City of Ankeny

Bicycle Tourism Plan

May 2019

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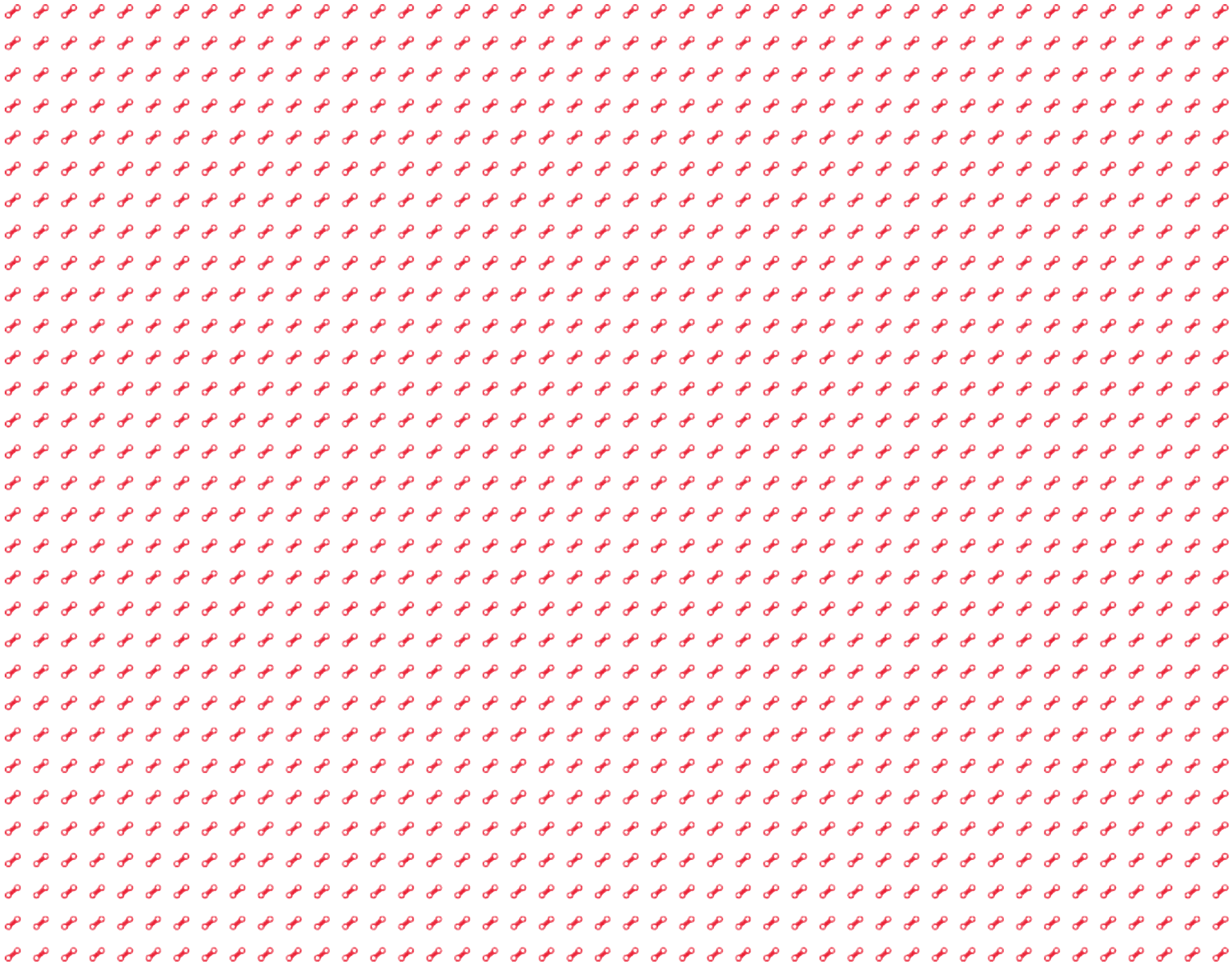


SECTION 1

Introduction

An overview of the Ankeny Bicycle Tourism Plan and stage setting information.

PROJECT OVERVIEW

The City of Ankeny's investment in its local trail network has resulted in an impressive network of nearly 80 miles of local and regional trails. The network will expand as the city completes projects in the planning pipeline. Besides trail investment within the city limits, Ankeny is a partner in developing regional connections through the Central Iowa Trails Network (CITN).

The most popular segment of the CITN is the High Trestle Trail (HTT) and High Trestle Bridge - over 250,000 annual visitors travel along the HTT. Uptown Ankeny is home to the HTT's southern terminus. Despite HTT popularity and the local trail network, Ankeny has yet to capitalize on its potential to capture trail tourists.

The City of Ankeny's Economic Development Department started the Bicycle Tourism and Economic Development Strategies planning effort in spring 2018. The overall goal of the effort is to identify implementable strategies that will bolster local economic activity through bicycle tourism. Ankeny's Bicycle Tourism Plan outlines the strategies Ankeny can carry out over the next eight years to place Ankeny on the map of every bicycle tourist's list of places to visit.

PROJECT GOALS

1. Identify strategies to leverage the city of Ankeny's trail investment.
2. Identify strategies to promote Ankeny as a destination for bicycling.
3. Capture the City of Ankeny's strengths, weaknesses, opportunities and threats as they relate to Ankeny's position as a trail town.
4. Identify the characteristics of trail users.
5. Identify the primary and secondary markets for business development and marketing efforts.
6. Long range goal: increase the number of "heads in beds" and increase local trail-oriented business revenue and development.

Ankeny Trail Network

Located in Polk County, Iowa in the Des Moines metropolitan area, the City of Ankeny is a fast-growing city. The US Census Bureau named Ankeny the fourth-fastest growing Large City and Town in the US.[1] Ankeny grew by 6.4 percent to 62,416 residents in a twelve-month period (June 2016 - July 2017).

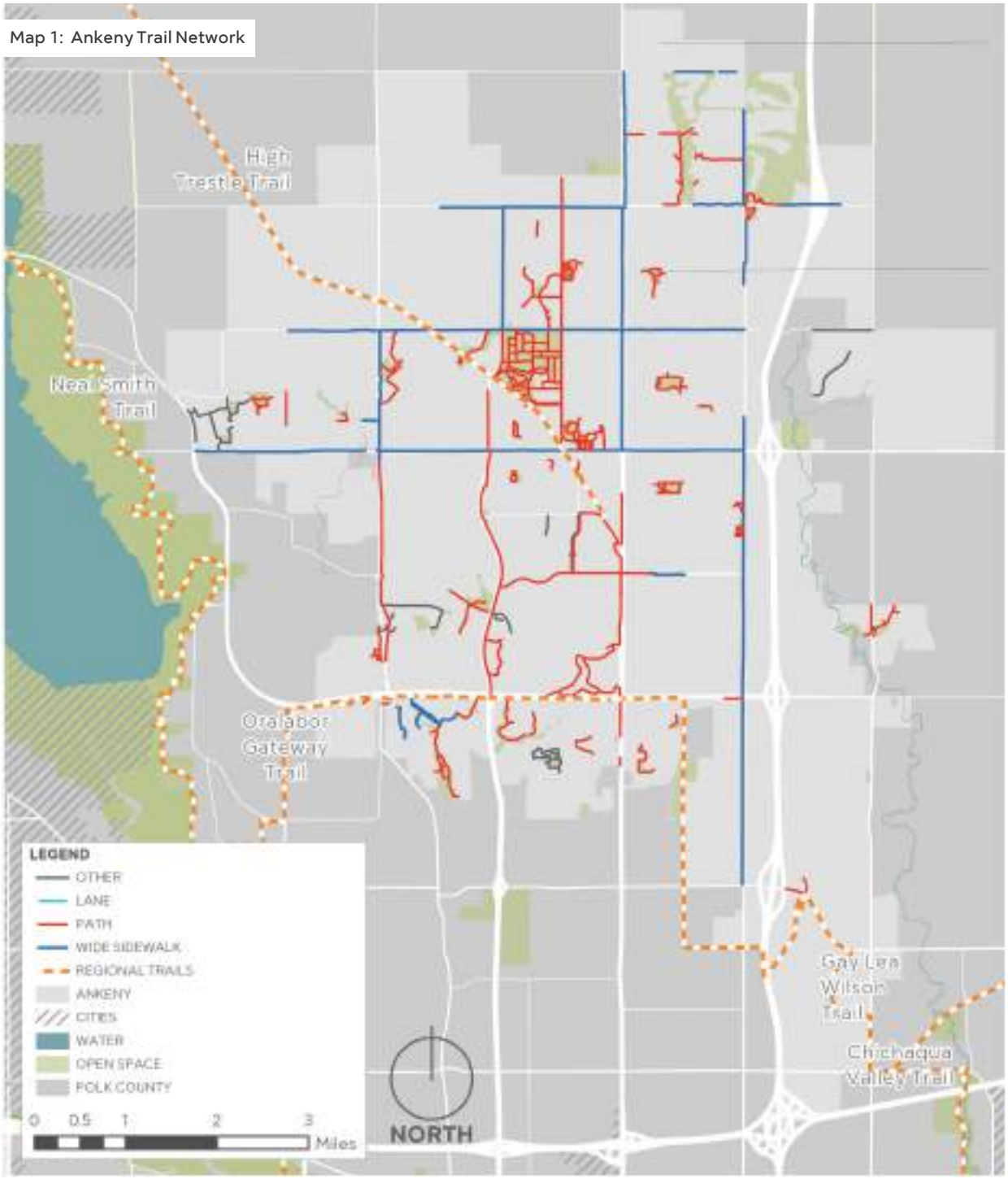
Ankeny is unusual in the Des Moines area because it does not share a boundary with any other municipality. Geographically unconstrained, the city has sustained growth through agricultural to residential and commercial land conversion.

As Ankeny has grown in land area and in population, it has expanded its trail network through City investment, help from regional partners, and private partner investment. The effect of the investment is a nearly 80-mile network of trails, comprised of paths of varying widths, wide sidewalks, and one on-road bike path marked with share the road markings (sharrows).

Table 1: Ankeny Trail Network

TYPE	MILES
Other	5.73
Path	48.35
Wide Sidewalk	24.66
TOTAL	**78.74**

Map 1: Ankeny Trail Network



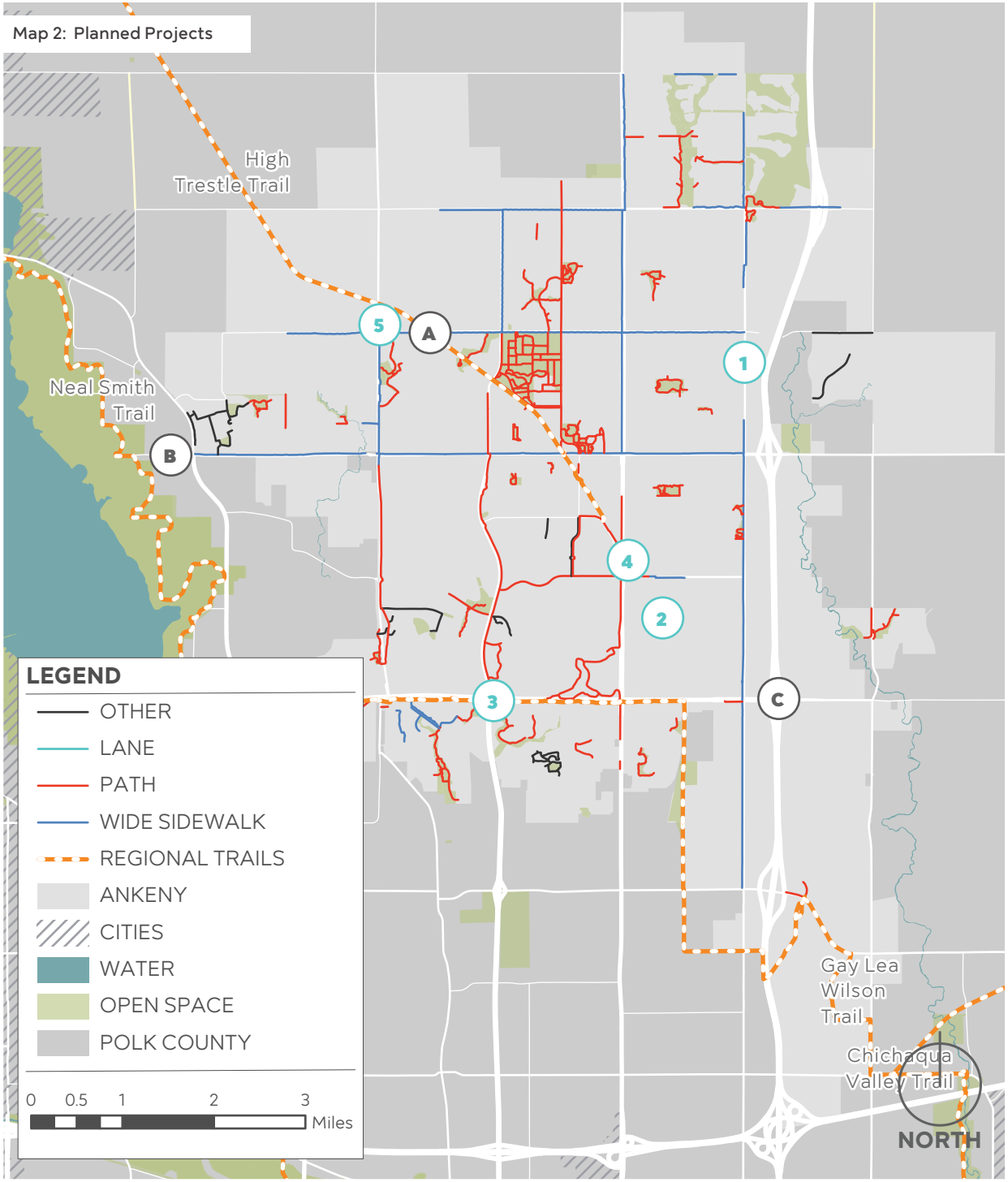
Planned & Recommended Projects

Ankeny has projects in the planning pipeline (Items 1-5 on Map 2 and Map Set 1) and this plan identifies new projects (Items A-C on Map 2 and Map Set 1).

PLANNED PROJECTS

Building on the strength of the existing trail network, the City of Ankeny has five trail projects in the planning pipeline:

1. NE Delaware Ave Trail Connection, NE 18TH St to NE 22ND St (along west side of NE Delaware Ave). The City of Ankeny's Capital Improvement Plan (CIP) includes this project. A portion of the project is complete. The remaining work will be completed in Spring 2019.
2. High Trestle Trail Extension and S. Ankeny Road Underpass, from SW Ordnance Road to SE Oralabor Road. The CIP includes the Extension. The City expects to begin the project in 2019.
3. SW Oralabor Road and SW State Street Regional Trail Overpass Bridge.
4. SW Oralabor Road and Ankeny Boulevard Regional Trail Underpass. The City's contract engineering firm provided conceptual designs for the underpass in Fall 2018.
5. High Trestle Trail Trailhead and Parking Lot on NW Irvindale Drive, north of NW 18TH Street. Included in Ankeny's CIP, construction will begin in 2020.



RECOMMENDED PROJECTS

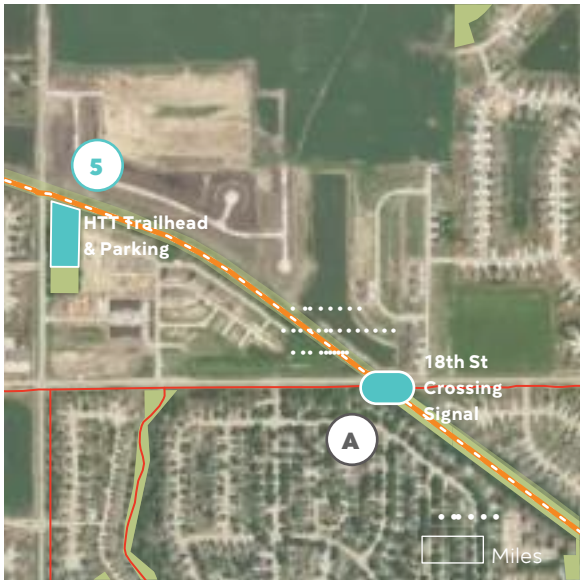
Based on intercept surveys, stakeholder interviews, and field observations, the consulting team recommends three new infrastructure projects. Additional information is available in the Action Items section.

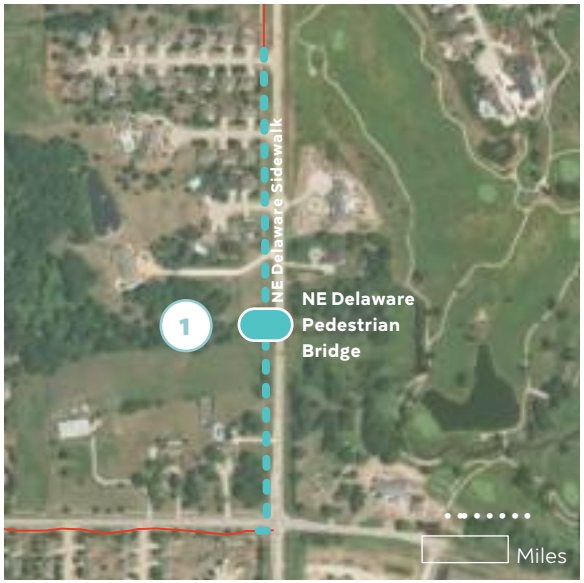
A. Install a crossing signal when trails cross wide, high volume streets, such as 18TH Street and the HTT, similar the 1ST Street HAWK signal connecting AMP to the water tower parking lot.

B. A regional (out of city) trail project to connect the Neal Smith Trail, somewhere near 1ST Street and NW Polk City Drive.

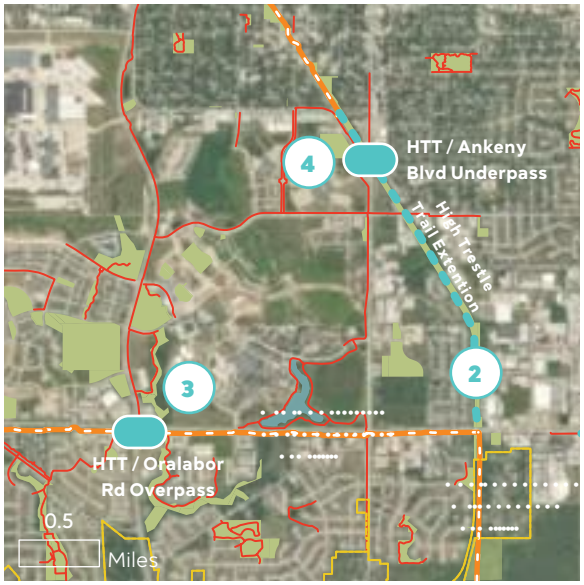
C. A solution to cross I-35 along SE Oralabor Drive to provides access to the cluster of hotels east of the interstate.

Map Set 1: Planned and Recommended Projects





According to email correspondence with the US Army Corps of Engineers, Saylorville's four campgrounds had 9,771 in-state reservations and 37,843 visitors and 1,418 out-of-state reservations with 3,976 visitors during Federal Fiscal Year 2014. In that same year, over 1,660,053 people visited one or more Saylorville facility (including campgrounds). A trail linking the Neal Smith Trail near Cherry Glen Campground is the most direct pathway to connect Saylorville visitors to Ankeny.



The quadrant east of I-35 and north of Oralabor contains eight hotels. According to Polk County Assessor records, there are 602 rooms in the eight hotels. Inadequate bicycle access to the hotels will hinder Ankeny's tourism development efforts.

Central Iowa Trails Network

The Central Iowa Trails Network (CITN) is a "700-plus mile system of multi-use trails [that] links 11 counties in central Iowa, connecting many communities to each other, the coast-to-coast American Discovery Trail, and to central Des Moines."[2] CITN's network contains local trails, on-street bikeways, nature (natural surface) trails, sidewalks, and regional trails. Counties, municipalities, and other organizations manage the trails. The Network's signature regional trails, such as the High Trestle and Raccoon River Valley trails are the skeleton of the overall network.

The Ankeny Bicycle Tourism Plan's primary focus is the city's connection to the regional trail network and how Ankeny can tap into the latent bicycle tourism and economic development potential.

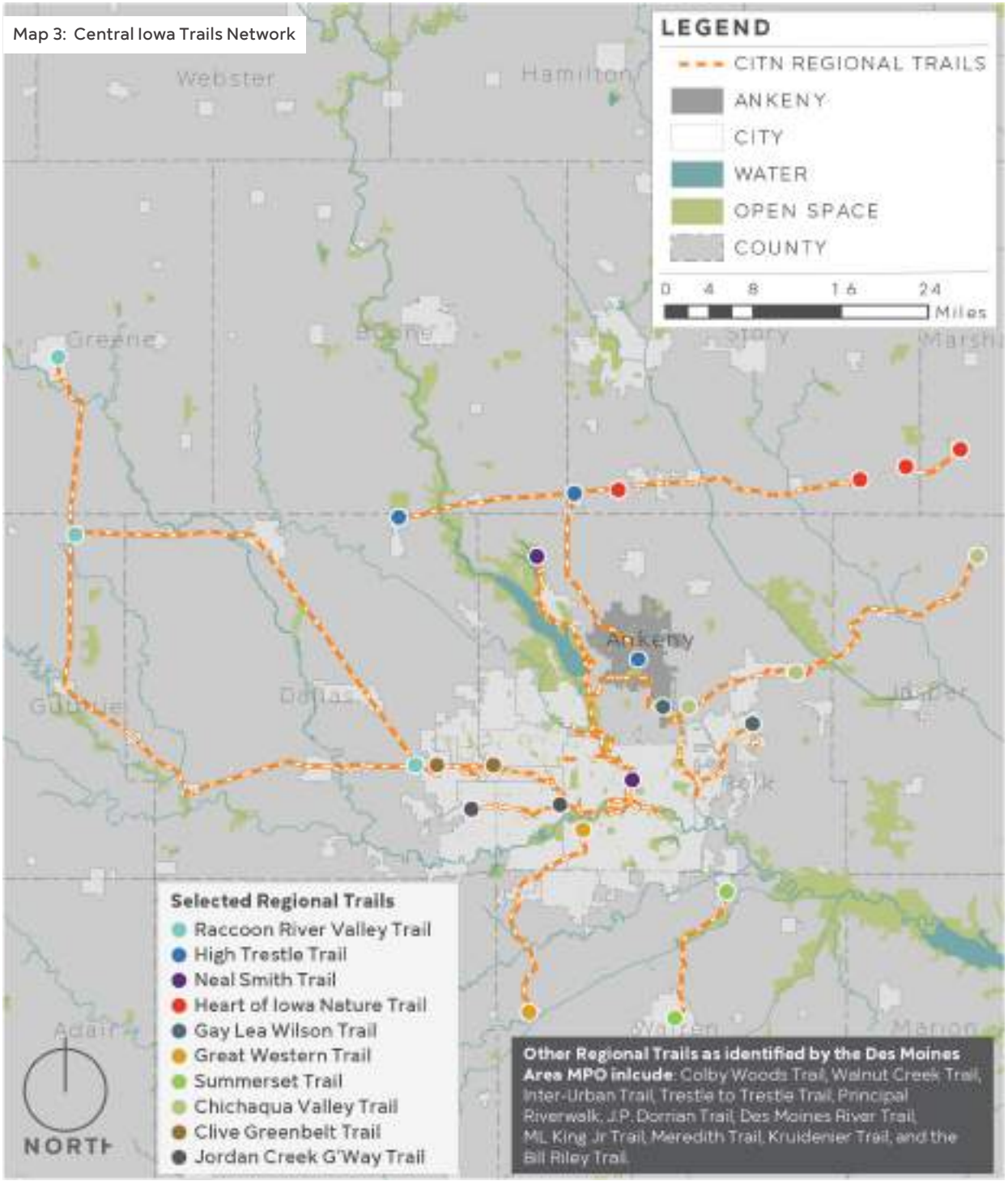
CITN INFORMATION

Information about and promotion of the CITN is fragmented. Iowa Natural Heritage Foundation's *Iowa by Trail* online tool and mobile app provides a comprehensive description of trails across Iowa. The *Des Moines Area MPO's Trail Map* catalogs the CITN. Bike Iowa's *Trails* section and the Iowa Bicycle Coalition's *Iowa Bike Routes* websites both provide trail descriptions and ride opportunities.

TRAIL LINKS

Iowa by Trail: iowabytrail.com
Central Iowa Trails Map: bit.ly/2JOrXYh
Bike Iowa Trails: bikeiowa.com/trails
Iowa Bike Routes: iowabikeroutes.com

Map 3: Central Iowa Trails Network

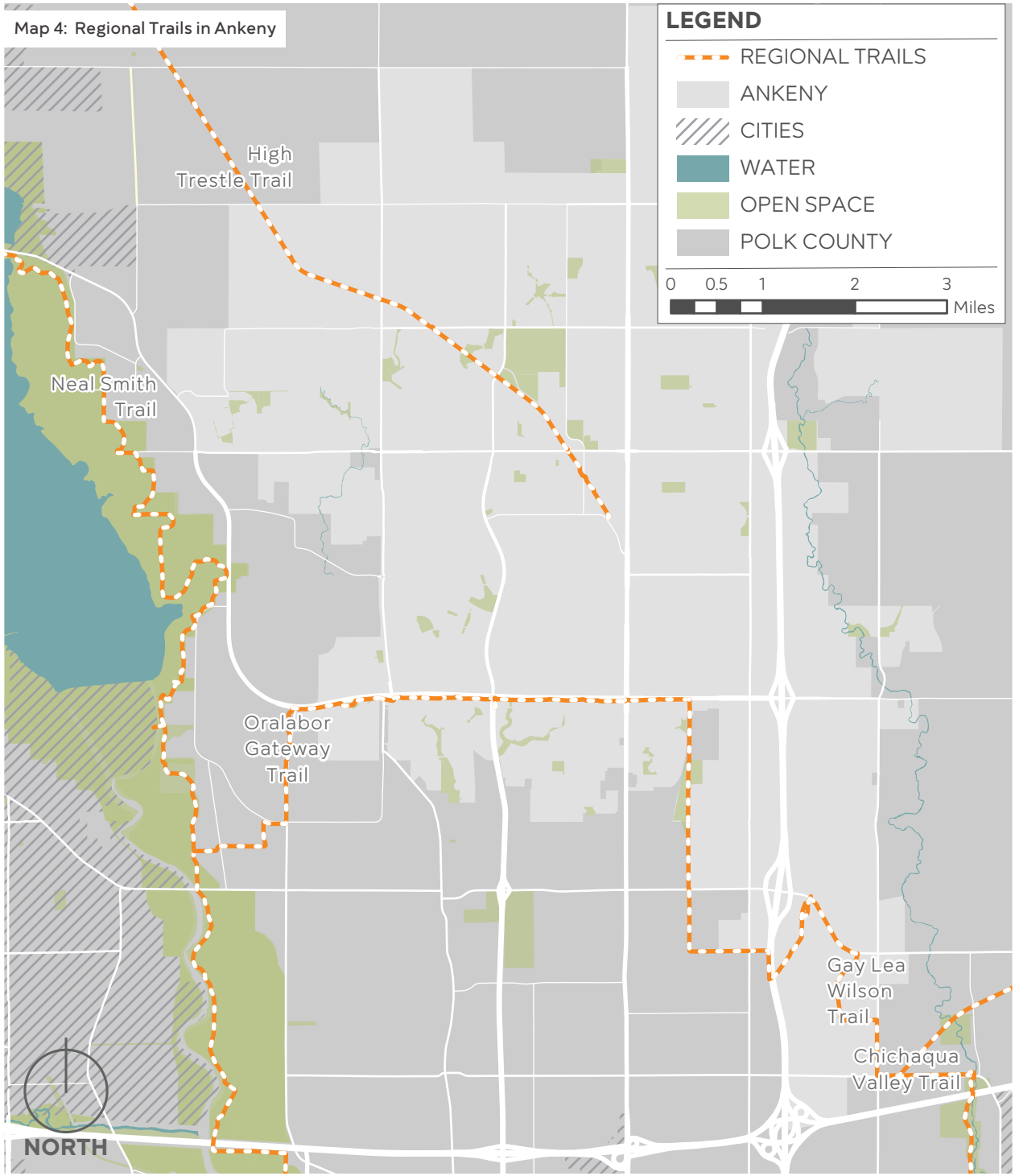


Regional Trails in Ankeny

Approximately twelve miles of the Central Iowa Trails Network is within, or near to, Ankeny's city limits. With direct connections to the High Trestle, Gay Lea Wilson, Chichaqua Valley, and Neal Smith trails, Ankeny has the second highest regional trail access points of any city in the Metro. Only Des Moines has more.

Trail projects in various planning stages will strengthen Ankeny's position as a regional trail hub. From the Ankeny Market Pavilion (AMP), bicyclists will have access to an extensive network of loop rides.

- The City of Ankeny plans to complete the 1.65 mile HTT extension that will link bicyclists to regional trail routes south, west, and east of Ankeny's HTT Trailhead (AMP).
- The Raccoon River Valley Trail (RRVT) Connector will close the nine mile gap between Perry and Woodward, creating continuous trail loops ranging from 125 to 142 miles (the RRVT has an inner and outer loop option). The RRVT Association completed 1.5 miles of the connector in October 2018.[3] RRVT planners do not have a definitive timeline to complete the remaining 7.5 miles.
- One recommendation from the Ankeny Bicycle Tourism Plan is a Neal Smith Connector Trail near NW 1ST Street in Ankeny. A connector in this area will provide new loop routes.



Map 4: Regional Trails in Ankeny

Bicycling Builds Business

ECONOMIC IMPACT OF TRAILS & BICYCLING

Reports from states, regions, and individual communities document the positive economic benefit of trails and bicycling on local economies. Three studies from Iowa, summarized in Figure 2, document the economic impact bicycling and trails in the state. While the range and type of impact varies by study, the take-away is that trails and bicycling have a positive economic impact on the state's economy.

Iowa Economic Impact Studies[5]

HIGH TRESTLE TRAIL VALUATION & ECONOMIC IMPACT (2017)

$7,968,100 Annual Economic Impact from High Trestle Trail Users

ECONOMIC & HEALTH BENEFITS OF BICYCLING IN IOWA (2011)

$51,695,317 Annual Economic Impact from Bicycle Commuters

$364,864,202 Annual Economic Impact from Recreation Riders*

**The travel and tourism industry has long known that overnight visitors spend more per day of travel compared to day visitors. The difference in this impact figure compared to bicycle commuters is a good illustration of this trend.*

$17,852,565 Annual Sales from Bicycle Shops

ECONOMIC VALUE OF OUTDOOR RECREATION IN IOWA (2012) & IOWA STATE UNIVERSITY RECREATION IMPACT STUDY (2007)

$22,128,915 Annual Economic Impact from Trails (2012)

$5,317,896 Annual Economic Impact from Trails (2007)

***ISU completed the 2007 prior to High Trestle Trail & Bridge completion. According to the 2012 report, Iowa trails saw an estimated 1.8 million visits in 2011, an approximate 28% increase in usage since 2007. 2007 dollars adjusted to 2011 dollars.*

= Approximately $6 million

Figure 2: Iowa Economic Impact Summaries

BICYCLING MEANS BUSINESS

Bicycling (not just on trails) is good for business. A wide variety of studies document the connection between bicycle infrastructure investment and a positive economic impact. The Endnotes contain links to selected studies. Highlights from research presented by the Adventure Cycling Association, League of American Bicyclists, and the Bicycle Coalition of Philadelphia show:[4]

- People who ride bikes buy bikes and bike stuff.
- Bicycling creates jobs when bicyclists support businesses. Bike-accessible business districts benefit by catering to these customers.
- Non-bicyclists spend more per visit to an establishment, but bicyclists have a higher number of repeat visits.
- Employees who bicycle save businesses money on health insurance costs and increased productivity.
- Bicycle parking is more affordable and a more efficient use of space than car parking.
- Bicycle-friendly cities and communities are attracting young people, which are attracting businesses.
- Bicyclists are serious shoppers. They shop local and return to business often.
- Accommodating bicycles reduces crashes for bicyclists, pedestrians, and motor vehicle drivers.

Bicycling Means Business can show up in many ways: in a bicycle-based business like Kyle's Bikes, a bicycling culture hub like Firetrucker Brewery, or leaving small clues that bicyclists are welcome as seen in Uptown Food & Beverage and Porch Light Coffee.

Bicycle Tourism & the Bicycle Tourist

Bicycle tourism, particularly in the United States, is without a clear definition. Is it bicycle tourism when a rider travels for a paid charity ride or cyclocross race? When a rider from Des Moines drives to Ankeny to ride the High Trestle Trail? Or is it only when a rider makes an overnight stop on her way from Portland, Maine to Portland, Oregon?

Using the bicycle tourism definition developed by *The Path Less Pedaled*, each of these scenarios equals bicycle tourism.

"Bicycle Tourism is any travel-related activity, for the purpose of pleasure, which incorporates a bicycle." - Path Less Pedaled

A bicycle tourist is the person engaged in a travel-related activity that occurs with or on their bike. The following image set outlines the general types and characteristics of bicycle tourists.

While this report is about bicycle tourists, local leaders should not overlook the positive effect Ankeny's local bicycling community and area bicycle commuters have on the economy.

BICYCLE TRAVEL TOURIST

Table 2: Types of Bicycle Tourists

Rail Trails are a popular distance touring option for many bicyclists. Source: Friction Shift

Bicycle Tourist	
Description	Riders on self- or tour-company organized multi-day bicycle tours. Rides range from short bike overnights to multi- week cross county tours.
Ideal Ride Experience	Rails Trails, low stress on-road routes, scenic routes, experiences along the way.
Common Lodging Choices	Campsites (with water and bathrooms), hotels, vacation rentals, Warmshowers* hosts, friends or family.
Business Opportunity	Bicycle tour company, bicycle rental, shuttle service, lodging, food and beverage, bicycle shop, retail essentials.
Infrastructure Needs	Online resources with routes, wayfinding, signature routes.
Ankeny Strengths	Trail network, multiple route options, gravel road access, regional hub for services and hotels.

*Warmshowers.org is an online community connecting bicycle tourist to welcoming hosts.

BICYCLE EVENT TOURIST

Pigtails, starting its third year in 2019, is a women's focused bicycling event that begins in Ankeny's Prairie Trail. Source: Brooks Reynolds

Bicycle Event Tourist	
Description	Riders participating in organized events, generally require an event fee, offer on-road support, and are often paired with a charity. Category includes cyclocross, MTB, gravel and other types of paid races.
Ideal Ride Experience	Well organized route/event, easy access (by bike or car) to start point, places welcoming to "swarms of cyclists".
Common Lodging Choices	Hotels, vacation rentals. Camping not as popular, but is a choice for some.
Business Opportunity	Pop-up bicycle stores at event start, lodging, food and beverage, bicycle shop, retail essentials.
Infrastructure Needs	Clear event permit process, emergency services, agency coordination.
Ankeny Strengths	Trail network, multiple route options, gravel road access, hub for services and hotels.

DESTINATION TOURIST

Destination tourists visit the region to ride on and document their experience on the very popular High Trestle Bridge. Source: Debi Strong

Destination Tourist	
Description	Riders that set out for a specific destination or experience. Similar to bicycle travel tourist, but more likely to be on a day trip.
Ideal Ride Experience	Rail Trails, low stress on-road routes, scenic routes, experiences along the way. Interaction at or with the destination (the Instagram moment).
Common Lodging Choices	Campsites (with water and bathrooms), hotels, vacation rentals, Warmshowers hosts, friends or family.
Business Opportunity	Bicycle tour company, bicycle rental, shuttle service, lodging, food and beverage, bicycle shop, retail essentials.
Infrastructure Needs	Online resources with routes, wayfinding, signature routes. May need bus transit or access to airport.
Ankeny Strengths	Proximity to HTT, hub for services and hotels.

DAY RIDE / URBAN TOURIST

The Women of Achievement bicycle and pedestrian bridge is an popular destination for urban cyclists in Des Moines. Source: Friction Shift

Day Ride / Urban Tourist	
Description	Riders that want to experience an urban area from a bicycle vantage point.
Ideal Ride Experience	On-road bicycle facilities and trails, in-town destinations, public art and murals, non-racer community rides.
Common Lodging Choices	Hotels, vacation rentals, Warmshowers hosts, friends or family.
Business Opportunity	Bicycle tour company, bicycle rental or community bike share, lodging, food and beverage, bicycle shop, retail essentials.
Infrastructure Needs	On-road infrastructure, information kiosks and wayfinding, secure bike parking.
Ankeny Strengths	Best of both worlds riding - rural experience one day, urban the next.

MOUNTAIN / GRAVEL BIKE TOURIST

The Spotted Horse Gravel Ultra is one of the growing number of Iowa's gravel ride events. Source: Eric Roccasecca

Mountain / Gravel Bike Experience	
Description	Riders looking for a challenging ride or a car-free / fewer cars route. Dirt road routes and mountain bike trails can be a destination. Routes range from half-day to multi-day rides.
Ideal Ride Experience	A network of dirt roads or trails. For trails, enough variety to make the destination worth the trip (10+ mile of trail).
Common Lodging Choices	Campsites (with water and bathrooms), hotels, vacation rentals, Warmshowers hosts, friends or family.
Business Opportunity	Bicycle tour company, bicycle rental, lodging, food and beverage, bicycle shop, retail essentials.
Infrastructure Needs	Trailhead or identified parking, online resource, printed trail maps.
Ankeny Strengths	Abundant network of dirt roads. MTB trails accessible to a variety of skill levels.

Trail City Ingredients

The Great Allegheny Passage (GAP) Trail is a 150 mile trail linking Cumberland, MD to Pittsburgh, PA. Progress Fund partnered with the Allegheny Trail Alliance to develop *The Tail Town Program (TTP).*[6] TTP provides a set of tools and financing options to help GAP towns attract trail users. While GAP and TTP's focus is on smaller towns, the fundamentals of the TTP model apply to Ankeny's effort to raise its profile as a destination trail city.

The recommendations in Ankeny's Bicycle Tourism Plan connect to one or more element of a successful trail town.

The GAP based tour company, Golden Triangle Bike, developed its business by catering to GAP tourists.
Source: Golden Triangle Bike

Table 3: Trail Town Elements of Success

GAP TRAIL TOWN PROGRAM - ELEMENTS OF SUCCESS		
	PARTNERSHIPS Link with resources to power your Trail Town	In community, Along trail, Beyond trail
	ASSESSMENT & RESEARCH View through visitor's eyes	Community assessment, Visitor research, Action plan
	CONNECTING TOWN TO TRAIL Add inviting touches that draw riders to town	Basic amenities, Key improvements, Bike racks, Signage, Welcome center, Public art
	DEVELOPMENT Create an experience to explore and share about	Food & drink, Lodging, Things to do Services, Grow business district, Real estate development, Financing
	MARKETING Bring riders to your trail from far and wide	Branding, Print materials, Digital promotion, Outreach

GREAT ALLEGHENY PASSAGE TRAIL TOWN PROGRAM IMPACT HIGHLIGHTS

CREATES economic growth. The Great Allegheny Passage has an annual $50 million economic impact, leaping from 25% of the local income to 40% in a six-year span.

GROWS local business and creates jobs. In its pioneering ten years, the Trail Town Program netted 65 new businesses and 270 jobs, while growing revenues of even more local merchants.

COMPOUNDS the trail's economic potential. A trail town turns a simple path into a long-term destination. Overnight trips can generate more than six times the revenue per day, and trips span more days.

IMPROVES infrastructure in rural areas. It opens doors to new ventures and opportunities, which enriches a community's options (and boosts local pride!).

PROTECTS the trails and surrounding nature: Preservation funds are notoriously hard to find, but a community that's benefiting from the trail will invest in preservation.

Bicycle Tourism Plan Process

Working with City's project team, the consulting team, and stakeholders the project consisted of four phases:

PHASE ONE: WHAT IS?
ESTABLISH EXISTING CONDITIONS

The "What Is?" phase of the project investigated existing conditions, data, and plans. The findings from this phase shaped the work in phases two through four.

PHASE TWO: WHO IS?
IDENTIFY TRAIL USERS & MARKET

The "Who Is?" phase identified trail user characteristics and market area dynamics. Combined, the user profile and market analysis set the foundation for the recommendations developed in phase three.

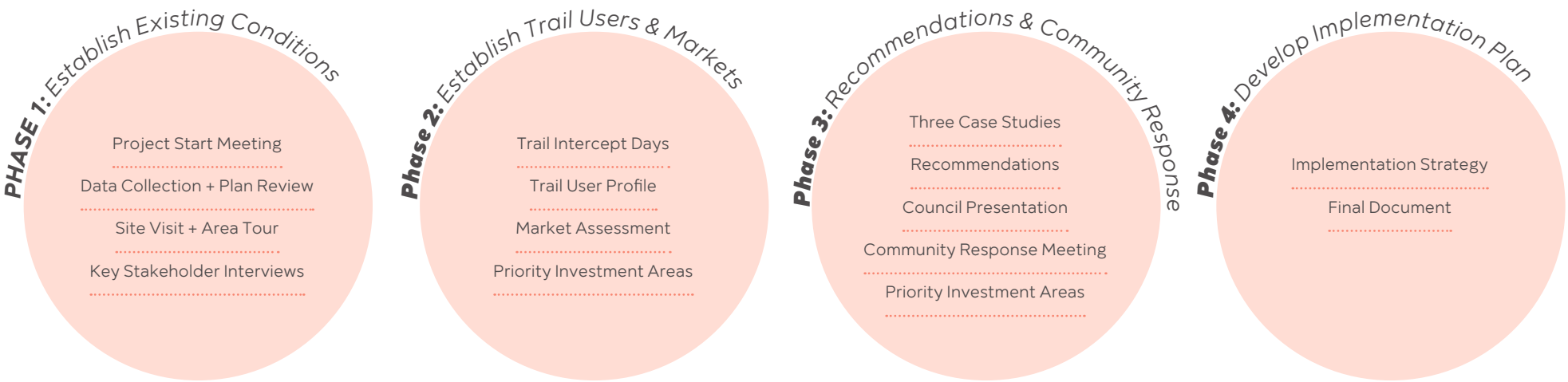
PHASE THREE: WHAT CAN BE?
RECOMMENDATIONS & RESPONSE

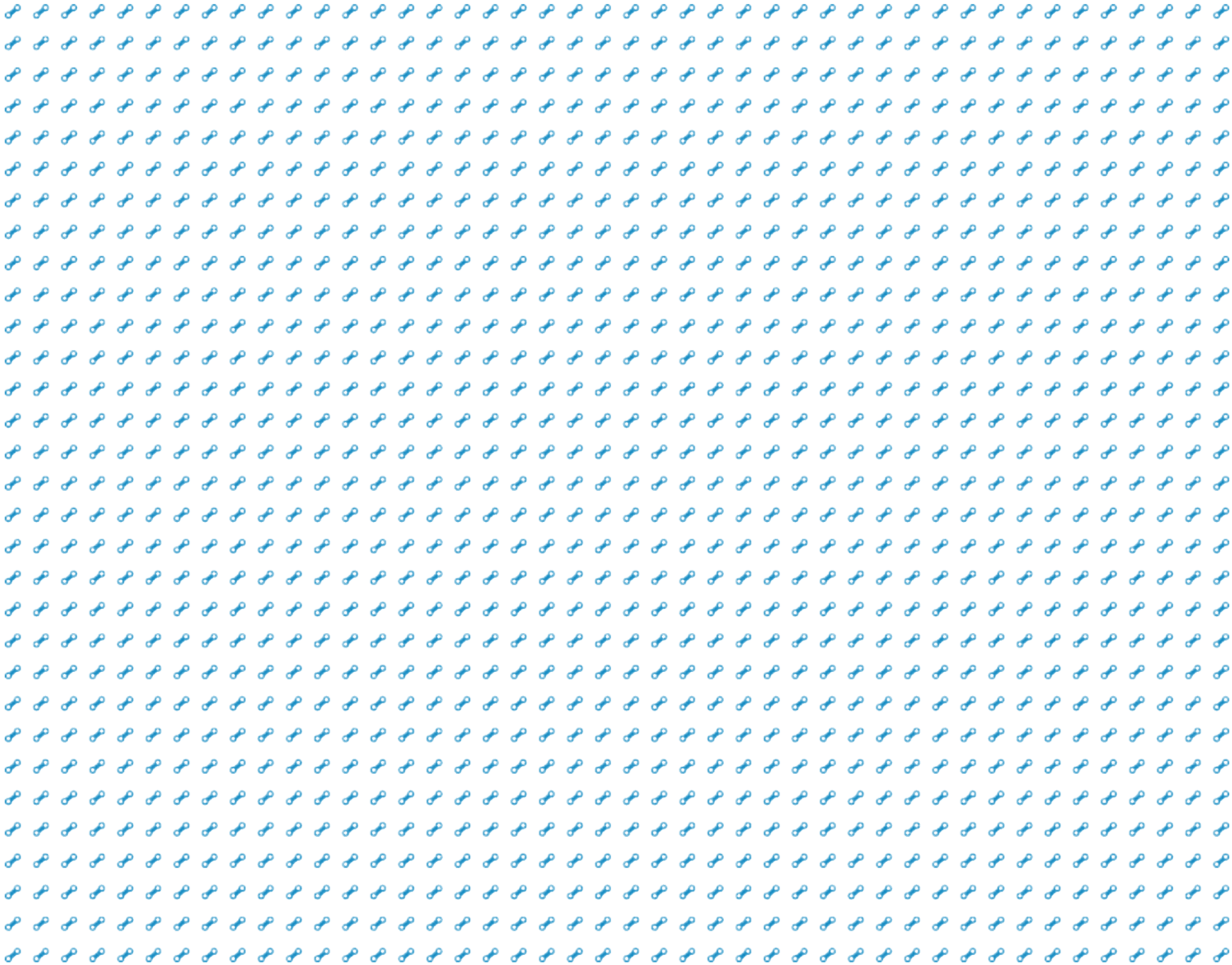
During the "What Can Be?" phase of the project, the team developed a broad set of recommendations to consider. The team presented the recommendations at a December 2018 community meeting.

PHASE FOUR: WHAT'S NEXT?
IMPLEMENTATION STRATEGY

During the "What's Next?" phase, Ankeny adopts the presented recommendations and begin to build its bicycle tourism program.

Figure 3: Ankeny Bicycle Tourism Plan Process





SECTION 2

Intercept Survey

A snapshot of findings from the Ankeny Bicycle Tourism Plan Intercept Survey.

INTERCEPT SURVEY

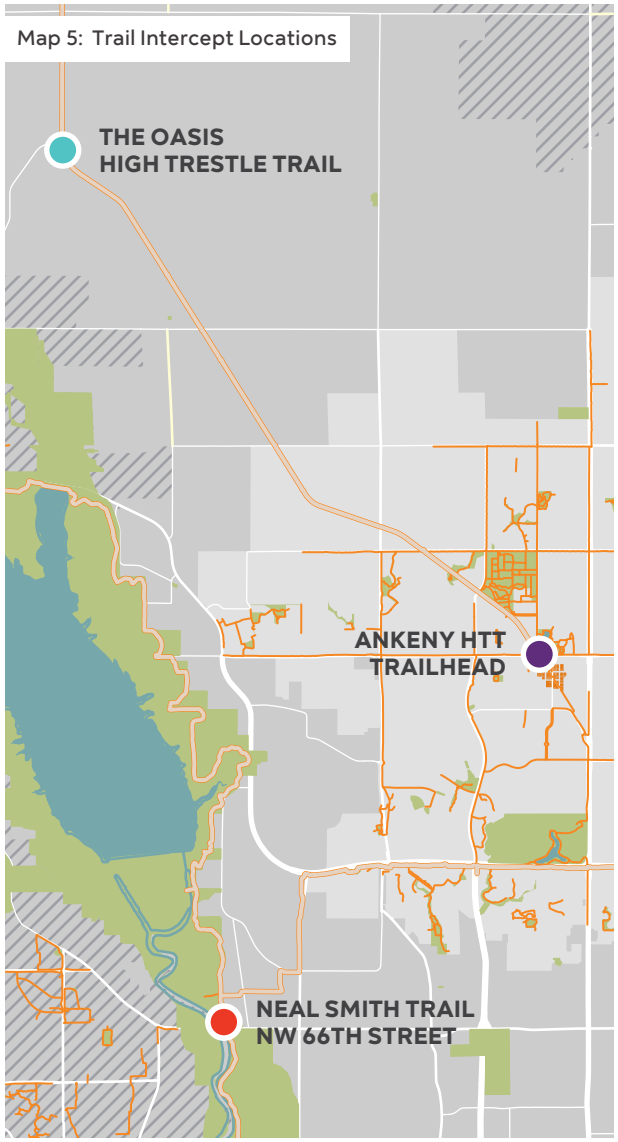
The consulting team, City of Ankeny staff, and volunteers conducted intercept surveys on Thursday, September 27 and Saturday, September 29, 2018.

The team captured trail users at three locations on September 27 and two stations on September 29. Locations included the NW 66TH Street access to the Neal Smith Trail, the High Trestle Trailhead in Ankeny, and the Oasis, north of Ankeny on the High Trestle Trail. On Saturday, September 29, the team traveled northward on the HTT to capture riders near Slater and Madrid; including visitors to the Flat Tire Lounge in Madrid. Despite the cold weather and the counts taking place late in the bicycling season, the survey results provide important trail user insights.

The graphics on the following pages summarize intercept survey results. The Appendix contains a copy of the intercept survey.

"The trails in Ankeny are why I haven't moved away."

Map 5: Trail Intercept Locations

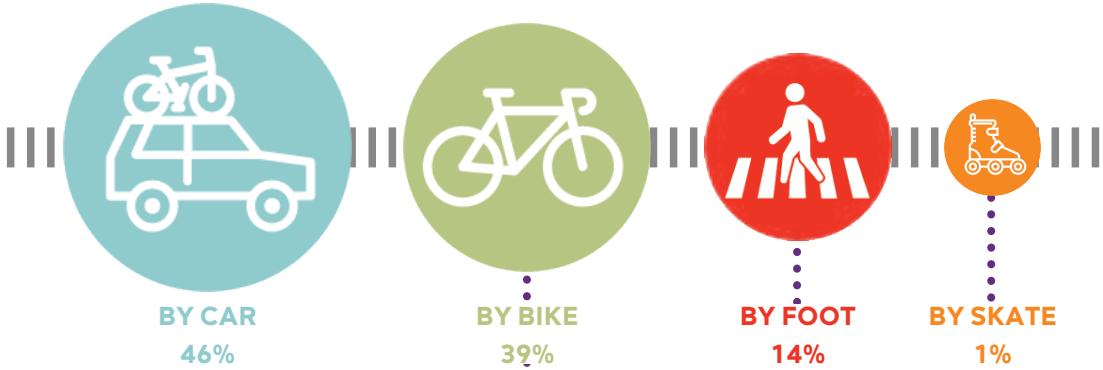


Intercept Survey Results

SURVEY GRAPHIC 1.
TOTAL SURVEYS GATHERED

LOCATION	THU 9/27	SAT 9/29	TOTAL
Ankeny HTT Trailhead	55	35	90
HTT Near Slater & Madrid	0	15	15
Neil Smith @ NW 66TH	44	0	44
HTT at The Oasis	17	22	39
TOTAL	**116**	**72**	**188**

SURVEY GRAPHIC 2.
HOW USERS ARRIVED TO THE TRAIL



The high number of trail users that arrived to the trail other than by car is a testament to trail connectivity - many people have an easy connection linking their front door to an area trail.

54%
PERCENT OF TRAIL USERS ARRIVING BY ACTIVE TRANSPORTATION MODES

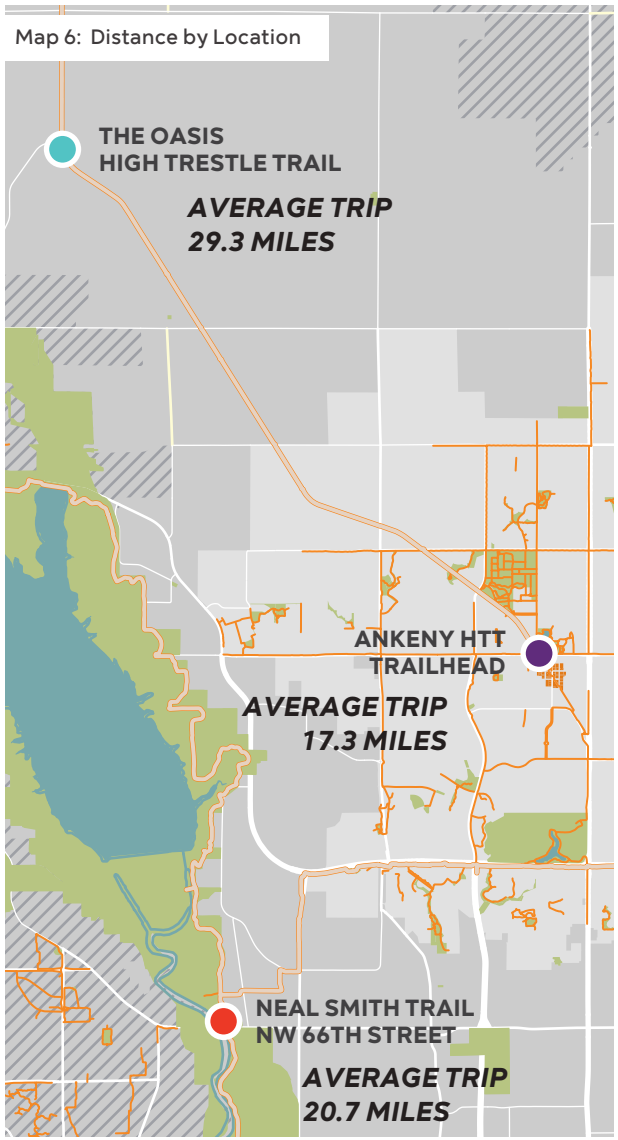
SURVEY GRAPHIC 3.
DISTANCE TRAVELED BY TRAIL USERS

Ankeny area trail users generally travel long distances on area trails. The average distance of *all trail users surveyed* was nearly 18 miles. Bicyclists averaged nearly 23 miles per trip while runners and walkers averaged 9.6 and 4.2 miles respectively.

"The exercise that we are now getting is changing our lives."

SURVEY GRAPHIC 4.

AVERAGE TRIP DISTANCE BY LOCATION



Bicyclists surveyed at the Oasis averaged nearly 30 miles per trip, followed by users at NW 66TH Street which averaged 21 miles per trip. Not surprisingly, more local trips occurred in Ankeny, although those surveyed near the Ankeny Market Pavilion still averaged over 17 miles per trip.

Trail Counts at the Oasis

SURVEY GRAPHIC 5.

TIME ON THE TRAIL

Trail users spend a lot of time on Ankeny area trails. Bicyclists averaged over 2 hours of activity per trip on the trail, runners approximately 1.5 hours, and walkers averaged nearly an hour.

SURVEY GRAPHIC 6.

TRAVEL DISTANCE BY AGE

The largest percentage of the 195 individuals (captured through 188 surveys) using Ankeny area trails fell in the 30-39 age group, followed by 40-49 and 50-59. People between the ages of 30-59 account for nearly 60% of trail users. *Note: Survey results under-represent independent children and teens. The team distributed surveys to individuals and households with a representative over 18 years of age.*

AGE GROUP	NUMBER	% of RIDERS	
0-19	16	9%	43 MINUTES
20-29	14	7%	63 MINUTES
30-39	49	25%	100 MINUTES
40-49	33	17%	117 MINUTES
50-59	34	17%	98 MINUTES
60-69	29	15%	123 MINUTES
70-80+	20	10%	108 MINUTES
TOTAL	**195**	**100%**	

SURVEY GRAPHIC 7.

TRAILS WELCOME A WIDE RANGE OF RIDERS

Trails Attract Young Families to Ankeny

NEWEST RIDER = <1

What can be better about Ankeny's trails? "Nothing, [they provide] free daycare!

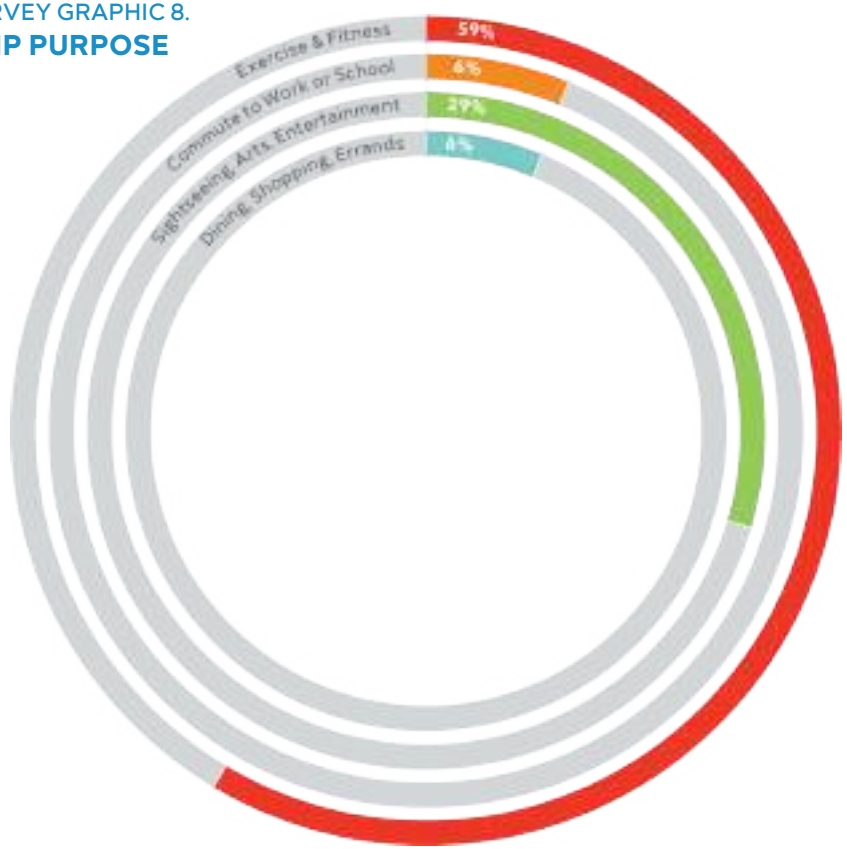
"I come to the Oasis because there is often someone around to talk to. It's therapy. I am retired and don't have much to do."

SENIOR RIDER = 80+

Riding Trails with Friends Decreases Isolation

SURVEY GRAPHIC 8.

TRIP PURPOSE



SURVEY GRAPHIC 9.

RETAIL & FOOD EXPENDITURES

$26
PER TRIP

FORTY-ONE PERCENT (41%) OF SURVEYED HOUSEHOLDS SPENT MONEY RELATED TO THEIR TRIP ON THE TRAIL IN ALL CATEGORIES: **RESTAURANTS, GROCERIES, RETAIL, SNACKS, BIKE REPAIR, ETC.** ON AVERAGE, EACH HOUSEHOLD SPENT **$26.09 PER TRIP ON THE TRAIL.**

SURVEY GRAPHIC 10.

HOTEL EXPENDITURES

AVERAGE
2.6
NIGHT
STAY
$242

THE INTERCEPT TEAM SURVEYED **21 VISITORS** ON THE ANKENY AREA TRAILS THAT **STAYED OVERNIGHT**. WHILE THIS IS NOT A ROBUST SAMPLE SIZE TO DRAW CONCLUSIONS, THE **AVERAGE STAY WAS 2.6 NIGHTS** AND **AVERAGE EXPENDITURE PER HOUSEHOLD WAS $242.00 PER TRIP**. OF THESE 21 VISITORS, **90% SAID THE TRAIL WAS VERY IMPORTANT** IN THEIR DECISION TO VISIT THE AREA.

Visiting from Columbia, MO, this couple stayed in Perry, IA. They selected Perry because of its proximity to the High Trestle Bridge.

SURVEY GRAPHIC 11.

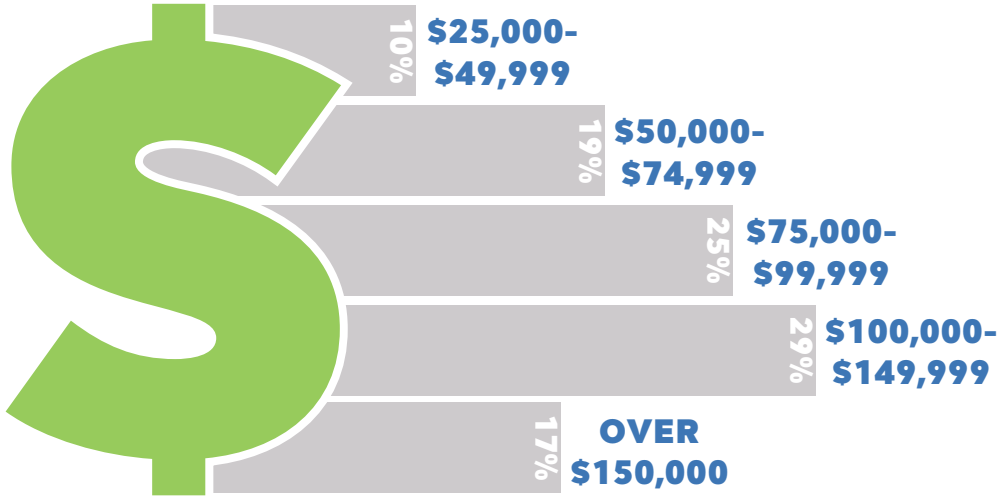
MODE OF TRAVEL BY GENDER

	bicycle	walk + run	all modes
FEMALE	35%	49%	40%
MALE	64%	51%	59%

More males than females use the trails. Almost 60% of those surveyed were male and over 63% of the bicyclists on the trail were male.

SURVEY GRAPHIC 12.

ANNUAL HOUSEHOLD INCOME & EDUCATION LEVEL OF TRAIL USERS



Trail users are generally well educated and have high incomes. Over 70% of trail users surveyed had household incomes that exceeded $75,000 per year. Over 80% have completed college or hold an advanced degree.

ADVANCED DEGREE	31%
COMPLETED COLLEGE	50%
BUSINESSES TECH COLLEGE	2%
HIGH SCHOOL	5%
SOME COLLEGE	12%