

☐ Specific concern/improvements (Indicate Location)

Sweep/Blow leaves in fall

"The exersize that we are now getting is charging our lives."

"My husband and I's goal is to one day ~~ride~~ be able to ride out to the High Trestle."

Person 1	Person 2	Person 3

Quote From a Trail User



Encouraging Users to Stop

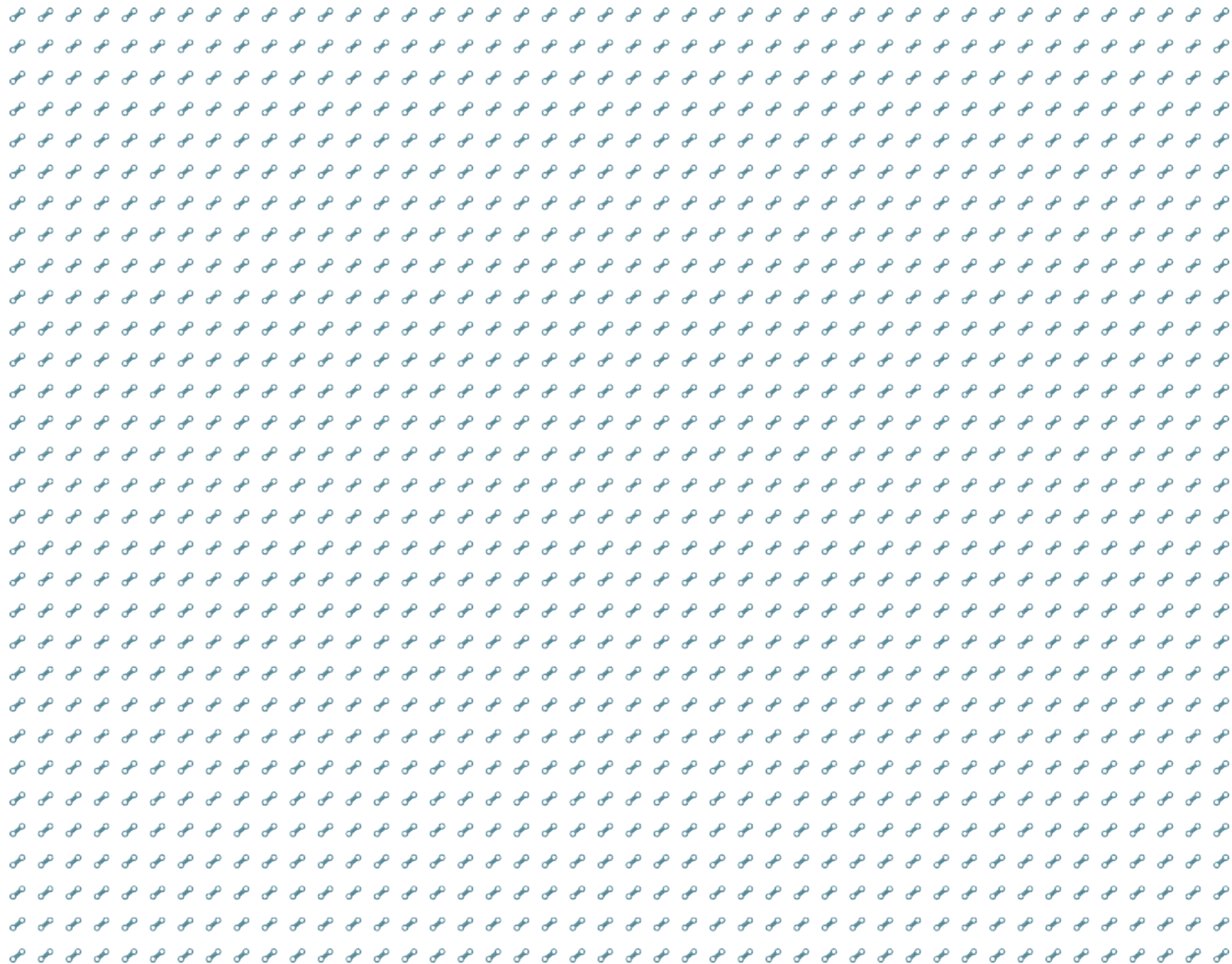


Intercepting Trail Runners



Surveys at the Flat Tire Lounge

"I don't mind my tax money being spent on things like this, trails people can enjoy."



Market Analysis

A compilation of tourism and market data to identify Ankeny's bicycle tourism market potential.

MARKET ANALYSIS

A focus on bicycle tourism is a shift for the City of Ankeny. Tourists will not flock to Ankeny without some level of investment from the city, coordinated efforts to market the area, and relationship building with local and regional individuals and organizations. As with any new venture, the City of Ankeny needs to know if it can expect a return on its investment of money and time. The community wants reassurance, too. During the stakeholder interview process, the team received questions such as, "Why should we invest in bicycle tourism?" and "Is this a smart investment?"

Based on the results, the team's answer is yes. With a structured program, bicycling and bicycle tourism in Ankeny can be a powerful economic driver. This chapter digs into the details of Ankeny's bicycle tourism potential.

IS THERE A MARKET?

Section One highlights the impact of bicycling in Iowa. The Iowa studies show bicycling's positive economic impact on the state. However, the studies represent a point in time; they do not show trends over time. A key challenge regarding bicycle tourism and the size of the market is the lack of an existing and consistent dataset that captures bicycle tourism participants. Once a year, the Outdoor Industry Association (OIA) reports the participation rate and economic impact of 40+ outdoor recreation markets, including bicycling.⁷ OIA's data provides a positive outlook for the bicycle tourism market.

Bicycling Participation Rate: According to OIA's 2007 - 2017 data, each year an average of 2.7% of the US population participates in mountain/non-paved surface activities and 13.7% engage in road/paved surface bicycling activities. The percent of US mountain bikers rose from 2.4% in 2007 to 2.9% in 2017 - there were 9 million moun-

Table 4: OIA Bicycle Related Expenditures

YEAR	GEAR, ACCESSORIES & VEHICLES	TRIP RELATED	TOTAL SPENDING
2017	\$13,857,894,195	\$82,864,146,456	\$96,722,040,651
2012*	\$10,538,970,178	\$70,781,975,693	\$81,320,945,871
% Increase	31% / 6.2% annual	17% / 3.4 % annual	19% / 3.8% annual

*Adjusted to 2017 Dollars

tain bikers in 2017. Road/paved surface fell from 14.1% to 13.0%, for a total of 38 million bicyclists in 2017.

Benchmarked With Other Activities: Between 2007 and 2017, bicycling maintained its position as a top US outdoor recreation activity. Rankings between 2007 and 2017 place bicycling as the third most popular outdoor recreation activity in the US. Running/Jogging and Fishing top the list. Camping ranks fourth behind bicycling. *While this study's focus is bicycling, Ankeny's trail network attracts runners and running events. Many of the principals that apply to bicycle tourism also apply to running tourism.*

Bicycling Growth Rate: The number of people who bicycle grew by 1% per year between 2007 and 2017. Many outdoor activities far exceed bicycling's growth rate, however the fastest growing activities do not have bicycling's market share. For example, triathlon, adventure racing, and telemark skiing have the highest growth rates. However, in 2017, combined participation for the three activities totaled 6.9 million. With a large participant base and a steady growth rate, bicycling is a stable market.

Bicyclist Spending: Nationally, the bicycling community spent \$13.7 billion on bicycling gear, accessories, and bicycles. More impressive, bicyclists spent **\$82 billion on bicycle travel in 2017**, up from \$70.8 billion in 2012.

Summary. Bicycling is a popular activity for many Americans and it is a steady segment of the outdoor recreation market. Revenue from, and the economic impact of, bicycle travel has expanded year over year. The stability of the bicycling market is an indicator that the City of Ankeny's investment in bicycle tourism is likely to produce returns.



BICYCLE INDUSTRY HIGHLIGHTS

- Mountain bike sales are growing at the expense of road bikes (up 3% between 2016 and 2017; road bike sales declined by 12%).
- The fastest-growing bicycle type in the market is the electric sector. (\$77.1 million in 2017, up 91 percent from 2016).
- The gravel bike market is growing, however the bicycle industry classifies gravel bikes as "other" and therefore does not have associated growth figures.
- Mountain and e-bikes are selling at higher price points: "Higher price bands are growing; new, fashionable brands are emerging; and innovations...are taking place. These bikes also enable riders to feel young, regardless of generation; mountain bikes open doors to adventure, and e-bikes with higher price points are largely being purchased by Boomers wanting a new ride experience."
- Other market highlights: BMX is experiencing a resurgence, up 27% between 2016-2017. Sales growth for components and accessories sales have been mixed - growth is in components, wheels, forks and suspension, and lights. Service and repair sales are up by 3%.
- Small bicycle retailers continue to face steep competition from large and online retailers; many small shops are expanding offerings and services to carve a niche in the market.

Table 5: OIA Bicycling Impact

YEAR	RETAIL SPENDING	JOBS	INCOME**	FEDERAL TAXES	STATE & LOCAL TAXES
2017	\$96,722,040,651	847,559	\$28,543,151,818	\$7,000,352,726	\$6,270,032,370
2012*	\$93,218,439,558	772,146	\$41,261,977,186	\$5,524,003,709	\$5,951,627,803
% Increase	4% / 1% annual	10% / 2% annual	--	27% / 5% annual	5% / 1% annual

*Adjusted to 2017 Dollars, **2012 data includes salaries, wages and business profits, 2017 does not include business profits.

Tourism in Iowa

Iowa's domestic tourists spent \$8.5 billion on tourism related expenditures in 2017. Accounting for 70% of all visitor spending, the top visitor expenditures are auto transportation, food service, and lodging. The recreation (\$886 million) and retail categories (\$626.4 million) comprised 18% of visitor spending.

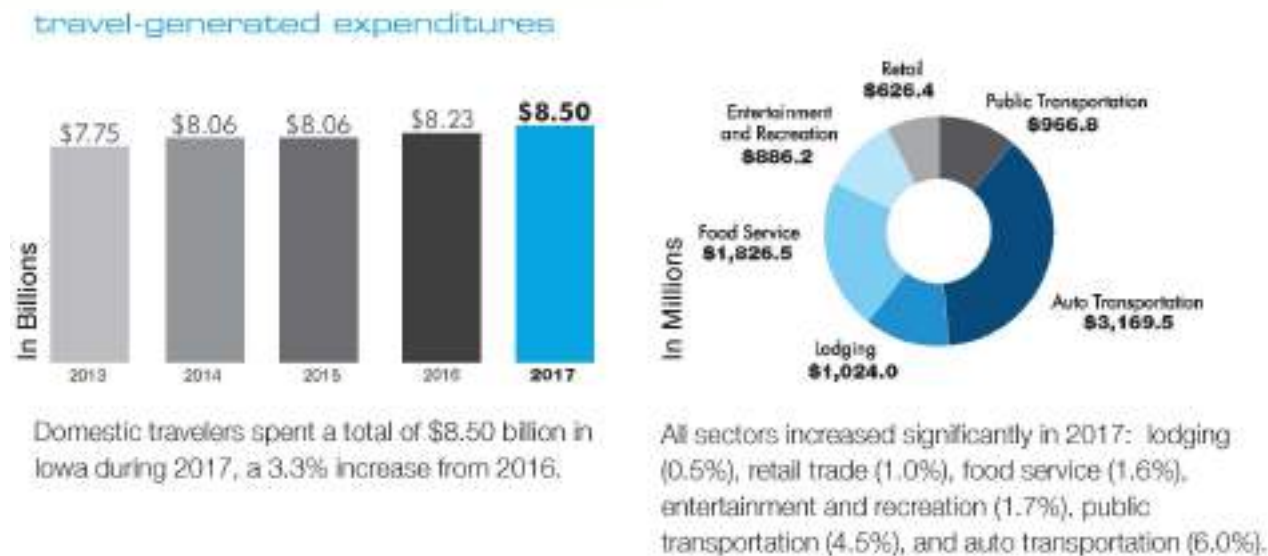
Of Iowa's 99 counties, Polk County "led all counties in domestic traveler expenditures, payroll income and jobs directly generated by these expenditures in 2017." Polk County visitors spent more than \$2 billion, accounting for 23.8 percent of all expenditures across the state.

TOURISM PROMOTION IN IOWA

Travel spending in Iowa is due in part to the efforts of Travel Iowa, the state's tourism promotion organization, and local tourism promotion organizations, such as Catch Des Moines. The consulting team interviewed representatives from Travel Iowa and Catch Des Moines to better understand state and local tourism trends.

Travel Iowa Market. Travel Iowa's target market includes Iowa and the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin, and the region's larger cities such as Chicago, Minneapolis, Kansas City, and Omaha. Travel Iowa reported that its main paid target market is "social moms" - those who make a family's vacation plans. Travel Iowa's 2018 Marketing Follow-Up Survey, shown on the following page, provides a good overview of Iowa's travel trends.

Figure 4: Travel Iowa Statewide Travel-generated Expenditures



Travel Iowa and Bicycling Promotion. One of the first things a visitor sees on Travel Iowa's landing page is a link highlighting Iowa's Bike Trails. One click and visitors are directed to a menu of Iowa's bicycling resources. If a visitor were to use a search term similar to "Ankeny + Bicycle", the delivered results would provide very little beyond Ankeny's connection to the High Trestle Trail / Bridge and Firetrucker Brewery.

Catch Des Moines (CDSM) Market. CDSM's broad target market is similar to Travel Iowa's - surrounding states and larger cities. In addition to attracting the general tourist, CDSM also promotes the Des Moines metro as premiere destination for sporting and conference events. Based on CDSM web traffic data from January 2016 - November 2018, the top three cities for traffic to the website are Des Moines, West Des Moines, and Omaha.

Catch Des Moines and Bicycling Promotion.

While not featured as prominently as Travel Iowa, the CDSM website has a catalogue of bicycling information. For example, the site has Central Iowa Trails Network maps and links, and itineraries for themed rides and walks around the City of Des Moines. There is very little Ankeny specific information, bicycling or otherwise.

Summary. Tourism is big business in Iowa; particularly in Polk County. Both Travel Iowa and CDSM recognize the potential bicycling has for tourist attraction. However, connections to and from Ankeny do not feature prominently with either group. With little effort and expense, the City of Ankeny can work with Travel Iowa and Catch Des Moines to improve Ankeny's site presence (in general) and craft messaging to promote Ankeny as a destination for bicycle tourists.

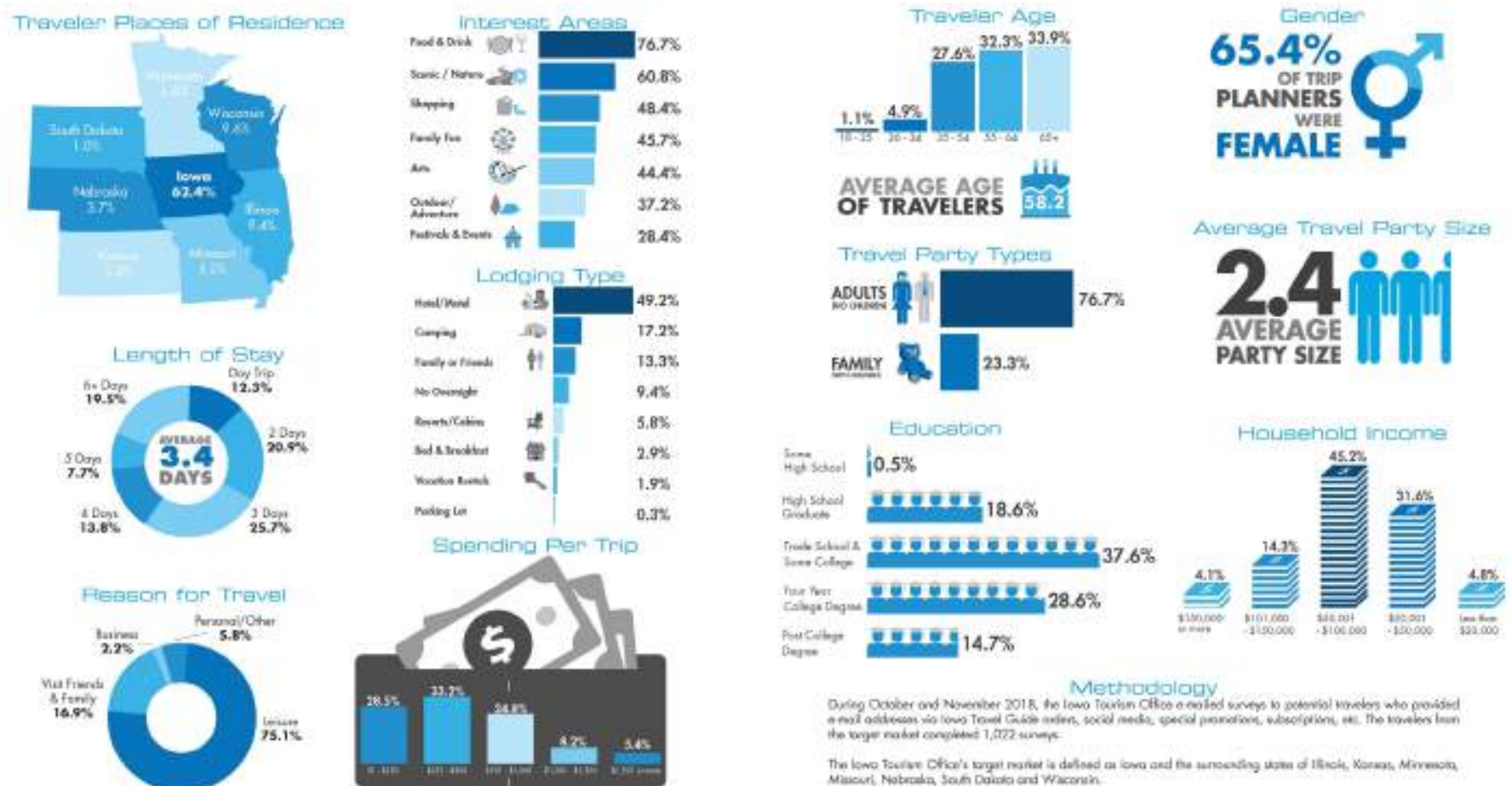


Figure 5: (left) Travel Iowa's home page invites visitors to explore Iowa's bike trails

Figure 6: (right) Travel Iowa's "Get Inspired" web articles highlights Ankeny's Firetrucker Brewery as number 7 of Iowa's "12 Patios Worth the Pedaling"



Figure 7: Detailed Graphics from Travel Iowa's 2018 Marketing Follow-Up Survey



High Trestle Bridge Visitors

Beyond anecdotal evidence, Central Iowa Trails Network stakeholders have collected little data about the home location of trail users. This is because location data is difficult to get. Most organizations do not have the resources to conduct periodic trail user intercept surveys. The Ankeny Bicycle Tourism Plan tests the use of mobile device location data to identify trail user trends, including a visitor's home location.

The consulting team elected to use a data set that captured information from trail users who A) visited the High Trestle Bridge between October 2017 and October 2018, B) opted in to location sharing on their device, and C) whose device "pinged" while in the study area. While the sample size is small compared to the overall number of trail users captured by installed counters, the team believes the conclusions drawn from the data are valid. The Appendix contains a summary of the data used, its strengths, and its limitations.

WHAT WE LEARNED

Based on the location data and findings from the intercept survey*, High Trestle Bridge (HTB) visitors are:

Out-of-State Travelers. Based on the location data **18% of HTB visitors are out-of-state travelers.** Five percent (5%) of trail users captured through the intercept survey live out of state.

Iowa Travelers. Based on the location data gathered for this project, **82% of High Trestle Trail Bridge visitors live in Iowa.** For comparison, 95% of trail users captured during the intercept survey are Iowans.



Guthrie, Dallas, Polk, Jasper, Madison and Warren Counties comprise the Des Moines Metropolitan Statistical Area (Des Moines Metro, or Metro). Excluding the City of Ankeny, **44% of in-state HTB visitors are from the Des Moines Metro**; 24% of intercepted trail users are from the Metro.

Thirty-four percent (**34% of HTB visitors live beyond the Metro, Ames, or Ankeny**), compared to only 15% of the trail users that completed the intercept survey.

The remaining percentage of HTB visitors live in **Ankeny (8% of in-state visitors)** or Ames (**10% of in-state visitors**). More than half (53%) of intercepted trail users live in Ankeny whereas only 5% call Ames home.

ANKENY IMPLICATIONS

The phrase "more heads in beds" is a common goal for tourism development entities. Tourism efforts make an economic impact when out-of-town visitors stay overnight. They spend more money on hotel rooms (generating tourism development taxes) and food and drink compared to day-visitors.

Heads in beds is a primary outcome of Ankeny's bicycle tourism strategy. However, much of the trail market lives close to Ankeny, meaning they can ride bikes all day and still make it home to put their head in their own bed.

*The HTT Intercept Survey was conducted toward the end of the season on a cold weekend.

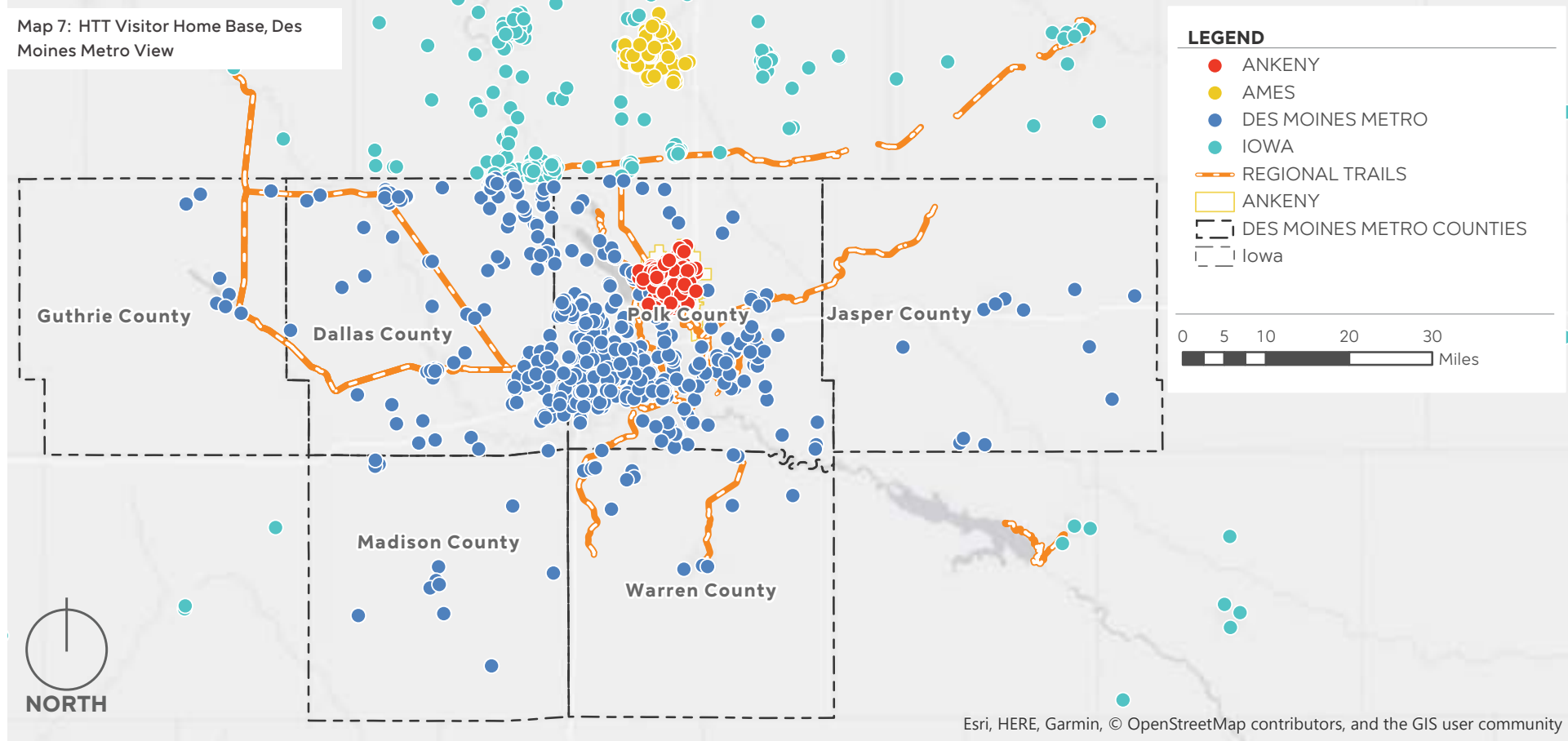
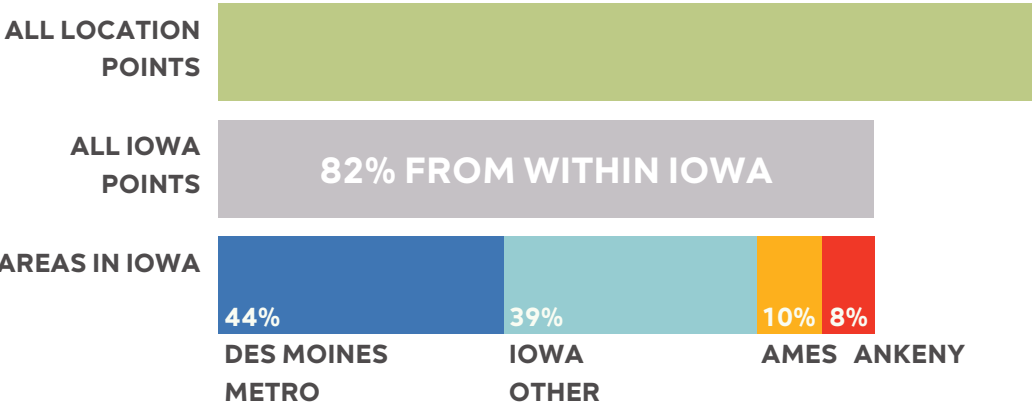
RECOMMENDATIONS

Therefore, Ankeny’s bicycle tourism and economic development marketing strategy should:

- Entice out-of-state visitors and in-state travelers from the more distant corners of Iowa to stay overnight in Ankeny;
- Encourage day-trippers to visit Ankeny at the beginning, middle, or end of their trail excursion, and
- Strengthen connections between Ankeny’s bicycling citizens, local businesses, and the development community.

The following sections provide snapshot level data intended to guide marketing strategies tailored to Ankeny’s three markets: Ankeny’s local market, the Des Moines Metro, and out-of-state and distant Iowa.

Figure 9: Visitor Home Location - Iowa Focus



Market Potential Introduction

The assessment of Ankeny's market potential relies on data from Esri Business Analyst, Esri Tapestry Segmentation, UberMedia data, the Intercept Survey and local interviews, and other sources as noted.

This page provides a brief explanation of the data points used throughout the section.










MARKET POTENTIAL INDEX

Esri's MPI (Market Potential Index) is a measure of demand. It is an index of the likelihood that adults or households in the trade area will exhibit a consumer behavior or purchasing pattern compared to the U.S. An MPI of 100 represents the U.S. average.

AVERAGE HOUSEHOLD BUDGET INDEX

Esri's Household Budget Index compares the average amount spent on a market area's household budget for items such as housing, food, or apparel. The average amount spent by all US households has an index of 100 is average. An index of 120 shows that average spending by consumers in a market is 20 percent above the national average.

UP AND COMING FAMILIES

	Housing	105
	Food	105
	Apparel & Services	112
	Transportation	98
	Health Care	115
	Entertainment & Recreation	108
	Education	112
	Personal & Social Security	102
	Other	136

RETAIL SPENDING PATTERNS

Esri Business Analyst allows one to drill down on household spending patterns, demographics, and other data. For example, the image to the left depicts counties with households that spend more on recreation and entertainment than the average US household.



ESRI TAPESTRY SEGMENTATION

Tapestry segmentation is a data set maintained by Esri that classifies neighborhoods into 67 unique segments based on demographics and socioeconomic characteristics.⁸ Each segment is given a descriptive name such as Soccer Moms or Heartland Communities.

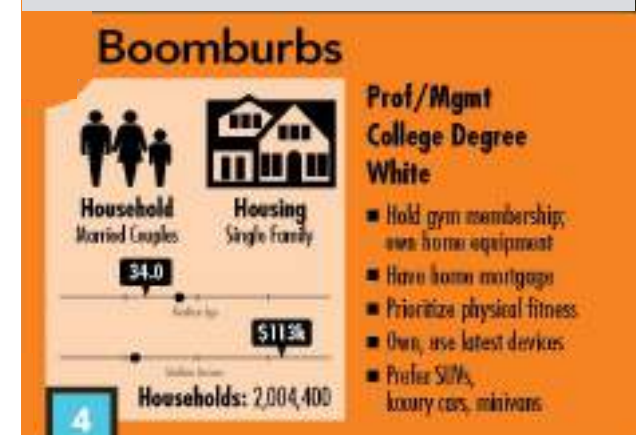
While this classification scheme can miss important differences between neighborhood residents, the data is useful for businesses and marketers seeking to target groups that may be potential customers.

Tapestry segments are based on two specific groupings:

Fourteen LifeMode groups that each represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence.

Six Urbanization summary groups that classify markets by urban form, ranging from dense cities to rural areas.

More Information: <http://bit.ly/2Gn9WkW>



Ankeny Market

Data from the intercept survey, local interviews, and the location data all reveal that Ankeny has a strong local market for bicycling and trail activities - while locals are not tourists, local bicyclists support Ankeny's economy.

TAPESTRY SEGMENTATION

Tapestry Segmentation for the City of Ankeny shows a strong customer base for activities that also appeal to tourists. However, Ankeny's businesses, such as food and drinking places and retail establishments, can count on Ankeny's citizen's all year. Figure 11 presents all Tapestry segments within Ankeny while Figure 10 provides the Budget Index for each of Ankeny's top five most prevalent segments, to which 71% of the city's households belong.

Ankeny's:

- Households have a higher than average household income. The median income for the US is \$56,100. Only the Bright Young Professionals fall below the US median income.
- Households spend more than the average US Citizen on most household budget items. Ankeny's largest segment, Boomburbs, spends 100% more on Entertainment and Recreation than the average US Citizen.
- Segments value physical activity and spend money on gym memberships, yoga, and sporting activities and gear.
- Ankeny citizens are the demographic other tourist destinations would like to attract.

Figure 10: A Sample Tapestry Description

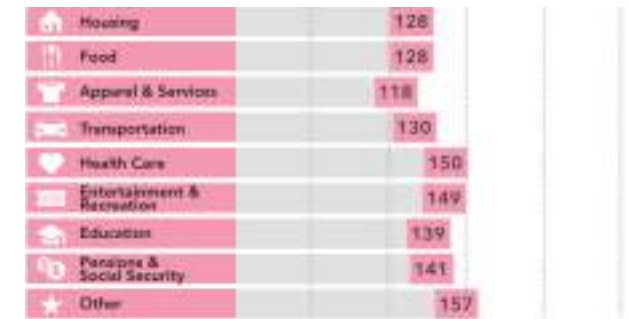
BOOMBURBS

Annual Income: \$113,400



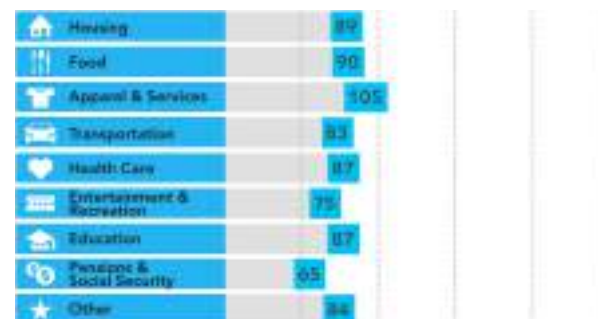
SOCCKER MOMS

Annual Income: \$90,500



BRIGHT YOUNG PROFESSIONALS

Annual Income: \$54,000



ENTERPRISING PROFESSIONALS

Annual Income: \$86,600



UP AND COMING FAMILIES

Annual Income: \$72,000



MARKET POTENTIAL INDEX

Ankeny's households spend more than the average US household on retail goods, food and beverage, and recreation. Despite their higher than average spending patterns, there is still demand in market segments aligned with bicycling and bicycle tourism.

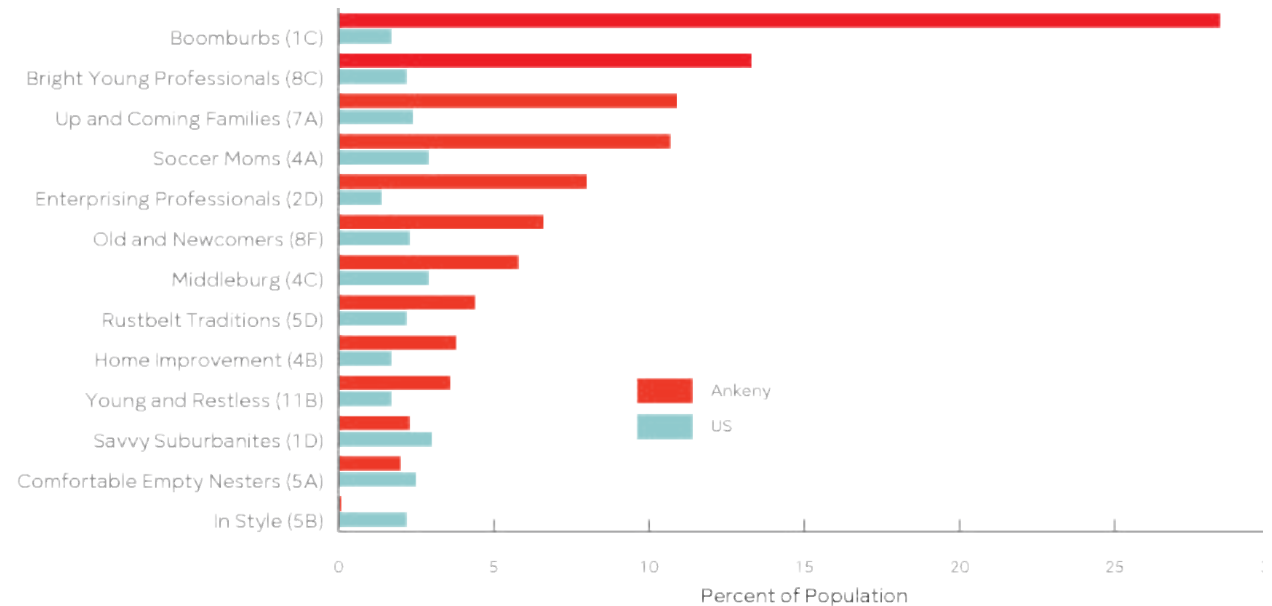
Table 6: Ankeny Market Potential Index

Participated in bicycling (MTB) in last 12 months	
4.7% of households	MPI: 116
Participated in bicycling (road) in last 12 months	
12.0% of households	MPI: 119
Drank beer/ale in last 6 months	
44.8% of adults	MPI: 106
Dined out in last 12 months	
57.7% of adults	MPI: 119
Domestic travel in last 12 months	
12.0% of households	MPI: 119

IMPLICATIONS FOR ANKENY

Section 4 outlines a phased strategy for Ankeny's Bicycle Tourism Strategy. Catering to the local market is an easy win on a quick timeline. As Ankeny builds its policy and programs to attract out-of-town tourists, the city can coordinate with the private sector and the local bicycling community to bolster economic development efforts. Sharing the results of this study and Ankeny's market potential is a good starting point.

Figure 11: Ankeny's Tapestry Segmentation



Considering the spending patterns of Ankeny only, the market can support additional eating and drinking establishments. The City should work with the private sector to locate establishments along the Ankeny Trail Network.

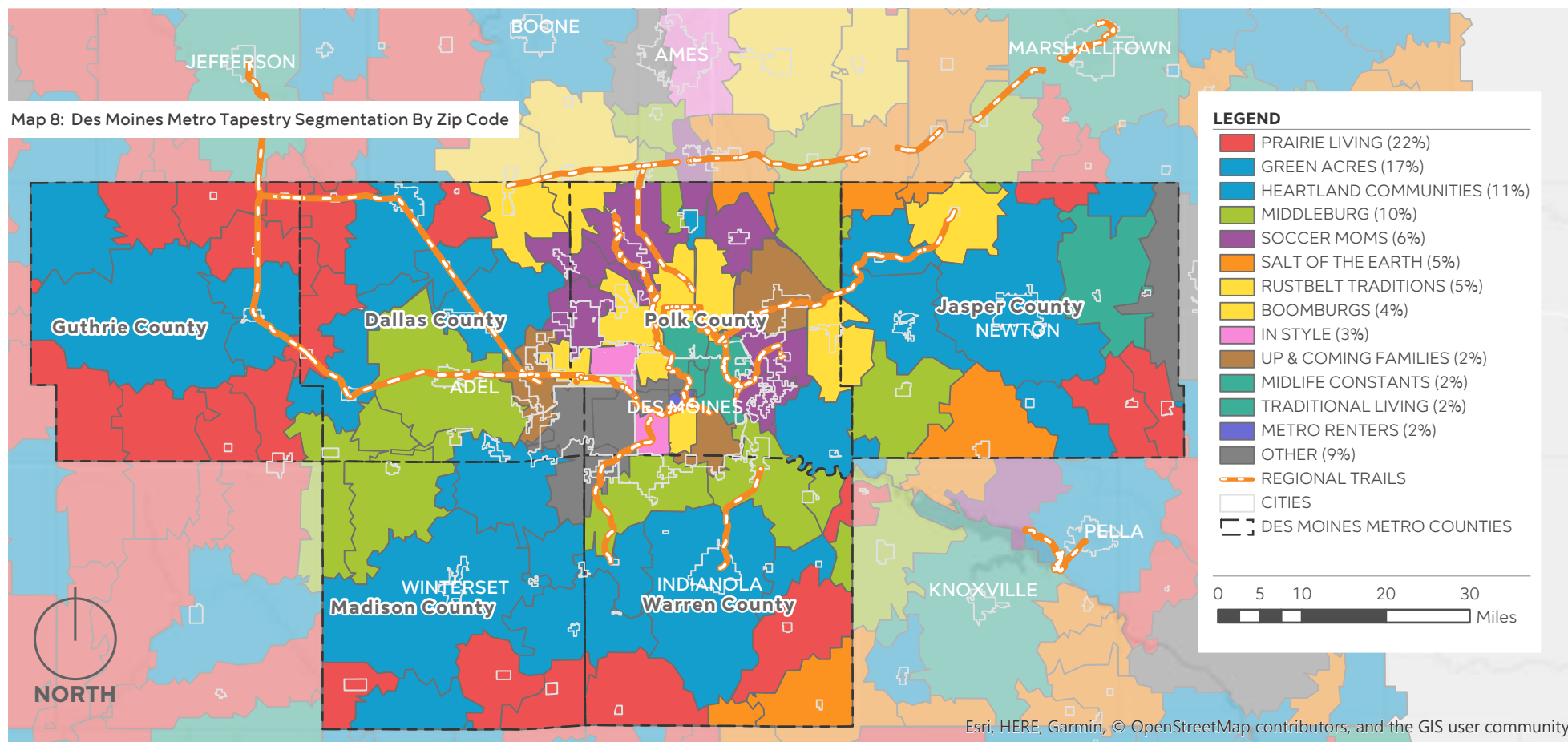
Des Moines Metro Market

The largest portion of HTB trail visitors live in the Des Moines Metro (44% of all in-state visitors). The Metro has more diversity in terms of demographics, incomes and spending patterns. This is not surprising given the presence of rural and urban households.

TAPESTRY SEGMENTATION

Map 8 codes the dominant tapestry segment for each zip code in the Metro. Nearly all Ankeny households are above the US median income (\$56,100), whereas household incomes across the metro vary from \$39,300 (Traditional Living) to \$113,400 (Boomburbs) with a household median income of \$63,705.

The area just beyond the Metro is relatively homogeneous. The dominant tapestry segments across sixty-five percent (65%) of the area are Prairie Living, Heartland Communities, Green Acres, and Salt of the Earth.



METRO MARKET POTENTIAL

The Des Moines Metro has the demand to support additional bicycle related business activity. It should be noted that there is great diversity across the region - market characteristics in Downtown Des Moines vary greatly from those in Western Guthrie County.

Table 7: Metro Market Potential Index

Participated in bicycling (MTB) in last 12 months	
4.5% of households	MPI: 110
Participated in bicycling (road) in last 12 months	
11.2% of households	MPI: 111
Drank beer/ale in last 6 months	
43.5% of adults	MPI: 103
Dined out in last 12 months	
53.9% of adults	MPI: 106
Domestic travel in last 12 months	
54.7% of households	MPI: 105

IMPLICATIONS FOR ANKENY

Given the high number of visitors coming from the Metro, Ankeny needs a market strategy that caters to day-trip visitors. Variation across the Metro Market means that no one message will appeal to all segments. When Ankeny implements its marketing strategy, it should design day-trip itineraries, routes, events, or incentives tailored to specific segments such as families, seniors, or young professionals. The Appendix includes the full tapestry descriptions for the top market segments in the Metro. The descriptions can guide Ankeny's future marketing messages.

Meetings & Groups | Weddings | Press Room | Travel Trade | Social Hub | Blog

SONOMA COUNTY
LIFE OPENS UP

Sonoma County Restaurant Week | March 1 - 10, 2019

THINGS TO DO

FOOD & WINE

HOTELS & LODGING

MAPS & PLANNING

TRAVEL TIPS

SPECIALS

Popular Bike Itineraries: Cycling Through Wine Country

Find Your Sonoma Passion: Cycling Wine Coun...

Watch later | Share

PRINT

MAP VIEW

SHARE THIS:

Related Pages
Find more information
Guide to Camping in Sonoma County

Cycle Wine Country with these easy, intermediate and expert bike ride ideas.

1 of 3

Many states, regions, counties, and a few cities provide bicycling routes and activities along the way as a tourism promotion strategy. Several websites promote bicycling in Iowa, however, a visitor must piece the information together; there is not one clear source of information linking people to Central Iowa. Ankeny and Central Iowa have a variety of market segments to appeal to and will therefore need to design experiences attractive to many audiences.

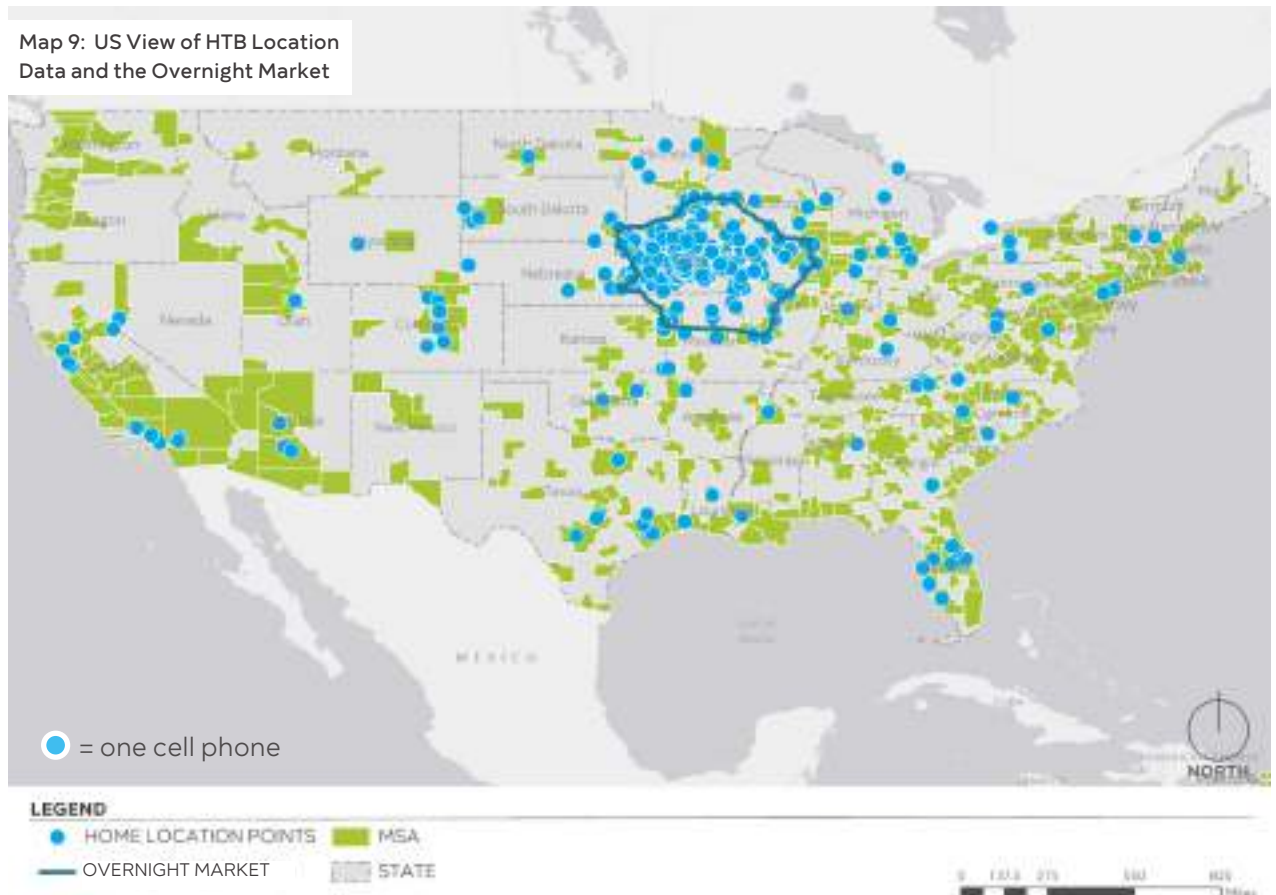
The Overnight Market

The consulting team assembled a variety of data layers to pinpoint the most promising market from which Ankeny can attract out-of-town visitors. Travel Iowa and Catch Des Moines target residents in neighboring states and the cities within a one day drive of the Des Moines Metro. The team captured anecdotal information from stakeholder interviews and the trail intercept surveys. Finally, the team identified patterns from the the HTB location data. The Overnight Market (OM) is the result of the data layering.

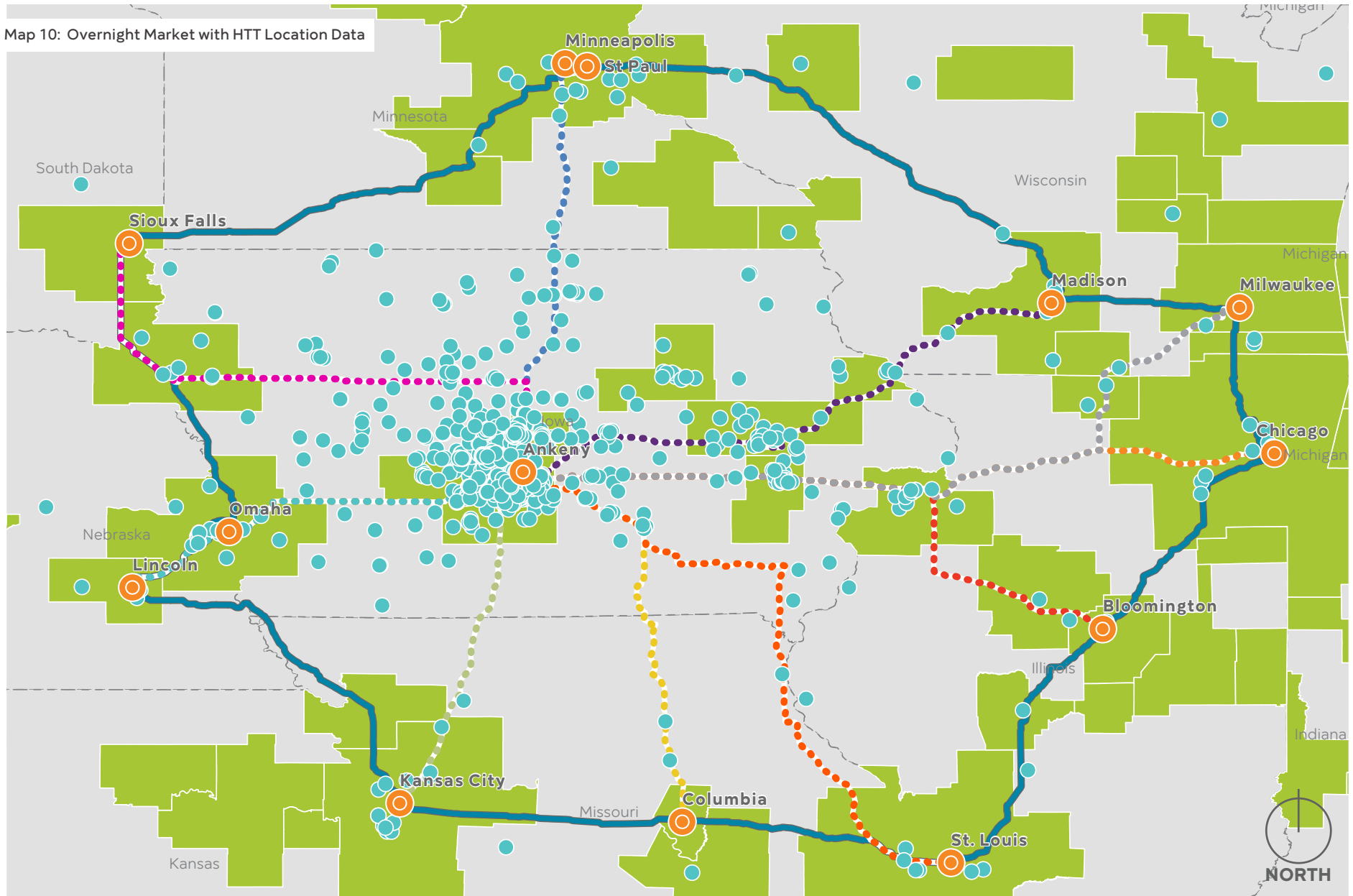
The metropolitan areas that circle Ankeny and are within one day's drive include:

- Minneapolis and St. Paul, MN,
- Madison and Milwaukee, WI
- Chicago and Bloomington, IL,
- St. Louis, Columbia, and Kansas City, MO,
- Lincoln and Omaha, NE, and
- Sioux Falls, SD.

Due to the scale of the OM, this section does not contain a Tapestry breakdown; however, it does provide a composite of selected spending patterns to determine the OM's top market counties.



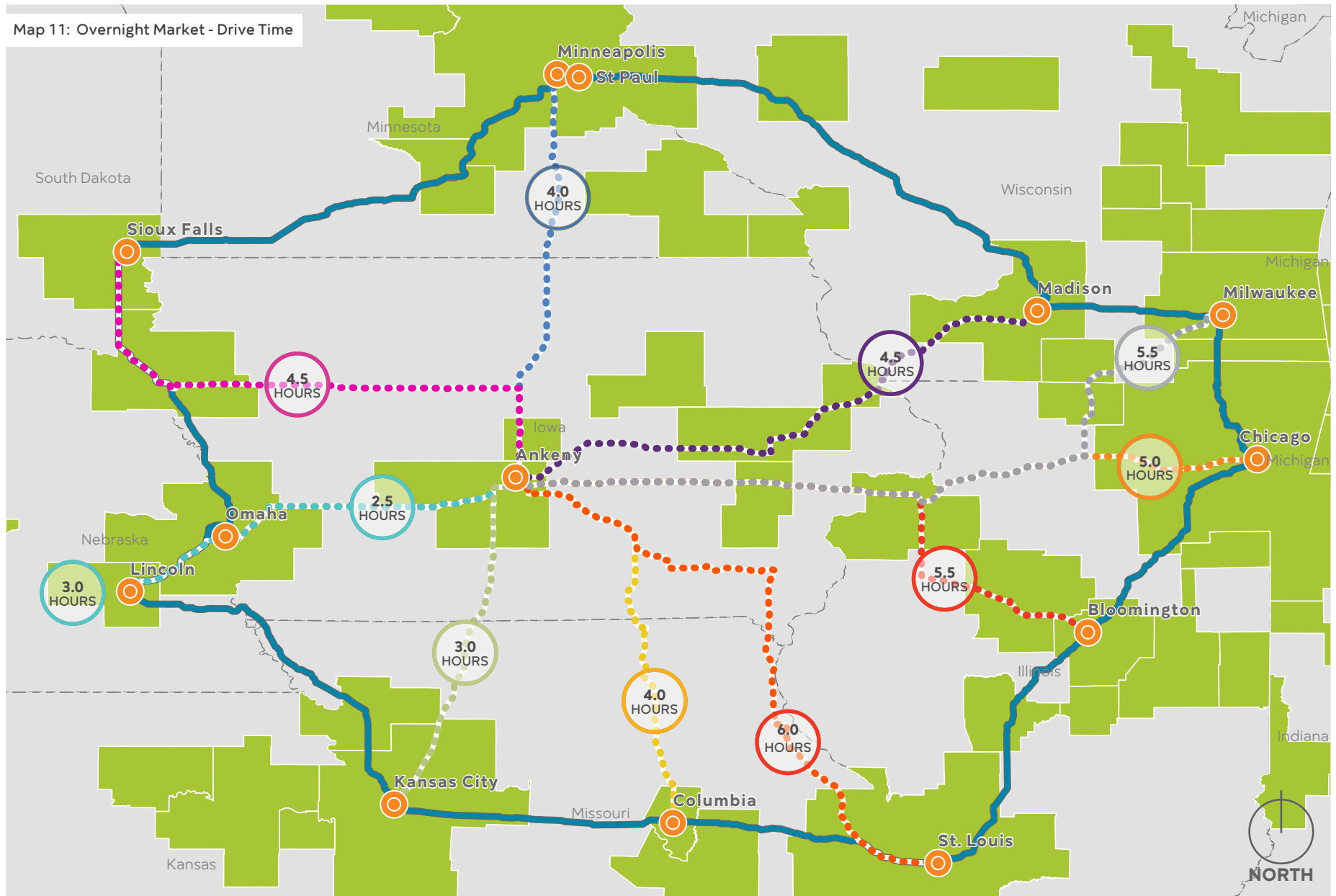
Map 10: Overnight Market with HTT Location Data



LEGEND

- | | | | | | |
|-------------------|----------------|--------------|----------------|--------------|------------------|
| CITY | TO CHICAGO | TO LINCOLN | TO MINNEAPOLIS | TO ST. LOUIS | = one cell phone |
| METRO MARKET AREA | TO COLUMBIA | TO MADISON | TO OMAHA | MSA | |
| OVERNIGHT MARKET | TO KANSAS CITY | TO MILWAUKEE | TO SIOUX FALLS | STATE | |
| | TO MINNEAPOLIS | | | | |
- 0 27.5 55 110 165 Miles

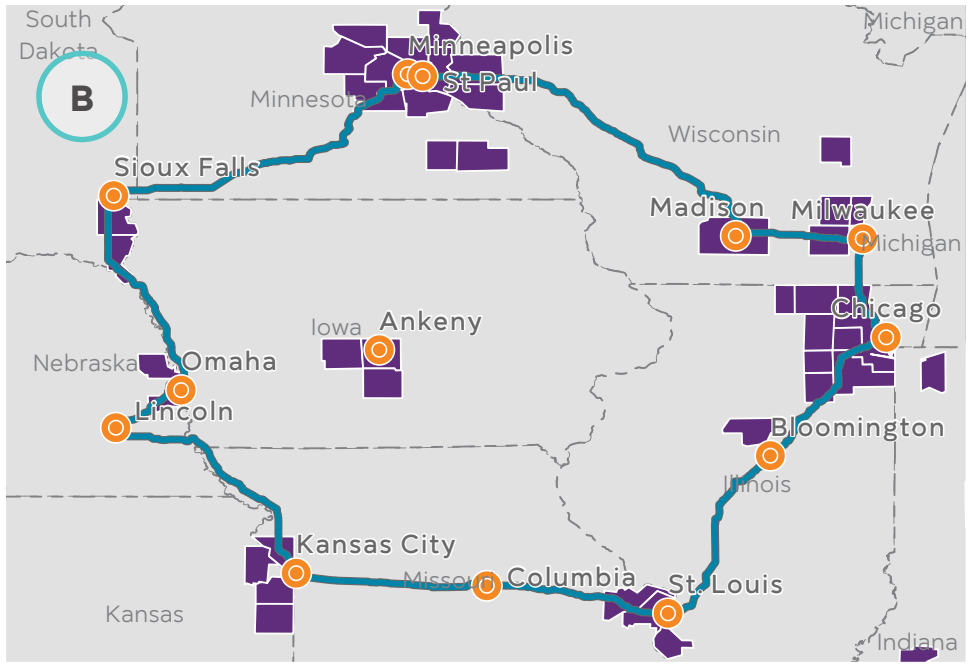
Map 11: Overnight Market - Drive Time



LEGEND

- CITY
- OVERNIGHT MARKET
- ... TO BLOOMINGTON
- ... TO CHICAGO
- ... TO COLUMBIA
- ... TO KANSAS CITY
- ... TO LINCOLN
- ... TO MADISON
- ... TO MILWAUKEE
- ... TO MINNIAPOLIS
- ... TO OMAHA
- ... TO ST. LOUIS
- MSA
- STATE





Map 12: Overnight Market Spending Patterns

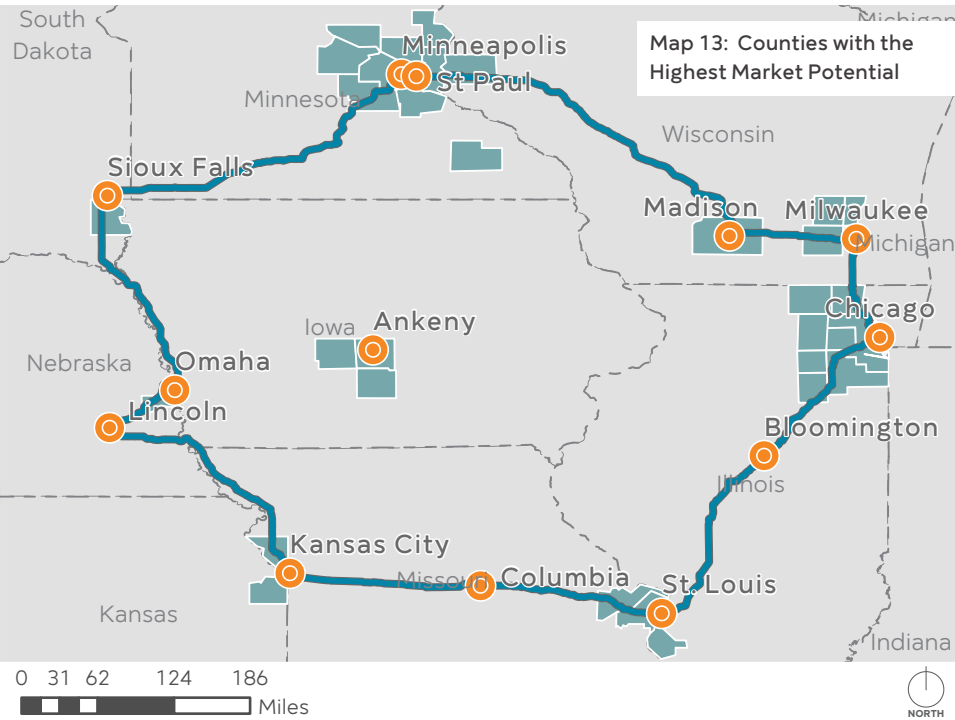


OVERNIGHT MARKET POTENTIAL

Given the wide variation of demographics and spending patterns across the Overnight Market, Map 12 shows four selected spending factors that may guide Ankeny’s future marketing efforts. The map sections represent counties that spend more than the average US household on:

- A: Bicycles
- B: Domestic Travel
- C: Recreation
- D: Recreation During Domestic Travel

Map 13 is a composite of factors A-D; households in these OM counties (also listed in Table 8) spend more than the average US Household on bicycles, domestic travel, recreation in general, and recreation while traveling.



IMPLICATIONS FOR ANKENY

OM counties in Map 13 and Table 8 have the highest market potential for bicycle tourism - from this market is where Ankeny is most likely to attract overnight visitors. The City will need a detailed and targeted marketing strategy as it develops its branding and marketing campaign.

The target areas in the OM reflect the Travel Iowa and Catch Des Moines markets. Both organizations provide travel and tourism marketing assistance that can benefit Ankeny’s bicycle tourism efforts.

While the OM is the largest market, Ankeny and Central Iowa attract many visitors from outside of this region. Ankeny should not lose sight of its potential to attract national and international visitors.

Table 8: Counties with the Highest Market Potential

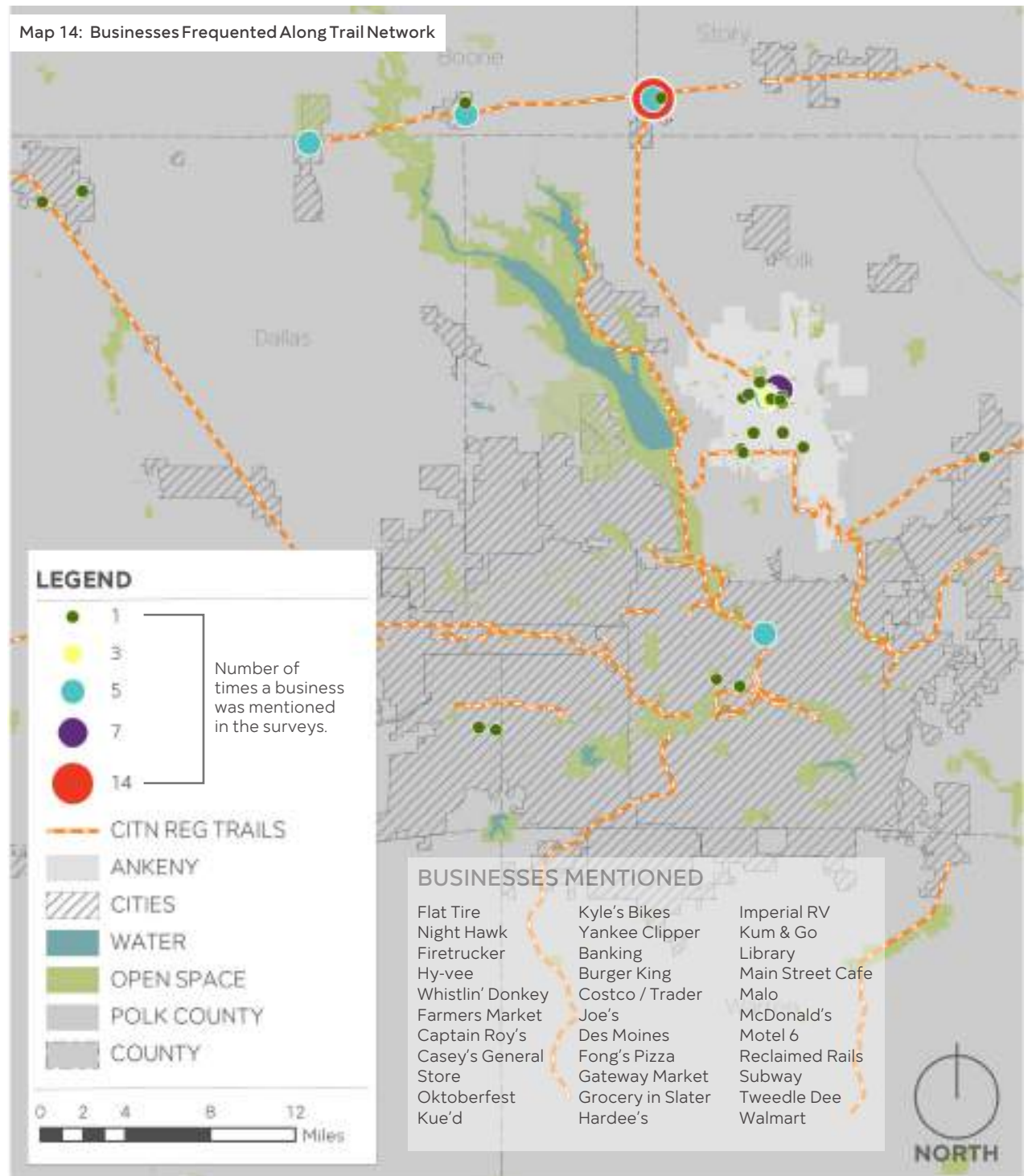
COUNTY	COMPOSITE SCORE
Lake County, IL	610
Carver County, MN	598
Scott County, MN	583
Washington County, MN	577
DuPage County, IL	567
Ozaukee County, WI	562
Johnson County, KS	541
Kendall County, IL	536
Waukesha County, WI	525
Dallas County, IA	523
Dakota County, MN	515
Will County, IL	504
Kane County, IL	500
McHenry County, IL	497
Hennepin County, MN	495
Olmsted County, MN	481
Lincoln County, SD	480
Platte County, MO	480
St. Charles County, MO	473
Wright County, MN	464
St. Louis County, MO	461
Anoka County, MN	459
Sarpy County, NE	458
St. Croix County, WI	456
Sherburne County, MN	455
Monroe County, IL	454
Dane County, WI	443
Washington County, WI	438
Cook County, IL	429
Warren County, IA	425
Chisago County, MN	420
Polk County, IA	418
Ramsey County, MN	410
Grundy County, IL	408

Intercept Survey Business Trends

During the trail intercept survey, the team asked trail users to identify the businesses visited on the day of the survey and how much they spent during the visit. Restaurants, bars, and breweries topped the list. Fast-food and retail establishments tied for second place and convenience stores came in at third. Survey data, combined with interviews and observations revealed the following business use trends:

- Before a trail trip, users are more likely to visit a quick grab retail or food establishment such as Casey's for a donut or Kyle's Bikes for an inner tube.
- During a trail trip, eating and drinking establishments are destinations. Travelers use businesses to mark a turn around point or a rest/refuel stop on a longer ride. For example, the team intercepted a couple out on a date night. They planned to ride from Ankeny to Reclaimed Rails in Bondurant via the Chichaqua Valley Trail as their destination and turn-around.
- At the end of a trip, trail users are more likely to gather at a food/drink establishment for a longer visit. Firetrucker Brewery is a popular post-ride gathering place.
- Along the trail, popular businesses (e.g. Nite Hawk in Slater, Captain Roy's in Des Moines) are de facto trailheads. People park at or near the business intending to end their trip at the business.

Map 14: Businesses Frequented Along Trail Network



- Trail users expressed a desire for more trailside businesses. One consistent theme was the need for a place to stop between Ankeny and the Oasis; a destination similar to Firetrucker Brewery, Nite Hawk, Flat Tire, or the Whistlin' Donkey.

The intercept survey stations captured bicyclists on the west side of Ankeny. Few trail users mentioned businesses along the Oralabor Gateway / Gay Lea Wilson corridors - one exception being the handful of bicyclists who commuted from the Des Moines Metro to their place of employment near the airport.

BUSINESS LOCATION RECOMMENDATIONS

As trail-side businesses redevelop or new ones arrive, owners should know what bicyclists need. The intercept survey findings show Ankeny should work with the business owners to:

- Locate quick grab bicycle friendly businesses near formal trailheads and parking areas. Develop standards to allow for pop-up business popular with trail users (e.g. food trucks, ice cream stands, etc.).
- Along the HTT, there is a demand for a food and beverage stop between Ankeny and the Oasis.
- Work with trail-oriented / de facto trailhead business owners to develop parking solutions.
- As new trails develop, ensure that trails travel through or connect to commercial areas (that are ideally trail-oriented).
- Formalize a step in the development review process to determine a project's impact on the trail network.

- The proposed Neal Smith / Ankeny Connector is an ideal location for a trail-oriented business.
- Business near the trails in southeast Ankeny (Oralabor Gateway to Gay Lea Wilson to Chichaqua Valley) do not have trail-oriented destinations. As gaps in Ankeny's trail network close, this is a prime area for trail-oriented business development.

.....
"Need more between Ankeny and Slater, would have stayed in Ankeny if there was a point."



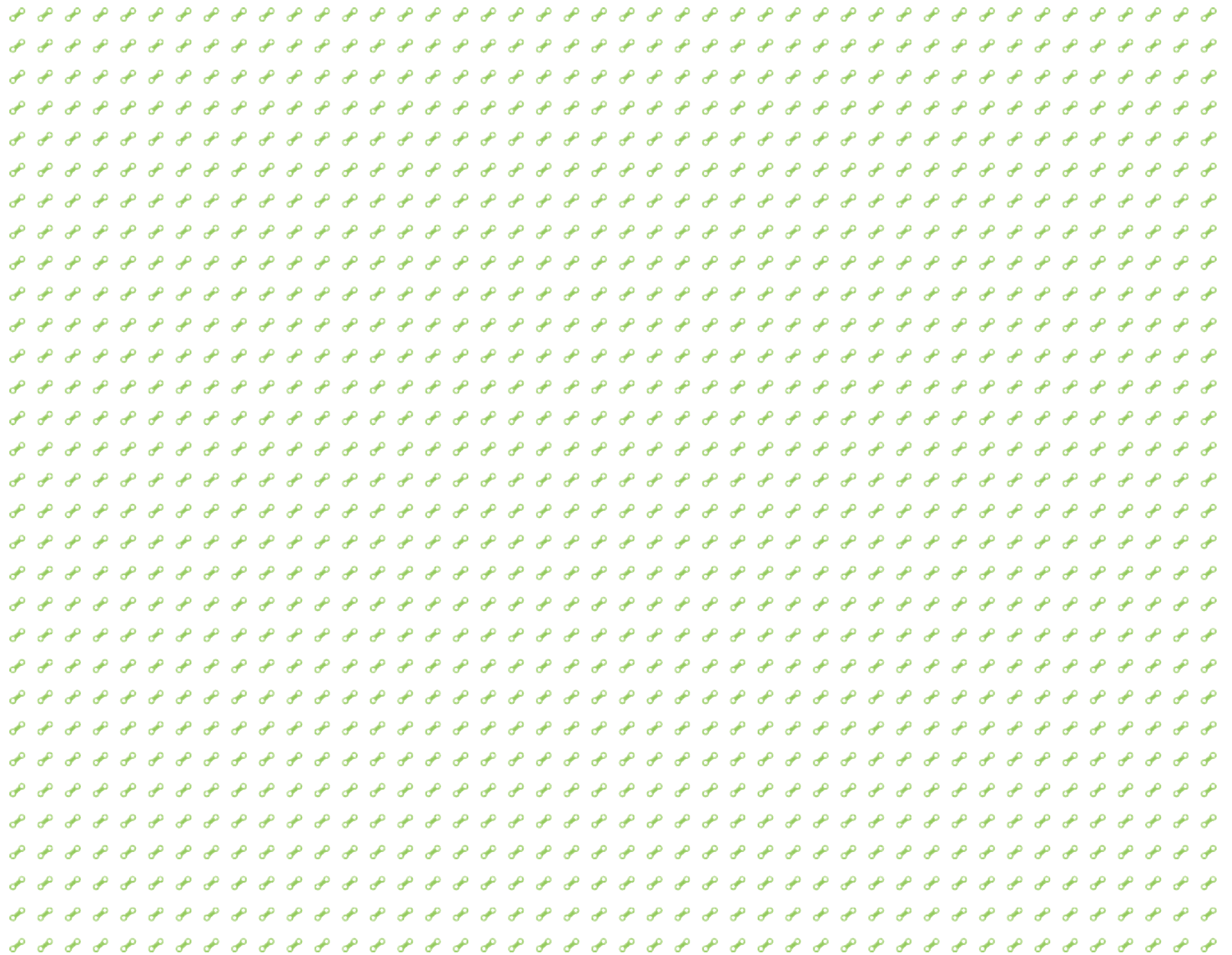
Business advertising along the High Trestle Trail.



Advertising in Madrid along the High Trestle Trail and the Flat Tire Lounge.



The seasonal nature of bicycling results in businesses that close for the off-season.



SECTION 4

Strategic Direction

*Positioning Ankeny to become
Central Iowa's Trail Hub.*

STRATEGIC DIRECTION

Studies have established that bicycling and trails investment has a positive economic impact in Iowa (See Figure 2) and elsewhere. Consulting team members have worked in and reviewed national case studies from high-profile bicycling destinations that have experienced an economic transformation resulting from trail investment. The Market Study in Section 2 reveals that Ankeny can target its tourism efforts to a large base of local, regional, in-state, and out-of-state customers. Ankeny's bicycling community values the trail network - they are ready to be engaged to further trail and bicycling efforts. We can say with confidence that investment in bicycle tourism initiatives can deliver economic benefit to Ankeny's citizens and businesses. Success depends on an ongoing bicycle tourism program and key infrastructure investment.

A PHASED STRATEGY

Ankeny's Bicycle Tourism Plan provides a map to assist the City of Ankeny and key stakeholders to transform Ankeny into Central Iowa's trail hub. The Plan provides a framework that informs and supports an approach to develop and promote Ankeny's bicycle tourism assets.

Ankeny's strategic direction is a phased strategy; the goal of which is three-fold:

- Attract visiting bicyclists to Ankeny for over-night visits and greater expenditure
- Encourage day-trip bicyclists to visit often and spend more during each trips and,
- Sustain the local economy through trail-oriented development and trail-oriented businesses

REALIZING THE BENEFITS

The Ankeny Bicycle Tourism plan recommends a long-term perspective, with implementation staged over the next 8-10 years. It includes three stages for maximizing the benefits of bicycle tourism, which have been linked to the strategy's action plan.

Figure 12: Staged Tourism Development

STAGE 1 2019 - 2020

POTENTIAL BENEFITS

Increased day-trip
visitation

Increased local
participation

STAGE 2 2021 - 2023

POTENTIAL BENEFITS

Increased visitation

Increased expenditure

Longer stay

Additional spending
from events

Trail oriented
businesses

STAGE 3 2024 - 2026

POTENTIAL BENEFITS

Increased visitation

Increased expenditure

Longer Stay & Repeat
Visits

Additional spending
from events

Trail oriented
development

Strategic Advantages

STRATEGIC ADVANTAGES TO PROMOTE

Few destinations in Central Iowa offer Ankeny's level of trail access and proximity to the services bicyclists want and need. Ankeny anchors the southern end of the High Trestle Trail and it is the only city with High Trestle Trail access and an array of services (see Map 15). This strategic advantage underpins Ankeny's bicycle tourism efforts.

Other factors supporting Ankeny's position as Central Iowa's trail hub include:

It's Iowa. Iowa's festive bike culture is key to Ankeny's success.

The Trails. Iowans love their trail network, but they undersell the value of the trail system. Ankeny can tell the trail story while promoting itself as a Central Iowa's trail hub.

Diversity of Riding. Ankeny has back door access to trails, dirt road riding / gravel grinding, mountain biking, road cycling (which is not as popular in the area), and touring. The City also has the services promoters need to host bicycling events (e.g. hotel rooms, event parking, places to eat and drink, parks for cyclocross events).

Accessibility. The terrain of Ankeny's trail network is accessible to most types of bicyclists. The trail network is appealing to families with children, new bicyclists, and older riders.

Touring Appeal. Although the HTT round-trip is more than many people can do in one day, it is a great distance for a two day trip. Overnight bicyclists can camp or stay along the trail.



Ankeny's inclusive Miracle Park attracts families from across the region - with adaptive bicycling, Ankeny's accessible trail network can extend the Miracle Park experience. Source: *BikePortland*

Growing Use (and Sales) of E-Bikes. The barrier to converting more High Trestle Bridge visitors to Ankeny visitors is the distance between Ankeny and the Bridge. The 50 mile round trip is a greater distance than most people (like those with small children) can achieve. E-Bikes (the bicycle industry's fastest growing market segment) makes the distance between Ankeny and the Bridge more obtainable.

Proximity to Attractions. Shopping and Dining in Uptown Ankeny and Prairie Trail. Cascade Falls Water Park. Nature activities and camping at Saylorville Lake. A day in Des Moines. Jester Park Nature Center. Food and beer. Ankeny is close to it all; packaging experiences will lead to overnight visits.



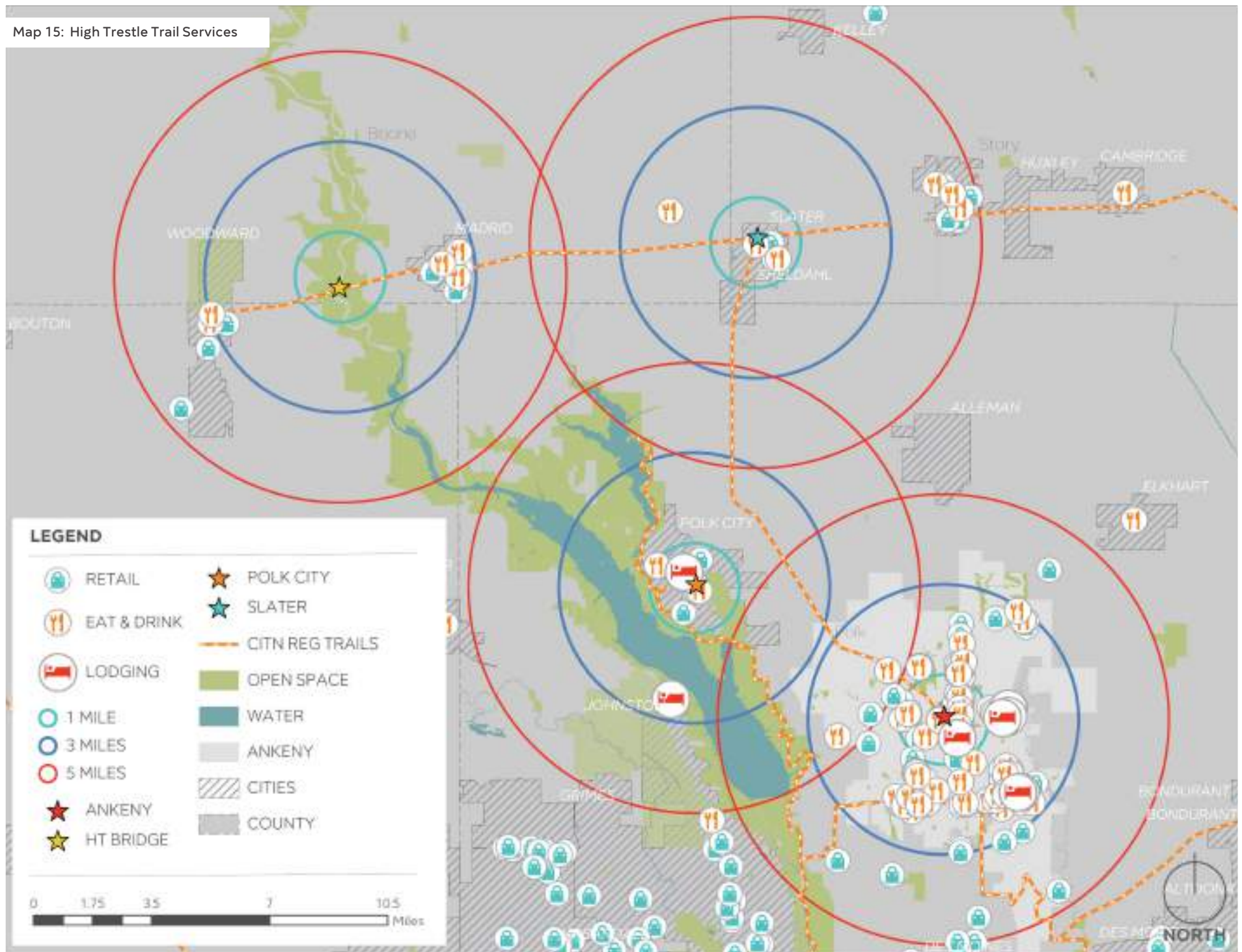
With the growing popularity of e-mobility devices, solar e-charging stations that double as community gathering places are starting to pop up. Imagine one at AMP. Source: *Sol Design Lab*

Local Community. An active community of bicyclists live in Ankeny and support local businesses throughout the year. Ankeny's Bicycle Tourism strategies reinforce connections between local businesses and local people.

Broader Regional Context. Ankeny's success depends on a regional trail network. Bicyclists will leave Ankeny's city limits. When they do, the positive experience needs to continue. Ankeny can be a leading voice in creating the regional trail experience.

Trail-Oriented Development. Some individuals within Ankeny's private sector are seeing the value of trail-oriented development and bicycle friendly business. Trail oriented development reinforces Ankeny's image as Central Iowa's trail hub.

Map 15: High Trestle Trail Services



Customer Journey Map

A concept borrowed from the customer service industry, a customer journey map is the path a potential bicycle tourist is likely to follow from their first introduction to Ankeny through a com-

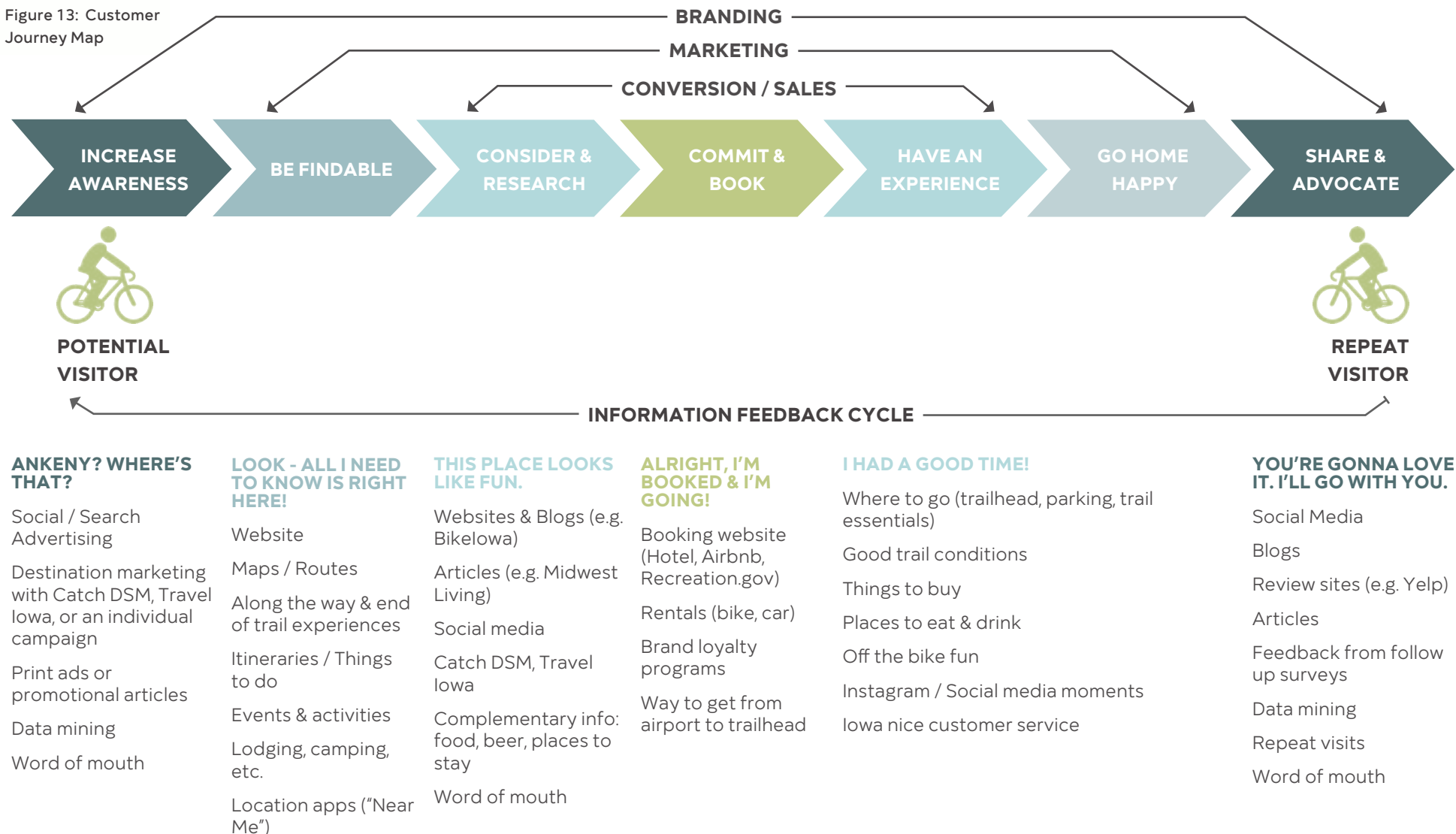
pleted visit. Customers need a positive experience at each stage of the journey to continue to the next.

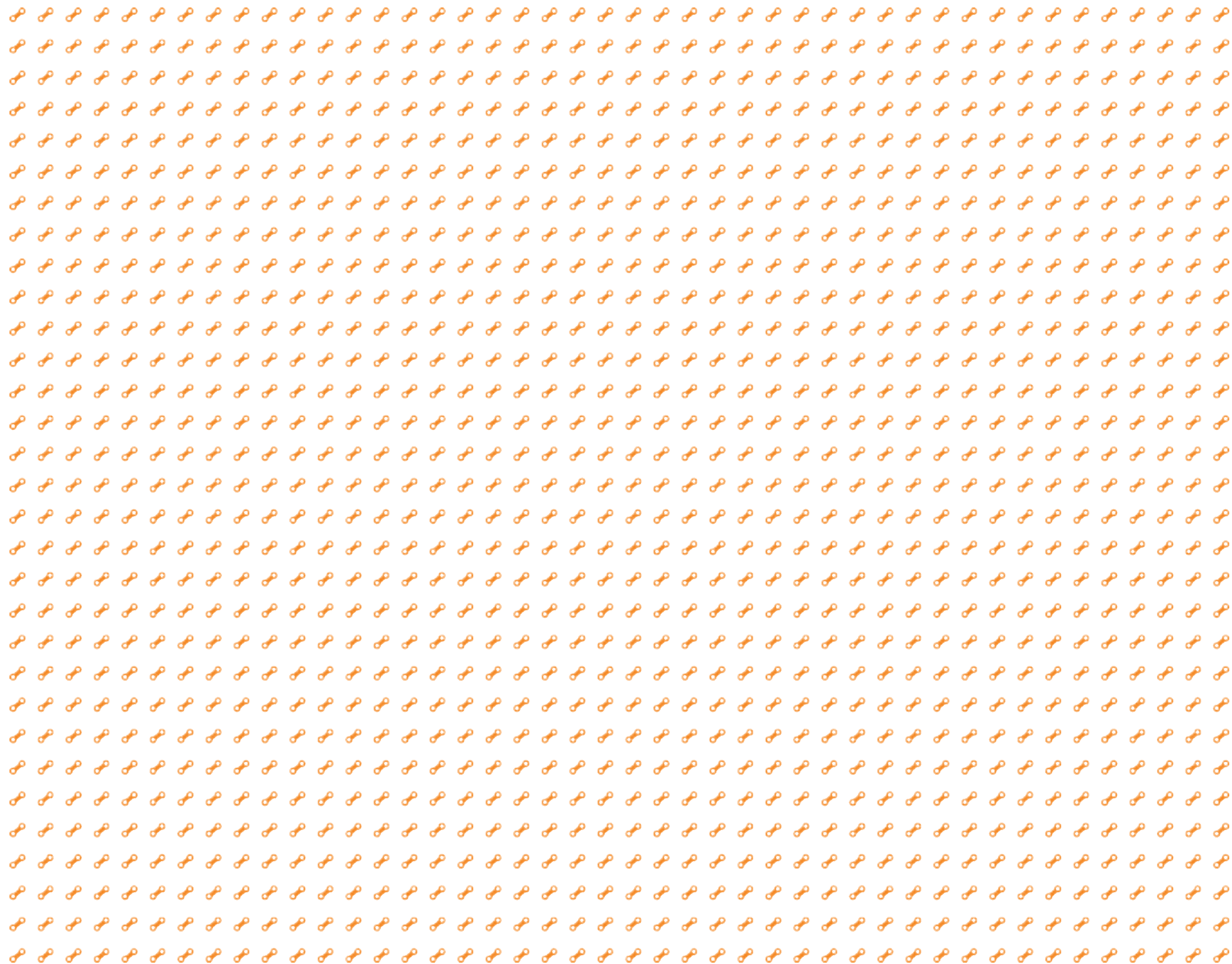
For Ankeny, the customer journey map is a guide to develop a structure for its bicycle tourism program - pieces of the process must be in place before Ankeny can attract tourists. For example,

there are few efforts to broadly advertise Ankeny as a bicycling destination. Consequently, Ankeny remains under the bicycling radar.

Many of Section 5's recommendations add to a complete customer experience.

Figure 13: Customer Journey Map





Action Items

A detailed look at the strategic actions needed to transform Ankeny into Central Iowa's Trail Hub.

ACTION PLAN

There is no limit to the steps Ankeny can take to transform the city into Central Iowa's Trail Hub. City staff capacity, competition with other projects, and financial constraints, however, limit Ankeny's capacity to do everything. The Ankeny Bicycle Tourism Action Plan contains ten action items. The actions will kick-start Ankeny's bicycle tourism program by creating awareness, developing a trail experience, and establishing a structure to get the work done. In most cases, the presented actions contain scalable strategies. Meaning, the actions identify small steps the city can implement while it plans for the larger and more expensive projects.



The majority of attendees at the December 2018 community indicated a willingness to help further Ankeny's Bicycle Tourism efforts.

ONE: Ankeny Trail Awareness

To attract visitors to Ankeny, especially those from out-of-state, potential visitors need to first know that Ankeny is a trail destination, and second, have easy access to information that influences a decision to visit.

KEY STRATEGIES

Build awareness of the bicycling experiences available in Ankeny and the surrounding region.

Develop and promote a trail marketing strategy.

RIGHT: Branding establishes a cohesive image for Ankeny's trail network. Marketing spreads the word to a wide audience. BELOW: Ankeny can market its trail network through free or low cost channels such as posting Bike Overnight routes with Adventure Cycling Association.



EMERALD NETWORK



INCREASE AWARENESS CHECKLIST

- ☐ Hire a Professional Branding and Marketing Firm
- ☐ Develop Brand Standards for the Ankeny Trail Network
- ☐ Develop Print and Digital Promotional Materials Using the Brand Standards
- ☐ Develop Promotional Content (routes, itineraries, trail stories, etc.) and Coordinate Links with Service Providers (bike shops, eating and drinking establishments, lodging, etc.)
- ☐ Develop an Ankeny Trail Network Website
- ☐ Develop an Ankeny Trail Network Social Media and a Paid Marketing Advertising Strategy
- ☐ Develop a Promotional Event Schedule (e.g. RAGBRAI Expo, Iowa Bike Expo,)

KEY PARTNERS

City of Ankeny, Bicycle Advisory Committee, Polk County Conservation, Catch Des Moines, Travel Iowa

STRATEGY TYPE

Trail Town: Marketing

Customer Journey: Increase Awareness, Be Findable

TIME FRAME

Stage 1: 2019 - 2020

PROJECTED COST

\$30,000 to \$35,000

TWO: Install Branded Trail Elements

Once bicycle tourist makes the decision to travel to Ankeny, they will want to know where to go, what to do, and how to navigate the trail network once they get to town. A combination of branded trail elements will create a sense of place, ease the frustration of navigation, and add to the visitor's positive experience. Additionally, Ankeny visitors need to know when they are in the city - how else will they know how to spread the word?

KEY STRATEGIES

Create branded trailheads (places where visitors begin their experience).

- AMP should be the primary trailhead where most visitors are directed.
- Aim for at least one branded trailhead with direct access to each regional trail.

Create gateway features at key locations across the city.

- Gateway features announce one's entrance into Ankeny. Install gateway features where each regional trail crosses into or near Ankeny.

Develop an Ankeny Trail Network wayfinding system.

- Develop a branded wayfinding system that makes trail navigation clear and easy. This can be a standalone project or completed with the branding and marketing effort.



Chief Ladiga Trail



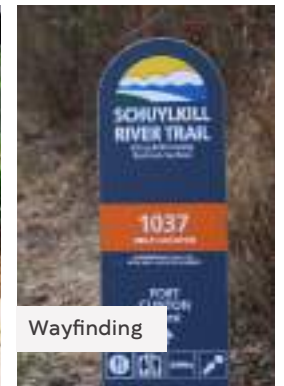
Neuse River Trail



Greensboro Downtown Greenway



Greensboro Downtown Greenway



Wayfinding



M80 Trail



Lafitte Greenway



Boring Station



ANKENY BRANDED TRAILHEADS & GATEWAYS

- New Trailhead at 18th and HTT
- Future HTT Extension & Oralabor Gateway to Gay Lea Wilson
- Gay Lea Wilson & Chichaqua Valley (completed with Polk County Conservation)
- Recommended Neal Smith Connector & 1st Street Area (completed with Polk County Conservation)
- Prairie Trail / DMACC Area
- Neal Smith & Oralabor Gateway

TRAILHEAD ESSENTIALS

- Well Marked Parking
- Trash / Recycling Bins
- Restrooms
- Water Fountains (Bonus: Water Bottle Fountains)
- Signage: Trail Rules, Emergency Information, Area Map and Ride Options
- Benches, Picnic Tables (Bonus: Covered Shelter)
- Clean, Attractive, and Welcome Feel
- Repair Stations
- Bicycle Racks (Bonus: Group Racks and Branded Racks)
- Good Lighting for Early and Late Riders and Off-season Riders
- Signage to Bike Shops & Service Areas

BRANDED TRAIL ELEMENT CHECKLIST

- ☐ Given anticipated growth, assess whether existing and planned trailhead locations are adequate
- ☐ Seek agreement on the trailhead essentials each trailhead should include; Assess public/private partnerships for some amenities
- ☐ Identify locations for gateway features; Commission gateway feature design with the trail network wayfinding project
- ☐ Hire a professional wayfinding firm to develop a trail network system; Coordinate trail wayfinding with Ankeny's vehicle oriented system
- ☐ Program branded elements into Ankeny's Capital Improvement Plan

KEY PARTNERS

City of Ankeny, Capital / Financial Planning, Polk County Conservation, Catch Des Moines, Bicycle Advisory Committee

STRATEGY TYPE

Trail Town: Marketing, Connect Trail to Town, Development

Customer Journey: Be Findable, Have an Experience

TIME FRAME

Stage 2: 2021 - 2023 (Planning & Design)

Stage 3: 2024 - 2026 (Project Development)

PROJECTED COST

Costs will vary based on the design and number of signs needed. The Rails to Trails Conservancy estimates \$30,000 per trail mile. A recent estimate from the Up North Trail System provides a per sign cost estimate.⁹

8 THREE: Accessibility & Connectivity Projects

One appeal of Ankeny's Trail Network is its connectivity and accessibility. People of all ages and abilities can find a route to match their riding capability. Selected network improvements will increase the network's appeal.

Section 1 summarizes planned projects (Items 1 - 5). This action step provides no further discussion on planned projects since the likelihood of project completion is high. The Action Plan addresses the recommended projects - Items A - C.

KEY STRATEGIES

(Item A) Install crossing signals when trails cross wide, high volume streets (at HTT and 18TH, for example).

- Using best practice guidance, Ankeny should determine the type of crossing signal (such as a HAWK or RRFB) suitable for each wide, high volume street crossing.

(Item B - outside city limits) Begin work on a regional trail project to connect the Neal Smith Trail, somewhere near 1ST Street and NW Polk City Drive.

- This connection would link Ankeny directly to the Neal Smith Trail near the Cherry Glen

Campground, which is Ankeny's nearest camping facility. Polk County has long range plans to connect to the HTT to the Neal Smith Trail between Polk City and Big Creek State Park - Polk's planned project plus this connector creates a new trail network loop.

(Item C) Develop a temporary solution to cross I-35 along SE Oralabor Drive that provides access the cluster of hotels on the east side of I-35.

- If Ankeny's goal is to get more heads in beds through bicycle tourism, then the heads need to reach the beds. While Ankeny needs a long term solution, there are ways to improve the Oralabor / I-35 Crossing.

Figure 14: Connectivity Projects

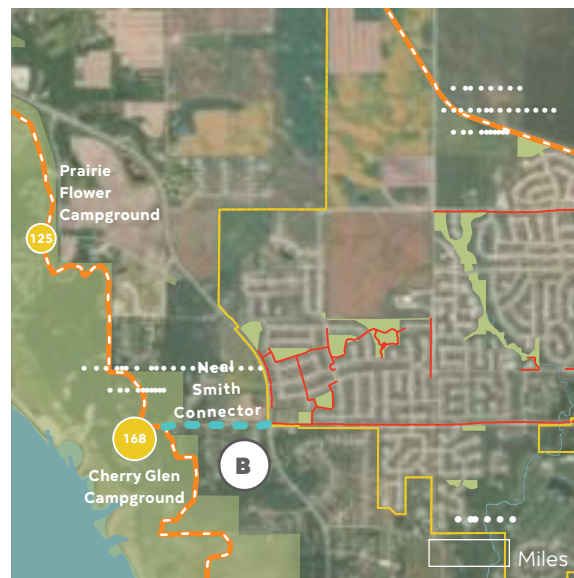
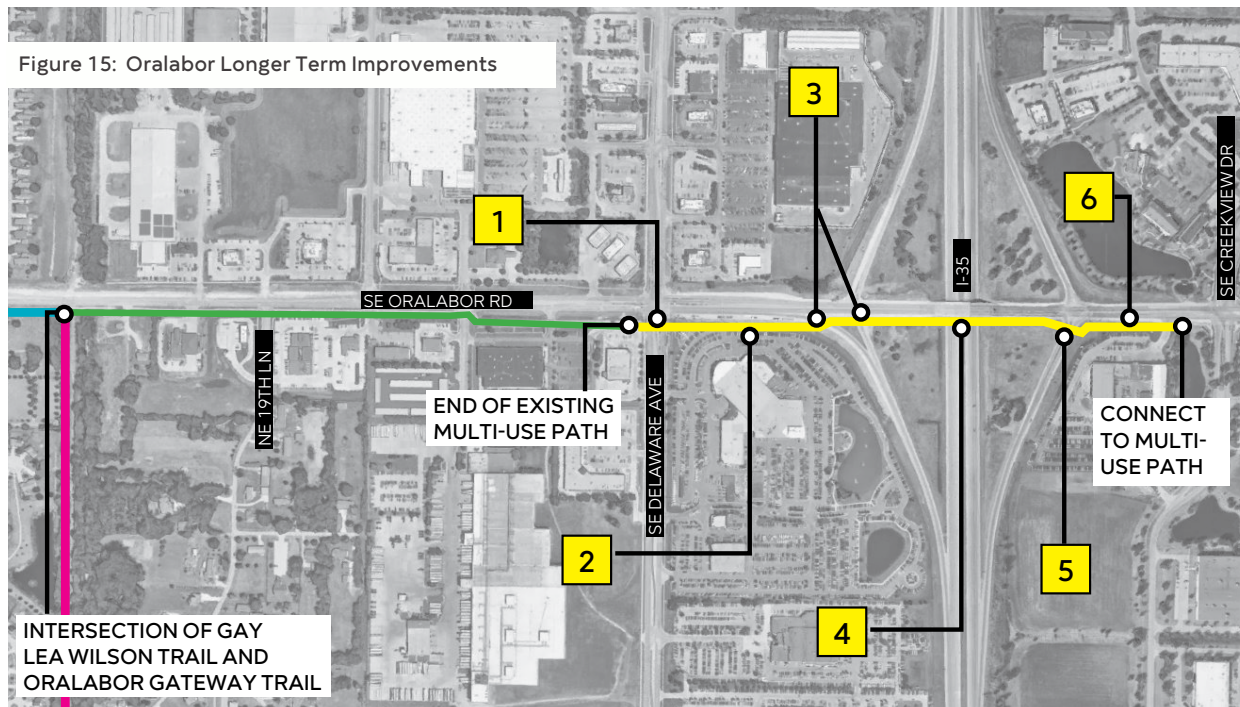


Figure 15: Oralabor Longer Term Improvements



- 1 REVIEW OPPORTUNITIES FOR TWO-STAGE CROSSING; PEDESTRIAN REFUGE
- 2 ADD ~560 FEET OF MULTI-USE PATH
- 3 CONSTRUCT AND MARK SB RAMP CROSSINGS OF I-35, SIGNALIZE & ADD ~100 FT OF MULTI-USE PATH
- 4 DELINEATE SHOULDER OVER BRIDGE WITH PHYSICAL SEPARATION FROM TRAFFIC
- 5 REVIEW OPPORTUNITIES FOR TWO-STAGE CROSSING, PEDESTRIAN REFUGE AND SIGNALIZATION
- 6 CONSTRUCT ~475 FT OF MULTI-USE PATH

Cities use temporary treatments (sometimes known as Tactical Urbanism projects) while they identify long term solutions. The Oralabor/I-35 crossing could be a good candidate for a temporary treatment, but it needs a long term solution.



ACCESSIBILITY & CONNECTIVITY CHECKLIST

- ☐ Request from Ankeny Public Works crossing evaluations where the HTT crosses wide, high volume streets to determine the most appropriate crossing signal; Enter the projects into Ankeny's CIP process
- ☐ Convene a meeting with Polk County Conservation, the Army Corps of Engineers, and Ankeny Parks and Recreation to explore Neal Smith Connector feasibility; Identify funding for a Connector Feasibility Study
- ☐ Convene a meeting with Iowa DOT and Ankeny Public Works to identify temporary measures to improve the Oralabor/I-35 crossing while waiting for a long-term solution; Evaluate willingness to use temporary treatments

KEY PARTNERS

City of Ankeny, Public Works, Iowa DOT, Polk County Conservation, Army Corps of Engineers

STRATEGY TYPE

Trail Town: Connect Trail to Town, Development

Customer Journey: Have an Experience

TIME FRAME

Stage 1: 2019 - 2020 (Planning)

Stage 3: 2024 - 2026 (Project Development)

PROJECTED COST

- Signal costs will vary, a HAWK signal could cost \$50,000 to \$80,000
- Project Exploration: Staff Time & Resources
- Neal Smith Feasibility Study: \$25,000 to \$35,000
- Neal Smith & Oralabor Projects: Cost TBD

FOUR: AMP as Central Trailhead

The 250,000 people who travel to the High Trestle Bridge do it because it is a memorable experience. As the Bridge has grown in popularity, the town of Slater, Madrid, and Woodward have become part of the High Trestle Bridge experience. Ankeny's success as a bicycle destination depends on creating a sense of place and an experience that is uniquely Ankeny. Activating AMP, Uptown Ankeny, and the surrounding area is the perfect place to anchor the Ankeny trail experience. Action Four, AMP as a Central Trailhead, is the first anchor point.

Driving directions for Ankeny's HTT trailhead have directed visitors to the water tower parking lot off NW Ash Drive. It is an effective parking lot, but it does little to create a sense of place and has no services for bicyclists. For bicycling visitors, there is no clear destination or feature announcing the start or end of a ride.

Ankeny completed the Ankeny Market Pavilion (AMP) in 2018 with the intent that it will be the city's central trailhead for the HTT and other regional trails. AMP has many features of a good trailhead: bathrooms, bike racks, an area trails map, etc. Recognizing that formalizing AMP as Ankeny's central trailhead is a work in progress, the following recommendations will solidify AMP as Ankeny's central trailhead.

KEY STRATEGIES

Advertise AMP as Ankeny's central HTT trailhead.

- It will take time and effort to encourage visitors to begin their trail trip at AMP but doing so creates a trail experience.

Make the link from AMP to Uptown Ankeny through signage.

In peak season, provide simple programming to activate AMP.

- While Ankeny should install an anchor trail feature, it can install low-cost permanent or temporary low-maintenance activities to begin creation of a trail experience.

Develop an AMP/Trail Use/Uptown Ankeny Parking Strategy.

- While Ankeny should direct trail users to park at AMP, the area needs an overall parking strategy to balance AMP's role as a trailhead (where people will leave their cars for several hours), a community event and gathering place, and a gateway to Uptown Ankeny. Visitors need directions to alternative parking locations when the AMP lot is closed for an event.

Transform the 1ST crossing into a trail feature.

- With AMP as the central trailhead, the 1ST Street crossing is one of the first experiences riders will have - it should make a statement that signals the beginning of an adventure.



AMP is an emerging community gathering space that can anchor Ankeny's trail network.



While planning for a big-ticket anchor feature, Ankeny can identify low cost and fun strategies to activate AMP for visitors and locals.

AMP AS CENTRAL TRAILHEAD CHECKLIST

Advertise AMP as Ankeny's central HTT trailhead.

- ☐ Research and request trailhead location updates. For example, the Rails to Trails Conservancy lists the NW Ash parking lot as Ankeny's HTT trailhead.
- ☐ Incorporate AMP as the trailhead in all future marketing materials.

Make the link from AMP to Uptown Ankeny through signage.

- ☐ During the wayfinding, branding, and marketing projects, feature AMP/Uptown Ankeny as the hub of the trail network.

In peak season, provide simple programming to activate AMP.

- ☐ Identify 2 to 3 permanent or temporary strategies to activate (provide something to do) AMP each season.

Develop an AMP/Trail Use/Uptown Ankeny Parking Strategy.

- ☐ Assemble AMP stakeholders, Uptown Ankeny and the others to formalize a parking action plan to balance the needs of AMP, Uptown Ankeny, and trail users. (Note: Ankeny has a lot of parking near AMP, but it needs to be organized and marked.)
- ☐ Develop welcoming signage at AMP that lets visitors know they are welcome to park and ride, including overnight for long distance bicyclists. Some trail maintenance organizations have a self registration process for overnight parking.

Transform the 1ST crossing into a trail feature.

- ☐ With Ankeny Public Works, research pavement enhancements to enhance the crossing. Complete this step after branding efforts are complete.

KEY PARTNERS

City of Ankeny Public Works and Parks and Recreation, AMP Stakeholders, Uptown Ankeny Association, Art for Ankeny, Bicycle Advisory Committee

STRATEGY TYPE

Trail Town: Connect Trail to Town, Development, Marketing

Customer Journey: Be Findable, Have an Experience

TIME FRAME

Stage 1: 2019 - 2020, AMP as Trailhead, Simple Programming. Parking Strategy

Stage 3: 2024 - 2026, Signage, Trail Crossing

PROJECTED COST

- AMP as Trailhead - staff time and research
- Signage - cost included with wayfinding estimate
- Parking - staff time without a parking consultant; \$10,000 to \$15,000 for a parking study; Physical parking changes (re-stripping, new lots, etc.) to be determined
- Crosswalk - \$7,500 to \$10,000 for a designed crosswalk using an appropriate product that balances design, maintenance, and safety. See [Pavement Impressions, Inc.](#) for examples.

As a key HTT connector, the 1ST crossing should be part of the overall trail experience. Additionally, the prominence of this trail crossing showcases and markets the trail to motorists that may not be aware of the HTT.

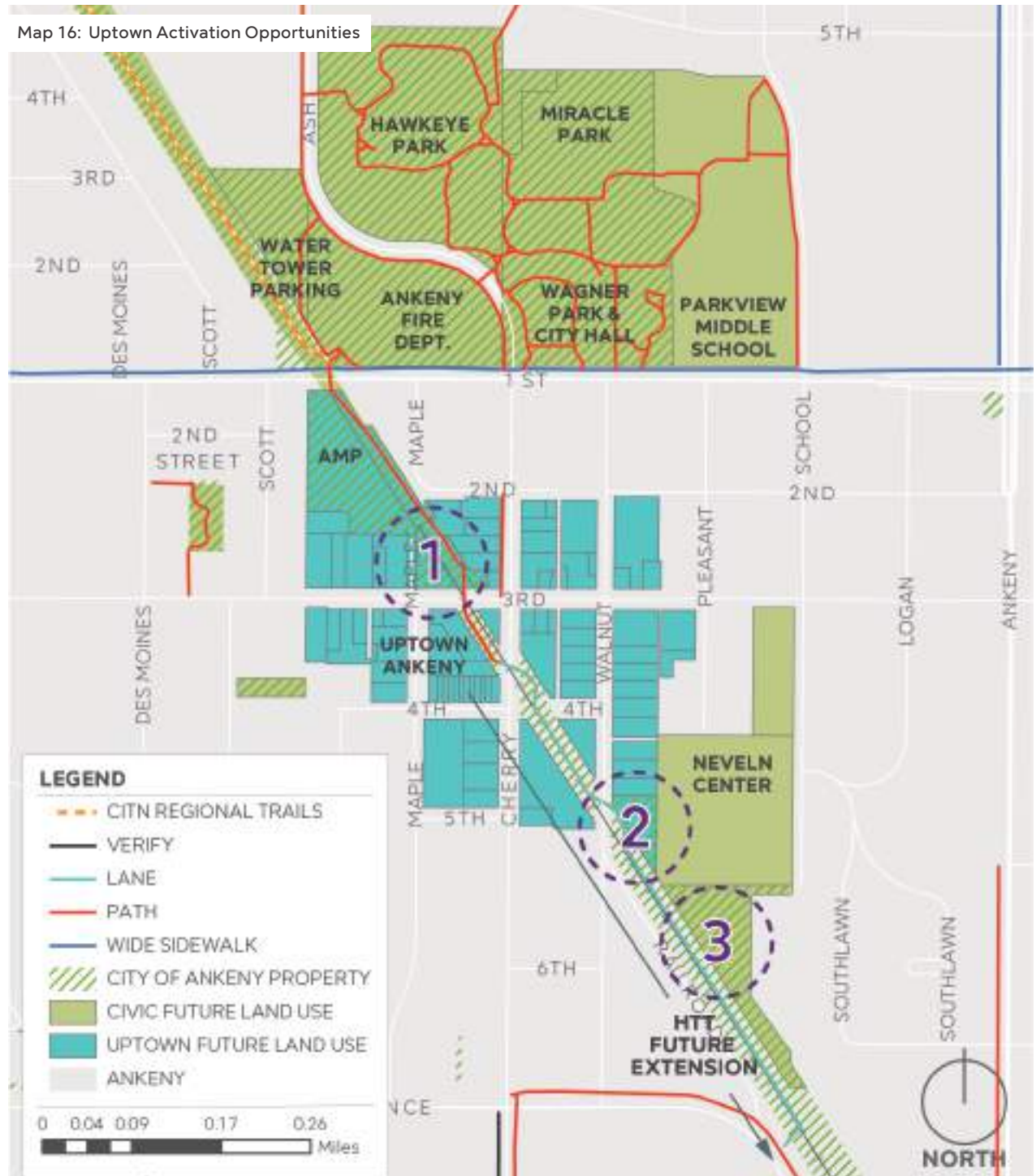


FIVE: Activate Uptown Public Space

With AMP as Ankeny's trail hub, directing visitors to Uptown Ankeny extends the experience-based trail hub concept. The City of Ankeny owns land it can activate with place making activities such as public art, small park-like spaces, outdoor dining, etc.) - see the areas marked as 1, 2, and 3 on Map 16. At least one of the three identified areas should be the location for Ankeny's HTT anchor feature (see the following action item).

Besides activating public space, Ankeny can better define Uptown's connection to the trail network with bicycle and pedestrian, parking, and placemaking improvements. In 2017, the Iowa Economic Development Authority (IEDA), Downtown Resource Center conducted a site visit. Afterwards, IEDA published their site visit summary which outlines actions to unlock Uptown Ankeny's potential. IEDA's report recommends the following strategies to improve Uptown's walkability and bikeability:¹⁰

- Invest in Central Iowa Trails branded wayfinding signage for the High Trestle Trail.
- Install a business directory kiosk with a map of Uptown where the High Trestle Trail crosses Southwest 3rd Street.
- Paint continental style crosswalks with high-visibility markings at all intersections within Uptown.
- Establish a routine maintenance plan for re-striping crosswalks.



- Install additional bike racks and benches throughout Uptown.
- Inventory and repair damaged sidewalk sections in Uptown.
- Establish an annual sidewalk inspection and repair program.
- Update ADA curb ramps at intersections.

KEY STRATEGIES

Identify community supported strategies to activate public land between AMP and the HTT Extension.

- Sectors of the community may have differing ideas on how the city can activate Uptown Ankeny's public space. A small public space planning workshop may help the city identify uses that are trail-friendly, supported by the community, and are within the city's maintenance capabilities.

Program IEDA's bikeability and walkability improvements in Ankeny's CIP process.

Continue to work with the Uptown Ankeny Association and other stakeholders to implement a place- and trail-oriented vision for Uptown.

- Main street development work is an ongoing process of vision selling, relationship building, and technical assistance. The City of Ankeny's role is to be an active public partner that supports the private sector.

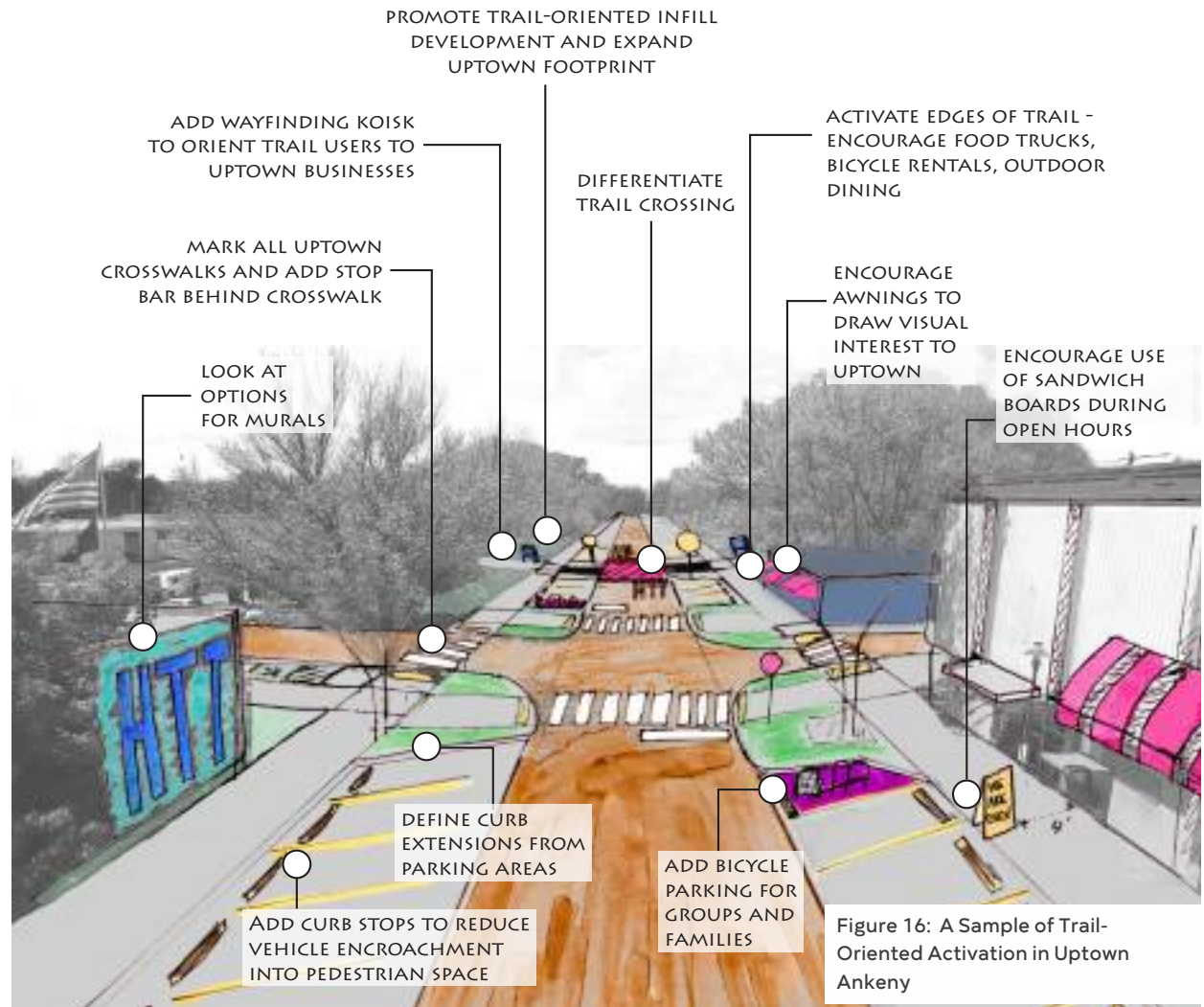


Figure 16: A Sample of Trail-Oriented Activation in Uptown Ankeny



From branded bike parking to murals, Uptown Ankeny can implement low cost strategies to connect trails to Uptown.



Given the seasonal nature of trail activity, Ankeny may want to consider seasonal uses, such as outdoor shopping kiosks, or an outdoor picnic area, or pop up food kiosks/trucks.

ACTIVATE UPTOWN PUBLIC SPACE CHECKLIST

Identify community supported strategies to activate public land between AMP and the HTT Extension.

- ☐ Identify a funding source to conduct a small community space activation study.
- ☐ The strategies to activate AMP also apply to Uptown Ankeny.

Program IEDA's bikeability and walkability improvements in Ankeny's CIP process.

- ☐ Working with the Uptown Ankeny Association and other stakeholders, prioritize a public improvement list with cost estimates and assemble funding for special projects and program other projects in the city's CIP process, and;
- ☐ Prioritize a list of private sector improvements and opportunities where the City of Ankeny can leverage the private investment (e.g. Ankeny meets a public parking need when it gains public spaces in a private lot).

Continue to work with the Uptown Ankeny Association and other stakeholders to implement a place- and trail-oriented vision for Uptown.

- ☐ Identify opportunities to achieve the vision during development exploration and the city review process.
- ☐ In Ankeny's economic development materials and activities, promote Uptown Ankeny's potential.
- ☐ Implement recommendations from the IEDA Site Visit report (beyond bikeability and walkability)

KEY PARTNERS

City of Ankeny Public Works and Parks and Recreation, Uptown Ankeny Association, Art for Ankeny, Bicycle Advisory Committee

STRATEGY TYPE

Trail Town: Connect Trail to Town, Development, Marketing

Customer Journey: Be Findable, Have an Experience

TIME FRAME

Stage 1: 2019 - 2020, Community supported strategies, Temporary or low-cost installations (similar to AMP Activation), Prioritize public and private improvements

Stage 2: 2021 - 2023, Permanently activate at least one of Uptown Ankeny's public areas (e.g. an outdoor dining area)

Stage 3: 2024 - 2026, Implement projects identified in planning stages

Ongoing: Work with Uptown Ankeny to achieve place- and trail-oriented vision

PROJECTED COST

- Activation Community Engagement Process - staff time and \$5,000 - 10,000 for paid assistance if needed. Low-cost activation strategies - \$1,000 to \$3,000.
- Project Prioritization - staff time and \$5,000 to \$10,000 for paid assistance if needed.
- Continual interaction with Uptown Ankeny - staff time.

SIX: HTT Anchor Feature

As discussed elsewhere in this document, people travel to the High Trestle Bridge because it is a destination based experience - getting to and being on the Bridge evokes a feeling. People make the trek expecting to be rewarded by something inspiring. Ankeny can't recreate the HTB, but it can offer an experience that anchor the city and the southern end of the High Trestle Trail (think of the HTB and Ankeny's feature as bookends to the trail experience).

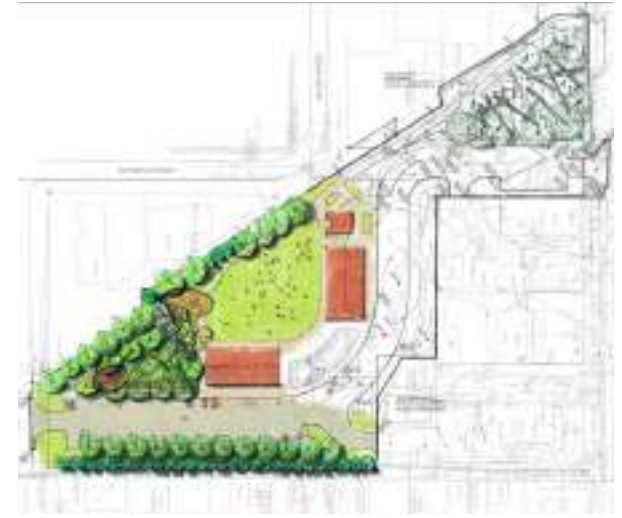
What that feature should be, however, is a community decision as well as a community fundraising effort. Ankeny's Bicycle Tourism plan does not have a specific recommendations as to what the feature should be or a recommendation for its specific location. The plan does provide a set of guidelines for feature development.

FEATURE RECOMMENDATIONS

From the bicycle tourism perspective, anchor feature designers and decision makers should consider the following:

- ☐ The feature should be interactive. Ankeny wants bicyclists to visit, stay overnight, and spend money. An interactive feature will encourage people, particularly families, to spend more time and money in Uptown Ankeny.
- ☐ The feature should interface and be part of the HTT experience; perhaps it is a feature that bicyclists ride under or over. Components of the feature could also be functional: food/merchandise kiosks, an outdoor dining area, or integrated bicycle racks.

- ☐ It should represent the HTT's "mile zero." Bicycle tourists (and others) love to mark the beginning or end of a ride at an iconic location. Think of Ankeny's anchor feature as the city's "Instagram-able" moment; a key element of attracting more bicycle tourists to the city.
- ☐ Many stakeholders expressed interest in more child friendly trail activities. Ankeny's HTT feature should appeal to local and visiting families.
- ☐ The feature should tell a story that the community embraces and is relevant to Ankeny. Art for Ankeny's proposed feature reflects the area's coal mining history. The feature could reflect Ankeny's history with the John Deere plant or the city's role in WWII munitions manufacturing. Or, the feature could reflect Ankeny's natural prairie history.
- ☐ Ankeny should time its marketing and branding efforts with feature development.
- ☐ While Ankeny's citizens decide on and raise funds for an anchor feature, Ankeny can install a smaller scale mile-zero or anchor feature. One option is a series of plantings - people flock to the Neuse River Trail (NC) when its sunflower fields are in bloom.
- ☐ The feature could also be a series (or a chain) of features that connect AMP, through Uptown Ankeny, to the beginning of the High Trestle Trail Extension.



TOP: Art for Ankeny has a feature designed to reflect the area's coal history. MIDDLE: Durham's American Tobacco Campus water tower doubles as an event stage. BOTTOM: Rutledge Farm in Columbia, MO engages children.



COLUMN ONE: Gateway to the C&O Towpath, Council Bluffs Iowa, Chief Ladiga Trail, Alabama. COLUMN TWO: Colorado Gateway, Santa Fe Railyard Gateway, GAP Mile Zero Marker. COLUMN THREE: Overton Park, Memphis; Concept Greenway Overpass, San Diego, NC Museum of Art Park, Raleigh, NC



SEVEN: Promote Trail-Oriented Development

Across the city, Ankeny has pockets of potential for trail-oriented real estate development to both enhance the bicycle tourist's experience and expand economic opportunity for local business and property owners. Prime areas include property near existing and planned trailheads, existing commercial districts, Uptown Ankeny, and transitioning areas near existing and planned trails.

Trail-Oriented Development means the front door (or a main entry point) of the business faces, or is oriented to, the trail. TOD also includes residential units developed with trail access as a prime consideration.

KEY STRATEGIES

Promote the value of TOD to the development community.

Continue to develop relationships with the owners of trail-facing properties on the verge of transition. Ensure that the real estate community promotes the value through marketing materials.

Work with existing businesses owners to incorporate trail-oriented development during renovation or expansion.

- Without standards requiring TOD, developers will have to believe in the value of TOD and implement TOD elements on their own. This work is an ongoing process of vision

selling, relationship building, and technical assistance. The City of Ankeny's role is to be an active public partner to support private sector efforts.

Develop a set of trail-oriented development standards to guide trail-oriented development.

- Whether required or voluntary, Ankeny can develop a TOD guidebook to ensure a cohesive development standard along Ankeny's trail network.
- Turn the "front porch" to the trail by encouraging or requiring trail-oriented features on the trail side (e.g. patios, outdoor dining, awnings, etc.). Avoid trail facing parking lots, utility areas, loading docks, etc.

Encourage trail side businesses to incorporate small elements to welcome, encourage, or prioritize services for bicyclists.

- Not every businesses needs to redevelop to be trail-oriented. Business owners can incorporate small features to connect their business to the trail. Examples include:
 - » Know about bicycling and routes
 - » Offer on-site bike parking
 - » Stay open during peak trail use hours
 - » Sell small "pick-up" food items
 - » Offer promotions to bicyclists
 - » Seek feedback from trail visitors
 - » Offer delivery & shipping
 - » Stock things bicyclists may need
 - » Provide water

TRAIL ORIENTED DEVELOPMENT

According to a summary of finding from the Urban Land Institute, the benefits of trail-oriented, or active-transportation, development are many, including:

- Active transportation infrastructure can catalyze real estate development.
- Active transportation systems encourage healthier lifestyles.
- Investments in trails, bike lanes, and bicycle-sharing systems have high levels of return on investment.
- There is evidence of a correlation between access to active transportation facilities and increased property values.

LINKS:

Active Transportation and Real Estate: The Next Frontier, Urban Land Institute: bit.ly/2Dx8MBc

The Right Path: Houston Galveston Area Council TOD Primer: <http://bit.ly/2BY1g0p>

Friends of Lafitte Greenway Guide to Trail-Oriented Development: bit.ly/2Q60Vkf

Trail-Oriented Development Special Policy, East Nashville Plan Amendment: bit.ly/2RYGRxO



Figure 17: Trail-Oriented Development Highlights



LOFT AMENITIES	AREA AMENITIES
Bicycle Parking	Ankeny Ankeny Society
Central Lockers TV	Adkins Bakery and Pastry
Shower, Storage	Ankeny Market Pavilion
Electricity, Thermostat	High North Trail
Hard Surface Floors	Leaning Tower of Pise
Large Closets	Ankeny Ice Skating
24-hour Property Management	Ankeny Coffee House
Garage/Garage	Lowell House, Hotel Ice Cream
McClure	The Ankeny Ice Cream Shop
Security Cameras	Food and Drink Store
Stainless Steel	The Spring House
Stainless Steel	Uptown Food and Beverage Co.

Ankeny's new Uptown Lofts development is an example of Trail-Oriented Development. The Lofts' marketing materials depict bicyclists, its listed amenities include bicycle parking, and it advertises the HTT as an area amenity.

TRAIL ORIENTED DEVELOPMENT CHECKLIST

Promote the value of TOD to the develop community.

Continue to develop relationships with the owners of trail-facing properties on the verge of transition. Ensure that the real estate community promotes the value through marketing materials.

Work with existing businesses owners to incorporate trail-oriented development during renovation or expansion.

- ☐ Develop a standard TOD presentation and present to key stakeholders (e.g. Real Estate Agents)
- ☐ Create a city GIS layer that identifies ideal TOD properties; incorporate with the development process
- ☐ Ensure Ankeny's internal development partners (planning, development services, etc.)

understand TOD, encourage planning staff to flag development standards that make TOD difficult to accomplish

- ☐ Pitch TOD possibilities when property owners approach the city about a potential development

Develop a set of trail-oriented development standards to guide trail-oriented development.

- ☐ Review TOD standards from other communities
- ☐ Review Ankeny's zoning ordinance for direct TOD conflicts; amend as needed
- ☐ Develop a TOD guidebook for developers; start with a voluntary program

KEY PARTNERS

City of Ankeny, Uptown Ankeny Association & Other Business Organizations, Real Estate Community, Economic Development Corporation

STRATEGY TYPE

Trail Town: Connect Trail to Town, Development

Customer Journey: Have an Experience

TIME FRAME

Stage 1: 2019 - 2020, standard presentation and vision selling, develop GIS layer, stakeholder education

Stage 2: 2021 - 2023, review ordinance for obstacles, develop TOD guidebook

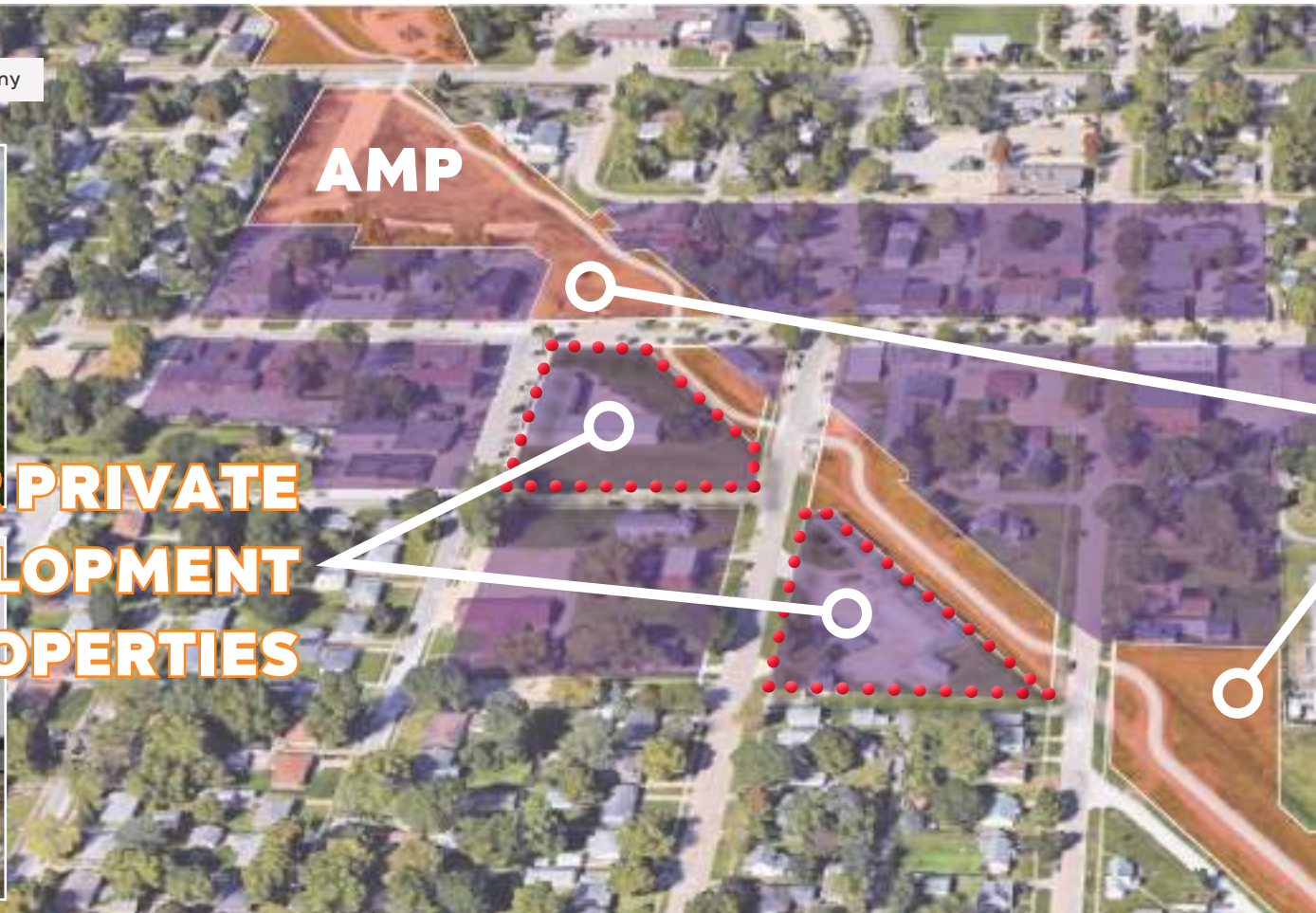
Ongoing: work with stakeholders to achieve TOD vision

PROJECTED COST

- The work associated with most strategies in this action could be accomplished with staff time, however, with competing priorities, paid assistance may be needed to (\$15,000 to \$20,000 for ordinance review and TOD Guidebook)



**ANCHOR PRIVATE
REDEVELOPMENT
PROPERTIES**



BEFORE: White Oak Bayou Village, Houston, TX



AFTER (Rendering)



GATEWAY FEATURE OR ACTIVATED PUBLIC SPACE



UPTOWN ANKENY



HIGH TRESTLE CROSSWALKS

EIGHT: **Commercial** **Connections**

Sometimes bicyclists need to get to a Target or a grocery store. If AMP is the trail network's central trailhead, the city needs safe connections from AMP to Ankeny's commercial nodes.

This section does not include a standalone Action Checklist. Action items detailed in this section apply to the following recommendations.

(1) UPTOWN ANKENY

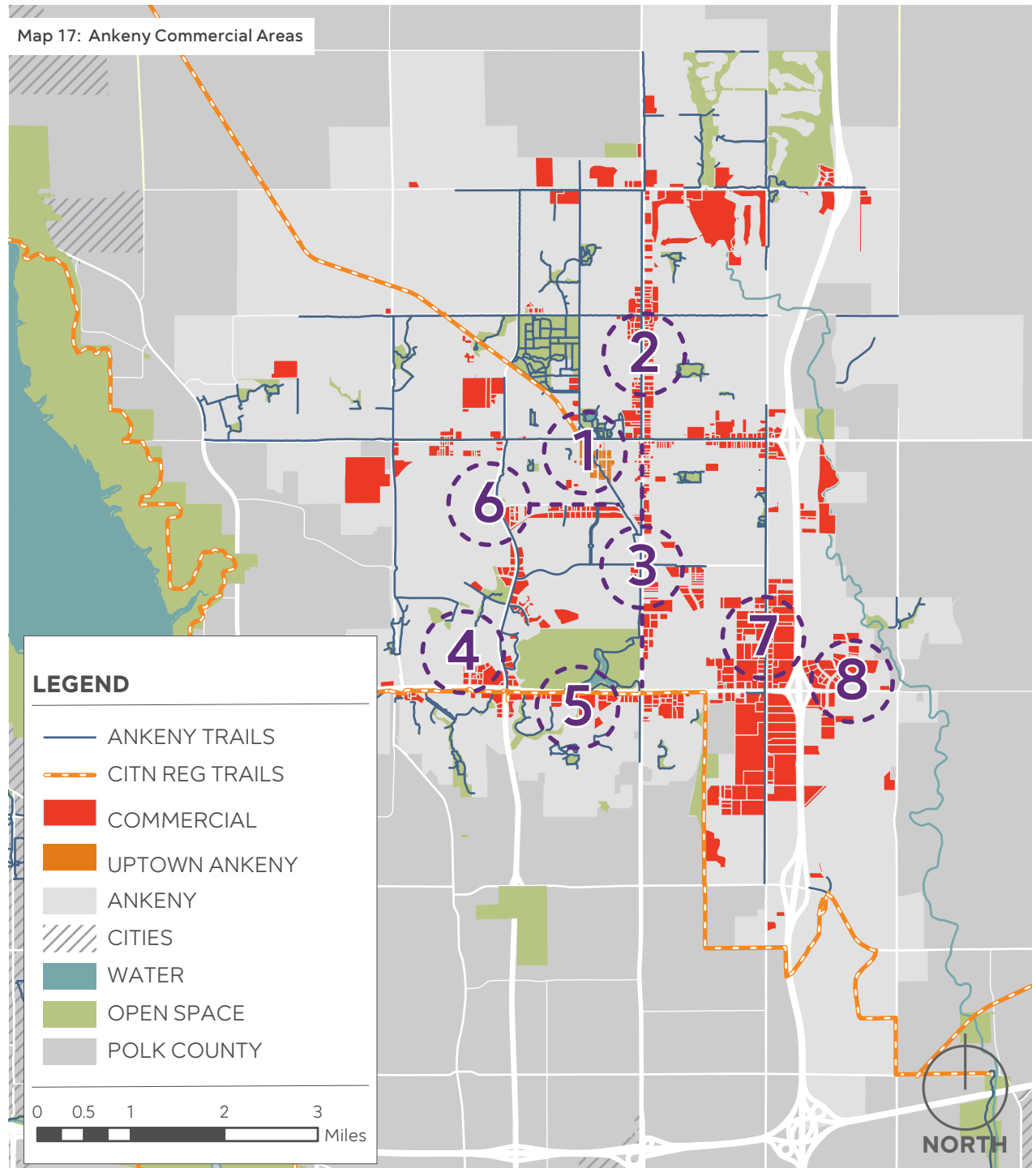
The High Trestle Trail provides an appropriate connection to Uptown Ankeny. **(Action Four and Action Five)**

(2) NORTH ANKENY BOULEVARD AND NE DEL-AWARE AVE

SWOT results name Ankeny Blvd. and Delaware Ave. as difficult areas to access by bicycle. While sidewalks are present, they are narrow and the high number of curb cuts are not ideal for bicycle travel; particularly for inexperienced or unfamiliar riders. A trail or multi-use path is a long range and costly solution. The City can improve access to these areas using neighborhood greenways or bicycle boulevards (see Figure 18). **(Action Ten)**

(4) AND (5) THE DISTRICT AT PRAIRIE TRAIL AND ORALABOR CORRIDOR

While wide sidewalks and paths connect AMP to The District at Prairie Trail, a visitor-friendly wayfinding system is lacking and roadway trail crossings need improvement. **(Action One and Action Three)**



NINE: Activate Parks & Art Stops

CONNECT VISITORS TO PARKS

Through the discovery process, the team learned that local folks love Ankeny for its family friendly activities, and visitors want more kid friendly trail activities. With minimal effort, Ankeny can promote a kid-centric trail experience by connecting visitors to local parks.

CONNECT TO PARKS CHECKLIST

- ☐ During the branding process, develop a branded “Ankeny Parks Route” that connects the city’s regional parks. The route should be kid-centric
- ☐ Provide park/route information at trailheads and gateways

KEY PARTNERS

City of Ankeny Parks & Recreation/Parks Board,
Bicycle Advisory Committee

STRATEGY TYPE

Trail Town: Connect Trail to Town, Development

Customer Journey: Have an Experience

TIME FRAME

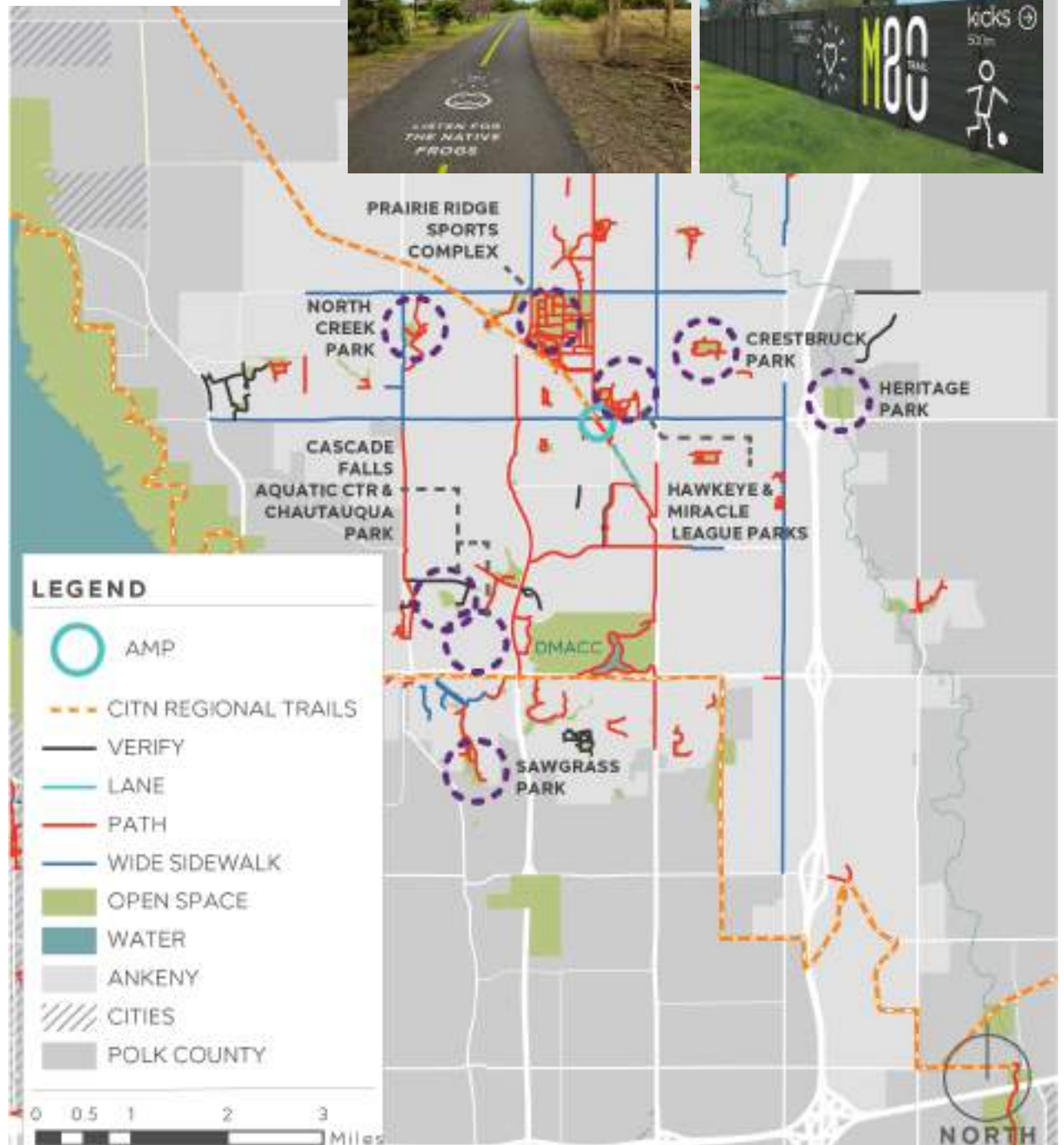
Stage 1: 2019 - 2020, planning in conjunction with overall branding project

Stage 2: 2021 - 2023, implementation

PROJECTED COST

Included with branding and wayfinding costs

Map 18: Ankeny Park Connections



INCORPORATE PUBLIC ART STOPS

Ankeny has ample trailside locations to develop fun and interactive art stops scattered throughout the trail network. Art stops can be temporary or permanent. Interactive art, nature displays, rotating displays or permanent installations are a few examples from other communities.

As with the HTT Feature (Action Six), how Ankeny develops an art stop program is a community discussion and a community fundraising effort. This plan does not provide specific recommendations but does provide general considerations.

ART STOP CONSIDERATIONS

- ☐ Polk County established and funded a public arts board. Jester Park is home to the County's first project. Identify opportunities to collaborate with Polk County's public art efforts.
- ☐ Key local partners include the Greater Des Moines Public Art Foundation, Art for Ankeny, and Bravo Greater Des Moines. Communities use a variety of strategies to fund public art programs. Ankeny (or a key partner) may need a consultant to structure a fund a program.
- ☐ Aim for interactive art such as artful play structures, natural features, and music/sound/light displays. Be the opposite of the Des Moines sculpture park. Invite people to climb on the art.
- ☐ Art stops can be simple and low cost - look to Temporary Art in the Park programs as a model.
- ☐ Coordinate art stop planning with HTT Anchor Feature planning.
- ☐ Determine who or which organization represents the City of Ankeny's public art position.



LEFT COLUMN: Greensboro Downtown Greenway; Interplay Design, Nova Scotia; The Gathering Place, Tulsa, OK. RIGHT COLUMN: Hanging Benches, Cincinnati Waterfront, Angry Birds Hay Bales; Kelsey Montague Art, Marjory Stoneman Douglas High School Mural



TEN: Ankeny Bicycle Program

Becoming a bicycling destination requires focused work by someone, or some group. Current city staff have to balance Bicycle Tourism Plan actions with competing projects and priorities. A City Council appointed task force, committee, or commission will extend the city's capacity to take action.

While Ankeny has an excellent trail network, the city has only one segment of on-street facilities - sharrows on SW Cherry Street. As Ankeny grows and becomes a popular bicycling destination, certain areas across the city would be well-served by an on-street network.

KEY STRATEGIES

Appoint a bicycle task force/committee to extend the city's capacity to implement bicycle related action items.

- The City could first appoint a less-formal task force assigned to accomplish a few key tasks, assist with community programming, and foster relationship building. After working together, the task force can make recommendations for a formal and long-term Bicycle Advisory Commission.

Complete A Bicycle and Trails Master Plan

- A bicycle and trails master plan will identify strategies to expand and close network gaps in Ankeny's bicycling network.

Support community driven bicycling events that increase Ankeny's brand awareness and extend the bicycling season.

- Members of Ankeny's bicycling community create and host bicycling events, promote Iowa's bicycling opportunities and culture through statewide promotion and events, earn a living by engaging people in outdoor recreation and bicycling, and have designed programs to get more kids on bikes. These folks can be Ankeny's greatest brand ambassadors, yet may need support to bring events to Ankeny. For example, the city can provide in-kind event sponsorship, allow the use of city facilities, and offer other forms of assistance.

Table 9: Bicycle Committee Mission/Purpose Statements from Select Cities in Iowa

CITY	PURPOSE	MEMBER SIZE	DEPARTMENT ALIGNMENT
WEST DES MOINES	"...commission is charged with advising the City Council on bicycle plans, programs, and policies	9	Parks & Recreation Department
MARION	Bicycle and Pedestrian Advisory Committee (BPAC) was established to advise the City on implementation of the Master Trails Plan and monitor plan implementation through various performance measures.	12	Engineering and Planning Departments
CEDAR RAPIDS	The Bicycle Advisory Committee (BAC)... provides an opportunity for residents and organizations to discuss upcoming bike facility projects, plan events that bring cyclists together, and bring attention to issues."	UNK	Public Works Department, Traffic Engineering Division
CEDAR FALLS	The mission of the Bicycle and Pedestrian Advisory Committee is to improve the quality of life in Cedar Falls through the increased opportunity for safe walking and bicycling as viable means of transportation and physical activity."	14	Planning & Community Services Department



BICYCLE FACILITIES

SHARED-USE PATHS / TRAILS / WIDE SIDEWALKS



CYCLE TRACKS / SEPARATED BIKE LANES



Different streets require different solutions to create safe, comfortable, and convenient bicycling conditions. Neighborhood streets with low speeds and lighter traffic may only need shared lane markings and wayfinding signs, while busier streets with higher speeds may need buffered bike lanes or cycle tracks to provide greater separation between bicyclists and motor vehicles. The bicycle facilities listed here are used to create the draft Iowa City Bicycle Network.

BUFFERED BIKE LANES



CONVENTIONAL BIKE LANES



ADVISORY BIKE LANE



SHOULDER BIKEWAY



BICYCLE BOULEVARDS



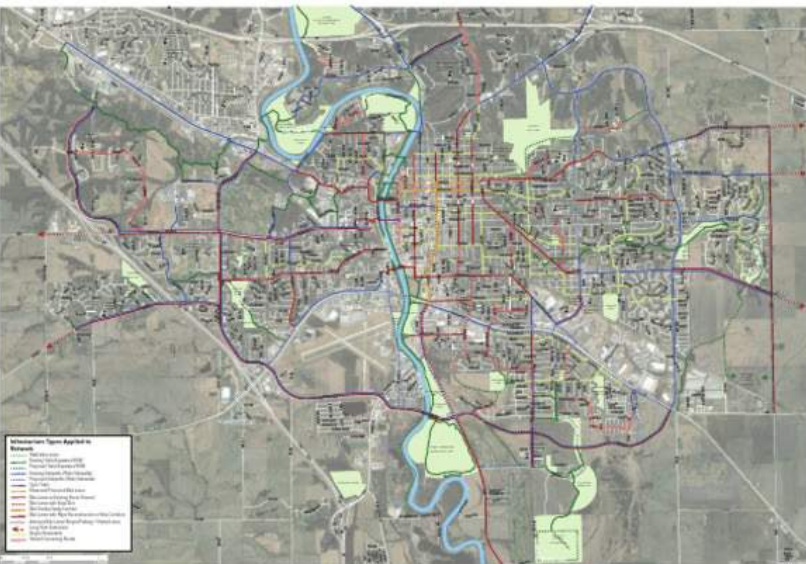
SHARED LANE MARKINGS (SHARROWS)



SHARED ROADWAY



INFRASTRUCTURE TYPES APPLIED TO THE NETWORK



The Infrastructure Types Map shows the locations of the various infrastructure types that are being implemented or planned for the Iowa City Bicycle Network. The map is color-coded to show the different types of infrastructure, and the legend provides a key to the colors. The map also shows the locations of the various infrastructure types that are being implemented or planned for the Iowa City Bicycle Network.

CREATE AN ANKENY BICYCLE PROGRAM CHECKLIST

Appoint a bicycle task force or commission

- ☐ With City Council, determine the initial structure and tasks of the Bicycle Task Force, Commission, or Advisory Committee
- ☐ Develop a one year work plan for the group

Develop a Bicycle and Trails Master Plan

- ☐ Seek funding through Des Moines Area MPO / TAP Funding and City Funds
- ☐ Select a consultant and develop the plan

Support community member bicycling events

- ☐ Host a gathering of bicycling event planners at a local brewery; allow them to share how the city can help
- ☐ Work with the task force and event planners to develop partnership guidelines to streamline future events

KEY PARTNERS

City of Ankeny, Des Moines Area MPO, Iowa DOT

STRATEGY TYPE

Trail Town: Connect Trail to Town, Development

Customer Journey: Have an Experience

TIME FRAME

Stage 1: 2019 - 2020, appoint the committee, develop a funding plan for a bicycle and trails master plan

Stage 2: 2021 - 2023, develop the bicycle and trails master plan, develop a five-year strategic plan for the bicycle task force

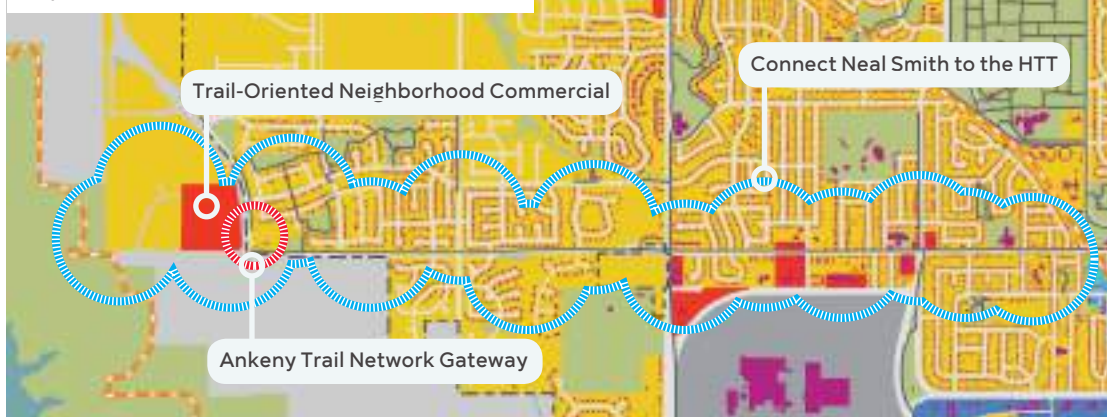
PROJECTED COST

- Appoint a bicycle task force or commission - staff time
- Bicycle and Trail Master Plan - Total cost \$30,000 to \$35,000; City may only need match funding depending on funding source

OTHER: Protect the Trail Experience

The City of Ankeny adopted an updated Comprehensive Plan (Comp Plan) in April 2018. The Comp Plan includes a Future Land Use Map that classifies the long range development pattern for land within the city limits and for areas beyond the city limits where growth through annexation may occur. **As Ankeny grows, it should plan for and implement a development pattern that enhances and/or protects, rather than detracts from, the trail experience.** The following set of maps examine the regional trails in context of Ankeny's Future Land Use pattern.

Map 19: New Neal Smith Connector Trail Land Use



Map 20: Oralabor Gateway Trail Land Use



NEAL SMITH CONNECTOR

The proposed Neal Smith Connector's exact location needs to be determined. The Connector's conceptual line places it outside of Ankeny's city limits, but it is within Ankeny's planning area. The conceptual line travels through developed residential areas until it connects with the HTT.

Future Land Use: Ankeny has designated a neighborhood commercial node at the corner of NW Polk City Drive and NW 94th Ave/W 1st Street that is ideal for trail-oriented development.

Recommendation(s): Route the Neal Smith Connector through or near to the neighborhood commercial node and encourage trail-oriented development as the node develops. This is also a prime location for an Ankeny Trail Network Gateway.

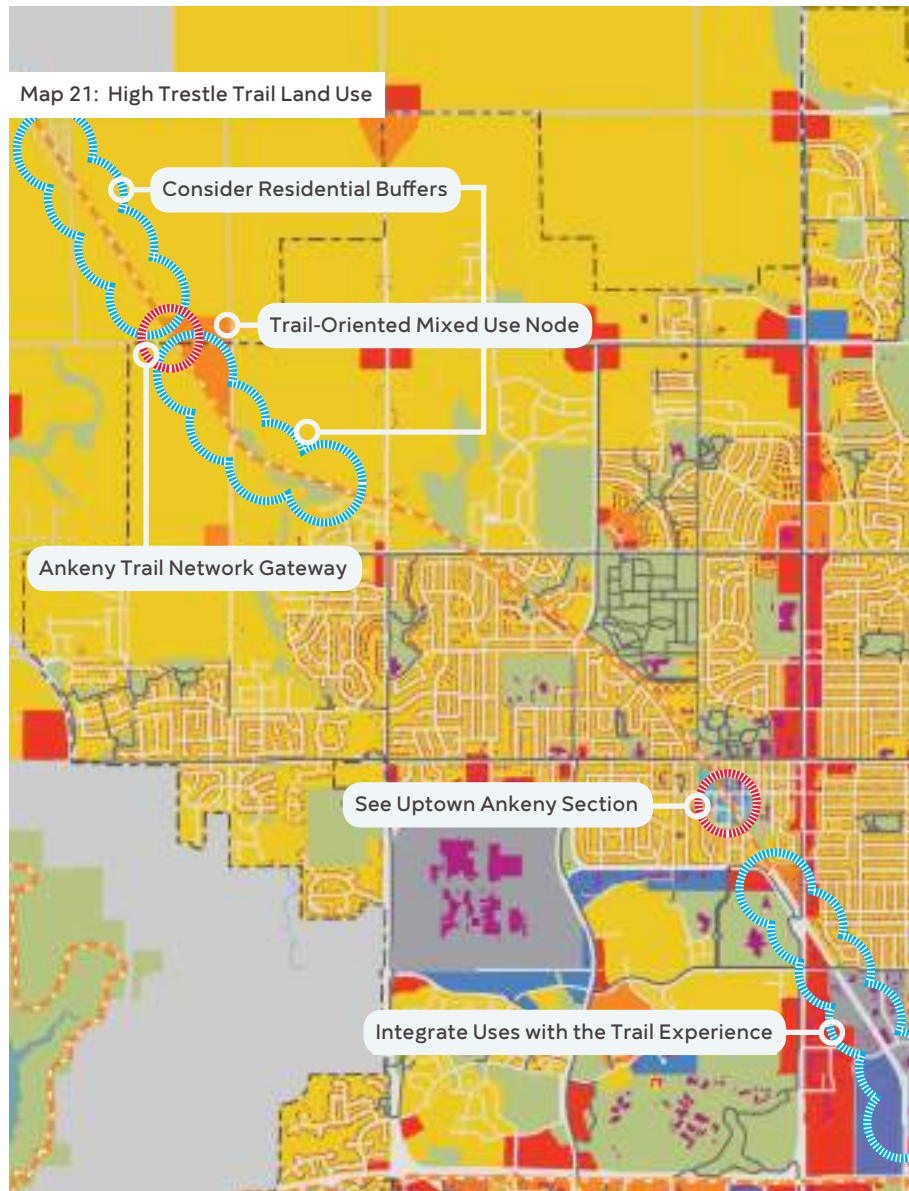
ORALABOR GATEWAY TRAIL

The Oralabor Gateway Trail (OGT) is the primary trail connecting Ankeny to the western Des Moines area. The OGT connects trail users to Prairie Trail and DMACC, and once complete, it will connect users to the High Trestle Trail extension and Uptown Ankeny. Compared to the other regional trails, the OGT has a suburban multi-use path feel that may be less appealing to visitors. The trail has three character areas: residential from NW 26th to White Birch Drive, recent commercial development with better trail integration from White Birch to Highpointe Drive, and a mix of older commercial development from Highpointe to the Cemetery, which is prime for redevelopment.

Future Land Use: Ankeny's Future Land Use Map designates much of the corridor as mixed use with nodes for office and commercial.

Recommendation(s): As the area redevelops, Ankeny should encourage improved connections between the businesses and the OGT, soften the suburban feel of the trail with vegetative buffers and improved crossings, and reduce the number of trail crossing through redevelopment (there are 26 road or

driveway crossings between NW 26TH Street and the Oralabor Cemetery). An Ankeny Trail Network Gateway should be located somewhere between NW 26TH and SW Irvindale Drive.



HIGH TRESTLE TRAIL

North of Uptown Ankeny to Irvindale, the primary land uses are civic and developed residential. Farmland is the dominant use past Irvindale to the city limits and beyond. Land use South of Uptown Ankeny along the planned HTT extension is a mix of residential, commercial, office, and light industrial.

Future Land Use: The future land use pattern between Uptown to NW 118th (where Ankeny's planning area ends) is residential, with one mixed use node near NW Weigel and NW 36th. South of Uptown, the HTT will travel through a mix of land uses similar to the current pattern.

Recommendations: Regular trail users want an eating/drinking stop somewhere between Firetrucker Brewery and The Nite Hawk Bar & Grill in Slater. The mixed-use node at Weigle and 36th is an ideal location for this type of establishment, and trail-oriented development in general. If Ankeny's residential development continues in a similar pattern, the HTT visitor experience will be five miles of backyard views; a pattern that will detract from the overall visitor experience. Ankeny should consider a larger buffer between the residential development and the HTT. An alternative to requiring larger buffers between is a linear park that follows the HTT. Likewise, Ankeny should work to preserve a positive visitor experience from Uptown south as the trail travels through a variety of land uses; some of which (e.g. light industrial) could detract from the trail experience. Rather than buffer or hide these land uses, Ankeny should work with property owners to integrate the trail facing side of properties with the trail experience. Examples include murals, attractive landscaping or fencing, or engaging signage.

LEGEND

COMMERCIAL	BUILDINGS
CIVIC / PARKS / OPEN SPACE	CITN REG TRAILS
RESIDENTIAL	OPEN SPACE
INDUSTRIAL	WATER
MIXED USE	ANKENY
OFFICE BUSINESS PARK	CITIES
AIRPORT BUSINESS	POLK COUNTY
UPTOWN	

Maps in this section are not to scale.

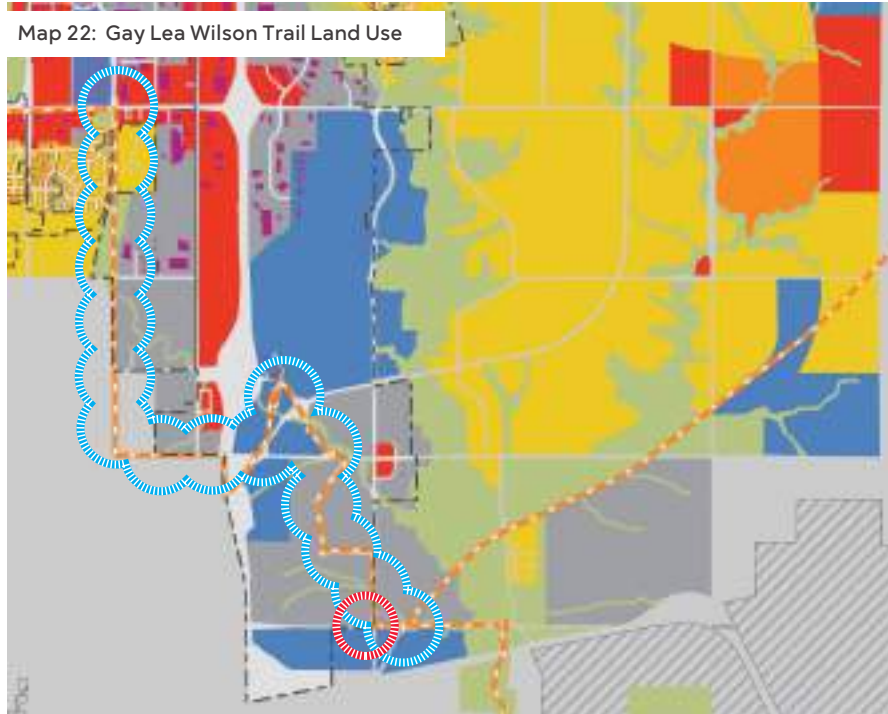
GAY LEA WILSON & CHICHAQUA VALLEY TRAIL

While the Gay Lea Wilson (GLW) trail only travels through Ankeny for a short distance, it is an important path that connects Ankeny to the east Des Moines area, the Chichaqua Valley Trail (CVT) and it will connect Ankeny to the 110-mile Central Iowa Loop Trail. Within the city limits, the GLW begins near Carney Marsh and then travels through current industrial and business parks, including the Ankeny Regional Airport. Once it leaves the city limits it joins with the Chichaqua Valley Trail; which travels through open space and farmland until it reaches Bondurant and beyond.

Future Land Use: The future land use pattern for the GLW is similar to the current pattern and is not expected to change greatly. The portion of the CVT through Ankeny's planning area traverses opens space, skirts an industrial area, and travels through business park and residential land.

Recommendations: The creators of the Gay Lea Wilson (GLW) Trail envisioned it as a trail that brings nature to an urban setting. Even though much of the Ankeny GLW segment travels through industrial/business park areas, there is future opportunity to buffer the trail, add interpretative signage, and integrate existing uses with the trail (see the preceding HTT discussion). Since development along the CVT is completely within Ankeny's planning area, Ankeny should work with Polk County to identify a trail experience that can it can incorporate with future development projects.

Map 22: Gay Lea Wilson Trail Land Use





A sample of images that illustrate ways to buffer trails from commercial or other “non-trail-oriented” land uses.



Trail Case Studies

INDIANAPOLIS CULTURAL TRAIL

Indianapolis, Indiana

Population: 863,000

Trail Length: 8 miles

Website: <http://bit.ly/2WiRKxg>

Established: Initial idea in 1999; ground breaking in 2007

Key Document Links:

- Economic Figures - <http://bit.ly/2WiRKxg>
- 2017 Annual Report - <http://bit.ly/2Wf0EvM>
- Map - <http://bit.ly/2Wf0S66>

Summary: Indy designated six cultural districts in 1999 and appointed a commission charged with promoting cultural assets. Trail champions raised money for design studies and concept plans. In 2004, the city gave permission to use right of way. One couple donated \$15 million in 2007. In 2010, the city received a \$20.5 million dollar grant which led to trail completion in 2013.

Key findings from a 2015 Cultural Trail Study:

Measurable economic impact, adjacent property value increase, increased revenues and customers for adjacent businesses, 17% of surveyed users were from outside the Indianapolis Metro Area, trail usage exceeds most other Indianapolis trails

Key Highlights: Glick Peace Walk highlights lives of people who made peaceful contributions to humanity (e.g. Susan B. Anthony, Abe Lincoln); Trail Food Tours; Bike Share

Annual Visitor Information: 46,000-215,000, depends on segment (2015)

Other Interesting Facts: 9 pieces of art, Trail and bike share office is in a formally gas station; Total cost \$63 million (\$27.5 private, \$35.5 federal), no local tax money.



LESSONS FOR ANKENY

- » branded mapping & wayfinding
- » interactive public art
- » one-stop website with activities, maps, routes, and up-to-date information (e.g. weather, events)
- » branded on-street crosswalks



SWAMP RABBIT TRAIL

Location: Greenville, SC

Population: 68,000 (city of Greenville); 5,100 (Travelers Rest)

Trail length/miles in network: 22 miles

Website address: <https://greenvillerec.com/ghs-swamp-rabbit-trail/>

Economic impact studies: <http://bit.ly/2tDLiEj>;
\$6.7-million economic impact

Year established: 2009

Brief summary of trail: The Swamp Rabbit Trail, a Greenville County Park, opened in 2009. Since then, the trail has transformed Downtown Greenville and the smaller town of Traveler's Rest. It is popular with the local community and is a tourist destination. The Swamp Rabbit Trail's business community has embraced trail-oriented development - hotels, restaurants and inns, AirBnBs, and trail-oriented businesses such as bike rentals and merchandise shops. The trail also host popular running and trail-oriented events.

Key highlights: Runs along Reedy Creek, restrooms, water fountains, connects to local parks, it is not connected to and extensive trail network

Annual visitor information: 500,000 (2013)

Other interesting facts: anchored in Greenville by the Reedy River Pedestrian bridge, Traveler's Rest branded their entire town around the trail and outdoor recreation.

LESSONS FOR ANKENY

- » trail-oriented development
- » trail and lodging integration
- » key focus of the area's overall tourism marketing strategy
- » popular even though it is not a network trail system (out and back, only)
- » the 10-foot trail is too narrow for the popularity of the trail



Swamp Rabbit Brewery



Downtown Greenville



Trail-Oriented Lodging



Tourism Promotion



Swamp Rabbit Grocery

GREAT RIVERS GREENWAY (GRG)

St Louis Region; 1,200 square mile district of St Louis City, St Louis County and St Charles County

Population: 2 million

Trail length/miles in network: 123 miles complete; 600 planned miles

Website address: <https://greatriversgreenway.org>

Year established: 2000

Economic impact studies: Full report available at <http://bit.ly/2H0qSNr>

Key document links: Annual reports, brand standards, regional plan updates, design guidelines, etc: <https://greatriversgreenway.org/reports-plans/>

Brief summary of trail history, operation management: Public voted for a sales tax in 2000 to invest in rivers and parks. Great Rivers Greenways is a public agency that collaborates with municipalities, public agencies, businesses, and non profits. In 2013 the public voted to dedicate funds to local park departments, greenways, and the transformation of the area around the Gateway Arch. Governed by 12 member board and led by 25 staff members.

Key highlights: Connects greenways and blueways (rivers), Trails are mostly paved, Event are a key part of the organization's mission, Life Outside Festival, Mary Meachum Celebration (abolitionist), Eagle Days

Annual visitor information: GRG does not have specific numbers, but includes a visitor discussion in the economic impact study linked above

Other interesting facts: Coordinated strategies for GRG brand, community engagement, interpretive signage, level of care, and environmental graphics; Single portal for bidding projects in the region; Effective volunteer program; Foundation established to raise funds

LESSONS FOR ANKENY

- » regional trail development and promotion
- » intergeneration with park system
- » focus on activities and events along the greenway network
- » fundraising structure
- » volunteer program
- » innovative use of standards for all communities to use



Branded Banners



CAROLINA THREAD TRAIL (CTT)

15 counties in NC and SC

Population: 2.9 million (population of 15 counties)

Trail length/miles in network: 110 miles complete; 1,610 planned miles

Website address: <https://www.carolinathreadtrail.org>

Economic impact studies: <http://bit.ly/2Ssv62y> (2007)

Key document links: Each of the 15 counties has a master plan coordinated to create the CTT: <http://bit.ly/2Wdeu1Q>

Annual trail conference presentations: <http://bit.ly/2WfZoZx>

Year established: Idea conceived in 2005, organization launched in 2007. The CTT is a regional network of trails that connect 2.9 million people in 15 counties in North and South Carolina. The has a deep textile history. The Thread Trail connects people and communities to nature and each other through its 1,610 miles of trails, greenways and blueways.

Brief summary of trail history, operation management: 22 on governing board, nine staff members; led by Catawba Land Conservancy

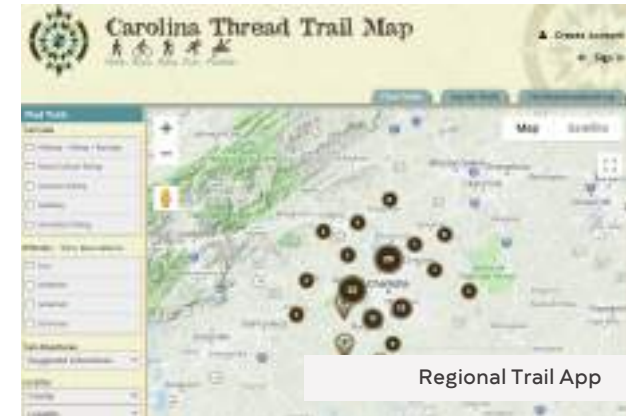
Key highlights: \$5 Million donated to communities for trail development since 2007

Annual visitor information: Unknown

Other interesting facts: named after region's textile history

LESSONS FOR ANKENY

- » each county has a master plan coordinated with the entire system
- » urban and rural areas
- » paved and natural surface trails, blueways
- » organization assistance with lots of local control
- » integral relationship with a land trust organization (Catawba Lands Conservancy)
- » "trailheads" membership organization
- » popular annual trail forum
- » regional trail implementation grant program



Regional Trail App



Business Fundraising

Membership Organization



Urban Setting (Charlotte, NC)



Rural Setting (Shelby, NC)



Wayfinding

OTHER TRAILS & IDEAS TO INVESTIGATE

This plan highlights four trail/trail organizations that have similarities to what Ankeny is trying to accomplish. The trails and resources linked below are worth further investigation as Ankeny begins to solidify its position as a trail destination.



BeltLine Photo-Op: [@hensethename](#)



Atlanta BeltLine Center

ATLANTA BELTLINE

ATLANTA, GA / 22 MILES

<https://beltline.org/>

Located in an urban setting that is very different from Ankeny, Atlanta's BeltLine has many good trail use examples to borrow. Connection and social interaction are core values of the BeltLine; the organization wants people to connect with the trail's public art, things to do, and places to go. The online guide includes directions to the BeltLine's most popular photo-ops (for Instagram promotion). Trail oriented development has exploded since the trail's inception and it attracts 2 million visitors a year.



Bentonville Bike Playground



Parking at a Bentonville Hotel

BENTONVILLE TRAILS & PATHWAYS, RAZOR-BACK GREENWAY

BENTONVILLE, AK / A NETWORK OF TRAILS

<https://www.visitbentonville.com>

Bentonville is unusual. It has developed a trail network geared toward mountain bikers more than the typical trail/greenway rider. Bentonville's mixed surface trail network has transformed the region. The City is an excellent example of one where most sectors of the community have embraced bicycle tourism. One can rent a bike at the city's Downtown Activity Center, and the promotional website has a section dedicated to bike friendly hotels.

Valmont Bike Park, Boulder, CO



Town Creek Bike Park, Pickens, SC

URBAN BIKE PARKS

Urban mountain bike parks are growing in popularity. The Outdoor Industry Association has a four-part primer on Urban Bike Parks. Based on this plan's information received during plan development, people in Ankeny want greater access to mountain bike trails. Less flood prone trails would be a huge bonus. An Urban Bike Park could fill a local market niche and attract bicycle tourists.

Urban Bike Parks Primer: <https://outdoorindustry.org/article/pump-jump-and-flow/>

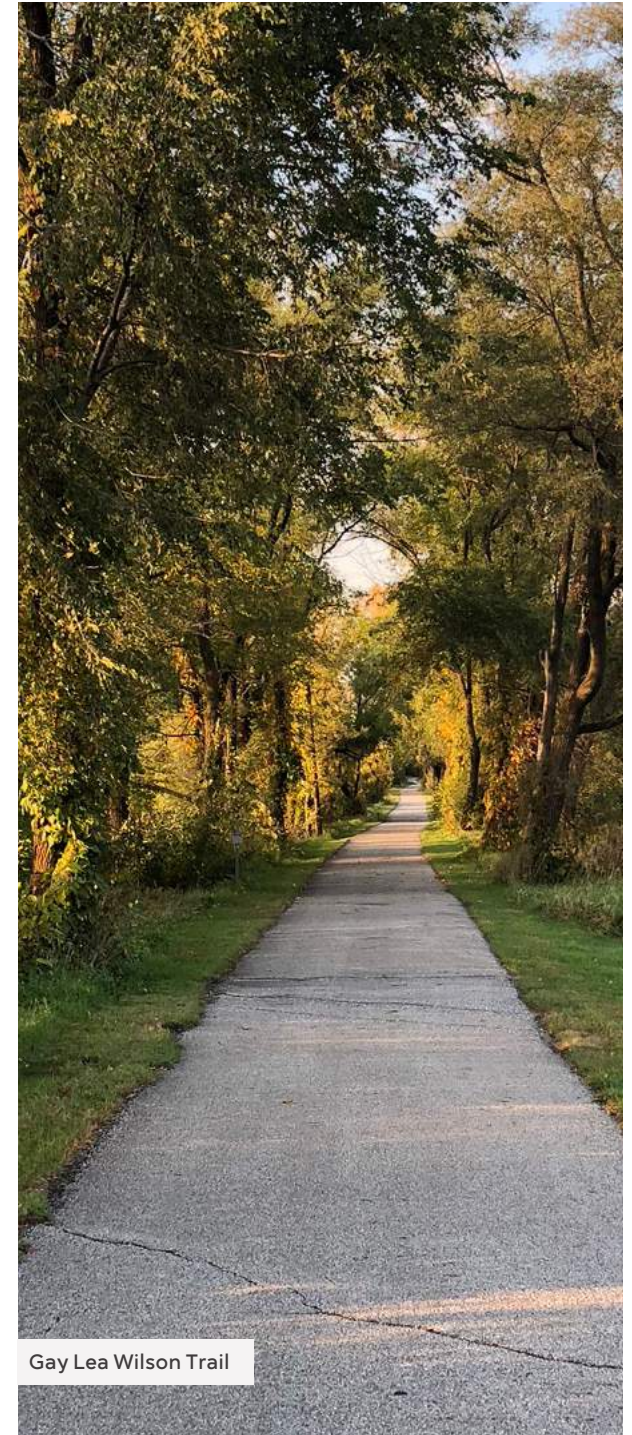
BEST PRACTICES REPORT CENTRAL OHIO GREENWAYS



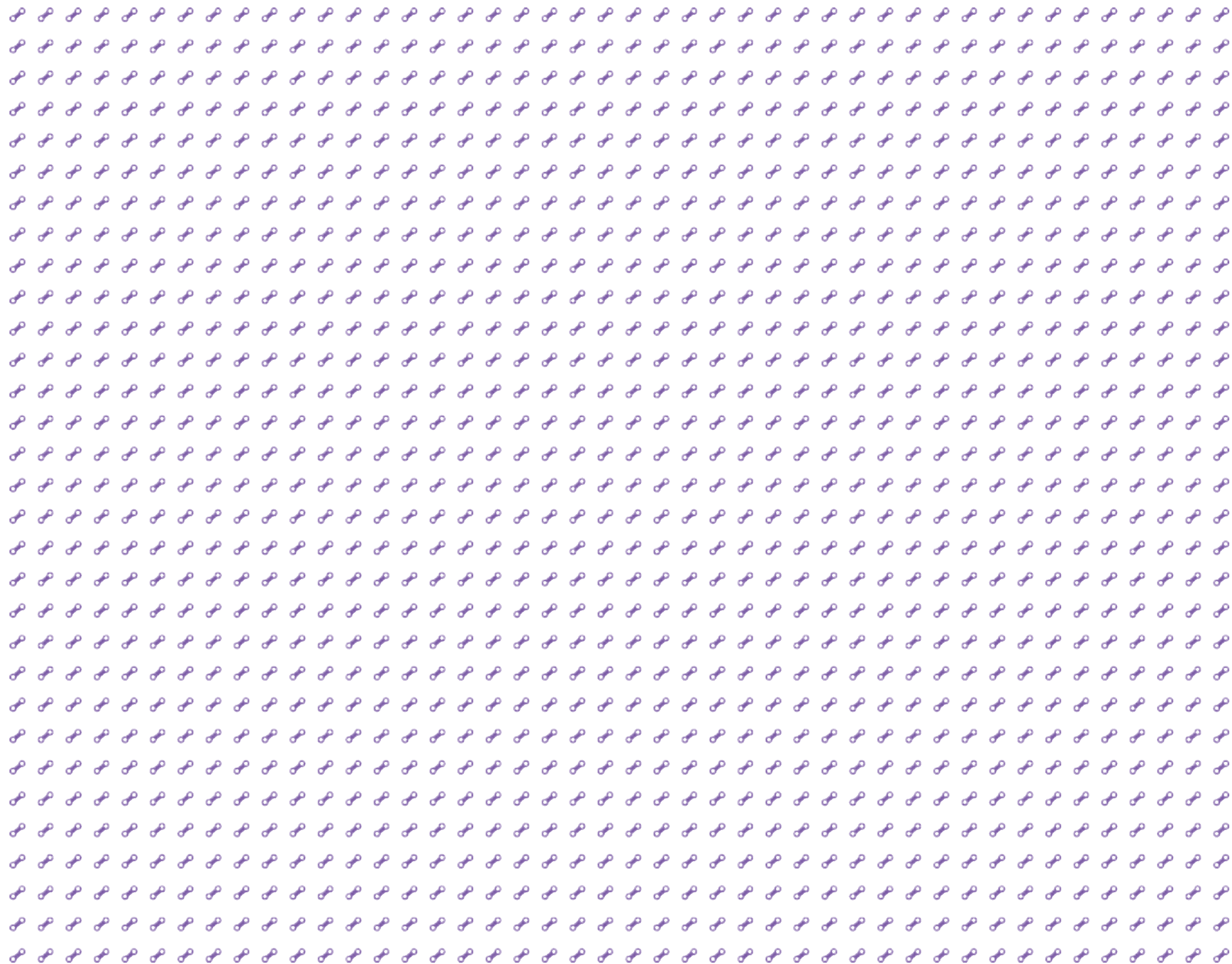
BEST PRACTICES REPORT: CENTRAL OHIO GREENWAYS CENTRAL OHIO

In 2015, the Central Ohio Greenways Board and Mid-Ohio Regional Planning Commission commissioned the *"Best Practices Report: Central Ohio Greenways."* The report summarizes best practices from seven regions and provides guidance for Trail Development, Partnership, Programming, and Marketing.

Best Practices Report: http://www.morpc.org/wp-content/uploads/2017/12/COG_BestPracticesReport_151218-FINAL.pdf



Gay Lea Wilson Trail



SECTION 6

Appendix

Everything else.

Stakeholder Interviews

The consulting team conducted 15 group or one-on-one interviews to identify Ankeny's strengths, weaknesses, opportunities, and threats.

Dominick Keeling, Joel Cox, Kevin Harrington, Jeremy Boca, David Ruppe, Marcus Pitts
Uptown Ankeny Stakeholders

Dan Heiderschiet
Owner, Fire Trucker Brewery, Ankeny, IA

Kyle Robinson
Owner, Kyle's Bikes, Ankeny, IA

TJ Juskiewicz
Director, RAGBRAI, Des Moines, IA

Pat DePoover, Mike Schneider, Bob Metcalf
Area Bicyclists

Jane Sweeny
Manager, Whistlin' Donkey, Woodward, IA

Tara Meredith
DRA Properties, Ankeny, IA

Mike Wyatt
Executive Director, Iowa Bicycle Coalition, Coralville, IA

Adam Fendrick
Park Planner, Polk County Conservation, Des Moines, IA

Derek Lord
City of Ankeny Economic Development Director, Ankeny, IA

Kerry Walter-Ashby
Ankeny City Council Member, Ankeny, IA

Wade Thompson & Scott Sumter
Owner, Capt'n Roy's, Des Moines IA & Owner, Bike Iowa, Ankeny, IA

Andrea Boulton
Trails and Greenways Director, Iowa Natural Heritage Foundation, Des Moines, IA

Amy Zeigler
Digital Marketing, Travel Iowa

Katie FencI
Vice President of Conventions, Sports & Services, Catch Des Moines

Other
The team gathered additional information from informal conversations with people at Ankeny's Oktoberfest, Firetrucker Brewery, Trail Intercept Survey Volunteers, Flat Tire Lounge, Kyle's Bike Shop, Uptown Food & Beverage, and City of Ankeny staff.

SWOT Analysis Results

	HELPFUL to building bike tourism	HARMFUL to building bike tourism
INTERNAL ORIGIN attributes of Ankeny	S	W
EXTERNAL ORIGIN attributes of the environment	O	T

strengths

TRAIL NETWORK

- Outstanding trail network
- Area offers more than rail trails: neighborhood connectors, access to gravel riding
- Ankeny is well suited to be the hub for regional trails
- In general, there are not a lot of trail maintenance concerns
- The trail system is accessible to all types of users: kids, seniors, different riding styles
- There is focused investment on closing the big gaps in the trails network with big and small projects
- Trail development has happened organically (without a plan); Need a trails plan to move forward; need to prioritize the plans the city should be making
- Trails, and adding more with development, have made Ankeny an attractive place for people, especially families, to live. City should not undervalue this.
- Some feel that winter trail clearing is a priority

HTT SPECIFIC

- Ankeny is the beginning of the High Trestle Trail; can be a destination with the right pieces, such as an anchor feature, in place (Mile Zero)
- Ankeny participates in the HTT steering committee (meets quarterly)

ATTRACTORS

- Beer culture, including Firetrucker, brings people to the trails
- Mural at Prairie Trail; people are drawn there for photos, wedding photo sessions, etc.
- Ankeny has non-biking things to do: movie theater, parks, bowling alley, eating establishments
- Ankeny has a bike shop (Kyle's) that is accessible by the trail network
- Saturday farmers market is a destination – promote more and encourage people to bike

OTHER

- High daytime population
- Ankeny's new Community Foundation may be a trails resource

LODGING

- Ankeny has more lodging options than other HTT towns
- New hotel in Prairie Trail will be more accessible to bicyclists until the Oralabor connection over the Interstate is complete
- Hotels fill during sports tournaments, state fair (Can work with hotels to promote biking)

strengths

ANKENY STRENGTHS

- Ankeny is family oriented
- Ankeny works well regionally
- Ankeny's City Council is committed to trails and parks
- Ankeny is a good financial situation (improved from previous years)
- There is a desire to help Ankeny create good public space
- Ankeny is a blank slate – room to create an in-town river walk atmosphere
- Rail banked property near Uptown Ankeny

BUSINESS & DEVELOPMENT CLIMATE

- Businesses are encouraged along the trail, but the access points need to be designed well
- Trail to the industrial park on the east side is impressive (to employers and employees); allows people to commute to work
- A lot of Ankeny's trails are zoned commercial (could be a weakness, too)
- Businesses are providing amenities (parking, charging stations, fix-it stations, etc.)

BICYCLE CULTURE

- Ankeny's winter bicycling activities extend the biking season (for businesses)

UPTOWN ANKENY

- City is willing to work with Uptown business owners to identify and assist with parking strategies.
- Uptown is authentic
- Historical significance
- Biking as an integral part of business and trails are reasons to locate business and essential to Uptown's growth
- 3RD Street Parking

• PRAIRIE TRAIL

- Prairie Trail is well suited for a starting point for big events (e.g. Pigtails), more so than Uptown because of parking.
- Now that Prairie Trail is building out, more opportunities to coordinate activities. They want to be cooperative/complementary.

weaknesses

TRAIL NETWORK

- Lack of places to park and ride
- Lack of secure/covered bike parking
- City receives reports of safety concerns on trails
- There are trail user conflicts: bike/ped, dog leashes, ear buds, cars and bicyclists and pedestrians at intersections
- Trail access to east Ankeny (particularly NE)
- Where to park and how to access the trail in Ankeny is not clear to all
- In the city, some of the trails are extra wide sidewalks, not trails
- Intersections and crosswalks could be better marked (prioritize those that visitors may travel along)
- Lighting along the trails could be improved, especially for in-town / heavily used sections (City is looking into navigational lighting)
- Some feel that winter trail clearing is not a priority
- First St and 18th are barriers; although First St has improved with the new crossing signal

HTT In GENERAL

- Some sections of the HTT feel like an urban sidewalk (past water tower)

ATTRACTORS

- Not enough to do or places to stop along the trail
- Beer culture is not family friendly
- Unclear destination points in Ankeny
- Ankeny has an abundance of chain/big box establishments; needs more authentic places (restaurants, gathering spots, etc.)
- People are looking for an authentic experience; not sure what that is in Ankeny (could be parks, create family friendly experience, public art, anchor at trailhead). Bondurant was named as having an authentic feel.
- Lack of things for kids to do/see along the trail
- Lack of signage, art, visually appealing installations of a variety of types
- There is no icon for Ankeny

weaknesses

LODGING

- Ankeny's primary hotels are difficult to reach by bike
- Few lodging options other than chain-style hotels (few AirBnBs, no hostels or bike themed lodging)
- First Street hotels are out of date / old and difficult to access by bike
- Main hotels in Ankeny are not set up for bicyclists

ANKENY CULTURE

- Ankeny isolates itself
- Perception that Ankeny is a residential suburban community
- Ankeny is underrated
- Ankeny does not participate in the Des Moines Park and Recreation Trails and Greenway Committee (TAG)
- Ankeny staff and City Council need to embrace the elements of bicycling they are afraid of (e.g. hosting a cyclo-cross race at a city park)

BUSINESS & DEVELOPMENT CLIMATE

- Lack of a complete street policy may hurt grant funding down the road
- Ankeny EDC could do more: advertising, connecting businesses to bike friendly business principals, promoting trail-oriented development, regional promotion

BUSINESS OPPORTUNITY

- Lack of a bike rental or bike shuttle business
- Lack of ice cream shop along trails

BICYCLE CULTURE

- Many of the rides out of Ankeny are not for the beginner rider
- No one person in Ankeny has the job to promote (keep tabs on) bicycling in Ankeny
- City is not bike friendly for those riding on the roads
- No one is taking a look, as a city, how to capitalize on trails
- Lack of a trails organization / trails champion (or group of champions)
- Ankeny still has a suburban trail development mentality, multi-use paths on one side of the road are no longer the best option; particularly for the visiting public (forces multiple road crossings)
- N Ankeny vs S Ankeny bicycle friendliness / 36th and Delaware bad area for bicycling

weaknesses

UPTOWN ANKENY & AMP

- Potential conflict with Uptown Businesses and AMP activities if the AMP area becomes the "official" trailhead
- AMP signage / wayfinding or visual cues do not direct visitors to Uptown Ankeny, No gateway to Uptown
- Hours of Uptown Businesses may not meet the needs of community members, including bicyclists
- Uptown Ankeny will soon have a parking crunch; recommend Uptown Ankeny Parking Strategy (both for everyday parking and event parking)
- Investing in Uptown Ankeny is a bad idea

MESSAGING

- Word of trails and trail businesses spreads by word of mouth
- What to do if you need help along the trail messaging could be better
- Lack of signage and wayfinding for Ankeny: something that says welcome
- Signage matching the Central Iowa Trails Communication Plan standards are expensive

opportunities

TRAIL NETWORK

- New trailhead on 18th will provide an additional parking lot
- People are most familiar with the Neal Smith and HTT, not as familiar with the other trails Gay Lea Wilson, Chichaqua Valley
- With Ankeny as the trail hub, you can go anywhere
- Create trail consistency through trail heads: art, amenities, maps, signage, etc. Clear messaging: you can leave your car here, trail rules, destinations, etc.

HTT in GENERAL

- The HTT is unique – cannot be replicated elsewhere
- The High Trestle Trail and Bridge is known nationwide, if not worldwide
- Need HTT signage as you cross 1ST Street

MARKET OPPORTUNITIES

- Younger generations
- Retirees with a disposable income
- Experience based travelers
- Trail users change throughout the day (active lifestyle, families, hardcore cyclists)
- Winter cyclists and other winter sports (snowmobile, hunters)

ATTRACTORS

- Cultivate more “third place” gathering points
- Many of the county conservation groups host nature activities; need a way to promote
- Gathering place (bar, restaurant) between Ankeny and Slater
- Public art to anchor Ankeny’s trailhead
- Family friendly, interactive activities to anchor Ankeny’s trailhead
- Meet mutual conservation awareness and the need for more things to do along the trail with kiosks / educational trail stops, interactive activities
- Entice people to start a ride in Slater and ride to Ankeny (people spend money at their destination more than the start)
- Regional partnering – regional trail promotion, recruit bicycle related events, regional trip planning (Economic Development, Catch Des Moines, etc.)
- Some opportunity to promote mountain biking trails that are southwest and south of Ankeny as an additional activity (Sycamore Trail Network, Central Trails, Easter Lake, Saylorville Lake)

opportunities

- Some type of covered park to use in the winter (would AMP fit this?)
- Connect trail activity to other outdoor activities (camping, fishing, hunting, etc.)
- Polk County has started (and funded) a public art program; some art will be along trails. May be an opportunity to partner or use as a model
- Pedestrian bridge that goes up and over the trail with observation tower, something that lights up at night
- Murals

LODGING

- Camping is abundant at Saylorville Lake
- Bicycle crowd hostel
- Camp in Ankeny, have access to multiple day rides

BUSINESS & DEVELOPMENT CLIMATE

- Some bike industries have figured out the Iowa bike culture, e.g. bike jersey companies know that RAGBRAI teams order annually, Shimano has a reputation of selling more cycling sandals in Iowa than anywhere else. More can be done to attract bike industry businesses.
- Provide training or information materials for local service employees on bicycling (where to park, where to ride, where to get services)
- There are small things that businesses can do to be bike friendly
- Promoting the trail network can be an economic development recruitment strategy, particularly for tech companies with a younger workforce
- Encourage all new eating/drinking places to have patio seating
- Ankeny needs to make it easy for businesses to locate along the trail
- Activate the backside (trail side) of buildings with murals, patios, gathering spaces / trail-oriented development
- There are redevelopment opportunities in Ankeny that are well suited for trail-oriented development, particularly housing
- People for Bikes new tool “RideSpot” is a resource to connect riders with businesses

opportunities

BICYCLE CULTURE

- Off-season / winter activity (cyclocross, fat-biking, mountain bike trails, BMX pump track); Cater to hunters and other winter sports enthusiasts, too
- Improve staff commitment to bicycle event coordination and permitting.
- Work toward League of American Bicyclist Bike Friendly designation
- Place bicycle parking in the front

IOWA ADVANTAGE

- Make the right investment (statewide and locally) and make the right trail connections, people will be more likely to move to or vacation in Iowa.
- Central Iowa does not have mountains or a beach – trails are the one thing people can access
- Biking / bike infrastructure in Iowa does not have to be “sold”; people know it is an economic driver
- Iowans have a high standard of a trail

UPTOWN ANKENY & AMP

- Develop as a destination
- Activation and programming at AMP
- More restaurants / food access near AMP (food can make it more of a destination)
- Strong connection between Prairie Trail and Uptown: complementary programming, new hotel at Prairie Trail, etc.
- Uptown Ankeny can be a trail destination
- Opportunity for communal bike parking facility in Uptown Ankeny
- SMID for Uptown Ankeny (hasn’t had traction in the past, younger business owners may have more willingness)

MESSAGING

- Generate exposure through targeted advertising (e.g. Midwest Living)
- Madrid has done a good job with signage and incorporating the High Trestle Bridge imagery into its brand

threats

TRAIL NETWORK

- Perry is well positioned to be a trail hub once the connection from the Raccoon River Valley trail from Perry to Woodward is complete
- People want a connection from Polk City to the HTT, Polk County has a plan in the works (could be a threat to Ankeny's position)
- Ankeny has built a lot of trail quickly (it is of similar age), major maintenance on the trails may be on a similar schedule
- Regionally, a lot of trail work, maintenance, promotion, fundraising, etc. is done by volunteers which means there is a lot of turnover and things don't get done. (Missing consistency)

ANKENY CULTURE

- Ankeny feels "far away" for some in the Metro area
- Downtown Des Moines is a major attraction

BICYCLE CULTURE

- People bike to destinations (e.g. Nite Hawk, Flat Tire, Whistlin' Donkey) then go home
- Bike related businesses may be seasonal, hard to sustain when visitor numbers drop
- Distance between Ankeny and the High Trestle Bridge (the ride to the bridge and back is longer than most people, particularly families, are willing to ride)
- Gravel riding is becoming more popular, not all about the trails anymore
- Employees are not cyclists, may not know/understand the culture

UPTOWN ANKENY

- Can Ankeny support Uptown and Prairie Trail?

MESSAGING

- Coordinated information sharing of trail information may be a persistent challenge due to the ownership / management structure (multiple entities have ownership along trails)
- Lack of a central place to learn about trail travel across the region (itinerary's, lodging options, experiences all in one place)

Intercept Survey Comments

Trail users that participated in the intercept survey were asked to identify maintenance concerns and ideas for trail improvements.

While the list seems long, it is important to note that many users had nothing to say, or had a hard time thinking of something to say.

CODES

- + = Stated in the same way by more than one user
- Grey = AMP Count Station
- Blue = 66TH Street Count Station
- Orange = Oasis Count Station

trail comments

TRAILS ATTRACT

- Trails drew her to location in Ankeny
- Visit Ankeny: Want to go to trails

RESTROOMS & WATER, OTHER

- Maybe another restroom
- More restroom/water facilities (north)
- Restrooms at the corner of 18TH and State and DMACC
- Restrooms at the water tower side of the trail+
- More facilities/water++
- Benches
- Restrooms at park (in Ankeny) were locked
- More water
- Better bathrooms

OTHER ACTIVITIES

- Cyclocross course & Pump track @ Heritage Park
- Ankeny should have leisure bikes for rent on the trail - kiosk
- Off-road biking!!
- Promote more winter activities
- More art and things to see and do (destinations and points every five miles) to keep people out longer
- Bar between Ankeny & Night Hawk
- Place to stop between Slater & Ankeny

BUSINESS CONNECTIONS

- Advertising maps highlighting local businesses
- Trailside business

CAMPING

- Biker campsite in Ankeny

CONNECTIVITY

- No trails going southeast
- Expand trail Woodward to Perry+
- Better connections from other trails to High Trestle, especially across Interstate
- More trails/cycling to other amenities
- More trail connection loops NW 94TH from City Limits to Neal Smith
- Trail connection / southern to Gay Lea Wilson Trail
- Like to see trail go north to Ames
- Improve use of old railroad beds
- Develop Ankeny south trails
- Extend to Iowa Falls

- Trail from Neal Smith Trail to AMP
- Add more trails to south
- Complete Raccoon River Valley Trail
- Trail connection to Polk City

WASTE

- Dog bag stations w/ bags
- Garbage receptacles on trails
- Trash cans++
- Dog waste stations along trail+++

PARKING NAVIGATION

- Better navigation to parking
- Easy access to parking
- Finding the HTT from the parking lot
- Difficult to get to parking lot at water tower, need signage to get on trail

USER ETIQUETTE

- Courtesy / bike etiquette+
- Courtesy on the trail - "on your left", ride right
- Education - bicycling safety and motorist education
- Go single file
- Keep dogs on a leash
- Wear helmet
- Work on improving trail safety, need education on the trail, etiquette, helmets, etc.
- Reminder signs - stay right
- Think we need public education of what's going on - the problem with weekends, charity rides, dogs
- People in Madrid don't stop near the grain elevator

NO IMPROVEMENTS

- Maintenance is good
- None, I love this trail
- Trail got fixed quickly after June storm
- Width is better than other trails
- The trail is well maintained
- None, when you're as old as I am, you don't need much
- Nothing, free daycare!
- Pretty good trails
- Great trails
- Love the trails
- Experience was good
- Looks real good

trail comments

FIX-IT STATIONS

- Remove bike pumps or find permanent solution [If you are going to install bike pumps, make sure they are maintained, or remove them so that people don't depend on them] +
- Bike repair station is awesome, more stations!
- Like the fix-it stations

INFO SHARE

- Look at your web results for "cycling Ankeny" [if you type it in you don't get anything about what's going on re: cycling in Ankeny]

INFRASTRUCTURE IMPROVEMENTS / UNSAFE AREAS

- Automated bike detection when approaching a crossing
- Caution lights on NW State
- Crosswalk at Prairie Ridge Drive
- Flashing lights
- HAWK at State Street+++++
- Lights at intersections
- First to Oralabor, bridge under/over State Street
- State Street & Trail intersection is difficult to cross
- Stop traffic on State Street
- Avoid Oralabor / Ankeny Blvd, super unsafe
- Delaware and Oralabor Roads are very difficult / dangerous crossings
- Intersection at 44th and HTT - blind and hilly
- State & 18TH / Dangerous
- Stop sign missing HTT & NW 37TH St
- Formal yield for better safety at HTT & NW State St
- Bike lane on NW 66TH Street
- Pedestrian trail over I-35 at Oralabor, trail on either side
Nothing making the connection
- Stoplights in Ankeny - danger
- Bike lanes
- Would like to see a bikeway on 100th Street for better trail access from her house
- Difficulty crossing Oralabor
- More lights at crossing (beacons)
- Center line in Ankeny
- Wider trail in Ankeny

LIGHTING

- Lighting+++++
- Lighting b/c of bike ped interaction
- Lighting in urban areas
- DMACC Trail Area Lighting
- Lighting, especially in fall

MAINTENANCE

- Fix part near DMACC
- Fix cracks in pavement+
- Fill gaps in cement
- Leaves, stick acorns, general maintenance+
- Near Oasis, rumble strip bowing
- Potholes south of AMP
- Some washouts
- Trail maintenance during winter (ice)
- Weeds, wild mustard plants+
- Floods often
- Bike tools broken a lot at Oasis
- Area that runs parallel to the Interstate
- South of here
- Before it gets wide (with new pavement), it is bumpy
- Water going over trail, 6TH to MKL Park
- Seasonal maintenance
- Neal Smith maintenance south of parking lot
- Walnuts and leaves in the fall
- Neal Smith getting older, need repairs
- South of the 66TH station (bumpy)
- Limbs
- Rock excess where trail crosses dirt roads+
- Potholes on county part of trail
- Walnut trees at Big Creek need to be trimmed
- Need a program at crossings to cut tree cover back
- Wind block north of Oasis (vegetation between trail and road)++
- South of Sheldahl, roots on trail
- Fix potholes
- There was one section between Madrid and High Trestle Bridge with standing water

LODGING

- Need lodging and accommodations (for others, this rider was from Ankeny)

PLACEMAKING

- Placemaking between Ankeny & Oasis, 7-8 mile stops
- Placemaking on the trail

SAFETY

- Call boxes
- More users make me feel safe on the trail
- Safety can always be looked at
- Safety poles
- Women don't feel safe on deserted trail
- We only travel in groups at night
- Houses that back the trail - dangerous?
- Concerned about safety now that fewer people are on the trail (season), feel like there is nowhere to escape to
- People don't hear because they have on headphones, concerned about awareness, no call boxes
- AED on the trail [respondent was a nurse]
- Cameras

SIGNAGE

- Signage at Trailhead parking area
- Signage is faded along trail
- Signage to local parks and streets
- More mile markers for people doing shorter distances
- Add mile markers
- Mile markers
- Better signage

TRAFFIC

- Less traffic in Ankeny overall
- Traffic is increasing in Ankeny
- Slowing down cars

TRASH

- More trash receptacles (one or two)++

VEGETATION

- Like the trail areas with trees

UberMedia Location Data

UberMedia is a location intelligence company that collects, aggregates, and provides location-based mobile data. When we allow an app to capture our location on our device (e.g. smart phone, tablet, Apple Watch), the app's system captures and stores our geographic position. Companies, including UberMedia, purchase big data sets from the apps, remove identifying information, then aggregate and sell the location data. Friction Shift Projects purchased two data sets for Ankeny's Bicycle Tourism Plan: 1) Common Evening Location and 2) Path to Purchase.

When deciding how to use the data, we wanted to ensure (as much as possible) that we retrieve location data from trail users rather than motorists. We also wanted to pick a high traffic location to capture the most data. That led to us forming the High Trestle Bridge polygon, a small boundary from which UberMedia provided data. Figure 20 illustrates the High Trestle Bridge polygon.

The data has limitations. UberMedia provided a small number of devices (~1,500) compared to the estimated number of annual trail users. Factors that influence the small sample include the small polygon size; some users either turn off their phones or do not allow for device location sharing, and cell service and technology glitches prevent data capture for some users. For example, trail counters may capture a young child visiting the High Trestle, but the child is not likely to be carrying a device so there is no way to capture their data.

While the data sample is small, it is more than what has been available. There is no good way to eliminate rider duplication from trail counter data. The UberMedia data eliminated rider duplication by filtering the data using the unique ID for each device. The location data patterns reflect what we heard in interviews and the patterns show that trail users come from the market areas targeted by Catch DSM and Travel Iowa. The data spans a year (October 2017 to October 2018) rather than a point-in-time.

Common Evening Location: For devices with sufficient data, UberMedia identifies a Common Evening (CEL) location which expresses the

location where a device is most often observed in the evenings and on weekends, which is most likely the owners home location. For this report, we used the CEL to identify Ankeny's potential market areas.

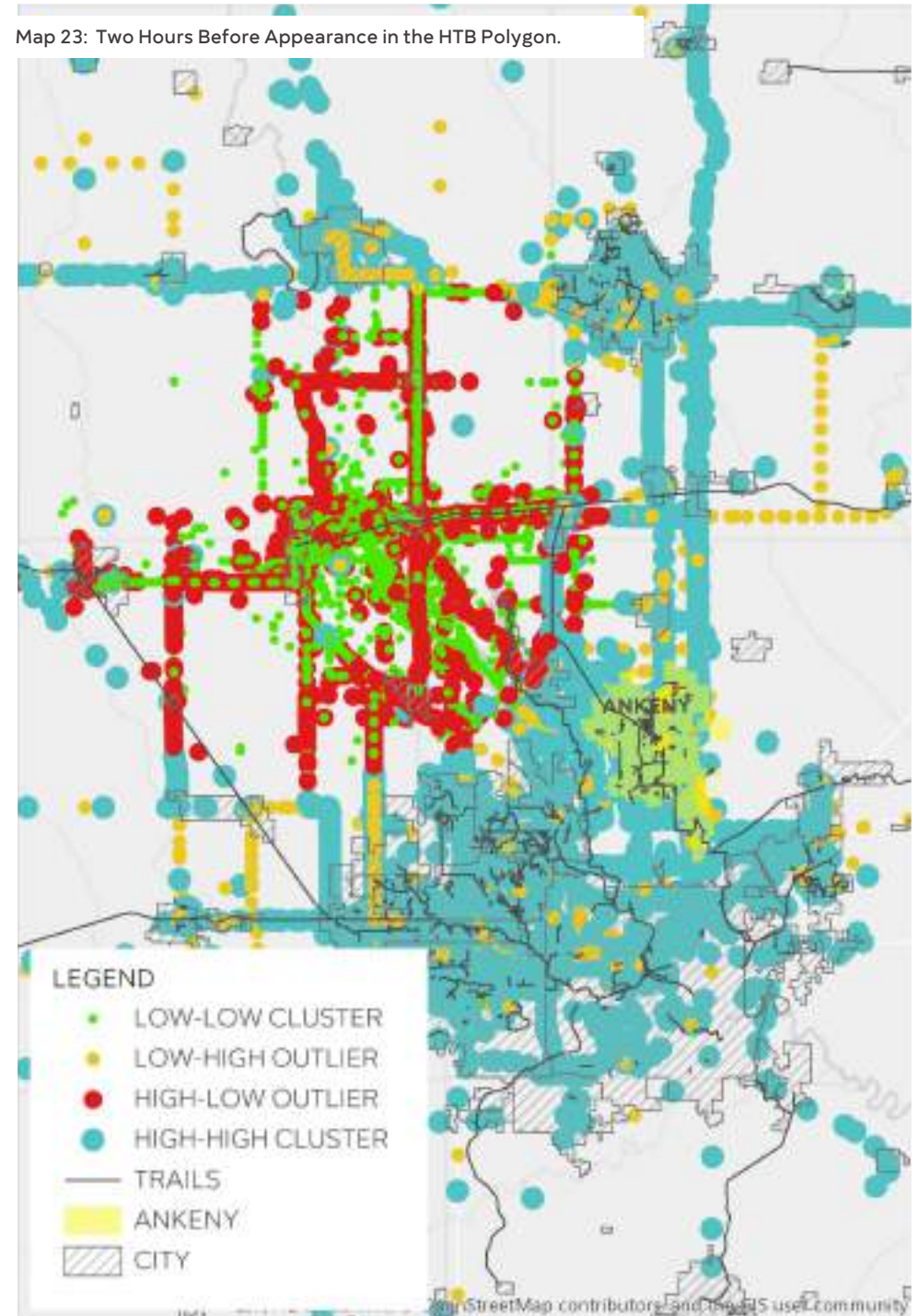
Path to Purchase: Path to Purchase data records the travel pattern of a trackable device. The data we used reports where a device was two hours before it entered the High Trestle Bridge polygon and two hours after. This allows us to see where devices (i.e. people) cluster before and after a bridge visit.



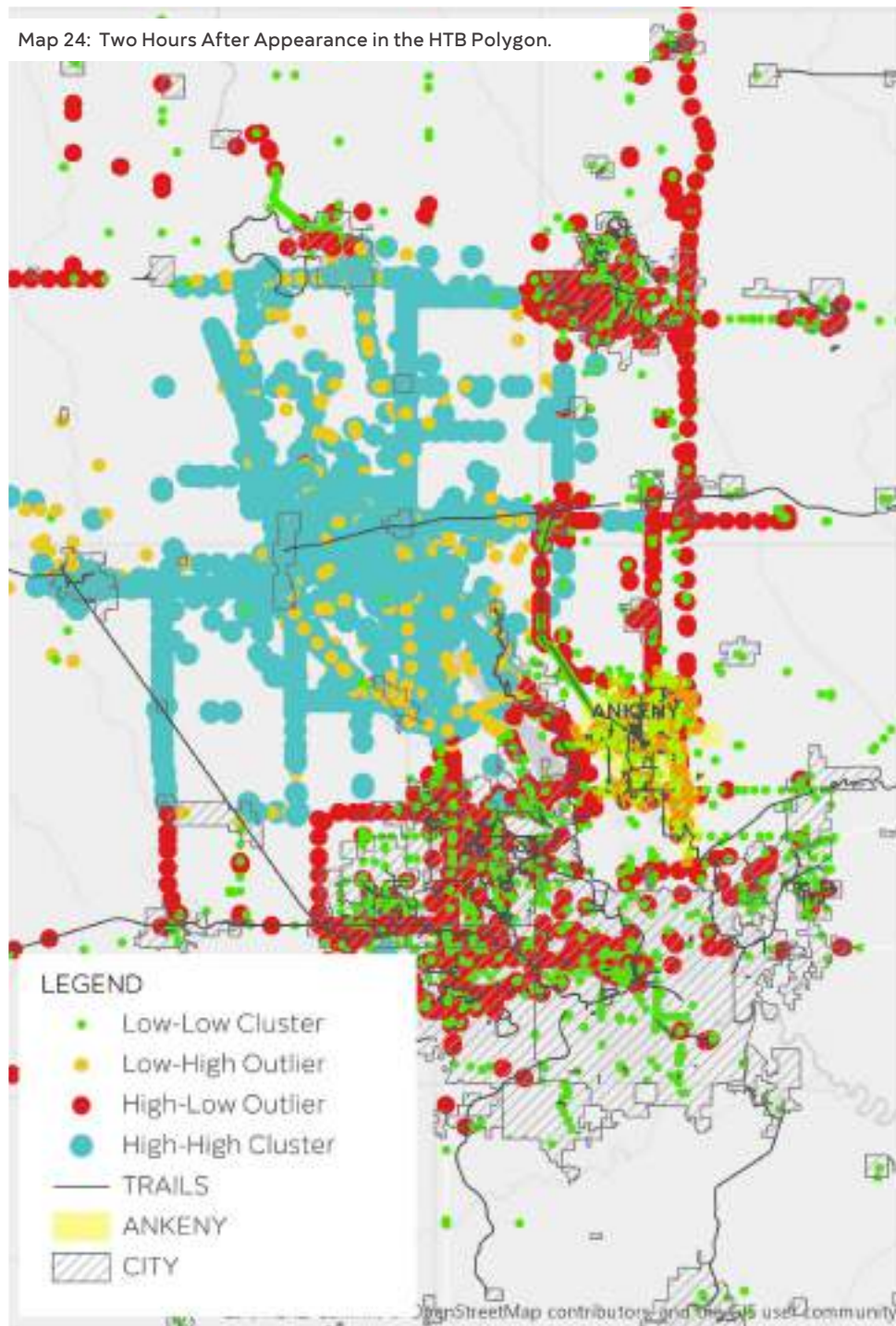
Map 23 and Map 24 depict the Path to Purchase Data. We elected not to include this in the main portion of the report because the data tells a story we already know. A large percentage of visitors come from the Des Moines Metro (where they were two hours before the Bridge visit). Trail users spend time in the eating/drinking establishments between Slater, Madrid, and Woodward (where they are two hours after a visit).

LINK: <https://ubermedia.com/>

Map 23: Two Hours Before Appearance in the HTB Polygon.



Map 24: Two Hours After Appearance in the HTB Polygon.



Intercept Survey






Trail Intercept Survey For persons 18 or older - one per household




Station #


Date

TRIP DIAGRAM

1. Where did you start your trip today?


2. How did you travel to/from the trail?     Other 

3. What is your mode on the trail?   Other 

4. Trail Access Point (see map) 

5. Trail Exit / Turnaround Point (see map)

6. Destination (Optional):

7. Trail Access Point (see map) 

8. Where did you end your trip today?

- * Street Address / Intersection
- * Place, Business, Neighborhood

- * Place, Business, Neighborhood
- * Street Address

Trip Purpose	9. What is the primary purpose of today's trip? (check one)	10. What is the secondary purpose of today's trip? (check all that apply)
Commuting to/from work or school	<input type="checkbox"/>	<input type="checkbox"/>
Travel to/from dining/shopping/running errands	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing/art/entertainment	<input type="checkbox"/>	<input type="checkbox"/>
Exercise/fitness training	<input type="checkbox"/>	<input type="checkbox"/>

11. How many minutes on this trip will you be active? (walking/running/bicycling/etc) Include travel time to the trail. Minutes
12. How often do you use this trail?
- ☐ Everyday ☐ Once per month
- ☐ A few times per week ☐ A few times per year
- ☐ 2-3 times per month ☐ This is my first visit ever
13. What is your primary activity on the trail?
- ☐ Walking ☐ XC Skiing/Snowshoeing
- ☐ Running ☐ Other:
- ☐ Bicycling

14. Related to today's trip on the trail, approximately how much have (or will) you spend on the following goods or services? If traveling with members of your household, estimates should represent the total for your household.

Expenditure Type	Amount	At what business did (will) you make these purchases?
<input type="checkbox"/> Restaurant meals and drinks	\$	
<input type="checkbox"/> Groceries/convenience items	\$	
<input type="checkbox"/> Retail shopping	\$	
<input type="checkbox"/> Entertainment/admissions	\$	
<input type="checkbox"/> Bike Rental / Bike Repair	\$	
<input type="checkbox"/> Other (specify)	\$	

(Survey Continues on Back)



15. How do you define your living status in the area?

- ☐ Permanent Resident
☐ Seasonal Resident
☐ Visitor - my stay is nights

16. Where is your permanent residence?

City/Town
 State Zip Code

- ☐ Ankeny, IA
☐ Des Moines, IA
☐ West Suburbs/Towns: West Des Moines, Urbandale, Clive, Johnston, Waukee, Windsor Heights
☐ East Suburbs/Towns: Saylorsville, Bondurant, Altoona, Hawwoodale, Capital Heights, Pleasant Hill
☐ Northern Communities: Saylor, Mead, Woodward, Peke City
☐ Ames Area
☐ Iowa: Outside of Des Moines Region
☐ Outside of Iowa

Visitors ONLY:

v1. How important was this trail in your decision to visit the area?

- ☐ Not important ☐ Somewhat important ☐ Very important

v2. How much will your household spend on your entire visit, excluding transportation to/from the area? (estimate all spending on lodging, food, retail items, entertainment, etc.) \$

v3. Did your visit to the trail involve an overnight stay in one of the following types of accommodations?

- ☐ Motel/Hotel
☐ Airbnb/Short term vacation rental
☐ Stay with friend/relative
☐ Campground
☐ Other:

17. How can the overall experience for your trip on the trail be improved? (check all categories that apply)

- ☐ Safety/security
☐ Signage/wayfinding
☐ Maintenance of trail / cleanliness
☐ Services along the trail
☐ Restrooms/water
☐ Parking
☐ Lodging/accommodations
☐ Trail access
☐ Any/historical features
☐ Park/rest areas
☐ Special events
☐ Winter/off season activities
☐ Specific concern/improvements

18. Did you visit Ankeny, IA at any point during your trip?

If no, are there specific reasons why you did not?

- ☐ Yes
☐ No

19. How many people are traveling in your group today, including yourself?

20. Tell us about yourself and who from your household is traveling with you.

	You	Person 2	Person 3	Person 4	Person 5
Age					
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-conforming/Variant	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-conforming/Variant	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-conforming/Variant	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-conforming/Variant	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-conforming/Variant
Travel Mode	<input type="checkbox"/> Walk <input type="checkbox"/> Run/Jog <input type="checkbox"/> Bicycle / Tag-along <input type="checkbox"/> Other Independent <input type="checkbox"/> Trailer/Stroller/Other Dependent	<input type="checkbox"/> Walk <input type="checkbox"/> Run/Jog <input type="checkbox"/> Bicycle / Tag-along <input type="checkbox"/> Other Independent <input type="checkbox"/> Trailer/Stroller/Other Dependent	<input type="checkbox"/> Walk <input type="checkbox"/> Run/Jog <input type="checkbox"/> Bicycle / Tag-along <input type="checkbox"/> Other Independent <input type="checkbox"/> Trailer/Stroller/Other Dependent	<input type="checkbox"/> Walk <input type="checkbox"/> Run/Jog <input type="checkbox"/> Bicycle / Tag-along <input type="checkbox"/> Other Independent <input type="checkbox"/> Trailer/Stroller/Other Dependent	<input type="checkbox"/> Walk <input type="checkbox"/> Run/Jog <input type="checkbox"/> Bicycle / Tag-along <input type="checkbox"/> Other Independent <input type="checkbox"/> Trailer/Stroller/Other Dependent

21. Check if you are traveling with a pet ☐

22. Household Income:

- ☐ Less than \$24,999
☐ \$25,000 - \$49,999
☐ \$50,000 - \$74,999
☐ \$75,000 - \$99,999
☐ \$100,000 - \$149,999
☐ Over \$150,000

23. Education Level

- ☐ Some high school
☐ Completed high school
☐ Some college
☐ Completed college
☐ Completed business/technical school
☐ Advanced degree

1

our question

How does the City of Ankeny attract more bicycle tourists to better leverage the investment the City has made in the trail network?

think about this

Think about a place you have traveled, loved, and (if you have) biked.

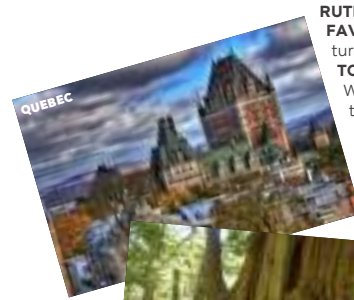
What did you love about the place?
What made it special?

What was your favorite “Instagram” moment?

Did you (or would you) go for a second visit?

Hold on to your thoughts as you review our recommendations. If these things (or others that you suggest) happened in Ankeny, would your City have similar memorable moments?

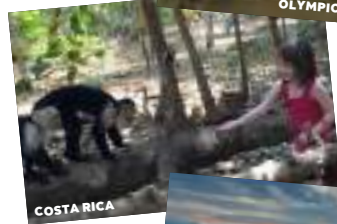
postcards from the planning team



RUTH'S FAVORITE PLACE: Quebec, Canada. Beautiful landscapes, amazing food, and unique cultural/historical experiences without having to cross an ocean. **RUTH'S FAVORITE PLACE TO BIKE RIDE:** A 3-day, 180-mile round trip bicycle tour from the Olympic Peninsula in Washington to Seattle and back. My journey was extremely scenic with the Olympic National Park to the south and the Salish Sea to the north. I stopped periodically to enjoy the scenery and pick wild blackberries. I also felt extremely accomplished upon completion as this was the greatest amount of mileage I had ridden in such a short period of time.



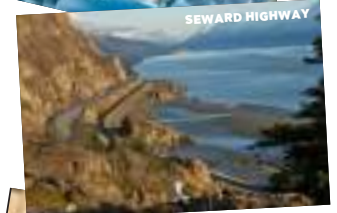
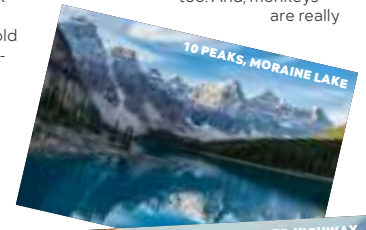
LINDSAY'S FAVORITE PLACE: My favorite place I've been (so far) has been Costa Rica. We chose to travel there due to their friendly reputation (important when I was bringing my daughter), as well as their huge amounts of protected land for wildlife. Of course reasons we'd love to go back which were a daily highlight, the only way to get a 4 year old to hike miles into a dense jungle. the amazing food and coffee were too. And, monkeys are really



DEREK'S FAVORITE PLACE: Grand Marais, Michigan. The natural beauty and solitude of the place are unmatched, and of course Lake Superior, which makes the place feel like the end of the earth. **DEREK'S FAVORITE PLACE TO BIKE RIDE:** The Netherlands. The best way to experience a new culture is on foot or on a bike, especially when biking is part of the culture.



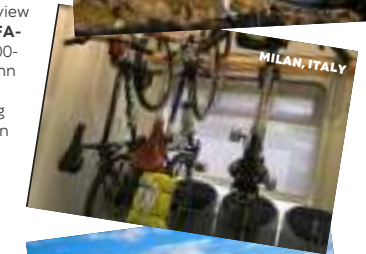
KRISTY J's FAVORITE PLACE: Standing in the valley of the ten peaks at Moraine Lake – the mountains and turquoise blue water are the most stunning view I have ever seen. **KRISTY J's FAVORITE PLACE TO BIKE:** A 500-mile circle tour of Seward, Glenn and Richardson Highways in Southeastern Alaska. Traveling through towns nestled between peaks and the sea, to multi-day



stretches through the desolate interior, to day-long climbs into mountain passes, bathing in glacial water and foraging food - I felt my wildest, freest and most humble.



KRISTY C's FAVORITE PLACE TO TRAVEL: New Mexico. Every time I turn a corner, the landscape changes to yet another stunning view, and it feels like I am riding across a lunar landscape. **KRISTY C's FAVORITE PLACE TO BIKE:** Europe is heaven for a transportation nerd like me. The biking is fantastic (cars know how to interact with bicyclists) and when I am tired of riding, a train is always available. And let's not forget the food (which is why I ride a bike!).



what is a bicycle tourist?

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

BICYCLE TRAVEL TOURIST



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

Riders on self- or tour-company organized multi-day bicycle tours. Rides range from short bike overnights to multi-week cross county tours.

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

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.

DESTINATION TOURIST



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

Riders that set out for a specific destination or experience. Similar to a bicycle travel tourist, but more likely to be on a day trip.

DAY RIDE / URBAN TOURIST



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

Riders that want to experience an urban area from a bicycle vantage point.

MTN / GRAVEL BIKE TOURIST



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

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.

elements of a successful trail city?



PARTNERSHIPS

Link with resources to connect Ankeny with regional trails.



ASSESSMENT & RESEARCH

View Ankeny through a visitor's eyes.



CONNECT CITY TO TRAIL

Add inviting touches that draw riders to the City from the trails.



DEVELOPMENT

Create an experience for visitors to explore and share.



MARKETING

Bring riders to your trail from far and wide.

does it make an economic difference?

HIGH TRESTLE TRAIL VALUATION & ECONOMIC IMPACT ANALYSIS (2017)



\$7,968,100 Annual Economic Impact from HTT 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*



\$17,852,565 Annual Sales from Bicycle Shops

"It is well known in the travel & tourism industry that overnight visitors spend more per day of travel than day trippers. The difference in this impact figure compared to commuters is a good illustration of this trend."

choose your own adventure!

Great trail towns have great trail heads. Visitors need a **place to start** their trail adventure. Inviting trail heads include a safe **place to park**, space to **prepare** for a ride, and stores to **stock up on goods for the ride**. When they return, visitors will want to refuel with tasty **food and drink**. Visitors also need to know **how to find the trail head** and in which **direction** adventure awaits!

AMP & UPTOWN: ankeny's urban trail hub



ankeney branded trail heads

- New Trail head at 18th and HTT
- Future HTT Extension & Oralabor Gateway to Gay Lea Wilson
- Gay Lea Wilson & Chich-aqua Valley*
- Recommended Neal Smith Connector & 1st Street Area*
- Prairie Trail / DMACC Area
- Neal Smith & Oralabor Gateway
- * with Polk County

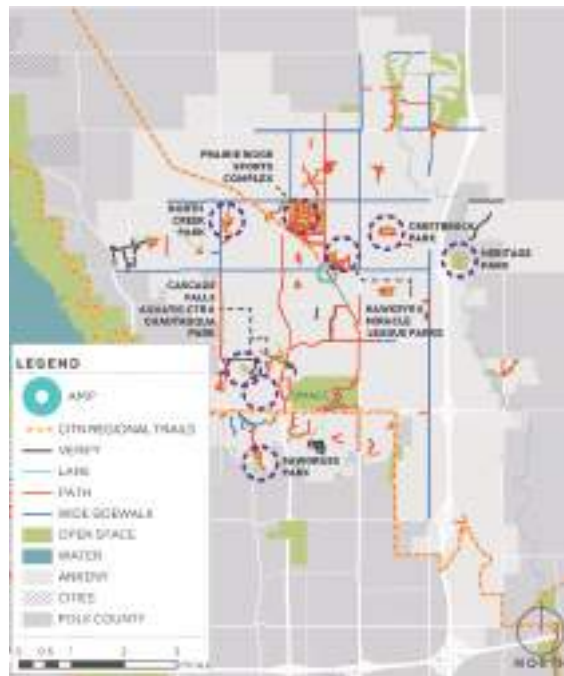
trail head improvements

- Well Marked Parking
- Trash / Recycling Bins
- Restrooms
- **Water Fountains** (Bonus: Water Bottle Fountains)
- **Signage:** Trail Rules, Emergency Information, Area Map and Ride Options
- **Benches, Picnic Tables** (Bonus: Covered Shelter)
- Clean, Attractive, and Welcome Feel
- Repair Stations
- **Bicycle Racks** (Bonus: Group Racks and Branded Racks)
- Good Lighting for Early and Late Riders
- Directions to Bike Shops & Services Areas

bring the whole family

Two things we learned through the discovery process: 1) **local folks love Ankeny for its family friendly activities** and 2) **visitors want kid friendly trail activities**. Why not connect what makes Ankeny family friendly with what visitors want? This can be Ankeny's niche within the Central Iowa Trail Network.

bike to parks route



From AMP & Uptown (the trail hub), use signage / wayfinding, marketing, and improved trail connections to create a **'Bike to Parks'** experience for trail visitors. Ensure that parks have bike racks and other bike friendly elements (see trail hub poster).

develop kid friendly biking destinations



There are many opportunities across Ankeny to develop fun and interactive stops along the trail network. The kid-friendly trail stops can be temporary or permanent: interactive art, nature displays, or a bike skills park are a few examples from other communities.



1



2

IMAGES:

(1) **Public Murals** are an affordable strategy to engage visitors. Kelsey Montague Art specializes in murals that encourage people to stop and interact.

(2) **Play Structures** such as these play cubes can be temporarily installed or moved from place to place. (3) **Kid friendly urban bike skills parks** in wooded areas near greenways. Gnomewood Mtn Bike Skills Park in SE Ohio is a good example. (4) **Trail based parks** are destinations that kids can look forward to, keeping them engaged for longer distances. The Westmoreland Nature Play Park in Portland, OR encourages nature based play.



3



4

trail oriented development & public space activation



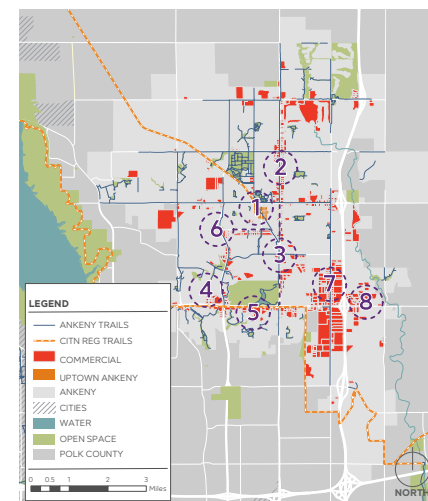
Across the city, Ankeny has pockets of potential for trail oriented real estate development and public space activation to both enhance the bicycle tourist's experience and expand economic opportunity for local business and property owners. Prime areas include property near trail heads, existing commercial districts, trail facing parks, undeveloped public land, Uptown Ankeny, and transitioning areas near existing trails and planned trail extensions.

Trail Oriented Development means the front door (or a main entry point) of the business faces, or is oriented to, the trail. TOD also includes residential units developed with trail access as a prime consideration.

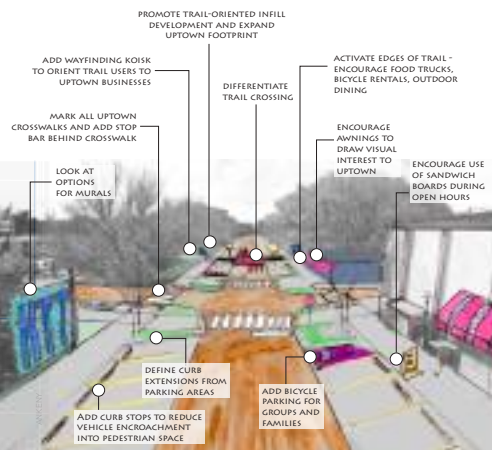
Trail businesses are on or close to a trail and welcome, encourages, or prioritize services to meet the needs of bicyclists.

Public space activation means Ankeny's public space along the trail is designed for trail users - especially bicyclists - to enhance the trail experience. Things like public art, pocket parks, public dining areas, and interpretive areas are accessible, fun, and engaging. Private entities can be key partners in space activation by offering outdoor dining, shared parking, food truck parking, etc.

commercial areas for connection and TOD



activate uptown



With AMP as Ankeny's trail hub, directing visitors to **Uptown Ankeny is a logical extension of the trail hub concept**. The City of Ankeny owns land it can activate through place making (art, parks, outdoor dining, etc.). There are properties with redevelopment potential on the market and new development projects are orienting to the trail. However, **Uptown needs definition through streetscape design, parking, and placemaking improvements**.

trail city essentials

- Bike Friendly Food & Drink Establishments
- Lodging Options (Air BnBs, Bike Hostels, Bike Inns)
- Things to Do (Other than Bicycling)
- Access to Services for Bicycle Travelers
- Bikeable Business Districts
- Coordinated Business Networks (Hours, Offerings, Incentives)
- Trail Oriented Development
- Incentives for / from Trail Oriented Businesses

what can businesses do?

- Know About Bicycling and Routes
- Offer Good Bike Parking
- Stay Open While Trails are Active
- Sell Small Food Items
- Offer Promotions to Bicyclists
- Seek Feedback from Visitors
- Offer Delivery & Shipping
- Allow for Short (1-2 night) Stays
- Stock Things Bicyclists May Need
- Provide Water

trail oriented businesses: what more does ankeny need? what has potential?

trail food



trail drink



instructions:

step one:

Using five **RED** stickers place **ONE** sticker per category on the **business Ankeny most needs in** (one red sticker per category: food, drink, lodging, services, trail shops).

step two:

Using **YELLOW** stickers, pick the two businesses have the most potential for success in Ankeny (vote for two across all categories).

step three:

Don't see the right type of business listed? Use the **post-it notes** to tell us your ideas about bicycle businesses in Ankeny.

trail lodging

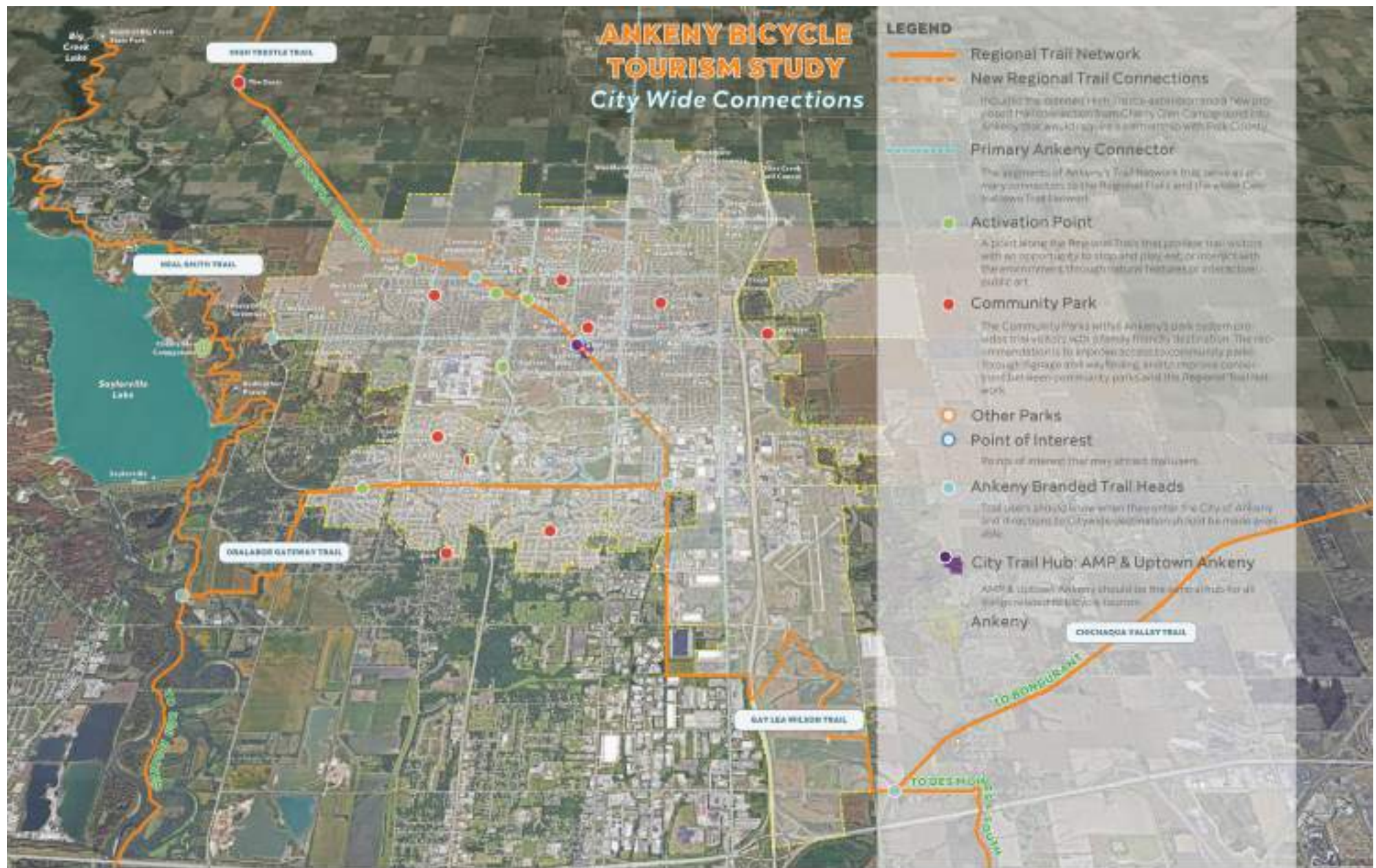


trail shops



bicycle services





Tapestry Descriptions

The document linked below contains Tapestry Segment descriptions for segments most prevalent in Ankeny and the Des Moines Metro.

<https://documentcloud.adobe.com/link/review?uri=urn%3Aaaid%3Aascds%3AUS%3Aafe6512f-ad02-4a72-ac28-e9661aafa775>



LifeMode Group: Affluent Estates

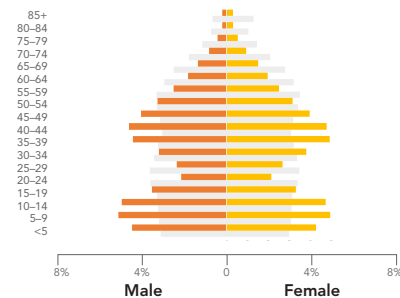
Boomburbs



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

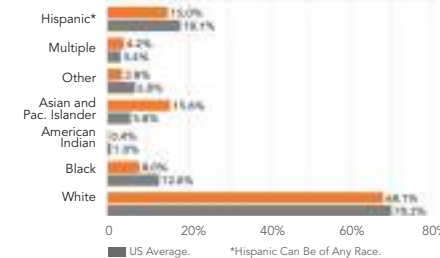
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

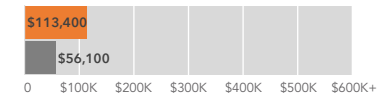
Diversity Index: **63.2** US: 64.0



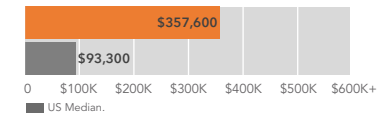
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

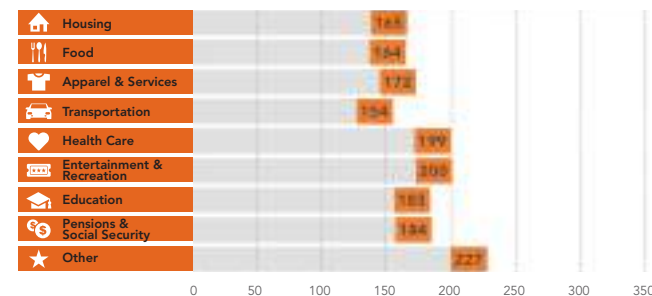


Median Net Worth



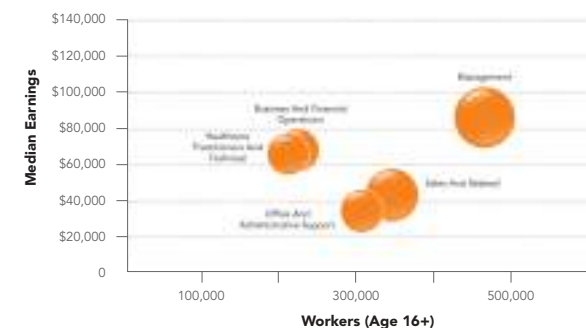
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Endnotes

1 - The 15 Fastest-Growing Large Cities and Towns Between July 1, 2016, and July 1, 2017 (Populations of 50,000 or more in 2016). <https://www.census.gov/newsroom/press-releases/2018/estimates-cities.html>

2 - Iowa Bicycle and Pedestrian Long Range Plan. <https://iowadot.gov/iowainmotion/files/Bike-and-Pedestrian-Plan.pdf>

3 - Raccoon River Valley Trail Extension. <https://raccoonrivervalleytrail.org/blog/2018/10/03/ribbon-cutting-oct-12-to-open-part-of-connector-trail/>

4 - Selected Bicycling Means Business Research

Adventure Cycling Association: <https://www.adventurecycling.org/resources/blog/bikes-bucks-6-ways-bicycling-benefits-businesses-local-economies/>

Bicycle Coalition of Philadelphia: <https://bicyclecoalition.org/facts-biking-improves-business/>

League of American Bicyclists: https://bikeleague.org/sites/default/files/Bicycling_and_the_Economy-Econ_Impact_Studies_web.pdf

5 - Iowa Natural Heritage Foundation High, Trestle Trail Valuation & Economic Impact Analysis (2017). [http://](http://bit.ly/2qFeYzd)

bit.ly/2qFeYzd

Economic and Health Benefits of Bicycling in Iowa (2011): https://www.peoplepoweredmovement.org/site/images/uploads/Economic_and_Health_Benefits_of_Bicycling_in_Iowa.pdf

Economic Value of Outdoor Recreation in Iowa (2012). https://www.card.iastate.edu/research/resource-and-environmental/items/DNR-AmenityRevised_9-25-12.pdf

Iowa State University Recreation Impact Study (2007). <https://www.card.iastate.edu/research/resource-and-environmental/items/DNR-Amenity.pdf>

6 - The Progress Fund Trail Town Program: <https://www.trailtowns.org/about-us/>

7 - Outdoor Industry Association Reports

The Economic Contributions of Outdoor Recreation.

2017 Report: <https://outdoorindustry.org/resource/2017-outdoor-recreation-economy-report/>

2017 Technical Report: <https://outdoorindustry.org/resource/economic-contributions-outdoor-recreation-technical-report/>

2012 Report: <https://outdoorindustry.org/resource/the-outdoor-recreation-economy-2012/>

Participation Reports

2018: <https://outdoorindustry.org/resource/2018-outdoor-participation-report/>

2017: <https://outdoorindustry.org/resource/outdoor-recreation-participation-report-2017/>

2015: <https://outdoorindustry.org/resource/outdoor-participation-report-2015/>

8 - Esri Tapestry Resources.

General Information:

<https://www.esri.com/en-us/arcgis/products/tapestry-segmentation/overview>

Data Documentation: <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

All Segment Summaries: http://downloads.esri.com/esri_content/doc/dbl/us/tapestry/1A-14C_TapestryFlier_G79488_2-18_ALL.pdf

9 - Wayfinding Cost Guidance

Rails to Trails Conservancy, Signage and Surface Marking: <https://www.railstotrails.org/build-trails/trail-building-toolbox/design/signage-and-surface-markings/>

Up North Trails (MI) Wayfinding: http://www.discovernortheastmichigan.org/downloads/cost_est_trail_wayfinding_signs.pdf

10 - Uptown Ankeny Site Visit Report and Two Page Summary (2017). Iowa Downtown Resource Center, Iowa Economic Development Authority. https://drive.google.com/open?id=1lhFXZa_WW-f6UAC6KeZoScSnN1vqr7xl

