



Connecticut Trail Census

Multi-Use Trail User Data Collection Program

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Objectives

- Program background
- Data collection methods and preliminary results
- How to access the data
- How this data may be used
- The future of the Census
- How to get involved





Program 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.



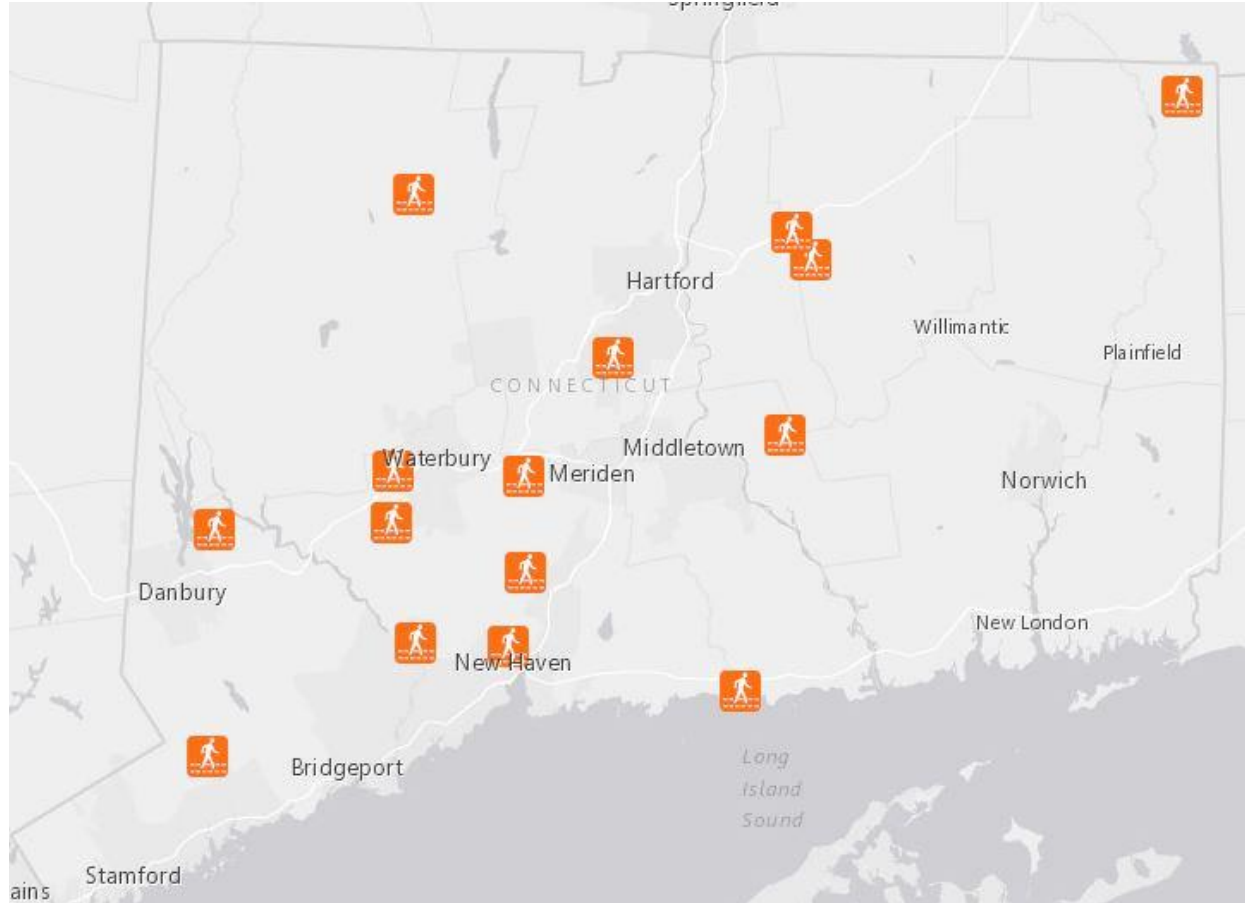
Program Background:

- Volunteer and community based
- Collect demographic data about trail users and quantitative data about trail uses.
- Funded by the CT Recreational Trails Program
- 18 month pilot program: Winter 2017- Winter 2018



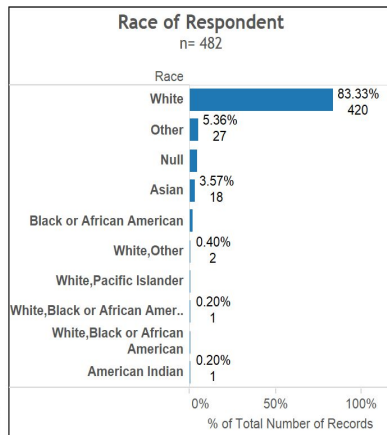
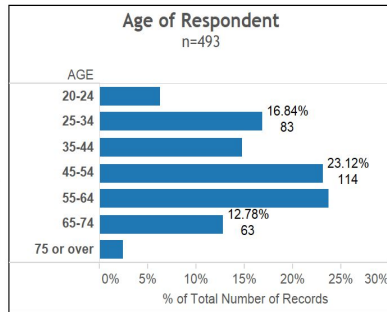
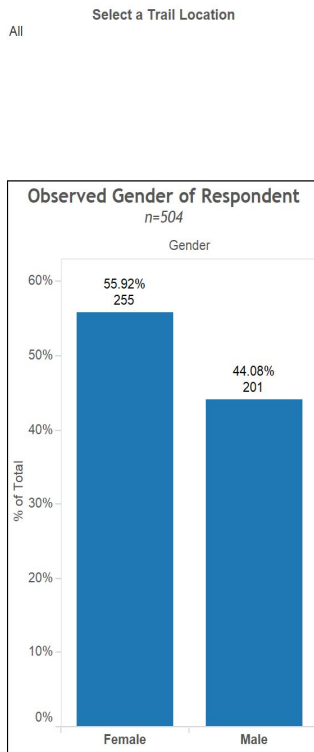
15 Total Trail Sites

- 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

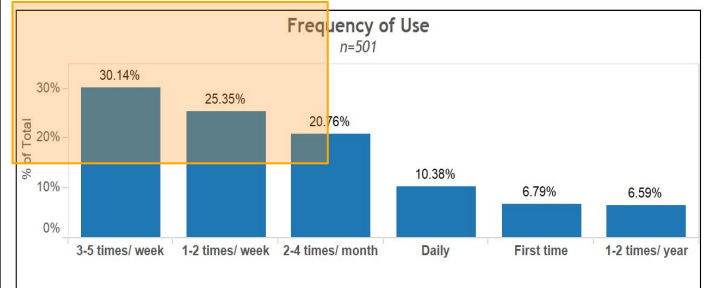
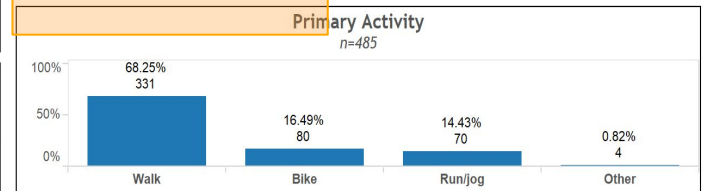
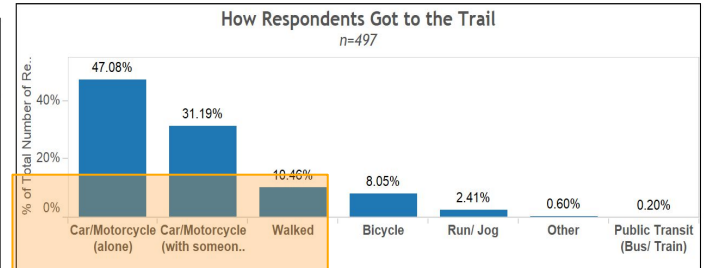


Data Collection Method #1: Intercept Surveys

Survey Respondent Demographics



Survey Respondent Use Data



Survey Results

Economic Question Responses

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

\$ _____

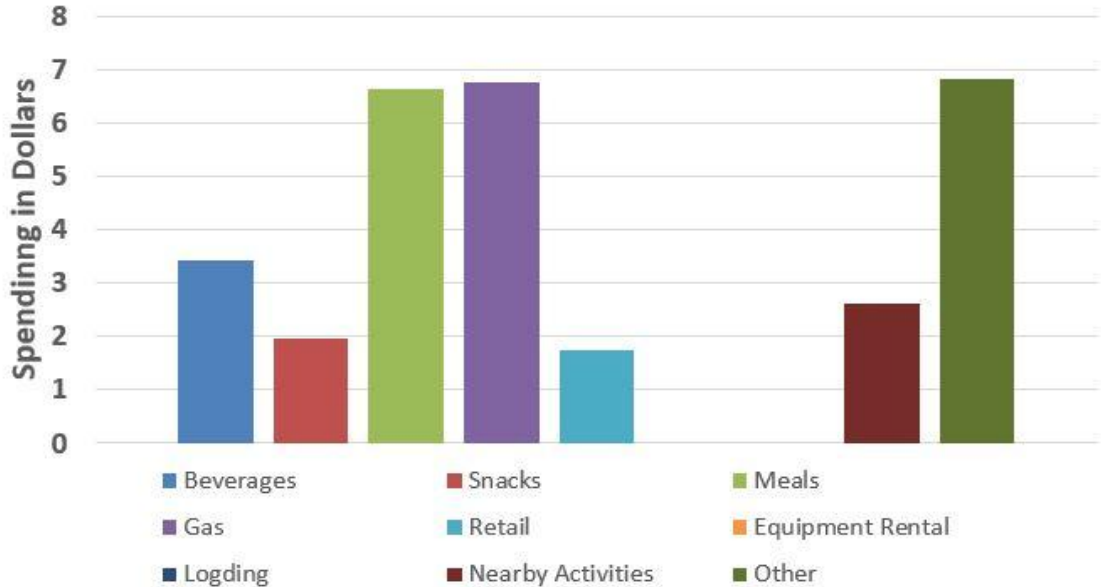
On *this trip to the trail*, have you spent or do you plan to spend any money?

- 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 \$ _____

Average Spending By Category



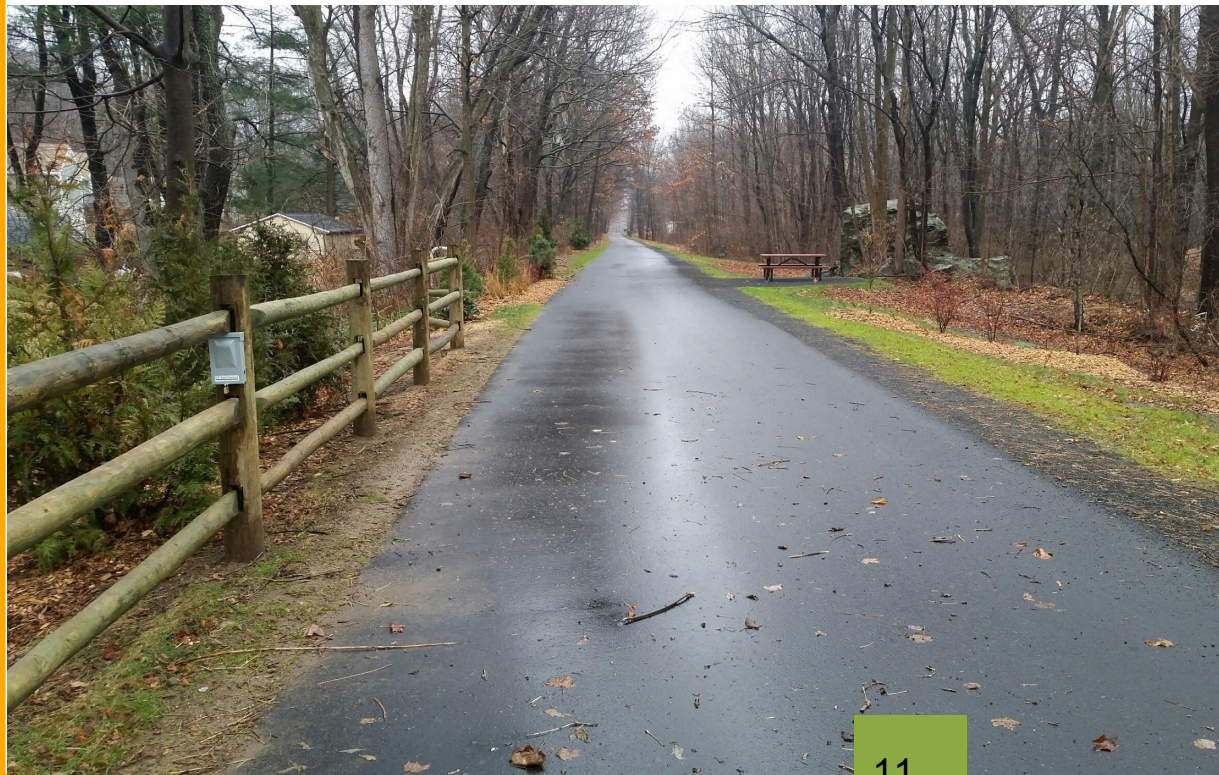
| | |
|--|-----------------|
| Average Spending Per Year | \$210.61 |
| Percent Spending <u>On</u> This Visit | 20% |
| Average Spending Per Visit | \$5.52 |

| Beverages | Snacks | Meals | Gas | Retail | Lodging | Equipment Rental | Nearby Activities | Other |
|-----------|--------|--------|--------|--------|---------|------------------|-------------------|--------|
| \$3.42 | \$1.95 | \$6.64 | \$6.77 | \$1.74 | 0 | 0 | \$2.60 | \$6.81 |

Data Collection Method #2: Infrared (IR) Counters



Data Calibration: Manual Counts



Connecticut Trail Census Manual Count Form

Location Sample Trail All times Eastern Daylight Saving (www.time.gov).
 Name S. Jones Record multiples passing counter simultaneously on the same line.
 Date 8/18/17 Record strollers, skateboards, wheelchairs, etc. as "other", list in comments.
 Time Start 10am Record activity in comments - jogging, walking dog, etc.
 Time End 11am Send completed forms to:
 Weather Sunny 75° Aaron Budris, NVCOG, 49 Leavenworth St., 3rd Floor Waterbury, CT 06702

| # | Time | Pcd | Bike | Other | Comment | # | Time | Pcd | Bike | Other | Comment |
|---|----------|-----|------|-------|---------------------|----|------|-----|------|-------|---------|
| | 1:00:00 | 1 | | | | 41 | | | | | |
| | 2:00:01 | 2 | | | SD | 42 | | | | | |
| | 3:00:08 | 1 | | | walking w/ stroller | 43 | | | | | |
| | 4:00:10 | 1 | | | | 44 | | | | | |
| | 5:00:13 | 1 | | | | 45 | | | | | |
| | 6:00:18 | 2 | | | SD | 46 | | | | | |
| | 7:00:19 | | | | biking w/ dog | 47 | | | | | |
| | 8:00:19 | | | | | 48 | | | | | |
| | 9:00:25 | 1 | | | | 49 | | | | | |
| | 10:00:31 | | | | | 50 | | | | | |
| | 11:00:31 | 1 | | | | 51 | | | | | |
| | 12:00:35 | 1 | | | | 52 | | | | | |
| | 13:00:36 | | | | | 53 | | | | | |
| | 14:00:44 | 1 | | | jogging w/ stroller | 54 | | | | | |
| | 15:00:44 | 1 | | | | 55 | | | | | |
| | 16:00:48 | 3 | | | group SD | 56 | | | | | |
| | 17:00:43 | 1 | | | | 57 | | | | | |
| | 18:00:49 | 1 | | | | 58 | | | | | |
| | 19:00:50 | | | | | 59 | | | | | |
| | 20:00:50 | | | | | 60 | | | | | |
| | 21:00:57 | 1 | | | walking dog | 61 | | | | | |
| | 22:00:56 | 1 | | | | 62 | | | | | |
| | 23:00:58 | 3 | | | group SD | 63 | | | | | |
| | 24 | | | | | 64 | | | | | |
| | 25 | | | | | 65 | | | | | |
| | 26 | | | | | 66 | | | | | |
| | 27 | | | | | 67 | | | | | |
| | 28 | | | | | 68 | | | | | |
| | 29 | | | | | 69 | | | | | |
| | 30 | | | | | 70 | | | | | |
| | 31 | | | | | 71 | | | | | |
| | 32 | | | | | 72 | | | | | |
| | 33 | | | | | 73 | | | | | |
| | 34 | | | | | 74 | | | | | |
| | 35 | | | | | 75 | | | | | |
| | 36 | | | | | 76 | | | | | |
| | 37 | | | | | 77 | | | | | |
| | 38 | | | | | 78 | | | | | |
| | 39 | | | | | 79 | | | | | |
| | 40 | | | | | 80 | | | | | |

SD=Same Direction / OD=Opposite Direction

TOTALS: 23 C 2 = 31

Counter Results

Preliminary Analysis of IR Counter Data

| | Air Line Trail Thompson | Air Line Trail East Hampton | CTFastrak Trail New Britain | Farmington Canal Heritage Trail Cheshire | Farmington Canal Heritage Trail Hamden | Farmington Canal Heritage Trail New Haven | Hop River Trail Bolton | Hop River Trail Vernon | Larkin State Bridle Trail Oxford | Middlebury Greenway | Naugatuck River Greenway Derby | Norwalk River Valley Trail Wilton | Sue Grossman Greenway Torrington | Shoreline Greenway Trail Madison | Still River Greenway Brookfield |
|--|-------------------------|-----------------------------|-----------------------------|--|--|---|------------------------|------------------------|----------------------------------|---------------------|--------------------------------|-----------------------------------|----------------------------------|----------------------------------|---------------------------------|
| Total Counts | 1,965 | 28,916 | 7,902 | 23,277 | 9,959 | 33,508 | 12,202 | 43,835 | 10,180 | 18,517 | 105,506 | 29,149 | 34,904 | 26,179 | 52,172 |
| Average Daily | 9 | 133 | 46 | 107 | 293 | 199 | 56 | 202 | 47 | 98 | 486 | 134 | 161 | 145 | 278 |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"> 438,171 Total Count - All Trails 2,395 Average Daily Count </div> | | | | | | | | | | | | | | | |

UConn CLEAR Interactive Website Development

Launch Website
Preview

Program Impact: How This Data May be Used

- Improve trails and amenities
- Raise funds
- Show trends over time
- Research opportunities
- Build partnerships
- Engage the community
- Advocate for trails
- And more.

Looking Forward: The Future of CT Trail Census

- Wrapping up this year of data collection
- Program improvement
- Exploring funding options

Developing the program into a self sustaining volunteer based data collection program with annual benchmarking to understand how trail use changes over time.

Get Engaged!

How to Get Involved with the Census

- Visit our website to sign up for our newsletter
 - CTTrailCensus.uconn.edu
- “Like” our page on Facebook @CTTrailCensus for updates
- Reach out to me if you would like to volunteer next year

Thank you!



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