Connecticut Trail Census

A statewide multi-use trail user study and volunteer data collection program

PROGRAM WELCOME WEBINAR
NOVEMBER 17, 2016

WWW.CLEAR.UCONN.EDU/PROJECTS/CT_TRAIL_CENSUS
Pilot funded by DEEP Rec Trails grant
12 trails selected to participate

WWW.CLEAR.UCONN.EDU/PROJECTS/CT_TRAIL_CENSUS
GOALS

DEVELOP A BETTER UNDERSTANDING OF MULTI-USE TRAIL USE IN THE STATE AND TO MAKE THIS IMPORTANT INFORMATION AVAILABLE TO TRAIL USER GROUPS, ADMINISTRATORS, GOVERNMENT AGENCIES, AND THE GENERAL PUBLIC.

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STATEWIDE
Understand when, who, how, and why people use multi-use trails. Use state data to educate trail user groups, administrators, state and local government agencies, and the general public about trails and their impacts.

MULTI-YEAR
Obtain multi-year information about trail use, user demographics, economic impacts, and trail amenities for identification of patterns and trends.

VOLUNTEER-BASED
Promote active community participation in monitoring. Encourage data informed trail building and maintenance programs.
TIMELINE

Trail sites selected
Counters installed
Counter training
Count data collected

Volunteer training

Data analysis
Count data collected

Survey data collection
Survey data collection

CT Trail Census

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What Will Be Collected?

IR COUNTERS

12 COUNTERS
Will count number of trail uses per hour
24 / 7 / 365

USE PATTERNS
Hourly, Daily, Weekly, Monthly, Seasonal
Impact of Weather
Event Impacts

COMPARISONS
Stone vs. Paved
Is winter maintenance worth it?
Before and after improvements
Recreation vs. Transportation
INFRARED TRAIL COUNTERS
Trail Coordinator Responsibilities

IR COUNTERS

INSTALLATION
Municipal Permission
Notification of Parks/Public Works
In Person Training and Install Assistance

MONITORING
Occasional checks (2-weeks)
Is it Working?
Any Tampering of Vandalism?

MANUAL COUNTS
Two Hour Counts of Actual Trail Users
For Counter Calibration
Once Or Twice/Quarter
What Will be Collected?

SURVEYS

ABOUT USERS
Zip code, Age, Income, Level of health

ABOUT USE
Mode of transport to the trail
Primary activity
Frequency of use
Seasonal use
Primary purpose for use

SPENDING DATA
Amount spent during visit

IMPROVEMENTS
What do people want?

http://blog.bhhsneproperties.com/
What Will be Collected?

SURVEYS

ABOUT USERS
- Zip code, Age, Income,
  Level of health

ABOUT USE
- Mode of transport to the trail
- Primary activity
- Frequency of use
- Seasonal use
- Primary purpose for use

SPENDING DATA
- Amount spent during visit

IMPROVEMENTS
- What do people want?
Table 1: Average Distances Travelled in Home Zip Codes from Residence to Trailhead

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Miles</th>
<th>Distance to Trailhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naugatuck</td>
<td>06770</td>
<td>16.72</td>
</tr>
<tr>
<td>Middlebury</td>
<td>06762</td>
<td>17.41</td>
</tr>
<tr>
<td>Derby</td>
<td>06418</td>
<td>5.07</td>
</tr>
<tr>
<td>Beacon Falls</td>
<td>06403</td>
<td>9.67</td>
</tr>
<tr>
<td>Torrington</td>
<td>06790</td>
<td>41.57</td>
</tr>
</tbody>
</table>

What Will be Collected?

SURVEYS

ABOUT USERS
Zip code, Age, Income, Level of health

ABOUT USE
Mode of transport to the trail
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Frequency of use
Seasonal use
Primary purpose for use

SPENDING DATA
Amount spent during visit

IMPROVEMENTS
What do people want?
Greenway Trail User Survey

None of the information gathered in this survey will be used to identify you individually. All data will be kept confidential and will be aggregated for our analysis.

1. What is your home Zip Code? __________

2. How did you get to the trail today?
   - Car/Motorcycle (alone)
   - Car/Motorcycle (with someone else)
   - Public Transit (Bus/Train)
   - Bicycle
   - Walked
   - Run/Jog
   - Other __________

3. How often, on average, do you use this trail?
   - Daily
   - 3-5 times/week
   - 1-2 times/week
   - 2-4 times/month
   - 1-2 times/year

4. During which seasons do you generally use the trail? (select all that apply)
   - All Year
   - Summer
   - Fall
   - Winter
   - Spring

5. What is your primary purpose on the trail today? (select all that apply)
   - Exercise
   - Recreation
   - Travel to work
   - Travel to school
   - Travel to shopping
   - Tourism/sightseeing
   - Other __________

6. About how much do you spend each year on goods or services related to your trail use? Include gear, clothing, equipment rental, repairs, auto accessories, etc.? $ __________

7. On this visit, about how much will you spend on the following (whole dollars):
   - Beverages $ __________
   - Snacks (energy bars, etc) $ __________
   - Meals at a restaurant $ __________
   - Gas $ __________
   - Retail (gifts, clothing, etc) $ __________
   - Equipment rental $ __________
   - Lodging $ __________
   - Nearby activities (recreation/amusements) $ __________
   - Other __________ $ __________

8. Do you consider the trail an asset to the local community?
   - Yes
   - No
   - Not Sure

9. Do you feel that the trail has impacted property values in the area?
   - Yes - Positively
   - Yes - Negatively
   - No
   - Not Sure

10. If there was one thing you could improve about the trail, what would it be?
    ____________________________
    ____________________________

11. What is your age range?
    - Under 19
    - 20-24
    - 25-34
    - 35-44
    - 45-54
    - 55-64
    - 65-74
    - 75 or over

12. What interval best represents your household income?
    - Under $24,999
    - $25,000 - $49,999
    - $50,000 - $99,999
    - $100,000 – $199,999
    - Over $200,000
Data collection weeks

May 13-21, 2017
September 16-24, 2017

Based on volunteer availability

Two hours of data collection on a weekday (Tuesday, Wednesday or Thursday) and two hours of data collection on a weekend (Saturday)

Trail Coordinator Responsibilities

INTERCEPT SURVEYS

VOLUNTEER RECRUITMENT

Ensuring 3 volunteers available for each data collection time
Notification of Parks/ Public Works

VOLUNTEER MANAGEMENT

Ensure volunteers participate in methods training
Track volunteer hours

POINT OF CONTACT

Make sure volunteers have survey box
Serve as local point of contact
Ensure that paper surveys are collected/handled appropriately
Participants will learn:

Goals and purpose of the CT Trail Census, about data collection methods, where to find more information about CT trails

- Infrared Counter Management
- Logistics for the day of survey data collection
- Standards for consent, confidentiality and information for participants
- How to complete the observed data section of the survey
- How to approach trail users - on foot, bicycle or horse
- How to aid those who request assistance completing the survey
- Checking surveys for completeness of data and tracking refusals
- What to do with completed surveys
- How the data will be used - how participants can access data
- Tracking your volunteer hours (Track it Forward)
VOLUNTEER TRAINING

Training dates

Tuesday March 7, 2017, 4-6 pm
Tolland County Extension Center
24 Hyde Ave, Vernon, CT 06066
    Snow Date Tuesday March 14, 2017, 4-6 pm

Wednesday, March 8, 2017, 6-8 pm
New Haven County Extension Center
305 Skiff St, North Haven, CT 06473
    Snow date Wednesday March 15, 2017 6-8 pm

Saturday March 11, 2017, 9 am -11 am
New Haven County Extension Center
305 Skiff St, North Haven, CT 06473
# Volunteer Tracking

## Connecticut Trail Census

### Log Hours

<table>
<thead>
<tr>
<th>Hours:</th>
<th>-Select Hour-</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Volunteered:</td>
<td>Nov 17 2016</td>
<td></td>
</tr>
<tr>
<td>Activity:</td>
<td>-Select Activity-</td>
<td></td>
</tr>
</tbody>
</table>

### Timesheet

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/13/16</td>
<td>IR Counter Work</td>
<td>3</td>
</tr>
<tr>
<td>11/11/16</td>
<td>IR Counter Work</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>5</strong></td>
</tr>
</tbody>
</table>

Submit Time

© 2016 Track it Forward

[Contact your Volunteer Organizer](www.clear.uconn.edu/projects/ct_trail_census)
HOW WILL THE DATA BE USED?

To build awareness and partnerships

"...to focus fundraising efforts, provide information on where public awareness is strong and where more can be done, and expand our partnership base. Having valid information to make strategic decision with will make our planning and construction efforts more accurate and effective."
HOW WILL THE DATA BE USED?

To advocate for trails

"We feel that solid, specific evidence of the use and popularity of this trail, rather than anecdotal material, will help us to make a strong case for all the work we are doing to expand the network of trails and to link them to trails in our surrounding communities."
HOW WILL THE DATA BE USED?

To make effective improvements

"...to better the trail in these areas and add more user friendly equipment such as bike pumps, bike racks and fitness centers."
HOW WILL THE DATA BE USED?

To improve community planning efforts

".. Development of an effective maintenance plan by identifying short-term (yearly) and long-term tasks through forming synergies with both local and state organizations."

"This data will not only help other communities with planning for their segments of the [trail], but will also be very helpful for current economic development and transportation work being done in [these communities]."
HOW WILL THE DATA BE USED?

**To engage young people**

"...the data will provide a unique "teachable moment" for students in understanding the need for taking the public's feedback and analyzing the feasibility of implementing those suggestions with the current resources."
HOW WILL THE DATA BE USED?

To support fundraising-grant efforts

"...establish more credibility to our requests for resources (funding and equipment)."  "We may be able to use the data in our application for bike friendly status."
HOW WILL THE DATA BE SHARED?

www.clear.uconn.edu/projects/ct_trail_census/
LONG TERM PROGRAM VISION

Self sufficient volunteer based data collection program
Annual benchmarking to understand how trail use changes over time
Data used for substantial statewide economic impact analysis
Research opportunities for comparison of trail users to the general population
More efficient use of existing resources
Better utilized and integrated trail systems
Improved economic opportunities and public health

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THANK YOU!

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