Taking a look at the completed pilot year results and looking ahead to the future of this innovative, statewide volunteer-based data collection and public education program.

Kristina Kelly, CTTC Statewide Coordinator
Connecticut Trails Symposium
Goodwin College, October 25th, 2018
Learning Objectives:

Program Background
Pilot Year Data Results
Updates From This Year
Examples of Data Utilization
Evaluation Results
Program Mission:
Develop a better understanding of multi-use trail use by training volunteers to collect trail data in the state and by making this important data and supplementary public education programs available to trail user groups, administrators, government agencies, and the general public.
16 Participating Trail Sites

- Thompson
- E.Hampton
- New Britain
- Cheshire
- New Haven
- Hamden
- Bolton
- Vernon
- Oxford
- Middlebury
- Derby
- Wilton
- Madison
- Brookfield
- Torrington
- *Hartford
Trail Use Count Data

➔ Infrared (IR) pedestrian counters

• Monitored & calibrated by volunteers
Calibrating the IR Counters: Manual Counts

### Connecticut Trail Census Manual Count Form

<table>
<thead>
<tr>
<th>Location</th>
<th>Airline Trail E, Hampton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Aaron Budris</td>
</tr>
<tr>
<td>Date</td>
<td>March 30, 2017</td>
</tr>
<tr>
<td>Time Start</td>
<td>12:00 pm</td>
</tr>
<tr>
<td>Time End</td>
<td>1:00 pm</td>
</tr>
<tr>
<td>Weather</td>
<td>60 degrees, sunny</td>
</tr>
</tbody>
</table>

**Record multiples passing counter**
- Record strollers, skateboarders, etc.
- Record activity in comment

Send completed forms to:
- Aaron Budris, NCVCOG, 49 B

<table>
<thead>
<tr>
<th>Time</th>
<th>Ped</th>
<th>Bike</th>
<th>Other</th>
<th>Comment</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td>Walking CD</td>
<td>41</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td>Jogging</td>
<td>42</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td>Walking SD, 1 w/dog</td>
<td>43</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>44</td>
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<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Walking w/stroller</td>
<td>45</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>Rollerblades</td>
<td>46</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>Walking</td>
<td>47</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td>SD, walking w/stroller</td>
<td>48</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>Walking Dog</td>
<td>49</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>Bikes in line</td>
<td>51</td>
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<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td>Jogging SD</td>
<td>52</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
<td>Walking, double stroller</td>
<td>53</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>Walking, Scooter</td>
<td>54</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td>SD</td>
<td>55</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
<td>1</td>
<td></td>
<td>Walking, 1 in wheelchair</td>
<td>56</td>
</tr>
</tbody>
</table>

**Totals:**
- Ped: 17
- Bike: 8
- Other: 7
- Total: 32
<table>
<thead>
<tr>
<th>Trail</th>
<th># Manual Counts</th>
<th>Calibration Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT FasTrack New Britain</td>
<td>9</td>
<td>2.653846154</td>
</tr>
<tr>
<td>Hop River Trail Bolton</td>
<td>10</td>
<td>2.363057325</td>
</tr>
<tr>
<td>Larkin Trail Oxford</td>
<td>8</td>
<td>1.847457627</td>
</tr>
<tr>
<td>Naugatuck River Greenway Derby</td>
<td>8</td>
<td>1.839464883</td>
</tr>
<tr>
<td>Shoreline Trail Madison</td>
<td>8</td>
<td>1.81372549</td>
</tr>
<tr>
<td>Hop River Trail Vernon</td>
<td>10</td>
<td>1.614973262</td>
</tr>
<tr>
<td>Still River Greenway Brookfield</td>
<td>5</td>
<td>1.55</td>
</tr>
<tr>
<td>Sue Grossman Trail Torrington</td>
<td>10</td>
<td>1.544354839</td>
</tr>
<tr>
<td>Norwalk River Valley Trail Wilton</td>
<td>5</td>
<td>1.291262136</td>
</tr>
<tr>
<td>Middlebury Greenway</td>
<td>0</td>
<td>1.291262136</td>
</tr>
<tr>
<td>Farmington Canal Heritage Trail Cheshire</td>
<td>0</td>
<td>1.291262136</td>
</tr>
<tr>
<td>Farmington Canal Heritage Trail Hamden</td>
<td>0</td>
<td>1.291262136</td>
</tr>
<tr>
<td>Farmington Canal Heritage Trail New Haven</td>
<td>0</td>
<td>1.291262136</td>
</tr>
<tr>
<td>Air Line Trail East Hampton</td>
<td>1</td>
<td>1.291262136</td>
</tr>
<tr>
<td>Air Line Trail Thompson</td>
<td>0</td>
<td>1.291262136</td>
</tr>
</tbody>
</table>

Time spent conducting manual counts make a difference!
On this day last year...

WEDNESDAY, OCT 25

Waxing Crescent

68° / 58°
Cloudy
0.65in

Record High 80°
Sunrise ↓ 7:15 am

Record Low 24°
Sunset ↓ 5:53 pm

<table>
<thead>
<tr>
<th>Trail</th>
<th>Use Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Line Trail</td>
<td>0</td>
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<tr>
<td>Thompson</td>
<td></td>
</tr>
<tr>
<td>Air Line Trail East</td>
<td>60</td>
</tr>
<tr>
<td>Hampton</td>
<td></td>
</tr>
<tr>
<td>CTFastrak Trail</td>
<td>138</td>
</tr>
<tr>
<td>Cheshire</td>
<td></td>
</tr>
<tr>
<td>FCHT Hamden</td>
<td>123</td>
</tr>
<tr>
<td>FCHT New Haven</td>
<td>101</td>
</tr>
<tr>
<td>Bolton</td>
<td></td>
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<tr>
<td>Hop River Trail</td>
<td>93</td>
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<tr>
<td>Vernon</td>
<td>73</td>
</tr>
<tr>
<td>Larkin State Bridle</td>
<td>247</td>
</tr>
<tr>
<td>Trail</td>
<td></td>
</tr>
<tr>
<td>Middlebury Greenway</td>
<td>107</td>
</tr>
<tr>
<td>Naugatuck River Greenway</td>
<td>546</td>
</tr>
<tr>
<td>Norwalk River Valley</td>
<td>220</td>
</tr>
<tr>
<td>Trail</td>
<td></td>
</tr>
<tr>
<td>Sue Grossman Greenway</td>
<td>179</td>
</tr>
<tr>
<td>Shoreline Greenway</td>
<td>147</td>
</tr>
<tr>
<td>Trail</td>
<td></td>
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<tr>
<td>Still River Greenway</td>
<td>574</td>
</tr>
<tr>
<td>Total Uses</td>
<td>2,664</td>
</tr>
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</table>
The East Hampton Air Line Trail volunteer team intercepting and surveying. This couple shared that they were using the trail while they visited all the way from MA!
Utilized a train-the-trainer model to engage 63 community members who invested a total of 818 recorded hours into the program.
Utilized a train-the-trainer model to engage 63 community members who invested a total of 818 recorded hours into the program.
Volunteers involved in surveying trail users contributed to a grand total of 34 survey trips in 4 months!
Results 2017 survey data

What age groups are using Connecticut’s multi-use trails?

Is there a disparity in use between genders?

CT statewide gender statistics:
- 48.8% male
- 51.2% female
Of the 983 respondents:

- 48.5% travelled alone,
- 30.5% carpooled.

Respondents represented 165 unique zip codes!
Community comparisons

**Hop River Trail Vernon**
n=171

- Total recorded uses: 133,016
- Total surveys collected: 181

- 30 Unique Zip Codes

**Naugatuck River Greenway**
n=160

- Total recorded uses: 303,550
- Total surveys collected: 163

- 23 Unique Zip Codes
Community comparisons

Shoreline Greenway
n=112

- 42 Unique Zip Codes

Hop River Trail Bolton
n=126

- 33 Unique Zip Codes

Estimated total uses: *100,518
Total surveys collected: 120

Total recorded uses: 60,945
Total surveys collected: 120
Program Update: Second Year

Current total uses: 618,062

January 1 – June 24, 2018

<table>
<thead>
<tr>
<th>Participating Trail</th>
<th>Total</th>
<th>Uses/Week</th>
<th>Uses/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naugatuck River Greenway Derby</td>
<td>174,128</td>
<td>6,697</td>
<td>957</td>
</tr>
<tr>
<td>Hop River Trail Vernon</td>
<td>56,170</td>
<td>2,160</td>
<td>309</td>
</tr>
<tr>
<td>Still River Greenway Brookfield</td>
<td>54,937</td>
<td>2,113</td>
<td>302</td>
</tr>
<tr>
<td>Farmington Canal Heritage Trail New Haven</td>
<td>51,189</td>
<td>1,969</td>
<td>281</td>
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<tr>
<td>Shoreline Trail Madison</td>
<td>40,845</td>
<td>1,571</td>
<td>224</td>
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<tr>
<td>Sue Grossman Trail Torrington</td>
<td>38,812</td>
<td>1,493</td>
<td>213</td>
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<tr>
<td>Farmington Canal Heritage Trail Cheshire</td>
<td>36,197</td>
<td>1,392</td>
<td>199</td>
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<tr>
<td>Norwalk River Valley Trail Wilton</td>
<td>33,285</td>
<td>1,280</td>
<td>183</td>
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<tr>
<td>Farmington Canal Heritage Trail Hamden</td>
<td>29,221</td>
<td>1,124</td>
<td>161</td>
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<tr>
<td>Airline Trail East Hampton</td>
<td>28,401</td>
<td>1,092</td>
<td>156</td>
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<tr>
<td>Hop River Trail Bolton</td>
<td>22,497</td>
<td>865</td>
<td>124</td>
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<tr>
<td>Middlebury Greenway</td>
<td>19,456</td>
<td>748</td>
<td>107</td>
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<tr>
<td>CTFastrak Trail New Britain</td>
<td>18,565</td>
<td>714</td>
<td>102</td>
</tr>
<tr>
<td>Larkin Trail Oxford</td>
<td>13,245</td>
<td>509</td>
<td>73</td>
</tr>
<tr>
<td>Airline Trail Thompson</td>
<td>1,113</td>
<td>43</td>
<td>6</td>
</tr>
</tbody>
</table>
Trail Census Trail User Survey

None of the information gathered 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 are you traveling on the trail today?  
   - Walk  
   - Car/Motorcycle (alone)  
   - Car/Motorcycle (with someone else)  
   - Public Transit (bus/train)  
   - Bicycle  
   - Other ___________

3. If there are children age 18 or under using the trail with you today list how many. ___________

4. How many minutes do you plan to spend on the trail? ___________ # minutes

5. What is your purpose? (Select all that apply)  
   - Recreation  
   - Relaxation  
   - Dog walking  
   - Travel to school  
   - Travel to shopping  
   - Travel to work  
   - Tourism/sightseeing  
   - Other ___________

6. Does the availability of this trail impact your decision to exercise or the frequency at which you exercise?  
   - Yes  
   - No

7. How did you get to the trail today?  
   - Car/Motorcycle (alone)  
   - Car/Motorcycle (with someone else)  
   - Public Transit (bus/train)  
   - Bicycle  
   - Walk  
   - Run/Jog

8. How often do you use the trail at this location?  
   - First time  
   - Once a week  
   - 2-4 times/week  
   - Once a month  
   - Every few months

9. During which seasons do you generally use the trail? (Select all that apply)  
   - Summer  
   - Fall  
   - Winter  
   - Spring

10. On this trip to the trail only. If you have spent or plan to spend money, please write how much you will spend on the following in whole dollars (If nothing write “0”):  
    - Beverages $__________  
    - Food (snacks, etc.) $__________  
    - Meals at a restaurant $__________  
    - Gas $__________  
    - Retail (gifts, clothing, etc.) $__________  
    - Equipment rental $__________  
    - Lodging $__________  
    - Nearby activities (recreation/amusements) $__________  
    - Other $__________  
    - Total $__________

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

12. What are your favorite things about this trail? ___________

13. What would improve your trail experience? ___________

14. In the past week, how many days did you get in 30 minutes of extra activity that was NOT part of your daily routine? Includes things like jogging, playing soccer, fitness or dance classes, or exercise videos. The 30 minutes could be all or once 10 minutes or more at a time. Do not count housework, taking care of kids, or walking from place to place. ___________ #/days/week

15. How many of these days included vigorous exercise? Causing increase in breathing or heart rate ___________ #/days/week

16. What is your age range?  
   - Under 18  
   - 18-24  
   - 25-34  
   - 35-44  
   - 45-54  
   - 55-64  
   - 65-74  
   - 75 or over

17. What best represents your household income?  
   - Under $24,999  
   - $25,000 - $49,999  
   - $50,000 - $99,999  
   - $100,000 - $199,999  
   - Over $200,000

18. What is your race or ethnicity? (Select all that apply)  
   - White  
   - Black or African American  
   - American Indian  
   - Asian  
   - Native Hawaiian or Other Pacific Islander  
   - Spanish, Hispanic or Latino  
   - Other ___________

19. What is your gender?  
   - Male  
   - Female  
   - Prefer to self describe ___________

Connecticut Trail Census  
A statewide multi-use trail user study  
www.cttrailcensus.com
Program Update: Second Year

Current total surveys received: 893

- As of October 16th, 2018 -

<table>
<thead>
<tr>
<th>Trail Site</th>
<th>Bolton</th>
<th>Vernon</th>
<th>Derby</th>
<th>Torrington</th>
<th>Madison</th>
<th>Wilton</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Survey Trips</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total Surveys Received</td>
<td>269</td>
<td>163</td>
<td>160</td>
<td>138</td>
<td>103</td>
<td>60</td>
</tr>
</tbody>
</table>
What people are saying...

Results of an evaluation survey distributed Sept. 2018

Responses to the statement:

“Participation in the Trail Census is valuable for our community”
- overwhelmingly positive
- 88.2% of respondents agreeing or strongly agreeing.

“Volunteer investment in this program is worth what we receive in return”
- 47.06% strongly agree
- 41.18% agree
“It is important when promoting the trails, especially the building/ improvement of them, that we have statistics supporting their use [and] to counter the "I never see anyone using the trails" argument.”

“[I enjoyed] talking to people about their experiences on our trails, the different types of wildlife that people have seen or found signs of and seeing how far they have come to walk our trails.”

“Have provided data to Mayor and Town Administrator [who] put together a press release about our local trail system.”
“Our trail is already developed. However we use the data to continue to build support.”

“Used [CTTC trail use data] as part of town’s Branding Committee efforts to get more/better access to downtown from the trails.”

“We are using data to prove need for a port-a-potty in this area.”
Thank you:

• For your interest!
• To our dedicated volunteer teams
• Volunteer Trail Site Coordinators
• Program supporters
• CTTC Steering Committee
  • Laura Brown
  • Aaron Budris
  • Ryan Faulkner
  • Emily Wilson

Visit us on the web: Cttrailcensus.uconn.edu
Questions? Reach me at cttrailcensus@gmail.com