EmpowerU
March 23, 2017

Tri-State Trails is made possible by the generous support of Interact for Health.
CONTEXT EXERCISE
What is Green Umbrella?

- Non-profit, regional sustainability alliance
- Member based, collective impact "backbone" organization
- **Goal:** Greater Cincinnati to be one of the top 10 most sustainable metropolitan areas by 2020
Green Umbrella Mission

To maximize the environmental sustainability of the Greater Cincinnati Region by driving collaborative efforts through member organizations and individuals.
3 states, 10 counties
How GU Makes an Impact

1. Action teams
2. Events
3. Partnerships and project incubation
4. Initiatives
Action Teams

1. Greenspace
2. Water
3. Energy
4. Local Food
5. Waste Reduction
6. Transportation
7. Outdoors
Action Teams

• Platform for experts and advocates to collaborate to create change
  
• Each team sets a measurable goal for 2020

• Identify strategies and actions aimed to achieve the goal

• Follow strategic metrics and data to track and evaluate
Outdoors Action Team

• Group consists of:
  – Parks departments/districts
  – Nonprofit outdoor recreation organizations
  – For-profit outdoor recreation organizations
  – Private outdoor recreation businesses
  – Outdoor recreation advocates and enthusiasts
Outdoors Action Team

• **Action Team Goal**: Increase participation in recreational and educational activities, events and venues that get people outdoors into nature by 20%.

• **Strategies**:
  – MeetMeOutdoors.com
  – Opening Day for Trails
  – Kids Outdoor Adventure Expo
  – Great Outdoor Weekend

• **Measurement**:
  – Park attendance counts
  – Event attendance counts
  – Website traffic
Partnership & Project Incubation
Initiatives

TRI·STATE TRAILS
Connecting Indiana, Kentucky and Ohio

Greater Cincinnati Regional Food Policy Council
Tri-State Trails is...

1. Coalition of trail advocates and stakeholders
2. Physical network of trails
3. Vision and plan to increase trail connectivity within the tri-state
Our Mission

To connect people and places via a regional trails network that promotes vibrant communities through equitable access to active transportation and outdoor recreation.
What are trails?

- Paved
  - Multi-Use (pedestrians/cyclists) – 330+ miles
  - On-road bicycle infrastructure – 80+ miles
  - Sidewalks
- Natural surface
  - Hiking – 230+ miles
  - Mountain biking – 60+ miles
  - Equestrian
  - Water trails (paddling)
- Relevant active transportation connections
  - Public transit routes
  - Bike share locations
Arterial/Highway Bikeway Matrix (without curb and gutter)
Shared Roads
Multi-Use Paved Trails
Our Focus

- Tri-State Trails is focused on regional corridors and forging connections in the network
  - Primarily paved, multi-use trails
  - Connections to residential areas and business districts
  - Connections to regional parks, greenspaces, and destination trails
Our Expertise

• Promoting the existing trail network
• Advocating for investment to increase connectivity
• Providing technical assistance to trail organizations
  – GIS mapping
  – Implementation and funding strategy
• Facilitating partnerships and collaboration
• Programming along the trail
BENEFITS OF TRAILS

- Bicycle icon
- Tree icon
- Heart icon
- Graph icon
Key Benefits of Trails

• Active transportation, connectivity, accessibility
• Attraction and retention of talent
• Economic development
• Improved property values
• Improved public health
• Reduction of air pollution and congestion
Key Benefits of Trails

- Interaction with built and natural environment
- Safe outdoor recreation option for all users
- Celebration of culture and history
- Place-making and community safety
- Tourism
Key Benefits of Trails = IMPROVED QUALITY OF LIFE!
ECONOMIC DEVELOPMENT
Little Miami Scenic Trail

• Southern leg of Ohio to Erie Trail
  – Cincinnati → Columbus → Cleveland

• 2011 University of Cincinnati study
  – Property owners within 1,000 feet of the trail were willing to pay a $9,000 premium

• 2014: 750,000 trail uses
• 2015: 910,000 trail uses
• 2016: 1,300,000 trail uses
Miami Valley Trails

- Nation’s largest paved trail network
  - 340 miles of connected trails
- Partnership with MCD
- 2015 economic impact of trails was over $13M
  - $6M in equipment
  - $5.7M in food/drink
  - $1.3M in overnight accommodations
MORPC Economic Impact of Trails

• 2015 University of Minnesota Study
• Average $3 spending per use
  – 20% users spend $15-20 per use
• Property values did not increase or decrease from 2011-2013
  – Positive outcome, considering housing market rebound
• 12 million miles traveled annually on 10 regional trails
Indianapolis Cultural Trail

- Primary use = exercise and recreation
- Secondary use = commuting to work
- $63M total cost
  - $35.5M public (federal transportation funding)
  - $27.5M in private funding
  - No local tax dollars
- Parcels within 500 feel of the trail had a total change in value of over $1 billion from 2008-2014
- Trail users spend ~$3.5M annually
Industrial Heartland Trails

• 1,400+ miles of shared-use trails
  – 48% already completed

• Four states, 52 counties
  – PA, NY, OH, WV

• Would be largest trail system in North America
  – MAJOR regional tourism opportunity
An Overlooked Economic Giant
Annual Consumer Spending, in Billions

<table>
<thead>
<tr>
<th>Category</th>
<th>Billions</th>
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<tbody>
<tr>
<td>Pharmaceuticals</td>
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<td>Motor Vehicles and Parts</td>
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<td>Outdoor Recreation</td>
<td>$646B</td>
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<td>Outpatient Health Care</td>
<td>$806B</td>
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<td>Gasoline and Other Fuels</td>
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<td>Household Utilities</td>
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</table>

In Ohio

Outdoor Recreation Generates...
- $17.4 billion in consumer spending
- 196K direct Ohio jobs
- $5.1 billion in wages and salaries
- $1.3 billion in state and local tax revenue

Nationally

Outdoor Recreation Generates...
- $646 billion in consumer spending
- 6.1 million direct American jobs
- $39.9 billion in federal tax revenue
- $39.7 billion in state and local tax revenue
Key Milestones

2013: First Regional Trails Forum
2014: Regional Trails Plan
2015: Hired Regional Trails Coordinator
      Strategic Plan
      Cincinnati Connects
2016: OKI 2040 Plan Update
      Miami 2 Miami Connection
2017: Trail Measurement Program
• Foundation working to improve the health of the people of the Cincinnati region

• Active Living focus area
  – Identifies bike/ped infrastructure as proactive tool to improve health outcomes
  – Provides $25K-$50K grants for planning, design, and construction
  – Provides operating support for Tri-State Trails
REGIONAL TRAILS ALLIANCE TRAIL PLAN

RESOLUTION OF SUPPORT

Whereas, ________________ is committed to maintaining and enhancing quality of life for citizens throughout the region and recognizes that the “Regional Trails Alliance Trail Plan” will contribute to quality of life by weaving together communities and regional assets via a network of trails and greenways; and

Whereas, the “Regional Trails Alliance Trail Plan” recommends linking trails and greenways together, gaining cooperation to encourage regional collaboration, and to create a network that will provide transportation, exercise, leisure, safety, accessibility, recreation and community benefits aimed at enhancing the quality of life; and

Whereas, many communities, agencies, and trail advocates in the region have taken a lead in planning and/or building local trails and greenways, and those efforts can be greatly enhanced by being connected to a larger regional network of trails; and

Whereas, trails and their green buffer areas will help improve the quality of the air we breathe by preserving trees and vegetation and by promoting reduce congestion through non-motorized transportation, and will enhance the quality of our water through natural buffers and mitigation of storm water run-off; and

Whereas, trails and greenways are freely accessible community assets offering opportunities for transportation, recreation and exercise to everyone, including children, youth and families, schools and provide safe places for people to experience a sense of community and create stronger social and family ties; and

Whereas, trails have significant impact on the health and economic viability of the region through encouraging active lifestyles, increased levels of tourism, enhanced property values, added jobs related to the construction of and along the trail, as well as enhanced ability to attract and retain businesses to the region due to improved quality of life; and

Whereas, the “Regional Trails Alliance Trail Plan” provides the foundation for a long term strategy that will continue to grow and to provide an invaluable resource for our children, grandchildren and great grandchildren, and will only increase in the future; and

Now, Therefore, Be It Resolved that ________________ is committed to the promotion and continued development of the “Regional Trails Alliance Trail Plan” and in concept to working with neighboring communities to plan, design, build and maintain a system of trails that will connect our communities, people and special regional points of interest for years to come.
Strategic Planning Goals

1. Coalition Building
2. Data Collection & Analysis
3. Advocacy & Policy
4. Trail Development
5. Promotion
CINCINNATI CONNECTS
Weaving together our region’s trails

REGIONAL TRAILS NETWORK DIAGRAM

URBAN LOOP TRAILS

MAP LEGEND

KEY FACTS:
Number of existing miles of pedestrian/bike trails located in scattered sites along the proposed loop: 18.5
Number of miles when the Cincinnati Connects urban loop trails are completed: 42
Number of miles when Cincinnati Loop trails are linked to Hamilton County trails: 121
Total population in Cincinnati living within one mile of the planned urban loop trails: 242,000
Projected economic benefits (millions of dollars) if the Cincinnati urban loop trail is built: 43.5
Percent of increase in bike commuters in Cincinnati from 2010 to 2014: 140
Number of bike rentals from 50 Red Bike stations in the first year: 88,408
Percentage of households in 13 Cincinnati neighborhoods that don’t own vehicles: 40 to 72
Percentage of population increase in the Cincinnati region in the last 15 years: 50
Projected tons per year of vehicle emissions eliminated by urban loop commuters: 359

MAJOR DESTINATIONS

PROJECT MANAGEMENT BY
FUNDING BY
COMMUNITY PARTNERS

Cincinnati Connects
A Concept for Healthy Communities

INTERACT FOR HEALTH

TRISTATE TRAILS
Household Size by Vehicle Available

21% of city households have no vehicle available.

<table>
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<tr>
<th>Household Size</th>
<th>Estimate</th>
<th>Margin of Error</th>
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<td>Total</td>
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<td>33,561</td>
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<td>3 vehicles available</td>
<td>9,059</td>
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<td>4 or more vehicles available</td>
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<td>+/- 349</td>
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<td>1-person household</td>
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<td>2-person household</td>
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<td>2 vehicles available</td>
<td>4,939</td>
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<td>3 vehicles available</td>
<td>6,353</td>
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<tr>
<td>4 or more vehicles available</td>
<td>2,867</td>
<td>+/- 349</td>
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</table>
Equity

Walkable and bikeable communities are for **EVERYONE**

Not planning for all transportation modes is inequitable
Transit: First mile, Last mile

- Comfortable walking distance
  - ¼ mile = 5-7 minutes

- Comfortable biking distance
  - 2 miles = 8-10 minutes

- Biking and busing
  - Connections to transit routes
  - Potentially eliminate transfers
Top 3 Challenges for Trail Construction

1. Right-of-way
2. Funding
3. Public and political support
• 2012: 3 bike/ped projects valued at $2.5M
• 2014: Regional Trails Plan published
• 2015: OKI requested recommendations for priority trail connections from Tri-State Trails
• 2016: 17 bike/ped projects valued at $191M
2015-2016

- Over 7.5 miles of multi-use trail built
- Over $5.7 million invested in construction
- Major regional corridors:
  - Little Miami Scenic Trail
  - Great Miami River Trail
  - Williamsburg-Batavia Hike/Bike Trail
  - Cincinnati Connects Urban Loop Trail
Growing the Cycling Culture

• 2010-2014
  – Cincinnati 3rd fastest growing city of bike commuting in United States
  – Ranked #31 for largest percentage of bike commuting

• 2016
  – Cincinnati ranked #36 in country for biking by Bicycling.com
2017 Trail Measurement Program

• Modeled off MORPC’s Impact of Trail Study
• Install trail counting mechanisms to begin to understand trail usage
• User intercept survey slated for 2017 to understand demographics of trail users
• Collection of data to leverage future investment in trails
Current Long Term Counting
Purple People Bridge - YTD

Daily Data

Weekly Profile

Hourly Profile during Weekdays

Hourly Profile during the Weekend
Key Figures

- Total Traffic for the Period Analyzed: 52,552
- Daily Average: 891
  Weekdays: 683 / Weekend days: 1,403
- Busiest Day of the Week: Saturday
- Busiest Days of the Period Analyzed:
  1. Saturday, February 18, 2017 (3,328)
  2. Sunday, February 19, 2017 (3,008)
  3. Saturday, January 21, 2017 (2,962)
- Distribution by Direction:
  - Channel 1 IN - SOUTH...: 53%
  - Channel 2 OUT - NORTH...: 47%
Key Figures

- Total Traffic for the Period Analyzed: 12,197
- Daily Average: 207
  - Weekdays: 140 / Weekend days: 372
- Busiest Day of the Week: Saturday
- Busiest Days of the Period Analyzed:
  1. Saturday, February 11, 2017 (800)
  2. Sunday, February 19, 2017 (739)
  3. Saturday, February 18, 2017 (709)
- Distribution by Direction:
  - Channel 1 IN - EAST: 55%
  - Channel 2 OUT - WEST...: 45%
Ohio River Trail - YTD
Trail Survey

- Age
- Income
- Education
- Race/ethnicity
- Health
- Trail related spending
April 8-9, 2017
MeetMeOutdoors.com/OpeningDayforTrails
Want to get involved?

• Next Quarterly Meeting: April 21, 2017
• Newly launched subcommittees:
  – Programming & Events
  – Diversity & Equity
  – Metrics & Data
  – Advocacy & Policy
  – Branding & Marketing
Calls to Action

1. Experience trails in a new way.
   – Hike, bike, walk, or run!

2. Try walking or riding your bike for errands within 1-3 miles of home or work.
   – How does it make you feel riding with traffic?

3. Try riding the bus for one day.
   – Does it work for your commute or daily routine?
Other Resources

- TriStateTrails.org
  - Find local trails for biking, hiking
  - Sign up for email updates

- CincinnatiConnects.org
2017 MARK YOUR CALENDAR!
International Trails Symposium
May 7-10, 2017
Dayton, Ohio

Bringing Family!
Outdoor Adventure Capital of the Midwest!

www.AmericanTrails.org/symposium
symposium@americantrails.org

Featuring the Professional TrailBuilders Association
Sustainable Trails Workshop and Outdoor Trade Show
THANK YOU!

Wade Johnston, AICP
Regional Trails Coordinator

wade@greenumbrella.org

Tri-State Trails is made possible by the generous support of Interact for Health.