



# Connecticut Trail Census

## Multi-Use Trail User Data Collection Program

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# Objectives

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- 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.





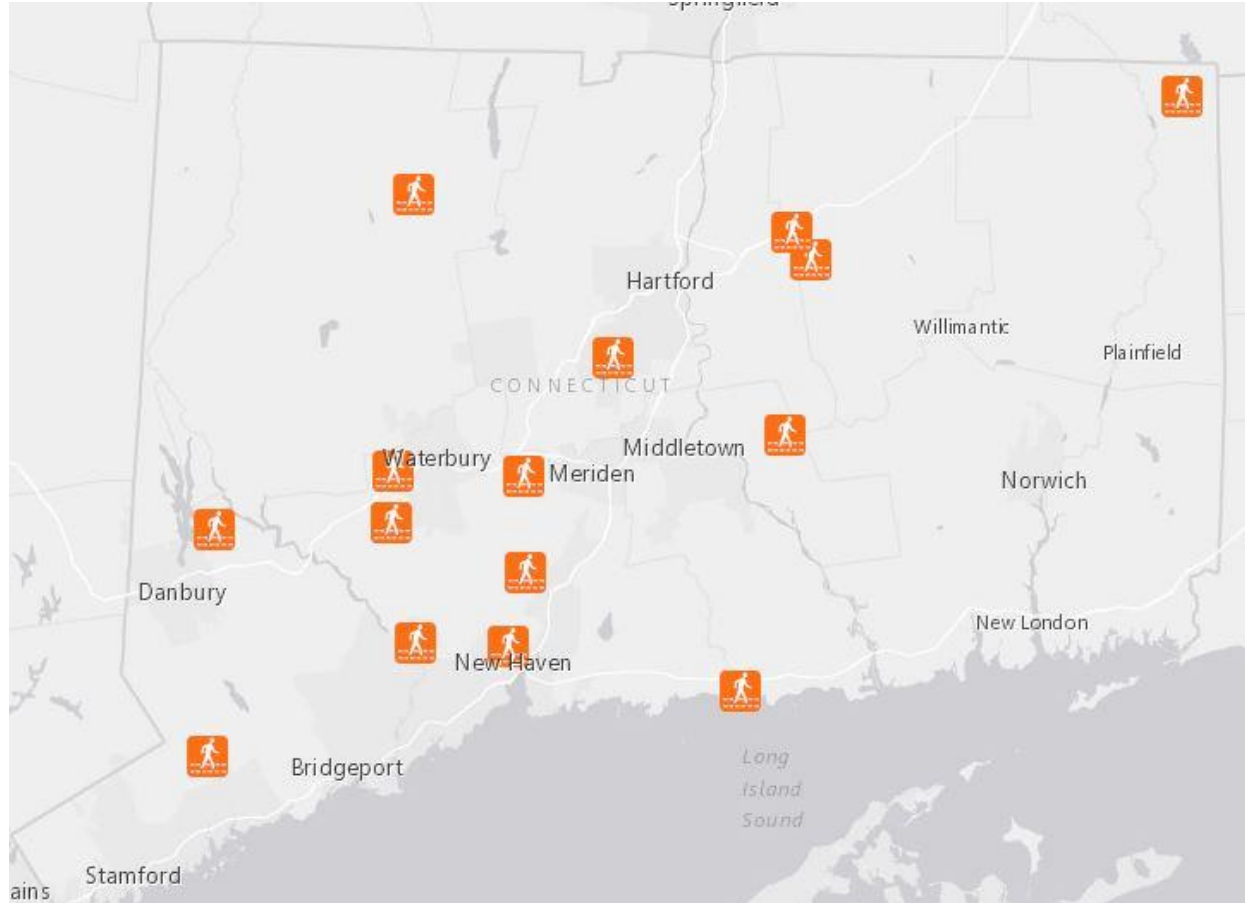
## Program Background:

- 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

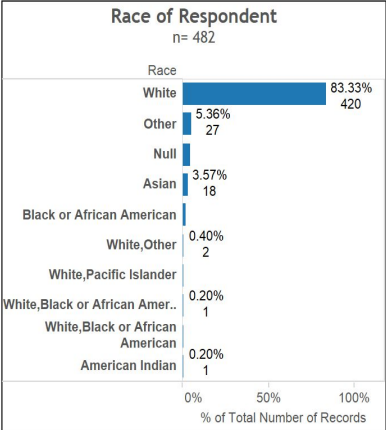
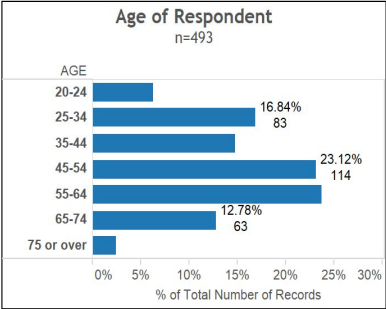
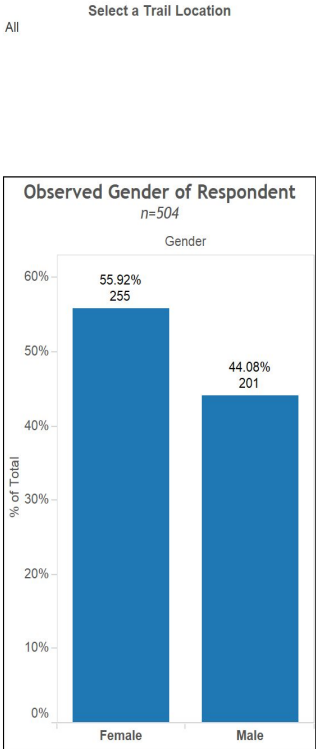
Naugatuck River Greenway  
 Larkin State Bridle Trail  
 Middlebury Greenway  
 Norwalk River Valley Trail  
 Shoreline Greenway Trail  
 Still River Greenway  
 Sue Grossman Greenway  
 CTFastrak Trail  
 Air Line Trail (2)  
 East Hampton  
 Thompson  
 Hop River Trail (2)  
 Bolton  
 Vernon  
 Farmington Canal Heritage Trail (3)  
 Hamden  
 New Haven  
 Cheshire



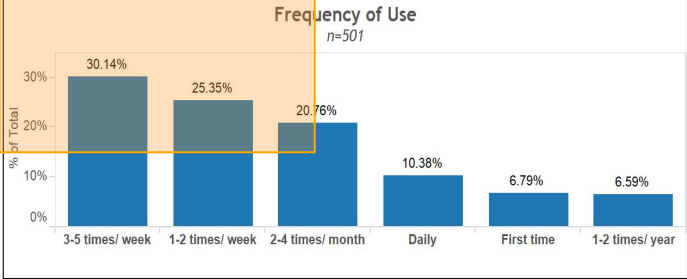
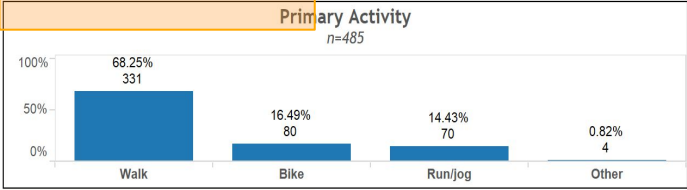
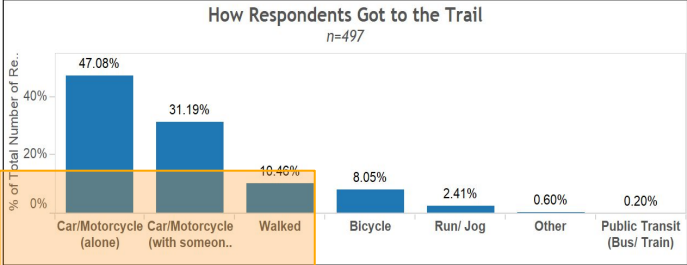


# Data Collection Method #1: Intercept Surveys

## 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.

\$ \_\_\_\_\_

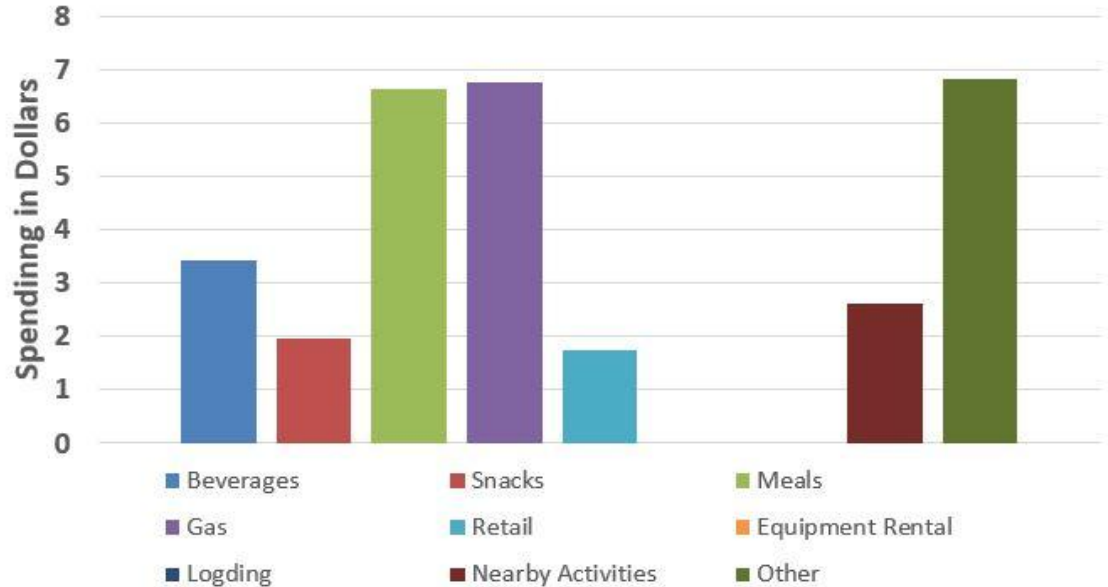
On *this trip to the trail*, have you spent or do you plan to spend any money?

- 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



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

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





# Survey Results

## What could be improved about this trail?

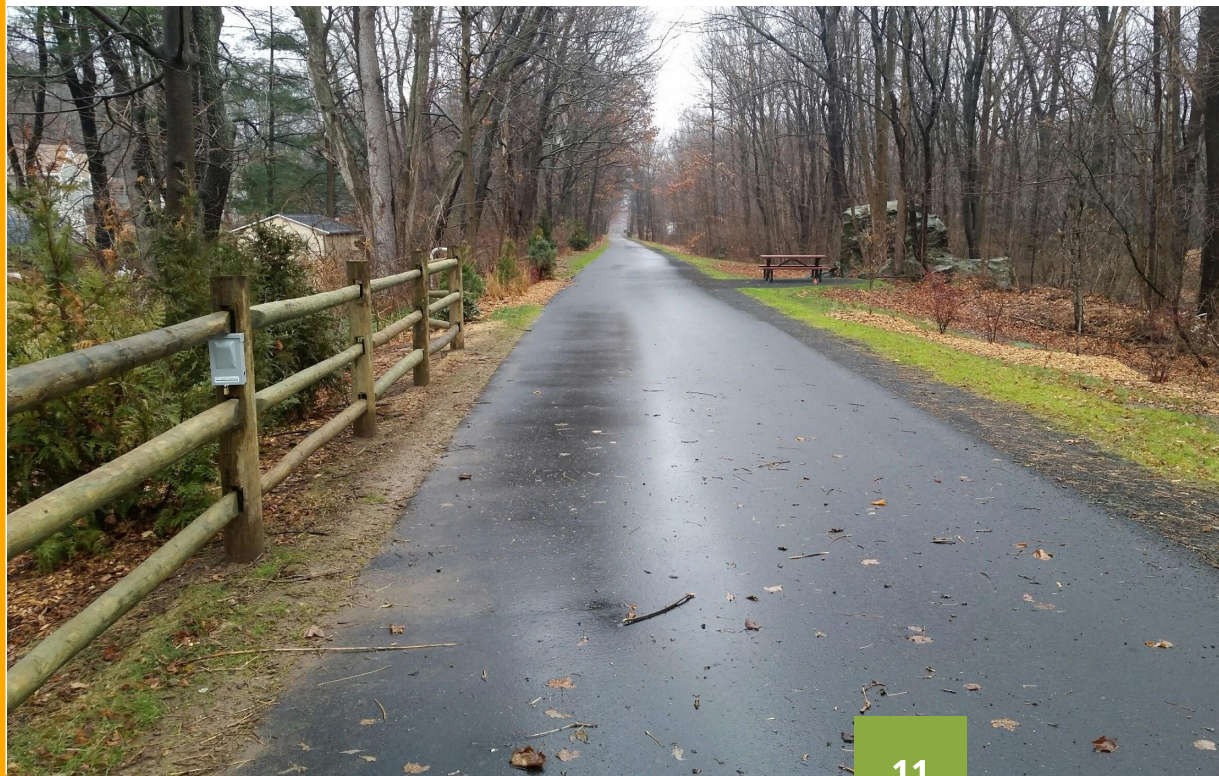


# Data Collection Method #2: Infrared (IR) Counters





# 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
	1:10:00	1				41					
	2:10:01	2			SD	42					
	3:10:08	1			walking w/ stroller	43					
	4:10:10	1				44					
	5:10:13	1				45					
	6:10:18	2			SD	46					
	7:10:19				biking w/ dog	47					
	8:10:19					48					
	9:10:25	1				49					
	10:10:31					50					
	11:10:31	1				51					
	12:10:35	1				52					
	13:10:36					53					
	14:10:44	1			jogging w/ stroller	54					
	15:10:44	1				55					
	16:10:44	3			group SD	56					
	17:10:43	1				57					
	18:10:49	1				58					
	19:10:50					59					
	20:10:50					60					
	21:10:57	1			walking dog	61					
	22:10:56	1				62					
	23:10:58	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 0 2 = 31

# Data Calibration: Comparing Manual Counts to IR Data

Sample Trail													
Date	1/10/2017	2/15/2017	3/21/2017	5/15/2017	6/23/2017	7/31/2017	8/18/2017	8/31/2017	9/16/2017	10/10/2017	11/23/2017	12/19/17	Totals
Time	10:00 AM	12:00 PM	2:00 PM	10:00 AM	4:00 PM	11:00 AM	10:00 AM	5:00 PM	12:00 PM	4:00 PM	3:00 PM	10:00 AM	
Manual Ped	3	6	9	15	35	22	23	29	21	23	16	9	211
Manual Bike	0	0	0	4	7	8	6	12	3	7	4	0	51
Manual Other	0	0	1	0	3	2	2	2	0	0	0	0	10
Manual Total	3	6	10	19	45	32	31	43	24	30	20	9	272
IR Count	3	5	9	16	36	30	28	34	21	26	16	8	232
	1.00	1.20	1.11	1.19	1.25	1.07	1.11	1.26	1.14	1.15	1.25	1.13	
													<b>Adjust Factor</b> 1.172413793
													<b>Mode Share</b> Ped 78%
													Bike 19%
													Other 4%



# 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>															

## 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](http://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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