

Trails as Economic Development Engines



Photo: Visit CT

Greenways and Blueways Best Practices

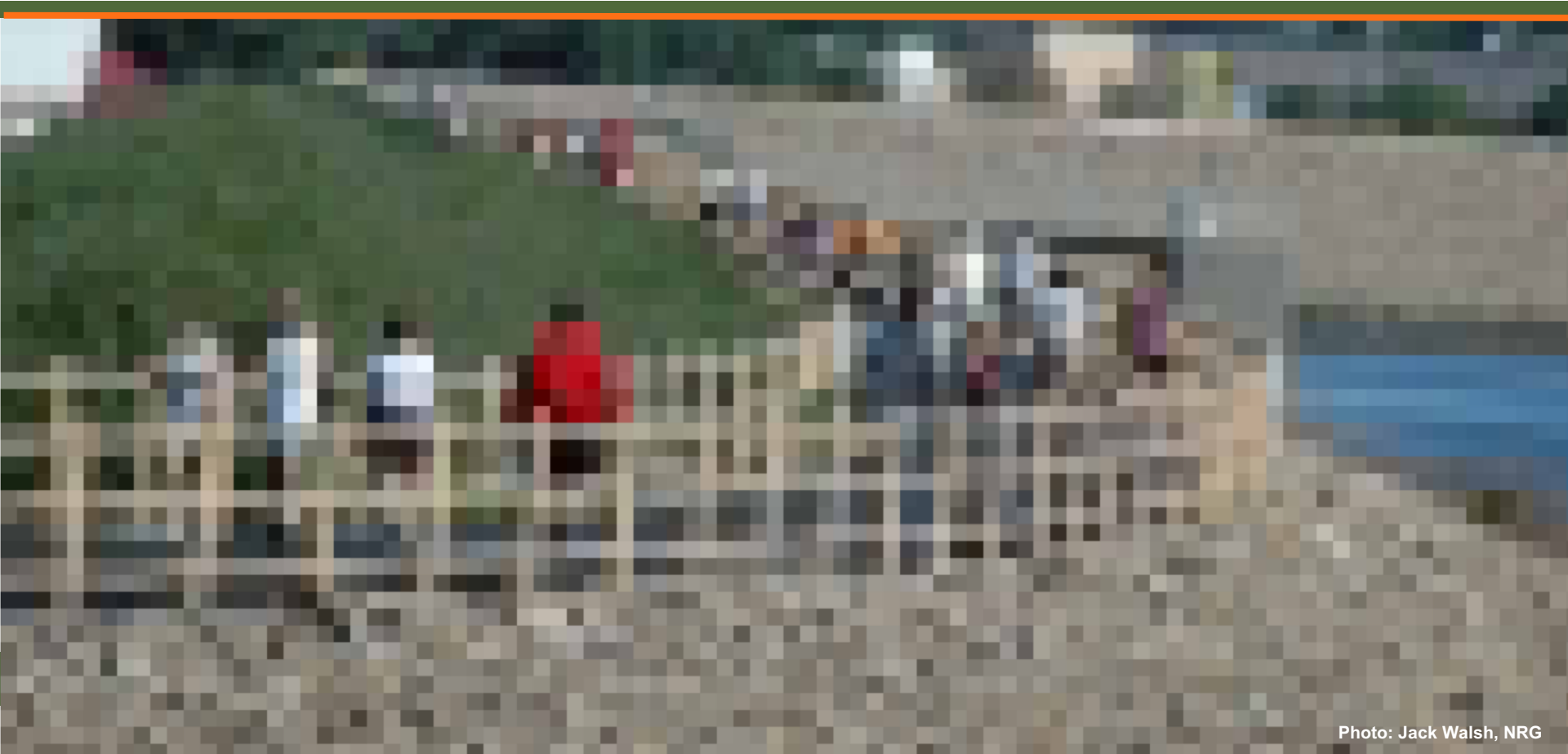
IEDC, Indianapolis, Indiana
October 14, 2019, 4-5:30 pm

Laura Brown, CEcD
Community & Economic Development Educator,
University of Connecticut Extension

UConn | COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL RESOURCES

EXTENSION

ACTIVE TRANSPORTATION ON SHARED USE PATHS





Riverfront Recapture (n.d.). In Facebook [Photos]. Retrieved 9/26/19 from <https://www.facebook.com/pg/riverfrontrecapture>

WHY CONSIDER TRAILS

Economic Impacts
Direct, Indirect, Induced

*Economic
Benefits*

Health impacts

Property valuation

*User
Benefits*

Safety benefits

Environmental

Connectivity & access

*Social
Benefits*

Community engagement

Source: Headwaters Economics <http://headwaterseconomics.org/wp-content/uploads/trails-library-property-value-overview.pdf>

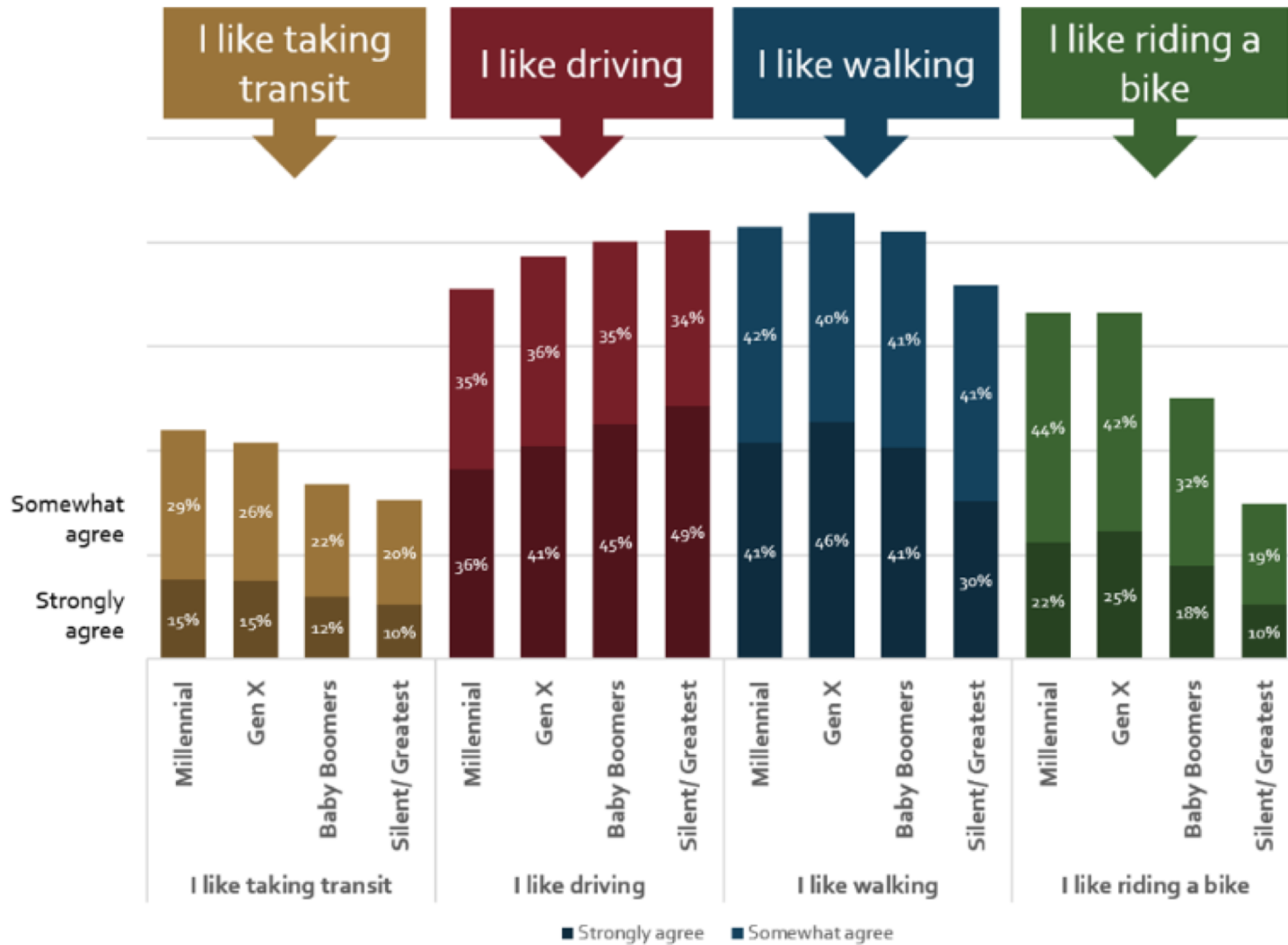
DEMAND FOR ACTIVE LIFESTYLES

Three factors that home-buyers of all age groups want are access to walking/jogging trails, proximity to a park, and desire to live in a typically suburban area

- National Association of Homebuilders (2016)



Credit: Michael Wells



Dill, J. (3/27/2017). Are Millennials Really the Generation That Bikes? Transportation Education and Research Center. Retrieved at <https://trec.pdx.edu/blog/are-millennials-really-generation-bikes>

STEP IT UP!

EVERYONE CAN HELP
MAKE OUR COMMUNITIES
MORE WALKABLE

WORKSITES:

Implement workplace policies and programs to promote walking.

MEDIA:

Spread the word about walking and creating safe and easy places to walk.

PARKS AND RECREATIONAL AND FITNESS FACILITIES:

Provide access to green spaces and recreation areas.

SCHOOLS:

Implement safe routes to school and daily physical education programs.

INDIVIDUALS & FAMILIES:

Walk with friends, family, and work colleagues.

TRANSPORTATION, LAND USE, & COMMUNITY DESIGNERS:



Step it up! Help make your community more walkable. Learn how by visiting

www.SurgeonGeneral.gov

EXAMPLE SENDING IMPACTS

Spending per Trip by User Type

MODE	IN STATE DAY TRIP	OUT OF STATE DAY TRIP	IN STATE OVERNIGHT	OUT OF STATE OVERNIGHT
HIKE	\$100	\$191	\$332	\$557
WHEEL	\$100	\$250	\$288	\$463



ECONOMIC VALUE

Support local business development

Increase tourism spending

Impacts from capital and operational expenditures



Credit: Industryview

Nadel, R. (2005). Economic impacts of parks, rivers, trails and greenways. University of Michigan. Retrieved from <http://erb.umich.edu/Research/Student-Research/Nadel.pdf>

ECONOMIC VALUATION

- Vasa Pathway, MI - \$23.5 million of direct spending - trail users **spend an average of \$3,700 on equipment annually**
- American Tobacco Trail, NC- After construction of a pedestrian bridge, **trail use rose by 133% and direct expenditures rose from \$2.4 million to \$6.1 million**
- Paved trail network in Ohio estimates that **13% of trail users use the trail as tourists, spending \$13 million annually.**

**THE
OUTDOOR
RECREATION
ECONOMY
GENERATES:**

\$887 BILLION

IN CONSUMER SPENDING ANNUALLY



7.6 MILLION

AMERICAN JOBS



\$65.3 BILLION

IN FEDERAL TAX REVENUE



\$59.2 BILLION

IN STATE AND LOCAL TAX REVENUE



DEMOGRAPHICS OF TRAIL USERS

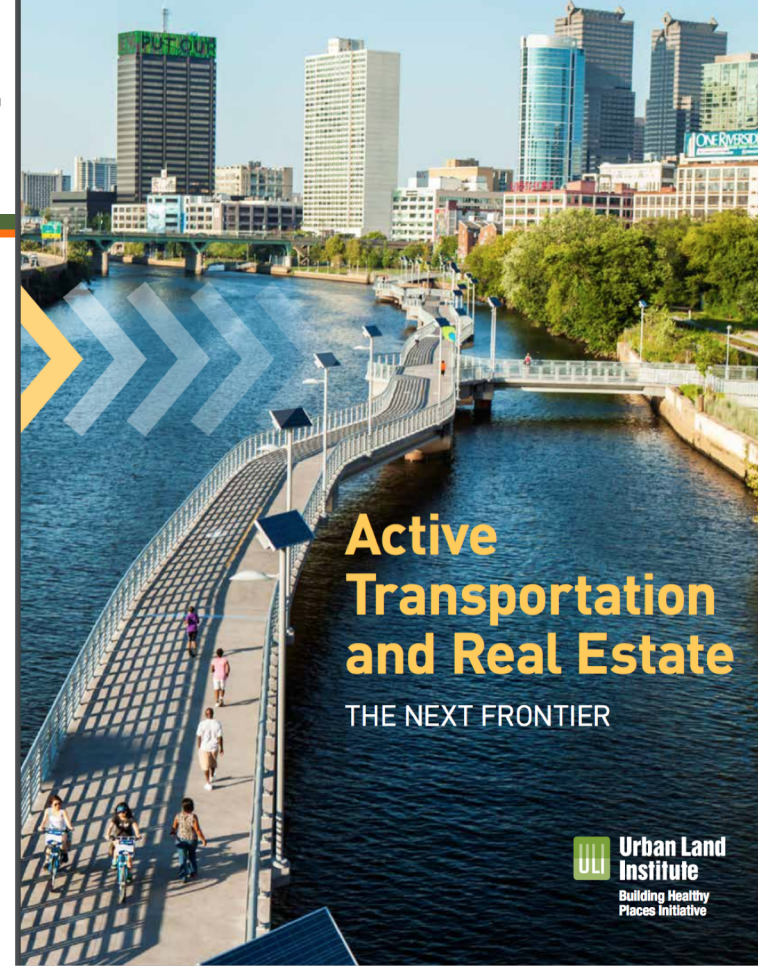
AGE 45+
GENDER SPLIT, BUT
TYPICALLY SLIGHTLY
MORE MALES
VARIES BY LOCAL VS
NON-LOCAL USERS



Credit: BikeWalkBolton

TRAIL ORIENTED DEVELOPMENT

- Trails, bike lanes, and sidewalks add value to development projects
- The market for inclusion of bike friendly amenities in residential and commercial properties is growing
- Private/public relationships maximize investment



**Active
Transportation
and Real Estate**

THE NEXT FRONTIER

U Urban Land
Institute
Building Healthy
Places Initiative

guide to trail oriented development

your guide to successful development along the lafitte greenway



The Lafitte Greenway: Guide to Trail-Oriented Development provides a set of principles for new development along the Lafitte Greenway. Community is the center of the Greenway's development. The principles outlined in this report are contained in the following public documents:

Medium Intensity Mixed-Use
The MU-1 District encourages walkable neighborhood centers and corridors, with a mix of residential and commercial uses.

Historic Urban Neighborhood Mixed-Use
The HU-MU District encourages mixed-use development that is close to residential neighborhoods, including active retail and personal service uses along the ground floor with residential uses above.



BUILDING DESIGN GUIDELINES

Respect the scale and massing of buildings in historic areas and provide pedestrian-scaled design elements. **Promote pedestrian-scale** signage, limit inappropriate signage, and create an attractive business environment along the Greenway.



Pedestrian-scale design encourages walking and biking in the area.



CASE STUDIES

Gamble, D. & Heyda, P.. (2015). Rebuilding the American city: Design and strategy for the 21st century urban core. 10.4324/9781315756738.

American Trails. (Producer). (2018). *Leveraging People and Places: Trails as Economic Development*. Accessed at <https://www.americantrails.org/training/leveraging-people-and-places-trails-as-economic-development>

Rails to Trails Conservancy. (Producer) (2018). *Making the Value Case for Trails*. [Video Webinar].

Rails to Trails Conservancy. (Producer). (2018) *Trail Towns: Proven Steps to Boost Your Trail Town Growth*. [Video Webinar].

Rails to Trails Conservancy. From trail Towns to TrOD Trails and Economic Development. (2007)
<https://www.railstotrails.org/resourcehandler.ashx?id=4620>

REBUILDING THE AMERICAN CITY

DESIGN AND STRATEGY FOR THE
21ST CENTURY URBAN CORE

DAVID GAMBLE AND PATTY HEYDA



Making the Most of a Trail



SUCCESS FACTORS

START AT THE HEART - DOWNTOWN

CONNECT TO DOWNTOWN & AMENITIES

REGIONAL COLLABORATION

GOOD DESIGN IS GOOD BUSINESS

CONSIDER TRAIL TOWN VALIDATION



Portions of this slide are the result of a multistate grant supported by the Northeast Regional Center for Rural Development. Notes from: American Trails. Advancing Trails Webinar. (June, 2018). "Leveraging People and Places Trails as Economic Development. Retrieved from <https://www.americantrails.org/training/leveraging-people-and-places-trails-as-economic-development>

SUCCESS FACTORS

ENGAGE ARTISTS TO TELL THE STORY

ENGAGE ANCHOR INSTITUTIONS

CREATE PROGRAMMING

TAKE A SYSTEMS APPROACH

UNDERSTAND YOUR USERS



Artist Kwadwo Adaye discusses his mural on the Farmington Canal Heritage Trail in New Haven, CT

**A statewide
volunteer-based
data collection &
education program
on multi-use trails**

*To encourage
data informed
decision-making &
promote resident
participation in
trail monitoring &
advocacy*



Connecticut Trail Census

Statewide multi-use trail user study





STATEWIDE

Urban, rural and suburban multi-use trails - 20 sites in 2019



MULTI-YEAR

Multi-year information about trail use, user demographics, economic impacts, and trail amenities
Identification of patterns and trends



VOLUNTEER - BASED

Active community participation
Data informed decision-making



Infrared Counters

TRAFx Counters

Estimate uses and use patterns

24/7 permanent counters

Jan 1-Dec 31 data analysis

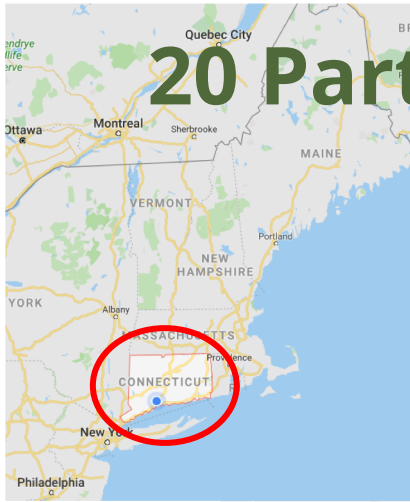
Calibrated with manual counts

Intercept Surveys

Volunteer assessed
Standardized paper survey
Why and how are trails used
Demographics, spending & health



20 Participating Trail Sites

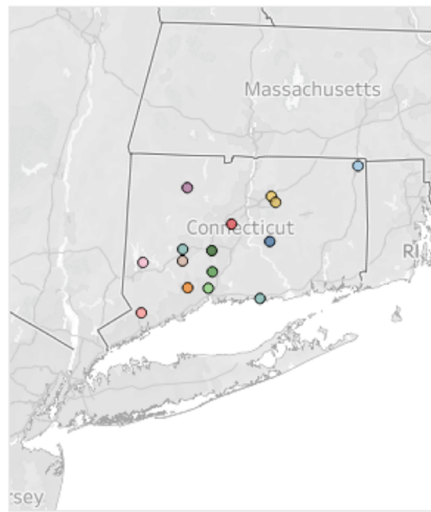


www.cttrailcensus.uconn.edu

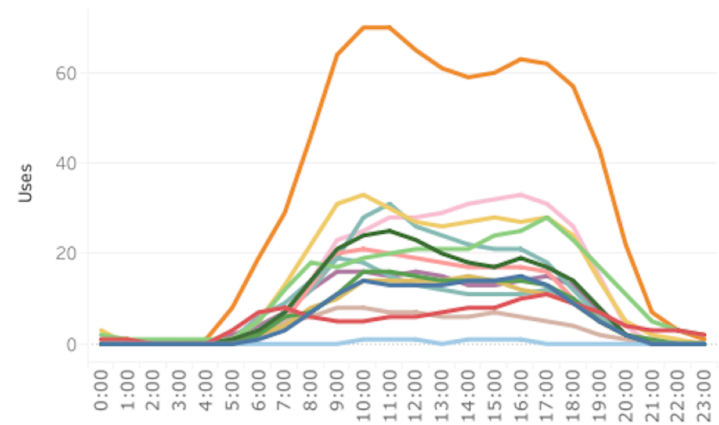


Select a Trail

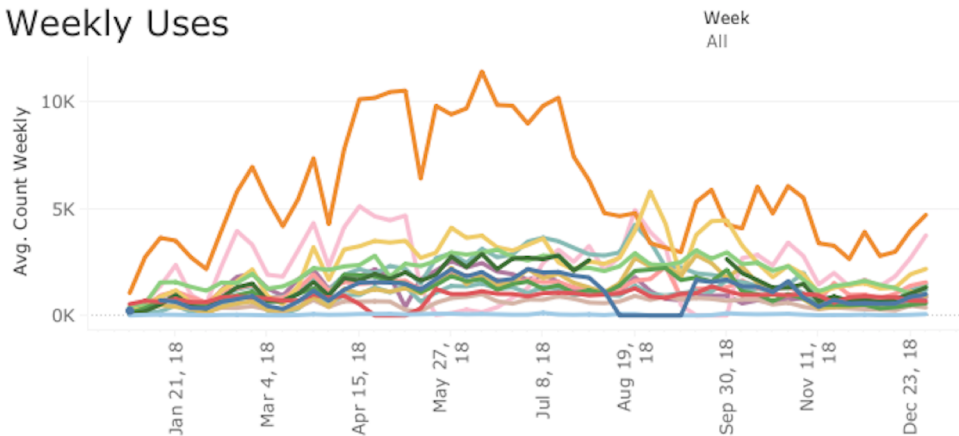
- Airline Trail East Hampton
- Airline Trail Thompson
- CTfastrak Trail New Britain
- Farmington Canal Heritage Trail Cheshire
- Farmington Canal Heritage Trail Hamden
- Farmington Canal Heritage Trail New Haven
- Hop River Trail Bolton
- Hop River Trail Vernon
- Larkin Trail Oxford
- Middlebury Greenway
- Naugatuck River Greenway Derby
- Norwalk River Valley Trail Wilton
- Shoreline Trail Madison
- Still River Greenway Brookfield
- Sue Grossman Trail Torrington



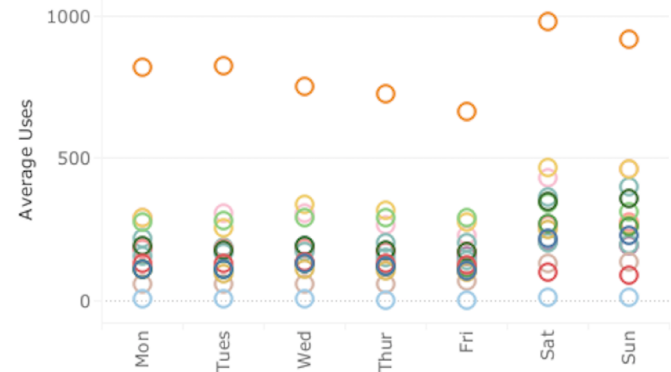
Average Uses by Hour of the Day



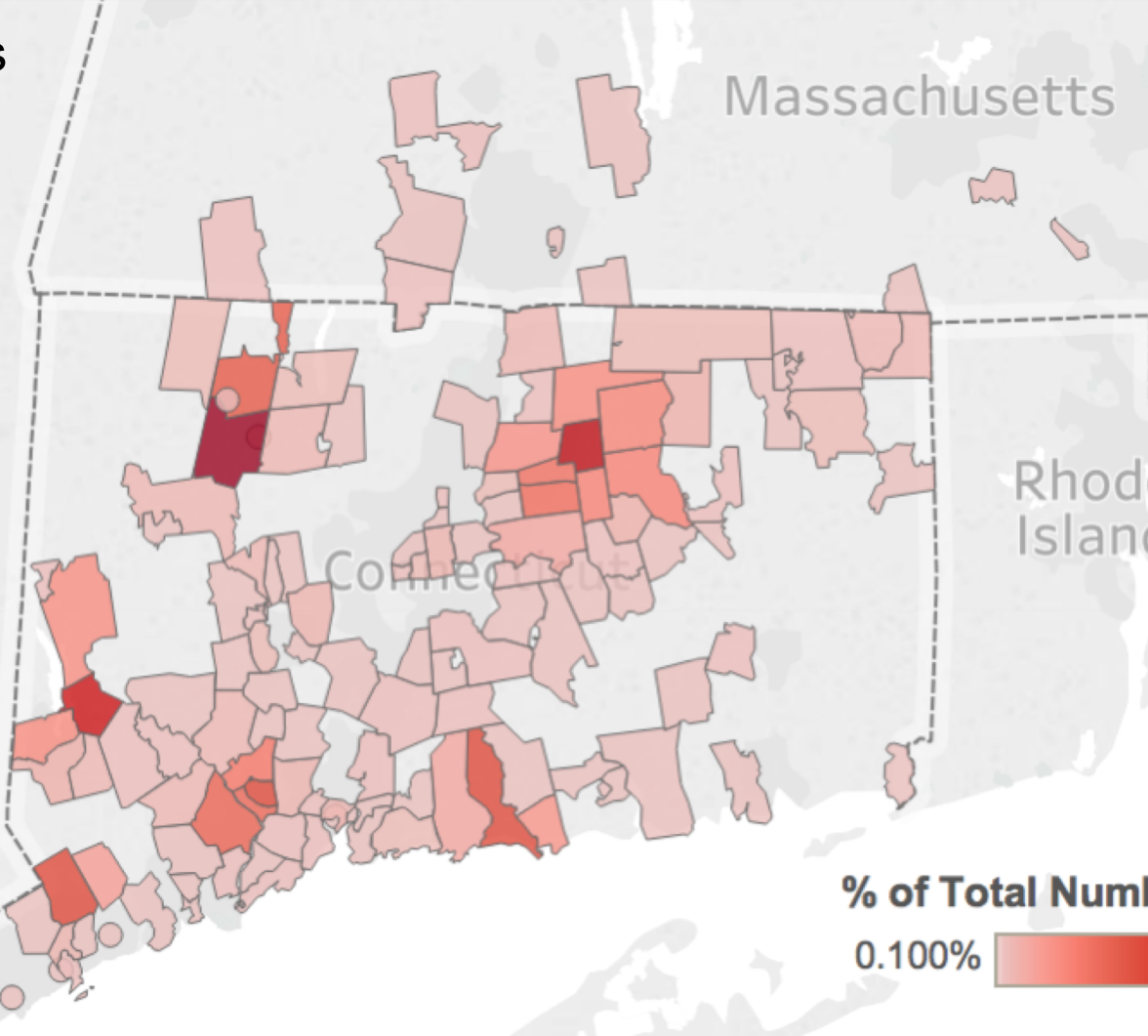
Weekly Uses



Average Uses by Day of Week



Respondents represented 165 unique zip codes



Of the 983 respondents:
48.5% travelled alone, but
30.5% carpooled



Thank You!

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