Webinar:
Digging into the 2017 Connecticut Trail Census Data

Hosted by:
Kristina Kelly, CTTC Statewide Coordinator
Webinar Objectives:

- Program background
  - Overview
  - Methods
- Tour of website updates
  - Walk through changes
  - Where to find the data
- Understanding the data
  - Caveats
  - Limitations
- Digging into the data!
  - Key findings - Count data
  - Key findings - Survey data
Overview

CTTC Fundamentals:
- Volunteer driven & community focused
- Facilitates the collection of 2 types of data:
  1) Count data:
     Number of trail uses
  2) Survey data:
     Demographic data about trail users

Mission:
Develop a better understanding of multi-use trail use in the state and make this important information available to trail user groups, administrators, government agencies, and the general public.
Site Distribution

- Naugatuck River Greenway
- Larkin State Bridle Trail
- Middlebury Greenway
- Norwalk River Valley Trail
- Shoreline Greenway Trail
- Still River Greenway
- Sue Grossman Greenway
- CTFastrak Trail
- Air Line Trail (2)
  - East Hampton
  - Thompson
- Hop River Trail (2)
  - Bolton
  - Vernon
- Farmington Canal Heritage Trail (3)
  - Hamden
  - New Haven
  - Cheshire

Visit interactive map on CTTC website by following this link: [Click here]
Program Methods-

Trail Uses Data Collection - Infrared Counters
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 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?
   - First time
   - 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)
   - Summer
   - Fall
   - Winter
   - Spring

5. What is your primary purpose on the trail today? (select all that apply)
   - Exercise
   - Recreation
   - Relaxation
   - Dog walking
   - Other __________

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

7. On this trip to the trail, have you spent or do you plan to spend any money?
   - Yes
   - No

   If yes, how much will you spend on the following in whole dollars during this trip to the trail? (If nothing write “0”):

   - Beverages $ __________
   - Snacks (energy bars, etc) $ __________
   - Meals at a restaurant $ __________
   - Gas $ __________
   - Retail (gifts, clothing, etc) $ __________
   - Equipment rental $ __________
   - Lodging $ __________
   - Nearby activities (recreation/amusements) $ __________
   - Other $ __________

8. What is your favorite thing about this trail?

9. What could be improved about this trail?

10. In a typical week, how many days do you do activity which causes an increase in breathing or heart rate continuously for at least 10 minutes? _____ # days

11. What is your age range?
   - 19 or under
   - 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

13. What is your race?
   - White
   - Black or African American
   - American Indian
   - Asian
   - Pacific Islander
   - Other

14. Are you Spanish, Hispanic or Latino?
   - Yes
   - No
2. Website Tour

https://cttrailcensus.uconn.edu/
Caveats and Limitations:

- Count data shows number of uses or trips, not visits or visitors.
- Raw data was adjusted or “calibrated” using manual counts completed by volunteers.
- The manual counts showed that the IR counters consistently undercount.
# Connecticut Trail Census

## Digging Into the Data!

### Trail Use Count Data - Total Uses

<table>
<thead>
<tr>
<th>Location</th>
<th>Adjusted IR Count</th>
<th>Days With Data</th>
<th>Daily Average</th>
<th>Average X 365</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Line Trail Thompson</td>
<td>4,401</td>
<td>365</td>
<td>12</td>
<td>4,401</td>
</tr>
<tr>
<td>Air Line Trail East Hampton</td>
<td>62,415</td>
<td>365</td>
<td>171</td>
<td>62,415</td>
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<tr>
<td>CTFastrak Trail New Britain</td>
<td>40,155</td>
<td><strong>320</strong></td>
<td>125</td>
<td><strong>45,802</strong></td>
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<tr>
<td>Farmington Canal Heritage Trail Cheshire</td>
<td>64,831</td>
<td>365</td>
<td>178</td>
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<tr>
<td>Farmington Canal Heritage Trail Hamden</td>
<td>48,035</td>
<td><strong>194</strong></td>
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<tr>
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<td>73,491</td>
<td><strong>292</strong></td>
<td>252</td>
<td><strong>91,864</strong></td>
</tr>
<tr>
<td>Hop River Trail Bolton</td>
<td>60,943</td>
<td>365</td>
<td>167</td>
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<td>Hop River Trail Vernon</td>
<td>133,016</td>
<td>365</td>
<td>364</td>
<td>133,016</td>
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<tr>
<td>Larkin State Bridle Trail Oxford</td>
<td>31,248</td>
<td><strong>305</strong></td>
<td>102</td>
<td><strong>37,395</strong></td>
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<tr>
<td>Middlebury Greenway</td>
<td>47,202</td>
<td><strong>311</strong></td>
<td>152</td>
<td><strong>55,398</strong></td>
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<tr>
<td>Naugatuck River Greenway Derby</td>
<td>303,550</td>
<td>365</td>
<td>832</td>
<td>303,550</td>
</tr>
<tr>
<td>Norwalk River Valley Trail Wilton</td>
<td>68,566</td>
<td>365</td>
<td>188</td>
<td>68,566</td>
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<tr>
<td>Sue Grossman Greenway Torrington</td>
<td>83,934</td>
<td><strong>308</strong></td>
<td>231</td>
<td><strong>84,396</strong></td>
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<tr>
<td>Shoreline Greenway Trail Madison</td>
<td>90,604</td>
<td><strong>329</strong></td>
<td>275</td>
<td><strong>100,518</strong></td>
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<tr>
<td>Still River Greenway Brookfield</td>
<td>168,660</td>
<td><strong>311</strong></td>
<td>542</td>
<td><strong>197,945</strong></td>
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</table>
### Hour of Day Use - Commuter Vs. Recreational

<table>
<thead>
<tr>
<th>Hour</th>
<th>&quot;Commuter&quot;</th>
<th>&quot;Recreational&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CT Fastrak Trail New Britain</td>
<td>Farmington Canal Heritage Trail New Haven</td>
</tr>
<tr>
<td>12:00 AM</td>
<td>1.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>1:00 AM</td>
<td>0.7%</td>
<td>0.4%</td>
</tr>
<tr>
<td>2:00 AM</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>3:00 AM</td>
<td>0.3%</td>
<td>0.2%</td>
</tr>
<tr>
<td>4:00 AM</td>
<td>0.4%</td>
<td>0.2%</td>
</tr>
<tr>
<td>5:00 AM</td>
<td>1.5%</td>
<td>0.3%</td>
</tr>
<tr>
<td>6:00 AM</td>
<td>3.8%</td>
<td>1.1%</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>5.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>5.2%</td>
<td>5.7%</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>4.1%</td>
<td>5.8%</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>4.6%</td>
<td>5.6%</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>4.9%</td>
<td>6.4%</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>5.6%</td>
<td>6.6%</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>5.7%</td>
<td>6.6%</td>
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<tr>
<td>2:00 PM</td>
<td>6.3%</td>
<td>7.6%</td>
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<tr>
<td>3:00 PM</td>
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<tr>
<td>4:00 PM</td>
<td>9.2%</td>
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<td>5:00 PM</td>
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<td>10.3%</td>
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<td>6:00 PM</td>
<td>7.2%</td>
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<td>7:00 PM</td>
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<td>8:00 PM</td>
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<td>10:00 PM</td>
<td>2.7%</td>
<td>1.3%</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>1.7%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>
Effect of Snowfall on Recreational Trail Use - Plowed vs. Unplowed
# Connecticut Trail Census

## Trail Use Count Data Key Findings -

**High Use Despite Snowfall on Unplowed Trails**

<table>
<thead>
<tr>
<th>Date</th>
<th>Day of Week</th>
<th>Snow Depth (in)</th>
<th>Air Line Trail E.Hampton</th>
<th>Hop River Trail Bolton</th>
<th>Hop River Trail Vernon</th>
<th>Larkin State Bridle Trail</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-Feb</td>
<td>Thu</td>
<td>13</td>
<td>1</td>
<td>19</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>10-Feb</td>
<td>Fri</td>
<td>12</td>
<td>35</td>
<td>0</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>11-Feb</td>
<td>Sat</td>
<td>13</td>
<td>73</td>
<td>17</td>
<td>128</td>
<td>37</td>
</tr>
<tr>
<td>12-Feb</td>
<td>Sun</td>
<td>17</td>
<td>41</td>
<td>52</td>
<td>34</td>
<td>22</td>
</tr>
<tr>
<td>13-Feb</td>
<td>Mon</td>
<td>13</td>
<td>15</td>
<td>24</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>14-Feb</td>
<td>Tue</td>
<td>12</td>
<td>34</td>
<td>69</td>
<td>58</td>
<td>18</td>
</tr>
<tr>
<td>15-Feb</td>
<td>Wed</td>
<td>10</td>
<td>15</td>
<td>19</td>
<td>136</td>
<td>55</td>
</tr>
</tbody>
</table>
Effect of Snowfall on Commuter Trail Use Vs. Recreational Trail Use
Total of 1,003 surveys conducted by volunteers from 11 participating trails.
Of the 825 respondents:

43.5% were male and 56.4% were female.

CT statewide gender statistics:

48.8% male, 51.2% female.
Survey Data Analysis - Frequency of Use

How often, on average, do you use this trail?

All trails n = 992

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time</td>
<td>8.5</td>
</tr>
<tr>
<td>Daily</td>
<td>9.1</td>
</tr>
<tr>
<td>3-5 times/week</td>
<td>29.6</td>
</tr>
<tr>
<td>1-2 times/week</td>
<td>26.1</td>
</tr>
<tr>
<td>2-4 times/month</td>
<td>21.8</td>
</tr>
<tr>
<td>1-2 times/year</td>
<td>4.9</td>
</tr>
</tbody>
</table>
How much did you spend on your visit to the trail today?

*All trails n = 971*

- Meals: $7.98
- Gas: $6.60
- Other: $3.46
- Beverages: $3.16
- Retail: $2.80
- Snacks: $1.79
- Nearby activities: $1.43
- Equipment: $0.00
- Lodging: $0.00
Qualitative Data - Favorite Thing About Trail

- Beautiful
- Flat
- Safe
- Peaceful
- Quiet
- Maintained
- Clean
- Scenery
- Well located
- Proximity
- Convenience
- Scenic
- Access
- Smooth
- Traffic free
- Views
- Easy
- Pretty
- Close
- Nice nature
- Open level
- Natural beauty
- Nice quality
- Safety
- Accessing
- Marked
- Easy walking
- Friendly shade
- Cleanliness
- Cleaned
- Soft
distance
- Nice
ticks
- Bike
- Nature
- Open
- Level
- Great
- Nearby
- Well
- Wide
- Paved
- Run
- Quiet
- Place
- Wide
- Scenery
- Flat
- river
- Friendly
- Shade
- Walk
- Kept
- Terrain
- Trail
- Accessible
- Everything
- Paving
- Woods
- Bridge
- Road
- Run
- Groomed
- Dogs
- Nature
- Scenic
- House
- Scenery
- Area
- Shady
- Trees
- Relaxing
- Weather
- Change
- Trailhead
- Rest
- Meeting
- Area
- Many
- Trees
- Natural
- Great
- Grade
- Outdoor
- Nature
- Scenic
- Accessible
- Everything
- Everything
- Smooth
- Traffic free
- Free
- Traffic
- Proximity
- Convenience
- Pretty
Next Steps

- Concise but detailed reports for each site.
  - Count Data
  - Survey Data
- Program Development.
  - Updates to survey and surveying methods
- Publication and advertising of the data.
  - Presentations at conferences and trail events
- Data Use/Analysis.
  - Research teams are analyzing CTTC survey data