Connecticut Trail Census

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

Webinar:

Digging into the 2017 Connecticut Trail Census Data

Hosted by:

Kristina Kelly, CTTC Statewide Coordinator

Connecticut Trail Census

Digging into the 2017 Trail Data

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

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Program Background-

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.

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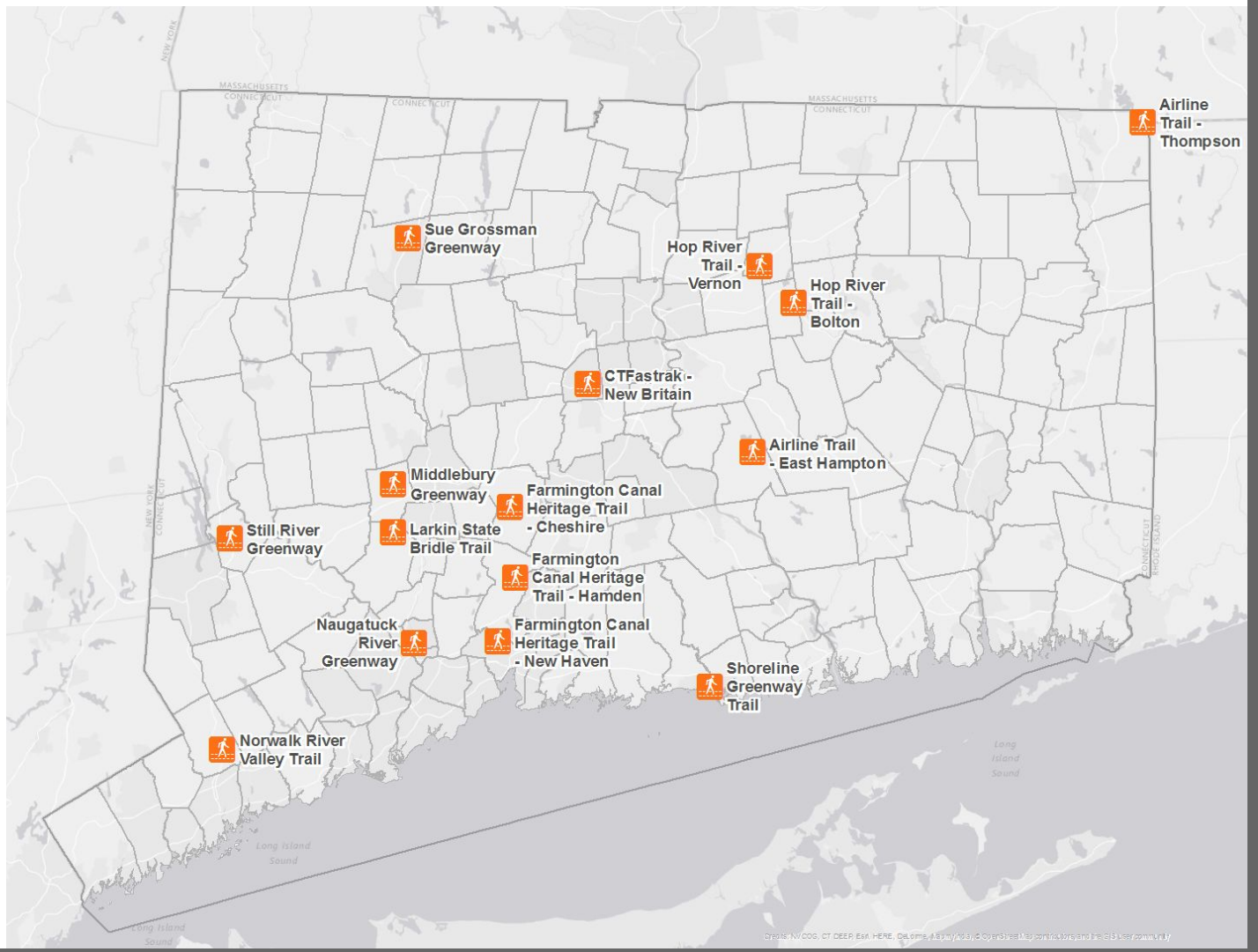
Program Background-

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

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Program Methods-

Trail Uses Data Collection - Infrared Counters

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Program Methods-

Trail User Data Collection - Intercept Surveys

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
   - ☐ Travel to school
   - ☐ Travel to shopping
   - ☐ Travel to work
   - ☐ Tourism/sightseeing
   - ☐ 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

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2. Website Tour

https://cttrailcensus.uconn.edu/

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Understanding the Data

Trail Use Counts

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.

Location	Manual Count	IR Count	Adjustment Factor
Air Line Trail Thompson	X	X	1.29
Air Line Trail East Hampton	46	34	1.35
CTFastrak Trail New Britain	69	26	2.65
Farmington Canal Heritage Trail Cheshire	X	X	1.29
Farmington Canal Heritage Trail Hamden	X	X	1.29
Farmington Canal Heritage Trail New Haven	X	X	1.29
Hop River Trail Bolton	371	157	2.36
Hop River Trail Vernon	302	187	1.61
Larkin State Bridle Trail Oxford	109	59	1.85
Middlebury Greenway	X	X	1.29
Naugatuck River Greenway Derby	550	299	1.84
Norwalk River Valley Trail Wilton	133	103	1.29
Sue Grossman Greenway Torrington	383	248	1.54
Shoreline Greenway Trail Madison	185	102	1.81
Still River Greenway Brookfield	279	180	1.55

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Digging Into the Data!

Trail Use Count Data - Total Uses

Location	Adjusted IR Count	Days With Data	Daily Average	Average X 365
Air Line Trail Thompson	4,401	365	12	4,401
Air Line Trail East Hampton	62,415	365	171	62,415
CTFastrak Trail New Britain	40,155	320	125	*45,802
Farmington Canal Heritage Trail Cheshire	64,831	365	178	64,831
Farmington Canal Heritage Trail Hamden	48,035	194	248	*90,372
Farmington Canal Heritage Trail New Haven	73,491	292	252	*91,864
Hop River Trail Bolton	60,943	365	167	60,945
Hop River Trail Vernon	133,016	365	364	133,016
Larkin State Bridle Trail Oxford	31,248	305	102	*37,395
Middlebury Greenway	47,202	311	152	*55,398
Naugatuck River Greenway Derby	303,550	365	832	303,550
Norwalk River Valley Trail Wilton	68,566	365	188	68,566
Sue Grossman Greenway Torrington	83,934	363	231	*84,396
Shoreline Greenway Trail Madison	90,604	329	275	*100,518
Still River Greenway Brookfield	168,660	311	542	*197,945

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Trail Use Count Data Key Findings -

Hour of Day Use - Commuter Vs. Recreational

Jourdan Vian vian@lacrossetribune.com

	"Commuter"		"Recreational"		
Hour	CTFastrak Trail New Britain	Farmington Canal Heritage Trail New Haven	Air Line Trail East Hampton	Hop River Trail Vernon	Shoreline Greenway Trail Madison
12:00 AM	1.1%	0.7%	0.0%	0.0%	0.0%
1:00 AM	0.7%	0.4%	0.0%	0.0%	0.0%
2:00 AM	0.3%	0.3%	0.0%	0.0%	0.0%
3:00 AM	0.3%	0.2%	0.0%	0.0%	0.0%
4:00 AM	0.4%	0.2%	0.0%	0.0%	0.0%
5:00 AM	1.5%	0.3%	0.1%	0.3%	0.3%
6:00 AM	3.8%	1.1%	0.9%	1.4%	1.2%
7:00 AM	5.4%	3.4%	2.5%	3.2%	2.5%
8:00 AM	5.2%	5.7%	5.2%	5.9%	4.0%
9:00 AM	4.1%	5.8%	7.8%	9.1%	6.8%
10:00 AM	4.6%	5.6%	8.9%	10.1%	9.8%
11:00 AM	4.9%	6.4%	9.8%	9.3%	11.7%
12:00 PM	5.6%	6.6%	9.2%	8.0%	10.2%
1:00 PM	5.7%	6.6%	8.5%	7.8%	9.7%
2:00 PM	6.3%	7.6%	9.0%	7.8%	9.8%
3:00 PM	8.4%	8.7%	9.0%	8.0%	10.0%
4:00 PM	9.2%	9.8%	9.1%	8.3%	9.2%
5:00 PM	9.8%	10.3%	8.9%	8.9%	7.8%
6:00 PM	7.2%	8.0%	6.6%	7.0%	4.6%
7:00 PM	4.6%	5.2%	3.2%	3.7%	1.7%
8:00 PM	3.4%	2.9%	0.9%	0.9%	0.4%
9:00 PM	2.9%	1.9%	0.1%	0.1%	0.1%
10:00 PM	2.7%	1.3%	0.1%	0.1%	0.1%
11:00 PM	1.7%	1.0%	0.0%	0.0%	0.0%

http://boulderrunning.com/where2run/great-trails-for-running-with-kids-and-stroller/

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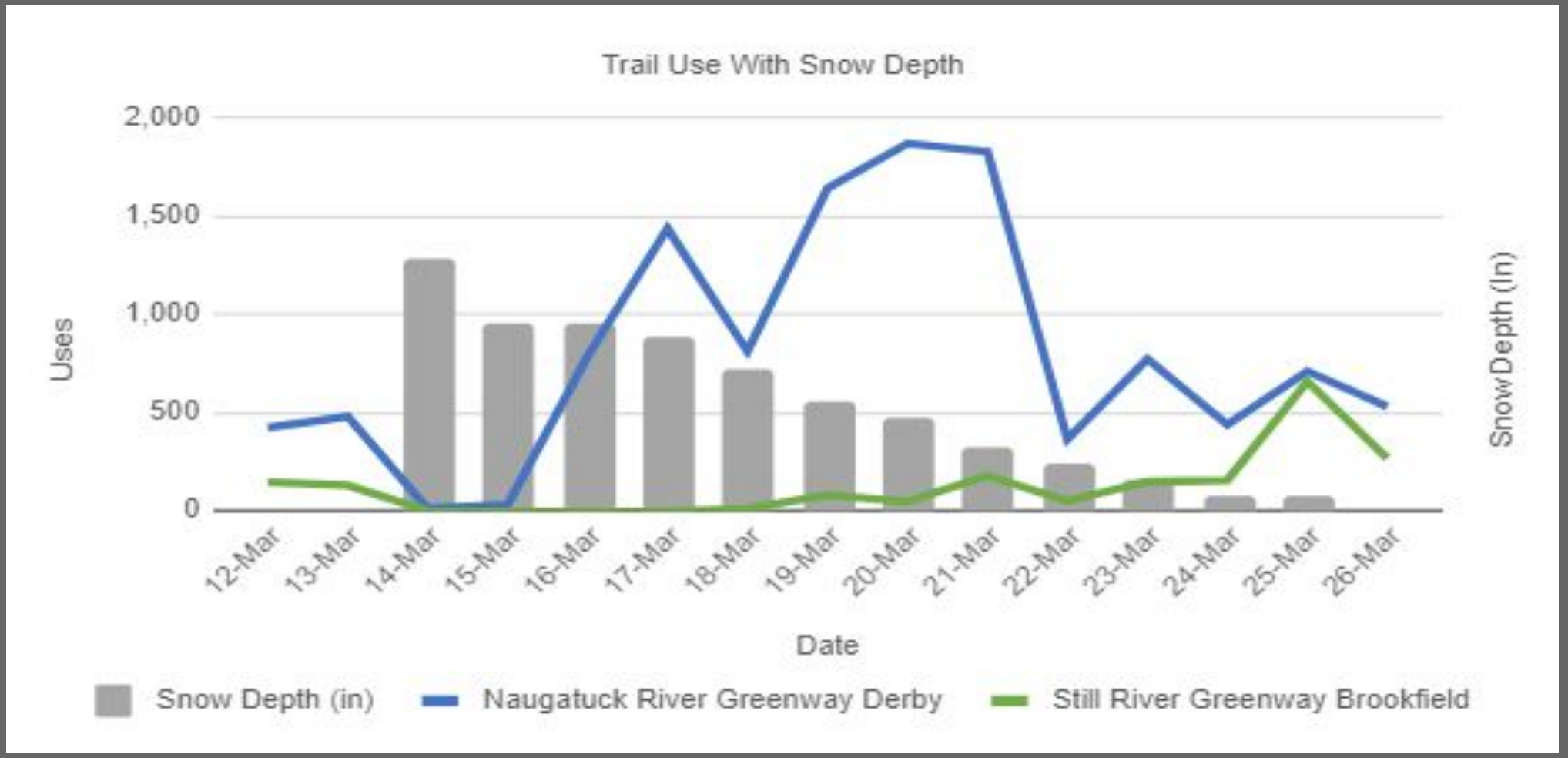
Trail Use Count Data Key Findings -

Effect of Snowfall on Recreational Trail Use- Plowed vs. Unplowed



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Trail Use Count Data Key Findings -

High Use Despite Snowfall on Unplowed Trails

Date	Day of Week	Snow Depth (in)	Air Line Trail E.Hampton	Hop River Trail Bolton	Hop River Trail Vernon	Larkin State Bridle Trail
9-Feb	Thu	13	1	19	6	9
10-Feb	Fri	12	35	0	42	42
11-Feb	Sat	13	73	17	128	37
12-Feb	Sun	17	41	52	34	22
13-Feb	Mon	13	15	24	23	7
14-Feb	Tue	12	34	69	58	18
15-Feb	Wed	10	15	19	136	55

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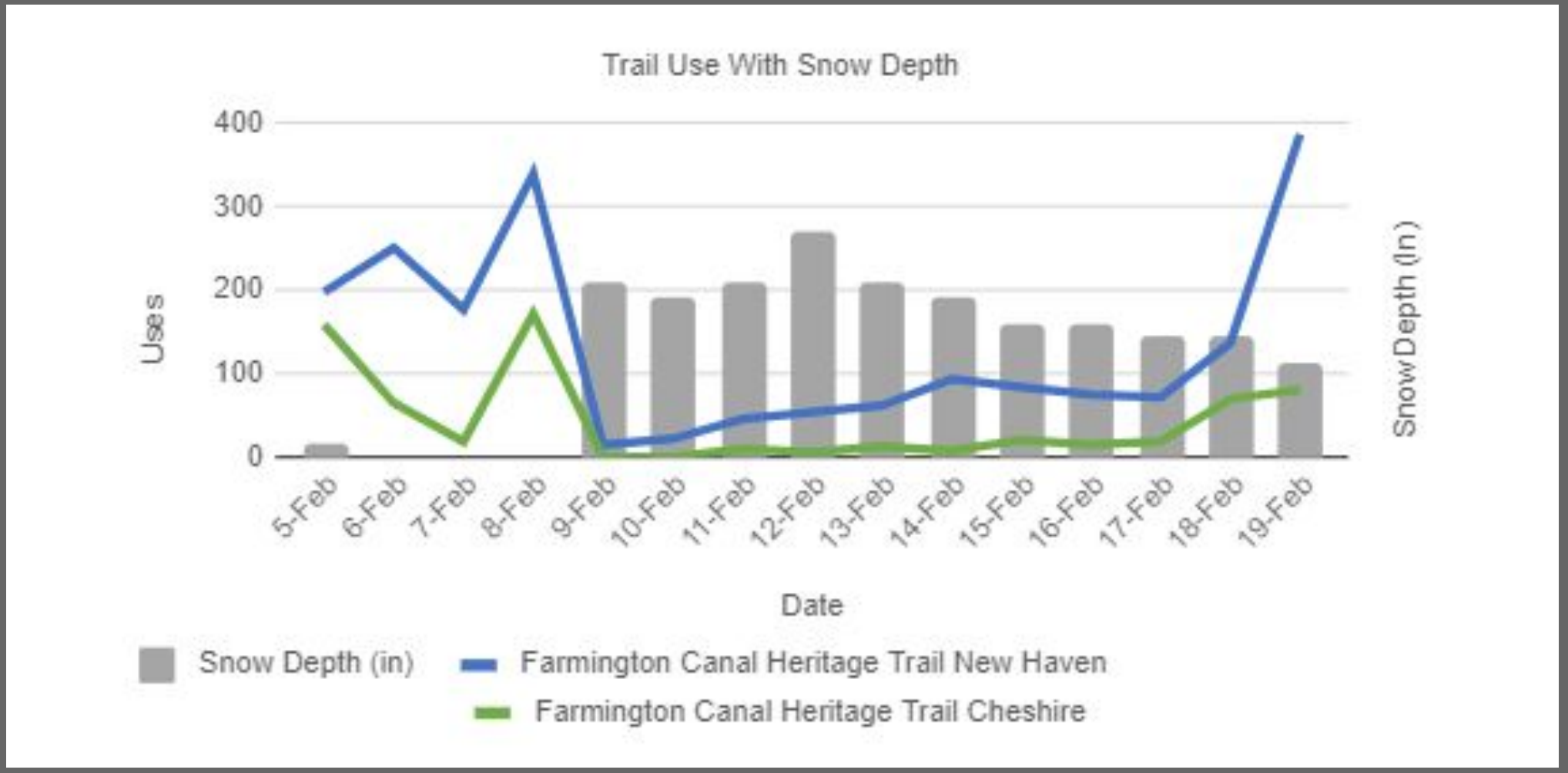
Trail Use Count Data Key Findings -

Effect of Snowfall on Commuter Trail Use Vs. Recreational Trail Use



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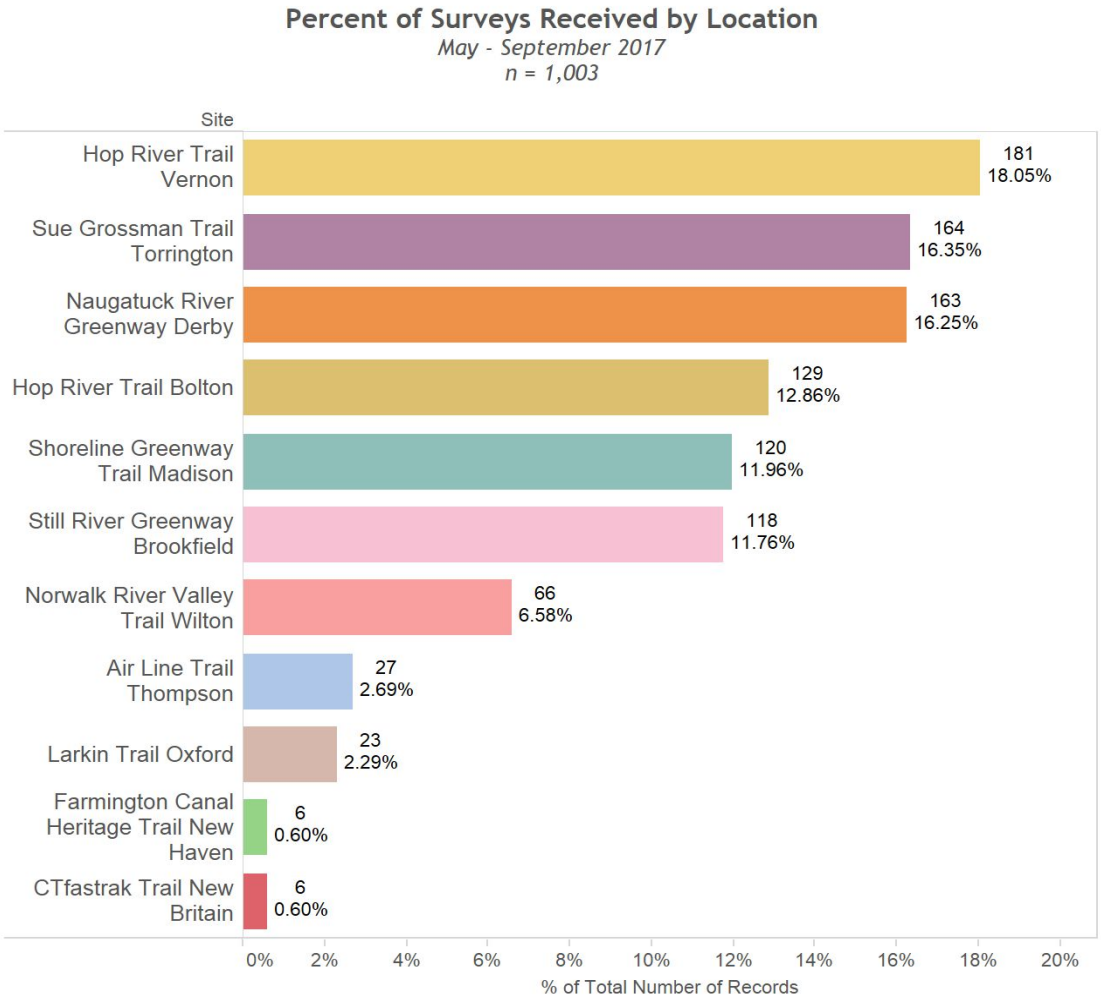
Trail User Survey Data Key Findings -

Survey Data Analysis

Total of **1,003** surveys conducted by volunteers from **11** participating trails.



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Survey Data Analysis - Demographics

Of the **825** respondents:

43.5% were male and

56.4% were female

CT statewide gender statistics:

48.8% male,

51.2% female

Photo: https://byebyemattress.com/programs-by-state/connecticut/

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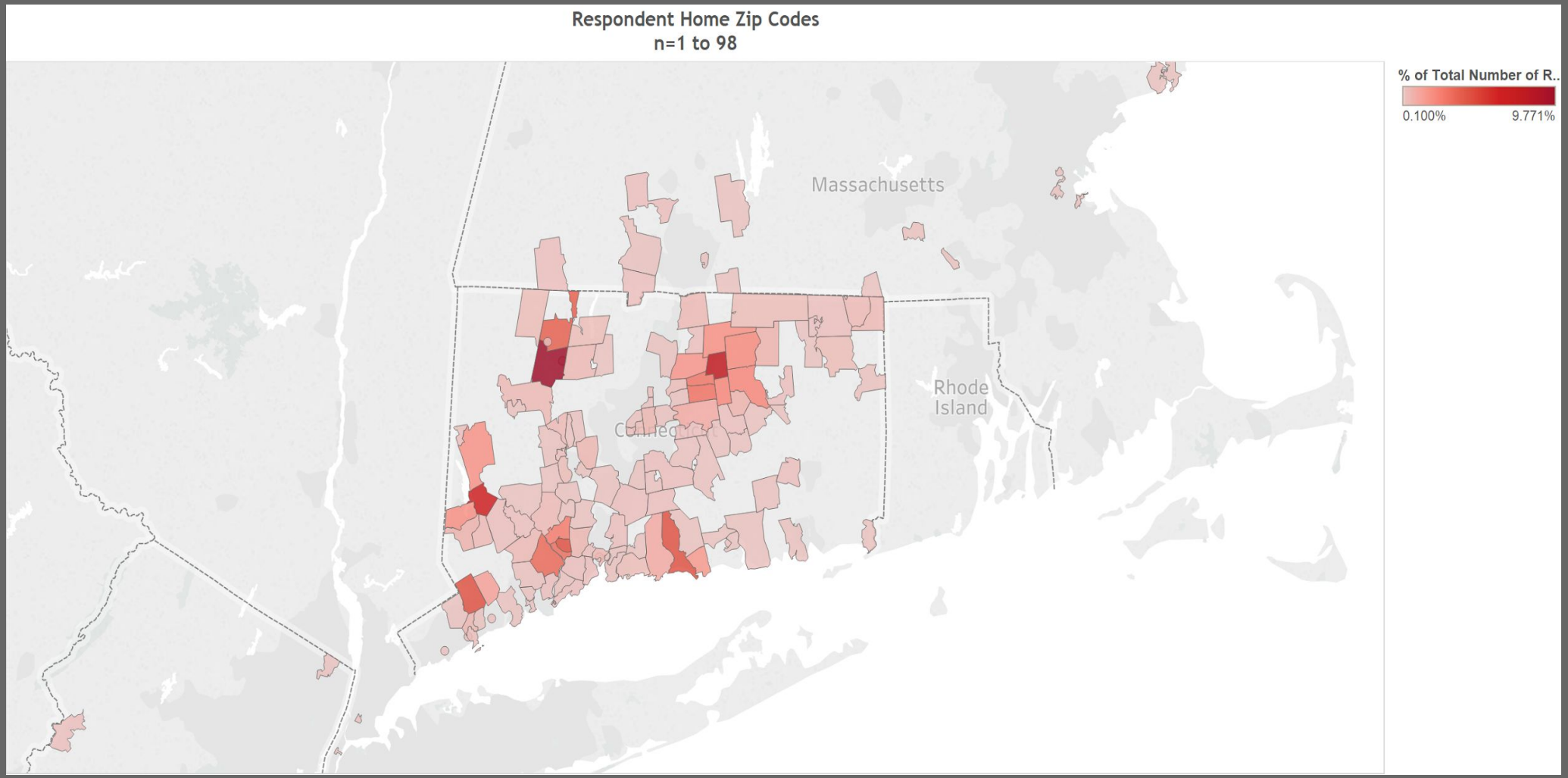
Survey Data Analysis - Travel to Trail



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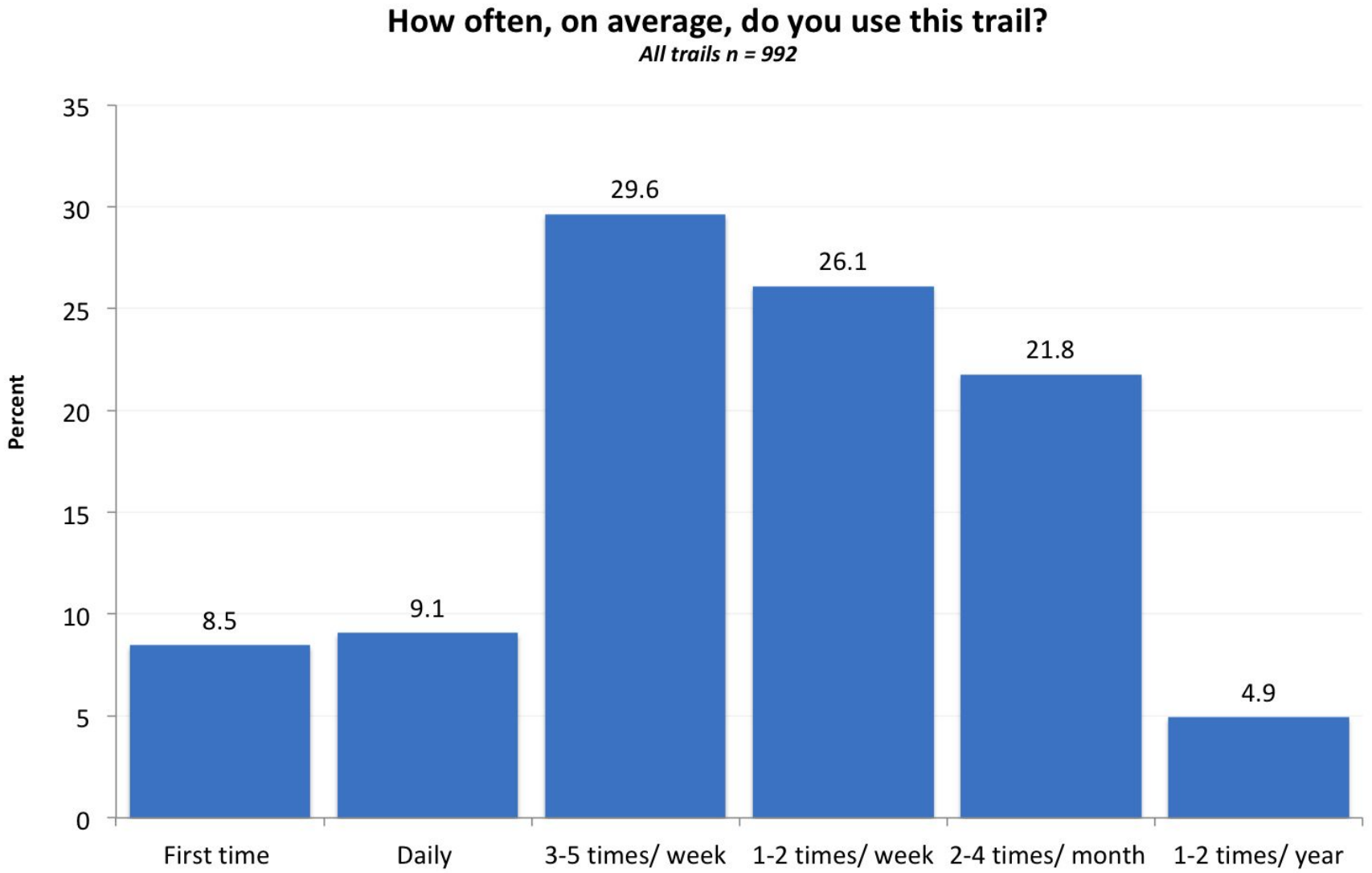
Survey Data Analysis - Frequency of Use



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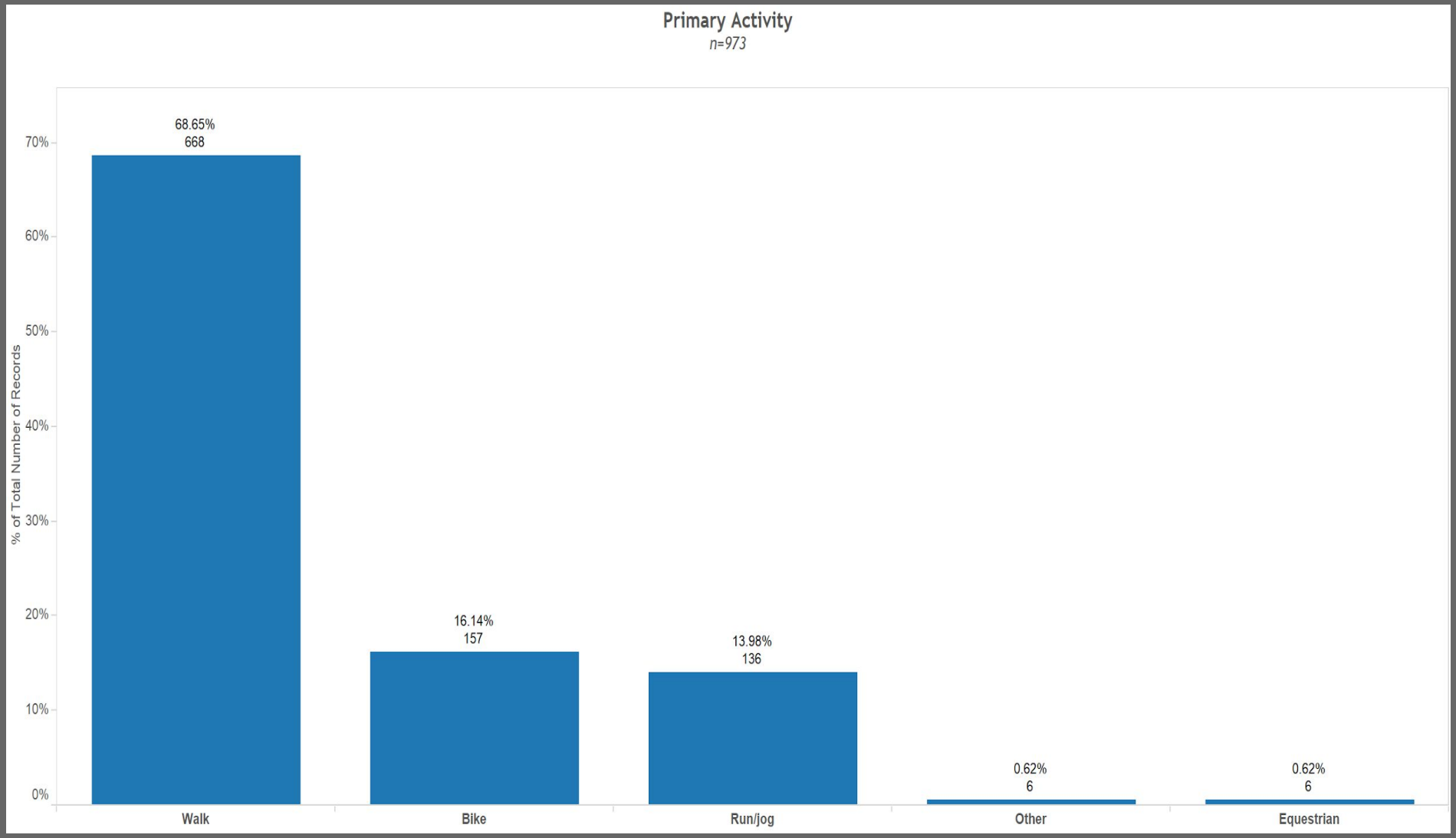
Survey Data Analysis - Primary Activity



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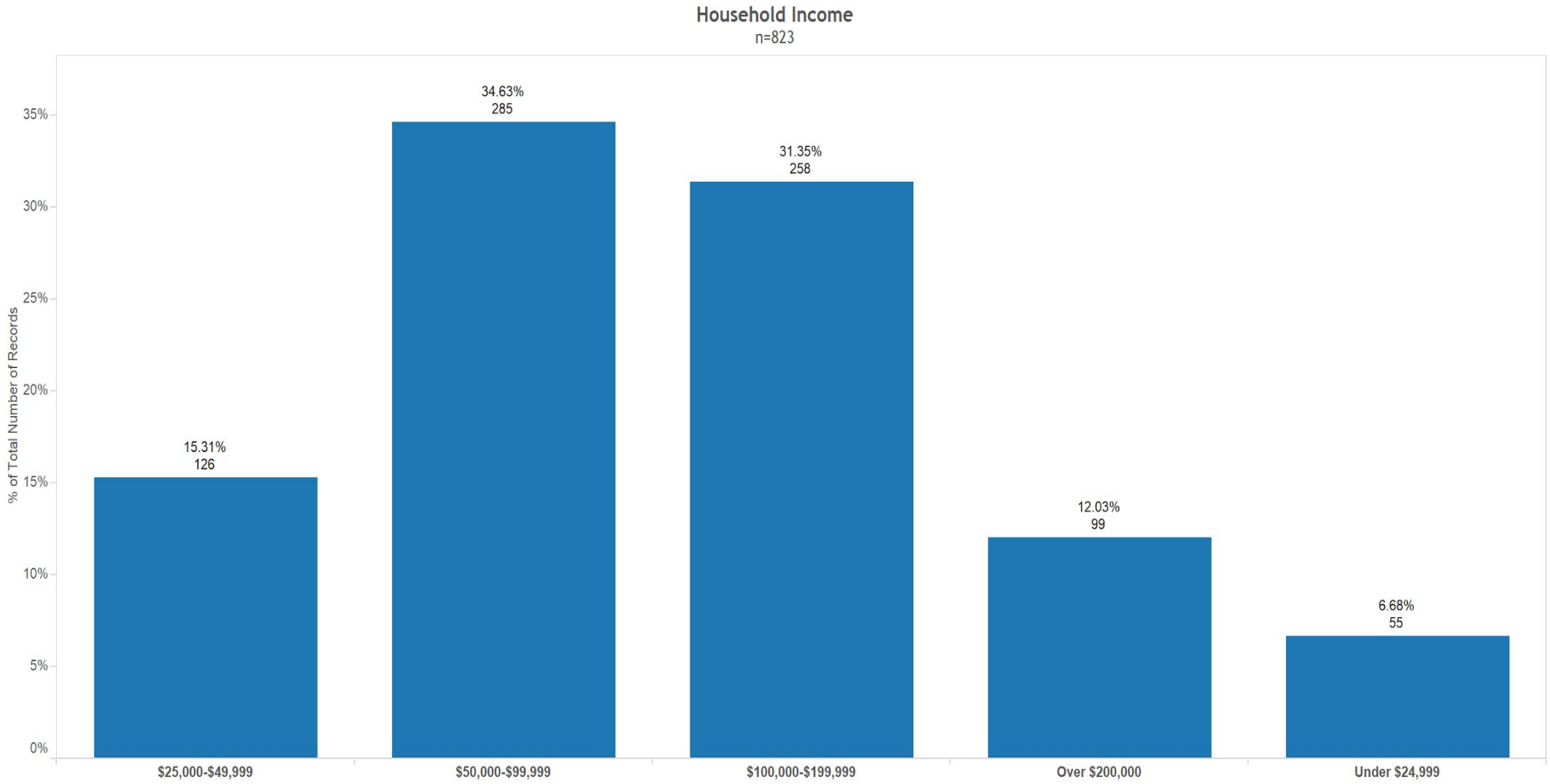
Survey Data Analysis - Economic Data



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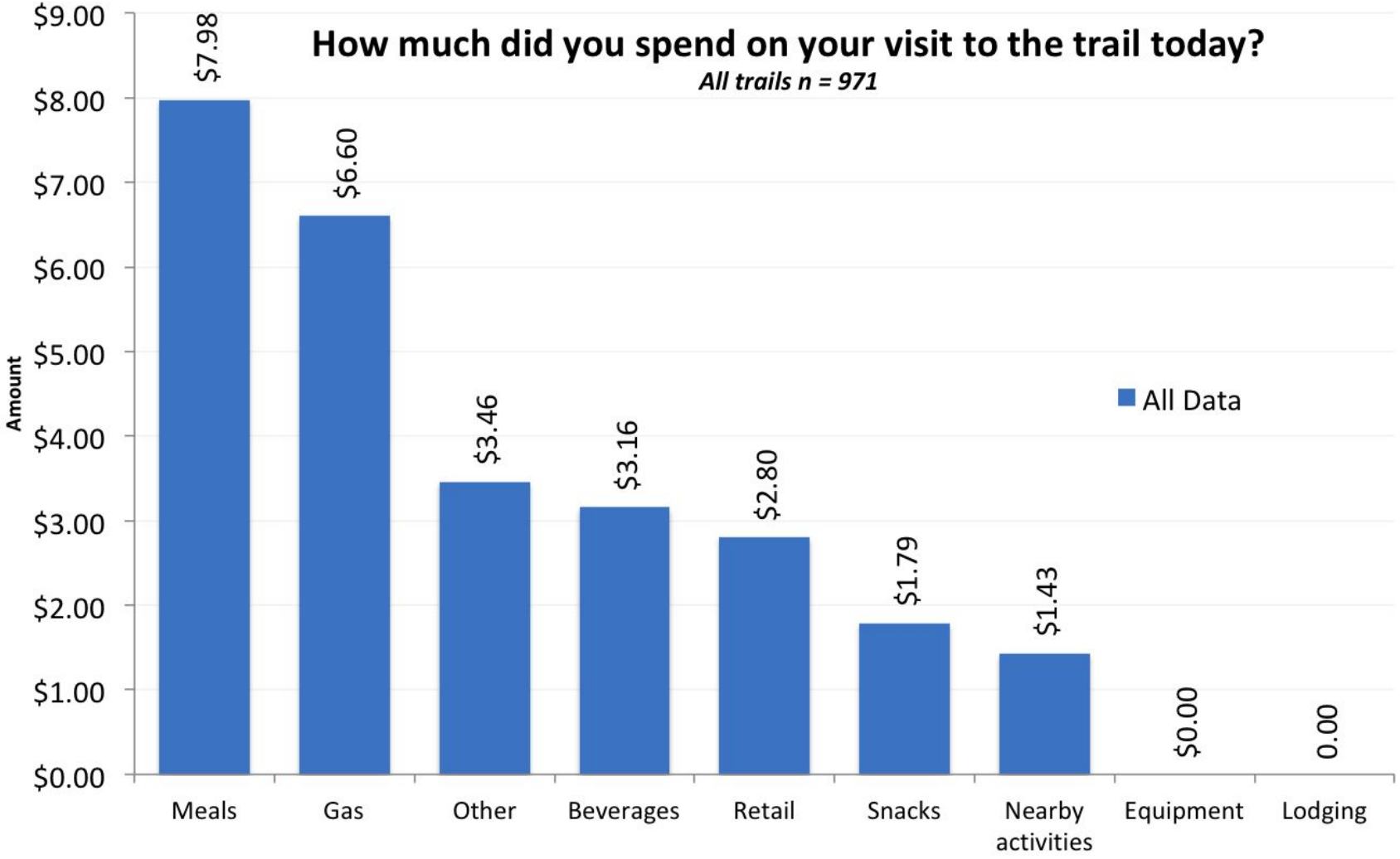
Survey Data Analysis - Spending Data



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Qualitative Data - Favorite Thing About Trail

http://weclipart.com/carpool+clipart

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Qualitative Data - Improvements to Trail

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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

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Thank you for attending the CTTC Webinar:

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