



rails-to-trails
conservancy

Circuit Survey

2nd Year Results of

3 Year Program

Anya Saretzky
Liz Sewell
Tom Sexton

Four Survey Instruments

- Phone
- Trail-side
- Intercept
- Focus Groups



Phone Surveys

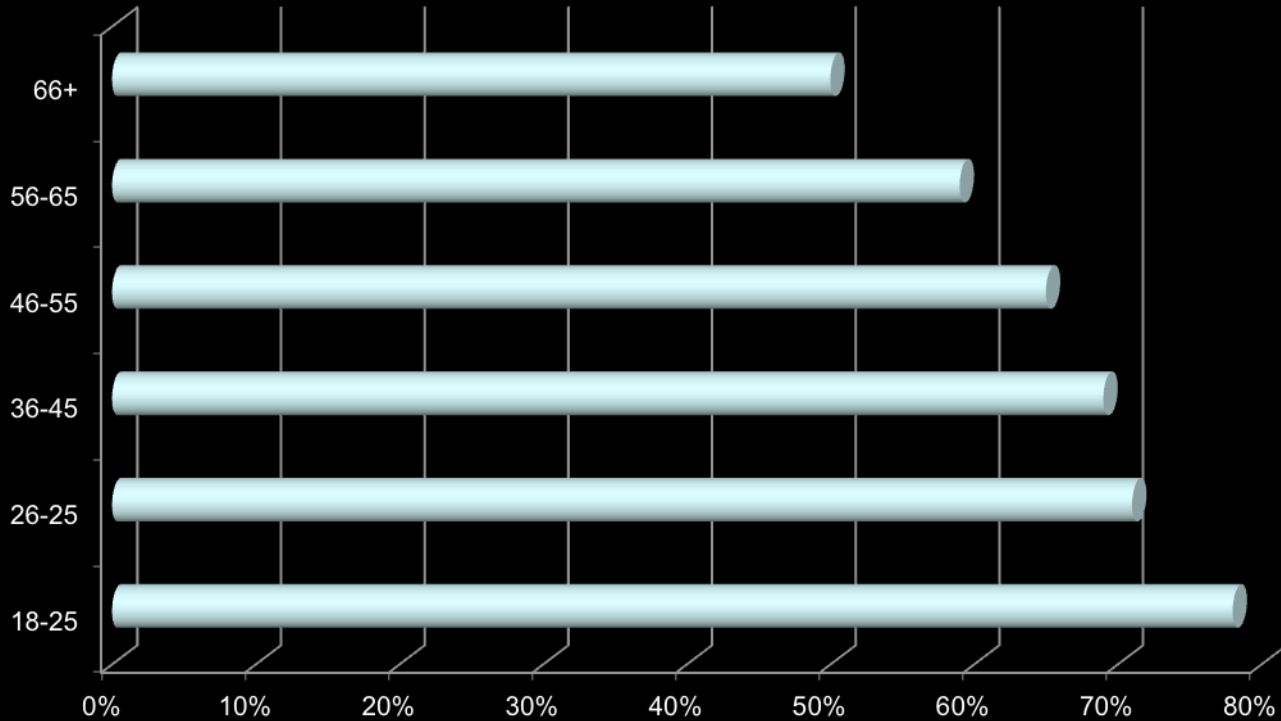
Phone Surveys

- 1,000 respondents
- 44% Current Trail Users
- 66% are unaware of the Circuit
- 77% of those aware of trails have HH income of \$50K+
- 78% of users think about quality of water and it's impact on their overall quality of life

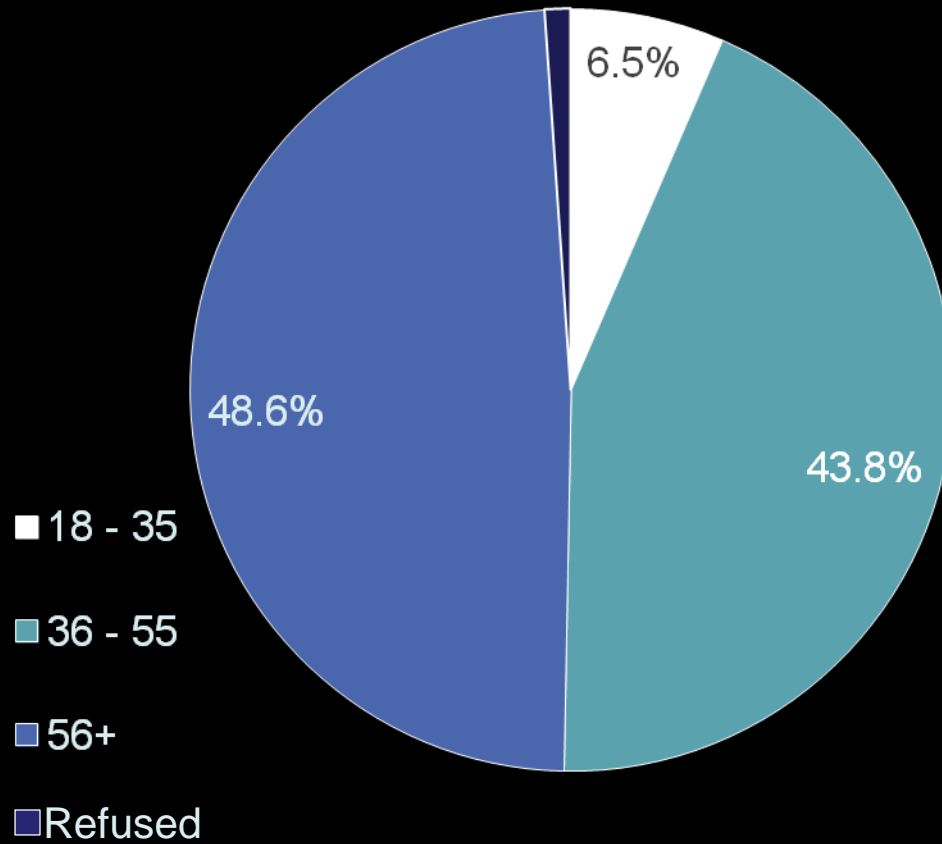


Phone Surveys

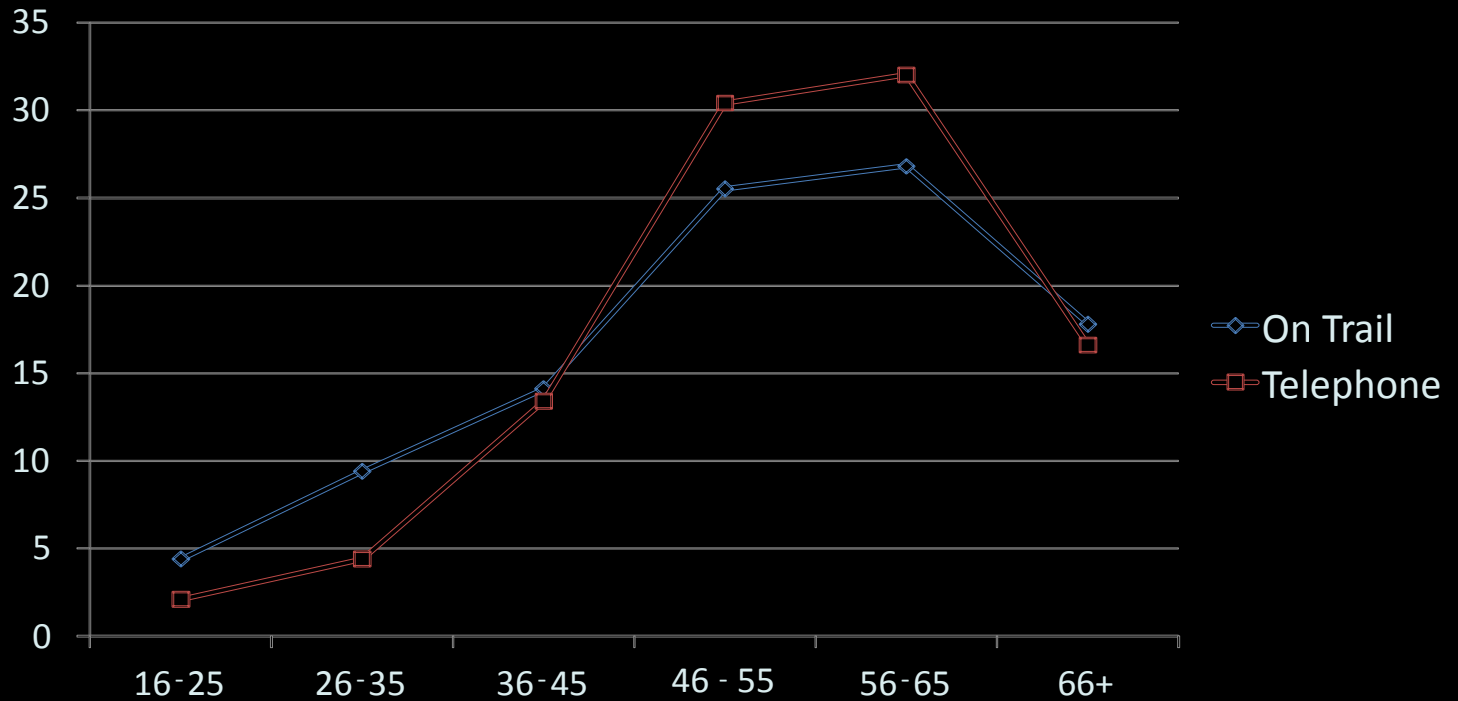
Trail Usage by Age Groups



Telephone - Age



Age Comparison On-Trail vs. Telephone



RTC Trail-Side Surveys



Year	Trail	State	Completed Surveys
2006	Pine Creek Rail Trail	PA	1,049
2008	Perkiomen Trail	PA	694
2009	Schuylkill River Trail	PA	1,223
2009	Blackwood Railroad Trail	NJ	114
2009	Monroe Twp Bike Path	NJ	335
2009	Merchantville Bike Path	NJ	188
2009	Ghost Town Trail	PA	441
2010	West Essex Trail	NJ	168
2010	Armstrong Trail	PA	296
2010	Morris County Trails	NJ	385
2010	Paulinskill Valley Trail	NJ	374
2011	Henry Hudson Trail	NJ	231
2011	Sussex Branch Trail	NJ	304
2011	Lebanon Valley Trail	PA	563
2012	D & L Trail	PA	862
2013	Erie to Pittsburgh Trail	PA	455
2014	3 Rivers Heritage Trail	PA	525
2014	Circuit Trails	PA & NJ	462
2015	Circuit Trails	PA & NJ	322
2015	Clarion - Little Toby R/T	PA	103

TOTAL

9,094

2015 Trail User Survey
You can take this survey online by going to this web address:
<https://www.surveymonkey.com/r/TrailSurvey2015>

94

Tell Us About the Trails You Use

1. Which trail did you use today? (please circle only one response)

Pennsylvania Trails

Schuylkill River Trail—John Bartram Trail Cross County Trail Doylestown Bike and Hike
East Branch Brandywine Trail Pennypack Trail Powerline Trail
Schuylkill River Trail (Thun Trail) Struble Trail

New Jersey Trails

Delaware River Heritage Trail (Bordentown) John N. Balis Bikeway Merchantville Bike Path
United States Avenue Trail

2. How did you find out about the trail? (circle all that apply)

Word of mouth Roadside signage Driving past Live nearby Newspaper Parks Department
Bike shop Tourists Bureau <http://connectthecircuit.org> www.explorePAtrails.com
www.trailink.com Other (specify) _____

3. Were you aware that these trails are parts of the Circuit? The Circuit is a developing currently consists of over 300 miles of trails but, when complete, will connect our region miles of multi-use trails. Yes No

4. If yes, how do you get information about the Circuit?

Please specify: Word of mouth

5. Do you ever use a Circuit Trail to access a waterway for other recreational purposes

Yes No

6. While on a Circuit Trail that runs adjacent to a waterway, do you ever think about the its impact on your enjoyment of the trail experience?

Yes No

7. While on a Circuit Trail that runs adjacent to a waterway, do you ever think about the its impact on your overall quality of life?

Yes No

8. In your opinion, the safety and security along the trail you used today is (circle one)

Excellent Good Fair Poor

9. In your opinion, the maintenance of the trail you used today is (circle one)

Excellent Good Fair Poor

Trail-Side Surveys



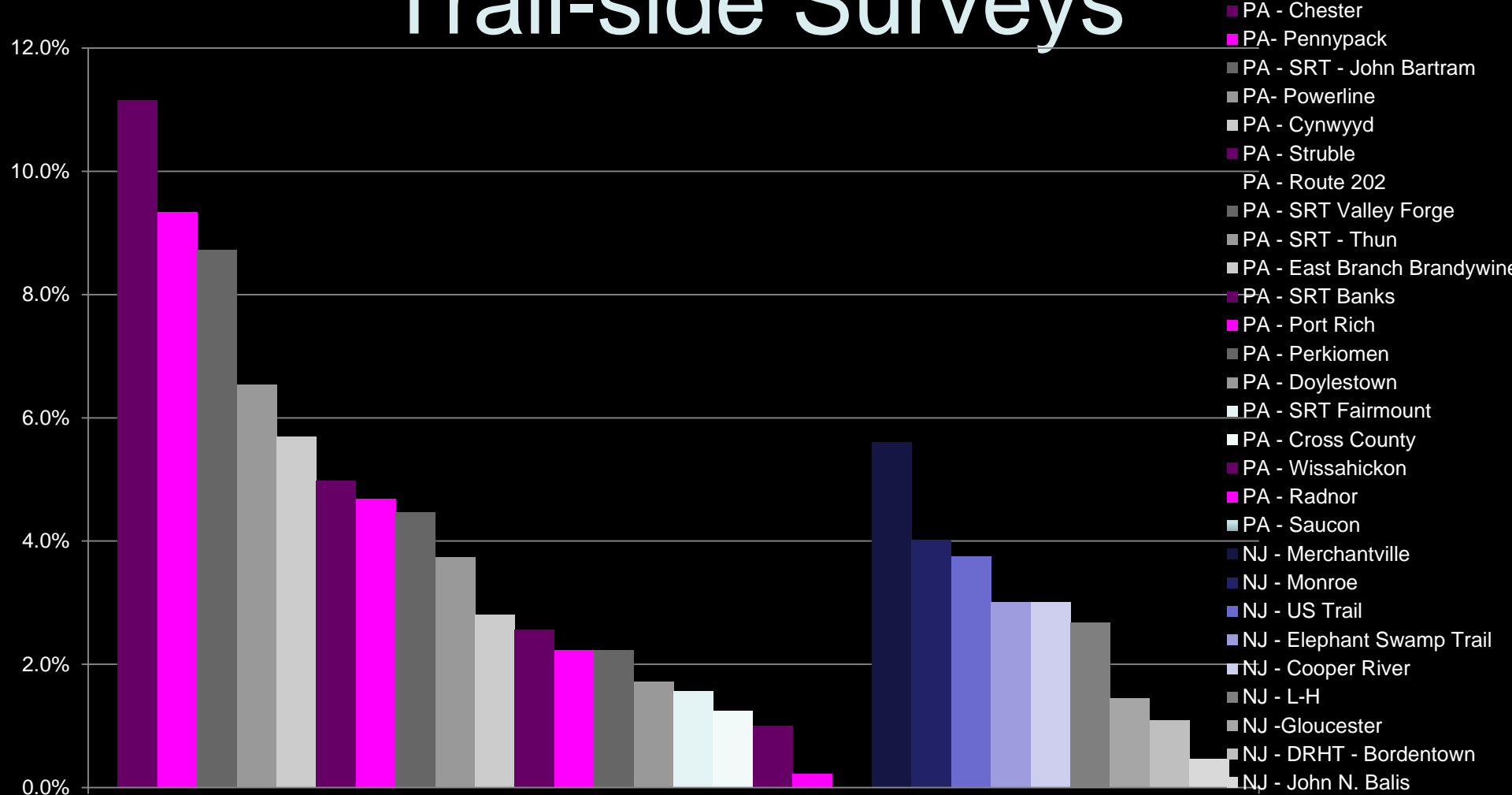
rails-to-trails
conservancy

Trail User Survey 2015

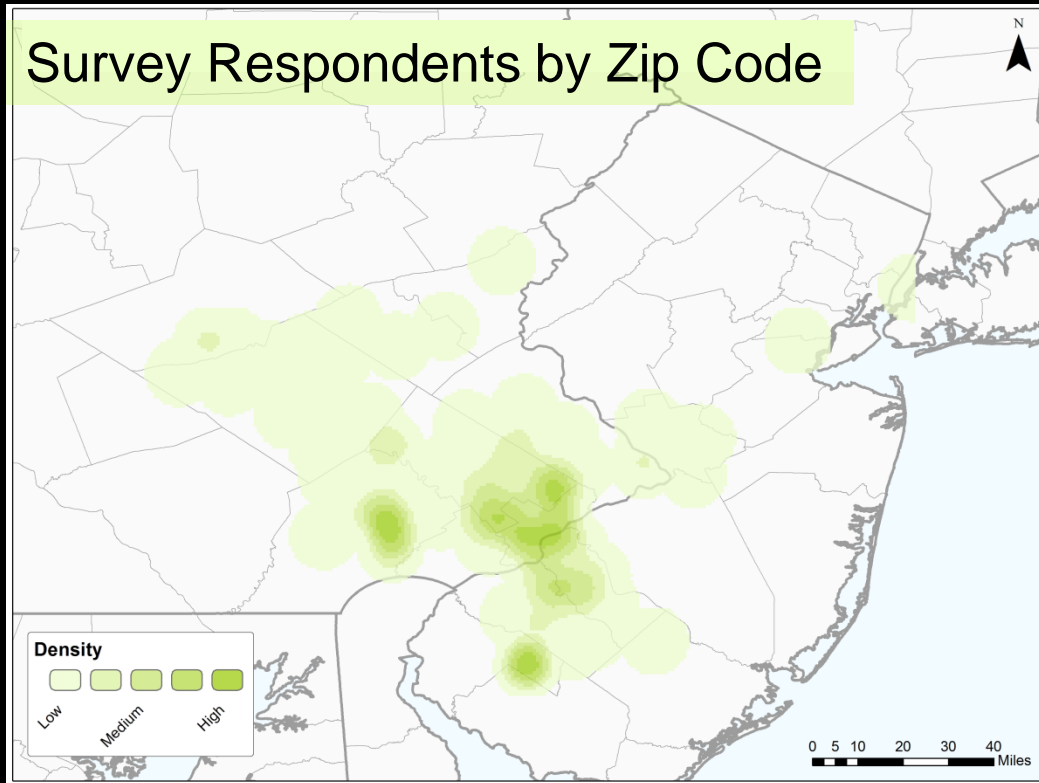
Take the Survey Online

<https://www.surveymonkey.com/r/TrailSurvey2015>

Trail-side Surveys

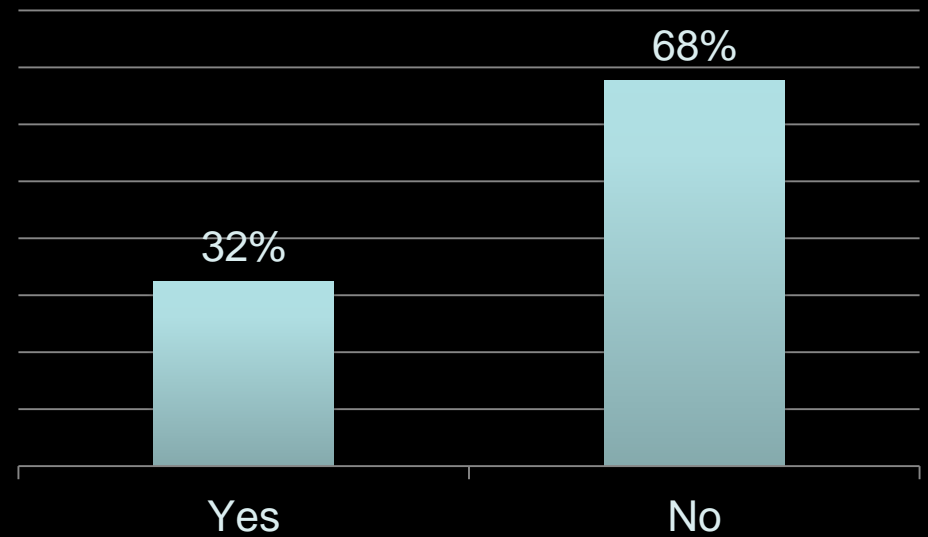


Typical Trail-side Respondent

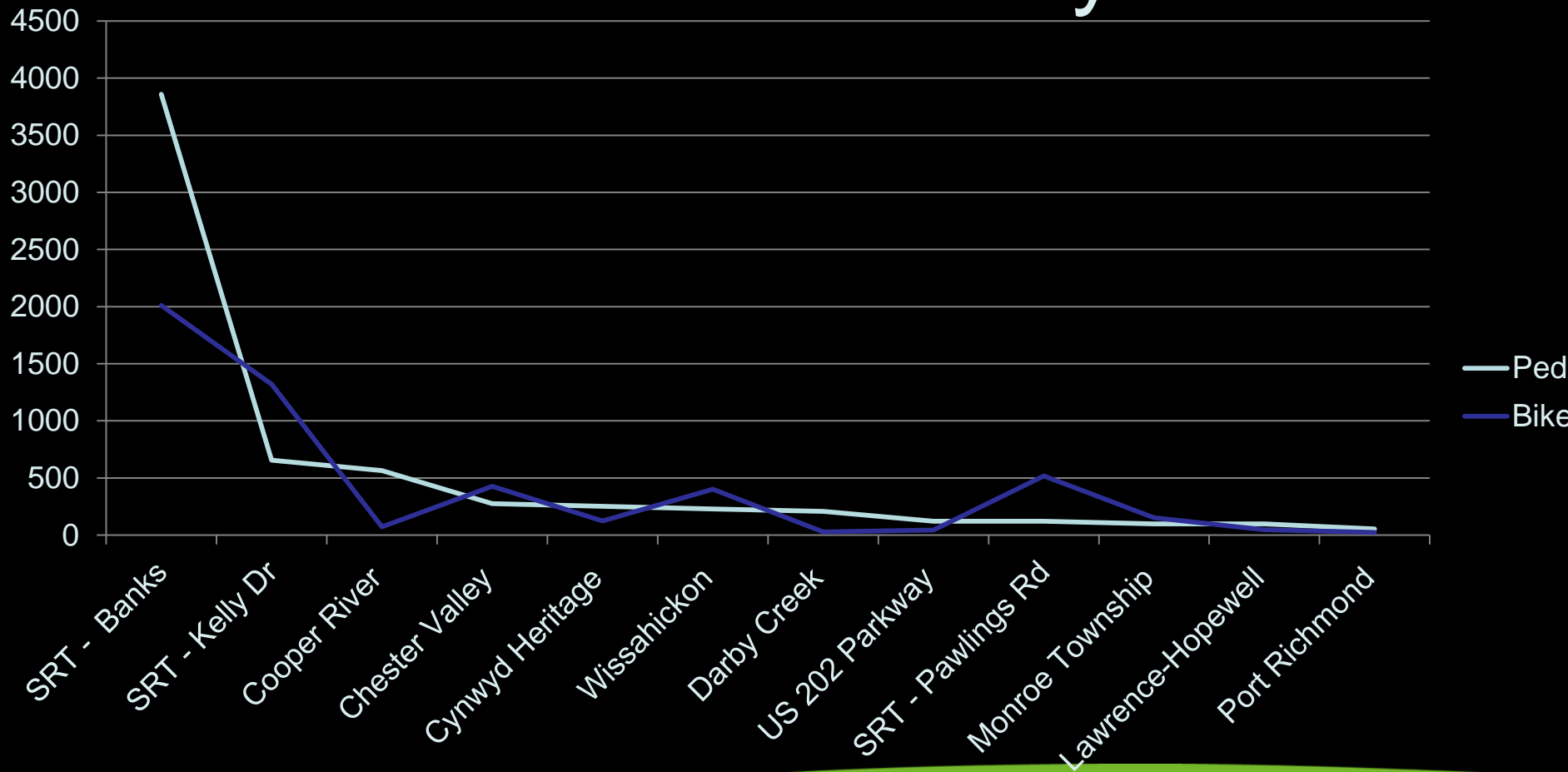


- Age 46 to 65
- 55% male
- Uses the trail more than 2x per week for recreation or health
- Spends between 30 minutes and 2 hours on the trail

Are you aware of The Circuit Trails?



DVRPC Trail Counts: 11,698 Passes Per Day



Economic Benefit of Circuit Trails

- **Hard Goods**



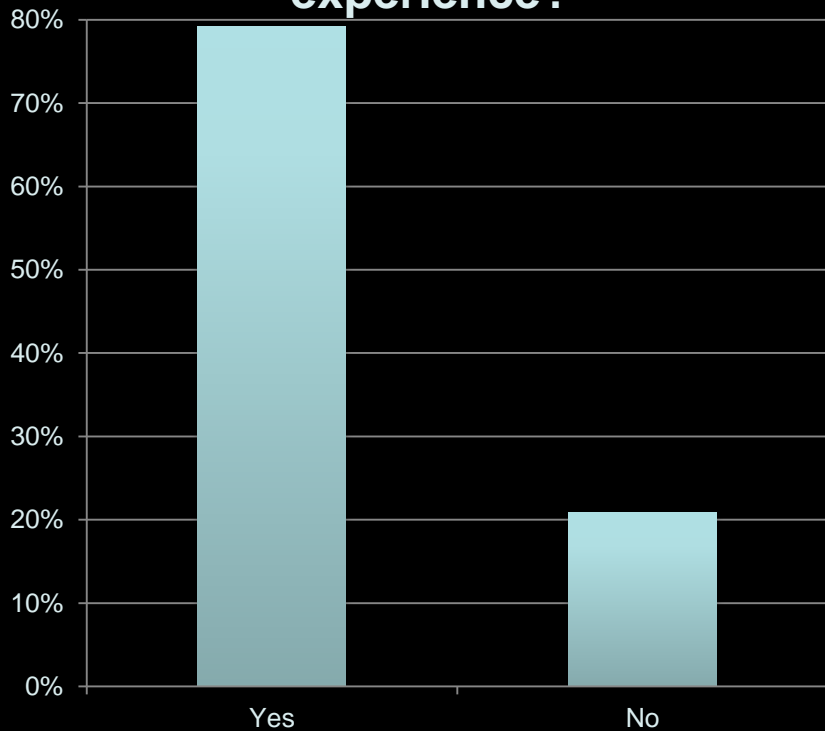
- **Consumables**



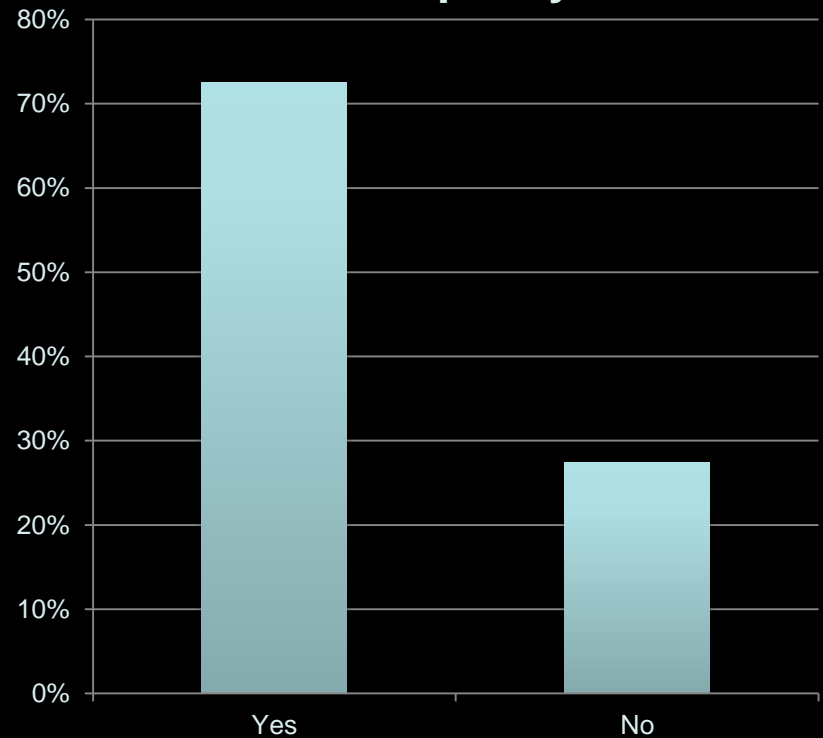
* Not for public use.

While on a Circuit Trail that runs adjacent to a waterway, do you ever think about the quality of the water and its impact on :

Your enjoyment of the trail experience?



Your overall quality of life?



Intercept Surveys (Beta)

- 50 Surveys
- Crafted outreach methods
- 78% willing to provide email address vs. 28% trail-side
- 39% could describe how their trail activity change their watershed behaviors



Why do you prefer this trail extension option?

“I would be able to help family that lives there ”

“It would give more options ”

“On-road route is a nightmare ”

“More potential to do good for the whole city ”

“Staying on trail is preferable ”



Focus Groups

- Youth
- Young Adults
- Watershed

What's next?

- Create a more sophisticated survey instrument
- Concentrate on trail gaps
- Engage you!

