

# Trails as Economic Development Engines



Photo: Visit CT

## Greenways and Blueways Best Practices

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

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**UConn** | COLLEGE OF AGRICULTURE,  
HEALTH AND NATURAL RESOURCES

EXTENSION



# ACTIVE TRANSPORTATION ON SHARED USE PATHS



Photo: Jack Walsh, NRG



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

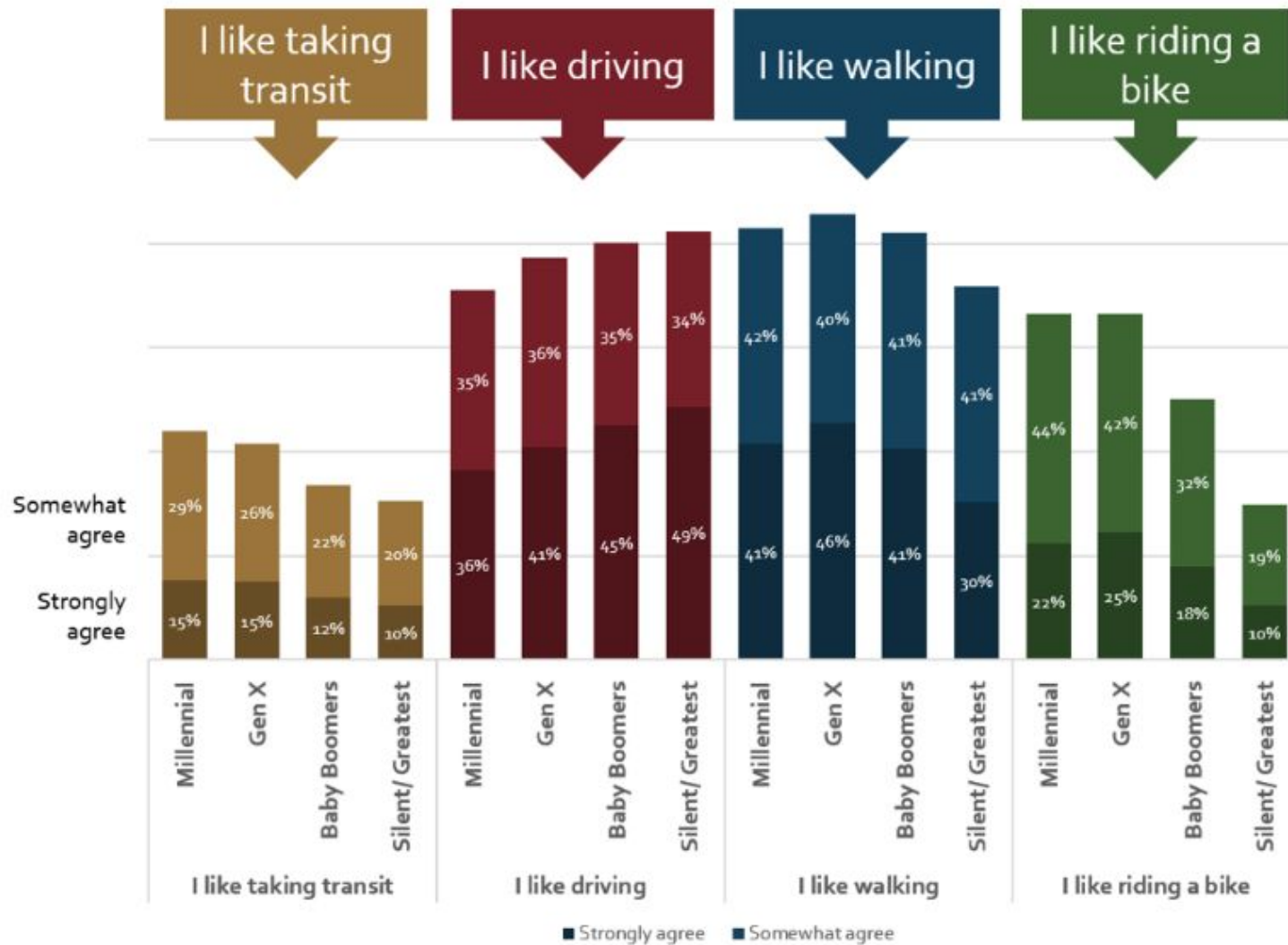
**Three factors that home-buyers of all age groups want are access to walking/jogging trails, proximity to a park, and desire to live in a typically suburban area**

- 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

## MEDIA:

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

## WORKSITES:

Implement  
workplace policies  
and programs to  
promote walking.

## 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](http://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

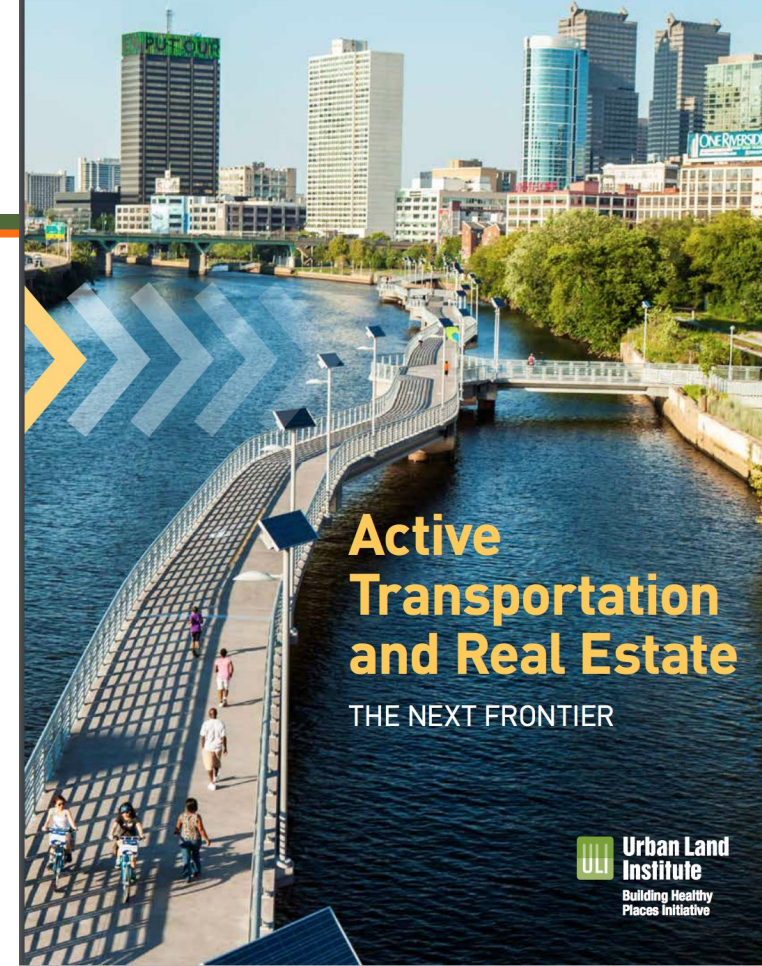
**AGE 45+  
GENDER SPLIT, BUT  
TYPICALLY SLIGHTLY  
MORE MALES  
VARIES BY LOCAL VS  
NON-LOCAL USERS**



*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





# guide to trail oriented development

*your guide to successful development along the lafitte greenway*



The [Lafitte Greenway: Guide to Trail-Oriented Development](#) provides a collection 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 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.*





# REBUILDING THE AMERICAN CITY

DESIGN AND STRATEGY FOR THE  
21<sup>ST</sup> CENTURY URBAN CORE

DAVID GAMBLE AND PATTY HEYDA



## 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>



# Making the Most of a Trail



Credit: Connecticut Trail Census



# 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

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**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



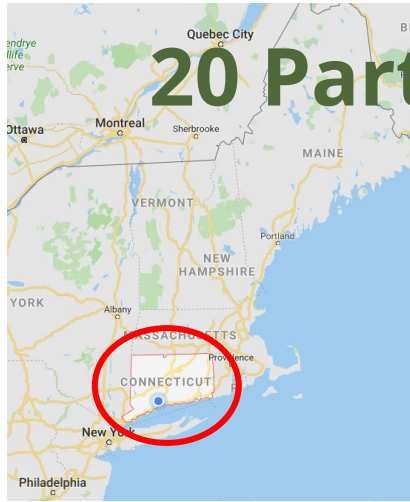
# Intercept Surveys

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





# 20 Participating Trail Sites

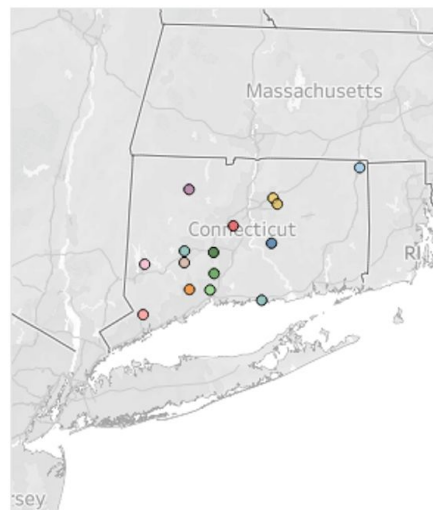


[www.cttrailcensus.uconn.edu](http://www.cttrailcensus.uconn.edu)

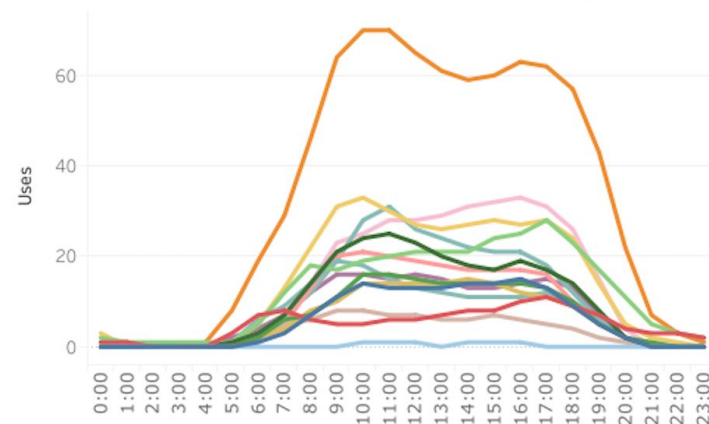


## Select a Trail

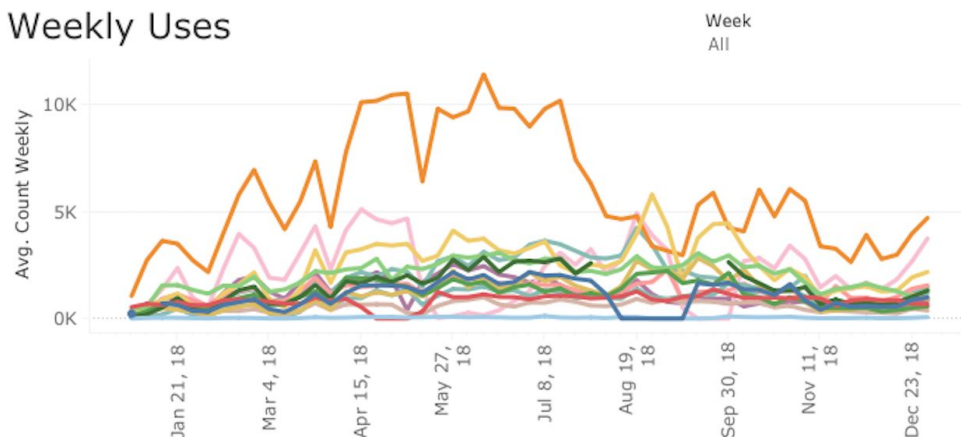
- Airline Trail East Hampton
- Airline Trail Thompson
- CTfastrak Trail New Britain
- Farmington Canal Heritage Trail Cheshire
- Farmington Canal Heritage Trail Hamden
- Farmington Canal Heritage Trail New Haven
- Hop River Trail Bolton
- Hop River Trail Vernon
- Larkin Trail Oxford
- Middlebury Greenway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



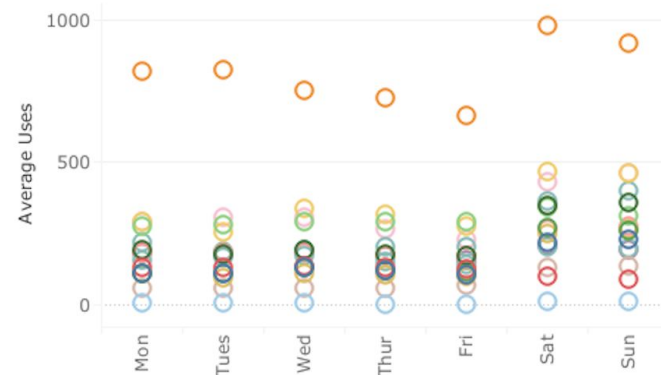
## Average Uses by Hour of the Day



## Weekly Uses



## Average Uses by Day of Week



Respondents  
represented  
165 unique  
zip codes

Massachusetts

Rhode  
Island

Connecticut

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

% of Total Number of Records

0.100%



9.771%





Thank You!

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