



2017 Trail User Survey





Background

About the Trail User Survey

- Third Survey ('09, '13, '17).
 - Prior survey reports on MVRPC web site
- Fulfills a goal/objective of regional bike plan
- Partnership between MVRPC and Trail Managing Agencies



- Trail Managing Agencies:
 - Agree on dates/times and survey content
 - Determine survey locations
 - Arrange for sufficient volunteer/staff support
 - Provide survey materials (printing, clip boards, tents, etc.)
- MVRPC
 - Develops survey instruments, support materials
 - Compile survey and count data, produce report



2017 Survey and Count Locations

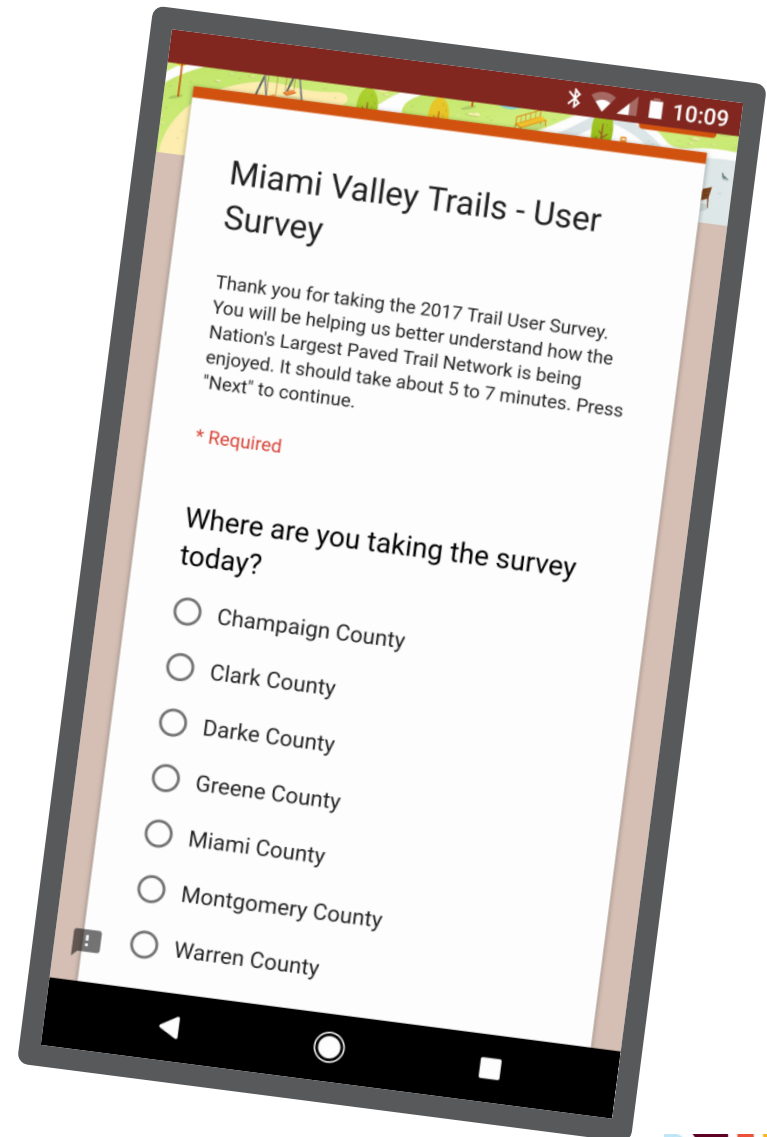


The 2017 Survey: new Technology

- Technology
 - Online survey was developed using Google Forms
 - Access: User's own phones.

- Paper surveys as a “back up”

- 305 vs. 865



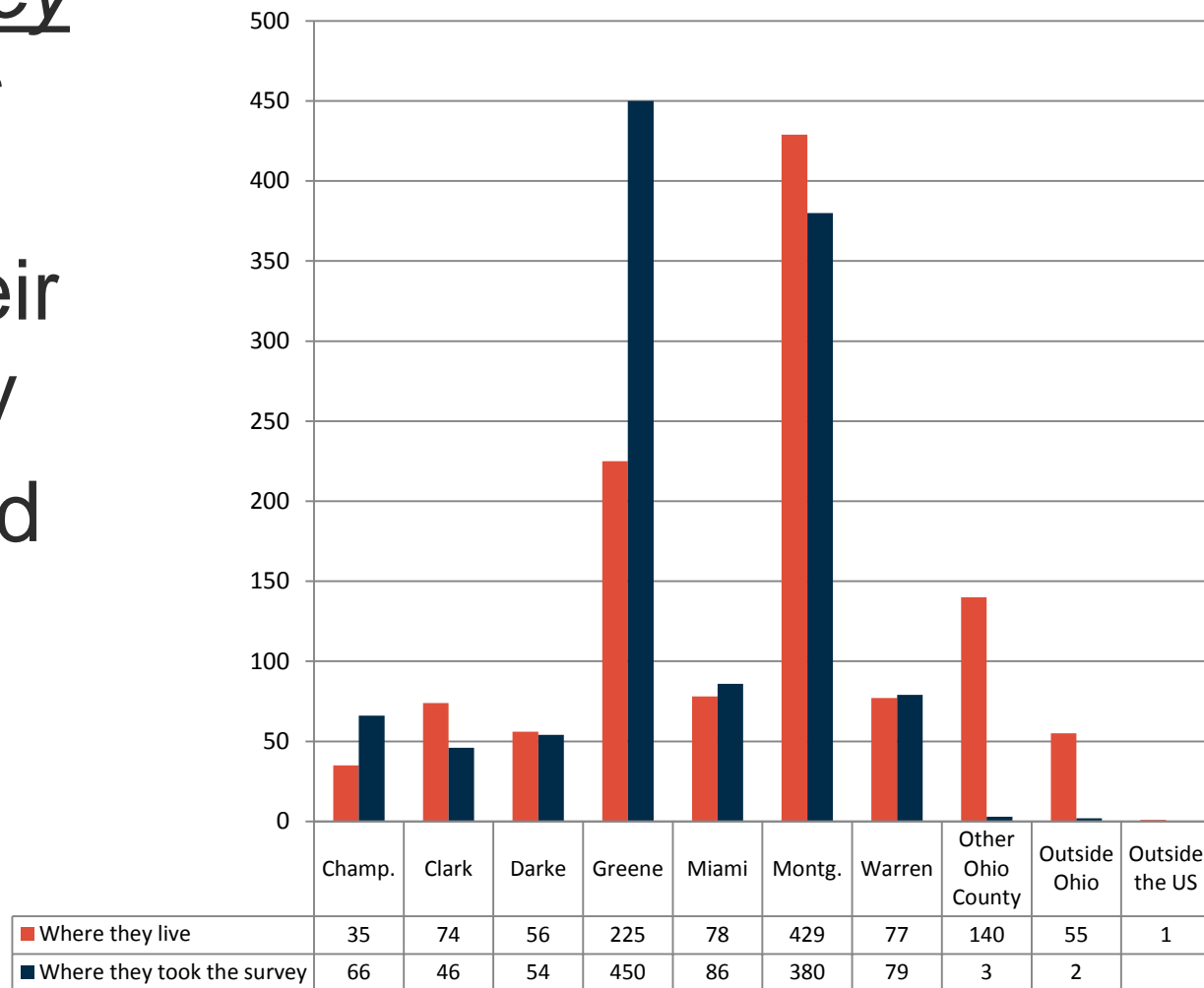


Survey Findings | Handout

Section 1: Where they're from; Where they took the survey

- **64%** of survey respondents took the survey in their home county
- **17%** reported being from outside the region

Reported Locations



Section 2: How they use the Miami Valley Trails

- Recurring Theme: 2017 looks **a lot** like 2013 and 2009. Examples...
 - Over **70%** said they use the trails once a week or more often.
 - About **70%** report using the trails at least 1 hour (or longer) per visit.
 - “Health and Exercise” is still the number one reason people use the trails.



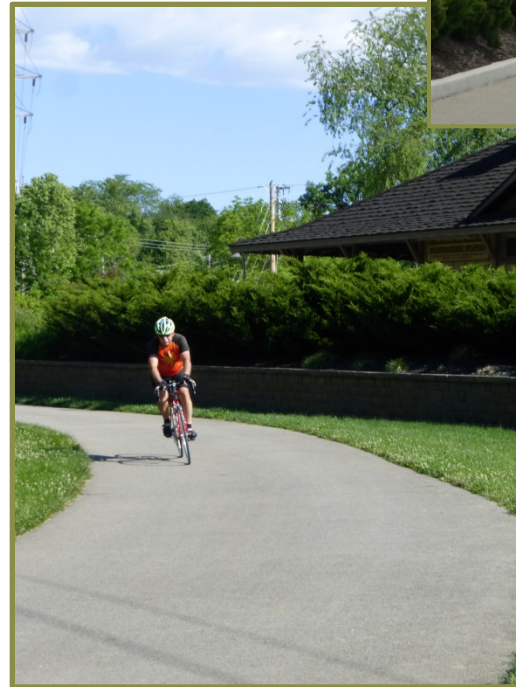
Section 2: How they use the Miami Valley Trails

- Slight differences...
 - Club Membership – up to 14.3%
 - Over **90%** say they use the trails for biking, walking or running. But ped uses are up, bike uses are down.
- New Questions...
 - Just over 50% (**50.3%**) reported getting to the trails by bike, walking or on transit. Slightly less than half drove to the trails.
 - Just over **80%** reported to be on the trail by themselves or in a group of 2.



Section 3: User Satisfaction

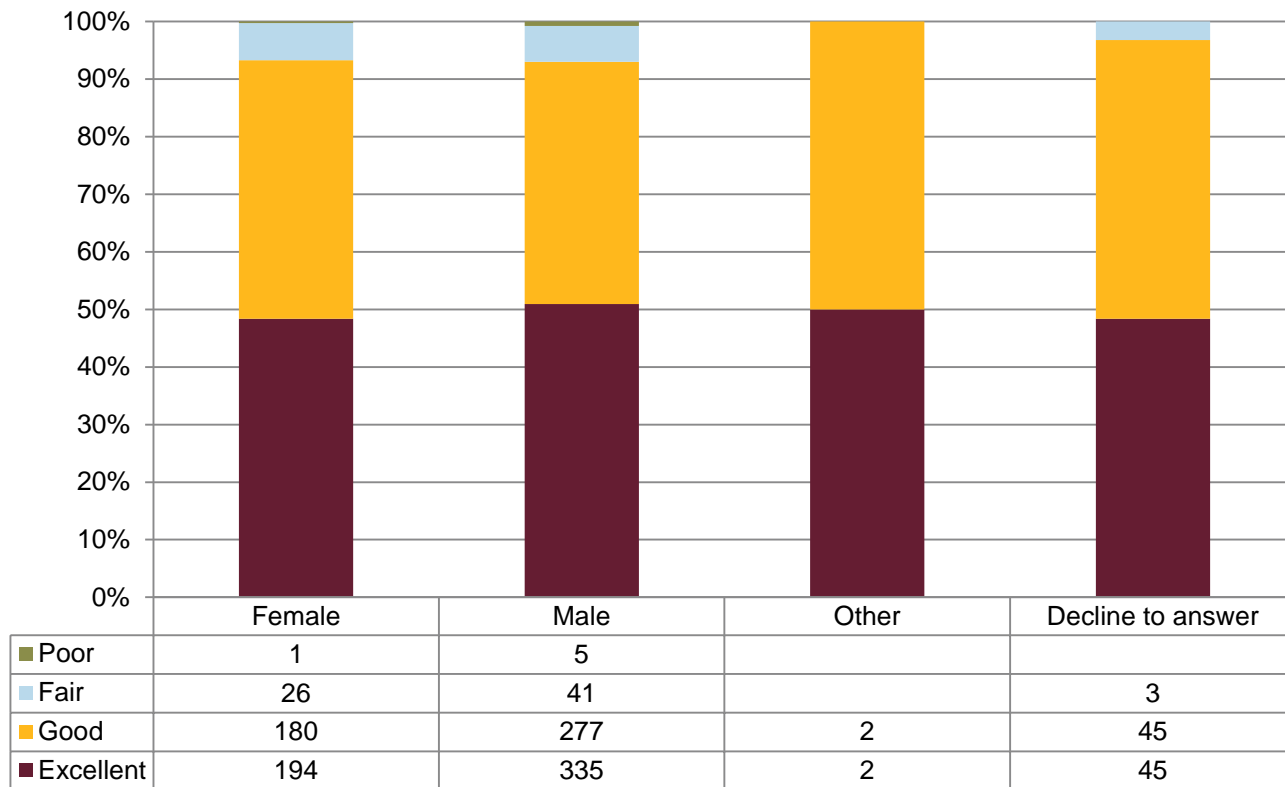
- Very similar results from past years on questions of Maintenance, Safety & Security, and Cleanliness.
- Over **93%** rated the trails as “Excellent” or “Good” on all three questions.



Section 3: User Satisfaction







- **New analysis:** Perceptions of Safety/Security by Gender.
 - No apparent difference.

Safety/Security Responses by Gender



Section 4: Economic Activity

- Seeking to measure purchases of **Hard Goods**, **Consumables** and **Overnight Stays** related to trail usage.

	Hard Goods	Consumables	Overnight Stays
Examples	Bike, auto accessories, clothing, footwear, rollerblades	Food, snacks, beverages, meals, admissions to attractions	Hotel, B&B, Campground, Friend or Relative's home
Participation Rate	 71.2%	 48.3%	 9.4% 3.1 nights
Average Spending	 \$507	 \$13	 \$108



Section 4: Economic Impact

- Methodology from the Rails-to-Trails Conservancy.
 - Inputs from the Economic Activity questions, frequency of use, and the counts.
 - Lack of a solid number for “Total Annual Trail Visits” results in using a range.

	Low	Middle	High
Hard Goods	\$4.7 million	\$5.5 million	\$6.3 million
Consumables	\$4.3 million	\$5.0 million	\$5.8 million
Overnight Stays	\$2.5 million	\$3.0 million	\$3.4 million
Total	\$11.4 million	\$13.5 million	\$15.5 million





Section 5: Demographics

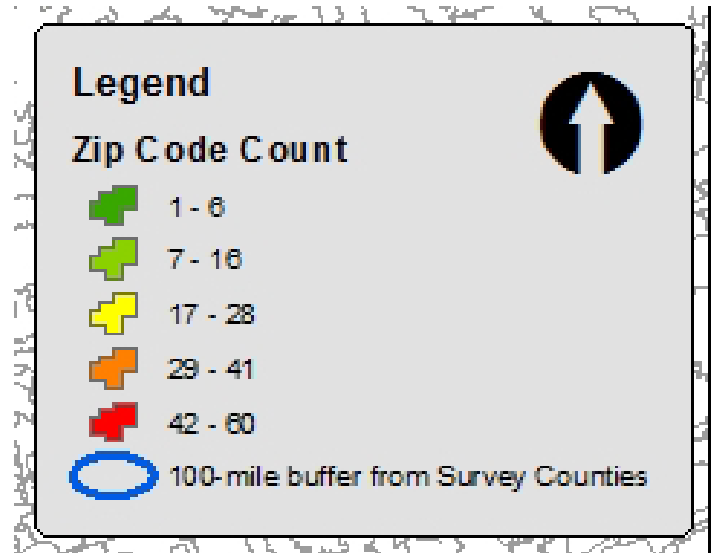
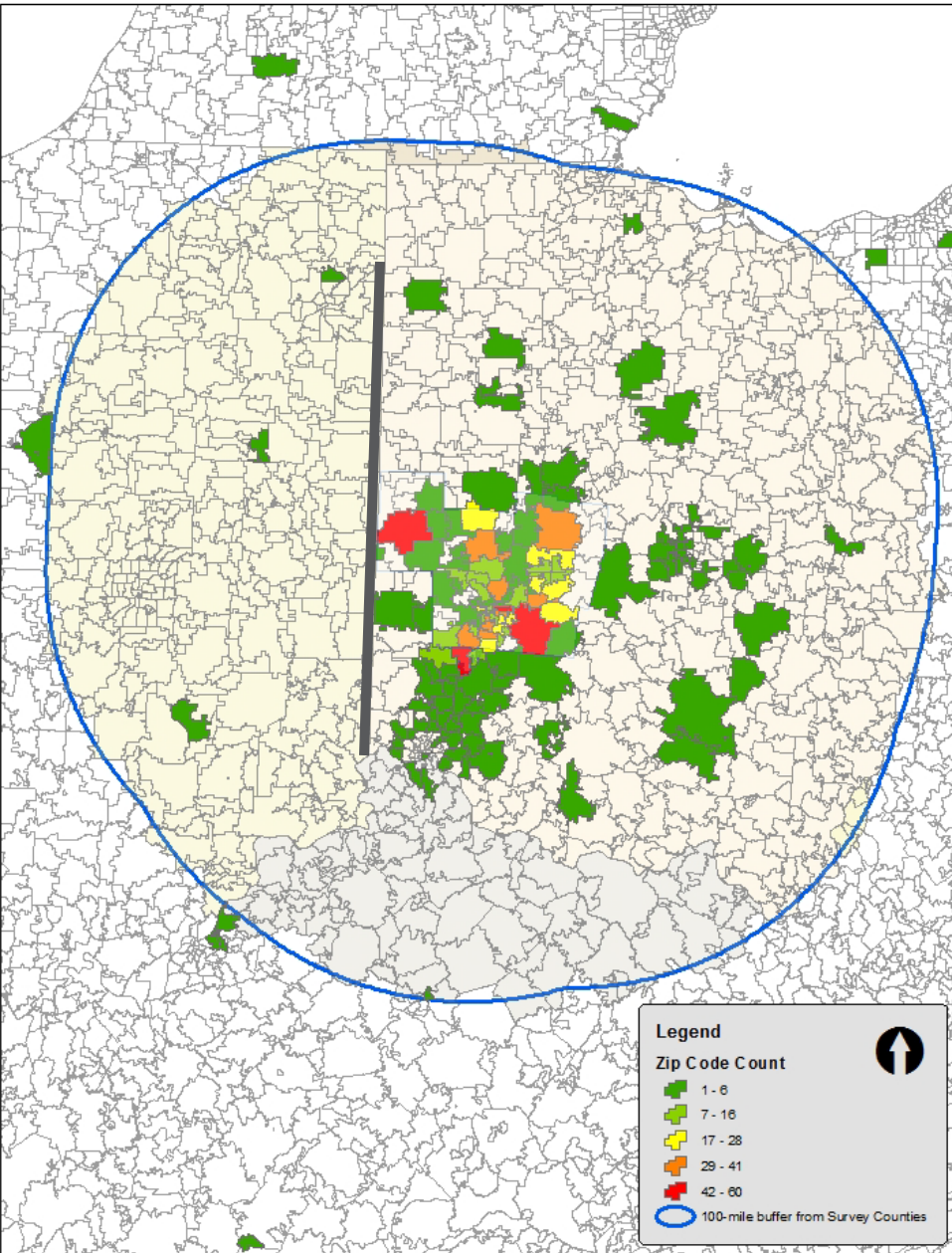
- Zip code, age, gender, **income**, **race**, were any children with you.
- Zip code was generally used to assign a county, but can be mapped by zip code.

Geography	Survey Count	Percent ($n = 1,170$)
Within 4 Counties (CLA, GRE, MIA, MOT)	801	68.5%
Within 7 Survey Counties (CHA, CLA, DAR, GRE, MIA, MOT, WAR)	958	81.9%
Outside 7 Survey Counties	197	16.8%
Outside 100 miles from 7 Survey Counties	50	4.3%





Section 5: Demographics



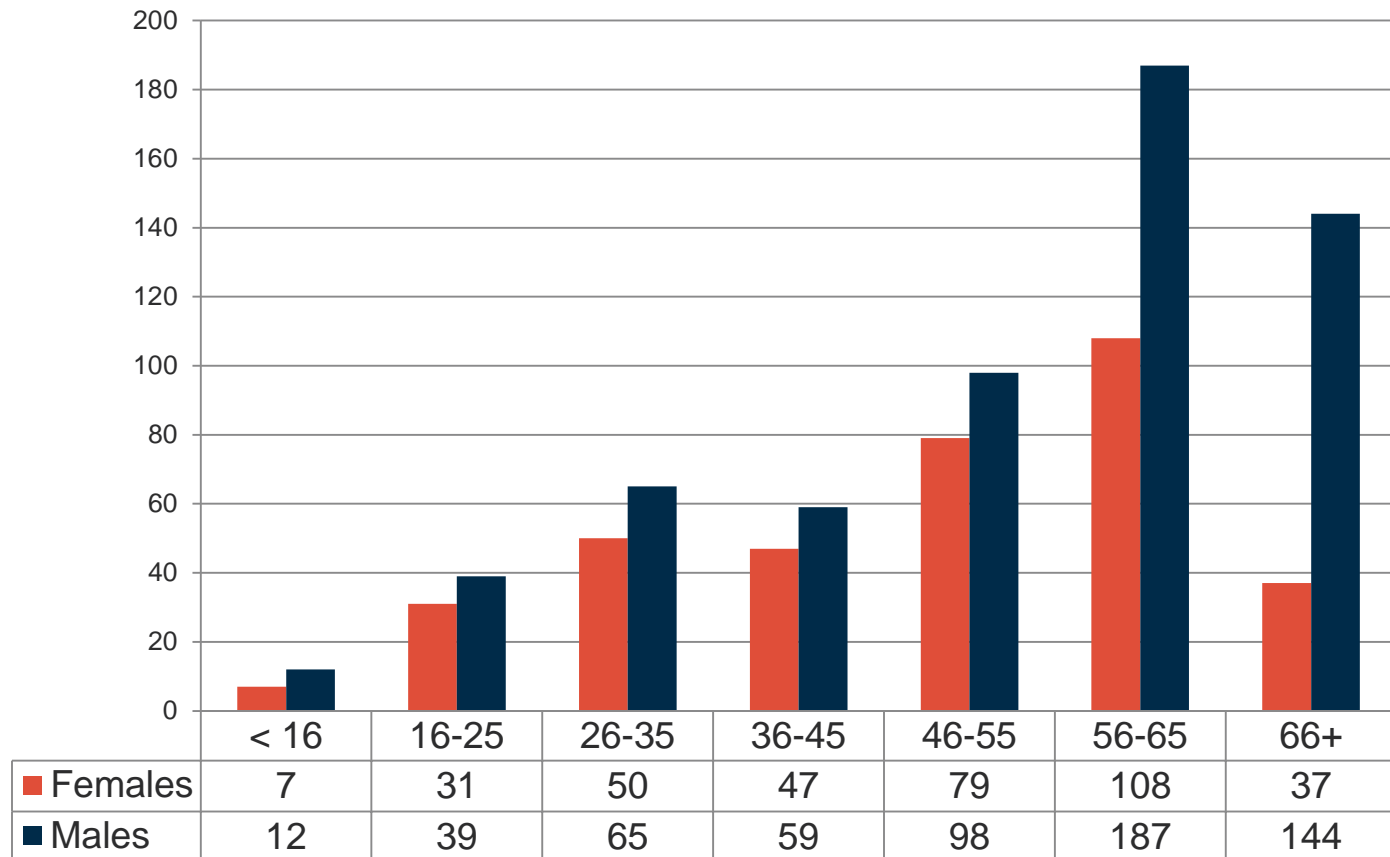


Section 5: Demographics



- Age and Gender

Survey Respondents by Age and Gender, 2017

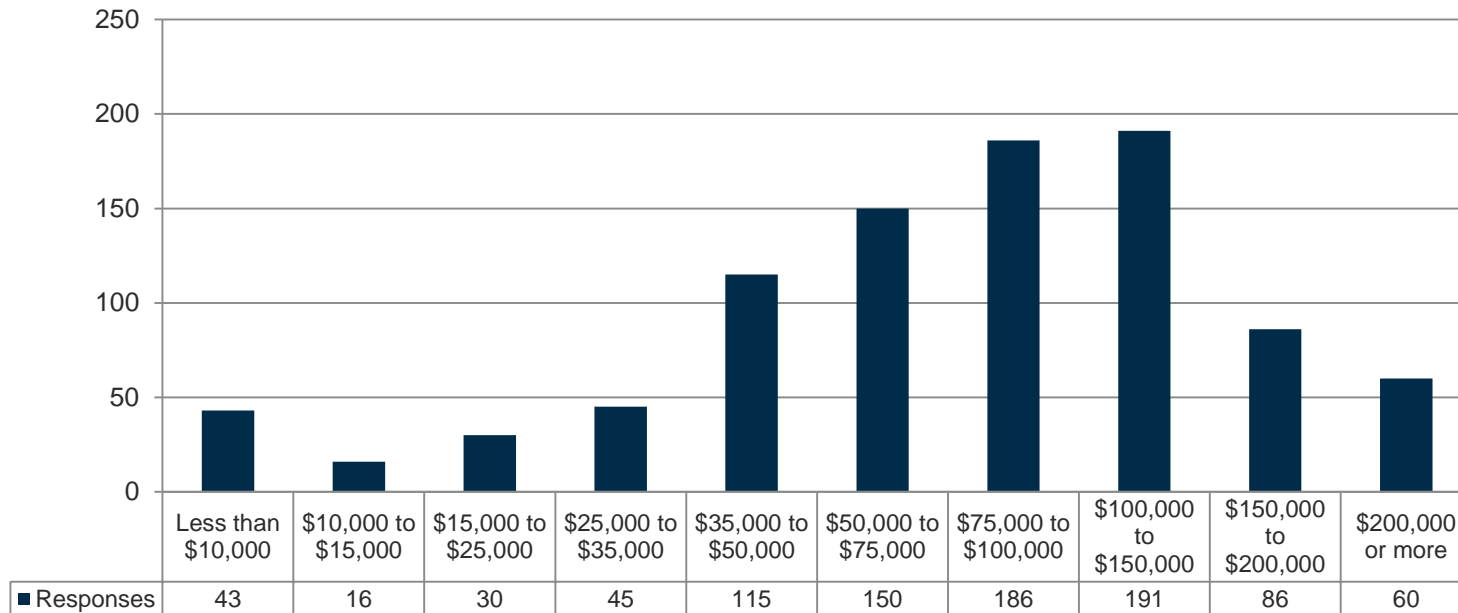


Section 5: Demographics

- **Household Income**

- Most-skipped question; 79% response rate
- Cut points taken from ACS summary categories
- **57%** of responses were in the ranges between \$50,000 and \$150,000.
- Overall: **61%** reported incomes above their county median.

Income Group Responses

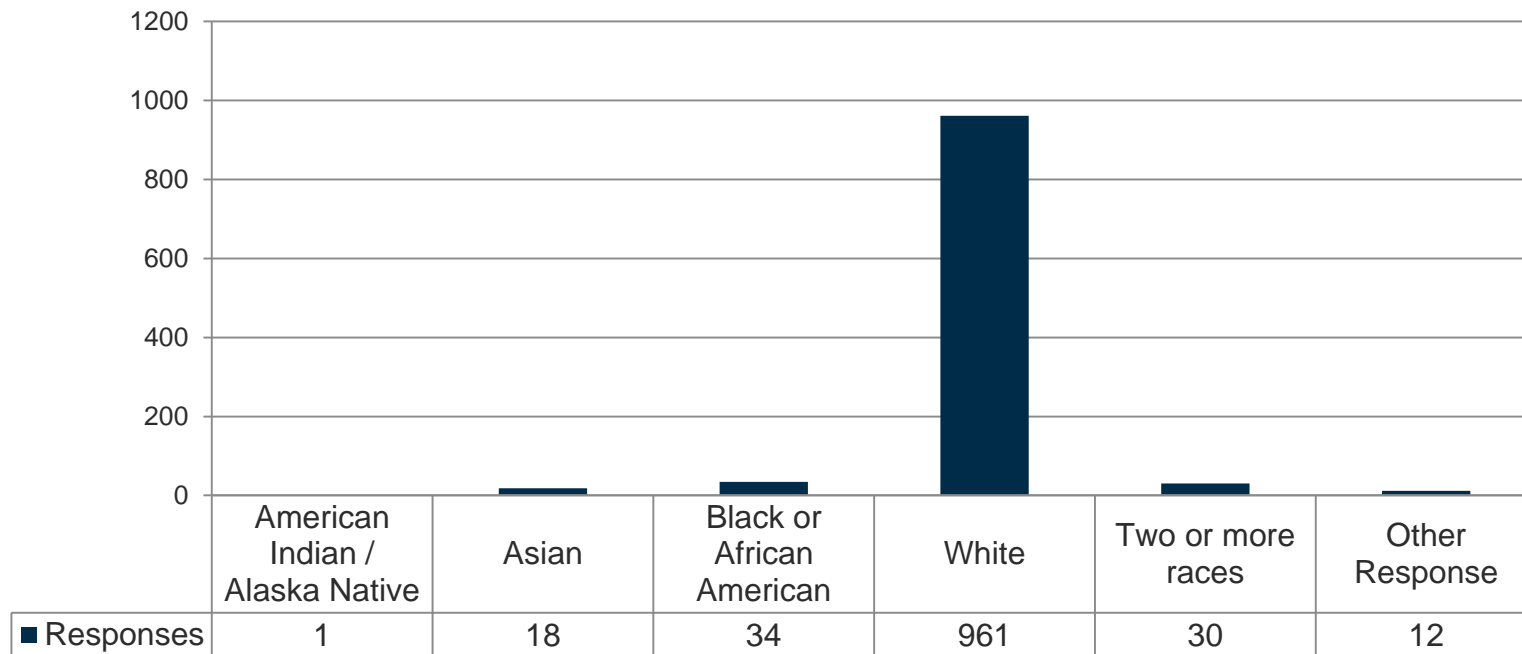


Section 5: Demographics

- Race

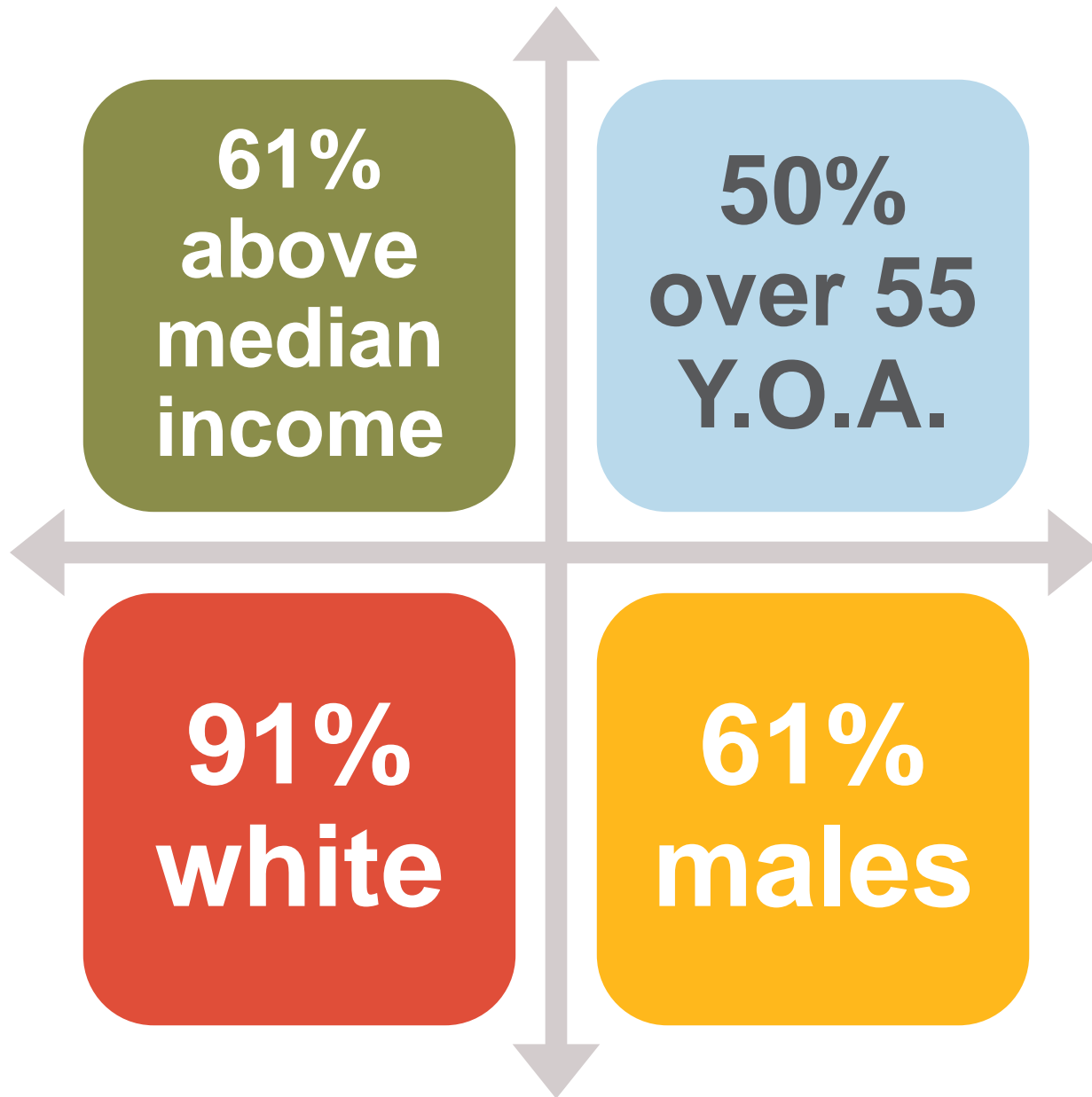
- Trail users are overwhelmingly white: **91%**.
- Survey counties' general population is **83%** white.
- Greene and Darke came closest to matching T.U. race % with county race %.

Trail Users' Race





Section 5: Demographics





MVRPC | Miami Valley Regional Planning Commission

Matthew

Secure | https://www.mvrpc.org

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SEARCH

TRANSPORTATION

ENVIRONMENT

DATA & MAPPING

OUR VISION

OUR MEMBERS

LONG RANGE PLANNING (LRTP)

- CURRENT LONG RANGE PLAN

- CONGESTION MANAGEMENT PROCESS

- TRANSPORTATION SAFETY

- REGIONAL FREIGHT

- INTELLIGENT TRANSPORTATION SYSTEMS (ITS)

- TRAFFIC COUNT PROGRAM

SHORT RANGE PLAN (TIP)

- WEB TELUS

- CURRENT TIP

- TIP 2018 AMENDMENTS

- PAST TIP

TRANSPORTATION FINANCING

- STP

- CMAQ

- TA

- PDAC PROCESS

- TRAC

SERVICES FOR NON-DRIVERS

- HSTC COORDINATION PLAN

- MIAMI VALLEY RIDEFINDER

- SPECIALIZED TRANSPORTATION

- SENIOR TRANSPORTATION

- TRANSIT

BIKEWAYS & PEDESTRIANS

- BIKEWAYS MAPS

- BIKE PLAN

- TALE OF THE TRAILS

- MIAMI VALLEY TRAILS

- TRAIL USER SURVEYS

- SHARE THE ROAD

- COMPLETE STREETS

- WALKABILITY (AUDITS)

- SAFE ROUTES

- STREET SMART

PROJECTS

- AUSTIN PIKE

- DAYTON SUB CORRIDOR

- US 35 GREENE COUNTY

- US 35 MONTGOMERY COUNTY

MIAMI VALLEY RIDESHARE

- RIDESHARE MEDIA

DRIVE LESS LIVE MORE

- EVENTS

- DLLM KICKOFF

LEARN MORE

GOING PLACES
An Integrated Land Use Vision for the Miami Valley Region
FINAL SUMMARY

https://www.mvrpc.org/transportation



Questions and Comments

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Miami Valley Regional Planning Commission