



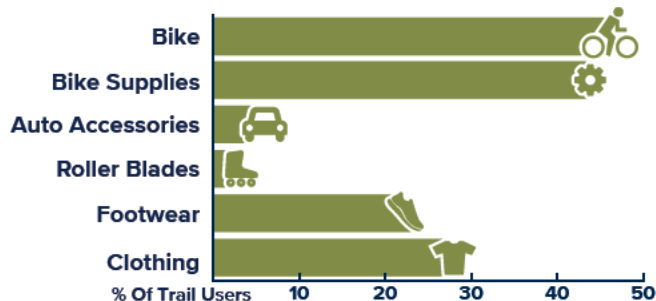
Trails Impact Study

Matt Lindsay

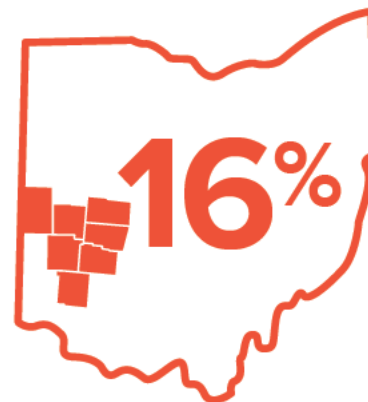


Miami Valley Trail User Surveys

Hard Good Purchases

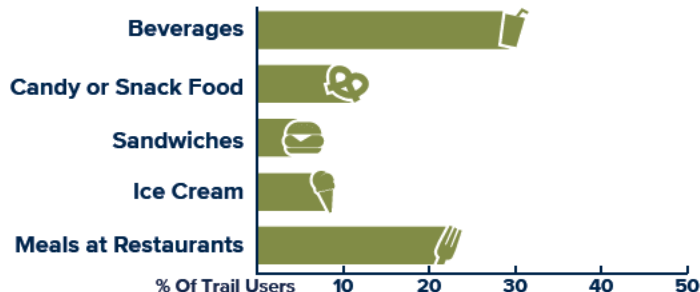


71% of trail users purchased hard goods related to their trail use and spent an average of \$507.



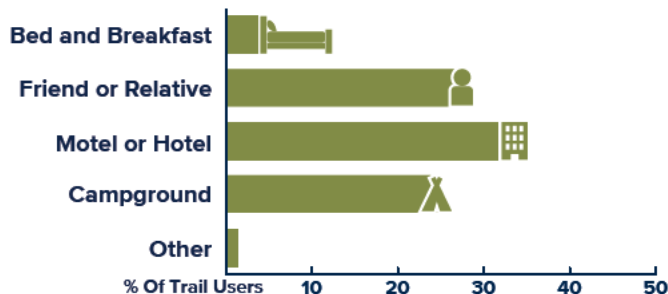
16% of trail users come from outside the Miami Valley and spend locally.

Soft Good Purchases



48% of trail users purchased soft goods related to their trail use and spent an average of \$13.

Overnight Stays



\$13.4 million in economic activity is generated through the trails.

The Average Trail Visitor's Stay Is 3.1 Nights...

Su M Tu W Th F Sa

And Spends \$108 Per Night.



Central Ohio Greenways (2015)

- User survey and online survey
- Regional leader interviews
- Hedonic price analysis (real estate)

Item	Average Amount Spent in Year on Equipment, Clothing, and Accessories by Those Who Made Purchase (n=402)	Average Amount Spent in Year on Equipment, Clothing, and Accessories by All Trail Users in Sample
Bicycle	\$1,075.91	\$200.51
Bicycle Trailers	\$168.73	\$11.76
Bicycle Accessories	\$155.83	\$59.97
Bicycle Racks	\$155.21	\$20.46
Clothing	\$139.60	\$54.36
Shoes	\$136.53	\$37.86
Pedometers or Bicycle Computers	\$100.39	\$15.82
Other	\$117.15	\$9.05



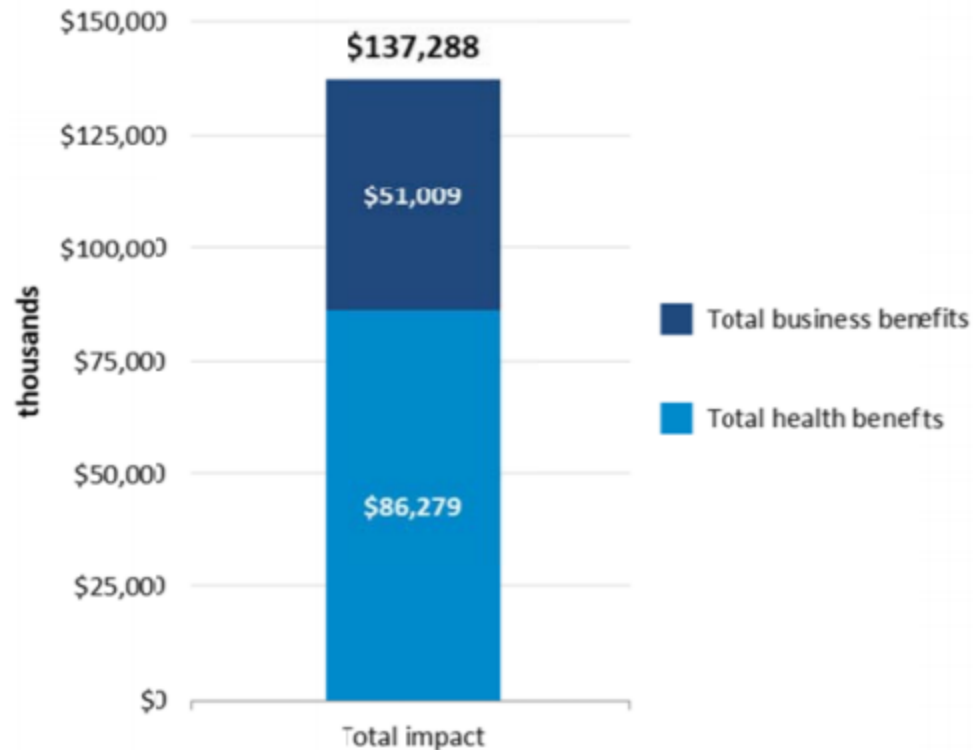
Northwest Arkansas (2018)

- General Public Survey, Economic, Health, and Real Estate impacts

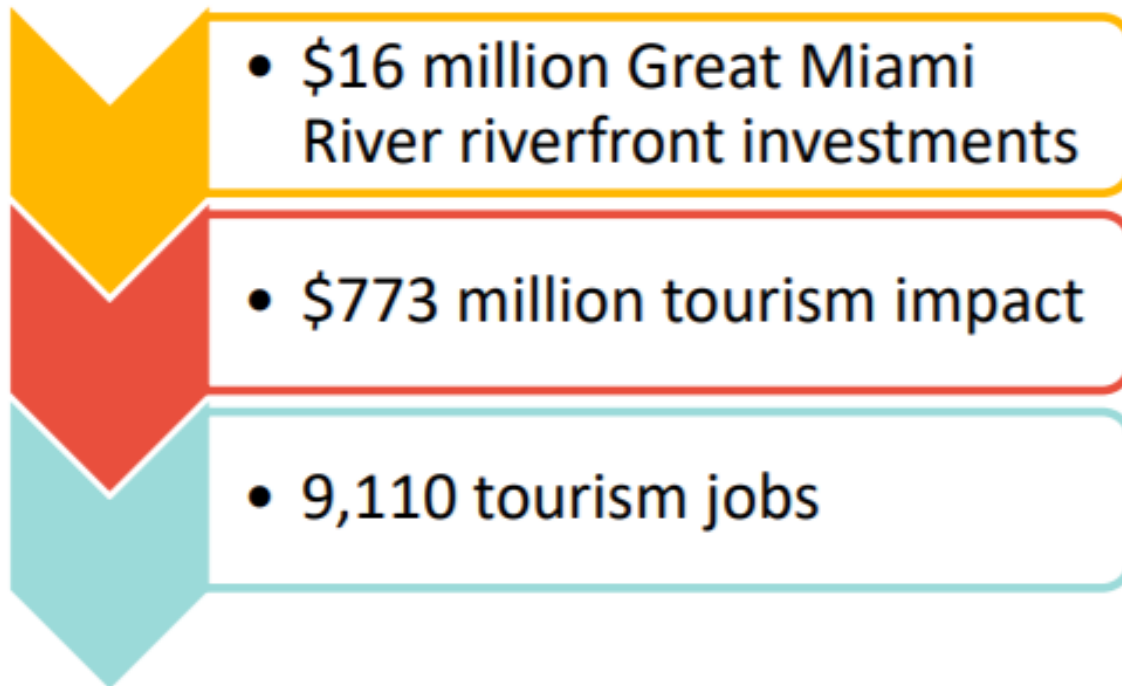
Figure 1.
Total benefits of bicycling in
Northwest Arkansas

Source:

BBC Research & Consulting Economic
Benefits Model 2017.



- **Great Miami Riverway (2018)**
- Tourism-related economic activity along the Great Miami River corridor.



Two Proposals in Hand



	Tourism Economics	BBC Research
Jobs – Economic Activity		Partial
Tourism	Yes	
Health Benefits	Partial	Yes
Real Estate	Yes	Yes
Public Survey		Yes
Cost	\$57,000	\$101,000



Participants:

- Clark County TCC
- Dayton REALTORS
- Yellow Springs
- Beavercreek
- Xenia
- Kettering
- Dayton
- Springboro
- Five Rivers
- National Park Service
- MVRPC

Questions to Pursue:

- *What do we want from a study?*
- *Can we afford that kind of study?*
- *How do we finance the study we want?*



Outcomes:

- Clark County TCC leading an effort to secure a State Planning and Research (SPR) grant from ODOT.
 - Application submitted January 31
 - Anticipate hearing result in April
- Links to statewide impact study suggested – our project as a model?
- Pledges of financial support from 3 jurisdictions.





Questions & Comments

Matt Lindsay
Manager, Environmental Planning
mlindsay@mvrpc.org
937.531.6548