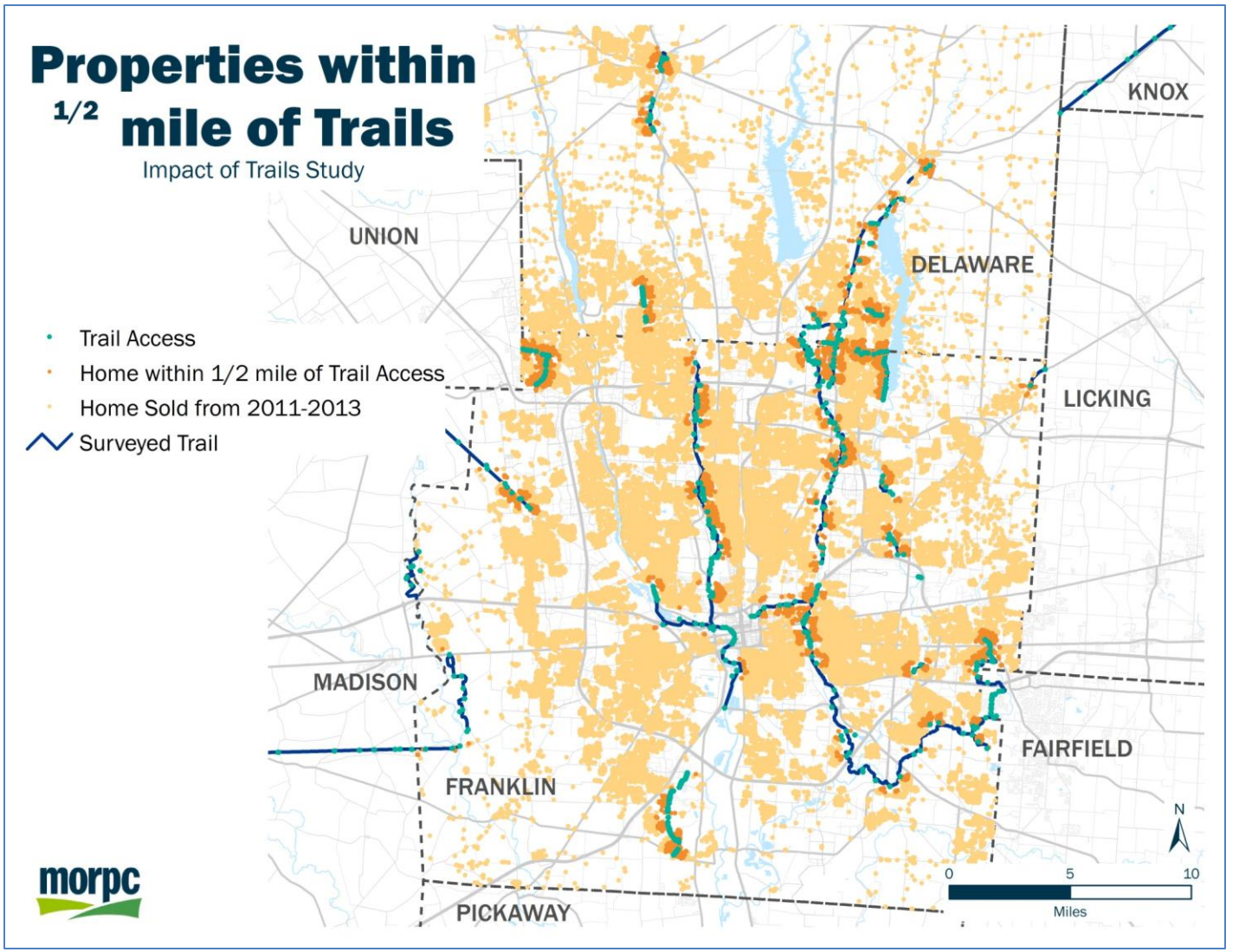
"Connecting the trails [of surrounding communities] is critical to making a vital, vibrant system."

CENTRAL OHIO GREENWAYS

PROPERTY VALUE ANALYSES

HAVE A NEUTRAL IMPACT ON

PROPERTY VALUES



CENTRAL OHIO GREENWAYS

TRAIL COST ANALYSES

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

TRAIL COST ANALYSES

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

- Final Report
- Technical memoranda on each task
- Fact sheets

Public Release: July 22, 2015

Thank You

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